

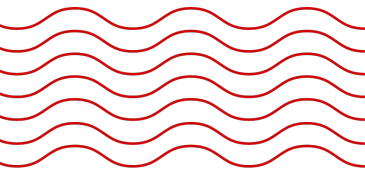


# Lexware Enhances User Experience, Boosts Purchases with One-Step Checkout

## Lexware

[office.lexware.de](https://office.lexware.de)

A product of Lexware • Germany



### The Challenge

Lexware Office, a product of Lexware, faced the challenge of optimizing its checkout process. The central question was whether a one-step checkout should be preferred over a multi-step checkout. Multi-step checkouts often have the advantage of presenting content in a more streamlined way, while one-step checkouts can make users aware of necessary inputs early on to reduce potential user frustration. The right choice depends on the complexity of the data entry process and the product's unique value proposition. For Lexware, an A/B test of different checkout types was essential.

### The Approach

The testing began with an initial experiment where a one-step checkout was compared against the original multi-step checkout. In the first variant, however, a product overview that was present in the original checkout was not included. This test showed inconclusive results in terms of core purchases, possibly due to the missing product overview.

In a follow-up test, an adjusted version of the one-step checkout with an integrated product overview was developed. This new checkout was tested in three separate experiments: SEO/organic traffic, SEA traffic, and a dedicated SEO landing page.

### Partnering with TRKKN

The collaboration with TRKKN enabled Lexware to deeply analyze and enhance the user experience (UX) of the checkout process. Each of the three experiments showed clear improvements, especially in the SEO/organic traffic segment.

### The Result

The optimized one-step checkout led to a significant 7% lift in conversion rates for SEO/organic traffic, with a 98% probability of significance. All experiments demonstrated clear improvements from checkout entry to final product purchase. Additionally, the average time spent in the checkout process decreased, suggesting an optimized user experience and more efficient information processing.

“Thanks to our collaboration with TRKKN, we were able to significantly improve our checkout process. The direct design and reporting support and targeted testing provided us with clear insights that directly impacted our conversions.”

— Simon Reuvers, Marketing Manager, Lexware

## 7%

Uplift in Core Purchases

## 98%

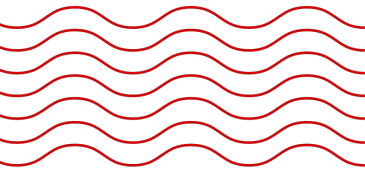
Probability of Being a Winner

# Screenshots

# Lexware

[office.lexware.de](https://office.lexware.de)

A product of Lexware • Germany



## Original

Meine Lexoffice Version 15,99 €

Account erstellen

Meine Daten

Vorname

Nachname

Strasse

PLZ

Stadt

Leist. Beschränkt

Zurück

Bestellung prüfen

Meine Daten

Zahlungswiese

257.002

Zurück

Zahlungswiese

per Lastschrift

per Kreditkarte

Zurück

## One-Step Checkout (Variation)

Meine Lexoffice Version 15,99 €

Summe (inkl. MwSt.) 19,19 €

Account erstellen

Meine Daten

Zahlungswiese

per Lastschrift

per Kreditkarte

Zurück