**Final Project:** **AI-Powered E-Commerce Checkout System**

**Customer feedback**

1. “The website loads really quickly, and I like how the product pages are organized with clear images and descriptions. However, when I tried to complete the checkout on my phone, the form fields kept resetting, and it took much longer than expected. It would be great if the checkout process was more stable on mobile devices.”
2. “I appreciate that I can save my payment and shipping information for faster checkout. The progress indicator at the top of the checkout page is also helpful. Still, I was surprised by extra shipping fees that appeared only at the last step, which made me second-guess my purchase.”
3. “Adding products to the cart is straightforward, and I enjoy seeing recommended items for cross-selling. On the other hand, the checkout page feels cluttered, and the buttons are small, which makes it hard to navigate on a smartphone. The experience could be improved by simplifying the layout and increasing touch targets.”
4. “The search feature works very well, and I can easily find products I need. The site also provides clear delivery estimates, which I like. Unfortunately, the coupon code section is hard to locate, and when I tried to apply a discount, the system gave an error. Clearer guidance for discounts would improve the experience.”
5. “I enjoy the loyalty points feature and the promotions section, which encourage me to buy more. The overall interface looks clean and modern. However, the payment confirmation sometimes takes too long to load, and I am left wondering if my transaction was successful. A more responsive confirmation would reduce anxiety.”
6. “I like that I can view my order history and track shipments easily. The layout of the checkout steps is logical, and I can see exactly where I am in the process. Still, the checkout forms have too many mandatory fields, and the mobile keyboard doesn’t always auto-switch to the correct type for inputs, which slows me down.”
7. “The website provides clear product details and customer reviews, which help me make informed choices. I also like the estimated taxes and shipping costs displayed. However, when I attempted guest checkout, some sections were confusing, and it was not clear if my saved preferences would be applied. Simplifying guest checkout would help.”
8. “I like the clean layout and easy navigation between product categories. The one-click add-to-cart feature is convenient. Yet, when I applied a coupon code, my entire cart reset, which was frustrating. The system should ensure coupons do not interfere with items already added to the cart.”
9. “The mobile app is responsive, and I can quickly browse products. Checkout screens are connected logically, and it is easy to follow the steps. Still, entering payment details sometimes triggers form validation errors without explaining the problem clearly. Better error messages would help users correct mistakes quickly.”
10. “I appreciate that I can filter products effectively and view stock availability. The website is visually appealing and loads fast. On the downside, the checkout page lacks clarity in summarizing the total price including all fees, which can lead to confusion. Displaying totals upfront would reduce surprises.”
11. “I like the promotional banners and seasonal discounts, which make shopping more exciting. Checkout flows on desktop are simple and fast. However, on mobile devices, certain buttons are too close together, causing accidental taps. Improving spacing and touch targets would enhance usability.”
12. “The product images and descriptions are detailed and helpful, and the add-to-cart functionality works well. The checkout flow is linear, which is good. Yet, I encountered slow page loading when moving from payment to confirmation, which made me worry if my order went through. Faster transitions would improve confidence.”
13. “I enjoy seeing suggested complementary products during checkout, which makes shopping easier. The progress bar also helps track my steps. Unfortunately, the checkout review page is cluttered with too many sections, making it hard to confirm all details at a glance. A cleaner summary would help.”
14. “The website supports multiple payment options, which is convenient. The cart icon updates instantly when items are added. However, switching between payment methods sometimes resets the form, requiring me to re-enter information. Maintaining user input during changes would improve the experience.”
15. “I like that I can use autofill to complete my address quickly. The checkout steps are numbered clearly. Still, the error messages are generic and not descriptive enough, making it hard to understand what went wrong. More specific guidance would make checkout smoother.”
16. “I enjoy browsing products because filters and categories are well organized. Checkout screens follow a logical order. The negative point is that 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.”
17. “I appreciate the clear display of estimated delivery dates and shipping options. The checkout layout is modern and visually appealing. Yet, when I tried to remove an item from the cart, it required multiple clicks, which slowed down the process. Streamlining item removal would help users proceed faster.”
18. “The website loads quickly, and I can easily navigate back and forth between product pages and cart. Checkout fields are mostly straightforward. Still, entering gift card codes sometimes resets the form, which is frustrating. Ensuring stable form behavior would enhance the user experience.”
19. “I like that customer support is accessible and responsive if needed. The checkout flow is generally clear and sequential. On the negative side, the success confirmation page contains too much information, making it hard to identify key order details. Simplifying confirmation would be beneficial.”
20. “The search bar provides accurate suggestions, and the mobile interface is smooth. I also appreciate the clear product labeling and stock visibility. However, checkout instructions could be clearer, as some options like gift wrapping or special delivery requests are not immediately obvious. Adding visual cues would help.”
21. “I like how easy it is to compare products and see detailed specifications. Checkout flows on desktop are intuitive. However, the mobile checkout form sometimes freezes, and I need to refresh the page, which interrupts the buying process.”
22. “The product images zoom feature is very helpful, and I can clearly see what I’m buying. Still, applying promo codes occasionally causes an error, and I have to start over. More reliable coupon functionality would improve the experience.”
23. “I appreciate the estimated tax and shipping calculation, which is displayed clearly. The interface is clean and well-organized. The downside is that the back button sometimes doesn’t return to the previous step correctly, which is frustrating.”
24. “I enjoy browsing through the recommended products section, which often helps me discover items I need. Checkout buttons are easy to locate. However, the form validation is strict, and minor input errors trigger confusing messages that slow me down.”
25. “The website design is modern, and it’s easy to navigate between categories. I like the one-click checkout feature for returning customers. Still, for guest checkout, instructions are vague, and I am not sure if my preferences or saved addresses will apply.”
26. “I like the loyalty rewards feature and how points are displayed during checkout. The mobile interface is smooth and responsive. On the other hand, removing an item from the cart requires multiple actions, making it cumbersome if I change my mind.”
27. “Product descriptions and specifications are thorough, which helps me make informed decisions. Checkout forms are generally straightforward. Yet, extra fees sometimes appear at the last step, causing confusion about the final total. Showing all costs upfront would help.”
28. “I enjoy the fast load times and the clear navigation structure. Checkout progress indicators are helpful. However, entering payment details on mobile sometimes triggers an unexpected page reload, and I have to start over. This reduces confidence in the process.”
29. “I appreciate the clear order summary and the ability to review items before purchase. The interface is aesthetically pleasing. Still, the gift card or promo code fields are not immediately visible, which makes applying discounts unintuitive.”
30. “The website allows me to save multiple shipping addresses, which is convenient. The checkout steps are logically organized. On the downside, the system sometimes fails to autofill saved payment info, requiring me to manually enter details again.”
31. “I like that I can track my orders in real-time and view delivery progress. Checkout is mostly smooth. However, the confirmation page is cluttered with additional promotions, making it difficult to quickly see the key order information.”
32. “The search bar provides relevant suggestions, and filtering options make browsing simple. The checkout layout is clean. Still, switching between payment methods can reset form fields, which interrupts the process and can be frustrating.”
33. “I enjoy the clean, minimal interface that makes finding products easy. The add-to-cart feature is convenient. The negative aspect is that some checkout fields do not indicate required input clearly, causing form errors that could be avoided.”
34. “I like seeing stock availability and estimated delivery times. The checkout flow has a progress bar, which is useful. On the other hand, certain touchpoints on mobile are too close together, leading to accidental taps that slow down the process.”
35. “The website supports multiple payment methods, and I like having the choice. Checkout steps are numbered for clarity. However, minor network issues cause the confirmation page to hang, leaving me unsure if my payment went through.”
36. “I appreciate the detailed product reviews and ratings, which guide purchase decisions. The checkout form is mostly straightforward. Yet, applying discount codes sometimes clears other entered fields, requiring extra effort and causing frustration.”
37. “I enjoy seeing complementary product suggestions during checkout, which helps plan additional purchases. The website loads quickly. Still, the checkout summary is cluttered, making it hard to verify everything before confirming the order.”
38. “The mobile checkout experience is generally smooth, and autofill works most of the time. The visual design is clear and appealing. However, the final confirmation step sometimes takes too long to load, creating uncertainty about order completion.”
39. “I like the detailed breakdown of shipping options and costs. Checkout buttons are easily identifiable. On the negative side, error messages are generic and do not explain the issue, making it hard to correct mistakes quickly.”
40. “The website is visually organized, and navigating between product categories is simple. Checkout on desktop is intuitive. Yet, the mobile checkout interface sometimes freezes when switching between payment options, reducing confidence in the process.”
41. “I enjoy the loyalty and promotional offers displayed during checkout. The progress bar makes the steps clear. Still, guest checkout is not well-guided, and it is unclear which information is mandatory and which is optional.”
42. “I like that product filters and sorting options make browsing fast. The checkout form is straightforward. However, the cart review page includes too many elements, which makes confirming the purchase less efficient.”
43. “The website loads very quickly, and recommended products are relevant to my interests. Checkout forms are mostly clear. Yet, shipping costs sometimes appear late in the process, causing uncertainty about the final price.”
44. “I appreciate that I can save multiple payment methods for convenience. The checkout flow is linear and easy to follow. On the downside, error messages are often vague and do not clearly explain what went wrong with payment entry.”
45. “The product zoom feature is helpful, and image galleries are clear. The checkout layout is minimal and clean. Still, minor issues like small touch targets on mobile can make completing checkout difficult.”
46. “I like that estimated delivery dates are displayed, which helps plan purchases. Checkout buttons are easy to find. The negative point is that adding or removing items in the cart sometimes requires several steps, which slows the process.”
47. “The website offers fast search results and accurate product suggestions. Checkout is generally straightforward. However, the confirmation screen contains too much promotional content, making it hard to identify the essential order details.”
48. “I enjoy the smooth navigation between cart and product pages. Checkout forms are mostly clear. Still, entering promo codes sometimes clears other input fields, which can be frustrating for users.”
49. “I appreciate clear product specifications and reviews. The mobile interface is responsive. Yet, switching payment methods mid-checkout often causes the page to refresh, requiring re-entry of information.”
50. “The website loads quickly, and the design is visually appealing. Checkout flows on desktop are intuitive. However, extra fees and taxes are sometimes revealed only at the last step, which can create confusion or mistrust.”