

TEE'S SHIRTS

### Check out issue #1: Sign-in






#### Situation:

A significant number of customers for Tee's Shirts are abandoning the checkout process when they reach the sign-in page. The page asks the customer to sign in or create an account. Here is how the store's sign-in page appears during checkout:

TEE'S SHIRTS

Shop ▾ Lookbooks ▾

### Sign in

Email

Password

[Forgot password?](#)

**LOGIN**

Not registered? [Create an account](#)

**Step 1: Identify the issue. Why might customers abandon the checkout process at this point?**

No guest checkout, and doesn't use sign in through Google Facebook as an option. Customers might have forgotten account password or not want to go through the account creation process.

**Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.**

Add guest checkout option and the ability to sign in with other accounts like Google, Facebook, or Apple.

## Checkout issue #2: Personal information

**Situation:**

Customers for Tee's Shirts are also abandoning the checkout process when asked to provide their personal information. The checkout process requires them to enter the following details:




- Name
- Address
- Email address
- Home phone number
- Work phone number
- Mobile phone number
- Birthdate

Here is how the personal information fields appear during checkout:

TEE'S SHIRTS

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1 ADDRESS

2 SHIPPING

3 PAYMENT

4 REVIEW

Address

First name

Last name

Address

City

State

Zip code

Email

Home phone number


Work phone number

Mobile phone number

Birthdate

Order summary

1 item



Classic Cotton Tee

S / Mid Gray

\$30

×

− 1 +

Subtotal

\$30

Shipping

\$8

ORDER TOTAL

\$38

CONTINUE

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**Step 1: Identify the issue. Why might customers abandon the checkout process at this point?**

Too many unnecessary fields add time to the checkout process. Home, work, and mobile phone numbers are excessive and unnecessary. As well as the birthday field.

**Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.**

Cut out multiple phone fields, and leave only one field for phone numbers. Also, remove the birthday field, as it's not obvious why the store will need that information to check out.

## Checkout issue #3: Shipping



**Situation:**




Customers for Tee's Shirts are also abandoning the checkout process when asked to choose a shipping option. The shipping options include the following:

- Standard shipping starting at \$8
- Express shipping starting at \$15

Here is how the store's shipping options appear during checkout:

TEE'S SHIRTS

Shop ▾Lookbooks ▾



1 ADDRESS

2 SHIPPING

3 PAYMENT

4 REVIEW

Shipping

☐

Standard

10-20 business days

\$8

☐


Express

3-5 business days

\$15

Order summary

1 item



Classic Cotton Tee

S / Mid Gray

\$30

×

— 1 +

Subtotal

\$30

Shipping

\$8

ORDER TOTAL

\$38

CONTINUE

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**Step 1: Identify the issue. Why might customers abandon the checkout process at this point?**

Making customers pay for shipping could turn them off at this stage, as a competitor may offer free shipping.

**Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.**

Offer free shipping for all orders or orders above a certain threshold like \$25. Give a promotional code that gives customers free shipping or give free shipping as a perk for rewards members.

## Checkout issue #4: Payment






**Situation:**

Customers for Tee's Shirts are also abandoning the checkout process when asked to enter their payment information. The online store accepts credit cards.

Here is how the store's payment options appear during checkout:

TEE'S SHIRTS

Shop ▾Lookbooks ▾



1 ADDRESS

2 SHIPPING

3 PAYMENT

4 REVIEW

Payment

PAYMENT INFORMATION

Card number

Expiration date

Month ▾

Year ▾

CVV


BILLING ADDRESS

☐ Same as shipping address

☐ Use a different address

Order summary

1 item

Classic Cotton Tee  
S / Mid Gray  
\$30

×  
– 1 +

Subtotal

\$30

Shipping

\$8

ORDER TOTAL

\$38

CONTINUE

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**Step 1: Identify the issue. Why might customers abandon the checkout process at this point?**

Customers may want a more secure payment option if they don't trust the website's security or payment system. Or customers are unable/do not want to pay with their credit card directly through the website.

**Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.**

The store should offer multiple payment methods for customers to pick their favorite from. This includes debit cards, PayPal, or mobile payments (Google Pay or Apple Pay). Installment options can also be helpful to customers that may want to buy now and pay later.

Make sure the store's website uses HTTPS to be more secure. Make sure to display the TLS or SSL certificate symbol in the payment section for customers to know they can trust the store's payment system.