
Cart and Checkout Friction Worksheet

Store / Date

Cart Observations

- Item clarity:
- Quantity and variant clarity:
- Discount code behavior:
- Shipping threshold:
- Upsell relevance:
- Checkout CTA:

Checkout Observations

- Payment methods:
- Shipping cost/timing:
- Taxes/duties:
- Error messages:
- Mobile friction:
- Trust cues:

Surprises Found

- 1.
- 2.
- 3.

Recommended Fixes

- 1.
- 2.
- 3.