

## CSYE 7280: User Experience Design and testing

### Assignment-4A

#### Shopping Cart Experience Redefined:

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#### **Strategies and changes:**

- ❖ Improving the quality of digital content is crucial.
- ❖ Including shipping costs in the cart itself.
- ❖ The user experience should be good
- ❖ The use of password-less login tools will make sure customers feel safe and will reduce cart abandonment.
- ❖ Showing users where they are navigating to.
- ❖ Providing a Wishlist tool
- ❖ Showing a transaction progress bar
- ❖ Providing guest checkout options
- ❖ Using High-quality product images
- ❖ Showing clear information whenever possible
- ❖ Creating a promotion code text box to provide discounts to regular and new users to bring back more customers.
- ❖ Including go to checkout on every page
- ❖ Transparency in transactions
- ❖ Showing delivery time on the cart page itself
- ❖ Providing priority delivery services
- ❖ Making sure all buttons are visibly pleasing
- ❖ Providing product suggestions in the cart to increase the business growth like “showing combination products or similar products”
- ❖ The site shouldn't be lagging while transactions are in the checkout.
- ❖ Providing an intelligent recommendation system to show products based on the customer's interests and predicting the future probable products to the customers by analyzing the past sales
- ❖ Providing access to the full shopping cart
- ❖ Providing a mini cart view to make customers more comfortable and clearer and to show a quick view of the products
- ❖ Linking cart items to full product details
- ❖ Providing an opportunity to delete products from the final cart and checkout as well to improve user experience
- ❖ Help shoppers compare and remember items in the cart by showing similar products in the cart.