Shopping Cart Redesign

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Overview

Shopping Cart abandonment is the challenge that many E-commerce businesses still face today. **According to Baymard Institute, 69.57% of online shopping carts are abandoned.** Even after attractive offers and products , many users add products to the cart but never purchase it. Shopping cart abandonment can be because of many reasons .

Reasons for Cart Abandonment

1. Users are only browsing and researching on your website and comparing the prices of similar products across many retail websites. This kind of cart abandonment is unavoidable.

2. Expensive shipping or delivery price shock can also make the user/customer think twice about their decision to purchase the product from the retail website. This can be avoided by providing good deals to customers and transparency in the delivery prices .

3. Bad site navigation is a very important reason for shopping cart abandonment. Providing good UI/UX for catalog browsing and smooth, secure checkout process is appreciated by the users/customers.

4. Long process is disliked by the users . Asking users to create an account for checkout is a reason for shopping cart abandonment and should be avoided.

5. Security issues influence the users to abandon the cart.

Suggestions to avoid shopping cart abandonment

1. Show users what security measures have been taken to keep user data safe. This can be achieved by implementing dual factor authentication, clearly communicating to users about data privacy policy and encryption, clearly explaining to users what will happen next when they are directed to paypal etc.

2. Clearly communicating shipping cost to customers. Offer multiple shipping options and speed to users. Provide shipping cost calculators to customers early in the checkout process.

3. Login security - Provide passwordless login tools or SSO authentication to users. Asking users to create an account before checkout is not appreciated by the users. Provide guest checkout options.

4. Provide a wishlist tool so that users can save the products which they want to purchase on a later date.

5. Displaying transaction progress bars can also positively influence the users reducing shopping cart abandonment.

6. Provide access to a full shopping cart with all the details of the product to give users seamless experience.

7. Customers are motivated to buy by emotions and sensations and people are more likely to be loyal to a brand which sparks positive feelings. Displaying some corporate social responsibility associated with a product will create that positive spark.

Conclusion

Complicated checkout process , unclear pricing and high shipping cost are one of the most common reasons for shopping cart abandonment. The good news? It's preventable!!!!