



UI Design

Minimizing Cart Abandonment

Case Study: Ecco-Verde Online Shop

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UI Design Brief

Ecco-Verde currently lists more than 19.900 natural and organic cosmetic products and has customers all over the Europe.

It has been observed that the abandonment rate during the checkout process is higher than the accepted one.

We should design a new user interface that optimizes the checkout process and reduces the abandonment rate.

Case Study Objectives

Checkout process optimization

The case study is focused on identifying friction points in the customer journey and applying a new optimized UI

Design that supports a seamless checkout experience by addressing users' pain points.

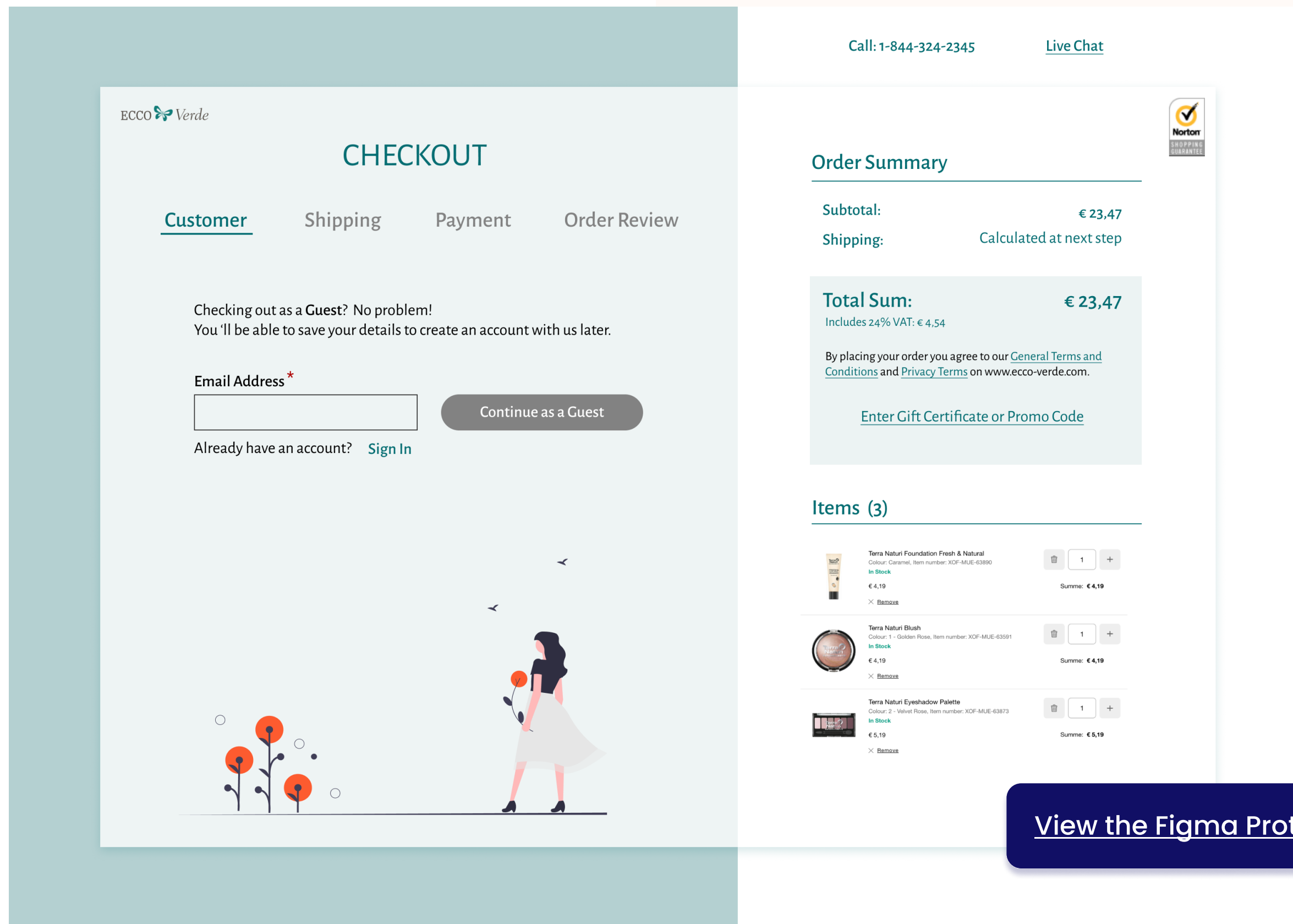
UX Research Insights

Why people abandon cart other than because they aren't ready to buy?

Friction points in the customer journey:

- Mandatory account creation
- Long or confusing checkout process
- Unexpected shipping costs
- Payment security concerns

UI Design



Applied UI Principles & Best Practices

- 01.** Integrated Marketing Tactics to Combat Cart Abandonment
- 02.** Removed Any Distractions
- 03.** Applied Best Practices for Form Design
- 04.** Addressed Unexpected Shipping Costs & Payment Security Concerns
- 05.** Supported a Quick and Simple Process
- 06.** Minimized Payment Friction
- 07.** Applied the Interaction Design Principles

Integrated Marketing Tactics to Combat Cart Abandonment



Supporting guest checkout

The users are able to start the checkout as guests and decide in a later stage if they want to create an account for later use.



Capturing the user's email address early

Checking out as guest, or creating an account — the first step is to input your email.

After that, even if the user abandon the cart, the business is able to retarget him/her by sending personalized emails and reminders regarding the abandoned cart.

This approach also manages to identify if the email address already has an account associated with it.

The screenshot displays the ECCO Verde checkout interface. The main heading is 'CHECKOUT' with sub-tabs for 'Customer', 'Shipping', 'Payment', and 'Order Review'. The 'Customer' tab is active, showing a message: 'Checking out as a Guest? No problem! You'll be able to save your details to create an account with us later.' Below this is an 'Email Address' input field with a red asterisk, a 'Continue as a Guest' button, and a link for 'Sign In' for users who already have an account. The right sidebar contains an 'Order Summary' with a subtotal of €23,47, shipping calculated at the next step, and a total sum of €23,47 including 24% VAT. It also includes a link to the terms and conditions and a field for a gift certificate or promo code. The 'Items (3)' section lists three products: Terra Naturi Foundation Fresh & Natural (€4,19), Terra Naturi Blush (€4,19), and Terra Naturi Eyeshadow Palette (€5,19), each with a 'Remove' link and a quantity selector.

Removed Any Distractions



The focus of the checkout page should be the successful completion of the order

By removing the core header and footer navigation of the store, the distractions for the user are limited.

However the user shouldn't feel trapped, so the logo redirects the user to the home page.

Addressed Unexpected Shipping Costs & Payment Security Concerns

- ✓ The order summary is visible during the whole process to ensure shipping and tax costs transparency.
- ✓ Norton Shopping Guarantee is indicated in every step of the checkout to reassure customers that the payments are secured.
- ✓ The live chat supports the customer to contact easily the help center.

The screenshot displays the ECCO Verde checkout interface. The top navigation bar includes the contact number 'Call: 1-844-324-2345' and a 'Live Chat' link. A Norton Shopping Guarantee logo is positioned in the top right corner of the checkout area.

The checkout process is divided into four steps: Customer, Shipping (active), Payment, and Order Review. The 'Shipping Address' section contains the following fields:

- Full Name*
- Street Address*
- Postal Code* (Powered by Google)
- City*
- Country*

Below the address fields, there are two checkboxes:

- ☐ I would like to track my order online and save my personal data for future orders.
- ☐ Please keep me up to date with the latest promotions, special offers and news (You can unsubscribe at any time)

A 'Next' button is located at the bottom right of the shipping form.

The 'Order Summary' section on the right shows the following details:

- Subtotal: € 23,47
- Shipping: Calculated at next step
- Total Sum: € 23,47** (Includes 24% VAT: € 4,54)

A disclaimer states: 'By placing your order you agree to our [General Terms and Conditions](#) and [Privacy Terms](#) on [www.ecco-verde.com](#).' A link to 'Enter Gift Certificate or Promo Code' is also present.

The 'Items (3)' section lists the following products:

- Terra Naturi Foundation Fresh & Natural (Colour: Caramel, Item number: XOF-MUE-63860) - € 4,19
- Terra Naturi Blush (Colour: 1 - Golden Rose, Item number: XOF-MUE-63891) - € 4,19
- Terra Naturi Eyeshadow Palette (Colour: 2 - Velvet Rose, Item number: XOF-MUE-63873) - € 5,19

Each item has a 'Remove' link and a quantity selector set to 1.

Applied Best Practices for Form Design

- ✓ The use of **Google API** supports a quicker completion of the form. Typing the postal code, the city and country fields are completed automatically.
- ✓ To ensure accessibility there is description outside of every field and an asterisk indicating the mandatory ones.
- ✓ The labels are grouped with their corresponding input so it's clear to users which field they are filling out.

The screenshot displays the ECCO Verde checkout process, divided into four steps: Customer, Shipping, Payment, and Order Review. The 'Shipping' step is active, showing a 'Shipping Address' form with fields for Full Name, Street Address, Postal Code, City, and Country. Each field has a red asterisk indicating it is mandatory. The form is powered by Google, which auto-completes the fields. Below the form, there are two checkboxes for tracking and newsletter subscription. The 'Order Summary' on the right shows the subtotal, shipping, and total sum, along with a link to the terms and conditions and a field for a gift certificate or promo code. The 'Items (3)' section lists the products being purchased.

Shipping Address

Full Name*
Eleni Antonopoulou

Street Address*
Omirou 23

Postal Code*
172 36

City*
Agios Dimitrios

Country*
Greece

Powered by Google

☒ I would like to track my order online and save my personal data for future orders.

☐ Please keep me up to date with the latest promotions, special offers and news (You can unsubscribe at any time)

Next

Order Summary

Subtotal: € 23,47
Shipping: Free

Total Sum: € 23,47
Includes 24% VAT: € 4,54

By placing your order you agree to our [General Terms and Conditions](#) and [Privacy Terms](#) on [www.ecco-verde.com](#).

[Enter Gift Certificate or Promo Code](#)

Items (3)

Item	Quantity	Summe
Terra Naturi Foundation Fresh & Natural Colour: Golden, Item number: XOF-MUE-63880 In Stock € 4,19	1	€ 4,19
Terra Naturi Blush Colour: 1 - Golden Rose, Item number: XOF-MUE-63891 In Stock € 4,19	1	€ 4,19
Terra Naturi Eyeshadow Palette Colour: 2 - Velvet Rose, Item number: XOF-MUE-63873 In Stock € 5,19	1	€ 5,19

Supported a Quick & Simple Process

- ✓ The user is provided with a summary of what he has added to the cart and with the option to have changes to his/her order.
- ✓ In every step the custom fields that are absolutely necessary are included.
- ✓ The optional forms are collapsed to let user focus on the necessary fields.
- ✓ The clutter is reduced to the minimum and the call to actions on every step are very obvious.

The screenshot displays the ECCO Verde checkout interface. The main section is titled 'CHECKOUT' and includes tabs for 'Customer', 'Shipping' (selected), 'Payment', and 'Order Review'. Under 'Shipping Method', there are two options: 'Standard (4-6 days): FREE' (selected) and 'Express (1-3 days): 14,95 Euro'. Below this is a 'Contact phone number' field with a red asterisk. The 'Gift Options' section includes a checkbox for 'This is a gift' and a link to 'Add a personal message'. A 'Next' button is at the bottom right. To the right, the 'Order Summary' shows a subtotal of € 23,47, free shipping, and a total sum of € 23,47. It also lists three items: Terra Naturi Foundation Fresh & Natural (€ 4,19), Terra Naturi Blush (€ 4,19), and Terra Naturi Eyeshadow Palette (€ 5,19). A Norton logo is visible in the top right corner.

Minimized Payment Friction

- ✓ Providing different payment options allow customers to use their preferable payment gateway.
- ✓ Adding digital wallets into payment options are particularly impactful for mobile commerce metrics.

The screenshot displays the ECCO Verde checkout interface. The top navigation bar includes the brand logo, a contact number (1-844-324-2345), and a live chat link. The checkout process is divided into four steps: Customer, Shipping, Payment (currently active), and Order Review. Under the 'Payment' step, users are prompted to 'Select Payment Method' from a list of options: VISA, Mastercard, PayPal, and Apple Pay. Below this, there are input fields for 'Name on Card', 'Card Number', 'Expires Date' (with month and year dropdowns), and 'CVC'. A checkbox option allows users to 'Save my payment details for future purchases'. A 'Continue' button is positioned at the bottom right of the payment section. To the right of the payment form, the 'Order Summary' is shown, detailing the subtotal (€ 23,47), shipping (Free), and total sum (€ 23,47, including 24% VAT). It also includes a link to the terms and conditions and a field for a gift certificate or promo code. The 'Items (3)' section lists the products: Terra Naturi Foundation Fresh & Natural (€ 4,19), Terra Naturi Blush (€ 4,19), and Terra Naturi Eyeshadow Palette (€ 5,19), each with a quantity selector and a 'Remove' link.

Call: 1-844-324-2345 [Live Chat](#)

Order Summary

Subtotal: € 23,47
Shipping: Free

Total Sum: € 23,47
Includes 24% VAT: € 4,54

By placing your order you agree to our [General Terms and Conditions](#) and [Privacy Terms](#) on [www.ecco-verde.com](#).

[Enter Gift Certificate or Promo Code](#)

Items (3)

	Terra Naturi Foundation Fresh & Natural Colour: Golden Rose, Item number: XOF-MUE-63889 In Stock € 4,19 Remove	1	+	Summe: € 4,19
	Terra Naturi Blush Colour: 1 - Golden Rose, Item number: XOF-MUE-63891 In Stock € 4,19 Remove	1	+	Summe: € 4,19
	Terra Naturi Eyeshadow Palette Colour: 2 - Velvet Rose, Item number: XOF-MUE-63873 In Stock € 5,19 Remove	1	+	Summe: € 5,19

Continue

Applied the Interaction Design Principles

✓ Functional minimalism & consistency

It's vital to minimize users' cognitive loads and decision-making. The use of **contrast** and **proximity** builds an easy-to-scan visual hierarchy that reflects users' needs. Additionally, the consistency of the design elements results to an **intuitive interface**.

✓ Control, trust, and explorability

Including **progress indicator** on the checkout steps, the user has the control of the process. Also, the provided freedom and flexibility to navigate among the checkout steps and the ability to edit the shopping cart any time, supports a **friction free experience**. The interface inspires trust and integrity by affording an **overview of the order** details.

The screenshot displays the ECCO Verde checkout interface. At the top, there's a header with the brand logo and contact information: "Call: 1-844-324-2345" and a "Live Chat" link. The main checkout area is titled "CHECKOUT" and features a progress indicator with four steps: "Customer", "Shipping", "Payment", and "Order Review". The "Customer" step is active, showing fields for "Email Address" (eleniant@gmail.com), a checkbox for signing up, and a "Password" field with a "Show" toggle and a "Create Account" button. Below this, the "Shipping Address" section shows the address "Omirou 23, 17236, Agios Dimitrios, Greece" with an "EDIT" link. The "Shipping Method" section shows "Standard (4-6 days): FREE" and "Gift option: Selected" with an "EDIT" link. The "Payment Method" section shows a "VISA" card with a masked number "xxxx xxxx xxxx 0987" and an "EDIT" link. To the right, the "Order Summary" section shows the "Subtotal" as € 23,47, "Shipping" as Free, and a "Total Sum" of € 23,47 including 24% VAT. It also includes a "Place Order" button and a link to the "General Terms and Conditions". Below the summary, the "Items (3)" section lists three items: "Terra Naturi Foundation Fresh & Natural", "Terra Naturi Blush", and "Terra Naturi Eyeshadow Palette", each with a quantity of 1 and a "Remove" button. The interface is clean and modern, with a light blue and white color scheme and a small floral illustration at the bottom left.

Applied the Interaction Design Principles

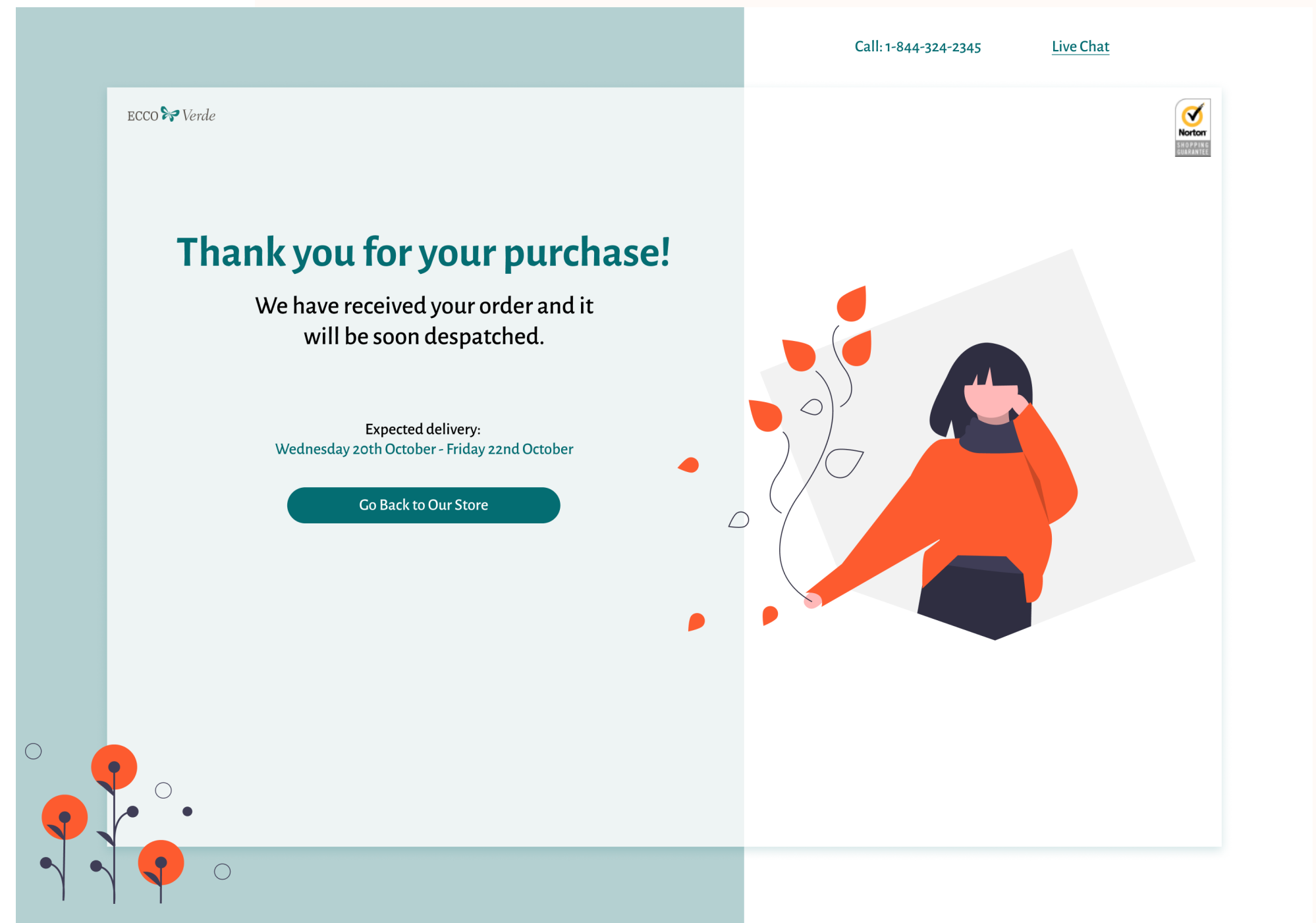
✓ Keep users informed of system status with constant feedback

The whole checkout interface is designed to indicate clearly the system's status.

That's includes the order confirmation because it is a crucial element of a seamless buying experience.

The last step confirms the successful purchase and informs about the expected delivery time.

Also, it is provided a clear call to action button, enabling the user to visit again the home page.



High Fidelity Interactive Prototype

[Interact with the Figma Prototype](#)

