

Design Process

Rethink checkout flow
on Jabong

What's in?

- 1 Problem identification**
- 2 Gather information**
- 3 Brainstorm & Analysis**
- 4 Develop Solutions (Designs)**
- 5 Metrics Impact**

Payment/ Checkout flow

We all know that checkout flow is one of the most crucial and sensitive step in app or website or at store counter. After all your ecommerce checkout flow is where the money is at. Think about it. Random visitors leave the site before ever entering the checkout funnel. Motivated or focused buyers come here to finish their order.

Any small design improvement in your checkout UX usually has a direct impact on how much money your site makes (revenue or ROI).

Most retailers are focused, rightly so, on improving cart abandonment rates. But it's equally important to understand what happens earlier in the process, when more than one quarter of shoppers abandon a site during the checkout process.

01

Problem identification


Before get into problem identification, we have to understand the current flow of checkout.

< **JABONG** COM


YOUR SHOPPING BAG [2 ITEMS]
[CHECK DELIVERY INFO](#)

Buy now, pay later in easy instalments. EMI available on all major credit cards. Min order value Rs. 3000.

SPYKAR
Navy Blue & Brown Regular Fit Checked Casual Shirt


 Size 42 | Qty 1 [EDIT](#)
Delivery by
~~Rs. 1899~~ Rs. 759.00
(-60%)
[ADD TO WISHLIST](#) | [REMOVE](#)

HERE&NOW
Olive Regular Fit Solid Casual Shirt

 Size 40 | Qty 1 [EDIT](#)
Delivery by
~~Rs. 1699~~ Rs. 679.00
(-60%)
[ADD TO WISHLIST](#) | [REMOVE](#)

PLACE ORDER

< **JABONG** COM

 SECURED CHECKOUT

✓ 1. LOGIN ID
shahrukh7000@gmail.com [CHANGE](#)

2. SELECT ADDRESS

SHAHRUKH KHAN(DEFAULT ADDRESS)

novarris fashion trading private limited plot no.
82a sector 18 gurugram haryana 122015
Sarhaul
Gurgaon
Haryana
122015
Mobile: 9888382259


[DELIVER HERE](#) [EDIT](#)

SHAHRUKH KHAN
B15 2nd floor rajpura khurd village chattarp...

SHAHRUKH KHAN
C2/10 Pvr Prashant Vihar Rd Prashant Viha...

< **JABONG** COM

Your order has been placed.
Thank You!



Your order number is
112226972426396352101
[TRACK ORDER](#) [PRINT ORDER](#)

WHAT NEXT?

- Next Steps We have sent an order confirmation email at shahrukh7000@gmail.com . Login to My Account to track your orders. In case of further clarification you can write us back at care@jabong.com.

[FREQUENTLY ASKED QUESTION](#)

01

Problem identification Cont.

- Too clutter with information.
- CTA is not clear
- Flow is not understandable as new user
- Images were broken.
- Not appealing or Not aspiring as fashion platform.

Cart page

Address page/ Address selection

Review order

Select payment method

Order confirmation page

1.3%

Revenue comes from Mweb

0.5%

Overall conversion

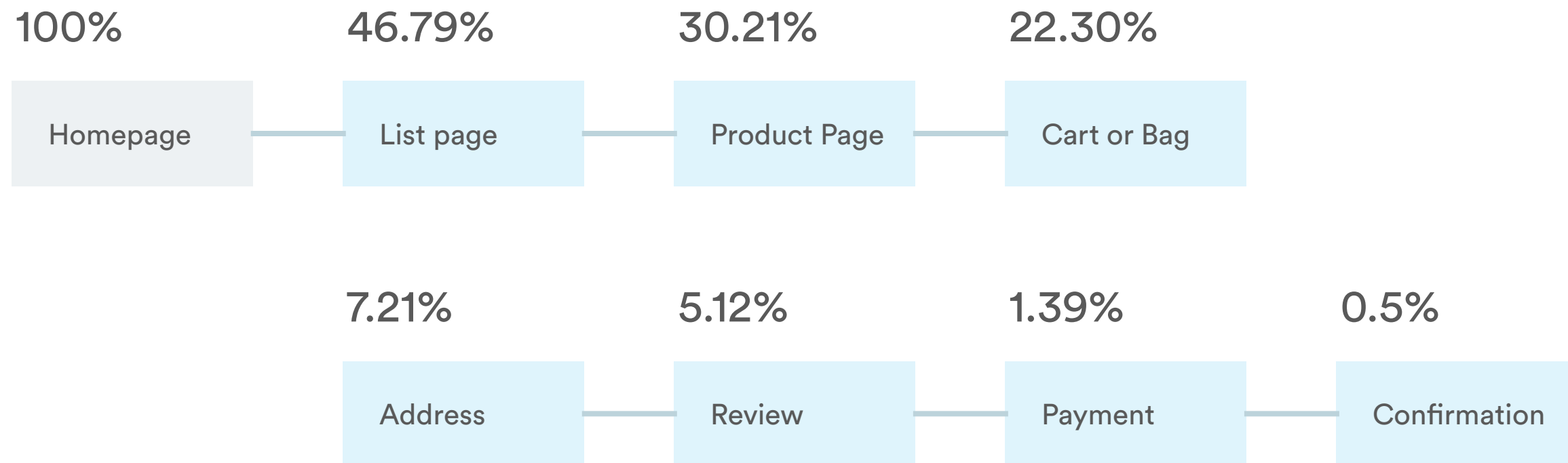
28

NPS score for Mweb

02

Gather information

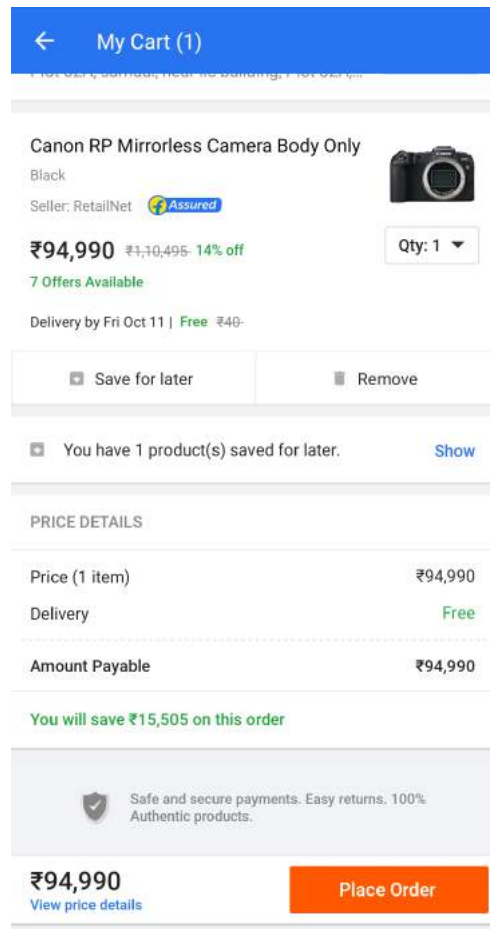
GA analysis



Insights

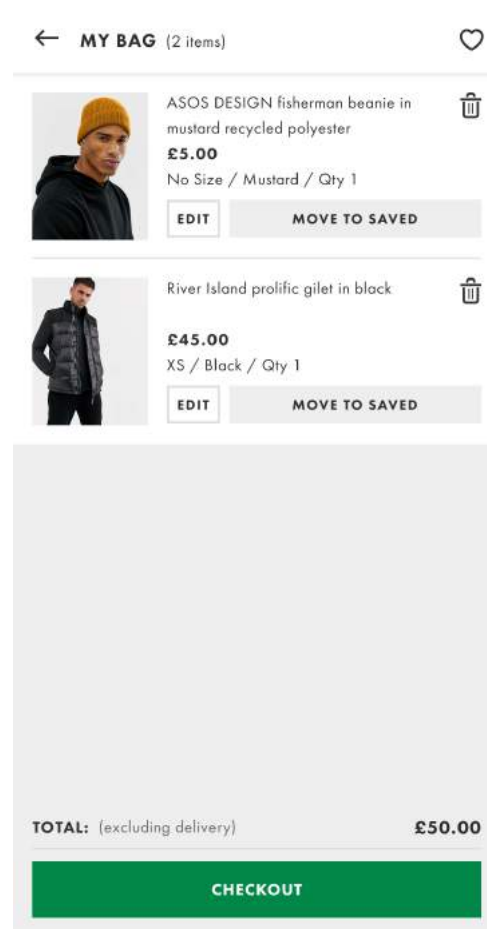
- Mweb share ~2%, Desktop share ~7%, App(iOS and Android) ~91%
- As our conversion was low on Mweb, there was a drop in **user acquisition** too.
- We want to target **two and three tier cities** too who don't install apps to explore e-commerce site.

Competitive analysis



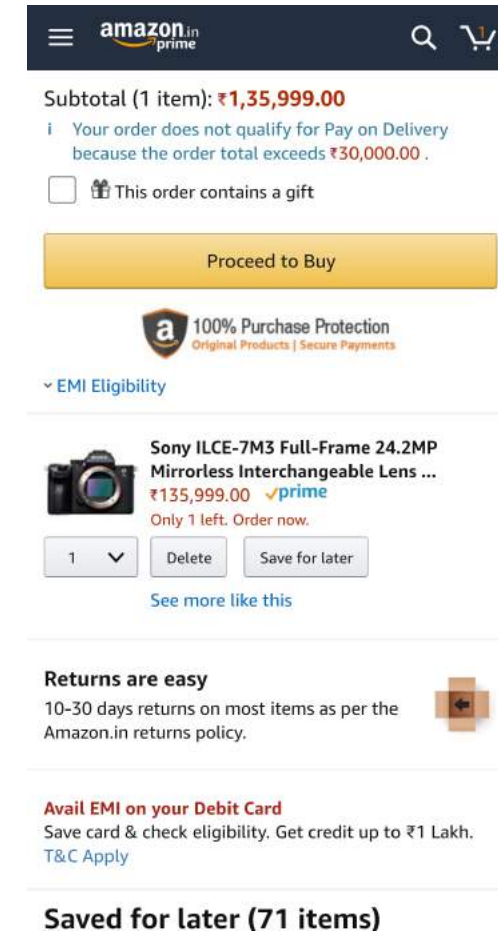
Flipkart PWA

They have made their PWA look similar to an app so that customers don't confuse between these two platforms and can easily understand the flow. If you look at the information, it's very clean and well optimized with clear CTA and ETA of delivery.



ASOS App

ASOS app is known for its fashion inspiration. If you look at their checkout process, it's really simple and well informative. Less clutter and point-to-point information.



Amazon App

Amazon's visual is not very impressive but their checkout is as simple as their service. They show everything important information on the cart and whole checkout flow.

How 60% customers pay at counter

According to research, customer feel safe when they offline as they are making payment in front of them to the supplier or support.

In Online sites, people have no trust, we found that most of the people were not even using credit card or prepaid option to pay. They use cash on delivery which is also reflect in our numbers

COD 60% and Prepaid 40.



When we interviewed some of our customers, their feedback was that sometime site looks not very authentic may be because of it's look and broken images everywhere.

They feel safe to use online payment for those sites who have clean visuals and information on point.

03

Brainstorm and analysis

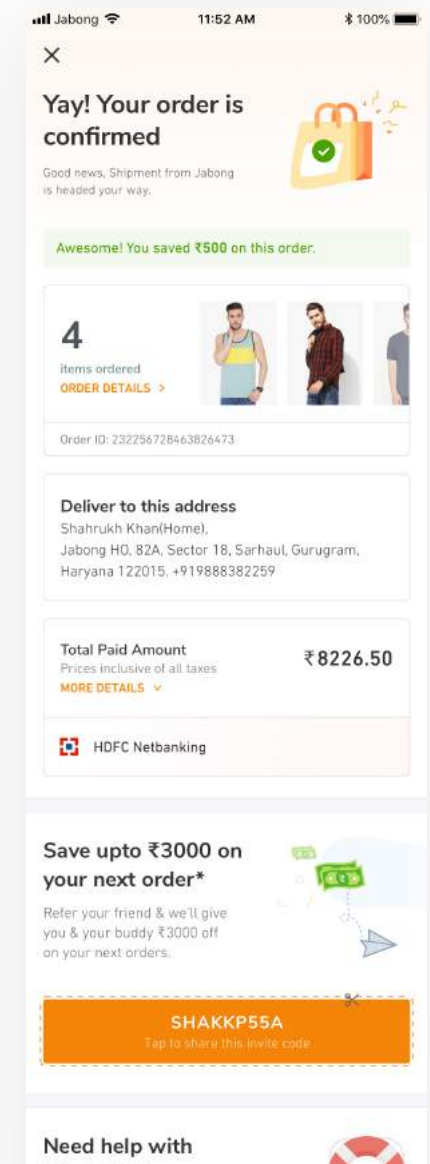
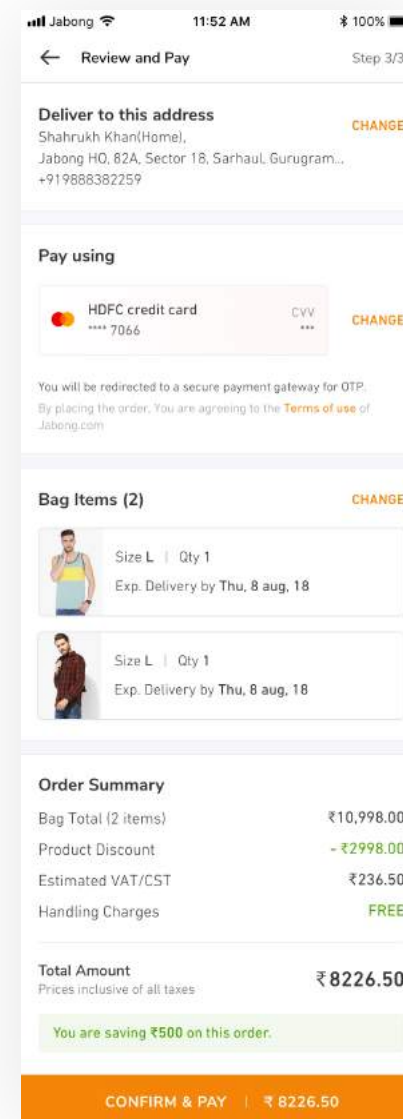
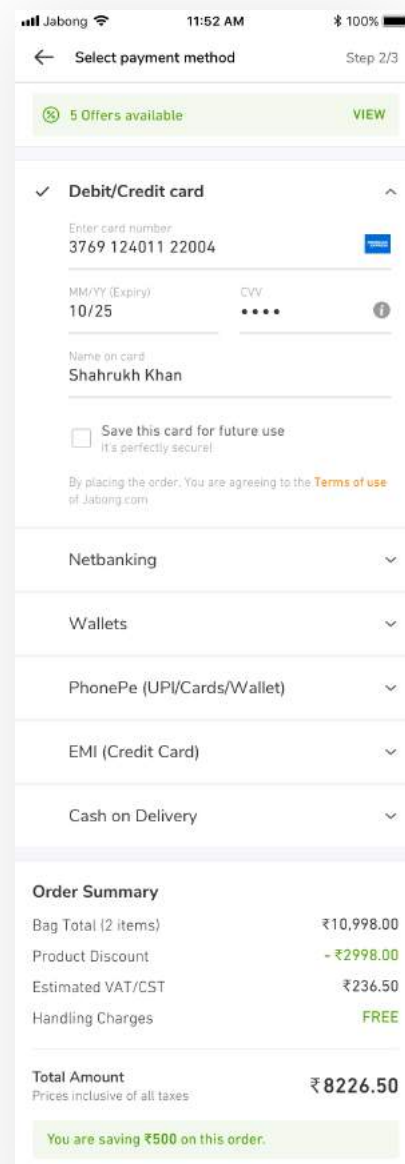
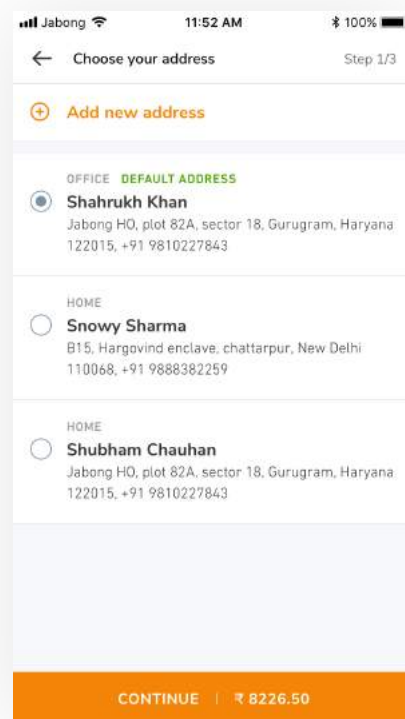
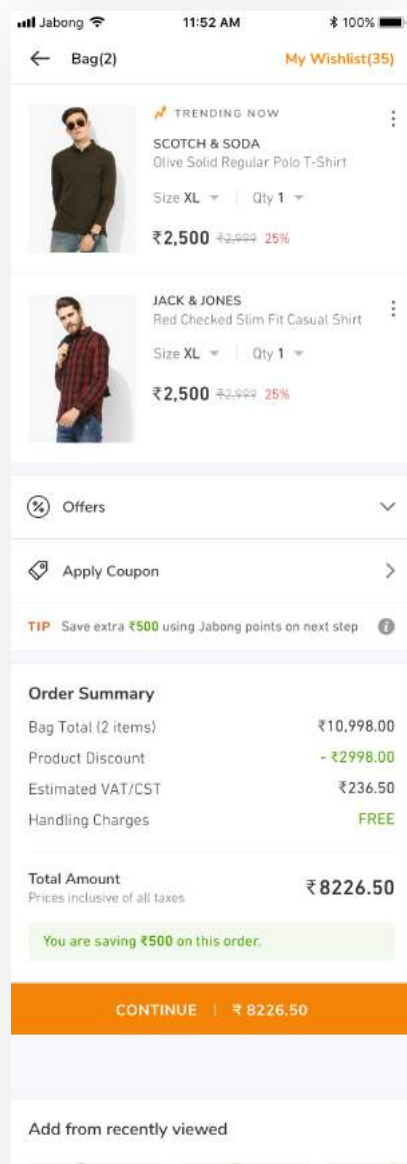
Points we need to work on

- Visual cleanup
- Easy checkout process
- Well informative
- User acquisitions by promoting PWA to save memory
- Make payment simpler so that we cant reduce COD
- Reduce return rate.
- Increase revenue from Mweb.

04 Develop solutions (Designs)

We've make slight changes in our flow for checkout to make it logical and simple to understand.

Flow **Bag -> Select/ Add Address -> Select Payment -> Review Order -> Confirmation**



05

Metrics impact

CTR was increased by **~25%** for **Cart to Review order funnel**.

Overall conversion was increased from 0.5% to **1.2%**

5% increase in acquisition revenue

Since it is PWA, load time was decreased by **~40%** than a normal Mweb.

Other metrics

% Logged in users and sessions has increased

Month	%Logged in users	%Logged in sessions
Mar 19	10%	17%
Jun 19	17%	27%

Platform NPS score for Mweb has improved



Month	Mweb NPS score
Apr 19	28.7
Jul 19	29.7

Improvement in feature parity score

Feature parity score is defined as the % of Mweb pageviews where the experience is identical to the app.

Month	Feature parity score
Apr 19	50%
Jun 19	85%

Achievements

 **Ishan Chawla** • 1st
Search & Discovery | Personalization | Ecommerce | Product Management | ...
5mo • Edited •  Anyone

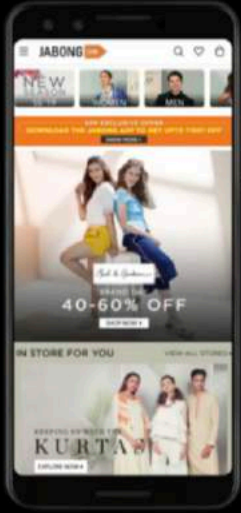
Excited to be a part of Google I/O 2019 for Jabong PWA, [Myntra Jabong](https://lnkd.in/fn8gg9b).
Check us out here: <https://lnkd.in/fn8gg9b>

...see more

Google I/O'19 Day 2: Stage 2

```
budget.json
```

```
{
  "resourceSizes": [
    {
      "resourceType": "image",
      "budget": 250
    },
    {
      "resourceType": "script",
      "budget": 125
    },
    {
      "resourceType": "font",
      "budget": 30
    },
    {
      "resourceType": "document",
      "budget": 25
    },
    {
      "resourceType": "stylesheet",
      "budget": 5
    },
    {
      "resourceType": "third-party",
      "budget": 400
    }
  ]
};
```



Budget types:

- Resource Sizes
- Resource Counts

Speed


82% Faster Time to Interactive



25% Improvement in conversions

Resource Hints



1.5s Faster Time to Interactive

2.7s Faster Time to Interact For future pages

JABONG 

BARFOOT  **quic** 

bit.ly/quicklink

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Search & Discovery | Personalization | Ecommerce | Product Management...
2mo •  Anyone

Something I thought worth sharing. Around two months ago we presented Jabong PWA case in an event hosted by google chrome team where multiple tech. giants were there. The whole idea was, how we optimized our PWA using chrome features and were able to achieve and maintain perfect 100 lighthouse score and later Jabong PWA got represented in Google I/O 2019 also.

This was a great achievement, everyone clapped and praised.