BUSINESS CASE WHITEPAPER · COM-016

Checkout friction review

See exactly where a checkout becomes hard to finish.



The decision

The merchant sees checkout complaints but lacks a reproducible account of where users get stuck.

What the fee buys

We trace two authorised test purchases across mobile and desktop and return annotated fixes.

When to commission

Buy if test access exists and the team can act on mobile and desktop findings.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

Two authorised test journeys reveal that delivery eligibility appears at different points on phone and desktop.

In this illustrative case

Record the exact step on each device and annotate the earlier point where the rule would help the buyer.

Inputs and ownership

Provide an authorised test environment or purchase method and the checkout rules for the two test purchases.

1. Agree test purchases
2. Trace mobile and desktop
3. Annotate priority fixes

Using the handover

Use the annotations to trace a specific failure point and give the team a repair they can verify.

An alternative to buying

Trace a known isolated payment error with the provider first if the store journey is otherwise clear.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£399 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 9.97 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Record blocking steps and visible errors on two authorised journeys, then repeat after fixes. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Buy if test access exists and the team can act on mobile and desktop findings. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-016, GBP catalogue fee and an illustrative working case. View service scope.

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