Shopping Cart Experience Redefined

In the actual buying process, there are many factors that cause customers to abandon the items they have already picked and put in the shopping cart, so I have a few suggestions for some redesign of the shopping cart.

1. Clear presentation of shipping costs to customers.

Shipping costs that are not presented in a timely manner are a major factor in cart abandonment. Shipping costs are an important determining factor for online customers, and users are likely to abort their purchases by forgoing checkout because they don't see shipping costs.

I consider adding the subtotal on the interface of the shopping cart to display the total amount after adding the shipping fee. Add a "details" button next to the subtotal. After the customer clicks the "details" button, the price, tax, shipping fee and total of the purchased item will be displayed, which can help users know their purchase before entering the checkout page to pay the total payment.
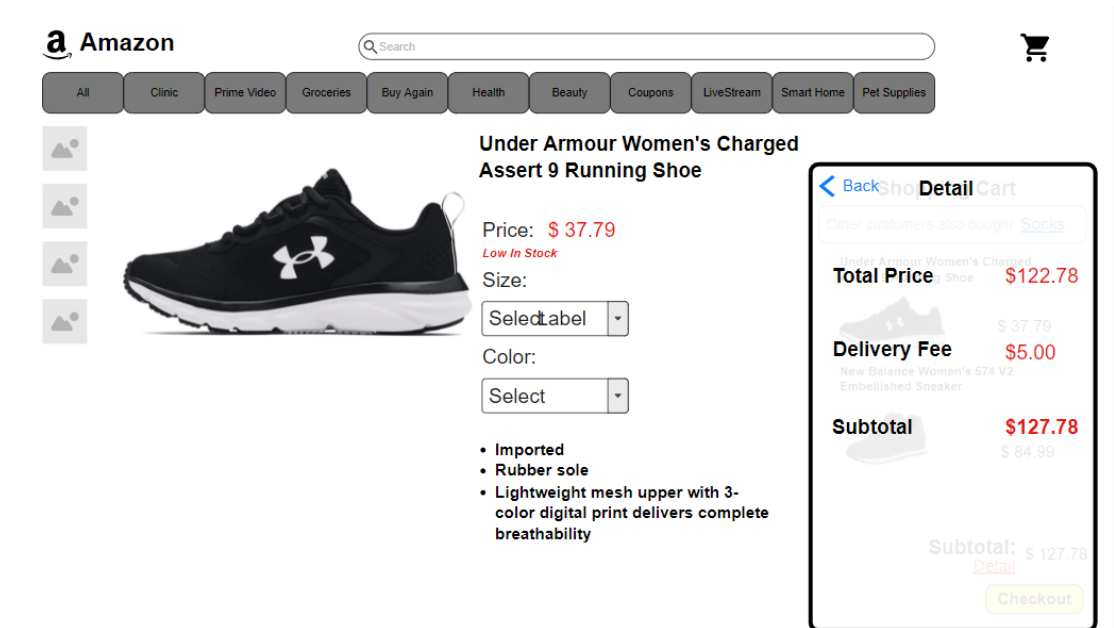
2. Provide consistency for second purchase

From the example "Congratulations on purchasing product x, now you are ready to purchase product y", additional sales information is very effective in stimulating users to make a second purchase.

I'm considering adding a shopping suggestion link on the top of the shopping cart. After reading the purchased products, new item suggestions will be provided.

For example, after purchasing sneakers, the shopping suggestion will display "You bought sneakers, most buyers also bought socks". If customers click this link, they can navigate to the detailed page of the socks.

3. Add categories to shopping cart

I'm going to add two category tags to the shopping cart for sorting, one is "price decline" and the other is "low in stock". After the user has shopped and added items to the cart, they can click on these two tabs to sort them.

The "price decline" label is mainly aimed at items that have been placed in the shopping cart and hesitated to buy; the "low in stock" label is used to remind and stimulate customers to make purchases as soon as possible.

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Search

All | Clinic | Prime Video | Groceries | Buy Again | Health | Beauty | Coupons | LiveStream | Smart Home | Pet Supplies

Shopping Cart

Category: [Price Decline] [Low In Stock] ⬅

Under Armour Women's Charged Assert 9 Running Shoe

$ 37.79

Qty:

[Select ▾]   *Low In Stock*

New Balance Women's 574 V2 Embellished Sneaker

$ 84.99
~~$ 92.59~~

Qty:

[Select ▾]

Subtotal:(Delivery Fee included)

$ 127.78

[**Checkout**]