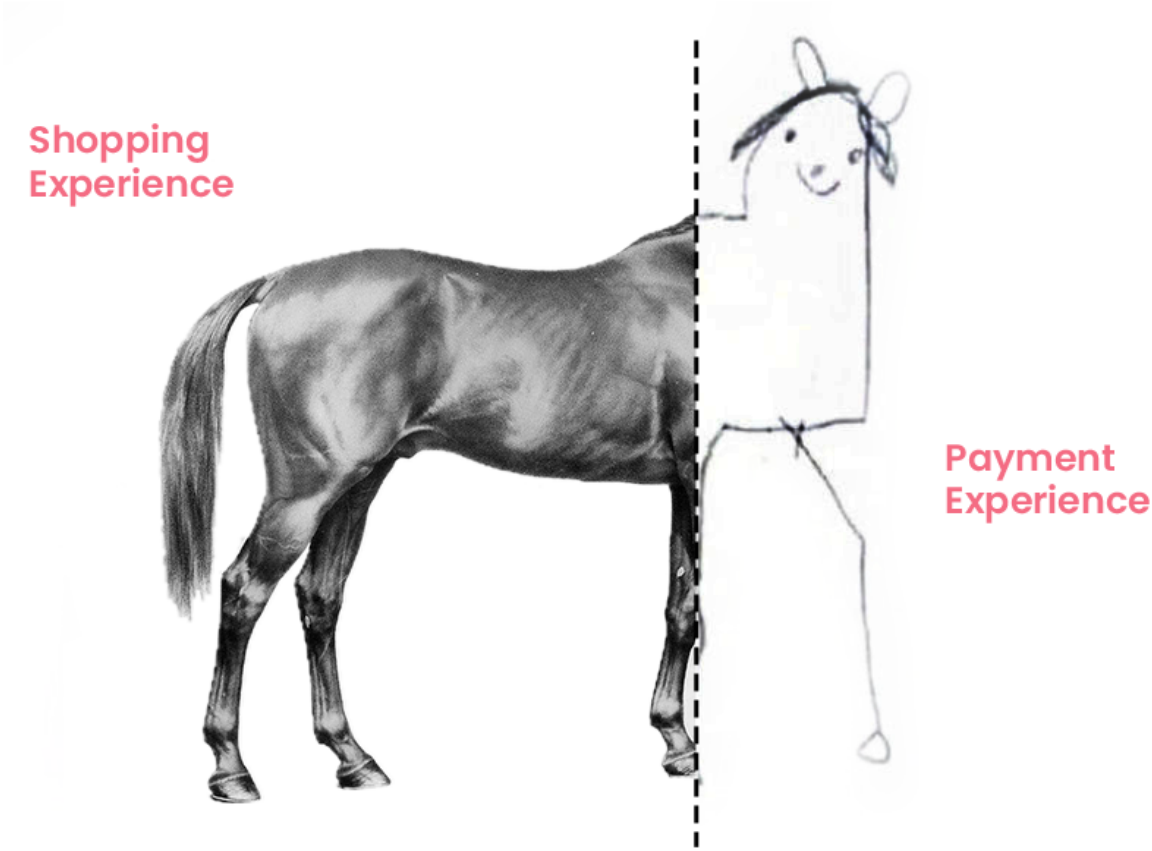
Razorpay



— The founder's guide on —

How not to ignore your payment page

Swipe

Razorpay

So..
You've set up an incredible online catalogue.

Your shoppers love the browsing experience.

But when it comes to conversion, all you find are a bunch of abandoned carts.

Reason

A poorly designed payment experience.

Put an end to that, shall we?

Razorpay

1

REMEMBER TO

K.I.S.S.

Keep it short & simple

Value their business? Then **value their time**
Name. Address. Payment Info. **Done!**

Razorpay

2

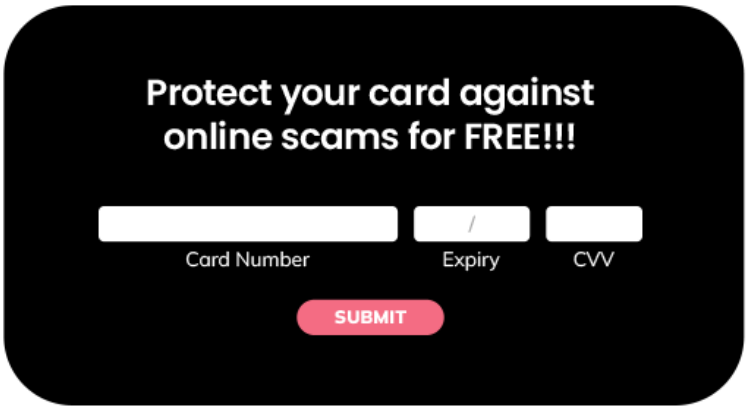
"Red Pill or Crimson Pill? Choose NOW!"

Add multiple payment options

Knowing your customer means
knowing how they like to pay

Razorpay

3



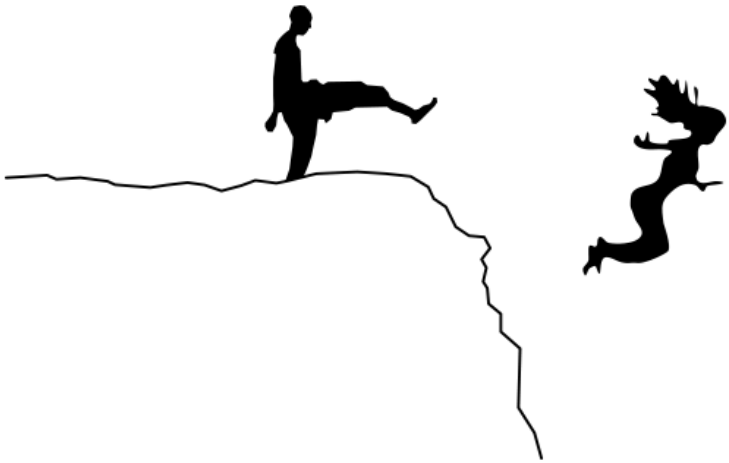
"Seems Legit"

Assurances go a long way

Choose designs that look safe and secure. Include SSL certification, security badges, and security validation.

Razorpay

4



Sign Up or else!

Athithi devo bhava

Not every customer is interested in promos and newsletters.

Allow guest check outs.

Razorpay

5

Guide them on their way

Can't manage a one-page check out (SHAME!)? Add a progress indicator to help them along.