

Introducing SafeClick: Seamless Shopping with Control and Confidence

SafeClick combines the speed of 1-click shopping with customizable verification steps for a secure and controlled purchase experience.

Problem

Customers avoid using the 'Buy with 1-Click' feature due to fears of accidental purchases, lack of control over payment options, and the need to verify details such as seller ratings, delivery address, and item specifics, leading to anxiety and missed opportunities for convenience.

Solution

SafeClick offers a configurable 1-click shopping experience that allows customers to enable verification steps such as payment method selection, address confirmation, and seller checks while retaining the speed and simplicity of instant purchases with features like quick undo and customizable purchase limits.

Frequently Asked Questions

1. How does SafeClick address the fear of accidental purchases?

SafeClick includes an undo option, allowing customers to cancel purchases within a 10-30 second window, providing peace of mind and reducing anxiety over mistaken orders.

Customer Segment: Natália - Desconfiado

2. Can I customize the verification steps in SafeClick?

Yes, customers can configure SafeClick to include verification for specific categories, price limits, and require steps such as confirming payment methods and delivery addresses before completing a purchase.

Customer Segment: Juliana - Desconfiado

3. What measures are included for payment security in SafeClick?

SafeClick allows users to choose installment options before finalizing the purchase and supports additional security measures like biometric verification for higher-value transactions.

Customer Segment: Alana - Relator

4. How does SafeClick enhance the trust in seller and product reviews?

SafeClick displays seller ratings, exchange policies, and authentic user reviews with photos directly on the product page, helping users make informed decisions without leaving the purchase flow.

Customer Segment: Ravy - Literal

5. Is SafeClick available for all types of products?

SafeClick is customizable and can be activated or deactivated based on product categories or price thresholds, ensuring it meets the unique needs of different shopping scenarios.

Customer Segment: Ravy - Literal

6. What happens if I want to review my order before confirming it?

SafeClick provides a summary overlay with key details such as final price, seller information, payment method, and delivery address, allowing users to verify these before completing the purchase.

Customer Segment: Alana - Relator

7. Can I use SafeClick for recurring purchases?

Yes, SafeClick supports a 're-order' mode for repeated purchases, providing a streamlined process for items you buy frequently, enhancing convenience while maintaining control.

Customer Segment: Ravy - Literal

8. How does SafeClick improve the overall shopping experience?

By combining speed with optional verification steps, SafeClick reduces the friction of online shopping while keeping users informed and in control, thus building trust and reducing the perceived risks of fast purchases.

Customer Segment: Natália - Desconfiado

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