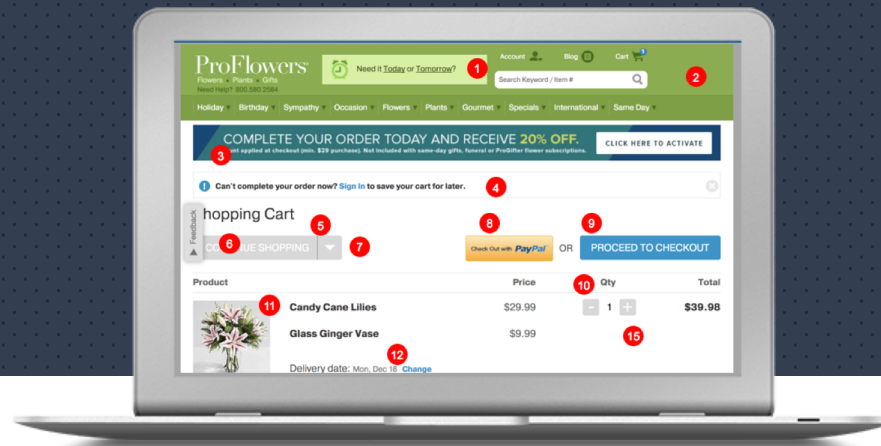


Pro Flowers - Heuristic Evaluation

Multiple Flows (Mobile Inflection)



Purpose of the Heuristic Evaluation

126
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

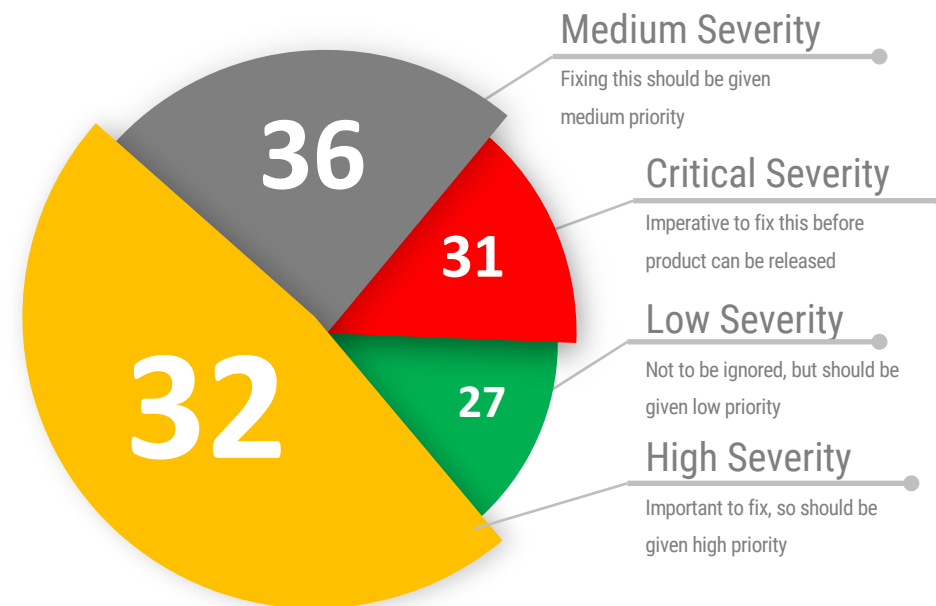
Severity Examples

Critical: Unclear & inconsistent navigation terms used

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

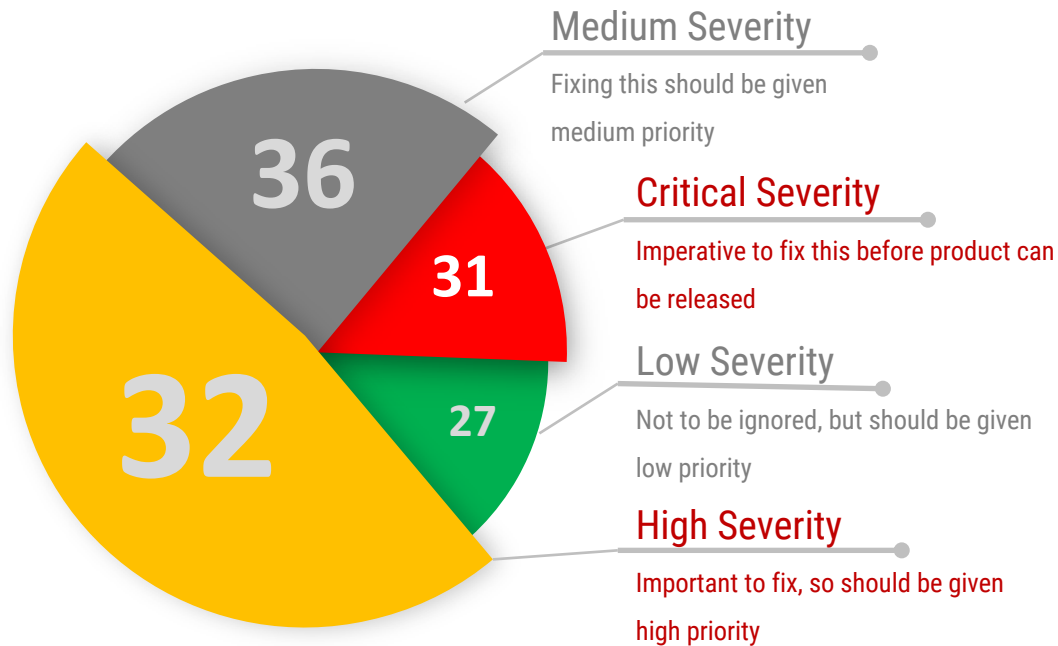
Medium: Inconsistent voice, naming conventions, & visual treatments

Low: Unnecessary copy & imagery. Page element layout



Pro Flowers Heuristic Evaluation

Cart & Checkout Pages (Desktop Inflection)



3 TOP ISSUES

- 1** Inconsistent patterns, excessive amount of popups (many from unknown third parties) create a flow which users must overcome in order to place an order
- 2** Egregiously long checkout process with several unnecessary interstitial pages, and non standard copy
One of the top #3 causes for cart abandonment *
- 3** Shipping costs not surfaced until user is deep into the checkout flow
One of the top #3 causes for cart abandonment *

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

CART (1 of 7)

- Issue:** Non optimal location; proximity does not match user focus
Recommendation: Reposition near delivery date module; reduce size
Severity: Med
- 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:** 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: High
- Issue:** This line appears to be an error; unnecessary cognitive load; non standard model; close option is barely visible; does not meet ADA requirements
Recommendation: Reduce copy; remove icon; improve contrast, if using
Severity: High
- Issue:** Non optimal page label location; too many font treatments increases cognitive load
Recommendation: Place label higher on page: create a more focused and slimmer text pattern
Severity: High
- Issue:** Way in which this is integrated makes site appear low value; sometimes covers content. Making it sticky adds more importance than user is likely attributing to it.
Recommendation: Integrate within the page canvas versus outside; remove stickiness
Severity: Med

The screenshot shows the ProFlowers website's cart page. At the top, there is a green header with the ProFlowers logo, navigation links for Account, Blog, and Cart (with a 1 item in the cart), and a search bar. Below the header is a navigation menu with categories like Holiday, Birthday, Sympathy, Occasion, Flowers, Plants, Gourmet, Specials, International, and Same Day. A prominent blue banner offers a 20% discount on orders over \$29. Below the banner is a notification bar about login requirements. The main content area is titled 'hopping Cart' and features a 'CONTINUE SHOPPING' button, a 'Check Out with PayPal' button, and a 'PROCEED TO CHECKOUT' button. The cart items are listed in a table with columns for Product, Price, Qty, and Total. The first item is 'Candy Cane Lilies' for \$29.99, and the second is 'Glass Ginger Vase' for \$9.99. The total for the items is \$39.98. There is also a 'Remove item' link and a 'ProGifter' badge indicating a gift perk. A customer review snippet is visible at the bottom right.

ProFlowers
Flowers • Plants • Gifts
Need Help? 800.580.2584

Account Blog Cart

Need it Today or Tomorrow?

Search Keyword / Item #


Holiday ▾ Birthday ▾ Sympathy ▾ Occasion ▾ Flowers ▾ Plants ▾ Gourmet ▾ Specials ▾ International ▾ Same Day ▾

COMPLETE YOUR ORDER TODAY AND RECEIVE 20% OFF.
Discount applied at checkout (min. \$29 purchase). Not included with same-day gifts, funeral or ProGifter flower subscriptions. [CLICK HERE TO ACTIVATE](#)

! Can't complete your order now? [Sign In](#) to save your cart for later.

Feedback **hopping Cart**

CONTINUE SHOPPING **Check Out with PayPal** OR **PROCEED TO CHECKOUT**

Product	Price	Qty	Total
 Candy Cane Lilies	\$29.99	- 1 +	\$39.98
Glass Ginger Vase	\$9.99		

Delivery date: Mon, Dec 18 [Change](#)

[Remove item](#)

This gift qualifies for ProGifter™ Club perks! [Click here to shop.](#)


4.2 ★★★★★
Google Customer Reviews

CART (2 of 7)

- Issue:** Inconsistent button pattern; too prominent CTA in the F-Pattern removes focus on checkout; ADA contrast issues; cognitive load with non standard mental model
Recommendation: Reduce prominence; make a text link; move to right rail
Severity: High
- Issue:** Font too small; secondary payment option given more prominence the primary option (does business want more PP or PF orders?)
Recommendation: Swap location with primary payment option
Severity: Med
- Issue:** Inconsistent button pattern (1 of 4 on page); incongruent copy & button width; excessive top margin; location is not within F-pattern
Recommendation: reduce top margin; Move to left rail
Severity: Med
- Issue:** Excessive white space; too many font treatments (8) in product module; if abs (avg basket size) is one, the grid is excessive presentation & causes cognitive load
Recommendation: Tighten module; reduce font treatments to 2; create text pattern
Severity: High
- Issue:** Neither image nor product title provide indication they are links; Inconsistent link patterns
Recommendation: Provide link indication; create a clear and standard link pattern
Severity: Low
- Issue:** Too many font treatments; too much copy; inconsistent voice used; unnecessary cognitive load
Recommendation: Reduce font treatment; make date the link
Severity: Low

The screenshot shows the ProFlowers checkout page with the following elements and annotations:

- 1:** "Need it Today or Tomorrow?" banner with a clock icon.
- 2:** Search bar with "Search Keyword / Item #" placeholder.
- 3:** "COMPLETE YOUR ORDER TODAY AND RECEIVE 20% OFF." banner with a "CLICK HERE TO ACTIVATE" button.
- 4:** "Can't complete your order now? Sign In to save your cart for later." notification.
- 5:** "hopping Cart" header.
- 6:** "CONTINUE SHOPPING" button.
- 7:** Dropdown arrow next to the continue shopping button.
- 8:** "Check Out with PayPal" button.
- 9:** "PROCEED TO CHECKOUT" button.
- 10:** "Qty" column header in the product table.
- 11:** Product image of "Candy Cane Lilies".
- 12:** "Delivery date: Mon, Dec 18" with a "Change" link.
- 13:** "Remove item" link.
- 14:** "This gift qualifies for ProGifter™ Club perks! Click here to shop." banner.
- 15:** "Glass Ginger Vase" product name.
- 16:** "4.2 ★★★★★ Google Customer Reviews" badge.

Product	Price	Qty	Total
 Candy Cane Lilies	\$29.99	- 1 +	\$39.98
Glass Ginger Vase	\$9.99		

CART (3 of 7)

13. Issue: Non optimal location; proximity may not match user focus; inconsistent voice; no remove confirmation provided to user (as there is in the Qty module)

Recommendation: If using current structure place near Qty; reduce copy to read “remove” only; provide undo option

Severity: Low

14. Issue: Presented as an image (ADA issue); removes user from checkout task; uses PF-speak; provides no hook or reason to select; once selected, no information provided to user

Recommendation: Remove from page & surface earlier in flow; or (not UX rec) provide more in-page details, so user may not be pulled from task unless they have clear directive;

Severity: High

15. Issue: Excessively large elements used; if avg product count is one, then unnecessary; unadvertised remove item option; poor contrast (possible ADA issue)

Recommendation: Remove qty stepper option unless metrics dictate otherwise; reduce size & increase contrast


Severity: Low

16. Issue: Way in which this is integrated makes site appear low value; sometimes covers content. Making it sticky adds more importance than user is likely attributing to it.

Recommendation: What measurable value is this providing? If no data supports it, remove; integrate within the page canvas versus outside; remove stickiness

Severity: Med to potentially Critical

The screenshot shows the ProFlowers website's cart page. At the top, there's a green header with the ProFlowers logo, navigation links (Account, Blog, Cart), and a search bar. Below the header is a dark green navigation bar with categories like Holiday, Birthday, Sympathy, Occasion, Flowers, Plants, Gourmet, Specials, International, and Same Day. A promotional banner offers 20% off on orders over \$29. A notification bar states, "Can't complete your order now? Sign In to save your cart for later." The main cart area is titled "hopping Cart" and features a "CONTINUE SHOPPING" button, a "Check Out with PayPal" button, and a "PROCEED TO CHECKOUT" button. The cart table lists two items: "Candy Cane Lilies" for \$29.99 and "Glass Ginger Vase" for \$9.99, with a total of \$39.98. A "Remove item" link is present for the first item. A ProGifter badge indicates that the gift qualifies for club perks. A Google Customer Reviews badge shows a 4.2-star rating.

Product	Price	Qty	Total
 Candy Cane Lilies	\$29.99	- 1 +	\$39.98
Glass Ginger Vase	\$9.99		

CART (4 of 7)

- Issue:** Non standard term used causes cognitive load; exposed code field is a proven cart abandonment issue; Uses plural of codes when only one field is provided; info icon contains an inordinate amount of copy, causing user excessive cognitive load

Recommendation: Change to read "Coupon of Discount" code; provide a text link which reads "Have a coupon code?" that exposes the form field upon selection; remove icon & copy; provide clear labeling such as, "Have a coupon or code?"

Severity: Critical

- Issue:** The use of placeholder text may cause form blindness & is an ADA issue; inconsistent button pattern

Recommendation: Remove helper text; create consistent button patterns

Severity: Med, (ADA Issues)

- Issue:** Non optimal proximity of subtotal label and amount or to product cost section; appears lost on page

Recommendation: Tighten up spacing to alleviate user having to search

Severity: Med

- Issue:** Not surfacing shipping & tax (even if estimated) on cart page is one of the top reasons for cart abandonment; poor proximity of copy may cause users to miss it; too much copy; likely not read by users

Recommendation: Surface shipping & tax costs (even if estimated); provide more concise copy; improve proximity of message to where user expects to see it

Severity: Critical

Special Codes ⓘ 1

Subtotal: 3 \$39.98

Enter Code ... APPLY 2

4

Subtotal does not include tax and [shipping, handling, and service charges](#), which will be calculated during checkout. You can review the final total before submitting your order.

Other Popular Gifts 5



Let it Snow

7

\$29.99

8



Holiday Lilies

6

\$29.99

CONTINUE SHOPPING ▾

9

Check Out with **PayPal**

OR

PROCEED

10

4.2 ★★★★★
Google
Customer Reviews

CART (5 of 7)

5. **Issue:** Questionable use of providing other items on page given ABS is one item; pulls user focus from checkout task; non compelling marketing spot; too many modules on this page appear to be free floating, reduces brand value

Recommendation: Remove; or, if keeping, provide cross-sell items that data shows users typically purchase; tighten up module visually selection;

Severity: High

6. **Issue:** Image provides no indication it is a link to the PDP; use of PF speak provides no insight to user; no img title used (ADA issue)

Recommendation: Provide link indication; provide clearer details around club; implement basic ADA (A & AA) requirements

Severity: Critical, (ADA Issues)

7. **Issue:** Inconsistent pattern, as product title in cart links to PDP but this title is not a link; makes site appear broken & reduces brand perception

Recommendation: Create a clean link pattern & be consistent with its usage

Severity: Low

8. **Issue:** Non optimal proximity of product price to product; appears lost on page; center aligned text is more difficult to scan

Recommendation: Tighten up spacing

Severity: Med

Special Codes 1

Subtotal: 3 **\$39.98**

Enter Code 2 **APPLY**

4

Subtotal does not include tax and [shipping, handling, and service charges](#), which will be calculated during checkout. You can review the final total before submitting your order.

Other Popular Gifts 5



Let it Snow 7

\$29.99 8



Holiday Lilies 6

\$29.99

CONTINUE SHOPPING 9

Check Out with **PayPal**

OR

PROCEED 10

4.2 ★★★★★
Google
Customer Reviews

CART (6 of 7)

9. **Issue:** Inconsistent button pattern; too prominent CTA in the F-Pattern removes focus on checkout; ADA contrast issues; cognitive load with non standard mental model
Recommendation: Reduce prominence; make a text link; move to right rail
Severity: High
10. **Issue:** Way in which this is integrated makes site appear low value; sometimes covers content. Making it sticky adds more importance than user is likely attributing to it.
Recommendation: What measurable value is this providing? If no data supports it, remove; integrate within the page canvas versus outside; remove stickiness
Severity: Med to potentially Critical

The screenshot shows a shopping cart checkout page with the following elements and annotations:

- 1:** "Special Codes" link with a dropdown arrow.
- 2:** "APPLY" button next to the "Enter Code" input field.
- 3:** "Subtotal: \$39.98" text.
- 4:** A note below the subtotal: "Subtotal does not include tax and [shipping, handling, and service charges](#), which will be calculated during checkout. You can review the final total before submitting your order."
- 5:** "Other Popular Gifts" section header.
- 6:** "Holiday Lilies" gift card image.
- 7:** "Let it Snow" gift card image.
- 8:** "\$29.99" price for "Let it Snow".
- 8:** "\$29.99" price for "Holiday Lilies".
- 9:** "CONTINUE SHOPPING" button with a dropdown arrow.
- 10:** "Check Out with PayPal" button, "OR" text, and "PROCEED" button with a 4.2 star rating and "Google Customer Reviews" link.

CART (7 of 7)

- Issue:** Excessive whitespace between footer module and above content makes site appear broken
Recommendation: Tighten modules in relation to one another
Severity: Med
- Issue:** No indication or user feedback that these items are links
Recommendation: Create a link pattern that is both clear to the user & leveraged throughout the site
Severity: Low
- Issue:** Excessive copy creates visual noise & cognitive load for users
Recommendation: Remove heading or make form label the module heading
Severity: Low
- Issue:** No indication to user image is a link; no img title used (ADA issue)
Recommendation: Provide link indication (onhover color change, at minimum, desktop); implement basic ADA (A & AA) requirements
Severity: Low, (ADA Issues)
- Issue:** Non optimal proximity means this will likely be missed by user; no link for user to verify credibility; contrast too low
Recommendation: Place near checkout CTA for added trust component; provide a link to certificate in order if for user to confirm; increase contrast to meet ADA compliance
Severity: High

The screenshot shows the footer of a website with five red callout circles highlighting specific areas:

- 1:** Points to the 'Our Company' header.
- 2:** Points to the 'AFFILIATE PROGRAM' link in the 'Our Company' column.
- 3:** Points to the 'Sign Up' header.
- 4:** Points to the 'personal creations.com' logo in the 'Our Brands' section.
- 5:** Points to the 'VeriSign' logo in the footer.

The footer content includes:

- Our Company:** ABOUT US, CAREERS, BUSINESS GIFTING AND SERVICES, AFFILIATE PROGRAM, ETHICAL LABOR STANDARDS, INTERNATIONAL, BLOG.
- Account Info:** MANAGE YOUR ACCOUNT, TRACK YOUR ORDER, ORDER HISTORY, REMINDER SERVICE.
- Help:** CUSTOMER SERVICE, FLOWER GUIDES, SITE MAP.
- Sign Up:** Sign Up For Email Savings, Email Address input field, SUBMIT button.
- Stay Connected:** Facebook, Twitter, Pinterest, Google+ icons.
- Our Brands:** ProFlowers, Shari's Berries, personal creations.com, ProPlants, gifts.com.
- Footer:** VeriSign, PayPal, Privacy Policy, Terms of Use, Copyright© 2017. FTD Companies Inc. All Rights Reserved., 4.2 Google Customer Reviews.

CHECKOUT - GIFT OPTIONS (1 of 4)

- Issue:** While a progress indicator provides value to a user, six steps is excessive & likely to scare the user due to the number of steps involved; no option for user to sign in if they are a member

Recommendation: Reduce number of steps by either grouping them or removing the unnecessary ones; allow member sign in

Severity: High

- Issue:** Page label provides neither direction nor indication to user task

Recommendation: Provide a clearer label

Severity: Med

- Issue:** User is forced to complete system task by selecting "Continue"; often times the item listed in the progress indicator is not what user sees once continue button is selected

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 - This issue plagues several pages

- Issue:** Strange wording & excessive copy; unless 80% of users are trying to add 5+ items, this is unnecessary copy

Recommendation: Remove entirely, as label should provide direction

Severity: Med

- Issue:** Inconsistent product image & title patterns; image does not meet basic ADA requirements

Recommendation: Create clear patterns, so user does not have to guess when an image or title is a link

Severity: Low, (ADA Issues)



Make it extra special!

CONTINUE



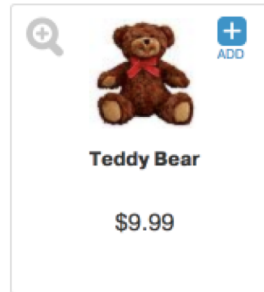
Candy Cane Lilies

Delivery date: Mon, Dec 18

Gift options selected:

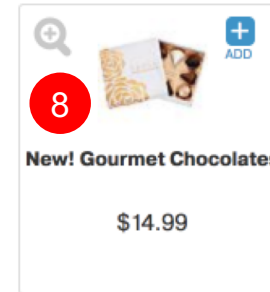


Add up to 5 gift options to include with your gift:



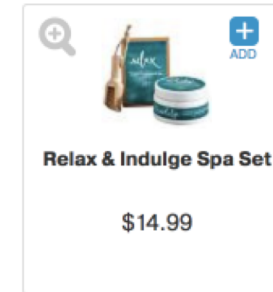
Teddy Bear

\$9.99



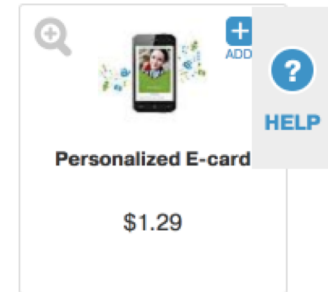
New! Gourmet Chocolates

\$14.99



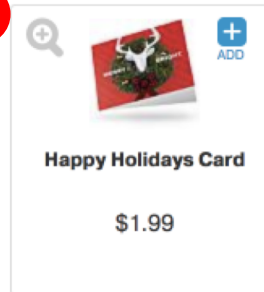
Relax & Indulge Spa Set

\$14.99



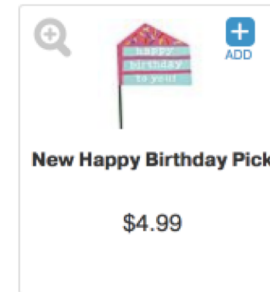
Personalized E-card

\$1.29



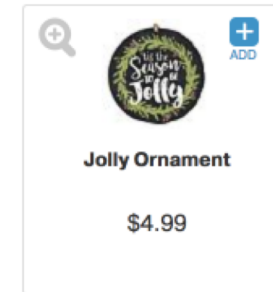
Happy Holidays Card

\$1.99



New Happy Birthday Pick

\$4.99



Jolly Ornament

\$4.99

CONTINUE

CHECKOUT - GIFT OPTIONS (2 of 4)

- Issue:** Non optimal contrast; no option for user to modify delivery date; multiple font treatments
Recommendation: Improve font treatments; allow user to modify date
Severity: Med
- Issue:** Incongruent label; PDP & Cart do not list vase as gift yet here it is, creating confusion & cognitive load; image is not selectable or enlargeable; no product label; no way to edit selection
Recommendation: Label correctly; be consistent; allow user to modify selection
Severity: High
- Issue:** Gift module enlarge icon is actually product details; poor contrast; inconsistent patterns; center aligned & excessive white space; poor image size & quality; remove icon is unreadable & fails basic ADA requirements; no indication or visual cue to user how they may see more details
Recommendation: Entire module redesign
Severity: Critical

ProFlowers®
888.776.5801

GIFT OPTIONS (1) GIFT MESSAGE SIGN IN DELIVERY PAYMENT INFO REVIEW

SECURE CHECKOUT

Make it extra special! (2)

CONTINUE (3)

Add up to 5 gift options to include with your gift: (4)

(5) Feedback

Candy Cane Lilies
Delivery date: Mon, Dec 18 (6)

Gift options selected: (7)

(8)

Teddy Bear \$9.99

New! Gourmet Chocolates \$14.99

Relax & Indulge Spa Set \$14.99

Personalized E-card \$1.29

Happy Holidays Card \$1.99

New Happy Birthday Pick \$4.99

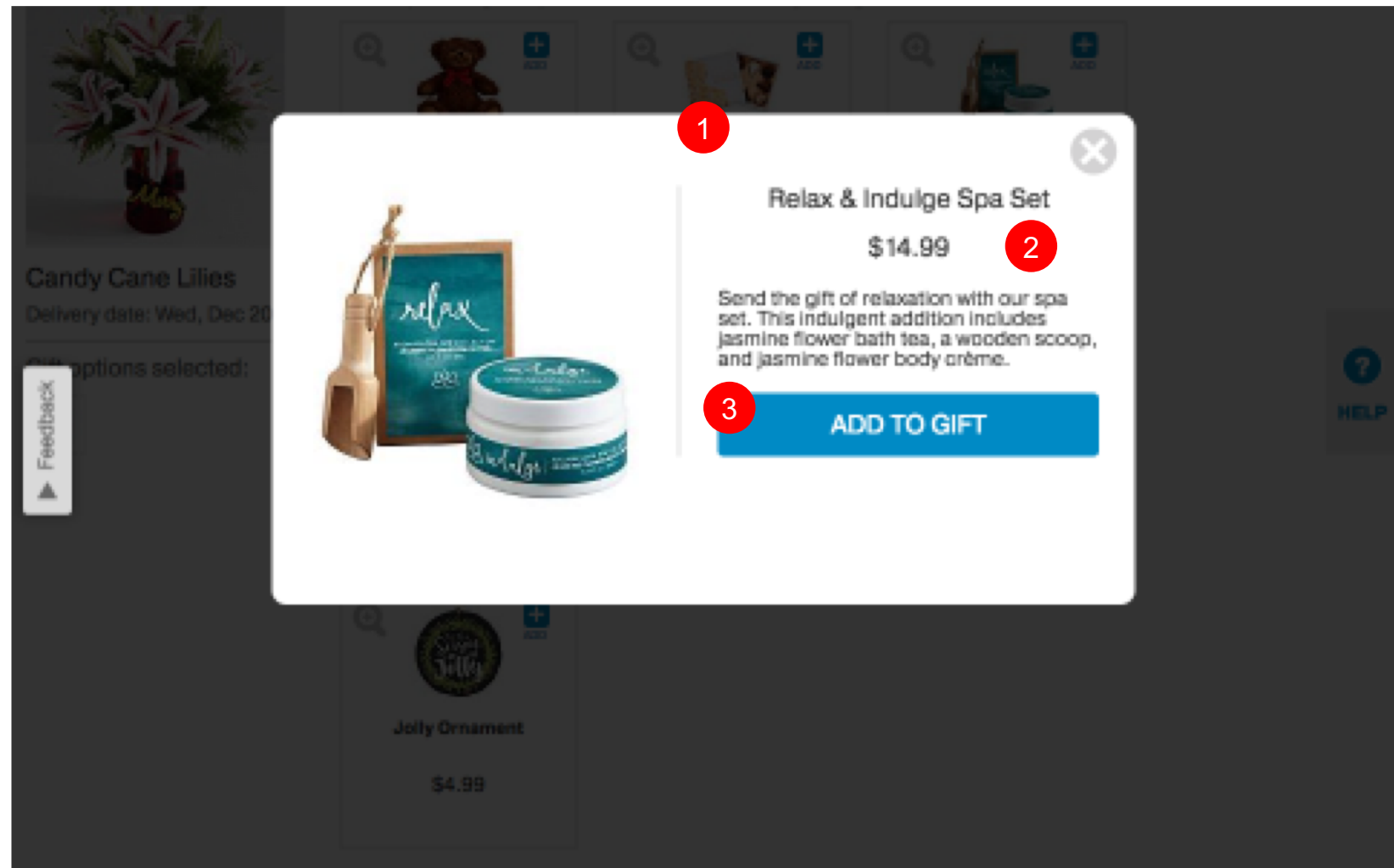
Jolly Ornament \$4.99

HELP

CONTINUE

CHECKOUT - GIFT OPTIONS (3 of 4)

- Issue:** Different popup/modal pattern forces user to learn new mental models; adds another point of friction; displacement issues
Recommendation: Create popup pattern; potentially integrate this functionality into Gift section
Severity: Med
- Issue:** Center aligned content is harder to scan
Recommendation: Left align content
Severity: Low
- Issue:** Atypical copy creates confusion & cognitive load for users; if we're on the "Gift Options" page, isn't this a gift?
Recommendation: Update to read "Add to Cart" or simply "Add"
Severity: Med



CHECKOUT - GIFT OPTIONS (4 of 4)

- Issue:** Sticky & non contextual help icon creates visual noise for users; non standard usage forces user to learn new mental model; sometimes covers content
Recommendation: Leverage industry standard help option location; do not make sticky
Severity: Med – This issue plagues several pages
- Issue:** Poor proximity; too wordy; unclear messaging; icon provide no indication it is a link; inconsistent font treatment & link patterns; selecting link shifts entire page, causing displacement issues
Recommendation: Provide a more clear & brief message to the user; place directly under the continue button; make icon an obvious link; do not change page anchor on link selection
Severity: Med – This issue plagues several pages
- Issue:** User is forced to complete system task by selecting “Continue”; often times the item listed in the progress indicator is not what user sees once continue button is selected
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 – This issue plagues several pages
- Issue:** No indication what phone number is; makes site look sloppy; reduces user brand trust & perceived value
Recommendation: Provide a label & potentially a brief message
Severity: Med – This issue plagues several pages
- Issue:** Excessive padding, accentuated by background color; makes site look sloppy; reduces user brand trust & perceived value
Recommendation: Remove; present a consistent footer
Severity: Low – This issue plagues several pages


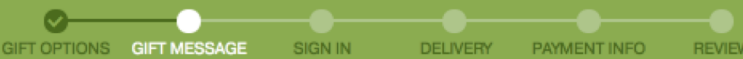

The screenshot displays a checkout page with a grid of gift options. At the top, there's a main product section for 'Candy Cane Lilies' with a delivery date of 'Mon, Dec 18'. Below this, a 'Gift options selected:' section shows a vase icon. The main grid contains items like 'Teddy Bear' (\$9.99), 'New! Gourmet Chocolates' (\$14.99), 'Relax & Indulge Spa Set' (\$14.99), and 'Personalized E-card' (\$1.29) in the top row. The bottom row features 'Happy Holidays Card' (\$1.99), 'New Happy Birthday Pick' (\$4.99), and 'Jolly Ornament' (\$4.99). A 'Feedback' button is on the left, and a 'HELP' button with a question mark icon is on the right. A large blue 'CONTINUE' button is at the bottom right. A security notice states 'Your order is safe and secure.' with a GeoTrust logo. The footer includes 'Privacy Policy', 'Terms Of Use', a phone number '888.776.5801', and a copyright notice '© 2017 Provide Commerce, Inc. All rights reserved.'.

Red circles 1-5 highlight the following elements:

- 1: HELP button
- 2: Feedback button
- 3: CONTINUE button
- 4: Phone number 888.776.5801
- 5: Copyright notice © 2017 Provide Commerce, Inc. All rights reserved.

CHECKOUT - GIFT MESSAGE (1 of 2)

- Issue:** Atypical copy creates confusion & cognitive load for users; not using standard messaging; user forced to interact with page they may not need
Recommendation: Update copy to read "Add a Gift Message" or "Personalize your gift with a message", etc.
Severity: Med
- Issue:** Vague label causes cognitive load; optional copy should exist in label not form field; many options create cognitive load; questionable necessity
Recommendation: If metrics show this is not used by most users, remove; update copy to read "Your relationship (optional)"
Severity: Med
- Issue:** Vague label causes cognitive load; optional copy should exist in label not form field; many options create cognitive load; questionable necessity; sometimes this field is required, yet there is no indication to user as such
Recommendation: If metrics show this is not used by most users, remove; update copy to read "The occasion (optional)"
Severity: Med



Personalize your gift with a card message 1 CONTINUE


Select a relationship: 2 Relationship (optional) ▼ Select an occasion: 3 Occasion (optional) ▼

Did a card message: 4 Maximum number of characters per line is 44.

Feedback ▲ Click to enter an optional personal message. Don't forget to include your name! Your card message is the only way they'll know who sent the gift. 5


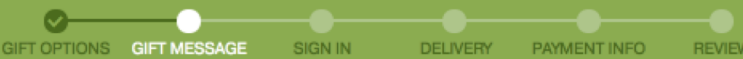

? HELP

CONTINUE

Your order is safe and secure.
All transactions with this web site are secure, as indicated by the icon on your browser window. [More details](#) 

CHECKOUT - GIFT MESSAGE (2 of 2)

4. **Issue:** Primary task of page is last item presented to user; atypical label copy; user forced to keep track of character limit
Recommendation: Only display message & remove optional friction points; update label to read "Gift Message"; dynamically communicate character limit to user
Severity: Low
5. **Issue:** Placeholder text may cause form blindness & is an ADA issue; different optional pattern used (I did not even see it at first); too much copy; user is allowed to continue without interacting with field; if name is important, why is there no name field?
Recommendation: Remove placeholder; update form label to read "Your Gift Message & Name"; be more clear if this optional;
Severity: Med, (ADA Issues)



Personalize your gift with a card message 1 CONTINUE


Select a relationship: 2 Relationship (optional) ▼ Select an occasion: 3 Occasion (optional) ▼

Did a card message: 4 Maximum number of characters per line is 44.

Feedback ▲ Click to enter an optional personal message. Don't forget to include your name! Your card message is the only way they'll know who sent the gift. 5

? HELP

CONTINUE

Your order is safe and secure.
All transactions with this web site are secure, as indicated by the icon on your browser window. [More details](#) 

CHECKOUT - SIGN IN (1 of 2)

- Issue:** At this point, user has already selected checkout in the cart yet instead of checking out they have been presented with several interstitial pages. Additionally, a returning customer had no option to sign in. User frustration at this point is likely high (what is exit rate?); label should provide user with direction not questions
Recommendation: User should be presented with guest flow here & the option to sign in for quicker checkout
Severity: Critical
- Issue:** Excessive copy
Recommendation: Be brief & direct; update to read "Sign in for quicker checkout"
Severity: High
- Issue:** Use of placeholder text may cause form blindness & is an ADA issue; no label on element once helper text is gone
Recommendation: Remove helper text; or keep but use float label on field focus
Severity: Low, (ADA Issues)
- Issue:** Non standard show password pattern; location may cause it to be overlooked
Recommendation: Incorporate into form field
Severity: Low
- Issue:** Egregiously poor contrast fails ADA requirements and is nearly impossible to see with 20/20 vision; location will mean it is likely never seen; I tried my FTD credentials but it failed
Recommendation: What is the user benefit of this module? See how the Gap family of brands handles this
Severity: Low

The screenshot shows the ProFlowers checkout process. At the top, a green navigation bar contains the ProFlowers logo, phone number (888.776.5801), a progress indicator with steps: GIFT OPTIONS, GIFT MESSAGE, SIGN IN (highlighted with a red circle 1), DELIVERY, PAYMENT INFO, and REVIEW. A 'SECURE CHECKOUT' button with a lock icon is on the right. Below the navigation bar, the main heading asks 'How would you like to check out today?'. The page is split into two columns. The left column, 'Returning Customers' (annotated with red circle 2), contains a sign-in form with an 'Email' field (annotated with red circle 3), a 'Password' field (annotated with red circle 4), a 'Show password' checkbox, and a 'Forgot password?' link. A blue 'SIGN IN' button is at the bottom. A vertical 'Feedback' button is on the left. The right column, 'New Customers and Guests' (annotated with red circle 6), contains the text 'You'll have a chance to create an account later.' and a blue 'CONTINUE AS GUEST' button (annotated with red circle 7). A 'HELP' button with a question mark icon is on the far right. Below the sign-in options, a section titled 'One login for our family of brands' (annotated with red circle 5) lists logos for ProFlowers, ProPlants, personal creations.com, gifts.com, and Shari's Berries.

CHECKOUT - SIGN IN (2 of 2)

6. **Issue:** Excessive & unnecessary copy creates cognitive load & user frustration (which is likely growing at this stage); forcing user to make a selection when they could simply be presented the next step causes friction
Recommendation: User should be presented with guest flow here & the option to sign in for quicker checkout
Severity: Critical

7. **Issue:** Button copy differs from label, causing cognitive load & potential confusion
Recommendation: Update to read "New Customers/Guests"
Severity: Low

The screenshot shows the ProFlowers checkout process. At the top, a green navigation bar contains the ProFlowers logo, phone number (888.776.5801), a progress indicator with steps: GIFT OPTIONS, GIFT MESSAGE, SIGN IN (highlighted with a red circle 1), DELIVERY, PAYMENT INFO, REVIEW, and a SECURE CHECKOUT button with a lock icon. Below the navigation bar, the main heading asks "How would you like to check out today?". The page is split into two columns. The left column is for "Returning Customers" (annotated with red circle 2) and includes a sign-in form with fields for "Email" (annotated with red circle 3) and "Password" (annotated with red circle 4), a "Show password" checkbox, a "Forgot password?" link, and a blue "SIGN IN" button (annotated with red circle 5). The right column is for "New Customers and Guests" (annotated with red circle 6) and includes a blue "CONTINUE AS GUEST" button (annotated with red circle 7) and a "HELP" button with a question mark icon. A vertical "Feedback" button is on the left side of the form. At the bottom, a footer section titled "One login for our family of brands" (annotated with red circle 5) lists logos for ProFlowers, ProPlants, personal creations.com, gifts.com, and Shari's Berries.

CHECKOUT - DELIVERY (1 of 2)

- Issue:** Excessive copy creates cognitive load
Recommendation: Update to read "Delivery Address"
Severity: Low
- Issue:** Redundant labeling creates visual noise & additional friction for users
Recommendation: Remove
Severity: Med
- Issue:** Label contrast does not meet basic ADA requirements & is difficult to see for 20/20 vision users; font is likely too small; inconsistent patterns create cognitive load
Recommendation: Increase size & contrast of float label; leverage float labels for all form fields
Severity: High
- Issue:** Unless metrics dictate otherwise, unused fields cause friction & cognitive load
Recommendation: Update to surface field only on link selection
Severity: Low
- Issue:** Zip field has no label; user is forced to enter city & state; multiple column forms are hard to scan; form field widths do not mimic their likely data point sizes
Recommendation: Use proper form labels; system should populate city & state based on zip code; change form layout to one column; present form fields in the widths that will mimic their likely entered data
Severity: High



Enter a delivery address

CONTINUE

Deliver this gift to:

Recipient First Name Recipient Last Name

Location type Home/Residence

Address Line 1

Address Line 2 (optional)

City State 60555

Phone Number

HELP

CONTINUE

Your order is safe and secure.

All transactions with this web site are secure, as indicated by the icon on your browser window. [More details](#)



CHECKOUT - DELIVERY (2 of 2)

6. **Issue:** Form field width does not mimic phone number; no input masks create cognitive load for users; excessive copy in likely never seen tool tip; no clear indication as to why phone number is requested; no indication that this (or other fields) are required

Recommendation: Use an input mask & reduce field to match width; reduce tool tip copy & surface under form field

Severity: High

The screenshot shows the 'DELIVERY' step of a checkout process on the ProFlowers website. The page header includes the ProFlowers logo, phone number (888.776.5801), a progress bar with steps: GIFT OPTIONS, GIFT MESSAGE, SIGN IN, DELIVERY (active), PAYMENT INFO, and REVIEW. A 'SECURE CHECKOUT' badge is in the top right. The main heading is 'Enter a delivery address' with a red circle '1' next to it. A blue 'CONTINUE' button is in the top right. The form fields are: 'Deliver this gift to:' (red circle '2'), 'Recipient First Name' (with a calendar icon), 'Recipient Last Name', 'Location type' dropdown (with 'Home/Residence' selected, red circle '3', and an info icon), 'Address Line 1' (red circle '4'), 'Address Line 2 (optional)', 'City', 'State' dropdown (with '60555' selected, red circle '5'), and 'Phone Number' (with an info icon, red circle '6'). A 'Feedback' tooltip is visible on the left side of the form. A 'HELP' button with a question mark icon is on the right. A second blue 'CONTINUE' button is at the bottom right. At the bottom, a security notice states: 'Your order is safe and secure. All transactions with this web site are secure, as indicated by the icon on your browser window. More details' followed by the GeoTrust logo.

CHECKOUT - FORM USE & VALIDATION (1 of 4)

- Issue:** User is able to highlight helper text but not remove resulting is user friction & frustration
Recommendation: System should disallow the first or allow the second
Severity: High
- Issue:** Error pattern does not consistently update once user begins typing content, essentially telling them they are still wrong as they attempt to correct errors resulting in user frustration & possible confusion;
Recommendation: Do not condescend users; error pattern should update once user begins completing the assigned task
Severity: High

Deliver this gift to:

1

Recipient First Name

Recipient Last Name

Location type Home/Residence 1

2

Address Line 1

Address Line 2 (optional)


City State 60607

Phone Number 1

Feedback

HELP

CONTINUE

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CHECKOUT - FORM USE & VALIDATION (2 of 4)

- Issue:** Browser auto populate not always recognized by system, forcing user to enter data or place a space after each data point; incorrect city spelling neither corrected by system nor surfaced as an alert to the user
Recommendation: Ensure auto populate works consistently for users;
Severity: Critical
- Issue:** lack of input masking forces user to perform an inordinate amount of thinking & verifying of their entered data
Recommendation: Use input masks to break up content in standard chunks & correct common user errors
Severity: Med

ProFlowers®
888.776.5801

GIFT OPTIONS GIFT MESSAGE SIGN IN DELIVERY PAYMENT INFO REVIEW

SECURE CHECKOUT

Enter a delivery address

CONTINUE

Deliver this gift to:

John Smith

Location type: Home/Residence

100 W Randolph St

Address Line 2 (optional)

Chicago IL 60607

3129294580

Feedback

HELP

CONTINUE

Your order is safe and secure.
All transactions with this web site are secure, as indicated by the icon on your browser window. [More details](#)

CHECKOUT - FORM USE & VALIDATION (3 of 4)

- Issue:** Inconsistent error patterns cause confusion & cognitive load for users; in some instances user is not able to select a field or use the backspace button due to poor code
Recommendation: Correct error patterns for a properly working & consistent user experience
Severity: High
- Issue:** Address fields not consistently highlighted as needing data; address line two provides no indication to user what should be entered; no labels once user has entered form field
Recommendation: Correct error patterns for a properly working & consistent user experience
Severity: High

Deliver this gift to:

Recipient First Name

Recipient Last Name **1**

Please enter a last name.

Location type
Home/Residence


Address Line 1 **2**

Address Line 2 (optional)

City State 60555

Feedback

CONTINUE

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CHECKOUT - FORM USE & VALIDATION (4 of 4)

- Issue:** Inconsistent error patterns cause confusion & cognitive load for users
Recommendation: Correct error patterns for a properly working & consistent user experience
Severity: High
- Issue:** Alert displayed with blue field outline, but changes to red once user begins to complete requested action; no indication what this field is or what user should enter once they're within the field
Recommendation: Correct error patterns for a properly working & consistent user experience
Severity: High


Deliver this gift to:

Recipient First Name 1  Smith

Location type 1
Home/Residence 

800 W Randolph St

Address Line 2 (optional)

Chicago IL  60607

Feedback 2 1



CONTINUE

Your order is safe and secure.

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[Privacy Policy](#) [Terms Of Use](#)

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CHECKOUT - DELIVERY (1 of 4)

- Issue:** Atypical copy creates confusion & cognitive load for users; not using standard messaging; user forced to interact with page they may not need
Recommendation: Remove step entirely & add as an option on delivery section
Severity: Critical
- Issue:** Excessive copy causes user cognitive load
Recommendation: Update copy to be more brief
Severity: Med
- Issue:** Questionable benefit of icon; adds visual noise; is a truck the best choice to convey personal delivery & service?
Recommendation: Remove
Severity: Med
- Issue:** The user has been through multiple steps towards the cart & checkout journey before they are presented with these details
Recommendation: Surface details earlier & more prominent (than here) in the cart/checkout flow
Severity: High

The screenshot shows the ProFlowers checkout process at the 'DELIVERY' step. The header includes the ProFlowers logo, phone number (888.776.5801), a progress bar with steps: GIFT OPTIONS, GIFT MESSAGE, SIGN IN, DELIVERY (active), PAYMENT INFO, and REVIEW. A 'SECURE CHECKOUT' icon is in the top right. The main content area is titled 'Morning delivery' with a red circle '1' next to it. A blue 'CONTINUE' button is on the right. Below the title is a checkbox option: 'Check this box to add guaranteed delivery before noon on Monday, December 18 (Additional \$14.99)' with a red circle '2' next to it. To the right of this text is a truck icon with a sun behind it, marked with a red circle '3'. Below the checkbox is the text: 'This delivery is scheduled to arrive on Monday, December 18 between 9am and 8pm.' with a red circle '4' next to it. On the left side, there is a vertical 'Feedback' button with an upward arrow. On the right side, there is a vertical 'HELP' button with a question mark icon. At the bottom of the main content area, there is another blue 'CONTINUE' button. Below the main content area, there is a security notice: 'Your order is safe and secure. All transactions with this web site are secure, as indicated by the icon on your browser window. More details' followed by the GeoTrust logo.

ProFlowers®
888.776.5801

GIFT OPTIONS GIFT MESSAGE SIGN IN DELIVERY PAYMENT INFO REVIEW

SECURE CHECKOUT

Morning delivery **1**

Check this box to add guaranteed delivery **2**
before noon on Monday, December 18
(Additional \$14.99).

This delivery is scheduled to arrive on Monday,
December 18 between 9am and 8pm. **4**

Feedback

HELP

CONTINUE

CONTINUE

Your order is safe and secure.
All transactions with this web site are secure, as indicated by the icon on your browser window. [More details](#) GeoTrust®

CHECKOUT - PAYMENT INFO (1 of 6)

- Issue:** Excessive copy creates cognitive load
Recommendation: Update to read "Payment"
Severity: Low
- Issue:** Redundant labeling creates visual noise & additional friction for users; excessive copy around review likely not read by users; No indication to user that payment information is secure or will be protected
Recommendation: Remove redundant label; create simplified one page checkout thus deeming copy unneeded; incorporate visual & textual elements that offer users a feeling of trust & security; provide consistent form pattern designs
Severity: Critical
- Issue:** Credit card icons are both too small & do not meet basic ADA requirements
Recommendation: Unless metrics deem otherwise, do not display icons. If so, ensure they are usable
Severity: Low
- Issue:** Form fields widths do not match expected data; no form labels
Recommendation: Use proper form labels; present form fields in the widths that will mimic their likely entered data
Severity: Med




Enter your payment information 1

CONTINUE

Payment Method 2

You will have the opportunity to review your order on the next page before being charged.

Feedback 3

Credit Card 4 

Credit Card Number 5

Month Year

Security Code

PayPal 6 

Special Codes

Enter Code

Billing Address 7

Same as recipient

First Name Last Name HELP

Address Line 1

Address Line 2 (optional)

City

State Zip Code

United States of America

Phone Number

Email Address

CHECKOUT - PAYMENT INFO (2 of 6)

5. **Issue:** Non standard term used; form field width does not match expected data to be entered

Recommendation: Update to read more typical (& shorter) “CVV” or “CCV”; use form widths that match expected data to be entered; consider providing a text versus icon link; revisit tool tip content for clarity

Severity: Med

6. **Issue:** Vertical placement of payment options causes users to search for other payment option or, assume that there are no other; redundant copy & icon; contrast of radio button does not meet basic ADA requirements & is easily missed by 20/20 vision users

Recommendation: Place payment options horizontally, so user is quickly aware of options; update to only display PayPal logo & ensure it (& selection option) meets ADA requirements

Severity: Critical

7. **Issue:** Surfacing form fields prior to determining user needs adds unnecessary cognitive load & friction

Recommendation: Use metrics to determine billing/shipping address use. This should determine what is surfaced by default. If billing address should be surfaced use auto complete for address or at minimum populate city/state based on zip entry

Severity: Med

8. **Issue:** No indication provided to user why these fields are required or the benefits to them

Recommendation: Provide details why fields are presented to user

Severity: High



Enter your payment information 1

CONTINUE

Payment Method 2

You will have the opportunity to review your order on the next page before being charged.

Feedback

Credit Card VISA MasterCard AMERICAN EXPRESS DISCOVER DEBIT 3

Credit Card Number 4

Month Year

Security Code 5 ⓘ

PayPal PayPal 6

Special Codes

Enter Code ⓘ

Billing Address 7

Same as recipient

First Name Last Name ⓘ **HELP**

Address Line 1

Address Line 2 (optional)

City

State Zip Code ⓘ

United States of America

Phone Number 8

Email Address ⓘ

CHECKOUT – PAYMENT INFO (3 of 6)

- Issue:** Form fields behave in atypical ways, allowing user to become stuck in the process
Recommendation: Correct form field behavior to not only behave correct, but to also enable user to complete tasks without system related issues
Severity: Critical
- Issue:** Non standard term used; label & helper text differ giving rise to user confusion & cognitive load; surfacing coupon fields by default is a data proven way to lose conversion, as user who do not have a code/coupon leave the site looking for one; tool tip information is excessive & filled with PF speak providing little value to users; no indication to user if code entered is correct and/or what the code provides them
Recommendation: Use a typical term such as “Coupon”; do not surface field by default, but rather display text link akin to “Have a coupon code?” which reveals field; provide immediate feedback to user on code entry
Severity: Critical
- Issue:** Redundant, unnecessary, & confusing copy causes cognitive load & friction
Recommendation: Remove copy; do system check as user types or offer an apply button
Severity: Med
- Issue:** Passive voice; excessive copy; inconsistent labeling as it pertains to optional form fields
Recommendation: Update to read “Create an Account” or the like
Severity: Low

Payment Method

You will have the opportunity to review your order on the next page before being charged.

Credit Card

Mastercard **1**

Month Year

Security Code **i**

Feedback PayPal

Special Codes **2**

Enter Code **i**

Enter your code and complete the page.
We'll ask for additional payment if necessary. **3**

Billing Address

Same as recipient

First Name Last Name

Address Line 1

Address Line 2 (optional)

City

State Zip Code **? HELP**

United States of America

Phone Number

Email Address **i**

New Account Setup (optional) **4**

5 Store names and addresses for easier and faster shopping later. Just enter your password below and we'll send you an email to activate your secure account after you complete this order.

Enter Password **i**






Confirm Password **6** **i**


CHECKOUT - PAYMENT INFO (4 of 6)

- Issue:** Excessive copy; benefits to user too few & buried in the likely unread paragraph of copy
Recommendation: Use bullet points to offer benefits of creating an account
Severity: Low
- Issue:** No indication provided to user if these fields are required, why, or the benefits to them
Recommendation: Provide details why fields are presented to user
Severity: Med

Payment Method

You will have the opportunity to review your order on the next page before being charged.

Credit Card     

1 

Month Year

Security Code i

 PayPal 

Special Codes 2

i

Enter your code and complete the page.
We'll ask for additional payment if necessary. 3

Billing Address

Same as recipient

First Name Last Name

Address Line 1

Address Line 2 (optional)

City

State Zip Code ?

United States of America HELP

Phone Number

Email Address i

New Account Setup (optional) 4

- 5 Store names and addresses for easier and faster shopping later. Just enter your password below and we'll send you an email to activate your secure account after you complete this order.

Enter Password i

Confirm Password 6 i

CHECKOUT - PAYMENT INFO (5 of 6)

- Issue:** Icon may not be enough to alert user to tool tip content; tool tip information is unclear & is not sticky if user has scrolled; labels are easily missed


Recommendation: Consider providing a text versus icon link; revisit tool tip content for clarity


Severity: Low

Enter your payment info


Payment Method

You will have the opportunity to review your order before being charged.


Credit Card 

PayPal 

Special Codes

Enter Code 

Enter your code and complete the page.
We'll ask for additional payment if necessary.

Feedback 

Visa/Mastercard/Discover

1234567891234567 891


American Express

7997

3759 876543 21001

C F FROST

85

Security Code 

CONTINUE

Billing Address

Same as recipient

First Name

Last Name

Address Line 1

Address Line 2 (optional)

City

State

Zip Code

United States of America

Phone Number

Email Address



HELP

New Account Setup (optional)

Store names and addresses for easier and faster shopping later. Just enter your password below and we'll send you an email to activate your secure account after you complete this order.

CHECKOUT – PAYMENT INFO (6 of 6)

- Issue:** User presented with error pattern (which is non ADA compliant) without any message or alert to what is wrong or what to do resulting in user frustration & confusion

Recommendation: Update error pattern that is both useful, clear, & meets basic ADA compliance

Severity: Critical

Enter your payment information

CONTINUE

Payment Method


You will have the opportunity to review your order on the next page before being charged.

Credit Card     

Credit Card Number 

Month 

Year 

Security Code 

Feedback


PayPal 

Special Codes

Enter Code  

Enter your code and complete the page.
We'll ask for additional payment if necessary.

Billing Address

Same as recipient 

First Name 

Last Name


Address Line 1

Address Line 2 (optional)

City  **HELP**

State 

Zip Code 

United States of America 

Phone Number

Email Address 

New Account Setup (optional)

Store names and addresses for easier and faster shopping later. Just enter your password below and we'll send you an email to activate your secure account after you complete this order.

Enter Password 


CHECKOUT - REVIEW (1 of 7)

- Issue:** User focus is on checkout (revisit how many steps they had prior to reaching this point) & then that focus is removed with a non requested popup; likely point of frustration
Recommendation: Do not interrupt user focus
Severity: Critical
- Issue:** User presented with yet another popup & product image pattern, causing cognitive load
Recommendation: Remove; provide consistent patterns
Severity: High
- Issue:** Multiple CTAs on page; different button pattern; no indication to user what occurs after selecting button
Recommendation: Create consistent patterns; ensure user always knows what will happen when selecting an option; decide what user focus should be
Severity: Critical
- Issue:** User has no ability to review order details in this modal; no indication what will occur after selecting link
Recommendation: www
Severity: Critical
- Issue:** Page presentation layer differs greatly from PF experience, likely giving rise to user concern they are no longer on PF site (not one PF term or logo shown); third party application details adds to confusion
Recommendation: Ensure page is PF branded; provide more weight to what user needs
Severity: Critical

Before you leave, check out the


New PetalPop™ Mini Bouquet Cards

ONLY \$19⁹⁹ WITH FREE STANDARD DELIVERY




Yay It's Your Birthday

ORDER NOW



You're a Gem

ORDER NOW



Thinking of You

ORDER NOW

[Confirm order with item\(s\) in cart](#)

Powered by [Bounce Exchange®](#) [Edit](#) Payment Information: [Edit](#) Care & Handling \$2.99

CHECKOUT - REVIEW (2 of 7)

- Issue:** Different header label pattern presented to user; does not match with progress indicator term; excessive copy creates additional noise on an already filled to the brim page
Recommendation: Update to read "Review & Confirm Order"; remove other copy & arrow
Severity: Med
- Issue:** Non standard user experience of multiple CTAs, both with excessive copy & improperly aligned causes users undue cognitive load
Recommendation: Use one button only; update to read "Place Order" or another industry standard term
Severity: Critical
- Issue:** Strange location of data & font treatment of such, will potentially confuse user & force them to search page for the related details; no header label; appears lost on page due to poor proximity with related details
Recommendation: Ensure that all data is both structured well & in proximity to where users expect it
Severity: High
- Issue:** Users are not happy to receive email offers unless they explicitly requested them; location is strange as it small size of copy (do not use dark UX patterns)
Recommendation: Default to opted out option but with short bullets of benefits
Severity: High
- Issue:** Excessive details shown in a difficult to scan view; non optimal edit option proximity; user is forced to review several modules on the page which differ in structure
Recommendation: Determine (through user testing) what data points are most important to display by default
Severity: High

The screenshot shows the ProFlowers checkout review page. At the top, the ProFlowers logo and phone number (888.776.9964) are on the left. A progress bar with seven steps (GIFT OPTIONS, GIFT MESSAGE, SIGN IN, DELIVERY, PAYMENT INFO, REVIEW, SECURE CHECKOUT) is in the center, with the REVIEW step highlighted. A lock icon and 'SECURE CHECKOUT' text are on the right. Below the progress bar, a blue banner says 'You're Almost Done! Click "Confirm Order Now"'. The main content area has a light blue background. It features a delivery summary: 'For Delivery To: John Smith' and 'Delivery Date: 1/06/2018'. There are two blue buttons: 'CONFIRM ORDER NOW' and 'CONFIRM ORDER & CONTINUE SHOPPING'. Below these is a checkbox for email offers: 'Yes, please send me emails about special offers and promotions from our brands. You can opt out at any time. See our Privacy Policy.' The page is divided into sections: 'Delivery Information' and 'Billing Information' (both with 'Edit' links), 'Card Message' (with 'Edit' link), 'Special Codes' (with a '+' icon and 'Click here to enter your code(s)'), and 'Payment Information' (with 'Edit' link). On the right, there is a product preview of 'Candy Cane Lilies' in a 'Glass Ginger Vase', a 'HELP' button, and an 'Order Total' section listing items and prices: Candy Cane Lilies (\$29.99), Glass Ginger Vase (\$9.99), Standard Delivery (\$14.99), Saturday Delivery (\$9.99), and a partial 'Gift & Headline' (\$9.99).

Annotations:

- 1: Arrow pointing to the 'CONFIRM ORDER NOW' button.
- 2: Lock icon next to the 'CONFIRM ORDER NOW' button.
- 3: Delivery date '1/06/2018'.
- 4: Email offer checkbox text.
- 5: 'Edit' link next to the recipient name.
- 6: 'CONFIRM ORDER & CONTINUE SHOPPING' button.
- 7: '+' icon next to 'Special Codes'.

CHECKOUT - REVIEW (3 of 7)

6. **Issue:** Confusing total with multiple shipping charges causes users to question the validity of their selections and/or errors made my PF during the checkout process

Recommendation: Provide clarity to charges in order total

Severity: Critical

ProFlowers
888.776.9964

GIFT OPTIONS GIFT MESSAGE SIGN IN DELIVERY PAYMENT INFO REVIEW

SECURE CHECKOUT

You're Almost Done! Click "Confirm Order Now" →

For Delivery To: John Smith
Delivery Date: 1/06/2018

CONFIRM ORDER NOW

CONFIRM ORDER & CONTINUE SHOPPING

By placing your order, you agree to our [Privacy Policy](#) and [Terms Of Use](#).

Yes, please send me emails about special offers and promotions from our [brands](#).
You can opt out at any time. See our [Privacy Policy](#).

Feedback

Delivery Information: Billing Information:

Recipient: John Smith
800 W Randolph St
Chicago, IL 60607
312-929-4580

Billing Address: John Smith
800 W Randolph St
Chicago, IL, 60607
312-929-4580
emagarotto@ftdi.com

Card Message: No card message included
Gift will be sent anonymously

Special Codes: [+]
Click here to enter your code(s)

Delivery Information: Payment Information:

Candy Cane Lilies
Gift options: Glass Ginger Vase

Order Total

Candy Cane Lilies	\$29.99
Glass Ginger Vase	\$9.99
Standard Delivery	\$14.99
Delivery Rebate Click Here	
Saturday Delivery	\$9.99
Gift & Handling	\$0.00

CHECKOUT - REVIEW (4 of 7)

- Issue:** Redundant (though presentation differs) details that were provided at top of page causes confusion & cognitive load as user tries to decipher differences and/or importance

Recommendation: Combine all like details in one location


Severity: High


Delivery Information: [Edit](#)
Sat, Jan 6th 1

Delivery Type:
Standard Delivery


Payment Information: [Edit](#)
VISA ending in 1111

Click Here	
Saturday Delivery	\$9.99
Care & Handling	\$2.99
Taxes	\$5.27
Order Total	\$73.22

 [CONFIRM ORDER NOW](#)

 [CONFIRM ORDER & CONTINUE SHOPPING](#)

By placing your order, you agree to our [Privacy Policy](#) and [Terms Of Use](#).

Your order is safe and secure.
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[Privacy Policy](#) [Terms Of Use](#)

888.776.9964

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Feedback
▲

?

HELP

CHECKOUT - REVIEW (5 of 7)

- Issue:** User expects to see a PF centric rebate & instead is shown a non PF popup; likely point of frustration; different popup pattern used
Recommendation: Incorporate into PF experience & leverage PF branding; create a consistent popup/modal pattern
Severity: Critical
- Issue:** Details provided here could have been surfaced on page, potentially causing user frustration that they were tricked into selecting the link in the first place
Recommendation: Surface more details earlier & in a PF branded manner. This is your brand & your users, not freeshipping.com
Severity: Critical
- Issue:** User is presented with a button to get special offer after they were already presented with a promise of a rebate (this is a dark UX pattern); term used does not provide user details as to what offer is or what will happen if they select link; not ADA compliant
Recommendation: Remove or use PF branding & improved copy; don't force user to keep selecting links for what was promised
Severity: Critical

By placing your order, you agree to our [Privacy Policy](#) and [Terms Of Use](#).

Yes, please send me emails about special offers and promotions from our [brands](#). You can opt out at any time. See our [Privacy Policy](#).

Delivery Information:

Recipient: [Edit](#)
John Smith
800 W Randolph St
Chicago, IL 60607
312-345-2324

Feedback

Card Message: [Edit](#)
Card message included will be sent anonymously

Delivery Information: [Edit](#)
Mon, Dec 18th

Delivery Type: [Edit](#)
Standard Delivery

By placing your order, you agree to our [Privacy Policy](#) and [Terms Of Use](#).

Candy Cane Lilies
Gift options: [Edit](#)
Glass Ginger Vase [Remove](#)

Order Total

Candy Cane Lilies	\$29.99	?
Glass Ginger Vase	\$9.99	HELP
Standard Delivery	\$14.99	
Delivery Rebate Click Here		
Monday Delivery	\$9.99	
Care & Handling	\$2.99	
Taxes	\$5.27	
Order Total	\$73.22	

[Get Special Offer Now](#)

[CONFIRM ORDER & CONTINUE SHOPPING](#)

CHECKOUT - REVIEW (6 of 7)

1. **Issue:** User completely brought out of their primary focus & the PF experience resulting in the checkout task receding in importance

Recommendation: Do not remove user from PF experience; incorporate up/cross sells into the flow

Severity: Critical

1

EXCLUSIVE OFFER **ProFlowers™**

Get a Delivery Rebate on THIS order.

PLUS Free Shipping Rebates at over 1,000 merchants and MUCH more!

[*Click for Details](#) **START HERE**



Welcome to FreeShipping.com!

The FreeShipping.com membership is the perfect online shopping companion. Savings, protection, and convenience at all of the stores you know and trust. Shop through our exclusive directory of over 1,000 of the best merchants on the web, and you can get cash-back on your shipping charges. Now there's never a reason to pay full price for shipping!

Check out all of the other member benefits below and start saving today!

MEMBERS-ONLY BENEFITS

 **10% CASH BACK**
Earn 10% cash back at over 1,000 online retailers when you shop through our website links.

 **SHIPPING REBATES**
If you pay to ship a purchase at any of our participating retailers, we'll pay you back.

Start Here

ONE-TIME OFFER!

First Name

Last Name

Email Address

Continue



Will be used in accordance with our [Privacy Policy](#)

Featured Merchants

CHECKOUT - REVIEW (7 of 7)

- Issue:** User focus is on checkout (revisit how many steps they had prior to reaching this point) & then that focus is removed with a non requested popup; likely point of frustration; another popup pattern of many is presented to user, expressing to them the lack of consistency with the PF brand & causing cognitive load
Recommendation: Do not interrupt user focus
Severity: Critical
- Issue:** User focus in on checkout & they are presented with an unrequested quote about customer satisfaction (it is almost comical if not for the loss of conversion); user may have been reviewing order details, but they are now removed from that focus or the ability to review
Recommendation: Do not interrupt user focus
Severity: Critical
- Issue:** User is presented with a CTA that differs from the review page & with no indication as to what will occur if they select the button
Recommendation: Do not interrupt user focus
Severity: Critical

ProFlowers™
888.775.8888

You're A
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Feedback
Yes, pl
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Deliver

Recipie
John Sn
800 W F
Chicage
312-929

Card M
No card
Gift will

Powered by Bounce Exchange®

Edit Payment Information: Edit

Saturday Delivery \$9.99

ProFlowers
888.775.8888

CHECKOUT

HELP

Edit

\$29.99
\$9.99
\$14.99

1

2

3

PROFLOWERS RANKED
"HIGHEST CUSTOMER SATISFACTION
WITH ONLINE FLOWER RETAILERS,
THREE YEARS IN A ROW"
— J.D. POWER, 2015, 2016, AND 2017

COMPLETE MY PURCHASE

ProFlowers received the highest numerical score in the J.D. Power 2015 – 2017 Online Flower Retailer Satisfaction Report, tied in 2017. 2017 report based on 2,103 total responses from 4 companies measuring experiences and perceptions of customers, surveyed February 2017. Your experiences may vary. Visit jdpower.com

CHECKOUT - CONFIRMATION (2 of 5)

1. **Issue:** Location is strange as it small size of copy (do not use dark UX patterns)

Recommendation: Provide an opt in/out option directly on page; also provide an account creation option on this page for those who did not select that option in checkout

Severity: Med

2. **Issue:** Message is vague & presented in a non ADA compliant method

Recommendation: Provide order details top, front, & center to users with an option to print

Severity: Critical

3. **Issue:** Excessively large image which provides no user value; no indication that it is a link nor is it ADA compliant

Recommendation: Remove

Severity: High

The screenshot shows the ProFlowers checkout confirmation page. At the top, there is a green header with the ProFlowers logo, navigation links for Account, Blog, and Cart, and a search bar. Below the header is a green navigation bar with categories like Holiday, Birthday, Sympathy, Occasion, Flowers, Plants, Gourmet, Specials, International, and Same Day. A grey banner below the navigation bar contains a message about email offers, with a red circle '1' highlighting the text. The main content area features a large white box with the text 'YOU'RE ALL SET.' and a red circle '2' highlighting the text. Below this is a large image of a woman holding a ProFlowers gift box, with a red circle '3' highlighting the image. A blue button labeled 'CONTINUE SHOPPING' is located at the bottom right of the image. A vertical 'HELP' button is visible on the right side of the page.

ProFlowers®
Flowers • Plants • Gifts
Need Help? 888.779.4794

Account Blog Cart 0

Search Keyword / Item #

Holiday ▾ Birthday ▾ Sympathy ▾ Occasion ▾ Flowers ▾ Plants ▾ Gourmet ▾ Specials ▾ International ▾ Same Day ▾

You may receive email offers from [our brands](#). You can manage email preferences any time [here](#). See our [privacy policy](#).

1

2 YOU'RE ALL SET.

3

CONTINUE SHOPPING

HELP

YOUR ORDER IS ON IT'S WAY

CHECKOUT - CONFIRMATION (3 of 5)

- Issue:** User may not see this information; details should be at top of page; too many font treatments presented
Recommendation: Move to top of page; consider providing a slim header for printing & scanning benefits
Severity: Critical
- Issue:** Largest item on page is not likely what user wants to confirm
Recommendation: Understand what data points the user expects to be most prominent on this page. I suggest delivery person/address, delivery date, & billing
Severity: Med
- Issue:** Horizontal structure is difficult for users to quickly scan; too many details are hidden by default, forcing users to select multiple links to access information
Recommendation: Determine (based on user testing) what information should be surfaced by default, what may be hidden, & what is unnecessary
Severity: Critical
- Issue:** Add icon used may be confusing to user; upon selection of link, there is no way to return to the default view; presentation of Order Details view is confusing
Recommendation: Present details by default, so user does not miss them or is forced to select a link
Severity: High

YOUR ORDER IS ON ITS WAY. John, An email confirmation has been sent to emagarotto@ftdi.com

Order Confirmation Number: 110120267940	Delivering To: John Smith 800 W Randolph St View more...	Delivery Date: Sat, Jan 6th	Order Total <small>VISA</small> ending in 1111	\$73.22
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[+ View Order Details](#)

Never forget a special occasion for John

Sign up for at least **2 REMINDERS** and we will send you a gift code to **SAVE \$5** on your next order with us. [View details](#)

Occasion	Month January	Day 6	Name John Smith	Relationship	Notes
Occasion	Month	Day	Name	Relationship	Notes

[+ Add more names](#)

ADD REMINDERS

MORE WAYS TO MAKE THEIR DAY.



CHECKOUT - CONFIRMATION (4 of 5)

- Issue:** New label font treatment adds cognitive load to user; excessive copy used
Recommendation: Create consistent patterns for users; reduce copy to be more brief, use bullet point(s) for benefits
Severity: Low
- Issue:** An excessive amount of form fields for user to interact with; placeholder text may cause form blindness; different (albeit, better) label form pattern used creates cognitive load to user
Recommendation: Remove unnecessary fields; streamline the process so it is quick & easy for the user
Severity: Med
- Issue:** Label used differs from reminder header causing confusion & cognitive load for user
Recommendation: Update to read "Add another reminder"
Severity: Low
- Issue:** Term on button is incorrectly listed as plural
Recommendation: Correct to "Reminder"
Severity: Low

YOUR ORDER IS ON ITS WAY. John, An email confirmation has been sent to emagarotto@ftdi.com

Order Confirmation Number: 110120267940	Delivering To: John Smith 800 W Randolph St View more...	Delivery Date: Sat, Jan 6th	Order Total <small>VISA</small> ending in 1111 \$73.22
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[+ View Order Details](#)

Never forget a special occasion for John

Sign up for at least **2 REMINDERS** and we will send you a gift code to **SAVE \$5** on your next order with us. [View details](#)

Occasion	Month January	Day 6	Name John Smith	Relationship	Notes
Occasion	Month	Day	Name	Relationship	Notes

[+ Add more names](#)

ADD REMINDERS

MORE WAYS TO MAKE THEIR DAY.



CHECKOUT - CONFIRMATION (5 of 5)

- Issue:** All CAPS are difficult to read; inconsistent pattern used creates cognitive load for user as they are forced to learn new presentations
Recommendation: Create a consistent pattern, so user feel smart & not confused
Severity: Low
- Issue:** Inconsistent patterns; no indication to user what they may select; poor proximity of price to product; too many font treatments used, make site appear sloppy
Recommendation: Create consistent patterns, less is more, with regard to font styles & treatments
Severity: Med
- Issue:** Non optimal proximity of message on page (or in checkout flow) means user may not even see this. Do not use dark UX patterns, ensure company is forthright with user; too many font treatments used
Recommendation: This should exist earlier in the funnel as a benefit of ordering from PF (what to competitors offer?); ensure this is surfaced higher on the confirmation page, too
Severity: High
- Issue:** Excessive white space makes site appear broken or poorly built eroding user trust & perceived value of PF brand
Recommendation: Correct code issues
Severity: High

MORE WAYS TO MAKE THEIR DAY. 1



Candy Cane Lilies

\$29.99



Let it Snow

\$29.99



Holiday Lilies

\$29.99

FRESHNESS GUARANTEE 3

Our flowers will last at least 7 days. And that's a promise. If you have any questions or comments regarding our freshness guarantee, please contact us at **888.779.4794**

4

[Our Company](#)

[Account Info](#)

[Help](#)

[Sign Up](#)



HELP

GENERAL CART & CHECKOUT 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. Copy is often too wordy
4. Poor form design (labeling, structure, & width)
5. Poor form validation (handling & language)
6. Excessive checkout steps
7. No member sign in option throughout process
8. No order summary throughout process
9. Page elements suffer from poor proximity & excessive white space
10. Significant ADA Web Accessibility concerns
11. Too many popups & varied treatments of them
 1. Displacement is an issue with those over 50
 2. Always ask, "Do our customers really need this interruption?"