

A heuristic evaluation of the

GXO and Registration

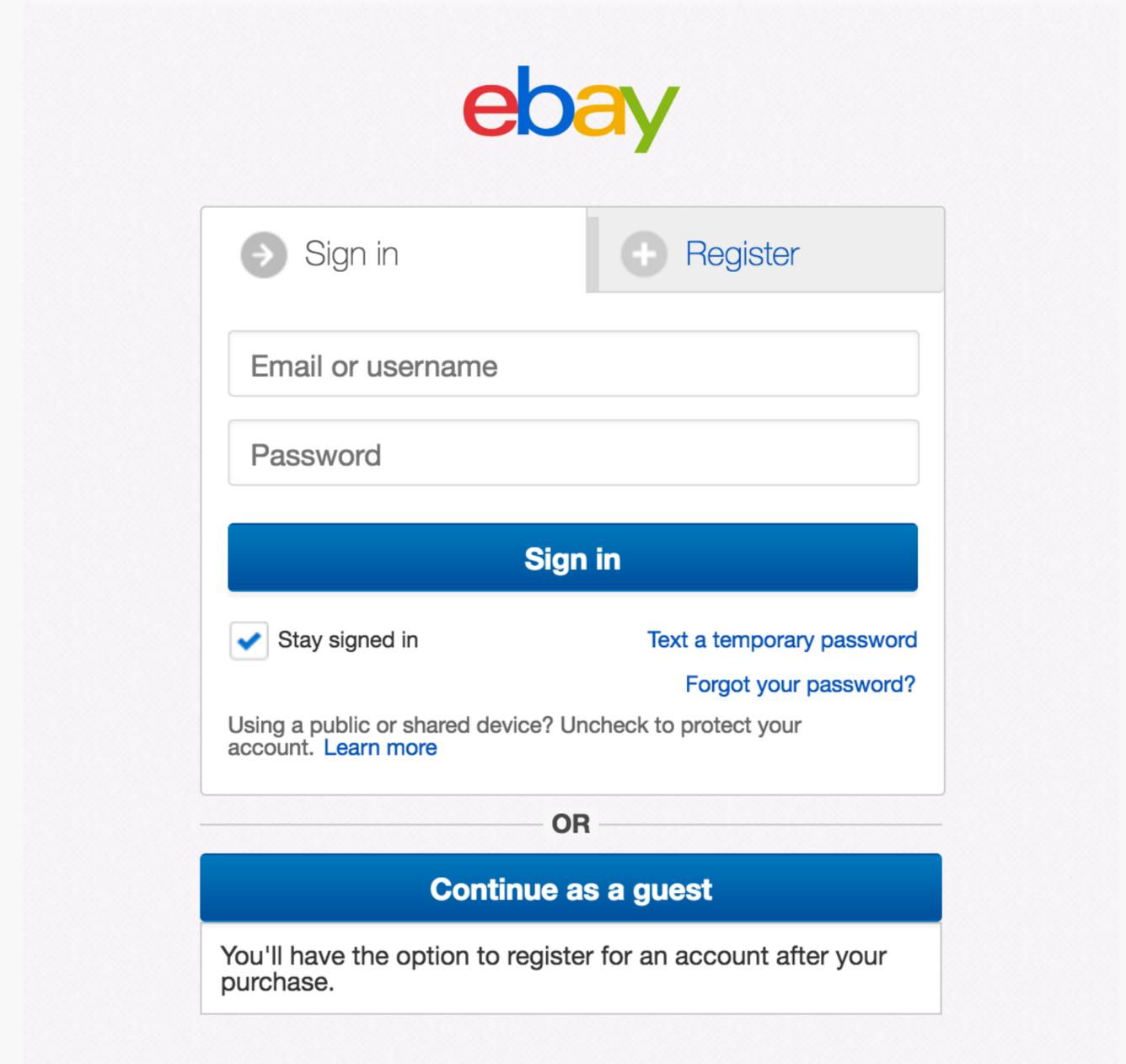
within the Purchasing Process

Currently,

When first time users click “Buy it now,” they are subjected to a decision process that shapes their checkout experience.

Users must choose whether they want to “Sign in,” “Register,” or “Continue as a guest”.

Each option provides a frustrating user experience.



The screenshot displays the eBay checkout interface. At the top, the eBay logo is visible. Below it, there are two tabs: "Sign in" (with a right arrow icon) and "Register" (with a plus icon). The "Sign in" tab is active. Underneath, there are two input fields: "Email or username" and "Password". A prominent blue button labeled "Sign in" is positioned below the input fields. Below the button, there is a checked checkbox for "Stay signed in" and two links: "Text a temporary password" and "Forgot your password?". A warning message states: "Using a public or shared device? Uncheck to protect your account. [Learn more](#)". Below this, a horizontal line with "OR" in the center separates the sign-in section from the "Continue as a guest" section. The "Continue as a guest" section features a blue button labeled "Continue as a guest" and a text box stating: "You'll have the option to register for an account after your purchase."

The Goal

The goal of this heuristic evaluation is to identify major themes and user pain points throughout the end-to-end first time user purchasing experience, highlighting guest checkout and registration.

The Purchase Experience

The purchase experience includes four processes:

1. Guest Checkout (GXO)
2. Post Transaction Registration
3. Post Transaction Email Registration
4. Transactional Registration (member checkout)



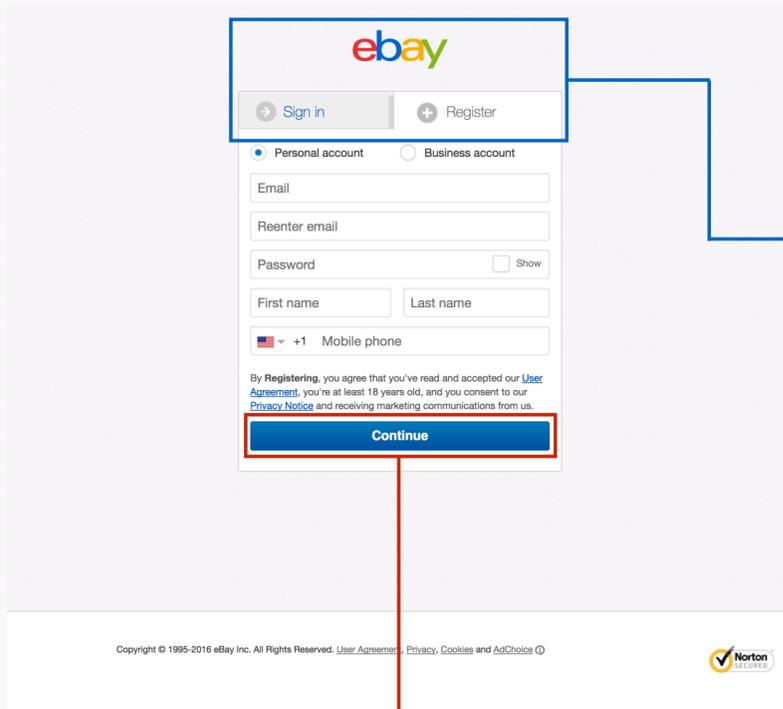
Thematic Issues

- Visual Inconsistency
- Unaligned strategy
- Mismanaged user expectations
- UI elements that do not support task goals
- Limiting infrastructure

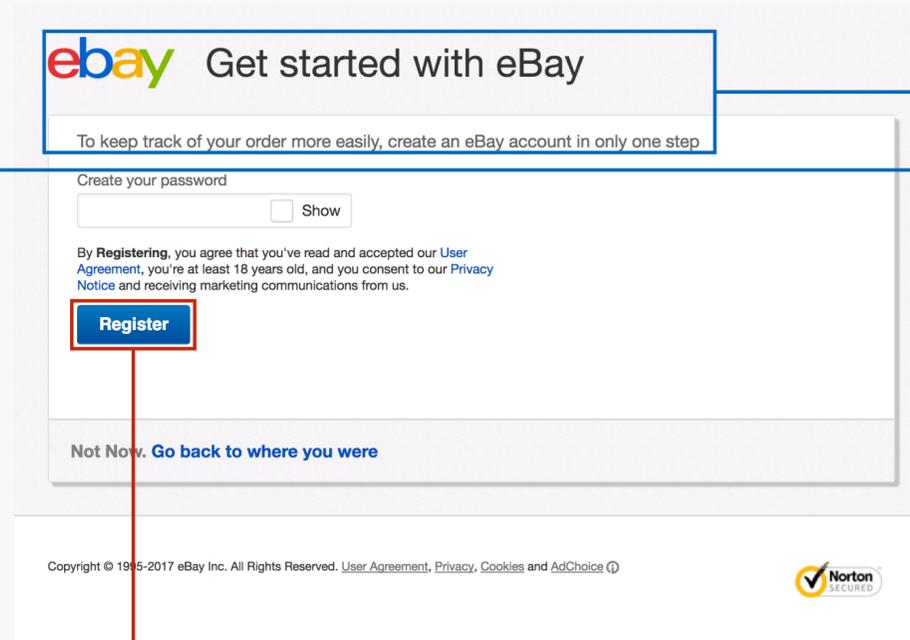
Visual inconsistency

Visually Inconsistent: Registration

Transactional Registration

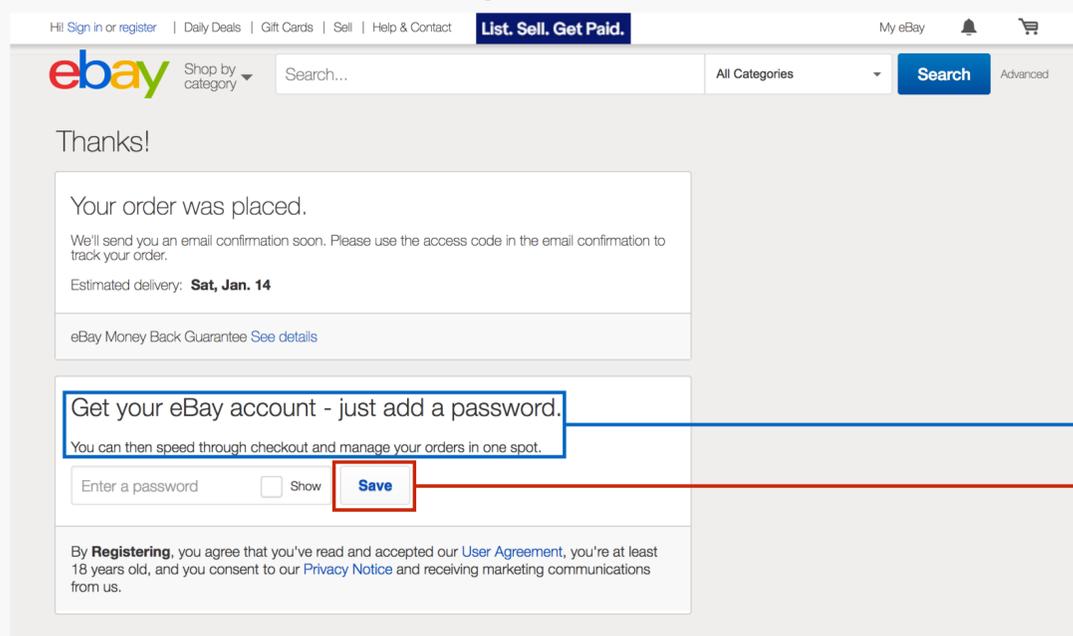


Post Transaction Email Registration



The pages look overly constrained and outdated, due to **fixed width cards**, and the **condensed layouts** that do not denote content hierarchy.

Post Transaction Registration

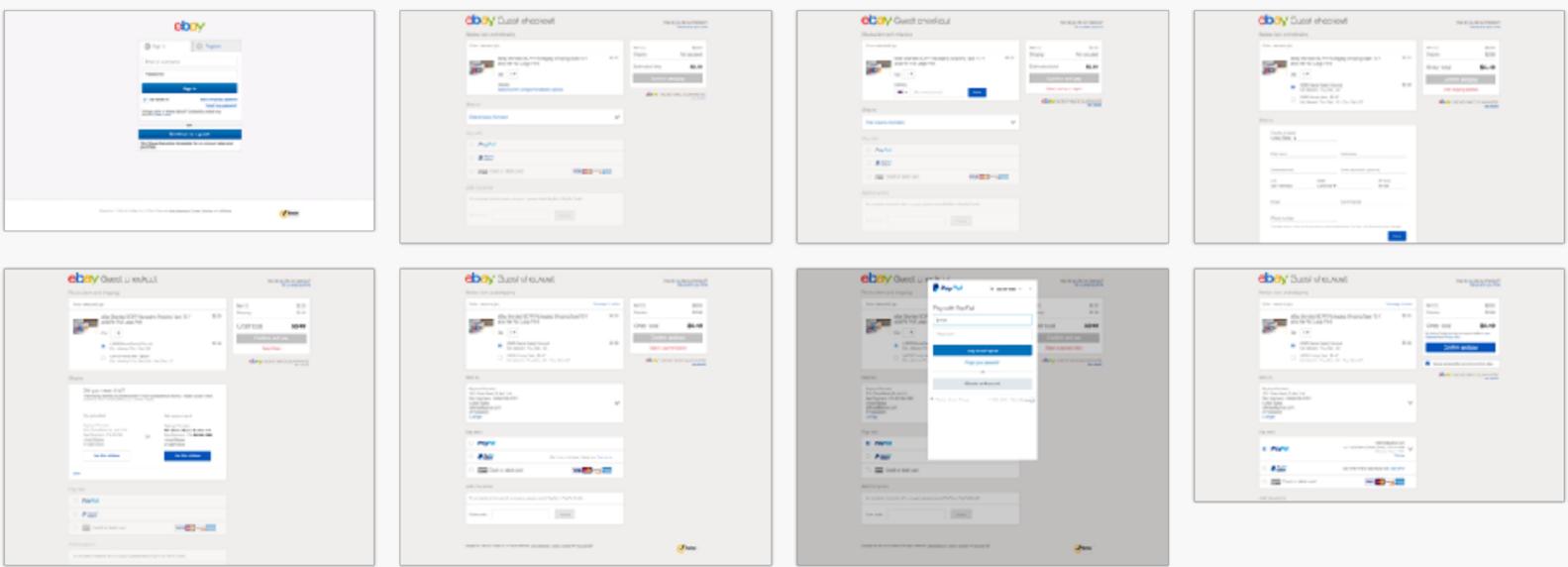


The **buttons have different tones**, using "Continue," "Register," or "Save," as well as displaying as blue or white.

Logo **placement and messaging are different** in each scenario.

Visually Inconsistent: GXO vs Registration

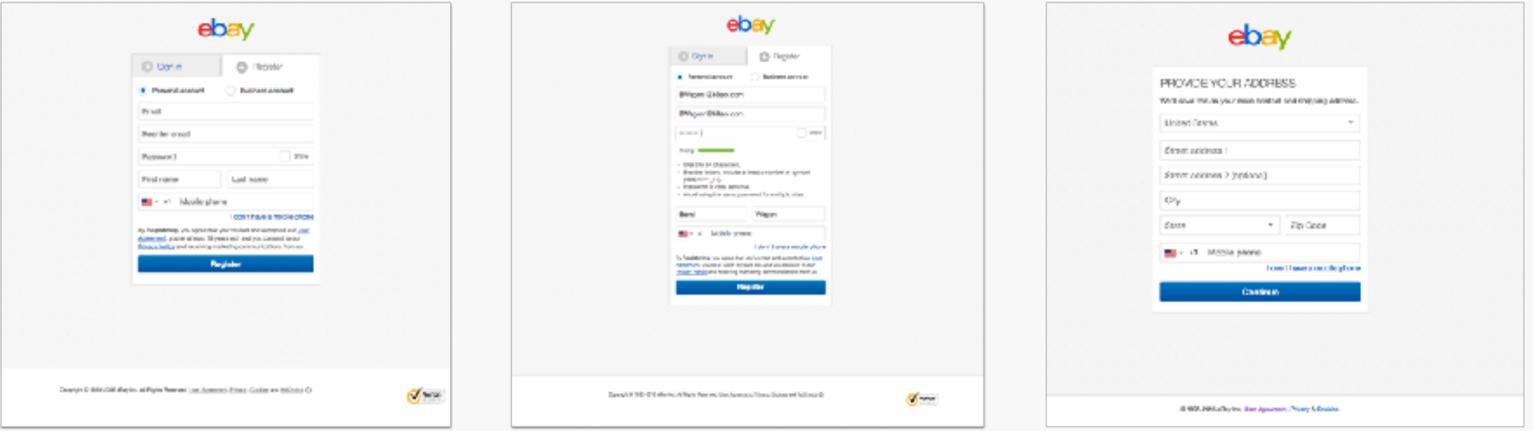
GXO



GXO and Registration have different forms for capturing information.

GXO follows Member checkout's look and feel for consistency.

Transactional Registration



Registration use's Sign in's look and feel, making the user jump to this style and then to a different style during checkout. Why is registration trying to match sign in, when they are two completely different processes?

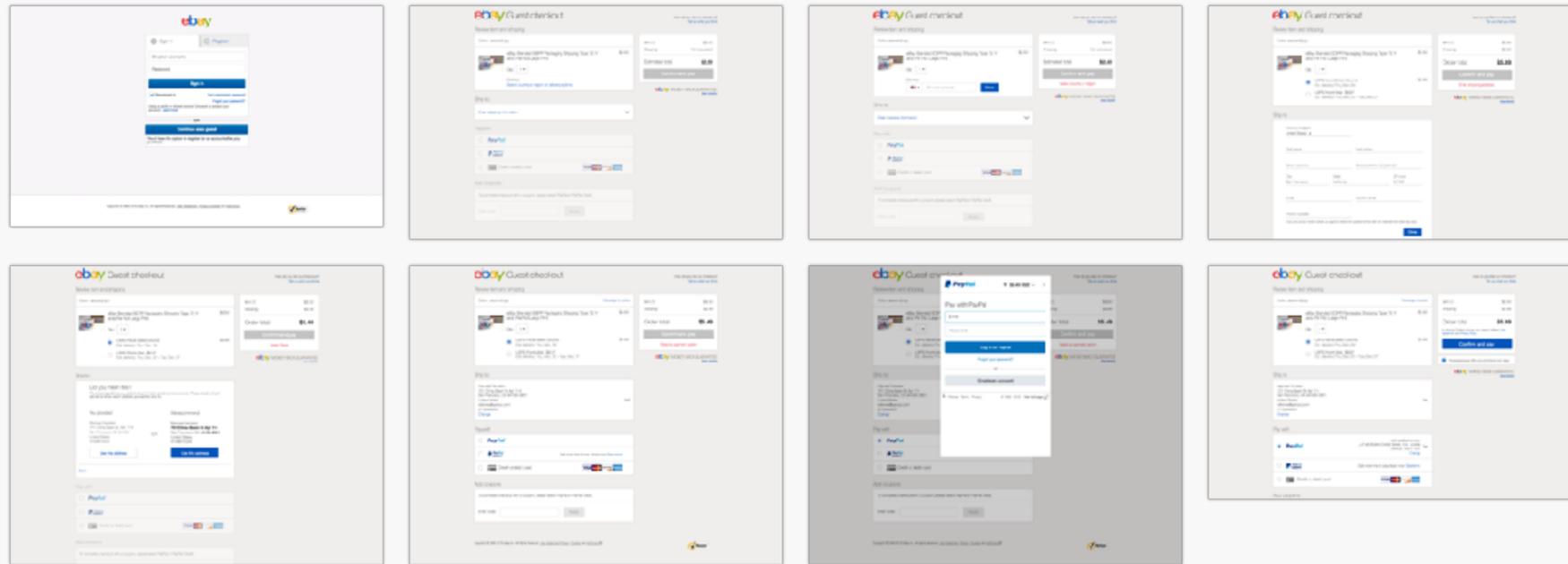
GXO uses a **neutral color**, which is more satisfying than the registration grey.



Unaligned strategy

Unaligned Strategy: GXO vs Registration

GXO

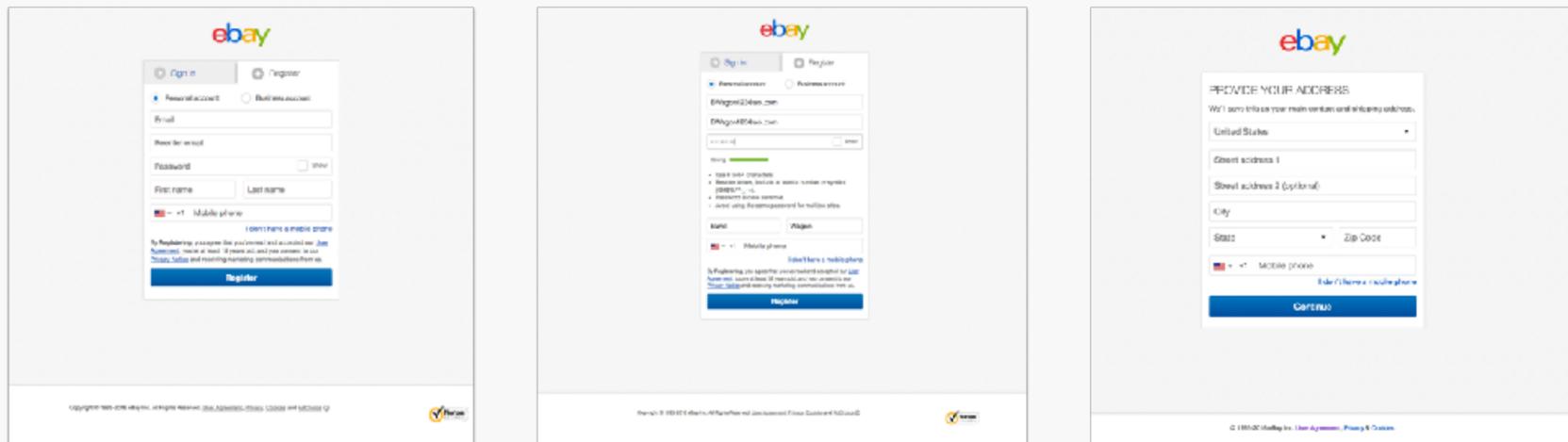


Both processes occur prior to purchase but have distinct goals. **GXO converts sales and Registration converts users.**

The strategy for the two processes differs greatly in how they collect data:

GXO collects address first, in order to determine shipping options, and then takes care of payment, before enabling the primary action, “Confirm and pay.” On a single page, GXO uses a directional modular approach defining the order of operations from top to bottom.

Transactional Registration



Registration collects email and password upfront and saves address and phone number for last. Once this information is given, the user can make a purchase. Registration breaks up the operations into different pages, attempting to seem simplistic.

Unaligned Strategy: Password

Post GXO Password

Hi! Sign in or register | Daily Deals | Gift Cards | Sell | Help & Contact | **List. Sell. Get Paid.**

ebay Shop by category Search...

Thanks!

Your order was placed.

We'll send you an email confirmation soon. Please use the access code in the email confirmation to track your order.

Estimated delivery: **Sat, Jan. 14**

eBay Money Back Guarantee [See details](#)

Get your eBay account - just add a password.

You can then speed through checkout and manage your orders in one spot.

Enter a password Show **Save**

By **Registering**, you agree that you've read and accepted our [User Agreement](#), you're at least 18 years old, and you consent to our [Privacy Notice](#) and receiving marketing communications from us.

Suggestions based on your purchase

People who shopped for this item also looked at

- Push up Stands Handles
- Gold's Gym Vinyl Dumbbell
- Gold's Gym Vinyl Dumbbell

Registration Password

ebay

Sign in Register

Personal account Business account

HawkEye123@aol.com

Hawkeye123@aol.com

..... Show

Strong

- Use 6 to 64 characters.
- Besides letters, include at least a number or symbol (!@#\$\$%^*_+=&).
- Password is case sensitive.
- Avoid using the same password for multiple sites.

First name Last name

+1 Mobile phone

By **Registering**, you agree that you've read and accepted our [User Agreement](#), you're at least 18 years old, and you consent to our [Privacy Notice](#) and receiving marketing communications from us.

Continue

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The fundamental difference is that **Registration collects a password and GXO does not.**

Although, GXO does give the upgrade option post transaction, but it is not required.

When the user clicks into the password field during registration they are shown requirements and a strength bar to **supplement their password creation.** While neither are extremely helpful, they exist, making it easier for user to understand what is required.

On the other hand, the Post GXO Password field offers no such help. Therefore users can error out without knowing what they need to enter.

Unaligned Strategy: Address

GXO Address

ebay Guest checkout

Review item and shipping

Seller: second-joy

Item (1) \$2.50
Shipping \$2.99
Order total **\$5.49**

Confirm and pay
Enter shipping address

ebay MONEY BACK GUARANTEE See details

Ship to

Country or region
United States

First name Last name

Street address Street address 2 (optional)

City State ZIP code
Bloomington Indiana 47401

Email Confirm email

Phone number

Done

Pay with

PayPal
PayPal CREDIT
Credit or debit card

Add coupons

Registration Address

ebay

PROVIDE YOUR ADDRESS

We'll save this as your main contact and shipping address.

United States

Street address 1

Street address 2 (optional)

City

State ZIP code

+1 Mobile phone
I don't have a mobile phone

Continue

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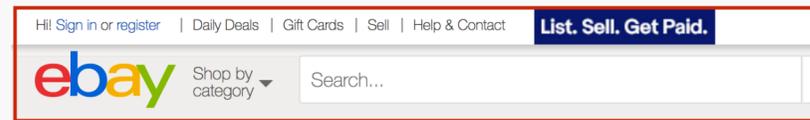
Without knowing the user, If location services are on, GXO can **determine the ZIP code of the user**, defining the city and state along with it.

Registration on the other hand does not currently support the user at all, making the user type everything in.

If the user chooses to go through Transactional Registration, their input will be confirmed on the following page, Checkout, in the newer style.

Unaligned Strategy: Post Transactional Focus

Post GXO Registration



Thanks!

Your order was placed.
We'll send you an email confirmation soon. Please use the access code in the email confirmation to track your order.
Estimated delivery: **Sat, Jan. 14**
eBay Money Back Guarantee [See details](#)

Get your eBay account - just add a password.
You can then speed through checkout and manage your orders in one spot.

Enter a password Show

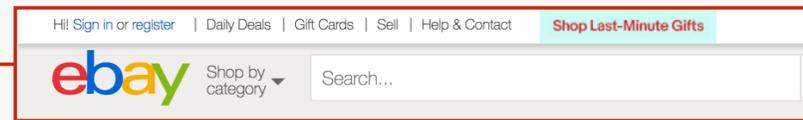
By **Registering**, you agree that you've read and accepted our [User Agreement](#), you're at least 18 years old, and you consent to our [Privacy Notice](#) and receiving marketing communications from us.

Suggestions based on your purchase

People who shopped for this item also looked at

- Push up Stands Handles
- Gold's Gym Vinyl Dumbbell
- Gold's Gym Vinyl Dumbbell

Post Checkout



Thanks!

Your order was placed.
We'll send you an email confirmation soon. Please use the access code in the email confirmation to track your order.
Estimated delivery: **Thu, Dec. 29**
eBay Money Back Guarantee [See details](#)

Suggestions based on your purchase

People who shopped for this item also looked at

- eBay Branded Boxes 16" x 12" x 8" - S...
- eBay Branded Airjacket Envelopes 9.5"...
- 50 Foot Bubble Wrap® Roll 3/16" (Sma...
-
-
-

Users can go back to search or the homepage, but there is **no primary action**.

After a user makes a purchase, **there doesn't seem to be any continuing action**. First time users, in the GXO process, can choose to register, but otherwise this is a dead end.

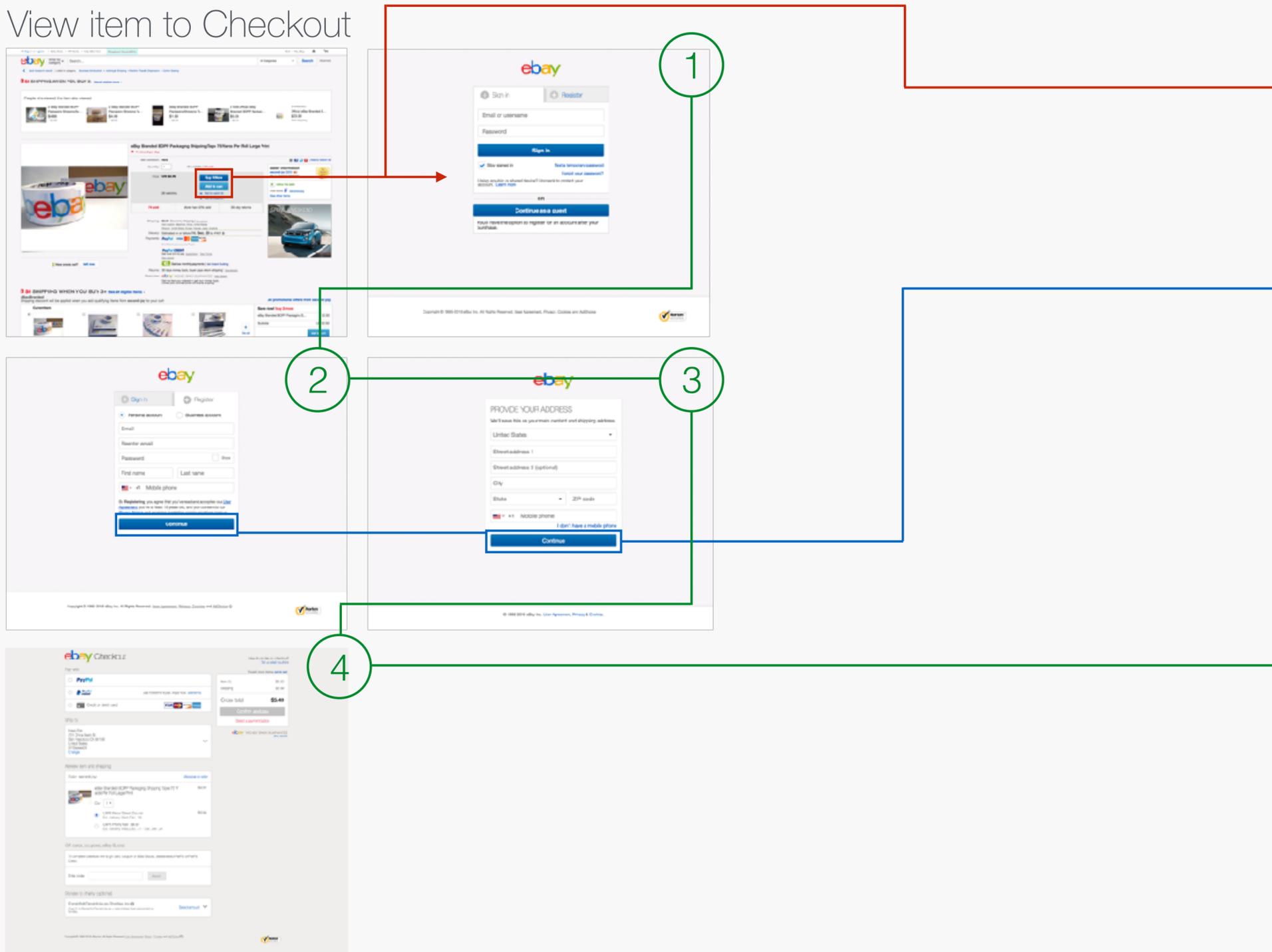
Users are also given recommendations on similar purchases, but they are not personalized or defined as something that would complement the current purchase.

Even if the user can register after GXO, the module is not embellished, so it is unclear that the user should be taking that next step.

Mismanaged user expectations

Mismanaged Expectation: Registration Interruption

View item to Checkout



When the first time user click's "Buy it now" they **end up on the Transactional Sign in page**, which is confusing because this is not buying it now.

There are **no indications to how long the process is** and no context as to what the next page might be, just big "Continue" buttons. The user might ask themselves, what am I continuing to? More registration?

If the user chooses to Register, they have now committed to two more pages of forms, which they didn't know about, and they are not in context of the item. **All of this is now occurring before making their purchase.**

Mismanaged Expectation: Sign in or Register or GXO

Transactional Sign in

The screenshot shows the eBay sign-in page. At the top is the eBay logo. Below it are two tabs: "Sign in" (selected) and "Register". There are input fields for "Email or username" and "Password". A large blue "Sign in" button is highlighted with a red box. Below it are checkboxes for "Stay signed in" and links for "Text a temporary password" and "Forgot your password?". A note says "Using a public or shared device? Uncheck to protect your account. Learn more". Below this is an "OR" separator and a blue "Continue as a guest" button, also highlighted with a red box. A green box highlights the text "Continue as a guest". A red line connects the "Sign in" button to the text on the right. A green line connects the "Continue as a guest" button to the text on the right. At the bottom, there is a copyright notice and a Norton Secured logo.

The **two call to actions (CTA)** on this page don't help the user determine which path to take. Yet there is also a third option, "Register." What action should the user take?

Even if the user does expect that they will have to choose a path, why is **sign in prioritized** over registration, assuming most users stay logged into their accounts?

The only thing that denotes continuation is the "Continue..." but then the user must choose to stay a guest. **What do we want the user to do here?**

Mismanaged Expectation: Rigid GXO

GXO Default

ebay Guest checkout

How do you like our checkout?
Tell us what you think

Review item and shipping

Seller: second-joy

Item (1) \$2.50
Shipping \$2.99
Order total **\$5.49**

Confirm and pay
Enter shipping address

ebay MONEY BACK GUARANTEE
See details

Ship to

Country or region
United States

First name Last name

Street address Street address 2 (optional)

City State ZIP code
Bloomington Indiana 47401

Email Confirm email

Phone number

If you give us your mobile number, you agree to receive text updates for this order only. Standard text rates may apply.

Done

Pay with

PayPal

PayPal CREDIT

Credit or debit card

Add coupons

To complete checkout with a coupon, please select PayPal or PayPal Credit.

Enter code: Apply

GXO Complete

ebay Guest checkout

How do you like our checkout?
Tell us what you think

Review item and shipping

Seller: second-joy Message to seller

Item (1) \$2.50
Shipping \$2.99
Order total **\$5.49**

Confirm and pay

By clicking Confirm and pay, you agree to eBay's User Agreement and Privacy Policy.

Receive exclusive offers and promotions from eBay.

ebay MONEY BACK GUARANTEE
See details

Ship to

Raphael Feinstein
701 China Basin St Apt 114
San Francisco, CA 94158-2361
United States
rafikines@yahoo.com
(415)xxxx34
Change

Pay with

PayPal rafikines@yahoo.com
J.P. MORGAN CHASE BANK, N.A. x-5490
Backup: Visa x-1934
Change

PayPal CREDIT Get more time to pay. Apply now. See terms

Credit or debit card

Add coupons

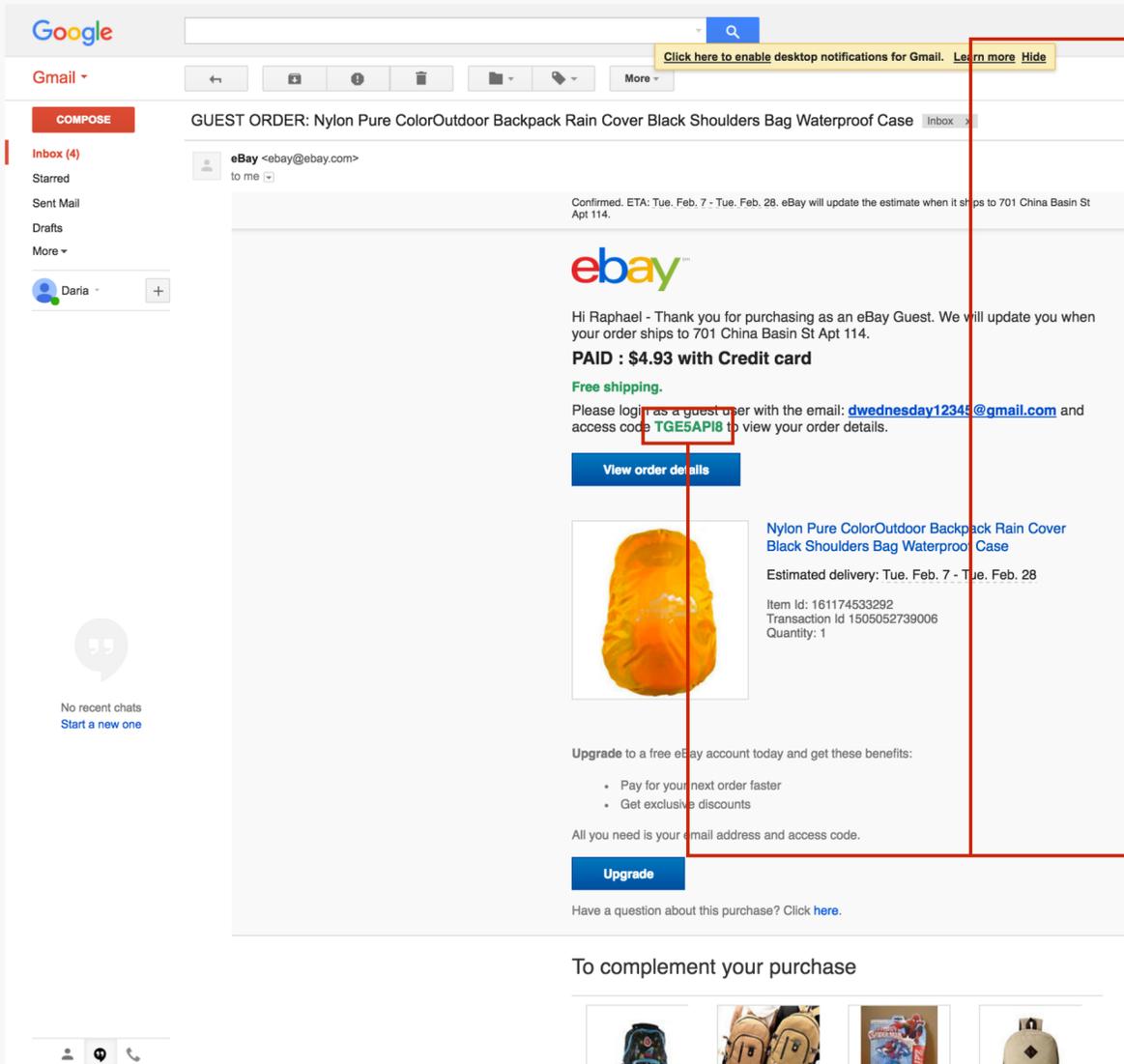
GXO uses a set of enabled and disabled modules to define the order of what could be a very long form. In some ways this simplifies the process, in order to **prevent “choice coma”** or being overwhelmed. Alternatively, it **limits the user** from entering information they may want to enter now.

GXO is only **capable of a single address**, currently. That means that if I buy two things from different places, they have to go to the same place. Maybe not the best idea if we want users to shop for multiple items at a time.

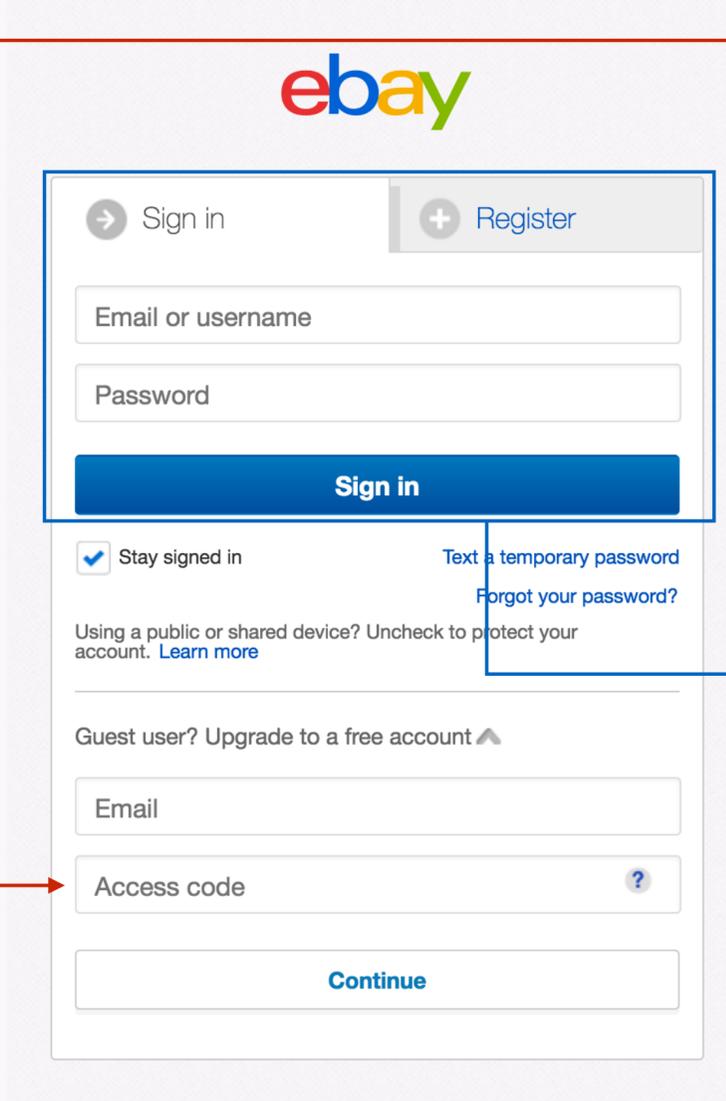
The user **only has 3 payment options**, PayPal, PayPal Credit, or Credit. What about ApplePay, Google Wallet, Venmo, etc?

Mismanaged Expectation: GXO View Order Detail (VOD)

GXO Email



GXO Access Sign in



After GXO, a user receives an email that gives them access to View Order Details. Except, **when a user clicks “View order detail” they are sent to sign in.** The code, from the email, must be entered to access their purchase details, but who would know that? So, **most users go back to the email**, copy the code, and then come back to the sign in page. Frustrating!

If the user happens to come through the email and signs in or registers, they will **not be taken to View Order Details.**

UI elements that do not
support task goals

UI Elements: Sign in

Transactional Sign in

ebay

→ Sign in + Register

Email or username

Password

Sign in

Stay signed in [Text a temporary password](#)
[Forgot your password?](#)

Using a public or shared device? Uncheck to protect your account. [Learn more](#)

OR

Continue as a guest

You'll have the option to register for an account after your purchase.

Post GXO Sign in

ebay

→ Sign in + Register

Email or username

Password

Sign in

Stay signed in [Text a temporary password](#)
[Forgot your password?](#)

Using a public or shared device? Uncheck to protect your account. [Learn more](#)

Guest user? Upgrade to a free account ^

Email

Access code ?

Continue

Both Sign in pages have **more than one CTA**, which is confusing for users, and doesn't support the user moving through the user interface (UI) quickly.

On the Transactional Sign in page, it's made more confusing because the "Continue as a guest" button is also the title of that card and wider than the CTA above it.

On the Post GXO Sign in page, the button we actually need, "Continue" is white, making it harder to notice than the blue "Sign in" button.

Neither page supports prioritizing registration, which is made a greyed out tab.

UI Elements: GXO Default

GXO Default

ebay Guest checkout

How do you like our checkout?
Tell us what you think

Review item and shipping

Seller: second-joy

Item (1) \$2.50
Shipping \$2.99
Order total **\$5.49**

Confirm and pay
Enter shipping address

ebay MONEY BACK GUARANTEE
See details

Ship to

Country or region
United States ▼

First name _____ Last name _____

Street address _____ Street address 2 (optional) _____

City _____ State _____ ZIP code _____
Bloomington Indiana ▼ 47401

Email _____ Confirm email _____

Phone number _____

If you give us your mobile number, you agree to receive text updates for this order only. Standard text rates may apply.

Done

Pay with

PayPal

PayPal CREDIT

Credit or debit card

VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Add coupons

To complete checkout with a coupon, please select PayPal or PayPal Credit.

Enter code: _____ Apply

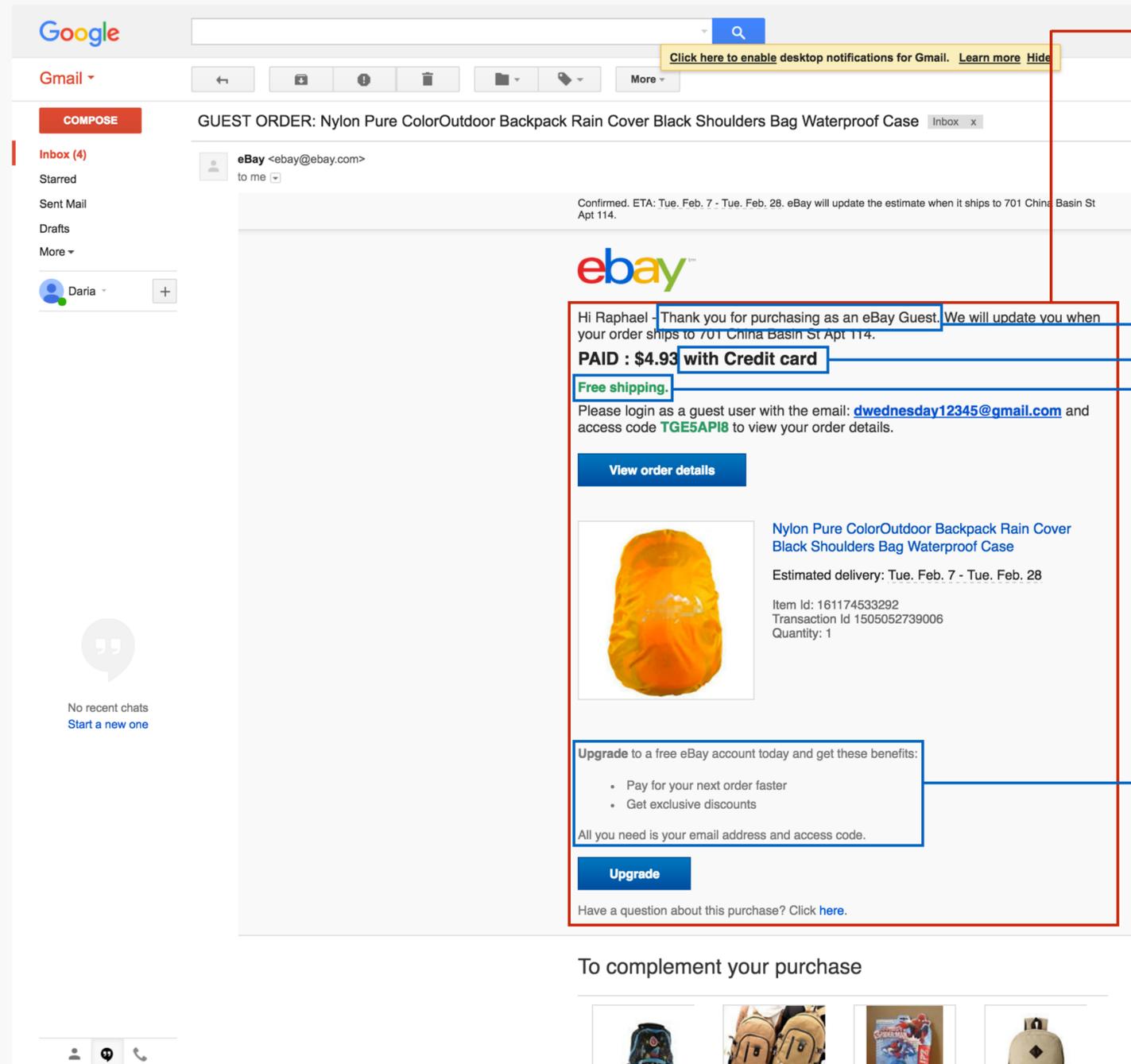
As the user progresses through GXO there is a tertiary form of feedback, which is **informing them of the next step as an error** below the disabled “Confirm and pay” button. Error messages should not be used to like this because it makes the user feel like they are constantly doing something wrong, slowing down the process and making users double check themselves.

Once the system knows the users ZIP code, the address form will have a “Done” button, which is misleading because we are just saving the address for normalization, not completing the process.

The structure of this page **doesn't match real world expectations**, creating more mental burden for users; not making the page item focused, ordering delivery before address, and bundling coupon with payment activities.

UI Elements: Post Transaction Email

GXO Email



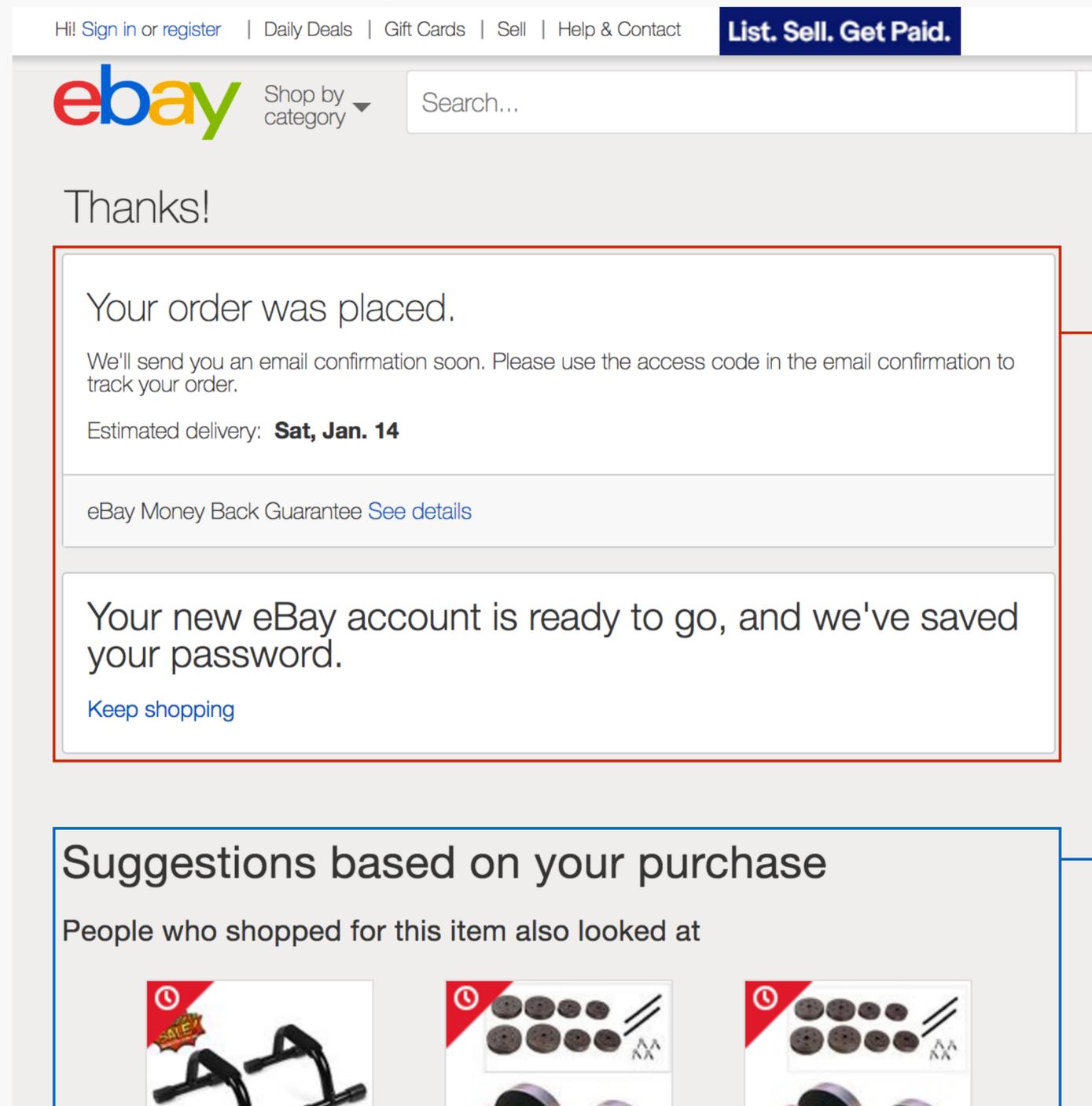
Users will have a hard time discerning which information is important on the page because the **content hierarchy does not support the two actions** a user can take.

The content structure looks like we just through a bunch of text, buttons and images on the page, which is concerning because **visual satisfaction increases user trust**. This email fails when trying to win over guest users.

There is **unnecessary information cluttering the page**. Why does the user need to know that shipping was free if they have already purchased the item? This example, amongst other content, decrease clear messaging.

UI Elements: Post Transaction Registration Success

Post Transaction Registration Success



When a user gets to this page, they have made a purchase and have registered, but **there is nothing else to do**. The “Your order was placed” card doesn't have any continuation, other than how you can get your money back, and the registration confirmation card has a link to keep shopping, which the user could do using the above nav.

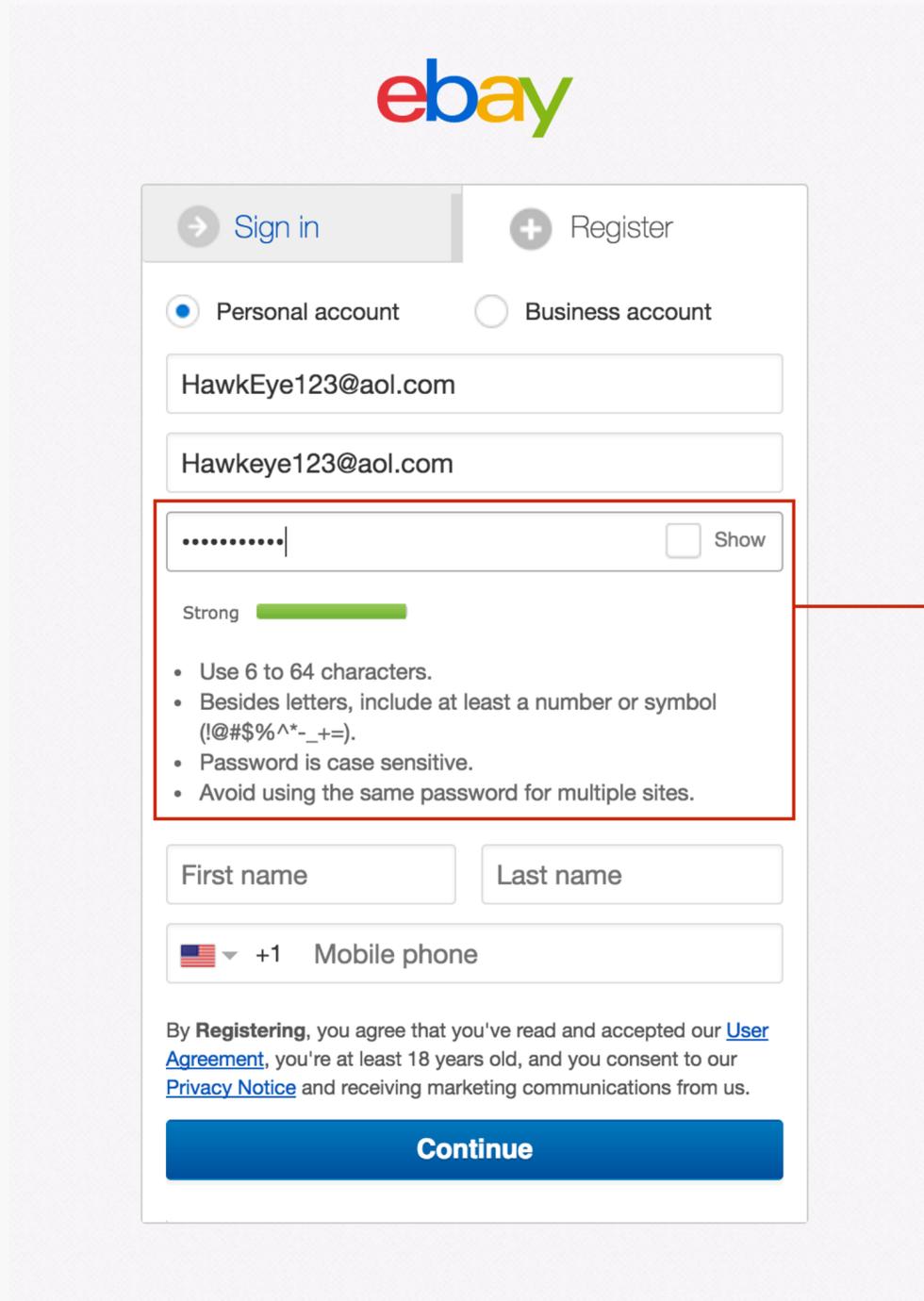
There are suggested items at the bottom of the page, but they are usually **more of what the user just bought** rather than being adjacent items, categorically, enhancing the user's activity.

After a purchase, as a member or guest, **we actually know a lot about a user**, why not use that information to continue the shopping experience on this screen?

Limiting infrastructure

UX Infrastructure: Password Requirements

Transaction Registration Password



The screenshot shows the eBay registration form. At the top, there are links for 'Sign in' and 'Register'. Below that, users can choose between 'Personal account' (selected) and 'Business account'. The email field contains 'HawkEye123@aol.com' and the confirmation field contains 'Hawkeye123@aol.com'. The password field is highlighted with a red box and contains a strength indicator showing 'Strong' with a green bar. Below the password field, a list of requirements is provided: 'Use 6 to 64 characters.', 'Besides letters, include at least a number or symbol (!@#\$%^*_+=).', 'Password is case sensitive.', and 'Avoid using the same password for multiple sites.' Below the requirements are fields for 'First name', 'Last name', and 'Mobile phone' (with a dropdown for country code '+1'). At the bottom, there is a 'Continue' button and a disclaimer: 'By Registering, you agree that you've read and accepted our User Agreement, you're at least 18 years old, and you consent to our Privacy Notice and receiving marketing communications from us.'

During registration, a user must enter a password that has **rigid requirements**, more unseen supporting validations, and a strength bar. This is considered the same level of difficulty that some banks set.

<https://www.ally.com/online-banking/password-protection-creating-secure-passwords/>

Users may become **frustrated trying to use a password they prefer**, but cannot due to the eBay requirements.

UX Infrastructure: Outdated Address Validation

GXO Address

ebay Guest checkout

Review item and shipping

Seller: second-joy

Item (1)	\$2.50
Shipping	\$2.99
Order total	\$5.49

Confirm and pay

Enter shipping address

ebay MONEY BACK GUARANTEE

Ship to

Country or region: United States

First name: _____ Last name: _____

Street address: _____ Street address 2 (optional): _____

City: Bloomington State: Indiana ZIP code: 47401

Email: _____ Confirm email: _____

Phone number: _____

Done

Pay with

PayPal

PayPal CREDIT

Credit or debit card

Add coupons

Registration Address

ebay

PROVIDE YOUR ADDRESS

We'll save this as your main contact and shipping address.

United States

Street address 1

Street address 2 (optional)

City

State ZIP code

+1 Mobile phone

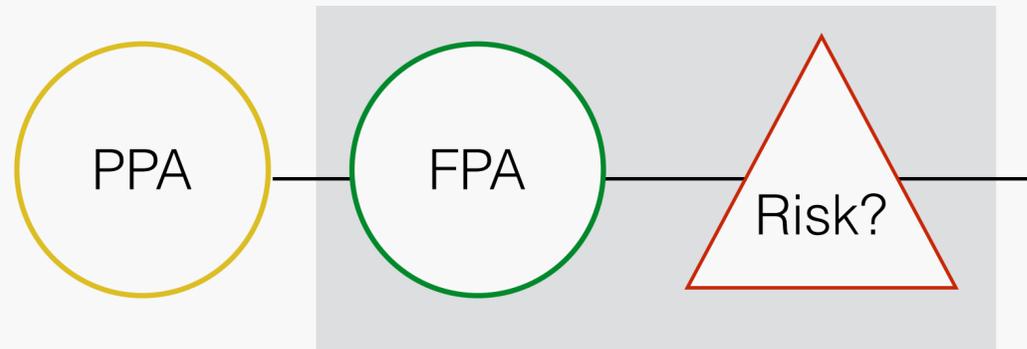
I don't have a mobile phone

Continue

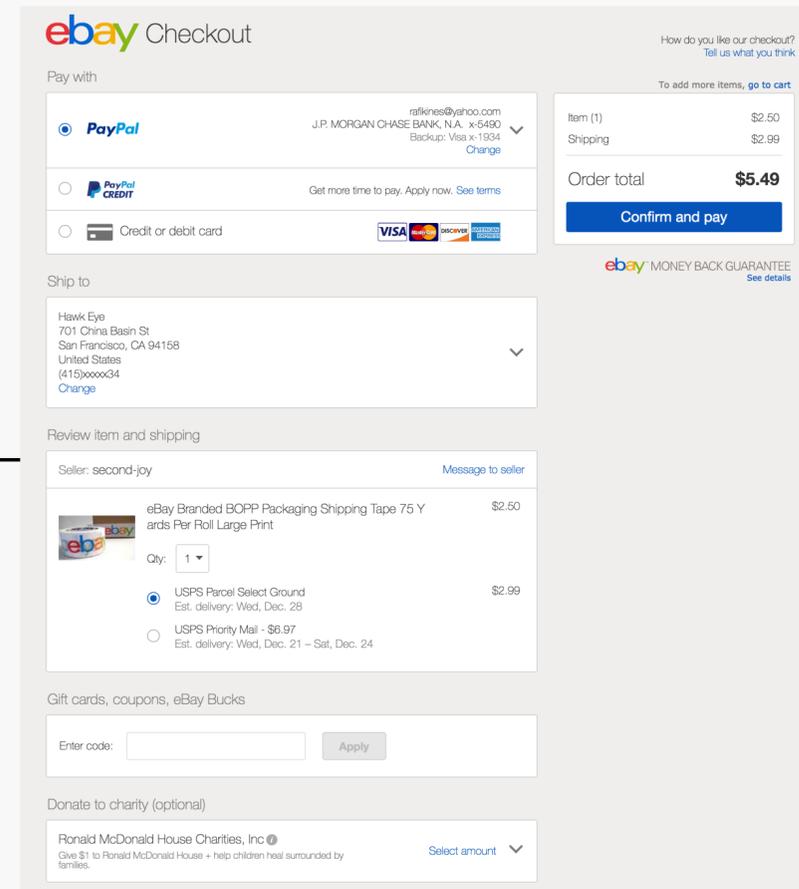
© 1995-2016 eBay Inc. User Agreement, Privacy & Cookies.

The address validation that is run during Transactional Registration and GXO uses the Address Doctor API. Address Doctor takes approximately **six months to update their tables** with new zip codes. If the zip code does not match the state, during the validation users cannot not move forward, creating unfinished purchases and registrations.

UX Infrastructure: Require FPA's for Purchase



Checkout



The Upgrade page has to be completed before the checkout page. This happens for two reasons:

First, the code is set up so that **the user has to be an FPA**, which is determined by the completion of the address and phone inputs. These inputs exist on the purchase page as well. So why is the **system set up to add friction** for buyers?

Second, after the Upgrade page, a **risk validation** is ran on the user to determine if they should verify their identity by phone. But aren't there other ways to confirm a phone number, like Google Voice? Why is this validation after this page, instead of occurring on checkout?

Even for guest users, we create fake FPA's in order to complete a guest checkout.

UX Infrastructure: Guest Account Creation and Tracking

User Status Query

ID	USERID	USER_STATE	ACCOUNT_TYPE	PASSWORD	SALT	REGISTRATION_DATE	LAST_MODIFIED
1120010000	us11219-123456789	Initial	Guest	null	null	1/31/2017 16:42:10	1/31/2017
1120010000	us11220-123456789	Confirmed	Regular	\$5\$a\$ab	a	1/31/2017 16:42:14	1/31/2017
1120010000	us11221-123456789	Confirmed	Regular	\$5\$a\$ab	a	1/31/2017 16:42:16	1/31/2017
1120010000	us11222-123456789	Confirmed	Guest	null	null	1/31/2017 16:42:17	1/31/2017
1120010000	us11223-123456789	Confirmed	Regular	\$5\$a\$ab	a	1/31/2017 16:42:17	1/31/2017
1120010000	us11224-123456789	Confirmed	Guest	null	null	1/31/2017 16:42:17	1/31/2017
1120010000	us11225-123456789	Confirmed	Regular	\$5\$a\$ab	a	1/31/2017 16:42:26	1/31/2017
1120010000	us11226-123456789	Suspended	Regular	\$5\$a\$ab	a	1/31/2017 16:42:32	2/1/2017

Guest accounts are created mostly the same way as members, within the same tables, besides address. The difference is that guests have a status of "Guest".

Guests who do not finish GXO, keep an "Initial" status and then get **removed after 2 days**, which could be useful data to analyze and track.

Recommendations

- Streamline experience branches into a single flow with dynamic configurations
- Quick upfront data collection, minimizing manual inputs, especially for registration
- Move user to member conversion to the back end of the process
- Create a series of incentives for first time users to convert and return
- Create visual consistency
- Define a continuation process
- Set page level goals

Appendix

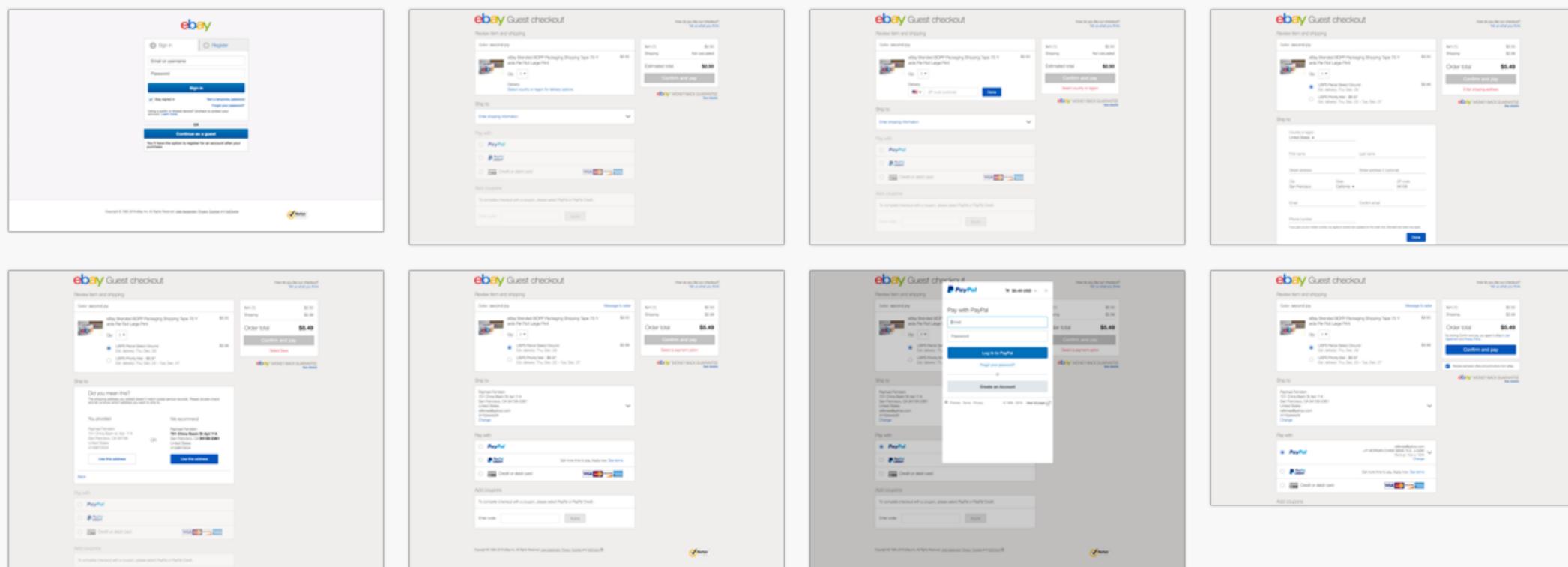
Abbreviations

- GXO: Guest Checkout
- CTA: Call to action
- VOD: View Order Detail
- UI: User Interface
- Nav: Navigation

Guest Checkout

Goal: Allow non-members to make purchases.

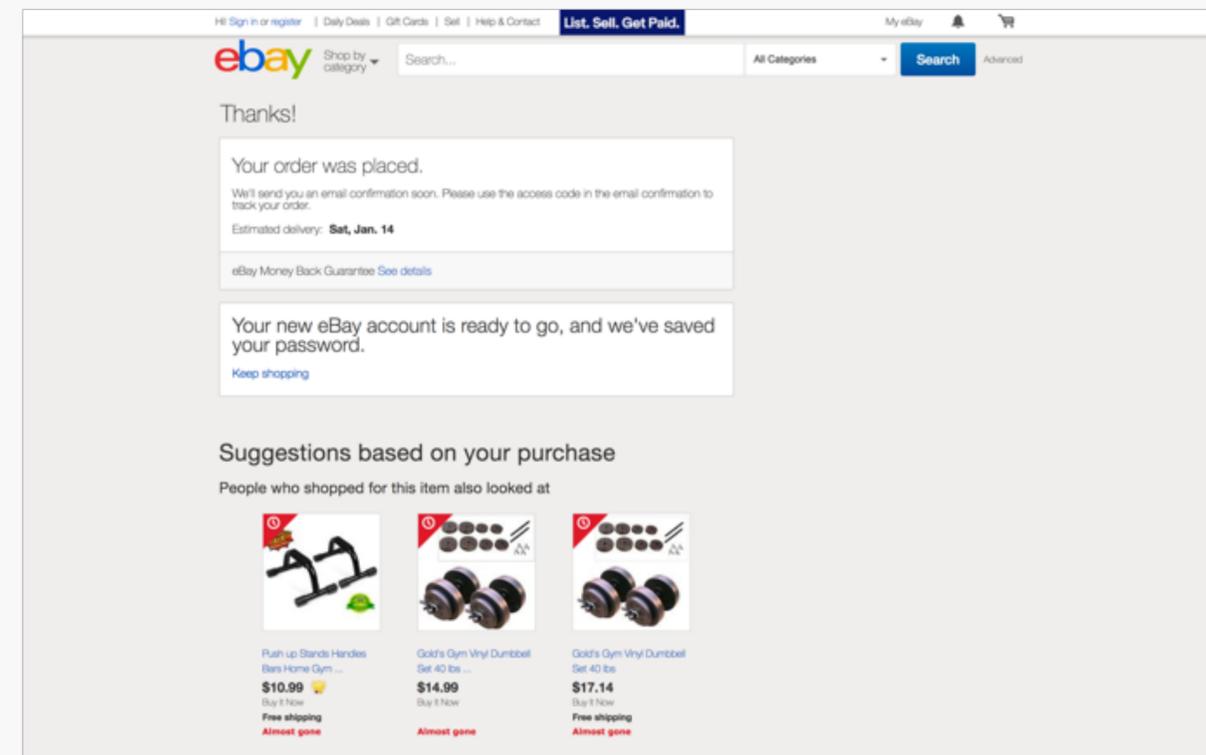
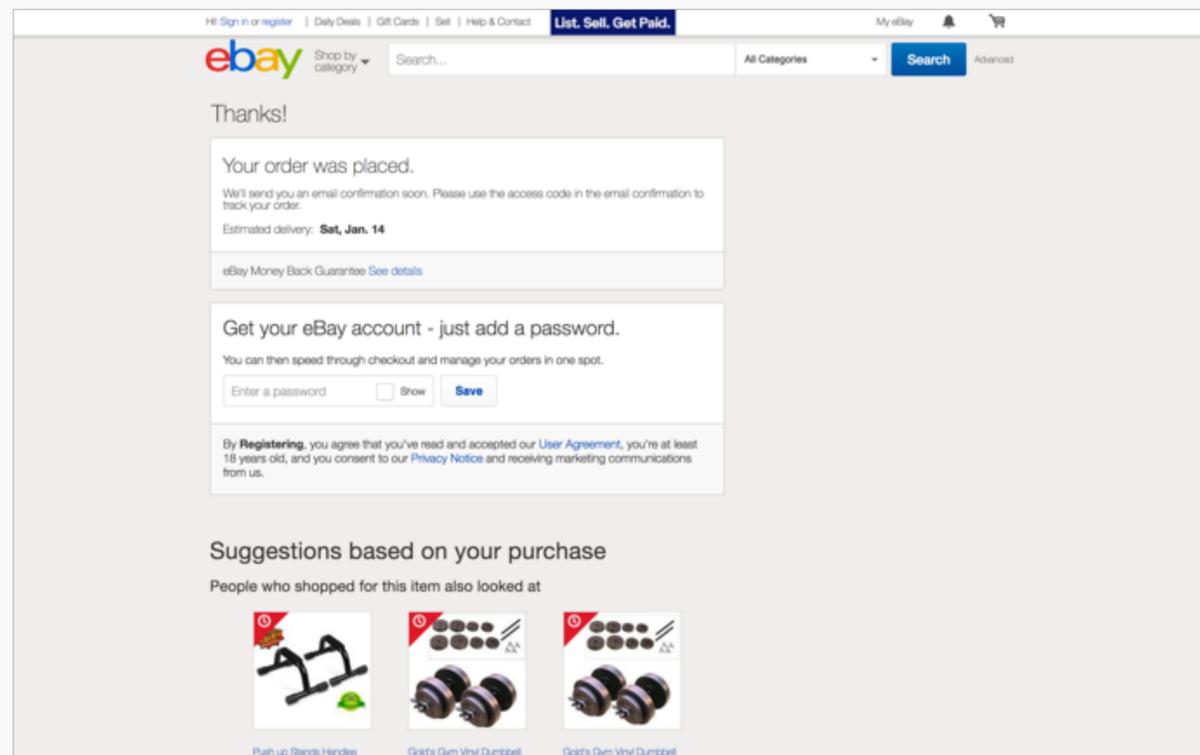
Placement: The guest checkout page makes the user perceive that every piece of information is contextual to their purchase.



Post Transaction Registration

Goal: Register first time users that have completed a guest purchase.

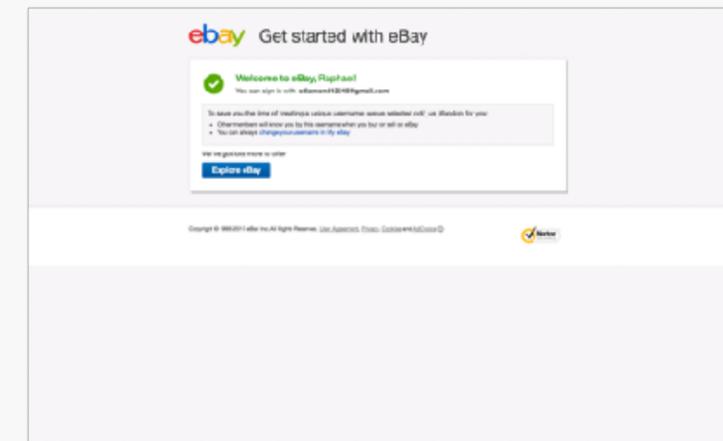
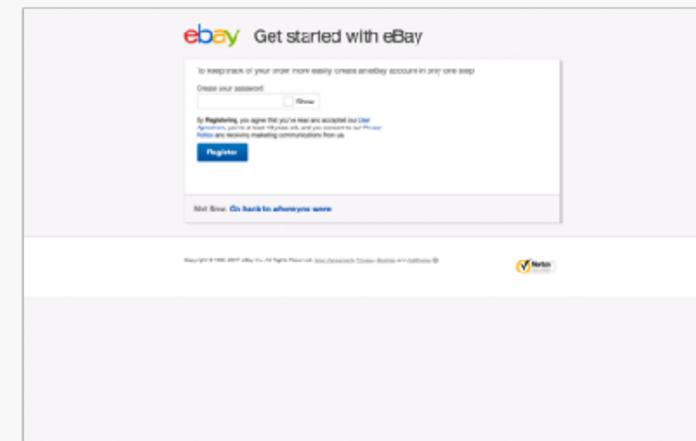
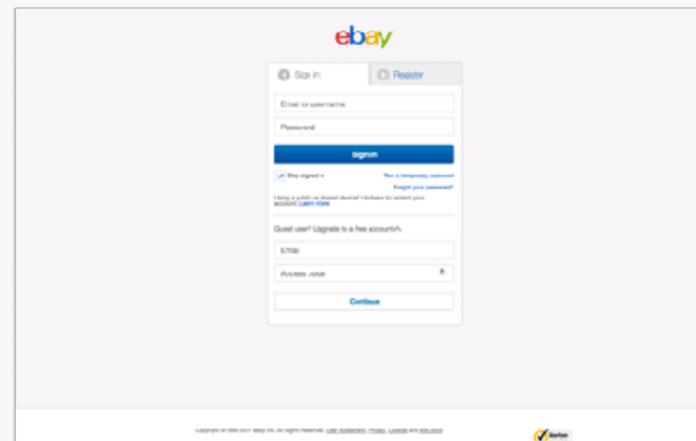
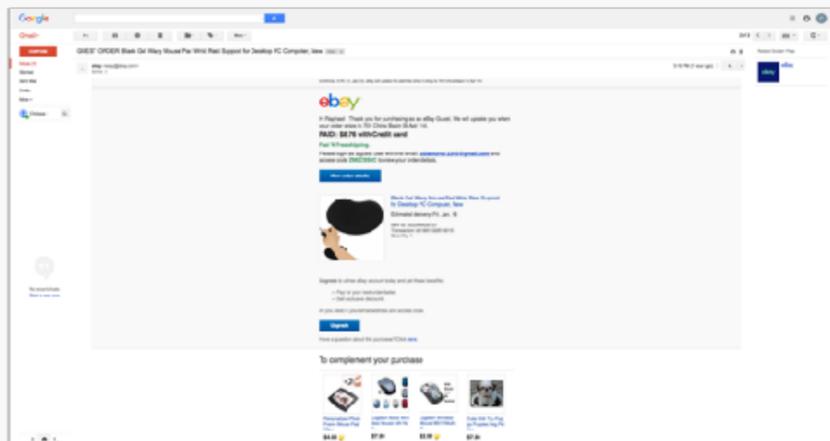
Placement: Use previously entered guest information to limit further intake, easing the registration process.



Post Transaction Email Registration

Goal: Register first time users that have completed a guest purchase.

Placement: Use previously entered guest information to limit further intake, easing the registration process.



Transactional Registration

Goal: Register first time users.

Placement: Use purchasing as incentive for users to complete registration forms.

The screenshot shows the first step of the eBay registration process. At the top, there are tabs for "Sign in" and "Register", with "Register" being the active tab. Below this, there are radio buttons for "Personal account" (selected) and "Business account". The form includes fields for "Email", "Reenter email", "Password" (with a "Show" checkbox), "First name", and "Last name". There is also a "Mobile phone" field with a country code dropdown set to "+1". A link "I don't have a mobile phone" is present. At the bottom, there is a "Register" button. The footer contains copyright information and a Norton logo.

The screenshot shows the second step of the registration process. It features the same "Sign in" and "Register" tabs. The "Personal account" radio button is selected. The "Email" field is pre-filled with "BWagon123@aol.com". Below the email field is a "Password" field with a "Show" checkbox. A strength indicator shows the password is "Strong". A list of password requirements is provided: "Use 6 to 84 characters", "Besides letters, include at least a number or symbol (0-9, !, _, -)", "Password is case sensitive", and "Avoid using the same password for multiple sites". There are fields for "Band" and "Wagon", and a "Mobile phone" field with a country code dropdown set to "+1". A link "I don't have a mobile phone" is present. At the bottom, there is a "Register" button. The footer contains copyright information and a Norton logo.

The screenshot shows the third step of the registration process, titled "PROVIDE YOUR ADDRESS". It states "We'll save this as your main contact and shipping address." The form includes a country dropdown set to "United States", fields for "Street address 1" and "Street address 2 (optional)", a "City" field, a "State" dropdown, and a "Zip Code" field. There is also a "Mobile phone" field with a country code dropdown set to "+1" and a link "I don't have a mobile phone". At the bottom, there is a "Continue" button. The footer contains copyright information.