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Redesigning the Grocery Shopping Cart Experience for Instacart



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5 min read · 3 hours ago



“Did you know 7/10 E-Commerce customers abandon their shopping cart before they finish purchasing?”

THATS MONEY GOING DOWN THE DRAIN !!!!!

First Lets understand, What is Shopping cart abandonment ?

Gorgias defines Shopping cart abandonment as when a customer adds items to their shopping cart on your website, but leaves before making the purchase.

Wired.com explains the term in simple words — shoppers browse an online store, load up their carts, then ditch them

What does statistics say ?

1. As per Hotjar, the average cart abandonment rate is almost 70%, and shopping cart UX has a big role to play.
2. Wired mentions around two-thirds of shopping carts are abandoned just before the transaction is complete
3. **Cart Abandonment Rate Impact:** Annex Cloud reports that a 65% cart abandonment rate can create a 97.9% gap in conversions.
4. **Mobile Cart Abandonment Rate:** According to Annex Cloud statistics, mobile customers have an abandonment rate of 85.65%.

Mobile devices often have higher abandonment rates compared to desktops. This emphasizes the importance of optimizing the mobile shopping experience.

Lets Examine the factors contributing to Shopping Cart Abandonment —

1. Complicated Checkout Process —

- Cart abandonment often occurs due to a complex checkout process.
- Users may be frustrated by the need to input shipping and payment information multiple times.

2. Competition with Established Players —

- E-commerce platforms face stiff competition from established giants like Amazon.
- Established players already offer a seamless shopping experience, making it challenging to attract and retain customers.

3. Mobile Shopping Experience—

- The increasing popularity of mobile shopping necessitates a smooth and efficient mobile checkout process.
- E-commerce websites must meet users' expectations for a seamless mobile shopping experience.

4. Cart Item Visibility —

- Inefficient cart layouts and designs can hinder users' ability to clearly view items in their cart.
- Poor visibility may lead to confusion and potential cart abandonment.

5. Lack of Personalization —

- Many e-commerce sites fall short in providing personalized product recommendations or incentives.
- The absence of personalization can result in missed opportunities for upselling and increasing order values.

To enhance the shopping experience and reduce cart abandonment, consider implementing the following strategies —

1. Streamlined Checkout Process —

- Implement a one-click checkout option for a quick and seamless process.
- Store user information securely to eliminate repetitive data entry.
- Allow users to review and edit their cart easily at any stage for flexibility.

2. Position of the icon —

- Position the shopping trolley or shopping cart icon in the top right of the screen, since its the most common place for the icon to be found
- This ensures users wont get lost or distracted, before completing the purchase.

3. Use a pop up to confirm that the item has been added —

- Employ a small and easily dismissible pop-up to notify users that the item has been successfully added to their cart.
- Include a clear and convenient option for users to dismiss the pop-up swiftly if they prefer to continue browsing without any delays.

4. Guest Checkout —

- Provide a guest checkout option for a quick and anonymous shopping experience.
- Allow users to create an account post-purchase to encourage future engagement.

5. Real-time Shipping Costs:

- Display shipping costs in real-time as users add items to their cart.
- Consider offering free shipping thresholds to incentivize larger purchases.

6. Abandoned Cart Recovery:

- Set up an automated system for personalized reminder emails to users who abandoned their carts.
- Include incentives like discounts or free shipping to encourage completion of the purchase.

7. Mobile Optimization:

- Optimize the shopping cart experience for mobile devices with responsive design and intuitive navigation.
- Implement mobile-specific features such as touch ID for secure payments.

8. Clear and Concise Cart Page:

- Redesign the cart page to display product images, names, quantities, and prices clearly.
- Include options to enlarge product images for a closer look and ensure easy navigation.

9. Understand why shoppers abandon their carts:

- Users strip out for lots of reasons. Instead of guessing why users abandoned their carts, use surveys to understand the reason.
- Set up an exit intent survey that pops up, when users go to close the page. Ask users what problems they faced and make a record.

10. Remove distractions & help users to stay on track:

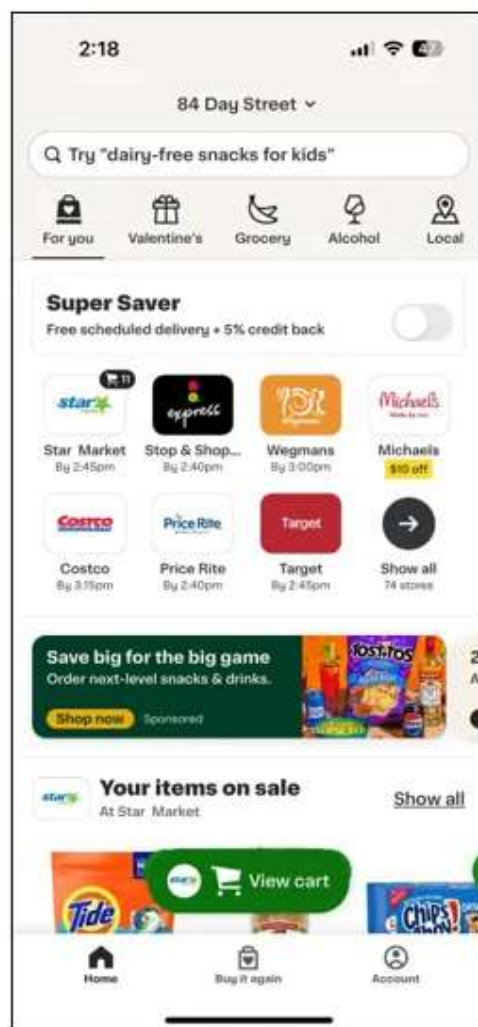
- Remove unnecessary elements such as newsletter, sign-up forms, social media links, product recommendations during the checkout process.
- Every time user clicks on these elements, they get further away from completing their purchase.

By focusing on these strategies, we can create a smoother and more personalized shopping experience, ultimately increasing the likelihood of users completing their

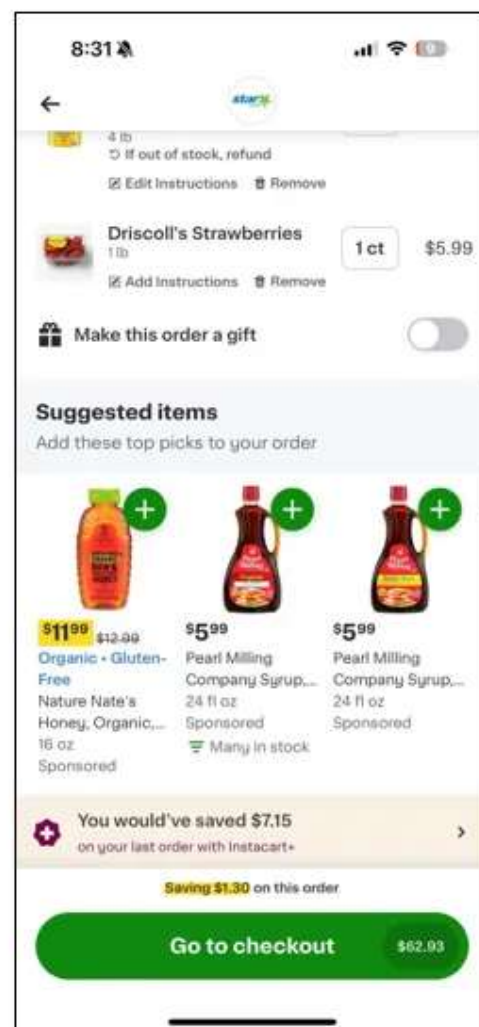
purchases.

Redesigning the Instacart mobile application shopping cart —

Actual pages

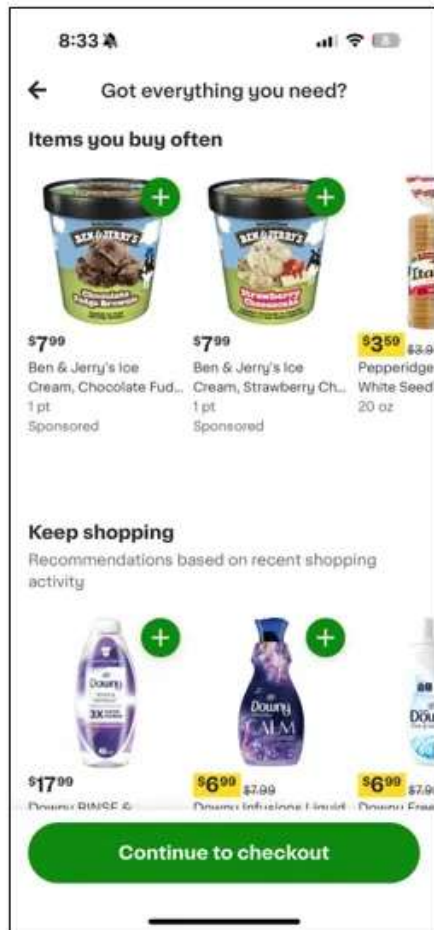


HomePage

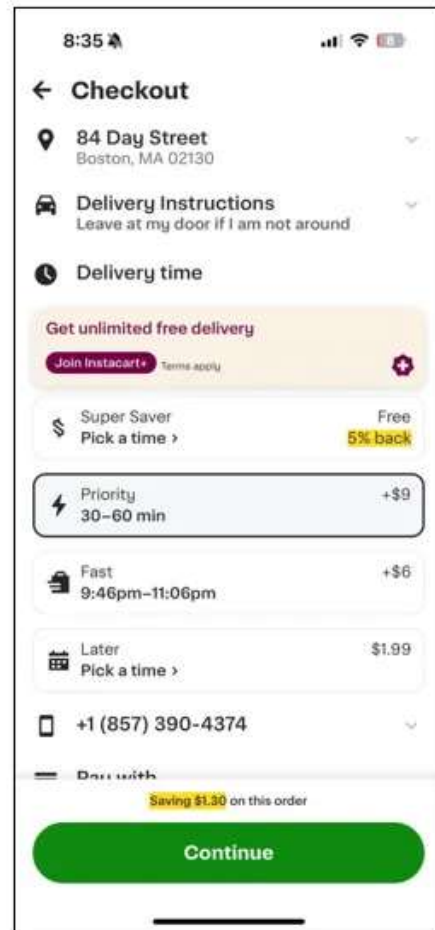


Cart items Page

Actual pages

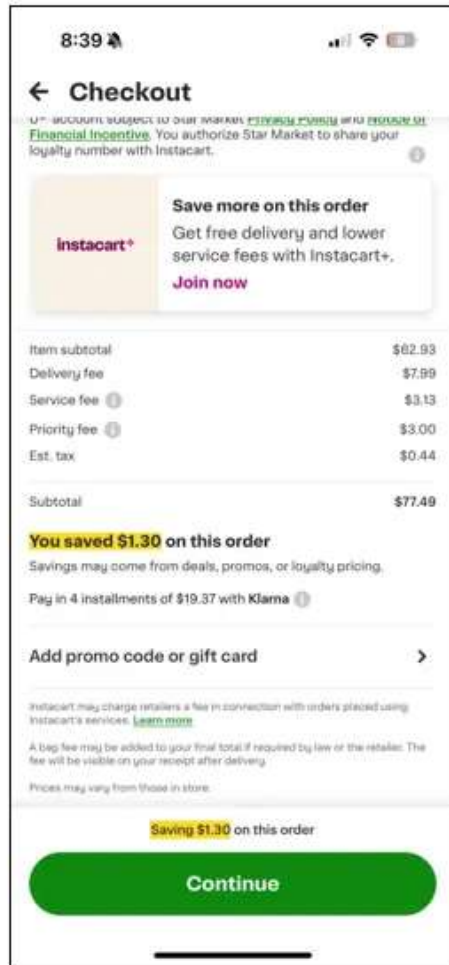


Got Everything you need Page



Checkout

Actual pages

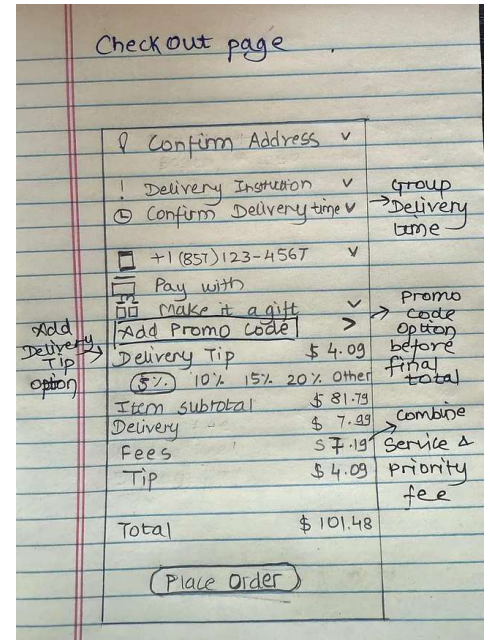
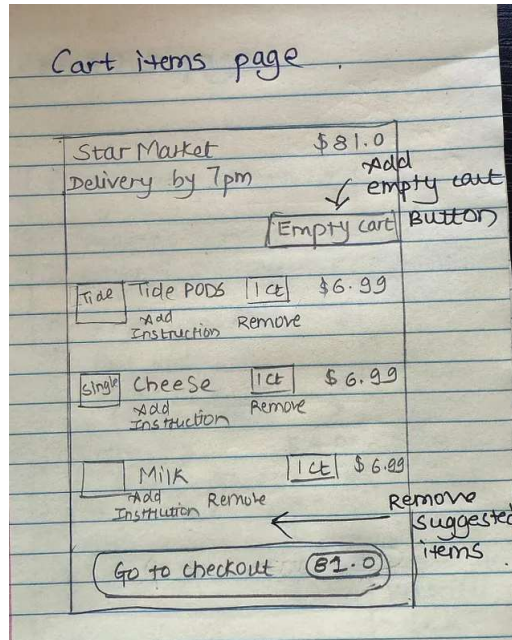
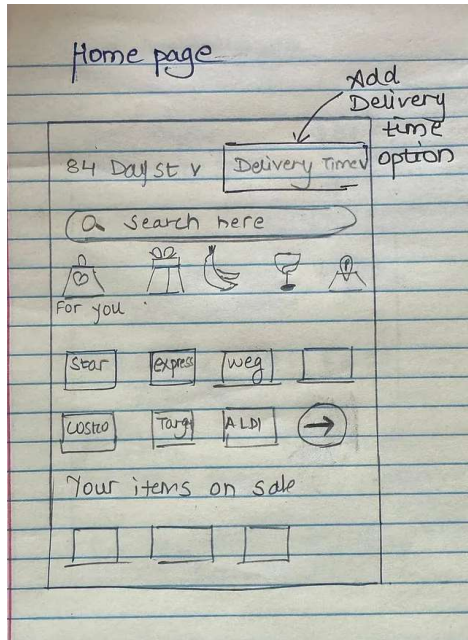


Check Out



Tip Page

REDESIGNED PAGES



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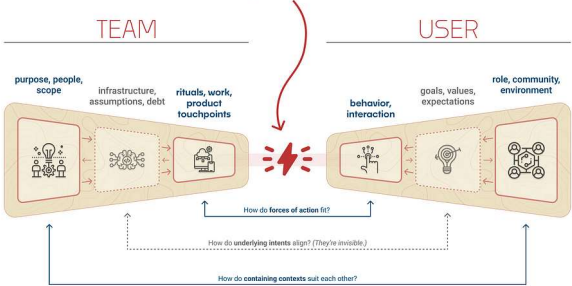
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rel of the passenger	0 = Ric, 1 = Yes
1 class (A proxy for socio-economic status)	1 = 1st (Upper Class), 2 = 2nd (Middle Class), 3 = 3rd (Low)
1 year	
1 siblings / spouses aboard the Titanic	
1 parents / children aboard the Titanic	
1 number	
1 age	
1 number	
1 Emigration	C = Cherbourg, Q = Queenstown, S = Southampton



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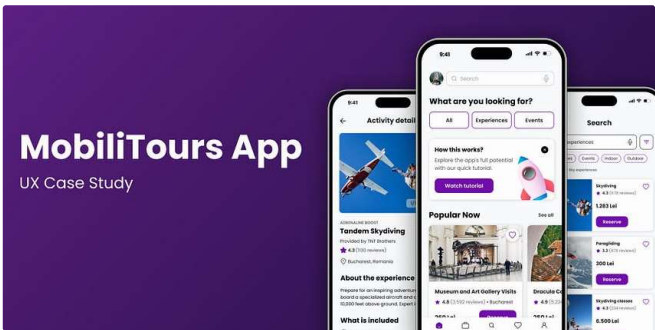
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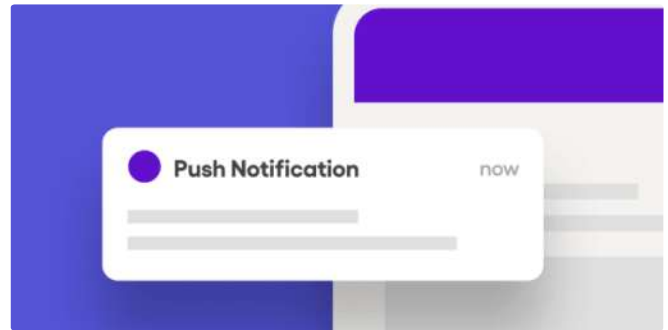
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