

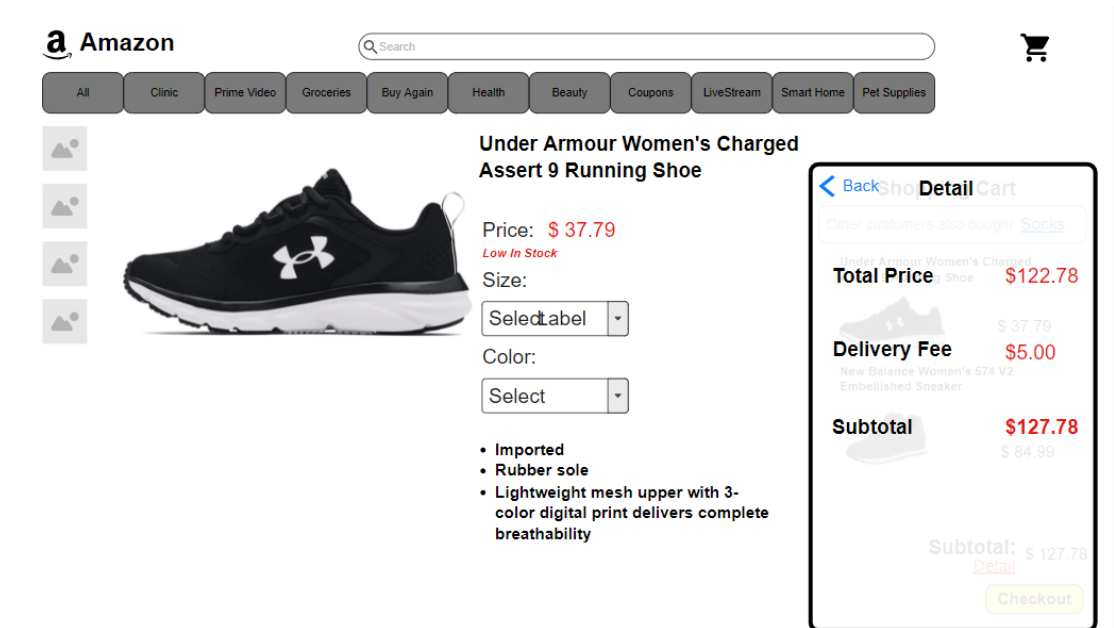
# Shopping Cart Experience Redefined

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.

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

**Under Armour Women's Charged Assert 9 Running Shoe**

Price: **\$ 37.79**  
*Low In Stock*

Size:

Color:

- Imported
- Rubber sole
- Lightweight mesh upper with 3-color digital print delivers complete breathability

**Shopping Cart**

Other customers also bought [Socks](#)

Under Armour Women's Charged Assert 9 Running Shoe

\$ 37.79

New Balance Women's 574 V2 Embellished Sneaker

\$ 84.99

**Subtotal:** \$ 127.78  
[Detail](#)

[Checkout](#)

All Clinic Prime Video Groceries Buy Again Health Beauty Coupons LiveStream

**PAPLUS Ankle Compression Sock for Men and Women 2/4/6 Pairs**

Price: **\$ 15.99**

Size:

Color:

- Pull On closure
- Machine Wash
- [MORE COMPRESSION FOR EXERCISE] COMPRESSION is proven to improve blood flow, move faster, react quicker and use less energy. Targeted compression zones provide varying levels of support from moderate to extra firm. These ankle compression socks are designed to promote blood circulation and oxygen flow preventing cramping, fatigue, swelling and helps in muscle recovery, plantar fasciitis

**Shopping Cart**

Other customers also bought [Socks](#)

Under Armour Women's Charged Assert 9 Running Shoe

\$ 37.79

New Balance Women's 574 V2 Embellished Sneaker

~~\$ 92.50~~  
\$ 84.99

**Subtotal:** \$ 127.78  
[Detail](#)

[Checkout](#)

### 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.

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**  
~~\$ 92.69~~

Qty:

Select ▼

Subtotal:(Delivery Fee included)

**\$ 127.78**

**Checkout**