

UX Playbook for Retail

Collection of best practices to delight your users



Ecommerce playbook at a glance

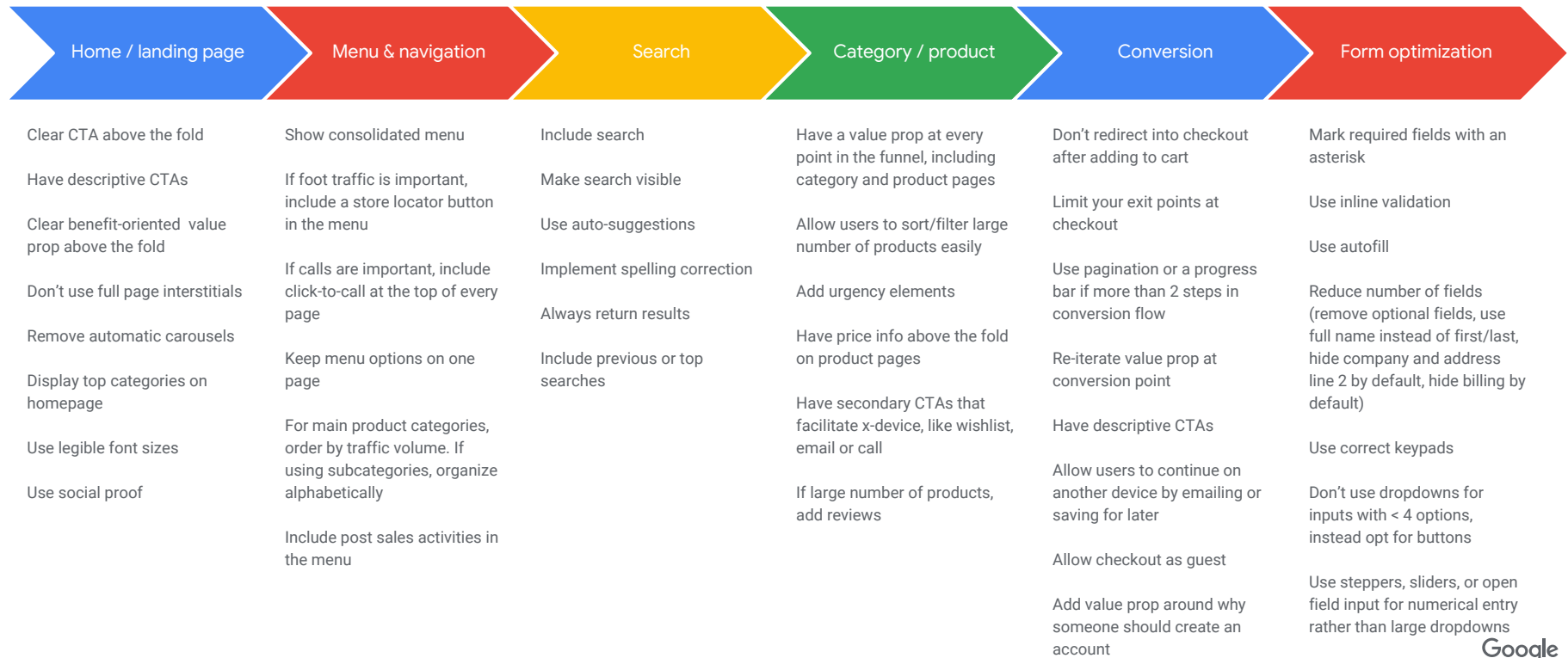
Creating frictionless experiences across the funnel

After looking at several hundred retail sites, we realized that there were certain universal UX elements that helped create a frictionless shopping experience. This list aims to expand on the 25 Retail Principles and provide a checklist for improving your mobile site experience across 6 key site areas:



Ecommerce playbook at a glance

Creating frictionless experiences across the funnel



All recommendations
should be A/B tested!

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

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



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

- ☐ Clear CTA: Search
- ☐ Clear Value proposition: 1) order today, collect tomorrow
- ☐ Consolidated menu with hamburger and cart
- ☐ Location icon to drive foot traffic
- ☐ Top categories on homepage
- ☐ Legible font sizes
- ☐ No revolving carousels
- ☐ No full page interstitials

Further optimizations: label icons in the menu

Homepage best-in-class (specialty): Warby Parker

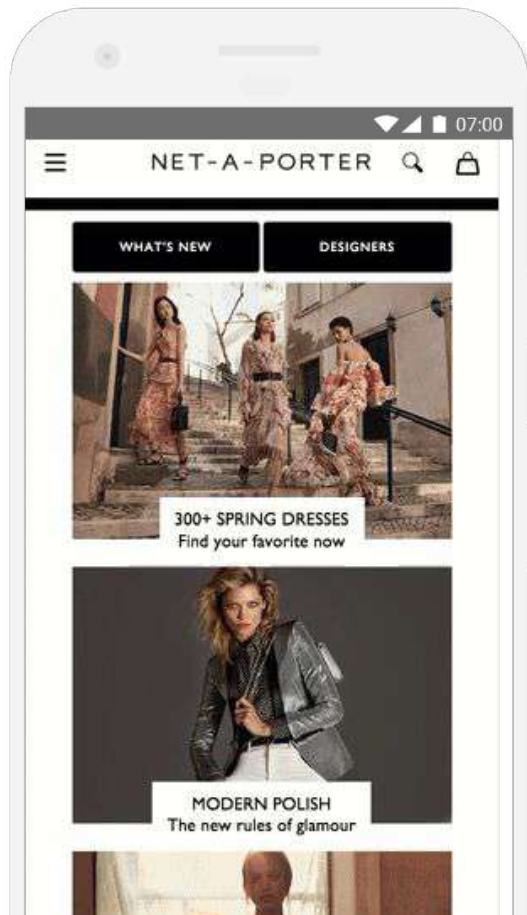


Problem to solve: Does my site provide what the user wants?

- ❑ Consolidated nav bar with easy to find menu
- ❑ Clear, easy to find CTAs
- ❑ Benefit oriented value prop -- '\$95/pair'
- ❑ Top categories/ways people would shop-- Sunglasses/eyeglasses, men/women
- ❑ Has other key actions like find a location, learn more
- ❑ Has key contact information at the bottom of the page
- ❑ Non-intrusive app banner

Further optimizations: Label icons in the menu, don't use ghost buttons

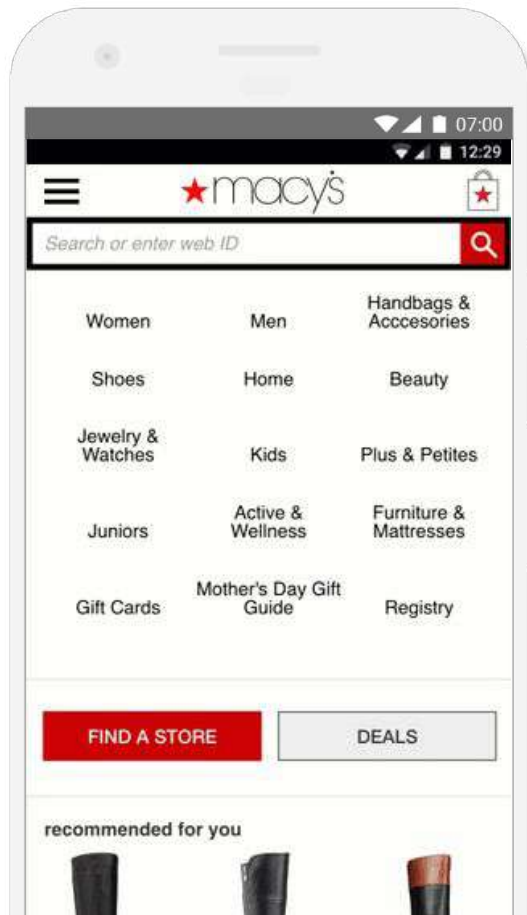
Navigation best in class: Net-a-Porter



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

- ❑ Consolidated menu with hamburger and cart
- ❑ Menu options kept on single page
- ❑ Post sales actions like 'Register' and 'Signin' are included above the fold in menu
- ❑ Initial categories ordered by traffic volume
- ❑ Subcategories ordered alphabetically
- ❑ Easy to move back
- ❑ Bonus: Uses dynamic menu rather than expanders

Navigation best in class: Macy's

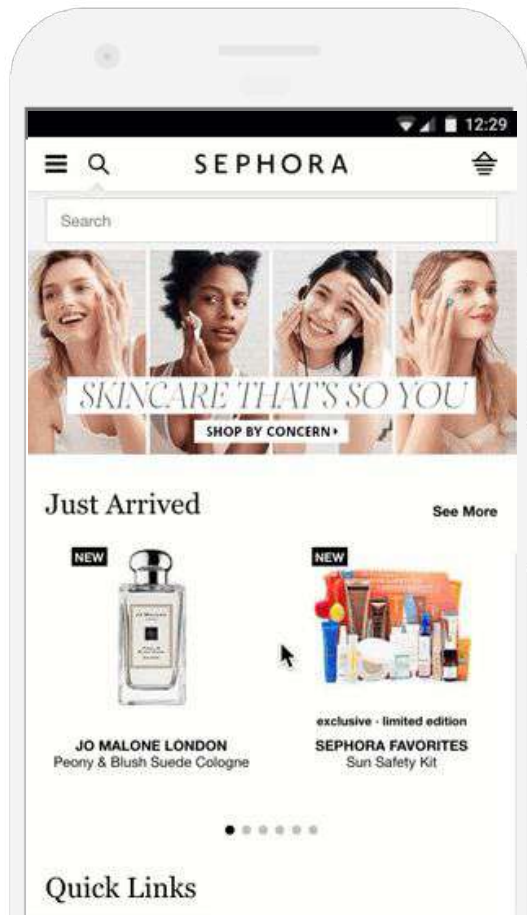


Problem to solve: Can my user browse their interests quickly and easily?

- ❑ Consolidated menu with hamburger and cart
- ❑ Menu options kept on single page
- ❑ Post sales actions like 'Register' and 'Sign-in' are included above the fold in menu
- ❑ Initial categories ordered by traffic volume
- ❑ Easy to move back or out of menu
- ❑ Bonus: Uses dynamic menu

Further optimizations: Label icons in the menu, make sure animations meet RAIL standards

Search best in class: Sephora

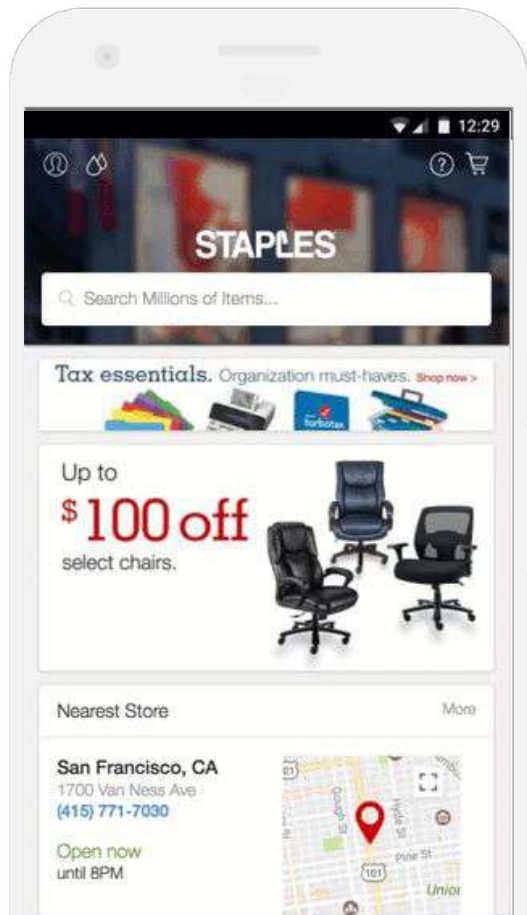


Problem to solve: How do I help my user find what they're looking for quickly?

- ☐ Search bar is visible
- ☐ Uses typing suggestions-- both products and categories
- ☐ Uses auto-correct for common spelling mistakes
- ☐ Always returns results
- ☐ Shows previous searches

Further optimizations: Label icons in the menu, make sure animations meet RAIL standards

Search best in class: Staples

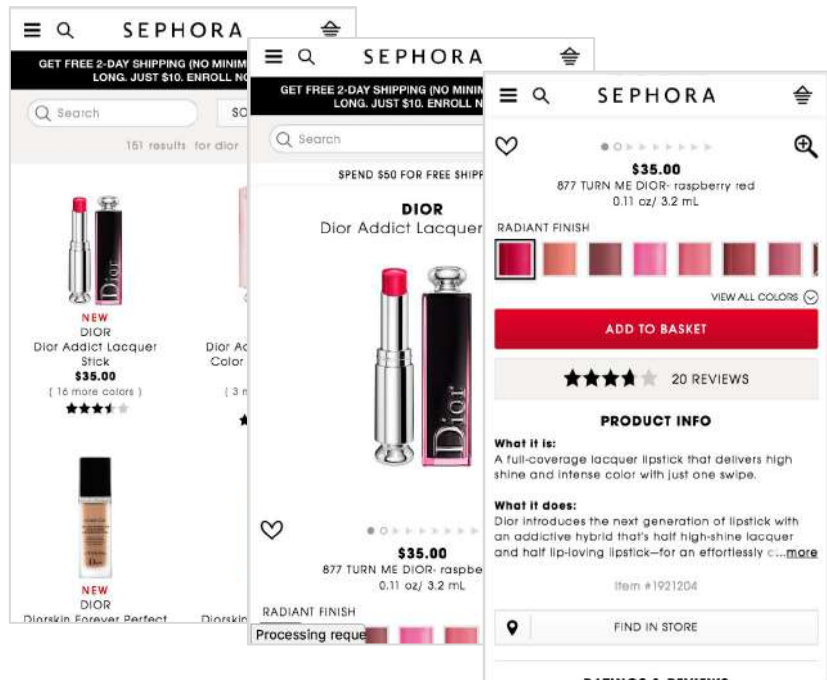


Problem to solve: How do I help my user find what they're looking for quickly?

- ☐ Search bar is visible
- ☐ Uses typing suggestions-- both products and categories
- ☐ Shows recent searches and trends
- ☐ Shows previous searches
- ☐ Uses auto-correct for most misspellings

Further optimizations: label icons

Category/Product best in class: Sephora



Problems to solve:

- Can my users find a product to fit their needs?
 - How can I continue their interest if they don't want to convert in the moment.
- ❑ Value prop is at every step of the funnel
 - ❑ Ability to filter/sort results on search and category pages
 - ❑ Number of results returned for category/searches
 - ❑ Product and pricing info above the fold on product pages
 - ❑ Secondary CTAs for wishlist (heart) and find in store
 - ❑ Readable product descriptions
 - ❑ Since larger number of products, have reviews

Cart/Conversion best in class: Petco

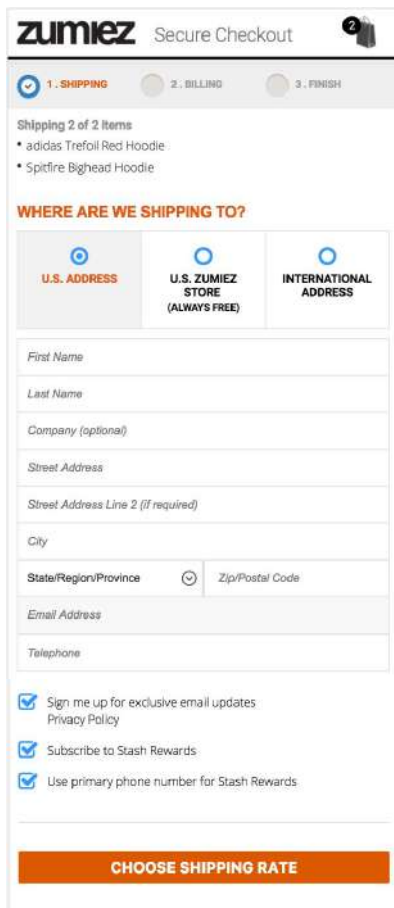
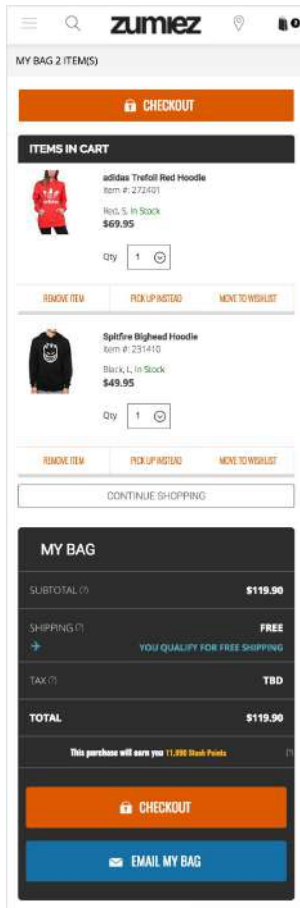
The image displays three overlapping screenshots of the Petco website's checkout process:

- Left Screenshot (Shopping Cart):** Shows a 15% discount on in-store and online purchases. The cart contains one item: Bond & Co. Gold Collar, For Neck Size Medium. The price is \$14.99, reduced to \$10.49. A 'proceed to checkout' button is visible.
- Middle Screenshot (Returning Customers sign in):** A form for returning customers to sign in. It includes fields for Email and Password, a 'Remember Me' checkbox, and a 'sign in' button. A 'Forgot Your Password?' link is also present.
- Right Screenshot (Shipping Address):** A multi-step form for shipping address. It includes fields for First Name, Last Name, Phone, Email, Address Line 1, Address Line 2, and City. A 'checkout as guest' button is visible at the bottom.

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

WARBY PARKER

Information Prescription Review

Your details

First and Last Name

Email

Password

Phone

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

Ship to

First and Last Name

Problem to solve: How do I help users pay quickly and easily?

- ❑ Reduced number of fields -- First and last name consolidated, no second address line
- ❑ Don't make user input password twice
- ❑ In-line validation (green dots)
- ❑ Notification if a field is skipped
- ❑ Auto-fill used
- ❑ Address info uses Google Places API to autofill 5 shipping fields
- ❑ Credit card field doesn't expand until clicked into
- ❑ Billing is shipping by default
- ❑ Customer service contact capabilities at the bottom

Form optimization best in class: (Single Page): ThredUp

THREDUP

1. Shipping Info

First Name

Last Name

Street Address

Enter a location

Apt #, Floor, etc (Optional)

City

State

Zip Code

How did you hear about us? (Optional)

Shipping options (estimated) ?

Problem to solve: How do I help users pay quickly and easily?

- ❑ Exit points limited after cart
- ❑ Reduced number of fields -- No second address line, no optional info
- ❑ Auto-fill used
- ❑ In-line validation (section turns green)
- ❑ Address info uses Google Places API to autofill 5 shipping fields
- ❑ Credit card fields use correct keypads
- ❑ Billing is shipping by default
- ❑ Value prop around 'free shipping & returns' at bottom
- ❑ Customer service contact capabilities at the bottom

Form optimization best in class: (Multi-Step): Zalando

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

Step 1: WELCOME

- Progress indicator: 1 Login, 2 Address, 3 Payment.
- Header: zalando, SECURE
- Section: I HAVE A CUSTOMER ACCOUNT ZALANDO
- Form fields: Email address, Password.
- Button: LOGIN
- Link: [Forgotten your password?](#)
- Section: I AM A NEW CUSTOMER

Step 2: PAYMENT

- Progress indicator: 1 Login, 2 Address, 3 Payment.
- Header: zalando, SECURE
- Section: PAYMENT METHOD
- Options:
 - ☐ PayPal (Free)
 - ☒ Credit / Debit Card (Free)
- Logos: VISA, Mastercard
- Option: ☒ New credit or debit card
 - Form field: Credit / Debit Card * (Please choose)
 - Form field: Card Holder * (Test Test)
 - Form field: Card Number *

Step 3: Confirmation

- Text: 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.
- Table:

Delivery Cost	Free
TOTAL (VAT included)	£169.98
- Button: NEXT
- Text: You can review and confirm your order in the next step.
- Section: Contact our friendly Customer Care team
 - Text: Helpline (every day 6am-10pm)
 - Text: 0203 059 8139
- Link: [← Back to the shop](#)
- Links: [Privacy Policy](#), [Terms & Conditions](#), [Legal Notice](#)

Problem to solve:

How do I help users pay quickly and easily?

- ❑ Exit points limited after cart
- ❑ Pagination at top so that the user understands progress and can move backwards/forwards
- ❑ Calls out security at top of page
- ❑ Customer service info at the bottom with hours
- ❑ Address lookup
- ❑ Uses inputs rather than dropdowns for options with 2 choices (payment, delivery)
- ❑ Uses correct keypads

Homepage / Landing Page

Playbook at a glance

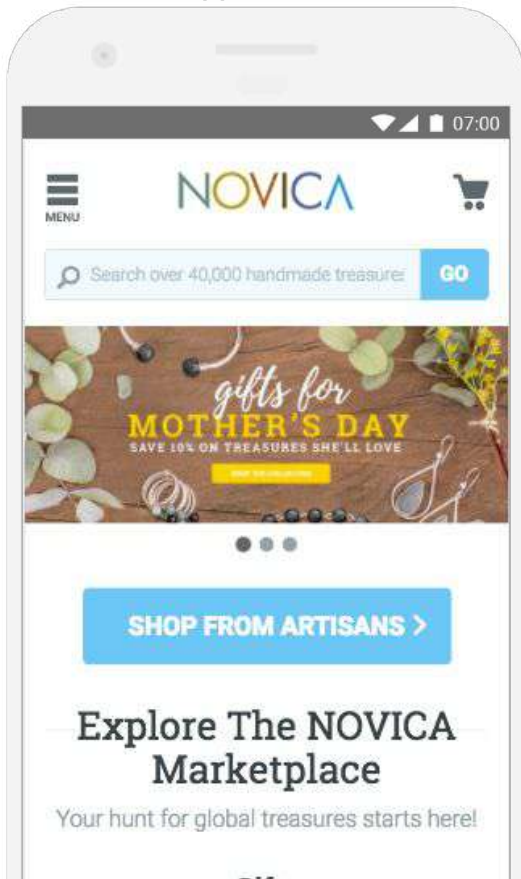
Creating frictionless experiences across the funnel (RETAIL)



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

Display a clear CTA above the fold (specialty retail)

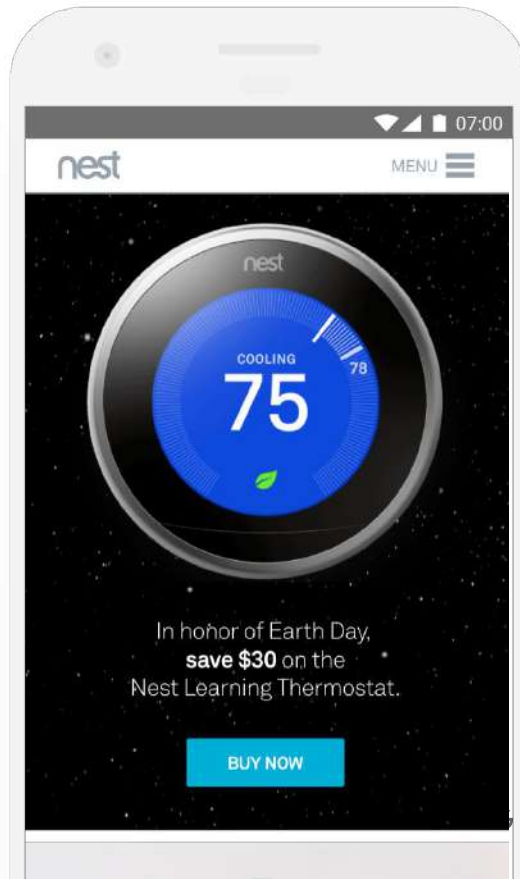
warbyparker.com



tuftandneedle.com

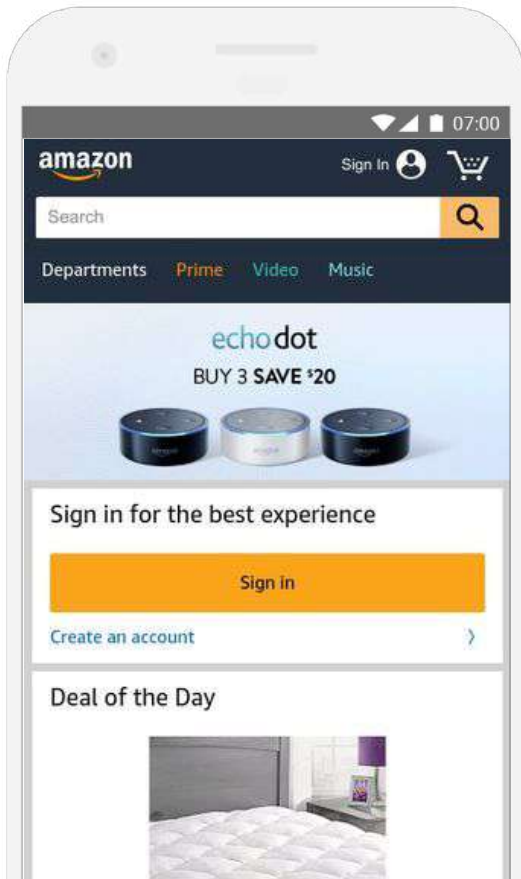


nest.com

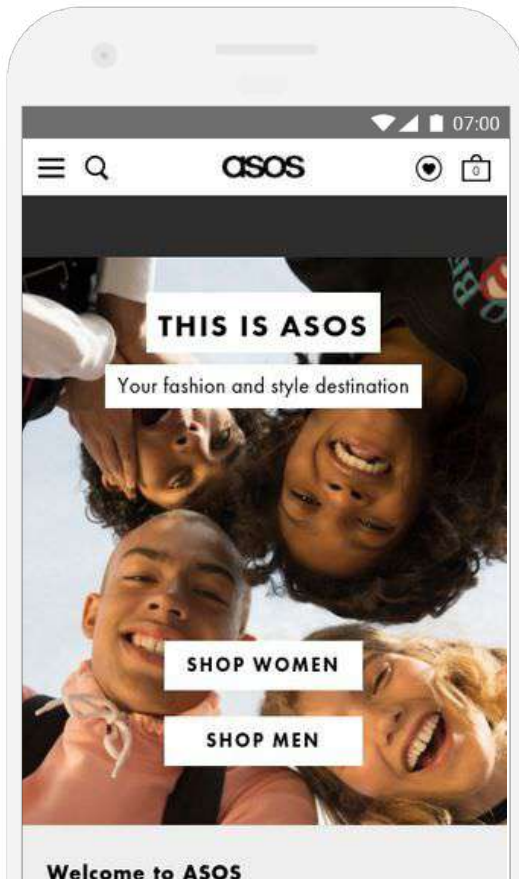


Display a clear CTA above the fold (large inventory)

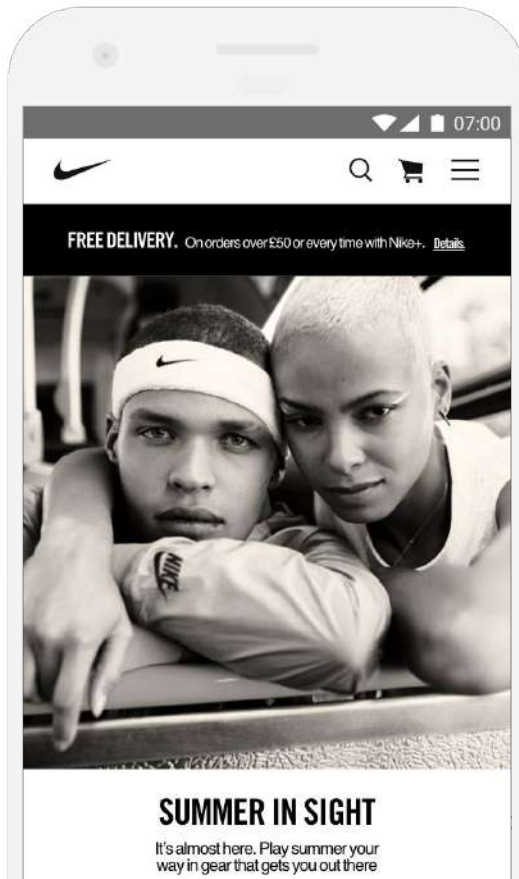
amazon.com



asos.com

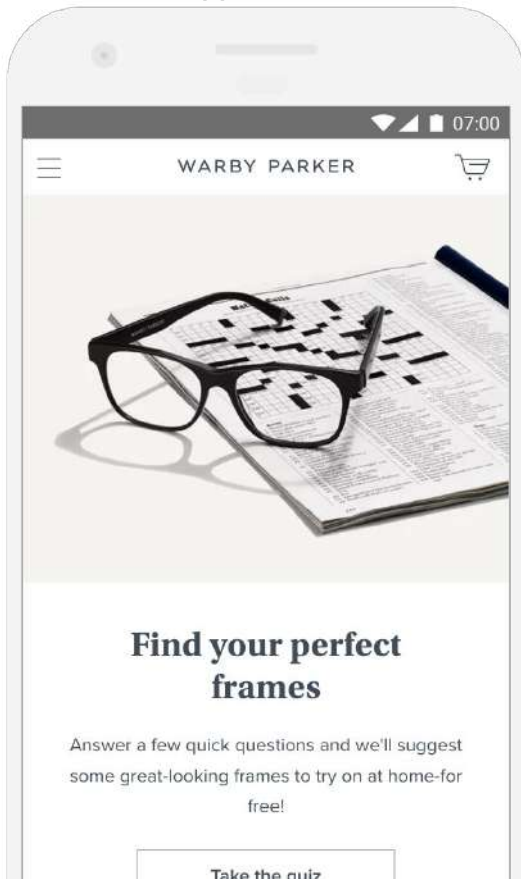


nike.com



Have descriptive CTAs (not next, shop, continue)

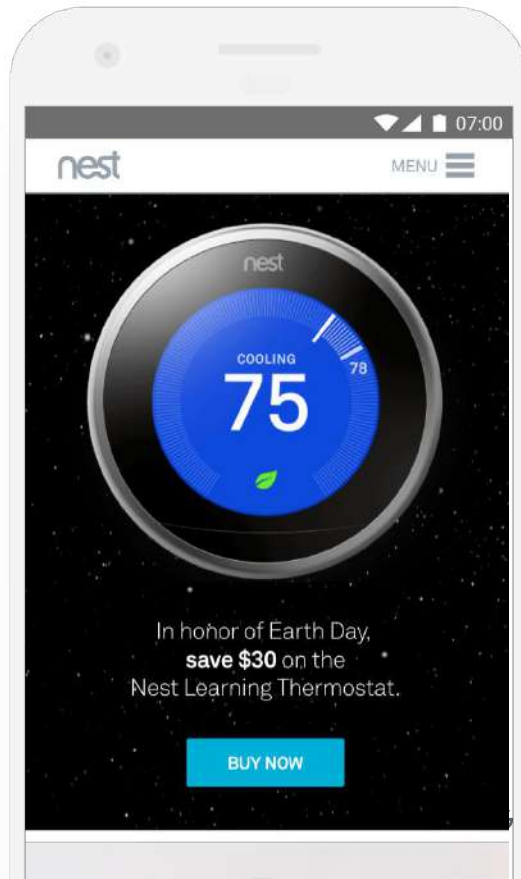
warbyparker.com



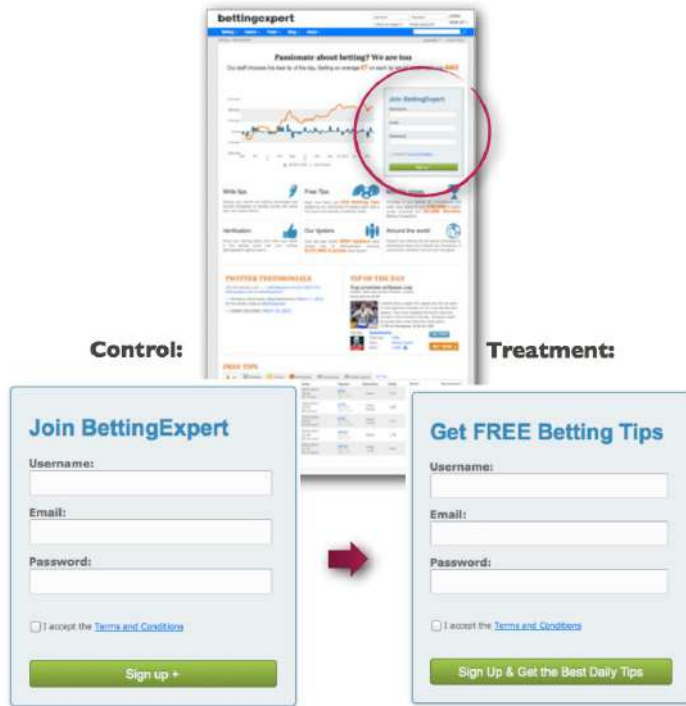
tuftandneedle.com



nest.com



Benefit oriented call-to-actions



BettingExpert.com tweaked the **form copy** (headline & button text), led to an increase of **33% in membership sign-ups**

Original: Sign Up

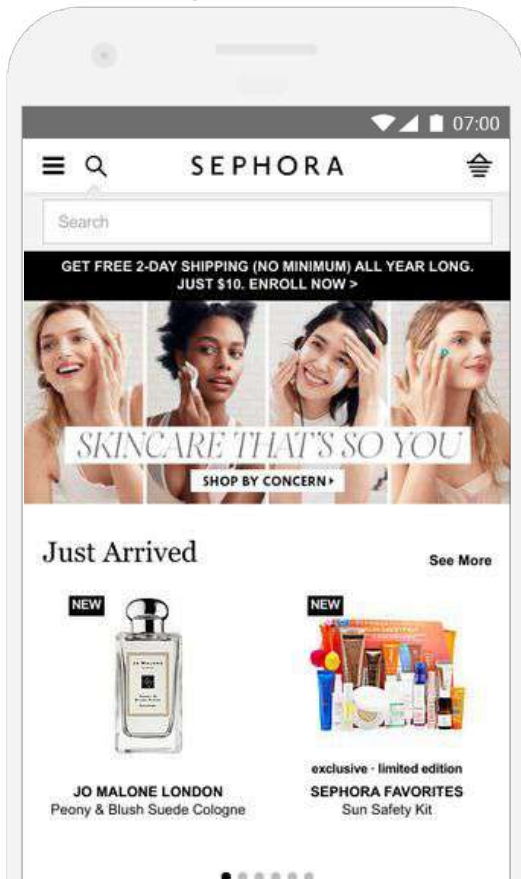
Test: Sign Up & Get the Best Daily Tips

Research:

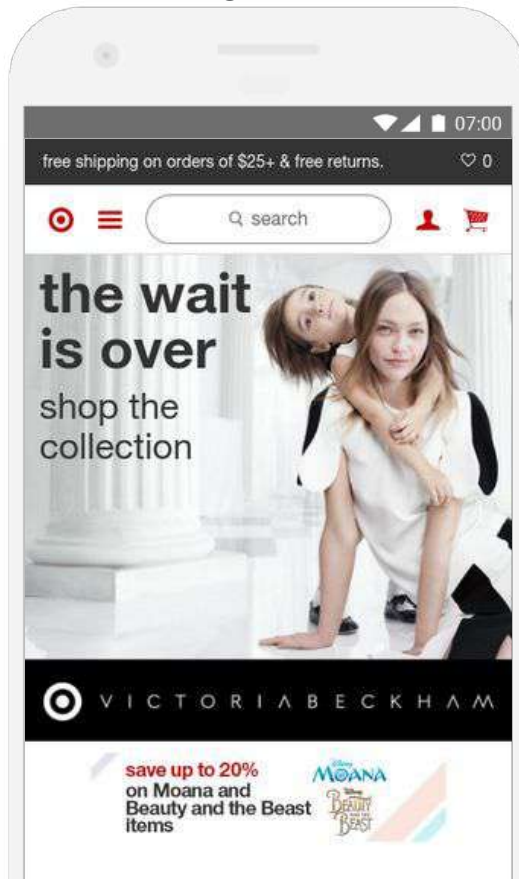
- [Contentverge.com, 7 Universal Conversion Optimization Principles Report](#)
- [Good UI- loss aversion vs gains for CTAs](#)
- [Good UI- benefit vs task buttons](#)

Display a clear benefit-oriented value prop above the fold

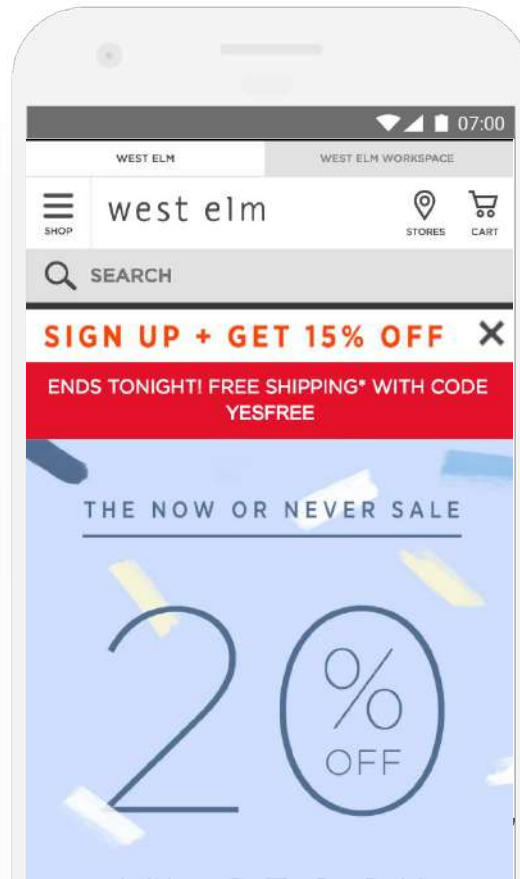
sephora.com



target.com

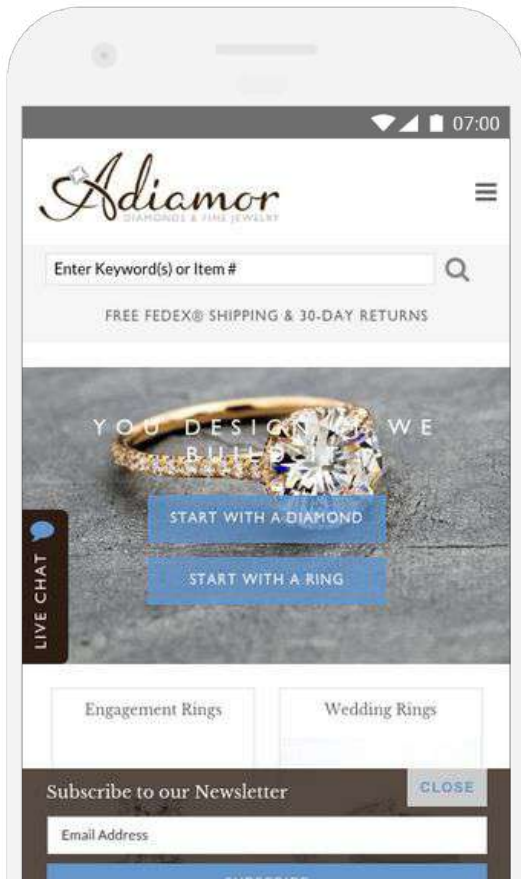


westelm.com

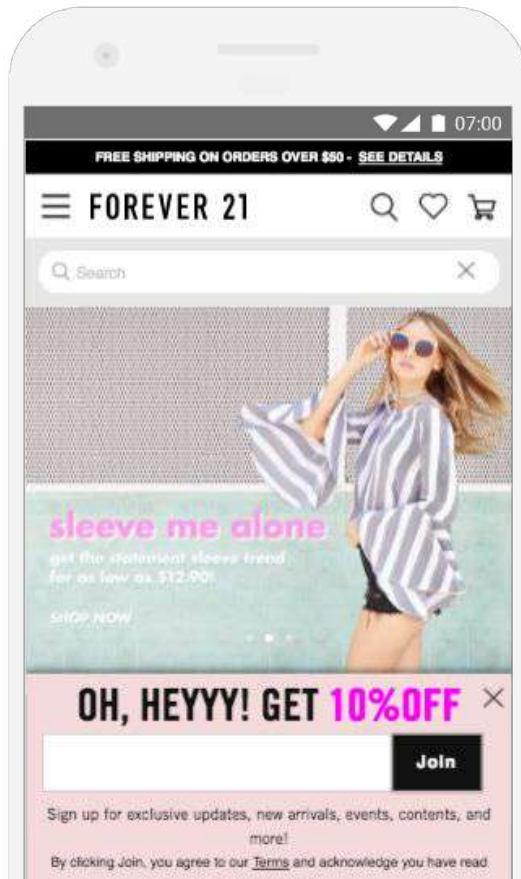


Don't use full page interstitials

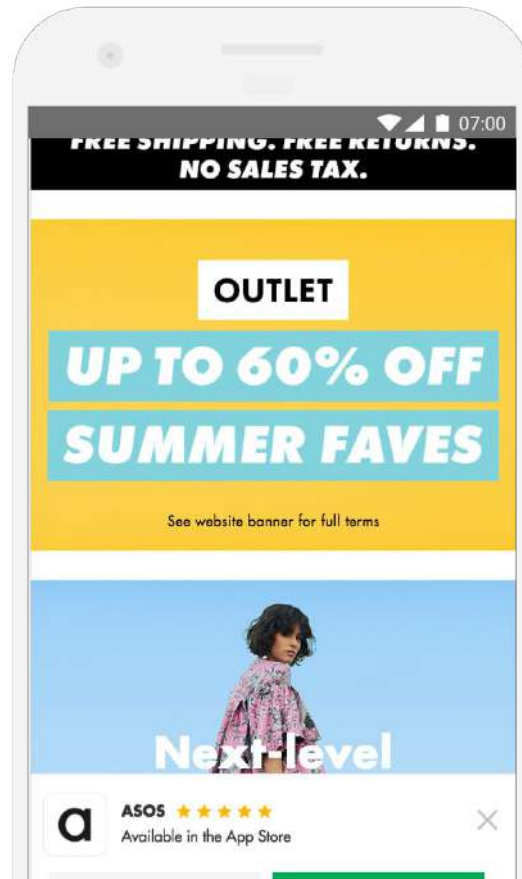
adiamor.com



forever21.com

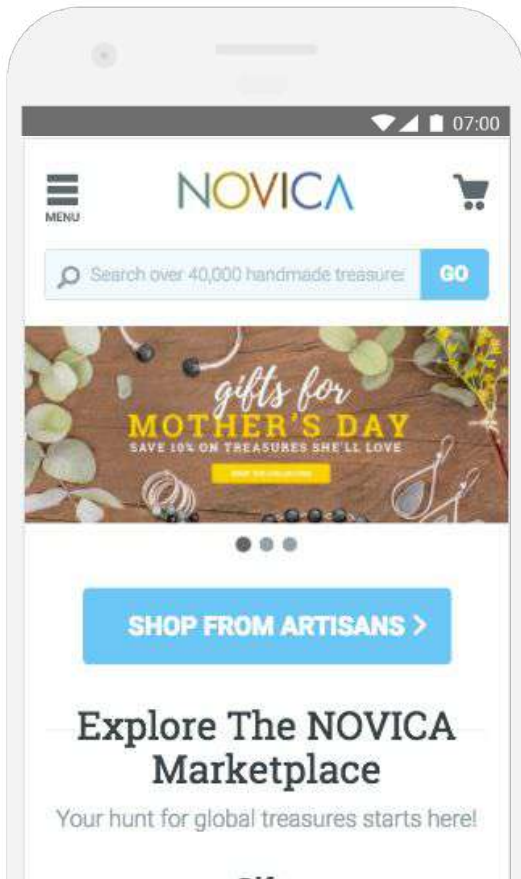


asos.com

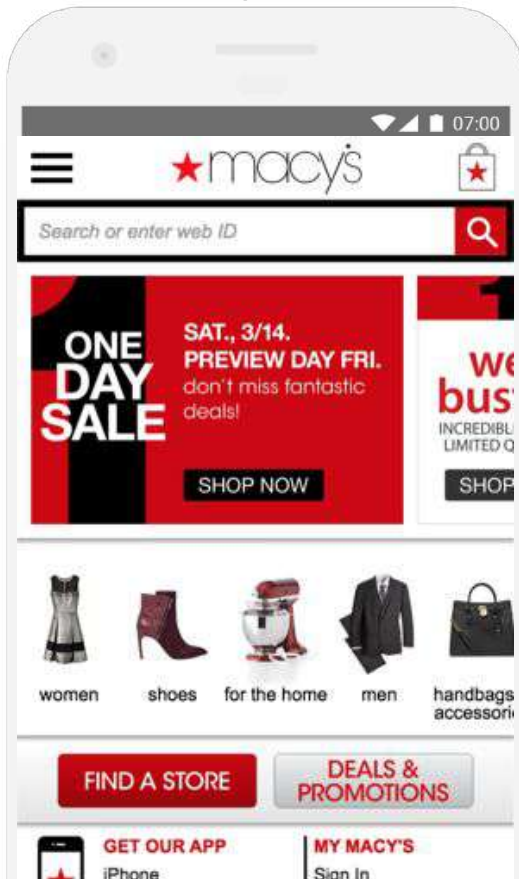


Remove automatic carousels, instead opt for user initiated

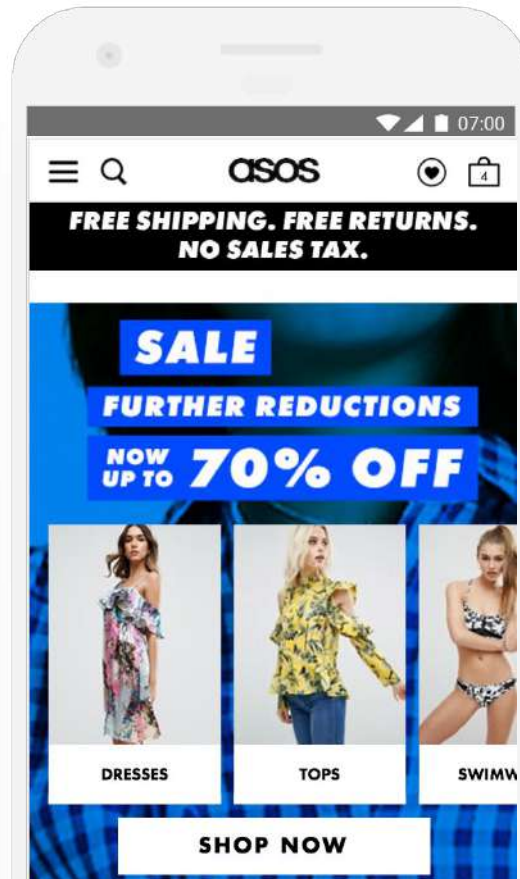
novica.com



macys.com

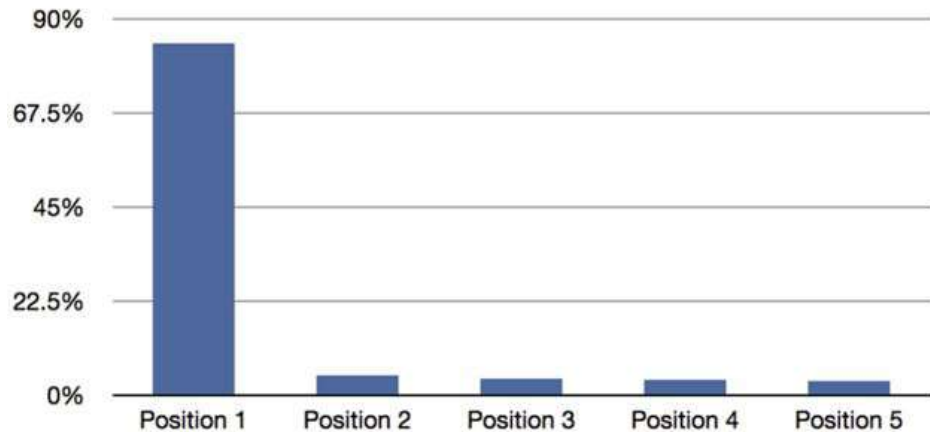


asos.com



Research shows that carousels rarely work

ND.edu Feature Click-Through Rate



Luke Wroblewski

@lukew



Following

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

← Reply ↻ Retweet ★ Favorite ... More

Carousels can be perceived as banners and therefore will be ignored. The user should always be in control.

Automatic image sliders or carousels on homepage should be avoided or the frequency should be decreased.

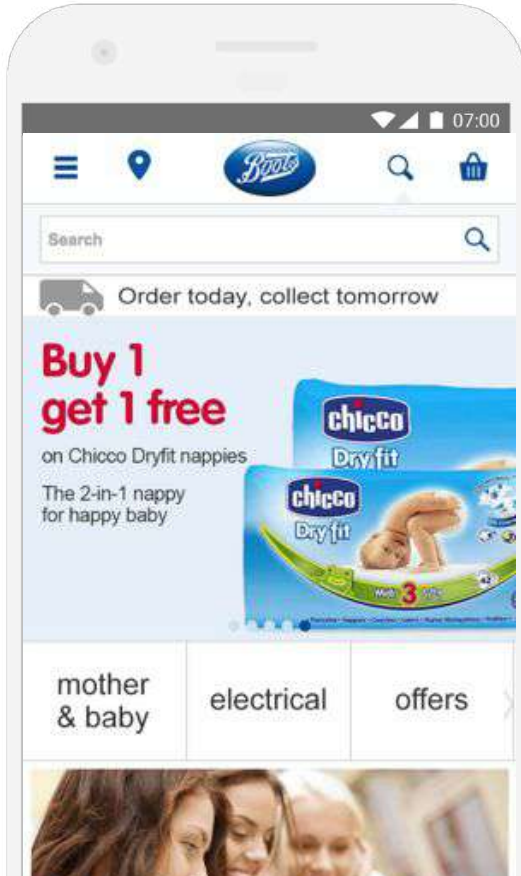
- **Reason #1:** Human eye reacts to movement (and will miss the important stuff)
- **Reason #2:** Too many messages equals no message
- **Reason #3:** Banner blindness

Research:

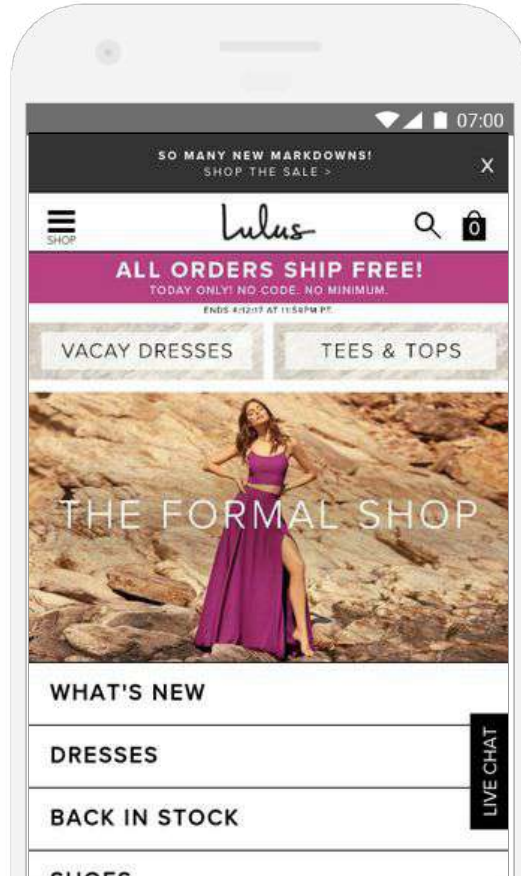
- [Conversion XL](#)
- [ClickZ](#)
- [Widerfunnel](#)
- [NN Group](#)
- [Erik Runyon](#)

Show top categories on homepage

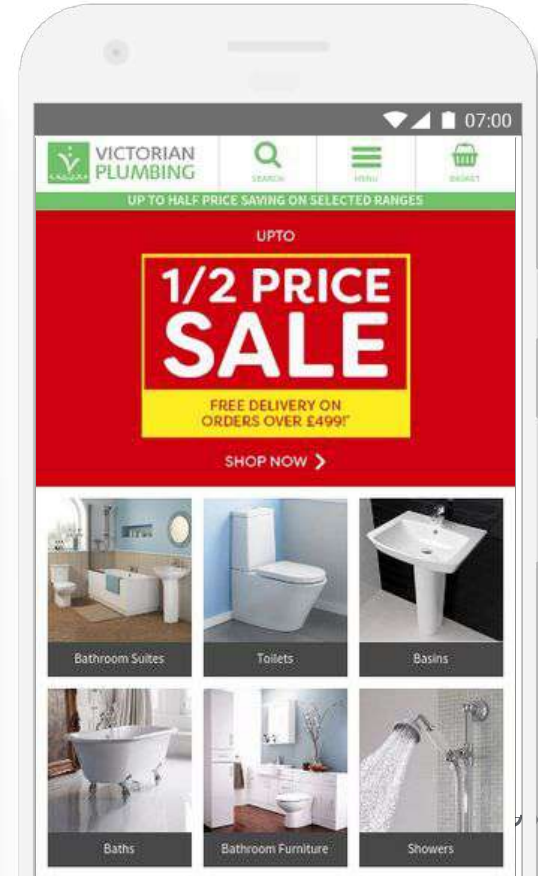
boots.com



lulus.com

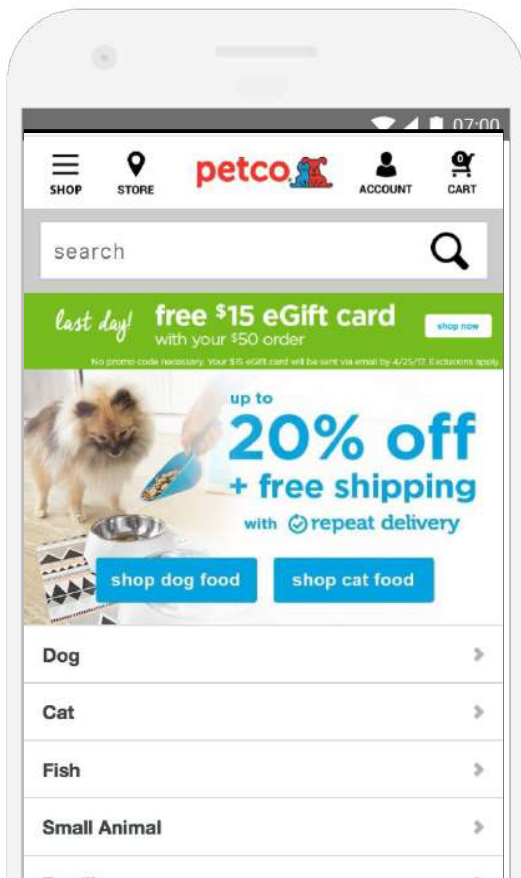


victorianplumbing.co.uk

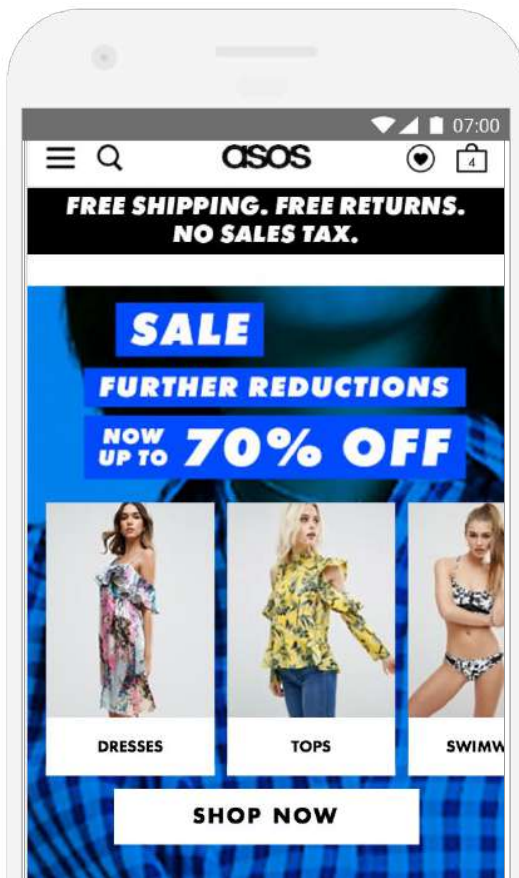


Show top categories on homepage

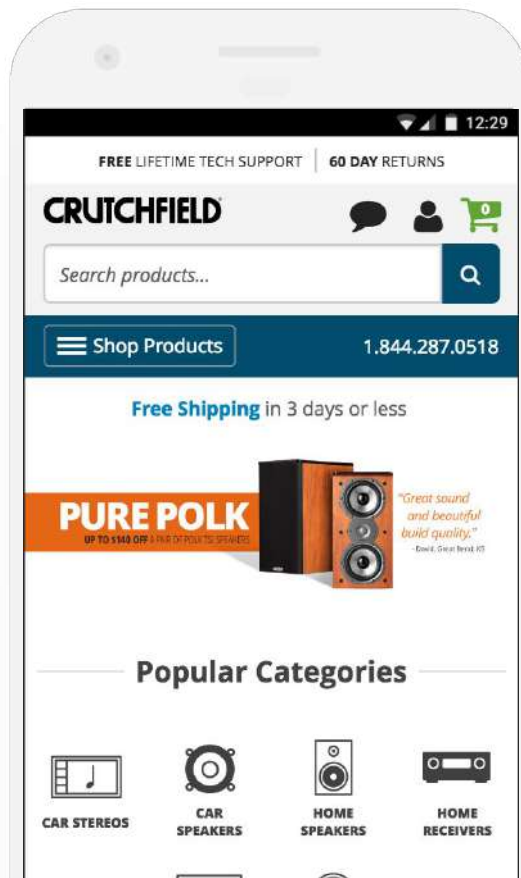
petco.com



asos.com

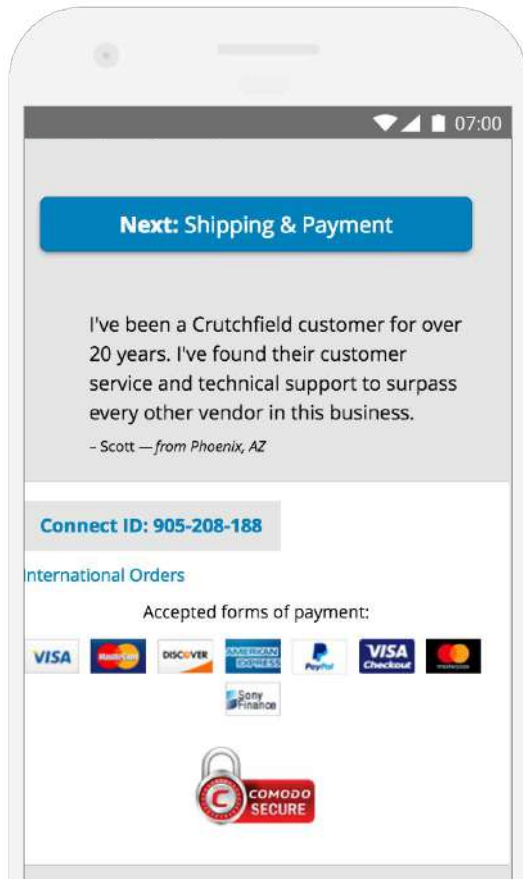


crutchfield.com

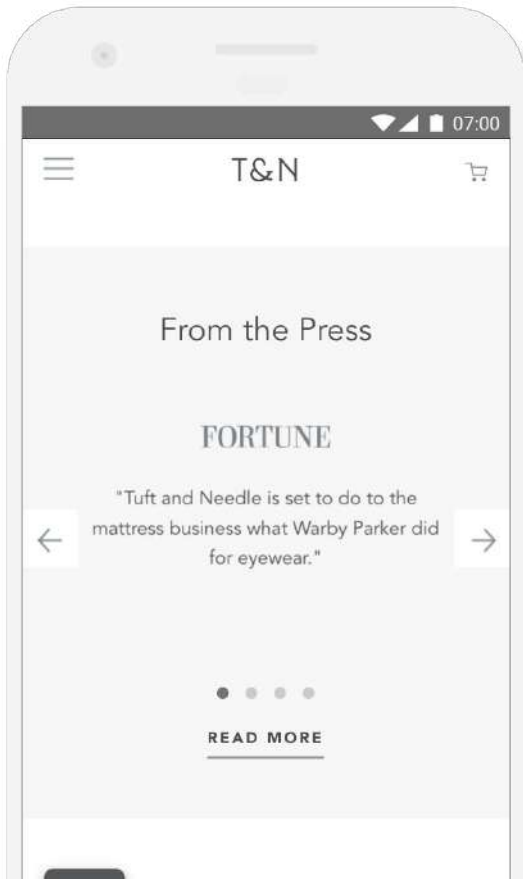


Use social proof

crutchfield.com



tuftandneedle.com



poshmark.com





Menu & Navigation

Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)



Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Show consolidated menu	Medium	High	Pages/visit increase
	If calls are important, include click-to-call at the top of every page	Easy	High	Clicks on icon
	If foot traffic is important, include a store locator button in the menu	Easy	High	Clicks on icon
	Keep menu options on one page	Medium	Medium	Pages per visit
	For main product categories, order by traffic volume	Easy	Medium	Pages per visit
	If using subcategories, organize alphabetically	Easy	Medium	Pages per visit
	Include post sales activities in the menu	Easy	Medium	Pages per visit

Show consolidated menu (less than 1/5 of page)

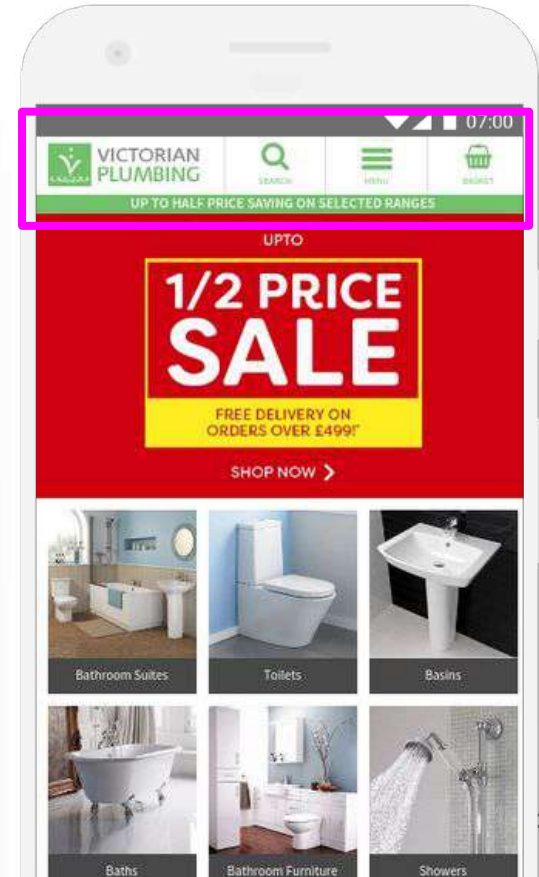
boots.com



zumiez.com



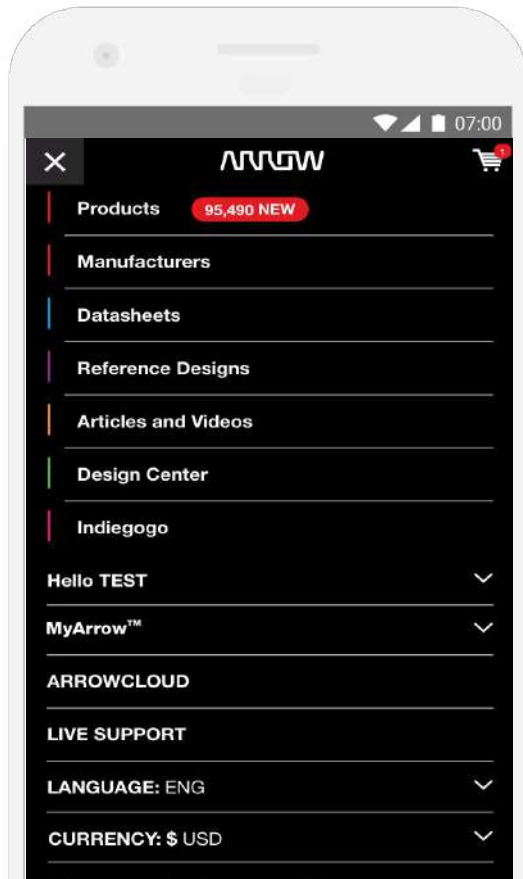
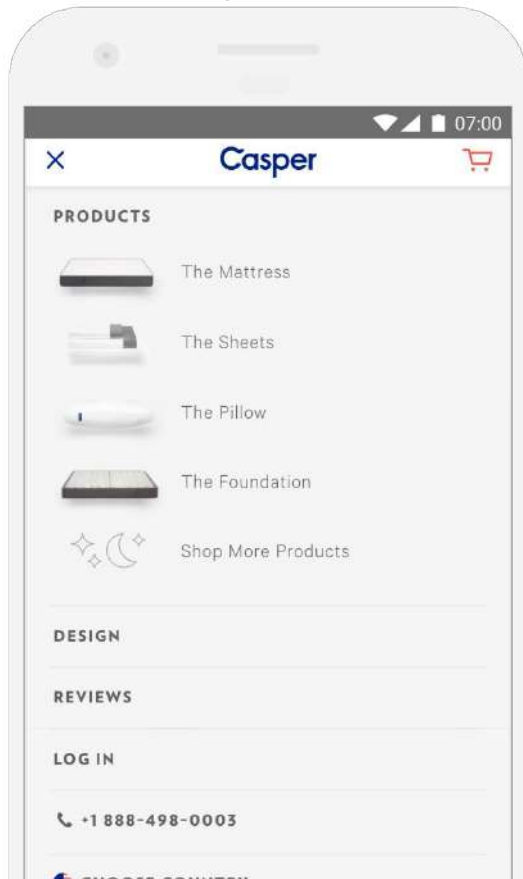
victorianplumbing.com



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

casper.com

arrow.com

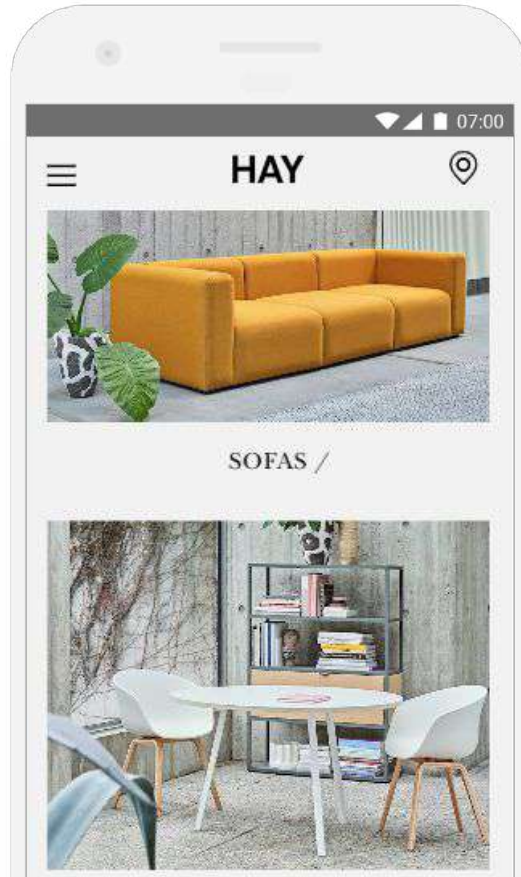


If you have a physical store, include store locator icon in header or menu

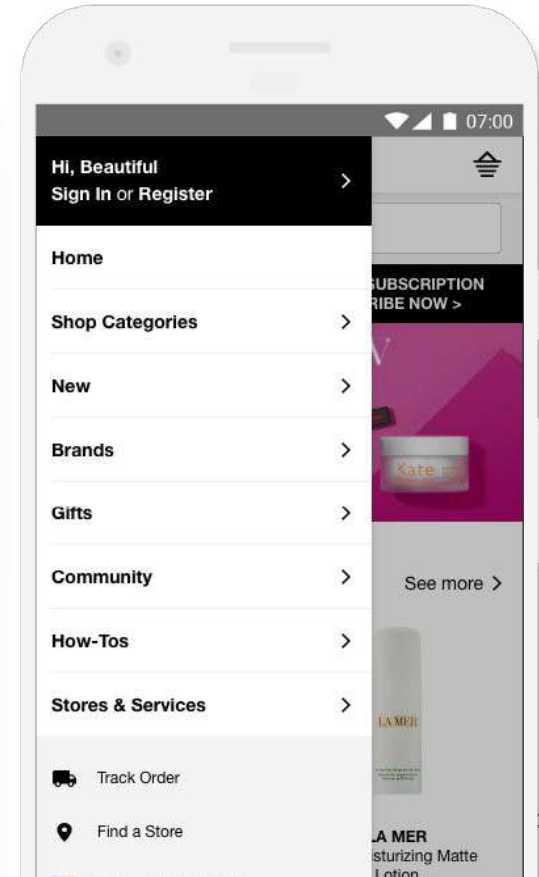
charlestyrwhitt.com



hay.com



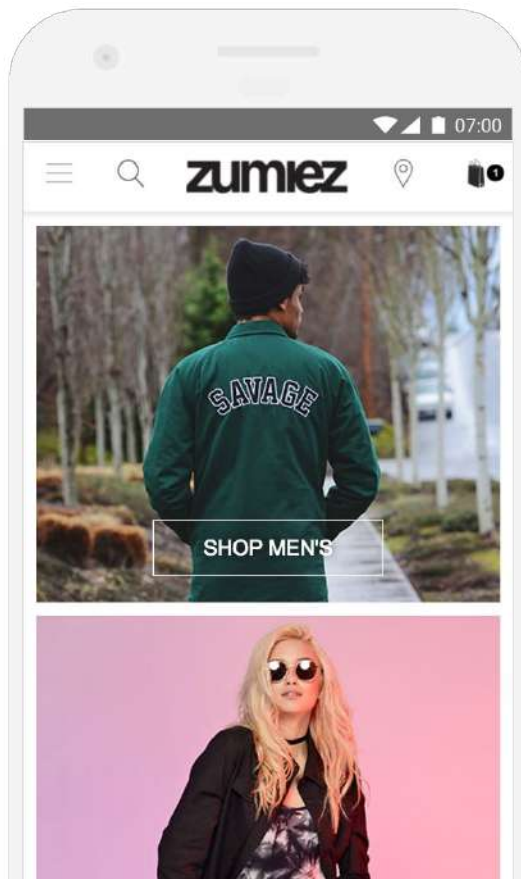
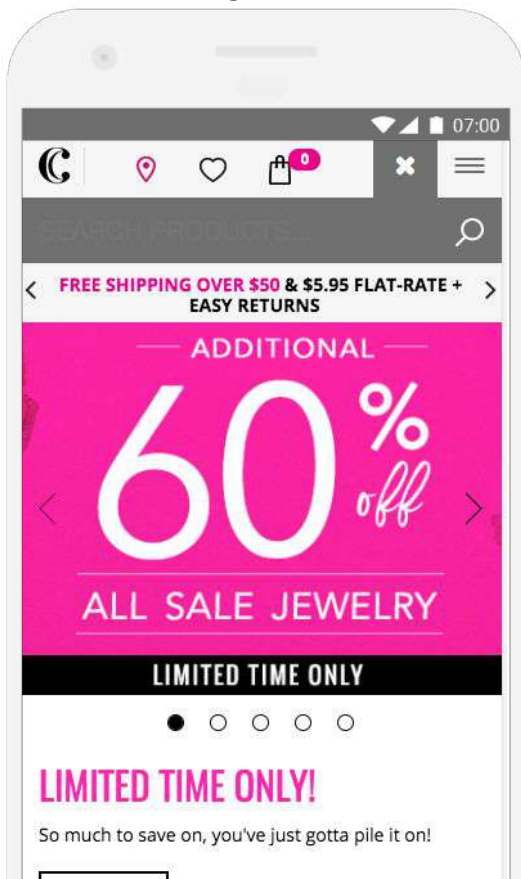
sephora.com



Additional: store location examples

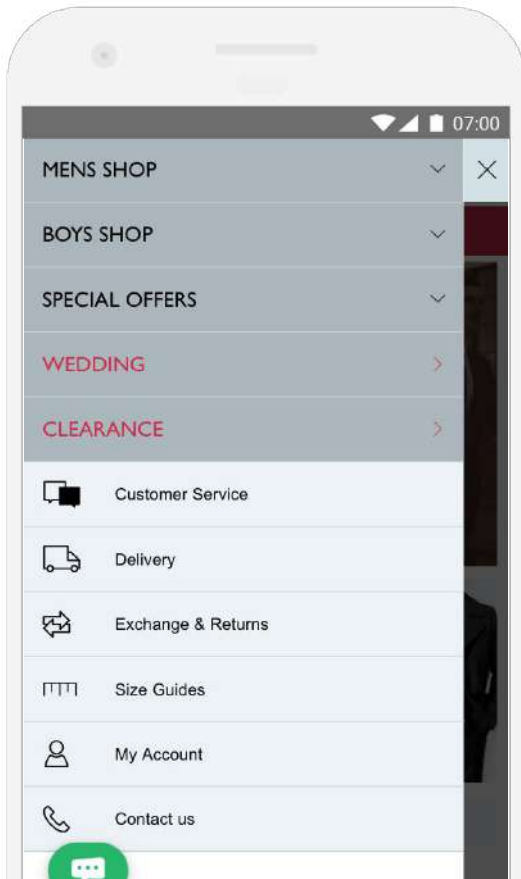
charmingcharlie.com

zumiez.com

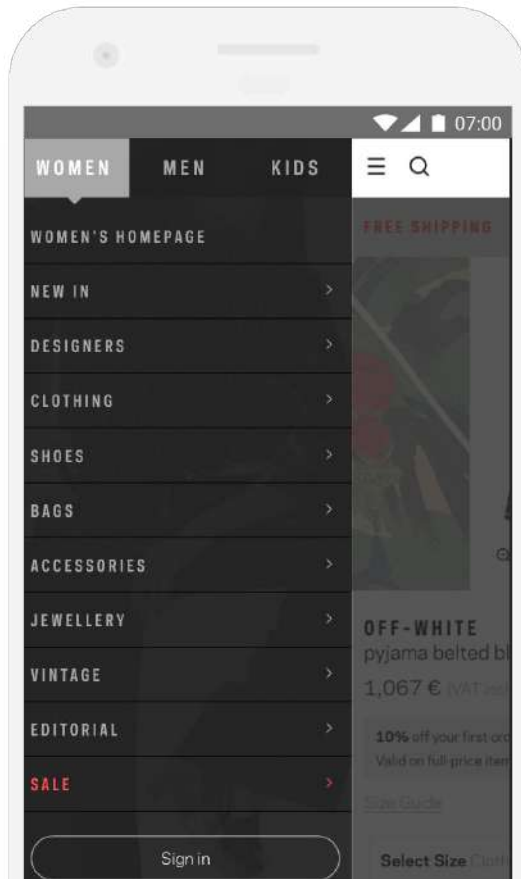


Keep the menu on one page, use a dynamic menu or expanders

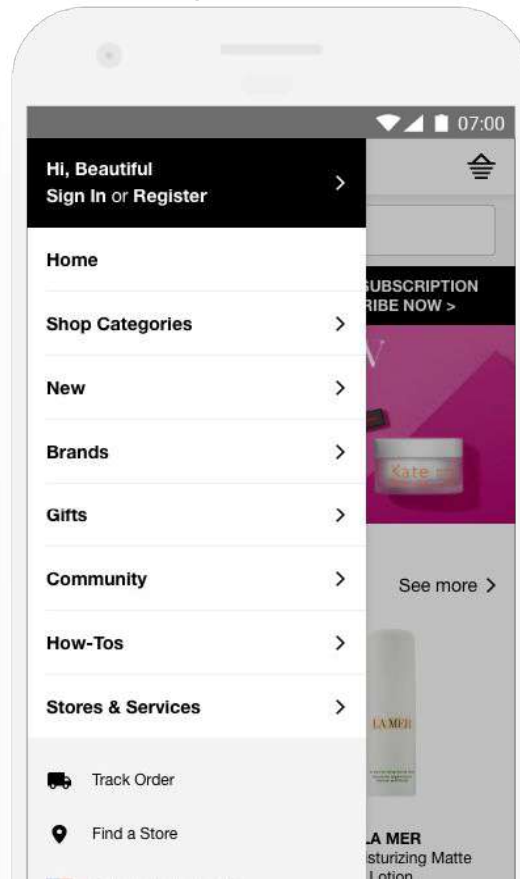
dobell.co.uk



farfetch.com

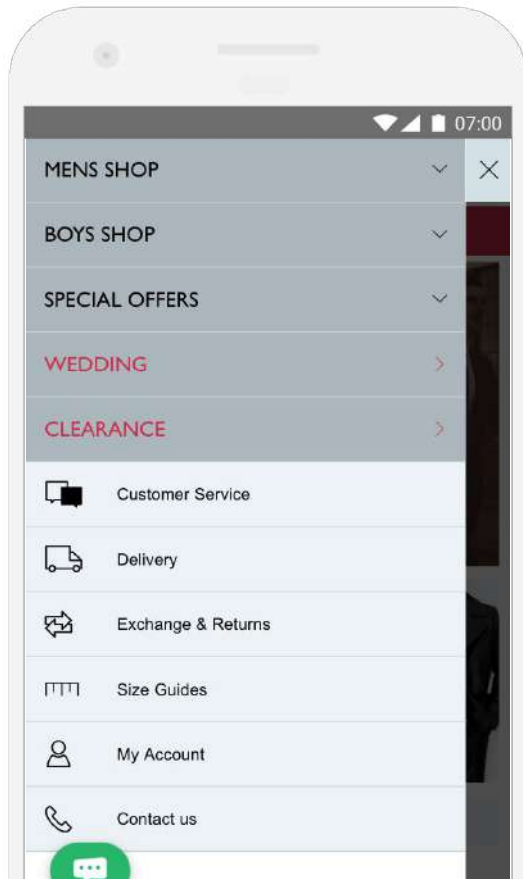


sephora.com

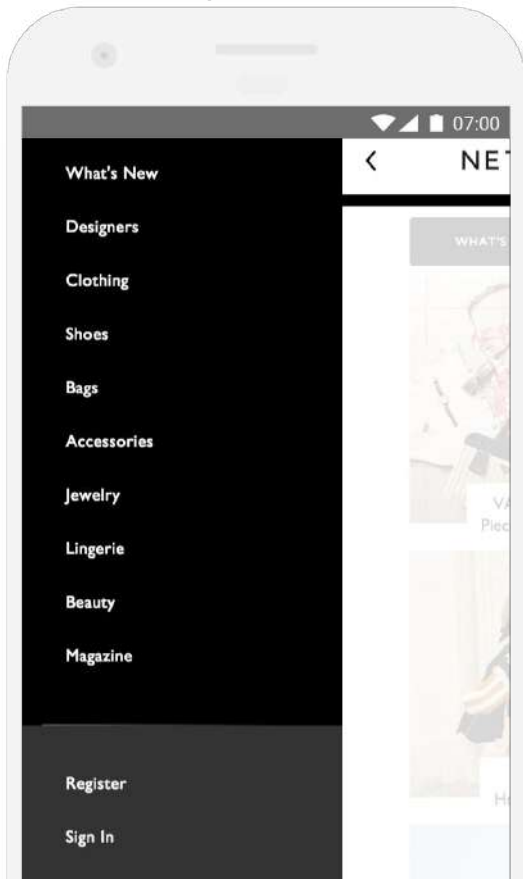


Include post-sales actions like customer service in the menu

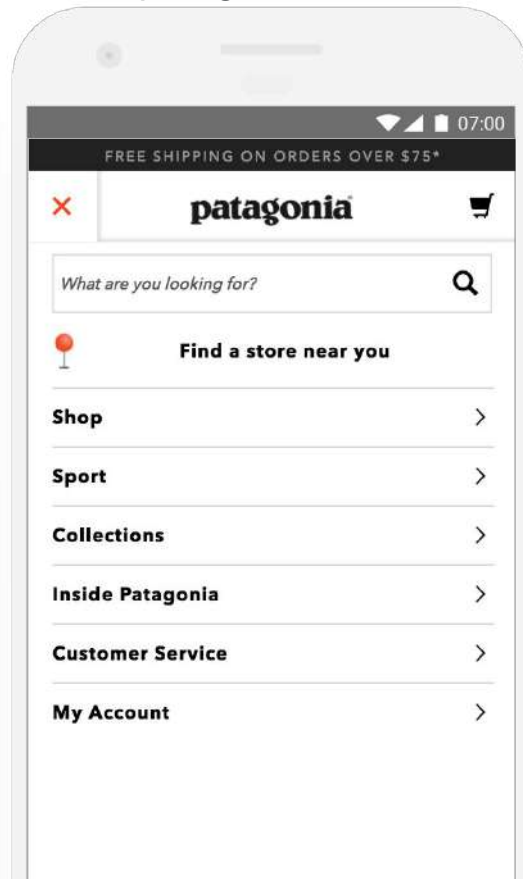
dobell.co.uk



netaporter.com

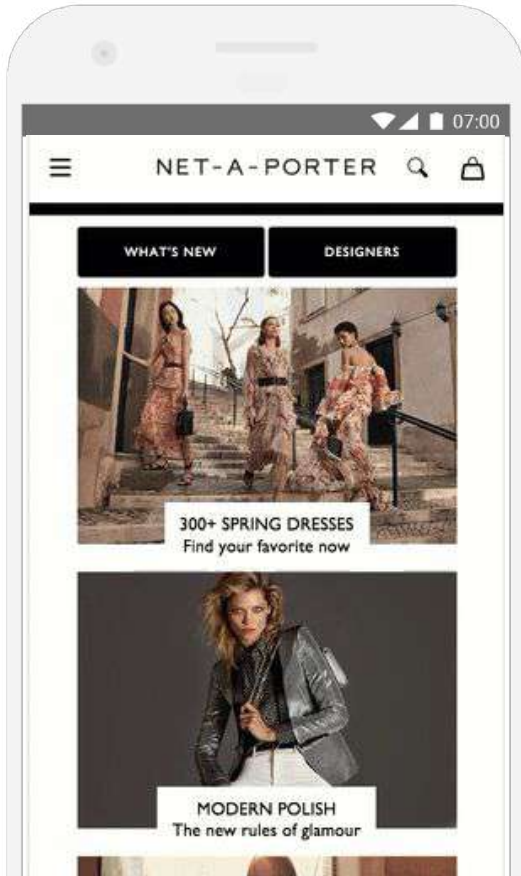


patagonia.com

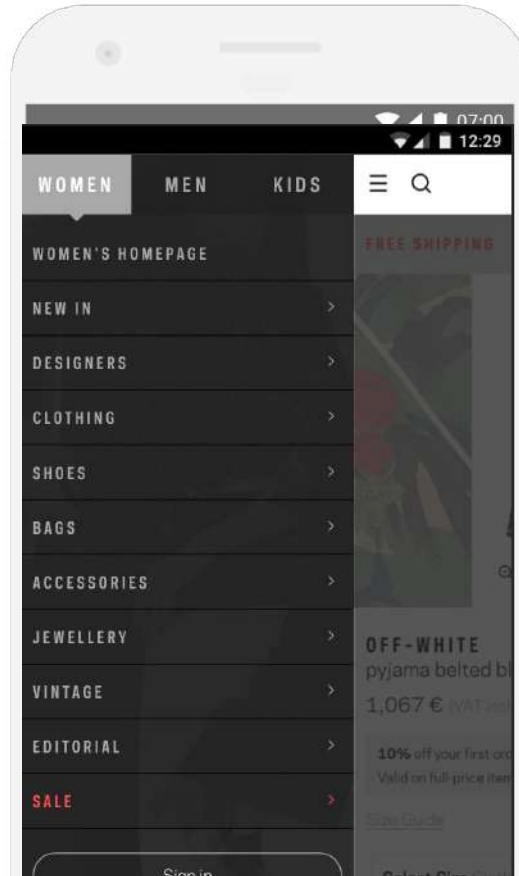


Consider implementing a dynamic menu that allows for better visual hierarchy

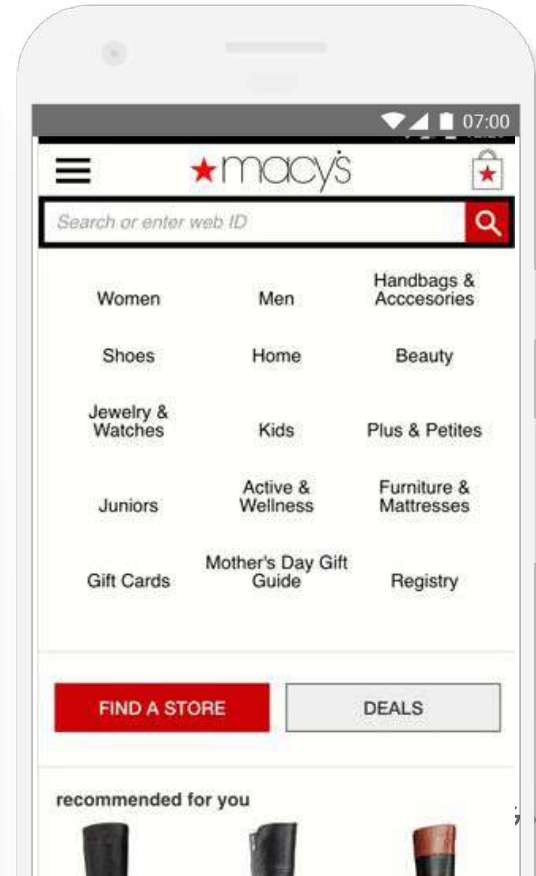
netaporter.com



farfetch.com

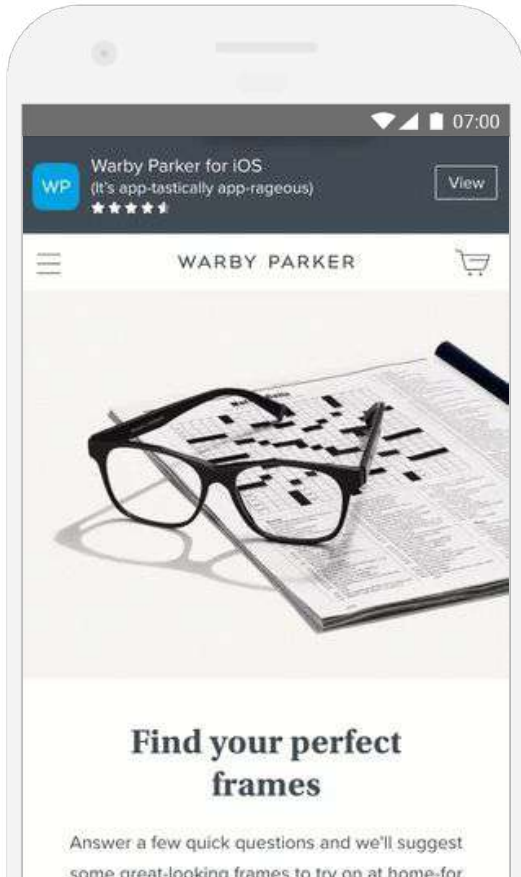


macys.com

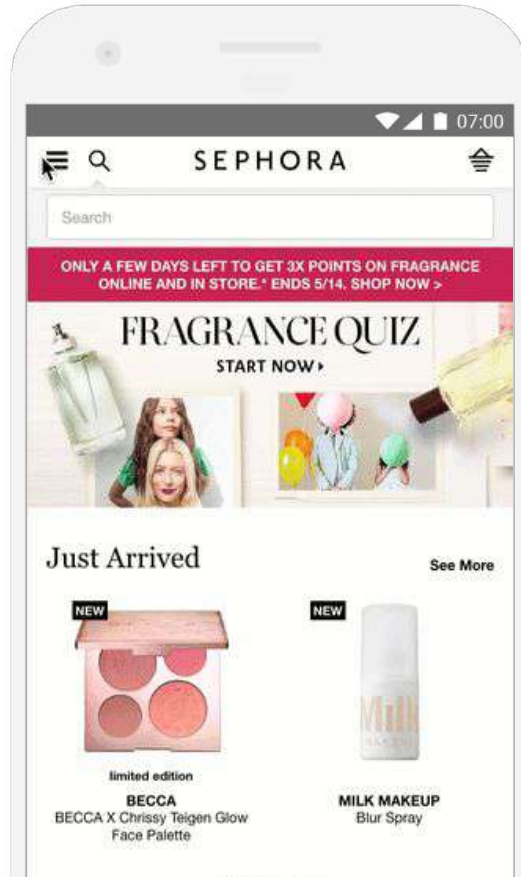


Additional: dynamic menu examples

warbyparker.com



sephora.com



patagonia.com

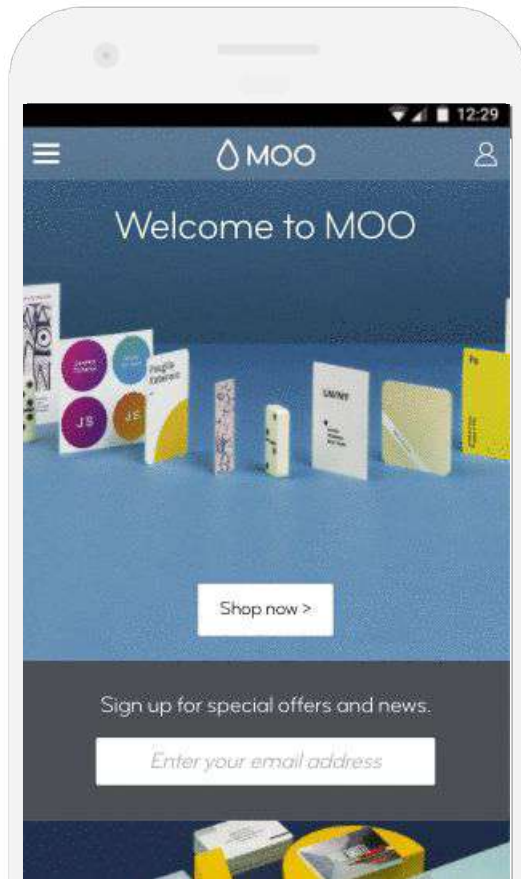


Bonus: consider a floating menu that sticks as users scroll

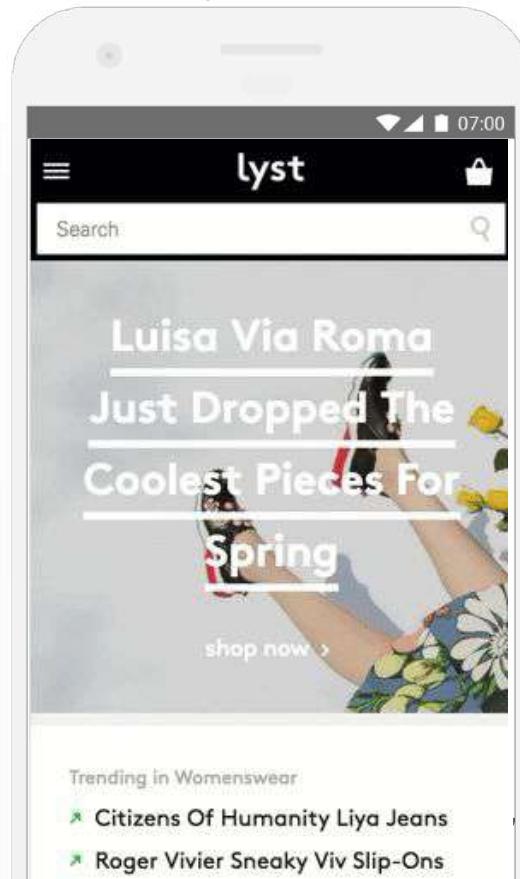
cos.com



moo.com

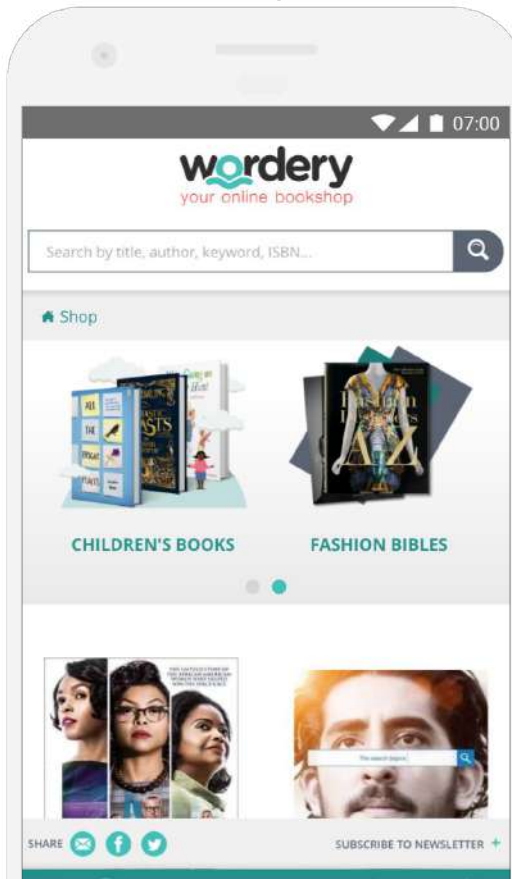


lyst.com

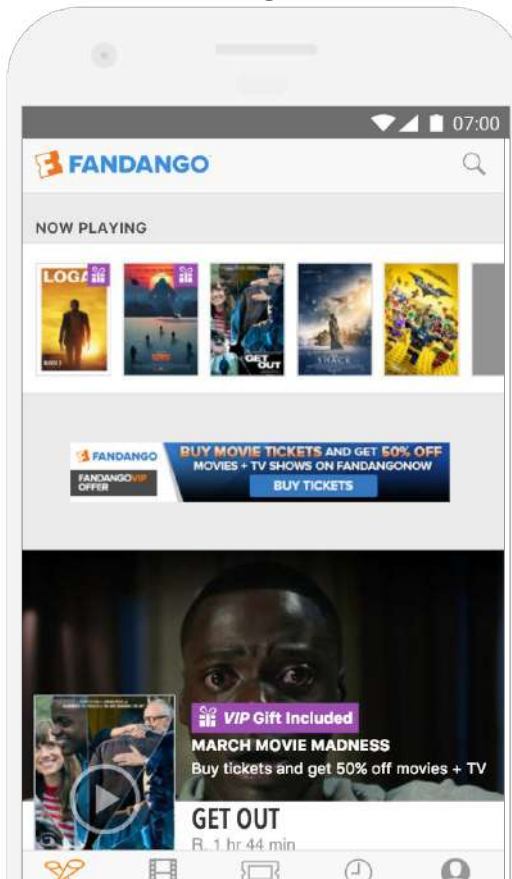


Bonus: consider bottom-down navigation

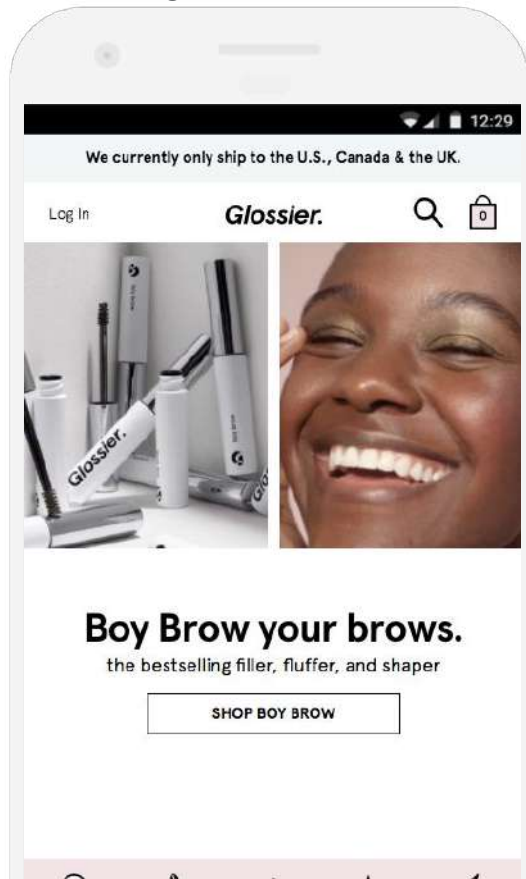
wordery.com



fandango.com



glossier.com





Search

Playbook at a glance

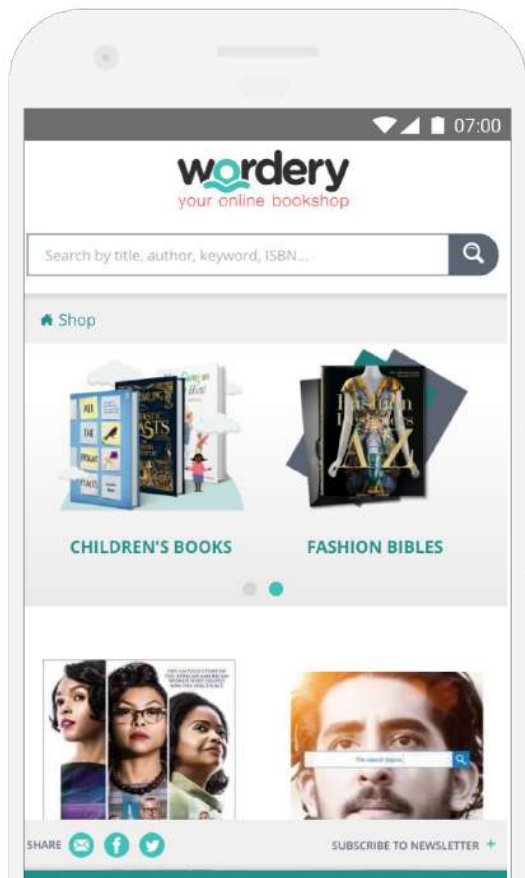
Creating frictionless experiences across the funnel (RETAIL)



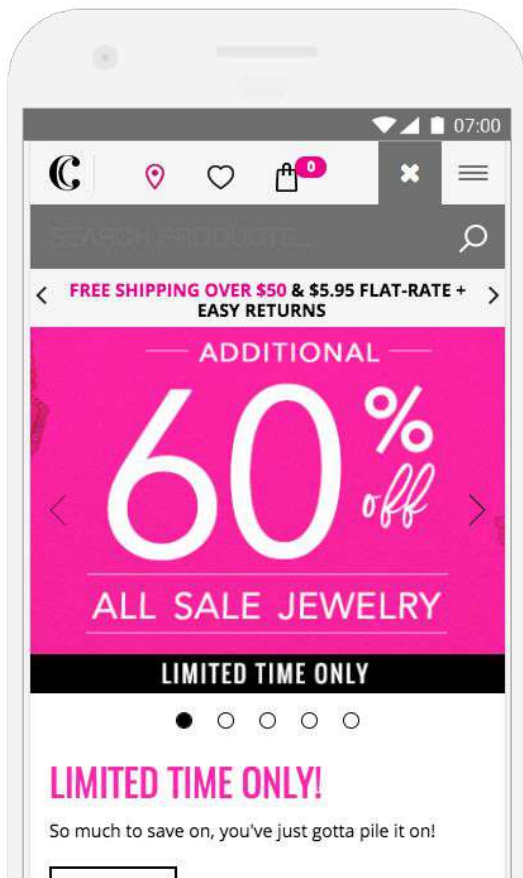
Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Include search	Hard	High	% traffic w/ searches, cvr
	Make search visible	Easy	High	% traffic w/ searches, search depth
	Use auto-suggestions	Medium	High	Bounce rate on traffic w/ searches, search depth
	Implement spelling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

Feature a prominent search bar

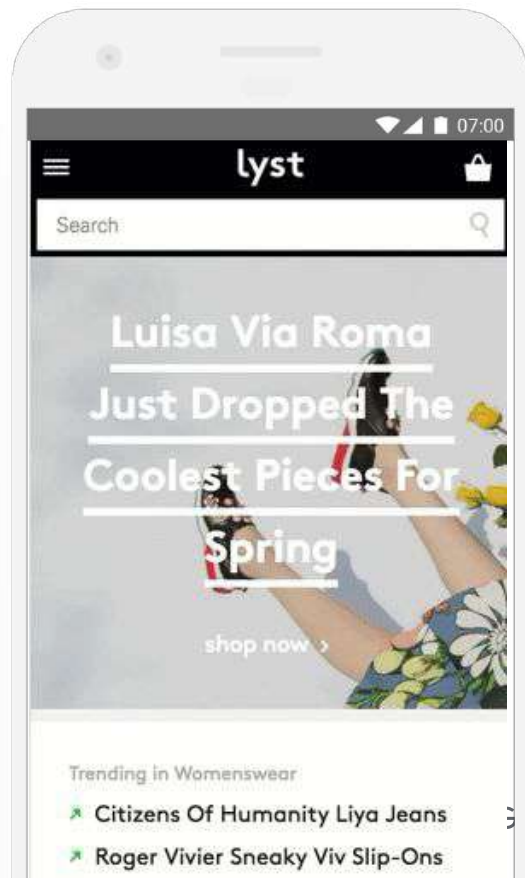
wordery.com



charmingcharlie.com



lyst.com

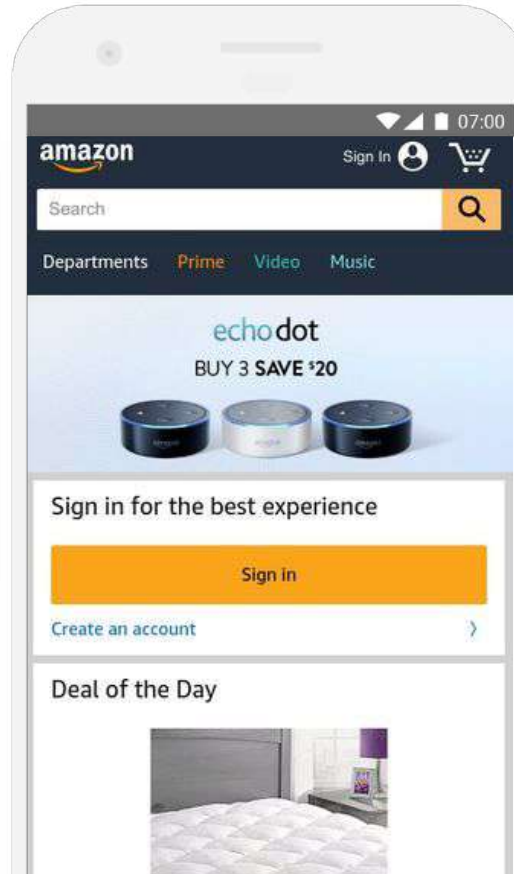


Prominent search (users that search are 200% more likely to convert on average)

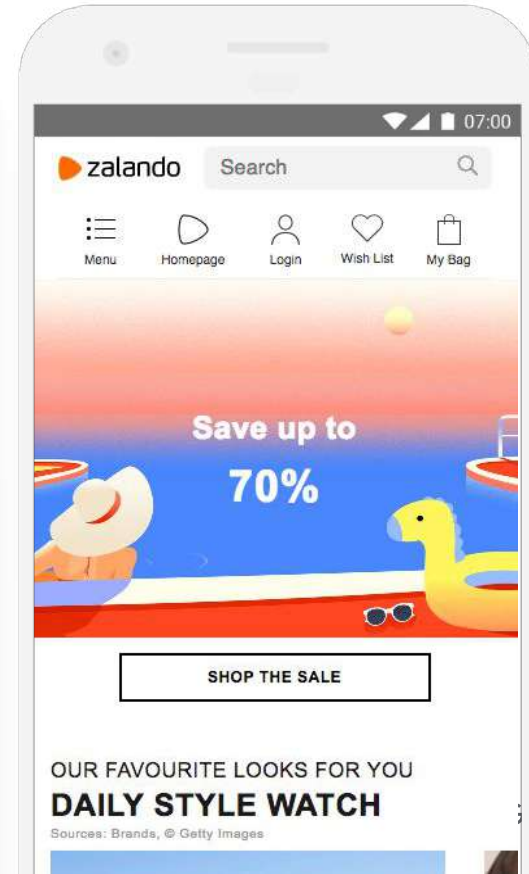
petco.com



amazon.com

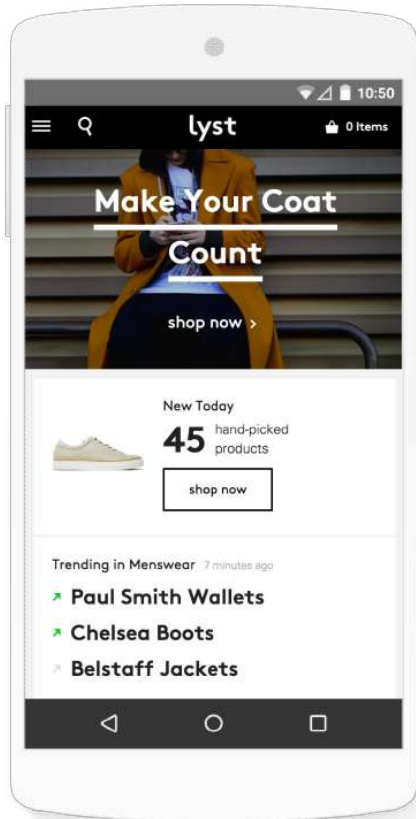


zalando.com

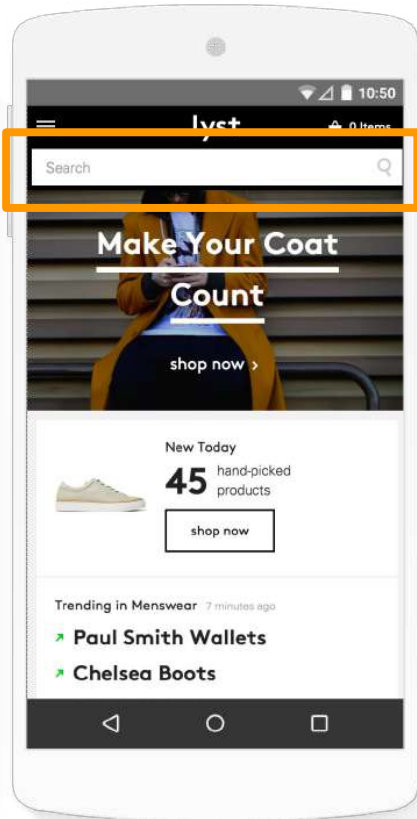


Case Study: LYST

Before
Search Icon



After
Sticky search bar



Results:

Changing search placement – Replacing the search icon with a search box aimed to enable users to locate the search function more easily.

Increased usage **43%** on desktop, **13%** on mobile

[Full case study link](#)

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



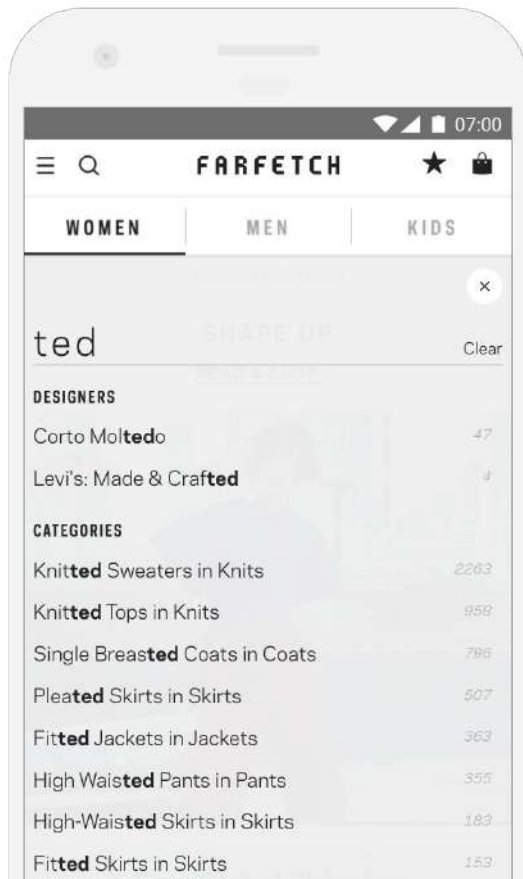
- 22% of searches give zero results
- 85% of searches don't return what the user is looking for
- 80% will abandon the website

Case studies:

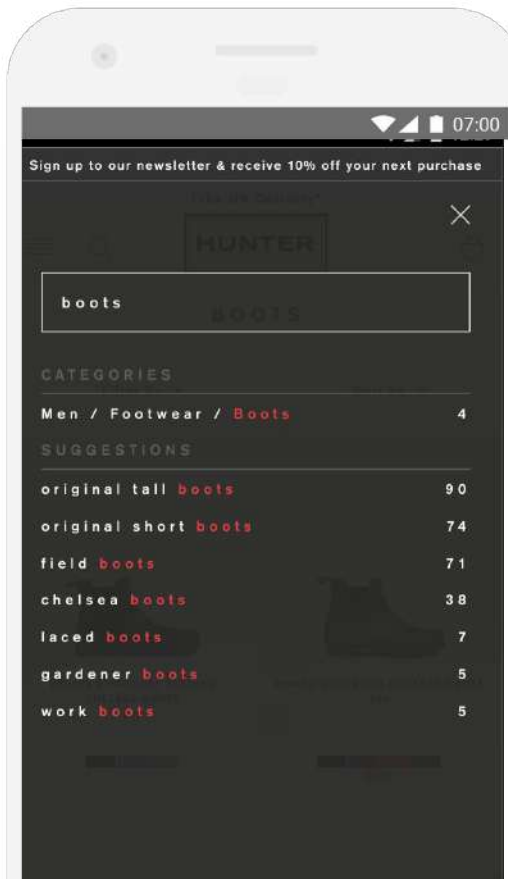
- [Lyst](#)
- [Mango](#)
- [Luisaviaroma](#)

Use auto-suggestions

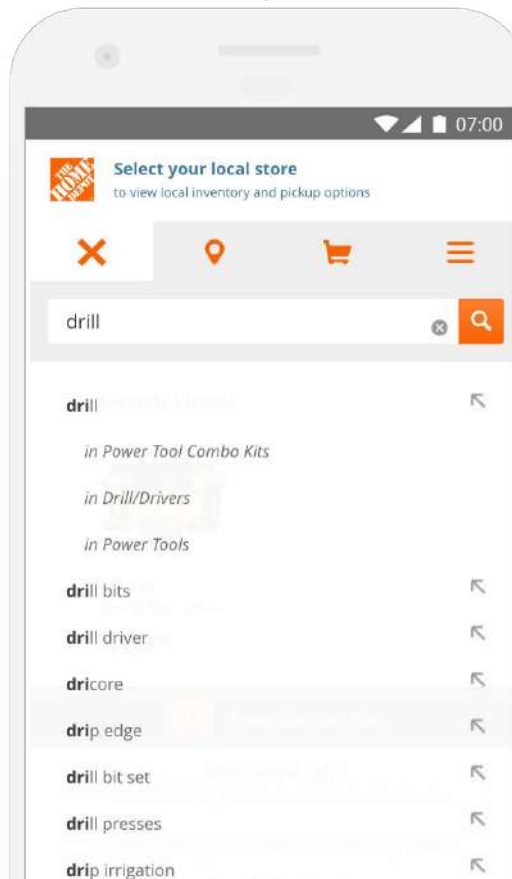
farfetch.com



hunterboots.com

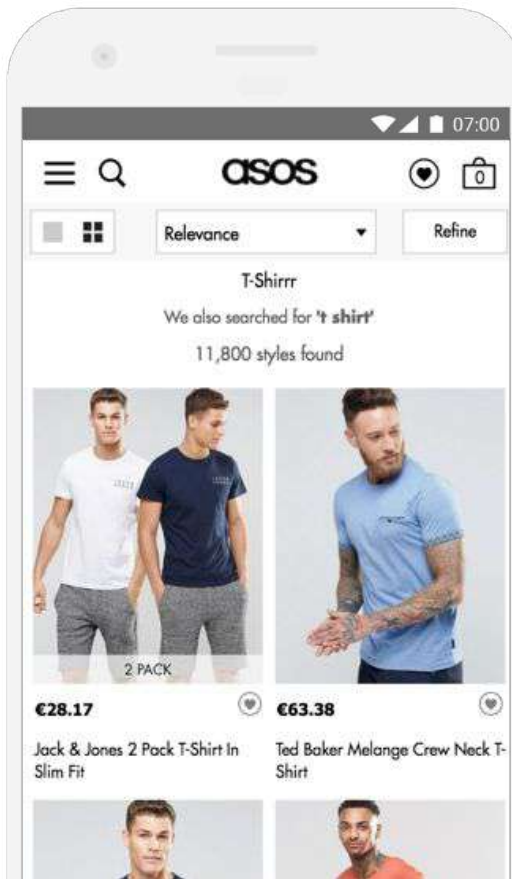


homedepot.com

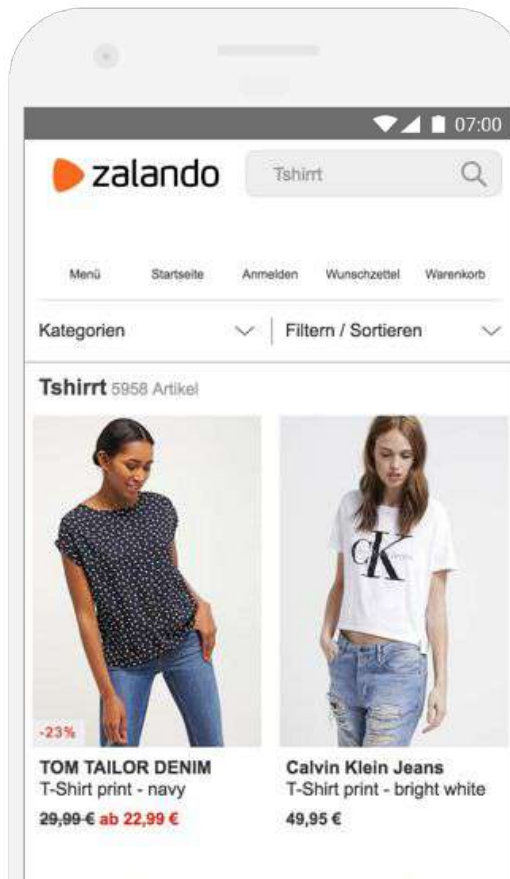


Implement spelling corrections

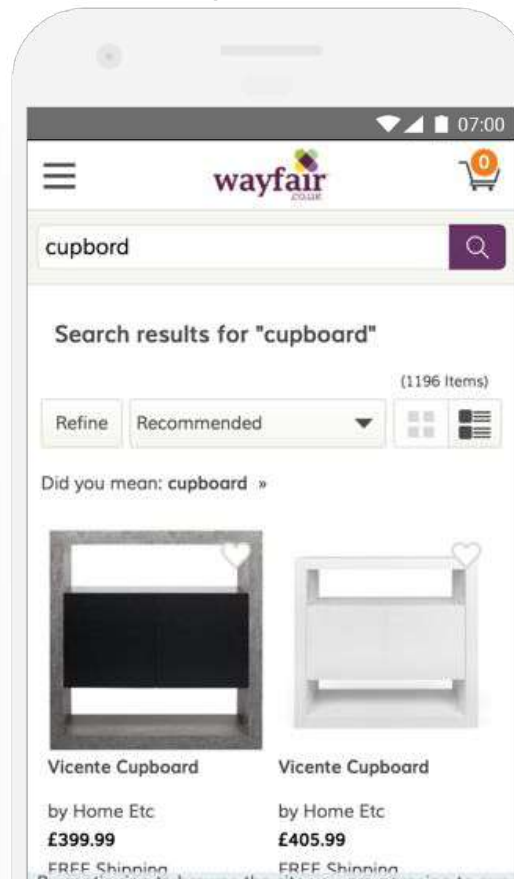
asos.com



zalando.com



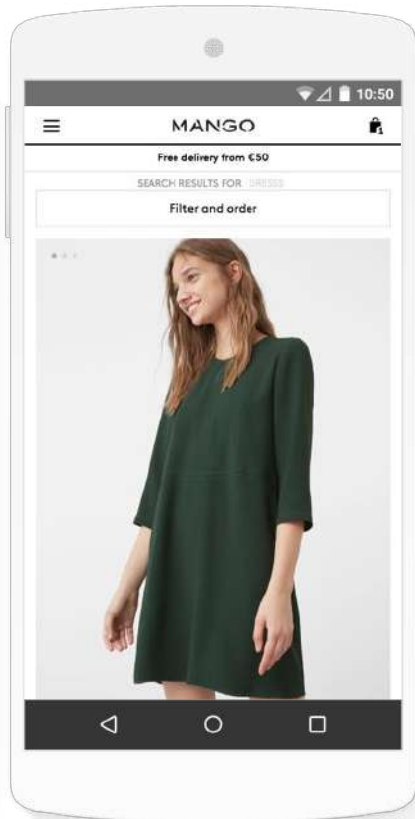
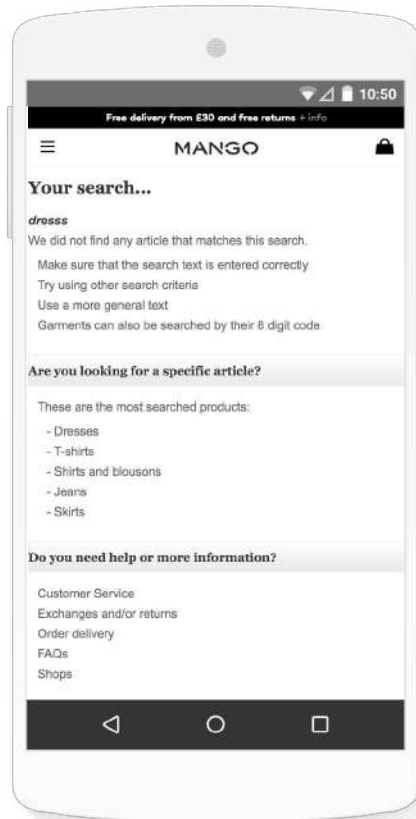
wayfair.com



Case Study: MANGO

Before: No typo correction

After: Automatic correction



Results:

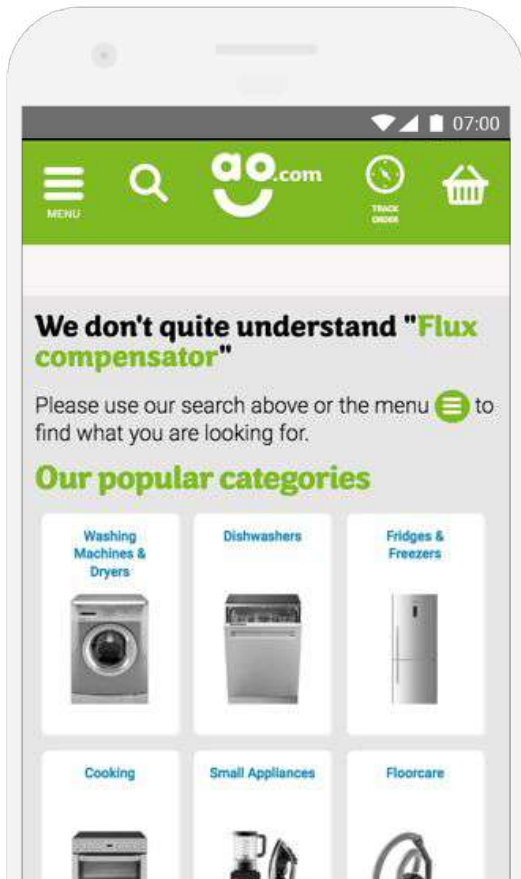
Improved search-- Implemented algorithm to correct for typos and show results among other changes.

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

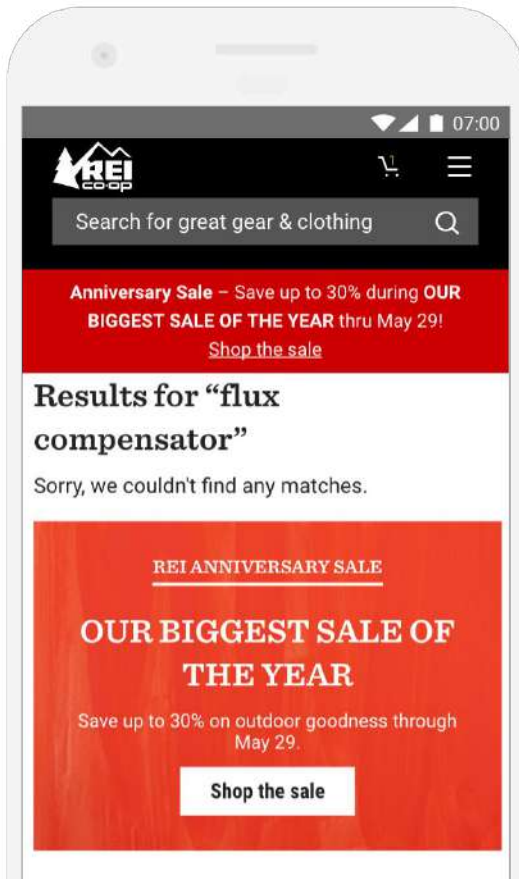
[Full case study link](#)

Always return results

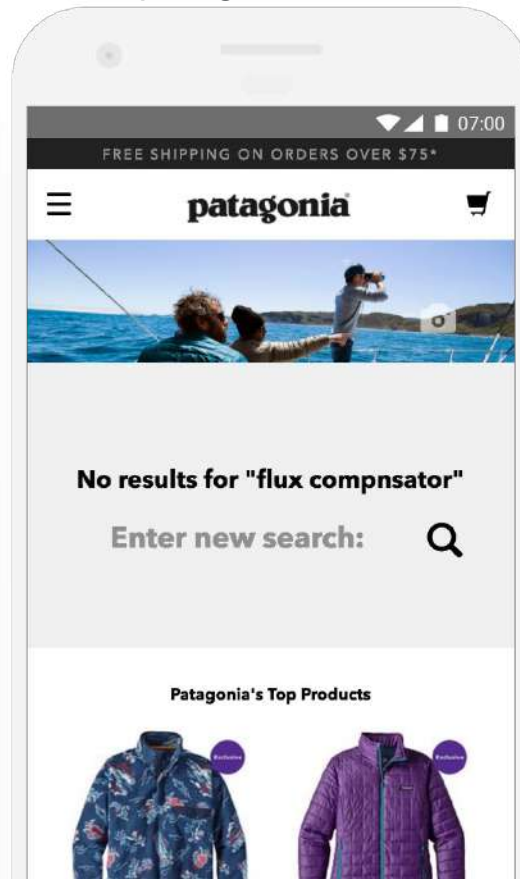
ao.com



rei.com

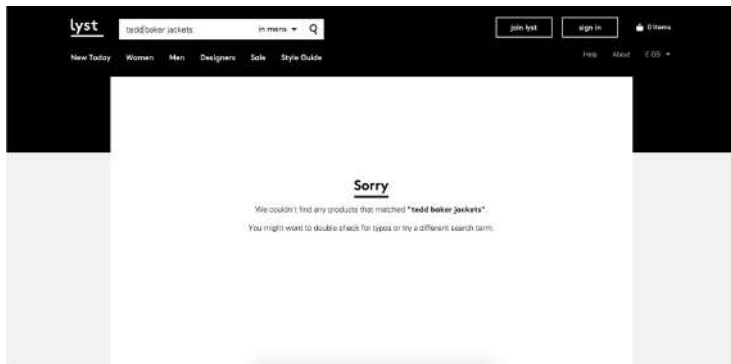


patagonia.com

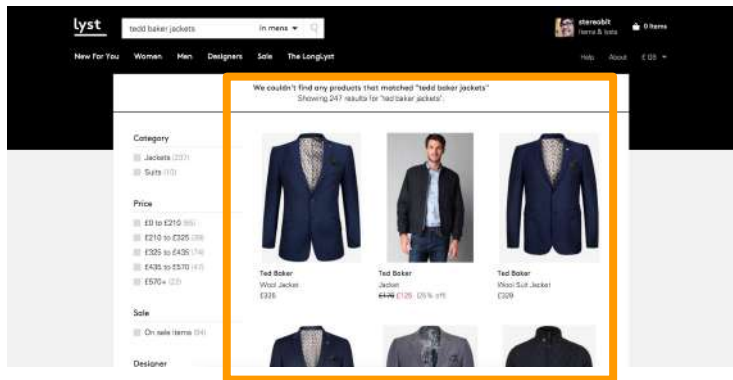


Case Study: LYST

Before: No typo correction



After: Automatic correction



Results:

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

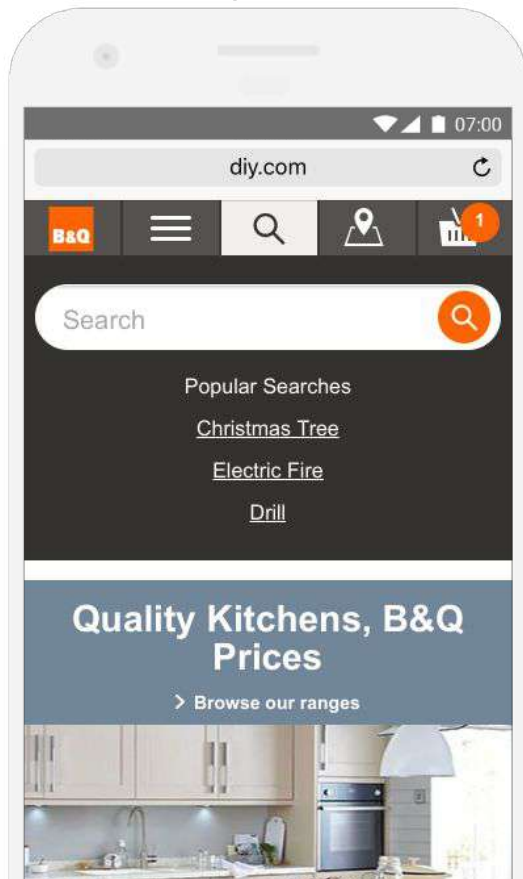
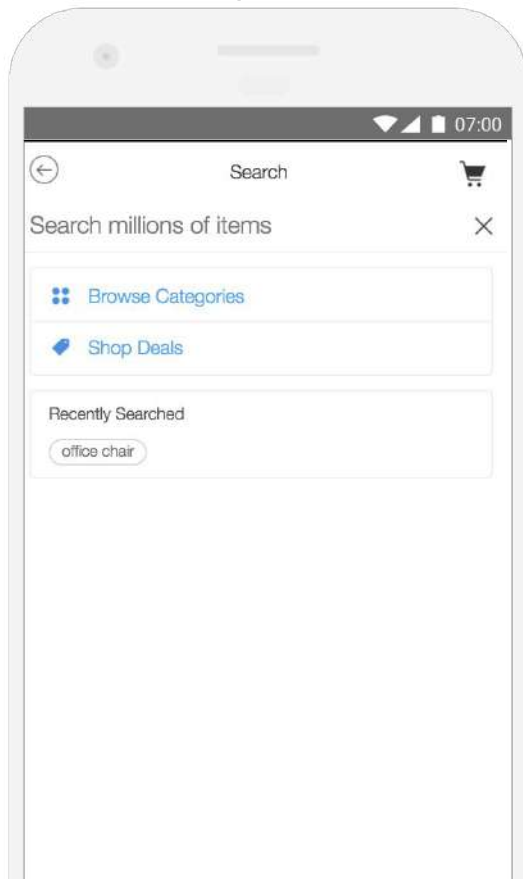
Increased page views **15%**

[Case study link](#)

Include previous or past searches

m.staples.com

diy.com



Category/Product

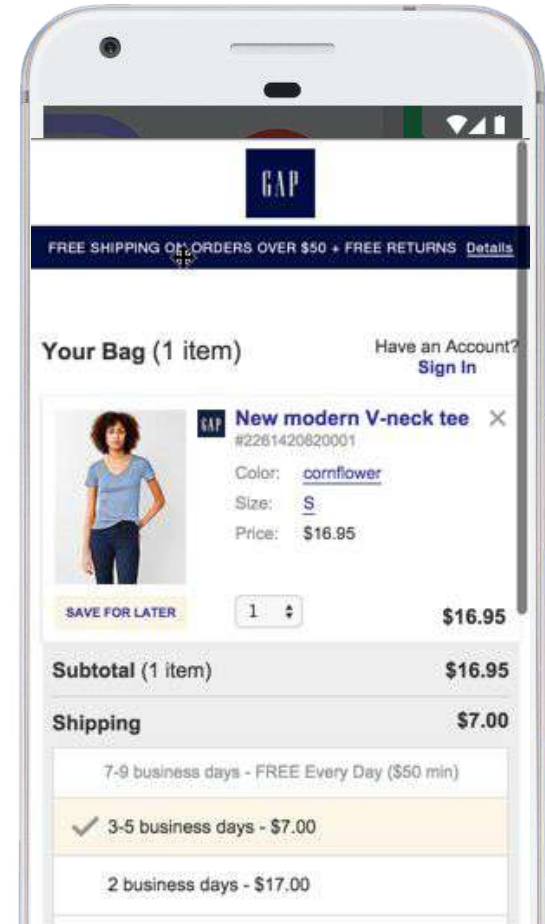
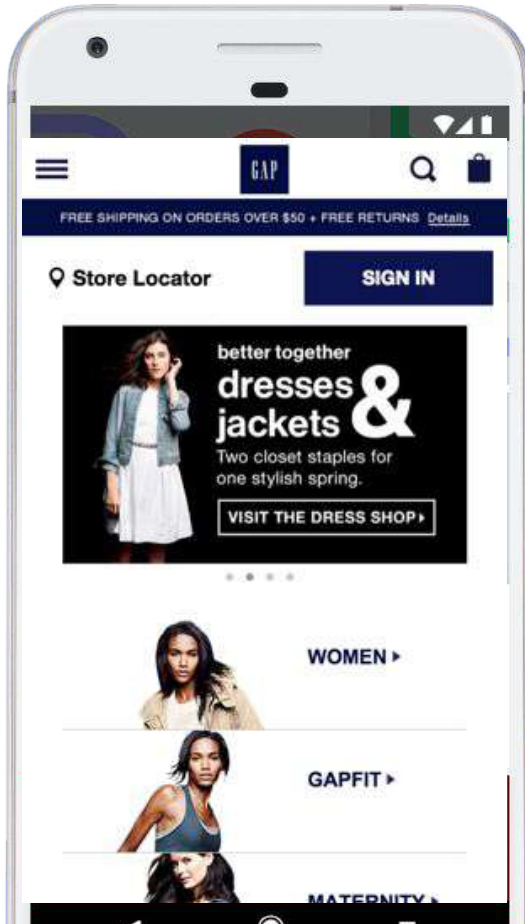
Playbook at a glance

Creating frictionless experiences across the funnel (RETAIL)



Section	Menu & Navigation	Ease of implementation	Impact	Key Metric
Key suggestion	Have a value prop at every point in the funnel, including category and product pages	Easy	High	cvr, exit rate after add to cart
	Allow users to sort/filter large number of products easily	Medium	High	bounce rate on category/search pages
	Make sure filtering is useful	High	High	
	Add urgency elements	High	High	cvr
	Display price info above the fold on product pages	Easy	High	Add to cart, cvr, bounce rate
	Make sure product descriptions are readable	Easy		
	If large number of products, add reviews	High	High	time on site, cvr

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

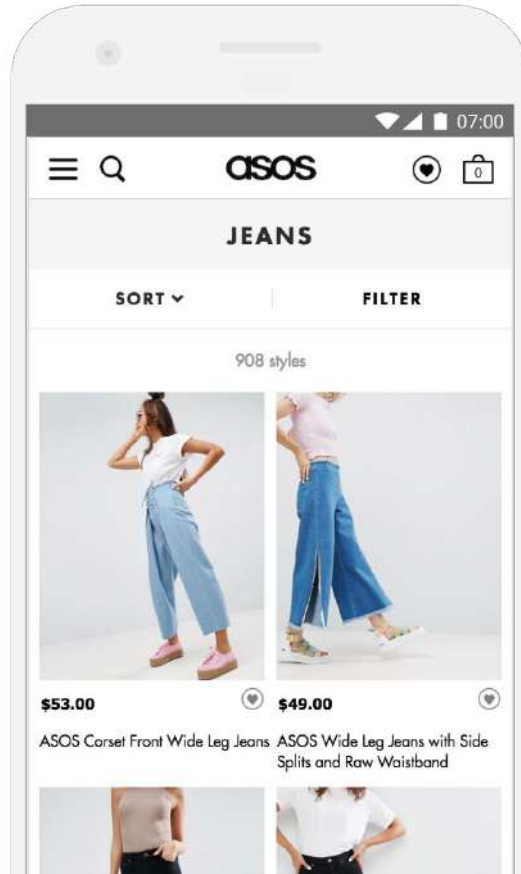


Enable users to easily sort/filter for products

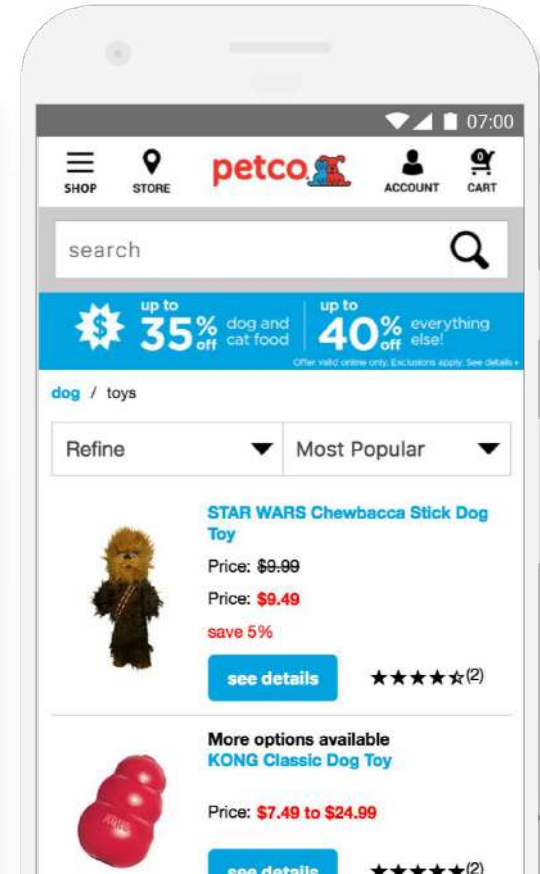
whsmith.com



asos.com

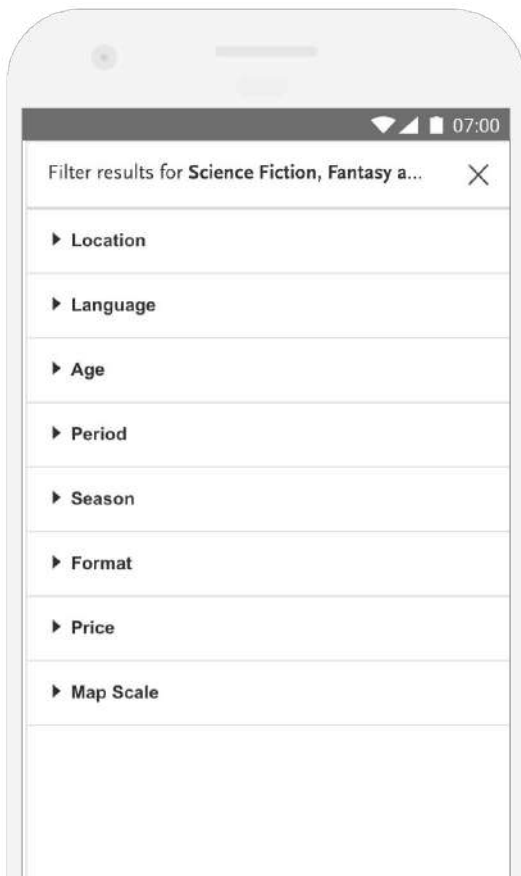


petco.com

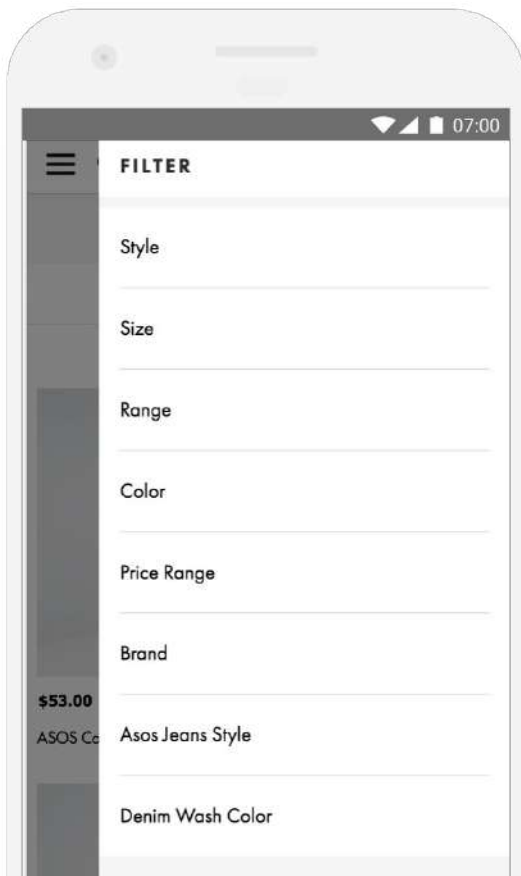


Make sure filtering is useful

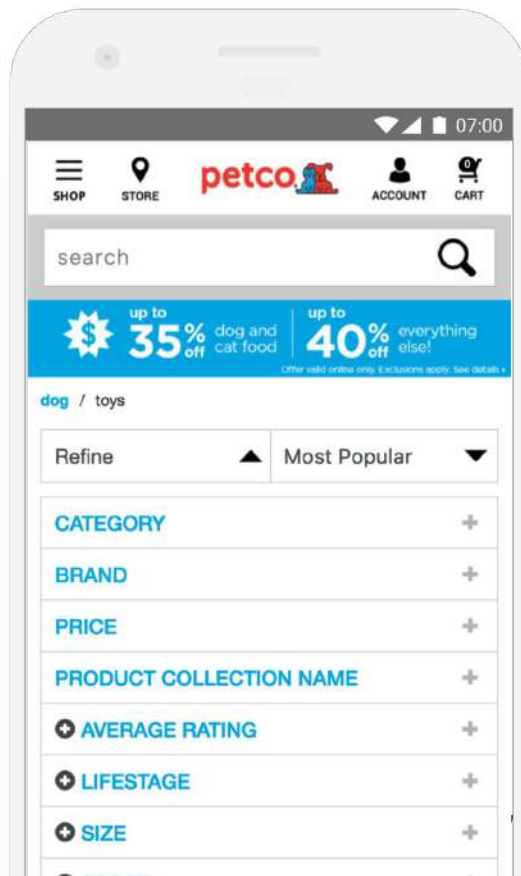
amazon.com



asos.com

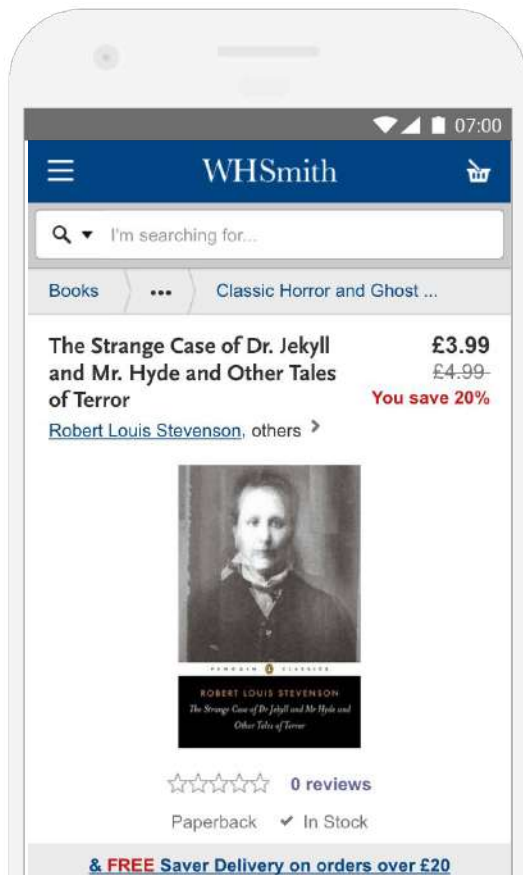


petco.com

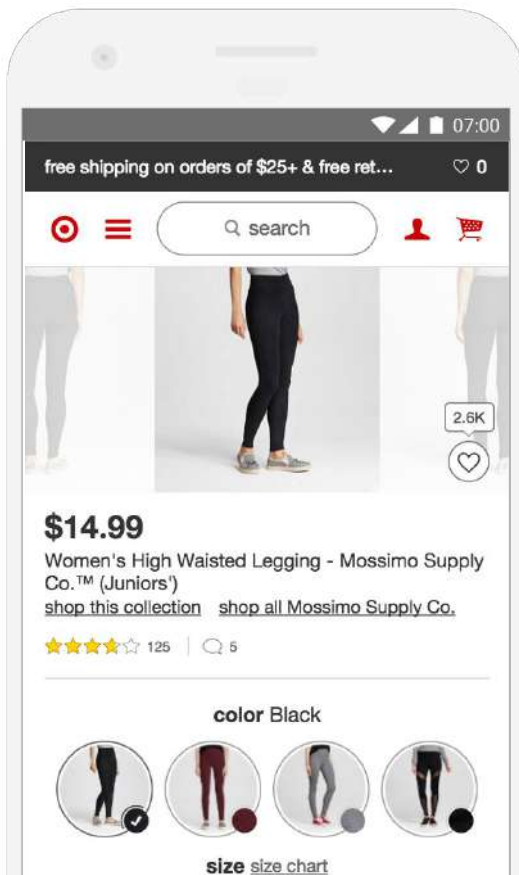


Have price info above the fold on product pages

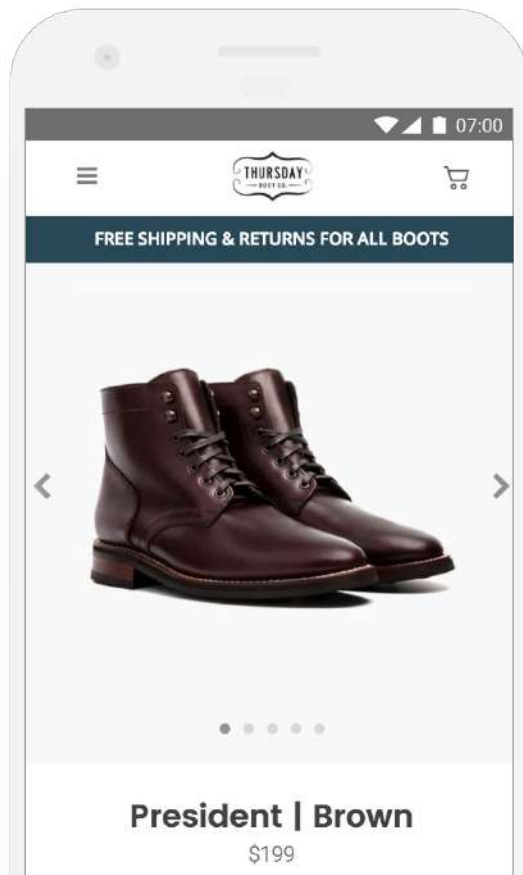
whsmith.com



target.com

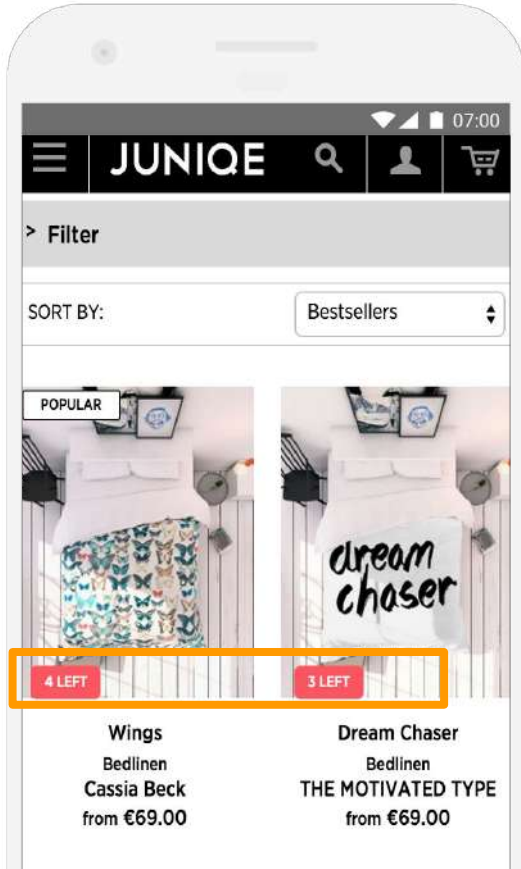


thursdayboots.com

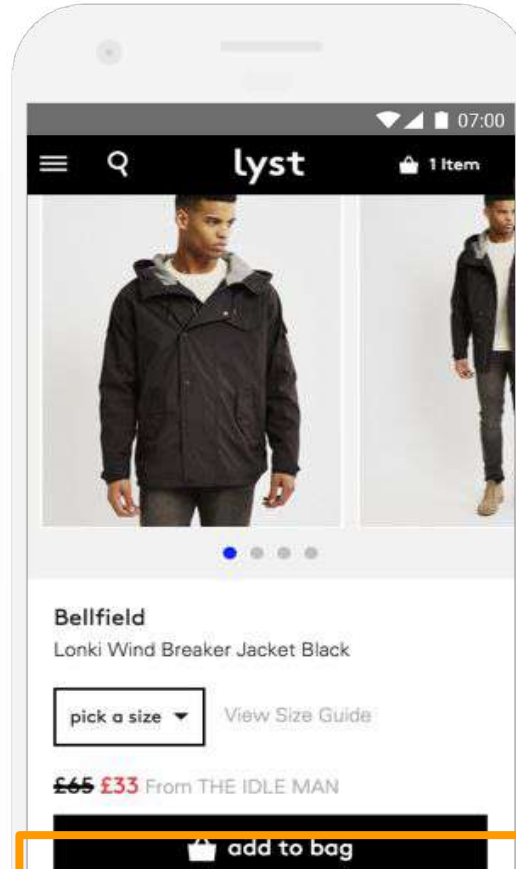


Add urgency elements

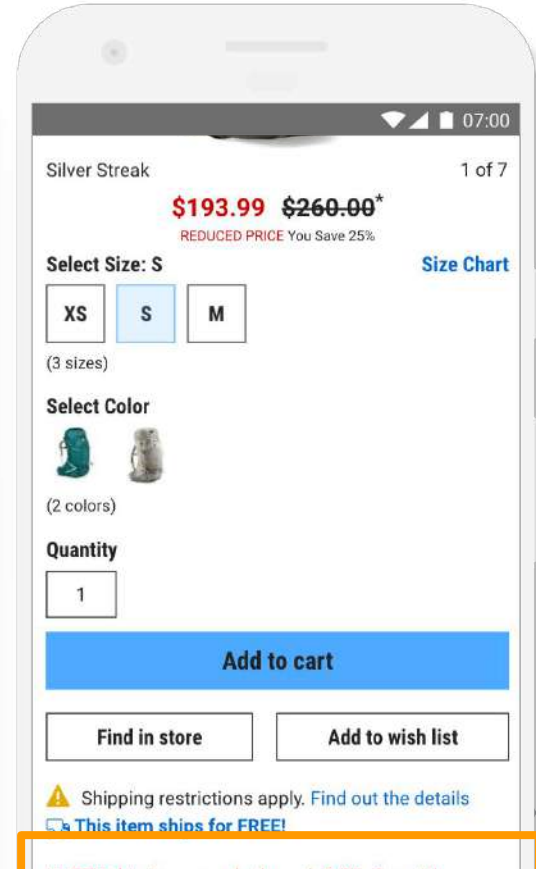
junique.com



lyst.com



rei.com



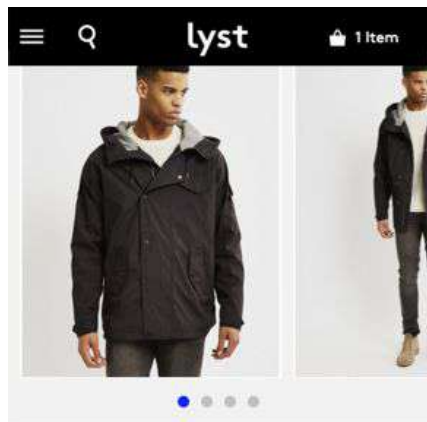
Research

Urgency is a powerful motivator, if done well.

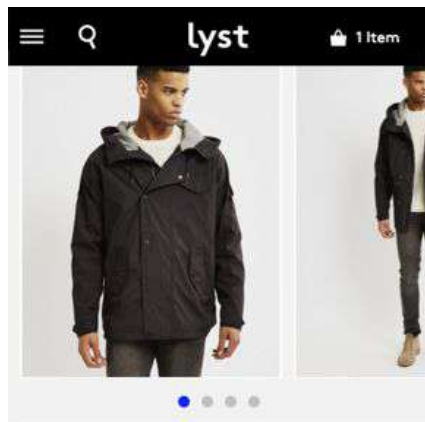
There are 3 ways to create urgency:

- **Quantity limitations** (Only 3 tickets left at this price)
- **Time limitations** (Discounted tickets until July 1st)
- **Contextual limitations** (Father's Day is coming, get a gift now)

Case Study: LYST



Before



After

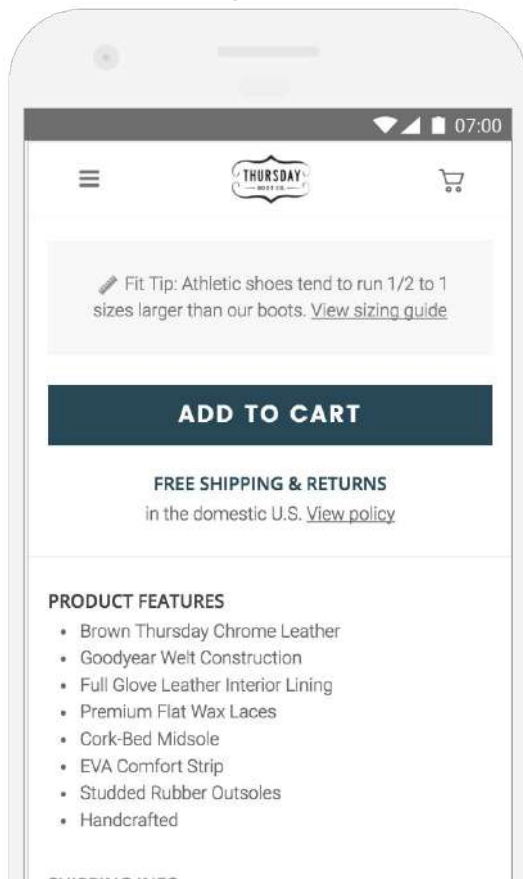
Highlighted urgency - By showing on product pages items selling quickly

Result: 17% increase in CVR

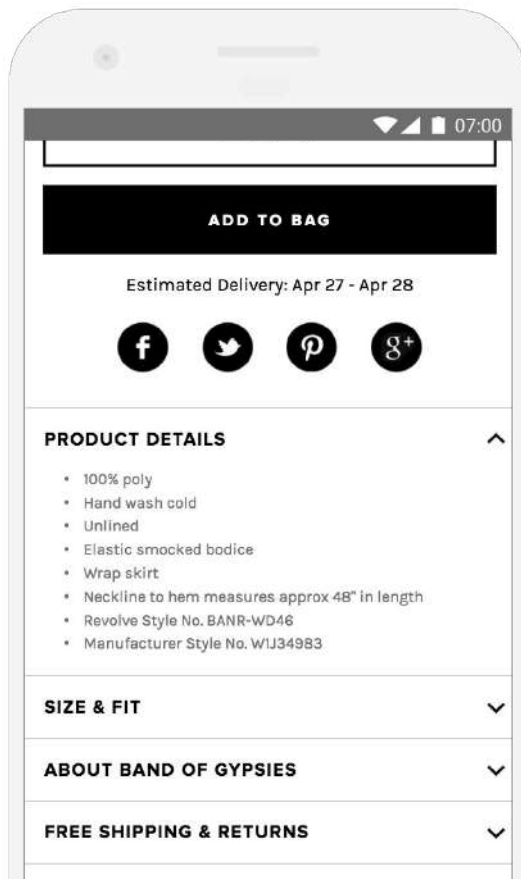
[Case study link](#)

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

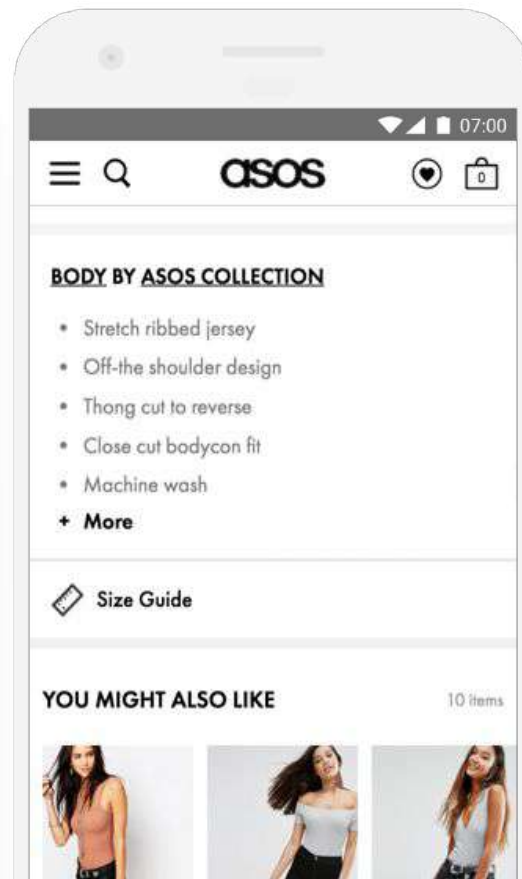
thursdayboots.com



revolve.com

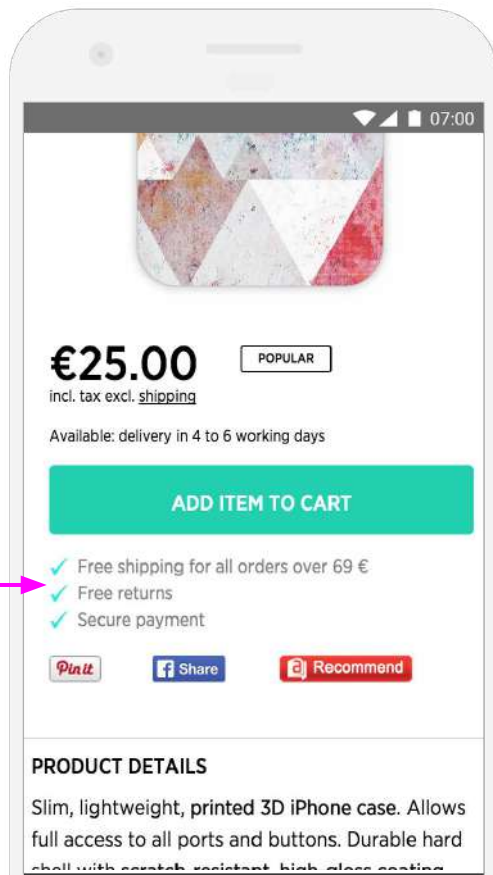


asos.com

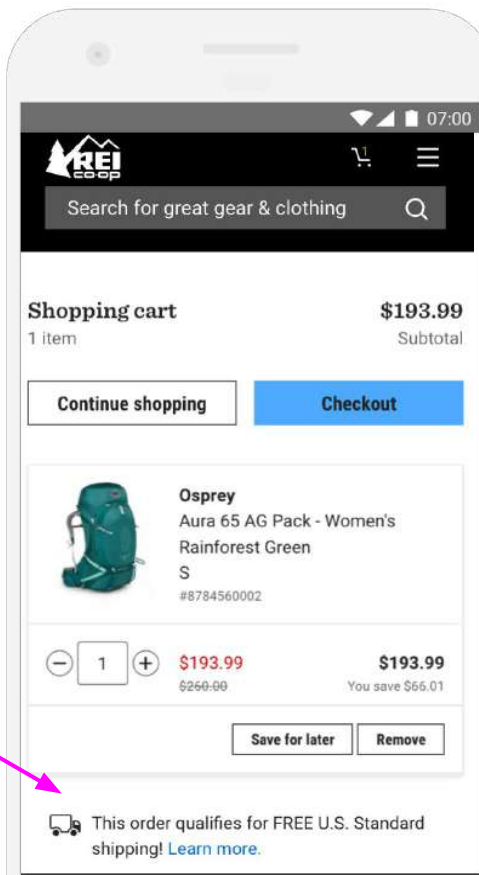


Reiterate value prop at conversion point

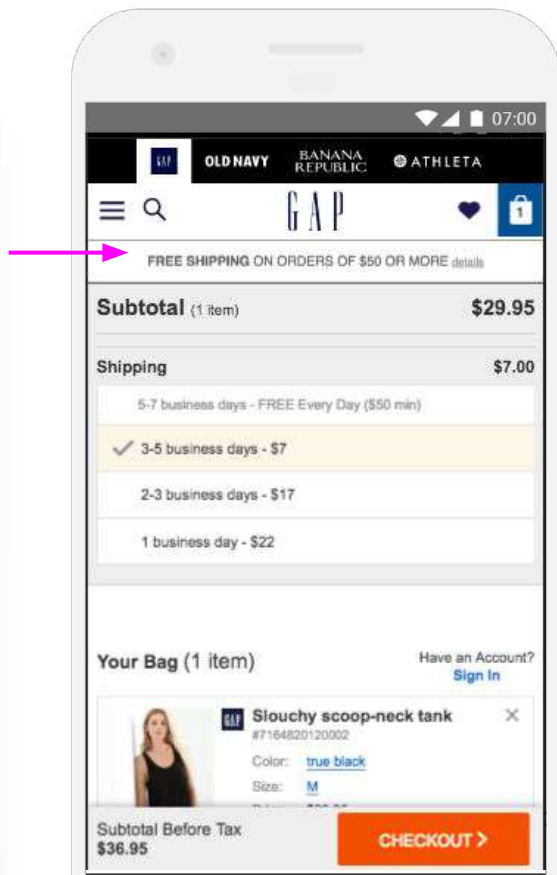
junique.com



rei.com

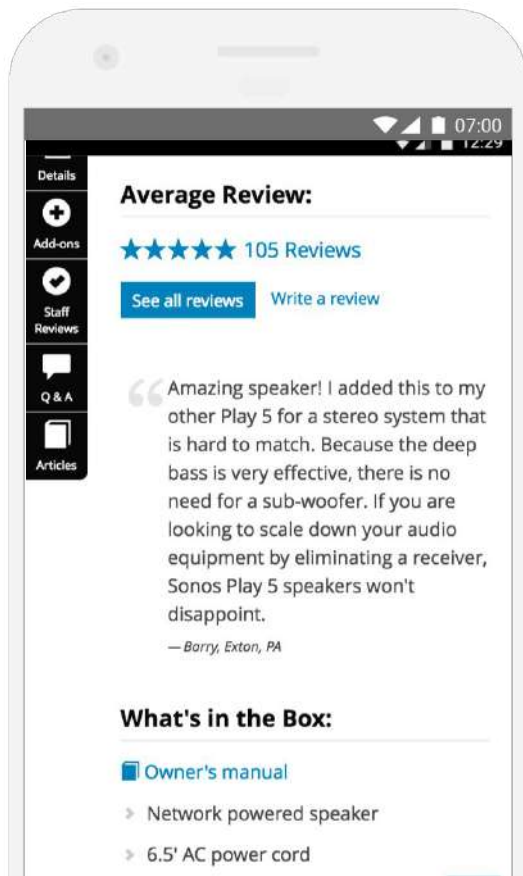


gap.com

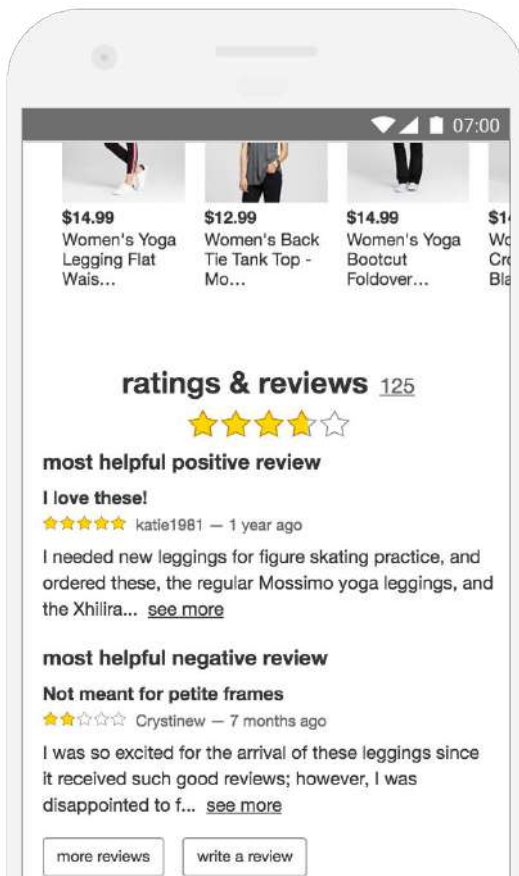


Bonus: if large number of products, add reviews

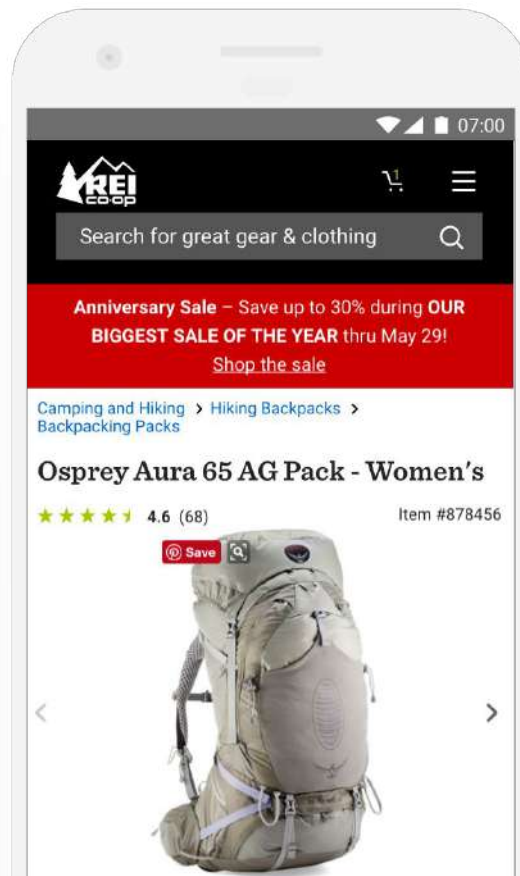
crutchfield.com



target.com

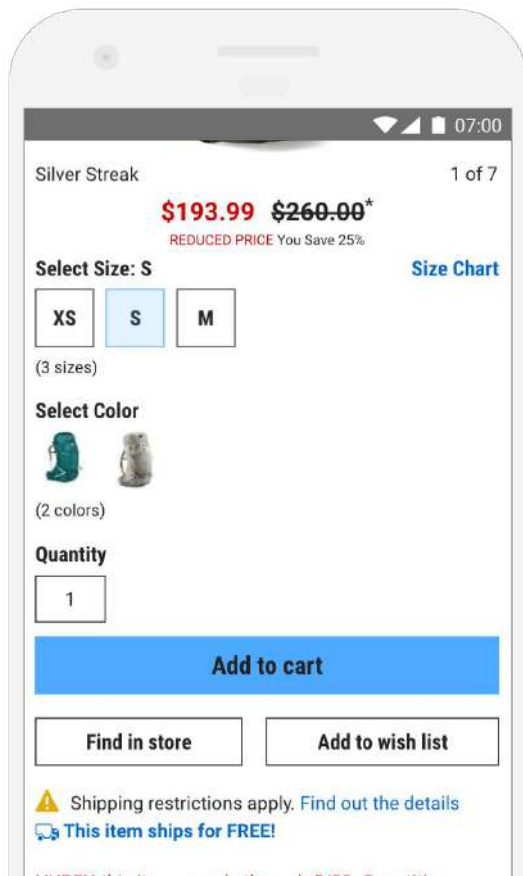


rei.com

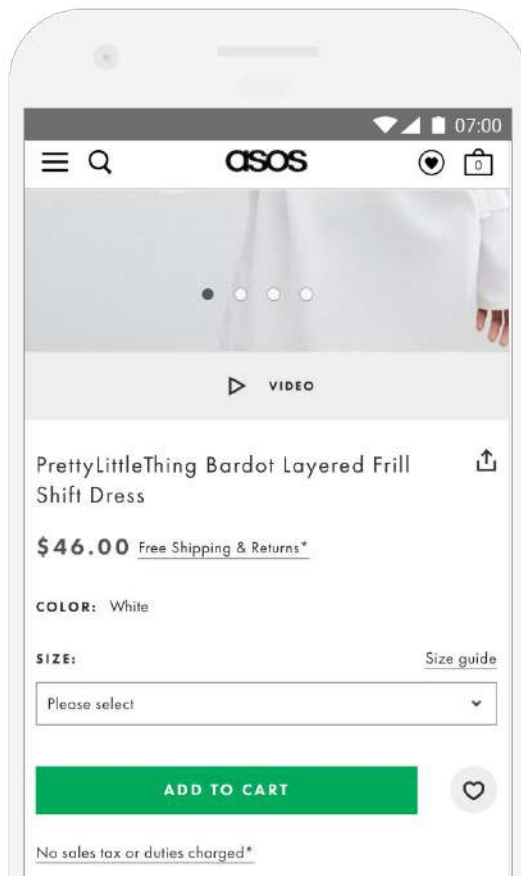


Bonus: add secondary CTAs for additional conversion actions

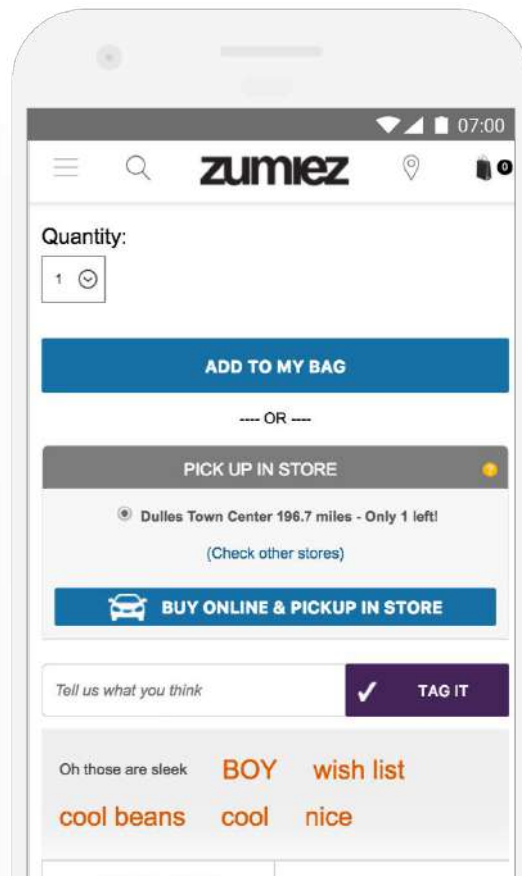
rei.com



asos.com



zumiez.com

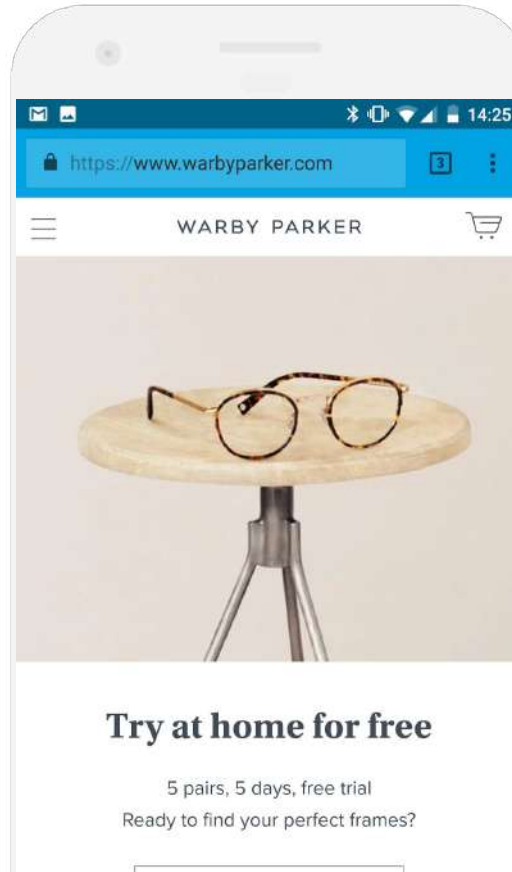


Bonus: match browser elements to your brand ([info how](#), [research](#))

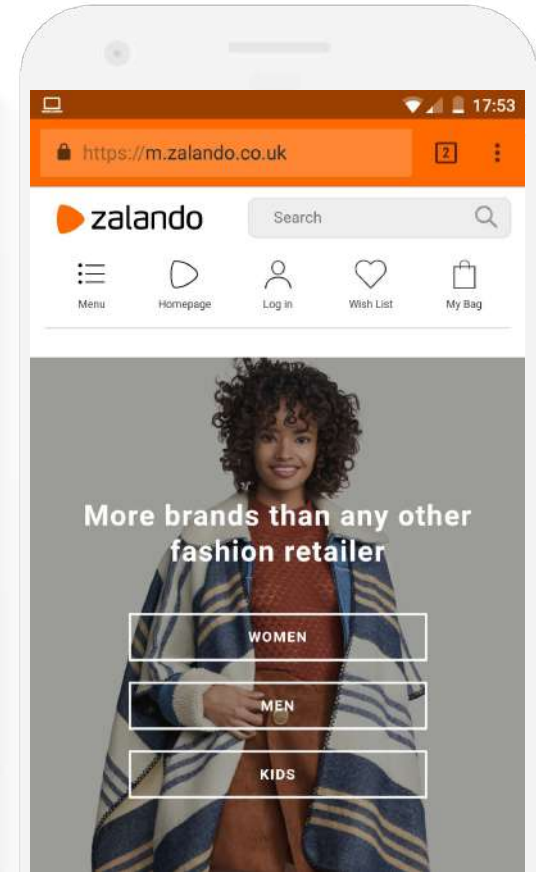
wayfair.co.uk



warbyparker.com



zalando.co.uk



Conversion

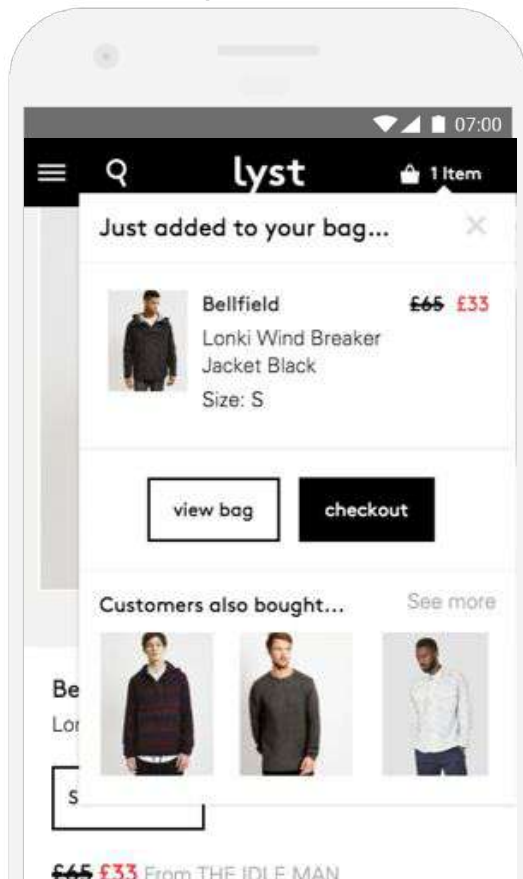
Conversion checklist



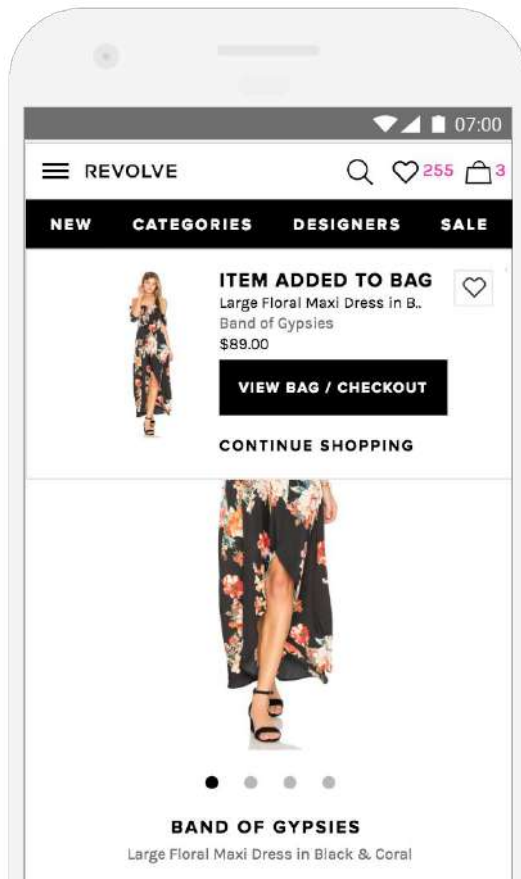
Section	Conversion	Ease of implementation	Impact	Key Metric
Key suggestion	Don't redirect into checkout after adding to cart	Medium	High	pages/visit, cart size, AOV
	Re-iterate value prop (typically free shipping) in the cart	Easy	Medium	CVR, exit rate
	Allow users to update their carts (change quantity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

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

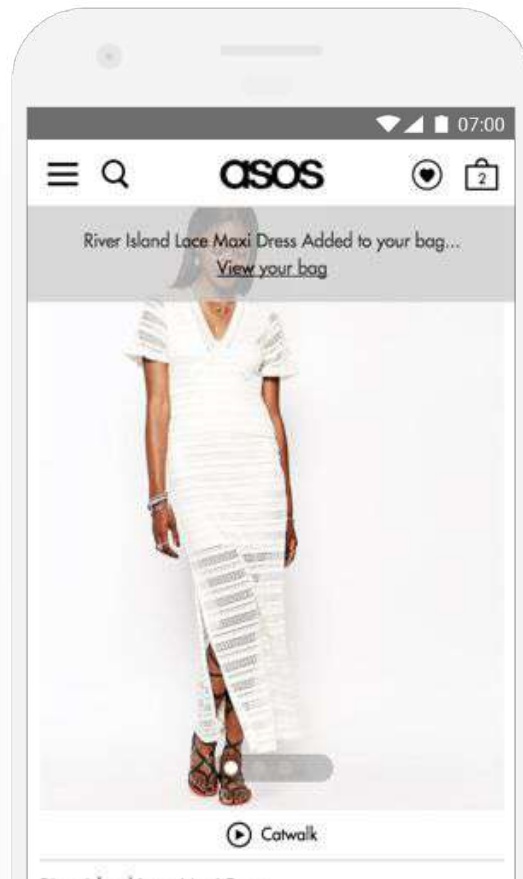
lyst.com



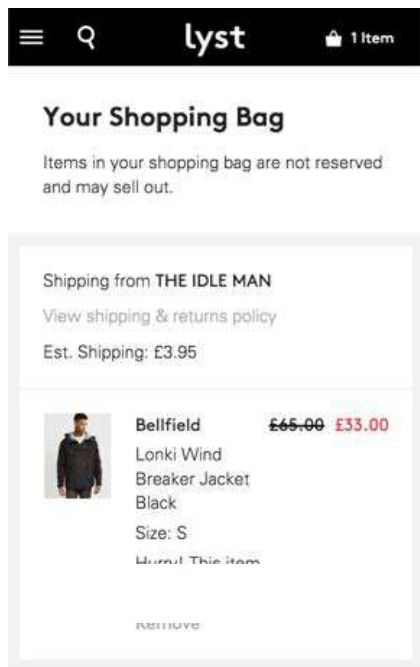
revolve.com



asos.com

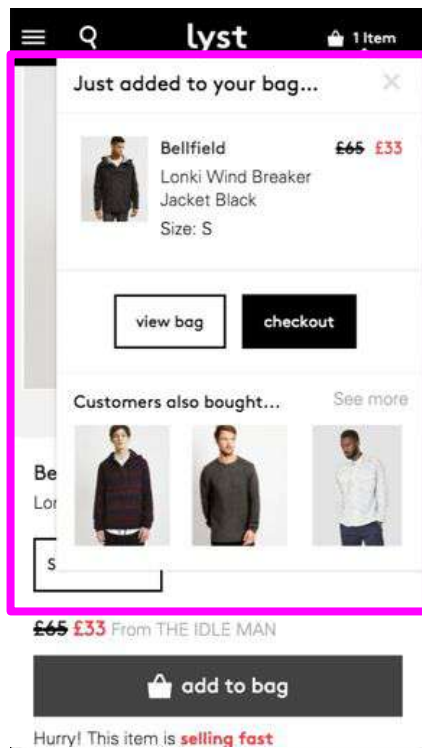


Case Study: LYST



Before

User redirected to the cart



After

Add-to-cart notification

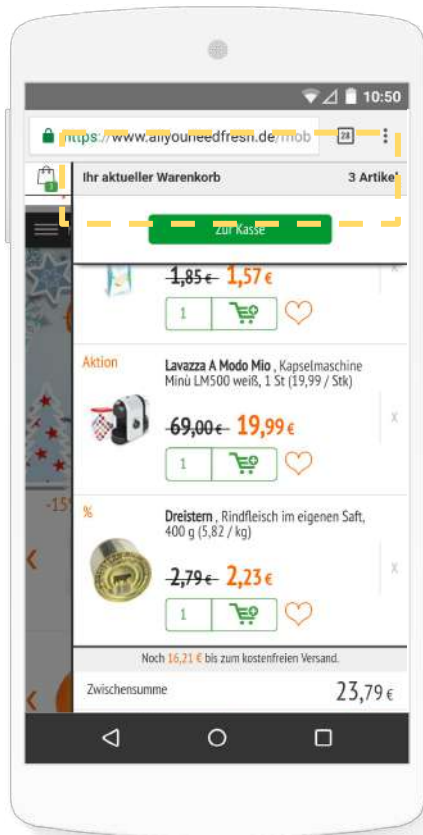
Lyst: Upgraded the add-to-cart process- Adding pop out add to cart rather than redirecting to cart page

- 4% higher average order value

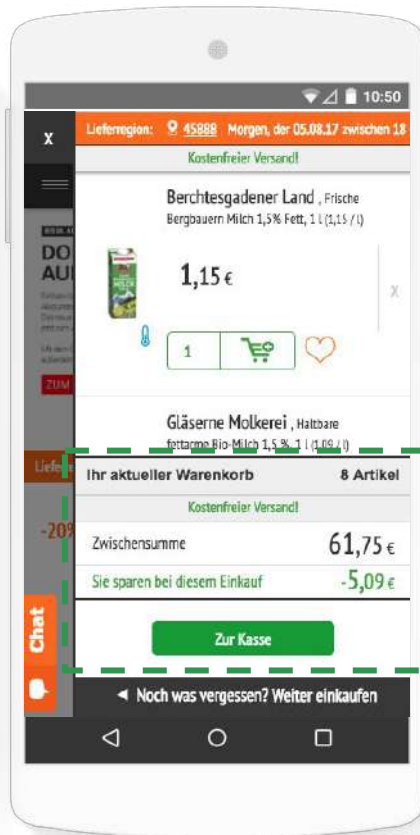
Additional info:

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

Case Study: AllYouNeedFresh



Before



After

What they did

- Moving delivery date options to the start of the checkout process
- Adding a “continue to checkout” call to action in the basket at the bottom of the checkout
- Automatically determining the customer’s credit card type rather than having users select from a drop-down
- Matching field length to the length of the input
- Exposing title options through segmented controls
- Using labels instead of placeholders for form fields
- Enlarging the “save” call to action and making it more noticeable by adding contrast

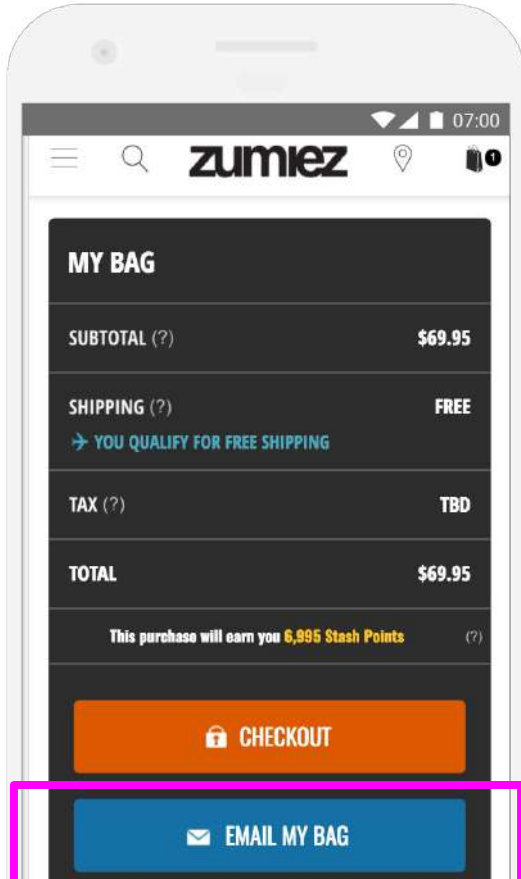
Results

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

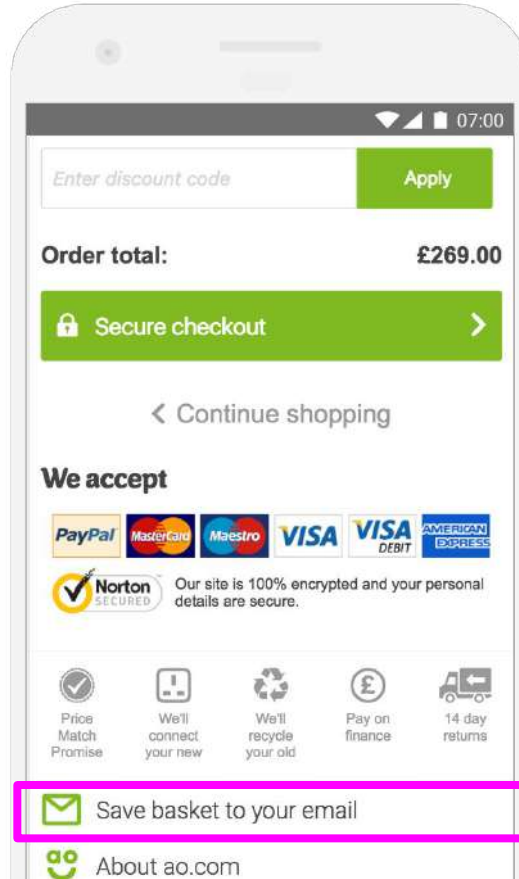
[Case study link](#)

Facilitate x-device movement in the cart

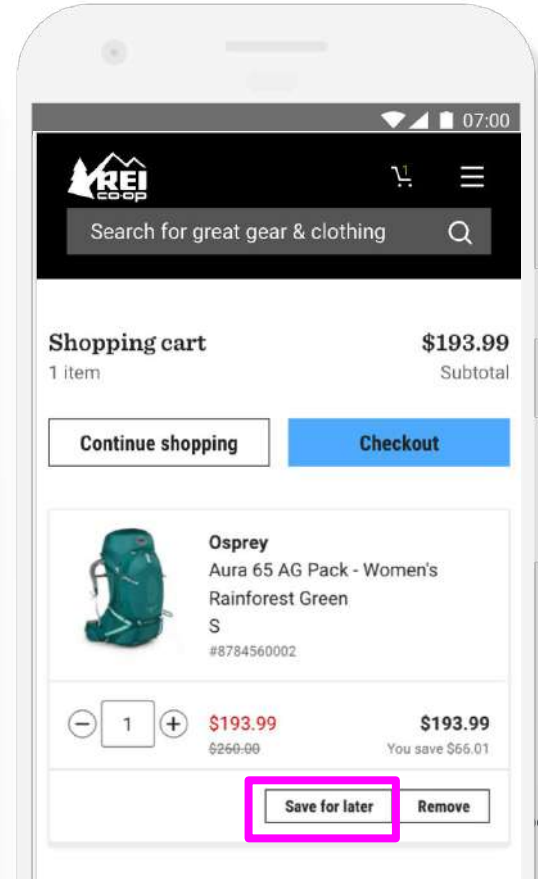
zumiez.com



ao.com

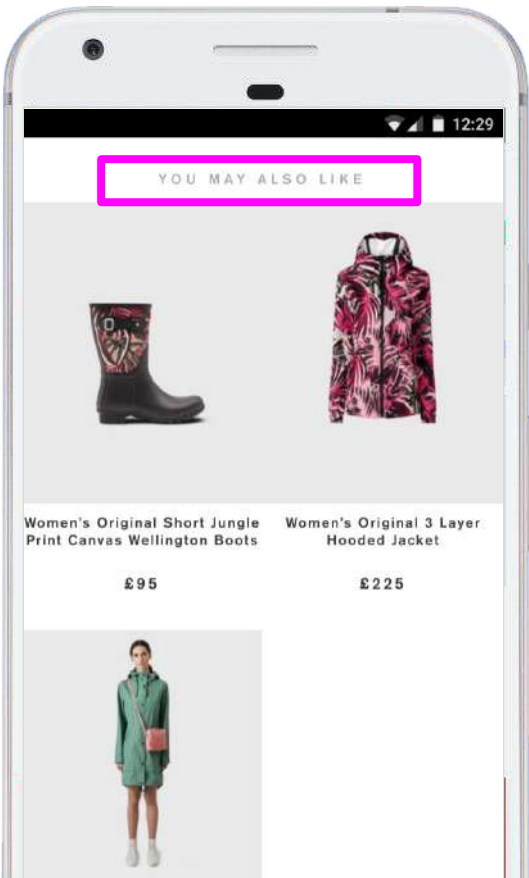


rei.com

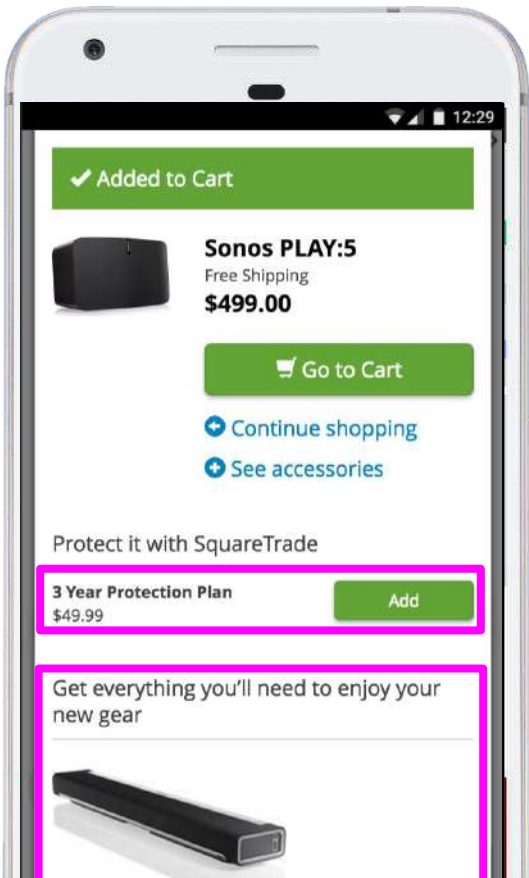


Bonus: upsell in cart

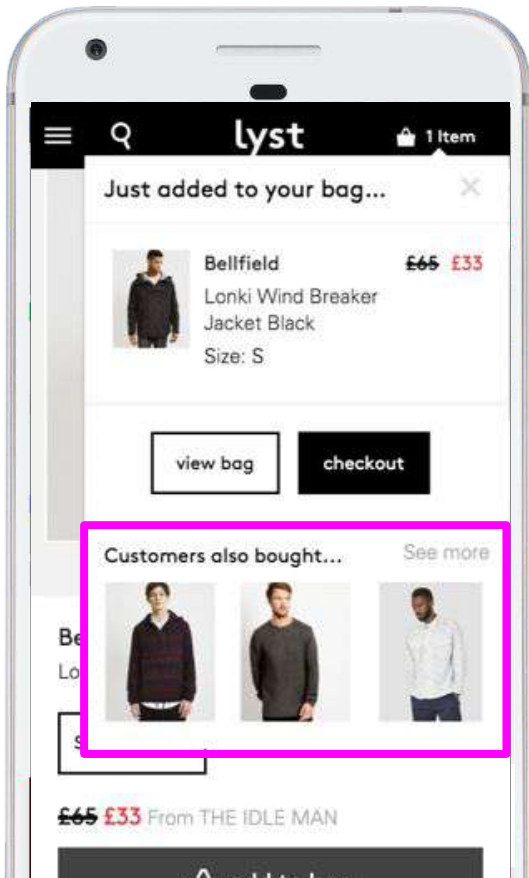
hunterboots.com



ao.com



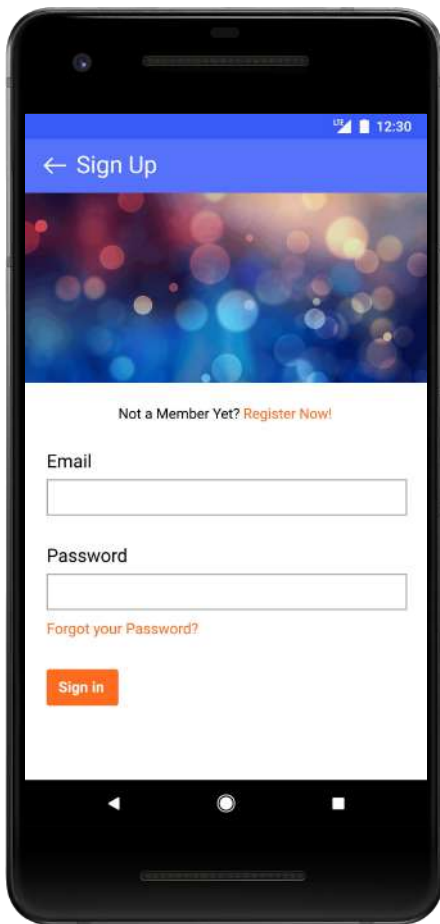
lyst.com



35%

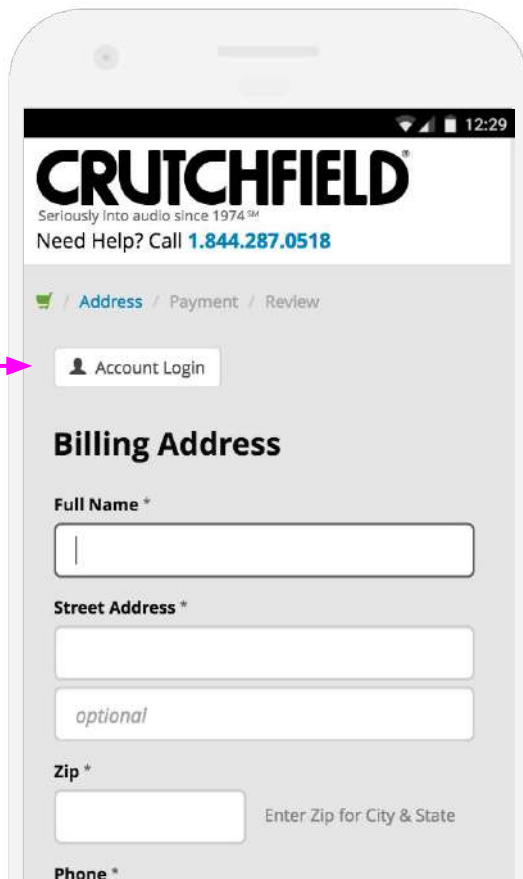
Of users will abandon the checkout if a retailer does not offer guest checkout.

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



Allow checkout as guest

crutchfield.com



12:29

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

🛒 / Address / Payment / Review

Account Login

Billing Address

Full Name *

Street Address *

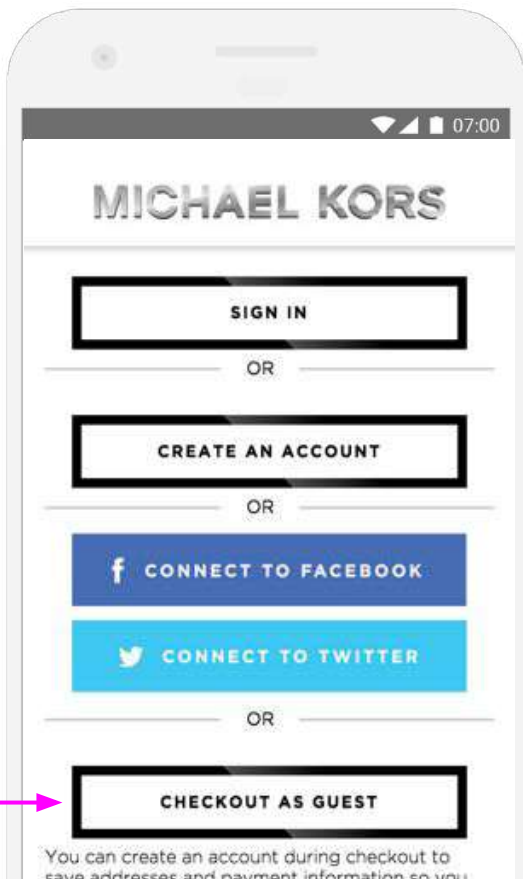
optional

Zip *

Enter Zip for City & State

Phone *

michaelkors.com



07:00

MICHAEL KORS

SIGN IN

OR

CREATE AN ACCOUNT

OR

CONNECT TO FACEBOOK

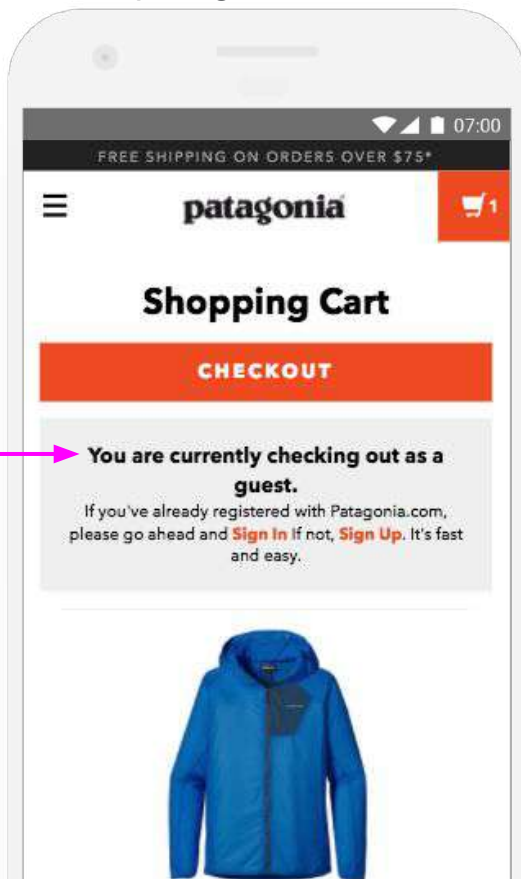
CONNECT TO TWITTER

OR

CHECKOUT AS GUEST

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

patagonia.com



07:00

FREE SHIPPING ON ORDERS OVER \$75*

☰ patagonia 🛒 1

Shopping Cart

CHECKOUT

You are currently checking out as a guest.

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



Add value prop around why create an account

mango.com

The mango.com mobile app interface shows a 'Login' screen. It has a 'Returning customer' section with fields for 'E-mail' and 'Password', a 'Keep me signed in' checkbox, and a 'Sign in' button. Below this is a 'New customer' section with a message: 'Enter your e-mail address to continue with your purchase. If you wish, you can create an account later.' and an 'E-mail' input field. A pink arrow points from this message to the 'Checkout as Guest' section on the petco.com screen.

petco.com

The petco.com mobile app interface shows a login screen with a 'Remember Me' checkbox, an 'I'm not a robot' checkbox with a reCAPTCHA icon, and a 'sign in' button. Below this is a 'Checkout as Guest' section with the text: 'Save time now and proceed directly to checkout. An account is not required to complete your purchase. However, you can enter a password on the final checkout page to complete your account registration.' and a 'checkout as guest' button. A pink arrow points from the 'New customer' section on the mango.com screen to this section.

novica.com

The novica.com mobile app interface shows a 'Verify Password' field and a 'CREATE ACCOUNT' button. Below this is a 'Have an account? SIGN IN HERE' link. Further down is an 'ACCOUNT BENEFITS' section with the heading 'Enjoy these perks with your free account!' and a list of benefits: 'Faster checkout', 'Full rewards program benefits', 'Earn credits with every purchase', 'Manage your wishlists', 'Curate your own collections', 'Make microcredit loans', and 'Spread happiness around the world'. A pink arrow points from the 'Checkout as Guest' section on the petco.com screen to this section.

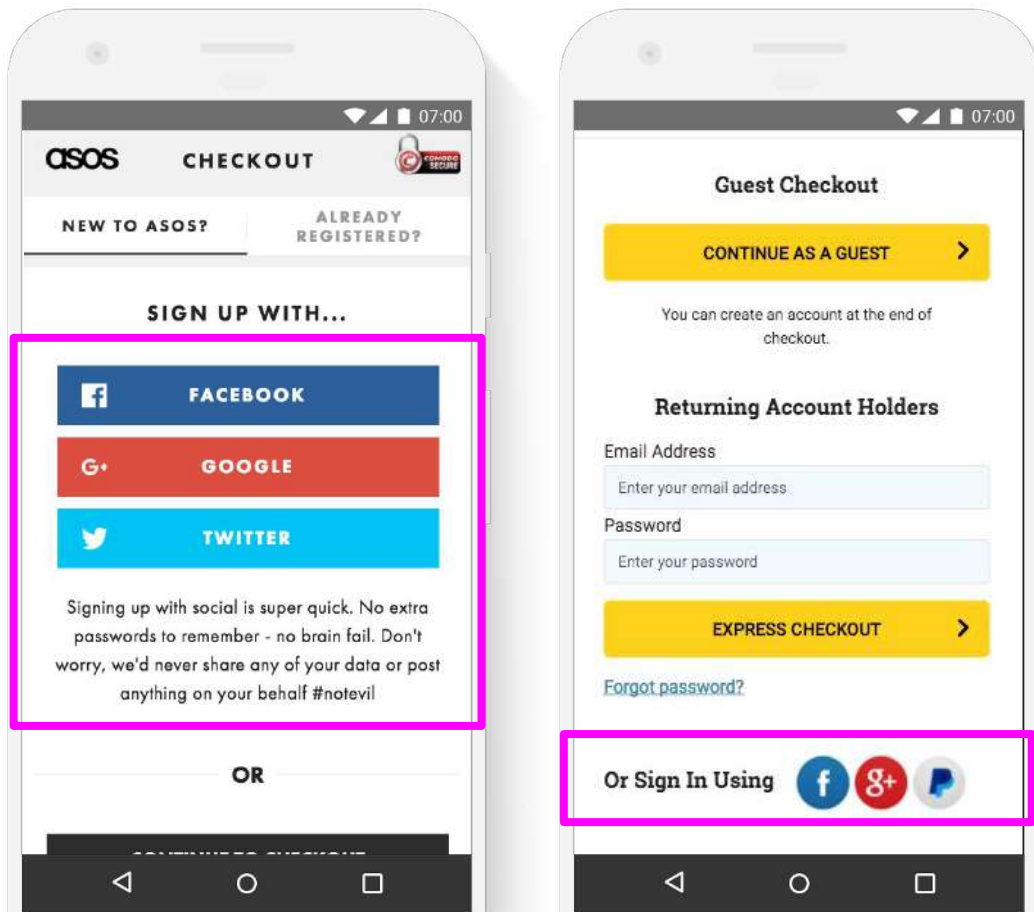
Additional: don't make users confirm account info

VS.

The image compares two mobile app account creation flows. The left flow (Patagonia) is a multi-step process. It starts with a 'Last Name' field. Then, under the heading 'Email / Login Information * REQUIRED', it asks for 'Email' and 'Confirm Email' (highlighted with a pink arrow). Next, it asks for 'Password' with a hint: 'Must include at least 1 number, 1 uppercase letter and 1 special character (e.g. !@#\$\$%^&*) 8-25 characters'. Finally, it asks for 'Confirm Password' (also highlighted with a pink arrow). At the bottom, there is a checkbox to 'Receive emails about new products, sales and store events.' and a link to the 'Privacy Policy'. The right flow (Warby Parker) is a single-step process titled 'Create an account'. It has fields for 'FIRST NAME', 'LAST NAME', 'EMAIL ADDRESS', and 'PASSWORD'. Below these fields is a blue button labeled 'Create account >'. At the very bottom, it states 'By creating this account, you agree to the Terms of Service'.

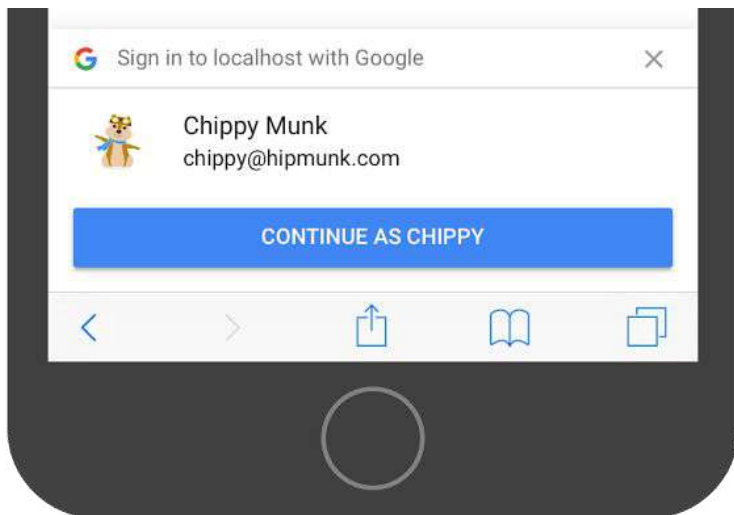
Let users sign up with social accounts

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



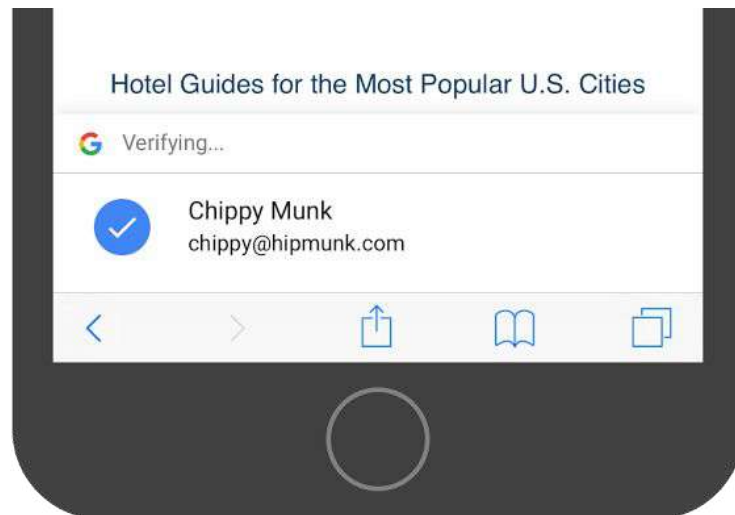
Consider integrating Google identity one tap sign up (2-4x higher sign-up rates)

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.](#)



One tap sign-up

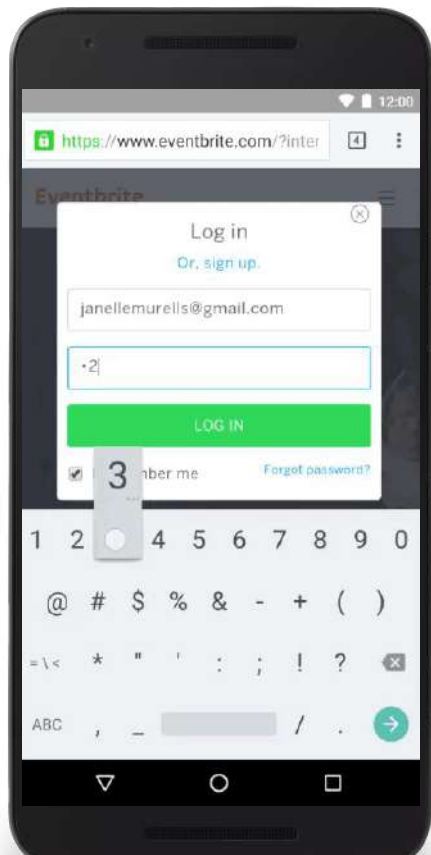
Sign in users automatically when they return to your site on any device or browser, even after their session expires. [More info](#)



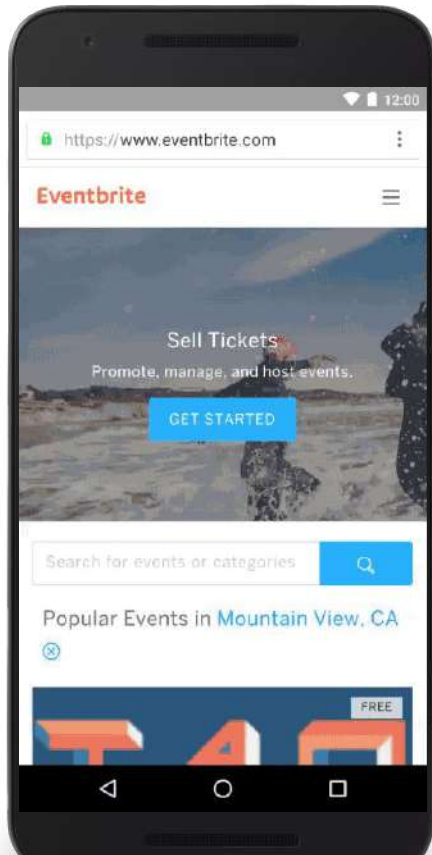
Automatic sign-in

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

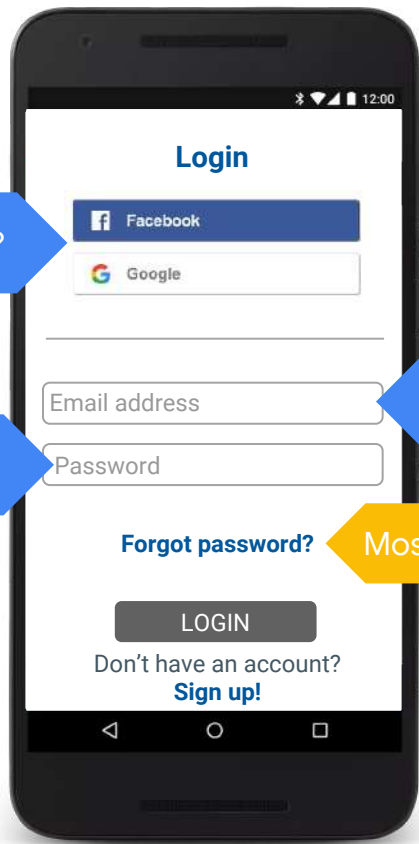
Detect & Save



Autofill next time



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



Why:

- Most popular password (2015): 12345
- 2nd most popular: password
- 3rd most popular: 123456

8 billion assisted sign ins per month

Works across devices

What:

- Saves password to browser
- Auto-signs in returning users

Google Developers implementation docs:

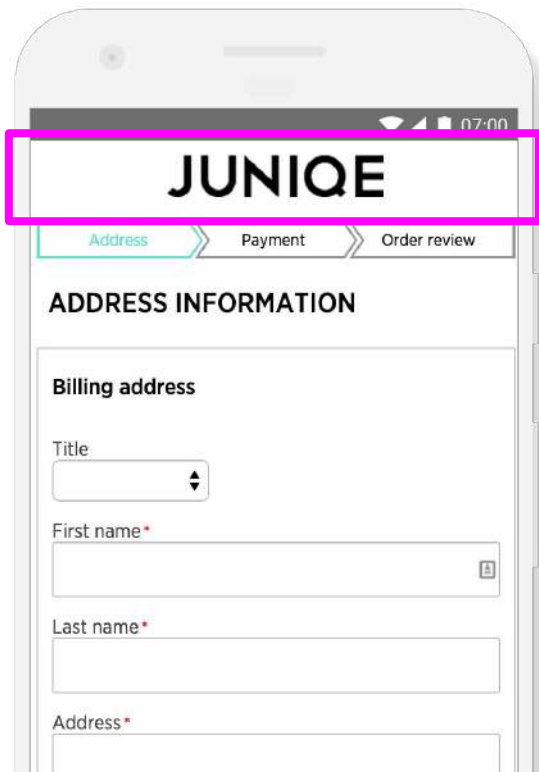
- [Streamlining the sign-in flow using credential manager API](#)
- [Integration guide](#)

Research: goo.gl/9FwBh4

Limit exit points during conversion flow

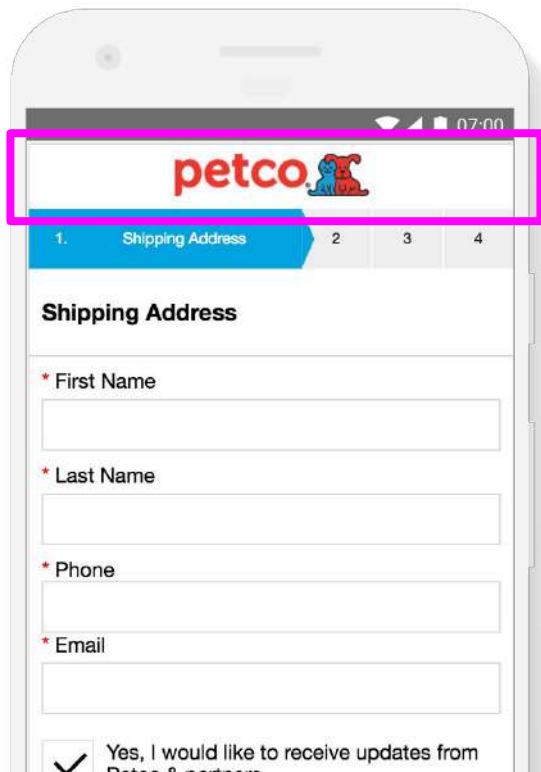
(only allow users to go to homepage, back to cart or contact support... NO menu)

junique.com



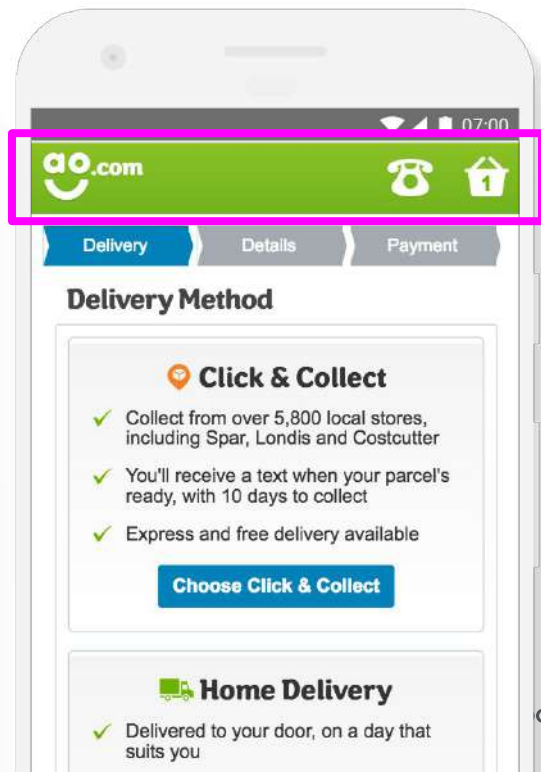
Mobile app interface for junique.com. The header bar is white with the 'JUNIQUE' logo in black, highlighted by a pink rectangle. Below the header is a progress bar with three steps: 'Address' (highlighted in green), 'Payment', and 'Order review'. The main content area is titled 'ADDRESS INFORMATION'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

petco.com



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

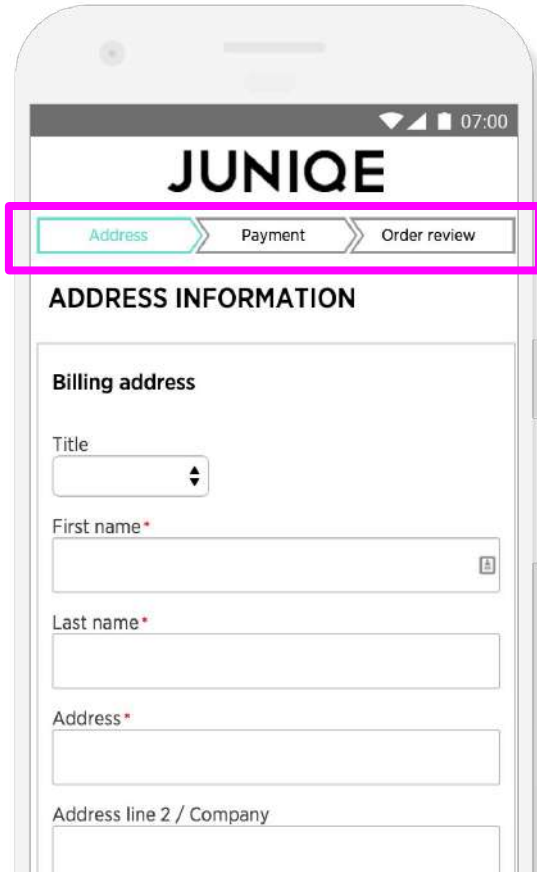
ao.com



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

Use pagination if more than two steps in conversion flow

junique.com



junique.com

07:00

JUNIQUE

Address > Payment > Order review

ADDRESS INFORMATION

Billing address

Title

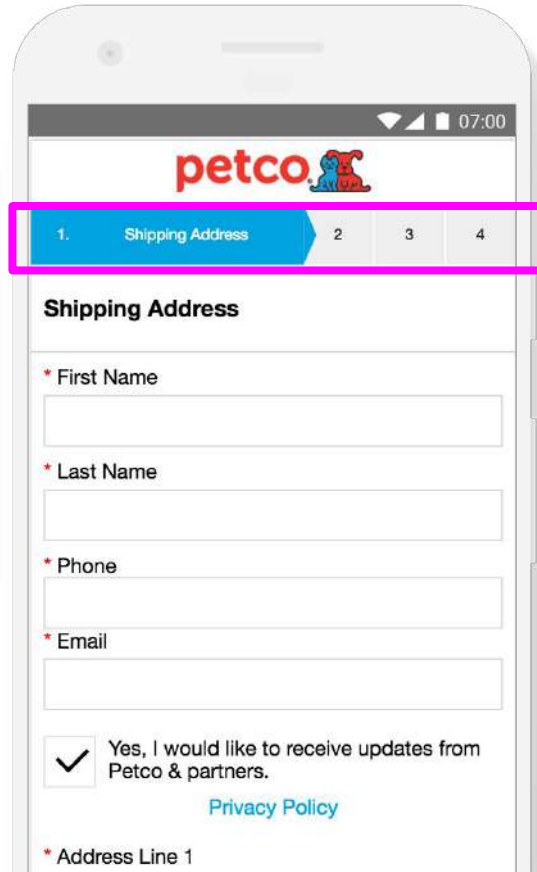
First name *

Last name *

Address *

Address line 2 / Company

petco.com



petco.com

07:00

petco

1. Shipping Address > 2 > 3 > 4

Shipping Address

* First Name

* Last Name

* Phone

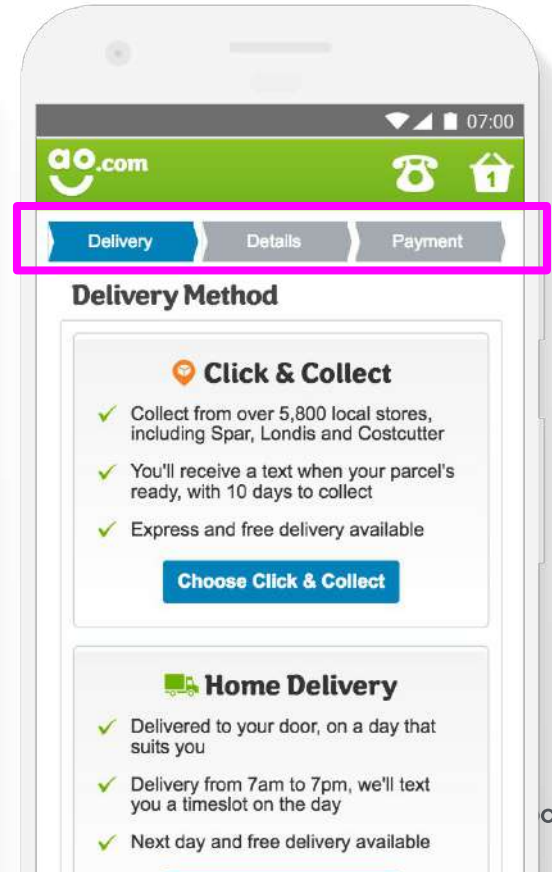
* Email

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

[Privacy Policy](#)

* Address Line 1

ao.com



ao.com

07:00

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

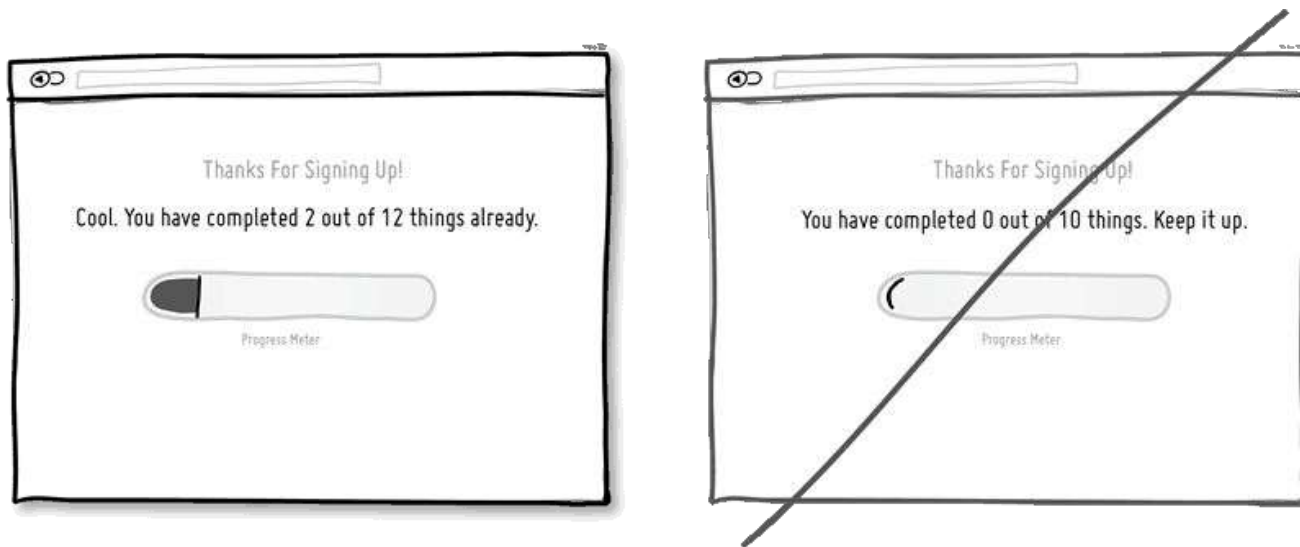
Choose Click & Collect

Home Delivery

- ✓ Delivered to your door, on a day that suits you
- ✓ Delivery from 7am to 7pm, we'll text you a timeslot on the day
- ✓ Next day and free delivery available

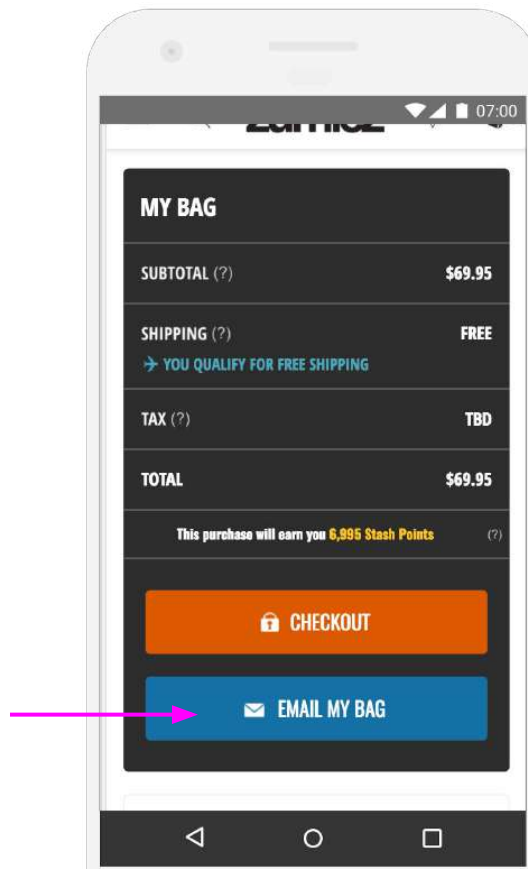
Try Upfront Progress instead of starting at zero

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

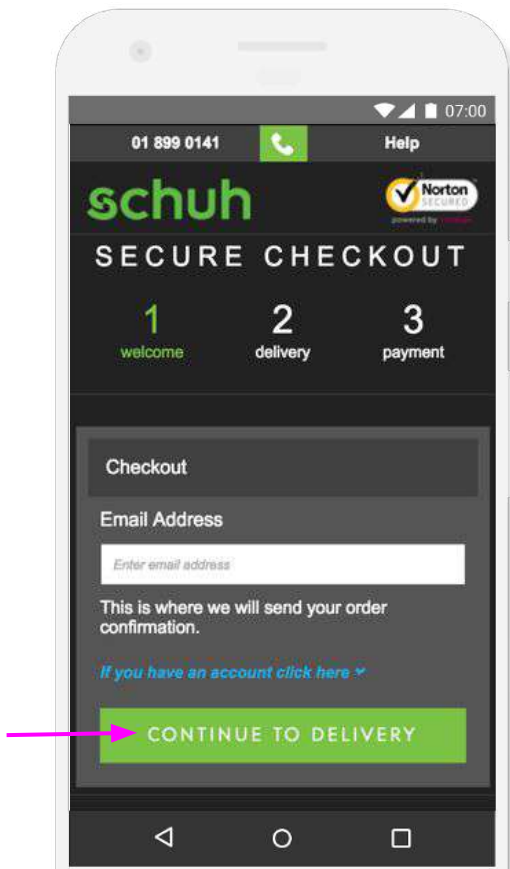


Have descriptive CTAs

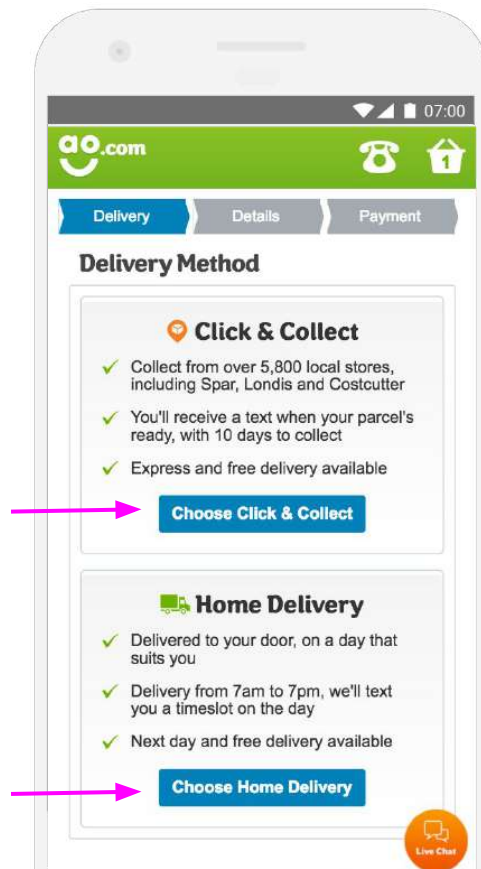
zumiez.com



schuh.de



ao.com



Case Study: AllYouNeedFresh

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

Before

Mobile app interface 'After' showing a simplified form with the following fields: test, test, Straße und Hausnummer: Auf dem Graskamp 67, Postleitzahl: 45888, Stadt*, Land bestimmen: Deutschland, Telefonnummer, Optional: Postnummer, and Adresszusatz / Firma / Nachbar. A large green 'Speichern' button is highlighted with a dashed green box. Below the form is a section for '+ NEUE ADRESSE ANLEGEN' with an orange arrow icon.

After

What they did:

- Moving delivery date options to the start of the checkout process
- Adding a "continue to checkout" call to action in the basket at the bottom of the checkout
- Automatically determining the customer's credit card type rather than having users select from a drop-down
- Matching field length to the length of the input
- Exposing title options through segmented controls
- Using labels instead of placeholders for form fields
- Enlarging the "save" call to action and making it more noticeable by adding contrast

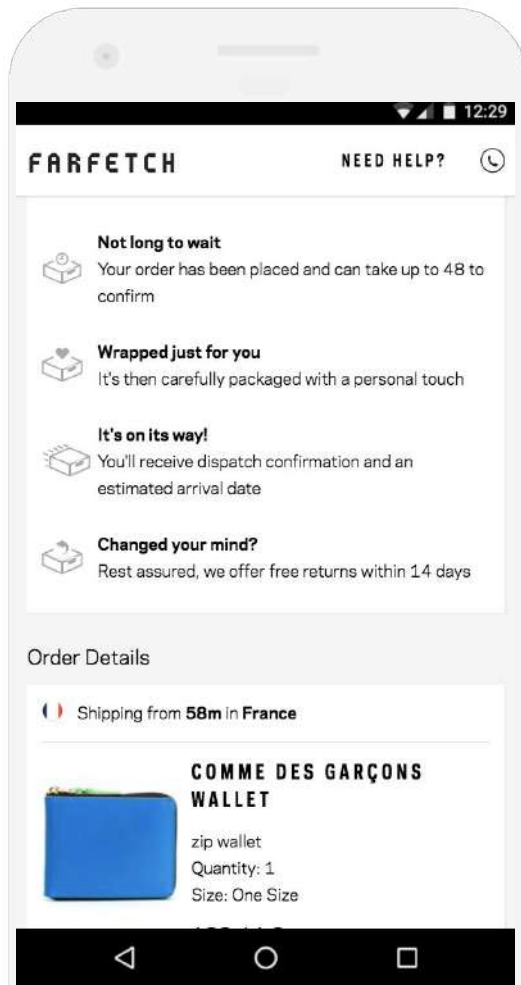
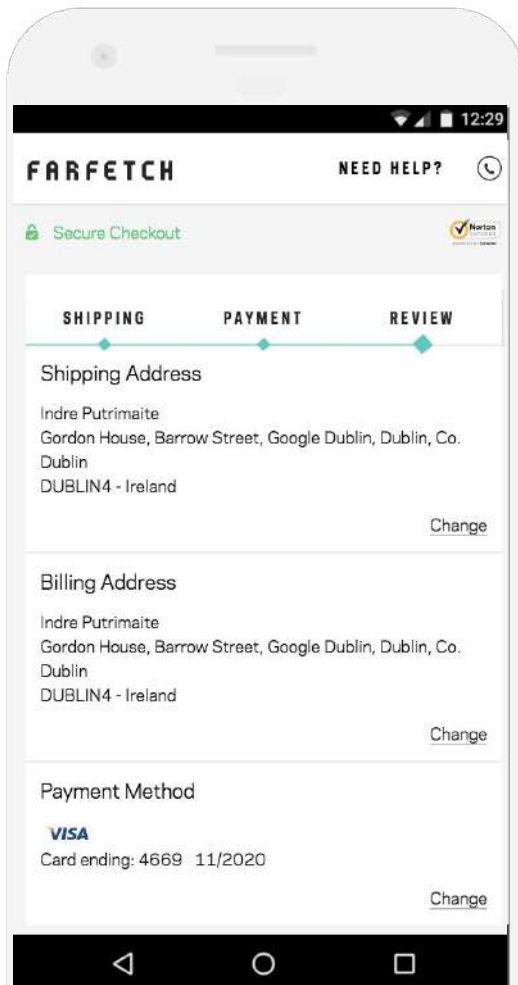
Results:

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

Case study link

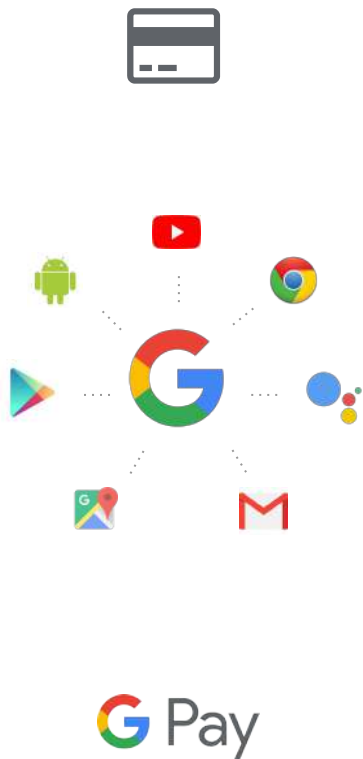
Show summary before the checkout

Once confirmed, show what happens next



Google's Payment Solutions

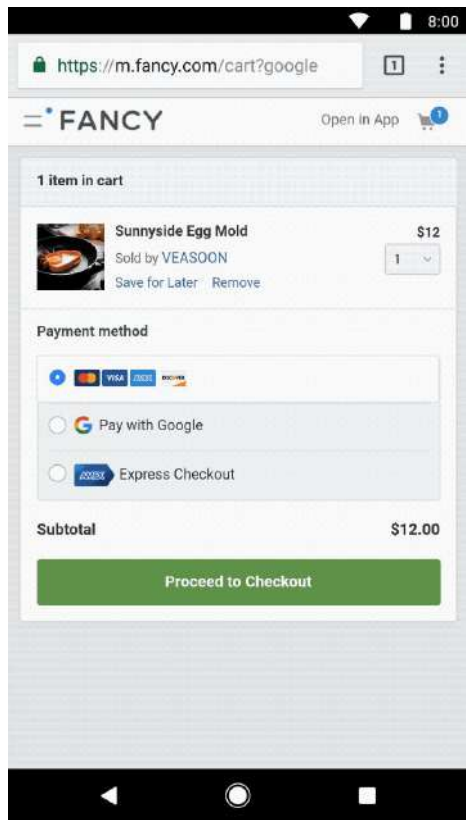
The new Google Pay



Hundreds of millions
of cards on file

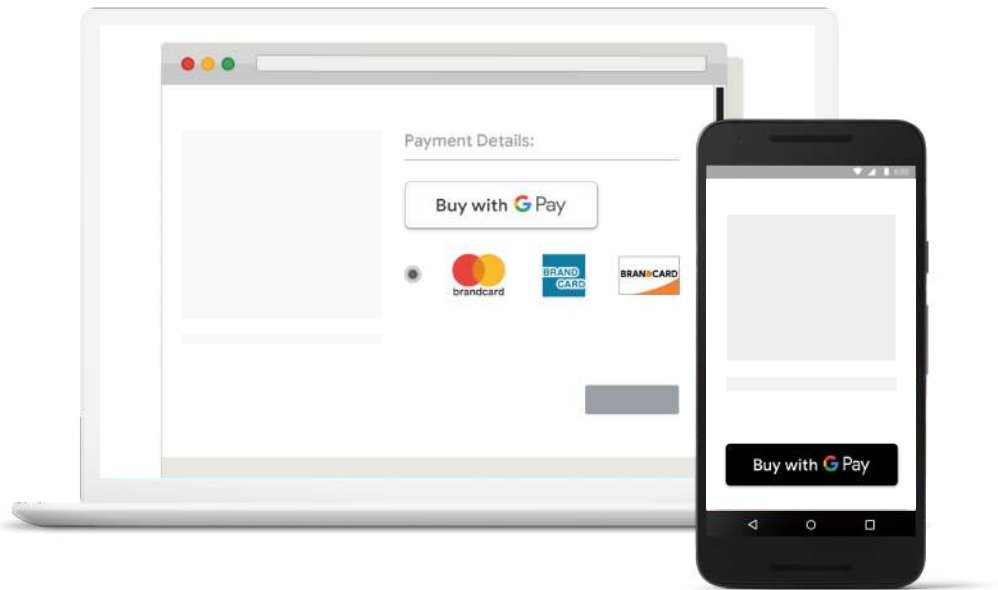
Saved to Google
Accounts

Ready to pay

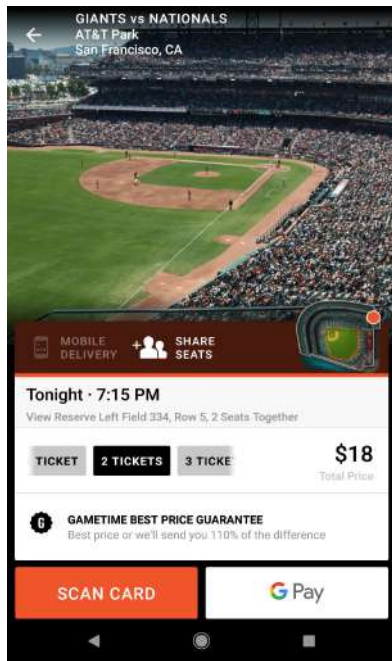


A better way to pay

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



Can enable at earlier or later in the flow



Directly on product page

Have a profile?

Sign in to enjoy faster easier checkout

Email address

Password

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

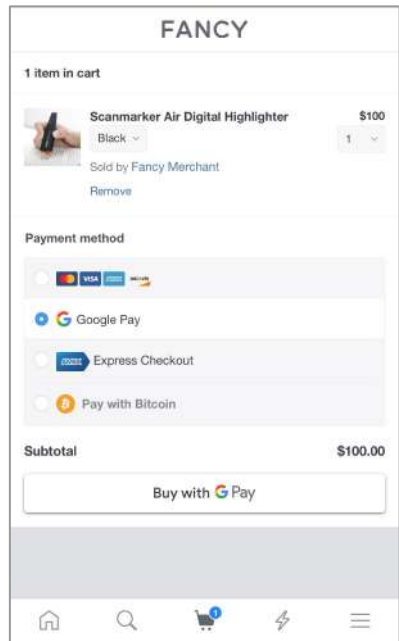
[Checkout](#)

No profile?

[Checkout as a guest](#)

[Buy with !\[\]\(263235f68e905d6efba41bb3da6dee09_img.jpg\) Pay](#)

At guest checkout



At payment

What our partners are saying

Conversion Uplift

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

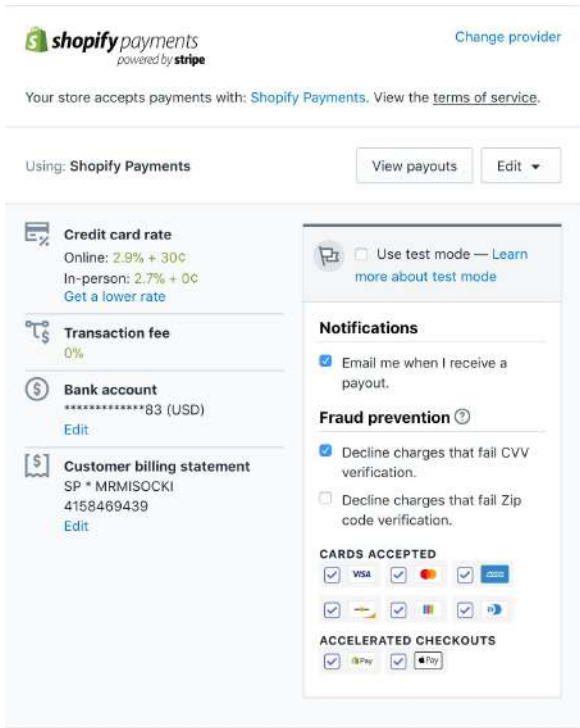
Customer Retention

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

Customer Acquisition

Since integration, 68% of Google Pay transactions were driven from new users; and **24% of these new users chose to create an account** with B&H. (B&H)

Integrating with Shopify



The screenshot shows the 'Shopify Payments' settings page. At the top, it says 'shopify payments powered by stripe' and 'Change provider'. Below that, it states 'Your store accepts payments with: Shopify Payments. View the terms of service.' The main section is titled 'Using: Shopify Payments' and has 'View payouts' and 'Edit' buttons. The left sidebar contains sections for 'Credit card rate' (Online: 2.9% + 30¢, In-person: 2.7% + 0¢, with a link to 'Get a lower rate'), 'Transaction fee' (0%), 'Bank account' (*****83 (USD), with an 'Edit' link), and 'Customer billing statement' (SP * MRMISOCKI, 4158469439, with an 'Edit' link). The right sidebar has a 'Use test mode' checkbox with a 'Learn more about test mode' link. Below that are 'Notifications' (with a checked checkbox for 'Email me when I receive a payout') and 'Fraud prevention' (with two checkboxes: 'Decline charges that fail CVV verification' which is checked, and 'Decline charges that fail Zip code verification' which is unchecked). At the bottom are 'CARDS ACCEPTED' (with checkboxes for VISA, Mastercard, and American Express, all checked) and 'ACCELERATED CHECKOUTS' (with checkboxes for Google Pay and Apple Pay, both checked).

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 • Remove optional fields • Use full name instead of first/last • Hide company and address line 2 • Check billing as shipping by default	Medium	Medium	Form completion
	Don't use dropdowns for inputs with < 4 options, instead opt for buttons	Easy	Easy	Form completion
	Use steppers, sliders, or open field input for numerical entry rather than large dropdowns	Easy	Easy	Form completion
	Use correct keypads	Easy	Easy	Form completion

Typing on mobile is hard

me_every_time@

Use inline validation & autofill

In-line validation

Payment details

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

First name

John ✓

Last name

Meyer ✓

Card number

1111

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

Card type

Card Type ▾

Security code

In-line validation

asos

Email address

Thaselbeck@google.com ✓

We'll send your order confirmation here

First name

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

Last name

Haselbeck ✓

Password

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

Date of birth

Autofill

First name

d

Last name

Address

Apt

ore St Claire 920 Hamilton Ave

"C" Can Come

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 ☺ 🎤 space Go

Reduce the number of fields

Use full name

< Back

Full name

Address line 1

Address line 2

City

State/Province/Region

ZIP

Phone number

United States

Use this address

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

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

THREDUP

1. Shipping Info

First Name

Claire

Last Name

Illmer

Street Address

534 DIVISADERO ST

534 Divisadero Street, San Francisco, CA, United States

534 Divisadero Street Fresno, CA, United States

534 Divisadero Street Mendota, CA, United States

534 Divisadero Street Pacific Grove, CA, United States

534 Divisadero Street Visalia, CA, United States

powered by Google

Shipping options (estimated) ?

Standard Shipping (3-8 business days) \$5.99

Expedited Shipping (1-3 business days) \$11.99

Check billing as
shipping by default

Zip Code *

Phone *

Email *

☒ Shipping same as billing address

ENTER PAYMENT INFO

TOP OF PAGE

FOLLOW US



GREATBIGCANVAS™

Reduce number of checkout fields

← 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

The 'Before' interface shows a mobile app screen for 'AllYouNeedFresh SUPERMARKT'. It features a 'Lieferadresse' (Delivery Address) section with a green checkmark and a radio button for 'Adresse'. Below this is a long, vertical form with fields for 'E-Mail Adresse*', 'Bitte wählen*', 'Vorname*', 'Nachname*', 'Firma', 'Postnummer', 'Straße und Hausnummer*', 'Adresszusatz', and 'Postleitzahl*'. A yellow dashed box highlights the entire form area. An 'amazon payments' button is visible on the right side of the form.

Before

The 'After' interface shows the same mobile app screen but with a streamlined checkout process. The 'Lieferadresse' section is replaced by a 'KASSE' (Checkout) section. It displays '45888' and 'Produkte (8)' with a total of '61,75 €'. Below this are fields for 'Vorname*' and 'Nachname*', followed by a 'Straße und Hausnummer*' field. A 'Postleitzahl' field is shown with '45888' entered, and a 'Stadt*' field. A 'Land bestimmen' dropdown menu is set to 'Deutschland'. Below these is a 'Telefonnummer*' field. An 'Optional:' section includes a 'Postnummer' field and an 'Adresszusatz / Firma / Nachbar' field. A green dashed box highlights the main checkout form area. An orange arrow points to a 'save' button at the bottom right.

After

What they did:

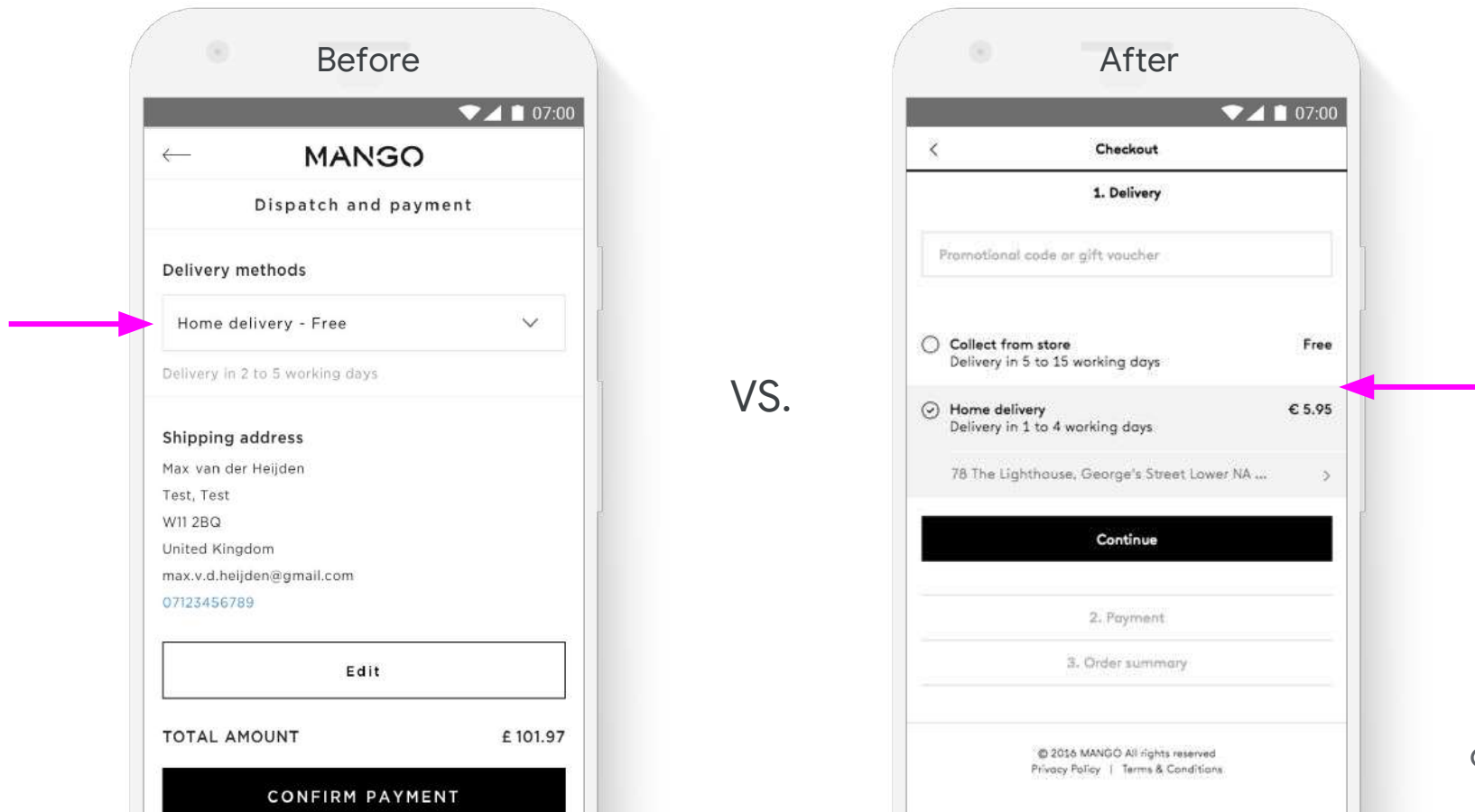
- Moving delivery date options to the start of the checkout process
- Adding a “continue to checkout” call to action in the basket at the bottom of the checkout
- Automatically determining the customer’s credit card type rather than having users select from a drop-down
- Matching field length to the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

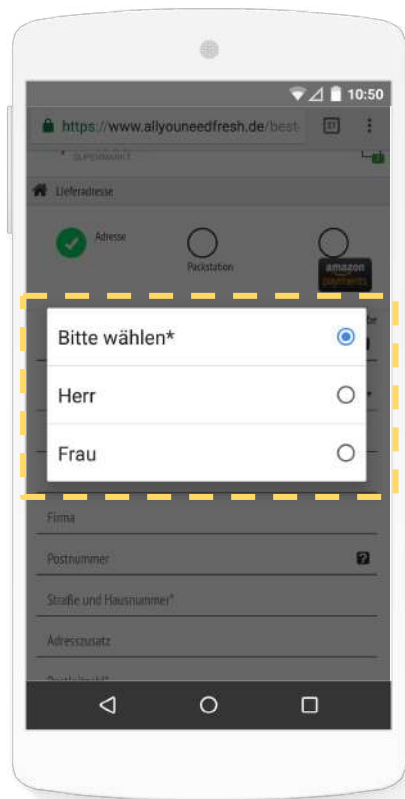
- Transactions via mobile grew **51%**
- Mobile CVR improved **14%**
- Drop-offs from order confirmation page dropped by **21%**

[Case study link](#)

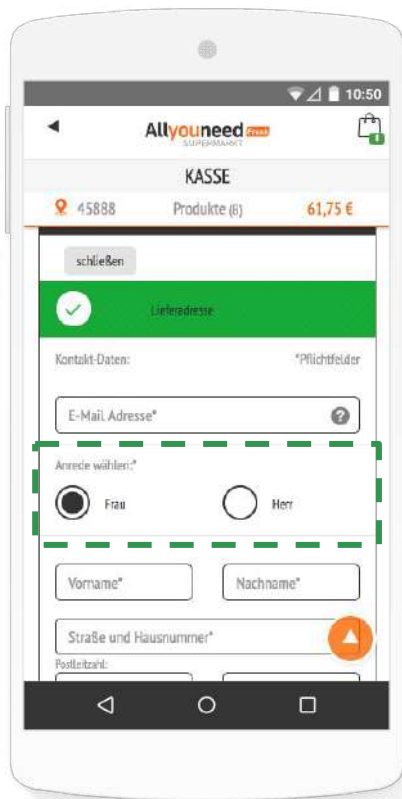
Don't use drop downs if less than 3 options



Case Study: AllYouNeedFresh



Before



After

What they did:

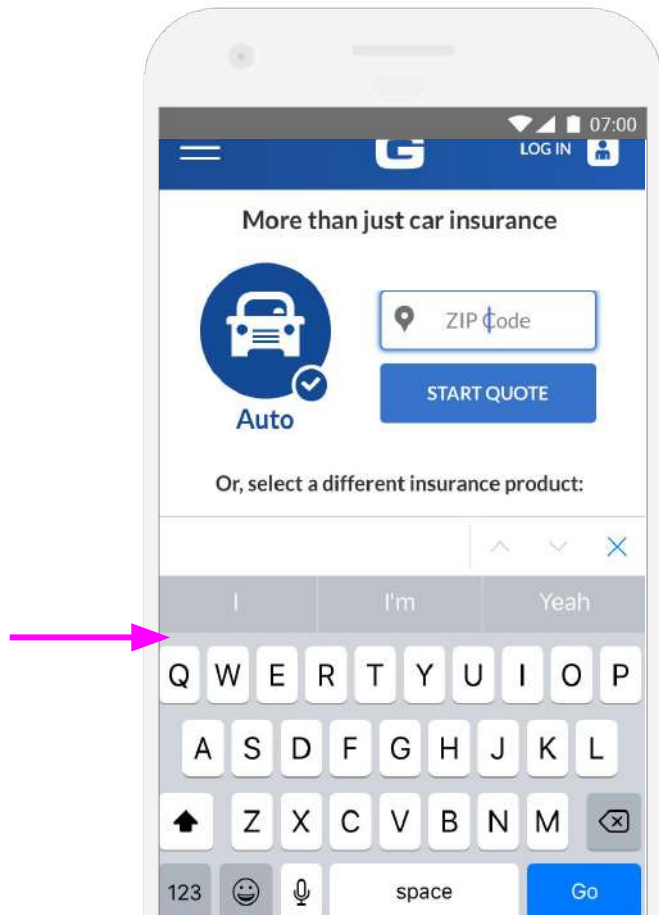
- Moving delivery date options to the start of the checkout process
- Adding a “continue to checkout” call to action in the basket at the bottom of the checkout
- Automatically determining the customer’s credit card type rather than having users select from a drop-down
- Matching field length to the length of the input
- **Exposing title options through segmented controls**
- Using labels instead of placeholders for form fields
- Enlarging the “save” call to action and making it more noticeable by adding contrast

Results:

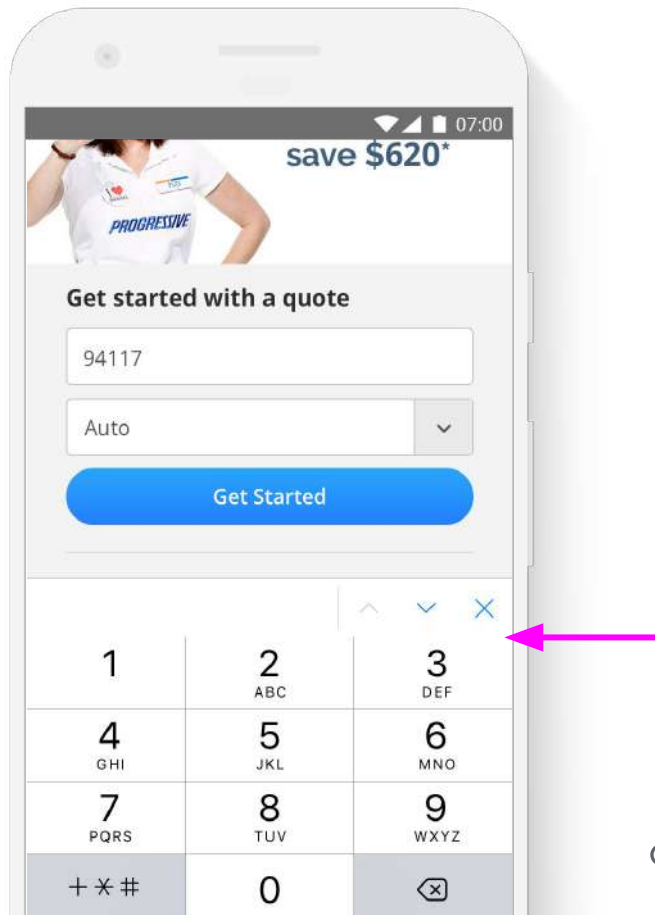
- Transactions via mobile grew 51%
- Mobile CVR improved 14%
- Drop-offs from order confirmation page dropped by 21%

[Case study link](#)

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



VS.

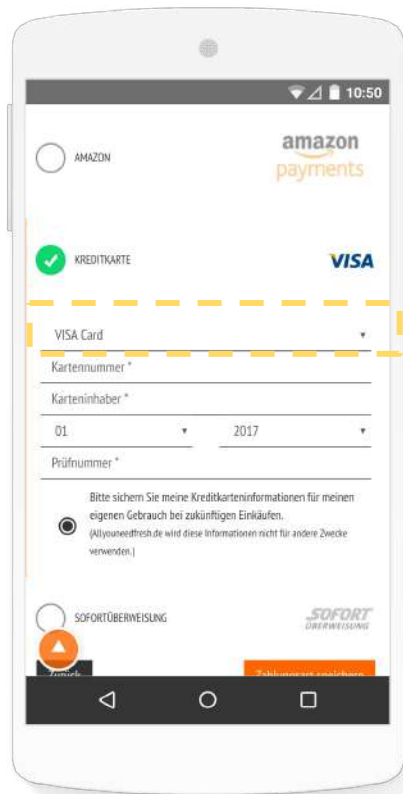


Ensure that the correct input type is used

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



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