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

<table>
<thead>
<tr>
<th>Home / landing page</th>
<th>Menu &amp; navigation</th>
<th>Search</th>
<th>Category / product</th>
<th>Conversion</th>
<th>Form optimization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear CTA above the fold</td>
<td>Show consolidated menu</td>
<td>Include search</td>
<td>Have a value prop at every point in the funnel, including category and product pages</td>
<td>Don't redirect into checkout after adding to cart</td>
<td>Mark required fields with an asterisk</td>
</tr>
<tr>
<td>Have descriptive CTAs</td>
<td>If foot traffic is important, include a store locator button in the menu</td>
<td>Make search visible</td>
<td>Allow users to sort/filter large number of products easily</td>
<td>Limit your exit points at checkout</td>
<td>Use inline validation</td>
</tr>
<tr>
<td>Clear benefit-oriented value prop above the fold</td>
<td>Use auto-suggestions</td>
<td>Use auto-suggestions</td>
<td>Add urgency elements</td>
<td>Use pagination or a progress bar if more than 2 steps in conversion flow</td>
<td>Use autofill</td>
</tr>
<tr>
<td>Don’t use full page interstitials</td>
<td>Implement spelling correction</td>
<td>Always return results</td>
<td>Have price info above the fold on product pages</td>
<td>Re-iterate value prop at conversion point</td>
<td>Reduce number of fields (remove optional fields, use full name instead of first/last, hide company and address line 2 by default, hide billing by default)</td>
</tr>
<tr>
<td>Remove automatic carousels</td>
<td>Include previous or top searches</td>
<td>Have secondary CTAs that facilitate x-device, like wishlist, email or call</td>
<td>Have descriptive CTAs</td>
<td>Use correct keypads</td>
<td>Don't use dropdowns for inputs with &lt; 4 options, instead opt for buttons</td>
</tr>
<tr>
<td>Display top categories on homepage</td>
<td>For main product categories, order by traffic volume. If using subcategories, organize alphabetically</td>
<td>If large number of products, add reviews</td>
<td>Allow users to continue on another device by emailing or saving for later</td>
<td>Allow checkout as guest</td>
<td>Use steppers, sliders, or open field input for numerical entry rather than large dropdowns</td>
</tr>
<tr>
<td>Use legible font sizes</td>
<td>Include post sales activities in the menu</td>
<td>Add value prop around why someone should create an account</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use social proof</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>
All recommendations should be A/B tested!
What can we learn from “Best-In-Class”
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
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
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
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

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
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
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
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
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)

<table>
<thead>
<tr>
<th>Section</th>
<th>Homepage/Landing Page</th>
<th>Ease of implementation</th>
<th>Impact</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Key suggestion</td>
<td>Clear CTA above the fold</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on CTA, Bounce rate</td>
</tr>
<tr>
<td></td>
<td>Have descriptive CTAs</td>
<td>Easy</td>
<td>Medium</td>
<td>Clicks on CTA, Bounce rate</td>
</tr>
<tr>
<td></td>
<td>Clear benefit-oriented value prop above the fold</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate, CVR</td>
</tr>
<tr>
<td></td>
<td>Don't use full page interstitials</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td></td>
<td>Remove automatic carousels</td>
<td>Easy</td>
<td>High</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td></td>
<td>Display top categories on homepage</td>
<td>Medium</td>
<td>High</td>
<td>Bounce Rate, Clicks on category</td>
</tr>
<tr>
<td></td>
<td>Use social proof</td>
<td>Easy</td>
<td>Medium</td>
<td>CVR</td>
</tr>
<tr>
<td></td>
<td>Use legible font sizes (16px+)</td>
<td>Easy</td>
<td>High</td>
<td>Time on site</td>
</tr>
</tbody>
</table>
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

Find your perfect frames
Answer a few quick questions and we'll suggest some great-looking frames to try on at home for free!

Take the quiz

Tuft and Needle

THE INTERNET’S MOST COMFORTABLE MATTRESS.

View Mattress
Free shipping, 100-night return policy starting at $350

nest.com

In honor of Earth Day, save $30 on the Nest Learning Thermostat.

BUY NOW
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
Research shows that carousels rarely work

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

I've been a Crutchfield customer for over 20 years. I've found their customer service and technical support to surpass every other vendor in this business.

- Scott — from Phoenix, AZ

tuftandneedle.com

From the Press

FORTUNE

"Tuft and Needle is set to do to the mattress business what Warby Parker did for eyewear."

poshmark.com

IN THE SPOTLIGHT

GOOD MORNING AMERICA
Bloomberg
THE WALL STREET JOURNAL
FastCompany
The New York Times
YAHOO! Style

SHOP CATEGORIES
POPULAR BRANDS
COMPANY
BUY AND SELL ON APP

Log in | Sign up
Menu & Navigation
# Playbook at a glance

## Creating frictionless experiences across the funnel (RETAIL)

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</tr>
</thead>
<tbody>
<tr>
<td><strong>Key suggestion</strong></td>
<td>Show consolidated menu</td>
<td>Medium</td>
<td>High</td>
<td>Pages/visit increase</td>
</tr>
<tr>
<td>If calls are important, include click-to-call at the top of every page</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on icon</td>
<td></td>
</tr>
<tr>
<td>If foot traffic is important, include a store locator button in the menu</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on icon</td>
<td></td>
</tr>
<tr>
<td>Keep menu options on one page</td>
<td>Medium</td>
<td>Medium</td>
<td>Pages per visit</td>
<td></td>
</tr>
<tr>
<td>For main product categories, order by traffic volume</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
<td></td>
</tr>
<tr>
<td>If using subcategories, organize alphabetically</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
<td></td>
</tr>
<tr>
<td>Include post sales activities in the menu</td>
<td>Easy</td>
<td>Medium</td>
<td>Pages per visit</td>
<td></td>
</tr>
</tbody>
</table>
Show consolidated menu (less than \( \frac{1}{5} \) 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
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
Consider implementing a dynamic menu that allows for better visual hierarchy.
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

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<tbody>
<tr>
<td>Key suggestion</td>
<td>Include search</td>
<td>Hard</td>
<td>High</td>
<td>% traffic w/ searches, cvr</td>
</tr>
<tr>
<td>Make search visible</td>
<td>Easy</td>
<td>High</td>
<td></td>
<td>% traffic w/ searches, search depth</td>
</tr>
<tr>
<td>Use auto-suggestions</td>
<td>Medium</td>
<td>High</td>
<td></td>
<td>Bounce rate on traffic w/ searches, search depth</td>
</tr>
<tr>
<td>Implement spelling correction</td>
<td>Medium</td>
<td>Medium</td>
<td></td>
<td>Bounce rate on traffic w/ searches, search depth</td>
</tr>
<tr>
<td>Always return results</td>
<td>Medium</td>
<td>Medium</td>
<td></td>
<td>Bounce rate on traffic w/ searches, search depth</td>
</tr>
<tr>
<td>Include previous or top searches</td>
<td>Medium</td>
<td>Medium</td>
<td></td>
<td>Bounce rate on traffic w/ searches, search depth</td>
</tr>
</tbody>
</table>
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

Research: https://conversionxl.com/6-essential-principles-designing-high-converting-site-search-results/
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
  - We don't quite understand "Flux compensator"
  - Please use our search above or the menu to find what you are looking for.
  - Our popular categories

- rei.com
  - Anniversary Sale – Save up to 30% during OUR BIGGEST SALE OF THE YEAR thru May 29!
  - No results for "flux compensator"

- patagonia.com
  - FREE SHIPPING ON ORDERS OVER $75*
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
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<tbody>
<tr>
<td><strong>Key suggestion</strong></td>
<td><strong>Have a value prop at every point in the funnel, including category and product pages</strong></td>
<td>Easy</td>
<td>High</td>
<td>cvr, exit rate after add to cart</td>
</tr>
<tr>
<td></td>
<td><strong>Allow users to sort/filter large number of products easily</strong></td>
<td>Medium</td>
<td>High</td>
<td>bounce rate on category/search pages</td>
</tr>
<tr>
<td></td>
<td><strong>Make sure filtering is useful</strong></td>
<td>High</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Add urgency elements</strong></td>
<td>High</td>
<td>High</td>
<td>cvr</td>
</tr>
<tr>
<td></td>
<td><strong>Display price info above the fold on product pages</strong></td>
<td>Easy</td>
<td>High</td>
<td>Add to cart, cvr, bounce rate</td>
</tr>
<tr>
<td></td>
<td><strong>Make sure product descriptions are readable</strong></td>
<td>Easy</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>If large number of products, add reviews</strong></td>
<td>High</td>
<td>High</td>
<td>time on site, cvr</td>
</tr>
</tbody>
</table>
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

juniqe.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)

source: [http://conversionxl.com/how-to-increase-sales-online-the-checklist/](http://conversionxl.com/how-to-increase-sales-online-the-checklist/)
Case Study: LYST

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

Free shipping & returns in the domestic U.S. View policy

Product Features
- Brown Thursday Chrome Leather
- Goodyear Welt Construction
- Full Glove Leather Interior Lining
- Premium Flat Wax Laces
- Cork-Bed Midsole
- EVA Comfort Strip
- Studded Rubber Outsoles
- Handcrafted

revolve.com

Estimated delivery: Apr 27 - Apr 28

Product Details
- 100% poly
- Hand wash cold
- Unlined
- Elastic smocked bodice
- Wrap skirt
- Neckline to hem measures approx 48" in length
- Revolve Style No. BMN5-W046
- Manufacturer Style No. W1/34883

Size & Fit

about band of gypsies

Free shipping & returns

asos.com

Body by Asos Collection
- Stretch ribbed jersey
- Off-the-shoulder design
- Thong cut to reverse
- Close cut bodycon fit
- Machine wash

You might also like

Size guide
Reiterate value prop at conversion point

junique.com

- €25.00
- incl. tax excl. shipping
- Available: delivery in 4 to 6 working days
- ADD ITEM TO CART
  - Free shipping for all orders over 69 €
  - Free returns
  - Secure payment

PRODUCT DETAILS
- Slim, lightweight, printed 3D iPhone case. Allows full access to all ports and buttons. Durable hard shell with scratch-resistant, high-gloss coating.

rei.com

- Shopping cart
  - 1 item
  - $193.99
  - Continue shopping
  - Checkout

- Osprey
  - Aura 65 AG Pack - Women's Rainforest Green S
  - #8784560002
  - $193.99
  - This order qualifies for FREE U.S. Standard shipping! Learn more.

- Subtotal (1 item) $29.95
  - Shipping $7.00

- 5-7 business days - FREE Every Day ($50 min)
- 3-5 business days - $7
- 2-3 business days - $17
- 1 business day - $22

gap.com

- FREE SHIPPING ON ORDERS OF $50 OR MORE

- Subtotal $29.95
- Shipping $7.00

- Your Bag (1 item)
  - Slouchy scoop-neck tank
  - #716482-20002
  - true black
  - Size: M

- $36.95
- CHECKOUT
Bonus: if large number of products, add reviews

crutchfield.com

crutchfield.com

Average Review:

⭐⭐⭐⭐⭐ 105 Reviews

See all reviews  Write a review

Amazing speaker! I added this to my other Play 5 for a stereo system that is hard to match. Because the deep bass is very effective, there is no need for a sub-woofer. If you are looking to scale down your audio equipment by eliminating a receiver, Sonos Play 5 speakers won't disappoint.

— Barry, Exton, PA

What's in the Box:

☑ Owner's manual
☐ Network powered speaker
☐ 6.5' AC power cord

target.com

target.com

$14.99 Women's Yoga Legging Flat Waist...

$12.99 Women's Back Tie Tank Top - Mo...

$14.99 Women's Yoga Bootcut Foldover...

$1 Women's Graphic Tees

ratings & reviews 125

most helpful positive review

I love these!

⭐⭐⭐⭐⭐ kste1981 — 1 year ago

I needed new leggings for figure skating practice, and ordered these, the regular Mossimo yoga leggings, and the Xhiliration... see more

most helpful negative review

Not meant for Petite frames

⭐⭐⭐⭐⭐ Crystalin — 7 months ago

I was so excited for the arrival of these leggings since it received such good reviews; however, I was disappointed to f... see more

more reviews  write a review

rei.com

rei.com

Anniversary Sale – Save up to 30% during OUR BIGGEST SALE OF THE YEAR thru May 29!

Shop the sale

Camping and Hiking  Hiking Backpacks  Backpacking Packs

Osprey Aura 65 AG Pack - Women's

4.6 (68)  Item #878456

Save 30% during our Anniversary Sale. Shop now.
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

<table>
<thead>
<tr>
<th>Section</th>
<th>Conversion</th>
<th>Ease of implementation</th>
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</thead>
<tbody>
<tr>
<td><strong>Key suggestion</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t redirect into checkout after adding to cart</td>
<td>Medium</td>
<td>High</td>
<td>pages/visit, cart size, AOV</td>
<td></td>
</tr>
<tr>
<td>Re-iterate value prop (typically free shipping) in the cart</td>
<td>Easy</td>
<td>Medium</td>
<td>CVR, exit rate</td>
<td></td>
</tr>
<tr>
<td>Allow users to update their carts (change quantity with steppers, remove)</td>
<td>Medium</td>
<td>Low</td>
<td>CVR, exit rate</td>
<td></td>
</tr>
<tr>
<td>Allow users to continue on another device by emailing or saving for later</td>
<td>High</td>
<td>High</td>
<td>cross device conversions, track as micro-conversion</td>
<td></td>
</tr>
<tr>
<td>Limit your exit points during the conversion flow</td>
<td>Medium</td>
<td>High</td>
<td>CVR, exit rate</td>
<td></td>
</tr>
<tr>
<td>Allow checkout as guest</td>
<td>Medium</td>
<td>High</td>
<td>CVR, exit rate</td>
<td></td>
</tr>
<tr>
<td>Let users sign up/sign in with social</td>
<td>Medium</td>
<td>Medium</td>
<td>CVR, exit rate</td>
<td></td>
</tr>
<tr>
<td>Add value prop around why someone should create an account</td>
<td>Easy</td>
<td>Medium</td>
<td>Signup rate, exit rate</td>
<td></td>
</tr>
<tr>
<td>Use pagination or a progress bar if more than 2 steps in conversion flow</td>
<td>Medium</td>
<td>High</td>
<td>CVR, exit rate</td>
<td></td>
</tr>
<tr>
<td>Have descriptive CTAs</td>
<td>Easy</td>
<td>Low</td>
<td>CVR, exit rate</td>
<td></td>
</tr>
</tbody>
</table>
Don’t redirect after adding to cart, instead use a modal with options

- **lyst.com**
  - Item: Bellfield Lonk Wind Breaker Jacket Black
  - Price: £65
  - Reduced: £33

- **revolve.com**
  - Item: ITEM ADDED TO BAG
  - Description: Large Floral Maxi Dress in Black, Band of Gypsies
  - Price: $90.00

- **asos.com**
  - Item: River Island Lace Maxi Dress
  - Added to bag
  - View your bag
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

**Before**
User redirected to the cart

**After**
Add-to-cart notification
Case Study: AllYouNeedFresh

What they did

- Moving delivery date options to the start of the checkout process
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- 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
Google Play Music @kehlani provides all the Bay Area musical goodness we could have hoped for in our new podcast series, #CitySoundtracks.

Bonus: upsell in cart

hunterboots.com

ao.com

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

35%

Allow checkout as guest

- crutchfield.com
- michaelkors.com
- patagonia.com

**Crutchfield**

- Seriously into audio since 1974™
- Need Help? Call 1.844.287.0518

**Billing Address**

- Account Login

- Full Name *
- Street Address *
- Zip *
- Enter Zip for City & State
- Phone *

**Michael Kors**

- SIGN IN
- OR
- CREATE AN ACCOUNT
- OR
- CONNECT TO FACEBOOK
- CONNECT TO TWITTER
- OR
- CHECKOUT AS GUEST

**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

petco.com

novica.com

Enjoy these perks with your free account!

- Faster checkout
- Full rewards program benefits
- Earn credits with every purchase
- Manage your wishlists
- Curate your own collections
- Make microcredit loans
- Spread happiness around the world
Additional: don’t make users confirm account info

VS.

Create an account

FIRST NAME

LAST NAME

EMAIL ADDRESS

PASSWORD

Create account

By creating this account, you agree to
Let users sign up with social accounts

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

Source: Blue Research, The Value of Social Login, 2013. N=600
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
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)
Use pagination if more than two steps in conversion flow

juniqe.com

petco.com

ao.com
Try Upfront Progress instead of starting at zero

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

source: https://goodui.org/#42
Have descriptive CTAs

zumiez.com

schuh.de

ao.com
Case Study: AllYouNeedFresh

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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

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

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)

<table>
<thead>
<tr>
<th>Section</th>
<th>Form Optimization</th>
<th>Ease of implementation</th>
<th>Impact</th>
<th>Key Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key suggestion</td>
<td>Use inline validation &amp; autofill</td>
<td>Medium</td>
<td>Medium</td>
<td>Form completion</td>
</tr>
</tbody>
</table>
| | Reduce number of fields | * 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
Use inline validation & autofill

In-line validation

Payment details

First name
John

Last name
Meyer

Card number
1111

Card type
Card Type

Security code

Your credit card number appears to be incorrect. Please check it and try again.

In-line validation

Email address
Thaselbeck@gmail.com

We'll send your order confirmation here

First name

Last 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
q

Last name

Address

Apt

Claire 920 Hamilton Ave

Go
Reduce the number of fields

Use full name

Address line 1
Address line 2
City
State/Province/Region
ZIP
Phone number

Use Google Places Autocomplete API (link)

THREDUP

1. Shipping Info

First Name
Claire
Last Name
iller
Street Address
534 DIVISADERO $T
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, Vincivia, CA, United States

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

Follow us

TOP OF PAGE
Reduce number of checkout fields

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

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Case study link
Don’t use drop downs if less than 3 options.
Case Study: AllYouNeedFresh

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Use the correct keypads (phone, zip, credit card)
Ensure that the correct input type is used

<table>
<thead>
<tr>
<th>Input Type</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>number</td>
<td><code>&lt;input type=&quot;number&quot; min=&quot;2&quot; max=&quot;10&quot; step=&quot;2&quot; value=&quot;6&quot;/&gt;</code></td>
</tr>
<tr>
<td>email</td>
<td><code>&lt;input type=&quot;email&quot;/&gt;</code></td>
</tr>
<tr>
<td>url</td>
<td><code>&lt;input type=&quot;url&quot;/&gt;</code></td>
</tr>
<tr>
<td>date</td>
<td><code>&lt;input type=&quot;date&quot;/&gt;</code></td>
</tr>
<tr>
<td>range</td>
<td><code>&lt;input type=&quot;range&quot; min=&quot;2&quot; max=&quot;10&quot; step=&quot;2&quot; value=&quot;6&quot;/&gt;</code></td>
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Case study link
Thank You