TEE'S SHIRTS

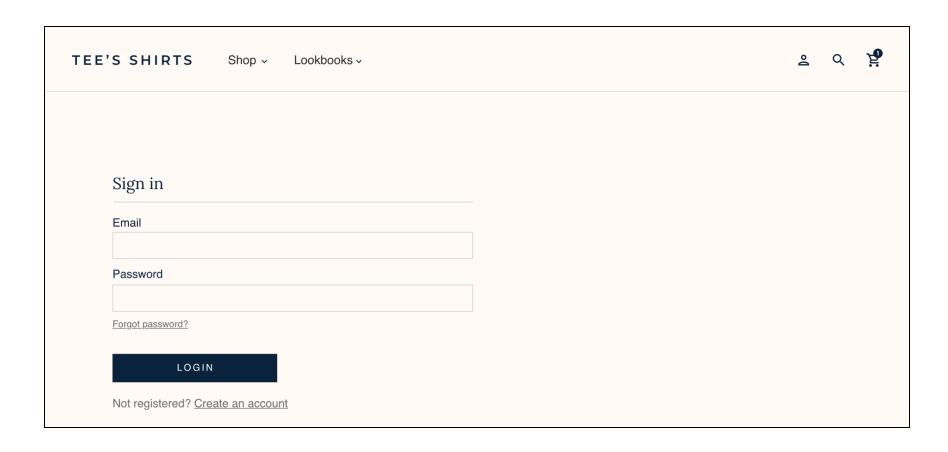
## **Checkout issue #1: Sign-in**



#### **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:



## 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.

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**

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#### 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:

'S SHIRTS Shop	<ul><li>Lookbooks </li></ul>		<u>e</u> Q
1 ADDRESS — 2 SHIP	PING — ③ PAYMENT — ④ REVIEW		
Address		Order summary	
First name	Last name	1 item	
Address		Classic Cotton Tee S / Mid Gray	×
Address		\$30	- 1 +
		Subtotal	\$30
City	State	Shipping	\$8
City	State	ORDER TOTAL	\$38
Zip code		CONTINUE	
Email		Return Pol	i <u>cy</u> <u>Help</u>
Home phone number	Work phone number		
Mobile phone number			
Birthdate			

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

Require first name, address, and email only first, then request full name for payment.

## **Checkout issue #3: Shipping**

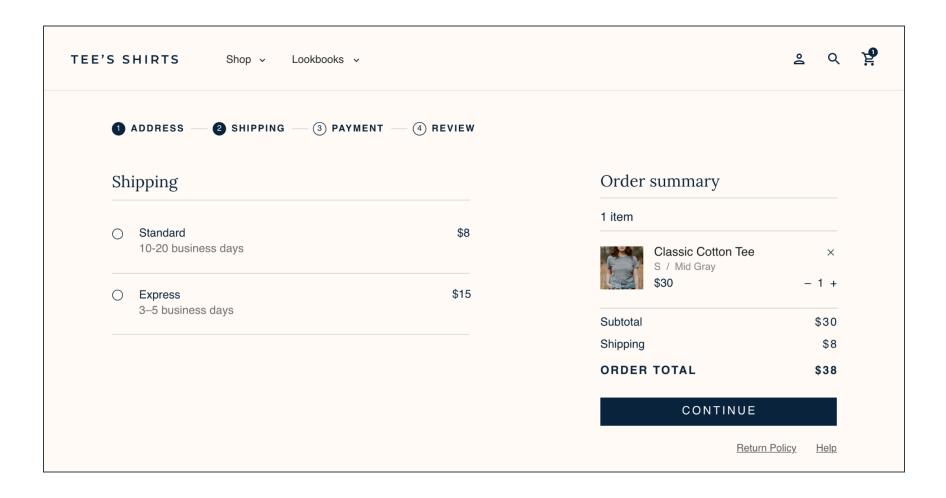
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#### Situation:

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:



### 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.

Offer free shipping and affordable express shipping.

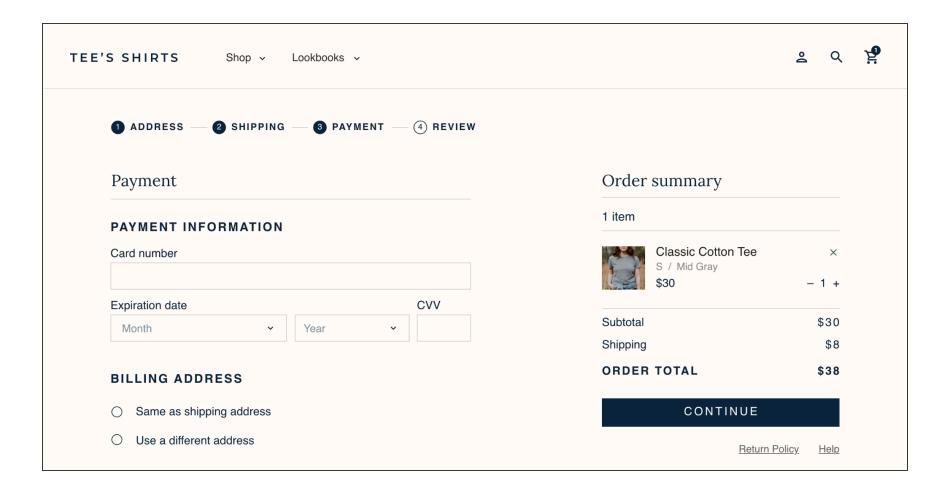
## **Checkout issue #4: Payment**

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#### 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:



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

Customers don't feel safe entering the card information.

Use a trusted payment processor such as paypal or stripe. In addition, add payment security badges to this window.