

Shopify Cart Decision Sheet

Drawer, page, or straight to checkout. Measured on real stores by Kaspian Fuad, Shopify CRO consultant.

1. The ratio test (run first)

reached checkout rate / added to cart rate

Both are sessions with the action over all sessions (Shopify analytics, 28 days).

> 0.6

Cart is fine. Look at checkout and PDP instead.

0.4 to 0.6

Contents problem. Run the 7-item checklist.

< 0.4

Container problem. Change the cart type or skip the cart.

2. Pick the container

Considered, multi-item, \$200+

Drawer, rebuilt to the checklist.

Single hero SKU, impulse, paid social

No cart step. Add to Cart goes to /checkout.

Shipping options, quotes, configurator, B2B

Full cart page. The buyer needs width and time.

Heavy drawer app + poor INP

Theme-native drawer, app removed.

3. Measured outcomes

WD Electronics (\$450 AOV, drawer rebuilt)

Checkout abandonment 49.5% to 43.2% in one sprint; 62.9% at baseline.

Cart page CLS 0.488 to 0.001

Server-rendered free-shipping bar + reserved list height.

Single-SKU brand, GBP 30, drawer kept

236 added to cart, 60 began checkout: a 74.6% drop.

Mobelglede (15,000 NOK furniture)

Shipping in the cart + trust bar; sprint lifted checkouts 40%.

4. Drawer checklist, top to bottom

Line item + the decision confirmed

Variant, fitment, size, finish. Image and title.

Shipping, in money

Free over \$X, or the real rate. Never 'calculated at checkout'.

Fees as opt-in

Protection, tip, gift wrap: unticked means not in the total.

Installment line over ~\$300

'or 4 payments of \$144.50' under a \$578 subtotal.

5. Drawer checklist, continued

Trust line

Payment marks + return window between totals and button.

Remove control >= 24 x 24 CSS px

WCAG 2.5.8 minimum. WD shipped 36 x 36.

Checkout button pinned above the fold

Sticky footer flex column at 375 x 667.

Upsells, note, code box, rewards

Below the button, or on the cart page.

6. Theme setting (Dawn and OS 2.0)

Theme settings > Cart > Cart type

Drawer, Page, or Popup notification.

Dawn default = Popup notification

Not the drawer. Single-SKU stores: the popup is closer to right.

Test on a real 375 px phone

Not the theme editor preview. Add the priciest item.

7. App blocking-time budget

UpCart ~80 ms

Measured main-thread blocking (App Speed Index).

Rebuy Smart Cart ~140 ms

Personalization engine, heavier.

Lighthouse flags > 250 ms per third party

Google INP good threshold: 200 ms per interaction.

Theme-native drawer: 0 ms app cost

Free-shipping bar and add-on rail in Liquid.

8. The drawer-open interaction

Bad: animate + fetch /cart.js + re-render on one click

220 ms interaction on a Plus store.

Good: animate, then render, fetch in

`requestIdleCallback`

62 ms after the fix.

CLS: reserve the list height

JS-injected bars push the cart down under the thumb.

9. Two bugs that live in the drawer

Quantity multiplied by a bundle app

One bottle showed GBP 120 instead of GBP 30.

Silent protection line

\$578 kit arrived at checkout as \$607.97.

Irrelevant upsell

A \$698 kids ride-on offered to a turn-signal buyer.

10. Verify in 5 minutes

Shopify analytics, 28 days

Write down the ratio from card 1.

Lighthouse mobile on /cart

CLS over 0.1 = the cart moves under the thumb.

Add priciest product on your phone

Target: one tap, zero scrolls to see Checkout.

Send me the store URL

kaspianfuad.com/contact: first 3 cart fixes, free.