# Neo24

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

**UX**eria
IN USER'S HEAD

# UX 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 150zl. 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.



## 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.

# Shopping layout after introducing changes

**UX**



## 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

# UX

## 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

To 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

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hello@uxeria.com        +48 22 314 14 34        www.uxeria.com