Superfi test notes: checkout friction reduction

Evidence

- GA data: substantial drop off at checkout
- User testing shows distraction
- Team brainstorming seems to suggest over-crowded layout
- Click mapping reveals traffic leaving via distracting links
- Heuristic analysis

Hypothesis

Because we saw from GA data, click mapping, user testing and team brainstorming that the checkout is a source of revenue loss due to distractions and outbound links, we believe that cutting down on these distractions will increase click-through and sales conversion rate.

Changes to variation

- '*Got a voucher*' text:
  - change from green to grey to reduce prominence
  - remove arrow

- 'Why shop at Superfi' section: **remove**

- Card icons section: **remove**

- Trust Pilot section: **remove**

- Customer service section: **remove**

- Email address field:
  - change text above it to: 'Enter your email address so we can keep you informed about your order:'
  - change text under it to: 'Hit continue to sign in or checkout as a guest:'

- All 'Continue' buttons: change from grey to orange as per WF
  - exact colour = RGB#112233
  - change from 'CONTINUE' (caps) to 'Continue' (title case)

- Delivery; 'home' (against each product): change to 'Free' where basket total is over £75

- 'Your order qualifies for finance' section: change from green to grey to lower

distraction

- Shopping basket area:
  - make persistent (where in second column, mobile leave as-is)
  - remove grey padlock icon. change text to 'Your shopping basket'
  - 'Online subtotal': change to 'Subtotal:'
  - 'Home delivery': change to 'Delivery:'
  - 'Online Total (pay now)': change to 'Total:'

- Sage pay and Comodo badges: keep as per wireframe (remove all others)

- All remaining links that replace tab, to open in separate tab, reducing potential drop off

- When 'continue' button is hit after entering delivery address:
  - it jumps to the wrong section! This should be at the 'delivery method' section
  - delivery option 1 (free / next day) selected by default

- The following messaging: "*No shipping methods were found for your address. Please make sure you have saved your delivery address by clicking the continue button above.*" should be hidden by default until an unfound address is entered. This currently causing a lot of confusion.

- "*Information: If your postcode is not recognised (we're sorry!), or you live in the Republic of Ireland, then please fill in the fields below.*" - if possible, hide this until a postcode is not recognised - this currently causes a mental road block!

- 'Continue checkout' button: please change text to 'Pay Now' (title case)

- Remove all asterisks from fields (i.e. '*First Name')

- Any mobile styling / bug fixes found if time allows

- Any other bug fixes time allowing

- **Note:** all changes should be executed for all device types, with the exception of the persistent basket contents where this only makes sense on desktop and wider tablet screens.

Targeting

- All device types
- All user segments

Goals

- Sales conversion rate (primary)

- Revenue per visitor
- Revenue