

---

# SEARS HOLDINGS

---



## Checkout Competitive Analysis

---

Kristen Vonnahme and Elyse Sanchez

User Experience Architects

November 13, 2009

# Executive Summary

---

We reviewed the purchasing process for 11 competitors of Sears, Kmart and mygofer.  
This report outlines are findings, focusing on the following areas:

- Checkout Flows
- Cart Features
- Checkout Features
- Notable Site Features

**Sears/Kmart competitors reviewed:** Amazon, Best Buy, Walmart, Home Depot, Target, Macy's, Nordstrom, GAP brands, Zappos

**Gofer competitors reviewed:** Peapod, Alice

---

SEARS HOLDINGS

---

November 16, 2009



# Checkout Flows

---

Of the 11 competitors reviewed:

- 8 had a separate review order page before placing the order
- Best Buy and Macy's had the same checkout flow as Sears.com/Kmart.com
- For the shipping flow of Sears & Kmart competitors, the number of required checkout pages (including confirmation) ranged from 4 to 6 with an average of 5. This is based on a unregistered customer's checkout process. Sears & Kmart have a 6 step process.

SEARS HOLDINGS

November 16, 2009



# Checkout Flows - Sears, Kmart & competitors

Site	Sears.com/Kmart.com	Amazon.com	Best Buy	Walmart	Home Depot
Total number of steps/screens in progress bar	4: Sign In; Shipping; Billing; Review; Confirmation;	4: Sign In; Shipping & Payment; Gift Wrap; Place Order	5: "Your Info" (Billing and contact info) [Additional page for Shipping address if different]; Delivery Info ; Payment; Review & Submit: Order Complete	5: Welcome (login); Ship; Gift; Pay; Confirm	5: Sign in; Shipping Addresses; Shipping Method; Payment and Order Summary; Order Confirmation
actual # of steps	6	4	6	5	5
	Sign In	Sign In	Sign In	Sign In	Sign In
	Shipping Address	Shipping Address	Shipping Address	Shipping Address	Shipping Address
	Shipping Options	Shipping Options	Shipping Options	Gift Wrap (optional)	Shipping Options
	Payment	Payment	Payment	Payment	Payment and Review
	Review	Review	Review	Review	Confirmation
	Confirmation	Confirmation	Confirmation	Confirmation	

Site	Target	Nordstrom	Gap/ON/BR/P/A	Macy's	Zappos
Total number of steps/screens in progress bar	7: Sign in; Address; Items; Wrap; Ship [Additional page for Shipping address if multiple]; Pay; Place Order	3: Sign-in; addresses; payment and order review	5: Sign in; Shipping; Gift Options (popup allows user to bypass Gift Options step); Payment & Promotions; Place Order	5: Sign In; Shipping Address; Shipping Options; Billing; Review	3: Sign In; Billing Address (new user only); Checkout (Shipping/Payment/Addresses)
actual steps	5	4	5	6	4
	Sign In	Sign In	Sign In	Sign In	Sign In
	Shipping Address	Addresses	Shipping	Shipping Address	Billing Address
	Items (optional)	Payment and Review	Gift Wrap (optional)	Shipping Options	Shipping Options/Payment/Address
	Gift Wrap (optional)	Confirmation	Payment	Payment	Confirmation
	Payment		Review	Review	
	Review		Confirmation	Confirmation	
	Confirmation				

SEARS HOLDINGS



# Checkout Flows – Gofer and competitors

Site	MyGofer.com Pickup	MyGofer.com Delivery	Peapod	Peapod	Alice
Total number of steps/screens in progress bar	5: Cart; Store Pickup; Billing; Review; Confirmation;	5: Cart; Delivery; Billing; Review; Confirmation; *User is already signed in	1st time user: 6 Account Set Up; Address; Billing Info; Complete Registration; Confirm Info; Place Order	Return user: 2 Delivery Times; Review & Place Order; *User is already signed in	4: Cart; Shipping/Billing; Summary; Confirmation *User is already signed in
actual # of steps	6	4	7	3	3
	Sign In	Delivery	Delivery Times	Delivery Times	Addresses/Payment
	Store Pickup	Payment	Account Set Up	Review	Review
	Payment	Review	Addresses	Confirmation	Confirmation
	Review	Confirmation	Payment		
	Confirmation		Complete Registration		
			Review		
			Place Order		

SEARS HOLDINGS



# Cart & Checkout Features

---

Of the 11 competitors reviewed:

- 5 sites had some form of a Smart Cart
  - On most sites this cart layer only comes up when you add an item, on others it is always accessible from the global navigation
  - Banana Republic and other GAP brands include a “Complete the Look” recommendation to create an outfit that goes with the item just added to your cart
- 4 sites had a different flow for shipping to multiple addresses
  - This was usually accessed from the shipping page, On Amazon it is available on the Review Order page
- 7 sites had either Save for Later or Save to List functionality from the cart
  - Amazon was the only competitor that had both
- 8 sites retained previously entered info if the user left the checkout flow and then began the checkout process again

SEARS HOLDINGS



# Competitive Analysis – Cart Features

Feature	Sears	Amazon	Gap Brands	Best Buy	Walmart	Macy's	Target	Zappos	Home Depot	Nordstrom	mygofer	Peapod	Alice
"Smart cart" – either on add to cart only or accessible from global navigation	X	X	✓ <small>add to cart only</small>	X	✓ <small>accessible from top navigation</small>	✓ <small>add to cart only</small>	✓ <small>add to cart only</small>	X	X	✓ <small>add to cart only</small>	✓	X <small>persistent cart/right column</small>	X
Cart includes a clickable image of item	✓	X	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ability to change quantities from cart	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ability to change colors from cart	X	X	✓	X	X	X	X	X	X	✓	X	X	X
"Save for Later" in cart	X	✓	✓	X	✓	X	✓	X	X	✓	X	X	X
"Add to List" in cart	X	✓	X	✓	X	X	X	X	X	X	X	✓	X
Universal cart	✓	✓	✓	X	✓	X	X	X	X	X	X	X	X

✓ = Yes    X = No

SEARS HOLDINGS



# Competitive Analysis – Checkout Features

Feature	Sears	Amazon	Gap Brands	Best Buy	Walmart	Macy's	Target	Zappos	Home Depot	Nordstrom	mygofer	Peapod	Alice
Checkout is "enclosed," no distractions, linkbacks	✓	✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓	✗
Guest checkout available	✓	✗	✓	✓	✗	✓	✗	✗	✓	✓	MG1 only ✓	✗	✗
Step/progress indicator	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
Retain previously entered information	✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✗	✓	✓
Clear messaging on security, delivery, payment options	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✗	✗
CS contact info available	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓
Accommodates outside merchants	✓	✓	✗	✗	✓	✗	✗	✗	✗	✗	✓	✗	✗
Express checkout	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✓	✗
Universal checkout	✗	✓	✓		✓						with merchants ✓		
				N/A		N/A	N/A	N/A	N/A	N/A		N/A	N/A

✓ = Yes   ✗ = No

SEARS HOLDINGS



# Competitive Analysis – Checkout Features (cont.)

Feature	Sears	Amazon	Gap/ON/BR/P/A	Best Buy	Walmart	Macy's	Target	Zappos	Home Depot	Nordstrom	mygofer	Peapod	Alice
<b>Arrival methods</b>	Shipping Delivery SPU	Shipping	Shipping	Shipping SPU Delivery	Shipping SPU	Shipping	Shipping	Shipping	Shipping Delivery	Shipping SPU	Shipping SPU Delivery	Delivery	Shipping
<b>Shipping &amp; tax costs presented early in flow</b>	Shipping cost on cart, Tax on payment page	On Place Order page [shipping address appears earlier in flow]	Shipping cost on cart page; total shipping and product on Sign In page; total, including tax on payment page	Shipping on cart, ZIP code entry on cart to estimate sales tax	Est. shipping costs on cart page	On Shipping Address page (before shipping address is even entered)	Total with tax/shipping on payment page, breakdown of costs on Review	Free shipping, sales tax only in 4 states (not shown until confirmation)	Est. shipping on cart, Est. tax on Shipping Method page	Est. Shipping on cart, Tax on payment page	Yes	Yes, on cart	Yes on cart
<b>Total cost before payment request</b>	Occurs in same step	Yes	Occurs in same step	Yes	Yes	Yes	Occurs in same step	No if sales tax applies, otherwise cart has total	Yes but Sales tax is "estimated" on payment page	Yes	Yes	Yes	Yes
<b>Payment types accepted</b>	Store cards (Sears card, Sears MC, Sears Commercial One); Major CCs; eBillMe; PayPal; Gift Card	Store card (Amazon Visa), Major CCs, check NOTE: does not accept PayPal	Store cards (Gap, BR, and ON-- both Visa and store cards); Major CCs	Store cards (store card and Best Buy Visa); Major CC's; PayPal	Store cards (Walmart store card, Walmart Discover); Major CCs; PayPal; Billme Later	Store cards (13 different stores); Major CCs; Debit Card	Store card (Target Visa, Target Business card, Target card); Major CCs; eGiftCard; GiftCard	Store card (Zappos Visa); Major CCs; Paypal; Bill Me Later	Store cards (Home Depot Consumer Card; Home Depot Commercial); Major CCs; Gift Card	Store Cards (Nordstrom Credit Card, Nordstrom Visa); Major CCs;	Store cards (Sears card, Sears MC, Sears Commercial One); Major CCs; PayPal; Gift Card	Major CCs; Direct check (checking acct)	Major CCs
<b>Order Summary throughout checkout</b>	Yes, right column	No	Yes, on right half of screen	No	No	Yes, no items includes subtotal, shipping, tax and total	No	No	No	No	Yes	No	No

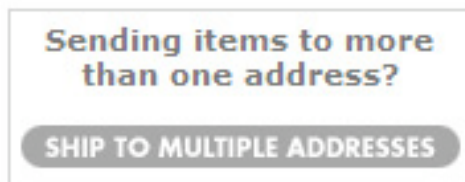
SEARS HOLDINGS



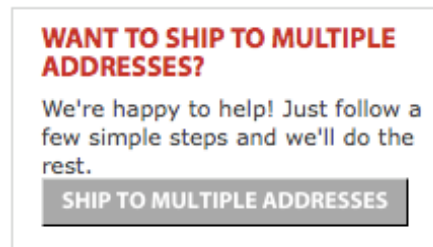
# Multiple Shipping Addresses

- Several sites had a link to an alternate page to ship to multiple addresses

## Target – Address page



## Macy's – Address page



## Amazon – Review order page



## Nordstrom – Address page

shipping to more than one address?  Yes  No

## Nordstrom – Payment & Review page (tabs)



SEARS HOLDINGS



# Target – Items page

ITEMS [Need help with checkout?](#)

Shipping to:  
Kristen Sienkiewicz  
25 S. Alfred Ave.  
Elgin, IL 60123  
United States  
[CHANGE](#) [CONTINUE](#)

Type	Item/Price	Quantity
	- Black Original Belly Bandit - S \$45.99 - <a href="#">DELETE</a>	1
	C9 by Champion Quicksilver Lite Tech Tee - M \$9.99 - more colors available <a href="#">DELETE</a>	1

- Target has an Items page that allows you to edit items (remove and change quantities) without leaving the checkout flow
- This step is only accessed from the review page, even though it appears earlier in the progress bar
- This page also has another variation with Shipping Addresses for each item if you select “Ship To Multiple Addresses” on the Address page

## Multiple Addresses

Type/Item/Price	Qty.	Send to:
- Black Original Belly Bandit - S \$45.99 - <a href="#">DELETE</a>	1	Kristen Sienkiewicz, 25 S. Alfred Ave., Elgin, <input type="text"/>

SEARS HOLDINGS



# Nordstrom - Cart edit items

The screenshot shows the Nordstrom website's shopping cart interface. At the top, the Nordstrom logo is displayed, along with navigation links for various product categories. Below the navigation is a search bar and a 'Go' button. The main heading is 'Shopping Bag', with a 'PROCEED TO CHECKOUT' button and a 'CONTINUE SHOPPING' button. A list of items to order is shown, with a red box highlighting the edit interface for 'Hunter 'Fleece Welly' Socks'. The edit interface includes a product image, a 'SEE COLORS & VIEWS' button, and dropdown menus for 'Size' (set to 'Large') and 'Color' (set to 'Cream'). There are 'Cancel' and 'Save' buttons at the bottom of the edit interface. Below the edit interface, a summary table shows the item details.

	qty	price	total
Hunter 'Fleece Welly' Socks   #234092	1	\$30.00	\$30.00

edit		Size: Medium	1	\$30.00	\$30.00
remove		Color: Charcoal			
save for		Gift Services: make it a gift			


- Nordstrom had the most product information accessible on the cart page
- This layer is accessed by choosing edit next to the product image on the cart
- Users can change size and color, quantities, or view additional images without leaving the page

SEARS HOLDINGS



# Nordstrom - Cart store pickup

[edit](#)  
[remove](#)  
[save for later](#)



SEE COLORS & VIEWS

**Size:** Medium      1      \$30.00      \$30.00  
**Color:** Charcoal  
**Gift Services:** [make it a gift](#)  
**Delivery:** Usually arrives in 3-6 business days.

Hunter 'Original Tall' Rain Boot (Women)   #198321		qty	price	total
<a href="#">edit</a> <a href="#">remove</a> <a href="#">save for later</a>	 <p>SEE COLORS &amp; VIEWS</p>	1	\$115.00	\$115.00

**Size & Width:** 7 M  
**Color:** Green  
**Gift Services:** Available upon pick up.

**Picking up in Store:** Your selected store is **Old Orchard Center**. You will receive an e-mail confirmation when your item is ready for pick-up. Items are typically available within one hour of placing your online order if purchasing during regular business hours.

[change store](#) | [ship it instead](#)

**Only \$25.00 to go**  
**free standard shipping**  
 on orders over \$200.

**Subtotal: \$175.00**  
**Estimated Shipping: \$8.00**  
 Choose method in Checkout.  
**Estimated Total: \$183.00**  
 Tax calculated in Checkout.

**PROCEED TO CHECKOUT**

saved for later

There are no items Saved for Later.

Signing in or creating an account allows you to keep items here as long as you'd like. If you already have an account and you don't see your saved items, please [sign in](#).

SEE COLORS ▶

UGG®  
 Australia  
 'Classic Short'  
 Boot (Women)  
**\$139.95**

SHIP OR PICK UP



SEE COLORS ▶

UGG®  
 Australia  
 'Classic Tall'  
 Boot (Women)  
**\$179.95**

SHIP OR PICK UP



SEE COLORS ▶

UGG®  
 Australia  
 'Cardy' Classic  
 Knit Boot  
**\$139.95**

- Nordstrom makes switching between store pickup and shipping possible on the cart with a clean treatment
- This design makes other arrival methods available without devoting an entire column to it. If no other options are available these links are not visible.

SEARS HOLDINGS



# Nordstrom - Preview Order

your payment:

Enter a Promotion Code    
Only one Promotion Code may be used per order.

Pay with a Gift Card or Nordstrom Note™

Pay with a Credit Card

**Bill to:**  
Kristen L. Sienklewicz  
25 S. Alfred Ave  
Elgin, IL 60123  
United States  
(847) 286-1413  
[edit](#)  
Your billing address must match the address on your credit card statement or your credit card may be declined.

Card Type:    
**Please select your Credit Card Type**

Card #:   
**Please provide your Credit Card Number**

order summary:

<b>Merchandise:</b>	<b>\$145.00</b>
Shipping Charges:	\$8.00
Sales Tax: (Estimated)	\$11.86
<b>Order Total:</b>	<b>\$164.86</b>

Send order correspondence e-mail to: [spittingtreefish@yahoo.com](mailto:spittingtreefish@yahoo.com)

Once you submit your order, it cannot be modified.

- Nordstrom had a unique “Preview Order” button above the Submit Order button
- This allows you to see an order summary without adding and additional step in the flow

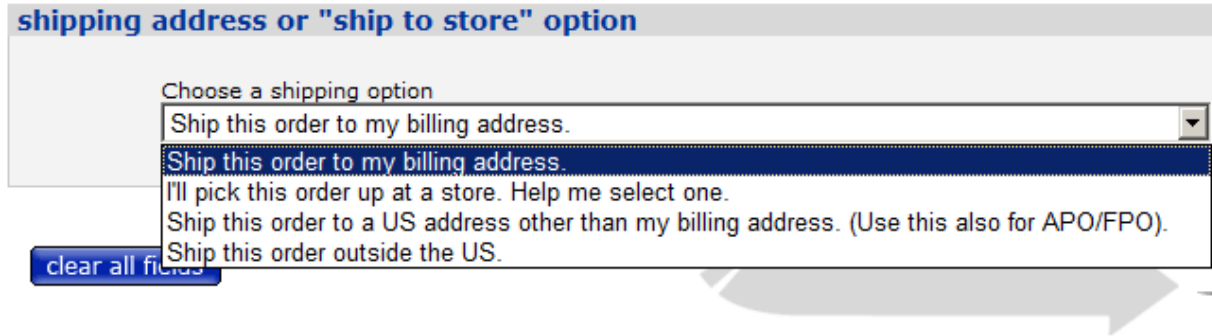
SEARS HOLDINGS

November 16, 2009



# JCPenney-Shipping Address Options

---



- Billing and shipping address options appear on the same screen.
- A drop down menu gives customers a variety of options, including SPU

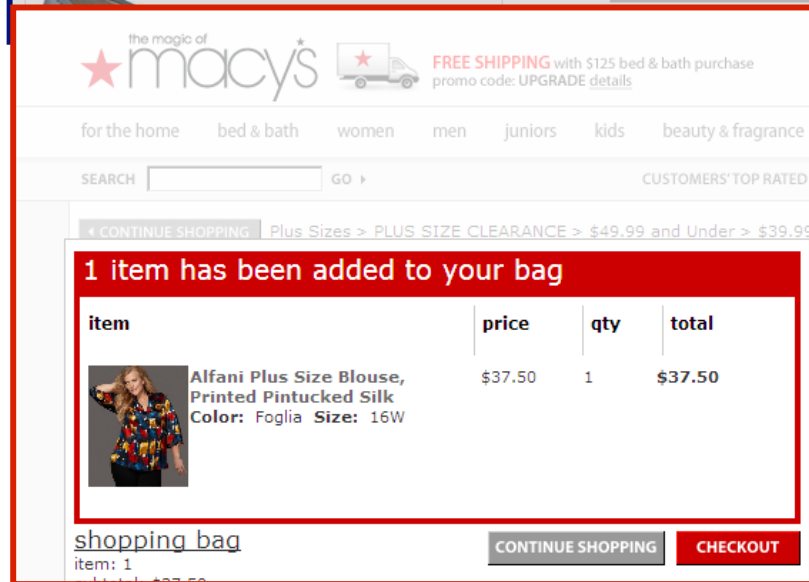
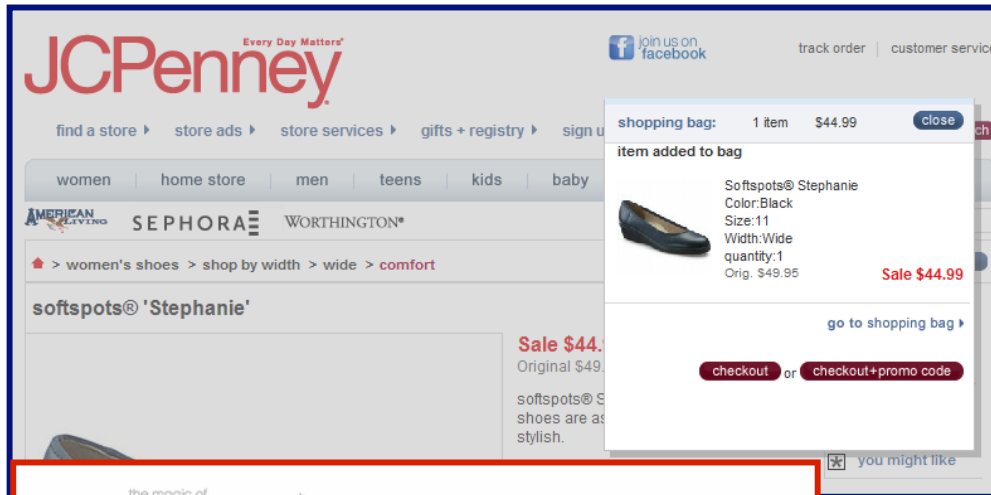
SEARS HOLDINGS

November 16, 2009



15

# JCPenney and Macy's- Smart Cart

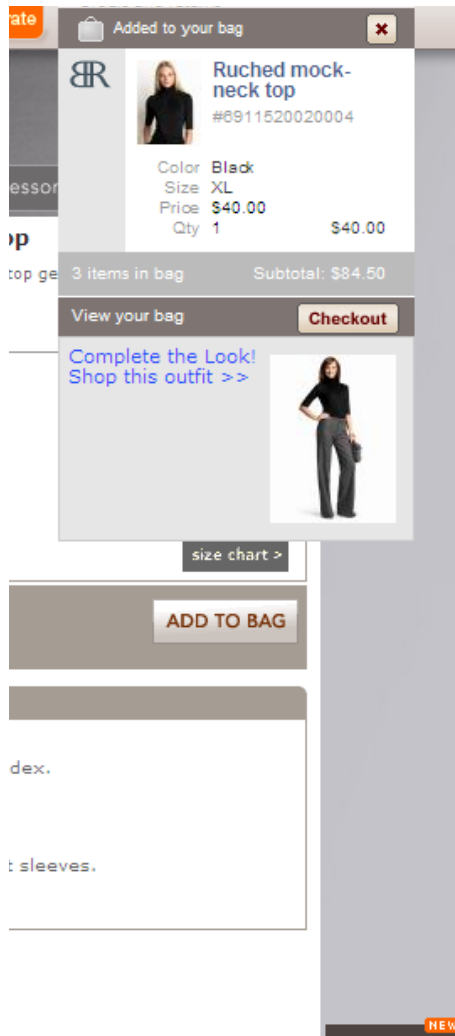


- Two examples of a persistent “smart cart” that displays on the product page, eliminating a trip to and from the cart
- Customers have access to the status of their cart at any point in the shopping process and do not need to be taken to the cart page and “lose their place” in the experience

SEARS HOLDINGS



# Banana Republic—Complete the Look



- Participants in recent usability studies have expressed a strong liking for tools to help them put an outfit together.
- Banana Republic elegantly incorporates this feature into the smart cart

SEARS HOLDINGS

November 16, 2009



17

# Best Buy—Shipping and Estimated Tax in Cart

My Account | Order Status | Customer Service | Español Welcome. Please create an account or Sign in.

**BEST BUY** Weekly Ad Store Locator Outlet Center Services Gifts cart 1 items

TV & VIDEO AUDIO CAR & GPS CAMERAS & CAMCORDERS COMPUTERS MOBILE PHONES & OFFICE MUSIC, MOVIES & BOOKS VIDEO GAMES & GADGETS HOME & APPLIANCES

Search All Categories Keyword or Item # GO Credit Cards Reward Zone®

### Your Cart

Qty.	Product Description	DELIVERY OPTIONS	Price	Total
1	Ferris Bueller's Day Off - DVD	<input checked="" type="radio"/> Ship <input type="radio"/> Pick Up Select store <input type="checkbox"/> E-mail gift message	\$6.99	\$6.99

**checkout**

Shipping: Usually leaves our warehouse in 1 business day  
Store Pickup: Available at most stores

Product Total: \$6.99  
Shipping: \$2.49

Shipping Help Standard (est \$2.49) Estimate Sales Tax: --

Enter delivery ZIP code to calculate tax. Tax?  **GO**

**Subtotal: \$9.48**

Get it Faster  
[Pick up in store](#)  
Safe and Secure  
[See Privacy Policy](#)  
Online Returns  
[By mail or in store](#)

Need help with your order? [click to talk](#)

no interest for 18 months storewide  
all brands, all services, all purchases \$499 and up. [Learn more](#)

Not ready to check out?  
[Create an account](#) to save items in your cart for later.

continue shopping **checkout**

- Best practices recommend displaying the total price of an item, including tax and shipping, early in the process.
- Best Buy enables customers to calculate their estimated tax and shipping options on the cart page

SEARS HOLDINGS



# Home Depot – Move old appliance option

More saving. More doing. DEALS

Appliances Bath Building Materials Décor Doors & Windows Electrical Flooring Kitchen Lighting & Fans Outdoors Paint Storage Tools & Hardware

Enter Keyword or SKU  Gift Cards Gifts Savings Know-How Pro Credit Home Services Weekly Ad Store Finder Help

You are here: [Home](#) > Appliance Parts Services

Select Parts and Services Our Secure Shopping Commitment Print Page

Need Help? See our [FAQs](#) or call: 1(800)455-3869

Please select your parts & services for your:  
 LG Electronics 30 In. Freestanding Gas Range  
 Delivery ZIP Code: 60123 [\(edit\)](#)

1 REQUIRED PARTS & SERVICES 2 EXTENDED SERVICE PLAN 3 OPTIONAL PARTS & SERVICES

3. Select Optional Parts & Services			
Description	Unit Price	Qty	Check to Add/ UnCheck to Remove
M901-HAUL AWAY YOUR OLD APPLIANCE 174602	\$0.00	1	<input type="checkbox"/> <a href="#">Add To Cart</a>
M907-MOVE OLD APPLIANCE TO NEW FLOOR 853290	\$15.99	1	<input checked="" type="checkbox"/> <a href="#">Added!</a>
M920 GAS RANGE INSTALL 740688	\$19.99	1	<input type="checkbox"/> <a href="#">Add To Cart</a>

Previous Step: Select Extended Service Plan **Next Step:** Clicking "Confirm Selections" confirms your acceptance of these Terms and Conditions. [Please read.](#)

Appliance Totals	
Appliance	\$1,499.00
Required Parts	\$19.99
Extended Service Plan	\$69.95
Optional Selections	\$15.99
*Delivery Charge	\$0
<b>Subtotal</b>	<b>\$1604.93</b>

These options can only be purchased with an appliance order.

Free Delivery & Haul Away. No Rebate. No Coupon. No Hassle.

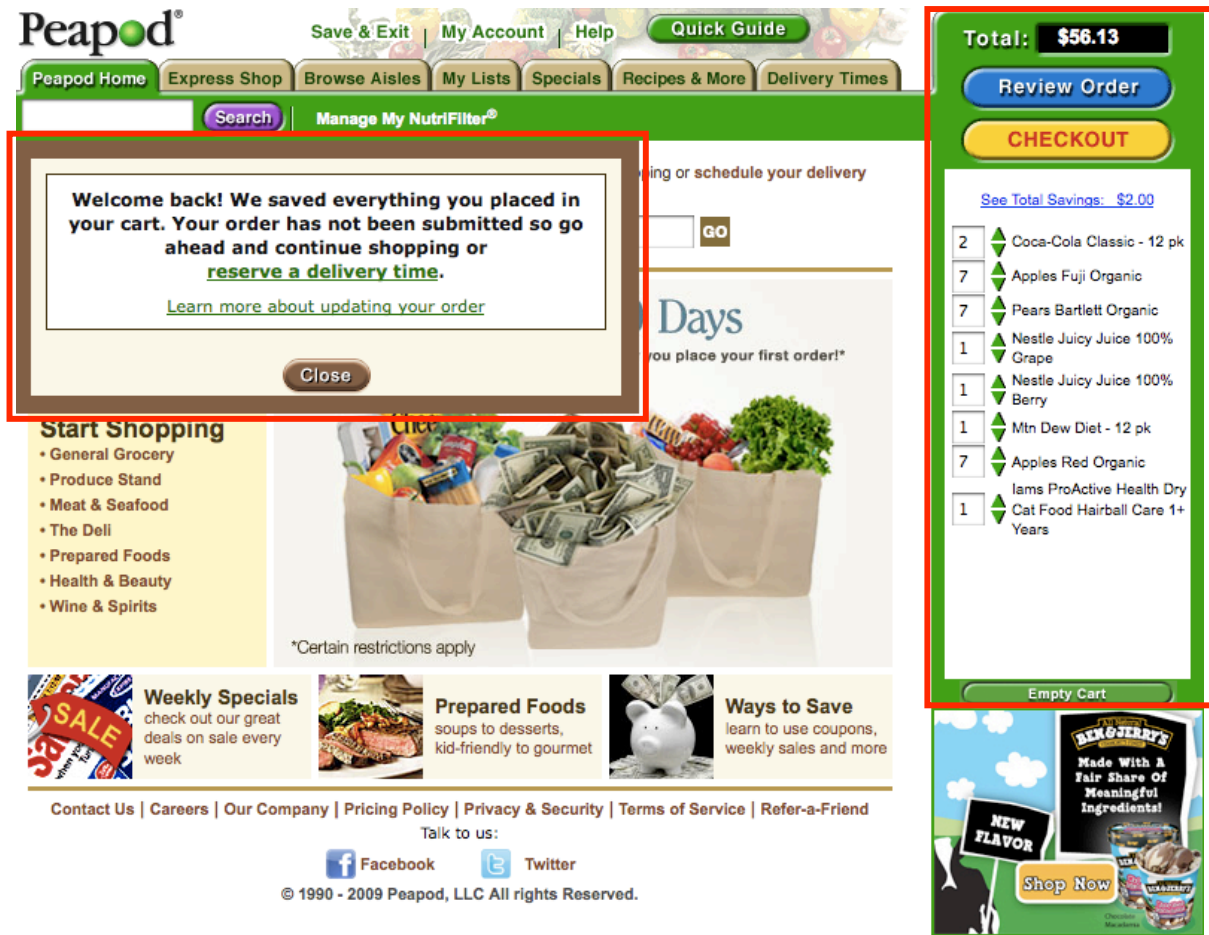
[\\*Read about delivery & installation](#)

- Home Depot offers the options of having an old appliance removed or moved
- Options are broken up into 3 quick steps

SEARS HOLDINGS



# Peapod – Welcome back message & cart column



- Peapod messages users to let them know their items are still in the cart when they return to the site
- While browsing the site the shopping cart is always visible in the right column

SEARS HOLDINGS



# Recommendations

---

- Add a smart cart feature and keep users in the shopping flow when adding products to cart
- Explore alternate ways to allow users to switch between shipping and SPU on the cart
- Since our checkout shipping flow is longer than the average competitor, consider combining shipping and billing pages to shorten the flow
- Consider removing Order Summary column from all checkout pages (based on A/B test results)
- Provide an alternate flow to ship to multiple addresses but keep the primary shipping page defaulted to ship to one address

## Next Steps:

- Additional competitive analysis on store pickup and home delivery

SEARS HOLDINGS

November 16, 2009



21