

# DECATHLON

## Evidence - Quantitative Analysis Findings

The delivery step page on Decathlon checkout funnel is not performing as expected. Not enough people go to the payment step (**about 10% less than our benchmark**).

On desktop, 80.2% of sessions which viewed the delivery page included a click on at least one delivery option, whereas 59.1% of sessions include a click on the 'Go To Payment' button. If we assume that all of the users who clicked on the payment button are users who selected an option, then this means that the completion rate is  $59.1/80.2 = 73.7\%$ .

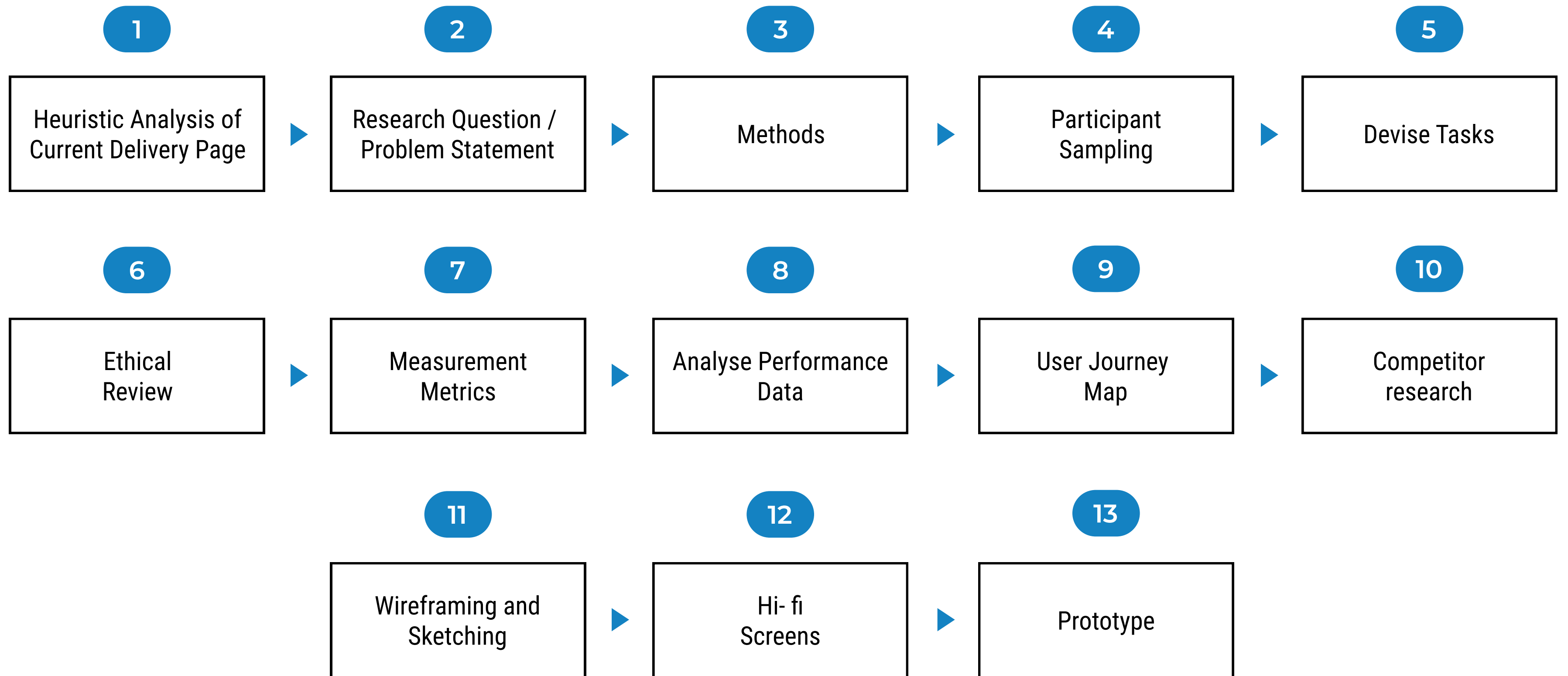
**Therefore the dropout rate was 26.3%**. (highest in the class)

On mobile, 84.7% of sessions which viewed the delivery page included a click on at least one delivery option, whereas 66.2% of sessions include a click on the 'Go To Payment' button. If we assume that all of the users who clicked on the payment button are users who selected an option, then this means that the completion rate is  $66.2/84.7 = 88.2\%$ .

**Therefore the dropout rate was 11.8%**.

**Stakeholder's Request:** To find out usability issues on the delivery step and recommend solutions to improve conversion rate.

# Research Plan



# Heuristic Analysis of the Current Delivery Page

The screenshot shows the Decathlon delivery page. At the top, there's a navigation bar with 'CONTINUE SHOPPING', the Decathlon logo, and user account information. Below that, a progress indicator shows '1. BASKET > 2. DELIVERY > 3. PAYMENT', with '2. DELIVERY' highlighted and a red location pin icon above it. The main content area is titled 'Sold and shipped by DECATHLON' and lists three delivery options:

Delivery Option	Estimated Delivery Date	Price
HOME DELIVERY	21/09/2021	£2.99
CLICK & COLLECT AT DECATHLON	21/09/2021	FREE
COLLECT AT ASDA	21/09/2021	£2.49

On the right, the 'ORDER SUMMARY' section lists the items: 'KIDS size: 14 Years' (1 x £12.99), '100% COTTON FITNESS T-SHIRT - PINK' (1 x £1.99), and 'MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID' (size: UK 6.5 - EU 40). The subtotal is £134.97, and the order total including VAT is £134.97. A 'GO TO PAYMENT' button is visible at the bottom of the summary. Payment methods like PayPal, Klarna, Mastercard, and Visa are also shown.

## Visibility of system status

The design fails to keep users informed about what is going on, through **appropriate feedback**.

Users don't know what step they are at currently.

## Inconsistent and defies Jakob's Law

The design fails to maintain consistency with respect to its competitors which **increases the cognitive load** by forcing them to learn something new.

## Irrelevant Information

It's irrelevant to show the delivery price here as it is not the same for all the other delivery speed options.

This price is only for the standard delivery which is the least out of all delivery speed options.

# Heuristic Analysis of the Current Delivery Page

The screenshot shows the Decathlon delivery page. At the top, there's a navigation bar with 'CONTINUE SHOPPING', the Decathlon logo, and user account information. Below that, a progress indicator shows '1. BASKET > 2. DELIVERY > 3. PAYMENT'. The main content area is divided into three sections for delivery methods: 'HOME DELIVERY', 'CLICK & COLLECT AT DECATHLON', and 'COLLECT AT ASDA'. The 'HOME DELIVERY' section has a message 'You have no address in your address book yet' and an 'ADD AN ADDRESS' button. The 'CLICK & COLLECT AT DECATHLON' section lists four store locations with radio buttons and estimated delivery dates. The 'COLLECT AT ASDA' section has a search bar for city, town, or postcode. On the right, an 'ORDER SUMMARY' box shows the items in the cart, subtotal, and order total. At the bottom right, there's a 'GO TO PAYMENT' button and payment method icons.

## Violates Hick's Law

The time it takes to make a decision or time complete a task increases as the number of options or actions increases.

The design fails to follow the hick's law as the user has access to all the 3 delivery methods at the same time. Whereas, it should just be one at a time (using radio button, or dropdown menu or tabs)

# Heuristic Analysis of the Current Delivery Page

## Irrelevant Information

Having an address reference field is not essential. But if we wish to keep it, it shouldn't be a required field.

Any extra piece of information diminishes the relative visibility of other relevant information.

## Non flexible and Non efficient

Finding an address is a tough task here.

Whereas a feature to find address can be incorporated here, where users just need to type in their postcode and addresses are suggested.

## Poor Error Prevention

The error can be prevented from occurring in the first place by providing relevant feedback while user tries to enter the phone number with the country code. This can help user diagnose and recover from errors.

< [CONTINUE SHOPPING](#)

**DECATHLON** CO.UK

CONTACT US SAMIR IIITD 100% SECURE

1. BASKET > 2. DELIVERY > 3. PAYMENT

Sold and shipped by **DECATHLON**

### HOME DELIVERY

You have no address in your address book yet

[BACK](#)

#### ADD A NEW ADDRESS

ADDRESS REFERENCE (EG: MUM'S ADDRESS) \*:

Workplace

My default address  I want this address to be my billing address

FIRST NAME \*:  
Samir

LAST NAME \*:  
Samir

COUNTRY \*:  
UNITED KINGDOM

HOUSE NAME | NUMBER \*:  
3

STREET NAME \*:  
Exning Road

POSTCODE (E.G. SE16 2XU, THE SPACE IS MANDATORY) \*:  
E164NB

Invalid format

CITY \*:  
LONDON

PHONE NUMBER \*:  
+44 7424257380

Invalid format

[SAVE CHANGES](#)

### CLICK & COLLECT AT DECATHLON

<input type="radio"/> GREENWICH London	ESTIMATED DELIVERY DATE 21/09/2021 - Free
<input type="radio"/> ABERDEEN Aberdeen	ESTIMATED DELIVERY DATE 22/09/2021 - Free
<input type="radio"/> BOLTON Bolton	ESTIMATED DELIVERY DATE 21/09/2021 - Free
<input type="radio"/> BRAEHEAD Renfrew	ESTIMATED DELIVERY DATE 23/09/2021 - Free

[MORE STORES](#)

### COLLECT AT ASDA

Enter a city, town or postcode

### ORDER SUMMARY

Sold and shipped by **Decathlon**

KIDS size: 14 Years 1 x £12.99	£12.99
100% COTTON FITNESS T-SHIRT - PINK colour: Desert rose - size: S 1 x £1.99	£1.99
MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID size: UK 6.5 - EU 40	

Subtotal £134.97

**ORDER TOTAL** £134.97  
VAT included £20.33

[GO TO PAYMENT](#)

Payment methods:



# Heuristic Analysis of the Current Delivery Page

## No User Control and Freedom

The Home Delivery section does not provide freedom to the users to edit their address after saving it.

Though the users can edit the address once they have chosen the speed of delivery.

## Defies Visibility of System Status

After adding their address, users see different speeds of delivery options without being informed about what they actually are.

The screenshot shows the Decathlon website's delivery page. At the top, there is a navigation bar with a 'CONTINUE SHOPPING' link, the Decathlon logo, and user account information for 'SAMIR HTD'. Below the navigation bar, the page is divided into three sections: '1. BASKET', '2. DELIVERY', and '3. PAYMENT'. The 'DELIVERY' section is active and shows a dropdown menu for 'Sold and shipped by DECATHLON'. The delivery options are as follows:

Delivery Option	Estimated Delivery Date	Price
HOME DELIVERY		
STANDARD DELIVERY	ESTIMATED DELIVERY DATE 22/09/2021	£2.99
TRACKED DELIVERY	ESTIMATED DELIVERY DATE 21/09/2021	£4.99
SUNDAY DELIVERY	ESTIMATED DELIVERY DATE 26/09/2021	£7.99
SATURDAY DELIVERY	ESTIMATED DELIVERY DATE 25/09/2021	£7.99
CLICK & COLLECT AT DECATHLON	ESTIMATED DELIVERY DATE 21/09/2021	FREE
COLLECT AT ASDA	ESTIMATED DELIVERY DATE 21/09/2021	£2.49

Below the delivery options, there is an 'ORDER SUMMARY' section. It lists the items in the order: 'GM PREMIER CRICKET SHIRT KIDS size: 14 Years' (1 x £12.99), '100% COTTON FITNESS T-SHIRT - PINK colour: Desert rose - size: S' (1 x £1.99), and 'MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID'. The subtotal is £134.97, and the order total is £134.97, including VAT. A 'GO TO PAYMENT' button is visible at the bottom of the order summary. At the very bottom of the page, there are logos for various payment methods: PayPal, Klarna, Mastercard, American Express, and Visa.

# Heuristic Analysis of the Current Delivery Page

The screenshot shows the Decathlon checkout process, specifically the delivery selection stage. The page is titled "1. BASKET > 2. DELIVERY > 3. PAYMENT". The Decathlon logo is at the top, along with "CONTACT US", "SAMIR IHTD", and "100% SECURE". The main content area is divided into three sections: "HOME DELIVERY", "CLICK & COLLECT AT DECATHLON", and "COLLECT AT ASDA". The "HOME DELIVERY" section is currently selected and shows a "STANDARD DELIVERY" option with an estimated delivery date of 22/09/2021 for £2.99. Below this, a "Workplace" address is listed as the preferred address, with an "Edit" link and a "CHOOSE ANOTHER ADDRESS" button. Other delivery options include "TRACKED DELIVERY" (£4.99), "SUNDAY DELIVERY" (£7.99), and "SATURDAY DELIVERY" (£7.99). The "CLICK & COLLECT AT DECATHLON" option is free with an estimated delivery date of 21/09/2021. The "COLLECT AT ASDA" option costs £2.49 with an estimated delivery date of 21/09/2021. On the right side, an "ORDER SUMMARY" box lists the items: "GM PREMIER CRICKET SHIRT KIDS" (£12.99), "100% COTTON FITNESS T-SHIRT - PINK" (£1.99), and "MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID". The subtotal is £134.97, shipping fees are £2.99, and the order total is £137.96 (including VAT of £20.83). A "GO TO PAYMENT" button is at the bottom of the summary, along with logos for PayPal, Klarna, Mastercard, American Express, and Visa.

## Poor Visibility and Unaesthetic

The Edit link has poor visibility with respect to the other elements. User needs freedom to edit their address at any time, therefore we should minimize the user's memory load by making it more visible and prominent.

Use of a CTA with an icon can improve the experience.

## Poor User Control and Freedom

Users don't have a choice or freedom to uncheck the selected preferred address once selected.

## Irrelevant CTA

This CTA isn't required here as there's a lot of white space available on the right which could have been used to put other addresses as well with radio buttons for the users to pick one out of all.

And underneath that there could be a "add new address" CTA.



# Heuristic Analysis of the Current Delivery Page

## Inconsistent and Unaesthetic

This section fails to maintain consistency with users expectations which may increase user's cognitive load.

Users would have to wonder what this section is for until they open it or it might go unnoticed sometimes.

The heading used is irrelevant as it does not match what the dropdown consists of.

It is actually the basket.

The screenshot shows the Decathlon website's delivery page. At the top, there is a navigation bar with a 'CONTINUE SHOPPING' link, the Decathlon logo, and user account information (CONTACT US, SAMIR IIITD, 100% SECURE). Below the navigation bar, a progress indicator shows '1. BASKET > 2. DELIVERY > 3. PAYMENT'. The main content area is divided into two columns. The left column displays a list of items under the heading 'Sold and shipped by DECATHLON'. The items are: GM Premier Cricket Shirt Kids (1 x £12.99, £12.99), 100% Cotton Fitness T-Shirt - Pink (1 x £1.99, £1.99), and Men's waterproof mountain walking shoes - Salomon X ULTRA3 GTX Mid (1 x £119.99, £119.99). Below the items, there are three delivery options: 'HOME DELIVERY' (checked, £2.99, estimated delivery date 21/09/2021), 'CLICK & COLLECT AT DECATHLON' (FREE, estimated delivery date 21/09/2021), and 'COLLECT AT ASDA' (£2.49, estimated delivery date 21/09/2021). The right column shows the 'ORDER SUMMARY' section, which lists the items and their prices, the shipping method (Suggested delivery option, £2.99), the delivery address, and the order total (£137.96, including VAT of £20.83). A yellow 'GO TO PAYMENT' button is located at the bottom of the order summary. At the very bottom of the page, there are logos for various payment methods: PayPal, Klarna, Mastercard, American Express, and Visa.

< CONTINUE SHOPPING

DECATHLON

CONTACT US SAMIR IIITD 100% SECURE.

1. BASKET > 2. DELIVERY > 3. PAYMENT

Sold and shipped by DECATHLON

- GM Premier Cricket Shirt Kids  
1 x £12.99  
£12.99
- 100% Cotton Fitness T-Shirt - Pink  
1 x £1.99  
£1.99
- Men's waterproof mountain walking shoes - Salomon X ULTRA3 GTX Mid  
1 x £119.99  
£119.99

HOME DELIVERY ESTIMATED DELIVERY DATE 21/09/2021 £2.99

CLICK & COLLECT AT DECATHLON ESTIMATED DELIVERY DATE 21/09/2021 FREE

COLLECT AT ASDA ESTIMATED DELIVERY DATE 21/09/2021 £2.49

ORDER SUMMARY

Sold and shipped by Decathlon

- GM PREMIER CRICKET SHIRT KIDS  
size: 14 Years  
1 x £12.99 £12.99
- 100% COTTON FITNESS T-SHIRT - PINK  
colour: Desert rose - size: S  
1 x £1.99 £1.99
- MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID

Shipping Method (Suggested delivery option) £2.99

Delivery address

Subtotal £134.97

Shipping fees £2.99

ORDER TOTAL £137.96  
VAT included £20.83

GO TO PAYMENT

PayPal Klarna Mastercard American Express VISA

# Heuristic Analysis of the Current Delivery Page

The screenshot shows the Decathlon website's delivery page. At the top, there's a navigation bar with 'CONTINUE SHOPPING', the Decathlon logo, 'CONTACT US', a user profile 'SAMIR HHD', and a '100% SECURE' badge. Below this is a progress indicator: '1. BASKET > 2. DELIVERY > 3. PAYMENT'. The main content is divided into two columns. The left column shows the items in the basket: 'GM Premier Cricket Shirt Kids' (1 x £12.99), '100% Cotton Fitness T-Shirt - Pink' (1 x £1.99), and 'Men's waterproof mountain walking shoes - Salomon X ULTRA3 GTX Mid' (1 x £119.99). Below the items are two delivery options: 'HOME DELIVERY' (estimated date 21/09/2021, £2.99) and 'CLICK & COLLECT AT DECATHLON'. The 'CLICK & COLLECT' section is active, showing a list of stores starting with 'ABERDEEN'. The right column is the 'ORDER SUMMARY', which lists the items, shipping method (Click & Collect), delivery address, subtotal (£134.97), shipping fees (£0.00), and the total order amount (£134.97 + VAT £20.33). A 'GO TO PAYMENT' button is at the bottom of the summary. Payment icons for PayPal, Klarna, Mastercard, American Express, Visa, and Apple Pay are also visible.

## Unaesthetic and Non-minimal

This section contains information which is irrelevant or rarely needed.

Users see a big list of all the decathlon stores in the UK. Whereas, users would expect to see only the stores nearest to their home.

- The experience can be improved by asking user's postcode at first place and filtering the results based on that.
- Providing a map view with the list view can help users visualize the exact location and distance of the stores.
- Users should see the distance to the stores in miles sorted according to distance.
- After selecting the store, there's no CTA to get to the payment step. The "Go to Payment" CTA is on the right below the order summary section.
- Making the order summary section sticky can help users going to the next step easily.

## Defies Recognition rather than recall

The user's memory load increases as the order summary section is not visible to them all the time while they purchase an item. Whereas, it should be visible and easily retrievable when needed.

This section contains information (basket items, delivery methods, delivery speed option and the order total.) which is extremely important for the users to be visible at every point while the user is shopping.



# Heuristic Analysis of the Current Delivery Page

## Unaesthetic and Non-minimal

This section contains information which is irrelevant or rarely needed.

- Users should see the distance to the stores in miles sorted according to distance.
- After selecting the store, there's no CTA to get the payment step. The "Go to Payment" CTA is on the right below the order summary section.
- Making the order summary section sticky can help users going to the next step easily.

The screenshot displays the Decathlon checkout process, specifically the delivery selection stage. At the top, the navigation bar includes a back arrow, 'CONTINUE SHOPPING', the Decathlon logo, and links for 'CONTACT US', 'SAMIR IIITO', and '100% SECURE'. The main header shows the progress: '1. BASKET > 2. DELIVERY > 3. PAYMENT'. The product list includes 'GM Premier Cricket Shirt Kids' (£12.99), '100% Cotton Fitness T-Shirt - Pink' (£1.99), and 'Men's waterproof mountain walking shoes - Salomon X ULTRA3 GTX Mid' (£119.99). Three delivery options are shown: 'HOME DELIVERY' (£2.99, date 21/09/2021), 'CLICK & COLLECT AT DECATHLON' (FREE, date 20/09/2021), and 'COLLECT AT ASDA' (selected). The 'COLLECT AT ASDA' section features a search bar with 'E16 4NB' and a map of London with ASDA store locations. A list of ASDA stores is provided: ASDA ISLE OF DOGS, ASDA BECKTON, ASDA CHARLTON, and ASDA STEPNEY GREEN, each with an estimated delivery date of 21/09/2021 and a fee of £2.49. The 'ORDER SUMMARY' on the right lists the items and their prices, showing a subtotal of £134.97 and shipping fees of £0.00. A yellow 'GO TO PAYMENT' button is prominently displayed. Payment methods like PayPal, Klarna, Mastercard, Visa, and Apple Pay are also visible.

# Key Takeaways from Heuristic Analysis

- Highlight the Delivery Step
- Use Radio Buttons to provide delivery options
- Add “from” before estimated delivery prices.
- Optimize the address form and remove irrelevant text fields.
- Work on Error prevention, Error diagnosing and Error recovery
- Give users control and freedom to edit address details
- Work on reducing the clutter and make it look more aesthetic and minimal.
- To have address finder feature for C&C and Asda.
- To have “Go to payment” under the delivery options and remove from order summary.

# Research Question / Problem Statement

To study and identify the Usability issues in Decathlon's delivery page leading to poor conversion rate.

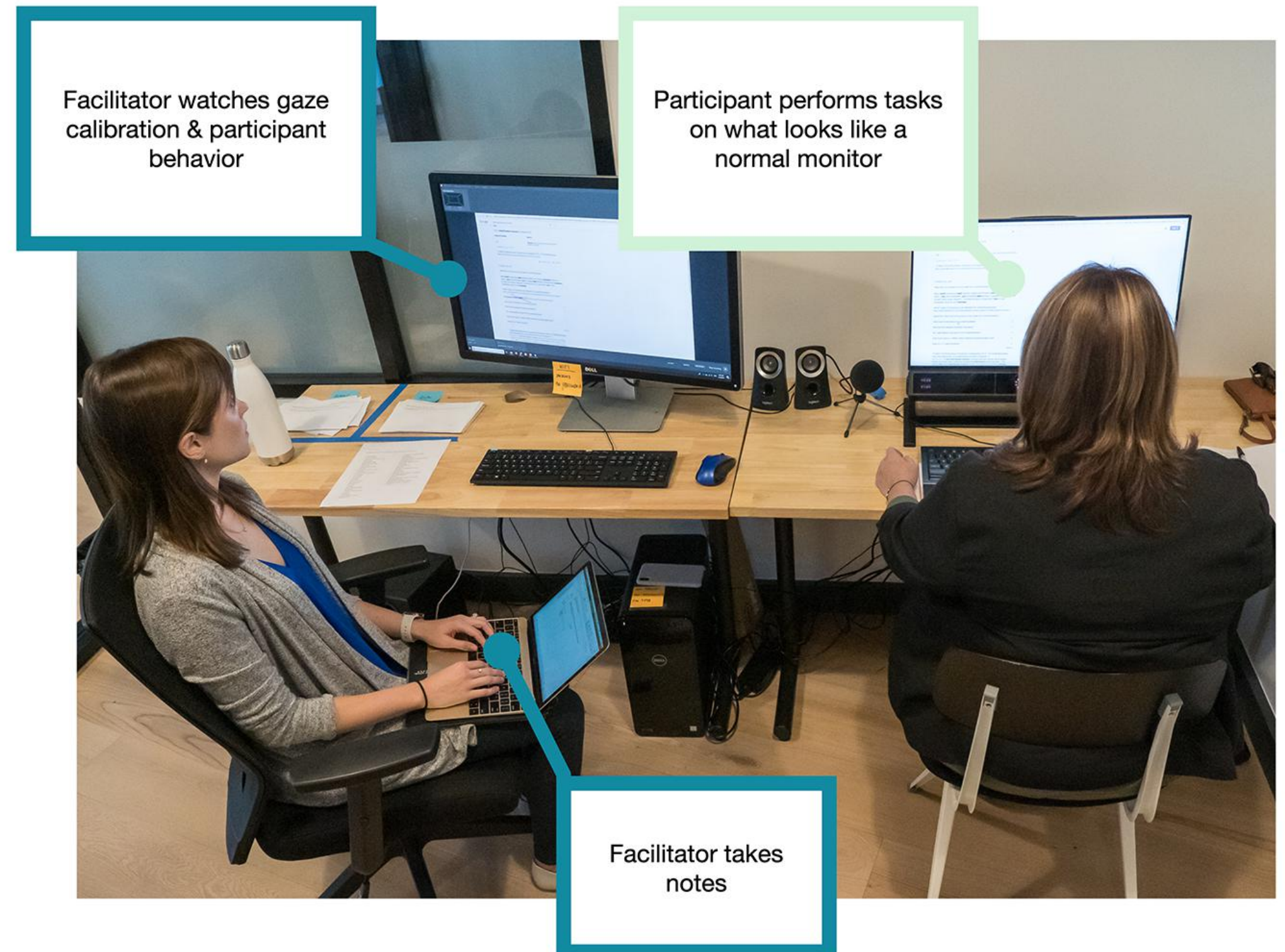


# Method - UT

**Type of Test** Moderated + Online (Userinterviews.com) + Assessment Research

- Most controlled
- Excellent for collecting In-depth Data
- Though Resoure Heavy

**Method:** Usability Testing



# Participant Sampling

## Sampling Method

**Purposive Sampling** mixed with **Quota Sampling** works best for design research within the Agile environment.

## Sample Size

Type of Research	Purpose / Method	Sample Size
Qualitative	Usability Testing (for statistical significance)	8-10

## Recruitment Process

- With the help of **Data Analysis Team**, customer data for the recurring and non-recurring customers (in past 3 months) was found.
- Those customers were targeted and reached out via email. They were invited for usability testing and in turn offered incentives (offers, discounts, coupons, etc.).

# Participant Sampling

Participants	Gender	Age (22-57)	Love Sports / Adventure?	Regular Decathlon Customer?
1	M	25	YES	YES
2	F	22	YES	YES
3	M	39	YES	NO
4	M	41	YES	NO
5	M	35	YES	YES
6	F	26	YES	NO
7	M	57	YES	YES
8	F	48	YES	NO
9	F	39	YES	NO
10	F	30	YES	YES

# Devise Tasks

Task Scenarios	Reason for creating the task / Completion Criteria
<p><i>Imagine today is Friday and you've been selected into your university's cricket team for the Sunday match. You have to arrange yourself a pair of Cricket Shoe for the match.</i></p> <p><i>Find any <b>cricketing shoe of your choice</b> that fits you well and get it <b>delivered at your home address</b> using decathlon's website.</i></p>	<p>The Home Delivery method is the primary delivery method for any customer on an e-commerce website. Therefore, as a researcher I want to test how easy is it for the participnats to add their delivery address and get it delivered to their doorsteps after completing the payment.</p>
<p><i>Imagine you've been looking for a TRIBAN RC 100 ROAD BIKE since a week for your son to gift him on his birthday tomorrow, but it seems it is out of stock in almost every decathlon store. But you found the bike online today available in 3 of the stores in London and wish to collect it asap.</i></p> <p><i>Find the <b>store that's nearest</b> to your house and <b>book your bike</b> asap by <b>completing the payment</b>.</i></p>	<p>Most of the visitors could have different preferences for delivery method depending upon how quickly they can get the product in their hands. Therefore, as a researcher I want to test how easy it is for the participants to choose the nearest decathlon store for collection if incase the home delivery method and the Collect at ASDA takes longer to deliver.</p>
<p><i>Imagine you and your family have decided to go hiking on Wednesday and the weather forecast predicts that it is going to rain on that day. You suddenly realise that you lost your waterproof hiking jacket the last time you went on a trip.</i></p> <p><i>Find any <b>waterproof hiking jacket</b> of your choice that would fit you well and choose "<b>collect from ASDA</b>" as your delivery method as other delivery methods are taking longer. <b>Book your jacket</b> asap by completing the payment so that you don't lose it.</i></p>	<p>Most of the visitors could have different preferences for delivery method depending upon how quickly they can get the product in their hands. Therefore, as a researcher I want to test how easy it is for the participants to choose the nearest ASDA store for collection if incase the home delivery method and the Click and Collect at Decathlon takes longer to deliver.</p>



# Ethical Review

## **Q. Are there any Ethical Issues being raised by this usability test?**

Yes, Ethical Issues were raised as we used humans as subjects and process their personal information. This was solved by asking the participants to sign a consent form.

## **Q. Does this usability test require special ethical measures?**

No, thankfully Decathlon won't require any special ethical measures as:

1. It did not require to test any vulnerable participants (>65 or <18);
2. It did not require to test participants who have special needs.
3. The test did not take place in unsafe conditions.
4. The test did not expose participants to vital, sensitive or extreme content.



# Measurement Metrics

Metrics	Indicators	How Measured?
<b>Effectiveness</b>	<b>Task Success rate</b>	Effectiveness =  $\left( \frac{\text{No. of tasks completed successfully}}{\text{Total no. of tasks undertaken}} \right) \times 100 \%$
<b>Efficiency</b>	<ol style="list-style-type: none"> <li>1. Time to complete the task</li> <li>2. Number of Errors</li> <li>3. Number of Assists</li> </ol>	<ol style="list-style-type: none"> <li>1. Time to complete the task = Task End Time - Task Start Time</li> <li>2. Noticing the mistakes, slips, unintended actions, or omissions</li> <li>3. Noted when the participants asked for some help, hints or clues, explanations, or elaborations</li> </ol>
<b>Satisfaction</b>	<b>Subjective Rating (SUS)</b>	SUS (System Usability Scale) score is calculated

# Analyze Performance Data

Task 1				
#User	Task Success	Time on task(mm:ss)	No. of Erros	No. of Assists
1	1	10:13	1	0
2	1	7:09	0	0
3	0	5:32	2	3
4	1	5:00	1	1
5	1	9:39	0	1
6	1	8:12	0	0
7	0	4:53	1	4
8	1	5:44	0	2
<b>Mean</b>	0.75	7.04	0.625	1.375
<b>Effectiveness</b>	75%			

Task 2				
#User	Task Success	Time on task(mm:ss)	No. of Erros	No. of Assists
1	1	5:10	1	2
2	1	4:57	0	0
3	1	9:26	0	0
4	1	5:00	0	1
5	0	4:21	1	1
6	1	3:14	0	1
7	1	12:10	0	0
8	1	6:43	0	2
<b>Mean</b>	0.875	6.37	0.25	0.875
<b>Effectiveness</b>	87.50%			

Task 3				
#User	Task Success	Time on task(mm:ss)	No. of Erros	No. of Assists
1	1	5:15	0	0
2	1	4:13	0	0
3	1	7:44	0	1
4	1	5:00	1	1
5	1	5:31	0	1
6	1	3:21	1	0
7	1	9:25	1	2
8	1	4:21	0	1
<b>Mean</b>	1	6.27	0.375	0.75
<b>Effectiveness</b>	100%			

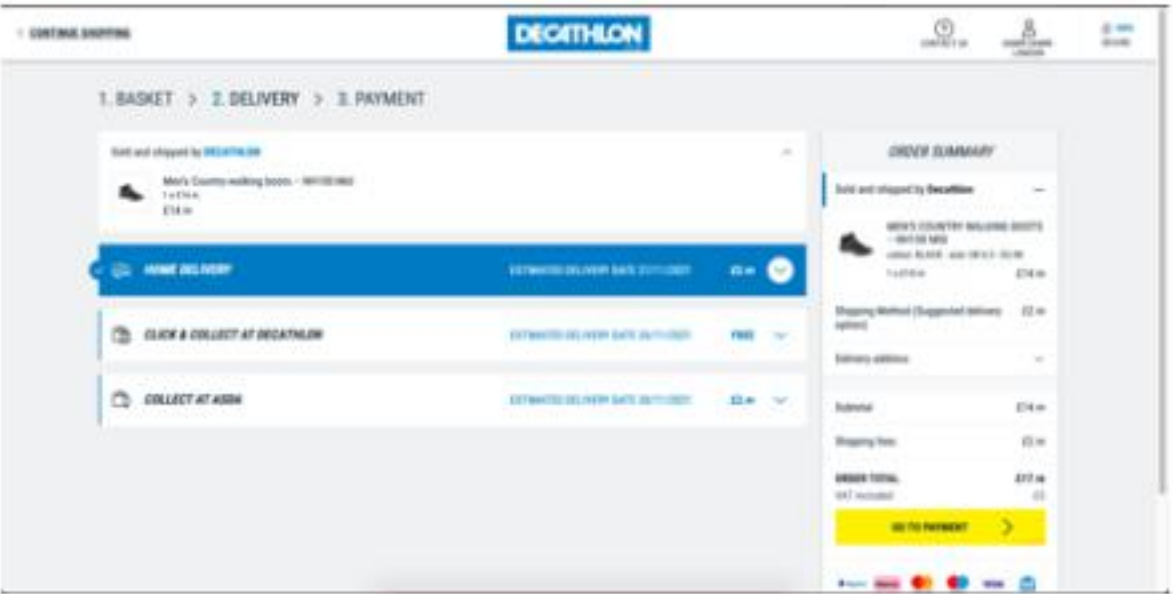
SUS - System Usability Scale	
#User	
1	52.5
2	70.5
3	64.5
4	60
5	65
6	55
7	50
8	45
<b>Mean</b>	57.8



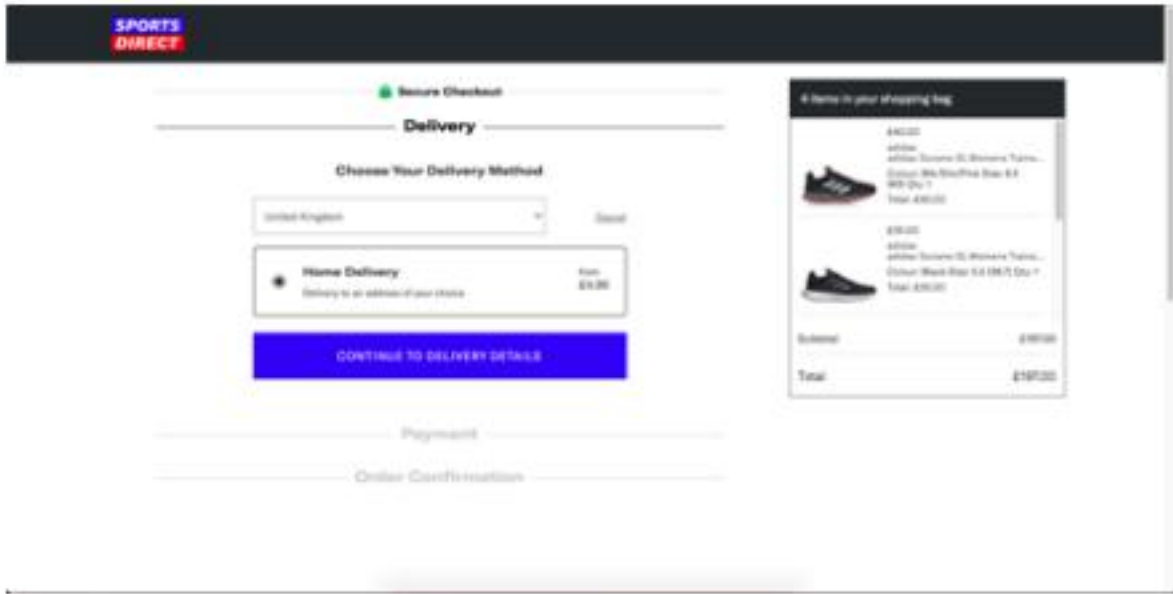


# Insights from Competitor Research

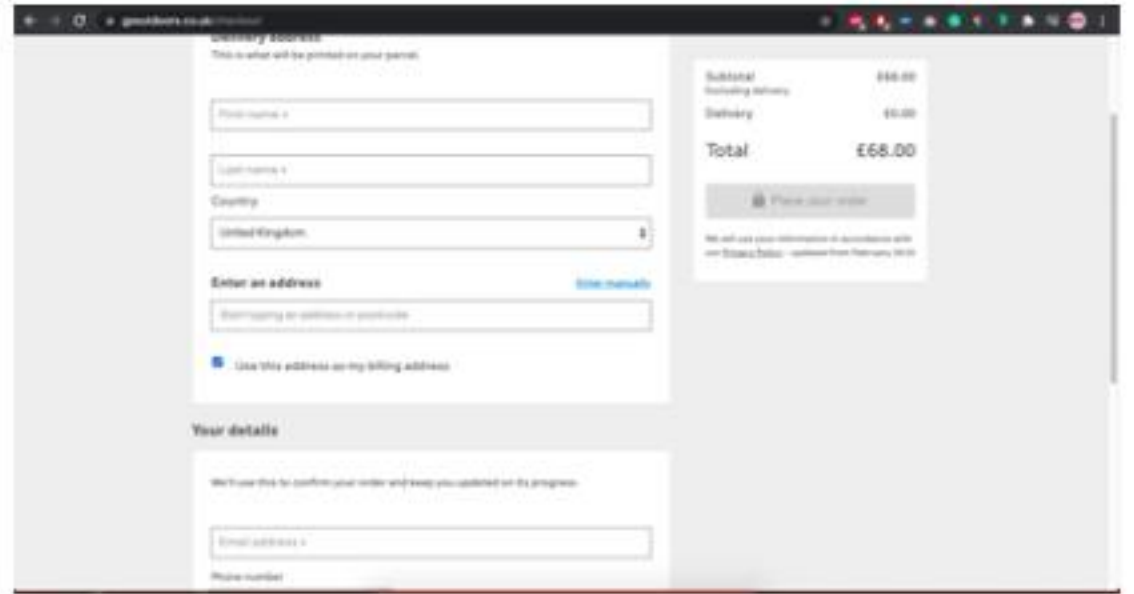
I have looked at competitors which are using the same kind of process and layout as Decathlon - Multi-step Checkout process, Delivery options on Left and Order Summary on Right on Right



Decathlon



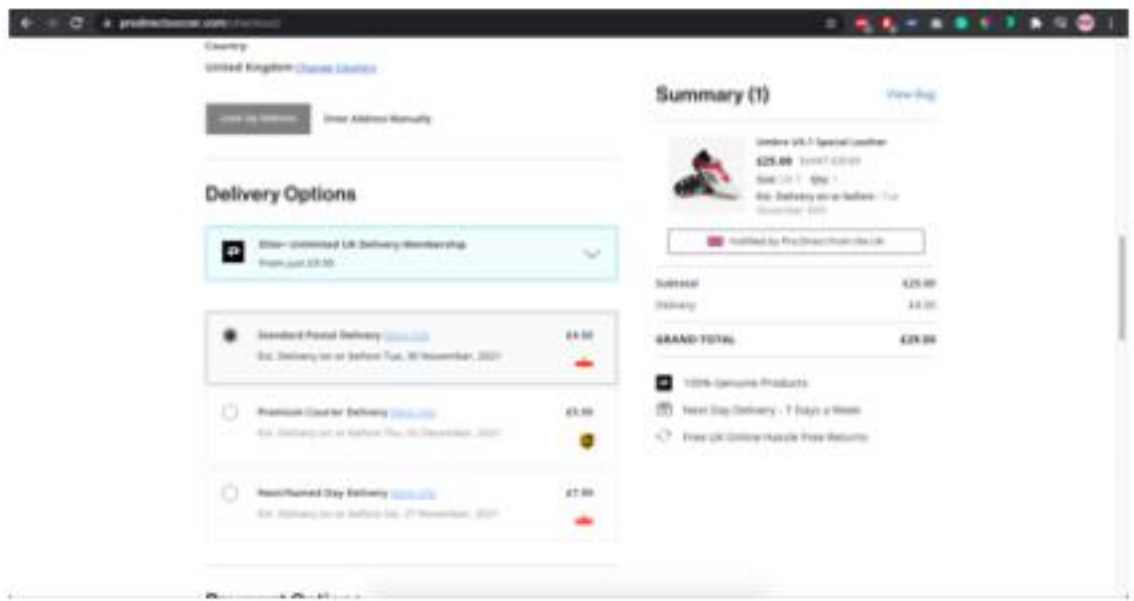
Sports Direct



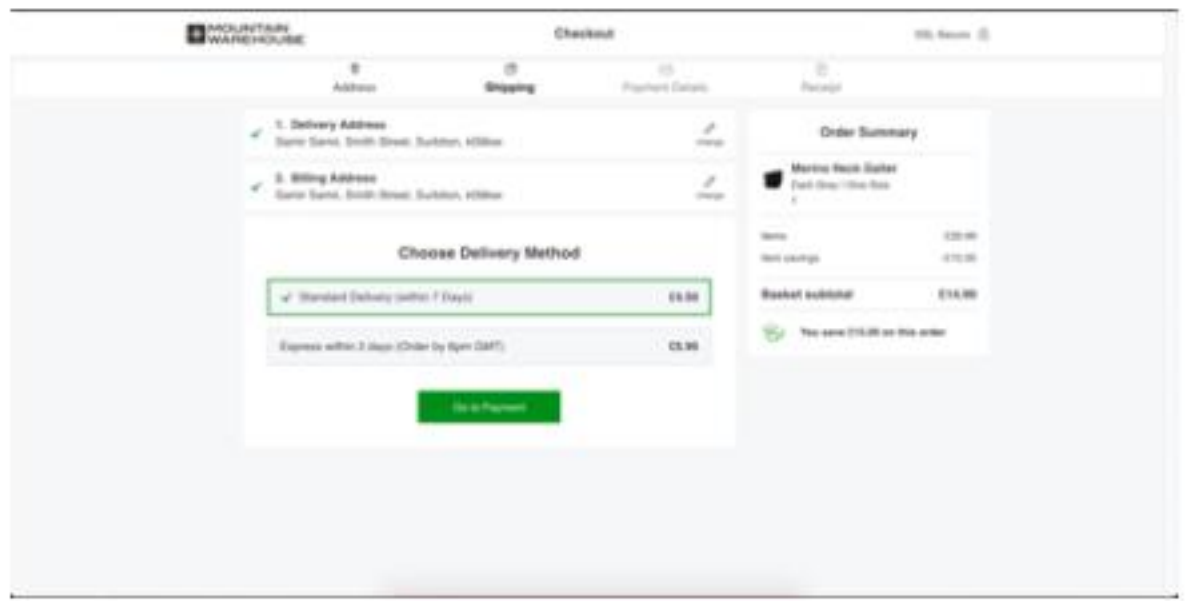
GO Outdoors



JD

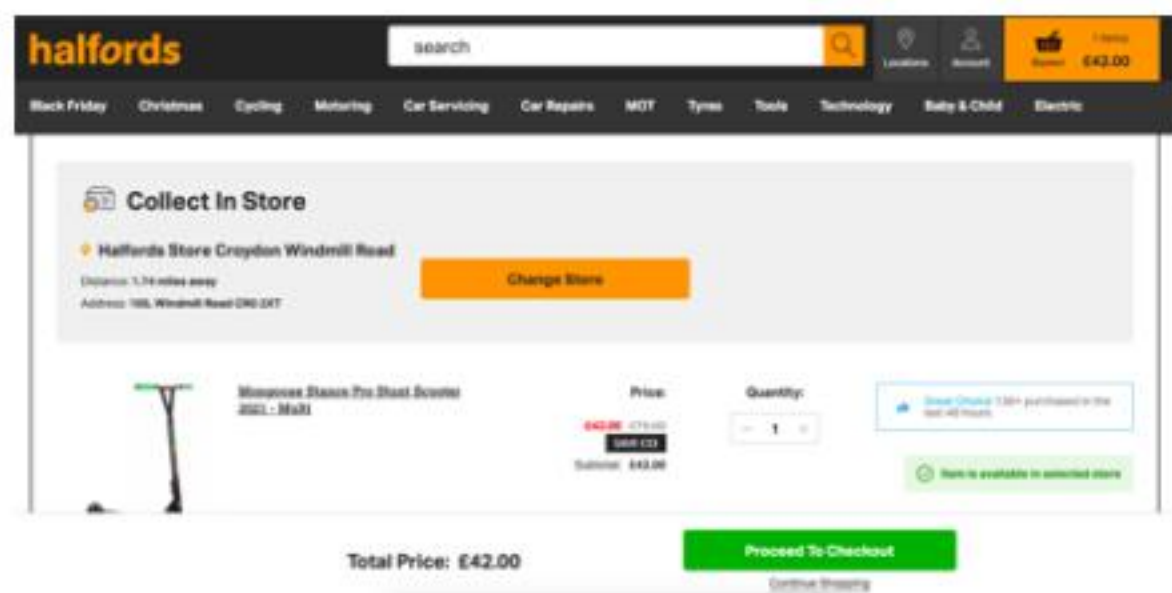


Pro Direct



Mountain Warehouse

# Insights from Competitor Research



Halfords



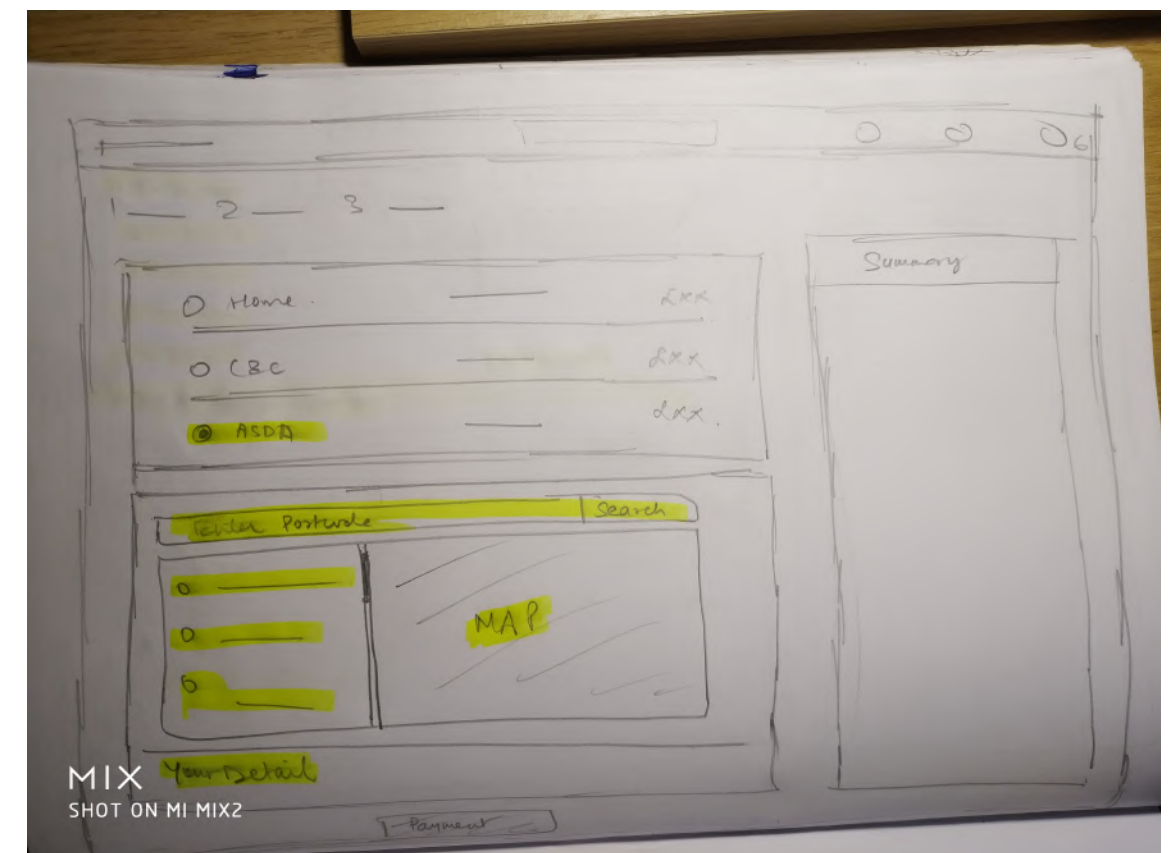
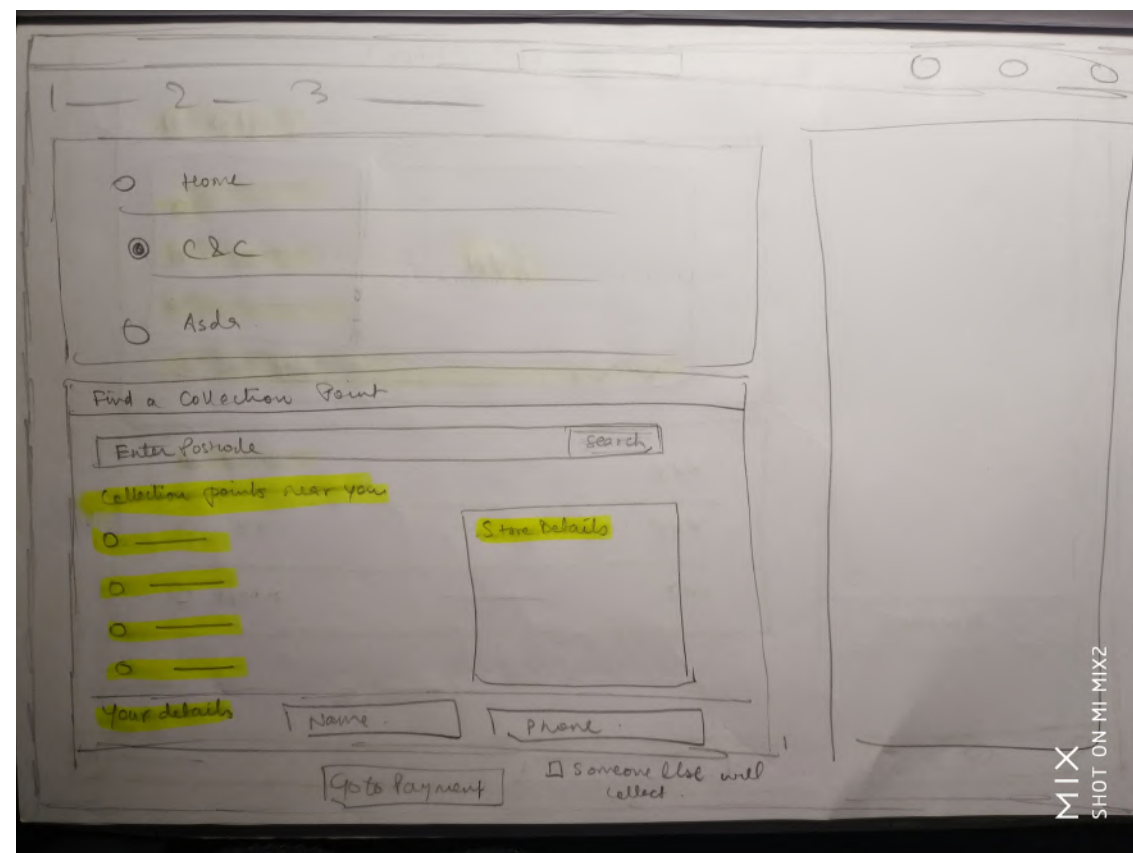
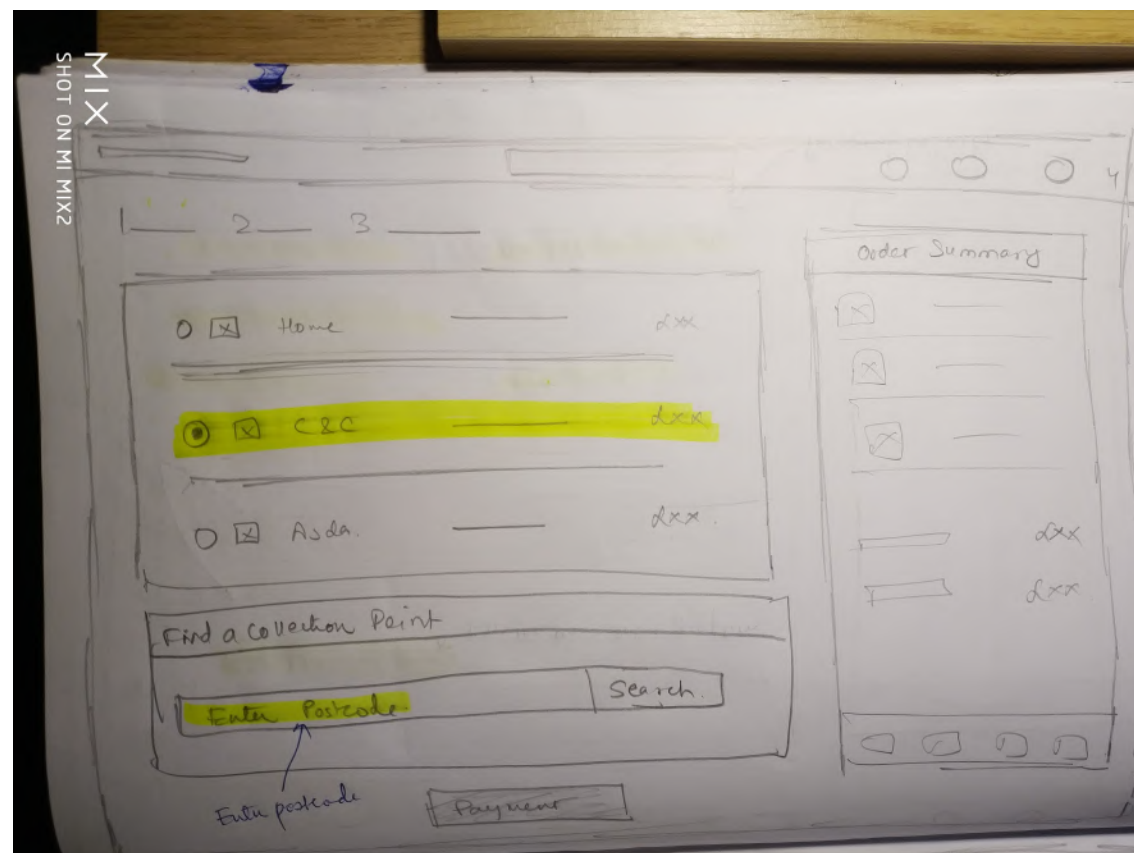
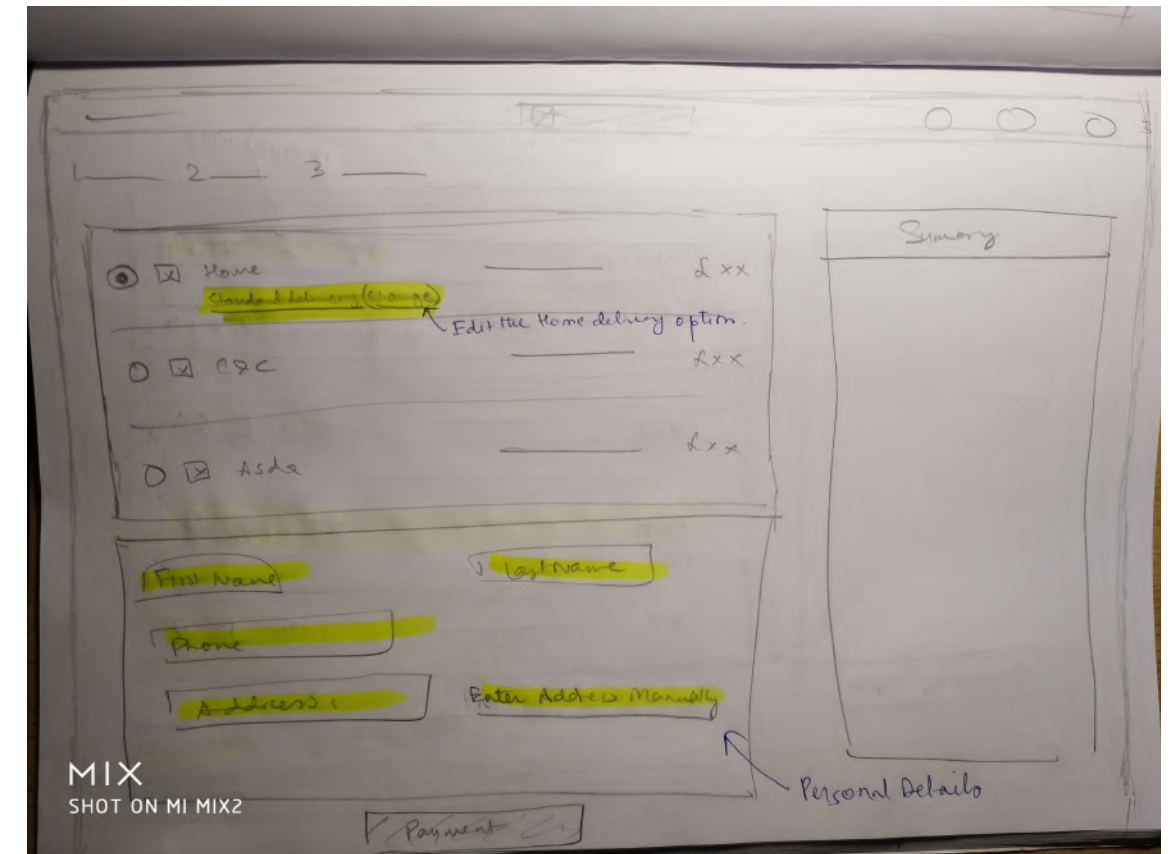
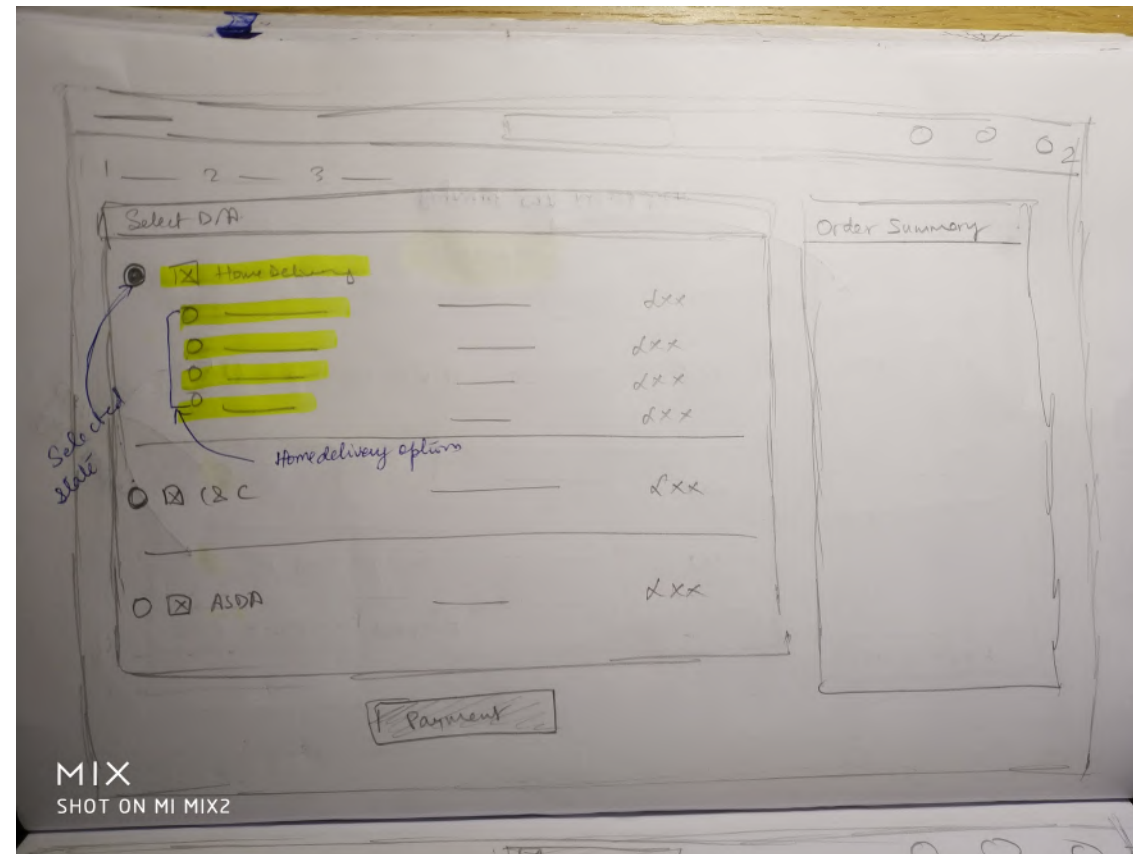
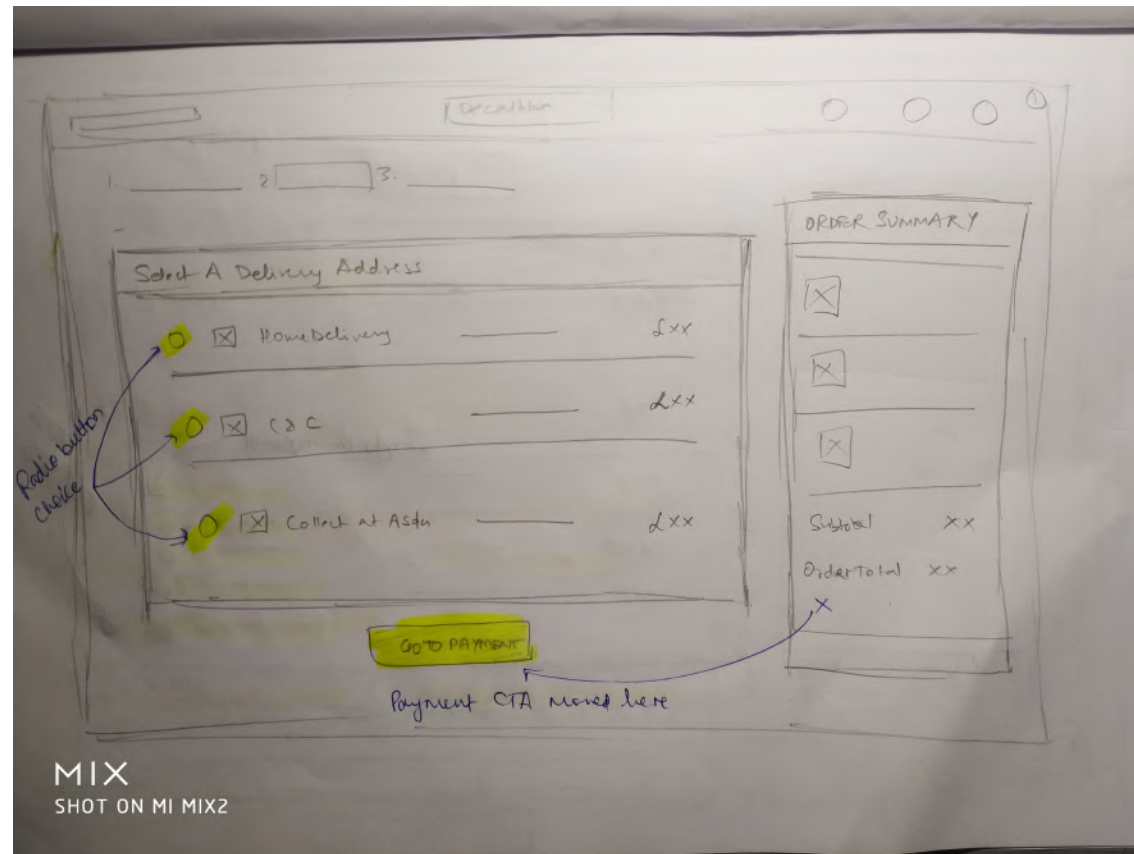
Wiggle

## Takeaways from the Competitor Research on Desktop:

- Five of the competitors analysed in this research has a sticky right column for order summary with "Proceed to payment" CTA.
- One has it sticky at the bottom only mentioning the total price and no order summary.
- And one of them have "Continue to Payment" CTA at the bottom. This works in this case as the page length is short.



# Wireframing and Paper Sketching



# Hi-fidelity Design



Highlighted the Delivery step to show current status

1. BASKET > 2. DELIVERY > 3. PAYMENT

Used radio buttons for delivery method options

**SELECT A DELIVERY METHOD**

<input type="radio"/>	<b>HOME DELIVERY</b>	Estimated Delivery 21/09/2021	Added "from" before price from <b>£2.99</b>
<input type="radio"/>	<b>CLICK &amp; COLLECT AT DECATHLON</b>	Estimated Delivery 21/09/2021	<b>FREE</b>
<input type="radio"/>	<b>COLLECT AT ASDA</b>	Estimated Delivery 21/09/2021	<b>£2.99</b>

Placing the Payment CTA below the methods

**GO TO PAYMENT**

Sticky Order Summary column

**ORDER SUMMARY**

Sold and shipped by Decathlon

	<b>KIDS</b> size: 14 Years 1 x £12.99	<b>£12.99</b>
	<b>100% COTTON FITNESS T-SHIRT - PINK</b> colour: Desert rose - size: S 1 x £1.99	<b>£1.99</b>
	<b>MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID</b> size: UK 6.5 - EU 40	
<b>Subtotal</b>		<b>£134.97</b>
<b>ORDER TOTAL</b>		<b>£134.97</b>
VAT included		£20.33

1. BASKET > 2. DELIVERY > 3. PAYMENT

Sticky Order Summary column

### SELECT A DELIVERY METHOD

Home Delivery Method Selected

HOME DELIVERY

**Delivery Speeds** Different home delivery speed options

- Tracked Delivery Estimated delivery 22/09/2021 **£2.99**
- Saturday Delivery Estimated delivery 23/09/2021 **£2.99**
- Sunday Delivery Estimated delivery 22/09/2021 **£2.99**

---

CLICK & COLLECT AT DECATHLON Estimated delivery 22/09/2021 **FREE**

---

COLLECT AT ASDA Estimated delivery 22/09/2021 **£2.99**

### ORDER SUMMARY

Sold and shipped by Decathlon

- KIDS  
size: 14 Years  
1 x £12.99 **£12.99**
- 100% COTTON FITNESS T-SHIRT - PINK  
colour: Desert rose - size: S  
1 x £1.99 **£1.99**
- MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID  
size: UK 6.5 - EU 40

Subtotal **£134.97**

**ORDER TOTAL** **£134.97**  
VAT included **£20.33**

Placing the Payment CTA below the methods


**GO TO PAYMENT**





1. BASKET > 2. DELIVERY > 3. PAYMENT

Sticky Order Summary column

### SELECT A DELIVERY METHOD

- 
**HOME DELIVERY**
Estimated Delivery 21/09/2021
£2.99

As soon as the delivery speed is chosen the option collapses and the form opens  
Standard Delivery [Change](#)

Option to change the delivery speed
- 
**CLICK & COLLECT AT DECATHLON**
Estimated Delivery 21/09/2021
£2.99
- 
**COLLECT AT ASDA**
Estimated Delivery 21/09/2021
£2.99

As soon as the delivery speed is selected, the add delivery address form opens

### HOME DELIVERY - ADD DELIVERY ADDRESS

\* FIRST NAME  \* LAST NAME

\* PHONE NUMBER

**Address Finder using postcode**
 **Enter address manually**

\* FIND MY ADDRESS




SE19 3LY, Beulah Hill, London - 15 addresses found

Placing the Payment CTA below the methods

**GO TO PAYMENT**







### ORDER SUMMARY

Sold and shipped by Decathlon

- 
**KIDS**  
 size: 14 Years  
 1 x £12.99 £12.99
- 
**100% COTTON FITNESS T-SHIRT - PINK**  
 colour: Desert rose - size: S  
 1 x £1.99 £1.99
- 
**MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
 size: UK 6.5 - EU 40

Subtotal £134.97

**ORDER TOTAL** £134.97  
 VAT included £20.33









Address results are shown on clicking



1. BASKET > 2. DELIVERY > 3. PAYMENT

Sticky Order Summary column

### SELECT A DELIVERY METHOD

- 
**HOME DELIVERY**
Estimated Delivery 21/09/2021
£2.99

As soon as the delivery speed is chosen the option collapses and the form opens  
Standard Delivery [Change](#)

Option to change the delivery speed
- 
**CLICK & COLLECT AT DECATHLON**
Estimated Delivery 21/09/2021
£2.99
- 
**COLLECT AT ASDA**
Estimated Delivery 21/09/2021
£2.99

As soon as the delivery speed is selected, the add delivery address form opens

### HOME DELIVERY - ADD DELIVERY ADDRESS

\* FIRST NAME

\* LAST NAME

\* PHONE NUMBER

**Address Finder using postcode**
Enter address manually

\* FIND MY ADDRESS

SE19 3LY, Beulah Hill, London - 15 addresses found

[Enter address manually](#)




Address results are shown on clicking

Placing the Payment CTA below the methods

**GO TO PAYMENT**

### ORDER SUMMARY







Sold and shipped by Decathlon

- 
**KIDS**  
 size: 14 Years  
 1 x £12.99 £12.99
- 
**100% COTTON FITNESS T-SHIRT - PINK**  
 colour: Desert rose - size: S  
 1 x £1.99 £1.99
- 
**MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
 size: UK 6.5 - EU 40

Subtotal £134.97

**ORDER TOTAL** £134.97




VAT included £20.33

1. BASKET > 2. DELIVERY > 3. PAYMENT

Sticky Order Summary column

SELECT A DELIVERY METHOD

-  **HOME DELIVERY** Estimated Delivery 21/09/2021 **£2.99**  
Standard Delivery [Change](#)
-  **CLICK & COLLECT AT DECATHLON** Estimated Delivery 21/09/2021 **£2.99**
-  **COLLECT AT ASDA** Estimated Delivery 21/09/2021 **£2.99**


HOME DELIVERY - ADD DELIVERY ADDRESS

\* FIRST NAME  \* LAST NAME

\* PHONE NUMBER




\* FIND MY ADDRESS [Enter address manually](#)

SE19 3LY, Beulah Hill, London - 15 addresses found ×

- Flat 1, Cintra house, 11 Beulah Hill, London, SE19 3LY
- Flat 2, Cintra house, 11 Beulah Hill, London, SE19 3LY  **Address results**
- Flat 3, Cintra house, 11 Beulah Hill, London, SE19 3LY
- Flat 4, Cintra house, 11 Beulah Hill, London, SE19 3LY
- Flat 5, Cintra house, 11 Beulah Hill, London, SE19 3LY






**ORDER SUMMARY**

Sold and shipped by **Decathlon**

-  **KIDS**  
size: 14 Years  
1 x £12.99 **£12.99**
-  **100% COTTON FITNESS T-SHIRT - PINK**  
colour: Desert rose - size: S  
1 x £1.99 **£1.99**
-  **MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
size: UK 6.5 - EU 40

Subtotal **£134.97**

**ORDER TOTAL** **£134.97**  
VAT included **£20.33**


Placing the Payment CTA below the methods



**GO TO PAYMENT**



1. BASKET > 2. DELIVERY > 3. PAYMENT

### SELECT A DELIVERY METHOD

- 
**HOME DELIVERY**
Estimated Delivery 21/09/2021
£2.99

Standard Delivery [Change](#)
- 
**CLICK & COLLECT AT DECATHLON**
Estimated Delivery 21/09/2021
£2.99
- 
**COLLECT AT ASDA**
Estimated Delivery 21/09/2021
£2.99

### HOME DELIVERY - ADD DELIVERY ADDRESS

\* FIRST NAME  \* LAST NAME

\* PHONE NUMBER

\* ADDRESS LINE 1  [Find address using postcode](#)




\* ADDRESS LINE 2

\* TOWN/CITY  \* POSTCODE

Use this address as billing address







### ORDER SUMMARY

Sold and shipped by Decathlon

- 
**KIDS**  
 size: 14 Years  
 1 x £12.99 £12.99
- 
**100% COTTON FITNESS T-SHIRT - PINK**  
 colour: Desert rose - size: S  
 1 x £1.99 £1.99
- 
**MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
 size: UK 6.5 - EU 40

Subtotal £134.97

**ORDER TOTAL** £134.97  
 VAT included £20.33




Placing the Payment CTA below the methods

**GO TO PAYMENT**



1. BASKET > [2. DELIVERY](#) > 3. PAYMENT

## SELECT A DELIVERY METHOD

-  **HOME DELIVERY** Estimated Delivery 21/09/2021 **£2.99**  
Standard Delivery [Change](#)
-  **CLICK & COLLECT AT DECATHLON** Estimated Delivery 21/09/2021 **£2.99**
-  **COLLECT AT ASDA** Estimated Delivery 21/09/2021 **£2.99**

## HOME DELIVERY - ADD DELIVERY ADDRESS

\* FIRST NAME

Samir

\* LAST NAME

Kher

\* PHONE NUMBER

07424257380

\* ADDRESS LINE 1

Flat 4, Cintra House

[Find address using postcode](#)

\* ADDRESS LINE 2

11 Beulah Hill

\* TOWN/CITY

London




\* POSTCODE

SE19 3LY

  **Checkbox (inactive)** Use this address as billing address

## ORDER SUMMARY

Sold and shipped by Decathlon

	<b>KIDS</b> size: 14 Years 1 x £12.99	<b>£12.99</b>
	<b>100% COTTON FITNESS T-SHIRT - PINK</b> colour: Desert rose - size: S 1 x £1.99	<b>£1.99</b>
	<b>MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID</b> size: UK 6.5 - EU 40	

Subtotal **£134.97****ORDER TOTAL** **£134.97**  
VAT included **£20.33**

Placing the Payment CTA below the methods

**GO TO PAYMENT**

1. BASKET > [2. DELIVERY](#) > 3. PAYMENT

### SELECT A DELIVERY METHOD

- HOME DELIVERY** Estimated Delivery 21/09/2021 **£2.99**
- CLICK & COLLECT AT DECATHLON** Estimated Delivery 21/09/2021 **£2.99**
- COLLECT AT ASDA** Estimated Delivery 21/09/2021 **£2.99**

### FIND A COLLECTION POINT

\* ENTER POSTCODE

Start typing your address or postcode

SEARCH

### ORDER SUMMARY

Sold and shipped by **Decathlon**

- KIDS**  
size: 14 Years  
1 x £12.99 **£12.99**
- 100% COTTON FITNESS T-SHIRT - PINK**  
colour: Desert rose - size: S  
1 x £1.99 **£1.99**
- MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
size: UK 6.5 - EU 40

Subtotal **£134.97**

**ORDER TOTAL** **£134.97**


VAT included **£20.33**




GO TO PAYMENT

1. BASKET > 2. DELIVERY > 3. PAYMENT


SELECT A DELIVERY METHOD

-  **HOME DELIVERY** Estimated Delivery 21/09/2021 **£2.99**

---

-  **CLICK & COLLECT AT DECATHLON** Estimated Delivery 21/09/2021 **£2.99**

---

-  **COLLECT AT ASDA** Estimated Delivery 21/09/2021 **£2.99**

FIND A COLLECTION POINT

\* ENTER POST CODE

Collection points near you

- Croydon** 1.6 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Surrey Quayes** 1.8 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Ealing Broadway** 2.8 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Brighton** 3.6 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)

Your details

\* FIRST NAME




\* LAST NAME

\* PHONE NUMBER

Someone else will come to collect my order

ORDER SUMMARY

Sold and shipped by Decathlon

-  **KIDS**  
size: 14 Years  
1 x £12.99 **£12.99**
-  **100% COTTON FITNESS T-SHIRT - PINK**  
colour: Desert rose - size: S  
1 x £1.99 **£1.99**
-  **MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
size: UK 6.5 - EU 40

Subtotal **£134.97**

**ORDER TOTAL** **£134.97**  
VAT included **£20.33**






GO TO PAYMENT



1. BASKET > [2. DELIVERY](#) > 3. PAYMENT

## SELECT A DELIVERY METHOD

-  **HOME DELIVERY** Estimated Delivery 21/09/2021 **£2.99**
-  **CLICK & COLLECT AT DECATHLON** Estimated Delivery 21/09/2021 **£2.99**
-  **COLLECT AT ASDA** Estimated Delivery 21/09/2021 **£2.99**


## FIND A COLLECTION POINT

\* ENTER POSTCODE

Start typing your address or postcode

SEARCH

## Collection points near you

-  **Croydon** 1.6 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Surrey Quayes** 1.8 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Ealing Broadway** 2.8 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Brighton** 3.6 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)

## Your details

\* FIRST NAME

\* LAST NAME




\* PHONE NUMBER

Enter your phone number here

 Someone else will come to collect my order

## ORDER SUMMARY

Sold and shipped by Decathlon




-  **KIDS**  
size: 14 Years  
1 x £12.99 **£12.99**
-  **100% COTTON FITNESS T-SHIRT - PINK**  
colour: Desert rose - size: S  
1 x £1.99 **£1.99**
-  **MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
size: UK 6.5 - EU 40

Subtotal **£134.97****ORDER TOTAL** **£134.97**  
VAT included **£20.33**  
**GO TO PAYMENT**



1. BASKET > 2. DELIVERY > 3. PAYMENT

SELECT A DELIVERY METHOD

-  HOME DELIVERY Estimated Delivery 21/09/2021 £2.99
-  CLICK & COLLECT AT DECATHLON Estimated Delivery 21/09/2021 £2.99
-  COLLECT AT ASDA Estimated Delivery 21/09/2021 £2.99

FIND A COLLECTION POINT

\* ENTER POSTCODE



Collection points near you

- Croydon** 1.6 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Surrey Quayes** 1.8 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Ealing Broadway** 2.8 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)
- Brighton** 3.6 miles  
Unit 78 Southside SC, Wandsworth, SW18 4TQ  
[Store details and opening hours](#)

**Decathlon Croydon** ×

Telephone: 020 3837 4558

Monday 9:00 - 19:00  
 Tuesday 9:00 - 19:00  
 Wednesday 9:00 - 19:00  
 Thursday 9:00 - 19:00  
 Friday 9:00 - 19:00  
 Saturday 9:00 - 19:00  
 Sunday 11:00 - 17:00

\* Opening hours may differ on public holidays.

Your details

\* FIRST NAME




\* LAST NAME

\* PHONE NUMBER

Someone else will come to collect my order

ORDER SUMMARY

Sold and shipped by Decathlon

-  **KIDS**  
size: 14 Years  
1 x £12.99 £12.99
-  **100% COTTON FITNESS T-SHIRT - PINK**  
colour: Desert rose - size: S  
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-  **MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
size: UK 6.5 - EU 40

Subtotal £134.97

**ORDER TOTAL** £134.97  
VAT included £20.33






 **GO TO PAYMENT**



1. BASKET > 2. DELIVERY > 3. PAYMENT





### SELECT A DELIVERY METHOD


-  **HOME DELIVERY** Estimated Delivery 21/09/2021 **£2.99**
-  **CLICK & COLLECT AT DECATHLON** Estimated Delivery 21/09/2021 **£2.99**
-  **COLLECT AT ASDA** Estimated Delivery 21/09/2021 **£2.99**

### FIND A COLLECTION POINT

\* ENTER POSTCODE



-  **ASDA ISLE OF DOGS**  
ESTIMATED DELIVERY DATE 21/09/2021  
£2.49 1.6 miles
-  **ASDA BECKTON**  
ESTIMATED DELIVERY DATE 21/09/2021  
£2.49 1.8 miles
-  **ASDA CHARLTON**  
ESTIMATED DELIVERY DATE 21/09/2021  
£2.49 2.8 miles
-  **ASDA STEPNEY GREEN**  
ESTIMATED DELIVERY DATE 21/09/2021




### Your details

\* FIRST NAME

\* LAST NAME




\* PHONE NUMBER

Someone else will come to collect my order

 **GO TO PAYMENT**

### ORDER SUMMARY







Sold and shipped by Decathlon

-  **KIDS**  
size: 14 Years  
1 x £12.99 **£12.99**
-  **100% COTTON FITNESS T-SHIRT - PINK**  
colour: Desert rose - size: S  
1 x £1.99 **£1.99**
-  **MEN'S WATERPROOF MOUNTAIN WALKING SHOES - SALOMON X ULTRA3 GTX MID**  
size: UK 6.5 - EU 40

---

Subtotal **£134.97**

**ORDER TOTAL** **£134.97**  
VAT included **£20.33**

**Thankyou :)**