

# MACHINE & MANKIND

E-commerce Usability & Customer Experience Design



Sainsbury's

blinkbox®

NOW™  
TV



CLINIQUE

NEW  
LOOK

ESTÉE  
LAUDER  
COMPANIES



LLOYDS  
BANKING  
GROUP



John Lewis

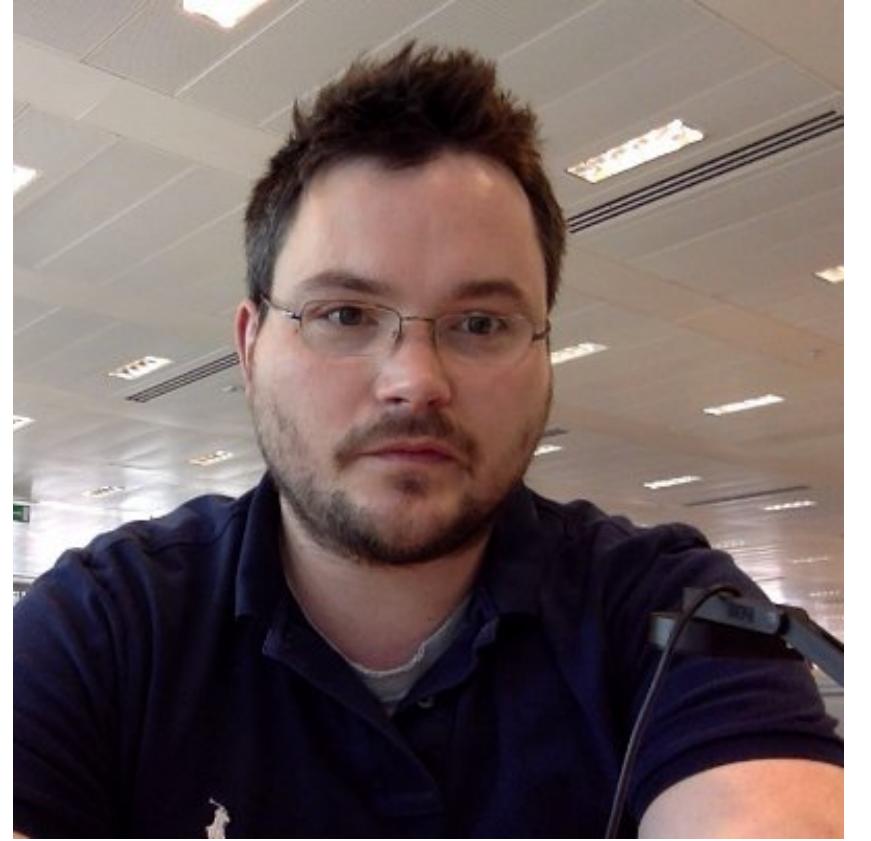


SELFRIDGES & CO

Sandals

JO MALONE  
LONDON

MARKS &  
SPENCER



## Alex Bradbury

Senior UX Designer/Architect

With over 17 years in the digital industry Alex started his career as an interactive designer working on clients such as Ford, Guinness, Selfridges and M&S. Having worked across a wide range of platforms and devices Alex is a knowledgeable user experience designer who specialises in ecommerce platforms & product development. He is also a certified scrum master and an experienced agile practitioner.

**Brands:** Virgin Media, NOW TV (Sky), Sainsbury's, John Lewis, Jo Malone, Clinique, B&Q, blinkbox, Selfridges, New Look,

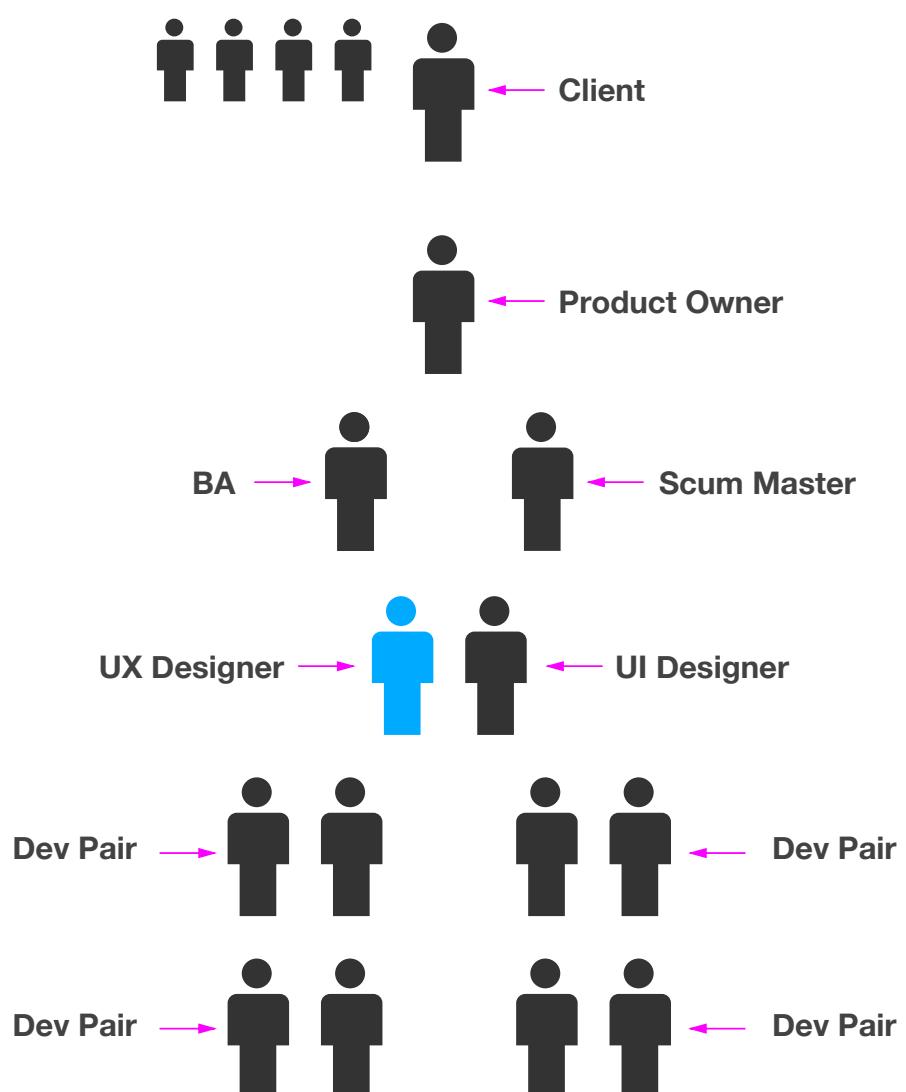
### Experience

- Hands on UX Architect/ Designer
- Experienced User Tester (setting up & running test sessions & workshops)
- Running Agile UX, Design & Development teams
- Experienced Senior Manager reporting into Directors within the retail industry.
- Certified Scrum Master
- Consulting at senior management level providing recommendations & guidelines on setting up and running UX and Agile teams.

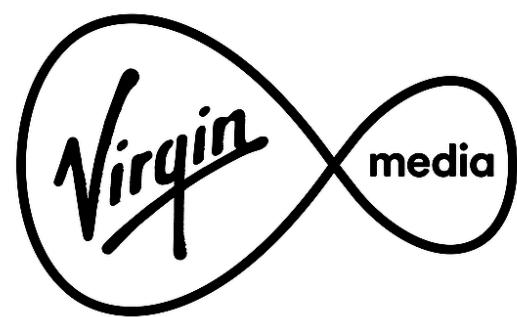
### UX Services

- Research & Discovery
- Analytics & Insights
- Sketching & Wire framing
- Prototyping (Paper/Lo Fi + Hi Fi & Rapid - Animated interfaces using After Effects)
- User Testing
- Detailed Specifications ready for Development

### Sprint Team / Agile UX



Client:



## Cable & Mobile

**Work in Progress (NDA).** Ongoing work across the brands products including sales journeys, Offers and Entertainment.

### The Challenge

Help increase sales across the site and retain customers through the continuous improvement of the live products. Support the teams by advising on the best solutions that enable the business to reach its targets but also benefit the customer and support their experience using the products through their end to end journey.

### The Approach

By focussing on Insights & Analytics we are able to build a picture of what the customer is doing across the site. What they are interacting with on pages, what's working well and highlight areas that are not. This coupled with User Testing enables us create a user centric design process that we feed into our designs. These ideas are then tested iteratively until the stakeholders and the customers we are testing on are both satisfied. The product is then build and put into a live environment for A/B testing. This allows us to present a successful product to the business with data supporting it before a decision is made to go live in the production environment

### The Product

**Current Work in Progress (NDA)** Working across several products for Web.

**Lead UX Designer** – Ongoing project work across the main site

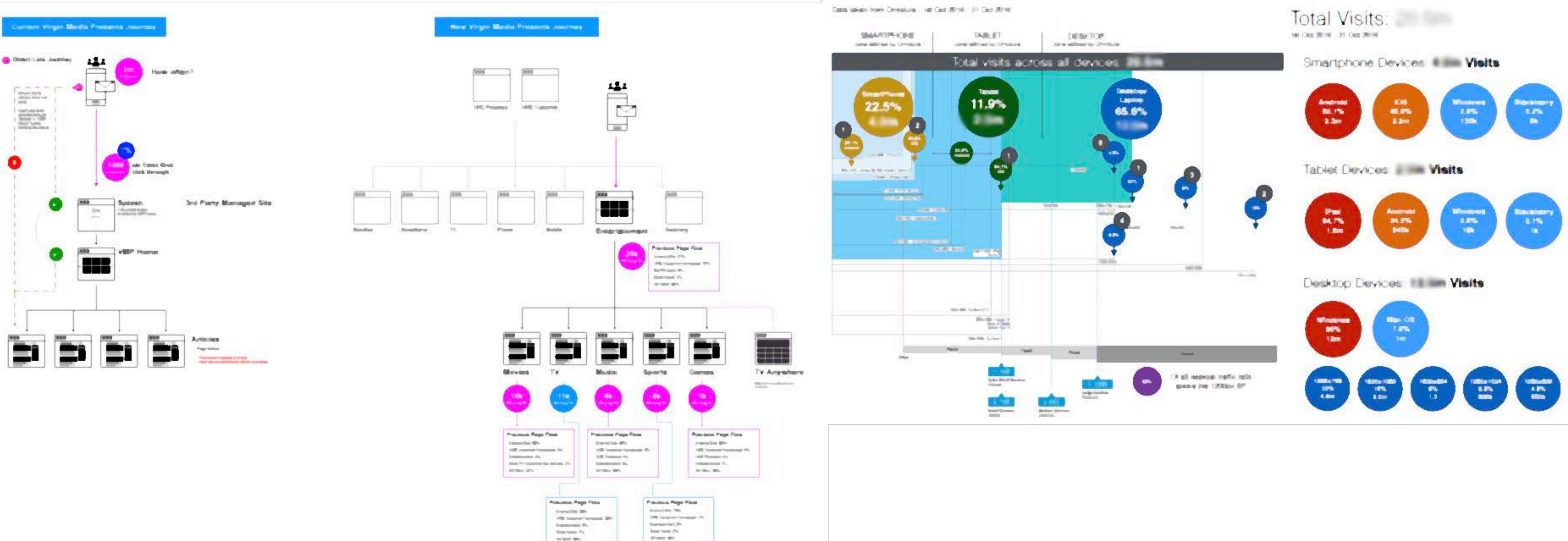
- Responsive Product (mobile, tablet & desktop)
- Agile product development
- Managing multiple stakeholders across different projects
- Managing 3rd party agencies working on the same project
- Remote unmoderated user testing
- Limited usability lab testing
- Nearshore sprint team
- Onshore BA, PO and client
- Running UX reviews & presentations
- Collaborative working across a wide range of projects
- Ongoing consultancy work with the digital experience team

# Virgin Media

## Initial UX Research, Analytics & Insight

Most of my work at Virgin has been research based. Understanding what the customer is doing on the sites, identifying pain points and trying to help the business understand what they need to do resolve these issues and improve the customers experience.

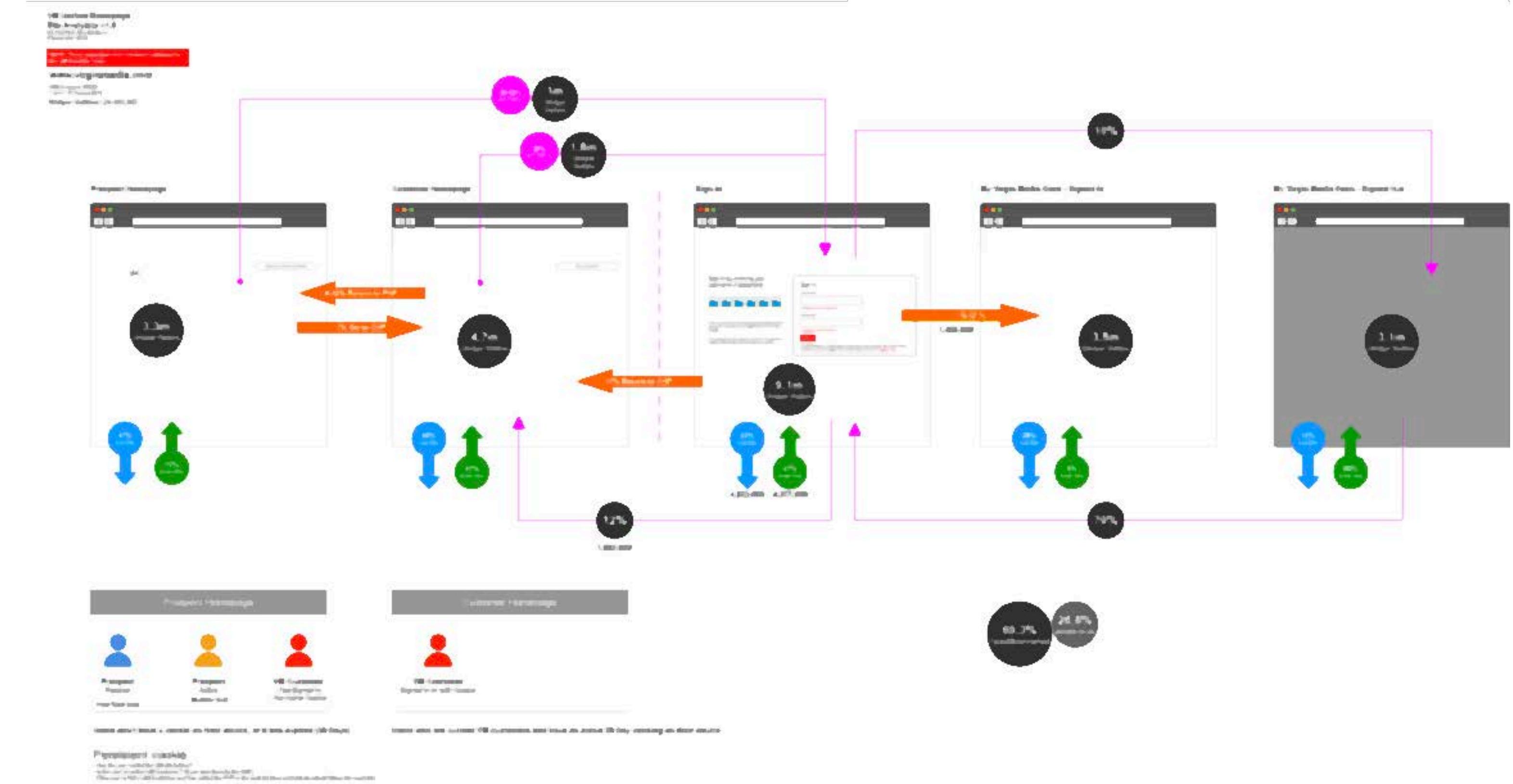
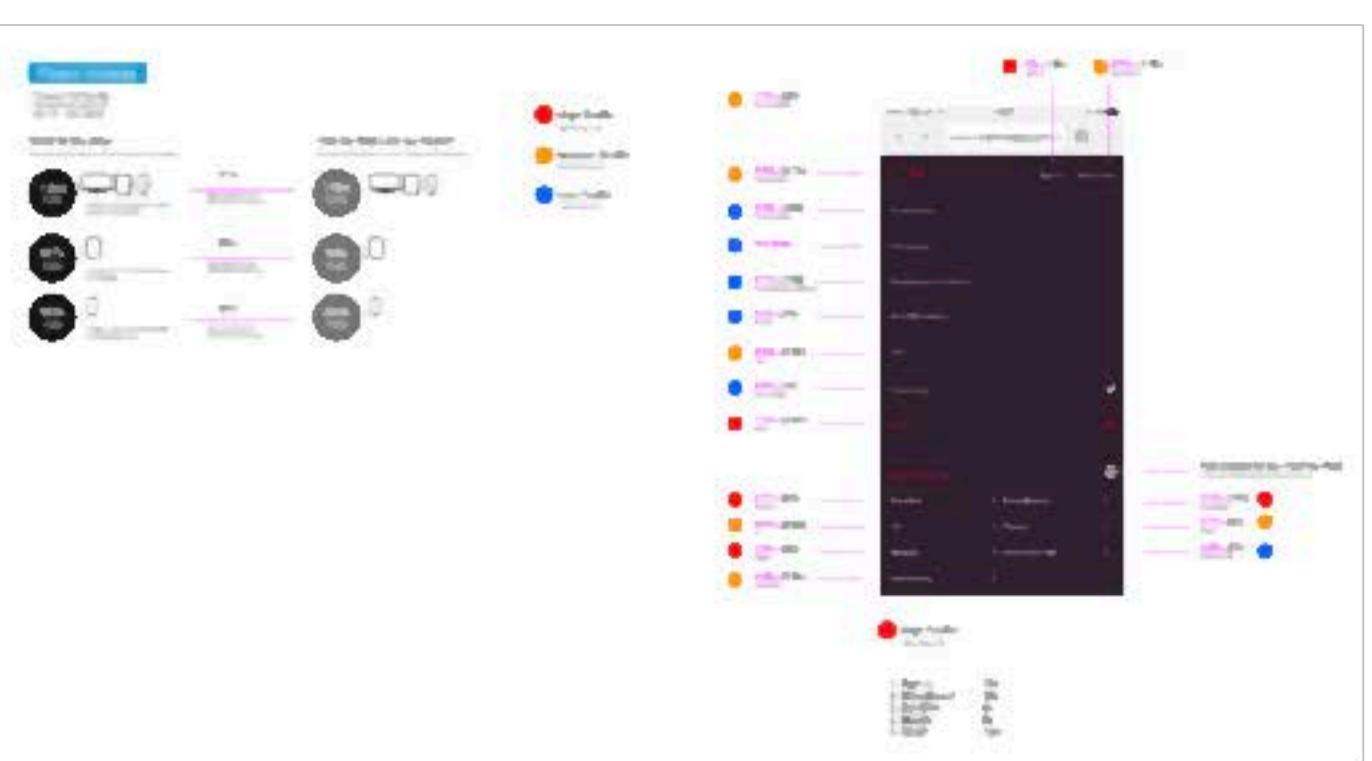
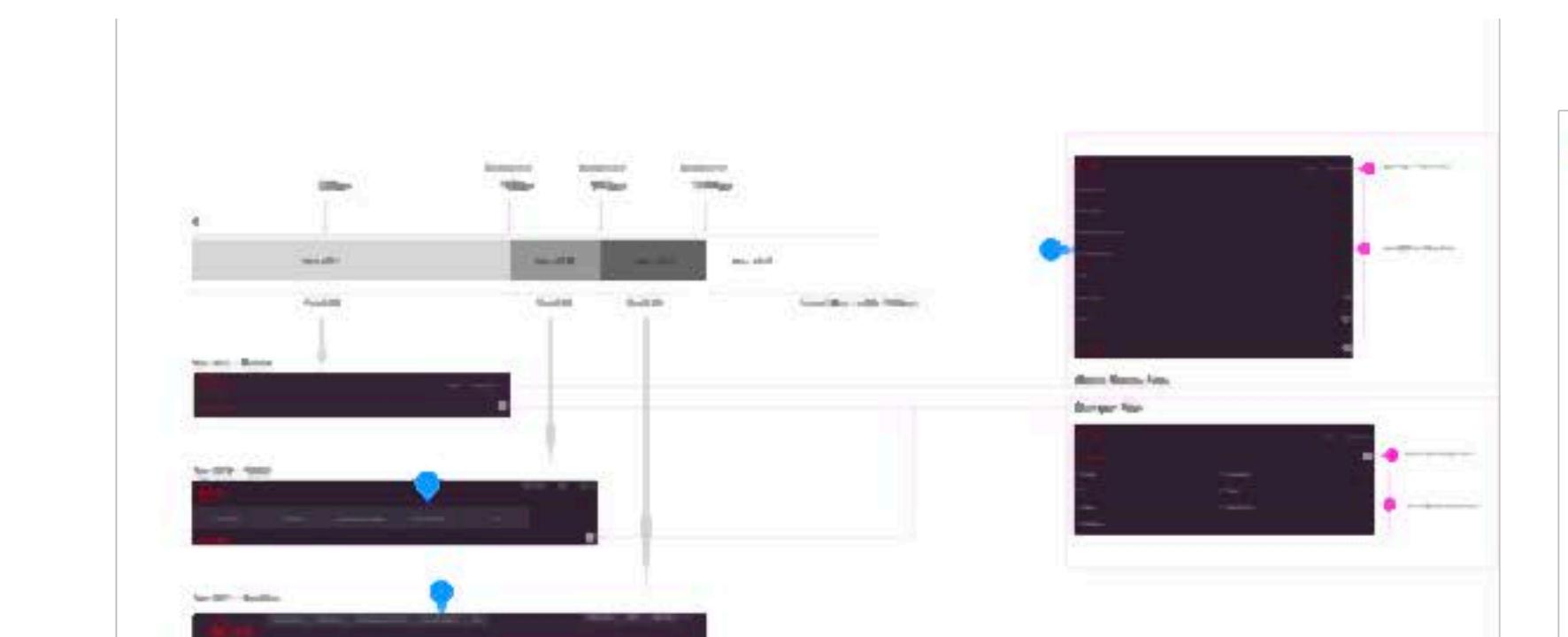
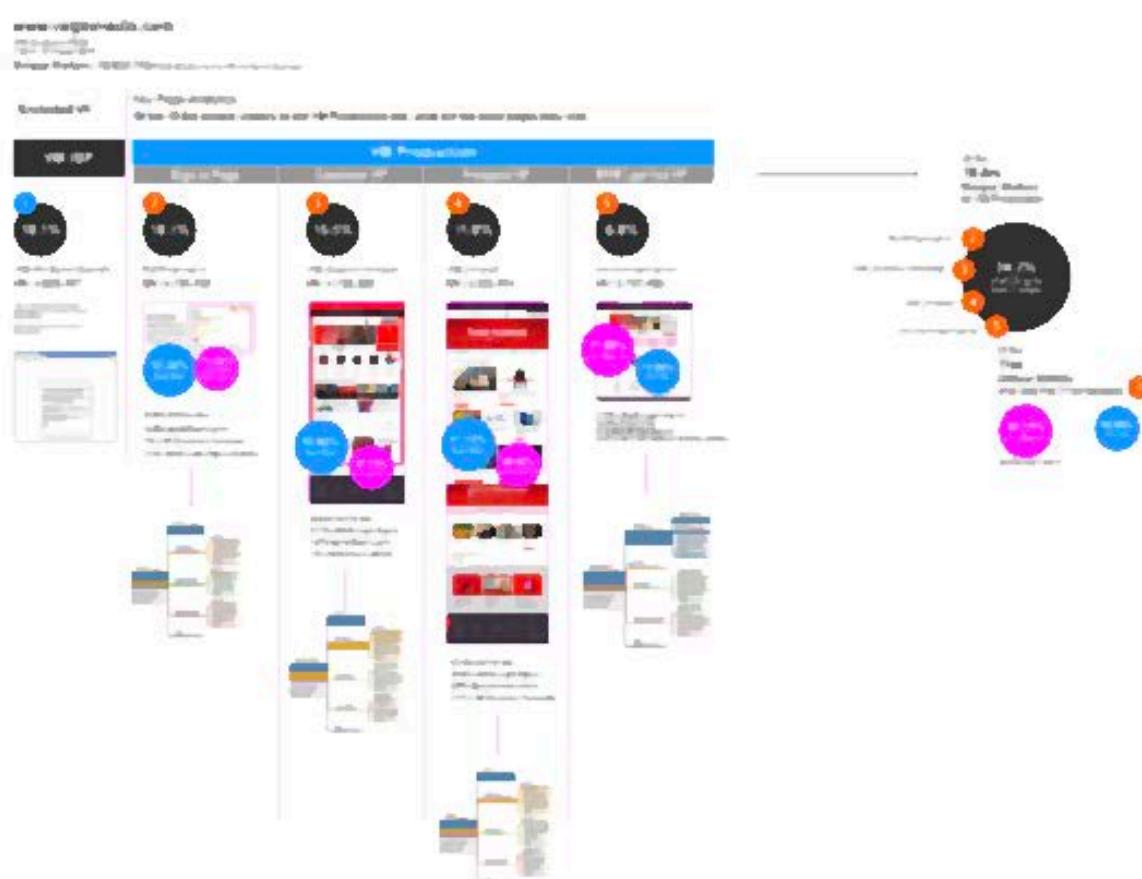
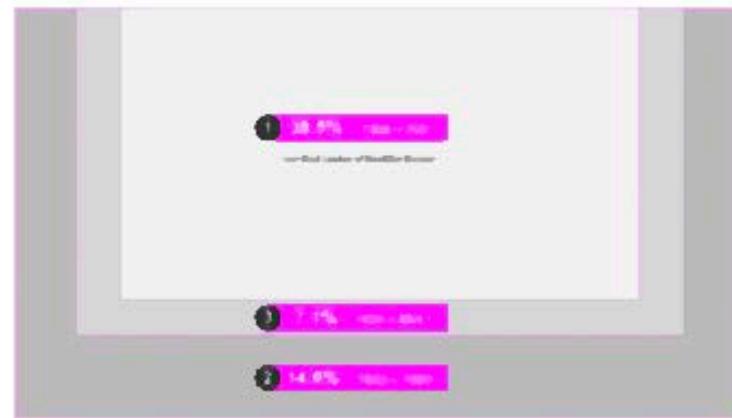
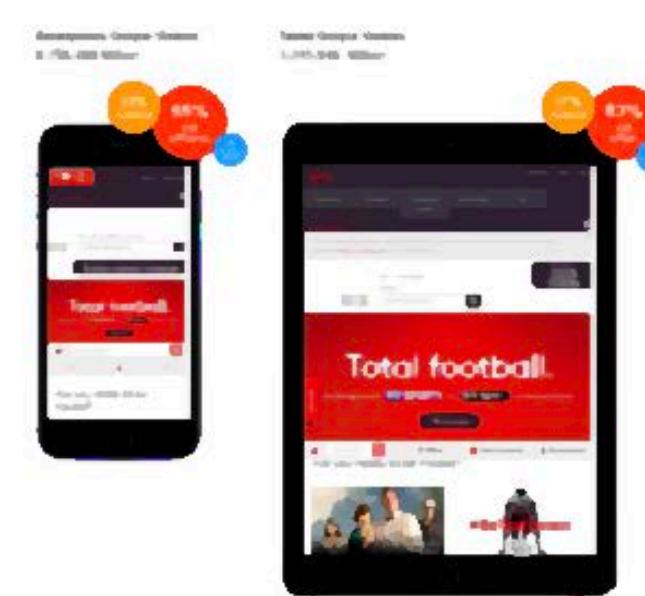
**Note:** These are live projects.



# Virgin Media

## Customer Analytics & Insight

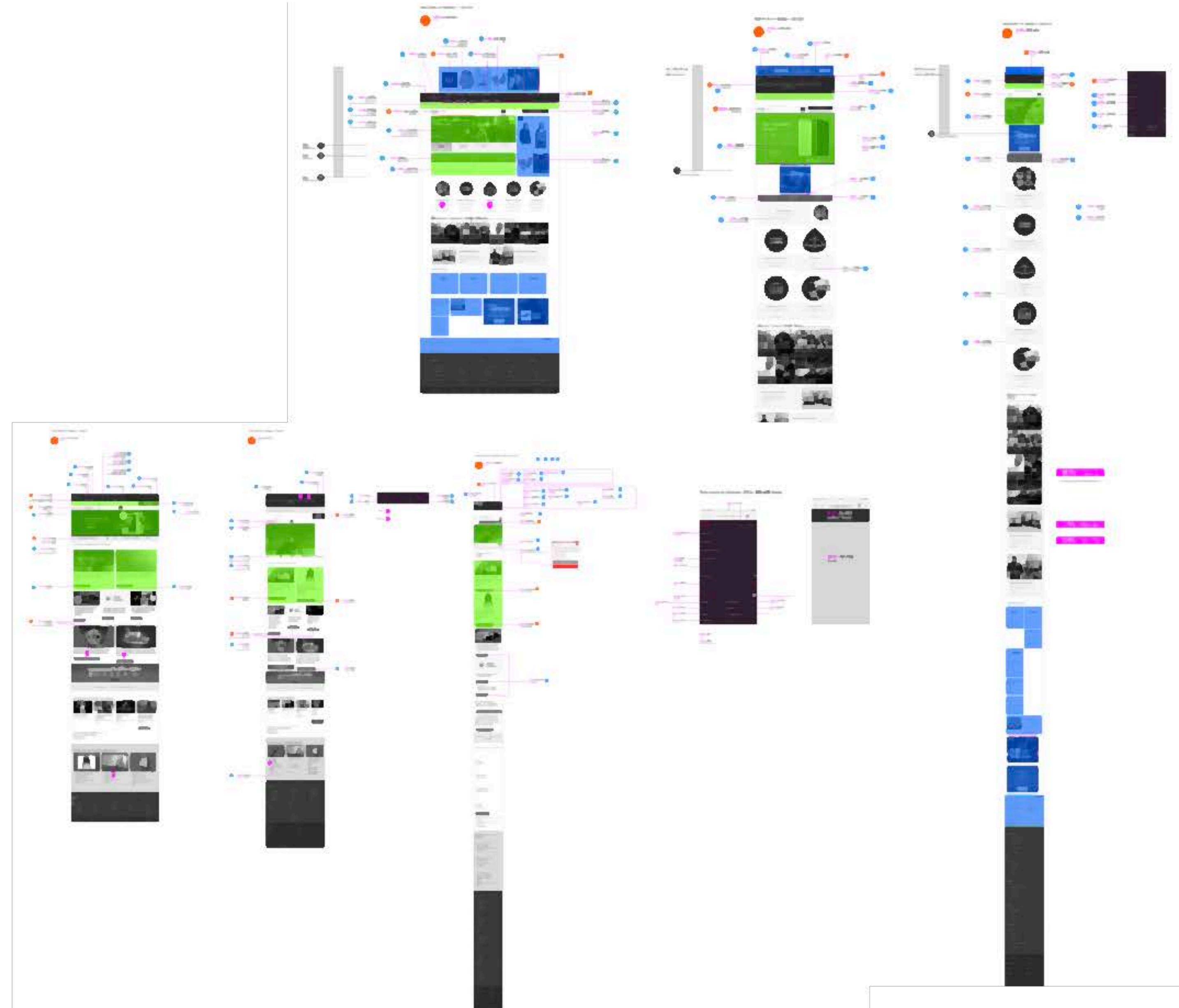
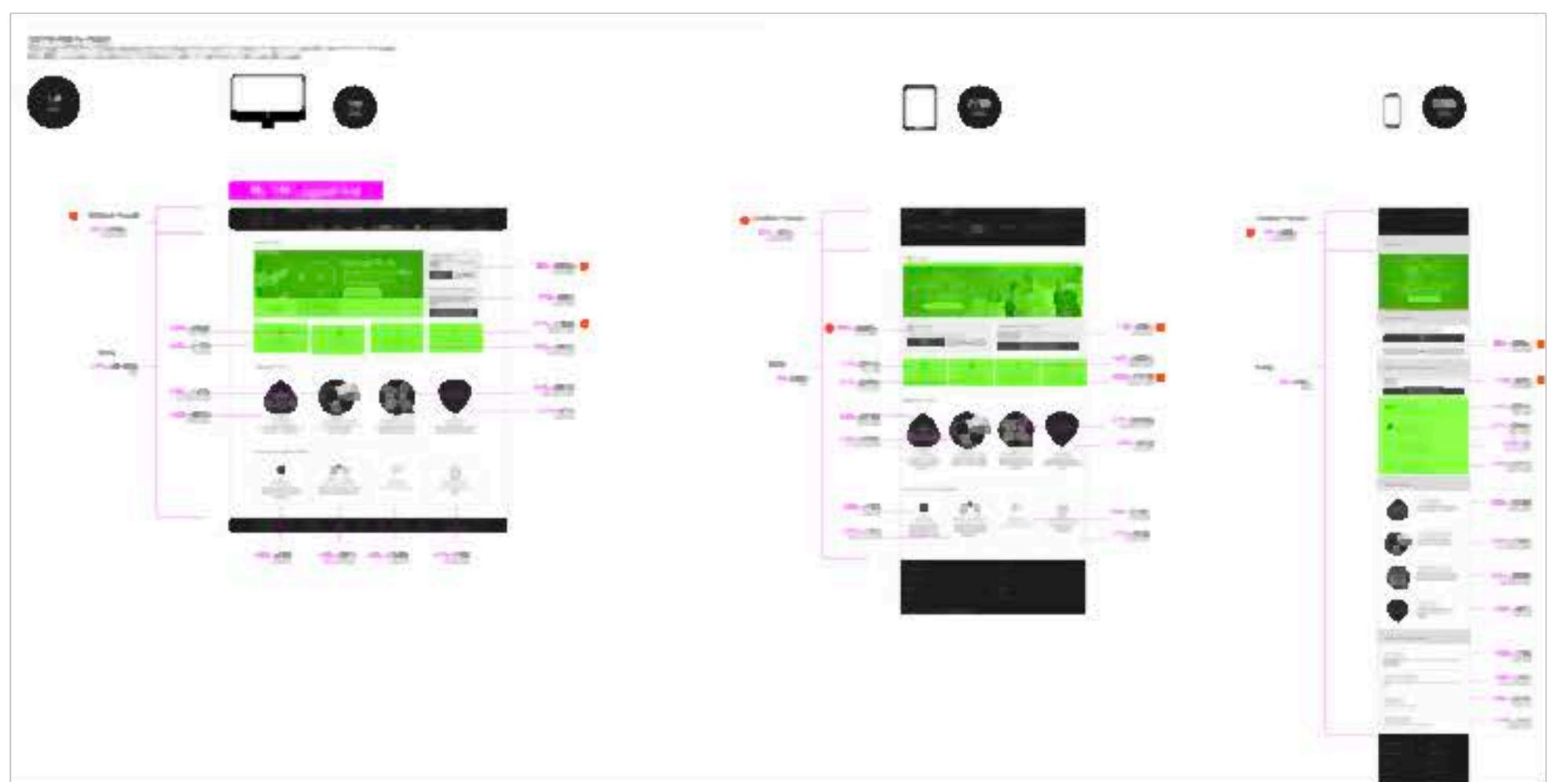
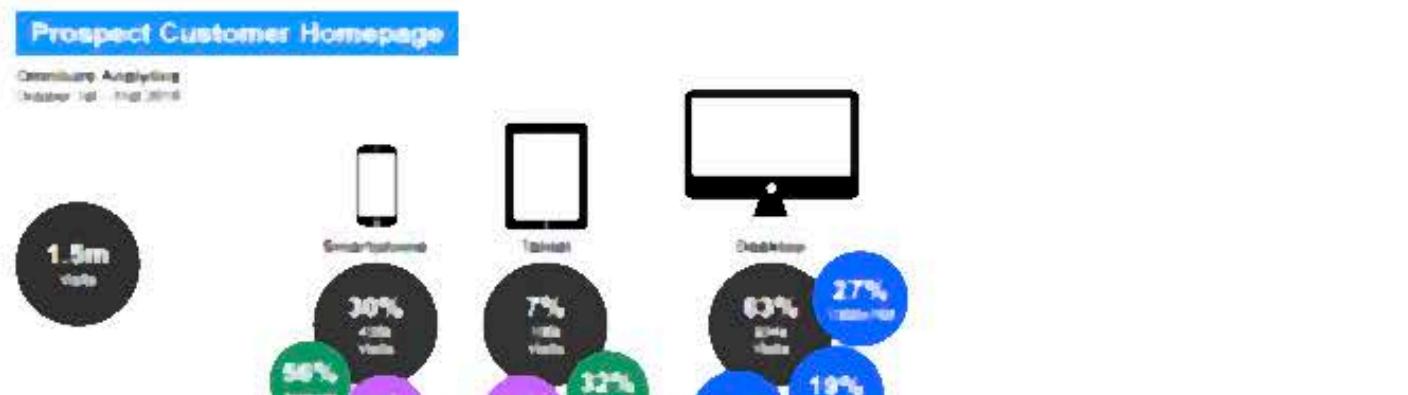
**Note:** These are live projects so data has been concealed



Virgin Media

Customer Analytics & Insight

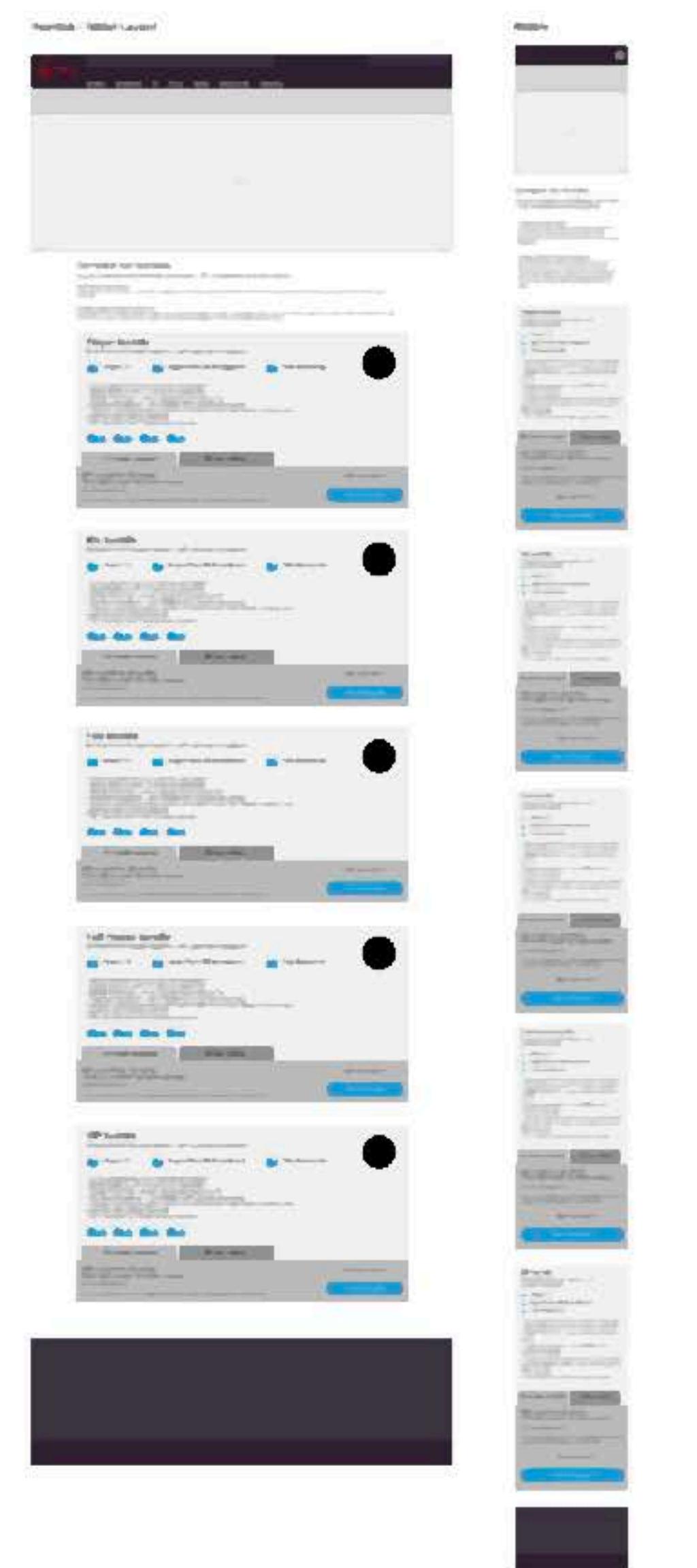
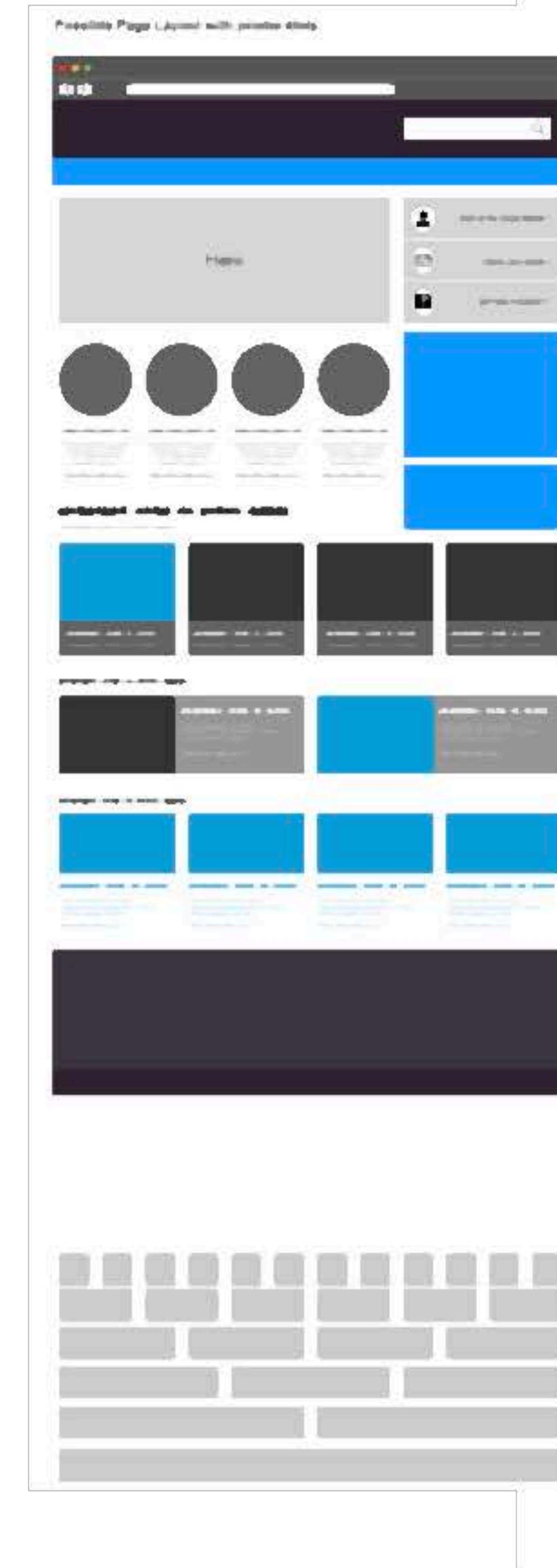
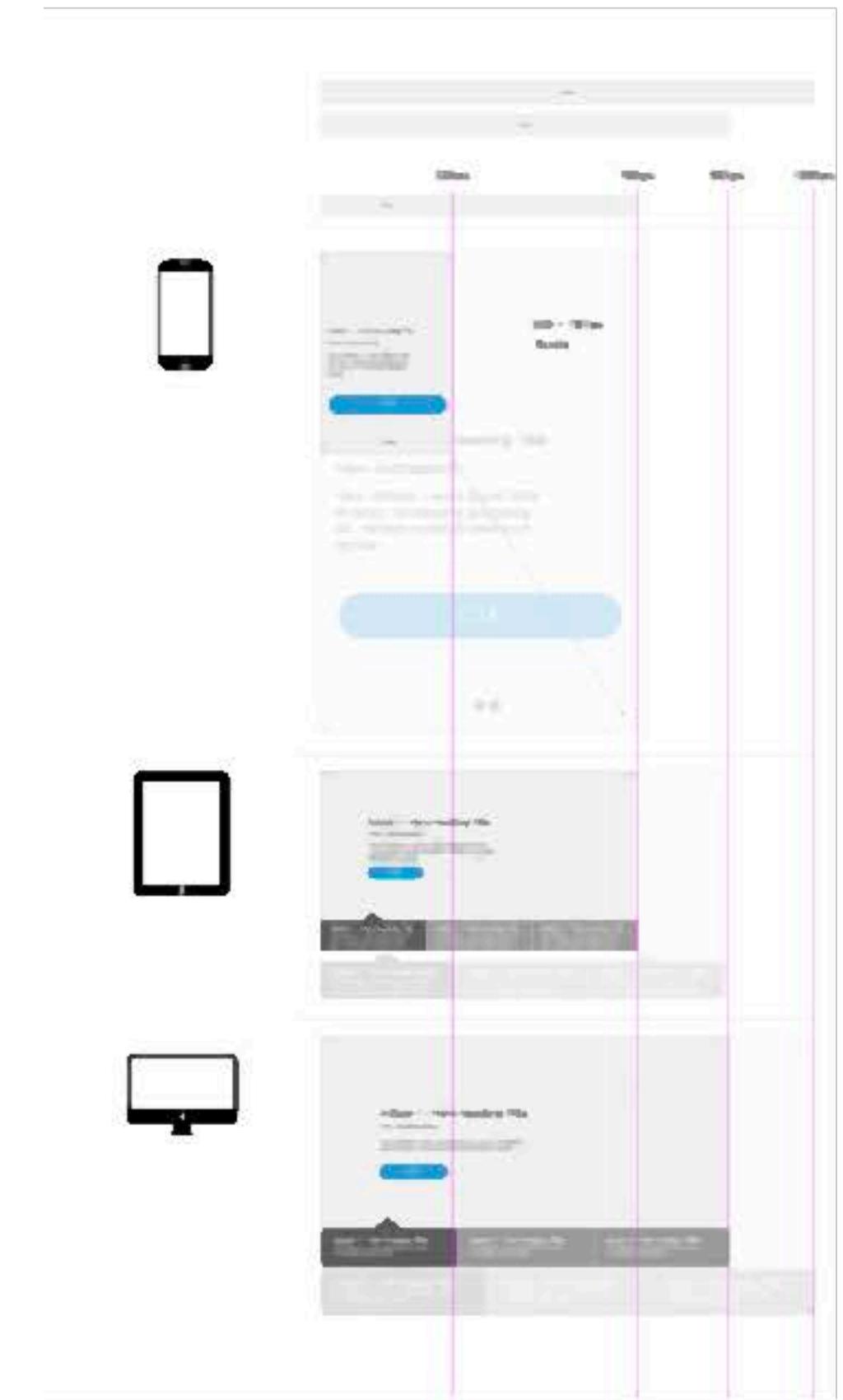
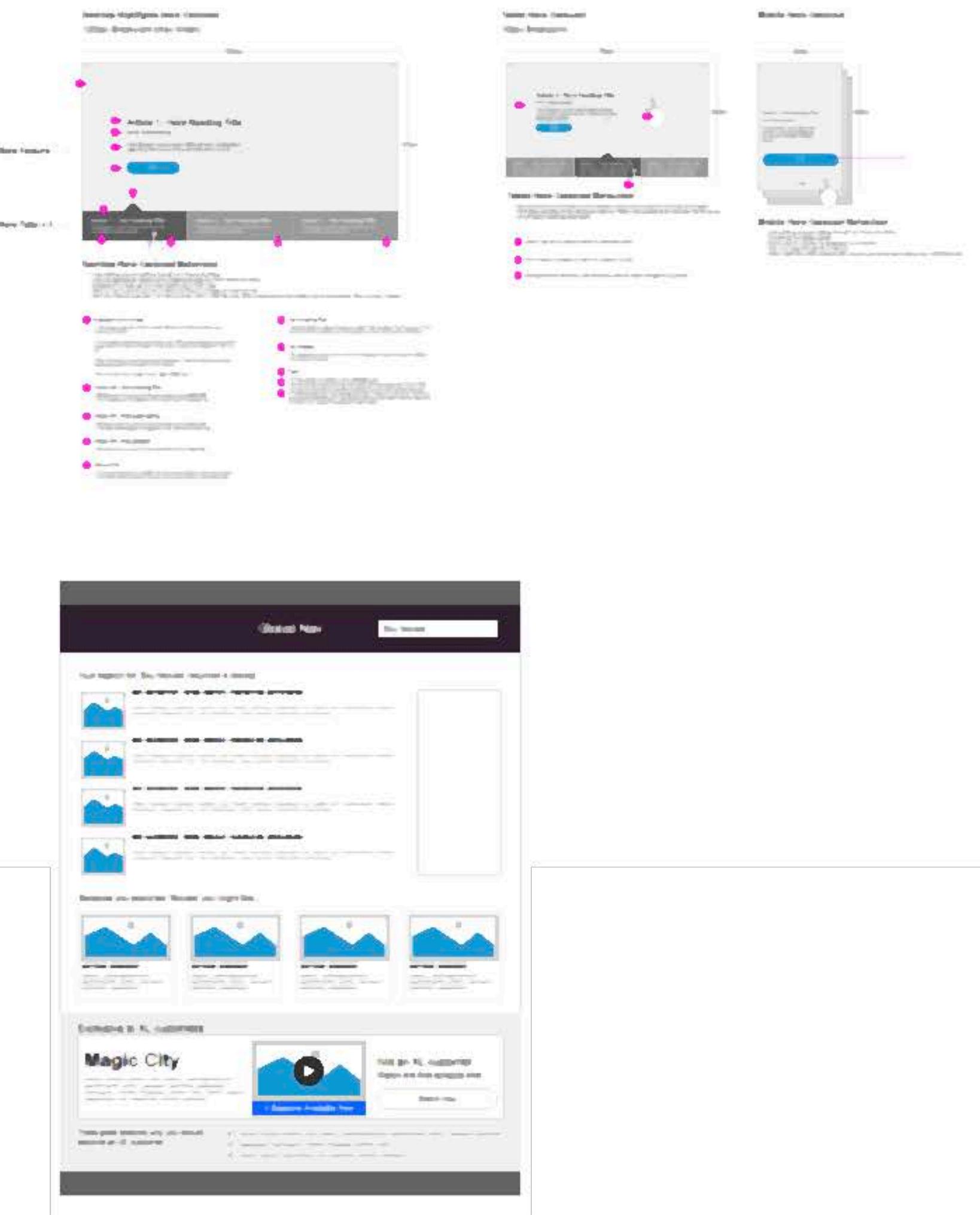
Note: These are live projects so data has been concealed



# Virgin Media

Product solutions & recommendations

**Note:** These are live projects so data has been concealed



Client:



## NOW TV Broadband Combo

After the success of the NOW TV VOD product and with ongoing challenges from Netflix and Amazon Prime, NOW TV wanted to offer its customers Broadband in the form of a Triple Play package (TV, Broadband, Phone)

### The Challenge

The business objective was to reduce the churn of the monthly subscription customers and to convert prospects. Research done by the brand indicated that customers with a physical NOW TV BOX and a NOW TV broadband in their home would be less likely to leave. Our role was to design from scratch a sales journey that allowed the user to check available services as their home, configure their broadband and VOD bundle before checking out. All of this responsive across Mobile, Tablet and Desktop.

### The Approach

We had little insights to go with because this was a new product for the business but some initial concept work had been done during the concept pitch stage to the business stakeholders. Because we were developing the product from scratch we needed to ensure that we user tested continuously across the product development iteratively. By involving key business stakeholders and running regular Usability Lab Studies we were able to feedback research directly to the business iterating the products development. With an agile approach we could deliver the required completed stories to the sprint team and keep them involved in the UX throughout.

### The Product

We delivered the Prospect journey first with positive results but we also continued to observe and learn from the way the customers used the new product. We identified areas that did not work effectively in a live environment and improved them as well as focussed on improving the speed the product worked on mobile and tablet. The iterative product release approach allowed us to continuously improve the experience every few weeks

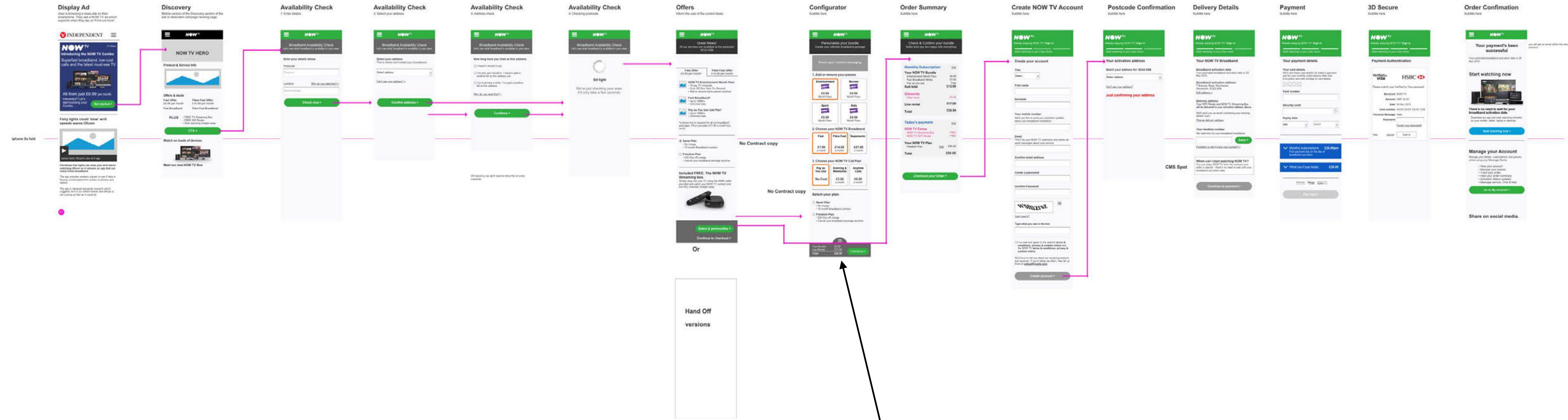
**Lead UX Designer** – Working for NOW TV as the Lead UX for their new Broadband Combo product design & launch. Responsible for designing, user testing and evolving the product across mobile, tablet & desktop.

- Responsive Product (mobile, tablet & desktop)
- Launch to Prospects first
- 9 Month UX, UI + Dev timeline
- Agile Product Development
- Managing senior stakeholders and the client
- Usability Lab studies (External Labs)
- Running Formative Stakeholder Workshops
- Onshore Sprint Team
- Working embedded with the team
- Running UX Reviews and presentations
- Collaborative working across the wider product

# NOW TV Broadband Bundle Configuration Journey

## Initial Mobile UX Journey

Mapping out the end to end journey was the starting point for the project. This helped us to understand the complexity of the journey, the requirements of the technology and in turn inform the client of the importance of the



## Bundle Builder/Configurator

Stakeholder focus for the project was on the Bundle Builder page. This allows the prospect customer to configure their bundle, see prices and offers and understand the cost breakdown of one off payments and monthly payments.

For the customer, this was only 1 part of the journey they experienced as shown above.

# NOW TV Broadband Bundle Builder

## Initial UX thinking

As a new product, the lack of customer analytics was replaced by market research and information gathered from users on the Sky Broadband purchase journey. This was used to inform the initial thinking behind the NOW TV Broadband purchase journey.

### NOW TV 2.0 - Responsive Configurator Basket

**Specification:**

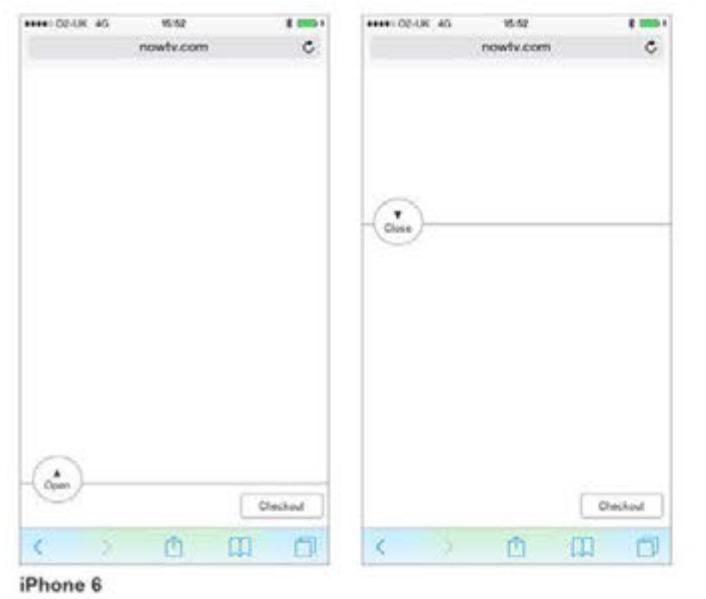
- Responsive across 3 breakpoints:
- Mobile
- Tablet
- Desktop

- Fluid between breakpoints

**Configurator Basket State**

**Mini Basket State**

**Full Basket State**



### Basket Content

Passes  
- Entertainment + Cost  
- Movies + Cost  
- Sports + Cost  
- Kids + Cost.  
Broadband + Cost  
Cell Plan + Cost  
Contract Type + Cost  
One-Off Cost  
Monthly Payment  
Voucher Code Submit  
Offer Description + Pricing  
Offer Image / Display

### NOW TV 2.0 Configurator - Basket

Sticky Footer versions across Mobile, Tablet & Desktop v1.0  
UX Architect: Alex Bradbury  
25 September 2015

#### Requirements

Start building your broadband package in **three simple steps**.

1. Choose your NOW TV passes
2. Choose your NOW TV broadband
3. Choose your NOW TV call plan

Go contract free on your broadband, line rental and call plan

**Footer / Basket**

Start building your broadband package in **three simple steps**.

So we can offer you the best broadband deals, please enter your details.

Get the best deals and offers on your broadband, movies and much more

1. Choose your NOW TV passes
2. Choose your NOW TV broadband
3. Choose your NOW TV call plan

**Heading 2**

## Bundle Builder initial UX Concepts

Exploring IA, Basket placements and how a user configures their bundle

**Create your NOW TV Bundle**

**1. Select your NOW TV Content**  
Add up to 4 passes to your NOW TV bundle.

- Entertainment Monthly pass
- Movies Monthly pass
- Sport Monthly pass
- Kids Monthly pass

**2. Choose your NOW TV Broadband & Talk**  
Choose the broadband speed that fits your needs

- Fast DSL Broadband Upto 8Mbps
- Rapid Fibre Broadband Upto 40Mbps
- Supersonic Fibre Broadband Upto 75Mbps

Your NOW TV Talk Plan  
Choose your call plan

- Pay as you use
- Evenings & Weekends
- Anytime Calls

Your NOW TV Broadband Contract  
Choose between a 12 month contract or no contract at all!

- Saver Contract 12 month broadband contract. Cancel after 12 months. Free
- Flexible Contract No broadband contract. Cancel anytime. £30.00 One-off payment

**Free NOW TV Streaming Box is included with your bundle.**

Watch all your NOW TV passes on your TV simply by plugging in the NOT TV Streaming box.

Watch your favourite shows streamed directly to your TV. BBC iPlayer, ITV Player, All 4 and Demand 5 and if that's not enough assume apps like Sky News, BBC News, YouTube, Facebook and Spotify.

- ✓ Pause and rewind live TV
- ✓ Remote control
- ✓ The best Sky channels
- ✓ Simple setup, easy to use
- ✓ Free with NOW TV Broadband

Any questions? Our advisers are here to help [Chat now](#)

**Monthly Subscription**

Check what's available in your area.  
The NOW TV Fibre items you can get depend on where you live.

Postcode Required Landline Optional [Check Now](#)

**Your NOW TV Bundle**

Entertainment Month Pass	£6.99
Sky Movies Month Pass	£6.99
Sky Sports Month Pass	£6.99
Sky Kids Month Pass	£6.99
Fast Broadband 8Mbps	£14.00
Evening & Weekend Calls	£5.00
<b>Sub total</b>	<b>£34.00</b>

**Discounts**  
Offer name: -£4.00

Line rental £17.00

**Total** £34.00

**Today's payment**

NOW TV Extras NOW TV Streaming Box NOW TV WiFi Router FREE FREE

Your NOW TV Contract Flexible £30.00

**Total** £30.00

**Confirm Order**

**Fast Broadband & Entertainment package for 12 months @ £9.99 (£13.99 thereafter) [Apply Offer](#)**

6M Half Price DSL+Ents package @ £6.99 (£13.99 thereafter) [Apply Offer](#)

6M Half Price DSL+Ents package @ £8.99 (£13.99 thereafter) + £x Now TV Movies Voucher [Apply Offer](#)

**Select the best broadband that suits your needs**

- DSL
- Fibre
- Fast
- Fast Fibre
- Supersonic

**Choose the call plan that best fits your needs**

- No inclusive mins
- Evenings & weekends
- Anytime calls

**Your NOW TV Broadband contract**

- Saver Contract 12 month broadband and call plan contract. Free
- Flexible Contract Go contract free broadband and calls. £30.00\* [Add to basket](#)

**bundle discount - -£5.00**

Description - What offer is applied

**Apply % Off Basket**

- Does the user apply a voucher code?
- Is this already applied to the basket?
- How do we display the discount?

**Passes** Entertainment £6.99 **Your NOW TV Package** £26.99 **One-off Payment** £30.00 **Monthly Payment** £26.99 **Total** £30.00

**Broadband** Fast Fibre £20.00 **Excuses line rental** **Cells** No inclusive mins £0.00 **Applies Voucher** **Apply** **Checkout**

**Select the best broadband that suits your needs**

- DSL Broadband
- Fibre Optic Broadband
- Supersonic

**Select the best broadband that suits your needs**

- FAST
- Fibre Optic Broadband
- FIBRE FAST
- FIBRE SUPERSONIC

**Select the best broadband that suits your needs**

- DSL
- Fibre
- Fibre

**Select the best broadband that suits your needs**

- DSL
- Fibre
- Fibre

**LIVE CHAT** We're here to help [Live Chat Now](#)

**Sorry, Fibre is not available in your area. You can get DLS Broadband up to 18mbps.** [Okay, Got it](#)

**Advertise offers**

- User needs to be able to apply these to Config.

**How is this voucher applied?**

**Don't want Broadband but want a NOW TV Pass?**

**How does a voucher in the retail box work?**

**Your NOW TV broadband**

- Fast
- Fibre Fast
- Supersonic

**Why can't I get Fibre?**

**Choose Call plan**

- Pay as you use
- Evenings & weekends
- Anytime calls

**bundle discount - -£5.00**

Description - What offer is applied

**Choose % Off Basket**

- Does the user apply a voucher code?
- Is this already applied to the basket?
- How do we display the discount?

**Now TV Extras**

- Flexible £30
- Saver Free

**Bundle Total** £9.99 **Line Rental** £17.00 **Checkout**

## Tablet Basket Configuration

Exploring possible tablet basket location

**Start building your broadband package in four simple steps.**

**Choose your NOW TV passes**  
Get the latest movies must-see TV shows, exclusive live sport and cartoons for your kids.

- Entertainment
- Movies
- Sports
- Kids

**Discover more >**

**Choose your NOW TV broadband**  
Get the fastest broadband speed that suits your household needs.

- Fast Between 5Mbps & 10Mbps
- Fast Fibre Between 25Mbps & 40Mbps
- Supersonic Between 62Mbps & 78Mbps

**Choose your NOW TV call plan**  
Select between three call options to fit your requirements.

- No calls included
- Evenings & weekends
- Anytime calls

**Your NOW TV Package** Passes + Broadband + Calls **£26.99** + Line Rental £17.00 = £37.00 **Checkout**

**Start building your broadband package in four simple steps.**

**Choose your NOW TV passes**  
Get the latest movies must-see TV shows, exclusive live sport and cartoons for your kids.

- Entertainment
- Movies
- Sports
- Kids

**Discover more >**

**Choose your NOW TV broadband**  
Get the fastest broadband speed that suits your household needs.

- Fast Between 5Mbps & 10Mbps
- Fast Fibre Between 25Mbps & 40Mbps
- Supersonic Between 62Mbps & 78Mbps

**Choose your NOW TV call plan**  
Select between three call options to fit your requirements.

- No calls included
- Evenings & weekends
- Anytime calls

**Your NOW TV Package** Passes + Broadband + Calls **£26.99** + Line Rental £17.00 = £37.00 **Checkout**

## Mobile Basket Configuration

Initial thinking for the mobile basket.

**Personalise your bundle**  
Create your ultimate broadband package

**Promo spot / content messaging**

**1. Add or remove your passes**

Entertainment	Movies
£9.99 Month Pass	£9.99 Month Pass

Sport	Kids
£9.99 Month Pass	£9.99 Month Pass

**2. Choose your NOW TV Broadband**

Fast	Fibre Fast	Supersonic
£7.00 a month	£14.00 a month	£21.00 a month

**3. Choose your NOW TV Call Plan**

Pay as You Use	Evening & Weekends	Anytime Calls
No Cost	£3.00 a month	£6.00 a month

**Choose your broadband plan**

Want to be able to cancel your broadband at any time? Choose our Freedom Plan. Or, sign up with a 12-month contract and save on our £30 activation fee.

- Freedom Plan £30.00**
  - £30 One off charge
  - Cancel your broadband package anytime.
- Saver Plan £0.00**
  - No charge
  - 12 month Broadband contract

Your Bundle: £9.99 (£13.99)  
Line Rental: £17.00  
Total: £26.99

**Checkout >**

**Usability Lab Studies**

Iterative User testing product design with customers

**Mobile Basket**

Results of iterative user testing this concept showed that no one interacted with the 'show/hide' basket.

**Offer Applied**

**No Offer Applied**

**Your Monthly Subscription**

Entertainment Month Pass	£6.99
Fast Broadband 18mbps	£7.00
Pay as You Use Calls	£0.00
<b>Combo total</b>	<b>£13.99</b>

**Offer applied!**  
Your monthly saving -£4.00

**Your Monthly Subscription**

Entertainment Month Pass	£6.99
Fast Broadband 18mbps	£7.00
Pay as You Use Calls	£0.00
<b>Sub total (including offer)</b>	<b>£9.99</b>
<b>Combo total</b>	<b>£13.99</b>
<b>Line rental</b>	<b>£17.00</b>
<b>Total</b>	<b>£26.99</b>

**Your One-off Payments**

NOW TV Box	Free
NOW TV WiFi Router	Free
Freedom Broadband Plan	£30.00
<b>Total</b>	<b>£30.00</b>

**Checkout >**

## Order Summary - Before / After UX

Initial design based on requirements

**What you're getting**  
Just checking that you have everything you need.

**Order Summary**

**Your NOW TV Order**

Your NOW TV Passes	Per Month
Entertainment	£6.99
Movies	£9.99
Sport	£6.99
Kids	£6.99
<b>Sub total</b>	<b>£13.99</b>

**Discounts**

Offer name -£4.00

**Line rental** £17.00

**Total** £26.99

**Check & Confirm your bundle**  
Make sure you are happy with everything

**Monthly Subscription**

**Your NOW TV Bundle**

Entertainment Month Pass	£6.99
Fast Broadband 18mbps	£7.00
Pay as you use	Free
<b>Sub total</b>	<b>£13.99</b>

**Discounts**

Offer name -£4.00

**Line rental** £17.00

**Total** £26.99

**Today's payment**

**NOW TV Extras**

NOW TV Streaming Box FREE  
NOW TV WiFi Router FREE

**Your NOW TV Plan**

Freedom Plan £30.00

**Total** £30.00

Improved product following research & user testing

**Check & Confirm your bundle**  
Make sure you are happy with everything

**Monthly Subscription**

**Your NOW TV Bundle**

Entertainment Month Pass	£6.99
Fast Broadband 18mbps	£7.00
Pay as you use	Free
<b>Sub total</b>	<b>£13.99</b>

**Discounts**

Offer name -£4.00

**Line rental** £17.00

**Total** £26.99

**Today's payment**

**NOW TV Extras**

NOW TV Streaming Box FREE  
NOW TV WiFi Router FREE

**Your NOW TV Plan**

Freedom Plan £30.00

**Total** £30.00

**Checkout your Order >**

# NOW TV Broadband Discovery

## Initial UX

The second part of the project was to build a section of the NOW TV site that promoted the new Broadband product. This was the NOW TV Combo Discovery. The UX was informed by market research, customer analytics and product owner requirements.

## Site Analytics

### NOW TV Web Production Omniture Analytics

1 Jan - 31 Jan 2016

#### Unique Visitors: 3,253,295

Desktop: 1,677,251 (52%)  
Tablet: 512,780 (16%)  
Mobile: 1,042,658 (32%)

#### Desktop Monitor Resolution

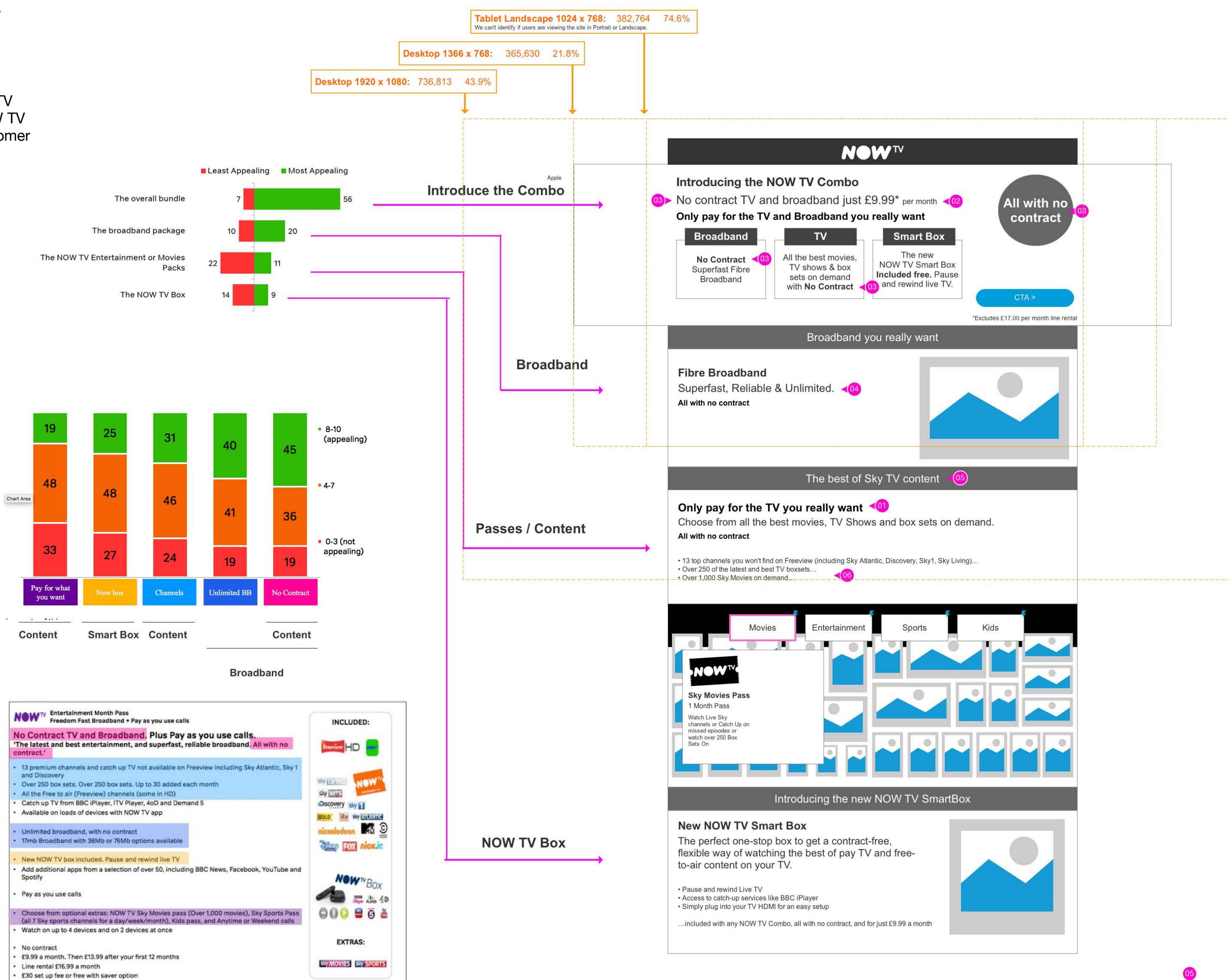
1920 x 1080: 736,813 43.9%  
1366 x 768: 365,630 21.8%  
1280 x 800: 123,582 7.4%  
1400 x 864: 91,967 5.5%

#### Mobile Phone Screen Size

320 x 480\*\*: 650,156 62.4% (Apple Phone Range\*)  
1080 x 1920: 130,348 12.5%  
1440 x 2560: 78,340 7.5%  
720 x 1280: 71,871 6.9%

#### Tablet Monitor Screen Size

768 x 1024\*\*: 382,764 74.6% (Apple Tablet Range\*)  
1280 x 800: 31,966 6.2%  
1024 x 600: 26,916 5.2%  
800 x 1280: 26,698 5.2%

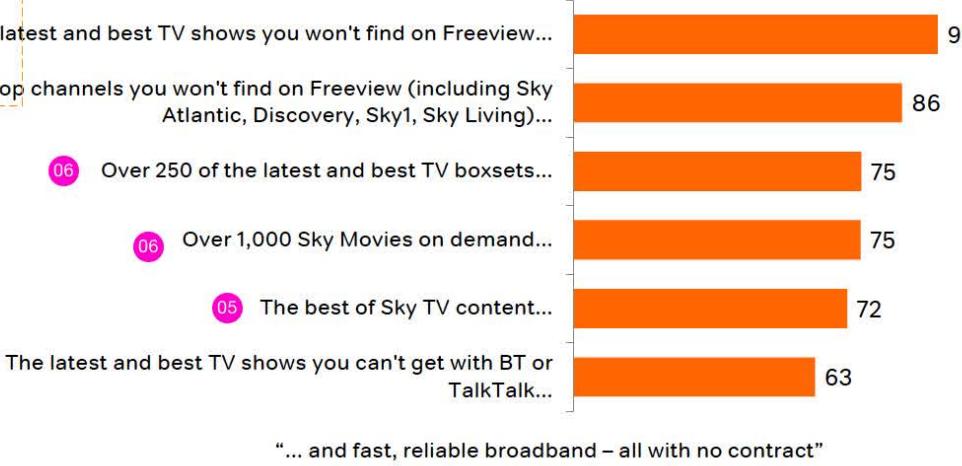
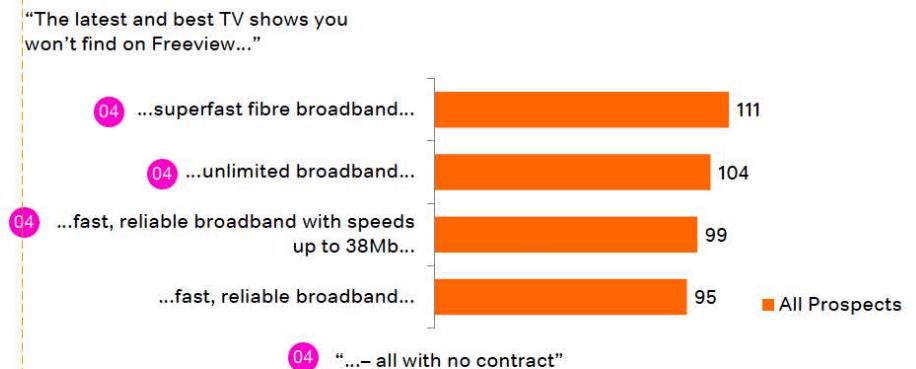


- Two messages emerge as leading contenders:  
 01 "Only pay for the TV and broadband you really want" leads overall, while for those in the Hungry and Passive segments  
 02 "No contract TV and broadband just £9.99 a month - the latest and best TV shows you won't find on Freeview plus fast, reliable broadband" is best

- 03 Primary drivers of preference for NOW TV are 'No Contract' (strongest in Hungry and Passive segments)

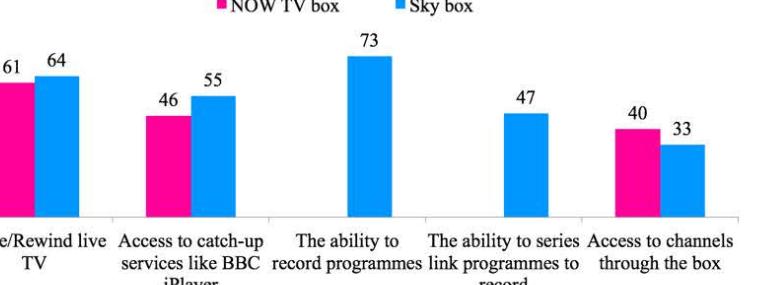
## Main Proof Points – Broadband Messaging

Emphasising 'superfast fibre' helps boost appeal



## Total Reasons for Rating Proposition 1st

Pause & Rewind most appealing feature for NOW TV box, ability to record live programmes most appealing for Sky



Q5: Which features of the set top box did you particularly like  
Source: NOW TV 2.0 No Contract Research  
Base: All Cell 1/All Cell 2 finding any set top box code appealing

# NOW TV Broadband Discovery

Further developed ux design for desktop and mobile

The image displays a vertical stack of wireframes illustrating the development of the NOW TV Broadband Discovery user interface. The wireframes are organized into several columns representing different design stages or sections:

- Primary Nav:** Shows the initial navigation structure with a primary navigation bar at the top.
- Sticky Secondary Nav:** Introduces a sticky secondary navigation bar that remains visible as users scroll down the page.
- Hero:** Focuses on the hero section, which needs to clearly message the elements of the Combo. It highlights the launch offer starting from £9.99.
- Combo Elements:** Details the four elements of the Combo: Broadband, TV, Smart Box, and Calls.
- Focus on what you get for £9.99:** Emphasizes the value proposition of getting unlimited broadband, TV, Smart Box, and Calls for £9.99 per month.
- Communicate what the user gets for the £9.99 Stating offer:** Provides detailed information about the included services and their features.
- Totally Unlimited Broadband with no contract:** A summary section for broadband.
- NOW TV Combo Key Messaging Hierarchy:** A detailed hierarchy of messaging points for the NOW TV Combo.
- Bespoke your Combo + What happens next:** A section for tailoring the Combo and what follows.
- No Contract Broadband:** Information about no-contract broadband options.
- Start watching instantly:** Details about instant viewing and switching.
- Extra USP's:** Unique Selling Points for the service.
- Secondary Nav:** A version where the secondary navigation bar is present.
- No Secondary Nav:** A version where the secondary navigation bar is removed.
- More info expand:** A feature where additional information can be expanded.
- Entertainment Passes:** A section for entertainment passes.
- Sky Movies Pass:** A section for Sky Movies Pass.
- Sky Sports Pass:** A section for Sky Sports Pass.
- Kids Pass:** A section for Kids Pass.
- NOW TV Smart Box:** A section for the NOW TV Smart Box.
- Calls:** A section for calls.
- Find the right NOW TV Broadband Combo for you...**: A call-to-action button.

Each wireframe includes annotations and arrows indicating the flow and changes between different design iterations. A large pink arrow on the right side points upwards, indicating the progression of the design process.

# NOW TV Broadband Bundle Configuration Journey

## Final Mobile Visuals

Visuals produced by the UI Designer on the project after the UX was finished

**Row 1 Screenshots:**

- Broadband speed check:** Shows a search for broadband availability in EC1V 9HQ, selecting a landline number (0207566393), and a 'Check now' button.
- Select your address:** Shows a dropdown for '160 City Rd, London EC1V 2NX' and a 'Confirm address' button.
- Select your address:** Shows a question about living at the address ('I haven't moved in yet.', 'I've only just moved in.', 'I've lived here a while.') with a 'Continue' button.
- NOW TV Passes:** Shows Entertainment (NOW TV £6.99pm), Movies (NOW TV £9.99pm), Sports (NOW TV £9.99pm), and Kids (NOW TV £9.99pm) options.
- Great news:** Announces broadband speeds available at 160 City Rd.
- Check & Confirm your bundle:** Displays a monthly subscription for a NOW TV Bundle (Entertainment Month Pass, Fast Broadband 18mbps, Pay as you use) totaling £13.99.

**Row 2 Screenshots:**

- Create your account:** Fields for Title (Mr.), First name (John), Last name (Smith), Email address (johnsmith@gmail.com), and a 'Create Account' button.
- Select your address:** Fields for Select your address for EC1 V2NX (160 City Rd, London EC1V 2NX) and a 'Confirm address' button.
- Payment:** Fields for Card number (XXXX XXXX XXXX XXXX), Expiry date (05/17), Security code (XXX), and a 'Pay now' button.
- Payment Authentication:** A 'Verified by VISA' screen for HSBC, showing card details (Merchant: NOW TV, Amount: GBP 30.00, Date: 01 Nov 2016, Card number: XXXX XXXX XXXX 1234), personal message (Hello), and a 'Submit' button.

**Row 3 Screenshots:**

- Order successful:** Confirmation of broadband activation (date 7 Feb 2016) and a 'Start watching now' button.
- To start watching, download the app:** Instructions to download the app for mobile, tablet, laptop, or desktop.
- Available on the App Store** and **Google play** buttons.
- Manage your account:** A button to 'Go to My Account'.

# Final Product Designs

## Final Bundle Builder Visuals

Visuals produced by the UI Designer on the project after the UX was finished

The screenshots illustrate the final product design for the NOW TV Bundle Builder, showing the user flow from selecting services to final payment.

- Screenshot 1: Selecting Broadband or Fibre**

Shows options for Broadband or Fibre, including Brilliant Broadband (4.5 - 10.3Mbps), Fab Fibre (30.0 - 40.0Mbps), and Super Fibre (60.0 - 80.0Mbps). Prices range from £8.00pm to £28.00pm.
- Screenshot 2: Selecting Call package**

Shows options for Pay as you use calls, Evening & weekend calls, and Anytime calls. Prices range from £0.00pm to £8.00pm.
- Screenshot 3: Choose your Broadband speed**

Shows options for 5 - 18Mbps ADSL, 25 - 40Mbps Fibre, and 62 - 78Mbps Fibre. Prices range from £8.00pm to £14.00pm.
- Screenshot 4: Choose your Call package**

Shows options for Pay as you use, Evenings & weekends, and Anytime calls. Prices range from Free to £8.00pm.
- Screenshot 5: Choose your Broadband plan**

Shows options for No contract (Cancel anytime) and Saver (12 month commitment). Prices range from £40.00 to £5.00.
- Screenshot 6: Payment details**

Shows the payment section where users can enter card information (Card number, Expiry date, Security code, CVV code) and review the monthly payment summary.

Client:



## Groceries Online

Order Amend, Regular Shop, Checkout & Nectar Redemption within Groceries Online

### The Challenge

With the help of the Data Analytics team, identify the key issues with existing products and work on viable solutions that the business could deliver quickly and effectively roll out. A mix of new and existing products worked on with a quickly expanding digital team.

### The Approach

With every product worked on at Sainsbury's the approach was always to start with the Analytics. This gave a huge amount of insight into what the customer were doing while shopping. With this and tools such as SessionCam we could quickly see what the existing customer struggled with. Solutions are then designed up in Axure and built into a prototype before being tested on users in Usability Lab Studies. Due to lack of 'Researcher' resource we ran our own lab studies recruiting participants externally.

### The Product

**Order Amend**, a simple message alerting the user to re-checkout once they had 'amended' their order. The challenge was that no one did and so their order was not delivered. We tested different locations of a 'banner' as well as enhanced features to try and make people notice and read the message. They simply did not unless the really needed to. Our solution was to keep the original order being delivered unless they re-checked out the changes. This was then messaged in the shopping journey and supported with email and text messages to the customer.

**Nectar Redemption** was a new product launch that allowed the user to collect and redeem their Nectar points in the checkout. We had to design this feature into the checkout without confusing the customer. Again iteratively User Testing out solutions allowed us to create the most usable product in the timeframe we had. That coupled with a new and improved checkout allowed the user to quickly and easily redeem their points.

**Regular Shop** was inherited of another team who had tried to create a product that allowed the user to quickly set up a regular groceries delivery every week or two weeks. With no intelligence or algorithm in the backend, the system just took the user's past shop and set that up as an ongoing delivery automatically checking it out. The user was then encouraged to 'edit' this as a live delivery (Order Amend). Again, more user testing and in this case it was done to show the stakeholders that the product in its current state would not satisfy the customers requirements. The MVP product had to allow the users to 'edit' their regular shop during the setup process. It also raised lots of questions and features that needed to be factored in. How do I 'pause' a shop if I am on holiday.

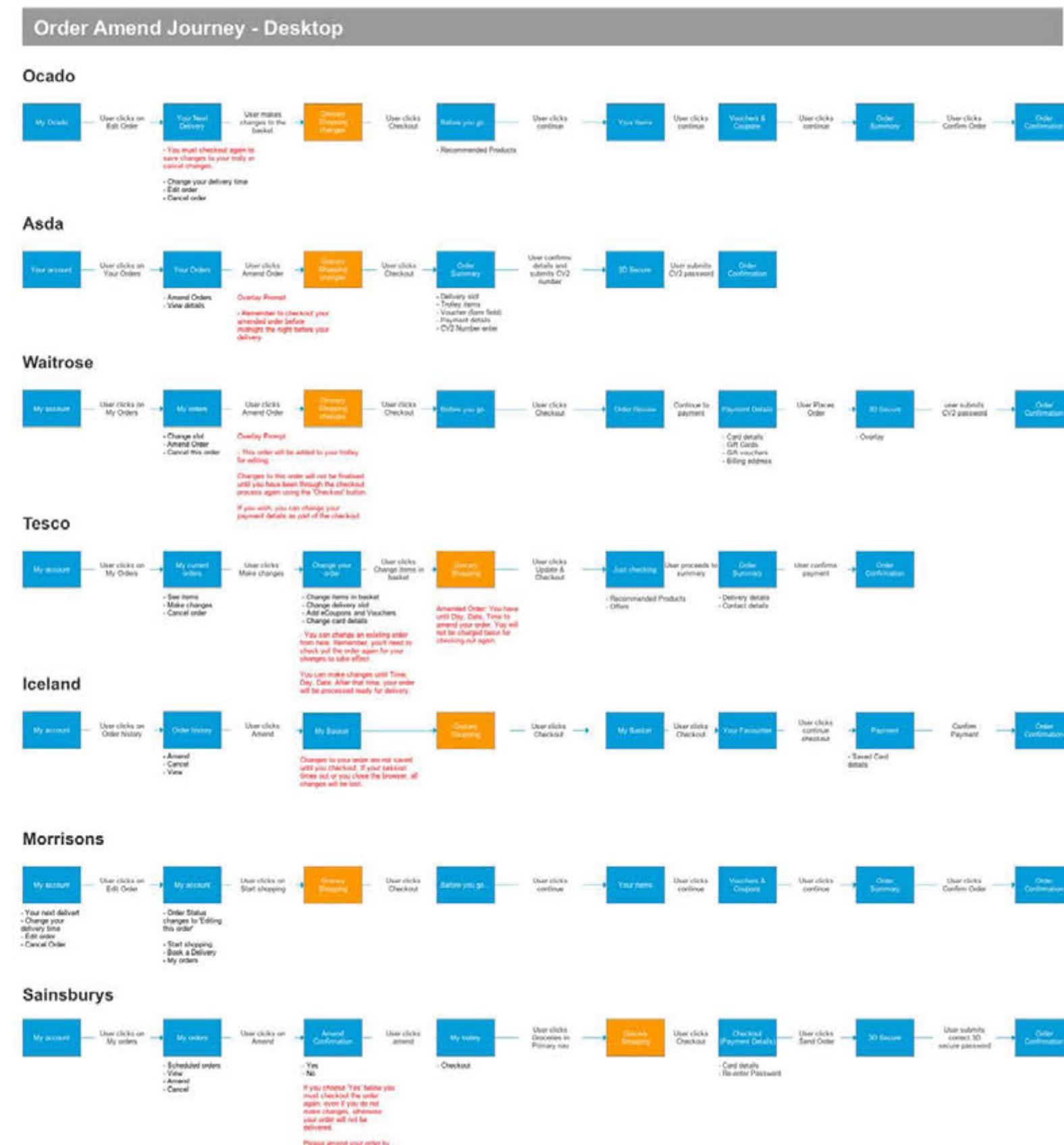
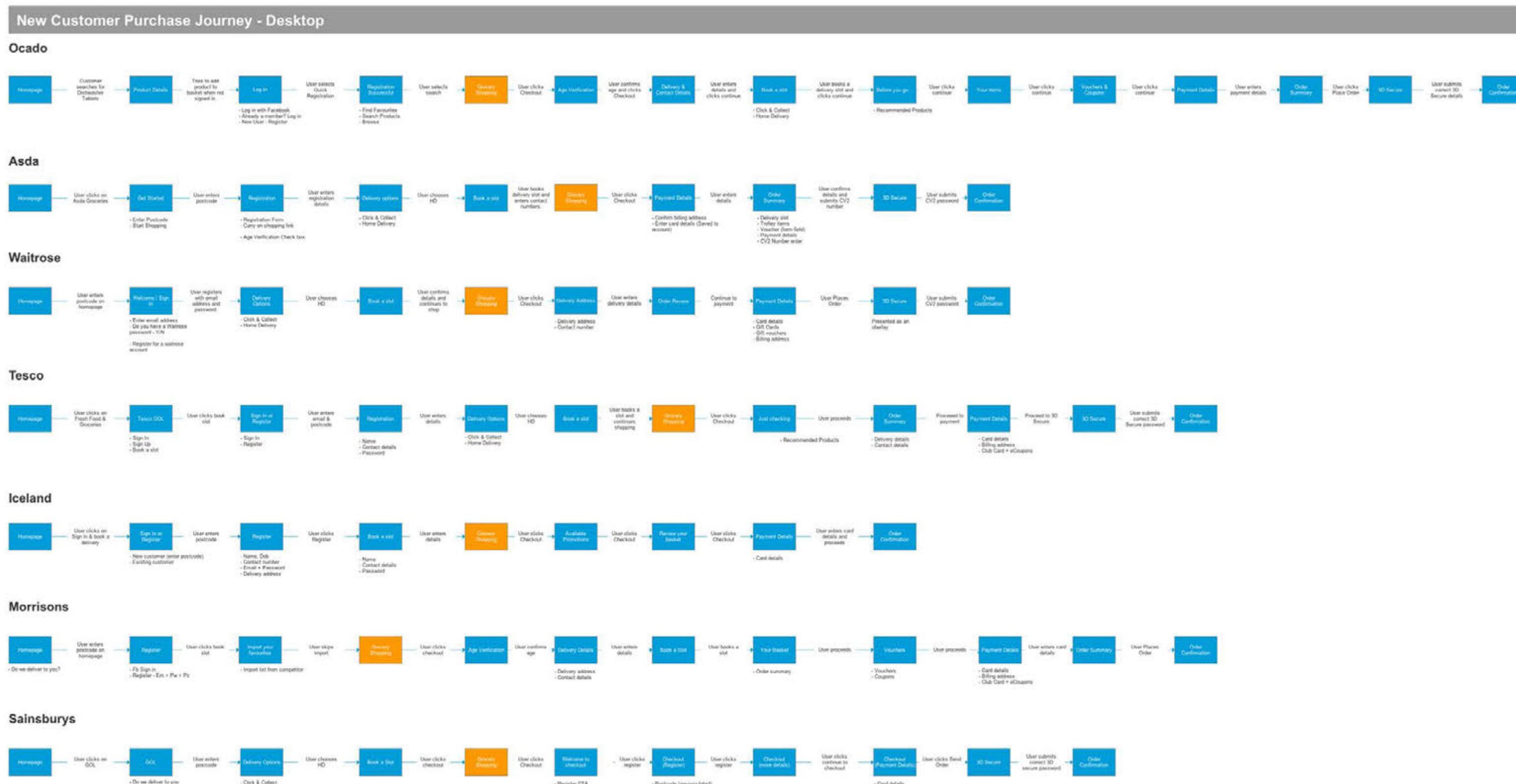
**Senior UX Designer** – Lead UX on a wide range of projects including Checkout & Nectar Integration, Order Amend & Regular Shop as well as consulting with the business on Accessibility & Usability testing integration into the teams.

- Responsive Product (mobile, tablet & desktop)
- Agile product development (nearshore sprint team)
- Working across multiple products
- Working closely with the PO & BA's
- Running regular Usability Lab Studies (in-house)
- Managing and organising Lab Studies
- UX Research across multiple projects
- Insights and Analytics research for the products
- Consultancy work across the digital team projects
- Consulting on UX ways of working

# Sainsbury's Groceries Online

## Mapping out the steps through Checkout

The work included a competitor analysis review  
the steps through the purchase journey of all  
the key grocery retailers.



## Progress Bar

### Progress Trackers in Web Design: Examples and Best Practices (2010)

Read Smashing Magazine Article (2010)

### Progress Indicators as an Essential Part of Website (2013)

Read Design Medo Article (2013)

#### Provide a progress indicator

Checking out is usually a multi-step process. This means the customer will have to navigate several pages before the order is complete. To make this process usable be sure to add a progress indicator that says exactly at what stage of the checkout process the customer is right now and how long there is left to go — i.e. list all the steps

Knowing where you are in the topography of the site or process will give your users a sense of control, which is important from a usability perspective. Also, knowing what stages are yet to come will eliminate any confusion — i.e. they will know when they get to the last step. This will makes it easier to click through as you know you can still modify or cancel the order at any of the stages before that.

Ref: Smashing Magazine

### Sainsbury's Progress Tracker Steps

#### New User (Unregistered)

1. Welcome to Checkout (Register or Log in)
2. Register
3. Delivery & Billing
4. Checkout
5. Card Authentication
6. Order Confirmation

#### Current User (no previous purchases)

1. Checkout - Order Summary
2. Card Authentication (3D Secure)
3. Order Confirmation

#### Order Amends + Returning Customer

1. Offers you've missed
2. Checkout - Order Summary
3. Card Authentication (3D Secure)
4. Order Confirmation

#### New User (Unregistered)



#### Current User (no previous purchases)



#### Order Amends + Returning Customer



**Sainsbury's Web Sphere**

Find a list of products | Store Locator | My Account | Log Out

**Checkout**

**Delivery details**

Delivery time: Thursday 23 October 2014, 2pm - 3pm  
Delivery address: 123 St Peters Road, Winchester, SO23 9QE

**Order summary**

Items in trolley	£60.00
Delivery price	£4.00
Voucher savings	£0.00
Other savings	£0.00
Total price	£64.00

**Substitute preferences**

If a product is unavailable on the day of your delivery, our personal shoppers will select a substitute. If you'd rather we didn't do this just let us know.

> My substitution preferences

**E-vouchers**

If you have an e-voucher please enter the code here:  Add voucher

**Payment**

Choose a payment card: Visa Debit \*\*\*\*1234 > Add new payment method

**Sainsbury's security**

Please re-enter your Sainsbury's security password:

**Trolley summary**

Quantity	Product	Allow substitute?	Price
2 in trolley	Lanson Black Label Brut, Non Vintage 75cl £29.00/unit £29.00/75cl	Allow	£29.00
2 in trolley	Lanson Black Label Brut, Non Vintage 75cl £29.00/unit £29.00/75cl	Allow	£29.00
2 in trolley	Lanson Black Label Brut, Non Vintage 75cl £29.00/unit £29.00/75cl	Allow	£29.00
2 in trolley	Lanson Black Label Brut, Non Vintage 75cl £29.00/unit £29.00/75cl	Allow	£29.00

**Paying by MasterCard, Visa or Maestro?**

Mastercard secure logo Verified by Visa logo You may be taken to payment card verification by MasterCard SecureCode or Verified by Visa > Find out more

**Continue Shopping** **Send order** **> Learn more**

**Offers you've missed** **Checkout** **Card authentication** **Order confirmation**

**Checkout**

**Delivery details**

Delivery date & time: Sunday, 02 November 2014, 2pm-3pm > Change date & time

Delivery address: 23, Clausentum Road, Winchester, Hampshire SO23 9QE > Change address

**Substitution preferences**

If a product is unavailable on the day of your delivery, our personal shoppers will select a substitute. If you'd rather we didn't do this just let us know.

> Change preferences

**Payment**

Select a payment card: Visa Debit \*\*\*\*1234 > Add new card

**E-voucher**

+ Add e-voucher

**Trolley summary**

Items in your trolley: £72.00  
Delivery cost: £4.00  
Voucher savings: £0.00  
Other savings: £0.00

**Total cost: £76.00** **Includes savings of £15.34**

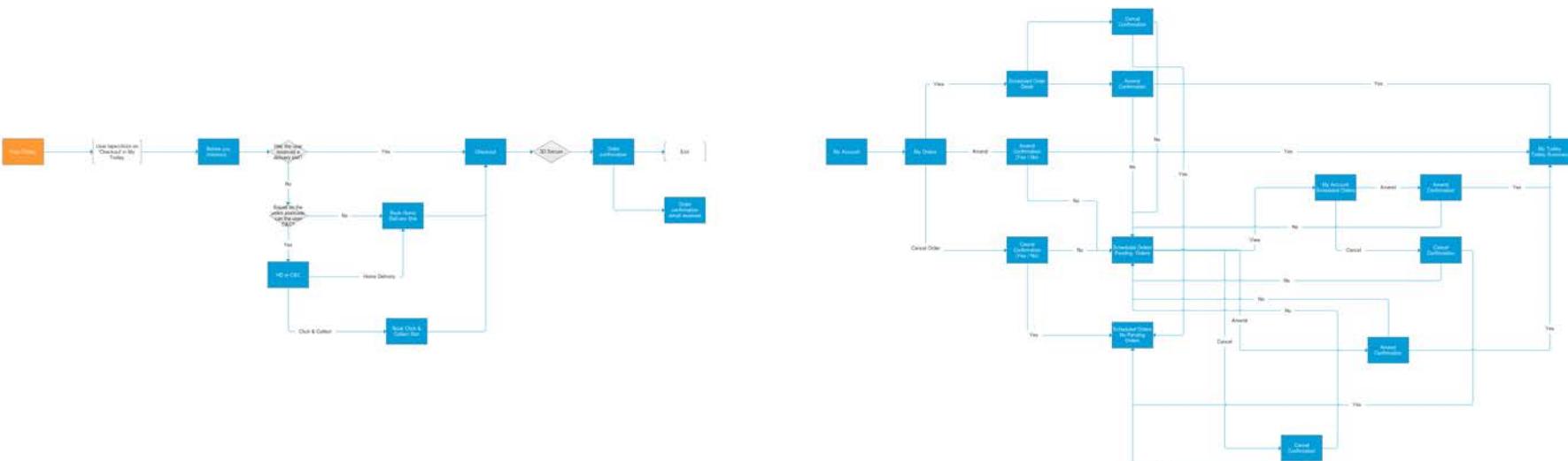
Items in your trolley: £72.00  
Delivery cost: £4.00  
Voucher savings: £0.00  
Other savings: £0.00

**Total cost: £76.00**

**Continue shopping** **Place order**

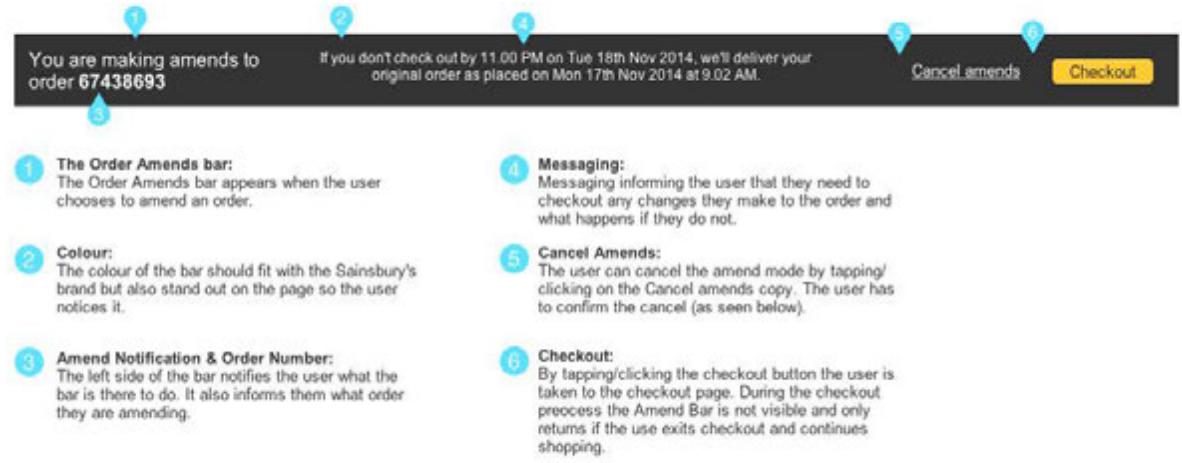
**MasterCard SecureCode** **Verified by VISA**

Sainsbury's is secure  
And your personal details are protected [Learn more](#)

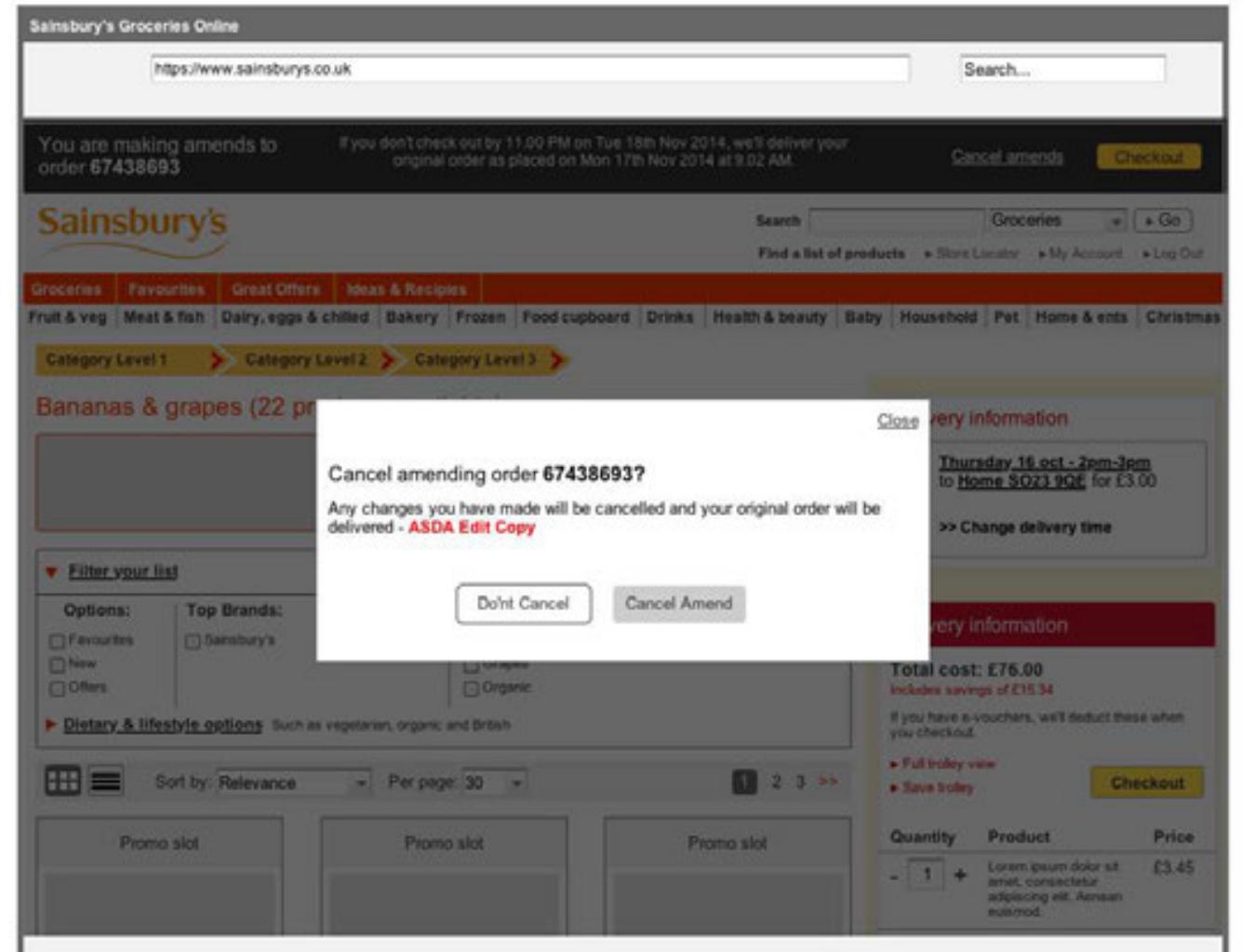


## Sainsbury's Order Amend Bar

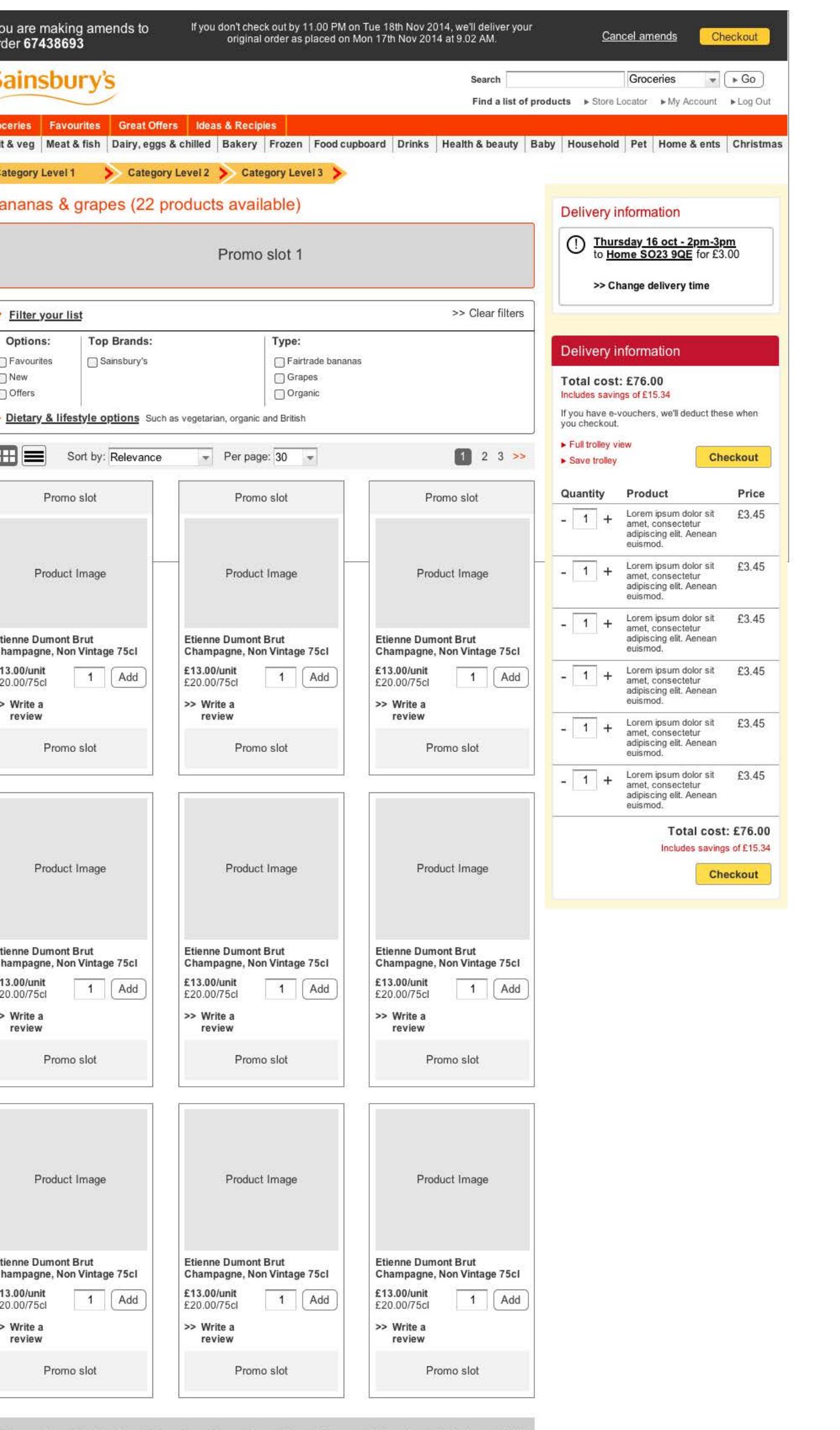
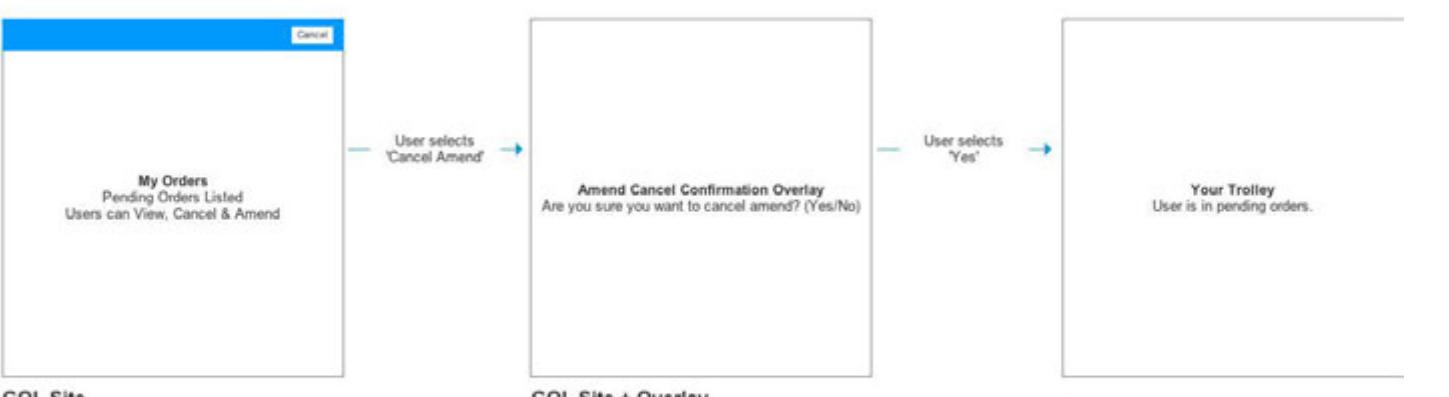
## Desktop Amend Bar Spec



## Sainsbury's Order Amend Cancellation Confirmation Overlay

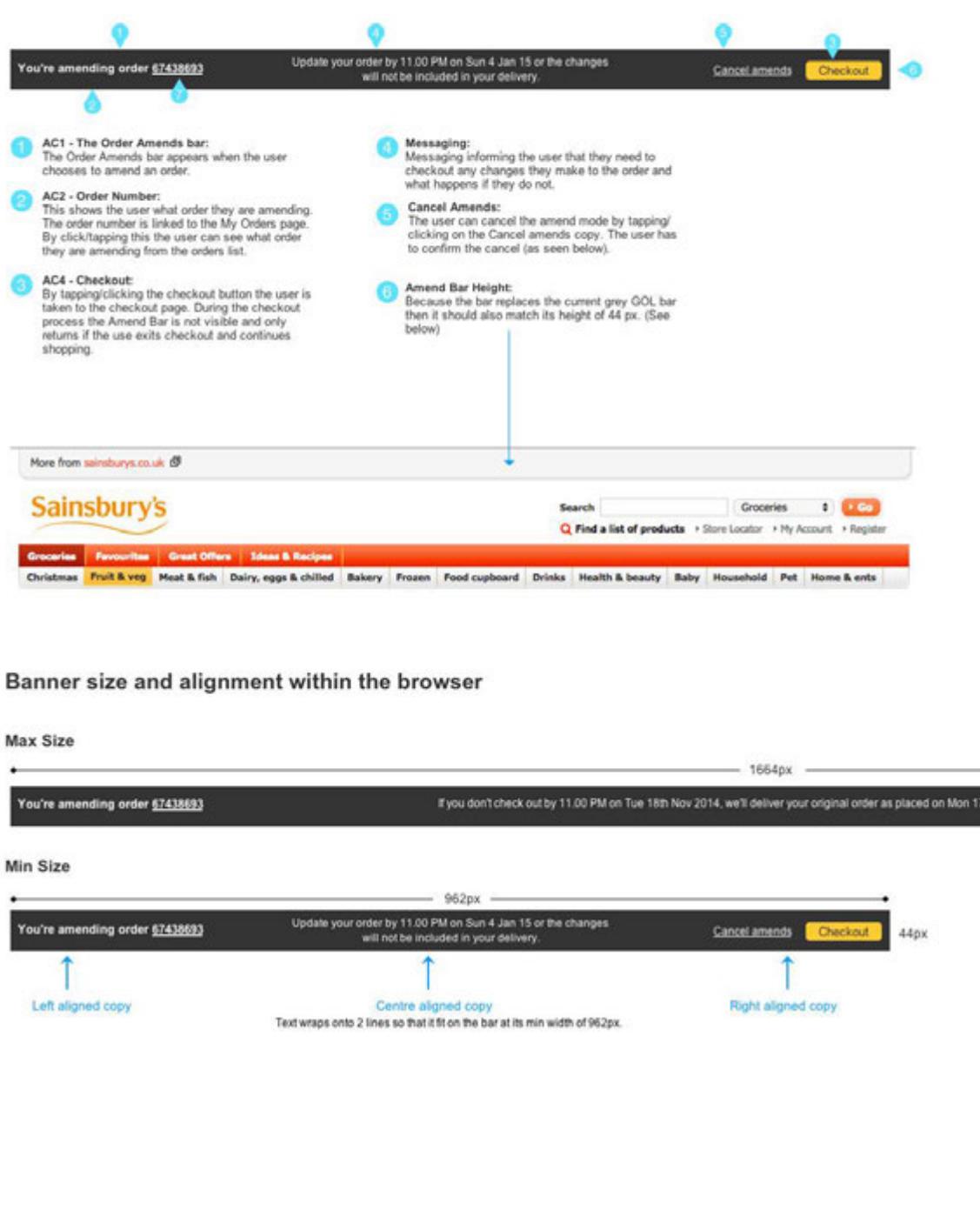


## Sainsbury's Order Amend Cancellation Confirmation

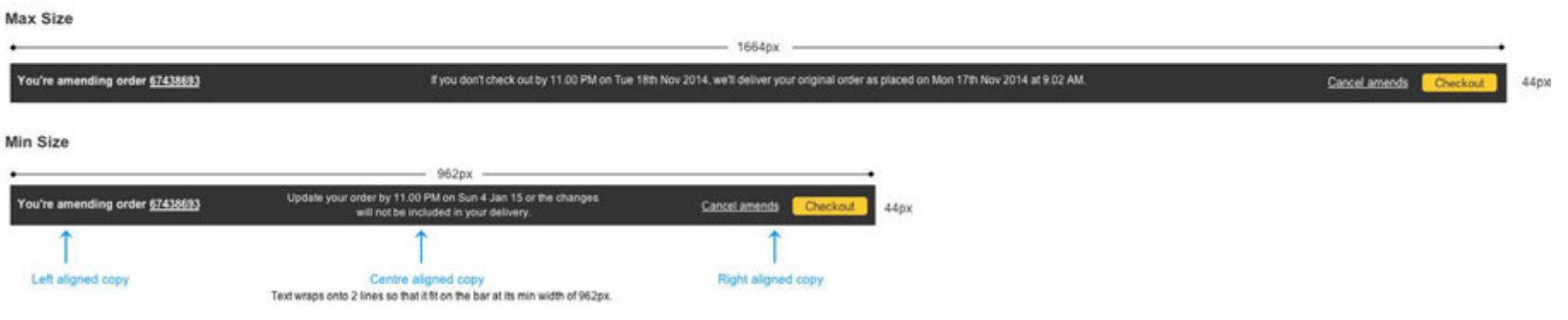


OA-19

As a desktop customer, I want it to be obvious that I am amending an order and which order that is.



#### **Banner size and alignment within the browser**



## Sainsbury's Order Amend Confirmation

### Amend Order Customer Journey



### Current Order Amend Confirmation page

The page shows a confirmation message: "Are you sure you want to amend your order?". It includes a "Yes" button and a "No" button.

- 1 Confusing messaging
- 2 Delivery & Delivery slot lost if the user does not checkout.
- 3 Question on the page after a block of text
- 4 Yes & No the wrong way around. No should be on the left (back) & Yes on the right (forward)

### New Order Amend Confirmation page

The page shows a confirmation message: "Do you want to amend order 67438693?". It includes a "Cancel" button and an "Amend" button.

- 1 Clear heading written as a question.
- 2 Order Number included in the question.
- 3 Clear messaging informing the user that they need to checkout any changes otherwise their original order will be delivered.

### Sainsbury's Order Amends - Mobile

New Slot Booking Homepage Module + Slot Count Down + Slot Expired

Current customer journey for booking a new slot

This screenshot shows the "Book Delivery" section of the mobile homepage. It includes fields for "Delivery Address" (Billing SO23 9QE), "Delivery Day" (Fri 17 Oct 2014 from 2:00), and a "Not Available" button. Below this is a "Checking..." status bar.

This screenshot shows a message: "Please check out before 1:13 PM today or you may lose your booking". It includes a "Favourites" and "Great Offers" grid.

This screenshot shows a message: "Delivery slot expires at 1:13PM". It includes a "Favourites" and "Great Offers" grid.

### Mobile: GOL Homepage

Homepage + Amend Bar & Cancel Button

This screenshot shows the Sainsbury's Groceries homepage with an "Amend" button in the top right corner. It includes a "Not Documented Yet" message, a "Heading 2" section, and a "Delivery Information" block.

### Mobile: Confirmation Page

Cancel Amend Confirmation Page

This screenshot shows a confirmation message: "Cancel amending order 67438693? Any changes you have made will be cancelled and your original order will be delivered - ASDA Edit". It includes "No" and "Yes" buttons.

### Mobile: My Orders

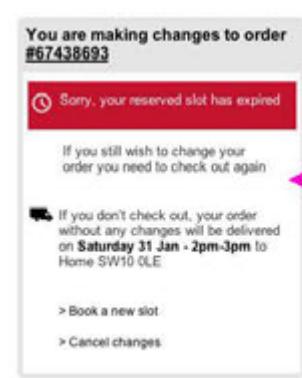
My Orders Page

This screenshot shows the "My Orders" page with a "Book Delivery" section. It includes a "Not Mr Bradbury?" message, a "Not Mr Bradbury?" section, and a "Book Now" button.

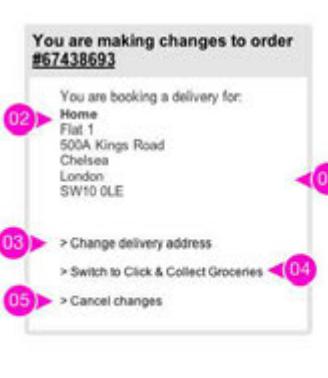
## Book Delivery - Delivery Slot Expired

The user's new delivery slot has expired (3 hour window) and they are prompted to select a new one.

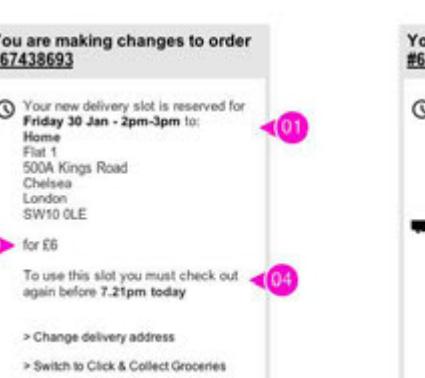
### 1 GOL + Change Bar Reserved Slot has Expired



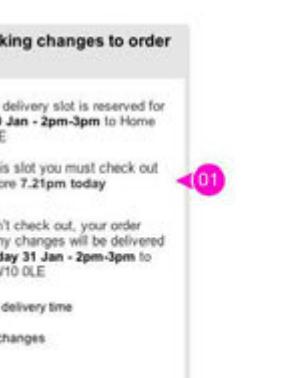
### 2 Book Delivery No Slot Selected



### 3 Book Delivery New Slot Selected



### 4 GOL + Change Bar New Reserved Slot



01 The user is on the GOL pages and they have selected a new delivery/collection slot. This new slot is reserved for 3 hours. The 3 hours has now expired.

The user click/taps on the 'Book a new slot' CTA.

NOTE:This is the same state as Delivery States v4.0 - State 2c.

01 The user is directed to the Book Delivery page. Because the previous reservation has expired, the user is presented with the option to confirm the delivery slot has been reserved. The RHS Change Bar updates to reflect this (as above).

02 The users delivery address Nickname and full address is displayed.

03 Change delivery address link takes the user to the My Addresses page. This is the same as current site behaviour.

04 Switch to C&G link takes the user to the Choose a location page. This is the same action and behaviour as the current site, if the user has a postcode to then this option is not displayed.

05 Cancel changes link takes the user to the Cancel confirmation page.

01 The user has selected a new slot and been presented with the overlay confirming the reservation of the slot.

If the user selects the 'Start Shopping' button on the overlay they are directed to the GOL homepage with the Change Bar on the RHS. The state displayed is the same as Delivery States v4.0 - State 2c.

02 Because the user has now selected a new delivery slot this is displayed in the Change Bar. Their slot is displayed as <Day / Date / Month / Time Slot> to <Nickname + Full address>

NOTE:This is the same state as Delivery States v4.0 - State 2c.

03 Delivery cost

04 Messaging informing the user that they have to checkout to confirm the slot. The time displayed is the 3 hour slot reservation time.

05 Cancel changes link takes the user to the Cancel confirmation page.

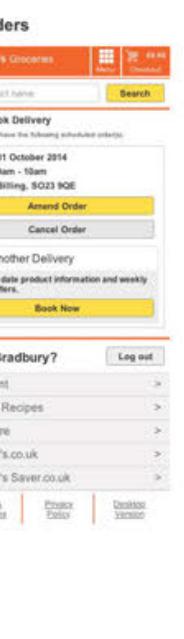
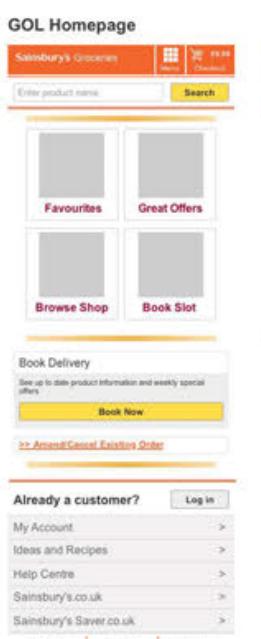
**Does this need an expiry state?  
Check current site behaviour.**

## Mobile User in Change Mode + A New Booking Slot Expired (State 4)

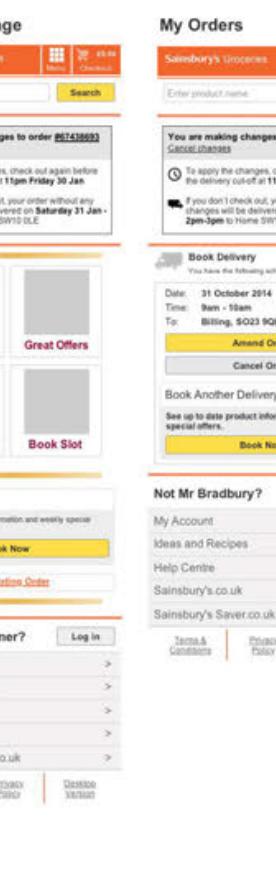
## Mobile User in Change Mode + A New Booking Slot Expired (State 5)

**NOTE:** Please only use this as a visual aid. See OA-440 image for specification.

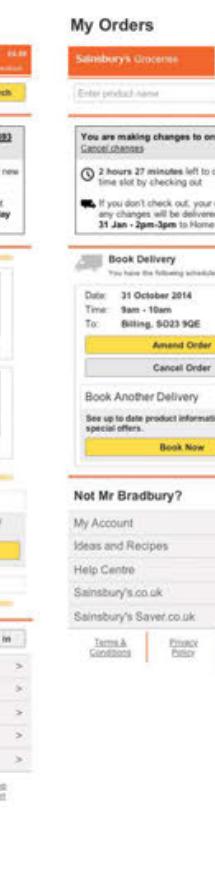
## Mobile User Not in Change Mode



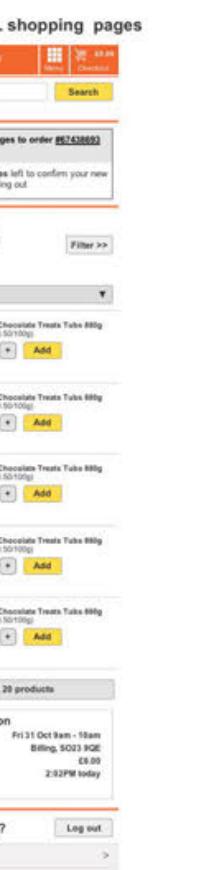
## Mobile User in Change Mode (State 1)



## Mobile User in Change Mode + A New Booking Slot Selected (State 2)



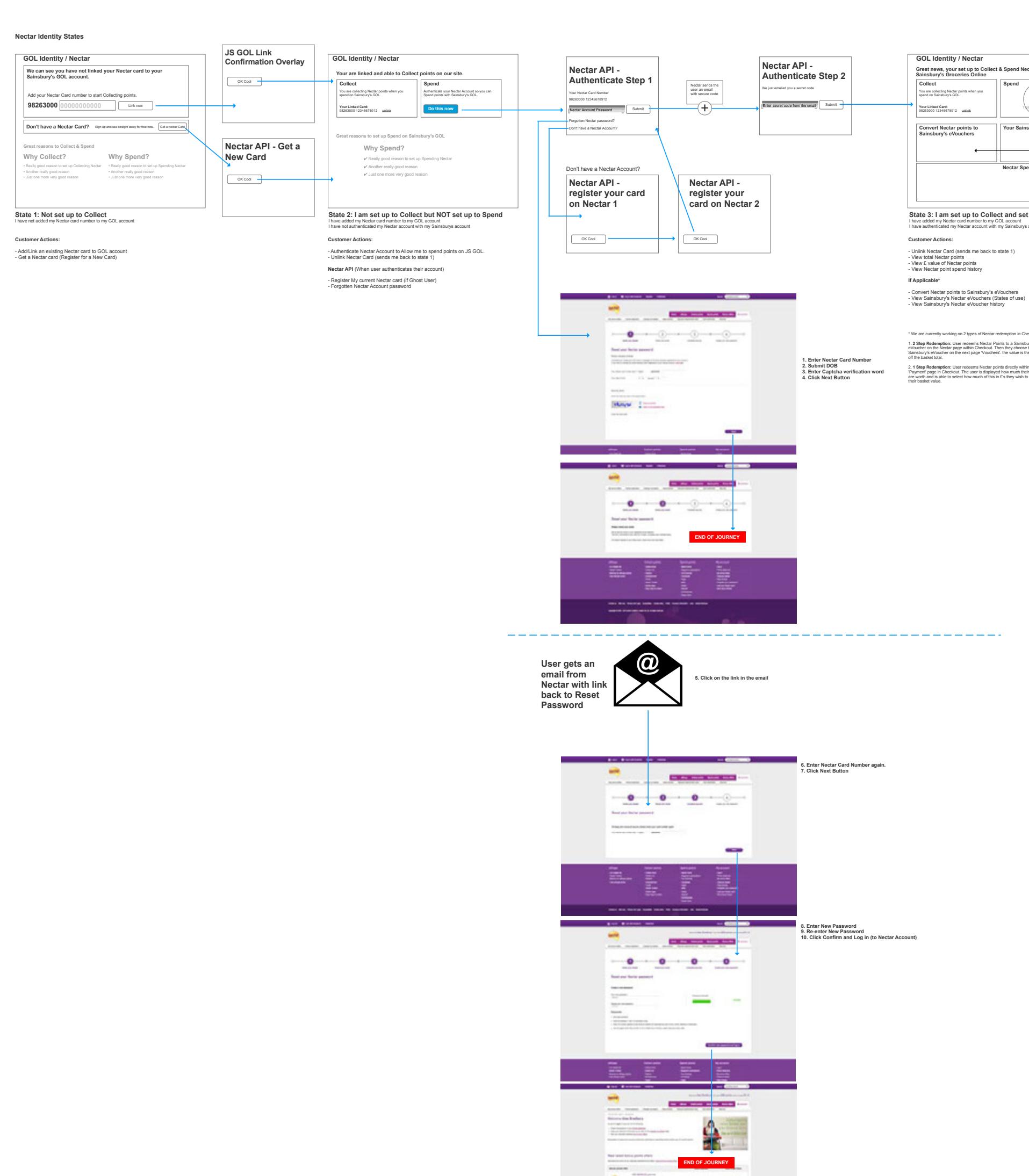
## Mobile User in Change Mode + A New Booking Slot Selected + Countdown (State 3)



# Nectar integration into Sainsbury's Groceries Online Checkout

Mapping out the current Nectar sign up and Forgotten Password Journey.

Initial Layouts for how the customer might spend nectar points during their purchase journey.



**Spend Nectar Points**  
User taps 'Add Voucher'

Sainsbury's Secure checkout

< Back to summary Order total £103.70

**Vouchers & Nectar**

Add a Voucher Spend Nectar points

Your Wallet/Vouchers

Only if we use the 2 Step Redemption (See below)

Get £2.50 Off Your First Online Shop when you spend £60 Expires 23/12/15 -£2.50

Sainsbury's Goodwill Voucher Expires 23/12/15 -£1.50

Nectar eVoucher Expires 23/12/15 -£5.00

**Proceed to summary**

Trolley total Including savings of £110.80 -£6.20

Delivery cost £4.00

Carrier bag charge £0.40

Voucher savings -£21.50 £2.50 Off Your First Shop Sainsbury's Goodwill Voucher Nectar eVoucher SummerPromo123

Total to pay £103.70

Not John? Log Out Continue shopping Help centre

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**Spend Nectar Points**  
Add Voucher Field Opens User enters £1's amount and taps Convert.

Sainsbury's Secure checkout

< Back to summary Order total £103.70

**Vouchers & Nectar**

Add a Voucher Spend Nectar points

Your 4,440 points are worth £22.20 You can convert up to £20.00 of Nectar points into a Sainsbury's eVoucher to use on this order £10 = 200pts Convert

Must be in multiples of £2.50

Your Wallet/Vouchers

Create a £10 Sainsbury's eVoucher using 2000 Nectar points?

- Vouchers can't be converted back to points.
- You must use your vouchers within 12 months
- \* T&Cs apply.

**Proceed to summary**

Trolley total Including savings of £110.80 -£6.20

Delivery cost £4.00

Carrier bag charge £0.40

Voucher savings -£21.50 £2.50 Off Your First Shop Sainsbury's Goodwill Voucher Nectar eVoucher SummerPromo123

Total to pay £103.70

Not John? Log Out Continue shopping Help centre

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**Spend Nectar Points**  
Confirmation screen appears User agrees by tapping Continue

Sainsbury's Secure checkout

< Back to summary Order total £103.70

**Vouchers & Nectar**

Add a Voucher Spend Nectar points

Voucher added to your wallet below

Your Wallet/Vouchers

Get £2.50 Off Your First Online Shop when you spend £60 Expires 23/12/15 -£2.50

Sainsbury's Goodwill Voucher Expires 23/12/15 -£1.50

Nectar eVoucher Expires 23/12/15 -£5.00

Nectar eVoucher Expires 23/12/15 -£10.00

**Proceed to summary**

Trolley total Including savings of £110.80 -£6.20

Delivery cost £4.00

Carrier bag charge £0.40

Voucher savings -£21.50 £2.50 Off Your First Shop Sainsbury's Goodwill Voucher Nectar eVoucher SummerPromo123

Total to pay £103.70

Not John? Log Out Continue shopping Help centre

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**Spend Nectar Points**  
Processing window confirms the Nectar Points have been converted and the New Nectar Voucher is in the wallet below.

Sainsbury's Secure checkout

< Back to summary Order total £93.70

**Vouchers & Nectar**

Add a Voucher Spend Nectar points

Your Wallet/Vouchers

Get £2.50 Off Your First Online Shop when you spend £60 Expires 23/12/15 -£2.50

Sainsbury's Goodwill Voucher Expires 23/12/15 -£1.50

Nectar eVoucher Expires 23/12/15 -£5.00

Nectar eVoucher Expires 23/12/15 -£10.00

**Proceed to summary**

Trolley total Including savings of £110.80 -£6.20

Delivery cost £4.00

Carrier bag charge £0.40

Voucher savings -£21.50 £2.50 Off Your First Shop Sainsbury's Goodwill Voucher Nectar eVoucher SummerPromo123

**Order total** £93.70

Not John? Log Out Continue shopping Help centre

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**Spend Nectar Points**  
Nectar field closes.

Sainsbury's Secure checkout

< Back to summary Order total £93.70

**Vouchers & Nectar**

Add a Voucher Spend Nectar points

Your Wallet/Vouchers

Get £2.50 Off Your First Online Shop when you spend £60 Expires 23/12/15 -£2.50

Sainsbury's Goodwill Voucher Expires 23/12/15 -£1.50

Nectar eVoucher Expires 23/12/15 -£5.00

Nectar eVoucher Expires 23/12/15 -£10.00

**Proceed to summary**

Trolley total Including savings of £110.80 -£6.20

Delivery cost £4.00

Carrier bag charge £0.40

Voucher savings -£21.50 £2.50 Off Your First Shop Sainsbury's Goodwill Voucher Nectar eVoucher SummerPromo123

**Order total** £93.70

Not John? Log Out Continue shopping Help centre

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## Nectar integration into Sainsbury's Groceries Online Checkout

Iterative User Testing on how users can collect and redeem Nectar points on the Sainsbury's website.

**Add Vouchers & spend Nectar points**

**Delivery**   **Summary**   **Payment**

**Add a Voucher**   **Spend Nectar points**

Voucher code **ABONSHE123** **03** **Add Voucher** *This voucher is already being used*

**Manage your Vouchers**  
Vouchers you can apply to your order

- Get £2.50 Off Your First Online Shop when you spend £60 Expires 23/12/15 -£2.50
- Sainsbury's Goodwill Voucher Expires 23/12/15 -£1.50
- Nectar eVoucher Expires 23/12/15 -£10.00
- Nectar eVoucher Expires 23/12/15 -£5.00
- SummerPromo123 Expires 23/12/15 -£2.50

**Order total** **£93.70**

**Proceed to summary**

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**Add Vouchers & spend Nectar points**

**Delivery**   **Summary**   **Payment**

**Proceed to summary**

**You have not Added the voucher**  
You have entered a voucher in the field but not selected 'Add Voucher' below

**Add Vouchers & spend Nectar points**

**Add a Voucher**   **Spend Nectar points**

Voucher code **ABDNSE123** **01** **Add Voucher**

**Manage your Vouchers**  
Vouchers you can apply to your order

- Get £2.50 Off Your First Online Shop when you spend £60 Expires 23/12/15 -£2.50
- Sainsbury's Goodwill Voucher Expires 23/12/15 -£1.50
- Nectar eVoucher Expires 23/12/15 -£10.00
- Nectar eVoucher Expires 23/12/15 -£5.00
- SummerPromo123 Expires 23/12/15 -£2.50

**Order total** **£93.70**

**Proceed to summary** **02**

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**Vouchers & Nectar**

Your Wallet/Vouchers  
Vouchers you can apply to your order

<input checked="" type="checkbox"/> Get £2.50 Off Your First Online Shop when you spend £60 Expires 23/12/15	-£2.50
<input checked="" type="checkbox"/> Sainsbury's Goodwill Voucher Expires 23/12/15	-£1.50
<input type="checkbox"/> Nectar eVoucher Expires 23/12/15	-£10.00
<input checked="" type="checkbox"/> Nectar eVoucher Expires 23/12/15	-£5.00
<input checked="" type="checkbox"/> SummerPromo123 Expires 23/12/15	-£2.50

**Add a Voucher** **Close X**

**Voucher code (optional)**

**03** **ABDNSE123** **Add voucher**

**Proceed to summary**

Not John? **Log Out**

**Continue shopping** **>**

**Help centre** **>**

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[Accessibility](#) | [Contact us](#) | [Desktop version](#)

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<input checked="" type="checkbox"/> Sainsbury's Goodwill Voucher Expires 23/12/15	-£1.50
<input type="checkbox"/> Nectar eVoucher Expires 23/12/15	-£10.00
<input checked="" type="checkbox"/> Nectar eVoucher Expires 23/12/15	-£5.00
<input checked="" type="checkbox"/> SummerPromo123 Expires 23/12/15	-£2.50

**Add a Voucher** **Close X**

**Voucher code (optional)**

**03** **ABDNSE123** **Add voucher**

**Proceed to summary**

Not John? **Log Out**

**Continue shopping** **>**

**Help centre** **>**

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[Accessibility](#) | [Contact us](#) | [Desktop version](#)

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**Vouchers & Nectar**

Your Wallet/Vouchers  
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**Voucher code (optional)**

**03** **ABDNSE123** **Add voucher**

**Proceed to summary**

Not John? **Log Out**

**Continue shopping** **>**

**Help centre** **>**

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Client:

# John Lewis

Mobile Checkout, Guest Checkout, Secure Sign In

## The Challenge:

Improve the current mobile checkout for Guest Users and align it to the new UX guidelines as well as the John Lewis AAA accessibility standard.

**Lead UX Designer** – Working across the mobile and guest checkout working embedded within the John Lewis sprint team.

## The Approach

The product had been worked on for a year by the time our involvement was required. A Desktop product had been created but was not finished and a mobile checkout was being started. This was a "jump in at the deep-end" project improving the UX on the product while feeding the sprint team. A fully agile project with 2 week sprints with a team who were relatively new to the 'Agile' way of working.

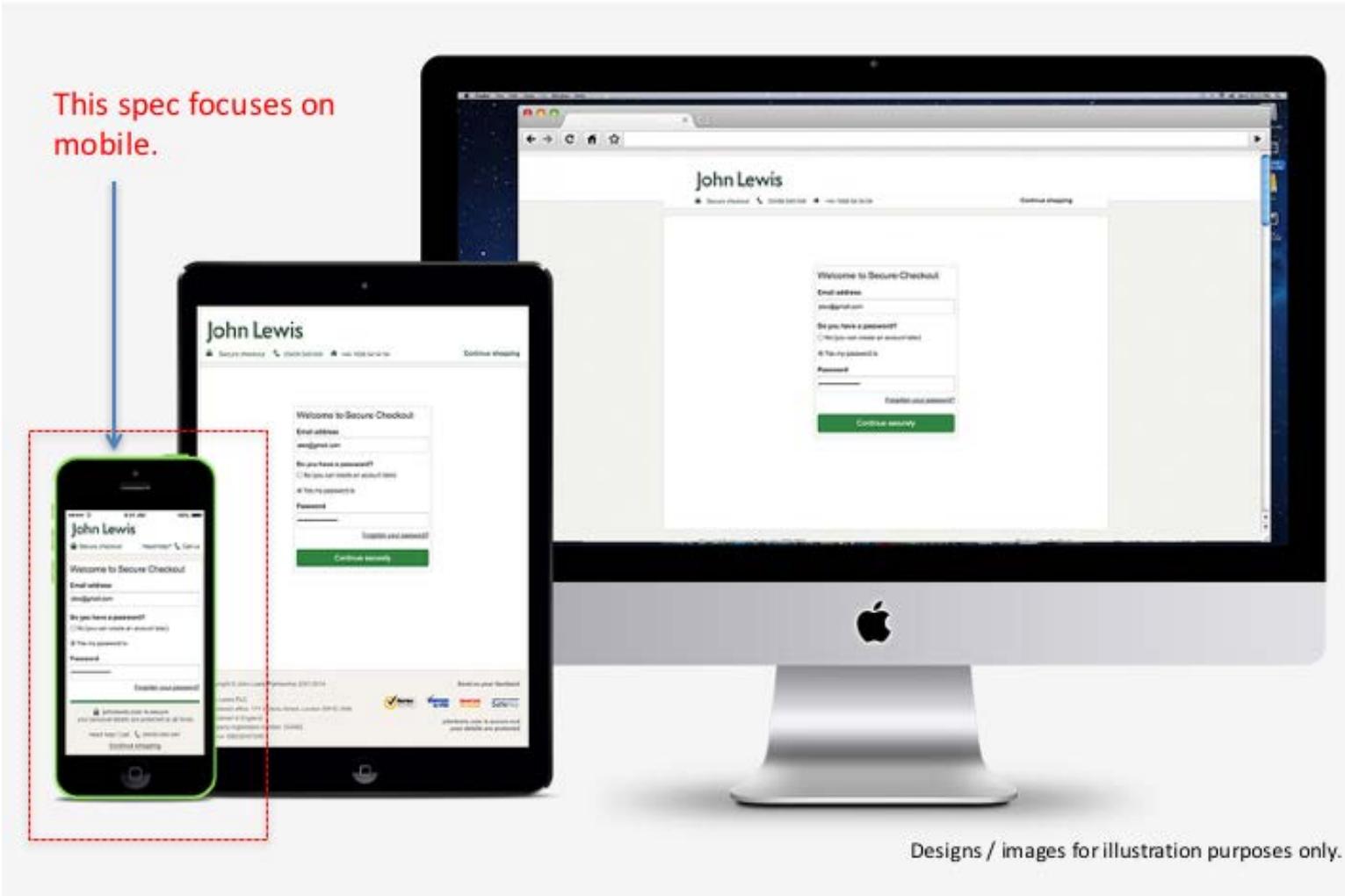
- Responsive Product (mobile, tablet & desktop)
- Working within a Sprint Team
- Lead UX on Mobile & Guest Checkout
- Hit the Road running Project expectation
- Delivering to a high Spec standard and documentation
- User Rating in-house with a UX Researcher
- Granular focus on UX testing and testing the work

## The Product

**Mobile Checkout & Guest Checkout**, A project started by another team and picked up by us with a lot of work still to do. Fully embedded in the sprint team and very steep learning curve enables us to deliver a design solutions, user test and ultimately deliver a high quality product that was released live on the John Lewis site. Micro interactions and hugely complex options for customer delivery were all successfully delivered.

## Secure Checkout – Sign In Page

Responsive across Desktop, Tablet & Mobile.



## Secure Checkout – Sign In Page

**Story: Checking out as a guest user – Incorrect Email Format**

**Scenario:** A user wishes to checkout as a guest. They enter an invalid email address. Then try to submit the page.

### John Lewis

**NOTE:** when referring to an Invalid Email Address I refer to the user not entering in the correct formatting of an email address. Please see below.

**Invalid email addresses**

- abc@example.com (an @ character must separate the local and domain parts)
- @abc@example.com (only one @ is allowed outside quotation marks)
- "a@b.c.d.e.f.g.h[[jk]]@example.com (none of the special characters in this local part is allowed outside quotation marks)
- Just "or" right@example.com (quoted strings must be dot separated or the only element making up the local-part)
- this is "not" allowed@example.com (spaces, quotes, and backslashes may only exist when within quoted strings and preceded by a backslash)
- this is still "not" allowed@example.com (even if escaped (preceded by a backslash), spaces, quotes, and backslashes must still be contained by quotes)
- john\_doe@example.com (double dot before @)
- john.doe@example.com (double dot after @)

**Note:** when referring to an Invalid Email Address I refer to the user not entering in the correct formatting of an email address. Please see below.

**Invalid email addresses**

- abc@example.com (an @ character must separate the local and domain parts)
- @abc@example.com (only one @ is allowed outside quotation marks)
- "a@b.c.d.e.f.g.h[[jk]]@example.com (none of the special characters in this local part is allowed outside quotation marks)
- Just "or" right@example.com (quoted strings must be dot separated or the only element making up the local-part)
- this is "not" allowed@example.com (spaces, quotes, and backslashes may only exist when within quoted strings and preceded by a backslash)
- this is still "not" allowed@example.com (even if escaped (preceded by a backslash), spaces, quotes, and backslashes must still be contained by quotes)
- john\_doe@example.com (double dot before @)
- john.doe@example.com (double dot after @)

## Secure Checkout – Sign In Page

**Checkout Flow.**

Secure Checkout - Sign In / Welcome Page *(from the rest of the spec I will refer to this page as the [Guest User Page](#).)*

Guest Checkout Route  
JL Account Sign In Route

Welcome to Secure Checkout

Email address

Do you have a password?

No (you can create an account later)  
 Yes my password is

Continue securely

Guest Checkout

Default Guest User Page

## Secure Checkout – Sign In Page

**Story: Sign In and continue to checkout – Show / Hide password.**

**Scenario:** The user wants to see the password as they type it and therefore taps on the 'Show password' link

Welcome to Secure Checkout

Email address

Do you have a password?

No (you can create an account later)  
 Yes my password is

Password

Show password

Xle8\_QWEdes21

Continue securely

Default Guest User Page

Welcome to Secure Checkout

Email address

Do you have a password?

No (you can create an account later)  
 Yes my password is

Password

Hide password

\*\*\*\*\*

Continue securely

JL Account Sign In Page

Welcome to Secure Checkout

Email address

Do you have a password?

No (you can create an account later)  
 Yes my password is

Password

Show password

Xle8\_QWEdes21

Continue securely

Logged In Checkout

## Secure Checkout – Sign In Page

**Story: Sign In and continue to checkout – Signing in with cookies enabled and the browser pre-populating the Username & Password**

**Scenario:** A user continues into the secure checkout and having previously logged in successfully and stored their username and password in the browser cookies; lands on the Secure Sign In page with the Un + Pw prepopulated.

Welcome to Secure Checkout

Email address

Do you have a password?

No (you can create an account later)  
 Yes my password is

Password

Show password

Xle8\_QWEdes21

Continue securely

JL Account Sign In Page

- The browser remembers the users Un + Pw and automatically takes them to the 'Yes my password is' section of the sign in page. Users would have to have typed in their Un + PW on a previous journey through checkout using the same browser and having been asked and accepted if they would like the browser to save their details.
- The browser auto-populates their User name
- The browser auto-populates their Password (Masked state only)
- The option to 'show password' is disabled. The user would have to completely delete all the masked password and start again with no auto prompt/ auto fill before they get the option to 'show password'.

**NOTE:** the Product Owner has not agreed this functionality yet.

## Secure Checkout – Sign In Page

**Story: Forgotten Password – email message / notification**

**Scenario:** The user has forgotten their password and tapped on the Forgotten password link. They have successfully submitted their surname and postcode and have returned to the sign in page with a notification instructing them what happens next.

We've sent an email to you@your-email.com

Email address

Do you have a password?

No (you can create an account later)  
 Yes my password is

Password

Show password

Xle8\_QWEdes21

Continue securely

JL Account Sign In Page

- The messaging appears above the email address form field. It is in green because it is not an error message. It informs the user that has happened and what they need to do next.

# John Lewis

## Mobile Checkout | Guest user Wireframes & Functional Spec

Version 1.0  
Part 2.0  
Alex Bradbury - UX Architect  
August 2014

## Payment

### Card Details

**Gift Voucher, Gift Cards & Promotional Code block**

1 Accepted cards on John Lewis mobile site represented with images. Non interactive.

2 Drop down field allows the user to select the card type they are using for the purchase. Default is set to Partnership Card.

3 User can tap 'Use PayPal' which takes them off to the PayPal mobile site (not native app) to complete the purchase before returning to the John Lewis mobile site on the Receipt page.

4 Card number field. Tapping this opens the Device OS keyboard . [Text entry type: Numbers] Ensure that the spacing is set as per the current mobile site. i.e. 4111 1111 1111 1111

5 Month and Year of Expiry drop down form. This uses the OS native selector.

6 Card Name field. Tapping this opens the Device OS keyboard . [Text entry type: Text]

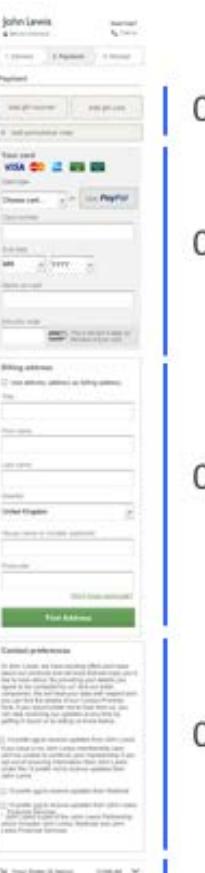
7 Security field. Tapping this opens the Device OS keyboard . [Text entry type: Numbers] Depending on the type of card selected in (2) the input could be either 4 (Amex) or 3 (all other accepted cards) digits. [See next page](#).

8 Card image and instruction changes depending on what card type is entered in field (2) reflecting the changes in (7).

**Billing Address Block**

## Payment Page

### Page Architecture -



01: Gift Voucher, Gift Cards & Promotional Code block

02: Card details block

03: Billing address + Place Order block

04: Contact preference block

05: Order Summary Block

## Payment

### Add gift card page

**Header / Progress bar**

**Add gift card**

1 Card Number

2 Card number

3 PIN

4 + Add more gift cards

5 Use gift card

6 Cancel

1 **Add gift card:** image showing the user they have to look on the back of the card for the Card Number and Pin.

2 Card number field allows the user to enter the gift card number. [Text entry type: Numbers]

3 Pin number field allows the user to enter in the gift card PIN. [Text entry type: Numbers]

4 Add more gift cards. Tapping on this opens up revealing another 5 gift card boxes (Card Number + PIN). [See Next page](#)

5 Use gift card button takes the user back to the payment page adding any gift cards entered on this page to the account. The cards added show up in a list on the Payment Page: [See here](#)

6 The cancel button takes the user back to the [Payment Page](#) without using any of the cards added on this page.

## Collect your order

Selecting 'Collect your order' from delivery methods

- When the user selects on a delivery option, the page animates to display the search for selected collection point screen

- The option to ask the customer to choose their current location should then be initiated

- If the customer selects 'Yes' the list of collection points closest the users current location should be displayed

## Collect your order

Results based on users 'current location'

- The top section will display the delivery method selected by the user

- There should be an option to change delivery method which will take the user back to the previous page to allow the user to change their delivery method

- In the instance the list is based on the customers current location (see how the search field works on [next page](#))

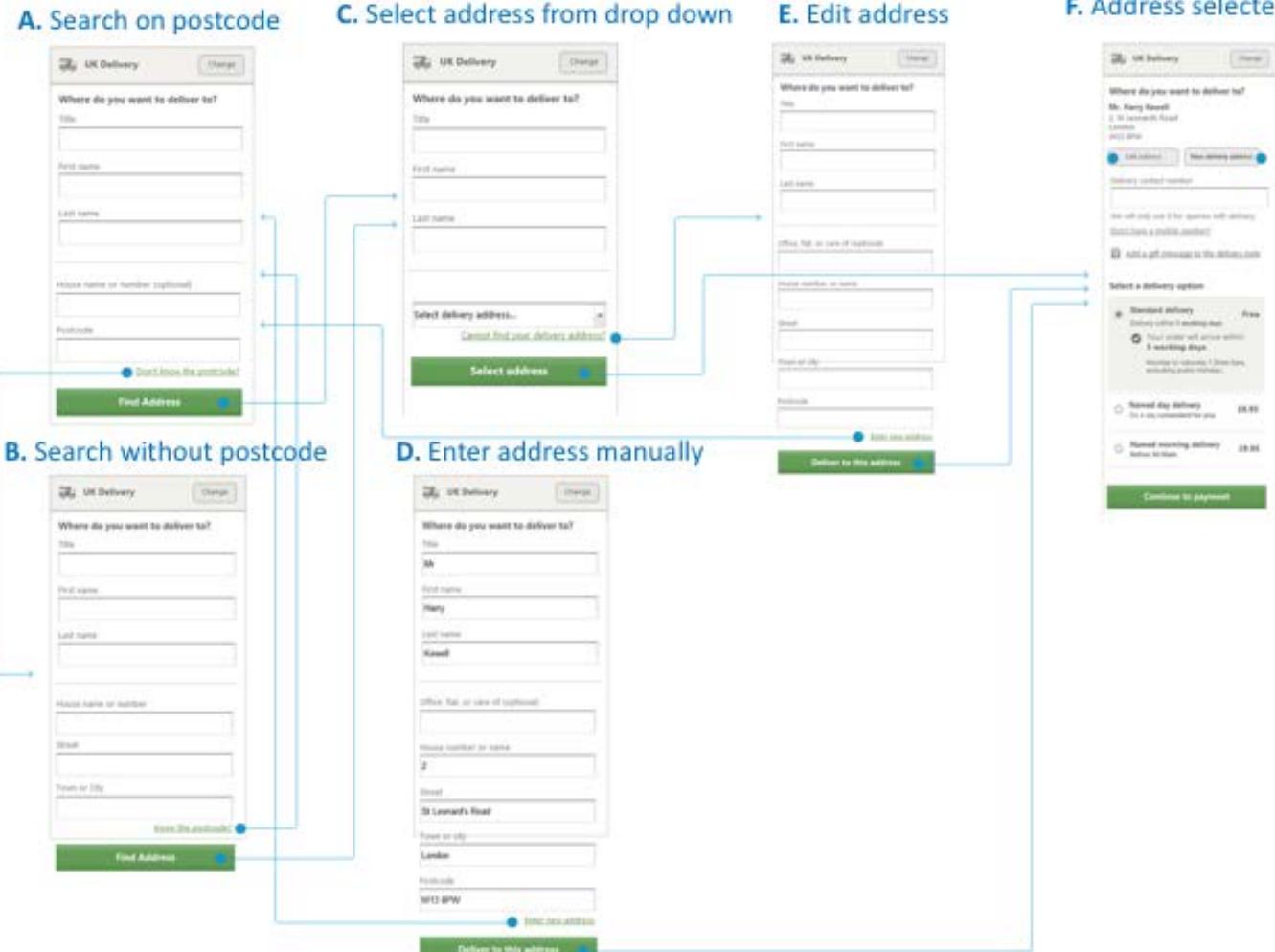
- The top two results will be the nearest John Lewis and Waitrose shops – The order will be determined by the desktop logic

- The rest of the results will be displayed in order of distance from the users search

- The button to view more collection points will then display the next 5 collection points (see how this works on [page 17](#))

## UK delivery

UK delivery form – page flow



## UK delivery

Choosing UK delivery options concertina

### 1 Standard delivery

Select a delivery option

Standard delivery **Free**  
Delivery within 5 working days

Your order will arrive within 5 working days  
Monday to Saturday 7.30am-8pm, excluding public holidays.

Standard delivery **£6.95**  
On a day convenient for you

Named day delivery **£6.95**  
On a day convenient for you

Standard delivery **£8.95**  
Before 10:30am, excluding public holidays.

Standard delivery **£8.95**  
Before 10:30am, excluding public holidays.

**Continue to payment**

Standard delivery will be selected as default.

### 2 Named day delivery

Select a delivery option

Standard delivery **Free**  
Delivery within 5 working days

Your order will arrive within 5 working days  
Monday to Saturday 7.30am-8pm, excluding public holidays.

Standard delivery **£6.95**  
On a day convenient for you

**When do you want us to deliver?**  
**Saturday, April 21 2014**

Standard delivery **£6.95**  
Delivery between 7.30am - 6:00pm

Standard delivery **£6.95**  
Before 10:30am

**Continue to payment**

When named day delivery is selected the customer is able to change their delivery date from a drop down list

### 3 Named morning delivery

Select a delivery option

Standard delivery **Free**  
Delivery within 5 working days

Your order will arrive within 5 working days  
Monday to Saturday 7.30am-8pm, excluding public holidays.

Standard delivery **£6.95**  
On a day convenient for you

Standard delivery **£6.95**  
Before 10:30am, excluding public holidays.

**When do you want us to deliver?**  
**Saturday, April 21 2014**

Standard delivery **£6.95**  
Delivery before 10:30am

**Continue to payment**

When named morning delivery is selected the customer is able to change their delivery time from a drop down list

Client:



Mobile Checkout, Guest Checkout, Secure Sign In

### **The Challenge:**

Ongoing improvements to the current B&Q site.

### **The Approach**

Keep improving the current customer experience across the site and its apps while a new platform was being designed and due for release further down the line. Use the learnings from the live site to inform the usability of the new platform.

### **The Product**

**www.diy.com, B&Q Club App, B&Q Ebay shop** Working across a wide range of products for the brand. Continue to improve the usability and customer experience across the digital channels.

# B&Q Club

We created and launched a new B&Q Club within 6 weeks. Part of the project was to design the front end for capturing sign up and driving traffic from the main site through to the B&Q Club site.

Masthead

Breadcrumb

Left Nav

# Welcome to THE B&Q CLUB

a new and exclusive way to shop with us

**join us today**

Your exclusive access to member offers and one-off deals is just a few clicks away. Register now to make sure you're first to hear about exclusive deals and big discount weekends, as well as money-saving offers every time you shop with us. The B&Q Club is open to any B&Q customer, over the age of 18.

[Follow us @bandq\\_club](#)

Already a member & need help?

[Request a copy of your email](#)  
[Update your details](#)

## What's included? A whole host of benefits!

Every time you shop get 3-for-2 on all Batteries, Light Bulbs and Paint Tester Pots to help with the everyday items

Every Month you're in with the chance to win £10,000\* to help with that big-ticket purchase

Every Week get exclusive Club offers direct to your Inbox to help kick-start your DIY projects

### PLUS...

- Free 'You Can Do It' and 'Kids Can Do It' classes
- Exclusive 'member only' deals on projects

And a whole lot more coming soon.

[join now](#)

**exclusive**  
**20%**  
**off\***

FOR 2  
DAYS ONLY

18th & 19th  
August  
IN-STORE ONLY

## How it works, 3 simple steps...

**1** Complete the simple sign up form

**2** Look out for your confirmation email with your unique membership details

**3** Head in-store today and start saving today

## Upcoming offers

**Offer text**  
Date text

**Offer text**  
Date text

**Offer text**  
Date text

**Offer text**  
Date text

\*Terms and Conditions for the competition and club membership generally need to be included

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B&Q Cookies Policy

To give you the best possible experience, this site uses cookies. Using diy.com means you agree to our use of cookies. We have published a new cookies policy, which you should need to find out more about the cookies we use. [View cookies policy](#)

© B&Q 2012 - Terms & Conditions

Club landing page on main site (Desktop + Mobile)

The image is a vertical promotional page for The B&Q Club. At the top, there's a banner with the B&Q logo and the text "Welcome to THE B&Q CLUB start saving in-store today". Below this, a large orange "join us today" call-to-action is displayed. A central message encourages joining to get exclusive access to money-saving offers and competitions. It also asks if you're already a member and need help. A large orange cloud graphic features the text "exclusive 20% off\* FOR 2 DAYS ONLY" and the date "18th & 19th August IN-STORE ONLY". Below this, three sections detail benefits: "Every time you shop in-store" (3 for 2 on batteries and light bulbs), "Every month" (monthly competition for £10,000), and "Every week" (member-only weekly offers). There's also a "Plus" section for free classes. A prominent orange button at the bottom says "join now". A "How it works, 3 simple steps..." section follows, with each step accompanied by an orange stick figure icon: 1. Completing a membership form (with a figure holding a clipboard), 2. Receiving a confirmation email (with a figure holding a smartphone), and 3. Starting to save in-store (with a figure pushing a shopping cart full of flowers). At the very bottom, there's a link for members needing help, with two orange bullet points: "Request a copy of your membership" and "Update your details".

Customers are taken from a responsive microsite on the main website to a responsive sign up form hosted by a 3rd party. At the end of the registration journey the user is re-directed back to the club offers page on the main site.

**B&Q** The B&Q Club  
Exclusive access to money saving offers every time you shop in-store.

### Join The B&Q Club

Your details \* denotes a required field

Title: <input type="text"/>	
First name: <input type="text"/>	
Last name: <input type="text"/>	
Email: <input type="text"/>	Please enter your correct email address This is where we'll send your membership number
Mobile number: <input type="text"/>	In case you forget your membership number we can send you a reminder
When were you born? <input type="text"/> <input type="text"/> <input type="text"/>	

Your address \* denotes a required field

House name/number: <input type="text"/>	
Post code: <input type="text"/>	<input type="button" value="look up address"/>
Address line 1: <input type="text"/>	
Address line 2: <input type="text"/>	
City: <input type="text"/>	
County: <input type="text"/>	

Your home

The questions below ask for a bit of information about your home and DIY skills. This information helps us to provide you with offers and club benefits that are right for your individual needs.

Does your property have a garden?

yes    no

How would you rate the confidence of people in your household to do the following:

	Very confident	Somewhat confident	Not confident
DIY such as sawing, hammering, fixing, mending etc...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home style decisions, finishing touches, colour choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gardening and landscaping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What kind of home improvement are you interested in doing in the future?

I'd like to...	Refit this room	R redecorate this room	Repair something in this room	None
Kitchen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bathroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Garden / Outdoors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other rooms / living spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I agree to The B&Q Club terms & conditions and [privacy policy](#).

#### More exclusive benefits of The B&Q Club

**Every time you shop in-store**  
3 for 2 on all batteries and light bulbs

#### Every month

Every time you make a purchase in-store using your membership you'll be entered into our monthly £10,000 competition.

[Terms & conditions apply](#)

#### Every week

You'll be first to know about member only offers.

© B&Q 2012

## Club sign up responsive form (Desktop + Mobile)

**B&Q** The B&Q Club

### Join The B&Q Club

Your details \* denotes required field

Title\*:

First name\*:

Last name\*:

Email\*:   
This is where we'll send your membership number.

Confirm Email\*:   
Email addresses must match.

Mobile number:   
This should be 11 digits beginning with 07.

When were you born:  Month  Year

Your address \* denotes required field

House name/number:

Post code\*:

**look up address**

Address Line 1\*:

Address Line 2:

Address Line 3:

City\*:

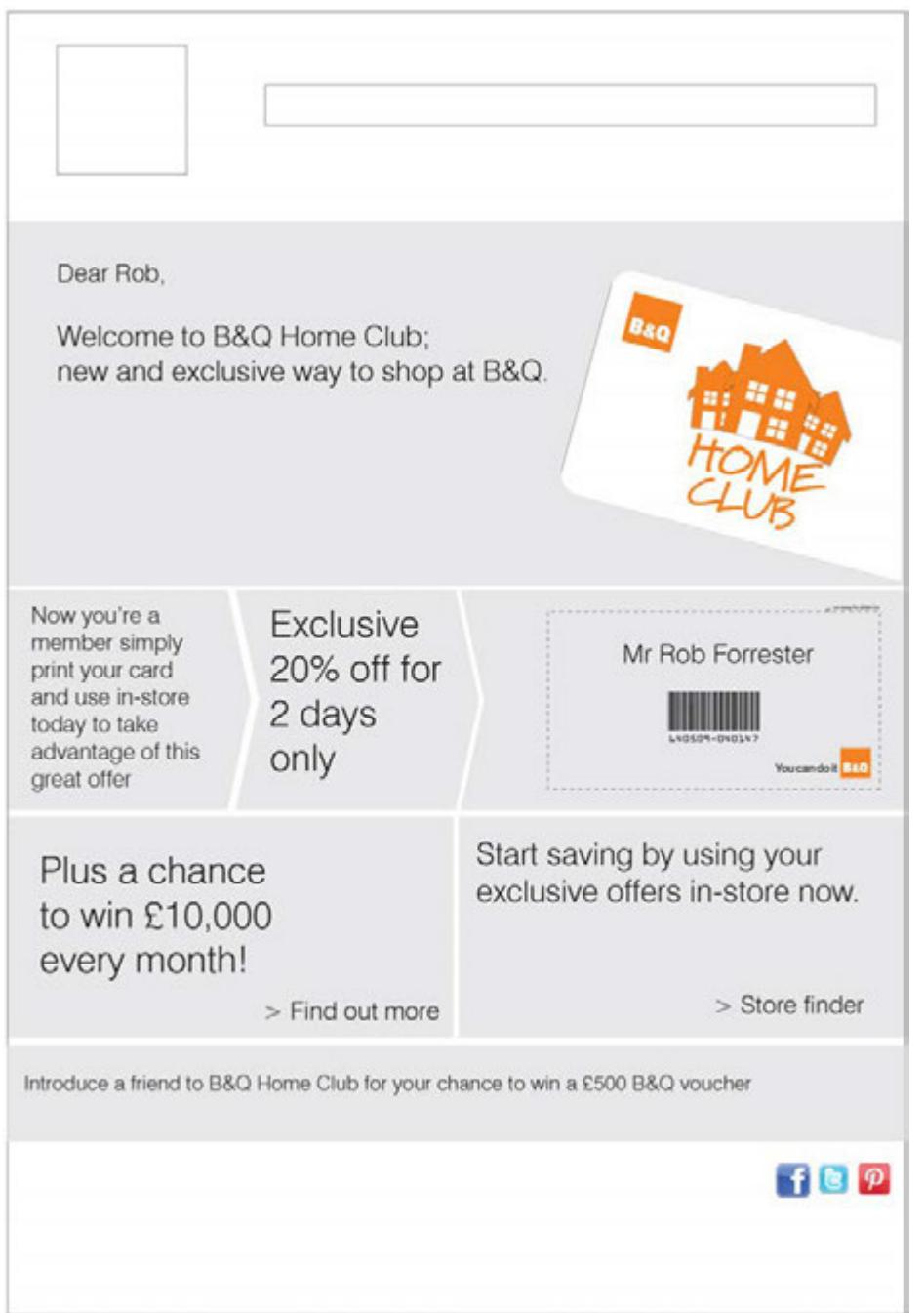
County\*:

By clicking submit, you agree to The B&Q Club [terms and conditions](#) and to the processing of your personal data in accordance with the [privacy policy](#). By clicking submit, you also agree to receive information about products, services and special offers from B&Q plc by e-mail, SMS, telephone and post.

**submit**

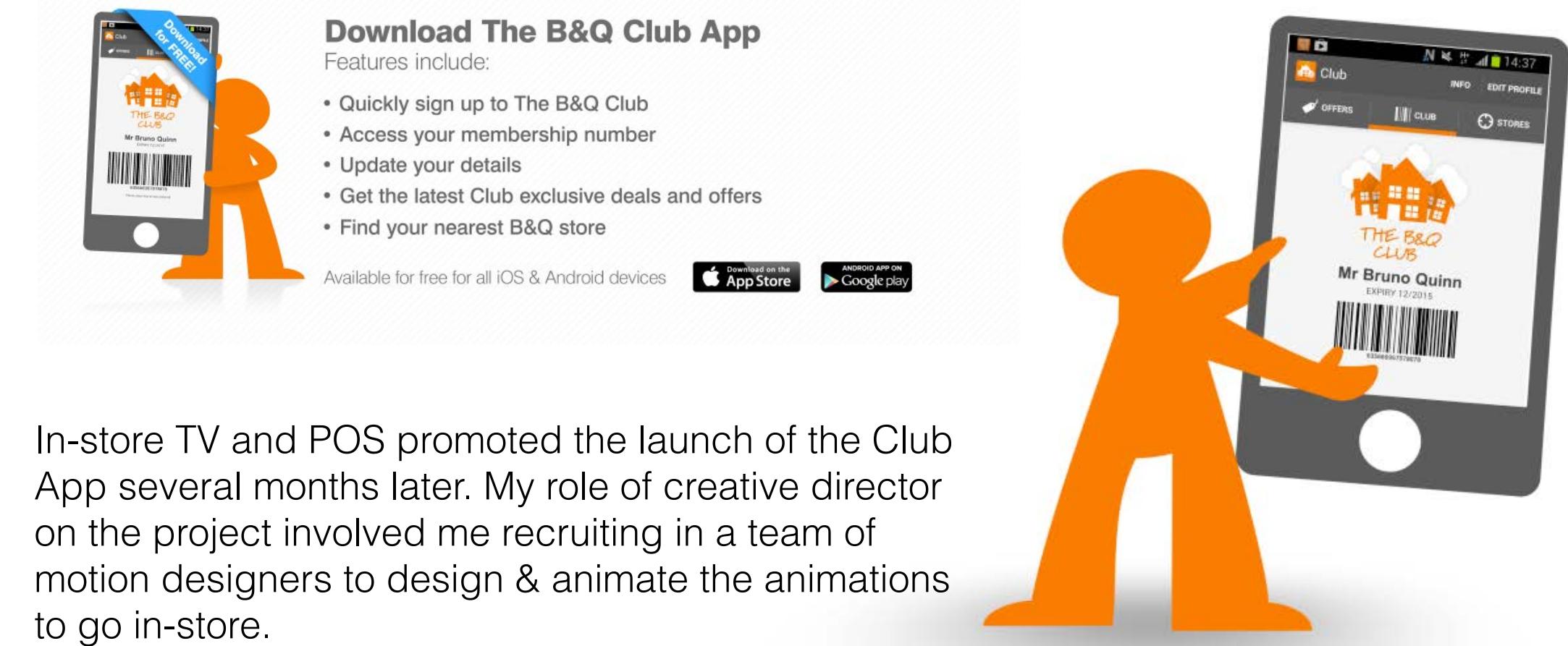
## B&Q Club Email Sign Up + Promotion

Wireframe & Draft design for promotional email driving traffic to the sign up form.



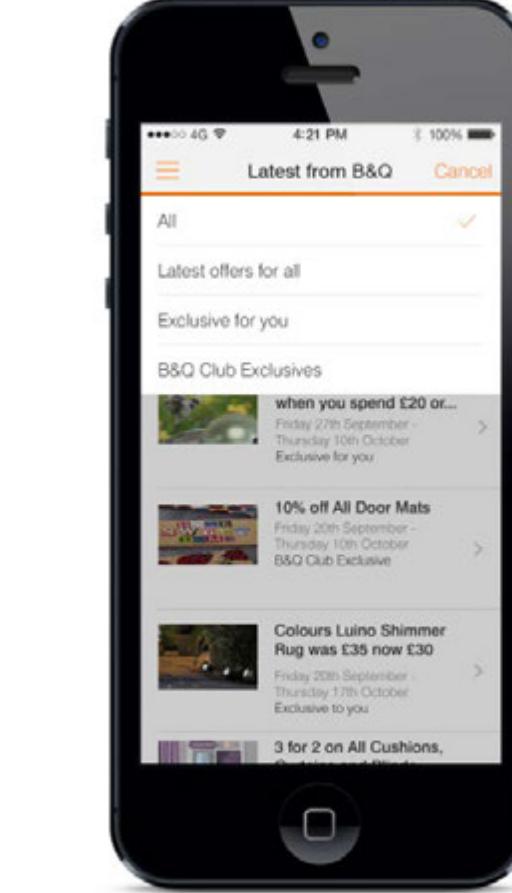
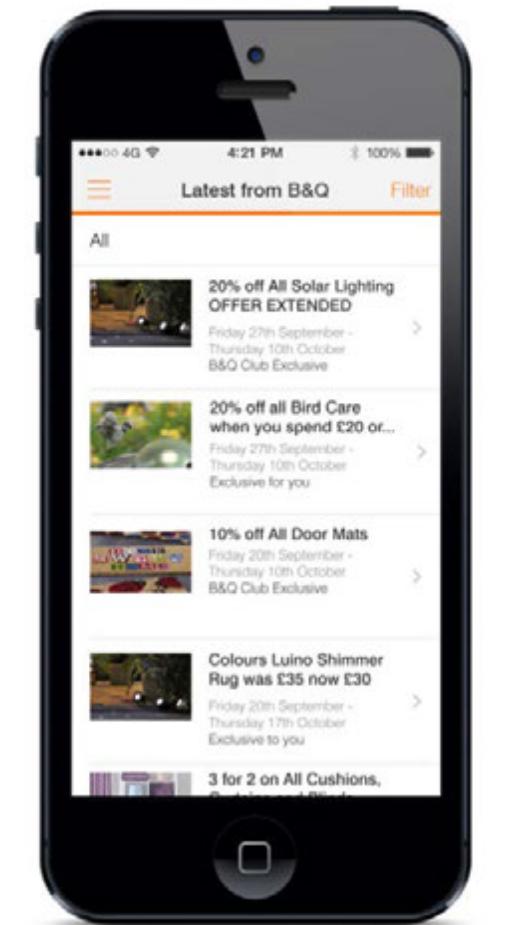
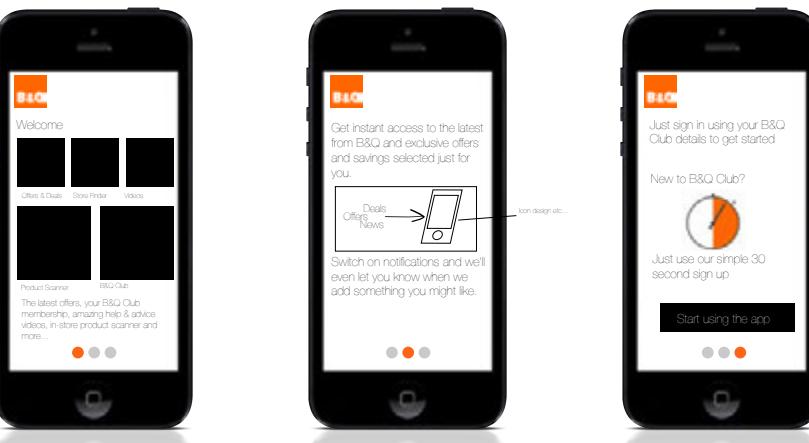
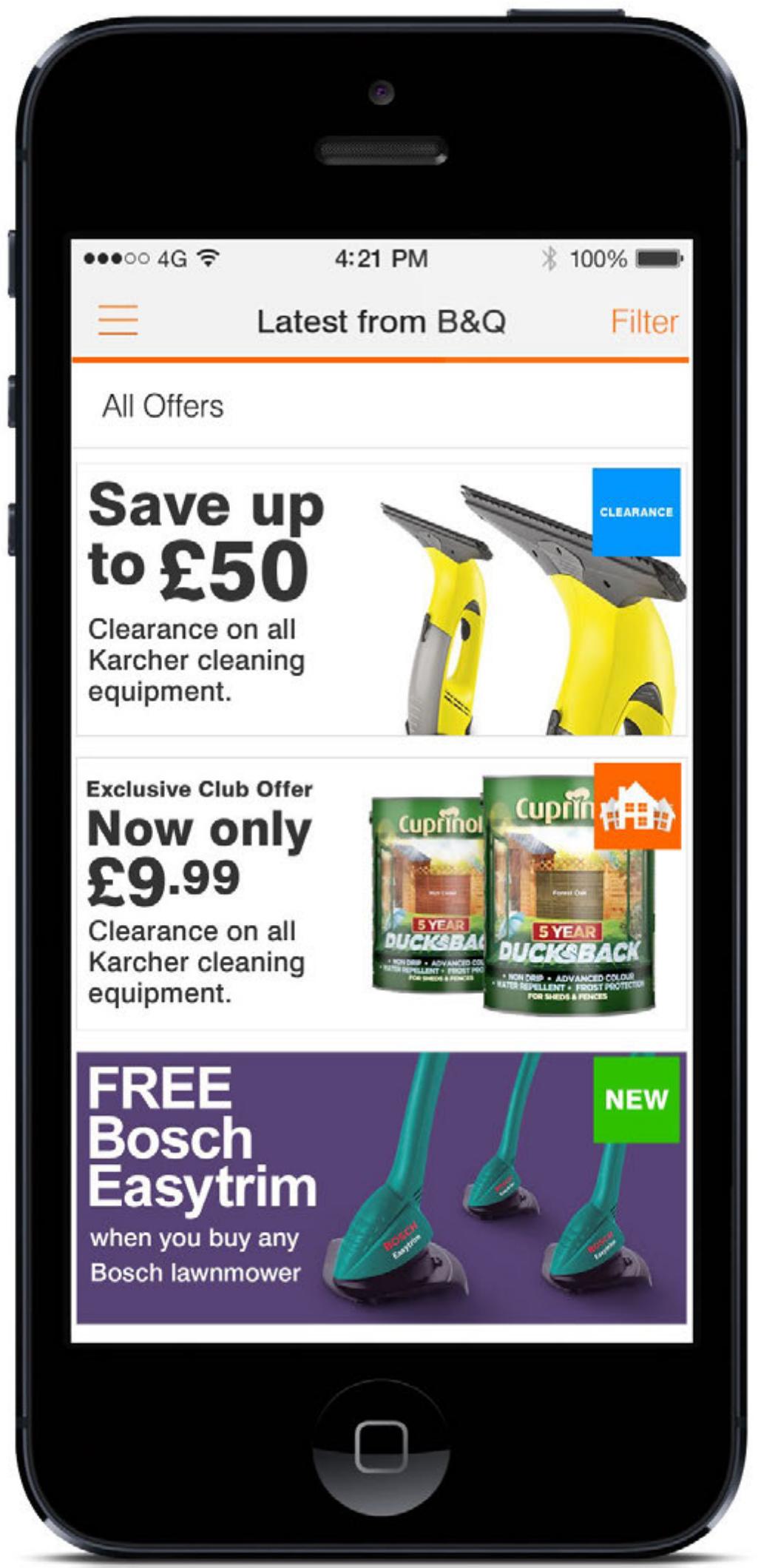
A business decision required the launch of the sign up before the app release so we had to design a 'paper' version of the membership allowing users to print and scan in-store. The in-store scanners could not scan a mobile screen until a technology update roll out several months after launch.

## In-store TV



## B&Q Club App

Designing and building the B&Q Club app took much longer than the customers ability to sign up and get discounts in-store. So we launched that first and built the app after.



The B&Q Club app was designed & built by Monetise Mobile (Grapple). I was responsible for overseeing and signing off on all the UX and Design work produced. Regular UX meetings allowed myself to review and direct the work when required. Initial wireframes and concepts were produced by myself and used to brief the agency.

**Home page**

- Access your membership number
- Present the app at the till in-store
- Type in the number at the online checkout

**Join page**

- Join The B&Q Club for exclusive offers and benefits
- Log in to view or update your membership details

**Offers page**

- Be the first to know about exclusive offers
- See what Club deals are available
- Get 3 for 2 on light bulbs and batteries

**Store details page**

- Check opening times
- Find all store addresses
- Look up B&Q phone numbers

**partner sites**

- AnyJunk Rubbish Clearance
- B&Q Appliances
- California Shutters
- B&Q Growing with Suttons
- JobSorted
- Made to measure wardrobe doors
- Spares & Accessories
- Special order wallpaper
- TradePoint

**help & advice**

- Brochures
- Mobile app
- You Can Do It Classes
- Financial services
- Gift Cards
- Services
- Shopping at B&Q
- Made to measure wardrobe doors
- Spares & Accessories
- Special order wallpaper
- TradePoint

**information**

- About B&Q
- B&Q Affiliate Program
- Contact us
- Diamond card
- Environment & Ethics
- FAQs
- Media Centre
- Carrier Bags - Wales

**corporate**

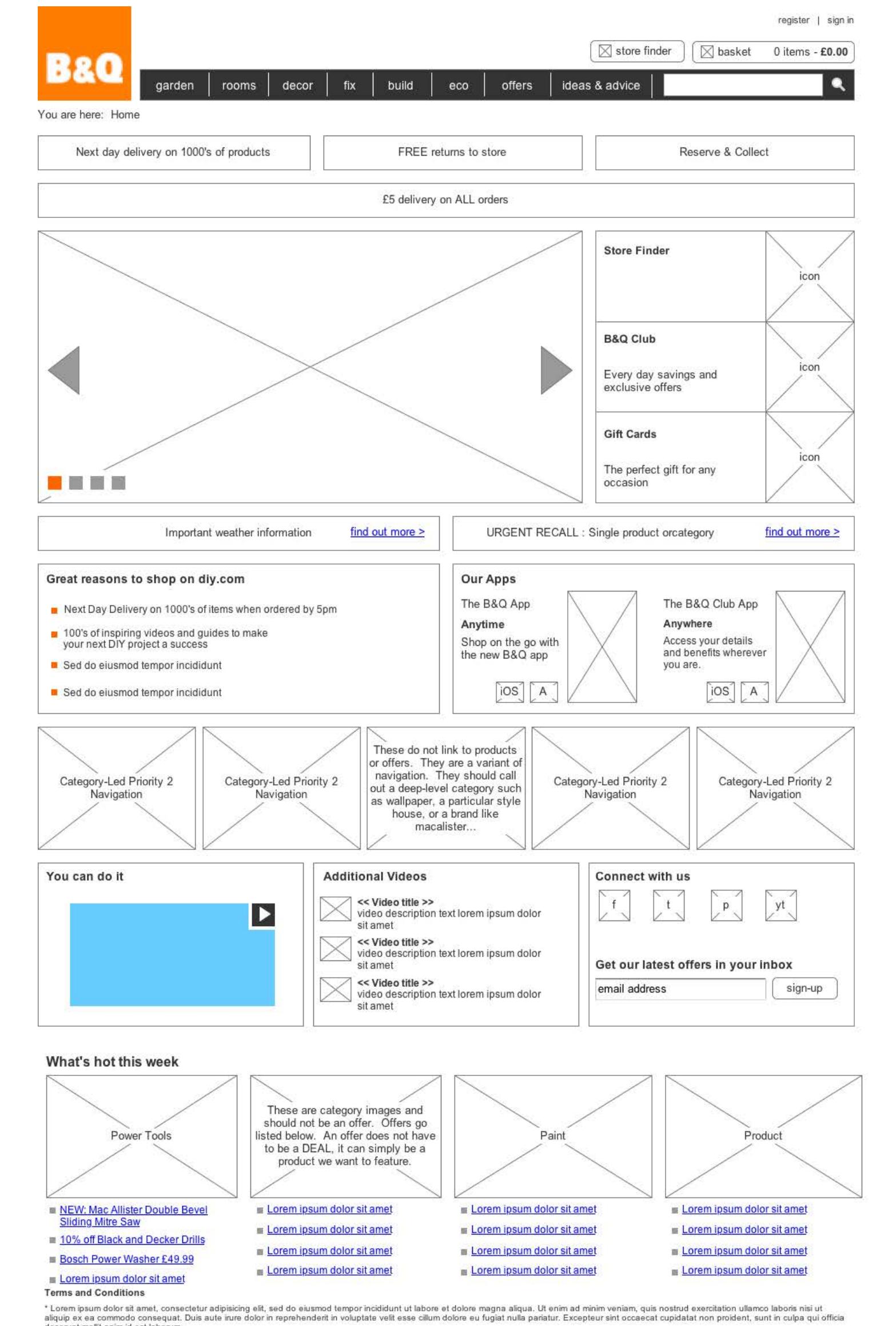
- Patron & Friends
- Social hub
- Facebook
- Twitter

**social**

- Ratings & reviews
- Social hub
- Streetclub
- Facebook
- Twitter

# B&Q Homepage

## Updated UX for the B&Q Homepage



The final design of the B&Q homepage features a prominent 20% off offer for designer radiators. It includes a 'Shop now' button, a grid of promotional items with savings percentages, and a banner for Saturday delivery available by 5pm on Friday. The page also highlights popular categories like New flooring, Autumn gardening, New home décor, and Sheds & storage, along with links to B&Q Club offers and seasonal deals.

# B&Q Site Updates

**Improved UX across key pages on the site**

B&Q

garden rooms decor fix build eco offers ideas & advice

store finder basket 3 items - £948.96

You are here: Home > Fix > Power Tools > Drilling & Screwdriving > Drilling > DeWALT

DeWALT 3.4kg SDS Plus Hammer Drill 110V - D25323K-LX £263.99

DeWALT 3.4kg SDS Plus Hammer Drill 110V - D25323K-LX

features

Weight (kg):

Brand:

Model No.:

Power (Volts):

Power (Watts):

Category: Corded

Corded/Cordless:

Category: SDS Hammer Drills

+ more features

delivery costs

£5  
£10  
£15  
FREE

payments and returns

VISA MasterCard VISA Electron Maestro Trade

✓ B&Q accepts the above cards and also offers a range of in-store financial services. [Learn more](#)

✓ 45 day return policy. Buy online, return in store. [Terms and conditions apply](#)

have a question or a problem?

Chat with our support team now!

Give us a call. It's FREE! You can reach us between 6am and 11pm 7 days a week.

08445 616263

D25323K-LX

10

00

Corded

Corded

SDS Hammer Drills

★★★★★ (38) now £99.98 was £129.99 Bosch PSB 850-2 RE Compact Hammer Drill corded

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register | sign

store finder basket 3 items - £948.96

B&Q

garden rooms decor fix build eco offers ideas & advice Search...

You are here: Home » Fix » Power Tools » Drilling & Screwdriving » Drilling » DeWALT



**DeWALT 3.4kg SDS Plus Hammer Drill 110V - D25323K-LX**

EAN: 5035048270134

★★★★★ (38)

£263.99

Qty: 1

[add for delivery](#)

[reserve for collection](#)

[Check stock in your area](#)

Product options: black and yellow

Delivery

Next day delivery available

**FREE online delivery**

[More about delivery](#)

Share this: [f](#) [t](#) [g](#)

features additional info reviews (38) health & safety

register | sign in

store finder

shopping basket 0 items - £0.00

**B&Q**

garden

rooms

decor

fix

build

eco

offers

help & advice

Search...

You are here: Home » Fix » Power Tools

**Category**

Accessories (614)

Bench Tools (9)

Compressors, Generators & Welders (6)

Drilling & Screwdriving (81)

Grinding & Routing (21)

Hobby & Multi Tools (29)

Planing & Sanding (41)

Power Decorating (12)

Sawing (69)

**By Brand**

AEG (7)

B&Q (2)

Black & Decker (23)

BOSCH (220)

DeWALT (21)

Direct Power (7)

Dremel (40)

Earlex (4)

Evolution (17)

Hitachi (8)

Irwin Marples (1)

JCB (23)

Mac Allister (43)

Makita (27)

Norton (1)

Oakey (2)

Performance (34)

PTX (311)

Ryobi (22)

Ryobi One Plus (19)

[View All](#)

**Power Tools**

**BEST SELLING POWER TOOLS FOR UNDER £100**

Only  
£99.98

Evolution Fury 6 Table Saw  
WAS £120.00

[buy now](#)

Only  
£69.98

Bosch PSR 18 Cordless  
Drill/Driver

[buy now](#)

Only  
£99.98

Bosch PMF 180E  
All Rounder Set

[buy now](#)

Only  
£99.98

DeWALT 18v Combi Drill  
Plus 2 Batteries

[buy now](#)

Accessories

Bench Tools

Compressors, Generators & Welders

Drilling & Screwdriving

Grinding & Routing

Hobby & Multi Tools

Planing & Sanding

Power Decorating

Sawing

# B&Q New Platform

Persona development & user stories as part of a funding pitch for the new B&Q commerce platform



**1)** B&Q know that Trish is doing up her garden so they have sent her an email with a sneak preview of their new range of garden furniture. Clever B&Q!



**2)** Trish watches a video on diy.com of how to assemble it and decides it's easy enough for her to do...she just wants to check. She clicks 'call me'.



But B&Q Staff are happy to arrange for it to be delivered to the house tomorrow.



**6)** While he's arranging her delivery, Dave asks if she's remembered a liner, and would she like to add some pond plants?



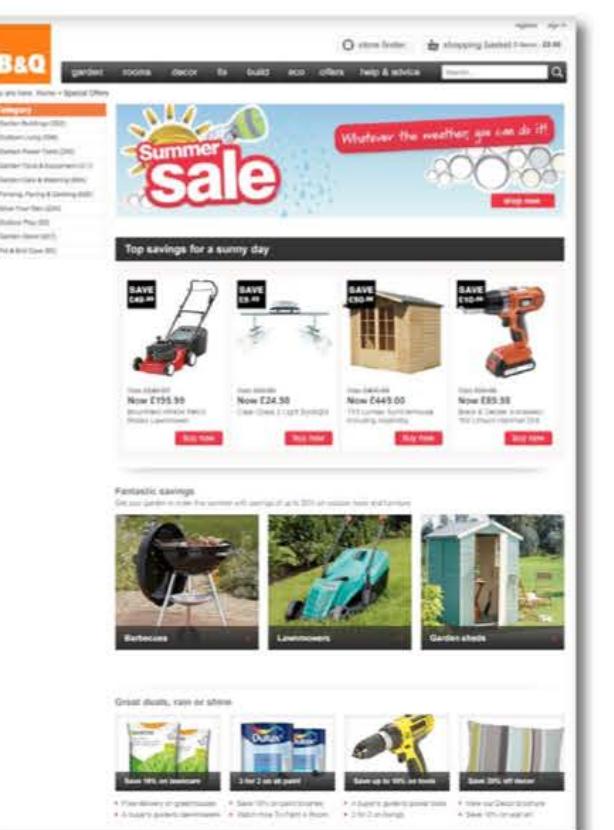
# Affiliate & Paid Ad Campaign User Journeys

Mapping out the journey for the user across the marketing campaign

Homepage Hero



Summer Sale Content Page



B&Q Trading Email



Diy.com site banners



Merchandised sale pages



B&Q Facebook



Paid Takeovers / Skins



Display / Affiliate Advertising

