

# **PRODUCT DESIGN: PURCHASING**

**Case Study** | An end-to-end look at RevZilla's Cart & Checkout



# CART & CHECKOUT

**Challenge** | The legacy versions of Cart & Checkout were outdated in workflow, information architecture, and visual design. Beating industry standards was a long-way off and too much of a lift to complete while also launching an entire site replatform and redesign.

**Goal** | Create a Cart & Checkout design that meets industry standards and accounts for business scability, while also maintaining the ability to utilize the same framework for ReZilla and Cycle Gear. **Risk:** The initial design must be launched with the replatorm and also meet or beat legacy conversion rate.

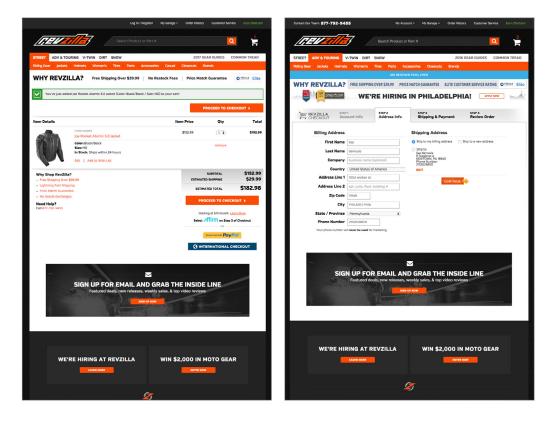
**Strategy** | Utilize the framework that existed for Cycle Gear and add new features that lay the groundwork for the final Cart & Checkout design. After the launch, iterate on Cart & Checkout to further improve the workflow, information architecture, and visual design to beat industry standards and account for business scalability.



## Legacy Design vs. Launch Design

#### LEGACY DESIGN

Upon starting at RevZilla, the site design had a very antiquated look and structure from the early 2000s. The design was not responsive and the checkout steps were not in a typical workflow.



#### LAUNCH DESIGN

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Launched with an iteration that mirrors Cycle Gear's site, with the added improvement of sumarizing user info at the top, which was a planned feature for the final design.

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## **Documentation and Requirements**

#### CONFLUENCE DOCUMENTATION AND REQUIREMENTS STRUCTURE

Prior to Cart & Checkout, there was no process for documentation; Confluence and JIRA had been adopted 1 month before project kickoff. Creating an organization and workflow for the Product Team with a scalable and flexible structure that could be applied to any and all web features was imperative, especially to function cross-departmentally.

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RELEASE LANDING (CHECKOUT RELEASE 1)



### **Results**

POST-LAUNCH: RELEASE 1 DESIGN

Once the replatform and redesign was launched, Cart & Checkout were revisited with the intention of utilizing the same information, but implementing a new UI that better met industry standards, as well as accounted for business scalability. The process included a server-side A/B Test, Usability Testing, and a new Analytics Strategy that allows us to track forward-progression and pull reports regularly. Stakeholder Demo Deck

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## **Next Steps**

RELEASE 2 DESIGN

The next phases of Cart & Checkout include the frontend implementation of Cart Right Rail, backend and frontend implementation for Shipment Groups, updating our BrainTree version (payments), and moving Cycle Gear Cart & Checkout into the Right Rail UI.

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CYCLE GEAR CHECKOUT RIGHT RAIL WIRES



# **Considerations** | When working on Checkout for two separate ecommerce sites, there are many variables, features, tools, and third-party partners to consider.

USERS
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PARTNERS

International New / Guest Returning / Authorized

INTERNAL TEAMS

Accounting Analytics CEO / CTO Customer Service Design Fulfillment Marketing Purchasing Tech Affirm (Financing) Braindo (Analytics) Braintree (Payment) Criteo (Recommendations) Cycle Gear Google Reviews Narvar (Order Tracking) PayPal Riskified (Liability) Turnto (Reviews)

#### FEATURES

Accelerated Checkout

Authentication
Auto Complete
Delivery Range Estimate
Gift Cards
Line Items (Products & Messaging)

Notifications (Client-side, Server-side)
Promo Codes
Ship to Store
Shipping (Free, Flat rate, International, Quote Request)
Tax Messaging & Collection (Per-Country / State)
Validation (Form field, Page level)
ZillaCash



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