

MY ACCOUNT

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My Account Changes Based on Baymard Review

We have recently went through the “My Account” section based on comments from Baymard. These are the conclusions and recommendations. Some of the fixes are quick short term and some are long term. These fixes are considered important and have a meaningful impact on the customer.

Outline of Short Term Fixes

1. [Remove photo and move info up](#)
2. [Orders on the my info page at the to nest similar items together](#)
3. [Account details should be field inputs that change when typed into with a confirmation when done](#)
4. [Change billing and shipping to be like orders](#)
5. [Rearrange menu and simplify titles – manage my addresses to addresses](#)
6. [My account log in should have an option for guest, third party and create an account.](#)
7. [Credit cards should be editable beyond expiration and the user should be able to add credit cards and should match the checkout.](#)
8. [Change country from drop down to auto fill](#)
9. [Clearly communicate the users partially signed in status](#)

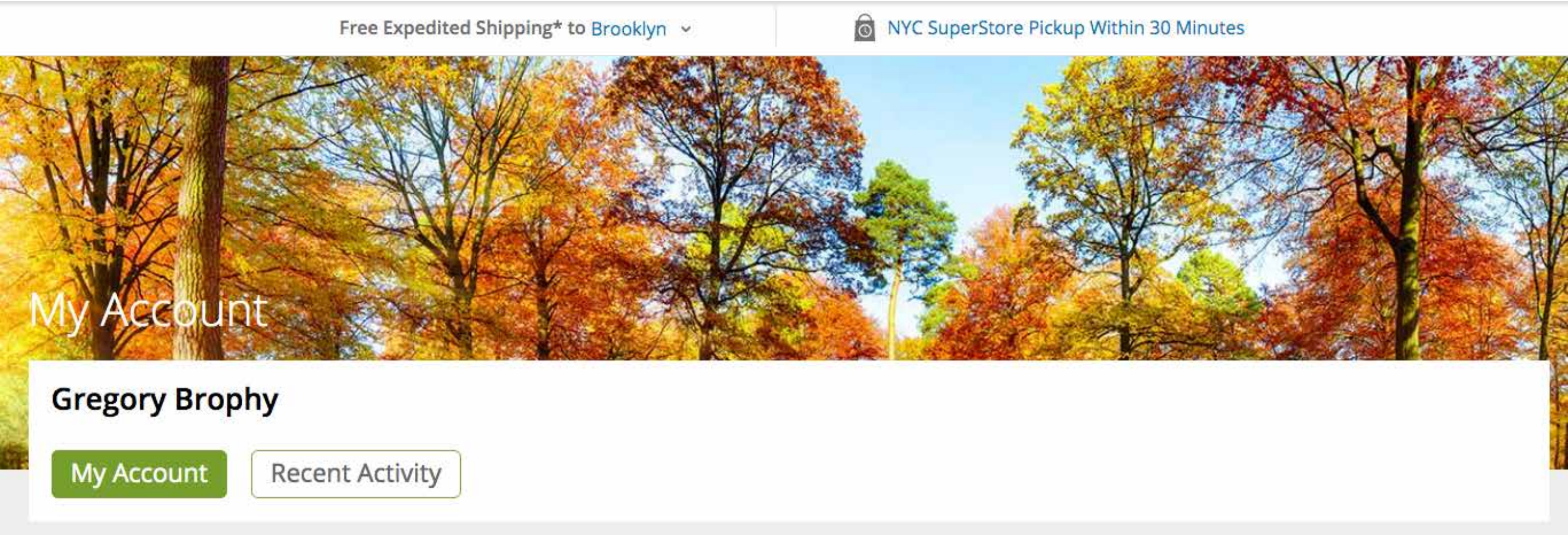
Outline of Long Term Fixes

1. [Change to Icon based Dashboard and card view](#)
2. [Username all as one line](#)
3. [The ability to choose between email and text notifications](#)

My Account Changes Based on Baymard Review - Short Term Fixes

1. Remove Photo and move Information up

Make the background gray and move the My Account and Name so that it is 48 pixels form the top.

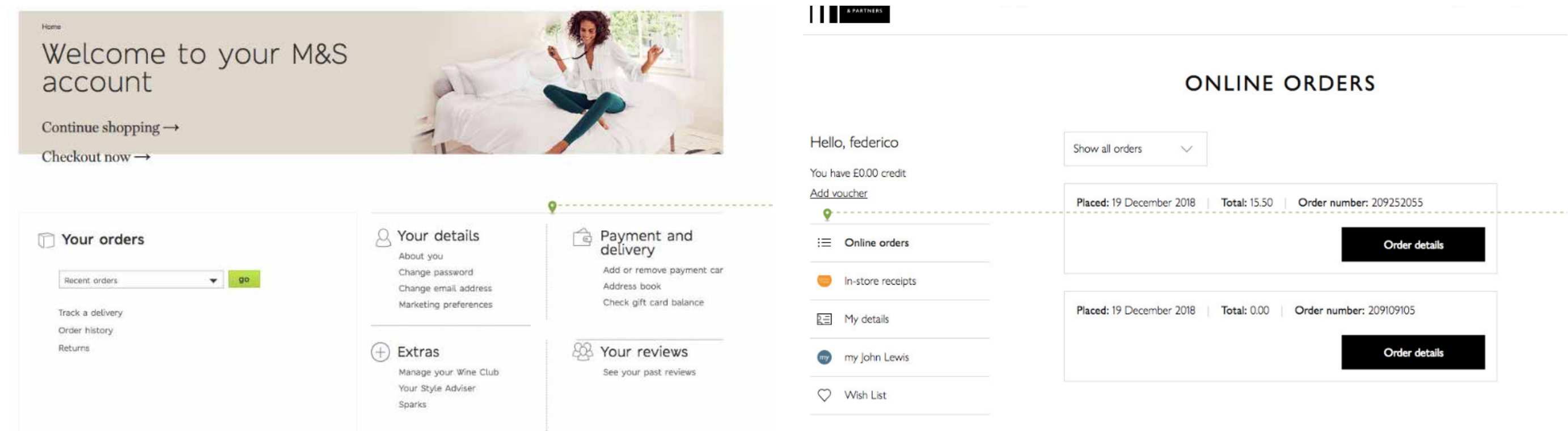


My Account Changes Based on Baymard Review - Short Term Fixes

2. Orders on the my info page at the to nest similar items together

Account dashboards contain a very high number of options, yet the majority of users come here just to track orders and it should be the first thing they see.

Examples of good implementation



Recommended Change

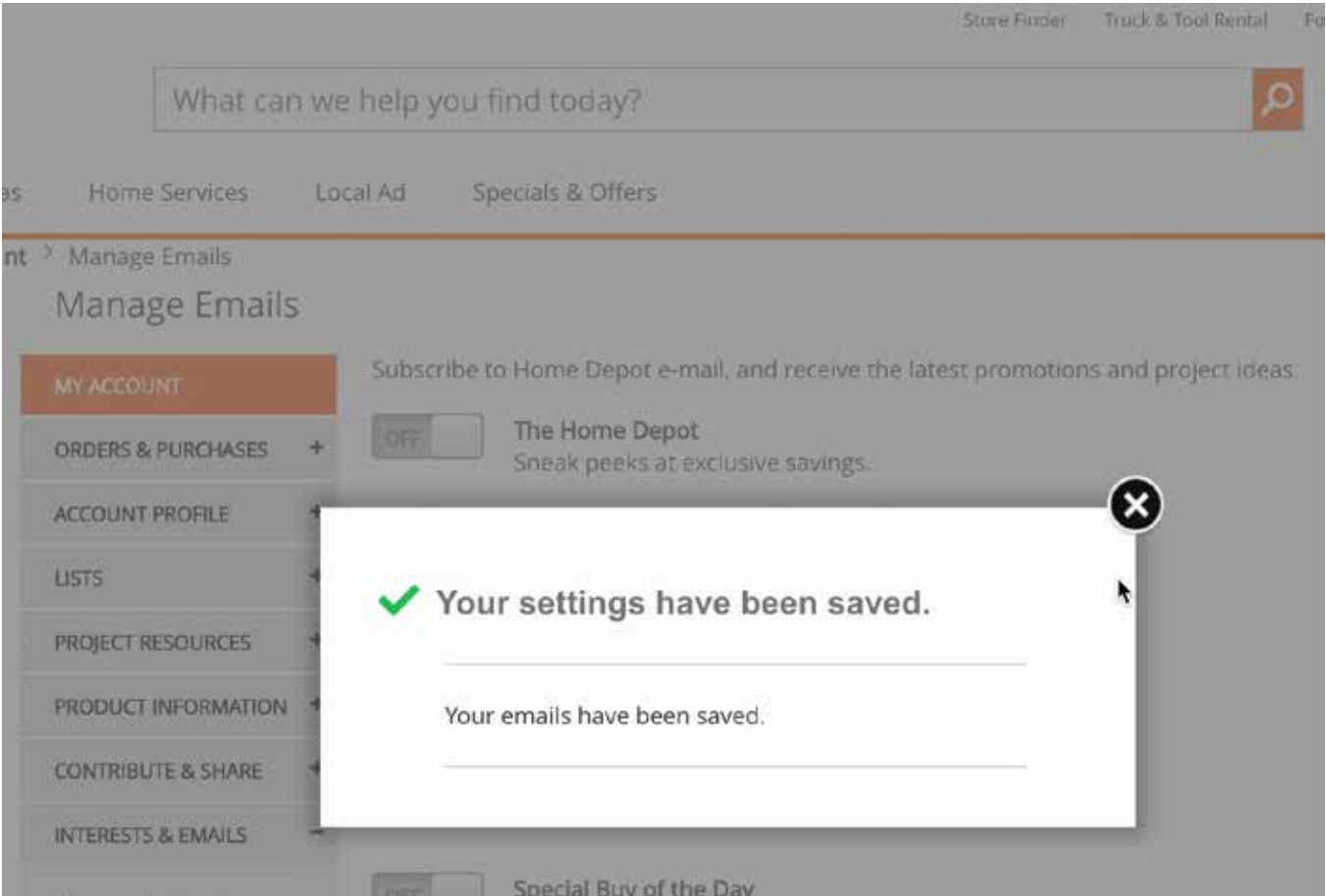
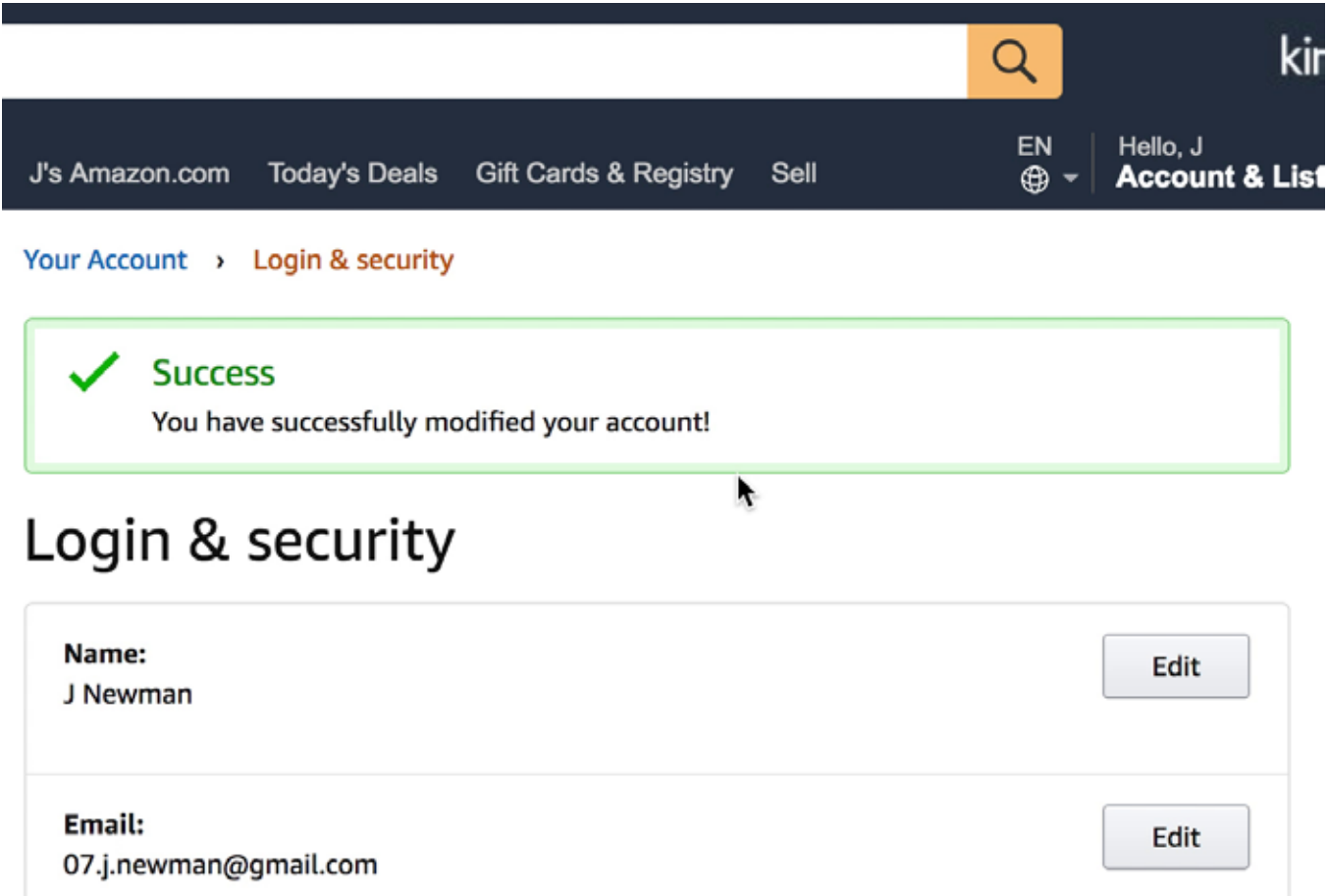
The short term fix is to rearrange the menu so that the link to Order History is at the top. The long term fix is to have the last three orders listed with information about the order number, status, price and links to the order history page to see the full history.

My Account Changes Based on Baymard Review - Short Term Fixes

3. Account details should be field inputs that change when typed into with a confirmation when done

The user should always be able to directly edit their account details in an active text box rather than having to hit an edit button.

Examples of good implementation



Recommended Change

Make input field directly editable and after editing they should receive a pop up confirming the change.

My Account Changes Based on Baymard Review - Short Term Fixes

4. Change billing and shipping to be like orders

Make the billing and shipping addresses to be like check out and wish list so that it is consistent with the rest of the site.

Current My Account

Billing and Shipping

Make changes to your billing and shipping information and save for future orders.

+ Add New Address

Gregory Brophy | 1206 Saint Marks Ave | Apt 1 | Brooklyn, NY 11213

Edit | Remove

Keith Schreiber | 18 Shadow Mountain Rd | EL PRADO, NM 87529

Edit | Remove

gregory brophy | 64 Peters Pl | RED BANK, NJ 07701

Edit | Remove

Name: Gregory Brophy

Email Address: gregoryb@bbphoto.com

Password: *

Language: English

Currency: US

Add a New Address:

COUNTRY

select from menu

USA

NAME

first name*

last name*

COMPANY

company name

STREET ADDRESS

where you receive your credit card statement

address line 1*

address line 2

zip code

Enter zip code to populate city & state

CITY:

STATE:

Select State

PHONE

for contacting purposes

() - *

Add ext.

MOBILE

() - *

Add fax

Add Address

Current Checkout

BILLING ADDRESS

Manage your addresses in "MY ACCOUNT"

+ New Address

Gregory Brophy

1206 Saint Marks Ave

Apt 1

Brooklyn, NY 11213

UNITED STATES

(646) 242-9608

Selected ✓

Keith Schreiber

18 Shadow Mountain Rd

EL PRADO, NM 87529

UNITED STATES

(646) 242-9608

Select

gregory brophy

64 Peters Pl

RED BANK, NJ 07701

UNITED STATES

(646) 242-9608

Select

Shipping Address

☐ NYC SuperStore Pickup See Details

Country

UNITED STATES

First Name

Gregory

✓

Last Name

Brophy

✓

+ Add Company Name

Address 1

1206 Saint Marks Ave

✓

Address 2

Apt 1

Zip

11213

✓

City

BROOKLYN

✓

State

NY

Phone

(646) 242-9608

✓

+ ADD EXT

Phone 2

(646) 242-9608

✓

+ ADD EXT

CANCEL

My Account Changes Based on Baymard Review - Short Term Fixes

5. Rearrange menu and simplify titles – manage my addresses to addresses

The titles are too long and don't match the section the represent. The most important ones are at the bottom.

Current Menu

Gregory Brophy

My AccountRecent Activity

Profile

Billing and Shipping

My Payment Options

Update Email Subscription

Gift / Rewards Card Balance

My Events

Shipping Accounts

LINKS

My Orders

My Cart

My Wish List

Tax Exempt

Account Details

Update your password, addresses, payment methods, language and currency settings.

Account Information:

Name:

Gregory Brophy

Edit

Email Address:

gregoryb@bhphoto.com

Edit

Password:

Edit

Billing and Shipping

Make changes to your billing and shipping information and save for future orders.

Gregory Brophy | 1206 Saint Marks Ave | Apt 1 | Brooklyn, NY 11213

Keith Schreiber | 18 Shadow Mountain Rd | EL PRADO, NM 87529

gregory brophy | 64 Peters Pl | RED BANK, NJ 07701

Examples of good implementation

Argos

HELPSTORES

REBECCA | SIGN OUT | YOUR ACCOUNT

WISHLIST0

TROLLEY0

Search Argos...

SALECLEARANCE

TECHNOLOGY

HOME & GARDEN

BABY & NURSERY

TOYS

SPORTS & LEISURE

HEALTH & BEAUTY

CLOTHING

JEWELLERY & WATCHES

GIFTS

TOYS OFFERS

Account home

Orders

Your Wishlist

Account details

Addresses

Ways to pay

Check your gift card balance

ADDRESSES

Mrs Rebecca Hugo

20 Betchin Lane,
LITTLEHAMPTON,
West Sussex,
PO16 1JG

Home:
Mob: 00447895618465

MY PREFERRED ✓EDITREMOVE

Mr John Newman

Apple Store 10-12 Princes Street,
EDINBURGH.

Recommended Change

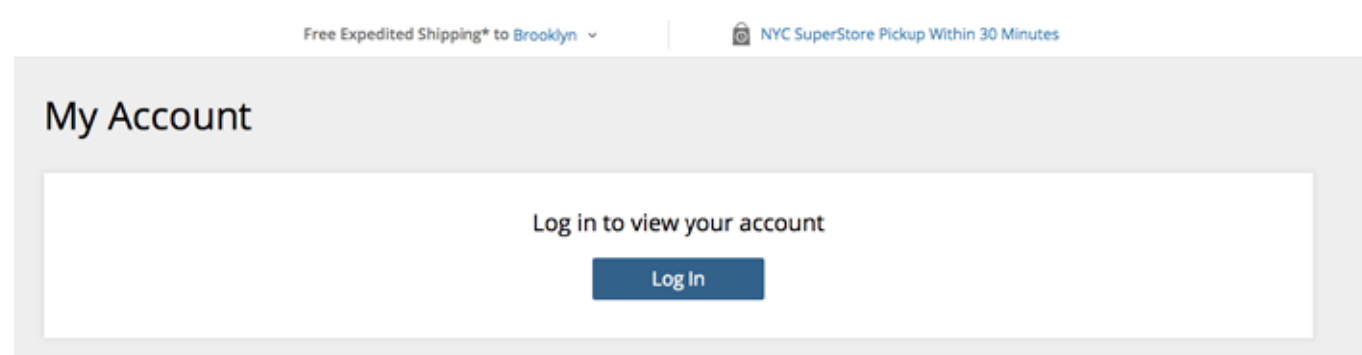
Change the menu to this order and make sure the titles are consistent with the menu.
*Orders / Profile / Billing and Shipping / Payment Options / Gift Cards / Email Notifications / Wish lists / Tax ID
Software Downloads*

My Account Changes Based on Baymard Review - Short Term Fixes

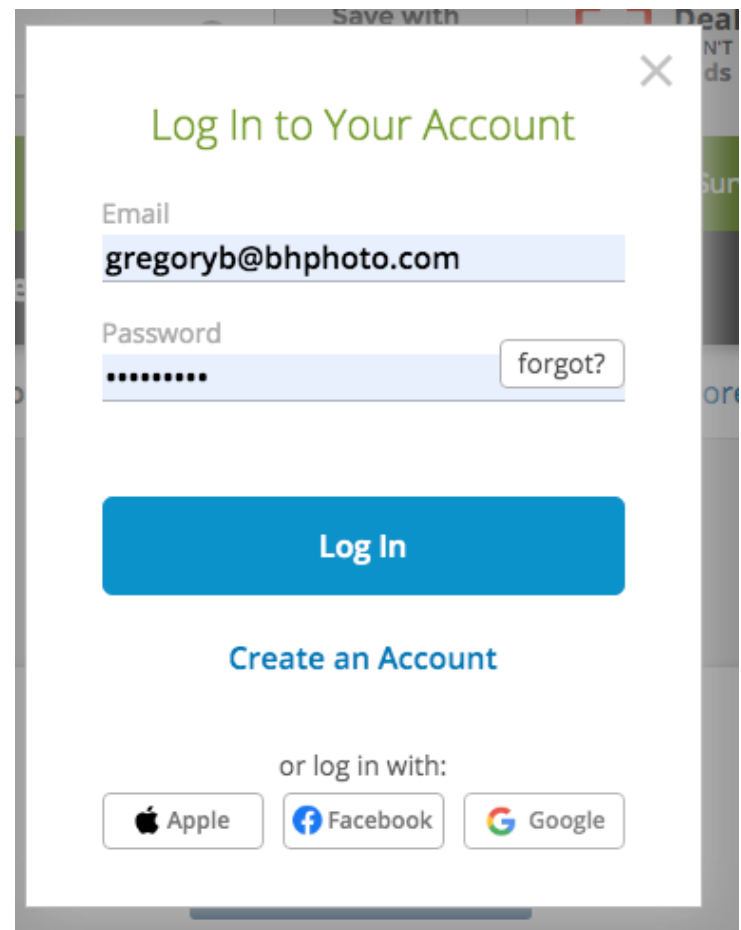
6. My account log in should have an option for guest

When someone hits the account threshold where they need to create an account to proceed with a purchase, a guest login and a create account option should be available as well as alternate ways to log

Current log in



From the top menu



Recommended Change

Make it similar to the top menu log in but also with the ability to log in as a guest.

My Account Changes Based on Baymard Review - Short Term Fixes

7. Credit cards should be editable beyond expiration and the user should be able to add credit cards and should match the checkout.

The titles are too long and don't match the section the represent. The most important ones are at the bottom.

Current My Account

Payment Options

Manage saved credit cards. New payment methods may only be added in checkout due to verification requirements.

CREDIT CARD

Remove

CREDIT CARD

Edit | Remove

Payment Options

Manage saved credit cards. New payment methods may only be added in checkout due to verification requirements.

CREDIT CARD

Remove

CREDIT CARD

October

2023

VISA

1206 Saint Marks A... (click to change)

Save

Cancel

Ckeckout

+ New Card

Selected

B&H Payboo Card

Billing Address

EDIT

DELETE

✓ \$2.04 Payboo Card Savings

Select

Expt: 10 / 2023

Billing Address

EDIT

DELETE

NEW CREDIT / DEBIT / PAYBOO CARD

Card #

P

B&H Cards do not require Exp. or CID.

Expiration

/

CID

✓ Save this credit card to my account.

Billing Address

CHANGE ADDRESS

Gregory Brophy

1206 Saint Marks Ave Apt 1

Brooklyn, NY 11213

UNITED STATES

Selected

B&H Payboo Card

Billing Address

EDIT

DELETE

✓ \$2.04 Payboo Card Savings

Select

VISA

Expiration

10

/

23

CID

Billing Address

CHANGE ADDRESS

Gregory Brophy

1206 Saint Marks Ave Apt 1

Brooklyn, NY 11213

UNITED STATES

CANCEL

Save

Recommended Change

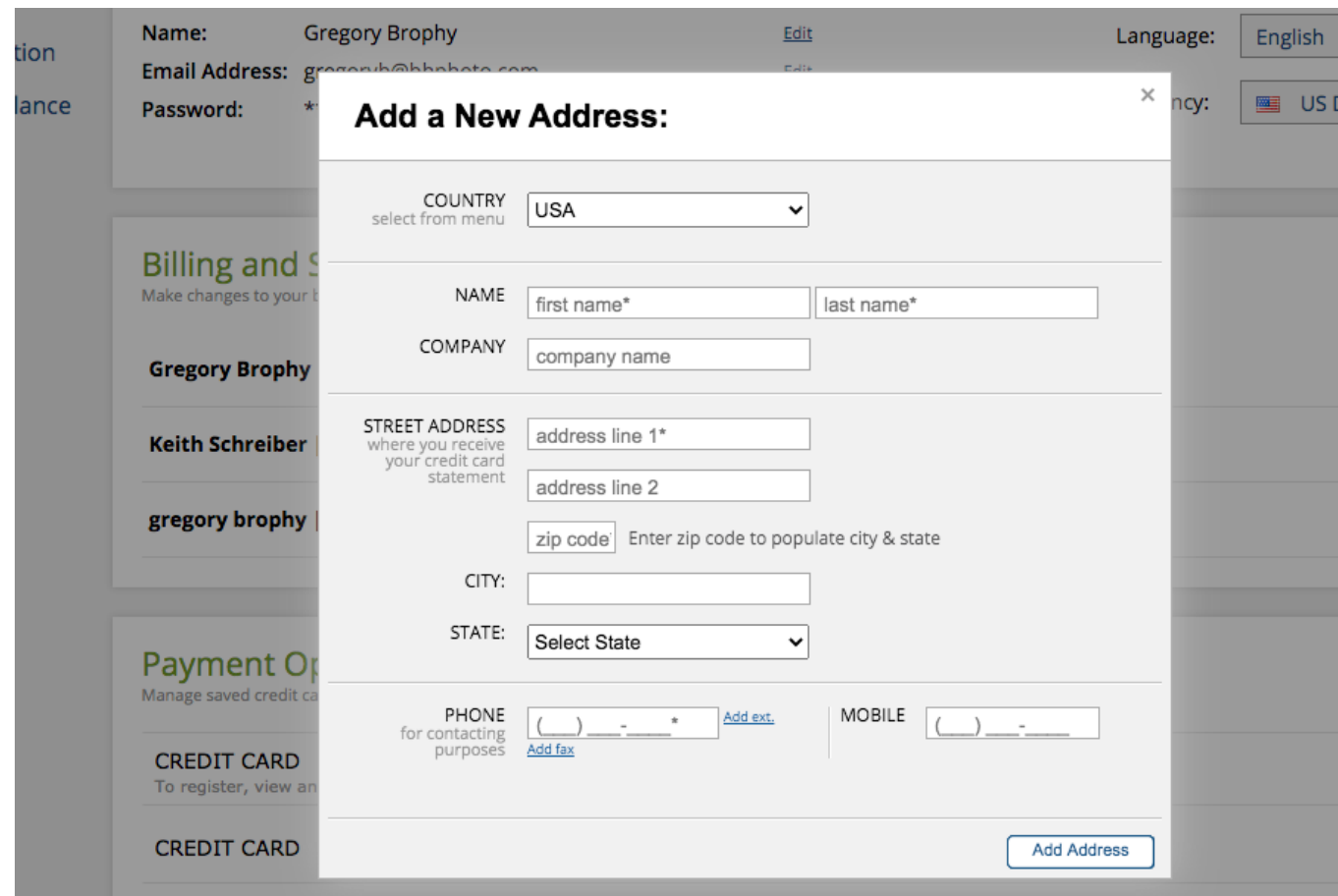
Change the payment options to look more like the checkout. Make all the fields editable, even if it is fake and they are really entering a new card. If the user has one card and deletes it, they should be prompted to add another in a pop up window. Add the ability to add a credit card on this screen since this is the place most people would add it.

My Account Changes Based on Baymard Review - Short Term Fixes

8. Change country from drop down to auto fill

Conventional country drop-downs can be overwhelming, and are difficult to scan and maneuver, as they present a list of hundreds of values in a small scrollable element, with inconsistent UI behavior.

Current My Account



The screenshot shows a user account page with a sidebar on the left containing links like 'Billing and S...', 'Gregory Brophy', 'Keith Schreiber', and 'gregory brophy'. The main content area has a form titled 'Add a New Address:'. The form includes fields for 'COUNTRY' (a dropdown menu with 'USA' selected), 'NAME' (with 'first name*' and 'last name*' sub-fields), 'COMPANY' (with 'company name' sub-field), 'STREET ADDRESS' (with 'address line 1*' and 'address line 2' sub-fields), 'CITY:', 'STATE:' (a dropdown menu with 'Select State' selected), and 'PHONE' (with 'Add ext.' and 'Add fax' links). There is also a 'MOBILE' field. An 'Add Address' button is at the bottom right.

Examples of good implementation



The screenshot shows a dropdown menu for country selection. The input field contains the text 'nited'. The dropdown list is open, showing the following options: 'United States', 'United Kingdom', 'Tanzania, United Republic of', 'United Arab Emirates', and 'United States Minor Outlying Islands'.

Recommended Change

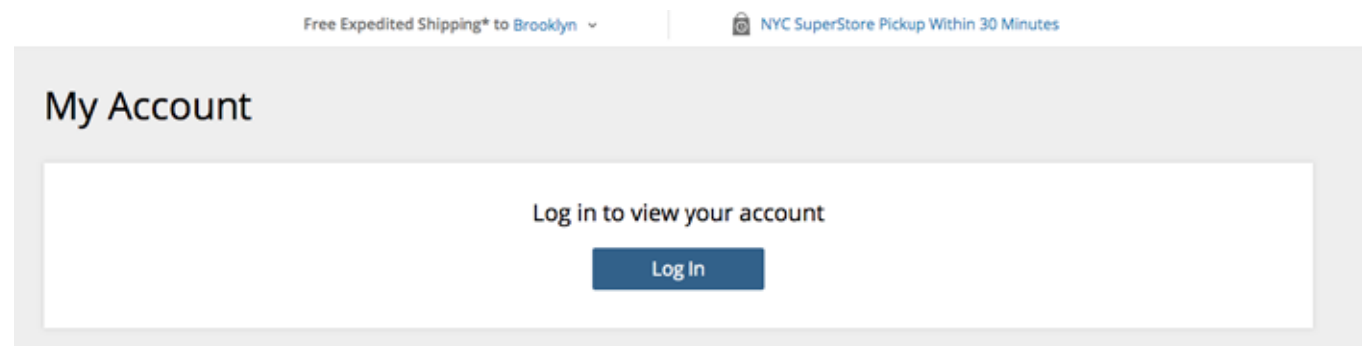
Use autofill to to give the user options to choose fromas they start typing.

My Account Changes Based on Baymard Review - Short Term Fixes

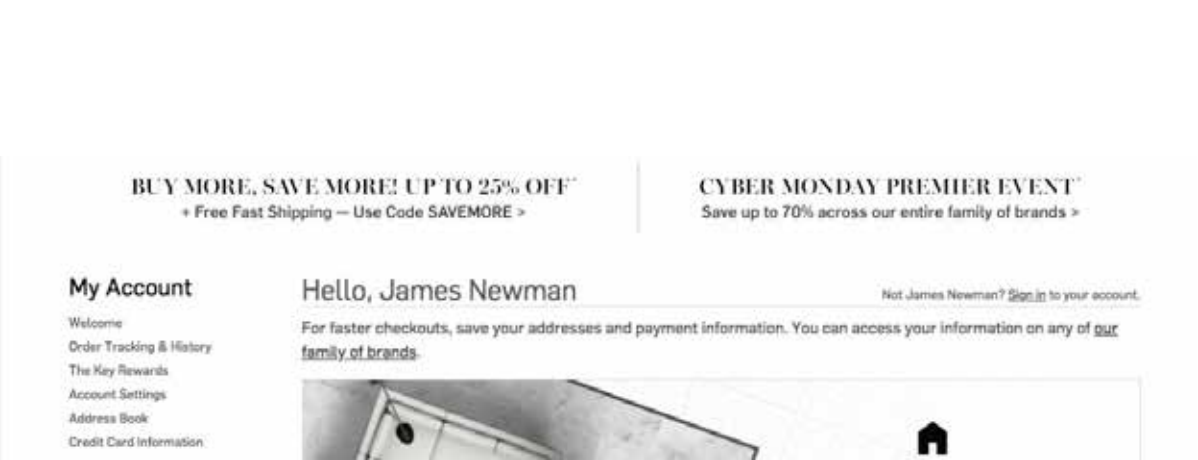
9. Clearly communicate the users partially signed in status

Users are unlikely to know they aren't fully signed in, leading to confusion and hesitancy when they try to access restricted account features.

Current My Account



Examples of good implementation



Recommended Change

Add a welcome message explaining why they have to sign in and the benefits.

My Account Changes Based on Baymard Review - Long Term Fixes

1. Change to Icon based Dashboard and card view and group similar elements

An “Icon-Based” account dashboard layout relies heavily on icons to communicate which account features are available through the dashboard.

Current My Account

Gregory Brophy

My Account

Recent Activity

Profile

Billing and Shipping

My Payment Options

Update Email Subscription

Gift / Rewards Card Balance

My Events

Shipping Accounts

LINKS

My Orders

My Cart

My Wish List

Account Details

Update your password, addresses, payment methods, language and currency settings.

Account Information:

Name:

Gregory Brophy

Edit

Email Address:

gregoryb@bhphoto.com

Edit

Password:

Edit

Billing and Shipping

Make changes to your billing and shipping information and save for future orders.

Gregory Brophy

| 1206 Saint Marks Ave | Apt 1 | Brooklyn, NY 11213

Keith Schreiber


| 18 Shadow Mountain Rd | EL PRADO, NM 87529


Examples of good implementation

[Home](#)

Welcome to your M&S account

[Continue shopping →](#)
[Checkout now →](#)






Your orders

Recent orders ▼


go

[Track a delivery](#)
[Order history](#)
[Returns](#)




Your details

[About you](#)
[Change password](#)
[Change email address](#)
[Marketing preferences](#)




Payment and delivery

[Add or remove payment card](#)
[Address book](#)
[Check gift card balance](#)



Extras

[Manage your Wine Club](#)
[Your Style Adviser](#)
[Sparks](#)



Your reviews

[See your past reviews](#)

My Account Changes Based on Baymard Review - Long Term Fixes

2. Username all as one line

Users think of their name as a single entity, and therefore often write their full name in the ‘First Name’ field.

Current My Account

Account Information:

Name:

Gregory Brophy

[Edit](#)

Email Address:

gregoryb@bbphoto.com

[Edit](#)

Password:

*

Language & Currency Settings

Language:

English

Currency:

US \$

Add a New Address:

COUNTRY

select from menu

USA

▼

NAME

first name*

last name*

COMPANY

company name

STREET ADDRESS

where you receive your credit card statement

address line 1*

address line 2

zip code

Enter zip code to populate city & state

CITY:

STATE:

Select State

▼

PHONE

for contacting purposes

() - *

[Add ext.](#)

MOBILE

() -

Add Address

Examples of good implementation

CRUTCHFIELD

Seriously into audio since 1974™

🛒 Address

Payment

Review & Submit

Account Login

Billing Address

Full Name *

Street Address *

optional

Zip *

Enter Zip for City & State

Phone *

Email *

Send me exclusive offers, deals and expert reviews.

[🔔](#)

☒ This order is a gift (prices will not appear on invoice)

My Account Changes Based on Baymard Review - Long Term Fixes

3. The ability to choose between email and text notifications

Give the users the ability to get text messages for order updates and the ability to turn it off. Similar to what we do for emails.

Current My Account

gregoryb@bhphoto.com

[Change Email](#)
[Edit Info](#)

☐ Subscribe All

☒ Photography

☒ Pro Video

☒ Pro Audio

☐ Computers & Gaming

☒ Lighting

☐ I only want to receive one email a week

☐ Mobile & Home Entertainment

☐ Optics

☐ A/V Presentation

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☒ Camcorders & Drones

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Please add newsletter@email.bhphoto.com & newsletter@dealzone.bandh.com to your address book or safe-senders list.

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[Submit](#)

[Unsubscribe from All](#) I no longer want to receive any promotional emails or marketing messages from B&H Photo. I understand that I will still receive order updates and confirmation emails related to orders I place.