



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?
Issue is customers need to create an account in order to checkout. They may be afraid of signing up for something they don't want like marketing emails.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.
Offer guest checkout, or allow people to sign in with Google/Facebook etc.

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:

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

x

- 1 +

Subtotal

\$30

Shipping

\$8

ORDER TOTAL

\$38

CONTINUE

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Step 1: Identify the issue. Why might customers abandon the checkout process at this point?	You don't need to ask for three phone numbers - seems way over the top. Even asking for birthdate is a lot.
Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.	Only ask for one phone number, their preferred number. And if you're going to ask for their birthday, in a few words specify why (eg "special offers on your special day!"), or just remove it altogether.

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

10-20 business days

\$8

☐ Express

3-5 business days

\$15

Order summary

1 item

Classic Cotton Tee
S / Mid Gray
\$30

x

- 1 +

Subtotal

\$30

Shipping

\$8

ORDER TOTAL

\$38

CONTINUE

Return Policy

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

Shipping costs can be a deterrent for customers moving through the checkout process.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.
First option is to make customers aware of shipping costs during shopping, so they are not surprised when they are checking out. Or, if possible, offer free shipping for orders over \$25.

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 ▾

Account

Search

Cart

1 ADDRESS

2 SHIPPING

3 PAYMENT

4 REVIEW

Payment

PAYMENT INFORMATION

Card number

Expiration date

Month ▾

Year ▾

CW

BILLING ADDRESS

☐ Same as shipping address

☐ Use a different address

Order summary

1 item

Classic Cotton Tee
S / Mid Gray
\$30

x

- 1 +

Subtotal

\$30

Shipping

\$8

ORDER TOTAL

\$38

CONTINUE

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

Only allows credit card payments, and may be annoying for customers to have to find their wallet to get their credit card. Or, they may not even have their credit card on them.

Step 2: Suggest improvements. Identify one or two ways to address this issue and improve the checkout process.
Offer other ways to pay, like Apple Pay or breaking up payments in some way. Also, make sure store's site uses HTTPS.