

Task 1

E-Commerce Checkout Pain Points Analysis

Ranked Pain Point Categories

1. Hidden Costs and Lack of Price Transparency (Priority: Critical)

Impact: Trust erosion and cart abandonment at final step

Representative User Quotes:

- *"I was surprised by extra shipping fees that appeared only at the last step, which made me second-guess my purchase."*
- *"Additional fees such as taxes or service charges are only displayed at the last step, which can be frustrating. Showing all costs upfront would improve trust."*
- *"The checkout page lacks clarity in summarizing the total price including all fees, which can lead to confusion."*

Key Issues:

- Shipping costs revealed late in process
 - Taxes and service charges appear at final step
 - Total cost breakdown unclear
 - Creates mistrust and purchase hesitation
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2. Mobile User Experience Issues (Priority: Critical)

Impact: High abandonment rate among mobile users (significant portion of traffic)

Representative User Quotes:

- *"When I tried to complete the checkout on my phone, the form fields kept resetting, and it took much longer than expected."*
- *"The buttons are small, which makes it hard to navigate on a smartphone."*
- *"Certain buttons are too close together, causing accidental taps."*
- *"The mobile keyboard doesn't always auto-switch to the correct type for inputs, which slows me down."*

Key Issues:

- Form fields reset on mobile
- Small touch targets causing misclicks
- Poor keyboard adaptation
- Mobile interface freezing
- Inadequate spacing between interactive elements

3. Form Validation and Error Handling Problems (Priority: High)

Impact: User frustration and increased completion time

Representative User Quotes:

- *"Entering payment details sometimes triggers form validation errors without explaining the problem clearly."*
- *"The error messages are generic and not descriptive enough, making it hard to understand what went wrong."*
- *"The form validation is strict, and minor input errors trigger confusing messages."*

Key Issues:

- Generic, non-descriptive error messages
 - Unclear validation requirements
 - Poor guidance on how to correct errors
 - Overly strict validation rules
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4. Coupon and Promo Code Functionality Issues (Priority: High)

Impact: Loss of deal-seeking customers and repeated frustration

Representative User Quotes:

- *"When I tried to apply a discount, the system gave an error."*
- *"When I applied a coupon code, my entire cart reset, which was frustrating."*
- *"Applying promo codes occasionally causes an error, and I have to start over."*
- *"The coupon code section is hard to locate."*

Key Issues:

- Coupon application causing cart resets
 - Poor error handling for invalid codes
 - Hidden or hard-to-find promo code fields
 - System errors during discount application
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5. Page Performance and Loading Issues (Priority: High)

Impact: User anxiety and reduced confidence in purchase completion

Representative User Quotes:

- *"The payment confirmation sometimes takes too long to load, and I am left wondering if my transaction was successful."*

- *"I encountered slow page loading when moving from payment to confirmation, which made me worry if my order went through."*
- *"Minor network issues cause the confirmation page to hang, leaving me unsure if my payment went through."*

Key Issues:

- Slow confirmation page loading
 - Unclear transaction status
 - Page hanging during critical steps
 - User uncertainty about purchase completion
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6. Form Field Management and Data Persistence (Priority: Medium-High)

Impact: Increased effort and frustration during checkout

Representative User Quotes:

- *"Switching between payment methods sometimes resets the form, requiring me to re-enter information."*
- *"The system sometimes fails to autofill saved payment info, requiring me to manually enter details again."*
- *"Entering gift card codes sometimes resets the form, which is frustrating."*

Key Issues:

- Form resets when switching payment methods
 - Autofill failures for saved information
 - Loss of entered data during process
 - Poor form state management
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7. Cluttered Interface and Information Overload (Priority: Medium)

Impact: Cognitive overload and difficulty in task completion

Representative User Quotes:

- *"The checkout page feels cluttered."*
- *"The checkout review page is cluttered with too many sections, making it hard to confirm all details at a glance."*
- *"The success confirmation page contains too much information, making it hard to identify key order details."*

Key Issues:

- Too many elements on single pages
- Poor information hierarchy

- Distracting promotional content at critical steps
 - Difficulty scanning and confirming details
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8. Cart Management Difficulties (Priority: Medium)

Impact: Inefficient shopping experience and potential abandonment

Representative User Quotes:

- *"When I tried to remove an item from the cart, it required multiple clicks, which slowed down the process."*
- *"Removing an item from the cart requires multiple actions, making it cumbersome if I change my mind."*
- *"Adding or removing items in the cart sometimes requires several steps, which slows the process."*

Key Issues:

- Complex item removal process
 - Multi-step cart modifications
 - Inefficient cart management workflow
 - Poor edit capabilities during checkout
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Summary of Key User Frustrations and Challenges

Trust and Transparency Issues

Users feel deceived when costs appear late in the process, leading to cart abandonment and reduced brand trust. The lack of upfront pricing creates a poor first impression and skepticism about the company's practices.

Mobile-First Experience Gaps

With increasing mobile commerce, the poor mobile experience is critically damaging. Users face technical issues, usability problems, and increased friction that doesn't exist on desktop, creating an unequal experience across devices.

Process Inefficiencies

Multiple pain points compound to create a frustrating experience: unclear errors, form resets, slow loading, and complex navigation. Users want a streamlined, predictable process that works reliably.

Information Architecture Problems

Users struggle with cluttered interfaces, hidden important features (like coupon codes), and difficulty finding or confirming critical information during purchase decisions.

Technical Reliability Concerns

Frequent technical issues (form resets, page hanging, failed autofill) reduce user confidence in the system and create anxiety about successful purchase completion.

Recommended Priority Focus Areas

1. **Immediate (Critical):** Price transparency and mobile experience optimization
2. **Short-term (High):** Error handling improvements and coupon functionality fixes
3. **Medium-term (Medium-High):** Form persistence and performance optimization
4. **Long-term (Medium):** Interface decluttering and cart management improvements

This prioritization considers both user impact and business criticality, focusing on issues that directly cause cart abandonment and trust erosion.