YOUR READING MAP

Help buyers finish

A good checkout makes the next step easy to understand.

Your mission

Follow one order from cart to confirmation. Find the obstacle, make one careful change and test the full journey again. Start with the checkout you already have.

03–04
Find the obstacle
Meet Maya and map the buyer’s final steps.

05–06
Remove surprises
Make totals, delivery and form fields clearer.

07–09
Test the whole journey
Check payment, confirmation and useful measures.

10–11
Explore 10 business ideas
Practical services with a first test for each.

12–14
Make one real improvement
A seven-day plan, worksheet and source notes.

01 / UNDERSTAND IT

Maya tests her own store

Fictional example: Maya sells small gift boxes online.



A surprise at the finish

A buyer chooses a gift box, then finds a delivery fee only near the end. A required address field is unclear. The buyer leaves. Maya had checked the product page, but not the full mobile checkout.

Walk through it like a new customer

Maya makes the delivery charge visible earlier, explains the address field and tests again. She does not assume every unfinished cart is a fault: people also compare prices, get interrupted or change their minds.

☺ Maya’s first rule

“Before I buy more traffic, I will check whether a willing buyer can finish an order.”

02 / MAP THE JOURNEY

Four steps to inspect

Check what the buyer sees and what your store records.

1

CART

Right item, variant and quantity? Can the buyer edit them and see the price clearly?

2

DETAILS

Can the buyer enter a real address, see delivery options and understand required fields?

3

PAYMENT

Is the amount clear? Can the selected method succeed, fail safely and be retried appropriately?

4

CONFIRMATION

Does the buyer get an order reference, payment status, delivery expectation and help route?

Fix the biggest obstacle first

A broken payment or unavailable delivery route comes before polishing button colours. Record the exact step, device and conditions where a problem appears.