Northeastern University

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CSYE7280 User Experience Design and Testing

Assignment 04-A

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Shopping Cart Experience Redefined:

Please read the following articles and think of a strategy and changes that may be better if you need to recreate the shopping cart experience on your website. Please write a 1–2-page paper explaining your thoughts and redesign the shopping cart experience for any E-commerce Website. Create simple Mockups(3-5) pages to present your thoughts as well! Thanks,

- Links to an external site.https://swoopnow.com/shopping-cart-abandonment/Links to an external site.
- Links to an external site.https://www.wired.com/2014/07/keep-onecart-mobile-app/Links to an external site.
- Links to an external site.https://theblog.adobe.com/redefining-retail-for-the-experience-era/Links to an external site.
- Links to an external site.https://www.nngroup.com/articles/shopping-cart/

Redesigning the shopping cart experience for – Amazon.com

E-Commerce sites like Amazon , Walmart, etc. are already operating a successful profitable business. Although the user can have varied experience son each website, there is always a scope of improvement when it comes to user's perception and ease of use -

1. **Availability of the Invoice during checkout:**
- When it comes to a shopping cart user experience it has to be seamless to avoid a user attrition rate and it can be avoided at the last step, which is checkout. As per most of the shopping cart abandonment articles, we need to design the application in such a way that the transparency and ethical integrity of e-commerce is maintained.
- When it comes to Amazon, the user experience which the mobile application provides with respect to checkout step is the invoice. Though Amazon maintains all kinds of transparency, it lacks in providing the pricing information of each product at the last checkout page which is really an important contributing factor to help user make decision. User must navigate back to check which product cost exactly how much.
- This can be experienced with the help of images taken from the original application -
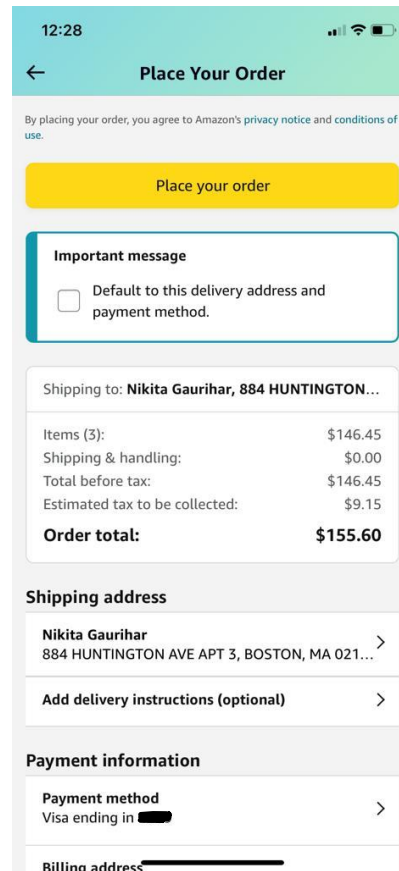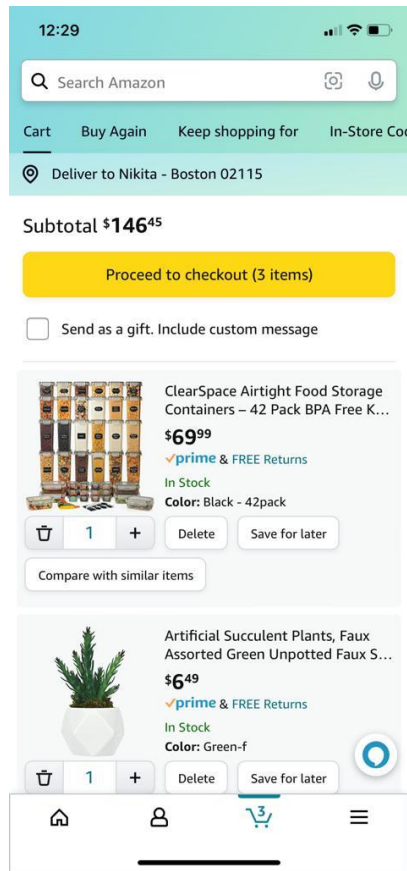
2. Providing access to the entire information about their shopping cart purchase

- The shopping cart must provide a clear summary of the information about the products because this is where customers make final purchase selections.
- By providing necessary information about the products, their estimated delivery time, if its open for return or exchange, price of product, options such as 'Save for Later', 'delete', 'More color options', etc. must be available for the user to help them take a final call.
- Not only should it provide the exact prices of each products but also the total estimated cost for the entire selection of products including the tax and shipping price, so that the user is not surprised to see the final amount leading him to abandon the cart.
- Apart from the important information, availability of quick visual summary by providing the exact pictures of the product that are large enough to show some details might help the customer to differentiate an item from other similar items that he might have considered buying. This method will help reflect the user's selections.
- In the case of amazon, these options are available but not on the actual checkout page. If the user changes his mind and wants to save a few items for later, he must navigate back, choose items to 'Save for later' again 'proceed to checkout' and then again 'place order'.
- This is illustrated using the images taken from the original application -
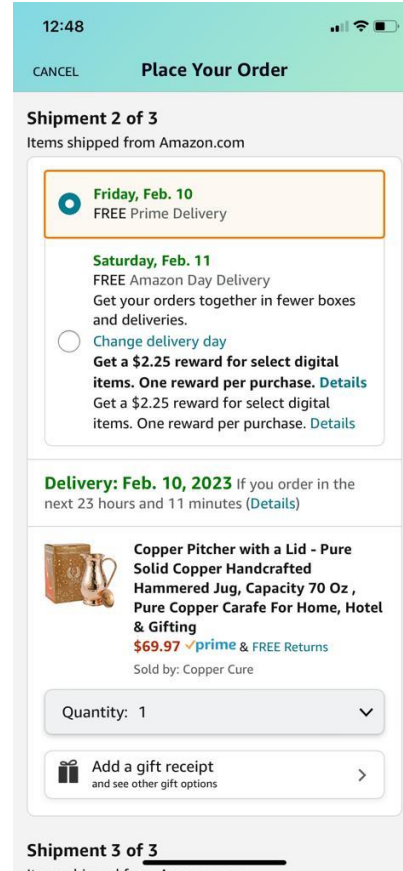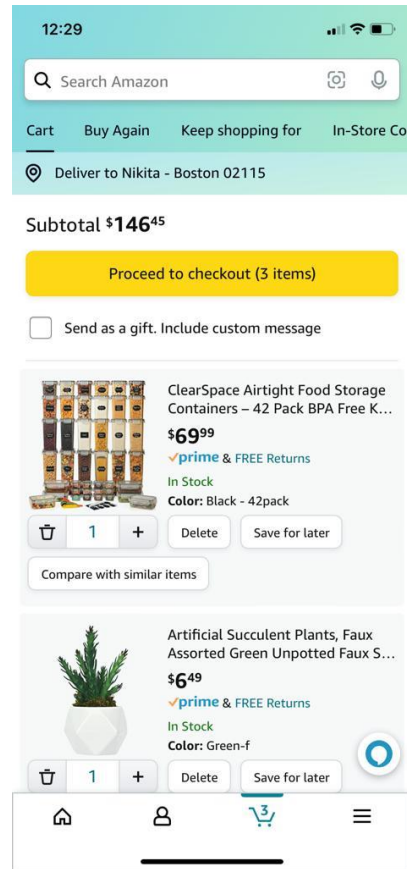
3. Market basket Analysis – Must be kept Optional.

• Everyone knows market basket strategy and bundling things together is a marketing strategy which catches the eye of the customer, resulting in a higher number of sales.

• What if we keep this bundling of things optional or customized as per user's choice. Not everyone is surfing the website for shopping, a few of them are window-shoppers waiting for the salary day to arrive and then checkout. In such scenarios offers might not be the same while adding the items in the cart, and on the day, he decided to checkout.

• We can provide a button where the user can opt for market basket analysis based on the searches he did in the last week or a month and options of the bundled items at the best price.

4. Availability of Order Details on quick links

• If we compare amazon with other e-commerce websites such as Costco, we can observe that Amazon is not user friendly when it comes to navigating to its purchase order history and its invoices.

• If the user wants to go check his past invoices, he must go all the way into the Profile page, find orders tab, go to a specific order and then find the 'View order details' and then he will know the exact amount he paid for that order.

- Another way is through the 'Shortcuts' tab. The only turn off here is the user has to go find the shortcuts option in the menu option displayed using the iconic – 'three horizontal bars'. It would have been better if this option was kept handy as the name suggests.
- This can be explained with the help of following images taken from the original application –
    1. **Viewing Order Details-**
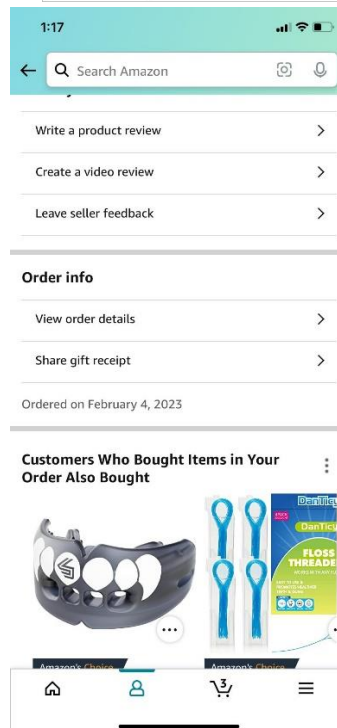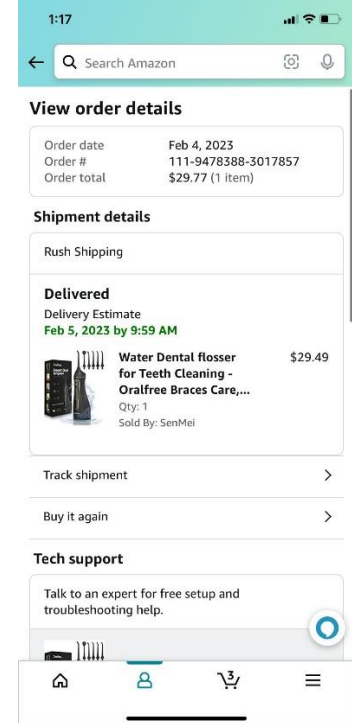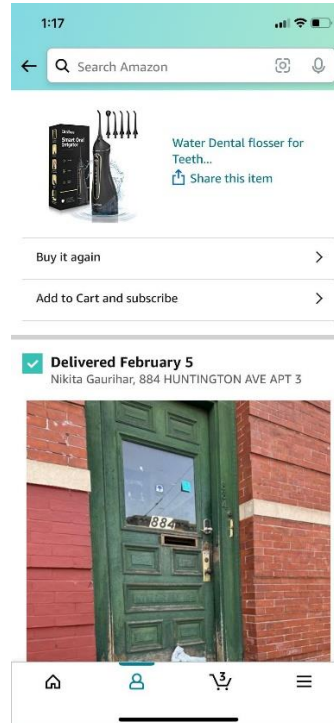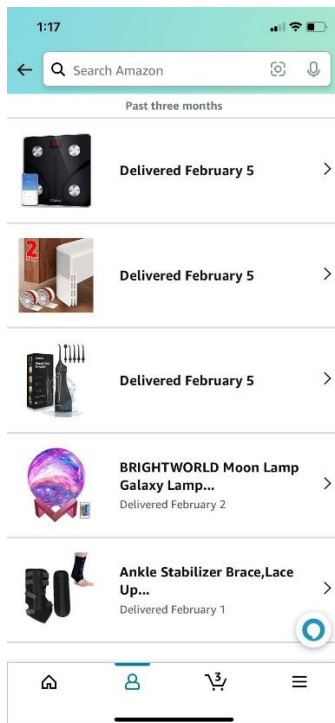
2. Easy access to shortcuts button