Sephora Checkout

Redesign

Design Brief

- Improve the checkout flow for Sephora customers

- Reduce the cart abandonments

Design Team

- Design Lead

- Two senior UX designers

- One UI designer

- Two product managers

- A whole slew of engineers

Problem

Solve for: Too much cart abandonment

A recent Baymard Institute study revealed that, on average, 69.23% of shoppers abandon their cart.

At Sephora that number was closer to 79%

The difference translates into many millions of dollars in lost revenue.
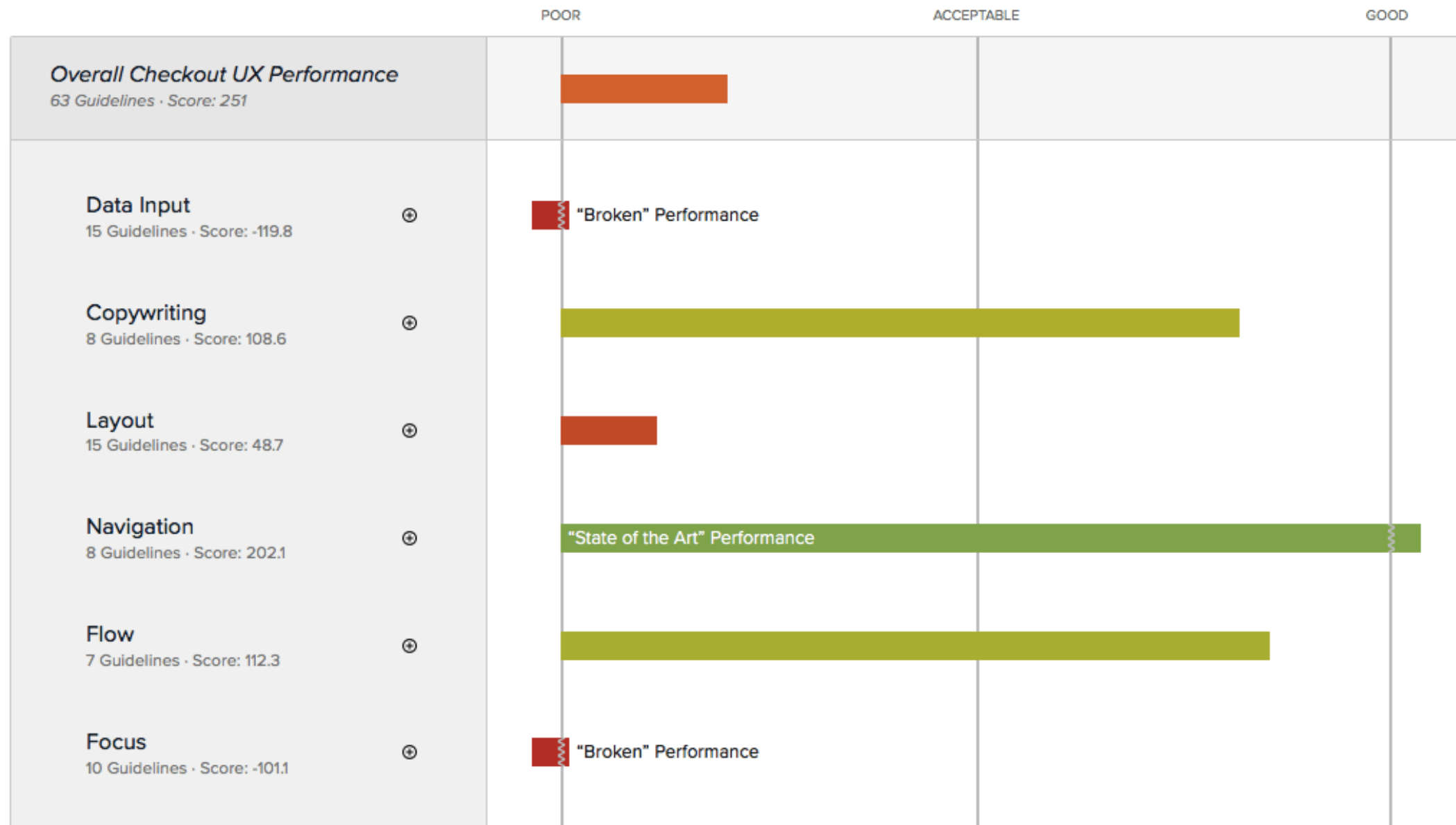
How Sephora Stacked up*

Before redesign

- Ranked #76 out of 100 eCommerce sites

- Overall score of 250 (out of 1000)

- 'State of the Art' designation in just 1 category

- Violated 28 usability guidelines

250
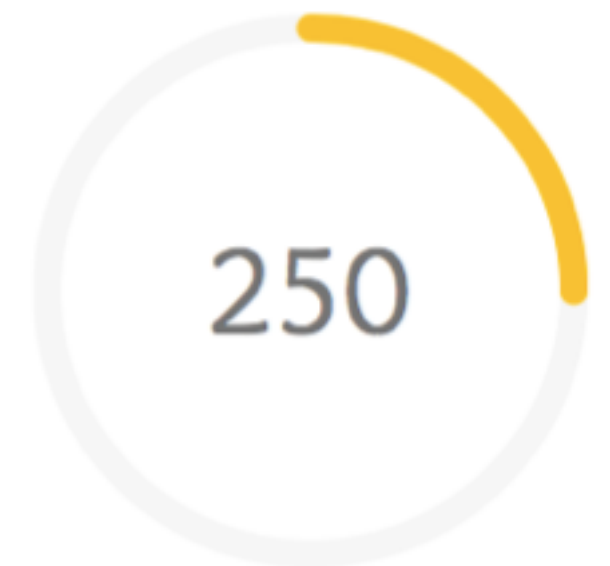
Score *before* redesign

* Baymard Institute Benchmark Study comparing 100 eCommerce sites against a set of 134 usability guidelines.

How Sephora Stacked up

	POOR	ACCEPTABLE	GOOD
Overall Checkout UX Performance 63 Guidelines · Score: 251			
Data Input 15 Guidelines · Score: -119.8 ⊕	"Broken" Performance		
Copywriting 8 Guidelines · Score: 108.6 ⊕			
Layout 15 Guidelines · Score: 48.7 ⊕			
Navigation 8 Guidelines · Score: 202.1 ⊕	"State of the Art" Performance		
Flow 7 Guidelines · Score: 112.3 ⊕			
Focus 10 Guidelines · Score: -101.1 ⊕	"Broken" Performance		

Methodology

Focus

Focus redesign on significant problem spots that would give us the most impact for our efforts.

We specifically looked at how Sephora could improve the shopping cart and checkout flow to ensure fewer users abandoned their purchases.

Benchmark

Used research by Baymard to understand typical HCI in checkout and best practices across all eCommerce.

Conducted benchmark studies in our vertical among competitors Macy's, Nordstroms, Crate & Barrel and Walgreens

And startups innovating checkout like Warby Parker.

Approach

Iterate and test wires & prototypes to validate design decisions.

My team worked closely with PM, ENG and business stakeholders to balance user desires with business goals.

Research

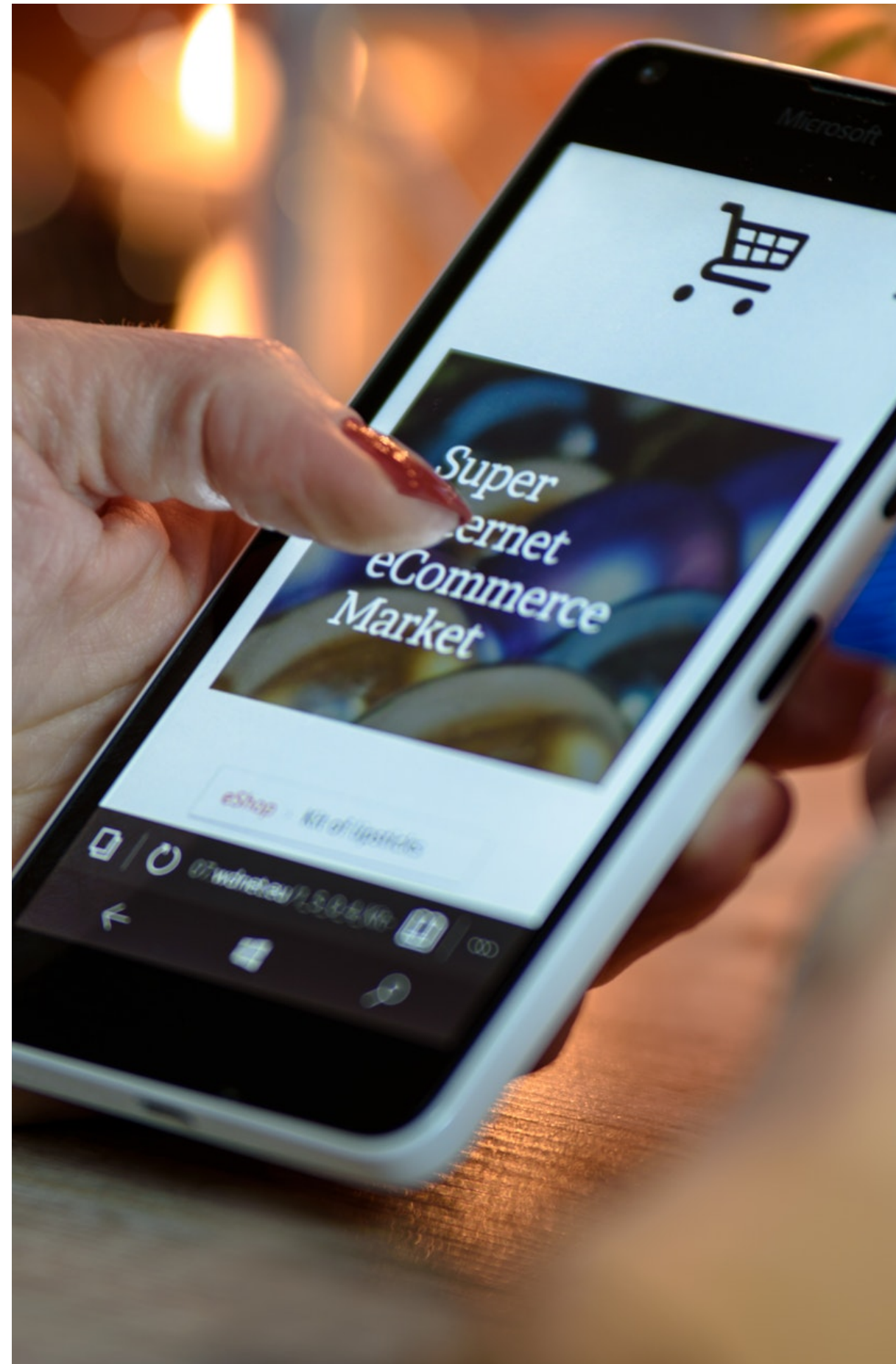Analysis

Design

Test

Research

Research Reports

Using Baymard's 134 'Checkout Usability Guidelines' as the heuristics & scoring parameters, we noted those areas where Sephora's flow was sub-par.

This gave us our game plan for the first iteration of the redesign.

Competitive Analysis

- What do our competitors do well?
- What do they do wrong?
- What can we improve?

Competitive analysis

Overall checkout flow	Sephora	Amazon	Walgreens	WarbyParker	Macy's
All checkout steps on a single page				X	
Progressive reveal				X	
Guest checkout		X		X	X
Option to save info and create account as final step		X		X	X

Shopping cart & Add to cart behaveior	Sephora	Amazon	Walgreens	WarbyParker	Macy's
Clear confirmation when product added to cart	X	X	X	X	X
Cart contents remain visible until the user clicks away	X	X	X		
Nudging them towards the checkout	X	X	X	X	X
Allow quantity changes, delete in the cart		X			X
Show product details in cart		X	X	X	X
Allow move item from cart to saved items list		X			X

Shipping & in-store pickup	Sephora	Amazon	Walgreens	WarbyParker	Macy's
Make shipping costs obvious from the cart				X	X
Provide optional in-store pickup			X		

Page design	Sephora	Amazon	Walgreens	WarbyParker	Macy's
Show cart icon on every page	X	X	X	X	X
Show quantity in cart on every page		X	X	X	X
Provide subtotal and total		X		X	

Quantitative data

We looked at customer analytics captured over the last year to understand where drop-offs occurred in the checkout flow.

Quantitative data

During the redesign, we conducted A/B testing with Sephora customers:

- Two versions of 'billing/shipping'
- Three versions of 'Captcha'
- Two versions of 'cart'
- Two versions of 'added to cart'

Qualitative data

Testing before & during redesign

- Focus groups

- Task-based 1:1s

- Journey maps

- Personas

- Surveys & interviews

Usability testing

75 subjects and a clickable prototype following the "Think Aloud" protocol.

The exercise tasked users to complete a purchase for multiple different types of products from "shopping cart" to "completed sale."

Usability testing

Aimed to understand the breadth of the user's behavior to identify the issues that are most likely to cause checkout abandonments.

As importantly, to present solutions and validate new design patterns that were verified to increase a high performing checkout flow.

Findings

Reported Pain Points

1. Shipping cost too high ← **Reveal cost up front - don't hide it**

2. Forced to make an account ← **Guest checkout**

3. Checkout process too confusing/long ← **Shorten & simplify**

4. Couldn't see total cost before purchase ← **Show a running total**

5. Errors and crashes ← **Mitigate user errors, get on top of system crashes**

Transparency and simplicity builds trust → 6. Lack of trust

Provide delivery options → 7. Delivery too slow

Recommend better → 8. Return policy

Recommend more → 9. Not enough payment methods

Minimize user error problem → 10. Credit card declined

Key UX Guidelines

- Speed checkout process
- Fewer choices
- Faster loading times
- Fewer redundancies
- More shortcuts
- Simplify visual hierarchy & cues
- Improve copy/wording

Redesign

In this checkout step there's 15 highlights (pro only) outlining what Sephora are doing right and wrong.

Tip: Navigate using the arrows on the left and right of the page.

Field Labels & Microcopy
Guideline #115
High impact · 26% get it wrong

Field Labels & Microcopy
Guideline #113
High impact · 8% get it wrong

Form Design & Features
Guideline #99
High impact · 16% get it wrong

Form Design & Features
Guideline #97
High impact · 18% get it wrong

Field Labels & Microcopy
Guideline #112
Low impact · 90% get it wrong

Customer & Address Information
Guideline #28
High impact · 60% get it wrong

Customer & Address Information
Guideline #29
High impact · 16% get it wrong

Customer & Address Information
Guideline #23
Low impact · 54% get it wrong

Customer & Address Information
Guideline #30
Low impact · 90% get it wrong

Customer & Address Information
Guideline #34
High impact · VIEW MORE it wrong

Form Design & Features
Guideline #96
High impact · 36% get it wrong

Validation Errors & Data Persistence
Guideline #105
High impact · 30% get it wrong

Field Design & Features
Guideline #123
High impact · 46% get it wrong

Validation Errors & Data Persistence
Guideline #104
High impact · 86% get it wrong

Field Design & Features
Guideline #120
High impact · 42% get it wrong

SEPHORA

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SECURE CHECKOUT

1. SHIPPING ADDRESS

First name
Required

Last name
Required

Address
Required

Address line 2

Zip Code
Required

State/Region
Enter Zip First

City
Enter Zip First

Phone
Required

☑ Set as my default shipping address

CONTINUE TO SHIPPING OPTIONS

2. SHIPPING OPTIONS

3. PAYMENT

4. ACCOUNT CREATION

5. REVIEW & PLACE ORDER

PLACE ORDER

ORDER SUMMARY edit basket

Merchandise Subtotal $4.00
Shipping & Handling TBD
Tax TBD

Order Total $4.00

ADD PROMO CODE (1 per order)

Enter Code

view promo codes

SEPHORA COLLECTION Soft Touch Cotton Pads $4.00
ITEM 1258474 · QTY 1
SIZE 70 pads

PLACE ORDER

Full checkout flow on a single screen w/ progressive reveal

Checkout Step 4 of 9 Delivery options

In this checkout step there's 11 highlights (pro only) outlining what Sephora are doing right and wrong.

Tip: Navigate using the arrows on the left and right of the page.

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SECURE CHECKOUT

1. SHIPPING ADDRESS   EDIT

John Newman
2512 Chestnut Street
SAN FRANCISCO, CA 94123
United States
415-315-9111

2. SHIPPING OPTIONS

SHIPPING METHOD ?

$5.95 – Standard 3 Day (Estimated Delivery: Wed 6/8 to Thu 6/9)

$10.95 – 2 Day Shipping (Estimated Delivery: Tue 6/7 to Wed 6/8)

$16.95 – 1 Day Shipping (Estimated Delivery: Mon 6/6 to Tue 6/7)

$6.95 – USPS Priority (Estimated Delivery: Tue 6/7 to Thu 6/9)

GIFT OPTIONS ?

☐ Add a gift wrap and a personal message to your order

CONTINUE TO PAYMENT

3. PAYMENT

4. ACCOUNT CREATION

5. REVIEW & PLACE ORDER

PLACE ORDER

ORDER SUMMARY   edit basket

Merchandise Subtotal $4.00
Shipping & Handling   TBD
Tax $0.35

Order Total   **$4.35**

ADD PROMO CODE (1 per order)

[Enter Code]

view promo codes

SEPHORA COLLECTION Soft $4.00
Touch Cotton Pads
ITEM 1258474 · QTY 1
SIZE 70 pads

PLACE ORDER

Shipping options w/clear pricing included in total

Checkout Step 5 of 9

In this checkout step there's 6 highlights (pro only) outlining what Sephora are doing right and wrong.

Tip: Navigate using the arrows on the left and right of the page.

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SECURE CHECKOUT

1. SHIPPING ADDRESS	EDIT

John Newman
2512 Chestnut Street
SAN FRANCISCO, CA 94123
United States
415-315-9111

2. SHIPPING OPTIONS

SHIPPING METHOD ⊙

- **$5.95 – Standard 3 Day** (Estimated Delivery: Wed 6/8 to Thu 6/9)
- **$10.95 – 2 Day Shipping** (Estimated Delivery: Tue 6/7 to Wed 6/8)
- **$16.95 – 1 Day Shipping** (Estimated Delivery: Mon 6/6 to Tue 6/7)
- **$6.95 – USPS Priority** (Estimated Delivery: Tue 6/7 to Thu 6/9)

GIFT OPTIONS ⊙

☑ Add a gift wrap and a personal message to your order

- **No Gift Packaging - FREE**
- **Add Gift Satchel - $2.00**
- **Add Gift Box - $4.00**

PLACE ORDER

ORDER SUMMARY edit basket

Merchandise Subtotal	$4.00
Shipping & Handling	TBD
Tax	$0.35
Order Total	**$4.35**

ADD PROMO CODE (1 per order)

Enter Code

view promo codes

SEPHORA COLLECTION Soft Touch Cotton Pads $4.00
ITEM 1258474 • QTY 1
SIZE 70 pads

PLACE ORDER

Shipping & Store Pickup
Guideline #42
High impact · 8% get it wrong

Shipping & Store Pickup
Guideline #44
High impact · 94% get it wrong

Gifting Flow & Features
Guideline #37
High impact · 46% get it wrong

Payment Flow & Methods (Incl. 3rd-Party)
Guideline #54
High impact · 32% get it wrong

Gift options w/clear pricing

In this checkout step there's 20 highlights (pro only) outlining what Sephora are doing right and wrong.

Tip: Navigate using the arrows on the left and right of the page.

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SECURE CHECKOUT

1. SHIPPING ADDRESS	EDIT

John Newman
2512 Chestnut Street
SAN FRANCISCO, CA 94123
United States
415-315-9111

2. SHIPPING OPTIONS	EDIT

$5.95 – Standard 3 Day   None – **FREE**
(Estimated Delivery: Wed 6/8 to Thu 6/9)

3. PAYMENT

CREDIT CARD 🔒   VISA · Mastercard · Discover · American Express · JCPenney

Card number

[Required]

Expiration   Security code ❓
month ▾   year ▾   CVV/CVC

First name   Last name
John   Newman

☐ Save this card for future purchases

BILLING ADDRESS

☑ My shipping & billing addresses are the same.
2512 Chestnut Street
SAN FRANCISCO, CA 94123
United States
415-315-9111

add new address

PLACE ORDER

ORDER SUMMARY   edit basket

Merchandise Subtotal	$4.00
Gift Wrap	FREE
Shipping & Handling	$5.95
Tax	$0.87
Order Total	**$10.82**

ADD PROMO CODE (1 per order)

Enter Code

view promo codes

SEPHORA COLLECTION Soft Touch Cotton Pads $4.00
ITEM 1258474 · QTY 1
SIZE 70 pads

PLACE ORDER

Payment Flow & Methods (Incl. 3rd-Party)
Guideline #52
High impact · 32% get it wrong

Credit Card Form
Guideline #59
High impact · 70% get it wrong

Credit Card Form
Guideline #60
High impact · 80% get it wrong

Credit Card Form
Guideline #66
High impact · 24% get it wrong

Credit Card Form
Guideline #68
High impact · 26% get it wrong

Default Values & Autocompletion
Guideline #131
High impact · 2% get it wrong

Default Values & Autocompletion
Guideline #129
High impact · 26% get it wrong

Credit Card Form
Guideline #63
High impact · 32% get it wrong

Credit Card Form
Guideline #61
High impact · 66% get it wrong

Credit Card Form
Guideline #67
High impact · 82% get it wrong

Validation Errors & Data Persistence
Guideline #104
High impact · 86% get it wrong

Field Design & Features
Guideline #120
High impact · 42% get it wrong

Credit Card Form
Guideline #65
Low impact · 28% get it wrong

Field Labels & Microcopy
Guideline #116
Low impact · 32% get it wrong

Field Design & Features
Guideline #125
Low impact · 72% get it wrong

Credit Card Form
Guideline #64
Low impact · 32% get it wrong

Can save card info for next time.

Pre-fill billing address; uncheck to change.

Checkout Step 7 of 9 Account

In this checkout step there's 12 highlights (pro only) outlining what Sephora are doing right and wrong.

Tip: Navigate using the arrows on the left and right of the page.

Form Design & Features
Guideline #98
High impact · 46% get it wrong

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SECURE CHECKOUT

1. SHIPPING ADDRESS   EDIT

John Newman
2512 Chestnut Street
SAN FRANCISCO, CA 94123
United States
415-315-9111

2. SHIPPING OPTIONS   EDIT

Checkout Types
Guideline #2
High impact · 24% get it wrong

$5.95 – Standard 3 Day   None – **FREE**
(Estimated Delivery: Wed 6/8 to Thu 6/9)

3. PAYMENT   EDIT

VISA   **VISA** ending in 1607   add gift or reward card
Expires: 3/2020

4. ACCOUNT CREATION

Account Selection & Creation
Guideline #18
High impact · 36% get it wrong

Set your password so you can check your order status.

Name: John Newman edit

Email: test-order@baymard.com

Account Selection & Creation
Guideline #14
High impact · 14% get it wrong

Default Values & Autocompletion
Guideline #132
Low impact · 82% get it wrong

Password   Confirm password

Required (6 to 12 characters)   Required

☑ Send me exclusive offers, beauty trend alerts, and store news via email.

Field Labels & Microcopy
Guideline #118
High impact · 40% get it wrong

SECURITY CHECK

7h3x4b   ↻

Enter the characters above to show you're an authentic user.

Form Design & Features
Guideline #95

Required

PLACE ORDER

ORDER SUMMARY   edit basket
Merchandise Subtotal $4.00
Gift Wrap   FREE
Shipping & Handling $5.95
Tax $0.87
Order Total   **$10.82**

ADD PROMO CODE (1 per order)
Enter Code
view promo codes

SEPHORA COLLECTION Soft $4.00
Touch Cotton Pads
ITEM 1258474 · QTY 1
SIZE 70 pads

PLACE ORDER

Page Design
Guideline #80
High impact · 0% get it wrong

Account Selection & Creation
Guideline #22
Low impact · 22% get it wrong

Account Selection & Creation
Guideline #20
High impact · 42% get it wrong

Account Selection & Creation
Guideline #17
High impact · 52% get it wrong

Guest checkout w/account creation at the end.

1 MORE PIN

Checkout Step 8 of 9 Order review

In this checkout step there's 7 highlights (pro only) outlining what Sephora are doing right and wrong.

Tip: Navigate using the arrows on the left and right of the page.

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SECURE CHECKOUT

1. SHIPPING ADDRESS EDIT

John Newman
2512 Chestnut Street
SAN FRANCISCO, CA 94123
United States
415-315-9111

2. SHIPPING OPTIONS EDIT

$5.95 – Standard 3 Day
(Estimated Delivery: Thu 6/9 to Fri 6/10)

None – FREE

3. PAYMENT EDIT

VISA **VISA** ending in 1607
Expires: 3/2020

add gift or reward card

4. REVIEW & PLACE ORDER

Please review your order information before placing your order.

Shipping/tax included

Edit basket

PLACE ORDER

ORDER SUMMARY   edit basket

Merchandise Subtotal	$4.00
Gift Wrap	FREE
Shipping & Handling	$5.95
Tax	$0.87
Order Total	**$10.82**

ADD PROMO CODE (1 per order)

Enter Code

view promo codes

SEPHORA COLLECTION Soft Touch Cotton Pads $4.00
ITEM 1258474 • QTY 1
SIZE 70 pads

PLACE ORDER

Draw focus to order summary when all fields are complete.

Order Review
Guideline #71
High impact · 10% get it wrong

Order Review
Guideline #73
High impact · 52% get it wrong

Order Review
Guideline #72
High impact · 22% get it wrong

Order Review
Guideline #70
Low impact · 30% get it wrong

Payment Flow & Methods (Incl. 3rd-Party)
Guideline #57
High impact · 30% get it wrong

Validation Errors & Data Persistence
Guideline #106
Low impact · 14% get it wrong

Form Design & Features
Guideline #94
High impact · 36% get it wrong

Results

Results

250

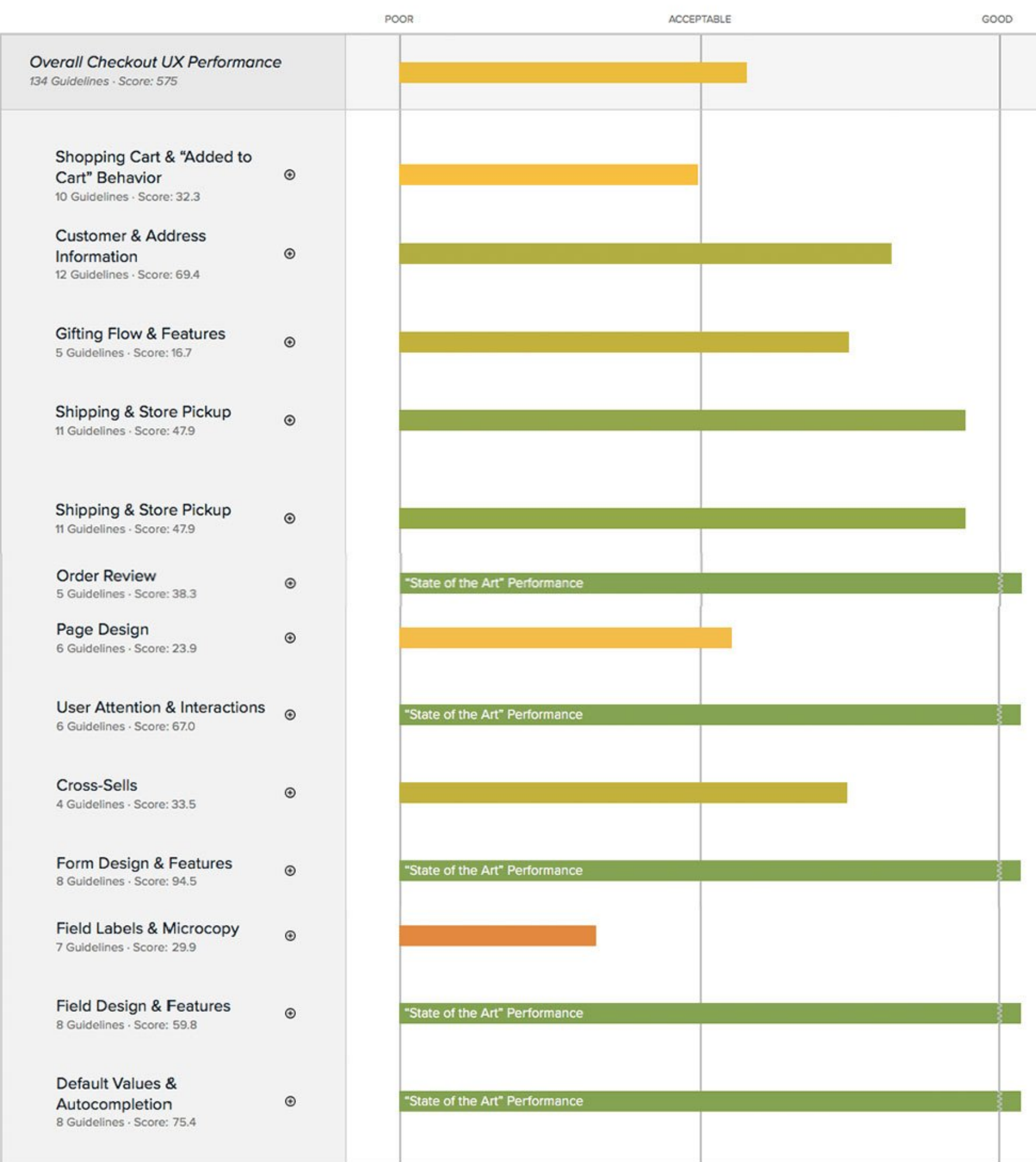Score *before* redesign

575

Score *after* redesign

- Ranked #76 out of 100 eCommerce sites

- Overall score of 250 (out of 1000)

- 'State of the Art' designation in just 1 category

- Violated 28 usability guidelines est. by Baymard

- **Ranked #10 (1st Health & Beauty industry)**

- **Overall score increased 43%**

- **'State of the Art' in 5 categories**

- **Adhered to 74 usability guidelines**

	POOR	ACCEPTABLE	GOOD

Overall Checkout UX Performance
134 Guidelines · Score: 575

Shopping Cart & "Added to Cart" Behavior
10 Guidelines · Score: 32.3

Customer & Address Information
12 Guidelines · Score: 69.4

Gifting Flow & Features
5 Guidelines · Score: 16.7

Shipping & Store Pickup
11 Guidelines · Score: 47.9

Shipping & Store Pickup
11 Guidelines · Score: 47.9

Order Review
5 Guidelines · Score: 38.3

"State of the Art" Performance

Page Design
6 Guidelines · Score: 23.9

User Attention & Interactions
6 Guidelines · Score: 67.0

"State of the Art" Performance

Cross-Sells
4 Guidelines · Score: 33.5

Form Design & Features
8 Guidelines · Score: 94.5

"State of the Art" Performance

Field Labels & Microcopy
7 Guidelines · Score: 29.9

Field Design & Features
8 Guidelines · Score: 59.8

"State of the Art" Performance

Default Values & Autocompletion
8 Guidelines · Score: 75.4

"State of the Art" Performance

State of the Art

✓ Order Review

✓ User Attention & Interactions

✓ Form Design & Features

✓ Field Design & Features

✓ Default Values & Autocomplete

The payoff

Average increase in conversion rate = 18.19%

Number of shoppers who abandoned their cart after redesign: 60.81%

Not finished yet…

Where Sephora still needs improvement:

- Payment flow & methods
- Credit card form
- Order confirmation & email
- Validation Errors & data persistence
- Address validators
- Field labels and microcopy

THANK YOU