🛒 Checkout Process Confusion and Implementation Plan

- 👨‍💼 CEO

- 👩‍💼 VP of Product

- 👫 Executives

- 👩 🤝 👩 Stakeholders

- 🧔 Team Members

Summary

🔴 **Issue Identified**: Returning consumers are confused by the current cart and checkout button placement.

🛠️ **Action Plan**: The UX research team is preparing and testing a new design, while the backend team works on implementation.

⏳ **Impact**: This additional work will delay project completion by two weeks, pushing the timeline beyond the end-of-quarter target.

🧑‍🔬User Research Team

💻Backend Development Team

Thank You!

🙋 Q&A

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