Proprietary + Confidential



UX Playbook for Retail

Collection of best practices to delight your users

Ecommerce playbook at a glance

Creating frictionless experiences across the funnel

After looking at several hundred retail sites, we realized that there were certain universal UX elements that helped create a frictionless shopping experience. This list aims to expand on the 25 Retail Principles and provide a checklist for improving your mobile site experience across 6 key site areas:



Google

Ecommerce playbook at a glance

Creating frictionless experiences across the funnel

Home / landing page	Menu & navigation	Search	Category / product	Conversion	Form optimization
Clear CTA above the fold	Show consolidated menu	Include search	Have a value prop at every point in the funnel, including	Don't redirect into checkout	Mark required fields with an
Have descriptive CTAs	If foot traffic is important,	Make search visible	category and product pages	after adding to cart	asterisk
	include a store locator button			Limit your exit points at	Use inline validation
Clear benefit-oriented value	in the menu	Use auto-suggestions	Allow users to sort/filter large	checkout	
prop above the fold			number of products easily		Use autofill
	If calls are important, include	Implement spelling correction		Use pagination or a progress	
Don't use full page interstitials	click-to-call at the top of every		Add urgency elements	bar if more than 2 steps in	Reduce number of fields
	page	Always return results		conversion flow	(remove optional fields, use
Remove automatic carousels			Have price info above the fold		full name instead of first/last,
	Keep menu options on one	Include previous or top	on product pages	Re-iterate value prop at	hide company and address
Display top categories on	page	searches		conversion point	line 2 by default, hide billing by
homepage			Have secondary CTAs that		default)
	For main product categories,		facilitate x-device, like wishlist,	Have descriptive CTAs	
Use legible font sizes	order by traffic volume. If		email or call		Use correct keypads
	using subcategories, organize			Allow users to continue on	
Use social proof	alphabetically		If large number of products,	another device by emailing or	Don't use dropdowns for
			add reviews	saving for later	inputs with < 4 options,
	Include post sales activities in the menu			Allow abackout as quast	instead opt for buttons
	ule menu			Allow checkout as guest	Use steppers, sliders, or open
				Add value prop around why	field input for numerical entry
				someone should create an	rather than large dropdowns
				someone should create all	rather than large uropdowns

account

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All recommendations should be A/B tested!

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What can we learn from "Best-In-Class"

Homepage best-in-class (large inventory): Boots



Problem to solve: Does my site provide what the user wants?

- Clear CTA: Search
- Clear Value proposition: 1) order today, collect tomorrow
- Consolidated menu with hamburger and cart
- Location icon to drive foot traffic
- Top categories on homepage
- Legible font sizes
- No revolving carousels
- No full page interstitials

Further optimizations: label icons in the menu

Homepage best-in-class (specialty): Warby Parker



All the hues of Haskell

Our best selling sunglasses are now available in six new flash lenses; each starting at \$95

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Problem to solve: Does my site provide what the user wants?

- Consolidated nav bar with easy to find menu
- Clear, easy to find CTAs
- Benefit oriented value prop -- '\$95/pair'
- Top categories/ways people would shop-- Sunglasses/eyeglasses, men/women
- Has other key actions like find a location, learn more
- Has key contact information at the bottom of the page
- Non-intrusive app banner

Further optimizations: Label icons in the menu, don't use ghost buttons

Navigation best in class: Net-a-Porter



Problem to solve: Can my user browse their interests quickly and easily?

- Consolidated menu with hamburger and cart
- Menu options kept on single page
- Post sales actions like 'Register' and 'Signin' are included above the fold in menu
- □ Initial categories ordered by traffic volume
- Subcategories ordered alphabetically
- Easy to move back
- Bonus: Uses dynamic menu rather than expanders

Navigation best in class: Macy's

	★macys	▼ ▲ 1 12: 1
arch or enter	web ID	C
Women	Men	Handbags & Acccesories
Shoes	Home	Beauty
Jewelry & Watches	Kids	Plus & Petites
Juniors	Active & Wellness	Furniture & Mattresses
Gift Cards	Mother's Day Gift Guide	Registry
FIND A ST	ORE	DEALS

Problem to solve: Can my user browse their interests quickly and easily?

- Consolidated menu with hamburger and cart
- Menu options kept on single page
- Post sales actions like 'Register' and 'Sign-in' are included above the fold in menu
- □ Initial categories ordered by traffic volume
- Easy to move back or out of menu
- Bonus: Uses dynamic menu

Further optimizations: Label icons in the menu, make sure animations meet RAIL standards

Search best in class: Sephora



Problem to solve: How do I help my user find what they're looking for quickly?

- Search bar is visible
- Uses typing suggestions-- both products and categories
- Uses auto-correct for common spelling mistakes
- Always returns results
- Shows previous searches

Further optimizations: Label icons in the menu, make sure animations meet RAIL standards

Search best in class: Staples



Problem to solve: How do I help my user find what they're looking for quickly?

- Search bar is visible
- Uses typing suggestions-- both products and categories
- Shows recent searches and trends
- Shows previous searches
- Uses auto-correct for most misspellings

Further optimizations: label icons

Category/Product best in class: Sephora



Problems to solve:

- Can my users find a product to fit their needs?
- How can I continue their interest if they don't want to convert in the moment.
- □ Value prop is at every step of the funnel
- Ability to filter/sort results on search and category pages
- Number of results returned for category/searches
- Product and pricing info above the fold on product pages Secondary CTAs for wishlist (heart) and find in store
- Readable product descriptions
- □ Since larger number of products, have reviews

Cart/Conversion best in class: Petco



Problems to solve:

- How do I make the buying process as easy as possible?
- If a user doesn't want to convert in the moment, how do I get them to do so later?
- □ Value prop is at every in cart (15% off)
- Can edit quantity or 'save for later'
- □ Checkout as guest is possible
- Give value prop around why users should create an account and that they can register after checkout.
- Exit points limited once on forms
- Use pagination for multi-step checkout process

Cart/Conversion best in class: Zumiez

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	🙃 CHECKOUT	O 1. SHIPPING
ITEMS IN CA	adidas Trefoil Red Hoodie	Shipping 2 of 2 items adidas Trefoil Red Hoodie Spitfire Bighead Hoodie
	Item #: 272401 Red, S, In Stock \$69,95	WHERE ARE WE SH
	Qty 1 💿	U.S. ADDRESS
REMOVE ITEM	PICK UP INSTEAD MOVE TO WISHLIST	
8	Spitfire Bighead Hoodie Item #: 231410 Black, L, In Stock	First Name
dd	\$49.95	Last Name
	Qty 1 🚫	Company (optional)
REMOVE ITEM	PICK UP INSTEAD MOVE TO WISHLIST	Street Address
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MY BAG	3	City
	\$119.90	State/Region/Province
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ZUMEZ Secure Checkout				
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State/Region/Province	⊘ Zip/Post	al Code		
Email Address				
Telephone				
Privacy Policy Subscribe to Stas	clusive email updates h Rewards ne number for Stash Re	ewards		

Problem to solve:

- How do I make the buying process as easy as possible?
- If a user doesn't want to convert in the moment, how do
 I get them to do so later?
- Can edit quantity in cart
- Facilitates x-device with 'Move to Wishlist', 'Pickup Instead', as well as 'Email My Bag'
- Checkout by guest as default
- Exit points limited once past cart
- Shows checkout is secure
- □ Use pagination for multi-step checkout process
- Uses descriptive CTAs like 'Choose Shipping Rate' rather than 'Continue' or 'Next', which gives users a expectations around next steps

Form optimization best in class: (Single Page): Warby Parker

WA	RBY PARKER	2
Information	Prescription	Review
Your details		
First and Last N	ame	
Email		
Password		
Phone		
Text me updates to these terms.	about my order! A	and yes, I agree
Ship to		
First and Last N	ame	

Problem to solve: How do I help users pay quickly and easily?

- Reduced number of fields -- First and last name consolidated, no second address line
- Don't make user input password twice
- □ In-line validation (green dots)
- Notification if a field is skipped
- Auto-fill used
- Address info uses Google Places API to autofill 5 shipping fields
- Credit card field doesn't expand until clicked into
- BIlling is shipping by default
- Customer service contact capabilities at the bottom

Form optimization best in class: (Single Page): ThredUp

	UD	07:00
	THREDUP	
1. Ship	ping Info	
First Name		
Last Name	2	
Street Add		
	a location or, etc (Optional)	
City		
State	Zip Code	
How did y	ou hear about us? (Optional)	
	~	

Problem to solve: How do I help users pay quickly and easily?

- Exit points limited after cart
- Reduced number of fields -- No second address line, no optional info
- Auto-fill used
- □ In-line validation (section turns green)
- Address info uses Google Places API to autofill 5 shipping fields
- Credit card fields use correct keypads
- Billing is shipping by default
- □ Value prop around 'free shipping & returns' at bottom
- Customer service contact capabilities at the bottom

Form optimization best in class: (Multi-Step): Zalando



Problem to solve:

How do I help users pay quickly and easily?

- Exit points limited after cart
- Pagination at top so that the user understands progress and can move backwards/forwards
- Calls out security at top of page
- Customer service info at the bottom with hours
- Address lookup
- Uses inputs rather than dropdowns for options with 2 choices (payment, delivery)
- Uses correct keypads

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Homepage / Landing Page

Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)

Home / landing page	Menu & navigation	Search Category / prod	uct	Conversion Form optimization
Section	Homepage/Landing Page	Ease of implementation	Impact	Key Metric
Key suggestion	Clear CTA above the fold	Easy	High	Clicks on CTA, Bounce rate
	Have descriptive CTAs	Easy	Medium	Clicks on CTA, Bounce rate
	Clear benefit-oriented value prop above the fold	Easy	High	Bounce Rate, CVR
	Don't use full page interstitials	Easy	High	Bounce Rate
	Remove automatic carousels	Easy	High	Bounce Rate
	Display top categories on homepage	Medium	High	Bounce Rate, Clicks on category
	Use social proof	Easy	Medium	CVR
	Use legible font sizes (16px+)	Easy	High	Time on site

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Display a clear CTA above the fold (specialty retail)

warbyparker.com

tuftandneedle.com

nest.com







Display a clear CTA above the fold (large inventory)

amazon.com

asos.com

nike.com





Welcome to ASOS





It's almost here. Play summer your way in gear that gets you out there

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Have descriptive CTAs (not next, shop, continue)

warbyparker.com

tuftandneedle.com

nest.com







ogle

Benefit oriented call-to-actions



BettingExpert.com tweaked the **form copy** (headline & button text), led to an increase of **33% in membership sign-ups**

Original: Sign Up **Test:** Sign Up & Get the Best Daily Tips

Research:

- <u>Contentverge.com, 7 Universal Conversion</u>
 <u>Optimization Principles Report</u>
- <u>Good UI</u>- loss aversion vs gains for CTAs
- <u>Good UI</u>- benefit vs task buttons

Display a clear benefit-oriented value prop above the fold

sephora.com



westelm.com







Don't use full page interstitials

adiamor.com

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Enter Keyword(s) or Item #	Q
FREE FEDEX® SHIPPING & 30-	DAY RETURNS
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▼ 1 07:00 FREE SHIPPING ON ORDERS OVER \$50 - SEE DETAILS \equiv FOREVER 21 \mathcal{O} Þ Q Search × OH, HEYYY! GET 10%0FF \times Join Sign up for exclusive updates, new arrivals, events, contents, and more! By clicking Join, you agree to our Terms and acknowledge you have read

forever21.com

asos.com 07:00 FREE SHIPPING, FREE REIVENS. NO SALES TAX. OUTLET UP TO 60% OFF **SUMMER FAVES** See website banner for full terms ASOS + + + + + \times gle Available in the App Store

Remove automatic carousels, instead opt for user initiated

novica.com





asos.com



Research shows that carousels rarely work



Carousels can be perceived as banners and therefore will be ignored. The user should always be in control.

Automatic image sliders or carousels on homepage should be avoided or the frequency should be decreased.

- **Reason #1**: Human eye reacts to movement (and will miss the important stuff)
- **Reason #2**: Too many messages equals no message
- Reason #3: Banner blindness

Research:

- <u>Conversion XL</u>
- <u>ClickZ</u>
- Widerfunnel
- NN Group
- Erik Runyon

Show top categories on homepage

boots.com



SO MANY NEW MARKDOWNS! х SHOP THE SALE > SHOP QÔ 41 415 ALL ORDERS SHIP FREE! ENDS 4:12:17 AT 11:59 PM PT VACAY DRESSES TEES & TOPS FORMAL S WHAT'S NEW LIVE CHAT DRESSES BACK IN STOCK ----

lulus.com

victorianplumbing.co.uk



ogle

Show top categories on homepage

petco.com





asos.com

crutchfield.com



Log in | Sign up

Bloomberg

FAST@MPANY

YAHOO!

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Use social proof

crutchfield.com

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tuftandneedle.com poshmark.com ▼⊿ 🗋 07:00 POSHMARK \equiv T&N 7 IN THE **SPOTLIGHT** From the Press GOOD MORNING FORTUNE AMERI "Tuft and Needle is set to do to the mattress business what Warby Parker did THE WALL STREET JOURNAL. \leftarrow \rightarrow for eyewear." The New Hork Eimes **READ MORE** SHOP CATEGORIES POPULAR BRANDS COMPANY

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Menu & Navigation



Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)

Home / landing page	Menu & navigation Se	earch Category / produ	ct (Conversion Form optimization
Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Show consolidated menu	Medium	High	Pages/visit increase
	If calls are important, include click-to-call at the top of every page	Easy	High	Clicks on icon
	If foot traffic is important, include a store locator button in the menu	Easy	High	Clicks on icon
	Keep menu options on one page	Medium	Medium	Pages per visit
	For main product categories, order by traffic volume	Easy	Medium	Pages per visit
	If using subcategories, organize alphabetically	Easy	Medium	Pages per visit
	Include post sales activities in the menu	Easy	Medium	Pages per visit

Show consolidated menu (less than ½ of page)

boots.com



4 07.00 zumiez Q .0

zumiez.com

victorianplumbing.com



If calls are important, include phone icon/number in menu

arrow.com

casper.com



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		07:00
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	Products 95,490 NEW	
	Manufacturers	
	Datasheets	
	Reference Designs	
	Articles and Videos	
	Design Center	
	Indiegogo	
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My	rArrow™	~
AR	ROWCLOUD	
LIV	/E SUPPORT	
LA	NGUAGE: ENG	~
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Google

If you have a physical store, include store locator icon in header or menu





sephora.com

	<u> </u>	07:00
Hi, Beautiful Sign In or Register	>	_
Home	IIBS	
Shop Categories		NOW >
New	>	
Brands	>	te m
Gifts	>	
Community	> s	iee more >
How-Tos	>	
Stores & Services	>	i la
Track Order	Printed and a second second second	

Additional: store location examples

charmingcharlie.com

zumiez.com



So much to save on, you've just gotta pile it on!



Google
Proprietary + Confidential

Keep the menu on one page, use a dynamic menu or expanders

farfetch.com

dobell.co.uk

	•		
			7:00
MENS	SHOP	\checkmark	\times
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SPECI	AL OFFERS	\sim	
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	Exchange & Returns		2
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8	My Account		ľ
C	Contact us		

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SALE			Valid on full-price item
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sephora.com

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Gifts	>	
Community	> See n	nore >
low-Tos	>	
Stores & Services	> LAMER	
Track Order		
Find a Store	A MER sturizing M	atte

Include post-sales actions like customer service in the menu

netaporter.com

dobell.co.uk

	•		
			07:00
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BOYS	SHOP	\sim	
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WEDI	DING	>	
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נדדיו	Size Guides		1
8	My Account		T
C	Contact us		

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		07:00
What's New	<	NE
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Bags	-	Val
Accessories		18
Jewelry		VA
Lingerie		
Beauty		
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patagonia.com

FRI	EE SHIPPING ON ORDERS OVER	07 \$75*
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What are	you looking for?	Q
•	Find a store near you	
Shop		
Sport		
Collecti	ons	
Inside P	atagonia	
Custom	er Service	
My Acco		

ogle

Consider implementing a dynamic menu that allows for better visual hierarchy

farfetch.com

netaporter.com



12:29 ΞQ WOMEN MEN KIDS WOMEN'S HOMEPAGE NEW IN DESIGNERS BAGS ACCESSORIES JEWELLERY OFF-WHITE VINTAGE EDITORIAL

macys.com

arch or enter	★ MOCYS	
Women	Men	Handbags 8 Acccesories
Shoes	Home	Beauty
Jewelry & Watches	Kids	Plus & Petite
Juniors	Active & Wellness	Furniture & Mattresses
Gift Cards	Mother's Day Gift Guide	Registry
FIND A ST	ORE	DEALS

Additional: dynamic menu examples

warbyparker.com



Find your perfect frames

Answer a few quick questions and we'll suggest some great-looking frames to try on at home-for



patagonia.com



ogle

Bonus: consider a floating menu that sticks as users scroll

cos.com







- Citizens Of Humanity Liya Jeans
- Roger Vivier Sneaky Viv Slip-Ons

Bonus: consider bottom-down navigation

wordery.com





glossier.com



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Search

Google

Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)

Home / landing page	Menu & navigation	Search Category / produ	uct	Conversion Form optimization
Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Include search	Hard	High	% traffic w/ searches, cvr
	Make search visible	Easy	High	% traffic w/ searches, search depth
	Use auto-suggestions	Medium	High	Bounce rate on traffic w/ searches, search depth
	Implement spelling correction	Medium	Medium	Bounce rate on traffic w/ searches, search depth
	Always return results	Medium	Medium	Bounce rate on traffic w/ searches, search depth
	Include previous or top searches	Medium	Medium	Bounce rate on traffic w/ searches, search depth

Feature a prominent search bar

wordery.com







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charmingcharlie.com



lyst.com



Roger Vivier Sneaky Viv Slip-Ons

Bogle

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Prominent search (users that search are 200% more likely to convert on average)

petco.com ▼⊿ 🗋 07:00 \equiv Q petco 🌋 SHOP STORE Q search free \$15 eGift card last day! shop now with your \$50 orde up to 20% off + free shipping with @repeat delivery shop dog food shop cat food Dog Cat Fish Small Animal



zalando.com



Case Study: LYST

Before Search Icon



- Paul Smith Wallets
- Chelsea Boots

 \triangleleft

Belstaff Jackets

0



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 \triangleleft

Results:

Changing search placement – Replacing the search icon with a search box aimed to enable users to locate the search function more easily.

Increased usage 43% on desktop, 13% on mobile

Full case study link

Google

If not used correctly site search can lead to bad user experience



- 22% of searches give zero results
- 85% of searches don't return what the user is looking for
- 80% will abandon the website

Case studies:

- <u>Lyst</u>
- <u>Mango</u>
- Luisaviaroma

Use auto-suggestions

farfetch.com

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	Weldonië to Renfettini V	×
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DESIGNERS		
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Levi's: Made &	Craf ted	4
CATEGORIES		
Knit ted Sweate	ers in Knits	2263
Knit ted Tops in	Knits	
Single Breas te	d Coats in Coats	
Plea ted Skirts	in Skirts	507
Fit ted Jackets	in Jackets	
High Wais ted F	Pants in Pants	
High-Wais ted S	Skirts in Skirts	183
Fit ted Skirts in	Skirts	153

hunterboots.com



homedepot.com

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drill			8 Q	
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Implement spelling corrections

asos.com



Jack & Jones 2 Pack T-Shirt In Slim Fit Ted Baker Melange Crew Neck T-Shirt





zalando.com



Tshirrt 5958 Artikel



TOM TAILOR DENIM T-Shirt print - navy 29,99€ ab 22,99€ Calvin Klein Jeans T-Shirt print - bright white

49,95€

wayfair.com

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Case Study: MANGO

Before: No typo correction



After: Automatic correction

▼⊿ 📋 10:50 = MANGO Ê Free delivery from €50 SEARCH RESULTS FOR DRESSS Filter and order \triangleleft 0

Results:

Improved search-- Implemented algorithm to correct for typos and show results among other changes.

- 4.5% uplift in mobile conversion rate
- 3.85% rise in mobile revenue

Full case study link

▼ 1 07:00

Q

Always return results

ao.com





After: Automatic correction

Case Study: LYST

Before: No typo correction



Results:

Improving search results- by adding an algorithm that returned product results without an exact match.

Increased page views 15%

Case study link

Include previous or past searches

m.staples.com

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		▼⊿ 🖬 07:00
\leftarrow	Search	۲.
earch millio	ns of items	×
Browse	Categories	
Shop De	als	
Recently Searc	hed	



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Category/Product

Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)

Home / landing page	Menu & navigation Se	earch Category / produc	ct C	Conversion Form optimization
Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Have a value prop at every point in the funnel, including category and product pages	Easy	High	cvr, exit rate after add to cart
	Allow users to sort/filter large number of products easily	Medium	High	bounce rate on category/search pages
	Make sure filtering is useful	High	High	
	Add urgency elements	High	High	cvr
	Display price info above the fold on product pages	Easy	High	Add to cart, cvr, bounce rate
	Make sure product descriptions are readable	Easy		
	If large number of products, add reviews	High	High	time on site, cvr

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Include value prop at every step of the funnel, including category & product pages







ogle

Enable users to easily sort/filter for products





petco.com

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		▼⊿ ∎ 07:00
	petco 🌋	
search		Q
	5% dog and 40	% everything
		off else!
dog / toys		
Refine	 Most Po 	opular 🔻
	STAR WARS Chewba	acca Stick Dog
A-	Toy Price: \$9.99	
A MAN	Price: \$9.49	
Mar I	save 5%	
	see details	★★★★☆ ⁽²⁾
	More options availab	
	KONG Classic Dog T	Oy .
Kalis	Price: \$7.49 to \$24.99	
	and details	+++++(2)

Make sure filtering is useful

amazon.com

•		
		07:00
Filter results for \$	Science Fiction, Fantasy a	×
▶ Location		
Language		
► Age		
Period		
Season		
Format		
Price		
Map Scale		

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=	FILTER
	Style
	Size
	Range
	Color
	Price Range
	Brand
\$53.00 ASOS Co	Asos Jeans Style
	Denim Wash Color

asos.com

petco.com

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		07:00
search		Q,
Up to 35% dog and cat food		
g / toys	Offer valid online only, Exclusion	s apply. See details i
Refine	Most Popular	•
CATEGORY		+
BRAND		+
PRICE		+
PRODUCT COLLECTIC	ON NAME	+
AVERAGE RATING		+
		+
9 SIZE		+

Have price info above the fold on product pages

whsmith.com





& FREE Saver Delivery on orders over £20

▼ 1 07:00 free shipping on orders of \$25+ & free ret... \odot 0 1 Q search = 2.6K \$14.99 Women's High Waisted Legging - Mossimo Supply Co.™ (Juniors') shop this collection shop all Mossimo Supply Co. color Black

target.com

size size chart

thursdayboots.com



ogle

Add urgency elements

juniqe.com





lyst.com

rei.com

Silver Streak	↓ 1 07: 1 of
	\$193.99
	REDUCED PRICE You Save 25%
Select Size: S	S Size Cha
xs s	м
(3 sizes)	
Select Color	
٩	
(2 colors)	
Quantity	
Quantity	Add to cart
Quantity	Add to cart

ogle

Research

Urgency is a powerful motivator, if done well. There are 3 ways to create urgency:

- **Quantity limitations** (Only 3 tickets left at this price)
- Time limitations (Discounted tickets until July 1st)
- **Contextual limitations** (Father's Day is coming, get a gift now)

Case Study: LYST



Bellfield Lonki Wind Breaker Jacket Black



Dataile Chianing & Paturas

Before



Bellfield Lonki Wind Breaker Jacket Black



Hurry! This item is selling fast

After

Highlighted urgency - By showing on product pages items selling quickly

Result: 17% increase in CVR

Case study link

Make sure product descriptions are readable (use bullets, easy to skim content)



Reiterate value prop at conversion point

junique.com



▼⊿ 🗋 07:00 RE 1 Ш Search for great gear & clothing Q Shopping cart \$193.99 1 item Subtotal **Continue shopping** Checkout Osprev Aura 65 AG Pack - Women's Rainforest Green S #8784560002 (-)(+)\$193.99 \$193.99 \$260.00 You save \$66.01 Save for later Remove This order qualifies for FREE U.S. Standard shipping! Learn more.

rei.com

gap.com

BANANA REPUBLIC G A P ORDERS OF \$5	ATHLET	P 1
0 11 1	0 OR MORE dat	
ORDERS OF \$5	0 OR MORE data	
		\$29.95
		\$7.00
REE Every Day (\$	50 min)	
\$7		
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		Account?
	neck tank	×
or: true black		
	\$7 \$17 2 Duchy scoop - (64820120002 lor: <u>true black</u>	S17 2 Have ar Si Duchy scoop-neck tank 164820120002

Bonus: if large number of products, add reviews

crutchfield.com



other Play 5 for a stereo system that is hard to match. Because the deep bass is very effective, there is no need for a sub-woofer. If you are looking to scale down your audio equipment by eliminating a receiver, Sonos Play 5 speakers won't disappoint.

— Barry, Exton, PA

What's in the Box:

Owner's manual

- Network powered speaker
- > 6.5' AC power cord



target.com

ratings & reviews 125



I love these!

**** katie1981 - 1 year ago

I needed new leggings for figure skating practice, and ordered these, the regular Mossimo yoga leggings, and the Xhilira... see more

most helpful negative review

Not meant for petite frames

★★☆☆☆ Crystinew - 7 months ago

I was so excited for the arrival of these leggings since it received such good reviews; however, I was disappointed to f... <u>see more</u>

more reviews write a review





Proprietary + Confidential

Bonus: add secondary CTAs for additional conversion actions

rei.com

asos.com

zumiez.com

	▼⊿ 🛯 07:00
Silver Streak	1 of 7
\$193.99 \$2 REDUCED PRICE You	
Select Size: S	Size Chart
XS S M	
Select Color	
(2 colors)	
Quantity	
Add to ca	nrt
Add to ca	Add to wish list





Bonus: match browser elements to your brand (info how, research)

warbyparker.com

wayfair.co.uk





Try at home for free

5 pairs, 5 days, free trial Ready to find your perfect frames?

zalando.co.uk

	•				
□				▼	🖌 💄 17:53
	https://I	m.zalando.	co.uk		2
	zala	ndo	Search		Q
	Menu	Homepage		Wish List	My Bag
			A CORDER		
			15 8 Pc		
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		11	WOMEN		
			MEN] }

Proprietary + Confidential

Conversion



Proprietary + Confidential

Conversion checklist

Home / landing pa	ge Menu & navigation Search	Category / product	Conversi	on Form optimizati	ion
Section	Conversion	Ease of implementation	Impact	Key Metric	
Key suggestion	Don't redirect into checkout after adding to cart	Medium	High	pages/visit, cart size, AOV	
	Re-iterate value prop (typically free shipping) in the cart	Easy	Medium	CVR, exit rate	
	Allow users to update their carts (change quantity with steppers, remove)	Medium	Low	CVR, exit rate	
	Allow users to continue on another device by emailing or saving for later	High	High	cross device conversions, track as micro-conversion	
	Limit your exit points during the conversion flow	Medium	High	CVR, exit rate	
	Allow checkout as guest	Medium	High	CVR, exit rate	
	Let users sign up/sign in with social	Medium	Medium	CVR, exit rate	
	Add value prop around why someone should create an account	Easy	Medium	Signup rate, exit rate	
	Use pagination or a progress bar if more than 2 steps in conversion flow	Medium	High	CVR, exit rate	
	Have descriptive CTAs	Easy	Low	CVR, exit rate	Google

Don't redirect after adding to cart, instead use a modal with options

revolve.com

lyst.com





asos.com ▼⊿ 🗋 07:00 \equiv CISOS Q River Island Lace Maxi Dress Added to your bag ... View your bag ogle Catwalk

Case Study: LYST

Q lyst Q A 1 Item Your Shopping Bag Items in your shopping bag are not reserved and may sell out. Shipping from THE IDLE MAN View shipping & returns policy Est. Shipping: £3.95 Bellfield £65.00 £33.00 Lonki Wind Be Breaker Jacket Black Lor Size: S Hurnyl This itom nemove **Order Summary** Before

Before User redirected to the cart



Add-to-cart notification

Lyst: Upgraded the add-to-cart process- Adding pop out add to cart rather than redirecting to cart page

• 4% higher average order value

Additional info:

- Give users the option to
 - keep shopping (x out or keep shopping button)
 - view bag
 - or checkout directly
Case Study: AllYouNeedFresh





What they did

- Moving delivery date options to the start of the checkout process
- Adding a "continue to checkout" call to action in the basket at the bottom of the checkout
- Automatically determining the customer's credit card type rather than having users select from a drop-down
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- Exposing title options through segmented controls
- Using labels instead of placeholders for form fields
- Enlarging the "save" call to action and making it more noticeable by adding contrast

Results

- Transactions via mobile grew 51%
- Mobile CVR improved 14%
- Drop-offs from order confirmation page dropped by 21%

Case study link

Facilitate x-device movement in the cart

zumiez.com

•	
= Q zum	► 1 07:00 NEZ (?)
MY BAG	
SUBTOTAL (?)	\$69.95
SHIPPING (?) → YOU QUALIFY FOR FREE SH	FREE
TAX (?)	TBD
TOTAL	\$69.95
This purchase will earn you	6,995 Stash Points (?)
🖬 CHEC	скоит
🖾 EMAIL	MY BAG



rei.com

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		♥⊿ 🗎 07:(
RE		1; ≡
Search for	great gear & c	lothing Q
		* 100.0
Shopping ca I item	rt	\$193.9 Subtot
Continue sho	opping	Checkout
Continue sho	pping	Checkout
Continue sho	Osprey	
Continue sho	Osprey Aura 65 AG P Rainforest Gr	ack - Women's
Continue sho	Osprey Aura 65 AG P	ack - Women's
	Osprey Aura 65 AG P Rainforest Gr S #8784560002	ack - Women's een
Continue sho	Osprey Aura 65 AG P Rainforest Gr S	ack - Women's

ogle

Bonus: upsell in cart

hunterboots.com



	ao.com
	-
✓ Added to	▼ 12:29 Cart
	Sonos PLAY:5 Free Shipping \$499.00
	🛒 Go to Cart
	• Continue shopping
	• See accessories
Protect it with	SquareTrade
3 Year Protection \$49.99	n Plan Add
Get everything new gear	g you'll need to enjoy your

lyst.com



Proprietary + Confidentia

35%

Of users will abandon the checkout if a retailer does not offer guest checkout.



Source: Baymard Institute: https://baymard.com/blog/ecommerce-checkout-usability-report-and-benchmark

ogle

Allow checkout as guest

crutchfield.com	michaelkors.com	patagonia.com
	● ● ● 07:00	FREE SHIPPING ON ORDERS OVER \$75*
Seriously into audio since 1974 5M Need Help? Call 1.844.287.0518	MICHAEL KORS	≡ patagonia 🗾
🛒 / Address / Payment / Review	SIGN IN	Shopping Cart
Account Login	OR	CHECKOUT
Billing Address	OR	You are currently checking out as a guest. If you've already registered with Patagonia.com, please go ahead and Sign In If not, Sign Up. It's fast
	f CONNECT TO FACEBOOK	and easy.
Street Address *	S CONNECT TO TWITTER	
optional	OR	
Zip * Enter Zip for City & State	You can create an account during checkout to	7
Enter Zip for City & State	You can create an account during checkout to	

Proprietary + Confidentia

Add value prop around why create an account

mango.com	petco.com	novica.com
• -	•	•
✓ ▲ ■ 07:00	▼⊿ ■ 07:00	◆▲ ■ 07:00
Returning customer —	Remember Me	Verify Password
E-mail	I'm not a robot	CREATE ACCOUNT
Password Keep me signed in	Privacy-Terms sign in	Have an account? SIGN IN HERE
Sign in		ACCOUNT BENEFITS
Forgotten your password?	Checkout as Guest	Enjoy these perks with your free account!
New customer	Save time now and proceed directly to checkout. An account is not required to complete your purchase. However, you can enter a password on the final checkout page to complete your account registration.	Faster checkout Full rewards program benefits Earn credits with every purchase Manage your wishlists
Enter your e-mail address to continue with your purchase. If you wish, you can create an account later.	checkout as guest	Curate your own collections Make microcredit loans
E-mail		Spread happiness around the world ogl
I wish to receive the newsletter		

Proprietary + Confidential

Additional: don't make users confirm account info

Create an account
FIRST NAME
• LAST NAME
EMAIL ADDRESS
PASSWORD

Google

Let users sign up with social accounts

92% of users give up if they don't remember a username or password.



Consider integrating Google identity one tap sign up (2-4x higher sign-up rates)

Sign up new users with just one tap, without interrupting them with a sign-up screen. Users get a secure, token-based, passwordless account on your site, protected by their Google Account. <u>More info.</u>



Sign in users automatically when they return to your site on any device or browser, even after their session expires. <u>More info</u>



Automatic sign-in

Bonus: use credential manager API (aka smartlock) to reduce failed sign in later



Detect & Save

Autofill next time



Use credential manager API (aka smartlock) to reduce failed sign in later



Why:

- Most popular password (2015): 12345
- 2nd most popular: password
- 3rd most popular: 123456

8 billion assisted sign ins per month Works across devices

What:

- Saves password to browser
- Auto-signs in returning users

Google Developers implementation docs:

- <u>Streamlining the sign-in flow using credential manager</u> <u>API</u>
- Integration guide

Limit exit points during conversion flow

(only allow uses to go to homepage, back to cart or contact support... NO menu)

juniqe.com	petco.com	ao.com
• -	•	•
▼ ▲ ■ 07:00	▼ ▲ ■ 07·00	
JUNIQE	petco	ocom ℬ 🖬
Address Payment Order review	1. Shipping Address 2 3 4	Delivery Details Payment
ADDRESS INFORMATION	Shipping Address	Delivery Method
Billing address	* First Name	♀ Click & Collect
Title		✓ Collect from over 5,800 local stores, including Spar, Londis and Costcutter
····· ←	* Last Name	✓ You'll receive a text when your parcel's ready, with 10 days to collect
First name*		✓ Express and free delivery available
	* Phone	Choose Click & Collect
Last name •	* Email	
		Abome Delivery
Address*	Yes, I would like to receive updates from	 Delivered to your door, on a day that suits you

07:00

Use pagination if more than two steps in conversion flow

juniqe.com

petco.com

ao.com

● 07:00	• • • • • • • • • • • • • • • • • • • •	
JUNIQE	petco.	ao.com
Address Payment Order review	1. Shipping Address 2 3 4	Delivery Details Pay
ADDRESS INFORMATION	Shipping Address	Delivery Method
Billing address	* First Name * Last Name	 Click & Collect Collect from over 5,800 local stores including Spar, Londis and Costcutt You'll receive a text when your parc ready, with 10 days to collect Express and free delivery available
Last name •	* Phone * Email	Choose Click & Collect
Address* Address line 2 / Company	Yes, I would like to receive updates from Petco & partners.	 Home Delivery Delivered to your door, on a day that suits you Delivery from 7am to 7pm, we'll text you a timeslot on the day
	* Address Line 1	 Next day and free delivery availab

ogle

Try Upfront Progress instead of starting at zero

There is more motivation for getting things done the closer we are to completion



Research

Have descriptive CTAs

zumiez.com

MY BAG	
SUBTOTAL (?)	\$69.95
SHIPPING (?)	FREE
→ YOU QUALIFY FOR FREE SHIPPIN	IG
TAX (?)	TBD
TOTAL	\$69.95
This purchase will earn you <mark>6,995</mark>	5 Stash Points (
G CHECKOL	л
EMAIL MY I	BAG

▼⊿ 🗋 07:00 01 899 0141 Help schuh Norton SECURE CHECKOUT 3 2 welcome delivery payment Checkout Email Address Enter email address This is where we will send your order confirmation. CONTINUE TO DELIVERY \triangleleft 0

schuh.de

ao.com



Case Study: AllYouNeedFresh

۲	۲
🐨⊿ 🗎 10:50	Iest lester
Nachname*	Straße und Hausnummer:
Firma	Auf dem Graskamp 67
Firma	Postleitzahl:
Postnummer	45888 Stadt*
	Land bestimmen:
Straße und Hausnummer*	Deutschland
Adresszusatz	Telefonnummer:
Adresszusatz	6
Postleitzahl*	
Stadt*	Optional:
Deutschland	Postnummer
Telefonnummer 8 2	Adresszusatz / Firma / Nachbar
Speichern	Speichern
Zahlungsarten	+ NEUE ADRESSE ANLEGEN
Aktuell haben Sie noch KEINE Zahlungsart	4 0 0

What they did:

- Moving delivery date options to the start of the checkout process
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Case study link

Proprietary + Confidential

Show summary before the checkout

Once confirmed, show what happens next

۲			
		₹4 i	12:2
FARFETCH		NEED HELP?	(
Secure Checkout		3	Norte
SHIPPING	PAYMENT	REVIEW	
Shipping Addres	s		
Indre Putrimaite Gordon House, Barr Dublin DUBLIN4 - Ireland	ow Street, Google	e Dublin, Dublin, Co).
		Ch	ange
Billing Address			
Indre Putrimaite Gordon House, Barr Dublin DUBLIN4 - Ireland	ow Street, Google	Dublin, Dublin, Co	D.
		Ch	ange
Payment Method	d		
VISA			
Card ending: 4669			

•		
FARFETCH	NEED HELP?	12:29
Not long to wait Your order has been pla confirm	ced and can take up to 48	3 to
Wrapped just for you It's then carefully packa	ged with a personal touch	1
It's on its way! You'll receive dispatch of estimated arrival date	onfirmation and an	
Changed your mind? Rest assured, we offer t	Free returns within 14 day	'S
Order Details		
() Shipping from 58m in Fran	nce	
COMME WALLET zip wallet Quantity: 1 Size: One S		
⊲ C		

oogle

Proprietary + Confidential

Google's Payment Solutions

The new Google Pay





Google

A better way to pay **G** Pay

- Logged in and ready to pay
- ✓ One API that enables web & app
- Integrate in under a week
- Available globally
- Leckout in a few clicks
- Higher conversion rates
- Future proof
- \$ No fees



Can enable at earlier or later in the flow **G** Pay

GIANTS vs NATIONALS AT&T Park San Francisco, CA			FANCY	
			1 item in cart	
CET M	Have a profile? Sign in to enjoy faster easier checkout	No profile?	Sold by Fancy Merchant Remove	\$100 1 ~
	Email address	Checkout as a guest	Payment method	
Delivery + Share	Password	Buy with G Pay	Google Pay	
Tonight · 7:15 PM			Express Checkout	
View Reserve Left Field 334, Row 5, 2 Seats Together	Forgot Your Password?		Pay with Bitcoin	
TICKET 2 TICKETS 3 TICKE \$18 Total Price	Don't have an account? Create one		Subtotal	\$100.00
GAMETIME BEST PRICE GUARANTEE Best price or we'll send you 110% of the difference	Checkout		Buy with G Pay	
SCAN CARD G Pay				
< ● ■			r Q 👾 4	\equiv

Directly on product page

At guest checkout

At payment

Google

What our partners are saying **G** Pay

Conversion Uplift	Customer Retention	Customer Acquisition
Customers who had Google Pay selected as their payment type were 65% more likely to complete their booking flow. (HotelTonight)	We've found sustainable Google Pay growth with its share of Android App orders up 30% weeks after our promo ended. (Fandango)	Since integration, 68% of Google Pay transactions were driven from new users; and 24% of these new users chose to create an account with B&H. (B&H)

Proprietary + Confidential Proprietary + Confidential

Integrating with Shopify



How to Activate Google Pay:

Make sure your processor is supported by the Google Pay API. From your Shopify admin, go to **Settings > Payment providers.**

- 1. In the section for your credit card payment provider, click Edit.
- 2. in the **Accelerated Checkouts** section, select Google Pay.
- 3. Click Save.
- 4. Your customers can now use Google Pay to check out on your store.

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Form Optimization

Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)

Home / landing p	age Menu & navigation	Search	Category / product Cor	nversion	Form optimization
Section	Form Optimization		Ease of implementation	Impact	Key Metric
Key suggestion	Use inline validation & autofill		Medium	Medium	Form completion
	Reduce number of fields	 Remove optional fields Use full name instead of first/last Hide company and address line 2 Check billing as shipping by default 	Medium	Medium	Form completion
	Don't use dropdowns for inputs with < 4 options, instead opt for buttons		Easy	Easy	Form completion
	Use steppers, sliders, or open field input for numerical entry rather than large dropdowns		Easy	Easy	Form completion
	Use correct keypads		Easy	Easy	Form completion

Proprietary + Confidential

Typing on mobile is hard

me_every_time@

Google

Use inline validation & autofill

In-line validation ▼⊿ 🗋 07:00 **Payment details** Hurry, that's the cheapest room at DoubleTree by Hilton Hotel London - Westminster! Book it now. **First name** John V Last name Meyer V Card number 1111 Your credit card number appears to be incorrect. Please check it and try again. Card type Card Type \$ Security code

In-line validation	
	07:0
asos	
mail address	
Thaselbeck@google.com	1
/e'll send your order confirmation here	
irst name	
/e need your first name – it's nicer that way	
ast name	
Haselbeck	1
assword	
Nust be 6 or more characters and contain at least 1 umber	
umber	

•	Autofill		
		▼⊿ 🗋 07:00	
First name			
d			
Last name			
Address		?	
Apt			
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123 🤤 👰	space	Go	- 3.0

ogle

Reduce the number of fields

Use full name	Use Google Places Autocomplete API (<u>link</u>)	Check billing as shipping by default
< Back	THREDUP	Zip Code *
Full name	1. Shipping Info	Phone *
Address line 1		
Address line 2	Claire	Email *
Address line 2	Last Name	
City	Illmer	
State/Province/Region	Street Address	Shipping same as billing address
State/FIOVINCE/Region	534 DIVISADERO ST	ENTER PAYMENT INFO
ZIP	534 Divisadero Street, San Francisco, CA, United States	
Dhana sushar	534 Divisadero Street Fresno, CA, United States	
Phone number	534 Divisadero Street Mendota, CA, United States	
	534 Divisadero Street Pacific Grove, CA, United States	^
United States \$	534 Divisadero Street Visalia, CA, United States powered by Google	TOP OF PAGE
Use this address	Shipping options (estimated)	FOLLOW US 🕑 🧗 💿 🏂
Not Claire? Sign Out	 Standard Shipping (3-8 business days) Expedited Shipping (1-3 business days) \$11.99 	grfat BIG canvas"

Reduce number of checkout fields

\$

27% of users abandon orders due to a "too long / complicated checkout process".

Best performing e-commerce sites have 6-8 fields, total of 12 form elements. Average retail checkout flow has 14.88 form fields.

Optimize forms:

- 1. Use Full name field, lose the title.
- 2. Default Billing = Shipping address.
- 3. Collapse Address Line 2 + Company Name behind a link.

Full research.

Case Study: AllYouNeedFresh

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SUPERMARKT					
	~	~			
Adresse	Packstation	amaz	on	_	
		payme	nts		
E-Mail Adresse*		Pruchtar	gabe		
Bitte wählen*			<u> </u>		
Vorname*			- 1		
Nachname*			- 1		
Firma			_		•
Postnummer			2		
Straße und Hausnummer*			_		
Adresszusatz			_		
Postleitzahl*			_		
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Results:

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- Drop-offs from order confirmation page dropped by 21%

Case study link

Don't use drop downs if less than 3 options

VS.

/		
\leftarrow	MANGO	
Dis	patch and payn	nent
Delivery metho	ods	
Home deliver	ry - Free	\vee
Delivery in 2 to 5	working days	
Shipping addr	ess	
Max van der Heij	den	
Test, Test		
W11 2BQ United Kingdom		
max.v.d.heijden@	amail.com	
07123456789	gman.com	
	Edit	

•	After		
	▼.	07:00	
<	Checkout		
	1. Delivery		
Promotional c	ode or gift voucher		
Collect from Delivery in 5	s tore to 15 working days	Free	
 Home delive Delivery in 1 	ry to 4 working days	€ 5.95	
78 The Light	thouse, George's Street Lower NA .		
	Continue		
	2. Payment		
	3. Order summary		
	@ 2016 MANGO All rights reserved		G

Case Study: AllYouNeedFresh



Before



What they did:

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<u>Case study link</u>

Proprietary + Confidential

Use the correct keypads (phone, zip, credit card)

VS.





Google

Ensure that the correct input type is used

<input type="number"

<input type="email">

<input type="url">

<input type="date">

<input type="range"

min="2" max="10"

min="2" max="10"

step="2" value="6">

step="2" value="6">

HTML

Input Type

number

email

url

date

range

a			-
	0		
	Daytime Pho	ne Number	
			C Ext.
	Another N	lumber	
	Previous	xt	Done
	1	2 АВС	3 Def
	4 сні	5 JKL	6 MNO
	7 PORS	8 тиv	9 wxyz
	+ * #	0	×

le

Case Study: AllYouNeedFresh





What they did:

- Moving delivery date options to the start of the checkout • process
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Case study link

Proprietary + Confidential

Thank You

