JC/GV Checkout Flow Map

User journey snapshots

Use Case (A)

A guest user completes a delivery **gift order** purchase using a card and ends up **creating an account**

A01 The user just added something to their mini basket and clicks on "View bag"

- A single CTA like "View Bag and Checkout" would be preferable here but it can work well to start their journey. Some users will prefer to first review their selections before commit to sign-in gifting.
- Some competitors used a unskable scrolling panel / drawer to show the mini basket. This allows the user to view or edit items selections(adding/ removing and size changes) without leaving the page. This reduces the risk of users that are shopping bag for loved-ones/ifting.
- A guest UX practice is to allow users review a potentially unwanted item before asking to giving them the option to create an account. In Case (C) you find how have detailed it (yet).

A02 The user reviews their bag and selects the gift option

- Gives permanent delivery, duty calculation, returns and customer support information impacts users with. Currently presented in the checkout (e.g. DHL, Fedex).
- Shopping bag and Wishlist of vary close to each other and sometimes users have trouble personalised or a decision decision.
- Newsletter consent: Although these signed up and/ user accounts are not promoted to sign up until purchase and order completed.
- The repetition of the "Checkout" button is unlikely to have a positive effect in checkout conversions.
- Coupon code except that news contacts/ if we reward/ choice the shopping information.
- Currently, gift option feels like it's not promoted enough.
- The shopping bag page might be a good place to promote the benefits of creating an account and allow users to create an account.
- Recommendations are currently not on the page and the user can easily disregard.
- UX shows estimated delivery dates up front. This works quite well if known that the delivery cycle is short.
- Est. £1 extra for delivery information usage will not be a deterrent for original effort (or a checkout conversion).
- 50% of users used 25% of DV users checkout using a desktop device in UK and Europe (. Servicing Mobile/Tablet users is a high ROI.
- Surprisingly high bounce performance is no different on mobile or Desktop except from DV's shipping page. In fact, mobile users are more likely to leave the shipping page. (~50% in mobile users v. high for a mobile/ tablet site/ app).

A03 The user lands on the checkout page with the Shopping accordion drawer expanded

- Single page checkout has the benefit of being more forgiving for mistakes compare to a multi step one. I can see users being overwhelmed by the amount of fields and content in a single checkout. Baymard UX has found that 14% of users abandon because they find it too long. Of remaining Express Delivery and Non-Express Delivery users, Express Delivery drives the least (to the next step).
- Users do not always understand that they can only ship to the current address. A message about this early in the flow could help.
- For certain types of users a checkout flow without an optimisation seems too crucial and their pain is strong. Ex. whose. We are available testing a "Beta Ts..." button, and it does seem some traction.

A04 The user lands on the Gifting accordion drawer expanded. The user has gifting information to be added.

- Gift the address for billing requires the user to think around which maps/ports/ gift/gifts affect?
- The repetition of the delivery address in the accordion and reduce the question among (with unnecessary complexity to the page.
- Form usability can be optimised to improve conversion. Baymard UX has found that 18% of users abandon because they find the form too long. Of remaining users, 18% abandon because of form and error items, 14% the address lookup etc.)
- Sub-totals of cost and time are not clear, either. Free hour-long (day) (3, Tomorrow, or Thursday-Friday, either Day 2, 3 business day)

A05 The user chooses delivery as an option with their preferred address (saved in Express and fills in the delivery address details.

- Gift the address for billing requires the user to think around which maps/ports/ gift/gifts affect?
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- Sub-totals of cost and time are not clear, either. Free hour-long (day) (3, Tomorrow, or Thursday-Friday, either Day 2, 3 business day)

A06 The user lands on the checkout page with the Shopping accordion drawer expanded

- The user should provide an email optionally if he wants to checkout as a guest
- Is Klarna checkout a good alternative option to create the user account?
- Other options that could appear in this page to sign in: by typing email and/ password, or sign in using Google, Facebook, Apple ID, WeChat etc.
- Select a personal data from User Vault and use a Gel option which to Sign up. We can leverage this information to create a pre-filled form, which will reduce cognitive effort. Case study, analysis and prototypes available upon request (Figma and Miro).
- Number of delays/ does (damaging that affect needed. Hurt the user. We should aim to reduce the hurt and provide a clear path to fix the issue. Ex. Wrong address, Name, rather than first and/ or/ per Name, just an address. Wrong address, Wrong Name, Wrong Name, Wrong address, Wrong address. Case study, analysis and prototypes available upon request (Figma and Miro).
- Better messages about security, returns and delivery policy, customer support, supported payments, throughout the checkout journey increase the Chance of the user to finish the checkout flow.
- UX heuristic suggest that the main benefit of a single page checkout is political. Stakeholders are never satisfied with the UX. Use the Case Study as an understand the limitation of space.

A07 The user selects billing address to be the same as delivery address and fills "Pay now" to complete the transaction

- The user is offered the option (selected by default) to use the same as delivery address

A08 The user sees a successful order confirmation message with the order details. They are encouraged to create an account as well as sign up for the newsletter.

- According to the brief, newsletter consent should be promoted more than the new account creation. It has been proven that users are more likely opted into receiving regular emails.
- UX Research shows the order summary at the page, and the ability to review the order before submitting, is a commonly used and the order summary is an UX

A09 The user lands on the marketing newsletter

- Showing a newsletter sample increases the chances of a user to sign up

A10 Ashley user to enter a password only once is unconsidered in the page. To avoid errors, "once personal", "login-form-fill.

A11 The user is taken to the My Account landing page

Use Case (B)

A guest user completes a delivery order using a **coupon code**

B01 The user just added something to their mini basket and clicks on "View bag"

B02 The user reviews the bag and clicks on the coupon code field to enter a promo code he has been given

B03 The user enters a coupon code and clicks on "Continue to checkout"

- He can instantly see the price discount with the coupon code visible and will remain visible throughout the checkout flow

B04 The user lands on the Gifting accordion drawer expanded. He decides to checkout as a guest and enters his email to continue.

Use Case (C)

A guest user completes a delivery order and pays with **Klarna**

C12 The user sees the Billing accordion drawer expanded with all the different payment methods.

C14 The user selects to pay with Klarna

E19 The user lands on the 3rd Party platform and fills in all necessary information. They complete their transaction.

G21 The user sees a successful order confirmation message with the order details. They are encouraged to create an account as well as sign up for the newsletter.

Use Case (D)

A guest user completes a delivery order and pays with **Clearpay**

C12 The user sees the Billing accordion drawer expanded with all the different payment methods.

C15 The user selects to pay with Clearpay

E19 The user lands on the 3rd Party platform and fills in all necessary information. They complete their transaction.

G21 The user sees a successful order confirmation message with the order details. They are encouraged to create an account as well as sign up for the newsletter.

Use Case (E)

A guest user completes a delivery order and pays with **PayPal**

C12 The user sees the Billing accordion drawer expanded with all the different payment methods.

C16 The user selects to pay with PayPal

E19 The user lands on the 3rd Party platform and fills in all necessary information. They complete their transaction.

G21 The user sees a successful order confirmation message with the order details. They are encouraged to create an account as well as sign up for the newsletter.

Use Case (F)

A guest user completes an order for **collection in store**

D01 The user just added something to his mini basket and clicks on "View bag"

D02 The user reviews the bag and clicks on "Continue to checkout"

D03 The user lands on the checkout page with the Shopping accordion drawer expanded

D04 The user lands on the Gifting accordion drawer expanded with all the different payment methods.

- The user should't see the shipping information part of the form since he selected to collect in store

D06 The user chooses collect in store as his preferred shipping method and specifies which store.

- Gifting option should be easy to notice and easy to skip
- Has collection in store less with the gifting option? Is it

D08 The user skips the Gifting option

- Gifting option should be easy to notice and easy to skip
- Has collection in store less with the gifting option? Is it

D12 The user sees the Billing accordion drawer expanded with all the different payment methods.

- By default the user should be asked to enter billing details (unless he/she has/ provided delivery information)

D13 The user selects to pay by credit card and enters credit card details.

- The user in this case should be prompted to save their card details with the billing details in their account.

D17 The user fills in billing address details (and by doesn't have the option to select the same as delivery) and fills "Pay now" to complete the transaction.

E20 The user is notified that the transaction has failed.

- What happens in this case?

G21 The user sees a successful order confirmation message with the order details. It is automatically made an account as well as sign up for the newsletter.

- Since the user will collect in store, confirmation message should be sent/ displayed/ added to the cart e.g. directions to get to the store

Use Case (H)

A **registered customer** without an address or cards record/ sign-in and completes a delivery order

H01 The user just added something to their mini basket and clicks on "View bag"

H02 The user reviews their bag and clicks on "Continue to checkout"

H06 The user is asked to decide if they want to sign in or checkout as guest. He decides to sign-in and enter their login and password.

- Currently, signing in is a 2 step process. Ideally we should bypass (per and/ password fields together/ separately) to save time and reduce friction. Ex. Amazon, Google, Facebook, Apple ID, WeChat etc.

H03 The user lands on the checkout page with the Shopping accordion drawer expanded

H08 The user chooses delivery as an option with their preferred address (saved in Express and fills in the delivery address details.

- Delivery options can already be prefilled/ based on the asset user demand. E.g. if just Grab/ collection is collect in store, Express Delivery is Next Day Delivery, Non-Express Delivery is Standard Delivery. Ex. Amazon, Google, Facebook, Apple ID, WeChat etc. (Form filling problem)
- The user in this case should be prompted to save their delivery address in their account

H16 The user skips the Gifting option

H12 The user sees the Billing accordion drawer expanded with all the different payment methods.

H13 The user selects to pay by credit card and enters credit card details.

- The user in this case should be prompted to save their card details with the billing details in their account.

H17 The user selects billing address to be the same as delivery address and fills "Pay now" to complete the transaction.

H21 The user sees a successful order confirmation message with the order details. It is automatically made an account as well as sign up for the newsletter (but not to create an account since they already have one).

- The user later the opportunity of not having to ask for a sign up in this case (and promote product or a feature in the account)

H22 The user opts in to the marketing newsletter

H24 The user is taken to the My Account landing page

- Will the order be visible immediately in My Orders?

Use Case (I)

A registered customer who is already signed in completes a delivery order using one of their **saved addresses and cards**

I01 The user just added something to their mini basket and clicks on "View bag"

I02 The user reviews their bag and clicks on "Continue to checkout"

I07 The user lands on the checkout page with the Shopping accordion drawer expanded

I09 The user chooses delivery as an option with their preferred address (saved in Express and fills in the delivery address details.

- The user should be able/ easily focused to mark an address as default

I16 The user skips the Gifting option

I12 The user sees the Billing accordion drawer expanded with all the different payment methods.

I13 The user selects to pay by credit card and selects one of their saved cards.

- Gift the user be prompted to enter the CVV code?

I17 The user selects one of their saved addresses and fills "Pay now" to complete the transaction.

- Does the user need to select an address here, or billing address should be recommended/ also considering saved cards?

Use Case L5

A user signs in using **Apple ID** and completes a delivery order using **Apple Pay**

J01 The user just added something to their mini basket and clicks on "View bag"

J02 The user reviews their bag and clicks on "Continue to checkout"

J06 The user is asked to decide if they want to sign in or checkout as guest. He decides to sign-in and uses a Gmail address to log-in (instead of his Apple ID)

J08 The user signs in with his Apple ID

J07 The user lands on the checkout page with the Shopping accordion drawer expanded

J09 The user chooses delivery as an option with their preferred address (saved in Express and fills in the delivery address details.

J16 The user skips the Gifting option

J12 The user sees the Billing accordion drawer expanded with all the different payment methods.

J14 They select to pay with their Apple Pay

J21 The user sees a successful order confirmation message with the order details. They are encouraged to create an account (but not to create an account since they already have one).

J23 The user opts in to the marketing newsletter

J24 The user is taken to the My Account landing page

Micro Use Case (L)

A registered user completes a purchase in **Italy** using their credit card

E12 The user sees the Billing accordion drawer expanded with all the different payment methods. They know that they are allowed to pay in Italy (Klarna, Credit Card, PayPal, Apple Pay, Bank Transfer, Gift Cards, or GV vouchers)

E14 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis at justo vel fringilla

- What happens if the customer is not an Italian citizen?

Currently the PLACE/IP/ Question is asked only when the user is in the checkout page. Should this question moved to a landing (pillows) not on checkout

Micro Use Case (M)

The user wants to buy a fragrance and **ship it to Alaska**. Due to shipping restrictions they are not able to complete their purchase.

M06 The user enters Alaska as the shipping destination. They are not able to proceed to the checkout because the destination is a place where a ship dispatches is serious

- The user should be warned earlier that the fragrance can't be shipped to Alaska
- The message saying that there is no (no another) destination at this stage doesn't feel very customer friendly. Ex. Amazon, Google, Facebook, Apple, WeChat etc. Hurt/ or/ hurting customer to move.

Micro Use Case (N)

A customer in **Japan** completes a purchase by selecting a specific delivery date

N02 The user lands on the checkout page with the Shopping accordion drawer expanded

N06 The user chooses delivery as an option with their preferred address (saved in Express and fills in the delivery address details.

- In Japan the user is able to select when they want their purchase to be delivered

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N21 The user sees a successful order confirmation message with the order details.

- The confirmation message should take into account that the user has chosen their preferred delivery date

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