

Checkout Usability Checklist



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When you design a payment form for your website, you need to remember about some key issues. Sometimes these are just little things, but have a real impact for usability and your customer's experience.

Payment form design is crucial on the last step of your sales funnel, there's nothing worse for an ecommerce business than cart abandonment at the final step of checkout. It also has a matter for users, especially when it allows them making purchases in a friendly way.

Here is a list of points to check before you put the payment form on your page.

Design and Visual Elements

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- Design with a unique feeling** - payment form design fits in with website's layout.

 - Recognizable logos** - it's good to display familiar logos for accepted payment methods, so your customers don't need to consider whether their cards are accepted or not.

 - Security logos and safety indicators** - it improves your customer's trust and then they are more likely to finish the purchasing process.

 - Payment options** presented clearly.

 - Transparent pricing** - show your customers how much they will pay for the product (with all extra cost, like shipping).

 - Clear call to action** - let customers know what to do next and why it benefits them.

 - Design for different screens** - the site is responsive, without horizontal scrolling.

 - Accessible navigation** - be sure that it can be navigated without using a mouse.

Form Fields and Options

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- Form as short as possible** - get the essentials only, just the information you need to process the payment, such as: name, credit or debit card details, CVC.
- One-step checkout** - remove all distractors.
- Auto-completed form fields** - use auto-complete wherever you can. For instance, it's possible to use geo-targeting and pre-fill the fields with a city name and state.
- Error indicators** - show customers exactly which fields are incorrect and what should be entered in, place error messages near the point of error. Avoid the messages such as "Some fields are incorrect", just give them a clear solution.
- One-click payment option** - when you give customers the possibility to remember their credit card details, it would be much easier for them to pay next time. They will see pre-filled form, so they just need to write in their CVC number and click the button.
- Different payment options availability.**
- Input masks** - it helps to control what should be type into a field and it can automatically notify users of an error if the input doesn't match your requirements.
- Appropriate input fields**, e.g. with calendar for date selection.
- Copy&paste into the field** option.
- Links, buttons and checkboxes are easily clickable.**
- Guest checkout** - for visitors who want to skip registration process.

Content

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- Contrast** between the text and the background.
- Good typography** to read easily.
- Important content displayed first.**
- Uppercase letters** used only for formatting.
- Proofread copy** without any typos or grammar mistakes.

Boost the Mobile Experience

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- Simple design** without any distractors, just essential fields.
- Big payment form** displayed on the whole screen.
- Form fields big enough** to type in the right information.
- One-click payments** ('remember me' option).
- Text-input reduced to minimum.**
- Disabled auto correct** - on mobile devices it can be more problematic than on desktop.