

# Neo24

## How to reduce the cart abandonment rate with the remote usability testing



# Research specification

As far as usability is concerned Neo24 successfully achieves its objectives – the website is coherent and accessible. Still, at this level of business, even a minor usability error can have a large impact on the sales conversion rates.

In Neo24 certain changes have been specified. To confirm these changes a remote usability testing was conducted. This testing consisted of a first impression rating and three different scenario tasks on the website. After each task testers answered questions.

The testing was conducted in a neutral environment (i.e. in the testers homes, on their own computers.) This helped in reducing the white coat syndrome whereby the testers act in an unnatural way when being tested during conventional laboratory testing.



## First impression testing

Users looked at the website for 10 seconds, then answered questions about their spontaneous feelings and first impression.



## Three scenario tasks

“Imagine that you are looking for a Samsung LED TV 32 inch. Find it on the website and buy it.”

“Your friend asked for a hairdryer for her birthday. You have 150zł. Find a suitable product on the website and buy it.”

“ You want to do some bigger shopping. You need a home cinema and Escada Magnetism perfume for your friend. Find both these products and buy them.”



## Surveys

After completing each task users answered questions concerning elements that caused problems and their general impressions about using the website.



# Summary and some general results



10

**users**

people who shop online at least once in a month



3

**scenario tasks**

with recordings of users performing tasks on the website



31

**usability problems**

that users have encountered



7

**major problems**

that significantly impact the conversion rates



30

**video recordings**

their behavior on the website, faces and voice



57

**statistics**

regarding the tasks and the users' feedback

# UX Conclusions

## Long and incomprehensible ordering process

Ordering consists of five different steps. Users didn't understand the terminology: Logging in (which de facto stands for 'Shipping information'), Ordering, Summary and Confirmation.

## First impression testing

The major problem was the paid guarantee extension added automatically to the cart. It was added in the form of an intrusive box and hindered the order realization.

The screenshot shows the checkout page of NEO24.PL. At the top, there's a navigation bar with categories like RTV/AGD/IT, DLA DZIECI, PERFUMY, OPONY, DOM I OGRÓD, ZOO, and MOJE KONTO. Below this is a search bar and a 'ZAMÓW' button. A progress bar indicates five steps: 1. Koszyk (highlighted), 2. Logowanie, 3. Zamówienie, 4. Podsumowanie, and 5. Potwierdzenie. The main content area is titled 'Zawartość koszyka' and contains a table with two items: 'Pakiet BezTroski Plus' and 'SAMSUNG UE32H5000'. A red pop-up box titled 'Wybierz Pakiet Ochronny, przedłuż swoją gwarancję' is overlaid on the cart, offering three options for extending the warranty. To the right of the pop-up, there's a summary table showing the total order amount of 1149.00 zł. At the bottom, there are buttons for 'KONTYNUUJ ZAKUPY', 'OPRÓŻNIJ KOSZYK', 'PRZELICZ', 'ZŁÓŻ ZAMÓWIENIE', and a 'ZAPŁAĆ w systemie PayPal' button.

Produkt	Cena jednostkowa	Ilość	Cena
Pakiet BezTroski Plus KOD: BT_PLUS_11	0.01 zł	1	0.01 zł
SAMSUNG UE32H5000 KOD: 104351	999.00 zł	1	999.00 zł

Wybierz pakiet beztroski!	
<input type="checkbox"/> Pakiet BezTroski Premium (15.99 zł z VAT)	<input type="checkbox"/> Pakiet BezTroski Plus (9.99 zł z VAT)

Podsumowanie	
Kod Rabatowy:	ZASTOSUJ
Wartość brutto	1149.00 zł
Koszt dostawy	od 0.00 zł
<b>Suma zamówienia</b>	<b>1149.00 zł</b>

All the call to action buttons looked the same

The call to action buttons had no gradation – all of them were presented in the same way, none of them stood out. The only button presented differently (but still placed too low to be noticeable) was Pay with PayPal.



# Conclusions

## Problematic scoring

Users had problems with the A-B-C-D-E bars. Being at point A they had problems noticing the remaining ones – they have been placed too low. Also, there was problem with understanding two different systems of page numbering: 1-2-3-4-5 and A-B-C-D-E.

## Misleading heading names

There were some problems with the Login heading – it suggests that users need to be logged in to purchase. Still, inside there is an option to make purchase as a guest user.

During the next step: the 'Customer Data' the first form has been named 'Invoice data'. Here, users firstly expected the option to fill in the delivery address.

The screenshot displays a Polish e-commerce checkout interface. At the top, a navigation bar includes categories: RTV/AGD/IT, DLA DZIECI, PERFUMY, OPONY, DOM I OGRÓD, ZOO, and MOJE KONTO. Below this is a progress bar with five steps: 1. Koszyk (green), 2. Logowanie (red), 3. Zamówienie (grey), 4. Podsumowanie (grey), and 5. Potwierdzenie (grey). The main content area is titled 'Zamówienie' and is divided into two columns. The left column, under the heading 'A Logowanie', contains a section 'Twoje Konto' with instructions to log in using email and password, a 'Zapamiętaj mnie' checkbox, and a 'Zaloguj się z PayPal' button. The right column, under the heading 'Jestem tu po raz pierwszy', offers options to 'Założ konto' (create an account) or 'Zamów jako gość' (order as a guest). The 'Założ konto' section lists benefits like promotional notifications and order tracking. The right sidebar, titled 'Koszyk', shows a Samsung UE32H5000 TV with a price of 999.00 zł and a total order sum of 1149.00 zł. At the bottom, a list of steps for the order process is shown: B Dane Klienta, C Sposób dostawy, D Sposób płatności, and E Akceptacja warunków zakupu.

RTV/AGD/IT DLA DZIECI PERFUMY OPONY DOM I OGRÓD ZOO MOJE KONTO

1 2 3 4 5  
Koszyk Logowanie Zamówienie Podsumowanie Potwierdzenie

### Zamówienie

#### A Logowanie

**Twoje Konto**

Aby się zalogować, wpisz swój e-mail oraz hasło. Jeżeli zapomniałeś hasła, możemy Ci je [przypomnieć](#).

E-mail \*

Hasło \*

☐ Zapamiętaj mnie na tym komputerze zgodnie z [Polityką prywatności](#)

[ZALOGUJ SIĘ](#)

[Nie pamiętasz hasła?](#)

[Zaloguj się z PayPal](#)

**Jestem tu po raz pierwszy**

☒ **Założ konto**

Założ nowe konto i korzystaj z niego przy składaniu zamówień

**Co zyskasz zakładając konto?**

- powiadomienia o promocjach
- możliwość śledzenia statusu zamówienia
- podgląd faktury do zamówienia
- łatwiejszy kontakt z obsługą sklepu

☐ **Zamów jako gość**

Rezygnuj z udogodnień sklepu i chęć złożyć zamówienie bez logowania się.

[ZALÓŻ KONTO](#)

### Koszyk

**SAMSUNG UE32H5000**  
KOD: 104351  
1 x 999.00 zł

Przedkupiłam o 1 rok z ochroną od uszkodzeń i kradzieży (+ Pakiet Bezroski Plus GRATIS) 150 zł

1 pozycja(-e) **1149.00 zł**

Kod Rabatowy

Dostawa **Darmowa dostawa**

**Sposób dostawy:**

**Suma zamówienia 1149.00 zł**

[Powrót do koszyka](#)

Jeżeli nie możesz złożyć zamówienia lub masz pytania, zadzwoń!

**Infolinia**  
**801 22 55 88**  
**lub (71) 397 49 99**

Pn-Pt: 08:00-18:00  
Sb-Ndz: 10:00-18:00

B Dane Klienta  
C Sposób dostawy  
D Sposób płatności  
E Akceptacja warunków zakupu



# Shopping layout after introducing changes

NEO24.PL

Masz pytania? Zadzwoń!  
801 22 55 88 71 397 49 99

1 Mój koszyk — 2 Dostawa i płatność — 3 Podsumowanie zamówienia

## PRODUKTY W TWOIM KOSZYKU

CENA PRODUKTU ILOŚĆ KWOTA CAŁKOWITA



SAMSUNG UE32H5000

998,00 zł

< 1 >

998,00 zł



Zawiera Pakiet Ochronny Premium  
+1 rok po upływie gwarancji producenta

ZMIEN

150,00 zł



Pakiet BezTroski Plus  
pakietbeztroski

0,01 zł



OPRÓŻNIJ KOSZYK

Podsumowanie: 1148,01 zł

MAM KOD RABATOWY

Podaj kod

OK

Aby kontynuować zamówienie musisz podać swój e-mail i kod pocztowy dostawy.  
Pozwoli nam to na wybranie dla Ciebie najlepszych opcji transportu.

Twój adres email

Kod pocztowy

< WRÓĆ DO ZAKUPÓW

DOSTAWA I PŁATNOŚĆ >

## Simplification and reduction of the number of steps in shopping process

The new ordering process consists of only three steps: My Cart, Delivery and Payment, and Order Summary. They clearly communicate their purpose and content.

## Gradation of call to action buttons

The main 'next step' button has been set apart from the remaining buttons. The obscure Pay with PayPal button has been removed.

... and many more minor and major changes that decrease the cart abandonment



## Conclusion

The research confirmed the Neo24's expectations and helped introduce new screens in the product ordering process. After these changes the number of abandoned carts decreased. In the remote usability testing 10 people is enough to detect a significant number of problems (38 in this case).

These problems are often details from the border of usability and technology. Still, they have a significant impact on the sales conversion rates.

”

Thanks to Uxeria we were able to quickly and efficiently eliminate three out of seven critical problems. This helped us reduce the number of abandoned carts on our page.

**Mateusz Gołda**

Business Processes Director

Neo24

## There are no ideals in e-commerce

# 67,4 %

Of the internet shop users abandon carts after adding their products

# 90 seconds

to make a decision about purchasing in a particular internet shop

### What hinders the internet shopping?



Additional costs hidden in the early stages



Unclear and complicated navigation



Too lengthy shopping process, too long forms



No legible and precise product descriptions



Problems with finding products on the page



No clearly visible help or customer service

We help people and companies solve problems and make project decisions.  
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