Express Checkout
Fast One-Page Purchase Flow

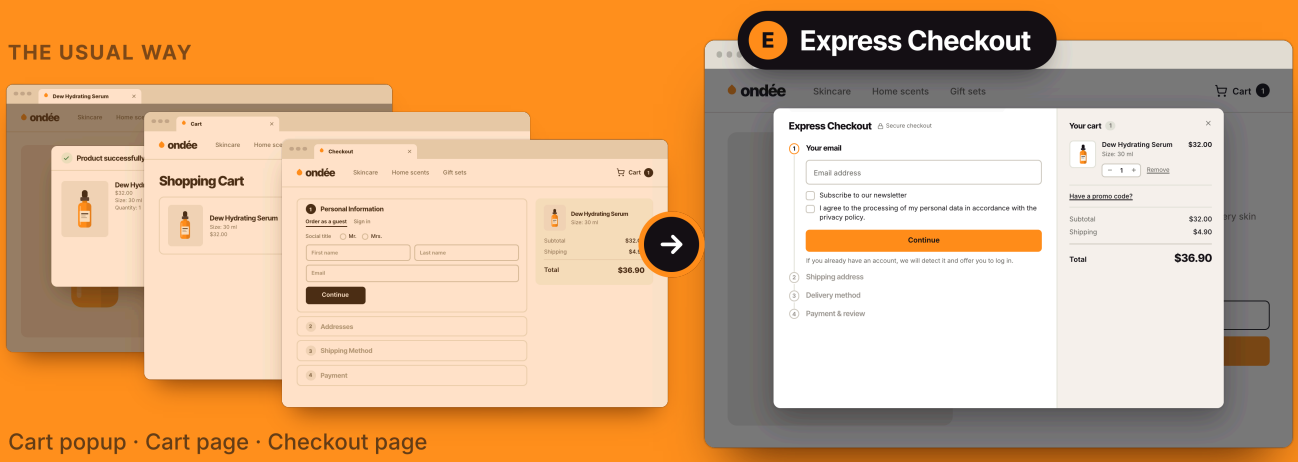
PrestaShop 1.7 · 8 · 9

USER GUIDE

Express Checkout

Install the module, set it up for your shop, and understand every option and every number it shows you.

THE USUAL WAY



Cart popup · Cart page · Checkout page

MODULE VERSION
1.1.0

WORKS WITH
PrestaShop 1.7, 8 and 9

GUIDE LANGUAGE
English

HiPresta

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1 INTRODUCTION

What Express Checkout does

Express Checkout adds a button to your product pages. One click opens the whole checkout in a window on that same page: email, address, delivery and payment, without a trip through the cart page and the checkout page.

1.1 In short

On a standard PrestaShop shop, a customer who wants one product goes through the cart popup, the cart page and the checkout page before paying. Each page is a moment where they can leave. Express Checkout shortens that road: the product goes into the cart and the checkout opens right there, in four short steps, with the cart beside them.

The module does not replace your shop's checkout. Your cart page and your checkout page keep working exactly as before, and customers can still use them. Express Checkout is a faster way in, and it uses what your shop already has: your carriers, your payment modules, your customers' accounts and addresses, your vouchers and your terms of service.

1 **Your email**
Guests need only an email. An existing account is spotted and the customer logs in on the spot.

2 **Shipping address**
The right fields for each country, or a saved address for returning customers.

3 **Delivery method**
Your shop's carriers, with their prices and delivery times.

4 **Payment & review**
Your payment modules, your terms, and one button with the total.

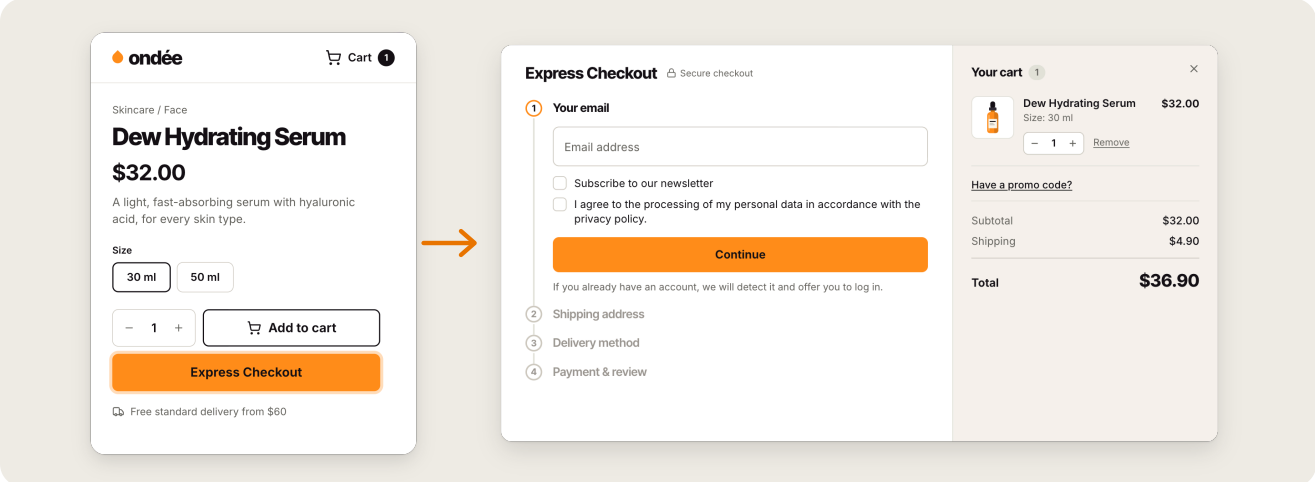


Figure 1 One click on the product page opens the whole checkout in a window: the four steps on the left, the cart on the right. The shop shown in this guide is a sample shop; the amber color is one of the accent colors you can choose.

1.2 What you get

A button on the product page
"Express Checkout" sits under Add to cart, in the product footer, or anywhere you place it in your theme.

Guest checkout by email
No account and no password for new customers. Returning customers log in inside the window.

The cart in the window
Quantities, removals and promo codes without leaving the checkout. Totals update on the spot.

Your carriers and payments
Works with your shop's own delivery and payment modules, PrestaShop Checkout and Stripe included.

Made for phones
On small screens the window opens as a full-width sheet and the cart folds into one bar with the total.

More ways to open it
From the cart icon, from a link that ends with `#quickcheckout`, or from any button of your theme.

One color, your look
Pick a preset or your brand color. Buttons, checkboxes and step markers follow, in a live preview.

Statistics, step by step
How many shoppers open the checkout, how far they get, what trips them up, and the orders and revenue it brings.

Test it before going live
Switch live mode off and only the IP addresses you list see the quick checkout.

1.3 Requirements

PrestaShop	Version 1.7, 8 or 9.
Theme	Any theme that shows PrestaShop's standard product page positions. For other themes the button can be placed by hand (see Buy now button).
Languages	The module comes translated into several languages, and more are added over time. Any other language can be added with PrestaShop's translation tool.
Multistore	Supported. Each shop has its own settings, design and statistics.
Payment	At least one payment module installed and working on your normal checkout.

About the names. On your shop the button and the window are called **Express Checkout**. In the back office some settings call the same thing "Buy now button" or "quick checkout". They all mean this module's button and window.

2 INSTALLATION

Install and get started

The module works right after installation, with sensible defaults. This chapter covers installing, finding the configuration, and what to do if you would rather test in private first.

2.1 Install the module

1. **Download the module**
   Get the module's `.zip` file from your PrestaShop Addons account. Do not unzip it.
2. **Open the Module Manager**
   In your back office, go to **Modules** > **Module Manager**.
3. **Upload the file**
   Click **Upload a module** and choose the `.zip` file, or drop it into the upload box. PrestaShop installs it for you.
4. **Open the configuration**
   When the installation is done, click **Configure**.

2.2 What you get right after installation

You do not have to configure anything for the module to work. After installation:

- The **Express Checkout** button appears on every product page, in the "Product Additional Info" position, which most themes show right under Add to cart.
- **Live mode is on**: every visitor sees the button and can use the window.
- Step 1 shows the privacy consent box (required) and the newsletter box (optional). The partner offers box is off.
- Links that end with `#quickcheckout` open the window with the current cart. Opening it from the cart icon is off.
- The window uses the built-in look: a dark "Ink" accent, 940 px wide.
- Statistics are collected from the first checkout.

✓ **Want to try it in private first?** Turn **Live mode** off and add your own IP address before your customers see anything. See Test before you go live.

2.3 Where to find the module

There are two ways to open the configuration:

- **From the menu.** The module adds an **Express Checkout** entry under **HiPresta** in the left menu of your back office, with three links: **Settings**, **Design** and **Statistics**.
- **From the Module Manager.** Go to **Modules** > **Module Manager**, find "Express Checkout" and click **Configure**.

Both open the same page, with three tabs at the top: **General Settings**, **Design Settings** and **Statistics**.

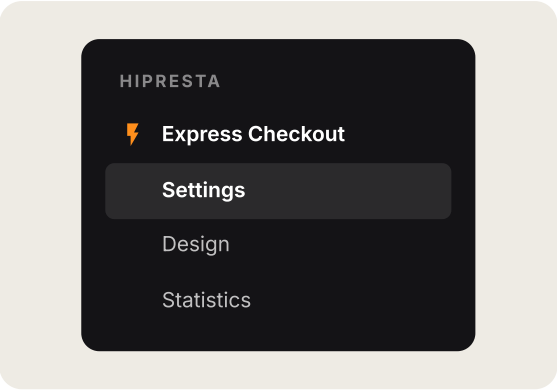


Figure 2 The module's entry in the back office menu.

2.4 The configuration page

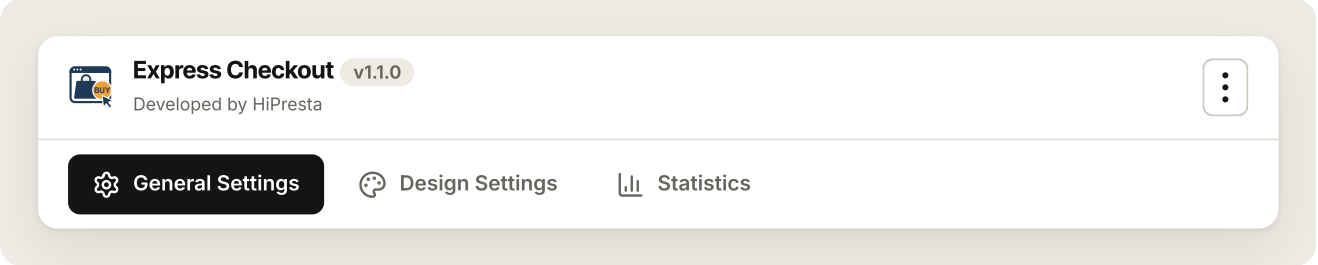


Figure 3 The top of the configuration page: the module's bar, its menu button at the right, and the three tabs.

A few things work the same way on every tab:

- **Saving.** As soon as you change something, a bar appears at the bottom of the page with **Save** and **Discard**. Nothing changes on your shop until you save. You can also save with **Ctrl + S** (**Cmd + S** on a Mac).
- **Unsaved changes.** If you switch tabs or leave the page with unsaved changes, the module asks you to confirm first.
- **Help on every setting.** Each setting has a small **?** icon. Click it and a panel opens at the side with an explanation of that setting.
- **The module's menu.** The button with three dots at the right of the module's bar opens a small menu: **Version** shows the changelog, **Leave a review** opens the rating page on PrestaShop Addons, and **Contact us** opens the support form. Below them is a list of other HiPresta modules.

2.5 If you run several shops (multistore)

Choose one shop in the shop selector at the top of the back office before opening the configuration. With "All shops" or a shop group selected, the module shows the message "Please select a specific shop to configure this module."

Settings, design and statistics are saved for the shop you are editing; a line at the top of each tab reminds you which one. The only exception is **Clean data on uninstall**, which is shared by all shops because uninstalling removes the module from every shop.

2.6 Uninstalling

Uninstall the module from the Module Manager like any other module. What happens to its data depends on **Clean data on uninstall** (General Settings, last section):

- **Off (default).** Your settings and your statistics stay in the database. If you install the module again later, you find them as you left them.
- **On.** The module's settings and its statistics are deleted for good.

In both cases your orders, customers and carts are not touched.

3 QUICK START

Ready in five minutes

The shortest road from a fresh installation to a checkout you have tried yourself and are happy to show your customers.

3.1 Test before you go live

1. **Switch live mode off**
   Open **General Settings**. In the **Availability** section, turn **Live mode** off. The list of allowed IP addresses appears.
2. **Add your IP address**
   Click **Add my IP**. Your current address is added to the list. Click **Save**. From now on only you see the Express Checkout button.
3. **Check the button**
   Open a product page of your shop. The **Express Checkout** button should be near Add to cart. If it is not where you want it, or not there at all, see Buy now button.
4. **Place a test order**
   Click the button and go through the four steps with each payment method you offer. Try it on a phone as well. Checkouts made while live mode is off are kept out of your statistics.
5. **Make it yours**
   Open **Design Settings** and choose your accent color. Back in **General Settings**, decide which consent boxes to show.
6. **Go live**
   Turn **Live mode** back on and save. Every visitor now sees the button.

3.2 What to check during your test

CHECK	WHAT YOU SHOULD SEE
The button	On the product page, in the place you chose. A click opens the window, with the product in the cart.
A new email	Goes straight to the address step, with no password.
An email with an account	The window asks to log in, then shows the saved addresses.
Carriers	The delivery methods and prices your normal checkout shows for that address.
Each payment method	The order is placed and you land on your shop's confirmation page.
The order in the back office	A normal order, with its customer, address, carrier and payment.

What your customers see

A walk through the checkout from the customer's side, so you know what happens at each step and can answer their questions.

4.1 The Express Checkout button

The button appears on product pages (Figure 1 shows it under Add to cart). When a customer clicks it:

- The product is added to their cart, with the combination (size, color...) and the quantity chosen on the page.
- The checkout window opens on top of the product page. The page behind it is dimmed.

The cart is the shop's normal cart. If the customer already had other products in it, they are part of this order too, and the cart column lists them all.

Stock is checked for you

- When a product cannot be ordered (out of stock with backorders refused, or not available for order), the button is greyed out and cannot be clicked. It follows the combination the customer picks.
- If the customer asks for more than you have, the module adds what is available and says so: "Only 3 item(s) added to cart. The requested quantity is not available in stock."

4.2 Other ways to open the checkout

Besides the product page button, the window can open with the customer's current cart, without adding a product:

- **From a link** that ends with `#quickcheckout`, handy in a banner, a newsletter or a menu.
- **From any element of your theme** that carries the CSS class `hiqc-open-quickcheckout`, for example a "Checkout now" button.
- **From the cart icon** in the header, in place of the cart page. This one is off until you switch it on.

All three are set up in Open triggers. If the cart is empty, the window says "Your cart is empty".

4.3 The checkout window

The window has two parts. On the left, the four steps, one open at a time. On the right, the cart with its totals. A finished step folds into one line (the email, the address, the carrier) with an **Edit** link to go back to it.

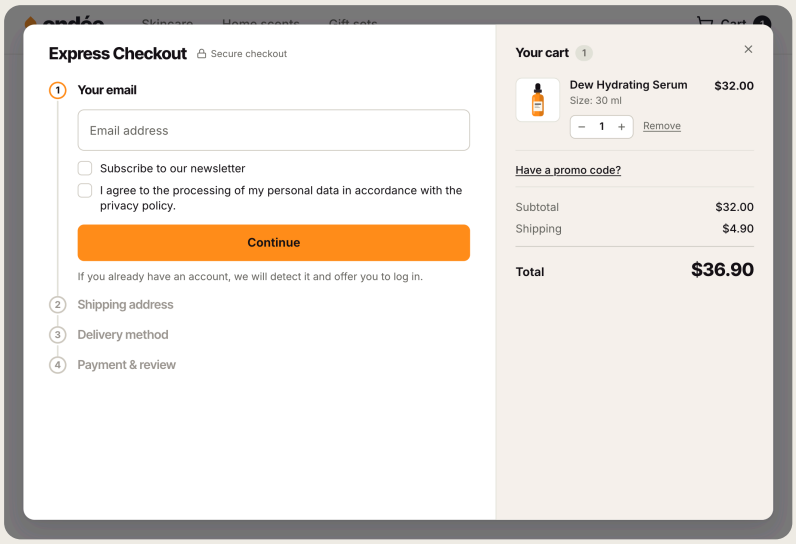


Figure 4 The window as it opens, over the product page, which is dimmed behind it.

- **Secure checkout.** This label is shown next to the title when your shop runs on HTTPS.
- **Closing.** The customer closes the window with the cross, by clicking outside it, or with the **Esc** key. Nothing is lost: the products stay in the cart and the email is remembered for next time.
- **Errors appear where they belong.** A problem with a field is written under that field and disappears as soon as the customer corrects it.
- **If something fails.** When a request does not get through (a lost connection, for example), the window explains what happened and offers a **Retry** button.

4.4 Step 1: Your email

A new customer types an email address and clicks **Continue**. That is all it takes to start: no account, no password. The order is placed as a guest order, with the name given at the address step.

Up to three checkboxes can be shown under the email. You choose which ones in Consent checkboxes:

- **Subscribe to our newsletter** (optional for the customer).
- **Receive offers from our partners** (optional for the customer).
- **The privacy consent**. When you show it, it must be ticked to continue.

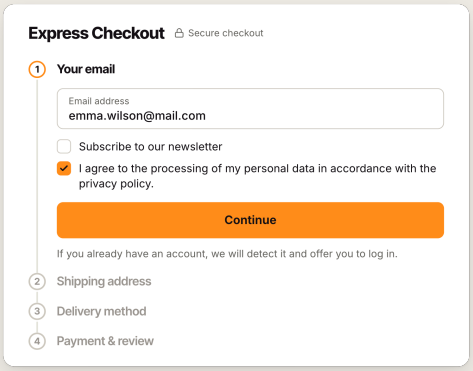


Figure 5 Step 1, with the email typed and the privacy consent ticked.

When the email already has an account

If the email belongs to an existing customer account, the window says so: "An account with this email already exists. Please log in to continue, or use a different email address."

The customer logs in right there, with their password, and continues with their saved addresses. Two links help them out:

- **Use a different email address** goes back to the email field.
- **Forgot your password?** opens your shop's password recovery page in a new tab.

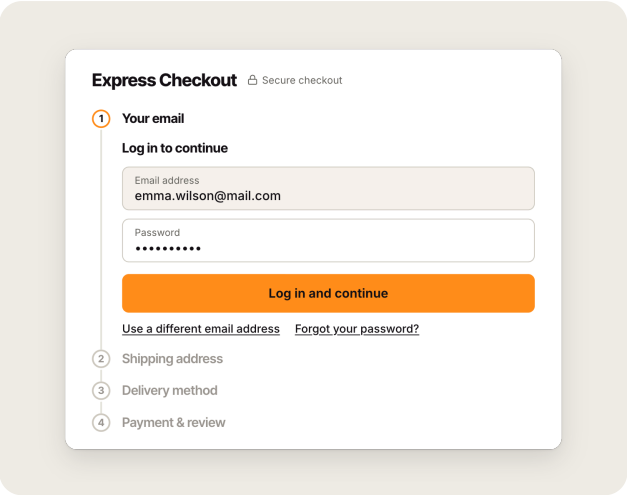


Figure 6 Logging in without leaving the window.

Customers who are already logged in

They skip step 1 and start at the address step. If they go back to step 1, it shows "Connected as" with their name, the consent boxes, and a **Log out** link with a warning that logging out empties the cart.

4.5 Step 2: Shipping address

The address form is built from your PrestaShop settings, so it asks for what your shop needs and nothing else:

- **Fields and their order** follow the address format of the selected country. When the customer changes the country, the form adjusts.
- **Required fields** are the ones your shop requires. The others are marked "(optional)".
- **Postcode.** Required when the country needs one, and checked against the country's format, with a hint under the field ("Format: NNNNN").
- **State.** Shown only for countries that have states.
- **Identification number.** Required for the countries where PrestaShop asks for it.

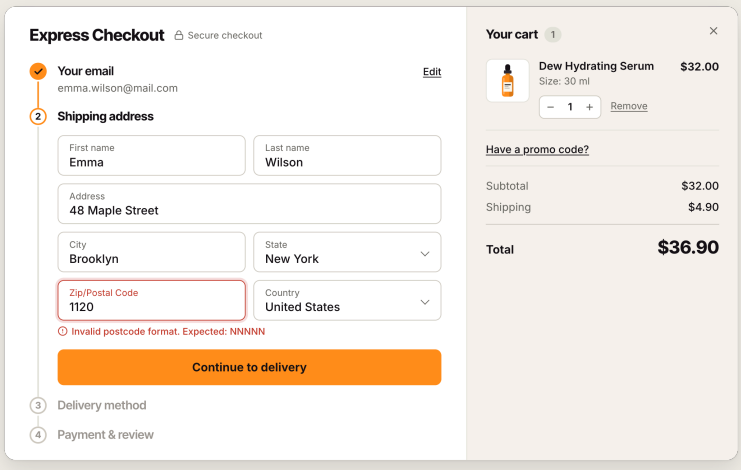


Figure 7 Step 2. The postcode is one digit short, and the error shows on that field.

For a guest, this one address is used for both delivery and billing.

Saved addresses of returning customers

A logged-in customer who has addresses in their account sees them as a list and simply picks one. From the same list they can:

- **Edit** an address or **Delete** it (the window asks to confirm).
- **Add new address**, which opens the address form.
- Untick **Bill to the same address** to choose a different billing address from their saved addresses.

Addresses added or changed here are saved in the customer's account, like on the normal checkout.

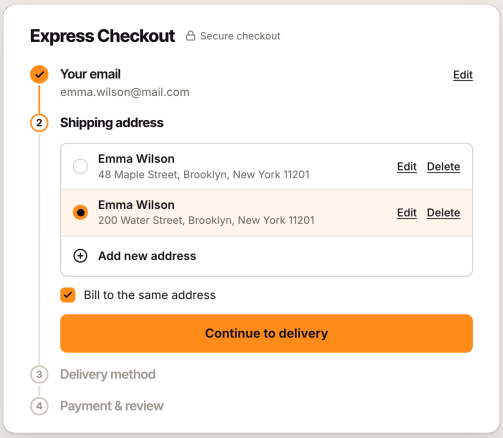


Figure 8 A returning customer chooses a saved address.

4.6 Step 3: Delivery method

The customer sees the carriers your shop offers for their address, each with its logo, name, delivery time and price, and picks one. These are the same carriers, in the same conditions, as on your normal checkout: zones, price ranges, free shipping rules and so on are all yours.

- Carrier modules that need something more from the customer (for example the choice of a pickup point) show it under their option, and the customer cannot continue until it is complete.
- With **Add a note to your order (optional)** the customer can leave a message of up to 1000 characters. You find it with the order, like the comment of the normal checkout.

Products that are not shipped. When the cart contains only virtual products (downloads, services), the delivery step is skipped. The checkout then has three steps, and step 2 is called "Billing address".

4.7 Step 4: Payment & review

The last step lists your shop's payment methods. Above it, the three finished steps sum up the order: email, address, carrier and its price.

- When the customer selects a payment method, its details open under it: the card fields, the PayPal button, or the instructions of the method.
- If your shop asks customers to accept the terms of service, the same checkbox is shown here. Its link opens the terms in a small window on top of the checkout.
- The button shows the amount to pay: **Place order · $41.90**.

After the click, the payment module takes over, exactly as on your normal checkout (see Payment methods). The customer then lands on your shop's order confirmation page, and you receive a normal order.

While the order is being placed, the window is locked so nothing can change by accident.

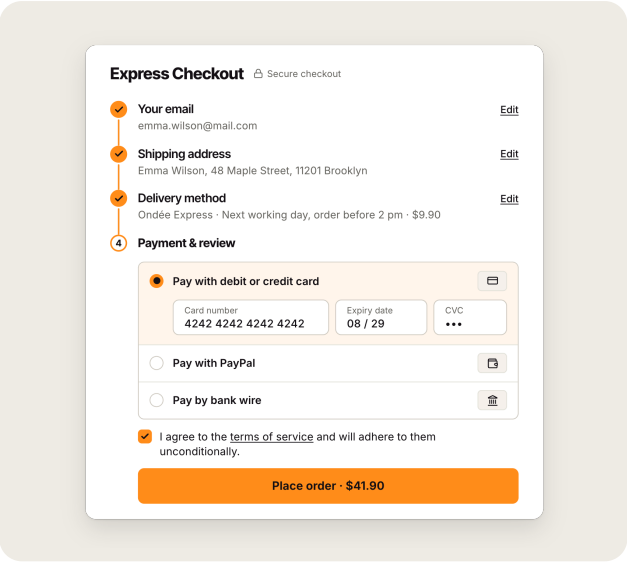


Figure 9 Step 4. The steps above are folded, each with its Edit link.

4.8 The cart, inside the window

The right column is a working cart. During the first steps the customer can:

- Change a quantity with **−** and **+** or by typing a number. If they ask for more than is in stock, the quantity is set to the maximum and a message says so.
- **Remove** a product. Removing the last one shows "Your cart is empty".
- Click **Have a promo code?**, type a voucher code and click **Apply**. The discount appears as its own line and can be removed again.

The totals (subtotal, discounts, shipping, tax when it applies, total) are recalculated after every change. Free gifts added by a cart rule are shown as "Gift".

At the payment step the cart is shown for review only. To change it, the customer goes back with an **Edit** link.

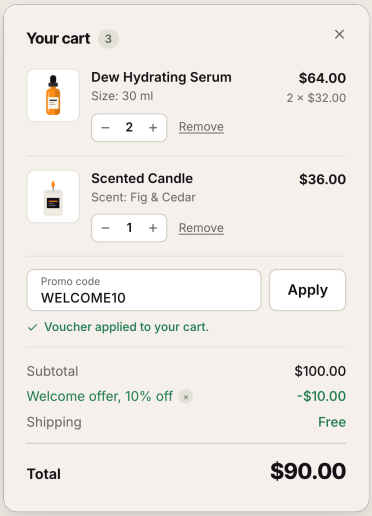


Figure 10 Two products, and a promo code applied.

4.9 On phones

On screens narrower than 768 px the window becomes a sheet that covers the page, made for a thumb:

- The steps take the full width of the screen.
- The cart folds into one bar at the top, "Your cart" with the total. A tap opens it, with the same quantity, remove and promo code controls.
- Buttons and fields are taller and easier to tap.

There is nothing to set up for phones. The width and corner settings of the Design tab apply to larger screens only; the accent color applies everywhere.

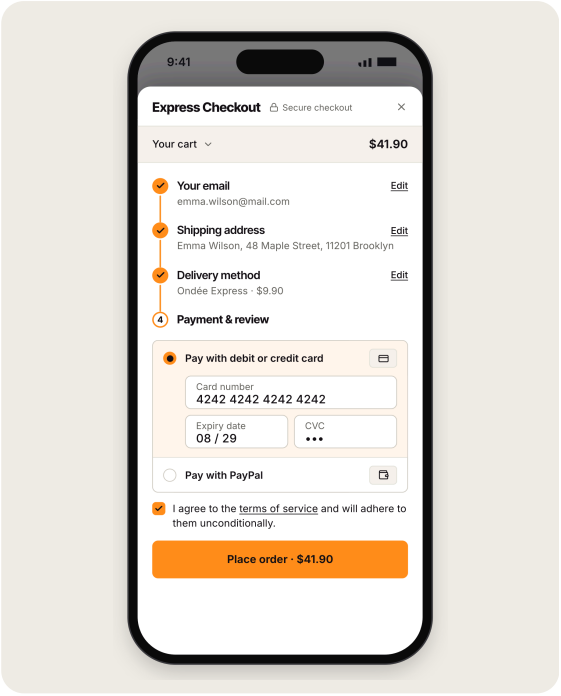


Figure 11 The payment step on a phone.

5 GENERAL SETTINGS

General Settings

Who sees the quick checkout, where its button goes, what else opens it, which consent boxes it shows, and what is recorded. Six short sections, in the order of the page.

5.1 Availability

Choose who can see the quick checkout on your shop.

Live mode

Default On

- **On.** Every visitor sees the button and can use the window. This is the normal state of a shop in business.
- **Off.** Only visitors whose IP address is in the list below see it. For everyone else your shop looks as if the module were not installed. Use this while you set things up or test payments.

Allowed IP addresses

Shown when live mode is off

- One address per line, or separated by commas.
- A range of IPv4 addresses can be written in CIDR form, for example `192.168.0.0/24`.
- **Add my IP** adds the address you are connected from. The address the module detected is shown next to the button.

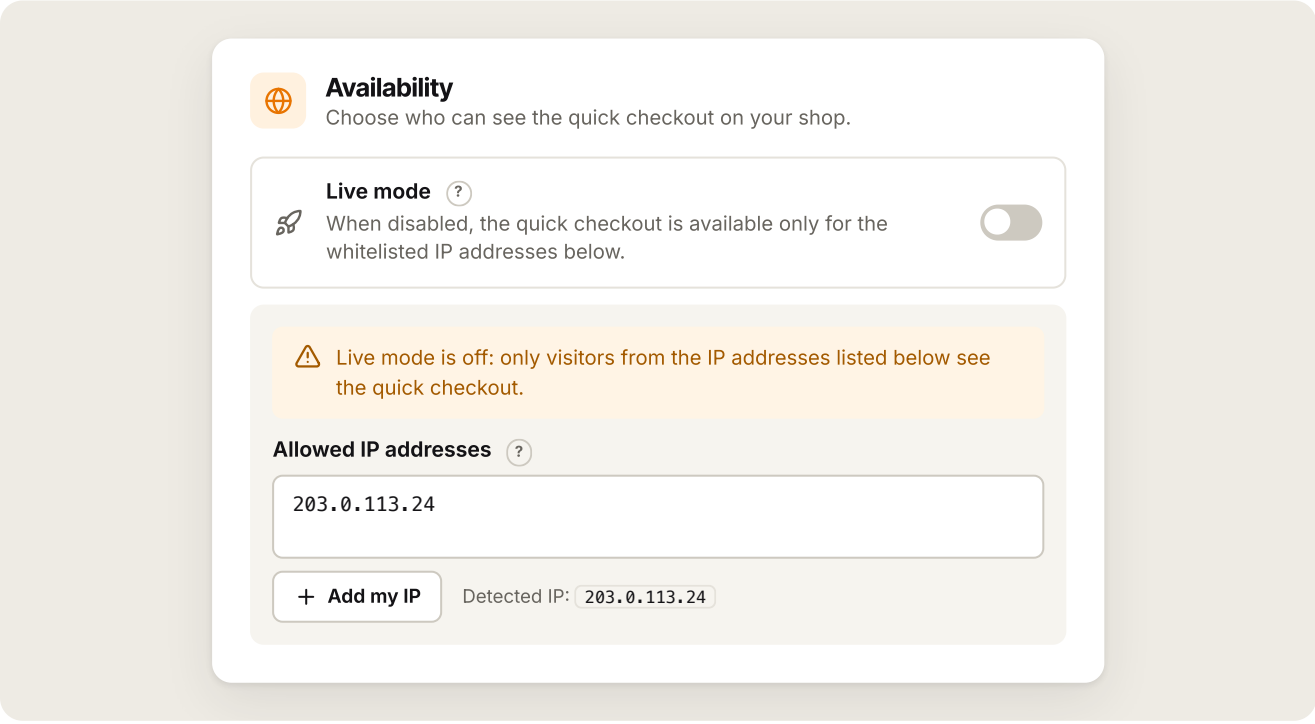


Figure 12 The Availability section with live mode off and one address allowed.

Live mode off with an empty list hides the checkout from everyone, you included. The page warns you with "Nobody can see the quick checkout yet". Also note that many internet providers change your IP address from time to time: if the button disappears for you during testing, add your new address.

5.2 Buy now button

Where the button and the checkout window are added to your theme.

Buy now button position

Default **Product Additional Info**

The place of the Express Checkout button on the product page.

- **Product Additional Info.** The area most themes show right under Add to cart. Start here.
- **Product Footer.** Lower on the product page, under the description. The exact place depends on your theme.
- **Custom hook (manual insertion).** You decide the exact place by adding one line to a template of your theme. The page shows the line with a copy button:

```
{hook h="displayHiQuickCheckout"}
```

Paste it into your theme's product template where the button should appear. If you are not used to editing theme files, ask the person who maintains your theme.

Modal injection hook

Default **Footer**

The checkout window has to be added to your pages, out of sight, so it is ready when the button is clicked. This setting chooses where.

- **Footer.** Works with most themes. Keep it unless you have a problem.
- **Header.** For themes whose footer is replaced by a page builder (Creative Elements and similar), where the footer position is not shown.

When to change it: if the button is there but nothing opens when you click it, switch to Header.

5.3 Open triggers

Other ways to open the quick checkout with the current cart, without the product page button.

Open quick checkout with URL hash

Default **#quickcheckout**

Any link to your shop that ends with this text opens the window as soon as the page loads, for example `https://your-shop.com/#quickcheckout`. Use it in a banner, an email or a menu link.

- Use letters, digits, hyphens or underscores. Spaces and special characters would never match, and the page tells you so.
- Leave the field empty to switch this off.

Open quick checkout on click (CSS selector)

Default **.hiqc-open-quickcheckout**

Turns buttons or links of your theme into "open the checkout" buttons. Every element that matches this selector opens the window when clicked.

- With the default value, give any button or link the class `hiqc-open-quickcheckout`.
- Or enter the selector of an element your theme already has. The page warns you if the selector is not valid.
- Leave the field empty to switch this off.

Open quick checkout when clicking the cart icon

Default **Off**

When on, a click on the cart icon in your header opens the quick checkout and no longer goes to the cart page.

Cart icon selector

Shown when the option above is on

Tells the module which element of your header is the cart icon. The default value, `#_desktop_cart .header a, .blockcart a`, fits PrestaShop's standard themes.

- If a click on your cart icon still opens the cart page, your theme builds its header differently: ask your theme's developer for the right selector.
- With the field empty, the cart icon keeps opening the cart page even when the option is on.

CSS selectors in one line. A selector is the "address" of an element in your theme: `.name` points to elements with the class "name", `#name` to the element with that id. If this is new to you, keep the default values. They work without any change to your theme.

5.4 Consent checkboxes

The checkboxes shown to customers at step 1, under the email.

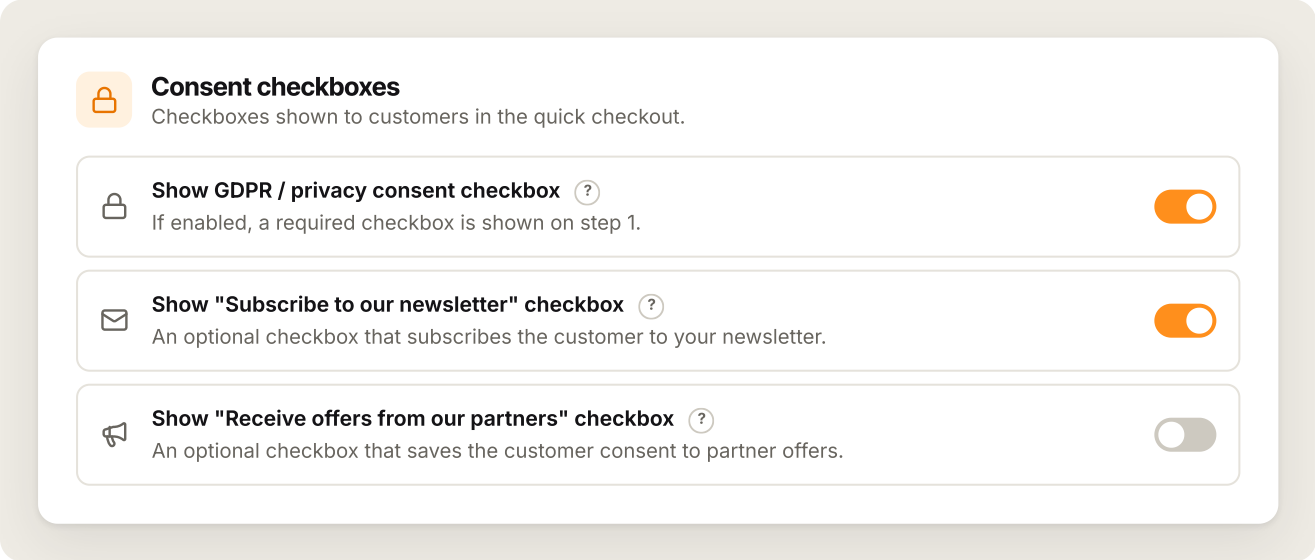


Figure 13 The Consent checkboxes section, as it is after installation.

Show GDPR / privacy consent checkbox

Default On

Shows a privacy consent box that the customer must tick before continuing. Without it, the window reminds them: "Please accept the privacy policy to continue."

The wording. If PrestaShop's official GDPR module is active on your shop, the box uses the consent message you wrote there for account creation, with your link to the privacy policy. Otherwise it reads: "I agree to the processing of my personal data in accordance with the privacy policy."

Show "Subscribe to our newsletter" checkbox

Default On

An optional box. When the customer ticks it, they are marked as a newsletter subscriber in their customer record, as if they had subscribed while creating an account.

Show "Receive offers from our partners" checkbox

Default **Off**

An optional box that saves the customer's consent to partner offers in their customer record. Switch it on only if your business really sends such offers.

5.5 Statistics

What the module records for the Statistics tab.

Collect usage statistics

Default On

Records how shoppers use the quick checkout: the steps they reach, how they opened the window, the type of device, the payment method they tried, and the cart and order numbers.

No personal data is stored: no names, no emails, no addresses and no IP addresses.

When you switch it off, new checkouts are no longer recorded. What was recorded before stays visible in the Statistics tab.

Keep problem details for

Default **12 months**

How long the module keeps the detailed records behind the "Where shoppers get stuck" report (field errors, log-in requests, failed payments). Choose **90 days**, **6 months** or **12 months**.

- Older details are deleted automatically, once a day. There is nothing to schedule.
- Checkouts, orders, revenue and the funnel are always kept for two years, whatever you choose here.

5.6 Uninstall

Clean data on uninstall

Default **Off** Shared by all shops

Off (recommended): settings and statistics stay in the database when you uninstall, and come back if you install the module again. **On:** they are deleted when you uninstall. Use it only when you remove the module for good.

Design Settings

Make the checkout look like part of your shop: one accent color, four sliders, and a preview that follows every change before you save.

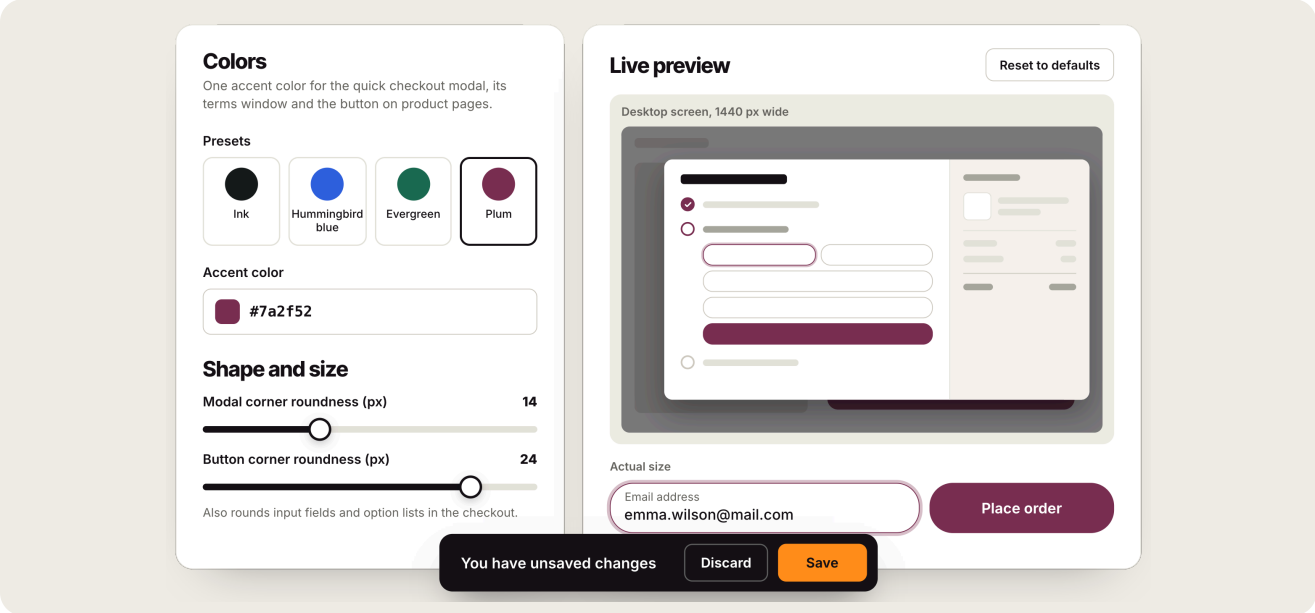


Figure 14 The Design Settings tab. The Plum preset is selected and the preview has taken its color. The save bar appeared with the first change.

6.1 Colors

The checkout uses a single accent color. It colors the Express Checkout button on product pages, the buttons of the window, its radio buttons, checkboxes, step markers and the outline of the field being filled in.

Presets

Four ready-made colors. A click fills in the accent color below, where you can still adjust it.

Ink	`#17191c`	The default, a near black.
Hummingbird blue	`#2f5fe0`	A bright blue.
Evergreen	`#1d6b52`	A deep green.
Plum	`#7a2f52`	A dark red-violet.

Accent color Default **#17191c**	Pick any color, or type it as a hex value such as `#2f5fe0`. Your shop's main brand color is usually the best choice. You do not have to choose a text color. The text on buttons turns white on dark colors and dark on light colors by itself, so it always stays readable.

6.2 Shape and size

Four sliders. The width and the corners of the window apply on screens from 768 px wide; on phones the window always opens as a full-width sheet.

SETTING	WHAT IT CHANGES	RANGE	DEFAULT
Modal width (px)	How wide the window can be on desktop screens. Narrower feels more focused; wider leaves more room for long addresses and many payment methods.	720 to 1400	940
Modal corner roundness (px)	The corners of the window, from square (0) to very round.	0 to 40	14
Button corner roundness (px)	The corners of the buttons. The input fields and the option lists of the checkout follow the same value. Match it to your theme's buttons.	0 to 30	8
Backdrop darkness (%)	How dark the page becomes behind the window. Higher puts more focus on the checkout; lower keeps the page visible.	0 to 90	56

6.3 Live preview

The right side of the tab shows a simplified drawing of your product page with the window open on it, on a desktop screen 1440 px wide. It follows every change at once, so you can judge the width, the corners, the color and the darkness together. Under it, **Actual size** shows a field and a button exactly as large as they will be on your shop.

- Nothing you try here is visible to customers until you click **Save**. **Discard** goes back to the saved design.
- **Reset to defaults** loads the built-in look into the form. It too reaches your shop only when you save.

6.4 Advanced: custom CSS

An optional box for your own CSS rules. Most shops can leave it empty.

- Your rules are loaded after the design settings, so they can override them. Write CSS rules only, up to 20,000 characters (counted under the box); `<style>` and `<script>` tags are not accepted.
- Custom CSS is not applied to the live preview. Check the result on your shop, on a computer and on a phone.

7 STATISTICS

Statistics

How many shoppers open the quick checkout, how far they get, what stops them, and the orders and revenue it brings, compared with the period before.

7.1 Three words to know first

A checkout	One shopper's journey through the window, from the moment they open it. Closing the window and opening it again a little later continues the same checkout; it is not counted twice.
Express order	An order placed with the **Place order** button of the quick checkout. These are the orders the module brings in directly.
Assisted order	The cart went through the quick checkout, but the customer finished the order on your standard checkout page. The module helped; the order was placed elsewhere.



Figure 15 The Statistics tab over 30 days, with sample figures. This guide shows it on a dark ground; in your back office the same cards are on the light page.

7.2 Period, filters and refresh

- **Period.** **7 days**, **30 days**, **90 days** or **12 months**. Your choice is remembered in your browser. Every figure is compared with the period of the same length just before.
- **Filters.** Narrow the whole page by **Device** (desktop, tablet, mobile), **Entry point** (Buy now button, URL hash link, custom selector, cart icon) and **Customer** (guest, logged in, logged in at checkout). **Clear filters** removes them.
- **Refresh.** The round arrow reloads the numbers.
- **Status.** At the top left, "Collecting since" with the date of the first recorded checkout, or "Collection paused" when statistics are switched off.

> **About the Customer filter.** The module only knows whether a shopper is a guest or has an account once they get past the email step. With this filter on, shoppers who left before that are left out.

7.3 The four headline figures

FIGURE	WHAT IT TELLS YOU
Express revenue	The total of the express orders, tax included, in your shop's default currency. Cancelled, refunded and failed orders are left out. Under it: the revenue and number of assisted orders.
Express orders	How many orders were placed in the quick checkout, and their share of all your shop's orders in the period.
Conversion rate	The share of opened checkouts that ended in an express order. Under it: how many checkouts were opened.
Median time to order	Half of the express orders were placed faster than this, counted from the moment the window opened. Under it: the average express order next to your shop's average order.

Each figure carries a small badge with its change against the previous period, in green when it moved the right way and in red when it did not. For the conversion rate the change is given in percentage points ("pts").

7.4 Checkout funnel and devices

The funnel shows how far shoppers get after opening the window. Each bar counts the checkouts that reached that stage, and the share that left before the next one:

STAGE	THE SHOPPER…
Opened	opened the quick checkout.
Reached address	gave an email (or was logged in) and arrived at the address step.
Reached shipping	confirmed an address and arrived at the delivery step.
Reached payment	chose a carrier and arrived at the payment step.
Clicked order button	clicked **Place order**.
Order placed	completed the payment: the order exists.

The stage with the biggest loss is where a change is most likely to pay off. Beside the funnel, **Devices** shows the share of checkouts on desktop, mobile and tablet, each with its own conversion rate.

7.5 What stands out

A short list of hints the module works out from the numbers of the period, in plain sentences, the most serious first. They appear once the period has at least 20 checkouts, and there are never more than four. A hint can tell you that:

- a payment method fails often inside the checkout (place a test order with it, or check its module's settings);
- one type of device converts far worse than another (try the checkout on that device yourself);
- shoppers who are asked to log in because their email has an account rarely order;
- one field of a form causes errors for many shoppers;
- shoppers often try to continue without ticking the privacy box;
- more orders were finished on the standard checkout than in the quick checkout;
- one entry point converts clearly better than the others.

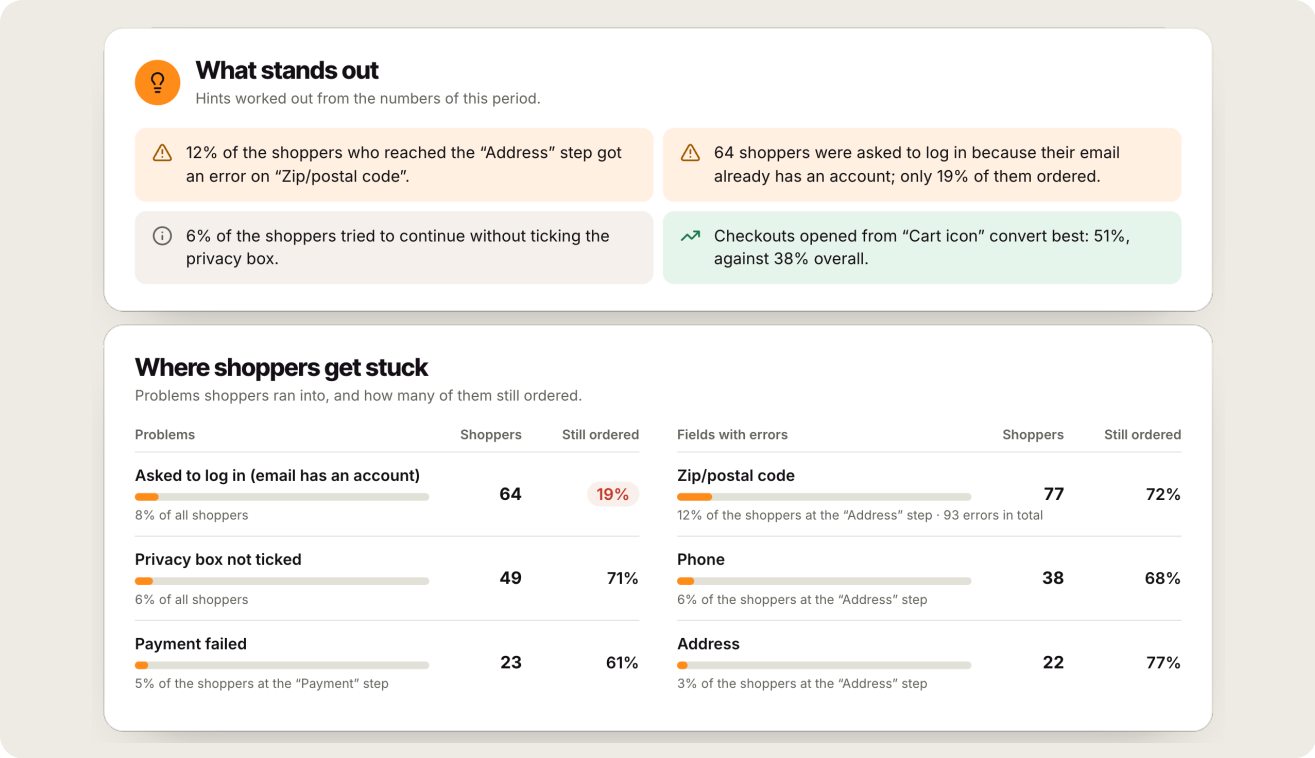


Figure 16 "What stands out" and "Where shoppers get stuck", with sample figures.

7.6 Where shoppers get stuck

Two lists of the difficulties shoppers ran into, each with the number of shoppers concerned and how many of them **still ordered**, in the quick checkout or on the standard checkout. A low "still ordered" rate, shown in red, means the problem is costing you orders.

PROBLEM	WHAT HAPPENED
Asked to log in (email has an account)	The email typed at step 1 belongs to an existing account.
Login failed	A wrong password in the window's log-in form.
Privacy box not ticked	The shopper tried to continue without the privacy consent.
Address could not be saved	The address form was refused.
Shipping method could not be saved	The chosen carrier was refused or incomplete.
Payment failed	The payment did not go through inside the quick checkout.
Payment method could not start	The chosen payment method cannot run in the window (see Payment methods).
Voucher code rejected	A promo code was not accepted.
Stock or quantity warning	The shopper asked for more than is in stock.
Server error	A technical error on the shop's side.

Fields with errors lists the form fields that were refused most often (postcode, phone, address...), with the share of shoppers at that step who got the error.

> This report relies on the detailed records kept for the time set in Keep problem details for. If you look at a longer period than that, a line under the title reminds you that the report covers a shorter time than the rest of the page.

7.7 The other reports

REPORT	WHAT IT SHOWS
Checkouts and orders	A bar per day (per week for 12 months): the checkouts opened, with the part that ended in an express order in a darker tone.
Entry points	For each way of opening the window (Buy now button, URL hash link, custom selector, cart icon): checkouts opened, orders, conversion and revenue.
Payment methods	For each payment method: order attempts from the quick checkout, how many failed, orders and revenue. A red badge marks a method where one attempt in ten or more fails.
Top products	The ten products whose button opened the checkout most often, with orders, conversion and revenue. The revenue is the total of those orders, which can include other products.
Recent express orders	The ten latest orders placed in the quick checkout: reference (a link to the order), type of customer, payment method, entry point, time to order, total and status.

7.8 Your data

- **Privacy.** Only cart and order numbers are stored with the statistics. No names, emails, addresses or IP addresses.
- **Test checkouts.** Checkouts made while live mode was off are not counted. When there are some, a line tells you how many were left out.
- **Before the first checkout.** The tab shows "Statistics show up after the first checkout".
- **Collection off.** A notice says "Statistics collection is off", with a button to open the settings. The numbers then only cover the time collection was on.
- **Reset statistics.** The button at the bottom of the tab deletes all recorded checkouts of the shop you are editing, after a confirmation. Your orders are not affected. This cannot be undone.

Payments and carriers

Express Checkout does not come with its own payment or delivery methods. It shows the ones your shop already uses, with your prices and your rules.

8.1 Payment methods

The payment step lists the payment methods your shop offers for the cart, the same ones as on your normal checkout. How a payment is completed depends on its module:

PAYMENT MODULE	IN THE QUICK CHECKOUT
PrestaShop Checkout	PayPal and card payments are completed inside the window. The module must be set up and able to receive payments.
Stripe (official module)	The card form is shown inside the window, when the "Integrated payment form" option is on in the Stripe module's settings.
Modules with a standard payment button	Methods that confirm the order with a simple button or send the customer to a payment page work as on your normal checkout: after **Place order**, the module takes over.
Other modules	A few payment modules need the full checkout page to work. For those, the window says "This payment method cannot be completed in quick checkout. Please continue on the checkout page." and shows a **Go to checkout** button. The cart, the address and the carrier are already filled in there.

✓ **Test each payment method once.** Place a test order with every method you offer (see Test before you go live). Afterwards, the **Payment methods** report of the Statistics tab shows you how each one performs, including the ones that cannot start in the window.

8.2 Carriers and delivery

- The delivery step shows the carriers PrestaShop offers for the customer's address and cart, with your prices, your free shipping thresholds and your delivery times.
- Carrier modules can add their own content under their option (a pickup point selector, for example) and can require it to be completed before the customer continues.
- Carts with only virtual products skip the delivery step.

8.3 What comes from your shop's settings

The checkout follows the rules already set in your back office. To change one of these, change it in PrestaShop, not in the module:

IN THE CHECKOUT	COMES FROM
Address fields and their order	The address format of each country.
Required address fields	The required fields set for customer addresses, plus the postcode and state rules of each country.
List of countries	The countries that are active on your shop.
Terms of service checkbox	Your shop's order settings. It is shown when your normal checkout asks for it.
Promo codes	Your cart rules. The promo code field is shown when vouchers are in use.
Stock limits	Each product's stock and its setting for orders when out of stock.
Prices, taxes and totals	PrestaShop's own cart calculation, in the customer's currency.
Privacy consent text	PrestaShop's official GDPR module, when it is active.

8.4 Changing the texts

Every text of the checkout window and of the configuration page can be changed or translated with PrestaShop's translation tool: go to **International** > **Translations**, choose to modify the translations of installed modules, and select "Express Checkout" and your language. The module already comes in several languages.

9 TROUBLESHOOTING

Questions and answers

The situations merchants meet most often, and where to look first.

9.1 The button and the window

WHAT YOU SEE	WHAT TO CHECK
The button is not on the product page	• Is **Live mode** on? If it is off, your IP address must be in the allowed list, and it may have changed since you added it. • Your theme may not show the selected position. Try **Product Footer**, or place the button yourself with the custom hook (Buy now button). • Clear your shop's cache (**Advanced Parameters** > **Performance**) and reload the page.
The button is greyed out	The product, or the selected combination, cannot be ordered: it is out of stock and does not accept orders when out of stock, or it is not available for order.
Nothing happens when I click the button	Set **Modal injection hook** to **Header**. Themes built with a page builder often replace the footer where the window is normally added.
Nobody sees the button, me included	Live mode is off and the list of allowed IP addresses is empty. Add your IP address or turn live mode on.
The cart icon still opens the cart page	Check that the option is on and that **Cart icon selector** is not empty. If your theme has its own header, the default selector may not match it: ask your theme's developer for the right one.
My `#quickcheckout` link does nothing	The end of the link must be exactly the value of the setting, with no spaces or special characters. If the window opens and says "Your cart is empty", the link works: the visitor's cart simply has no products.

9.2 During the checkout

WHAT YOU SEE	WHAT TO CHECK
A customer is asked to log in	Their email already has an account on your shop. They can log in, reset their password, or use another email address. This protects existing accounts and is not a setting.
"This payment method cannot be completed in quick checkout"	That payment module needs the full checkout page. The customer continues with **Go to checkout**. See Payment methods.
No payment method is listed	The window shows "Unfortunately, there are no payment methods available for your cart." Check your payment modules' restrictions by country, currency, carrier and customer group, as for your normal checkout.

WHAT YOU SEE	WHAT TO CHECK
A carrier is missing	The window offers the carriers PrestaShop allows for that address and cart. Check the carrier's zones, ranges and group restrictions.
A field I do not need is required	Required fields come from PrestaShop's address settings and from each country (postcode, state, identification number), not from the module.
"Your session has expired"	The page was open for too long. Reloading it is enough.

9.3 In the back office

WHAT YOU SEE	WHAT TO CHECK
"Please select a specific shop to configure this module."	On a multistore, choose one shop in the shop selector, not "All shops" or a group.
The Save button refuses my settings	A field has a value that cannot be saved; it is highlighted with the reason. Text fields accept at most 255 characters and no `<` character; the IP list accepts IP addresses only.
My design change is not on the shop	Did you click **Save**? Then reload the product page; if needed, clear your shop's cache and your browser's.
My custom CSS does not show in the preview	That is expected: custom CSS is applied on your shop only.
The Statistics tab is empty	Numbers appear after the first real checkout. Checkouts made while live mode is off are not counted, and nothing is recorded while **Collect usage statistics** is off.
"Where shoppers get stuck" covers less time than the rest	Its details are kept for the time set in **Keep problem details for**.

9.4 Support

If your question is not answered here, we are glad to help.

- **From the module.** Open the menu of the module's bar (the button with three dots, at the top right of the configuration page) and click **Contact us**. The same link is at the bottom of every help panel.
- **From PrestaShop Addons.** Open your Addons account, find Express Checkout in your orders and contact the developer from there.

To get a quick and useful answer, tell us your PrestaShop version, your theme, the module's version (shown next to its name on the configuration page), and what you did just before the problem appeared. A screenshot helps a lot.



Express Checkout
Fast One-Page Purchase Flow

Fewer pages. More orders.

Thank you for using Express Checkout. If it helps your shop, a review on PrestaShop Addons means a lot to us: open the module's menu and choose **Leave a review**.

MODULE	WORKS WITH	SUPPORT
Express Checkout 1.1.0	PrestaShop 1.7, 8 and 9	Contact us, in the module's menu