

# 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

NYKAA

Categories

Brands

Luxe

Nykaa Fashion

Beauty Advice

Get App

Store & Events

Gift Card

Help

Search...

Ayesha

100% Secure Checkout

1 Bag

2 Address

3 Payment

4 Confirmation

Shopping Bag(3 Items)

Huda Beauty Easy Bake Setting Spray  
(100ml)  
MRP: \$2750/-

- 1 +

Huda Beauty Baby Blush Duo - Pink & Peach  
(4ml)  
MRP: \$2450/-

- 1 +

Huda Beauty Easy Blur Natural Airbrush Foundation  
- Chai 210B  
(100ml)  
MRP: \$3380/-

- 1 +

Continue

Order Summary

Bag Total

\$8580/-

Discount

\$1854/-

Dilevery Fee

Free

Total Amount

\$6726/-

You are saving \$1854 on this order

Free Dilevery on orders above \$1500

Nykaa Reward Points

+138 points

Recommended

Bestseller  
Madagascar Centella  
Tone Brightening  
Capsule Serum

Bestseller  
Maybelline New York  
Super Stay Lumi-Matte  
Liquid Foundation

Les Beiges Water  
Fresh Tint  
Foundation- Light

Kay Beauty Hydra  
Creme Lipstick -  
Panache

Lakme Xtraordin-  
Airy Foundation

Offers & Coupons

NYKAAA20

Get 20% off on orders above \$1500

Apply

BEAUTY15

Get 15% off on beauty products

Apply

100% Secure Checkout

✓ Bag

2 Address

3 Payment

4 Confirmation

Shopping Bag(3 Items)

☒ HOME  
Ayesha Unnisa  
304, Banjara Hills, Road No.- 12, Linking Road,  
Hyderabad, Telangana, 500034

☐ OFFICE  
Ayesha Unnisa  
505, Jublie Hills, Road No.- 30, Ring Road,  
Hyderabad, Telangana, 500025

☐ + Add New Address

Continue To Pay

### Order Summary

Bag Total \$8580/-

Discount -\$1854/-

Dilevery Fee Free

Total Amount \$6726/-

You are saving \$xxx on this order

Free Dilevery on orders above \$1500

Nykaa Reward Points +138 points

### Delivery Options

☒ Standard Delivery Free

☐ Express Dilevery \$150

☐ Same Day \$300

100% Secure Checkout

✓ Bag

✓ Address

3 Payment

4 Confirmation

Shopping Bag(3 Items)

☒ Credit/Debit Card  
Visa, MasterCard, American Express, RuPay  
Get 5% cashback with HDFC cards

☐ UPI  
Pay via any UPI app  
Instant payment confirmation

☐ Net Banking  
Pay securely using your bank account

☐ Wallets  
Paytm, PhonePe, Google Pay  
Extra rewards on wallet payments

☐ Extra rewards on wallet payments  
Easy monthly installments  
No cost EMI available

☐ Cash on Delivery  
Pay when you receive  
₹50 handling charges apply

Place Order- \$6726/-

Order Summary

Bag Total \$8580/-

Discount -\$1854/-

Dilevery Fee Free

Total Amount \$6726/-

You are saving \$1854 on this order

Free Dilevery on orders above \$1500

Nykaa Reward Points +138 points

Delivery Options

☒ Standard Delivery Free

☐ Express Dilevery \$150

☐ Same Day \$300

100% Secure Checkout

✓ Bag

✓ Address

✓ Payment

4 Confirmation



Order Confirmed!

Your order #NK123456789 has been placed successfully

Track Order

Continue Shopping

Order Summary

Bag Total	\$8580/-
Discount	-\$1854/-
Dilevery Fee	Free
Total Amount	\$6726/-
You are saving \$1854 on this order	

Free Dilevery on orders above \$1500

Nykaa Reward Points +138 points

Delivery Options

- ☒

Standard Delivery

Free
- ☐

Express Dilevery

\$150
- ☐

Same Day

\$300

Order ID	NK12345678	Total Amount	\$6726
Order Date	July 30,2025	Delivery Charges	Free
Payment Methods	Card ending in 4532	Order Status	Out For Delivery

# 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

1. **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.



