

How do fashion brands deliver?

25 brands rated on the quality of their checkout delivery information



paazi

when shipping
gets serious

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Introduction

In the fashion industry the cart abandonment rate is 69,1% (SaleCycle). From unexpected delivery costs to checkout errors, there are many reasons why consumers abandon their purchases. However, one reason comes up time and time again, and that is delivery. The checkout screen is a crucial moment for delivery information because it is the moment that consumers make their delivery choice. In this study we will investigate how brands dispel the myths of e-commerce delivery through the quality of their in-checkout delivery information.

For this study we have selected five brands from each of the following: Germany, Scandinavia, the Netherlands and the United Kingdom. We will also examine how five online platforms display their delivery information in-checkout. So, we can compare how brands perform against online platforms.

To carry out the study we created a checklist of ten elements that make for a great checkout experience in terms of delivery information. We also gave each brand a score out of five depending on how usable the checkout was. Based on the checklist and the usability rating we calculated a total score out of 100 for each brand, which rates how well they communicate delivery information in the checkout screen.

Our checklist is as follows:

1 Delivery selection first in checkout process

We have identified the best practice in terms of smooth e-commerce checkouts to be when brands let their customers choose their delivery option first in the checkout process - even before entering their delivery address! This is because if the delivery options have been unclear up until this point, the customer will want to know what delivery options are available and the price before they go through the effort of filling out their details.

2

Estimated delivery time

Of course, consumers want to know when their item will arrive, so estimated delivery times are a must.

3

Estimated delivery date

Stating the actual delivery date in addition to or instead of the delivery time is a more customer-friendly way to communicate delivery times. It does not rely on the customer to calculate the date themselves and is often interpreted as a promise, so customers have confidence in the brand to deliver the item on time.

4

Premium delivery options

Premium delivery options are when a brand offers more than simply standard and express delivery. Same-day delivery, weekend delivery, nominated-day delivery and evening delivery are examples of premium delivery.

5

Option to choose a time slot

Brands that are really on top of their delivery game offer their customers the option to choose a delivery time slot, so they know exactly when their item will arrive.

6

Option to deliver to a pick-up point

a. If so, are delivery options displayed on a map?

b. If so, are opening times communicated?

Pick-up points are another great delivery option. If offered as a choice, we want to see which brands deliver pick-up point information the best. The two essential pieces of information are location and opening times. So those are the two that we decided to assess.

7

Delivery costs

Knowing how much delivery costs is essential information for customers and should be included in the checkout screen when the consumer is making their delivery decision.

8

Additional delivery instructions

The option to include additional delivery instructions such as 'leave in garage' or 'leave with a neighbour if not home' is another great way to improve customer trust and reduce the number of missed deliveries. Although if you offer premium delivery options this shouldn't be necessary.

9

Automatically fill in delivery address

E-commerce checkouts involve a lot of form filling, so brands that make this easier for their customers are adopting best practice. The most common way to do this is to automatically complete the delivery address fields from the postcode or first line of address.

10

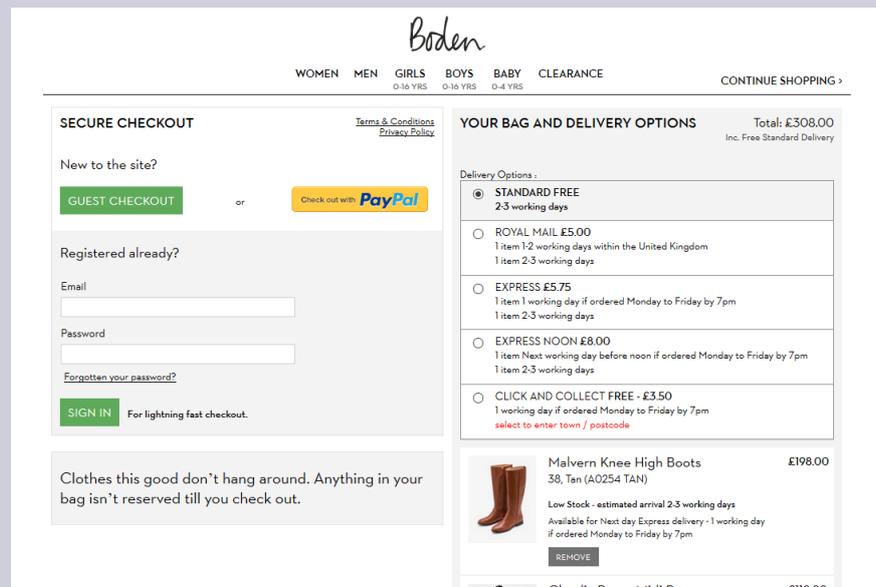
Returns information

Believe it or not your customers will be thinking about the possibility of making a return before they even complete their purchase. By including some basic messaging to show how easy returns are with your brand, you can install some extra buying confidence into the minds of your customers. So, anyone that is on the fence will get that additional nudge into completing their purchase.

E-commerce checkouts are all about conversion. An optimised checkout is vital because it is the final opportunity to turn your browsers into buyers. Let's see how fashion brands are delivering their in-checkout delivery information.

British Brands





1. Delivery selection first in checkout process ✓

2. Estimated delivery time ✓

3. Estimated delivery date ✗

4. Premium delivery options ✗

5. Time slots ✗

6. Pick-up points ✓

a. Pick-up points displayed on a map ✓

b. Pick-up point opening times ✓

7. Delivery prices ✓

8. Delivery instructions ✓

9. Autofill delivery address information ✓

10. Returns information ✗

Checklist score: 6/10

Boden may be the masters of mail-order catalogues, but can they stretch their expertise into the world of e-commerce? Well, we have to say we were impressed by how they handled delivery straightaway. Boden were the only brand in this study to ask their customers to make their delivery choice before even asking for their email address. This is great practice because customers who are unsure about delivery are not dragged through further stages of the checkout process before finding this information out. They were also the only brand in this study to include delivery instructions in their checkout. The main area for improvement that we identified for Boden is to expand their delivery offering to include premium delivery options such as nominated-day or weekend delivery.

Usability score: 4,5/5

Total score: 74/100

Hackett

Anna Savitsky
5 King Street London,
London, City of, W2 6HJ
United Kingdom
T: 0122323454354

2. Shipping Method

UPS STANDARD DELIVERY £0

UPS EXPRESS DELIVERY £0

CLICK & COLLECT - DELIVERED WITHIN 3-5 WORKING DAYS £0

CONTINUE - PAYMENT

3. Payment

Accept the [terms and conditions](#) and [privacy policy](#).

CONFIRM PURCHASE

Order Review

CHECKED WOOL FLANNEL
Colour: **BROWN/RUST**
Size: **40**
Length: **Regular**
Qty: **1**

SUBTOTAL

TOTAL

SHOPPING WITH HACKETT.COM IS SAFE AND SECURE:

1. Delivery selection first in checkout process
2. Estimated delivery time
3. Estimated delivery date
4. Premium delivery options
5. Time slots
6. Pick-up points
 - a. Pick-up points displayed on a map
 - b. Pick-up point opening times
7. Delivery prices
8. Delivery instructions
9. Autofill delivery address information
10. Returns information

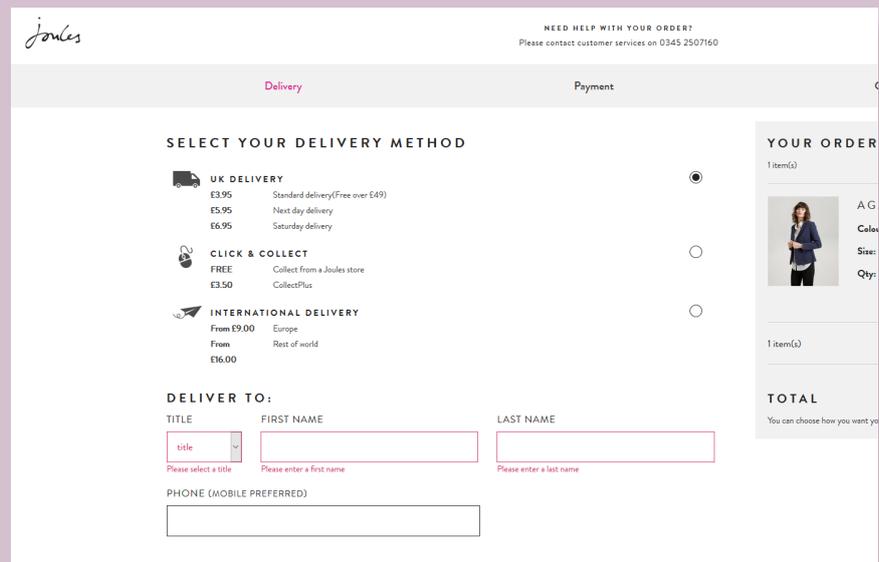
Checklist score: 1/10

Hackett were included in our pre-checkout delivery information study and we found that the brand decided to not include delivery information on their homepage or product pages. In this study we noted that Hackett continue to provide the minimum amount of delivery information in the checkout phase. Hackett simply state “express” and “standard” delivery without providing an estimated delivery time or delivery date. Surprisingly this information is only made available for their Click & Collect option. If customers do opt to “Click & Collect” their order, they need to find out for themselves where they are going, because Hackett do not display their stores on a map or provide the opening times.

Hackett’s lack of delivery information means that their customers may have to leave the checkout screen to clarify how long their delivery will take on the dedicated delivery information page. Leaving the checkout process means more abandoned purchases so we recommend that Hackett work to include more delivery information in the checkout stage.

Usability score: 1/5

Total score: 12/100



1. Delivery selection first in checkout process
2. Estimated delivery time
3. Estimated delivery date
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7. Delivery prices
8. Delivery instructions
9. Autofill delivery address information
10. Returns information

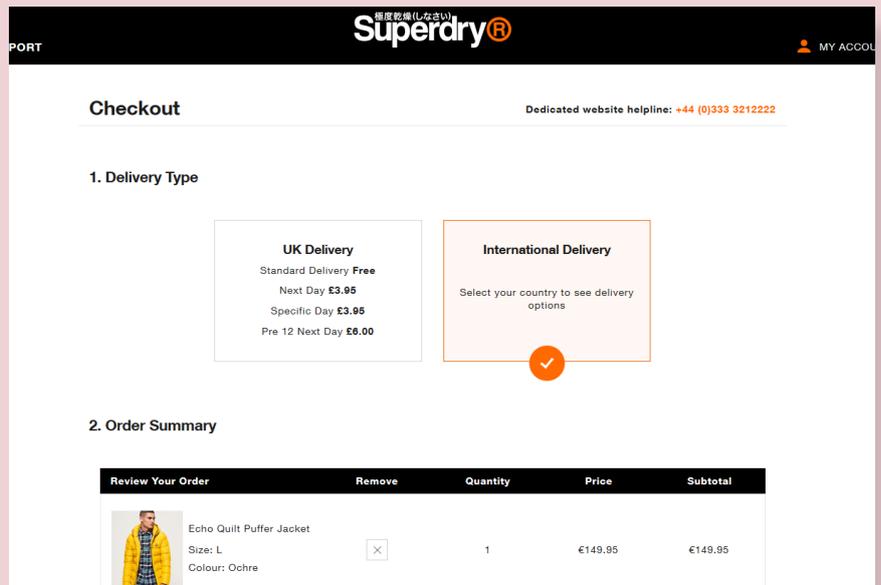
Checklist score: 6/10

Joules provide all their delivery options at the beginning of the checkout process. They clearly display each option with the use of icons and they state the price. Joules offer premium Saturday delivery and show that returns are free and easy in the footer.

To improve their checkout delivery information Joules could state the estimated delivery time and date next to each option.

Usability score: 4/5

Total score: 71/100



1. Delivery selection first in checkout process



2. Estimated delivery time



3. Estimated delivery date



4. Premium delivery options



5. Time slots



6. Pick-up points



a. Pick-up points displayed on a map



b. Pick-up point opening times



7. Delivery prices



8. Delivery instructions



9. Autofill delivery address information



10. Returns information



Checklist score: 7/10

British-fashion brand Superdry were high scorers in our pre-checkout delivery information study, and we were pleased to see their dedication to delivery information continues in the checkout screen.

In the pre-checkout stage Superdry state the delivery time not the estimated delivery date on their product pages. We were delighted that in the checkout screen they provide an estimated delivery date, which is a more customer-friendly way to state this information.

Superdry have an excellent range of premium delivery options including nominated-day delivery. They also reassure their customers that they have an easy returns policy through the information in their header.

Usability score: 4,5/5

Total score: 79/100

White Stuff

The screenshot shows the White Stuff checkout interface. At the top, there are three progress steps: 1. SHIPPING (active), 2. PAYMENT, and 3. RECEIPT. The main content is divided into three sections: 'YOUR DELIVERY' with two options: 'DELIVER TO AN ADDRESS' (selected) and 'FREE CLICK & COLLECT'; 'YOUR DETAILS' with a 'Title' dropdown menu and 'First name*' and 'Last name*' input fields; and 'ORDER SUMMARY' showing a 'Cashmere Ella Curve Jumper' in 'MID GREY' size '10' with a quantity of '1'. The order summary also includes a 'Subtotal Delivery' and an 'ESTIMATED TOTAL' including VAT.

- 1. Delivery selection first in checkout process
- 2. Estimated delivery time
- 3. Estimated delivery date
- 4. Premium delivery options
- 5. Time slots
- 6. Pick-up points
 - a. Pick-up points displayed on a map
 - b. Pick-up point opening times
- 7. Delivery prices
- 8. Delivery instructions
- 9. Autofill delivery address information
- 10. Returns information

Checklist score: 4/10

White Stuff provide a range of delivery options including Saturday delivery and nominated-day delivery. Details of each delivery option and the shipping times are stated, but they do not state the estimated delivery date. White Stuff do not provide the option of delivery to a pick-up point, but they do offer Click & Collect to a store and display their store locations on a map with the opening hours.

The option to select whether you want to have your item delivered to an address or collect it from a store, comes first in the checkout process. So, delivery does come first, but there is not the option to choose the specific delivery option until after the customer has entered their address. An area to improve on would be to have the whole delivery selection process together at the beginning of the checkout.

Overall, we were impressed with the premium delivery options available. However, the need to select a delivery option twice is cumbersome. Another area that White Stuff could improve on is to communicate the estimated delivery date and to expand their delivery offering to

Usability score: 4/5

Total score: 47/100

Dutch Brands



Ace & Tate

The screenshot shows the 'ace & tate' checkout page. At the top, the email 'anna.savitsky@paazl.com' is displayed with an 'aanpassen' link. The current step is '2 Verzending'. A section titled 'Hoe wil je je bril ontvangen?' offers a 'Bezorging' option (marked with a radio button) with the subtext 'Thuis of op een ander adres' and a truck icon. Below this are input fields for 'Voornaam *' (Anna) and 'Achternaam *' (Savitsky), and a 'Land *' dropdown set to 'NL Nederland'. A right-hand sidebar contains a product image of glasses, the name 'Milan Bittersweet', and '+ Glazen zonder sterkte'. The sidebar also shows a 'Subtotaal (incl. BTW)', 'Verzending', and 'Totaal (incl. btw)' section, and a 'nog vragen?' section with a phone icon and the number '020-2050738' and an email icon with 'hallo@'.

1. Delivery selection first in checkout process ✓

2. Estimated delivery time ✓

3. Estimated delivery date ✗

4. Premium delivery options ✗

5. Time slots ✗

6. Pick-up points ✓

a. Pick-up points displayed on a map ✗

b. Pick-up point opening times ✓

7. Delivery prices ✓

8. Delivery instructions ✗

9. Autofill delivery address information ✓

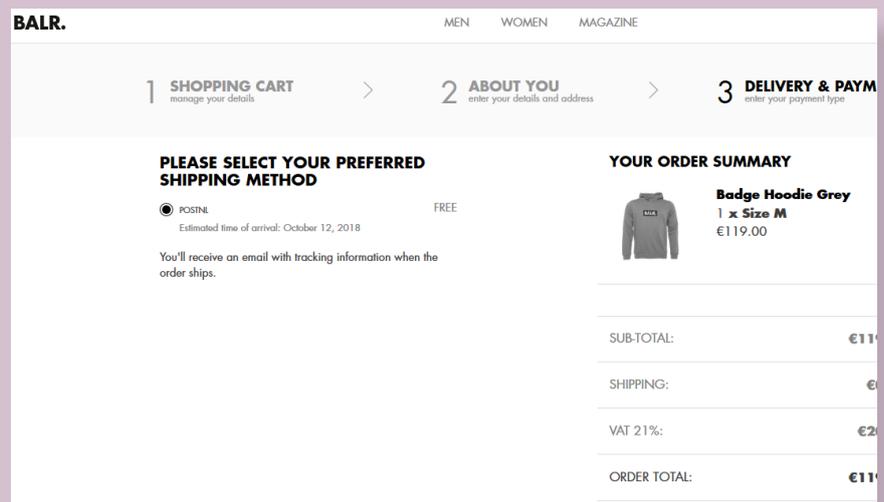
10. Returns information ✗

Checklist score: 5/10

Ace & Tate have an enclosed checkout which is simple and easy to use. Delivery comes first in the checkout process, but Ace & Tate don't state the delivery time until the confirmation stage of the checkout process. The eyewear brand also only offers one delivery option in addition to pick-up points. An area to improve on would be to increase their delivery offerings and state the delivery times and estimated delivery date at the first stage of the checkout process.

Usability score: 3/5

Total score: 53/100



1. Delivery selection first in checkout process

2. Estimated delivery time

3. Estimated delivery date

4. Premium delivery options

5. Time slots

6. Pick-up points

- a. Pick-up points displayed on a map
- b. Pick-up point opening times

7. Delivery prices

8. Delivery instructions

9. Autofill delivery address information

10. Returns information

Checklist score: 2/10

The first thing that we noticed about the BALR. checkout is that it is not enclosed. This means that a customer can easily leave the checkout before completing their purchase. BALR. only offer one delivery option and do not offer the option to deliver items to a pick-up point. Another area to improve on would be to let their customers choose the delivery option at the first stage of the checkout process. We were impressed that they state the estimated delivery date rather than just the shipping time, which is much more user-friendly.

Usability score: 2/5

Total score: 24/100

No Label

The screenshot shows a checkout page for 'NOLABEL'. At the top left is a link to 'Return to shop'. The main form contains the following fields: 'Street name' (filled with 'Jacob Bontiusplaats'), 'City' (filled with 'Amsterdam'), 'Country' (filled with 'Nederland'), and 'Phone' (filled with '123456789'). Under 'Shipping method', 'PostNL' is selected with a price of '€ 5', and 'In Store Pickup' is available for 'Free'. At the bottom, there is a checkbox for 'I agree to the Terms & Conditions' and two buttons: 'Back' and 'Continue to payment'. On the right side, there is a customer service profile for 'Sharon' with the text 'Customer service ONLINE', a phone number '+31 (0) 20 261 37 69', and an email 'info@nolabel.nl'.

- 1. Delivery selection first in checkout process
- 2. Estimated delivery time
- 3. Estimated delivery date
- 4. Premium delivery options
- 5. Time slots
- 6. Pick-up points
 - a. Pick-up points displayed on a map
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- 9. Autofill delivery address information
- 10. Returns information

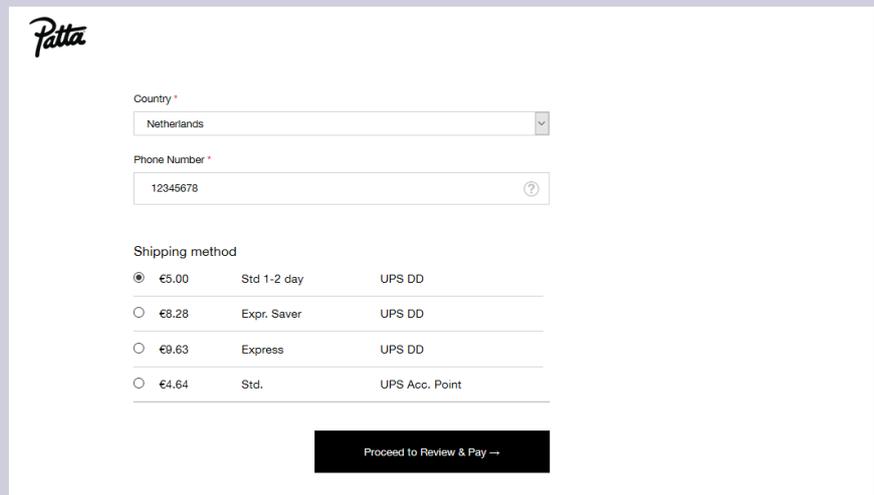
Checklist score: 4/10

No Label provide clear delivery and returns information in the footer of the checkout screen. This information states the delivery time and communicates their free and easy returns policy. No Label can improve on the way that they communicate their delivery information by stating the delivery date rather than the shipping speed. They only provide one delivery option in addition to Click & Collect. So, we have identified expanding their delivery offering as an area that No Label could improve on.

Usability score: 2,5/5

Total score: 38/100

Patta



The screenshot shows the Patta checkout page. At the top left is the Patta logo. Below it are two input fields: 'Country' with a dropdown menu showing 'Netherlands' and 'Phone Number' with the value '12345678'. Underneath is a 'Shipping method' section with four radio button options:

Price	Method	UPS DD
<input checked="" type="radio"/> €5.00	Std 1-2 day	UPS DD
<input type="radio"/> €8.28	Expr. Saver	UPS DD
<input type="radio"/> €9.63	Express	UPS DD
<input type="radio"/> €4.64	Std.	UPS Acc. Point

At the bottom of the shipping method section is a black button with the text 'Proceed to Review & Pay →'.

1. Delivery selection first in checkout process

2. Estimated delivery time

3. Estimated delivery date

4. Premium delivery options

5. Time slots

6. Pick-up points

- a. Pick-up points displayed on a map
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8. Delivery instructions

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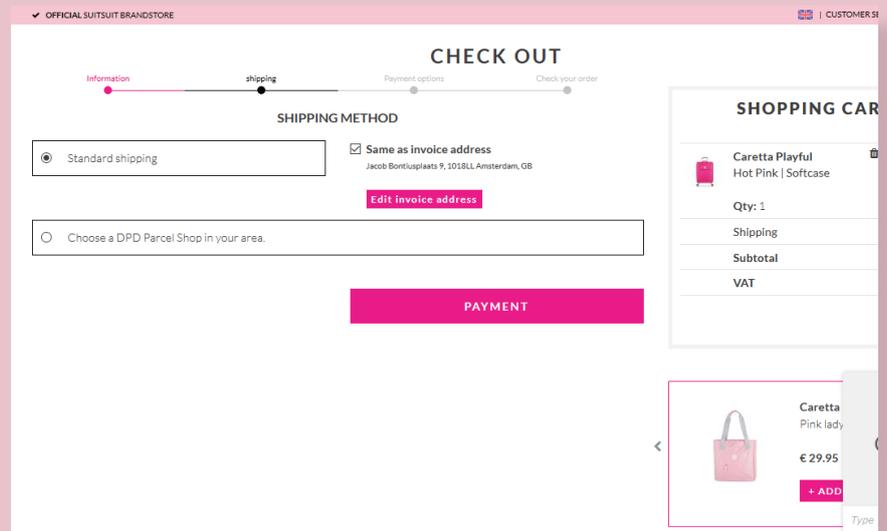
10. Returns information

Checklist score: 3/10

Patta have a good range of delivery options, but they can improve by including more detailed delivery information. They only state the delivery time for their standard delivery option, the other shipping options do not have an estimated delivery time or an estimated delivery date. Patta should include this delivery information in their checkout because currently their customers need to leave the checkout to find this information on the dedicated delivery information page.

Usability score: 2/5

Total score: 29/100



1. Delivery selection first in checkout process

2. Estimated delivery time

3. Estimated delivery date

4. Premium delivery options

5. Time slots

6. Pick-up points

a. Pick-up points displayed on a map

b. Pick-up point opening times

7. Delivery prices

8. Delivery instructions

9. Autofill delivery address information

10. Returns information

Checklist score: 2/10

SUITSUIT have a clear and easy to navigate checkout and we were pleased to see that they offer pick-up points as a delivery option and display their locations on a map. However, there is still plenty that they can improve on in terms of delivery information. The main information that is lacking from their checkout is delivery times whether it is communicated as delivery speed or the preferred estimated delivery date, this information is crucial.

Usability score: 2/5

Total score: 29/100

German Brands



Birkenstock

The screenshot shows the checkout process for Birkenstock. At the top, there are four steps: VERSAND, ZAHLUNGSART, ÜBERSICHT, and BESTÄTIGUNG. The current step is 'RECHNUNGSADRESSE'. The form includes fields for Anrede (Herr/Frau), Vorname (Anna), Nachname (Lu), Vorwahl (Deutschland), Telefon (12345678), Straße (Mohrenstraße), Nr. (30), Adresszusatz (10117), and PLZ (Berlin). A summary box on the right shows the product 'Florida Birko Flor' for 60.00 €, shipping costs of 4.95 €, and a total price of 64.95 €.

1. Delivery selection first in checkout process ❌

2. Estimated delivery time ✅

3. Estimated delivery date ❌

4. Premium delivery options ❌

5. Time slots ❌

6. Pick-up points ✅

a. Pick-up points displayed on a map ❌

b. Pick-up point opening times ❌

7. Delivery prices ✅

8. Delivery instructions ❌

9. Autofill delivery address information ❌

10. Returns information ❌

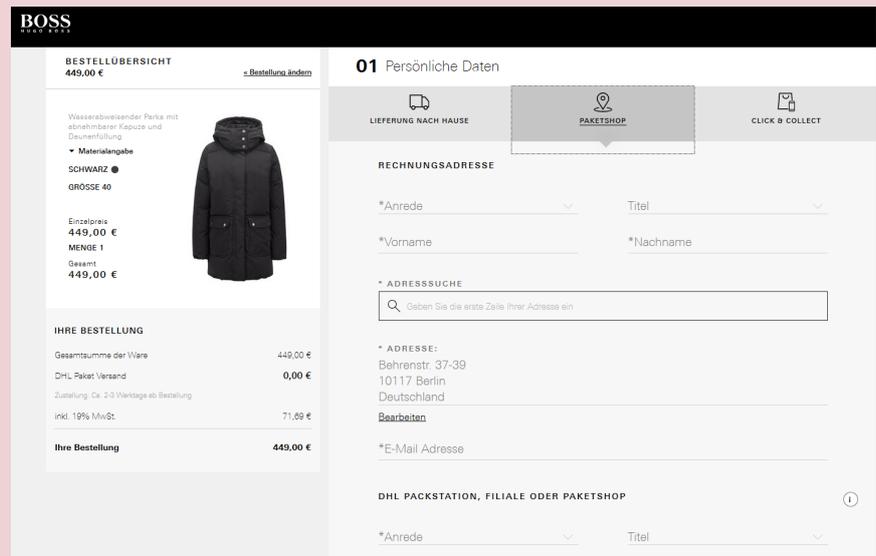
Checklist score: 3/10

We noted several usability issues with the Birkenstock checkout, most notably how they display their pick-up points. They offer their customers the option of delivering to a pick-up point - or pack station - but rely on their customers to fill in the address of the pack station. Best practice would be to display the available pick-up points on a map along with the opening times.

Usability score: 2/5

Total score: 29/100

Hugo Boss



1. Delivery selection first in checkout process



2. Estimated delivery time



3. Estimated delivery date



4. Premium delivery options



5. Time slots



6. Pick-up points



a. Pick-up points displayed on a map



b. Pick-up point opening times



7. Delivery prices



8. Delivery instructions



9. Autofill delivery address information



10. Returns information

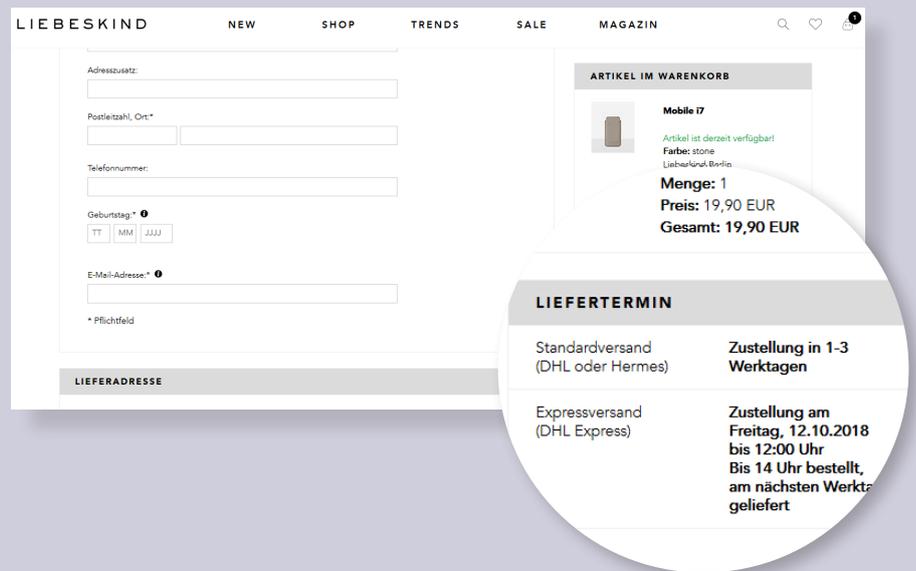


Checklist score: 5/10

Hugo Boss have a very user-friendly checkout. We like how delivery was tackled straightaway and Hugo Boss provide the option of home delivery, pick-up points and Click & Collect. An area for improvement would be to use delivery dates rather than just shipping speeds because it is a more user-friendly way of conveying delivery times. We would also like to see Hugo Boss expanding their delivery options to include premium delivery to match their premium products.

Usability score: 3,5/5

Total score: 56/100



1. Delivery selection first in checkout process

2. Estimated delivery time

3. Estimated delivery date

4. Premium delivery options

5. Time slots

6. Pick-up points

a. Pick-up points displayed on a map

b. Pick-up point opening times

7. Delivery prices

8. Delivery instructions

9. Autofill delivery address information

10. Returns information

Checklist score: 4/10

Delivery options are clearly communicated by Liebeskind. Pick-up points are well displayed on a map and with opening times included. An area of improvement for Liebeskind would be to expand on their delivery offering to include premium delivery options such as nominated-day delivery and evening delivery.

Usability score: 2/5

Total score: 47/100

MYKITA [Back to shop](#)

Additional Address Line

Zip code* City*
10117 Berlin

Country*
Germany

The shipping address does not match the billing address.

CONTINUE

Within 14 days of delivery, you may return your order. Exceptions and restrictions apply. Please see our [return policy](#).

SHIPPING METHOD

- DHL Shipping
Standard shipment with DHL within 1 – 3 working days - includes Free Return Shipping.
€0.00

1. Delivery selection first in checkout process

2. Estimated delivery time

3. Estimated delivery date

4. Premium delivery options

5. Time slots

6. Pick-up points

- a. Pick-up points displayed on a map
- b. Pick-up point opening times

7. Delivery prices

8. Delivery instructions

9. Autofill delivery address information

10. Returns information

Checklist score: 3/10

Mykita have limited delivery options as they only offer one delivery choice. The first area that Mykita should focus on is expanding their delivery offering. Mykita shine when it comes to in-checkout returns information. We liked how they included returns information in the checkout with an additional reference to free return shipping.

Usability score: 2/5

Total score: 29/100

Tom Tailor

IHRE LIEFERADRESSE

Liefer- und Rechnungsadresse sind gleich

VERSANDART

Versandart wählen

Standard Versand	Premium Versand ⓘ	Express Versand ⓘ
<input checked="" type="radio"/> DHL 	<input type="radio"/> DHL 	<input type="radio"/> DHL 
<input type="radio"/> Hermes 		
Versandkosten: 0,99 €	Versandkosten: 2,99 €	Versandkosten: 7,94 €

* Pflichtfelder

ZUM NÄCHSTEN SCHRITT

1. Delivery selection first in checkout process ❌

2. Estimated delivery time ❌

3. Estimated delivery date ❌

4. Premium delivery options ❌

5. Time slots ❌

6. Pick-up points ❌

a. Pick-up points displayed on a map

b. Pick-up point opening times

7. Delivery prices ✓

8. Delivery instructions ❌

9. Autofill delivery address information ❌

10. Returns information ❌

Checklist score: 1/10

Tom Tailor offer three delivery options, their standard, premium and express delivery. We would like to see them communicate these delivery options in the checkout page. The main piece of delivery information missing from the Tom Tailor checkout is how long delivery takes. This is crucial information to have missing from the e-commerce checkout as it encourages customers to leave the checkout process to find this information on another page.

Usability score: 1/5

Total score: 12/100

Scandinavian Brands



Cheap Monday

2. Delivery options

Shipping type

Shipping Netherlands €5
3-4 working days

You can pick up your parcel at
NJAG
CZAAR PETERSTRAAT 94A, 1018PS Amsterdam

Please fill in the following details if you would like a notification when your package arrives:

SMS

Express delivery Netherlands €9
Order placed before 1 pm Monday-Friday will be delivered the next working day

CONTINUE

3. Payment options

Free shipping over 70 eur	Free
Subtotal	€140
Shipping Fee	€5
Total	€140

Shipping Netherlands €5
3-4 working days

Exchange fee Netherlands €0
Return postage is always free for exchanges when you use the prepaid return address label.

Return fee Netherlands €0
You have the right to cancel your purchases without giving any reasons within a period of 14 calendar days after the day of delivery of the goods.

Read more about all the details in our [Return & Exchange policies](#)

Secure payments
We accept Visa, Mastercard, PayPal, Arvato Invoices. Your payment is secured by DIBS and trusted SSL technology.

1. Delivery selection first in checkout process

2. Estimated delivery time

3. Estimated delivery date

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a. Pick-up points displayed on a map

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8. Delivery instructions

9. Autofill delivery address information

10. Returns information

Checklist score: 4/10

Cheap Monday include a lot of information in their checkout and we were delighted to find that information regarding their delivery time and returns policy was clearly communicated. Cheap Monday can improve their delivery information by displaying pick-up points on a map and communicating their opening times. By widening their delivery offering with premium delivery choices, Cheap Monday could really impress their customers.

Usability score: 3/5

Total score: 41/100

Filippa K

The screenshot shows the checkout process for Filippa K. It is divided into four main sections:

- 1. FACTUURADRES:** Includes a login link for existing accounts and form fields for first name (ANNA), last name (SAVITSKY), address (JACOB BONTIUSPLAATS 9), address line 2, postcode (1018LL), city (AMSTERDAM), and country (NETHERLANDS).
- 2. SELECT SHIPPING:** Offers 'FREE HOME DELIVERY (2-4 DAYS) € 0' and 'Sustainable packing' with an option to 'Add reusable packaging from RePack' for an additional €4. It also includes a 'Do you have a gift card?' section with a 'Use gift card' option.
- 3. BETAALWIJZE:** Features 'KLARNA FACTUUR (+€ 0)' with the Klarna logo and a 'MOBIEL NUMMER' field containing '+31077880743'.
- 4. ORDER SUMMARY:** Lists the item 'ALEXA COAT CAMEL' with details (COLOUR: CAMEL, SIZE: M, HOEVEELHEID: 1) and a price of € 890. It also shows a subtotal of € 890, tax of € 154, and shipping of € 0, resulting in a grand total of € 890. There are checkboxes for newsletter and SMS preferences, and a 'BESTELLING PLAATSEN' button.

1. Delivery selection first in checkout process ❌

2. Estimated delivery time ✅

3. Estimated delivery date ❌

4. Premium delivery options ❌

5. Time slots ❌

6. Pick-up points ✅

a. Pick-up points displayed on a map ❌

b. Pick-up point opening times ❌

7. Delivery prices ✅

8. Delivery instructions ❌

9. Autofill delivery address information ❌

10. Returns information ❌

Checklist score: 3/10

Filippa K do not offer many delivery options, which is surprising seeing as they are a premium brand. They clearly state the price and delivery time for their delivery options. An area of improvement would be to use the estimated delivery date rather than the delivery time because it is more customer-friendly. An interesting observation we made is that Filippa K give their customers the option to choose sustainable packaging, although this does come with an additional cost.

Usability score: 2,5/5

Total score: 32/100

Fjällräven

ortsätt handla

1 DIN FAKTURAADDRESS

E-post *

hello@paazl.com

Tilltal *

Herr

Förnamn *

An

Efternamn *

Sav

Gata * Nr. *

2 LEVERANSADRESS

Leveransadressen är samma som fakturaadressen

Annan leveransadress

3 LEVERANSÄTT

Postnord (59 kr) [postnord](#)

4 BETALNINGSMÖJLIGHETER

5 SAMMANFATTNING (1 ARTIKEL)

 **FJÄLLGLIM SHIRT M**
Storlek: L, Färg: Deep Red
1 x 1 199 kr Summa: 1 199 kr

Varornas värde 1 199
Leveranskostnader 59
inkl. moms 25.0 %: 251.60

ORDERSUMMA 1 258
alla priser i SEK, inkl. moms

Jag vill bli informerad om nyheter och händelser från Fjällräven via e-post (avsnittet kan göras när som helst).

1. Delivery selection first in checkout process ❌

2. Estimated delivery time ❌

3. Estimated delivery date ❌

4. Premium delivery options ❌

5. Time slots ❌

6. Pick-up points ❌

a. Pick-up points displayed on a map

b. Pick-up point opening times

7. Delivery prices ✓

8. Delivery instructions ❌

9. Autofill delivery address information ❌

10. Returns information ❌

Checklist score: 1/10

Even though Fjällräven have all the checkout forms on one page it was clearly laid out with minimal form fields making it easy to navigate and user-friendly. The in-checkout delivery information consisted of the price, but not much else. There was no information regarding how long delivery would take – be it the shipping time or the estimated delivery date – which is crucial information to miss during the checkout stage.

Usability score: 1,5/5

Total score: 15/100

The screenshot shows the checkout page for Monki. It features a 'Billing address' section with a text box containing 'Ms Anna Smith', 'Flat 5 High Road, London, W2 6BJ', and 'annasmith@hello.com, 07895 678348'. To the right of this box is an 'Edit' link. Below the billing address is a 'Delivery address' section. It has three radio button options: 'Standard pick up location' (selected), 'Standard home delivery', and 'Express home delivery'. The 'Standard pick up location' option shows a text box with 'Matalan (Oxford Street)', 'Oxford Street 149-151, W1D 2JG, London', and an 'Edit' link. The 'Express home delivery' option has a small yellow 'Express' icon. On the right side of the page, there is a product image of a floral dress with details: 'Colour: Flora', 'Size: 38', and 'Quantity: 1'. Below the product image are sections for 'Order value', 'Delivery', and 'Total'. The 'Total' section includes text about free returns and free shipping.

1. Delivery selection first in checkout process ❌

2. Estimated delivery time ✔️

3. Estimated delivery date ❌

4. Premium delivery options ❌

5. Time slots ❌

6. Pick-up points ✔️

a. Pick-up points displayed on a map ✔️

b. Pick-up point opening times ❌

7. Delivery prices ✔️

8. Delivery instructions ❌

9. Autofill delivery address information ✔️

10. Returns information ✔️

Checklist score: 5/10

Monki have an impressive and easy to use checkout. Delivery information is displayed clearly, although an area to improve on would be to use the delivery date rather than the shipping time. We liked how there was a brief mention to their returns policy and their free shipping threshold on the right-hand side of the checkout screen. By expanding their delivery options to include premium delivery, Monki could really delight their customers.

Usability score: 4/5

Total score: 59/100

Samsøe & Samsøe

Return to shopping site

SAMSØE Ø SAMSØE

Need Call Customer Care at +45 352

Shipping Method

DPD Home Delivery: Delivery to the given address (home, work or somewhere of your choice) within 4 to 6 business days.

DPD Parcelshop: Delivery to the parcel shop of your choice within 4 to 6 business days. Choose your parcel shop from the menu below.

Accept the **Terms and Conditions**

Yes, I want to receive newsletters and accept the **privacy** and **cookie** policies. In order to send you newsletters, we will keep information about you, such as your name and your email address. We will not disclose your information to others. You can unsubscribe at any time.

[Continue to Payment](#)

Order Summary

 **Ulrike jacket 10150**
Color: CLIMBING IVY
Size: M
Qty: 1
€ 279,00

Subtotal € 279,00
Shipping FREE
DPD Home Delivery

Total € 279,00
Including VAT (55,80)

1. Delivery selection first in checkout process ✗

2. Estimated delivery time ✓

3. Estimated delivery date ✗

4. Premium delivery options ✗

5. Time slots ✗

6. Pick-up points ✓

a. Pick-up points displayed on a map ✓

b. Pick-up point opening times ✗

7. Delivery prices ✓

8. Delivery instructions ✗

9. Autofill delivery address information ✗

10. Returns information ✗

Checklist score: 3/10

Samsøe & Samsøe have a simple checkout with clear delivery information. We like how they offer pick-up points as a delivery option and display the locations on a map. There are however plenty of ways that they can improve on their in-checkout delivery information. Some of the improvements that we identified are to state the estimated delivery date, include the pick-up point opening times and to provide some brief information regarding their returns policy.

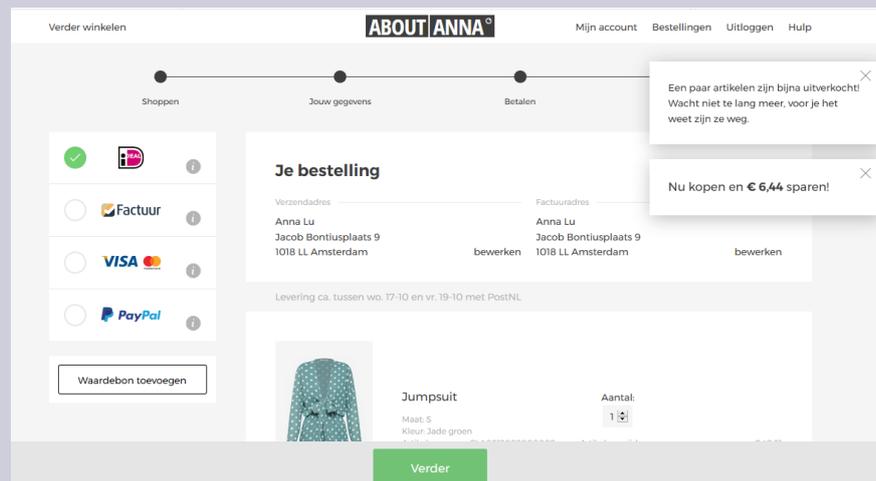
Usability score: 2,5/5

Total score: 38/100

Online Platforms



About You



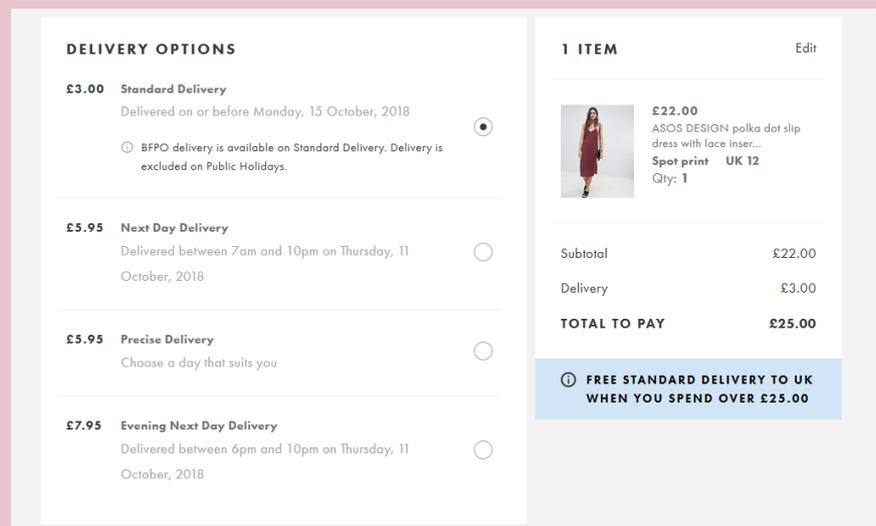
1. Delivery selection first in checkout process
2. Estimated delivery time
3. Estimated delivery date
4. Premium delivery options
5. Time slots
6. Pick-up points
 - a. Pick-up points displayed on a map
 - b. Pick-up point opening times
7. Delivery prices
8. Delivery instructions
9. Autofill delivery address information
10. Returns information

Checklist score: 4/10

About You's in-checkout delivery information was rather confusing. This is because they only offer one delivery option, which is unusual for an online platform and so we were constantly waiting for the chance to make our delivery choice. Once About You expand their delivery offering this won't be an issue. We were impressed that they state the estimated delivery date, however they provide a two-day delivery window, which is not as precise as other brands.

Usability score: 2,5/5

Total score: 38/100



1. Delivery selection first in checkout process

2. Estimated delivery time

3. Estimated delivery date

4. Premium delivery options

5. Time slots

6. Pick-up points

a. Pick-up points displayed on a map

b. Pick-up point opening times

7. Delivery prices

8. Delivery instructions

9. Autofill delivery address information

10. Returns information

Checklist score: 5/10

No surprises here, ASOS have one of the smoothest checkouts on the web. They have an impressive menu of delivery options and they communicate them perfectly by stating the delivery date. An area for improvement would be to allow their customers to choose their delivery option before they enter their delivery address.

Usability score: 5/5

Total score: 71/100

End Clothing

The screenshot displays a checkout page for 'End Clothing'. On the left, there is a shipping selection form with the following fields: Name (Anna, Lu), Contact Number (123456789), Address line 1, Address line 2 (Optional), Town or City, State / Province / County (Optional), Postcode (w2 6pp), and Country (United Kingdom). Below these fields, two shipping options are listed: '£2.95 DPD 2-3 Day Standard Service' (selected) and '£4.95 DPD Next Working Day Priority Service'. Delivery dates are shown as 'Delivered between Mon 15 Oct - Tue 16 Oct' for the standard service and 'Delivered on Fri 12 Oct' for the priority service. A 'CONTINUE TO PAYMENT' button is at the bottom. On the right, a cart summary shows a 'Medium' item with a quantity of 1 and a price of £49.00. A grey bar indicates 'SPEND £101.00 MORE FOR FREE SHIPPING'. The cart summary also shows a Subtotal of £49.00, Shipping of £2.95, and a Total of £51.95.

1. Delivery selection first in checkout process ❌

2. Estimated delivery time ✅

3. Estimated delivery date ✅

4. Premium delivery options ❌

5. Time slots ❌

6. Pick-up points ❌

- a. Pick-up points displayed on a map
- b. Pick-up point opening times

7. Delivery prices ✅

8. Delivery instructions ❌

9. Autofill delivery address information ❌

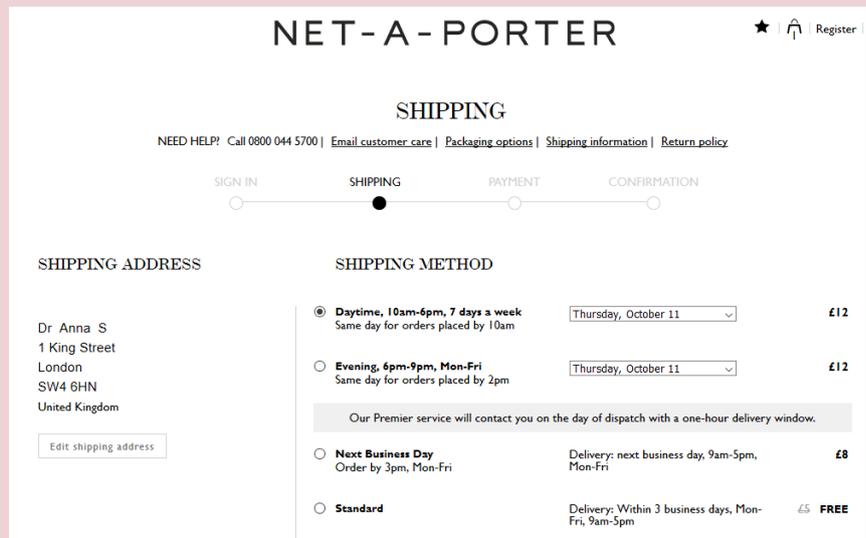
10. Returns information ❌

Checklist score: 3/10

End Clothing are another example of an e-commerce checkout done right. We like how they state how much more would need to be spent for the order to qualify for free shipping. This encourages their customers to spend more. We especially like how they include both delivery date and shipping speed in the checkout, so the customer has complete clarity over when their item will arrive.

Usability score: 4/5

Total score: 41/100



1. Delivery selection first in checkout process

2. Estimated delivery time

3. Estimated delivery date

4. Premium delivery options

5. Time slots

6. Pick-up points

a. Pick-up points displayed on a map

b. Pick-up point opening times

7. Delivery prices

8. Delivery instructions

9. Autofill delivery address information

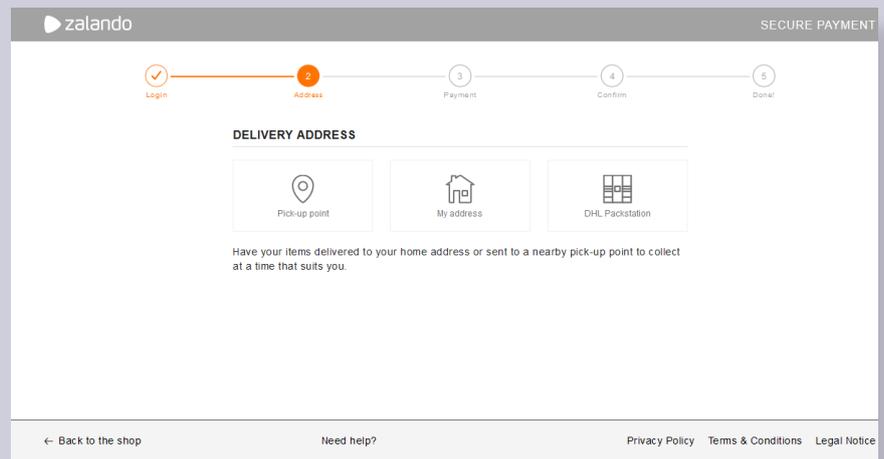
10. Returns information

Checklist score: 5/10

Net-A-Porter offers an extensive range of premium delivery options which match their premium products. They communicate their delivery options well by stating both the shipping speed and delivery date. Net-A-Porter do not state their returns policy in the checkout, but they do include a direct link to their returns policy page in case it is needed.

Usability score: 4,5/5

Total score: 56/100



1. Delivery selection first in checkout process ✓
2. Estimated delivery time ✗
3. Estimated delivery date ✓
4. Premium delivery options ✗
5. Time slots ✗
6. Pick-up points ✓
 - a. Pick-up points displayed on a map ✓
 - b. Pick-up point opening times ✓
7. Delivery prices ✓
8. Delivery instructions ✗
9. Autofill delivery address information ✗
10. Returns information ✗

Checklist score: 4/10

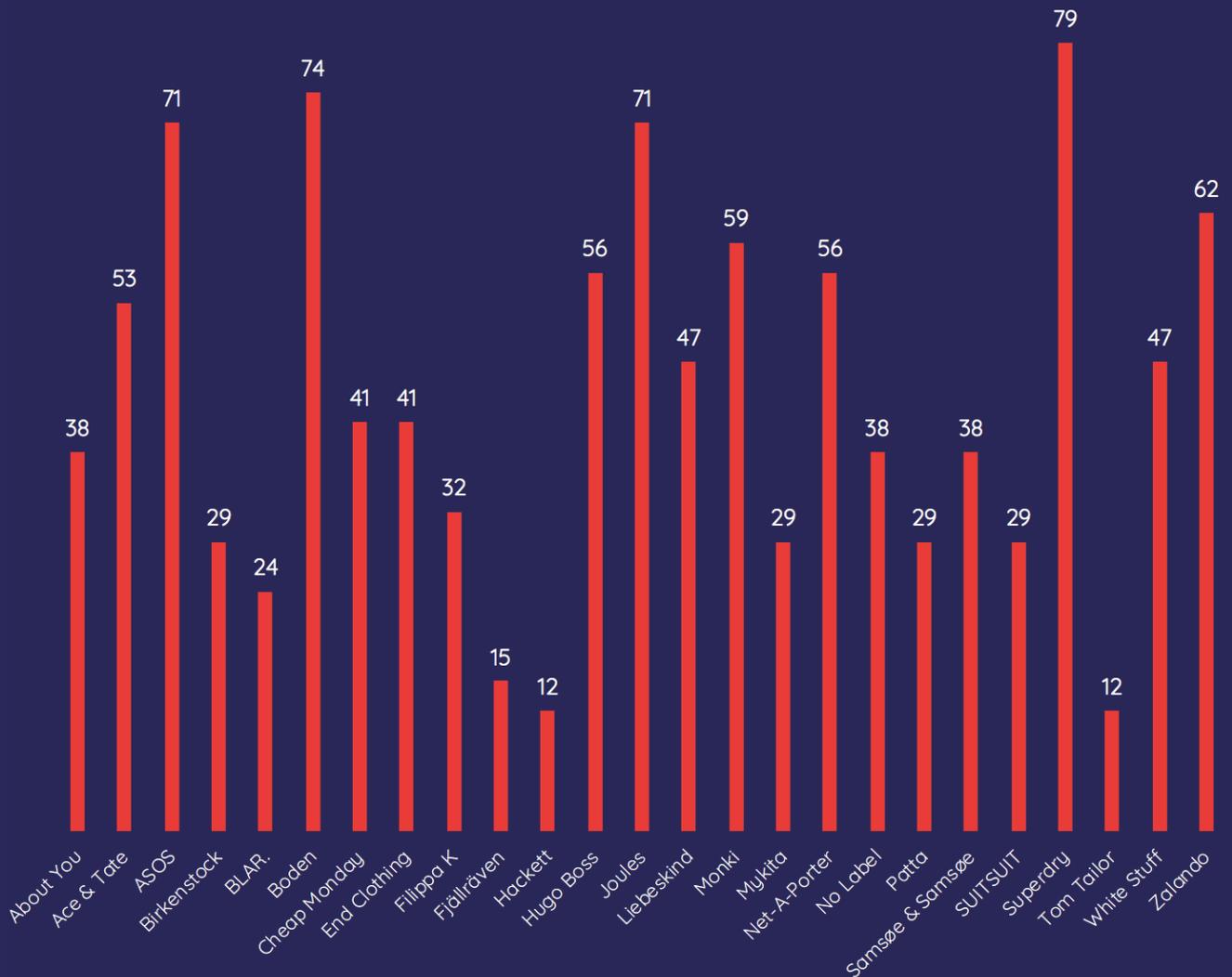
We like how Zalando ask their customers to choose a delivery option before they need to enter their address. They don't offer premium delivery options, but they do give their customers the option of standard or express delivery and delivery to a pick-up point. Estimated delivery times are displayed on the "view bag" screen so just before the customer enters the checkout screen.

Usability score: 4,5/5

Total score: 62/100

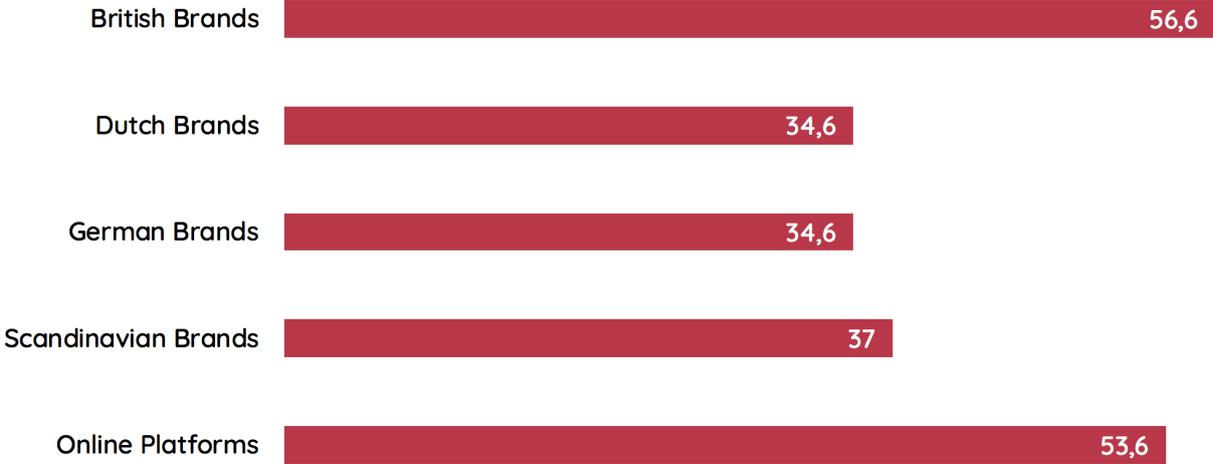
Score

in-checkout delivery information
(maximum score 100)



These scores were based on a combination of our usability score and the number of points on our checklist that the brands were able to fulfil. A low score does not mean failure, as even the most mature online brands would struggle to meet all the criteria. Eight out of the 25 brands that we assessed scored below 30, which proves that there is plenty of room for improvement.

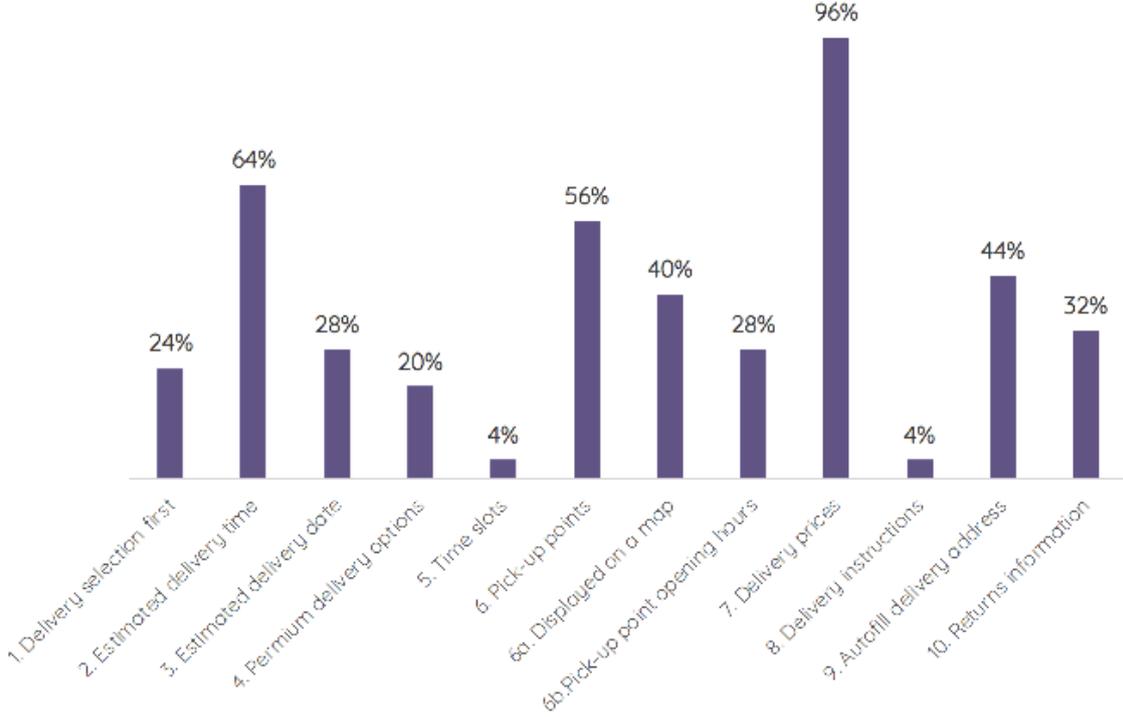
Average rating per country



The average scores per country show the United Kingdom to be the most mature market when it comes to in-checkout delivery information. Interestingly, the findings from our previous study on pre-checkout delivery information found British brands to be the most advanced market in that area too. The average scores

amongst the Dutch, German and Scandinavian brands that we studied are very similar. These markets have plenty to improve upon if their in-checkout delivery information is to match the British brands and online platforms that we studied.

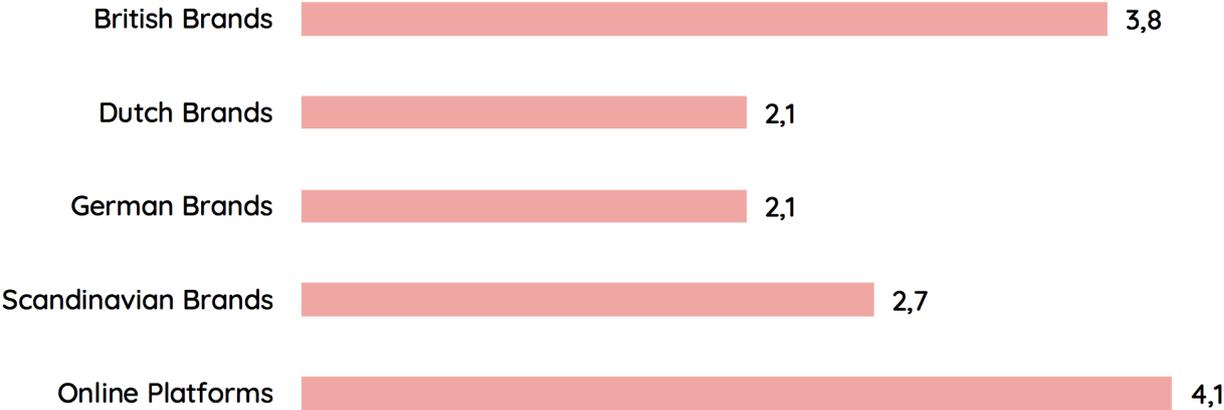
Average checklist score



Arguably the two most important pieces of in-checkout delivery information are the cost of delivery and the delivery time. Unsurprisingly, these are the two highest scoring points on the checklist. Brands that don't state this information in the checkout run the risk of customers leaving the checkout screen to find this information and not returning to complete their purchase. This study found delivery time slots and delivery instructions to be the least common pieces of

delivery information in the checkout screen. They were both only offered by one brand in the study respectively. Only 20% of the brands surveyed offer premium delivery options such as evening or nominated-day delivery. This shows that e-commerce delivery is still not as advanced as other areas of e-commerce and there are plenty of areas for improvement across the checkout stage.

Average checklist score



The online platforms scored the highest average usability score followed by the British e-commerce brands, then the Scandinavian

brands. The Dutch and German brands scored the same average score of 2,1 out of five.

Conclusion

British brands were the top scorers, with their average total score exceeding all other country markets and online platforms. Three out of the five British brands provide premium delivery options whereas none of the other country brands offered this option. Their average usability score was 3,8, which was more than all other country markets, but seven percent behind the online platforms' score.

In our previous study, which focused on pre-checkout delivery information, British brands were also the highest scoring country market. Both of our studies show the British e-commerce market to be more advanced than their European counterparts when it comes to delivery information.

The Dutch and German brands in this study scored the same total average score of 34,6. None of the five Dutch and German brands offered their customers premium delivery options, which shows that these two markets have a lot to improve on in this area. Pick-up points are a more common delivery option for these markets with 40% of the Dutch brands and 60% of the German brands providing this as an option.

The Scandinavian brands studied fared slightly better with an average total score of 37. Four out of the five brands offered pick-up points as a delivery option, which is more than the online platforms and all other country markets. The average usability rating for the Scandinavian brands was 2,7, which exceeds both the Dutch and German average usability scores, but lags behind that of the British brands and online platforms.

Looking at the differences between online platforms and brands the average total score for British brands is higher than the average total score for online platforms. This points towards there being more differences between the country markets than differences between brands and online platforms.

That being said the online platforms had the highest average usability score at 4,1 out of five. Their total average score was only five percent

behind that of British brands. So online platforms are still a leading force in terms of checkout delivery information.

Superdry was the highest scoring brand with a score of 79 out of 100. Interestingly, Superdry were among the highest scorers in our pre-checkout delivery information study too. Proving that they focus on delivery information throughout the purchasing journey.

An optimised e-commerce checkout is speedy and simple. Delivery information is an important element of a successful e-commerce checkout. If customers cannot find the information they need, they will be forced to leave the checkout to find it on another page. At best this makes the purchasing process longer and more frustrating, and at worst the customer abandons their purchase.

Delivery – be it the cost or the time – remains one of the main reasons why e-commerce customers abandon their cart. By ensuring that you are transparent with your delivery information throughout the purchasing journey you will definitely improve your customers' buying experience, and you may even see a reduction in the number of abandoned purchases.

Power to the parcel!

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paazl

when shipping
gets serious