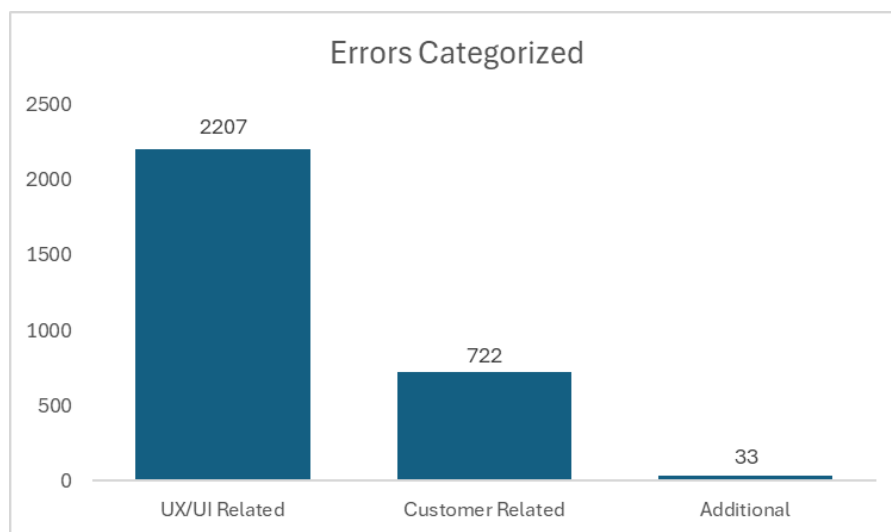


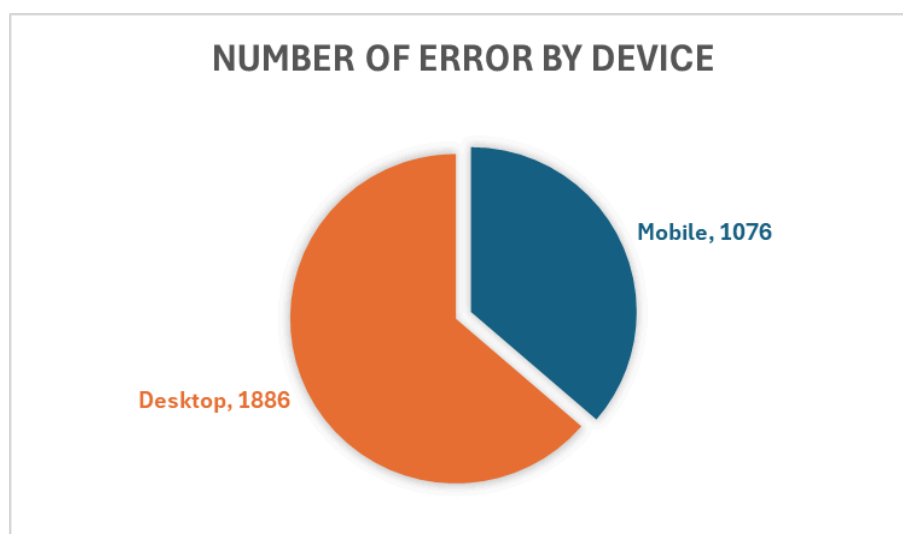
A3.2 MBAN Assignment

Lucas Sotkovszki | November 20 2024

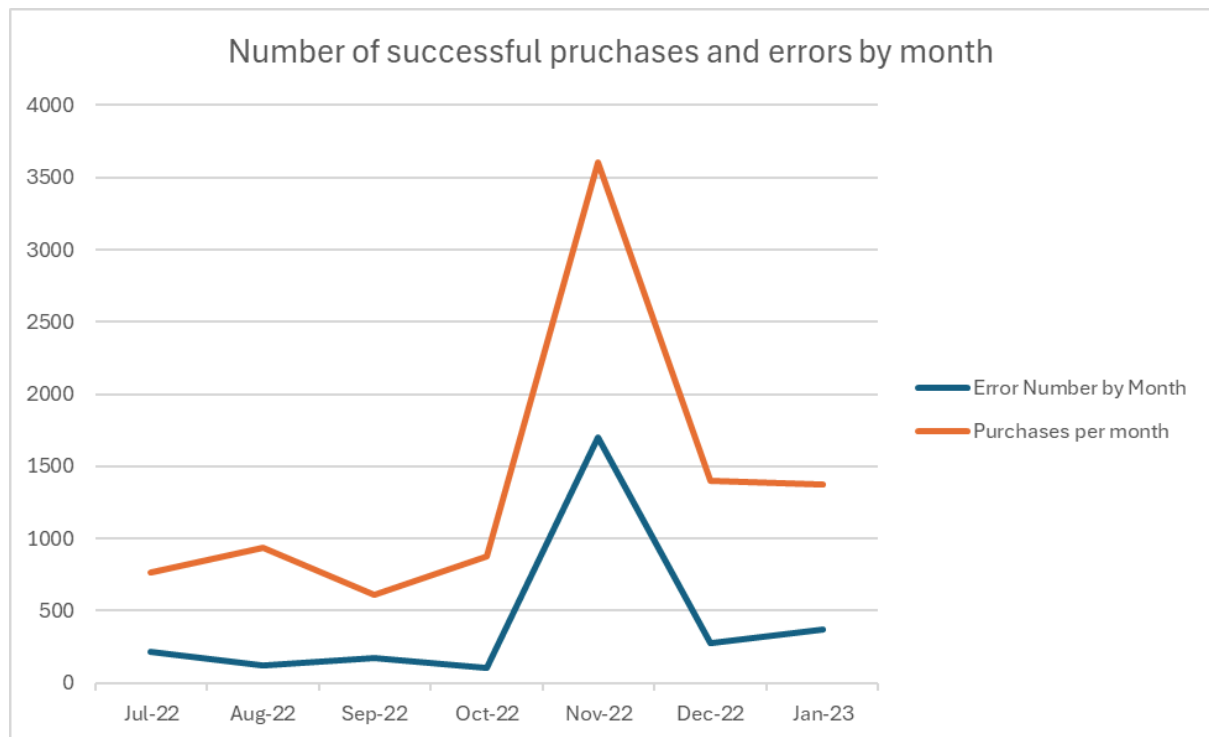
The e-commerce website's membership purchasing process is currently experiencing errors, identified to be particularly related to UI/UX issues. 2207 of the 2962 total errors are directly attributable to these issues. The most frequent errors are related to missing required fields, ranking the most common errors as the ones related to the "number field" and "year field", which are for 1220 and 684 errors, respectively.



In addition, there is a higher number of desktop purchases and errors (1886 errors and 6703 successes compared to 1070 errors and 2877 successes on mobile), so initial efforts should focus on improving the desktop experience.



Moreover, a spike in errors was observed in November 2022. This indicates a potential issue or event that occurred during that month, which might be related to a website update, increased traffic, or payment issues. We see that successful purchases also have a spike in those months, which would explain why errors also have a surge in November since more purchases were being made.



To enhance the membership purchasing process by reducing the number of errors, particularly those related to UI/UX issues, and improving the overall user experience.

By addressing the identified UI/UX issues, and optimizing the mobile and desktop experience, we can reduce the number of errors and improve the overall purchasing experience.

Actionable Insights

To significantly reduce error rates and improve the overall user experience, we should prioritize firstly to make clearer to the customer what they should introduce in each field so there is no confusion, in particular for critical fields like the "number field" and "year field." Implementing those changes will make immediate, clear, and actionable error messages that will guide users toward correct input.

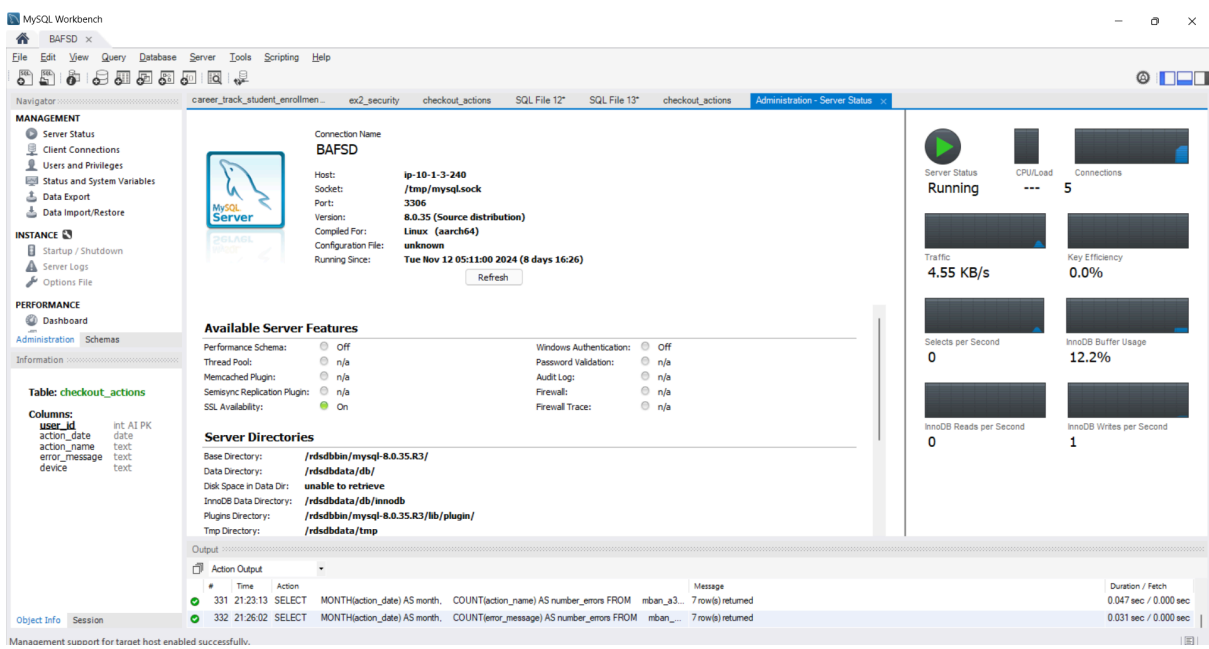
Moreover, a new function should be introduced in the case that what is being introduced in the field is incorrect, an immediate message should notify the customer that the type they are introducing is incorrect and that they need to put the correct type. This will reduce the number of error messages for invalid types in fields since customers will not even be able to proceed with the payment if all fields are not correct.

Thirdly, the mobile experience should be optimized and simplified, which is crucial given the higher error rate on mobile devices. Ensuring a user-friendly interface with clear labels and intuitive navigation is essential. The checkout process simplification should not be exclusively for mobile but also for desktop purchases, by reducing steps and minimizing unnecessary form fields can significantly reduce user frustration and errors.

Fourth, conducting regular user testing will help identify pain points and areas for improvement. Gathering feedback from users will inform design decisions and optimize the user experience.

Lastly, increasing the number of tests will help identify the main points where customers are struggling more when checking out. Gathering feedback from users will inform design decisions and optimize the overall user experience.

Appendix



separe this error messages into messages that are fixable with a better UI and those who are related to the customer's problem

Errors Fixable with a Better UI:

- Missing Field Errors:
 - "number field is required"
 - "year field is required"
 - "lastName field is required"
 - "month field is required"
 - "State field is required"
 - "zip field is required"
 - "firstName field is required"
 - "cvv field is required"

These errors can often be prevented by:

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- **User-Friendly Design:** Consider the overall user experience of the checkout process, making it intuitive and easy to navigate.

Errors Related to Customer Problems:

- **Card Validation Errors:**

- "Your card number is incorrect."
- "Your card's security code is incorrect."
- "Your card's security code is invalid."
- "Your card has expired."
- "Your card was declined."
- "Your card has insufficient funds."
- "Your card does not support this type of purchase."
- "Your card is not supported."


- **Payment Processing Errors:**

- "An error occurred while processing your card. Try again in a little bit."
- "Chargify token not found"


"Credit card number must be a valid credit card number"

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make a code in sql that separates all this into 3 different queries






✦

SQL

```
-- Query 1: Errors related to missing fields
SELECT *
FROM checkout_actions
WHERE error_message IN (
    'number field is required',
    'year field is required',
    'lastName field is required',
    'month field is required',
    'State field is required',
    'zip field is required',
    'firstName field is required',
    'cvv field is required'
);

-- Query 2: Errors related to card validation
SELECT *
FROM checkout_actions
```

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```
'Your card was declined.',
'Your card has insufficient funds.',
'Your card does not support this type of purchase.',
'Your card is not supported.'
);

-- Query 3: Errors related to payment processing
SELECT *
FROM checkout_actions
WHERE error_message IN (
  'An error occurred while processing your card. Try again in a little',
  'Chargify token not found',
  'Credit card number: must be a valid credit card number.',
  'Your card is not supported for this currency. Please use a Visa or M',
  'PayPal Buyer Revoked Pre-Approved Payment Authorization',
  'Your card was declined. Your request was in live mode, but used a kn',
  'Your card\'s expiration year is invalid.',
  'You have tried too many cards. Please try again in an hour.',
  'Payment profile: cannot be blank.',
  'Coupon Code: \'PRIMEDAY25\' - Coupon code could not be found.',
  'Declined',
  'Invalid account.',
  'Invalid City'
);
```

Use code [with caution](#).



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