



Medallia + Quantum Metric

Shopping Cart Experience: Uncovering Technical Issues in West Banners

November 2023

Overview

Objective: The purpose of this study is to thoroughly examine the cart and checkout process in the west banners, with a specific focus on identifying technical issues and investigating their causes.

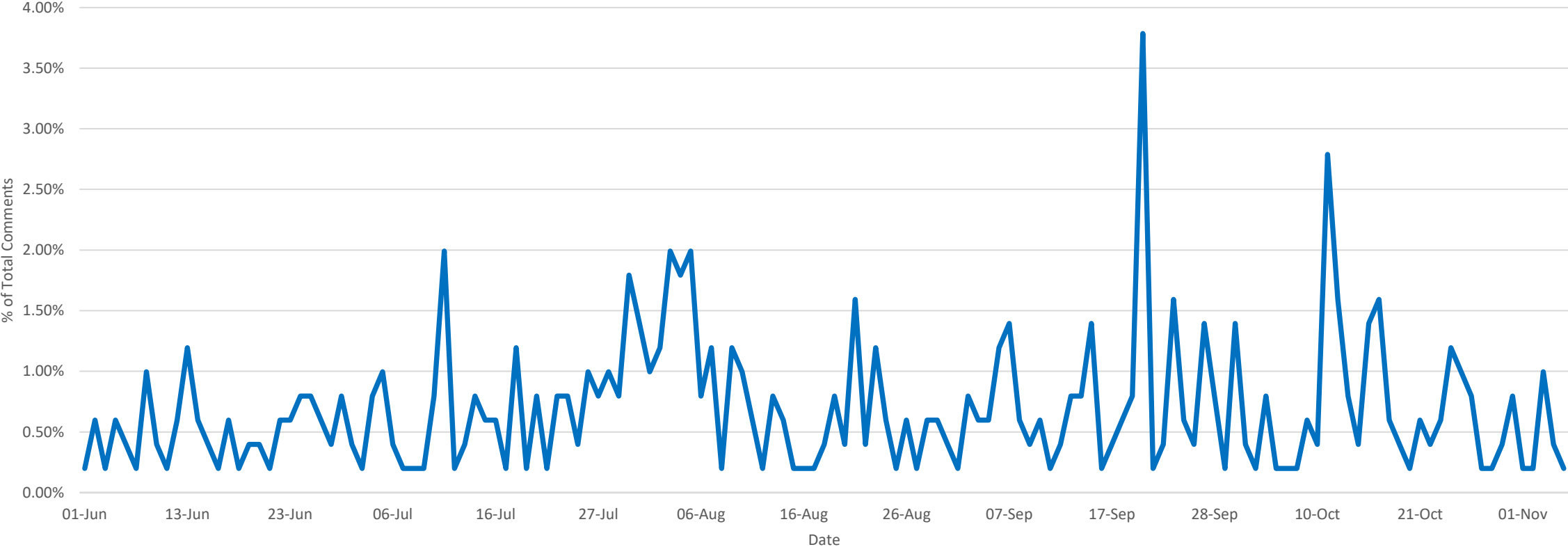
[Dataset](#): 509 user comments, Charts, Theme Analysis, and Quantum Metric(QM) Session Replay Sample Log.

Key Findings Summary:

- **Screen Flickers and Unresponsive Checkout Button:**
 - Session replays show screen flickering upon PayPal button click and an unresponsive checkout button.
 - This was common in sessions where there was low stock products in the cart.
- **Technical Glitches and Slow Loading Times:**
 - Marks experiences a significant spike in slow API calls on October 15th.
 - Increase in Slow API Calls on October 15th correlates with a rise in user session volume.
- **Cart Retention Frustrations:**
 - User comments express frustrations with the cart not retaining items after sign-in from the cart page.
 - Session replays reveal 'Uncaught Exception Errors' during sign-in.

Medallia Analysis Reveals Notable Peaks in User Feedback for The Cart Experience during September and October

Canadian Tire, Marks, and Sport Chek West Region:
6-Month Trend of Cart Experience Comments



Top Customer Feedback Themes for September and October

Top September Themes

Checkout Process: Unresponsive checkout button, unexpected pop-ups, and confusion about discounts and rewards.

Payment Entry Issues: Customers mentioned being stuck in a payment loop, having to repeat the checkout process multiple times before their payment went through.

Browser Compatibility: Website compatibility problems with Safari and Firefox, causing broken checkout forms or requiring browser switches for purchases.

Top October Themes

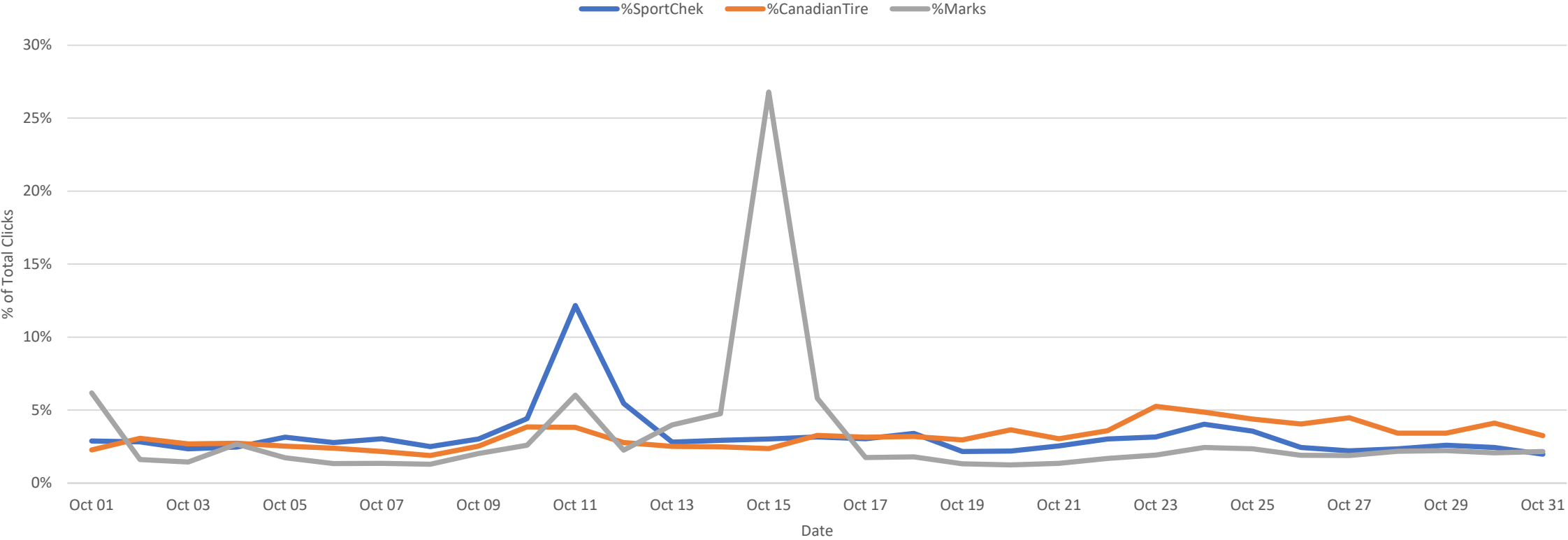
Checkout and PayPal Button Challenges: Customers encountered unresponsive checkout and screen flickering upon PayPal button click.

Slow Loading Times: Customers frequently mention slow loading Times impacting their experience.


Cart Retention Issues with Sign-In: Items not retained in cart after logging in or out.

Sport Chek and Mark's Experience Significant Spike in Checkout Button Clicks on October 11th and 15th

Percentage of Checkout Button Clicks on the Shopping Cart Page for Sport Chek, Canadian Tire, and Mark's (West Region) in October



Comments Reveal Customers Encounter Unresponsive or Glitchy Checkout and PayPal Buttons in the Cart on Both October 11th and 15th



sportchek.ca


Likelihood to Recommend (Digital): 3
Satisfaction with Digital Experience: 1
Respondedate: 10/11/2023, 9:59 PM EST

Reason for Score Comment

Putting this order through was terrible. The checkout button and paypal made the whole site glitch. I was unable to do it on my mobile and still took 10 minutes to just do the check out and pay.

Additional Comments

glitchy at checkout



sportchek.ca


Likelihood to Recommend (Digital): 0
Respondedate: 10/11/2023, 9:21 PM EST

Reason for Score Comment

After items were added to cart and promotion code was applied, I was unable to proceed to checkout. Tried and failed on three different browsers and using both data and wifi.

Additional Comments

If we make an online order from a physical store, there is no shipping charge; so we should be able to order online from home and have a ship to store option with no shipping charge.



marks.com

Likelihood to Recommend (Digital): 3
Satisfaction with Digital Experience: 2
Respondedate: 10/15/2023, 10:48 PM EST

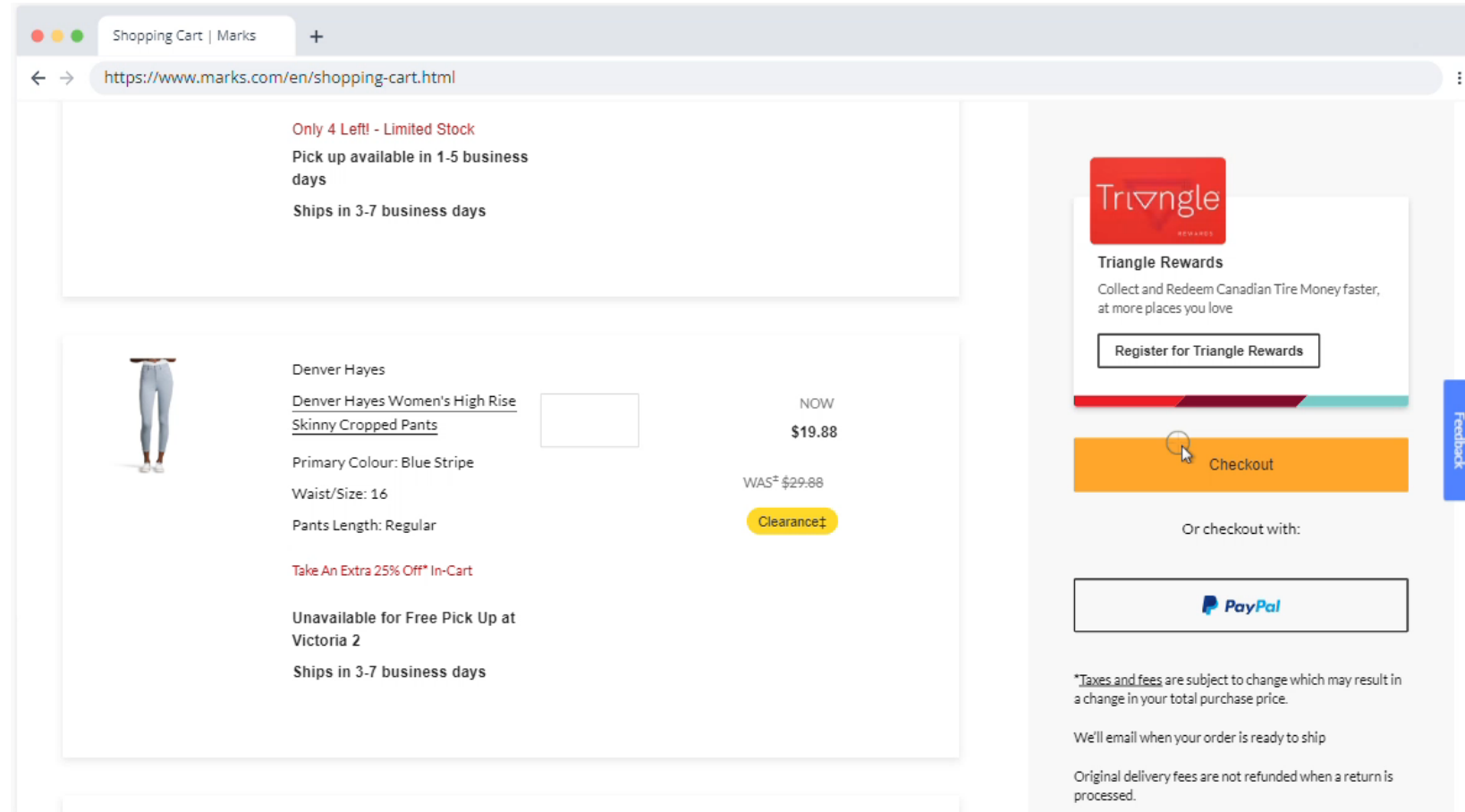
Reason for Score Comment

When I hit the checkout button nothing happened :(

Session Replays Reveal Screen Flickers upon PayPal Button Click and Unresponsive Checkout Button. Possible Cause Maybe Linked to Low Stock on Selected Item(s) or an API 500 Internal Server Issue

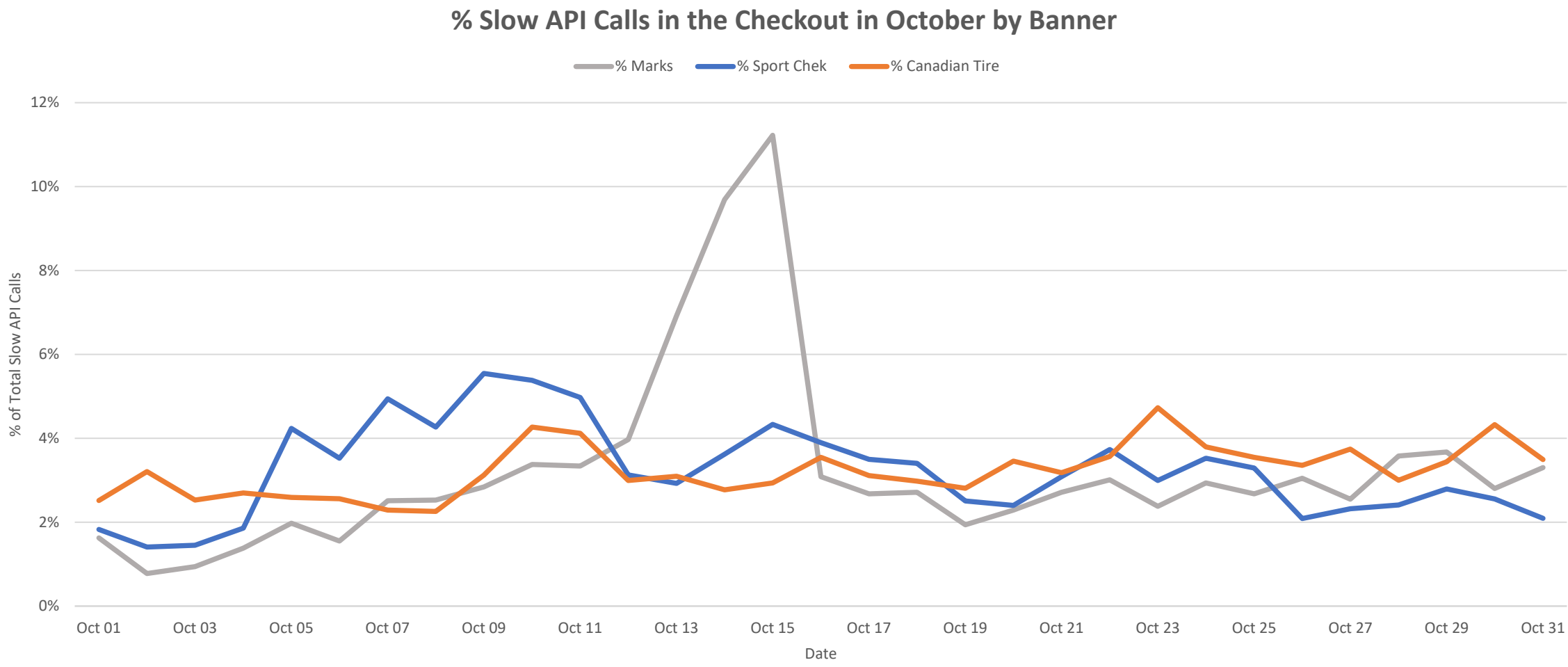
Observations:

- Users will generally select their fulfillment method.
- API 500 errors is captured in QM when a click action is performed
- Screen flickers when customers click the PayPal button and Checkout button is unresponsive
- This issue generally occurs when an item in the cart has only one left in stock.
- One user resolved the issue by removing half their cart items. [\[Link to Session\]](#)




Note: Item quantities and radio buttons do not display in QM Session Replays.

Marks Faces a Significant Spike in Slow API Calls on October 15th, Indicating Potential Website Performance Issues





October 15th User Comments Report Technical Glitches and Slow Loading Times Impacting Their Experience





marks.com

Open Comment


 Your website is very glitchy.

 Tried to order 2 pairs of work shoes.

 Got to the checkout and it wouldn't let me.



Wouldn't let me use paypal either.

 Your website is terribly slow. Awful.

Respondedate

10/15/2023, 11:17 PM



marks.com

Likelihood to Recommend (Digital): 7

Satisfaction with Digital Experience: 7

Respondedate: 10/15/2023, 12:17 AM EST

Reason for Score Comment

Glitches happen



marks.com

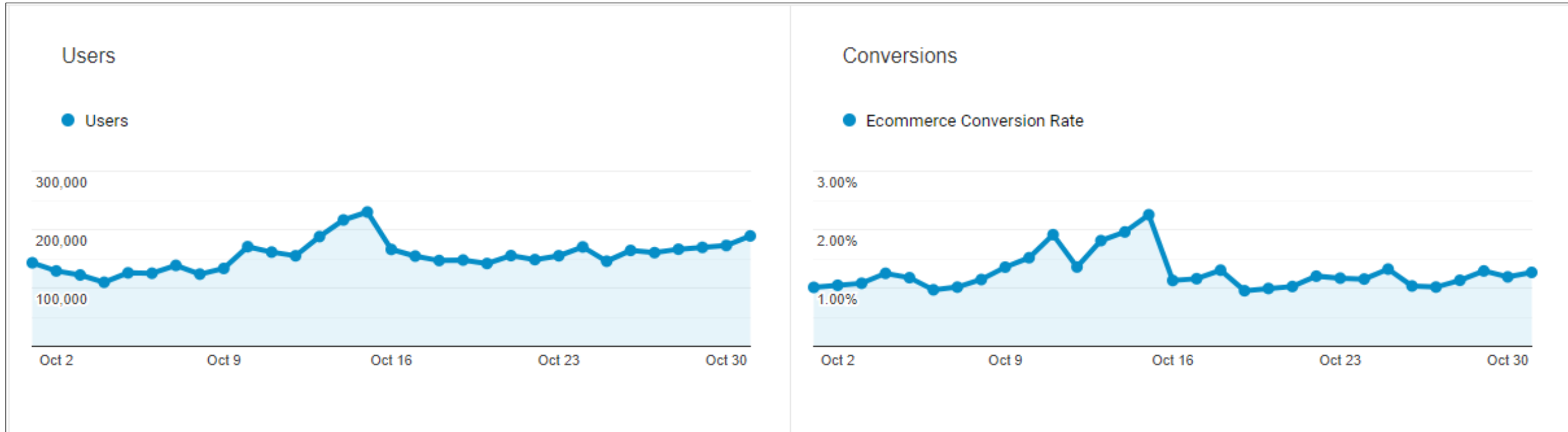
Likelihood to Recommend (Digital): 3

Respondedate: 10/15/2023, 12:17 AM EST

Reason for Score Comment

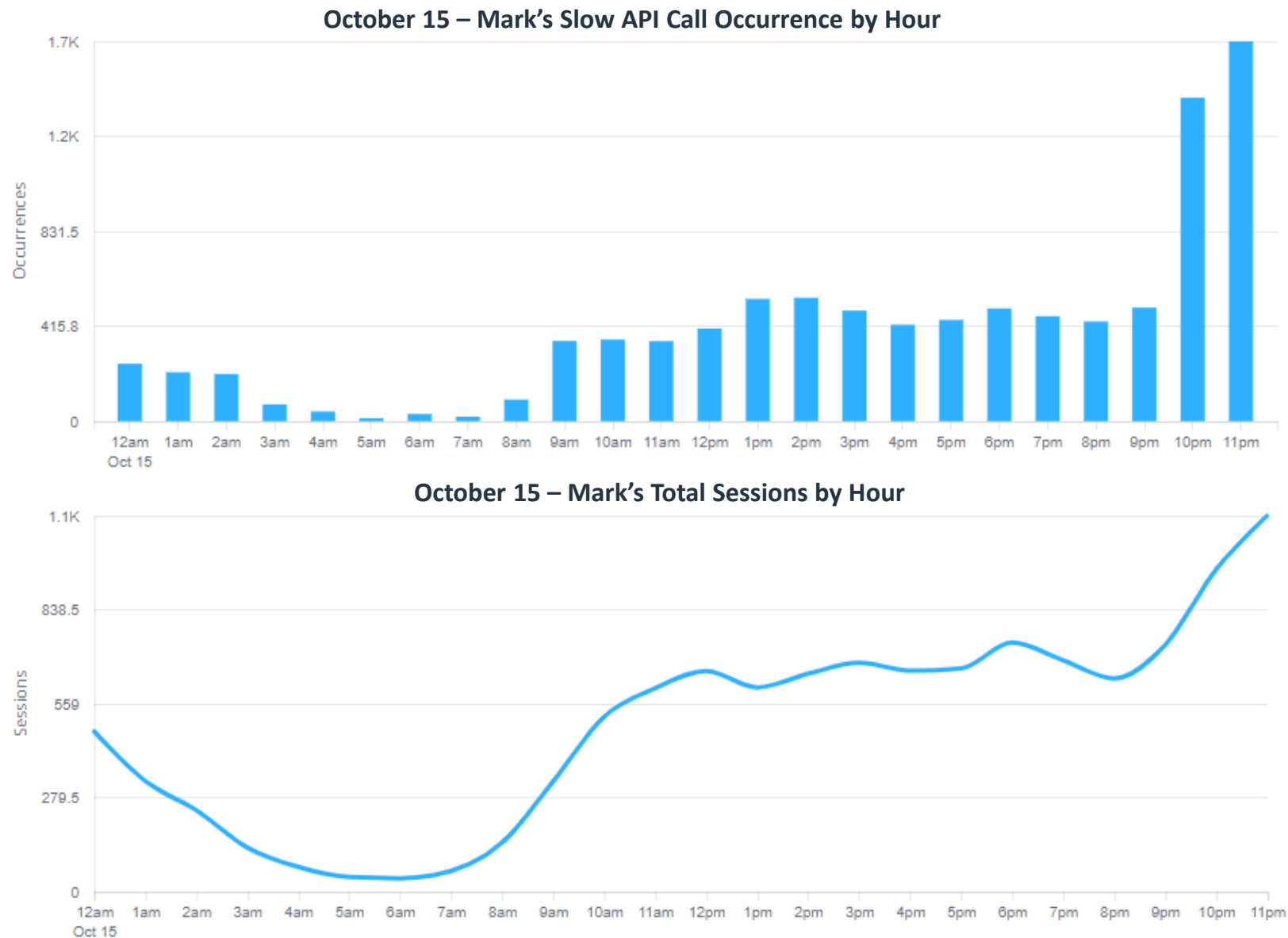
I checked out as a guest because I could not remove old items in my cart. Website froze with circle timer going around and around. Your site doesn't work in Chrome and is often slow even in Edge. It is rarely an easy or pleasant experience!

Mark's Site Traffic and Conversion Rates Shows the Same Spikes on Oct. 11th and 15th



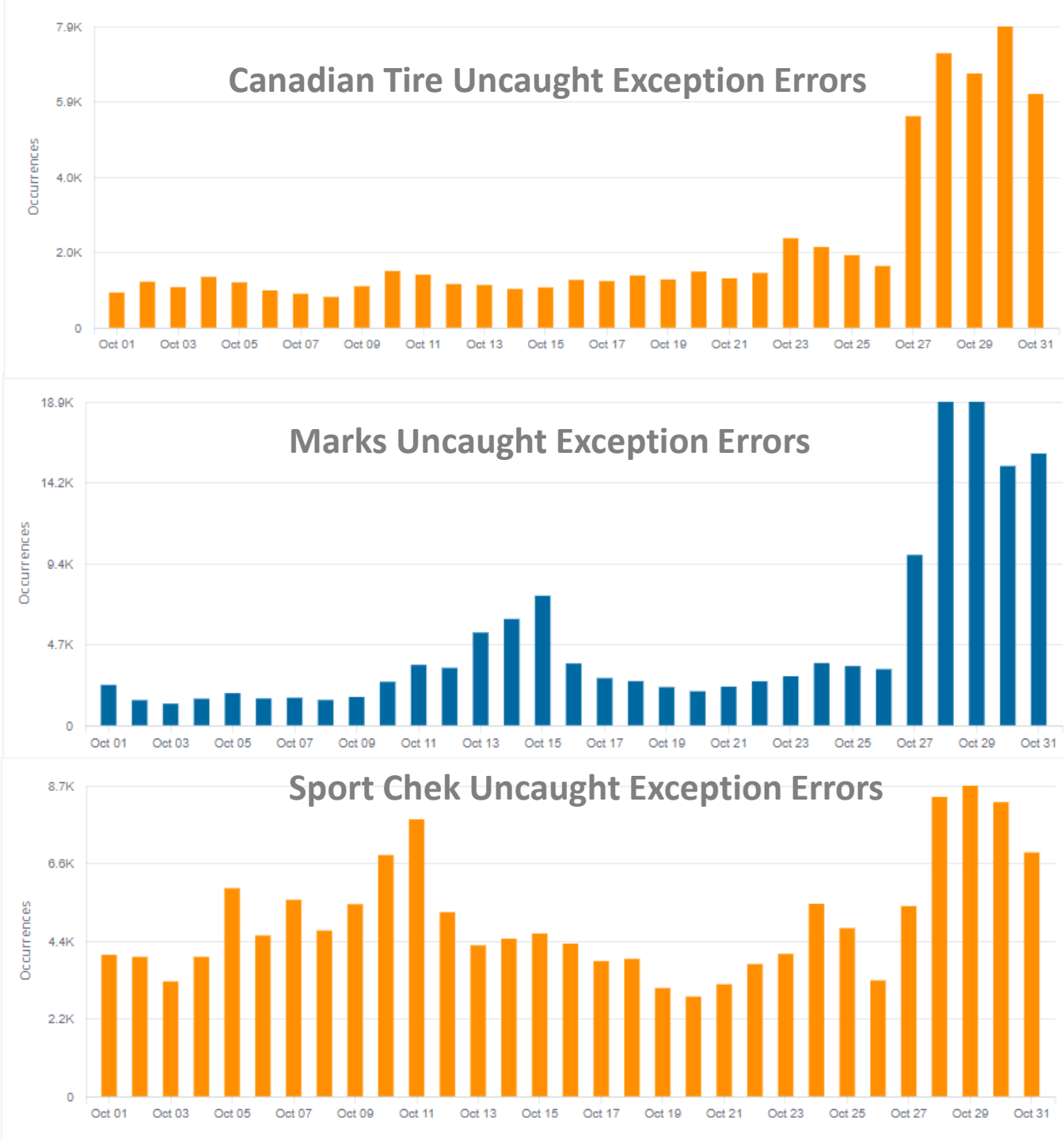
This data was gathered from Google Analytics

Increase in Slow API Calls on October 15th Coincides with Rise in User Session Volume, Pointing to Possible Performance Implications Due to High Traffic



Uncaught Exception Errors Increase in late Oct Across All West Banners

Uncaught Exception Error: Occurs when a software application encounters an unexpected error that it is unable to handle, resulting in abnormal behavior or a crash. This error is called "uncaught" because it was not properly addressed by the code's error-handling mechanisms.



Users Express Frustration: Cart Fails to Retain Items After Sign-In



sportchek.ca

Likelihood to Recommend (Digital): 5

Satisfaction with Digital Experience: 4

Respondedate: 10/28/2023, 12:16 AM EST

Reason for Score Comment

Every time I would sign in to my Triangle rewards it would empty my cart. I tried logging in first but it then would give me an error every time I tried to add something to my cart and when I clicked the cart icon which indicated I had 4 things in my cart, it would be empty. I had to check out as a guest and just use my CC not sure if I got all my bonuses I was supposed to get from my offers. I had specific offers for nike shoes and clothing.



canadiantire.ca - NEW

Likelihood to Recommend (Digital): 10

Respondedate: 10/24/2023, 7:34 PM EST

Reason for Score Comment

I wasn't signed into my account, so when I went to sign in after I added everything to my cart, the items all left my cart and I had to add them again. There was an error that showed up on the screen too. But I was able to get everything and shopping was quick & easy!



marks.com

Likelihood to Recommend (Digital): 0

Satisfaction with Digital Experience: 4

Respondedate: 10/27/2023, 8:49 PM EST

Reason for Score Comment

filled cart then went to check out and cart had emptied. REquired log in which I did and it kept saying password was wrong. It wasn't so I then had to change password with change password link...I changed it to the original password

Code Issues Uncovered: Session Replays Show Uncaught Exception Error During Sign-In

The screenshot displays a web browser window with the URL `canadiantire.ca/en/shopping-cart.html`. The page shows a shopping cart with a total of \$48.27. A session replay overlay is visible, listing various events. A red arrow points to the 'Uncaught Exception' event, which is highlighted in red. The overlay also shows other events like 'Page Loaded', 'Save For Later', and 'API Not Found'. The background shows the Canadian Tire website with a shopping cart containing items like NHL merchandise and a total of \$48.27.

Shopping Cart | Canadian Tire | www.canadiantire.ca

- Page Loaded
- Save For Later - Save For Later Button ...
- Cart - Shopping Cart - Cart Item Displa...
- Misc - Cart/Checkout - Triangle CC Mo...
- API Not Found
- Cart - Shopping Cart Page
- Uncaught Exception**
- +3 more events
- Typing
- Mouse Clicks
- Movement
- Inactivity

00:21:38

Common Pain Points Unveiled: Technical Glitches and Checkout Process Issues Plague User Experience, While Inventory Management Remains a Challenge

Medallia – Top Themes in October

Quantum Metric – Top Themes (30 Random Sessions)

Checkout/PayPal Button Glitches: Customers encountered unresponsive or glitchy checkout/PayPal button.

Inventory Management: Users frequently encounter out-of-stock items and struggle to find available products at their preferred store.

Technical Glitches and Slow Loading Times: Users encounter technical glitches and slow loading Times impacting their experience.

Checkout Process and Technical Issues: There are multiple technical problems affecting the checkout experience, including slow loading times, system errors, non-responsive buttons, and issues with promotional codes and rebates, leading to high abandonment rates at various stages of the shopping cart and checkout process.

Cart Retention Issues with Sign-In: Items not retained in cart after logging in or out.

User Experience and Interface Design: Usability concerns, such as the need to rotate screens to view content.

Appendix

Methodology

Part 1: Medallia Analysis

1. Extracted user comments and data from Medallia for the last 6 months, focusing on 'Cart' or 'Checkout' in Canadian Tire, Sport Chek, and Mark's banners in the West regions.
2. Cleaned the dataset by removing rows without comments and narrowing it down to 'cart' or 'checkout' mentions.
3. Manually reviewed comments and categorized themes in a 'Topic Category' column.
4. Conducted word frequency analysis to understand common concerns or praise.
5. Reviewed random comment samples to gain context and identify recurring themes.

Part 2: Quantum Metric (QM) Investigations

1. Utilized QM Session Replays to investigate recurring themes.
2. Identified high-volume session dates using the "Possible Frustrations" event in QM.
3. Analyzed a random sample of 30 session replays within the identified dates.
4. Identified top issues users are facing during the shopping cart experience.
5. Compared top issues in Medallia with the top issues found in QM.

Recommendations:

1. **Fix Screen Flickering and Unresponsive Checkout Buttons:** Address the unresponsive or glitchy behavior of the checkout/PayPal buttons by looking into the root cause of the API 500 errors on Oct. 11th and 15th.
2. **Address Technical Glitches and Slow Loading Times:** Scale up server capacity or optimize existing infrastructure to handle increased user session volume during peak traffic periods.
3. **Enhance Cart Retention Functionality:** Identify and resolve any uncaught exception errors causing the cart to not retain items after sign-in or sign-off. Properly handle exceptions in the code to prevent crashes or abnormal behavior.