How FunnelMinds Redesigned LushAura's Checkout Flow, Leading to a 35% Reduction in Cart Abandonment

WORK SAMPLE FOR MARKETING NICHE

Alt test: A conceptual diagram shows a translucent funnel.

Transforming Browsers into Buyers

Introduction

Getting traffic to your site is one thing—getting visitors to convert is an entirely different beast. For LushAura, a boutique skincare brand with a cult following and high-quality products, traffic wasn't the issue. People were browsing, adding to cart, and loving the brand. But something was stalling at the finish line.

Enter FunnelMinds, a conversion optimization firm known for turning underperforming funnels into seamless user journeys. The mission? To reduce cart abandonment and turn curious window shoppers into committed customers.
The outcome? A 35% drop in cart abandonment rates and a noticeable surge in conversions—without increasing ad spend.

WORK SAMPLE FROM HUMMINGFLOW.DIGITAL

The Problem

LushAura's sleek online store and vibrant social media presence were drawing in thousands of curious shoppers, but the conversion story was bleak. Nearly 70% of customers abandoned their carts at the final step, with mobile users (who made up 70% of traffic) dropping off quickly. Common frustrations? Vague shipping info, laggy load times, and limited payment options. Despite high interest, users were dropping off at the finish line. As their Head of Growth put it, "We weren't losing the sale at first glance—we were losing it at the very end."

The Challenges

1. Hidden Friction in the Funnel
The checkout process was visually clean but functionally clunky. From multi-step forms to surprise fees at the last page, small moments of friction were quietly killing intent.

2. Lack of Mobile Optimisation
Despite the site being technically responsive, the mobile checkout felt slow and cramped. Load times on 4G dragged, buttons were too small, and the form fields lacked autofill support.

3. Missing Trust Signals
The absence of visible return policies, trust badges, or third-party payment gateways left users hesitant, especially first-time buyers unfamiliar with the brand.

The Solutionh

The FunnelMinds Fix

FunnelMinds didn't just tweak LushAura's checkout—they reimagined it from the ground up, transforming a leaky funnel into a sleek, high-converting machine.

Phase 1: Checkout Audit & Heatmaps
The team began with a comprehensive diagnostic using heatmaps, session replays, and funnel analytics. They discovered that users were dropping off primarily at the payment step, often after being hit with unexpected shipping costs. Mobile users—especially those on iOS—were abandoning the process post-address entry, largely due to sluggish page transitions and the absence of Apple Pay. These insights laid the groundwork for a smarter, smoother flow.
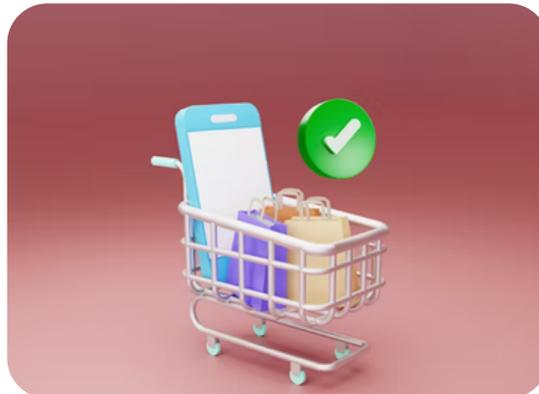
Phase 2: Frictionless Flow Redesign

Armed with data, FunnelMinds rolled out a one-page checkout design built for speed, simplicity, and trust. Real-time shipping calculators removed cost surprises, while guest checkout became the default to cut down on friction. Autofill capabilities and a full suite of payment options—including PayPal, Apple Pay, and Shop Pay—streamlined the experience. They also added visual trust signals, like return policy highlights and security badges, right above the payment button to boost buyer confidence.

Phase 3: A/B Testing & Rollout

To validate their overhaul, the new checkout was A/B tested against the original over 30 days. The results were undeniable: mobile completion rates jumped 28%, cart abandonment dropped by 35%, and overall conversion rates rose by 19% across all devices. With fewer clicks and more clarity, LushAura's checkout finally matched the polish of the rest of their brand.

Alt text: A graphic image showing a cart with shopping bags and a tick mark in a green bubble hovering above it

Conclusion

With FunnelMinds' expert revamp of the checkout journey, LushAura didn't just fix a UX issue—they unlocked untapped revenue hiding in plain sight. Cart abandonment fell dramatically, mobile conversions surged, and the overall shopping experience now felt as smooth as the products they sell.

The takeaway? When you remove digital friction and build trust in the moments that matter most, browsers become buyers, and buyers become loyalists.
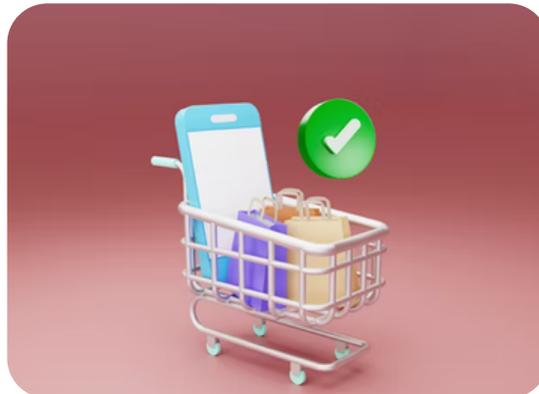
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