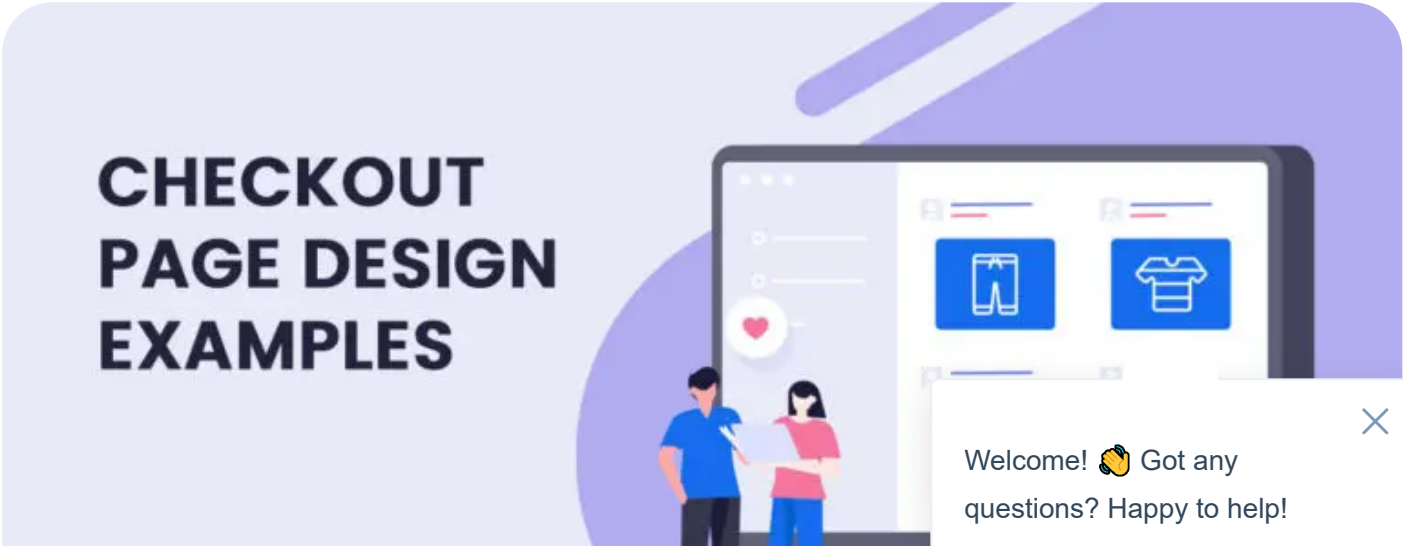


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# 5 Stunning Examples of Checkout Page Design in 2023



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## Importance of Great Checkout Page Design

### Checkout Page Design Best Practices

- 1- Enable Guest Checkout
- 2- Minimize Distractions
- 3- Don't Forget Mobile Users
- 4- Include Trust Signals
- 5- Inform Shoppers of Additional Costs
- 6- Use Form Validation

### Checkout Page Design Examples

- 1- Walmart
- 2- Nike
- 3- Best Buy
- 4- ASOS
- 5- Etsy

### FAQs on Checkout UX

- #1 What Is Check Out Page?
- #2 What Is Checkout Process in UX?
- #3 How to Optimize a Checkout Page Design?

### Last Words on Checkout Page Design

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that the process is smooth enough to get the most out of your visitors.

Therefore, you should constantly test and **optimize your checkout process** to get more and more conversions.

To help you out, here we'll discuss some of the best practices for designing a better checkout page and, then, show some great examples of checkout page designs.



## What Is A Checkout Page

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Basically, there are two types of checkout pages: one-page and multi-page. Just keep reading to see how these two are different.

## 1- One-Page Checkout

As it speeds up the payment process and is more convenient for customers, one-page checkout has become more popular. This type of eCommerce checkout page design improves the user experience since customers don't have to wait for multiple pages to load. Also, users don't need to navigate back in the browser to edit the information they have entered.

However, designing a one-page checkout is challenging when collecting a larger amount of data. Why? Because the shopper might get overwhelmed by all the information they have to enter and also b

Nevertheless, if you think your customers abandon

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Imagine you've done everything right until the user enters the checkout funnel. Your marketing efforts have paid off, and your website's design and navigation have brought them to the payment stage. Now, they are ready to make a purchase.

However, because of poor checkout page design, suddenly, all your hard work vanishes into thin air. Feels bad, doesn't it?

According to Baymard research, **%17** of shoppers abandon their cart just because the checkout process is either very long or complicated.

While checkout page abandonment is inevitable, you can take steps to avoid it. The very least you can do is minimize the number of people who abandon the checkout process.

Basically, you don't want to give the customer an ex

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reach simplified analytics by applying different filters to the recorded sessions.

**So, what are you waiting for? Sign up on WatchThemLive Right Now and start your Free Plan!**

## Checkout Page Design Best Practices

To convert a visitor into a loyal customer and **create an exceptional buying experience**, you need to take some tips into consideration. Here are some great strategies for a better checkout page design so you can create a better checkout experience:

### 1- Enable Guest Checkout

**%23** of buyers abandon online stores if they have to create an account.

Forcing customers to create an account to complete their purchase is a common mistake.

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**heatmap tool.** To set up heatmaps on your website, you need a **behavior analytics tool** such as **WatchThemLive**. With this tool, you can track visitors' interactions on your website and find distracting elements.

WatchThemLive heatmaps enable you to detect the areas users click the most. Therefore, you will see which elements might be distracting your visitors and drawing their attention away from the main goal. **Want to try out WatchThemLive's heatmaps? Sign up now!**

### How to Create Heatmaps



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make a purchase on your website. Trust signals make customers more confident and secure about buying from your online store.

## 5- Inform Shoppers of Additional Costs

One of the main reasons buyers abandon their purchase is unexpected costs. Therefore, make all the information about taxes, shipping costs, and other charges clear as soon as possible in the checkout process.

## 6- Use Form Validation

Don't wait for customers to complete a whole step to notify them about input errors. Instead, let users know as soon as they enter the wrong input. When customers encounter multiple error messages at once, they might get frustrated.

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Checkout page design best practices

# Checkout Page Design Examples

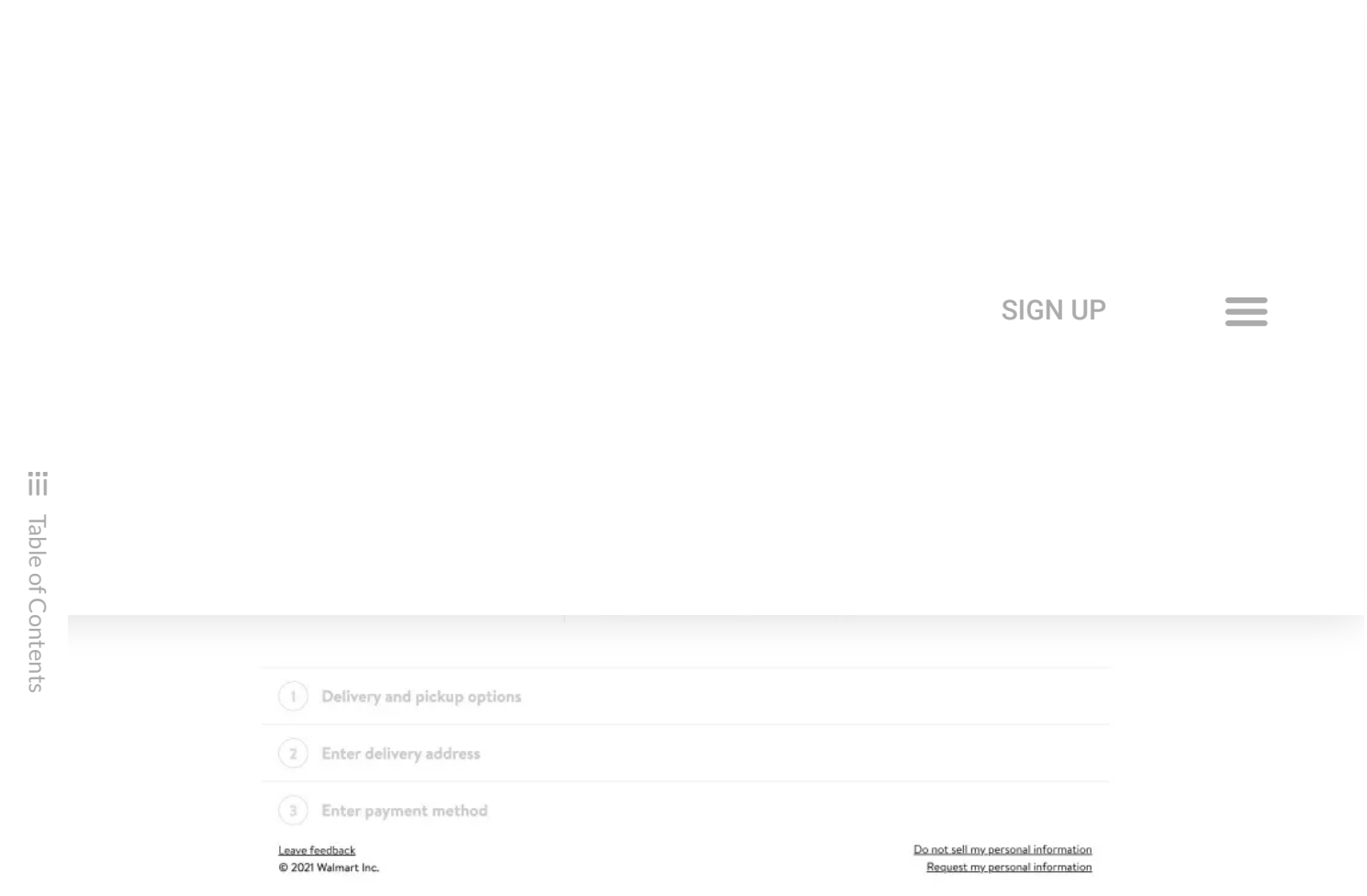
To have a bigger picture of what we've already men  
the best checkout page design examples so you can

×

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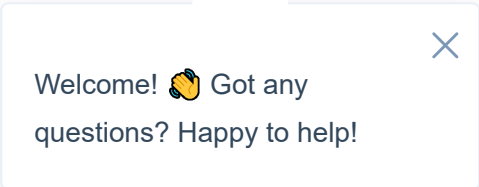
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## Walmart checkout page

This eCommerce store has divided the one-page checkout into three sections, so users don’t have to fill out a single long form.



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### Walmart one-page checkout design

Also, it notifies the customer whenever they enter a wrong input.

2 Enter delivery address

Required field \*

First name\*

N

Last name\*

F

Please enter a valid 10-digit phone number.

1111111111

Email address for order notification\*

Street address\*

Duval Street

Apt, suite, etc (optional)

City\*

Key West

State\*

Florida

ZIP code\*

33040

☒ Email me about hot items, great savings, and more.

Continue

Est. total \$18.43

[See item details](#) +

3 Enter payment method

[Leave feedback](#)  
© 2021 Walmart Inc.

Do not sell my personal information

[Request my personal information](#)

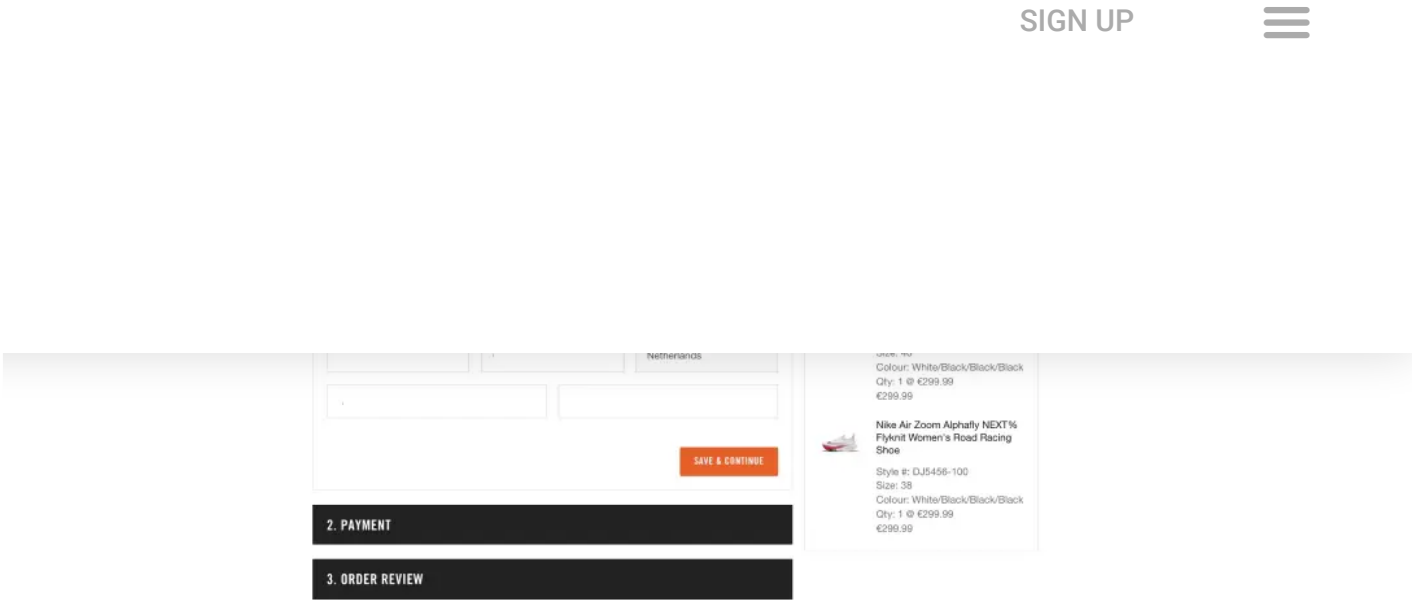
### Walmart using form validation

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Nike checkout page

You can select from multiple payment methods, which is a great strategy to increase conversions as it allows shoppers to choose your preferred method.

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*Nike providing multiple payment options*

### 3- Best Buy

Another eCommerce store with a good design that is Best Buy.

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*Best buy guest checkout*

This online store has a multiple-page checkout and uses a progress indicator to inform the shopper at which step they are. The progress indicator also enables users to navigate between the steps.

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Best Buy multiple-page checkout

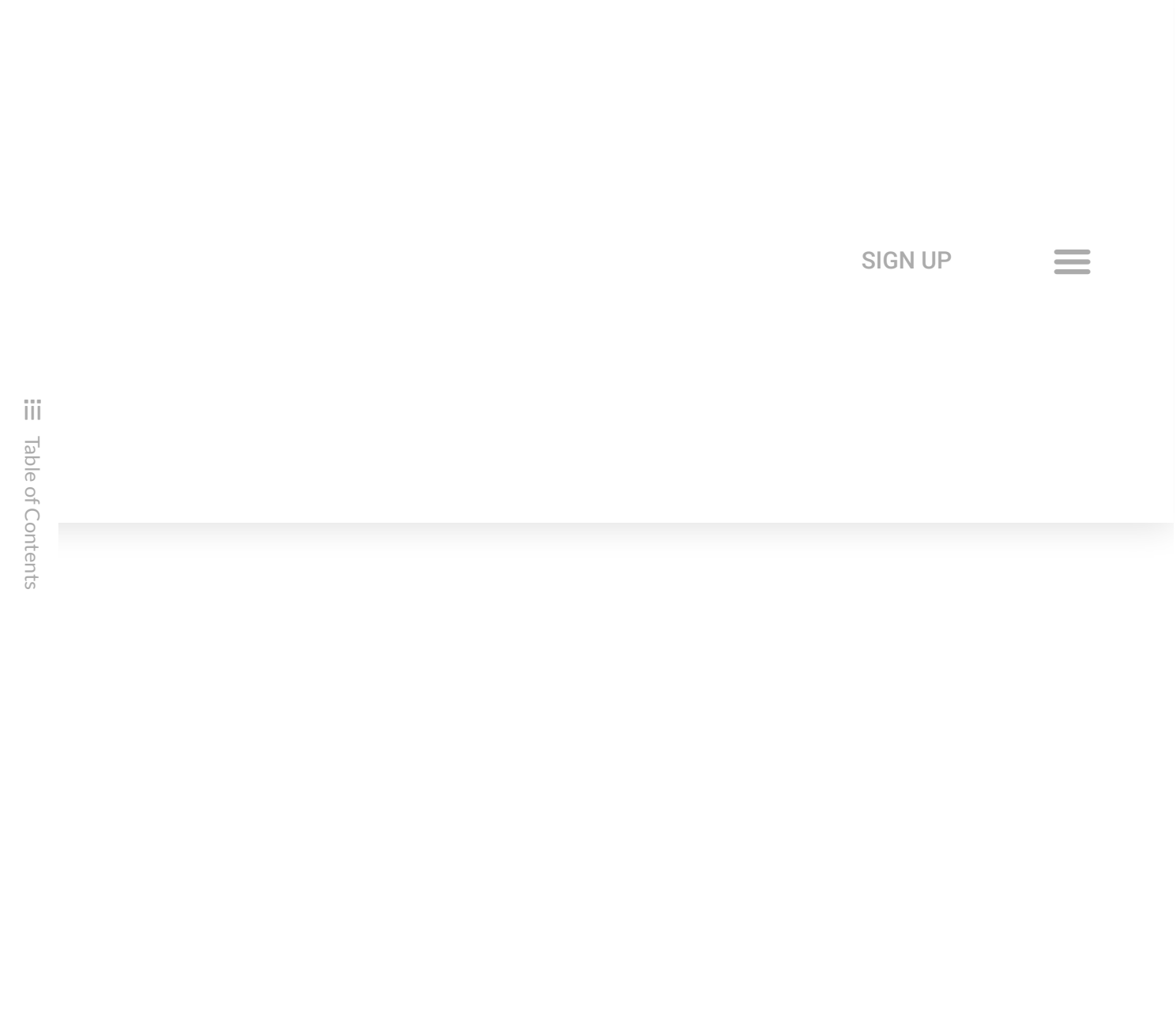
4- ASOS

Although ASOS enables customers to purchase with an account, the guest checkout option is less visible than the account login option.

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ASOS guest checkout

As you can see, the checkout page design is clear, simple, and user-friendly, and the checkout process includes 4 small steps, re

Moreover, you can see a trust signal in the upper-right

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ASOS checkout page design

5- Etsy

Etsy offers guest checkout as the first option to deliver a seamless checkout experience.

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You can't see any unrelated element to the checkout process to avoid distractions.

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## Etsy checkout page design

# FAQs On Checkout UX

Now that we have given you some checkout page d  
clarify what characteristics a good design must hav

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Then, it continues by providing the data the website asks for, and, finally, ends with paying the money through a payment channel.

### #3 How to Optimize a Checkout Page Design?

There are some tips that prevent your users from abandoning your website while checking out:

- Using a simple structure,
- Providing more than one payment option,
- Asking clear and to-the-point questions,
- And offering customer support by email, etc.

## Last Words On Checkout Page Design

To develop a great checkout page design, you need to understand your customers' expectations and test different ideas. On

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After choosing your checkout design type, there are some strategies you should consider to improve the design. These strategies include enabling guest checkout, minimizing distractions, and optimizing the design for mobile users.

To better understand how to implement these strategies, we discussed some checkout page examples. Make sure to follow these strategies to boost your eCommerce sales.

Remember that one of the best ways to optimize your checkout page design is by using heatmaps to identify opportunities for improvement.

**So, sign up for free now and create unlimited heatmaps for your website!**

## Share This Article

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