

PRISM+ and OMNICONVERT

7.41% increase in Conversion Rate and
20.94% increase in Revenue/user

achieved by testing a cart page redesign on desktop

INDUSTRY
ELECTRONICS

ABOUT PRISM+

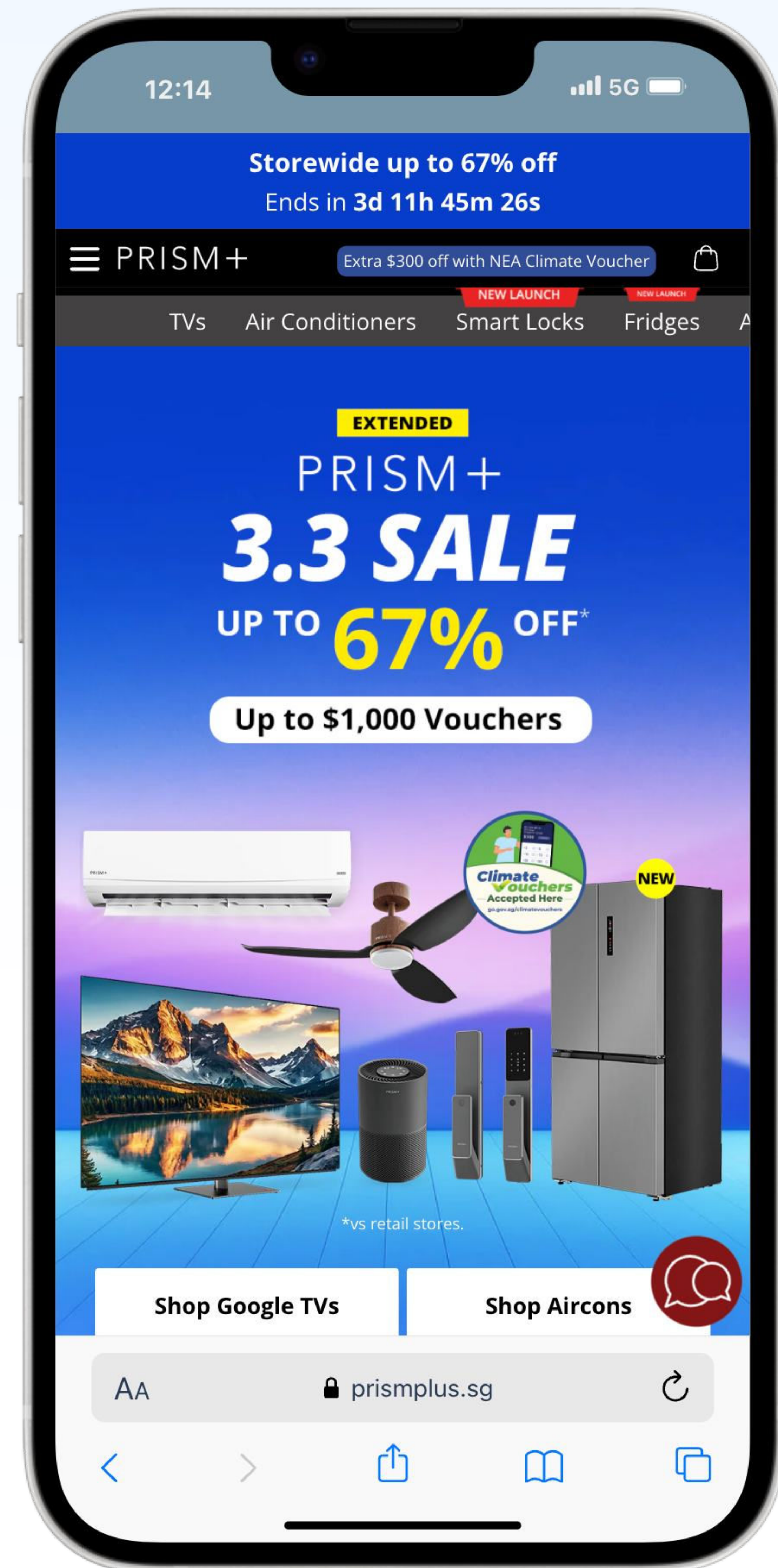
PRISM+ is a trusted Singaporean brand that specializes in top-tier smart electronics and household appliances designed for every home.

The brand's journey in the Singapore market began in 2017 with the introduction of premium gaming monitors.

Fast forward to 2025, PRISM+ now presents an extensive array of consumer electronics and home appliances, ranging from TVs, monitors, air-conditioners to refrigerators, sound systems and ceiling fans.

Notably, the brand is actively investing in integrating smart technology into its product lineup in order to establish a harmonious ecosystem of home appliances and electronics that synergize to cultivate a relaxing and comfortable living environment.

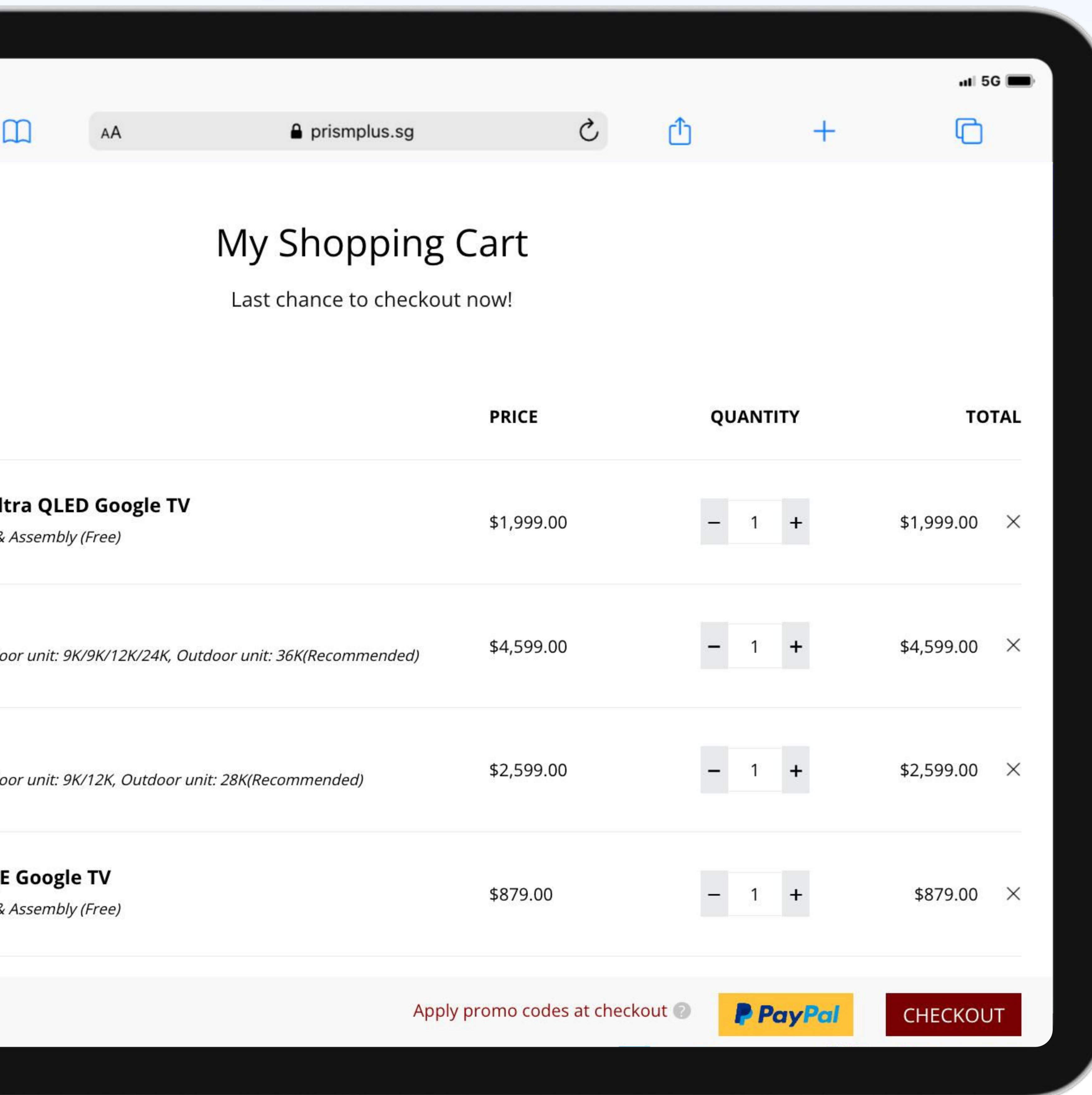
PRISM+ has a significant online presence, particularly on its official websites in Singapore, Malaysia and Australia, but also on various regional e-commerce platforms.

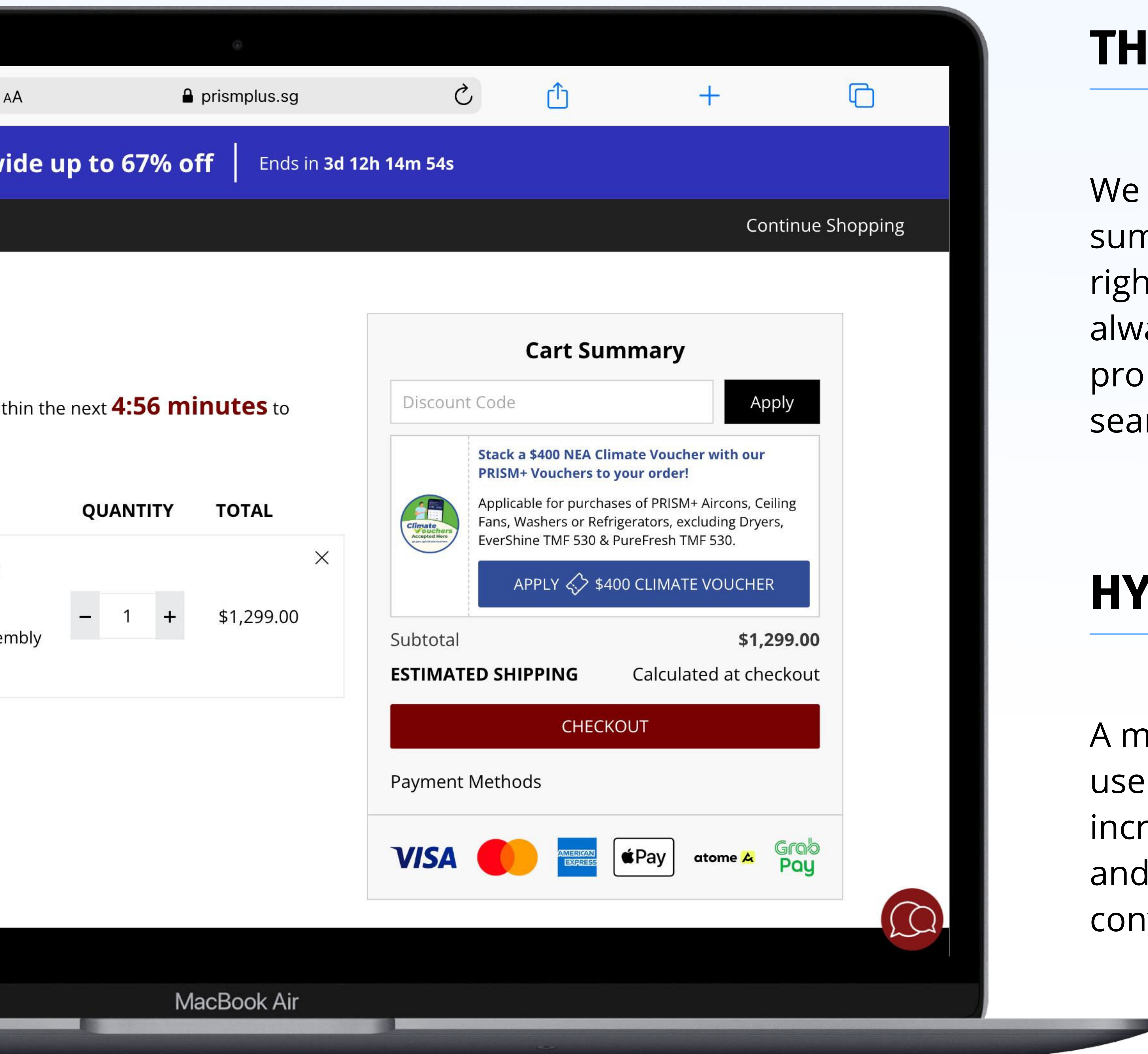


THE CHALLENGE

When key order details, such as the cart total, payment options, and checkout call-to-action (CTA), are not immediately visible, users may experience friction in the purchasing journey. In the previous cart layout, the order summary was positioned below the product list, requiring users to scroll down to see their subtotal, payment methods, and checkout button. This design presented several issues:

- **Increased cognitive load and uncertainty** – Users lacked a clear view of their total cost, including shipping fees and discounts, which could lead to hesitation and cart abandonment.
- **Navigation friction** – Scrolling to find pricing details and the checkout button disrupted user flow, particularly for those adjusting their cart contents. A poorly placed CTA reduced engagement and conversions.
- **Missed purchase incentives** – Installment plans, promo codes, and payment options were less visible, limiting their impact on purchase motivation.





THE SOLUTION

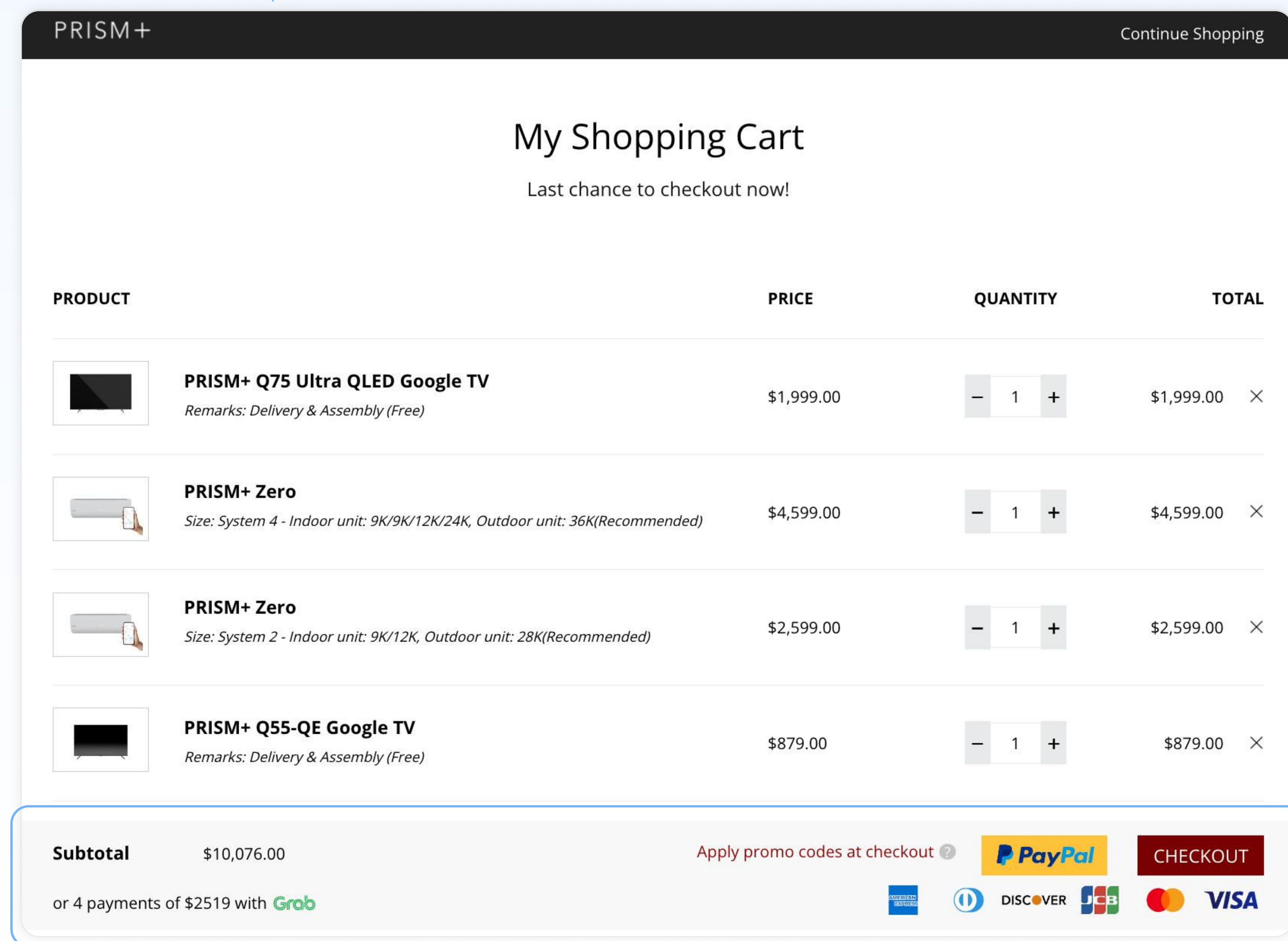
We redesigned the cart page to keep the order summary sticky on scroll and repositioned it to the right-hand side for better visibility. This ensures users always have access to their subtotal, payment methods, promo codes, and checkout button, creating a more seamless and intuitive experience.

HYPOTHESIS

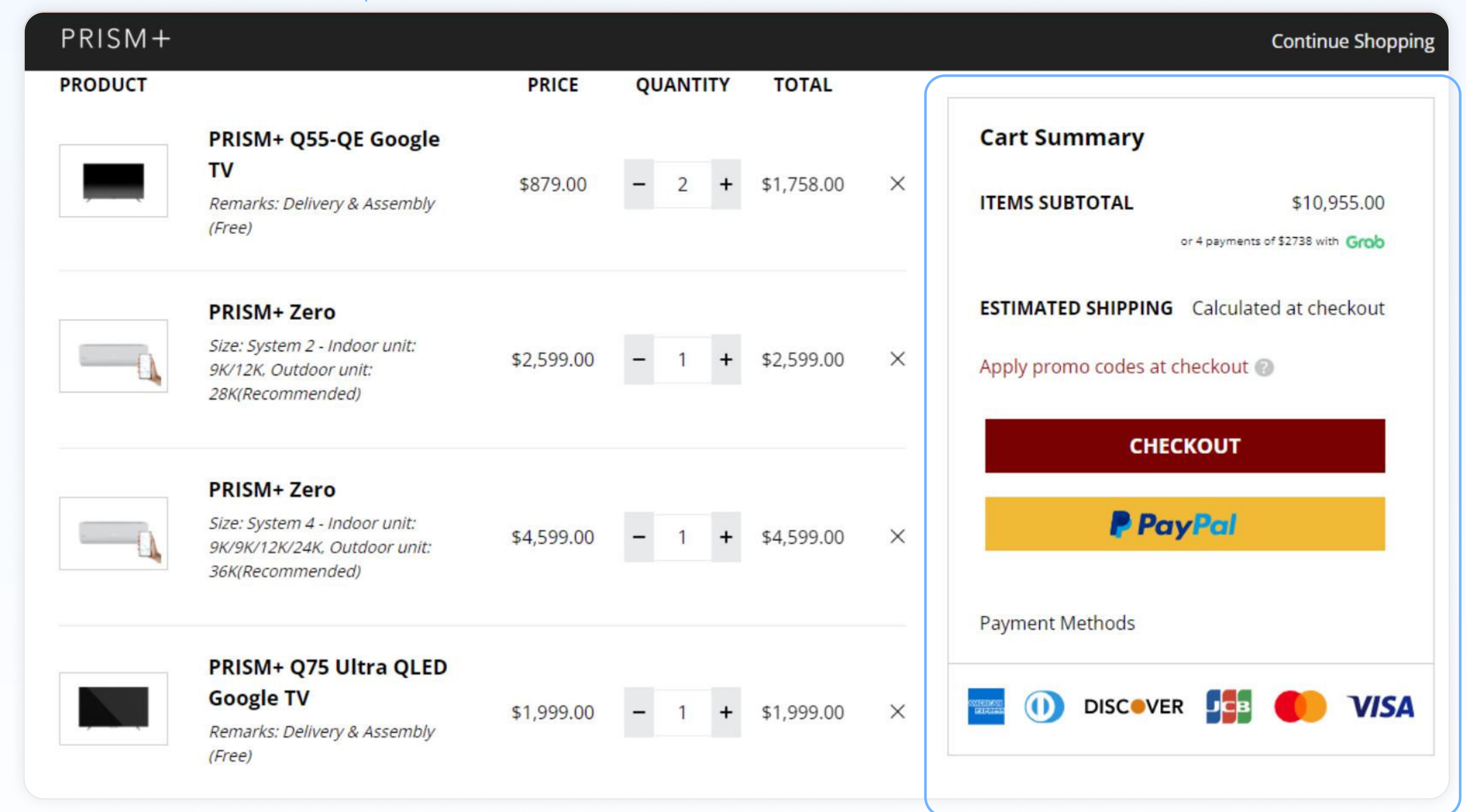
A more visible and persistent cart summary will give users a clearer understanding of their order details, increasing engagement with CTAs, reducing hesitation, and ultimately improving checkout rates and conversions.

REDESIGNED CART PAGE (DESKTOP)

CONTROL



VARIATION



The key change was making the cart summary area more visible and ensuring it remained sticky on scroll. Specifically, we:

- Moved the cart summary to the right-hand side of the page.
- Clearly displayed item subtotal, payment in installments, estimated shipping, promo codes, and CTAs in a structured, easy-to-scan format.
- Kept the product area nearly unchanged, ensuring familiarity for users.
- Placed payment methods below the summary to reinforce available options.

REDESIGNED CART PAGE (DESKTOP)

CONTROL

PRISM+

Continue Shopping

My Shopping Cart

Last chance to checkout now!

PRODUCT	PRICE	QUANTITY	TOTAL
PRISM+ Q75 Ultra QLED Google TV Remarks: Delivery & Assembly (Free) \$1,999.00 - 1 + \$1,999.00 ×			
PRISM+ Zero Size: System 4 - Indoor unit: 9K/9K/12K/24K, Outdoor unit: 36K(Recommended) \$4,599.00 - 1 + \$4,599.00 ×			
PRISM+ Zero Size: System 2 - Indoor unit: 9K/12K, Outdoor unit: 28K(Recommended) \$2,599.00 - 1 + \$2,599.00 ×			
PRISM+ Q55-QE Google TV Remarks: Delivery & Assembly (Free) \$879.00 - 1 + \$879.00 ×			

Subtotal

\$10,076.00

Apply promo codes at checkout ?

PayPal

CHECKOUT

or 4 payments of \$2519 with Grab

DISCOVER

JCB

VISA

VARIATION

PRISM+

Continue Shopping

PRODUCT	PRICE	QUANTITY	TOTAL
PRISM+ Q55-QE Google TV Remarks: Delivery & Assembly (Free) \$879.00 - 2 + \$1,758.00 ×	Cart Summary ITEMS SUBTOTAL \$10,955.00 or 4 payments of \$2738 with Grab ESTIMATED SHIPPING Calculated at checkout Apply promo codes at checkout ? CHECKOUT PayPal Payment Methods DISCOVER JCB VISA		
PRISM+ Zero Size: System 4 - Indoor unit: 9K/9K/12K/24K, Outdoor unit: 36K(Recommended) \$4,599.00 - 1 + \$4,599.00 ×			
PRISM+ Zero Size: System 2 - Indoor unit: 9K/12K, Outdoor unit: 28K(Recommended) \$2,599.00 - 1 + \$2,599.00 ×			
PRISM+ Q75 Ultra QLED Google TV Remarks: Delivery & Assembly (Free) \$1,999.00 - 1 + \$1,999.00 ×			

WINNING

+7.41% CR
+20.94% Rev/user

CONCLUSIONS



The improved cart page layout, featuring a more visible and sticky cart summary, led to a significant uplift in key performance metrics. The Variation outperformed the Control, resulting in a +7.41% increase in conversion rate, a +4.95% increase in clicks on the checkout CTA, and a +20.94% uplift in revenue per user.

These results confirm that providing users with a persistent, easily accessible cart summary reduces friction in the purchase journey, encourages engagement with checkout actions, and positively impacts revenue. By ensuring that subtotal, payment options, promo codes, and CTAs are always visible, users experience greater transparency and confidence in their purchase decisions. This experiment demonstrates that small UX refinements in cart page design can have a significant impact on conversion rates and overall business performance.

“Omniconvert has been an invaluable part of our CRO workflow. The platform gives us the flexibility to run A/B tests at scale, while also offering the depth we need to truly understand our customers. Every successful experiment strengthens our confidence in data-led design decisions.”

Haifa Hussain, UX Manager
PRISM+



Need help with the entire CRO process, from research to final results? Look no further - we've got your back!

Schedule a call with us, and together we'll reduce guesswork and achieve great results.

[Book a Call Here](#)