

Mobile Initiated Returns

Competitive Analysis & Research

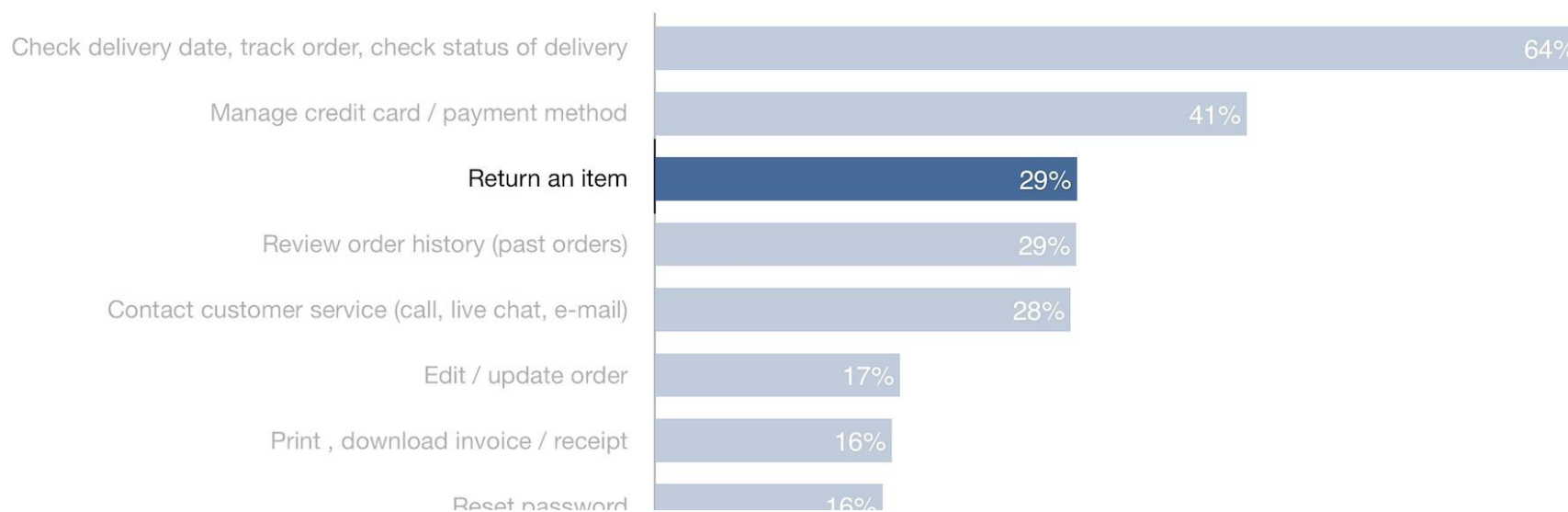


Introduction

E-Commerce Account Features Most Important to Users

1102 responses · US adult internet shoppers · 2018 · © baymard.com

"Select up to 3 items from the list below that are MOST IMPORTANT to you when accessing your account on an e-commerce site. Please trust your first instincts and spend no more than 2 minutes on this exercise."

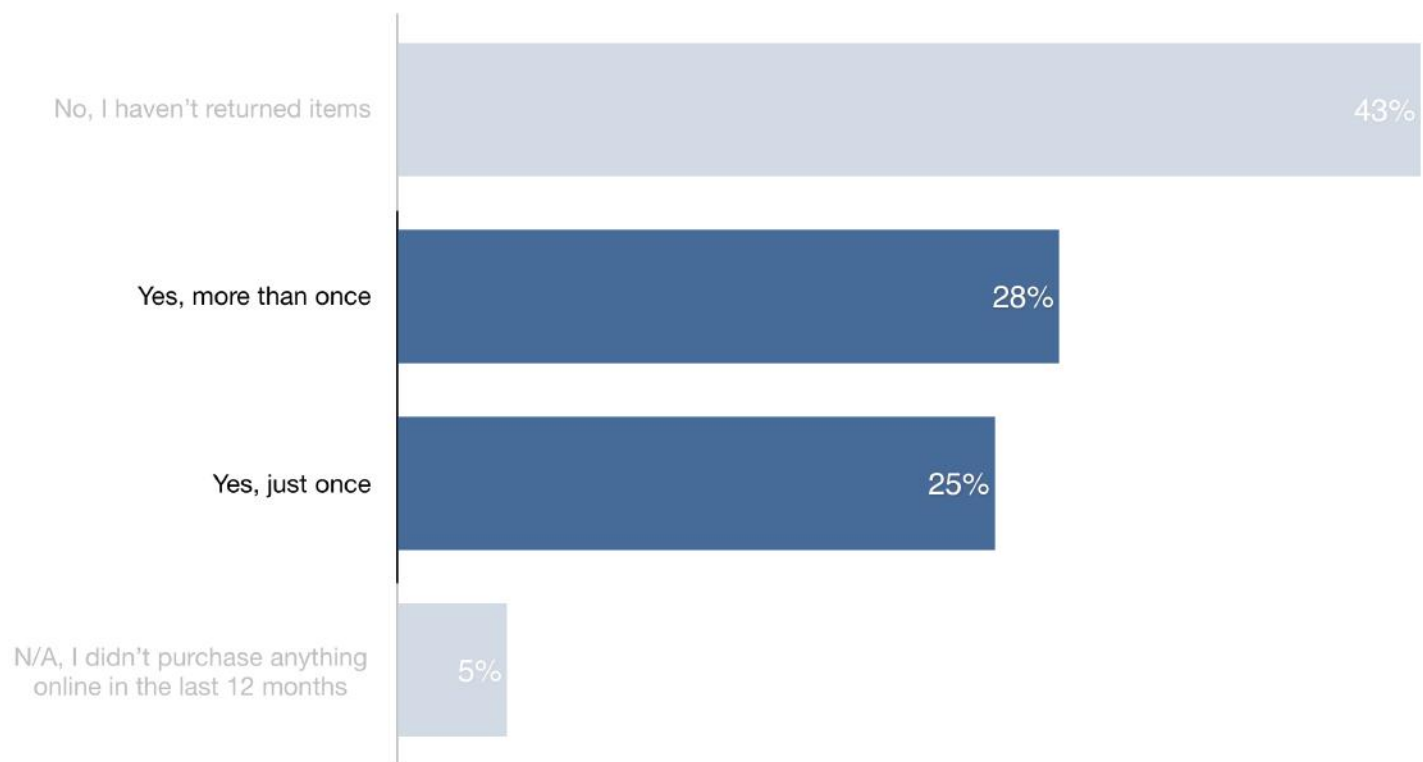


According to baymard.com, a quantitative study of users' reasons for accessing their e-commerce accounts found that 29% of users said initiating, managing, and completing returns were among the three most important reasons why they'd access their account.

Frequency of Online Returns (per year)

1,045 responses · US adult internet shoppers · 2018 · © baymard.com

"Have you returned an item you bought online in the last 12 months?"

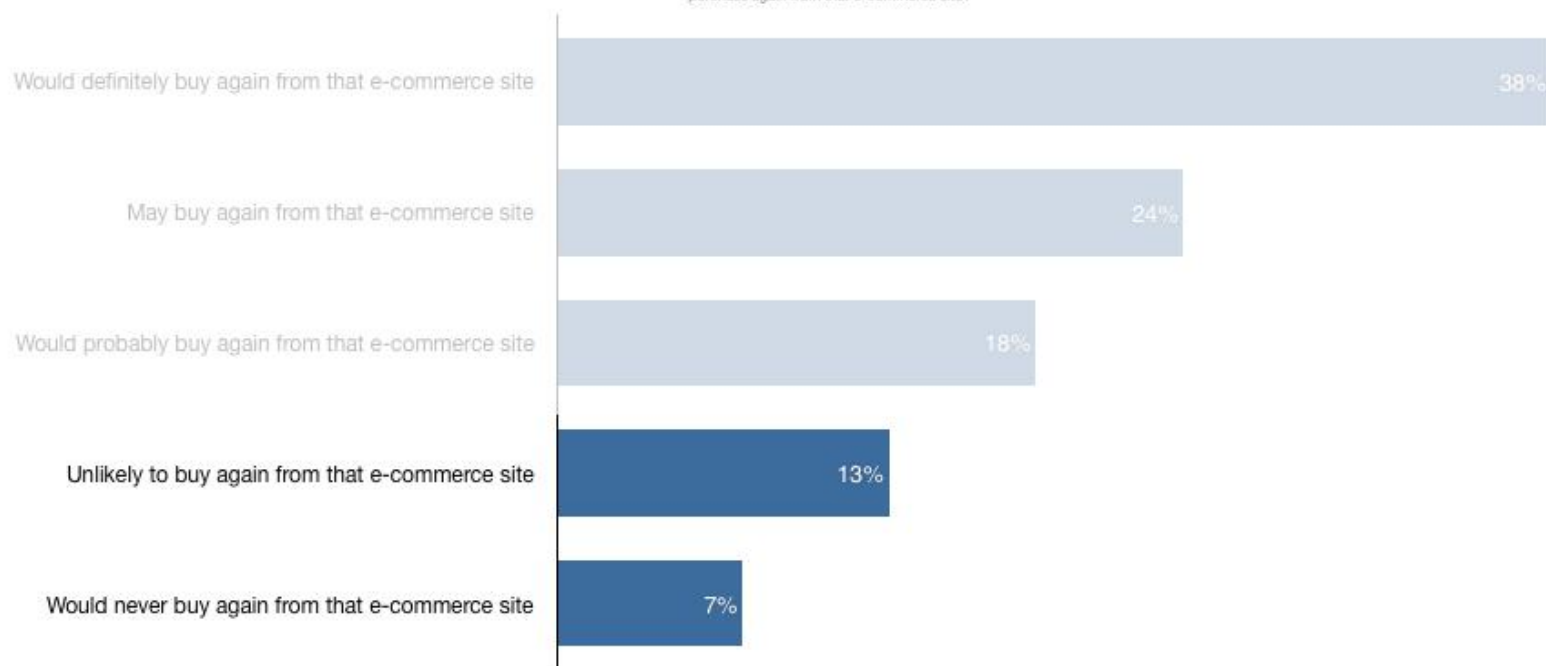


53% of users returned at least one item in the past year to an e-commerce site.

Likelihood of Future Purchases Based on Previous Return Experience

1,045 responses · US adult internet shoppers · 2018 · © baymard.com

"If you returned an item that you bought online in the last 12 months, how would that experience impact the likelihood you'd purchase again from that e-commerce site?"

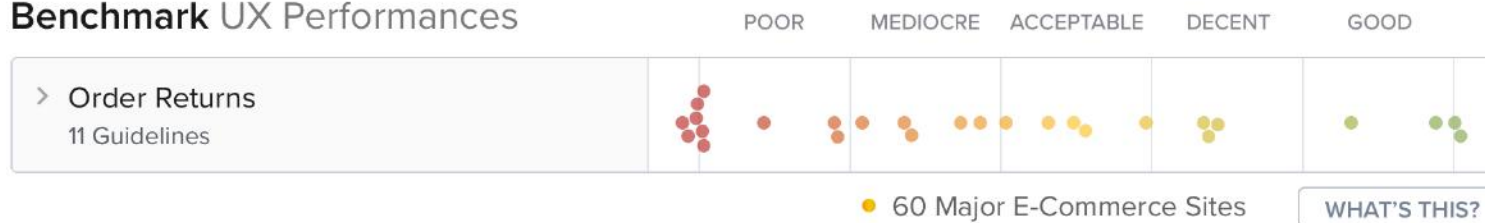


11% of users have abandoned at least one order in the past quarter solely due to an unsatisfactory returns policy. 7% of users would never purchase from a site again solely due to the returns experience, while 13% responded that they would be unlikely to purchase from a site again.

Despite the importance of returns, during the usability testing of the return processes and user interfaces, they generated the most usability issues for users.

Baymard's UX performance benchmark revealed that that 54% of sites have significant usability issues within their returns flow.

Benchmark UX Performances



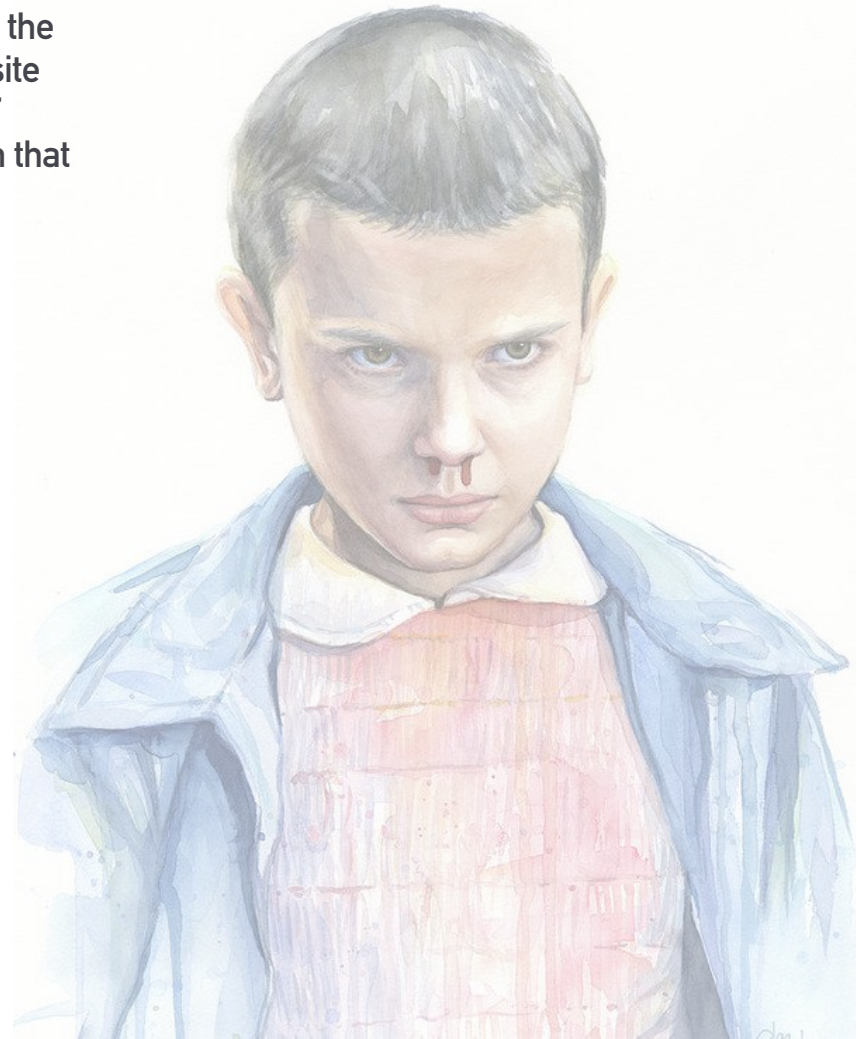
They've identified four sites that do a good job on their return processes based on 11 guidelines.



11 Guidelines

1. Provide an Online Return Flow in Addition to Any Pre-Printed Labels

When users decide they need to return an item, the extent to which users are accommodated by a site was shown during their testing to inform users' decision as to whether to conduct business with that site again in the future — turning a potentially negative experience into a positive one.



2. Explicitly State the Costs Associated with Returning an Item

When the cost of the expected return was not clear, test subjects became confused, annoyed, and, at worst, felt cheated. The cost of the return was repeatedly observed to be a friction point during testing.



3. Make Intelligent Default Selections for Users in the Return Flow

In the checkout flow, making intelligent default selections for users was observed to eliminate distractions and inconveniences. For example, Pre-populating an e-mail, address field, closest location for in-store return, and dictating the flow based on the reason for the return can all help make the customer feel that their problem is understood and being addressed.



Damaged
Missing Parts



Replacement/Exchange

Changed Mind
No Longer Needed
Lower Price Available
Other



Refund

4. Provide the Ability to Both Print and Email the Shipping Label

Printing the return shipping label is frequently the last step in the return flow. However, testing revealed that many users will not print the label when they complete the return shipping process. In testing, this was observed to be the case for 67% of test subjects, who cited printer issues or the lack of a printer as reasons for having to postpone printing the return label to a later time.

If printing a shipping label appears to be the only option, it can in many cases lead to users being anxious about their ability to eventually print the label and complete the return process. This in turn can escalate to a phone call to customer service or live chat initiation, and delay a user's ability to ship an item back.



5. Update Order Statuses to Show Key Returns Milestones

Without timely and accurate updates on the progress of a return, users who are concerned about whether and when a refund will be received are likely to seek assistance from a customer service representative. As one test subject stated,

“After drop off [of the returned item, ed.], I would check my credit card for a reverse charge a week later, and check the site. Another week later I would call customer service”.



6. Use Descriptive Microcopy, Button Text, and Tooltip Text Throughout the Return Flow

Testing revealed that without appropriately descriptive headers, text descriptions, and primary buttons in the return flow, users take longer to complete the process and have more issues.



7. Promote In-Store Returns Alongside Mailed Return Options

In testing, 20% of test subjects indicated a preference for returning an item directly to the store.



8. Provide Detailed Instructions on How to Package Returns

To initiate any mail return of an order, the items have to be packaged securely to be sent to the vendor. Although this may seem like a straightforward task, during testing a number of test subjects expressed the opinion that packaging items was the most challenging part of the whole returns process.

The issues center around whether the items need to be packed in a certain way and to a certain standard in order for the return to be accepted and the refund to be issued.



9. Provide a Clear Path Forward in the Return Flow with Noticeable Calls to Action

When users are not able to easily identify the primary button or the way forward, they experience unnecessary friction. The worst possible outcome can occur when users feel as though they've reached a dead end (e.g., "The app is broken!"), or completed the task at hand but actually haven't.



10. Consider Providing More Than One Return Shipping Method

Providing users with the ability to return an item by more than one courier acknowledges that some options are, for the individual user, vastly more convenient than others.



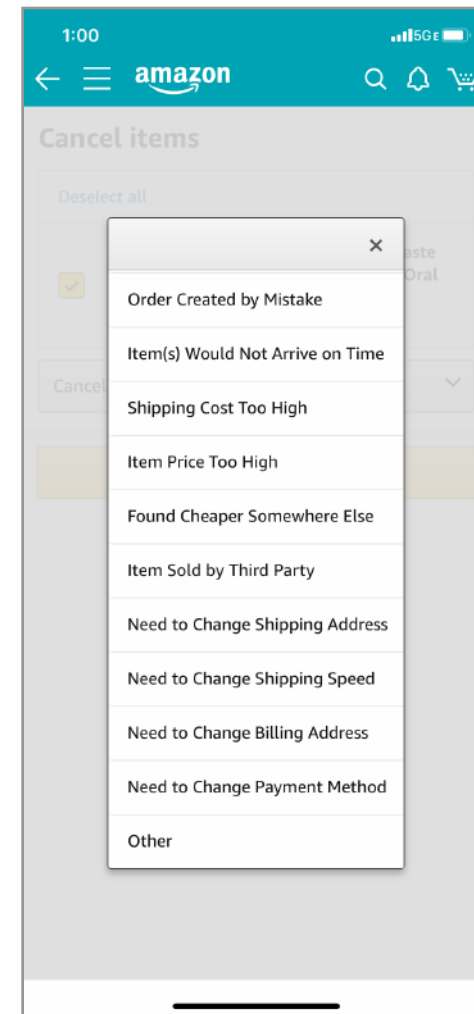
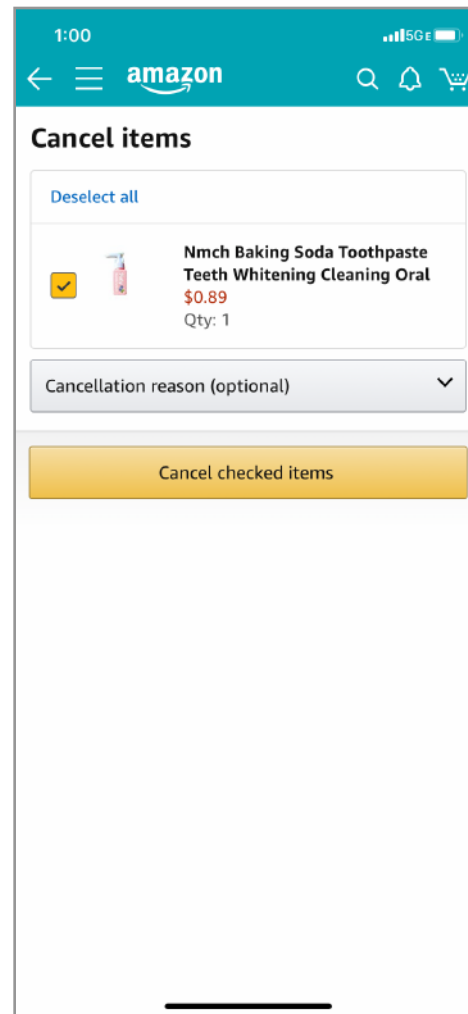
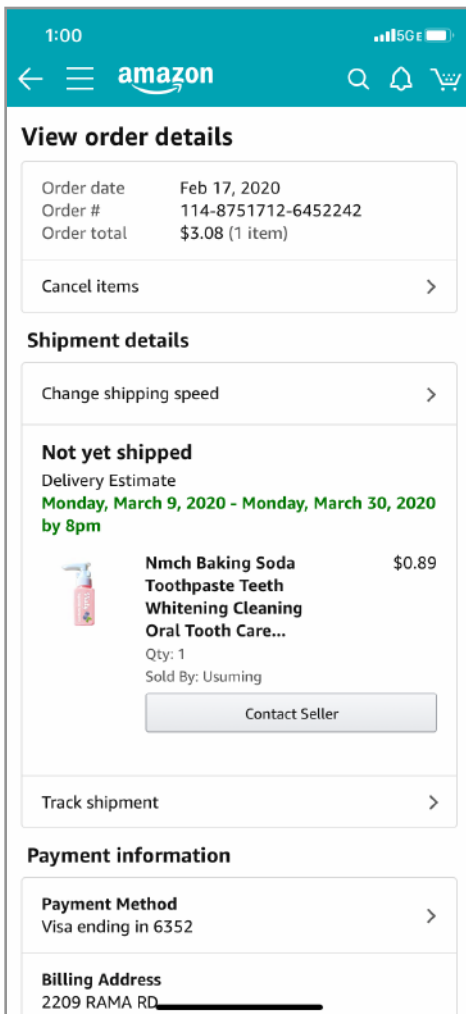
11. Provide “Other” as an Option in the “Reasons for Returns” Interface

In testing, it was observed that some subjects spend an inordinate amount of time selecting a reason, if the provided reasons do not perfectly align with why they want to return an item.

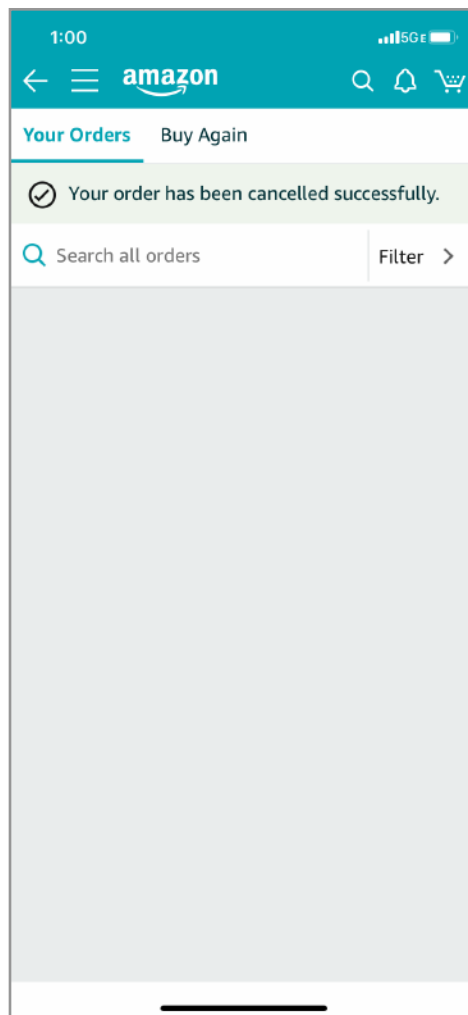


Competitive Analysis

Amazon app



Amazon App



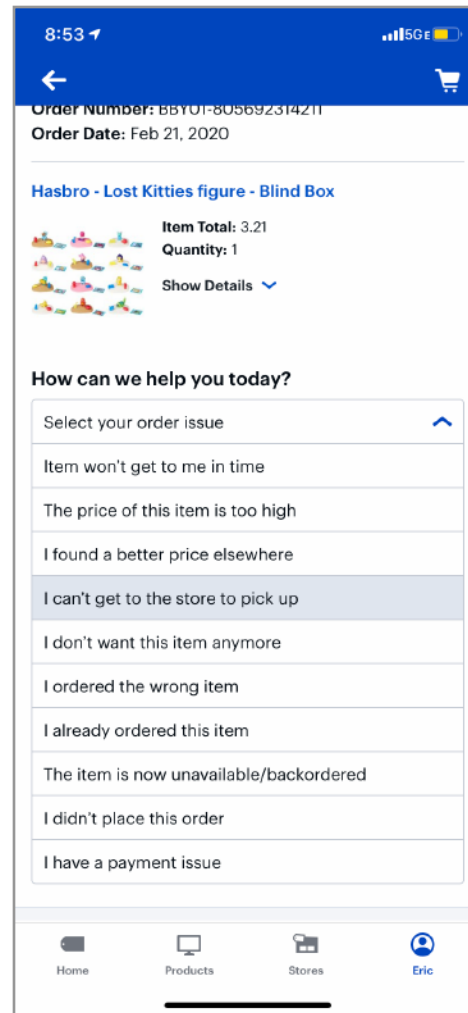
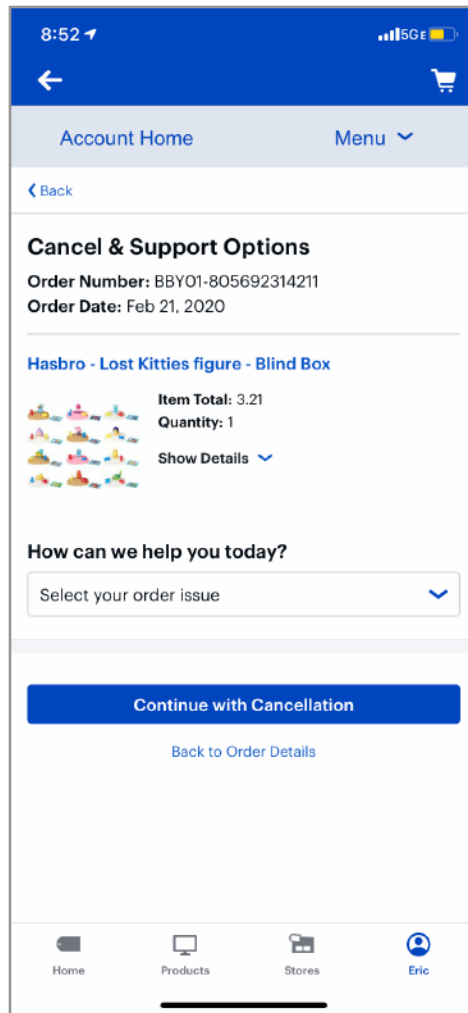
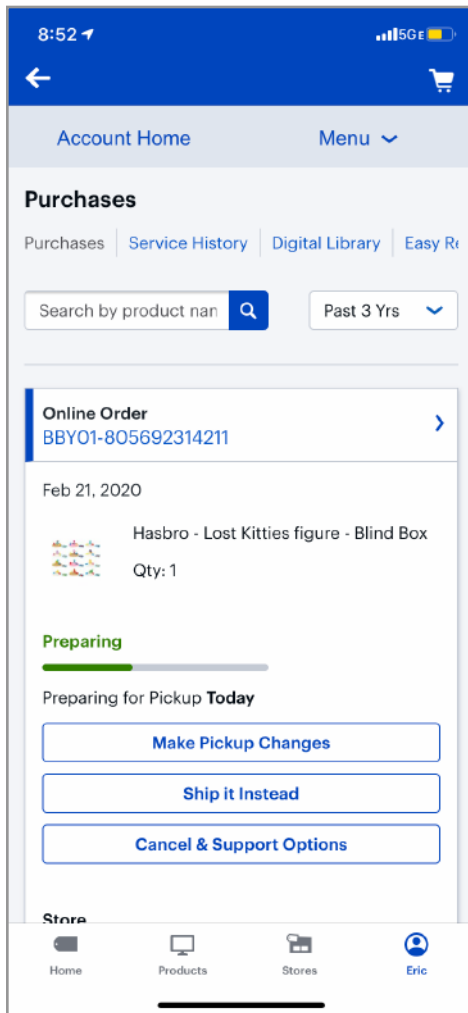
Pros:

- Provides a clear path forward in the return flow with noticeable calls to action.
- Uses Descriptive Microcopy, Button Text, and Tooltip text through the return flow
- Updates order statuses to show key returns milestones
- Intuitive and easy to use

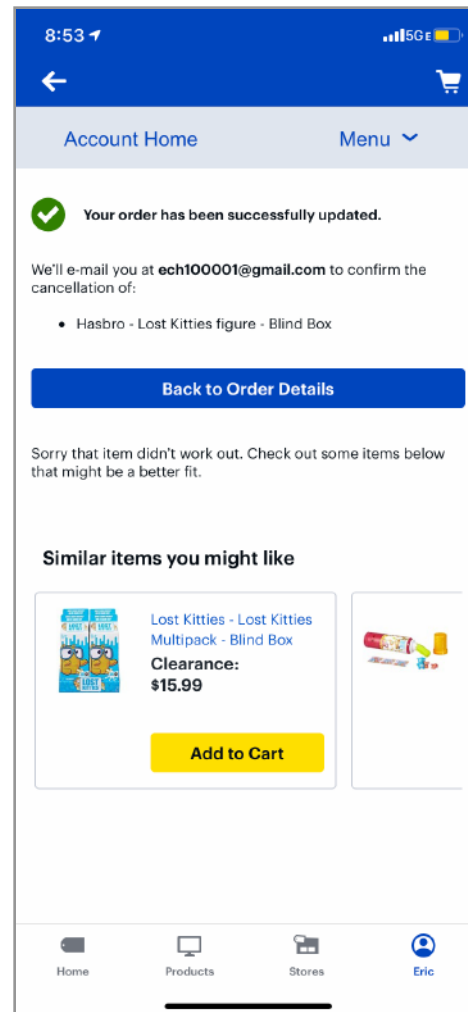
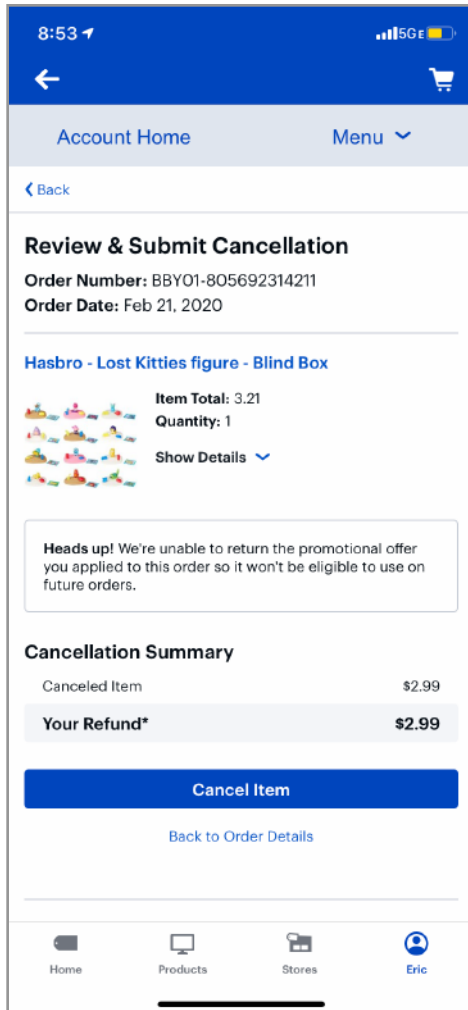
Cons:

- Design isn't aging well, feels more like a wireframe than a final design

Best Buy App



Best Buy App



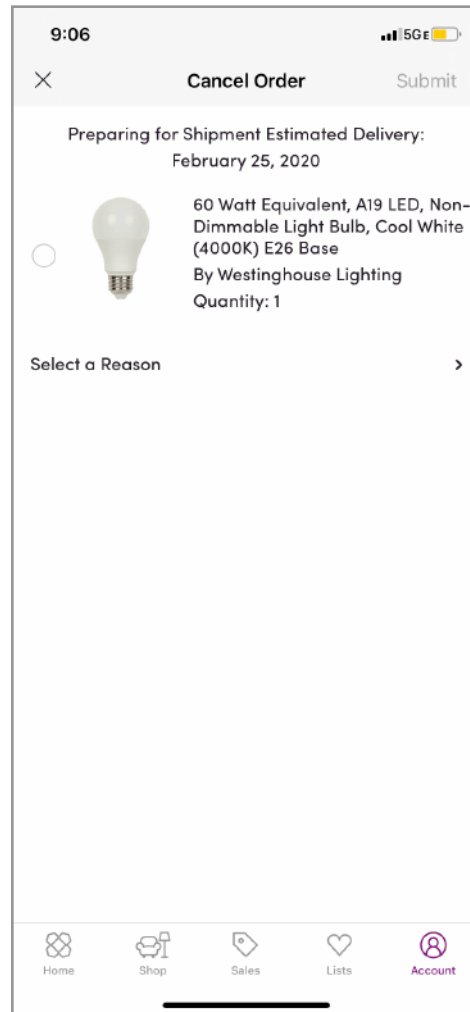
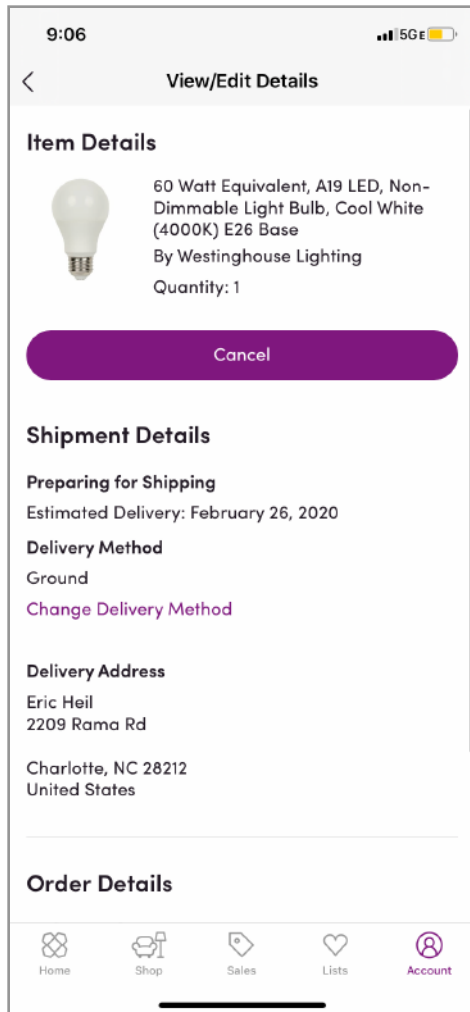
Pros:

- Provides a clear path forward in the return flow with noticeable calls to action.
- Uses Descriptive Microcopy, Button Text, and Tooltip text through the return flow
- Updates order statuses to show key returns milestones
- Explicitly States the Costs Associated with Returning an Item
- Intuitive and easy to use

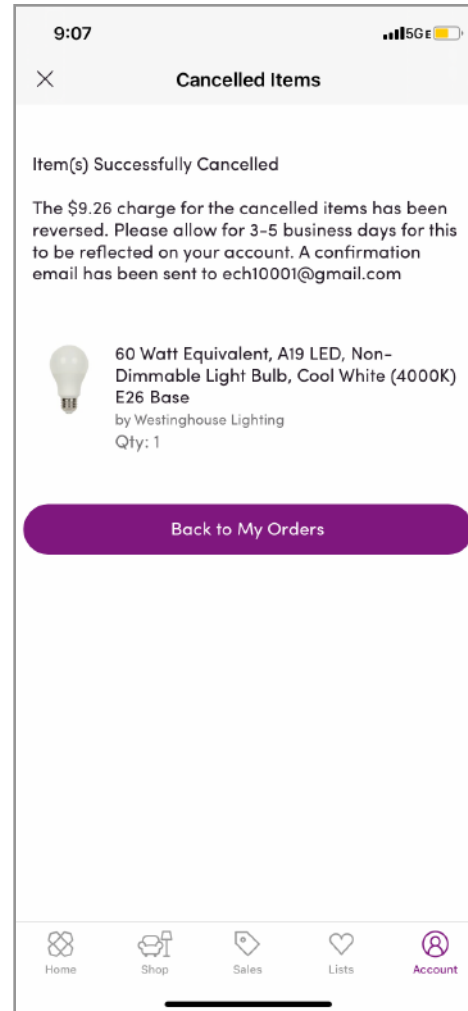
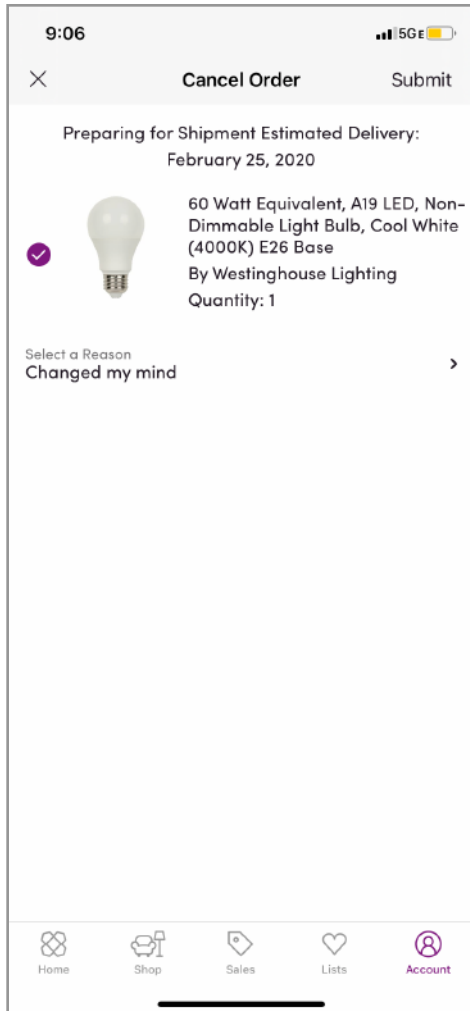
Cons:

- Design is meh...
- No "Other" option in return reasons

Wayfair App



Wayfair App



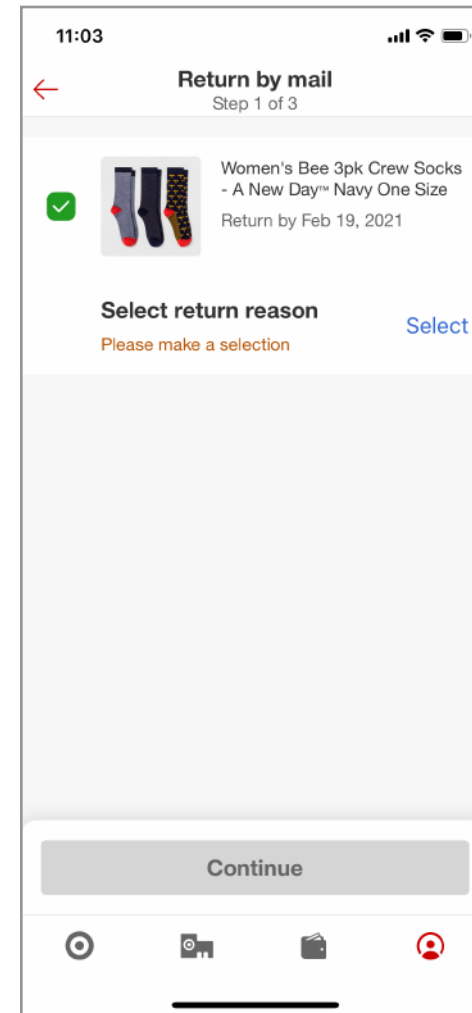
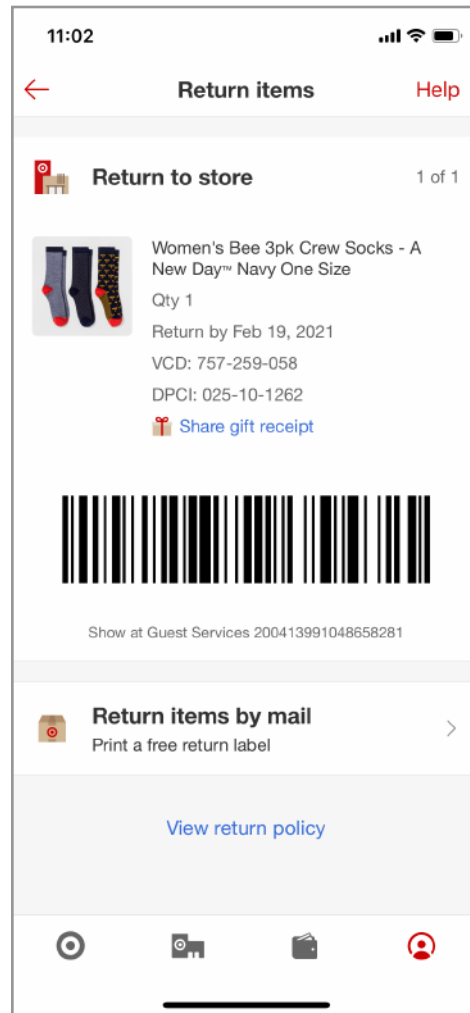
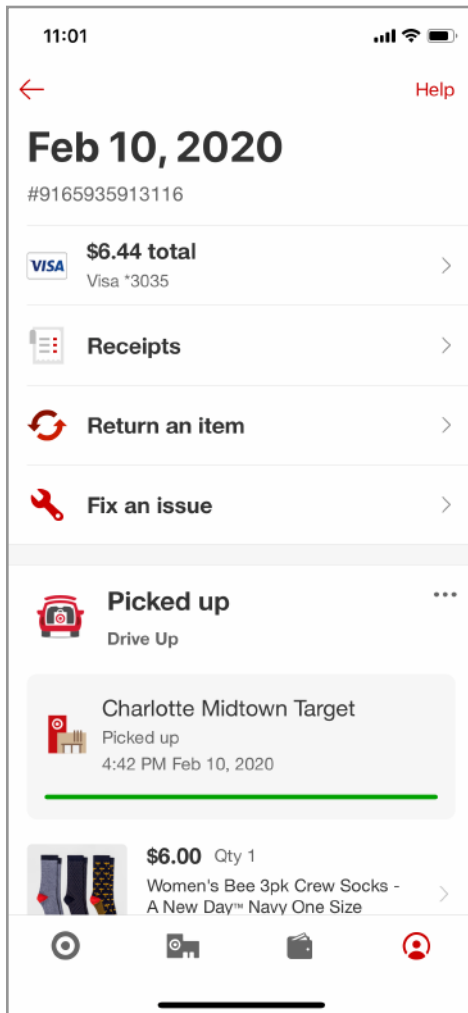
Pros:

- Provides a clear path forward in the return flow with noticeable calls to action.
- Updates order statuses to show key returns milestones
- Explicitly States the Costs Associated with Returning an Item
- Intuitive and easy to use

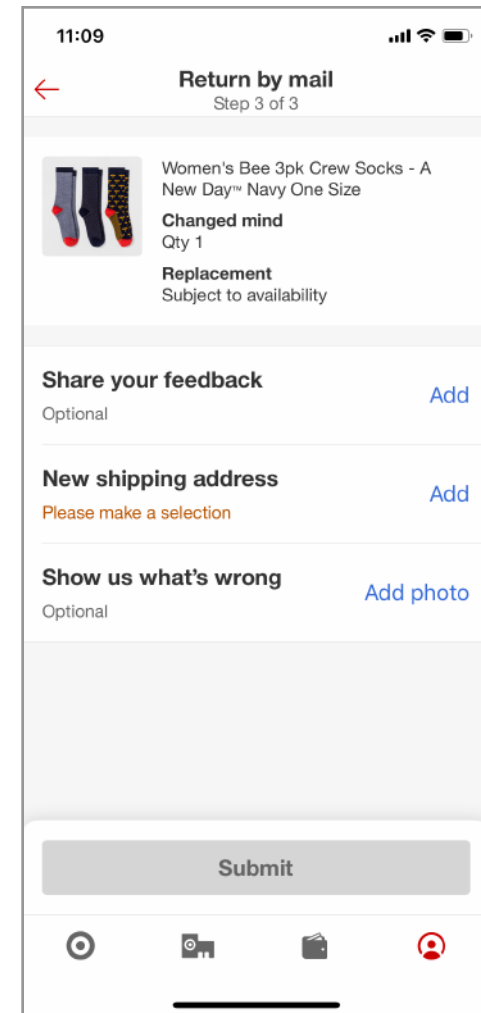
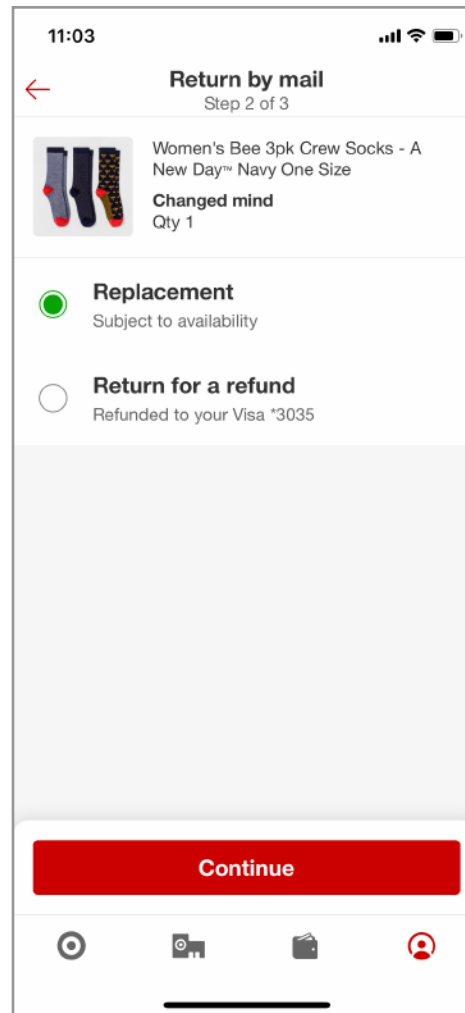
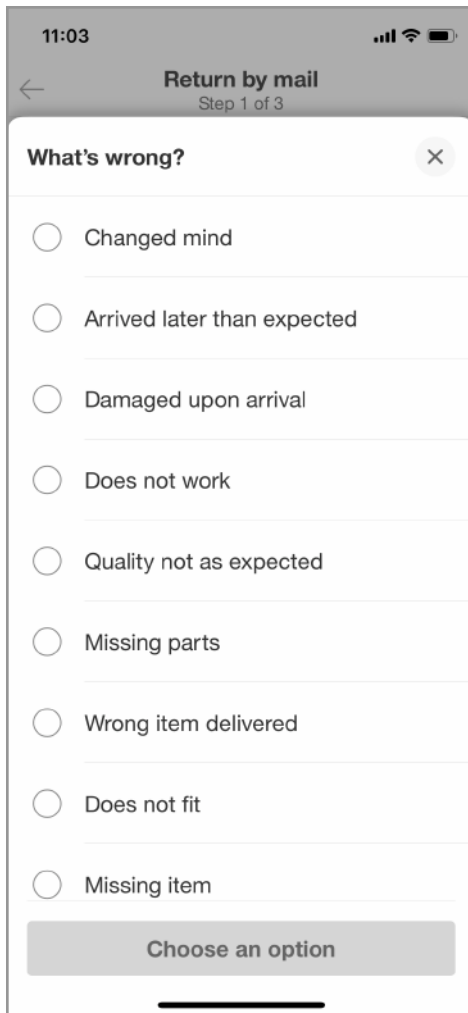
Cons:

- Design feels unfinished
- No "Other" option in return reasons

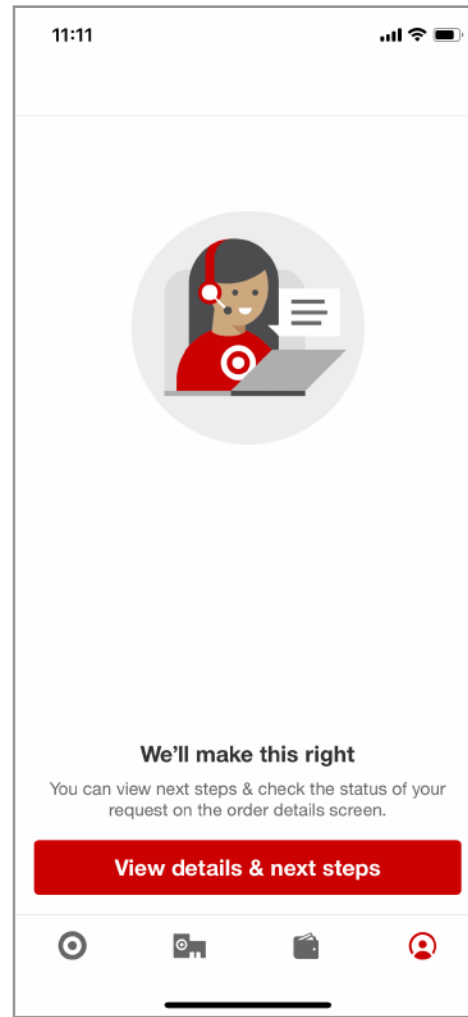
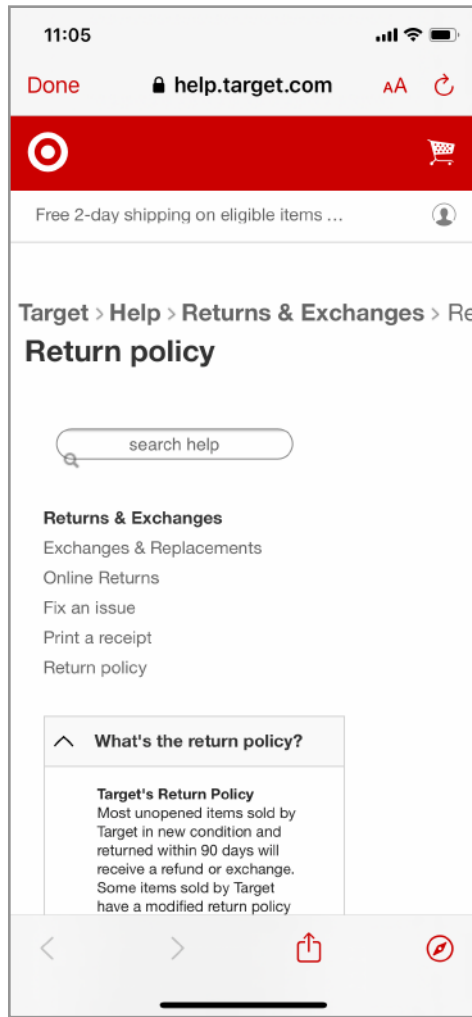
Target App



Target App



Target App



Pros:

- Provides a clear path forward in the return flow with noticeable calls to action. (sticky CTA)
- Updates order statuses to show key returns milestones

Explicitly States the Costs Associated with Returning an Item

- Intuitive and easy to use
- Promotes In-Store Returns Alongside Mailed Return Options
- For in-store returns, shows receipt, and instructions on where to take it in the store
- For return by mail, provides replacement option as well as refund option
- For replacements, Allows users to share feedback, change shipping address, and take a picture of what's wrong
- Good design

Cons:

- No "Other" option in return reasons
- Doesn't provide option to email shipping label
- Doesn't provide instructions on how to package return item

Amazon Web


SEE SOMETHING NEW, EVERY DAY. TAKE A LOOK

amazon 3% Back at Amazon.com

Deliver to Edward Chicago 60625 Your Pickup Location [Browsing History](#)

EN Hello, Edward [Account & Lists](#) [Orders](#) [Try Prime](#) [Cart](#)

Choose items to return

 **WolVol Electric Fire Truck Toy With...**
\$16.94 [Details](#)

Why are you returning this?
Missing or broken parts

Comments (required):

181 characters remaining.

NOTE: We aren't able to offer policy exceptions in response to comments. Do not include personal information as these comments may be shared with external service providers.

[Continue](#)
Return by Mar 13, 2019

Items you're returning

[Back to top](#)

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[Sell Under Private Brands](#)

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[Amazon Rewards Visa Signature Cards](#)
[Amazon.com Store Card](#)

Let Us Help You
[Your Account](#)
[Your Orders](#)

SEE SOMETHING NEW, EVERY DAY. TAKE A LOOK

amazon 3% Back at Amazon.com

Deliver to Edward Chicago 60625 Your Pickup Location [Browsing History](#)

EN Hello, Edward [Account & Lists](#) [Orders](#) [Try Prime](#) [Cart](#)

Why are you returning this? [Missing or broken parts](#)

How can we make it right? Refund to your Visa ending in [CHANGE](#)

How will you mail your return? [Change address](#)

- Amazon Dropoff \$0.00
- No printer? No problem, print @ The UPS Store \$0.00
- UPS Dropoff \$0.00
- Amazon Locker \$0.00
- UPS Pickup \$0.00
UPS will pick up your return package on the next business day. An Adult must be present. Please ensure that you have selected a non PO box address for a UPS pickup.
Printer not required.
Pickup Address [Change address](#)
- I'll Ship & Pay **Varies**

[CONFIRM YOUR RETURN](#)
Return by Mar 14, 2019

Refund summary

Refund subtotal	\$22.93
Shipping (UPS Pickup)	\$0.00
Total estimated refund	\$22.93

Items you're returning

[Back to top](#)

Amazon Web

SEE SOMETHING NEW, EVERY DAY. TAKE A LOOK

amazon
3% Back at Amazon.com

Deliver to Edward Chicago 60625
Your Pickup Location
Browsing History

EN Hello, Edward
Account & Lists Orders Try Prime Cart

Your Return Summary

Your label is ready to print.
Securely pack and return your items to Amazon by Mar 14, 2019. We've emailed these details to you at info@hanfed.com.

[Print label & instructions](#)

Can't print right now?
Don't worry! We have emailed you this information so you can print later.

[Email copy of label](#) [Request label by mail - \\$1.00](#)

UPS Drop Off

- Ensure that there are no other tracking labels attached to your package. If you are shipping a non-hazardous item, completely remove or cover any hazardous materials markings.
- Affix the mailing label squarely onto the address side of the parcel, covering up any previous delivery address and barcode without overlapping any adjacent side.
- Take this package to a UPS location. To find your closest UPS location, visit the [UPS Drop Off Locator](#) or go to [www.ups.com](#).

Did you know?

If you're having trouble with certain items, you can get help from a technical expert, send items for repair, and more through [Get Product Support in Your Orders](#).

[Learn more](#)

You are returning 1 item(s) in 1 package(s):

Package (1/1) - UPS Drop Off

	WoVoi Electric Fire Truck Toy With Stunning 3D Lights and Sirens, goes around and changes directions on contact - Great Gift Toys for Kids Return Reason: Missing or broken parts	\$22.93
	Item Tax Refund	: \$0.00
	Refund Subtotal	: \$22.93

Your Refund **\$22.93**

! Your refund will be applied to your original method of payment within 7 days from when we receive your return.

To check the status of your refund
[View return details in Your Orders](#)

Refund Total : **\$22.93**

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Let Us Help You
[Your Account](#)

Pros:

- Provides a clear path forward in the return flow with noticeable calls to action.
- Makes intelligent default selections for users in the return flow (user address pre-entered)
- Explicitly States the Costs Associated with Returning an Item
- Uses Descriptive Microcopy, Button Text, and Tooltip text through the return flow
- Provides the ability to both print and email the shipping label
- Updates order statuses to show key returns milestones
- Provides detailed instructions on how to package returns
- Provides more than one return shipping method

Cons:

- No "Other" option in return reasons
- Comments are required making it likely many users will simply retype the reason they selected

Apple Web

Confirm the item you'd like to return.

Osmo Super Studio Disney Princesses
\$19.95

Qty: 1

Initiate Your Return

[Back to order details >](#)

Need more help? [Chat now](#) or call 1-800-MY-APPLE.

Frequently Asked Questions +

Complete your return to get your refund.

\$21.20 will be refunded to your Visa ending in 4174.

- Print a free return label.**
We'll cover the shipping cost of your return. You'll need to print a new label for each box you ship back.
- Ship your items.**
Attach a return label to each box and send your items back to Apple through FedEx by Feb 19, 2019.
[Find a drop off location >](#)
[Schedule a pickup >](#)
- Get your refund.**
Once we receive your items, you'll be refunded to the original payment method within five business days.

Print return label

See the latest status of your return on your order details page.
[View return status >](#)

Refund Summary

Return #3224088049

Osmo Super Studio Disney Princesses	\$19.95
Refund Subtotal	\$19.95
Refund Taxes and Fees	\$1.25
Total to be refunded to your Visa ending in 4174	\$21.20

Need more help? [Chat now](#) or call 1-800-MY-APPLE.

Frequently Asked Questions +

Details of your order. Order Number: W705612615
Order Placed: January 21, 2019
[View invoice](#)

Please send this item back to Apple

Return Started | Return Received | Return Complete

Print a free return shipping label and send this item back to Apple by February 19, 2019.
[View return label and instructions >](#)

Osmo Super Studio Disney Princesses	\$19.95	Return #3224088049
		Please refer to your refund summary below.

Refund Summary

Return #3224088049

Osmo Super Studio Disney Princesses	\$19.95
Refund Subtotal	\$19.95
Refund Taxes and Fees	\$1.25
Total to be refunded to your Visa ending in 4174	\$21.20

Payment Summary

Pay in full with:	Bills to:	Contact information:
VISA ****	Edward Smith 12345 N. Michigan Ave Chicago, IL 60610-1234	j.....d@gmail.com11 Edit


Subtotal	\$19.95
Shipping	FREE
Estimated Tax	\$1.25
Your Total	\$21.20

Pros:

- Provides a clear path forward in the return flow with noticeable calls to action.
- Promotes In-Store Returns Alongside Mailed Return Options
- Makes intelligent default selections for users in the return flow (user address pre-entered)
- Explicitly States the Costs Associated with Returning an Item
- Uses Descriptive Microcopy, Button Text, and Tooltip text through the return flow
- Updates order statuses to show key returns milestones
- Good design

Cons:

- Doesn't Provide Detailed Instructions on How to Package Returns
- Doesn't Provide the Ability to Both Print and Email the Shipping Label



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FREE Shipping Over \$49*

wayfair Find anything home... Room Ideas ▾ Sale 📦 🏠 🛡️ 🛒¹





Furniture Outdoor Bed & Bath Décor & Pillows Rugs Lighting Renovation Appliances
Kitchen Storage Window Mattresses Pet

[My Account](#) / [My Orders](#) / [Return Instructions](#)

Return Instructions

[Print](#)

We're sorry to hear that the item(s) from your order #2710816747 weren't right for you. To complete your return, follow these simple steps:




-  **1. Print the Return Label**
Print the label below.
-  **2. Package the Item(s)**
Remove old labels if you're using the original box(es).
-  **3. Drop Off the Package**
Find a FedEx shipping center or drop-off location near you: [FedEx Locations](#)
-  **4. Receive Your Refund**
We'll issue a refund of \$0.00 to your original payment method within 1 business day after drop-off. The money will be in your account within a week.


Mailing Label

Print the label below or [click here](#).

FROM: (120) 357-3612
CAD: 108063522WSXID000
US

TO: Wayfair Hebron Warehouse - Returns
1403 Worldwide Blvd
Hebron KY 41048 (US)
18662638325 REF: CS121320565A
FW: PG: CS121320565 DEPT

RMA:   

TRK# 7955 2473 4100 RETURN
41048
9622 0131 4 (000 130 9096) 9 00 7955 2473 4100
CS121320565 

Be the first to know about our daily sales!

About Us
About Wayfair

Customer Service
Track My Order

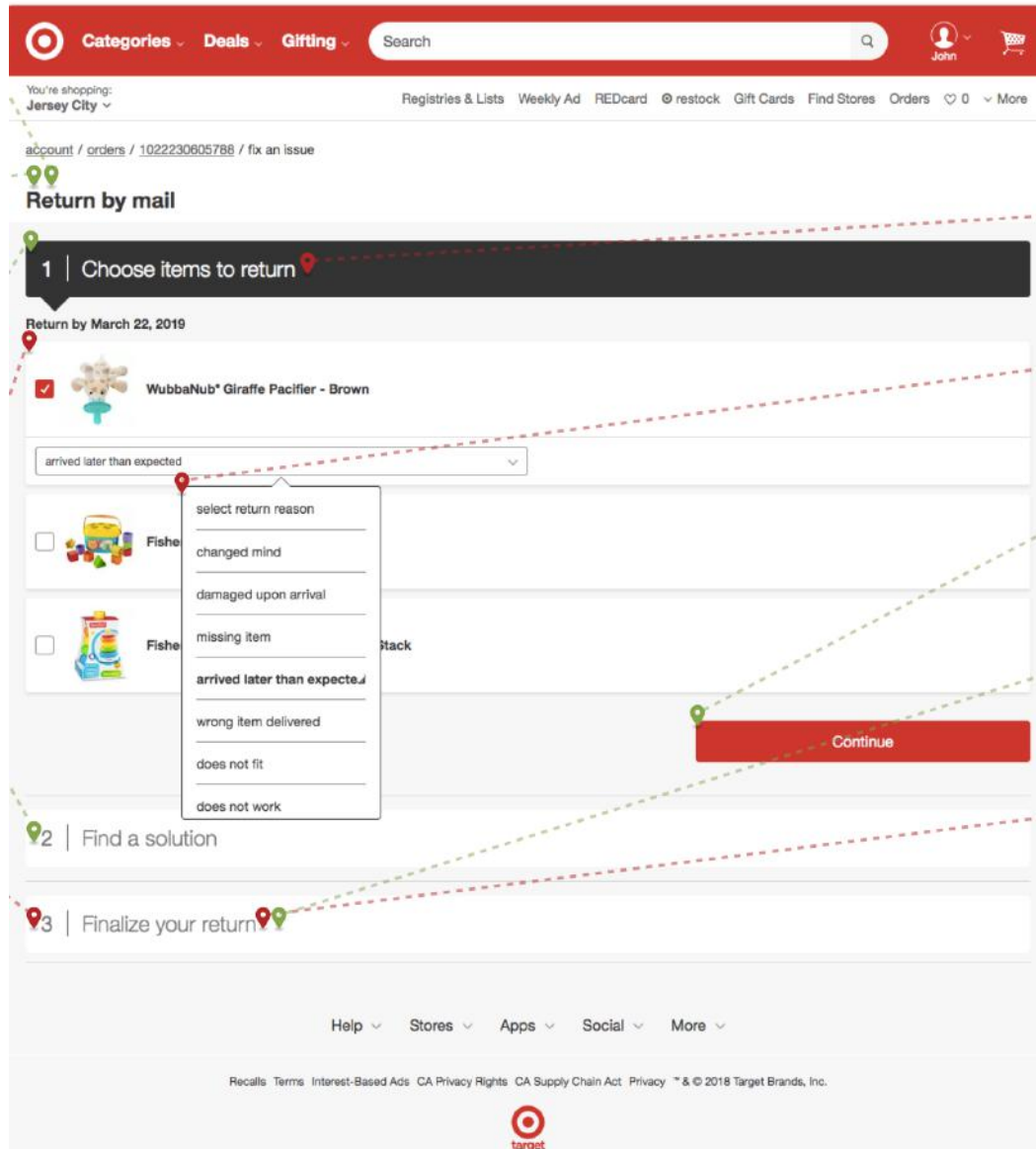
Contact Us

Pros:

- Makes Intelligent Default Selections for Users in the Return Flow
- Provides an Online Return Flow in Addition to Any Pre-Printed Labels
- Provides More Than One Return Shipping Method
- Uses Descriptive Microcopy, Button Text, and Tooltip Text Throughout the Return Flow
- Explicitly States the Costs Associated with Returning an Item
- Provides the Ability to Both Print and Email the Shipping Label
- Good design

Cons:

- Doesn't Provide Detailed Instructions on How to Package Returns



Pros:

- Promotes In-Store Returns Alongside Mailed Return Options
- Makes Intelligent Default Selections for Users in the Return Flow
- Provides a Clear Path Forward in the Return Flow with Noticeable Calls to Action
- Updates Order Statuses to Show Key Returns Milestones
- Good design

Cons:

- Doesn't Provide Detailed Instructions on How to Package Returns
- Doesn't Explicitly State the Costs Associated with Returning an Item
- Doesn't Use Descriptive Microcopy, Button Text, and Tooltip Text Throughout the Return Flow
- Doesn't Provide "Other" as an Option in the "Reasons for Returns" Interface
- Doesn't Provide the Ability to Both Print and Email the Shipping Label

Analysis of Lowes.com

Post Purchase - Return Process - Select Return Items Screen

Lowes.com navigation: Shop, Ideas, Sales. Search: Search by Name, Keyword or Item Number. Location: Central Charlotte, Open until 10pm.

Home / Order History / Returns /

Return Item(s)

Select the item(s) you'd like to return.

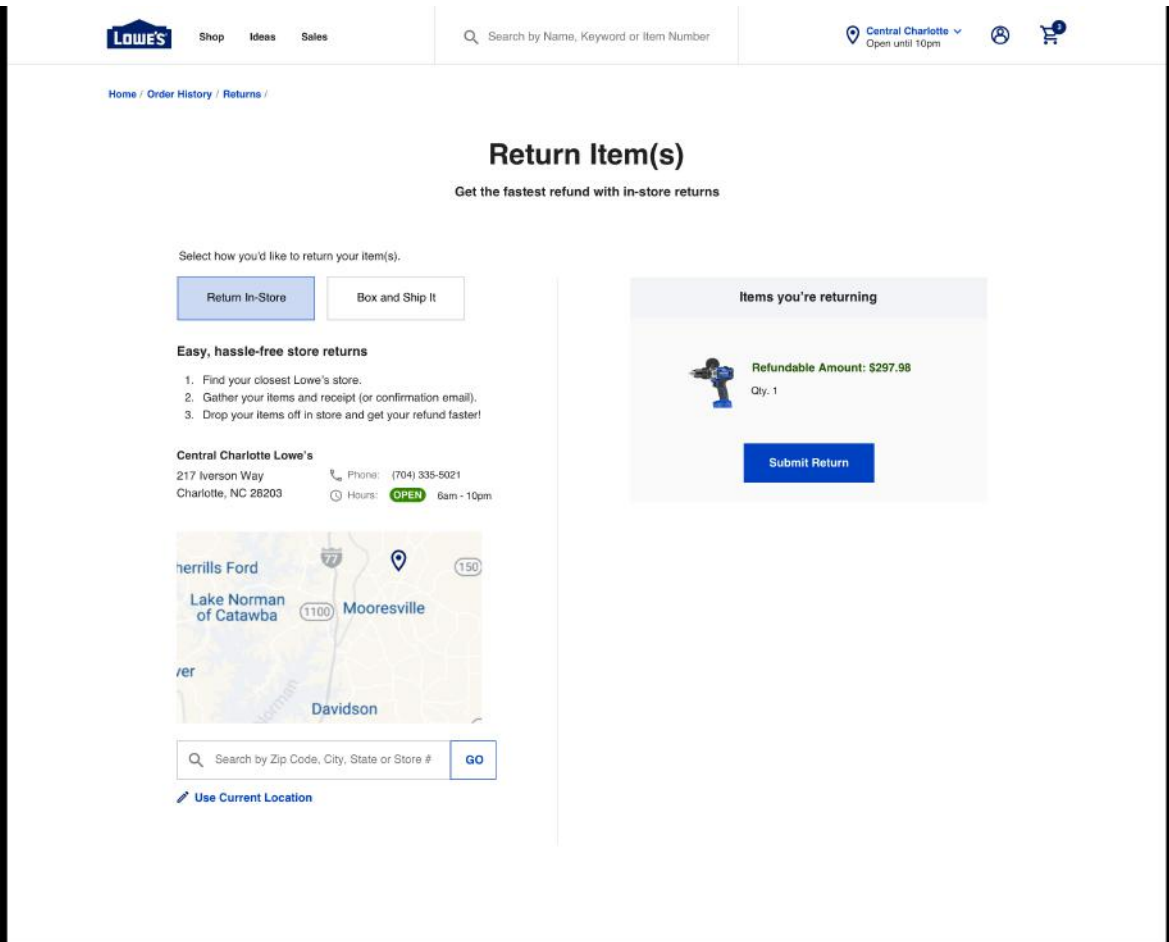
Order Date: July 27, 2019 Total: \$1,727.89 2 Item(s) available for return

Item	Price	Quantity	Return Reason	Notes
Whirlpool 20.6-cu ft Counter-Depth Side-by-Side Refrigerator...	\$1009.87	1	Select a Return Reason	Available For Lowe's Pickup
Kobalt 1/2-in 24-volt Max Variable Speed Brushless Cordless Hammer Drill...	\$297.98	2	Select a Return Reason	
OVE Decors Athena White Bathtub Faucet Includes Hand Shower...	\$549.87	1	Not Eligible For Return	Past 30-day Return Window

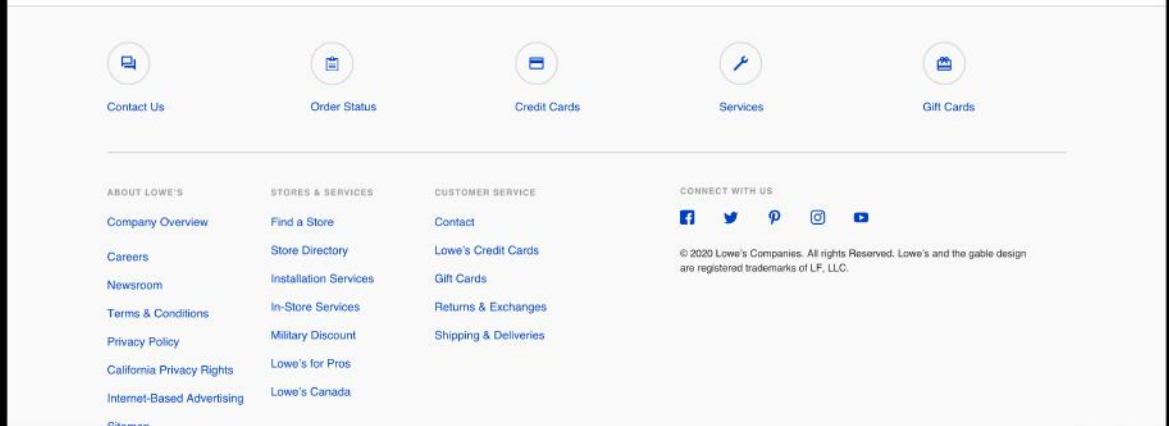
CONTINUE

- Not immediately clear that a user needs to select a reason to continue to next screen
- Primary CTA is frequently off screen and the user must scroll to see it

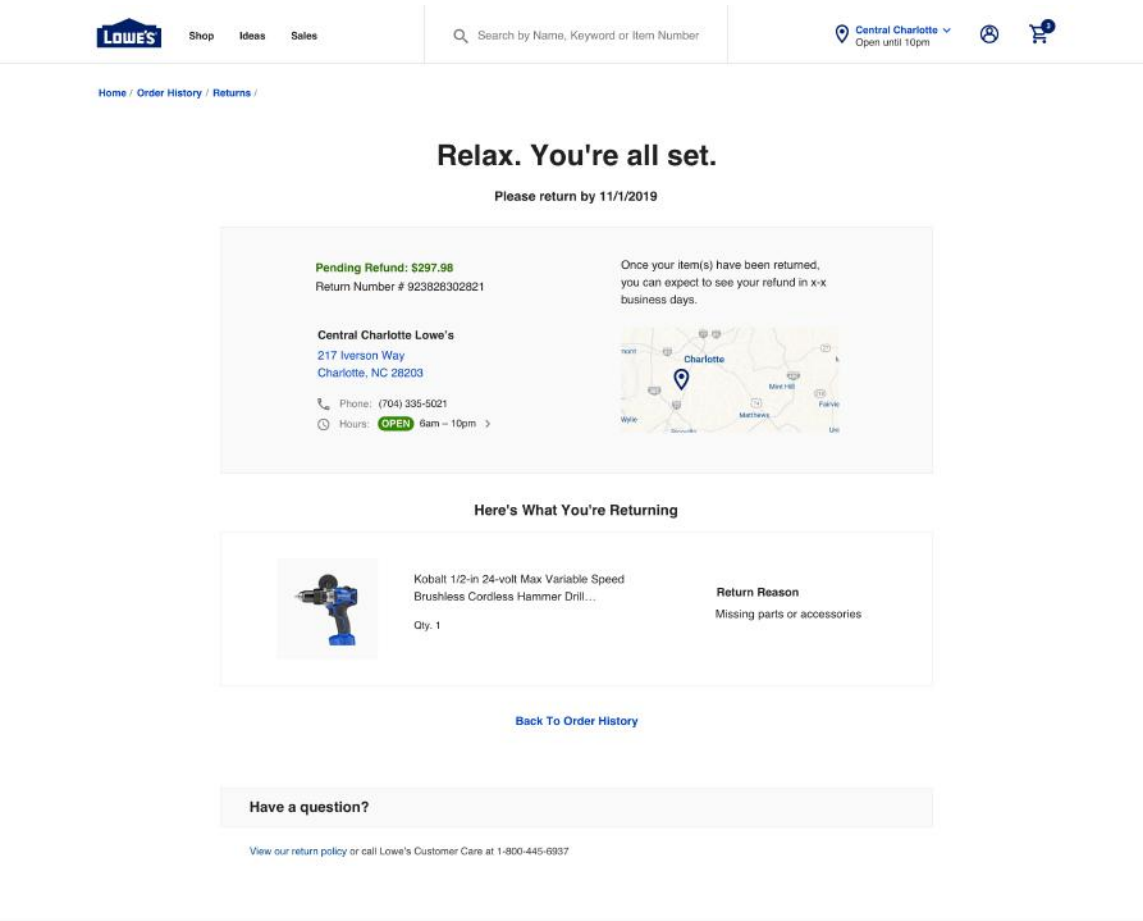
Select Return Method Screen - Return In-Store



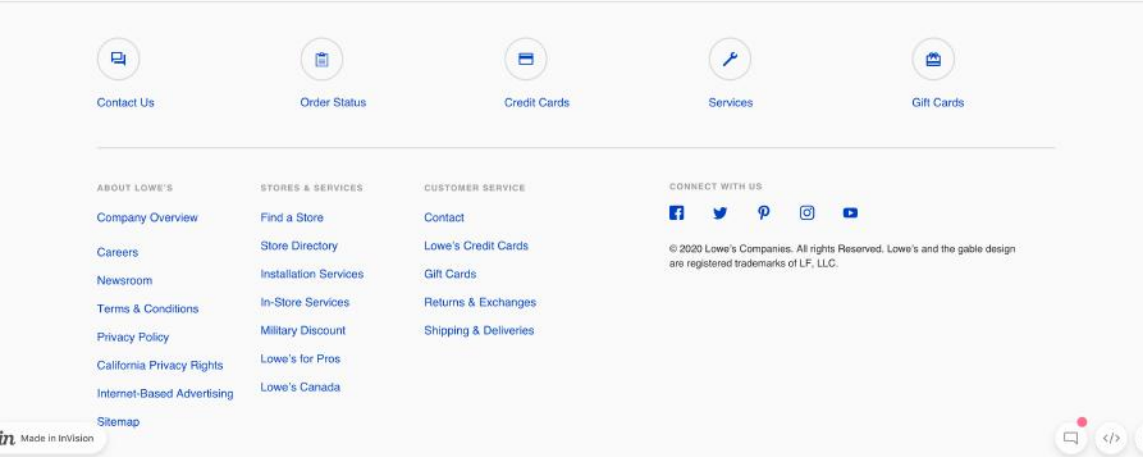
- Original purchase cost is not displayed
- No receipt shown
- Reason for return is not shown
- No instructions on where to return In-Store (i.e go to Register, Go to Customer Care, Go to Guest Services)
- No clear instruction as to what the primary action a user is supposed to take on this page
- User could hit Submit Return without selecting proper return method resulting in possibility user feels they were steered towards return In-store vs Box and Ship it intentionally



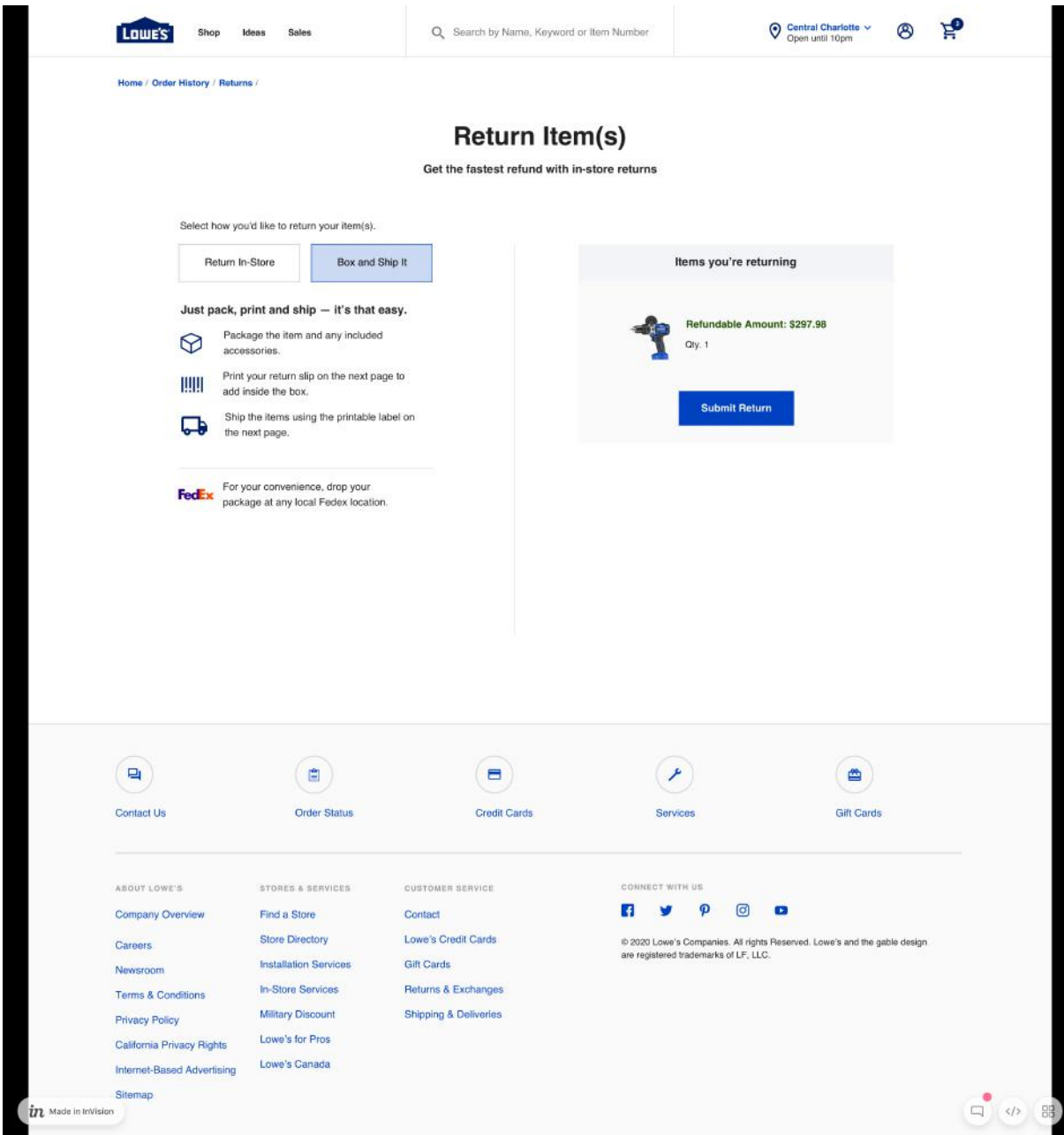
Confirmation Screen - Return In-Store



- h1 text is condescending
- Feels like its missing some kind of confirmation message. (i.e "Your return has been initiated. You should receive an email containing the information on this screen. If you would like to send this information to a different e-mail address please click here.")
- Please return by date could be more prominent

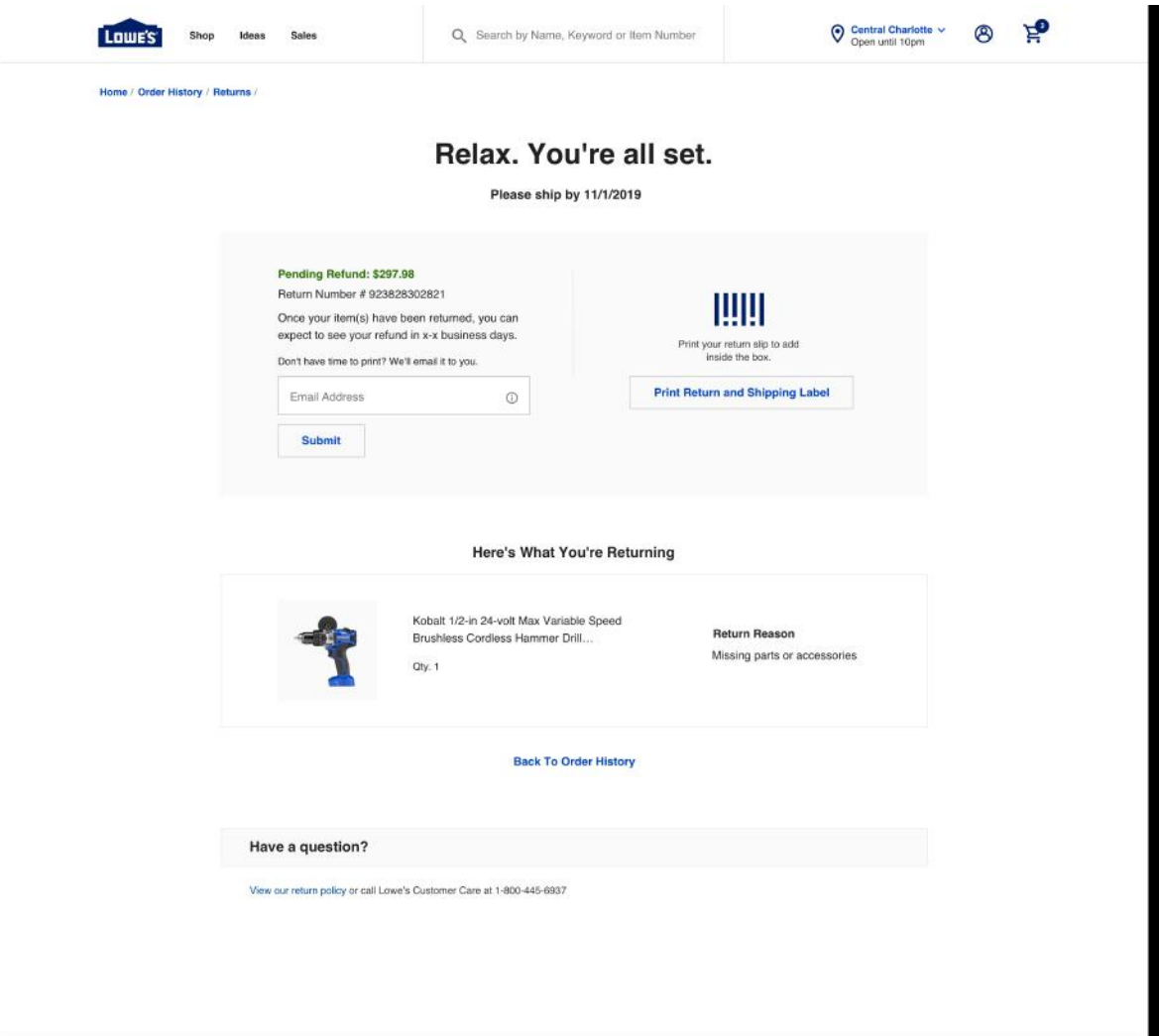


Select Return Method Screen - Box and Ship it

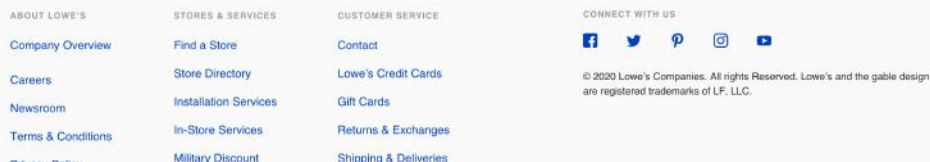


- No option to replace or exchange instead of refund

Confirmation Screen - Box and Ship it



- Email copy of shipping label could be a button instead of a text field. Users may think they are required to enter their email address. "Don't have time to print?" Should be more prominent
- No instructions on how to package their return



Adherence to 11 guidelines - 6 out of 11

Pros:

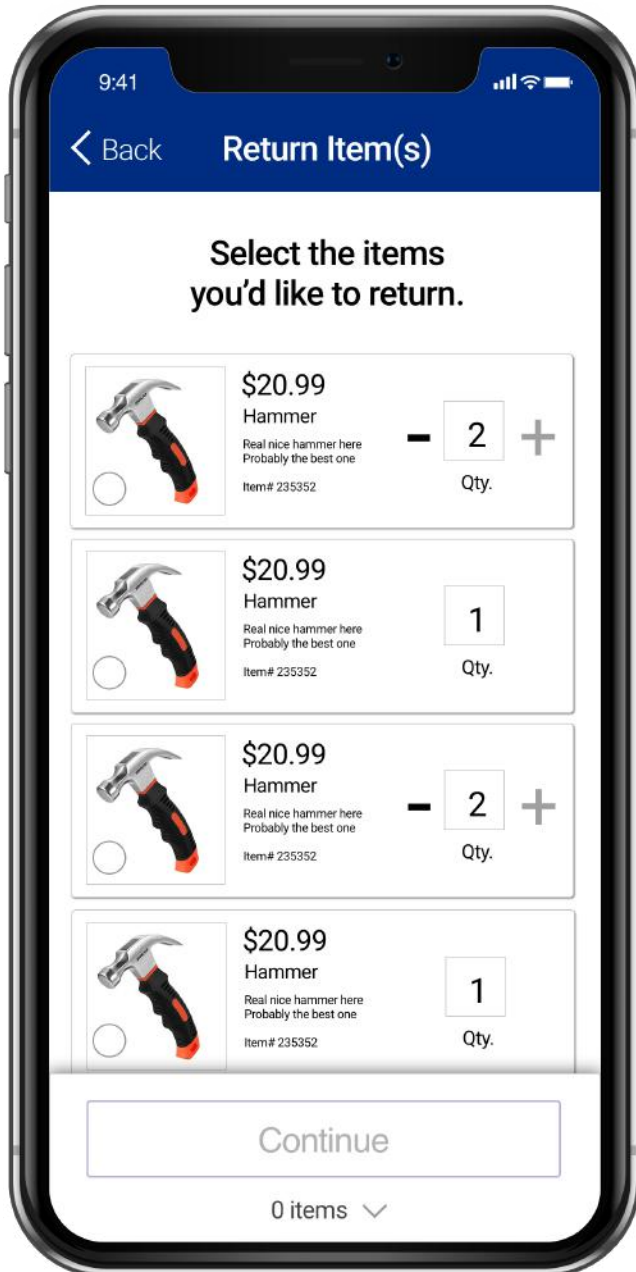
- Promotes In-Store Returns Alongside Mailed Return Options
- Updates Order Statuses to Show Key Returns Milestones
- Provides “Other” as an Option in the “Reasons for Returns” Interface
- Provides the Ability to Both Print and Email the Shipping Label
- Provides an Online Return Flow in Addition to Any Pre-Printed Labels
- Uses Descriptive Microcopy, Button Text, and Tooltip Text Throughout the Return Flow

Cons:

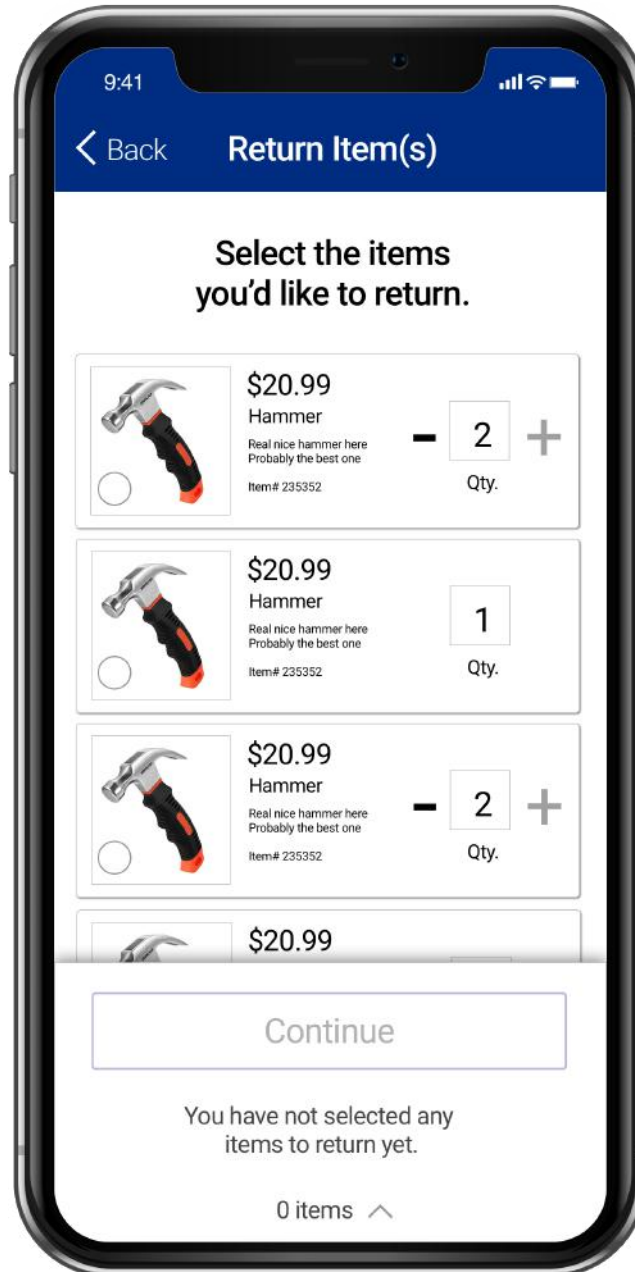
- Doesn't Explicitly State the Costs Associated with Returning an Item
- Doesn't Make Intelligent Default Selections for Users in the Return Flow
- Doesn't provide a Clear Path Forward in the Return Flow with Noticeable Calls to Action
- Doesn't Provide Detailed Instructions on How to Package Returns
- Doesn't Provide More Than One Return Shipping Method

Pontential Wireframes

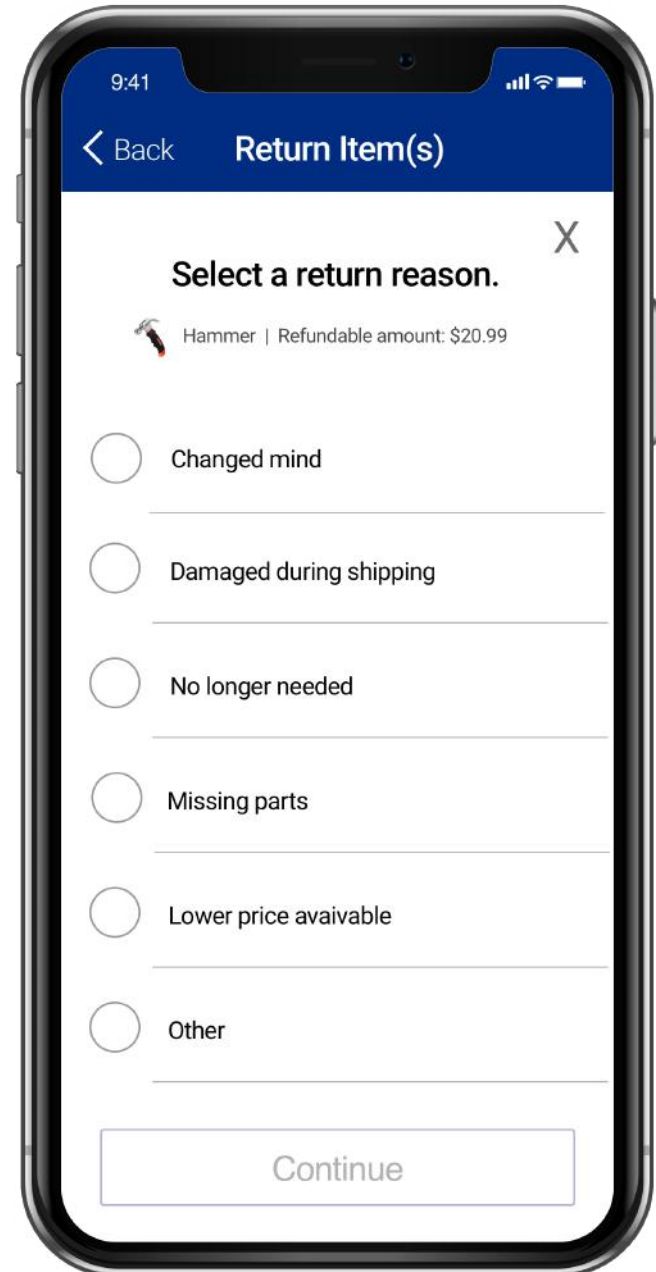
1. Select Item



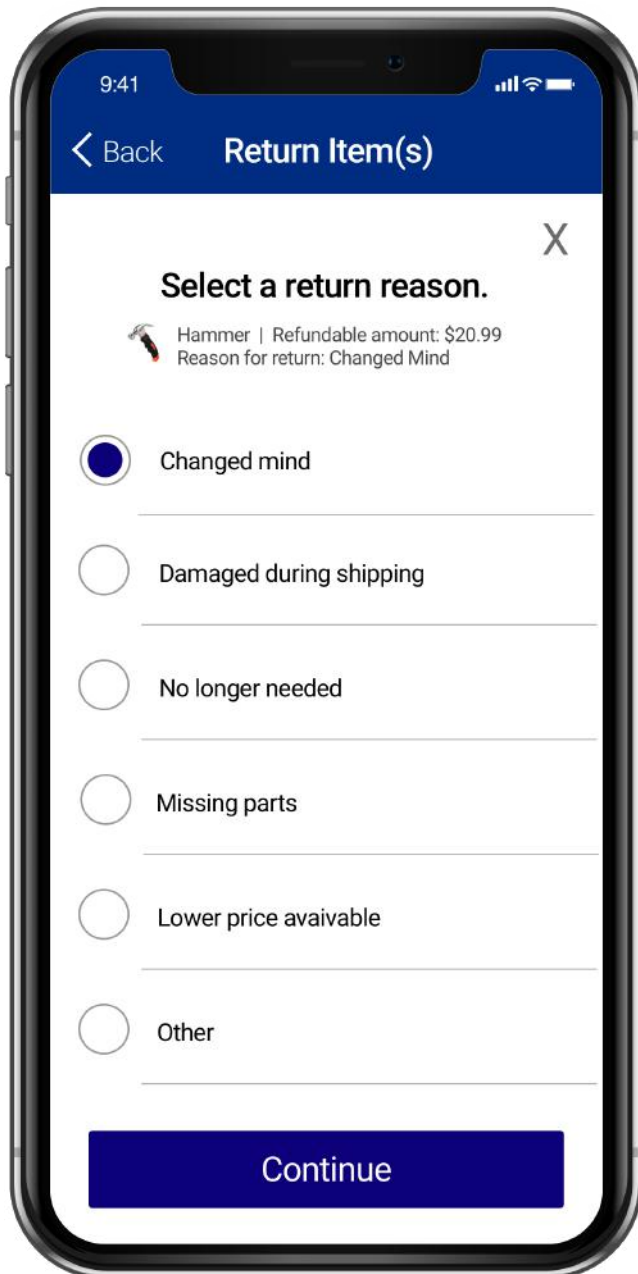
2. Select Item - no item selected (drawer open)



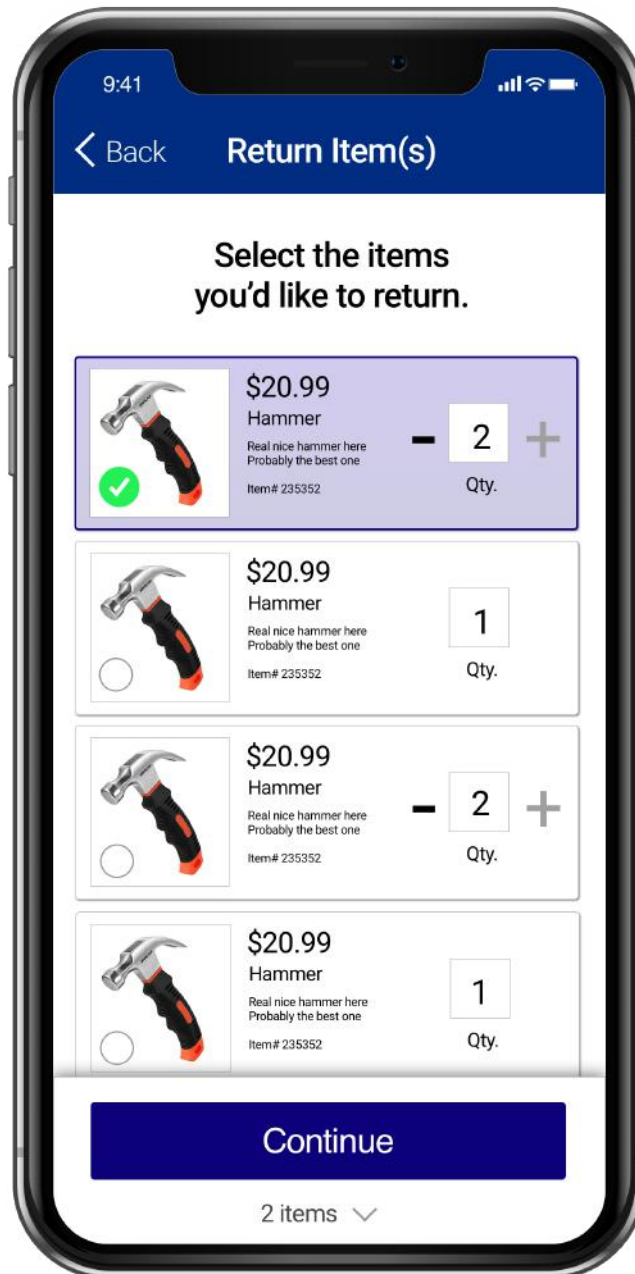
3. Select a return reason



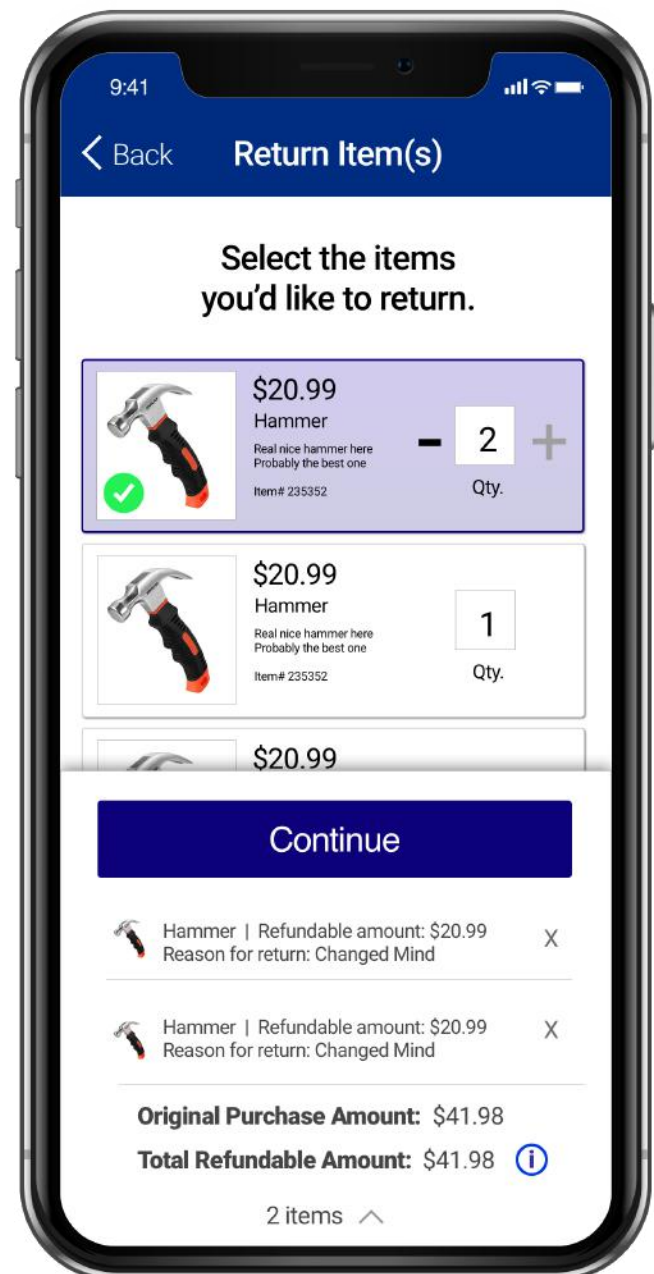
4. Select a return reason
(reason selected)



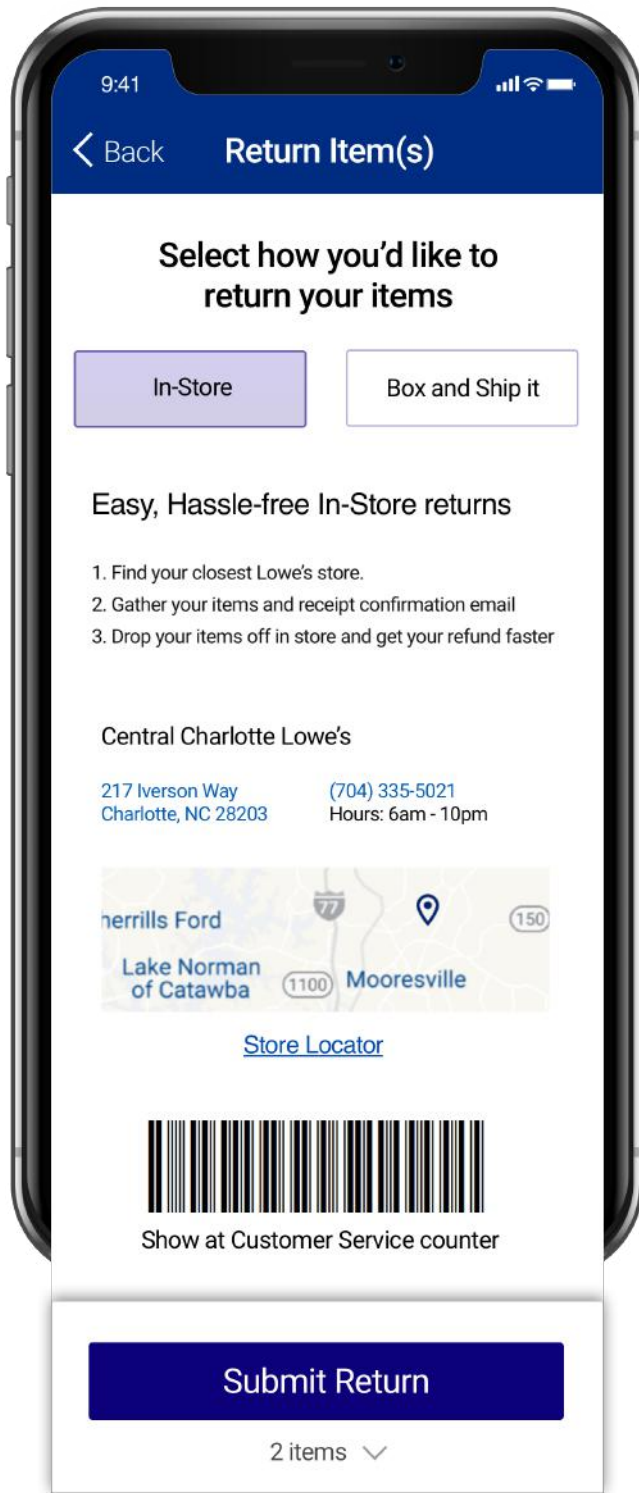
5. Select an item - item selected



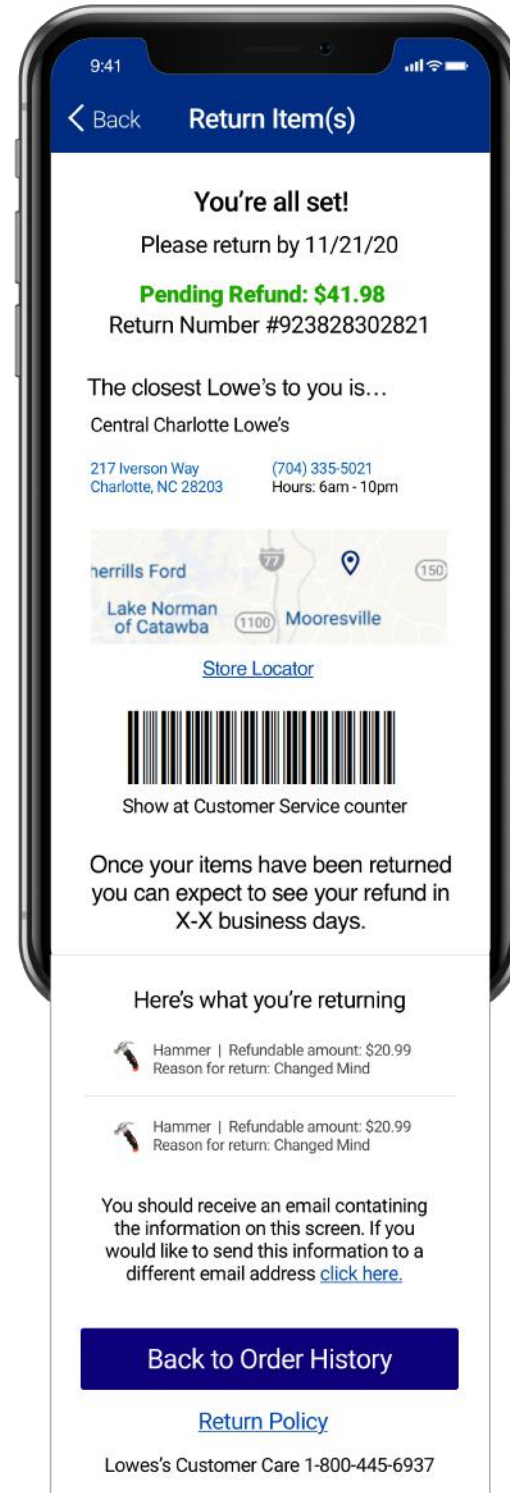
6. Select an item - item selected
(drawer open)



7. Select a return method (In-Store selected)



8. In-Store Return Confirmation



9. Select a return method
(Box and Ship it selected- Replacement)

9:41

Return Item(s)
1 of 2

Select how you'd like to return your items

In-Store **Box and Ship it**

Replacement
Subject to availability

Return for a refund
Refunded to your Visa *3035

Just pack, print and ship — it's that easy.

- Package the item and any included accessories.
- Print your return slip on the next page to add inside the box.
- Ship the items using the printable label on the next page.

For your convenience, drop your package at any local Fedex location.

Shipping label cost: FREE
[How to package your return](#)

Continue

2 items ▾

10. Select a return method
(Box and Ship it selected - Replacement - Additional Feedback)

9:41

Return Item(s)
2 of 2

Is there anything else you would like to let us know?

Share your feedback **Add**
Optional

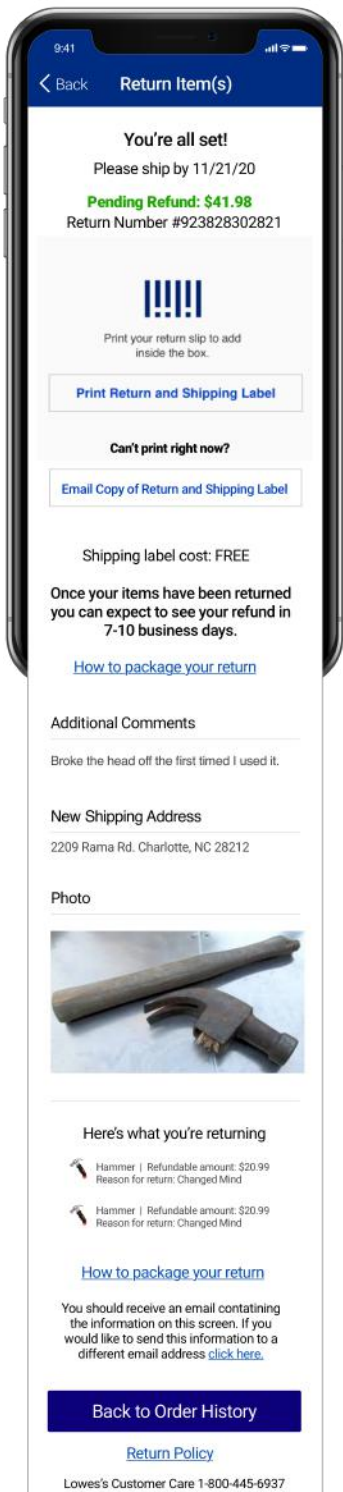
New shipping address **Add**
Please make a selection

Show us what's wrong **Add photo**
Optional

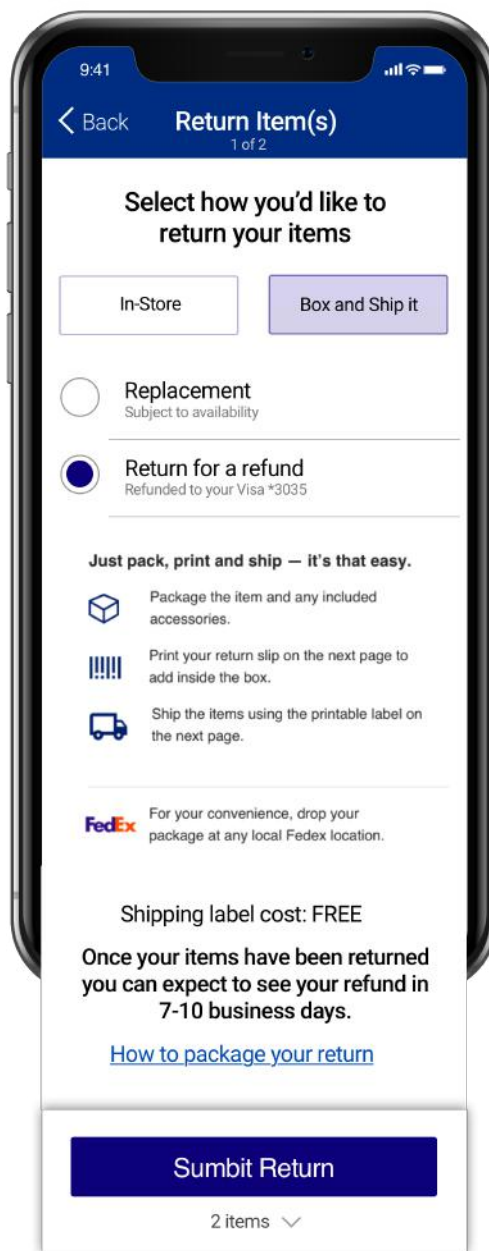
Submit Return

2 items ▾

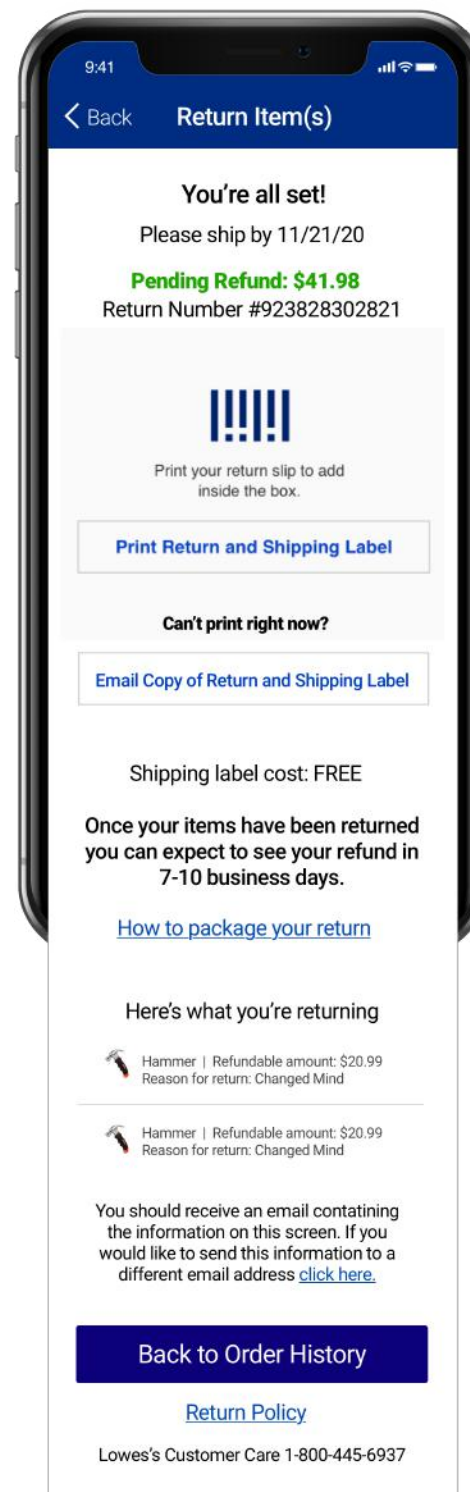
11. Box and Ship it - Replacement - Confirmation



12. Box and Ship it - Return for a refund



13. Box and Ship it - Confirmation



References

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<https://baymard.com/premium/guidelines/898>

<https://baymard.com/premium/guidelines/899>

<https://baymard.com/premium/guidelines/927>



MOBILE RETURNS

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