# E-Commerce (Nykaa) Website

-Redesign Checkout Page-

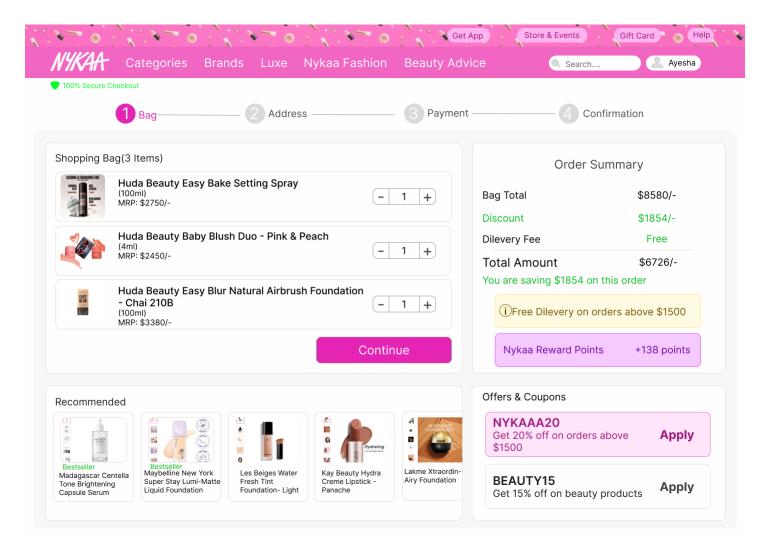
## > Introduction

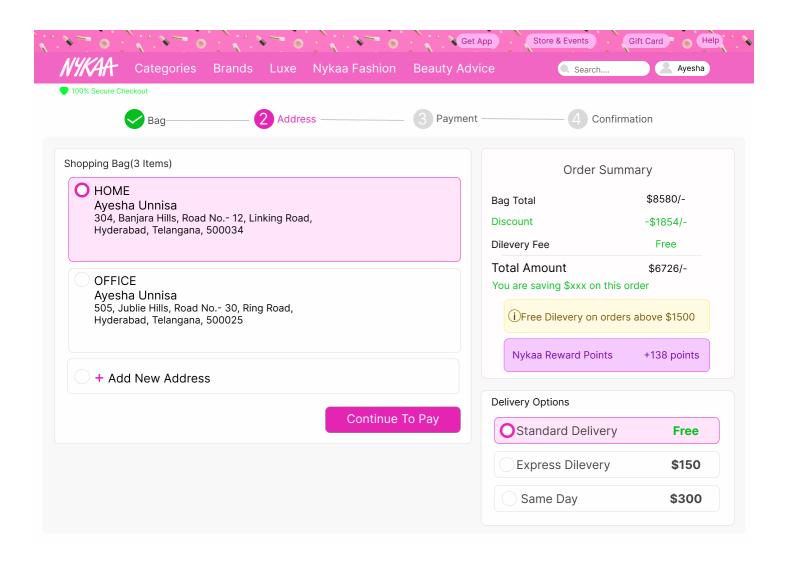
The checkout process is one of the most critical stages in an e-commerce journey, directly influencing conversion rates and customer satisfaction. Even a visually appealing and well-branded website can suffer from high cart abandonment rates if its checkout flow is lengthy, confusing, or unintuitive.

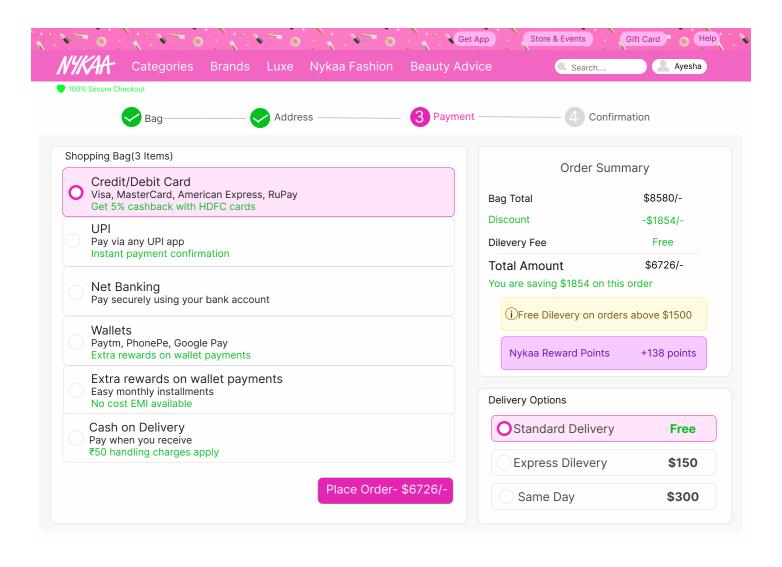
This project focuses on the **redesign of Nykaa's desktop checkout flow** with the primary goal of **reducing friction, streamlining navigation, and enhancing the overall shopping experience**. Nykaa, being one of India's leading beauty and cosmetics platforms, offers a wide range of products, but its existing checkout process consists of multiple segmented steps that can slow down the user and increase the likelihood of drop offs.

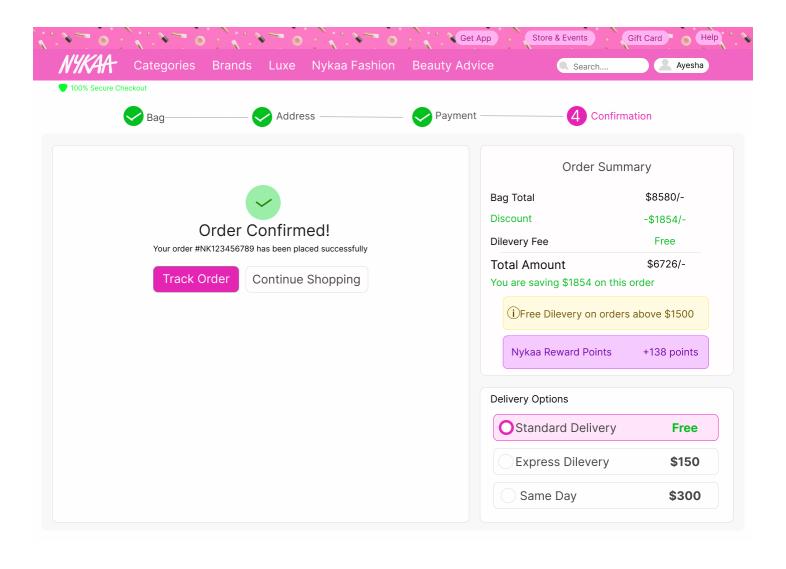
Through this redesign, the checkout experience has been transformed to not only be faster but also more transparent, consistent, and visually engaging in line with modern e-commerce best practices and Nykaa's vibrant brand identity.

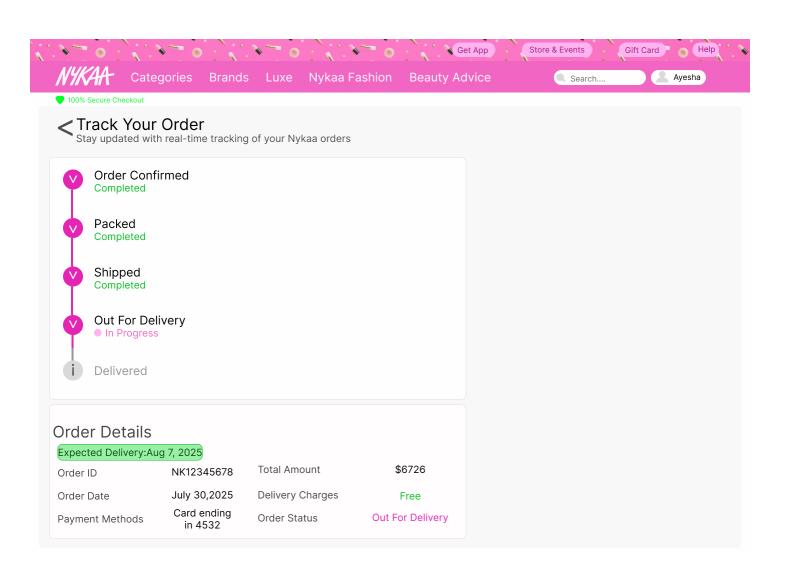
## **Snapshots**











## **Project Description**

The **Nykaa Checkout Page Redesign** project involves analyzing the existing multi-step checkout flow, identifying usability pain points, and reimagining the process for **simplicity**, **efficiency**, **and clarity**. The redesign follows a **user-centered approach**, ensuring that customers can complete their orders with minimal effort while feeling confident in their purchase decisions.

#### **Key Pain Points in the Original Design**

- Multiple Segmented Steps The process required separate pages for Bag, Address, Payment, and Confirmation, creating extra clicks and time spent.
- 2. **Cluttered Visual Layout** Too many on-screen elements reduced focus and increased cognitive load.
- 3. **Limited Order Summary Visibility** Users had to scroll or switch sections to verify their order details.
- 4. **Coupon Code Placement** Discount codes were placed in a way that could be easily overlooked until later in the process.
- 5. **Delivery Option Clarity** Delivery choices were visible but not emphasized enough to help quick decision-making.

## **Redesign Objectives**

- **Streamline Navigation** Ensure users can move between steps smoothly with clear progress indicators.
- Minimize Friction Reduce unnecessary fields, group related actions, and offer smart defaults (e.g., auto-filling address if logged in).
- Maintain Context Keep the order summary visible throughout the process.
- **Enhance Decision-Making** Present delivery and payment options in a clear, organized manner with visual cues.
- Reinforce Trust Highlight security measures, payment safety icons, and transparent pricing.

### **Key Enhancements in the New Design**

#### 1. Clear Step-by-Step Navigation

a. Visual progress indicators for Bag, Address, Payment, and Confirmation, ensuring users always know their position in the flow.

#### 2. Persistent Order Summary Panel

a. A fixed order summary on the right side of the screen allows constant visibility of total amount, discounts, delivery charges, and reward points.

#### 3. Optimized Address Entry

- a. Cleaner interface for selecting or adding new addresses with fewer clicks.
- b. Pre-filled saved addresses for returning customers.

#### 4. Simplified Payment Section

- a. Payment methods grouped logically, with most-used options (Credit/Debit Card, UPI, Wallets) placed at the top.
- b. Clear icons and short descriptions for each method.

#### 5. Delivery Options with Better Visibility

a. Standard, Express, and Same Day delivery displayed with clear pricing and selection highlights.

#### 6. Visual Consistency with Nykaa Branding

a. Pink and white color palette with subtle gradients, matching Nykaa's identity while keeping the layout clean.

#### 7. Improved Confirmation & Tracking Page

- a. Post-purchase screen with clear confirmation, tracking options, and delivery timeline.
- b. Real-time order tracking with step-based status indicators.

#### **Benefits of the Redesign**

- Reduced Cart Abandonment A faster, less frustrating checkout leads to more completed purchases.
- **Enhanced User Confidence** Transparent pricing, visible delivery options, and secure payment indicators boost trust.
- **Time Efficiency** Fewer clicks and better auto-fill features save time, especially for repeat buyers.
- **Stronger Brand Perception** A polished, modern checkout experience reflects positively on Nykaa's reputation.

## **Tools & Technologies Used**

• Figma – Wireframing and high-fidelity prototyping.

This redesign ensures that Nykaa's checkout flow not only matches the visual appeal of its marketing pages but also provides a **frictionless**, **trust-building**, **and conversion-friendly experience** that benefits both customers and the brand.