

<https://medium.com/@jilsoncorreia102/h-m-website-enhancing-the-shopping-cart-experience-6f7388ee07a8>

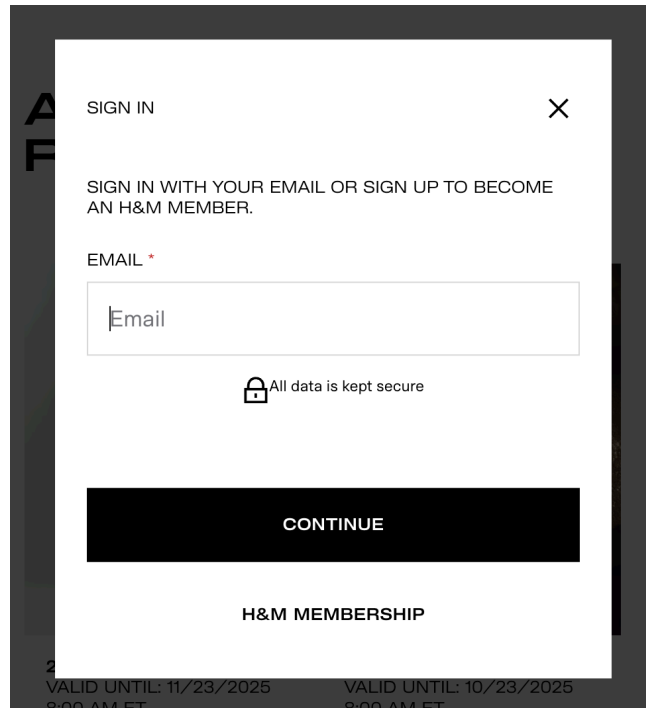
H&M Website: Enhancing the Shopping Cart Experience

Overview:

Shopping cart abandonment is a significant issue for many e-commerce platforms, including H&M. Shoppers may add items to their carts but abandon them before completing the purchase due to various reasons. This document outlines several strategies for improving the H&M online shopping experience, focusing on reducing cart abandonment and increasing customer retaining.

1. Simplify the Account Registration Process:

H&M requires users to create an account to complete a purchase, which can deter new customers. Allowing guest checkout options would streamline the process and make it easier for first-time or new shoppers. Collect only essential information, such as an email address, payment, and shipping details, without forcing account creation with all additional personal details. This will encourage quick purchases and potentially lead to account creation post-purchase for future engagement hence keep the customer engaged and retain the customer.





A screenshot of a mobile app sign-in modal. The modal is white with a dark grey border. At the top left is the text "SIGN IN" and at the top right is a close button "X". Below this is the text "SIGN IN WITH YOUR EMAIL OR SIGN UP TO BECOME AN H&M MEMBER." followed by "EMAIL *". There is a text input field with the placeholder "Email". Below the input field is a lock icon and the text "All data is kept secure". At the bottom is a large black button with the text "CONTINUE". Below the button is the text "H&M MEMBERSHIP". At the very bottom of the modal, there is a small text "VALID UNTIL: 11/23/2025 8:00 AM ET" and "VALID UNTIL: 10/23/2025 8:00 AM ET".





2. Transaction Progress Indicator:

The checkout process should include a clear progress bar that shows the stages from cart to order completion. This would help customers see how many steps are left, making them feel more comfortable about completing the transaction. For example, steps could include "Review Cart," "Shipping Information," "Payment Information," and "Confirm Order."











SHOPPING BAG





H&M
LOOSE FIT HOODIE
~~\$20.99~~ \$24.99

Art.no. 0970819091
Color Forest green
Size L
Quantity: 1
Total: \$20.99

—

1

+





H&M
LOOSE FIT HOODIE
~~\$20.99~~ \$24.99

Art.no. 0970819001
Color Black
Size L
Quantity: 1
Total: \$20.99

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1

+



H&M
RELAXED FIT PILE HOODIE
~~\$20.99~~ \$34.99

Art.no. 0970819002
Color Grey
Size L
Quantity: 1
Total: \$20.99

—

1

+

DISCOUNTS






ADD




ORDER VALUE	\$84.97
DISCOUNT	-\$22.00
DELIVERY FEE	FREE
Total	\$62.97


CONTINUE TO CHECKOUT

Shop now, **pay in 30 days**. For H&M members with **H&M • Klarna**.

LEARN MORE







The estimated tax will be confirmed once you added your shipping address in checkout.
Final prices and shipping costs are confirmed at checkout.

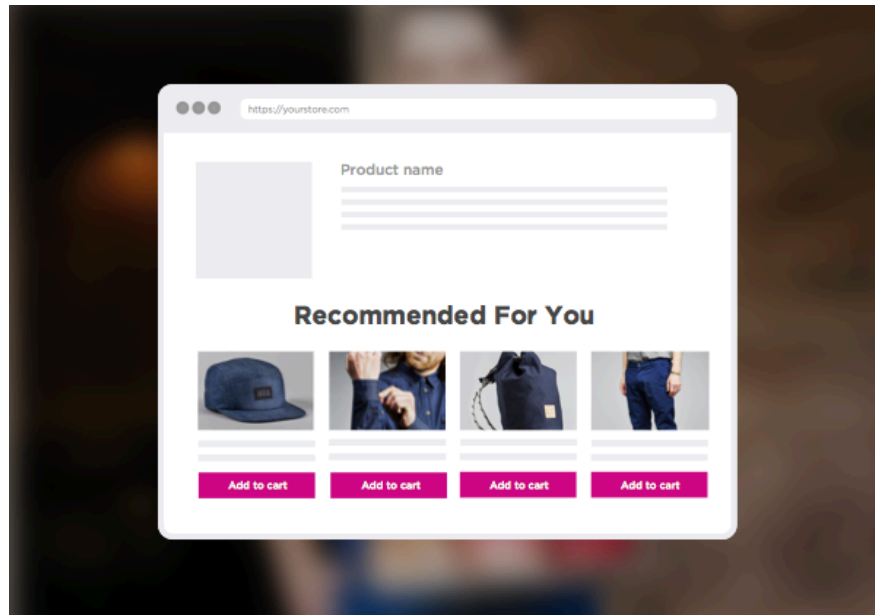
30-day returns. Read more about our [return and refund policy](#).

3. Secure Payment Transparency:

Online shoppers are concerned about the security of their payment information. H&M should emphasize on the security measures in place, such as SSL encryption, user identity authentication, and secure third-party payment gateways like PayPal, ApplePay, Google Pay. Displaying trust badges and offering clear information about how customer data is protected can build trust.

4. Encourage Cart Engagement with Suggestions:

Encourage customers to add more items to their carts by featuring personalized product recommendations or offering discounts for reaching a specific cart total (e.g., free shipping on orders over \$50). H&M could also utilize pop-ups to remind users of items left in their cart when they attempt to leave the site.



5. Highlight the Order Summary Box:

The order summary box on the checkout page should stand out visually, ensuring that customers can quickly review their selections, shipping costs, taxes, and total amount. Ensuring clear alignment and simplicity in the summary box will reduce confusion and enhance the overall shopping experience and draw the attention of the customer towards checking out.



DISCOUNTS	ADD
ORDER VALUE	\$84.97
DISCOUNT	-\$22.00
DELIVERY FEE	FREE
EST. MAXIMUM TAX	TBD
Total	\$62.97

We will process your personal data in accordance with H&M's [Privacy Notice](#).

By continuing, you agree to [H&M's General Terms and Conditions](#). Please note that the tax amount is an estimation and the final amount can change. If the estimated tax is presented as TBD, the order value does not include any tax and it will be added when the items are shipped.

COMPLETE PURCHASE

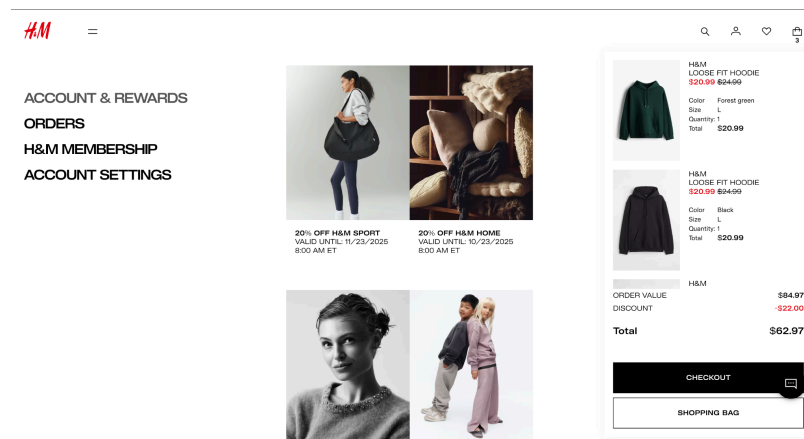
 All data is kept secure. Payment data is encrypted.

Need help? Please contact [Customer Support](#).

SHIPPING & RETURN OPTIONS

6. Miniature Shopping Cart for Easy Access:

A mini cart that stays visible as users browse could help keep their chosen items top of mind. This mini cart should allow shoppers to review their cart contents without leaving the page, and provide quick access to adjust quantities or remove items.

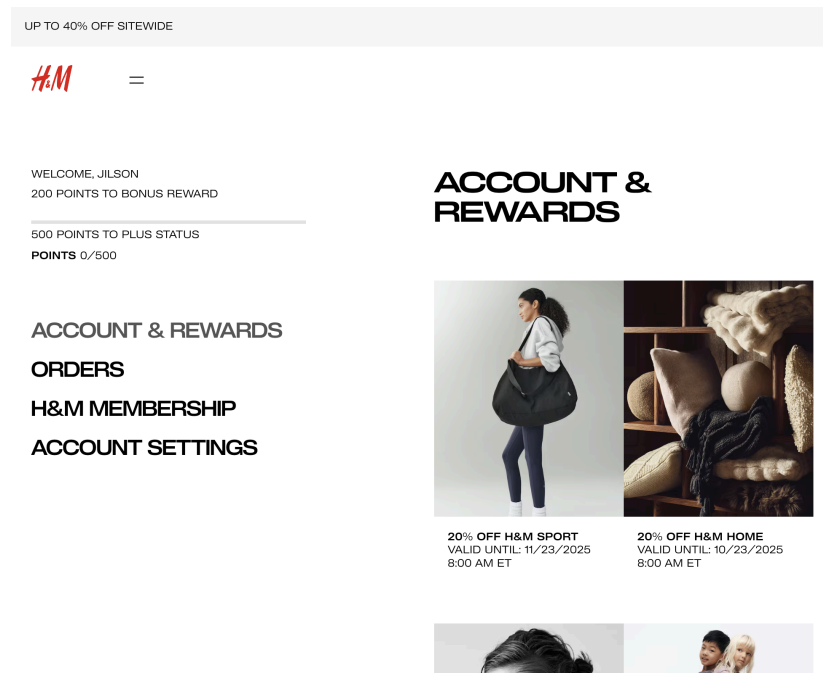


7. Coupon Code Integration:

H&M should prominently display the option to enter coupon codes during checkout. This encourages customers to stay on the page rather than leaving to search for discount codes

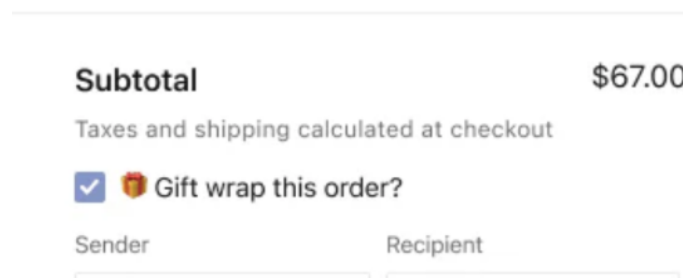
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elsewhere, which could result in cart abandonment. Offering exclusive in-site coupons may also drive conversion.



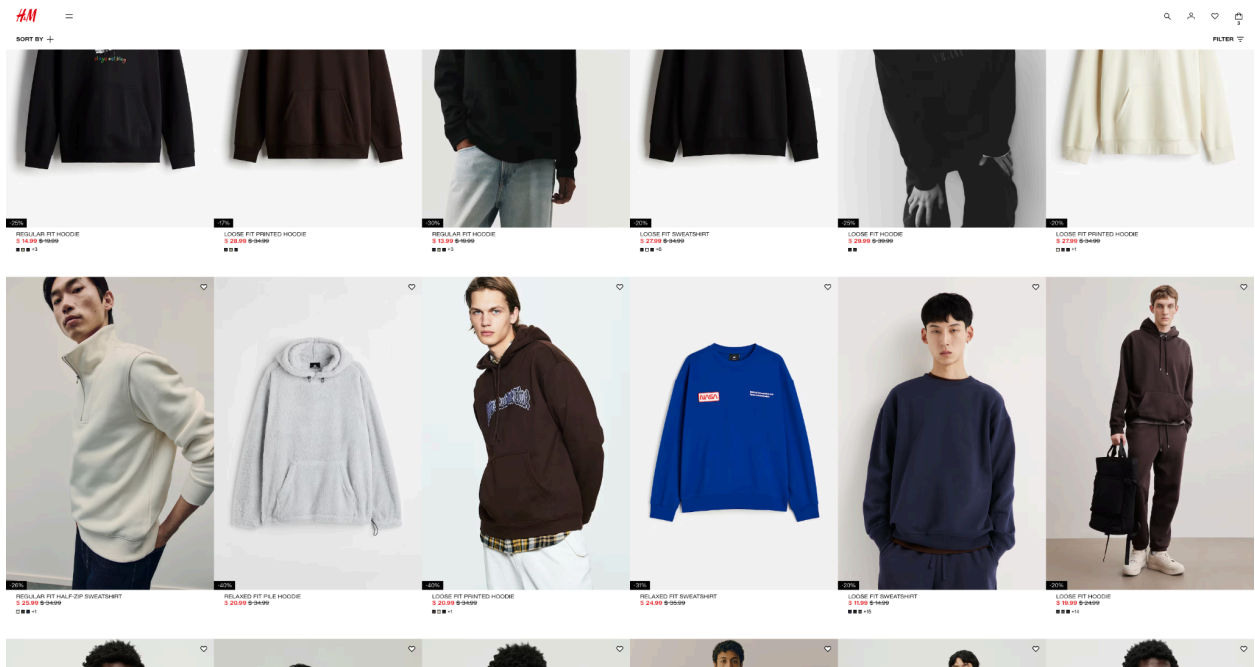
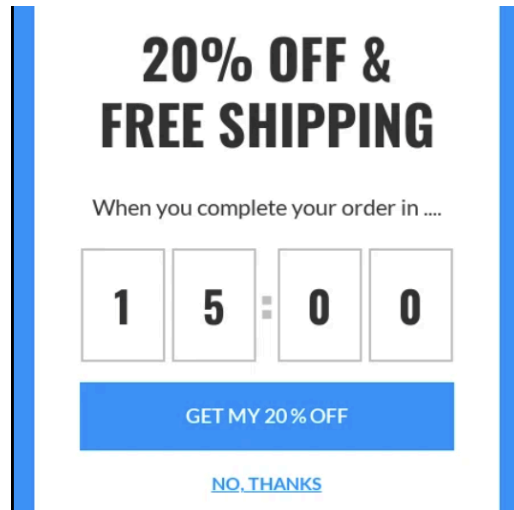
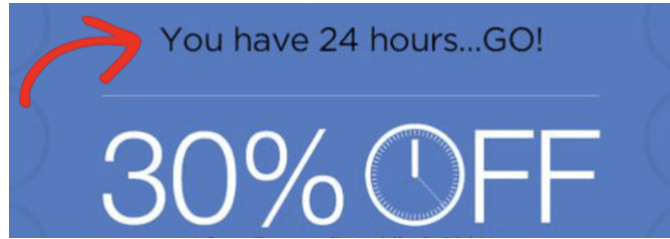
8. Gift Wrapping Options:

Providing gift-wrapping services for a small fee can boost average order values and offer more personalized shopping experiences, especially during holidays. Customers should be able to choose from various wrapping styles, and include a personal note if sending the order as a gift.



9. Urgency and Scarcity Tactics:

H&M can leverage urgency by showing low stock alerts (e.g., "Only 3 left in stock") or offering limited-time discounts to encourage faster purchases. Highlighting time-sensitive offers, such as "10% off for the next 2 hours," can motivate customers to act quickly.



Conclusion:

Addressing the common pain points that lead to cart abandonment—such as complicated checkout processes, lack of transparency in payment security, and the need for guest checkout options—will improve H&M's online shopping experience. Implementing these strategies can reduce abandonment rates and improve overall customer satisfaction, leading to higher conversions.

This outline provides a structure to H&M's e-commerce platform, focusing on key areas like customer experience, security, and usability to reduce cart abandonment.