**eBay Re-design**

1. **Based on the articles mentioned in the assignment, below are my thoughts and strategies to improve the shopping cart user experience:**
2. As an e-commerce, you need to have transparency with the consumer in terms of costs such as taxes and shipping costs. Before checking out, the associated costs of the item a user wants to buy should clearly be mentioned.
3. An e-commerce website should have seamless navigation. It should be self-explanatory and there should be fewer number of steps from product search to payment.
4. You should ensure the user that they are browsing a secure website for example providing reputed payment gateways which everyone is aware of like PayPal or using multi-factor authentication for signing in.
5. Your website should look attractive with high quality images, clear and concise text.
6. It should run smoothly across any platform. Optimize your website using techniques such as SEO to attract traffic.
7. When user goes to the shopping cart, the page should look simple with fewer distractions such as showing the full cart page rather than a mini version of the cart.
8. Provide multiple customization options to the user on the cart page so that they do not have to navigate back and forth if they want a product of different color or quantity.
9. Provide alternate options to adding a product to cart such as “Add to wish list” to reduce shopping cart abandonment.
10. Clearly display which page they are on during their purchase process. A user should be able to see the difference between the cart page and the checkout page.
11. Provide some promotions like free shipping wherever feasible.
12. **Based on the strategies mentioned above, I have re-designed the eBay shopping cart experience:**
13. Product page:

Graphical user interface, text, application

Description automatically generated

* Crisp images which can be viewed in image gallery. They can also be enlarged.
* Providing analytics such as total number of pieces of product sold.
* Providing shipping details and discount in a different font color to catch the user’s attention.
* Displaying seller information with satisfaction rate and hyperlinks to seller’s store, contact, etc.

1. Cart page:

Graphical user interface, text, application, email

Description automatically generated

* Checkboxes for every item so that user can select/de-select before proceeding to payment.
* Products in cart are hyperlinked to take the user back to the product page.
* User can change the product style/color and quantity on the cart page itself.
* Persisting information such as Buyer Protection and trusted payment methods on every page of the checkout process to gain the user’s trust that they are doing a secured transaction.

1. Checkout page

Graphical user interface, application, Teams

Description automatically generated

* The shopping cart is shown again on the product page which allows users to make last minute changes before payment. This allows greater flexibility to user incase they change their mind about a product.
* Other associated costs such as shipping and taxes are clearly indicated so that the user knows the breakdown of the costs they will bear.

1. Order Confirmation Page

Graphical user interface, text, application, email

Description automatically generated

* Confirmation ID shown is different for each product for easier tracking.
* User can either go to their orders page from here or use the search bar or home page link to browse more products.