

ASSIGNMENT 3: Forever 21 Shopping Cart Experience Redefined

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Introduction

The shopping cart is an essential component of any e-commerce platform because it is the final step before a user commits to a purchase. To ensure customer satisfaction and encourage conversions, the experience should be seamless, intuitive, and efficient. This paper outlines a strategy for improving the Instacart website's shopping cart experience.

In the modern digital era, customers expect a simple and convenient shopping cart experience. They want to be able to calculate their total cost, add and remove items from their shopping cart, and complete the checkout process quickly and easily. Customers want to be able to view their basket from any device when shopping on a desktop, laptop, tablet, or smartphone.

Strategy

Interface clutter:

This problem occurs when a shopping cart page contains an excessive number of visual elements, such as ads, pop-ups, or unnecessary information. This can be overwhelming for users, making it difficult for them to concentrate on their actual shopping items.

To reduce the interface only essential elements such as product images, names, prices, and quantity controls are displayed. Remove any extraneous visuals or distractions.

Reduce the use of advertisements and pop-ups on the shopping cart page to keep the layout clean and focused.

Reduce complex navigation:

This issue is about any difficulties users may have performing basic actions within the shopping cart, such as changing the quantity of an item, removing items, or applying discounts. If these actions are not intuitive and straightforward, it can lead to user frustration and cart abandonment.

Use user-friendly icons and buttons to add and remove items, update quantities, and apply discounts. Make sure they are easily visible and prominently placed.

Add a '**Quick Edit**' feature that allows users to make changes directly within the cart without leaving it.

Limited payment options:

If the website only accepts credit cards and does not accept digital wallets or alternative payment methods, it may exclude potential customers who prefer or can only accept other forms of payment.

Diversify Payment Methods: Provide a diverse range of secure payment options, such as credit/debit cards, digital wallets (e.g., PayPal, Apple Pay), and other alternative methods to accommodate a variety of user preferences.

Inadequate Mobile optimisation:

Users accessing the site on smartphones or tablets may encounter issues such as poor responsiveness, difficulty navigating, or buttons that are too small to tap accurately if the shopping cart experience is not well-optimized for mobile devices. This can lead to a poor user experience and possibly cart abandonment.

Make certain that the shopping cart page is mobile-friendly. Use responsive design techniques to seamlessly adapt the layout across different screen sizes.

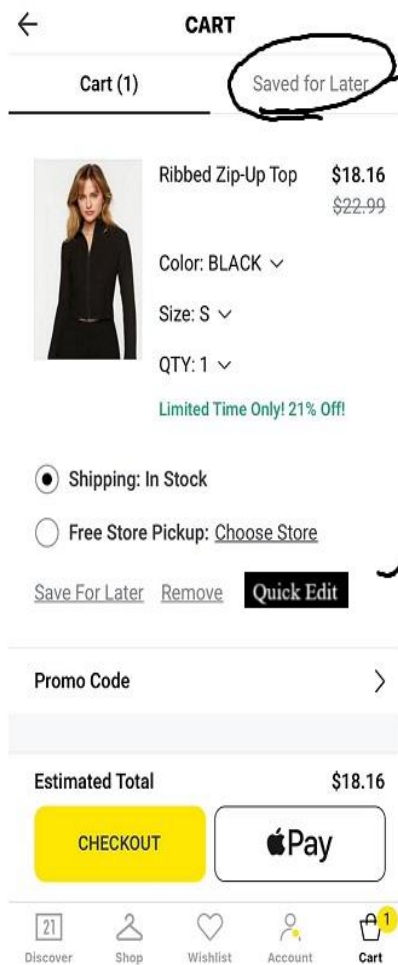
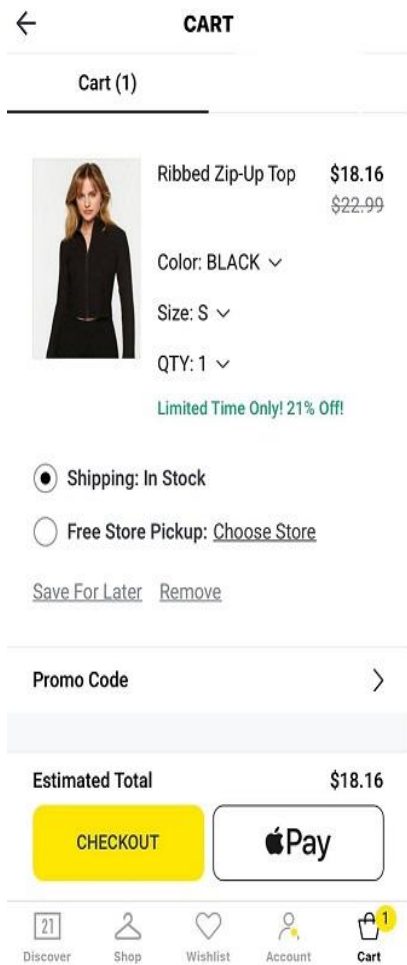
Save cart for later:

Implement a feature that allows users to save their cart for future sessions even after logging out or closing the browser. Allow users to access and edit saved carts.

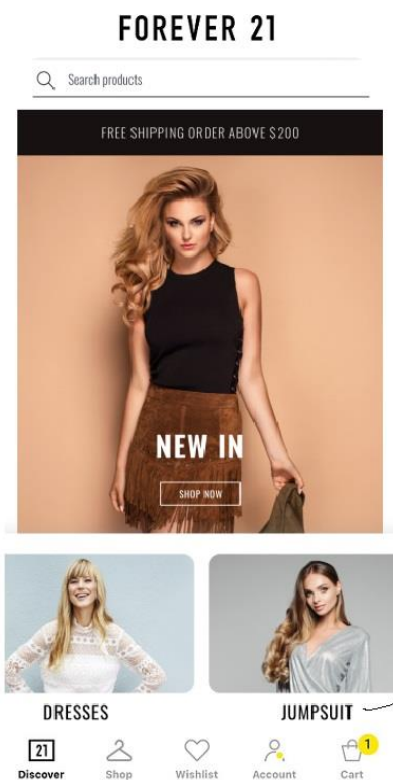
Transparent pricing:

Detailed cost breakdown: Provide a clear and comprehensive breakdown of the total cost, including item prices, taxes, shipping fees, and any applicable discounts or promotions.

Real-Time Price Updates: Make sure that any price changes caused by item additions, removals, or discounts are immediately reflected in the cart total.



Adding
Features




Easy access
to
categories


For easy navigation , displaying categories that are most relevant and frequently visited to be displayed , helping customer to easily visit the product and add to cart

←


PAYMENT TYPE

 Credit Card


☐

 F21 Credit Card

☐


 PayPal

☐


 Klarna

Klarna (\$10 and above)

☐

 Amazon Pay


☐

 Apple Pay


☐

←


PAYMENT TYPE

 Credit Card


☐

 F21 Credit Card

☐


 PayPal

☐


 Klarna

Klarna (\$10 and above)

☐

 Amazon Pay

☐

 Apple Pay

☐

Add Debit Card

☐


Master card

☐

Adding
Payment
options

Sorry, some items are no longer available.

11 Item(s)



Embroidered
Forever Tee


\$12.00

Color: BLACK/WHITE ▾

Size: S ▾

QTY: 1 ▾

[Move To Bag](#) [Remove](#)



Los Angeles
Graphic Pullover

\$27.99

Color: GREEN/MULTI ▾


Size: S ▾


QTY: 1 ▾


[Move To Bag](#) [Remove](#)


21

Discover


Shop

Wishlist

Account

Cart

11 Item(s)



Embroidered
Forever Tee

\$12.00


Color: BLACK/WHITE ▾

Size: S ▾

QTY: 1 ▾

Out of Stock

[Move To Bag](#) [Remove](#)



Los Angeles
Graphic Pullover

\$27.99

Color: GREEN/MULTI ▾


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QTY: 1 ▾


[Move To Bag](#) [Remove](#)


21

Discover

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Cart

Item
specific

Out of stock item was vaguely displayed in the cart, the customer had to visit every item to realise which item was out of stock, adding the “out of stock” feature to the specific item will help save time and would be easy to remove the item and replace it right away.