

A REVIEW OF 10 AUSTRALIAN WEBSITES

WOMEN'S FASHION ONLINE CHECKOUT USABILITY REPORT

How are Australian women's fashion online retailers optimising their checkout pages and processes for more conversions?

FIRST.

FIRSTDIGITAL.CO.NZ



CHECKOUT USABILITY INDUSTRY REPORT

This report offers best practice advice about how your ecommerce site can reduce checkout abandonment rates. The list of core elements is intended to serve as a good practice framework for you to build from depending on your unique business and audience needs.

Set out across seven sections, this practical information will help guide you on which checkout page elements are needed to increase transactional conversion rates of your ecommerce site.

In this report, we've evaluated real-life examples of women's fashion online retailers in Australia to examine how these sites are providing their shoppers what they need to make an informed, confident purchase decision.

The WOMEN'S FASHION ONLINE RETAILERS are:

General Pants Co.

WITCHERY

 **birdsnest**

SABA
JEANSWEST
SPORTSCRAFT
portmans

sussan

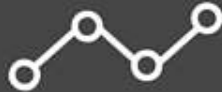
 **Just
Jeans**

 **Sportsgirl**

REPORT METHODOLOGY



Conversion Experience Scoring (CXS) is a methodology developed by FIRST to provide a relative measure of the onsite customer experience. CXS is a percentage based indication of how well a company utilises conversion best practices on its website's checkout pages.



FIRST went through the checkout process of each site to find out how easy or hard it is to complete the process used by the online retailers.



We evaluated the websites on the basis of the importance of each element in assisting online conversions and the presence of each element in the website's checkout pages. We then ranked the websites alongside their competitors based on the scores. We also ranked the different sections to find out which sections of the checkout process websites are strong and weak at.



The overall scoring shows the opportunity size the company has to address on conversion issues, to engage more visitors and ultimately increase the number of leads and sales.



Just
Jeans

portmans

WITCHERY

JEANSWEST

birdsnest

SPORTSCRAFT

SABA

sussan

SportSoul

General Pants Co.

THE WINNERS

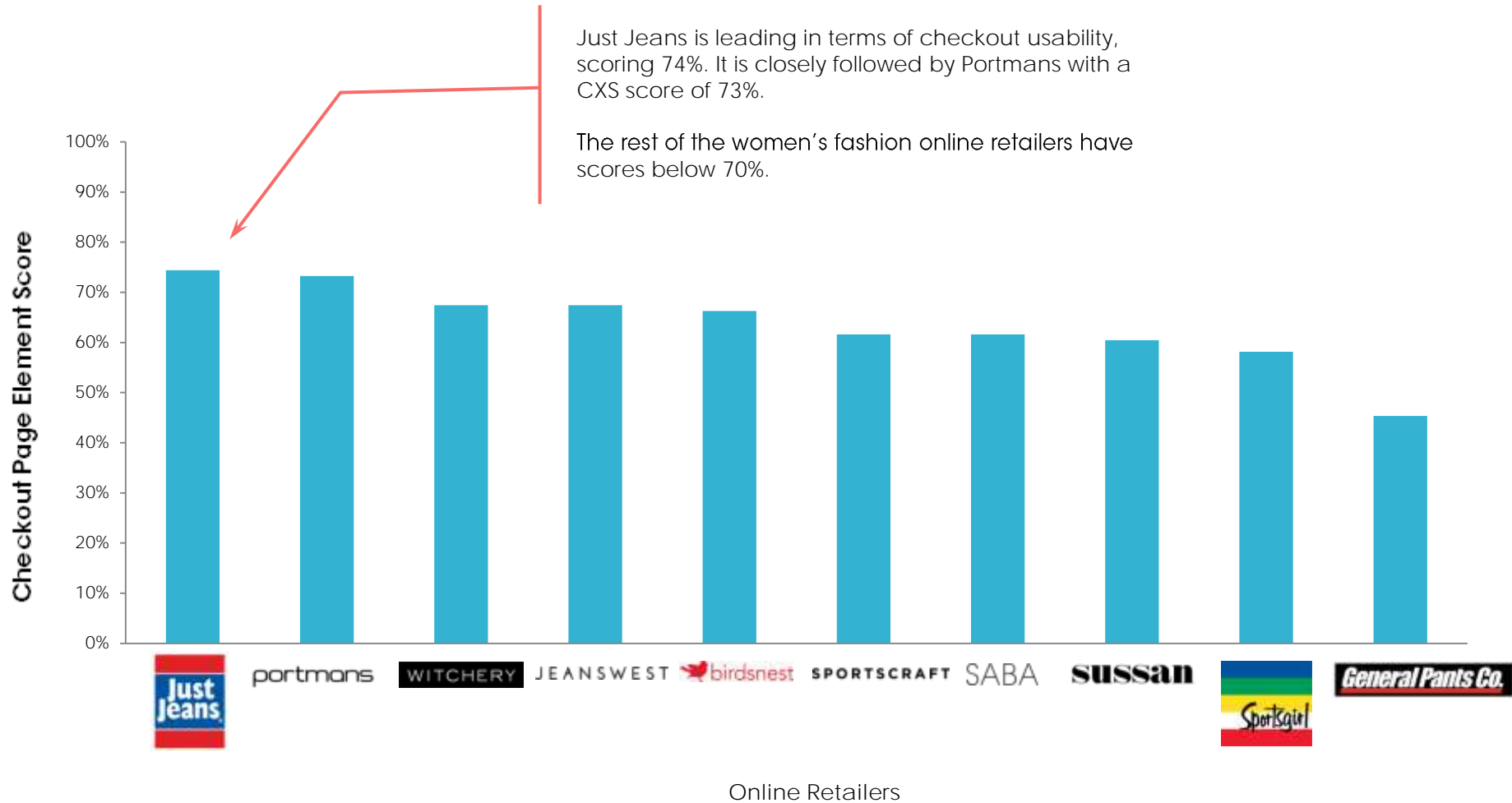
REPORT FINDINGS

Rankings

- Just Jeans took the lead in having most of the conversion elements on its checkout pages compared to the other retail sites. It was closely followed by Portmans. Lagging behind were the rest of the sites with CXS scores of less than 70%.
- All sites had most of the elements in the Login and guest checkout pages present. However, they did poorly in how their pages were designed as well as their shopping cart pages with scores below 60%.



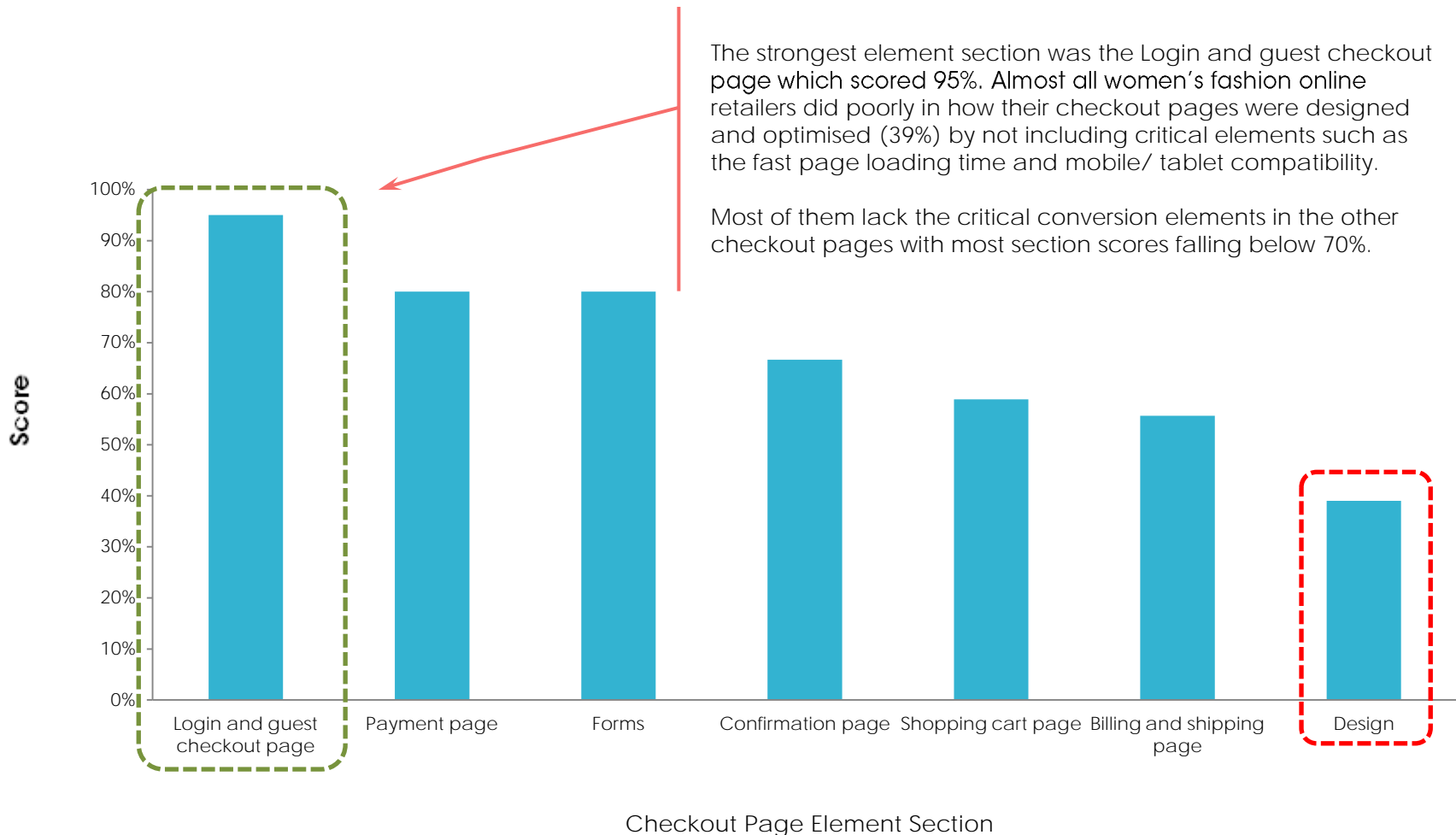
Online Retailer CXS Rankings



Checkout Page Element Section Score Rankings



In order to identify which section the selected online retailers is strong at, FIRST gave a score (Element Section Score) for each section based on its presence on the website's checkout pages.



REPORT FINDINGS

Design

- Only Portmans, Just Jeans and Witchery removed their main navigation bar and footer from all the checkout pages. These sites included relevant information and links such as customer service information, privacy policy and delivery and returns policy. You can easily get your customers through the purchase if you minimise distractions on your checkout pages.
- 4 out of 10 sites did not have a clearly defined progress indicator. There was still room for improvement in making the process more clear and appear simple. This can include a step or state change to highlight which step of the checkout process customers are currently in. You can include a change state on rollover or highlight the breadcrumb trail.
- Only 5 out of 10 sites were mobile and tablet responsive. With more online purchases coming from smart phones and tablets, it's more important than ever that your site uses responsive design practices that help your customers complete their purchase faster and with less tedious scrolling.
- None of the sites had fast page loading time. Loading time is a major factor to cart abandonment. Online customers today are increasingly becoming more demanding and less patient and would not think twice about leaving your site and head to your competitor to make the purchase if you make them wait a few seconds longer.



REPORT FINDINGS

Forms

- All of the sites had simple forms that only asked the necessary information.
- Most of the sites had auto-complete suggestions. This made it easier and faster to complete the forms.
- Only Portmans and Just Jeans provided form field descriptions and input examples. Clearly explaining why information is needed will help your customers feel more comfortable providing it and reducing the chances of them abandoning the purchase.
- All of the sites provide visual indication of errors or missing fields. Although all of the sites prompted customers for valid inputs, there was still room for improvement to make the customer experience better. You can try using examples together with the error message or clearly communicating error messaging as soon as the error was detected or suggesting steps to correct it.



REPORT FINDINGS

Shopping cart page

- Only 6 out of 10 sites provided customers an option to save items to their wishlists to purchase at a later time. You can prevent customers from completely abandoning their shopping carts by offering this handy option to hold on to their items without having them in the shopping cart or being removed from the checkout process just to register.
- The shopping cart should clearly display availability information. This should have already been displayed on the product page, but must also be shown in the shopping cart page so customers have another chance to check if the item will be delayed. If there are chances that the item will not be shipped immediately or within 24 hours, inform the customers in the shopping cart page as well as in the shipping or delivery page of the checkout process.
- Only Portmans and Just Jeans didn't offer free shipping. The rest of the sites offered free shipping either on all orders within Australia or for orders over a certain spend amount. These sites displayed this prominently on their checkout pages. The mention of free shipping provides customers an incentive to add more items to their cart. Apart from placing this offer in a consistent area on each page, you can also highlight the potential savings for your customer. Make this messaging as direct as possible. Do the math for your customers and tell them exactly how much more they need to spend.
- Only General Pants didn't provide information on shipping methods. The checkout process is not just about getting information from your customers, it's also about giving information to them. It is important to inform customers of shipping options and how long each option would take. Some may want in-store pickup or have preferences when it comes to the shipping company.



REPORT FINDINGS

Shopping cart page

- Only Portmans and Just Jeans cross-sold other products on this page. Upselling or cross selling when done right helps customers find more value than what they were expecting. Make sure to recommend products that are relevant to your customers based on their purchase behaviour and other key customer data.
- Only Witchery, Birdsnest, Sportscraft, Jeanswest and Saba included the original prices for sale items. None of the retail sites indicated how much the customer saved. Even if your customers already know that they're purchasing something on sale, reminding them of their savings can reassure them that they are getting a good deal from you and prevent them from thinking twice about completing the purchase.
- Only Witchery included a CTA to continue shopping from the the checkout page. With the other retail sites, once you've selected checkout from the product page you are directed to the shopping cart page and are unable to continue shopping from this page and from other pages in the checkout process. The 'Continue shopping' CTA must be available for your customers to easily return to product information after adding items to their cart instead of taking them out of the checkout process and forcing them to go to other pages or use site navigation.
- None of them have live chat. An online chat system can provide your customers immediate access to help during the checkout process. By having questions or issues immediately addressed eliminate chances of your customers bouncing away from your site and ensure that full shopping carts make it through check out.



REPORT FINDINGS

Login and guest checkout page

- All retail sites made it easy for existing customers to login or new customers to sign up.
- Only General Pants asked for the full name and email address from guest customers. They didn't indicate the purpose nor benefits for giving the information.
- It is best to briefly summarise the benefits of registering or giving personal information such the name and email address at the beginning of the checkout process. Point out benefits such as easy order tracking, easy re-orders or quicker checkout next time.
- Only Sportscraft, Jeanswest, Saba and Sussan had loyalty programs for their customers. Being part of a club or having exclusive membership is a great way to grow customer relationships.



REPORT FINDINGS

Payment page

- General Pants, Sportscraft, Jeanswest and Saba didn't display security seals or trustmarks. Let your customers know that your site is a secure and trusted place to carry out financial transactions and provide personal information.
- All retail sites provided different payment options.



REPORT FINDINGS

Confirmation page

- Only Birdsnest didn't display the order confirmation number on this page. Customers want to verify that the order was submitted successfully. Providing the order confirmation number can help customers track their orders and have it on hand when they need to contact customer service.
- Only Just Jeans, Sportscraft, Saba and Portmans allowed customers to easily print a PDF version of the page or the receipt. Even if your customers will receive a confirmation email, make sure that your order confirmation pages have links to a printable version or the page itself is printable. This is another way to give good customer service by making it easy for your customers to have all the necessary information they need without having to take extra steps.

Confirmation email

- All of the retail sites sent an order confirmation shortly after the transaction. Customers would appreciate receiving all the important information about their purchase and knowing that the items are on the way.
- Only Just Jeans and Portmans cross-sold products in their emails. Cross-selling or making product recommendations in the order confirmation email may be a better strategy for your repeat customers as opposed to new ones. Alternatively, you can ask your new customers to connect with you via social media.
- Only Birdsnest, Sportscraft, Saba and Sussan didn't include links to their social media accounts. Tapping into your customer's excitement about the purchase and asking them to share that purchase experience in their social networks is a great way to get free exposure and provide social proof for your brand. You can extend the relationship with your customers by asking them to follow you on social media.
- Only Witchery, Sportscraft, Saba, Sussan and Sportsgirl included the estimated arrival date in their emails.



REPORT FINDINGS

Other findings

- In the billing pages of Just Jeans and Portmans, a green check mark appeared beside the form fields once the correct information was inputted.
- Just Jeans and Portmans provided the reason for getting the email address and phone number through the information link displayed beside the form fields.
- The CTA copies that Just Jeans and Portmans used clearly specified the next step in the process (e.g. 'Continue to deliver options') instead of the generic 'Submit' or 'Continue' CTA copy.
- Just Jeans, Portmans, Birdsnest offered gift options and provided customers the option to wrap the item and include a personalised note.
- There were a lot of information in the form of text, images and icons in Birdsnest's checkout pages which made it appear cluttered and quite difficult to navigate through.
- Birdsnest had a pop up notification that appeared telling you which fields needed information or correction.
- Birdsnest had a pop up notification once you've selected an item for checkout. This told you that you've made a great choice with your item and allowed you to continue shopping or checkout. You were also given the option to make a note of why you picked the item by selecting from a drop-down box of options. More information could be added in the text box below this.
- Birdsnest and Saba sent an abandoned cart email reminder with links back to the checkout page.
- Jeanswest had an abandoned cart item pop up notification that appeared after a few minutes of inactivity to remind customers to checkout. They asked for the email address so they can send a reminder or the cart items to easily checkout at a later time.



Just Jeans Checkout Process Review



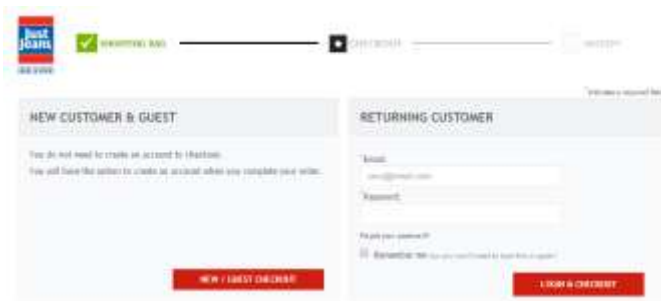
1. Shopping cart page



Shopping cart page

- You can enter the promotion code in the shopping cart page.
- You can easily update, delete and save items for later purchase from this page.
- For sale items, the original price and amount saved were not shown.
- The delivery method and estimated delivery date were prominently displayed.
- They cross-sold related products and displayed their best seller items.
- There was no call-to-action (CTA) button that allowed you to continue shopping from the page.

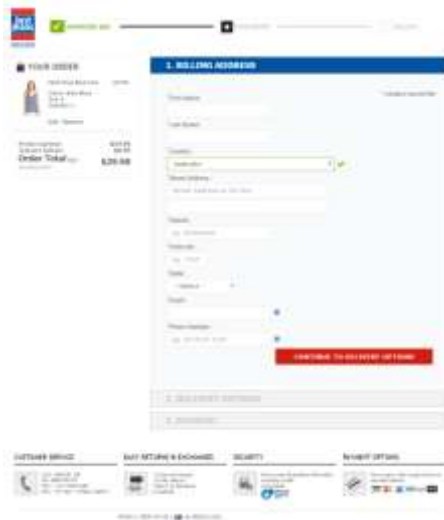
2. Login and guest checkout page



Login and guest checkout page

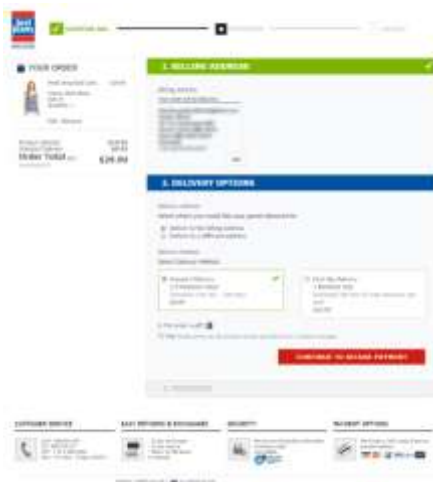
- You can easily check out as a guest.
- They removed the header, main navigation and footer from this page.

3. Billing page



The screenshot shows the '3. BILLING ADDRESS' step of the checkout process. On the left, a sidebar titled 'YOUR ORDER' displays a shopping bag icon, the item 'Just Jeans', and the 'Order Total' of \$29.00. The main content area contains a form for the billing address with fields for 'Country' (dropdown), 'Postcode' (text), 'Address' (text), 'City' (text), 'State' (dropdown), and 'Phone Number' (text). A green checkmark is visible next to the 'Country' field. A red button at the bottom reads 'CONTINUE TO DELIVERY OPTIONS'. At the bottom of the page, there are four sections: 'CUSTOMER SERVICE', 'FAST RETURN & EXCHANGE', 'SECURITY', and 'PAYMENT OPTIONS'.

4. Delivery page



The screenshot shows the '4. DELIVERY OPTIONS' step of the checkout process. The sidebar on the left is identical to the previous page, showing the 'Order Total' of \$29.00. The main content area has a green header '4. DELIVERY OPTIONS' and a green checkmark. It displays two delivery options: 'Standard Delivery' (estimated 3-5 business days, \$4.95) and 'Express Delivery' (estimated 1-2 business days, \$9.95). A red button at the bottom reads 'CONTINUE TO ORDER REVIEW'. The bottom navigation bar is also identical to the previous page.

Billing page

- They used a simple form that only asked the necessary information.
- They gave form field descriptions and input examples.
- They had visual indication of errors or missing fields.
- A green check mark appeared beside the form fields once the correct information was inputted.
- They provided the reason for getting the email address and phone number through the information link displayed beside the form fields.
- The CTA copy clearly specified the next step in the process instead of the generic 'Submit' or 'Continue' CTA copy.

Delivery page

- The billing address was automatically selected as the shipping or delivery address.
- They provided two delivery options and displayed the estimated delivery dates and costs for each option.
- They also provided an option for you to order the item as a gift and create your custom message (apart from hiding the price on the printed receipt).

5. Payment page



6. Confirmation page



Payment page

- They offered multiple payment options.
- The payment security seal was shown.
- They provided helpful form field descriptions and input examples.

Confirmation page

- The order number was shown on this page.
- The estimated delivery dates were prominently displayed. Aside from indicating the number of days, they also included the estimated calendar dates the item would arrive.
- They included information on what will happen next from this page.
- You can create an account and have the option to sign up to get email updates.
- A summary of the order appeared on this page.
- You can return to the homepage and print a copy of your receipt from this page.
- Other product recommendations were displayed at the bottom of the page.

7. Confirmation email



Confirmation email

- A confirmation email was sent shortly after completing the transaction.
- The order number together with other details were included in the email.
- They included one product recommendation in the email with an anchor text that links back to their site.
- They also provided tracking information in the email.
- Aside from the navigation links on the email header, they included image links at the bottom of the email which links to different product categories on their site.

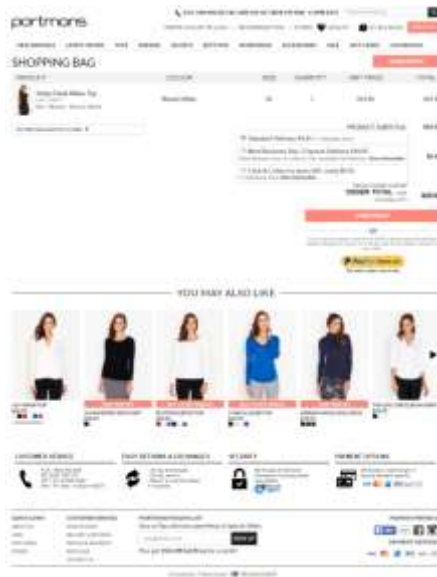
Additional observation

- They removed the header, navigation and footer from the checkout pages (excluding the shopping cart page) and included only relevant information such as their customer service details and their value proposition which included easy returns and exchanges, security guarantee and multiple payment options.

Portmans Checkout Process Review



1. Shopping cart page



Shopping cart page

- You can enter the promotion code in the shopping cart page.
- You can easily update, delete and save items for later purchase from this page.
- For sale items, the original price and amount saved were not shown.
- The delivery method and estimated delivery date were prominently displayed.
- They cross-sold related products.
- There was no call-to-action (CTA) button that allows you to continue shopping from the page.
- They didn't offer free shipping.

2. Login and guest checkout page



Login and guest checkout page

- You can easily check out as a guest.
- They removed the header, main navigation and footer from this page.

Portmans Checkout Process Review



3. Billing page

A screenshot of the Portmans checkout process, specifically the billing page. The page is titled "1. BILLING ADDRESS" and features a "YOUR ORDER" sidebar on the left showing a total of \$25.00. The main form area contains fields for "First Name", "Last Name", "Address", "City", "State", "Zip", and "Phone Number". A green checkmark is visible next to the "First Name" field, indicating it has been successfully validated. A red "Continue to Shipping" button is at the bottom right.

Billing page

- They used a simple form that only asked the necessary information.
- They gave form field descriptions and input examples.
- They had a visual indication of errors or missing fields.
- A green check mark appeared beside the form field once the correct information was inputted.
- They provided the reason for getting the email address and phone number through the information link displayed beside the form fields.
- The CTA copy clearly specified the next step in the process instead of the generic 'Submit' or 'Continue' CTA copy.

4. Delivery page

A screenshot of the Portmans checkout process, specifically the delivery page. The page is titled "2. DELIVERY ADDRESS" and features a "YOUR ORDER" sidebar on the left showing a total of \$25.00. The main form area contains a "Select a delivery address" dropdown menu, which is currently set to "123 Main Street". Below this, there are checkboxes for "Delivery to home address" and "Delivery to office address". A red "Continue to Shipping" button is at the bottom right.

Delivery page

- The billing address was automatically selected as the shipping or delivery address.
- They provided multiple delivery options as well as in-store pick up.
- They displayed the estimated delivery dates and costs for each delivery option.
- They also provided an option for you to order the item as a gift and create your custom message (apart from hiding the price on the printed receipt).

5. Payment page



6. Confirmation page



Payment page

- They offered multiple payment options.
- The payment security seal was shown.
- They provided helpful form field descriptions as to where to locate the needed card details.

Confirmation page

- The order number was shown on this page.
- The estimated delivery dates were prominently displayed. Aside from indicating the number of days, they also included the estimated calendar dates the item would arrive.
- They included information on what will happen next from this page.
- You can create an account and have the option to sign up to get email updates.
- A summary of your order appeared on this page.
- You can return to the homepage and print a copy of your receipt from this page.
- Other product recommendations were displayed at the bottom of the page.

Portmans Checkout Process Review



7. Confirmation email



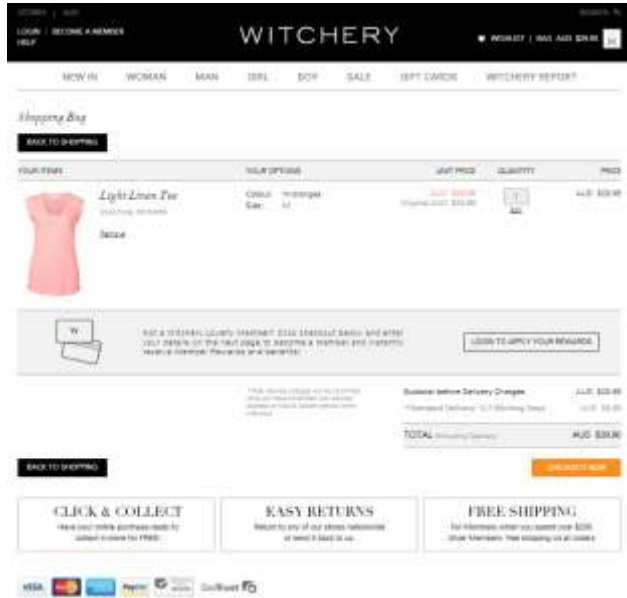
Confirmation email

- A confirmation email was sent shortly after the completed transaction.
- The order number together with other details were included in the email.
- They had site navigation links in the email.
- Other product recommendations were displayed with CTAs that direct customers back to the site.
- They also provided tracking information at the bottom of the page.

Additional observation

- They removed the header, navigation and footer from the checkout pages (excluding the shopping cart page) and included only relevant information such as their customer service details and their value proposition which included easy returns and exchanges, security guarantee and multiple payment options.

1. Shopping cart page



2. Login and guest checkout page



Shopping cart page

- The thumbnail of the item was big enough to be easily seen.
- You can easily update and delete items from this page.
- For sale items, the original price was shown.
- They offered membership to their loyalty program and allowed you to login to apply your rewards.
- The delivery method, cost and estimated delivery date were displayed before the total price.
- There was a call-to-action (CTA) button that allowed you to continue shopping from the page. It's colour is different from the checkout CTA.
- They prominently displayed their value proposition for customers which included – Click & Collect, Easy Returns and Free Shipping.
- They offered free shipping for orders over \$200 and on all orders for Silver Members.

Login and guest checkout page

- You can easily check out as a guest.
- They removed the header, main navigation and footer from this page.

3. Delivery page



4. Payment page



Delivery page

- They used a simple form that only asked the necessary information.
- They had a clearly defined progress indicator.
- There was 'Click & Collect' text box which was not clickable and was overlapping a part of the 'Delivery Address' text.
- You had the option to become a member and receive rewards for your future purchases.
- They had the product summary oddly placed at the bottom right hand side of each of the checkout pages.
- They didn't display other delivery options and estimated delivery dates.

Payment page

- The security seals/ trustmarks were visible on this page.
- They provided different payment options.
- You had the option to pay using a gift card.

5. Order review page



Order review page

- On this page, you were asked to check all the information you provided in the previous pages and make the necessary changes.
- They informed you that by clicking the 'Place Order' CTA you are making your payment.

Confirmation page

- The order number was shown on this page together with other order details.
- The estimated delivery dates were displayed.
- Their customer service information was shown below the payment details.
- The order summary section was still oddly placed at the bottom right hand side of this page.

6. Confirmation page



7. Confirmation email



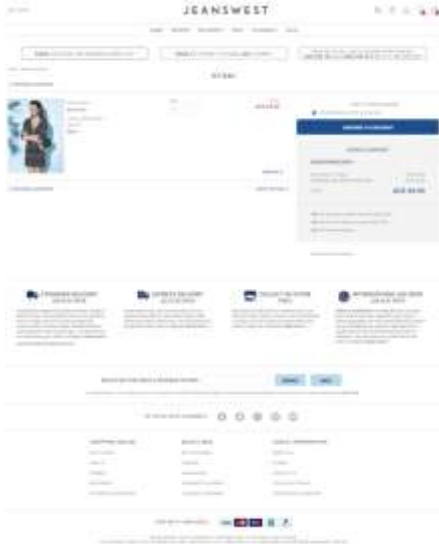
Confirmation email

- A confirmation email was sent shortly after the completed transaction.
- The order number together with other details were included in the email.
- The estimated arrival dates were shown at the top most section of the email.
- They included some frequently asked questions together with their clearly displayed customer service information.

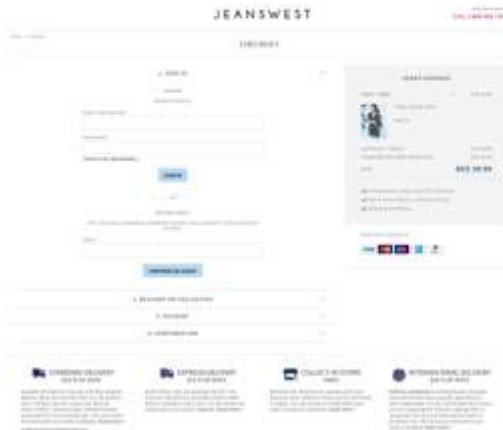
Additional observation

- They removed the navigation and footer from the checkout pages (excluding the shopping cart and confirmation pages).

1. Shopping cart page



2. Login and guest checkout page



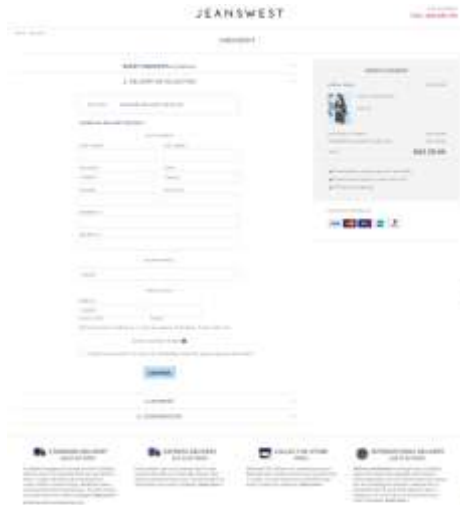
Shopping cart page

- You can easily update and delete items from this page.
- For sale items, the original price was shown but the original price was placed opposite the discounted price. Although the discounted price was in red, having the original price placed close to the item thumbnail can be quite confusing.
- You were asked to select a delivery method but they provided only one option which was standard delivery.
- You can enter the promotion code on this page.
- There was a call-to-action (CTA) anchor text link that allows you to continue shopping from the page.
- They prominently displayed their value proposition which included – free delivery on orders above \$75, free collect-in-store, free returns, flat rates for standard, express and international deliveries.

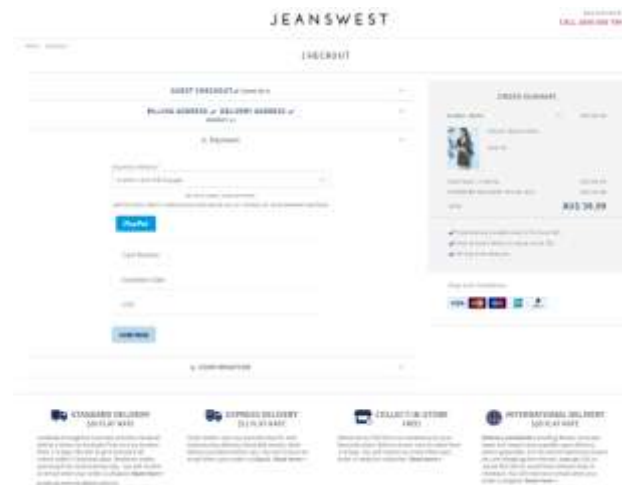
Login and guest checkout page

- They asked for your email address to be able to checkout as a guest.
- They indicated that you can join their rewards program during the checkout for exclusive savings.
- The order summary, value proposition and payment options were displayed on the right hand side throughout the checkout process.

3. Delivery page



4. Payment page



Delivery page

- You had the option to change the delivery method from this page. They provide this option but only allow you to choose their standard delivery despite indicating on the site that they offer in-store pick up.
- They used a simple form that only asked the necessary information.
- The mobile number was required to proceed to the next step.
- You have the option to create an account for rewards and easier online shopping from this page.
- They had visual indication of errors or missing fields.

Payment page

- The billing address was automatically selected as the shipping or delivery address.
- They offered multiple payment options.
- They didn't display the estimated delivery dates.
- There were no visible security seals or trustmarks.

5. Confirmation page



Confirmation page

- The order number was shown on this page together with a summary of the order details.
- There was no estimated delivery date displayed.
- You cannot return to the homepage nor print a copy of your receipt from this page.
- Half of the page was occupied by a form (with some fields pre-populated) for you to complete if you want to join their reward program and subscribe to receive emails from them.

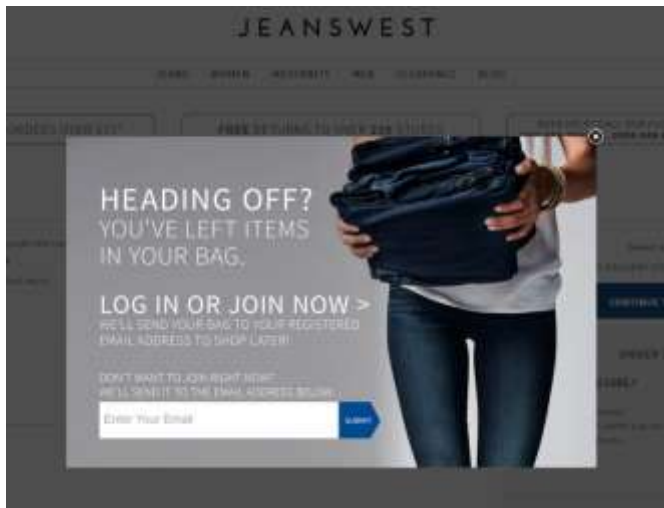
6. Confirmation email



Confirmation email

- A confirmation email was sent shortly after the completed transaction.
- The order number together with other details were included in the email.
- They didn't provide tracking information in the email.
- They included their customer service information, social media links and useful links at the bottom section of the email.

Abandoned cart item notification



Additional observation

- A pop up notification appeared after a few minutes of inactivity to remind customers to checkout. They asked for the email address so they can send a reminder or the cart items to easily checkout at a later time.

1. Shopping cart page



2. Login and guest checkout (on the same page)



Shopping cart page

- You can add a note beside your item.
- You can enter the promotion code in the shopping cart page.
- You can easily update, delete and save items for later purchase in this page.
- For sale items, the original price was shown.
- They included gift-wrapping for an additional charge.
- The delivery method and estimated delivery date were prominently displayed.
- There was no call-to-action (CTA) button that allowed you to continue shopping from the page.
- There were a lot of information in the form of text, images and icons that made the page appear cluttered and quite difficult to navigate through.

Login and guest checkout section

- You can checkout as a returning customer or a new customer on the same page. The options for this were located on the right hand side of the shopping cart page.

3. Billing and shipping page



Billing and shipping page

- They used a simple form that only asked the necessary information.
- They didn't give form fields descriptions and input examples.
- For errors in the form fields, there was a pop up notification that appeared telling you which fields needed information.
- They didn't provide multiple shipping options.
- You can easily set your billing details as your delivery/shipping details by clicking their 'Copy Billing Details' CTA.
- You can indicate special instructions for your order.
- The estimated delivery date was buried in the text on the right hand side and was not prominently displayed.
- The CTA copy used tells you what happens in the next step.

Payment page

- Security seals were displayed prominently on the page.
- They offered multiple payment options.

4. Payment page



5. Confirmation page



6. Confirmation email



Confirmation page

- The order number was not indicated on the page.
- The customer service information was displayed.
- The next steps after the purchase were shown on the page.
- They explained the benefits of joining their social communities beside the social media icons.
- You can register or sign up on this page for a faster checkout in the future.
- There was no way to easily print a pdf version of the page or a receipt from this page.

Confirmation email

- A confirmation email was sent shortly after the completed transaction.
- Details of the order were shown in the email.
- The order number was not clearly displayed and was placed at the bottom of the page.
- They also provided returns information at the bottom section of the page.

A screenshot of the Bird's Nest website. The top navigation bar includes the Bird's Nest logo, a search bar, and links for Home, Shipping, About Us, Contact Us, and My Account. A red star icon indicates a favorite item. The main content area displays a grid of clothing items, including a black tank top, a white tank top, and a black skirt. A shopping cart overlay is visible in the center, showing a black tank top with a price of \$10.00. The cart also displays a 'Continue Shopping' button and a 'Checkout' button. Below the cart, there is a section for 'Related products' and a 'Total' section showing a subtotal of \$10.00 and a total of \$10.00.

[illegible]

1. Login and guest checkout page



2. Shipping page



Login and guest checkout page

- After selecting check out from the product page, you are brought to the login and guest checkout page.
- You can easily login or check out as a guest.
- They provided an option for you to become a VIP customer and indicated the benefits and rewards of becoming one.

Shipping page

- They used a simple form that only asked the necessary information.
- They had a visual indication of errors or missing fields.
- They had a clearly defined progress indicator.
- The shipping address was automatically selected as the billing address.
- They asked you to select a delivery method but only one option was shown which was via Australia Post.
- The delivery cost and estimated arrival date were displayed.
- An order summary was shown with the original and discounted prices. However, you cannot make changes to your shopping cart from this page.
- There was no CTA to continue shopping from this page.

3. Billing page



4. Order review page



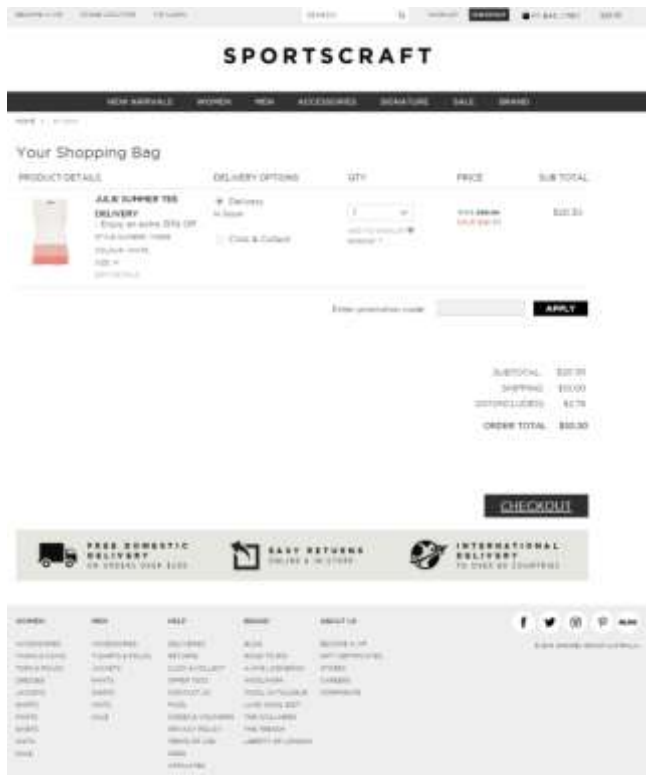
Billing page

- If you've selected the shipping address to be used for billing, the form fields on this page are pre-populated.
- You had the option to be included in their email and SMS marketing lists.
- You can enter gift certificate and promo codes from this page. You can also redeem vouchers and check balances from this page.
- They offered multiple payment options.
- There were no security seals or trustmarks displayed.

Order review page

- On this page, you're asked to check the information you have entered in the previous pages.
- An order summary is again displayed but you cannot make changes from this page.
- There was an 'Edit Bag' CTA on the page. Once clicked, you are brought to the shopping cart page to make the necessary changes to your cart items.

5. Shopping cart page

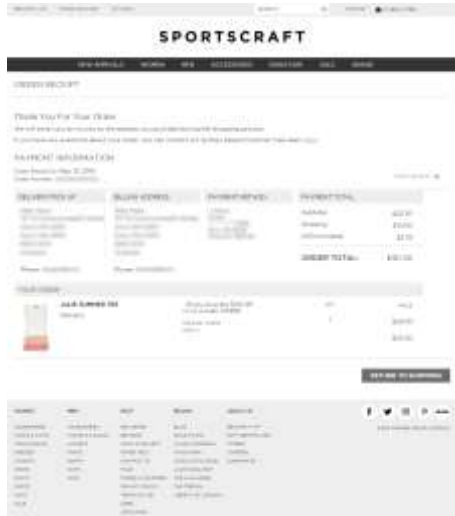


Shopping cart page

- You can enter the promotion code in the shopping cart page.
- You can easily update, delete and save items for later purchase from this page.
- For sale items, the original and discounted prices were shown.
- There were two delivery options you can choose from this page – delivery and click & collect. They indicated the stock availability of the item below the option.
- They indicated that they were taking an extra 30% off the item selected but the further price reduction was not reflected on the final cost. There was also no further information provided on the discount.
- There was no call-to-action (CTA) button that allowed you to continue shopping from the page.
- Their value proposition was displayed which included – free domestic delivery for orders over \$200, easy returns and international delivery.

• Upon selecting checkout, you are brought again to the login page. You login or choose guest checkout and are brought again to the first step of the process. Your details in the shipping page have been saved and form fields are already pre-populated. However, you need to enter your payment details again in the billing page before you can make the purchase.

6. Confirmation page



7. Confirmation email



Confirmation page

- The order number was shown on this page.
- A link to the their customer service information was shown on the page.
- The estimated delivery dates were not shown on this page.
- There was no option to create an account or sign up to get email updates.
- A summary of your order appeared on this page.
- You can continue shopping and print a copy of your receipt from this page.

Confirmation email

- A confirmation email was sent shortly after the completed transaction.
- The order number together with other details were included in the email.
- The estimated arrival dates were indicated.
- There was no customer service information nor social media links.

1. Login and guest checkout page



2. Shipping page



Login and guest checkout page

- After selecting check out from the product page, you are brought to the login and guest checkout page.
- You can easily login or check out as a guest.
- They provided an option for you to become a SABA VIP customer and indicated the benefits of becoming one.

Shipping page

- They used a simple form that only asked the necessary information.
- They had visual indication of errors or missing fields.
- They had a defined progress indicator at the top.
- The shipping address was automatically selected as the billing address.
- They asked you to select a delivery method but only one option was shown which was via Australia Post.
- The delivery cost and estimated arrival date were displayed.
- An order summary was shown with the original and discounted prices. However, you cannot make changes to your shopping cart from this page.
- There was no CTA to continue shopping from this page.

3. Billing page



Billing page

- If you've selected the shipping address to be used for billing, the form fields on this page are pre-populated.
- You have the option to be included in their email and SMS marketing lists.
- You can enter gift certificate and promo codes from this page. You can also enter gift certificate PIN numbers and check balances from this page.
- They offered multiple payment options.
- There were no security seals or trustmarks displayed.

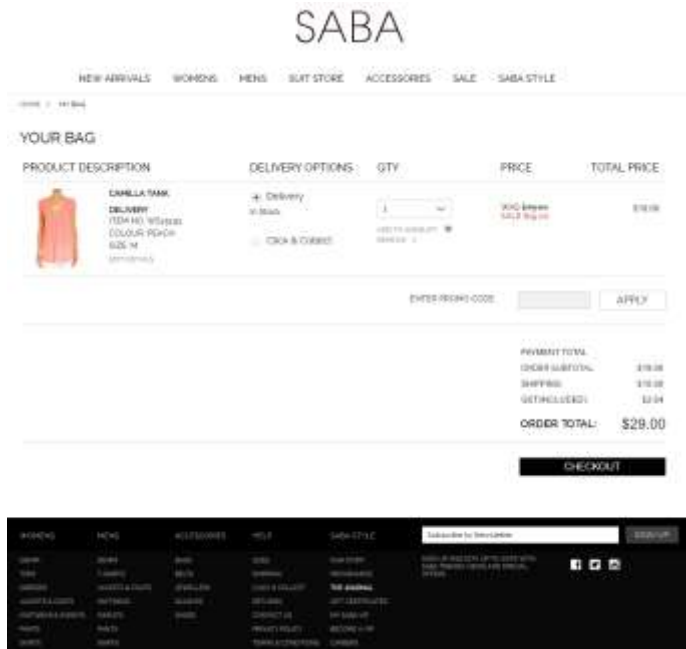
4. Order review page



Order review page

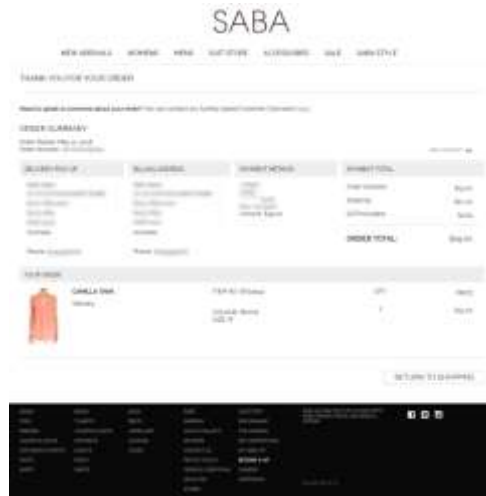
- On this page, you were asked to check the information you have entered in the previous pages.
- An order summary was again displayed but you cannot make changes from this page.
- There was an 'Edit Bag' CTA on the page. Once clicked, you are brought to the shopping cart page to make the necessary changes to your cart items.

5. Shopping cart page



Shopping cart page

- You can enter the promotion code in the shopping cart page.
- You can easily update, delete and save items for later purchase from this page.
- For sale items, the original and discounted prices were shown.
- There were two delivery options you can choose from this page – delivery and click & collect. They indicated the stock availability of the item below the option.
- There was no call-to-action (CTA) button that allowed you to continue shopping from the page.
- Upon selecting checkout, you are brought again to the login page. You login or choose guest checkout and are brought again to the first step of the process. Your details in the shipping page have been saved and form fields are already pre-populated. However, you need to enter your payment details again in the billing page before you can make the purchase.



Purchased another item

Shopping cart page



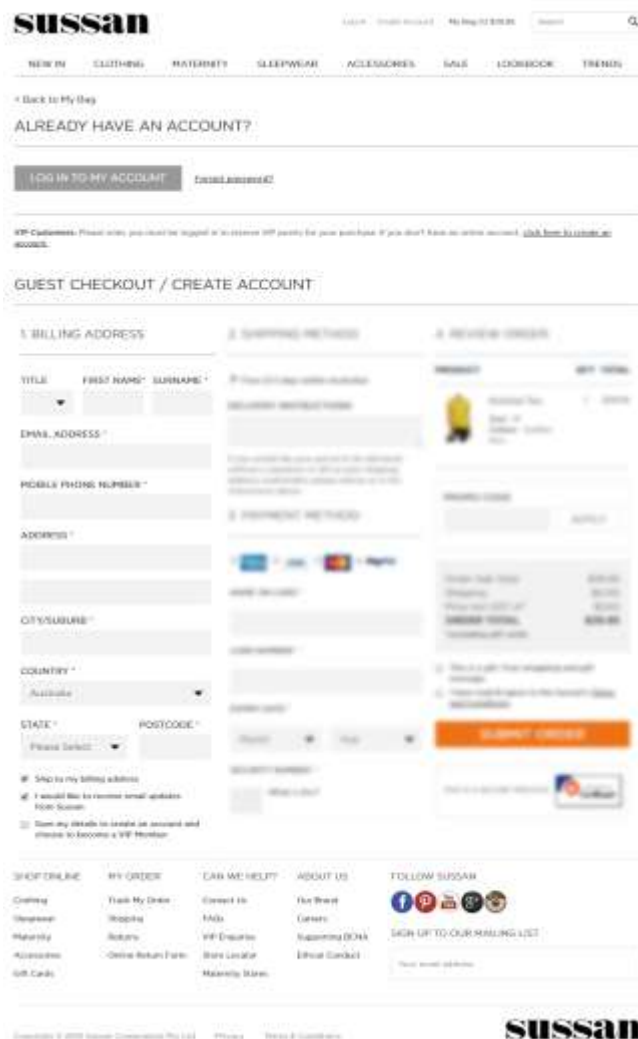
Confirmation page



Additional observations

- FIRST purchased another item from Saba.
- Two days after the purchase date, an email from Saba Customer Care was received stating that they were unable to provide the original order. They indicated two potential reasons for this which were due to either not meeting their quality control or overwhelming demand for this item. Additionally, they stated that a refund of the item has been processed back to the payment method used to purchase the order which will take three days to appear in the account.
- Receiving this email notification meant the following:
 - Saba didn't reserve the item at the time of the sale or purchase
 - Saba indicated in the shopping cart page that it was in stock for the delivery option but didn't double check for the availability when the item was sold

1. Checkout page



The screenshot shows the Sussan checkout page. At the top, there's a navigation bar with the Sussan logo, a search bar, and links for 'Login', 'Create account', and 'My bag (0 items)'. Below the navigation bar, there's a horizontal menu with categories: 'NEW IN', 'CLOTHING', 'MATERNITY', 'SLEEPWEAR', 'ACCESSORIES', 'SALE', 'LOOKBOOK', and 'TRENDS'. A link 'Back to My bag' is also present. The main heading is 'ALREADY HAVE AN ACCOUNT?'. Below this, there's a 'LOG IN TO MY ACCOUNT' button and a link 'Forgot password?'. A note for VIP customers is displayed. The main section is titled 'GUEST CHECKOUT / CREATE ACCOUNT'. It's divided into three columns: 1. BILLING ADDRESS (with fields for Title, First Name, Surname, Email Address, Mobile Phone Number, Address, City/Suburb, Country, State, and Postcode), 2. SHIPPING METHOD (with a dropdown menu), and 3. PAYMENT METHOD (with a dropdown menu). A 'SUMMIT ORDER' button is at the bottom right. Below the form, there's a footer with links for 'SHOP ONLINE', 'MY ORDER', 'CAN WE HELP?', 'ABOUT US', and 'FOLLOW SUSSAN'. The Sussan logo is at the bottom center.

Sussan had the steps of the checkout process as separate sections in one page (excluding the order confirmation step).

Login and guest checkout section

- You can easily login or check out as a guest.
- They provided an option for you to become a VIP customer.

Billing section

- They used a simple form that only asked the necessary information.
- They didn't give field descriptions and input examples.
- The mobile number was required to proceed to the next step.
- It automatically set your billing address as the shipping or delivery address.
- Below the form, you had the option to receive email updates and create a VIP account.

Sussan Checkout Process Review



Checkout page (continued)

The screenshot shows the Sussan checkout page. At the top, there's a navigation bar with the Sussan logo, a shopping cart icon showing 'My Bag: 01 \$20.00', and a search bar. Below the navigation bar, there's a section for 'NEW IN' with links to CLOTHING, MATERNITY, SLEEPWEAR, ACCESSORIES, SALE, LOOKBOOK, and TRENDS. A link 'Back to My Bag' is also present. The main content area is divided into three columns: 1. BILLING ADDRESS, 2. SHIPPING METHOD, and 3. REVIEW ORDER. The BILLING ADDRESS section includes fields for FIRST NAME, SURNAME, EMAIL ADDRESS, HOME PHONE NUMBER, and ADDRESS. The SHIPPING METHOD section includes a section for DELIVERY INSTRUCTIONS and a section for PAYMENT METHOD with options for Visa, Mastercard, and PayPal. The REVIEW ORDER section includes a table for the order summary, a section for PROMOT CODE, and a section for ORDER TOTAL. The footer includes links for SHOP ONLINE, MY ORDER, CAN WE HELP?, ABOUT US, and FOLLOW SUSSAN.

sussan My Bag: 01 \$20.00

NEW IN CLOTHING MATERNITY SLEEPWEAR ACCESSORIES SALE LOOKBOOK TRENDS

[Back to My Bag](#)

ALREADY HAVE AN ACCOUNT?

Guest checkout / Create account

1. BILLING ADDRESS

First Name Surname

Email Address

Home Phone Number

Address

2. SHIPPING METHOD

Free (3-5 days within Australia)

DELIVERY INSTRUCTIONS

If you would like your parcel to be delivered without a signature or at an alternate address, please provide us with the instructions below.

3. PAYMENT METHOD

☐ Visa ☐ Mastercard ☐ PayPal

NAME ON CARD

CARD NUMBER

CARD EXPIRY DATE

SECURITY NUMBER

4. REVIEW ORDER

PRODUCT	QTY	TOTAL
Product Two	1	\$19.95

PROMO CODE

Order Sub Total: \$19.95
Shipping: \$0.00
Price incl GST of: \$19.95
ORDER TOTAL: \$19.95
*including gift wrap

☐ This is a gift. Free wrapping and gift message.

☐ I have read & agree to the Sussan Terms and Conditions.

SHOPS ONLINE MY ORDER CAN WE HELP? ABOUT US FOLLOW SUSSAN

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sussan

Shipping section

- They didn't provide multiple shipping options.
- They didn't provide the option for in-store pick up.
- They offered free shipping and indicated the estimated arrival date.
- You can include delivery instructions for your order.

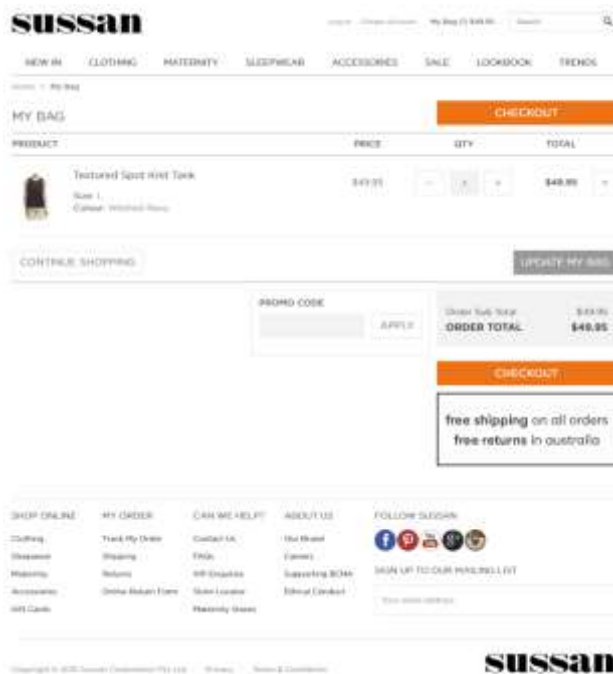
Payment section

- They offered multiple payment options.
- There was a security seal located at bottom right hand side.

Order review section

- An order summary with the total cost was displayed.
- They offered free wrapping and gift message if your order was a gift.
- You have to read and agree to Sussan's terms and conditions before submitting your order.
- You cannot make changes to your cart items from this page. You need to click the text link 'Back to My Bag' located at the top left hand side of the page to make changes to your shopping cart.

2. Shopping cart page



Shopping cart page

- If you want to change the quantity, you had to use the '-' and '+' buttons and click the 'Update My Bag' CTA for the price to be updated.
- To remove items from your cart, you needed to click on the 'x' button located to the right of the price of the item. There was no option to easily save the item to your wishlist.
- For sale items, the original price was not shown.
- You can enter the promo code from this page.
- They had three different CTAs on this page – Continue shopping, Update My Bag and Checkout. All three CTAs had different colours.
- They prominently display their value proposition for customers which included – free shipping on all orders and free returns in Australia.

3. Confirmation page



4. Confirmation email



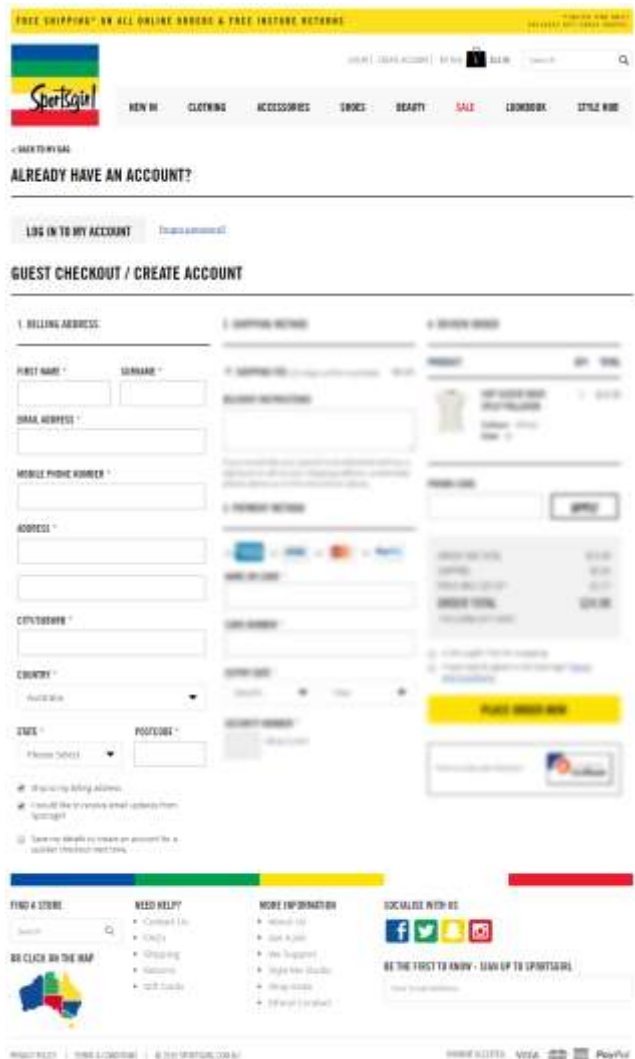
Confirmation page

- The order number was shown on this page. There was no order summary or details displayed.
- The estimated delivery dates were shown.
- For any questions, they indicated their customer service information.
- You can continue shopping from this page.

Confirmation email

- A confirmation email was sent shortly after the completed transaction.
- The order number together with other details were included in the email.
- The estimated arrival dates and customer service information were also shown.
- They included returns information and social media links at the bottom section of the email.

1. Checkout page



The screenshot shows the Sportsgirl checkout page. At the top, there's a yellow banner for 'FREE SHIPPING' and a navigation bar with links like 'NEW IN', 'CLOTHING', 'ACCESSORIES', 'SHOES', 'BEAUTY', 'SALE', 'LOOKBOOK', and 'STYLE WISE'. Below the navigation bar, there's a section for 'ALREADY HAVE AN ACCOUNT?' with a 'LOG IN TO MY ACCOUNT' button. The main section is 'GUEST CHECKOUT / CREATE ACCOUNT'. It's divided into three columns: 'BILLING ADDRESS', 'SHIPPING METHOD', and 'ORDER SUMMARY'. The 'BILLING ADDRESS' column has fields for 'FIRST NAME', 'SURNAME', 'EMAIL ADDRESS', 'MOBILE PHONE NUMBER', 'ADDRESS', 'CITY/TOWN', 'COUNTRY', 'STATE', and 'POSTCODE'. The 'SHIPPING METHOD' column shows 'Standard' as the selected method. The 'ORDER SUMMARY' column shows a 'PRODUCT' section with a 'T-SHIRT' and a 'TOTAL' of '\$24.00'. At the bottom, there's a 'PLACE ORDER NOW' button. Below the form, there's a section for 'FIND A STORE', 'NEED HELP?', 'MORE INFORMATION', and 'SOCIALIZE WITH US'.

Sportsgirl had the steps of the checkout process as separate sections in one page (excluding the order confirmation step).

Login and guest checkout section

- You can easily login or check out as a guest.

Billing section

- They used a simple form that only asked the necessary information.
- They didn't give form field descriptions and input examples.
- The mobile number was required to proceed to the next step.
- It automatically set your billing address as the shipping or delivery address.
- Below the form, you had the option to receive email updates and create an account for quicker checkout next time.

Checkout page (continued)

The screenshot displays the Sportsgirl checkout process. At the top, a yellow banner states 'FREE SHIPPING* ON ALL ONLINE ORDERS & FREE INSTANT RETURNS'. Below this is the Sportsgirl logo and navigation links: NEW IN, CLOTHING, ACCESSORIES, SHOES, BEAUTY, SALE, LOOKBOOK, and STYLE BLOG. A 'BACK TO MY BAG' link is visible on the left. The main checkout area is divided into three columns: 1. ACCOUNT (with links for 'ALREADY HAVE AN ACCOUNT?' and 'GUEST CHECKOUT / CREATE ACCOUNT'), 2. SHIPPING METHOD (with fields for name, address, phone, and delivery instructions), and 3. REVIEW ORDER (showing a table of items, a price summary, and a 'PLACE ORDER NOW' button). The price summary table is as follows:

PRODUCT	QTY	TOTAL
CAP SLEEVE BACK SPLIT PULLOVER Colour: White Size: M	1	\$24.90

Below the table, the price summary shows: ORDER SUBTOTAL: \$24.90, SHIPPING: \$0.00, PRICE INCL. GST: \$2.77, and ORDER TOTAL: \$24.90. A 'PLACE ORDER NOW' button is prominently displayed. At the bottom, there are links for 'FIND A STORE', 'HELP', 'MORE INFORMATION', and 'SOCIALISE WITH US'.

Shipping section

- They didn't provide multiple shipping options.
- They didn't provide free shipping and the option for in-store pick up.
- They indicated the estimated delivery date and actual delivery cost.
- You can include delivery instructions for your order.

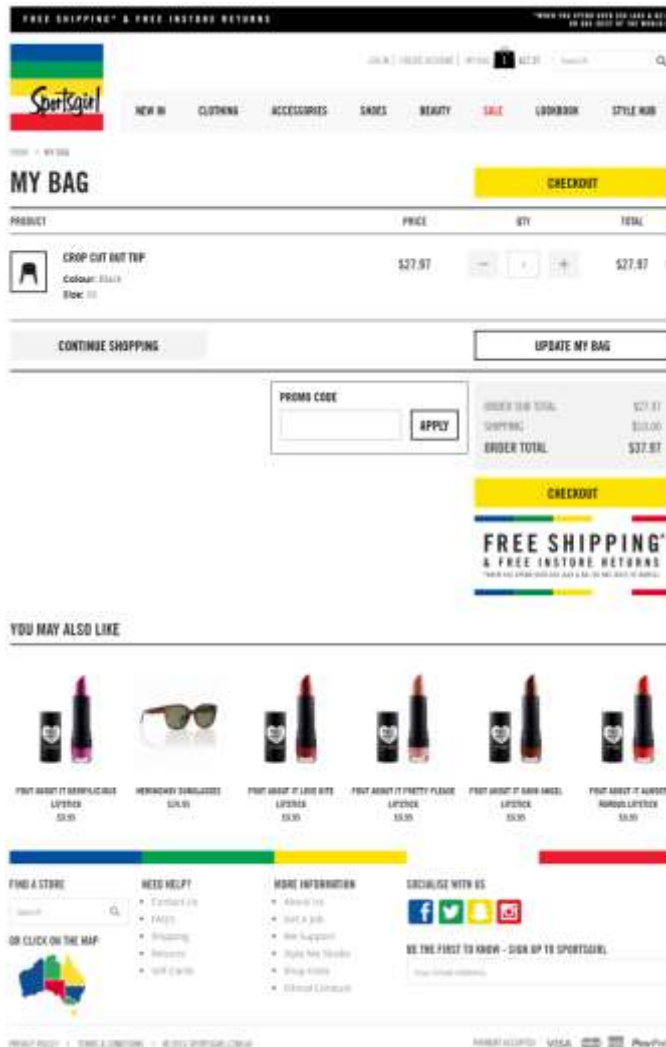
Payment section

- They offered multiple payment options.
- There was a security seal located at the bottom right hand side.

Order review section

- An order summary with the total cost was displayed.
- They offered wrapping if your order was a gift. However, it was not indicated if it was free or had an additional charge.
- You had to read and agree to Sussan's terms and conditions before submitting your order.
- You cannot make changes to your cart items from this page. You need to click the text link 'Back to My Bag' located at the top left hand side of the page to make changes to your shopping cart.

2. Shopping cart page



Shopping cart page

- If you want to change the quantity, you had to use the '-' and '+' buttons and click the 'Update My Bag' CTA for the price to be updated.
- To remove items from your cart, you needed to click on the 'x' button located to the right of the price of the item. There was no option to easily save the items to your wishlist.
- For sale items, the original price was not shown.
- You can enter the promo code on this page.
- They have three different CTAs on this page – Continue shopping, Update My Bag and Checkout. All three CTAs had different colours.
- They prominently displayed their value proposition for customers which included – free shipping for orders over \$50n (AUS & NZ) or \$80 (Rest of the world) and free in-store returns.
- They cross-sold other products on this page.

3. Confirmation page



4. Confirmation email



Confirmation page

- The order number was shown on this page. There was no order summary or details displayed.
- The estimated delivery dates were shown.
- For any questions, they indicated their customer service information.
- You can continue shopping from this page.

Confirmation email

- A confirmation email was sent shortly after the completed transaction.
- The order number together with other details were included in the email.
- The estimated arrival dates and customer service information were also shown.
- They included the returns information and social media links at the bottom section of the email.

1. Shopping cart page



2. Login and guest checkout page



Shopping cart page

- There was a lot of unused white space above the fold.
- To edit the quantity of the item, you had to select the quantity from a drop down box then click the 'Update Details' button beside it.
- You can't save items to purchase later from this page.
- You can enter the promotion code and gift card details on this page.
- For sale items, the original price and amount saved were not shown.
- The delivery method and estimated delivery date were not displayed.
- There was no call-to-action (CTA) button that allowed you to continue shopping from the page.
- They offered international shipping and free shipping for orders over \$75.

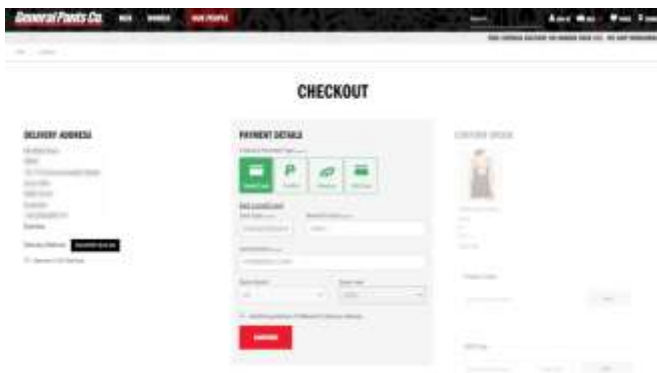
Login and guest checkout page

- You can login and register or create a new account from this page.
- To checkout as a guest, you needed to provide your full name and email address. They didn't indicate the purpose nor benefits for giving your information.

3. Delivery section



4. Payment section



After the shopping cart page, they had the steps of the checkout process as separate sections in one page (excluding the order confirmation step).

Delivery section

- They didn't provide multiple delivery options. There was no indication of an estimated arrival date.
- They used a simple form that only asked the necessary information.
- They didn't give form field descriptions and input examples.
- They had visual indication of errors or missing fields.

Payment section

- The billing address was automatically selected as the shipping or delivery address.
- They provided multiple delivery options. They offered 'Afterpay' which allowed customers to pay for their orders over 8 weeks without interest or added fees.
- There were no security seals or trustmarks displayed.

3. Order review section



4. Confirmation page



Order review section

- In this section, you can check the information you have previously entered.
- An order summary was again displayed but you cannot make changes from this page.
- You can again enter the promotion code and gift card details on this page.
- You need to agree to their terms and conditions before placing the order.
- There was no easy way to go back and make changes on your shopping cart from this page.

Confirmation page

- The order number was shown on this page. There was an order summary also displayed.
- The estimated delivery dates were shown.
- There was no indication of the estimated arrival date.
- There was no CTA to go back to shopping from this page. There was no option to print out a pdf version of the page or receipt.
- You had the option to become GP member by providing your email address. However, they didn't explain the benefits of becoming a member.

5. Confirmation email



Confirmation email

- A confirmation email was sent shortly after the completed transaction.
- The order number together with other details were included in the email.
- They included a big thumbnail of the item in the email.
- They provided a link to their returns page.
- They also included their customer service information and social media links.

A close-up, over-the-shoulder shot of a person with blonde hair holding a silver smartphone. The phone's screen displays a website with a yellow and orange color scheme. The background is a blurred outdoor setting with green grass and trees. A semi-transparent dark grey banner is positioned at the bottom of the image, containing white text.

CHECKOUT PAGE CONVERSION STRATEGIES

Here are the critical elements of effective ecommerce checkout pages set across seven sections to help you increase online conversions and improve onsite customer experience.

DESIGN



- Enclosed checkout process to remove distractions
- Clearly defined progress indicator
- Responsive design / mobile and tablet compatibility
- Fast page loading time

FORMS



- Simple forms that only ask necessary information
- Auto-complete suggestions
- Give form fields descriptions and input examples
- Visual indication of errors or missing fields

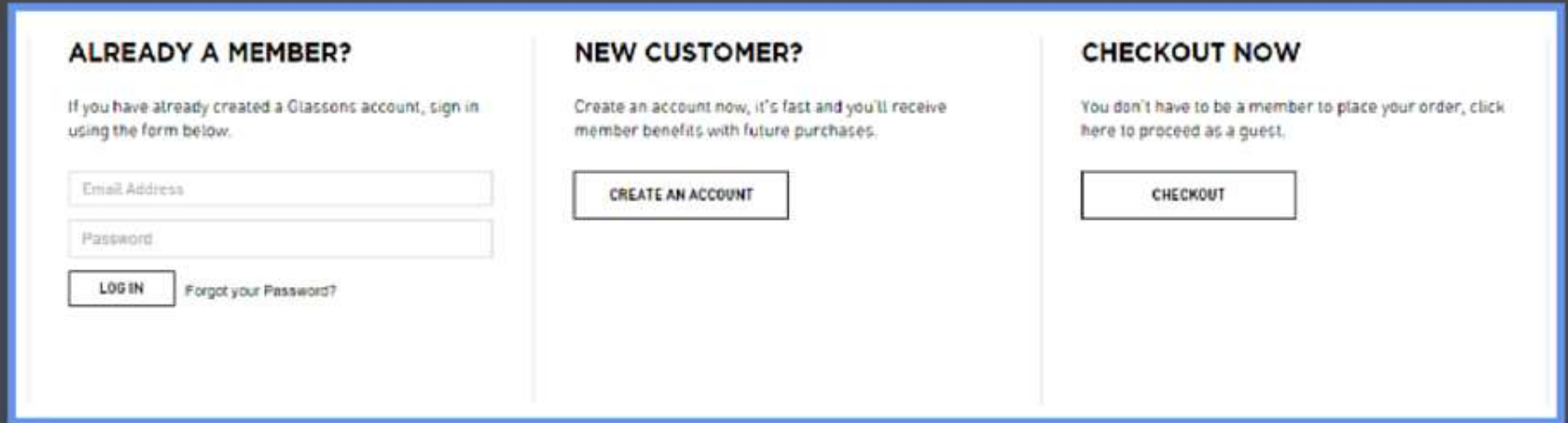
SHOPPING CART PAGE



Image source: ezibuy.com/shop/nz/cart

- Include thumbnails of the items
- Allow users to easily update/ edit the item or remove from cart
- Allow users to save items for later purchase
- Provide information on shipping methods
- Offer free shipping when the user spends a certain amount
- Include the coupon or promo codes on the page
- Up sell or cross-sell related and relevant products
- Down-sell related product of low cost/ one-time-offer
- Include previous price of an item for deals
- Include how much the user saved
- Display the final price before checkout
- CTA to continue shopping from the checkout page
- Different checkout and continue shopping button colors
- Allow users to print or email their cart contents
- Links to privacy policy, shipping details, FAQs and returns policy
- Live chat

LOGIN & GUEST CHECKOUT PAGE



The image shows a checkout page for Glassons, divided into three main sections: 'ALREADY A MEMBER?', 'NEW CUSTOMER?', and 'CHECKOUT NOW'. The 'ALREADY A MEMBER?' section includes a login form with fields for 'Email Address' and 'Password', a 'LOGIN' button, and a link for 'Forgot your Password?'. The 'NEW CUSTOMER?' section has a 'CREATE AN ACCOUNT' button. The 'CHECKOUT NOW' section has a 'CHECKOUT' button. All sections include descriptive text about the process.

ALREADY A MEMBER?	NEW CUSTOMER?	CHECKOUT NOW
<p>If you have already created a Glassons account, sign in using the form below.</p> <p>Email Address</p> <p>Password</p> <p>LOGIN Forgot your Password?</p>	<p>Create an account now, it's fast and you'll receive member benefits with future purchases.</p> <p>CREATE AN ACCOUNT</p>	<p>You don't have to be a member to place your order, click here to proceed as a guest.</p> <p>CHECKOUT</p>

Image source: glassons.com/checkout

- Make it easy for existing customers to log in or sign up
- Provide an option to checkout as a guest

BILLING & SHIPPING PAGE

The screenshot displays the 'Checkout' page for Crate and Barrel. It is divided into three main sections: Shipping Information, Payment Information, and Order Summary.

Shipping Information: This section includes a language dropdown (English), a shipping address form with fields for name, address lines 1-3, city, region, and postal code, and a shipping method selection. The shipping method options are:

- Standard (1-2 business days)
- 2-Day (2 business days)
- 3-Day (3 business days)
- 4-Day (4 business days)
- 5-Day (5 business days)
- 6-Day (6 business days)

 A 'Store Pickup' option is also available. The shipping cost is \$0.00.

Payment Information: This section includes a payment method selection (Credit Card, Debit Card, PayPal, Apple Pay, Google Pay), a card number field, an expiration date field, and a security code field. The payment method is 'Credit Card'.

Order Summary: This section shows the order details:

- Item: 1x 2014-2015 Seasonal Collection
- Price: \$100.00
- Qty: 1
- Total: \$100.00

 A 'Submit Order' button is located at the bottom right of the order summary.

- Give multiple shipping options
- Include estimated arrival date
- Include the option for store pickup
- Shipping address same as the billing address

PAYMENT PAGE

CHECKOUT

[LOGIN](#) > [DELIVERY](#) > **PAYMENT** > [RECEIPT](#)

PLEASE SELECT THE PAYMENT TYPE

☒ Credit Card

☐ MobilePay

☐ Barkers Gift Card

☐ PayPal

Card Type

Visa

Card Number

Clear number

Card Name

Expiry Date (MM/YY)

Security Code

PAY NOW

SECURITY

Barkers uses the most secure payment services provided by CDS and Des Trust, for more info [view here](#).

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- Visible security seals/ trustmarks
- Provide different payment options

CONFIRMATION PAGE

Thank you for your order

Order number is: 308512033
You will receive an email confirmation shortly at info@baymart.com

[Print Receipt](#)

Questions?
Call 800.867.8888 or
[Email us](#)

Save your information for next time

Create Password: Required Verify Password: Required

(at least 8 characters)



[Detailed Order Receipt](#)

[Return Policy](#)


Let us know what you think

[Take our 1 Minute Survey](#)


Visit Our Other Sites


Popular Items Based on Your Order




Prime Large Square Lined Basket
\$45.00
\$4.00 Flat Fee Shipping




Prime Small Low Basket
\$4.00
\$4.00 Flat Fee Shipping



Prime Large Low Basket
\$14.00
\$4.00 Flat Fee Shipping



Sedona Low Open Tote
\$15.00
\$4.00 Flat Fee Shipping



Sedona Lined Rectangular Tote
\$24.00
\$4.00 Flat Fee Shipping

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Sign up for news, sale notices, and exclusive offers

Enter a valid email address

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- Include order confirmation number
- Include customer service contact info
- Allow customers to easily print a PDF version of the page
- Offer guest customers the option to register
- Include sign up for newsletter

ECOMMERCE CONVERSIONS

For an ecommerce business, conversion optimisation is focused on delivering a seamless and meaningful user experience for your shoppers at various touch points on your site.

Conversion Rate Optimisation (CRO) helps you identify what they are looking for when they arrive at your site such that you can optimise key parameters depending on your niche industry and target market.

Optimising the customer experience of your site for usability helps you increase online conversions, encourage repeat purchases and gain competitive advantage.





ECOMMERCE STATISTICS

69% Average rate of cart abandonment as of January 2016

That means two-thirds of the time online shoppers add to their cart only to leave the items there.

REASONS FOR CART ABANDONMENT:

- Presented with unexpected cost
- Found a better price
- Website navigation too complicated
- Website crashed
- Process was taking so long
- Concerned about payment security

5 - 20% Probability of selling to a new customer

50 - 70% Probability of selling to an existing customer

Customer retention is both cheaper than customer acquisition and can deliver a higher ROI.

Sources:

Baymard Institute (2016). 33 cart abandonment rate statistics. baymard.com
Visual Website Optimizer (2014). VWO eCommerce Survey 2014. vwo.com
Our Social Times (2013). 70% of companies say it's cheaper to retain a customer than acquire one. oursocialtimes.com

YOU NEED TO OPTIMISE YOUR CHECKOUT PAGES

Your shoppers spend hours browsing, picking out just the right item, add it to their cart and are ready to buy. But they don't. Something stops them from hitting that 'Buy Now' button. Needless to say, problems with the checkout process are the biggest single source of revenue loss for most ecommerce businesses.

Trying to get more shoppers to your site becomes futile if they are not taking the desired action. Focusing on your existing shopper base and getting them to convert is a smarter and more effective strategy than simply getting more people to visit your site.

How can you get more people to go through your checkout process and complete purchases?



SCHEDULE A CONSULTATION NOW

We assist online retail and services businesses to grow and expand by enhancing the customer experience. We do this through ongoing data insights, personalisation, testing and through leveraging 'best of breed' technology partners.

Our expertise in digital marketing has been built on over 15 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Get in touch today.



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Our Partnerships

