



Wish Checkout Flow Usability

Executive Summary

- In a usability study with 8 participants, users completed the account authentication step without errors or backward navigation, indicating that the screen was functionally clear and easy to navigate.
- Satisfaction was moderate (avg. rating 5.375/7), with 50% of users expressing less-than-optimal experiences, highlighting opportunities to improve perceived usability.
- Lack of a “guest checkout” option and perceived checkout length were key pain points, suggesting a need to streamline the flow and offer more flexible login options.

Project Timeline:

Research Design: 3 weeks

Prototyping: 1 week

Data Collection: 2 weeks

Analysis: 1 week

Presentation: May 30, 2025

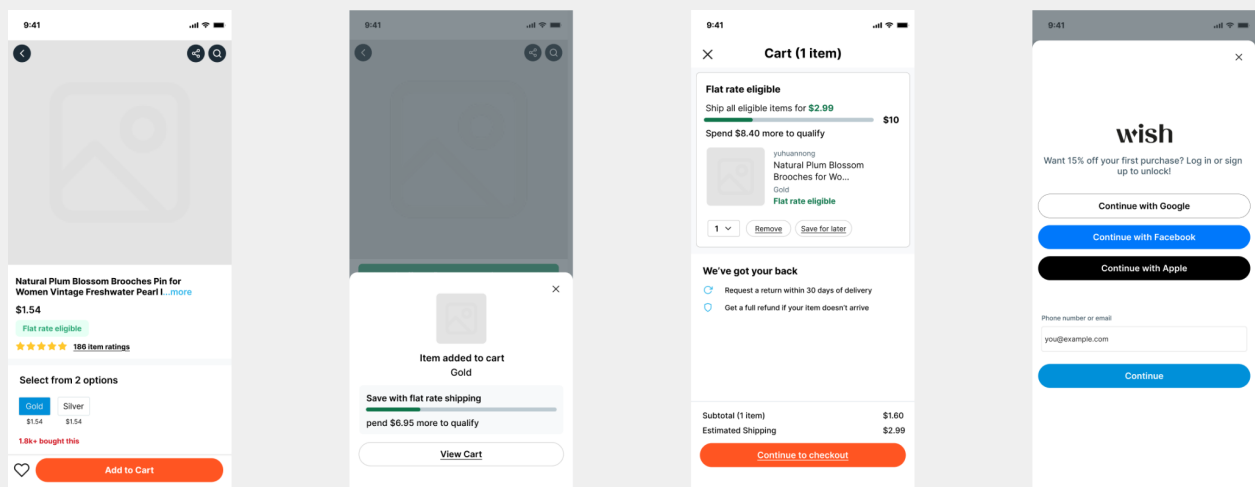
Background

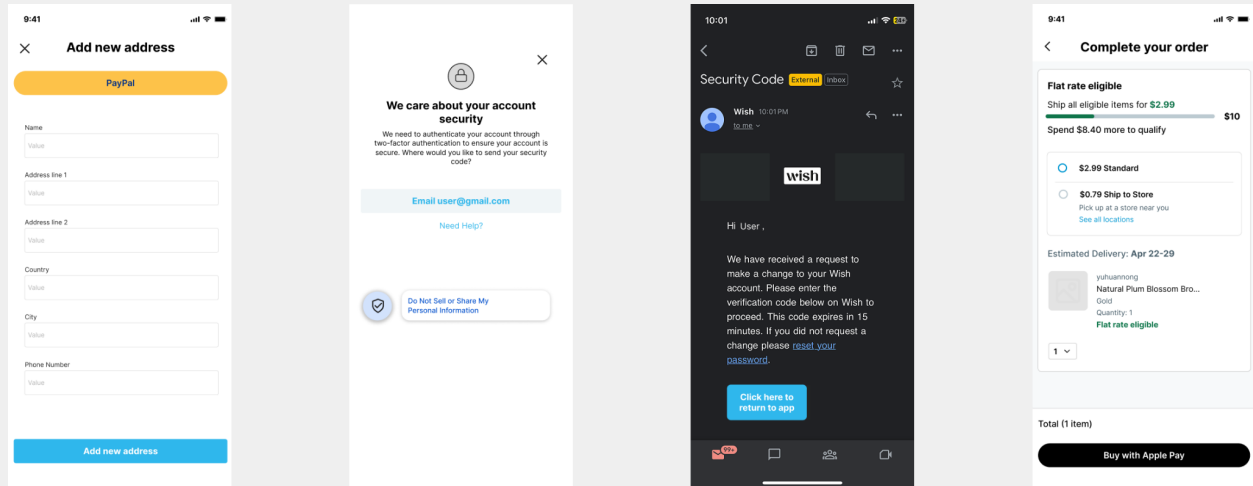
The Wish shopping app offers a wide variety of low-cost products through a mobile platform. However, its 8-step checkout process requires users to create an account before completing a purchase. This research **examines whether the account authentication step causes user confusion and leads to drop-off behavior**, such as navigating backward instead of continuing with the checkout flow.

Methods

We conducted a moderated usability study with 8 participants recruited using a convenience sampling model. All participants were experienced online shoppers aged 18–55, frequent mobile users, and had no visual impairments. (See Appendix for Screener Results)

Participants were asked to complete a shopping task on a clickable prototype of the Wish checkout flow. They were instructed to interact naturally and complete the checkout process until reaching the payment screen. Errors and navigation behavior were recorded.





↑
Screen that was being monitored for errors

After the task, participants completed a Likert-scale usability questionnaire focused on the ease of account authentication. (See Appendix for all questions asked)

Insights:

Did users navigate backward on the account authentication screen due to confusion?

No. All 8 users completed the account authentication step without errors or backward navigation.

While no confusion was observed, satisfaction ratings suggest room for improvement:

- Average rating for the authentication step: **5.375 out of 7** (SD = 1.92).
- **4 of 8 users** did not rate the step a 7.

User Feedback

- What can be improved:
 - Missing Guest Checkout: 2 participants expected an **option to checkout as a guest**.
 - Too Many Steps (Screens): 1 participant noted that the flow felt slower compared to Amazon's one-click checkout.
- What Users liked:
 - 5 users described the experience as **straightforward** and **intuitive** despite minor frustrations with the clickable prototype.

Interpretation & Recommendation:

While users did not show confusion through behavior, satisfaction scores and feedback suggest opportunities to reduce friction. Introducing a guest checkout option and streamlining the number of steps could improve the user experience and increase conversion.

Analysis:

Ratings: 5, 7, 7, 7, 7, 2, 4, 4

Sample Size **(n) = 8**

Sample Mean = 5.375

Standard Deviation (s) = 1.922

Standard Error (SE) = $\frac{1.922}{\sqrt{8}} = 0.68$

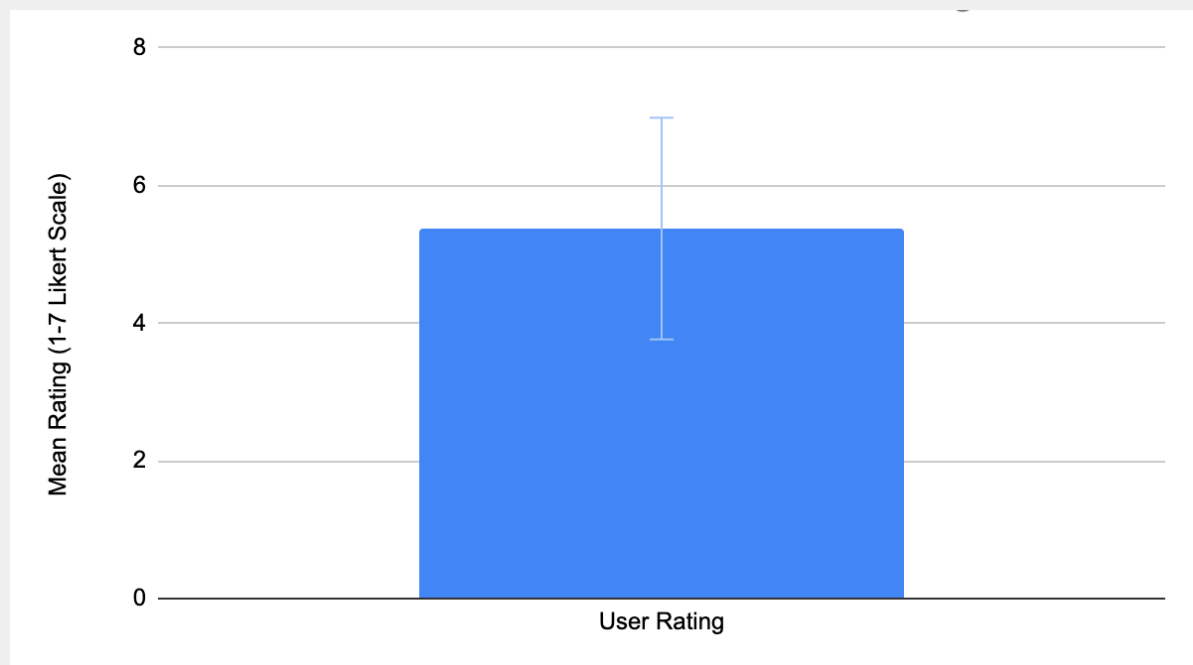
Degrees of Freedom (df) = 7

t-critical (95%) = 2.365 (from t-table)

Confidence Interval (CI) for mean = $\bar{x} \pm t^* \times SE = 5.375 \pm (2.365 \times 0.68) = 5.375 \pm 1.61$

- CI95% upper = 6.99
- CI95% lower = 3.77

For a 1–7 Likert scale, the neutral midpoint is: $\mu_0 = 4$



We can be 95% confident that the true average satisfaction rate is at least 3.77. However, the confidence interval includes 4, meaning the result is not statistically significant.

Next Steps for further study:

- **Increase Sample Size:** Recruit at least 30 participants to improve statistical validity.
- **Segment by User Profile:** Group users by mobile shopping frequency (e.g., daily vs. occasional users) to examine patterns.
- **Test Guest Checkout:** Develop an alternate prototype with a guest checkout option and compare satisfaction and completion rates.

- **A/B Test Shortened Flows:** Compare the existing 7-step flow to a redesigned 3–4 step checkout process.
 - **Use Additional Metrics:** Incorporate validated metrics such as the System Usability Scale (SUS) and Net Promoter Score (NPS) for broader benchmarking.
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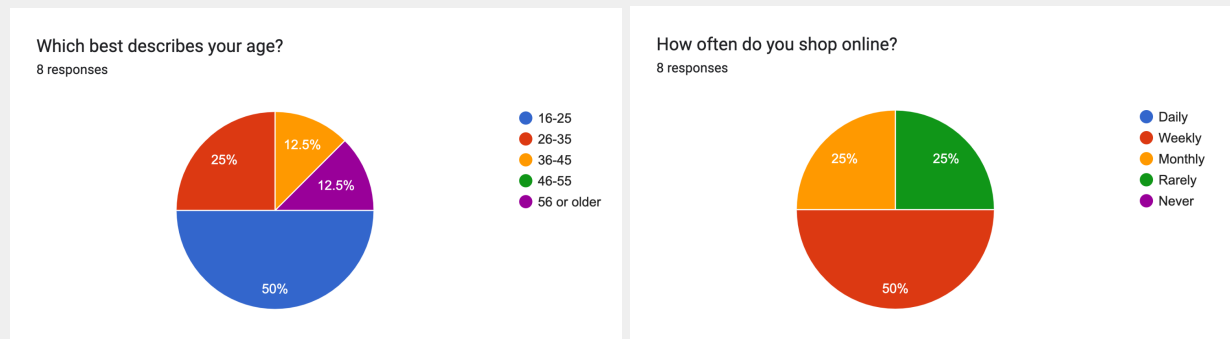
Appendix:

Prototype: [Live flow](#) of all 8 steps/screens

Raw Data: [Spreadsheet](#)

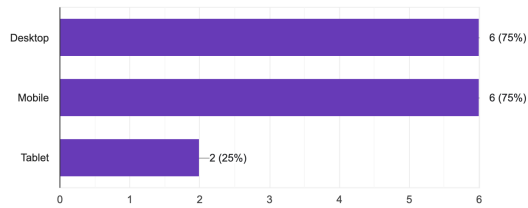
Analysis & Bar Graph: [Spreadsheet](#)

Pre-Task Questionnaire Results:



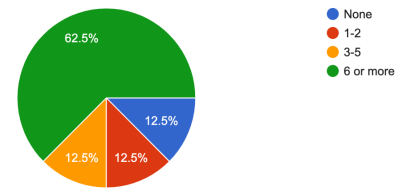
What device(s) do you typically use for online shopping? (Select all that apply)

8 responses



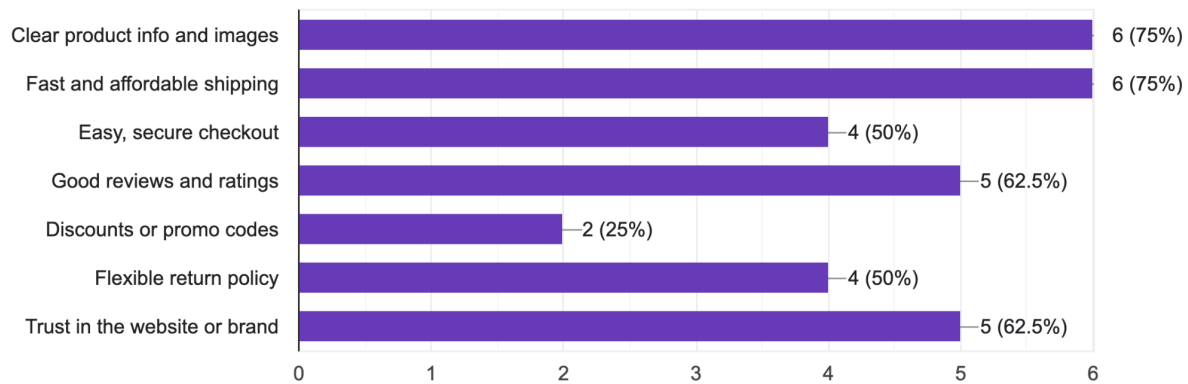
How many online purchases have you made in the last 3 months?

8 responses



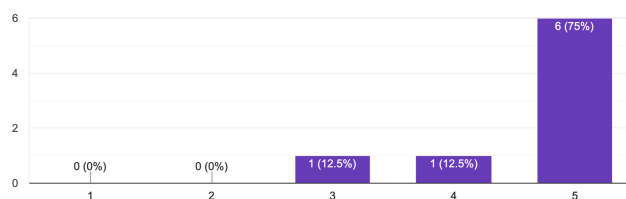
What factors do you consider most important when completing an online purchase?

8 responses



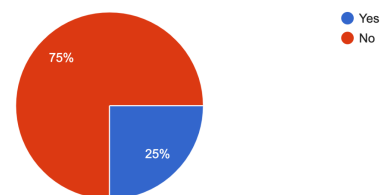
On a scale of 1 to 5, how confident are you in completing online purchases without help?

8 responses



Have you ever used the Wish Shopping app before?

8 responses



Post-Task Questionnaire:

1. How easy or difficult was it to complete the checkout process on the Wish app? (scale 1-7)
2. How easy or difficult was it to navigate the account authentication process? (scale 1-7)
3. How likely are you to recommend the Wish app to others based on your checkout experience? (1-10)
4. Is there anything about this experience that you would like to share?