**ASSIGNMENT-2**

**SHOPPING CART EXPERIENCE REDEFINED**

* **Shopping cart abandonment:**
* Customers adding items into the cart and exit without buying.
* 65% cart abandonment rate results in 97.9% gap in conversion rate.
* It has more to do with content of the website than the performance of the site.
* **Reasons include:**
* Customers sometimes do online shopping for browsing and research purposes.
* Customers sometimes exit the website due to following reasons:

1. Expensive shipping.
2. Unaware of the shipping costs until checkout.
3. Online shipping is impulse driven.

* Long processes and bad site navigation might also result in customers leaving the website. (Poor user experience)
* Security issues also play a major role in shopping cart abandonment.
* Hesitation and impatience of the customers also results in shopping cart abandonment
* **Strategy and changes to recreate shopping cart experience:**
* Provide full access to full shopping cart view which means avoiding minicarts, so that the customers can check, compare and review their order and can also see if the order price qualifies for discount or not.
* Provide a shipping calculator, so that the customer remains acquainted with the shipping charges.
* Provide some offers and promotions on shipping charges.
* Explore your options for shipping products at a lower cost.
* Don’t surprise the customer with high shipping costs or slow speeds.
* Use a recognizable and trusted external payment hosts or methods. (Eg: PayPal)
* Try to include dual factor authentication.
* Provide the facility of guest checkout. The email address of the guest can be used to build further relationship with the customer.
* Try implementing passwordless login tools, with the help of email authentication and implementing single sign on systems can also be an added advantage.
* Provide a transaction progress bar.
* Make sure that the website looks great on mobile screen as well and the search engine is optimized.
* Make sure that the shopping cart provides the details and images of the products in the cart. These details can be used in updating the product in the cart. (Ex: details like quantity, color, size, price, etc.)
* Link the cart items to the full product details to ensure quick access from the cart to the product details page. Using different color and text format to specify the link makes it more user friendly.
* Provide the customers with an easy way to remove the items. This can be done by providing the following options like Remove an Item and Move to Wishlist. Options to update the cart should also be provided. Example: Options to change color, size and quantity.
* Websites can implement digital asset management to provide personalized experiences that keeps the customer on site and engaged with the brand, so that there will be a slight reduction in shopping cart abandonment rate.
* Link the context of the website with something that’s already familiar and requires less efforts in understanding the product. This process of linking your context to an existing mental model results in persuasion and lesser chances of shopping cart abandonment.