UI Design
Minimizing Cart Abandonment

Case Study: Ecco-Verde Online Shop

Eleni Antonopoulou
UX/UI Designer

Website Portfolio: eleniantonopoulou.com

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 abadonment 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.
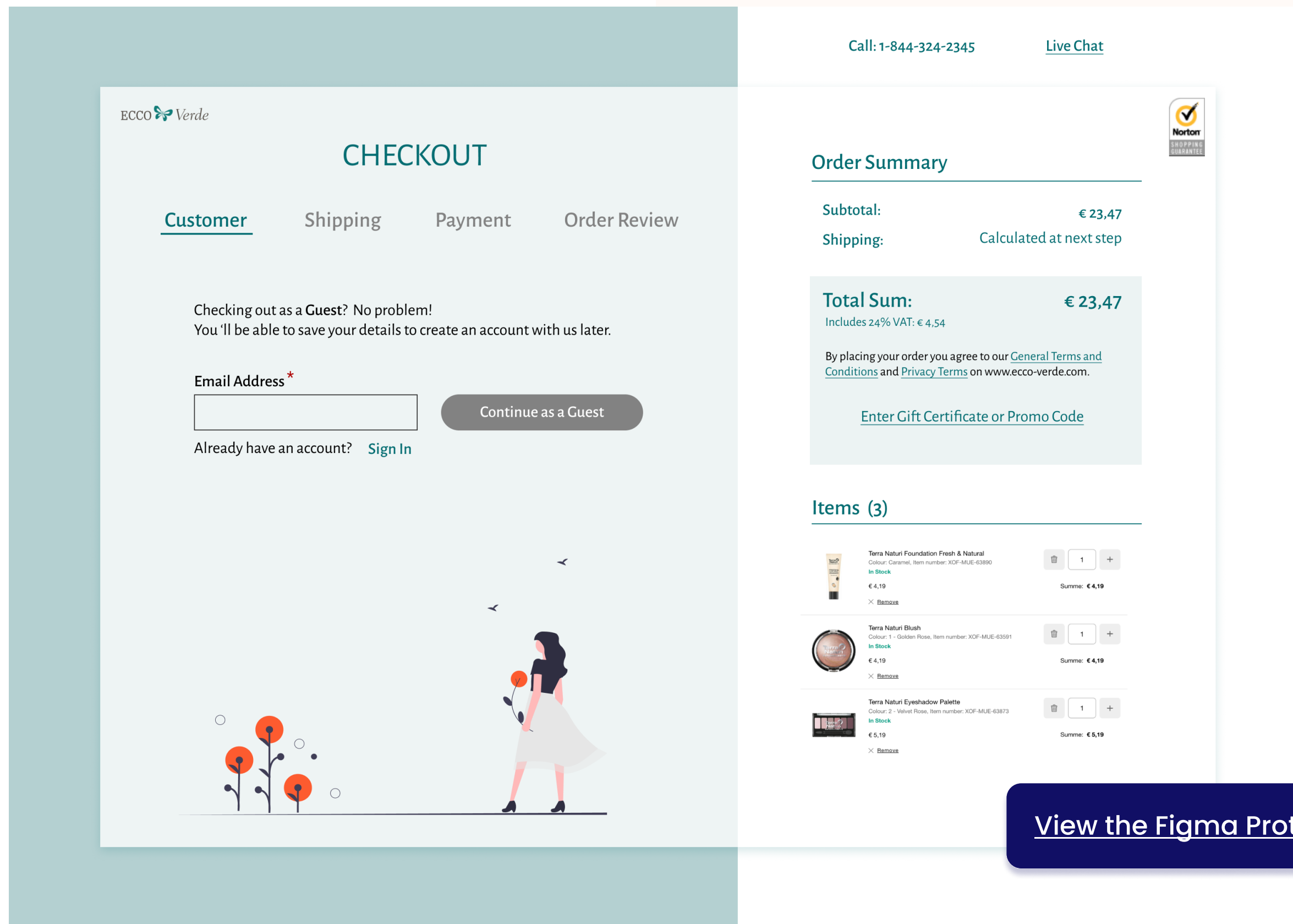
UX Research Insights

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

ECCO Verde

CHECKOUT

Customer   Shipping   Payment   Order Review

Checking out as a **Guest**? No problem!
You 'll be able to save your details to create an account with us later.

Email Address *

[   ]   Continue as a Guest

Already have an account?   Sign In

Norton

Order Summary

Subtotal: € 23,47
Shipping: Calculated at next step

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: Caramel, Item number: XOF-MUE-63890
In Stock   [ ] 1 [+]
€ 4,19
× Remove   Summe: € 4,19

Terra Naturi Blush
Colour: 1 – Golden Rose, Item number: XOF-MUE-63591
In Stock   [ ] 1 [+]
€ 4,19
× Remove   Summe: € 4,19

Terra Naturi Eyeshadow Palette
Colour: 2 – Velvet Rose, Item number: XOF-MUE-63873
In Stock   [ ] 1 [+]
€ 5,19
× Remove   Summe: € 5,19

View the Figma Prototype

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 e mail.

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

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

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.

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.

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 nessecary fields.

✅ The clutter is reduced to the minimum and the call to actions on every step are very obvious.

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.

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 indegrity by affording an **overview of the order** details.

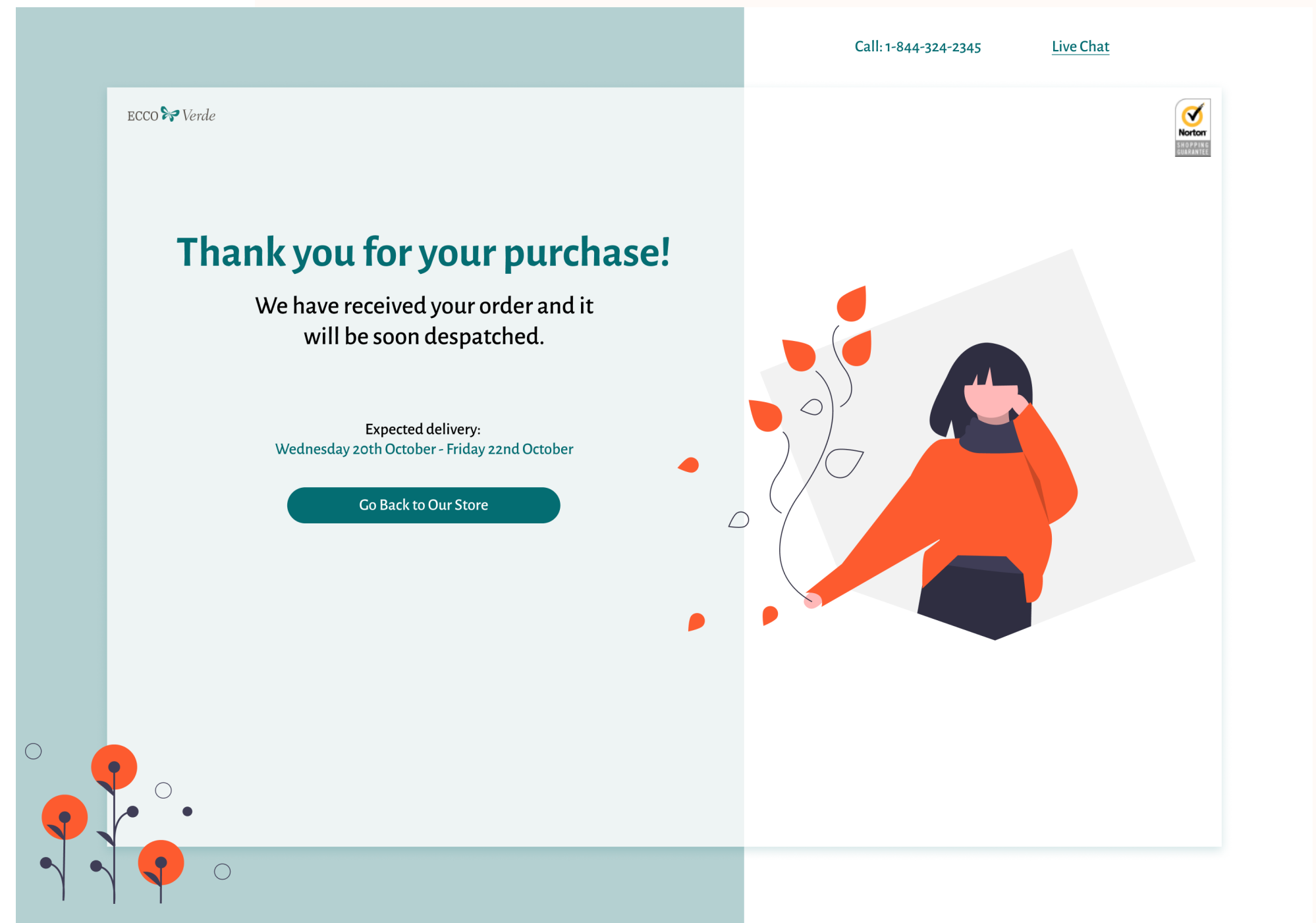# Applied the Interaction Design Principles

✅ **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.

Call: 1-844-324-2345   Live Chat

ECCO Verde

Thank you for your purchase!

We have received your order and it will be soon despatched.

Expected delivery:
Wednesday 20th October - Friday 22nd October

Go Back to Our Store

High Fidelity

Interactive Prototype

[Interact with the Figma Prototype](#)