

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will evaluate the checkout process for an e-commerce store. Your task will be to identify the reasons why customers are abandoning the checkout process and provide suggestions for how to improve the checkout process.

As you learned earlier, around 70% of customers abandon their carts without completing their purchase. Taking steps to reduce cart abandonment, however, can improve the customer experience and lead to more sales.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Tee's Shirts, which is the online T-shirt store that you've been working for, has noticed that customers are abandoning the checkout process at high rates. By analyzing their data, the store has been able to identify the four most common points in the checkout process where customers are dropping off:

Signing in

Entering their personal information

Choosing a shipping option

Entering their payment information

As an e-commerce analyst, you've been asked to figure out why customers are dropping off at these four points and provide suggestions for how to improve the checkout process.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Checkout evaluation](#)

OR

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

 [Activity Template - Checkout evaluation](#)
[DOCX File](#)

Step 2: Read the situation

Review the background for each checkout issue to understand at what point customers are abandoning the checkout process.

Step 3: Review how the current checkout process works

Review how the current checkout page appears on the store's website. Pay special attention to whether anything is missing from the page, whether it asks for unnecessary information, and whether any extra costs or fees passed on to the customer.

Step 4: Identify the issue

Based on the situation and the current checkout process, identify the reason(s) why customers might abandon the checkout process at this point. Enter your reason(s) in Step 1 in the template.

Step 5: Suggest improvements

After identifying the issue, make one or two suggestions for how to address this issue and improve the checkout process. Enter your suggestion(s) in Step 2 in the template.

Step 6: Repeat steps 2–5 for each checkout issue

Once you've completed the steps for checkout issue #1, repeat these same steps for checkout issues #2, #3, and #4 in the template.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed checkout evaluation:

Reason(s) why customers might abandon the checkout process at each point

One or two suggestions for how to address each checkout issue