

CHECKOUT STEPS

CHECKOUT	Selfridges	John Lewis	ASOS	Net a Porter	My Wardrobe	Harvey Nicols	M&S	Matches	Neiman Marcus	Macy's	J.Crew	Harrods
Common Top Navigation as in the other pages of the website	X	X	X	✓	✓	X	X	X	✓	X	✓	X
Different Layout as per other website pages?	✓	✓	✓	X	X	✓	✓	✓	X	✓	X	✓
Design Style	Linear Style (Step By Step Wizard)	Linear Style (Step By Step Wizard)	Linear Style (Step By Step Wizard)	Linear Style (Step By Step Wizard)	Linear Style (Step By Step Wizard)	Linear Style (Step By Step Wizard)	Linear Style (Step By Step Wizard)	Linear Style (Step By Step Wizard)	Accordion	Accordion	Linear Style (Step By Step Wizard)	Linear Style (Step By Step Wizard)
Any Heading (?)	✓ [Purchase]	✓ [Secure Checkout]	X	X	X	X	X	✓ [Secure Checkout]	X	X	Checkout	X
Able to Navigate by clicking on the Steps Labels in the wizard?	✓	X	X	X	X	X	X	✓ [through EDIT link]	✓ [through EDIT link]	X	✓	✓ [through EDIT link]
Link to Shopping Bag Page	✓	✓	✓	As it is having the same navigation & layout design, user can click on the 'My Bag' link on the top right side of the navigation to get in to the Shopping Bag page.	As it is having the same navigation & layout design, user can click on the 'My Bag' link on the top right side of the navigation to get in to the Shopping Bag page.	There is a link to Homepage [Clicking on Logo]	There is a link to Homepage	There is a link to Homepage	As it is having the same navigation & layout design, user can click on the 'Checkout' button on the top right side of the navigation to get in to the Shopping Bag page.	By clicking on the BAG icon on the right side of the page, in the ORDER SUMMARY section. But it is not obvious for the user.	As it is having the same navigation & layout design, user can click on the 'Checkout' button on the top right side of the navigation to get in to the Shopping Bag page.	There is a link to Homepage, by clicking on Logo
Steps	1. Sign In 2. Voucher 3. Gift Options 4. Payment	1. Welcome 2. Delivery address 3. Delivery options 4. Order summary 5. Payment	1. About You 2. Billing 3. Delivery 4. Payment 5. Confirm & Pay	1. Sign In 2. Shipping 3. Payment 4. Confirmation	1. Sign In 2. Shipping 3. Payment & Confirm	1. Billing Address 2. Delivery Address 3. Delivery & Gift Options 4. Order Review 5. Payment	1. Sign In 2. Delivery 3. Gift Wrap 4. Payment 5. Review & Confirm	1. Login / Register 2. Shipping 3. Payment 4. Confirm / Summary	1. Shipping 2. Payment 3. Order Review	1. Shipping 2. Payment 3. Review	1. Shipping Address 2. Shipping Options 3. Billing 4. Review	1. Account Login 2. Delivery Options 3. Payment 4. Confirm & Pay
Delivery Methods	Standard delivery Nominated day delivery Nominated day delivery (Saturday/limited delivery) Nominated day delivery (before 10am Same day delivery (within and around the M25, order by 4pm)	Delivery to Store Delivery to Home Address International Delivery	UK Standard UK Next Day UK Next Day (Spend over £120) UK Next Day Evening	EXPRESS Delivery Method for both National and International Delivery.	Standard UK Delivery Same Day (Name of the day displaying dynamically on site) Nominated Day UK Premium Shipping (12 Month Subscription)	Standard Delivery - UK (5 Days) Nominated Delivery Collect at Store Home Delivery (Furniture) Rapid Delivery (< 2 Days)	Standard Delivery (5 Days) Nominated Delivery Collect at Store Home Delivery (Furniture) Rapid Delivery (< 2 Days)	Standard Delivery - UK (5 Days) Standard Delivery - Europe (EU) (5 Days) Standard Delivery - Europe (Non-EU)(5 Days)	Standard Delivery Second Business Day Next Business Day	Local (US) Everyday Free Shipping (3-6 Days) Premium (2-3 Days) Express (1-2 Days)	Standard Ground (3-6 Business Days) 3 Business Days Overnight Delivery (1-2 Business Days)	Standard Delivery Next Day Delivery Saturday Delivery Deliver outside Europe (International Delivery)
International Delivery	✓ ** No International Delivery Online, customer need to call them to know more about the service.	✓ ** Sometimes for International Delivery, they are asking to call them (may be when their server is down), other times users can do the International Delivery Online.	✓ Standard Delivery (International) Express Delivery (International)	✓ EXPRESS Delivery Method	✓ DHL Zone8 Express (International)	✓ ** They are delivering only to Ireland & UK	✓ DHL Zone8 Express (International)	✓ Standard Delivery - Rest of the World - (5 Days)	✓ DHLExpress (International)	✓ DHL Global Mail DHL Express	✓ DHLExpress (International)	✓ Deliver outside Europe (International Delivery)
Multiple Address Delivery Func.	✓ Not given much emphasis on this, just showing as a button. More focussed on shipping to a single address.	X	X	X	X	X	✓ Not given much emphasis on this, just showing as a Hyperlink. More focussed on shipping to a single address.	X	✓ Not given much emphasis on this, just showing as a Hyperlink. More focussed on shipping to a single address.	✓ Not given much emphasis on this, just showing as a Hyperlink. More focussed on shipping to a single address.	✓ [Only for US transaction]	✓ Given same emphasis as for the 'Single Address Delivery'
Gift Packaging	✓ Selfridges Box (£3.50)	X	X	✓ NET-A-PORTER Signature Packaging (FREE) Basic Packaging (FREE)	✓ Luxury Packaging (Free of Charge) Minimal Packaging (Free of Charge)	✓ Gift Box (Free)	✓ Gift Wrap & Printed Card £2.95	X	X	✓ Only for US Deliveries. NOT for international Deliveries Gift box - \$5.00	✓ Only for US Deliveries. NOT for international Deliveries Gift box - \$5.00 Per Box	X
Gift Message Functionality (?)	✓	✓	X	✓	✓	✓	✓	X	X	✓	✓	✓
Int. Currency Support (?)	X	X	✓	X	✓	X	X	✓ Supporting only 3 Currencies - £(GBP) \$ (Dollar) €(Euro)	X	✓	✓ But not for all the countries listed in their Country Selector Page. USD is the default currency for the countries for which the currency is not available.	X
Multi Language Support (?) Whole Website / Checkout	X	X	✓	X	✓ [For whole website]	X	X	X	Checkout [Only for International Delivery]	Checkout [Only for International Delivery]	X	X
Payment Options	Selfridges Gift Card e Voucher Visa Debit Master Card Delta Solo American Express Maestro Electron Solo	Visa Master Card Maestro American Express Delta Solo Partnership Card John Lewis on Waitrose Account Card American Express Playpay	Visa Master Card Paypal American Express Maestro Solo Delta Solo Dial	Visa Electron American Express Master Card Maestro JCB	Visa Master Card Paypal American Express Maestro Visa Electron	Visa Visa Electron American Express Master Card Delta American Express	Visa Master Card JCB Paypal American Express Maestro Master Card Delta American Express	Visa Master Card JCB Paypal American Express Maestro Master Card Delta American Express	Neiman Marcus Bergdorf Goodman Visa Master Card Discover Employee Card Diner's Club	Macy's Macy's American Express American Express Visa Master Card Discover Employee Card	J.Crew Card Visa Master Card Discover American Express JCB	American Express Visa Master Card Maestro UK Maestro International Delta JCB
Paypal Option (?)	✓	✓	✓	X	✓	X	X	X	✓ [International Transaction Only]	✓ [International Transaction Only]	✓	X
Gift Card Payment Option	X	✓	✓ [With Gift Vouchers only for GBP currencies]	✓	✓ [With Gift Certificates]	X	✓	✓	✓	✓	✓	✓
Payment - Multiple Cards (?)	X	X	X	X	X	X	X	X	X	X	✓ [Only with two cards]	✓
Gift Card + CC Payment (?)	- [Unable to test]	- [Unable to test]	- [Unable to test]	- [Unable to test]	- [Unable to test]	- [Unable to test]	- [Unable to test]	- [Unable to test]	- [Unable to test]	- [Unable to test]	- [Unable to test]	✓
Promo Code Text Field	✓	✓	✓	✓	✓	✓	✓ [In Payment & Review Order pages]	X	✓	✓	✓	✓
Security Related Icons	✓ [Only in Payment Section]	✓	✓	X	✓	✓	X	✓	X	X	X	✓
Credit Card Icons	✓ [Only in Payment Section]	✓ [Only in Payment Section]	✓ [Only in Payment Section]	✓ [Only in Payment Section]	✓ [Only in Payment Section]	✓ [Only in Shopping Bag Page]	✓ [Only in Payment Page]	✓	X	X	✓ [Only in Billing Step]	✓ [Only in Payment Step]
Customer Service Details	✓	✓	X	✓	✓	✓	✓	✓	X	✓	✓	X
Order Summary on Right Side	✓	X	X	X	X	✓	✓	X	✓	✓	✓ [This section scrolls as per the scroll bar]	X
LOGIN Observations	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is in the process of steps. <b>Headings:</b> 1. New around here? (Guest Checkout & Sign up Now - 2 Buttons) 2. Sign In (Sign In - Button) <b>New Customers:</b> Just a couple of lines intro without any text fields and 2 buttons 'Guest Checkout & Sign Up Now'	<b>LOGIN PAGE:</b> Login Page process is same as in Amazon.	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is in the process of steps. <b>Headings:</b> 1. Existing Customers (Sign In - Button) 2. New to ASOS? (Continue - Button) <b>New Customers:</b> Just a Button 'Continue' with out any intro or explanation	<b>LOGIN PAGE:</b> Login Page process is same as in Amazon.	<b>LOGIN PAGE:</b> Login Page process is same as in Amazon.	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is in the process of steps. <b>Headings:</b> 1. My Account Sign In (Sign In - Button) 2. New Customer (Continue - Button) <b>New Customer Login Section:</b> They have two different routes for New Customer 1. As a Guest checkout 2. Registering as a New Customer	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is in the process of steps. <b>Headings:</b> 1. New Customers (Sign In - Button) 2. Existing Customers (New Customer - Button) <b>New Customers:</b> Just a single line intro without any text fields and button 'New Customer'.	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is in the process of steps. <b>Headings:</b> 1. Existing Customer Login (Sign In - Button) 2. New Customer Login (Register - Button) <b>New Customer Login Section:</b> Having many fields, with a button 'Register'.	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is not in the process of steps. It is showing in the Shipping Bag Page. <b>Headings:</b> 1. Sign In Login (Checkout - Button & Express Checkout - Button) 2. Guests (Checkout as a Guest - Button) 3. No Profile Yet?(Continue - Button) Asking to create a Profile, if the user wants to send items to multiple addresses By clicking on the 'Express Checkout' button, user will sent to the final step of the checkout 'Order Review'	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is in the process of steps. <b>Headings:</b> 1. Sign in Login (Checkout - Button & Express Checkout - Button) 2. Guests (Checkout as a Guest - Button) <b>Guests Section:</b> Having couple of lines of Intro with 'Checkout as a Guest - Button'.	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is in the process of steps. <b>Headings:</b> 1. Existing Customer Login (Sign In - Button) 2. New Customer Login (Register - Button) <b>New Customer Login Section:</b> Having many fields, with a button 'Register'.	<b>LOGIN PAGE:</b> There is a separate page for General Login (Right top - Account Login Link) and for the Checkout Process Link. Login is in the process of steps. <b>Headings:</b> 1. Existing Customer Login (Sign In - Button) 2. New Customer Login (Register - Button) <b>New Customer Login Section:</b> Having many fields, with a button 'Register'.
DELIVERY Observations	'They are asking for the address first and then the details of the person to which the order has to be sent to Supporting 'Multiple Deliveries' & 'Gift Items' <b>Headings are very clear though they are lengthy:</b> (Examples below) - WHERE would you like it delivered? - WHO is the order being delivered to? - HOW would you like it delivered?		Also offering 'Collect' facility	They have a hyperlinks explaining about Gift Packings & Gift Options and different sections. Something like HELP. The HELP information is being opened up in a Pop-up window. Address Selection functionality is good.	For the Option 'Same Day Delivery', The name of the day is displaying dynamically. For Eg: If you are doing the checkout on Tuesday, the Same Day Delivery method is showing as: <b>Same Day Delivery (Tuesday)</b>	They are delivering only in UK & Ireland	<b>MULTIPLE ADDRESS DELIVERY:</b> Multiple Delivery Address: Is not being highlighted in the Checkout process, just showing as a link. For NEW USER: the Option 'Multiple Address Delivery' is not available in the 2nd Step (Delivery), it will be shown in 5th Step (Review & Order). For REG. USER this will be shown in 2nd Step (Delivery)	<b>MULTIPLE ADDRESS DELIVERY:</b> Multiple Delivery Address: Is not being highlighted in the Checkout process, just showing as a link. When user clicked on Multiple address link, it is showing the products in a popup with address in the drop-down. When user selects 'Add New Address' from drop down, it is extending the popup on to its right side and showing the form. In Multiple Address: when you have a product of 12 quantities, under that particular product, it is showing a link 'Ship to Separate Address', when user clicks on that link all the quantities are getting splitted enabling to select the address for each item.	<b>MULTIPLE ADDRESS DELIVERY:</b> Primary focus is on the Single Delivery. Multiple Delivery option is shown with a radio button. All products will be divided in to shipments. The whole process is bit confusing, with no proper guidance or indications to show where the user is. <b>GIFT PACKING</b> They have the 'Hide Prices' functionality if user wants to deliver it as a Gift.	<b>MULTIPLE ADDRESS DELIVERY:</b> Primary focus is on the Single Delivery. Multiple Delivery option is shown with a radio button. All products will be divided in to shipments. The whole process is bit confusing, with no proper guidance or indications to show where the user is. <b>GIFT PACKING</b> They have the 'Hide Prices' functionality if user wants to deliver it as a Gift.	<b>MULTIPLE ADDRESS DELIVERY:</b> Primary focus is on the Single Delivery. Multiple Delivery option is shown with a radio button. All products will be divided in to shipments. The whole process is bit confusing, with no proper guidance or indications to show where the user is. <b>GIFT PACKING</b> They have the 'Hide Prices' functionality if user wants to deliver it as a Gift.	
PAYMENT Observations	<b>e-Vouchers:</b> Customers can pay with their e-Vouchers.	<b>Gift Vouchers:</b> Customers can pay with their Gift Vouchers, they can add up to 5 of them Payment is being accepted with out asking for the CVV number	<b>Gift Vouchers:</b> Gift Vouchers are accepted only for the transactions happening in GBP.	There is no CVV field in the Payment Page. Text fields are displaying based on selected 'Card Type'.				<b>Credit Card Validation:</b> Happening after clicking the 'Purchase' button in 4 Step, the error is showing in a separate page, which looks totally different from the layout.	<b>Credit Card Validation:</b> Happening after clicking the 'Submit Order' button in the 'Order Review' step, within the same layout.		The specific credit card icon is being highlighted based on the entered credit card number  'Two Cards Payment' Summary Box.	
GENERAL Observations	<b>Top Header of the Page:</b> Header of the page is very clear and helpful with a link to the 'Shopping Bag', 'Privacy Policy', Few buttons are not specific. They are as: - Save & Continue - Back <b>Headings for the sections is very clear and self explanatory</b> <b>USER REGISTRATION</b> New Customers are informing and giving an option upfront to 'Register' for the account, in order to continue the Checkout Journey. If the user interested in becoming a member, they will redirected to 'Sign Up' page (Step 1) and then to the 'Delivery Details' (Step2), if user is not interested they will be taking directly to the 'Delivery Details' (Step 2), by clicking on 'Guest Checkout' option.	<b>Header:</b> Header of the page is very clear and helpful with links to 'Shopping Bag', 'Privacy Policy', <b>'Place Order'</b> is in the Payment Step. <b>CHECKOUT FOR NEW USER:</b> Account is being created just after the 1st Step 'About You' New User will see the Step-by-Step Wizard <b>USER REGISTRATION:</b> New Customers are NOT being informed they are going to create an account to in order to continue the Checkout Journey.	<b>CHECKOUT FOR REGISTERED USER:</b> It's a single page checkout for the Registered User. Reg. User can still edit the Billing Address & Payment Details by clicking on 'Edit' button in the respective section, and that will take the users to a new page where they can edit the information. No Step-by-Step Wizard is visible for the Reg. Customer. <b>CHECKOUT FOR NEW USER:</b> Account is being created just after the 1st Step 'About You' New User will see the Step-by-Step Wizard <b>USER REGISTRATION:</b> New Customers are NOT being informed they are going to create an account to in order to continue the Checkout Journey.		<b>Navigation is confusing.</b> There are no 'Back' buttons for each step also the labels in the Step-by-Step wizard is not clickable. User need to use the Browser Back buttons to navigate to the previous step. The process is bit confusing.	Checkout doesn't look good. Elements / sections all over the place By seeing the design one cannot trust the site and carry on with the shopping Payment page is awful. No Credit Card icons, not asking to select the payment type. Promo Code is in the Order Review page, rather in the Payment page.	The process is bit confusing. So many internal screens within the steps. Most of the options are hidden There is no proper reinforcement on visual elements As M&S, JohnLewis is doing the 3 types of deliveries (Collect at Store, Home Delivery, International Delivery). Compared to this, JohnLewis checkout is more visually appealing. <b>Navigation is confusing.</b> There are no 'Back' buttons for each step also the labels in the Step-by-Step wizard is not clickable. User need to use the Browser Back buttons to navigate to the previous step. <b>Inconsistency in the accordion functionalities (+ Symbol functionality):</b> In Payment page, if user expands the accordion of 'Gift Card' and didn't enter any of the card number, then system is showing a error message related to the Gift Card, i.e., system is forcing the user to enter the gift number even though the user expanded that accordion just to see the gift card information. The same Symbol Functionality is acting differently in 'Review & Confirm' step.		<b>CHECKOUTS</b> 3 different Checkouts for US [Guest Checkout], US [Registered User Checkout] & International Shipping Checkout. <b>US Country :</b> - 3 different Shipping Methods - Single Delivery Checkout [Guest Checkout] - Single + Multiple Delivery [Registered User Checkout] - Gift Messaging/Packing system available - Gift Card Payment <b>International:</b> - 1 Shipping Method - Supporting only Single Delivery - Should pay with only Single Card - Gift Card System doesn't available - Paypal Payment Method is available. <b>Drawbacks:</b> In the checkout the buttons are not obvious. The text on the buttons is an 'Back one Step & Continue', it will be more clear to the user if we mention the name of the Previous & Next steps in the buttons.	<b>CHECKOUTS</b> Two different Checkouts for International & US country based selection. <b>US Country :</b> - Registered & New Customers - 3 different Shipping Methods - Supporting Single Address & Multiple Address - Gift Messaging/Packing system available - Gift Card Payment - Paypal Support - Can pay with two different Cards - US Registered - Direct to 4th Step (Review) <b>International:</b> - Registered & New Customers - 1 Shipping Method - Supporting only Single Address - Gift Card / Packing System doesn't available - Int. Registered - Showing address instead of Form		