

9 of 21 checkouts advertise a delivery offer or discount and keep the conditions a click or scroll away.

We walked 24 Australian online retail checkouts (fashion, homewares, beauty, electronics, outdoor, books and toys, pet supplies, kitchenware) as a guest, from the product page to the last screen before payment, with a Sydney delivery address. Here is what keeps coming up, with the screen it sits on and the rule behind it.

At a glance

- 24 checkouts walked, desktop, as a guest
- 4 findings worth a look, each seen in two or more flows
- 16 checks per flow from the Flowlane checklist

Walked 6 Oct 2026 · Version 1.0 · 7 Oct 2026

Key takeaways

- 9 of 21 checkouts: Delivery offer or discount shown, conditions a click or scroll away.
- 2 of 20 checkouts: Delivery charge missing next to the first price.
- No new screen needed: each of the 4 findings is a label, a line or the order of a step.

What we saw across 24 checkouts walked

Walked against the full Flowlane checklist for Australia (16 checks); shown: every finding seen in more than one flow, with the screen it sits on, the rule it touches and the usual size of a change. Counted once per flow; uncertain observations not counted. Each number counts only the flows in which that step could be checked.

WHAT WE SAW AND WHERE IT SITS	FLows	RULE	CHANGE
Delivery offer or discount shown, conditions a click or scroll away Header banner, product page, delivery page	9 of 21	C · s 28B A free-delivery or discount claim should carry its conditions, such as excluded items, areas or members only, where the claim is shown.	M Medium
Email or SMS marketing box already ticked when the checkout opens Checkout contact step	9 of 21	D · Spam Act s 16 Express consent to marketing messages needs an active choice; a pre-ticked box is not one.	S Small
Also seen in two or three flows			
Delivery charge missing next to the first price	2 of 20	B · s 48A	S Small
Extra products ticked in advance in add-on pop-ups and bundles	2 of 24	C · s 28B	S Small

S: a label or a line of text · M: layout or the order of a step · L: a new screen or route.

Three examples, written as categories

CONDITIONS In one checkout, the header promised free delivery above a threshold with only an exclusions-apply note; the delivery page added that some remote postcodes are left out.	FEES In one checkout, a toy of about \$80 showed only a free-delivery threshold; the about \$10 delivery charge came at checkout, and free pickup was offered only in another city.	ADD-ONS In one checkout, a pop-up after the add-to-cart click showed four accessories, all ticked in advance and worth about \$74 together, above a single add-all button.
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What the rules ask

The Act received Royal Assent on 6 July 2026 and its rules apply from 1 July 2027; until then these are patterns that will need a look. The Spam Act rules on marketing consent already apply. Shown here: the rules this report touches.

B · s 48A

Fees and total price FROM 1 JULY 2027

A fee that applies to every transaction is shown beside the base price, at the same time, as prominently. Where the amount is not yet known, how it is calculated.

C · s 28B

General prohibition FROM 1 JULY 2027

No practice that manipulates or unreasonably distorts a decision: pressure that is not real, defaults that steer, obstacles to a choice the customer is entitled to make.

D · Spam Act s 16

Consent IN FORCE

Commercial emails and texts need consent; a pre-ticked box is not express consent.

Check your own flow in ten minutes

One question per finding. A "no" is worth a look; it is not a verdict.

	QUESTION	RULE	YOUR FLOW
1	Does every free-delivery or discount claim show its conditions, such as excluded items or areas, where it appears?	C · s 28B	☐ yes ☐ no
2	Is the delivery charge to a city address shown next to the first price, not only at checkout?	B · s 48A	☐ yes ☐ no
3	Do add-on, bundle and accessory offers start unticked, so nothing paid is added without a click?	C · s 28B	☐ yes ☐ no
4	Is every email and SMS marketing box unticked when the checkout opens?	D · Spam Act s 16	☐ yes ☐ no

Not observed in this benchmark

- Payment surcharges by card type**

They show only after card details are entered, which a public guest walk-through does not do.
- Delivery cost behind the email step**

In several checkouts the delivery price and options appeared only after an email address was entered.
- Returns and refund screens**

They sit behind the order history of a customer account.

Method and anonymity

Public flows, walked as a guest: Each flow was walked in a desktop browser set to the market's language, time zone and storefront, from the entry page to the last screen before payment or personal data. Cookie banners were read before the first click and spot-checked from the market; banners shown only to visitors from other countries were left out. Nothing was bought, no account was created, no personal data was submitted. **One screenshot per observation:** An observation counts only with a screenshot, the URL, the step number, the date and the exact wording on the screen. Uncertain observations are not counted. **Rule, not verdict:** Each pattern is matched to the provision it touches. It marks a screen worth a look, not a legal finding: whether a rule applies depends on facts a public walk cannot see. **Anonymous by design:** No company is named, quoted or identifiable. Examples are written as categories. The sample is drawn from the sector, not from clients, and no participant was told.

NEXT STEP

See where your flow sits. Twenty minutes, for you only.

We walk one flow before the call and show you the two steps worth a look first, the rule each one touches, and what a change would involve. Nothing to prepare, no installation, no access to internal systems.

Book a walkthrough: getflowlane.com/walkthrough

Or email the URL of your flow to tobias@getflowlane.com



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