

Activity Exemplar: Evaluate the checkout process for an e-commerce store

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar



To review the exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [Checkout evaluation](#) ↗

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Checkout evaluation
DOCX File



Assessment of Exemplar



Compare the exemplar to your completed checkout evaluation. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: *The exemplar identifies some of the potential issues and suggestions for the checkout process. However, your answers will likely differ in certain ways. What’s important is that you were able to identify common issues and provide suggestions to resolve those issues.*

Let’s review each checkout issue:

Checkout issue #1: Sign-in

Identify the issue: The current checkout process does not give customers the option to check out as a guest, which is one of the main reasons why customers abandon their carts.

Suggest improvements: The best way to resolve this issue is to add guest checkout. Allowing customers to sign in using a social account is another option that could make the sign-in process easier.

Checkout issue #2: Personal information

Identify the issue: The current checkout process is too long, which is one of the main reasons why customers abandon their carts.

Suggest improvements: Including only the necessary fields makes the checkout process shorter and easier. In this case, removing the additional phone number fields and birthdate would make the checkout process faster.

Checkout issue #3: Shipping

Identify the issue: The current checkout process requires the customer to pay for shipping, which is one of the main reasons why customers abandon their carts.

Suggest improvements: Offering free shipping options will reduce the chances of a customer leaving the site and buying from a competitor instead.

Checkout issue #4: Payment

Identify the issue: The current checkout process only allows the customer to pay with a credit card, which is one of the main reasons why customers abandon their carts.

Suggest improvements: Adding more payment options and assuring customers that the store’s website is secure can increase the chances that a customer will complete their purchase.

Mark as completed

