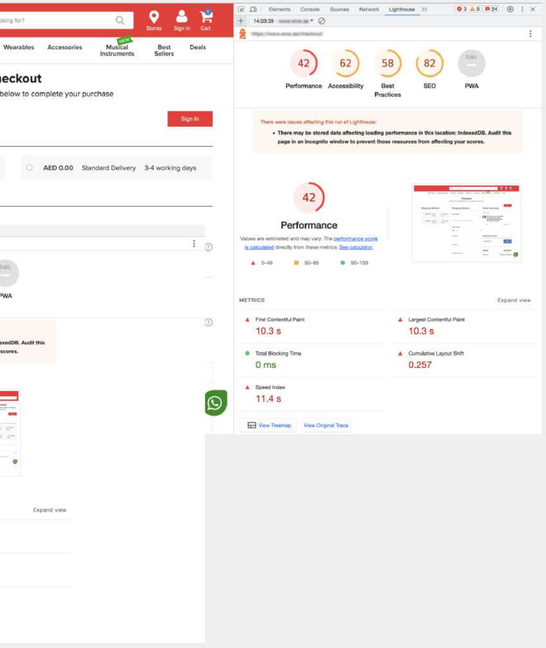
Demo UX Audit

onilab

The Checkout Page: Major UX Issues



Checkout navigation

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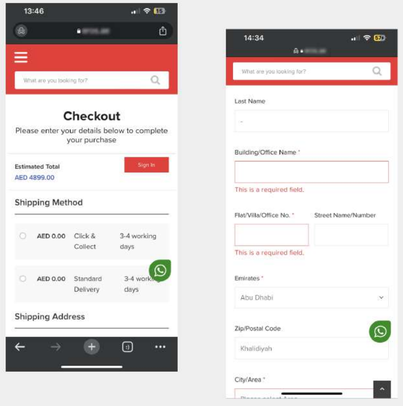
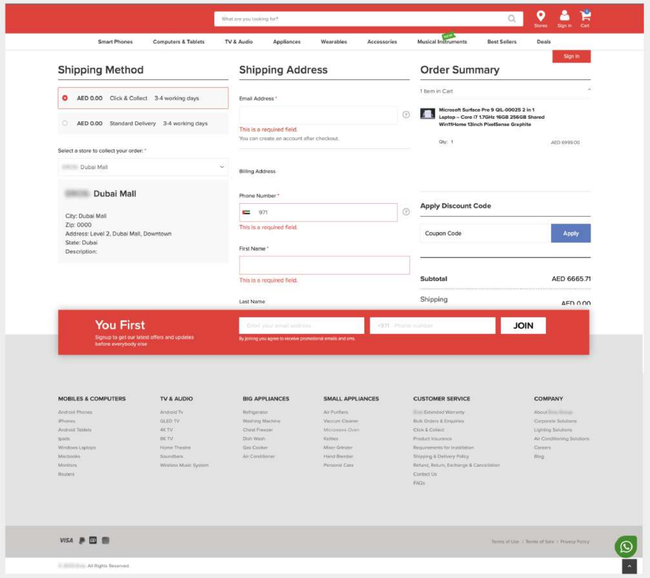
Change the header by removing all unnecessary elements; leave just the store logo. You can also show a warning message when users want to exit checkout.





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

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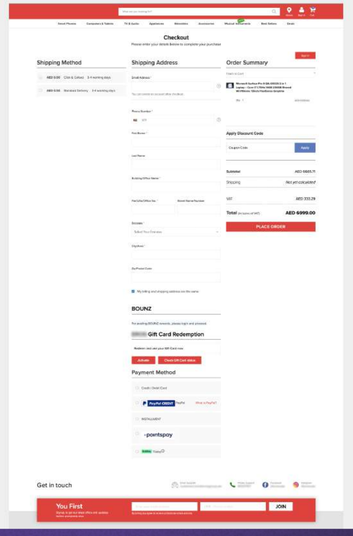
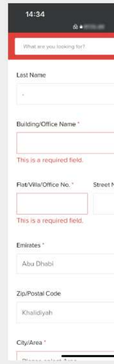




A Demo UX Audit by Onilab

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:

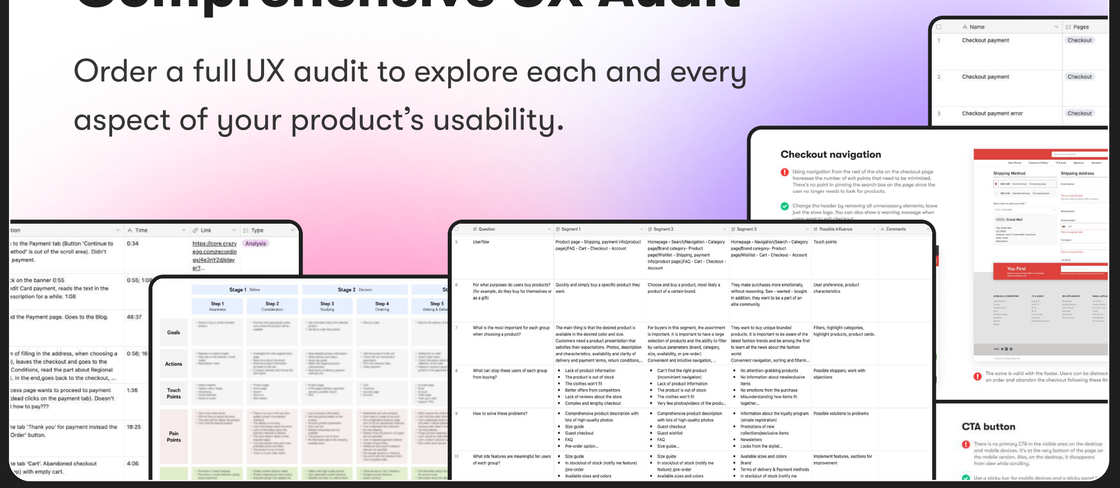
- Primary UX issues detected by UX/UI designers during the initial checks of performance, navigation, and checkout structure.
- Screenshots illustrating the described problems in the user flow.
- Tried-and-true fixes and general advice on improving the checkout experience.

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.

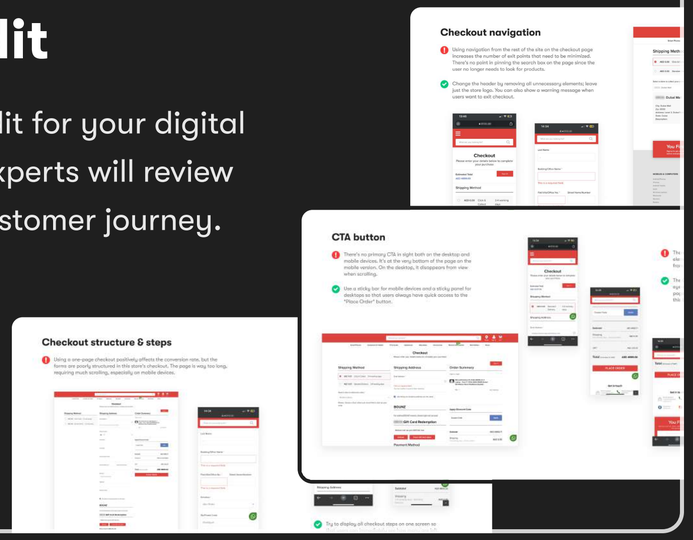


Our team collects and analyzes quantitative and qualitative data and then presents concrete hypotheses for testing and further implementation.

Learn more about our UX audit.

Demo UX Audit

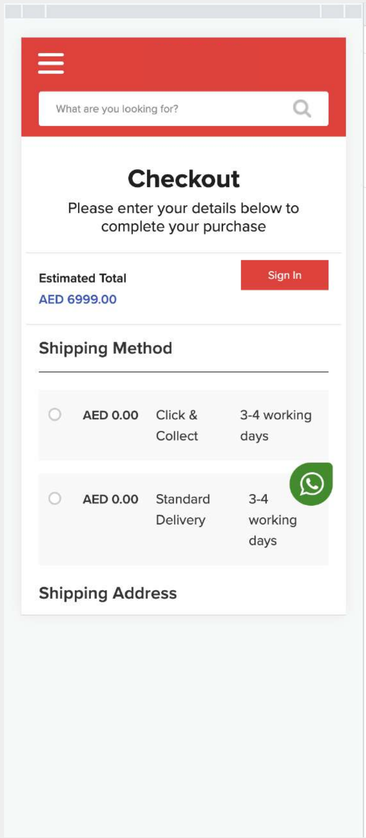
Order a free mini UX audit for your digital product. Our usability experts will review one page or part of a customer journey.

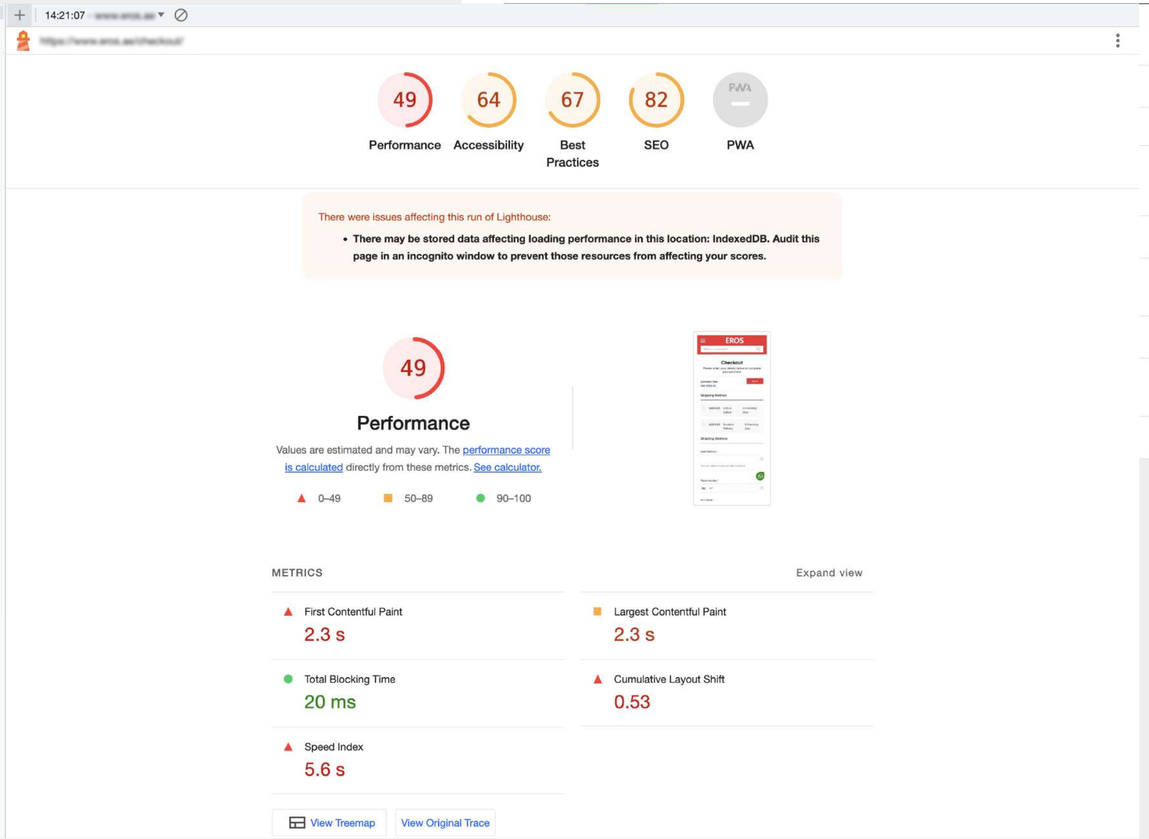


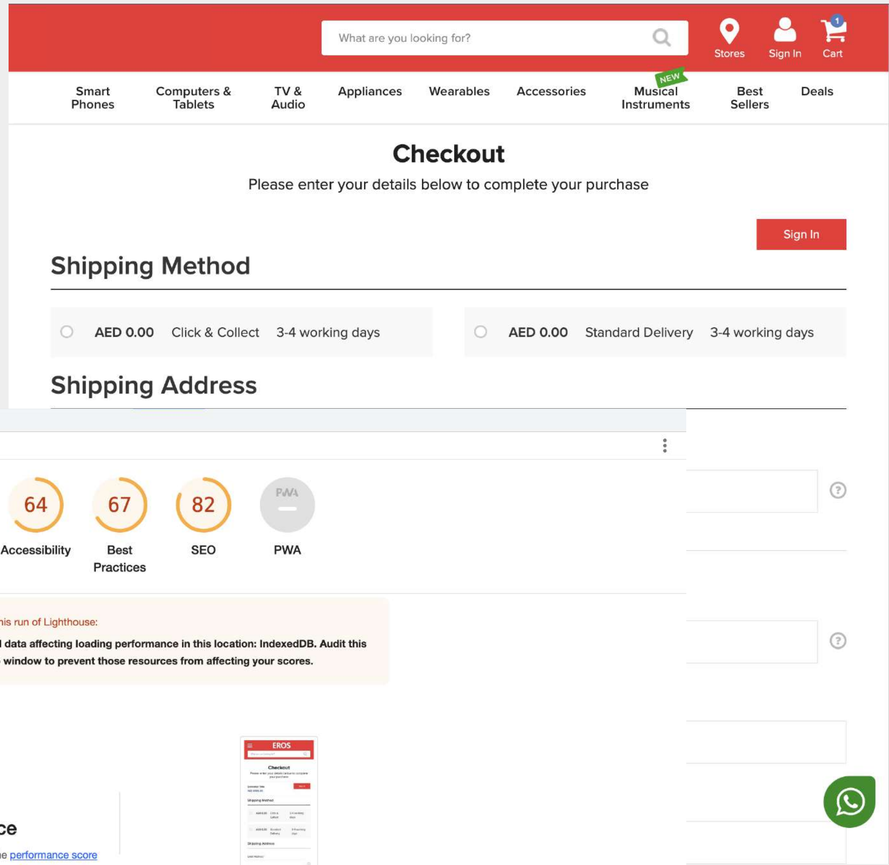
To order Onilab's UX services, contact us at talkto@onilab.com

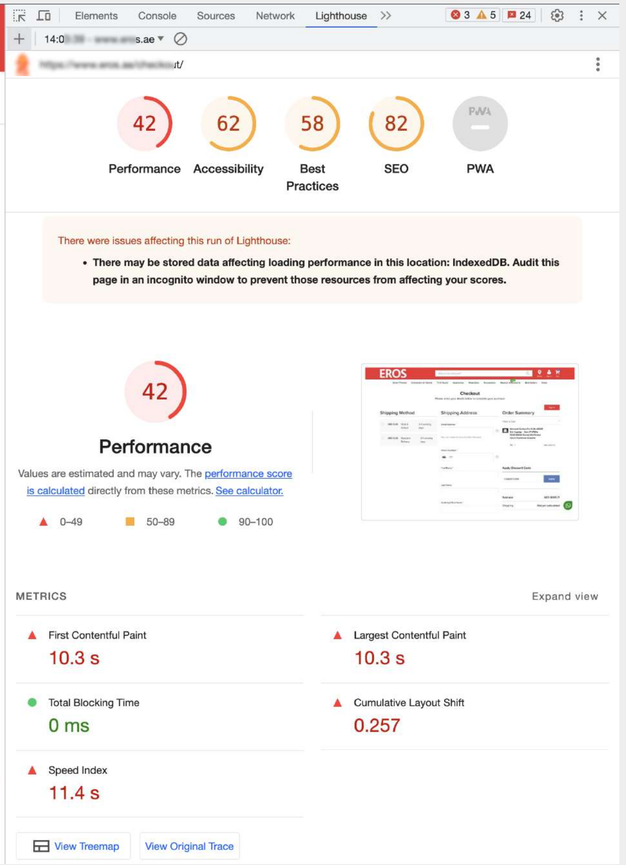
Performance

- 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.









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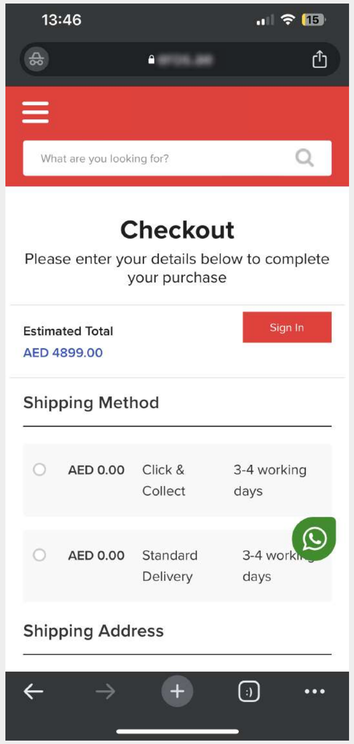

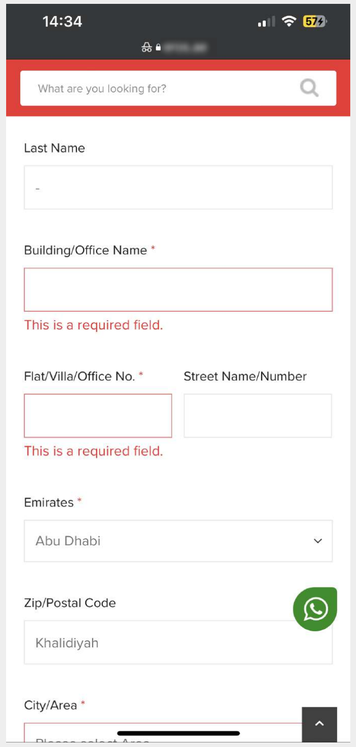

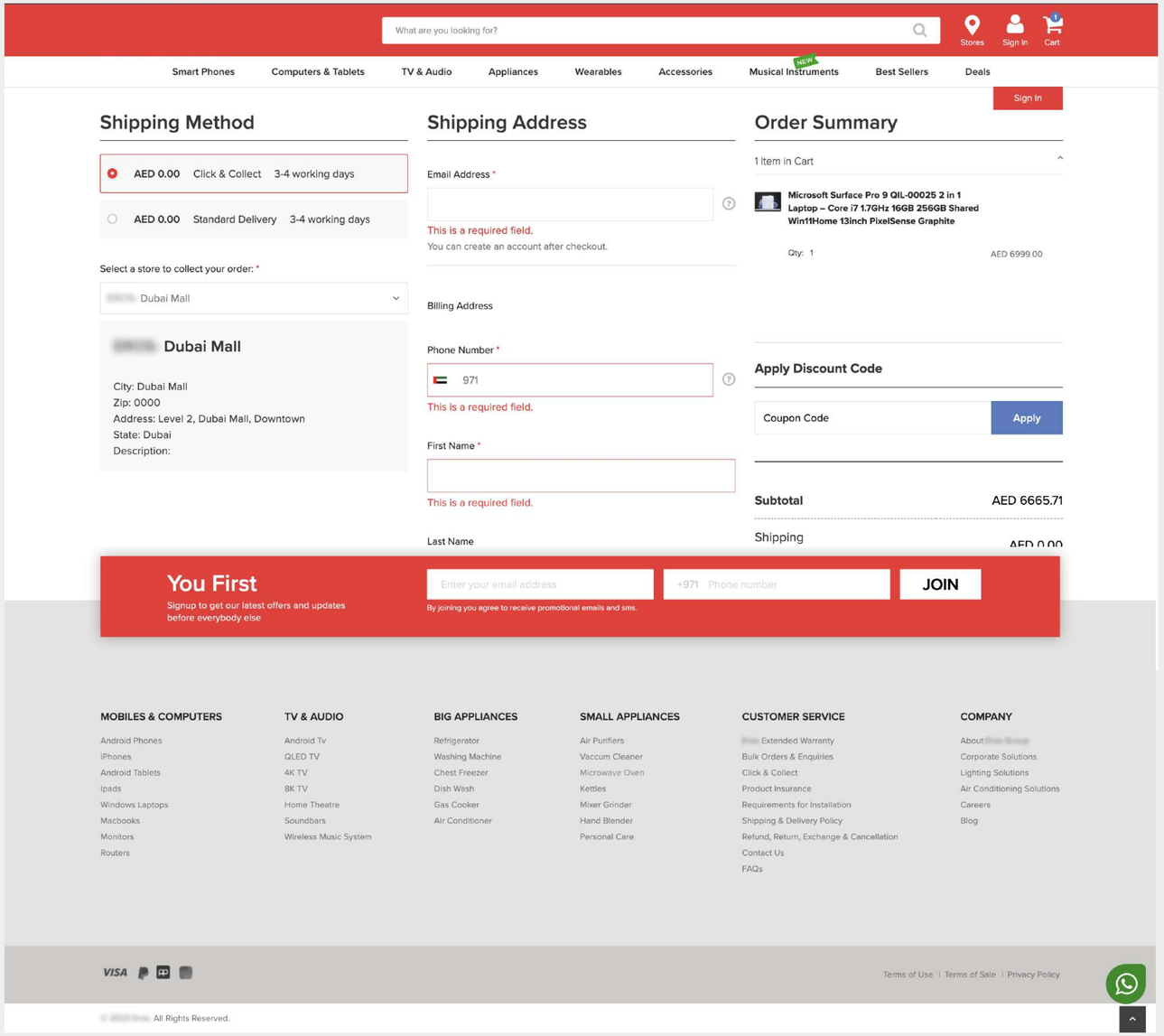

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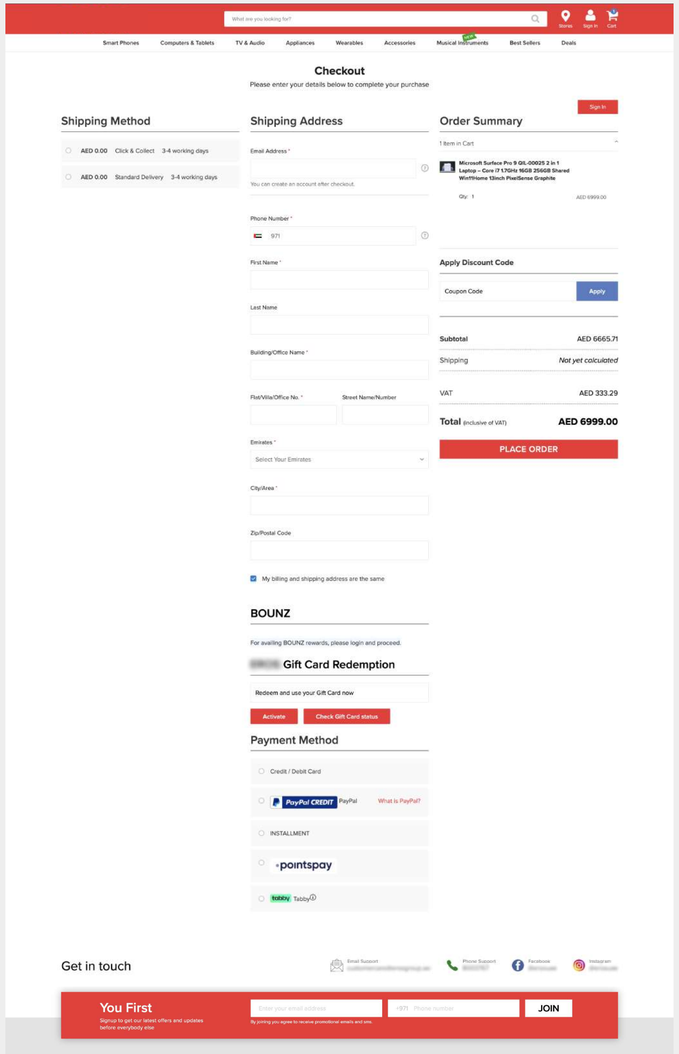
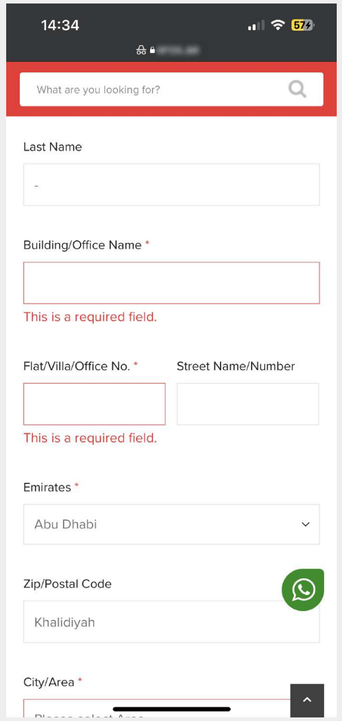
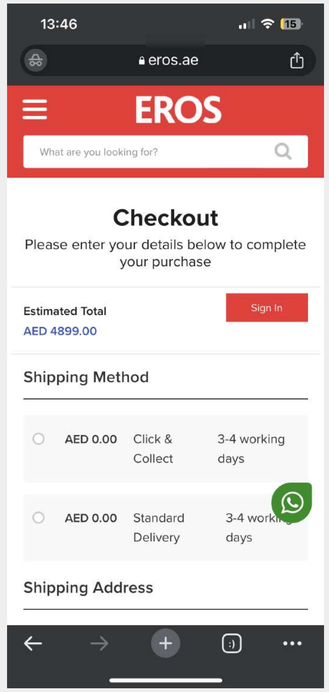
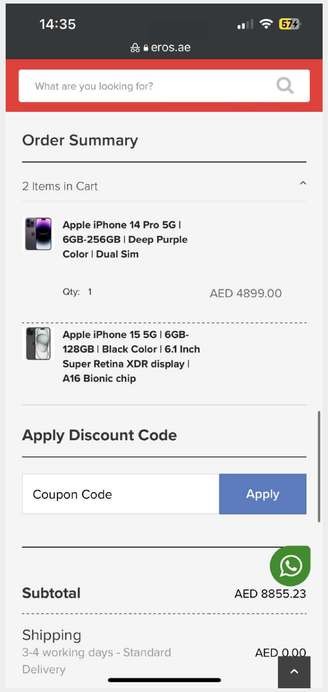




On mobile devices, the order summary and total cost are at the bottom of the page. When entering checkout, the user must be able first to check the items and the total cost.





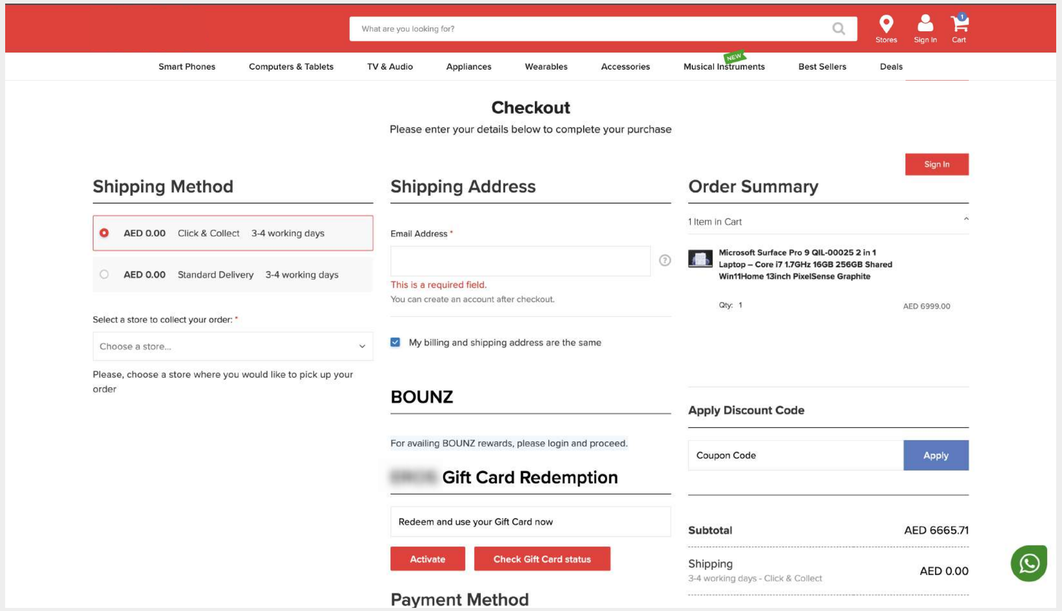
Try to display all checkout steps on one screen so that users can immediately see how many are left. Large forms can be opened in pop-ups, which saves space on the page and puts more focus on the current step.

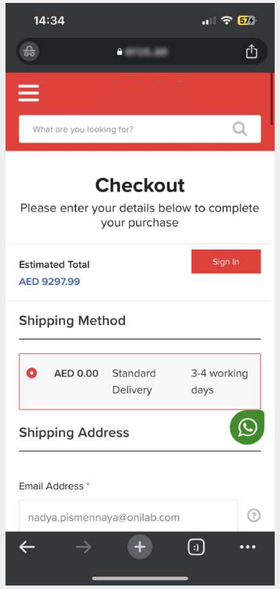
Add a sticky bar with the total price to the mobile version.

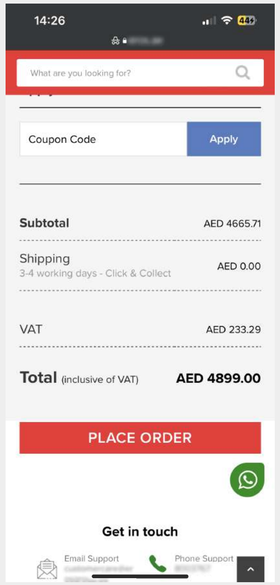
CTA button

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.

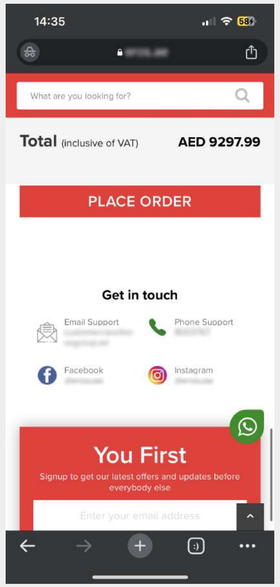


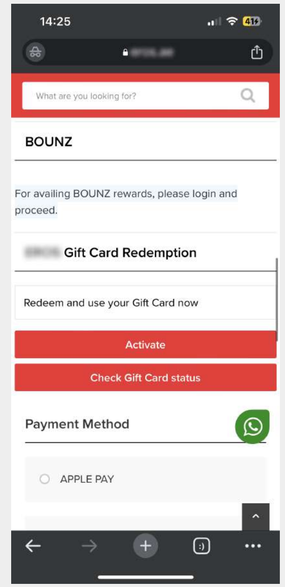




There are too many bright red elements distracting attention from the CTA.

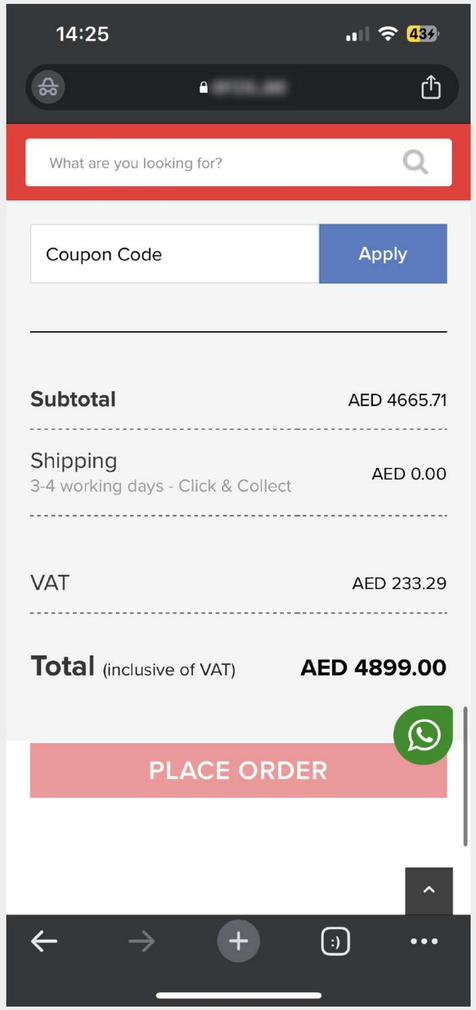
The CTA should be the most eye-catching element on the page. Use color contrast for this button.

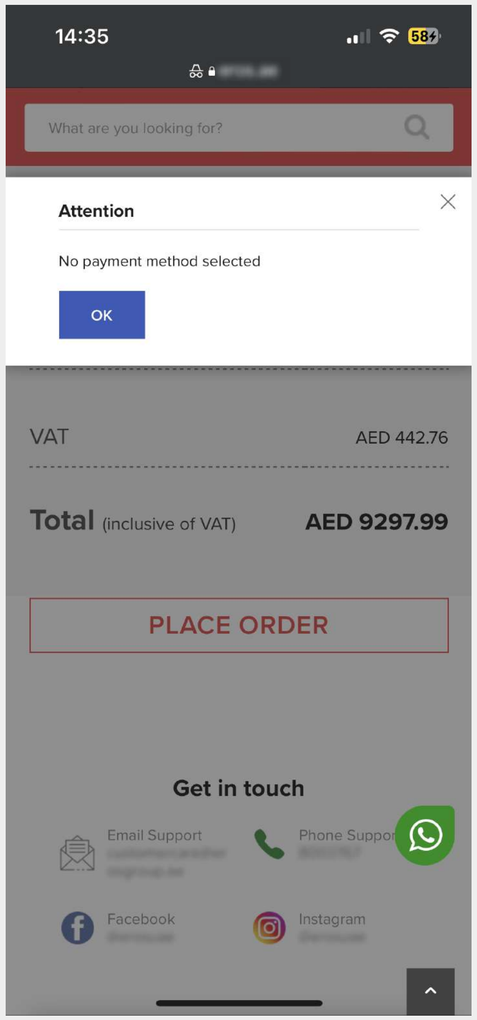


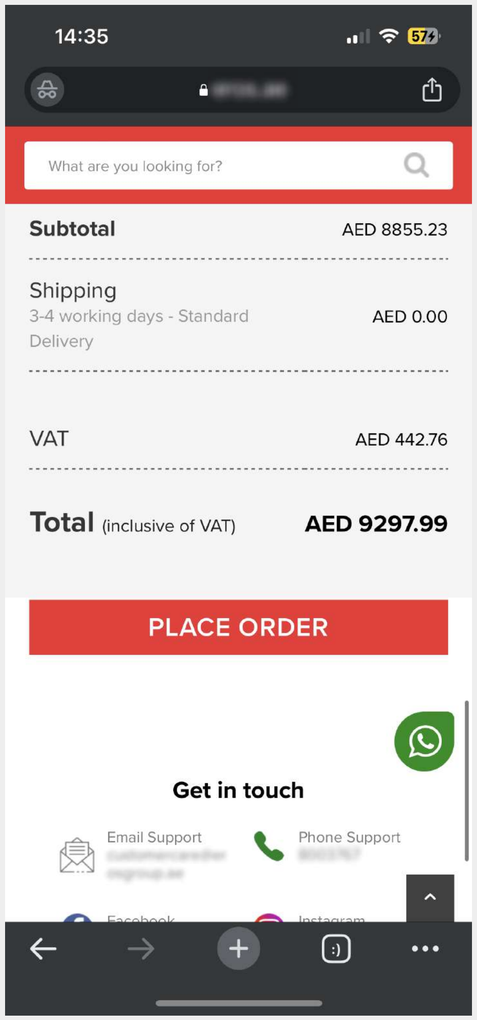


Placing order

- 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.

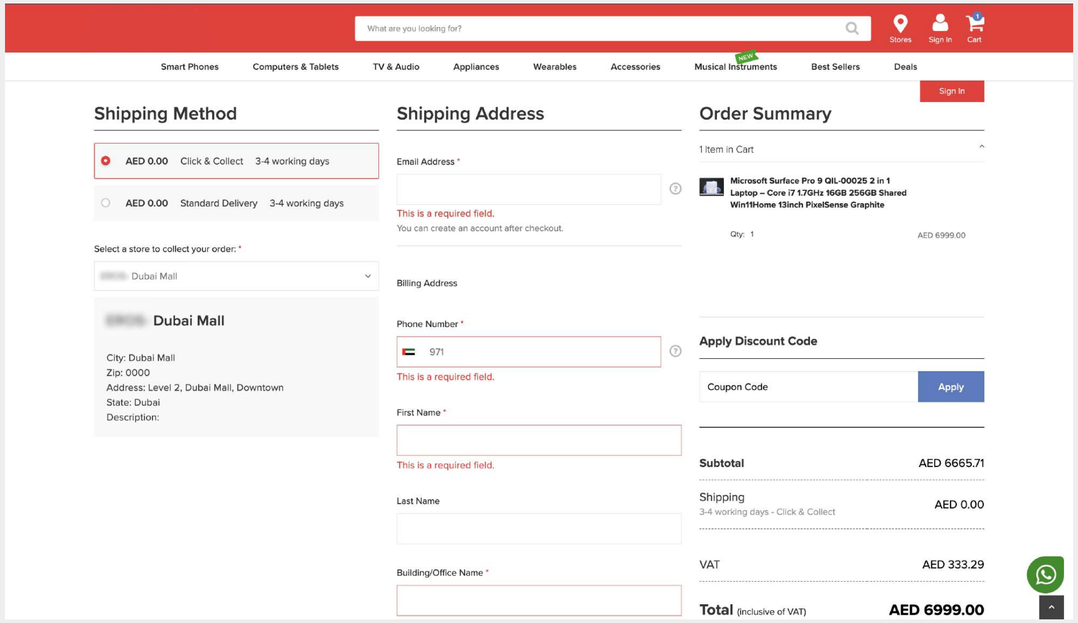


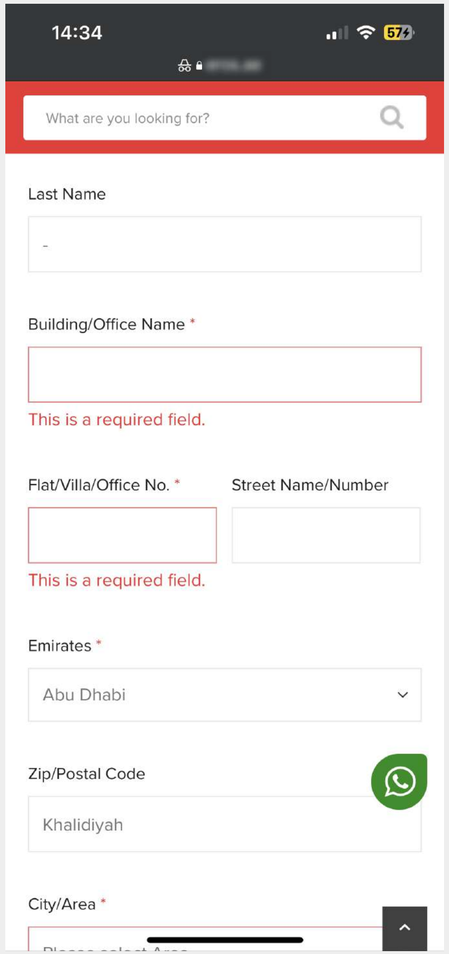


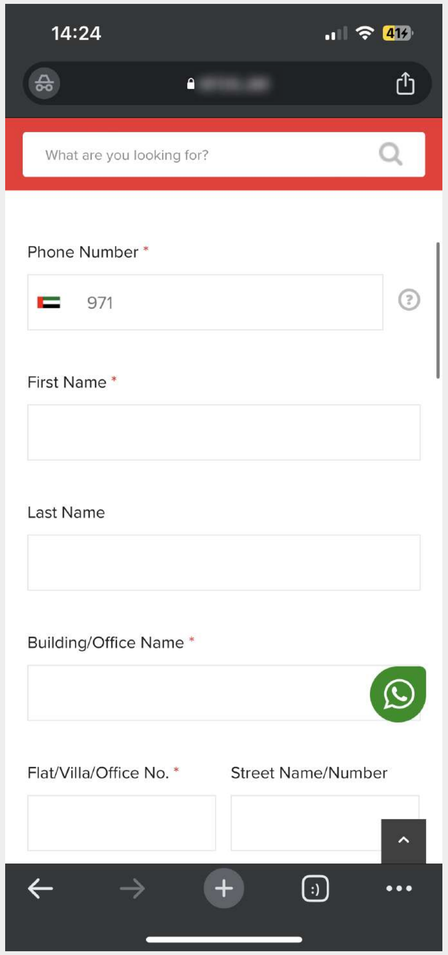


Address forms

- 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.

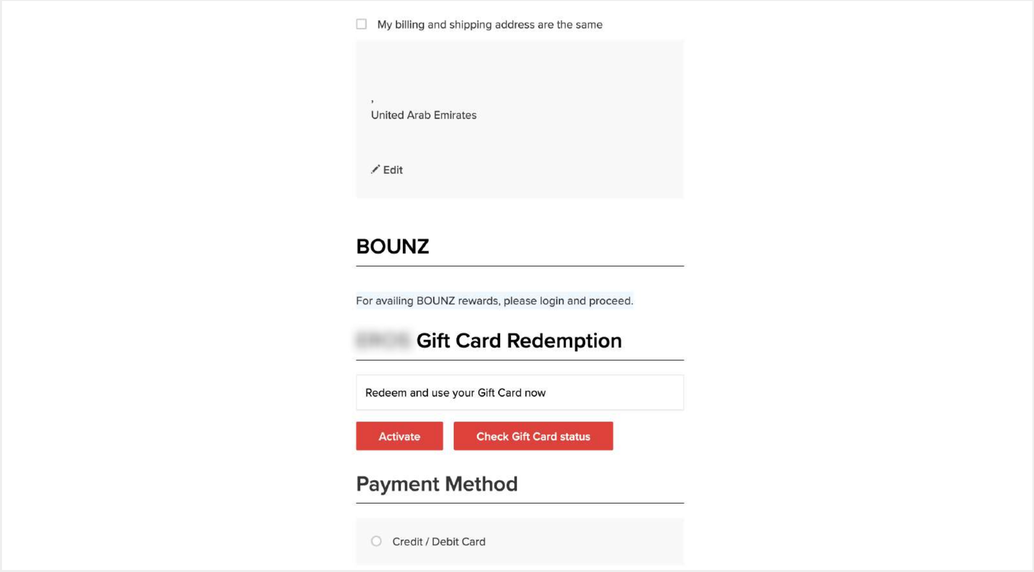


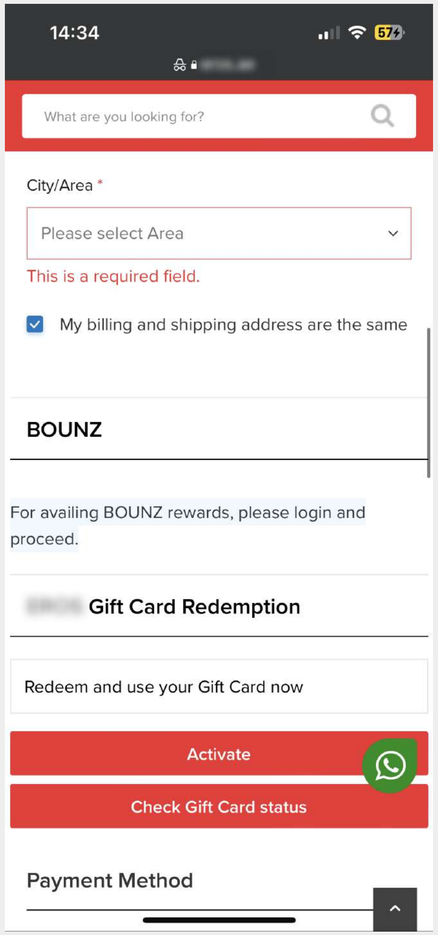


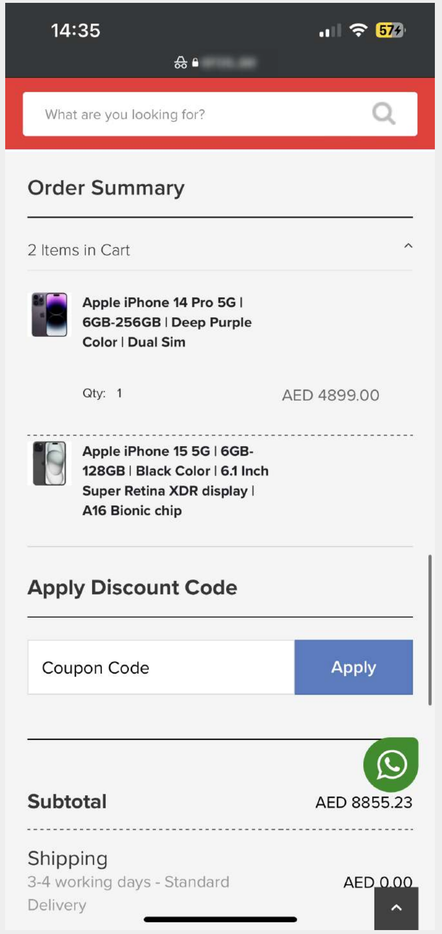


Discounts/gift card/rewards

- 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.







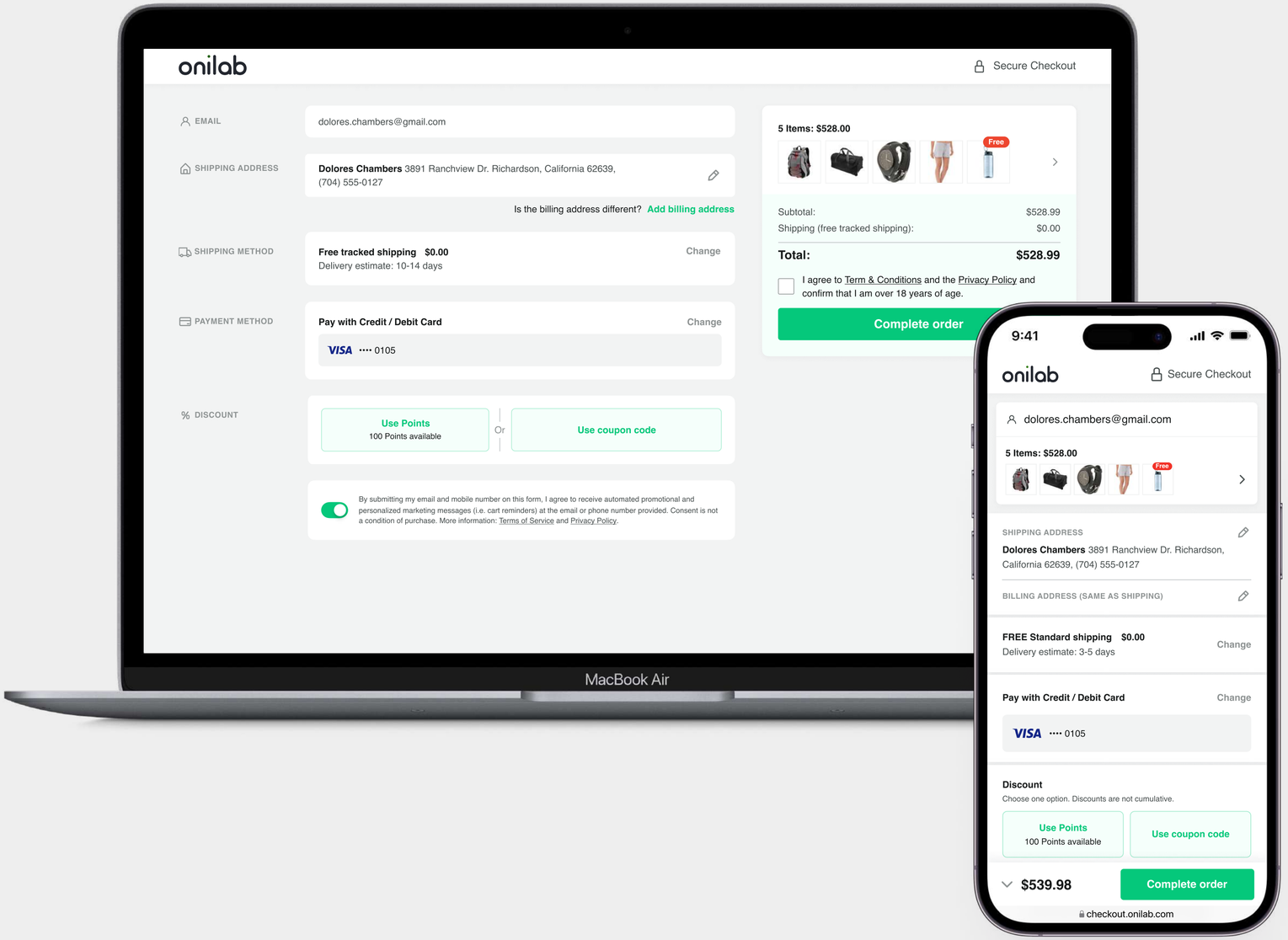
- No “Login” CTA for using BOUNZ.
- Add the “Login” button in the BOUNZ rewards block.

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.

For more info, visit the UX audit services page or email us at talkto@onilab.com

Get a UX Audit Now

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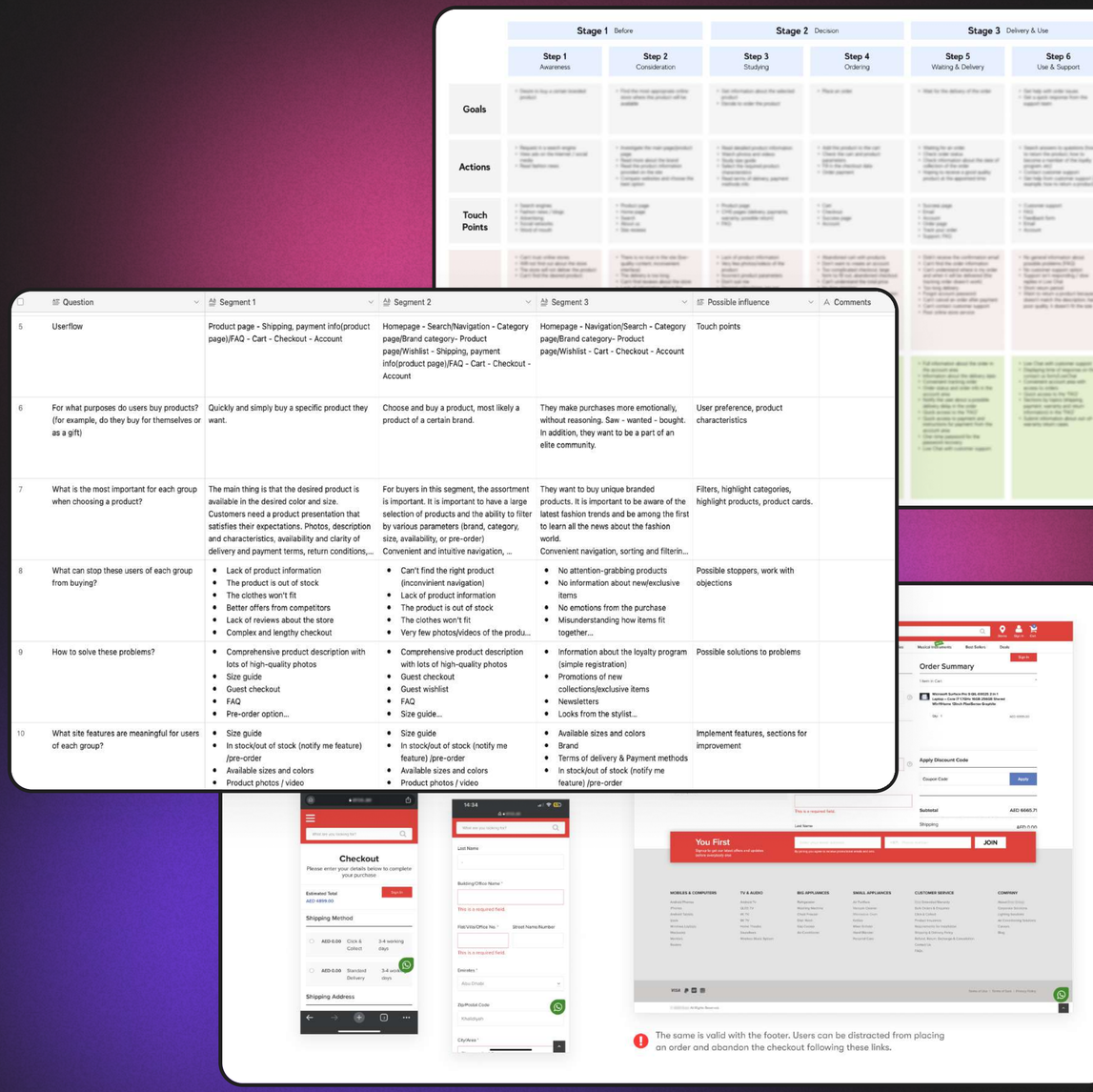
About Us

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.