JC/GV Checkout Flow Map

User journey snapshots

Use Case (A)

A guest user completes a delivery order using **a gift order** paid by card and ends up **creating an account**

A01. The user just added something to their mini basket and clicks on "View bag"

- A single CTA like "View Bag and Checkout" would be preferred to have less if we want users to start their checkout journey from the basket but this may add extra clicks to specific gifting)

- Some competitors want a confident scrolling journey/ don't want to see anything else on the page (e.g. Footer) so that it feels almost subconsciously borrow and are not distracted by anything else and are in the mindset of users that are shopping bag for tourist/ gifting

- A part of 2 sections to allow users review a potentially accidental item before actions by giving them the opportunity to remove options to save (e.g. if a friend have deleted it/ etc)

A02. The user reviews their bag and selects the gift option

- More prominent delivery, duty calculations, returns and customer support information impacts users with international addresses to checkout (e.g. DHL, Ocado)

- Shopping bag and Wishlist UI are close to each other and could be confusing / Need consideration on a checkout decision

- Newsletter consent: Although I have agreed up and can see the value of personalised in sign up and beyond and page materials

- The repetition of the "Checkout" button is unlikely to have a positive effect on checkout conversions.

- Coupon code would feel more contextual if we moved it closer to the placing information box.

- Currently, gift option feels like it's not promoted enough

- The shopping bag page might be a good place to promote the benefits of creating an account and allow customers to sign up early

- Recommendations are currently very low on the page and the user can easily disregard

- JC shows estimated delivery dates up front. This works more well if known that the delivery cycle is short.

  - Est. 2/3 weeks for delivery information usage will not be as relevant for ongoing effect on purchase conversion

  - 60% of users and 25% of GV users checkout using a desktop device in UK and Europe 1 - browsing behaviour is likely to be different on mobile

  - Experience might become performance is not difficult on mobile or Desktop except from GV's shipping page. In addition, the recommendations on the GV's Shipping page, is 60% of mobile users, it might be a usability issue with logos

A03. The user adds gifting details and clicks "Continue to checkout"

- The user is currently asked to tick "write a message" in order to be able to write at the bottom rather than automatically being able to.

- Can the gifting module appear contextually as a non-input basket item rather than a popup?

A04. The user lands on the checkout page with the Shopping accordion drawer expanded

A05. The user is asked to decide if they want to sign in or checkout as a guest. They decide to checkout as a guest and enters their email to continue.

- The user should provide an email optionally if he wants to checkout as a guest

  - Is there a reason why customers in places to create the user account at this point?

- Other options that could replace it this page to sign in by having email password, or sign in using Google, Facebook, Apple ID, MoTek etc.

- Some e-commerce sites like Louis Vuitton will also a SA option which is Sign up. We can investigate the possibility of implementing this as a way to encourage customers to create an account at checkout.

- Number of steps is less damaging than effort needed from the user. We should aim to reduce the # of clicks and effort needed by the user (e.g. Auto-fill of Name, rather than first and Last Names, and an address finder rather than typing in the full address). This would require effort / data needs, Analytics and conventional research to understand the feasibility of this.

- Better messages about security returns and delivery policy, customer support, expected payments throughout the checkout journey increase the chances of the user checking out as a guest.

- UX Hamlin's suggest that the user benefit of a single page checkout is political. Stakeholders are more concerned about the # of clicks to checkout, we do understand the limitation of space.

A06. The user lands on the checkout page with the Shopping accordion drawer expanded

- Single page checkout has the benefit of being more forgiving for mistakes compare to a multi step one. I can see the benefit of a single page checkout, but I am also very attached to a multi step checkout because of its ability to reduce the # of steps and effort needed by the user. The idea of retaining Express Delivery and then also Currency is also very much loved (Express Delivery and the ease to do that one).

- Users do not always understand that they can only ship to the current locale. A message about this early in the journey could help.

- For certain types of users a checkout flow without an purchase restriction would suit them and go clicking the checkout. We can consider testing a "Book it / Collect and in-store experience" for a subset.

A07. The user chooses delivery as an option with their preferred delivery address (e.g. Express) and fills in the delivery address details.

- Can the address to be billing require the user to think ahead which means store pugnitive effort?

- The repetition of the delivery address in the accordion and below the basket (wrong with unnecessary complexity to the page

- Form usability can be optimised to improve conversion (e.g. Auto-fill of Name, rather than first and Last Names, and an address finder rather than typing in the full address). This would require effort / data needs, Analytics and conventional research to understand the feasibility of this.

- Inline validation (e.g. Apple Pay you don't have to enter your address)

- Do 6% very 60% of the users that select a payment method on PP will finally complete the transaction (i.e 60% vs 6%)

- Do 6% very 25% of the users that completed the checkout on PP will finally complete the transaction (i.e 25% vs 6%)

A08. The user is asked to decide if they want to sign in or checkout as a guest. They decide to checkout as a guest and enters his email to continue.

- The only module should be and function in exactly the same way as in the shopping bag page.

A09. The user uses the Gifting accordion drawer expanded / he can see his gifting information he has added.

- If I have typed a message but accidentally unchecks the gifting option. The message should be saved so I can check it again without having what I've typed

A10. The user uses the Billing accordion drawer expanded with all the different payment methods.

- A banner back button should allow users return to the previous accordion state rather than leaving the checkout flow.

- Users do not always understand that they can only use billing address with the current locale. A message about this early in the page can be helpful.

- Billing address currently is saved before checkout is completed (i.e. customers can't change their billing address once they've hit pay) and users may have a good experience but subsequently, e.g. Apple Pay you don't have to enter address.

- Do 6% very 60% of the users that select a payment method on PP will finally complete the transaction (i.e 60% vs 6%)

- Do 6% very 25% of the users that completed the checkout on PP will finally complete the transaction (i.e 25% vs 6%)

A11. The user selects to pay by credit card and enters credit card details

- Good UX practices suggest that you should map digital credit card fields with physical fields. This means that there could be 4 card fields (Name, Number, Expiry, CVV).

- Card type can be auto detected. Can we do this in our case?

- Card number can be auto formatted which is XXXX XXXX XXXX (4 numbers in each) block.

A12. The user selects billing address to be the same as delivery address and hits "Pay now" to complete the transaction

- The user is offered the option (selected by default) to use the same as delivery address

A13. The user lands in the 3rd Party platform and this is all necessary information. They complete their transaction.

- Currently when a transaction fails (are we able to the shopping bag page where you can see a message saying that the payment failed. This means that the product remains in the basket. The email service should also send out an email to the customer to remind them to visit their bag more empathetic.

- It is important to show the order summary at this stage. Some customers may have forgotten what they have purchased and want to be able to check it out again

A14. The user sees a successful order confirmation message with the order details. They are encouraged to create an account as well as sign up to the newsletter.

- According to the brief, newsletter consent should be prompted more than the new account creation. It has been suggested that the user should be prompted during the ordering process.

- It is important to show the order summary at this stage. Some customers may have forgotten what they have purchased and want to be able to check it out again

A15. The user opts in to the marketing newsletter

- Showing our newsletter sample increases the chances of a user to sign up

A16. The user clicks to create an account on the once a statement

- Asking user to enter a password only once is recommended in this stage. To avoid errors in "store password". Trigger error help.

A17. The user is taken to the My Account landing page

Use Case (B)

A guest user completes a delivery order using a **coupon code**

B01. The user just added something to their mini basket and clicks on "View Bag"

B02. The user reviews the bag and clicks on the coupon code field to enter a promo code he has been given.

B03. The user enters a coupon code and clicks on "Continue to checkout"

- We are instantly see the promo discount with the coupon code visible each of all areas visible throughout the checkout flow

B04. The user is asked to decide if he wants to sign in or checkout as a guest. He decides to checkout as a guest and enters his email to continue.

Use Case (C)

A guest user completes a delivery order and pays with **Klarna**

C12. The user uses the Billing accordion drawer expanded with all the different payment methods.

C14. The user selects to pay with Klarna

C15. The user lands in the 3rd Party platform and this is all necessary information. They complete their transaction.

C16. The user sees a successful order confirmation message with the order details. They are encouraged to create an account as well as sign up to the newsletter.

Use Case (D)

A guest user completes a delivery order and pays with **Clearpay**

D12. The user uses the Billing accordion drawer expanded with all the different payment methods.

D14. The user selects to pay with Clearpay

D15. The user lands in the 3rd Party platform and this is all necessary information. They complete their transaction.

D16. The user sees a successful order confirmation message with the order details. They are encouraged to create an account as well as sign up to the newsletter.

Use Case (E)

A guest user completes a delivery order and pays with **PayPal**

E12. The user uses the Billing accordion drawer expanded with all the different payment methods.

E14. The user selects to pay with PayPal

E15. The user lands in the 3rd Party platform and this is all necessary information. They complete their transaction.

E16. The user sees a successful order confirmation message with the order details. They are encouraged to create an account as well as sign up to the newsletter.

Use Case (F)

A guest user completes an order for **collection in store**

F01. The user just added something to his mini basket and clicks on "View bag"

F02. The user reviews the bag and clicks on "Continue to checkout"

F04. The user is asked to decide if he wants to sign in or checkout as a guest. He decides to checkout as a guest and enters his email to continue.

F07. The user lands on the checkout page with the Shopping accordion drawer expanded

F08. The user chooses collect in store as his preferred shipping method and specifies which store.

- The user shouldn't see the shipping information part of the form once he selected to collect in store

F09. The user skips the Gifting option

- Gifting option should be easy to notice and easy to skip

- How collection in store ties with the gifting option? Is it possible?

F12. The user uses the Billing accordion drawer expanded with all the different payment methods.

- By default if the user should be asked to enter billing information (as per Apple's possible delivery) information

F13. The user selects to pay by credit card and enters credit card details

F17. The user fills in billing address details (since he doesn't have the option to select the same as delivery) and hits "Pay now" to complete the transaction.

F18. The user lands in the 3rd Party platform and this is all necessary information. They complete their transaction.

F19. The user sees a successful order confirmation message with the order details.

- The confirmation message should take into account that the user has chosen their preferred delivery date

Use Case (G)

A guest user fails to complete a transaction as the **payment is being declined**

G01. The user just added something to their mini basket and clicks on "View bag"

G02. The user reviews the bag and clicks on "Continue to checkout"

G04. The user lands on the checkout page with the Shopping accordion drawer expanded

G05. The user is asked to decide if he wants to sign in or checkout as a guest. He decides to checkout as a guest and enters his email to continue.

G07. The user lands on the checkout page with the Shopping accordion drawer expanded

G08. The user chooses delivery as an option with their preferred delivery address (e.g. Express) and fills in the delivery address details.

G09. The user skips the Gifting option

G12. The user uses the Billing accordion drawer expanded with all the different payment methods.

G13. The user selects to pay by credit card and enters credit card details

G17. The user selects billing address to be the same as delivery address and hits "Pay now" to complete the transaction.

G18. The user lands in the 3rd Party platform and this is all necessary information. They complete their transaction.

G20. The user is notified that the transaction has failed

- What happens in this case?

Use Case (H)

A **registered customer** without an address or cards record signs in and completes a delivery order

H01. The user just added something to their mini basket and clicks on "View bag"

H02. The user reviews their bag and clicks on "Continue to checkout"

H04. The user is asked to decide if they want to sign in or checkout as a guest. They decide to sign in and are then kept in and prompted.

- Currently signing in is a 2 step process. Ideally we should explore type and password fields together (email first, no name) and app details at a later moment

H07. The user lands on the checkout page with the Shopping accordion drawer expanded

H08. The user chooses delivery as an option with their preferred delivery address (e.g. Express) and fills in the delivery address details.

- Delivery options can already be prefilled based on the latest user behaviour (i.e if last time I selected to collect in store, then this time it will be prefilled). This would require validation, testing, hypothesis and a potential learning platform

- We can in this case should be prompted to save their delivery address in their account

H09. The user skips the Gifting option

H12. The user uses the Billing accordion drawer expanded with all the different payment methods.

- We can in this case should be prompted to save their card details with the billing details in their account

H13. The user selects to pay by credit card and enters credit card details

H17. The user selects billing address to be the same as delivery address and hits "Pay now" to complete the transaction.

H18. The user lands in the 3rd Party platform and this is all necessary information. They complete their transaction.

H19. The user sees a successful order confirmation message with the order details. They are encouraged to sign up to the newsletter (but not to create an account since they already have one).

- We can take the opportunity of not having to ask for a sign up of this sort and promote products or a feature in the moment

H21. The user opts in to the marketing newsletter

H24. The user is taken to the My Account landing page

- Will the order be visible immediately in My Orders?

Use Case (I)

A registered customer who is already signed in completes a delivery order using one of their **saved addresses and cards**

I01. The user just added something to their mini basket and clicks on "View bag"

I02. The user reviews their bag and clicks on "Continue to checkout"

I07. The user lands on the checkout page with the Shopping accordion drawer expanded

I08. The user chooses delivery as an option with their preferred delivery address (e.g. Express) and fills in the delivery address details.

- The user should be able to fill My Account to mark an address as default

I09. The user skips the Gifting option

I12. The user uses the Billing accordion drawer expanded with all the different payment methods.

I13. The user selects to pay by credit card and selects one of their saved cards.

- Will the user be prompted to enter the CVV code?

I17. The user selects one of their saved addresses and the "Pay now" to complete the transaction.

- Does this user want to select an address here, or billing address? Is this inconvenient and time consuming to scroll back?

Use Case LS

A user signs in using **Apple ID** and completes a delivery order using **Apple Pay**

J01. The user just added something to their mini basket and clicks on "View bag"

J02. The user reviews their bag and clicks on "Continue to checkout"

J04. The user is asked to decide if they want to sign in or checkout as a guest. He decides to sign in and is on the options to log in to his Apple ID

J06. The user signs in with his Apple ID

J07. The user lands on the checkout page with the Shopping accordion drawer expanded

J08. The user chooses delivery as an option with their preferred delivery address (e.g. Express) and fills in the delivery address details.

J09. The user skips the Gifting option

J12. The user uses the Billing accordion drawer expanded with all the different payment methods.

J15. They select to pay with their Apple Pay

J21. The user sees a successful order confirmation message with the order details. They are encouraged to create an account (but not to create an account since they already have one).

J23. The user opts in to the marketing newsletter

J24. The user is taken to the My Account landing page

Micro Use Case (L)

A registered user completes a purchase in **Italy** using their credit card

L12. The user uses the Billing accordion drawer expanded with all the different payment methods. They notice that they are also shown a promo text: Free order in GV Service.

L13. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis at justo vel feugiat.

- What happens if the customer is not an Italian citizen?

Currently the FiscalCF question is asked only when a customer selects Italy as their country. Should it be visible to non-Italy business (not an issue)

Micro Use Case (M)

M The user wants to buy a fragrance and **ship it to Alaska**. Due to shipping restrictions they are not able to complete their purchase.

M08. The user enters Alaska as the shipping destination. They are shown a message that the fragrance cannot be sent to this destination and is asked either to ship elsewhere or remove

- The user should be warned earlier that the fragrance cannot be sent to Alaska

- The message should not be shown to local to another destination at this stage doesn't feel very customer friendly. Ideally we would not show the items in the basket, but being proactive is key)

M09. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis at justo vel feugiat.

Micro Use Case (N)

A customer in **Japan**, completes a purchase by selecting a specific delivery date

N07. The user lands on the checkout page with the Shopping accordion drawer expanded

N08. The user chooses delivery as an option with their preferred delivery address (e.g. Express) and fills in the delivery address details.

- A reason this user is able to select when they want their purchase to be delivered

N09. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis at justo vel feugiat.

N10. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis at justo vel feugiat.

N11. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis at justo vel feugiat.