

E-COMMERCE CHECK-IN AND CHECKOUT PAGES UX DESIGN TIPS

THE CHECKOUT IS WHERE THE MONEY IS.
LEARN HOW TO MAKE MORE PEOPLE
GO THROUGH YOUR CHECKOUT FLOW
AND BOOST YOUR SALES!

CHECK-IN AND CHECKOUT PAGES

[#introduction](#)

[#login](#)

[#registration](#)

[#checkout](#)

[#payment security](#)

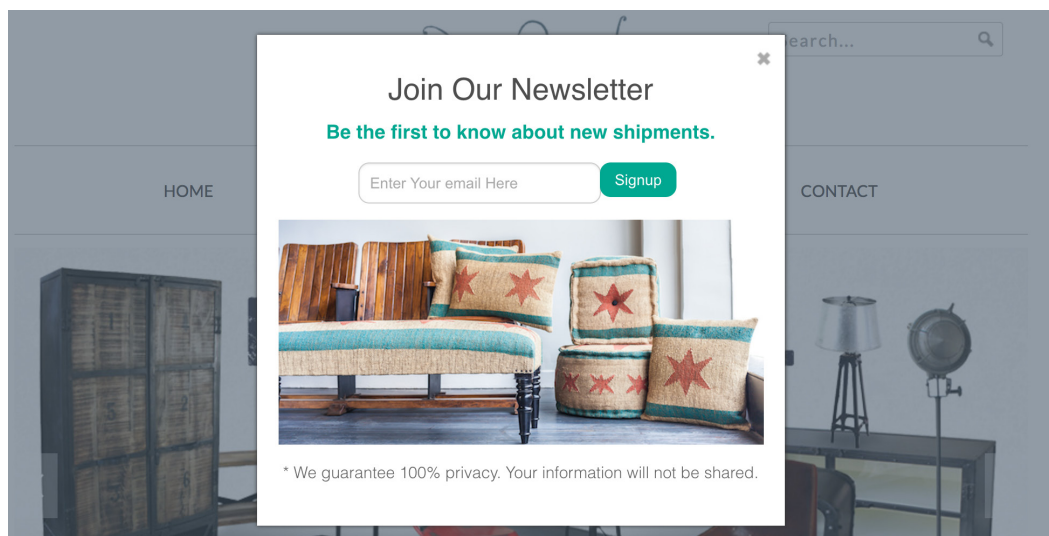
[#confirmation page](#)

[#see you soon page](#)

Introduction

Yippee! Your home and product pages together with all your CTAs worked a treat, so now you have a little left to do. Well, it may seem so ... But.

The check-in and checkout pages need to be polished, because even the most common and the least obvious aspects may prevent users from purchasing.



Welcome pop-up banner by:

<https://wrightwoodfurniture.com/>

By investing a little bit of time in polishing your checkout process head-to-toe, you'll be prized with happy customers and increased sales.

Login

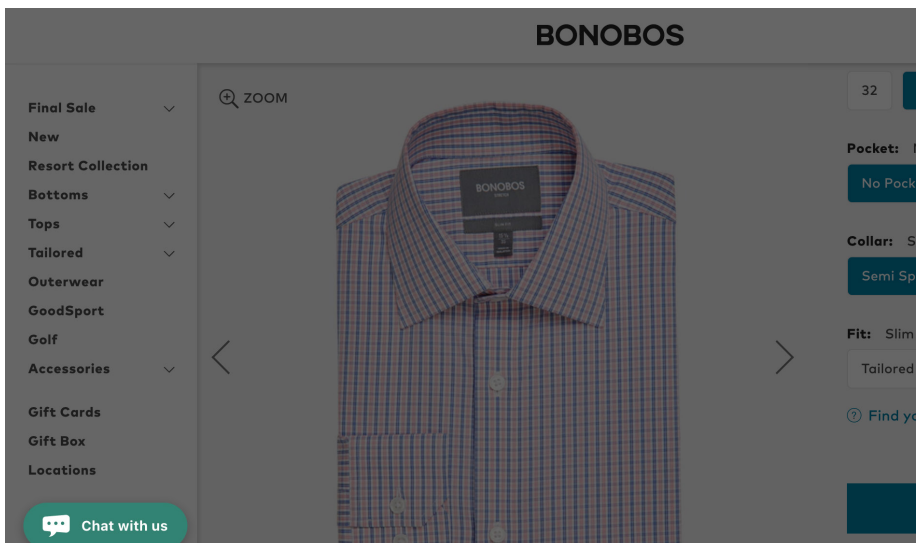
Your first step should be minimizing the number of “fill-in” fields.

Do you really need to learn your visitor’s occupation, full address, marital status, job title, company name? If yes, you’re welcome to require such information. If not, email, name and password would be enough if the only thing you’re planning to do is updating them with newsletters and special offers.



a golden rule is not to ask for irrelevant information a common e-commerce website doesn't actually need

Ask to register only when necessary



Hi there!

Email Address

CONTINUE

Impossible to purchase without subscription page by:

<https://bonobos.com>

Customers have no idea why they need an account to make a purchase. Provide an optional account registration at the end for those who want to stay in touch with your shop.

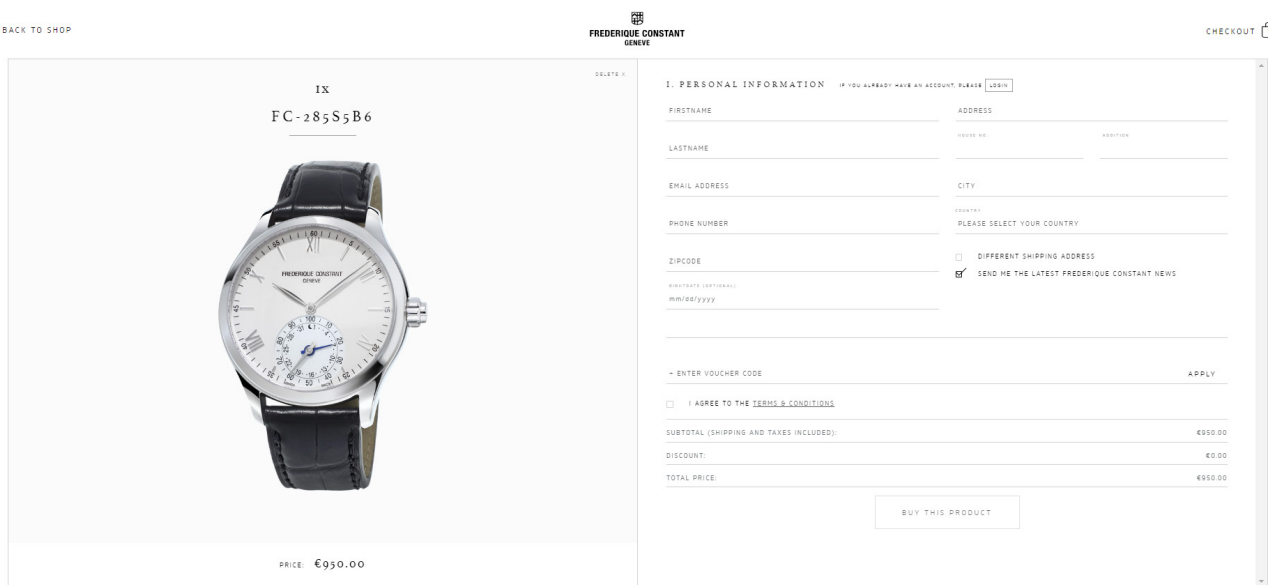
The statistics claim that 23% of online shoppers abandon their carts once the shop requires to sign in. Let's face it: no one cares of your newsletter and community. As well as no one wants to get in touch with your shop. Ever. Users just want to get what they came for, that's it.

So if you are eager to get them signed up, offer such opportunity after the purchase is completed. This way you'll get more users returned and decrease the cart abandonment.

If that's not the first purchase for the customer and he already has an account with your shop, provide as much pre-filled information as possible to save his time at the checkout.

Keep the checkout process clear

Don't distract users from completing their purchase and help them stay focused. Just divide the process into small steps and show the progress bar so that your customers could see the number of steps left.



Checkout page by:
<http://www.bellroy.com/>

Payment security

Your strategy in terms of payment should be focused on your customer's convenience and trust. Put the logos of reliable payment services at the checkout page together with an SSL certificate signing authority badge. It's also important to notify the user once the information they entered was incorrect.

Confirmation page

After the user is about to complete the checkout, it's important to redirect them to the page with all the information they have entered before pressing the "Confirm The Order" button. This way users will double-check their order and help you avoid mistakes.

See you soon page

Here it comes. Never act like e-commerce websites that fail to thank their customers for purchases. That's your chance to keep them engaged and make them stay on the website. Perhaps, that's an appropriate moment to ask them to create an account, add contact details to track the delivery or put some items on their wishlist.

WARBY PARKER

A great big thank you

FOR SHOPPING WITH WARBY PARKER

We love our customers dearly, and your feedback is so helpful for us to hear.

If you have a few minutes to answer a quick survey, we'd be very grateful.

COMPLETE THE SURVEY BY MONDAY (11/18),
AND YOU'LL BE ENTERED TO WIN A \$100 AMAZON GIFT CARD!

WINNERS WILL BE NOTIFIED ON TUESDAY (11/19).

Thank you page by:

<http://www.bellroy.com/>

www.zfort.com

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TO SUM UP

There's no magic needed to deliver a smooth shopping experience to your visitors and increase conversion at the same time.

Through more than 53 e-commerce projects delivered, Zfort knows the way to make your website listed in the top online shops list.

| We have 3 points we put at the top of our priorities:



Getting to know our customer's brand as close as possible to deliver an e-commerce solution that would work;



Put ourselves in your customer's shoes to deliver a perfect shopping experience to convert them into your loyal customers;



Apply the most appropriate technology according to your business needs.

NEED A CONVERTING E-COMMERCE WEBSITE?

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