usabilla + Clicktale®

Designing a checkout flow that converts

16 ACTIONABLE TIPS FOR A FLAWLESS CHECKOUT PROCESS

usabilla + Clicktale®

Contents

Introduction

If a customer browses your site and adds products to their cart, they have clearly shown the intention to make a purchase. At this point, you have to provide them with a seamless user experience that will motivate them to finish their order. Even the slightest improvement in the design of the checkout flow can have a significant impact on sales.

So what can you do to push your customers further down the funnel and complete purchases?

In this ebook, **Usabilla and Clicktale** have joined forces to provide you with **16 best practises to design a checkout flow that converts.** We have analysed the four key steps of the checkout process, as indicated in the image below, and outlined actionable tips that will help you improve UX and boost conversions.
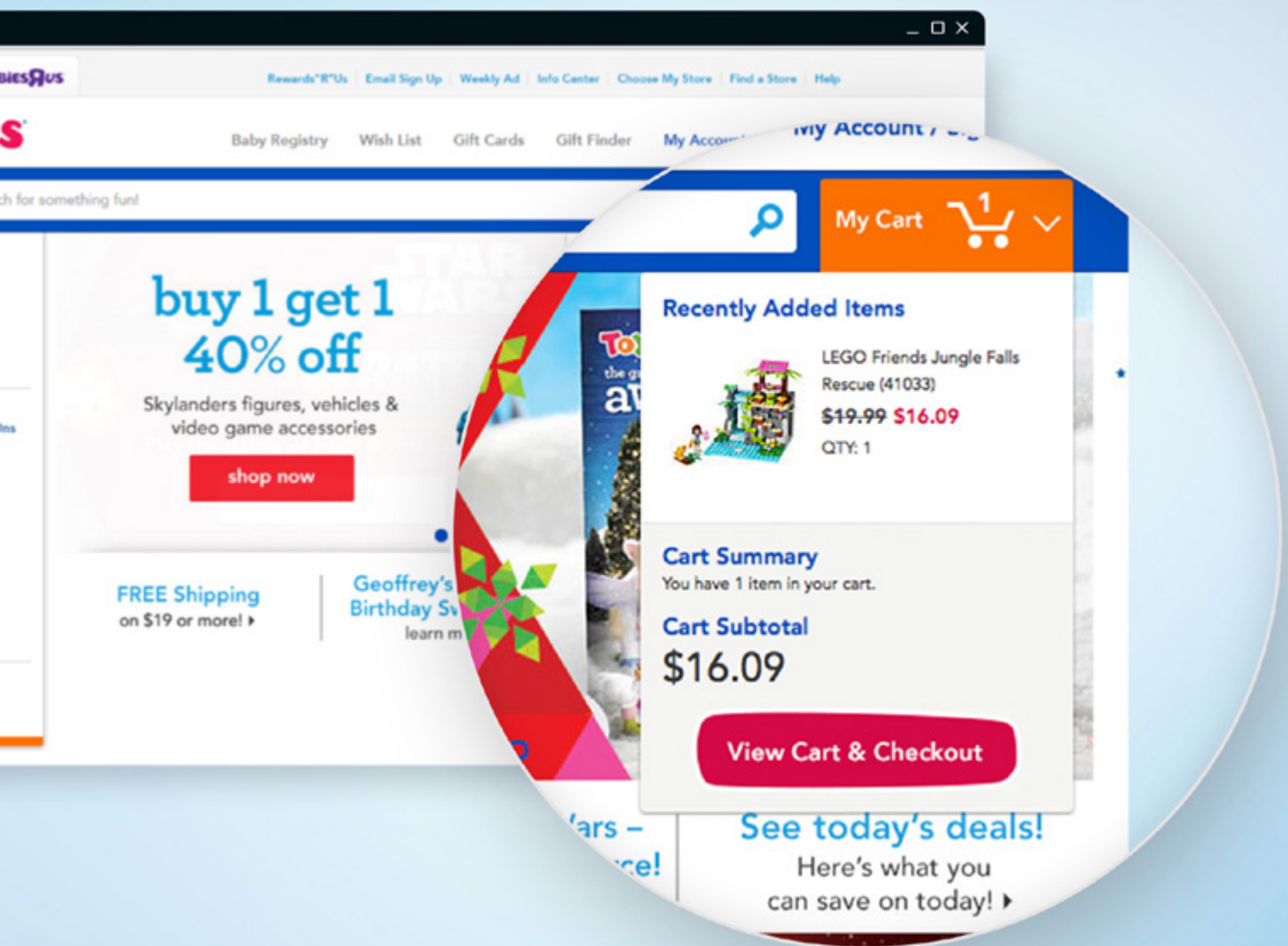
The Checkout Flow

Add to Cart

Login Page

Order Summary Page
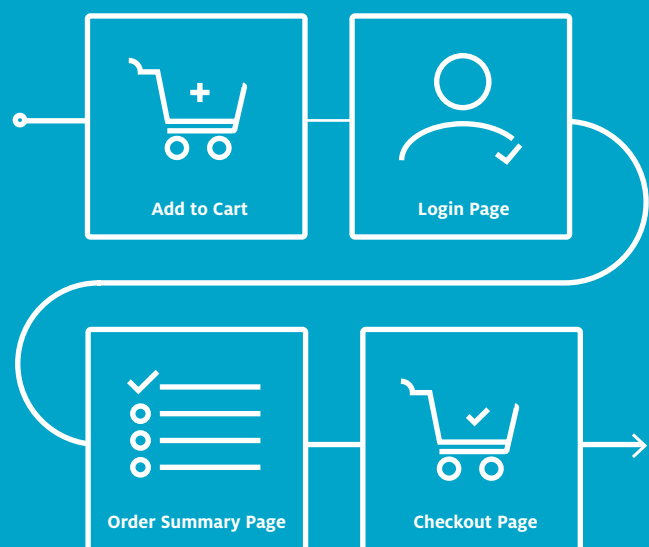
Checkout Page

Add to Cart

1. Add Quick View

Users tend to go back and forth in the checkout funnel, and many who go back don't convert. Add a "Quick View" of products in the cart **to make sure customers stay in the checkout flow and don't move between pages.**

2. Provide Wish Lists

Website visitors – especially new visitors - tend to add items they're interested in to their cart and only later return to edit, remove, or purchase. That's why you should add an 'Add to Favourites' or 'Add to Wish List' feature. **Leverage the wish list for marketing purposes** like product price change notifications or other incentives to encourage purchase.

3. Have a Clear "Add to Cart" Interaction

It should be extremely clear when a consumer has added something to their cart. This can be achieved by using animations. Additionally, the cart contents along with the "Checkout" button should remain visible until the user clicks somewhere else.
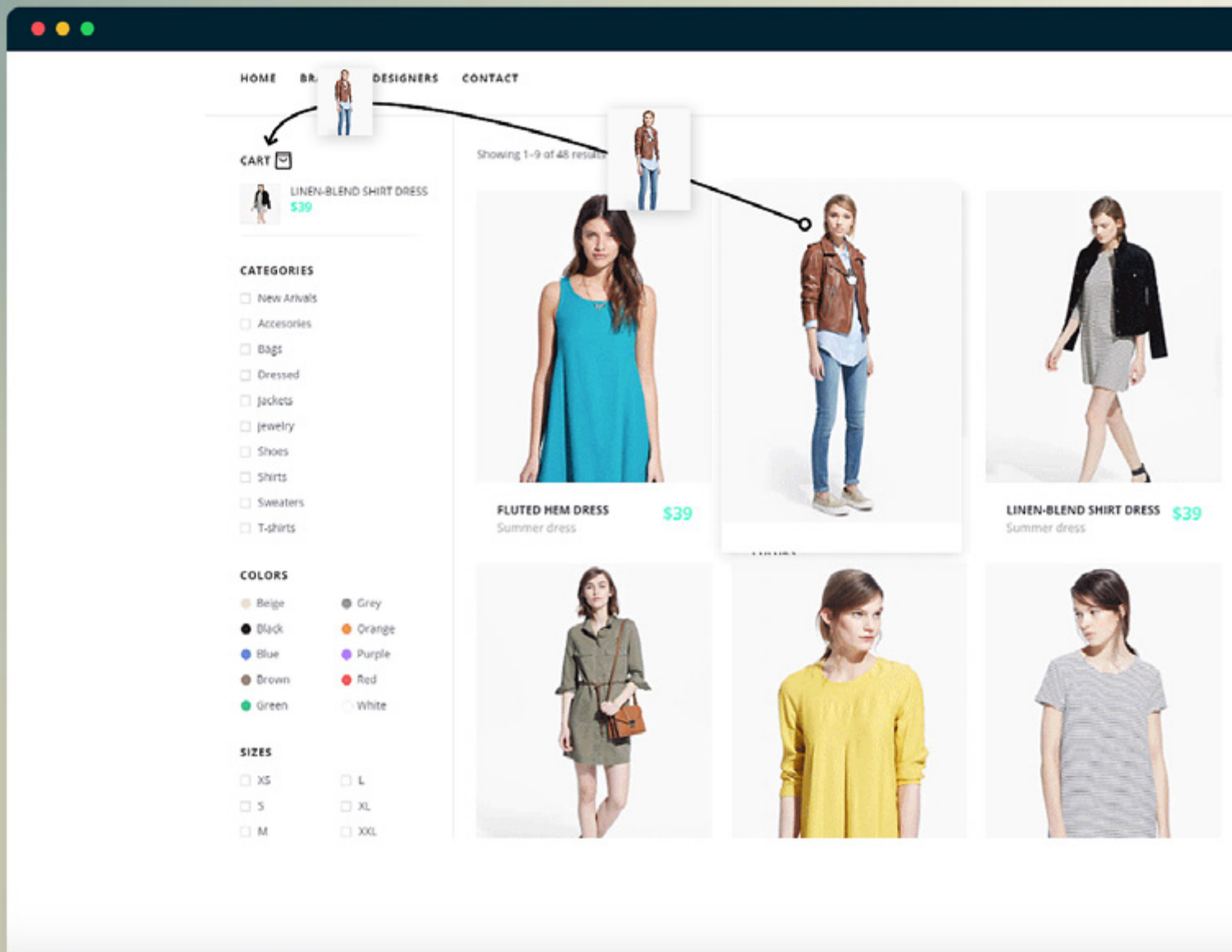
4. Create High Converting Calls to Action

According to internal Usabilla data, the highest converting CTA colours for eCommerce sites are **Red, Orange and Dark Blue.** Round corners also perform better. Copy-wise we recommend incorporating the word "Cart" instead of alternatives like "Add to bag" or "Buy online".

Login Page

1.Provide a Clear Distinction Between 'Sign In' and 'Sign Up' Forms

Too many websites place log-in and registration forms one above the other. ClickTale's Mouse Move Heatmap analysis of one such website showed that 37% of new visitors who actually wanted to create a new account started interacting with the "existing member" form. **Position forms side-by-side, with a very clear visual distinction between the forms.**

2. Add Show Password on Login Page Forms

On any device – but especially on mobile devices with smaller screens – form functionality must be crystal clear. To make it easier for visitors to sign in, **provide a "show password" option on password fields.** Spare your visitors the hassle of retrieving or changing forgotten passwords with confirmation mails that may take them out of the checkout funnel, just because they mistyped.

Sign Up
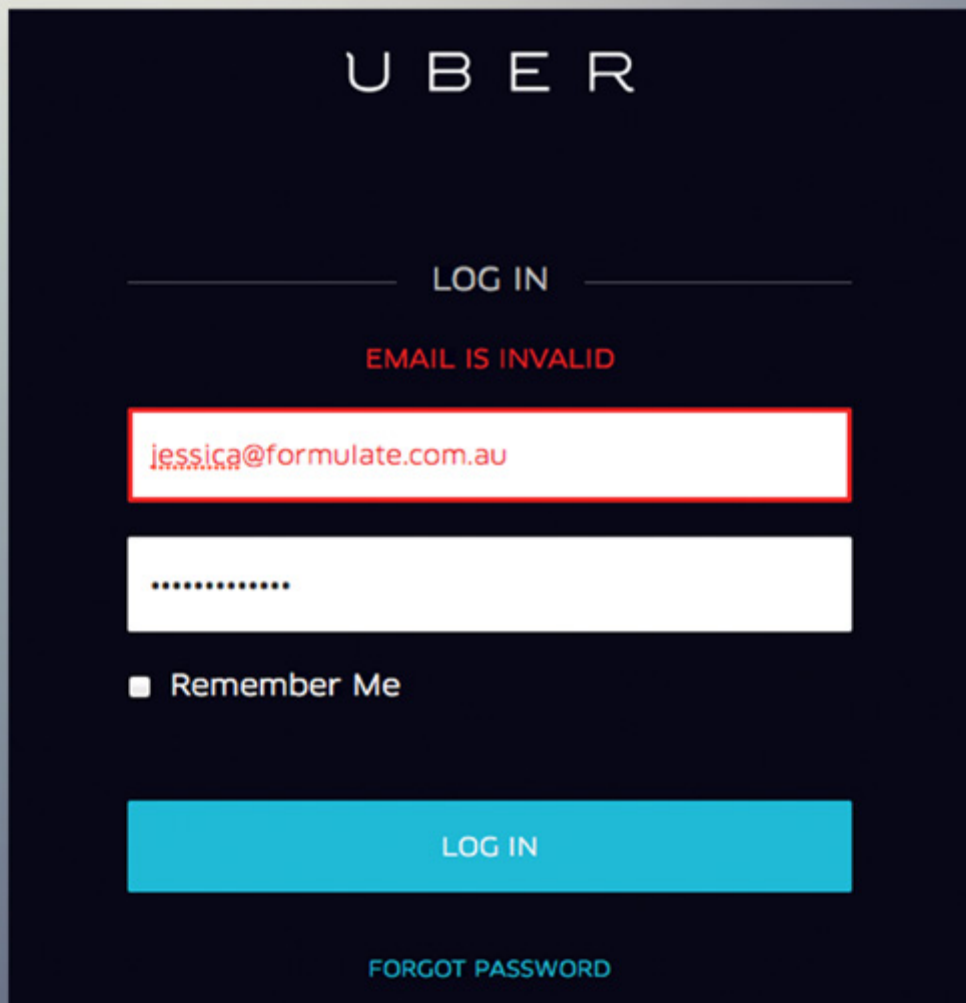
User Name

John Walter

Password

1234 56

Show password ◉

LOGIN

3. Balance security with usability

You want to provide your customers with a seamless user experience but still want to keep their accounts safe. This is especially important when dealing with incorrect login attempts. If they already an account and fail when logging in, **make sure you clarify whether the problem was with the username or the password. Additionally, place the "Forgot Password" link in a prominent place.**

4. Use Social Logins

Give your customers the option to login using their social media accounts. This **speeds up the registration process** and provides a seamless user experience. According to a study by Gigya on social login preferences, Facebook ranked number one, followed by Google+, Twitter and Yahoo.

Apart from the obvious user experience benefits, **you also get extra data about your customer.** Examples include a verified email address, age, gender, relationship status, interests and brands they like or follow. **Better data means better marketing decisions.**
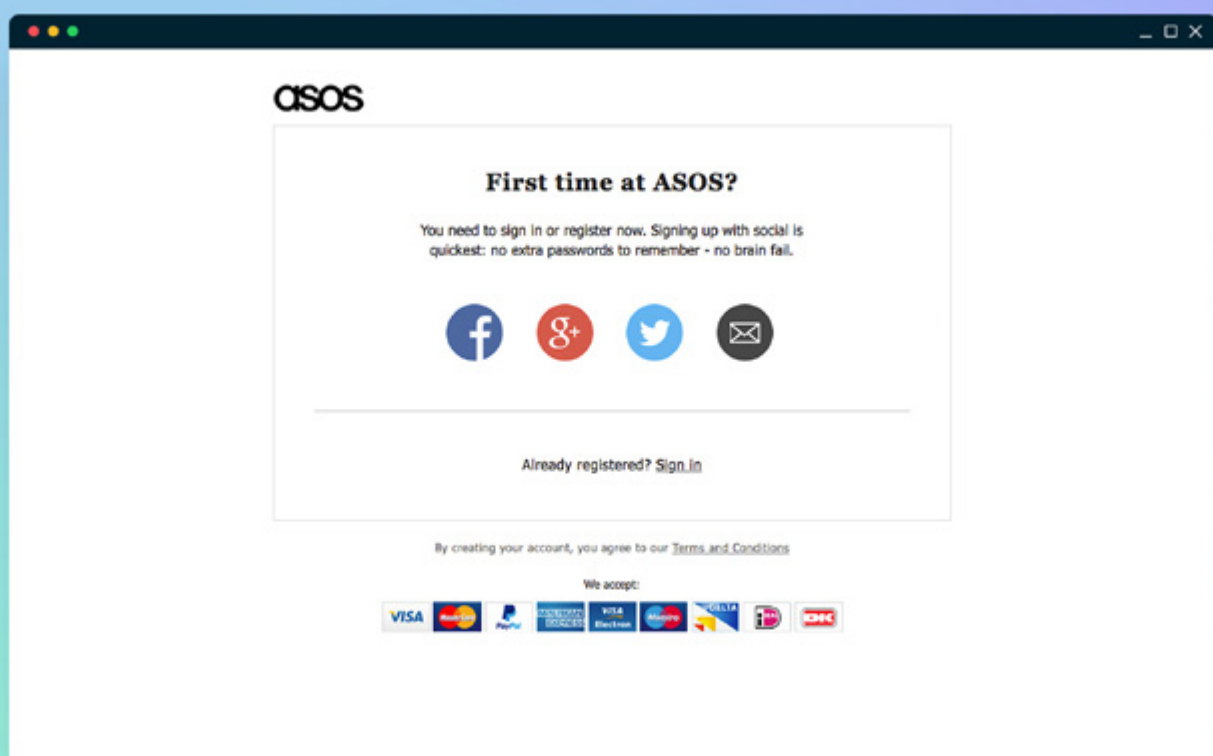
Order Summary Page

1.Remove Below the Fold Product Recommendations
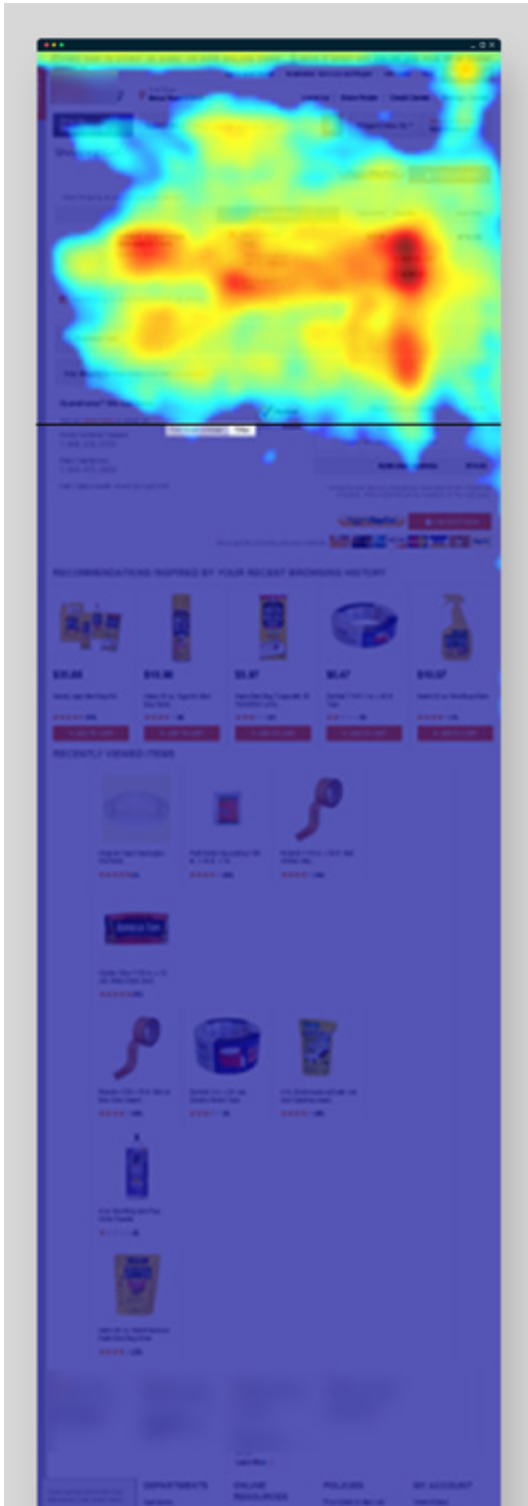
ClickTale's heatmaps show that visitors do not scroll down on the Cart Summary Page and ignore product recommendations positioned below the fold.

If you would like to include product recommendations on the Cart summary page, you should include them above the fold. Make sure not to distract visitors from the desired conversion path.

> ClickTale Mouse Move Heatmap revealing that customers do not interact with recommended products below the fold on the Cart Summary Page.

2. Allow to Edit Products in Cart

Directing the visitor back to the product page to change product size, color or quantity can divert them from completing their purchase. Keep customers moving forward to conversion by **adding an option to edit products in the cart directly from the Cart Summary Page on pop-up window.**

### 3. Test Checkout CTA's - Focus on Security

The colour and copy on your checkout CTA's are of crucial importance. It's common knowledge that the CTA should stand out from the rest of the page and create contrast. **Carry out A/B tests both on the colour and copy to determine what works best for you.** Below is an example of a CTA button from John Lewis that pushes the customer further down the funnel by emphasizing the security of the site.
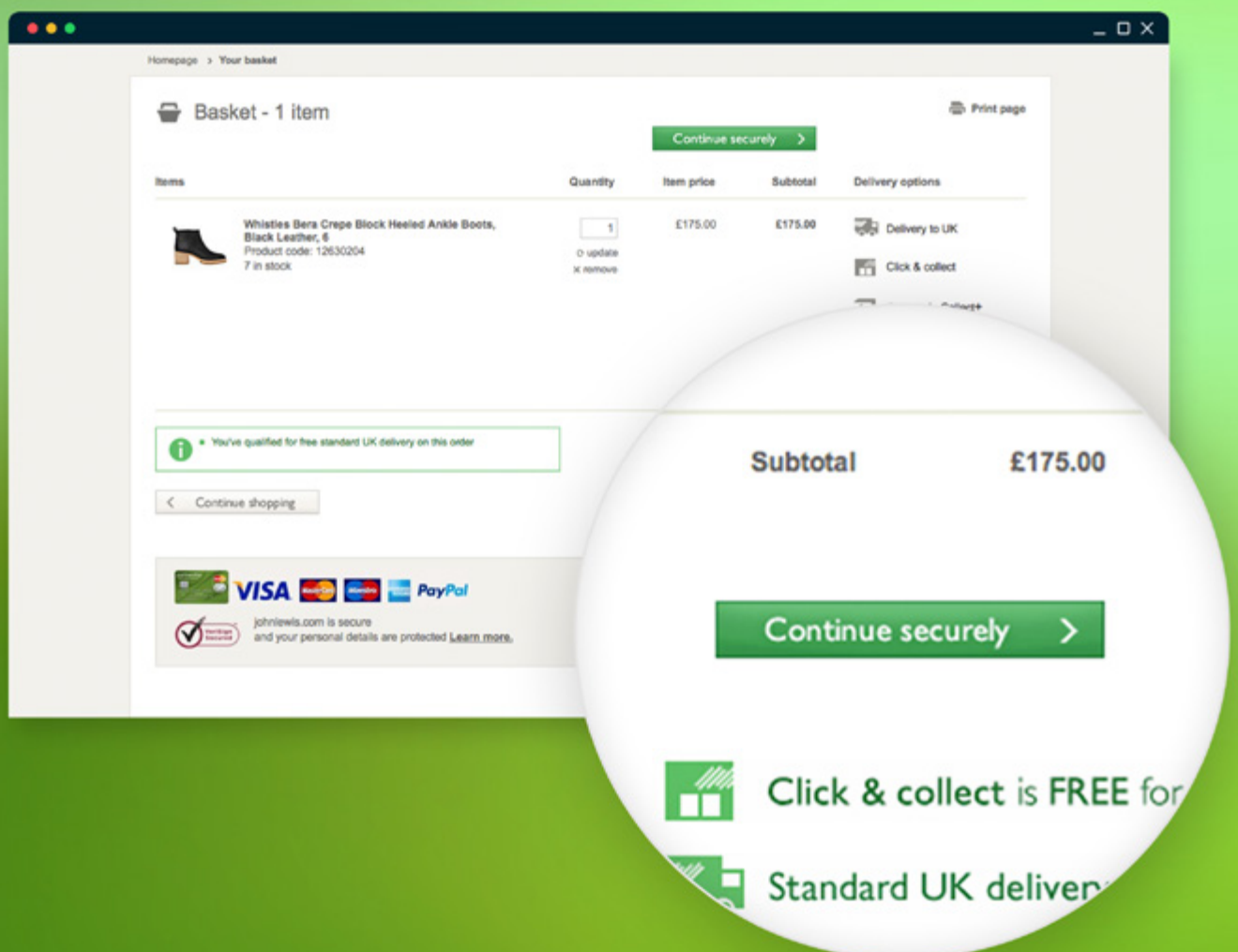
4. Provide a Clear Cart Summary

Key principles for displaying cart contents are clarity and control. It should be easy and obvious to understand what is in the cart and what the final cost is including shipping and taxes. **Surprise costs down the line make people abandon carts.**
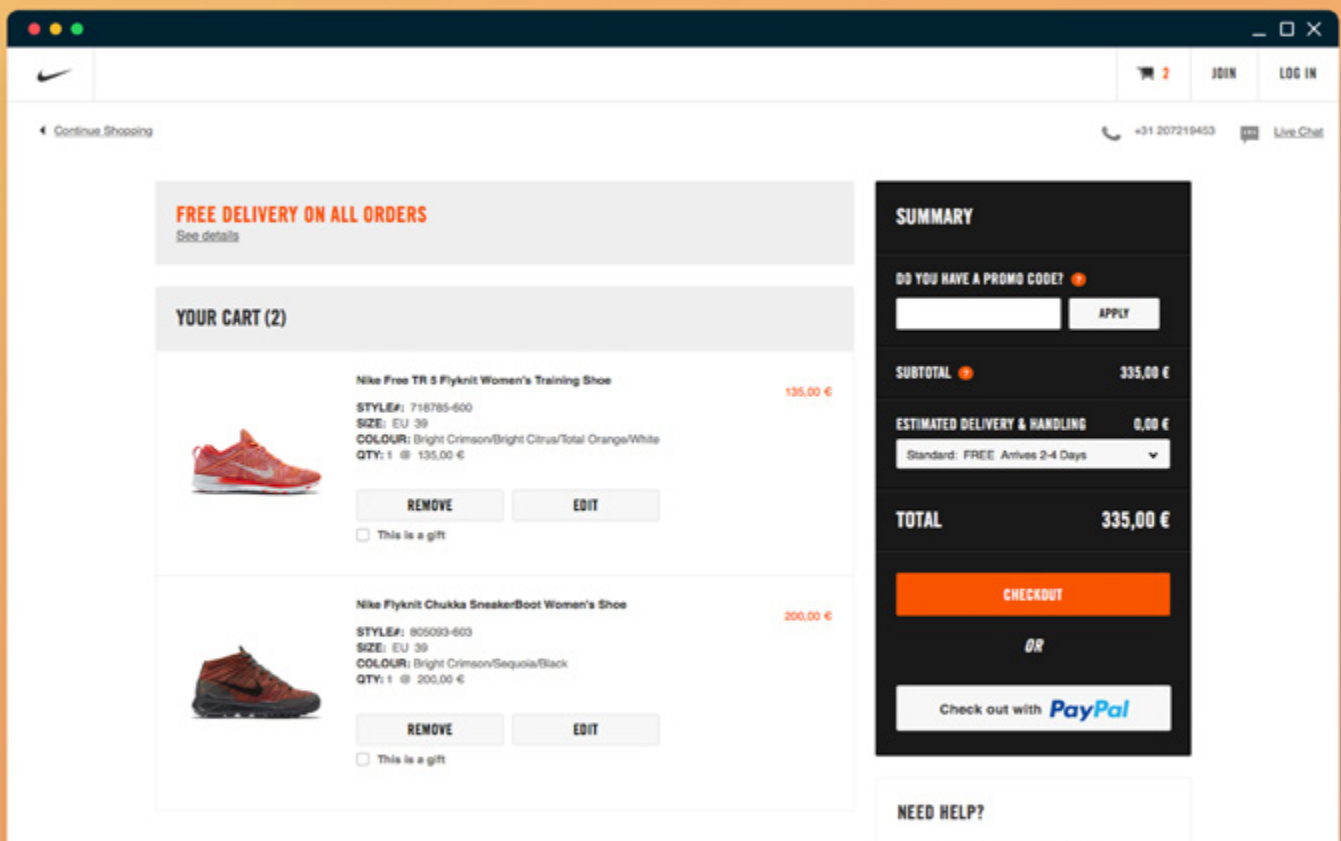
Checkout Page

1. Add Order Summary to Checkout Flow

Non-converting shoppers (on desktop and mobile) are often observed going back to view their orders. ClickTale analysis found that less than half of these visitors continue to place an order. **To avoid losing visitors that want to review their order, add an order summary to the checkout flow.**

Checkout Page

2. Implement Exit Surveys

Understanding why your customers are not completing their purchase is crucial to lowering shopping cart abandonment rates. Analytics show you the "what", **user feedback shows the "why".** Add an exit survey with a solution like Usabilla on your checkout page to gauge why your customers are leaving. Usabilla clients increased conversions by **20%** when carrying out exit surveys and making requested improvements.
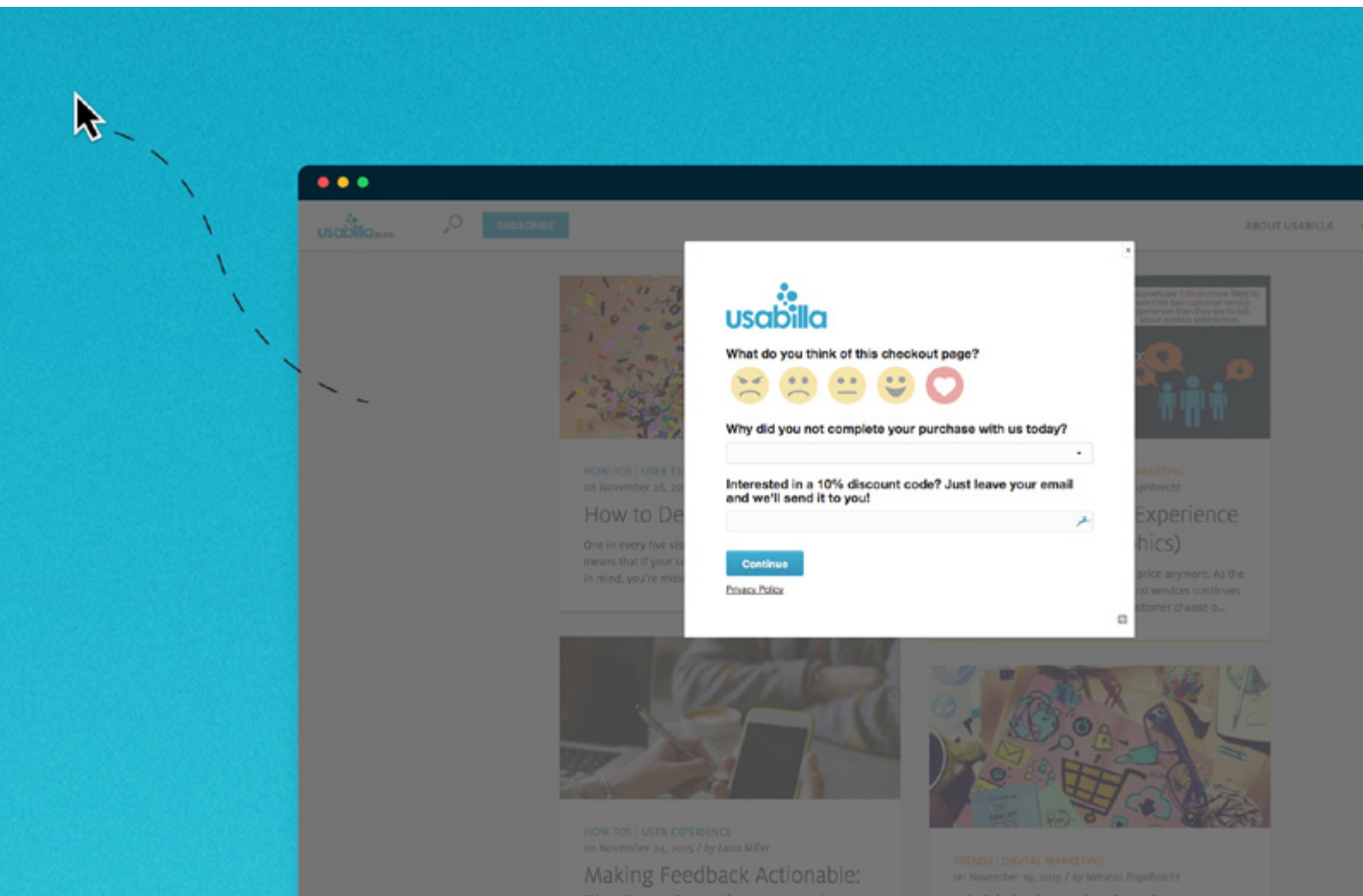
3. Auto-format All Number Inputs

When asking for address, credit card details or phone numbers **don't let customers struggle with number input** on their way to completing their purchase. Auto-format all number inputs or provide visitors with a clear format example.

4. Ask For Credit Card Info Last

Once people start doing something, they feel like they should finish. If the consumer has already entered their name, email and shipping details, they are more likely to continue to the last step: the billing information. Motivate your customers to complete the purchase by asking for credit card info last.

According to a recent study by Statista, **17% of users did not complete their purchase as a result of security concerns.** Put your customers at ease and push them further down the funnel by including security badges.
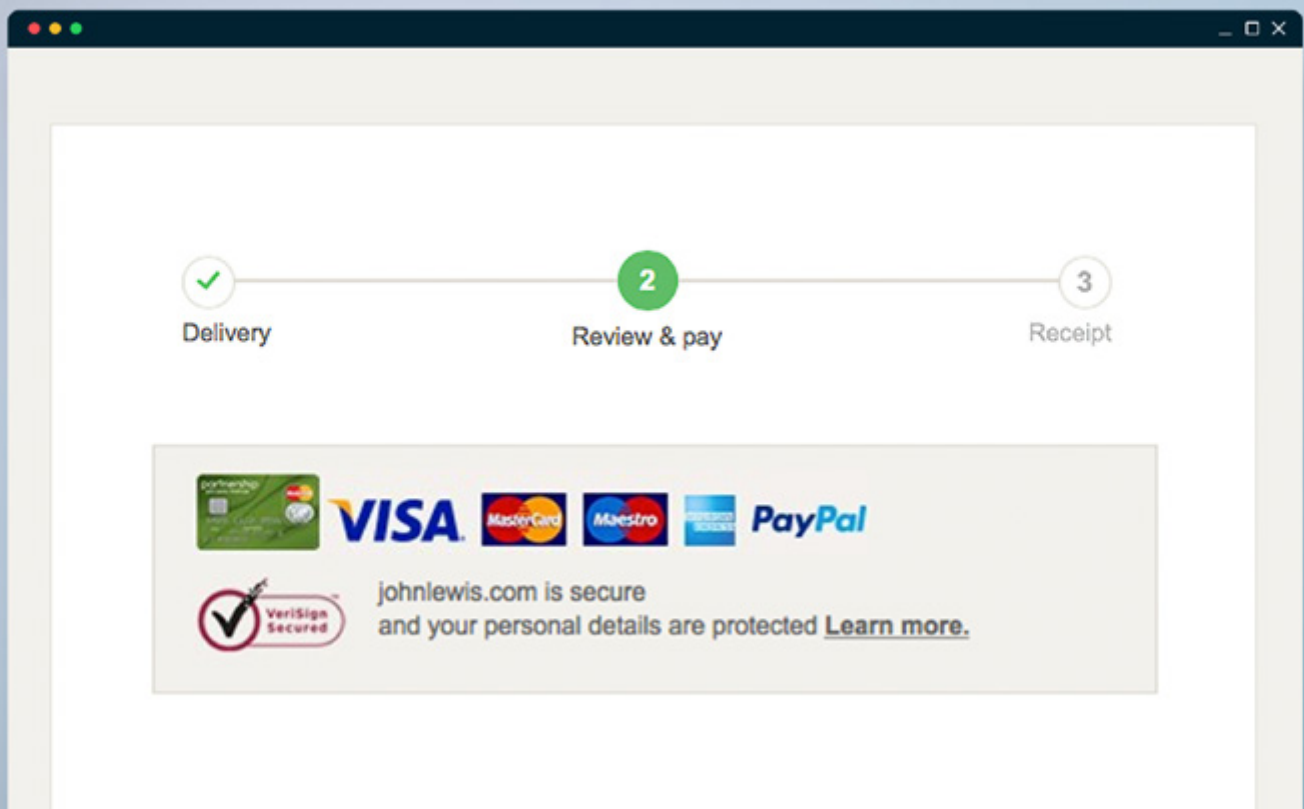
Improve your checkout flow with Usabilla & Clicktale

More touchpoints. More insight.

usabilla

Usabilla helps brands like HP, Adidas, Philips, Booking.com, Lufthansa, KLM and The Economist to improve the performance of their websites, apps and emails with live user feedback. Over 20,000 clients worldwide use our Voice of Customer solutions to improve user experience, increase conversions and boost customer satisfaction.

Learn More

Clicktale®

ClickTale's enterprise-grade solution analyzes visitors' in-page activity and produces visual insights, including data-rich heatmaps and individual session playbacks, enhanced by a dedicated team of customer experience consultants and web psychologists ensuring business success.

Learn More
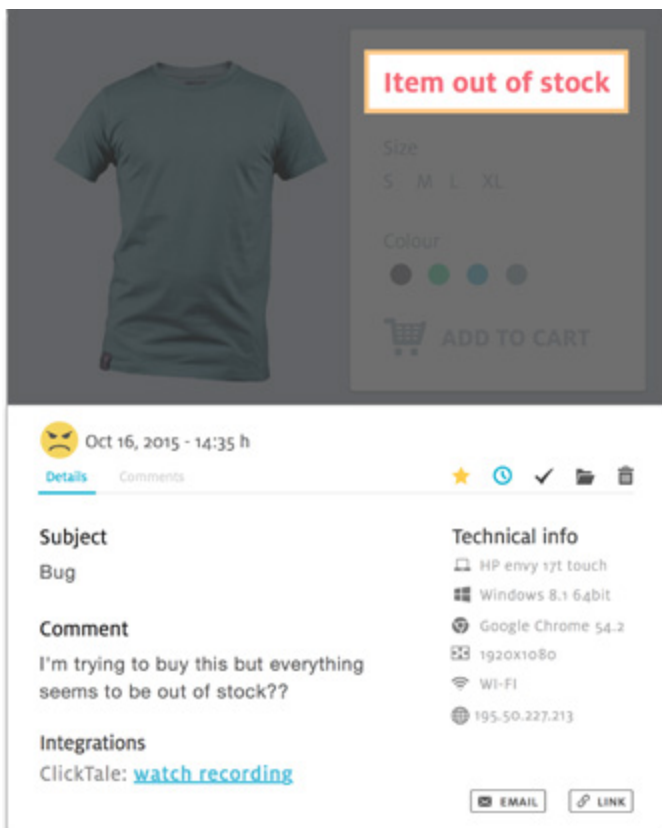
Usabilla - ClickTale Integration

The Usabilla - ClickTale integration gives you further insights into why your customers aren't converting. With each Usabilla feedback item received, you can access the respective Clicktale session playbacks. This enables you to contextualize the feedback given and visualize the complete customer journey.

With this integration, you can better understand what barriers your customer is facing, identify areas for improvement and ultimately provide a seamless user experience.