# Cart, Checkout

**Beth Callan**
Last modified just a moment ago by Lisa DeMusis

| Product Owner | @Lisa DeMusis |
|---|---|
| Stakeholders | @Matt Kull  @Nick Auger  @Mike Pitone  @Peter Hitt 825 |

## ⓘ Overview

Cart and Checkout are owned and assessed in a wholistic manner by the Product Design team. Each, although serving their own purpose, contributes to conversion. Cart should be a user experience primer for Checkout and Checkout should be a consistent and cohesive task workflow to making a purchase. The follow up to Cart is Checkout and the follow up to Checkout is Post-Purchase (Email).

## Related Projects

- Cart
- Checkout
- Order Confirmation (Checkout)

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REDLINE Webstore ▾

- Overview
- Space settings

SPACE SHORTCUTS
- Vendor Evaluations
- Redline Launch Meeting N...
- How-to articles

PAGES
- Getting started
- Making a template
- Webstore Steering Committee
- Site Elements
  - Browse, Year Make Model,
  - Cart, Checkout
    - Cart
    - Checkout
    - Order Confirmation (C
  - Common Tread
  - Content Pages
  - Design System & Base Styl
  - Home Page
  - My Account & Customer To
  - Navigation: Mega Menu, He
  - Post-Purchase
  - Product Detail Page & Prod
  - Search
- RevZilla
- Cycle Gear
- Third-Party
- Holiday
- How-to articles
- Redline Pre-Launch Implementat
- Testing and Optimization Commi

# Checkout

**Lisa DeMusis**
Last modified just a moment ago

| Product Designer | @Lisa DeMusis |

> ⓘ **Overview**
>
> Checkout is the task workflow a user is required to complete in order to make a purchase. There are many different paths and scenarios that occur within Checkout, and its purpose is to be as simple and clear as possible to decrease barriers and increase conversion.

## Releases

- Australian Goods & Sales Tax
- Release 1 - Checkout Right Rail
- Release 2 - Checkout Right Rail

## Open Action Items

| Description | Due date ▲ | Assignee | Task appears on |
|---|---|---|---|
| ☐ @Greg Teed to register with Australian customs (work with @Marc Barrer and @Todd Terlecki ) 📅 **01 Jun 2018** | 01 Jun 2018 | Greg Teed | 2018-05-18 Meeting notes - AUS VAT |
| ☐ @David Wertheimer to create a valuation sheet so we can weigh in on the value of this tool | | David Wertheimer | 2018-05-18 Meeting notes - AUS VAT |
| ☐ @David Wertheimer to work with @Jason Kovacs to outline what changes need to be made to returns process to account for VAT | | David Wertheimer | 2018-05-18 Meeting notes - AUS VAT |
| ☐ @Alexander Robinson to follow up with @Maura Travis to determine how we should report on AUS VAT | | Alexander Robinson | 2018-05-18 Meeting notes - AUS VAT |

## Informational Docs and Decks

- Checkout Right Rail
- Checkout Right Rail - Visual Review
- Checkout Right Rail - CS Walkthrough

## Third-Party Tool Logins

| RZ | |
|---|---|

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Left sidebar navigation:

# Release 1 - Checkout Right Rail

**Lisa DeMusis**
Last modified Apr 06, 2018

| | |
|---|---|
| Status | DONE |
| Launch Date | April 5, 2018 |
| Product Designer | @ Lisa DeMusis |
| Technical Stakeholder | @ Sean Fenton  @ Jason Miller |
| RZ Visual Designer | @ Steph Suh |
| CG Visual Designer | @ Annelise Smith |
| Stakeholders | @ Matt Kull  @ Nick Auger  @ Mike Pitone  @ Maura Travis  @ Lauren Perez |

## ⓘ Goals & Objectives

- Increase conversion for desktop purchases
- Maintain conversion for mobile purchases
- Include a right rail layout for order summary and information to better match industry standards and create task focus
- Update form UI to reduce form height
- Update notifications from toast-style to in-page style to decrease abandonment rate

**Key Features**

- Right rail order and informational summary
- Shipment methods split into its own step (to account for future shipment groups)
- Update form UI
- In-page notifications
- **NOT DOING:**
    - Gift Card and Promo Code updates
    - Cart overview in right rail

**Demo Decks**

- Checkout Right Rail
- Checkout Right Rail - Visual Review
- Checkout Right Rail - CS Walkthrough
- Analytics Questions for BrainDo  /  Analytics Notes from BrainDo Meeting

**Implementation Notes:**

- **Analytics**
    - **Strategy:** Brain.do @ Maura Travis  @ Lauren Perez
    - **Implementation:** @ Sean Fenton
- Backend controller refactoring for shipment method
- Dependency on server-side testing before deployment

## Milestones

- ☑ First iteration requirements stakeholder approval
- ☑ Visual design (in progress)
- ☑ Tech Estimation
- ☑ Inform all stakeholders of upcoming implementation (sprint)
- ☑ Frontend development (in progress)
- ☑ QA Approval on Staging
- ☑ Tech Demo/Stakeholder Approval
- ☑ Deployment
- ☑ Inform all stakeholders of deployment

## Meeting Notes

- 2018-03-08 Meeting notes - Checkout Right Rail Visual
- 2018-03-14 Meeting notes - Checkout Right Rail CS Walkthrough
- 2018-03-22 Meeting notes - Implementation Review
- 2018-03-26 Meeting notes - Implementation Review 2
- 2018-03-30 Meeting notes - Director Demo
- Product Performance
- Sidecar Testing Instructions

## Outstanding Action Items

### Task report

Looking good, no incomplete tasks.

## JIRA Tickets

| Key | Summary | T | Due | Assignee | Status | Resolution |
|---|---|---|---|---|---|---|
| REDLINE-7723 | Checkout performance recap presentation / confluence pages | | | Unassigned | CLOSED | Done |
| REDLINE-7470 | Create and run qualitative test for Checkout Right Rail | | Apr 17, 2018 | Lisa DeMusis | ANALYSIS | Unresolved |
| REDLINE-7458 | Checkout with Affirm sends you to original Order Receipt page layout | | | Unassigned | CLOSED | Won't Do |
| REDLINE-7436 | Flash messaging still appears for some checkout errors | | | Unassigned | TO DO | Unresolved |
| REDLINE-7396 | UAT and QA Front-end Updates for Checkout | | | Unassigned | CLOSED | Done |
| REDLINE-7276 | A/B Test for Right Rail Checkout | | | Unassigned | CLOSED | Done |
| REDLINE-7210 | Right Rail Mobile Accordion functionality reference / acceptance criteria | | | Sean Fenton | GROOMING | Unresolved |
| REDLINE-7159 | Add Additional Breadcrumb for Right Rail Checkout | | | Unassigned | CLOSED | Duplicate |
| REDLINE-7149 | Toast to Loaf Notification | | Mar 13, 2018 | Unassigned | CLOSED | Done |
| REDLINE-6638 | Checkout Right Rail Remaining Development [BE] | | | Unassigned | CLOSED | Won't Do |
| REDLINE-6480 | Checkout Right Rail Implementation [FE] | | | Unassigned | CLOSED | Done |
| REDLINE-6307 | Form Field Interaction Prototypes | | | Unassigned | CLOSED | Done |
| REDLINE-6306 | Backend Checkout Implementation for Right Rail and A/B Test | | | Unassigned | CLOSED | Done |
| REDLINE-6262 | Right Rail shipping method page functionality | | | Unassigned | CLOSED | Done |
| REDLINE-6248 | Checkout Right Rail | | Mar 12, 2018 | Unassigned | CLOSED | Done |
| REDLINE-6247 | Right Rail review page functionality | | | Unassigned | CLOSED | Done |
| REDLINE-6246 | Right Rail payment page functionality | | | Unassigned | CLOSED | Done |
| REDLINE-6245 | Right Rail Shipping Address page functionality | | | Unassigned | CLOSED | Done |
| REDLINE-5927 | Right Rail functionality tablet and desktop | | | Unassigned | CLOSED | Done |
| REDLINE-5842 | Right Rail Prototype Studies (mobile) | | Jan 02, 2018 | Unassigned | CLOSED | Done |

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