

Mark orders some Business Cards

By Jon Whitley

With translations for Design Needs.

Mark has been feeling just a bit insecure about his job lately, ever since the Earth Day celebration when he was so distracted by the in-office piñata that he managed to order 500 copies of a 100-page report about reducing office paper-waste. He has been polishing up his résumé, and wants to order some new business cards. He recently read on Facebook about a super-cool new company called BizCards.

He ends up at the BizCards homepage. He's not really sure how to make a business card.

Guided user flow, clear entry point. Start button.

He clicks the start button, he selects the type of business card he's looking for.

Need card format selector.

He's not really much for doing his own design, but he still wants something that looks good.

Need a design gallery.

He finds a design he likes and chooses it. He selects what options to enable for his card.

Have an options selection screen.

He designs his card using the built-in editor.

Have a Design Interface.

He confirms the preview and completes the project. He adds a quantity to his cart.

Have a preview screen, quantity selector, add to cart button.

He reviews his order, enters his payment and shipping information. He completes his order.

Have a review order screen. Payment and shipping information windows. Complete purchase button.

He chooses to create an account to save his project and information for future reference.

Have an account creation dialog.

He tracks his order through the BizCards system.

Have a tracking system.

His cards arrive and once again the day is saved, thanks to BizCards!