

part I: test plan

cart removal confirmation

I believe if we make users confirm their cart removals with an extra ‘are you sure?’ dialog/modal, then we will make users think twice about clearing out their carts.

If I am right, we will see an increase in order conversion rates from the cart page and fewer items removed from the cart.

Currently, the cart allows users to remove an item in a single click (<http://goo.gl/6zqrBu>). After users browsed the site carefully and added an item to cart on a premium product, this is too low of a mental barrier to removal.

via: Clearhead

Site/Section: Cart page

Uservoice: Hypothesis in Uservoice (link removed)

Basecamp: Basecamp Thread (link removed)

optimization metrics

if a visitor is prompted to reconsider an item,
instead of being able to remove with one click...

→
n **fewer items removed from the cart.**

are they more likely to leave that item in the cart? | **item removal rate**

n **increase in order conversion rates** f

are they more likely to make a purchase? | **item removal conversion rate**

supporting metrics

item removal rate =

visitors who removed an item

visitors who clicked “remove item”

item remover
conversion rate =

visitors who clicked “remove item”
and then made a purchase

visitors who clicked “remove item”

Item Removal

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions 1

Sequences

control

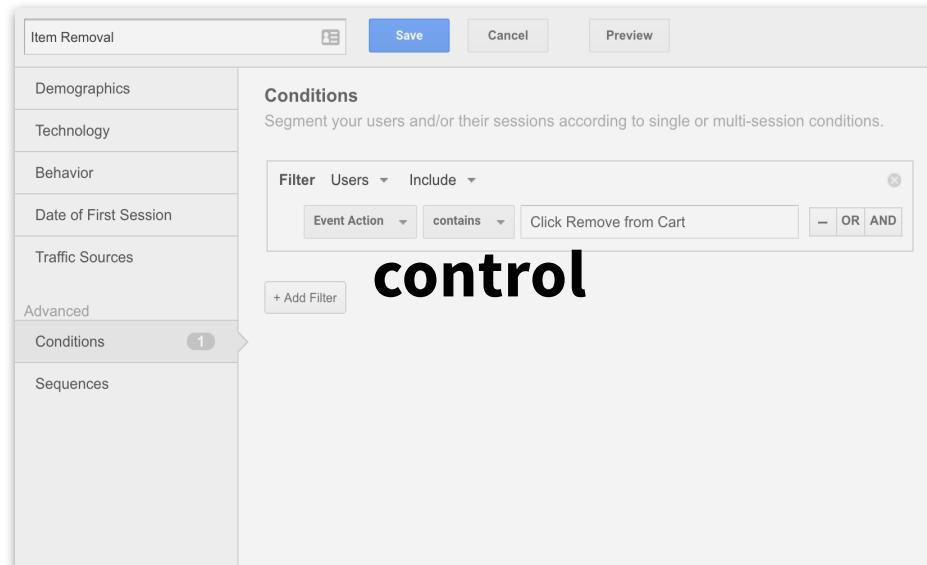
Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Users Include

Event Action contains Click Remove from Cart - OR AND

+ Add Filter



Add Custom Dimension

Name

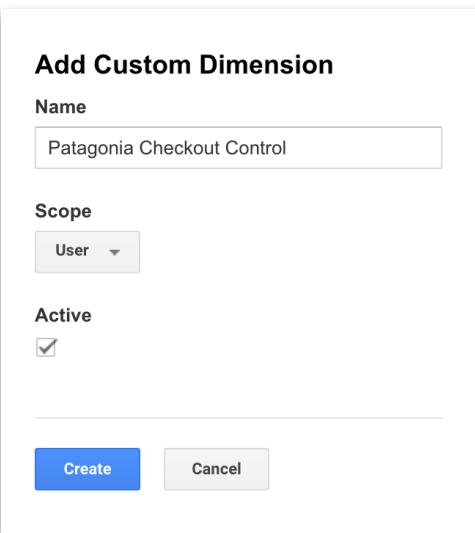
Patagonia Checkout Control

Scope

User

Active

Create Cancel



Confirm Item Removal

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences 1

test

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Users Sequence start Any user interaction

STEP 1

Event Action contains Click Remove From Cart - OR AND

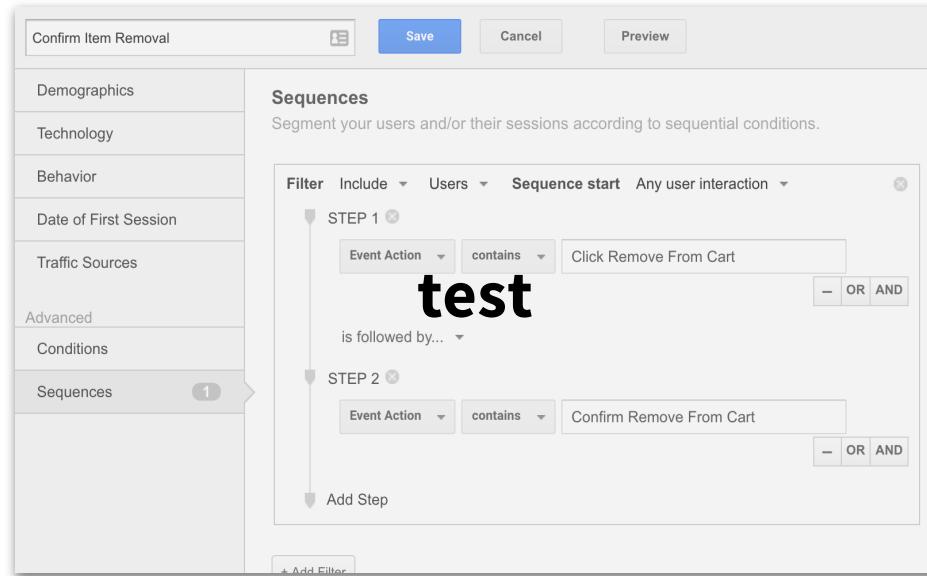
is followed by...

STEP 2

Event Action contains Confirm Remove From Cart - OR AND

Add Step

+ Add Filter



Add Custom Dimension

Name

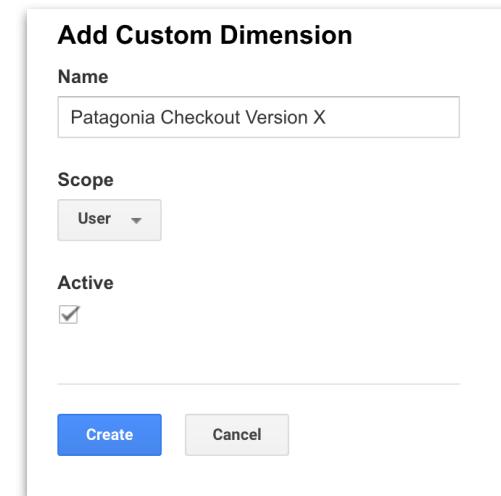
Patagonia Checkout Version X

Scope

User

Active

Create Cancel



supporting metrics

visitors who removed an item

visitors who clicked “remove item”

visitors who clicked “remove item”

and then made a purchase

visitors who clicked “remove item”

Item Removal

Save Cancel Preview

Demographics Technology Behavior Date of First Session Traffic Sources Advanced Conditions Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Users Include

Event Action contains Click Remove from Cart OR AND

+ Add Filter

control

Confirm Item Removal

Save Cancel Preview

Demographics Technology Behavior Date of First Session Traffic Sources Advanced Conditions Sequences

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Users Sequence start Any user interaction

STEP 1

Event Action contains Click Remove From Cart OR AND

is followed by...

STEP 2

Event Action contains Confirm Remove From Cart OR AND

Add Step

+ Add Filter

test

supporting metrics

visitors who removed an item

visitors who clicked “remove
item”

**visitors who clicked “remove item”
and then made a purchase**

visitors who clicked “remove item”

Confirm Item Removal, then Purchase Control Save Cancel Preview

Sequences
Segment your users and/or their sessions according to sequential conditions.

Filter Include Users Sequence start Any user interaction

STEP 1
Event Action contains Click Remove From Cart

control

Is followed by...

STEP 2
Page Title contains Thank You For Your Purchase

+ Add Filter

Confirm Item Removal, then Purchase Save Cancel Preview

Filter Include Users Sequence start Any user interaction

STEP 1
Event Action contains Click Remove From Cart

test

is followed by...

STEP 2
Event Action contains Confirm Remove From Cart

is followed by...

STEP 3
Page Title contains Thank You For Your Purchase

+ Add Step

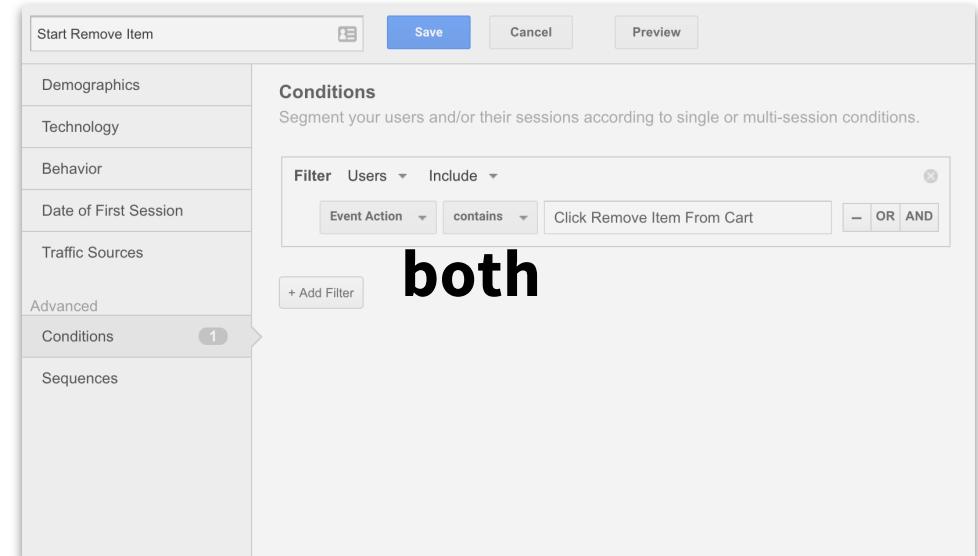
supporting metrics

visitors who removed an item

visitors who clicked “remove item”

visitors who clicked “remove item”
and then made a purchase

visitors who clicked “remove item”



story metrics

if a visitor is prompted to reconsider an item, instead of being able to remove with one click, are they more likely...

to proceed to checkout? | **item removal checkout rate** =

to purchase immediately? | **visit-level cart page conversion** =

to spend more money? | **item remover AOV** =

item removers who proceed to checkout

visitors who removed an item

sessions who clicked “remove item” and then made a purchase

item removing sessions

item removers’ total sales

visitors who removed an item

story metrics

item removers who proceed to checkout

visitors who removed an item

sessions who clicked “remove item” and then made a purchase

item removing sessions

item removers’ total sales

visitors who removed an item

item removers who proceed to checkout

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences 1

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Users Sequence start Any user interaction

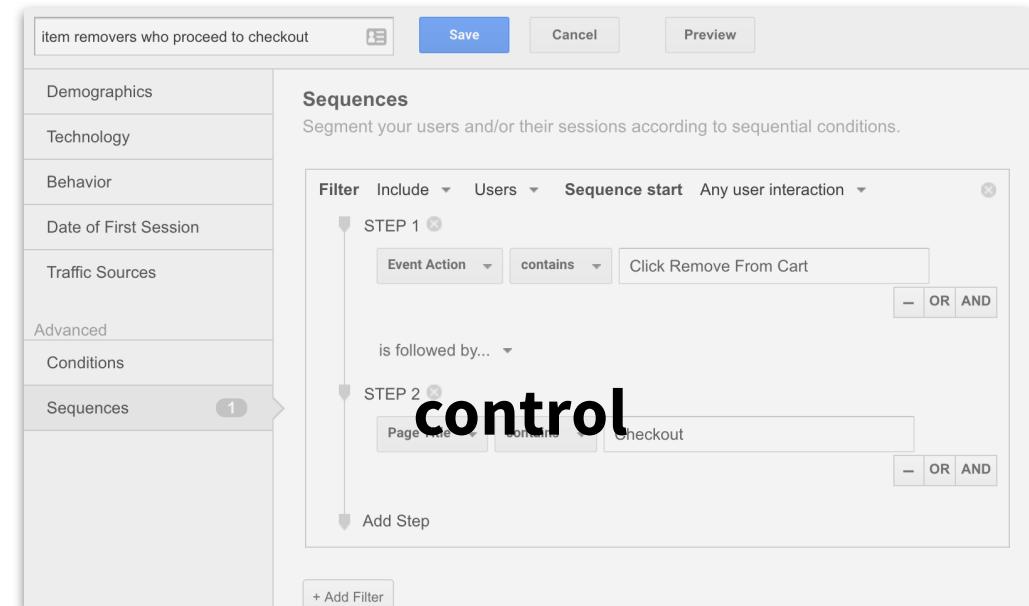
STEP 1 Event Action contains Click Remove From Cart

is followed by...

STEP 2 Page Title contains Checkout

Add Step

+ Add Filter



item removers who proceed to checkout (b)

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences 1

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Users Sequence start Any user interaction

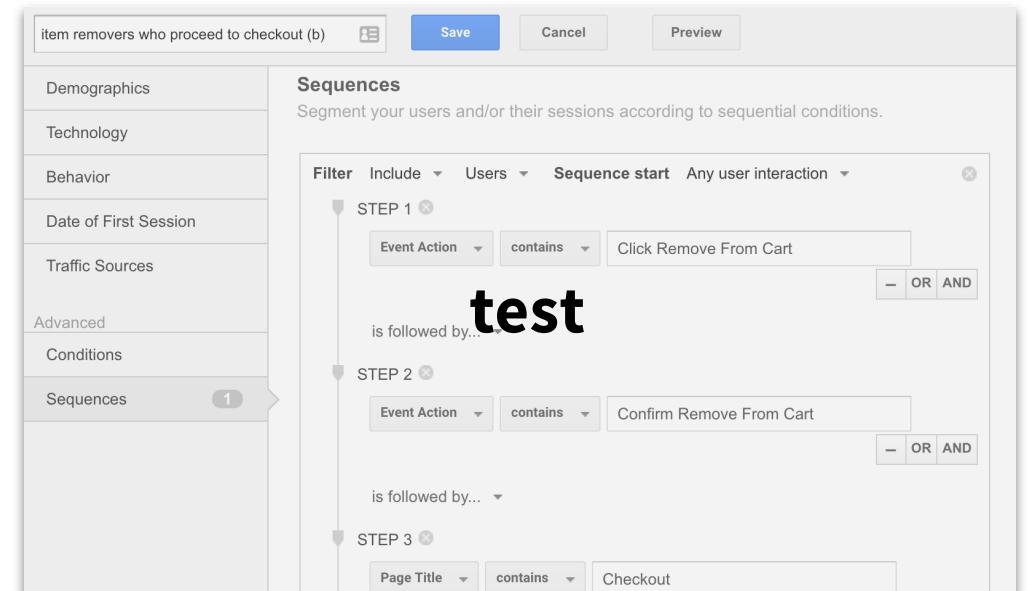
STEP 1 Event Action contains Click Remove From Cart

is followed by...

STEP 2 Event Action contains Confirm Remove From Cart

is followed by...

STEP 3 Page Title contains Checkout



story metrics

item removers who proceed to checkout

visitors who removed an item

sessions who clicked “remove item” and then made a purchase

item removing sessions

item removers’ total sales

visitors who removed an item

The screenshot shows a software interface for creating a user sequence. At the top, there's a title bar with the text "remove item then make purchase" and buttons for "Save", "Cancel", and "Preview". On the left, a sidebar lists categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Advanced, Conditions, and Sequences (which is currently selected). The main area is titled "Sequences" with the sub-instruction "Segment your users and/or their sessions according to sequential conditions." It includes a "Filter" section with dropdowns for "Event Action" (set to "contains" with "Click Remove From Cart"), "Page Title" (set to "contains" with "Thank You For Your Purchase"), and a "Sequence start" condition "Any user interaction". Below this are two steps: "STEP 1" (Event Action contains Click Remove From Cart) and "STEP 2" (Page Title contains Thank You For Your Purchase). There are "OR" and "AND" logic operators between the steps. A large bolded word "control" is overlaid on the interface. At the bottom, there are buttons for "+ Add Filter" and "Add Step".

This screenshot shows a similar software interface for defining a sequence of events, titled "remove item then make purchase (b)". The sidebar and basic structure are identical to the first screenshot. The main area shows a sequence with three steps: "STEP 1" (Event Action contains Click Remove From Cart), "STEP 2" (Event Action contains Confirm Remove From Cart), and "STEP 3" (Page Title contains Thank You For Your Purchase). The word "test" is overlaid on the interface. The bottom features a "Save" button and other standard UI elements.

story metrics

item removers who proceed to checkout

visitors who removed an item

sessions who clicked “remove item” and then made a purchase

item removing sessions

item removers’ total sales

visitors who removed an item

remove item sessions

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences 1

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Sessions Sequence start Any user interaction

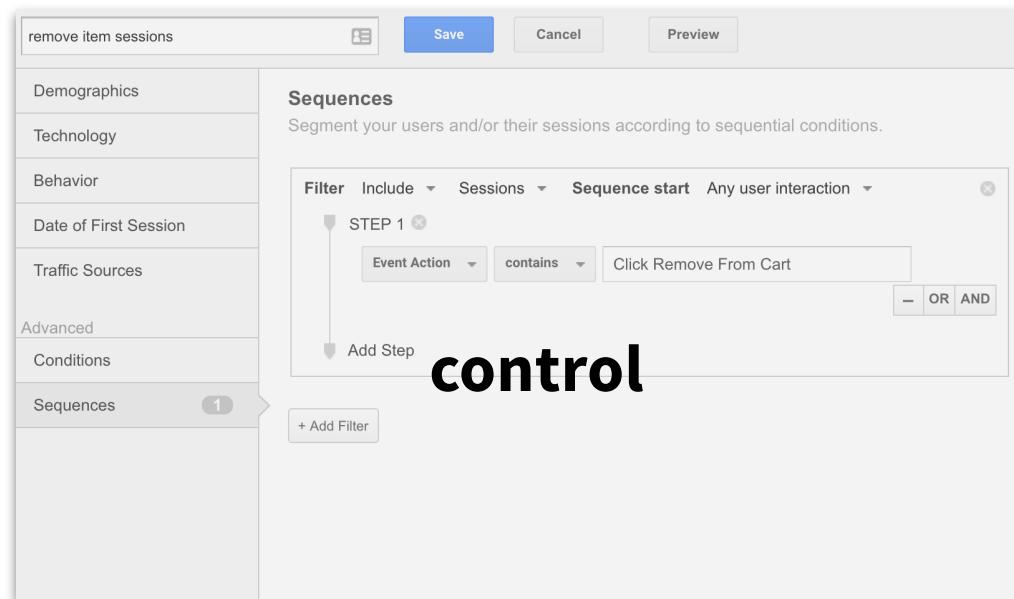
STEP 1

Event Action contains Click Remove From Cart

Add Step OR AND

+ Add Filter

control



remove item sessions (b)

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences 1

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Sessions Sequence start Any user interaction

STEP 1

Event Action contains Click Remove From Cart

is followed by...

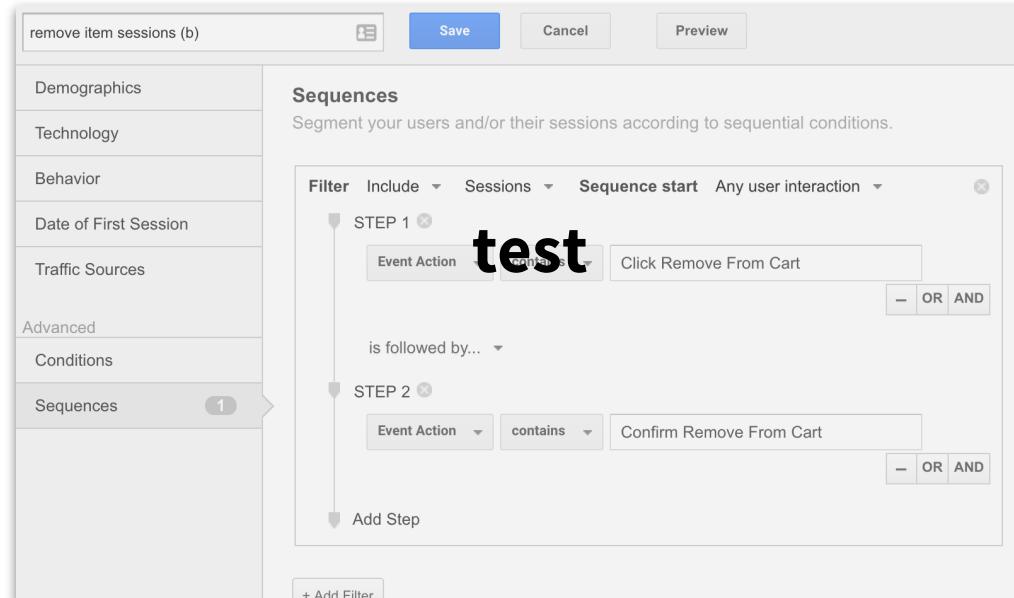
STEP 2

Event Action contains Confirm Remove From Cart

Add Step OR AND

+ Add Filter

test



story metrics

item removers who proceed to checkout

visitors who removed an item

sessions who clicked “remove item” and then made a purchase

item removing sessions

item removers’ total sales

visitors who removed an item

remove item sessions

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences 1

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Sessions Sequence start Any user interaction

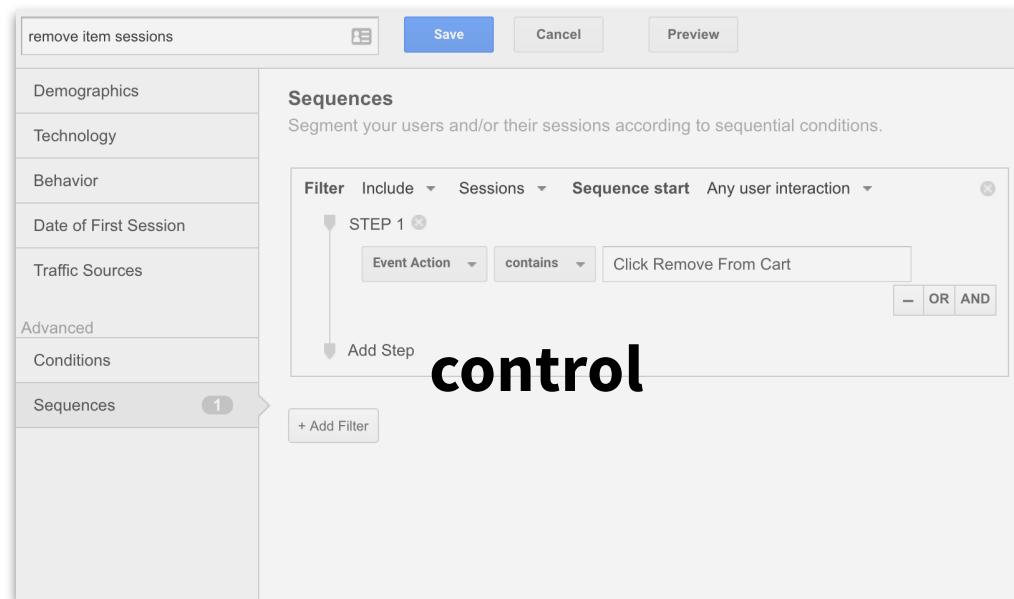
STEP 1

Event Action contains Click Remove From Cart

Add Step OR AND

+ Add Filter

control



remove item sessions (b)

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences 1

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Sessions Sequence start Any user interaction

STEP 1

Event Action contains Click Remove From Cart

is followed by...

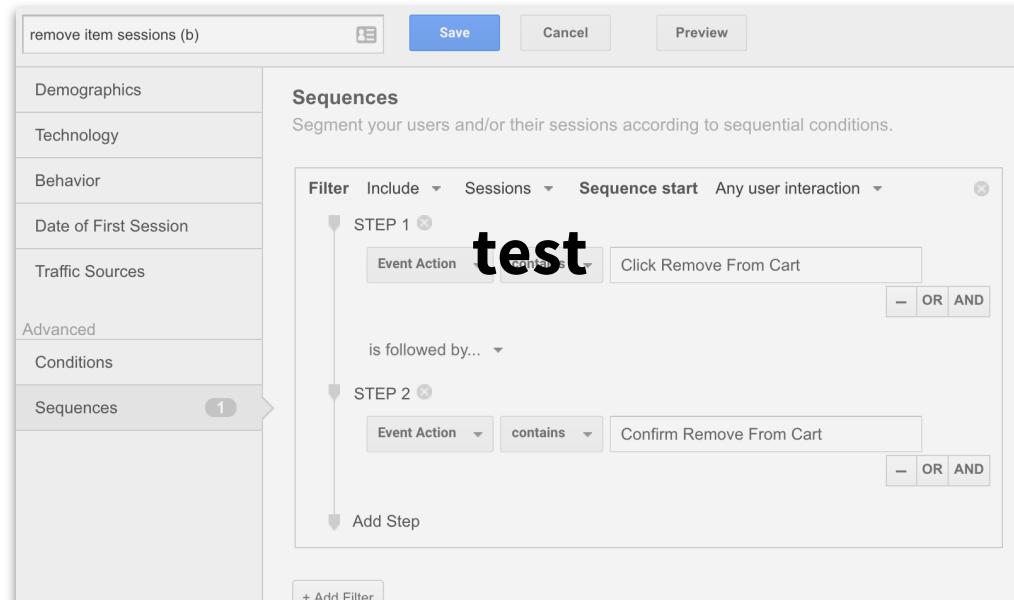
STEP 2

Event Action contains Confirm Remove From Cart

Add Step OR AND

+ Add Filter

test



impact metrics

what percentage of users even see
the cart page? | **cart viewer rate**

=

visitors who view cart

visitors

what is the conversion rate for all
cart users? | **cart page conversion**

=

**visitors who view cart then make
purchase**

visitors who view cart

impact metrics

visitors who view cart

visitors

visitors who view cart then make purchase

visitors who view cart

View Cart Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions 1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

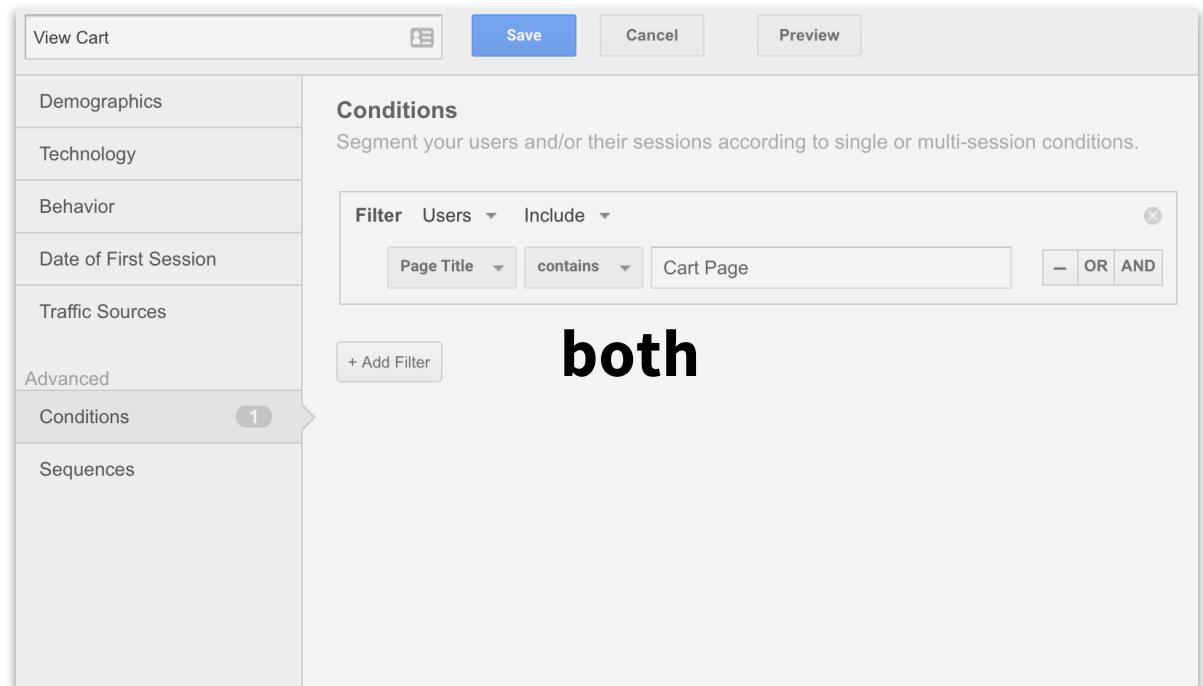
Filter Users Include

Page Title contains Cart Page

- OR AND

+ Add Filter

both



impact metrics

visitors who view cart

visitors

visitors who view cart then make purchase

visitors who view cart

View Cart, Purchase

Save Cancel Preview

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences 1

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include Sessions Sequence start Any user interaction

STEP 1

Page Title contains Cart Page

both

is followed by...

STEP 2

Page Title contains Thank You For Your Purchase

Add Step

+ Add Filter

interesting segments

are **frequent flyers** more likely to convert after removing items?

visitors with < 5 versus 5 - 15 versus >15 visits in last 90 days

are **high spenders** more likely to convert after removing items?

visitors with <\$200 AOV versus >\$200 AOV

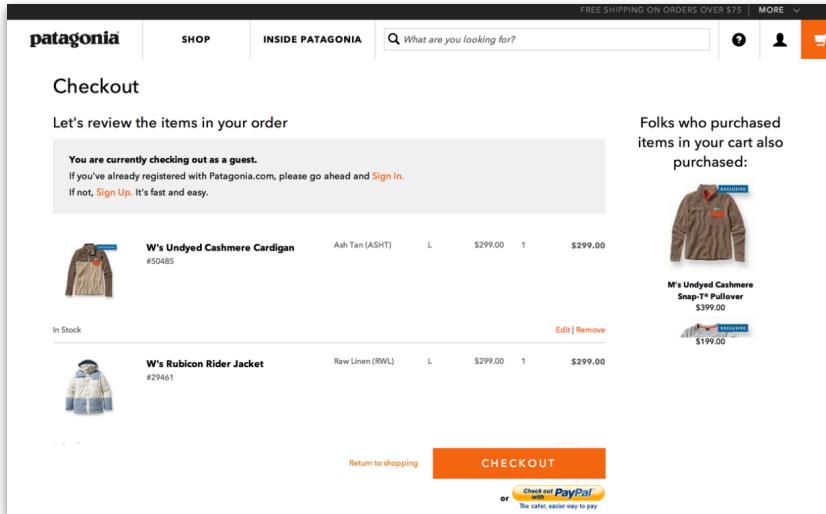
part II: test results

**signed in users
convert better
(but is it better enough?)**

what we know about the control: platform is important

1. signed-in users are 50% more likely to convert than guest users
2. users are half as likely to sign in/up on mobile, than they are on tablet or desktop
(probably bc no signin icon on mobile)
3. users are about 60% as likely to convert on mobile, than they are on tablet or desktop
(maybe because the button is below the fold?)
4. they're twice as likely to sign up as they are to sign in, on mobile
5. signed in visitors are more likely to convert on mobile vs other platforms, whereas guest visitors are half as likely

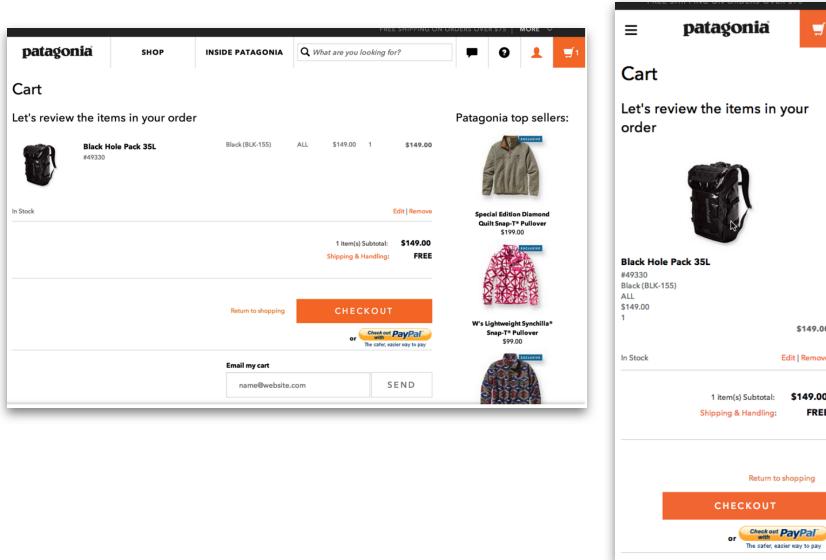
v1: checkout becomes cart



for signed in visitors:

5% lift to order conversion on desktop and tablet

5% decrease to order conversion on mobile



Cart - Checkout flow makes more sense on Desktop and Tablet

On mobile, you only see cart OR checkout since the button is below the fold

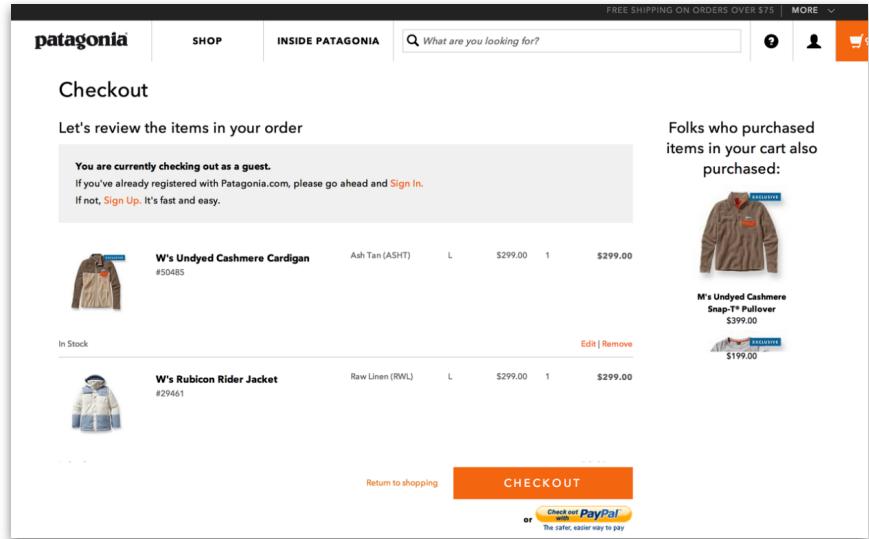
based on this:

change, but page title as “checkout” instead of “cart” on mobile

OR

Move the button above the fold and re-test titles.

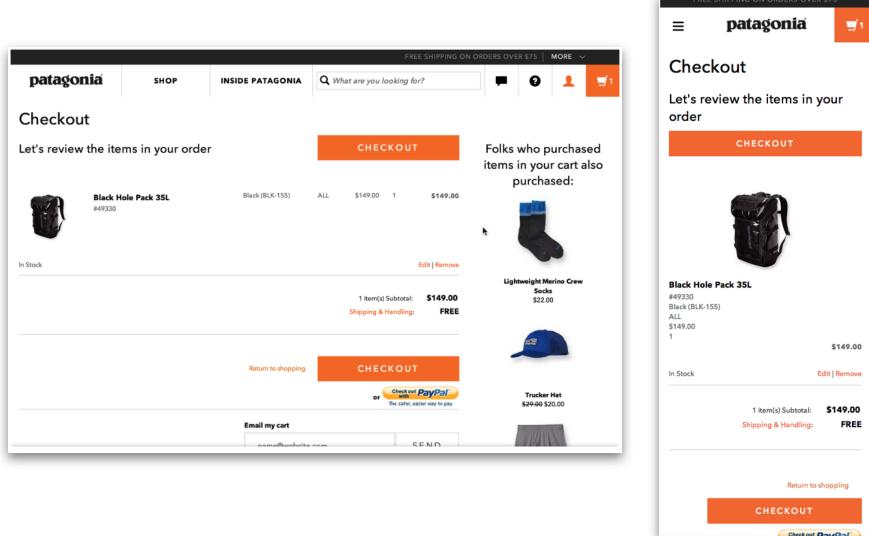
v2: second CTA



for signed in visitors:

7% increase in order conversion
rate on desktop, 3% increase on
tablet

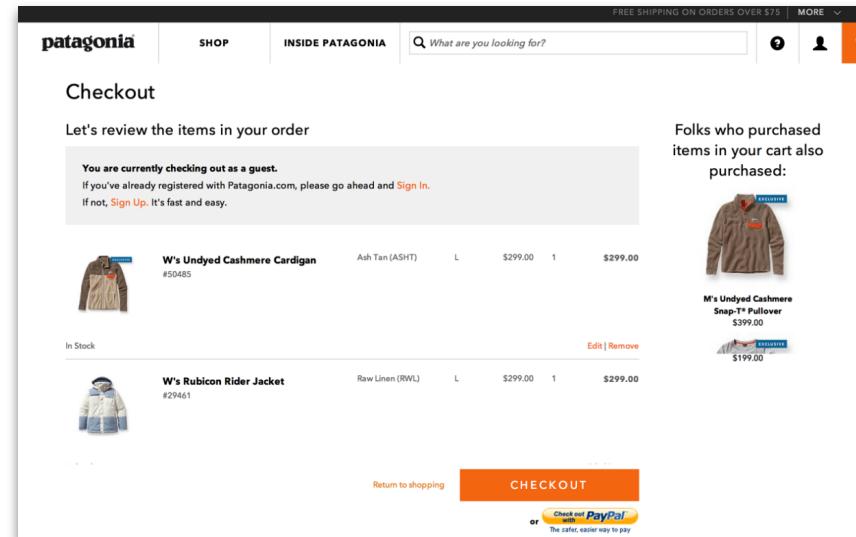
7% decrease on mobile



I suspect that the additional checkout button added clarity and ease to the flow on desktop, where as it disrupted the page on mobile.

based on this:
leave second CTA off
on mobile
OR
Re-test with a
version with a 50%
width second CTA.

v3: signin/signup buttons

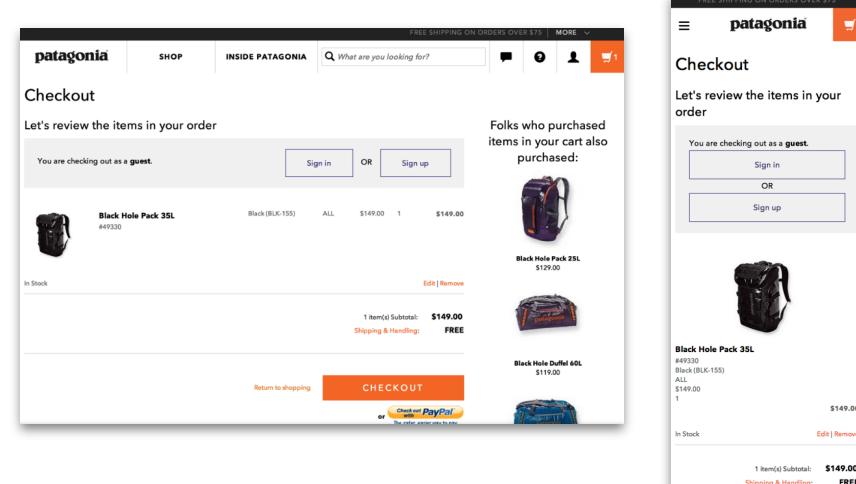


27% overall increase on signin / signup rate

91% on mobile

24% on desktop

4% on tablet



47% lift in signups
13% lift in signins

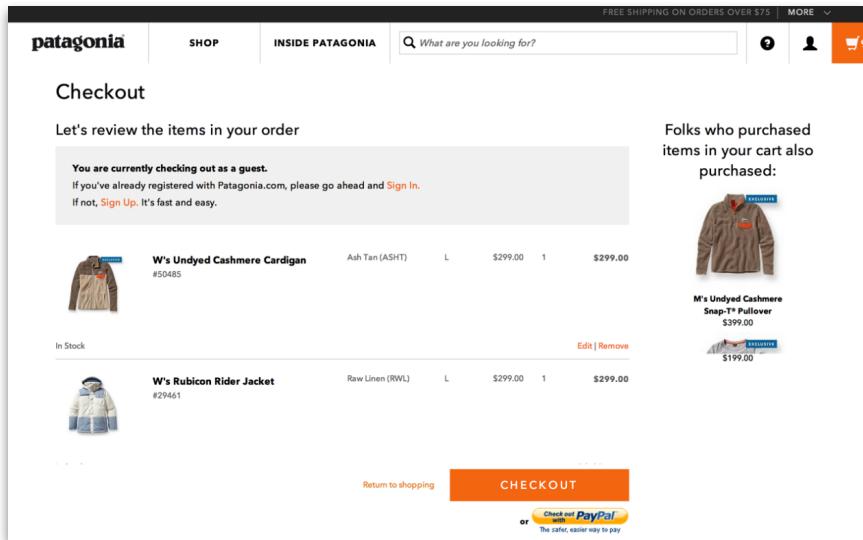
1% lift to order conversion rate
increased for signed-in visitors
slightly decreased for guests

based on this:
keep signup buttons
across all platforms

but test with other
combos!

users were more likely to buy something if they ended up signing in, but not more likely if they didn't. so it's actually the clickthrough that makes them more likely to convert, not seeing the signin flow.

v4: all the changes



16% overall increase on signin / signup rate

91% on mobile

24% on desktop

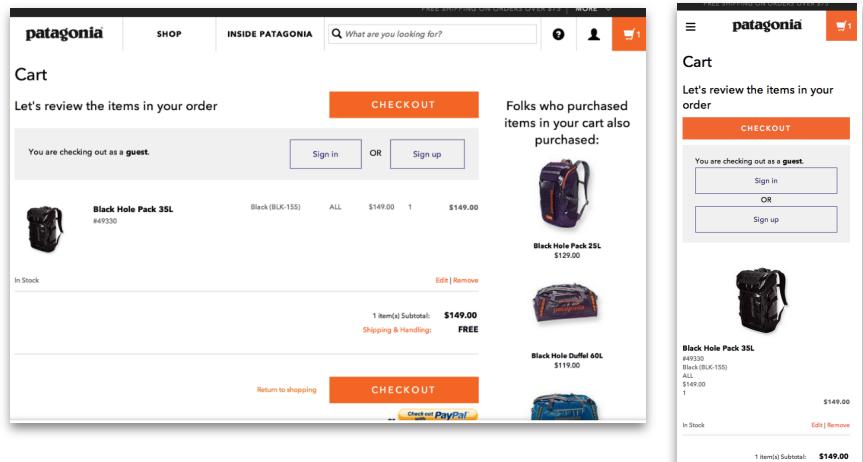
4% on tablet

*less of an improvement
than JUST the signin/
signup buttons*

*so one of the other two
changes is softening the
impact in this version*

31% lift in signups

5% lift in signins



-0.5% dip in order conversion rate

increased for signed-in visitors
slightly decreased for guests

*the softened impact on signin/signup rate
trickled down to the conversion rate too*

based on this:
decide between
second CTA or
signups

OR

test signup +
second CTA vs.
signup + cart
becomes
checkout

recap

1. signed-in users are 50% more likely to convert than guest users **still true**
2. users are half as likely to sign in/up on mobile, than they are on tablet or desktop
(probably bc no signin icon on mobile) **better with version 3**
3. users are about 60% as likely to convert on mobile, than they are on tablet or desktop
(because the button is below the fold?) **worse in version 3**
4. they're twice as likely to sign up as they are to sign in, on mobile **still true**
5. signed in visitors are more likely to convert on mobile vs other platforms, whereas guest visitors are half as likely **worse in version 3,
still true**

in other words...

signed in users are more likely to convert,
but forcing that into the checkout flow is a
deterrent to conversion for mobile users.

other thoughts & caveats

1. this test period was shorter than expected, although it is safe to assume we had enough traffic to be confident in the results
2. i'd be interested to see if the lifetime value of a signed-in customer is worth losing a couple of guest conversion percentage points over
3. is the revenue per visitor of a signed-in visitor higher?

final recommendations

option 1: calculate what is more important

determine whether a 27% lift in checkout signups will have enough impact on LTV to warrant a 0.5% checkout conversion rate loss

option 2: decide that conversion is more important

- 2a. implement the ‘cart becomes checkout’ and ‘second cta’ desktop and tablet, assume they will synergize
- 2b. test ‘cart becomes checkout’ and ‘second cta desktop’ against each change alone + control

option 3: decide that signin/ups is more important

- 3a. implement ‘signin/signup’
- 3b. test ‘signin/signup’ with ‘cart becomes checkout’ vs ‘signin/signup’ with ‘second cta’ versus each change alone + control