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Shopping Cart Abandonment



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7 min read · Jan 31



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What exactly is shopping cart abandonment?

Shopping cart abandonment occurs when someone browsing an online store adds items to their virtual shopping cart but leaves the website without finalizing the purchase. It's a common challenge for online businesses, and various reasons contribute to this phenomenon. To improve overall conversion rates, it's crucial to understand and address these factors.

Retailers pay close attention to the shopping cart abandonment rate, which is determined by dividing the total completed transactions by the total number of initiated transactions. This rate reveals the percentage of users who express an intention to purchase by adding items to the cart but do not complete the transaction.

Monitoring the shopping cart abandonment rate is essential for e-commerce sites because a high rate may indicate a subpar user experience or issues in the sales process. Reducing cart abandonment is directly linked to increasing sales and revenue, making it a key focus for online retailers. Optimizing the checkout process is crucial to encourage more customers to follow through with their purchases.



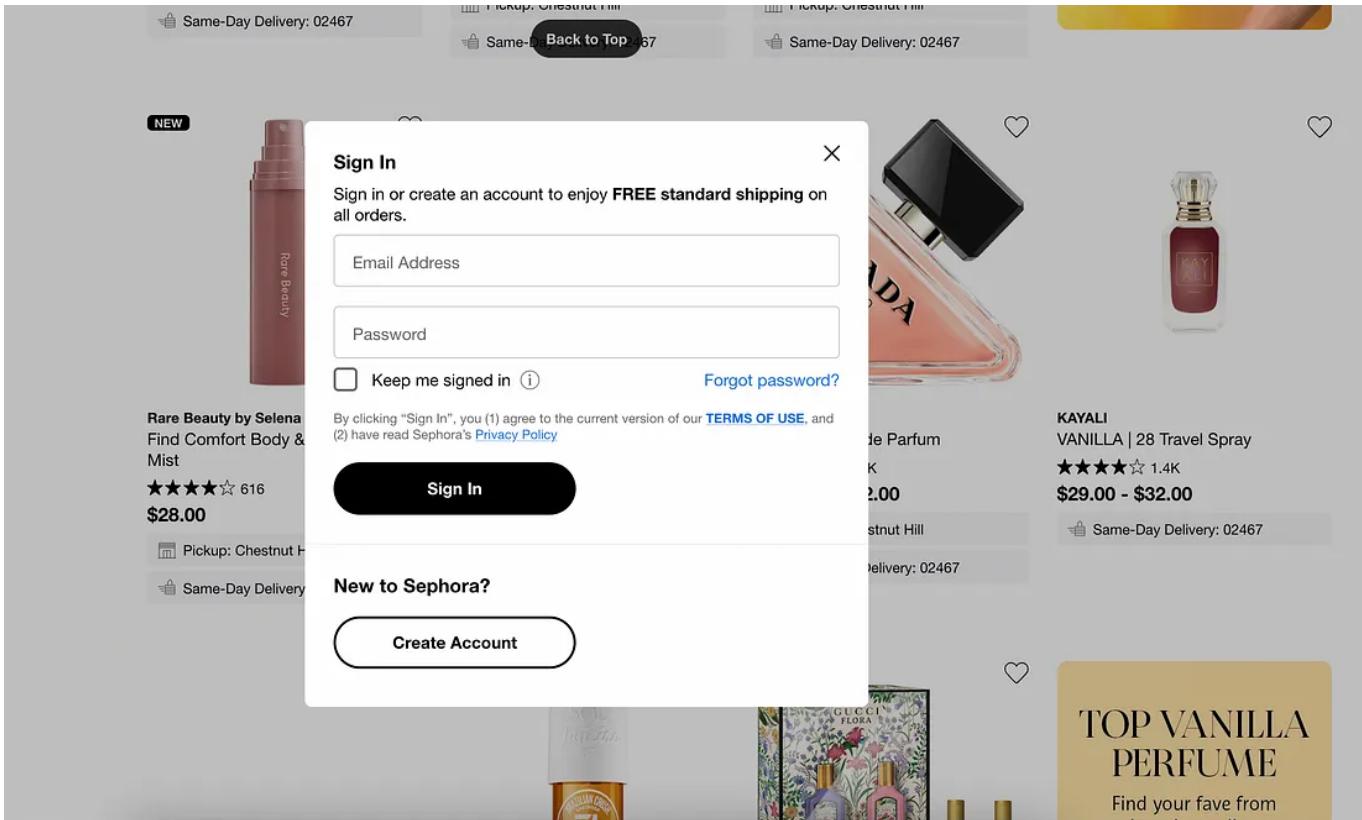
Unfortunately, some shoppers abandon their carts because they were merely browsing and never intended to make a purchase. This type of cart abandonment is often more related to your site's content than its performance. While improving your site's calls-to-action, persuasive copy, and product photos can enhance your conversion rate, some level of this abandonment is inevitable in the world of eCommerce, where browsing without immediate intent to buy is common.

Enhancing the quality of your marketing materials and digital content is crucial, but it's essential not to lose sight of the key reasons for cart abandonment. Various factors contribute to this rate, as highlighted by Statista's data on common reasons for digital shoppers abandoning their carts over the past two years.

Here are some common reasons for shopping cart abandonment and strategies to mitigate them:

1. ***Unexpected Costs:*** Unexpectedly high shipping costs, taxes, or additional fees can catch customers off guard, leading to hesitation or abandonment during the checkout process.
2. ***Poor User Experience (UX):*** UX significantly influences cart abandonment, especially concerning ‘Long Process’ and ‘Bad Site Navigation.’ If your store’s checkout process is complicated or navigating between sections is challenging, you risk losing potential customers.
3. ***Complicated Checkout Process:*** A lengthy or complex checkout process can create frustration, particularly if customers find it cumbersome or time-consuming.
4. ***Security Issues:*** Concerns about the security of personal and payment information can significantly impact a customer’s decision to trust an online store.
5. ***Limited Payment Options:*** Offering only a few payment options may limit accessibility for customers who prefer alternative payment methods.
6. ***Technical Issues:*** Website errors, slow loading times, or glitches can disrupt the online shopping experience and lead to frustration.
7. ***Lack of Mobile Optimization:*** In today’s mobile-centric world, a non-mobile-friendly website can deter potential customers who browse and shop using smartphones and tablets.
8. ***Ineffective Remarketing:*** Poorly timed or generic remarketing efforts may not effectively re-engage customers who abandoned their shopping carts.
9. ***Unclear Return Policy:*** Uncertainty about the return policy can create hesitations, especially when customers are unsure about the flexibility of returning or exchanging products.

10. Lack of Guest Checkout: Requiring customers to create an account before completing a purchase can act as a barrier, especially for first-time shoppers or those looking for a quick transaction.



11. Poor Product Information: Insufficient product information, vague descriptions, or unclear images can leave customers uncertain about the items they are considering.

\$28.00 - \$104.00

Pickup: Chestnut Hill

Same-Day Delivery: 02467

★★★★☆ 1K

\$24.00 - \$35.00

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★★★★☆ 146

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NEW



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VANILLA | 28 Travel Spray

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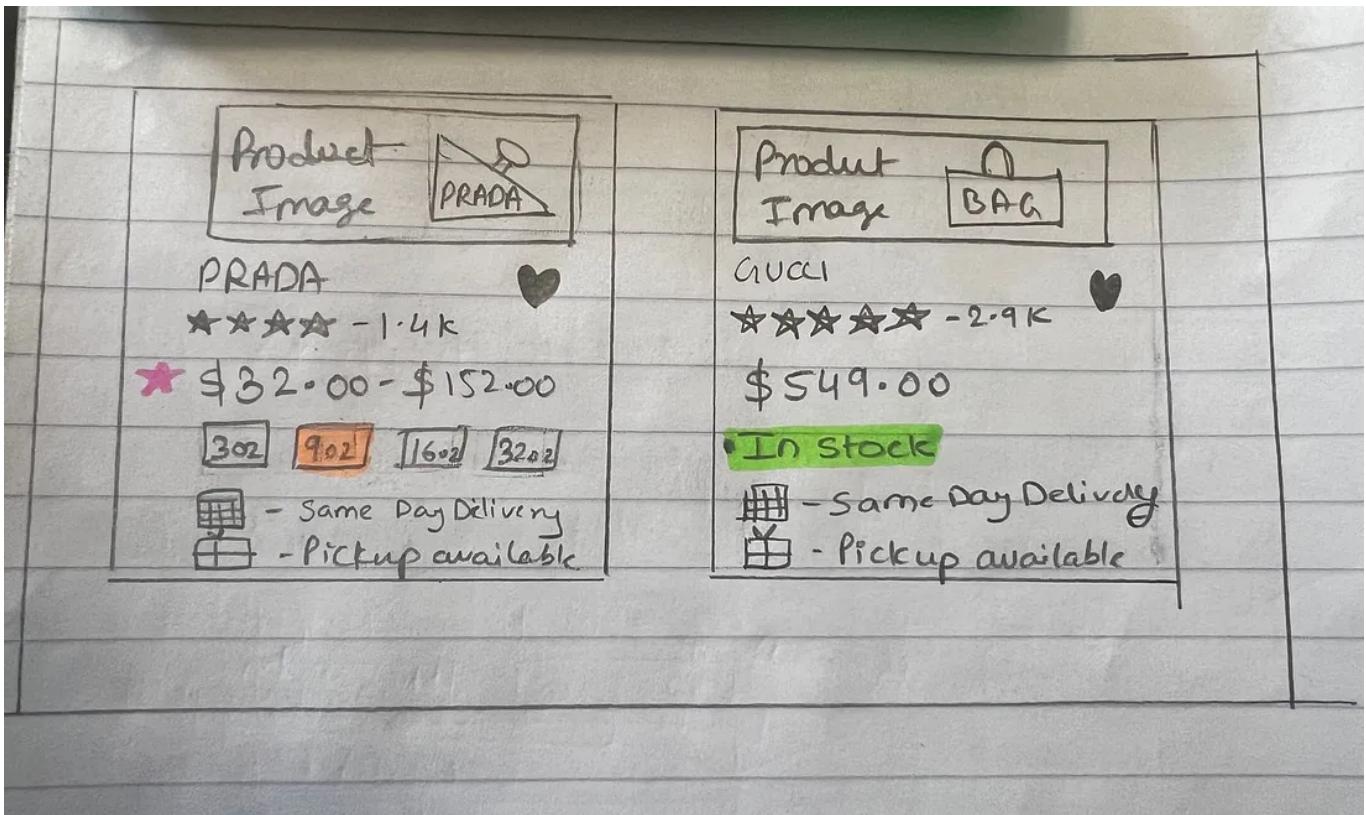
Same-Day Delivery: 02467

Same-Day Delivery: 02467

**TOP VANILLA**

Redesigning it in a way where the quantity is visible and hence the cost will depend:

1. Here the products cost range is given with respect to the size you order, whereas in the original Sephora website just the range is given and on selecting you don't get the option to choose the size of the product. this can be misleading and cause the buyer to abandon the shopping cart.
2. Giving the clear information about the availability of product allows the buyer to choose properly.



Effective Strategies for Preventing and Addressing Abandoned Shopping Carts

- More Payment Options:** Providing a range of payment options, including widely accepted methods like PayPal alongside card payments, is crucial. This diversity not only accommodates various customer preferences but also instills confidence in the checkout process, alleviating potential concerns.
- Easy Checkout Process:** Streamline the entire checkout experience. Minimize the number of steps required for completion, simplify form fields, and provide an option for guest checkouts. The goal is to make the process as quick, easy, and user-friendly as possible.
- Display of Costs:** Transparency regarding additional expenses is paramount in retaining customers. Failing to disclose all costs upfront can lead to a significant 23% of customers canceling their purchases. To enhance the customer experience, ensure that all costs are prominently displayed.

displayed on the product page, minimizing surprises during the checkout process.

4. *Enhancing Mobile optimization:* Optimize the website for mobile devices. This includes responsive design, easy navigation on smaller screens, and a user interface that adapts to various devices. A mobile-friendly site encourages a smooth shopping experience for on-the-go users.
5. *Ensure a Secure Website:* As an online retailer, establishing a sense of security during the checkout process is imperative. Implementing a secure checkout, recognized internationally, reassures customers about the safety of their transactions. This not only enhances trust but also contributes to a positive overall shopping experience.
6. *Facilitate Guest Purchases:* Streamlining the purchasing process is essential, and one effective way to achieve this is by allowing guest checkout. By eliminating the need for customers to create an account, you reduce friction, making transactions quicker and more straightforward. This convenience can significantly enhance user satisfaction.
7. *Harness the Power of Abandoned Cart Emails:* Abandoned cart emails are not merely a last-minute effort but a powerful tool for recovering lost revenue and rebuilding customer relationships. Crafting personalized, timely, and engaging messages can effectively transform abandoned carts into successful purchases. Consider including additional incentives such as special offers or benefits like free shipping on the abandoned cart products to motivate customers to complete their purchases.

Redesigning the Shopping cart for Sephora:

My Basket

Get It Shipped (2)

Your Order qualifies for **FREE standard shipping.**

Free returns on all purchases.*

Get 2 free sample(s) with every order
SELECT YOUR SAMPLE(S) ▾

You now have 0 Beauty Insider points
REDEEM YOUR REWARDS ▾

	Gucci Mini Gorgeous Gardenia and Gorgeous Magnolia Perfume Set ITEM 2692580 Shipping Restrictions ⓘ	\$35.00
1 ▾	Loved Remove	Get It Sooner
	Prada Paradoxe Eau de Parfum SIZE 3 oz / 90 mL • ITEM 2591170 3 oz / 90 mL Shipping Restrictions ⓘ	\$152.00
1 ▾	Loved Remove	Get It Sooner

Merchandise Subtotal \$187.00
Shipping & Handling ⓘ **FREE**
Estimated Tax & Other Fees ⓘ **TBD**

Estimated Total \$187.00
or 4 payments of \$46.75 with **Klarna**.
or **afterpay** ⓘ

Shipping & taxes calculated during checkout

Checkout Shipped Items

Pay With  **PayPal**

View featured offers >

Promo or Reward Code

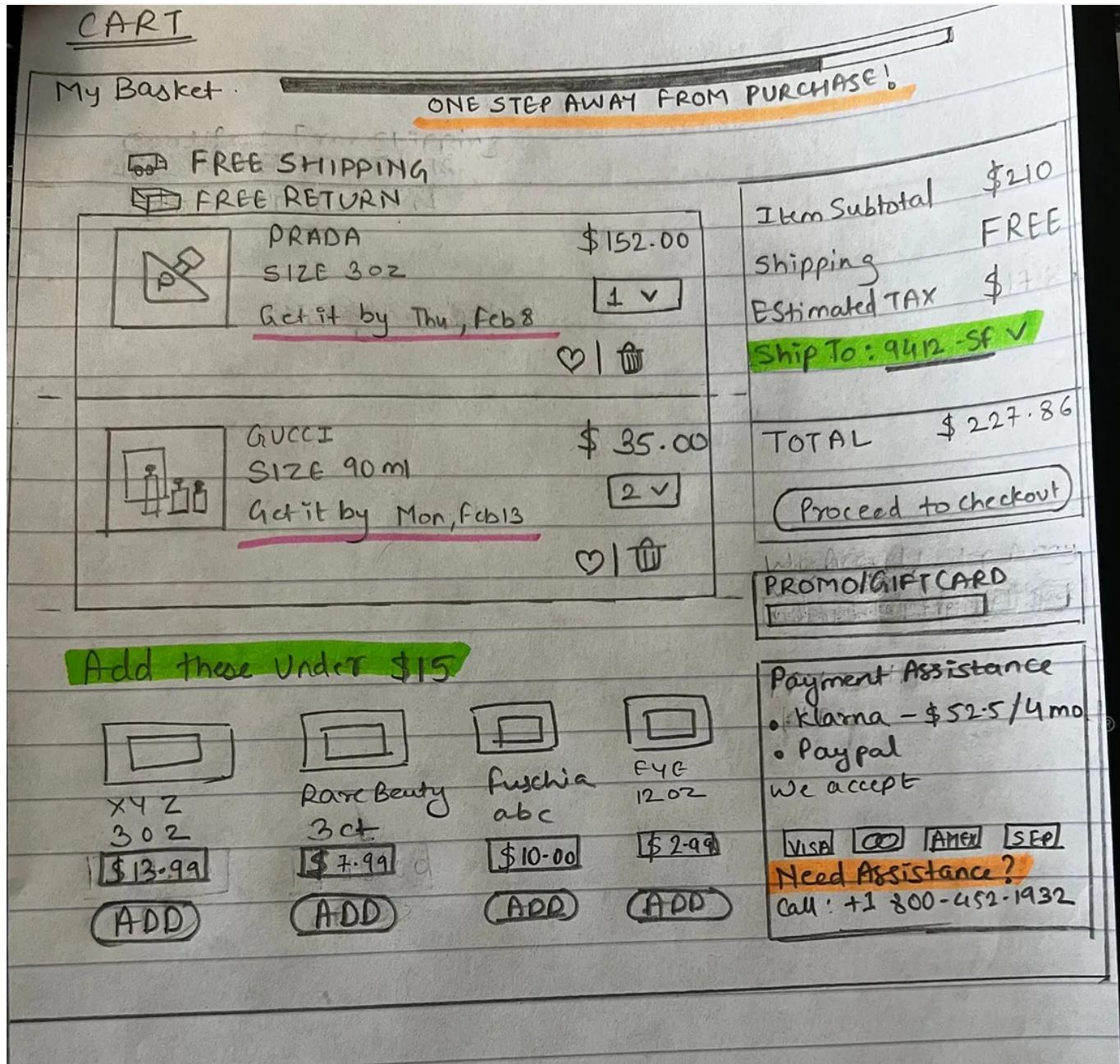
Canada checkout >

 **Add a Sephora Gift Card**
The super-easy gift on everyone's list

The shopping cart for Sephora

Open in app ↗





Shopping cart redesigned.

1. The progress bar to show the customer that they are only few steps away allows the buyer to not quit the process and make the payment completely.
2. Showing the clear delivery date allows the customer to finalize the cart and not get ambiguous about the product.

3. Showing shipping address near the payment option allows the customers to go forward with the payment and hence there is no need to go and navigate backwards again and again.
4. Having a clear design without lot of clutter of the suggestions of the product to be added gives the customer room to think and not get confused with the purchase.
5. Showing the clear tax estimation on the first checkout page itself gives the clear understanding and the buyer has a good chance to go forward with the purchase.

SEPHORA

Checkout

Shipping Address

<input type="text" value="First Name*"/>	<input type="text" value="Last Name*"/>
<input type="text" value="Phone*"/>	
<input type="text" value="Street Address*"/>	
<input type="text" value="Apt #, Floor, etc."/>	
<input type="text" value="ZIP/Postal Code*"/>	<small>Enter ZIP/Postal Code to see City and State/Region.</small>

Save & Continue

Merchandise Subtotal	\$210.00
Shipping & Handling <small>(i)</small>	FREE
Estimated Tax <small>(i)</small>	\$-.-
Estimated Total	\$210.00
or 4 payments of \$52.50 with Klarna . or afterpay <small>(i)</small>	
Add promo or reward code	
Place Order	
Items in order (3) ▼	

Checkout

Shipping Address

Use current location

First	Last
Ph. no	ZIP CODE
- - - -	
- -	- - -

SAVE & Continue

Send as gift:

message ❤

Payment method:

credit / debit

UPI

Cash

Merchandise total -	\$210.00
Shipping -	Free
TAX -	\$ 3.44
Total	\$ 213.44

(Place Order)

Review Order:

<input type="checkbox"/>	abc	\$ 152	<input type="checkbox"/>
<input type="checkbox"/>	xyz	\$ 35	<input type="checkbox"/>
<input type="checkbox"/>	lmn	\$ 20	<input type="checkbox"/>

6. Using current location to fill in the address saves the time of the customer.

7. Having review order instead of drop-down menu for order doesn't keep any ambiguity in the purchase of the products and shows the clear information of the products to be purchased.

In conclusion, adopting these strategies not only addresses the common reasons for cart abandonment but also proactively prevents potential issues,

creating a more seamless and enjoyable shopping experience for your customers. By prioritizing transparency, security, and customer engagement, you can enhance trust, reduce friction, and ultimately boost the conversion rate of your online store.

References:

Decision Making in the Ecommerce Shopping Cart: 4 Tips For Supporting Users

Enable decision-making in the shopping cart by providing product detail, allowing access to product pages and letting...

www.nngroup.com

At Long Last, a Universal Shopping Cart for the Web

Shopping cart attrition is a huge problem for online retailers. This startup says it has the solution.

www.wired.com

<https://www.optimizely.com/optimization-glossary/shopping-cart-abandonment/#:~:text=Shopping%20cart%20abandonment%20is%20when,%E2%80%9Cabandoned%E2%80%9D%20by%20the%20shopper.>



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