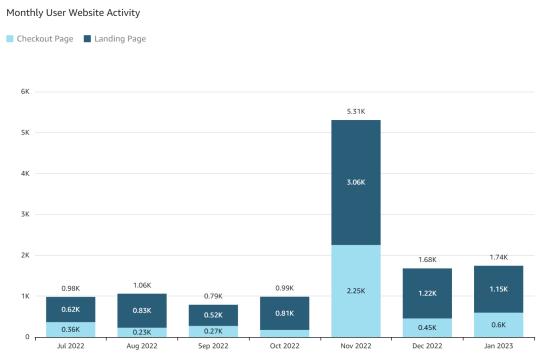Suraj Udasi
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The evaluation of the website's membership purchase process revealed significant areas for improvement, especially in user experience. A notable number of transaction errors are linked to device-specific issues, indicating a less intuitive user interface on mobile. Addressing these usability challenges is expected to lead to fewer customer complaints and more successful transactions. The primary goal is to enhance the membership purchasing experience by identifying and resolving the key causes of purchasing difficulties, improving the checkout process, and ensuring a consistent experience across devices and payment methods, ultimately increasing successful transactions and overall user experience.
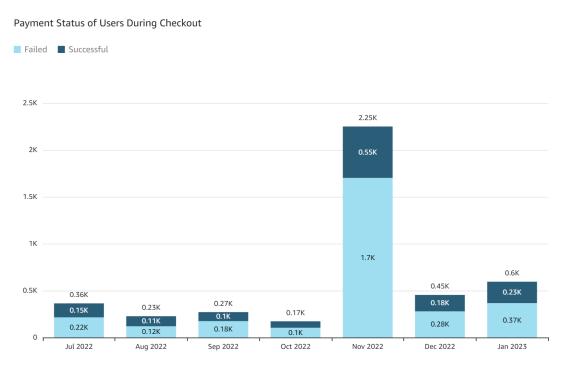
A noticeable number of purchase attempts fail to result in successful transactions.

Between July 2022 and January 2023, the average conversion rate to the membership checkout page was 35%, lowest at 18% in October 2022 and peaking at 42% in November 2022, indicating sustained interest, potentially stimulated by targeted marketing efforts and seasonal promotions.

Monthly User Website Activity

■ Checkout Page   ■ Landing Page

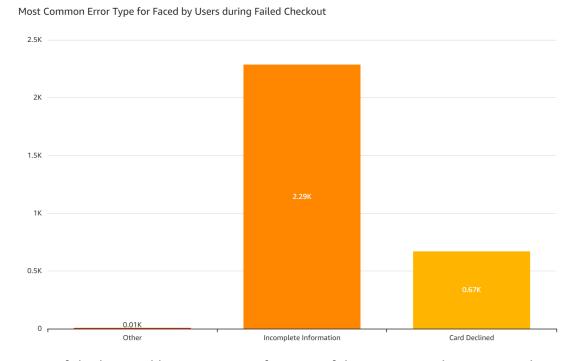| Month	Checkout Page	Landing Page	Total
Jul 2022	0.36K	0.62K	0.98K
Aug 2022	0.23K	0.83K	1.06K
Sep 2022	0.27K	0.52K	0.79K
Oct 2022	0.81K		0.99K
Nov 2022	2.25K	3.06K	5.31K
Dec 2022	0.45K	1.22K	1.68K
Jan 2023	0.6K	1.15K	1.74K

During November 2022, there was a significant rise in activity on both the landing and checkout pages, likely related to seasonal promotions such as Black Friday, which often leads to an influx of web traffic but cannot be confirmed by the dataset available.

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Payment Status of Users During Checkout

■ Failed ■ Successful

In this month alone, failed payments peaked at 1.7K, dropping the successful checkout rate to 24%, below the average of 32% between Jul 2022 and Jan 2023, suggesting potential issues with the payment infrastructure's capacity to handle increased transactions.

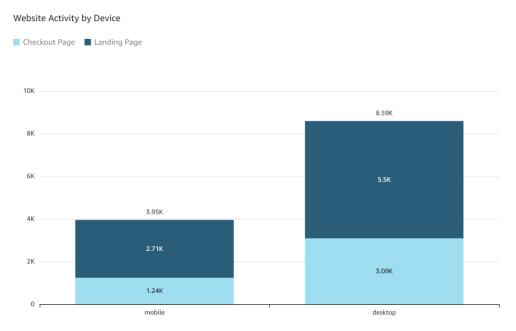**Most Common Error Type for Faced by Users during Failed Checkout**

The majority of checkout problems, accounting for ~2.3K of the errors, were due to "Incomplete Information.", accounting for 77% of total errors during checkout. This points to possible user interface issues or a lack of clarity in the information required from customers impacting the overall checkout process and user payment experience. Whereas, "Card Declined" instances accounted for 23% of
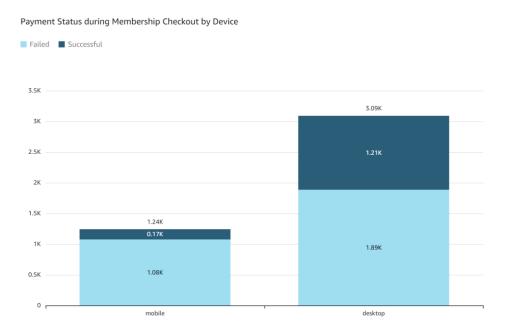
checkout troubles. To resolve these issues, implementing clearer form fields, real-time validation, updated payment gateway integration, and ensuring compatibility with various cards would enhance the checkout experience. (refer to **Table A** for a detailed list of errors under each category)

Device-specific discrepancies suggest that the user experience is not consistent across all platforms.
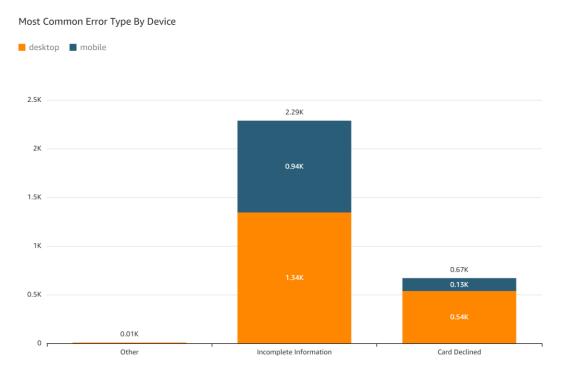
Desktop devices account for a higher total volume of website activity (8.6K users or 68% of overall web traffic) as compared to mobile devices (3.9K users or 32% of overall web traffic). Desktop users also show a greater number of payment transaction attempts (36%) during membership checkout compared to mobile (31%).

Website Activity by Device

■ Checkout Page   ■ Landing Page

10K	
8K	8.59K
6K	5.5K
4K	3.95K
	2.71K
2K	3.09K
	1.24K
0	
mobile	desktop

Additionally, desktop users experience a higher payment success rate of 39% compared to mobile users, who have a success rate of only 13%.

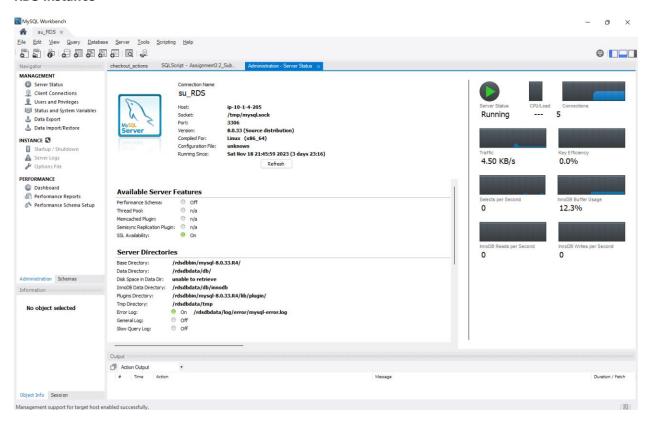**Payment Status during Membership Checkout by Device**

■ Failed   ■ Successful

3.5K	
3K	3.09K
2.5K	1.21K
2K	
1.5K	1.24K
	0.17K
1K	1.89K
0.5K	1.08K
0	
mobile	desktop

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Most Common Error Type By Device

■ desktop   ■ mobile

Desktop users mainly encounter 'Incomplete Information' errors (71%) during checkout, followed by card declines (28%). Mobile users face more 'Incomplete Information' issues (88%) and fewer card declines (12%). This indicates the necessity for improvements in both desktop and mobile checkout processes. Enhancing the desktop experience will improve transaction success rates and customer satisfaction. For mobile users, a more intuitive and user-friendly interface redesign is crucial. This will likely decrease errors and align mobile checkout efficiency with, or surpass, the desktop experience, thereby boosting overall payment success rates and enhancing the user experience.

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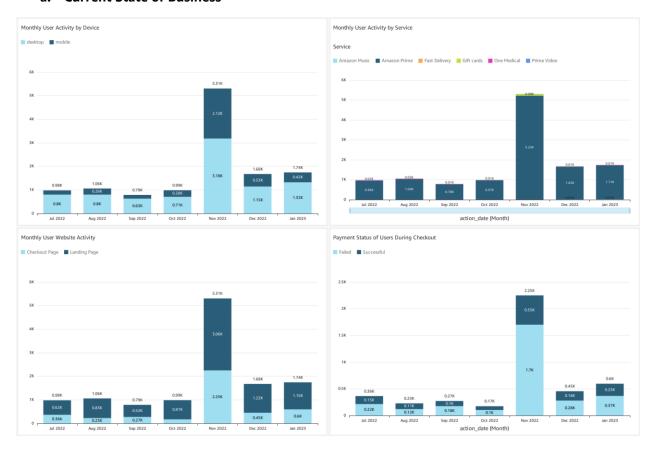
Appendix:

RDS instance

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Visualization Dashboard:

   a.   **Current State of Business**

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b. User Activity by Service

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c. Error Analysis

Payment Status for Users During Checkout

Most Common Error Type for Faced by Users during Failed Checkout

Payment Status for Users During Checkout

d. User Activity by Device

Website Activity by Device

Payment Status during Membership Checkout by Device

Website Activity for Mobile Users

Payment Status for Mobile Users During Checkout

Website Activity for Desktop Users

Payment Status for Desktop Users During Checkout

Most Common Error Type for Mobile Users

Most Common Error Type for Desktop Users

Most Common Error Type By Device

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Table A: Unique Error Messages Categorized

Card Declined
Your card was declined.
Your card was declined. Your request was in live mode but used a known test card.
Your card has insufficient funds.
Your card does not support this type of purchase.
An error occurred while processing your card. Try again in a little bit.
2046 Declined
Your card is not supported for this currency. Please use a Visa or MasterCard card
Your card is not supported.
Your card has expired.

Incomplete Information
lastName field is required
number field is required
year field is required
month field is required
State field is required
zip field is required
cvv field is required
firstName field is required
Your card's security code is invalid.
Credit card number: must be a valid credit card number.
Invalid account.
Invalid City
Your card's expiration year is invalid.
Your card's security code is incorrect.
Your card number is incorrect.
You have tried too many cards. Please try again in an hour.
Payment profile: cannot be blank.

Other
Chargify token not found
2070 PayPal Buyer Revoked Pre-Approved Payment Authorization
Coupon Code: 'PRIMEDAY25' - Coupon code could not be found.