TEE'S SHIRTS

Checkout issue #1: Sign-in

Situation:

A significant number of customers for Tee's Shirts are abandoning the checkout process when they reach the sign-in page. The page asks the customer to sign in or create an account.

Here is how the store's sign-in page appears during checkout:

TEE'S SHIRTS   Shop ⌄   Lookbooks ⌄

Sign in

Email

Password

Forgot password?

LOGIN

Not registered? Create an account

Step 1: Identify the issue. Why might customers abandon the checkout process at this point?
Customers might feel comfortable creating an account or even feel pushed to do so.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.
One way to improve this is to make creating an account more frictionless, such as entering their email address and then adding a password after the purchase. The other way would be offering a guest checkout process. I'd recommend both.

Checkout issue #2: Personal information

Situation:

Customers for Tee's Shirts are also abandoning the checkout process when asked to provide their personal information. The checkout process requires them to enter the following details:

- Name
- Address
- Email address
- Home phone number
- Work phone number
- Mobile phone number
- Birthdate

Here is how the personal information fields appear during checkout:

TEE'S SHIRTS   Shop ⌄   Lookbooks ⌄

① ADDRESS — ② SHIPPING — ③ PAYMENT — ④ REVIEW

Address

First name   Last name

Address

City   State

Zip code

Email

Home phone number   Work phone number

Mobile phone number

Birthdate

Order summary

1 item

Classic Cotton Tee   ✕
S / Mid Gray
$30   − 1 +

Subtotal $30
Shipping $8
ORDER TOTAL   **$38**

CONTINUE

Return Policy   Help

Step 1: Identify the issue. Why might customers abandon the checkout process at this point?
Too much data required.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.
Require first name, address, and email only first, then request full name for payment.

Checkout issue #3: Shipping

Situation:

Customers for Tee's Shirts are also abandoning the checkout process when asked to choose a shipping option. The shipping options include the following:
- Standard shipping starting at $8
- Express shipping starting at $15

Here is how the store's shipping options appear during checkout:

TEE'S SHIRTS   Shop ⌄   Lookbooks ⌄

① ADDRESS — ② SHIPPING — ③ PAYMENT — ④ REVIEW

Shipping

○ **Standard** $8
   10-20 business days

○ **Express** $15
   3–5 business days

Order summary

1 item

Classic Cotton Tee   ✕
S / Mid Gray
$30   − 1 +

Subtotal $30
Shipping $8
ORDER TOTAL   **$38**

CONTINUE

Return Policy   Help

Step 1: Identify the issue. Why might customers abandon the checkout process at this point?

It takes too long for items to ship and there is no free shipping option.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.
Offer free shipping and affordable express shipping.

Checkout issue #4: Payment

Situation:

Customers for Tee's Shirts are also abandoning the checkout process when asked to enter their payment information. The online store accepts credit cards.

Here is how the store's payment options appear during checkout:

TEE'S SHIRTS

Shop ⌄   Lookbooks ⌄

① **ADDRESS** —— ② **SHIPPING** —— ③ **PAYMENT** —— ④ REVIEW

Payment

PAYMENT INFORMATION

Card number

Expiration date

| Month ⌄ | Year ⌄ |

CVV

BILLING ADDRESS

○ Same as shipping address

○ Use a different address

Order summary

1 item

Classic Cotton Tee   ✕
S / Mid Gray
$30   − 1 +

Subtotal $30
Shipping $8

ORDER TOTAL   **$38**

CONTINUE

Return Policy   Help

Step 1: Identify the issue. Why might customers abandon the checkout process at this point?
Customers don't feel safe entering the card information.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.
Use a trusted payment processor such as paypal or stripe. In addition, add payment security badges to this window.