

UX Playbook for Retail

Collection of best practices to delight your users



Ecommerce playbook at a glance

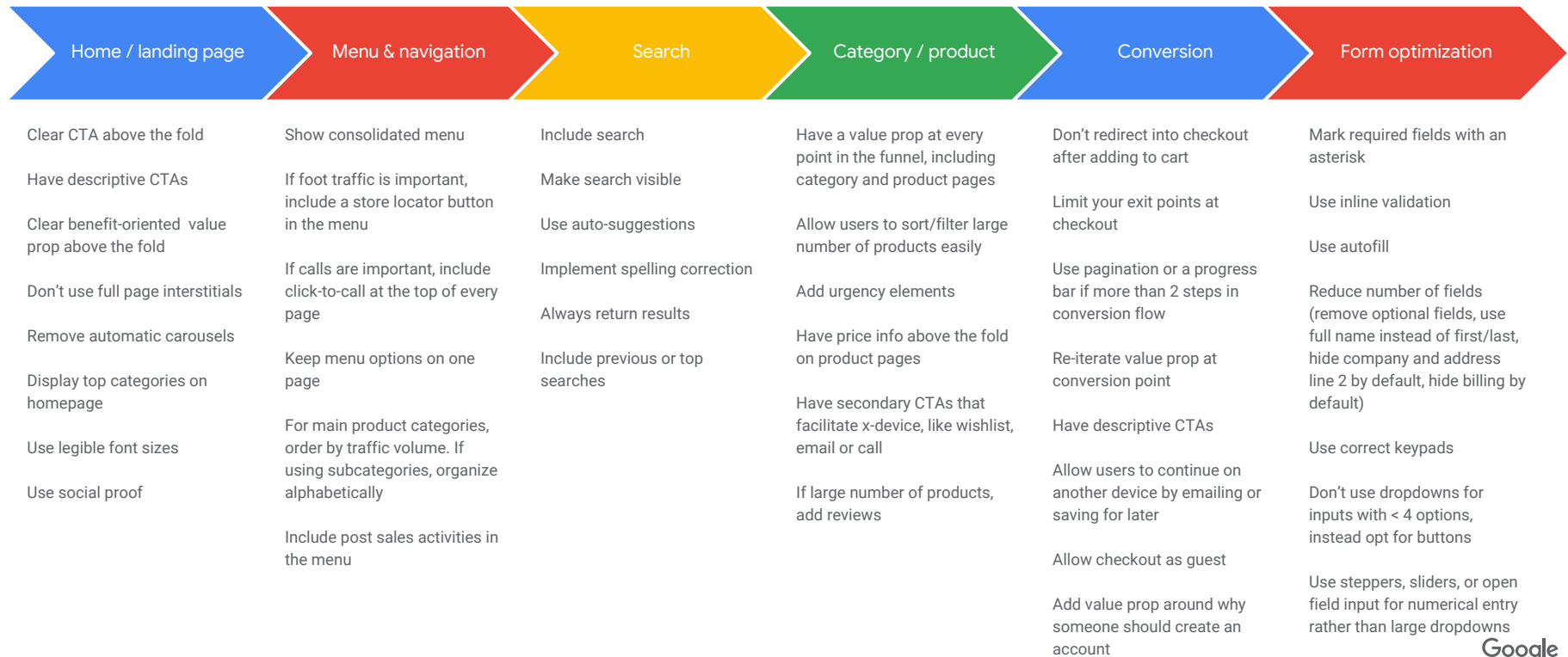
Creating frictionless experiences across the funnel

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:



Ecommerce playbook at a glance

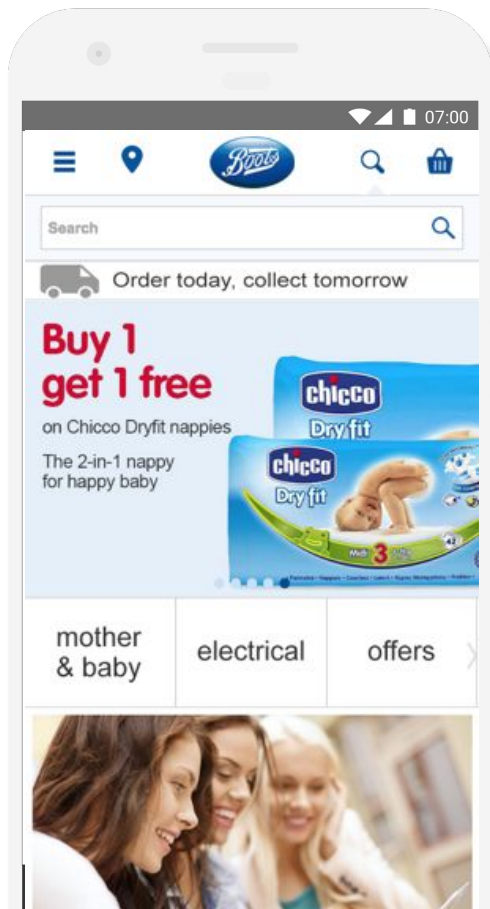
Creating frictionless experiences across the funnel



All recommendations
should be A/B tested!

What can we learn from “Best-In-Class”

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

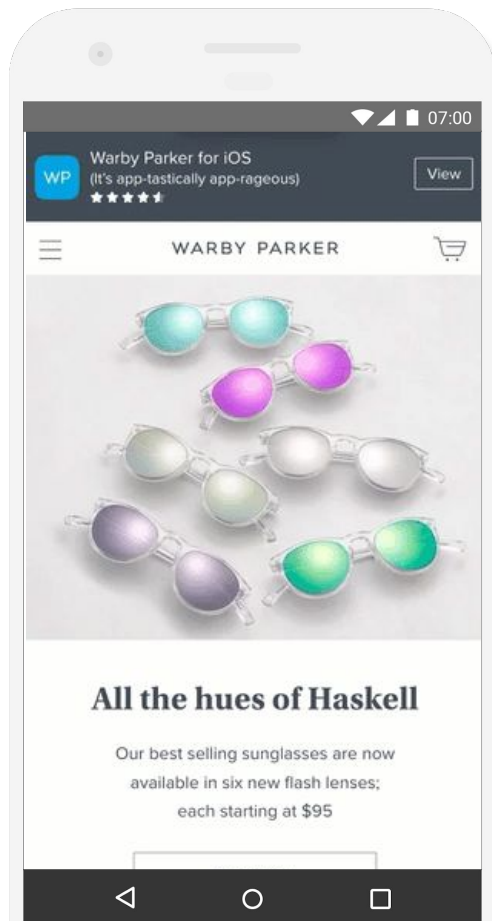


Problem to solve: Does my site provide what the user wants?

- ☐ 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

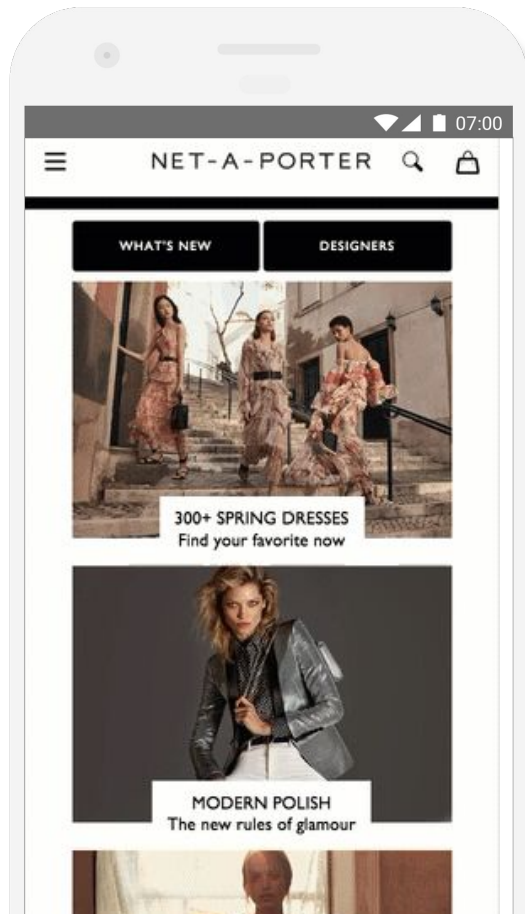


Problem to solve: Does my site provide what the user wants?

- ❑ 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

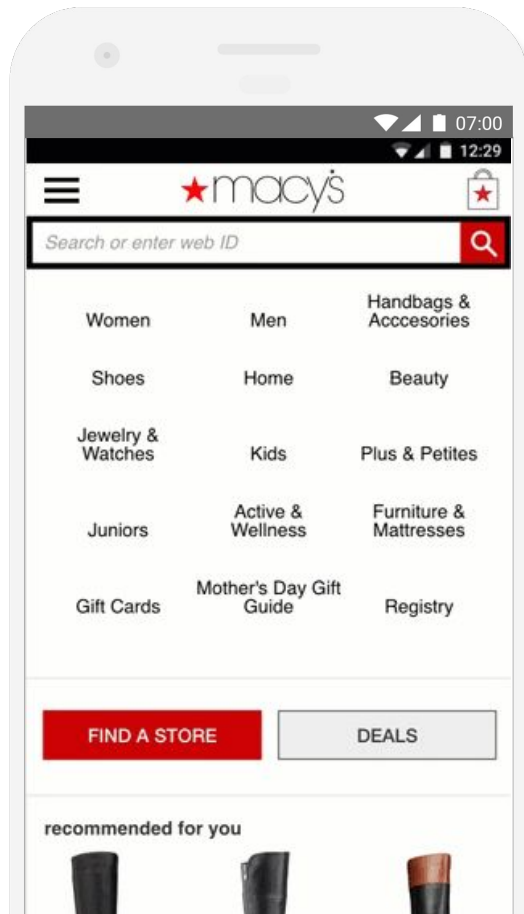
Navigation best in class: Net-a-Porter



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

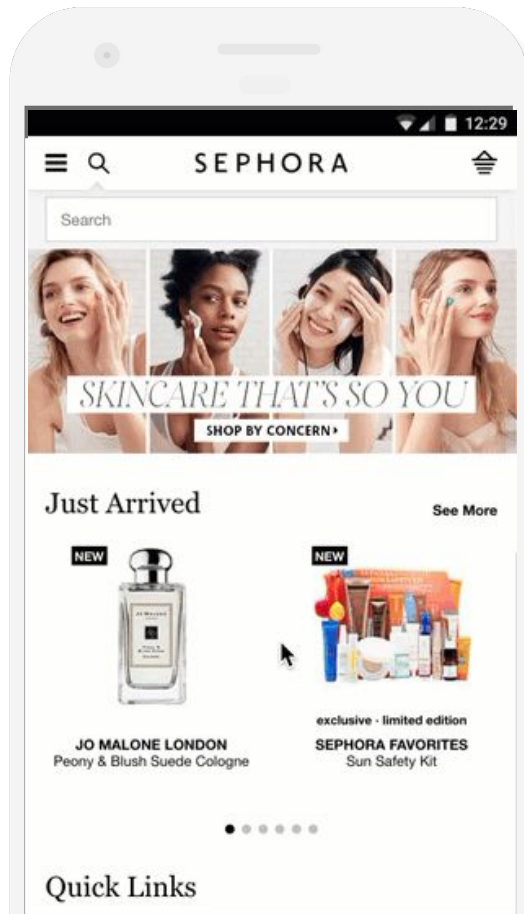


Problem to solve: Can my user browse their interests quickly and easily?

- ❑ 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

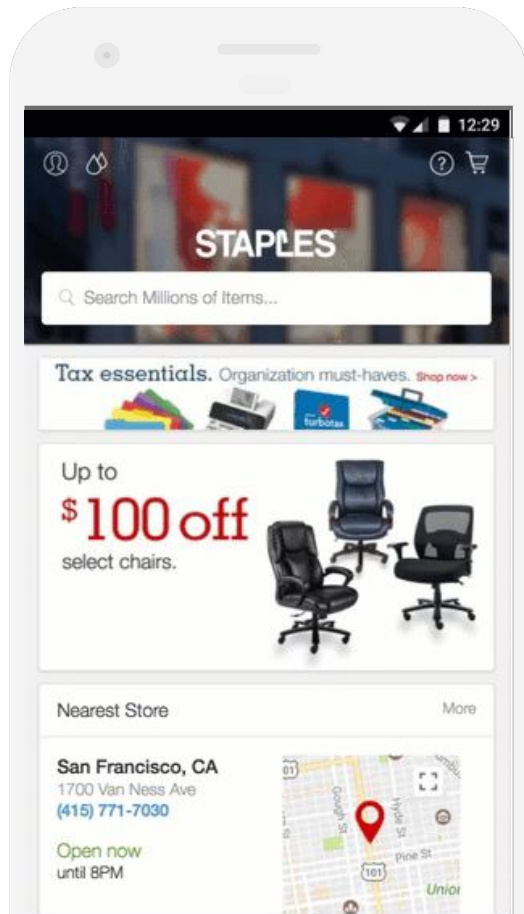


Problem to solve: How do I help my user find what they're looking for quickly?

- ❑ 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

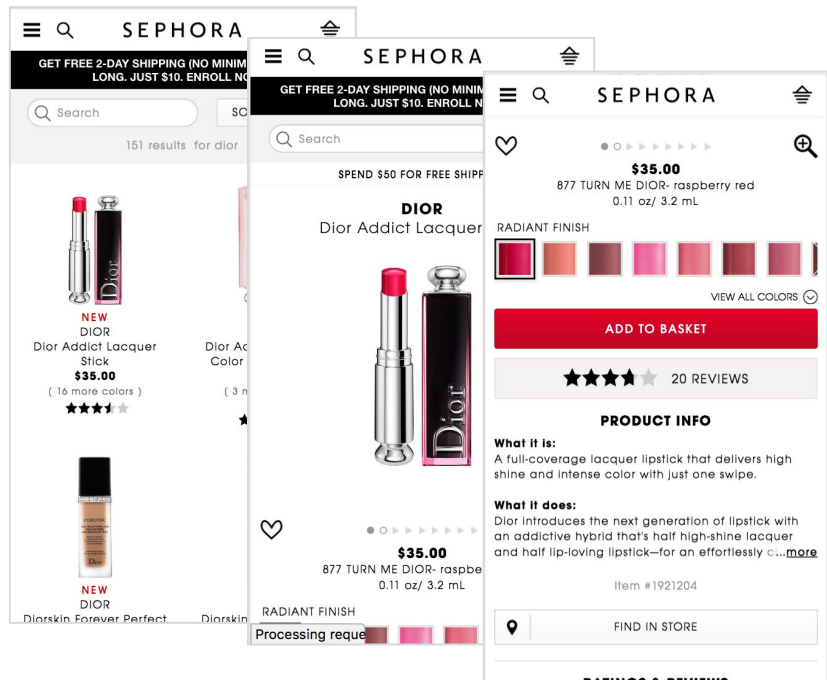


Problem to solve: How do I help my user find what they're looking for quickly?

- ☐ 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

The screenshot displays the Petco website's shopping cart and checkout interface. The top navigation bar includes links for SHOP, STORE, and ACCOUNT, along with the Petco logo. A search bar is positioned below the navigation. A prominent blue banner advertises a 15% off in-store and online promotion, with a note that the offer excludes dog and cat food and select pet & tick products. The shopping cart section shows one item, a Bond & Co. Gold Collar, with a price of \$14.99 and a discounted price of \$10.49. A 'proceed to checkout' button is visible. The checkout process is divided into two main sections: 'Returning Customers Sign In' and 'Checkout as Guest'. The 'Returning Customers Sign In' section includes fields for Email and Password, a 'Remember Me' checkbox, a reCAPTCHA, and a 'sign in' button. The 'Checkout as Guest' section includes a 'sign in' button and a 'checkout as guest' button. The 'Shipping Address' section is also visible, with fields for First Name, Last Name, Phone, Email, Address Line 1, Address Line 2, and City. A 'Privacy Policy' link is provided.

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

MY BAG 2 ITEM(S)

CHECKOUT

ITEMS IN CART

adidas Trefoil Red Hoodie
Item #: 272401
Red, S, In Stock
\$69.95
Qty 1

REMOVE ITEM **PICK UP INSTEAD** **MOVE TO WISHLIST**

Spiritfire Bighead Hoodie
Item #: 231410
Black, L, In Stock
\$49.95
Qty 1

REMOVE ITEM **PICK UP INSTEAD** **MOVE TO WISHLIST**

CONTINUE SHOPPING

MY BAG

SUBTOTAL (?)	\$119.90
SHIPPING (?)	FREE
YOU QUALIFY FOR FREE SHIPPING	
TAX (?)	TBD
TOTAL	\$119.90

This purchase will earn you 11,990 Stash Points

CHECKOUT

EMAIL MY BAG

zumiez Secure Checkout

1. SHIPPING 2. BILLING 3. FINISH

Shipping 2 of 2 items

- adidas Trefoil Red Hoodie
- Spiritfire Bighead Hoodie

WHERE ARE WE SHIPPING TO?

U.S. ADDRESS **U.S. ZUMIEZ STORE (ALWAYS FREE)** **INTERNATIONAL ADDRESS**

First Name

Last Name

Company (optional)

Street Address

Street Address Line 2 (if required)

City

State/Region/Province Zip/Postal Code

Email Address

Telephone

☒ Sign me up for exclusive email updates
Privacy Policy

☒ Subscribe to Stash Rewards

☒ Use primary phone number for Stash Rewards

CHOOSE SHIPPING RATE

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

WARBY PARKER

Information Prescription Review

Your details

First and Last Name

Email

Password

Phone

☐ Text me updates about my order! And yes, I agree to these terms. ⓘ

Ship to

First and Last Name

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

THREDUP

1. Shipping Info

First Name

Last Name

Street Address

Enter a location

Apt #, Floor, etc (Optional)

City

State

Zip Code

How did you hear about us? (Optional)

Shipping options (estimated) ?

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

The image displays three overlapping screenshots of the Zalando checkout process, illustrating a multi-step form optimization.

Step 1: Login

The first screenshot shows the 'WELCOME' screen. It features a progress indicator at the top with three steps: 1. Login, 2. Address, and 3. Payment. Below the indicator, there are two main sections: 'I HAVE A CUSTOMER ACCOUNT ZALANDO' and 'I AM A NEW CUSTOMER'. The 'I HAVE A CUSTOMER ACCOUNT ZALANDO' section includes fields for 'Email address' and 'Password', followed by a large orange 'LOGIN' button. A link 'Forgotten your password?' is located below the button. The 'I AM A NEW CUSTOMER' section is partially visible at the bottom.

Step 2: Payment

The second screenshot shows the 'PAYMENT' screen. It features a progress indicator at the top with three steps: 1. Login, 2. Address, and 3. Payment. Below the indicator, there are two main sections: 'PAYMENT METHOD' and 'DELIVERY COST'. The 'PAYMENT METHOD' section includes radio buttons for 'PayPal (Free)', 'Credit / Debit Card (Free)', and 'New credit or debit card'. The 'Credit / Debit Card (Free)' option is selected. Below this, there are fields for 'Credit / Debit Card *', 'Card Holder *', and 'Card Number *'. The 'New credit or debit card' option is also visible. The 'DELIVERY COST' section shows 'Delivery Cost' as 'Free' and 'TOTAL (VAT included)' as '£169.98'. A large orange 'NEXT' button is prominently displayed. Below the button, there is a message: 'You can review and confirm your order in the next step'.

Step 3: Confirmation

The third screenshot shows the confirmation screen. It features a progress indicator at the top with three steps: 1. Login, 2. Address, and 3. Payment. Below the indicator, there are two main sections: 'DELIVERY COST' and 'TOTAL'. The 'DELIVERY COST' section shows 'Delivery Cost' as 'Free' and 'TOTAL (VAT included)' as '£169.98'. A large orange 'NEXT' button is prominently displayed. Below the button, there is a message: 'You can review and confirm your order in the next step'. At the bottom, there is a link to 'Contact our friendly Customer Care team' with the helpline number '0203 059 8139' and a link to 'Back to the shop'. There are also links for 'Privacy Policy', 'Terms & Conditions', and 'Legal Notice'.

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

Homepage / Landing Page

Playbook at a glance

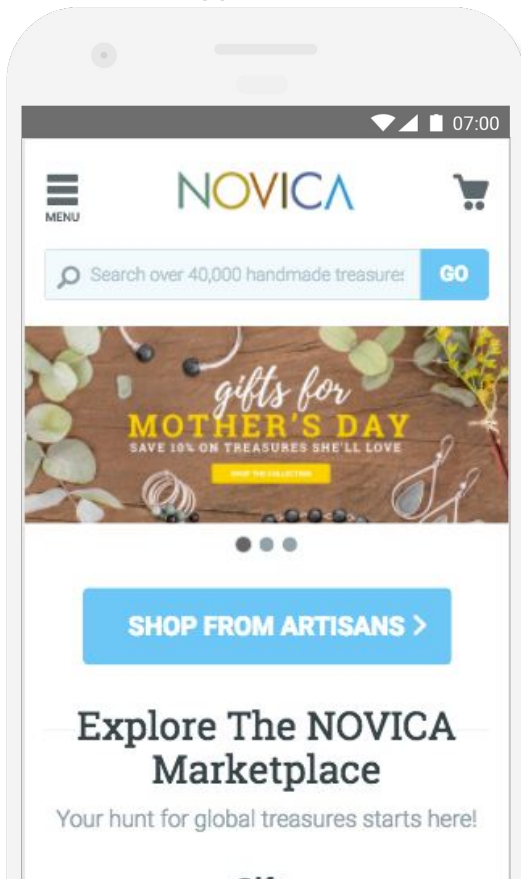
Creating frictionless experiences across the funnel (RETAIL)



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

Display a clear CTA above the fold (specialty retail)

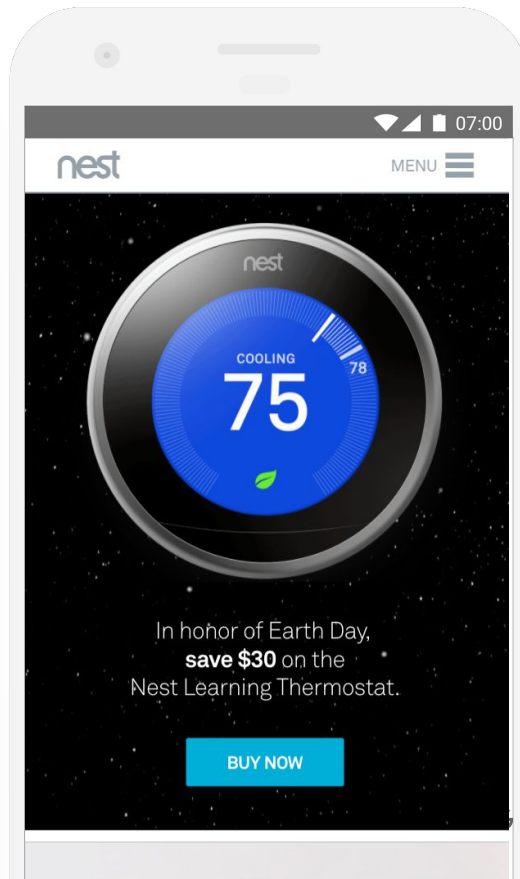
warbyparker.com



tuftandneedle.com

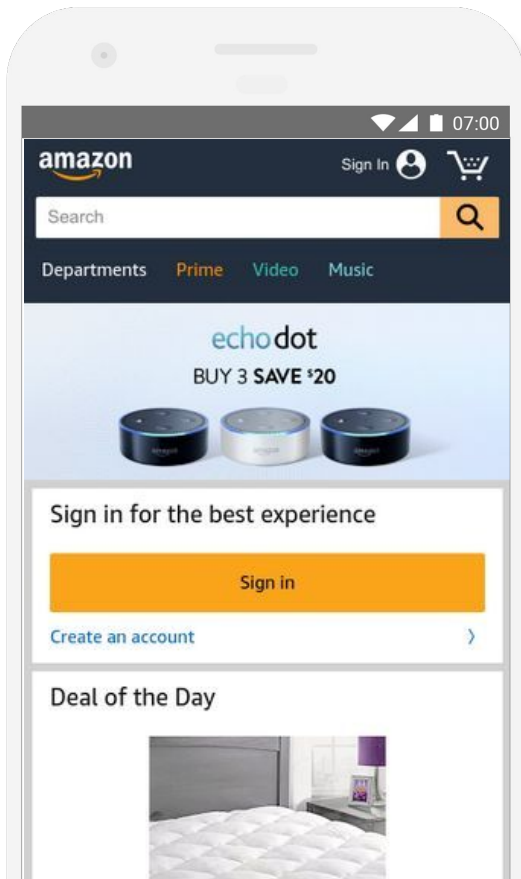


nest.com

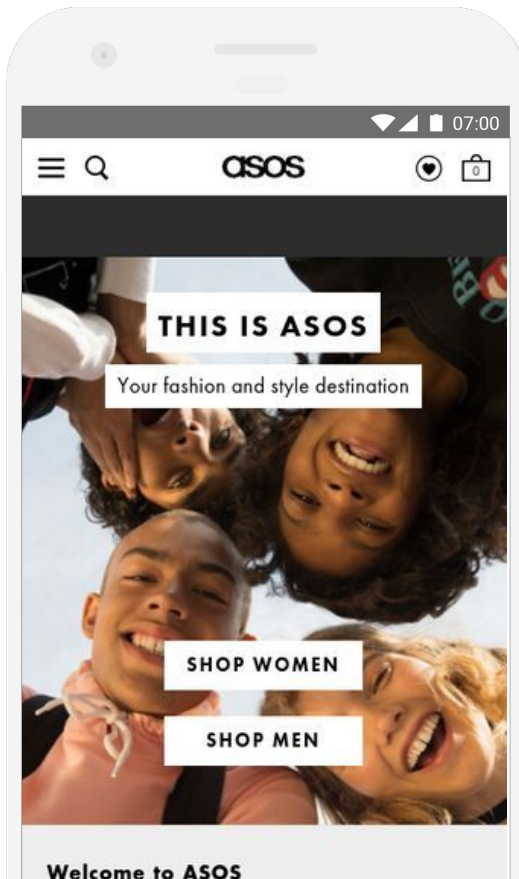


Display a clear CTA above the fold (large inventory)

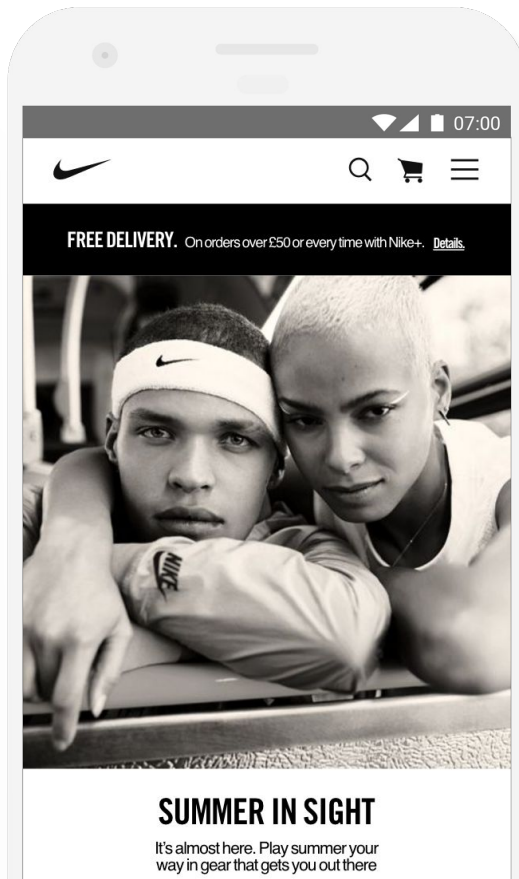
amazon.com



asos.com

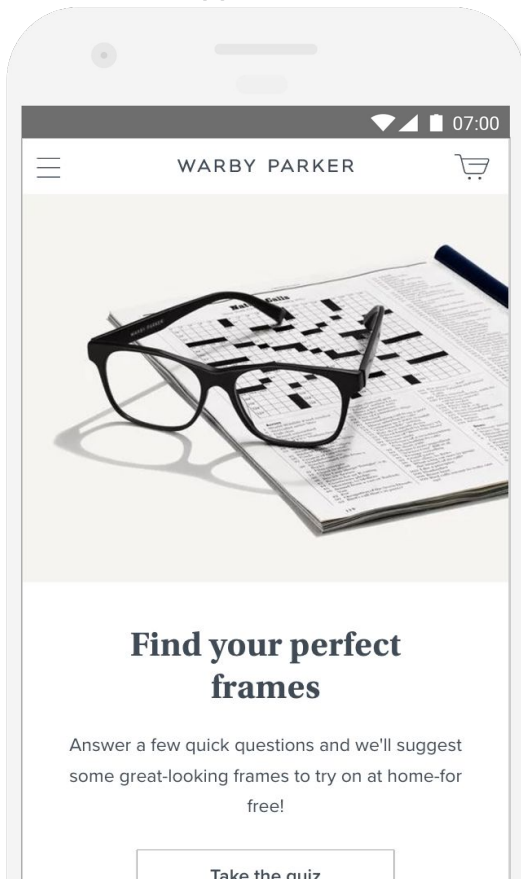


nike.com



Have descriptive CTAs (not next, shop, continue)

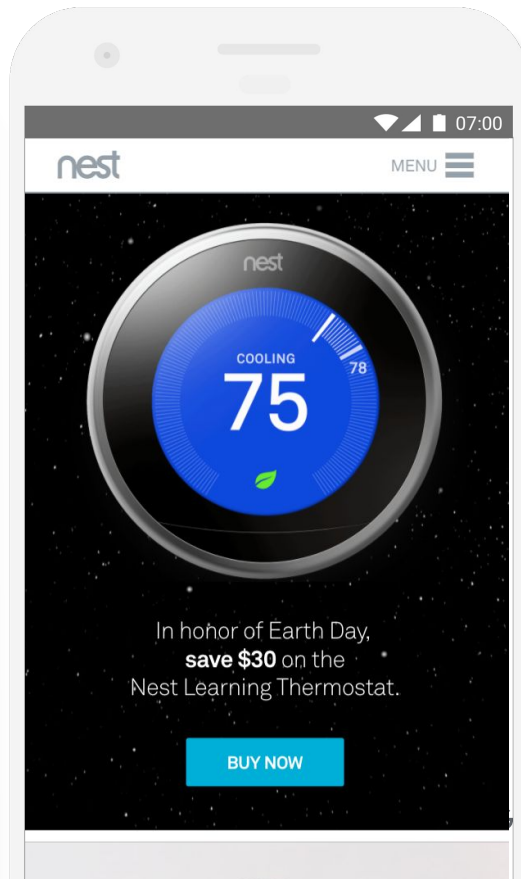
warbyparker.com



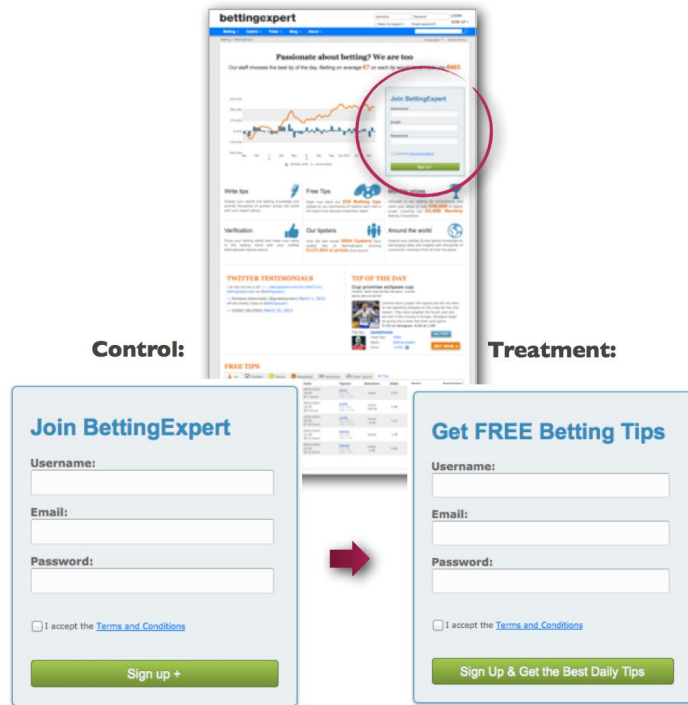
tuftandneedle.com



nest.com



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

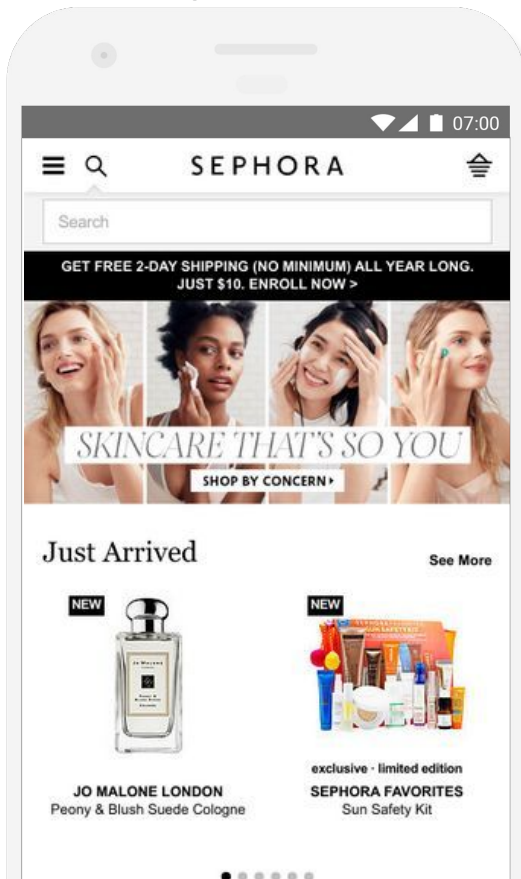
Test: Sign Up & Get the Best Daily Tips

Research:

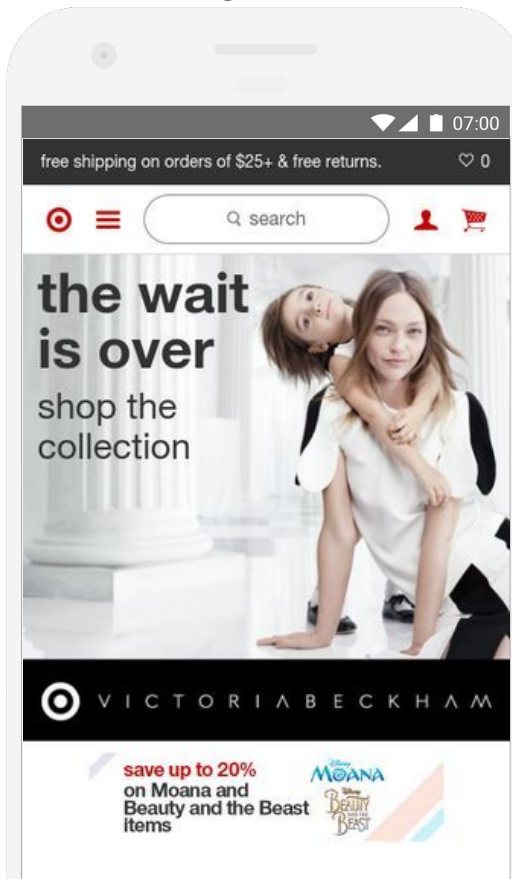
- [Contentverge.com, 7 Universal Conversion Optimization Principles Report](#)
- [Good UI](#)- loss aversion vs gains for CTAs
- [Good UI](#)- benefit vs task buttons

Display a clear benefit-oriented value prop above the fold

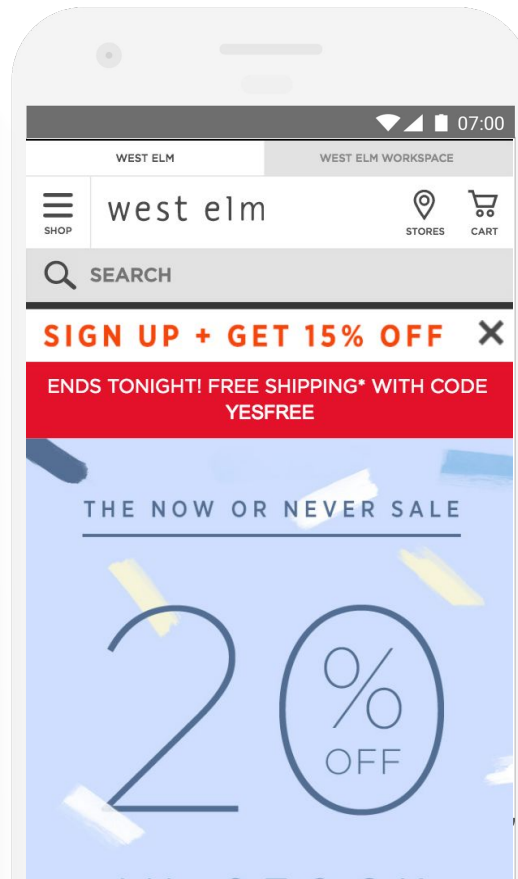
sephora.com



target.com

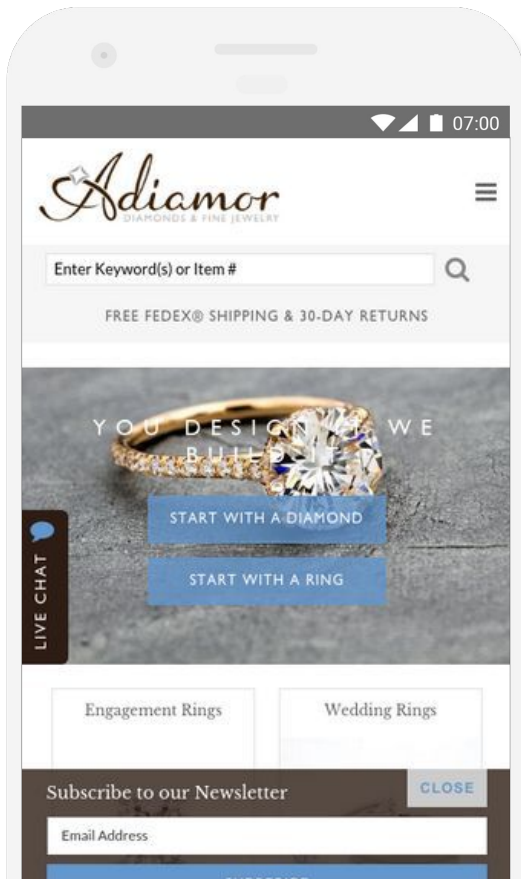


westelm.com

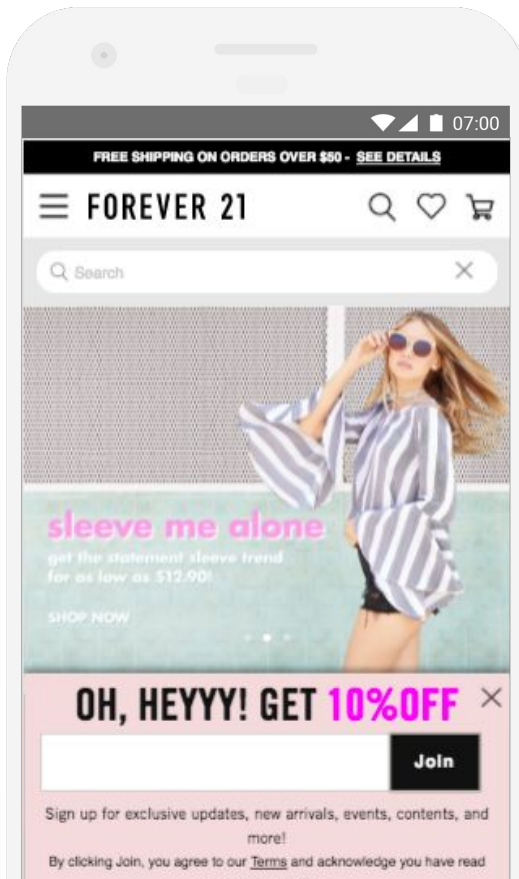


Don't use full page interstitials

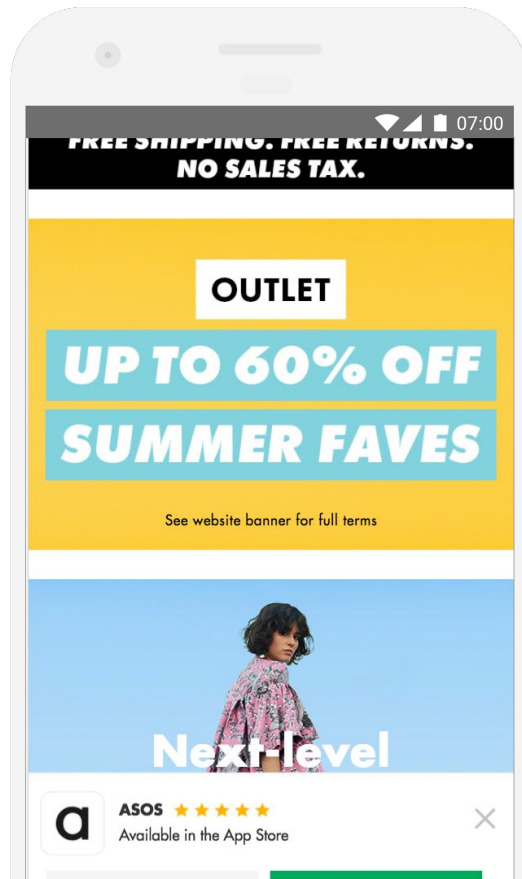
adiamor.com



forever21.com

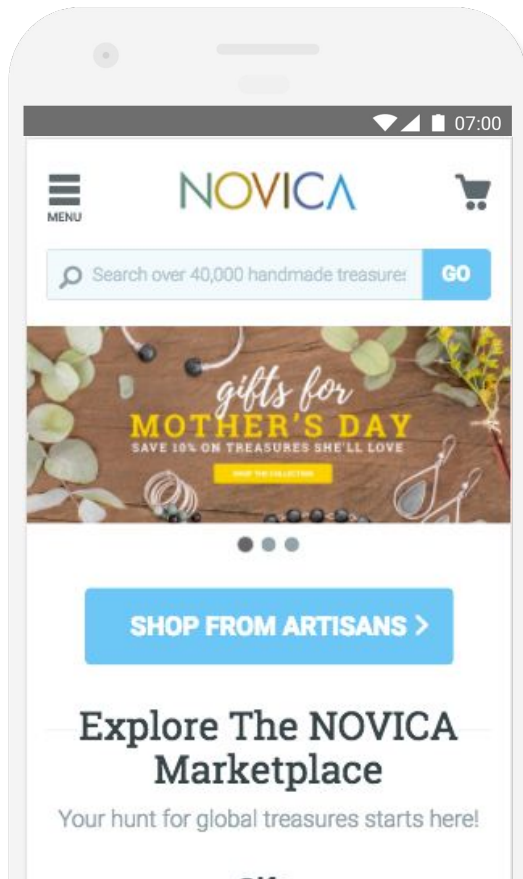


asos.com

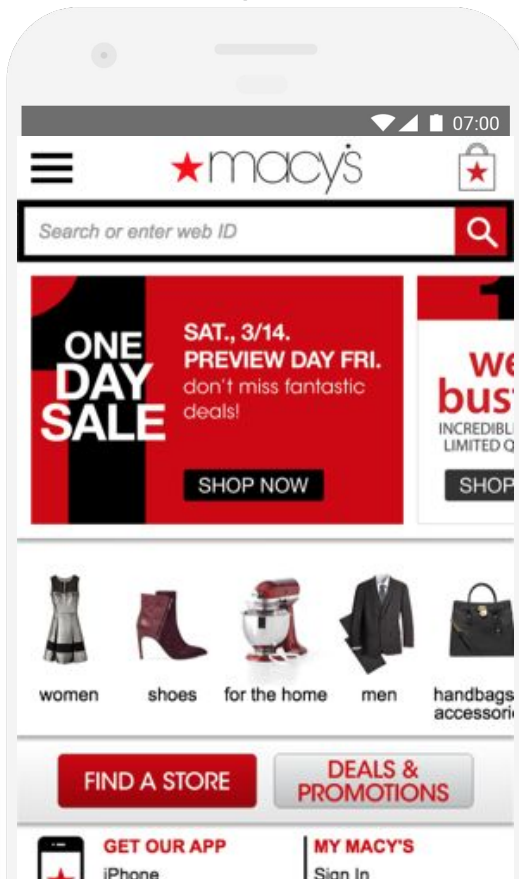


Remove automatic carousels, instead opt for user initiated

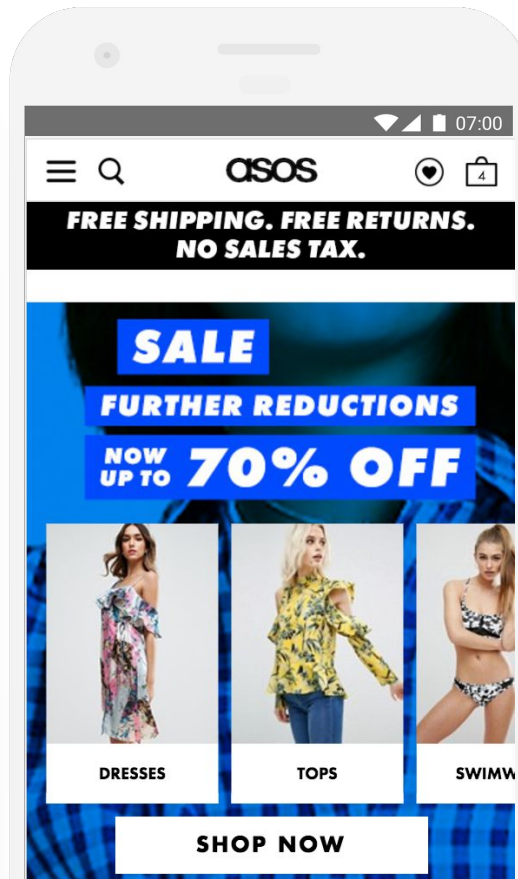
novica.com



macys.com

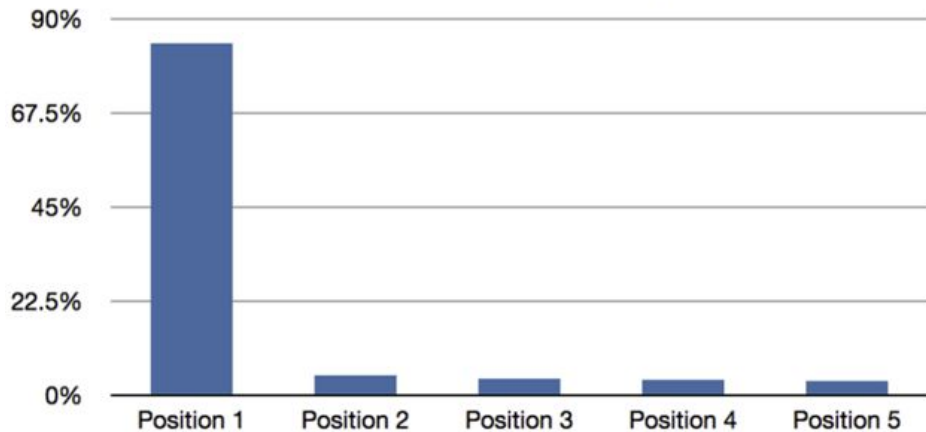


asos.com



Research shows that carousels rarely work

ND.edu Feature Click-Through Rate



Luke Wroblewski

@lukew



Following

.@erunyon basically that data tells me don't use carousels. cc/ @brad_frost

← Reply ↻ Retweet ★ Favorite ... More

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.

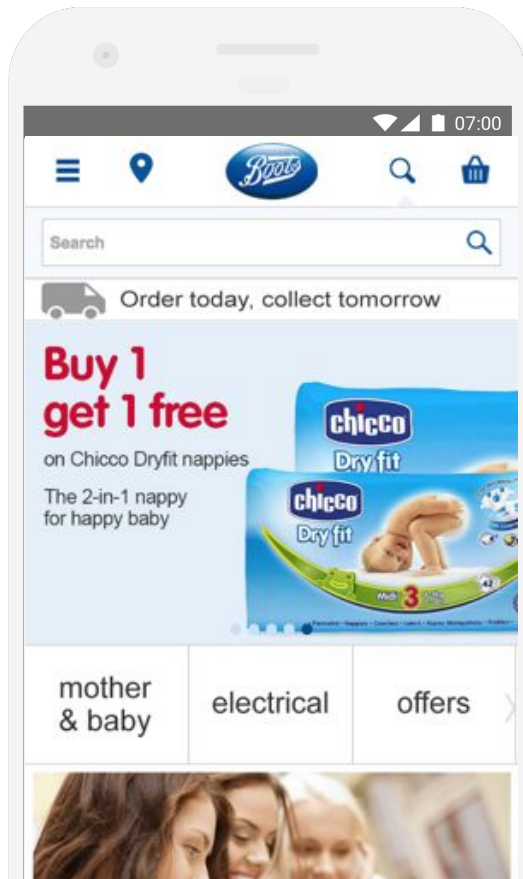
- **Reason #1:** Human eye reacts to movement (and will miss the important stuff)
- **Reason #2:** Too many messages equals no message
- **Reason #3:** Banner blindness

Research:

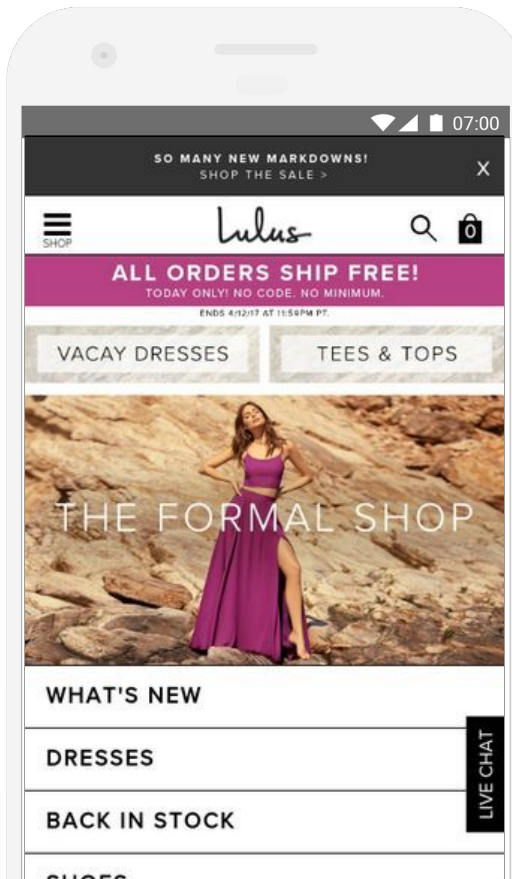
- [Conversion XL](#)
- [ClickZ](#)
- [Widerfunnel](#)
- [NN Group](#)
- [Erik Runyon](#)

Show top categories on homepage

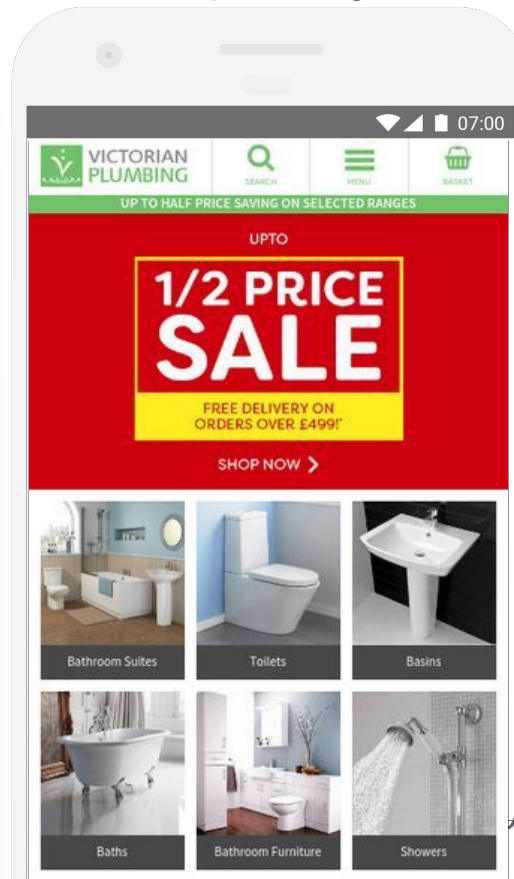
boots.com



lulus.com

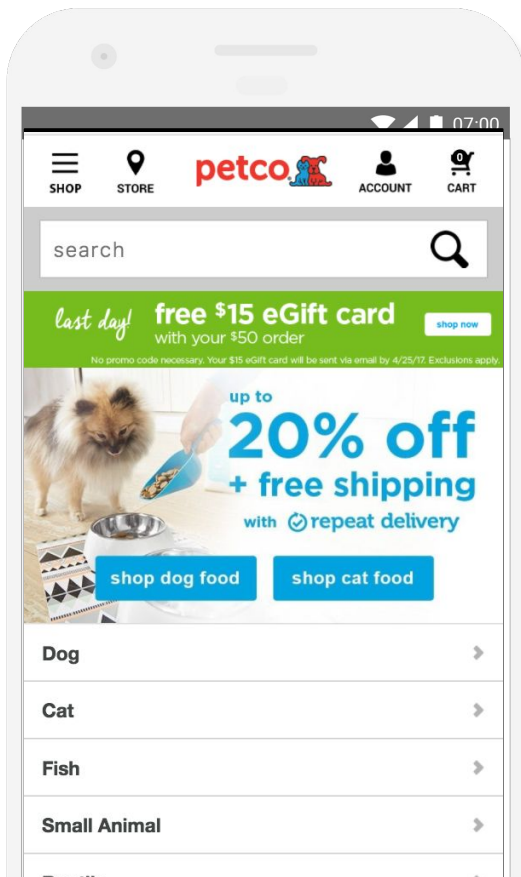


victorianplumbing.co.uk

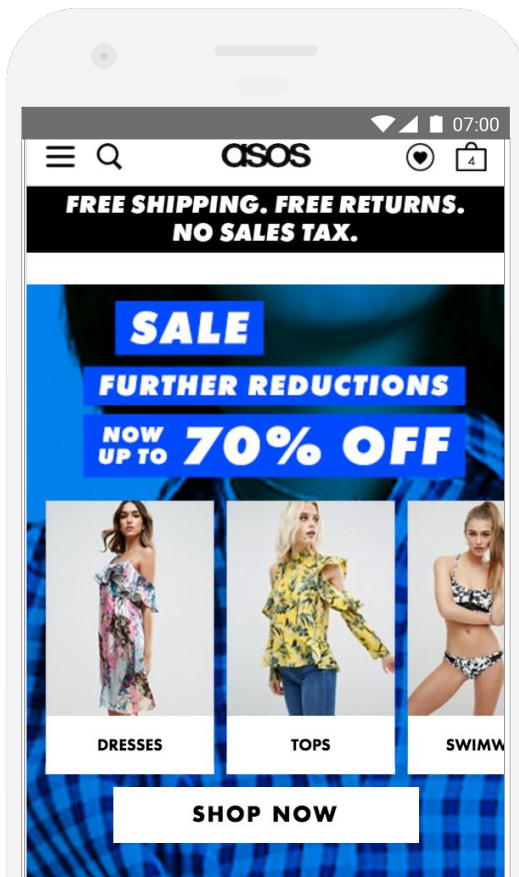


Show top categories on homepage

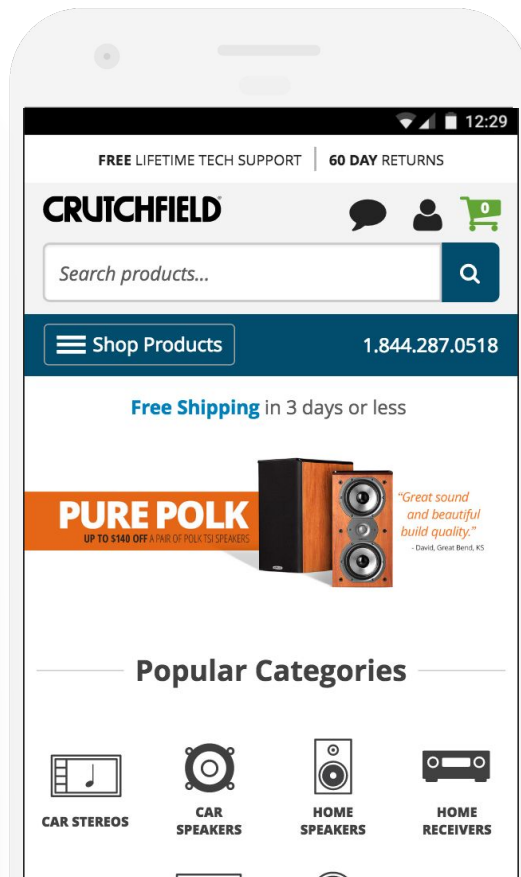
petco.com



asos.com

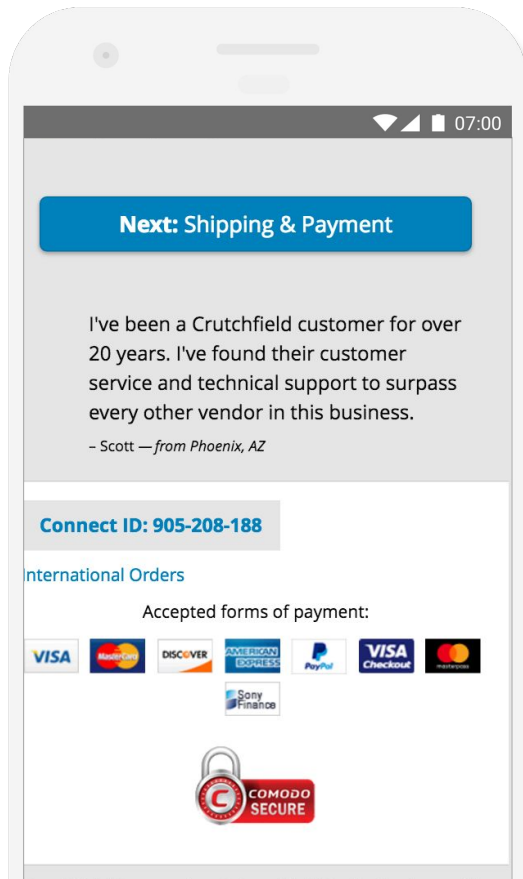


crutchfield.com

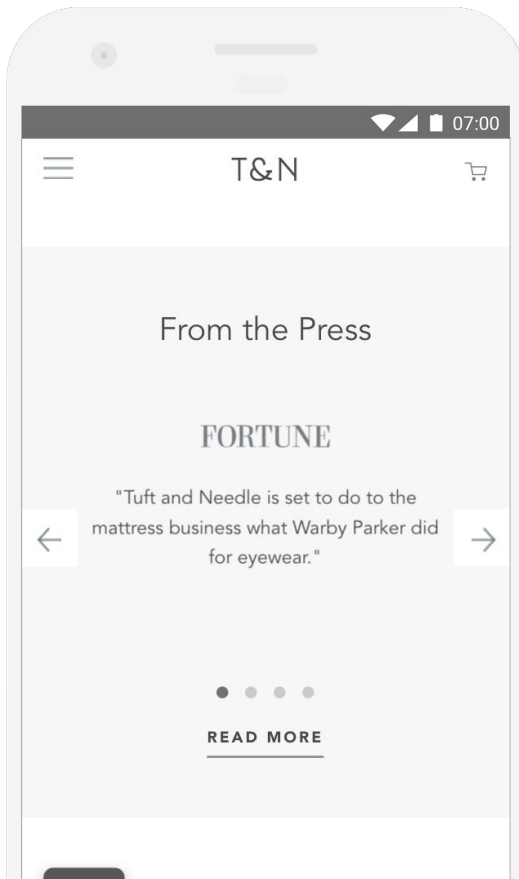


Use social proof

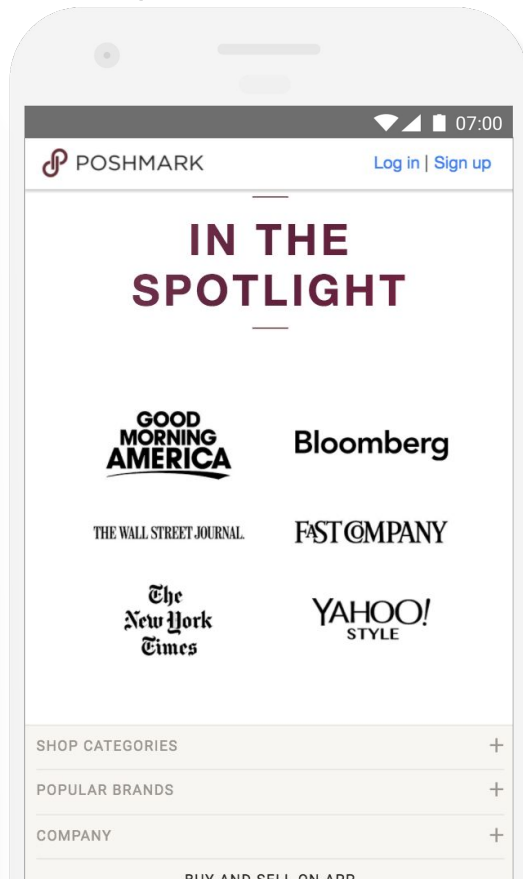
crutchfield.com



tuftandneedle.com



poshmark.com





Menu & Navigation

Playbook at a glance

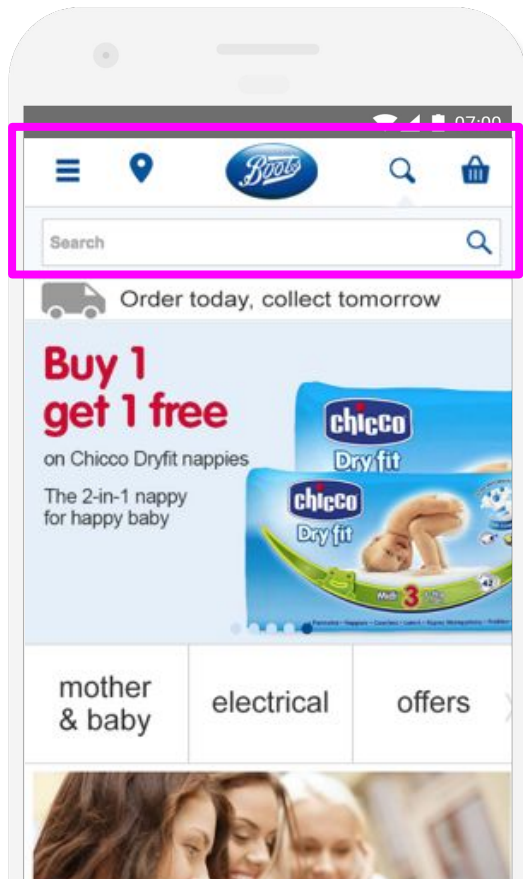
Creating frictionless experiences across the funnel (RETAIL)



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 1/5 of page)

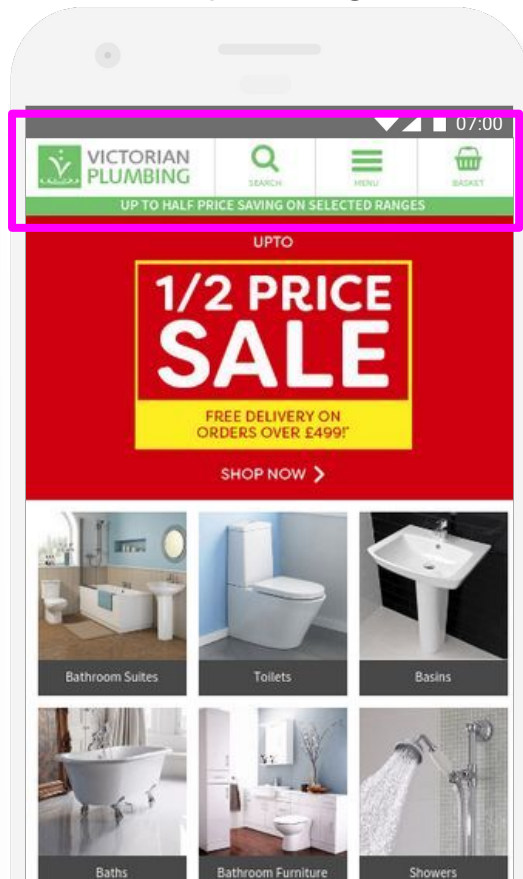
boots.com



zumiez.com



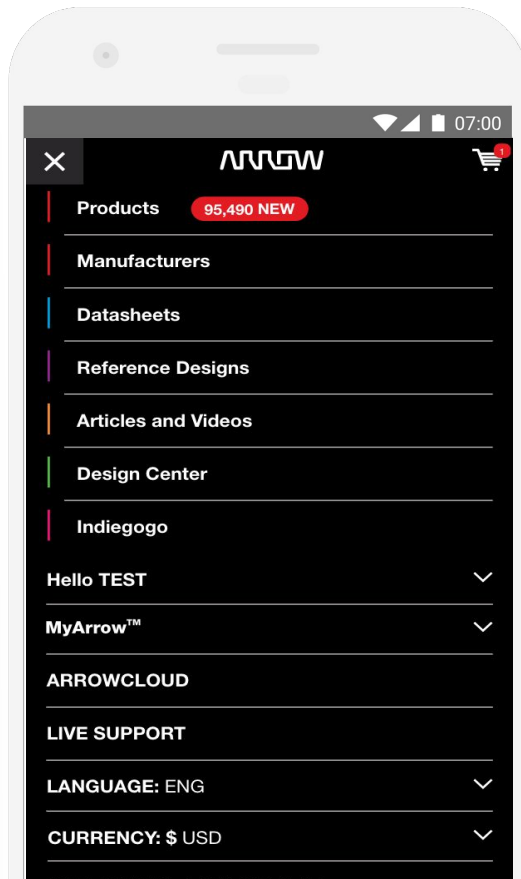
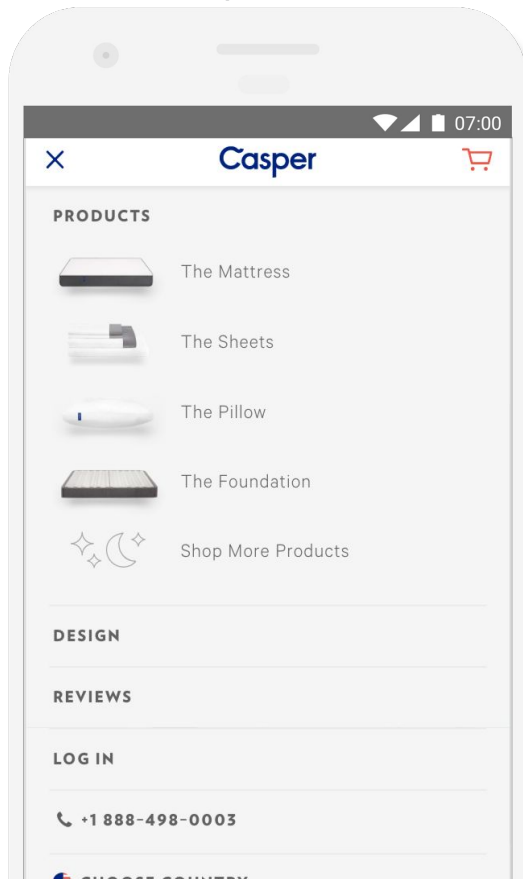
victorianplumbing.com



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

casper.com

arrow.com

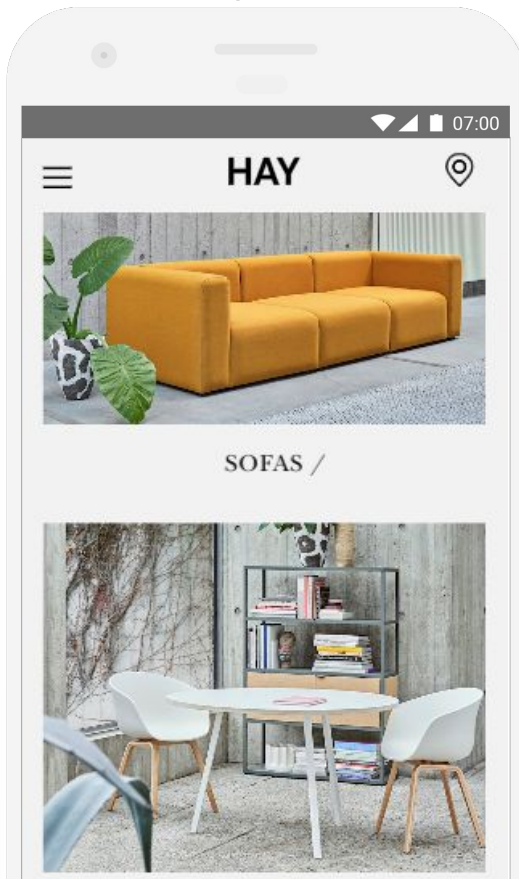


If you have a physical store, include store locator icon in header or menu

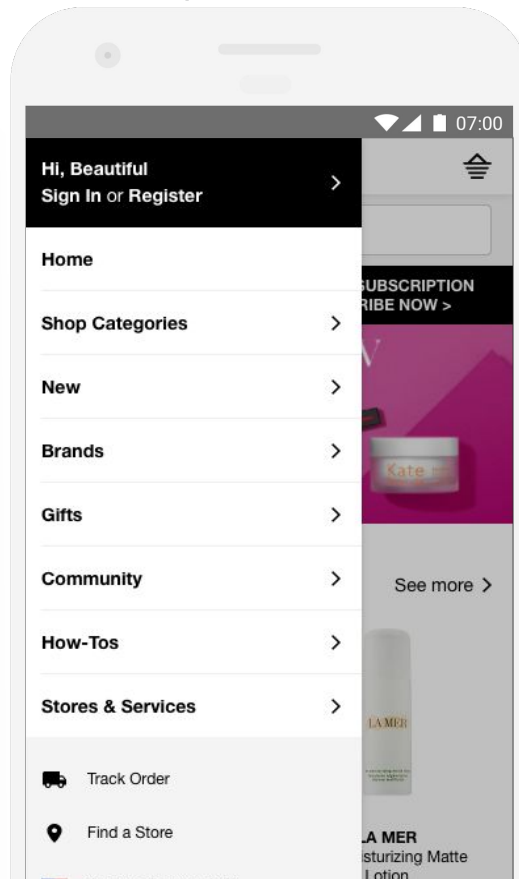
charlestyrwhitt.com



hay.com



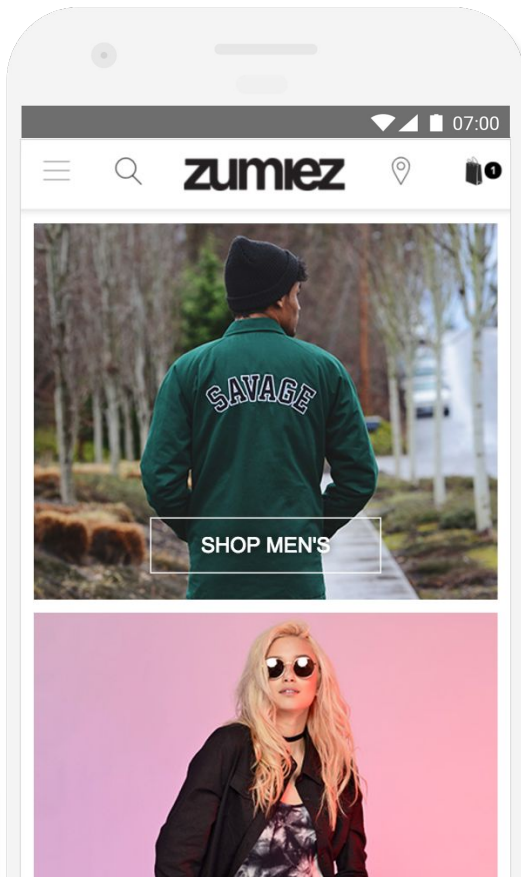
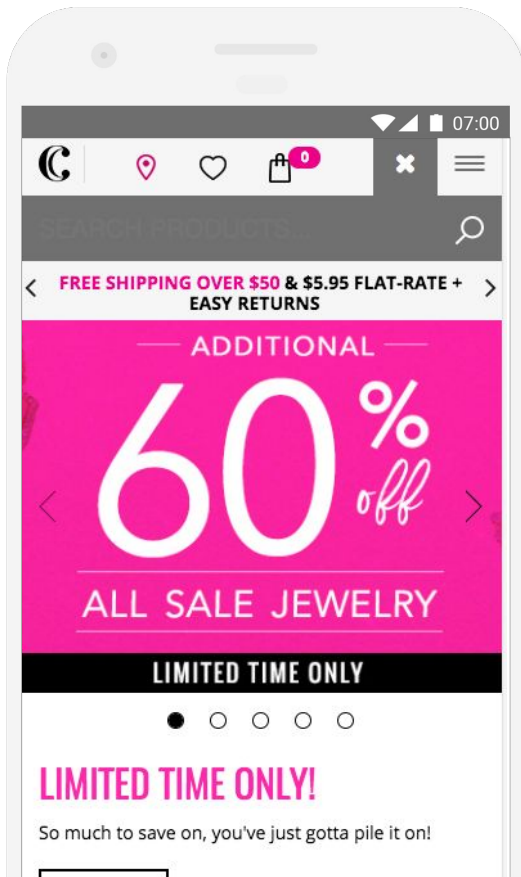
sephora.com



Additional: store location examples

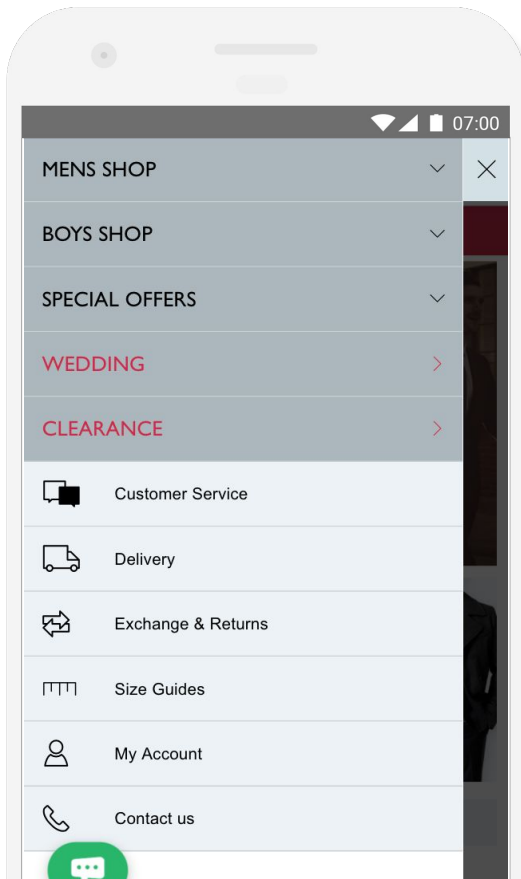
charmingcharlie.com

zumiez.com

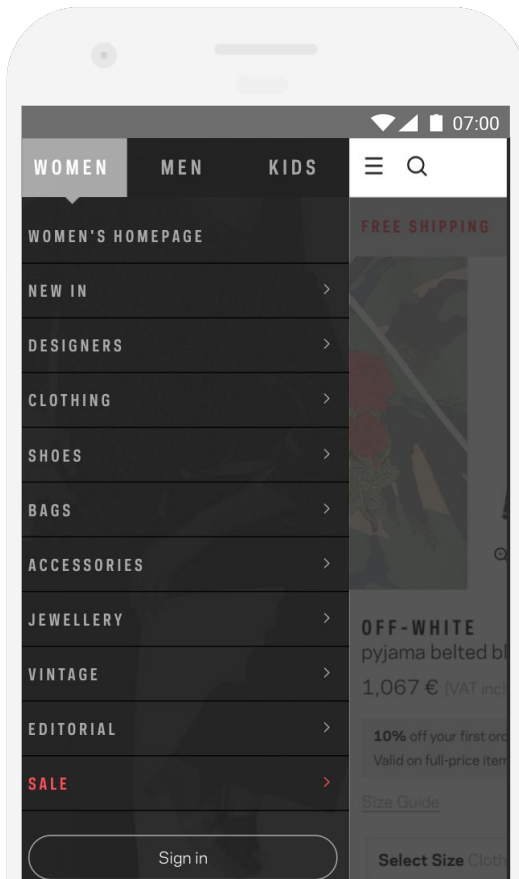


Keep the menu on one page, use a dynamic menu or expanders

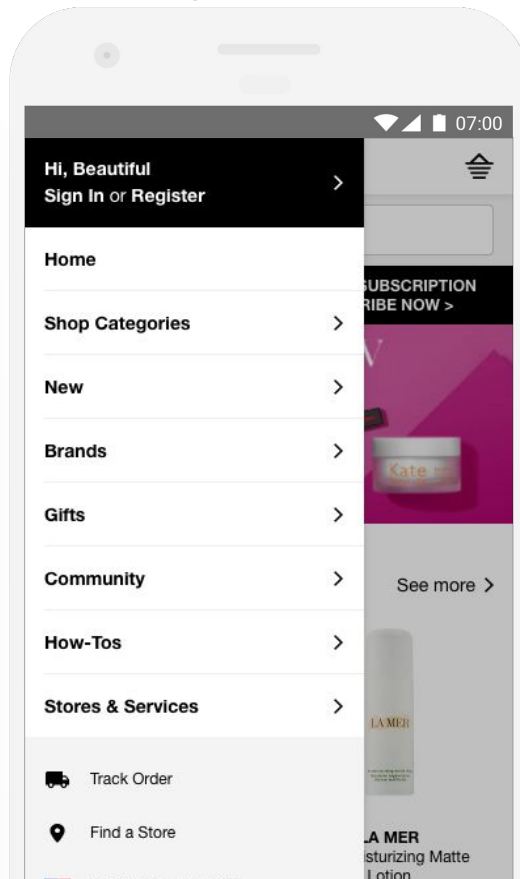
dobell.co.uk



farfetch.com

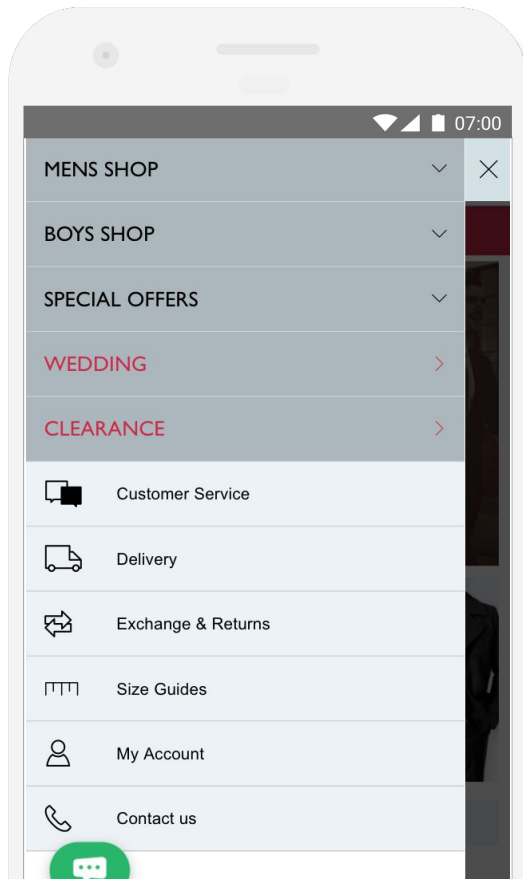


sephora.com

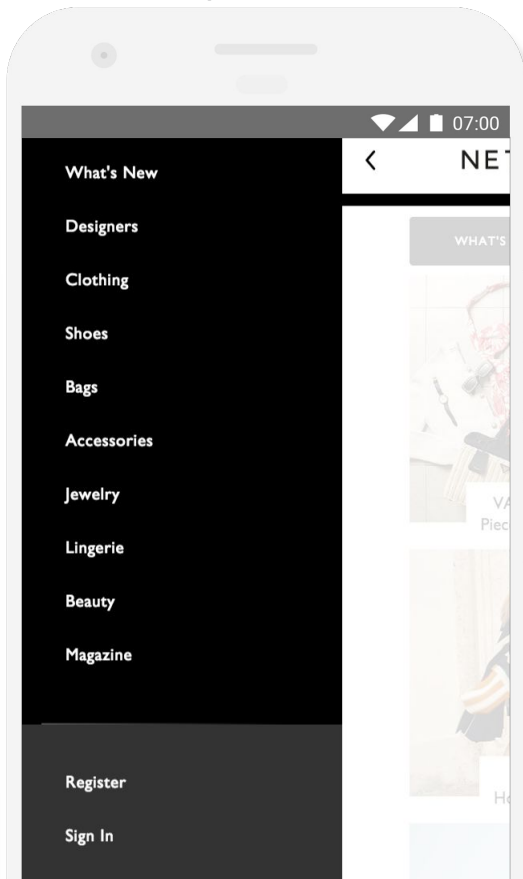


Include post-sales actions like customer service in the menu

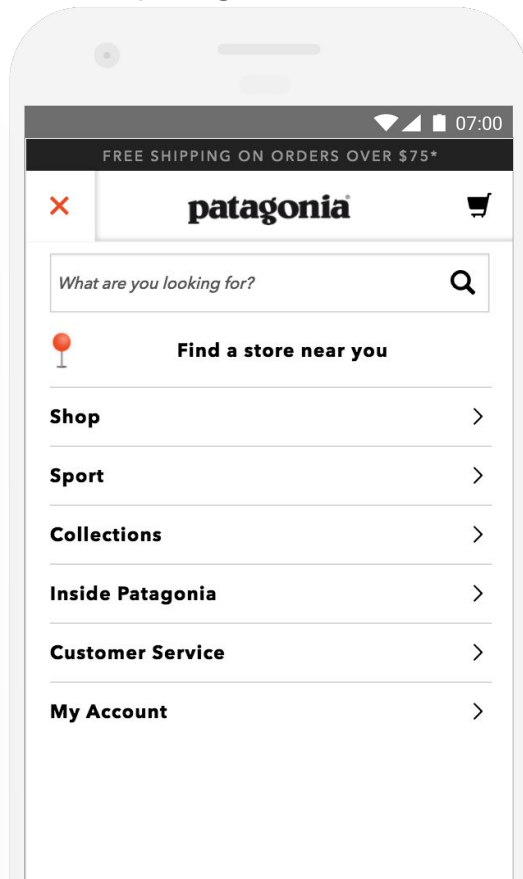
dobell.co.uk



netaporter.com

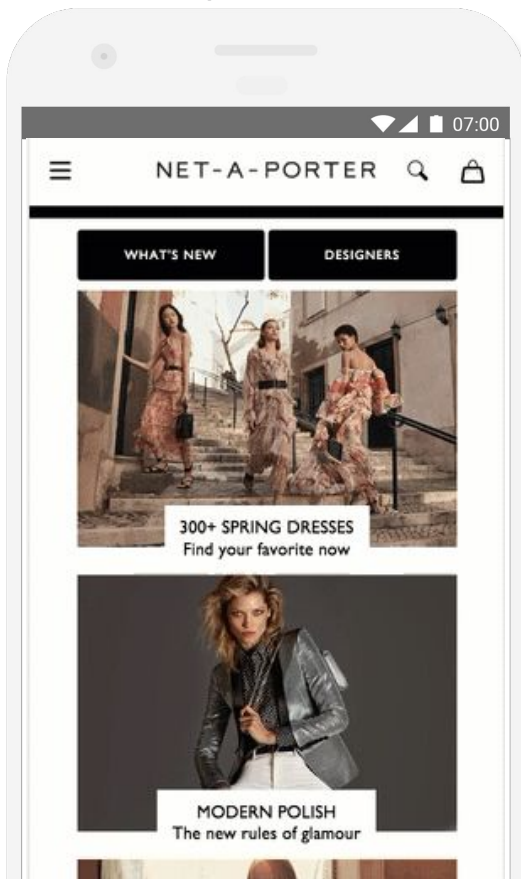


patagonia.com

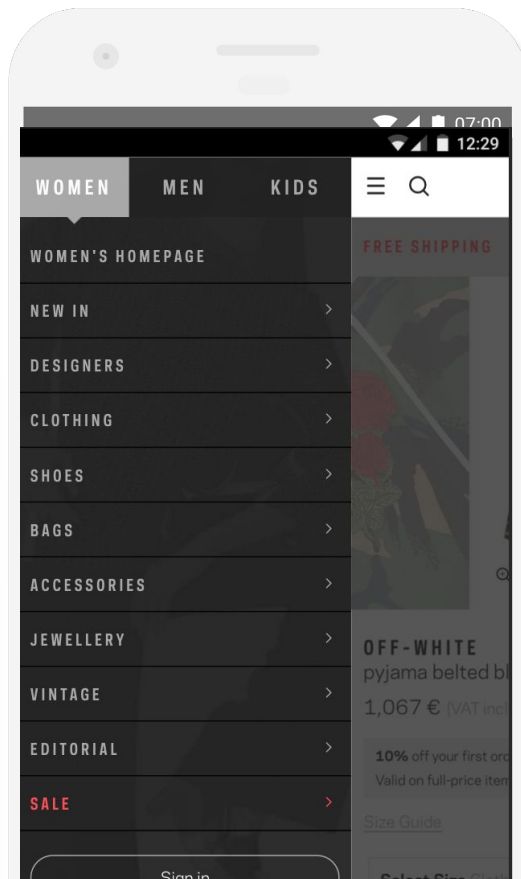


Consider implementing a dynamic menu that allows for better visual hierarchy

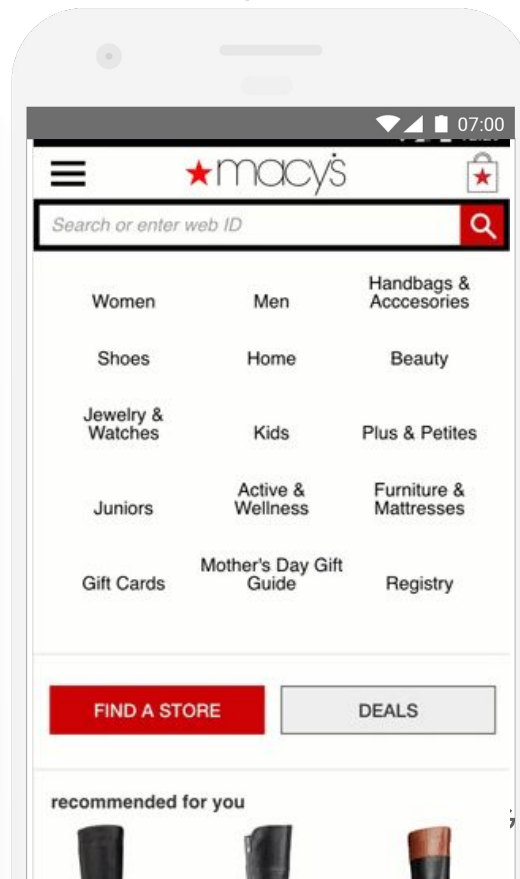
netaporter.com



farfetch.com

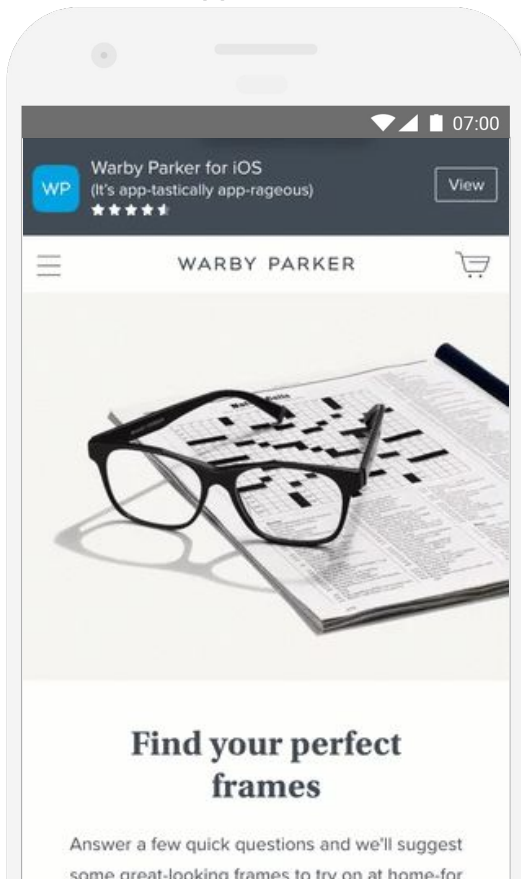


macys.com

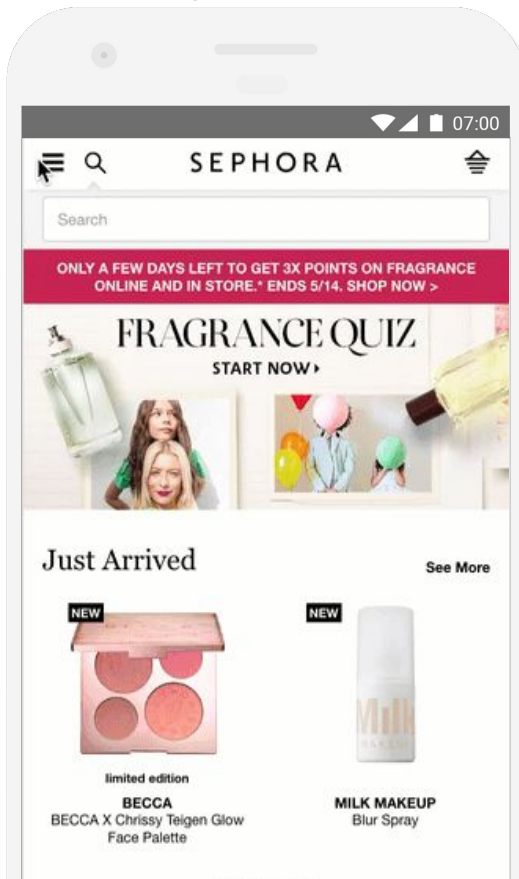


Additional: dynamic menu examples

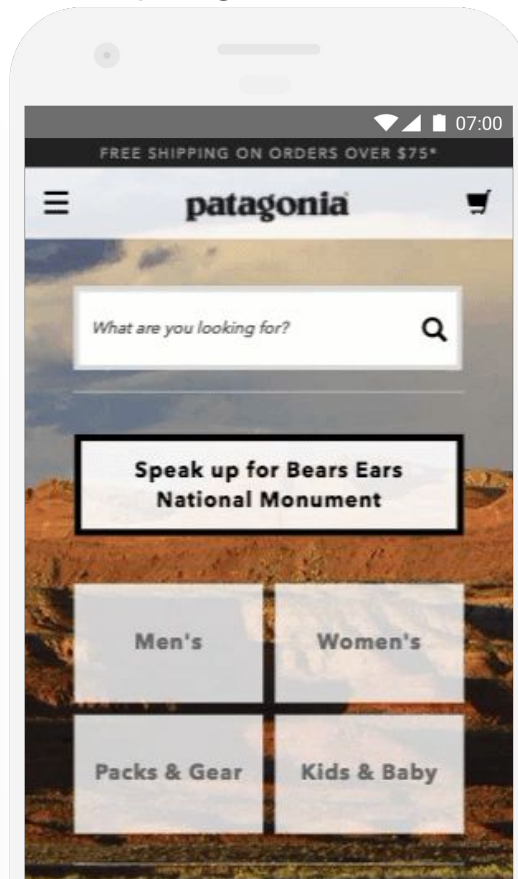
warbyparker.com



sephora.com



patagonia.com

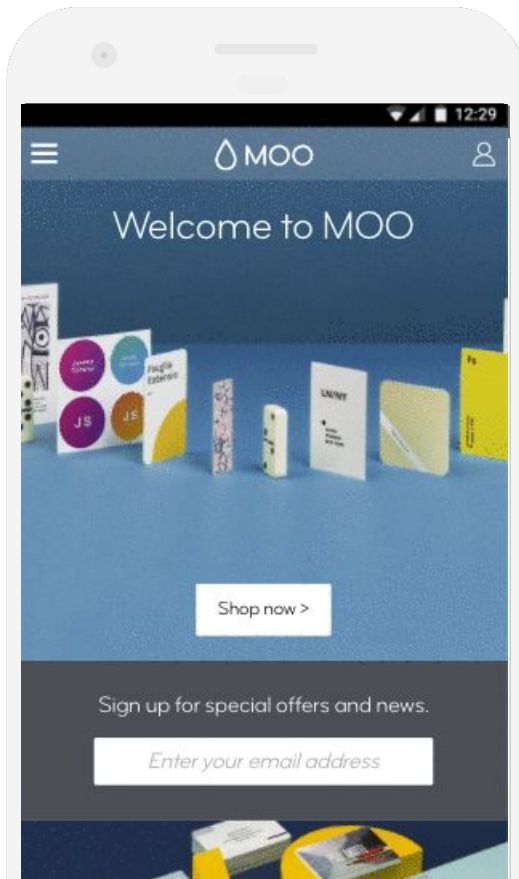


Bonus: consider a floating menu that sticks as users scroll

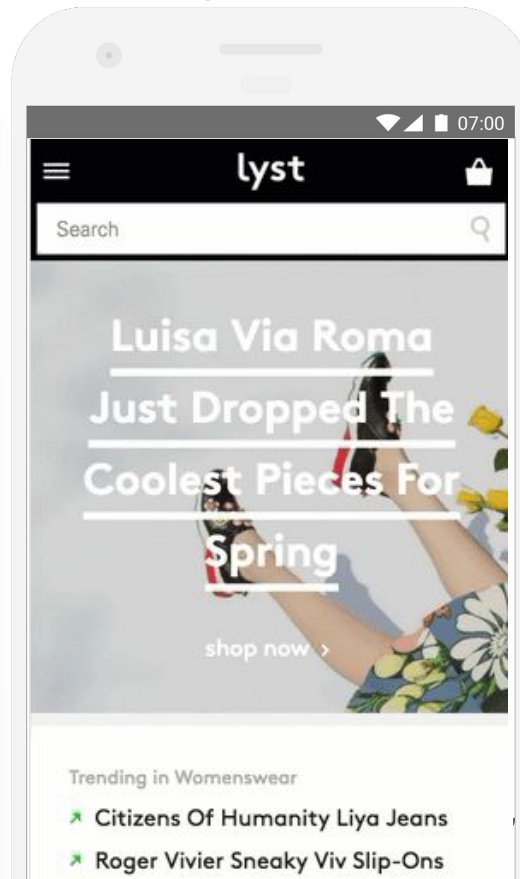
cos.com



moo.com

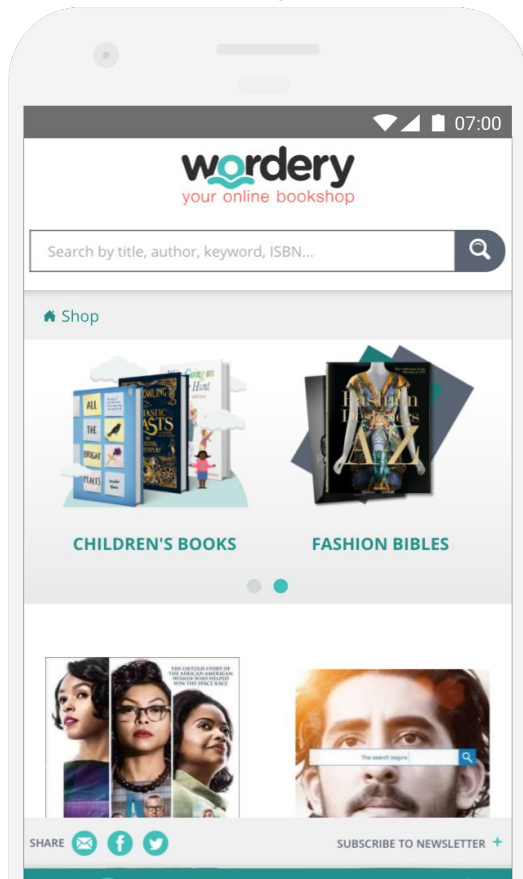


lyst.com

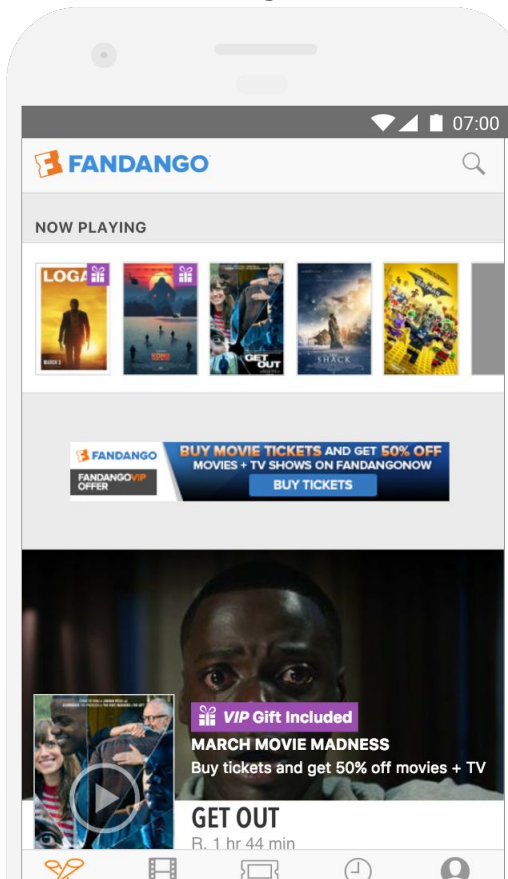


Bonus: consider bottom-down navigation

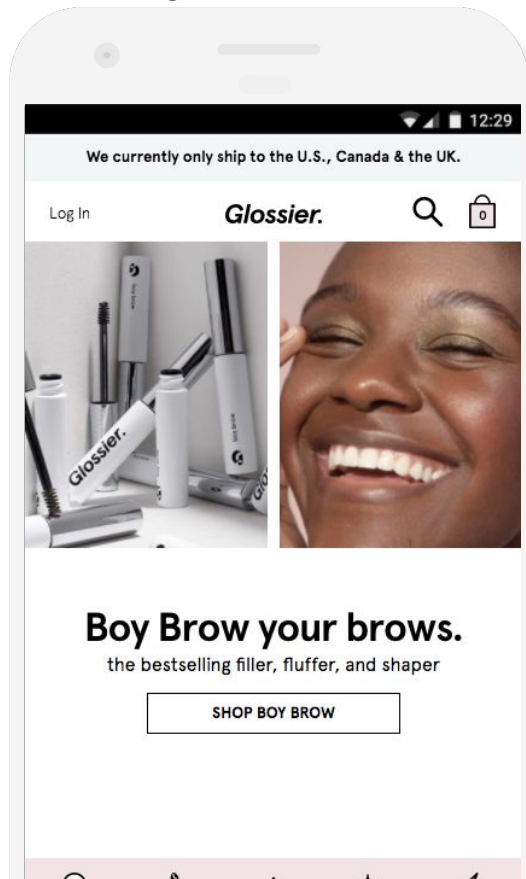
wordery.com



fandango.com



glossier.com





Search

Playbook at a glance

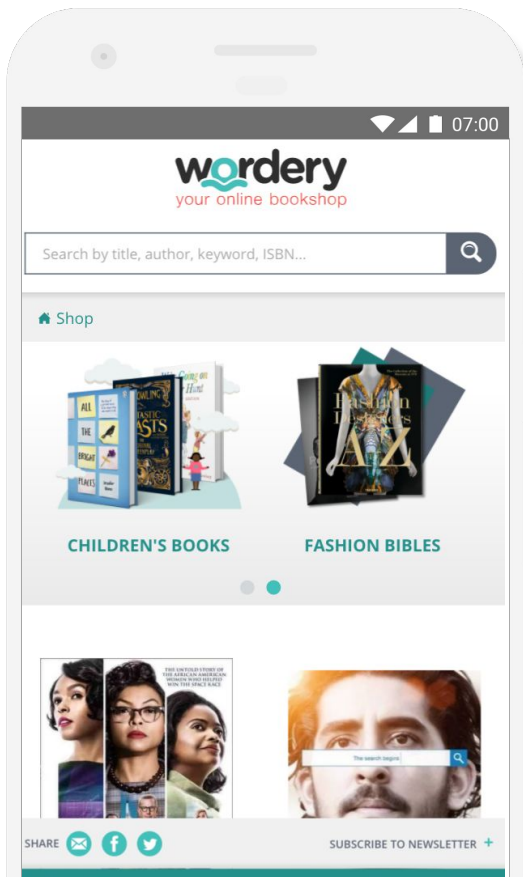
Creating frictionless experiences across the funnel (RETAIL)



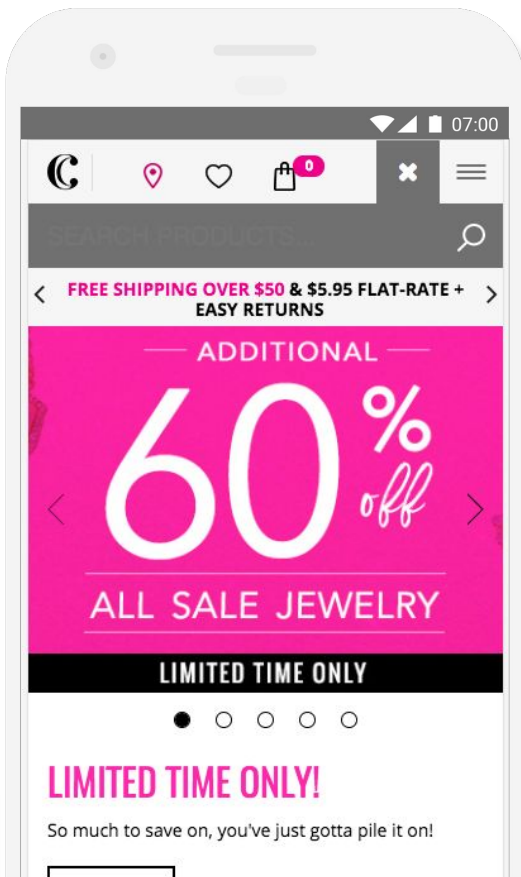
Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Include search	Hard	High	% traffic w/ searches, cvr
	Make search visible	Easy	High	% traffic w/ searches, search depth
	Use auto-suggestions	Medium	High	Bounce rate on traffic w/ searches, search depth
	Implement spelling 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

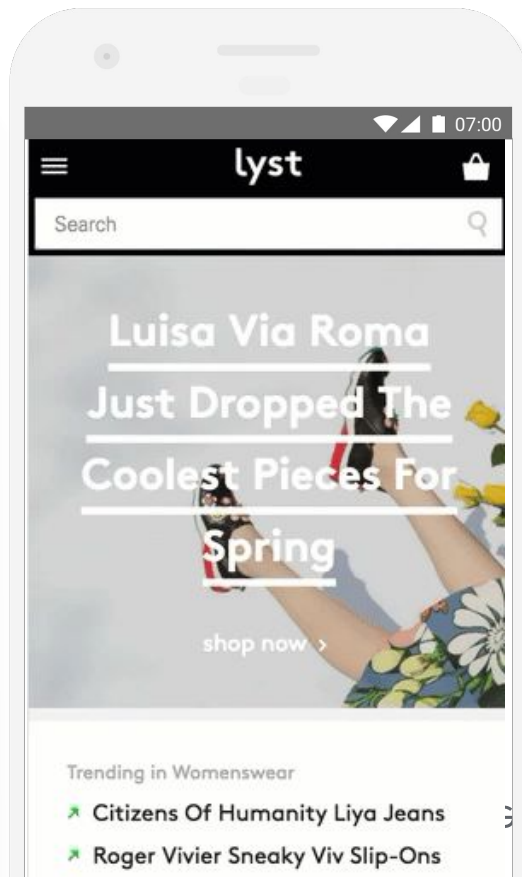
wordery.com



charmingcharlie.com

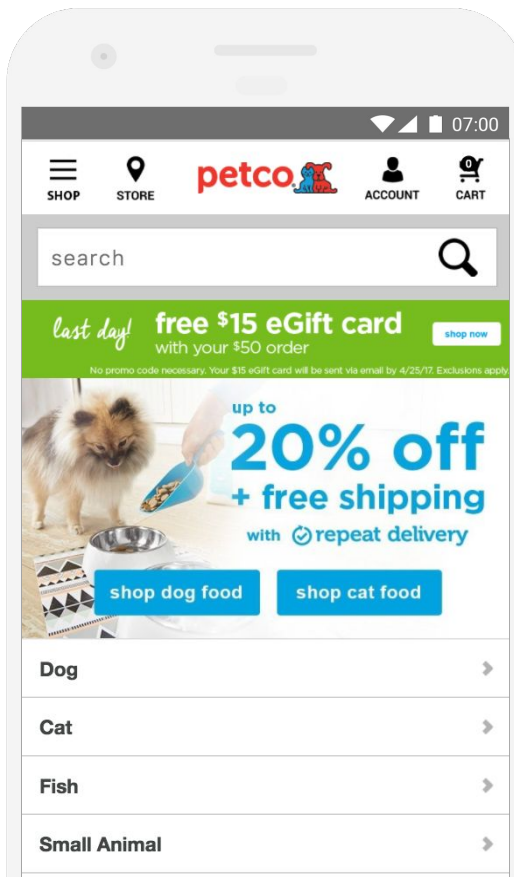


lyst.com

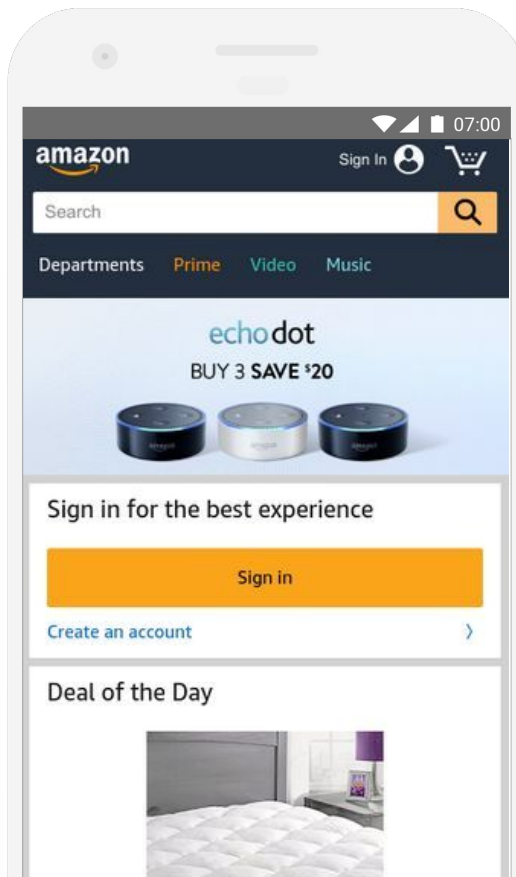


Prominent search (users that search are 200% more likely to convert on average)

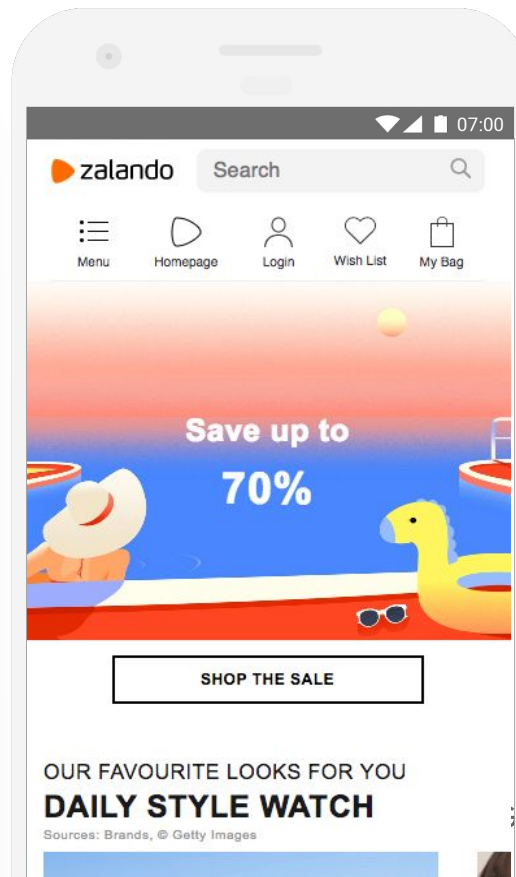
petco.com



amazon.com

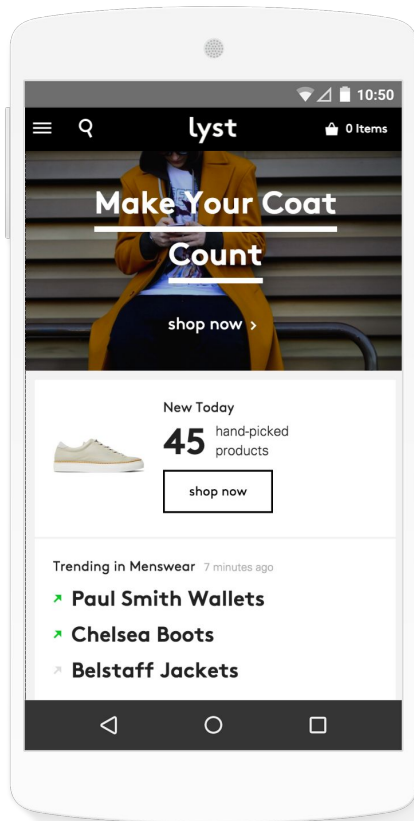


zalando.com

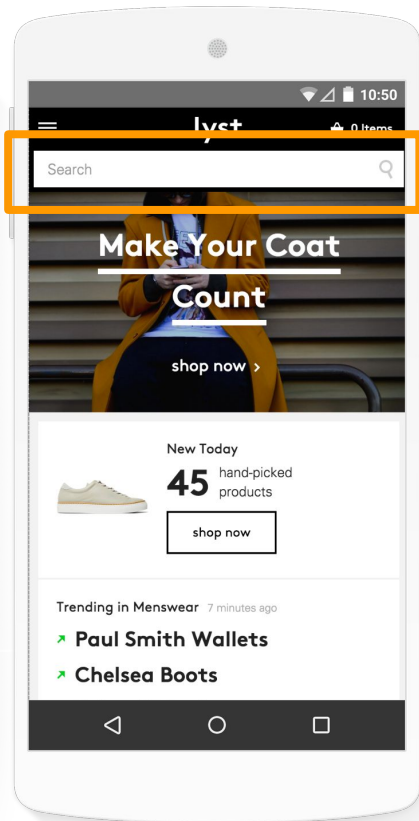


Case Study: LYST

Before
Search Icon



After
Sticky search bar



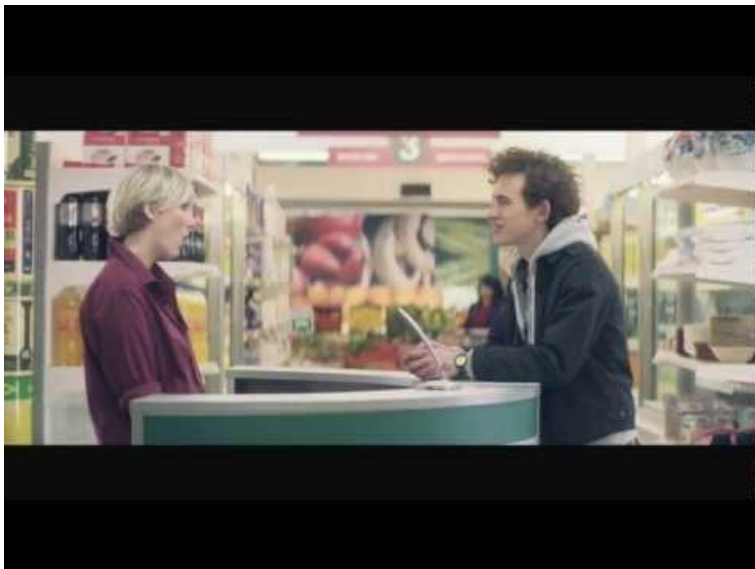
Results:

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](#)

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



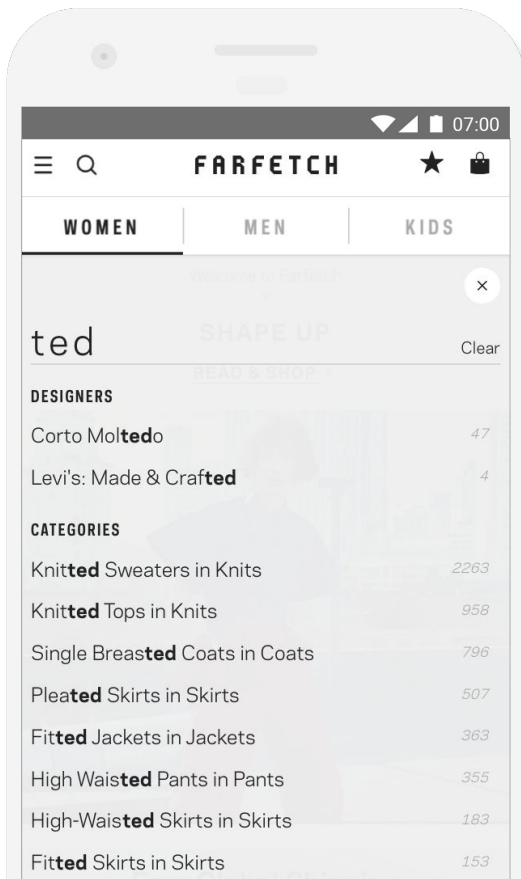
- 22% of searches give zero results
- 85% of searches don't return what the user is looking for
- 80% will abandon the website

Case studies:

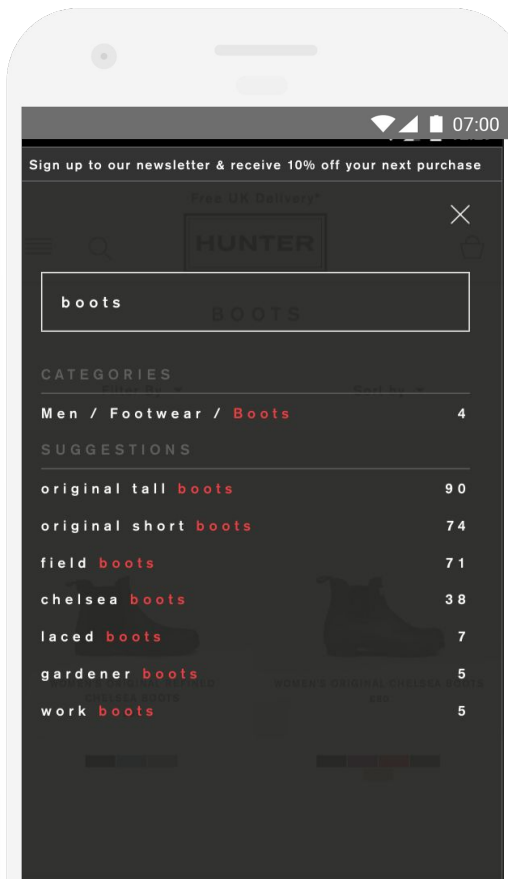
- [Lyst](#)
- [Mango](#)
- [Luisaviaroma](#)

Use auto-suggestions

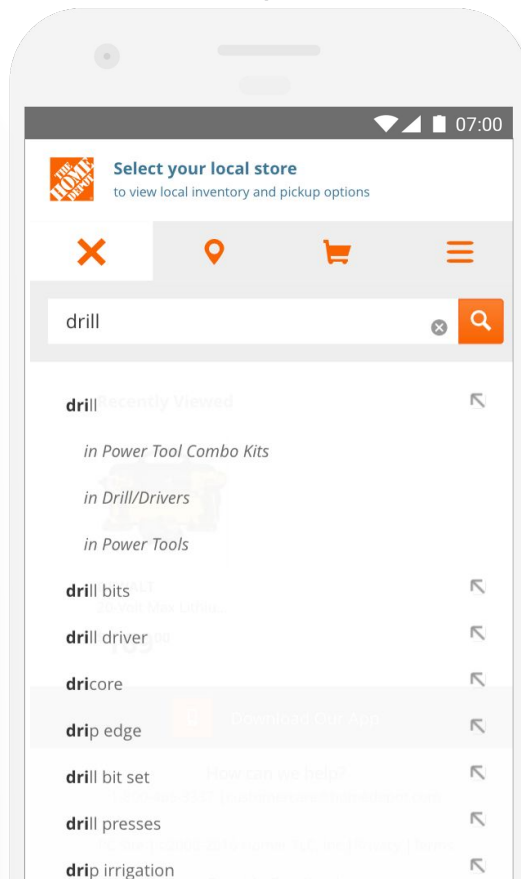
farfetch.com



hunterboots.com

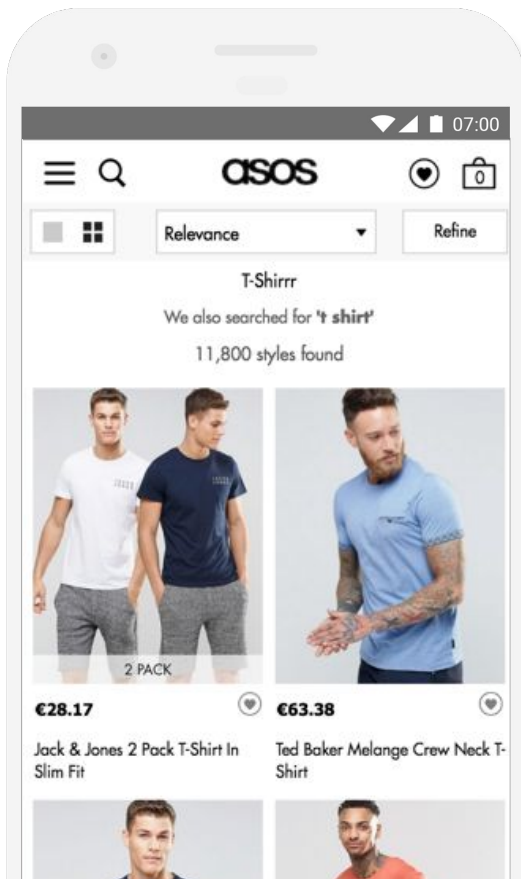


homedepot.com

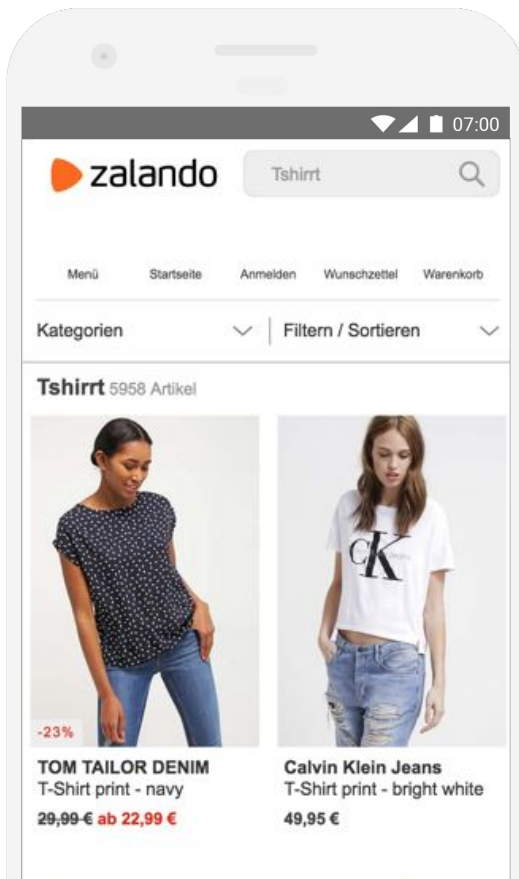


Implement spelling corrections

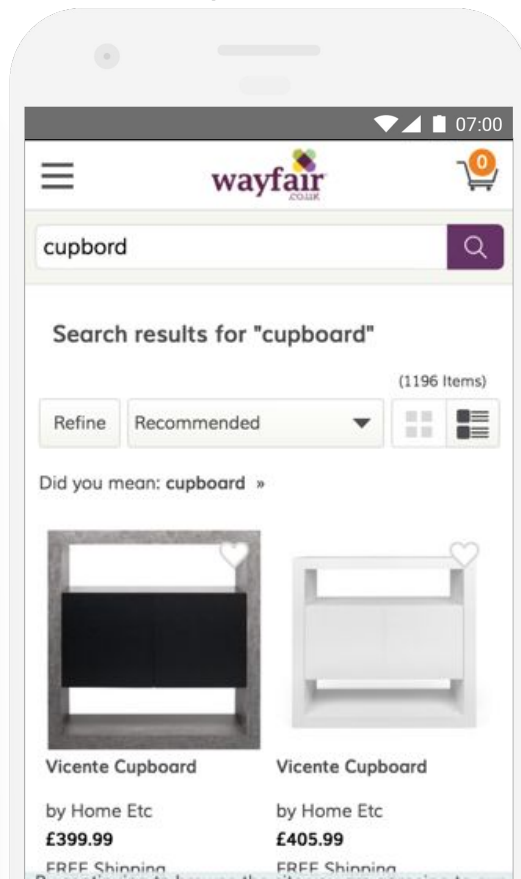
asos.com



zalando.com

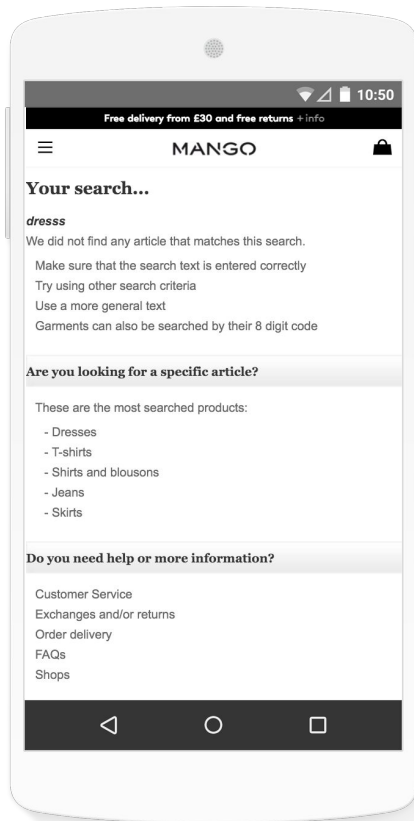


wayfair.com

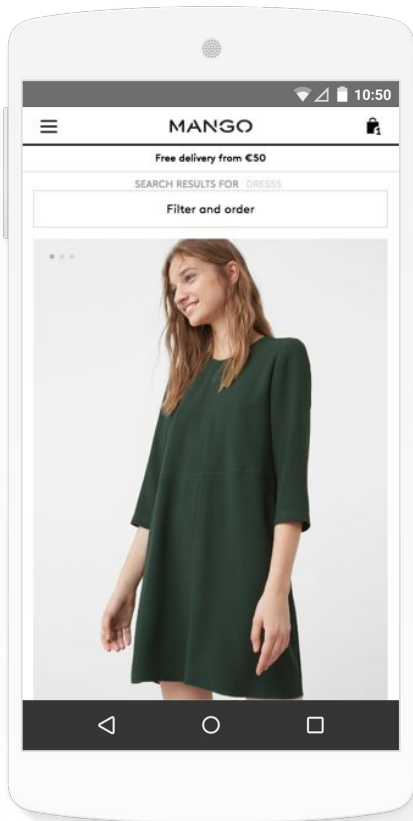


Case Study: MANGO

Before: No typo correction



After: Automatic correction



Results:

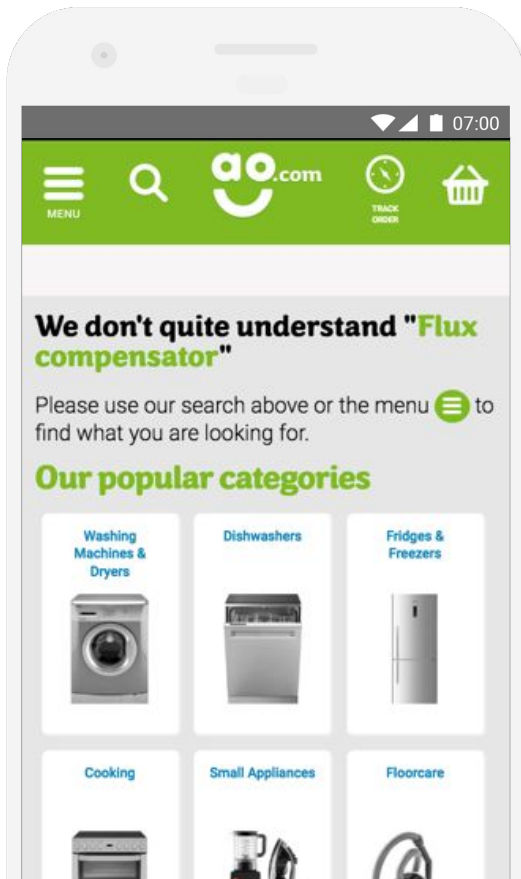
Improved search-- Implemented algorithm to correct for typos and show results among other changes.

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

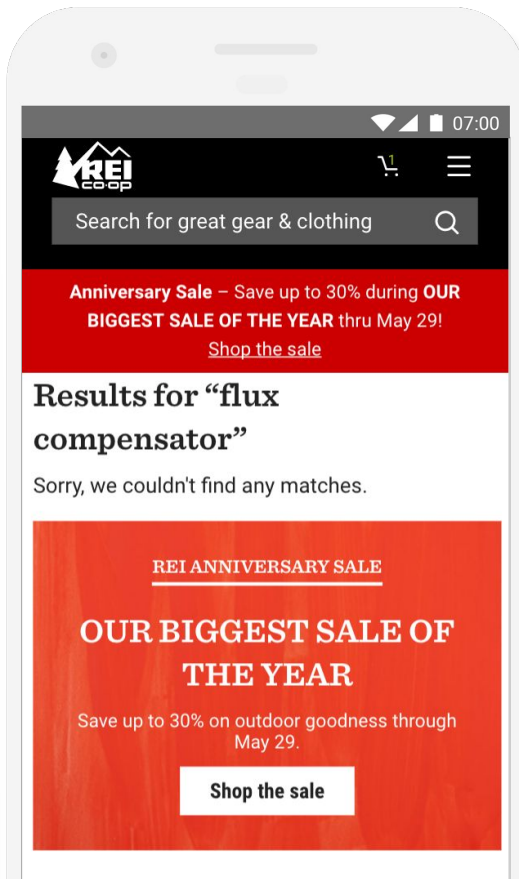
[Full case study link](#)

Always return results

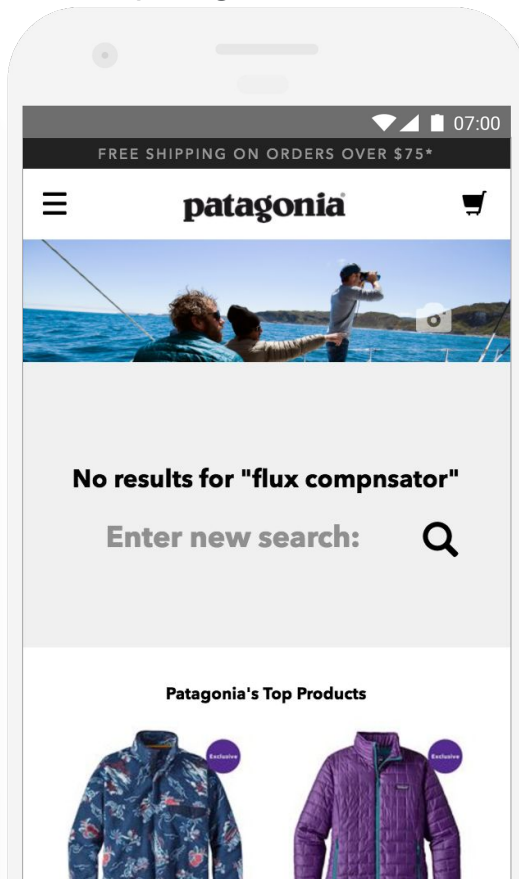
ao.com



rei.com

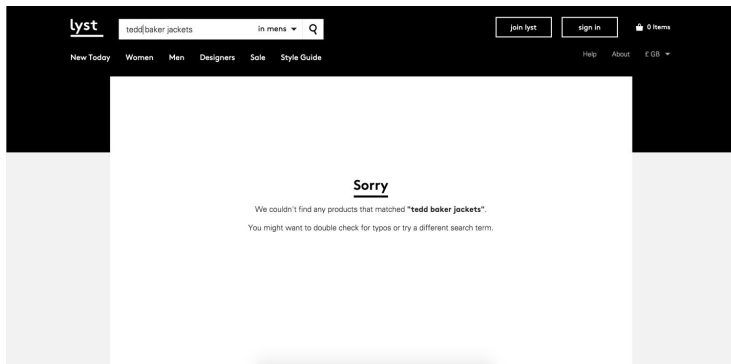


patagonia.com

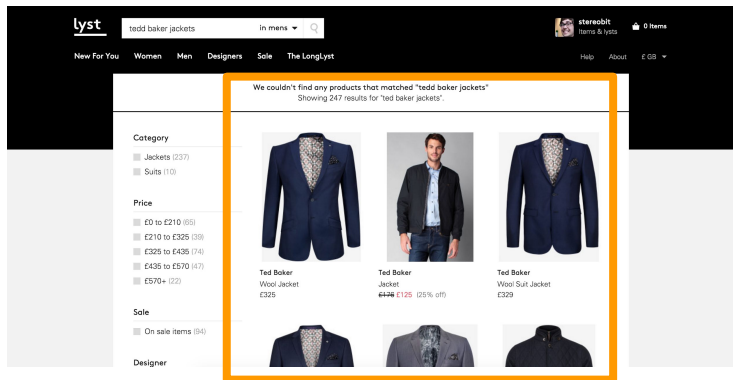


Case Study: LYST

Before: No typo correction



After: Automatic correction



Results:

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

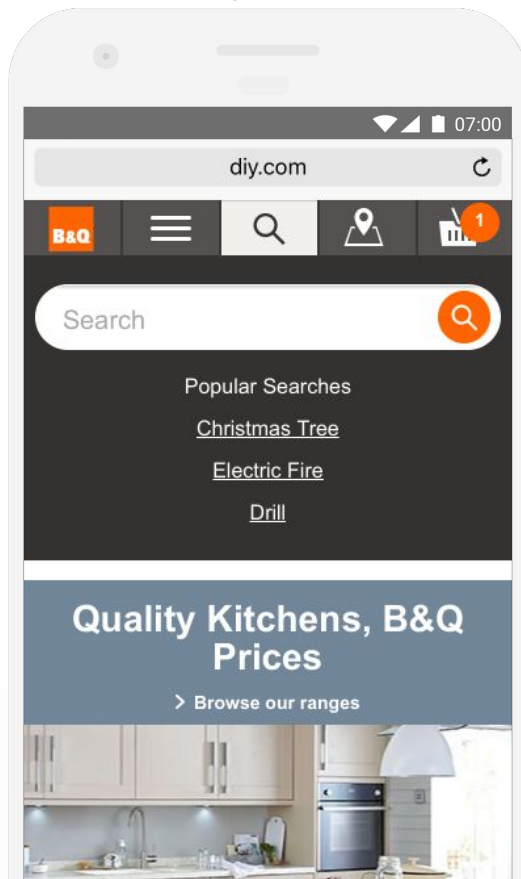
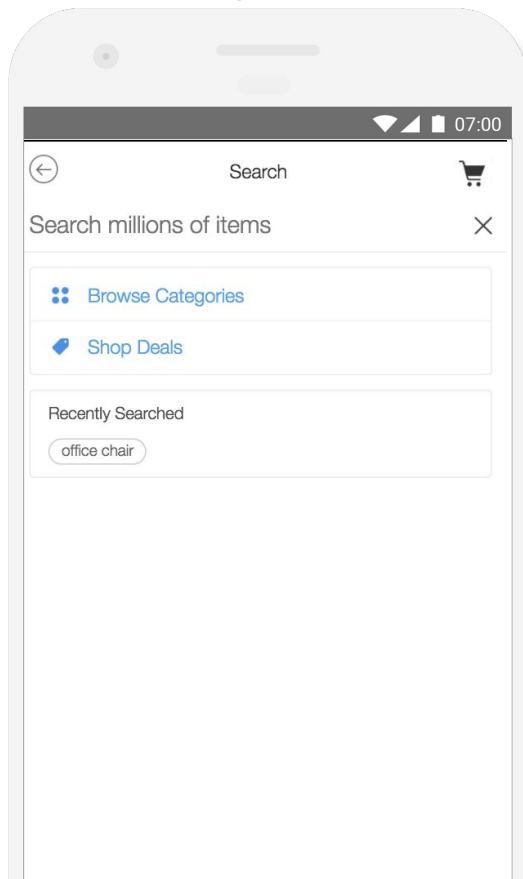
Increased page views **15%**

[Case study link](#)

Include previous or past searches

m.staples.com

diy.com



Category/Product

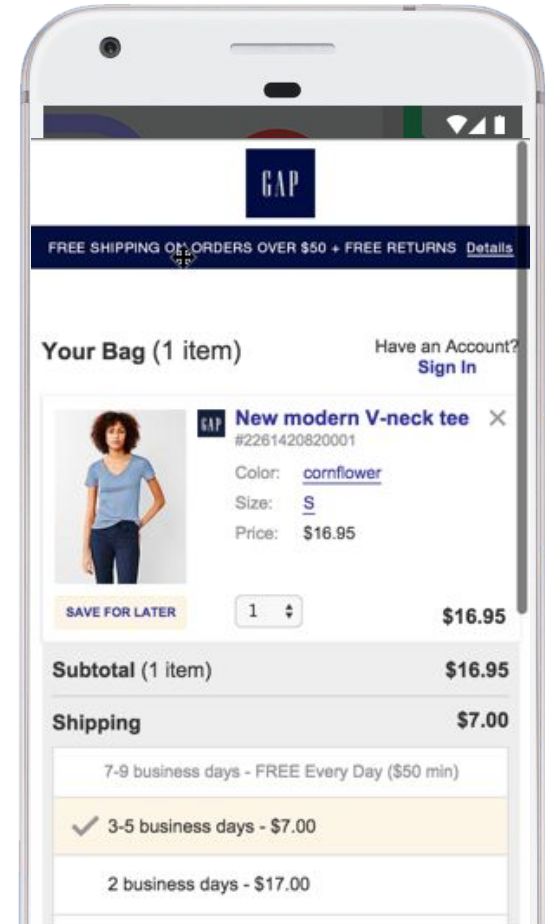
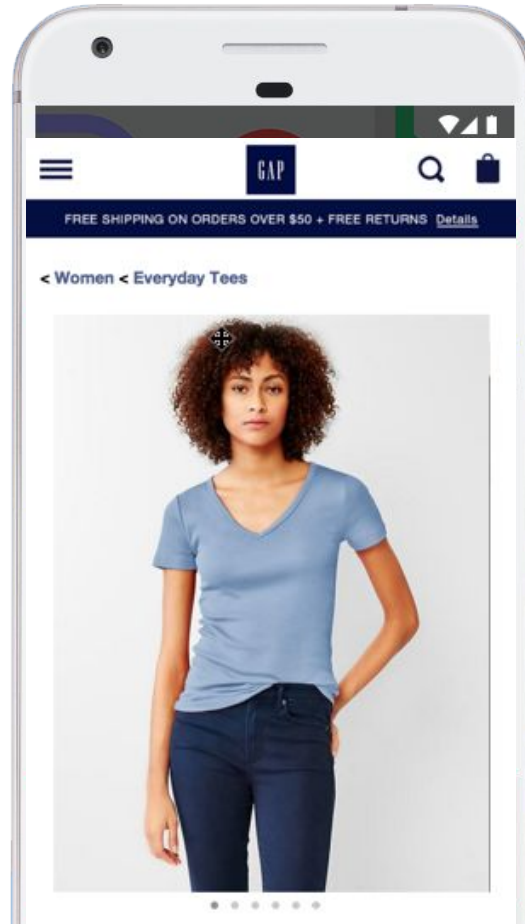
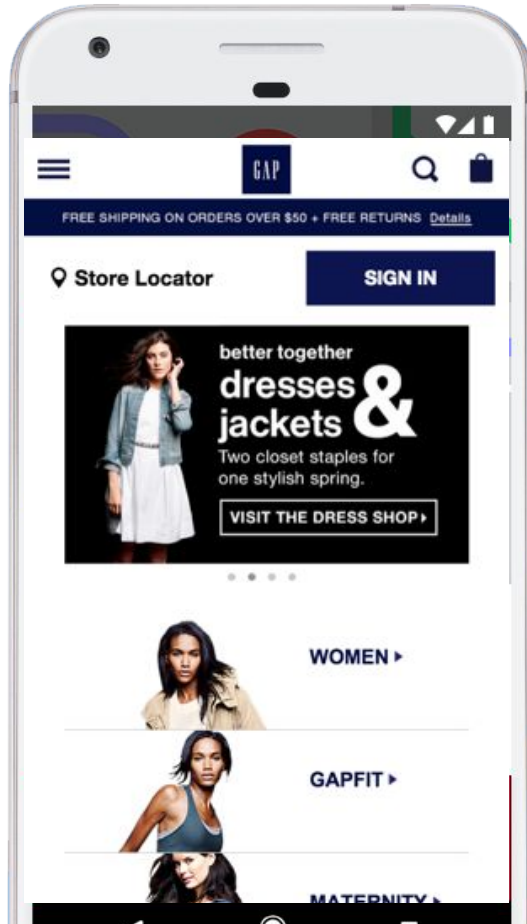
Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)



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

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

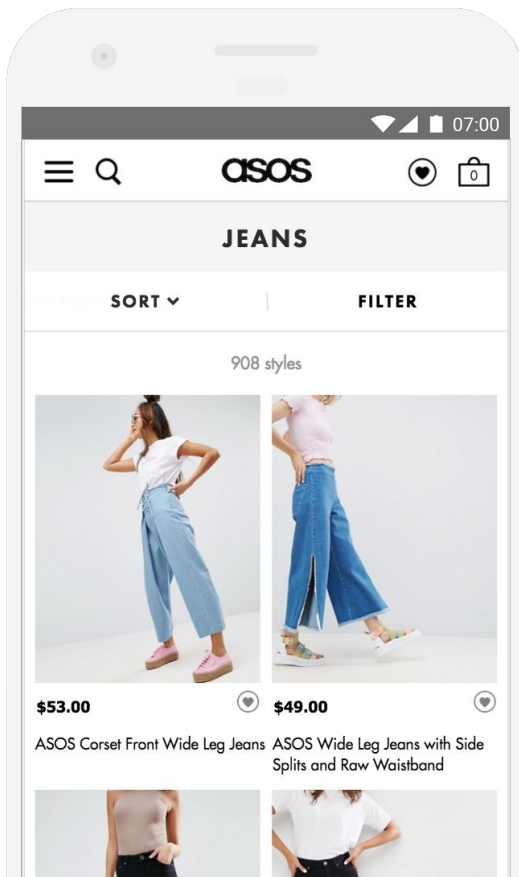


Enable users to easily sort/filter for products

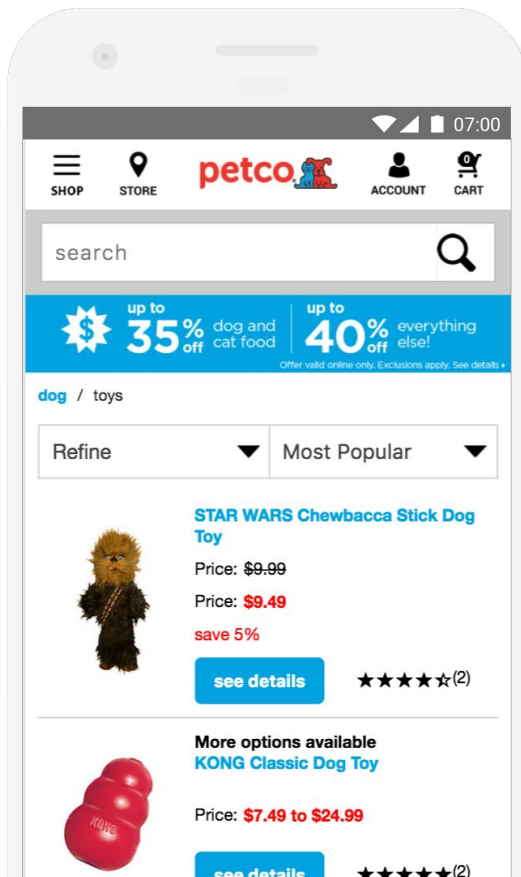
whsmith.com



asos.com

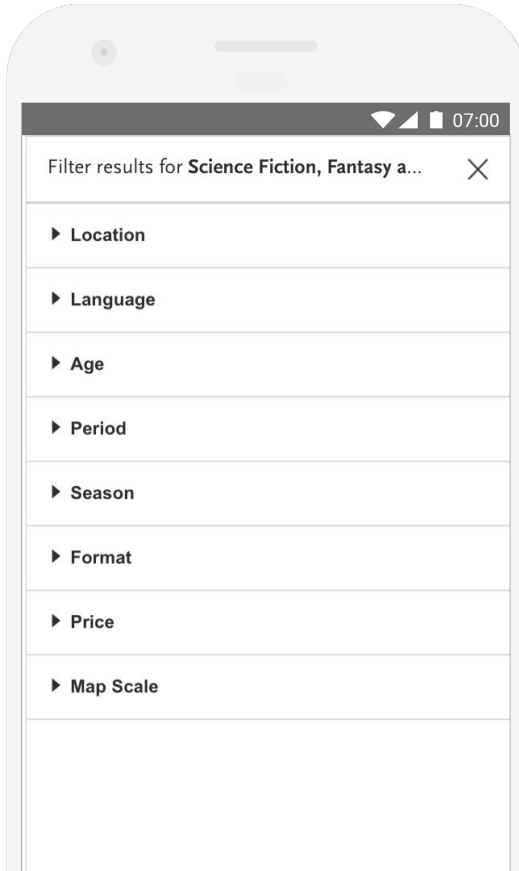


petco.com

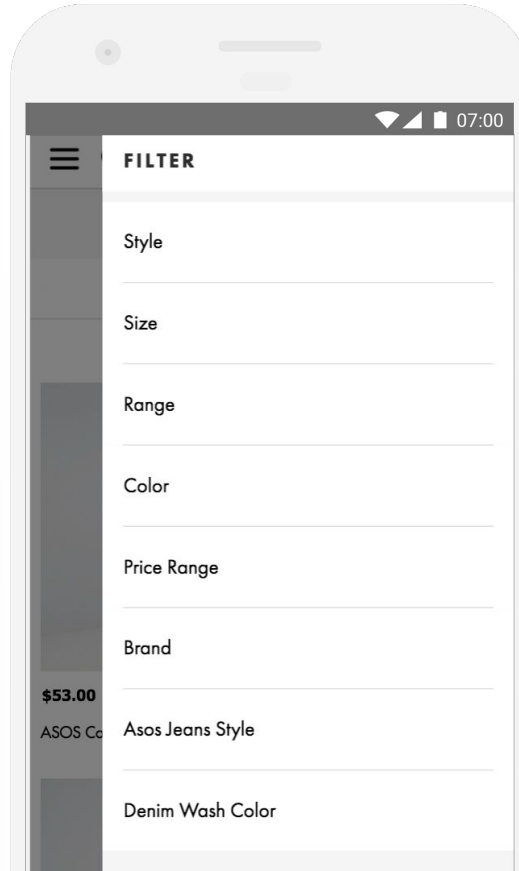


Make sure filtering is useful

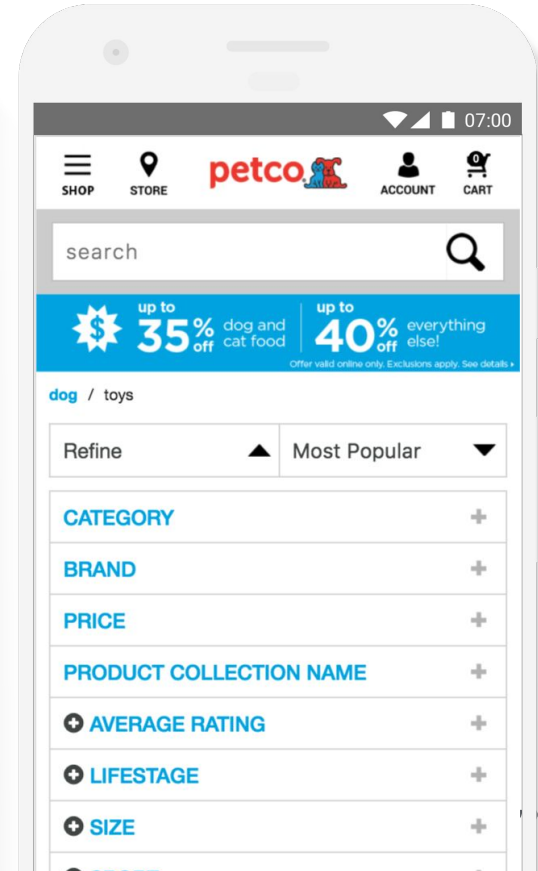
amazon.com



asos.com

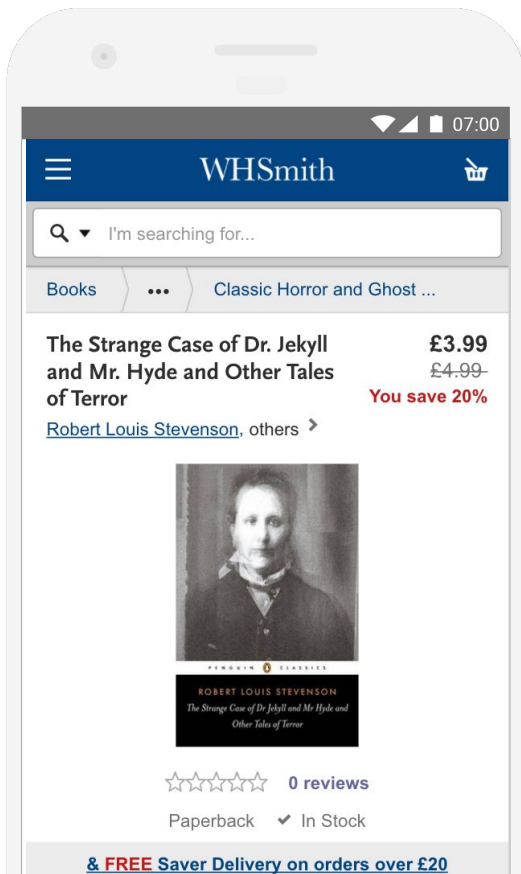


petco.com

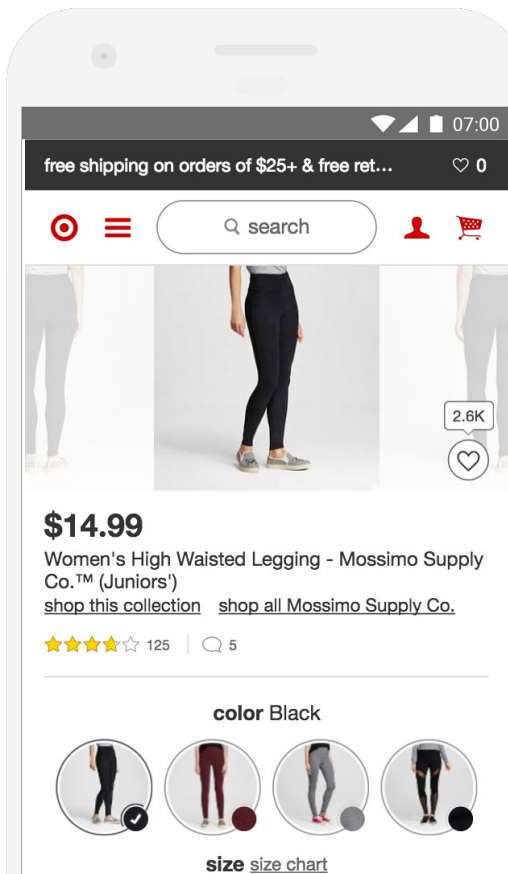


Have price info above the fold on product pages

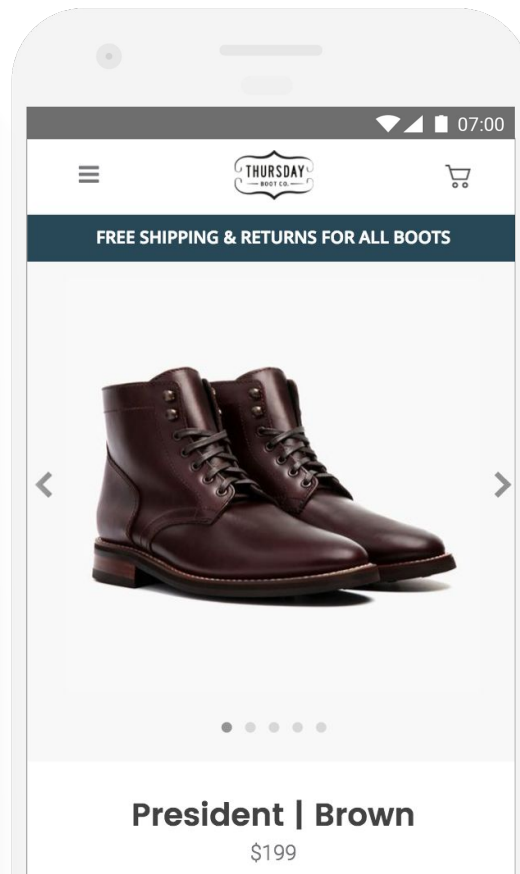
whsmith.com



target.com

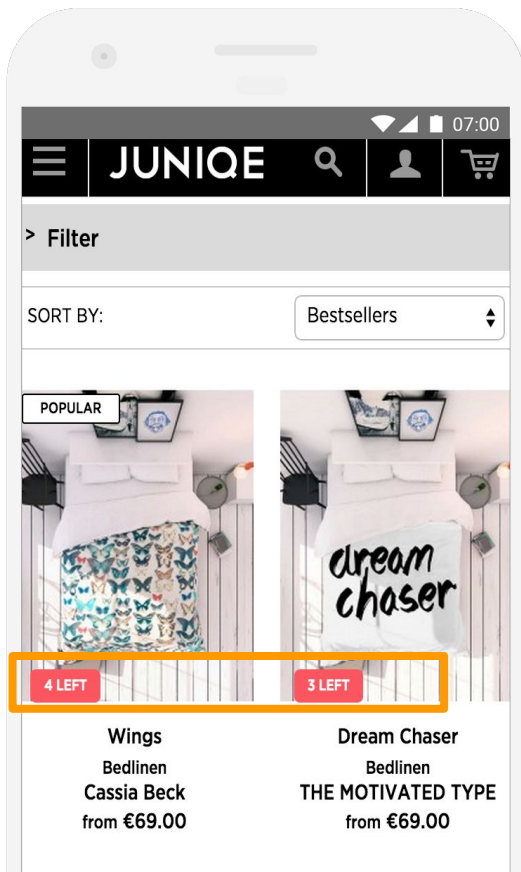


thursdayboots.com

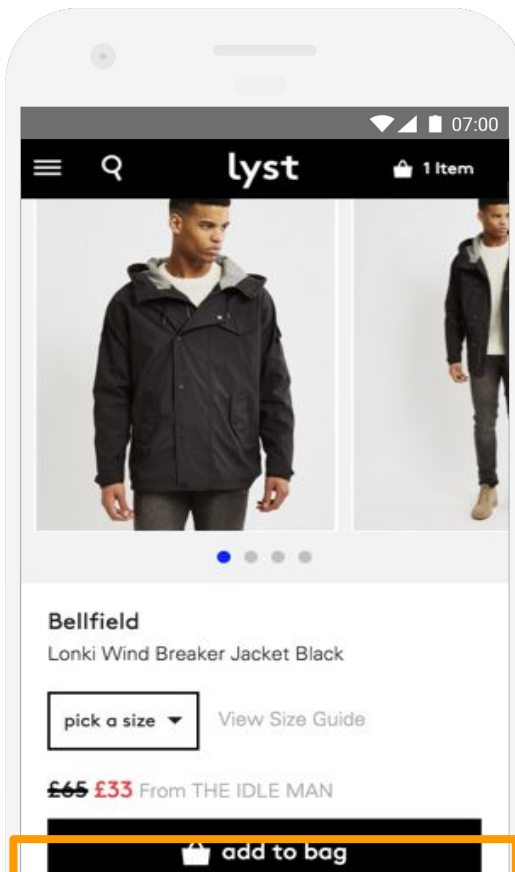


Add urgency elements

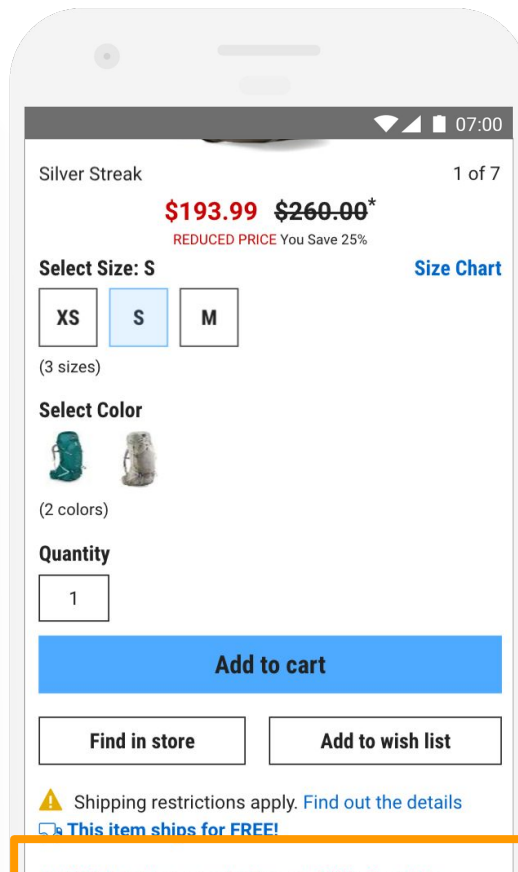
junique.com



lyst.com



rei.com



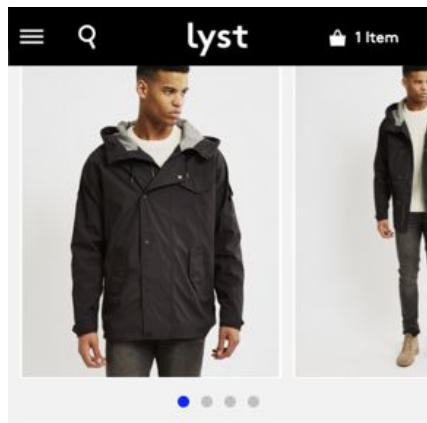
Research

Urgency is a powerful motivator, if done well.

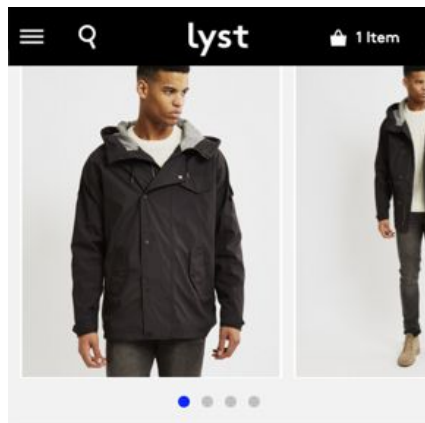
There are 3 ways to create urgency:

- **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



Before



After

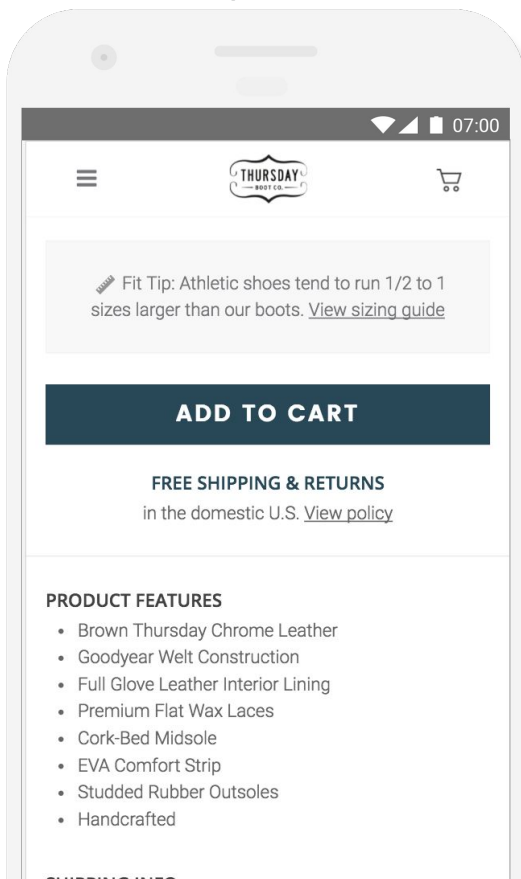
Highlighted urgency - By showing on product pages items selling quickly

Result: 17% increase in CVR

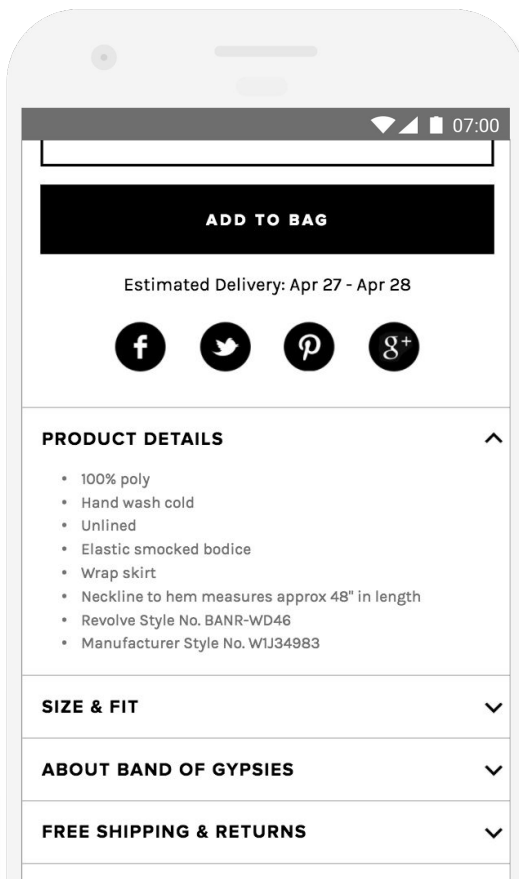
[Case study link](#)

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

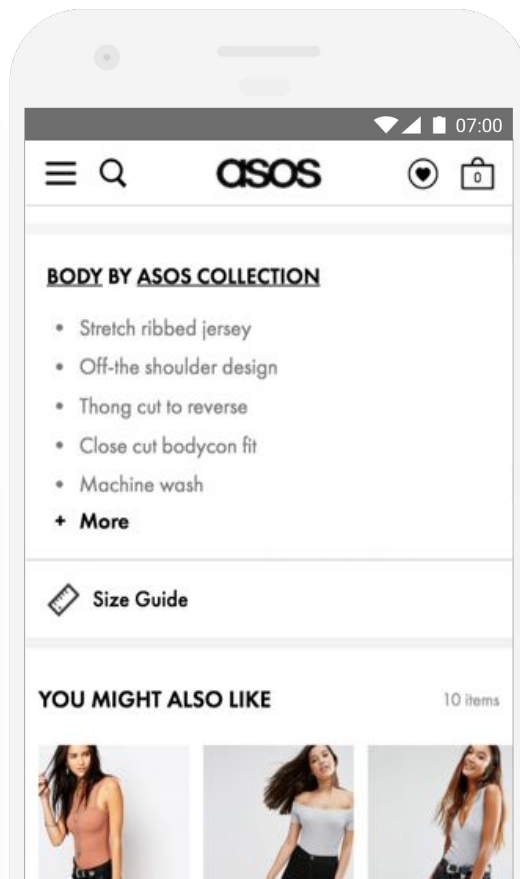
thursdayboots.com



revolve.com

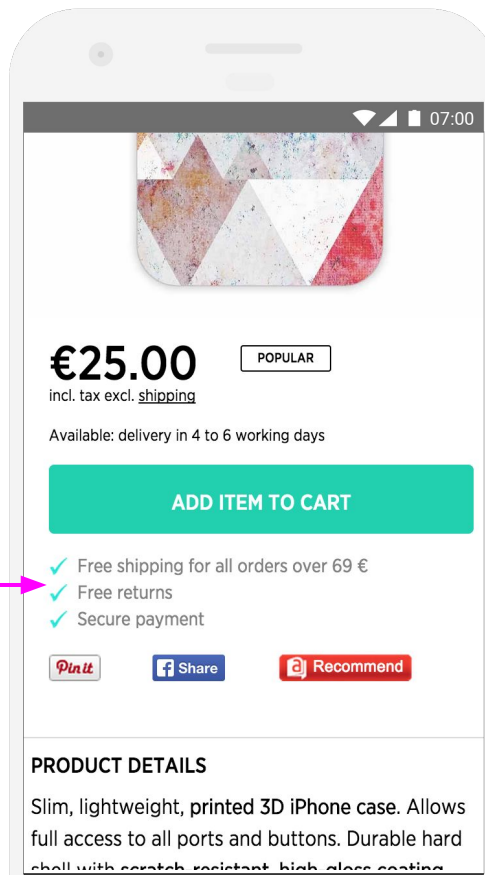


asos.com

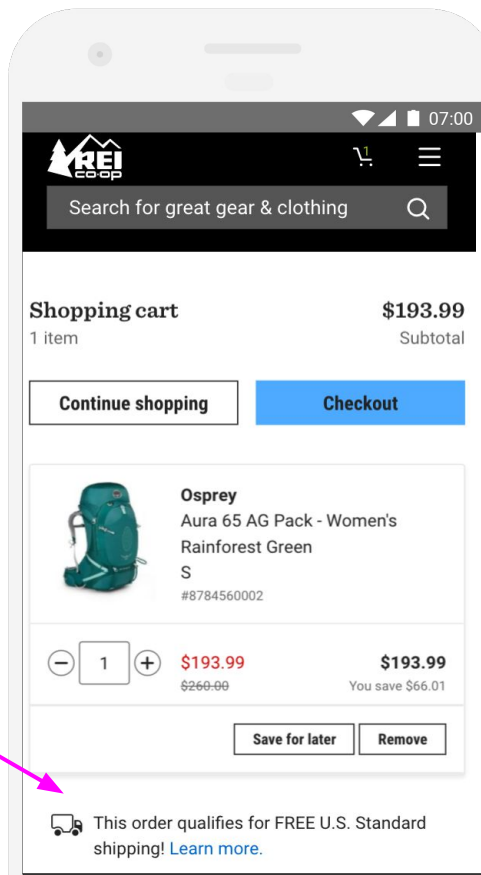


Reiterate value prop at conversion point

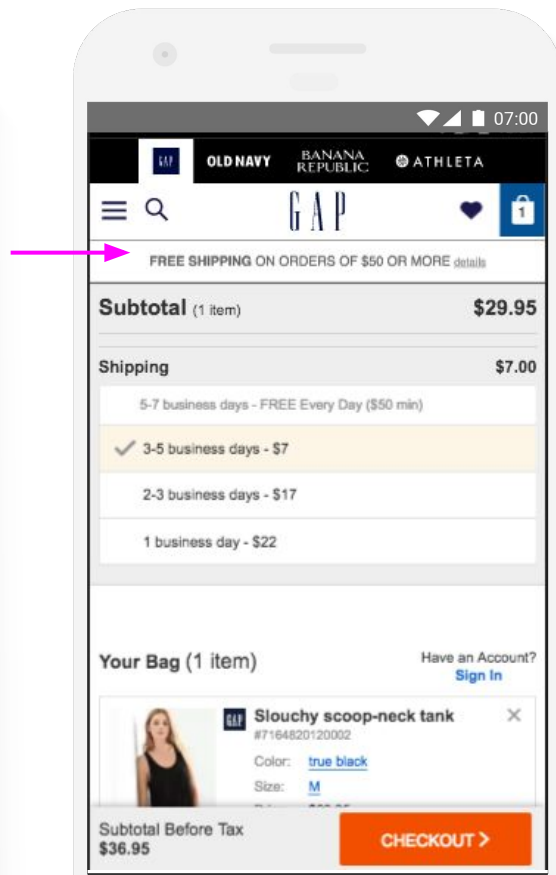
junique.com



rei.com

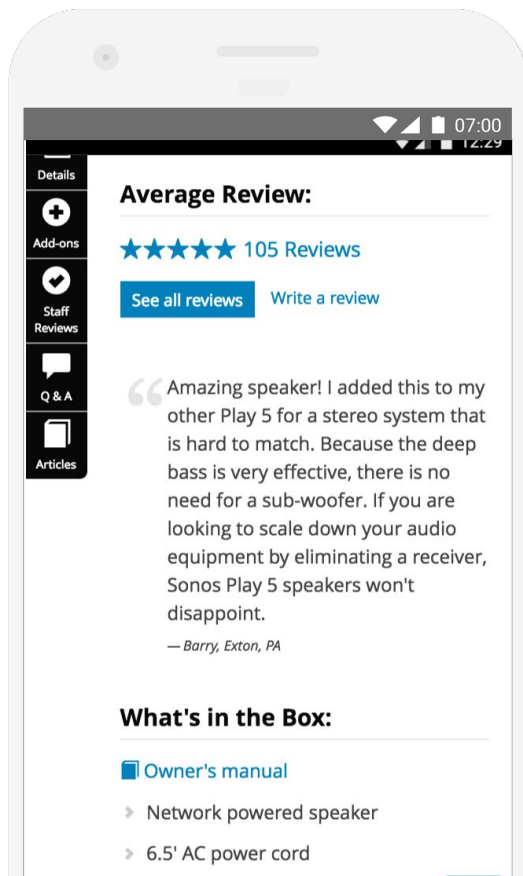


gap.com

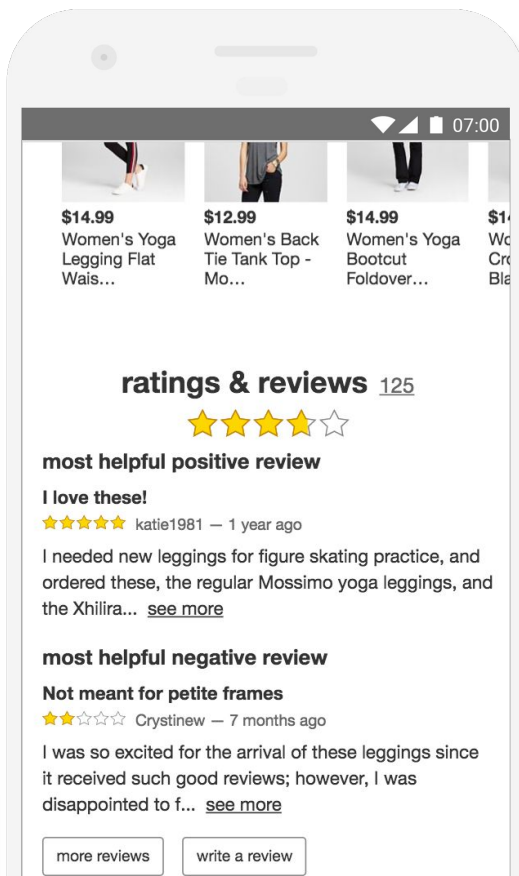


Bonus: if large number of products, add reviews

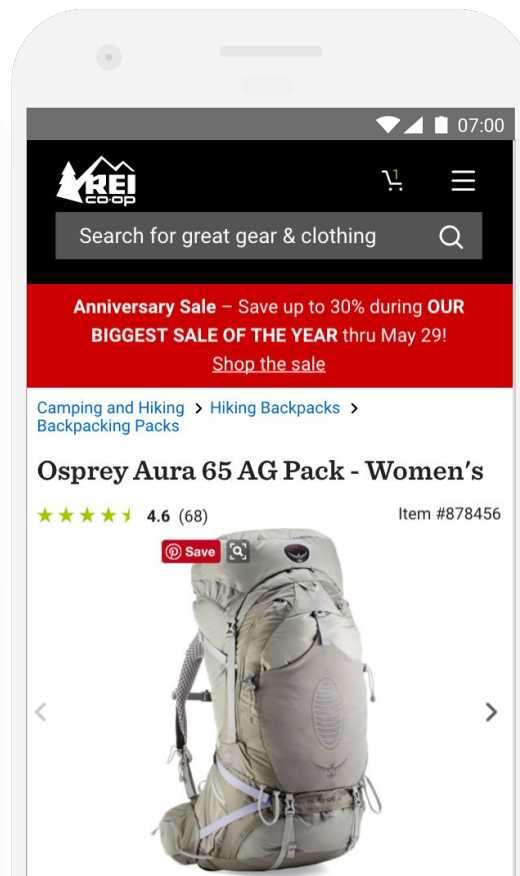
crutchfield.com



target.com

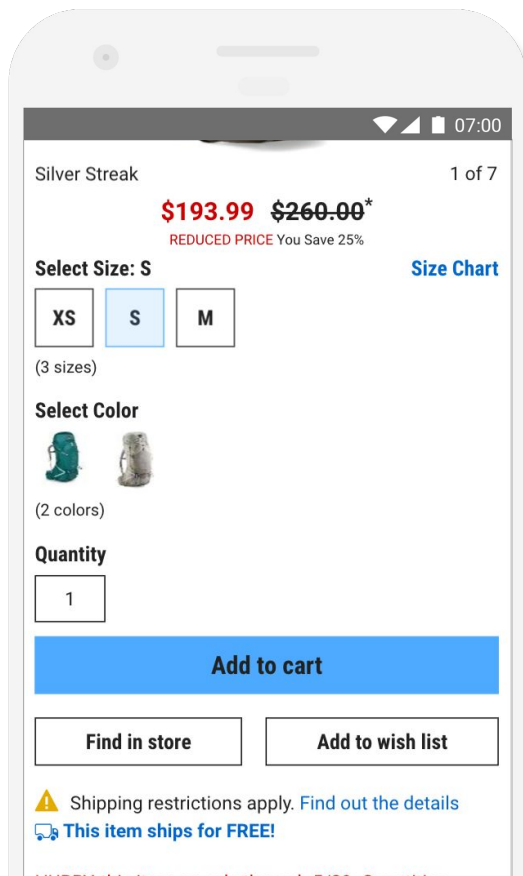


rei.com

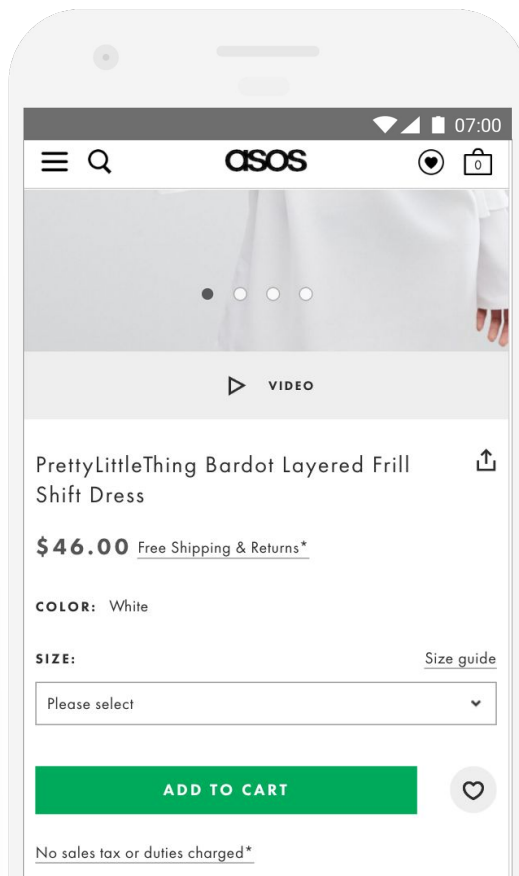


Bonus: add secondary CTAs for additional conversion actions

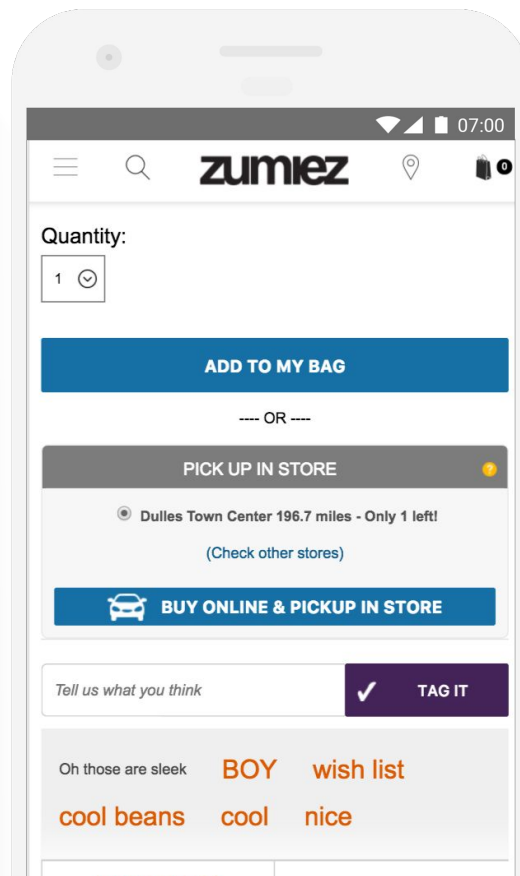
rei.com



asos.com



zumiez.com

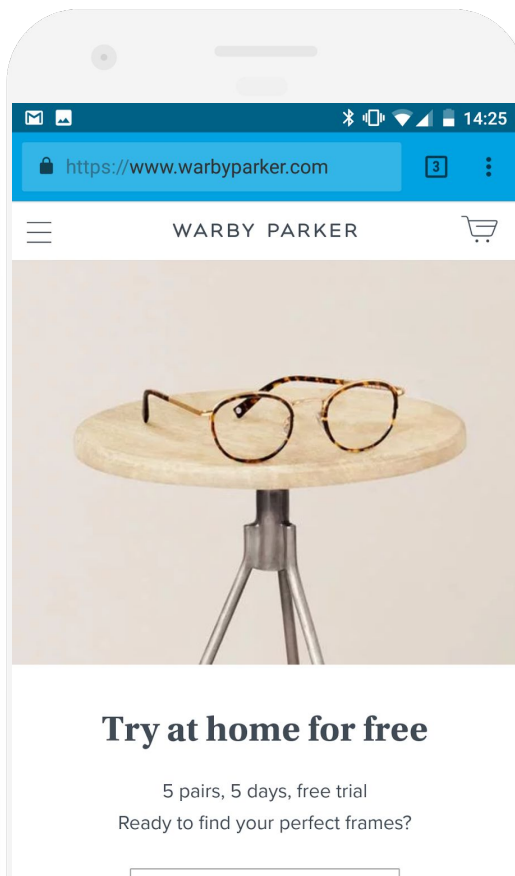


Bonus: match browser elements to your brand ([info how](#), [research](#))

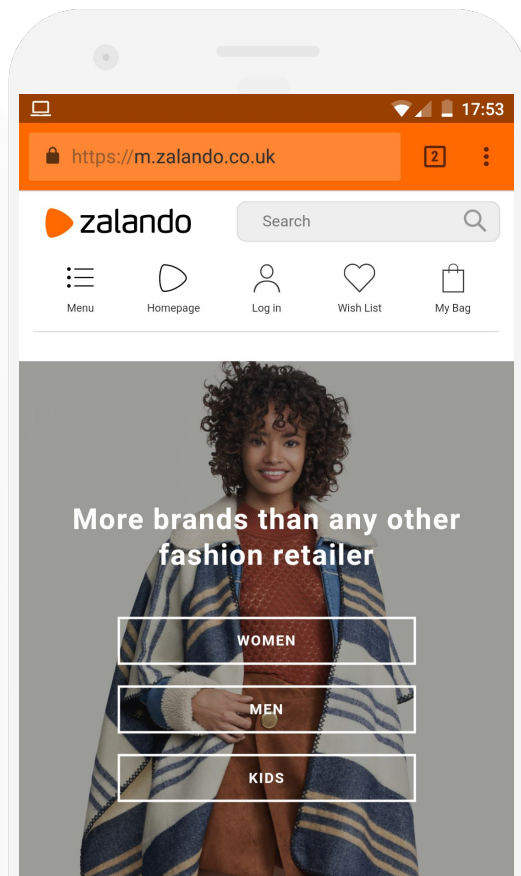
wayfair.co.uk



warbyparker.com



zalando.co.uk



Conversion

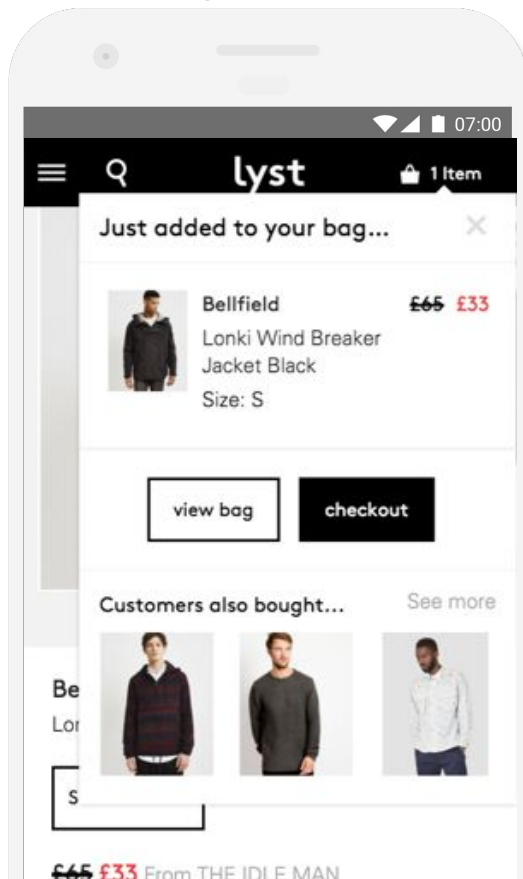
Conversion checklist



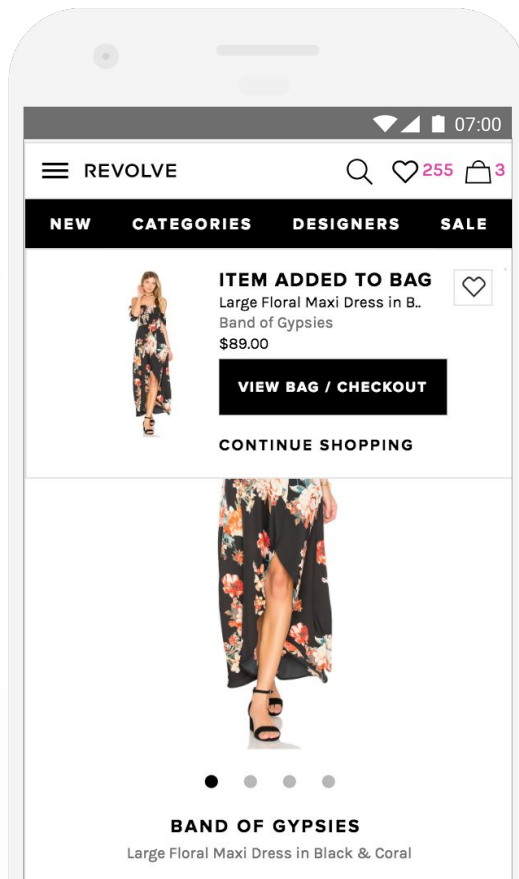
Section	Conversion	Ease of implementation	Impact	Key Metric
Key suggestion	Don't redirect into checkout after adding to cart	Medium	High	pages/visit, cart size, AOV
	Re-iterate value prop (typically free shipping) in the cart	Easy	Medium	CVR, exit rate
	Allow users to update their carts (change quantity 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

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

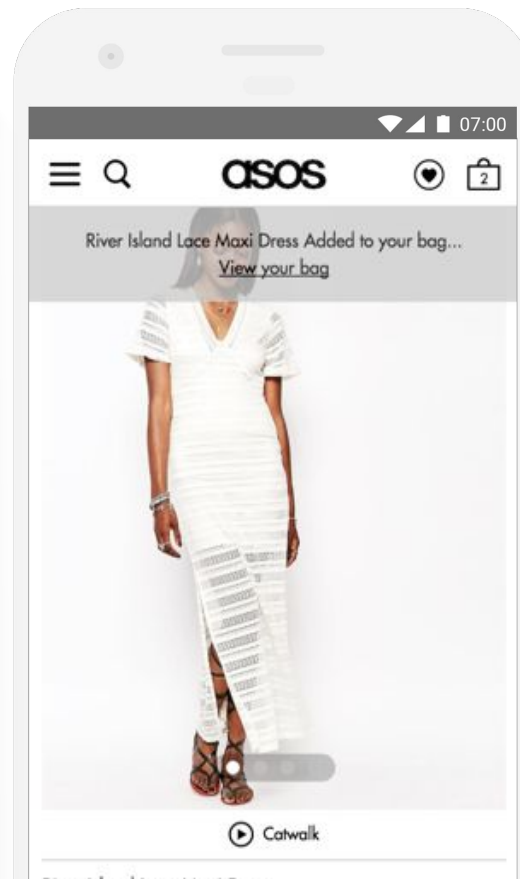
lyst.com



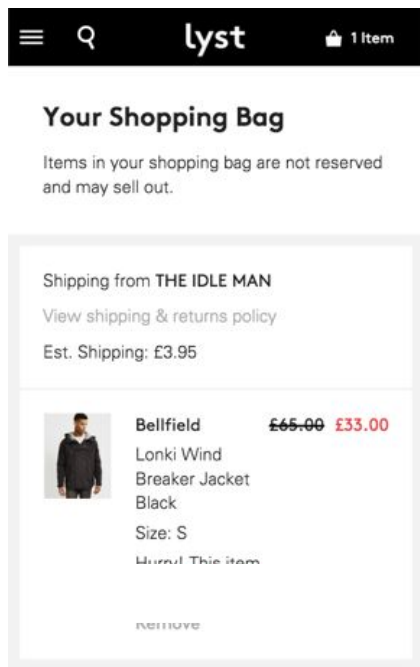
revolve.com



asos.com

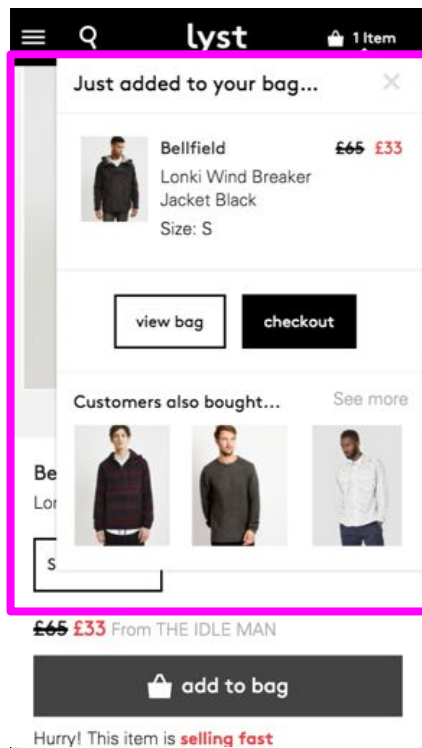


Case Study: LYST



Before

User redirected to the cart



After

Add-to-cart notification

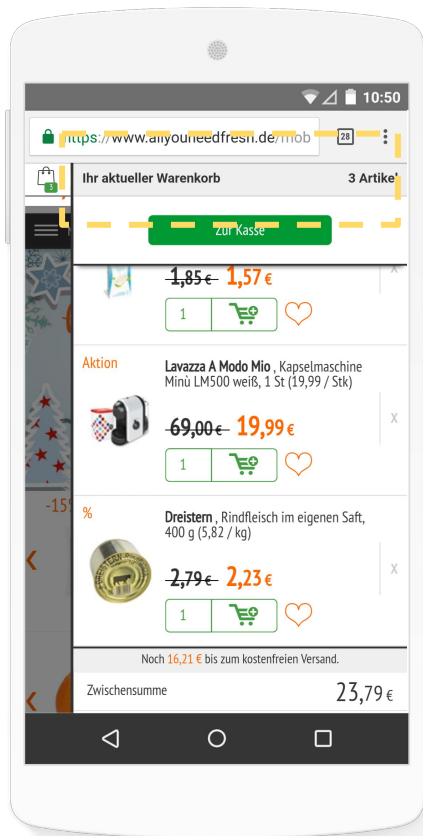
Lyst: Upgraded the add-to-cart process- Adding pop out add to cart rather than redirecting to cart page

- 4% higher average order value

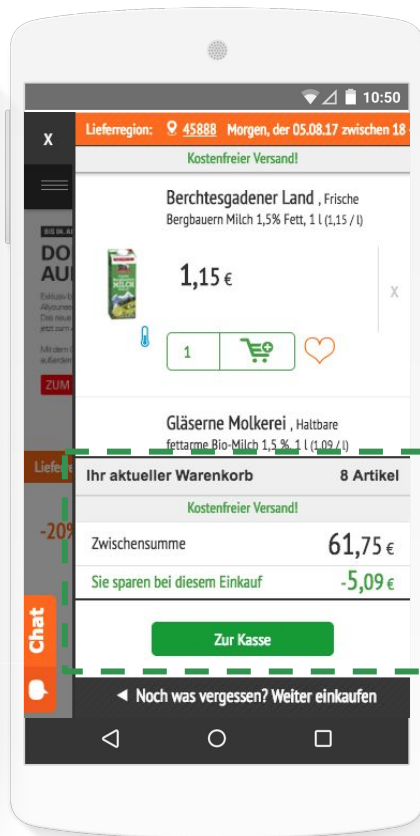
Additional info:

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

Case Study: AllYouNeedFresh



Before



After

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
- Matching field length to the length of the input
- 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%

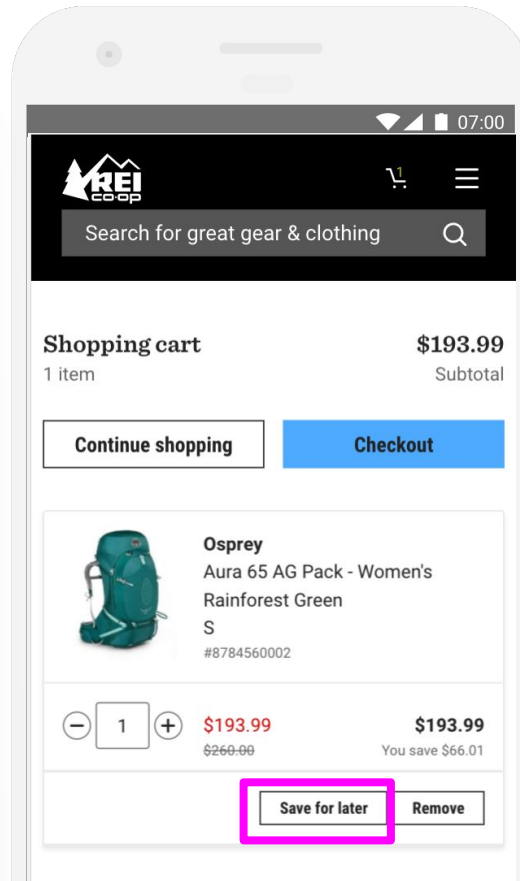
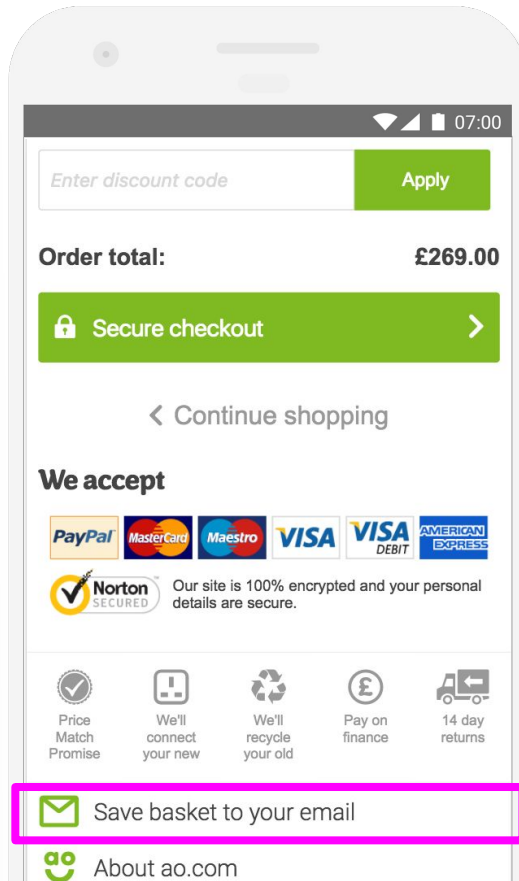
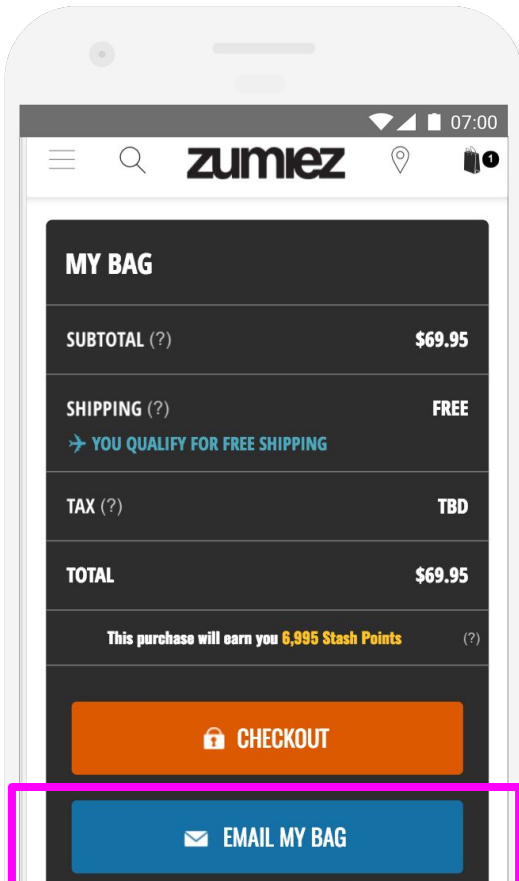
[Case study link](#)

Facilitate x-device movement in the cart

zumiez.com

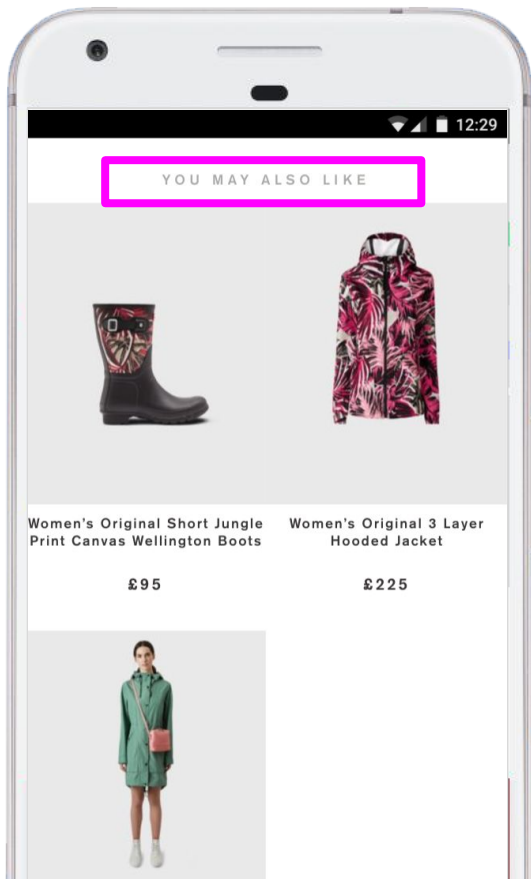
ao.com

rei.com

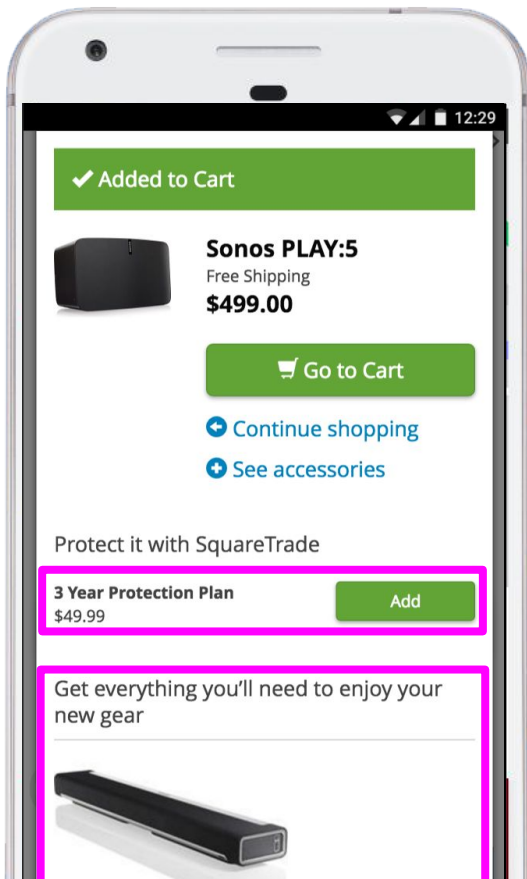


Bonus: upsell in cart

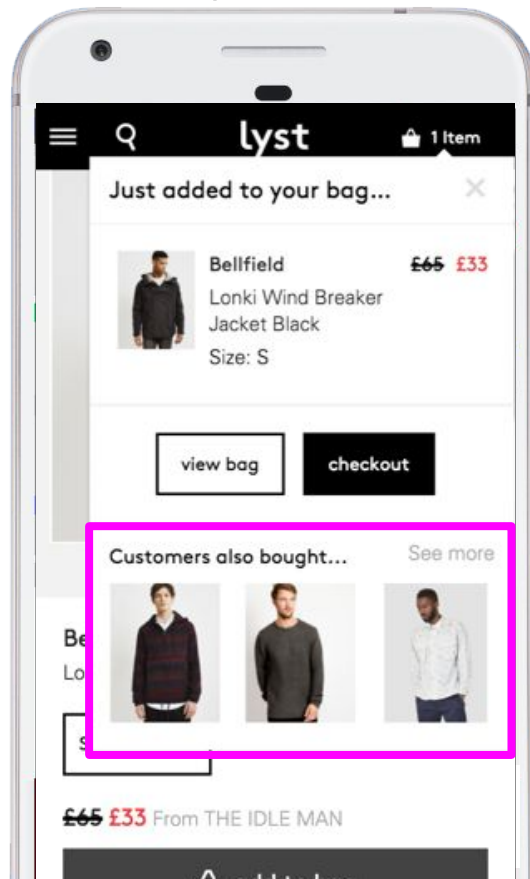
hunterboots.com



ao.com



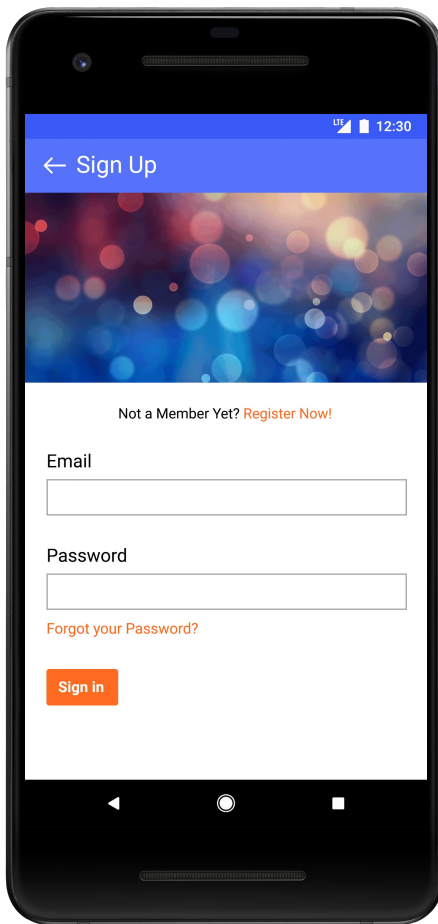
lyst.com



35%

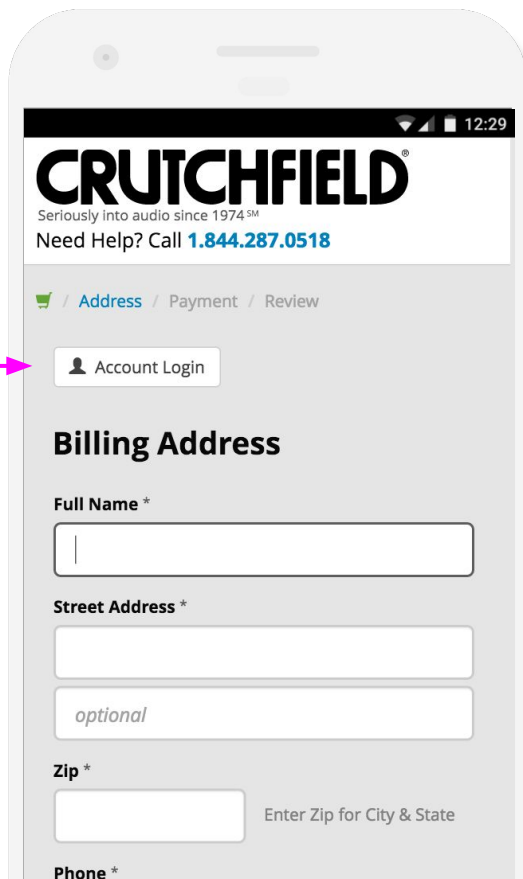
Of users will abandon the checkout if a retailer does not offer guest checkout.

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





Allow checkout as guest

crutchfield.com



CRUTCHFIELD®
Seriously into audio since 1974SM
Need Help? Call **1.844.287.0518**

 / [Address](#) / [Payment](#) / [Review](#)

 Account Login

Billing Address

Full Name *

Street Address *

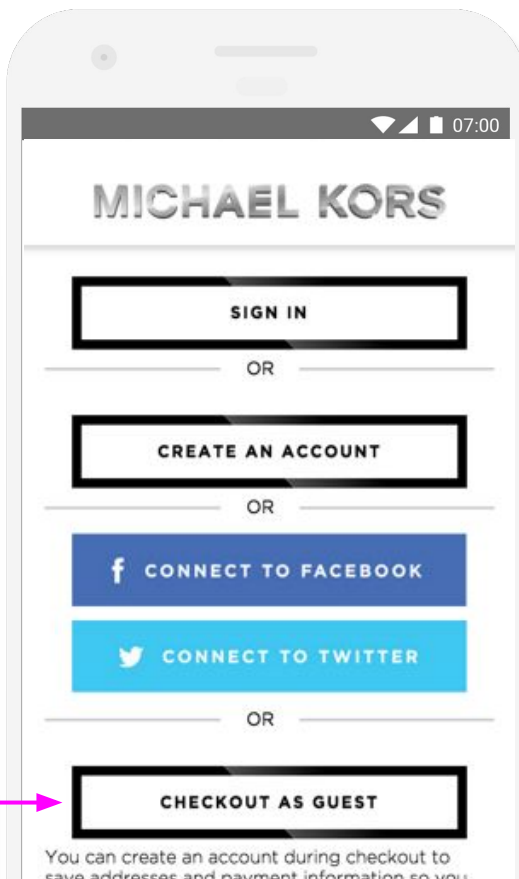
optional

Zip *

Enter Zip for City & State

Phone *

michaelkors.com




MICHAEL KORS


SIGN IN

OR

CREATE AN ACCOUNT

OR

 CONNECT TO FACEBOOK

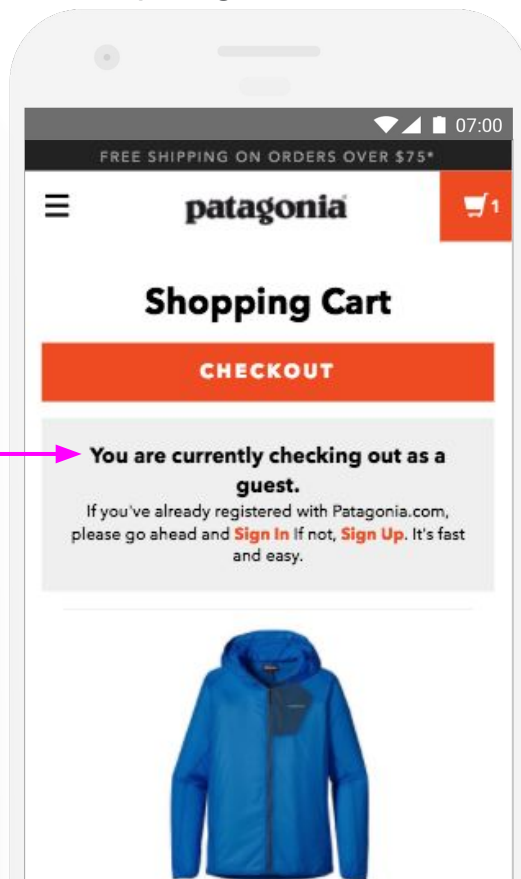
 CONNECT TO TWITTER

OR



CHECKOUT AS GUEST

You can create an account during checkout to save addresses and payment information so you

patagonia.com



FREE SHIPPING ON ORDERS OVER \$75*


 **patagonia** 

Shopping Cart

CHECKOUT

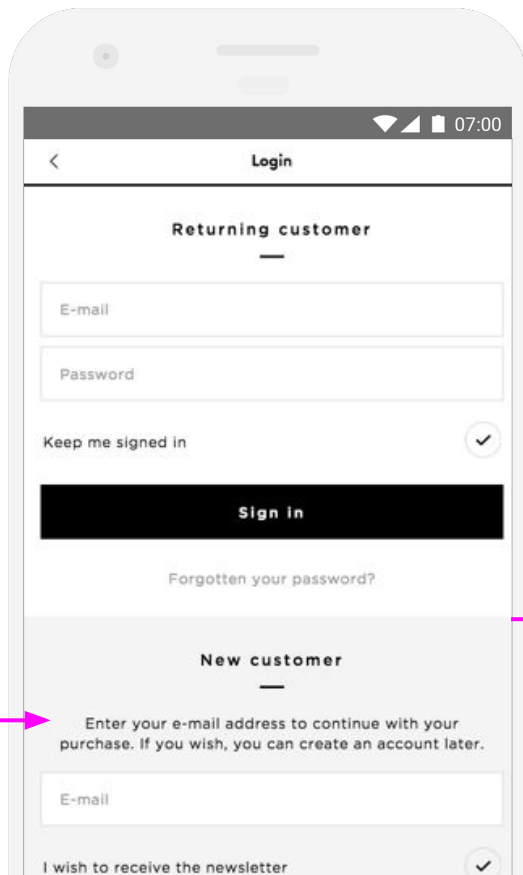
You are currently checking out as a guest.

If you've already registered with Patagonia.com, please go ahead and **Sign In** if not, **Sign Up**. It's fast and easy.



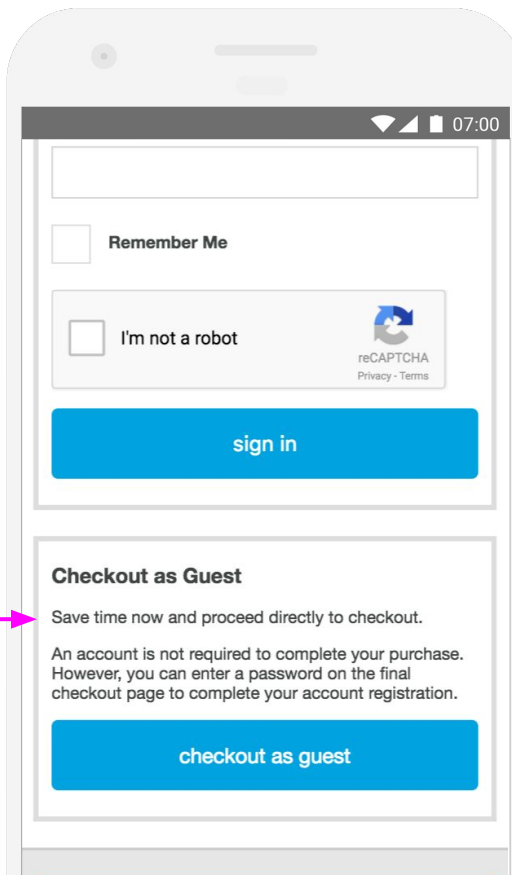
Add value prop around why create an account

mango.com



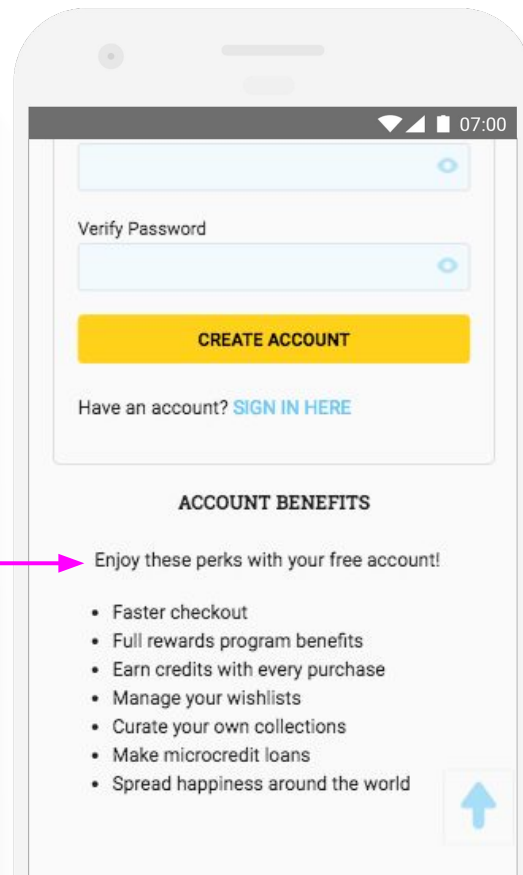
Mobile app interface for mango.com showing the login screen. The screen is titled "Login" and has a back arrow. It features a section for "Returning customer" with fields for "E-mail" and "Password", a "Keep me signed in" checkbox, and a "Sign in" button. Below this is a link for "Forgotten your password?". A section for "New customer" prompts the user to "Enter your e-mail address to continue with your purchase. If you wish, you can create an account later." with an "E-mail" field and a checkbox for "I wish to receive the newsletter".

petco.com



Mobile app interface for petco.com showing the login screen. The screen has a back arrow and a status bar at the top. It features a "Remember Me" checkbox, an "I'm not a robot" checkbox with a reCAPTCHA icon, and a "sign in" button. Below this is a section titled "Checkout as Guest" with the text: "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." and a "checkout as guest" button.

novica.com



Mobile app interface for novica.com showing the login screen. The screen has a back arrow and a status bar at the top. It features a "Verify Password" field, a "CREATE ACCOUNT" button, and a link for "Have an account? SIGN IN HERE". Below this is a section titled "ACCOUNT BENEFITS" with the text: "Enjoy these perks with your free account!" and a list of benefits: "Faster checkout", "Full rewards program benefits", "Earn credits with every purchase", "Manage your wishlists", "Curate your own collections", "Make microcredit loans", and "Spread happiness around the world".

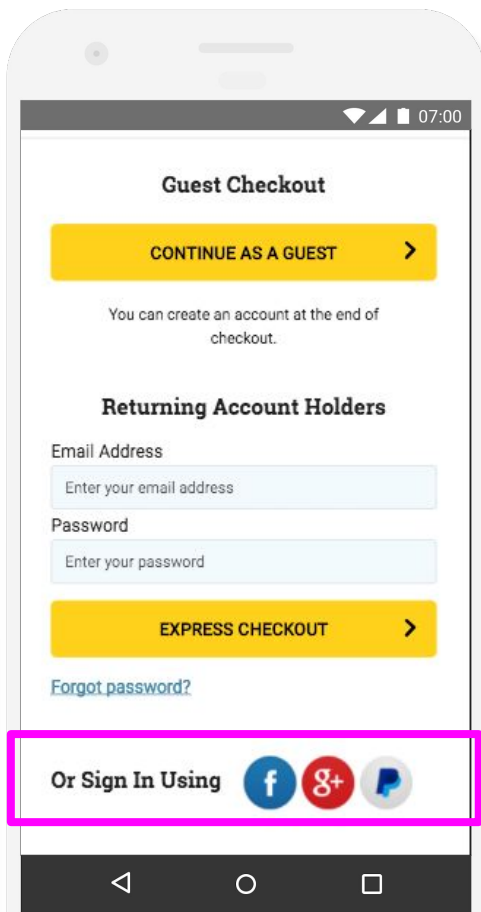
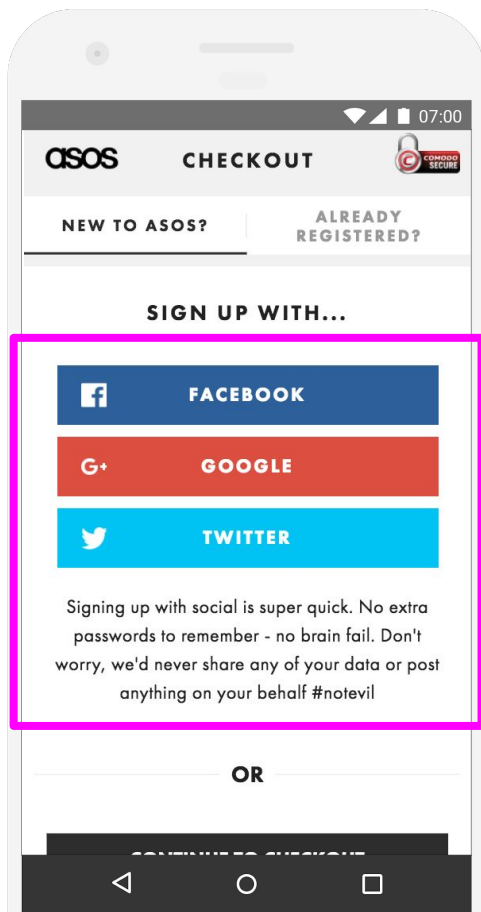
Additional: don't make users confirm account info

VS.

The image compares two mobile app account creation screens. The left screen (Patagonia) has a 'Last Name' field, followed by an 'Email / Login Information' section marked as '* REQUIRED'. This section contains fields for '* Email', '* Confirm Email' (highlighted with a pink arrow), '* Password', and '* Confirm Password' (highlighted with a pink arrow). Below these is a checkbox for receiving emails and a link to the Privacy Policy. The right screen (Warby Parker) is titled 'Create an account' and features fields for 'FIRST NAME', 'LAST NAME', 'EMAIL ADDRESS', and 'PASSWORD'. It has a blue 'Create account >' button and a disclaimer at the bottom: 'By creating this account, you agree to...'. The status bar at the top of both screens shows signal, battery, and the time 07:00.

Let users sign up with social accounts

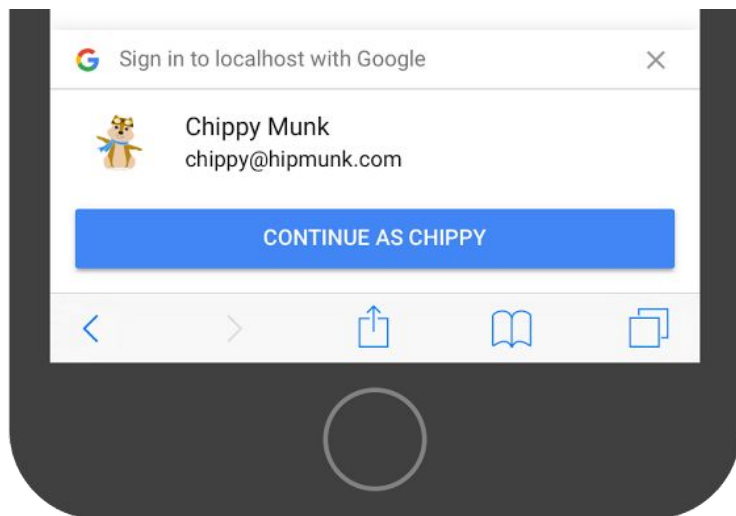
92% of users give up if they don't remember a username or password.



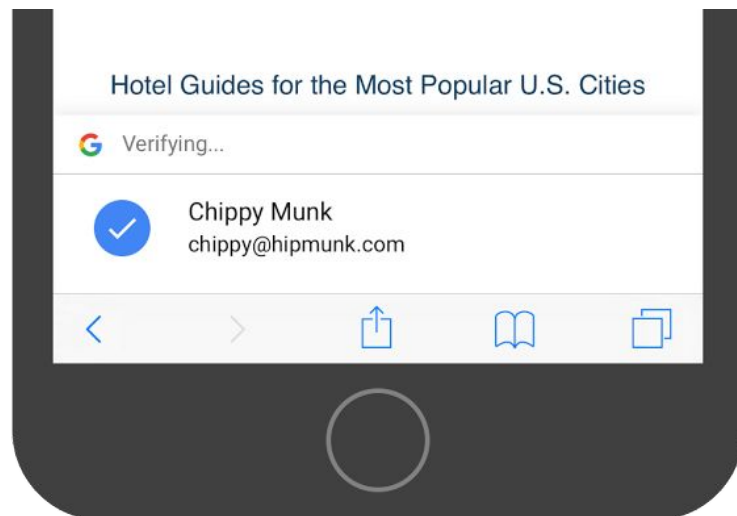
Consider integrating Google identity one tap sign up (2-4x higher sign-up rates)

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. [More info.](#)

Sign in users automatically when they return to your site on any device or browser, even after their session expires. [More info](#)



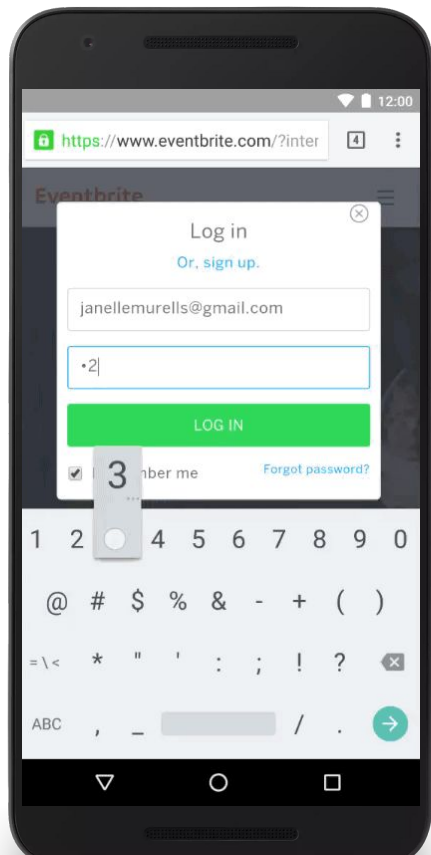
One tap sign-up



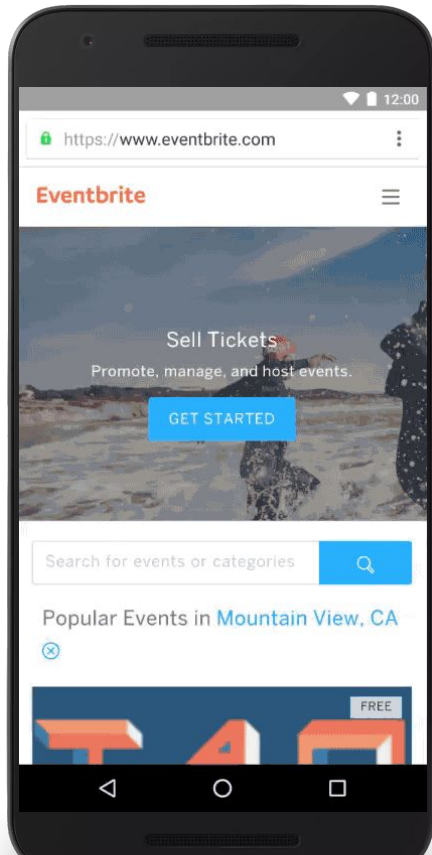
Automatic sign-in

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

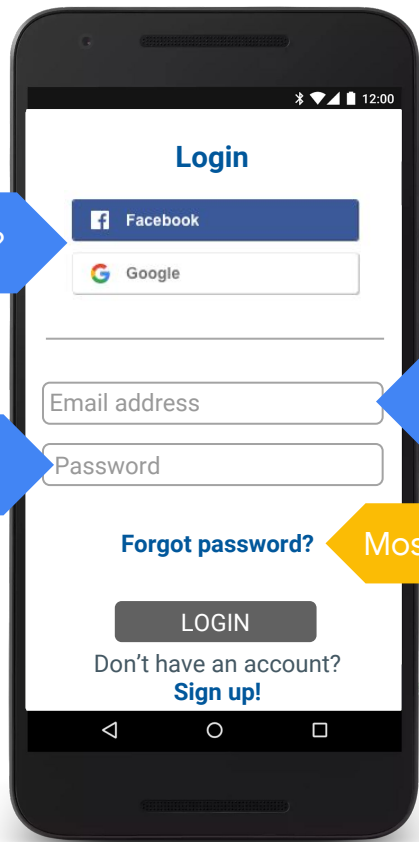
Detect & Save



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:

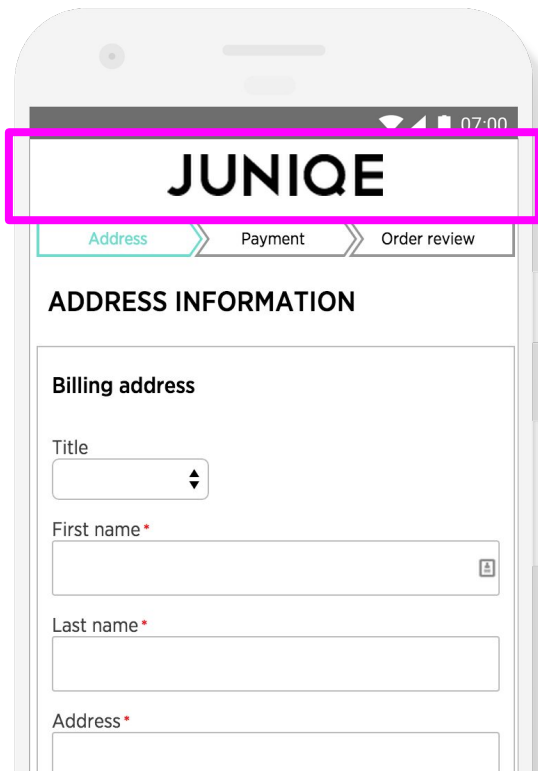
- [Streamlining the sign-in flow using credential manager API](#)
- [Integration guide](#)

Research: goo.gl/9FwBh4

Limit exit points during conversion flow

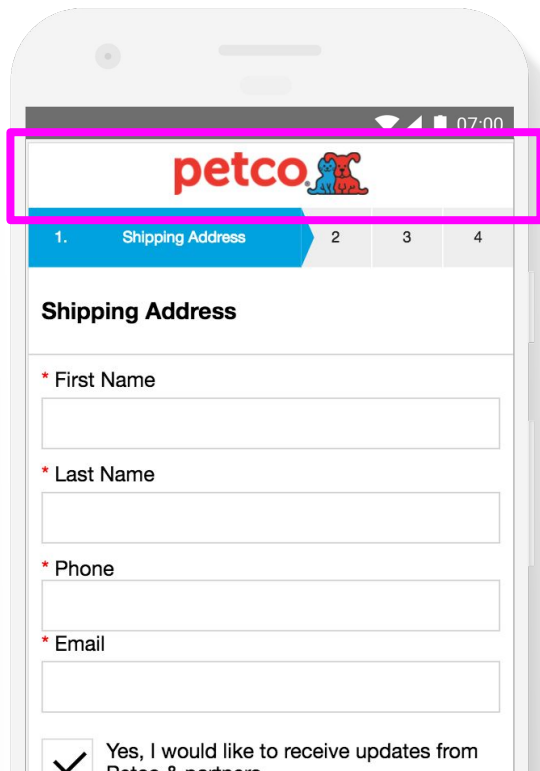
(only allow users to go to homepage, back to cart or contact support... NO menu)

junique.com



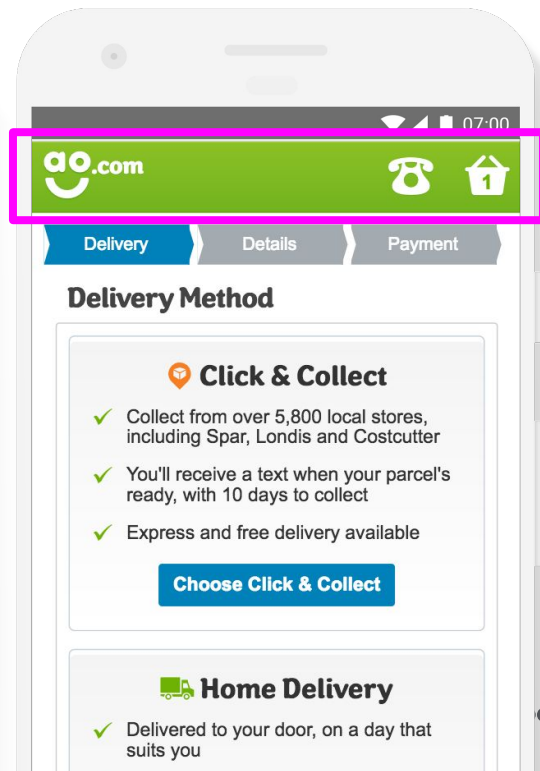
Mobile app interface for junique.com. The header bar is white with the 'JUNIQUE' logo in black. Below the header is a progress bar with three steps: 'Address' (highlighted in green), 'Payment', and 'Order review'. The main content area is titled 'ADDRESS INFORMATION' and contains a 'Billing address' section with form fields for Title, First name, Last name, and Address.

petco.com



Mobile app interface for petco.com. The header bar is white with the 'petco' logo in red and blue. Below the header is a progress bar with four steps: '1. Shipping Address' (highlighted in blue), '2', '3', and '4'. The main content area is titled 'Shipping Address' and contains form fields for First Name, Last Name, Phone, and Email.

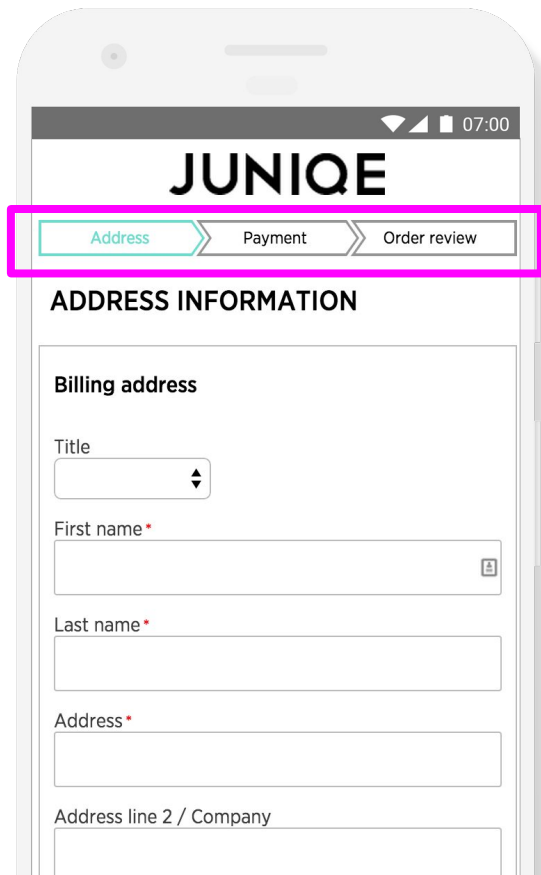
ao.com



Mobile app interface for ao.com. The header bar is green with the 'ao.com' logo in white. Below the header is a progress bar with three steps: 'Delivery' (highlighted in blue), 'Details', and 'Payment'. The main content area is titled 'Delivery Method' and contains two options: 'Click & Collect' (highlighted with a green checkmark) and 'Home Delivery' (highlighted with a green checkmark).

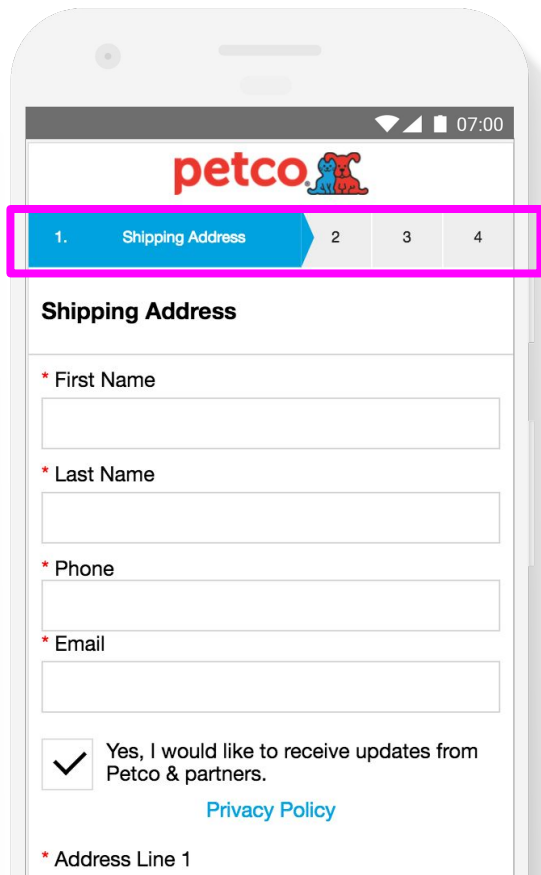
Use pagination if more than two steps in conversion flow

junique.com



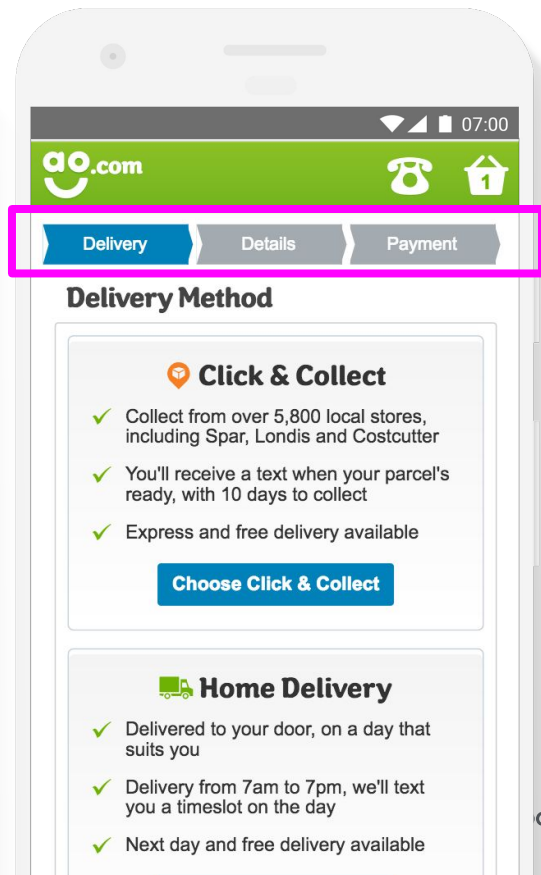
Junique mobile app checkout flow. The top navigation bar shows three steps: Address, Payment, and Order review. The 'Address' step is highlighted with a pink box. Below the navigation bar, the 'ADDRESS INFORMATION' section contains form fields for Billing address, Title, First name, Last name, Address, and Address line 2 / Company.

petco.com



Petco mobile app checkout flow. The top navigation bar shows four steps: 1. Shipping Address, 2, 3, and 4. The '1. Shipping Address' step is highlighted with a pink box. Below the navigation bar, the 'Shipping Address' section contains form fields for First Name, Last Name, Phone, Email, and Address Line 1. There is also a checkbox for receiving updates from Petco & partners and a link to the Privacy Policy.

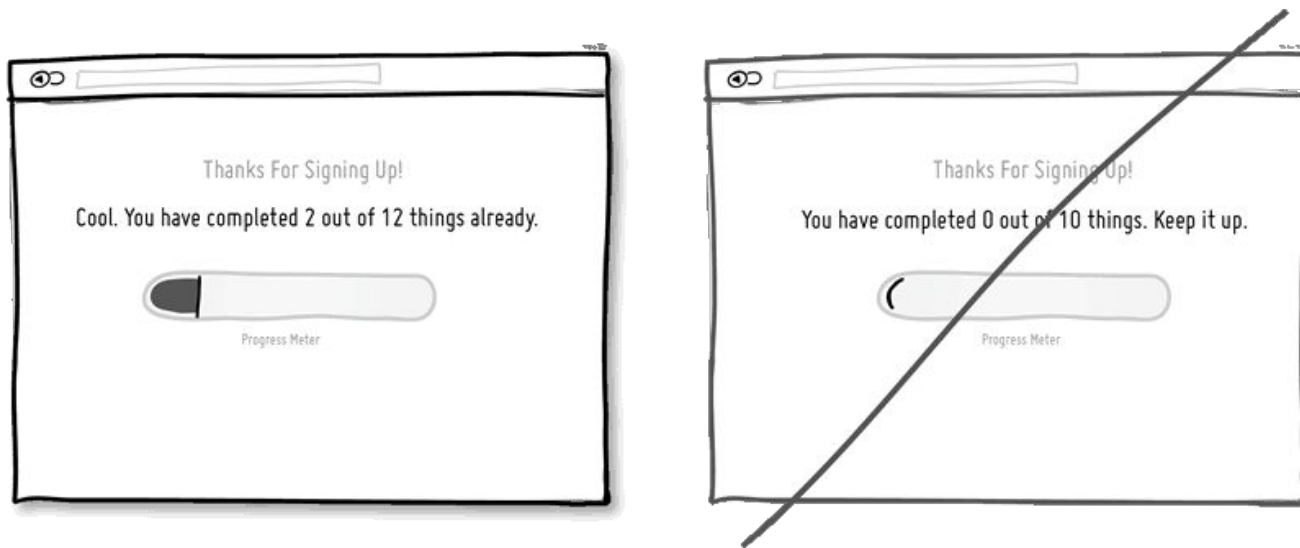
ao.com



Ao.com mobile app checkout flow. The top navigation bar shows three steps: Delivery, Details, and Payment. The 'Delivery' step is highlighted with a pink box. Below the navigation bar, the 'Delivery Method' section contains two options: Click & Collect and Home Delivery. Each option has a list of benefits and a button to choose that method.

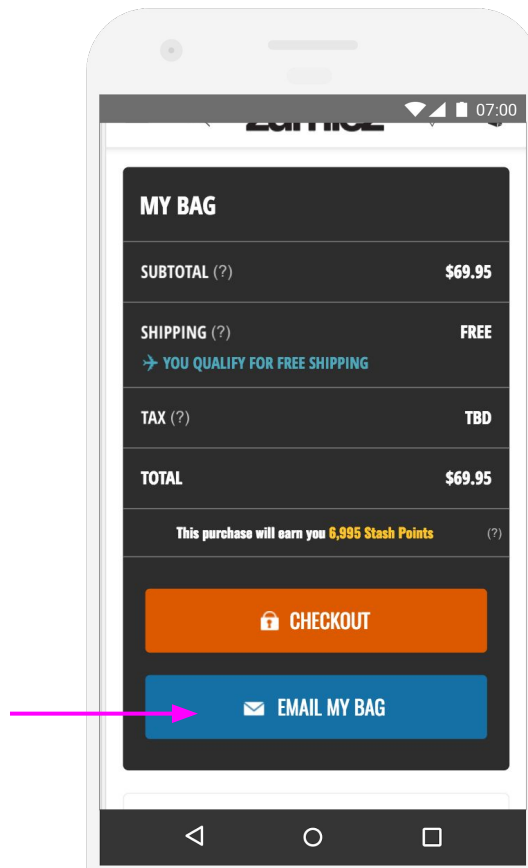
Try Upfront Progress instead of starting at zero

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

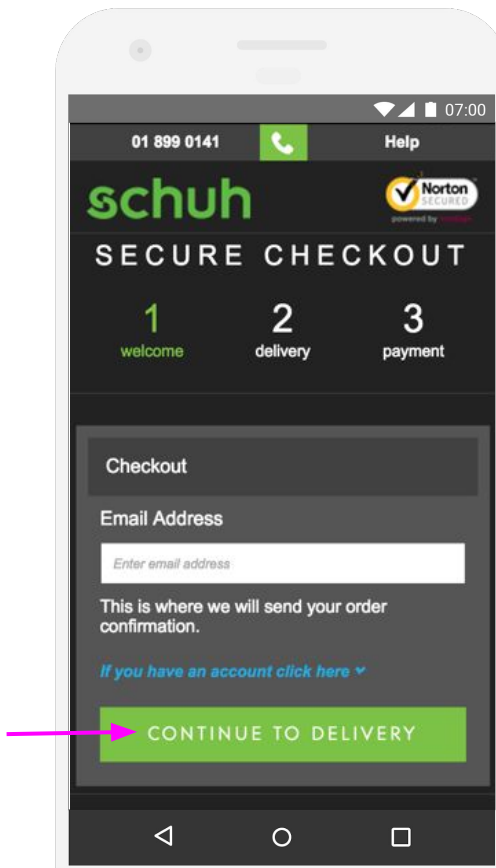


Have descriptive CTAs

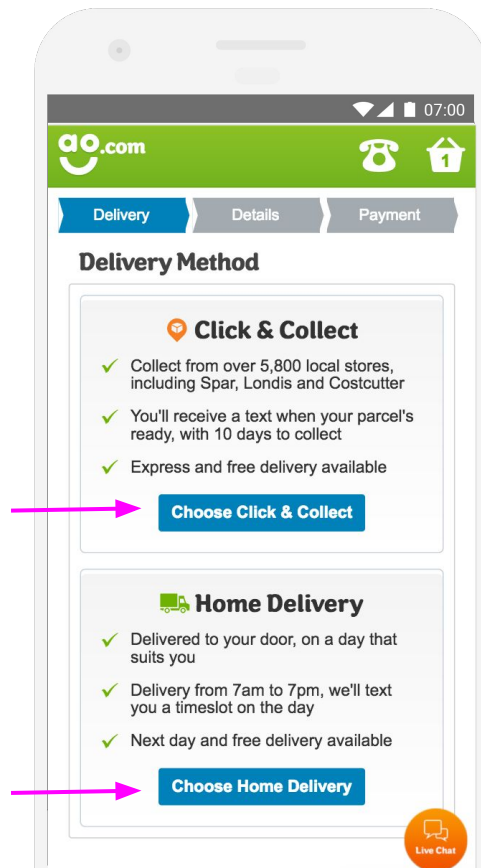
zumiez.com



schuh.de



ao.com



Case Study: AllYouNeedFresh

The 'Before' interface shows a form with the following fields: Nachname*, Firma, Postnummer (with a help icon), Straße und Hausnummer*, Adresszusatz, Postleitzahl*, Stadt*, Deutschland, and Telefonnummer (with a help icon). A small orange 'Speichern' button is located at the bottom right of the form. Below the form is a section for 'Zahlungsarten' with a red notification icon and the text 'Aktuell haben Sie noch KEINE Zahlungsart'.

Before

The 'After' interface shows a simplified form with the following fields: test (placeholder), test (placeholder), Straße und Hausnummer: Auf dem Graskamp 67, Postleitzahl: 45888, Stadt*, Land bestimmen: Deutschland (dropdown), Telefonnummer: (with a help icon), Optional: Postnummer (with a help icon), and Adresszusatz / Firma / Nachbar. A large green 'Speichern' button is highlighted with a dashed green border. Below the form is a button '+ NEUE ADRESSE ANLEGEN' with an upward arrow icon.

After

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
- Matching field length to the length of the input
- 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

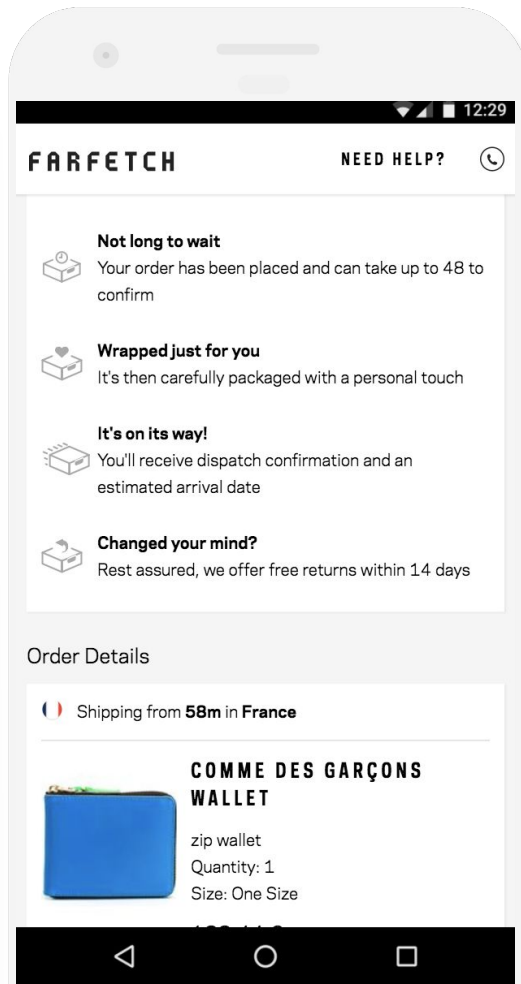
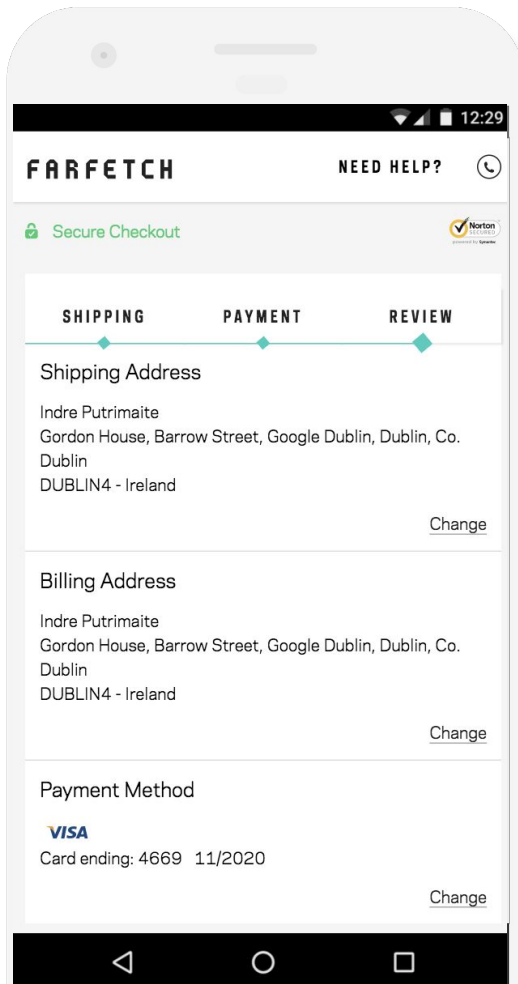
Results:

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

[Case study link](#)

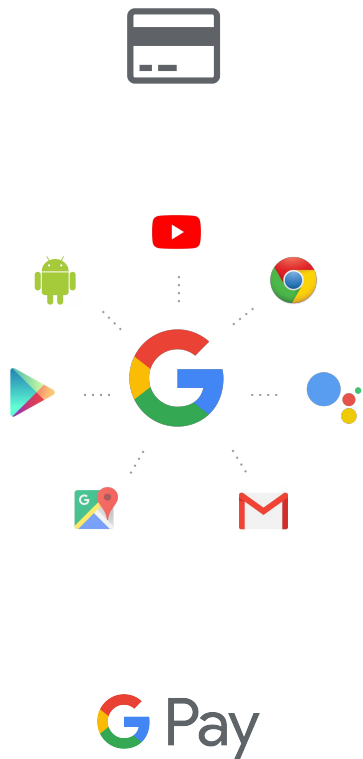
Show summary before the checkout

Once confirmed, show what happens next



Google's Payment Solutions

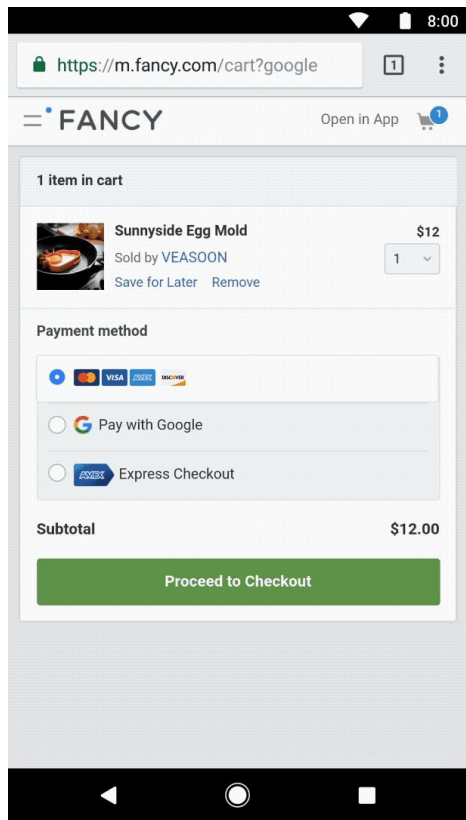
The new Google Pay











Hundreds of millions
of cards on file

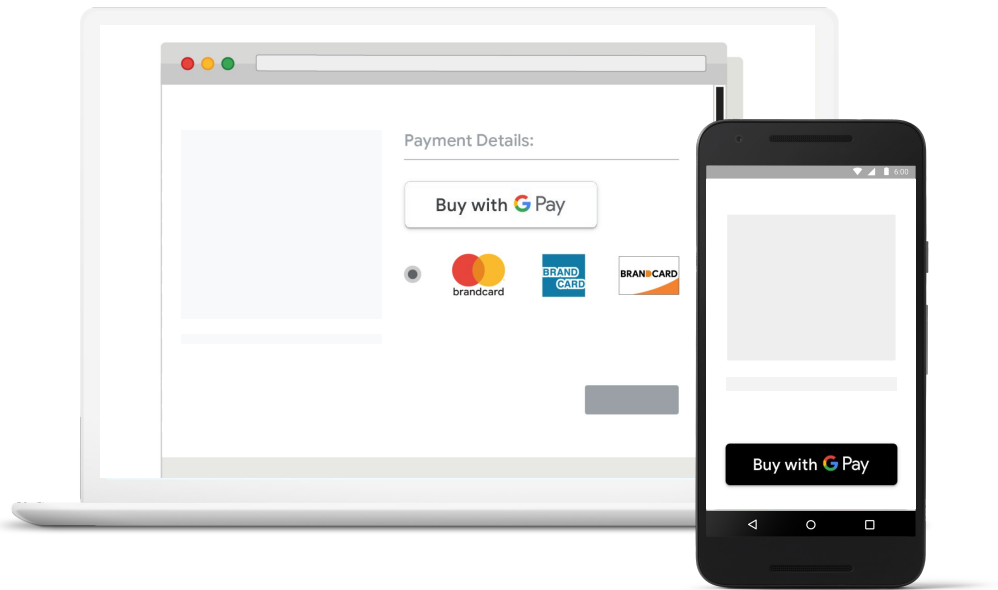
Saved to Google
Accounts

Ready to pay

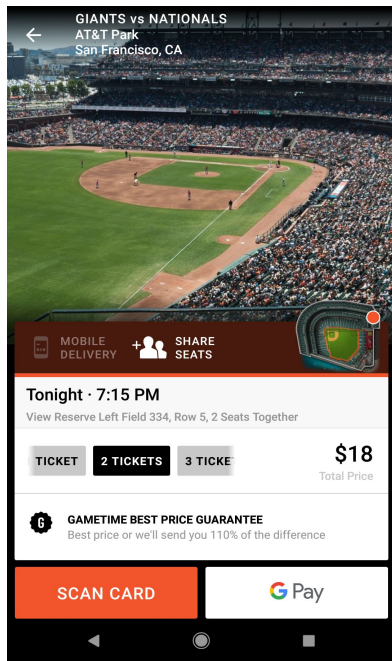


A better way to pay

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



Can enable at earlier or later in the flow



Directly on product page

Have a profile?

Sign in to enjoy faster easier checkout

Email address

Password

[Forgot Your Password?](#)
Don't have an account? [Create one](#)

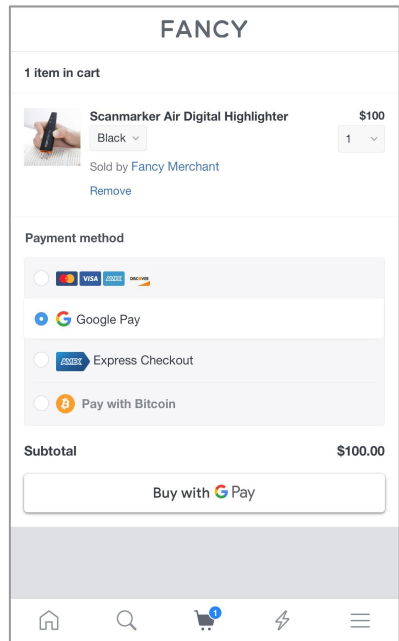
[Checkout](#)

No profile?

[Checkout as a guest](#)

[Buy with !\[\]\(a69af882cc533302f78d7ee7111d8e41_img.jpg\) Pay](#)

At guest checkout



At payment

What our partners are saying

Conversion Uplift

Customers who had Google Pay selected as their payment type were **65%** more likely to complete their booking flow. (HotelTonight)


Customer Retention

We've found sustainable Google Pay growth with its **share of Android App orders up 30%** weeks after our promo ended. (Fandango)

Customer Acquisition


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)


Integrating with Shopify


 powered by stripe [Change provider](#)


Your store accepts payments with: [Shopify Payments](#). View the [terms of service](#).


Using: **Shopify Payments** [View payouts](#) [Edit](#)

 **Credit card rate**
Online: 2.9% + 30¢
In-person: 2.7% + 0¢
[Get a lower rate](#)

 **Transaction fee**
0%

 **Bank account**
*****83 (USD)
[Edit](#)

 **Customer billing statement**
SP * MRMISOCKI
4158469439
[Edit](#)

 ☐ Use test mode — [Learn more about test mode](#)

Notifications
☒ Email me when I receive a payout.

Fraud prevention ⓘ
☒ Decline charges that fail CVV verification.
☐ Decline charges that fail Zip code verification.

CARDS ACCEPTED
☒ VISA ☒ MASTERCARD ☒ AMERICAN EXPRESS
☒ DISCOVER ☒ JCB ☒ UNIONPAY ☒ Diners Club

ACCELERATED CHECKOUTS
☒ Google Pay ☒ Apple Pay

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.

Form Optimization

Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)



Section	Form Optimization	Ease of implementation	Impact	Key Metric
Key suggestion	Use inline validation & autofill	Medium	Medium	Form completion
	Reduce number of fields <ul style="list-style-type: none"> • 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

Typing on mobile is hard

me_every_time@|

Use inline validation & autofill

In-line validation

Payment details

Hurry, that's the cheapest room at DoubleTree by Hilton Hotel London - Westminster! Book it now.

First name
John ✓

Last name
Meyer ✓

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

asos

Email address
Thaselbeck@google.com ✓
We'll send your order confirmation here

First name
[]
We need your first name – it's nicer that way

Last name
Haselbeck ✓

Password
[]
Must be 6 or more characters and contain at least 1 number

Date of birth

Autofill

First name
d

Last name
[]

Address
[] ?

Apt
[]

ore St Claire 920 Hamilton Ave ^ v X

"C" Can Come

q w e r t y u i o p

a s d f g h j k l

⬆ z x c v b n m ⬆

123 😊 🗣 space Go

Reduce the number of fields

Use full name

< Back

Full name

Address line 1

Address line 2

City

State/Province/Region

ZIP

Phone number

United States

Use this address

Not Claire ...?
[Sign Out](#)

Use Google Places Autocomplete API ([link](#))

THREDUP

1. Shipping Info

First Name

Claire

Last Name

Illmer

Street Address

534 DIVISADERO ST

534 Divisadero Street, San Francisco, CA, United States

534 Divisadero Street Fresno, CA, United States

534 Divisadero Street Mendota, CA, United States

534 Divisadero Street Pacific Grove, CA, United States

534 Divisadero Street Visalia, CA, United States

powered by Google

Shipping options (estimated) ?

- ☒ Standard Shipping (3-8 business days) \$5.99
- ☐ Expedited Shipping (1-3 business days) \$11.99

Check billing as shipping by default

Zip Code *

Phone *

Email *

☒ Shipping same as billing address

ENTER PAYMENT INFO

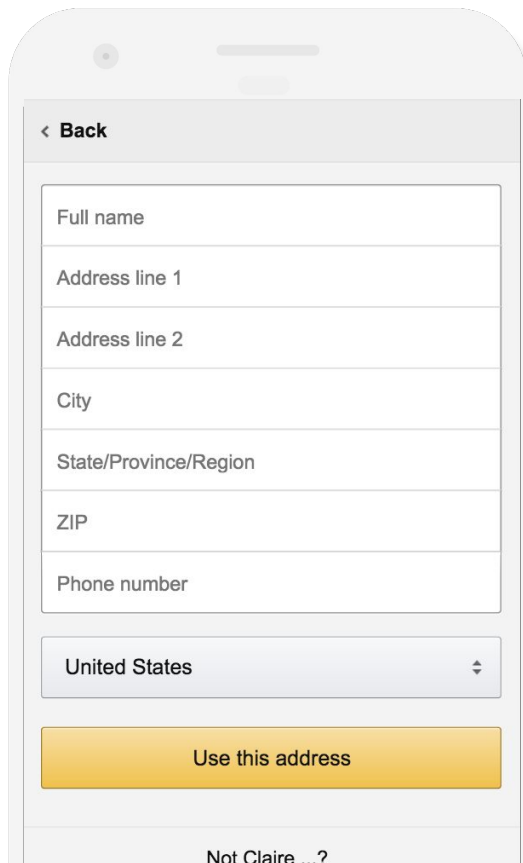
TOP OF PAGE

FOLLOW US



GREATBIGCANVAS™

Reduce number of checkout fields



A mobile app mockup of a checkout form. At the top is a grey bar with a left-pointing arrow and the text '< Back'. Below this is a white form with several input fields, each with a label: 'Full name', 'Address line 1', 'Address line 2', 'City', 'State/Province/Region', 'ZIP', and 'Phone number'. Below these fields is a dropdown menu showing 'United States' with a small upward and downward arrow icon. Below the dropdown is a large yellow button with the text 'Use this address'. At the very bottom, there is a link that says 'Not Claire ...?'. The entire form is set against a light grey background that resembles a smartphone screen.

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

The 'Before' interface shows a mobile app screen for 'Allyouneed fresh SUPERMARKT'. The 'Lieferadresse' (Delivery Address) section is highlighted with a dashed yellow border. It contains a list of form fields: 'Adresse' (with a green checkmark), 'Packstation' (with a radio button), 'amazon payments' (with a logo), 'E-Mail Adresse*' (with a question mark icon), 'Bitte wählen*' (with a dropdown arrow), 'Vorname*', 'Nachname*', 'Firma', 'Postnummer' (with a question mark icon), 'Straße und Hausnummer*', 'Adresszusatz', and 'Postleitzahl*'. The form is long and takes up most of the screen.

Before

The 'After' interface shows a mobile app screen for 'Allyouneed fresh SUPERMARKT' in the 'KASSE' (Checkout) section. The top bar shows '45888', 'Produkte (8)', and '61,75 €'. The form fields are grouped and streamlined: 'Vorname*' and 'Nachname*' are side-by-side; 'Straße und Hausnummer*' is a single line; 'Postleitzahl:' is split into '45888' and 'Stadt*'; 'Land bestimmen:' has a dropdown for 'Deutschland'; 'Telefonnummer*' is a single line; 'Optional:' has 'Postnummer' and 'Adresszusatz / Firma / Nachbar' (with an orange arrow icon). The form is shorter and more focused.

After

What they did:

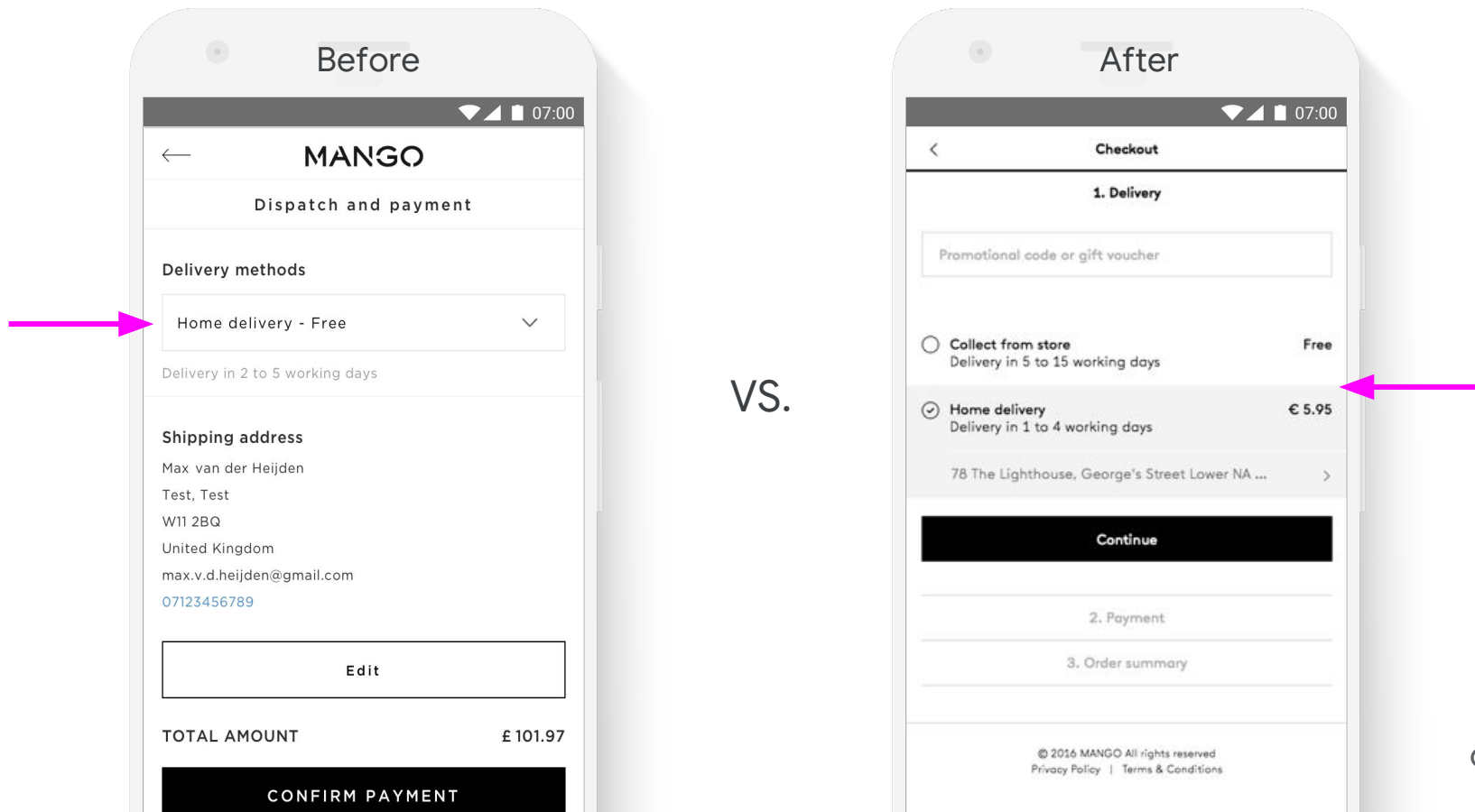
- Moving delivery date options to the start of the checkout process
- Adding a “continue to checkout” call to action in the basket at the bottom of the checkout
- Automatically determining the customer’s credit card type rather than having users select from a drop-down
- **Matching field length to the length of the input**
- 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:

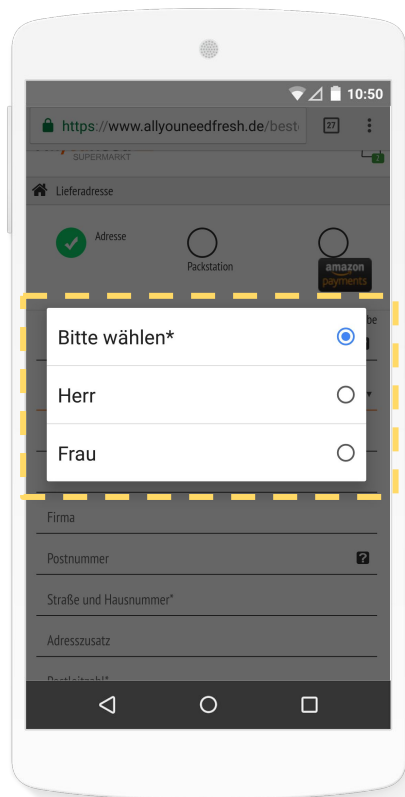
- Transactions via mobile grew **51%**
- Mobile CVR improved **14%**
- Drop-offs from order confirmation page dropped by **21%**

[Case study link](#)

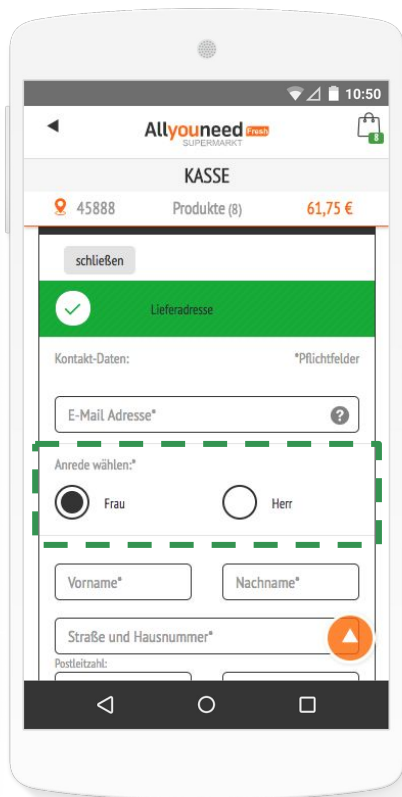
Don't use drop downs if less than 3 options



Case Study: AllYouNeedFresh



Before



After

What they did:

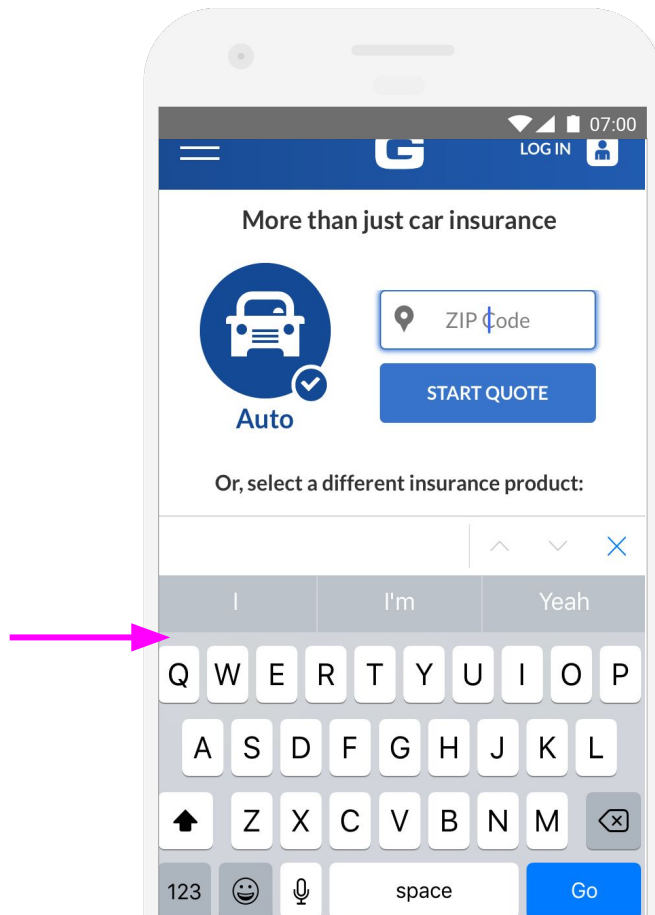
- Moving delivery date options to the start of the checkout process
- Adding a “continue to checkout” call to action in the basket at the bottom of the checkout
- Automatically determining the customer’s credit card type rather than having users select from a drop-down
- Matching field length to the length of the input
- **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:

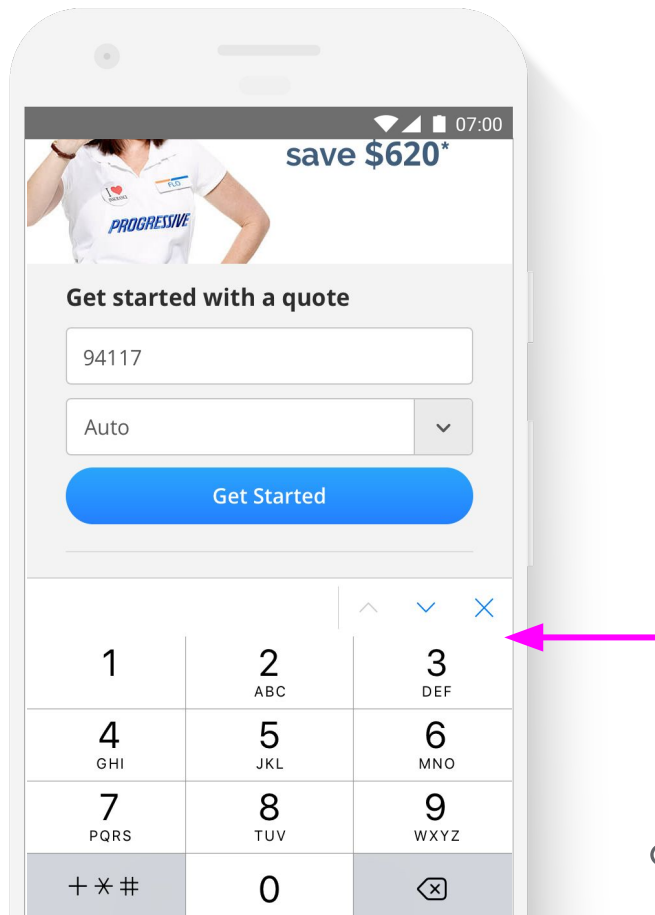
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Use the correct keypads (phone, zip, credit card)

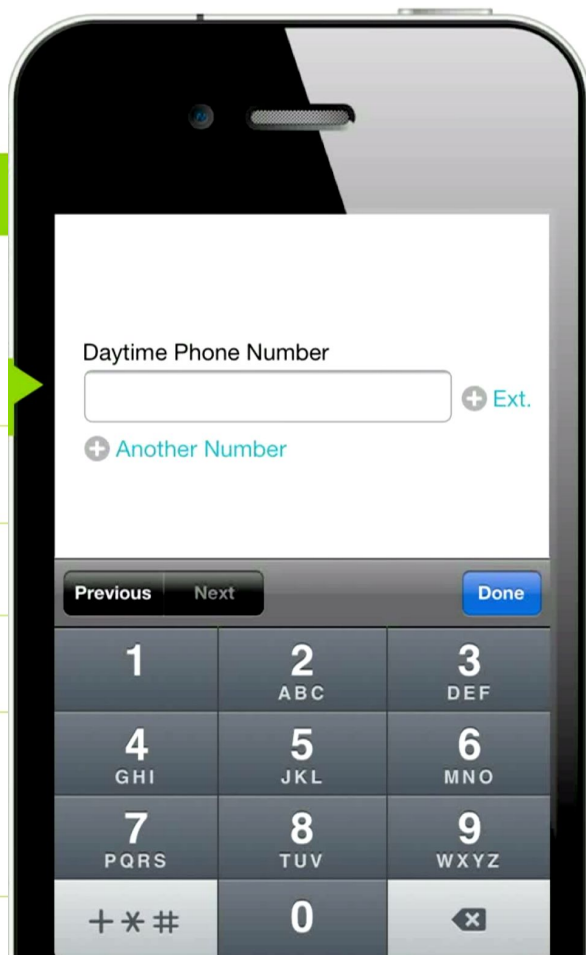


VS.

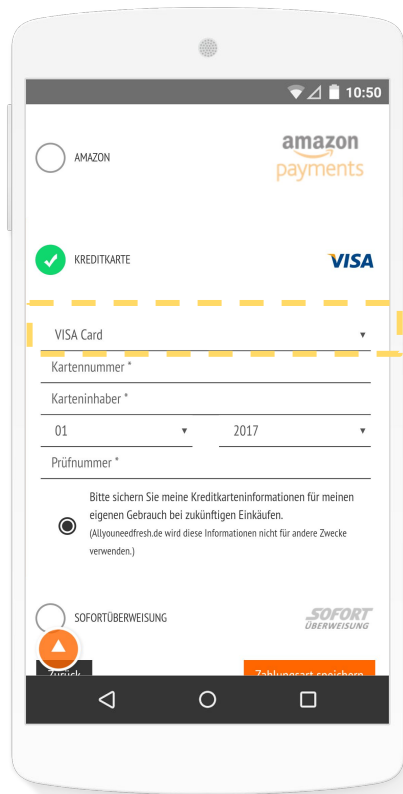


Ensure that the correct input type is used

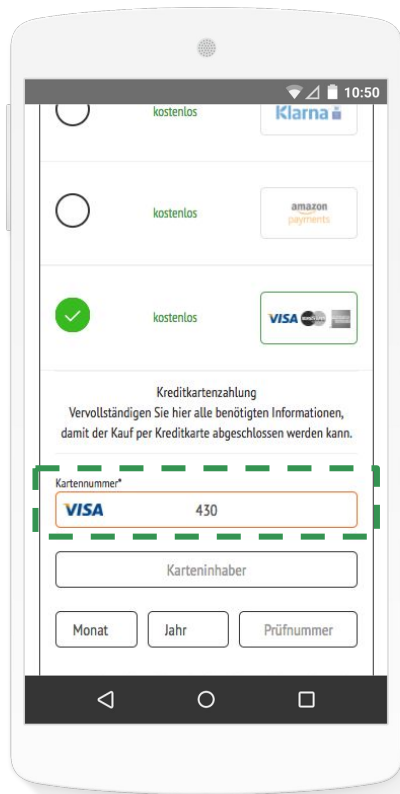
Input Type	HTML
number	<pre><input type="number" min="2" max="10" step="2" value="6"></pre>
email	<pre><input type="email"></pre>
url	<pre><input type="url"></pre>
date	<pre><input type="date"></pre>
range	<pre><input type="range" min="2" max="10" step="2" value="6"></pre>



Case Study: AllYouNeedFresh



Before



After

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 dropdown**
- Matching field length to the length of the input
- Exposing title options through segmented controls
- Using labels instead of placeholders for form fields
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Results:

- Transactions via mobile grew 51%
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Thank You