ZUKO ANALYTICS

CASE STUDY

How form analytics uncovered a £2.725M checkout opportunity

A UK online retailer's checkout programme, led by UX and experimentation strategist Abi Hough, using Zuko field-level form analytics.

£2.725M
projected additional annual revenue

+2.9%
overall conversion uplift (Google Analytics)

+5.0%
mobile conversion, ~63% of users

The challenge

Around **41% of customers never got past the personal details page** of checkout, rising to 42.9% on mobile, where roughly 63% of users shopped. Web analytics showed the retailer where customers left, but not why. To fix the page, the team needed to know which fields were causing the friction, and what customers were doing in them.

Methodology

Abi triangulated several research methods, each answering a different question. Field-level form analytics was the layer that turned "people leave here" into "people struggle with this input", through field drop-offs, corrections, time per input, validation errors and the values customers actually submitted.

Zuko field-level analytics	Web & funnel analytics	Moderated lab sessions
Usability testing	Session recordings	Eye tracking
Heuristic evaluation	Functionality testing	Field-by-field stakeholder review

682
usability issues found across the journey

→

82
rated high priority by evidence and commercial impact

→

1 page
Personal details: the biggest single opportunity

"Every interaction needed to earn its place."
Abi Hough, UX, experimentation & accessibility strategist

Three insights from field-level analytics

Each pointed to a specific input, and each became a change in the test.

17.55%
of recorded field drop-off events

1. The "months at address" field nobody needed

The dropdown was easy to overlook, so customers hit validation errors. The most common value submitted by people who completed checkout was zero.

Change: remove the visible field and submit a default of zero behind the scenes, an agreed business trade-off.

26.44%
of recorded field corrections

2. Returning customers found out too late

Email and confirm email drew the most corrections. Customers with an existing account only discovered it late in the form, then faced confusing sign-in and recovery steps.

Change: ask for email first, with inline validation that detects existing accounts early.

2 fields
shown first in the redesigned address step

3. The address lookup went unseen

Customers often missed the postcode lookup button and typed their full address by hand, adding effort to an already high-abandonment step.

Change: lookup-first. House number and postcode up front, with further fields revealed only when needed.

Testing and results

Platform: Qubit, validated in Google Analytics

Duration: 21 days, mobile, tablet and desktop

Split: 80:20 control to variation, ramped as confidence grew

QA: test purchases with unique IDs checked against back-office records

Iterations: V1 restructured the page; V2 added the three changes above

Measure	Result
Conversion uplift, Qubit (99.47% probability)	+1.98%
Personal details progression, Qubit (99.98%)	+1.88%
Overall conversion, GA	+2.9%
Mobile / tablet / desktop, GA	+5.0% / +3.3% / −2.8%
Projected annual revenue, V1	£2.32M
Projected annual revenue, V2	+£405K
Total projected annual revenue	**£2.725M**

Annualised projections from experiment results, not realised revenue, reflecting the whole programme rather than any single field change.