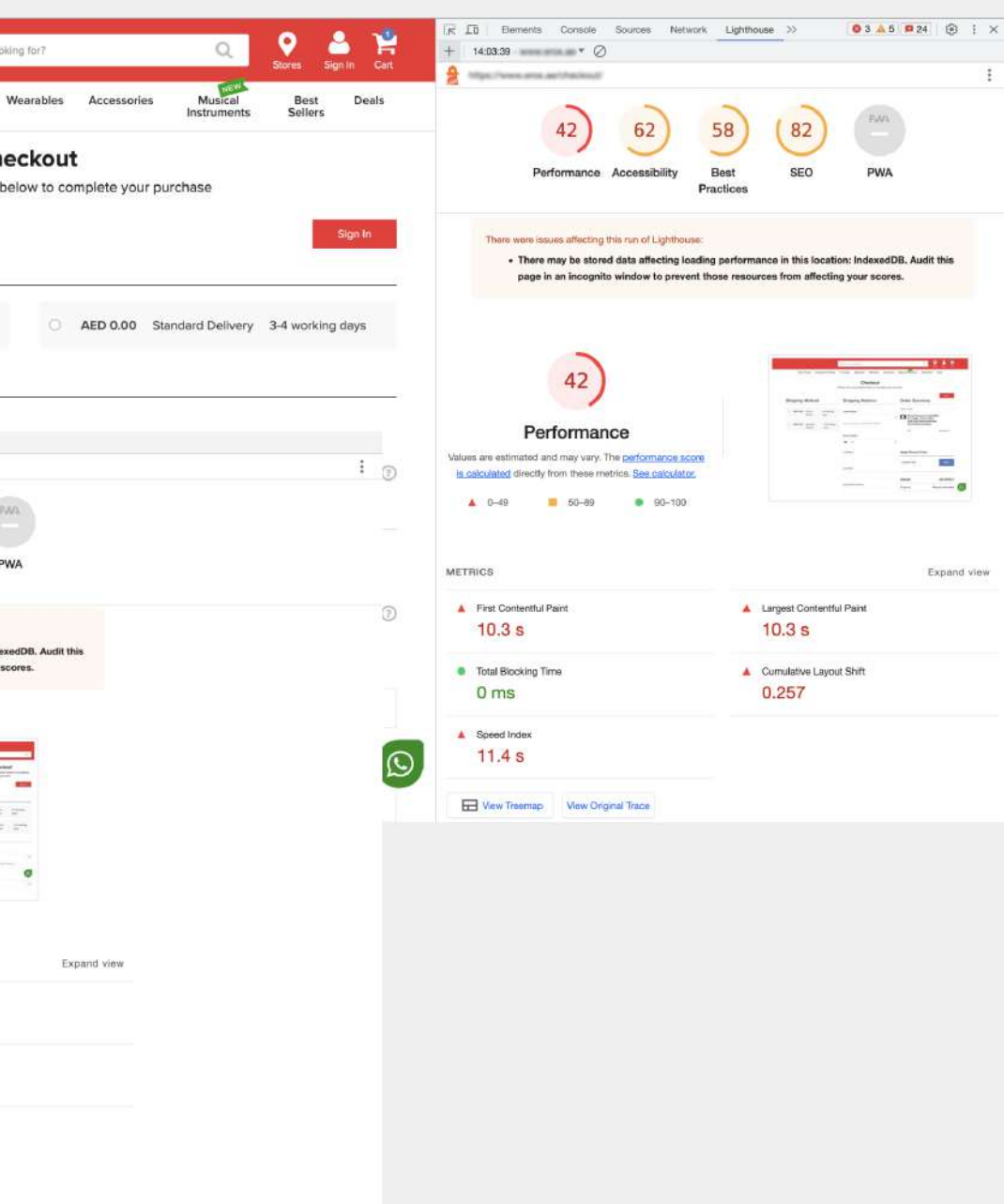


Demo UX Audit

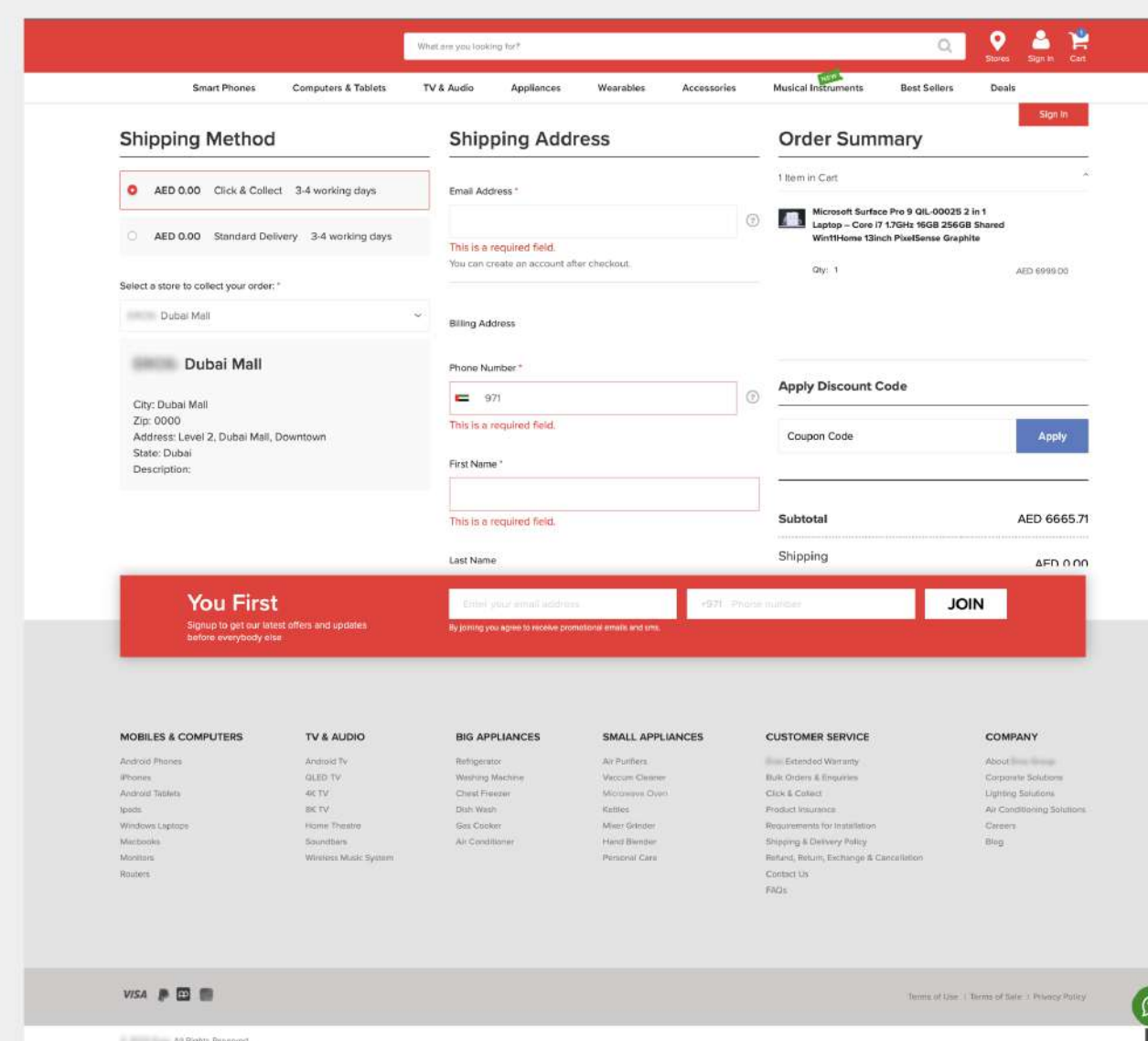
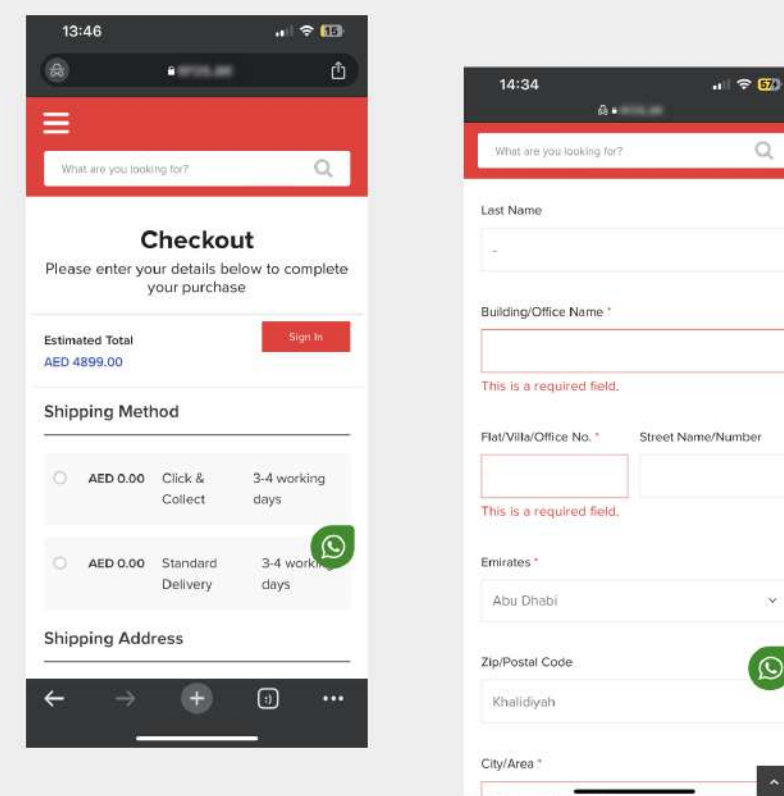
onilab

The Checkout Page: Major UX Issues



Checkout navigation

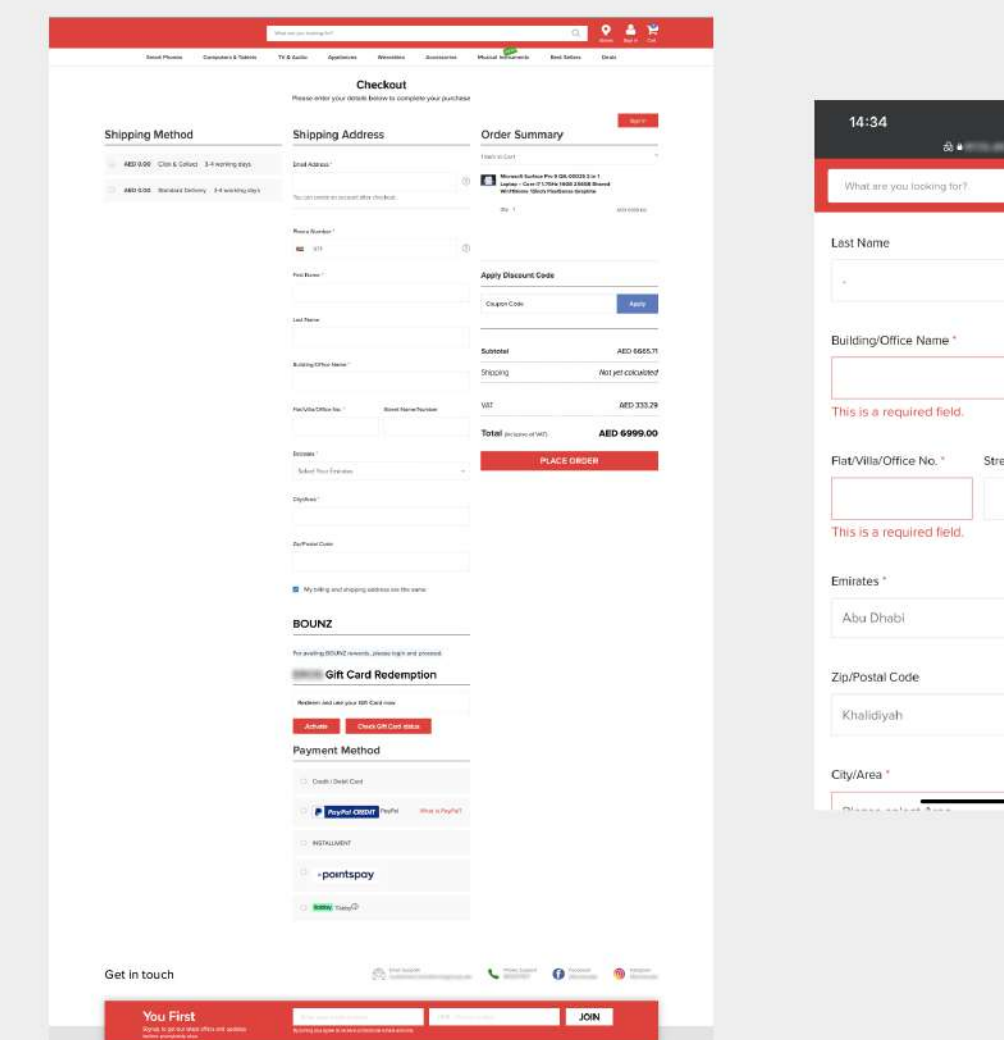
- ❗ Using navigation from the rest of the site on the checkout page increases the number of exit points that need to be minimized. There's no point in pinning the search box on the page since the user no longer needs to look for products.
- ✅ Change the header by removing all unnecessary elements; leave just the store logo. You can also show a warning message when users want to exit checkout.



- ❗ The same is valid with the footer. Users can be distracted from placing an order and abandon the checkout following these links.

Checkout structure & steps

- ❗ Using a one-page checkout positively affects the conversion rate, but the forms are poorly structured in this store's checkout. The page is way too long, requiring much scrolling, especially on mobile devices.



A Demo UX Audit by Onilab

The client:

An eCommerce website (electronics)

The research object:

The checkout flow

Note: the demo review is based exclusively on our 10+ years of expertise in UX/UI design and development. It highlights acute usability issues and gives an insight into the current UX condition. In case of a full audit, we carry out profound research on the product and its audience.

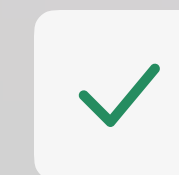
This mini report contains:



Primary UX issues detected by UX/UI designers during the initial checks of performance, navigation, and checkout structure.



Screenshots illustrating the described problems in the user flow.



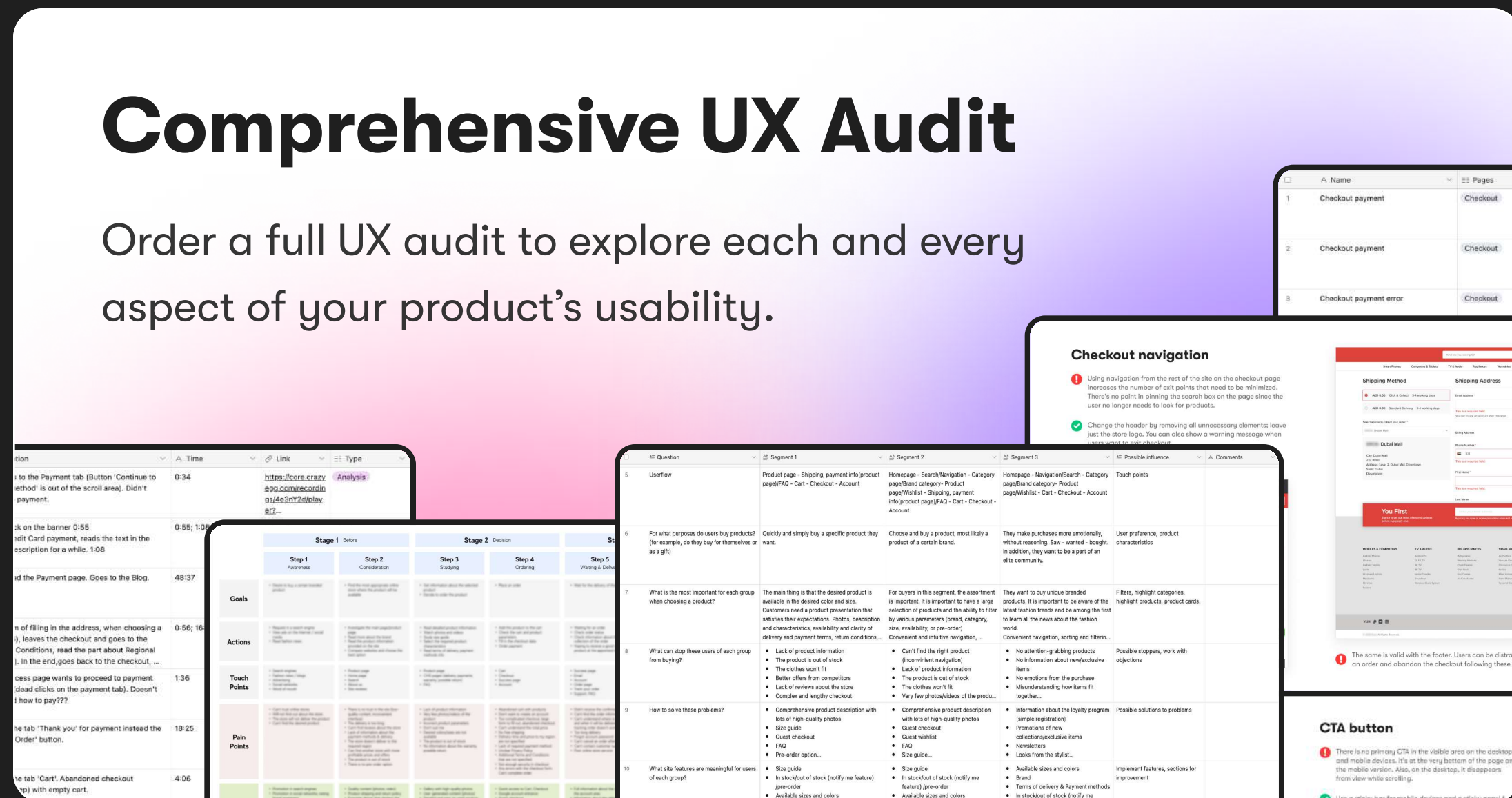
Tried-and-true fixes and general advice on improving the checkout experience.

Order a UX Audit by Onilab

For whom: any kind of business, be it an online store, B2B website, mobile app, etc.

Comprehensive UX Audit

Order a full UX audit to explore each and every aspect of your product's usability.



Demo UX Audit

Order a free mini UX audit for your digital product. Our usability experts will review one page or part of a customer journey.



Our team collects and analyzes quantitative and qualitative data and then presents concrete hypotheses for testing and further implementation.

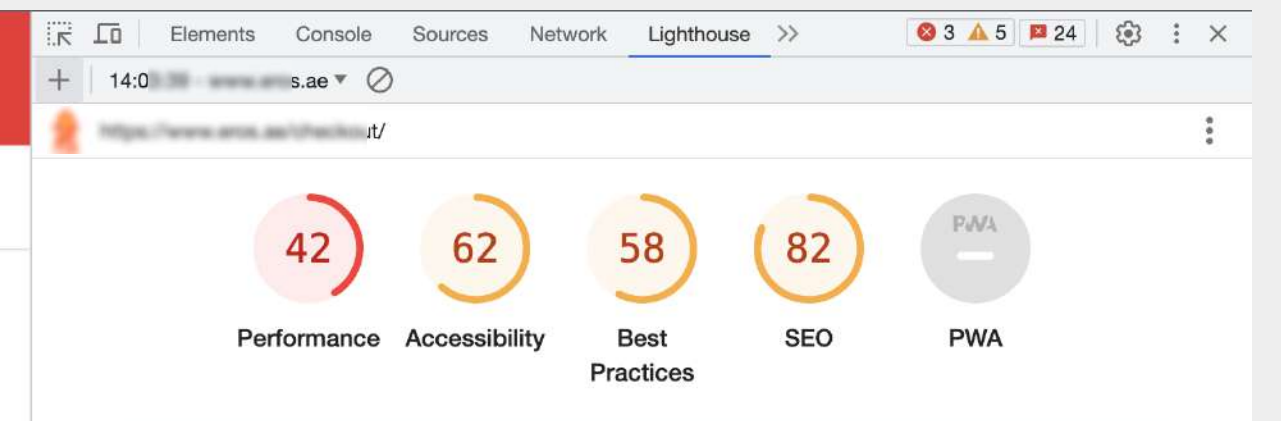
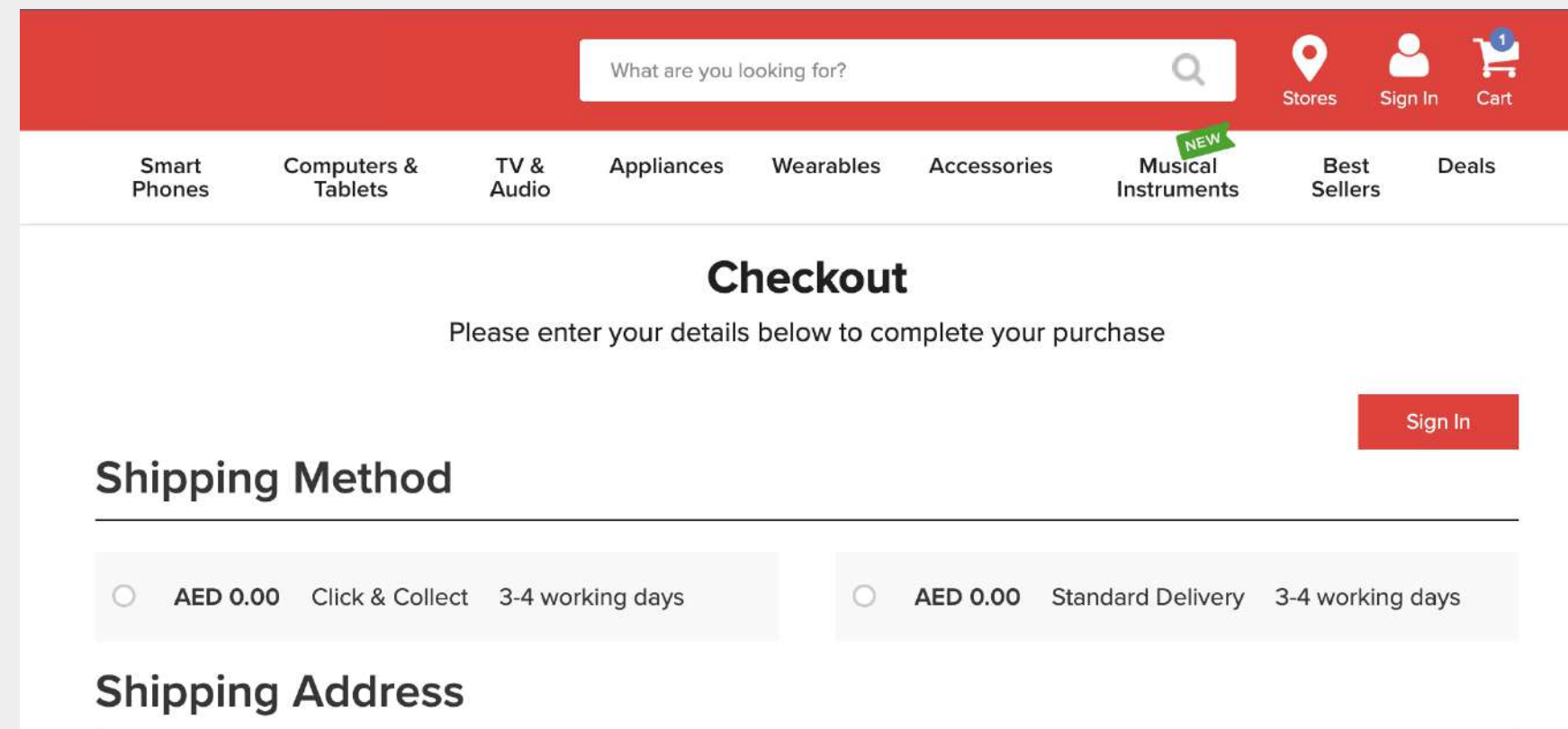
Learn more about our [UX audit](#).

To order Onilab's UX services, contact us at talkto@onilab.com

Performance

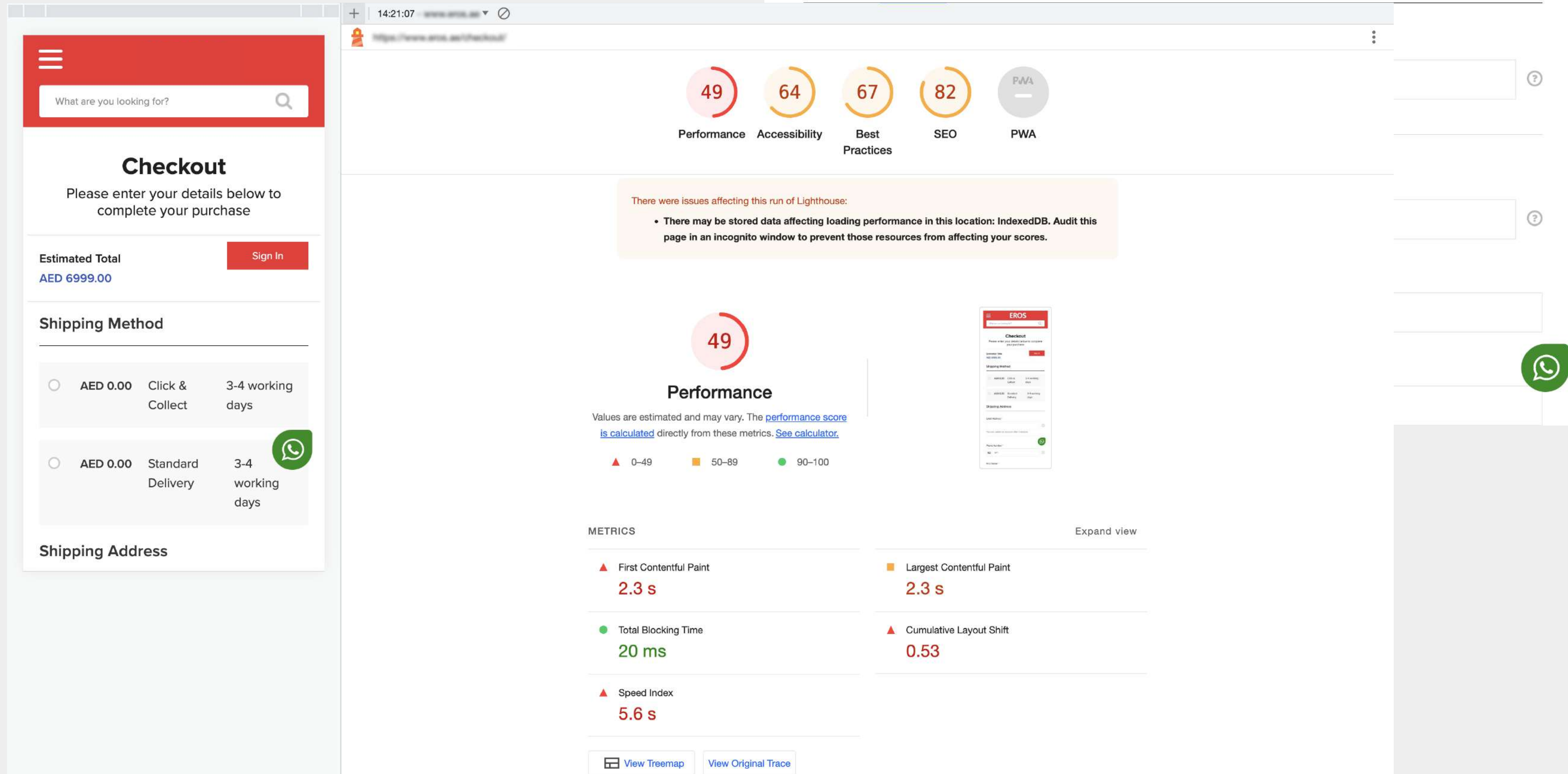
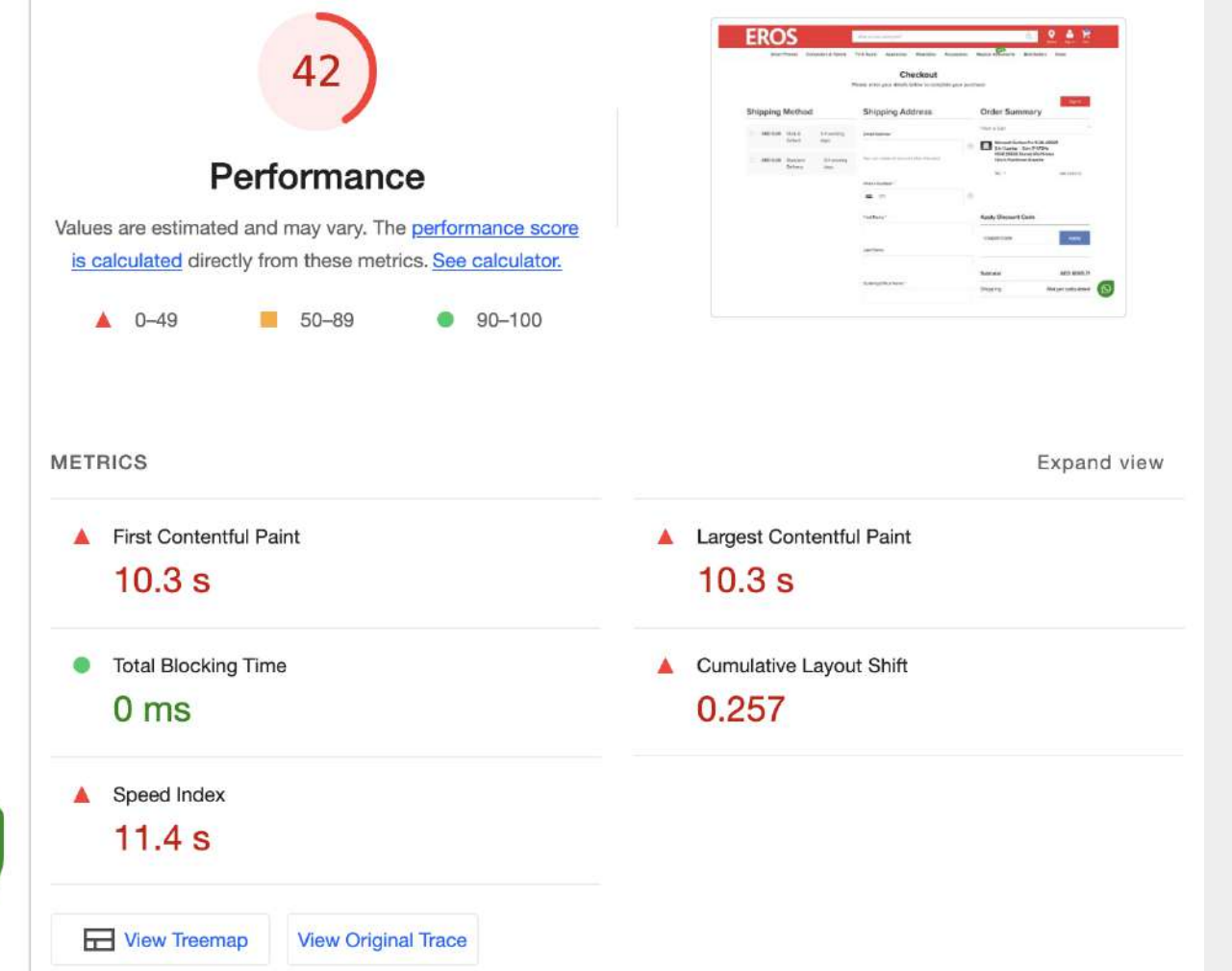
! The checkout loading speed is too low. Site performance is one of Google's ranking factors. Each second of delay increases the bounce rate.

✓ It is necessary to test and improve these metrics constantly.



There were issues affecting this run of Lighthouse:

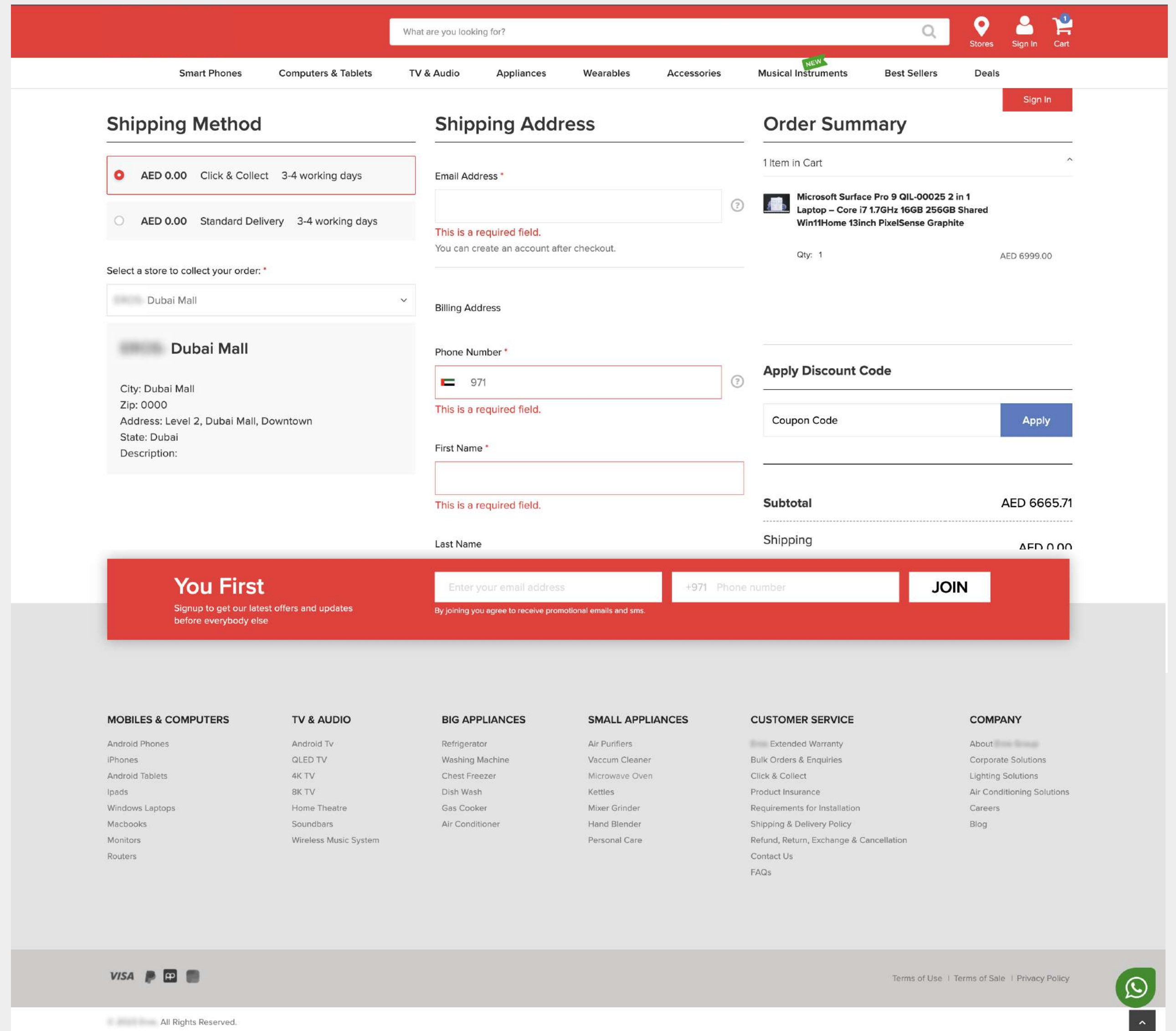
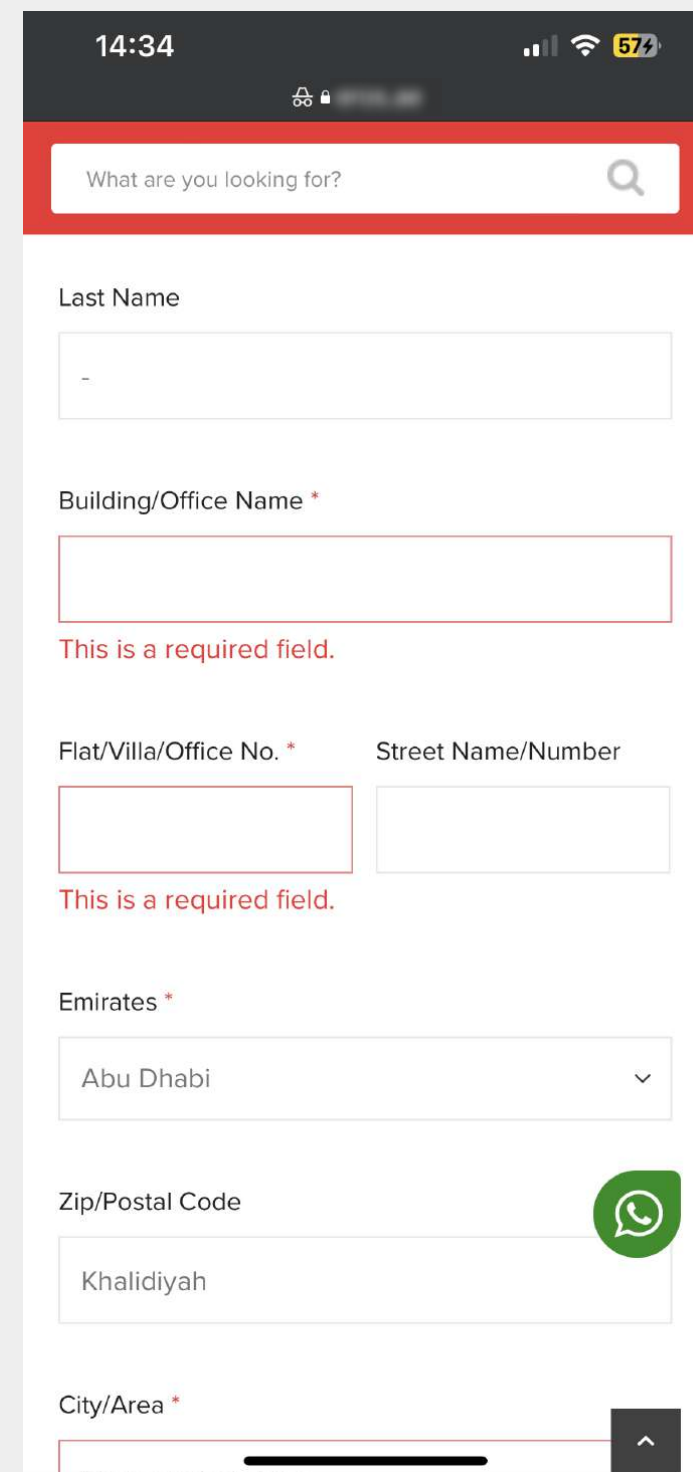
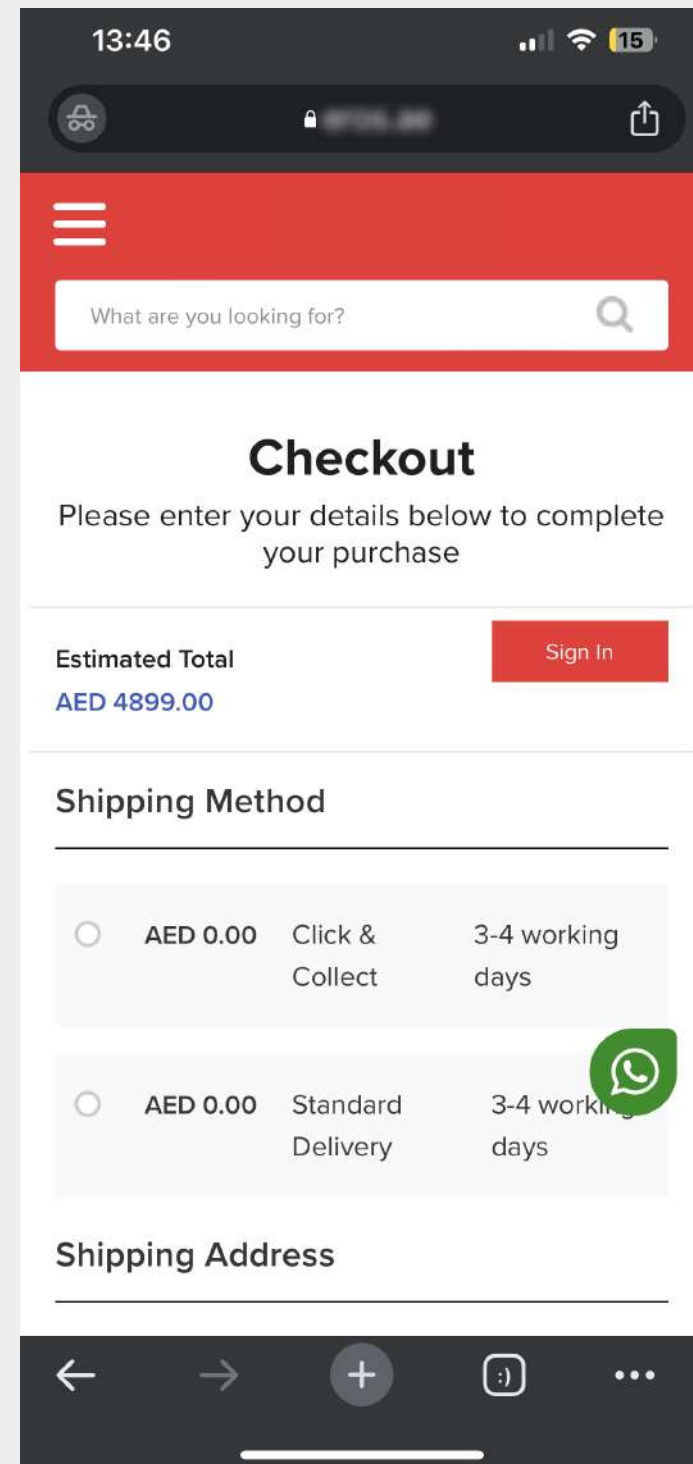
- There may be stored data affecting loading performance in this location: IndexedDB. Audit this page in an incognito window to prevent those resources from affecting your scores.



Checkout navigation

! Using navigation from the rest of the site on the checkout page increases the number of exit points that need to be minimized. There's no point in pinning the search box on the page since the user no longer needs to look for products.

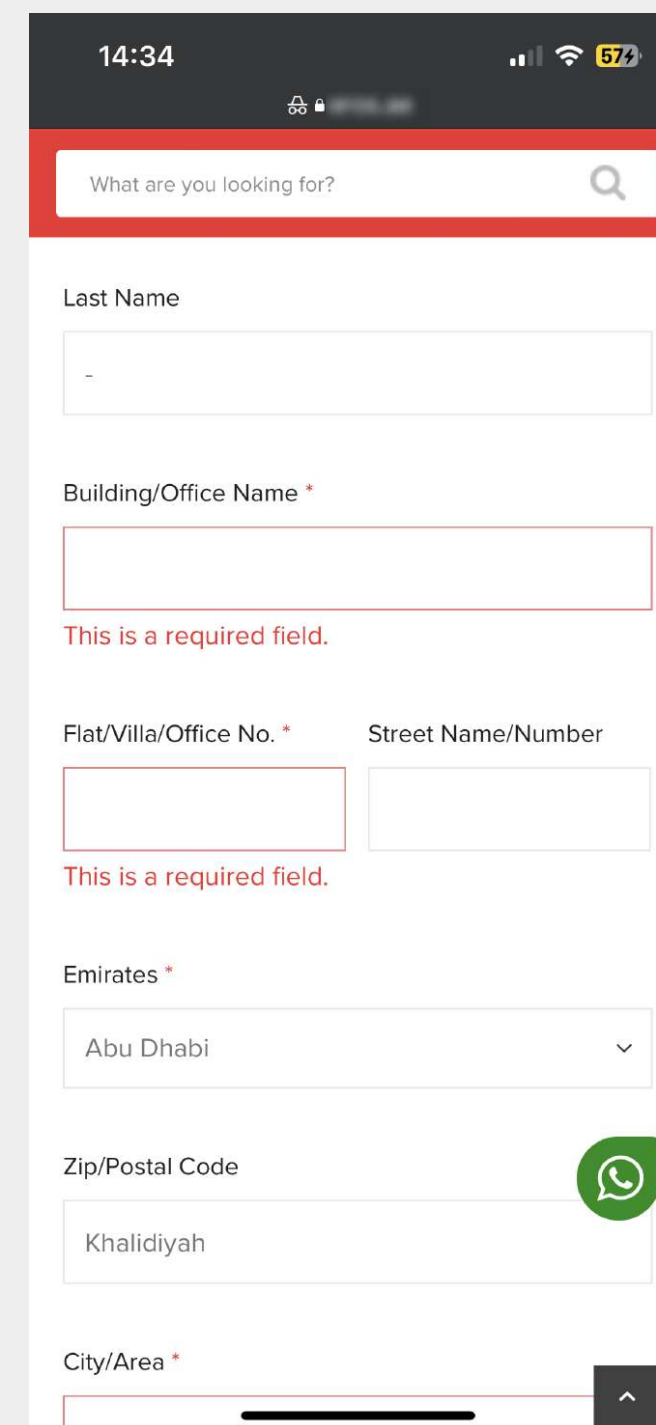
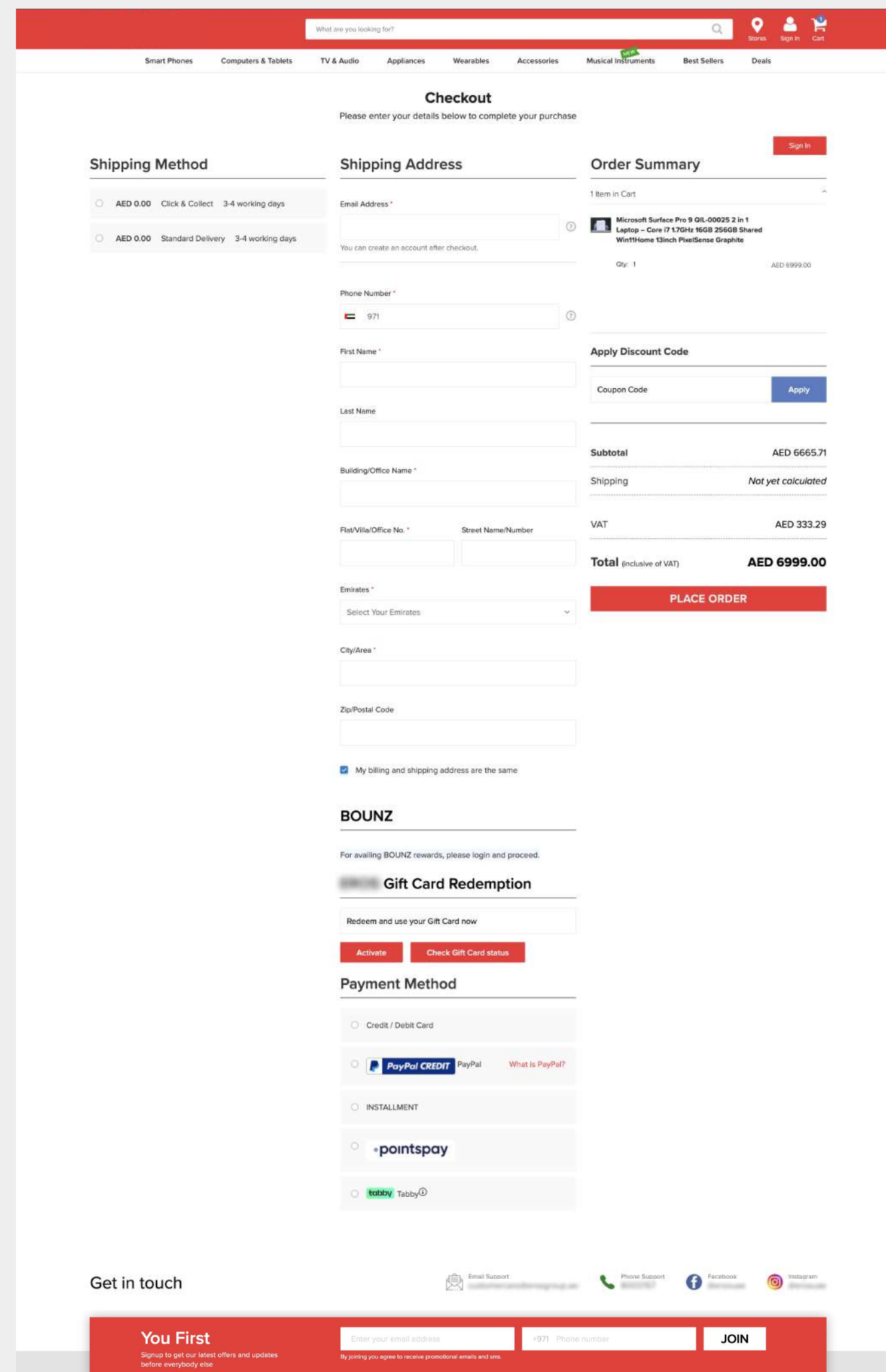
✓ Change the header by removing all unnecessary elements; leave just the store logo. You can also show a warning message when users want to exit checkout.



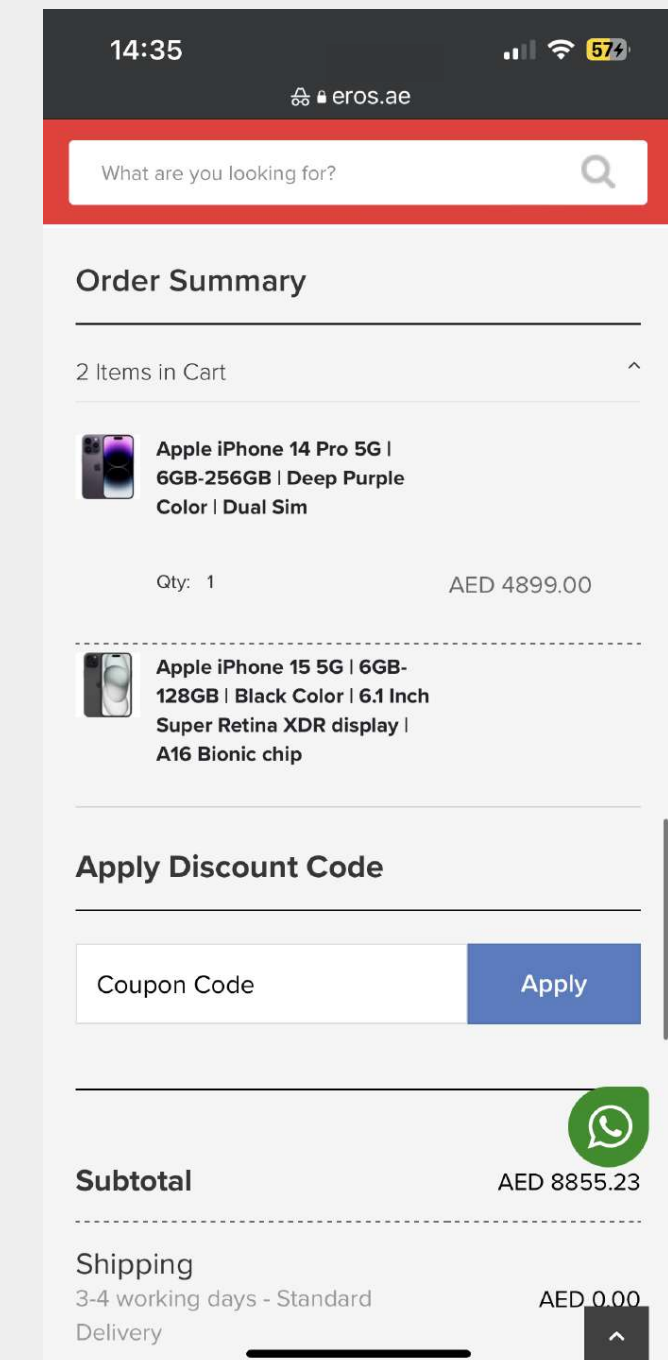
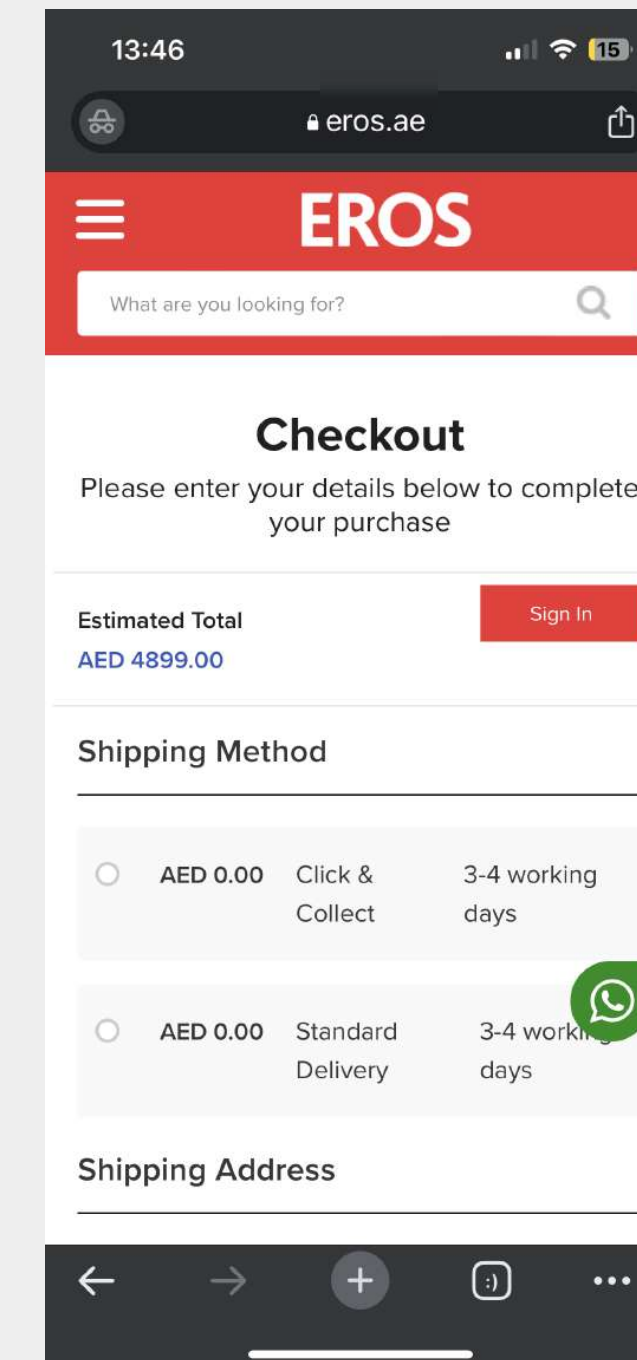
! The same is valid with the footer. Users can be distracted from placing an order and abandon the checkout following these links.

Checkout structure & steps

! Using a one-page checkout positively affects the conversion rate, but the forms are poorly structured in this store's checkout. The page is way too long, requiring much scrolling, especially on mobile devices.



! On mobile devices, the order summary and total cost are at the bottom of the page. When entering checkout, the user must be able first to check the items and the total cost.

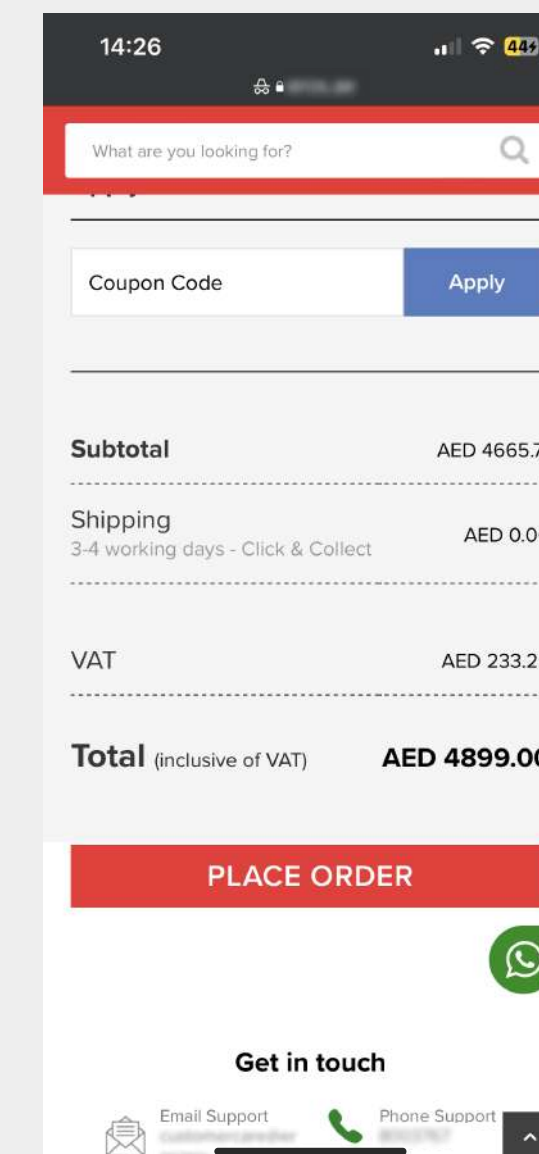
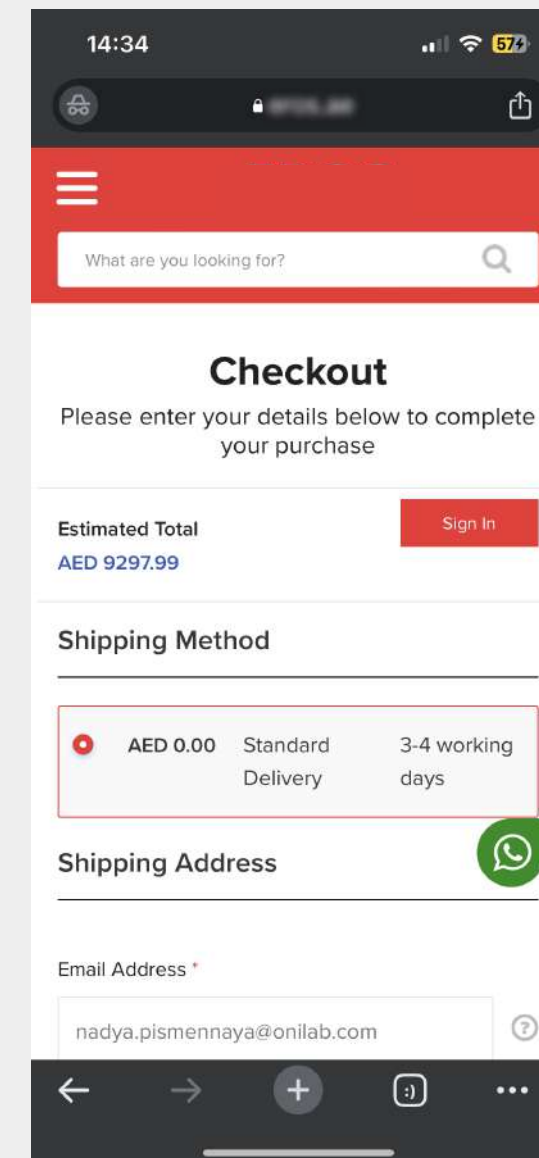
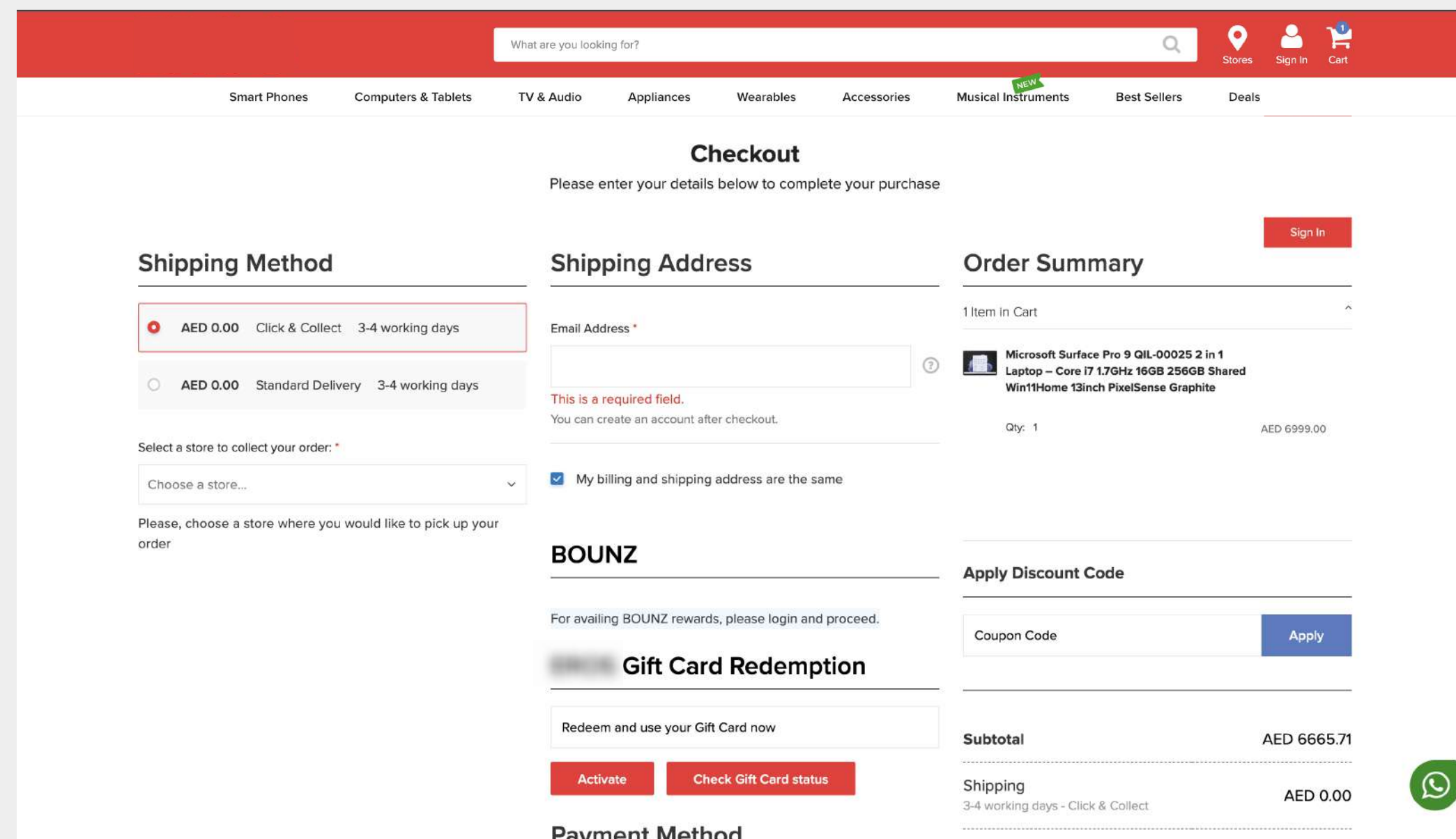


✓ Try to display all checkout steps on one screen so that users can immediately see how many are left. Large forms can be opened in pop-ups, which saves space on the page and puts more focus on the current step.

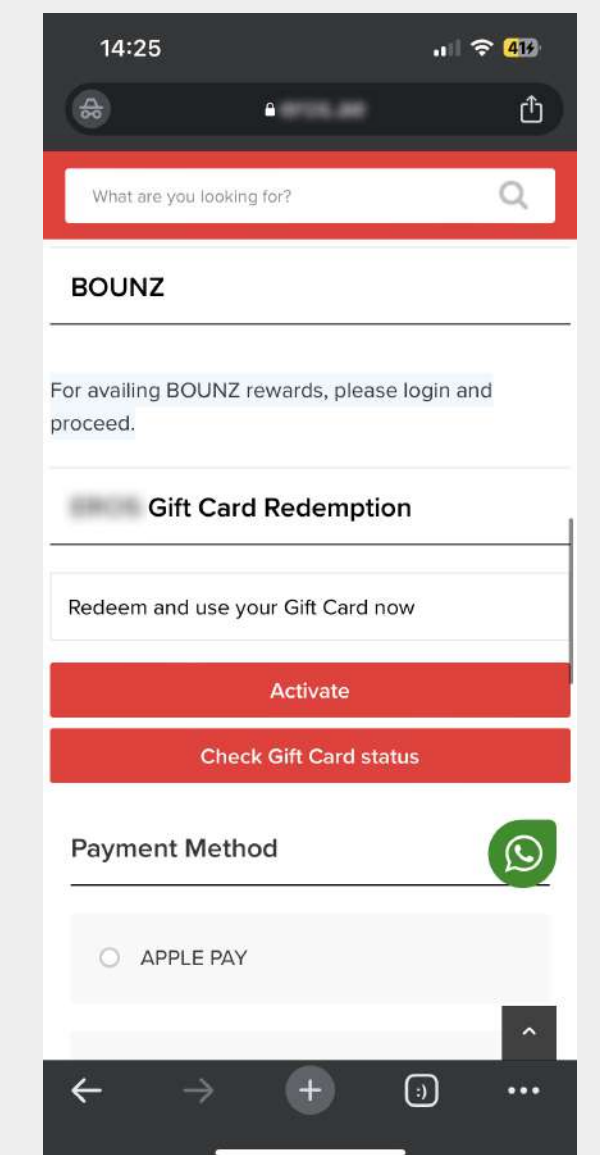
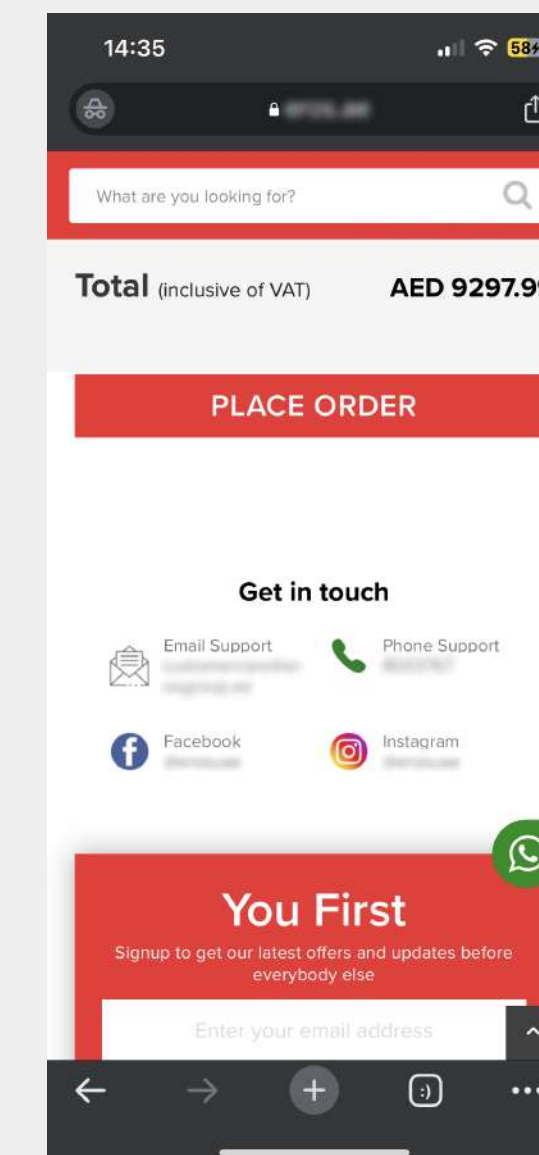
✓ Add a sticky bar with the total price to the mobile version.

CTA button

- ❗ There's no primary CTA in sight both on the desktop and mobile devices. It's at the very bottom of the page on the mobile version. On the desktop, it disappears from view when scrolling.
- ✅ Use a sticky bar for mobile devices and a sticky panel for desktops so that users always have quick access to the "Place Order" button.

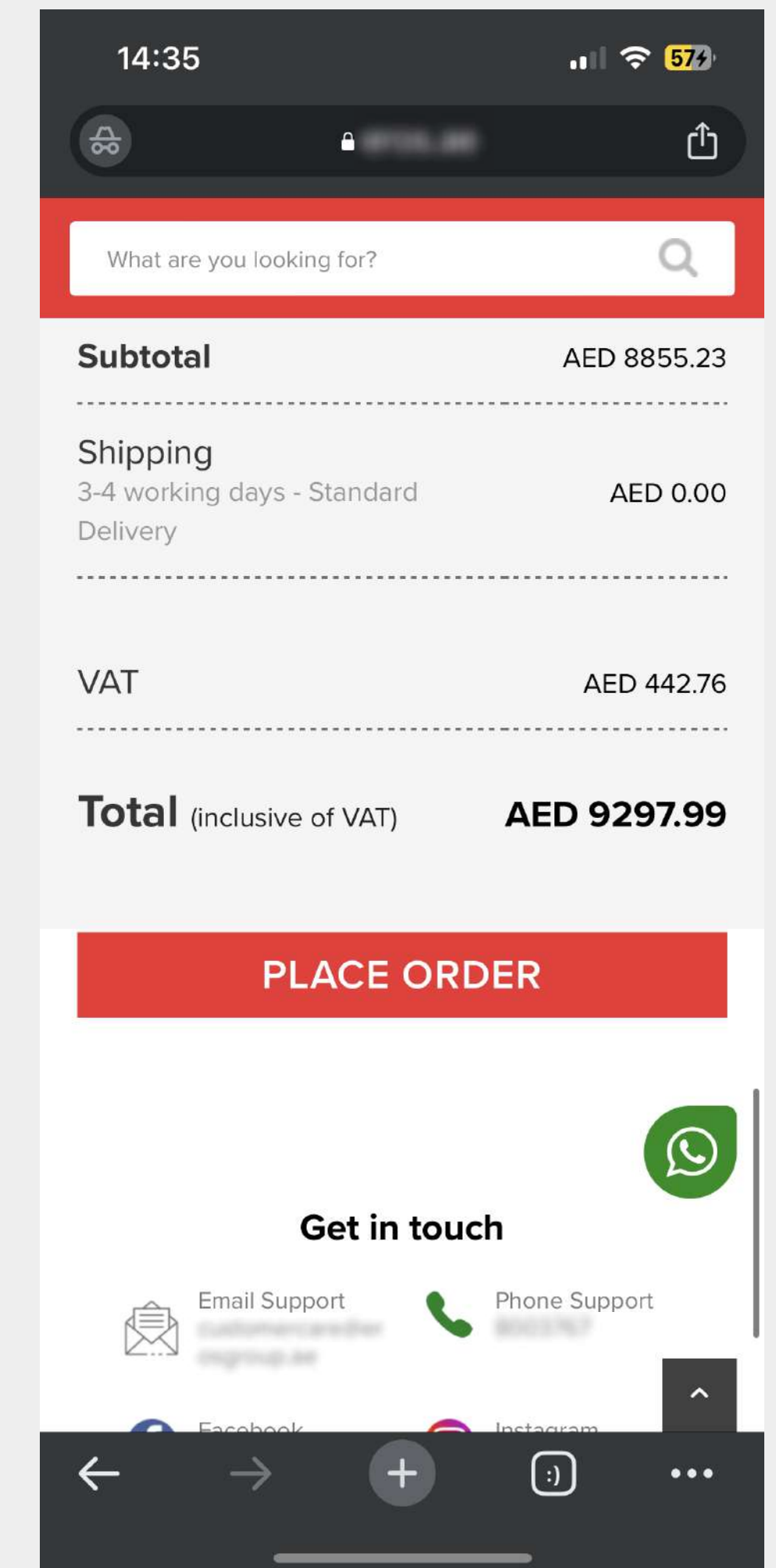
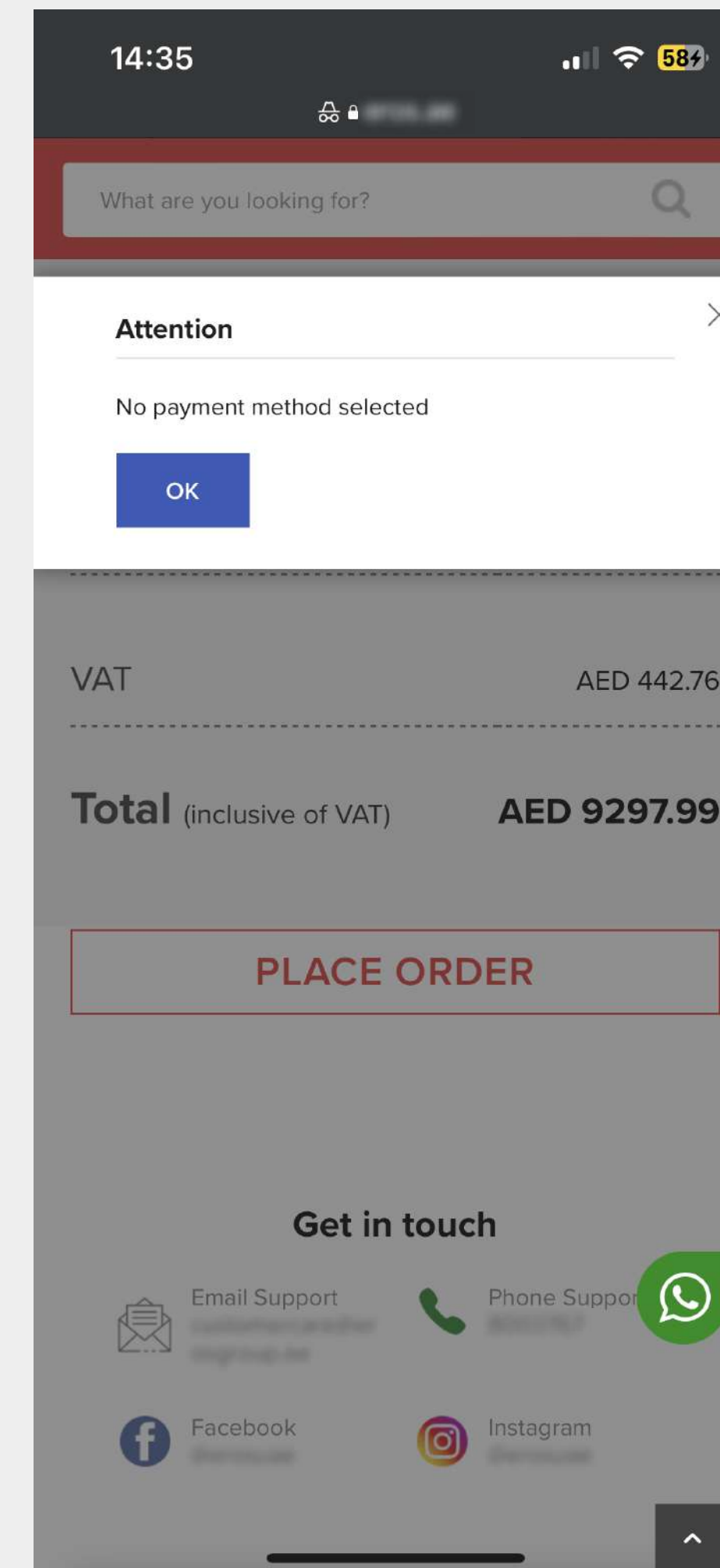
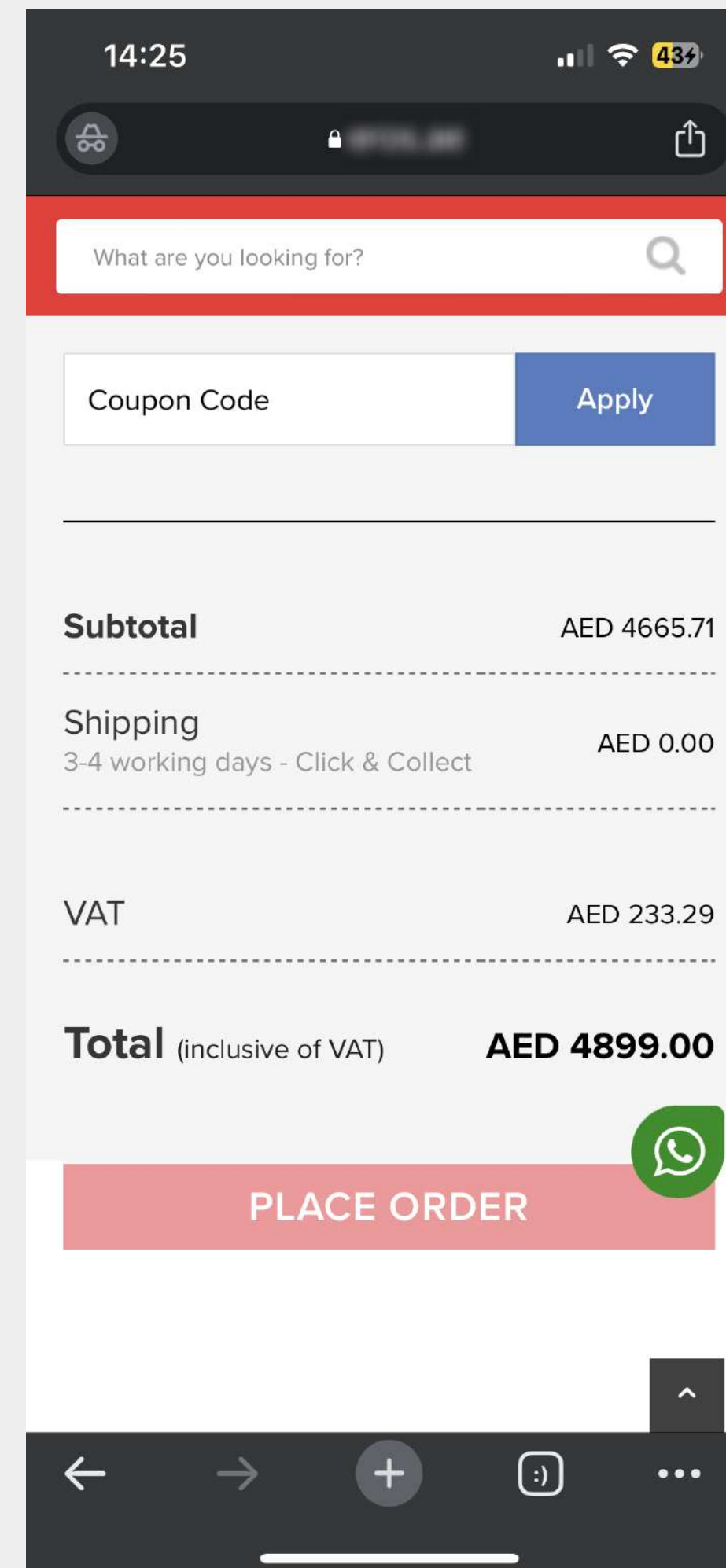


- ❗ There are too many bright red elements distracting attention from the CTA.
- ✅ The CTA should be the most eye-catching element on the page. Use color contrast for this button.



Placing order

- ❗ The CTA button is inactive if some steps aren't completed. Users need to scroll the page back and forth to find what's missing.
- ❗ Error messages appear as pop-ups; after closing them, users must look for problematic spots themselves.
- ✅ The CTA button should always be active; when users click on it, the next field to fill out is highlighted, or the required form opens.



Address forms

- ❗ The shipping address form is too stretched and complicated, and the user can't see all the fields on one screen.
- ❗ The billing address form is displayed with the store selection.
- ✅ Simplify the address form and make it more convenient and compact.
- ✅ Use the address autocomplete feature.
- ✅ Work out the flow of checkout when the user chooses a pickup point.

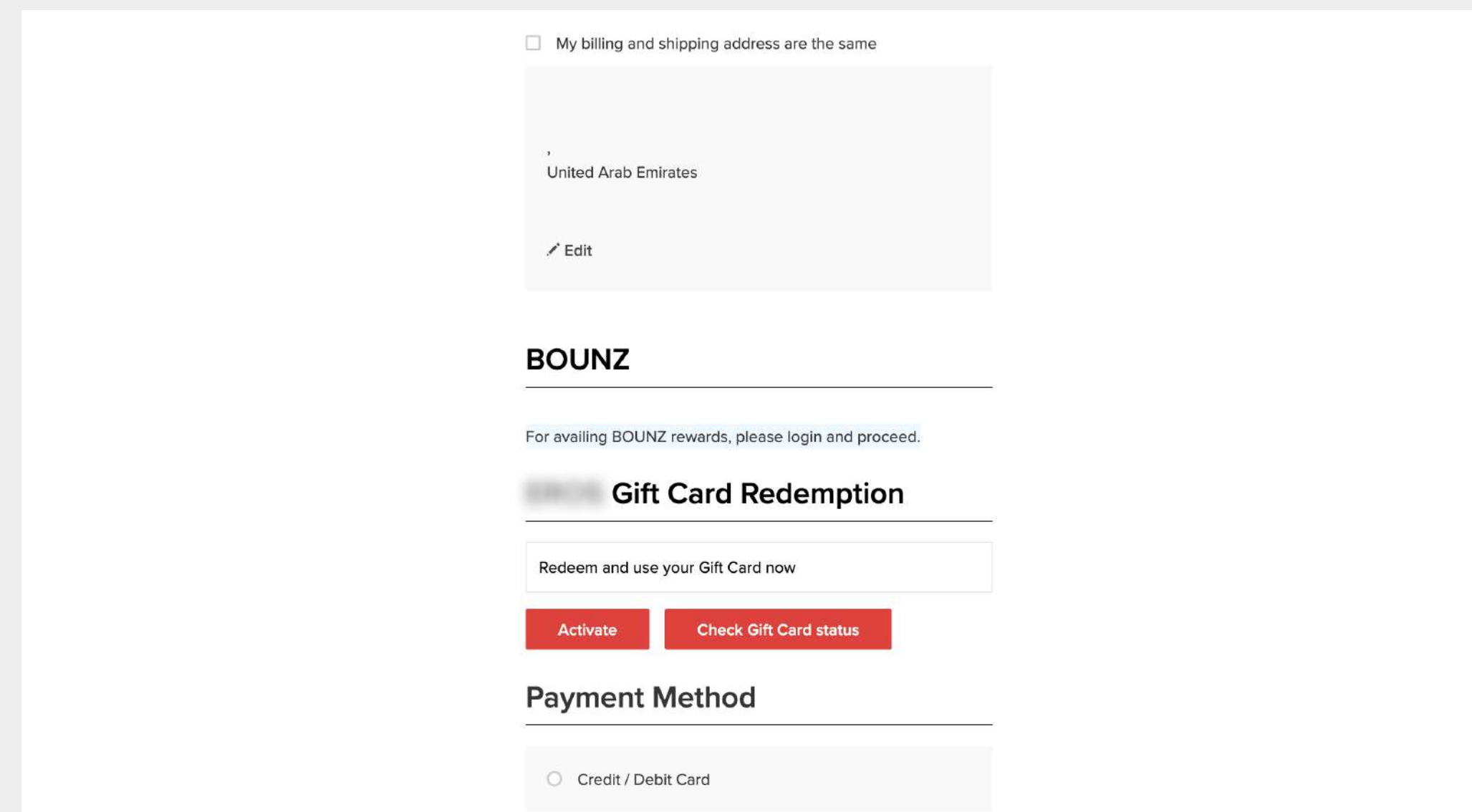
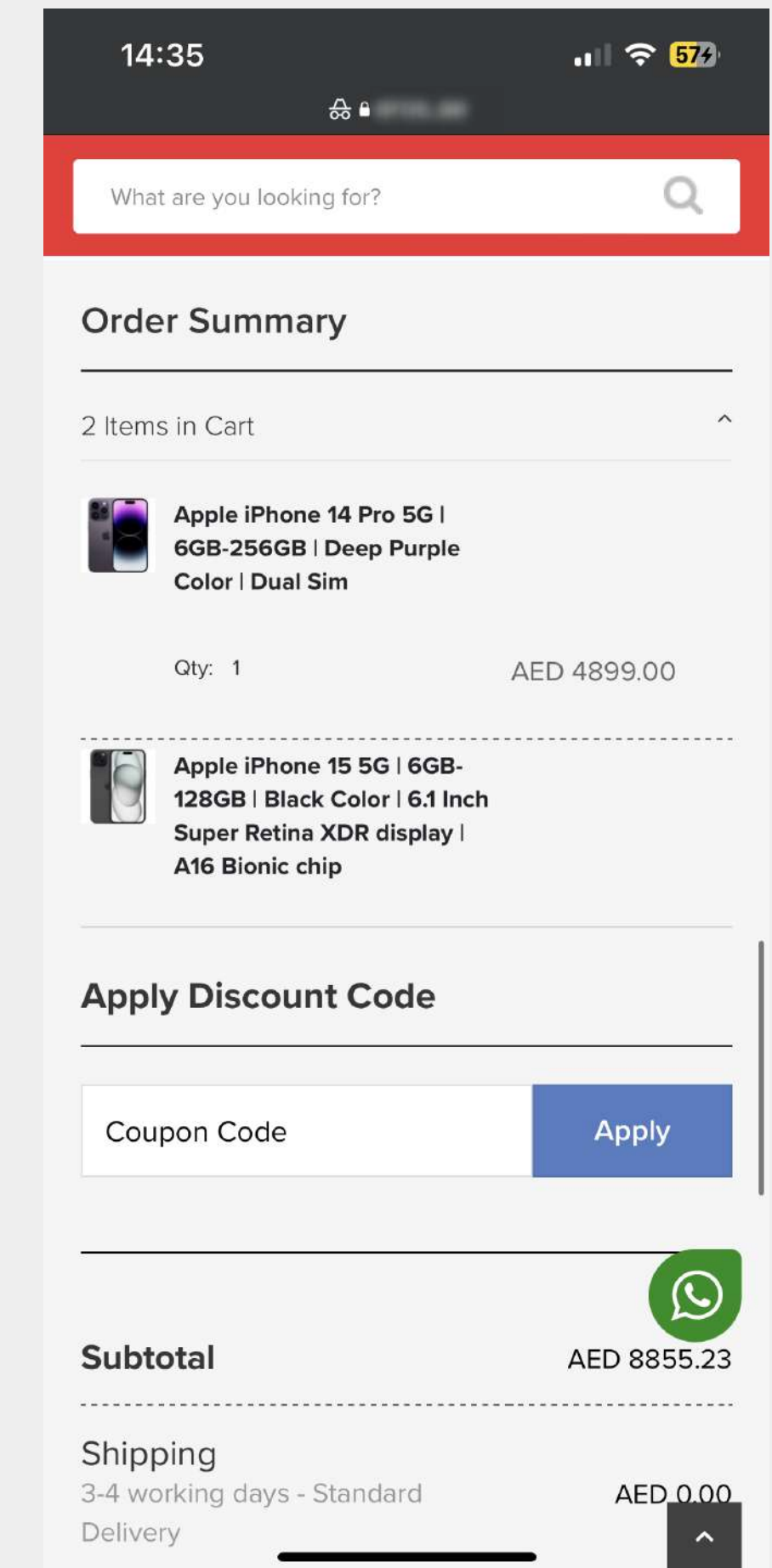
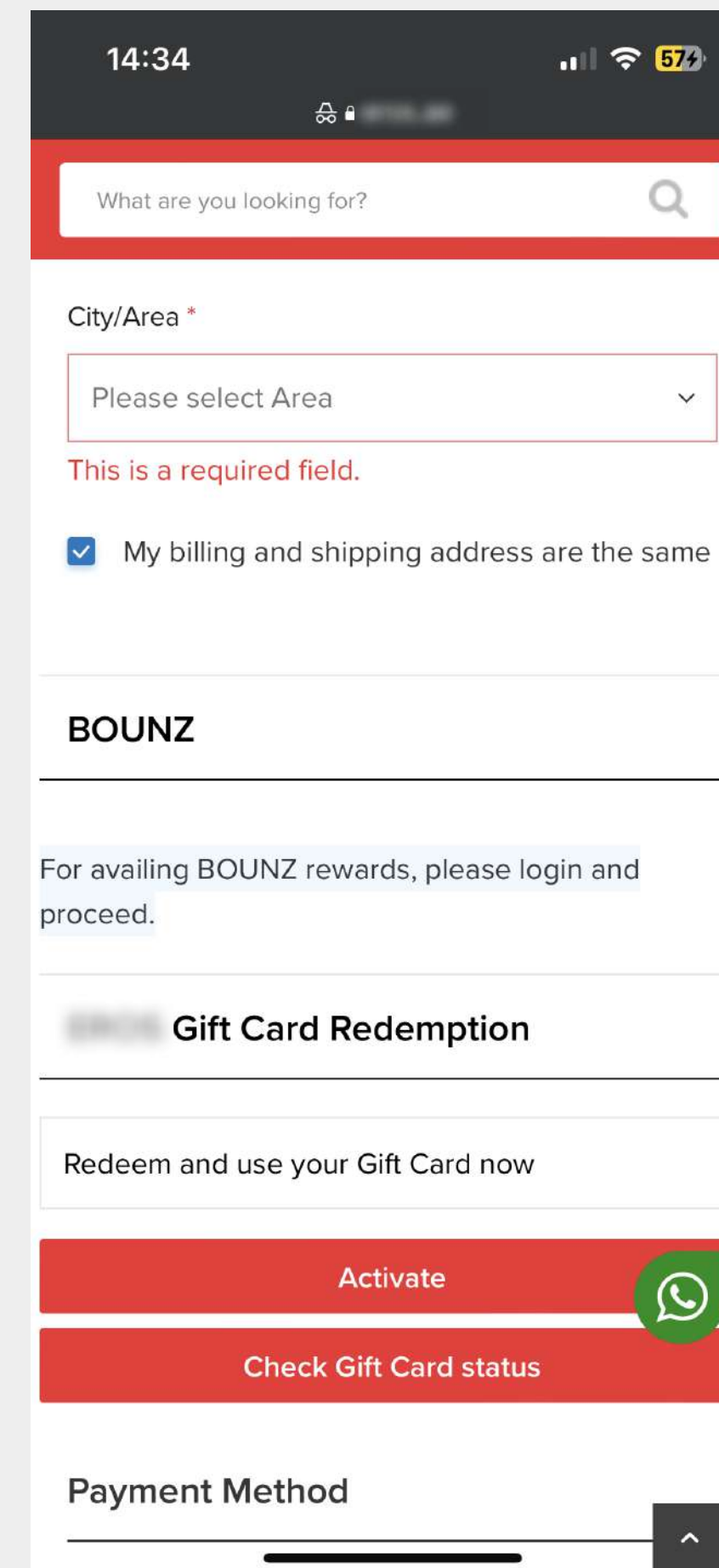
The desktop checkout page is divided into three columns: Shipping Method, Shipping Address, and Order Summary. The Shipping Method column shows two options: 'Click & Collect' (selected) and 'Standard Delivery'. The Shipping Address column contains fields for Email Address, Billing Address, Phone Number, First Name, Last Name, and Building/Office Name. The Order Summary column shows a list of items, including a Microsoft Surface Pro 9, and a total amount of AED 6999.00. A red box highlights the 'Click & Collect' option and the 'Dubai Mall' store selection.

The mobile checkout page shows a simplified shipping address form. It includes a search bar at the top, followed by fields for Last Name, Building/Office Name, Flat/Villa/Office No., Street Name/Number, Emirates, Zip/Postal Code, and City/Area. Red boxes highlight the search bar and the 'Building/Office Name' field, which has a red error message: 'This is a required field.' A WhatsApp icon is visible next to the Zip/Postal Code field.

The mobile checkout page shows a further simplified shipping address form. It includes a search bar at the top, followed by fields for Phone Number, First Name, Last Name, Building/Office Name, Flat/Villa/Office No., and Street Name/Number. Red boxes highlight the search bar and the 'Building/Office Name' field, which has a red error message: 'This is a required field.' A WhatsApp icon is visible next to the Building/Office Name field.

Discounts/gift card/rewards

- ❗ The promo code section is located separately from the gift card and loyalty program ones. It's not clear how to activate these various discounts.
- ✅ Combine a promo code field and the loyalty program into one block, or place them next to each other.
- ✅ Add information about using discounts and the loyalty program. It's convenient to display this info in the pop-up.



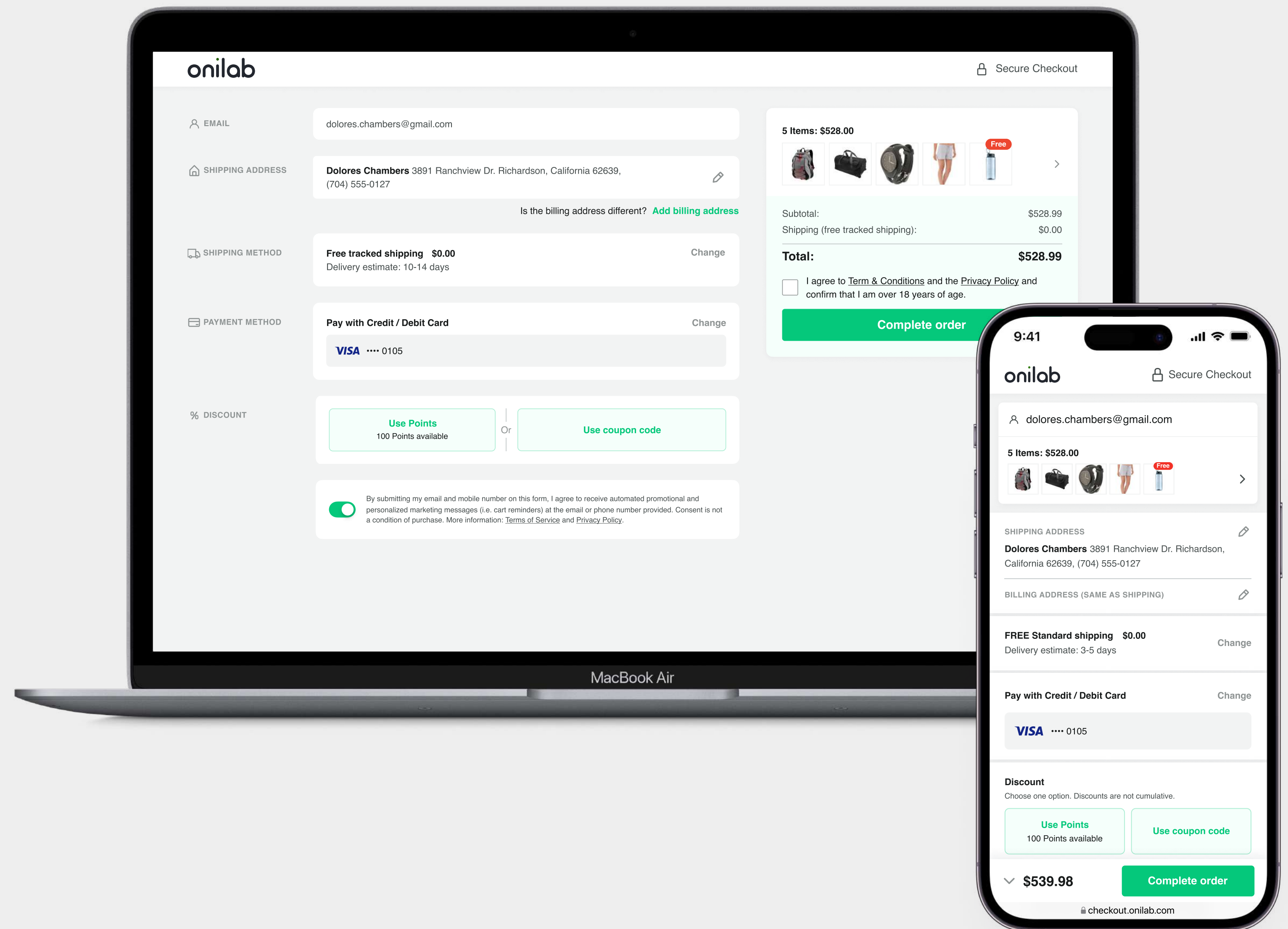
- ❗ No "Login" CTA for using BOUNZ.
- ✅ Add the "Login" button in the BOUNZ rewards block.

Onilab Checkout

Let us introduce a universal solution for improving the user experience of your online store. The Onilab team developed a universal customizable checkout template, considering UX design best practices, refining standard features, and rethinking the whole user flow.

- ✓ Quick login with a one-time password or guest checkout.
- ✓ All steps are on a single page. Users don't need to load the next pages, which speeds up the checkout process.
- ✓ Forms switch automatically and appear in the app-like pop-ups allowing effective use of screen space.
- ✓ Looks and works like an app on smartphones. Backed by ReactJS, the same approach is used in Progressive Web Apps.
- ✓ Easy to customize, add new features, and adapt to the company's style guide.

Test the Onilab Checkout yourself. [Try demo](#)



Comprehensive UX Audit: What to Expect

A complete UX review by Onilab is a multidimensional examination of your digital product's user experience and target audience.

Our purpose is **to detect all usability issues** throughout the customer journey, reveal their root causes, and give actionable advice.

The full-fledged UX audit includes:

- 1 Defining the audit goals:** interviewing stakeholders and assessing current KPIs.
- 2 Diving into analytics:** exploring conversion funnels and user behavior metrics from GA (or other tools).
- 3 Analyzing visual data:** studying heatmaps and user session recordings.
- 4 Evaluating usability heuristics:** checking the product for compliance with 10 principles of interface design.
- 5 Performing usability testing (optional):** conducting testing sessions and user interviews.
- 6 Building user personas and customer journey maps:** refining customer segmentation and reconstructing a typical user flow for each group.
- 7 Compiling the UX audit report:** summarizing the findings and presenting ideas for UX/UI fixes and other optimizations.

Get a UX Audit Now

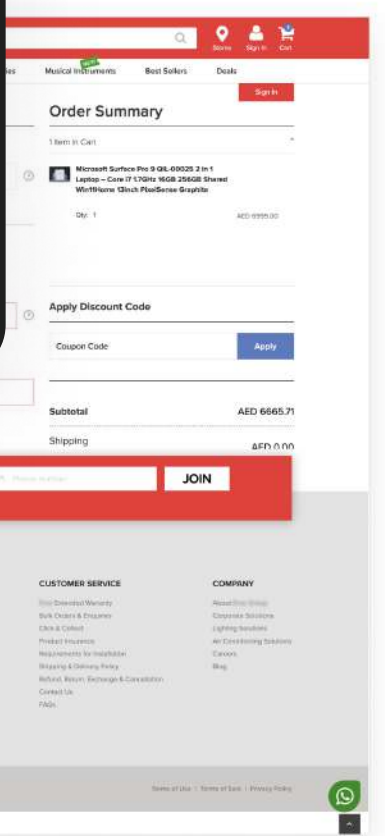
We're open to new projects!

Want to order a **free demo report** like this for your digital product? Or a complete UX audit of your website/mobile app?

Visit the **UX audit services** page or drop us a line at talkto@onilab.com

	Stage 1 Before		Stage 2 Decision		Stage 3 Delivery & Use	
	Step 1 Awareness	Step 2 Consideration	Step 3 Studying	Step 4 Ordering	Step 5 Waiting & Delivery	Step 6 Use & Support
Goals	1. Increase the number of visitors	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product
Actions	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product
Touch Points	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product	1. Increase the number of visitors who are interested in the product

Question	Segment 1	Segment 2	Segment 3	Possible influence	Comments
5. Userflow	Product page - Shipping, payment info(product page)/FAQ - Cart - Checkout - Account	Homepage - Search/Navigation - Category page/Brand category- Product page/Wishlist - Shipping, payment info(product page)/FAQ - Cart - Checkout - Account	Homepage - Navigation/Search - Category page/Brand category- Product page/Wishlist - Cart - Checkout - Account	Touch points	
6. For what purposes do users buy products? (for example, do they buy for themselves or as a gift)	Quickly and simply buy a specific product they want.	Choose and buy a product, most likely a product of a certain brand.	They make purchases more emotionally, without reasoning. Saw - wanted - bought. In addition, they want to be a part of an elite community.	User preference, product characteristics	
7. What is the most important for each group when choosing a product?	The main thing is that the desired product is available in the desired color and size. Customers need a product presentation that satisfies their expectations. Photos, description and characteristics, availability and clarity of delivery and payment terms, return conditions,...	For buyers in this segment, the assortment is important. It is important to have a large selection of products and the ability to filter by various parameters (brand, category, size, availability, or pre-order) Convenient and intuitive navigation, ...	They want to buy unique branded products. It is important to be aware of the latest fashion trends and be among the first to learn all the news about the fashion world. Convenient navigation, sorting and filterin...	Filters, highlight categories, highlight products, product cards.	
8. What can stop these users of each group from buying?	<ul style="list-style-type: none">Lack of product informationThe product is out of stockThe clothes won't fitBetter offers from competitorsLack of reviews about the storeComplex and lengthy checkout	<ul style="list-style-type: none">Can't find the right product (inconvenient navigation)Lack of product informationThe product is out of stockThe clothes won't fitVery few photos/videos of the produ...	<ul style="list-style-type: none">No attention-grabbing productsNo information about new/exclusive itemsNo emotions from the purchaseMisunderstanding how items fit together...	Possible stoppers, work with objections	
9. How to solve these problems?	<ul style="list-style-type: none">Comprehensive product description with lots of high-quality photosSize guideGuest checkoutFAQPre-order option...	<ul style="list-style-type: none">Comprehensive product description with lots of high-quality photosGuest checkoutGuest wishlistFAQSize guide...	<ul style="list-style-type: none">Information about the loyalty program (simple registration)Promotions of new collections/exclusive itemsNewslettersLooks from the stylist...	Possible solutions to problems	
10. What site features are meaningful for users of each group?	<ul style="list-style-type: none">Size guideIn stock/out of stock (notify me feature) /pre-orderAvailable sizes and colorsProduct photos / video	<ul style="list-style-type: none">Size guideIn stock/out of stock (notify me feature) /pre-orderAvailable sizes and colorsProduct photos / video	<ul style="list-style-type: none">Available sizes and colorsBrandTerms of delivery & Payment methodsIn stock/out of stock (notify me feature) /pre-order	Implement features, sections for improvement	



About Us

Onilab is a software development and UX/UI design agency with 10+ years of experience in creating and rethinking digital products in the US, the EU, the UK, and Australia. We advocate the user-centric and mobile-first approach.

