6 WAYS TO IMPROVE YOUR MOBILE CHECKOUT PROCESS

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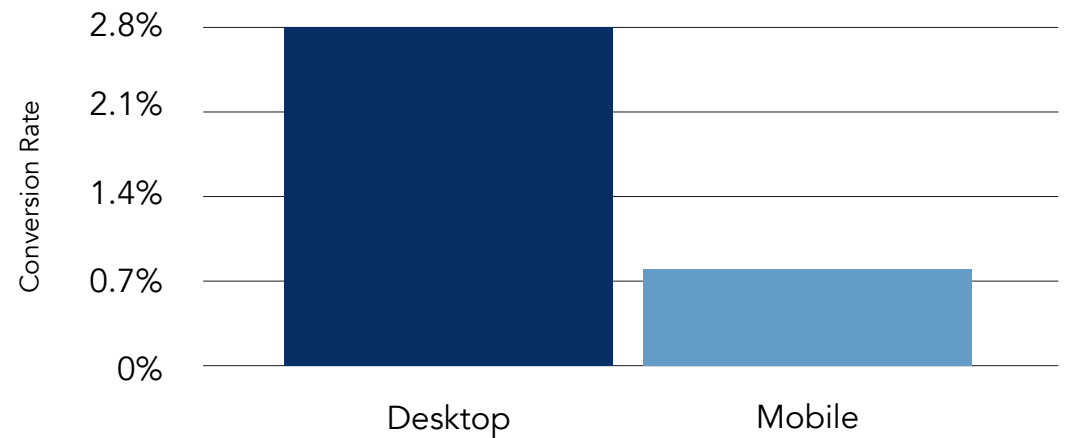Over 2 out of 3 users who add items to their online shopping cart leave without making purchase.[1]

Retailers lose $18 billion annually due to shopping cart abandonment.[2]

And on mobile in particular, e-commerce conversions are a huge challenge. As mobile traffic grows, mobile conversion rates remain 70% lower than desktop.[3]

Source : Monetate, Moovweb

[1]Baymard Institute, "31 Cart Abandonment Rate Statistics."
[2]Gordon, Merlyn, "Solving the Cart Abandonment Conundrum."
[3]Monetate, eCommerce Quarterly, Q1 of 2015.

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"For the past 3 years, we've audited numerous multi-million and billion-dollar sites and during every single site audit, we've identified lingering technical errors, layout bugs, or flawed interactive features."

Baymard Institute

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Improvements to the checkout process provide unparalleled opportunities for driving higher mobile conversions.

Surprisingly even multi-million and multi-billion dollar companies fail to implement some of the critical best practices for checkout.

Companies big and small have checkouts ridden with issues - ranging from unclear messaging to overly complex navigation - that create friction in their mobile shopping experiences and lead to lower conversions.

Fortunately there are hundreds of usability best practices that can be applied to improve the checkout process.

We've incorporated the findings of leading research center on e-commerce usability Baymard Institute to categorize six types of best practices that you can apply to your mobile checkout and increase conversions up to 25%.

Let's take a look.

MESSAGING

Messaging is critical to guide and reassure customers during mobile checkout.

Yet 92% of the largest U.S. e-commerce sites fail to have adequate messaging throughout checkout.[4]

What should you do?

Use clear, direct language to help customers understand what they need to input and why.
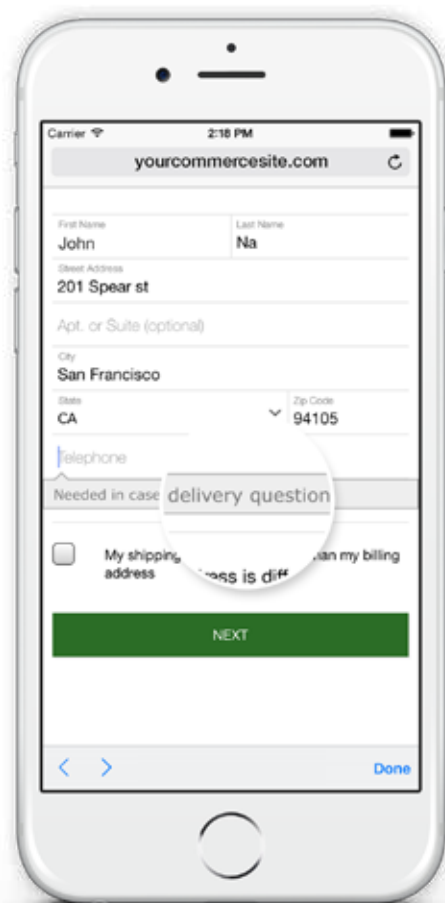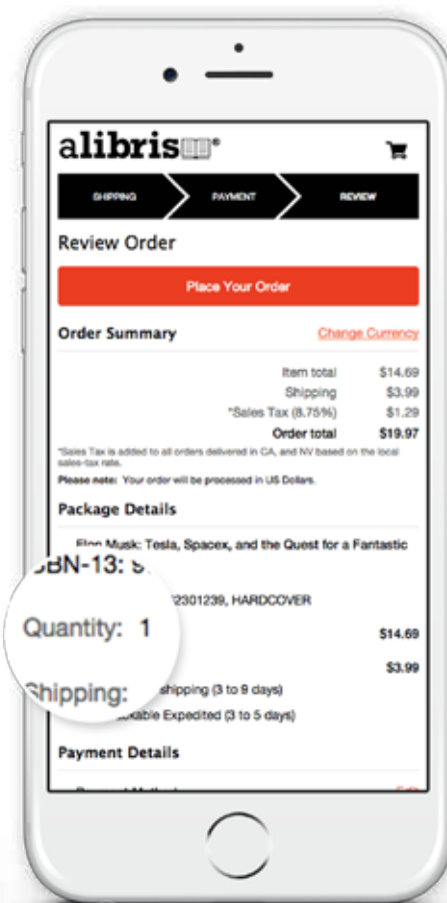
Enhance form field labels with short descriptions (e.g., "Your security code: a 3 digit code found on the back of your card"). [A]

Avoid generic error messages such as "Invalid" or "Not a valid US phone number." Instead, explain the error and provide an example of a valid entry. [B]
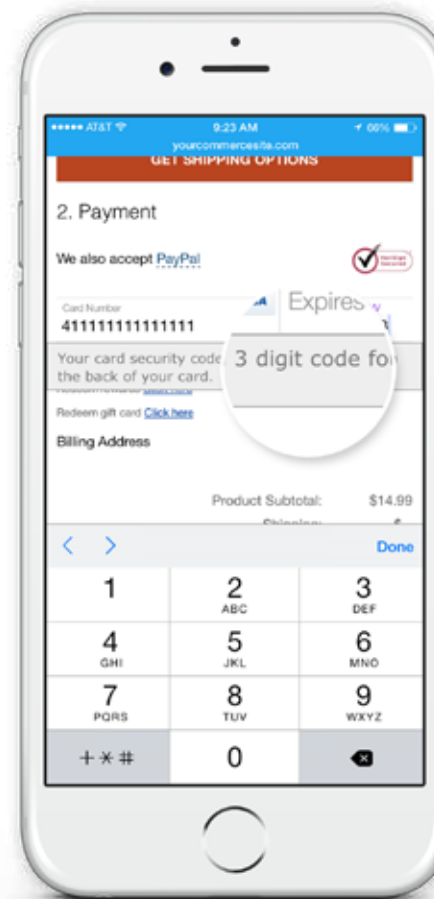
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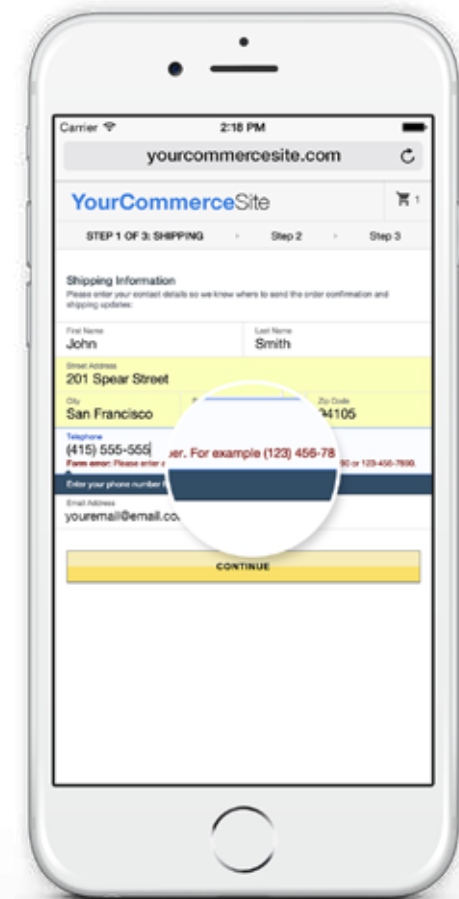
B

[4]Baymard Institute, "Add Descriptions to Checkout Form Labels."

MESSAGING

A

B

Explain why you are requiring additional info such as date of birth or phone number. [A]

Over 60% of on online shoppers are hesitant to share their phone numbers.[5]

Yet 61% of sites require a phone number without explaining why it's required.[6]

A simple explanation that it's for resolving payment, order or shipping issues goes a long way to instilling trust.

Avoid abbreviations such as "M.I." and "QTY," which require the user to pause and think about what they mean. [B]

[5]Pophal, Lin, "The State of Mobile Content 2015."
[6]Baymard Institute, "Checkout Experience: Don't Require Seemingly Unnecessary Information."

CONTEXT

Consumers turn to mobile to get what they need in the moment - often while doing other things. 82% of smartphones are used while multi-tasking.[7]

And mobile consumers are often being interrupted. 40% of e-commerce transactions involve multiple devices.[8]
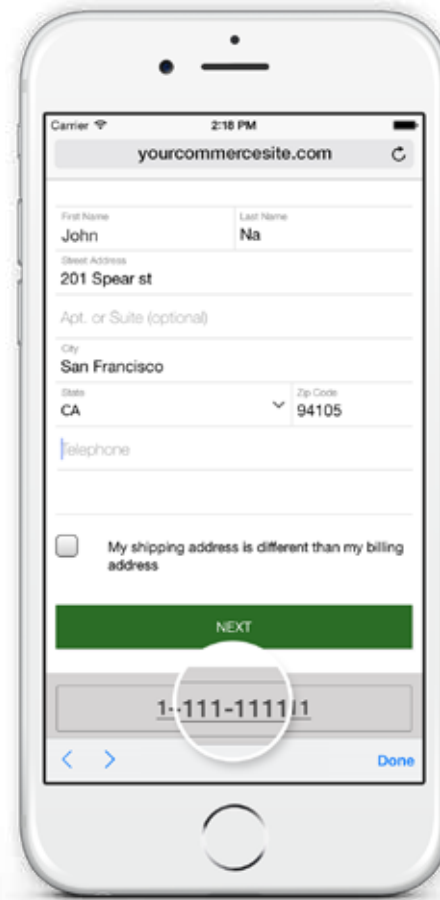
To meet their expectations, and drive higher checkout conversions, brands must provide experiences that match the mobile users' contexts, with smaller touch-based screens and in-the-moment needs.

[7]Google, "Our Mobile Planet: United States of America."
[8]Criteo, "State of Mobile Commerce Report, Q3 2015."

CONTEXT
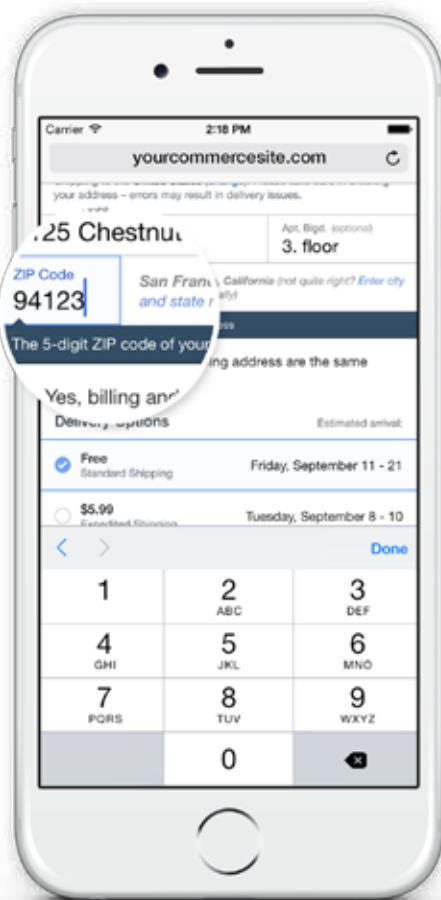
A

B

A few tips for delivering contextual, optimized mobile checkout experiences:

Auto-detect as much information as possible. Save mobile users time and taps by auto-detecting card type based on their card number and auto-detecting city and state based on zip code. [A]

Provide input optimizations for keyboards like disabled auto-correct for name fields and numeric keyboards for phone and credit card information. 70% of top mobile optimized e-commerce sites fall short in terms of these optimizations.[9]

Auto-complete as often as possible. 62% of e-commerce sites use standard text auto-complete.[10] On mobile, where every tap you save a user provides an even better experience, it's even more critical.

Provide a click-to-call feature for mobile users to quickly resolve any ordering, billing or shipping issues. [B]

[9]Baymard Institute, "6 Mobile Checkout Usability Considerations."
[10]Walker, Tommy, "6 Essential Principles of Designing a High Converting Site Search Experience."

DESIGN AND NAVIGATION

Your mobile customers expect a checkout experience that is user-friendly and seamless.

In fact, 25% of shoppers abandon shopping carts because the website navigation is too complicated.[11]

To minimize friction and decrease cart abandonment rates through better design and optimized navigation, follow these tips:

Ensure the font is legible. Never use a font size below ~ 11 pts and provide adequate spacing between clickable elements (a minimum of 2 mm).[12]

Offer a guest checkout option. 30% of users abandon their carts if they are asked to register up-front.[13] [A]

Make it easy for mobile users to keep track of where they are in the checkout process by clearly labeling each step (for example,"Step 1 of 3"). [B]
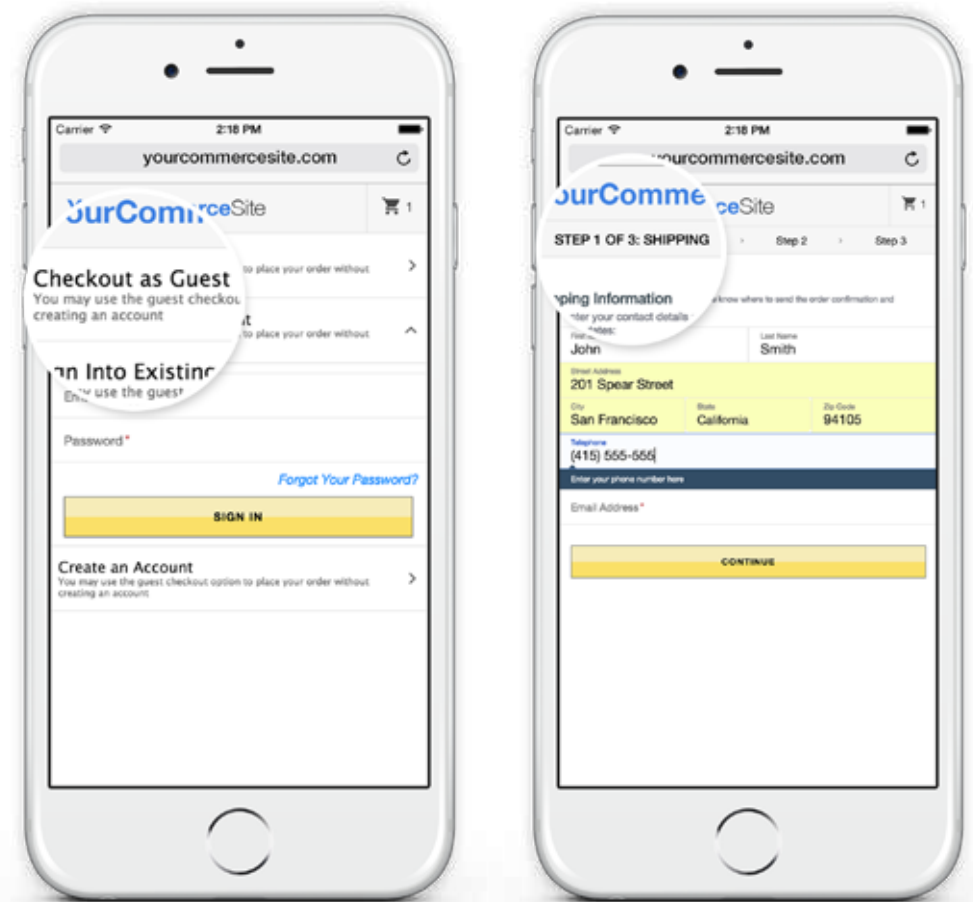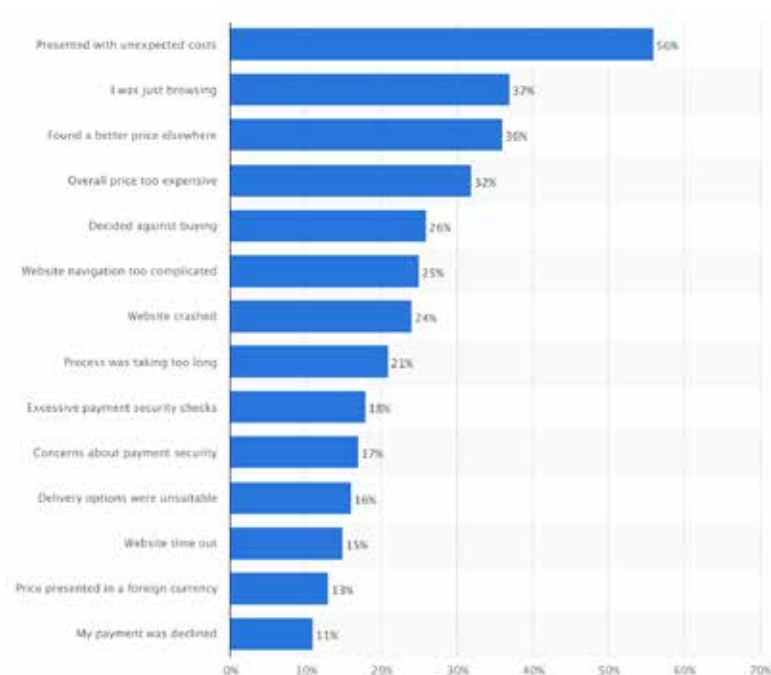

A

B

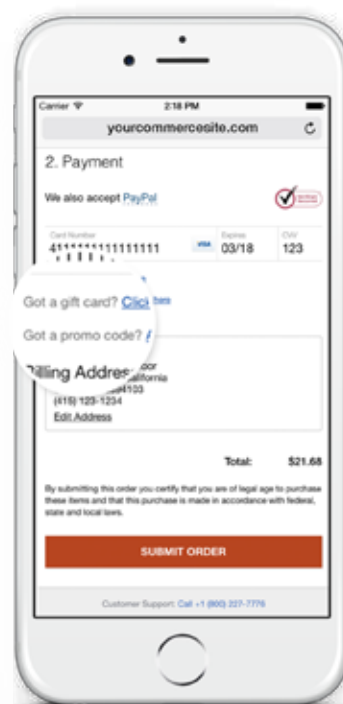[11]Chawla, Smriti, "The Mega Guide to Reduce Shopping Cart Abandonment."
[12]Baymard Institute, "5 High-Level Mobile Commerce Design Considerations."
[13]Holst, Christian, "Fundamental Guidelines of E-Commerce Checkout Design.

DESIGN AND NAVIGATION

SOURCE: STATISTA.COM

A

B

Clearly display costs throughout checkout, as 56% of shoppers leave their shopping carts when presented with unexpected costs.[14] [A]

Prominently display free shipping in your checkout. 46% abandon their shopping carts due to high shipping costs.[15] And 73% consider free shipping as critical to making a purchase.[15]

Avoid using a coupon field, as it prompts shoppers to coupon hunt. More than 1 in 4 of shoppers abandon their carts to look for a coupon.[16] Instead, use a link with a title like "promo code" (rather than "coupon code") that shoppers can click. [B]

Give users the option to continue shopping from the checkout page.

[14]Macdonald, Mark, "Why Online Retailers Are Losing 67.45% of Sales and What to Do About It."
[15]Lyon, Blair, "10 Ways to Reduce Shopping Cart Abandoment."
[16]Weinstein, Mary, "22 Insane Shopping Cart Abandonment Statistics."

TRUST/SECURITY

Creating a sense of trust and security is key during checkout. 17% of shoppers abandon their carts over concerns about payment security.[11]

Include credit card logos and site seals from anti-virus software brands like Norton.

Consider encapsulating certain fields to make them feel more secure. This is a simple step, but 89% of sites don't encapsulate their credit card fields.[17]

Add a padlock icon to reinforce users' sense of security.

Give customers one last chance to review what they ordered and ensure they entered everything correctly before they proceed with their order.
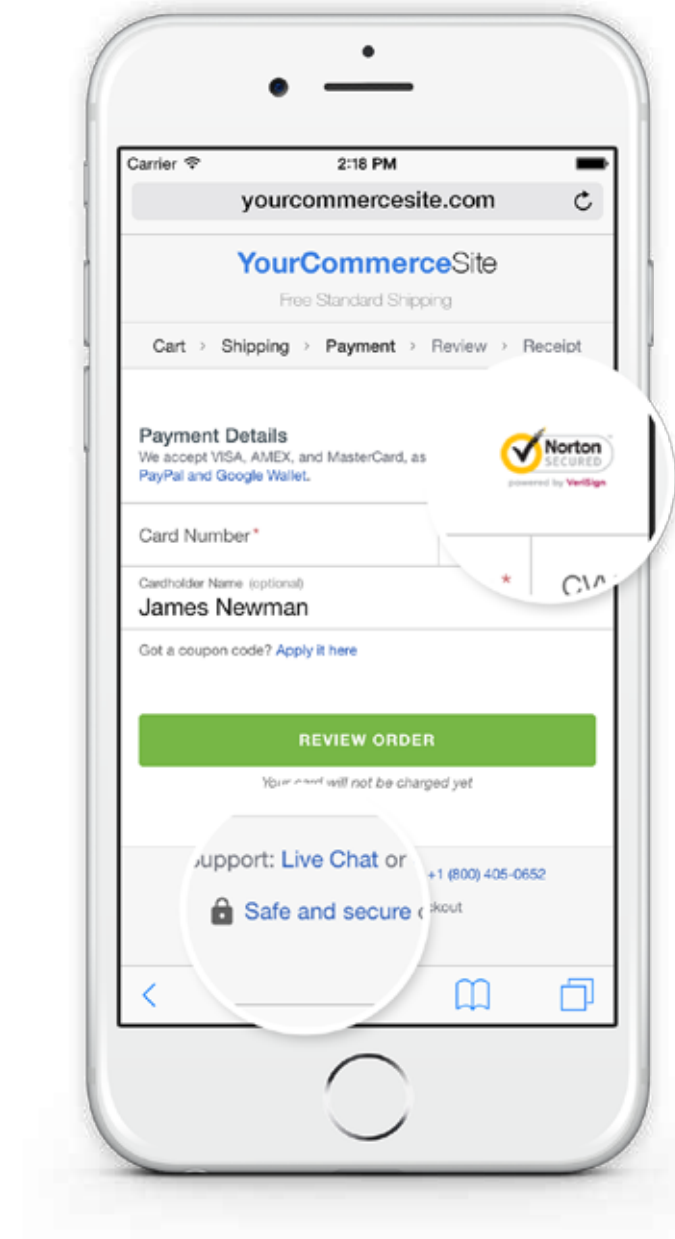
[17]Baymard Institute, "Visually Reinforce Your Credit Card Fields."

FUNNEL INSIGHTS & ANALYTICS

Insights on where in the checkout process drop-offs are happening are the key to minimizing shopping cart abandonment.

Use field-level analytics to track in which fields (name field, address field 1, address field 2, etc.) customers drop off.

Benchmark to your industry and peers. Statistics can be hard to come by, but it's critical to do where possible.

Utilize segmentation. Analyze user behavior by segment (e.g., traffic source, geography, device, returning vs new) and tailor the checkout experience to their needs. For example, if they came from an ad promoting a sale, fill in the promo code for them.

97%

95%

89%

Conversion Rates
by Field
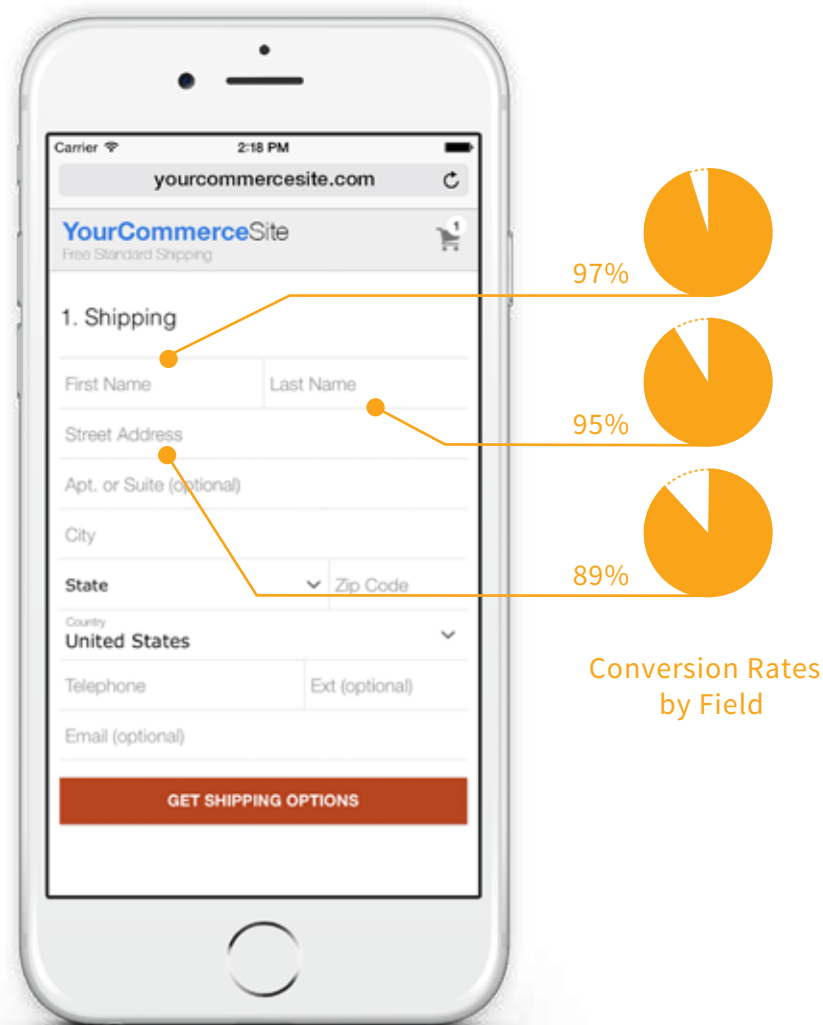
TESTING/ITERATION

Data-driven marketers rely on A/B testing to drive better results.

When testing your mobile checkout, stick to these testing best practices:

Be sure to set up statistically significant tests. You should not call tests before you've reached a 95% confidence interval or higher.[18]

Be prepared for an A/B test to show no change or even a loss. Just remember every test is an opportunity to learn about your users and even negative test results can lead to insights.[19]

Run your tests for at least 1-2 business cycles.[20]

Don't call your A/B tests too early. Determine the sample size in advance and run the experiment until the predetermined sample size has been reached.[21] One useful tool for calculating sample size is www.testingsignificance.com
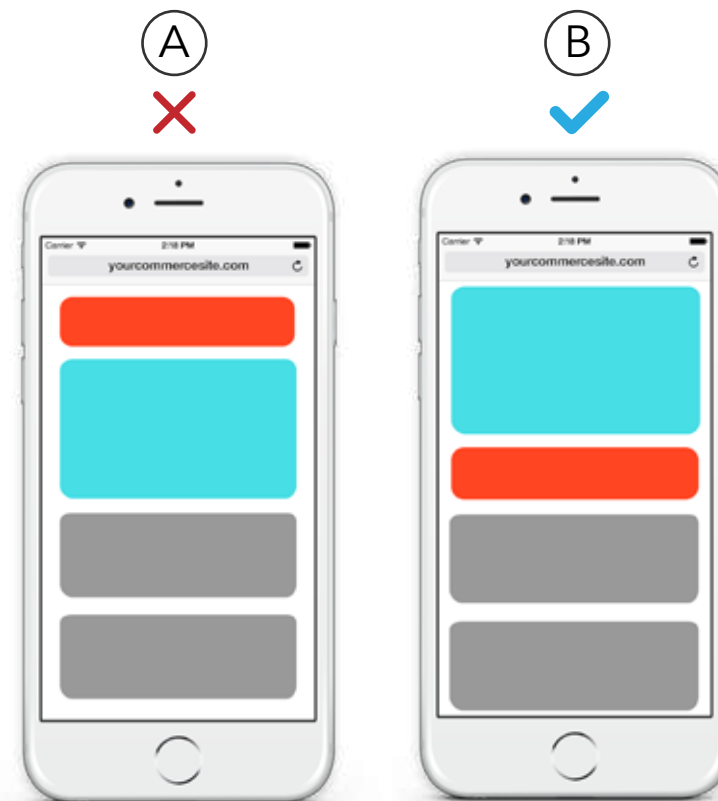
[18]Laja, Peep, "12 A/B Split Testing Mistakes I See Businesses Makes All The Time."
[19]Aagaard, Michael, "How Negative Test Results Produced a 48.69% Lift in Conversions on a B2C Landing Page."
[20]Laja, Peep, "Stopping A/B Tests: How Many Conversions Do I Need?"
[21]Miller, Evan, "How Not To Run An A/B Test."

At Moovweb, we've developed deep expertise in the checkout process, gained by powering over 300 mobile experiences for leading brands such as Macys, Bloomingdales, 1-800-Flowers.com, Charlotte Russe, Petco and Forever 21.

Each month, over 1/3 of Americans engage with mobile experiences powered by Moovweb, giving us significant insights into online shopping behavior.

We analyzed the many checkout experiences we power and created a taxonomy of over 400 elements that span the entire checkout process.

We paired this with extensive research by Baymard Institute, a leading research center on e-commerce usability to create MoovCheckout.

It's a product born of thousands of hours of usability research and over two billion dollars in annual transactions carried out by our customers.

For the first time, e-commerce and business leaders can easily control the full user experience of their checkout pages and harness powerful analytics that provide real-time insights. No design or coding skills are required.

35% OF
AMERICANS
VISIT A MOOVWEB
EXPERIENCE EVERY MONTH

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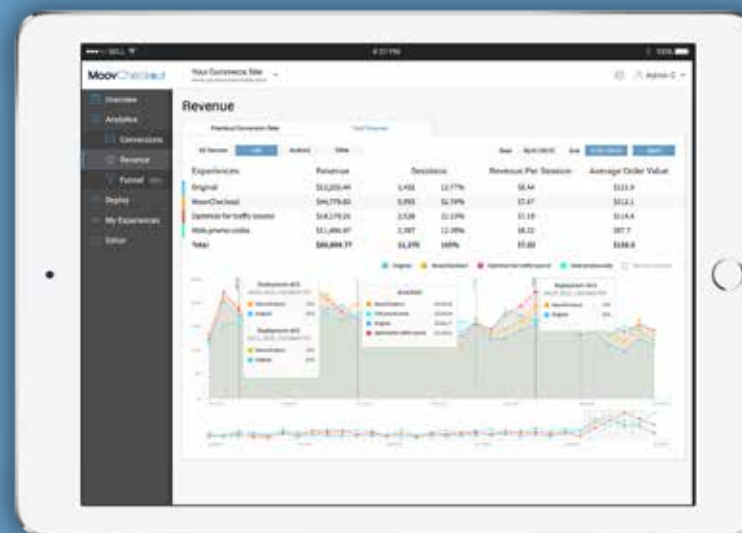
"MoovCheckout is tremendously powerful and enabled us to quickly upgrade our mobile checkout experience. We got a 17% increase in conversion rates and a 29% increase in revenue per visit. It was live before I knew it and updates were being made in a safe and effective way with no disruption to our daily business."

Ben Bartels, Director of eCommerce & Marketing, Alibris

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To learn more about MoovCheckout and how you can increase your mobile checkout conversions up to 25%, visit our website at: http://moovweb.com/moovcheckout.

Thank you to Baymard Institute for making available their deep expertise and research-based insights on the checkout process. They are an independent web usability research institute discovering, documenting and sharing the best ways to improve the online user experience, with extensive publications on e-commerce usability.