



eCommerce [RH329] :: Design Specification

Version 1
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Change History

Version 1 :: June 26, 2009

- Initial design spec authored based on final wireframes and design strategy
- Inclusive of requirements for product category, product, cart, and checkout pages

Reviewers

Reviewer	Email Address	Role	Group
Core Team			
John Smith	john@8shapes.com	Information Architect	UXD
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Extended Team			
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John Smith	john@john.com	information Architect	WXD
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Design Strategy & Research

Creative Brief

The ecommerce flow requires a range of updates based on formative user research and business requirements.

In an effort to increase product marketing impact and social interactions, the team looks to improve marketing billboards on product and category pages and enable product ratings. Additionally, customer service will improve via inline click-to-chat sessions between customer and representative.

In addition, new business requirements will facilitate credit check across multiple audience types, promotion codes to enable discounts, and varied shipping options and discounts.

Design Objectives

1. Lift order conversions
2. Improve customer satisfaction
3. Increase store flexibility

Project Scope

The project scope is limited to requirements formally identified by Product Marketing in:

ProjectRH329.FallUpdates.Requirements.doc

Target Audience

The audiences for this documentation include:

- **Product Marketing:** To understand and validate the realization of the user experience based on requirements
- **Engineering:** Learn and respond to design treatments that must be implemented.
- **Quality Assurance:** Identify test cases and clarify requirements in detail.
- **Design Peers:** Confirm and collaborate on a consensus design solution across roles

Deliverables

- **Design Strategy**
Aliquam sagittis magna in felis egestas rutrum. Proin wisi libero, vestibulum eget, pulvinar nec, suscipit ut, mi. Integer in arcu ultricies leo dapibus ultricies.
- » **Wireframes & Design Specification**
Documentation of the interaction design, depicting the structure, behaviors, and functional requirements
- **Visual Design Comps**
Visual, high-fidelity mockups that clarify color, typography, and final layout upon which presentation layer assets are created
- **Usability Test Script**
- **Prototype**
Moderate fidelity mockups used to assess design quality via usability testing with participants
- **Usability Test Report**

Assumptions, Constraints & Other Considerations

- All visual style, typography, and layout will be instantiated based on existing conventions
- Components will be reused, particularly those for page shells and existing page designs
- Product taxonomy (including available product attributes and classifications) will remain unchanged for this release

Presentation Model

The experience will be built largely upon the existing design system foundation of page types & components. However, new components and page types will be defined and design as necessary.

Design Objectives

The following objectives are formed as a result of design collaboration, site analytics of the e-commerce process, and user-centered feedback derived from interviews.

1 Lift Order Conversions

- Decrease exit rate by answering key questions
- Improve user interface of complex customer decisions
- Enhance product displays via billboard photos & carousels

2 Improve Customer Satisfaction

Enable customers to engage more deeply through:

- Real-time customer support
- Customer ratings

3 Increase Store Flexibility

Broaden store capabilities to:

- Offer varied discounts through promo codes
- Handle consumer and business customers differently

Formative Research

Introductory descriptive text about the context of the quotes
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi
commodo, ipsum sed pharetra gravida, orci magna rhoncus
neque, id pulvinar odio lorem non turpis.

Approach

Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam
erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien.
Nam consectetur.

Participants

Sed aliquam, nunc eget euismod ullamcorper:

- [Participant Type] (##)
- [Participant Type] (##)
- [Participant Type] (##)
- [Participant Type] (##)
- [Participant Type] (##)
- [Participant Type] (##)

1 [Summary Point]

[Objective description] tet am etue magna commodolore
molor iriusting ero]

2 [Summary Point]

- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]

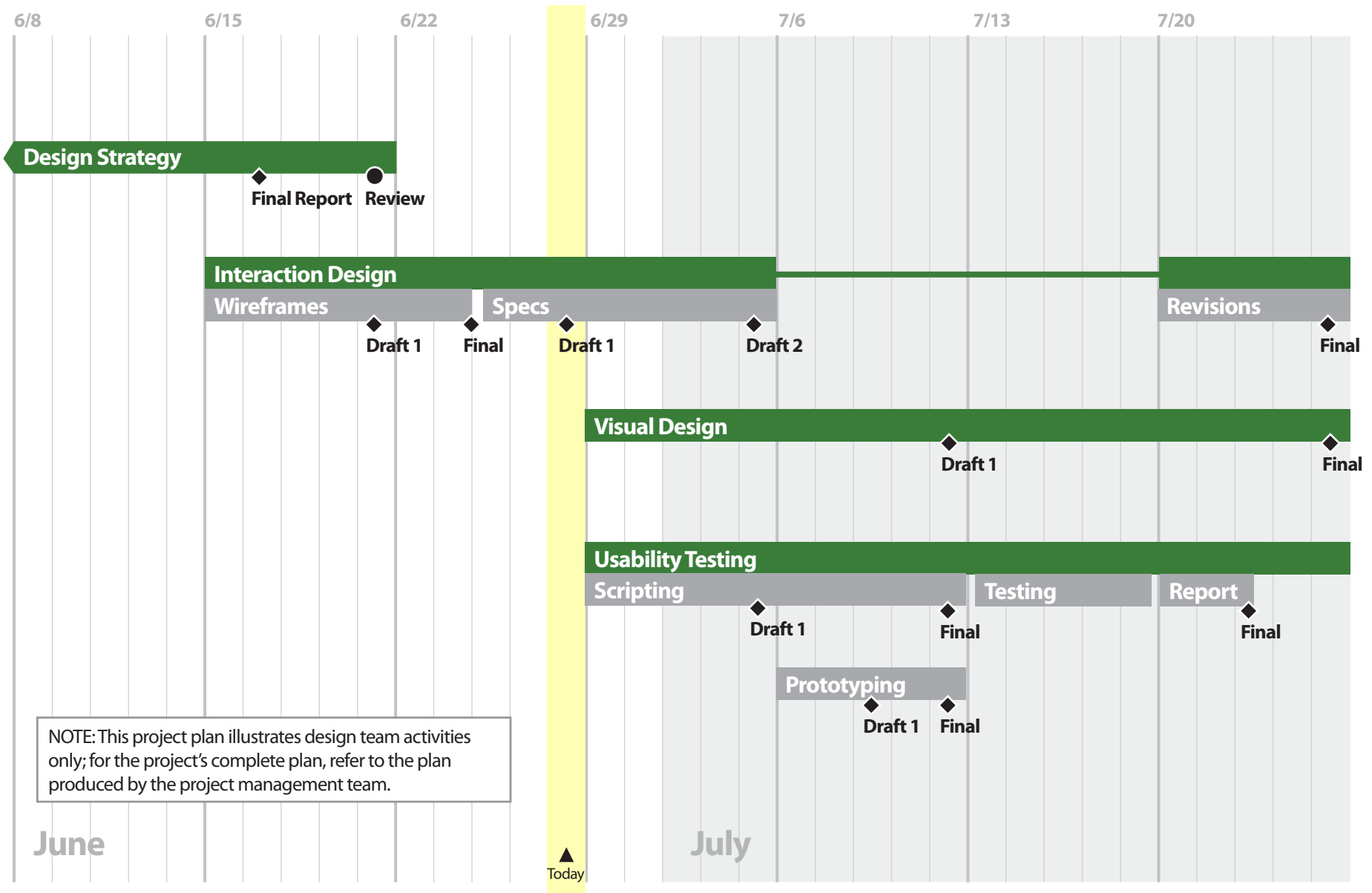
3 [Summary Point]

- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]
- [Objective bullet point]

4 [Summary Point]

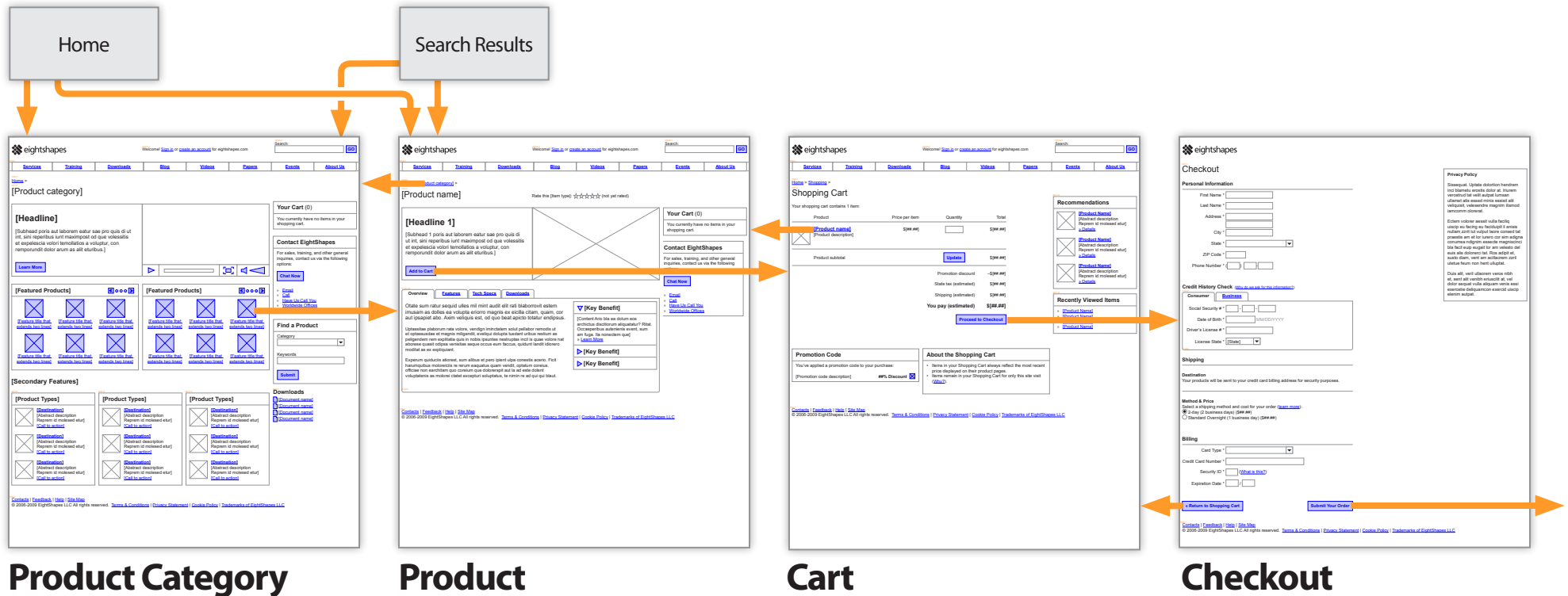
[Objective description] ecte delenis niam, si. Ectet lorperil
el etum autpat loreros nonsectet am etue magna
commodolore molor iriusting ero] tet am etue magna
commodolore molor iriusting ero]

Project Plan



Maps & Flows

Flow



Product Category

Product

Cart

Checkout

Page Variations

N/A

1. Single Photograph, No Items in Cart
2. Multiple Photos, Items in Cart

1. Empty
2. 1 Item
3. Many Items, with Promo Code applied

1. Standard
2. Business Credit Check, FREE Shipping

Components

- c1. Contact Us
- c2. Mini-Cart

- c1. Contact Us
- c2. Mini-Cart
- c3. Billboard
- c4. Accordion
- c5. Ratings

- c5. Promotion Code

- c6. Credit History Check
- c7. Shipping Options

Pages

1. Product Category



The product category page includes a video spotlight and a range of featured product collections.

New Components

The product category page will include the following two new components:

1. c1. Mini-Cart
2. c2. Contact Us

These two components will be displayed, in that order, at the top of the page's sidebar, above existing components to Find a Product and Downloads.

c1. Contact Us & Click-to-Chat

A Standard (with Click-to-chat)

1 **Contact EightShapes**

2 For sales, training, and other general inquiries, contact us via the following options:

3 **Chat Now**

4 » [Email](#)

5 » [Call](#)

6 » [Have Us Call You](#)

7 » [Worldwide Offices](#)

B Non-interactive (no Click-to-Chat)

Contact EightShapes

For sales, training, and other general inquiries, contact us via the following options:


» [Email](#)

» [Call](#)

» [Have Us Call You](#)

» [Worldwide Offices](#)

C Pop-in

Contact EightShapes  8

For sales, training, and other general inquiries, contact us via the following options:

Chat Now

» [Email](#)

» [Call](#)

» [Have Us Call You](#)

» [Worldwide Offices](#)

D Static

Contact EightShapes

9 [Location Name]
[Address 1]
[City], [State] #####
Phone: (###) ###-####

Variations

- A. Standard (with Click-to-Chat)
- B. Non-interactive (no Click-to-Chat)
- C. Pop-in
- D. Static

Click-to-Chat




The Click-to-Chat program enables customers to contact and have direct, online communication with a support representative. The experience — beyond the new trigger to open the window via the Contact Us component — is already in place for the Support site area. Please refer to that project's documentation for background and requirements of the program.

Elements

1. Header

- ☐ Enable publisher to update label on a per-page (per-product) basis

2. Description

- ☐ Enable publisher to update description on a per-page (per-product) basis
-  Limit to no more than three lines of text
-  Minimize description variation across pages
-  End description with "...options:"

3. Chat Now Button

- ➔ onclick: Open the existing click-to-chat window already available within the support section
- ⚡ If (normal business hours) and (Click-to-chat is enabled for the product or product category), then display the Chat Now button. Otherwise, hide this button.

4. Email Link

- ➔ onclick: Navigate to the Email Us page.

5. Call Link

- ➔ onclick: Navigate to the Call Us page.

6. Have Us Call You Link

- ➔ onclick: Navigate to the Have Us Call You page.

7. Worldwide Offices Link


- ➔ onclick: Navigate to the Worldwide Offices page.

8. Close Button

- ➔ onclick: Close the popin window, and return focus to the parent page.

9. Address

The static address includes an location name, street address lines 1 & 2, City, State, ZIP Code, and phone number.

-  Use the static address when contacting EightShapes directly is not preferred, or when the primary task is to cut and paste the address or send the company mail.

c2. Minicart

Without Promo Code

Empty Cart

1 Your Cart (0)

2 You currently have no items in your shopping cart.

1 Item

Your Cart (1) [Edit Cart](#) **7**

3 [\[Product name\]](#) **6**

4 [Product description Necti blaces dolor mollatem dolor maionsenis maximo]

5 **###.##**

8 Subtotal: **###.##**

9 [Proceed to Checkout](#)

With Promo Code

Your Cart (0)

You currently have no items in your shopping cart.

12 Promo code: [\[Code name\]](#) **13**

Your Cart (1) [Edit Cart](#)

[\[Product name\]](#)

[Product description Necti blaces dolor mollatem dolor maionsenis maximo]

###.## **###.##**

Promo code: [\[Code name\]](#)

Subtotal: **###.##** **###.##**

[Proceed to Checkout](#)

2+ Items

Your Cart (2) [Edit Cart](#)

10 **Added to your cart:**

[\[Product name\]](#)

[Product description Necti blaces dolor mollatem dolor maionsenis maximo]

###.##

11 **Other items in your cart:**

[\[Product name\]](#)

[Product description Necti blaces dolor mollatem dolor maionsenis maximo]

###.##

Subtotal: **###.##**

[Proceed to Checkout](#)

Your Cart (3) [Edit Cart](#)

[\[Product name\]](#)

[Product description Necti blaces dolor mollatem dolor maionsenis maximo]

###.## **###.##**

[\[Product name\] \(2\)](#)

[Product description Necti blaces dolor mollatem dolor maionsenis maximo]

###.## **###.##** (**###.##** per item)

Promo code: [\[Code name\]](#)

Subtotal: **###.##** **###.##**

[Proceed to Checkout](#)

The Minicart is a Sidebar component that enables a user to view their carts contents, prune undesired options, and proceed to checkout without having to navigate to the shopping cart.

Variations

Empty cart:

- A. Without promo code
- B. With promo code

1 item in cart:

- C. Without promo code
- D. With promo code

2+ items in cart:

- E. Without promo code (in-page update)
- F. With promo code

Elements

1. Minicart header

2. Empty cart message

- ☞ If the cart contains no items, then show the Empty Cart Message; otherwise hide this message.

3-6 Product

- ☞ Display a row in the mini-cart from every product in the cart, including the product name, description, price, and remove button.

3. Product name

- ➔ onclick: Navigate to the product page

4. Product description

- ☐ Limit to no more than two lines (~60 characters). If a description exceeds 60 characters, truncate at 60 characters and follow with "..."

5. Product price

- ☐ Format all prices with commas for thousands and two decimal point accuracy
- ☐ If the product has quantity > 1, then show a price per item in parentheses.
- ☞ If a product is discounted, include the original price as gray, struckthrough, and to the left of the discounted price.

6. Remove product button

- ➔ onclick: Remove the product from the shopping cart, and refresh the minicart display

7. Edit cart link

- ➔ onclick: Navigate to the shopping cart page

8. Subtotal

- ☐ Display the sum all product costs
- ☐ Format all prices with commas for thousands and two decimal point accuracy

9. Proceed to checkout button

- ➔ onclick: Navigate to the checkout page

10. Added to your cart message

- ☞ Display if the user has added an item to the cart within the current page via the add-to-cart button.

11. Other items in your cart message

- ☞ Display if other items were already in the cart and the user has added an item to the cart within the current page via the add-to-cart button.

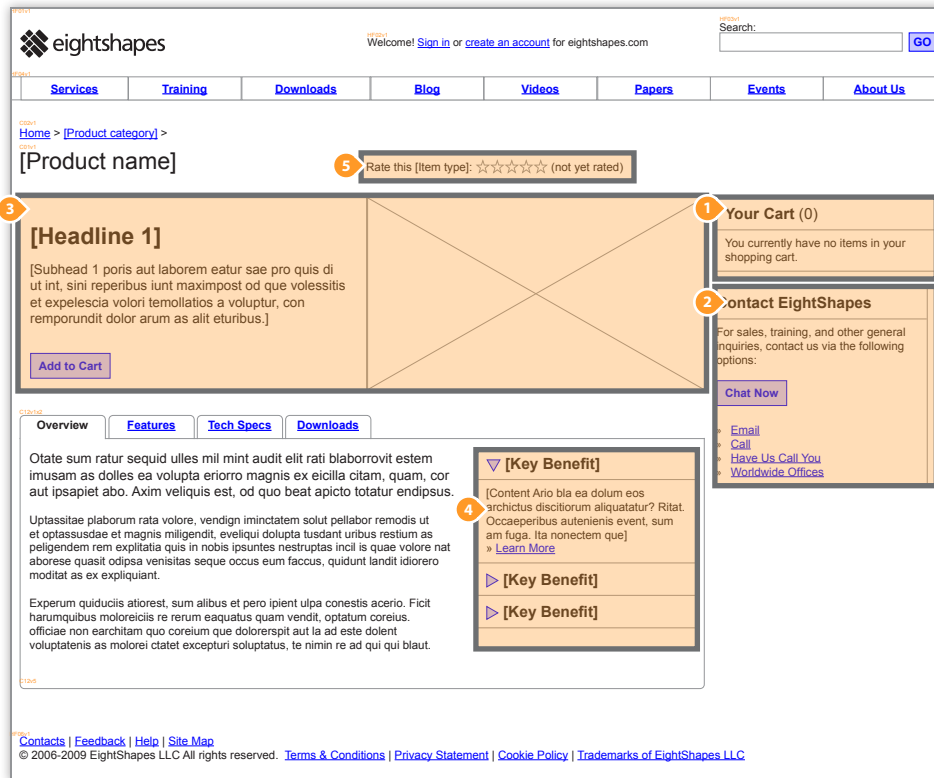
12. Promo code

- ☞ If the user has applied a promo code to their shopping cart, then show the promo code.

13. Remove promo code button

- ☞ If the user has applied a promo code to their shopping cart, then show the remove promo code button.
- ➔ onclick: Remove the promo code from the shopping cart and refresh the minicart.

2. Product



The product page includes details across four tabs, highlights key features via a spotlight billboard, and provides calls-to-action.

New Components

The product page includes the following new components:

1. c1. Minicart
2. c2. Contact Us
3. c3. Billboard
4. c4. Accordion
5. c5. Ratings

The c1. Minicart and c2. Contact Us components will be displayed, in that order, at the top of the page's sidebar, above any existing components.

c3. Billboard



The Billboard component presents a large scale image and headline at the top of the page, sets the tone and voice of a product or topic, and provides a call to action to purchase if necessary.

Variations

- A. Standard
- B. Two Features
- C. Feature Carousel

Elements

1. Feature headline

- 📖 Limit headlines to one line, do not wrap
- 📖 Follow brand guidelines for voice and tone

2. Feature description

- 📖 Limit descriptions to four lines; optimally descriptions span no more than two lines

3. Add to cart button

- ➔ Add the item to the shopping cart; if the item is already in the shopping cart, the increment the item quantity by one.
 - Add the item to the in-page mini-cart if not already included.
 - Refresh minicart calculation including subtotal
 - Transition the minicart item using a yellow fade to connote the cart's change in status
 - Stay on the current page

4. Feature image

- 📖 Use a product photography if possible
- 📖 Avoid inspirational photographs of people unless directly interacting with the product. In such cases, focus/crop photographs to focus on the product.

5. Feature option image

- 🌀 If more than one feature is available within the

billboard, then display a thumbnail associated with each feature to the right of the feature image.

- 🌀 If the image applies to the current displayed feature, then highlight the image (such as with a larger stroke weight as in Figure 3).
- ➔ onclick: Display the selected feature headline, description, and photograph within the billboard

6. Feature carousel navigation

- 🌀 If more than three features are included within the billboard, display feature carousel navigation above and below the three feature option images.
- ➔ onclick: Rotate thumbnail images in the direction selected by 1 (do not rotate "pages" of feature option images).

c4. Accordion

▶ [Key Benefit]

▶ [Key Benefit]

▶ [Key Benefit]

▼ [Key Benefit]

[Content Ario bla ea dolum eos archictus discitiorum aliquatatur? Ritat. Occaeperibus autenienis event, sum am fuga. Ita nonectem que]» [Learn More](#)

▶ [Key Benefit]

▶ [Key Benefit]

▼ [Key Benefit]

 [Subtitle]
[Content Ario bla ea dolum eos archictus discitiorum aliquatatur?]» [Learn More](#)

▶ [Key Benefit]

▶ [Key Benefit]

▼ [Key Benefit]

[\[Item Title\]](#) [Item Description aliquatatur? Ritat. Occaeperibus]

[\[Item Title\]](#) [Item Description aliquatatur? Ritat. Occaeperibus]

[\[Item Title\]](#) [Item Description aliquatatur? Ritat. Occaeperibus]

▶ [Key Benefit]

▶ [Key Benefit]

▼ [Key Benefit]

[Content Ario bla ea dolum eos archictus discitiorum aliquatatur? Ritat. Occaeperibus autenienis event, sum am fuga. Ita nonectem que]» [Learn More](#)

▼ [Key Benefit]

[Content Ario bla ea dolum eos archictus discitiorum aliquatatur? Ritat. Occaeperibus autenienis event, sum am fuga. Ita nonectem que]» [Learn More](#)

▶ [Key Benefit]

▼ [Key Benefit]

[Content Ario bla ea dolum eos archictus discitiorum aliquatatur? Ritat. Occaeperibus autenienis event, sum am fuga. Ita nonectem que]» [More Details](#)

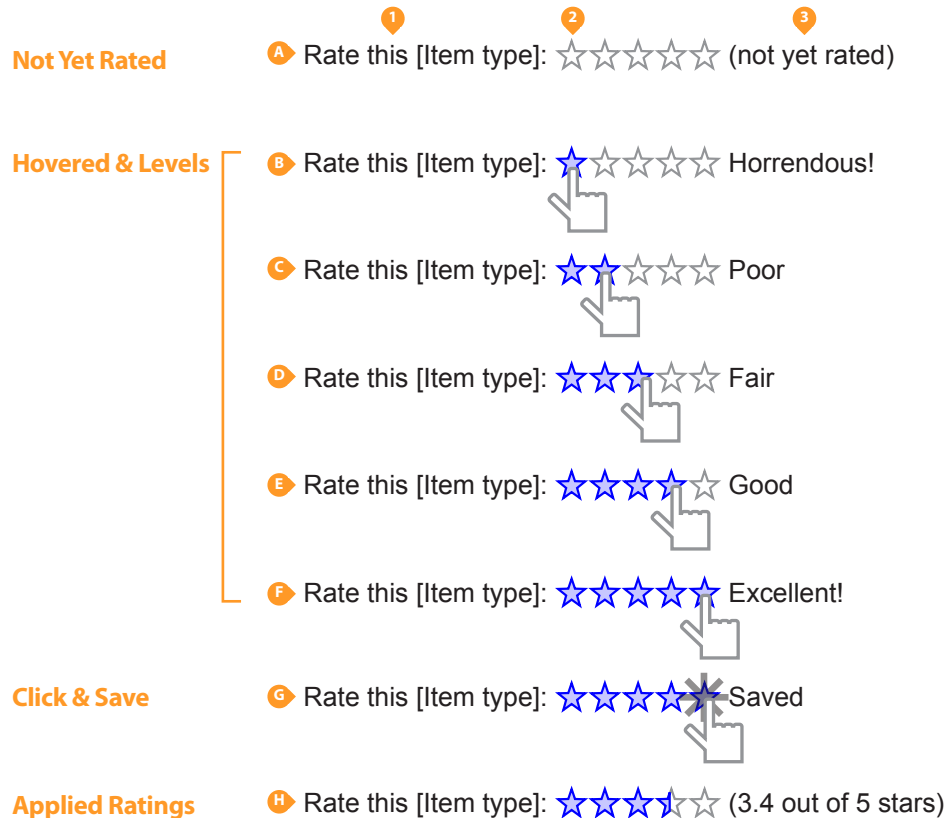
▶ [Key Benefit]

▶ [Key Benefit]

▶ [Key Benefit]

▶ [Key Benefit]

c5. Ratings



The product rating component enables users to view and apply a rating to the displayed product.

Variations

- Aa. Standard
- B. Two Features
- C. Feature Carousel

Elements

1. Rating Label

- 📖 Include a specific label of what is being rated, generally by "type". For example, include "product", "article", or "post."
- 📖 Do not label the specific item, since the rating is adjacent to the item title anyway.

2. Rating Stars

- ➔ onhover: Highlight all stars to the left of and including the current star, connoting that a rating would be applied equivalent to the currently hovered star. Also update the Rating Messaging to reflect the level of the current star.
- ➔ onclick: Save the applied rating, and once saved, exchange the level (such as "Excellent") with "Saved." Do not transition to an applied rating after this (until the user would reload the page), but instead sustain the user's applied rating.

3. Rating Messaging

- 📖 If the item has not yet been rated, show "(not yet rated)".
- If the item is being rated (a star is being hovered), then display the associated rating level.
- If the item has been rated, display the average out of total possible stars (refer to "Applied Ratings" figure).
- 📖 Use a common and meaningful spectrum of rating levels, such as Horrendous, Poor, Fair, Good, and Excellent.
- 📖 Use levels consistent with the tone of the brand.

3. Cart

The wireframe shows a shopping cart page for 'eightshapes'. It includes a header with navigation links, a breadcrumb trail, a main cart area with a table of items, a sidebar with recommendations and recently viewed items, a promotion code section, and a footer with site information. Numbered callouts (1-13) highlight specific components: 1. Header, 2. Breadcrumbs, 3. Page Title, 4. Page Message, 5. Cart Table Header, 6. Cart Item(s), 7. Cart Subtotal & Update, 8. Cart Summary, 9. Cart Promo Codes, 10. About the Shopping Cart, 11. Recommendations, 12. Recently Viewed Items, 13. Footer.

The shopping cart summarizes all items that the user intends to purchase, displays aggregate pricing, and leads to checkout.

Purpose

The shopping cart serves as the hub of selected items through an online store experience, and the key page from which the user can continue through to checkout in a familiar way.

For this project, the shopping cart serves as the primary location to apply and manage a promotion code. Here, users can:

- Add a promo code whether or not the cart contains any items
- Remove an applied promotion code
- Learn about promotion codes
- Navigate to as a hub for promo code application (such as from a promo banner elsewhere on the site or via paid search and print advertising)

Promo & Cart Rationale

The shopping cart serves as a persistent and visible destination within the shopping experience, where users can manage their overall order, discern price impacts, and consider their order from a high level.

Unchanged Components

- | Component | Status |
|---------------------------|----------|
| 1. Header | Required |
| 2. Breadcrumbs | Required |
| 3. Page Title | Required |
| 4. Page Message | Required |
| 5. Cart Table Header | Optional |
| 6. Cart Item(s) | Optional |
| 7. Cart Subtotal & Update | Optional |

Updated Component

- | | |
|-----------------|----------|
| 8. Cart Summary | Optional |
|-----------------|----------|

New Component

- | | |
|---------------------|----------|
| 9. Cart Promo Codes | Required |
|---------------------|----------|

Unchanged Components (cont'd)

- | | |
|-----------------------------|----------|
| 10. About the Shopping Cart | Required |
| 11. Recommendations | Required |
| 12. Recently Viewed Items | Required |
| 13. Footer | Required |

3.v1. Cart, Empty

Welcome! [Sign in](#) or [create an account](#) for eighthshapes.com

Search: [GO](#)

[Services](#)
[Training](#)
[Downloads](#)
[Blog](#)
[Videos](#)
[Papers](#)
[Events](#)
[About Us](#)

[Home](#) > [Shopping](#) >

Shopping Cart

Your shopping cart contains no items. Add an item by clicking the "Add to Cart" button on any of your product displays.

To find a product, start shopping in one of our categories:

- > [\[Product category\]](#)
- > [\[Product category\]](#)
- > [\[Product category\]](#)
- > [\[Product category\]](#)
- > [\[Product category\]](#)

Promotion Code

Got a promotion code? Apply your promotion code here to save on your purchase today:

Promotion Code [Apply](#)

About the Shopping Cart

- Items in your Shopping Cart always reflect the most recent price displayed on their product pages.
- Items remain in your Shopping Cart for only this site visit ([Why?](#)).

Recommendations

[\[Product Name\]](#)
[Abstract description
Repre id molested etur]
[» Details](#)

[\[Product Name\]](#)
[Abstract description
Repre id molested etur]
[» Details](#)

[\[Product Name\]](#)
[Abstract description
Repre id molested etur]
[» Details](#)

Recently Viewed Items

- > [\[Product Name\]](#)
- > [\[Product Name\]](#)
- > [\[Product Name\]](#)
- > [\[Product Name\]](#)

[Contacts](#) | [Feedback](#) | [Help](#) | [Site Map](#)
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3.v2. Cart, 2+ Items

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[Events](#)
[About Us](#)

[Home](#) > [Shopping](#) >

Shopping Cart

Your shopping cart contains 1 item:

Product	Price per item	Quantity	Total
[Product name] [Product description]	\$[##.##]	<input type="text" value="2"/>	\$[##.##]
[Product name] [Product description]	\$[##.##] \$[##.##]	<input type="text" value="1"/>	\$[##.##] \$[##.##]
[Product name] [Product description]	\$[##.##] \$[##.##]	<input type="text" value="1"/>	\$[##.##] \$[##.##]

Product subtotal

[Update](#)

\$[##.##]

Promotion discount

-\$[##.##]

State tax (estimated)

\$[##.##]

Shipping (estimated)

\$[##.##]

You pay (estimated)

\$[##.##]

[Proceed to Checkout](#)

Promotion Code

You've applied a promotion code to your purchase:

[Promotion code description]

##% Discount
☒

About the Shopping Cart

- Items in your Shopping Cart always reflect the most recent price displayed on their product pages.
- Items remain in your Shopping Cart for only this site visit ([Why?](#)).

Recommendations

[\[Product Name\]](#)
[Abstract description
Repre id molested etur]
[» Details](#)

[\[Product Name\]](#)
[Abstract description
Repre id molested etur]
[» Details](#)

[\[Product Name\]](#)
[Abstract description
Repre id molested etur]
[» Details](#)

Recently Viewed Items

- > [\[Product Name\]](#)
- > [\[Product Name\]](#)
- > [\[Product Name\]](#)
- > [\[Product Name\]](#)

[Contacts](#) | [Feedback](#) | [Help](#) | [Site Map](#)
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c6. Promo Code

Promotion Code

Got a promotion code? Apply your promotion code here to save on your purchase today:

Promotion Code Apply

A Default (no code applied)

Promotion Code

You've applied a promotion code to your purchase:

[Promotion code description] ##% Discount

B Applied code

Promotion Code

The promotion code you've applied does not match a current promotion. Please reenter the code and try again.

Promotion Code Apply

C Error

The promo code application enables users to enter a textual promo code to receive discounts and premium offers.

Variations

- A. Default (no code applied)
- B. Applied code
- C. Error

Elements

1. Header

2. Introduction

3. Text box

- Limit entry to no more than 10 characters

4. Apply button

- onclick
 - If the text box is empty, then display an error message
 - Validate the promo code applied, based on table X.
 - If the promo code is valid, refresh the Promo Code to reflect the applied code (see figure B), and refresh the shopping cart inline to reflect any applicable savings.

5. Description & discount percentage

6. Remove code button

- onclick
 - Remove the applied promo code
 - Refresh the Promo Code component to the no code applied state (refer to figure A).
 - Refresh the shopping cart to remove any promo-code based discounts applied.

7. Error message

4. Checkout

Checkout

Personal Information

First Name *

Last Name *

Address *

City *

State *

ZIP Code *

Phone Number *

Privacy Policy

Sissequat. Uptate dolorion hendrem inci blametu erositis dolor at. Inriurem verostrud tat velit outpat lumsan ullamet atis essed minis essisit alit veliquisit, velesendre magnim ilismod iamcomm olorerat.

Ectem volorer aessit vulla faciliq uiscip eu facing eu faciupit it enisis nullam zzrit lut vulput laore consed tat praestis am et lor iuero cor sim adigna conumsa ndignim essecte magniscinci bla facil euip eugait lor am velesto del euis alis doloreci tat. Ros adipit et, susto diam, vent am acillaorem zzrit utetue feum non hent ulluplat.

Duis alit, veril ullaorem veros nibh et, sent alit venibh eriuscilit at, vel dolor sequat vulla aliquam venis essi exerostie deliquamcon exercid uiscip elenim autpat.

1 Credit History Check (Why do we ask for this information?)

Consumer **Business**

Social Security # * - -

Date of Birth * MM/DD/YYYY

Driver's License # *

License State *

2 Shipping

Destination
Your products will be sent to your credit card billing address for security purposes.

Method & Price
Select a shipping method and cost for your order ([learn more](#)):

☒ 2-day (2 business days) (\$##.##)

☐ Standard Overnight (1 business day) (\$##.##)

Billing

Card Type *

Credit Card Number *

Security ID * (What is this?)

Expiration Date * /

[Return to Shopping Cart](#) [Submit Your Order](#)

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The checkout page enables a customer to provide personal and billing information to purchase one or more products.

New Components

The product category page will include the following new/updated components:

- c6. Credit history check
- c7. Shipping options

These two components will be displayed, in that order, between the personal information and billing sections of the checkout page.

c7. Credit History Check

Credit History Check [\(Why do we ask for this information?\)](#)

Consumer **Business**

Social Security # * - -

Date of Birth * MM/DD/YYYY

Driver's License # *

License State * [State] ▼

A Consumer option

Credit History Check [\(Why do we ask for this information?\)](#)

Consumer **Business**

Tax ID # * -

Company Name *

B Business option

Credit History Check

Since you are purchasing these products for business use, your business will be liable for this purchase and no credit history check is required.

Are you purchasing for personal use instead?
[Enter personal information instead »](#)

C Business (fixed)

The credit history check enables the business to validate that a customer is credit worthy to make ongoing payments for a subscription.

Variations

- A. Consumer option
- B. Business option
- C. Business fixed

Elements

1. Header

2. Tabs

- onclick: Toggle to the alternative selection (between Consumer in figure A and Business in figure B)

3. Social security number

4. Date of birth

5. Drivers license number

6. License state

7. Tax ID

8. Company name

9. Single option message

10. Alternative link

- onclick: Switch display to enable both business and consumer credit history data entry (as displayed in figure A).

11. Why? link

- onclick: Display W02v3 Information Balloon within basic description of why credit history information is collected

c8. Shipping

Shipping

Destination

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- ☒ 2-day (2 business days) (\$##.##)
☐ Standard Overnight (1 business day) (\$##.##)

A Destination Fixed, Method Options

Shipping

Destination

Address *

City *

State * ▼

ZIP Code *

Method & Price:

2-day Shipping for \$##.##

for all purchases made through the [company name] support program

B Destination Entry, Method Fixed

Alternative shipping options are personalized by previous product selection, experience context, and business rules based on cart composition.

Destination Options

- 1. Constrained** (see Figure A)
The cart product combination requires that the products are sent to the personal information that serves as the billing address
- 2. Custom** (see Figure B)
- 3. Options** (see Figures C & D)
User can select to reuse billing address or enter an alternative address

Method Options

- 1. FREE** (see Figure D)
- 2. Fixed** (see Figure B)
- 3. Options** (see Figure A)

Shipping, cont'd

Shipping

Destination:

- ☒ Send to my billing address
☐ Send to a another address

Method & Price:

FREE Overnight Shipping!!!

due to the applied promotion code of [promotion code name].

🕒 Destination Options, FREE Shipping

Shipping

Destination:

- ☐ Send to my billing address
☒ Send to a another address:

Address *

City *

State * ▼

ZIP Code *

Method & Price


Select a shipping method and cost for your order ([learn more](#)):

- ☐ 2-day (2 business days) (\$##.##)
☒ Standard Overnight (1 business day) (\$##.##)

🕒 Destination Options, Method Options

Error Messaging

HF01v1



C01v1

Checkout

There is a problem with your address submission. Please fill in all required address fields.

Personal Information

First Name * First name is required

Last Name *

Address *

A Checkout page with error message

Conventions

The error messaging presentation rules for the Checkout page do not change with this release.

New Messages

The following additional validations are to be added based on new data collection:

ID	Event	Condition	Message
1	onblur	Social Security Number (any field) contains a non numeric character	Social security number contains a nonnumeric character
2	onblur	Date of birth is nonempty and not formatted as MM/DD/YYYY	Date of birth is not formatted correctly
3	onblur	Date of birth is less than 18 years from today's date	Date of birth reflects that you are not old enough to purchase a product from this website
4	onblur	Tax ID (either field) is nonempty and contains a nonnumeric character	Tax ID contains a nonnumeric character
5	onblur	ZIP Code is nonempty and is not a five digit numeric string	ZIP code is not formatted correctly
6	onsubmit	Social security number is empty	Social security number is required
7	onsubmit	Date of birth is empty	Date of Birth is required
8	onsubmit	Drivers License Number is empty	Drivers Licence Number is required
9	onsubmit	Tax ID is empty	Tax ID is required
10	onsubmit	Company name is empty	Company Name is required
11	onsubmit	Custom address is selected and address is empty	Address is required
12	onsubmit	Custom address is selected and City is empty	City is required
13	onsubmit	Custom address is selected and ZIP Code is empty	ZIP Code is required