



Keeping the user in perspective, what care is to be taken while developing Shopping cart & Check out pages of a website?



Enter P/F after checking the content under description and enter Comments / Specifications

Description	(Y/N)
<b>Users &amp; tasks</b>	
Create trust factor to user about the website	
Simpler registration process	
Easy to find shipping options and prices	
Easily find products	
Easily access sufficient information about product	
Providing fields for entering shipping and billing information	
<b>Best practices</b>	
Providing a call to action ( providing buy link, downloadable order form)	
Providing access to the shopping cart	
Letting users change shopping cart contents	
Making the checkout visible	
Providing good customer service	
Listing shipping options	
Addressing international / multi lingual issues	
Providing progress of the ordered products through mails sending information of order purchase and delivery date	
Favoring the customer (If an error occurs or problem is faced with a purchase, provide text of sending mail, shipping without additional fee)	
Saving and resuming shopping if user abandons purchase in the middle and resumes from there after returning to the website	
Confirming shipping and billing addresses after purchase and before going to payment page	



<b>Pitfalls</b>	
Failing to establish trust factor	
Failing to have a user-friendly returns or refund policy	
Hiding customer support options	
Hiding the price	
Failing to provide sufficient product details	
Filing to communicate processes with the customer	