

Shopping Cart Checklist

This list will give you a chance to see how well your shopping cart functions.

	When a customer clicks to add an item to the shopping cart, he or she gets a clear confirmation that the item was added.
	I don't force customers to register for my site when they add an item to the shopping cart.
	The name of an item in the shopping cart is the same as what it was on the product page.
	Each product in my shopping cart links back to its product page.
	Each shopping cart image reflects the choices my customer made (for example, if the customer picked a shirt in blue - not red - the shirt will be displayed in blue in the shopping cart).
	There are urgency messages beside items (for example, "Only 2 items left in size 10" or "Only 2 days left of summer sale"). (optional)
	Shoppers can edit the amount of an item in the shopping cart.
	Shoppers can delete each of the items in the shopping cart.
	The subtotal, tax, and total appear along with any additional charges (shipping, gift wrapping, etc.).
	There is a place to enter discount codes or coupons. (if relevant)
	There is a <i>Continue Shopping</i> button.
	The <i>Checkout Button</i> is the most prominent button on the page.
	My shopping cart page has information or links to information about payment methods.
	My shopping cart page has information or links to information about my return policy.
	My shopping cart page has information or links to complete shipping information.
	I suggest additional items my shopper might be interested in. (optional)
	I use cookies to keep track of unregistered shoppers' choices.