

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

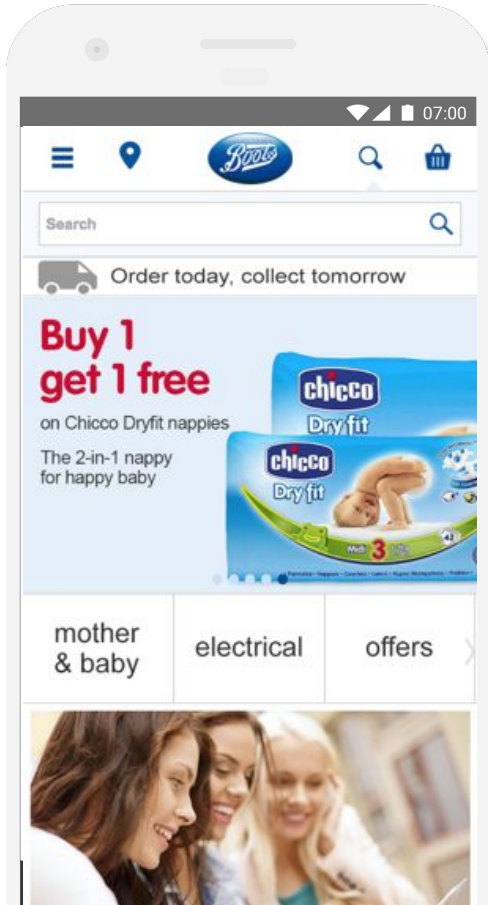


Home / landing page	Menu & navigation	Search	Category / product	Conversion	Form optimization
Clear CTA above the fold	Show consolidated menu	Include search	Have a value prop at every point in the funnel, including category and product pages	Don't redirect into checkout after adding to cart	Mark required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

All recommendations
should be A/B tested!

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

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

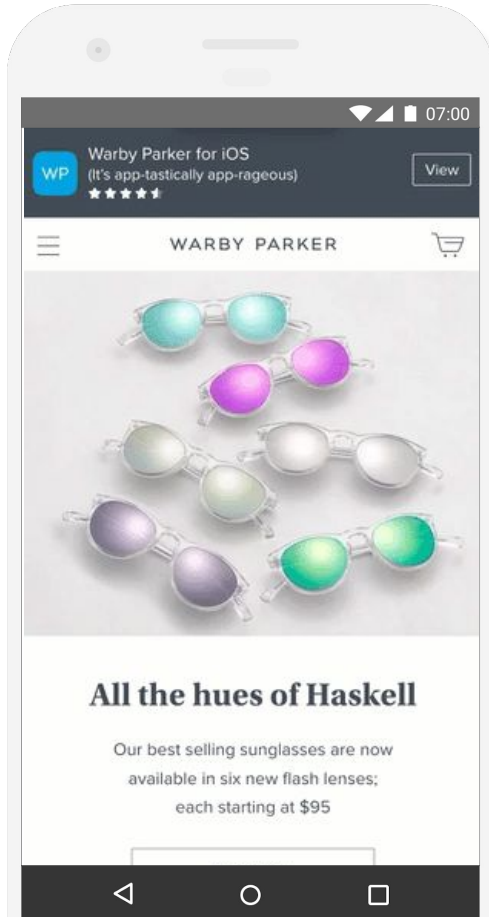


Problem to solve: Does my site provide what the user wants?

- 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

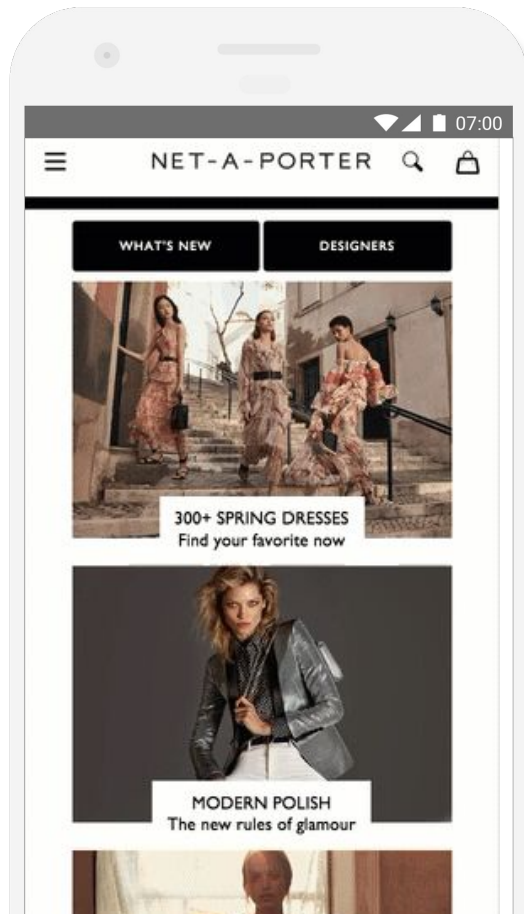


Problem to solve: Does my site provide what the user wants?

- ❑ 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

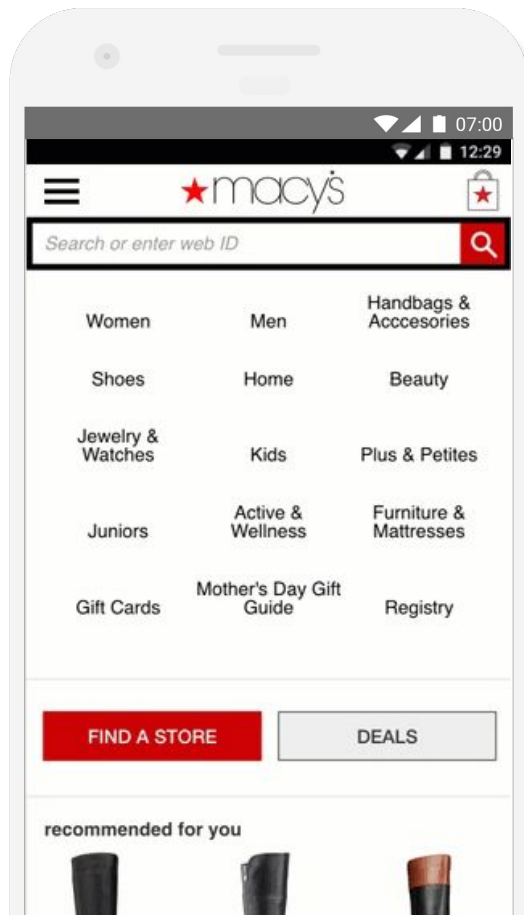
Navigation best in class: Net-a-Porter



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

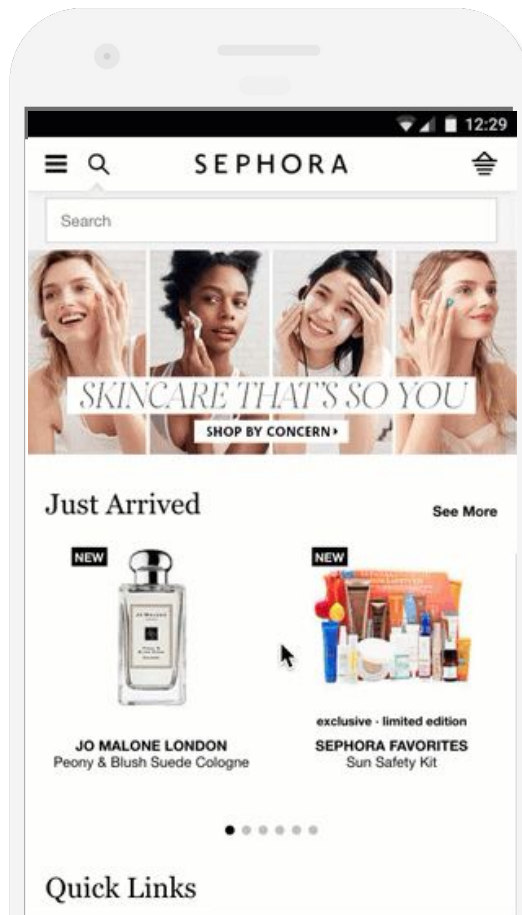


Problem to solve: Can my user browse their interests quickly and easily?

- ❑ 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

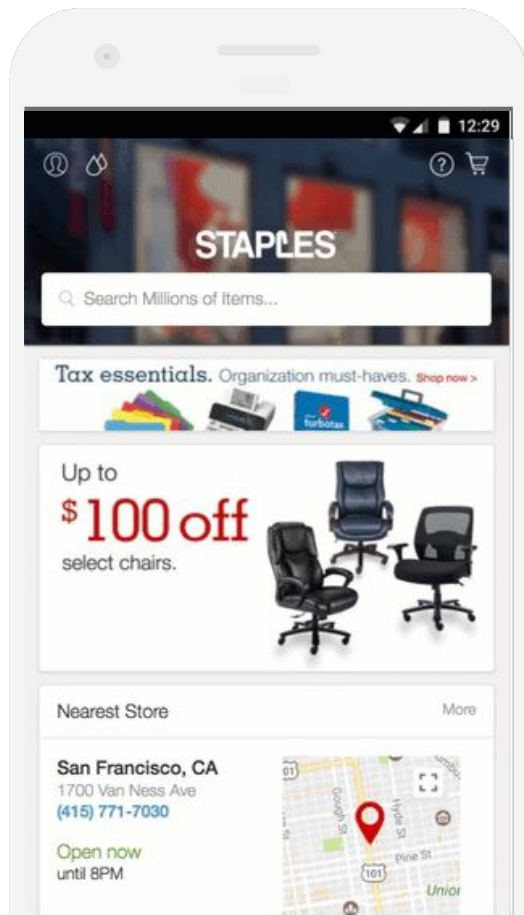


Problem to solve: How do I help my user find what they're looking for quickly?

- 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

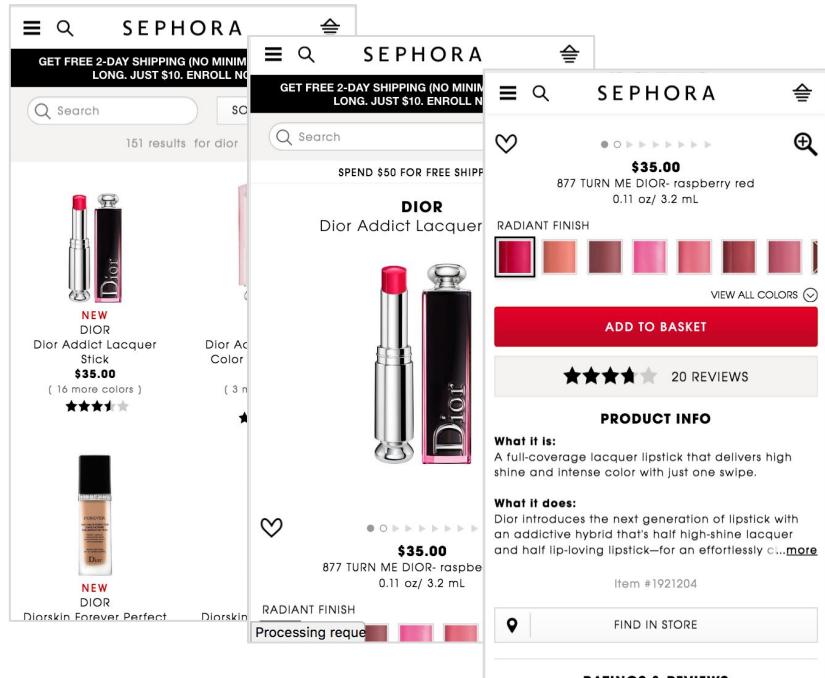


Problem to solve: How do I help my user find what they're looking for quickly?

- 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

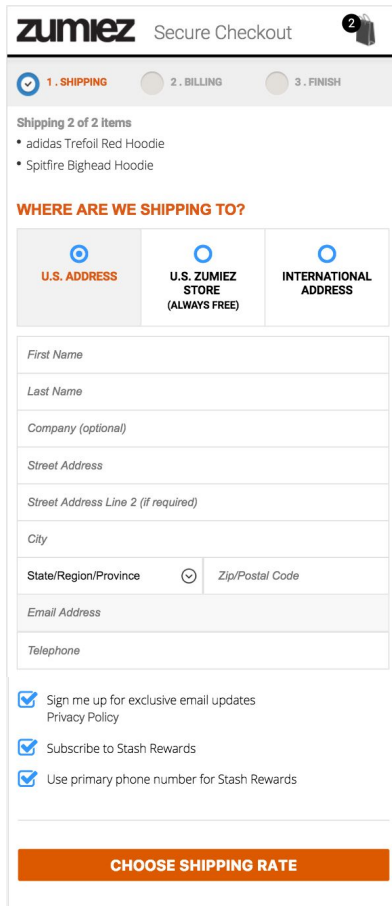
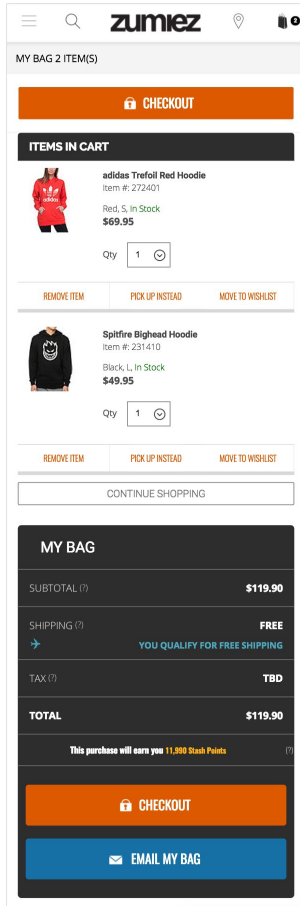
The image shows a composite of three overlapping screenshots from the Petco website's checkout process:

- Shopping Cart (Left):** Displays a 15% off promotion, a shopping cart with one item (Bond & Co. Gold Collar), and a 'proceed to checkout' button. The price is shown as \$14.99 (crossed out) and \$10.49.
- Sign-in Options (Middle):** A 'Returning Customers sign in' form with fields for Email and Password, a 'Remember Me' checkbox, a reCAPTCHA, and a 'sign in' button. Below it is a 'Checkout as Guest' option with a 'checkout as guest' button.
- Shipping Address Form (Right):** A multi-step form titled 'Shipping Address' with a progress indicator (1-4). It includes fields for First Name, Last Name, Phone, Email, Address Line 1, Address Line 2, and City. A checkbox for receiving updates is checked.

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



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

The screenshot shows a mobile app interface for Warby Parker. At the top, the status bar shows signal strength, Wi-Fi, and the time 07:00. Below the status bar, the app header displays 'WARBY PARKER'. There are three tabs: 'Information' (selected), 'Prescription', and 'Review'. Under the 'Information' tab, the section is titled 'Your details'. It contains five input fields: 'First and Last Name', 'Email', 'Password', and 'Phone'. Below these fields is a checkbox with the text 'Text me updates about my order! And yes, I agree to these terms.' followed by a help icon. At the bottom of the form, there is a section titled 'Ship to' with a 'First and Last Name' input field.

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

The screenshot shows a mobile app interface for ThredUp. At the top, the ThredUp logo is displayed. Below the logo, the section is titled "1. Shipping Info". The form contains several input fields: "First Name", "Last Name", "Street Address" (with a placeholder "Enter a location"), "Apt #, Floor, etc (Optional)", "City", "State", and "Zip Code". There is also a dropdown menu for "How did you hear about us? (Optional)" with "--" selected. At the bottom, there is a section for "Shipping options (estimated)" with a help icon.

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 shows three overlapping screenshots of the Zalando checkout process:

- Top Screenshot (Welcome):** Shows a progress bar with three steps: 1. Login, 2. Address, 3. Payment. Below the progress bar is a "WELCOME" heading and a section for existing customers: "I HAVE A CUSTOMER ACCOUNT ZALANDO". It includes fields for "Email address" and "Password", a "LOGIN" button, and a link for "Forgotten your password?". At the bottom, there is a section for "I AM A NEW CUSTOMER".
- Middle Screenshot (Payment Method):** Shows the "PAYMENT" step. It features a "PAYMENT METHOD" section with radio buttons for "PayPal (Free)", "Credit / Debit Card (Free)", and "New credit or debit card". The "Credit / Debit Card" option is selected. Below this are input fields for "Credit / Debit Card *", "Card Holder *", and "Card Number *".
- Bottom Screenshot (Payment Summary):** Shows a summary of the order. It includes a note about gift vouchers: "Gift voucher: If your gift voucher is worth more or equal to the total cost of your order, select PayPal to skip this step and enter your gift voucher code on the next page". It lists "Delivery Cost" as "Free" and "TOTAL (VAT included)" as "£169.98". A large orange "NEXT" button is prominent. Below the button, it says "You can review and confirm your order in the next step". At the bottom, there is a "Contact our friendly Customer Care team" section with a helpline number (0203 059 8139) and a "Back to the shop" link. Links for "Privacy Policy", "Terms & Conditions", and "Legal Notice" are also present.

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

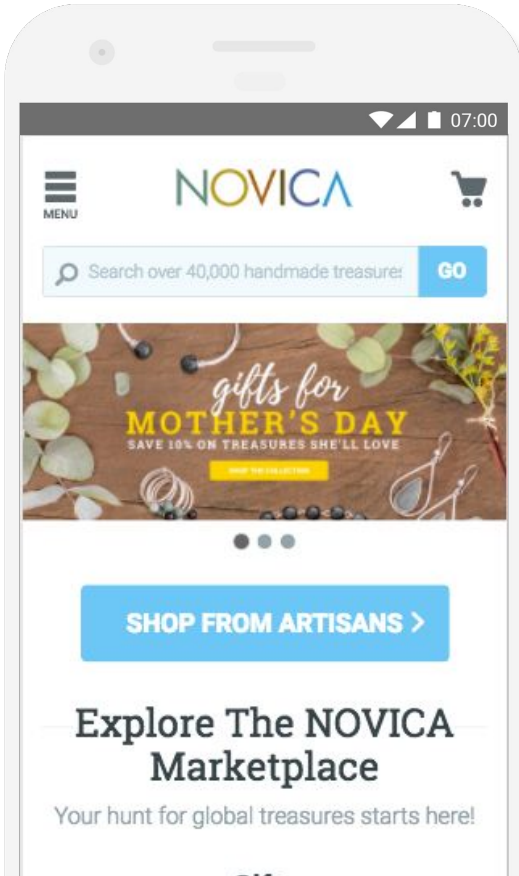
Creating frictionless experiences across the funnel (RETAIL)



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)

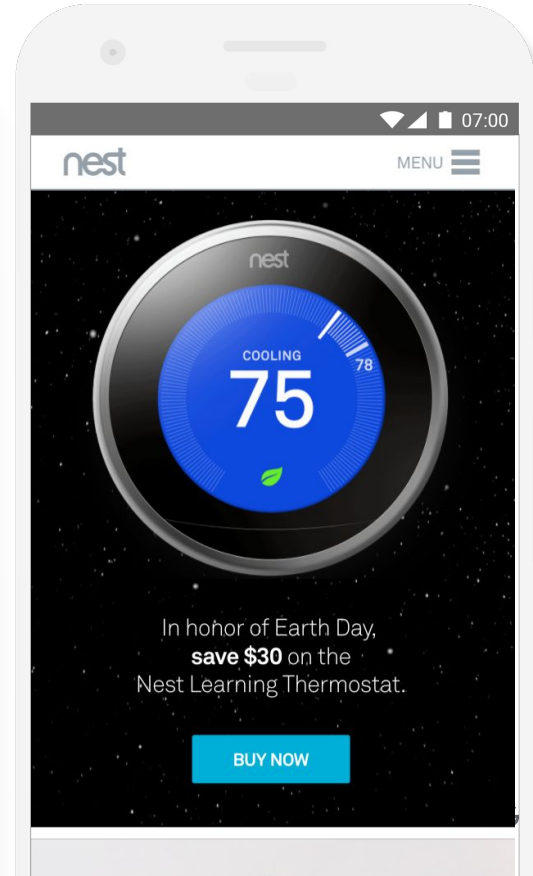
warbyparker.com



tuftandneedle.com

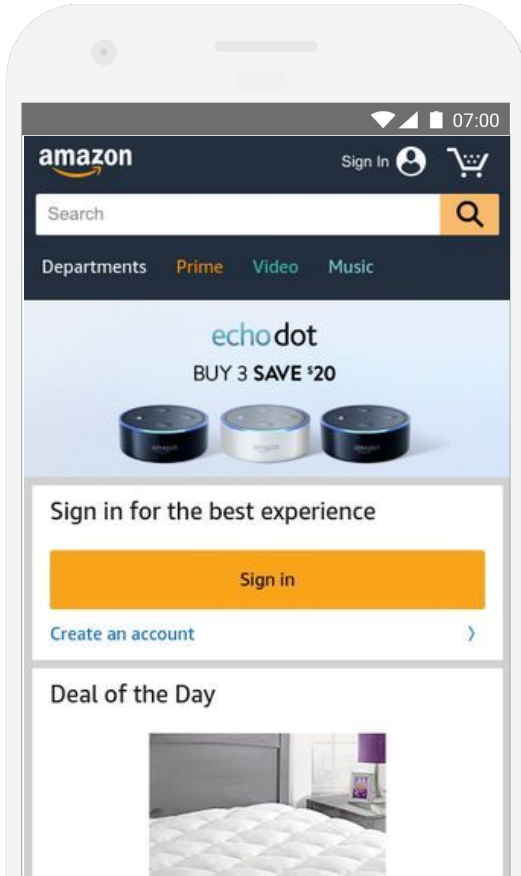


nest.com

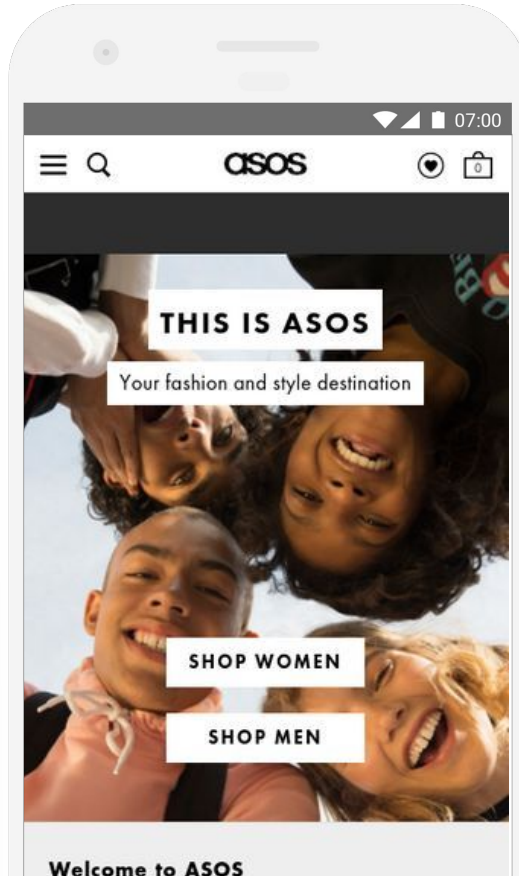


Display a clear CTA above the fold (large inventory)

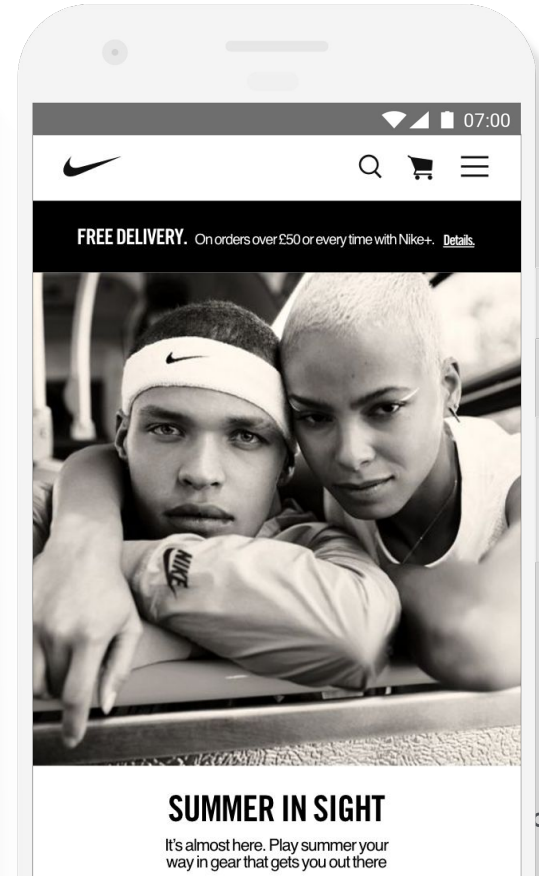
amazon.com



asos.com

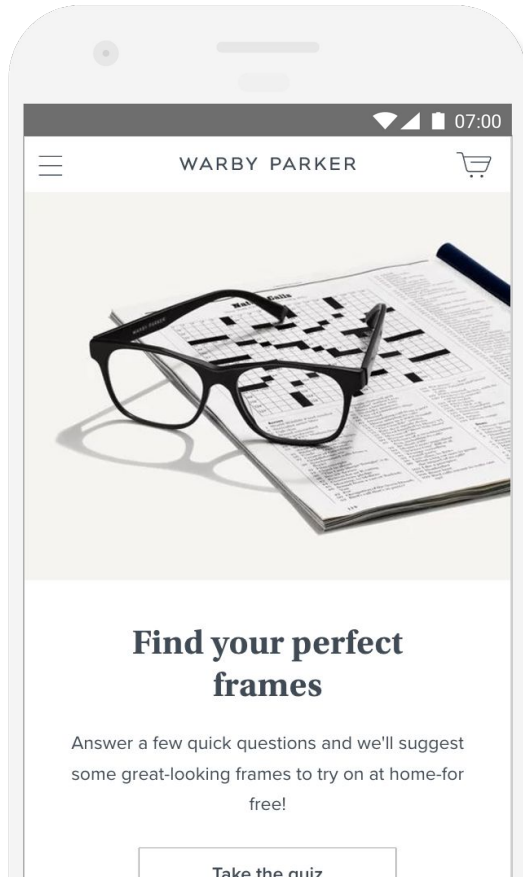


nike.com

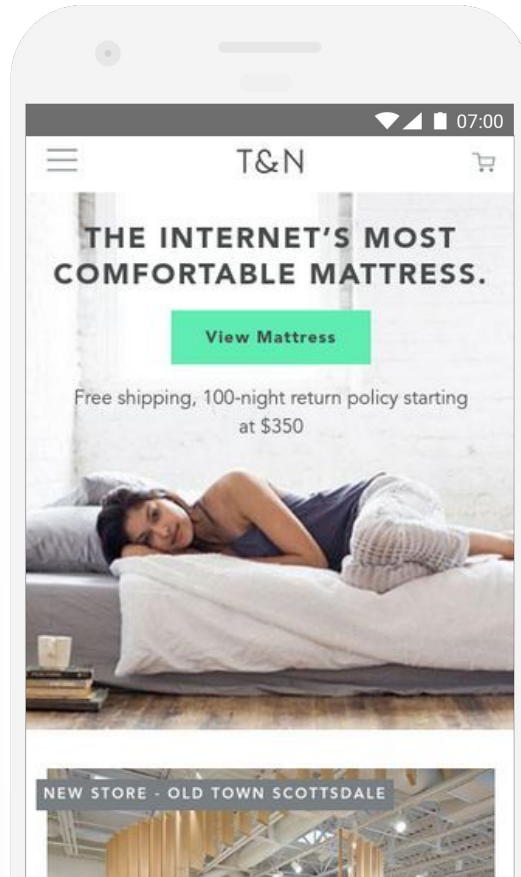


Have descriptive CTAs (not next, shop, continue)

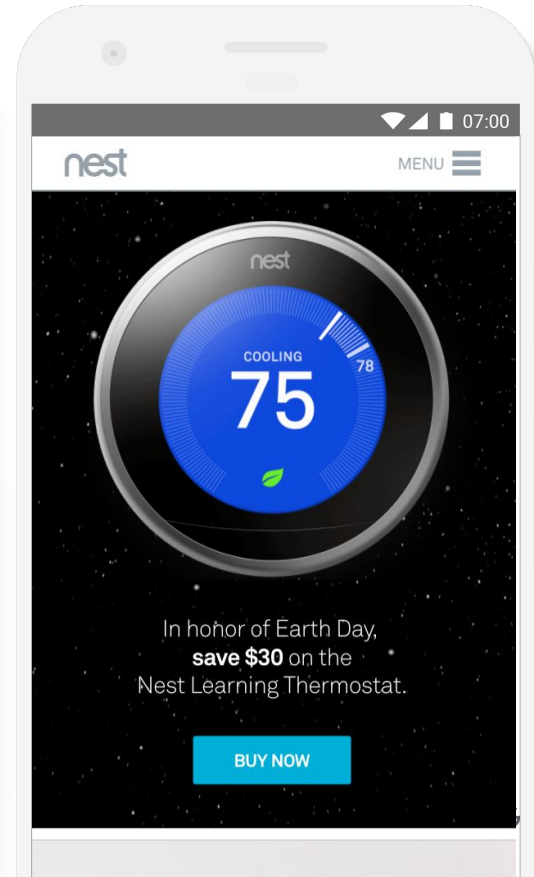
warbyparker.com



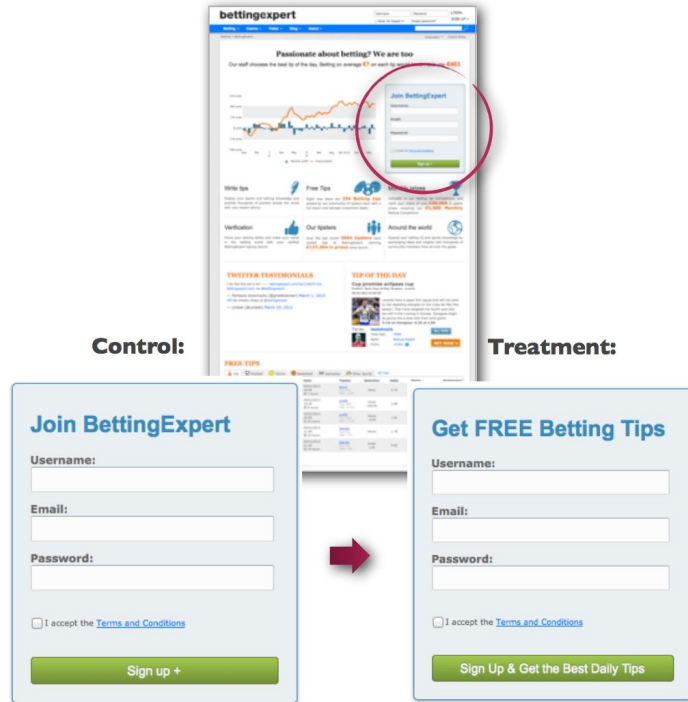
tuftandneedle.com



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

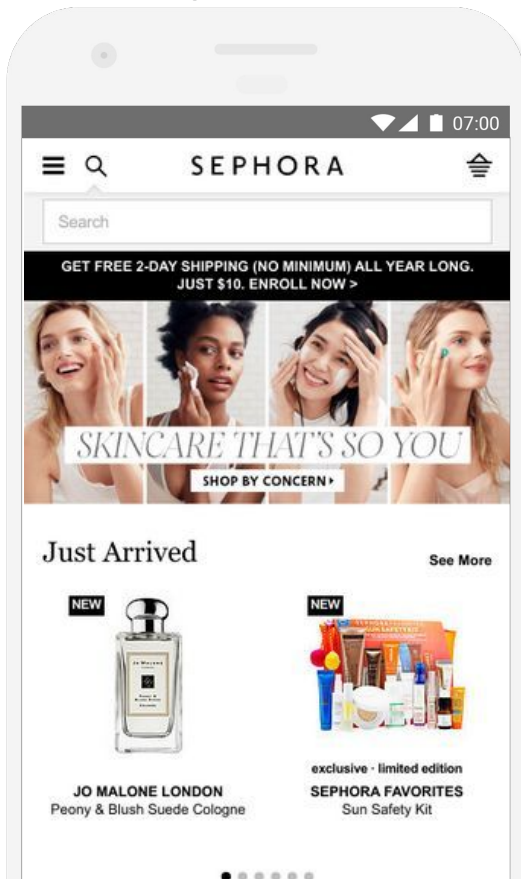
Test: Sign Up & Get the Best Daily Tips

Research:

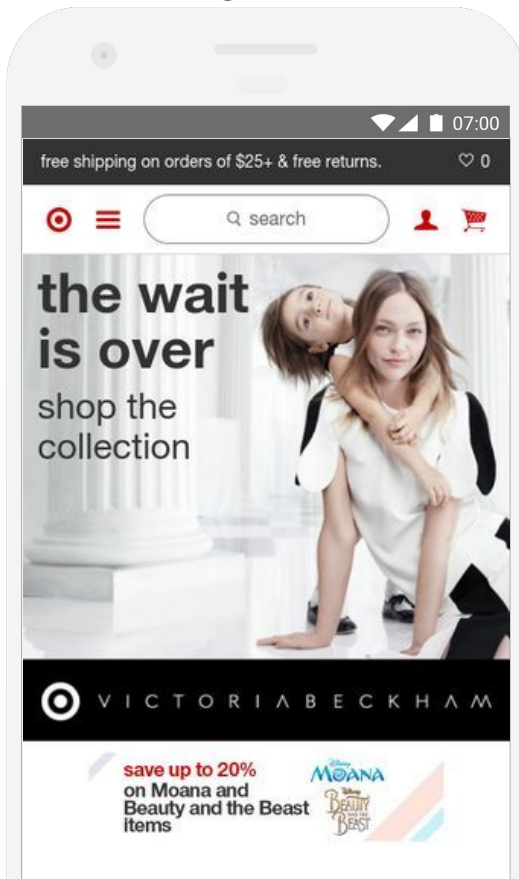
- [Contentverge.com, 7 Universal Conversion Optimization Principles Report](#)
- [Good UI-](#) loss aversion vs gains for CTAs
- [Good UI-](#) benefit vs task buttons

Display a clear benefit-oriented value prop above the fold

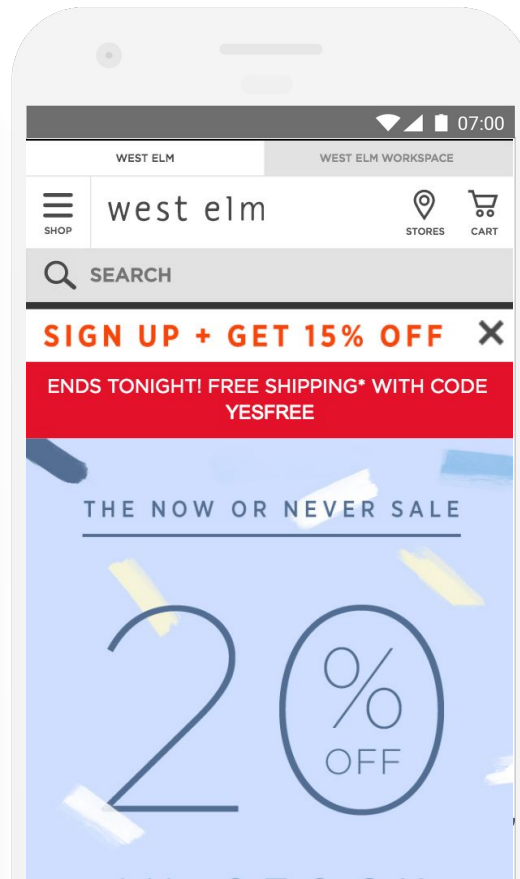
sephora.com



target.com

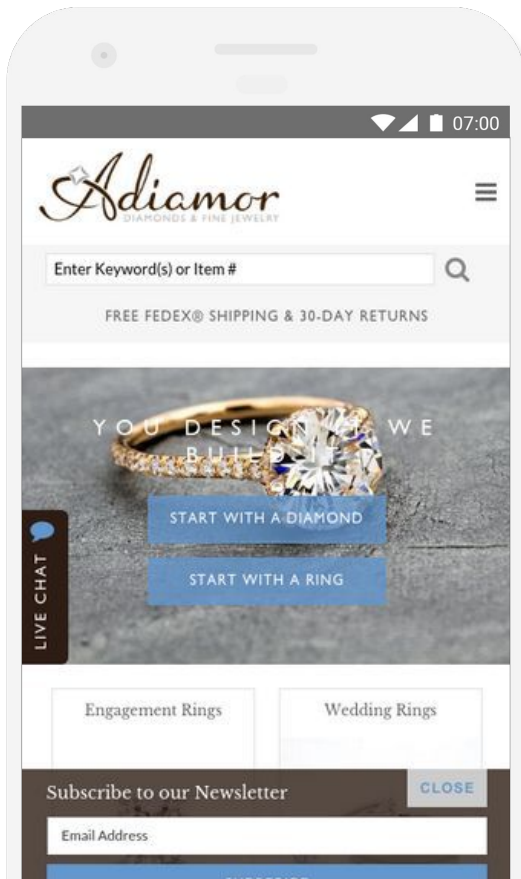


westelm.com

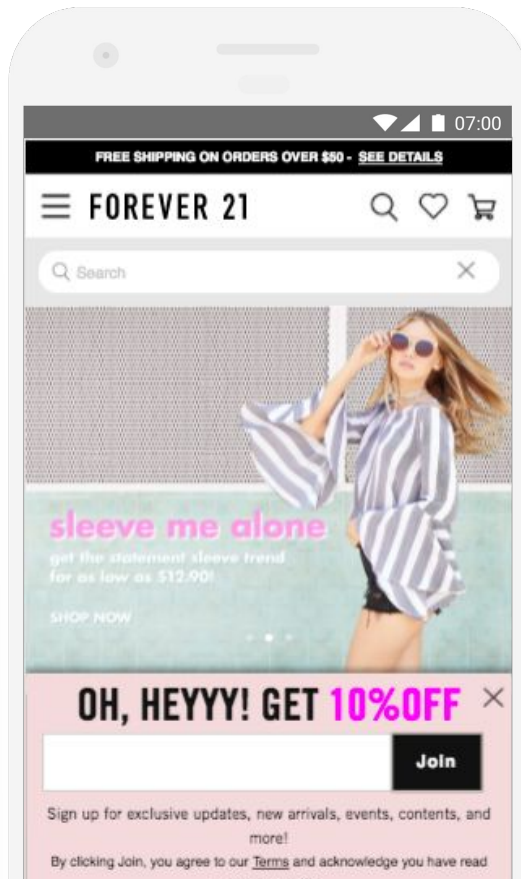


Don't use full page interstitials

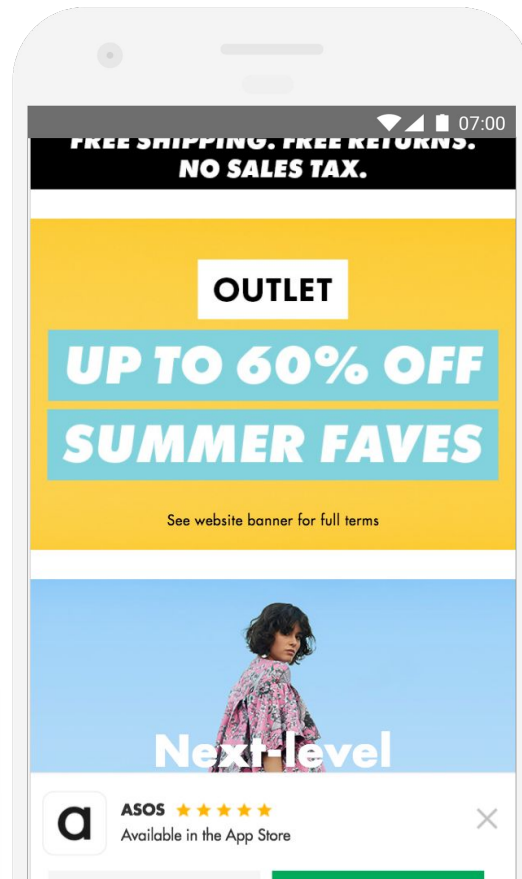
adiamor.com



forever21.com

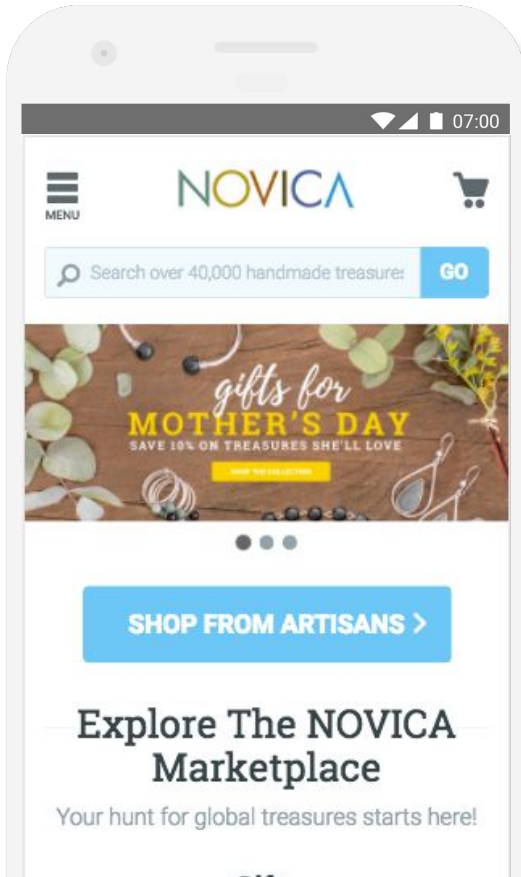


asos.com

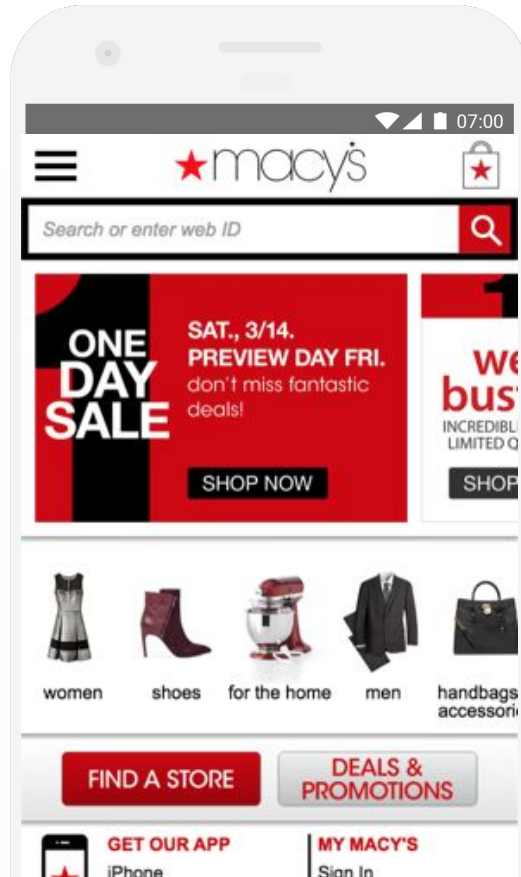


Remove automatic carousels, instead opt for user initiated

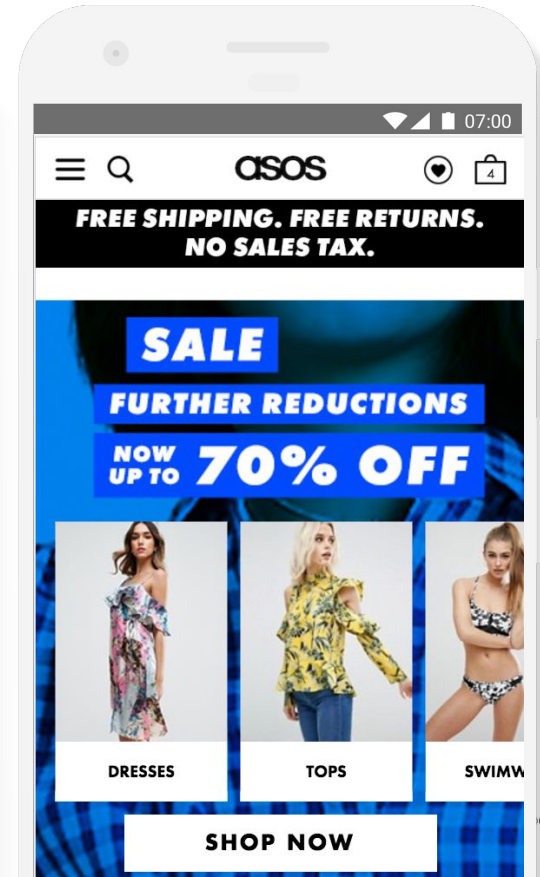
novica.com



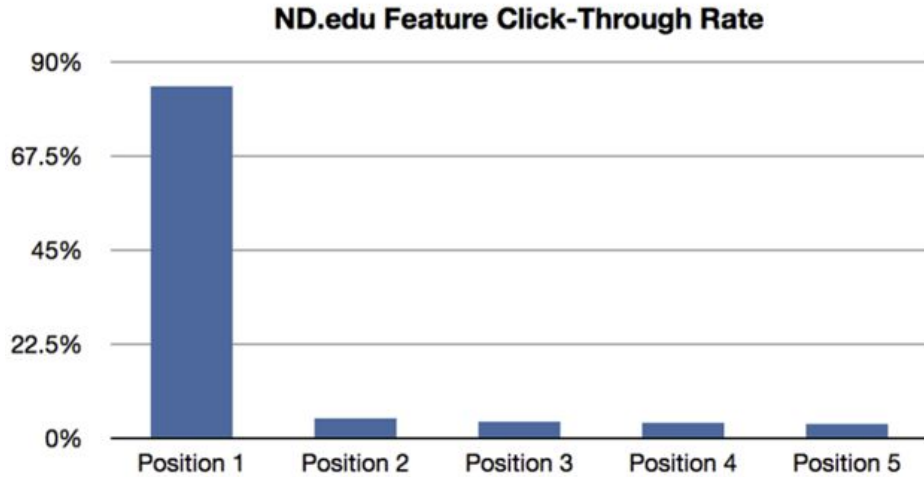
macys.com



asos.com



Research shows that carousels rarely work



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.

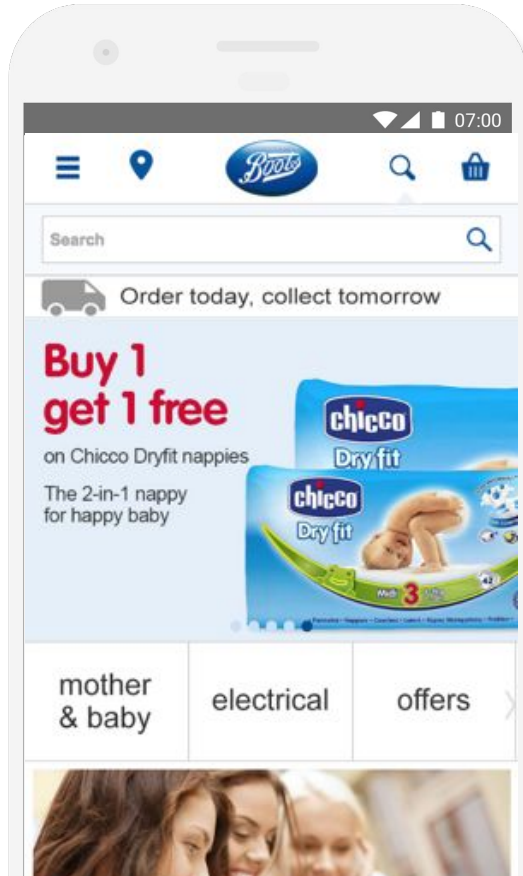
- **Reason #1:** Human eye reacts to movement (and will miss the important stuff)
- **Reason #2:** Too many messages equals no message
- **Reason #3:** Banner blindness

Research:

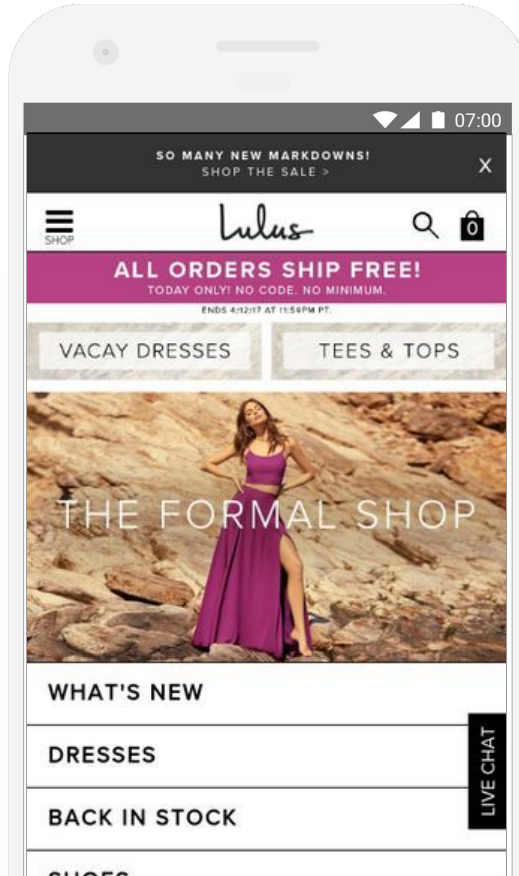
- [Conversion XL](#)
- [ClickZ](#)
- [Widerfunnel](#)
- [NN Group](#)
- [Erik Runyon](#)

Show top categories on homepage

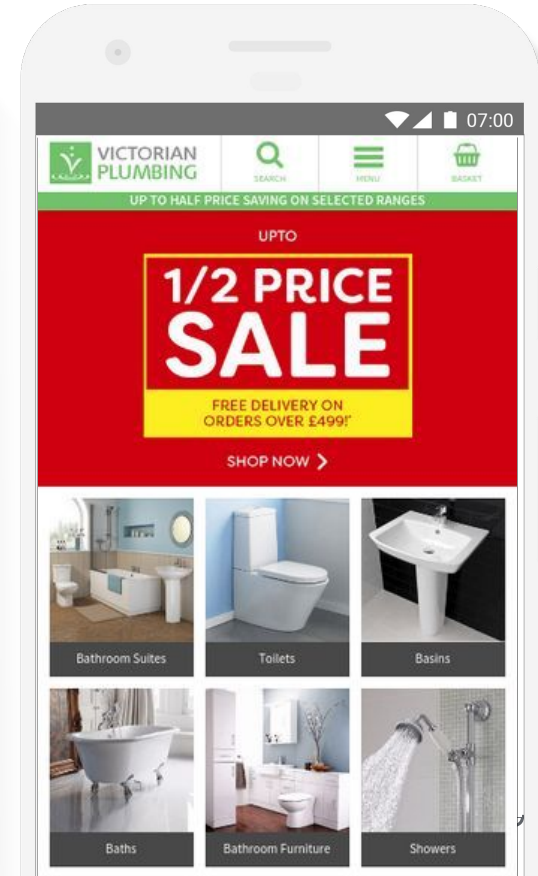
boots.com



lulus.com

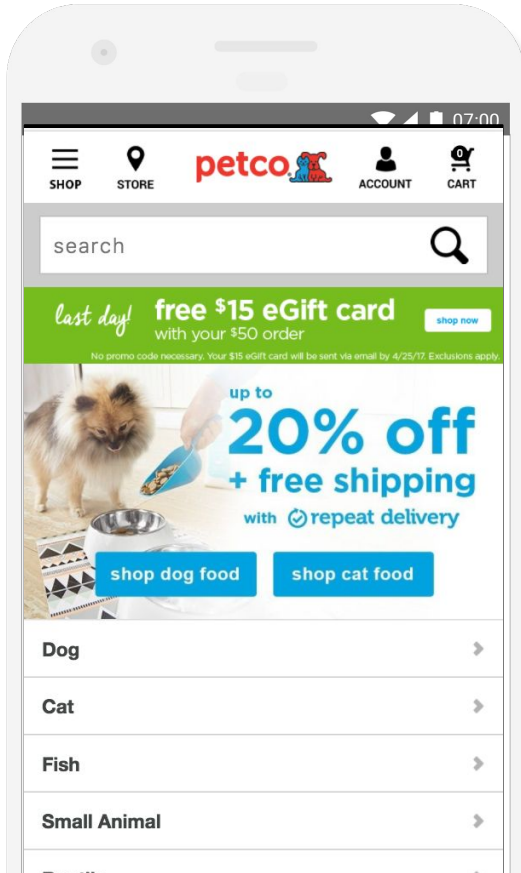


victorianplumbing.co.uk

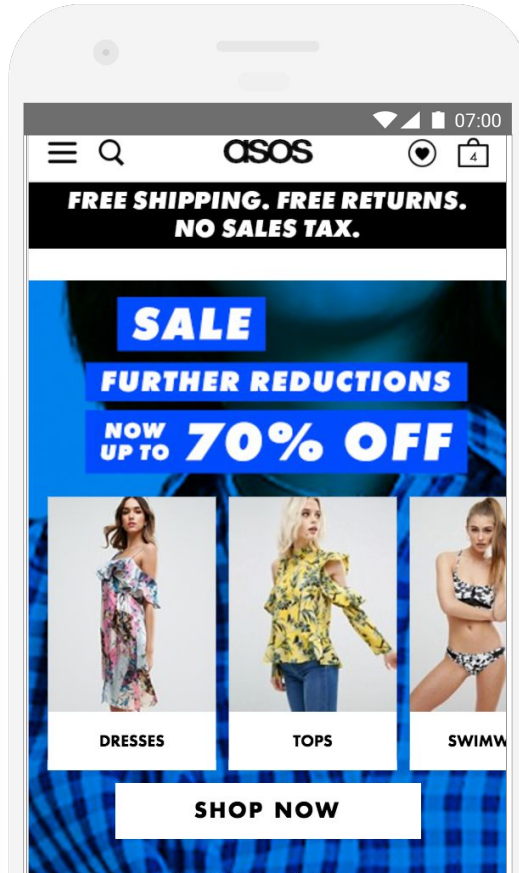


Show top categories on homepage

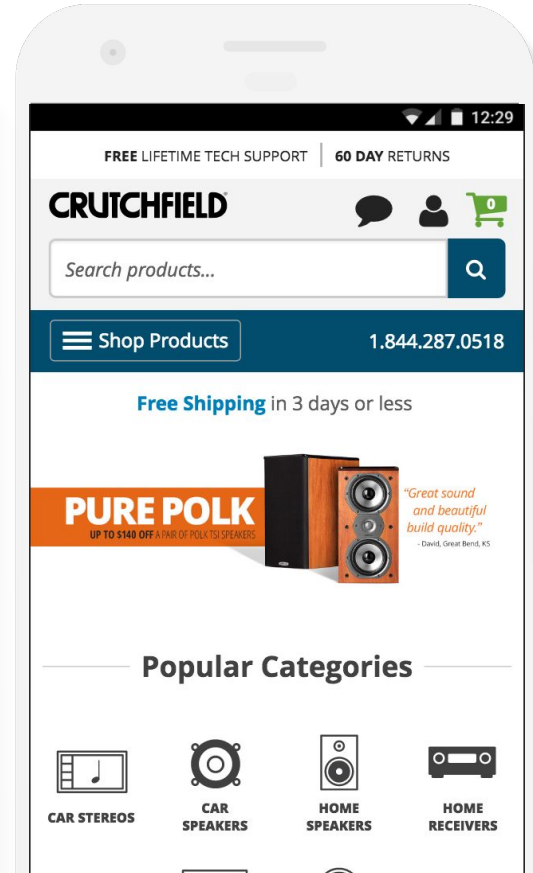
petco.com



asos.com

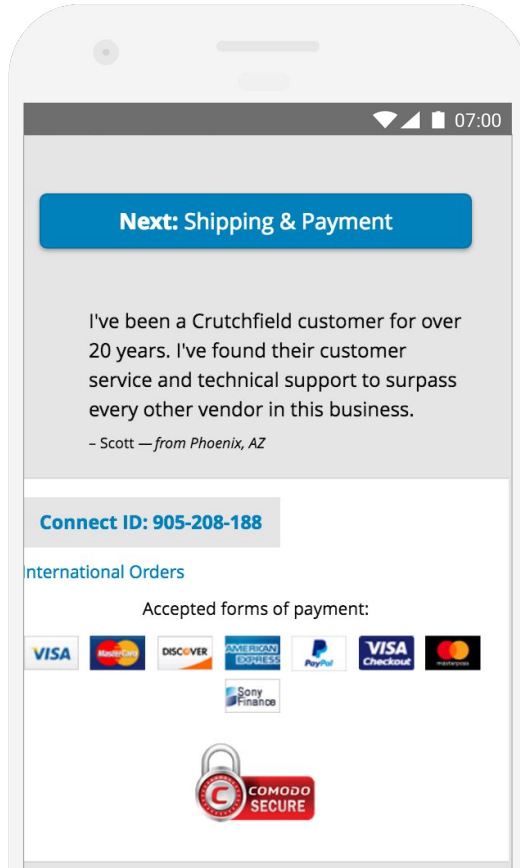


crutchfield.com

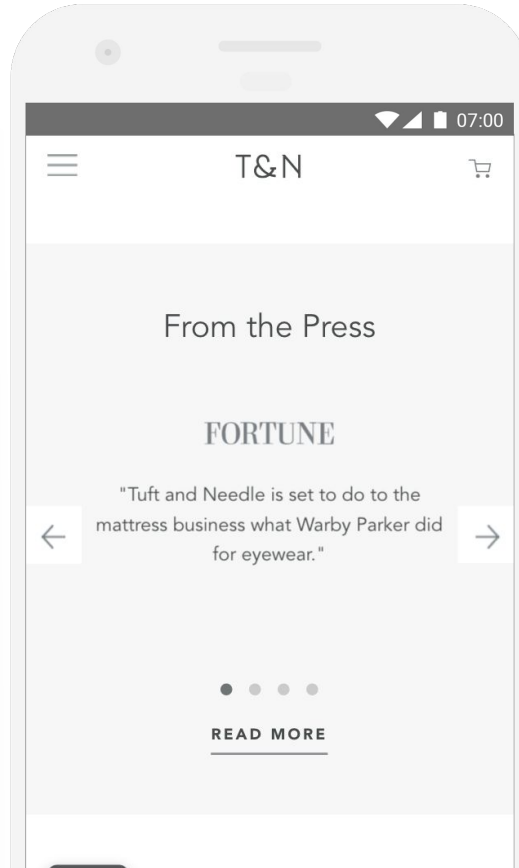


Use social proof

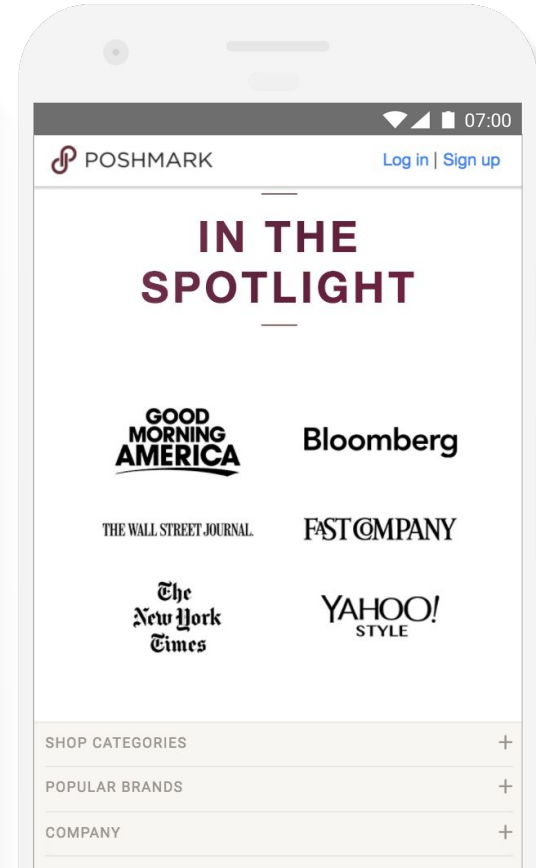
crutchfield.com



tuftandneedle.com



poshmark.com





Menu & Navigation

Playbook at a glance

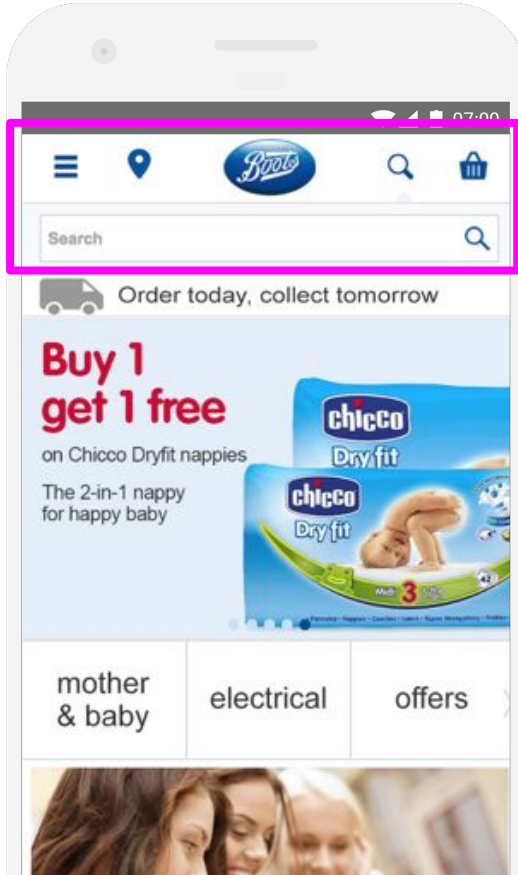
Creating frictionless experiences across the funnel (RETAIL)



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)

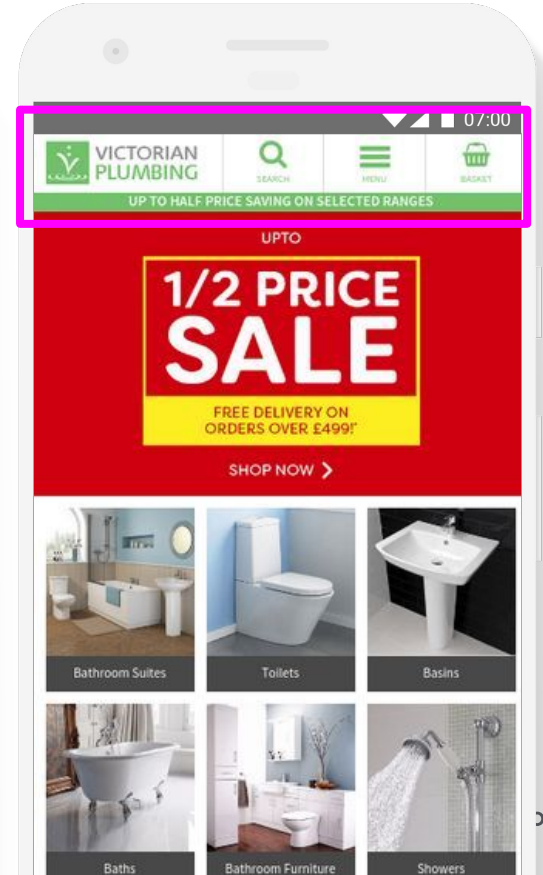
boots.com



zumiez.com

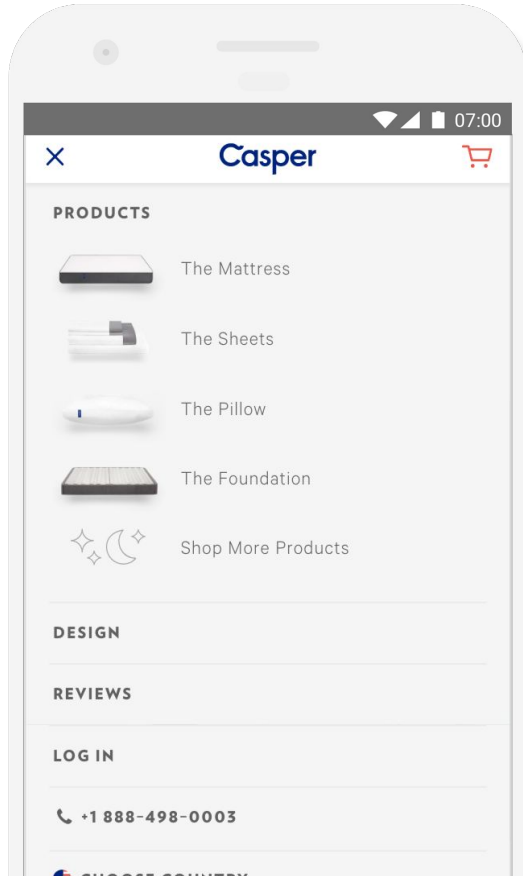


victorianplumbing.com

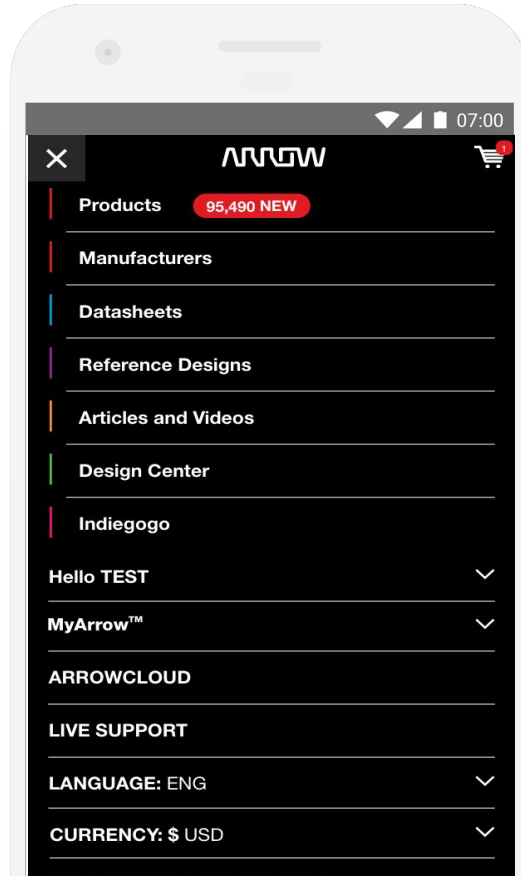


If calls are important, include phone icon/number in menu

casper.com



arrow.com

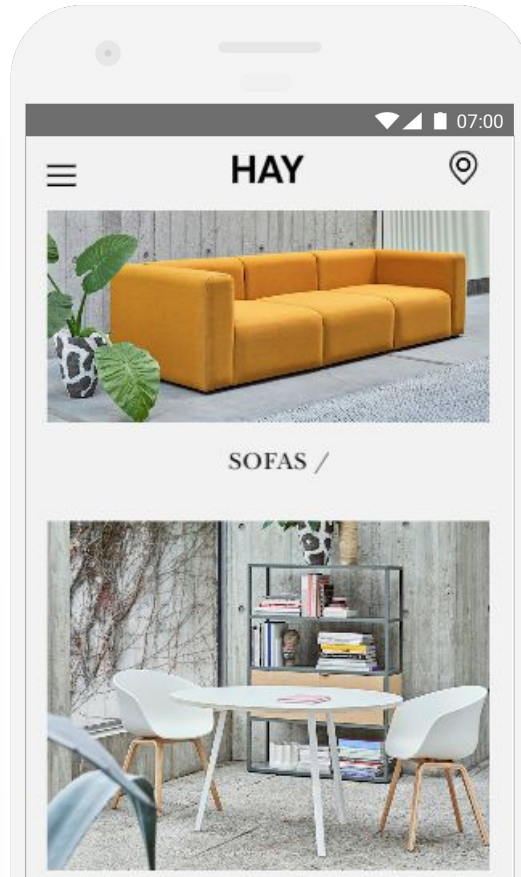


If you have a physical store, include store locator icon in header or menu

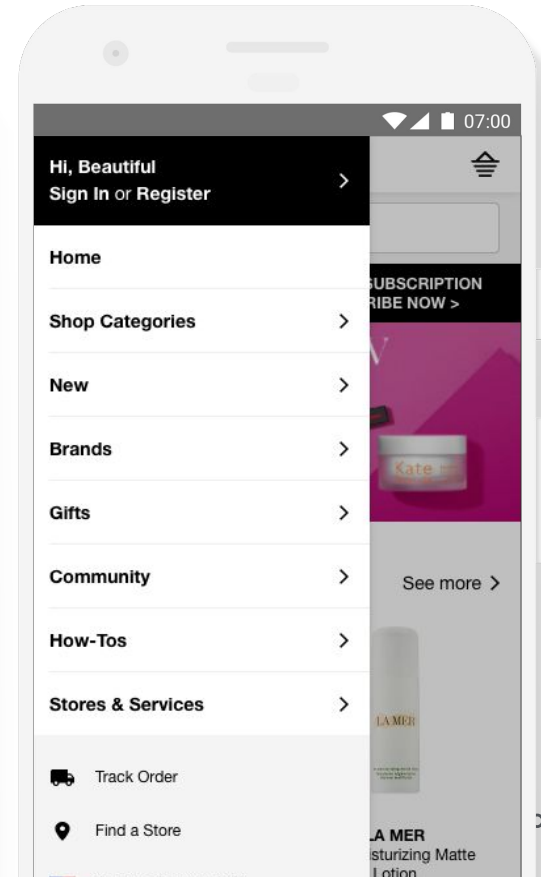
charlestyrwhitt.com



hay.com



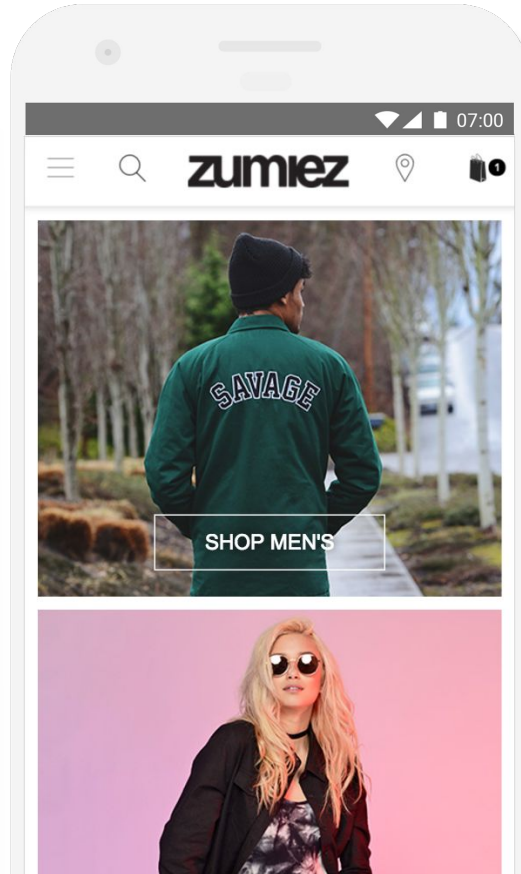
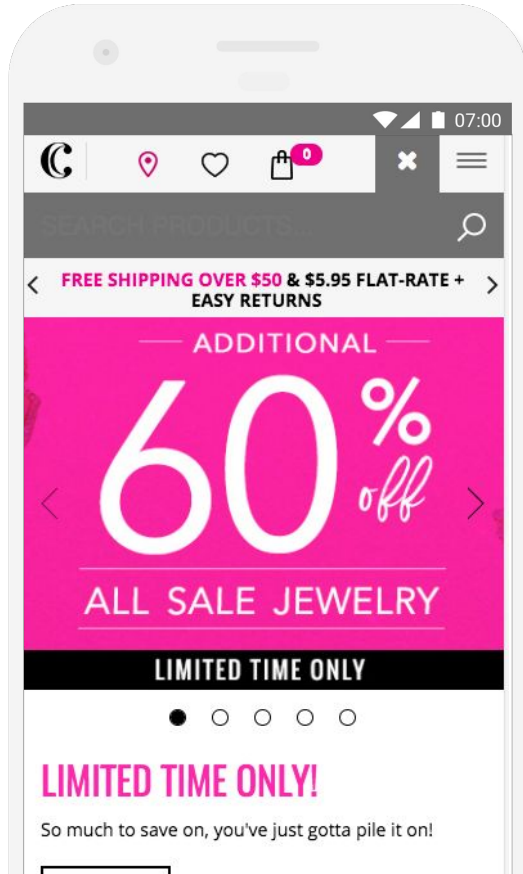
sephora.com



Additional: store location examples

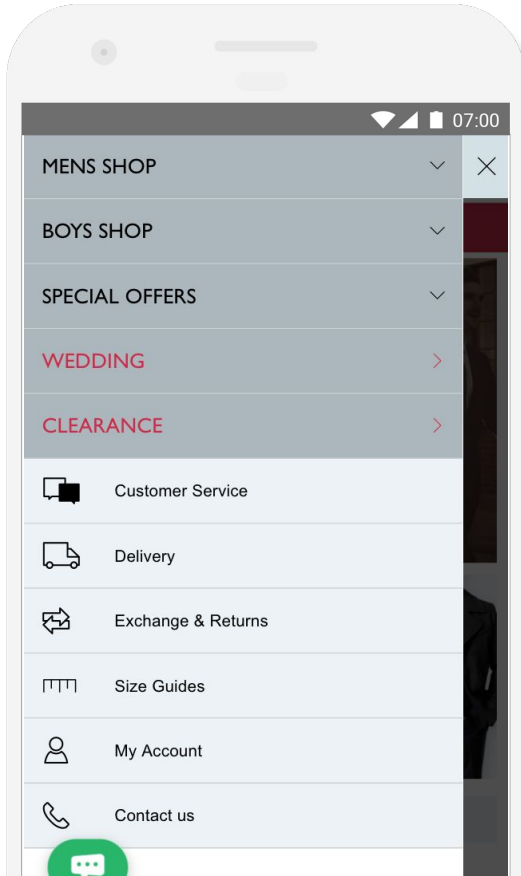
charmingcharlie.com

zumiez.com

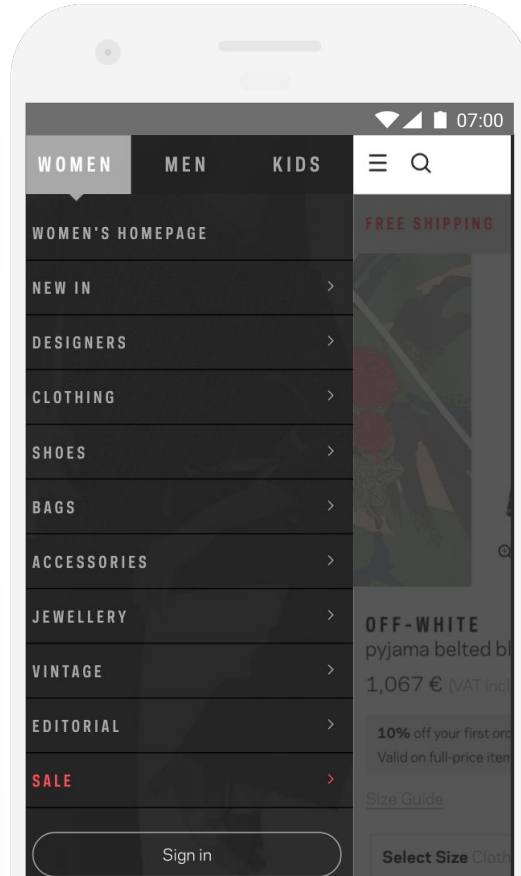


Keep the menu on one page, use a dynamic menu or expanders

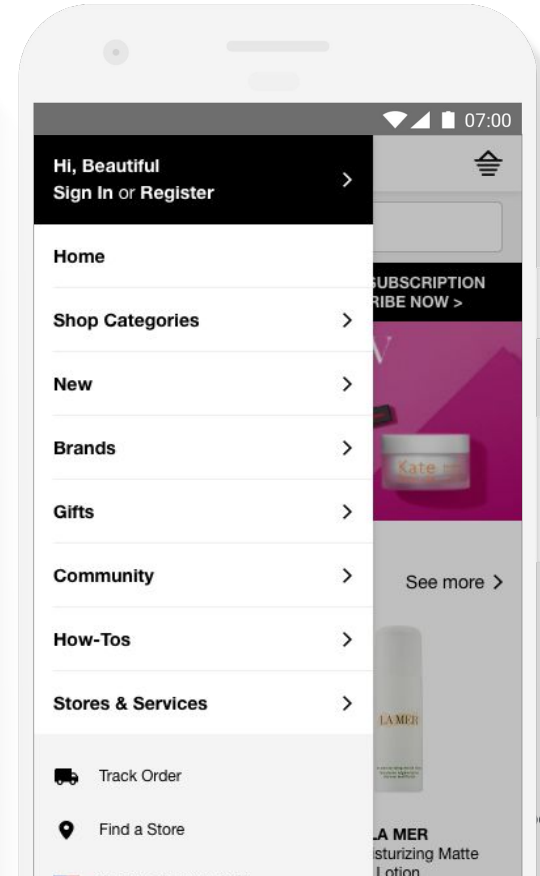
dobell.co.uk



farfetch.com

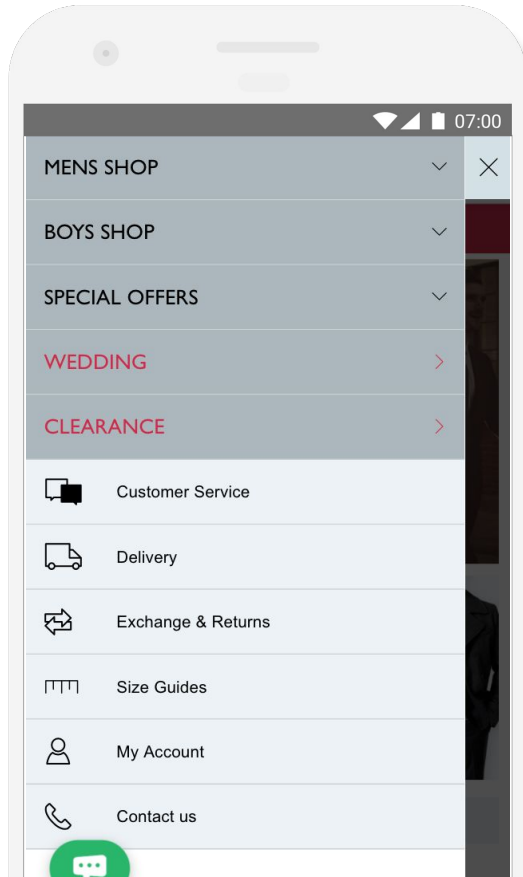


sephora.com

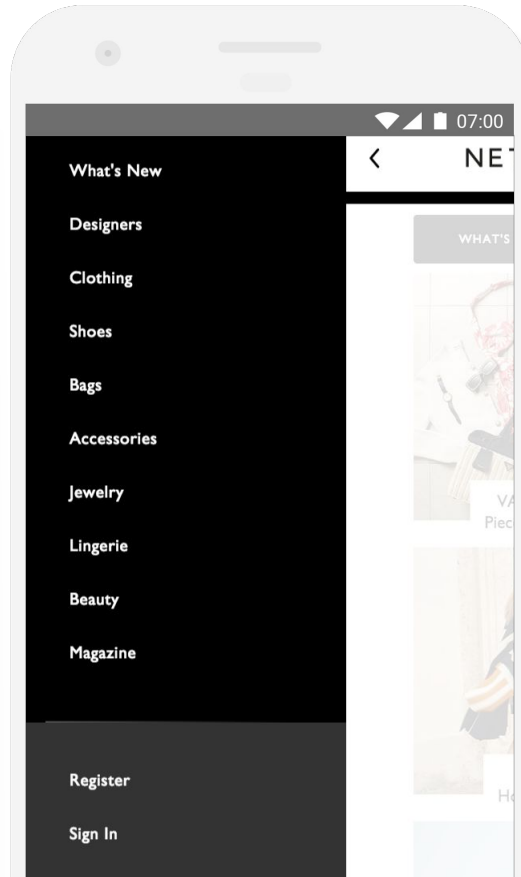


Include post-sales actions like customer service in the menu

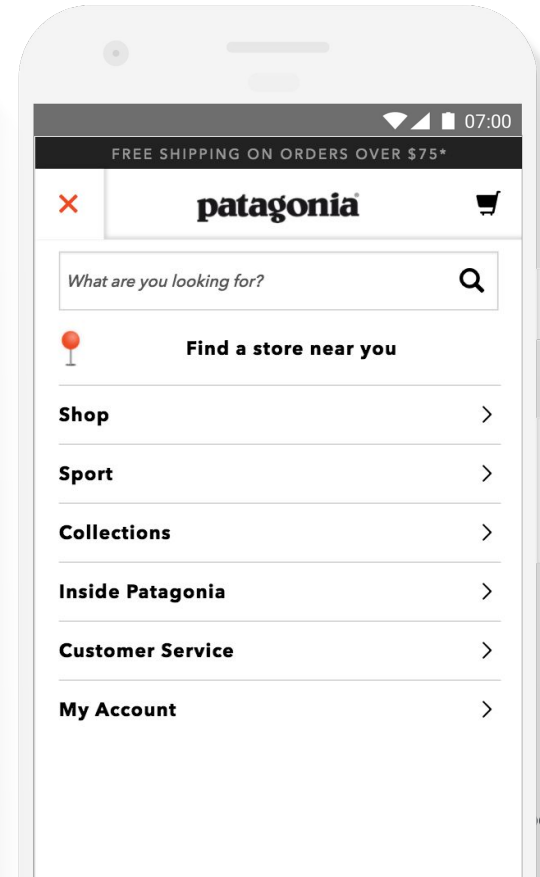
dobell.co.uk



netaporter.com

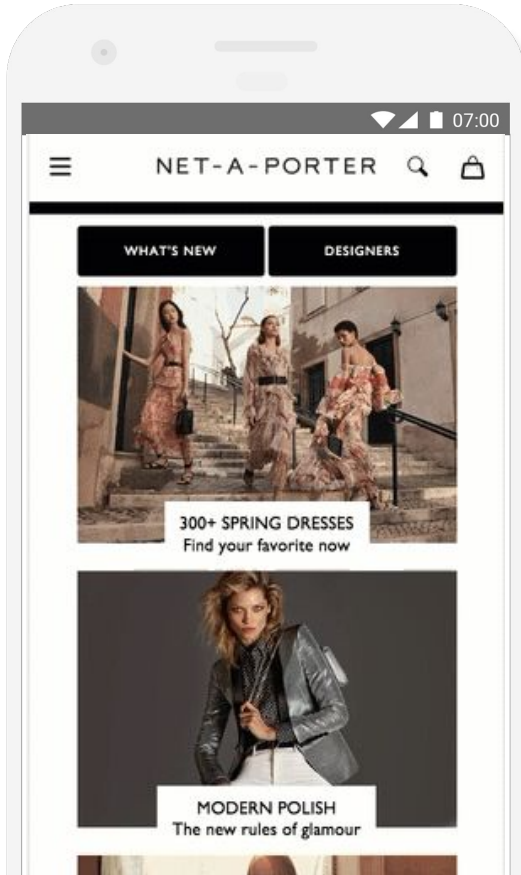


patagonia.com

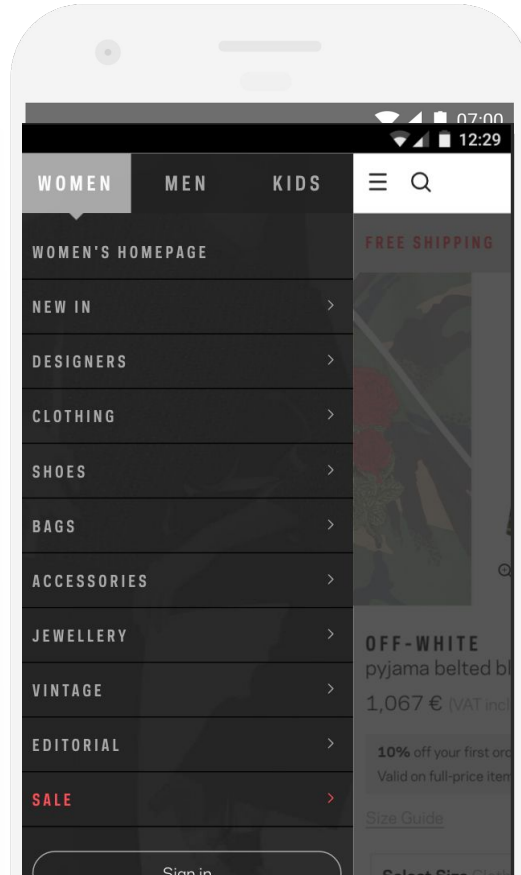


Consider implementing a dynamic menu that allows for better visual hierarchy

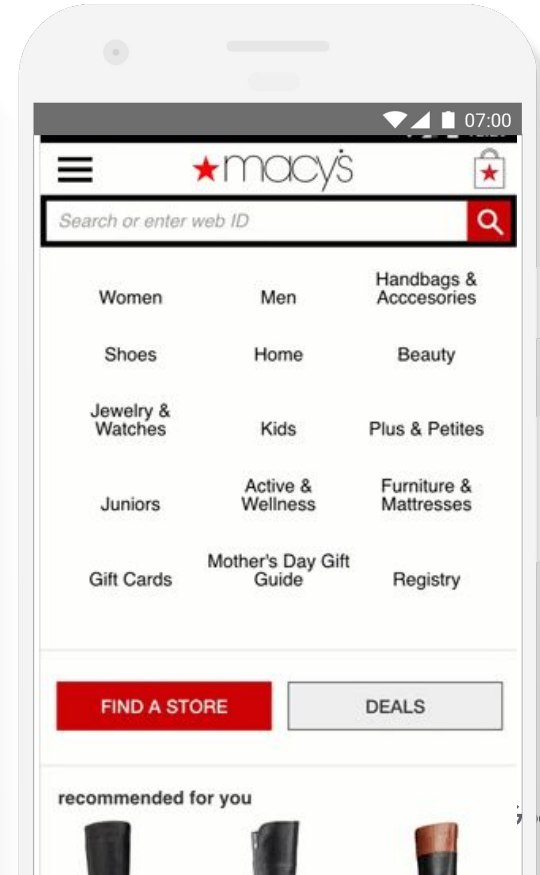
netaporter.com



farfetch.com

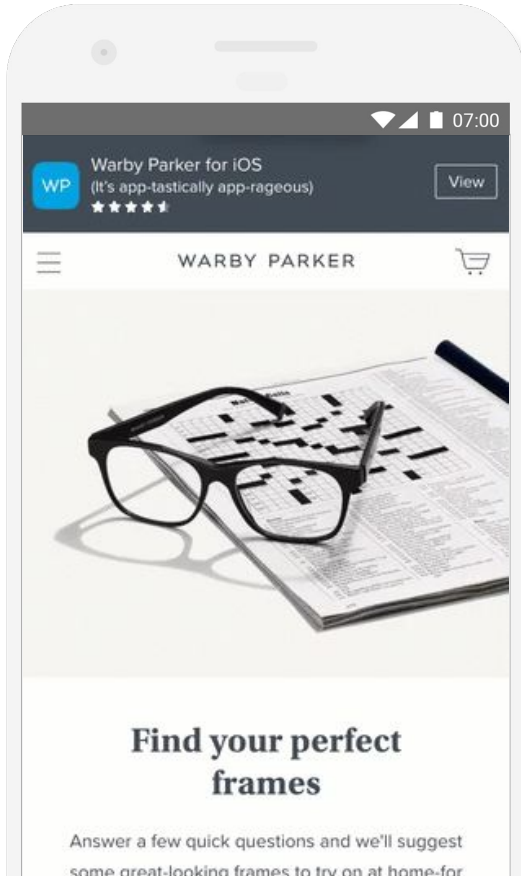


macys.com

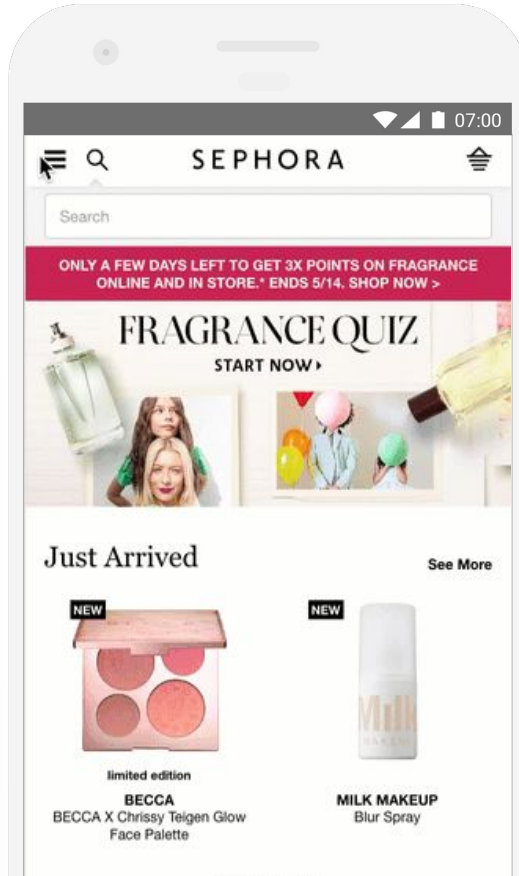


Additional: dynamic menu examples

warbyparker.com



sephora.com



patagonia.com

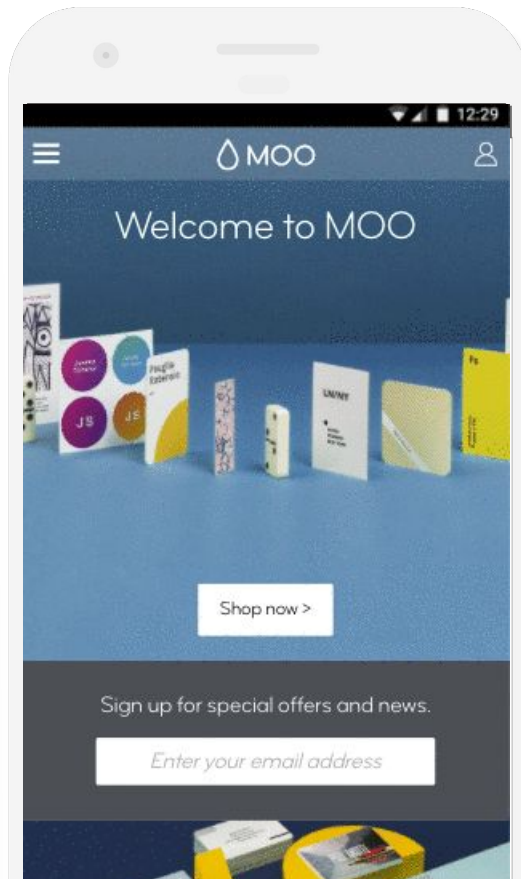


Bonus: consider a floating menu that sticks as users scroll

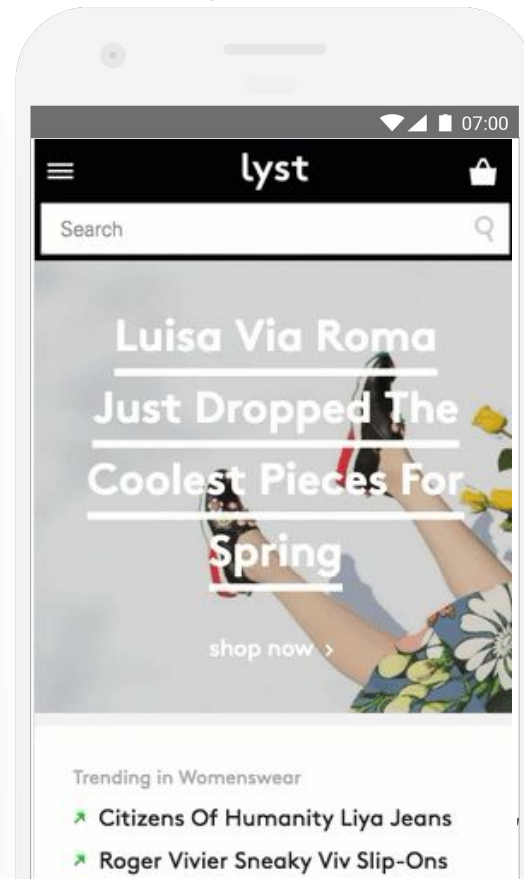
cos.com



moo.com

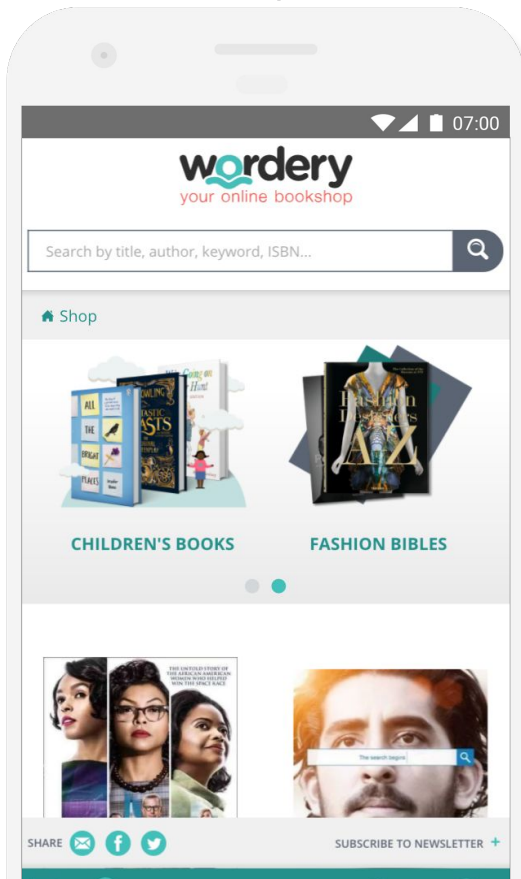


lyst.com

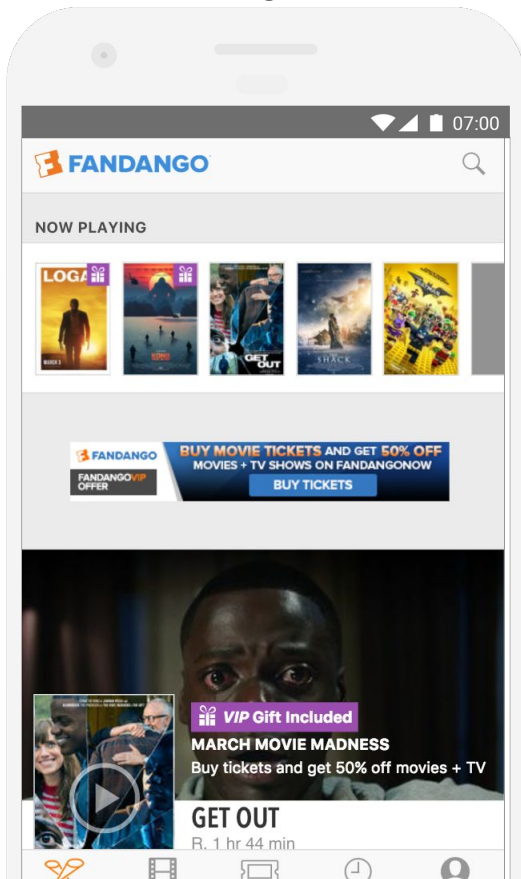


Bonus: consider bottom-down navigation

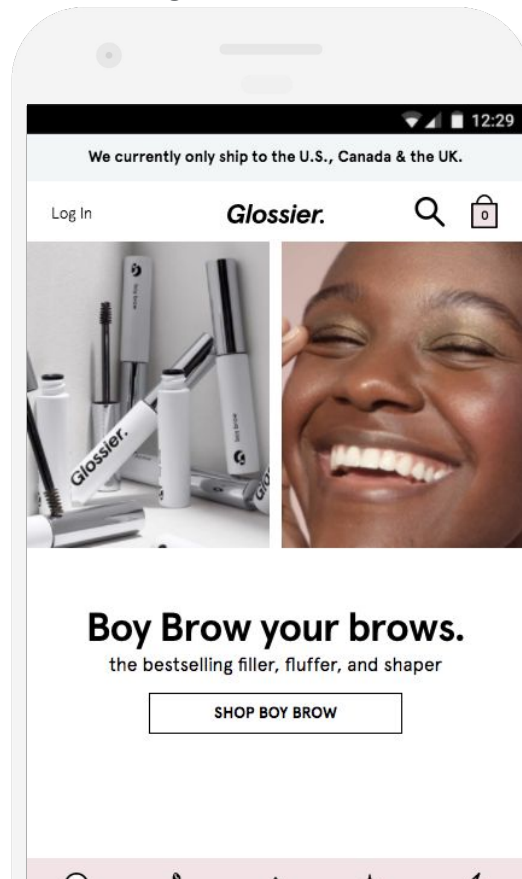
wordery.com



fandango.com



glossier.com





Search

Playbook at a glance

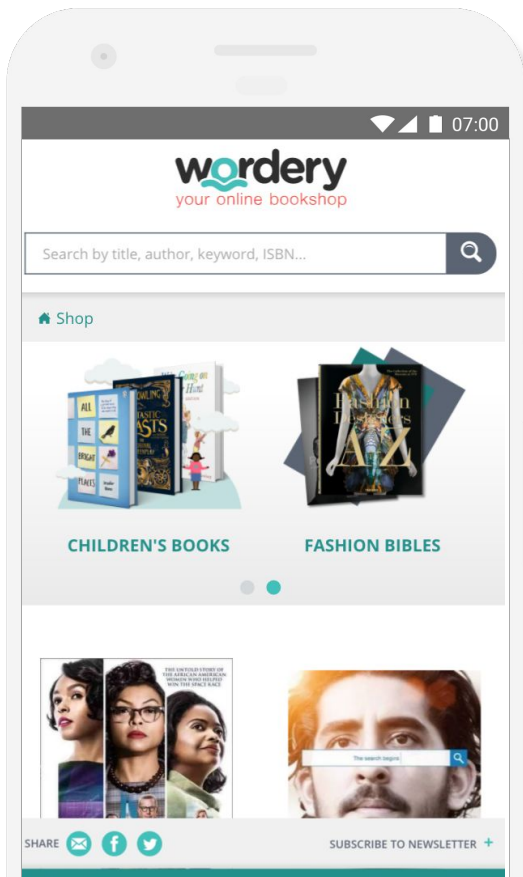
Creating frictionless experiences across the funnel (RETAIL)



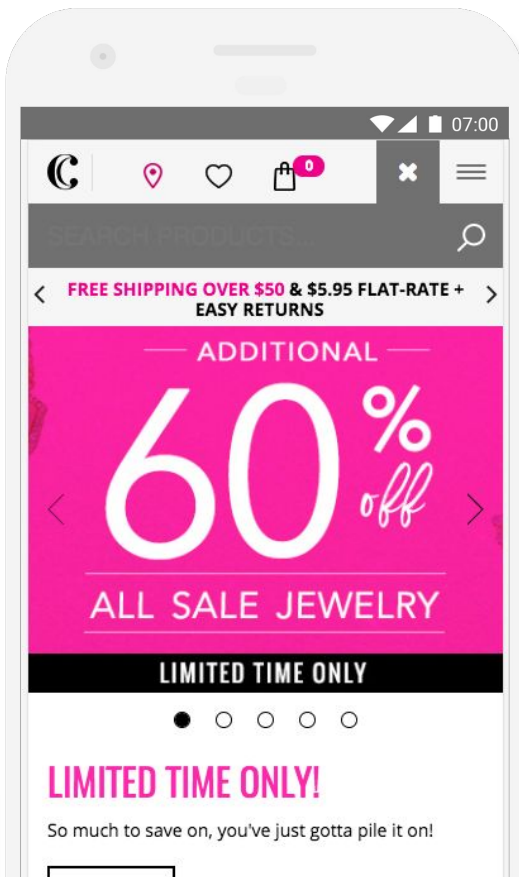
Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Include search	Hard	High	% traffic w/ searches, cvr
	Make search visible	Easy	High	% traffic w/ searches, search depth
	Use auto-suggestions	Medium	High	Bounce rate on traffic w/ searches, search depth
	Implement spelling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

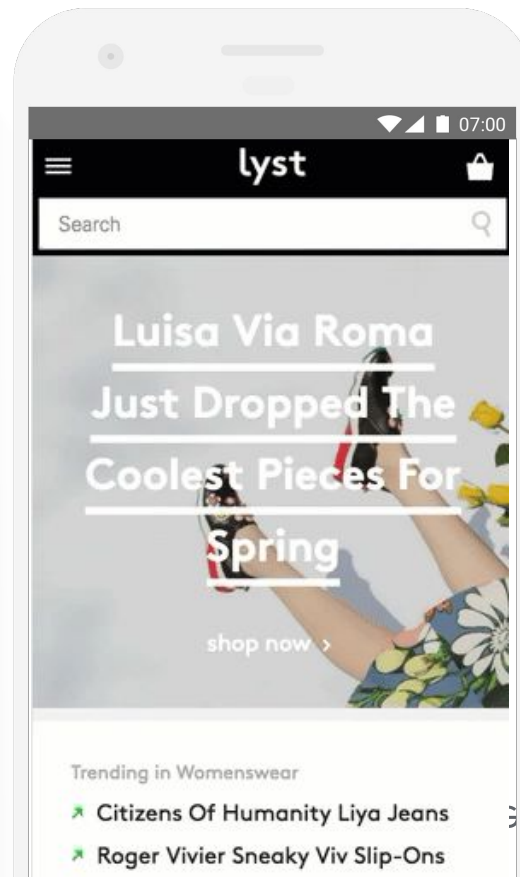
wordery.com



charmingcharlie.com

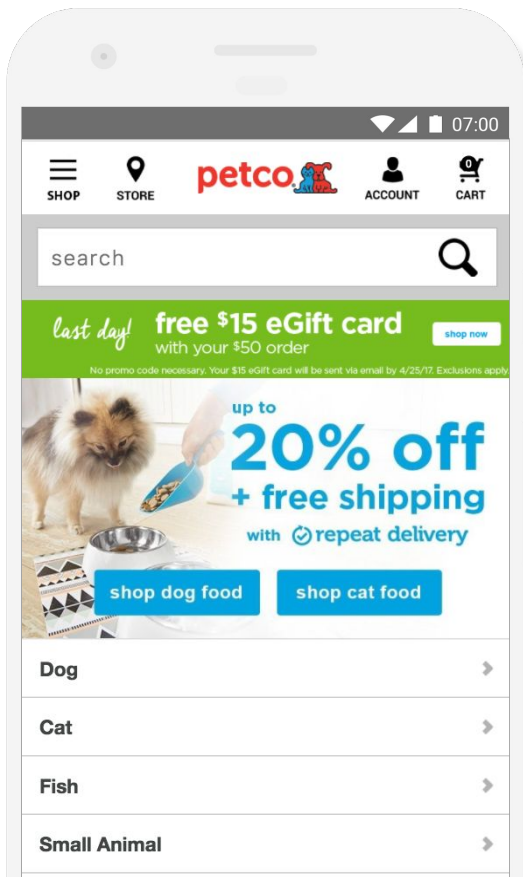


lyst.com

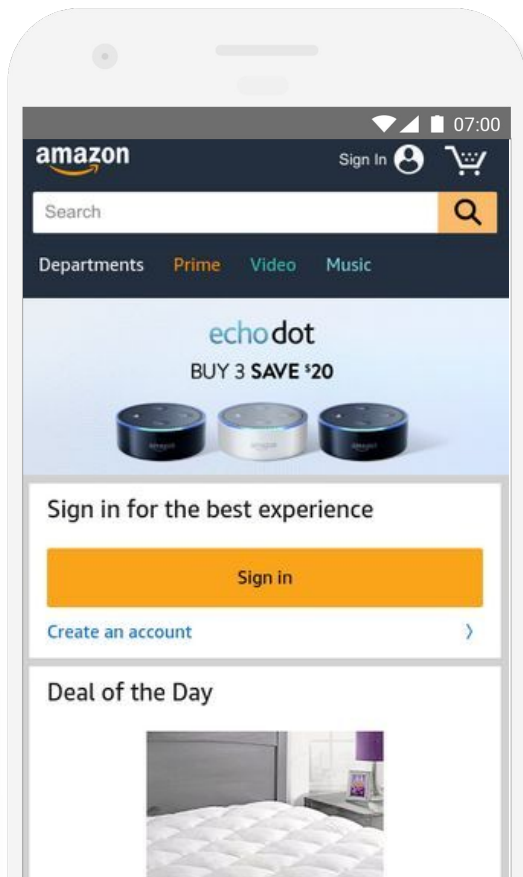


Prominent search (users that search are 200% more likely to convert on average)

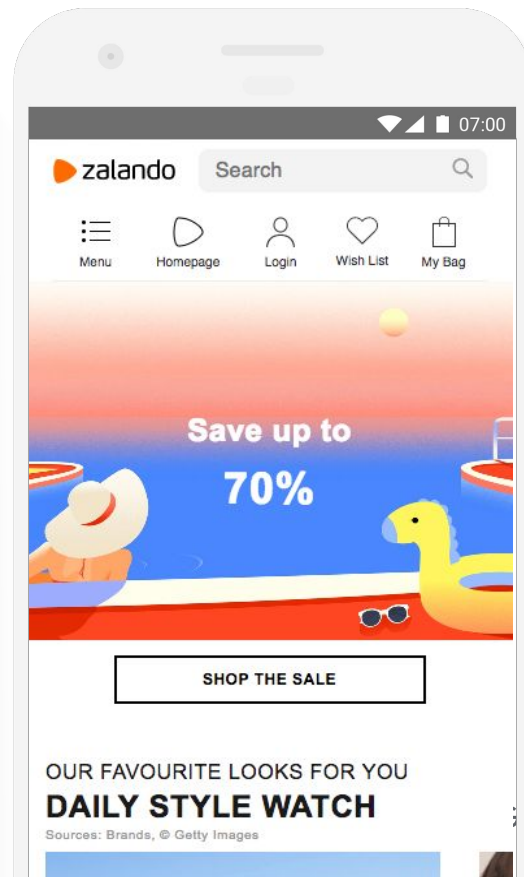
petco.com



amazon.com

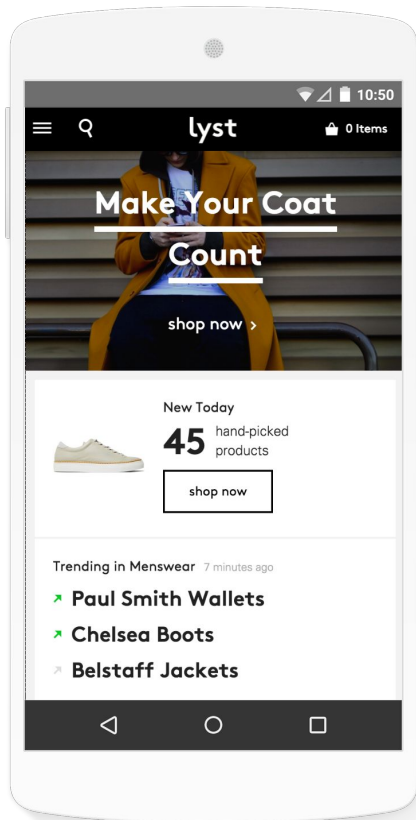


zalando.com

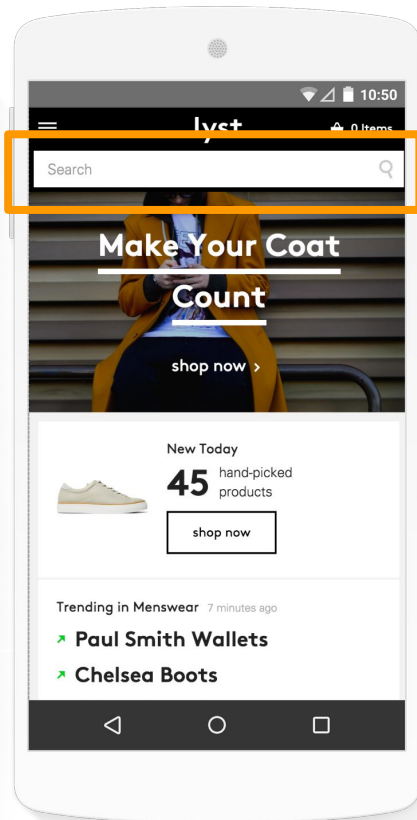


Case Study: LYST

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



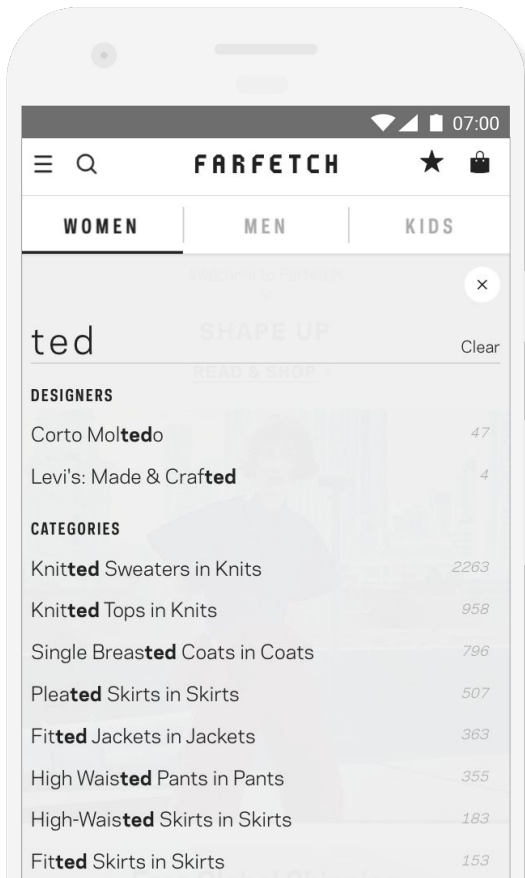
- 22% of searches give zero results
- 85% of searches don't return what the user is looking for
- 80% will abandon the website

Case studies:

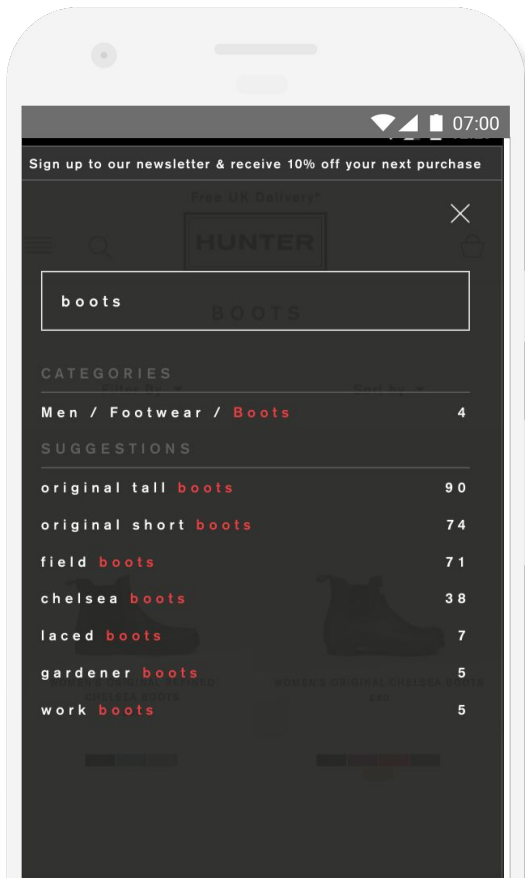
- [Lyst](#)
- [Mango](#)
- [Luisaviaroma](#)

Use auto-suggestions

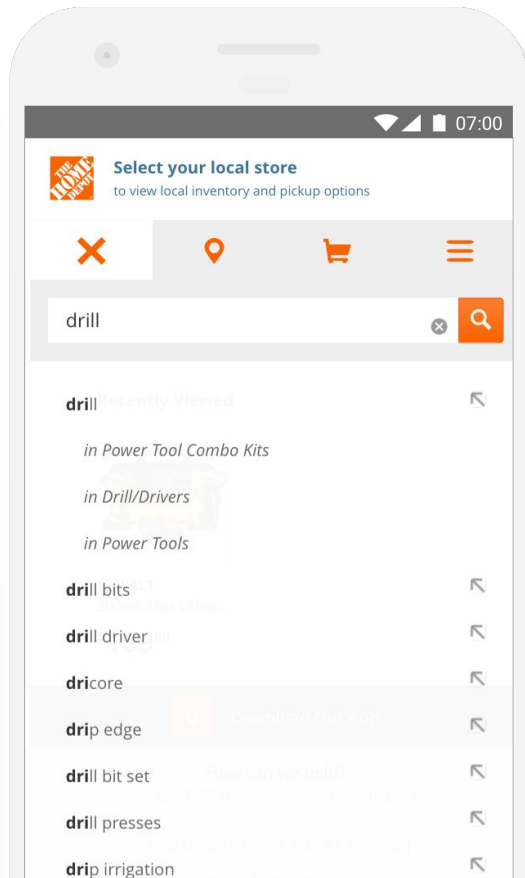
farfetch.com



hunterboots.com

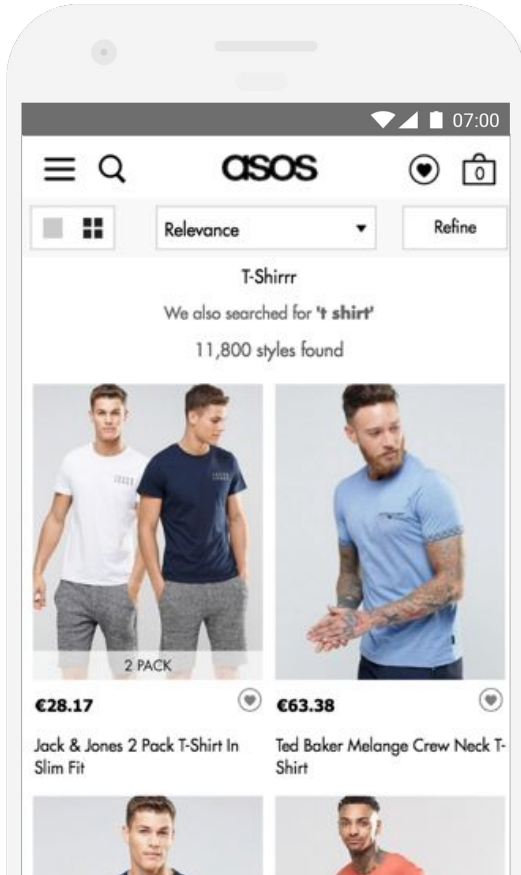


homedepot.com

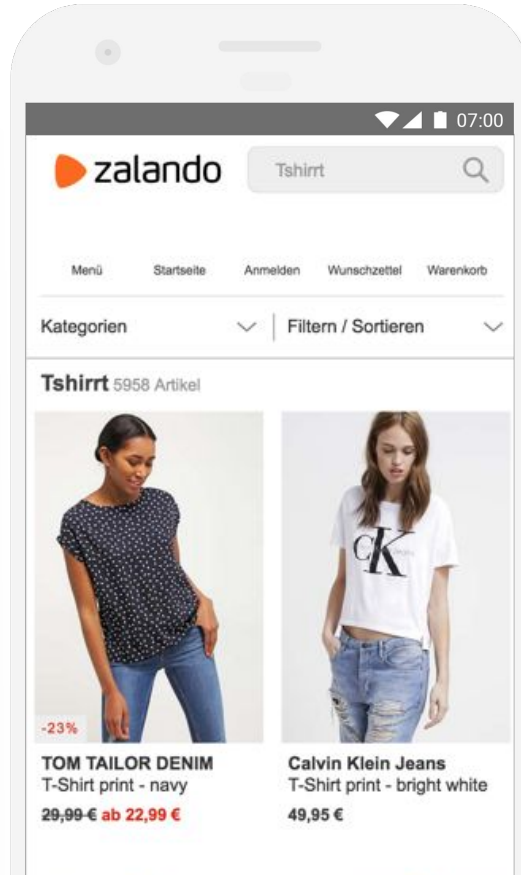


Implement spelling corrections

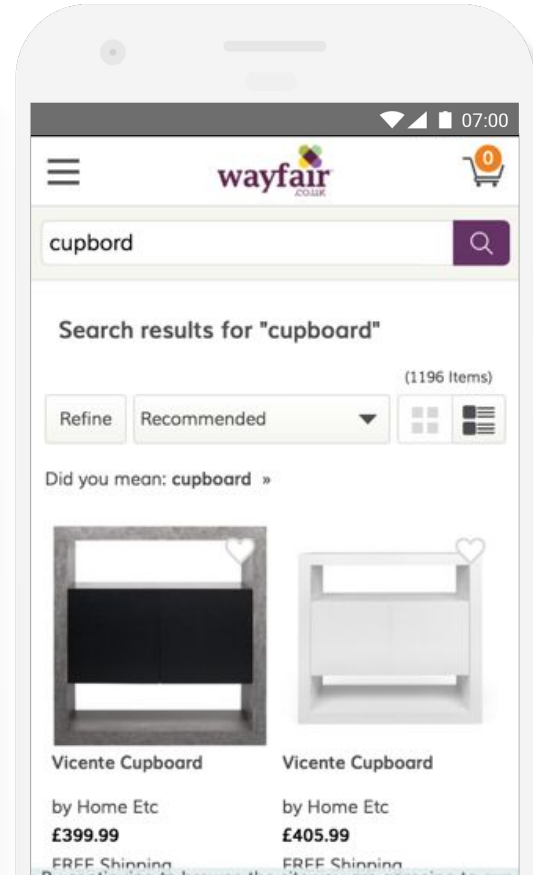
asos.com



zalando.com

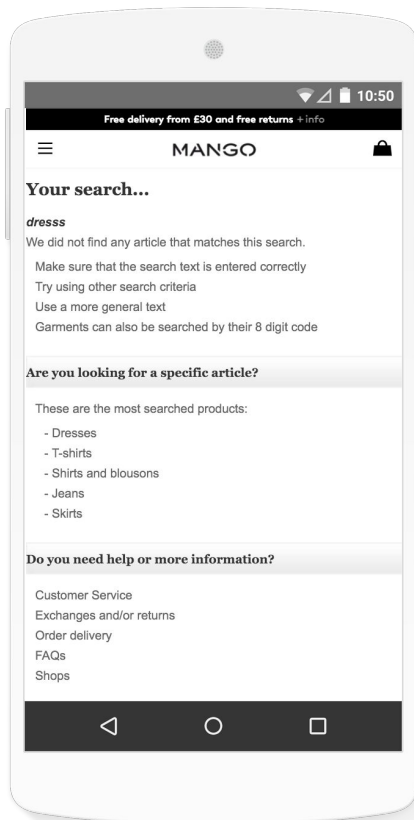


wayfair.com

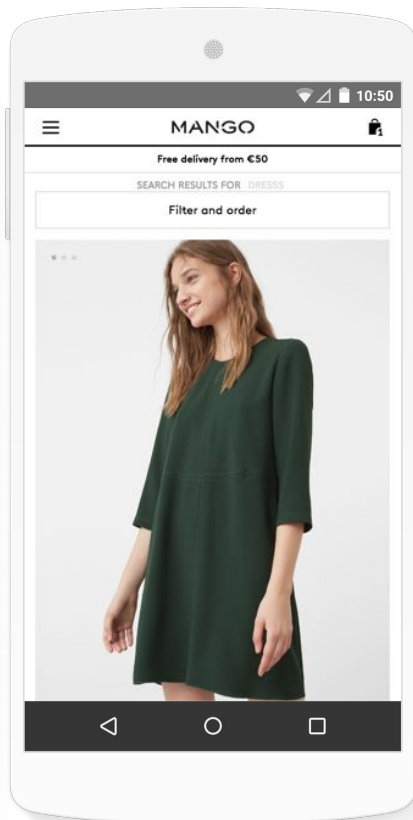


Case Study: MANGO

Before: No typo correction



After: Automatic correction



Results:

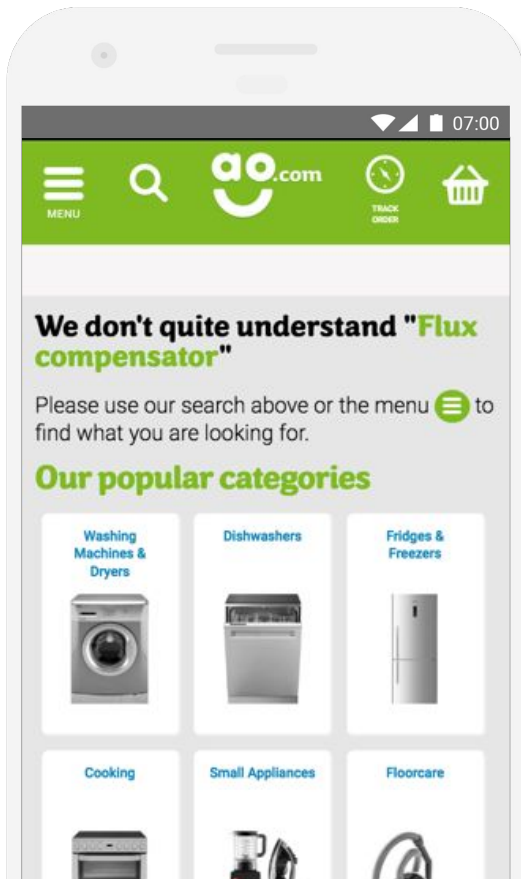
Improved search-- Implemented algorithm to correct for typos and show results among other changes.

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

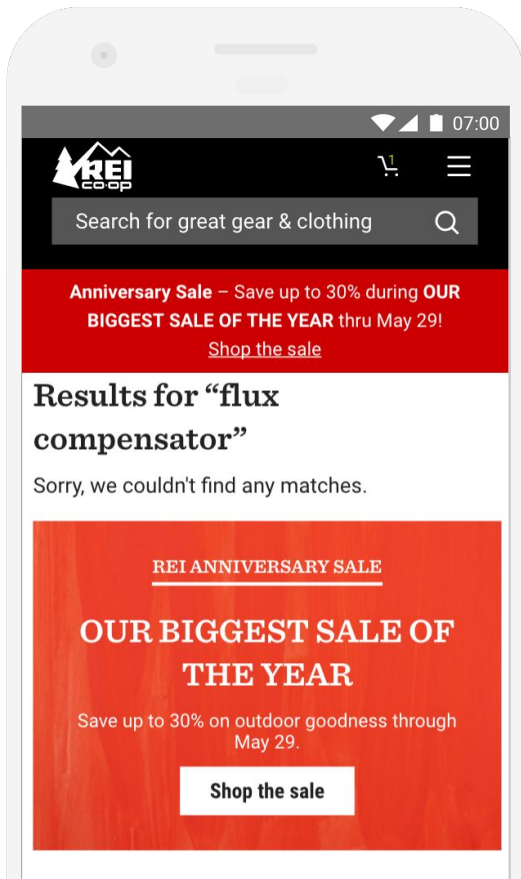
[Full case study link](#)

Always return results

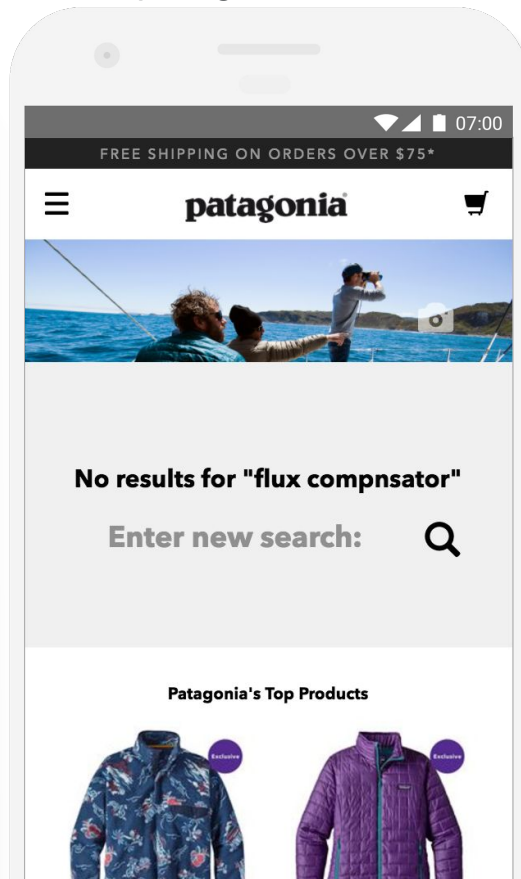
ao.com



rei.com

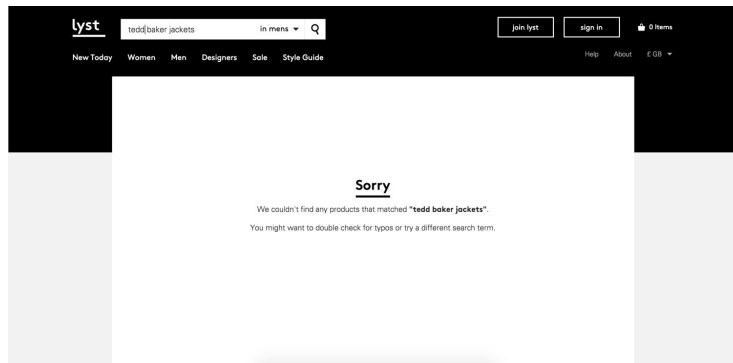


patagonia.com

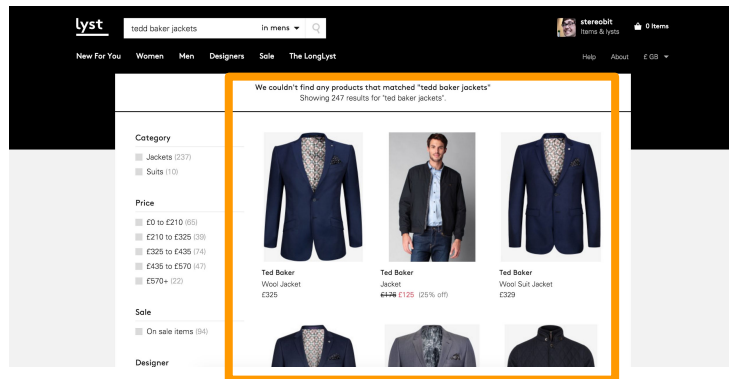


Case Study: LYST

Before: No typo correction



After: Automatic correction



Results:

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

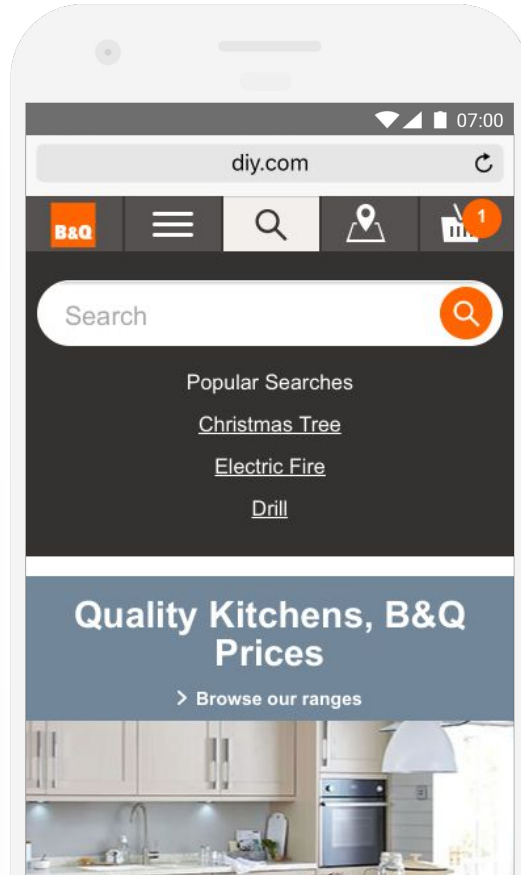
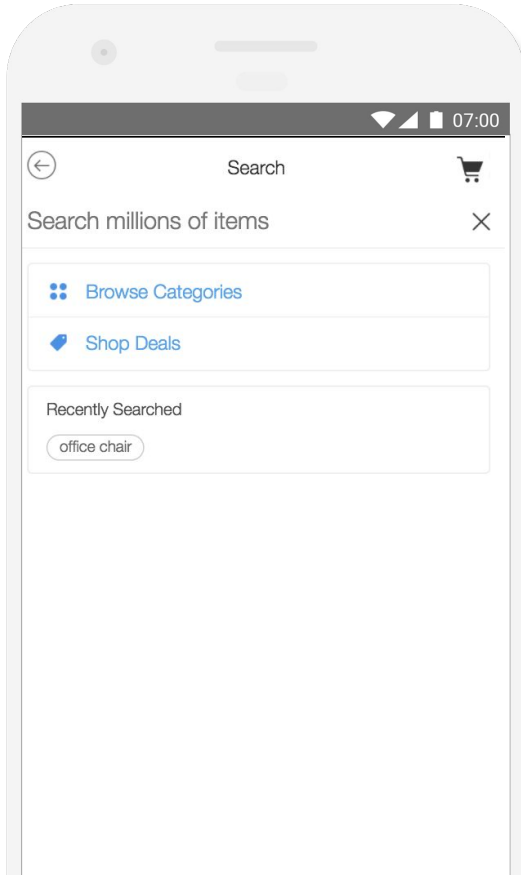
Increased page views **15%**

[Case study link](#)

Include previous or past searches

m.staples.com

diy.com





Category/Product

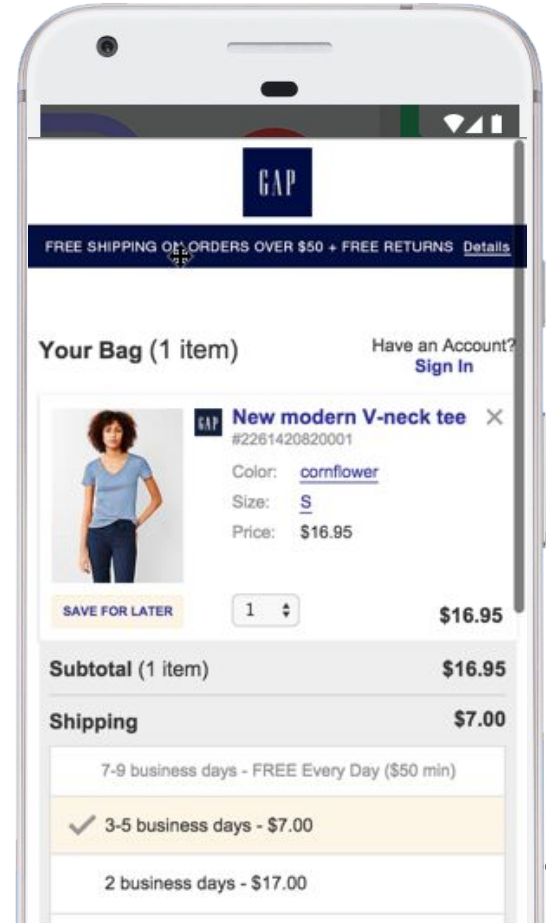
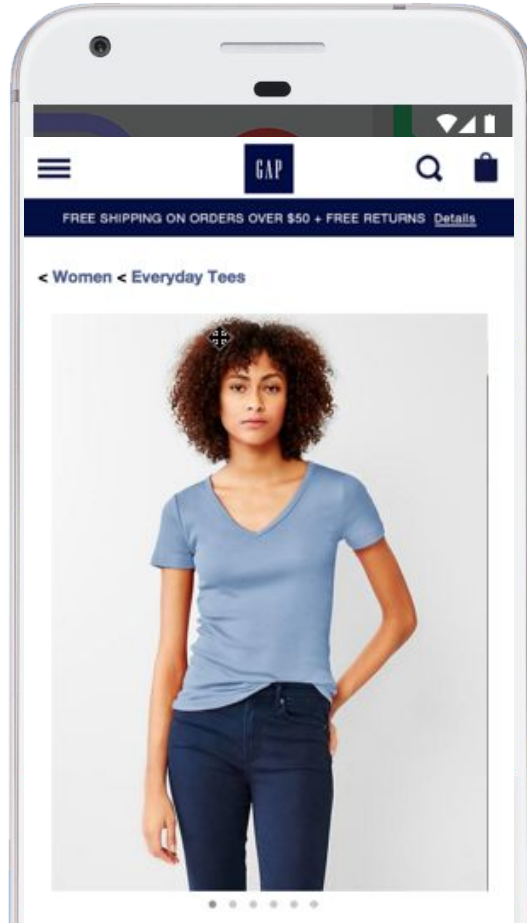
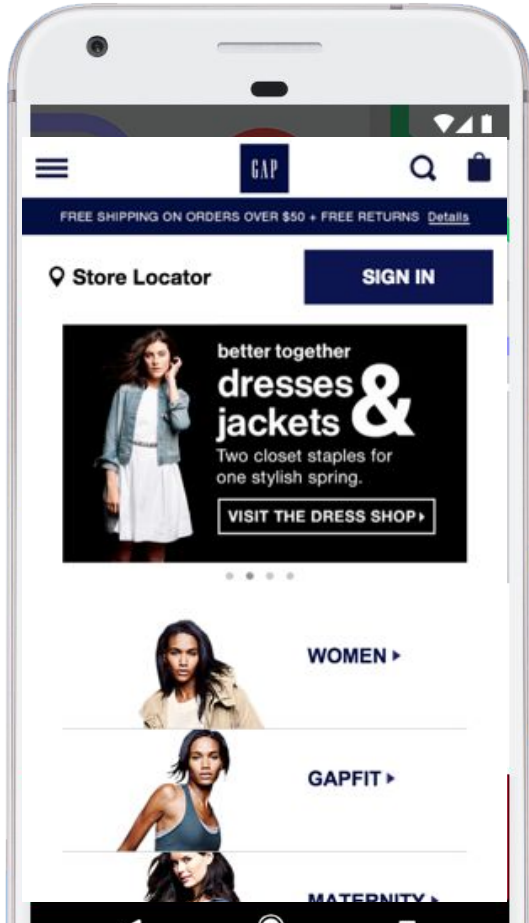
Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)



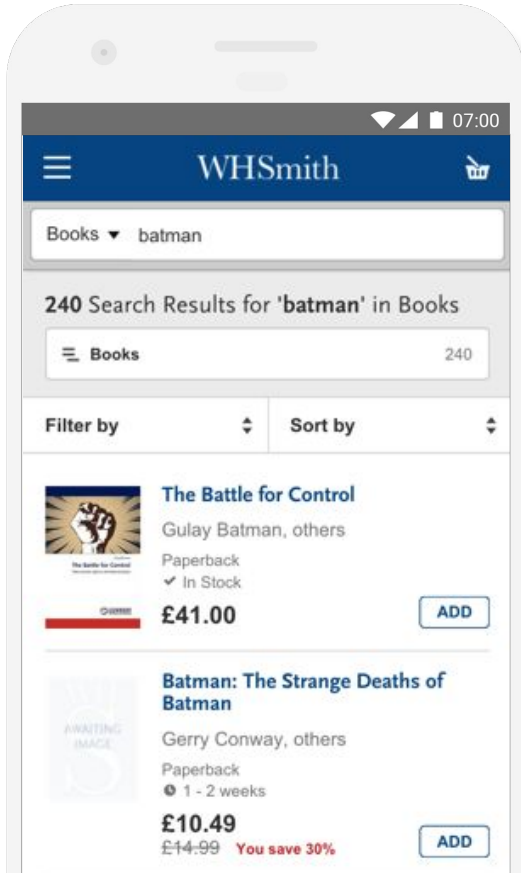
Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Have a value prop at every point in the funnel, including category and product pages	Easy	High	cvr, exit rate after add to cart
	Allow users to sort/filter large number of products easily	Medium	High	bounce rate on category/search 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

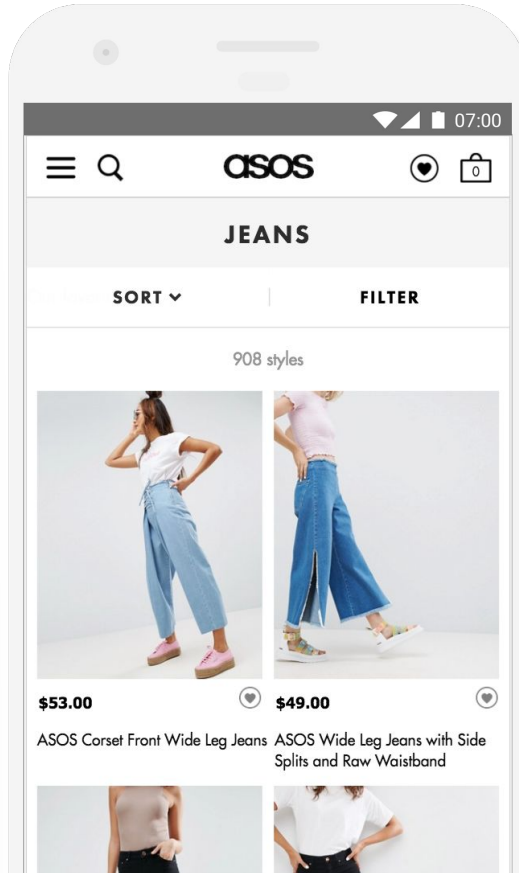


Enable users to easily sort/filter for products

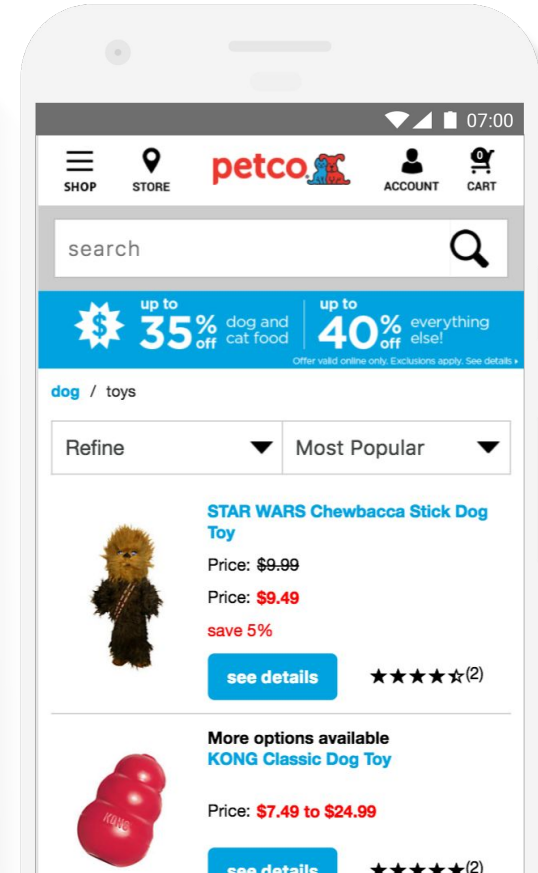
whsmith.com



asos.com

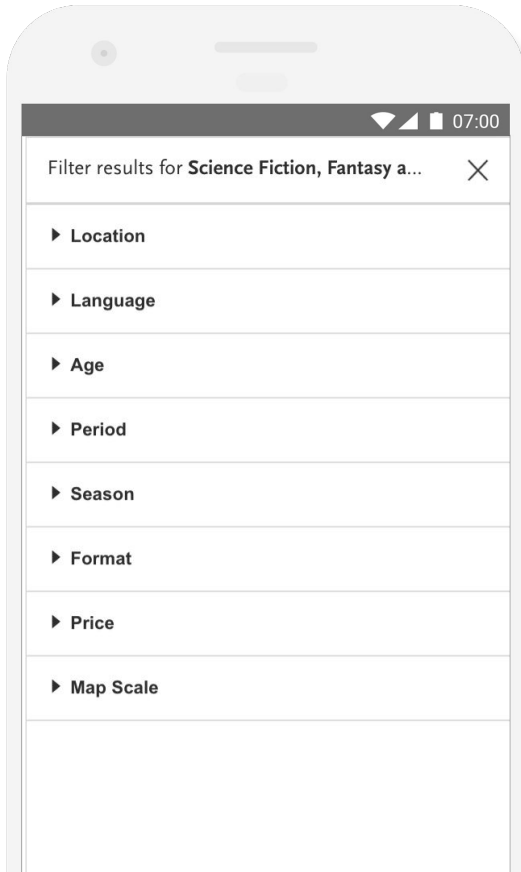


petco.com

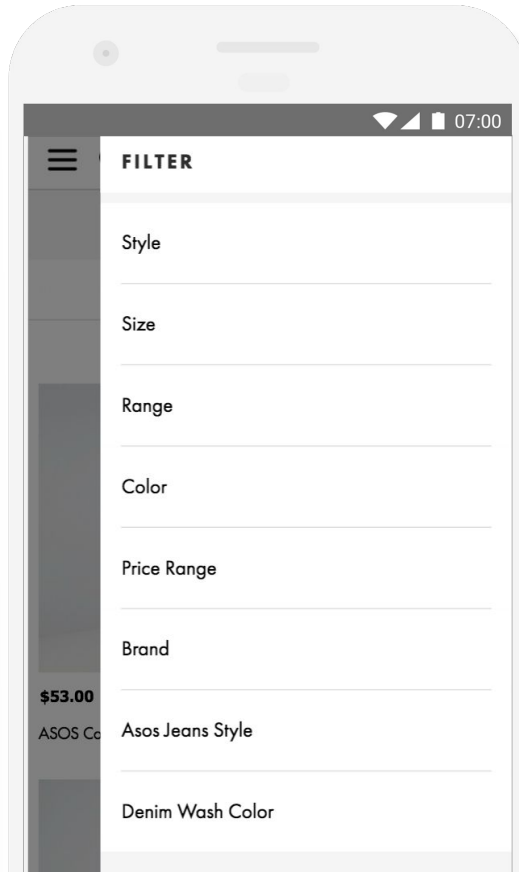


Make sure filtering is useful

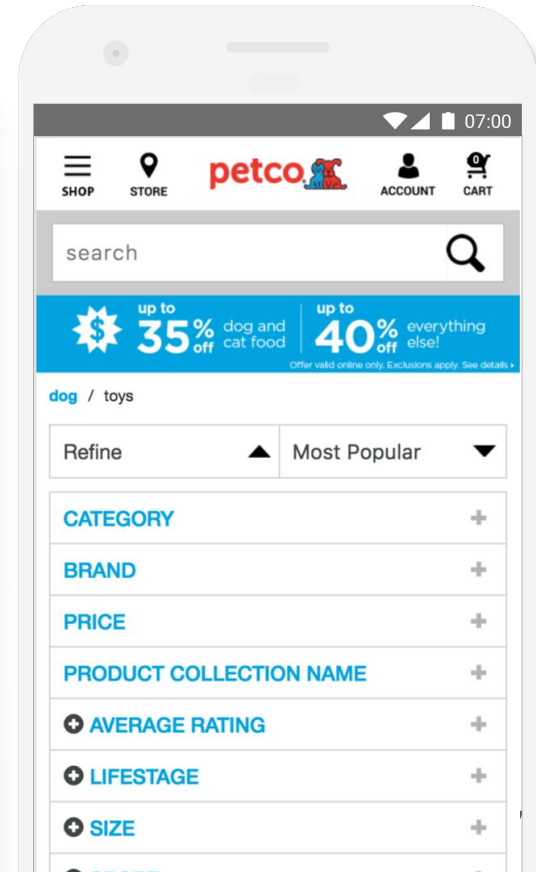
amazon.com



asos.com

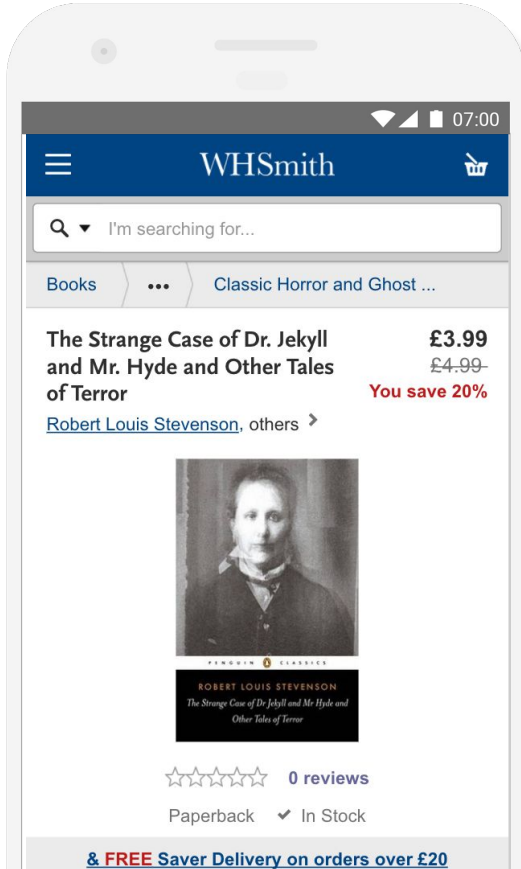


petco.com

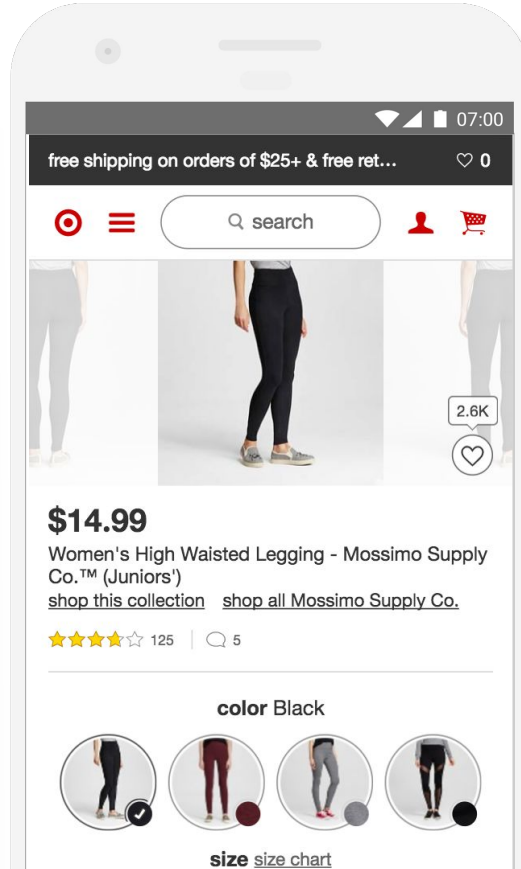


Have price info above the fold on product pages

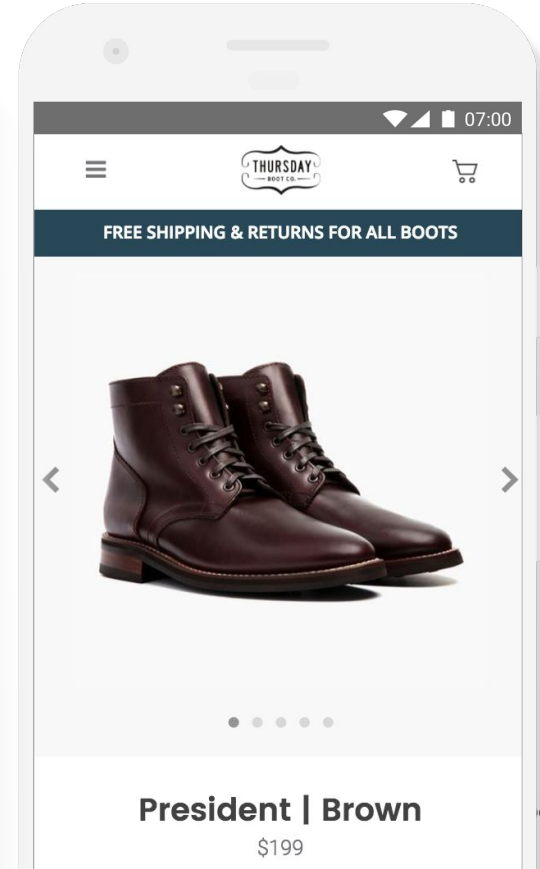
whsmith.com



target.com

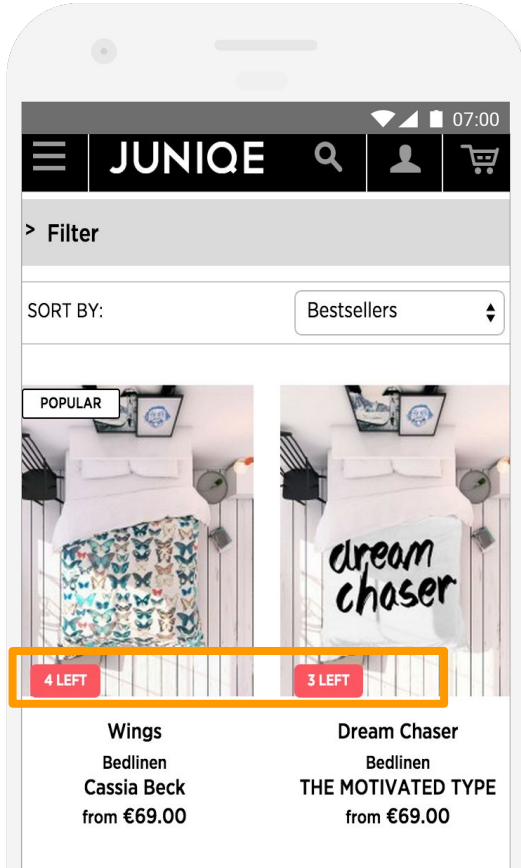


thursdayboots.com

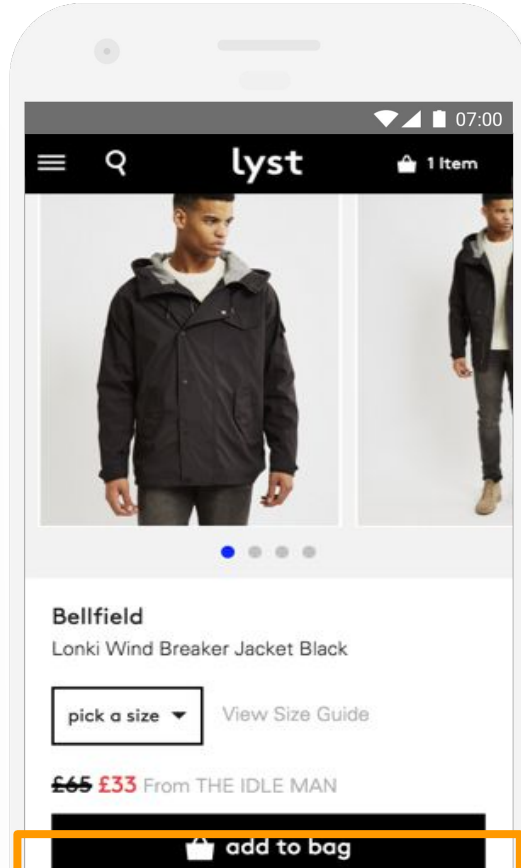


Add urgency elements

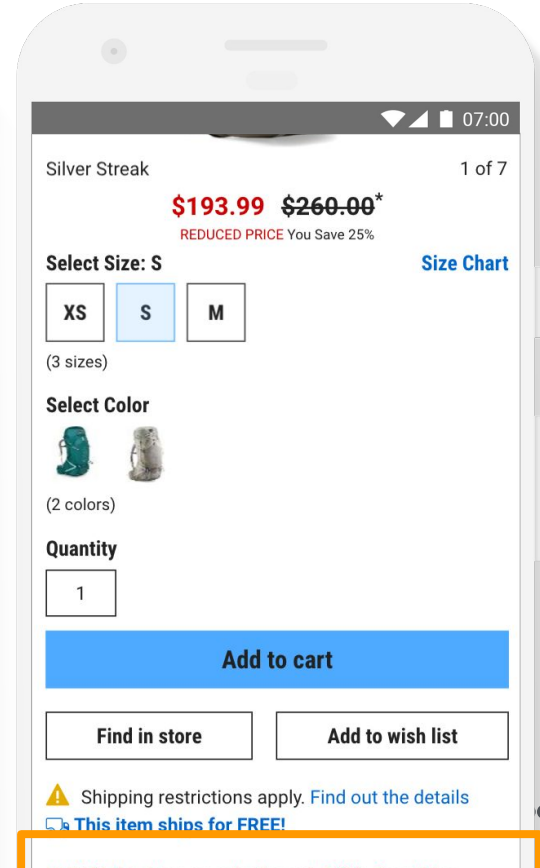
junique.com



lyst.com



rei.com



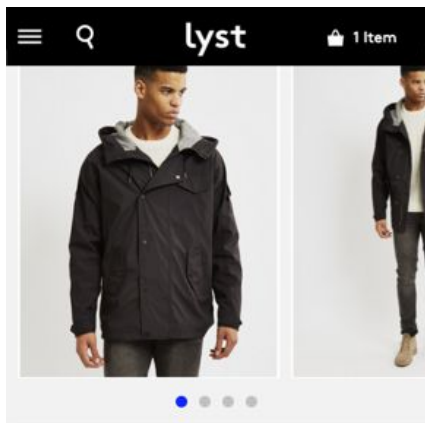
Research

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



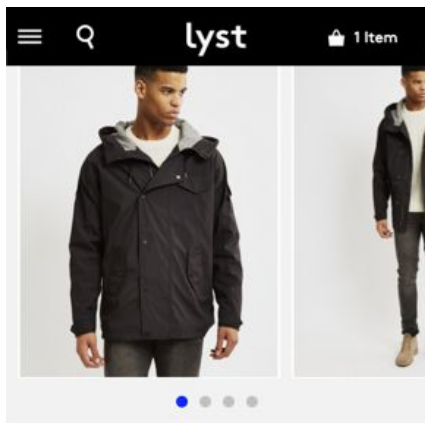
Bellfield
Lonki Wind Breaker Jacket Black

pick a size ▾ View Size Guide

~~£65~~ **£33** From THE IDLE MAN

 add to bag


Before



Bellfield
Lonki Wind Breaker Jacket Black

pick a size ▾ View Size Guide

~~£65~~ **£33** From THE IDLE MAN

 add to bag

Hurry! This item is **selling fast**

After

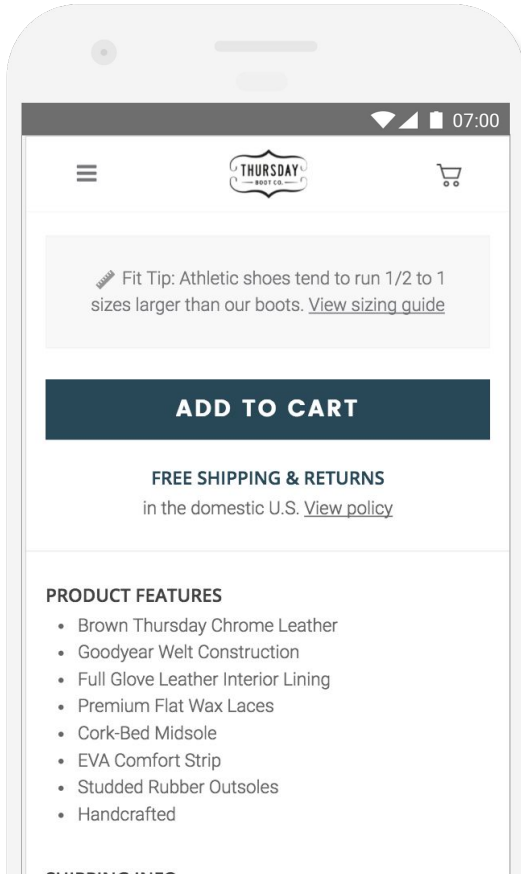
Highlighted urgency - By showing on product pages items selling quickly

Result: 17% increase in CVR

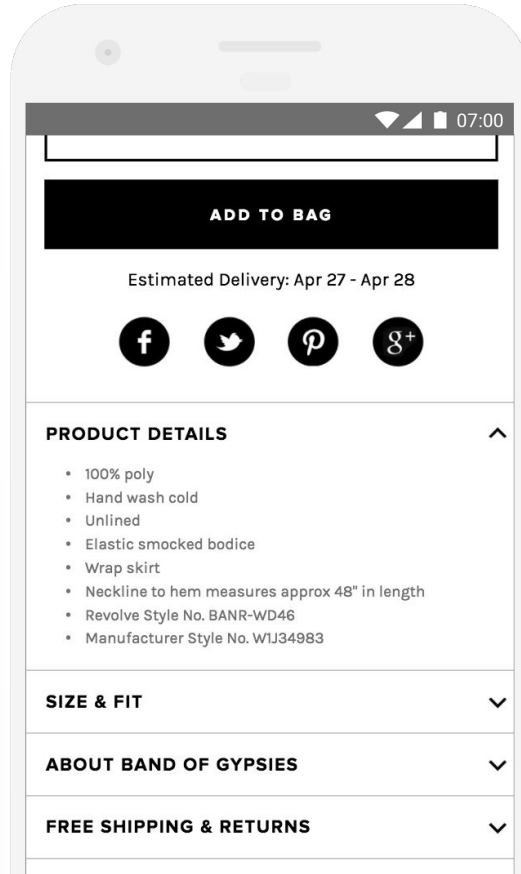
[Case study link](#)

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

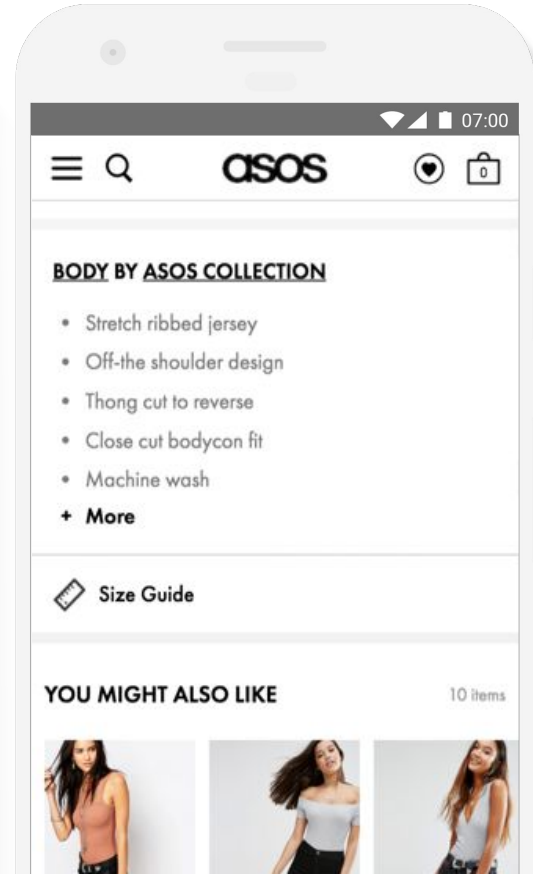
thursdayboots.com



revolve.com

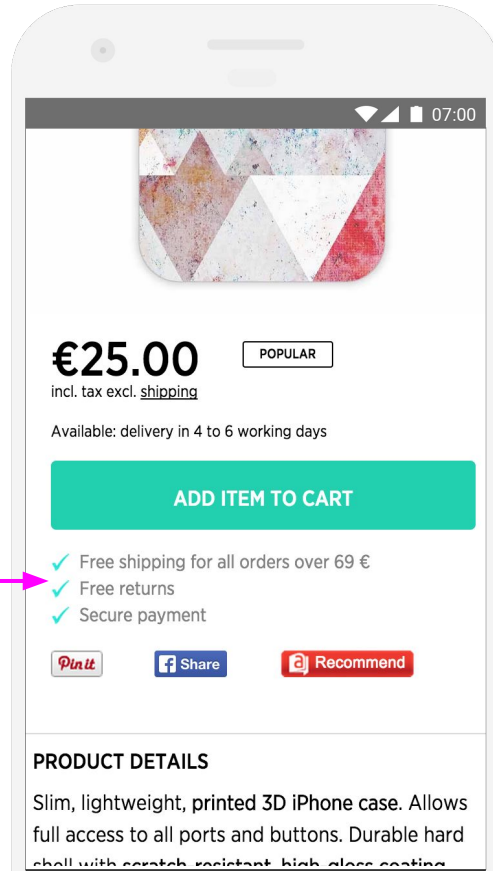


asos.com

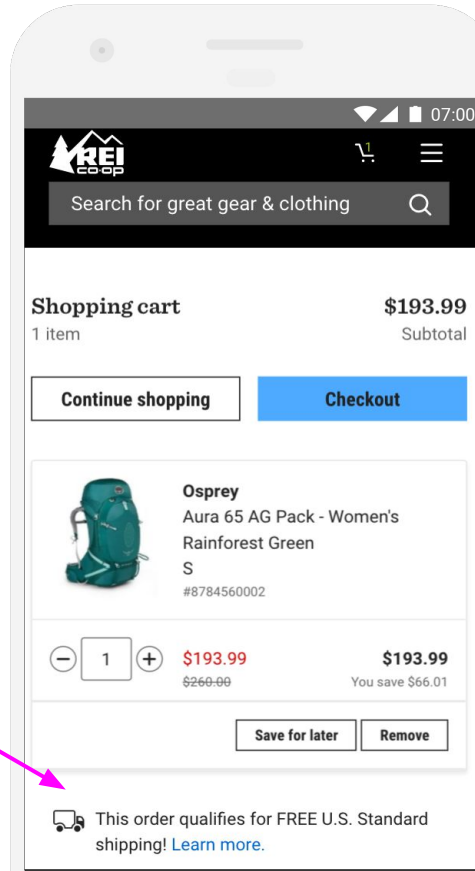


Reiterate value prop at conversion point

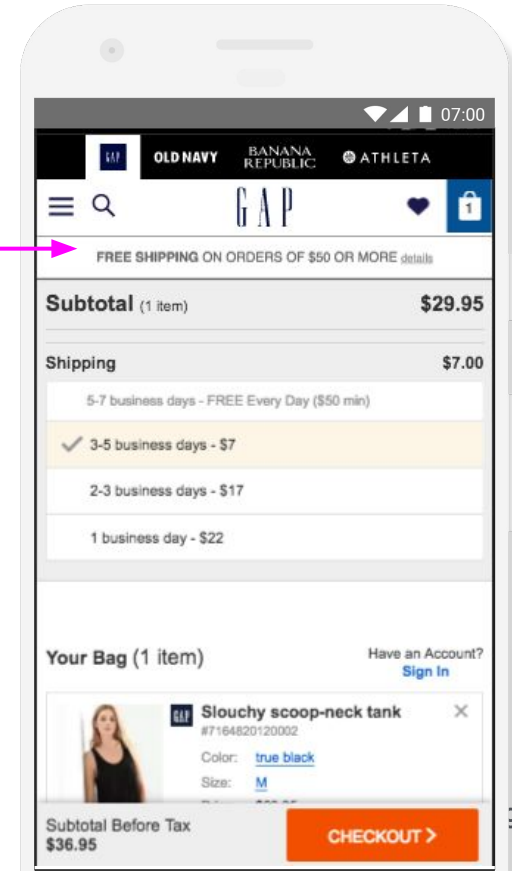
junique.com



rei.com



gap.com



Bonus: if large number of products, add reviews

crutchfield.com

07:00
12:29

Details
+ Add-ons
Staff Reviews
Q & A
Articles

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

07:00

\$14.99 Women's Yoga Legging Flat Wais...
\$12.99 Women's Back Tie Tank Top - Mo...
\$14.99 Women's Yoga Bootcut Foldover...
\$14.99 Women's Yoga Bootcut Foldover... Bla

ratings & reviews 125

★★★★☆

most helpful positive review

I love these!
★★★★★ katie1981 — 1 year ago

I needed new leggings for figure skating practice, and ordered these, the regular Mossimo yoga leggings, and the Xhilara... [see more](#)

most helpful negative review

Not meant for petite frames
★★☆☆☆ Crystinew — 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

07:00

REI co-op

Search for great gear & clothing

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

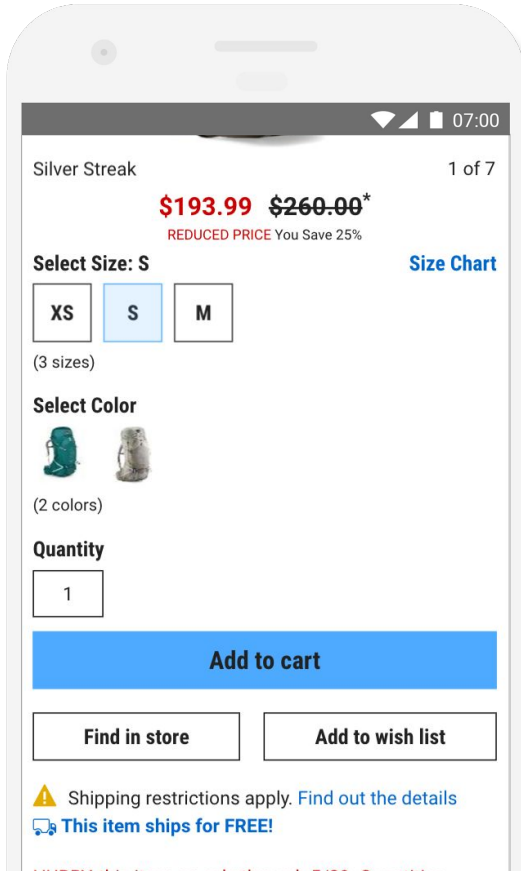
★★★★☆ 4.6 (68) Item #878456

[Save](#)

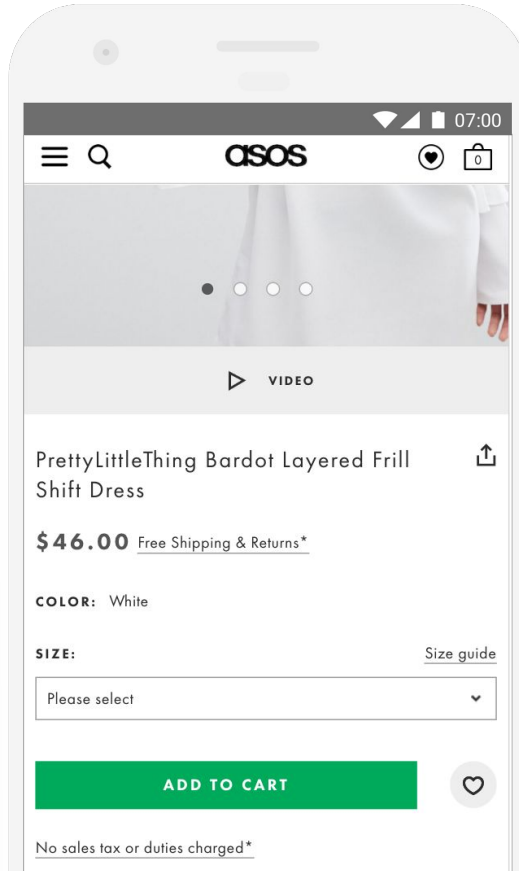
< >

Bonus: add secondary CTAs for additional conversion actions

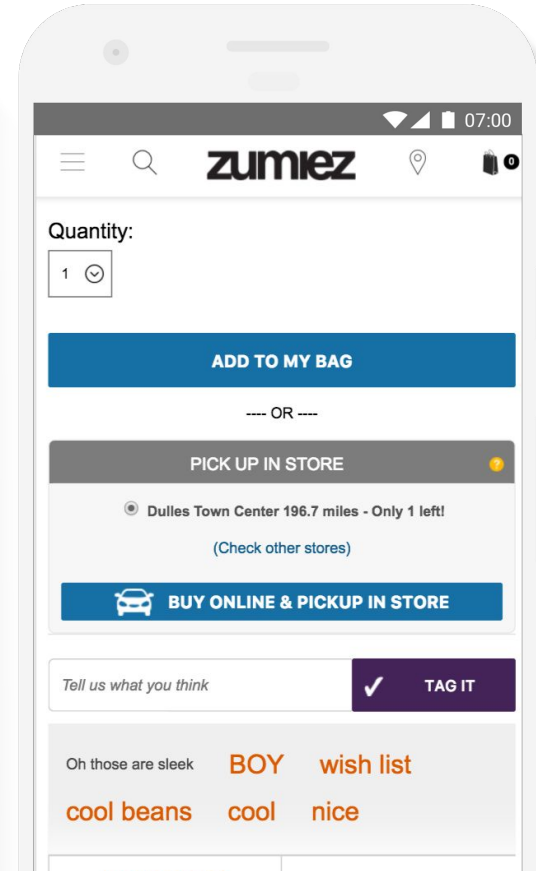
rei.com



asos.com

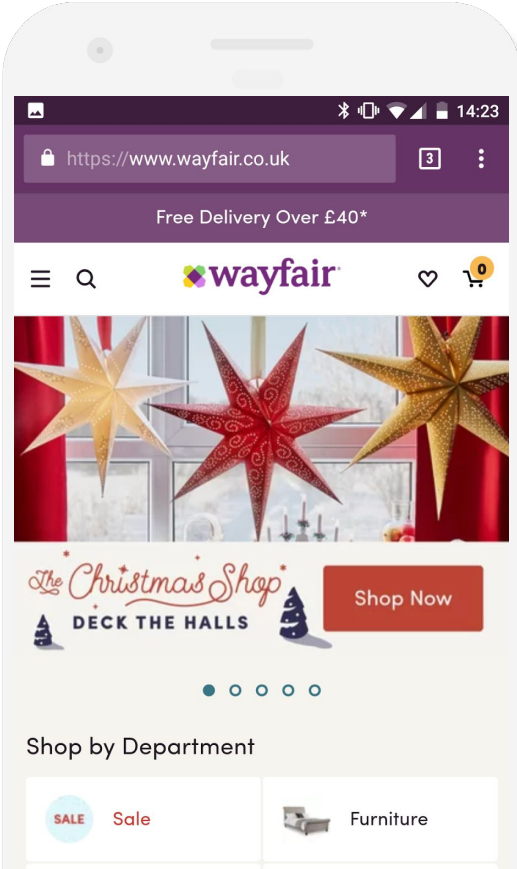


zumiez.com

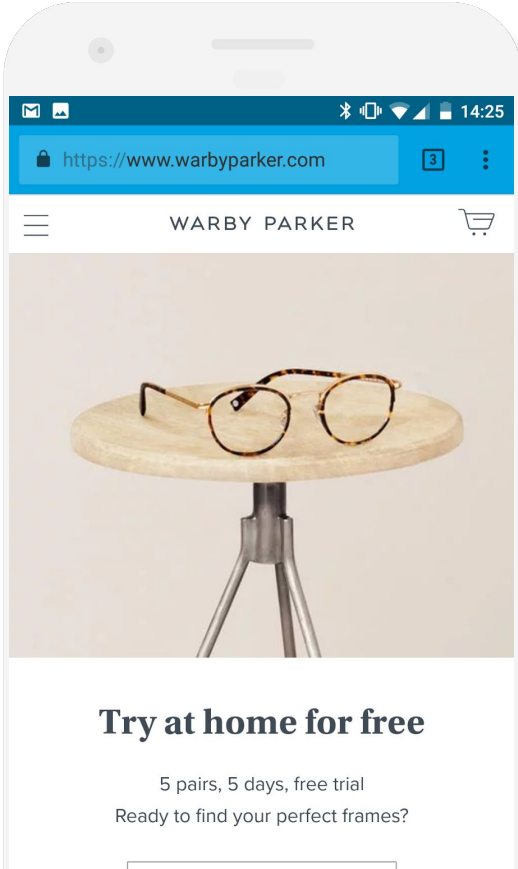


Bonus: match browser elements to your brand ([info how](#), [research](#))

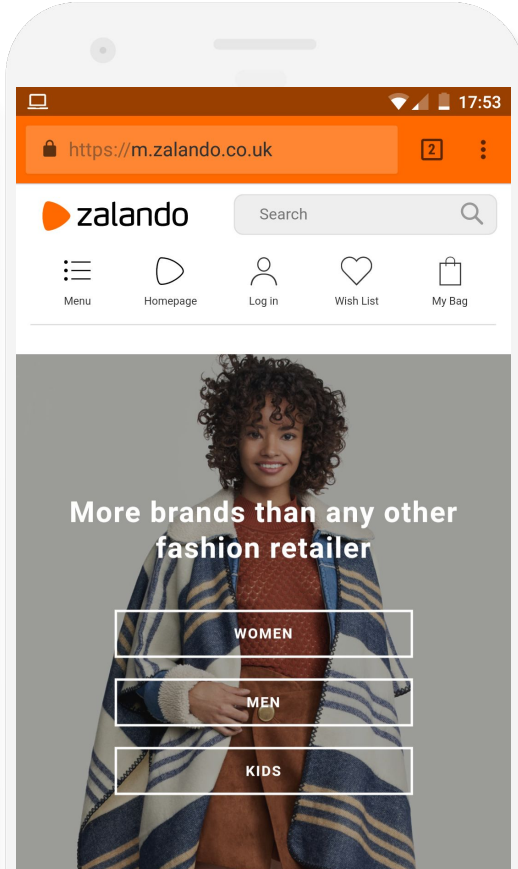
wayfair.co.uk



warbyparker.com



zalando.co.uk





Conversion

Conversion checklist

Home / landing page

Menu & navigation

Search

Category / product

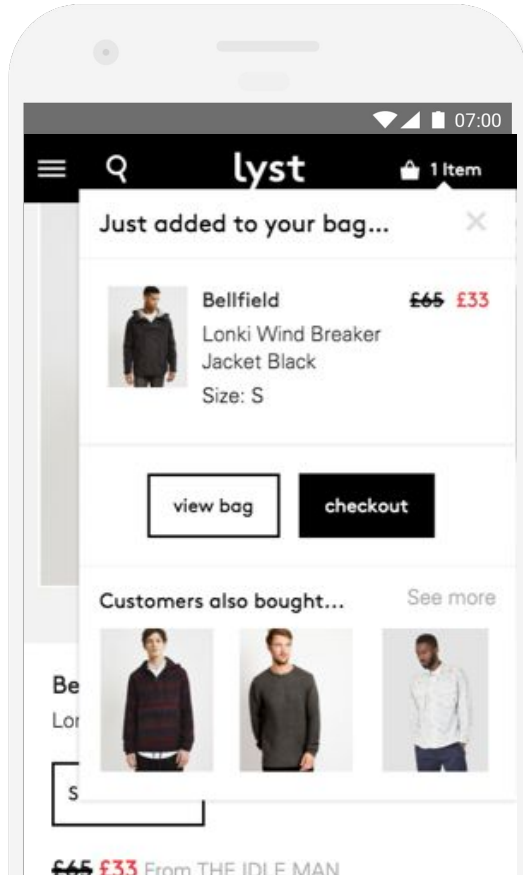
Conversion

Form optimization

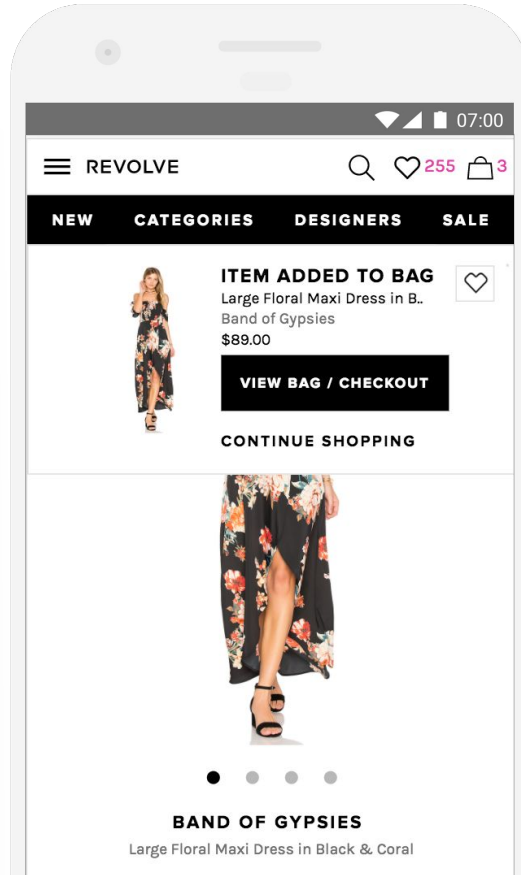
Section	Conversion	Ease of implementation	Impact	Key Metric
Key suggestion	Don't redirect into checkout after adding to cart	Medium	High	pages/visit, cart size, AOV
	Re-iterate value prop (typically free shipping) in the cart	Easy	Medium	CVR, exit rate
	Allow users to update their carts (change quantity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

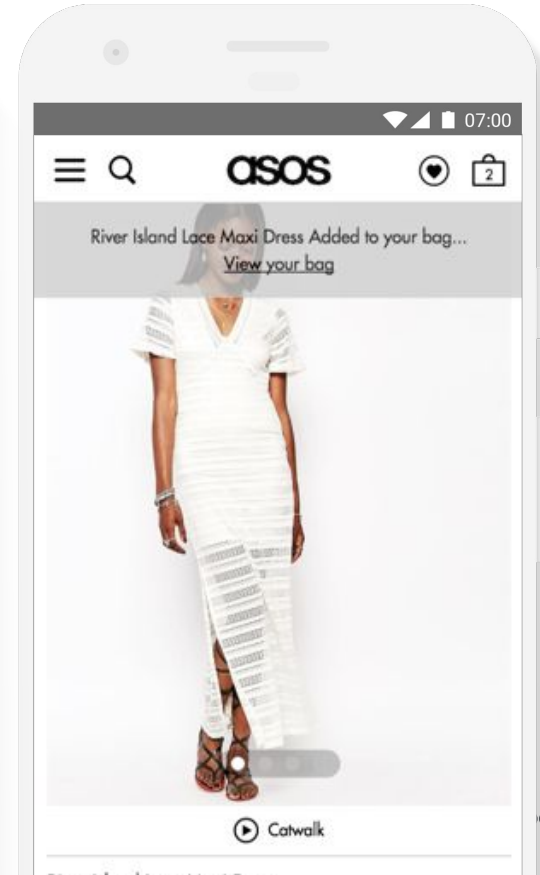
lyst.com



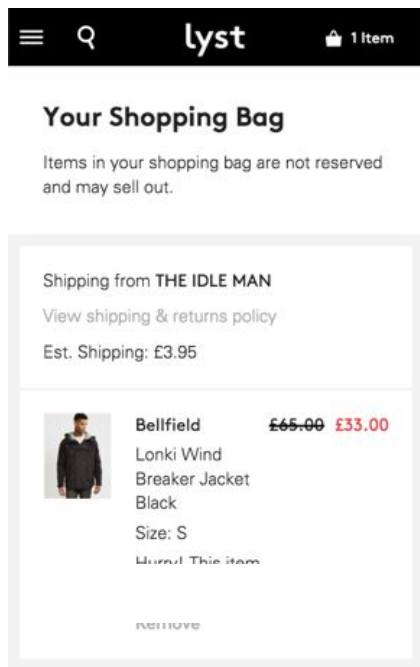
revolve.com



asos.com

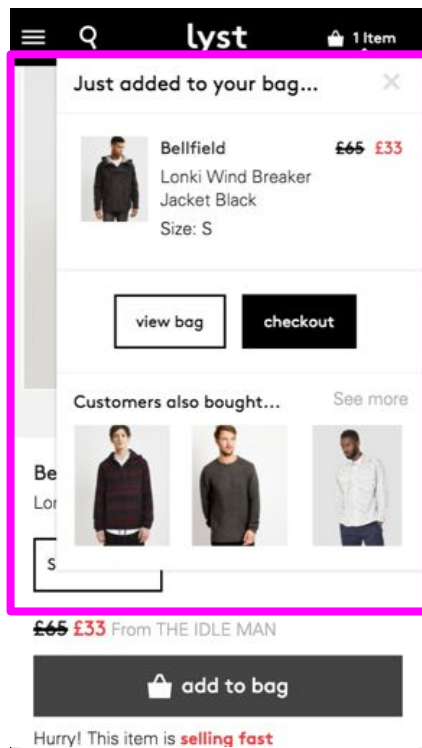


Case Study: LYST



Before

User redirected to the cart



After

Add-to-cart notification

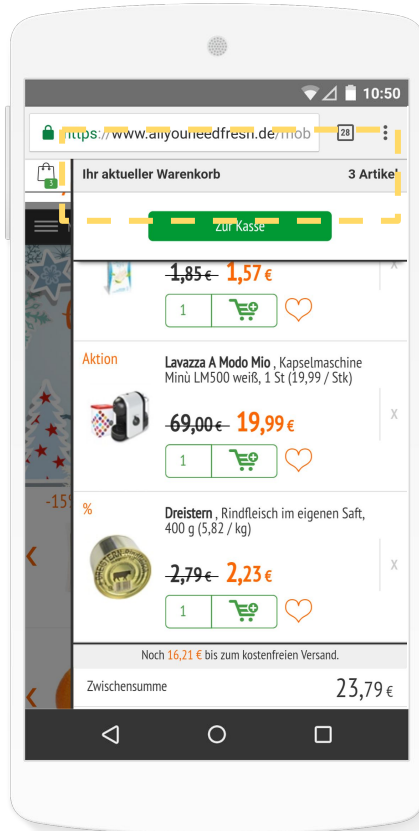
Lyst: Upgraded the add-to-cart process- Adding pop out add to cart rather than redirecting to cart page

- 4% higher average order value

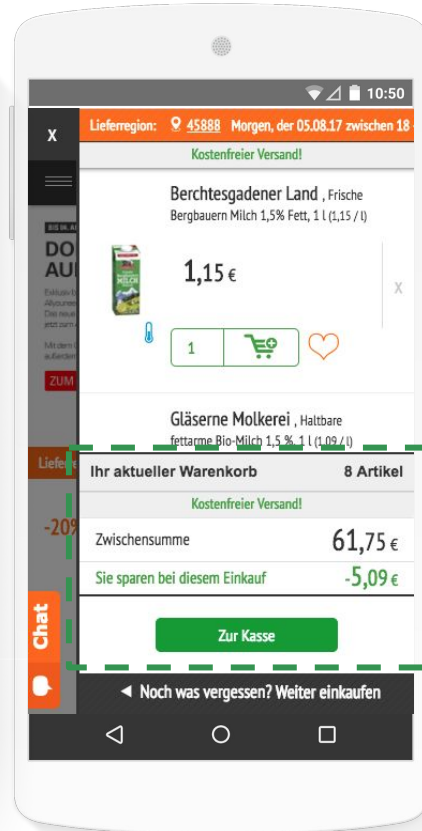
Additional info:

- 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

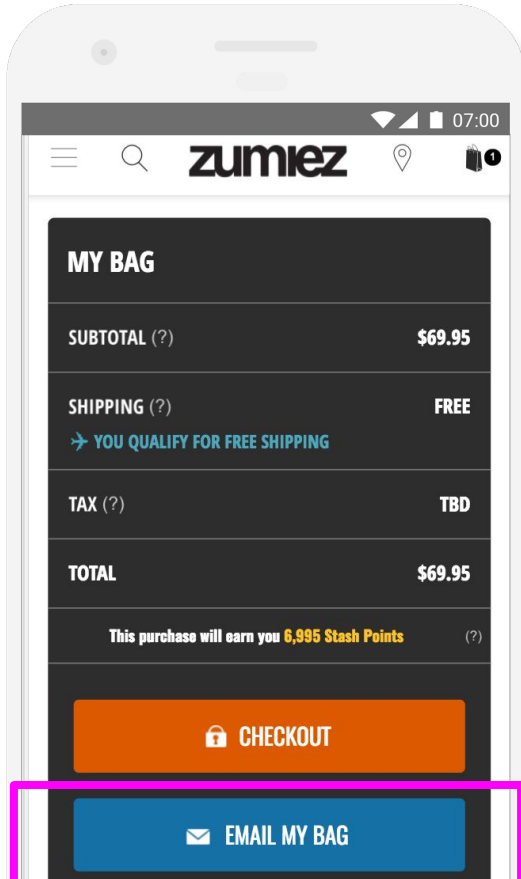
Results

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

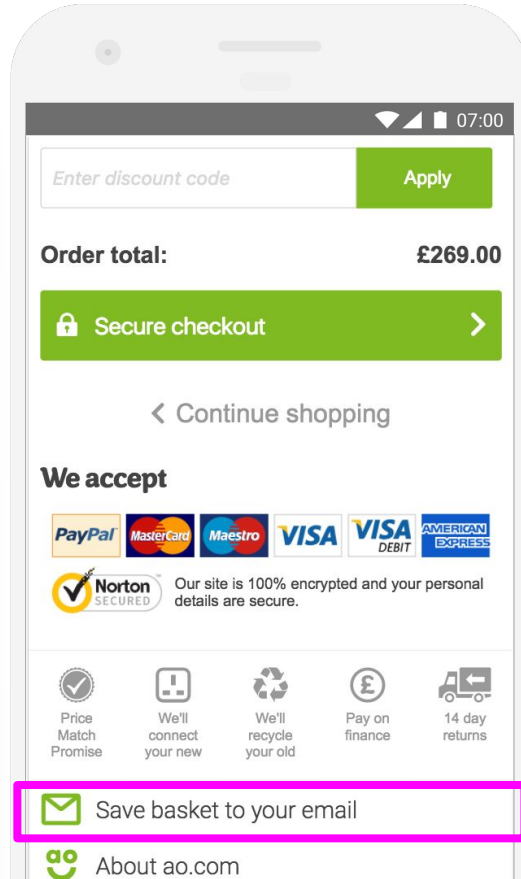
[Case study link](#)

Facilitate x-device movement in the cart

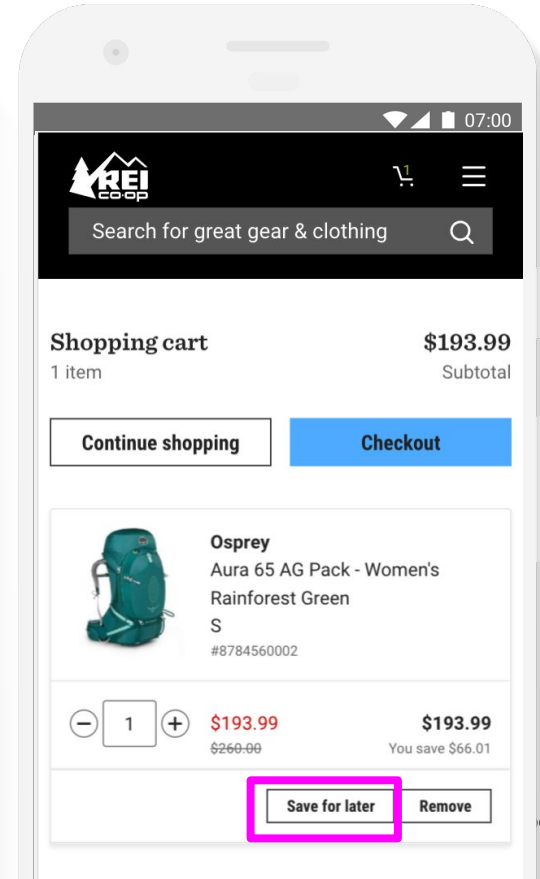
zumiez.com



ao.com

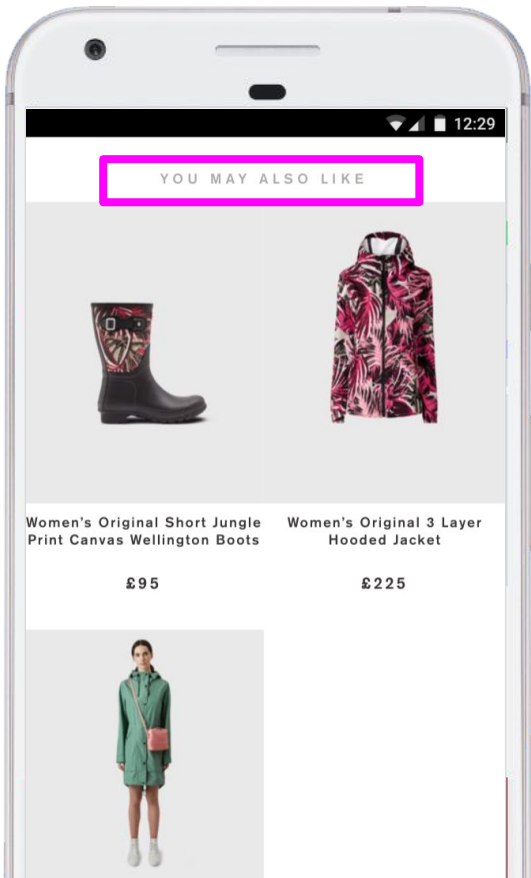


rei.com

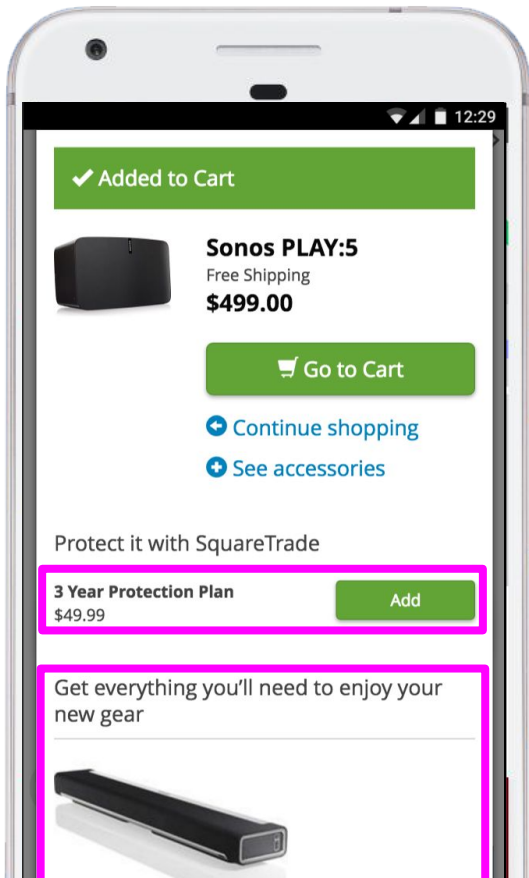


Bonus: upsell in cart

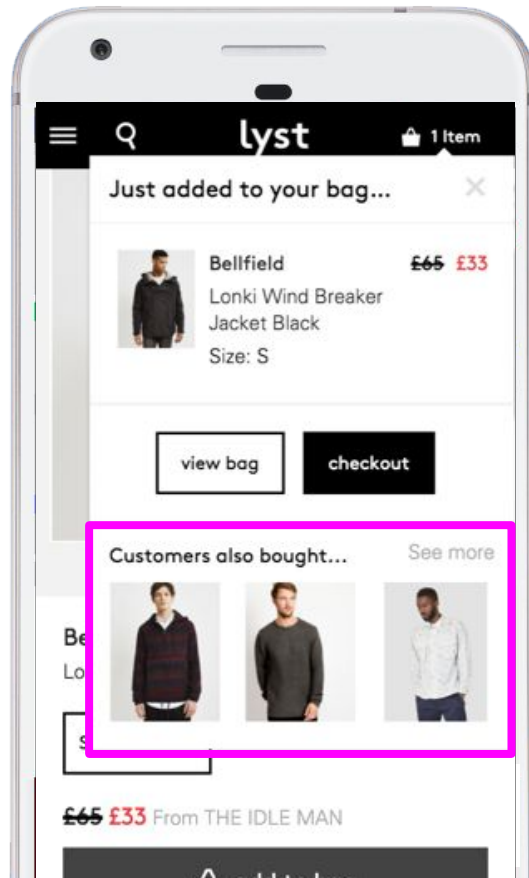
hunterboots.com



ao.com

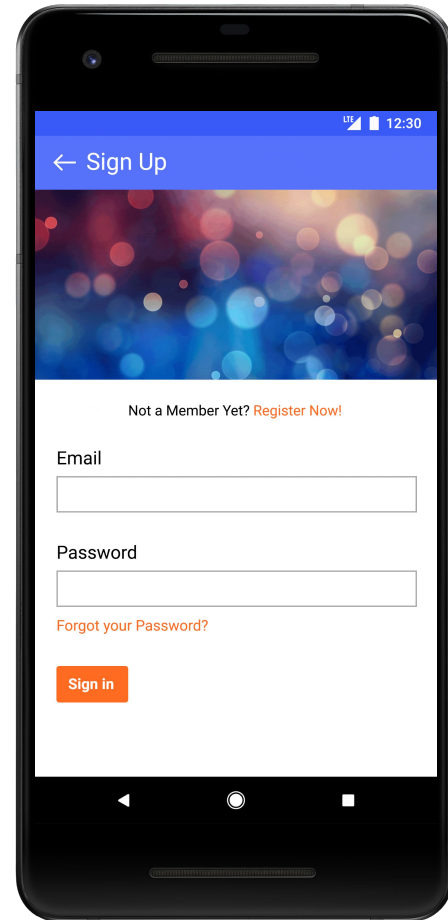


lyst.com



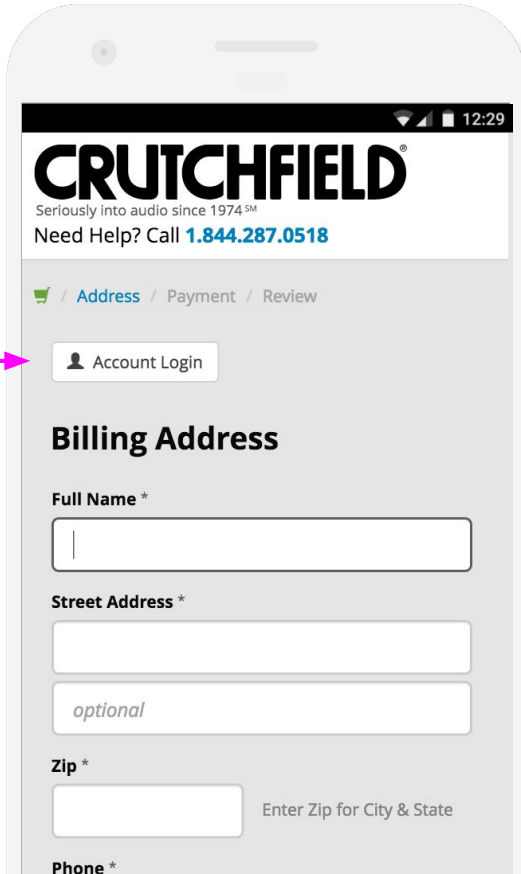
35%

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

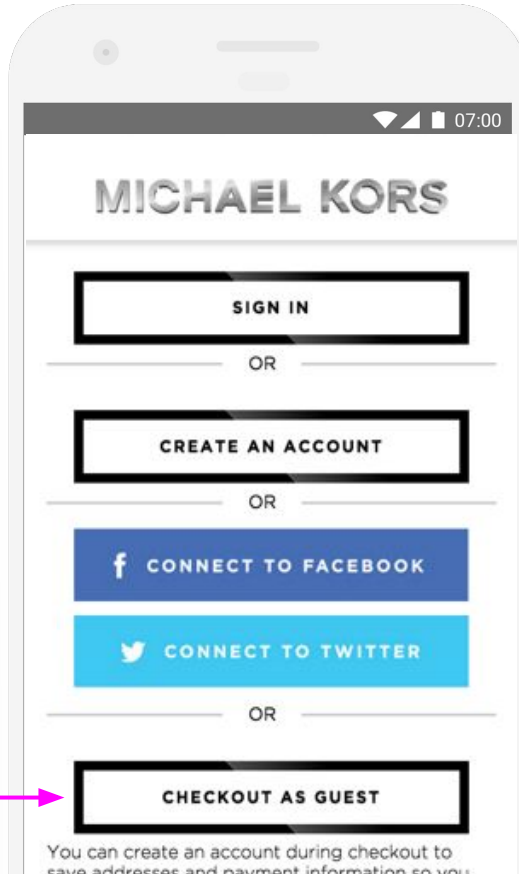


Allow checkout as guest

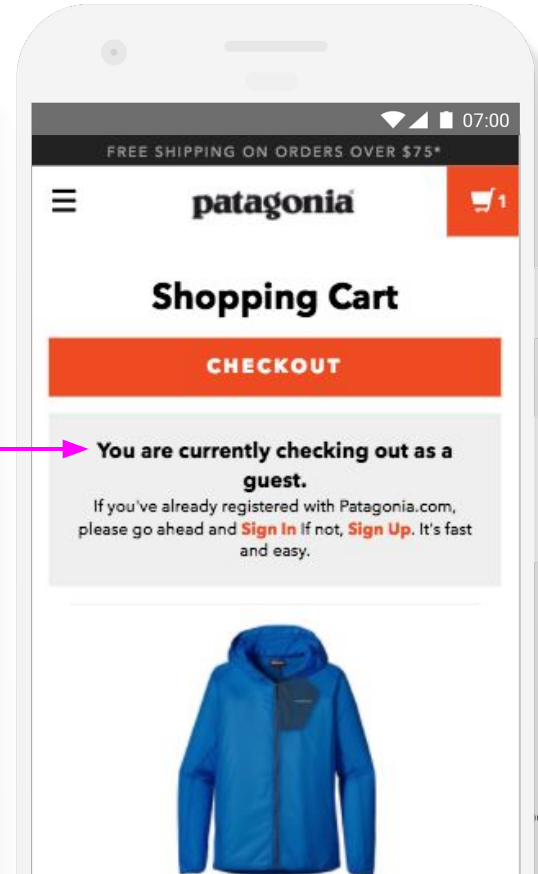
crutchfield.com



michaelkors.com

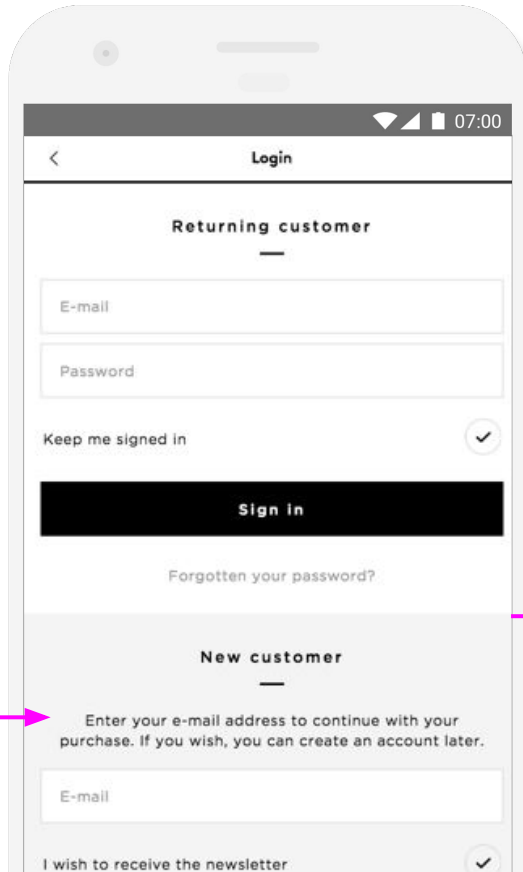


patagonia.com

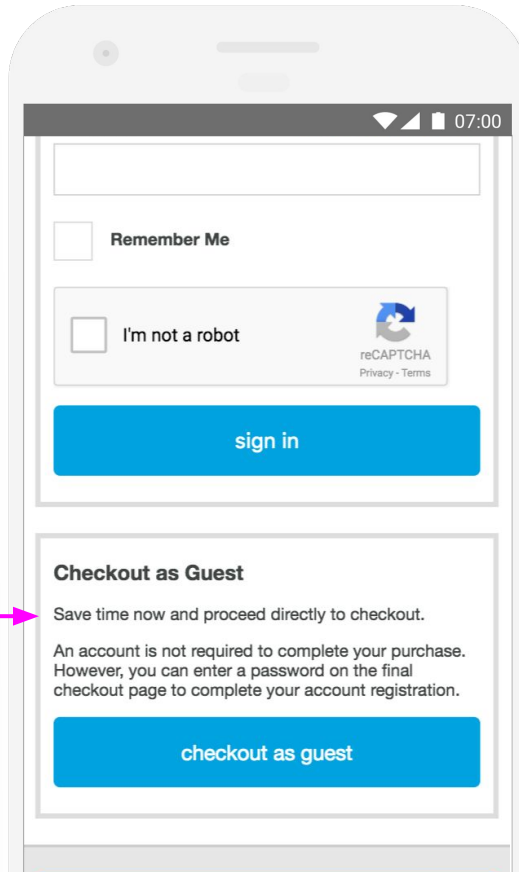


Add value prop around why create an account

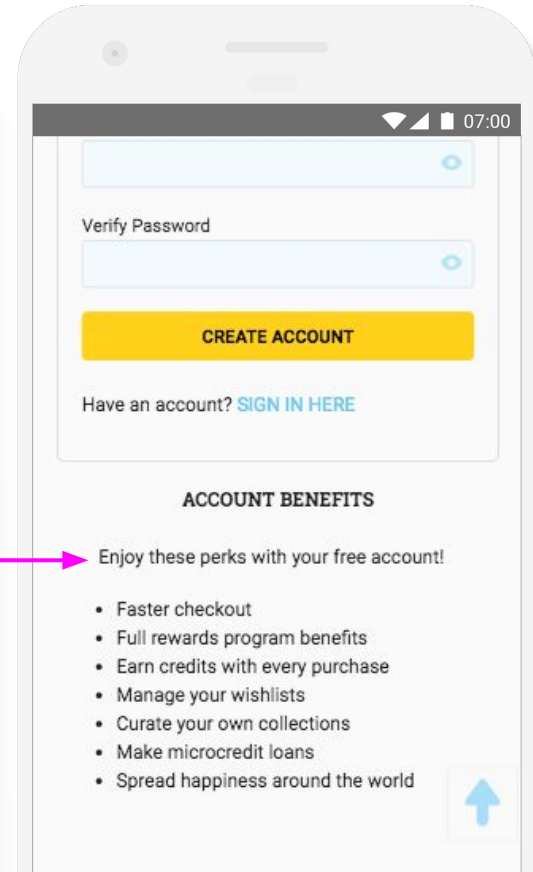
mango.com



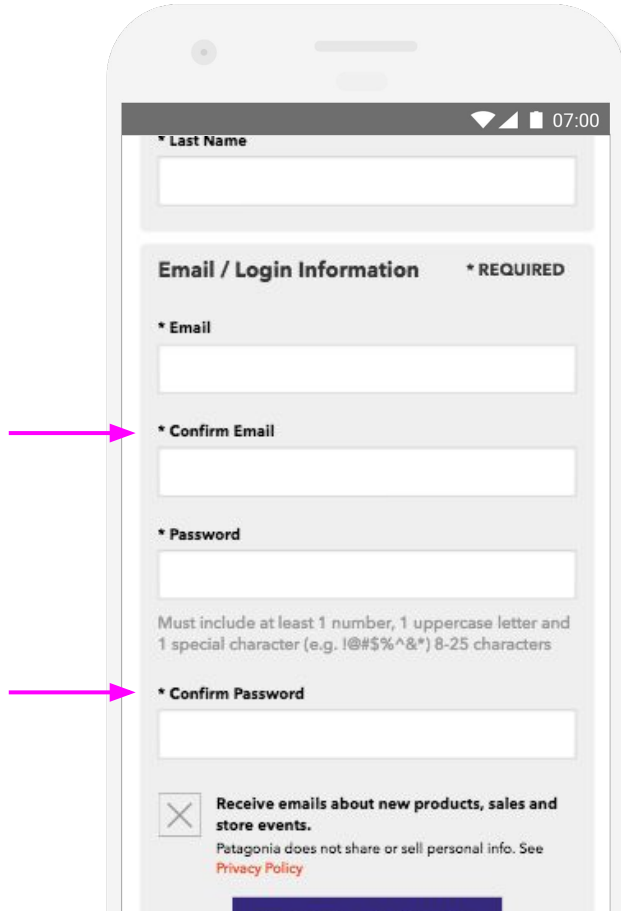
petco.com



novica.com



Additional: don't make users confirm account info



* Last Name

Email / Login Information * REQUIRED

* Email

* Confirm Email

* Password

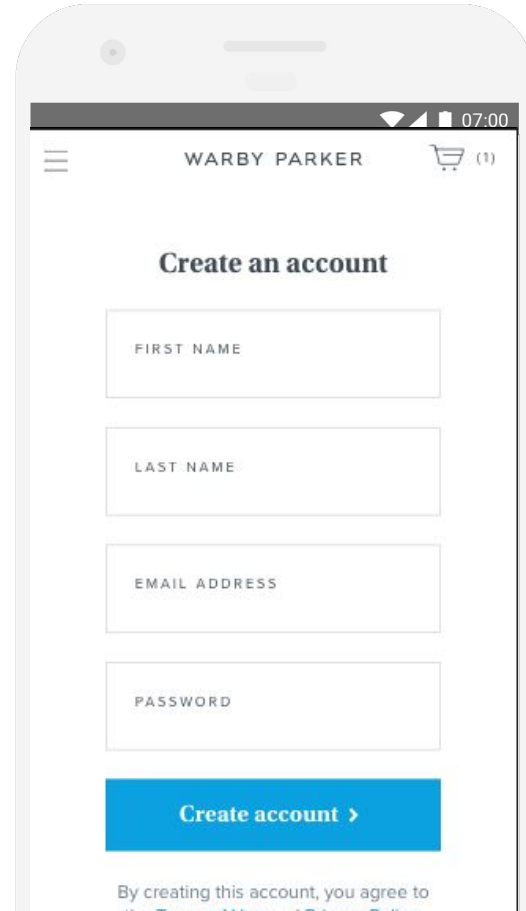
Must include at least 1 number, 1 uppercase letter and 1 special character (e.g. !@#\$\$%^&*) 8-25 characters

* Confirm Password

Receive emails about new products, sales and store events.
Patagonia does not share or sell personal info. See [Privacy Policy](#)

Two pink arrows point to the 'Confirm Email' and 'Confirm Password' fields.

VS.



WARBY PARKER

Create an account

FIRST NAME

LAST NAME

EMAIL ADDRESS

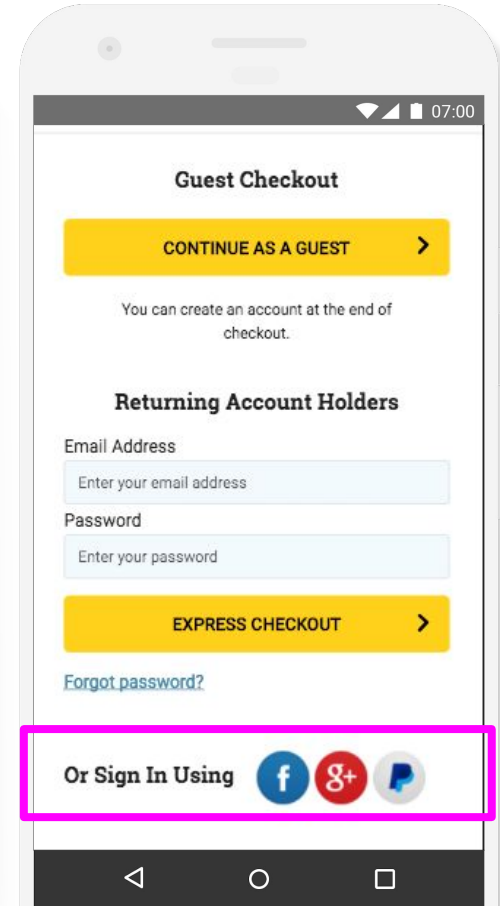
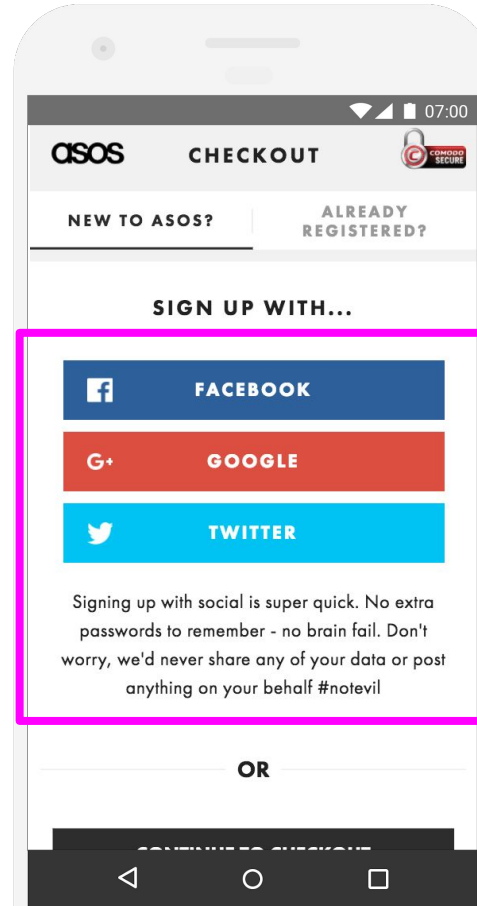
PASSWORD

Create account >

By creating this account, you agree to

Let users sign up with social accounts

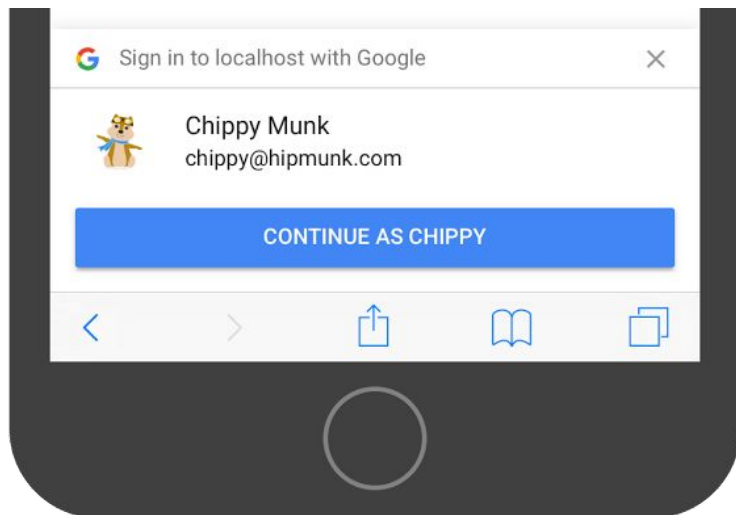
92% of users give up if they don't remember a username or password.



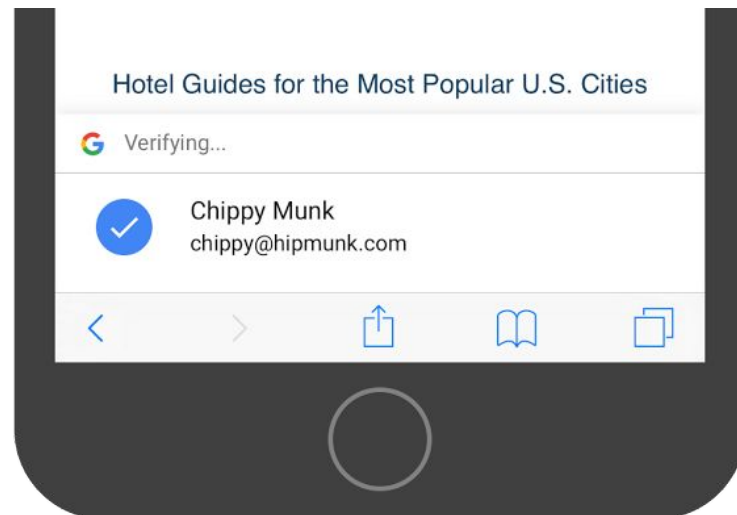
Consider integrating Google identity one tap sign up (2-4x higher sign-up rates)

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](#)



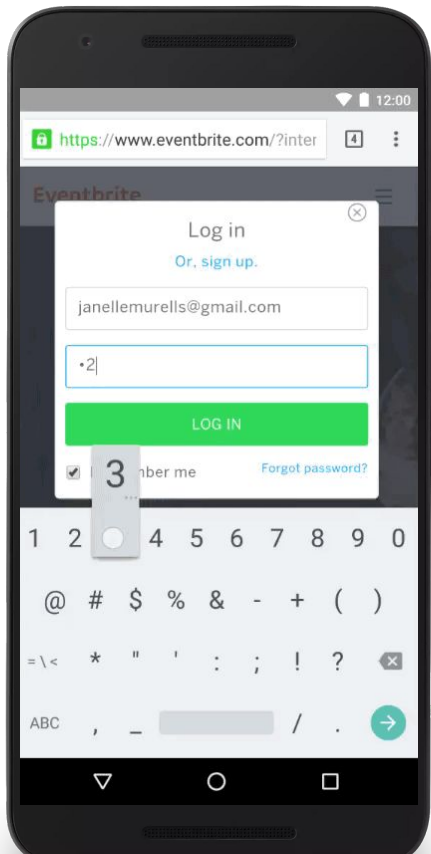
One tap sign-up



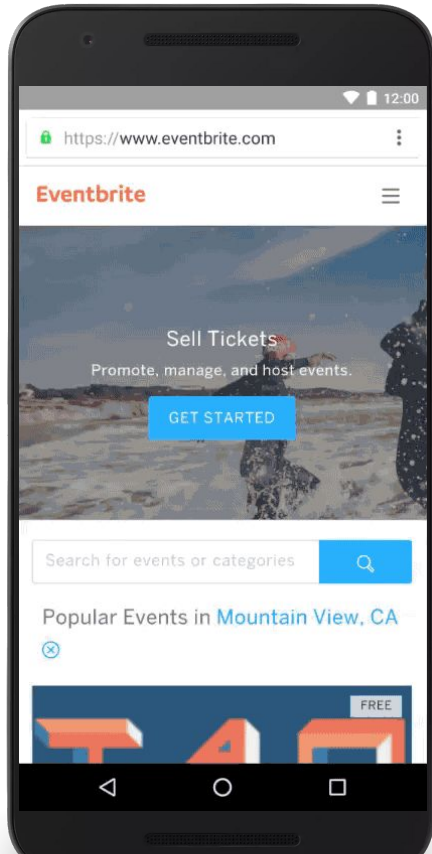
Automatic sign-in

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

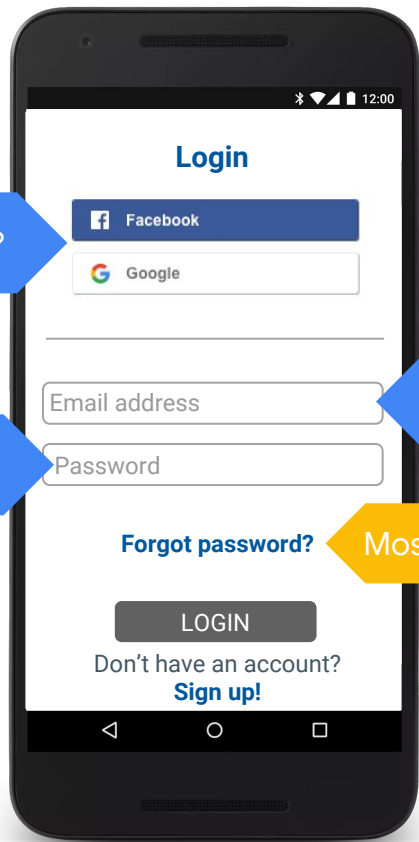
Detect & Save



Autofill next time



Use credential manager API (aka smartlock) to reduce failed sign in later



Did I use that?

\$%&§”%\$?!“

Yes, but which one?

Most likely!

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 uses to go to homepage, back to cart or contact support... NO menu)

junique.com

JUNIQUE

Address >> Payment >> Order review

ADDRESS INFORMATION

Billing address

Title

First name *

Last name *

Address *

petco.com

petco

1. Shipping Address 2 3 4

Shipping Address

* First Name

* Last Name

* Phone

* Email

Yes, I would like to receive updates from Petco & partners

ao.com

ao.com

Delivery >> Details >> Payment

Delivery Method

Click & Collect

- ✓ Collect from over 5,800 local stores, including Spar, Londis and Costcutter
- ✓ You'll receive a text when your parcel's ready, with 10 days to collect
- ✓ Express and free delivery available

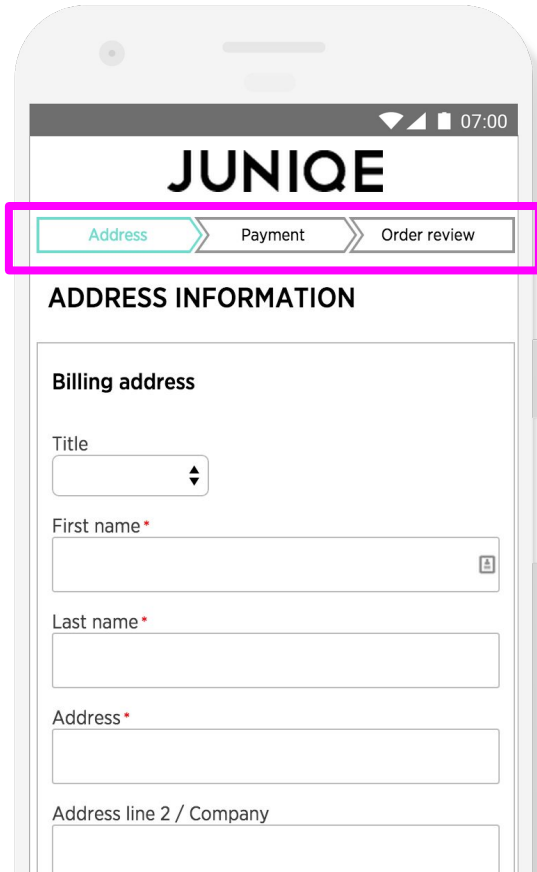
Choose Click & Collect

Home Delivery

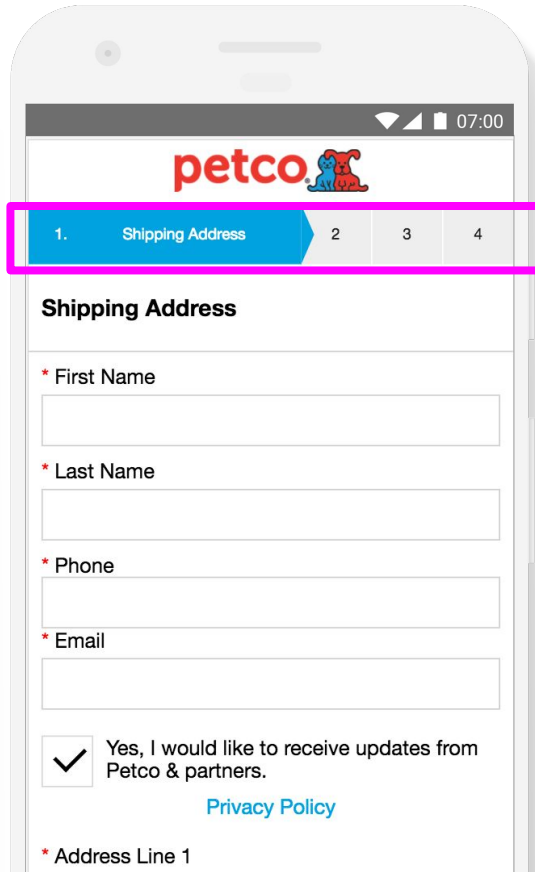
- ✓ Delivered to your door, on a day that suits you

Use pagination if more than two steps in conversion flow

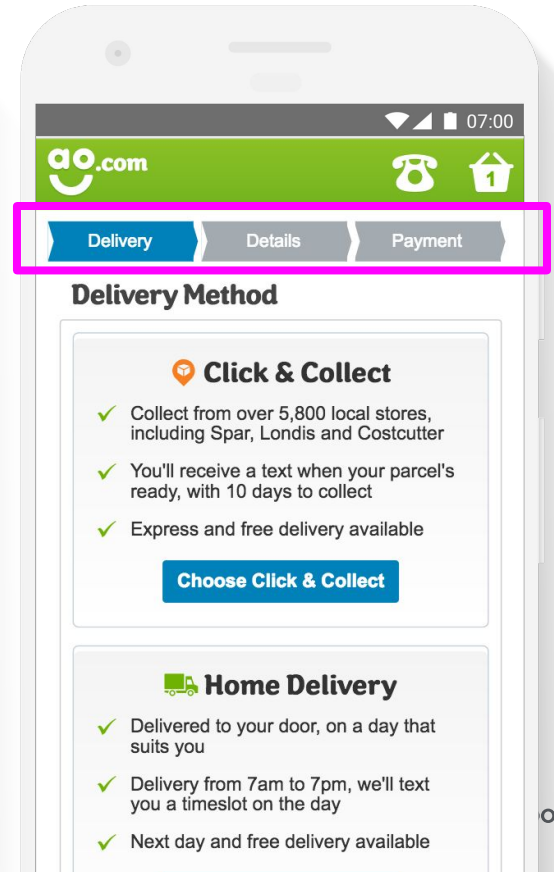
junique.com



petco.com

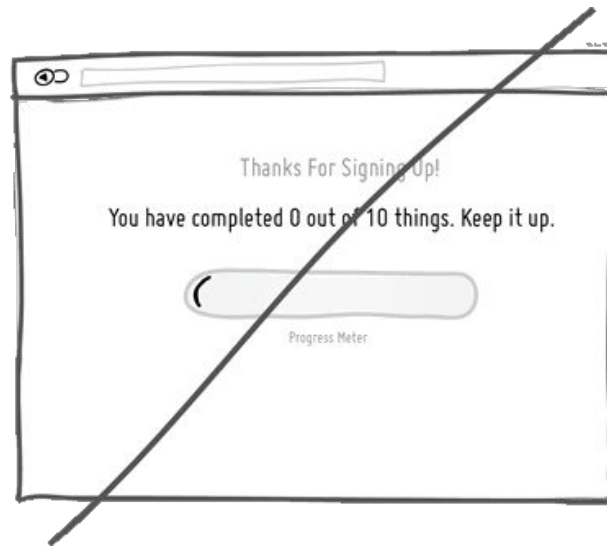


ao.com



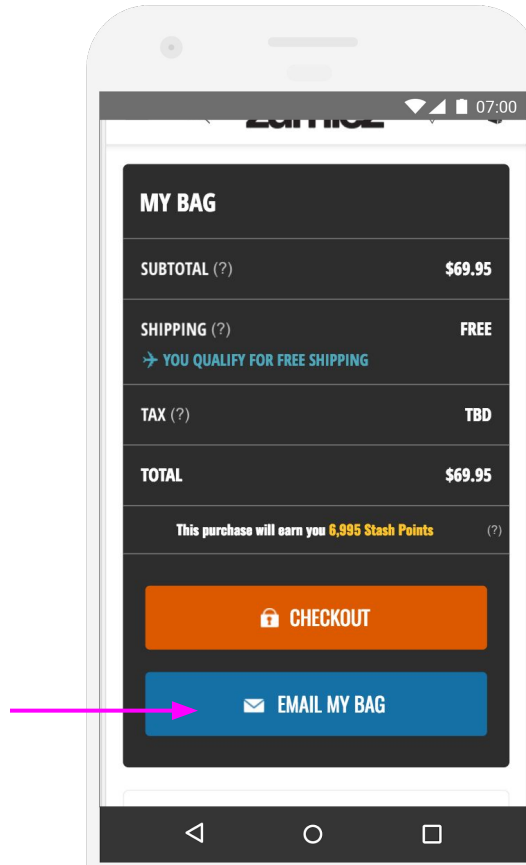
Try Upfront Progress instead of starting at zero

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

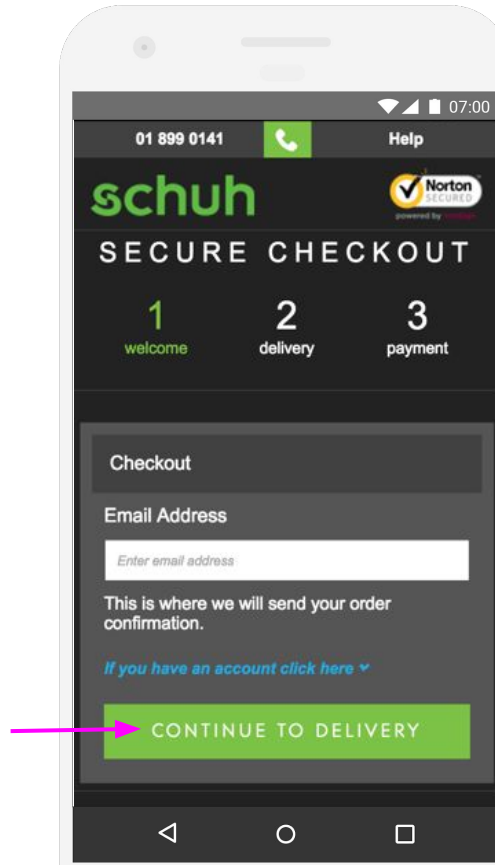


Have descriptive CTAs

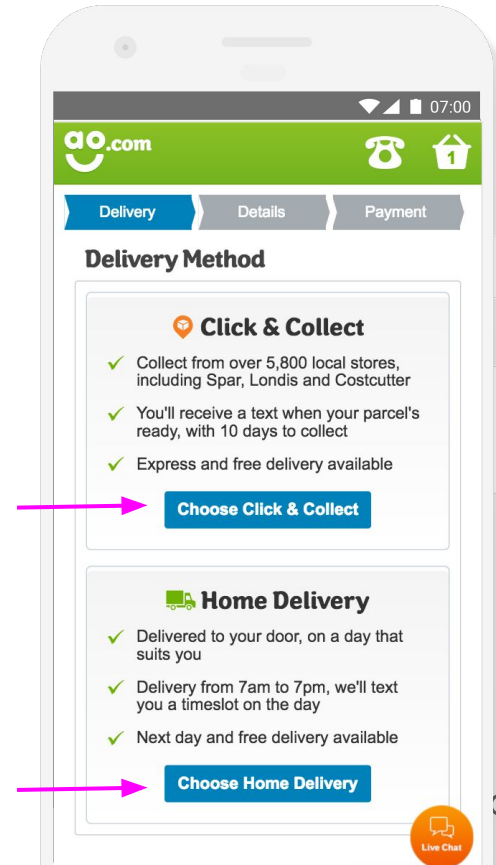
zumiez.com



schuh.de



ao.com



Case Study: AllYouNeedFresh

Mobile app form 'Before' showing a list of form fields: Nachname*, Firma, Postnummer, Straße und Hausnummer*, Adresszusatz, Postleitzahl*, Stadt*, Deutschland, Telefonnummer. A small orange 'Speichern' button is located at the bottom right, highlighted with a dashed yellow box.

Before

Mobile app form 'After' showing the same form fields: test, test@, Straße und Hausnummer: Auf dem Graskamp 67, Postleitzahl: 45888, Stadt*, Land bestimmen: Deutschland, Telefonnummer: [?], Optional: Postnummer [?], Adresszusatz / Firma / Nachbar. A larger green 'Speichern' button is highlighted with a dashed green box, and a '+ NEUE ADRESSE ANLEGEN' button is at the bottom right.

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**

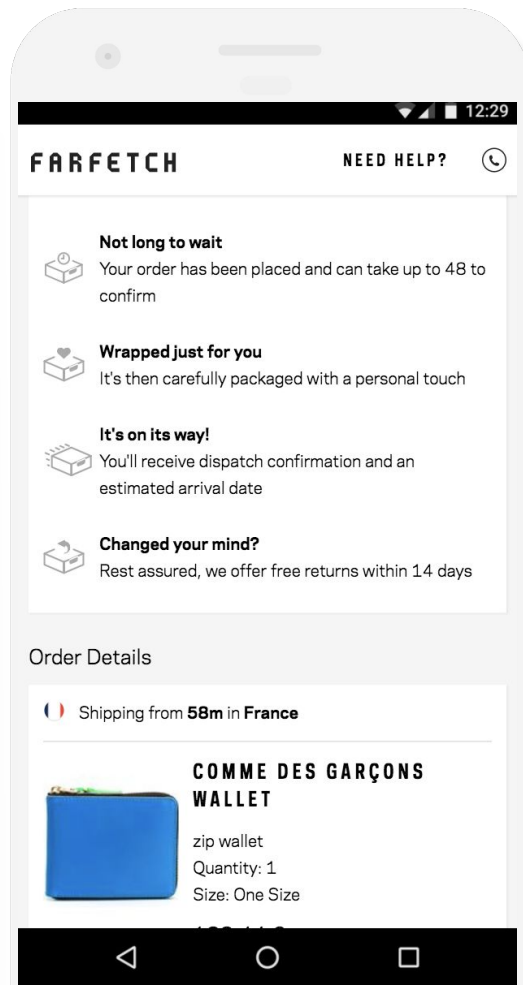
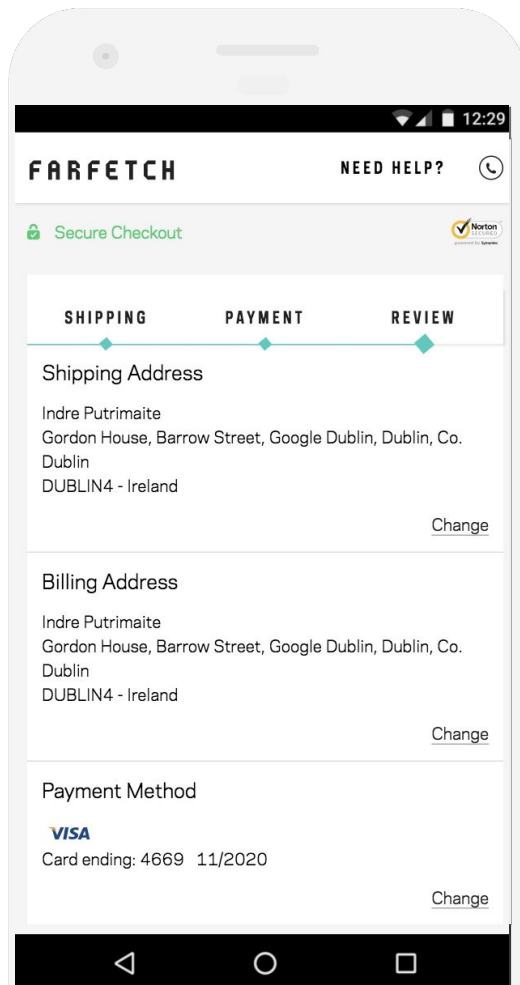
Results:

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

[Case study link](#)

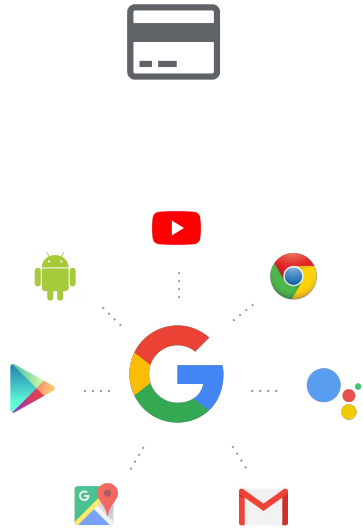
Show summary before the checkout

Once confirmed, show what happens next



Google's Payment Solutions

The new Google Pay



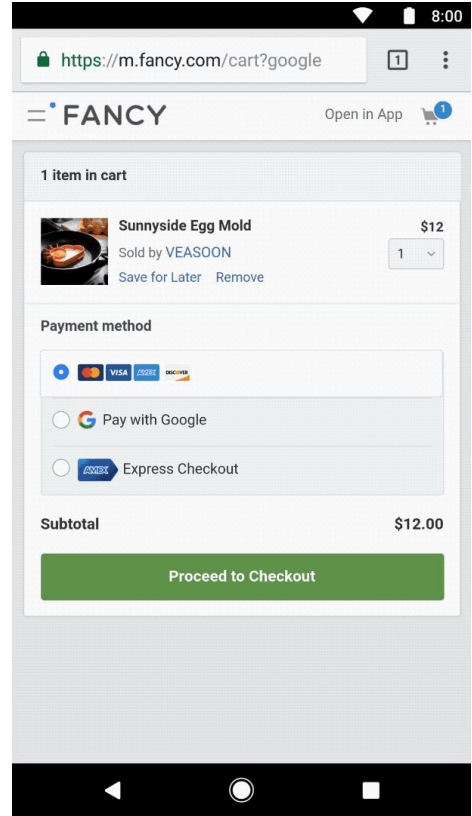
Hundreds of millions of cards on file











Saved to Google Accounts

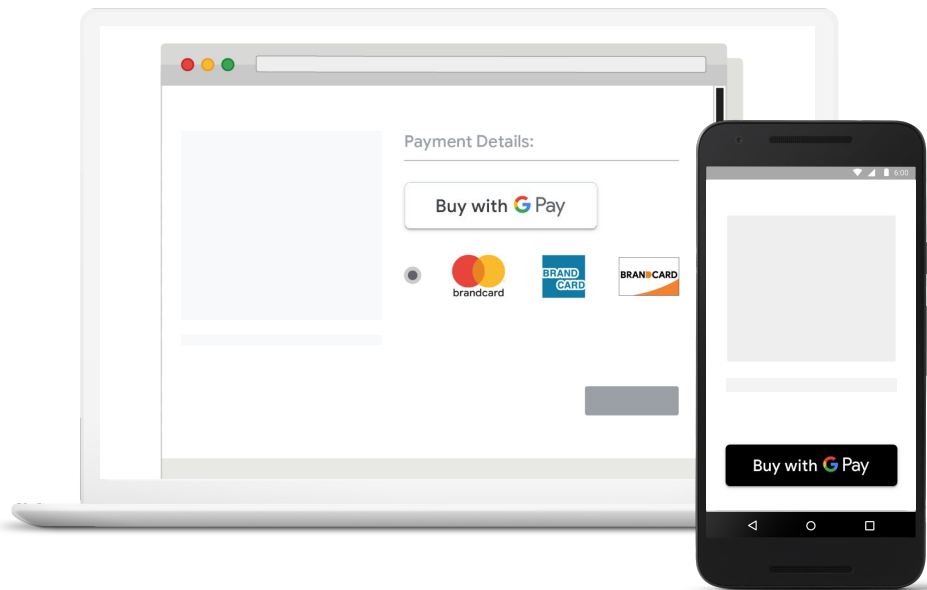


Ready to pay

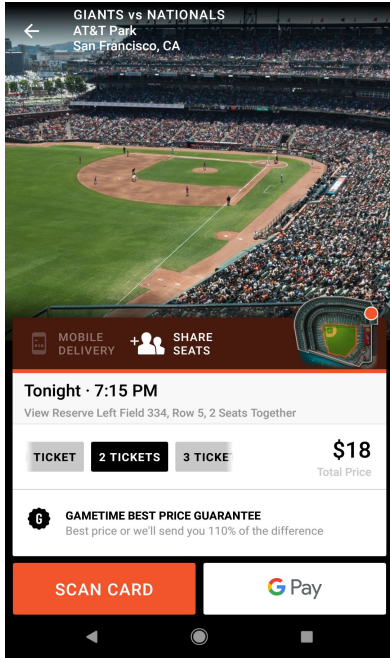


A better way to pay

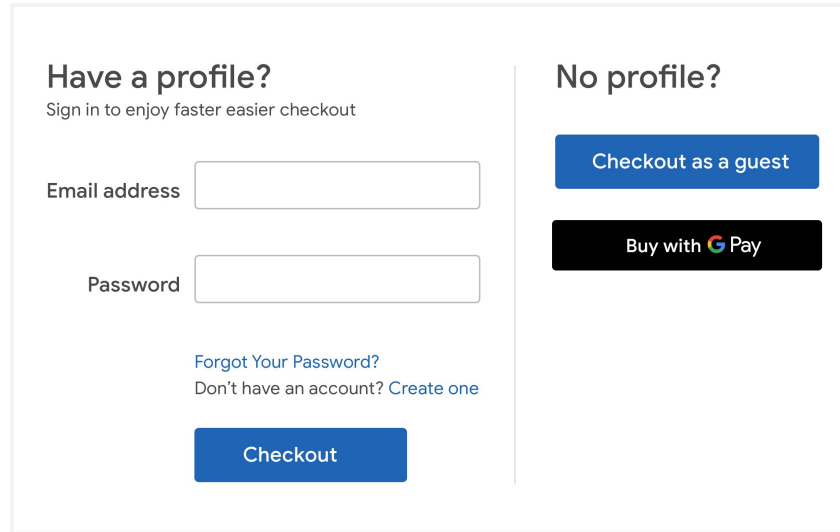
-  Logged in and ready to pay
-  One API that enables web & app
-  Integrate in under a week
-  Available globally
-  Checkout in a few clicks
-  Higher conversion rates
-  Future proof
-  No fees



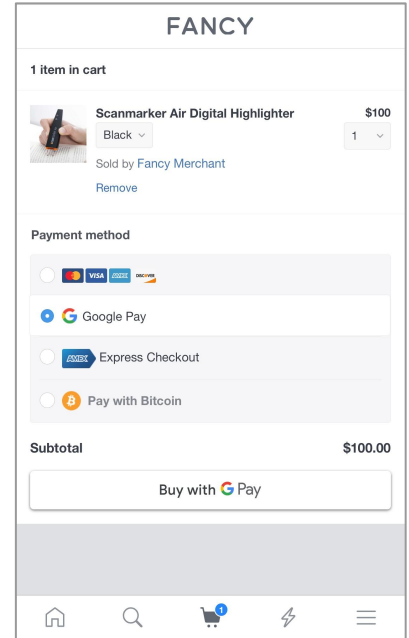
Can enable at earlier or later in the flow



Directly on product page



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

shopify payments
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% + 30c
In-person: 2.7% + 0c
[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 M C AMEX

Discover JCB UnionPay

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

07:00

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

07:00

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

07:00

First name

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

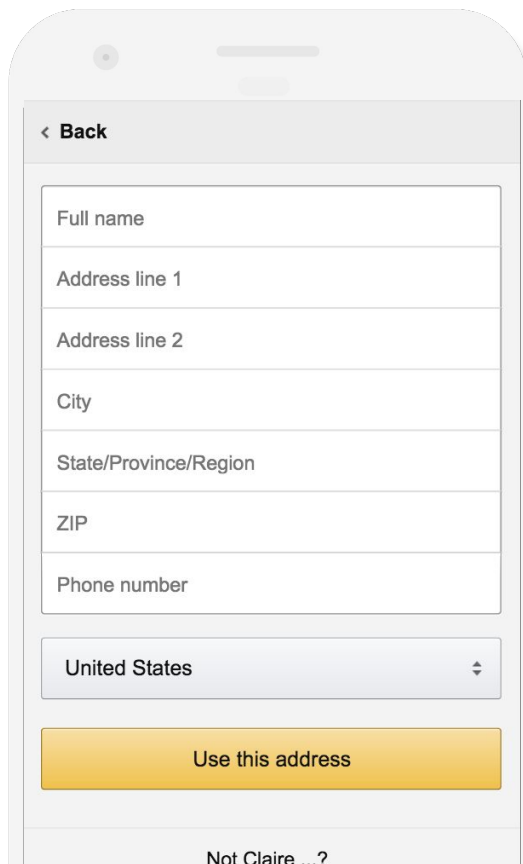
TOP OF PAGE

FOLLOW US

- Twitter
- Facebook
- Pinterest
- Google+

GREATBIGCANVAS™

Reduce number of checkout fields



< Back

Full name

Address line 1

Address line 2

City

State/Province/Region

ZIP

Phone number

United States

Use this address

Not Claire ...?

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

Before

Before

After

After

What they did:

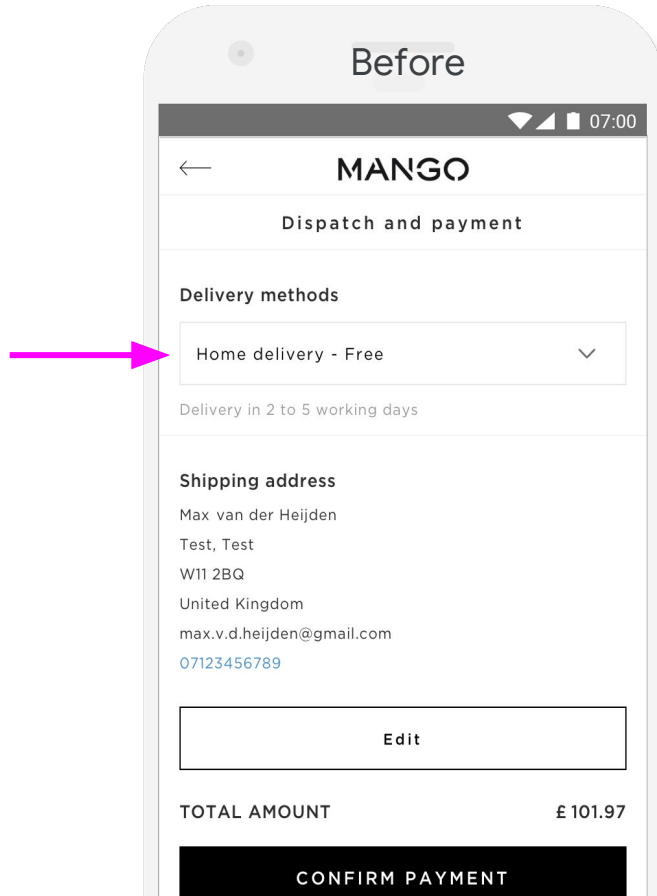
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Results:

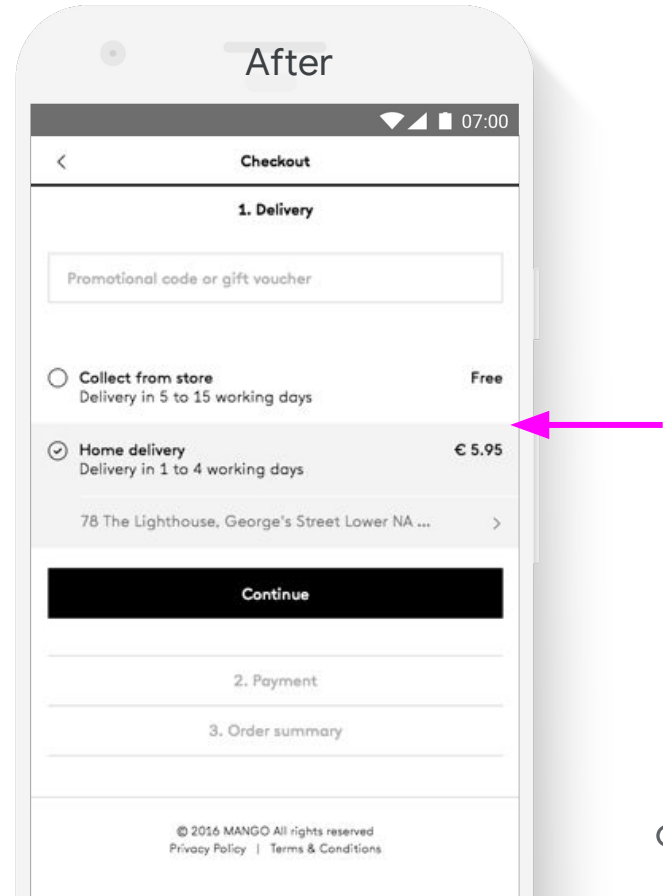
- Transactions via mobile grew **51%**
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[Case study link](#)

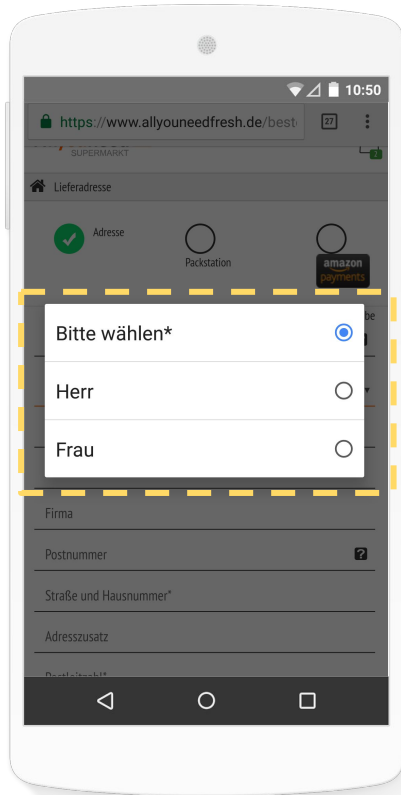
Don't use drop downs if less than 3 options



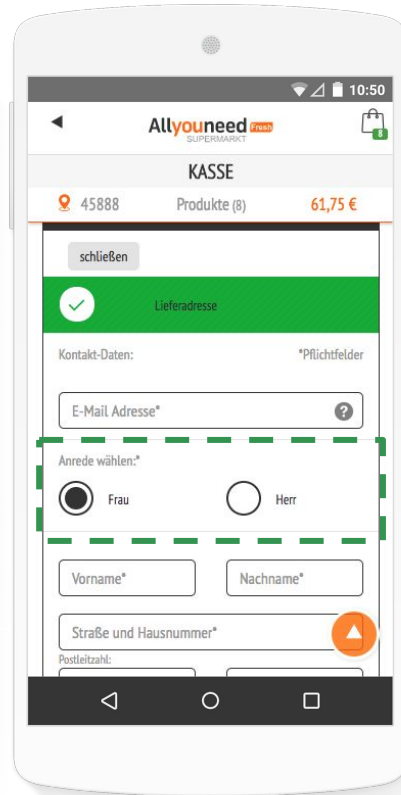
VS.



Case Study: AllYouNeedFresh



Before



After

What they did:

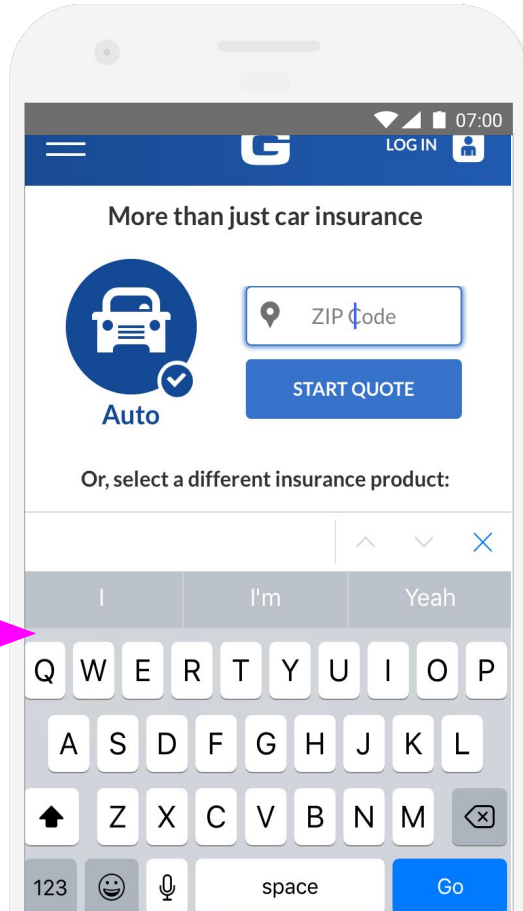
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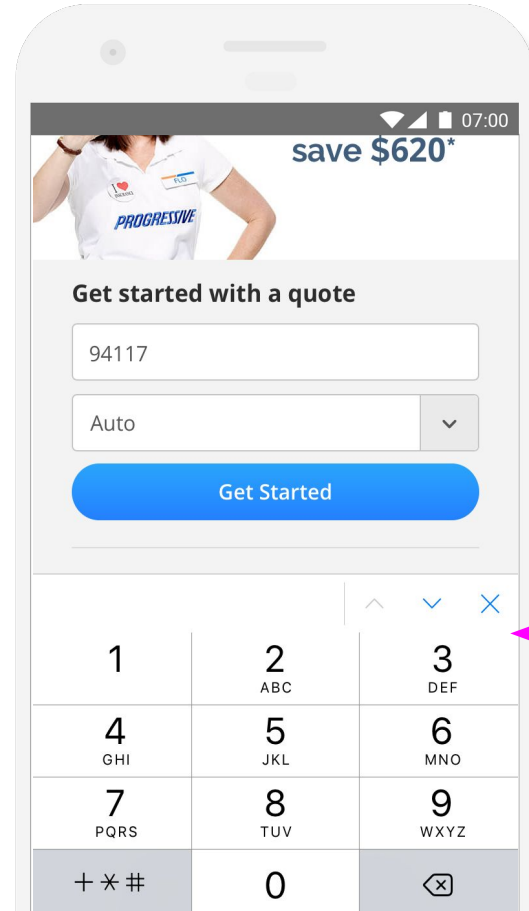
- Transactions via mobile grew 51%
- Mobile CVR improved 14%
- Drop-offs from order confirmation page dropped by 21%

[Case study link](#)

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

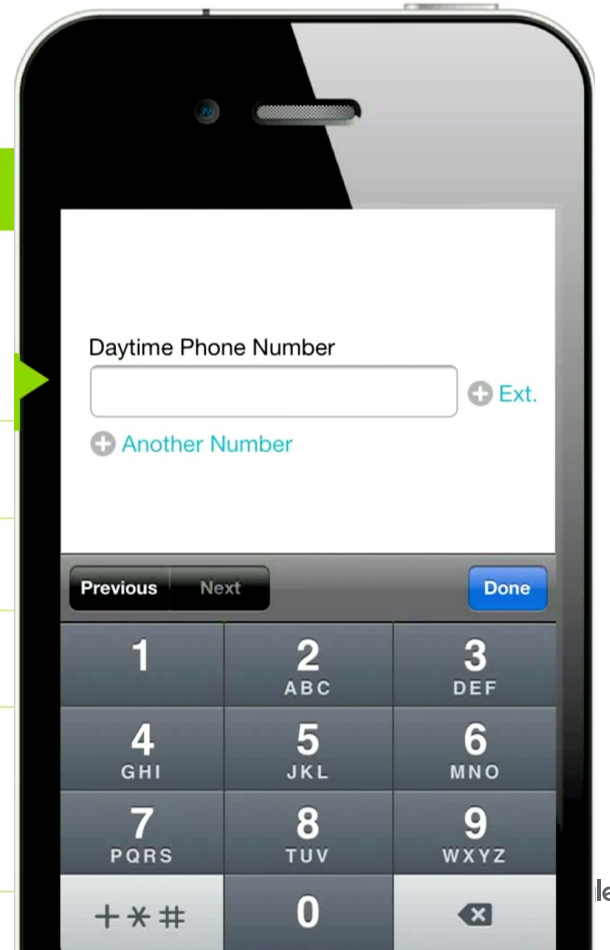


VS.

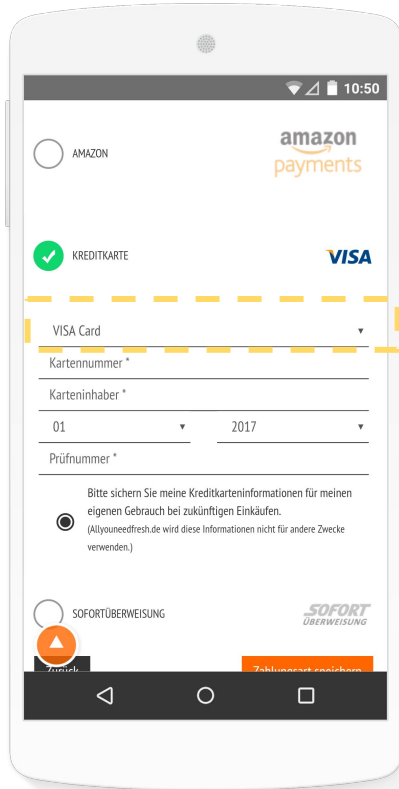


Ensure that the correct input type is used

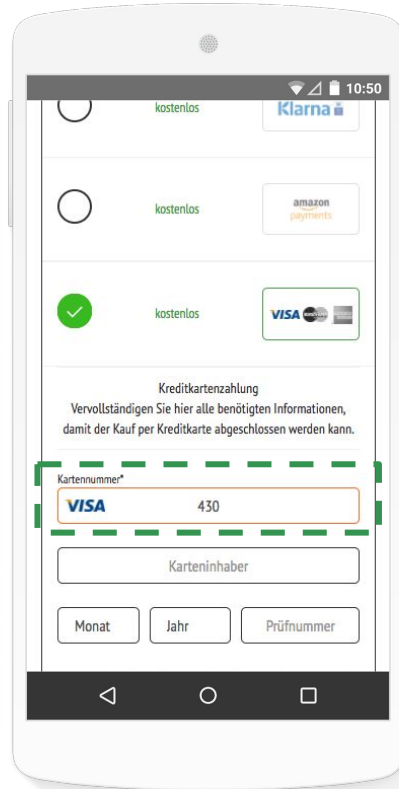
Input Type	HTML
number	<pre><input type="number" min="2" max="10" step="2" value="6"></pre>
email	<pre><input type="email"></pre>
url	<pre><input type="url"></pre>
date	<pre><input type="date"></pre>
range	<pre><input type="range" min="2" max="10" step="2" value="6"></pre>



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
- 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](#)

Thank You