

# John Wolf Wallstreet

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## Bio

Age : 24

Gender: Male

Location: New York City

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## Interests:

Stocks, Cryptocurrency,  
Real-estate, Luxury Cars,  
Luxury Watches, Money



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## About John

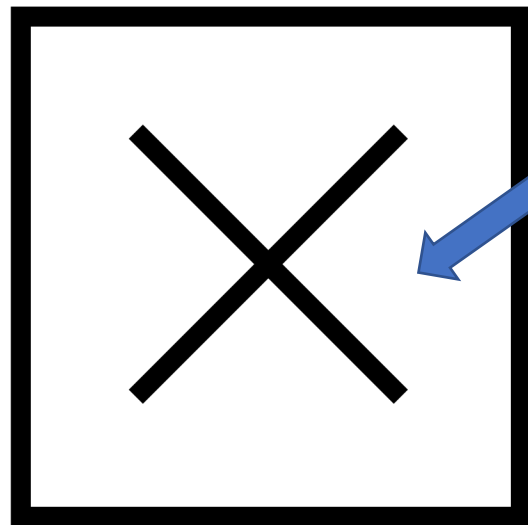
John is a big-time stockbroker on Wall St and lives a very fast-paced life with little time to spend browsing the web. When he does, he is looking for a fast way to get luxury items.

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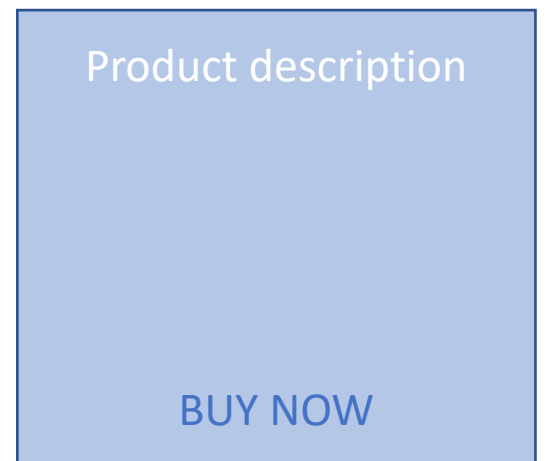
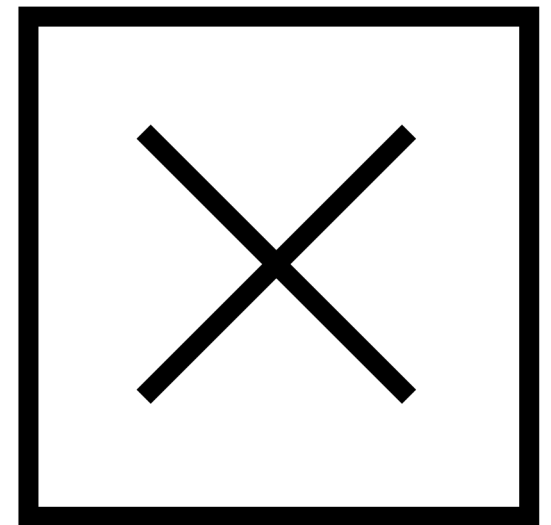
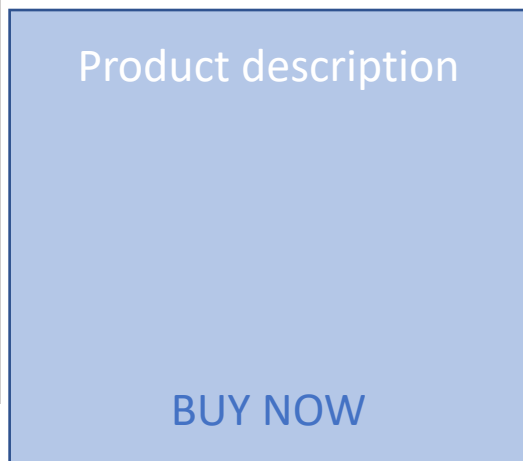
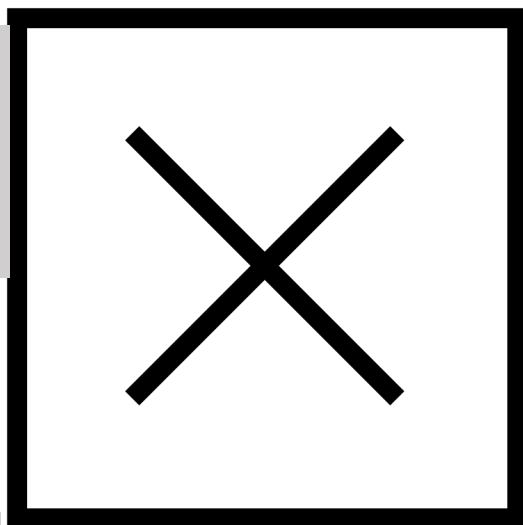
## The Problem

John has the demeanor of someone who will click off an e-commerce site if it takes him more than two clicks to make a purchase. In this case the problem a web designer will have to solve is creating a path of navigation that will result in the least number of clicks to make a purchase.

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2. Able to see the product and its description at a quick glance



3. If he likes the product, he can click the buy now button that stands out among everything else. This is click #1.

New tab

×


+

4. John can quickly type out his personal information in an easy-to-understand layout.

←

→


↺

 Search Google or type a URL

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Luxury Watch Club

Products

About Us

Contact Us





Contact Information

First Name

Last Name

Phone number

Email

Shipping Information

Address

Postal Code/Zip

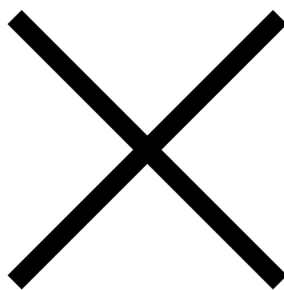
Payment Information

Credit Card Number

CVV

Expiration

Place Your Order



Product description

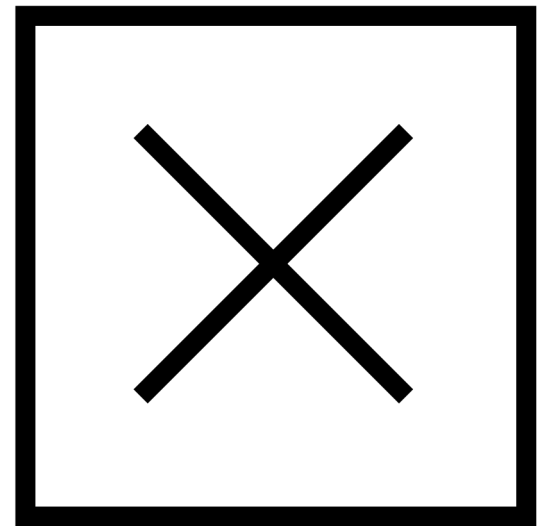
4+. John can verify the purchase matches what he wanted

5. Can place the order with a very large button to avoid any confusion. Click #2



Order Placed!  
Arriving 00/00/0000  
@00:00

6. Lastly, John is given a confirmation that his order has been placed and as to when he can expect his purchase to arrive. He is also again shown the item he has ordered to ensure he is getting what he wanted.



Product description

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