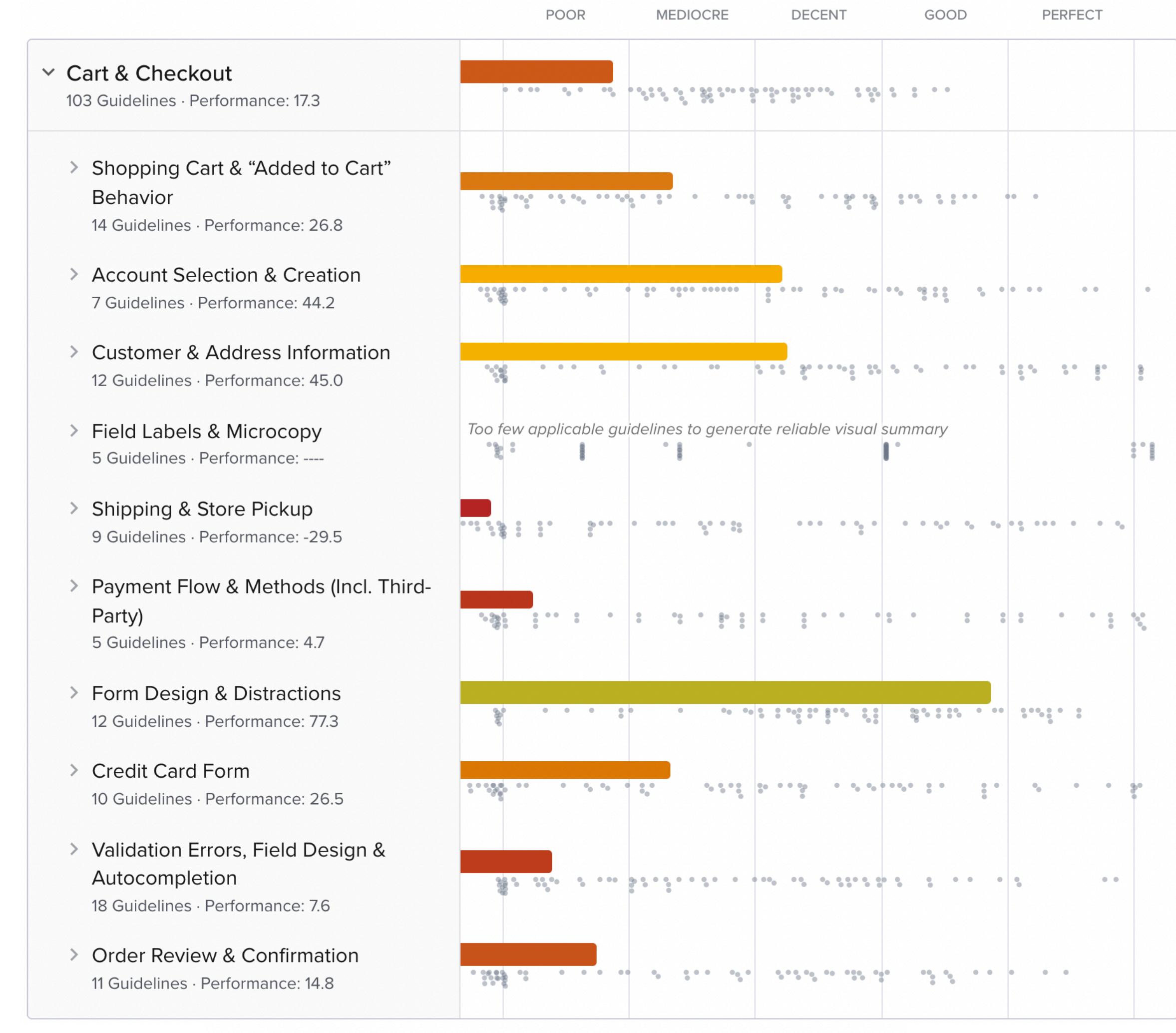


Cart & Checkout

Cart & Checkout

Area Summary

- Tractor Supply's UX performance for Cart & Checkout is “poor”, almost reaching “mediocre”, with the subareas “Field Labels & Microcopy” and “Shipping & Store Pickup” showing particularly poor UX performances which potentially create friction points at crucial stages of the user’s purchasing cycle.
- In addition, a number of poor-to-severe usability issues currently hold back the UX performances of subareas “Payment Flow & Methods”, “Validation Error, Field Design & Autocompletion” and “Order Review & Confirmation”.
- Overarching checkout issues are the presentation of form fields, their form field labels and surrounding microcopy. Despite this being an aspect of checkout flow that is technically the simplest to change, our benchmark research shows that 70% of checkouts have room for significant improvements to field labels and microcopy, which is also the case here at Tractor Supply.
- Another key subarea to note is “Shipping Store & Pickup” with its very “poor” UX performance. Overall, users lack clear shipping information on price and speed which will make it virtually impossible for users to make an informed decision on how to move forward within the checkout flow. This will cause hesitation among users and severe user misinterpretations of shipping and pickup information.
- A further subarea to focus on is the last stages of the checkout flow and how users are presented with order information and prior typed data. Currently, users will experience issues making changes to their typed input, and there is an increased risk that they will become frustrated as they are asked to move back and forth in the checkout steps to change even minor details.
- The “poor” UX performance in the subarea “Validation Errors, Field Design & Autocompletion” means that users will spend a disproportionate amount of time recovering from erroneous input, thus also increasing the time to complete a checkout. This raises the risk of users abandoning the checkout flow because they are unable to proceed with confidence.



3 Great Checkout Elements

Contactless Curbside Pickup! [Learn More](#)

What can we help you find?

Shop Tractor Supply App Gift Cards For Life Out Here Neighbor's Club Credit Center

Shopping Cart [Continue Shopping](#)

Cart Total: \$55.02

Ducky World Yeowww! Apple Catnip Toys, Organic Catnip, 38621
SKU: 1591815 Color: Red

Subtotal: \$15.98

Ship To S Manassas VA Oversize item charge. Check Availa

- 2 + Remove from cart Add to list Standard Delivery ZIP C This item

Whiskas TEMPTATIONS Tasty Chicken Flavor Cat Treats, 3.0 oz., E7230603
SKU: 2438623

Subtotal: \$1.99

Contactless Store Manassas VA Free Contact Available for

- 1 + Remove from cart Add to list Standard Delivery ZIP C Ships within:

KONG Crackles Winkz Cat, CRCL42
SKU: 1390499 Color: Purple

Subtotal: \$4.99

Contactless Store Manassas VA Free Contact Available for

- 1 + Remove from cart

AUTOUPDATE CART QUANTITY

Changes to the quantity field are updated as soon as a new value is typed or selected. Users can add or remove products by clicking on plus/minus buttons or using text-based form fields.

Continue Shopping

Added: 1 Standard Delivery Delivery Location: Zip Code: 20109 [View Cart](#) to Change Location or Delivery Method

Secure Checkout

PayPal G Pay

KONG Crackles Winkz Cat, CRCL42

Cart Total: \$24.49 [View Cart \(3\)](#)

May We Recommend

Product Image	Price	Description
	\$4.99	KONG Refill Purrsonality Spoil, CRF424
	\$6.99	Ducky World Yeowww! 6 in. Rainbow Catnip Toys, 38624
	\$5.99	Ware Manufacturing Health-E Donut Small Animal Treat, 13076
	\$189.99	Polar LG7 Lawn and Garden Trailer, 600 lb. Capacity, LG 7-B
	\$9.99	Blue Buffalo Bursts Crunchy Cat Treats, Chicken, 12 oz. Tub
	\$4.99	KONG Crackles Tweetz Bird, CRCL41

Show More (6)

GUEST CHECKOUT OPTION

Users are provided with the option to complete the checkout process as a guest. This avoids the perceived extra friction of forced account creation which shouldn't be underestimated.

What can we help you find? [Learn More](#)

Club Credit Center My TSC Store: Manassas VA Order Status Sign In / Enroll

New Account

Creating an account has its perks!

- Ship To S Manassas VA
- Standard Delivery ZIP C This item
- Contactless Store Manassas VA
- Same Day Delivery ZIP C Delivered as: 2:00 p.m. You may also checkout.

Create Account

TrustedSite CERTIFIED SECURE

Up for Tractor Supply Emails

Get the latest offers and new products

e* Email Address* [Sign Up](#)

BENEFITS OF CREATING AN ACCOUNT

Users are reminded of the benefits of creating an optional account, which can include less typing, availability of order tracking, access to past invoices, and account-only rewards.

21. Mark both required and optional fields

IMPACT: 3.4 - Harmful • AFFECTS: Field Labels & Microcopy

ISSUE: Users will often leave required fields blank if there's no indication of which fields are required and which are optional.

What information users are required to provide during a checkout flow is highly inconsistent across sites; for example, some sites require users' phone number, others don't. Some require a cardholder name, others don't, etc. Therefore, most users have few preset expectations on what information is required and what may be optional. While it might seem obvious to "e-commerce insiders" that the phone field isn't required on their site, but all the other payment fields are, this will by no means be obvious to the average user.

Tractor Supply: Form fields aren't marked as required (only optional), leaving users to guess which fields must be filled out and which can be skipped.

Recommendation: It's important to explicitly state *both* which fields are required and which are optional in order to eliminate any doubts the user may have, and to avoid the user running into form errors as they leave required fields blank.

Furthermore, by explicitly stating which fields are required (and not just the ones that are optional) you eliminate any doubt, and make the form easier to complete, as the user can focus on a single field at a time.

TSC TRACTOR SUPPLY CO

Delivery / Pickup

Delivery

 Temptations Classic Seafood Medley Cat Treats, 3 oz.

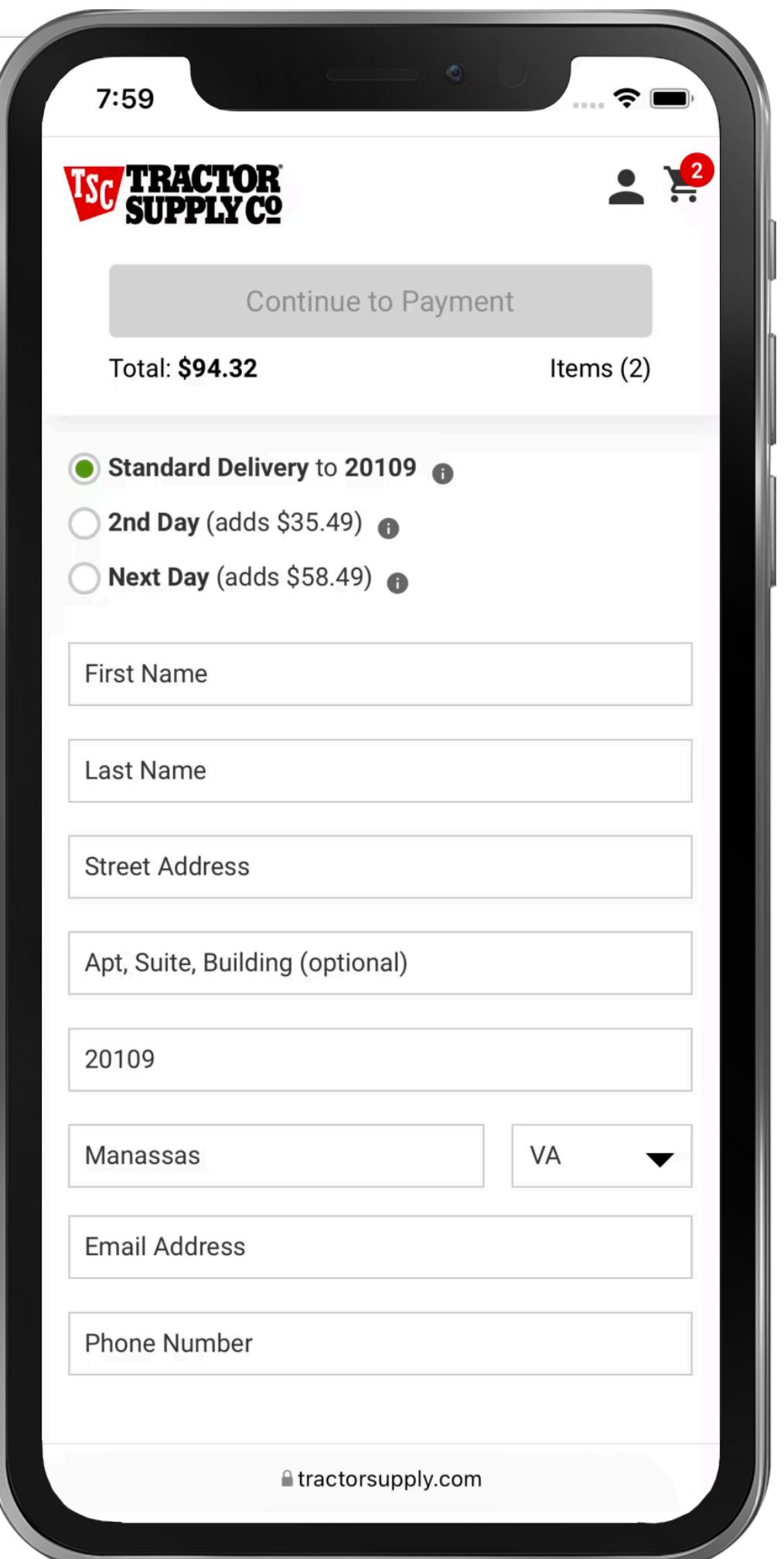
SKU: 2443628
Quantity: 1
Subtotal: \$1.99

Standard Delivery to 20109 ⓘ
 2nd Day (adds \$12.00) ⓘ
 Next Day (adds \$18.00) ⓘ

[Select from available addresses](#)
or provide new address below:

First Name
Last Name
Street Address
Apt, Suite, Building (optional)
20109
Manassas VA ▾
Email Address
Phone Number

[Continue to Payment](#)



Shipping Information

***First Name**

***Last Name**

Company Name
(Optional)

***Address Line 1**

Example: 123 Main Street or P.O. Box 123

Address Line 2
(Optional)

Example: Suite 123 or Apartment 123

***City**

***State**

Choose a State



***ZIP Code**

Example: 12345

BEST PRACTICE EXAMPLE: LOWE'S

Required fields are marked with an asterisk (*) and optional fields are indicated accordingly in parentheses.

Street Address Line 1 Required

Street Address Line 2 Optional

City Required

State Required

AL

ZIP Code Required

Phone Number Required **Ext.** Optional

Example: 5551231234 [Why do we need this?](#)

Billing Address

Same as Delivery/Shipping Address

First Name Required

Last Name Required

Street Address Line 1 Required

Street Address Line 2 Optional



BEST PRACTICE EXAMPLE: SEARS

A more consistent and “visually calm” pattern is marking optional/required as an integrated part of the field label.

Easy Returns:
See our return policy

Frequently Asked Questions
[About Shipping & Delivery](#)
[How to Ship to Alaska or Hawaii](#)
[About Store Pick Up](#)



ABOUT SSL CERTIFICATES

1. SHIPPING INFO

Required

Where do you want to ship your order?

Shipping Address

Country

United States

*First Name

*Last Name

*Street Address

Apt #, Floor, etc. (Optional)

*City

State

Arkansas

*Zip Code

**ORD****Merch**

In this mockup required fields are marked with an asterisk (*) regardless if the field is in focus or not. Optional is appended to the field label in parentheses.

FIRST NAME
Required

LAST NAME
Required

ADDRESS
Required

ADDRESS LINE 2
Optional

ZIP/POSTAL CODE
Required

CITY
Required

STATE/REGION
Required

PHONE
Required

BEST PRACTICE EXAMPLE:
SEPHORA

Explicitly indicates both optional and required fields using inline labels.

Shipping Address
*Required

*First Name

*Last Name

Company
(optional)

*Address
*Line 1

Line 2 (optional)

*City

*State AK

*ZIP Code ex. 60045

Next

Back to Top

BEST PRACTICE EXAMPLE:
GRAINGER

Indicates optional fields with an inline label but uses asterisks next to the field label to indicate required fields.

22. Always provide costs up-front for every single shipping option

IMPACT: 2.8 - Harmful · AFFECTS: Shipping & Store Pickup

ISSUE: Without being able to see the cost for each shipping option, it's difficult for users to make an informed shipping comparison and selection.

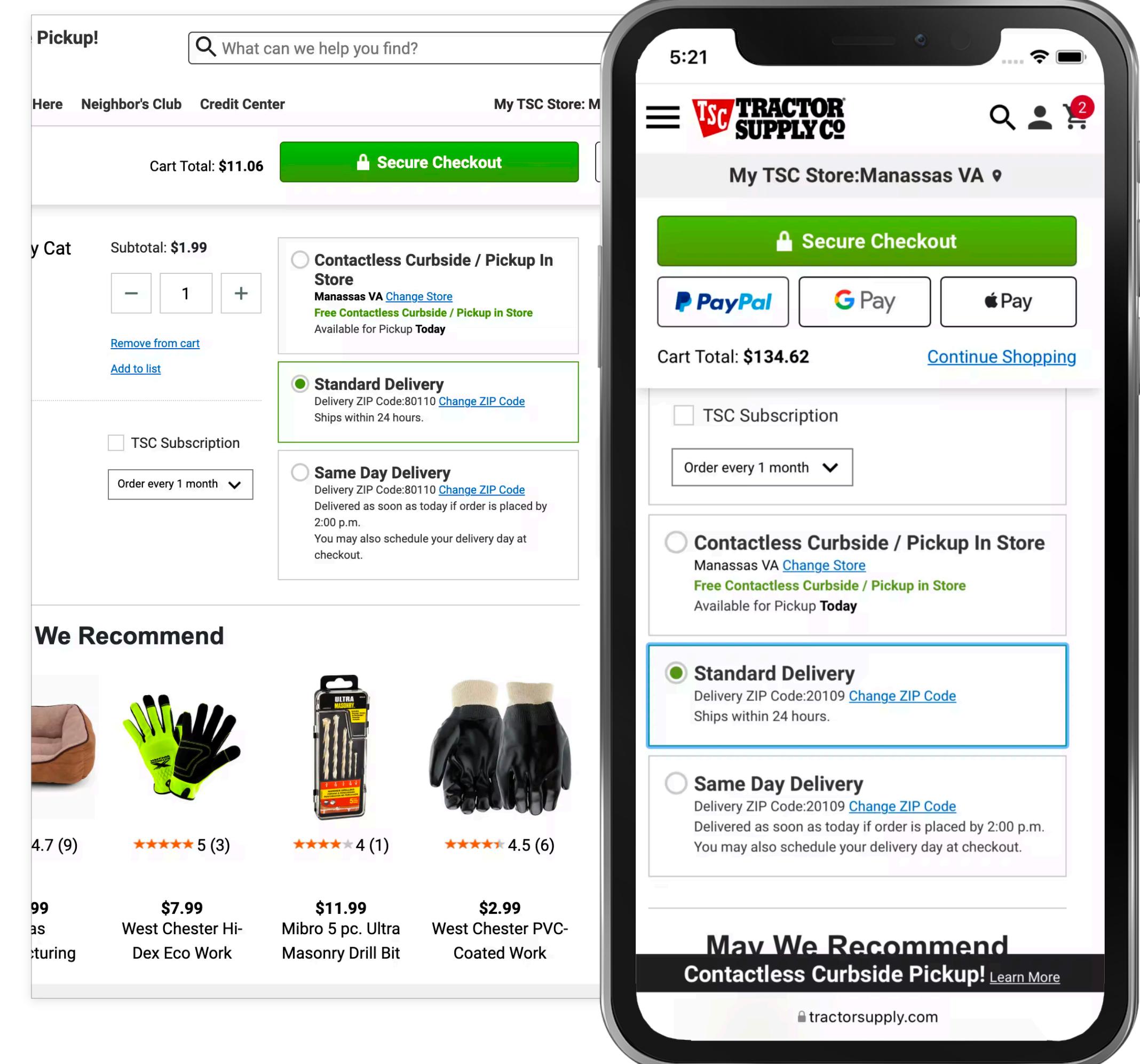
There's a direct correlation between shipping cost and shipping speed – often with an exponential cost increase for the fastest shipping options. It therefore should come as little surprise that users during testing were frustrated and even considered abandoning the sites that did not display the costs for all shipping options (or “surprised” them with a high shipping price later on).

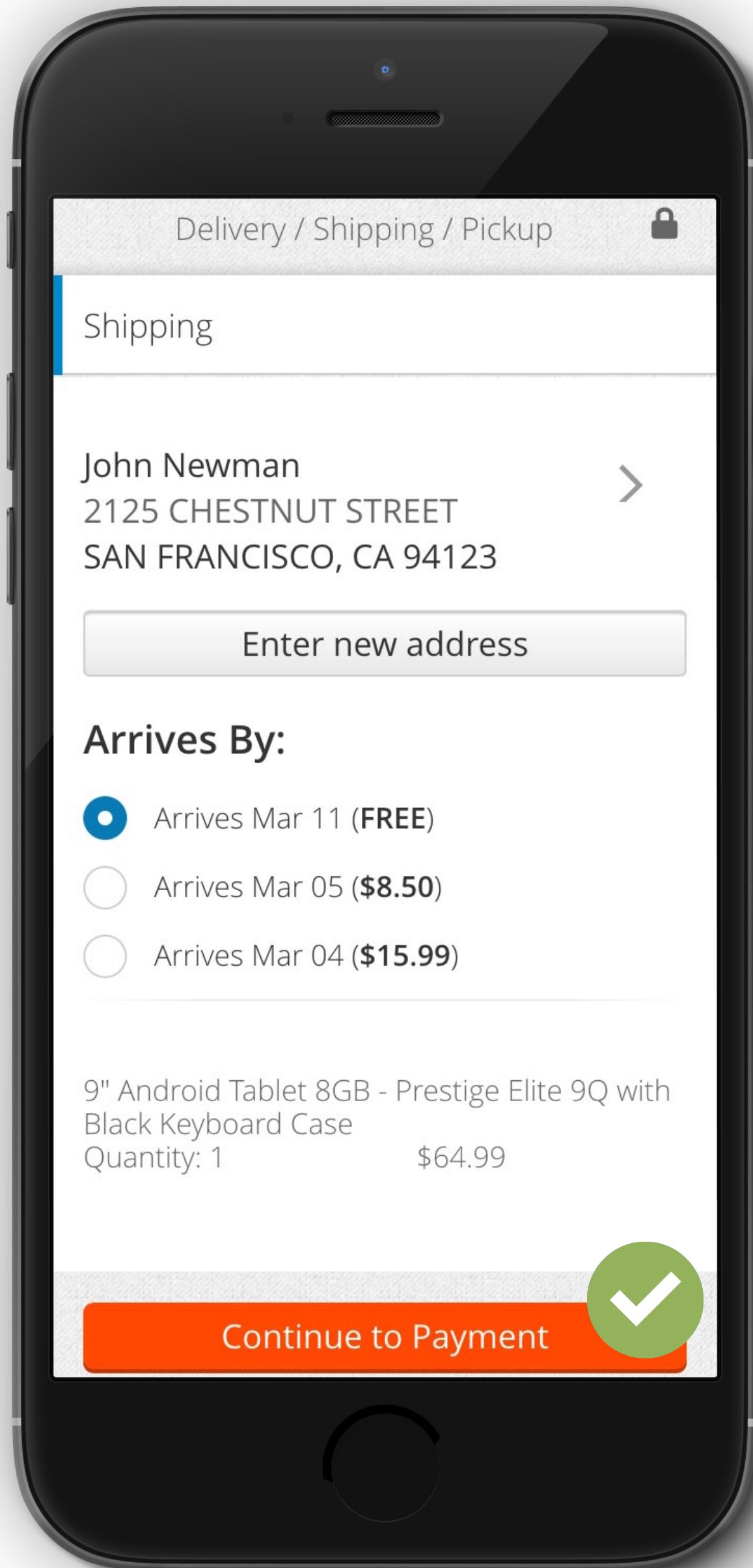
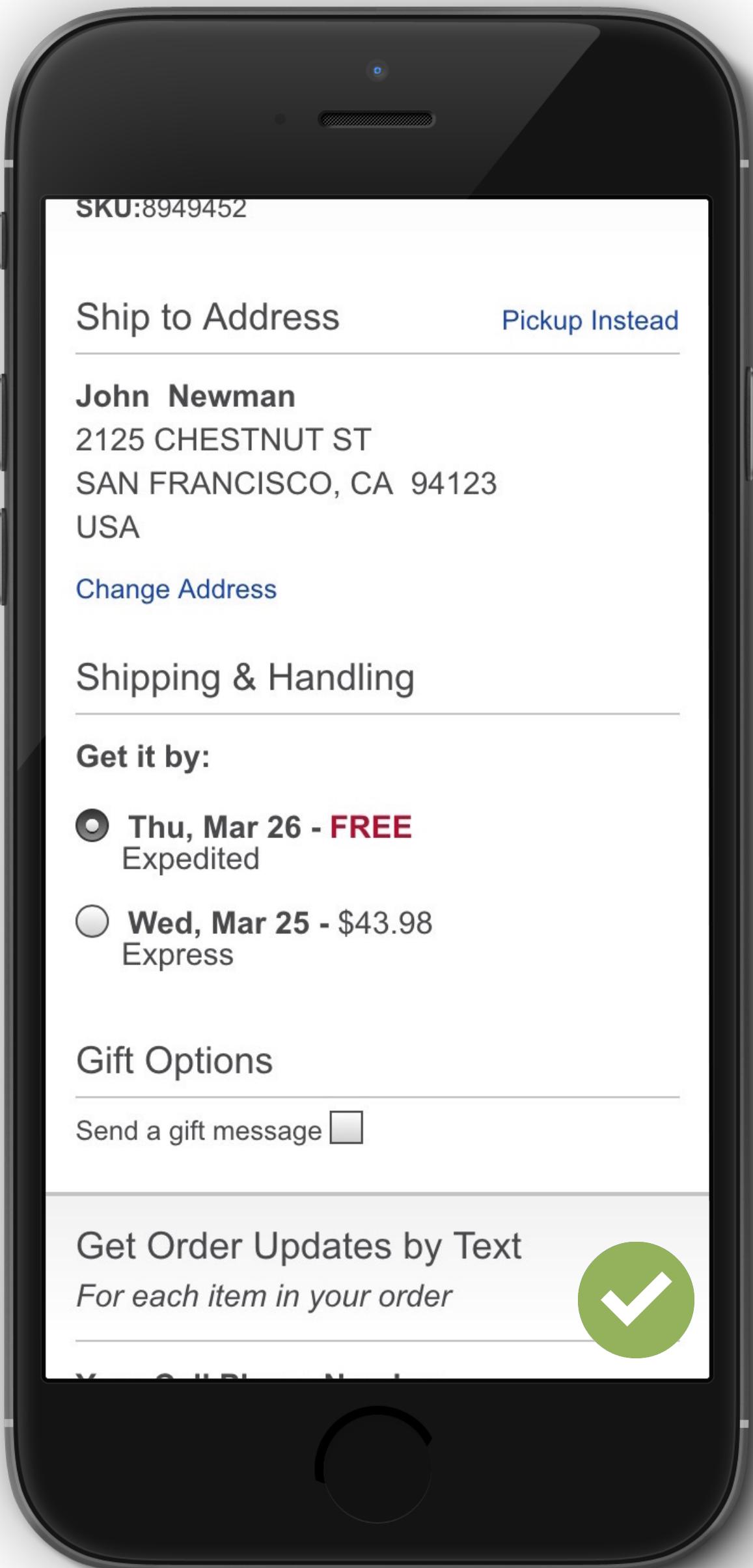
Tractor Supply: Users are not informed about the price of all of the shipping methods. Such a design can cause severe usability issues.

When no price is displayed for the shipping options users have no context to compare the additional shipping fees to and therefore have a much more difficult time evaluating their options.

Although the price is updated in the order summary, there is no guarantee users will notice it. This is particularly problematic on mobile as users need to scroll, past cross-sells, to the end of page before order summary becomes viewable.

Recommendation: To help users evaluate their shipping options and ensure they don't misinterpret price it's highly recommended to display price for each shipping option.





BEST PRACTICE EXAMPLE: BEST BUY & SEARS

Both Best Buy (first image) and Sears (second image) display both cost and shipping speed within the shipping-selection interface itself.



1 Choose shipping or pickup

Showing options for **San Francisco, CA 94123** [Change](#)**\$4.97**
ValueArrives by
Thu, Mar 17 **\$6.97**
StandardArrives by
Tue, Mar 15 **\$8.97**
ExpeditedArrives by
Mon, Mar 14 **\$10.97**
RushArrives by
Fri, Mar 11This item can't be picked up
at a Walmart near you.Subtotal **\$17.97**Value shipping **\$4.97**Est. tax **\$1.57**Based on 94123 [Change](#)**Est. total \$24.51**Qty 1 **\$17.97**
Dickies Men's Long
Sleeve Twill Work ShirtSize: M
Actual Color: Desert Sand**Continue**

2 Choose shipping address

3 Select payment method



BEST PRACTICE EXAMPLE: WALMART

Makes it easy for users to compare shipping methods and understand their options by using a custom radio button interface. Notice the two highlighted elements: **price** and **delivery date**.

23. Avoid inline labels

IMPACT: 2.6 - Harmful • AFFECTS: Form Field Usability

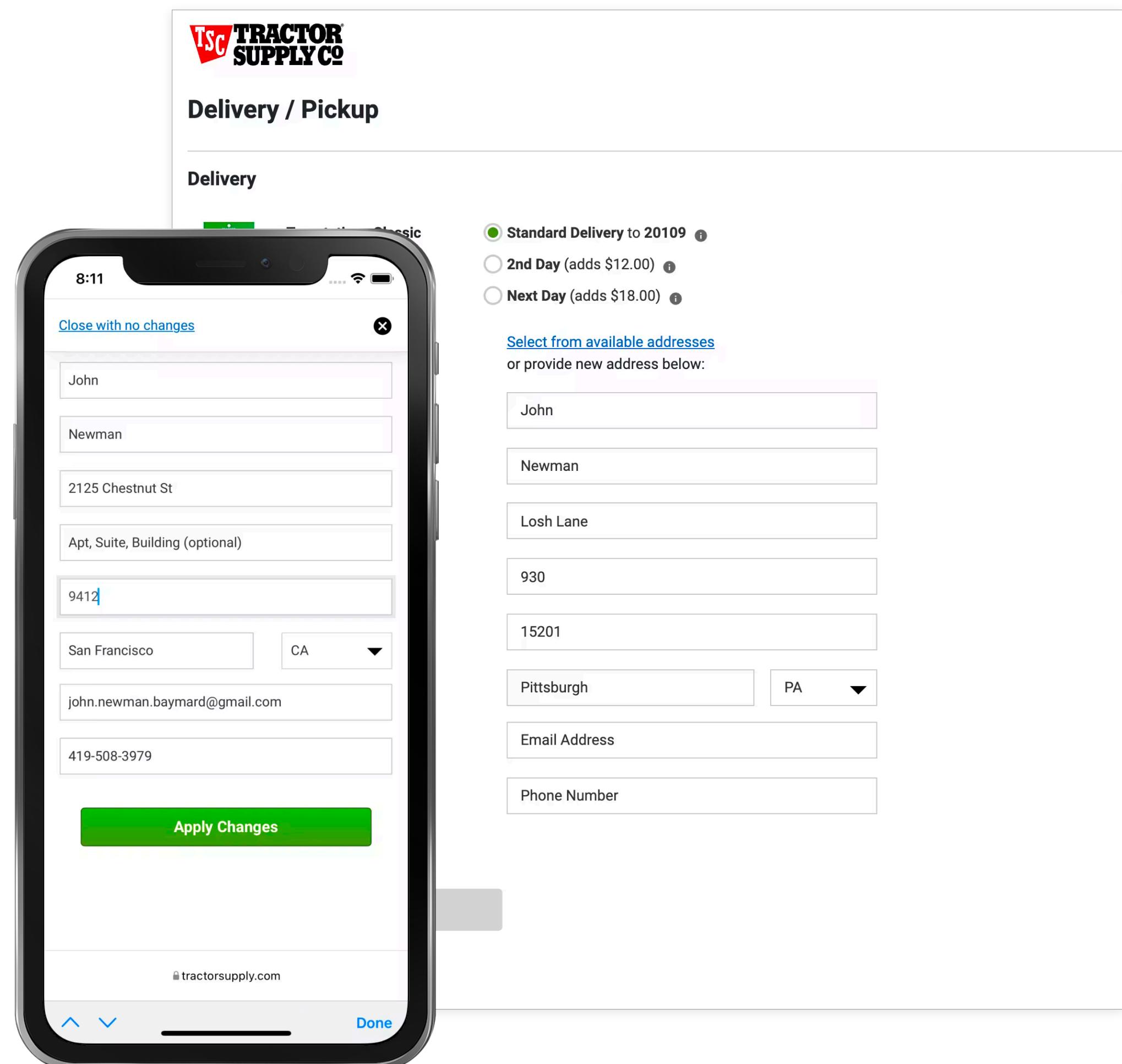
ISSUE: When the label disappears as the user starts typing, errors become difficult to correct and users sometimes forget what they are supposed to enter.

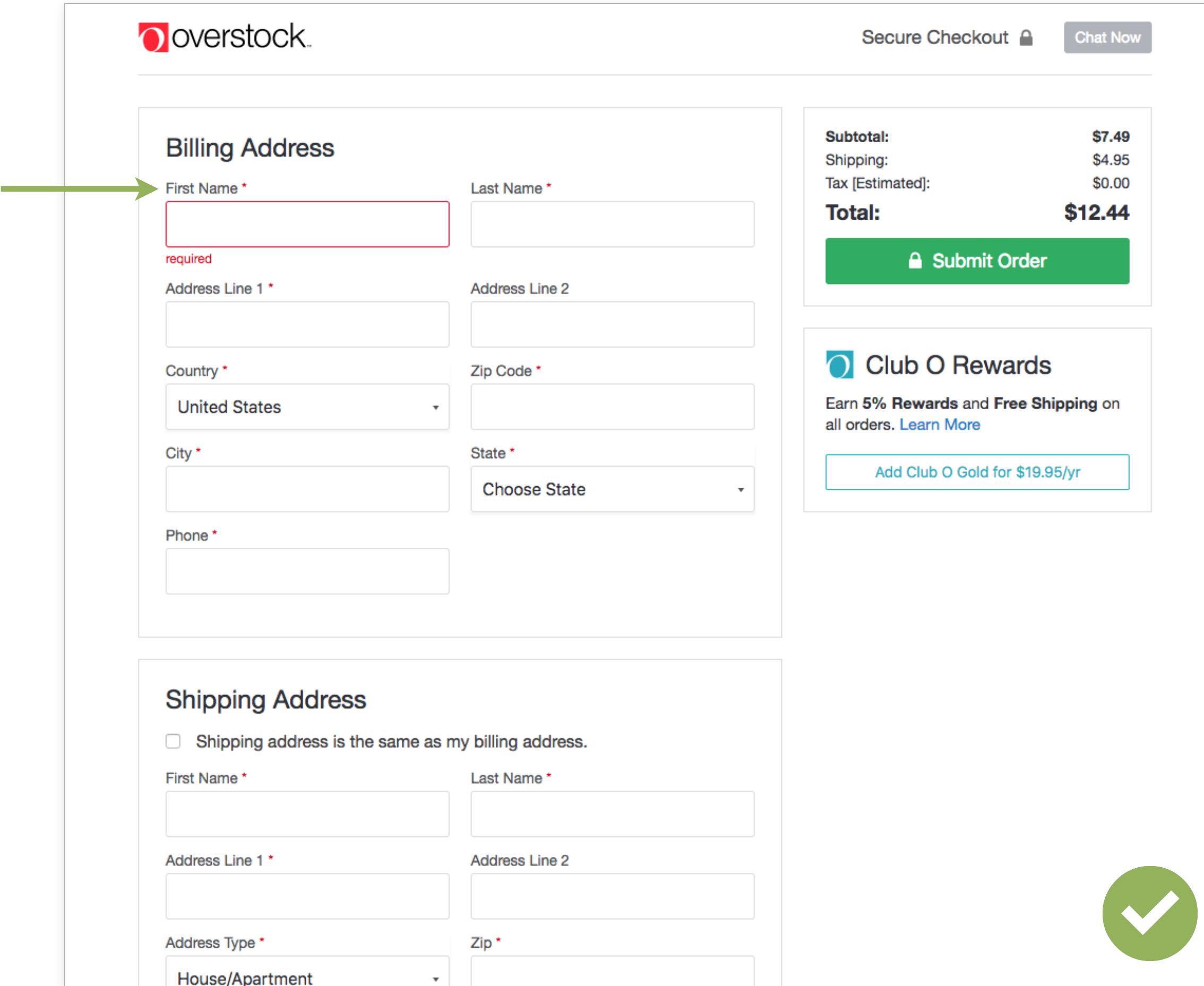
“Inline labels” are field labels that are placed inside the form field and that disappear when the field is activated or a user begins typing. While this design saves space, this approach has serious drawbacks and caused great difficulty for some users in large-scale usability testing — both on desktop and mobile sites. The severe flow and typing issues caused by inline labels often results in users having to delete their entire input just to see the label again. In a few instances during testing, such inline labels were the direct cause for site abandonment.

Notably only 2% of sites in our desktop benchmark of the top-60 sites use inline labels, which is down from 7% in 2016. On mobile, the violation rate is higher, with 36% of sites using inline labels. Yet on mobile the issue is likely to affect even more users than on desktop, as the smaller viewport makes it even more difficult to establish context when filling out forms (especially if doing so in landscape mode).

Tractor Supply: Field label disappears as the user starts typing, thus errors become difficult to correct and users sometimes forget what they are supposed to enter.

Recommendation: Instead of inline labels, either place labels above form fields (which is consistently observed to be the best placement in a checkout flow), or consider using floating labels.





The screenshot shows the Overstock checkout process. At the top right, there are links for "Secure Checkout" and "Chat Now". Below the header, there are two sections: "Billing Address" and "Shipping Address".

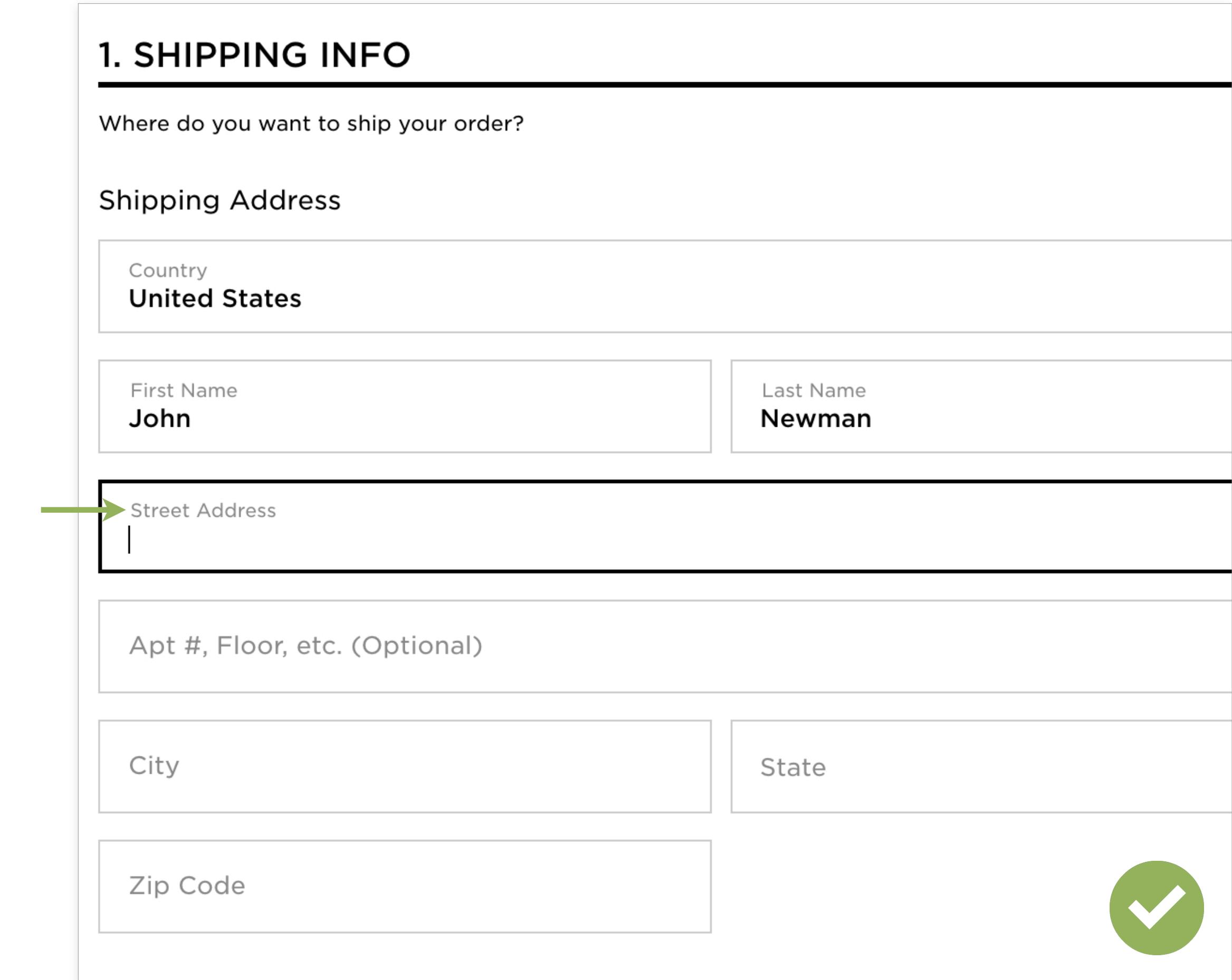
Billing Address: This section contains fields for "First Name" (with a red border and validation message "required"), "Last Name", "Address Line 1", "Address Line 2", "Country" (dropdown menu showing "United States"), "Zip Code", "City", "State" (dropdown menu), and "Phone". A green arrow points to the "First Name" field.

Shipping Address: This section contains fields for "First Name" and "Last Name" (both with validation messages "required"). It also includes fields for "Address Line 1", "Address Line 2", "Address Type" (dropdown menu showing "House/Apartment"), and "Zip".

Summary and Buttons: On the right side, there is a summary box showing "Subtotal: \$7.49", "Shipping: \$4.95", "Tax [Estimated]: \$0.00", and "Total: \$12.44". Below it is a green "Submit Order" button with a lock icon. To the right of the summary is a "Club O Rewards" sidebar with a "Learn More" link and a "Add Club O Gold for \$19.95/yr" button.

BEST PRACTICE EXAMPLE: OVERSTOCK

By placing the labels outside the field they never disappear. By always keeping the labels visible, form field validation errors are easier to correct as the field context is always there.



The screenshot shows the American Eagle Outfitters checkout process. At the top left, there is a section titled "1. SHIPPING INFO" with the heading "Where do you want to ship your order?".

Shipping Address: This section contains fields for "Country" (dropdown menu showing "United States"), "First Name" (containing "John"), and "Last Name" (containing "Newman").

Street Address: This section contains a single input field for "Street Address" with a placeholder "Street Address". A green arrow points to this field.

Optional Fields: Below the street address, there is a field for "Apt #, Floor, etc. (Optional)".

Geographic Fields: This section contains fields for "City" and "State".

Zip Code: This section contains a field for "Zip Code". A green checkmark icon is located to the right of the zip code field.

BEST PRACTICE EXAMPLE: AMERICAN EAGLE OUTFITTERS

If inline labels must be used, another alternative is “Floating labels”, where the inline label floats to the top of the field as it’s filled. For context, see Matt D. Smith’s article: [“How the Float Label Pattern Started”](#).

① Delivery details

Who and where we're delivering to

Title

First name

Last name

Mobile number
We'll text you order updates and only call if we have to

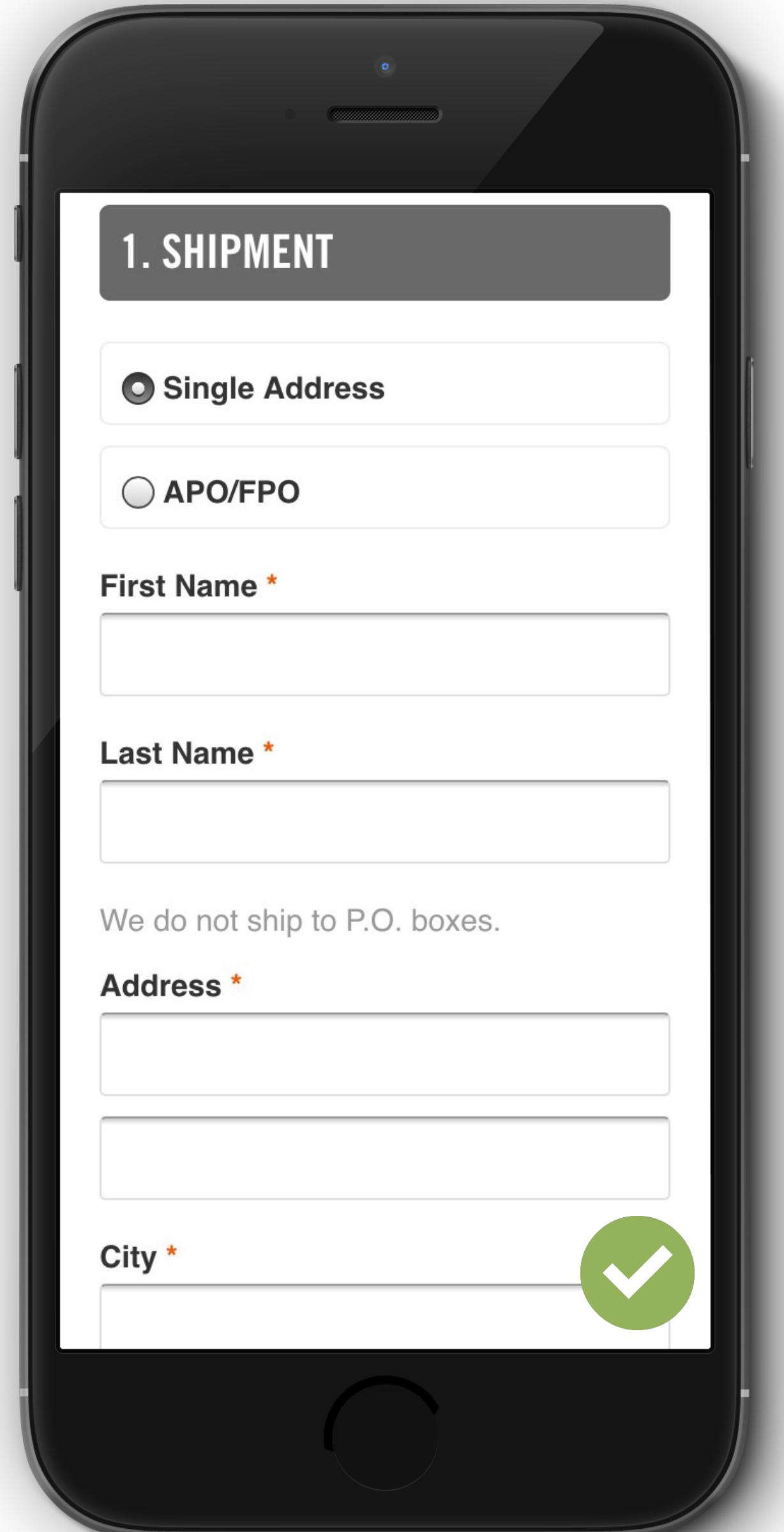
[Use landline](#)

House name or number (optional)



BEST PRACTICE EXAMPLE: ARGOS

To avoid issues caused by inline labels, simply “sticking with the basics” and providing labels outside form fields is best, as seen here at Argos.



BEST PRACTICE EXAMPLE: ARGOS

Labels outside the form field also works best for mobile interfaces. There's much less of a chance users will lose context when typing in their information.

24. Allow users to edit data directly at the review step

IMPACT: 2.6 - Harmful · AFFECTS: Order Review

ISSUE: Editing prior typed information is a cumbersome process when users are sent backwards in the checkout flow.

The order review step allows users to confirm that their prior typed data and selected products are correct. During testing, users were often observed to find errors in their order information at the review step. When faced with incorrect information in the review step, and there's no way to edit it on the review step, users are sent backwards in the checkout flow.

Tractor Supply: Users are sent backwards in the checkout flow in order to edit Delivery information, so they must go through previous steps. Similar implementations caused a great deal of frustration for users. In addition, users are prone to make additional errors as they are yet again presented with a set of choices and options, which they had already overcome the first time around — in testing, some users were observed to cause errors in fields other than the one they went back to edit. In short, going backward in the checkout flow to edit data was observed to be very inefficient and has the potential to introduce new errors.

Recommendation: Instead of moving users backwards in the checkout flow when editing information, it should ideally be possible to edit information directly on the review step. During testing, one method proved to perform particularly well: editing information in a page overlay.

[View Warehouse Coupons](#) [Find a Warehouse](#) [Get Email Offers](#) [Customer Service](#) [USA](#)

COSTCO
WHOLESALE

Search Costco 

My Account 

Shop All Departments Business Center Pharmacy Services Photo Travel Membership Locations

Checkout

1. Shipping Address > 2.

Payment Details & Order Ame

Billing Address:
John Newman
New Billing
2125 Chestnut Street
San Francisco CA 94123
(415) 315-9111
test-order@baymard.com
[Edit Billing Address](#)

Order Summary

Description	Qty	Price	Item Total
53" Sitting Plush Item # 990133	2	\$29.99	\$59.98

 Add Gift Message
 Remove from cart

[Edit Delivery Address](#)

Subtotal: \$59.98
Shipping & Handling: \$27.98 

[Cancel](#) [Save Address](#)

BEST PRACTICE EXAMPLE: COSTCO

An overlay allows users to edit data right at the review step.

Almost there! Review and place your order.

Shipping Information [change](#) **Billing Information** [change](#)

John Newman
2125 Chestnut st.
San Francisco, CA 94123
United States
4153151234

John Newman
2125 Chestnut st.
San Francisco, CA 94123
United States
Visa ****3207

Payment Method:

Product Cost \$11.15
Shipping \$4.99
Tax \$0.98

\$17.12
You save \$14.84 (57%)

Submit Order ►

Enter Address Information

Full Name* John Newman

Address 1* 2125 Chestnut st.

Address 2

Town/City* San Francisco

State* CA Zip* 94123

Country* United States [Outside the US??](#)

Phone Number* 4153151234

Business/Commercial Address
 Special Instructions for Delivery Driver

Save and Select

Submit Order

By placing this order, you are agreeing to our [terms and conditions](#).

Our Retail Brands

Joss&Main ALLMODERN BIRCH LANE DwellStudio wayfair SUPPLY 

BEST PRACTICE EXAMPLE: WAYFAIR

An overlay allows users to edit data right at the review step.

Etsy



Review and submit your order

Shipping address [Change](#)
 John Newman
 2125 Chestnut St
 San Francisco, CA 94123-2708
 United States

Payment method [Change](#)
 Visa ...8903
 Exp: 03 / 2020

[Add a gift card or coupon code](#)

Submit order

Item total	\$4.50
Shipping	\$3.30
Sales tax	\$0.00
Order total	\$7.80

By clicking Submit order, you agree to Etsy's [Terms of Use](#) and [Privacy Policy](#)

1 item from UrbanSoapsmith
 Ready to ship in 3-5 business days.

 Achy Muscles Bath Bomb, Aromatherapy Bath Bomb, 1 All Natural Bath Bomb Fizzy, Fathers Day Gift

1  \$4.50

Choose a shipping method

<input checked="" type="radio"/> USPS First Class Package Services	\$3.30
<input type="radio"/> USPS Parcel Select Ground	\$7.81
<input type="radio"/> USPS Priority Mail	\$7.86
<input type="radio"/> USPS Priority Mail Express	\$28.78

Add an optional note to the seller



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BEST PRACTICE EXAMPLE: ETSY

Users can edit the product quantity and other information in their cart at the review step.

Moen BP5386 Towel Ring from the Yorkshire Collection \$6.69 1 \$6.69

49 In-Stock
 Finish/Color - Old World Bronze

Subtotal: \$6.69
Shipping: ? \$9.99
Tax: ? \$0.50
Grand Total: **\$17.18**

Shipping Method [view our shipping policy](#)

Standard Delivery (5 - 7 Business Days) - \$9.99
 Two Day Delivery (2 Business Days) - \$15.91
 One Day Delivery (1 Business Day) - \$27.20

Please verify to make sure everything is correct

Shipping Address
 James Newman
 2125 Chestnut st.
 San Francisco, CA 94123
[Edit](#)

Payment Information
 Visa ending in 3207
 James Newman
 2125 Chestnut st.
 San Francisco, CA 94123
[Edit](#)

Help us serve you better

Are you a... (optional)
 Please Select An Answer

Are you currently working on a... (optional)
 Please Select An Answer

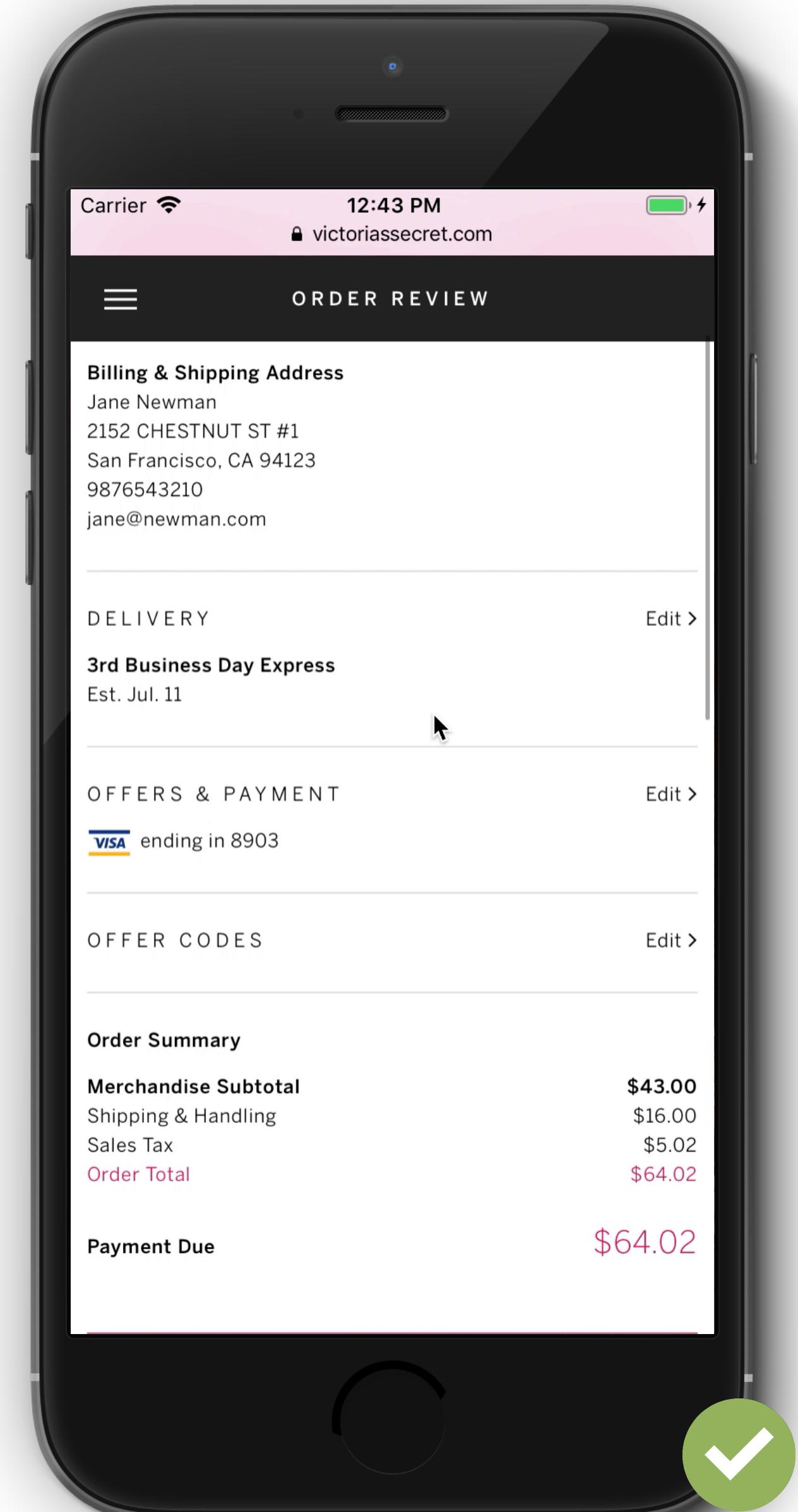
How did you hear about us? (optional)
 Please Select An Answer



BEST PRACTICE EXAMPLE: BUILD.COM

User are able to edit the shipping method at the review step, and editing the shipping or payment information opens an overlay.

▶ VIDEO AVAILABLE DURING PRESENTATION



BEST PRACTICE EXAMPLE: VICTORIA'S SECRET

Victoria's Secret allows users to easily edit order information in an interface that returns users to the review step after editing.

25. Never make users perform the same selection or typing twice

IMPACT: 2.6 - Harmful · AFFECTS: Default Values & Autocompletion

ISSUE: Users will never expect the site to delete their typed input and selections — especially when there are no validation errors.

Having users retype the same information in different fields is one thing, but having users retype the same information in the same fields, or having them make the exact same selection in the exact same selection interface, is especially problematic.

In particular, deleting previously typed data or selections angers and frustrates users, and gives a very unfinished feel to the site.

Tractor Supply: If the user completes the credit card information fields, then switches to a different payment method (PayPal in this case) and back to the credit card option, all previously entered information is removed. Also if a user edits Delivery information (via return to previous page in the checkout flow) any entered credit card details, or gift card field data are lost, therefore users must re-enter all information again.

Recommendation: Avoid silently clearing or overriding users' typed information and selections. Instead, either persist the data or selections or inform users that their prior actions or selections will be overridden if they proceed.

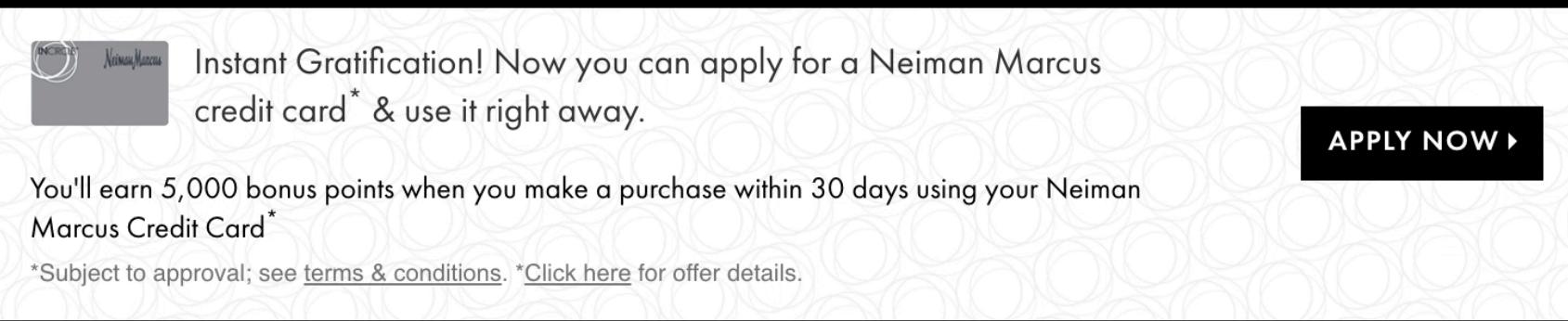
The screenshot shows the Tractor Supply Company website's checkout process. The user has already entered delivery information and selected a payment method (TSC Gift Cards). The payment section includes fields for a gift card number, expiration date, and CVV. Below these fields, there is a note about 5% back in rewards and a link to learn more. At the bottom of the payment section, there is a "Place Order" button and a TrustedSite logo.

\$25 Next Business Day (1-2 business days)

\$20 Same Day Delivery (Order by 12pm, weekdays only)

One or more item(s) shipped from a store and may incur slight delays.

94123 CHANGE



Instant Gratification! Now you can apply for a Neiman Marcus credit card* & use it right away.

You'll earn 5,000 bonus points when you make a purchase within 30 days using your Neiman Marcus Credit Card*

*Subject to approval; see [terms & conditions](#). [Click here](#) for offer details.

Payment

Credit Card

PayPal

Affirm - Pay Over Time
or 4 interest-free payments of \$16 with [affirm](#). [Learn more](#)

Card Number VISA

Security Code ?

Expiration Date ▼ ✓ 2021
2022
2023
2024
2025
2026
2027
2028
2029
2030
2031

PAY WITH A GIFT CARD
Limit 5 gift cards.

Please review your order and click the button to finalize your transaction.

VIDEO AVAILABLE DURING PRESENTATION

PLACE ORDER

Sales Tax ? \$4.78

Order Total \$61.03

Item Summary EDIT SHOPPING BAG

	Men's 3-Pack Cotton Stretch T-Shirts Item: NMS21_N5HUR Color: WHITE Size: LARGE Qty: 1 Free Shipping + Free Returns Price \$75.00 25% Off -\$18.75 YOUR PRICE \$56.25 In Stock This item ships from a store
---	---

BEST PRACTICE EXAMPLE: NEIMAN MARCUS

The information is persisted when the user switches payment method.

B&H
PHOTO - VIDEO - PRO AUDIO

✓ SHIPPING ✓ PAYMENT 3 REVIEW & SUBMIT Secure Checkout

✓ You're almost done. Simply **review** your information below and **place your order**.

Ship To Payment [Edit Cart](#)

James Newman	CHANGE
2125 Chestnut St	
SAN FRANCISCO, CA 94123	

VISA **** 3207 Exp:06/18	CHANGE
Billing Address: James Newman, 2125 Chestnut St SAN FRANCISCO, CA 94123 UNITED STATES	
+ APPLY B&H GIFT / REWARD CARD	

Order Details & Shipping Method

SHIPPING FROM B&H Signature may be required upon delivery.	1 item	Estimated Delivery: Up to 7 Business Days
SUBTOTAL \$19.95	STOCK QTY In Stock 1	<input checked="" type="checkbox"/> Super Saver FREE Up to 7 Business Days
		<input type="checkbox"/> Ground Shipping \$10.00 Fri, Jul 28 By End Of Day
		Show more shipping options

Select Gift Options

[Return Policy](#) [Shipping Information](#)
[Payment Options](#) [Your Privacy & Security](#)

LIVE CHAT 800.606.6969

BEST PRACTICE EXAMPLE: B&H PHOTO

A user's information is retained when the user goes back to edit the shipping address.



26. Use ‘delivery date’ instead of ‘delivery speed’

IMPACT: 2.0 - Disruptive • AFFECTS: Shipping & Store Pickup

ISSUE: ‘Delivery Speed’ requires users to investigate and estimate themselves when they can expect to receive their order.

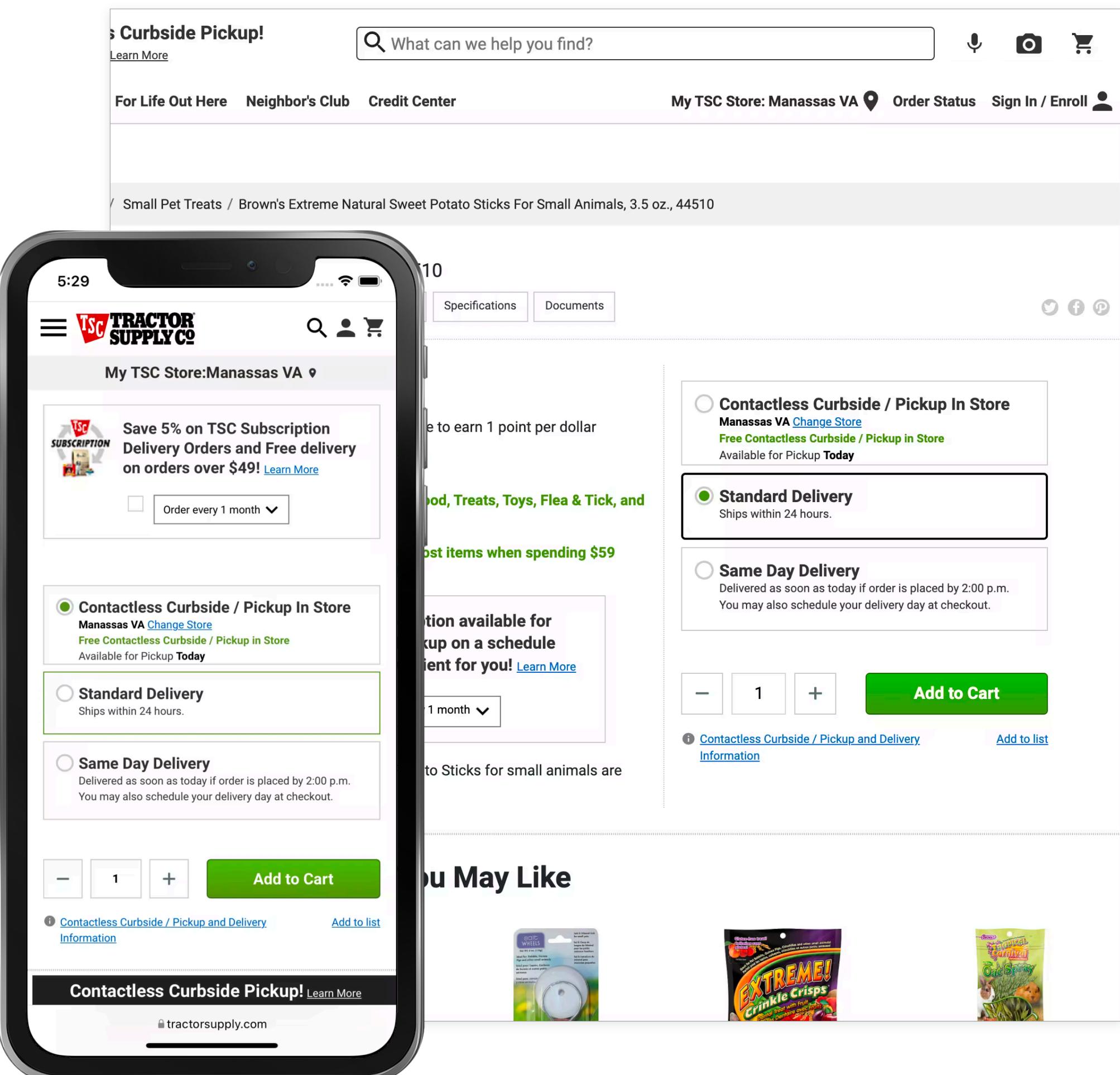
When presented with several shipping options, large-scale usability testing repeatedly shows that users will frequently choose the least expensive option. In cases where items are needed by a certain date, not providing the estimated arrival date and only the shipping speed repeatedly presented usability issues. When it comes to delivery speed users have one main concern: *When will I receive my order?*

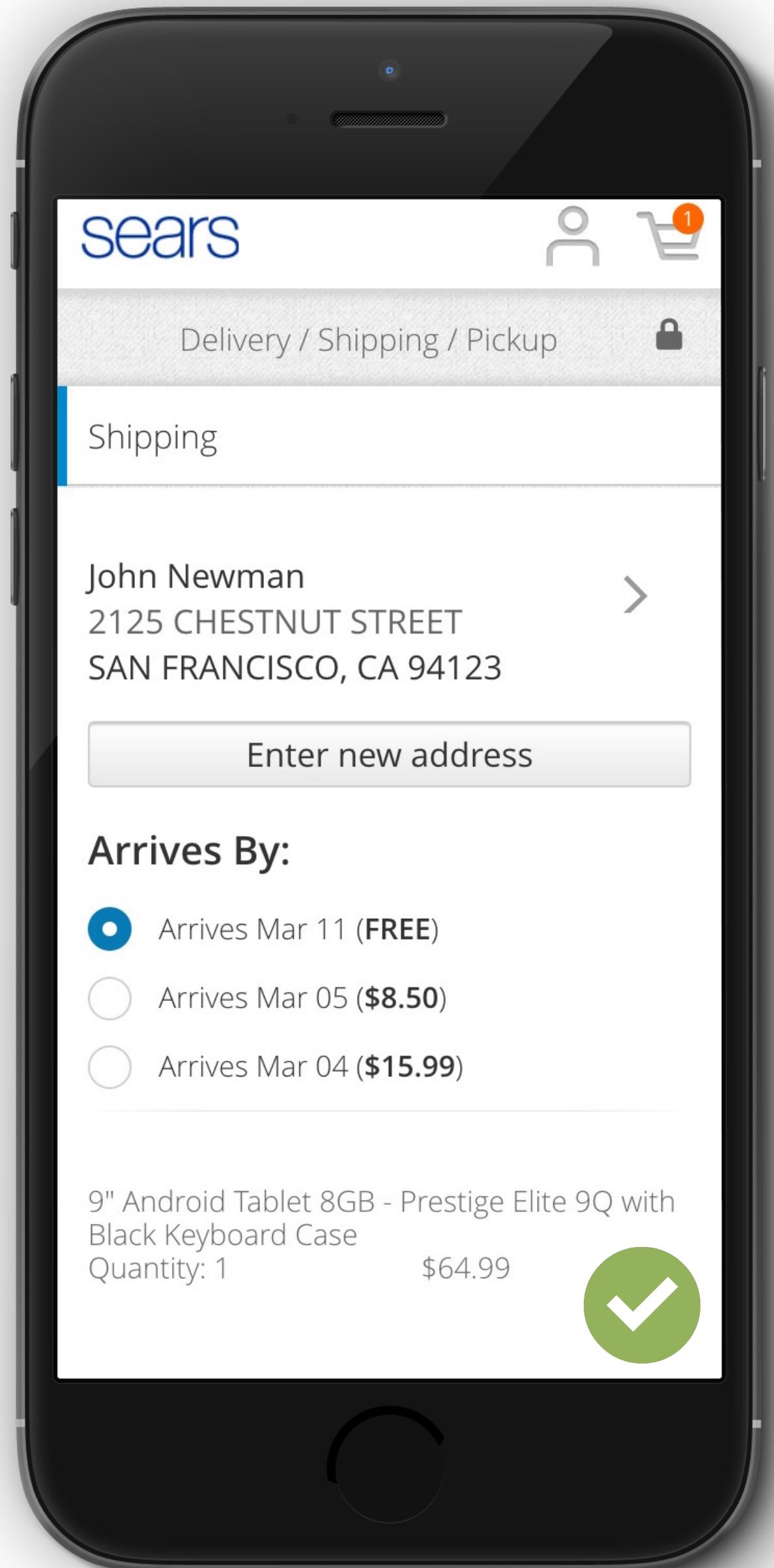
Historically, the solution used within e-commerce is to clearly state the shipping speed for each of the shipping options (e.g., “Standard: 2 Business Days - \$4.95”).

However, displaying “*Shipping Speed: arrives in 5 to 7 business days*” forces users to research, calculate, and sometimes even guess when they will actually receive their order. This not only makes it less transparent when the order will be received, but it also introduces a lot of choice complexity into the checkout process during the user’s delivery selection. If a delivery speed is provided, users will have to consider what days are “business days,” how much time is needed to process the order, and what different shipping labels mean (e.g., “next day” vs. “2nd day”).

Tractor Supply: Only delivery speed is displayed for each of the shipping options.

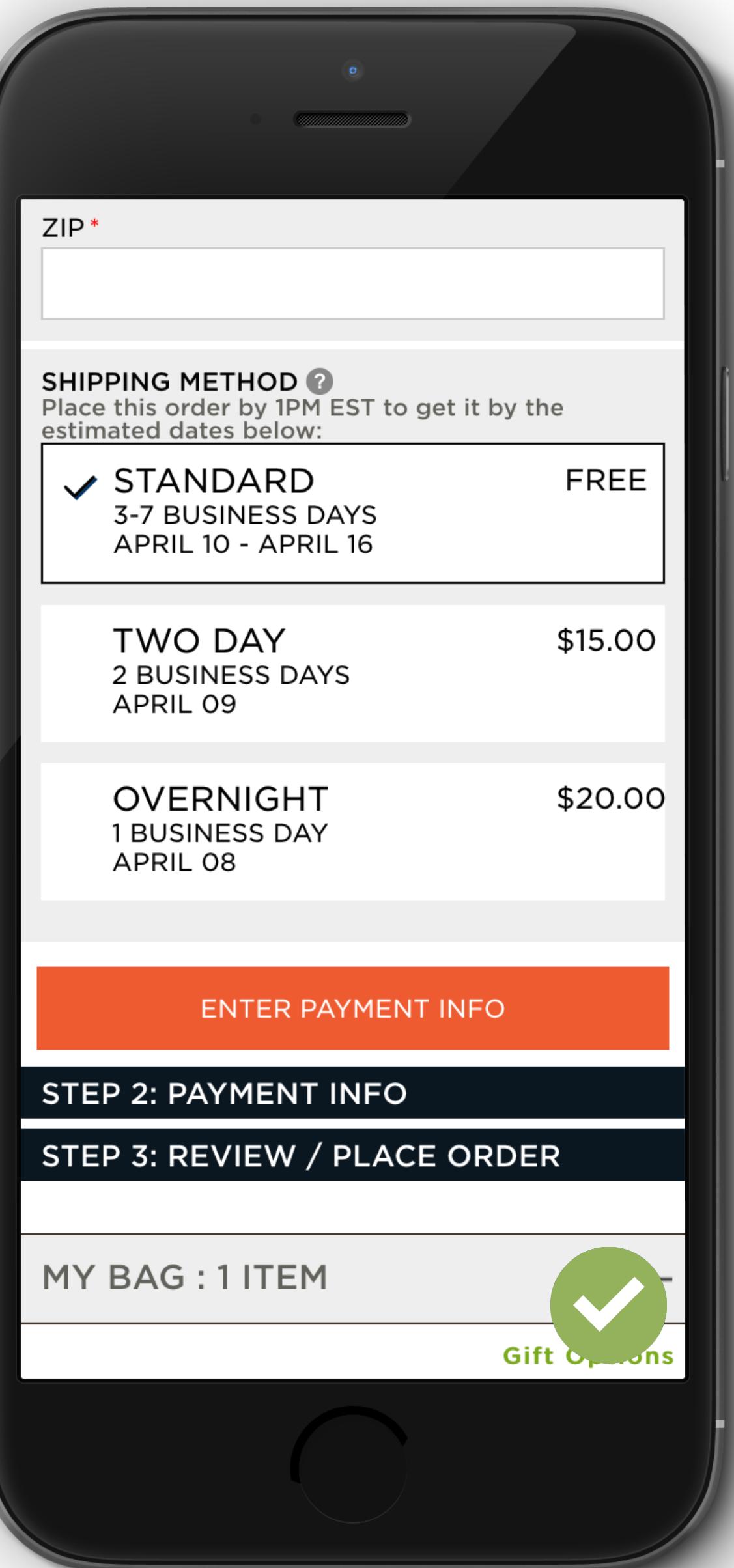
Recommendation: Instead provide an estimated delivery date, or delivery date range.





BEST PRACTICE EXAMPLE: SEARS

Displays both shipping speed and price. Notice how the shipping speed is displayed as an arrival date rather than a number of days.



BEST PRACTICE EXAMPLE: AMERICAN EAGLE OUTFITTERS

Uses a custom “button” interface to display both price, expected delivery time, and expected arrival date.

Walmart Checkout

1 Choose shipping or pickup

Showing options for **San Bruno, CA 94066** [Change](#)

Shipping Method	Cost	Delivery Date
Shipping	\$4.97 Value	Arrives by Wed, Aug 19
Standard	\$6.97	Arrives by Mon, Aug 17
Expedited	\$7.97	Arrives by Fri, Aug 14
Rush	\$10.97	Arrives by Thu, Aug 13

Pickup

Location	Address	Available
Oakland	8400 Edgewater Dr	Mon, Aug 24
San Leandro	1919 Davis St	Mon, Aug 24

[See more stores near 94066](#)

[Continue](#) 

BEST PRACTICE EXAMPLE: WALMART

A specific delivery date makes it easy for users to understand when they can expect their items. Providing a specific delivery date decreases the importance of the shipping name (e.g., “Standard,” “Expedited”) and speed (e.g., “3 business days”) so these can be downplayed when designing the interface.

Shipping:

Tax: [?](#)

ORDER TOTAL:

Credit cards will be charged at time of purchase.

Include free gift

Zip Code

Shipping Options (estimated) [?](#)

Method	Description	Cost
STANDARD	3 - 7 Business Days Arrives by May 18	\$7.00
TWO DAY	2 Business Days Arrives May 11	\$15.00
OVERNIGHT	1 Business Day Arrives May 10	\$20.00

SHOPRUNNER offers free 2-day shipping & free returns on items in your cart. [Learn More](#) | [Sign In](#)

2. PAYMENT INFO Required

How do you want to pay?

HAVE A GIFT CARD? 

BEST PRACTICE EXAMPLE: AMERICAN EAGLE OUTFITTERS

Delivery date ranges also prove easy for users to understand. Note that users will take the ranges or dates as “promises” by the site to deliver their items by that date, so how the delivery date is calculated should be carefully considered.

27. Allow users to force-proceed through the address validator

IMPACT: 2.0 - Disruptive · AFFECTS: Validation Errors & Data Persistence

ISSUE: Users often misspell their address, yet it cannot be assumed that an unrecognized address is always invalid.

Addresses are complex and change over time, so it would be impossible to perfectly identify all addresses. Without the option to force-proceed, any user with an unrecognized address will essentially be forced to abandon their purchase.

Tractor Supply: Users are unable to complete the checkout if faced with erroneous address-validation errors. This issue is particularly apparent during the site's desktop checkout flow. A crucial aspect of implementing a well-performing address validator, which doesn't cause checkout abandonments to increase substantially, is recognizing that sometimes it's the address validator that fails, not the user.

Recommendation: Therefore, it's recommended that users are allowed to force-proceed through the address validator, but do emphasize to the user that they may be proceeding with an incorrect address. In addition, if presenting users with address suggestions, consider highlighting the suggested changes (which the site currently does well).

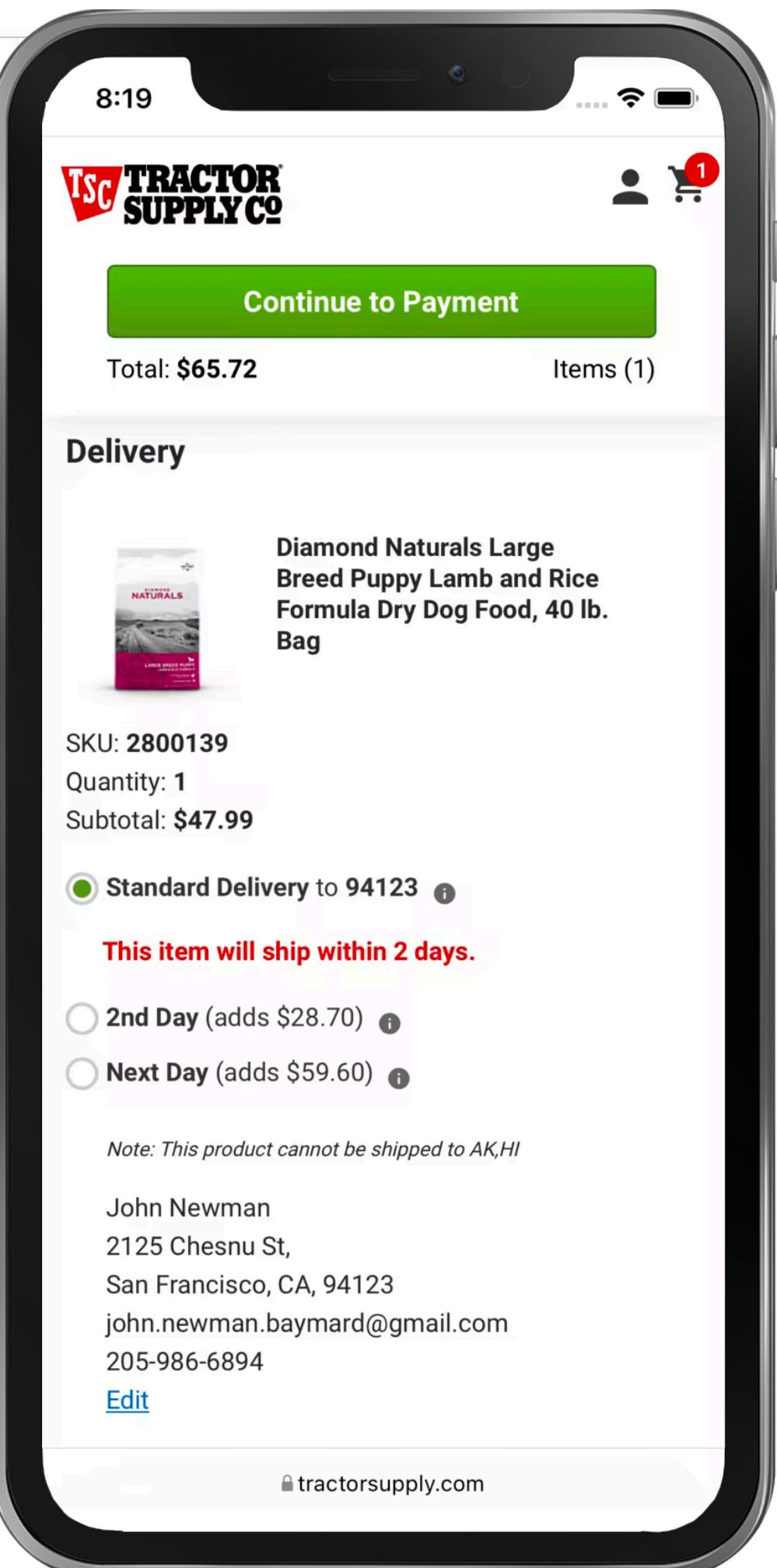
Select a Delivery Address:

Suggested address zipcode is different from the zipcode entered. Please update delivery options zipcode in [shopping cart](#) to deliver to a different zipcode.

Verified Address:
John Newman
2125 Chestnut St
San Francisco, CA 94123-2708

Address as entered:
John Newman
2125 Chestnut St
San Francisco, CA 94144

[Edit address](#) [Use this Delivery Address](#)



amazon.com

SIGN IN SHIPPING & PAYMENT GIFT OPTIONS PLACE ORDER

Verify your shipping address

John Newman, there's a problem with the address provided - we've marked our suggestions **in red** below. Please choose which version of the address you want to use, or click **Edit** next to the address you want to change.

Original address:
John Newman, 2152 Chestnu Street, San Fransisco, CA, 94123, United States [Edit](#)

Suggested Address:
John Newman, **2152 CHESTNUT ST**, **SAN FRANCISCO**, CA, **94123-2709**, United States [Edit](#)

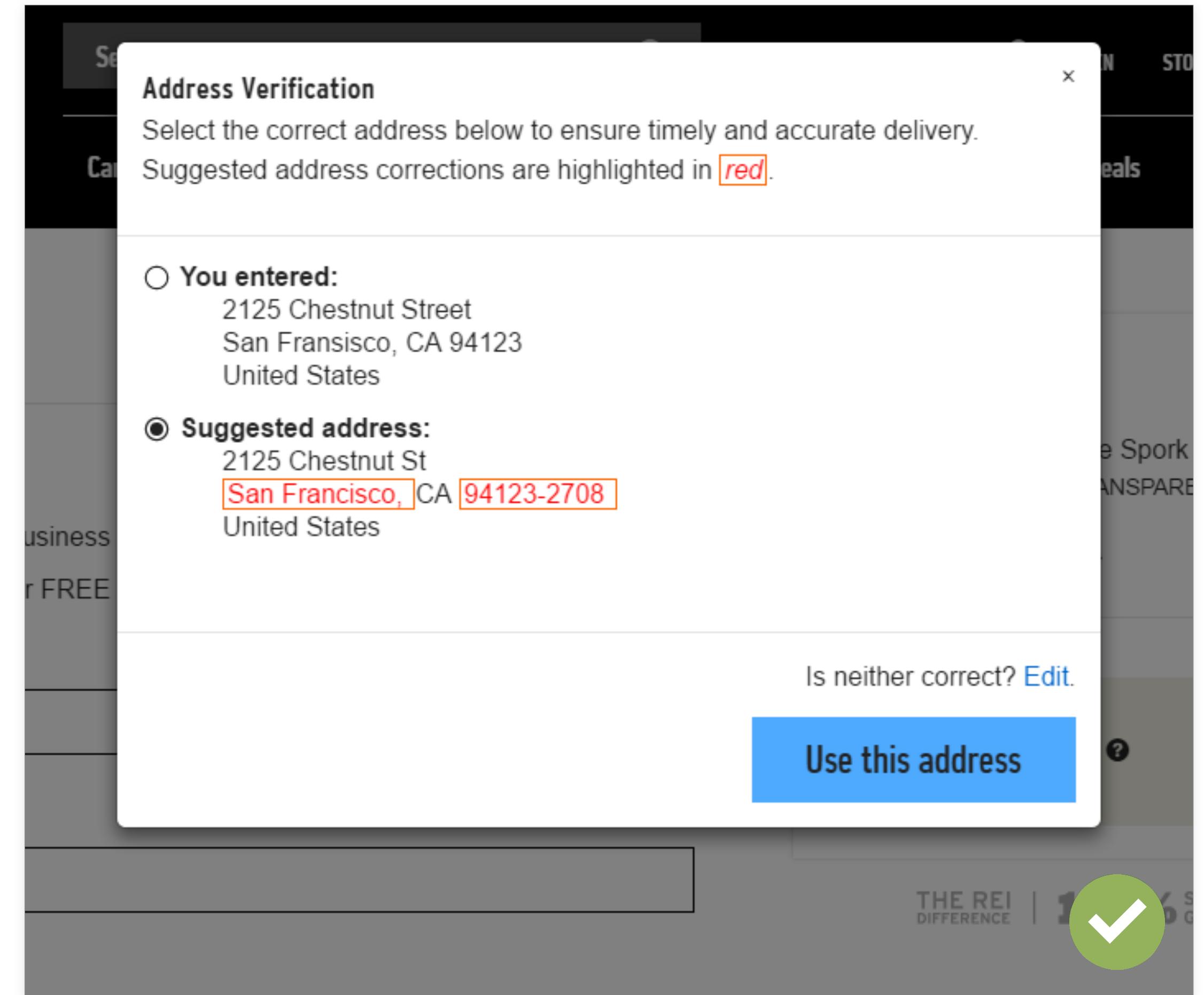
Do you have a gift card or promotional code? We'll ask you to enter your claim code when it's time to ship.

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BEST PRACTICE EXAMPLE: AMAZON

Users can proceed with either their original or Amazon's suggested input. Notice how the differences between the two addresses are highlighted in red.



BEST PRACTICE EXAMPLE: REI

Users are warned if no matching address can be found, but can proceed with their address as typed if they want to.