CHECKOUT EVALUATION

In this scenario, the checkout process of the fictional brand Tee's Shirts was evaluated to identify potential issues and recommend actionable improvements for a smoother user experience.

EVALUATION OF THE CHECKOUT PROCESS:

TEE'S SHIRTS

Checkout issue #1: Sign-in

Situation:

A significant number of customers for Tee's Shirts are abandoning the checkout process when they reach the sign-in page. The page asks the customer to sign in or create an account.

Here is how the store's sign-in page appears during checkout:

TEE'S SHIRTS   Shop ⌄   Lookbooks ⌄

Sign in

Email

Password

Forgot password?

LOGIN

Not registered? Create an account

Step 1: Identify the issue. Why might customers abandon the checkout process at this point?
The page **forces customers to sign in or create an account** before continuing. Some customers may not want to create an account just to make a single purchase.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.
1. **Offer guest checkout:** Allow customers to complete their purchase without creating an account. This reduces friction and speeds up checkout. 2. **Offer social sign-in options:** Add one-click sign-in with Google, Apple, or Facebook for those who want to log in easily.

Checkout issue #2: Personal information

Situation:

Customers for Tee's Shirts are also abandoning the checkout process when asked to provide their personal information. The checkout process requires them to enter the following details:
- Name
- Address
- Email address
- Home phone number
- Work phone number
- Mobile phone number
- Birthdate

Here is how the personal information fields appear during checkout:

TEE'S SHIRTS Shop ⌄ Lookbooks ⌄

① ADDRESS — ② SHIPPING — ③ PAYMENT — ④ REVIEW

Address

First name   Last name

Address

City   State

Zip code

Email

Home phone number   Work phone number

Mobile phone number

Birthdate

Order summary

1 item

Classic Cotton Tee   ×
S / Mid Gray
$30   — 1 +

Subtotal $30
Shipping $8
ORDER TOTAL   **$38**

CONTINUE

Return Policy   Help

Step 1: Identify the issue. Why might customers abandon the checkout process at this point?

The checkout form asks for **too much information**, much of which is not essential to complete a purchase. Customers feel it's intrusive, time-consuming, or unnecessary. This creates friction and reduces trust.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.

1. **Request only essential information:** Name, shipping address, and email should be enough. Remove work phone, home phone, birthdate, and possibly even mobile number (unless needed for shipping updates).
2. **Explain why information is needed:** If a phone number is required (e.g., for delivery contact), clearly state this to reassure customers.

Checkout issue #3: Shipping

Situation:

Customers for Tee's Shirts are also abandoning the checkout process when asked to choose a shipping option. The shipping options include the following:
- Standard shipping starting at $8
- Express shipping starting at $15

Here is how the store's shipping options appear during checkout:

TEE'S SHIRTS Shop ⌄ Lookbooks ⌄

① ADDRESS — ② SHIPPING — ③ PAYMENT — ④ REVIEW

Shipping

○ Standard $8
   10-20 business days

○ Express $15
   3–5 business days

Order summary

1 item

Classic Cotton Tee   ×
S / Mid Gray
$30   — 1 +

Subtotal $30
Shipping $8
ORDER TOTAL   **$38**

CONTINUE

Return Policy   Help

Step 1: Identify the issue. Why might customers abandon the checkout process at this point?

High shipping costs and long delivery times cause hesitation. Customers may feel the total cost is too high compared to the value of the product, or they don't want to wait that long for delivery.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.

1. Offer **free or lower-cost standard shipping** (even if slightly slower) to make customers feel they are getting value.
2. **Show shipping costs upfront** (on product page or cart page) to avoid surprises during checkout.

Checkout issue #4: Payment

Situation:

Customers for Tee's Shirts are also abandoning the checkout process when asked to enter their payment information. The online store accepts credit cards.

Here is how the store's payment options appear during checkout:

Step 1: Identify the issue. Why might customers abandon the checkout process at this point?

Customers must enter their **credit card number, expiration date, and CVV** manually.
There are **no alternative payment options** (PayPal, Apple Pay, Google Pay, Buy Now Pay Later, etc.).

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.

1. **Add more payment methods:** Offer PayPal, Apple Pay, Google Pay, or Shop Pay for quick checkout and better trust.
2. **Make checkout more secure and trustworthy:** Display security badges (SSL, PCI compliance) and reassure customers that their payment info is safe.