Optimization of Checkout Flow for Enhanced User Experience

Project Name: Optimization of Checkout Flow for Enhanced User Experience
Objective: Simplify the checkout process by reducing the number of CTAs from three to one, aiming to enhance user experience, reduce cart abandonment rates, and eliminate confusion between active and inactive CTAs.
Time Period: January 2023 to March 2023
Team Size: 8 members (including Product Manager, UX/UI Designer, 1 Frontend Developer, 1 Backend Developer)

Roles and Responsibilities

- Managed the product roadmap and backlog for the checkout optimization project.
- Collaborated with cross-functional teams, including design, development, and analytics, to deliver project milestones.
- Conducted user research and analyzed user behavior data to identify pain points in the existing checkout flow.
- Defined feature requirements and prioritized enhancements based on business impact and user needs.
- Monitored key performance metrics to evaluate the success of the new checkout flow.
- Ensured smooth stakeholder communication and alignment throughout the project lifecycle.

Key Challenges & Solutions

Challenge 1: Users were dropping off due to multiple CTAs creating confusion.
Solution: Consolidated the CTAs into a single "Place Order" button and ensured it only became active when all required fields were filled.

Challenge 2: Field validation issues led to incomplete orders.
Solution: Implemented real-time field validation with clear error messages and auto-scrolling to the last incomplete field.

Challenge 3: Users faced difficulty applying coupons during checkout.
Solution: Allowed coupon application after submitting the email and ensured the coupon code field remained accessible throughout the process.

Features Delivered

- Single CTA Activation: Simplified the checkout flow by retaining only the "Place Order" CTA.
- Field Validation Enhancements: Real-time validation for fields like email, phone number, and zip code.
- Tooltip Notifications: Highlighted incomplete fields with tooltips and auto-scroll functionality.
- Coupon Application: Enabled coupon application after email submission.
- Autofill Option for address & Email: Ensure users can auto-fill their details to save time and effort.
- Order Summary and Payment Summary Visibility: Ensured these sections remained accessible throughout the checkout process.

Metrics & Results (Impact Analysis)

- Cart Abandonment Rate: Reduced by 15% after the implementation of the optimized checkout flow.
- Conversion Rate: Increased 5X compared to the previous multi-CTA flow.
- User Satisfaction: Positive feedback from 80% of surveyed users, citing ease of use and clarity.
- Checkout Completion Time: Decreased by 65% on average.

Tools & Technologies Used

- Product Management: Clikup for task and backlog management.
- Data Analysis: Google Analytics and Clarity for tracking user behavior and performance metrics.
- Design Collaboration: Figma for wireframes and design iterations & Whimsical for flow design.
- Development: Shopify Storefront API for backend integration.
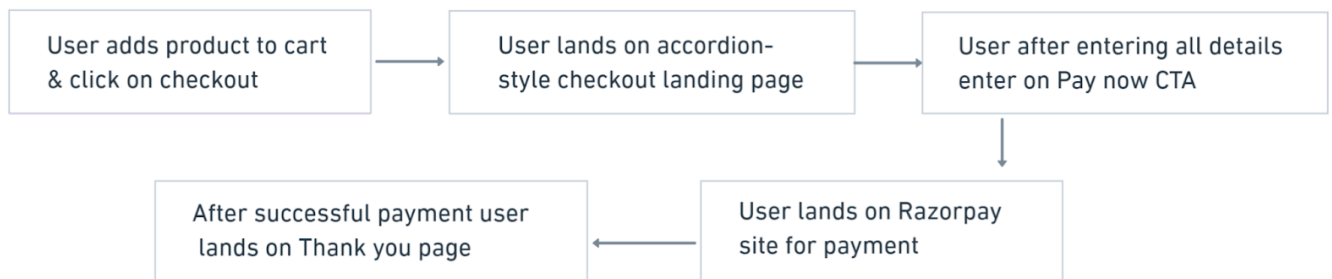
Stakeholder Engagement

- Conducted weekly project status meetings with stakeholders, including senior leadership and cross-functional teams.
- Presented data-driven insights and progress reports to secure stakeholder buy-in for key changes.
- Collaborated closely with customer support to gather user feedback and address post-launch issues.

Learnings & Key Takeaways

- User-Centric Design: Simplifying the user journey significantly impacts engagement and conversion rates.
- Effective Validation: Real-time field validation and clear error messaging reduce user frustration and reduced RTO's because of incorrect address & pincode
- Cross-Functional Collaboration: Close communication between design, development, and analytics teams ensures smoother project execution.
- Data-Driven Decisions: Continuous monitoring and analysis of user behavior are essential for identifying improvement areas.
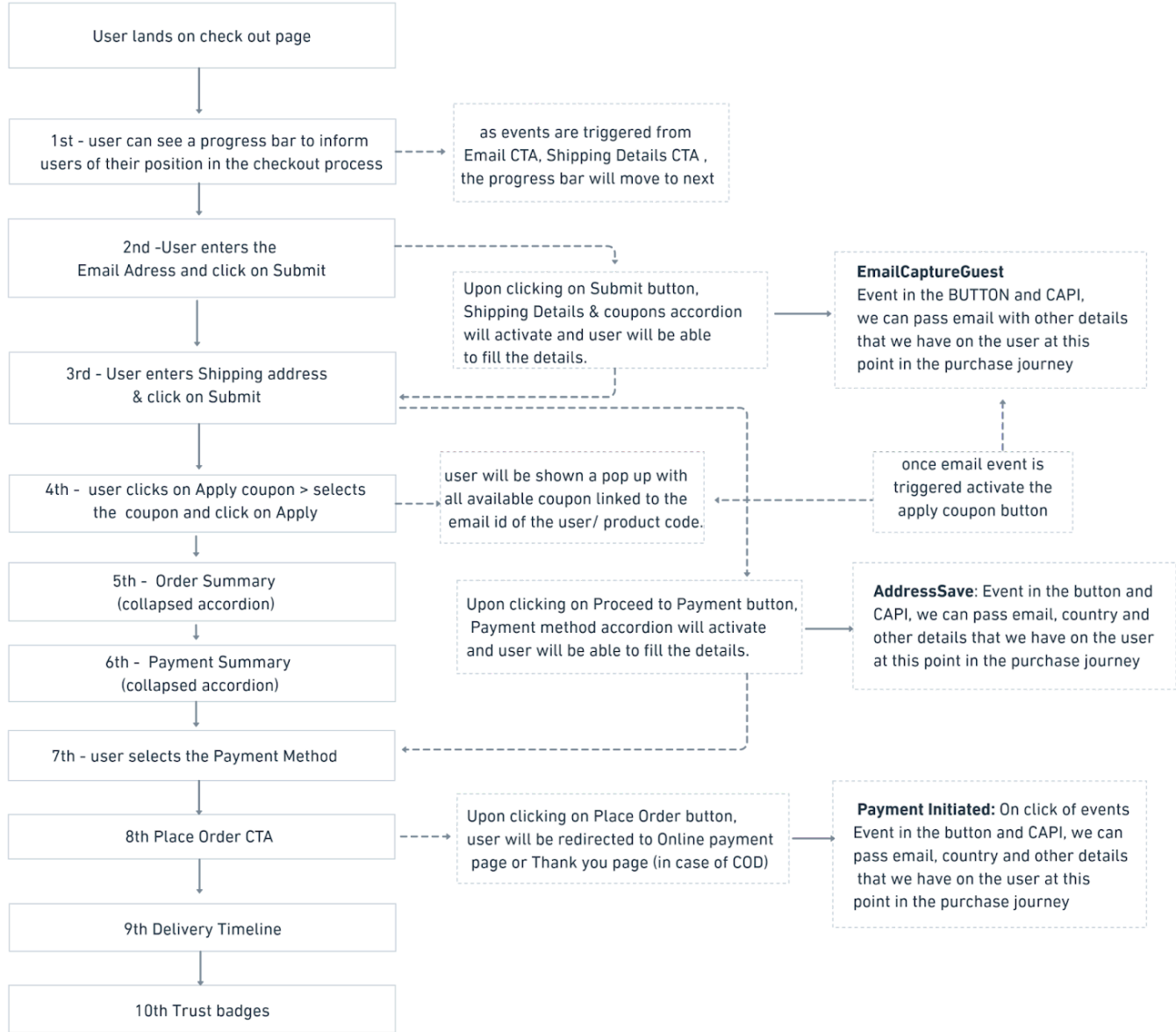
Supporting Visuals

WORKFLOW

Checkout Page Flow -

User lands on check out page

1st - user can see a progress bar to inform users of their position in the checkout process

as events are triggered from Email CTA, Shipping Details CTA , the progress bar will move to next

2nd -User enters the Email Adress and click on Submit

Upon clicking on Submit button, Shipping Details & coupons accordion will activate and user will be able to fill the details.

EmailCaptureGuest Event in the BUTTON and CAPI, we can pass email with other details that we have on the user at this point in the purchase journey

3rd - User enters Shipping address & click on Submit

4th - user clicks on Apply coupon > selects the coupon and click on Apply

user will be shown a pop up with all available coupon linked to the email id of the user/ product code.

once email event is triggered activate the apply coupon button

5th - Order Summary (collapsed accordion)

Upon clicking on Proceed to Payment button, Payment method accordion will activate and user will be able to fill the details.

AddressSave: Event in the button and CAPI, we can pass email, country and other details that we have on the user at this point in the purchase journey

6th - Payment Summary (collapsed accordion)

7th - user selects the Payment Method

8th Place Order CTA

Upon clicking on Place Order button, user will be redirected to Online payment page or Thank you page (in case of COD)

Payment Initiated: On click of events Event in the button and CAPI, we can pass email, country and other details that we have on the user at this point in the purchase journey

9th Delivery Timeline

10th Trust badges

Made with ◆ Whimsical

Final Screen

PEEPUL TREE

① Contact Details — ② Shipping Details — ③ Payment

Contact   Already a user?   **Login Now**

Email Address   SUBMIT

Shipping Details ⌄

Apply Coupon   +2 Coupons Available

Order Summary ⌃

Payment Summary ⌃

Payment Method ⌃

Place Order

Free Delivery Across India   100% Hand-Crafted   COD Available   Easy Returns