

Designing the **Perfect Customer Journey** for your High-Converting eCommerce Website

by @KathirSidVel

The Customer Journey



"...the steps your customer(s) go through in engaging with your company, whether it be a product, an online experience, retail experience, or a service, or any combination."

by Adam Richardson (Harvard Business Review)

**Design
your website
to match your
customer's journey**

Physical store : Web store

Entrance area / doors : Home page

Aisles : Category pages

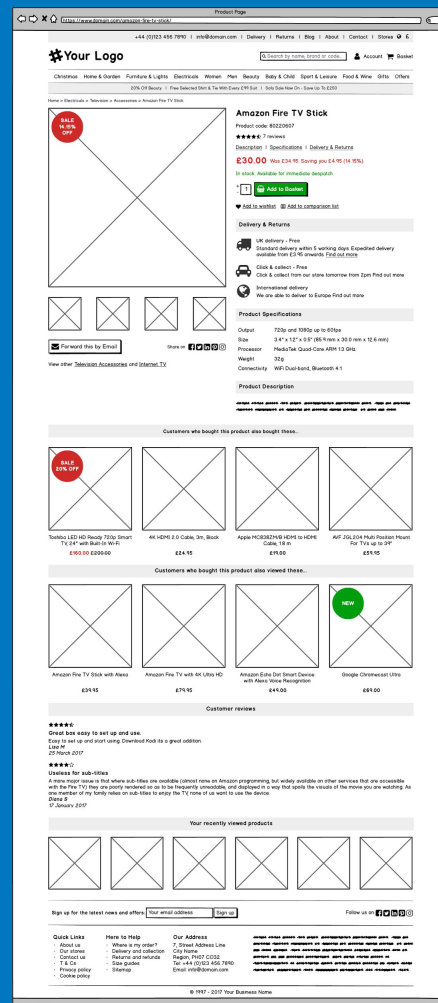
Product display : Product pages

Shopping trolley / basket : Basket page

Checkout lanes / tills : Checkout page

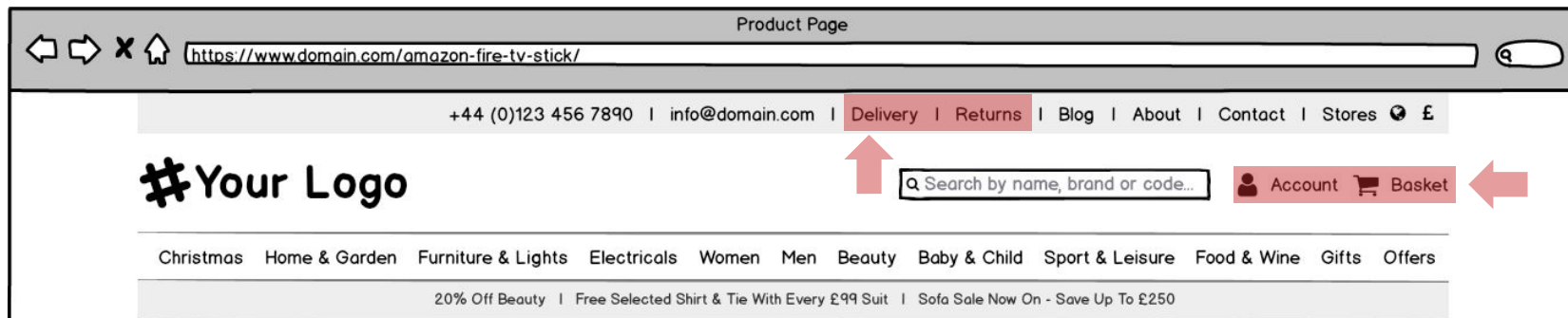
1. Your customer lands on your product page

A customer
with a **buying**
intent will
most likely
land on your
product page



2. Your customer scans the header and footer sections

Build trust using your website header



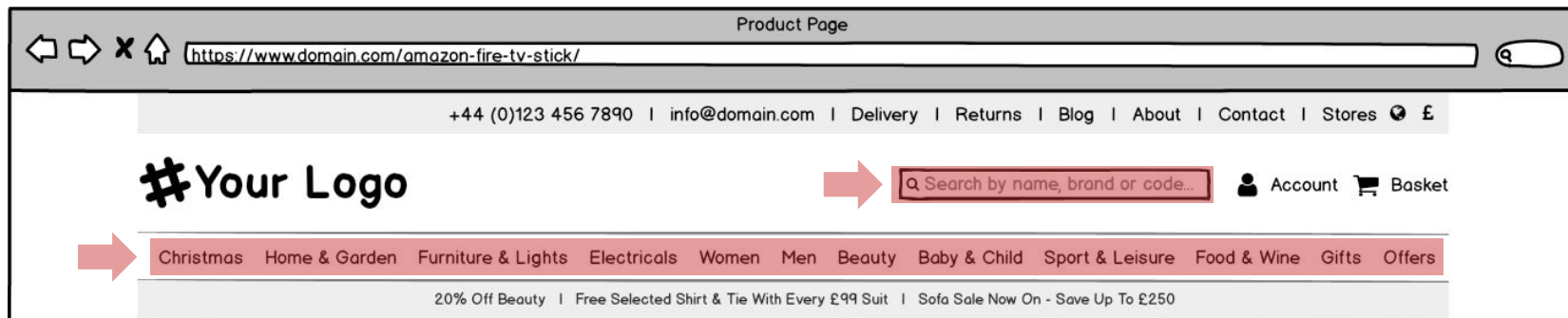
Can your customer buy online / find delivery and returns information?

Build trust using your website header



Can your customer contact you? Do you advertise your contact details?

Build trust using your website header



Is your catalogue well structured? Can your customer search for products?

Build trust using your website header



Are there any promotions that your customer can benefit from?

Build trust using your website footer

Your email address

Sign up

Follow us on



Quick Links

- About us
- Our stores
- Contact us
- T & Cs
- Privacy policy
- Cookie policy

Here to Help

- Where is my order?
- Delivery and collection
- Returns and refunds
- Size guides
- Sitemap

Our Address

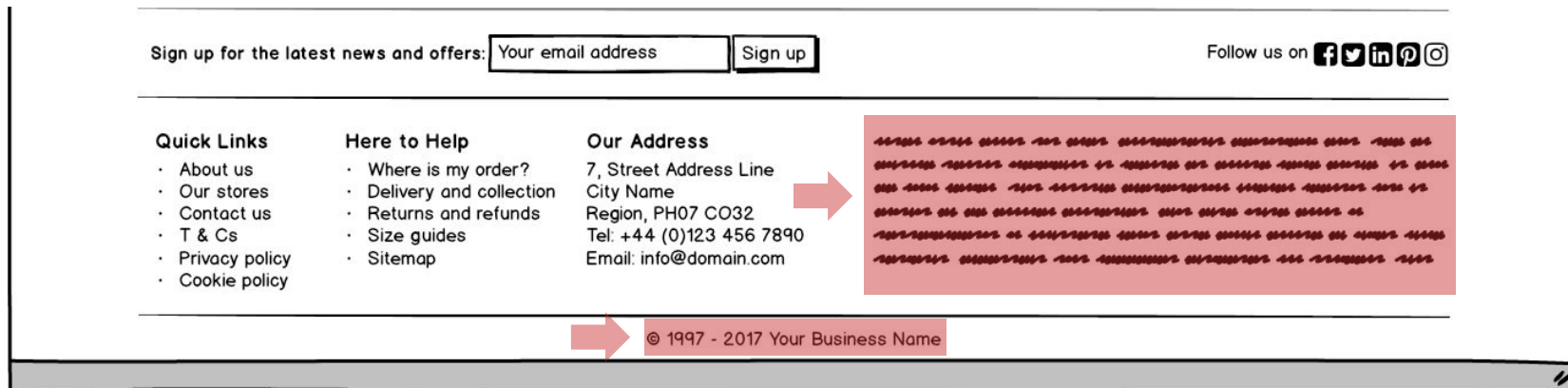
7, Street Address Line
City Name
Region, PH07 CO32
Tel: +44 (0)123 456 7890
Email: info@domain.com

2017년 12월 26일, 2018년 1월 10일, 2018년 1월 24일, 2018년 2월 7일, 2018년 2월 21일, 2018년 3월 7일, 2018년 3월 21일, 2018년 4월 4일, 2018년 4월 18일, 2018년 5월 2일, 2018년 5월 16일, 2018년 5월 30일, 2018년 6월 13일, 2018년 6월 27일, 2018년 7월 11일, 2018년 7월 25일, 2018년 8월 8일, 2018년 8월 22일, 2018년 9월 5일, 2018년 9월 19일, 2018년 10월 3일, 2018년 10월 17일, 2018년 10월 31일, 2018년 11월 14일, 2018년 11월 28일, 2018년 12월 12일, 2018년 12월 26일, 2019년 1월 9일, 2019년 1월 23일, 2019년 2월 6일, 2019년 2월 20일, 2019년 3월 6일, 2019년 3월 20일, 2019년 4월 3일, 2019년 4월 17일, 2019년 4월 30일, 2019년 5월 14일, 2019년 5월 28일, 2019년 6월 11일, 2019년 6월 25일, 2019년 7월 9일, 2019년 7월 23일, 2019년 8월 6일, 2019년 8월 20일, 2019년 9월 3일, 2019년 9월 17일, 2019년 9월 30일, 2019년 10월 14일, 2019년 10월 28일, 2019년 11월 11일, 2019년 11월 25일, 2019년 12월 9일, 2019년 12월 23일, 2020년 1월 6일, 2020년 1월 20일, 2020년 2월 3일, 2020년 2월 17일, 2020년 3월 3일, 2020년 3월 17일, 2020년 3월 31일, 2020년 4월 14일, 2020년 4월 28일, 2020년 5월 12일, 2020년 5월 26일, 2020년 6월 9일, 2020년 6월 23일, 2020년 7월 7일, 2020년 7월 21일, 2020년 8월 4일, 2020년 8월 18일, 2020년 9월 1일, 2020년 9월 15일, 2020년 9월 29일, 2020년 10월 13일, 2020년 10월 27일, 2020년 11월 10일, 2020년 11월 24일, 2020년 12월 8일, 2020년 12월 22일, 2021년 1월 5일, 2021년 1월 19일, 2021년 2월 2일, 2021년 2월 16일, 2021년 2월 28일, 2021년 3월 12일, 2021년 3월 26일, 2021년 4월 9일, 2021년 4월 23일, 2021년 5월 7일, 2021년 5월 21일, 2021년 6월 4일, 2021년 6월 18일, 2021년 7월 2일, 2021년 7월 16일, 2021년 7월 30일, 2021년 8월 13일, 2021년 8월 27일, 2021년 9월 10일, 2021년 9월 24일, 2021년 10월 8일, 2021년 10월 22일, 2021년 11월 5일, 2021년 11월 19일, 2021년 12월 3일, 2021년 12월 17일, 2022년 1월 31일, 2022년 2월 14일, 2022년 2월 28일, 2022년 3월 13일, 2022년 3월 27일, 2022년 4월 10일, 2022년 4월 24일, 2022년 5월 8일, 2022년 5월 22일, 2022년 6월 5일, 2022년 6월 19일, 2022년 7월 3일, 2022년 7월 17일, 2022년 7월 31일, 2022년 8월 14일, 2022년 8월 28일, 2022년 9월 11일, 2022년 9월 25일, 2022년 10월 9일, 2022년 10월 23일, 2022년 11월 6일, 2022년 11월 20일, 2022년 12월 4일, 2022년 12월 18일, 2023년 1월 1일, 2023년 1월 15일, 2023년 1월 29일, 2023년 2월 12일, 2023년 2월 26일, 2023년 3월 11일, 2023년 3월 25일, 2023년 4월 8일, 2023년 4월 22일, 2023년 5월 6일, 2023년 5월 20일, 2023년 6월 3일, 2023년 6월 17일, 2023년 6월 30일, 2023년 7월 14일, 2023년 7월 28일, 2023년 8월 11일, 2023년 8월 25일, 2023년 9월 8일, 2023년 9월 22일, 2023년 10월 6일, 2023년 10월 20일, 2023년 11월 3일, 2023년 11월 17일, 2023년 12월 1일, 2023년 12월 15일, 2024년 1월 29일, 2024년 2월 12일, 2024년 2월 26일, 2024년 3월 11일, 2024년 3월 25일, 2024년 4월 8일, 2024년 4월 22일, 2024년 5월 6일, 2024년 5월 20일, 2024년 6월 3일, 2024년 6월 17일, 2024년 6월 30일, 2024년 7월 14일, 2024년 7월 28일, 2024년 8월 11일, 2024년 8월 25일, 2024년 9월 8일, 2024년 9월 22일, 2024년 10월 6일, 2024년 10월 20일, 2024년 11월 3일, 2024년 11월 17일, 2024년 12월 1일, 2024년 12월 15일, 2025년 1월 29일, 2025년 2월 12일, 2025년 2월 26일, 2025년 3월 11일, 2025년 3월 25일, 2025년 4월 8일, 2025년 4월 22일, 2025년 5월 6일, 2025년 5월 20일, 2025년 6월 3일, 2025년 6월 17일, 2025년 6월 30일, 2025년 7월 14일, 2025년 7월 28일, 2025년 8월 11일, 2025년 8월 25일, 2025년 9월 8일, 2025년 9월 22일, 2025년 10월 6일, 2025년 10월 20일, 2025년 11월 3일, 2025년 11월 17일, 2025년 12월 1일, 2025년 12월 15일, 2026년 1월 29일, 2026년 2월 12일, 2026년 2월 26일, 2026년 3월 11일, 2026년 3월 25일, 2026년 4월 8일, 2026년 4월 22일, 2026년 5월 6일, 2026년 5월 20일, 2026년 6월 3일, 2026년 6월 17일, 2026년 6월 30일, 2026년 7월 14일, 2026년 7월 28일, 2026년 8월 11일, 2026년 8월 25일, 2026년 9월 8일, 2026년 9월 22일, 2026년 10월 6일, 2026년 10월 20일, 2026년 11월 3일, 2026년 11월 17일, 2026년 12월 1일, 2026년 12월 15일, 2027년 1월 29일, 2027년 2월 12일, 2027년 2월 26일, 2027년 3월 11일, 2027년 3월 25일, 2027년 4월 8일, 2027년 4월 22일, 2027년 5월 6일, 2027년 5월 20일, 2027년 6월 3일, 2027년 6월 17일, 2027년 6월 30일, 2027년 7월 14일, 2027년 7월 28일, 2027년 8월 11일, 2027년 8월 25일, 2027년 9월 8일, 2027년 9월 22일, 2027년 10월 6일, 2027년 10월 20일, 2027년 11월 3일, 2027년 11월 17일, 2027년 12월 1일, 2027년 12월 15일, 2028년 1월 29일, 2028년 2월 12일, 2028년 2월 26일, 2028년 3월 11일, 2028년 3월 25일, 2028년 4월 8일, 2028년 4월 22일, 2028년 5월 6일, 2028년 5월 20일, 2028년 6월 3일, 2028년 6월 17일, 2028년 6월 30일, 2028년 7월 14일, 2028년 7월 28일, 2028년 8월 11일, 2028년 8월 25일, 2028년 9월 8일, 2028년 9월 22일, 2028년 10월 6일, 2028년 10월 20일, 2028년 11월 3일, 2028년 11월 17일, 2028년 12월 1일, 2028년 12월 15일, 2029년 1월 29일, 2029년 2월 12일, 2029년 2월 26일, 2029년 3월 11일, 2029년 3월 25일, 2029년 4월 8일, 2029년 4월 22일, 2029년 5월 6일, 2029년 5월 20일, 2029년 6월 3일, 2029년 6월 17일, 2029년 6월 30일, 2029년 7월 14일, 2029년 7월 28일, 2029년 8월 11일, 2029년 8월 25일, 2029년 9월 8일, 2029년 9월 22일, 2029년

© 1997 - 2017 Your Business Name

Can your customer find purchase, support and customer service information?







Build trust using your website footer



Provide a brief business overview. Since when have you been trading?

Build trust using your website footer

Sign up for the latest news and offers:

 Follow us on     

Quick Links

- About us
- Our stores
- Contact us
- T & Cs
- Privacy policy
- Cookie policy

Here to Help

- Where is my order?
- Delivery and collection
- Returns and refunds
- Size guides
- Sitemap

Our Address







7, Street Address Line
City Name
Region, PH07 CO32
Tel: +44 (0)123 456 7890
Email: info@domain.com

© 1997 - 2017 Your Business Name

Can your customer connect with you through social media channels?

Build trust using your website footer

Sign up for the latest news and offers:

 Follow us on     

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Email: info@domain.com

© 1997 - 2017 Your Business Name

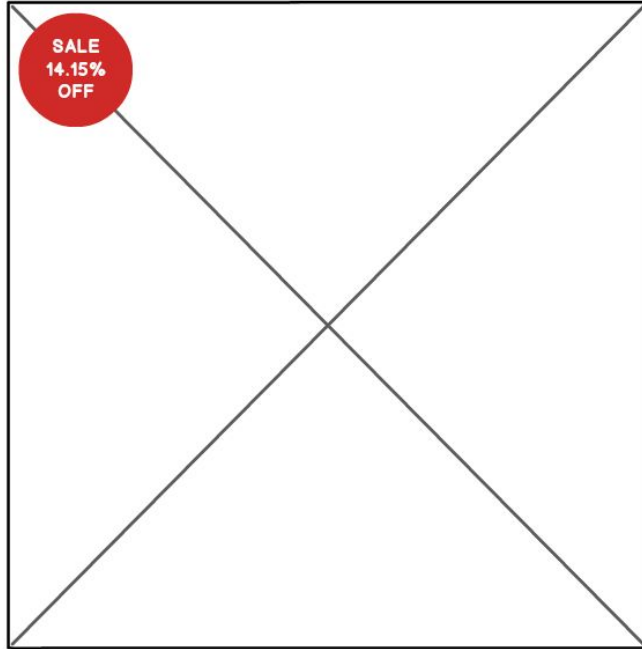
Can your customer connect with you through social media channels?

3. Your customer decides to stay on and keep browsing

Breadcrumbs



Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607

★★★★★ 7 reviews

[Description](#) | [Specifications](#) | [Delivery & Returns](#)

£30.00 Was £34.95. Saving you £4.95 (14.15%).

In stock. Available for immediate despatch.



Add to Basket

♥ [Add to wishlist](#)  [Add to comparison list](#)

Delivery & Returns



UK delivery - Free

Standard delivery within 5 working days. Expedited delivery available from £3.95 onwards. [Find out more](#)



Click & collect - Free

Click & collect from our store tomorrow from 2pm [Find out more](#)



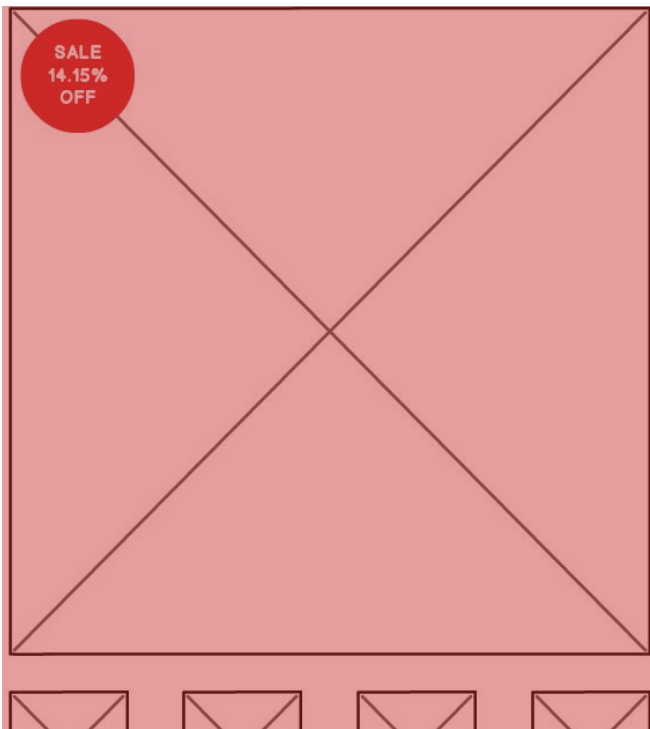
International delivery

We are able to deliver to Europe [Find out more](#)

Let your customer know where (within your website) they are.

Product images and videos

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607

★★★★★ 7 reviews

[Description](#) | [Specifications](#) | [Delivery & Returns](#)

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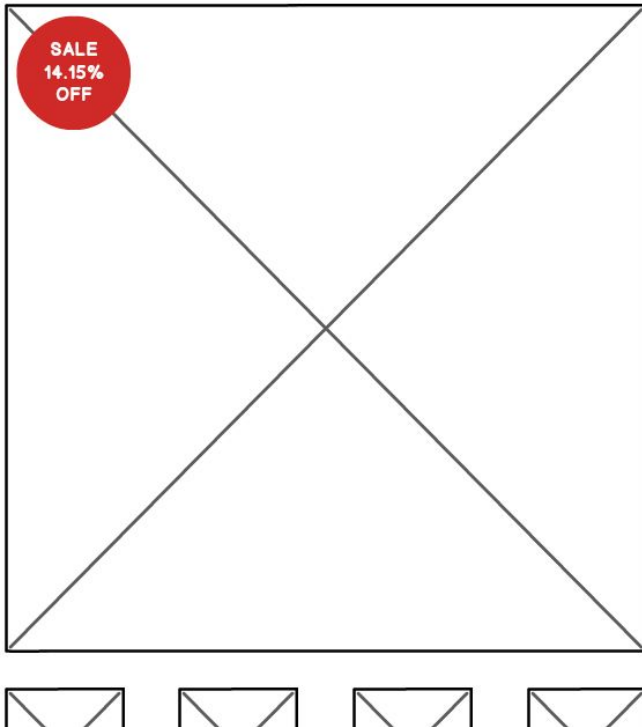
International delivery

We are able to deliver to Europe [Find out more](#)

Help your customer visualise your product.

Product name

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607

★★★★★ 7 reviews


[Description](#) | [Specifications](#) | [Delivery & Returns](#)

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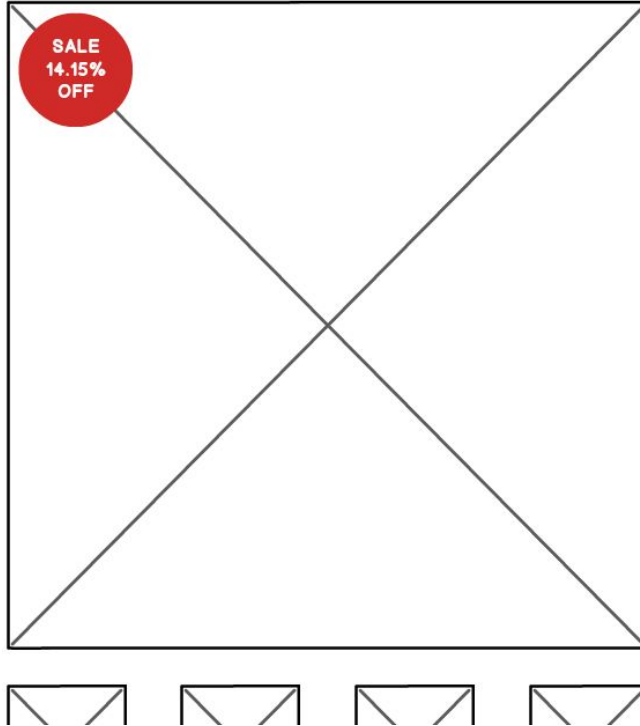
International delivery

We are able to deliver to Europe [Find out more](#)

Keep it short but descriptive. Wrap it in a H1 tag.

Product code

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607

★★★★☆ 7 reviews

[Description](#) | [Specifications](#) | [Delivery & Returns](#)

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+ 1  Add to Basket

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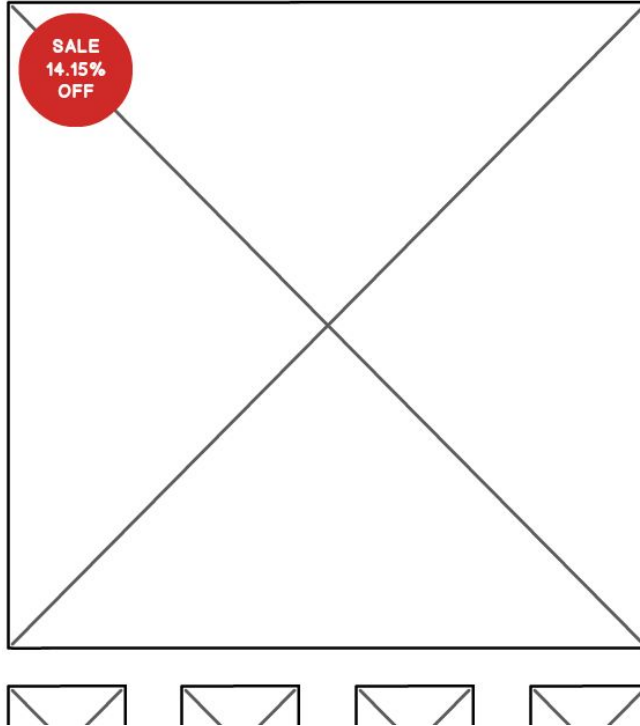
International delivery

We are able to deliver to Europe [Find out more](#)

Must display, if you have a large catalogue and expect customers to call you.

Product ratings and reviews summary

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607

★★★★☆ 7 reviews




[Description](#) | [Specifications](#) | [Delivery & Returns](#)

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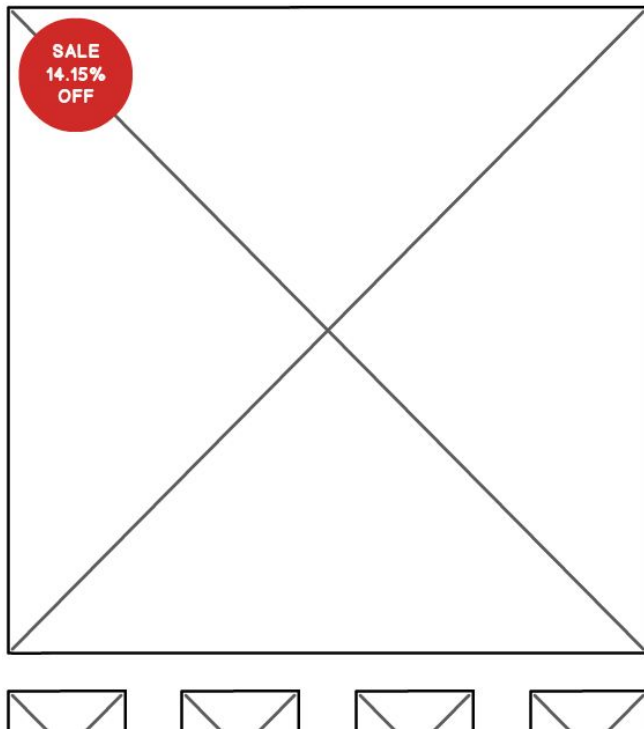
International delivery

We are able to deliver to Europe [Find out more](#)

Make a business decision. Do not display 'Not reviewed yet'.

Quick links to product information

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607

★★★★★ 7 reviews

[Description](#) | [Specifications](#) | [Delivery & Returns](#)

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In stock. Available for immediate despatch.



Add to Basket

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Delivery & Returns



UK delivery - Free

Standard delivery within 5 working days. Expedited delivery available from £3.95 onwards. [Find out more](#)



Click & collect - Free

Click & collect from our store tomorrow from 2pm [Find out more](#)




International delivery

We are able to deliver to Europe [Find out more](#)

Point towards the information, above the fold.

Product prices and savings

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607

★★★★★ 7 reviews

[Description](#) | [Specifications](#) | [Delivery & Returns](#)


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In stock. Available for immediate despatch.


+ 1  Add to Basket

♥ [Add to wishlist](#)  [Add to comparison list](#)

Delivery & Returns

 UK delivery - Free
Standard delivery within 5 working days. Expedited delivery available from £3.95 onwards. [Find out more](#)

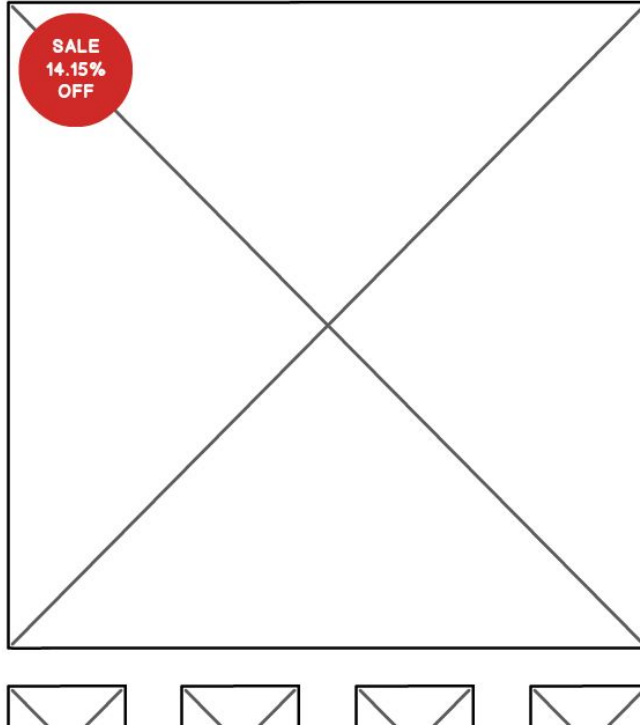
 Click & collect - Free
Click & collect from our store tomorrow from 2pm Find out more

 International delivery
We are able to deliver to Europe Find out more

Style the price to make it stand out. Highlight the savings.

Product stock status and lead time

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607


★★★★★ 7 reviews

[Description](#) | [Specifications](#) | [Delivery & Returns](#)

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In stock. Available for immediate despatch.



♥ [Add to wishlist](#)  [Add to comparison list](#)

Delivery & Returns



UK delivery - Free

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Click & collect - Free

Click & collect from our store tomorrow from 2pm [Find out more](#)



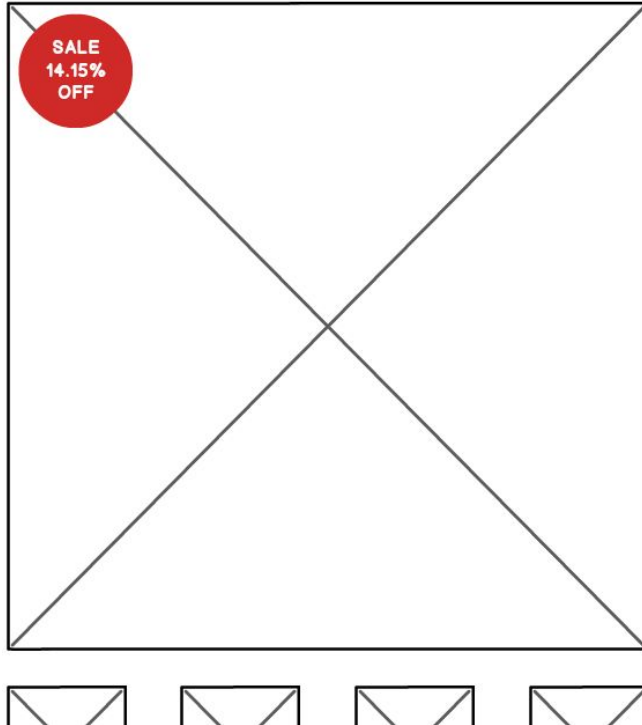
International delivery

We are able to deliver to Europe [Find out more](#)

Very important. When can the customer touch and feel the goods?

Add to basket button

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

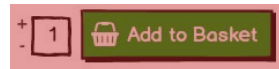
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♥ [Add to wishlist](#) 📋 [Add to comparison list](#)

Delivery & Returns



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Click & collect from our store tomorrow from 2pm Find out more



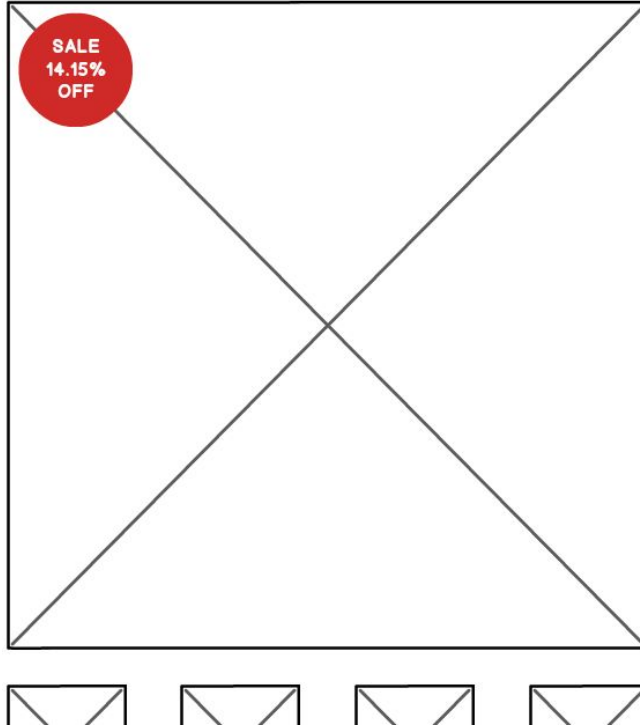
International delivery

We are able to deliver to Europe Find out more

Make it stand out, if you want your customer to click on it.

Wishlists and product comparisons

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

Product code: 80220607

★★★★★ 7 reviews

[Description](#) | [Specifications](#) | [Delivery & Returns](#)

£30.00 Was £34.95. Saving you £4.95 (14.15%).

In stock. Available for immediate despatch.



Add to Basket



Add to wishlist



Add to comparison list



Delivery & Returns



UK delivery - Free

Standard delivery within 5 working days. Expedited delivery available from £3.95 onwards. [Find out more](#)



Click & collect - Free

Click & collect from our store tomorrow from 2pm [Find out more](#)



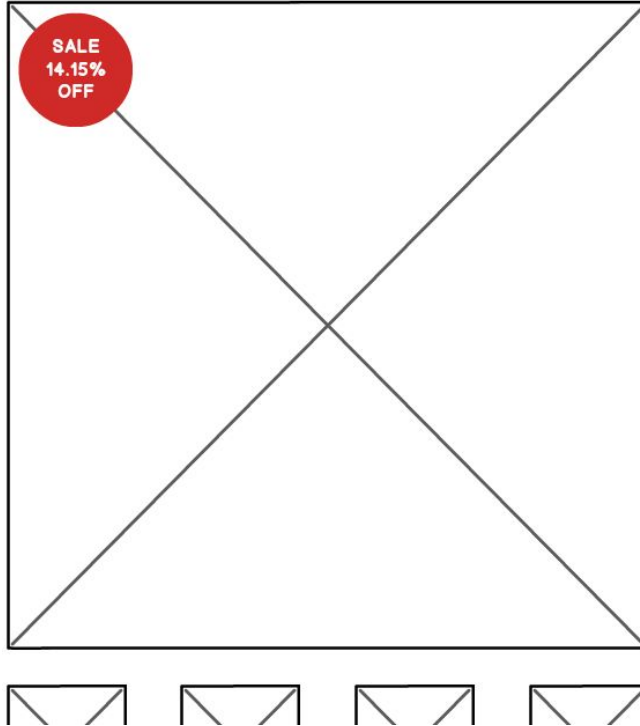
International delivery

We are able to deliver to Europe [Find out more](#)

Does not work for all businesses and product types. Make a business decision.

Delivery and returns summary

Home > Electricals > Television > Accessories > Amazon Fire TV Stick



Amazon Fire TV Stick

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★★★★★ 7 reviews

[Description](#) | [Specifications](#) | [Delivery & Returns](#)

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Click & collect - Free

Click & collect from our store tomorrow from 2pm [Find out more](#)



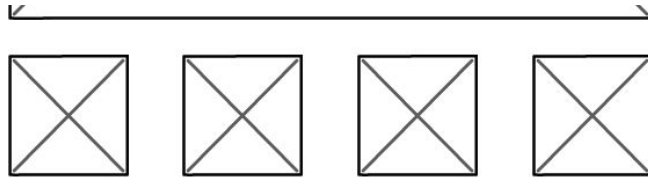
International delivery


We are able to deliver to Europe [Find out more](#)



The most important piece of information on your product pages.

Product specifications and description



 Forward this by Email

Share on     

View other [Television Accessories](#) and [Internet TV](#)



International delivery

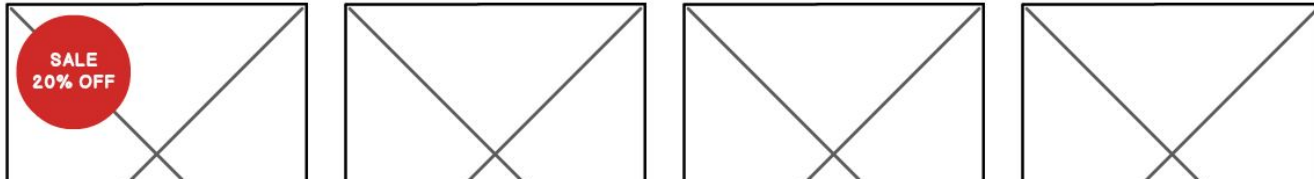
We are able to deliver to Europe Find out more

Product Specifications

Output	720p and 1080p up to 60fps
Size	3.4" x 1.2" x 0.5" (85.9 mm x 30.0 mm x 12.6 mm)
Processor	MediaTek Quad-Core ARM 1.3 GHz
Weight	32g
Connectivity	WiFi Dual-band, Bluetooth 4.1

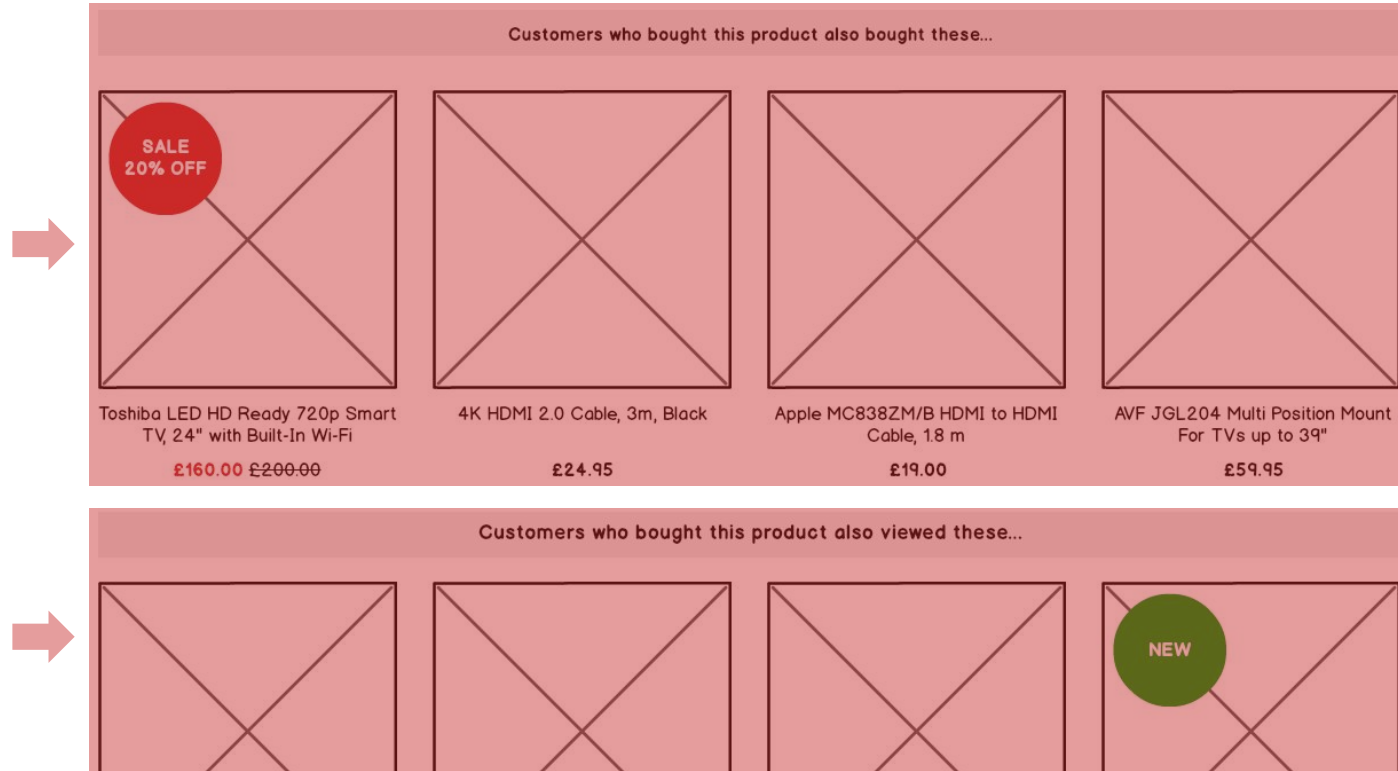
Product Description

Customers who bought this product also bought these...



Provide all the necessary specifications. Keep the description concise.

Related and upsell products



Showcase related and alternative products. Keep your customer interested.

Customer reviews

£39.95

£79.95

with Alexa voice recognition

£49.00

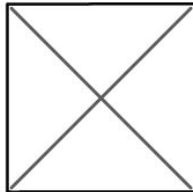
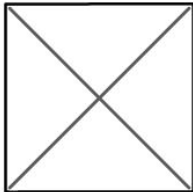
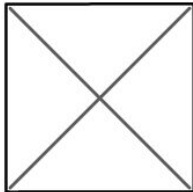
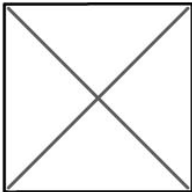
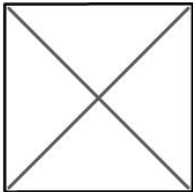
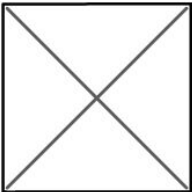
£69.00

Customer reviews

★★★★☆
Great box easy to set up and use.
Easy to set up and start using. Download Kodi its a great addition.
Lisa M
25 March 2017

★★★★☆
Useless for sub-titles
A more major issue is that where sub-titles are available (almost none on Amazon programming, but widely available on other services that are accessible with the Fire TV) they are poorly rendered so as to be frequently unreadable, and displayed in a way that spoils the visuals of the movie you are watching. As one member of my family relies on sub-titles to enjoy the TV, none of us want to use the device.
Diana S
17 January 2017

Your recently viewed products



Schema tag reviews and ratings.

Recently viewed products

£39.95

£79.95

with Alexa voice recognition

£49.00

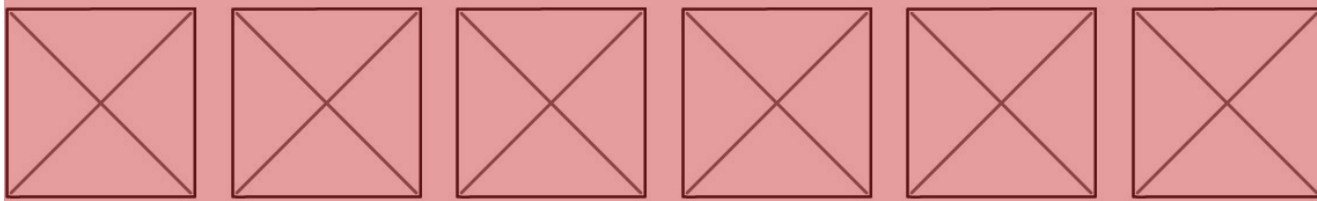
£69.00

Customer reviews

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Lisa M
25 March 2017

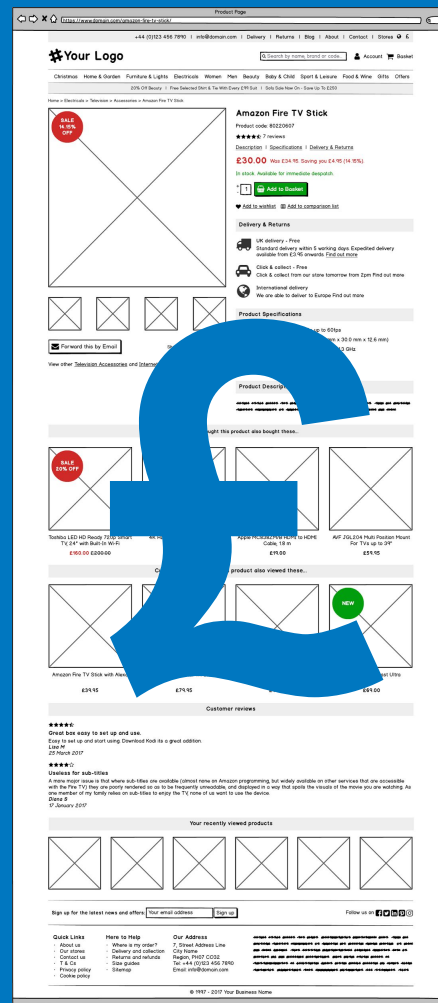
★★★★☆
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Diana S
17 January 2017

Your recently viewed products



Make it easy for your customer to return to a product they saw a few clicks ago.

Your product page is your money page



A quick overview of your category page

Filter by

Features

- ☐ Freeview Recorders (10)
- ☐ HDR6 (8)
- ☐ Freeview HD (6)
- ☐ Full HD 1080p (5)
- ☐ Smart TV (5)
- ☐ 3D Ready (4)
- ☐ Freeview Play (4)
- ☐ FreeSat HD (3)
- ☐ FreeSat Receiver (3)
- ☐ 4K - Ultra HD (3)
- ☐ Freeview Receiver (1)
- ☐ 4K Upscaling (1)

Brands

- ☐ Humax (7)
- ☐ Panasonic (6)
- ☐ Apple (3)
- ☐ Sky (3)
- ☐ Amazon (2)
- ☐ Google (2)
- ☐ BT (1)
- ☐ NVIDIA (1)
- ☐ Netflix (1)
















Price

- ☐ £0 - £20 (2)
- ☐ £20 - £80 (6)
- ☐ £80 - £190 (4)
- ☐ £190 - £260 (8)
- ☐ £260 - £500 (1)

Freeview, FreeSat, Digital Recorders & Streaming Devices

Show 16 products

Sort by Bestsellers

 Amazon Fire TV Stick with Alexa £31.95 £39.95 Add to basket Compare Add to wishlist	 Google Chromecast Ultra £69.00 Add to basket Compare Add to wishlist	 NOW TV Box with 1 Month Movies Pass, Black £19.95 Add to basket Compare Add to wishlist	 Humax HDR-1000S Smart 500GB FreeSat Digital TV Recorder, White £169.95 Add to basket Compare Add to wishlist
 Google Chromecast Ultra £69.00 Add to basket Compare Add to wishlist	 Amazon Fire TV Stick with Alexa £31.95 £39.95 Add to basket Compare Add to wishlist	 Humax HDR-1000S Smart 500GB FreeSat Digital TV Recorder, White £169.95 Add to basket Compare Add to wishlist	 NOW TV Box with 1 Month Movies Pass, Black £19.95 Add to basket Compare Add to wishlist
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Show 16 products

Sort by Bestsellers

Freeview, FreeSat, Digital Recorders & Streaming Devices (H1)

Amazon, Apple, Google, Humax, NOW TV, Panasonic, Sky, and other brands are trademarks of their respective owners. All prices are in GBP and include VAT. Delivery charges may apply. © 2020 Amazon.co.uk

Navigational helpers

Filter by

Features


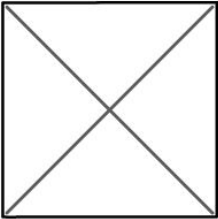
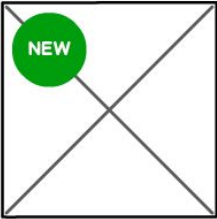
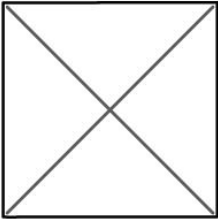
- ☐ Freeview Recorders (10)
- ☐ HDMI (8)
- ☐ Freeview HD (6)
- ☐ Full HD 1080p (5)
- ☐ Smart TV (5)
- ☐ 3D Ready (4)
- ☐ Freeview Play (4)
- ☐ Freesat HD (3)
- ☐ Freesat Receiver (3)
- ☐ 4K - Ultra HD (3)
- ☐ Freeview Receiver (1)
- ☐ 4K Upscaling (1)

Brands

- ☐ Humax (7)
- ☐ Panasonic (6)
- ☐ Apple (3)
- ☐ Sky (3)
- ☐ Amazon (2)
- ☐ Google (2)
- ☐ BT (1)
- ☐ NVIDIA (1)
- ☐ Netflix (1)

Freeview, FreeSat, Digital Recorders & Streaming Devices

Show products ◀ ▶ Sort by

			
Amazon Fire TV Stick with Alexa	Google Chromecast Ultra	NOW TV Box with 1 Month Movies Pass, Black	Humax HDR-1100S Smart 500GB Freesat Digital TV Recorder, White
£31.95 £39.95	£69.00	£19.95	£169.95
Add to basket	Add to basket	Add to basket	Add to basket

Should be clutter-free and easy to use. Avoid AJAX / live updates.

Grid or list of products

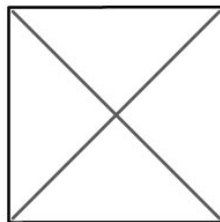
- ☐ 4K - Ultra HD (3)
- ☐ Freeview Receiver (1)
- ☐ 4K Upscaling (1)

Brands

- ☐ Humax (7)
- ☐ Panasonic (6)
- ☐ Apple (3)
- ☐ Sky (3)
- ☐ Amazon (2)
- ☐ Google (2)
- ☐ BT (1)
- ☐ NVIDIA (1)
- ☐ Netflix (1)

Price

- ☐ £0 - £20 (2)
- ☐ £20 - £80 (6)
- ☐ £80 - £190 (9)
- ☐ £190 - £260 (8)
- ☐ £260 - £500 (1)

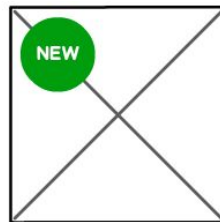


Google Chromecast Ultra

£69.00

Add to basket

[Compare](#) | [Add to wishlist](#)

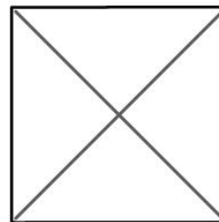


NOW TV Box with 1 Month
Movies Pass, Black

£19.95

Add to basket

[Compare](#) | [Add to wishlist](#)

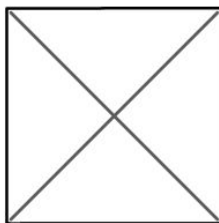


Humax HDR-1100S Smart
500GB Freesat Digital TV
Recorder, White

£169.95

Add to basket

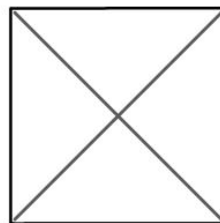
[Compare](#) | [Add to wishlist](#)



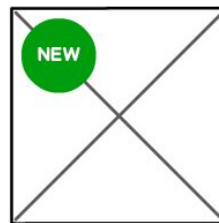
Google Chromecast Ultra



Amazon Fire TV Stick
with Alexa



Humax HDR-1100S Smart
500GB Freesat Digital TV
Recorder, White





NOW TV Box with 1 Month
Movies Pass, Black

Tease your customer into clicking through or adding the product into the basket.

**4. Your customer adds
products to their basket**

Your basket page is your purchase decision page

Shopping basket

Product	Price	Qty	Subtotal
 <div>Amazon Fire TV Stick Product code: 80220607 Was £34.95. Saving you £4.95 (14.15%). <i>In stock. Available for immediate despatch.</i></div>	£30.00	<input type="text" value="1"/>	£30.00
 <div>Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 Currently out-of-stock. Delivery estimate 28/11/2017.</div>	£43.99	<input type="text" value="2"/>	£87.98

[Continue shopping](#)[Save basket](#)[Apply](#)


Subtotal £117.98

Delivery £4.95


Grand total £122.93


[Proceed to checkout](#)


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Click & collect from our store tomorrow from 2pm. [Find out more](#)

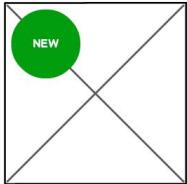
**International delivery**
We are able to deliver to Europe. [Find out more](#)

[Estimate delivery](#)

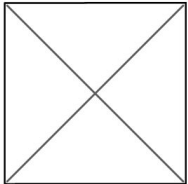
Recommendations based on the items in your basket



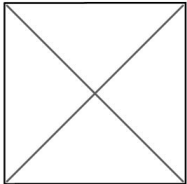
Toshiba LED HD Ready 720p Smart TV 24" with Built-In Wi-Fi
£160.00 ~~£200.00~~
[Add to basket](#)



Urban Decay All Nighter Setting Spray, Travel Size
£10.00
[Add to basket](#)





NARS Radiant Creamy Concealer
£24.00
[Add to basket](#)



A/VF JGL204 Multi Position Mount For TVs up to 39"
£59.95
[Add to basket](#)

Security and payment methods

Shopping basket

Product	Price	Qty	Subtotal
 <div>Amazon Fire TV Stick Product code: 80220607 Was £34.95. Saving you £4.95 (14.15%). In stock. Available for immediate despatch.</div>	£30.00	+ <input type="text" value="1"/> -	£30.00
<hr/>			
 <div>Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 Currently out-of-stock. Delivery estimate 28/11/2017.</div>	£43.99	+ <input type="text" value="2"/> -	£87.98

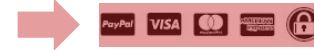
[Continue shopping](#)[Save basket](#)[Apply](#)

Subtotal £117.98

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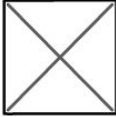
International delivery
We are able to deliver to Europe. [Find out more](#)

[Estimate delivery](#)

Your customer will be thinking of site security and accepted payment methods.

Summary of products in the basket

Shopping basket


Product	Price	Qty	Subtotal
 <div>Amazon Fire TV Stick Product code: 80220607 Was £34.95. Saving you £4.95 (14.15%). In stock. Available for immediate despatch.</div>	£30.00	+ 1	£30.00
 <div>Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 Currently out-of-stock. Delivery estimate 28/11/2017.</div>	£43.99	+ 2	£87.98






[Continue shopping](#) [Save basket](#) [Apply](#)

Subtotal £117.98
Delivery £4.95
Grand total £122.93


[Proceed to checkout](#)


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**International delivery**
We are able to deliver to Europe. [Find out more](#)

Display all the important product information. Savings and stock status are vital.

Delivery and returns summary

Shopping basket

Product	Price	Qty	Subtotal
 Amazon Fire TV Stick Product code: 80220607 <i>Was £34.95. Saving you £4.95 (14.15%).</i> <i>In stock. Available for immediate despatch.</i>	£30.00	+ 1	£30.00
 Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 <i>Currently out-of-stock. Delivery estimate 28/11/2017.</i>	£43.99	+ 2	£87.98

[Continue shopping](#)[Save basket](#)[Apply](#)

Subtotal £117.98

Delivery £4.95

Grand total £122.93[Proceed to checkout](#)

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Click & collect from our store tomorrow from 2pm. [Find out more](#)





International delivery
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Make it available and clearly visible.

Coupon codes

Shopping basket

Product	Price	Qty	Subtotal
 Amazon Fire TV Stick Product code: 80220607 <i>Was £34.95. Saving you £4.95 (14.15%).</i> <i>In stock. Available for immediate despatch.</i>	£30.00	+ <input type="text" value="1"/> -	£30.00
<hr/>			
 Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 <i>Currently out-of-stock. Delivery estimate 28/11/2017.</i>	£43.99	+ <input type="text" value="2"/> -	£87.98

[Continue shopping](#)[Save basket](#)[Apply](#)

Subtotal £117.98

Delivery £4.95

Grand total £122.93[Proceed to checkout](#)

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Click & collect - Free
Click & collect from our store tomorrow from 2pm. [Find out more](#)




International delivery
We are able to deliver to Europe. [Find out more](#)

Develop a coupon code strategy.

Summary of costs

Shopping basket

Product	Price	Qty	Subtotal
 Amazon Fire TV Stick Product code: 80220607 <i>Was £34.95. Saving you £4.95 (14.15%).</i> <i>In stock. Available for immediate despatch.</i>	£30.00	+ 1 -	£30.00
 Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 <i>Currently out-of-stock. Delivery estimate 28/11/2017.</i>	£43.99	+ 2 -	£87.98

[Continue shopping](#)[Save basket](#)

Subtotal £117.98

Delivery £4.95

Grand total £122.93[Proceed to checkout](#)

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Standard delivery within 5 working days. Expedited delivery available from £3.95 onwards. [Find out](#)



Click & collect - Free

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International delivery
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Delivery? Disposal of old products? Deposit? What is the customer going to pay?

Invitation to communicate

Shopping basket

Product	Price	Qty	Subtotal
 Amazon Fire TV Stick Product code: 80220607 <i>Was £34.95. Saving you £4.95 (14.15%).</i> <i>In stock. Available for immediate despatch.</i>	£30.00	+ <input type="text" value="1"/> -	£30.00
<hr/>			
 Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 <i>Currently out-of-stock. Delivery estimate 28/11/2017.</i>	£43.99	+ <input type="text" value="2"/> -	£87.98

[Continue shopping](#)[Save basket](#)[Apply](#)

Subtotal £117.98

Delivery £4.95

Grand total £122.93[Proceed to checkout](#)

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Delivery & Returns



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Click & collect - Free
Click & collect from our store tomorrow from 2pm. [Find out more](#)

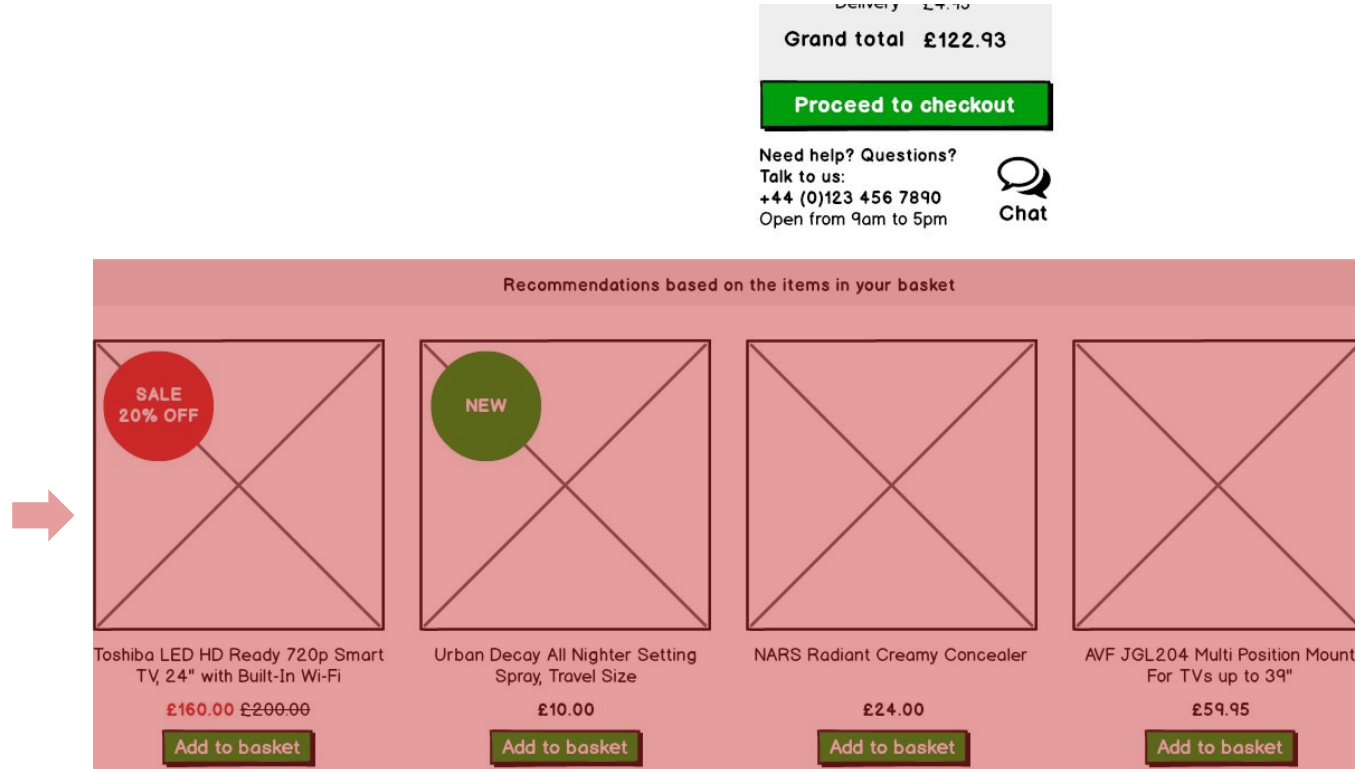


International delivery
We are able to deliver to Europe. [Find out more](#)

[Estimate delivery](#)

Reassure your customer. They might have some last minute questions.

Cross-sells / related products




Delivery £4.95


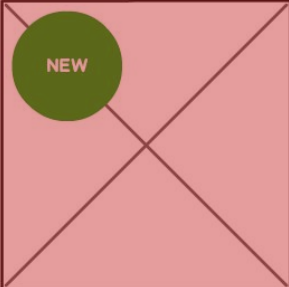
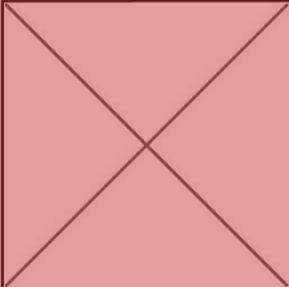
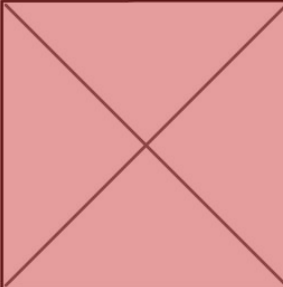
Grand total £122.93

Proceed to checkout

Need help? Questions?
Talk to us:
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Open from 9am to 5pm

 Chat



Recommendations based on the items in your basket

			
Toshiba LED HD Ready 720p Smart TV, 24" with Built-In Wi-Fi	Urban Decay All Nighter Setting Spray, Travel Size	NARS Radiant Creamy Concealer	AVF JGL204 Multi Position Mount For TVs up to 39"
£160.00 £200.00	£10.00	£24.00	£59.95
Add to basket	Add to basket	Add to basket	Add to basket

Offer a selection of last minute related products.

Save the basket for later

Shopping basket

Product	Price	Qty	Subtotal
 <div>Amazon Fire TV Stick Product code: 80220607 Was £34.95. Saving you £4.95 (14.15%). In stock. Available for immediate despatch.</div>	£30.00	+ <input type="text" value="1"/>	£30.00
<hr/>			
 <div>Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 Currently out-of-stock. Delivery estimate 28/11/2017.</div>	£43.99	+ <input type="text" value="2"/>	£87.98

[Continue shopping](#)[Save basket](#)[Apply](#)

Subtotal £117.98

Delivery £4.95

Grand total £122.93[Proceed to checkout](#)

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Open from 9am to 5pm



Chat



Delivery & Returns



UK delivery - Free
Standard delivery within 5 working days. Expedited delivery available from £3.95 onwards. [Find out](#)



Click & collect - Free
Click & collect from our store tomorrow from 2pm. [Find out more](#)


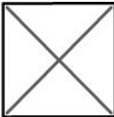


International delivery
We are able to deliver to Europe. [Find out more](#)

Make it easy to retrieve baskets. Useful insights. Marketing emails.

The decision making button

Shopping basket

Product	Price	Qty	Subtotal
 Amazon Fire TV Stick Product code: 80220607 <i>Was £34.95. Saving you £4.95 (14.15%).</i> <i>In stock. Available for immediate despatch.</i>	£30.00	+ <input type="text" value="1"/> -	£30.00
<hr/>			
 Gucci Bamboo Eau de Parfum Size: 30ml Product code: 46386501 <i>Currently out-of-stock. Delivery estimate 28/11/2017.</i>	£43.99	+ <input type="text" value="2"/> -	£87.98

[Continue shopping](#)[Save basket](#)[Apply](#)

Subtotal £117.98

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Grand total £122.93[Proceed to checkout](#)

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Click & collect - Free
Click & collect from our store tomorrow from 2pm. [Find out more](#)



International delivery
We are able to deliver to Europe. [Find out more](#)

[Estimate delivery](#)

Friendly, easy on the eye and calling for action.

**5. Your customer wants to pay
and attain gratification**



Secure checkout



Is your website secure - HTTPS / SSL?



Minimal header



+44 (0)123 456 7890 | [info@domain.com](#) | [Delivery](#) | [Returns](#) | [Blog](#) | [About](#) | [Contact](#) | [Stores](#)  

#Your Logo

Need help with your order? Do you have any questions?
Talk to us: +44 (0)123 456 7890
Open from 9am to 5pm

 [Account](#)  [Basket](#)

Secure checkout



Please fill in the fields below and click 'Place order now' to complete your purchase! [Click here to login if you have an account with us.](#)

<div>Billing address</div> <div><div>First nameLast name</div><div><input type="text"/><input type="text"/></div><div>Email addressTelephone</div><div><input type="text"/><input type="text"/></div><div>Address</div><div><input type="text"/><input type="text"/></div><div>CityRegion</div><div><input type="text"/><input type="text"/></div><div>PostcodeCountry</div></div>	<div>Delivery method</div> <div><input checked="" type="checkbox"/> Standard UK delivery (3 to 5 days) - £4.95</div> <div><input type="checkbox"/> Next day UK delivery (before 1pm) - £6.95</div> <div><input type="checkbox"/> Collect from store (in 2 hours) - Free</div>
---	--

Payment method

☐ Pay securely using your credit / debit card

☐ Pay securely using PayPal



☐ Pay securely using Stripe

Focus on what your customer might be looking for.

Security and payment methods



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#Your Logo

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Please fill in the fields below and click 'Place order now' to complete your purchase! [Click here to login if you have an account with us.](#)

Billing address

First name Last name

Email address Telephone

Address

City Region

Postcode Country

Delivery method

☒ [Standard UK delivery](#) (3 to 5 days) - £4.95

☐ [Next day UK delivery](#) (before 1pm) - £6.95

☐ [Collect from store](#) (in 2 hours) - Free

Payment method

☐ Pay securely using your credit / debit card



☐ Pay securely using PayPal



☐ Pay securely using Stripe

Order review



Amazon Fire TV Stick
Product code: 80220607

Was £34.95. Saving you £4.95
(14.15%).

+ 1

In stock. Available for immediate
despatch.

£30.00



Gucci Bamboo Eau de Parfum
Size: 30ml
Product code: 46386501

+ 2

Currently out-of-stock. Delivery
estimate 28/11/2017.

£87.98

Subtotal £117.98

Delivery £4.95

Reinforce site security and accepted payment methods.

One step checkout

Billing address

First name

Last name

Email address

Telephone

Address

City

Region

Postcode

Country

Please select

☒ Create an account to track your order?

Password

Repeat password

☒ Deliver to a different address?

Delivery method




☒ Standard UK delivery (3 to 5 days) - £4.95

☐ Next day UK delivery (before 1pm) - £6.95


☐ Collect from store (in 2 hours) - Free

Payment method


☐ Pay securely using your credit / debit card




☐ Pay securely using PayPal



☐ Pay securely using Stripe



Order review



Amazon Fire TV Stick

Product code: 80220607

Was £34.95. Saving you £4.95


(14.15%).

In stock. Available for immediate despatch.

£30.00

+ 1

- 1



Gucci Bamboo Eau de Parfum

Size: 30ml

Product code: 46386501

Currently out-of-stock. Delivery estimate 28/11/2017.

£87.98

+ 2

- 2

Subtotal

£117.98

Delivery

£4.95

Grand total

£122.93

Coupon code

Apply

Do you wish to add any comments?

‘Next’ buttons create anxiety. Provide a one page checkout experience.

Allow guest checkout

Billing address

First name Last name

Email address Telephone

Address

City Region

Postcode Country

☒ Create an account to track your order?

Password Repeat password

☒ Deliver to a different address?

Delivery method




☒ Standard UK delivery (3 to 5 days) - £4.95

☐ Next day UK delivery (before 1pm) - £6.95

☐ Collect from store (in 2 hours) - Free

Payment method

☐ Pay securely using your credit / debit card

☐ Pay securely using PayPal



☐ Pay securely using Stripe



Order review

☒ Amazon Fire TV Stick
Product code: 80220607
Was £34.95. Saving you £4.95 (14.15%).
In stock. Available for immediate despatch.
£30.00

☒ Gucci Bamboo Eau de Parfum
Size: 30ml
Product code: 46386501
Currently out-of-stock. Delivery estimate 28/11/2017.
£87.98

Subtotal £117.98
Delivery £4.95
Grand total £122.93

Do you wish to add any comments?

Makes no significant difference to you as you will still have their NAP details.

Delivery options

Billing address

First name

Last name

Email address

Telephone

Address

City

Region

Postcode

Country

Please select

☒ Create an account to track your order?

Password

Repeat password

☒ Deliver to a different address?

Delivery method




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☐ Next day UK delivery (before 1pm) - £6.95


☐ Collect from store (in 2 hours) - Free

Payment method


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☐ Pay securely using PayPal



☐ Pay securely using Stripe



Order review



Amazon Fire TV Stick

Product code: 80220607

Was £34.95. Saving you £4.95 (14.15%).


In stock. Available for immediate despatch.

£30.00

+

1

-



Gucci Bamboo Eau de Parfum

Size: 30ml

Product code: 46386501

Currently out-of-stock. Delivery estimate 28/11/2017.

£87.98

+

2

-

Subtotal £117.98

Delivery £4.95

Grand total £122.93

Coupon code

Apply

Do you wish to add any comments?

Your customer might pay a premium to get the products delivered sooner.

Payment options

Billing address

First name

Last name

Email address

Telephone

Address

City

Region

Postcode

Country

Please select

☒ Create an account to track your order?

Password

Repeat password

☒ Deliver to a different address?

Delivery method




☒ Standard UK delivery (3 to 5 days) - £4.95

☐ Next day UK delivery (before 1pm) - £6.95


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☐ Pay securely using Stripe



Order review

☒

Amazon Fire TV Stick

Product code: 80220607

Was £34.95. Saving you £4.95 (14.15%).

In stock. Available for immediate despatch.

£30.00

☒

Gucci Bamboo Eau de Parfum

Size: 30ml

Product code: 46386501

Currently out-of-stock. Delivery estimate 28/11/2017.

£87.98

Subtotal

£117.98

Delivery

£4.95

Grand total

£122.93

Coupon code

Apply

Do you wish to add any comments?

Keep PayPal in the mix - people trust PayPal.

Concise summary

Billing address

First name Last name

Email address Telephone

Address

City Region

Postcode Country

☒ Create an account to track your order?

Password Repeat password

☒ Deliver to a different address?

Delivery method

☒ Standard UK delivery (3 to 5 days) - **£4.95**

☐ Next day UK delivery (before 1pm) - **£6.95**

☐ Collect from store (in 2 hours) - **Free**

Payment method

☐ Pay securely using your credit / debit card

☐ Pay securely using PayPal



☐ Pay securely using Stripe



Order review

☒ Amazon Fire TV Stick
Product code: 80220607
Was £34.95. Saving you £4.95 (14.15%).
+ 1 - 1
In stock. Available for immediate despatch.
£30.00

☒ Gucci Bamboo Eau de Parfum
Size: 30ml
Product code: 46386501
+ 2 - 2
Currently out-of-stock. Delivery estimate 28/11/2017.
£87.98

Subtotal £117.98
Delivery £4.95
Grand total £122.93

Do you wish to add any comments?

Name, picture, options, price, stock and lead time. Summary of costs.

Invitation to communicate

☒ Create an account to track your order?

Password Repeat password

☒ Deliver to a different address?

Delivery address

First name Last name

Email address Telephone

Address

City Region

Postcode Country

Coupon code

Do you wish to add any comments?

☐ Sign up to our newsletter

☐ I agree with the [Terms and Conditions](#)

Place order now

Need help? Questions?

Talk to us:

+44 (0)123 456 7890

Open from 9am to 5pm



Chat



Reassure your customer. They might have some last minute questions.

Kerching!

☒ Create an account to track your order?

Password Repeat password

☒ Deliver to a different address?

Delivery address

First name Last name

Email address Telephone

Address

City Region

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Coupon code

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Place order now

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Open from 9am to 5pm



Be quick. Be smooth.

Your checkout page delivers catharsis

Secure checkout



Please fill in the fields below and click 'Place order now' to complete your purchase! [Click here to login if you have an account with us.](#)

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Coupon code

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Open from 9am to 5pm



**The customer
journey continues...**
**emails, communication,
after sales support,
feedback, marketing...**

Takeaways

- Understand your customer journey - unique for every business
- No one-size-fits all solution - customise for your business model
- Monitor - analytics / screen recordings / heat, scroll and mouse maps
- Ask for feedback from real customers
- Continuously make changes, monitor and repeat

Thank You!

Let's continue the conversation...

@KathirSidVel