

## Checkout issue #1: Sign-in



### Situation:

A significant number of customers for Tee's Shirts are abandoning the checkout process when they reach the sign-in page. The page asks the customer to sign in or create an account.

Here is how the store's sign-in page appears during checkout:

## Sign in

Email

Password

[Forgot password?](#)

LOGIN

Not registered? [Create an account](#)

### Step 1: Identify the issue. Why might customers abandon the checkout process at this point?

The checkout process mandates account creation and does not offer a guest checkout option. This could be inconvenient for customers who prefer to make a simple purchase without signing up for an account or agreeing to email marketing.

**Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.**

To address this, a guest checkout option should be implemented to streamline the purchasing process. Customers should be able to complete their purchase without being redirected to a sign-up page, ensuring a smoother and more user-friendly experience.

## Checkout issue #2: Personal information



### Situation:

Customers for Tee's Shirts are also abandoning the checkout process when asked to provide their personal information. The checkout process requires them to enter the following details:

- Name
- Address
- Email address
- Home phone number
- Work phone number
- Mobile phone number
- Birthdate

Here is how the personal information fields appear during checkout:



① ADDRESS — ② SHIPPING — ③ PAYMENT — ④ REVIEW

## Address

First name

Last name

Address

City

State

Zip code

Email

Home phone number

Work phone number

Mobile phone number

Birthdate

## Order summary

1 item



Classic Cotton Tee



S / Mid Gray

\$30

– 1 +

Subtotal

\$30

Shipping

\$8

**ORDER TOTAL**

**\$38**

CONTINUE

[Return Policy](#)

[Help](#)

### **Step 1: Identify the issue. Why might customers abandon the checkout process at this point?**

The checkout process requires an excessive number of phone details, such as home, work, or mobile numbers, when a single phone number would suffice. Additionally, requesting the customer's date of birth is unnecessary unless they consent to email marketing for special offers.

### **Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.**

As a suggestion, simplify the phone number field at checkout by only asking for a single phone number. Use small red stars to indicate mandatory fields, helping customers easily identify which sections need to be completed. Additionally, include a checkbox next to the birthday date field, allowing customers to opt in for email marketing for special offers. Only request the birthday date information if the customer provides consent by selecting the checkbox.

## **Checkout issue #3: Shipping**



### **Situation:**

Customers for Tee's Shirts are also abandoning the checkout process when asked to choose a shipping option. The shipping options include the following:

- Standard shipping starting at \$8
- Express shipping starting at \$15

Here is how the store's shipping options appear during checkout:

TEE'S SHIRTS

ShopLookbooks

1 ADDRESS

2 SHIPPING

3 PAYMENT

4 REVIEW

Shipping

☐

Standard

10-20 business days

\$8

☐


Express

3-5 business days

\$15

Order summary

1 item



Classic Cotton Tee  
S / Mid Gray  
\$30

×

- 1 +

Subtotal

\$30

Shipping

\$8

ORDER TOTAL

\$38

CONTINUE

[Return Policy](#)

[Help](#)

### Step 1: Identify the issue. Why might customers abandon the checkout process at this point?

The shipping fees are disproportionately high for a \$30 order, and the delivery timeframe is excessively long. Even the express delivery option aligns more with what would typically be considered a standard delivery timeframe.

**Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.**

As a suggestion, consider lowering the shipping fees and, if possible, offer free standard shipping. Partner with couriers that provide 3-5 working day delivery for standard shipping and a maximum 2-day delivery option for express. Additionally, set a minimum order threshold to qualify for free shipping and promote this with a "Spend [amount] to get free shipping" message, encouraging customers to increase their order value.

## Checkout issue #4: Payment






**Situation:**

Customers for Tee's Shirts are also abandoning the checkout process when asked to enter their payment information. The online store accepts credit cards.

Here is how the store's payment options appear during checkout:

TEE'S SHIRTS

Shop ▾Lookbooks ▾



1 ADDRESS

2 SHIPPING

3 PAYMENT

4 REVIEW

Payment

PAYMENT INFORMATION

Card number

Expiration date

Month ▾

Year ▾

CVV


BILLING ADDRESS

☐ Same as shipping address

☐ Use a different address

Order summary

1 item

Classic Cotton Tee  
S / Mid Gray  
\$30

×  
– 1 +

Subtotal

\$30

Shipping

\$8

ORDER TOTAL

\$38

CONTINUE

[Return Policy](#)

[Help](#)

### Step 1: Identify the issue. Why might customers abandon the checkout process at this point?

The current checkout process only allows payment via credit card and does not offer any other payment options.



**Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.**

It would be beneficial to add more payment options, including those that offer installment plans, to accommodate a wider range of customer preferences and improve flexibility at checkout.