

# Cartimize

An ecommerce conversion optimization company with a specific focus on User Experience – uncovering what designs cause usability issues, how to create “State of the Art” e-commerce experiences, and how your UX performance stacks up against leading e-commerce sites.

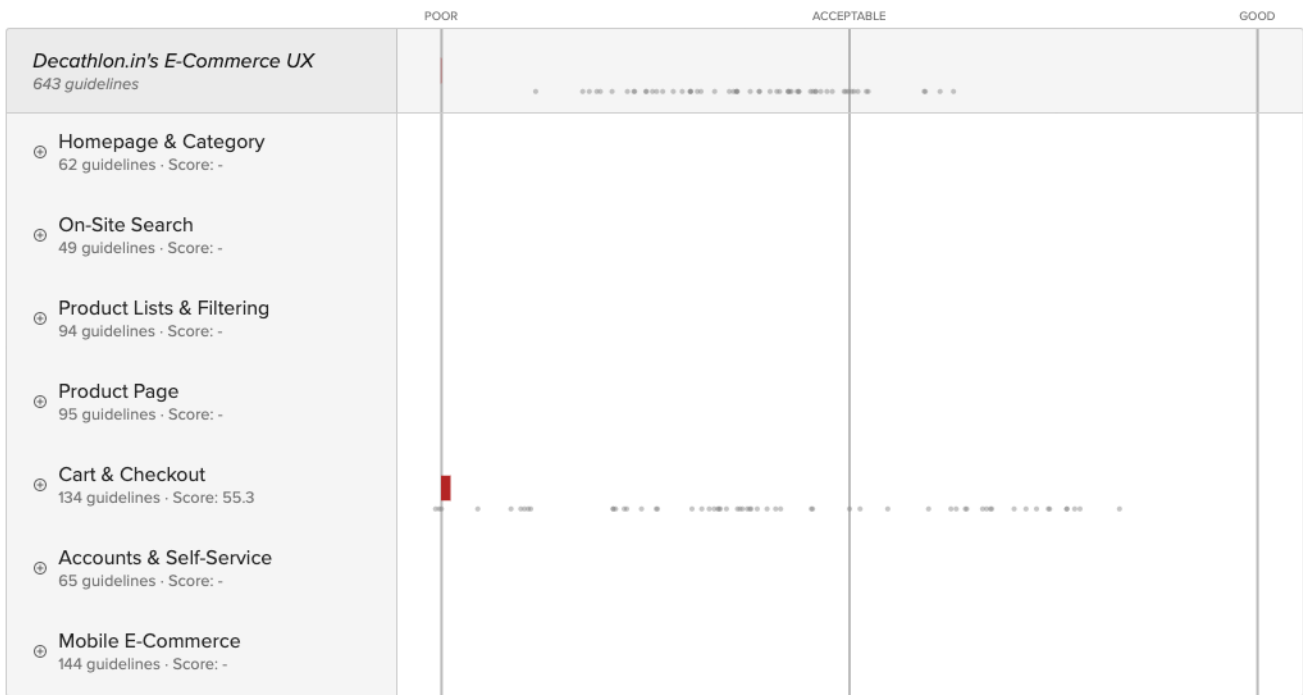
<https://cartimize.com>



## Decathlon.in's E-Commerce UX Audit Report Focus Area: Cart & Checkout

Prepared by Amrit Anandh  
Founder, Cartimize.  
[amritanandh@cartimize.com](mailto:amritanandh@cartimize.com)  
+91 9789 069 202

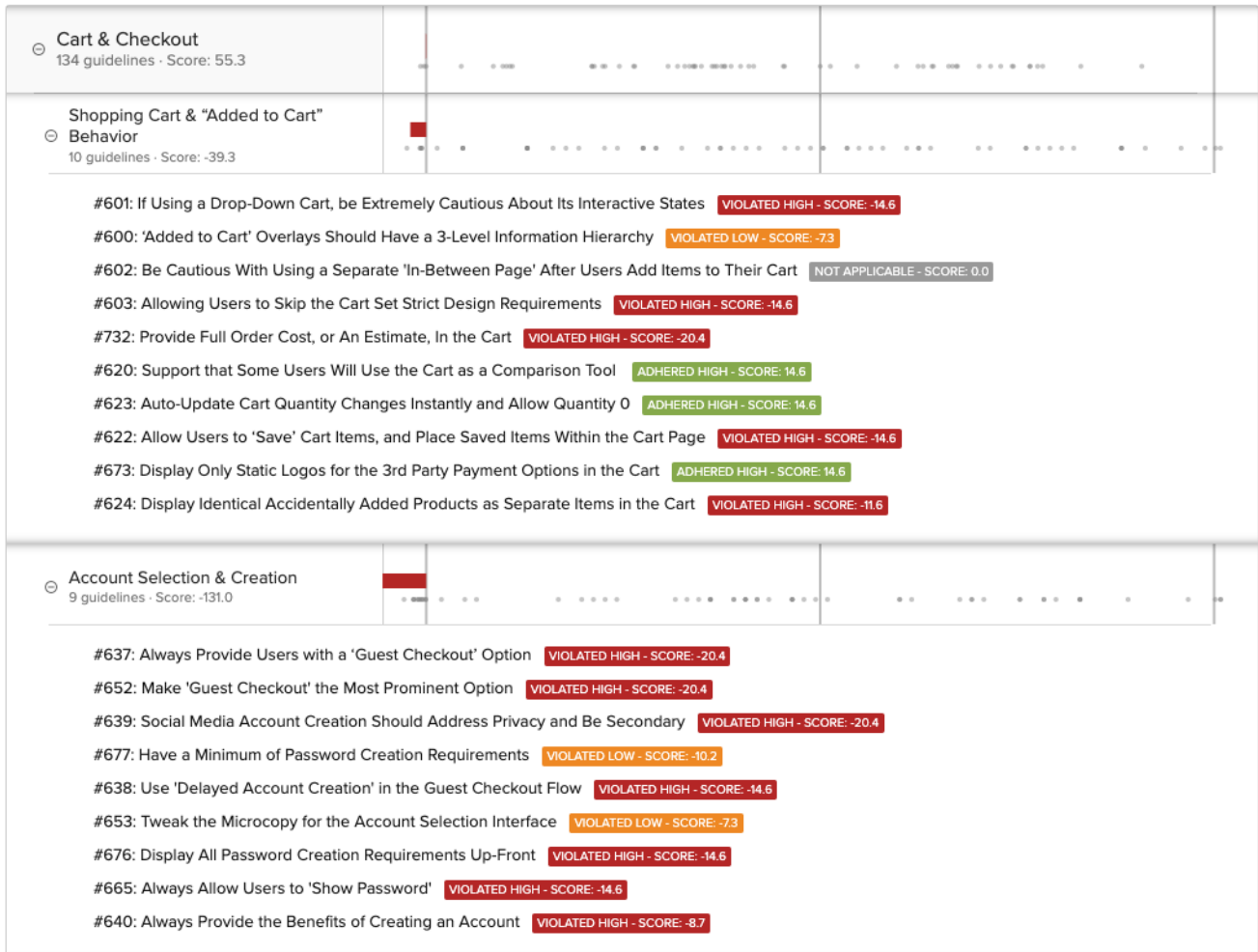
# Decathlon.in: E-Commerce UX



## Decathlon.in's Cart & Checkout UX

Cart & Checkout Usability Score: **55.3 / ~900**

The Cart & Checkout theme, and the 134 guidelines within, examines all the steps, flows, descriptions, and things that can go wrong in the last stage of the user's purchasing cycle "from cart to completed order" and cover how to design a checkout that causes as few needless abandonments as at all possible.





Customer & Address Information  
12 guidelines - Score: 23.3

- #731: Explain Why Seemingly Unnecessary Personal Data is Required **VIOLATED LOW - SCORE: -10.2**
- #566: Use 'Shipping Address' as 'Billing Address' by Default **ADHERED HIGH - SCORE: 23.3**
- #567: Explain the Purpose of the Billing Address **ADHERED HIGH - SCORE: 20.4**
- #565: For International Orders Update the Address Fields to Match Country-Specific Conditions **NOT APPLICABLE - SCORE: 0.0**
- #736: Be Extremely Cautious About Semi-Automatic Address Lookup Features **VIOLATED LOW - SCORE: -10.2**
- #561: Auto-Detect City and State Immediately After ZIP-Code is Provided **VIOLATED HIGH - SCORE: -14.6**
- #558: Have a Single Phone Field and Avoid Asking for Phone Type **ADHERED HIGH - SCORE: 14.6**
- #557: Use a Single 'Full Name' Field **VIOLATED HIGH - SCORE: -14.6**
- #560: Use an Auto-Complete Country Selector **NOT APPLICABLE - SCORE: 0.0**
- #573: Use IP Geo-Targeting to Pre-Select the User's Country **ADHERED LOW - SCORE: 5.8**
- #562: Consider Hiding 'Address Line 2' Behind a Link **NOT APPLICABLE - SCORE: 0.0**
- #564: Avoid or Clarify 'Business Address' Selections **ADHERED HIGH - SCORE: 8.7**

Gift Flow & Features  
5 guidelines - Score: 0.0

- #647: Customize the Shipping Address Step for Gift Marked Orders **NOT APPLICABLE - SCORE: 0.0**
- #650: Always Allow Users to Include a Custom Gift Message **NOT APPLICABLE - SCORE: 0.0**
- #646: Explain All Gifting Features in Detail **NOT APPLICABLE - SCORE: 0.0**
- #649: Re-label and Explain Any Phone Field When Gifting **NOT APPLICABLE - SCORE: 0.0**
- #645: Allow Users to Designate Gifting in the Cart Step **NOT APPLICABLE - SCORE: 0.0**

Shipping & Store Pickup  
11 guidelines - Score: 49.5

- #544: Always Provide Costs Up-Front for Every Single Shipping Option **ADHERED HIGH - SCORE: 20.4**
- #547: How to Design the Shipping Selector Interface **VIOLATED LOW - SCORE: -8.7**
- #550: Have the Cheapest Shipping Option Selected by Default **ADHERED HIGH - SCORE: 14.6**
- #543: Use 'Delivery Date' Instead of 'Delivery Speed' **VIOLATED HIGH - SCORE: -14.6**
- #548: Show Cut-Off Time as a Countdown **NOT APPLICABLE - SCORE: 0.0**
- #549: How to Display 'Free Shipping' Tiers **VIOLATED HIGH - SCORE: -5.8**
- #632: Present 'Store Pickup' Within the Shipping Selector Interface Itself **ADHERED HIGH - SCORE: 14.6**
- #633: 'Store Pickup' Need to Be Compared Against the Time and Cost For Shipping **ADHERED LOW - SCORE: 7.3**
- #631: 'Store Pickup', 'Store Availability', Or 'Ship to Store' May Be Unfamiliar Concepts **ADHERED HIGH - SCORE: 14.6**
- #634: The Pickup 'Store Selector' Should Include Both Distance, Item-Availability and Store Info **ADHERED LOW - SCORE: 7.3**
- #635: Customize the Checkout Flow for 'Store Pickup' **NOT APPLICABLE - SCORE: 0.0**

Payment Flow & Methods (Incl. 3rd-Party)  
8 guidelines - Score: -11.6

- #590: Use a Tabbed Payment Method Interface with a Default Selection **VIOLATED HIGH - SCORE: -14.6**
- #671: Have One or More 3rd-Party Payment Options as a Secondary Choice **ADHERED HIGH - SCORE: 17.5**
- #617: Avoid Multi-Step Gift Card Redemption Flows **NOT APPLICABLE - SCORE: 0.0**
- #615: Hide Coupon & Promotional Fields Behind a Link **VIOLATED LOW - SCORE: -7.3**
- #616: Accept All Input Formatting When Redeeming Gift Certificates **VIOLATED LOW - SCORE: -7.3**
- #672: Explain the 3rd Party Payment Flow and Customize Button Copy **NOT APPLICABLE - SCORE: 0.0**
- #586: Clarify If the Primary Buttons Finalize the Order or Not **NOT APPLICABLE - SCORE: 0.0**
- #589: Make International Users' Local Currency the Default Selection **NOT APPLICABLE - SCORE: 0.0**

☰ Credit Card Form  
10 guidelines · Score: 72.8

- #582: The Credit Card Number Field Must Luhn Validate **ADHERED HIGH - SCORE: 20.4**
- #594: The Credit Card Field Must Allow and Auto-Format Spaces **ADHERED HIGH - SCORE: 20.4**
- #587: Visually Emphasize the Security of the Credit Card Fields **ADHERED HIGH - SCORE: 20.4**
- #583: Save Guest Users' Credit Card Information for the Entire Checkout Session **VIOLATED HIGH - SCORE: -14.6**
- #588: Clarify that the Cardholder Name is to be Typed Exactly as It's Printed **VIOLATED LOW - SCORE: -7.3**
- #577: Use a Two-Digit Month and Year Format for the Expiration Date Drop-Downs **ADHERED HIGH - SCORE: 14.6**
- #584: The Security Code Field Needs a Dynamic Thumbnail Hint or a Tooltip **VIOLATED LOW - SCORE: -7.3**
- #591: Auto-Detect the Credit Card Type Based on the Card Number **ADHERED HIGH - SCORE: 11.6**
- #585: Make Credit Card Icons Secondary in the Payment Interface **ADHERED HIGH - SCORE: 8.7**
- #664: Payment Field Sequence Should Match the Physical Card Layout **ADHERED HIGH - SCORE: 5.8**

☰ Order Review  
5 guidelines · Score: 0.0

- #552: Allow Users to Edit Data Directly at the Review Step **NOT APPLICABLE - SCORE: 0.0**
- #556: Have a 'Place Order' Button Above the Fold at the Review Step **NOT APPLICABLE - SCORE: 0.0**
- #545: How To Optimize the Review Step for Skimming **NOT APPLICABLE - SCORE: 0.0**
- #551: Present All Prior Typed Data and Auto-Selections at the Review Step **NOT APPLICABLE - SCORE: 0.0**
- #553: Have Edit Links in Close Proximity to Each Semantic Group **NOT APPLICABLE - SCORE: 0.0**

☰ Order Confirmation & E-Mail  
4 guidelines · Score: 0.0

- #599: The Confirmation Step Must Provide Exact Details on the Confirmation Email **NOT APPLICABLE - SCORE: 0.0**
- #596: Display the Full Order Details on the Confirmation Step **NOT APPLICABLE - SCORE: 0.0**
- #598: Have Auxiliary Actions Available on the Confirmation Step **NOT APPLICABLE - SCORE: 0.0**
- #597: Include the Full Order Details in the Confirmation Email **NOT APPLICABLE - SCORE: 0.0**

☰ Form & Page Design  
10 guidelines · Score: 2.9

- #606: Use a 'Enclosed Checkout' Design **ADHERED HIGH - SCORE: 14.6**
- #730: The Primary Button Should be Uniquely Styled and Consistently Placed **VIOLATED LOW - SCORE: -10.2**
- #668: Minimize the Number of Form Fields Users See by Default **VIOLATED HIGH - SCORE: -14.6**
- #733: Avoid Multi-Column Form Layouts **VIOLATED LOW - SCORE: -7.3**
- #679: Be Extremely Cautious When Using CAPTCHAs, and Never Validate Casing **NOT APPLICABLE - SCORE: 0.0**
- #611: Each Step in the Checkout Process Should Have a Corresponding Process Step **NOT APPLICABLE - SCORE: 0.0**
- #687: Consider Providing an Order Summary on Most Checkout Steps **ADHERED HIGH - SCORE: 11.6**
- #613: Show Process Steps and Always As Links **VIOLATED HIGH - SCORE: -8.7**
- #607: Visually Emphasize the Cart Link in the Site-Wide Header **ADHERED HIGH - SCORE: 8.7**
- #608: Don't Have Combined Cart and Checkout Links in the Main Header **ADHERED HIGH - SCORE: 8.7**

☰ Form & Page Design  
10 guidelines · Score: 2.9

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☐ User Interactions & Distractions  
10 guidelines · Score: 42.2

- #696: Be Extremely Cautious About New and Unconventional Features **NOT APPLICABLE - SCORE: 0.0**
- #707: Use a Load Indicator and Update It After 20+ Seconds **ADHERED HIGH - SCORE: 14.6**
- #609: Never Disturb Users With Feedback Requests During the Checkout Flow **ADHERED HIGH - SCORE: 14.6**
- #709: Limit the Use of Overlays To User-Initiated Actions **VIOLATED LOW - SCORE: -7.3**
- #726: Ensure Embedded Resources and 3rd-Party Services Can't Break the Checkout Flow **NOT APPLICABLE - SCORE: 0.0**
- #714: Confirm That Actions That Manipulate Data Have Been Registered **NEUTRAL - SCORE: 0.0**
- #727: Avoid 'Apply' Buttons Within a Form; Auto-Update and Highlight Changes **ADHERED HIGH - SCORE: 20.4**
- #713: Support the 'Back' Button for Navigating To Any Previous Checkout View **NOT APPLICABLE - SCORE: 0.0**
- #657: Consider a Custom Tabbing Flow That Skips Tooltip and Description Links **NOT APPLICABLE - SCORE: 0.0**
- #699: Allow the 'Enter' Key to Submit Forms **NOT APPLICABLE - SCORE: 0.0**

☐ Cross-Sells  
4 guidelines · Score: 0.0

- #581: Promotions and Special Offers Should Have a Straightforward Marketing Message **NOT APPLICABLE - SCORE: 0.0**
- #579: Cross-Selling Should Not Distract From the Checkout **NOT APPLICABLE - SCORE: 0.0**
- #580: If Needing to Display Special Offers, Use Passive Rather Than Active Promotions **NOT APPLICABLE - SCORE: 0.0**
- #578: Adapt Cross-Sell Suggestions Strongly to the User's Current Context **NOT APPLICABLE - SCORE: 0.0**

☐ Validation Errors & Data Persistence  
10 guidelines · Score: -34.9

- #720: Always Preserve Users' Input on Errors **NOT APPLICABLE - SCORE: 0.0**
- #723: How to Retain Data in the Sensitive Credit Card Fields **NOT APPLICABLE - SCORE: 0.0**
- #722: Use 'Adaptive Error Messages' that Match the User's Specific Sub-Issue **ADHERED LOW - SCORE: 10.2**
- #719: How to Style, Position, and Introduce Error Messages **VIOLATED LOW - SCORE: -10.2**
- #721: Check Credit Card Validity as Users Submit the Payment Step **NOT APPLICABLE - SCORE: 0.0**
- #718: Use Inline Validation, With Advanced 'Live' Logic **VIOLATED HIGH - SCORE: -17.5**
- #625: Consider Having an Address Validator **VIOLATED HIGH - SCORE: -17.5**
- #626: Allow Users to Override the Address Validator, But Clarify the Consequences **NOT APPLICABLE - SCORE: 0.0**
- #627: Highlight Difference Between What Users Have Typed and the Address Validator Suggestion **NOT APPLICABLE - SCORE: 0.0**
- #629: Auto-Correct Minor Address Errors **NOT APPLICABLE - SCORE: 0.0**

☐ Field Labels & Microcopy  
7 guidelines · Score: 34.9

- #686: Mark Both Required and Optional Fields Explicitly **VIOLATED LOW - SCORE: -11.6**
- #683: Keep Labels Visible at All Times **ADHERED HIGH - SCORE: 20.4**
- #681: Use Tooltips for Features That (Only) a Subset of Users Will Find Challenging **NEUTRAL - SCORE: 0.0**
- #685: Place Labels Above Fields to Reduce Fixations and Ensure Needed Label Length **ADHERED HIGH - SCORE: 11.6**
- #694: Avoid Jargon and Brand Names in the Checkout Microcopy **ADHERED HIGH - SCORE: 14.6**
- #690: Dynamically Merge Potentially Contradictory Microcopy **NEUTRAL - SCORE: 0.0**
- #689: Optimize Microcopy to Support Skimming **NEUTRAL - SCORE: 0.0**

☐ Field Design & Features  
8 guidelines · Score: 11.6

- #674: Choosing the Right Interface Type for Optional Inputs **ADHERED LOW - SCORE: 10.2**
- #659: Be Very Cautious With Restricting Field Input Characters and Formatting **VIOLATED LOW - SCORE: -7.3**
- #669: Be Very Cautious When Using Custom Designed Selection Uis **ADHERED HIGH - SCORE: 14.6**
- #660: The Hit Areas for Checkbox and Radio Buttons Should Include the Associated Labels **VIOLATED HIGH - SCORE: -14.6**
- #658: Consider Using Localized Input Masks for Restricted Inputs **NEUTRAL - SCORE: 0.0**
- #705: Ensure Proximity for Radio Buttons Though Collapsed Alignment or Through Encapsulation **ADHERED LOW - SCORE: 4.4**
- #670: Drop-Down Values Should Accommodate Keyboard Selection and Illustrate This Up-Front **ADHERED LOW - SCORE: 4.4**
- #663: Disable the Paste Functionality in any Second Email Verification Field or Remove the Field Entirely **NOT APPLICABLE - SCORE: 0.0**

Default Values & Autocompletion  
8 guidelines · Score: 55.3

#555: Never Make Users Perform the Same Selection or Typing Twice **ADHERED HIGH - SCORE: 20.4**

#554: Perform Inferred Selections Based on Users' Prior Indirect Actions **ADHERED HIGH - SCORE: 17.5**

#568: Pre-Fill Related Fields if Majority Will Otherwise Retype It **ADHERED HIGH - SCORE: 17.5**

#576: Personalize the User's Checkout Flow by Hiding Redundant Fields and Options **NEUTRAL - SCORE: 0.0**

#572: Present Auto-Selected and Pre-Filled Values in Open Input Fields, Not as Text **NEUTRAL - SCORE: 0.0**

#734: Make Newsletter Sign-Up Optional and Opt-In by Default **NOT APPLICABLE - SCORE: 0.0**

#618: Optimize All Checkout Steps for Browser Auto-Fill **ADHERED HIGH - SCORE: 8.7**

#571: Remove Select Features When There's Only One Option Left **VIOLATED HIGH - SCORE: -8.7**

# 'Sports, Toys & Hobbies' Industry-specific E-Commerce UX Case Studies

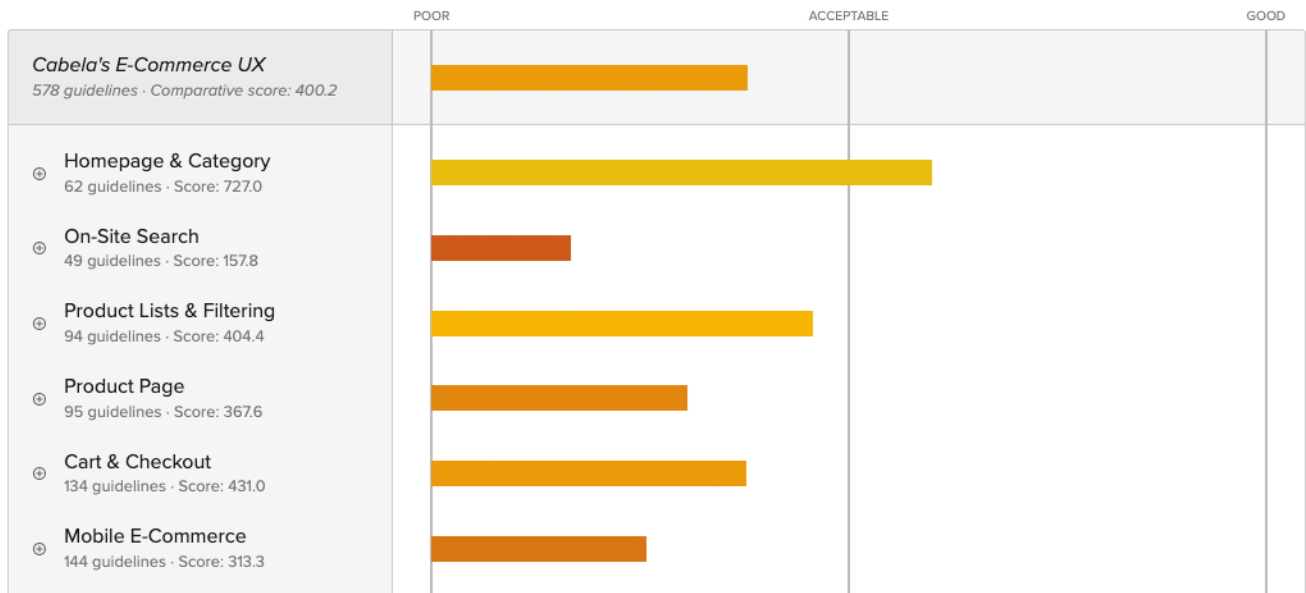
## Cabela's E-Commerce UX

This is an overview of the case study of Cabela's e-commerce user experience (UX) performance. It's based on a full-performance review of more than 550 design elements.

Usability Score: 400

URL: [cabelas.com](https://cabelas.com)

**Cabela's overall e-commerce UX performance is mediocre.** This is in large part due to poor *On-Site Search* and mediocre *Mobile E-Commerce*.



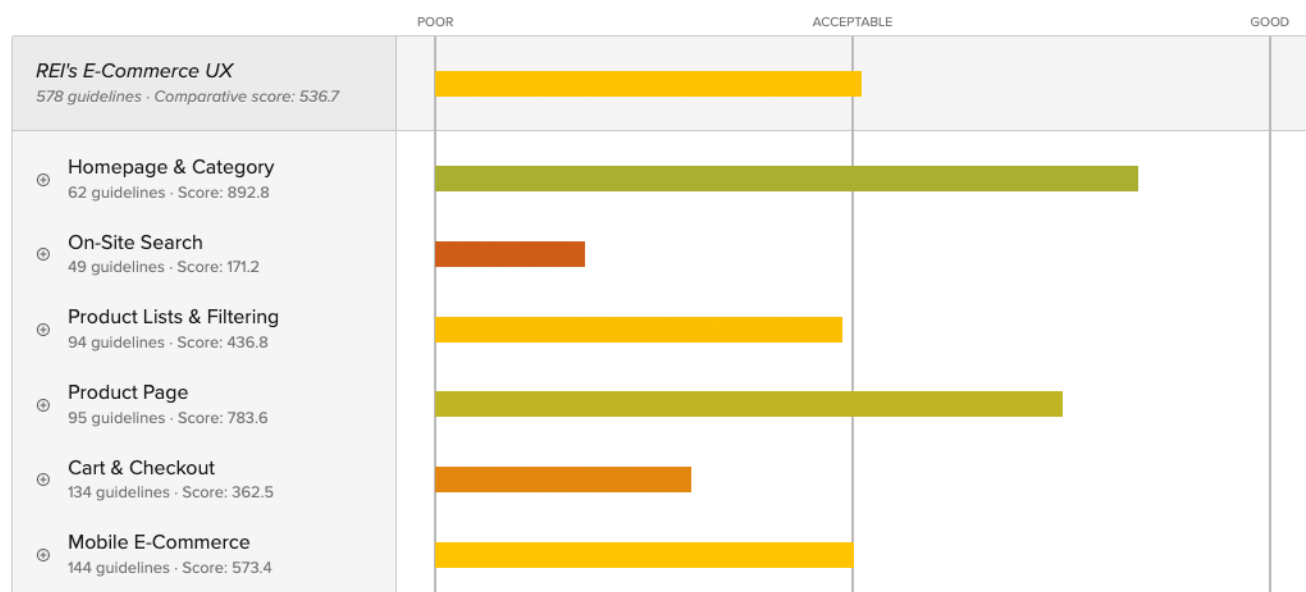
## REI's E-Commerce UX

This is an overview of the case study of REI's e-commerce user experience (UX) performance. It's based on a full-performance review of more than 550 design elements.

Usability Score: 537

URL: [REI.com](https://rei.com)

**REI's overall e-commerce UX performance is acceptable.** Particular good *Homepage & Category* and decent *Product Page*, elevates REI's UX performance, although poor *On-Site Search* do subtract somewhat from this.



# Non-Industry-specific E-Commerce UX Case Studies

## B&H Photo's E-Commerce UX

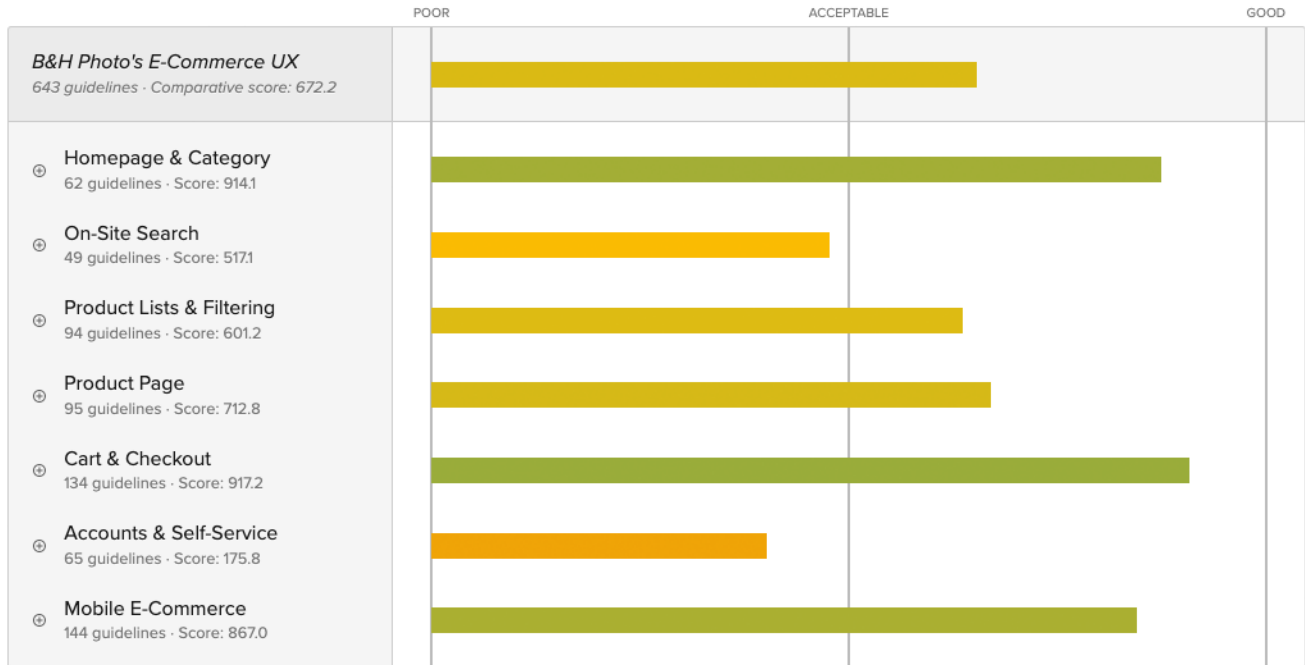
This is a case study of B&H Photo's e-commerce user experience (UX) performance. It's based on a full-performance review of more than 550 design elements.

Rank: 1 of 60

Usability Score: 672

URL: [bhphotovideo.com](http://bhphotovideo.com)

**B&H Photo's overall e-commerce UX performance is decent.** Notably, B&H Photo has good *Cart & Checkout*, *Homepage & Category*, and *Mobile E-Commerce* UX performances.



## Home Depot's E-Commerce UX

This is a case study of Home Depot's e-commerce user experience (UX) performance. It's based on a full-performance review of more than 550 design elements.

Rank: 2 of 60

Usability Score: 648

URL: [homedepot.com](http://homedepot.com)

**Home Depot's overall e-commerce UX performance is decent.** Notably, Home Depot has good *Cart & Checkout*, good *Mobile E-Commerce*, and decent *Homepage & Category* UX performances.

