

Checkout Redesign

April 5th, 2022

Overview

- Update layout and design with best practices - in the current pattern library.
- Implement new payment methods
- Implement single address field verification
- Improve credit card form submission area
- Improve order review & confirmation
- Implement account creation after guest checkout

Success Metrics

Reduce checkout abandonment

Outline of Project

- Create a consistent design according to the current pattern library
- Evaluate overall flow and page layout against best practices
- Form Field Specific
 - Auto-populate address fields
 - Clearly indicate erroneous fields
 - Implement adaptive error messaging
 - Redesign “inline labeling” in form fields
 - Explain why required info is needed ie. phone number
- Add new Payment Methods (listed in order of importance)
 - Financing
 - AFF (May launch with this payment option only)
 - ZIP
 - Express Checkout
 - Apple Pay
 - Amazon Pay
 - Google Pay
- Credit Card Specific
 - Luhn validate the credit card number sooner in the process
 - Autoformat with spaces, the credit card number

Reminders -

*Consider how the order summary in checkout will affect the cart.

*Consider one line credit card line

*Address Book - consider worst-case scenarios and what impact that might have to “my account”

Must Address Both -

Guest Checkout

Sign in when on the page

Facebook Checkout

Account Checkout

Resources:

- Baymard UX Performance Summary
- Baymard Cart & Checkout Benchmarks

Timeline

Research -

Use Flows -

Wireframes -

UI Design -

User Testing/Rapid Prototyping -

Ticket Submission and Reviews -

Usability Testing - friends & family testing

Sprint -

Live - Before Mid-October (3-Weeks before) October

Checkout Redesign

Presented by Jason Niemoth

Problem Statement

According to Baymard Institute, the Select Blinds checkout experience is “mediocre” and sits in the bottom 60% of the e-commerce sites in Baymard’s benchmark. As a business, we want to provide a checkout experience that is not overwhelming and easy to understand, reducing the risk of checkout abandonments.

Research Goals

- Identify industry best practices via Baymard's Audit
- Conduct a competitive analysis ranking identified best practices
- Provide research examples for discussion
- Provide recommendations for Select Blinds checkout

KPIs - Success Metrics to Achieve

- Reduce checkout abandonment
 - What’s the level of abandonment between the logged in vs. guest checkout experience?
 - What are the biggest pain point(s) that users have complained about with the current checkout?

Research Challenges/Blockers

- New site colors and fonts might not be 100% deployed, preventing new design system to be used
- Technical specs of new payment options that will be incorporated are TBD - unsure if these specs could potentially effect design
- Other than Select Blinds, been unable to review an entire checkout flow of competitors (including confirmation pages & follow up emails)

Baymard Best Practice Recommendations

- #719 - [How to Introduce, Position, and Style Error Messages](#)
Always highlight incorrect fields in red and place the error message in close proximity. With a single error, autoscroll users to the erroneous field; with multiple errors, show them a universal message outlining there are multiple errors at the top of the page.
- #582 - [Luhn Validate the Credit Card Number Field](#)
The credit card number field must live Luhn validate the user's input before the entire card dataset is submitted (front-end validation).
- #722 - [Use 'Adaptive Error Messages' that Match the User's Specific Subissue](#)
Use 'Adaptive Error Messages' that specify the exact subissue that caused the user's specific input to fail validation, and outline what a user must do to correct it.
- #683 - [Avoid Inline Labels](#)
Avoid inline labels (though they may be acceptable for forms of 1 or 2 fields), and be cautious when implementing floating labels (in particular, ensure the error message state performs well).
- #594 - [Autoformat Spaces in the 'Credit Card Number' Field](#)
Autoformat the credit card number as users type with an input mask. If not using an input mask allow users to enter spaces.
- #638 - [Save Account Creation for the Confirmation Step](#)
Save account creation for the confirmation step and make it easy to create an account by only having users fill out a 'Password' field. Inform users choosing the guest checkout flow (e.g., at the account-selection step) that they'll have an option to create an account after placing the order.
- #731 - [Explain Why Seemingly Unnecessary Personal Data is Required](#)
Don't require users to provide personal information that isn't strictly necessary to complete the checkout; in particular, phone, date of birth, or gender. If necessary, always explain why the information is required and how it's used.
- #596 - [Display the Full Order Details on the Confirmation Step](#)
Show the order number, the ordered items, estimated arrival date, shipping address, total order cost, and payment method(s) directly on the order confirmation step.

Additional Recommendations Reviewed

- Pitfalls of Checkout:
 - #655 - [Traditional Multi-step checkout](#)
 - **Most Popular:** Currently being used on 63% of top 50 US e-commerce sites use this checkout flow
 - Can deliver both a horrible **OR** excellent experience. **CONSISTENTLY** outperforms better or worse than the other experiences.

- Most important to checkout UX performance - is **WHAT** users are asked to do and **HOW** they are asked during the flow - not the flow type
- Some inherent usability issues - particularly regarding the checkout flow being unclear or difficult to control, it sometimes being unclear when the order is placed, and that the actual editing flow is often highly cumbersome
- Key that the process steps correspond to the actual flow the user goes through
- Ensure that the process steps for previously completed steps act as links to move backwards in the flow
- #648 - [Accordion Checkout](#)
 - 32% of top 100 US e-commerce sites use this checkout flow
 - Has **NOT** found that accordion-style checkouts **CONSISTENTLY** perform better than either traditional multi-page checkouts or one-step checkouts. They can perform well, but the accordion layout in and of itself doesn't matter that much.
 - Does have some inherent usability issues that actively have to be dealt with, such as communicating to users the expanding sections concept, back-button behavior that misaligns with users' expectations, and occasionally deprives users of the ongoing review
 - Accordion Steps Should Collapse Into Summaries
 - Key that accordion-style checkouts collapse the past checkout steps into summaries to achieve one of the key benefits of having an accordion-style in the first place
 - Ensure that the browser back button takes users back to the previous viewed step – regardless if it's technically the same or a separate page
- #565 - [One-Step Checkout](#) (**Select Blinds**)
 - Has **NOT** found that one-step checkouts **CONSISTENTLY** perform better than either traditional multi-step checkout or accordion style checkouts. What's most important to checkout UX performance is what users are asked to do during the flow and how they are asked.
 - Most frequently observed usability issues of one-step checkout design:
 - overwhelming appearance
 - non-linear sub-flows
 - difficulties in reviewing the order
 - One of the main benefits of one-step checkouts is that they show users everything they have to complete up-front. Users are therefore given a clear promise of “you are done once you complete what you see here”
 - Use Advanced Simplification Form Features to Avoid an Overwhelming Appearance
 - Avoid Sub-Flows Entirely
 - Inherent challenge with one-step checkouts is that when wanting to review the order data, users will have to review what they've typed

directly in the active form fields

For sites with order types where users will frequently want to thoroughly review their order, it's perfectly viable to consider having a separate review step after the main step where all checkout information is typed. It will of course semantically no longer be a true one-step checkout, but it will align far better with users' actual needs.

- #668 - [Minimize the Number of Form Fields Users See by Default](#)
Remove any unnecessary fields from the checkout flow. Use smart form field features and designs to collapse, preselect, or otherwise minimize optional fields. If 10–15 form fields are still viewable use multiple steps and add whitespace to provide a grouped view.
- #613 - [Always Implement Process Steps as Links](#)

Other Best Practices to Continue:

#606 - [Use a 'Enclosed Checkout' Design](#)

Use an “Enclosed Checkout” by removing the main site navigation and other non-checkout navigational elements from all steps after the cart step and until the order review step (incl.).

- The number of elements shown to users should be reduced to a minimum to allow them to focus on completing the checkout process.
- CVR increases 3-10% – solely from removing the main site-navigation and similar non-checkout related elements
- The only navigational links and information provided relate to the order or the checkout so users aren't in danger of exiting the process without intending to

Typical checkout header elements may include:

- A simplified header that still includes the site's header or primary branding to ensure users that they are still on the site, and provides an escape route for users who get stuck. Escape routes for exiting the checkout flow are provided via the clicking the site logo (which should always lead to the homepage), and via the process steps that should generally include the cart as the first step
- Help information and in particular customer support contact information should be provided along with any intelligent chat windows if available
- A cart icon in the header (#607) (if an actual order summary sidebar isn't used), will remind users of the order total and number of items in their cart.
- The user's signed-in status will allow the user to verify that they are signed in, and which account they are signed into

NNG - Nielsen Norman Group

<https://www.nngroup.com/articles/mobile-checkout-ux/>

- Make guest checkout prominent and easy to find.
Even people who have an account forget passwords; in many cases, it will be easier for them to check out as guests than to recover their password on their mobile device.
- Make the order summary easy to find in mobile layouts.
To avoid unpleasant surprises later in the flow, show the order summary prominently at the top of the checkout pages.
- Use the user's current location to determine sales tax, delivery costs, and any pickup options available.
- For each field, present the correct keyboard
- Offer mobile-friendly payment options, but don't overwhelm users with too many options.
Recognizable third-party checkout options such as Paypal or Apple Pay can be helpful, but too many options can cause choice overload.

Estimated Taxes

NNG - [How to Display Taxes, Fees, and Shipping Charges on Ecommerce Sites](#)

Unexpected service fees and special-delivery costs should be disclosed early in the shopping process to avoid losing customers.

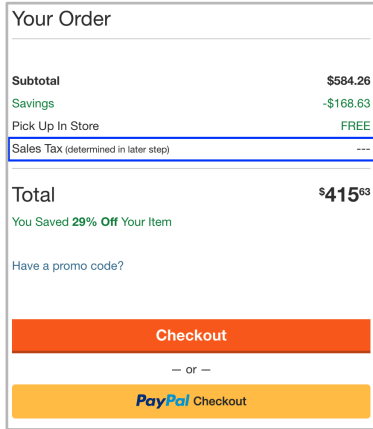
- Although shoppers are aware that some additional costs can be disclosed only at the end of the checkout, any nonstandard charge should be communicated early
- **Wait Until Checkout to Communicate Taxes and Typical Shipping Rates**
- US customers are accustomed to shopping online or in stores, so their ecommerce mental model includes the addition of taxes and standard shipping charges at checkout.
- They also know that taxes and shipping rates may depend on the delivery address
- **Be Upfront About Nonstandard Fees**

Baymard - #732: [Provide Full Order Cost, or An Estimate, In the Cart](#)

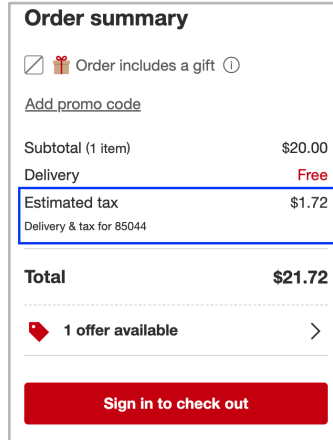
Display the full order cost in the cart, including shipping, taxes, and fees, or at least a cost estimate that also specifies the foundation for the estimate.

- Before users proceed to the checkout, they have an idea of what lies ahead of them
- Providing this information late in the process can not only lead to abandonments, but can also result in users developing a negative perception of a site, as some will feel "tricked" by the initial, incomplete order total that was provided.
- **The cart total will ideally also include a tax estimate.**
- Displaying estimated taxes, as well as additional fees (e.g., handling fees for oversized items), presents challenges that can be addressed similarly to shipping costs:
 - a. Use IP geotargeting or signed in user information to establish the most likely location of the user, and base the tax estimate on that
 - b. Display a range of lowest-possible taxes and handling fees

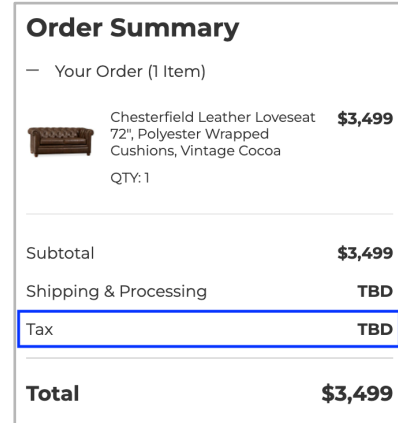
- **Providing users with insights into the conditions for the estimate** — for example, “Estimated Tax: \$2.30 (California)” — will improve transparency and decrease disappointment if the actual taxes turn out to be higher later on.



Home Depot - Shopping Cart



Target - Shopping Cart



Pottery Barn - Checkout
Prior to filling out Address)

Competitive Analysis

	Checkout Type	# of Payment Methods: Financing Options	# of Payment Methods: Express Checkout	Offers Social Login?	Single Address Verification	Avoids Inline Form Labels	Save Cart Items / Place Saved in Cart	CC Entry w/ Space Auto-Format	CC Luhn Validation After Entry
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Direct Competitors

Select Blinds	One-step	1 Affirm	1 PayPal	✓ Facebook	✗	✗	✗ Save entire cart	✗	✗
Blinds.com	Multi-step	0	2 Both PayPal	✗	✗	✓	✗ Save entire cart	✓	✓
Blindster	Multi-step	1 Bread	0	✗	✓	✓	✗	✓	✗
The Shade Store	Multi-step	1 Affirm	1 PayPal	✗	✗	✗	✗ Save entire cart	✓	✗

Home Decor Leaders (Indirect Competitors)

	Checkout Type	# of Payment Methods: Financing Options	# of Payment Methods: Express Checkout	Offers Social Login?	Single Address Verification	Avoids Inline Form Labels	Save Cart Items / Place Saved in Cart	CC Entry w/ Space Auto-Format	CC Luhn Validation After Entry
Crate & Barrel	Multi-step	0	3 PayPal, Venmo* & Apple Pay* *mobile only	✓ Google	✓	✓	✓ Items Only	✓	✗ Checks only when you click (Apple)
Pottery Barn	Accordion	1 Affirm	1 PayPal	✗	✗	✓	✓ Items Only	✗	✗
Interior Define	Multi-step	1 Affirm	0	✗	✗	✓	✗	✓	✗
WayFair	Multi-step	4 Wayfair CC, Afterpay, Klarna, Wayfair Financing	1 PayPal	✓ Google	✓	✓ Yes on account, no on CC	✓ Items Only	✓	✓

3 of 8

3 of 8

6 of 8

3 of 8

6 of 8

2 of 8

Analysis Takeaways

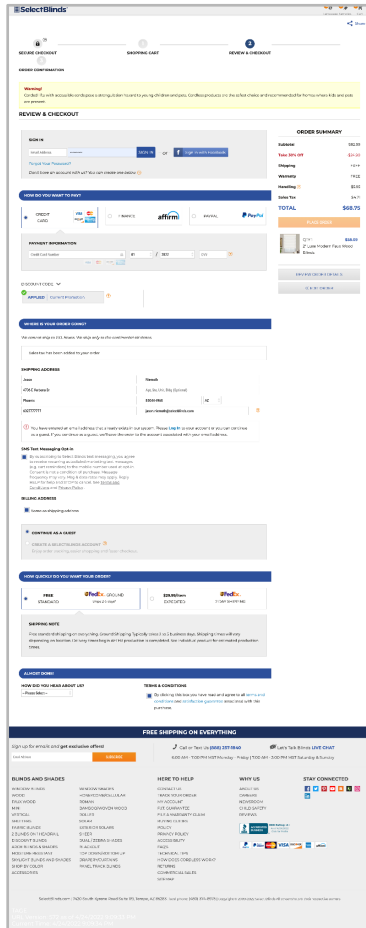
- 75% (6 of 8) of competitors use multi-step checkout. All direct competitors use multi-step checkout. 1 uses accordion checkout - Pottery Barn. 1 uses one-page checkout - Select Blinds.
- 2 of the 3 direct competitors offer similar payment options as Select Blinds
- All used Credit Card as the default payment method.
- Only 1 competitor (indirect) offers express payments other than PayPal - Venmo and Apple for mobile devices only.
- Only 3 of 8 used an alternate social login offering during account creation. No direct competitor uses this option.
 - What's the percentage of users using Facebook to login vs. Registering on site?
- Baymard benchmarks/best practices are partially followed for competitors. Only Wayfair has followed all benchmarks reviewed.
- Blinds.com offers an additional option of "Order Offline" - pay by mail or phone.
- The Shade Store's mobile experience bounces to a very difficult desktop view - while offering a link to view the mobile site buried on the bottom (which was easily lost). Once in the Cart/Checkout, the view remained as a desktop view on Desktop.

Checkout by the Numbers (1/2021 - 5/22/22)

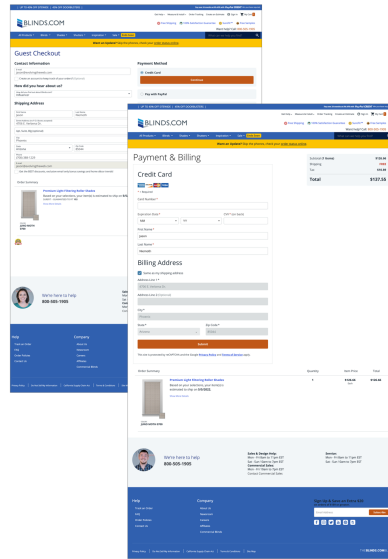
Device Category	Pageviews	Time on Page	Exit Rate
Desktop	64%	4:49	9.71%
Mobile	33%	6:27	13.73%
Tablet	3%	5:04	9.90%

Research Screenshots

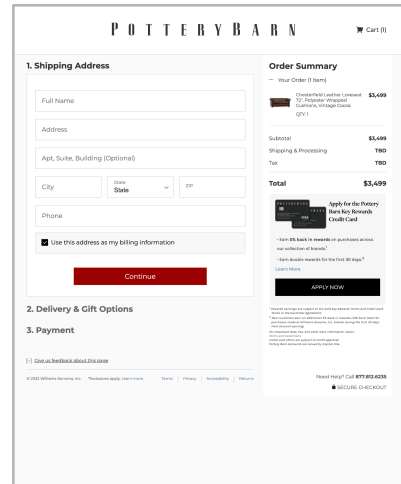
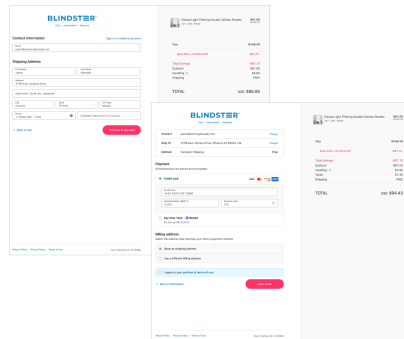
One-Step vs. Multi-Step vs. Accordion



One-Step (Select Blinds)

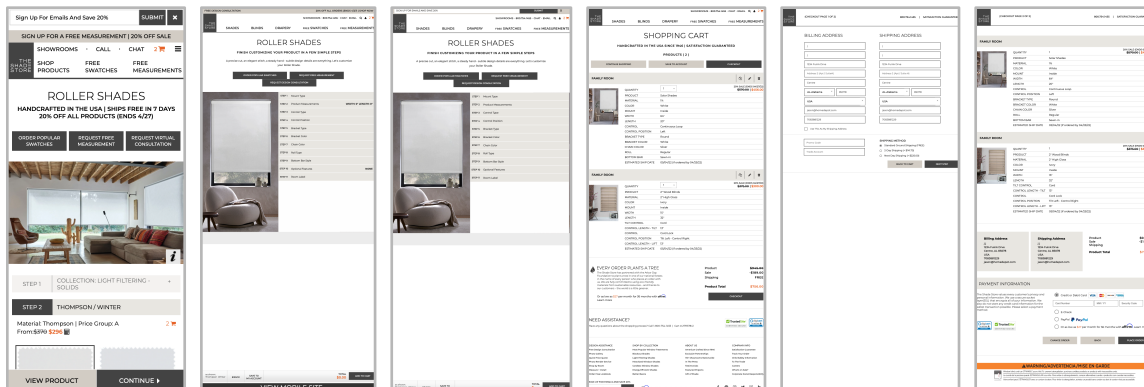


Multi-Step



Accordion

The Shade Store Shopping Experience (Mobile)



Sign In / Guest Checkout

The Guest Checkout option is located differently from the other sign in options

SIGN IN

Email Address or Sign in with Facebook

[Forgot Your Password?](#)

Don't have an account with us? You can create one below.

HOW DO YOU WANT TO PAY?

CREDIT CARD

FINANCE

PAYPAL

PAYMENT INFORMATION

Credit Card Number
VISA MasterCard American Express

01 / 2022 / CVV

DISCOUNT CODE

APPLIED | Current Promotion

WHERE IS YOUR ORDER GOING?

We cannot ship to P.O. Boxes. We ship only to the continental 48 states.

Sales tax has been added to your order

SHIPPING ADDRESS

Jason Niemoth

4706 E Verbeia Dr Apt, Ste, Unit, Bldg (Optional)

Phoenix 85044-4968 AZ

602777777 jason.niemoth@selectblinds.com

You have entered an email address that already exists in our system. Please [Log In](#) to your account or you can continue as a guest. If you continue as a guest, we'll save the order to the account associated with your email address.

SMS Text Messaging Opt-in

By subscribing to Select Blinds text messaging, you agree to receive recurring autodialed marketing text messages (e.g. cart reminders) to the mobile number used at opt-in. Consent is not a condition of purchase. Message frequency may vary. Msg & data rates may apply. Reply HELP for help and STOP to cancel. See [Terms and Conditions](#) and [Privacy Policy](#).

BILLING ADDRESS

Same as shipping address

CONTINUE AS A GUEST

CREATE A SELECTBLINDS ACCOUNT

Enjoy order tracking, easier shopping and faster checkout.

Account Login Area

ALMOST 3000PX BETWEEN AREAS

Guest Checkout Area

Promotions / Discount Codes

DISCOUNT CODE

APPLIED | Current Promotion

DISCOUNT CODE

APPLIED | Current Promotion

Enter add'l code if you have one

Suggested Promotions

SAVE WITH CODE "EARTHDAY" ENDS 4/26

Have A Promo Code? Enter It Here.

Do you have a Coupon Code?

Regular Price	\$142.10
Save 40% + An Extra 5%!	-\$61.10
Total Savings	-\$61.10
Subtotal	\$81.00
Shipping	FREE
Handling	\$5.95

TOTAL **USD \$86.95**
As low as \$7.65/mo*

Promotions Observations:


- Promotion applied is not listed.
- Can the user remove promotions once they are added to the cart?
- Are there other promos that can be applied to the cart?
- The other promos field is hidden - accidentally clicked on discount code words and other field appeared

Process Steps


Process steps are not interactive. Ensure that the process steps for previously completed steps act as links to move backwards in the flow




ORDER SUMMARY

 **2011 DODGE**
NITRO AWD

TIRES -




MICHELIN
**DEFENDER
LTX M/S**
235 /65 R17 104T SL BSW

Item #27057	Qty: 4	Price: \$768.00
Show required fees +		subtotal: \$108.00
Show certificates +		subtotal: \$131.00
<p> DON'T MISS OUT! Sign in to your FREE online account for \$110 instant savings! -\$0.00</p>		
Subtotal		\$1007.00
Cart Subtotal		\$1,007.00
Taxes		\$73.80
tax exempt?		
Order Total		\$1,080.80

Product Summary

Order Summary

— Your Order (1 Item)




Chesterfield Leather Loveseat **\$3,499**
72", Polyester Wrapped Cushions, Vintage Cocoa
QTY: 1

Subtotal **\$3,499**

Shipping & Processing **TBD**

Tax **TBD**

Total \$3,499



Apply for the Pottery Barn Key Rewards Credit Card

- Earn **5% back in rewards** on purchases across our collection of brands.¹ **Your Order (1 Item)**
- Earn double rewards for the first 30 days.³

[Learn More](#)

APPLY NOW

¹ Rewards earnings are subject to the Gold Key Rewards Terms and Credit Card Terms in the Customer Agreement.
² New customers earn an additional 5% back in rewards (10% back total) for purchases made at Williams-Sonoma, Inc. brands during the first 30 days from account opening.
³ For Important Rate, Fee, and other Cost information select Terms and Conditions.
Credit card offers are subject to credit approval.
Pottery Barn Accounts are issued by Capital One.

Need Help? Call **877.812.6235**

SECURE CHECKOUT

Add Address / Address Book

Jason Niemoth
124 Elm Road
Phoenix, AZ 85044
6027777777

Selected

 + ADD NEW ADDRESS BOOK

ADDRESS BOOK

Jason Niemoth, 124 Elm Road Phoenix, AZ 85044, 6027777777 Edit X

Online Credit Card Input Field

Enter your payment details




<input type="text" value="Card number"/>	<input type="text" value="MM / YY CVC"/>
<input type="text" value="Street address"/>	
<input type="text" value="Apt, unit, suite, etc. (optional)"/>	

Multiple Payment Methods - Baymard Best Practice


REVIEW & CHECKOUT

Welcome, Jason!

HOW DO YOU WANT TO PAY?

<input checked="" type="radio"/> CREDIT CARD 	<input type="radio"/> FINANCE 	<input type="radio"/> PAYPAL 
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PAYMENT INFORMATION

<input type="text" value="Credit Card Number"/>	<input type="text" value="01"/>	/	<input type="text" value="2022"/>	<input type="text" value="CVV"/>	
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Confirmation Page Comparison

Logged In

Guest Checkout

Confirmation Page Observation:

- Why are there different checkout confirmation pages for guests vs. logged in users?

Recommendations

1. **Layout:** With the majority of users checking out on Desktop vs. Mobile, It's recommended to provide a layout that is easy to navigate instead of the possibility of overwhelming a user using a one-page checkout design.

Switch to an accordion checkout within a single page that will progress to the next step through a clickable action. After the user advances to the next “step” the user will see a summary of the previous step - where the user can make an edit or use the back arrow in the web browser to go back a step.

The screenshot displays the Nordstrom Checkout page with a multi-step accordion layout. The steps are: 1. Shipping Address, 2. Shipping Method, 3. Payment, 4. Save Your Information (Optional), and 5. Review Your Order. The 'Shipping Method' step is currently active, showing a table of shipping options with columns for 'SHIPPING METHOD', 'ESTIMATED ARRIVAL', and 'COST'. The 'Standard' method is selected, offering free shipping. Other options include 'Two Day' (\$15), 'Next Day' (\$25), and 'Saturday' (\$35). The 'Review Your Order' step shows a summary of the order total, including merchandise (\$5.00), shipping charges (\$0.00), and estimated sales tax (\$0.49), resulting in a total of \$5.09. The page also features a navigation bar at the top with links for 'Sign In', 'Your Account', 'Wish List', 'Customer Service', and 'Shopping Bag [1]'. A banner at the top offers a 1% discount on Gift Card sales to local nonprofits.

2. **Order of Information:** Reorder content so that the Customer is filling out in the following order:
 - Login or Guest Checkout
 - Shipping / Billing Address
 - Shipping Methods

- o Payment & Terms

3. **Discounts/Promotions:** Discounts to be presented as a line item in the Order Summary (as it currently exists today) with an area to add additional discounts (if applicable) - as it is presented below. Remove the Discount Code “Applied” button and section from checkout flow.

Regular Price	\$142.10
Save 40% + An Extra 5%!	-\$61.10
Total Savings	-\$61.10
Subtotal	\$81.00
Shipping	FREE
Handling	\$5.95

4. **Payment Methods:** Offer payment in a tabbed horizontal layout. Currently used - Best Practice (#590 - [Use a Tabbed Payment Method Interface with a Default Selection](#))

REVIEW & CHECKOUT

Welcome, Jason!

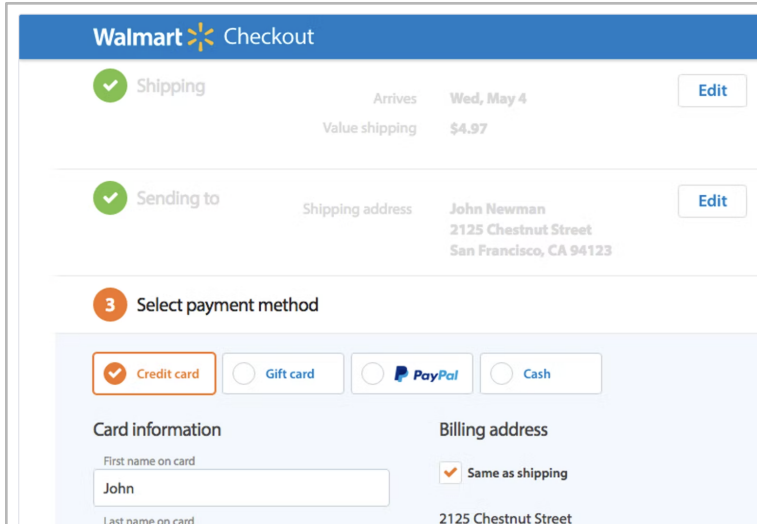
HOW DO YOU WANT TO PAY?

CREDIT CARD

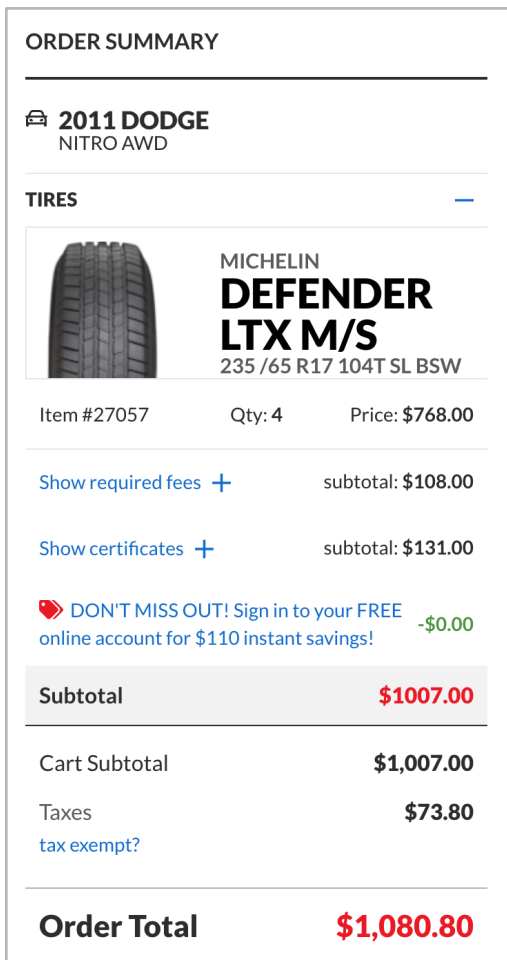
FINANCE

PAYPAL

5. **Process Steps:** Ensure that the process steps for previously completed areas are accessible and that finished steps show completion (i.e.: green checkmark).



6. **Order Summary:** Offer a detailed Order Summary with product listed above order info. Consider including the ability to edit order details within the summary.



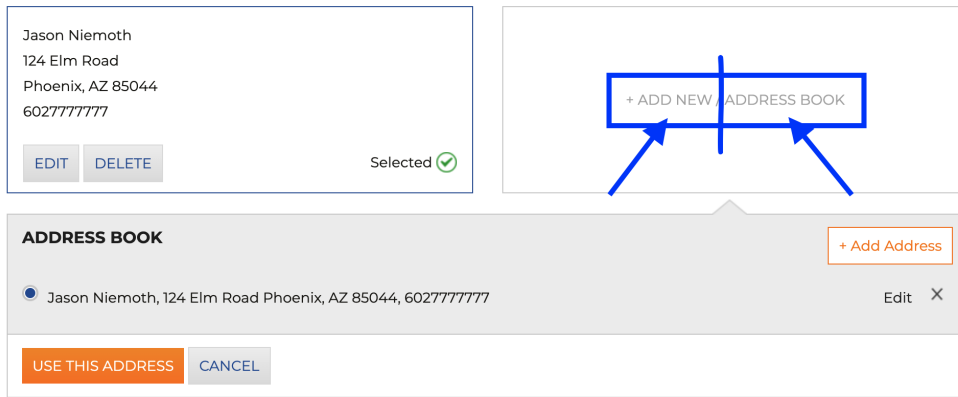
- 7. **Online Credit Card Input Field:** Properly space out numbers according to number pattern. Allow for expiration date & CVC on the same line as the credit card number. Luhn validate after completion

Enter your payment details

- 8. **Form Fields:** Shift inline label as text is entered and add error messages, while also identifying areas where errors occur.

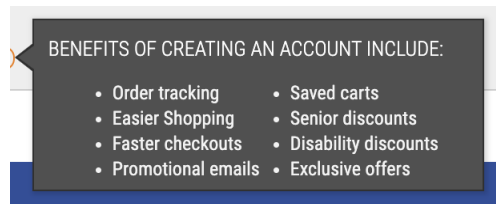
 Please enter a first name.

9. **Address Book:** Update button labeling to be less confusing & more intuitive.



10. **Confirmation Pages:**

- Update Guest checkout confirmation page to match logged in confirmation page.
- Remove the “Track Order” button from the page.
- On the guest confirmation page, offer the customer one last opportunity to create an account - offering account creation benefits.






- <https://baymard.com/blog/delayed-account-creation>
- <https://baymard.com/blog/order-confirmation-page>

11. **Estimated Taxes:** To reduce customer frustrations with hidden fees during checkout, best practice is to include estimated taxes prior to checkout in the shopping cart.


- Use IP geotargeting or signed in user information to establish the most likely location of the user, and base the tax estimate on that.

Order summary

  Order includes a gift 

[Add promo code](#)

Subtotal (1 item)	\$20.00
Delivery	Free
Estimated tax	\$1.72
Delivery & tax for 85044	
Total	\$21.72

 **1 offer available** >

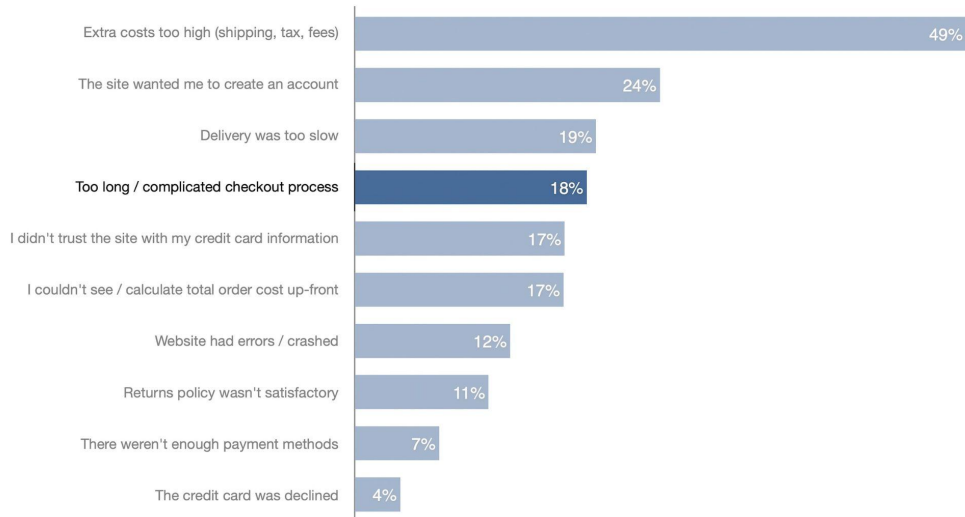
Sign in to check out

Appendix

Reasons for Abandonments During Checkout

4,329 responses · US adults · 2021 · © baymard.com/research

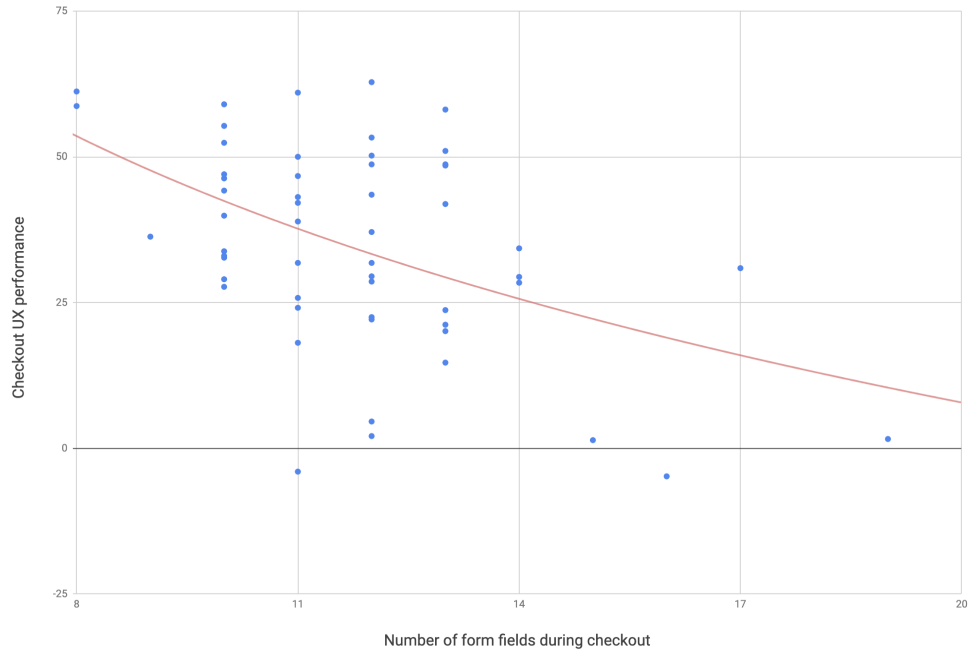
*Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?
Answers normalized without the "I was just browsing" option



Checkout UX performance vs number of form fields

60 Top E-Commerce Sites in 2021

© baymard.com/research



Usability Findings – Checkout Redesign

Participant Breakdown

- Gender: 8 - Female / 6 - Male
- Age Range: 37 - 53
- Ethnicity: 4 - White / 3 - Hispanic / 4 - Black / 2 - Asian / 1 - Middle Eastern

Scenarios Tested

- **Guest Checkout** (5 Tested)
 - 2 - PayPal
 - 3 - Credit Card
- **Logged In Checkout** (5 Tested)
 - 2 - PayPal
 - 3 - Credit Card
- **Express Checkout** (4 tested)
 - 4 - PayPal

Post-Usability Questionnaire Answers

1. Overall, how did you find navigating through the checkout experience?
 - 11 - Very Easy
 - 3 - Easy
2. Were the input prompts displayed clearly?
 - 8 - Strongly Agree
 - 6 - Agree
3. What did you like the most about the checkout experience and why?
 - Very easy to navigate
 - Options were very clear
 - The progress indicator - knows, upfront, the steps need to be done
 - Loved the Confirmation page - Huge order # & reconfirmation of info
 - Font size is comfortable
 - Liked to see the "Need Help" contact info
 - Liked the Express options at the top of checkout pg & then only had to confirm content
 - The auto-populate address area
 - Able to clearly see what was ordered
 - Variety of payment options other than CC (doesn't want to give another site CC info)
 - Follows a Standard Checkout Flow
4. What did you like the least and why?

- Confusion with messaging on the PDP modal - "Don't Lose Your Account!" / Sign In / Secure Checkout.
 - Contacting info for SB not large enough
 - Lack of logos early to show all payments offered
 - Edit Address once verified, an extra step is needed to edit the address - should be able to just click in the address boxes and start editing away
 - Not being able to add delivery details or a company / apartment name
 - No color prompts - everything was in black & white
5. What, if anything, caused you frustration?
- Having 2 buttons to proceed with checkout - what was the difference?
 - Was unsure about what payment methods accepted early in checkout
 - Edit Address once verified, an extra step is needed to edit the address - should be able to just click in the address boxes and start editing away
 - Not being able to add delivery details or a company / apartment name
 - Didn't like the handling fee separate from the shipping

Recommendations for Launch

1. Call out selected options and discount codes in color
2. Make sure contact info is easily visible - Size, color, etc
3. Remove the "lock down" / click to edit address after validation of address

Recommendations for A/B Testing / Post-Launch

1. Consider Express Payments to top of checkout
2. Display of payment options (credit card, finance) on the Shopping cart and/or PDP modal