

# Fancy

## Homepage Navigation & Checkout Analysis

October 2019



Confidential

FANCY

SessionCam were asked to provide a sample report for the **homepage changes** and **checkout struggles** for Fancy.

For the homepage analysis, this has been split in to two groups:

**Pre - amends** 9<sup>th</sup> -11<sup>th</sup> October

**Post - amends** 12<sup>th</sup> – 24<sup>th</sup> October

We have also analysed the checkout journey, highlighting key visitor struggles and error messages throughout.

Recommendations for improvement have been made where possible, unless otherwise stated these apply across **all device** types.

Sessions from the **9<sup>th</sup> -24<sup>th</sup> October** have been used for the checkout analysis.

# Homepage Navigation

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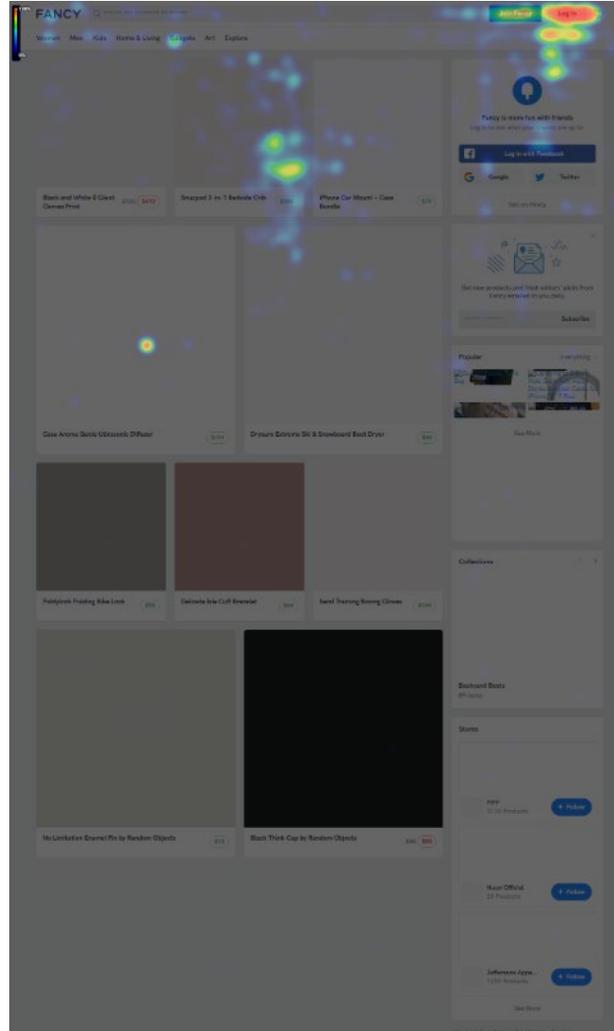
Sessions to the homepage in the 'pre-amend' period show greater click concentration around the login/sign up buttons.

There are then a few clicks realized where the login popup would show – clicks around the rest of the page are minimal.

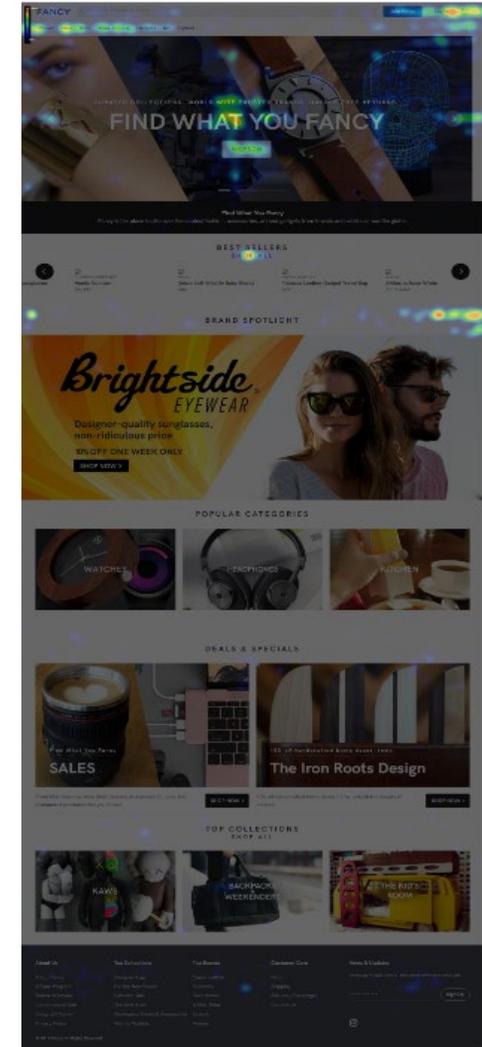
We see more defined click activity in the 'post-amend' group.

The 'shop now' button gives direction to visitors, with clicks realized here, the login/sign up and mega nav.

Again, clicks further down the page are minimal.



Pre - Amends



Post - Amends

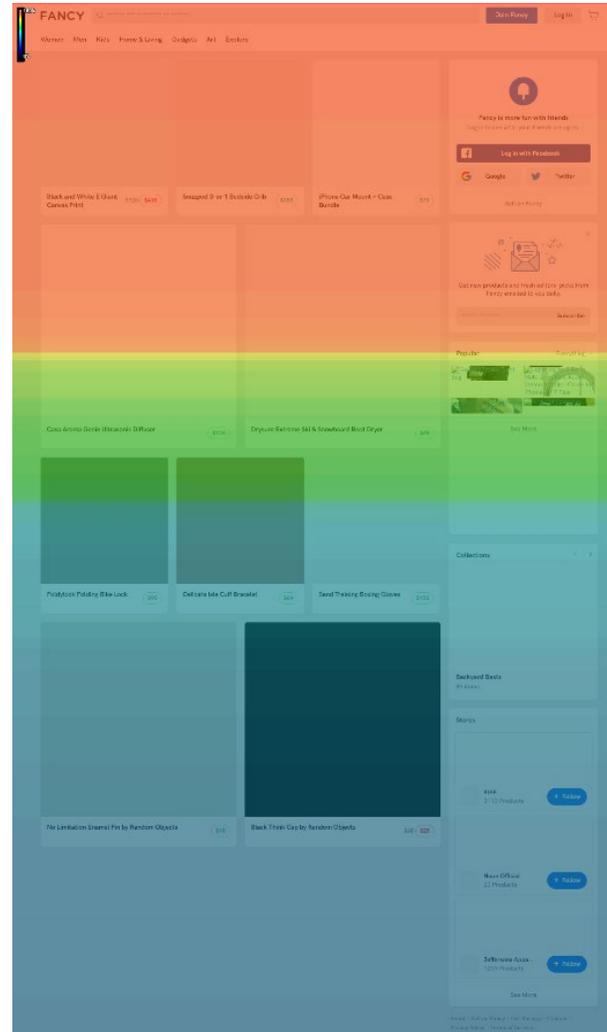
# Homepage Navigation

Scroll reach for both the pre and post groups shows that all visitors view the page as it's seen on load.

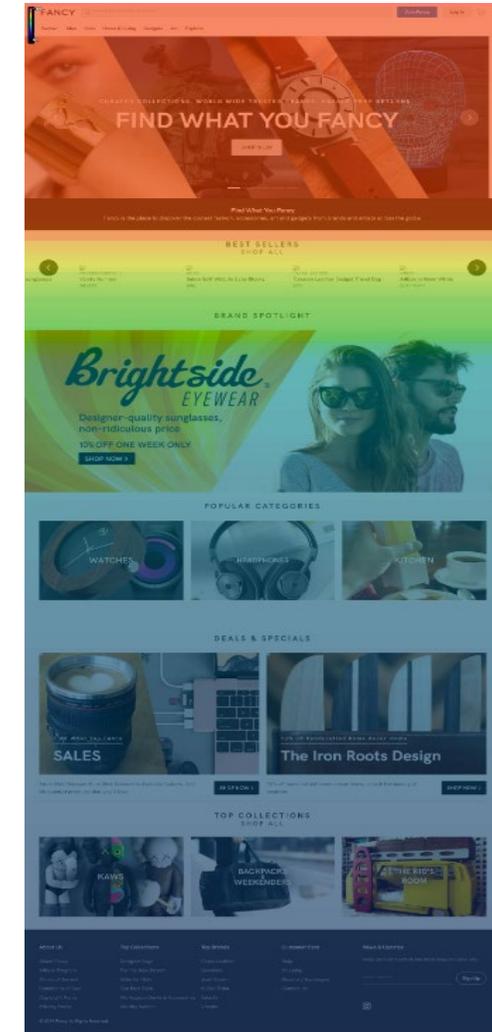
Most actionable areas of the site are seen within the top third (shop now CTA, mega nav), so increased attention here is expected.

Drop off quickly increases there after.

Less than 30% of visitors scroll the full length of the page, meaning content here is missed by most.



Pre - Amends



Post - Amends

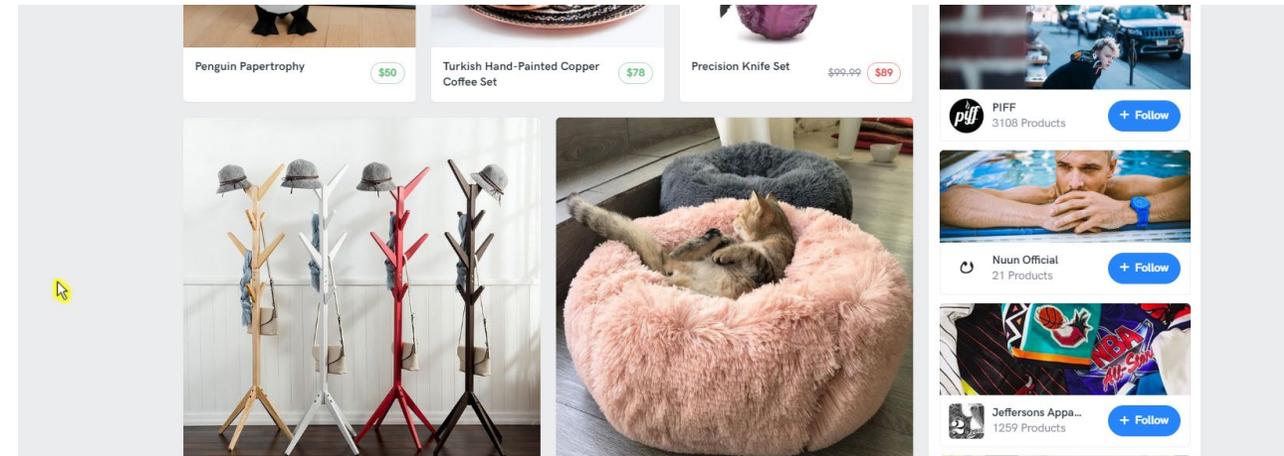
# Homepage Navigation

Before the amends a struggle score of 2.6 / 5 was allocated to the homepage and it was the page with the most struggle during the pre-amend date range.

Struggle was often seen due to the amount of effort required from a visitor to scroll through the homepage to find products of interest.

There was no obvious order to the products, nor a filter function, which made it hard for visitor to narrow down their browsing.

The new page design has more clearly defined categories, which helps to negate this struggle, alongside removing the seemingly endless scroll.



<https://console.sessioncam.com/Console/Recordings/PlaybackSession?sessionId=f3498bff-5d3d-4787-bcea-fbd2be4f562e&hostnameid=db32078f-7be3-e911-a993-b78ba019c6c7&starttime=2019-10-09T23:11:24.000000Z&cxscore=1&pageUrl=https://fancy.com/>

# Homepage Navigation

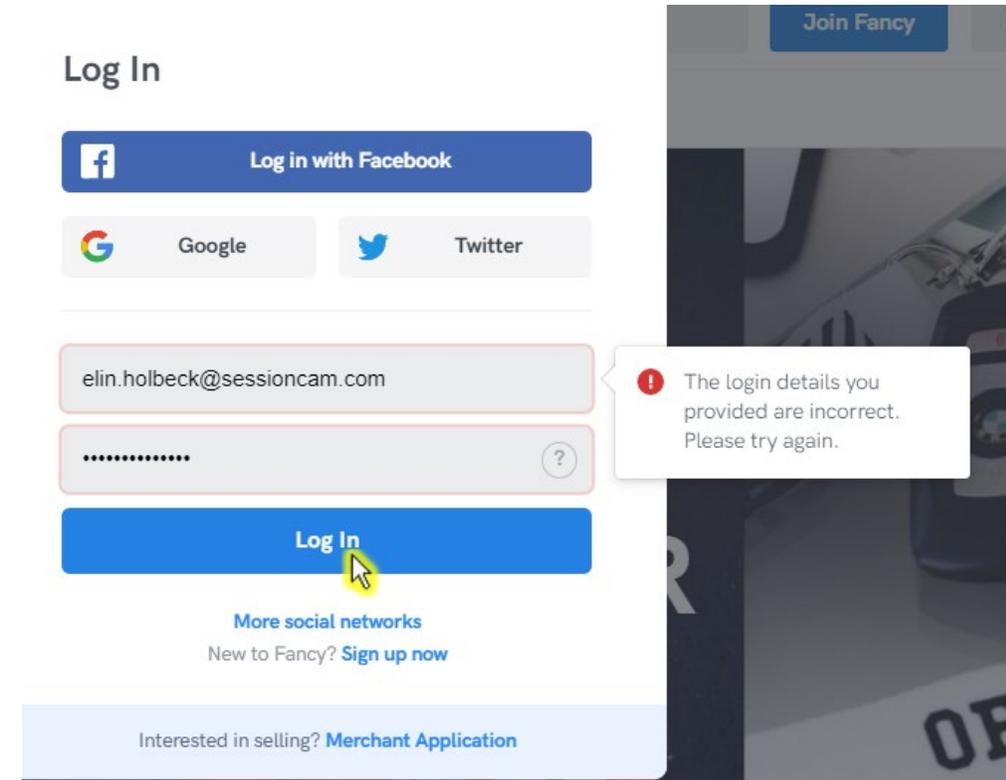
The struggle score remained the same post-amend, however the page was no longer the most struggled with page (it was the second).

Visitor struggle to the post amend page was more often seen due to difficulties with logging in or creating an account.

Sessions showed that visitors were given no advice when their details were incorrect in the login form.

We'd then see people clicking 'login' multiple times as they were unsure how to proceed.

Advise visitors on next steps – i.e. check your spelling, reset your password, etc.



# Homepage Navigation

Visitors post amend are typically focused on the main image carousel.

As seen in scroll reach heatmaps, the majority of visitor time is spent in this area of the page – so the use of key, clear images and CTAs is important here.

Unlike the pre-amend page, there is more direction given to visitors from the initial load.

If not using the carousel, we'd also see visitors focusing on the login area (previous slide).

Ensuring key product images are seen within this carousel is key to engagement.

List key product hero images within the carousel.



# Checkout Journey

# Checkout Journey

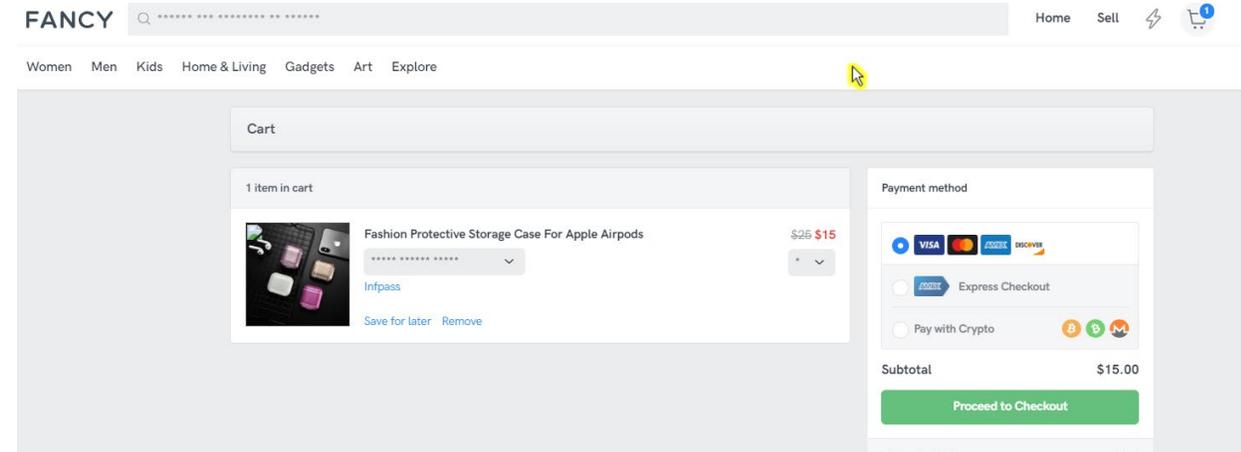
During the time of analysis, 1,871 visitors entered the cart page, with 113 sessions recorded on the confirmation page – a 6.03% conversion rate.

Device splits to cart page:

Desktop: 95.2% (5.7% conversion)

Tablet: 4.6% (0.2% conversion)

Mobile: 0.05% (100% conversion)



/cart

The cart page received a struggle score of 2.2 / 5.

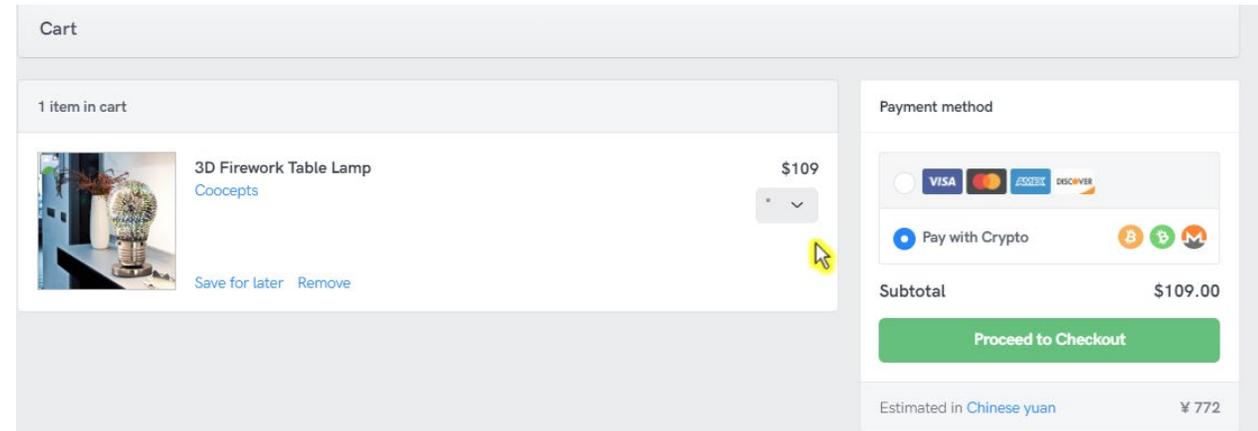
Sessions with higher struggle showed visitors switching between card and crypto payment options.

These visitors may not know the differences between the two options or are not confident with what types of crypto-currency options are available.

Although there is a crypto-currency key if visitors hovered over 'crypto' – this was seldom used.

Visitors may not be aware that this tooltip is available as it is not obvious from load.

Make the crypto currency key more obvious – e.g. within a question mark symbol or info symbol.



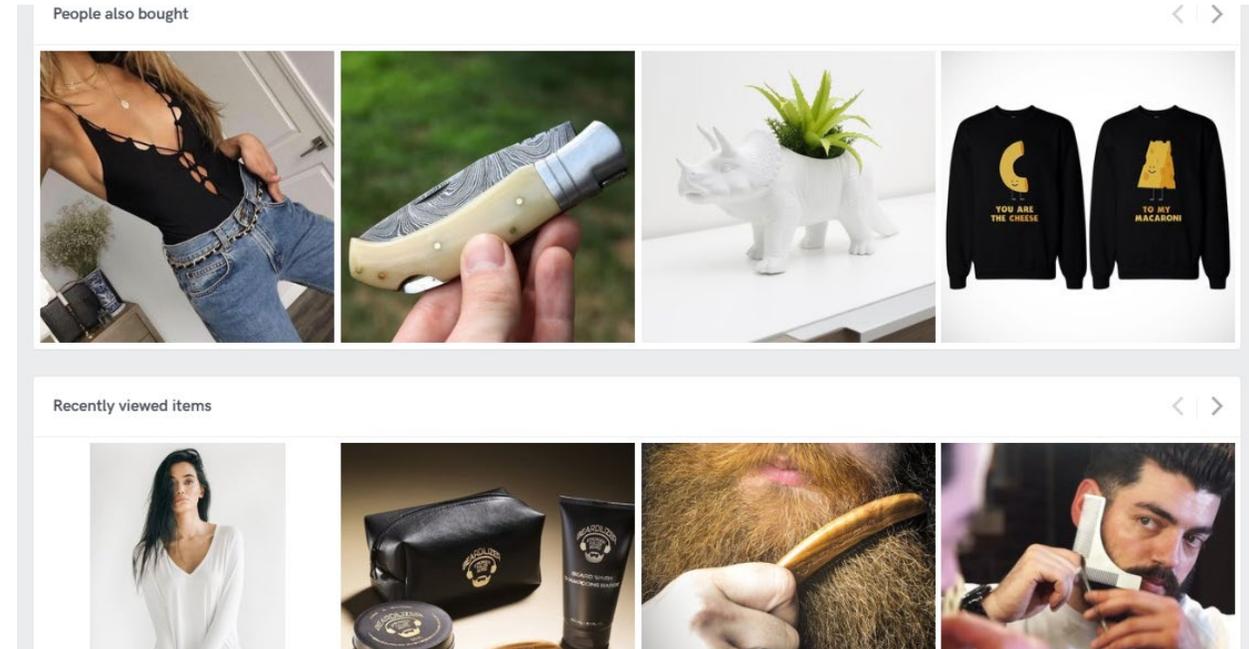
We also saw sessions where visitors would dwell on the 'people also bought' and 'recently viewed items'.

Both these listings could provide visitors with more information.

To entice people, they are likely to want to know the price of the products listed and what they are.

Visitors can find this information out by hovering over the items, but they are unlikely to do this for each individual listing – it would be easier for them if this information was always available.

Make the prices and titles of products listed always present on screen.



/guest-login (optional page)

# /guest-login (optional page)

The guest login page received a struggle score of 2.4 / 5.

Visitors were seen struggling on the guest login page when they already had an account but hadn't realized so.

We'd see visitors click on the email address field and step markers below multiple times before realizing they need to login to an existing account.

In this instance, the 'login' button needs to be made more obvious.

Make the login button larger on the page.

The screenshot shows a multi-step form for guest login. The first step is titled 'User Information' and contains an 'Email address' field with a masked input (\*\*\*\*\*). Below the field are links for 'Or continue with Facebook · Google'. A blue 'Proceed' button is on the left, and a 'Have an account? Log In' link is on the right. The second step is 'Enter your shipping address' with a masked input field. The third step is 'Review order'.

<https://console.sessioncam.com/Console/Recordings/PlaybackSession?sessionId=5fe74845-2aec-4705-b0b3-0ffd9181134c&hostnameid=db32078f-7be3-e911-a993-b78ba019c6c7&starttime=2019-10-20T18:35:59.000000Z&cxscore=1&pageUrl=https://fancy.com/checkout/guest-login>

# /guest-login (optional page)

Following from this, we also saw instances where visitors struggled to login to an existing account.

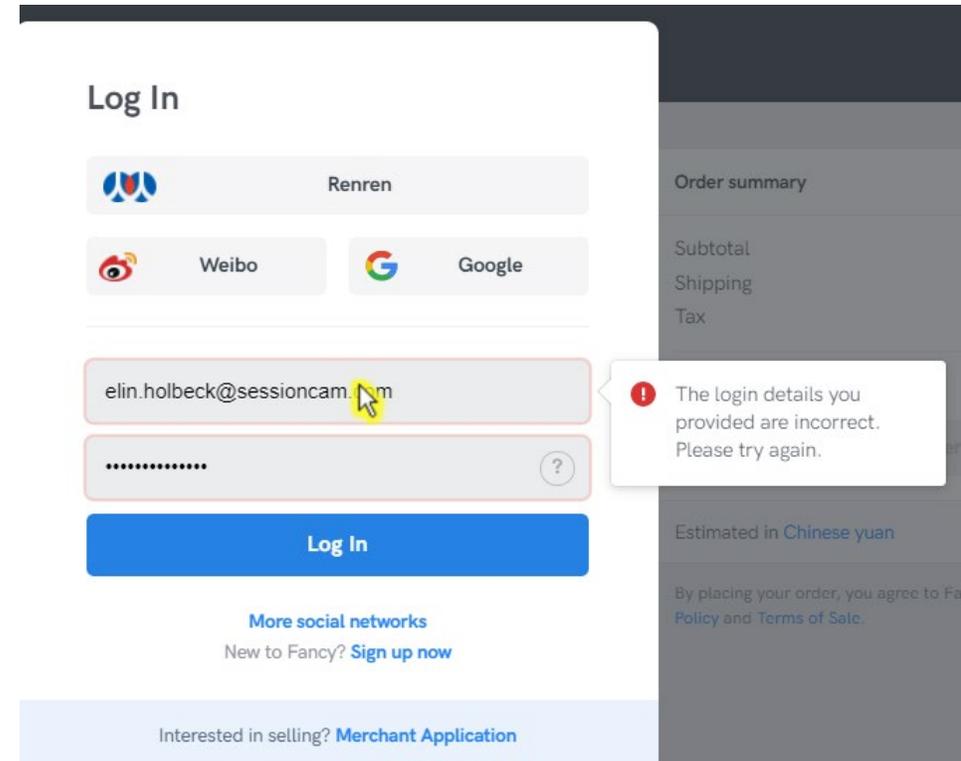
37% received the error 'the login details you provided are incorrect..'

It seemed that no advice was given to visitors to appease their struggle with logging in.

A reset password link would be valuable here – however, this is hidden in a tooltip next to password where visitors fail to interact.

Move 'forgotten password' link directly below login.

Advise visitors to use 'forgotten password' link.



# /guest-login (optional page)

The light grey tone of the fields could also be confusing for some.

This tone of grey is often used on sites to denote an area that is inactive (greyed out).

Changing the field colours here would make them appear active.

Change form fields to white with a black/dark grey outline.

## User Information

Email address

Enter your email address

Or continue with [Facebook](#) · [Google](#)

Proceed

/shipping-address

# /shipping-address

The shipping address page received a struggle score of 3.1 / 5.

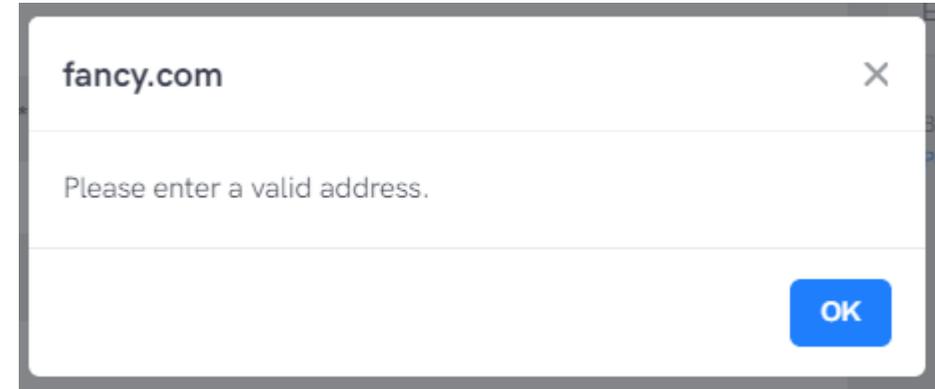
Most struggle was seen when visitors try to add or edit their shipping address details.

An error rate of 28.7% was seen for the error, 'please enter a valid...'

Visitors were seen receiving this error when trying to proceed without entering all their address details.

The error message presented does not tell visitors which specific fields need attending to, only that their address is not 'valid'.

Highlight the specific fields which need amending.



We also saw a similar error presented for 'valid phone number'.

The message was flagged regardless of whether the field was incomplete or incorrectly completed.

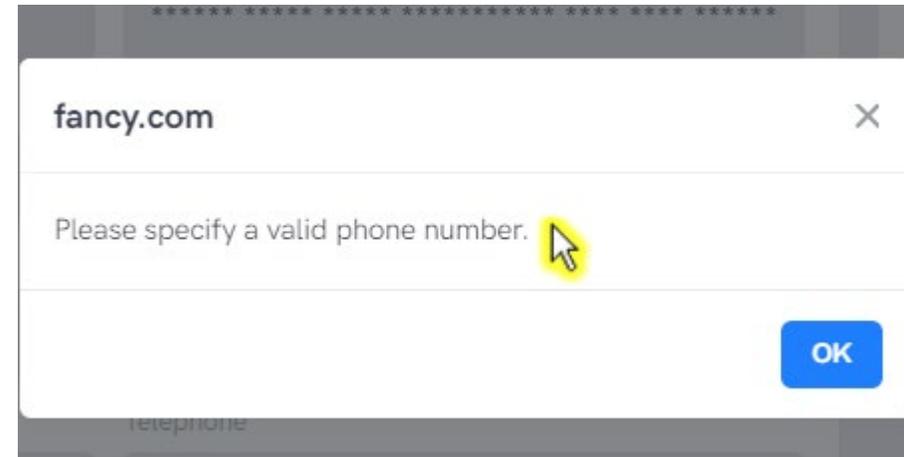
Visitors when on the page do not know that all fields are mandatory, nor are they told why they need to provide information such as phone number.

Moreover, visitors are not told what 'valid' looks like in any instance.

Mark all fields as mandatory with an asterisk.

Tell visitors why their telephone number is needed – i.e. for order updates.

Give an example of 'valid' i.e. a dummy number or advice on length of a valid telephone number.



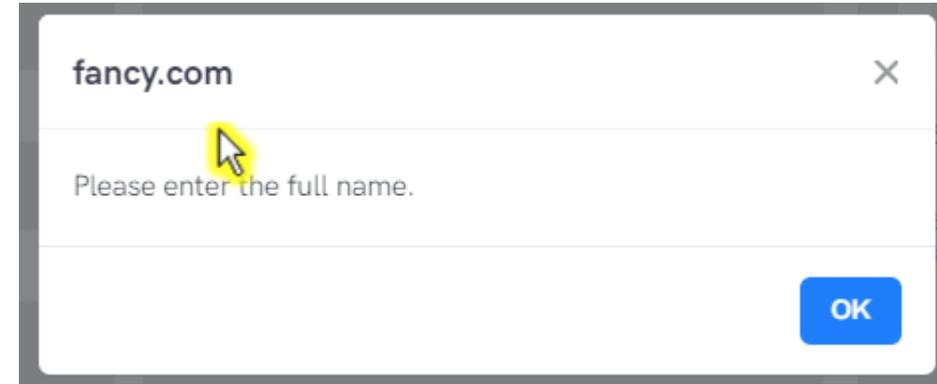
Further errors were seen for, 'please enter a full name'.

There is no prior guidance given to visitors of what exactly is meant by full name – e.g. first and last name only, or middle name also, etc.

Sites most commonly have two separate fields for first and last name to prevent any confusion with providing names.

The errors and struggle here could be prevented by also adopting the use of two fields.

Split name fields into first and last names.



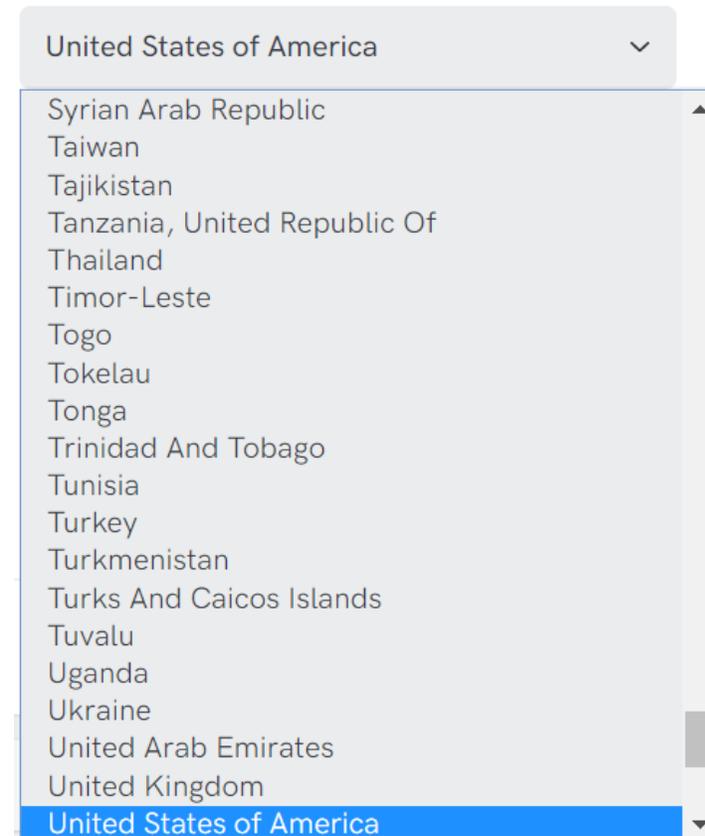
We observed that visitors have to select through a large list of countries in order to find their delivery location.

Have this large list could cause future potential struggle, as visitors will have to scroll through multiple options to find their required location.

Do you deliver to all these countries?

If not, it would be easier for the visitor to reduce this list to only the countries where delivery is offered.

[Streamline country list.](#)



/payment-method

# /payment-method

The payment method page received the most struggle across the site during the analysis, a score of 4.1 / 5 was allocated.

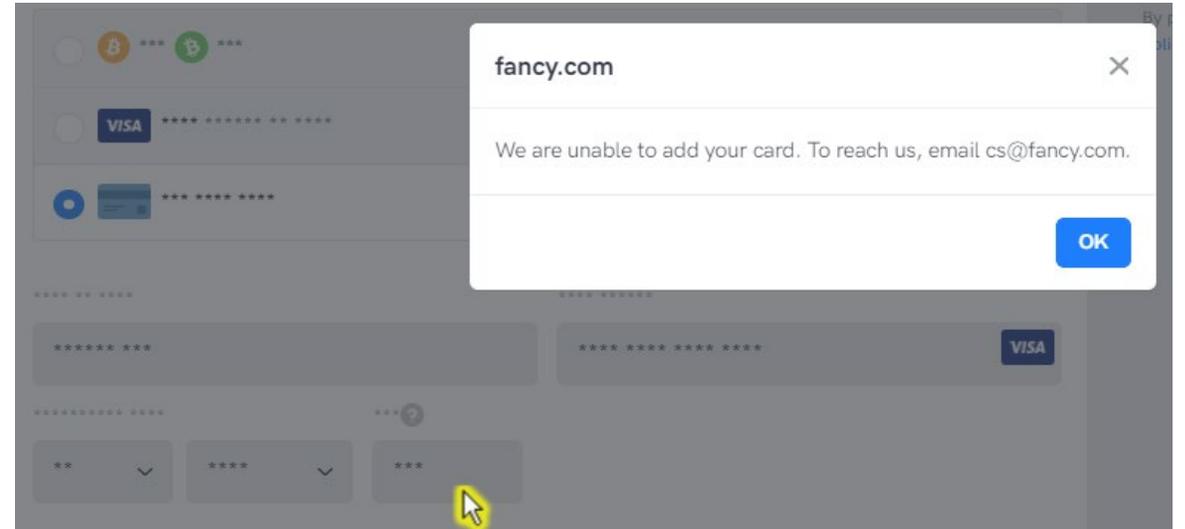
We saw a greater number of high struggle sessions on this page, visitors frequently had difficulties adding their card details.

35.2% of sessions received the error, 'unable to add your card...'

Visitors are advised to email customer services at this point, however for some it is likely that they would want a quick answer to their card issue.

A live chat function would be valuable here, as it would keep visitors in the checkout journey and give them a instant answer.

Consider adding a live chat functionality.



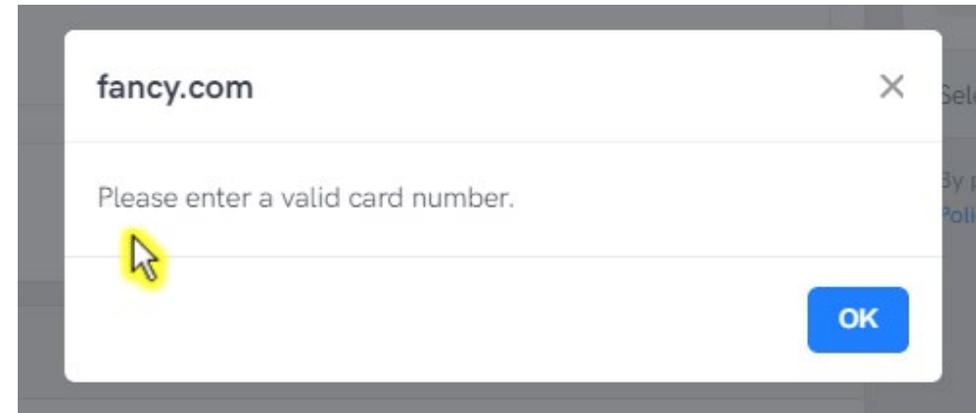
27.08% of visitors received the error, 'please enter a valid card number'.

Like other errors presented on the site, the offending field is not highlighted – making visitors do the leg work to find the exact error field.

Moreover, there is no example given of what a valid card number would look like, i.e. how many digits, where they'd find it on their card etc.

Highlight error field.

Offer further advice to explain what is meant by valid.



# /payment-method

Visitors can benefit from being able to pay from cryptocurrencies or card payments.

However, it could be valuable to add another payment option here, such as PayPal.

Many visitors may not have a crypto option they can use and might feel more secure using a secure third party such as PayPal.

Test adding third party payment options such as PayPal or ApplePay.



/review-order

# /review-order

A struggle score of 3.7 / 5 was allocated to the order review page.

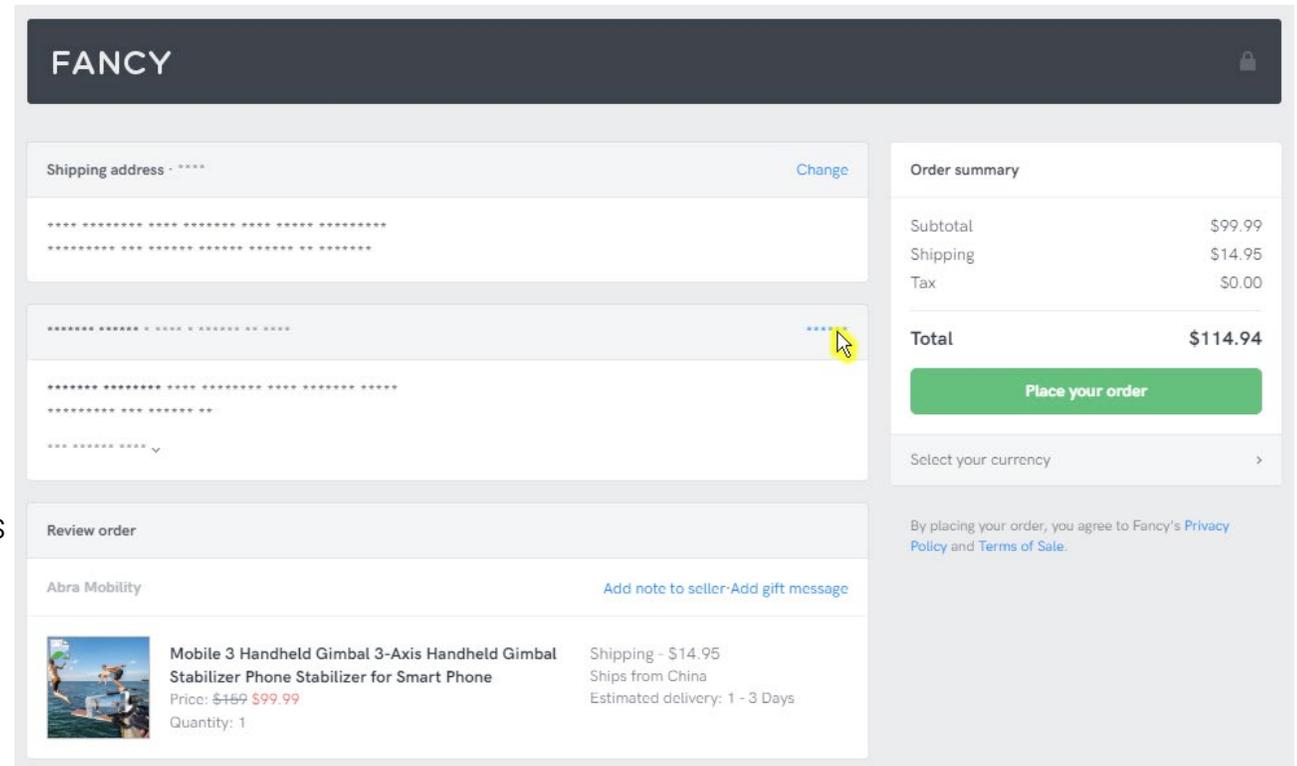
19% of visitors to the review order page, exited here.

By giving visitors a 'review' page, it gives them a chance to change their mind before purchase.

Moreover, this additional 'review' step could increase struggle as more time and effort is required by the visitors to read over their purchase.

The 'review' style information could be presented to visitors at point of entering payment details.

Consider adding review information within payment section.



# /review-order

It is only at the 'review' stage that visitors find out if an item in their cart is not available for international shipping.

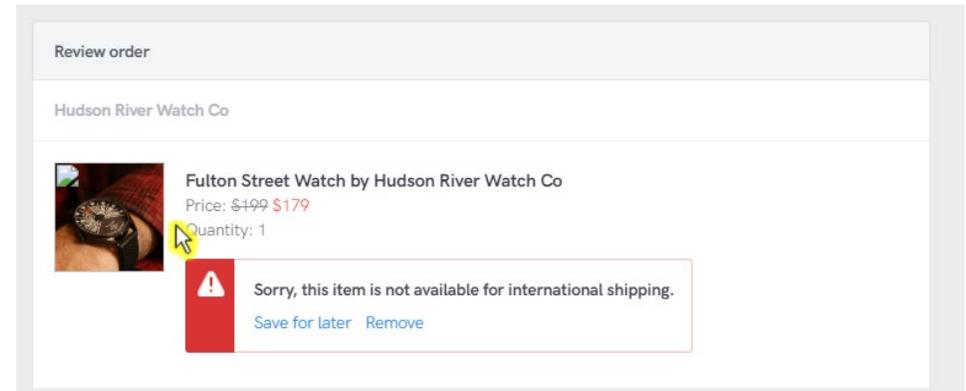
An error rate of 12.5% was allocated to the message, 'sorry, this item is not available for international shipping'.

As visitors are able to add the item to their cart, it makes it seem like they can purchase the product.

The 'overview' text where visitors are advised on shipping limitations is easily missed – it blends in with the rest of the page.

Prevent visitors from adding items to their cart which cannot be delivered to their location.

Present 'unable to ship' in red or similar so it stands out from the page.



**\$179** ~~\$199~~ (Save 10%)

Option

Quantity

Fulton Street Watch by Hudson River ...

1

Add to cart

## Overview

Unable to ship to United Kingdom

Ships from USA

30 day returns. [View details](#)

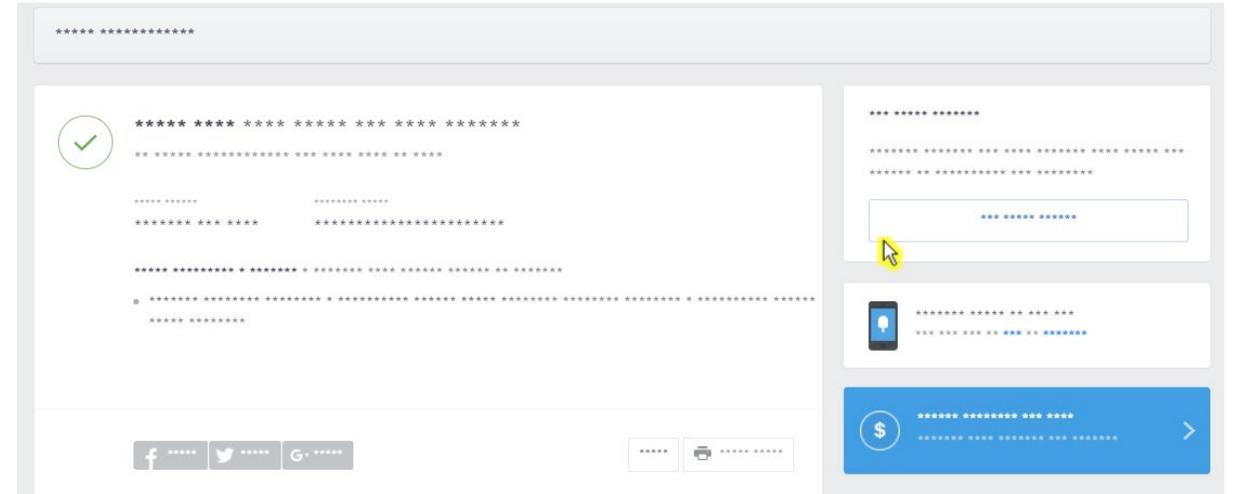
/confirmation

# /confirmation

The confirmation page is completely masked, commentary here is limited.

There was little struggle seen on the confirmation page, visitors here have reached the end of their intended journey successfully.

During the analysis period, a conversion rate of 6.03% was measured.



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