

CXD Team Demo Core ACC: Cart Page 6.1



Introduction to Cart Page

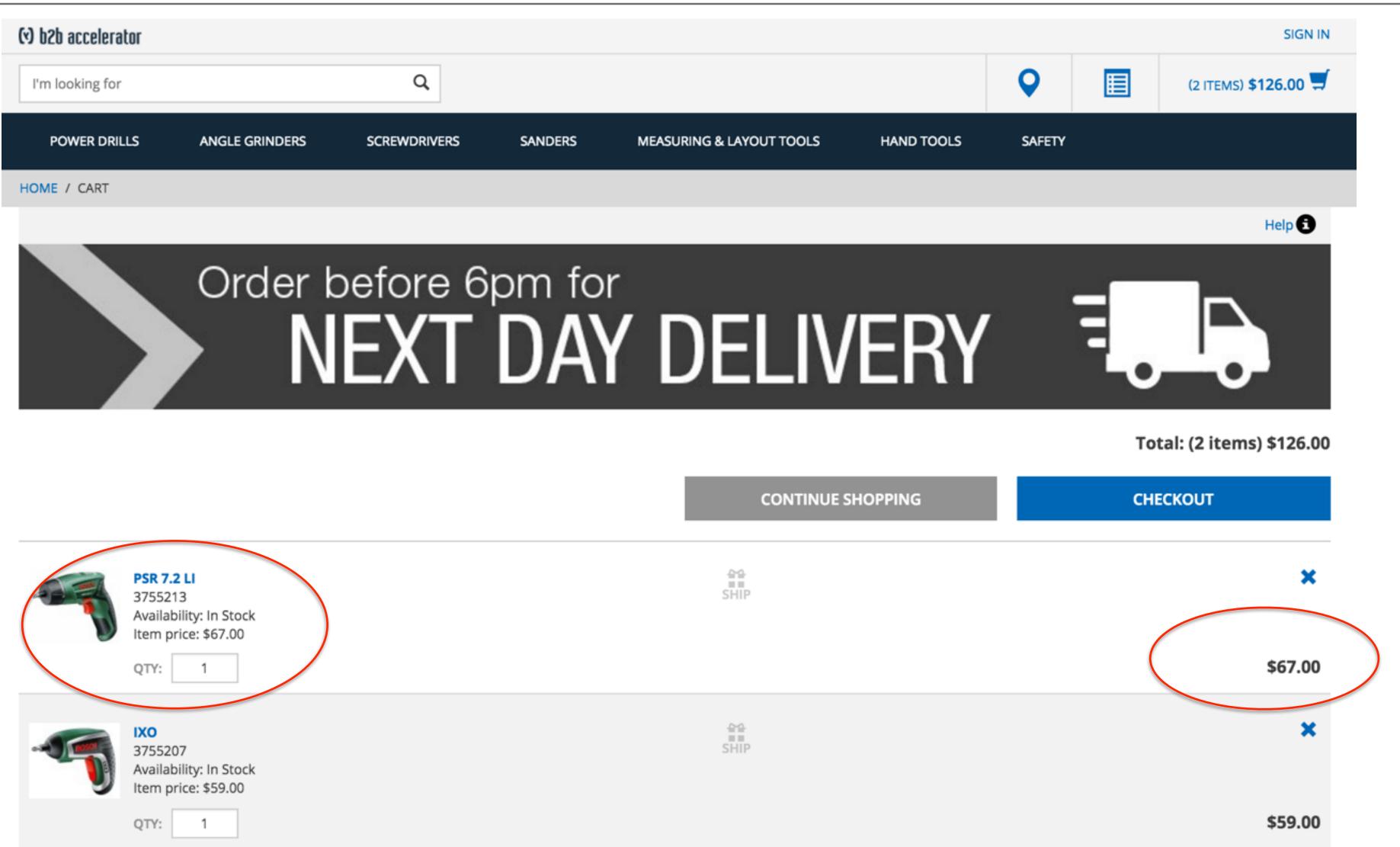


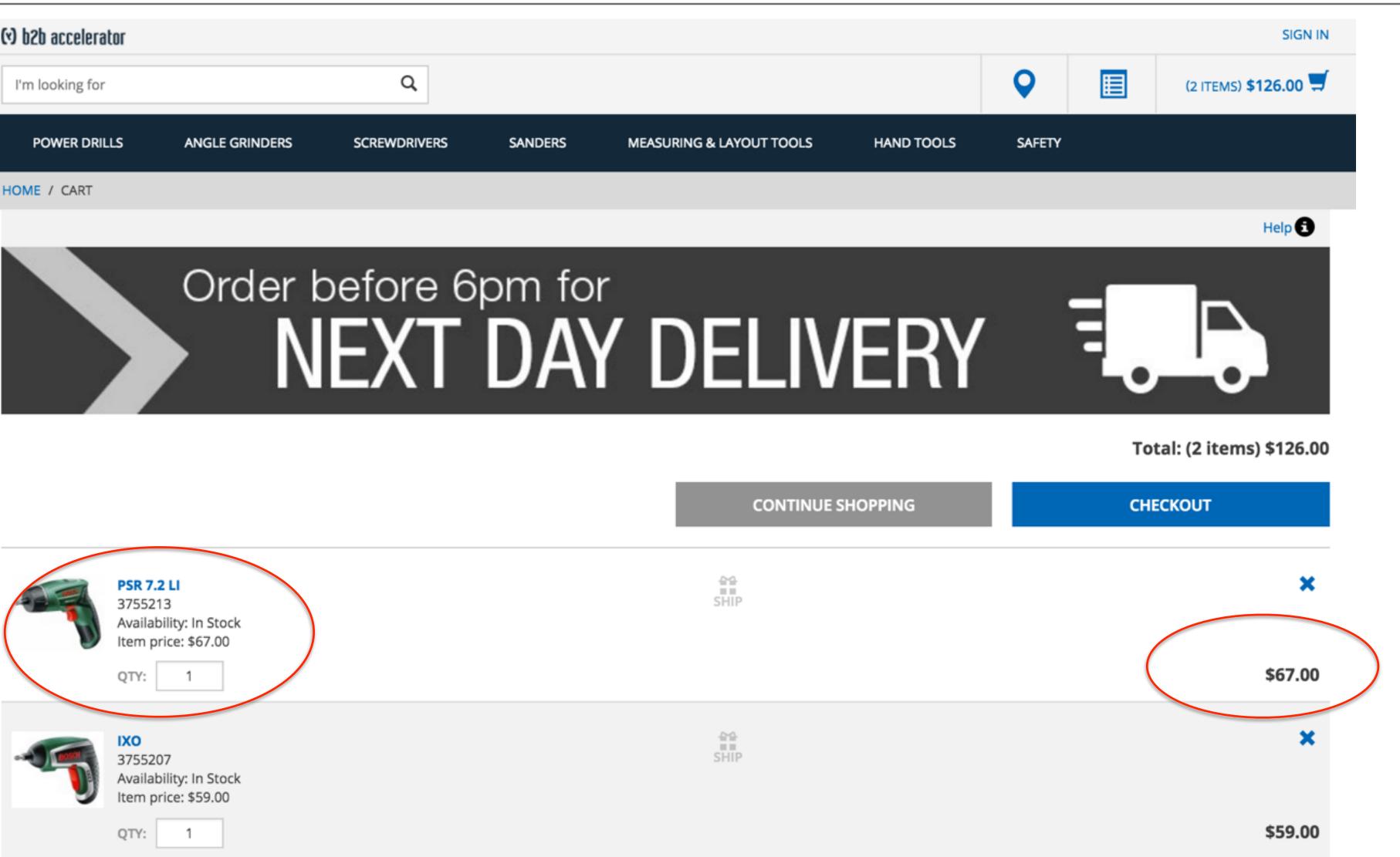


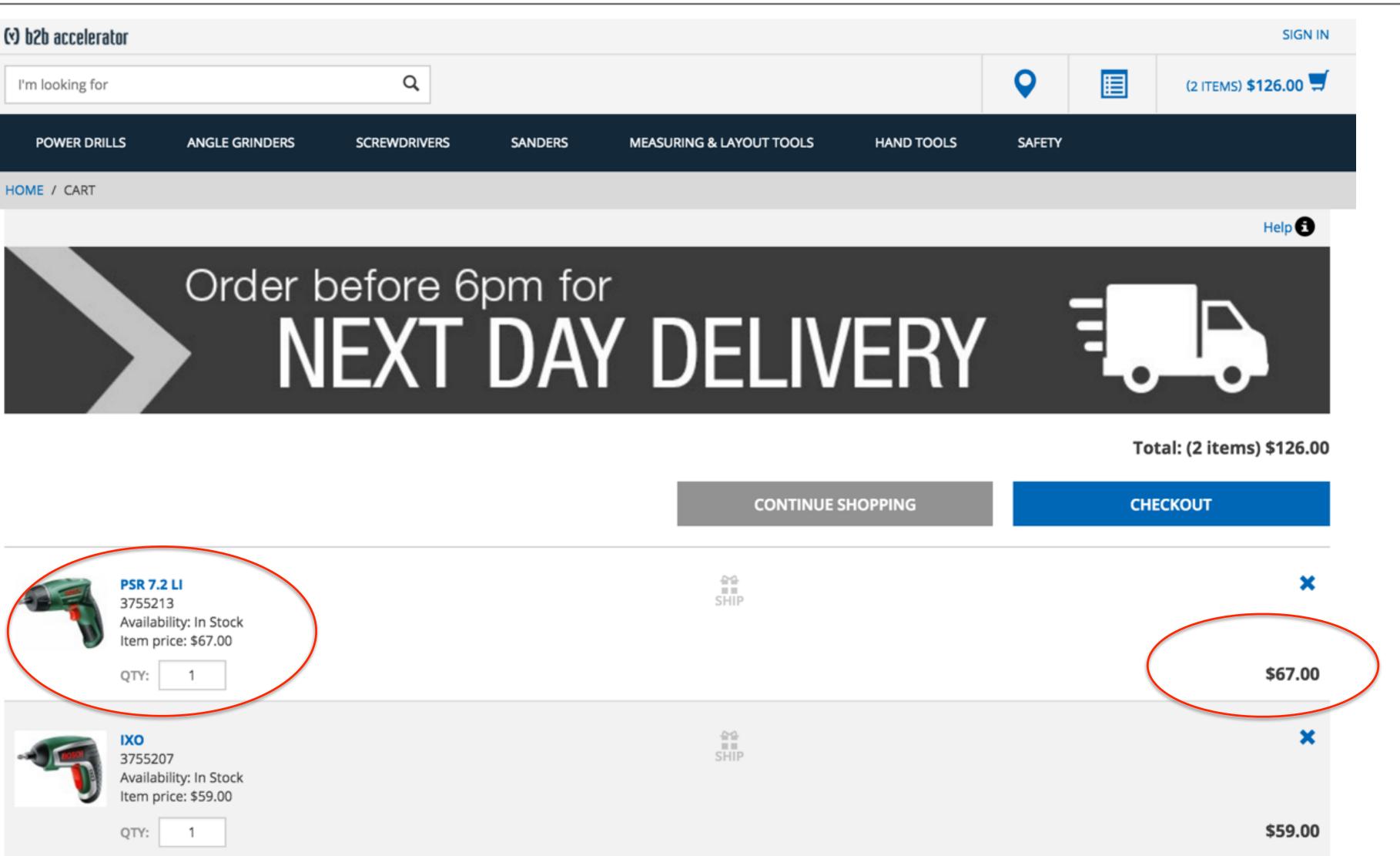
Coupon Redemption



Existing Cart Page







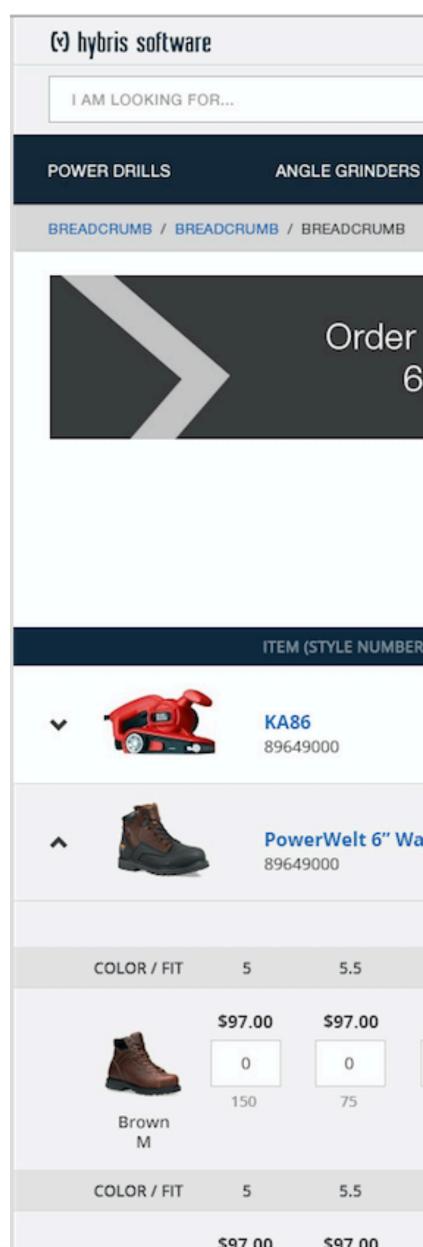


Potential Promotions 3% off orders over \$500

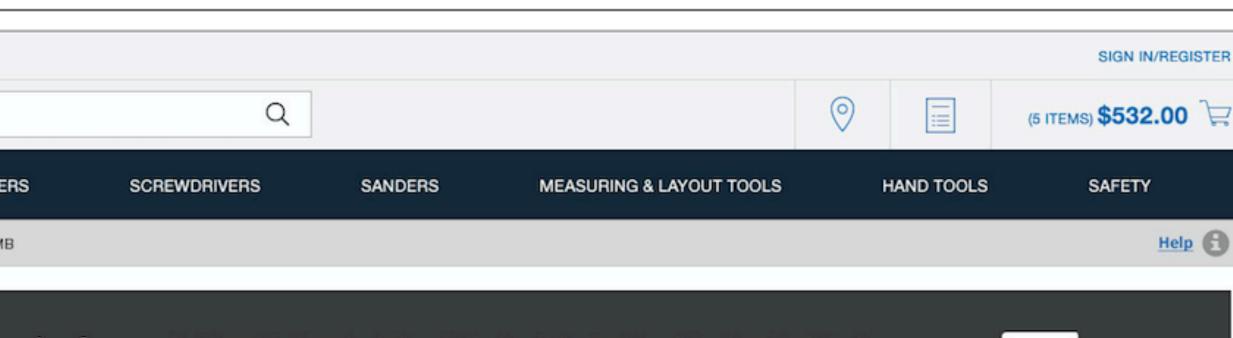


Restyling Cart Page

- Users first read in horizontal movement
 - Eye tracking visualizations show that users often read in an F-shaped pattern
- Utilizing real estate wisely







Order before 6pm for NEXT DAY DELIVERY

<#> items | \$<###.##>

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 Studies have shown that 56% of consumers who purchase online use the cart to store items to buy later (Bronto software & Magento)

Opportunity to begin a customer relationship through email







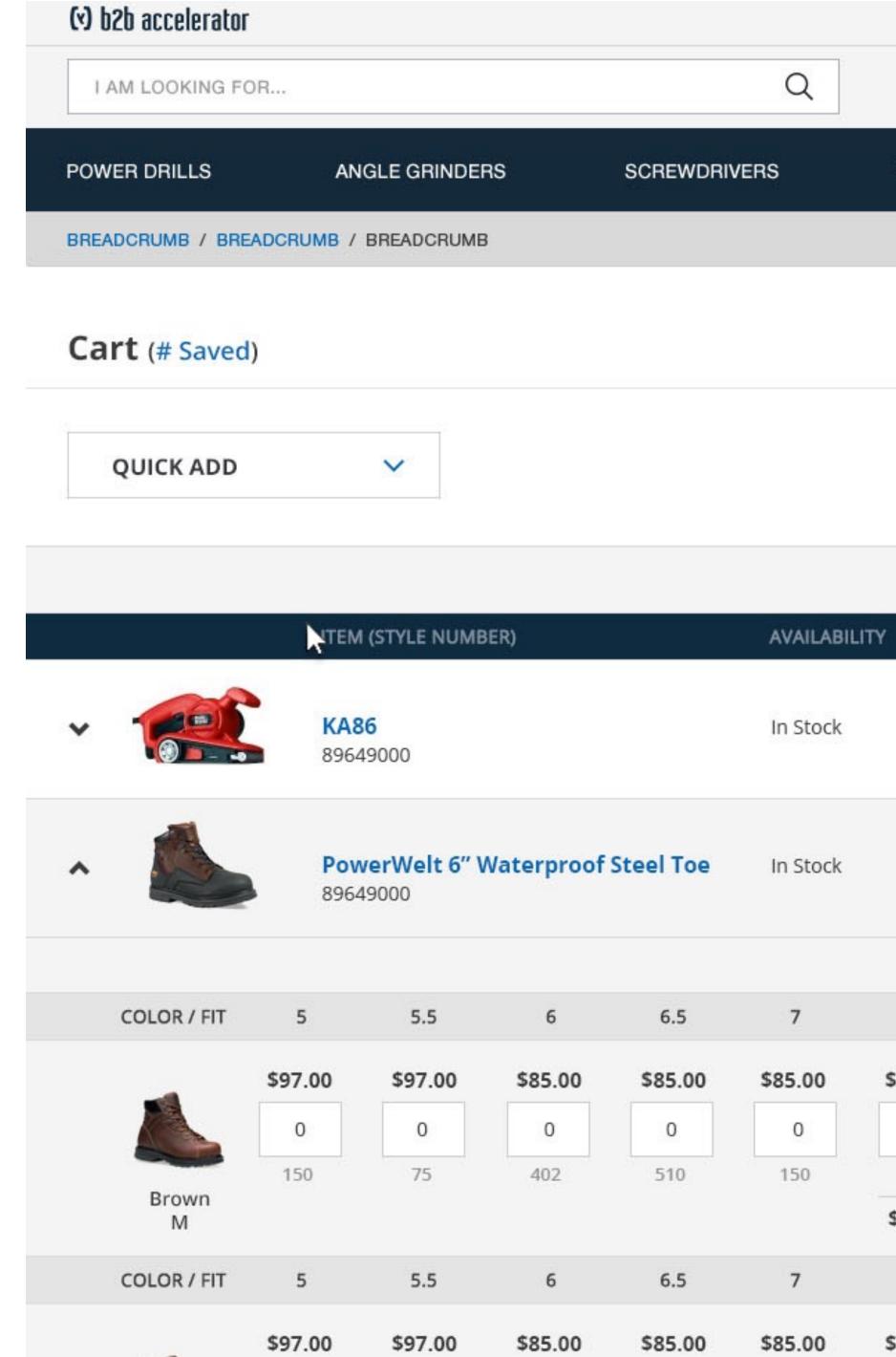


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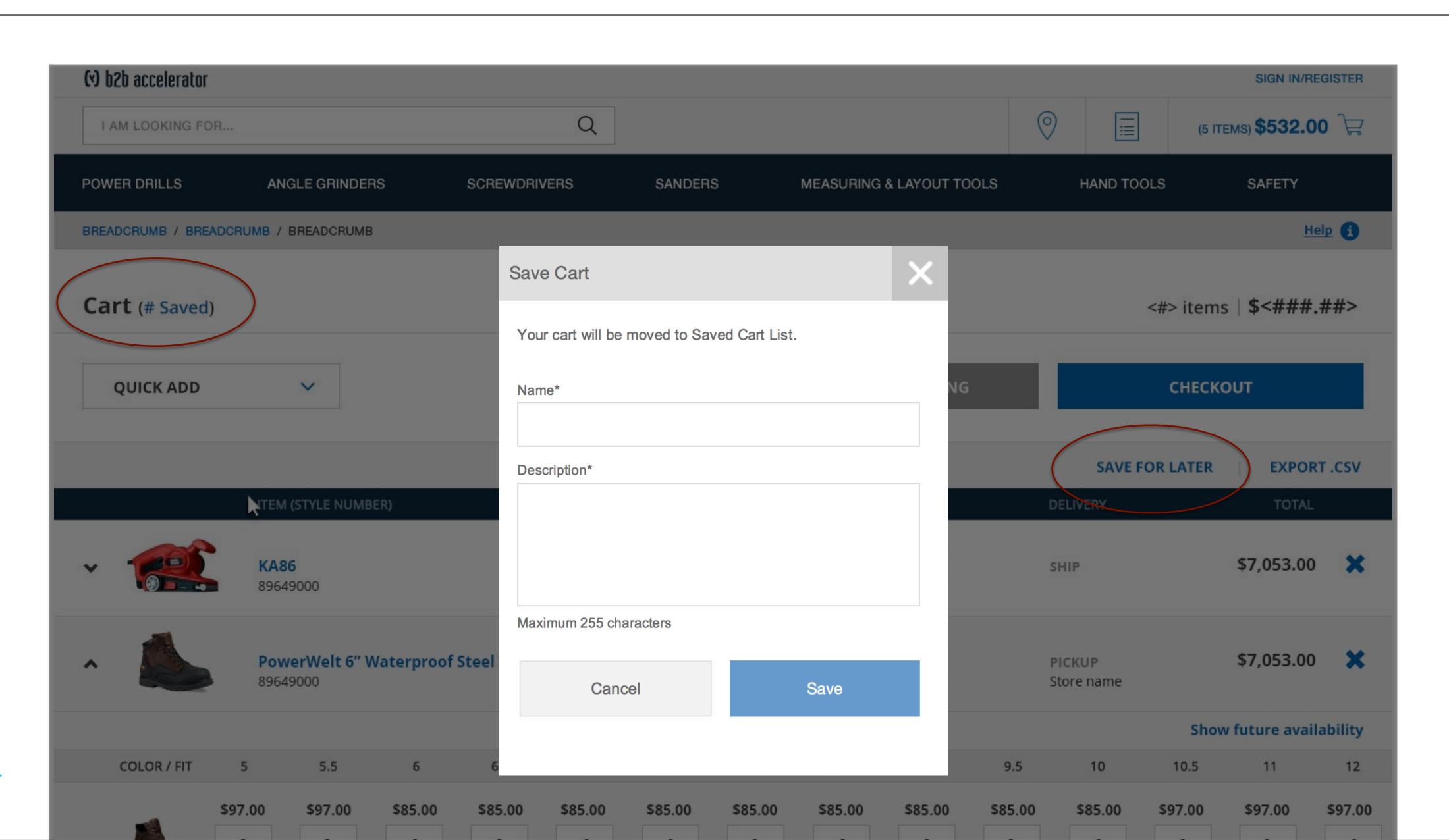
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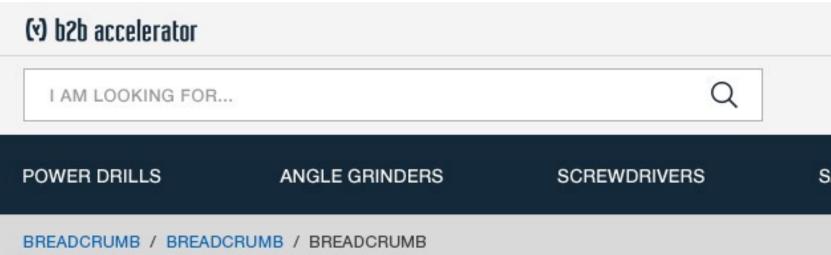
- B2B users are more likely to remember SKU or Product ID
- B2B users use Excel/CSV files to track products

Provide a way for buyers to quickly add items to the cart, either by typing SKUs or importing a CSV file





Quick Add UI



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Coupon Redemption UI



PowerWelt 6" Waterproof Steel Toe 89649000 <promo message>

In Stock

COUPON CODE

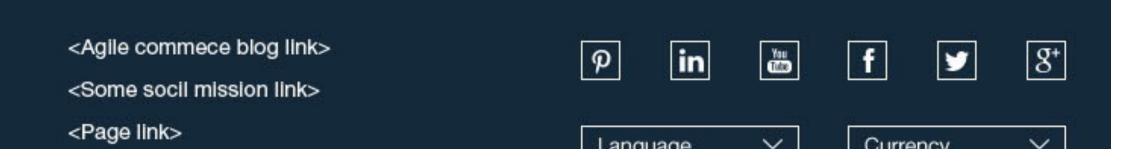
ENTER COUPON CODE

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	SAVE FOR LATER EXPORT .CS				
Subtotal	\$<###.##>				
Shipping	\$<###.##>				
You qualified for Free Shipping	-\$<###.##>				
Sales Tax	\$<###.##>				
Order Discount	-\$<###.##>				
ORDER TOTAL	\$<###.##>				
CONTINUE SHOPPING	CHECKOUT				





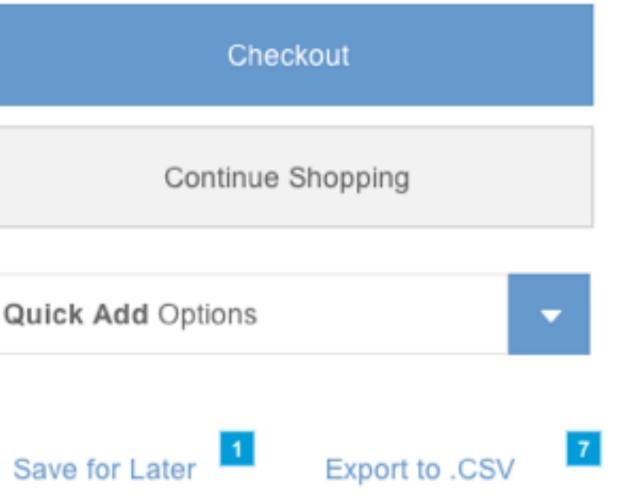
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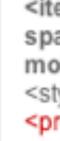




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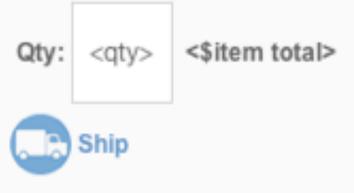




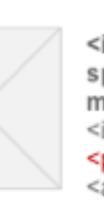
<item name - this line can span several lines when in mobile> <style ID> <promo message>















Item Price: <\$price>-<\$price> Qty: <qty> <\$subtotal>



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<item name - this line can span several lines when in mobile> <item SKU> <promo message> <availability>

Price: <\$item price>

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<promo message> <availability>

Price: <\$item price>



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Checkout

Closing

- Both the B2B buyer and the B2C consumer want an E-commerce experience that looks and feels easy Empower users to have the option to save cart for later
- Give consumers more options to quickly add to cart and check out
- Provide optimized usability on mobile











THANK YOU

