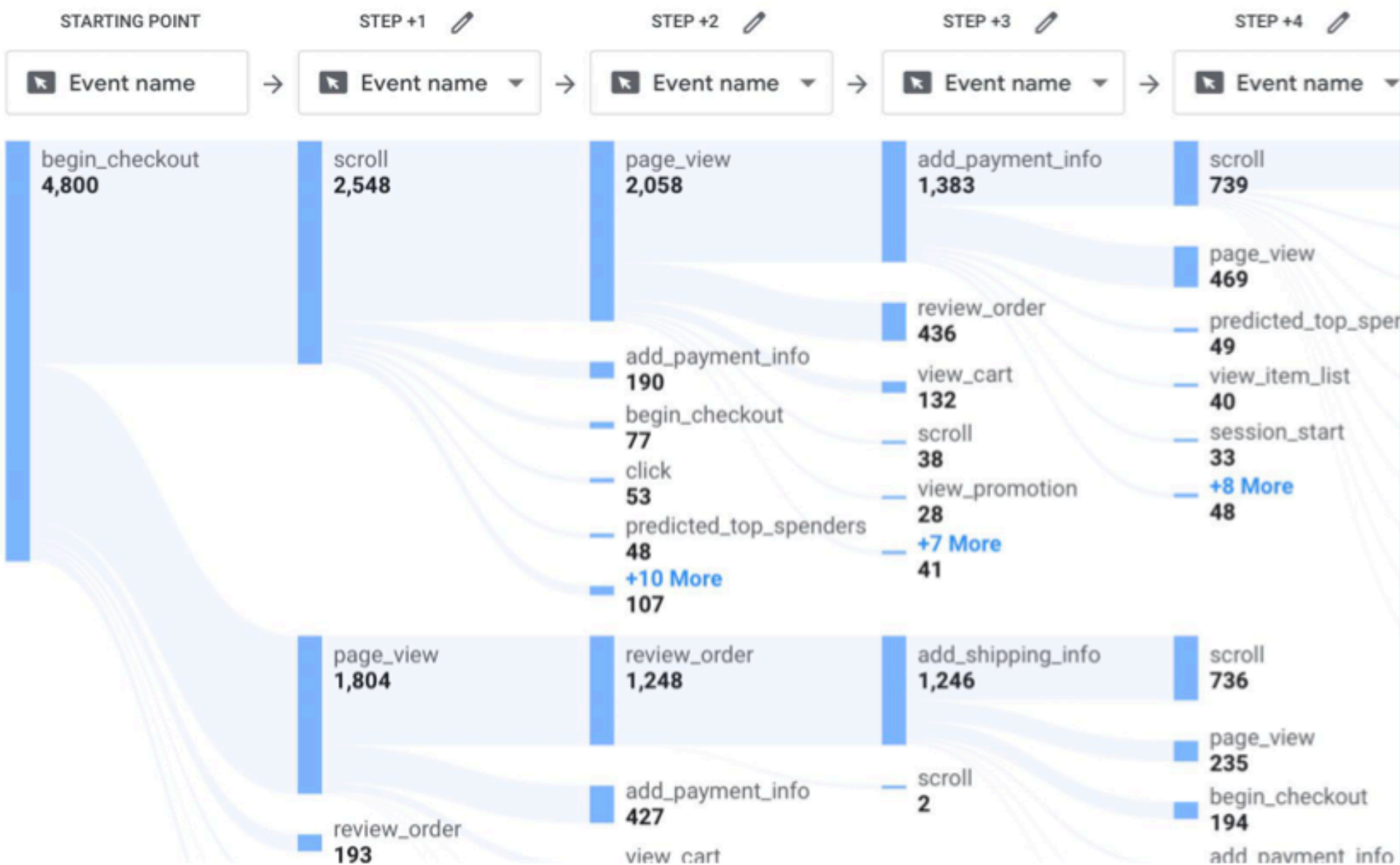


Purchase Process Analysis

All Users



Checkout completion rate only 20%, we may have to allot resources to improve and optimize checkout.

- Feature multiple checkout buttons
- Remove header & footer distractions
- Use auto-fill features
- Make it easy to review and make changes
- Offer secure capturing of payment info(for repeat customers)