

Ecommerce Checkout

BEST PRACTICE GUIDE

A guide to increasing store revenue by focusing on the key checkout capabilities

This is just a small sample of the full report available to ClickZ Intelligence subscribers.

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As part of the launch, we're inviting a select group of individuals to form our Founder Members Club. Please get in touch by phone or email if you would like to know more.

Founder members will help shape the proprietary content produced by a team of international analysts and experts, as well as being eligible for special introductory rates.

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James is active in the ecommerce industry, guest blogging for Econsultancy and PCA Predict, and Smart Insights expert commentator for ecommerce optimisation. He's also co-founder and host of #EcomChat, a weekly Twitter chat for ecommerce professionals.

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Introduction

The checkout is the most important conversion funnel for ecommerce. A poorly structured or optimised checkout will lose your business money through basket/checkout abandonment and failed transactions. Consumer demand for a quick and easy experience continues to rise and the complexity of checkout optimisation has increased.

This report will help you to increase the amount of revenue your site can generate by focusing on the key checkout capabilities. Each section contains actionable takeaways along with best practice tips and common errors to avoid.

What's in this report

This report centres around 34 core ecommerce checkout capabilities across eight areas.

Area	No.	Capability
UX / UI	1	Optimised UX / UI design
	2	Cross device and browser compatibility
	3	Device specific capabilities
	4	Managing session expiry
	5	Optimising page load
	6	Call to action hierarchy and design
Navigation	7	Enclosed pages
	8	Clear steps and progress bar
Reassurance	9	Trust and security
	10	Persistent order summary
	11	Clear policy links
Sign-in / registration	12	Sign-in / Register: existing and new users
	13	Sign-in / Register: guest checkout
	14	Sign-in / Register: social sign-in

Content and information management	15	Retaining user data
	16	Users can edit data
	17	Handling translation and country specific data
	18	Form structure and validation
	19	Error handling and messaging
	20	Customer service
	21	Enabling gift orders
	22	Communicating stock reservation
Address management	23	Address lookup and validation
	24	Address book management
	25	Flexible delivery options
	26	Customised messaging
	27	Split delivery
Payment	28	Flexible payment options
	29	Order confirmation page
	30	Quick checkout
	31	Handling tax and duties for international orders
Optimisation	32	Analytics and tracking
	33	Testing
	34	Accessibility

Within each capability you will see:

- Good practice tips
- Common errors to avoid
- Good practice examples – including screenshots from leading ecommerce retailers
- Ways to measure your success
- How to optimise this capability further
- An actionable takeaway checklist for you to assess your own site and plan your next actions.

Who it's intended for

Client-side ecommerce teams, both B2C and B2B, form the primary audience for this report. The report is best suited to ecommerce practitioners who have a hands-on role in managing and growing the ecommerce channel, with direct responsibility for optimising checkout funnels. We think the report will benefit the following types of role:

- Director of Ecommerce
- Head of Ecommerce
- Ecommerce Manager
- Head of Optimisation/Insight
- Head of Customer Experience
- UX Manager

There are two secondary audiences who can benefit from the report: agencies and consultants. Both require an understanding of the pressures and challenges facing their clients. As a service provider, being able to put yourself in your client's shoes and understand how they need to prioritise investment to support growth will help you align your skills with organisational requirements.

A detailed understanding of ecommerce checkout good practice helps service providers to support clients by providing relevant advice.

How to use this report

The report will complement your existing knowledge and skills. It's not trying to teach you how to do your job, it's focused on providing an ecommerce checkout capability checklist that you can use as a reference guide when assessing your own checkout. Optimising a checkout is a complex and time consuming process, so it pays to have a clear list of criteria against which to evaluate current strengths and weaknesses.

Ecommerce Managers will benefit from keeping a close eye on the checkout capabilities earmarked in this report because they all have an impact on conversion rate and customer satisfaction.

You can use this report to help improve your checkout in different ways:

1. Evaluating the entire checkout end-to-end to identify strengths and weaknesses for the entire user journey
2. Evaluating specific capabilities, or specific parts of the checkout including:
 - Sign-in / Guest checkout
 - Address creation and validation
 - Form validation
 - Payment and promotions
 - Order summary
3. Doing regular checkout scoring using the checklist, to measure capability over time.

Each capability has an ecommerce good practice checklist you can complete to benchmark your current strengths and weaknesses. Below is an excerpt from a completed checklist for the capability 'Enclosed pages':

Item	Requirement	Pass	Fail	Comments / Actions
1	Non-essential / site wide navigation has been removed from checkout pages	✓		
2	Non-essential imagery and content has been removed		✗	Remove wallpaper images as distracting
3	There is a dedicated checkout progress bar visible to the user on all steps	✓		

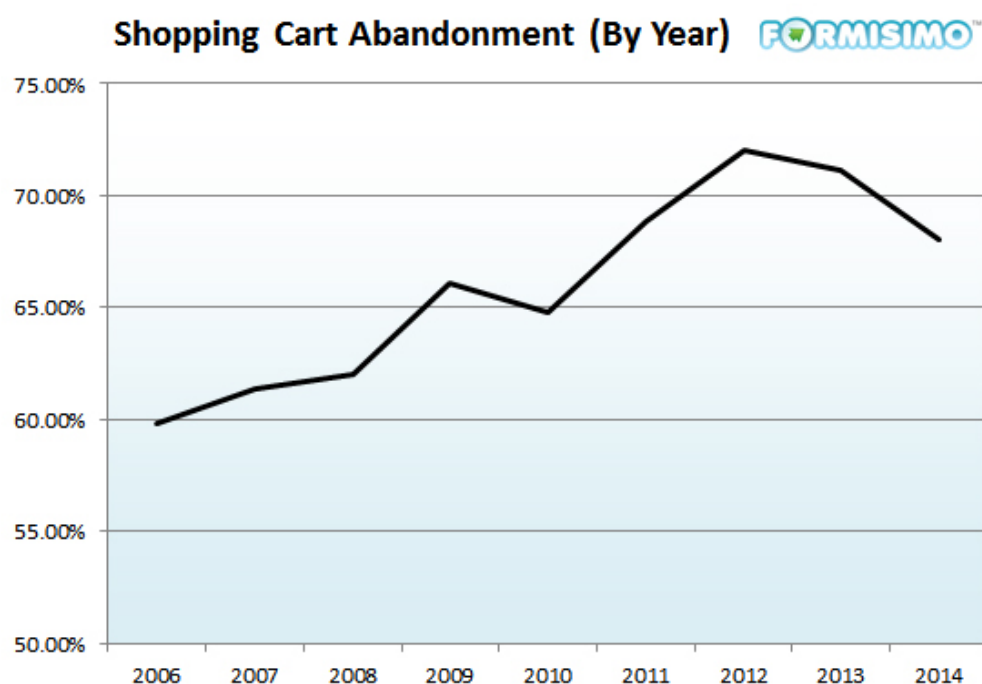
We hope you will come away from reading this report with the following knowledge:

- What are the most important capabilities for an ecommerce checkout
- What good practice looks like for each capability
- What the top tips are for each capability to help you improve your checkout
- What other ecommerce experts have learned about checkout optimisation

Why this report is important

The background against which this report is written is one of missed revenue opportunities in the checkout, exacerbated by changes in the market. While the growth in digital more often than not means that many ecommerce retailers are on an upward trend regardless of their level of checkout optimisation, there is a lot more that many could be doing.

Ecommerce teams are getting smarter at using conversion rate optimisation (CRO) techniques to improve checkout efficiency and drive sales. However, shopping cart abandon rates have broadly increased since 2006 despite this attention. According to checkout analytics specialist Formisimo, the average abandon rate (after online shoppers have deposited something in their basket) has been at or above 68% for the last four years:



Source: <http://www.formisimo.com/blog/shopping-cart-abandonment-rate/>

There are reasons, other than poor UX, why abandon rates have increased – for example, multichannel shoppers creating baskets on a mobile device to then complete the order in store. Aligning data points into a single customer view is still out of the reach of most ecommerce teams, so abandon rates don't reflect the true conversion picture.

Checkout drop-out is an accepted reality of ecommerce life; not every customer who creates a basket will go on to purchase online and there are many reasons for this, for example a customer who finds an alternative product cheaper on another website. Although you won't convert all checkout visitors to purchase, there are proven techniques to increase the in-checkout conversion rate by optimising the user experience and ensuring each element of the checkout functions efficiently across all devices and browsers.

Any checkout has room for improvement and few checkouts follow all elements of good practice, which is why smart ecommerce teams are continuously optimising the checkout through testing.

Friction is the #1 enemy for ecommerce checkouts

The key to checkout conversion is reducing friction. Friction occurs when a barrier is placed before the customer, reducing the speed at which they can make a decision or preventing them from taking action. An ecommerce checkout is a complex user journey consisting of multiple decisions and different click paths based on decisions made at each step. To optimise the checkout efficiently, ecommerce teams need to understand the individual elements and how they work together to create a seamless flow. It's important to understand there is no 'winner takes all' solution design; ecommerce checkout design varies from site to site and depends on many factors, including customer, product and business type. There are proven techniques to reduce checkout friction and provide a high quality UX across devices; the aim of every ecommerce team should be to use a user-centred, data driven approach to continuously optimise the checkout flow to provide the best possible customer experience. And once you think you've got this nailed, start again!

James Gurd, Owner and Lead Consultant, Digital Juggler

Consumers expect to be able to shop quickly and easily online, driven by advances in technology that facilitate rapid information gathering and decision making to make online purchases. Expectations for a seamless experience throughout the checkout, regardless of the device type or browser used, are high and patience with poorly optimised checkouts is low.

Friction is a conversion killer

Friction is caused by anything (typically processes, features or bugs) that impedes a customer's ability to complete the checkout process at the speed and on the device they want to. Friction increases a user's cognitive load, which increases the likelihood of exit.

A study in the US revealed six key reasons for checkout abandonment:

1. Unexpected shipping costs (28%)
2. Forced account creation (23%)
3. Browsing only, not intending to purchase (16%)
4. Security concerns (13%)
5. Checkout too complicated (12%)
6. Couldn't find a voucher/promotion (8%).

Baymard Institute analysed the top 100 grossing ecommerce sites against 63 usability guidelines and found that 24% still require account creation to place an order and 50% ask customers for the same information more than once¹.

The takeaway is this: too many ecommerce checkouts are providing a compromised UX that doesn't follow the good practice learning available. This is costing them money and no doubt customers, who will switch to a competitor with a better quality of service.

¹ <http://baymard.com/checkout-usability/benchmark/facts-and-figures>

For ecommerce teams, checkouts are getting more complex to build and optimise. Perhaps the three greatest drivers are mobile commerce, payment diversification and internationalisation.

The three most significant drivers of checkout complexity

Driver 1: Mobile commerce

Better device capability, improved connectivity and speed provided by WiFi and 4G networks mean that mobile has overtaken desktop for website sessions. Pages now load quickly, if the site is built well, and Google's move to factor page speed into the mobile algorithm has sharpened ecommerce teams' focus in this area. Faster loading pages reduce checkout friction and barriers to purchase, and retail has seen mobile conversation rates increase steadily. According to Moovweb's 2015 Mobile Holiday Shopping Report, mobile conversion rates increased by 16% over the holiday period in the US and smartphone share of revenue increased 36% compared to the previous year².

There has also been a leap in understanding around mobile optimisation, as development and UX teams improve mobile journeys based on user-centred design. The ease of use of mobile checkouts for ecommerce sites has improved rapidly, though there are still too many examples of design flaws.

The challenge for ecommerce teams is to understand the difference in UX/UI design for mobile and touch screen devices, not just assuming a standard checkout can be shrunk into a smaller browser. A good example is ensuring form fields use the most appropriate mobile keyboard to speed up form filling.

Driver 2: Payment diversification

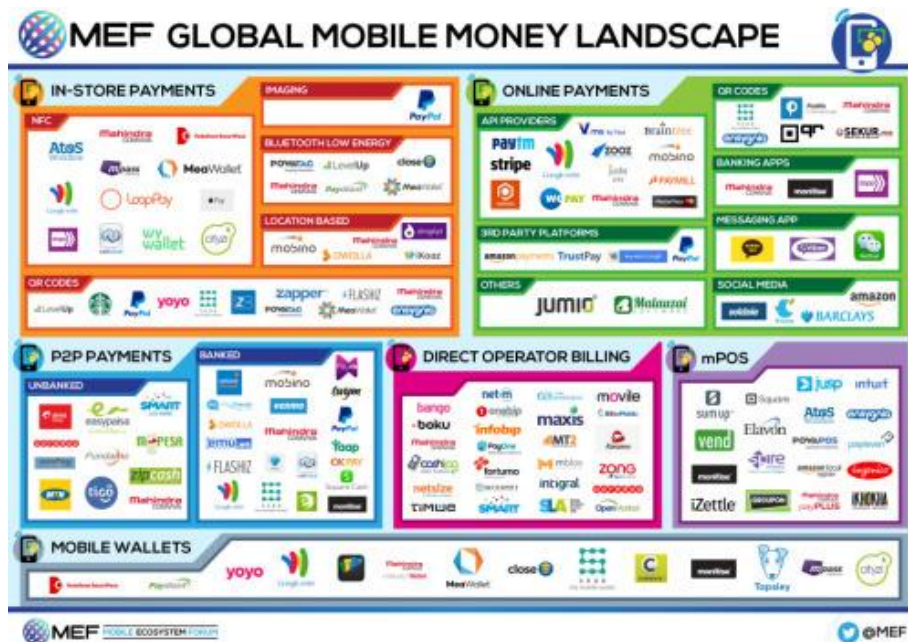
The range of payment options online is increasing rapidly, including:

- Credit and debit card
- Third party payment service e.g. PayPal
- Payment on credit
- Gift cards
- Voucher codes
- Loyalty cards
- Mobile wallets
- Pay on delivery
- Pay a deposit
- Pay a subscription.

This is amplified by the battle for mobile payment dominance, a market estimated to reach \$1.6tn by 2018. Mobile wallets aren't new but the launch of Apple Pay quickly followed by Android Pay has generated a lot more consumer interest, increasing the range of payment options ecommerce teams need to evaluate. Each time a new payment option is added, the UX needs to be reviewed and the new version of the checkout tested and optimised on all devices.

The chart below from MEF illustrates just how crowded the mobile payment marketplace has become:

² <http://www.moovweb.com/blog/2015-mobile-holiday-shopping-report/>



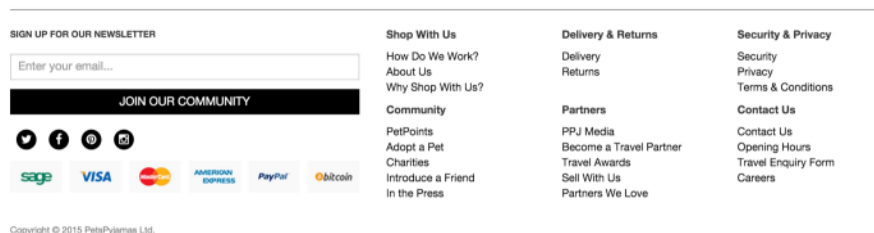
Driver 3: Internationalisation

With international expansion come new challenges for ecommerce teams. For example, do you have local country site versions that will need human translated content for checkout pages? How do delivery options, costs and timeframes differ based on delivery destination?

When selling to an international audience, there are many user journey considerations and data implications that must be factored into checkout design. Multichannel retailer House of Fraser is a good example; it delivers to more than 150 countries worldwide but the collection service is only applicable to UK and Ireland, so the checkout has to make that clear and filter delivery options based on the delivery destination specified by the customer.

What does this all mean for the humble ecommerce manager?

The checkout is never complete! What works today may not be so relevant in the future. For example, offering payment by card and PayPal used to provide enough choice but today the payment landscape has moved on, and customers are getting used to new payment methods. Some retailers even let customers pay by cryptocurrency – e.g. Bitcoin is accepted by PetsPyjamas (see below).



Ecommerce managers need to be flexible and receptive to change, and have a constant eye on checkout optimisation, using data to identify pain points for customers and testing new ways to improve the UX and

conversion. Conversion rate analysis shouldn't just be done at macro level but between each step of the checkout, using micro analysis to assess the efficiency of each element, down to individual form fields and interactions.

Optimising an ecommerce checkout is a constant challenge; the goal posts keep moving, especially when leading retailers set high customer expectations with new services and innovative design. This report is intended to help you contextualise the challenge and understand the most important elements of good practice.

This report has been produced with the contribution of leading ecommerce specialists whose full biographies are included at the end of this report. The goal is to share practical experience from people working in the industry to help you optimise your checkout.

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- Paul Randall, Senior UX Architect, Evosite
- Aran Reeks, Head of Client Strategy, Evosite
- Mike Warwick, Head of Ecommerce, Joseph Joseph
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- Mark Hammond, COO, PetsPyjamas
- Justin Taylor, Founder & MD, Graphitas
- Matt Curry, Director of Ecommerce, Lovehoney
- Lee Duddell, MD, Whatusersdo

The full biographies of these contributors are contained within the acknowledgements. Without their assistance this report would not have been possible.

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01

Capability 1: Optimised UX / UI Design

Capability 1: Optimised UX / UI design

UX / UI design is key to selling successfully online

UX and UI are the tangible connection between a website and its customers, the sales person that leads and reassures customers through the purchase process. In the offline world, good sales people will persuade customers to purchase, in the online world a well-tuned ecommerce UX / UI will do the same.

Justin Taylor, MD, Graphitas

Glossary for this section

UX

User experience – this refers to a customer's emotions and attitudes towards the checkout as they're using it i.e. is it easy to use, do they enjoy interacting with the website?

UI

User interface – this refers to the website components that the user interacts with, whether that's by mouse or touch, and includes the physical appearance of the checkout.

Multichannel

This refers to a business that enables customers to shop across different channels including online (desktop and mobile website, apps, in-store kiosks etc.) and offline (in-store, by phone, by mail).

CTA

Call to action – this refers to a component of a page that requires the user to take action, for example to select an option from a list or click a button to continue.

The increase in multi-device shopping is placing ever greater demands on UX designers and developers to ensure the experience is consistently good across all platforms. We have already reached the tipping point where mobile has surpassed desktop for share of traffic and retailers are increasingly reporting that mobile traffic is accounting for more than 60% of sessions. Therefore it is of paramount importance that checkouts are designed and optimised for both point & click (mouse) and touch screen interactions.

The growth of multichannel ecommerce has increased the variety of devices and channels consumers use. Web, mobile web, apps, and in-store self-service terminals (both point & click and touch screen) all need to be considered by the modern day UX designer and this myriad of different devices presents challenges.

We strive for streamlined visually consistent checkouts across multiple screen sizes and various input methods, but achieving this inevitably involves some degree of compromise.

Consistency is of course a good thing, however a user's intentions will vary across devices and this will often compromise consistency. Is this a bad thing? Absolutely not; ecommerce checkouts are where the money changes hands, where the deals are done and where the transaction occurs. A UX designer's job is to ensure that this process is as easy as possible and that any potential hurdles to purchase are removed. Therefore conversion is more important than consistency, so don't be afraid to compromise on consistency if the result is increased conversions.

Design guidelines and wireframes are a vital component in ensuring design and UX / UI consistency is maintained, they help establish rules for how checkout components work. UX / UI design guidelines take into account how users interact on different devices and device categories (desktop, tablet and mobile) and as a result allow any device specific capabilities and requirements to be factored in to the checkout experience.

Wireframes can be a very quick and efficient way to emulate UX / UI across multiple devices and operating systems. A wireframe offers the unique opportunity to focus on the bare bones of a user interface without the distraction of graphics, animations and imagery so you can gain a clear understanding of what is on each page, where it goes and why. This helps you to achieve the correct layout and structure for all pages.

By taking this approach to design, it is much easier to identify issues, inconsistencies and areas that need refinement. The wireframe approach allows for rapid UX design, quick amendments and the ability to iron out any issues before adding the time consuming visual elements to the

1.1 Good practice tips

Use these tips to help you evaluate and improve your ecommerce checkout, or to assess the relative strengths of other ecommerce checkouts.

#	Tip
1	Use consistent CSS styles across devices – fonts and colour palettes give a checkout its personality and familiarity, and keeping these consistent across devices is a reassuring signal to users.
2	Add visual confirmations to acknowledge that fields have been completed correctly. This is extremely helpful for users, particularly on mobile devices. The most effective method currently is adding a green border for correctly completed fields and a red border for fields with errors. <i>Pro tip: Trigger validation on blur³ (when a user leaves a field), it is very frustrating for users if a validation error is being displayed while they are still entering their data.</i>
3	Maintain a consistent user journey – familiarity is once again key, a consistent user journey across devices ensures that users know what to expect next, which will maintain a level of trust

³ <https://docs.angularjs.org/guide/forms#custom-model-update-triggers>

	and reduce the risk of cart abandonment.
4	Lean checkouts are high converting checkouts –remove unnecessary fields on forms, particularly on mobile checkouts. For example, do you really need to ask a user for their mobile number along with their home telephone? Some retailers will by default hide add-ons, accessories, warranties etc. to improve the user flow through the checkout. Evaluating cart abandonment versus additional revenue can be an eye opening exercise!
5	Implement autofill on web forms (name, address, credit card) – this is a <i>big</i> time saver for users, which is of course a good thing for conversions and user happiness. Common field names are shared across modern web browsers and work on both desktop and mobile. A comprehensive list of autofill field names is available here ⁴ .
6	Location services are a big win for sites that have location specific requirements. A good example is sites offering “Click and Collect” as users will want to find their nearest store. Instead of making a user type in the town or postcode to find the nearest branch, enable location services and let the device do all the hard work. Location code examples are available here⁵.
7	Use appropriate keyboards for text input on mobile. Avoid the frustration of inputting numbers through the qwerty keyboard interface and present users with the appropriate keyboard for number fields, email fields etc. <i>Pro tip: Avoid using ‘type=“number”’ on credit card input boxes. These should use the standard ‘type=“text”’ as some older browsers can add commas into the numbers on blur and could break your validation.</i>
8	Remove distractions on checkout pages. When a user has entered your checkout process, it is good practice to avoid any distractions that may interrupt checkout completion. Removing common distractions such as site navigation and offers will keep the user focused on the completing the checkout process. A more controversial debate is whether to remove “Voucher Code” or “Discount Code” boxes from the checkout process. Typically, a user will see these and assume there is a discount or deal available, at which point they will leave the checkout and go searching for a discount. The dangers of this are self-evident; a user may get distracted and not return to the checkout or they may find a better deal from a competitor site and purchase there.
9	Use form labels instead of placeholders, or better still both. Placeholders that replace labels are visually appealing, but are very bad for user experience. Once a user has clicked into a form field the text disappears, therefore the onus is on the user’s short-term memory to remember the information they should be entering. Additionally, if a user completes the form incorrectly, they have no way of knowing what is required to fix the problem as there are no visible instructions identifying the information

⁴ <https://html.spec.whatwg.org/multipage/forms.html#autofill>

⁵ http://www.w3schools.com/html/html5_geolocation.asp

	required for each form field. Therefore the best solution is to use a label above the form field and then add relevant instructions in the placeholder text. <i>Pro tip: On mobile always add the text label above the form field as mobile web browsers will zoom into the form field once it has been selected to allow for easy data input. If the label is added to the left of the form field it will not be visible once the browser has zoomed in.</i>
10	Use large touch targets. Responsive design by definition will appropriately scale page elements to fit onto smaller screen format. Ensure that as part of responsive scaling you allow for buttons and UI elements to have sufficient touch targets so they are not fiddly for users to hit.
11	Use wireframes to support the design process. The need to wireframe and AB test mobile site designs is an invaluable and often overlooked aspect of the design process. Prototyping a concept without the overhead of creating design visuals not only gives the ability to gauge user reaction, test functionality and highlight usability issues, it can also reap huge rewards in time and cost savings.

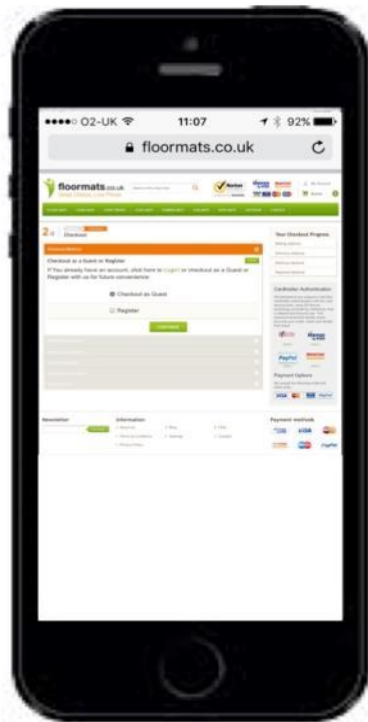
1.2 Common errors to avoid

The following errors are often found in ecommerce checkouts and result in higher cart abandonment and user dissatisfaction. Most are easily avoided.

1. Shrinking the desktop checkout to fit a mobile browser

The below example is of the Floormats.co.uk sign-in page shown on an iPhone 6. At standard zoom level, the text is illegible, CTAs have tiny target areas and the sign up form is virtually unusable.

Abandon rates for non-mobile optimised checkouts are usually considerably higher than that of mobile optimised checkouts, as the inevitable click errors increase the cognitive load on users and cause frustration, which results in abandonment.



2. Using text links for CTAs on mobile

Buttons are always preferable to text links because they are visually more obvious and stand out from the body copy of the page. Using buttons on mobile for key actions such as progressing to the next checkout step is an established design fundamental and something that users will instinctively understand and look for.

3. Autocorrect on name and address fields

Operating systems by default will try to offer up autocorrected spellings for words they cannot match to a language dictionary. Make sure you turn this feature off on name and address fields, as it is very frustrating for users. This annoyance can be easily avoided using the following code within a web form: `<input type="text" autocorrect="off" />`.

4. Postcode address finder

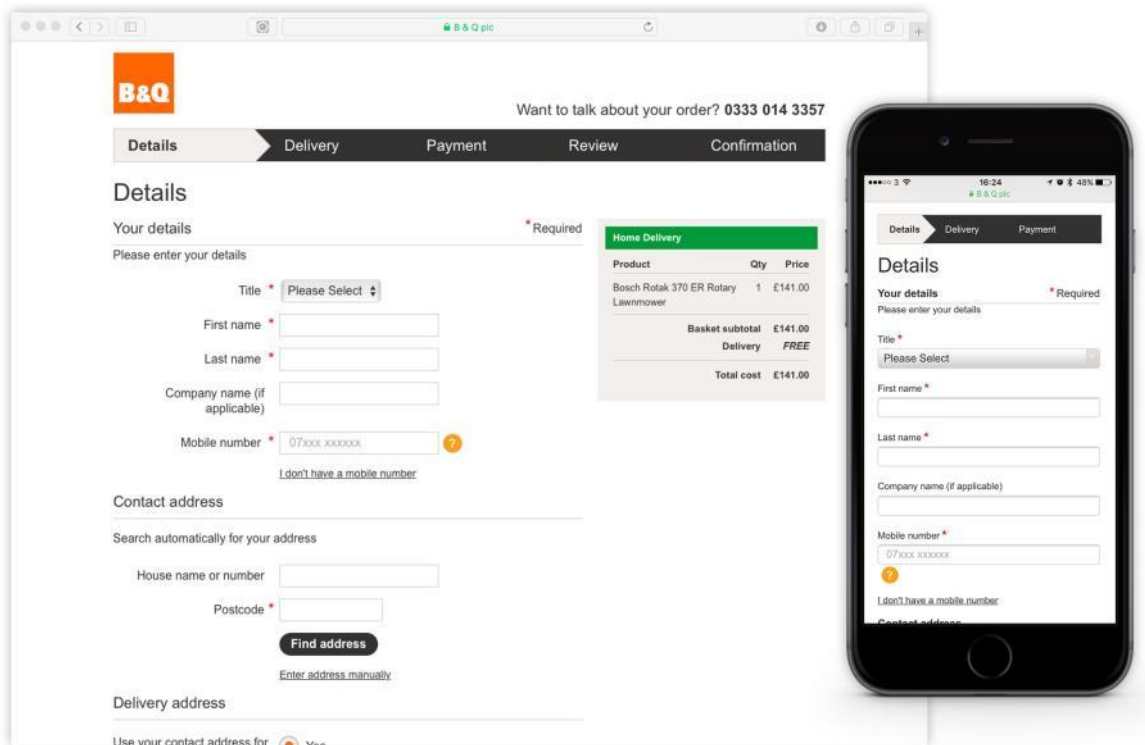
If your checkout has access to a Postcode Address Finder (PAF) ensure that you add the postcode entry field and lookup button above the address. There are few things a user will find more annoying than manually completing their address details, to then see a postcode lookup at the end of the address form.

1.3 Ecommerce good practice examples

Below are three examples from active ecommerce checkouts, demonstrating elements of good practice. Please note we're not commenting on the overall quality of the page design, simply using the examples to demonstrate elements of UX consistency.

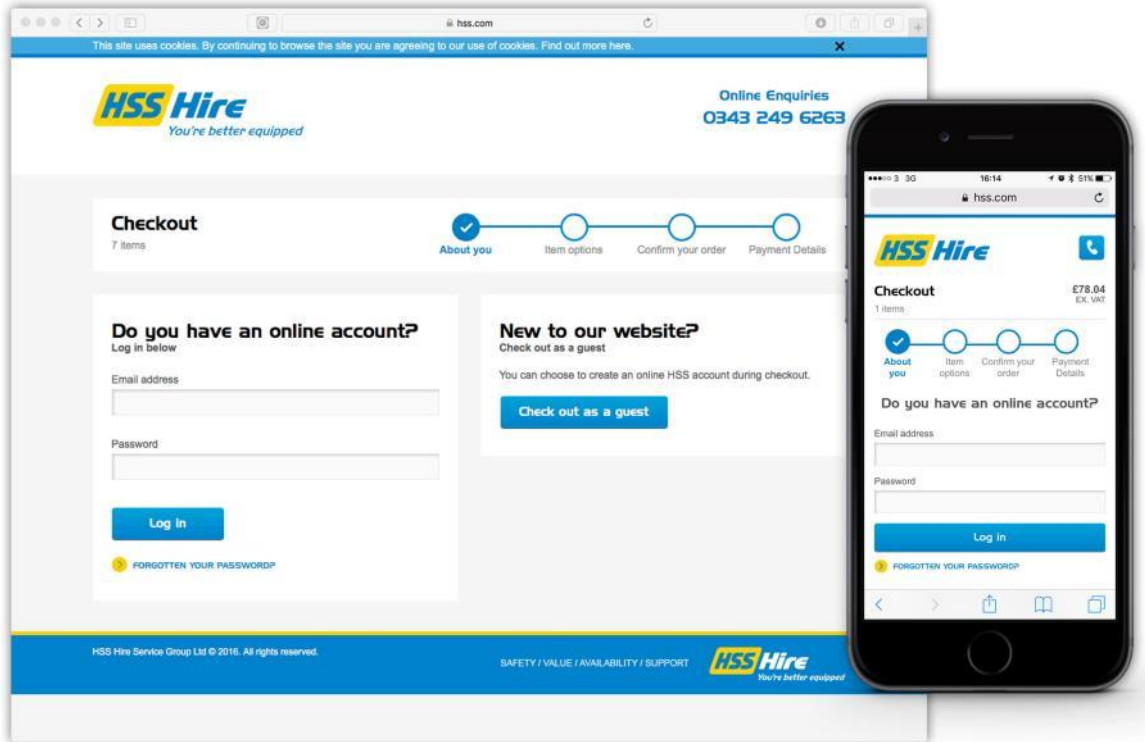
B&Q – Details step

The checkout flow is consistent across devices. Note that some elements from the desktop have been stripped out to streamline the mobile checkout (such as the summary box and header items).



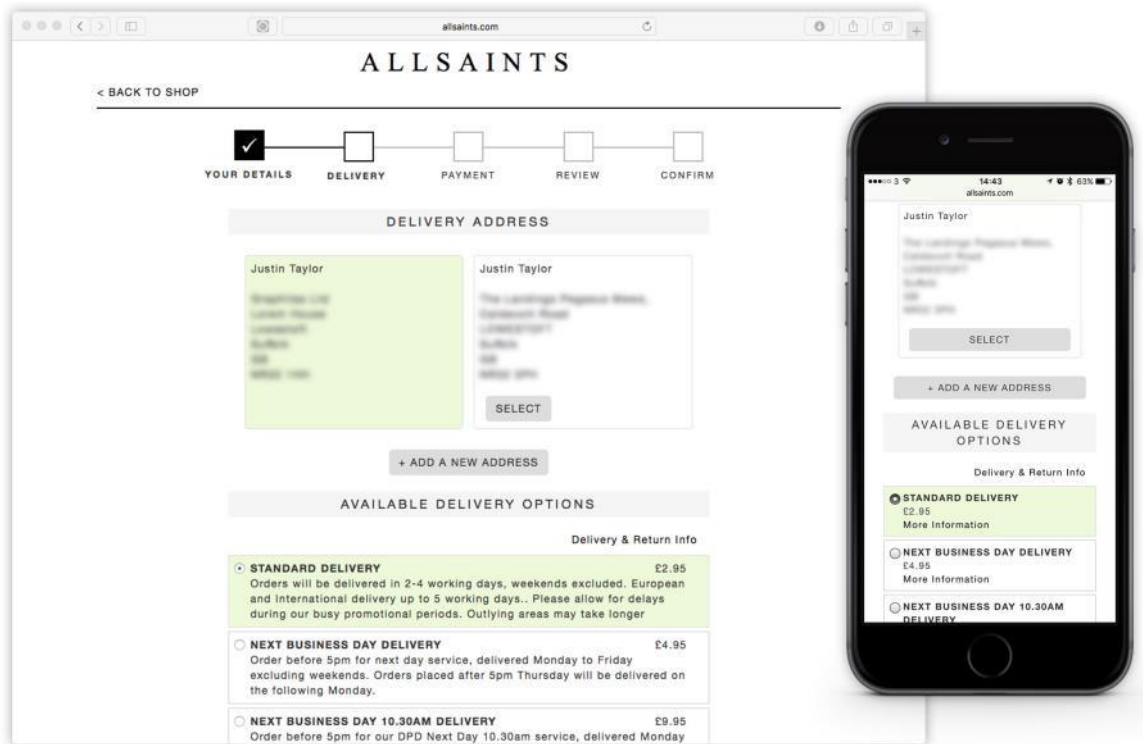
HSS Hire – Sign-in / guest checkout step

The UI design is consistent with components scaled to fit the screen size. For example, the checkout breadcrumb style is the same but the format has been adjusted on mobile and the phone number is replaced by a simple icon that initiates a call prompt when pressed.



All Saints - Delivery step

Both the desktop and mobile sites utilise consistent fonts, styling and labelling to ensure a seamless cross platform user experience.



1.4 Measuring success

The best way to measure whether or not you're providing a consistent UX is to compare KPI data for different devices. For example, compare the following metrics:

- Conversion rate for each step of the funnel e.g. conversion from sign-in to delivery
- Exit path for each step of the funnel e.g. *do people who exit leave the site, or go to another page?*
- Error rates for form submission.

If there is a significant difference in any of the metrics, do further analysis to understand why. Try and pinpoint the issues using analytics data and qualitative feedback.

It's possible to use qualitative techniques to measure UX consistency, such as usability studies and remote video testing, comparing the user experience across devices for specific elements of the user journey. For example, you could run a usability test for the delivery details form on desktop and mobile devices using a service like WhatUsersDo or UserTesting6.

⁶ <http://whatusersdo.com/> and <https://www.usertesting.com/>

1.5 Optimisation techniques

AB testing

AB testing is the crystal ball of UX, it gives the ability to run experiments with virtually all components of the UI and to monitor the results of those changes.

Which button colour works best... black or green?

AB testing allows you to have both running on your website at the same time. Some users will be served the black buttons, others served green. Once the test has run, the results are monitored and the best performing option is implemented.

With any checkout, there are infinite AB tests you could run. Some of the more common are on button colour, button text, headlines, CTAs, page layout and page images.

If you don't have AB testing built into your development environment, then tools such as Optimizely offer a comprehensive solution.

Google Analytics

Google Analytics holds a phenomenal amount of data on a user's behaviour on your website. If you take the time to scratch beneath the surface it is possible to uncover problem pages, browser issues, device level problems and other hurdles impacting on successful checkouts.

Compare checkout pages

In Google Analytics go to: Behaviour -> Site Content -> All pages

Compare the "Bounce Rate", "Exits" and "Time on page" for the individual pages of the checkout process. If you notice pages with abnormal results such as a page with a high exit rate, evaluate the page in question to ascertain possible causes of this issue.

Compare device category (desktop, tablet, mobile)

In Google Analytics go to: Audience -> Mobile -> Overview

You will need to add in a secondary dimension of Behaviour -> Page

Compare the "Bounce Rate", "Exits" and "Time on page" for the individual pages of the checkout process across device categories. If you notice pages with abnormal results such as a high exit rate, evaluate the page and device in question to ascertain possible causes of this issue.

Compare devices

In Google Analytics go to: Audience -> Mobile -> Devices

You will need to add in a secondary dimension of Behaviour -> Page

Compare the "Bounce Rate", "Exits", "Time on page" and "Conversion Rate" of your checkout across individual devices. If certain devices show abnormal results such as low conversion on a specific

device, evaluate the checkout process on the device in question to ascertain possible causes of this issue.

Compare browsers

In Google Analytics go to: Audience -> Technology -> Browser & OS
You can add in a secondary dimension of Users -> Operating System

Compare each of your checkout pages across multiple browsers and OSs, studying bounce rates, exits, times on page and conversion percentages and investigate any anomalies.

If you add Users -> Browser Version to the secondary dimension and review the same metrics as above, this will help highlight problems with specific browser versions (this can be particularly useful to determine problems with the multiple versions and inconsistencies of Internet Explorer).

User recordings

To take the guesswork out of your optimisation efforts, services such as ClickTale, CrazyEgg and Mouseflow allow you to record real users using your checkout. Yes, you read that correctly, you will actually be able to see actual screen recordings, mouse movements and device touches of real people using your checkout.

In addition to the session playbacks, most of these systems offer a vast array of other extremely useful data and visualisations to help diagnose checkout and UX issues.

Manual testing

All the tools mentioned above offer a great insight into the “health” of a checkout procedure, but there is no substitute for manual testing. This time consuming optimisation technique offers a tactile and real environment that cannot be replicated by any third party tool.

We are constantly confronted by change, new devices, new OSs and design updates to checkouts, therefore websites and checkouts will break, particularly when change occurs and there is no getting away from the fact that broken checkouts cost cold hard cash.

Ideally you need to test on as many devices as possible, check the entire checkout process from account sign up through to purchase, then recheck as a logged in user. A checkout process should be manually tested after any changes to code and also on new operating systems and devices as they are released. It is also wise to schedule manual testing across all devices every one-two months.

1.6 Takeaway checklist

Use this checklist to assess the relative strengths and weaknesses of your current checkout for this capability.

Item	Requirement	Pass	Fail	Comments / Actions
1	Are we using consistent fonts for all website versions/devices?			
2	Are we using a consistent colour palette for font, labels, CTAs etc.?			
3	Are the CTAs using a consistent design and hierarchy?			
4	Is all content scaled effectively to be legible on all devices?			
5	Are CTA target areas protected on mobile devices?			
6	Are non-essential elements removed or deprioritised for mobile devices?			
7	Are we minimising copy for mobile users by making use of design alternatives?			
8	Is it clear that a user is in our checkout at every step e.g. is a clear and consistent logo displayed?			
9	Are CTAs clear and obvious?			
10	Do the CTAs use concise instructions e.g. "Confirm purchase" instead of "Continue"			