**Assignment 3**

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**Topic - Shopping Cart Abandonment**

Overview:

Abandonment of Shopping Cart is one of the most common issues faced by many online businesses. Often, users browse or add products to the cart, but they don’t end up purchasing them. There are lot of factors and reasons that lead to this user experience of cart abandonment. Some of the factors are unexpectedly high shipping costs, confusing checkout process, lack of scalability of the website in mobile browsers, etc.   
The swoopnow website article emphasizes on importance of user experience in finding out the rate of abandonment of shopping carts. The article from wired.com, suggests a shopping cart in which users can add any item from any online store and then check out. Thus, this helps users in minimizing shipping costs and enter their personal information repeatedly.  
  
Let us consider some points which can help to provide better user experience in shopping. The topic which we are going to analyze is - Instacart.

1. Not forcing users to create an account

After visiting the website, while browsing for the products, there is an pop-up which pops up triggering the users to login or create a new account. This feature is very frustrating from a user’s perspective. Some users visit the website for the first time and if they are being forced to create an account upfront, it is very likely that won’t add products to the cart or skip the website and jump over to some other e-commerce website. Instead, users should be allowed to browse and add products to the cart and finally place an order. For the order, only the user’s name, email, contact and address is required, which can be allowed without creating a new account.

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1. Payment gateway transparency

Often when users add all the products to their cart and enter all their personal details, later during payment process, when they click on a click, they are routed to a different platform. This can cause trust issues among users. Even if Instacart redirects the users to a different third-party payment system, it should incorporate security measures. Two factor authentication should be placed to ensure the user trusts the platform.

1. Mini shopping cart

Every time Instacart users have their cart open, navigating back to add few more products or browse through can be painful and doesn’t offer a good user experience. Every time user has exited from the cart, it increases the chances of them abandoning the cart.   
Introducing a miniature/mini cart widget at the corner of each screen can help them to track the number of items added. Additionally, a small total price $ can be shown on the widget on each screen as often users can have a budget and showcasing the total price on the widget will help them to plan better and add products according to their needs. Thus, boosting chances of completing and placing the order.

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1. Stock availability update

At times users might add some products to the cart and while they are browsing, some product might get out of stock which might prevent them from purchasing other relevant products as well. For eg: If Butter gets out of stock, it is likely that user might also abandon bread which they added in the cart. Sending real time notification or updates to the users that the product is back in stock can be helpful in ensuring users completes their order.

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1. Promo code option in checkout

Instacart does offer credits option, but that’s the credit which the users receive for any of the faulty product from their previous order. Introducing a promo code box during checkout will inspire users to proceed towards that page and after applying promo code, the discounted price will motivate them to place that order. It will trigger a sense of discount offered and users will be highly satisfied

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1. Gifting option

Users might want to shop on behalf of others and often they will be ordering products for gifting. Instead of them ordering the products to their address and then presenting the heavy load to their friends/family at a different address can be cumbersome which can lead to abandonment of the shopping cart. To ease this process, introducing gifting option and allowing users to add gift note and address of the person they intend to send the products to, can be great idea to boost users in placing that order

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1. Scarcity and urgency of products

By showcasing some products as bestselling and limited stock available, users might be tempted to purchase those products. Highlighting the product with discounts and low in stock or adding limited edition can be a viable option as it can attract the users to try the best selling items and create a urgency to buy those products.

1. More customized delivery time options

Instacart does offer various time slots for the users to select the delivery time range. However, a 2 or 3 hour window might not be the accurate guess to know when their order will arrive. This can also be a reason why users might abandon the cart. Introducing feature where users can enter their own delivery time slot of providing a 30 to 45 min time slot could go a long way in providing a better user experience and thus ensuring the cart is not abandoned.

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1. Push notifications

Users might abandon the cart due to various reasons. However, businesses can try to send push notifications and reminders to the user to shop for those items. Often, this strategy is used by Uber Eats, Postmates and other food delivery apps. Introducing this feature will remind the users of their needs and they might come back to the application and complete that order.

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Conclusion:

To sum up, abandonment of shopping carts is a common issue, however with the right suggestions and steps if implemented, this issue can be controlled and mitigated. The options which we discussed like secure payment gateways, push notifications, gifting options, etc. can be introduced to encourage users to complete the purchase. These features will build more trust among users and encourage a higher conversion rate of orders being placed. A good user experience will be a crucial step to reduce the shopping cart abandonment.

References/External Resources:

1) [https://swoopnow.com/shopping-cart-abandonment/Links to an external site.](https://swoopnow.com/shopping-cart-abandonment/)

2) [https://www.wired.com/2014/07/keep-onecart-mobile-app/Links to an external site.](https://www.wired.com/2014/07/keep-onecart-mobile-app/)

3) [https://theblog.adobe.com/redefining-retail-for-the-experience-era/Links to an external site.](https://www.nngroup.com/articles/shopping-cart/)

4) <https://www.nngroup.com/articles/shopping-cart/>

5) ChatGpt