Research

# Industry Competitors

Chipotle

<https://order.chipotle.com>

Qdoba

<https://www.qdoba.com/online-ordering>

# UX Design

<https://blog.kissmetrics.com/first-step-of-checkout/>

1. **Tear down the “sign-in” barrier**
2. **Provide a progress indicator**
3. **Match the checkout with your site’s look and feel (Consistency)**
4. **Don’t get ahead of yourself (Order things correctly)**

<http://ecommerce-platforms.com/ecommerce-selling-advice/12-e-commerce-sites-inspirational-checkouts>

1. Login and Guest Options
2. **Minimize steps**
3. **Progress Bars**
4. No Additions
5. Timer
6. Gifting
7. Facebook/Social Media Logins
8. Content Organization
9. **Safety**
10. **Cost and Products always there**
11. **Customer Needs**
12. Save Products for Later

<https://econsultancy.com/blog/65398-11-of-the-world-s-best-ecommerce-checkouts/>

1. **Speed**
2. **No forced registration**
3. **Security Assurance**
4. Easy form filling
5. Progress Indicators
6. **Persistent Basket Summary**
7. **Remove Distractions**

**Interesting Finds**

[**http://baymard.com/blog/site-seal-trust**](http://baymard.com/blog/site-seal-trust)