



# Contentsquare

## Quick Wins

Best Practices for optimizing your cart



# UX/UI Quick Wins

Are you implementing the following best practices on your Cart page?

## 1/ Are the products in your cart easy to scan and review by users?

### Recommendation:

Users should be able to see more than one listing at a time so they can easily review the cart as a whole before checking out.

### Metrics to focus on:

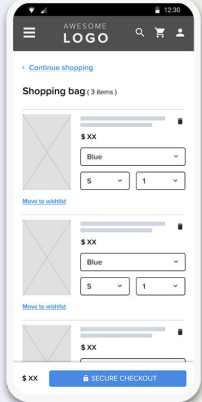
Exposure rate, Exposure Time, Click recurrence

### Segments to compare:

Exiters vs non-exiters: Do users who abandon their cart spend less time on page? Do they scroll less?

Good

1/ Multiple items are visible in the shopping cart at a glance  
2/ Images and product information such as quantity, colour etc. are clearly visible  
3/ Additional products are hinted encouraging the user to scroll



## 2/ Can your users easily edit cart items or remove them?

### Recommendation:

Allow users to change the specifications of the product they want to purchase directly within the cart without having to visit a new page and have to repeat the entire checkout flow again.

### Metrics to focus on:

Check the Journey Analysis for continued visits back to the PDPs and PLPs and pass rate to your checkout flow.

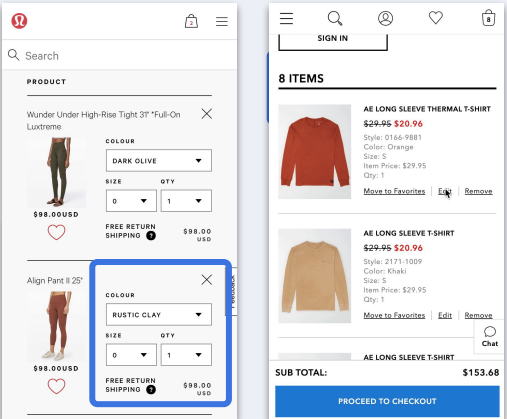
Click recurrence on product details in cart and Exit Rate

### Segments to compare:

Transactors vs non-transactors - Do users who do not transact are experiencing friction? Are they more prone to go back to a PDP or PLP and then Exit?

Example: Lululemon

Example: American Eagle



### 3/ Are your main checkout CTAs above the fold and sticky?

#### Recommendation:

**Mobile:** place the sticky Checkout CTA at the bottom of the page and an expandable and collapsible version of the order summary at the top of the page.

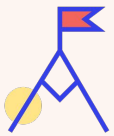
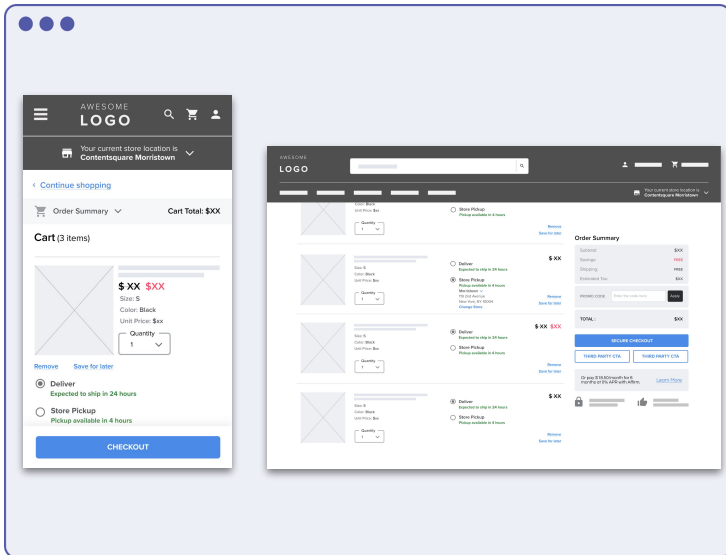
**Desktop:** render the Checkout CTA and Order Summary sticky on the right side of the page as the user scrolls through items on the left.

#### Metrics to focus on:

Click rate (session level), Click Recurrence, CVR per Click

#### Segments to compare:

User reaching Checkout vs not-reaching Checkout



### Funnel recommendation

If you are mostly redirecting users to the login page you can follow this funnel creation:

1.PDP 2. Cart 3. Login 4. Checkout

However, if you have quick checkout options In that case use:

1.PDP 2. Cart 3. Payment 4. Checkout Confirmation

Remember, you can add these funnels to a workspace or build them for specific device or traffic source!



### Segment comparison recommendation

You can always search for optimisation opportunities in journey analysis, page comparator and zoning by applying the comparison mode and looking at the differences of behavior between segments.

Useful comparisons are:

1. Mobile vs Desktop
2. Transactors vs Non-transactors
3. New vs Returning

For zoning & page comparator specifically:

4. Bounce vs non-bounce



### Additional resources

#### [\(Webinar\)](#)

How to optimize page goals

#### [\(CS Uni Course\)](#)

Analyzing cart page using CS Live

#### [\(CS Community\)](#)

Checkout other relevant discussions around cart or post your question/challenge

#### [\(Help Centre Article\)](#)

How to analyze a cart

#### [\(CS Uni Video\)](#)

Understanding navigational journeys to and from landing pages