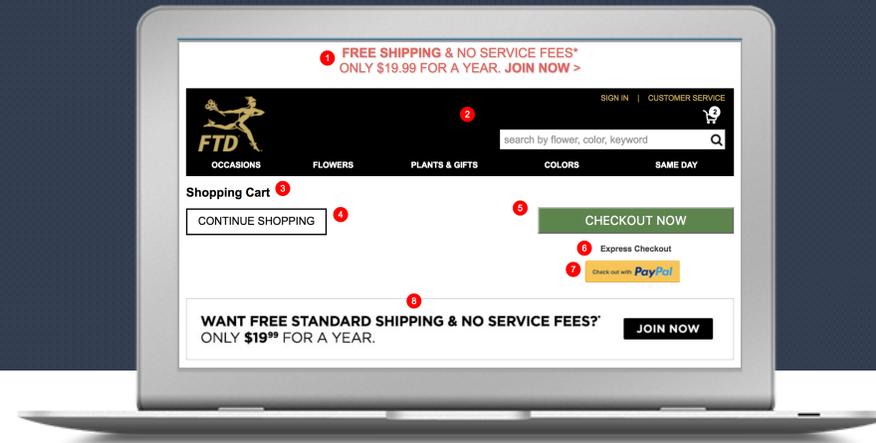


FTD Heuristic Evaluation

Cart & Checkout Pages (Desktop Inflection)



Purpose of the Heuristic Evaluation

104
ISSUES
& COUNTING...

The purpose of this Heuristic Evaluation is to expose the extensive UX opportunities to increase conversion, customer acquisition, user satisfaction, & the overall FTD digital experience

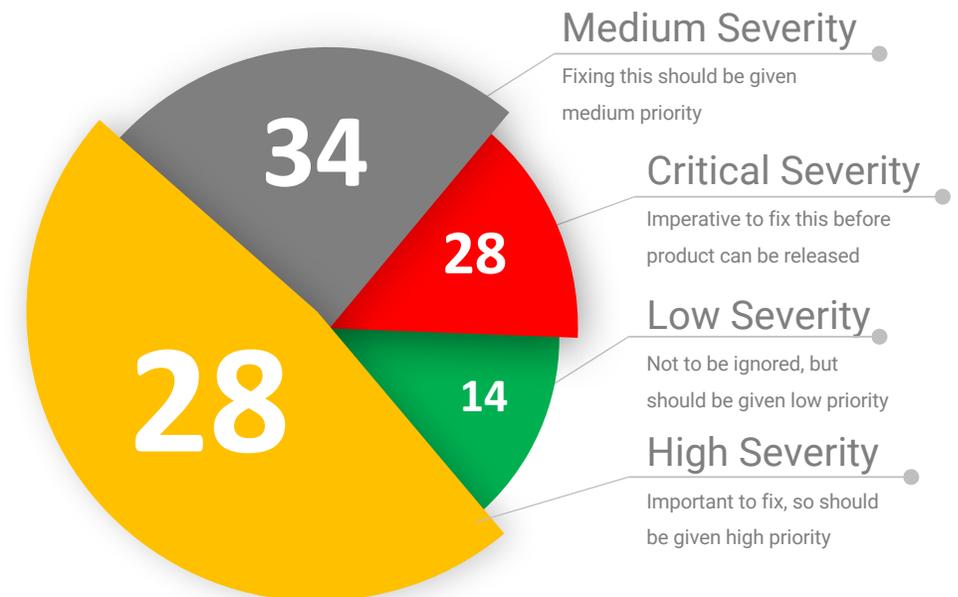
Severity Examples

Critical: Unclear & inconsistent navigation terms used

High: Inconsistent patterns used for buttons, links, labels, etc.

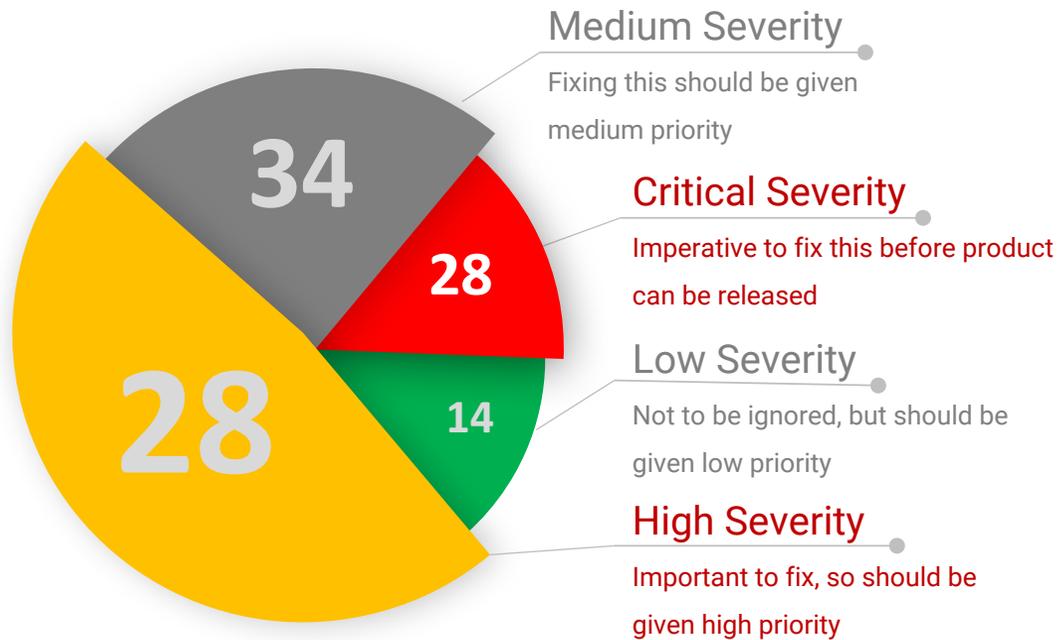
Medium: Inconsistent voice, naming conventions, & visual treatments

Low: Unnecessary copy & imagery. Page element layout



FTD Heuristic Evaluation

Cart & Checkout Pages (Desktop Inflection)



3 TOP ISSUES

- 1** Inconsistent patterns, ads galore, & popups create a veritable minefield of poor UX, which users must navigate through in order to make a purchase. Each step forward is hard won, with user cognitive exhaustion & frustration rising at each step
- 2** Confusing, long, and UX issue riddled checkout process
This is the #3 cause for cart abandonment *
- 3** Lack of trust on payment page (no visual or textual indicators that this process is secure and/or protected)
This is the #6 cause for cart abandonment *

* Baymard Institute Study on Cart Abandonment - <https://baymard.com/blog/checkout-flow-average-form-fields>

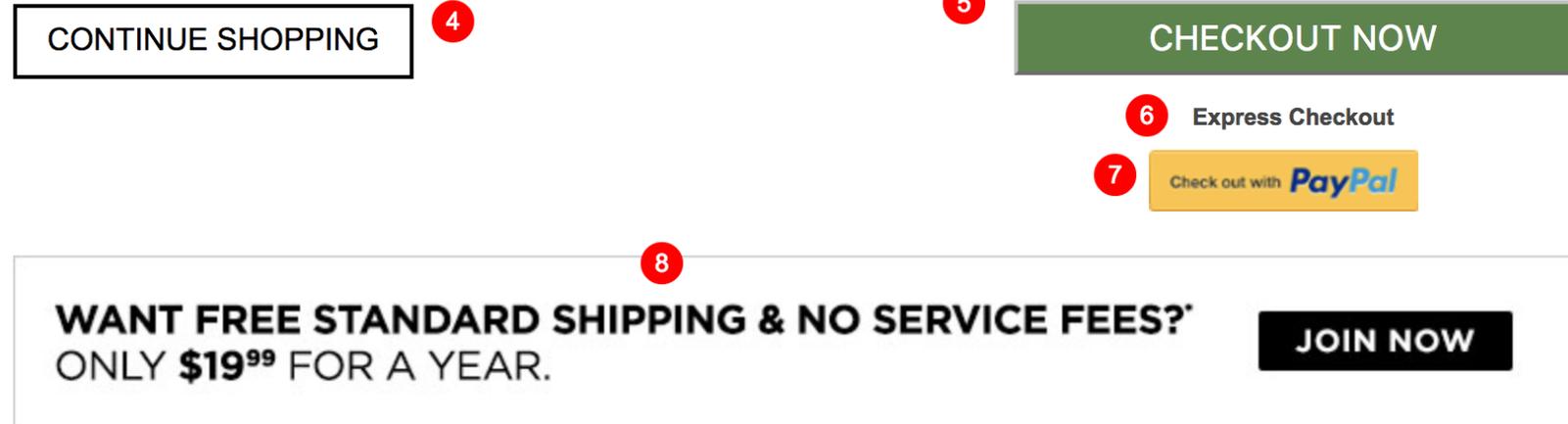
CART (1 of 5)

- Issue:** User focus is pulled from checkout process; cart contents not prominent
Recommendation: Remove; consider including the Gold Membership as an optional item in the user's cart
Severity: High
- Issue:** User focus is pulled from checkout process; cart contents not prominent
Recommendation: Provide a slim header that brings more attention to checking out versus searching & navigating
Severity: High
- Issue:** Page id smaller than marketing copy; likely not seen by user
Recommendation: Increase visibility & whitespace; shorten to "Cart" or "My Cart"
Severity: Low
- Issue:** Inconsistent button pattern; too prominent CTA in the F-Pattern removes focus on checkout; excessive whitespace below button
Recommendation: Reduce prominence; make a text link; move to right rail
Severity: Med
- Issue:** Inconsistent button pattern (1 of 4 on page); incongruent copy & button width; excessive top margin
Recommendation: reduce top margin; increase font size
Severity: Low

1 **FREE SHIPPING & NO SERVICE FEES* ONLY \$19.99 FOR A YEAR. JOIN NOW >**



Shopping Cart 3



CART (2 of 5)

6. **Issue:** Unclear if this is a non working link or a header due to size; center align is harder for scan

Recommendation: Remove

Severity: Low

7. **Issue:** Font is too small; inconsistent spelling used; center align (button placement) is hard to scan

Recommendation: Replace with a PayPal Express button; increase font size

Severity: High

8. **Issue:** User focus is pulled from checkout process; cart contents not prominent; ALL CAPS usage; ADA issue with entire module presented as an image; link opens as an on page modal versus new page as Gold ad in header

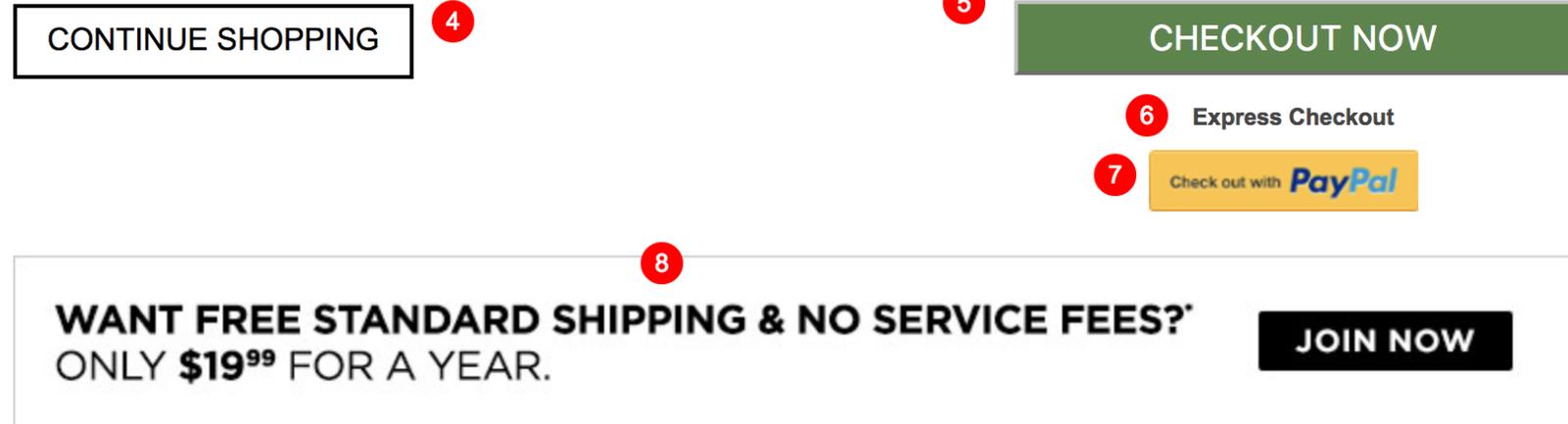
Recommendation: Remove; consider including the Gold Membership as an optional item in the user's cart

Severity: Med, (ADA Issues)

1 **FREE SHIPPING & NO SERVICE FEES*
ONLY \$19.99 FOR A YEAR. JOIN NOW >**



Shopping Cart 3



CART (3 of 5)

- Issue:** Font size is too small; neither image or product title provide indication they are links;
Recommendation: Increase font size; provide link indication
Severity: Low
- Issue:** Item# provides no user value; savings not prominent; no easy way to increase quantity
Recommendation: remove or show less deference to Item#; capitalize on savings to user; all quantity increase
Severity: Low
- Issue:** Insufficient proximity & size
Recommendation: Make more prominent
Severity: Low
- Issue:** Insufficient proximity & size; no confirmation/undo option
Recommendation: Make more prominent; allow undo
Severity: Low
- Issue:** Font is too small; comes across as dishonest; no way to opt out of substitution
Recommendation: Provide shorter copy; increase font size; allow user to opt out of order if substitution need arises
Severity: Med
- Issue:** Module is excessively large; uninspired visual treatment; user has already been forced to interact with module on PDP page; module is not offered with all items in cart
Recommendation: Update cross-sell module to be smaller & more visually dynamic or just offer a link as module was seen on PDP; offer gift add-ons with all cart contents
Severity: High



1 The Precious Heart™ Bouquet by FTD® - VASE INCLUDED

Item#: B02S 2

Delivery Method/Location: FTD® Florist to IL 60187

Delivery Date: Thursday, Nov 02, 2017

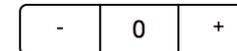
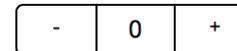
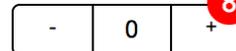
Quantity: 1

Price: ~~\$44.99~~ \$39.99

3 Edit 4 Remove

Note: Actual products may differ slightly from product images displayed. Please see our [Substitution Policy](#) for more information. 5

6 Make Your Gift Extra Special



9 SHOPPING CART SUMMARY

(Before Shipping/Service Fees & Taxes)

Product Subtotal: \$139.97

10 ESTIMATED TOTAL: \$139.97
Before Shipping/Services Fees & Taxes

You Saved: [i](#) \$15.00



CHECKOUT NOW

Express Checkout

Check out with [PayPal](#)

CART (4 of 5)

7. **Issue:** No indication that an onhover action exists for add-ons; onhover hotspot is too small;
Recommendation: Provide visual cue to user that more details may be had; increase hotspot to cover entire area of add-on
Severity: Med

8. **Issue:** Quantity pattern is confusing & add cognitive load; no CTA
Recommendation: Replace with an "Add Now" button/link
Severity: High

9. **Issue:** Font is too small; message is too wordy/repetitive; sticky module is not persistent; poor layout
Recommendation: Provide a concise & clear header to user; make module fully sticky
Severity: Low

10. **Issue:** Poor layout & hierarchy of information; no shipping/service fee transparency; no EST taxes; lack of context around \$15 savings; "i" icon/popup adds cognitive load
Recommendation: Improve structure of data; be transparent with fees (but provide the value adds around them); be more clear around savings, so icon/popup is not needed
Severity: Critical

11. **Issue:** Image which provide neither details or value to user; no link to learn more
Recommendation: Provide user details around promise; consider smaller image or use text
Severity: Med, (ADA Issues)



1 **The Precious Heart™ Bouquet by FTD® - VASE INCLUDED**

2 **Item#: B02S**

Delivery Method/Location: FTD® Florist to IL 60187

Delivery Date: Thursday, Nov 02, 2017

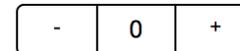
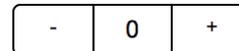
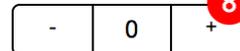
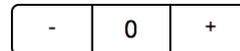
Quantity: 1

Price: \$44.99 \$39.99

3 [Edit](#) [Remove](#) 4

Note: Actual products may differ slightly from product images displayed. Please see our [Substitution Policy](#) for more information. 5

6 **Make Your Gift Extra Special**



9 **SHOPPING CART SUMMARY**

(Before Shipping/Service Fees & Taxes)

Product Subtotal: \$139.97

10 **ESTIMATED TOTAL: \$139.97**
Before Shipping/Services Fees & Taxes

You Saved: [i](#) \$15.00



CHECKOUT NOW

Express Checkout

Check out with **PayPal**

CART (5 of 5)

- Issue:** Each of these three links present user with varied layouts & functionality; Delivery Policy layout is cutoff on left & unreadable; breadcrumb trail is presented; Google Reviews & Chat module are presented (& obscure content); font is too small; insufficient contrast
Recommendation: Provide as in-page modals or expanding divs; provide consistent layouts so user must not learn new mental models
Severity: Critical, (ADA Issues)
- Issue:** Poor location; tired visuals; insufficient affordance
Recommendation: Rework as a header for the below images; rework module visually
Severity: High
- Issue:** States “click for...”, but no link exists
Recommendation: Provide a link or update image
Severity: Low
- Issue:** Poor placement; appears lost on page; non optimal design
Recommendation: Provide user with better access to meet their needs
Severity: Med

Delivery Policy

1

Substitution Policy

Return Policy



2 Security and trust with every order for over 100 years



4

To order by phone, call 1-800-SEND-FTD (1-800-736-3383)

CHECKOUT (1 of 23)

- Issue:** Header size is excessive; strongest visual weight on page; logo no longer a link; layout appears broken;
Recommendation: Provide slim header only with necessary user actions
Severity: Med
- Issue:** no context with number & uses same pattern as sign in
Recommendation: provide context to data
Severity: Low
- Issue:** Non standard mental model; too easily encourages site exploration
Recommendation: Remove & ensure cart access exists in cart summary module
Severity: Med
- Issue:** Banner blindness, likely user frustration with constant pushing of Gold
Recommendation: Remove or drastically reduce size; increase whitespace or present visually as a bar
Severity: Critical
- Issue:** CTA is too small & too close to progress tracker; when selecting to learn more, user is presented with a modal detail the same information with yet another option to learn more
Recommendation: Present a stronger CTA; provide user in page details when they select the CTA
Severity: Med
- Issue:** Non optimal location; insufficient CTA; too wordy
Recommendation: Place above progress tracker & consider replacing with "Sign In for Quicker Checkout" or the like
Severity: High

1 FTD

2 SECURE CHECKOUT

3 SIGN IN | 1-800-736-3383

4 WANT FREE STANDARD SHIPPING & NO SERVICE FEES?*

5 JOIN NOW

6 SIGN IN to access your address book and Gold Membership

1 DELIVER THIS GIFT TO:

Residence

Recipient First Name Recipient Last Name

Street Address

Apt, Suite, Floor (optional)

Wheaton Illinois

60187 United States

7 Shopping Cart Summary

[Hide Product Details](#)

8 The FTD® Moonbeam™ Bouquet

Item#: D12-5228S

Price: \$74.99

[Remove](#)

Gift Options : [Edit](#)

9

✕ Greeting Card **10** \$4.99

11 Delivery Method: FTD® Florist

Delivery Date: Thu, Oct 26, 2017 [Edit](#)

12 Subtotal: \$79.98

Before Shipping/Service Fees & Taxes

WANT FREE SH NO SERVICE F

4.0 ★★★★★

Google Customer Reviews

CHECKOUT (2 of 23)

7. **Issue:** Center align is hard to scan; font is too small; questionable user benefit of hiding details (ACC?); no edit cart functionality or count provided; not sticky

Recommendation: Improve layout, data hierarchy; provide user expected functionality in cart summary

Severity: Med

8. **Issue:** Hierarchy of data not user centric; layout differs from cart page forces user to learn new mental model

Recommendation: Remove or relegate Item# to less important location; create cart summary pattern

Severity: High, (ADA Issues)

9. **Issue:** Confusing proximity of Edit option; font treatment differs from Remove option; upon selection, user is presented with yet another modal pattern; edit action location is above gift details;

Recommendation: Provide clarity around Gift Options link; improve location

Severity: High

10. **Issue:** Proximity of cost to product is poor & appears broken; different price pattern than used above; different & unclear delete pattern used

Recommendation: Pair product & cost; provide consistent patterns for users

Severity: Med

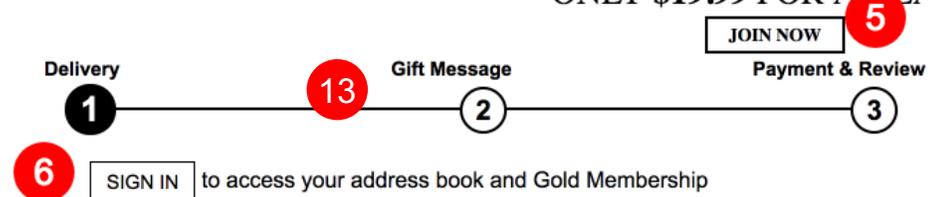
11. **Issue:** Layout differs from cart page summary; delivery location no longer provided; Edit functionality is unclear

Recommendation: Create a pattern that may be leveraged on both the cart & checkout pages; make the date a link to allow editing; provide delivery location

Severity: High



4 **WANT FREE STANDARD SHIPPING & NO SERVICE FEES?***
ONLY \$19.99 FOR A YEAR.



1 DELIVER THIS GIFT TO:

Residence

Recipient First Name

Recipient Last Name

Street Address

Apt, Suite, Floor (optional)

Wheaton

Illinois

60187

United States

7 Shopping Cart Summary

[Hide Product Details](#)



The FTD® Moonbeam™ Bouquet

Item#: D12-5228S

Price: \$74.99

[Remove](#)

Gift Options : [Edit](#)

× Greeting Card

11 Delivery Method: FTD® Florist

Delivery Date: Thu, Oct 26, 2017 [Edit](#)

12 Subtotal: \$79.98
Before Shipping/Service Fees & Taxes

WANT FREE SH
NO SERVICE F

4.0 ★★★★★
Google
Customer Reviews

CHECKOUT (3 of 23)

12. Issue: Poor layout; no shipping/service fee transparency; no EST taxes; insufficient visual weight provided with subtotal & cost; no EST total provided; Google review module covers site content
Recommendation: Improve layout of data; be transparent with fees (but provide the value adds around them); consider different placement of Google module or remove (A/B testing opportunity)
Severity: Critical

13. Issue: Non optimal hierarchy, layout, & visual weight; labels not centered over steps; questionable usefulness of module, given all steps take place on same page & user scrolls down the page to interact
Recommendation: Increase prominence; improve layout; or simply remove
Severity: Med

1 FTD

2 SIGN IN | 1-800-736-3383

3

4 WANT FREE STANDARD SHIPPING & NO SERVICE FEES?* ONLY \$19.99 FOR A YEAR.

5 JOIN NOW

6 SIGN IN to access your address book and Gold Membership

1 DELIVER THIS GIFT TO:

Residence

Recipient First Name Recipient Last Name

Street Address

Apt, Suite, Floor (optional)

Wheaton Illinois

60187 United States

7 Shopping Cart Summary

[Hide Product Details](#)

8 The FTD® Moonbeam™ Bouquet
Item#: D12-5228S
Price: \$74.99
[Remove](#)

Gift Options : [Edit](#) **9**

× Greeting Card **10** \$4.99

11 Delivery Method: FTD® Florist
Delivery Date: Thu, Oct 26, 2017 [Edit](#)

12 Subtotal: \$79.98
Before Shipping/Service Fees & Taxes

13 WANT FREE SH NO SERVICE F

4.0 ★★★★★
Google
Customer Reviews

CHECKOUT (4 of 23)

- Issue:** The use of placeholder may cause form blindness & is an ADA issue; selector drop requires additional work; multiple column forms are hard to scan; no label on element focus; form fields offer no affordance
Recommendation: Change form layout to one column; provide labels outside of form elements (or use float labels); use an exposed selector; change form field widths to match the likely content
Severity: Med, (ADA Issues)
- Issue:** Browser auto-fill populates the wrong form field, forcing user to either copy/paste or delete content; no indication to user that field provides address auto-complete functionality; other address form fields do not need to be surfaced by default, causes unnecessary cognitive load; once error is presented, address auto-suggest no longer works
Recommendation: Properly code form element to accept auto-fill content; alert user to address auto-complete; hide other address fields by default with option to surface; ensure auto-suggest works after errors
Severity: Critical
- Issue:** Error thrown if space in field exists, causing user to correct what should be a system task
Recommendation: Implement proper form validation; create complete form interaction pattern
Severity: High

[SIGN IN](#) to access your address book and Gold Membership

1 DELIVER THIS GIFT TO: 7

Residence 1

Ezi 1 Magarotto

2 0 N Upper Wacker Dr

Apt, Suite, Floor (optional)

3 Chicago Illinois

60606 United States

4 Phone Number 5 Ext (optional)

Phone Number is required.

Phone numbers are for customer service use only. The recipient or delivery location may be called to schedule delivery.

6 CONTINUE TO GIFT MESSAGE

2 GIFT MESSAGE

3 PAYMENT & REVIEW

Shopping Cart Summary

[Hide Product Details](#)



The FTD® Moonbeam™ Bouquet
Item#: D12-5228S
Price: \$74.99
[Remove](#)

Gift Options : [Edit](#)

✖ Greeting Card \$4.99

Delivery Method: FTD® Florist
Delivery Date: Thu, Oct 26, 2017 [Edit](#)

Subtotal: \$79.98
Before Shipping/Service Fees & Taxes

WANT FREE SHIPPING + NO SERVICE FEES?*

[JOIN NOW](#)

 LOVE IT OR WE'LL MAKE IT RIGHT PROMISE

4.0 ★★★★★
Google Customer Reviews

CHECKOUT (4 of 23)

4. **Issue:** Phone number field does not capture browser's auto-fill, forcing user to manually enter; no indication around required/optional fields; out of viewport errors are not communicated to users

Recommendation: Properly code form element to accept auto-fill content; alert user to required and/or optional fields; anchor to error fields

Severity: Critical

5. **Issue:** Reason for request is both hidden & in poor proximity to form field; another unique tooltip pattern used, causing the user to learn new mental models

Recommendation: Shorten message & surface under field; create one tooltip pattern

Severity: Med

6. **Issue:** User is forced to complete system task by selecting "Continue to Gift Message"

Recommendation: Surface all steps to user, so as to reduce friction points; if system needs to do checks before moving forward, then complete on element onblur

Severity: Critical

7. **Issue:** Title used is different than progress indicator, causing cognitive load; ALL CAPS usage; color used does not seem in-tune with brand emotion

Recommendation: Be consistent with copy; implement a color which evokes a better emotional response

Severity: Med

[SIGN IN](#) to access your address book and Gold Membership

1 DELIVER THIS GIFT TO: 7

Residence 1

Ezi ✓ Magarotto

2 0 N Upper Wacker Dr

Apt, Suite, Floor (optional)

3 Chicago Illinois

60606 United States

4 Phone Number ✗ Ext (optional) i **5**

Phone Number is required.

Phone numbers are for customer service use only. The recipient or delivery location may be called to schedule delivery.

6 CONTINUE TO GIFT MESSAGE

2 GIFT MESSAGE

3 PAYMENT & REVIEW

Shopping Cart Summary

[Hide Product Details](#)



The FTD® Moonbeam™ Bouquet
Item#: D12-5228S
Price: \$74.99
[Remove](#)

Gift Options : [Edit](#)

✖ Greeting Card \$4.99

Delivery Method: FTD® Florist
Delivery Date: Thu, Oct 26, 2017 [Edit](#)

Subtotal: \$79.98
Before Shipping/Service Fees & Taxes

WANT FREE SHIPPING + NO SERVICE FEES?*

[JOIN NOW](#)

 LOVE IT OR WE'LL MAKE IT RIGHT PROMISE

4.0 ★★★★★
Google Customer Reviews

CHECKOUT (5 of 23)

- Issue:** Insufficient form functionality not removing trailing spaces; allows a potential incorrect address to move through the system
Recommendation: Implement proper form functionality to place the work on the system not the user & ensure correct address is captured
Severity: Med
- Issue:** Excessive copy; request the user to confirm or edit but provides them with a “Continue” CTA
Recommendation: Provide a clearer message & CTAs
Severity: Med
- Issue:** Non optimal CTA with mixed case & text/button format causes cognitive load
Recommendation: Change to read, “Use Original Address” or “Confirm My Address” (good testing opportunity)
Severity: Med

The screenshot shows a checkout page with a modal for 'Delivery Address Verification'. The modal contains the following text: 'Delivery Address Verification', 'Sorry we didn't recognize the delivery address. Please confirm the address or edit to try again.', 'Original Address: Edit', '20 N Upper Wacker Dr Chicago, IL 60606', 'Suggested Address: 20 N Upper Wacker Dr Chicago, IL 60606', and a green 'CONTINUE' button with the text 'YES, use this address and'. The background form has a 'DELIVER THIS GIFT TO:' section with a 'SIGN IN' button, a 'Residence' label, a name field 'Ezio', an address field '20 N Upper Wacker Dr', an 'Apt, Suite, Floor (optional)' field, a city field 'Chicago', a state dropdown 'Illinois', and a zip field '60606'. A 'United States' dropdown is also visible. Red circles with numbers 1, 2, and 3 highlight specific elements: 1 on the 'SIGN IN' button, 2 on the 'Original Address' text, and 3 on the 'CONTINUE' button.

Delivery

Gift Message

Payment & Review

JOIN NOW

1

SIGN IN to access your address

1 DELIVER THIS GIFT TO:

Residence

Ezio

20 N Upper Wacker Dr

Apt, Suite, Floor (optional)

Chicago

Illinois

60606

United States

Subtotal Before

Delivery Address Verification

Sorry we didn't recognize the delivery address. Please confirm the address or edit to try again.

Original Address: [Edit](#)

20 N Upper Wacker Dr Chicago, IL 60606

Suggested Address:

20 N Upper Wacker Dr Chicago, IL 60606

YES, use this address and **CONTINUE**

CHECKOUT (6 of 23)

- Issue:** Non optimal copy location & size likely missed by user; no direction to user
Recommendation: Make more prominent; add short copy around what is expected or what will occur
Severity: Med
- Issue:** Insufficient visual & textual cues alerting user to multiple gifts or with which gift they are currently interacting
Recommendation: Improve visual representation of gifts & how they are tied to the delivery interaction (this functionality is a prime testing opportunity depending on ACC)
Severity: Critical
- Issue:** Non optimal presentation of gift in question; appears as if it is a drop down list or text field (one can even highlight text); insufficient product representation forces user to try to connect which gift is the current focus
Recommendation: Provide an image & product name instead; incorporate a visual cue that unmistakably ties the item in the cart summary with the current "Deliver this Gift..."
Severity: Critical

Delivery 1 Gift Message 2 Payment & Review 3

Gift 1 of 3 1

to access your address book and Gold Membership

1 DELIVER THIS GIFT TO:

3 Gift 1 - Touched by Peace Lily Plant - GOOD

Residence

Recipient First Name Recipient Last Name

Street Address

Apt, Suite, Floor (optional)

Haymarket Illinois

60606 United States

Shopping Cart Summary

[Hide Product Details](#)

Gift 1



Touched by Peace Lily Plant - GOOD

Item#: PA22

Price: \$59.99

[Remove](#)

2

Delivery Method: FedEx®, UPS® or USPS®

Delivery Date: Sat, Nov 18, 2017 [Edit](#)

Gift 2



Touched by Peace Lily Plant - GOOD

Item#: PA22

Price: \$59.99

[Remove](#)

Delivery Method: FedEx®, UPS® or USPS®

Delivery Date: Wed, Nov 01, 2017 [Edit](#)

CHECKOUT (7 of 23)

- Issue:** No indication that section is required; unnecessary friction point for user based on standard gift message options; Strange that weight given to Gift Message section is equal to Delivery & Payment sections
Recommendation: Make this optional; do not add as a primary step in checkout; consider adding this to the PDP page
Severity: Critical
- Issue:** Poor proximity of informational message and text field; "Other" is allowed as a choice, but system still forces user to select an occasion; Is "gift" the best term for all occasions?; non alphabetical order in drop down
Recommendation: Improve proximity; do not make required; consider updating copy to read, "Add a Note"
Severity: Critical
- Issue:** Excessive & unclear copy creates cognitive load for user
Recommendation: Update to reduce copy & combine message/link
Severity: Low
- Issue:** Helper text remains on onfocus; the use of placeholder may cause form blindness & is an ADA issue; no label on element once helper text is gone; no reason given why name is requested; confusing request for signature; no preview of what recipient will see; no option of font, color, cards, etc.
Recommendation: Remove helper text; provide clear & concise label; update from element to match size of typical message (allow resizing); show preview of message as will be delivered; provide more robust options to user; make optional
Severity: Critical, (ADA Issues)

Chicago, IL 60606

(630) 890-7582

2 GIFT MESSAGE 1

Personalize your gift with a message 2

Occasion  

Need assistance expressing your message?

[View Suggestions](#) 3

Occasion is required.

Enter your personal message here along with your name/signature 4

You have 230 characters left.

Sorry, this field cannot accept non-English characters.

Never Forget Another Special Occasion. Create Your Reminders Now!

Add Reminders for:

Ezio

Magarotto

Event Date:

Oct 

26 

Occasion:

Occasion 

First Name

Last Name

Month 

Day 

Occasion 

First Name

Last Name

Month 

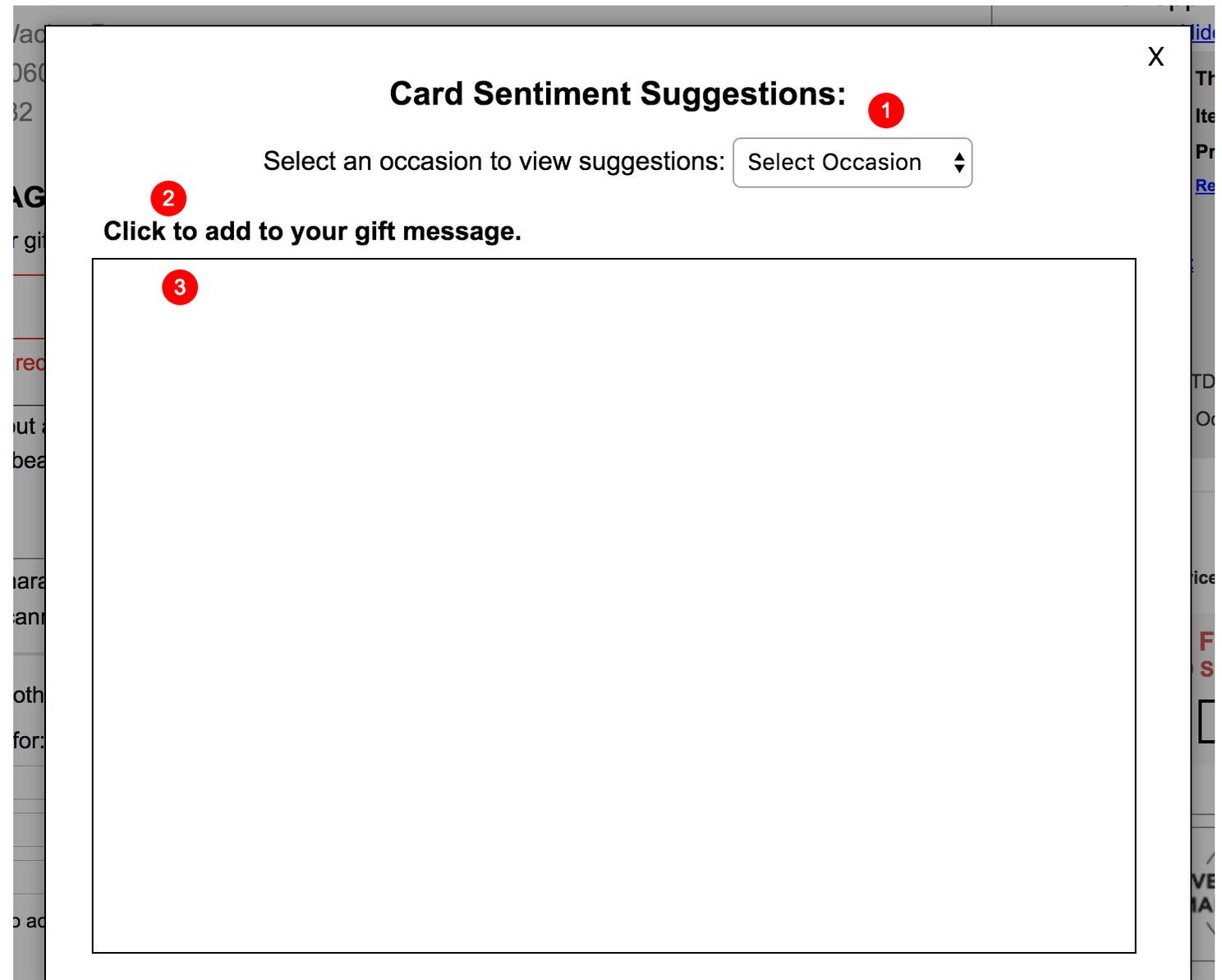
Day 

Occasion 

Check here to activate your free gift reminders

CHECKOUT (8 of 23)

- Issue:** Different popup pattern forces user to learn new mental models; unclear CTA; order of selection differs from drop down in Gift Message section
Recommendation: Create popup pattern; potentially integrate this functionality into Gift Message section (I'm awaiting metrics from Joe on usage); be more brief & direct with messaging; use analytics to predict what occasions it might be based on cart contents
Severity: High
- Issue:** Click term is desktop centric; no direction what to click nor anything to click; no help offered to user around steps needed to perform in order to see/access messages
Recommendation: Update to read, "Select Note/Message"; tie into drop down above as a step 1, step 2 paradigm; simply remove this module & add as a progressive interaction on the Gift Message section
Severity: Critical
- Issue:** Text box does not allow entry; no direction provided to users regarding what they must do in order to add a message; appears broken; selected messages do not fully propagate to Gift Message section text field; non traditional format of radio buttons within a text field, increase both cognitive load & new mental models
Recommendation: Provide instructions to your users; leverage know & standard patterns so users feel smart
Severity: Critical



CHECKOUT (9 of 23)

- Issue:** No indication of required field; user forced to complete unnecessary task without explanation
Recommendation: Make optional
Severity: High
- Issue:** Presenting users with non contextual errors creates excess visual noise & requires cognitive load
Recommendation: Only state non-English characters not accepted after they have been used unless this is a common occurrence
Severity: Low
- Issue:** Module is incongruent with Gift Message section & not called out in progress tracker; font treatment of label not different from error message treatment, form elements, etc. making it harder for users to gage hierarchy of importance; another distraction from conversion
Recommendation: Present as a collapsed module with a CTA
Severity: High
- Issue:** Opting users into selections is a high point of frustration, made more egregious by the use of smaller type; use of the term "free" when not used in the label cause cognitive load
Recommendation: Present the benefit to the user & allow them to opt in; use consistent messaging
Severity: Critical
- Issue:** User is forced to complete system task by selecting "Continue to Payment & Review"
Recommendation: Surface all steps to user, so as to reduce friction points; if system needs to do checks before moving forward, then complete on element onblur
Severity: Critical

Personalize your gift with a message

Need assistance expressing your message? [View Suggestions](#)

 1

Please enter a valid Personal Message 2

You have 229 characters left.

Sorry, this field cannot accept non-English characters.

Never Forget Another Special Occasion. Create Your Reminders Now! 3

Add Reminders for:

Check here to activate your free gift reminders

4

5 [CONTINUE TO PAYMENT & REVIEW](#)

CHECKOUT (10 of 23)

1. **Issue:** No indication to user what is happening; message is incongruent with action; in multiple tests this process took an inordinate amount of time

Recommendation: Why is there a loader for only a message capture? Do not present to user; improve performance; if presented provide better messaging (e.g., "Your note is now being handcrafted")

Severity: High

New Baby ▾ [Need assistance expressing your message? View Suggestions](#)

I love babies, I just can't eat a whole one. ✕

You have 186 characters left.
Sorry, this field cannot accept non-English characters.

Never Forget Another Special Occasion. Create Your Reminders Now

Add Reminders for: Event Date:

Ezio	Magarotto	Jun ▾	28
First Name	Last Name	Month ▾	Day
First Name	Last Name	Month ▾	Day

Check here to activate your free gift reminders

CONTINUE TO PAYMENT & REVIEW

PAYMENT & REVIEW

1

Loading ...



CHECKOUT (11 of 23)

- Issue:** Selection title incongruent with section actions; redundant selectors force cognitive load on users; excessive copy & imagery; gift cert/card selection different than credit card & PayPal
Recommendation: Rename title to "Payment"; remove checkboxes; combine copy & imagery into a selector; (I will have additional recs once my metric request is in)
Severity: High
- Issue:** No indication to user that payment information is secure or will be protected; errors thrown before user has made an error is frustrating to users; alignment of fields in off; form fields have varied treatment (squared/rounded corners & padding); placeholder text issues as stated previously
Recommendation: Incorporate visual & textual elements that offer users a feeling of trust & security; provide consistent form pattern designs; improve form validation & error handling
Severity: Critical
- Issue:** Poor field affordance with security code; standard CCV term not present
Recommendation: Match form field sizes with expected data; include CCV term
Severity: Med
- Issue:** Title used here but not for payment is confusing & causes cognitive load; excessive copy; unnecessary friction with form completion; address auto-suggest pattern not used, thus forcing user to create a new mental model
Recommendation: Provide consistent messaging; be brief; leverage address auto-suggest
Severity: High

3 PAYMENT & REVIEW

1 Pay with Credit Card Pay with Paypal Gift Certificate / Gift Card

2 Credit Card Number 10 2017 Security Code **3**

Credit Card Number is required.

Save my credit or debit card information. **1**

Billing Address

4 Use delivery information as my billing address **5**

First Name Last Name

Address Line 1

Address Line 2 (Optional)

City State

6 Zip Code United States

Mobile (U.S./ Canada) Primary Phone Number **7**

Other (U.S./ Canada) Secondary Phone Number (optional) Ext (optional)

CHECKOUT (11 of 23)

- Issue:** Non optimal form pattern; multiple columns difficult to scan; helper text causes from blindness, no labels on onfocus creates cognitive load; no affordance between field widths & expected data
Recommendation: Implement UX best practice form pattern
Severity: Critical
- Issue:** Data capture forces user to perform all the work, causing unnecessary friction
Recommendation: Allow users to enter zip code only, allowing the system to populate city & state
Severity: Med
- Issue:** Non standard form fields cause cognitive load on users; no indication to user why phone & email are requested; no indication to user what fields are required; additional form fields surfaced that are likely not used by majority of users; auto-fill is not coded properly
Recommendation: Remove "Mobile" & "Other" fields; remove secondary phone field or, if metrics show significant use, add expanding div link to add; correct auto complete issues; note what is required
Severity: High

3 PAYMENT & REVIEW

1 Pay with Credit Card Pay with Paypal Gift Certificate / Gift Card

2 Credit Card Number Security Code **3**

Credit Card Number is required.

Save my credit or debit card information. **4**

Billing Address

4 Use delivery information as my billing address **5**

First Name Last Name

Address Line 1

Address Line 2 (Optional)

City State

6 Zip Code United States

Mobile (U.S./ Canada) Primary Phone Number **7**

Other (U.S./ Canada) Secondary Phone Number (optional) Ext (optional)

CHECKOUT (12 of 23)

- Issue:** Excessive copy, form elements, & visual cues; message is wordy, uses inconsistent directions, & unclear
Recommendation: Provide a simple PayPal button; provide a brief & clearer message
Severity: Med
- Issue:** Error thrown prior to user completion of form; no indication of required fields; all form issues stated previously
Recommendation: Allow users to "fail gracefully"; update error pattern; indicate what is required
Severity: High
- Issue:** Non standard form fields cause cognitive load on users; no indication to user why phone is requested; no indication to user what fields are required; additional form fields surfaced that are likely not used by majority of users; auto-fill is not coded properly
Recommendation: Remove "Mobile" field; correct auto complete issues; note what is required
Severity: High
- Issue:** No benefits provided around creating an account; password masked without option to reveal; user forced to enter password twice; if user mistakenly tabs into field there is no way to reset
Recommendation: Tell user benefits of creating account; only require password entered once; allow masking/unmasking; allow user to revert in case of error
Severity: Critical
- Issue:** Password requirements too small & poorly positioned; excessive & unclear copy
Recommendation: Provide directions on focus; be clearer
Severity: Med

3 PAYMENT & REVIEW

Pay with Credit Card **Pay with Paypal** **Gift Certificate / Gift Card**

Please review your order and click 'Continue to PayPal' to complete your order on the PayPal website.

Email Address 

Email Address is required.

Mobile (U.S./ Canada) Primary Phone Number 

Create an FTD Account (Optional) 

Password Re-enter Password

OR

Sign in with Facebook  **LOG IN** 

 [Learn more](#)

Your password must contain 7-18 characters and should not be the same as the given email address.

 **CONTINUE TO PAYPAL SITE**

By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

CHECKOUT (12 of 23)

- Issue:** Unnecessary copy creates visual noise & creates cognitive load for users copy
Recommendation: Remove
Severity: Med
- Issue:** Poor image quality erodes brand perception & user trust; border appears to be code artifact; location & use of this module has questionable benefit to user at this point in the flow
Recommendation: Remove or, if it makes sense to keep, update copy/image & move higher in the flow
Severity: Critical
- Issue:** No indication around what the user will learn more about; font is too small; upon selection, user is brought to a very large popup with no value
Recommendation: Remove
Severity: Critical
- Issue:** Too much unnecessary & unrequested/expected content for user to digest prior to this button; notice below refers to button that is not visible (could be a legal issue too); button copy is both passive & non committal; both Privacy & Terms links takes user from checkout flow; clicking is desktop centric
Recommendation: Update copy to read, "Pay Now with PayPal" or the like; move this higher on the page; provide legal agreement that matches with what the user is performing; display Privacy & Terms in page; change from "clicking" to "selecting"
Severity: Critical

3 PAYMENT & REVIEW

Pay with Credit Card **Pay with Paypal** **Gift Certificate / Gift Card**

Please review your order and click 'Continue to PayPal' to complete your order on the PayPal website.

Email Address 

Email Address is required.

Mobile (U.S./ Canada) Primary Phone Number 

Create an FTD Account (Optional) 

Password Re-enter Password

Your password must contain 7-18 characters and should not be the same as the given email address.

OR

Sign in with Facebook

[Learn more](#)

CONTINUE TO PAYPAL SITE

By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

CHECKOUT (13 of 23)

- Issue:** Credit card is checked when user has selected Gift Cert/Card causing confusion; no way to deselect the Gift Cert/Card option
Recommendation: Provide clearer indication to what user has selected
Severity: Critical
- Issue:** Label/heading does not match helper text; previously mentioned form pattern issues; form field is often unusable (i.e., I could not enter ANY content or get field focus); I do not always see form field border; no gift card lookup option for expiry or balance
Recommendation: Provide consistent labeling so user is not forced to think; fix form field code issue; offer better functionality to user who have gift cards;
Severity: Critical
- Issue:** Link is exceptionally large; label does not provide much detail; proximity in non optimal; content within modal points to both confusing & false (or outdated?) information
Recommendation: Provide clearer details to users; position under form field; review & confirm popup contents are valid & applicable
Severity: Med
- Issue:** Button & text size contrast too high; no messaging to user if page error occurs while in Gift Card state
Recommendation: Provide balanced buttons (i.e., create a button pattern); alert user to errors when they occur
Severity: Critical

3 PAYMENT & REVIEW

Pay with Credit Card **Pay with Paypal** **Gift Certificate / Gift Card**

Gift Certificate / Gift Card [Restrictions](#)

Create an FTD Account (Optional) Your password must contain 7-18 characters and should not be the same as the given email address.

OR

Sign in with Facebook [Learn more](#)

By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

Service Fee: \$17.99
Taxes: \$5.44

6 WANT FREE SHIPPING + NO SERVICE FEES?*

7 ORDER TOTAL: \$73.42

8 You Saved: \$5.00

9 PLACE YOUR ORDER

10 By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

11 

CHECKOUT (13 of 23)

- Issue:** Privacy & Terms links takes user from checkout flow; clicking is desktop centric
Recommendation: Display Privacy & Terms in page; change from "clicking" to "selecting"
Severity: Low
- Issue:** Location of ad breaks users ability to scan summary; ads within the summary (certainly the way it is presented here) create frustration with users; asterisk presented, but nothing on the page is associated with details; if user does select ad, they are presented with popups, multiple steps, and then returned to the beginning of the checkout flow
Recommendation: Remove or, if this is a must have (though very poor UX), integrate in a less obtrusive way & make the process cleaner for the user
Severity: Critical
- Issue:** Non optimal layout & font treatment; appears broken & lost in summary module
Recommendation: Improve data hierarchy & layout, so user may quickly scan & place order
Severity: Med
- Issue:** Popup text is too small with poor contrast; information provided is both wordy & generic with little benefit to user; non optimal layout & font size/treatment; appears broken & lost within the summary module
Recommendation: Provide information of use to user; increase font size & contrast; improve layout
Severity: Med

3 PAYMENT & REVIEW

Pay with Credit Card
VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Pay with Paypal
PayPal

1 **Gift Certificate / Gift Card**

Gift Certificate / Gift Card **2**
Card Number **3** [Restrictions](#)

Create an FTD Account (Optional) **1**
Password Re-enter Password
OR
Your password must contain 7-18 characters and should not be the same as the given email address.

Sign in with Facebook **f** **LOG IN**
[Learn more](#)

4 **PLACE YOUR ORDER**

5 By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

Service Fee: \$17.99
Taxes: \$5.44

6 **WANT FREE SHIPPING + NO SERVICE FEES?***
JOIN NOW

ORDER TOTAL: **\$73.42**

7

You Saved: **8** **\$5.00**

9 **PLACE YOUR ORDER**

10 By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

11 **THE FTD PROMISE**
LOVE IT OR WE'LL MAKE IT RIGHT

CHECKOUT (13 of 23)

9. **Issue:** Button & text size contrast too high; no messaging to user if page error occurs while in Gift Card state

Recommendation: Provide balanced buttons (i.e., create a button pattern); alert user to errors when they occur

Severity: Critical

10. **Issue:** Privacy & Terms links takes user from checkout flow; clicking is desktop centric

Recommendation: Display Privacy & Terms in page; change from "clicking" to "selecting"

Severity: Low

11. **Issue:** Module provides no information to user; no indication that this is a link; image framing adds unnecessary visual noise & is questionably pleasing; selecting the link takes user to new page with not only more non-informational speak but also provides full site exploration

Recommendation: Remove or provide the details on the checkout page (or on onhover) in short bullet points; do not take user from checkout flow

Severity: High

3 PAYMENT & REVIEW

Pay with Credit Card **Pay with Paypal** **Gift Certificate / Gift Card**

Gift Certificate / Gift Card [Restrictions](#)

Create an FTD Account (Optional) Your password must contain 7-18 characters and should not be the same as the given email address.

OR

Sign in with Facebook **LOG IN** [Learn more](#)

PLACE YOUR ORDER

By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

Service Fee: \$17.99
Taxes: \$5.44

WANT FREE SHIPPING + NO SERVICE FEES?*
JOIN NOW

ORDER TOTAL: \$73.42

You Saved: **\$5.00**

PLACE YOUR ORDER

By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

THE FTD PROMISE
LOVE IT OR WE'LL MAKE IT RIGHT

CHECKOUT (14 of 23)

1. **Issue:** No indication to user what is happening; message is incongruent with action; in multiple tests this process took an inordinate amount of time

Recommendation: Provide better messaging (e.g., "We're starting your delivery now!")

Severity: High

The screenshot shows a checkout page with a modal overlay. The modal is white with a red circle containing the number '1' in the top left corner. The text inside the modal reads "Please Wait ..." followed by a loading spinner icon. The background is a greyed-out checkout form with fields for phone numbers, email, and a "PLACE YOUR ORDER" button. A "Service Fee:" and "Taxes:" section is visible on the right. At the bottom, there is a security message and a Google Customer Reviews badge showing a 4.0 star rating.

60607 United States

Mobile (U.S./ Canada) (888) 999-0778

Other (U.S./ Canada) Secondary Phone Number (optional) Ext (optional)

ezio@magarottos.com

Create an FTD Account (Optional)

Password Re-e

OR

Sign in with Facebook LOG IN [Learn more](#)

PLACE YOUR ORDER

By clicking Place Your Order, you agree to our [Privacy Policy](#) & [Terms](#).

Service Fee:
Taxes:

ORDER TOTAL

You Saved:

By clicking our [Privacy](#)

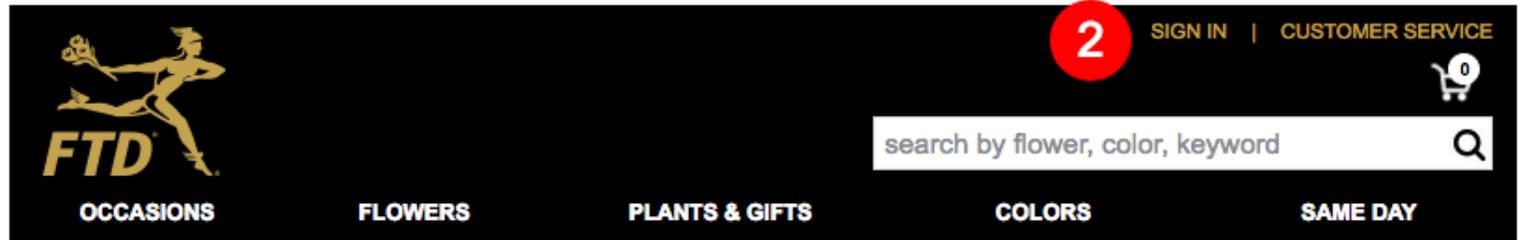
4.0 ★★★★★
Google
Customer Reviews

Security and trust with every order for over 100 years

CHECKOUT (14 of 23)

- Issue:** User presented with an ad of questionable usefulness at this step in the process; user forced to hunt through a maze of content to find order related details
Recommendation: Remove
Severity: High
- Issue:** User frustration occurs when presented with unexpected content
Recommendation: Remove or provide a slim header
Severity: High
- Issue:** Header states Order Confirmation, but no order details are visible to user
Recommendation: Order information & header should have close proximity, so user is not forced to hunt for it
Severity: High
- Issue:** Font is too small; proximity to instruction to print page is poor
Recommendation: Integrate link to print with instructional copy
Severity: Med
- Issue:** Unnecessary & provides no value to user
Recommendation: Remove
Severity: Med, (ADA Issues)

1 FREE SHIPPING & NO SERVICE FEES*
ONLY \$19.99 FOR A YEAR. JOIN NOW >



ORDER CONFIRMATION **3**

Please print this page for your records. An order number has been assigned to each gift item.



Thank you for ordering from FTD.com.



2 SIGN IN | CUSTOMER SERVICE

search by flower, color, keyword



4  [Printer-Friendly Version >](#)

7

Shopping Cart Summary

Order #: FTK821341



The FTD® Moonbeam™
Bouquet

Item#: D12-5228S

Price: \$74.99

Greeting Card

\$4.99

Delivery Method: FTD® Florist

Delivery Date: Fri, Nov 24, 2017

CHECKOUT (14 of 23)

6. **Issue:** FTD's thank you to the customer is small & lost on the page; large non ADA/SEO friendly marketing spot is presented to user instead of their order information

Recommendation: Improve the information architecture of this page by placing the data points of use to the user first & foremost; limit the number of other tasks

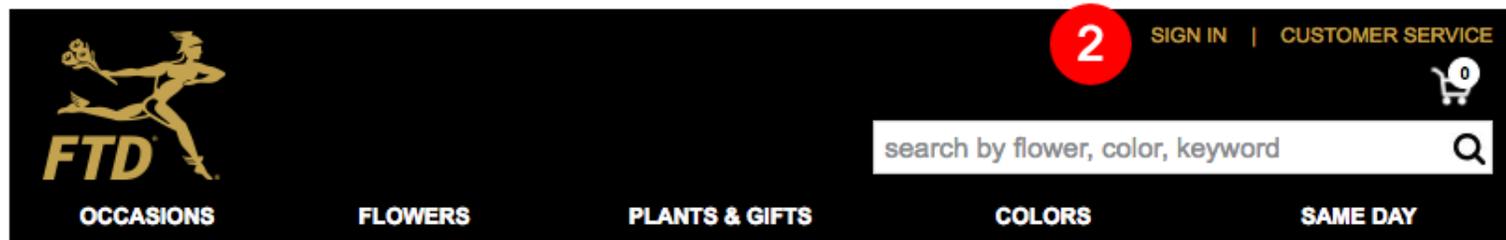
Severity: Critical, (ADA Issues)

7. **Issue:** Presentation is the same as checkout & potentially appears order did not go through

Recommendation: Present in a fashion either visually or textually that makes it clear the order was indeed placed

Severity: Med

1 FREE SHIPPING & NO SERVICE FEES*
ONLY \$19.99 FOR A YEAR. JOIN NOW >



ORDER CONFIRMATION **3**

Please print this page for your records. An order number has been assigned to each gift item.

DELIVERY **5**



GIFT MESSAGE



PAYMENT & REVIEW



Thank you for ordering from FTD.com.



2

SIGN IN | CUSTOMER SERVICE

search by flower, color, keyword



4

[Printer-Friendly Version >](#)

7

Shopping Cart Summary

Order #: FTK821341



The FTD® Moonbeam™
Bouquet

Item#: D12-5228S

Price: \$74.99

Greeting Card

\$4.99

Delivery Method: FTD® Florist

Delivery Date: Fri, Nov 24, 2017

CHECKOUT (14 of 23)

- Issue:** Font is too small; links loads new page with general information; users has no way to return to their order confirmation page; selecting the back button presents them with an empty cart page
Recommendation: Increase font size; open link as a modal or in a new tab/window
Severity: High
- Issue:** No link to learn more; module provides no information to user; image framing adds unnecessary visual noise & is questionably pleasing;
Recommendation: Remove or provide the details on the this page (or on onhover) in short bullet points
Severity: High
- Issue:** Inconsistent font treatment; lack of hierarchy with various data points
Recommendation: Create font patterns; improve structure so that users may easily & quickly scan content
Severity: Med
- Issue:** Uninspired visual treatment for emotionally based purchases
Recommendation: Consider providing users with more robust visual design that speaks to them & about what FTD represents
Severity: Med
- Issue:** Unnecessary copy provided to user creates cognitive load
Recommendation: Display name, last four numbers of credit card, & zip code
Severity: Med



*Exclusions apply. See Terms and Conditions.

1

We will send you an e-mail confirming your order within 24 hours.

If you have any questions or comments, please [e-mail](#) -or- call 1-800-SEND-FTD (1-800-736-3383).

3

Order #: FTK821341

Your Gift will be delivered to:

Ezio Magarotto
20 N Wacker Dr
Chicago, IL 60606
(630) 890-7582

4

Gift Message:

Occasion: New Baby
Message: test order

Bill to:

Ezio Magarotto
20 N Wacker Dr
Chicago, IL 60606
nE30jESFn@aol.com
Mobile: (630) 890-7582

5

Payment Information:

Card Type: Visa
Credit or Debit Card Number:
XXXX XXXX XXXX 1111

Subtotal:	\$79.98
Service Fee:	\$17.99
Taxes:	\$7.84
ORDER TOTAL:	\$105.81

2



CHECKOUT (14 of 23)

- Issue:** Font too small; corporate speak comes across as both condescending & as an indication the the relationship is more financial than personal
Recommendation: Soften copy while still meeting legal requirements; increase size; present a more visually pleasant module
Severity: High
- Issue:** Presented as an image; non optimal location on page; copy is difficult to read
Recommendation: Improve readability; provide text on image
Severity: Med, (ADA Issues)
- Issue:** Placement of this on the order confirmation page appears as if it is a mistake/error & likely lowers the users perceived worth of brand; it is lost on page
Recommendation: Remove
Severity: High

Please note: To honor our Satisfaction Guarantee

1

- The recipient may be called to schedule delivery.
- We do not accept requests for delivery at specific times of day.
- Substitutions of flower color or type, plant type, gifts, and containers may be necessary to ensure your arrangement or specialty gift is delivered in a timely manner. Please see our [substitution policy](#).
- For residential deliveries, if the recipient is not available at the time of delivery, the delivery person may leave the gift in a safe place for the recipient to retrieve when they return or attempt delivery the next day. During the holidays deliveries may be made as late as 9pm.
- For business deliveries, if the business is closed or not accepting deliveries, delivery will be attempted the next business day. During the holidays deliveries may be made as late as 5pm.
- Our goal is to respond to inquiries within 48 hours.



2

3

To order by phone, call 1-800-SEND-FTD (1-800-736-3383)

GENERAL SITEWIDE ISSUES

1. Visual & Structure architecture (grouping, layout, color palate, etc.)
2. Inconsistent UX/UI patterns (form elements, headers, links, etc.)
3. Inconsistent font treatment (size, weight, & color)
 1. Excessive use of ALL CAPS
 2. Copy is often too wordy
4. Poor form design (labeling, structure, & width)
5. Poor form validation (handling & language)
6. Page elements move around on pages
7. Significant ADA Web Accessibility concerns
8. Too many popups
 1. Displacement is an issue with those over 50
 2. Track popups with cookies
 3. Always ask, "Do our customers really need this interruption?"