

# UX Wireframes – RefreshYourCar.com

September 04, 2019



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# INTRODUCTION

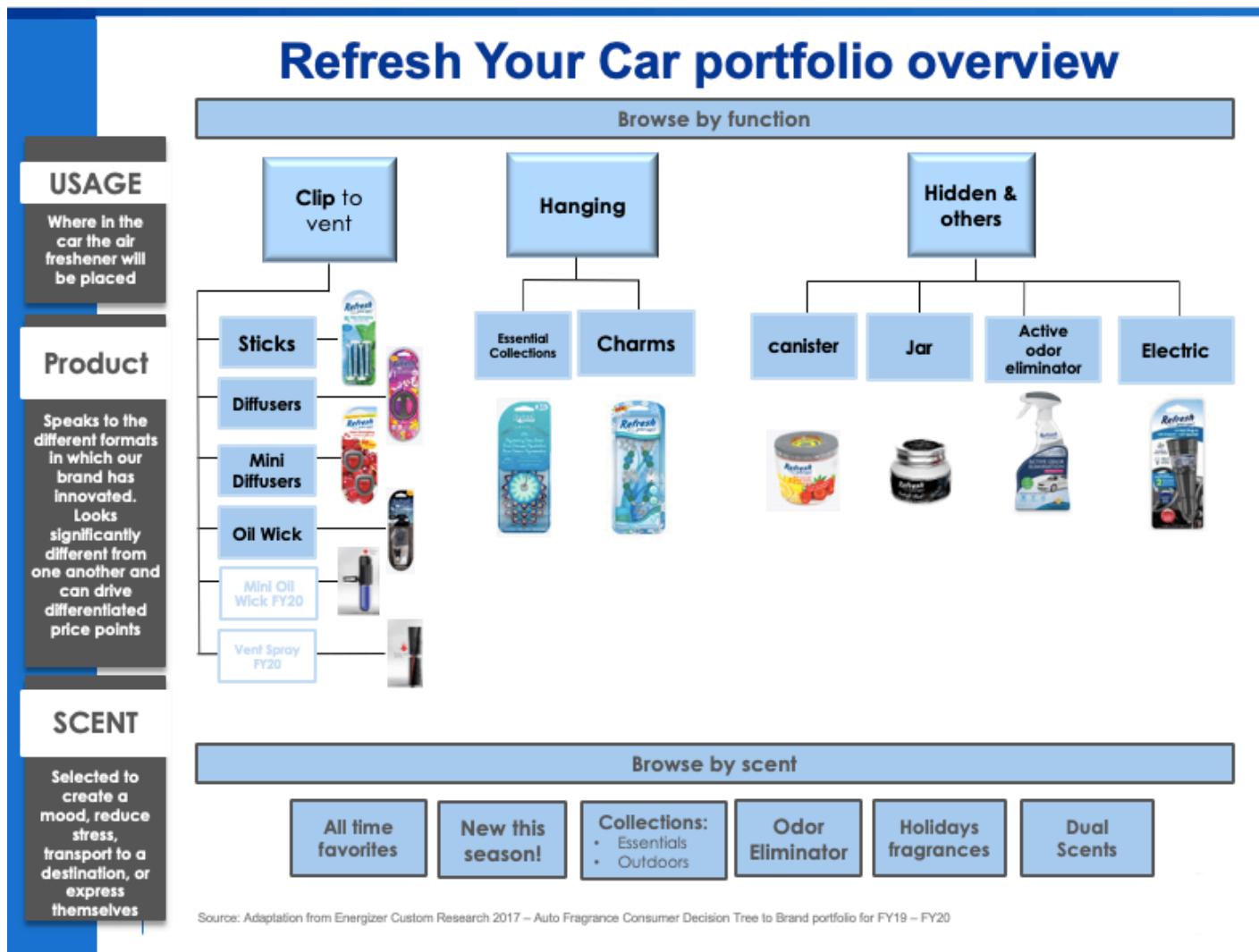
Beeby Clark+Meyler (BCM) has been engaged to update and optimize the User Journey for the Refresh Your Car website (<https://www.refreshyourcar.com/>) with the goal of reducing clicks from the homepage to the product pages and optimizing the user's experience within the website.

Goals addressed through UX redesign:

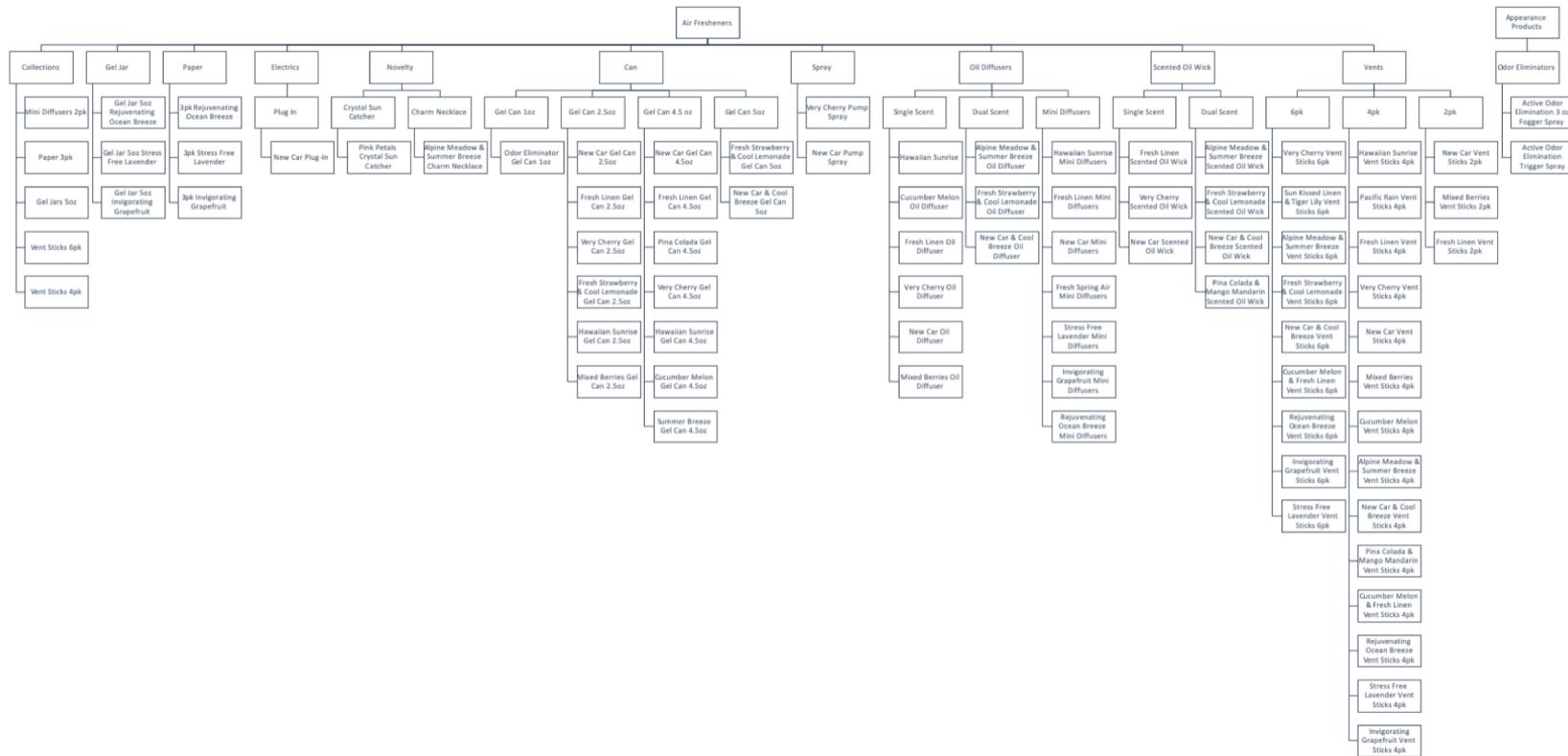
1. Help visitors find products information faster by reducing the numbers of clicks from the main page to the product page
2. Give consumer a more intuitively navigation experience of the portfolio by re-organizing the portfolio according to how consumers approach the category (usage vs. sub-categories)
3. Make it easier for Energizer to keep the website updated with product news, by reducing the number of pages that need to be updated when a new product is added
4. The Browse By Scents functionality removed
5. Simplify product pages to be Product Type and Function specific, listing all scents within the Product Type page. This would eliminate the need for a product page for every available scent, thus reducing duplicate content and the number of user clicks.

Note: These wireframes are for illustrative purposes and are intended to serve as a guide for the redesign of a section of the site. Final design and language will come at a later point. To help the wires be as clear as possible, real content has been used from the site, but should be regarded as for placement only.

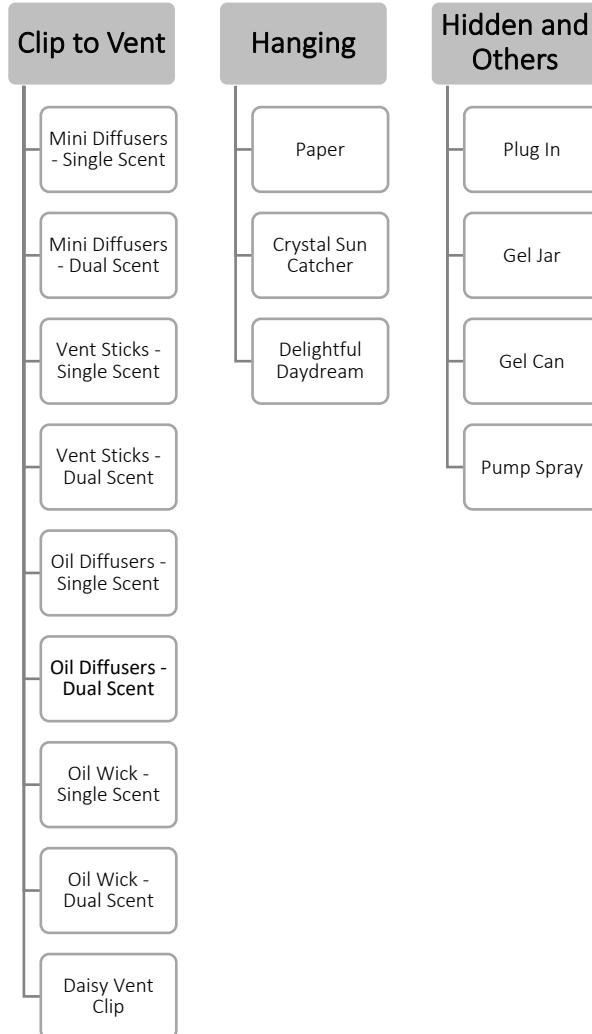
# PRODUCT MATRIX SIMPLIFICATION



## PRODUCT MATRIX SIMPLIFICATION



# PRODUCT MATRIX SIMPLIFICATION



# LIVE SITE : PORTFOLIO PAGE

The screenshot shows a website layout for a portfolio page. At the top, there are several brand logos: Energizer, Refresh, California Scents, DRIVEN, Balboa & Co., and JEXOL. Social media icons for Facebook, Twitter, Pinterest, and Instagram are also present. A navigation bar includes links for Products, Q&A, Stories, About, and Safety Data Sheets.

**Product Categories**

**Air Fresheners**

- 2. Air Fresheners Collections (highlighted with a red circle)
- 3. Air Fresheners Electrics (highlighted with a red circle)
- 4. Air Fresheners Oil Diffusers (highlighted with a red circle)

**Appearance Products**

**Odor Eliminators**

**BROWSE BY SCENT**

- Alpine Meadow & Summer Breeze
- Cucumber Melon
- Cucumber Melon & Fresh Linen
- Fresh Linen
- Fresh Spring Air (Flores y Frescura)
- Fresh Strawberry & Cool Lemonade
- Hawaiian Sunrise
- Invigorating Grapefruit
- Mixed Berries
- New Car
- New Car & Cool Breeze
- Odor Eliminator
- Pacific Rain
- Pina Colada
- Pina Colada & Mango Mandarin
- Pink Petals
- Rejuvenating Ocean Breeze
- Stress Free Lavender
- Summer Breeze
- Sun Kissed Linen & Tiger Lily
- Very Cherry

## Annotations

1. Removed Browse By Scent functionality
2. Reorganized Products by Category
3. Removed Spray products
4. Items now link directly to Product Pages

# PRODUCT PORTFOLIO PAGE (TOP)

Desktop

Product Portfolio - Page Title

CLIP TO VENT

Mini Diffusers - Single Scent      Mini Diffusers - Dual Scent      Vent Sticks

Oil Diffusers - Single Scent      Oil Diffusers - Dual Scent      Oil Wick - Single Scent

Oil Wick - Dual Scent      Daisy Vent Clip

HANGING

Paper      Crystal Sun Catcher      Delightful Daydream

1 Product Portfolio - Page Title

2 CLIP TO VENT

3 Mini Diffusers - Single Scent

4 Mini Diffusers - Dual Scent

5 Vent Sticks

6 Oil Diffusers - Single Scent

7 Oil Diffusers - Dual Scent

8 Oil Wick - Single Scent

9 Oil Wick - Dual Scent

10 Daisy Vent Clip

11 Paper

12 Crystal Sun Catcher

13 Delightful Daydream

Mobile

Product Portfolio - Page Title

CLIP TO VENT

Mini Diffusers - Single Scent

Oil Diffusers - Dual Scent

Oil Wick - Single Scent

Oil Wick - Dual Scent

Daisy Vent Clip

Paper

Crystal Sun Catcher

Delightful Daydream

2 Product Portfolio - Page Title

3 CLIP TO VENT

4 Mini Diffusers - Single Scent

5 Oil Diffusers - Dual Scent

6 Oil Wick - Single Scent

7 Oil Wick - Dual Scent

8 Daisy Vent Clip

9 Paper

10 Crystal Sun Catcher

11 Delightful Daydream

## Annotations

1. Page title and page description are only 1/2 width to promote reading comprehension. Keep page description short and skim-able. Space can be used to mention the three product categories – Clip to Vent, Hanging, and Other
2. Page Title font size scales down on mobile
3. New Products can be added within each category
4. To access product page, can click on Product Name, Image, or View Details
5. Optional flag allows editable text to promote new items or scents
6. All product images are presented in 4:3 ratio to reduce workload for content manager
7. Product Description text is pulled from subhead on Product Page
8. 3 column design on desktop, 1 column stack on mobile

# PRODUCT PORTFOLIO PAGE (BOTTOM)

Desktop

**Oli Wick - Dual Scent**



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[View Details](#)

**Daisy Vent Clip**



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[View Details](#)

**HANGING**

**Paper**



Refresh your auto interior and add a long-lasting fragrance experience with this stylish paper air freshener from Refresh Your Car!

[View Details](#)

**Crystal Sun Catcher**



For a hint of whimsy and a hefty dose of freshness.

[View Details](#)

**Delightful Daydream**



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[View Details](#)

**OTHER PRODUCTS**

**Plug In**



Powerful aromas powered by your car.

[View Details](#)

**Gel Jar**



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[View Details](#)

**Gel Can**



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[View Details](#)

**Pump Spray**



For rapid aroma deployment.

[View Details](#)

Mobile

**Delightful Daydream**



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[View Details](#)

**OTHER PRODUCTS**

**Plug In**



Powerful aromas powered by your car.

[View Details](#)

**Gel Jar**



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[View Details](#)

**Gel Can**



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[View Details](#)

**Pump Spray**



For rapid aroma deployment.

[View Details](#)

## Annotations

# LIVE SITE : PRODUCT PAGE

The screenshot shows a product page for a 'Paper 3pk' air freshener. At the top, there's a navigation bar with logos for Energizer Holdings, Inc., Refresh Your Car!, California Scents, DRIVEN, Baluhi & Co., and LEXOL. Below the navigation are links for Products, Q&A, Stories, About, and Safety Data Sheets, along with social media icons for Facebook, Twitter, Pinterest, and Instagram.

On the left, there are two buttons: 'BACK' (red) and 'PRODUCTS' (green). The main content area features a large image of the product packaging, which is purple with a floral design and text indicating it's a 'Stress Free Lavender' scented 'PAPER AIR FRESHENER'. To the right of the main image is a smaller thumbnail of the same product with a red circle containing the number '1' over it.

**2 Paper 3pk**

*Refresh your auto interior and add a long-lasting fragrance experience with this stylish paper air freshener from Refresh Your Car!*

Simply hang the serene-shaped paper air freshener fragrance in your vehicle—the fragrance fills your cabin automatically. Refresh Your Car! auto air-fresheners are an affordable and easy-to-use solution for freshening up the atmosphere of your car, truck, or van.

**Stress Free Lavender**

Whisk stress away with the calming scent of fresh lavender, sun kissed petals, and the feeling of relaxing in a bed of sweet florals.

**OTHER SCENTS**

Invigorating Grapefruit      Rejuvenating Ocean Breeze

At the bottom, there's a footer with links for Contact, News, Privacy, and About, followed by the copyright notice: © 2019 Energizer Brands.

## Annotations

1. Thumbnail unnecessary because there only one image
2. Product names no longer include format

# PRODUCT PAGE (TOP)

**Desktop**

1 VIEW ALL PRODUCTS

2 Mini Diffusers - Single Scent  
Smaller Package, Same Freshness

3 AVAILABLE FORMATS

4 Once attached to your vent, Refresh Your Car Mini Diffusers allow you to adjust the fragrance level of your car. The smaller size allows you to put them in more areas of your car, without blocking the flow of air.

5 FEATURED SCENTS

INVIGORATING GRAPEFRUIT  
Awake your senses with the energizing burst of fresh citrus and a fruitful balance of pink grapefruit that will invigorate your day.

FEATURED SCENT NAME  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, dui lorem auctor leo, at aliquam tortor eros interdum erat.

FEATURED SCENT NAME  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, dui lorem auctor leo, at aliquam tortor eros interdum erat.

OTHER AVAILABLE SCENTS INCLUDE:

Fresh Linen	Scent Name	Scent Name
Scent Name	Scent Name	Scent Name
Scent Name	Scent Name	Scent Name

\*Not all scents are available in all formats.

RELATED PRODUCTS

Crystal Sun Catcher      Item Name      Item Name

## Mobile

VIEW ALL PRODUCTS

Mini Diffusers - Single Scent  
Smaller Package, Same Freshness

AVAILABLE FORMATS

Once attached to your vent, Refresh Your Car Mini Diffusers allow you to adjust the fragrance level of your car. The smaller size allows you to put them in more areas of your car, without blocking the flow of air.

FEATURED SCENTS

INVIGORATING GRAPEFRUIT  
Awake your senses with the energizing burst of fresh citrus and a fruitful balance of pink grapefruit that will invigorate your day.

FEATURED SCENT NAME  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, dui lorem auctor leo, at aliquam tortor eros interdum erat.

OTHER AVAILABLE SCENTS INCLUDE

Fresh Linen	Scent Name	Scent Name
Scent Name	Scent Name	Scent Name
Scent Name	Scent Name	Scent Name

\*Not all scents are available in all formats.

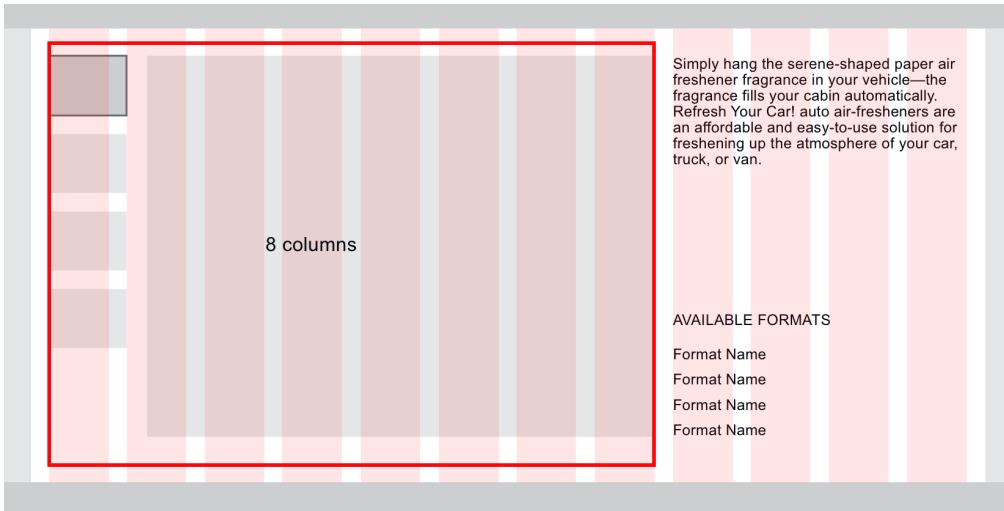
RELATED PRODUCTS

Crystal Sun Catcher

## Annotations

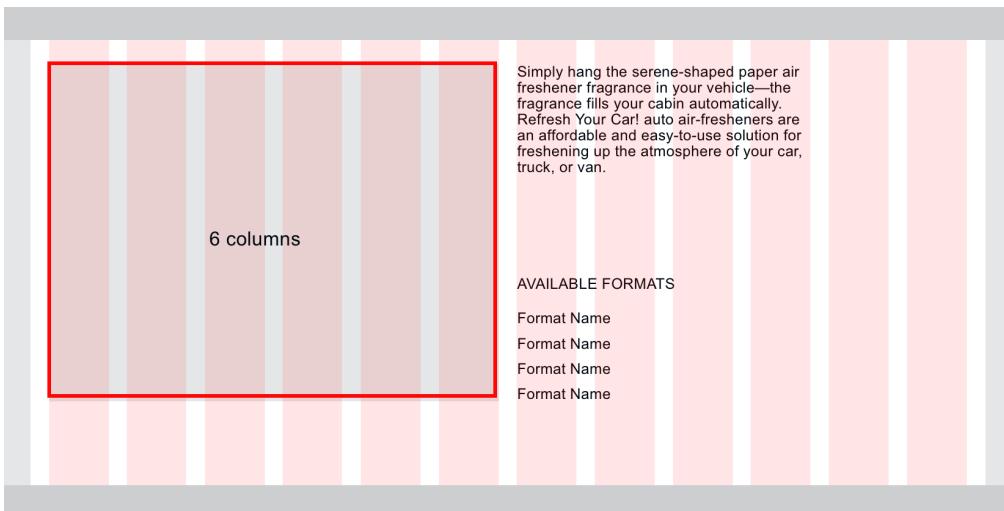
1. Breadcrumb leads back to Portfolio Page
2. Product name and product description are limited to 6 column width too wide maximize reading comprehension. Product names no longer include formats (2pk, 5oz, etc.)
3. Image viewer with thumbnails for product images is designed in accordance with best practices by Amazon and other sites. Swipeable carousel is appropriate on mobile. Clicking on mobile image enlarges image into lightbox.
4. On desktop, product body copy aligns to top of image viewer.
5. On desktop, available formats aligns to bottom of image viewer. Available formats are presented in a text-only list. If no options are provided for Available Format hide this section

# PRODUCT PAGE (IMAGE VIEWER)



## Annotations

1. Full sized image viewer with thumbnails is intended only for use when multiple images are present.
2. If only one image is present on the page, remove the thumbnail rail and reduce size to 6 columns. (see Variant in appendix)



# PRODUCT PAGE (BOTTOM)

Desktop

FEATURED SCENT NAME  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, dui lorem auctor leo, at aliquam tortor eros interdum erat.

1 OTHER AVAILABLE SCENTS INCLUDE:  
Fresh Linen Scent Name Scent Name  
Scent Name Scent Name Scent Name

2 \*Not all scents are available in all formats.

RELATED PRODUCTS

3 Crystal Sun Catcher Item Name Item Name

4

5

6

7

8 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, dui lorem auctor leo, at aliquam tortor eros interdum erat.  
[View Details](#)

9 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, dui lorem auctor leo, at aliquam tortor eros interdum erat.  
[View Details](#)

10 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, dui lorem auctor leo, at aliquam tortor eros interdum erat.  
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Mobile

## Annotations

- 1 Other Available Scents listed in text columns
- 2 Disclaimer text lets visitors know not all formats are available in all scents
- 3 Module reused from Product Portfolio Page. To access related product page, can click on Product Name, Image, or View Details.
- 4 Related Products will show other high-selling products in the same category (Clip to Vent, Hanging, or Other)
- 5 Reduced number of related products on mobile to minimize confusion on scroll.

Variation

# Variation – Portfolio Page

Desktop

The screenshot shows a navigation bar at the top with links for Energizer, Refresh, California Scents, DRIVEN, and LEVEL. Below the navigation is a search bar and a menu with options: Products, Q&A, Stories, About, Safety Data Sheets. The main content area is titled "All Products". A red box highlights the first category, "CLIP TO VENT (8 PRODUCTS)". Inside this box, there are three items: "Mini Diffusers - Single Scent" (with a "NEW SCENTS!" badge), "Mini Diffusers - Dual Scent", and "Vent Sticks". Each item has a small image and a brief description below it. A red circle with the number "3" points to a "View All 8 Clip to Vent Products" link. Below this section are two more categories: "HANGING (3 PRODUCTS)" and "OTHER (4 PRODUCTS)", each featuring three items with images and descriptions. At the bottom, there's a "View All 4 Other Format Products" link.

## Annotations

1. Category Headline includes dynamic total number of products in each category
2. Three featured items per category are visible on the Portfolio Page. Clicking on the item name or image links directly to the product page. Limiting the number of featured products will reduce the amount of scrolling required to find items in lower categories.
3. Link provides access to the full Category Page

This is a zoomed-in view of the "CLIP TO VENT (8 PRODUCTS)" section from the previous screenshot. It shows the same three items: "Mini Diffusers - Single Scent" (with a "NEW SCENTS!" badge), "Mini Diffusers - Dual Scent", and "Vent Sticks". Each item has a small image and a brief description below it. A red circle with the number "3" points to a "View All 8 Clip to Vent Products" link at the bottom right of the section.

# Variation – Category Page

Desktop

1 ALL PRODUCTS

## Clip to Vent Products

Clip to Vent Products

Mini Diffusers - Single Scent    Mini Diffusers - Dual Scent    Vent Sticks

Oil Diffusers - Single Scent    Oil Diffusers - Dual Scent    Oil Wick - Single Scent

Oil Wick - Dual Scent    Daisy Vent Clip

**Breadcrumb:** Energizer Holdings, Inc. > Clip to Vent Products

**Product Categories:**

- Mini Diffusers - Single Scent
- Mini Diffusers - Dual Scent
- Vent Sticks
- Oil Diffusers - Single Scent
- Oil Diffusers - Dual Scent
- Oil Wick - Single Scent
- Oil Wick - Dual Scent
- Daisy Vent Clip

**Product Details:**

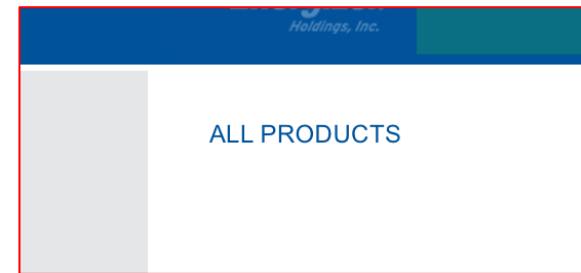
- Mini Diffusers - Single Scent: Smaller Package, Same Freshness. Includes a small candle icon and a 'NEW SCENT!' badge.
- Mini Diffusers - Dual Scent: Includes a mountain icon.
- Vent Sticks: Includes a car icon.
- Oil Diffusers - Single Scent: Includes a sunburst icon.
- Oil Diffusers - Dual Scent: Includes a heart icon.
- Oil Wick - Single Scent: Includes a heart icon.
- Oil Wick - Dual Scent: Includes a snowflake icon.
- Daisy Vent Clip: Includes a flower icon.

**Text:**

1. Breadcrumb provides access to Product Portfolio Page

## Annotations

1. Breadcrumb provides access to Product Portfolio Page



# Variation – Product Page (Top)

Desktop

1 ALL PRODUCTS / CLIP TO VENT PRODUCTS

Mini Diffusers - Single Scent  
Smaller Package, Same Freshness

Once attached to your vent, Refresh Your Car Mini Diffusers allow you to adjust the fragrance level of your car. The smaller size allows you to place them in many areas of your car, without blocking the flow of air.

AVAILABLE FORMATS

Format Name  
Format Name  
Format Name  
Format Name

FEATURED SCENTS

INVIGORATING GRAPEFRUIT NEW  
Awake your senses with the energizing burst of fresh citrus and a fruitful balance of pink grapefruit that will invigorate your day.

FEATURED SCENT NAME  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, duì lorem auctor leo, at aliquam tortor eros interdum erat.

FEATURED SCENT NAME  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat, libero id posuere tempus, duì lorem auctor leo, at aliquam tortor eros interdum erat.

OTHER AVAILABLE SCENTS INCLUDE:

Fresh Linen	Scent Name	Scent Name
Scent Name	Scent Name	Scent Name
Scent Name	Scent Name	Scent Name

\*Not all scents are available in all formats.

RELATED PRODUCTS

Mini Diffusers - Dual Scent | Vent Sticks | Daisy Vent Clip

View Details

View Details

View Details

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## Annotations

1. Breadcrumbs provide access to Product Portfolio Page and Category Page

