Demo UX Audit The Checkout Page: Major UX Issues

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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.

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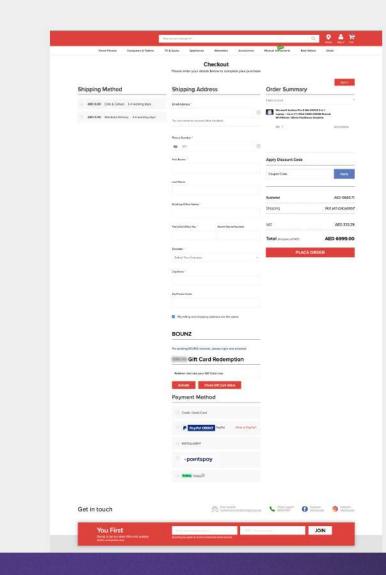
onilab

	Computers & Tablets	TV & Audio	Appliances	Wearables Accessor	ies	Musical Instruments	Best Sellers	Deals
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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.



 14:34

 What the you looking to?

 Lest Nome

 .

 Building/Office Name*

 .

 This is a required field.

 Zip/Postal Code

 Khalldiyah

 City/Area *

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.

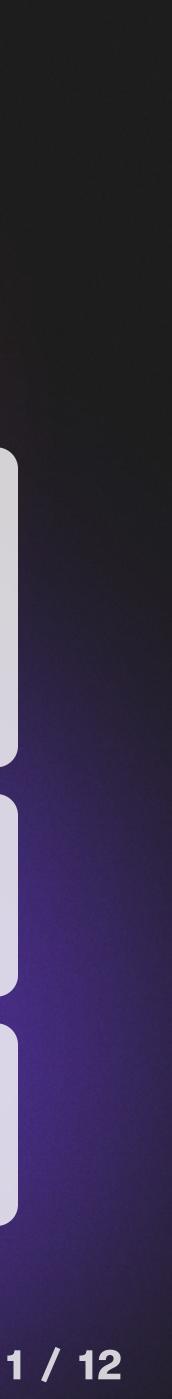
This mini report contains:

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

Screenshots illustrating the described problems in the user flow.

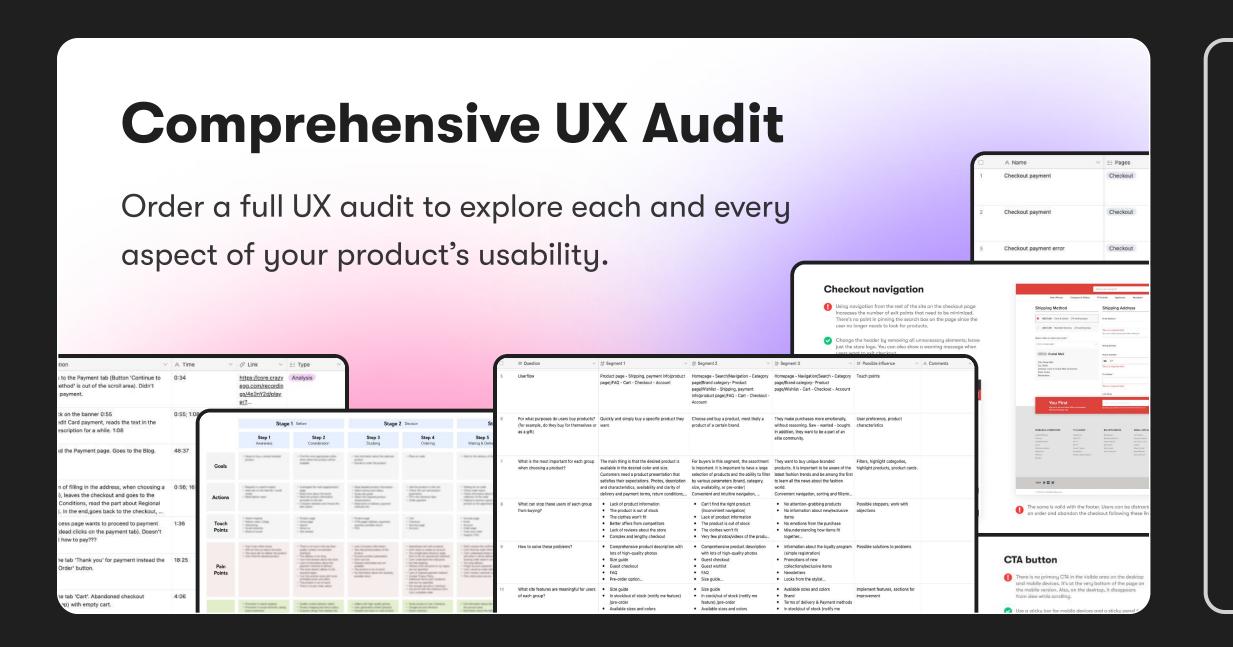


Tried-and-true fixes and general advice on improving the checkout experience.



Order a UX Audit by Onilab

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

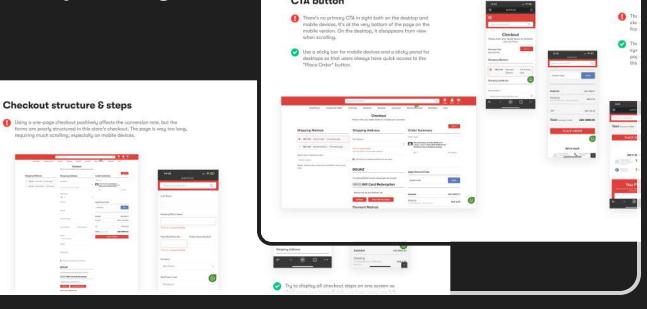


Our team collects and analyzes quantitative and qualitative data and then presents concrete hypotheses for testing and further implementation.

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.



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What are you looking for?

Estimated Total AED 6999.00

Shipping Method

AED 0.00 Click &

O AED 0.00 Standard

Shipping Address

Checkout

Please enter your details below to

complete your purchase

Collect

Delivery

It is necessary to test and improve these metrics constantly.

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Sign In

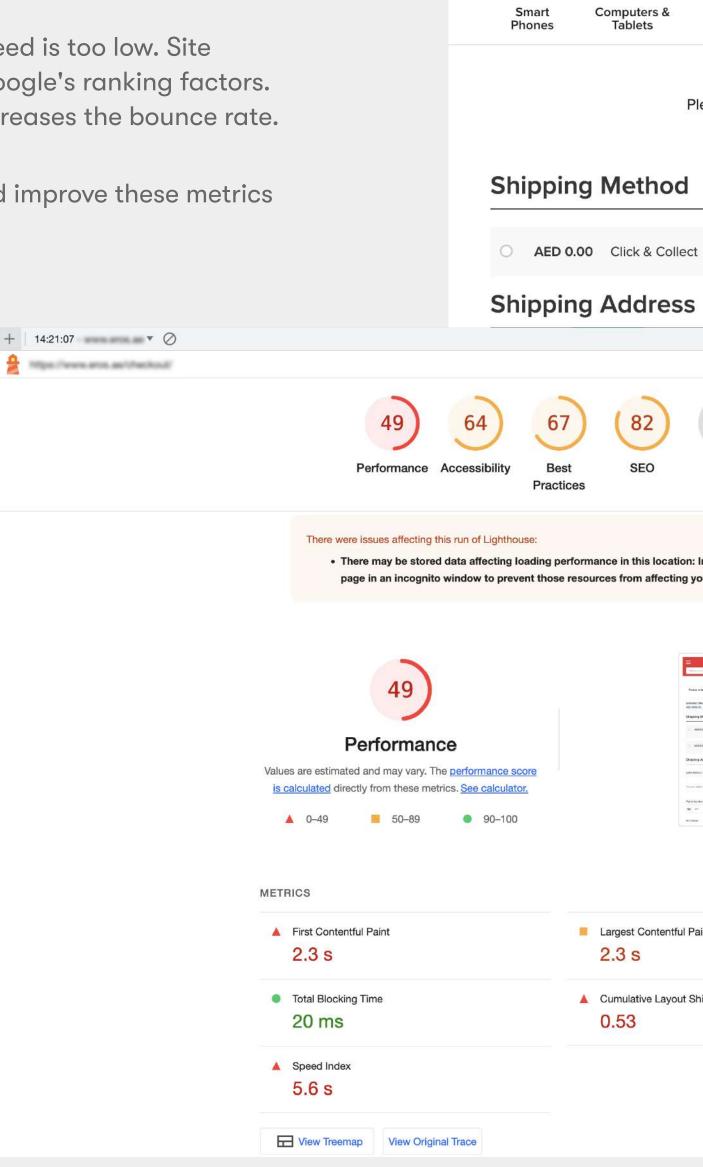
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Checkout navigation

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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.

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at/Villa/Office No. *	Street Name/Number
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	What are you looking for?			Q	Stores	Sign In	Cart
Smart Phones Computers & Tablets	TV & Audio Appliances Wearables Accesso	ories	Musical Instruments	Best Sellers	Deals		
Shipping Method	Shipping Address		Order Summ	nary		Sign	In
• AED 0.00 Click & Collect 3-4 working days	Email Address *		1 Item in Cart				^
AED 0.00 Standard Delivery 3-4 working days	This is a required field.	?	Laptop – Core i7 1	Pro 9 QIL-00025 2 1.7GHz 16GB 256GB h PixelSense Graphi	Shared		
Select a store to collect your order: *	You can create an account after checkout.		Qty: 1			AED 6999.	.00
Dubai Mall	Billing Address						
Dubai Mall	Phone Number *		Apply Discount Co	ode			
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You First	Enter your email address +97	1 Phone	number	JOI	N		
Signup to get our latest offers and updates before everybody else	By joining you agree to receive promotional emails and sms.						

MOBILES & COMPUTERS	TV & AUDIO	BIG APPLIANCES	SMALL APPLIANCES	CUSTOMER SERVICE	COMPANY
Android Phones	Android Tv	Refrigerator	Air Purifiers	Extended Warranty	About
iPhones	QLED TV	Washing Machine	Vaccum Cleaner	Bulk Orders & Enquiries	Corporate Solutions
Android Tablets	4K TV	Chest Freezer	Microwave Oven	Click & Collect	Lighting Solutions
Ipads	8K TV	Dish Wash	Kettles	Product Insurance	Air Conditioning Solutions
Windows Laptops	Home Theatre	Gas Cooker	Mixer Grinder	Requirements for Installation	Careers
Macbooks	Soundbars	Air Conditioner	Hand Blender	Shipping & Delivery Policy	Blog
Monitors	Wireless Music System		Personal Care	Refund, Return, Exchange & Cancellation	
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				FAQs	

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



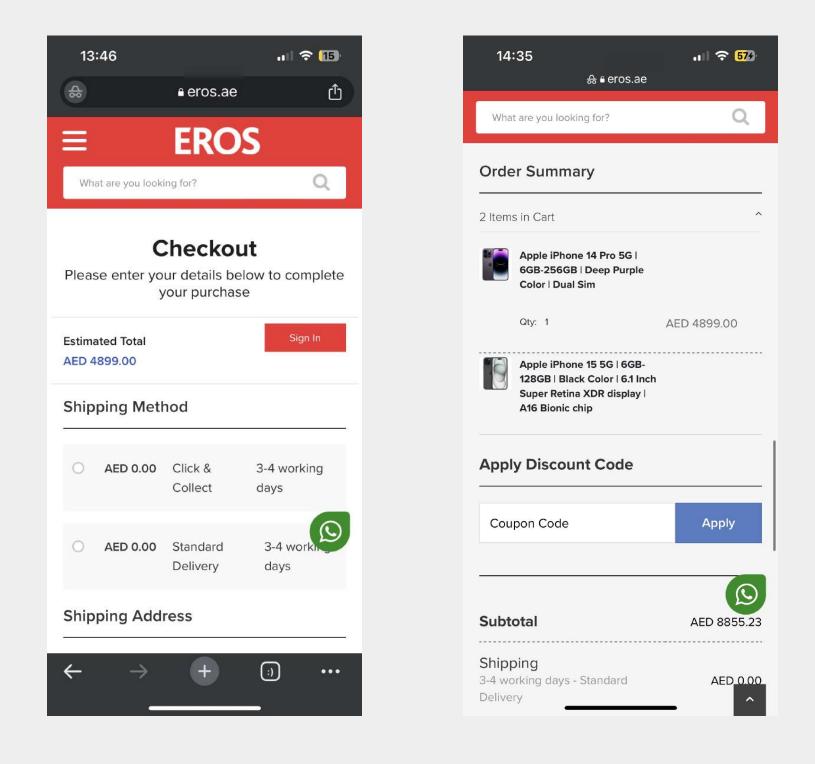


Checkout structure & steps

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.

	Please enter your details below to complete you			Sign In	14:34	
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AED 0.00 Standard Delivery 3-4 working days	You can create an account after checkout.	0	Laptop – Core i7 1.7GHz 16GB 2 Win11Home 13inch PixelSense 0	56GB Shared raphite	What are you loo	king f
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	971	3			Last Name	
	First Name *		Apply Discount Code		~	
			Coupon Code	Apply		
	Last Name		13		Building/Office N	ame
	Building/Office Name *		Subtotal	AED 6665.71		
			Shipping	Not yet calculated		
	Flet/Villa/Office No. * Street Name/Numbe	N	VAT	AED 333.29	This is a require	d fiel
			Total (inclusive of VAT)	AED 6999.00		
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	My billing and shipping address are the same				Emirates *	
	BOUNZ				Abu Dhabi	
	For availing BOUNZ rewards, please login and proceed	ed.				
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	Activate Check Gift Card status					
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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.

	What are you looking for?			C	Stores Sign In Cart
Smart Phones Computers & Tablets	TV & Audio Appliances	Wearables Accessorie	s Musical	Instruments Best Selle	rs Deals
		below to complete your pure	chase		
Shipping Method	Shipping Addr	ess	Orc	ler Summary	Sign In
• AED 0.00 Click & Collect 3-4 working days	Email Address *		1 Item i	in Cart	^
AED 0.00 Standard Delivery 3-4 working days	This is a required field.		0	Microsoft Surface Pro 9 QIL-00 Laptop – Core i7 1.7GHz 16GB 2 Win11Home 13inch PixelSense	56GB Shared
Select a store to collect your order: *	You can create an account afte	er checkout.		Qty: 1	AED 6999.00
	My billing and shipping	address are the same			
Please, choose a store where you would like to pick up your order	BOUNZ		Appl	y Discount Code	
	For availing BOUNZ reward		Coup	pon Code	Appiy
	Gift Card	d Redemption			
	Redeem and use your Gift	Card now	Subto	otal	AED 6665.71
	Activate Che	eck Gift Card status	Shipp 3-4 wo	bing rking days - Click & Collect	AED 0.00
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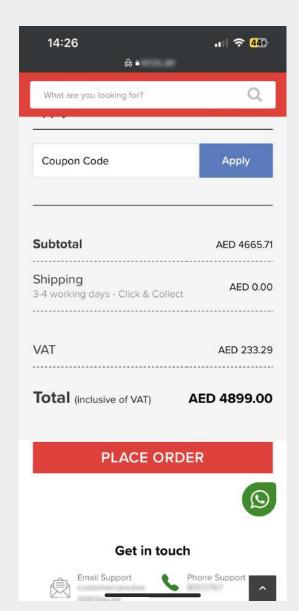
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What are y	ou looking for?	Q

Checkout

Please enter your details below to complete your purchase

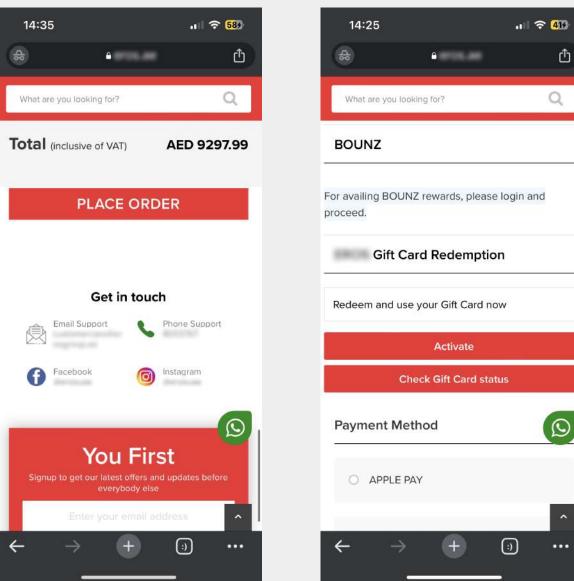
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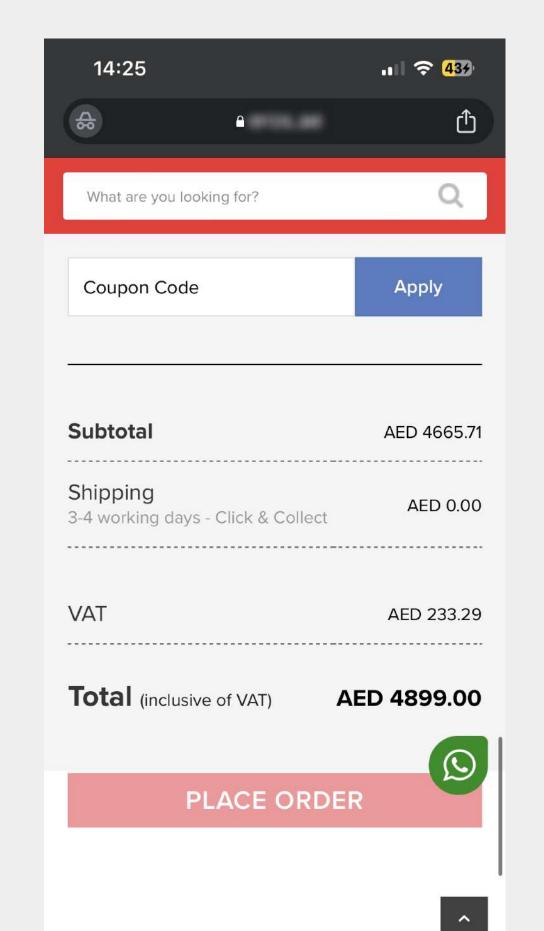
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- There are too many bright red elements distracting attention from the CTA.
- The CTA should be the most eye-catching element on the page. Use color contrast for this button.







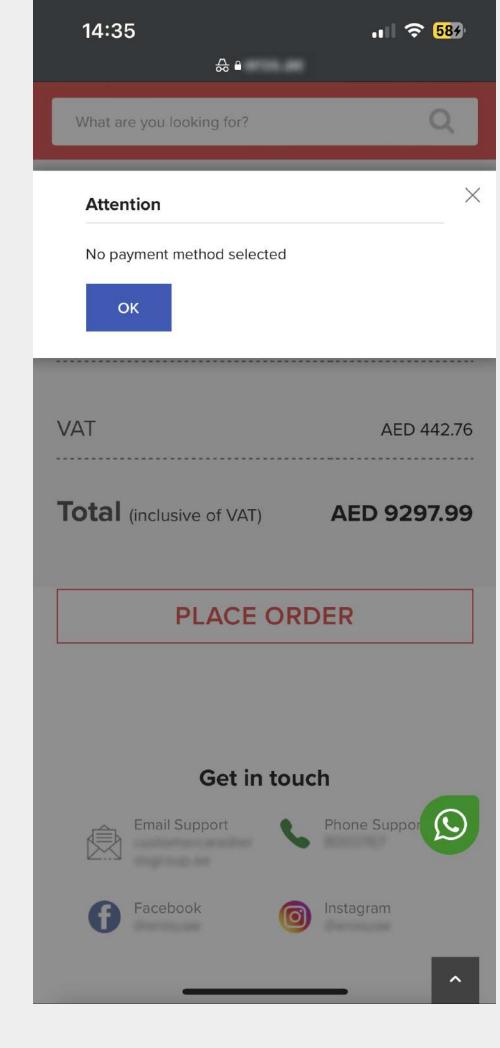




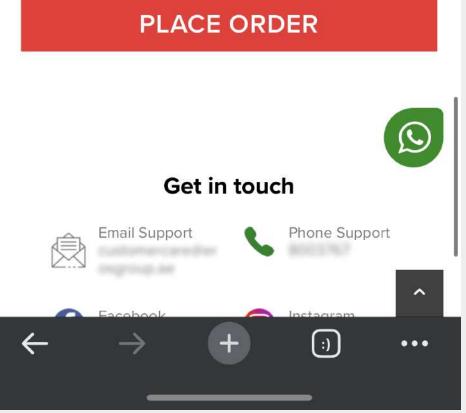
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Placing order

- 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.



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	Û
What are you looking for?	Q
Subtotal	AED 8855.23
Shipping 3-4 working days - Standard Delivery	AED 0.00
VAT	AED 442.76
Total (inclusive of VAT)	AED 9297.99





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.

	What are you looking for?	Q 文 🐣 🂾 Stores Sign In Cart
Smart Phones Computers & Tablets	TV & Audio Appliances Wearables Accessories	Musical Instruments Best Sellers Deals
Shipping Method	Shipping Address	Sign In Order Summary
• AED 0.00 Click & Collect 3-4 working days	Email Address *	1 Item in Cart
AED 0.00 Standard Delivery 3-4 working days	This is a required field.	Microsoft Surface Pro 9 QIL-00025 2 in 1 Laptop – Core i7 1.7GHz 16GB 256GB Shared Win11Home 13inch PixelSense Graphite
Select a store to collect your order: *	You can create an account after checkout.	Qty: 1 AED 6999.00
Dubai Mall	 ➢ Billing Address 	
Dubai Mall	Phone Number *	Apply Discount Code
City: Dubai Mall Zip: 0000 Address: Level 2, Dubai Mall, Downtown	971 This is a required field.	Coupon Code Apply
State: Dubai Description:	First Name *	
	This is a required field.	Subtotal AED 6665.71
	Last Name	Shipping 3-4 working days - Click & Collect
	Building/Office Name *	VAT AED 333.29
		Total (inclusive of VAT) AED 6999.00

14:34 ⇔	ı∥ 奈 <mark>57</mark> 3)
What are you looking for?	Q
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Building/Office Name *	
This is a required field.	
Flat/Villa/Office No. *	Street Name/Number
This is a required field.	
Emirates *	
Abu Dhabi	~
Zip/Postal Code	
Khalidiyah	
City/Area *	^
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What are you looking for?	Q
Phone Number *	
971	?
First Name *	
Last Name	
Building/Office Name *	Q
Flat/Villa/Office No. * Str	eet Name/Number
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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.

My billing and shipping address are the same
, United Arab Emirates
/ Edit
BOUNZ
For availing BOUNZ rewards, please login and proceed.
Gift Card Redemption
Redeem and use your Gift Card now
Activate Check Gift Card status
Payment Method
O Credit / Debit Card

14:34 ? 577) ⇔ ∎	14:35 ⇔	🗢 <mark>57</mark> 3
What are you looking for?	What are you looking for?	Q
City/Area *	Order Summary	
Please select Area ~	2 Items in Cart	^
This is a required field. Image: My billing and shipping address are the same	Apple iPhone 14 Pro 5G 6GB-256GB Deep Purple Color Dual Sim	
	Qty: 1	AED 4899.00
BOUNZ For availing BOUNZ rewards, please login and proceed.	Apple iPhone 15 5G 6GB- 128GB Black Color 6.1 Inch Super Retina XDR display A16 Bionic chip	
Gift Card Redemption	Apply Discount Code	
Redeem and use your Gift Card now	Coupon Code	Apply
Activate		
Check Gift Card status	Subtotal	AED 8855.23
Payment Method	Shipping 3-4 working days - Standard Delivery	AED 0.00



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 applike pop-ups allowing effective use of screen space.

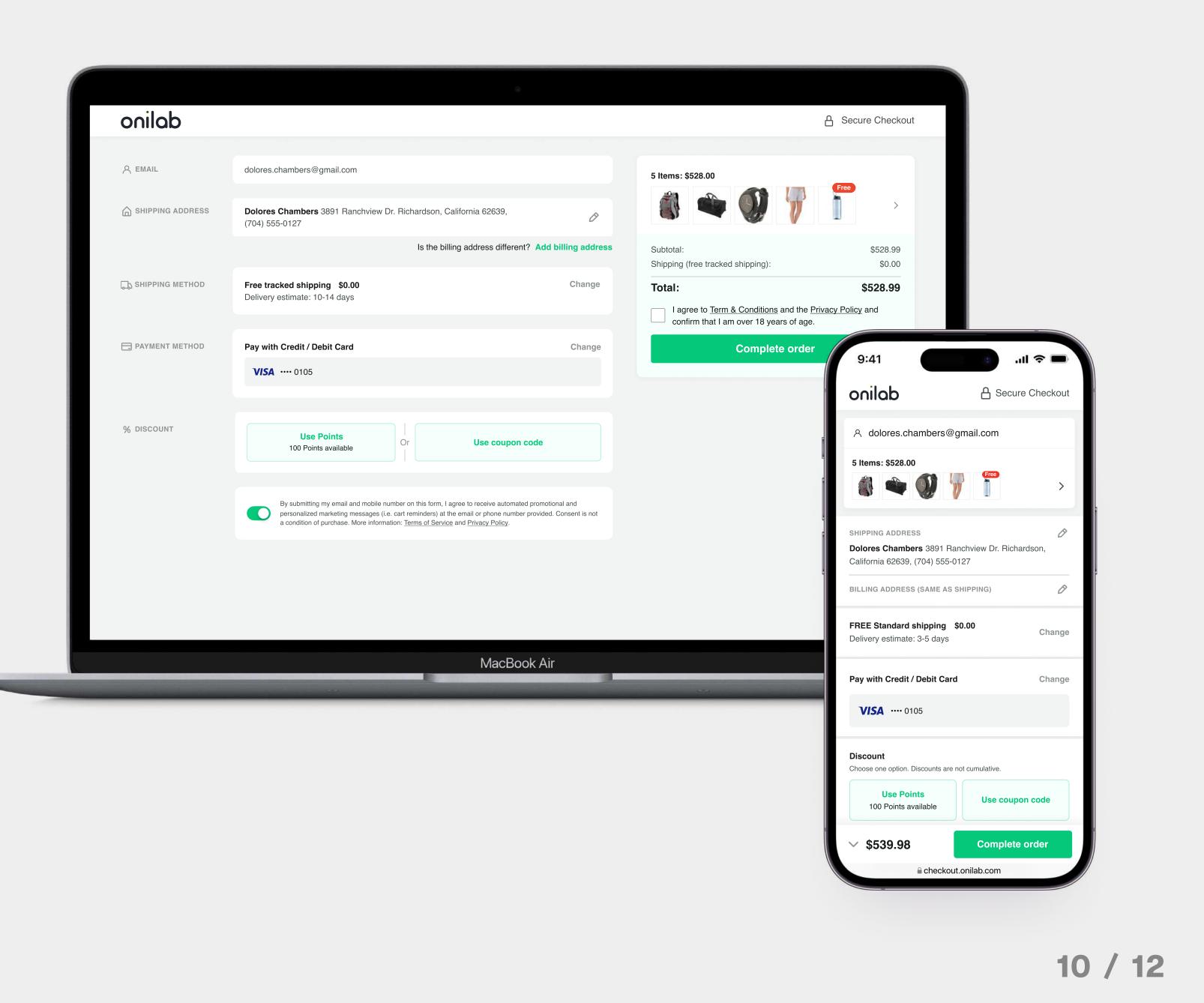


Looks and works like an app on smartphones. Backed by ReactJS, the same approach is used in Progressive Web Apps.



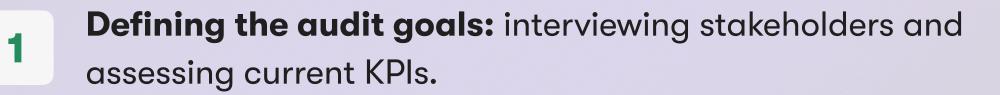
Easy to customize, add new features, and adapt to the company's style guide.

Test the Onilab Checkout yourself. Try demo



Comprehensive UX Audit: What to Expect





Diving into analytics: exploring conversion funnels and user behavior metrics from GA (or other tools).

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Analyzing visual data: studying heatmaps and user session recordings.



Evaluating usability heuristics: checking the product for compliance with 10 principles of interface design.

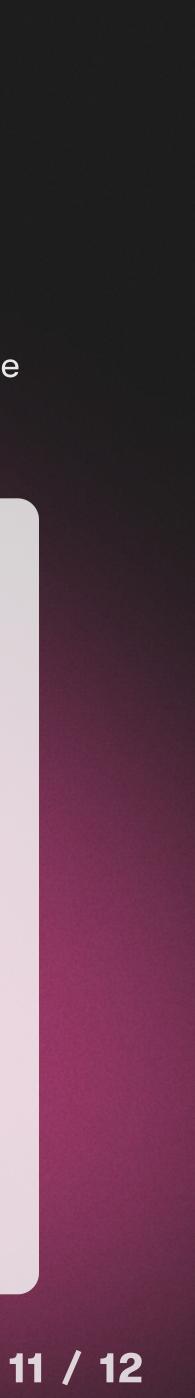
A complete UX review by Onilab is a multidimensional examination of your digital product's user experience and target audience.

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

5

Performing usability testing (optional): conducting testing sessions and user interviews.

- **Building user personas and customer journey maps:** 6 refining customer segmentation and reconstructing a typical user flow for each group.
- **Compiling the UX audit report:** summarizing the 7 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

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.

					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
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Userflow	Product page - Shipping, payment info(product page)/FAQ - Cart - Checkout - Account	page/Brand catego page/Wishlist - Shi	age/Brand category- Product age/Wishlist - Shipping, payment ıfo(product page)/FAQ - Cart - Checkout -		page/Brand catego	ation/Search - Category ory- Product rt - Checkout - Account	Touch points		 Foll information about the system in the particular and in the information about the information 	 See The set oppose spectrum Setting the interaction oppose in control and control and control
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		without reasoning.	ses more emotionally, Saw - wanted - bought. ant to be a part of an	User preference, product characteristics		 Consequent integrations, and Construct and Section and and and and and and and and and an	Conserve a constraint and with Screek to critery Constraints to registry Sector access to registry Sector access to registry Sector access and the Sector access access	
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,		latest fashion trend to learn all the new world.	unique branded ortant to be aware of the ds and be among the first rs about the fashion tion, sorting and filterin	Filters, highlight categories, highlight products, product card	ts.			
What can stop these users of each group from buying?	 Lack of product information The product is out of stock The clothes won't fit Better offers from competitors Lack of reviews about the store Complex and lengthy checkout 	 Can't find the right product (inconvinient navigation) Lack of product information The product is out of stock The clothes won't fit Very few photos/videos of the produ 		 No information items No emotions 	grabbing products in about new/exclusive from the purchase iding how items fit	Possible stoppers, work with objections		٩		
How to solve these problems?	 Comprehensive product description with lots of high-quality photos Size guide Guest checkout FAQ Pre-order option 	 Comprehensive product description with lots of high-quality photos Guest checkout Guest wishlist FAQ Size guide 		(simple regisPromotions of	tration) f new cclusive items	Possible solutions to problems		es Nuclear Industry Best Selers De Order Summary 19em In Cert Manager Samtes Ne 9 GL 60023 Jin 1 Manager Cert Viders Web 2 1606 Bhowe Worthismer Glack NeedSeries Gruphie	Sanh	
What site features are meaningful for users of each group?	 Size guide In stock/out of stock (notify me feature) /pre-order Available sizes and colors Product photos / video 	 Size guide Size guide In stock/out o feature) /pre- Available size Product photo 	order s and colors		 Available size Brand Terms of deli 	s and colors very & Payment methods of stock (notify me	Implement features, sections fo improvement	r	Opr 1 Opr 1 Opr 2	Acolessioo
		ow to complete	14:94 A = 11 Veter are your topbrog top? List Name - Building/Office Name * This is a required field. Enriretes * Adout Drubi Zigi/Postal Code (Multidyub) Ligi/Adda * Ligi/Adda	Sheet Nam	entumber	Audust Huar Process Were Huar Were Huar	And A COMPUTERS COMP	APPLIANCES SMALL APPLIANCES Profession Series Strategies Strategie	line downed Working Annu to A Coard & Brazen Coard Data Colong & Brazen Coard Martin Coard Martin Martin Coard Martin Martin Coard Martin Martin Coard Martin Martin Coard Martin 700	

Stage 3	Delivery & Use
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