

Checkout Optimization

Learning objective: You evaluate checkout patterns like guest checkout, progress indicators, express payment, and mobile UX based on their impact on completion rate, and make well-reasoned decisions for your business model.

Key Takeaways

- Offer guest checkout, show progress and an order summary, and reduce the number of form fields.
- Use address autocomplete, inline validation, and express checkout where they make sense.
- Optimize mobile separately, and make costs, delivery times, and security visible early in the flow.

Framework steps

1. Know the reasons for abandonment
2. Choose a checkout pattern
3. Consider mobile
4. Increase revenue
5. Choose guest checkout
6. Enter address
7. Choose payment

Key points at a glance

CONCEPT

From Drop-Off to Optimization

The Baymard Institute identified the most common reasons for cart abandonment: unexpected costs, forced account creation, and long forms.

CONCEPT

Guest Checkout as the Default

Offer guest checkout as the default option and don't bury it behind a login tab.

CONCEPT

Progress Indicator: Orientation Builds Trust

Show clearly which step the customer is on and how many steps remain.

CONCEPT

Order Summary in the Sidebar

Show an order summary with items, quantities, and prices on every checkout page.

process

Autocomplete for zip code, city, and street reduces typos and cuts down on input time.

away

Validate form fields immediately after the user leaves the field, not when they hit submit.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.