

MERCEDES CASTILLO

The Camuto group wanted to showcase Mercedes Castillo, Camuto had been her mentor. This was a passion project for the group.

We focused on innovation to differentiate the experience on the site from the crowded hi-end designer market.

The image shows the homepage of the Mercedes Castillo website. At the top left, there is a large image of a woman in a red dress standing on a beach. To the right of this image is the brand name "MERCEDES CASTILLO". On the far right, there is a vertical sidebar with icons for a shopping bag, a magnifying glass, and a search icon, followed by the word "Discover". Below the main image, the word "Ready-to-Wear" is displayed in a large, bold font. In the center, there is a section titled "New Arrivals" with sub-sections for "Clutches", "Cross Body", "Totes", and "Satchels". To the right of this text is a large image of a brown leather handbag with a textured strap. At the bottom left, there is a section for "Accessories", "Shoes", and "Ready to Wear". The overall design is clean and modern, with a focus on high-quality fashion and accessories.

MERCEDES CASTILLO

Ready-to-Wear

New Arrivals

Clutches

Cross Body

Totes

Satchels

Accessories

Shoes

Ready to Wear

Discover

Horizontal cart

A horizontal cart is unexpected and creates a sense of playfulness. Large images in the cart create a luxurious feeling even in a mundane process.

My Bag (5)
Subtotal: \$2795

[View Bag](#) [Checkout](#)

White Drop Bag
\$555 x 1
Color: White

Black Leather Clutch
\$655 x 1
Color: Charcoal

Canary Cross Body Bag
\$495 x 1
Color: Canary

Pink Handle Bag
\$495 x 1
Color: Canary

Black Leather Clutch
\$655 x 1
Color: Charcoal

Added!

[Wishlist](#)

Product Info
Elegant ingenuity and lunar inspiration give this bag its intriguing shape. The top handle forms an attractive crescent-shaped cutout with the body.

[Shipping & Returns](#) +

[Product Care](#) +

[Share](#) +

You May Also Like ▾



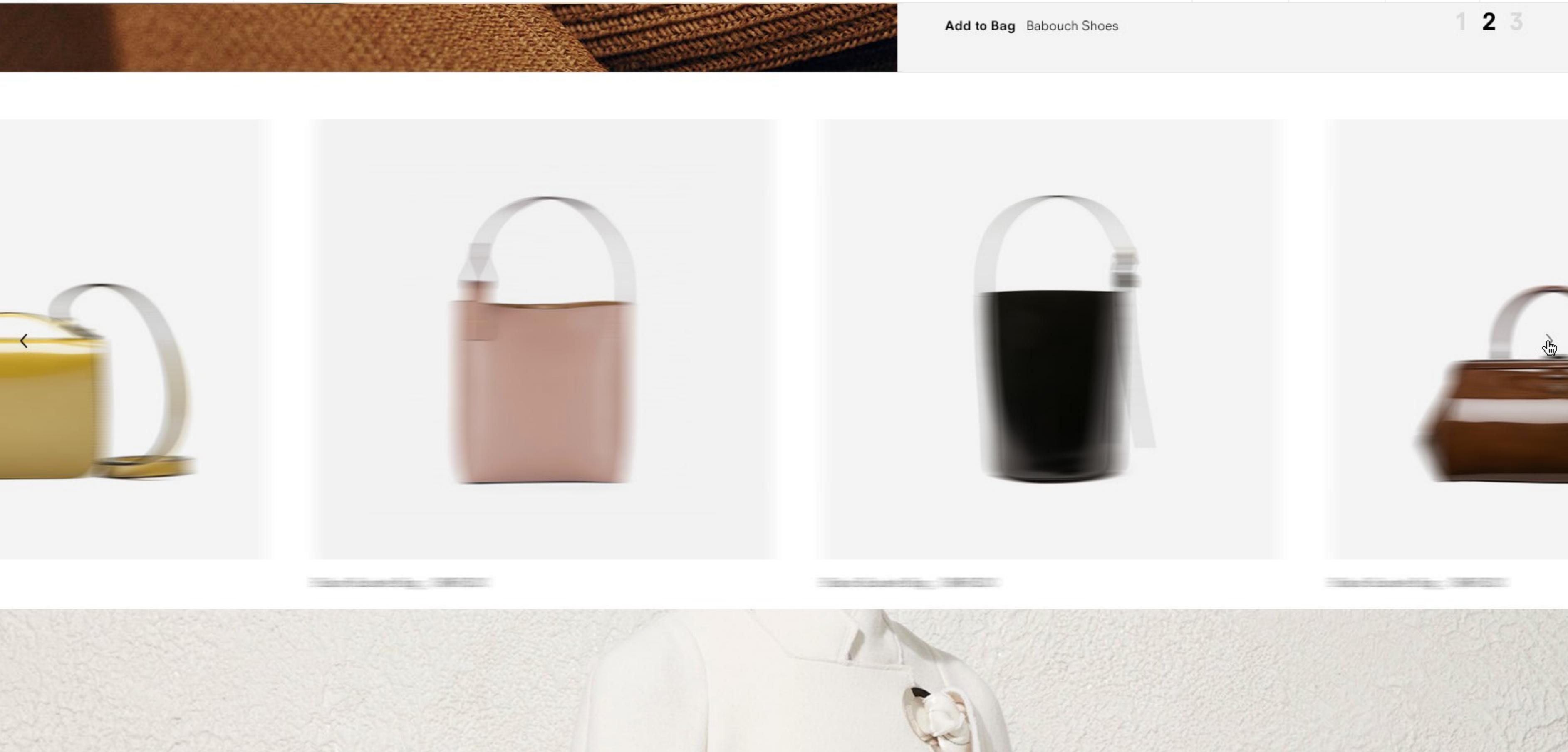
New Arrivals Bags Jewelry Shoes Clothing Sale Collections Discover Stores

USD ▾



1 2 3

Add to Bag Babouch Shoes



Film like animations makes the visuals of browsing even more appealing.



New Arrivals Shoes Bags Jewelry Clothing Sale Collections Discover Stores

USD ▾



- 0

Fall Arrivals

(Shop Now)



Add to Bag Red Block Heel

SHOP OUR FALL SALE:
FINAL HOURS

10:32:06

Sale Stopwatch

The stopwatch was created for the site to give some urgency to purchasing the items during infrequent sales.

Sales would only happen biannually. This stopwatch could countdown to sale time or countdown until the sale ends.



White Drop Bag

\$495

[Add to Bag](#)[Wishlist](#)

Product Info

Elegant ingenuity and lunar inspiration give this bag its intriguing shape. The top handle forms an attractive crescent-shaped cutout with the body.

[Shipping & Returns](#)

+

[Product Care](#)

+

[Share](#)

+

[You May Also Like](#) ▾

Shop : New Arrivals



Fall Shoes

Discover



Shop : New Arrivals



Discover



Fall Shoes



8
Search



Wishlist



Black Clutch

\$ 675

Organic Search Content

Content layout for the brand pages would be curated by Mercedes. The strategy was to drive organic search and create content that goes along with the customer's other interests like travel, art, and design. This content was shopable and presented visually by color scheme and style.

Shop

Postcard from Peru

[Share](#) | [Bookmark](#)

08.05.16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In posuere ullamcorper arcu in accumsan. Nulla ut varius leo. Pellentesque euismod metus in scelerisque aliquet. Etiam elit elit, mollis id eleifend non, luctus id nibh. Donec quis pharetra lorem, non egestas enim. Suspendisse vestibulum vel est non pretium. Suspendisse finibus ullamcorper luctus.



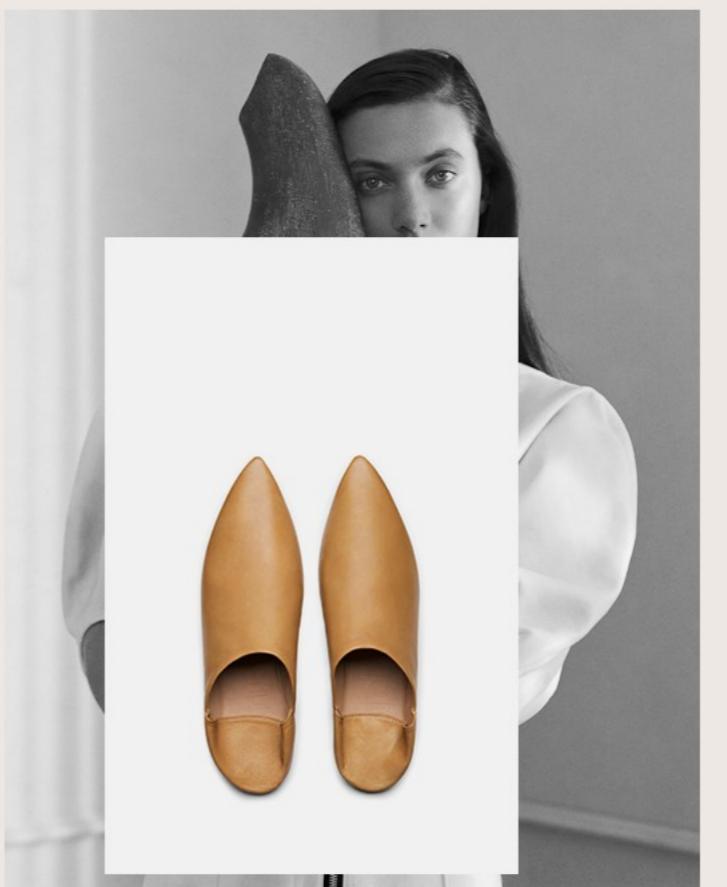
1. Lorem ipsum dolor sit amet – dolor sit amet



2. Dolor sit amet.



3. Lorem ipsum dolor sit amet – dolor sit amet



4. Ipsum dolor sit amet – dolor Babouch Shoes: \$455

Sed eu est non tortor hendrerit ultricies. In lobortis est lectus, ut viverra arcu cursus sed. Nulla non lorem vitae tellus tincidunt rutrum. Ut mattis dolor a nulla dictum porttitor. Nullam quis venenatis enim. Sed laoreet, leo in euismod consectetur, eros eros volutpat sem, eget rutrum purus metus quis nisi. Duis eget interdum tortor. Proin lobortis nisi in ligula varius, sit amet varius nisi tincidunt. Duis sit amet arcu leo. Proin ut lacus eleifend, mollis velit in, accumsan nunc.

— Mercedes

MERCEDES CASTILLO

Ceramic Vases



Postcard from Peru

: New Arrivals

Shop



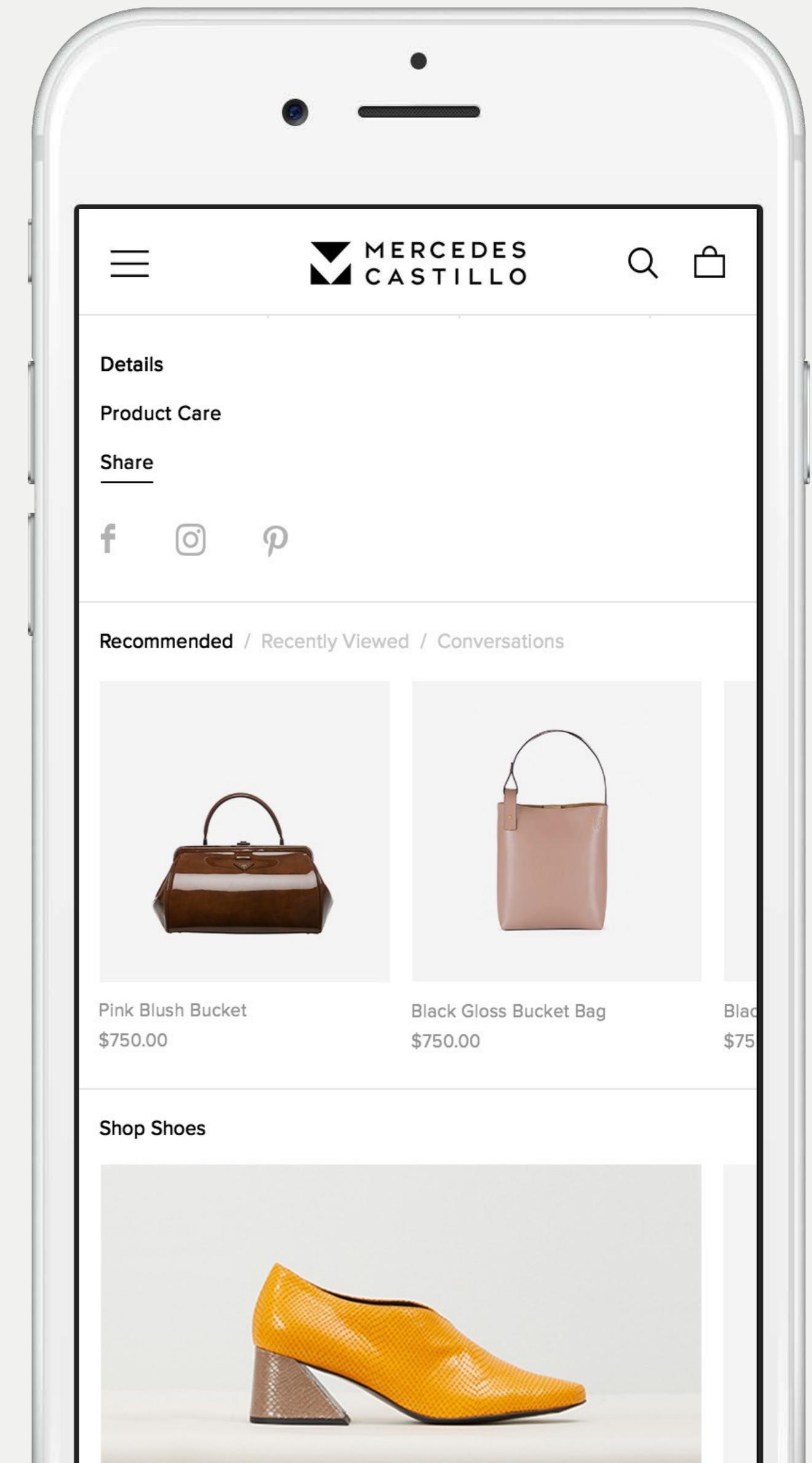
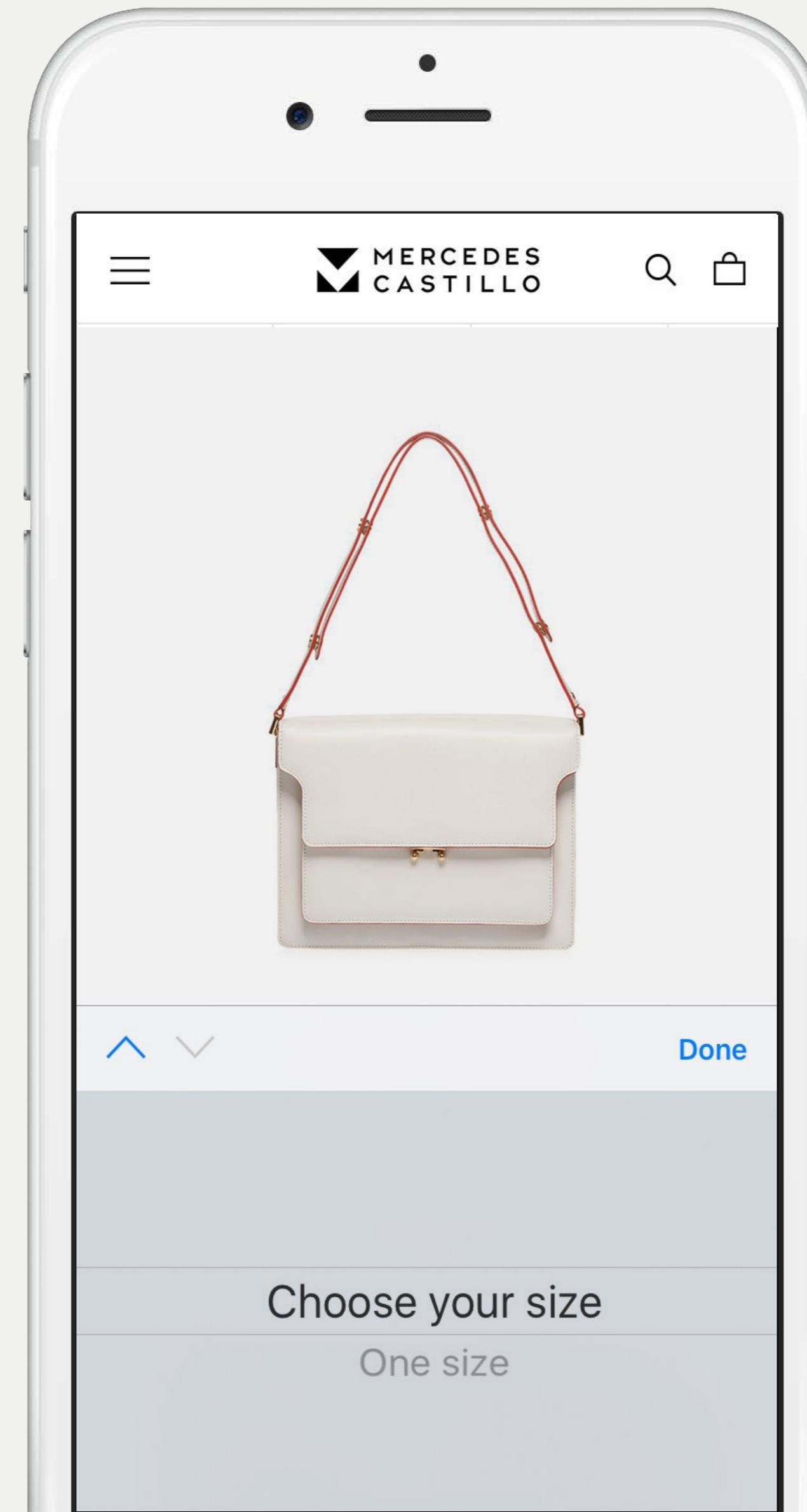
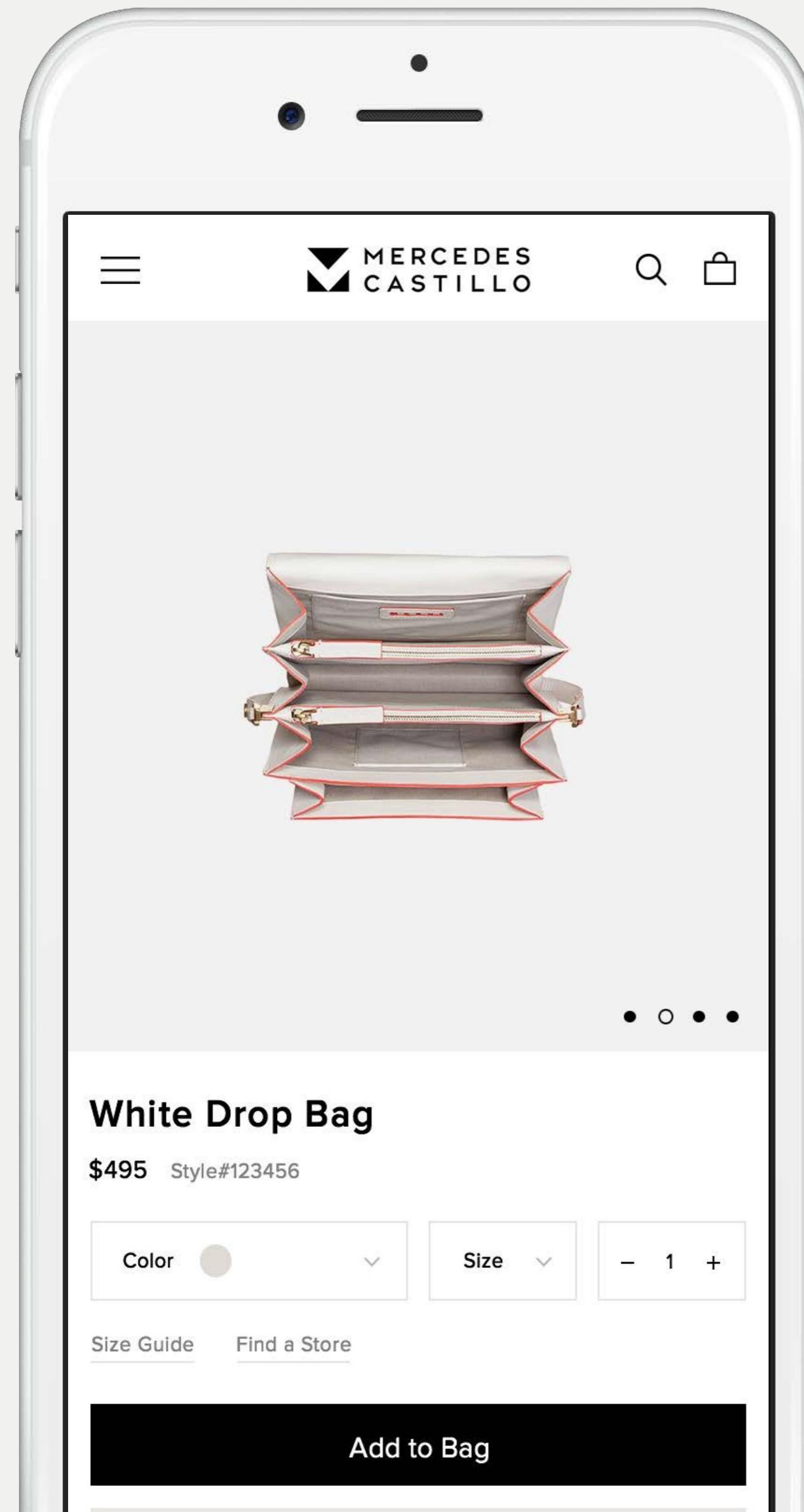
Literature Picks



Milton Avery Paintings

Discover

: Inspiration



Store finder

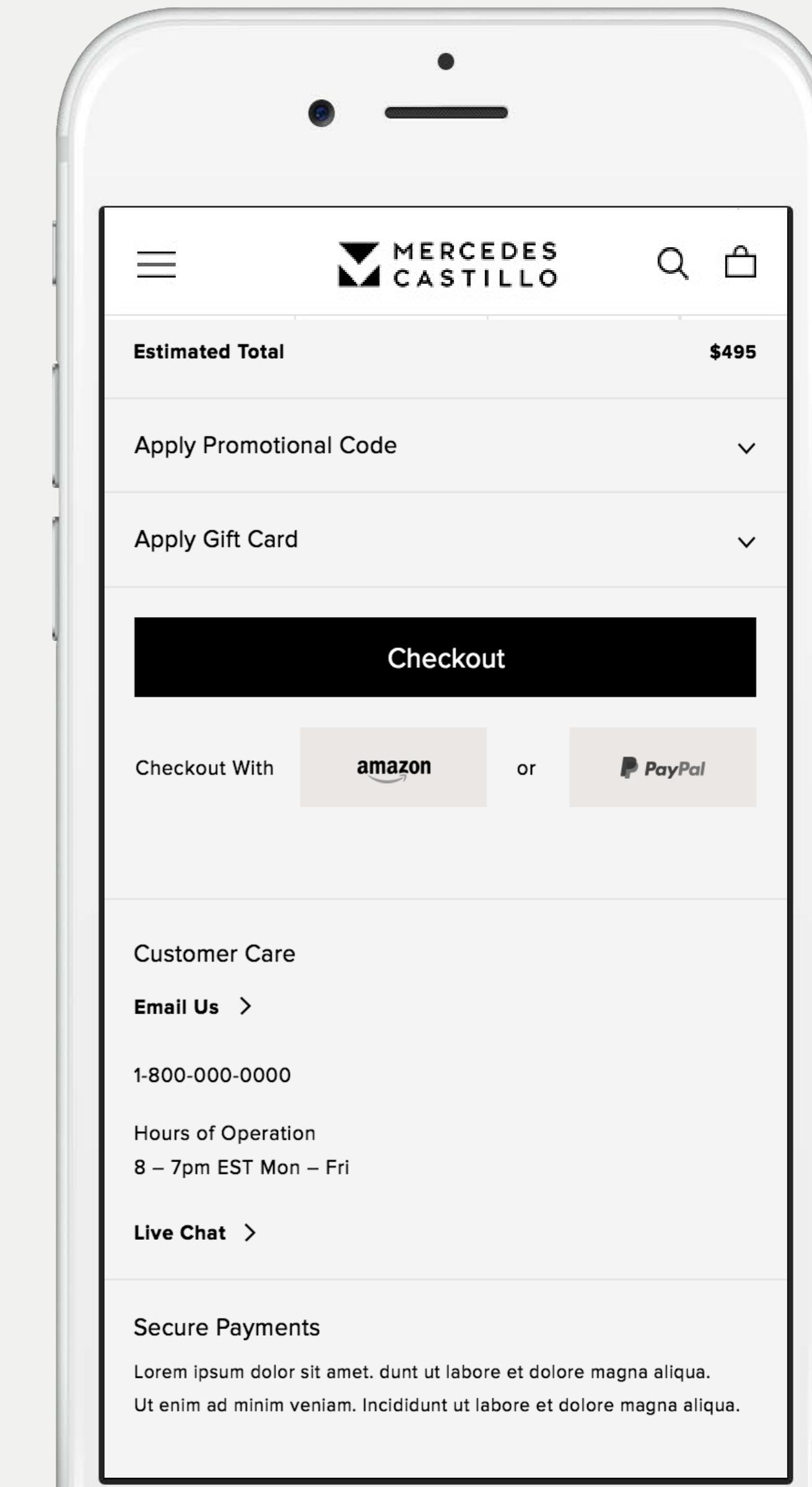
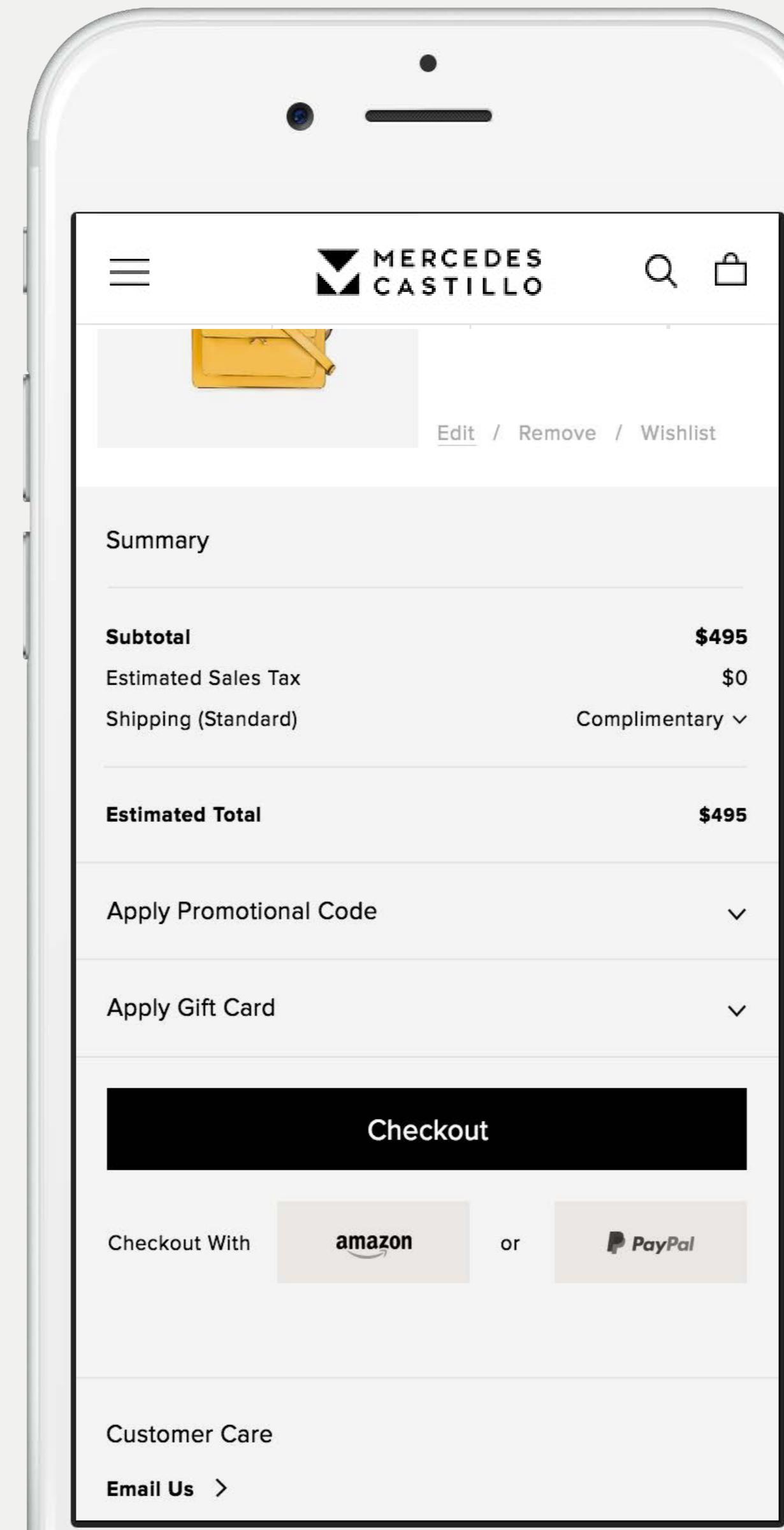
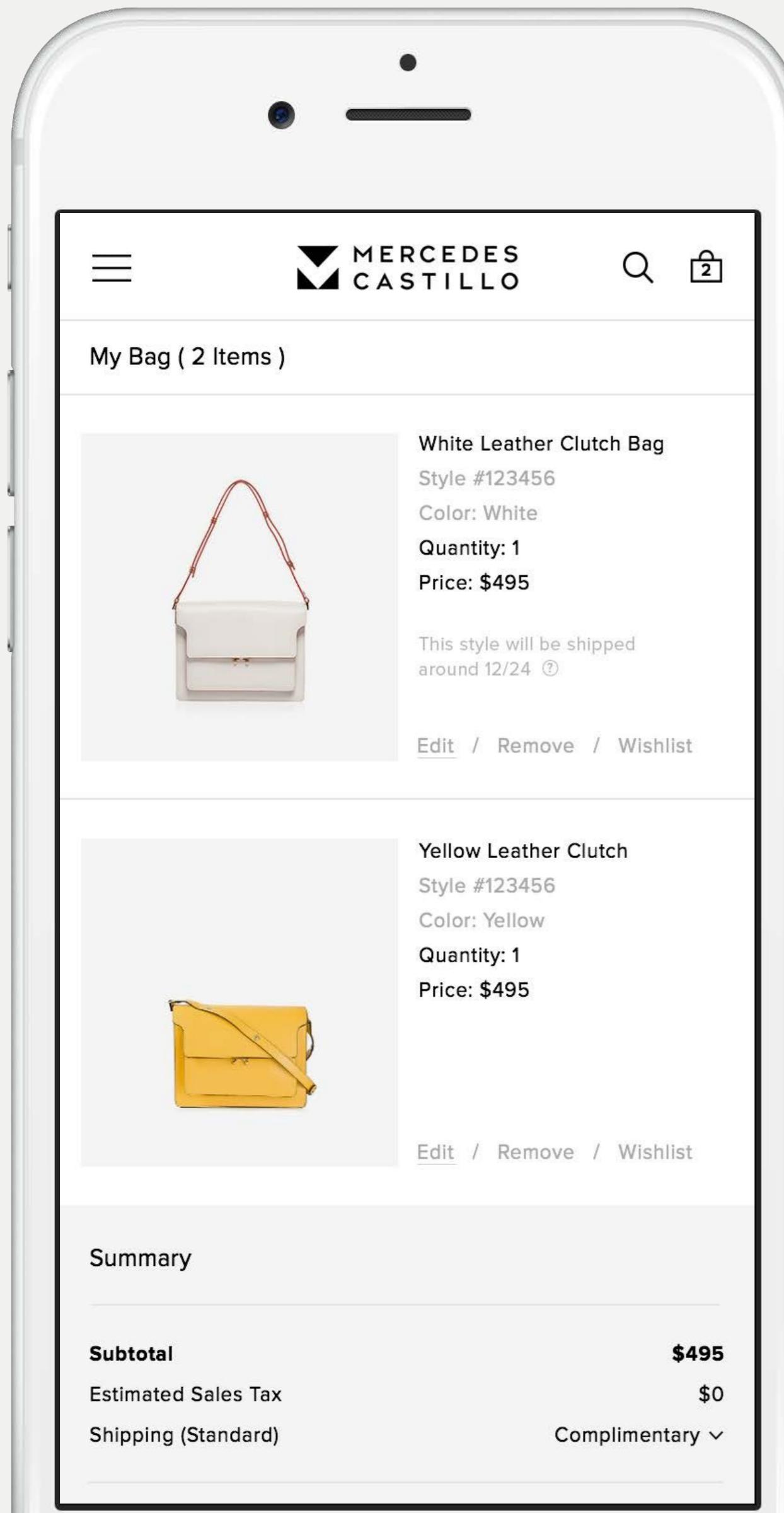
The store finder was more heavy hitting than most. Mercedes Castillo's various product lines could be found in some stores and not others. This was also very important as they decided to move to a purely wholesale model in the end.

The screenshots illustrate the store locator feature across three stages:

- Initial View:** Shows the main navigation bar with the Mercedes Castillo logo, search icon, and shopping bag icon. Below the header are two product images: "Mood: Ceramics from Peru" and "Listen: October". A "Newsletter" section with a "Sign Up for Our Newsletter" button is also present.
- Store Locator Search:** The user has entered "New York, NY" into the search field. Below the search bar is a "Use my current location" button. The map shows the New York City grid with Madison Square Park at the center. Four store locations are marked with numbered pins: Pin 1 is in the NOMAD area, Pin 2 is near 19th Street, Pin 3 is near 3rd Avenue, and Pin 4 is near 23rd Street. The text "5 Stores Found" is displayed.
- Store Details:** The user has selected the first result, "Saks Fifth Avenue". The details shown include the address "500 Fifth Avenue", zip code "New York, NY 10012", phone number "+1 212-777-9077", and operating hours "Open until 07:00pm". There is a "Store Details" button for further information. The distance "2.1mi" is indicated.

One Page Checkout

Checkout was designed to offer all of the information customers needed on one page to curb abandonment. This checkout was fast and easy.



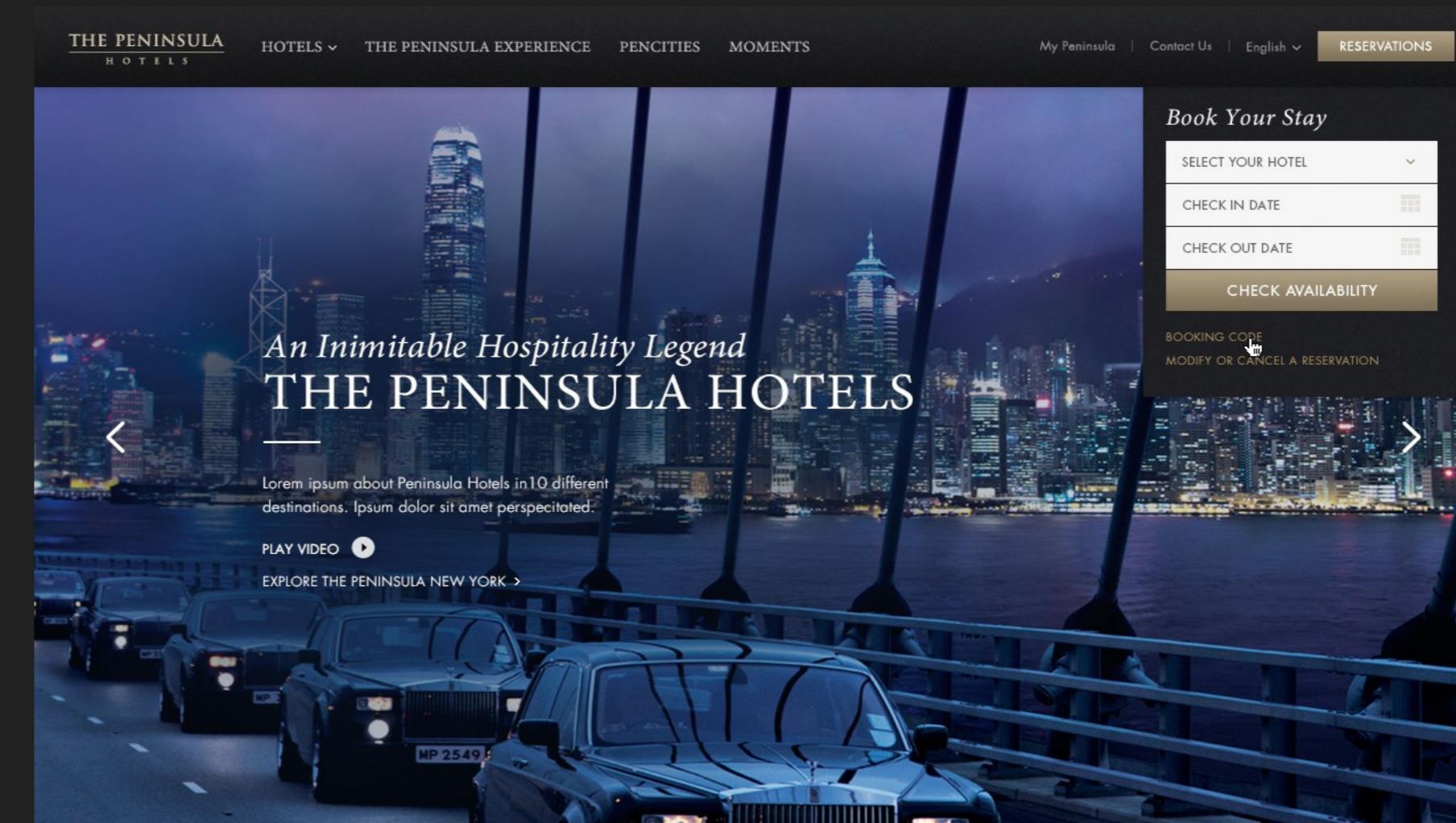
PENINSULA HOTELS

Creating a Legend of Luxury

I was in charge of the strategy, booking flow design from creating a widget on the homepage to follow through after checkout. I created user personas with the Hong Kong management and marketing teams. I redesigned the Peninsula.com sitemap.

Design challenges

10 different locations with unique offerings
Multiple languages
Multiple currencies
Use cases- Booking agents, current clients with accounts and new customers



Booking widget

Peninsula booking was very complex. I solved this by making a widget that allowed users to book multiple rooms at the same time. The widget went through many iterations.

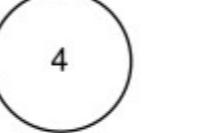
Customers could choose adjacent or stand alone rooms and filter by accessible options. Booking agents could enter booking codes right in the widget and get correct pricing.

BOOK YOUR STAY

HONG KONG →

CHECK IN 27 JUN 2013 

CHECK OUT 6 JUL 2013 

ADULTS	CHILDREN (0-12 yrs old)	ROOMS
 4	 +	 2

ROOM 1 [delete](#)



Deluxe Suite \$9,479 HKD
1,344 sq f / 624 sq m with one king bed, a separate sitting and dining area and views of the Hong Kong skyline

ROOM 2

MAKE RESERVATION »

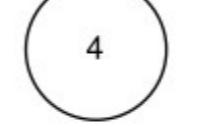
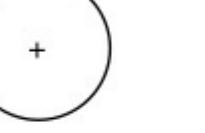
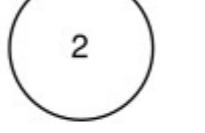
[Advanced booking options](#) [Modify a Reservation](#)

BOOK YOUR STAY

HONG KONG →

CHECK IN 27 JUN 2013 

CHECK OUT 6 JUL 2013 

ADULTS	CHILDREN (0-12 yrs old)	ROOMS
 4	 +	 2

ROOM 1 [delete](#)



Deluxe Suite \$9,479 HKD
1,344 sq f / 624 sq m with one king bed, a separate sitting and dining area and views of the Hong Kong skyline

ROOM 2 [delete](#)



Superior Suite \$7,881 HKD
944 sq f / 324 sq m with one king bed, a separate sitting area and views of the Hong Kong skyline

MAKE RESERVATION »

[Advanced booking options](#) [Modify a Reservation](#)



AT A GLANCE

ROOMS & SUITES

- [Superior Room](#)
- [Deluxe Room](#)
- [Patio Deluxe Room](#)
- [Grand Deluxe Room](#)
- [Executive Grand Deluxe Room](#)
- [Villa King Room](#)
- [Beverly Suite](#)
- [Superior Suite](#)
- [Garden Suite](#)
- [Villa Suite](#)
- [Villa Suite with Jacuzzi](#)
- [Villa Suite with Jacuzzi & Kitchenette](#)
- [California Suite](#)
- [Deluxe Suite](#)
- [Grand Deluxe Suite](#)
- [Grand Villa Suite with Kitchen & Dining Room](#)
- [The Peninsula Suite](#)
- [Peninsula Villa](#)
- [Royal Patio Suite](#)

< PREVIOUS | NEXT >

SHARE

The Peninsula Beverly Hills GRAND VILLA SUITE WITH KITCHEN & DINING ROOM



DISPLAY ROOM FEATURES

Lore ipsum dolor sit amet, consectetur adipisicing elit

ARRIVING
July
12

DEPARTING
July
18

Rates from USD \$5,700 per night

[CHECK AVAILABILITY](#)

Truly spacious at 1,200 sq ft (111.5 sq m), this newly renovated second-story Villa Suite is ample enough to accommodate not only a bedroom and separate living area, but also a modern kitchen with Viking appliances and a dining table for up to six people. Enjoy indulgent luxuries like a private balcony overlooking the gardens, decorative fireplace, vanity area, spacious marble bathroom and a separate guest powder room.

Please Note: Children under 12 are not permitted, while guests between 12 and 17 years old will not be served alcoholic drinks and must be accompanied by an adult over 18 years old.

ROOM SIZE	1,200 sq ft / 111.5 sq m
BEDS	1 King Bed
OCCUPANCY	4 Adults or 2 Adults and 2 Children
LOCATION	2nd Floor
VIEW	Garden View

THE PENINSULA HONG KONG

ROOM 1: EDIT REMOVE
Grand Deluxe Harbour View Room
New Room Introductory Rate

CHECK IN DATE: 12 / 07 / 2013

CHECK OUT DATE: 18 / 07 / 2013

Flexible Dates Accessible Room

ADULTS: 2 CHILDREN: 0

ROOM 2: REMOVE
Please select a room type

CHECK IN DATE: JUL 12, 2013

CHECK OUT DATE: JUL 18, 2013

Flexible Dates Accessible Room

ADULTS: 2 CHILDREN: 0

BOOK AN ADDITIONAL ROOM

ENTER A BOOKING CODE +

UPDATE INFORMATION

Need Assistance? Our world class services team is available 24/7

HOTEL NUMBER +852 2920 2888

USA TOLL FREE NUMBER +1 866 382 8388

EMAIL Reservationgsc@Peninsula.com

Worldwide Contact Information >

Display Currency In: HKD

Room Types Available For: 12/07/2013 – 18/07/2013 for Room 2
Please select a room or suite below to continue to the next step.

ROOMS & SUITES OFFERS Filter By: VIEW ALL | ROOMS | SUITES

Superior Harbour View Suite



SUPERIOR HARBOUR VIEW SUITE

SIZE: 441–484 sq ft/41–45 sq m
ON FLOORS: 2nd – 6th (Original Building)
VIEW: Middle / Nathan / Hankow Roads
OCCUPANCY: 2 Adults & 1 Child
BED: ● 1 King Bed ○ 2 Twin Beds

[VIEW ROOM FEATURES & FLOOR PLAN](#)

Suite Experience Rate Average Rate HKD \$4,380 / night –
This rate includes a free breakfast, airport transfer, Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod...

BENEFITS:

- Daily breakfast for two persons in The Lobby
- Round-trip airport transfer by limousine
- Unlimited mini-bar consumption
- HKD \$1,500 dining credit per room per stay (Please note that terms and conditions apply)
- Late check-out until 4:00 pm (subject to availability)

STANDARD COMPLIMENTARY BENEFITS:

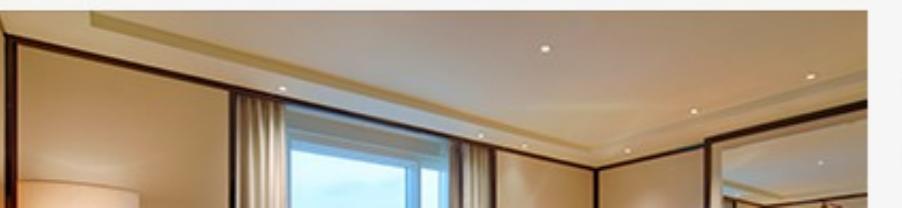
- Unlimited in-room wireless Internet access
- Wireless telephone with VOIP technology (complimentary long-distance calls)
- Use of fitness centre and swimming pool
- Turn-down service
- Daily fruit basket
- Local telephone calls
- Local daily newspaper

[TERMS & CONDITIONS / CANCELLATION POLICY](#) [VIEW NIGHTLY RATE](#) [BOOK THIS ROOM](#)

Value The Experience Rate Average Rate HKD \$4,780 / night +
This rate includes a free breakfast, airport transfer, Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod...

LOREM IPSUM RATE Average Rate HKD \$4,780 / night +
This rate includes a free breakfast, airport transfer, Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod...

Deluxe Harbour View Suite



DELUXE HARBOUR VIEW SUITE

SIZE: 441–484 sq ft/41–45 sq m
ON FLOORS: 2nd – 6th (Original Building)

Widget as persistent cart

The widget follows the customer all the way through checkout. This streamlined programming of the booking process and at the same time helps users stay on task.

Bed sizes were able to be chosen on the same room as well as offers.

BOOK DIRECTLY WITH US TO ENJOY "Peninsula Time", a flexible check-in & check-out programme from 8am to 10pm.

[View Details](#)

<input type="checkbox"/> Guests 1 Adult, 0 Children	<input type="checkbox"/> Check-in Sat, Feb 20, 2021	<input type="checkbox"/> Check-out Mon, Feb 22, 2021	SEARCH
--	--	---	------------------------

[SPECIAL CODES OR RATES](#)

Your Stay

CHECK-IN After 2:00 PM CHECK-OUT Before 12:00 PM
Sat, Feb 20, 2021 - Mon, Feb 22, 2021
1 Adult

Total: **CN¥0.00**

Select Room

Accessible Rooms [View Results By ROOMS](#) [Sort By RECOMMENDED](#) [SHOW FILTERS](#)

Superior Suite
1 King Bed
Sleeps 3 | 1 King | 60 m²
Designed with the quintessential Peninsula ambience of comfort and luxury.
[Room details](#)

PROMOTIONAL RATE CN¥1,900
Daily breakfast before Feb28,2021
"Peninsula Time" - flexible check-in and check-out times
Free WIFI
Free VOIP International Call [BOOK NOW](#)

Deluxe Suite
1 King Bed 2 Twin Beds
Sleeps 3 | 1 King | 65 m²
With spa mode in the bathroom helping you unwind after your long day.
[Room details](#)

PROMOTIONAL RATE CN¥2,000
Daily breakfast before Feb28,2021
"Peninsula Time" - flexible check-in and check-out times
Free WIFI
Free VOIP International Call [BOOK NOW](#)

Duplex Suite
1 King Bed

NEED ASSISTANCE?
Our dedicated reservations team is available:
+86 10 8516 2888
TOLL FREE NUMBERS >
reservationpbj@peninsula.com

1 Make room and date selection

2 Guest and payment information

<< Back to rooms

Save Draft | Share

Differences highlighted

ROOM NAME LOREM IPSUM

\$2,600 HKD/night



ROOM NAME LOREM IPSUM

\$2,600 HKD/night



ROOM NAME LOREM IPSUM

\$2,600 HKD/night



Room highlights lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu pariatur.

ROOM

Room size:

240 sq ft room

Occupancy:

2 Adults, One child (0-12 yrs old)

Type of bed:

King or Twin-size bed

View:

Kowloon City

Room amenities:

LCD flat-screen TV, iPod dock.

Other:

Non-smoking, Adjacent room, Accessible.

BATHROOM

Overview:

Fitted with finest TOTO fixtures and fittings.

Bath:

Includes a gently glowing bath, basins with colour-changing, heat-sensitive technology and automatic controls.

Shower:

Full marble bathroom with floor-to-ceiling translucent glass shower.

Other bathroom amenities:

Feature luxury, fully automated Washlet WC. Oversized terrycloth robes by Frette.

Room highlights lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu pariatur.

ROOM

Room size:

240 sq ft room

Occupancy:

2 Adults, One child (0-12 yrs old)

Type of bed:

King or Twin-size bed

View:

Harbour

Room amenities:

LCD flat-screen TV, iPod dock.

Other:

Non-smoking, Accessible.

BATHROOM

Overview:

Fitted with finest TOTO fixtures and fittings.

Bath:

Includes a gently glowing bath, basins with colour-changing, heat-sensitive technology and automatic controls.

Shower:

Full marble bathroom with floor-to-ceiling translucent glass shower.

Other bathroom amenities:

Feature luxury, fully automated Washlet WC. Oversized terrycloth robes by Frette.

FLOOR PLAN



RESERVE NOW

 Remove from compare

FLOOR PLAN



RESERVE NOW

 Remove from compare

FLOOR PLAN



RESERVE NOW

 Remove from compare

Display Currency In:

HKD



Peninsula is truly an international website. I worked with the design team to incorporate multiple languages as well as currencies.

THE PENINSULA HONG KONG

CHECK IN DATE: Select a date

CHECK OUT DATE: Select a date

Flexible Dates Accessible Room

ADULTS: 2 CHILDREN: 0

BOOK AN ADDITIONAL ROOM

ENTER A BOOKING CODE +

UPDATE INFORMATION

Need Assistance? Our world class services team is available 24/7

HOTEL NUMBER

+852 2920 2888

USA TOLL FREE NUMBER

+1 866 382 8388

EMAIL

Reservationgsc@Peninsula.com

Worldwide Contact Information >

No Room Types Available For All Selected Dates: 12/07/2013 – 18/07/2013

Please select a new check-in date using the table below.

Available Rooms & Rates: 09/07/2013 – 15/07/2013						
JULY 9	JULY 10	JULY 11	JULY 12	JULY 13	JULY 14	JULY 15
TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY
<i>Grand Villa Suite with Kitchenette & Dining Room</i> HKD \$25,380*	グランドヴィラ スイート (キッチンと ダイニング ルーム付) HKD \$25,380*	特级别墅套间 (配有饭厅和 私人厨房) HKD \$25,380*	NOT AVAILABLE	Superior Room HKD \$4,380*	Deluxe Room HKD \$4,380*	Superior Room HKD \$4,380*

*Showing lowest rate per night

Perfection in the details

Peninsula wants customers to see them as a luxury destination not just an accommodation.

A section in checkout called *Perfection is in the Details* was created to add value to the experience and increase cart value. Customers could add on luxury items like chocolates, champagne in the room, fragrances, personalize newspapers and schedule airport transfers in luxury vehicles.

THE PENINSULA HOTELS HONG KONG ▾ MOMENTS LEGENDS OF LUXURY SEARCH | My Peninsula | English ▾ MAKE A RESERVATION

AT A GLANCE
ROOMS & SUITES
Superior Room
Deluxe Room
Deluxe Courtyard Room
Grand Deluxe Kowloon View
Grand Deluxe Harbour View
Superior Suite
Deluxe Suite
Superior Harbour View Suite
Deluxe Harbour View Suite
Grand Deluxe Harbour View Suite
The Marco Polo Suite
The Peninsula Suite
DINING
SPA & WELLNESS
OCCASIONS
THE PENINSULA EXPERIENCE
PENCITIES

PERFECTION IN EVEN THE SMALLEST OF DETAILS

We'll make sure your room is exactly how you like it, just let us know your preferences.

I want to start my morning with Nespresso Coffee
Mariebelle chocolates are delicious! Cardamom Flavor
I like to read the news South China Morning Post

Scented candles helps me relax Jo Malone Wild Figs & Cassis
Soft white sheets on my bed Frette Ava Bedding

SEND MY REQUEST

Our Guests' POINT OF VIEW 01 / 04



Display Currency In: HKD ▾

Booking Reservation For: The Peninsula Hong Kong

Peninsula has a lot of repeat customers that have accounts with the company. It was important to remember these "members" preferences and offer them unique service.

*Guest & Credit Card Information*Registered User? [Log In](#) to your My Peninsula account for a faster check-out and more customization options.*Personal Information:*

Title*

▼

First Name*

Last Name*

E-mail*

Mobile*

Accompanied By

[ADD AN ADDITIONAL TRAVEL COMPANION](#)*Credit Card Information:*

Cardholder's Name*

Card Type:*

▼

Card Number:*

Expiration*

MM
▼
YYYY
▼

Mandatory fields are marked as **, but by providing more information it will allow us to better address your needs.

Travel Information (optional)[HIDE DETAILS](#) ▾

Flight Arrival Date:

-
12 / 07 / 2013
+

Flight Arrival Time:

HH
▼
MM
▼

Flight Number

Flight Departure Date:

-
18 / 07 / 2013
+

Flight Departure Time:

HH
▼
MM
▼

Flight Number

 Request Airport Transfer* Request Early Check-In Request Late Check-Out

*Confirmation of transfer and charges to be confirmed directly by the hotel.

Personalize Your Stay (optional)[VIEW DETAILS](#) ▾*Property Terms & Conditions***CANCELLATIONS**

The hotel must receive any cancellation by 6PM (at the hotel's local time) one day prior to your arrival to avoid a penalty charge equivalent to one night's stay. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

BOOKING SUMMARY [EDIT](#)

The Peninsula Hong Kong
Friday, 12 July – Monday, 18 July 2013
7 Days (6 Nights)

Room 1:
2 Adults, Grand Deluxe Harbour
[View Room](#)

Room Rate:
[New Rooms Introductory Stay](#)

12 July	HKD \$6,880
13 July	HKD \$6,880
14 July	HKD \$6,880
15 July	HKD \$6,880
16 July	HKD \$6,880
17 July	HKD \$6,880

SUBTOTAL: HKD \$41,280

Amenities:
Peninsula Brut, 750 mL HKD \$950
Rose Petals HKD \$310

SUBTOTAL:** HKD \$1,260

TOTAL:* **HKD \$41,280**

*Tax not included (4.5% city tax; (11.9%) state tax per room per night. Room rates are subject to a 10% Service Charge per room per night. Lorem ipsum dolor sit amet.

**Amenities tax lorem ipsum dolor sit amet sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Need Assistance? Our world class services team is available 24/7

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EMAIL
Reservationgsc@Peninsula.com

[Worldwide Contact Information](#) >

THE PENINSULA

HONG KONG

27 June 2013 - 1 July 2013

THANK YOU FOR BOOKING WITH US!
YOUR BOOKING CONFIRMATION NUMBER IS 33499

Please retain this for any queries you may have.
An email has been sent out to inna.knop@gmail.com confirming your reservation.

Register for an account if you would like us to save all of your preferences and
enjoy one click checkouts.

email address password (at least 6 characters) enter password

SIGN IN / CURRENCY HKD ▾

Print | Cancel | Share

Your Reservation

Hong Kong Peninsula

Your dates

Friday, 27 June 2013 - Tuesday, 1 July 2013
4 nights and 5 days

Guests

2 Adults, 1 Child

One (1) Room/s

Room name lorem ipsum
accessible room

Total

\$23,400 HKD

Estimated total cost of room, lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua.

Weather Forecast: C° F°



27 Jun Fri 28 Jun Sat 29 Jun Sun
31° 28° 30° 28° 30° 27°

Need Assistance? Have a question?
Our world class team is also available 24/7

PERFECTION IN THE DETAILS

To prepare a warm welcome for you, please let us know if we can make your stay more comfortable:
Please note: We do our best to accommodate these preferences, but they are subject to availability upon check-in.

<input type="radio"/> I need an airport transfer ARRIVAL: <input type="text"/> Airport: HKG <input type="text"/> Arrival Time: CHOOSE TIME <input type="text"/> Flight Number: DEPARTURE: <input type="text"/> Airport: HKG <input type="text"/> Departure Time: CHOOSE TIME <input type="text"/> Flight Number:	<input type="radio"/> I need an early or late check in/out time EARLY CHECK-IN: <input type="text"/> CHOOSE TIME <input type="text"/> Flight Number: LATE CHECK-OUT: <input type="text"/> 3:00PM <input type="text"/>	<input type="radio"/> I like to read the news LOCAL <input type="radio"/> NATIONAL <input type="radio"/> My smoking preferences are NON SMOKING <input type="radio"/> SMOKING
SPECIAL REQUEST: <input type="text"/> <small>Special request can not be guaranteed and may affect the price of the room.</small>		
<input type="checkbox"/> Save preferences for future bookings <input type="button" value="SEND MY REQUESTS"/>		

OFFER IMAGE Spring Moon Cakes <small>Lore ipsum dolor sit amet consectetur adipiscing</small> Buy Now »	OFFER IMAGE The Peninsula Spa <small>Lore ipsum dolor sit amet consectetur adipiscing</small> Book Now »	<i>Stay informed about deals and events at the Peninsula Hong Kong?</i>
		inna.knop@gmail.com <input type="button" value="SUBSCRIBE"/>

PenCities BY LUXE CITY GUIDES IMAGE	Hong Kong Lore ipsum Article Title Goes Here <small>April 24, 2013</small> <small>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small> Read More »	Hong Kong Lore ipsum Article Title Goes Here <small>April 24, 2013</small> <small>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small> Read More »	Hong Kong Lore ipsum Article Title Goes Here <small>April 24, 2013</small> <small>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small> Read More »
View All Hong Kong Guides			

Why Peninsula means Luxury				
Service <small>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Cancellations can be made online or by calling 852 XXXX XXXX</small>	Our Staff <small>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	Experiences not just rooms <small>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	Our 5 star restaurants and luxurious shopping arcades <small>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	
<small>THE PENINSULA HONG KONG</small> <small>Salisbury Road, Kowloon, Hong Kong, SAR Tel. +852 2920 2888</small>				
<small>© 2013 The Peninsula Hotel. All Rights Reserved. Customer Service Call Us 24/7 Terms of Service Privacy Policy Security</small>				

Your reservation 9903504198 has been canceled.

Your cancellation number is 665447. A confirmation of your cancellation has been sent to the kat.p@googlemail.com.
Please retain this for any queries you might have.

Looking For A New Location To Visit?

[Lorem Ipsum](#) Learn About Our Other Properties Around The World...

Follow Through

The user experience does not end after checkout. We offered ideas and experiences upon cancellation. We were able to showcase the other locations here which impressed how grand the hotels are all over Asia and the US.



The Peninsula Hong Kong



The Peninsula Shanghai



The Peninsula Tokyo



The Peninsula Beijing



The Peninsula New York



The Peninsula Chicago



The Peninsula Beverly Hills



The Peninsula Bangkok



The Peninsula Manila

Announce Your Trip:   

Thank You, your reservation at The Peninsula Hong Kong is complete.

Your confirmation number is 9903504198. A confirmation of your reservation has been sent to kat.p@googlemail.com.

Enhance the Experience after checkout

Peninsula has world class restaurants and spas as well as tours. These experiences were shown on the confirmation page and could be added and booked online.

Your Reservation Details

CONFIRMATION NO.: 9903504198

HOTEL: The Peninsula Hong Kong

TOTAL: HKD \$73,520

* Tax not included (4.5% city tax, (11.9%) state tax per room per night. Room rates are subject to a 10% Service Charge per room per night.
Guest Information

GUEST NAME: Ms. Katharina Poeter

E-MAIL: kat.p@googlemail.com

MOBILE: +1 646 237 4301

Credit Card Information

PAYMENT: American Express

***** 51000
09/15**Room & Dates - Room 1**

ARRIVAL DATE: 12/07/2013

DEPARTURE DATE: 18/07/2013

NO. OF NIGHT(S): 6

ROOM: Grand Deluxe Harbour View Room, 2 Adults

ROOM RATE: New Rooms Introductory Stay HKD \$6,680 / night

SUBTOTAL: HKD \$40,080

Travel Information & Personalization - Room 1FLIGHT ARRIVAL: 12/07/2013 – 18:55 – CX831
Late Check-In RequestedFLIGHT DEPARTURE: 18/07/2013 – 20:00 – CX946
Late Check-Out Requested

TRANSPORTATION: Requested

ROOM PREFERENCE: Non-Smoking

AMENITIES: Peninsula Brut, 750 mL – HKD \$950

SPECIAL REQUEST: N/A

Room & Dates - Room 2

ARRIVAL DATE: 13/07/2013

DEPARTURE DATE: 18/07/2013

NO. OF NIGHT(S): 5

ROOM: Grand Deluxe Harbour View Room, 2 Adults

ROOM RATE: New Rooms Introductory Stay HKD \$6,680 / night

SUBTOTAL: HKD \$33,440

Travel Information & Personalization - Room 2FLIGHT ARRIVAL: 13/07/2013 – 18:55 – CX831
Late Check-In RequestedFLIGHT DEPARTURE: 18/07/2013 – 20:00 – CX946
Late Check-Out Requested

TRANSPORTATION: Requested

ROOM PREFERENCE: Non-Smoking

AMENITIES: Peninsula Brut, 750 mL – HKD \$950

SPECIAL REQUEST: N/A

Create An Account

Enjoy special privileges such as faster checkout and more customization options lorem ipsum.

E-mail*

kat.p@googlemail.com

Password*

SIGN-UP

Need Assistance? Our world class services team is available 24/7

HOTEL NUMBER
+852 2920 2888

USA TOLL FREE NUMBER
+1 866 382 8388

EMAIL
Reservationsgsc@Peninsula.com
Worldwide Contact Information >

Enhance Your Peninsula Experience

Make a reservation at one of our famous restaurants, book a relaxing day at The Peninsula Spa, or sign-up for one of our Academy classes



THE VERANDA

Ruinart Blanc De Blancs Champagne Brunch

[LEARN MORE >](#)

THE PENINSULA SPA

Lorem ipsum dolor sit amet consectetur adipisicing

[LEARN MORE >](#)

PENINSULA ACADEMY

An Art Dialogue With Hong Kong: Insights Into

[LEARN MORE >](#)

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipisicing elit,

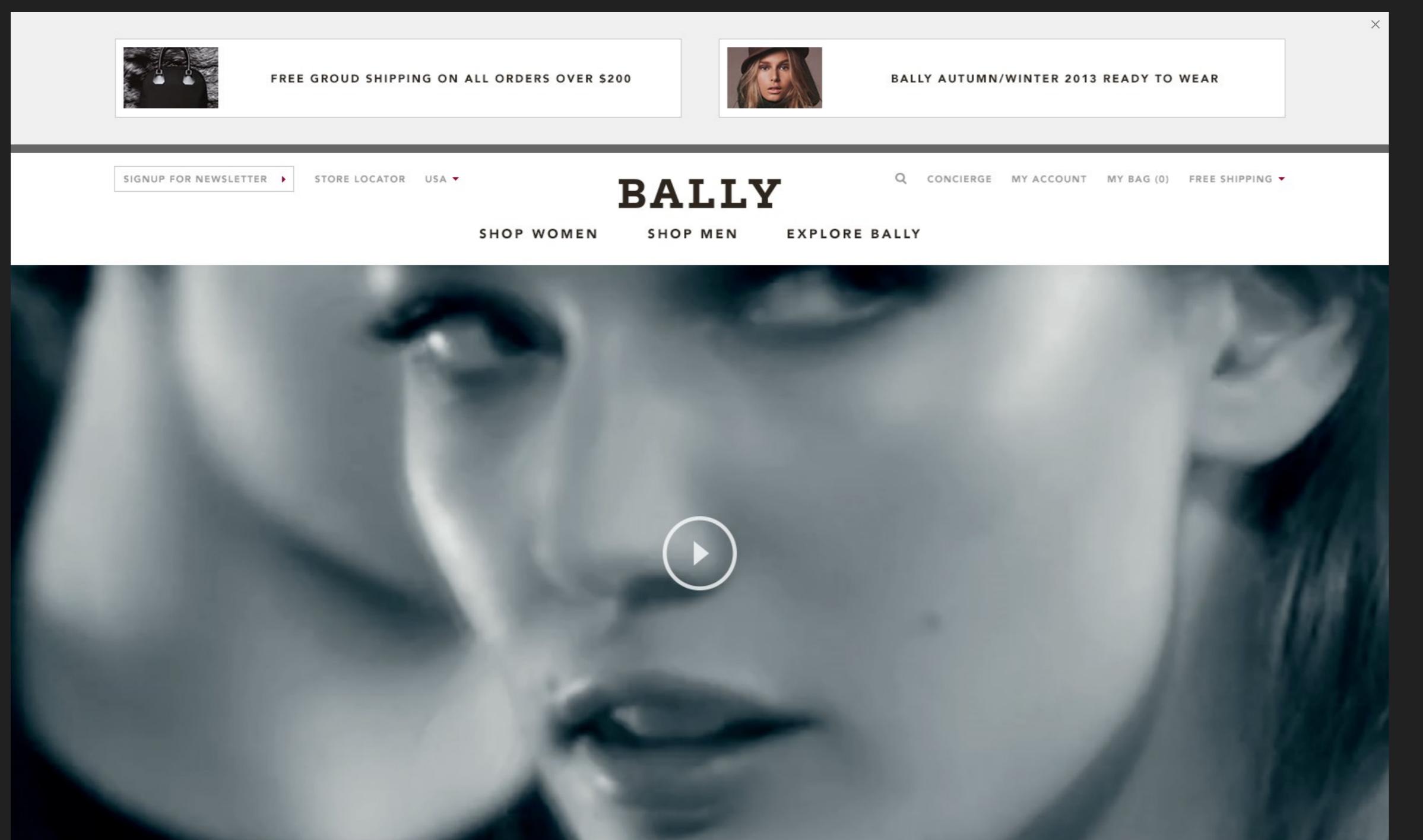
[LEARN MORE >](#)

BALLY OF SWITZERLAND

Bally went through a rebranding to express the luxury of the Alps, heritage of the brand and craftsman of the shoes.

Scribe Novo handmade shoes.

Bally had updated the Scribe brand to Scribe Novo and it was our job to raise the Bally brand awareness with a younger generation. Bally items are an investment that last a lifetime.



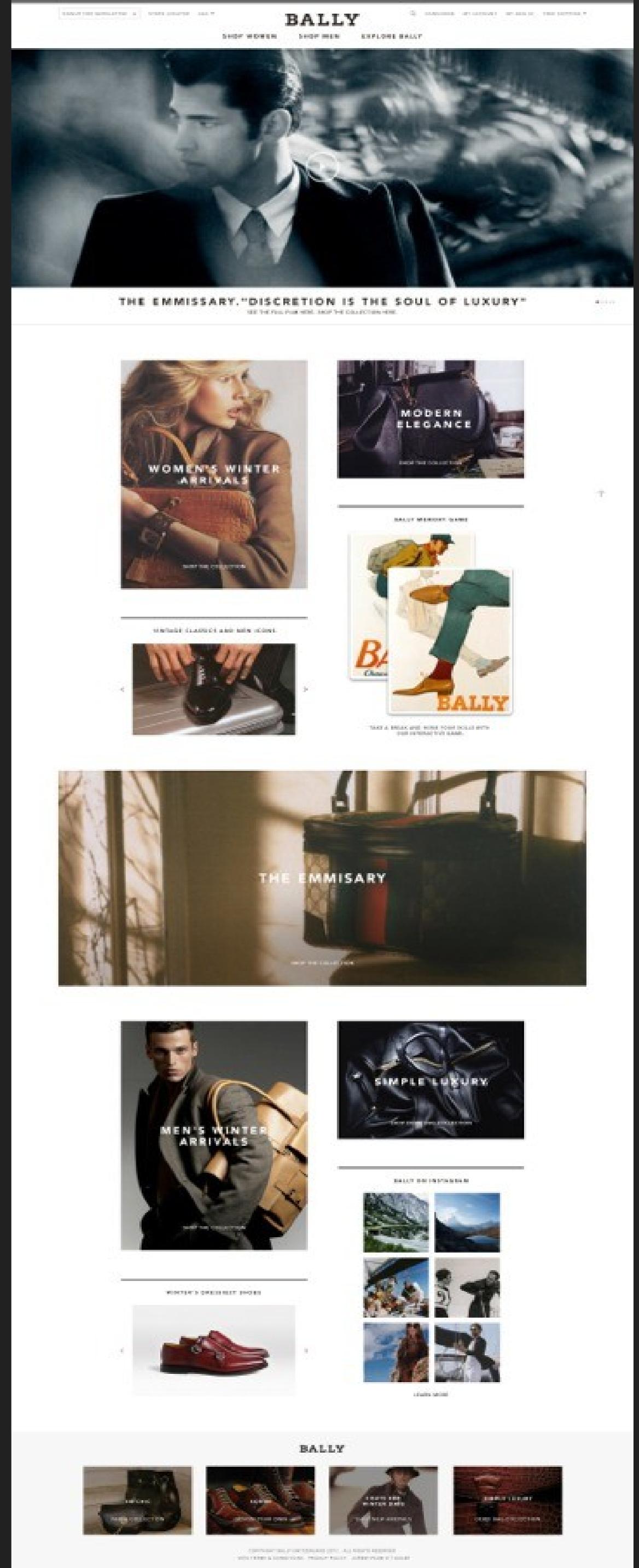
BALLY
SHOP WOMEN SHOP MEN EXPLORE BALLY

FREE GROUD SHIPPING ON ALL ORDERS OVER \$200

BALLY AUTUMN/WINTER 2013 READY TO WEAR

SIGNUP FOR NEWSLETTER STORE LOCATOR USA ▾

BALLYFILM INTRODUCES ZERO TO ZURICH CHAPTER 2
SEE THE FULL FILM HERE. SHOP THE COLLECTION HERE.



BALLY
SHOP WOMEN SHOP MEN EXPLORE BALLY

THE EMMISARY. "DISCRETION IS THE SOUL OF LUXURY"
SEE THE FILM HERE. SHOP THE COLLECTION HERE.

WOMEN'S WINTER ARRIVALS

MODERN ELEGANCE

BALLY MEMORY GAME

TAKE A BREAK AND RELAX WITH OUR INTERACTIVE GAME.

THE EMMISARY

MEN'S WINTER ARRIVALS

SIMPLE LUXURY

WINTER'S COOLEST SHOES

BALLY FILM CHAPTER 2

SEE THE FULL FILM HERE. SHOP THE COLLECTION HERE.

The layout for the women was different than the men's collection. This helped differentiate them visually. Scribe was interwoven throughout the men's pages to raise awareness of the made to order option.

Visual Footer

A nontraditional footer was created for Bally. It gave us the opportunity to showcase special content or collections without putting promos in the listings.

This screenshot shows the 'NEW ARRIVALS' section for women's shoes. It features a large image of a snowy mountain peak at the top. Below it, there are several pairs of women's boots and pumps displayed in a grid. A 'COLLECTION INTRODUCTION' box contains a short paragraph about the brand's craftsmanship and a link to a campaign film. At the bottom, there are links for 'EMAIL ADDRESS' and 'SIGN UP >' along with social media icons for Facebook, Twitter, and Pinterest. The Bally logo is at the very bottom.

This screenshot shows the 'LOOKBOOK FW 14' section for men's shoes. It features a central image of a man wearing a brown velvet jacket, brown trousers, and black boots. To the right are several pairs of men's boots and shoes. Below the main image is a caption 'LOOKBOOK FW 14'. At the bottom, there are sections for 'SCRIBE MADE TO ORDER' showing two pairs of boots, and 'GOES WELL WITH' and 'YOU MAY ALSO LIKE' featuring other products from the collection.

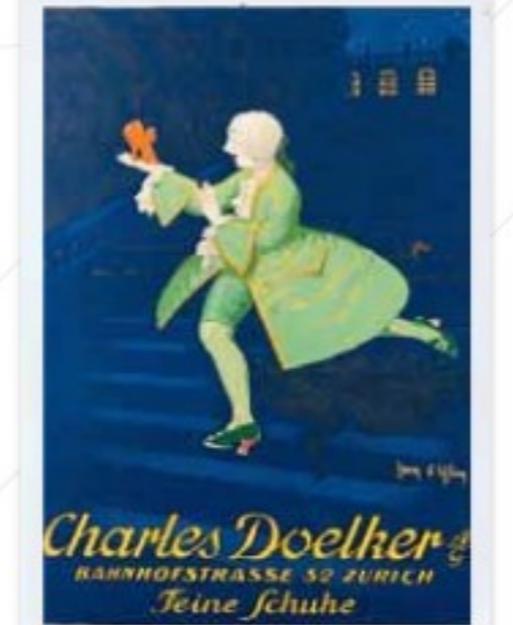
This screenshot shows the product page for the 'HAWORTH BOOT'. It features a large image of a woman wearing a dark coat and black knee-high boots. To the left is a 'FRONT VIEW' image of the boot. On the right, there is a color selection box ('COLOR: BROWN'), a size selection box ('SELECT A SIZE'), and an 'ADD TO CART' button. Below the main image are sections for 'GOES WELL WITH' and 'YOU MAY ALSO LIKE' featuring other Bally products.

OUR HERITAGE

1851 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2013

1900

THE DANCING SHOE



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce posuere augue at elit mattis, eu vestibulum risus convallis. Integer sit amet dui tincidunt, venenatis metus.



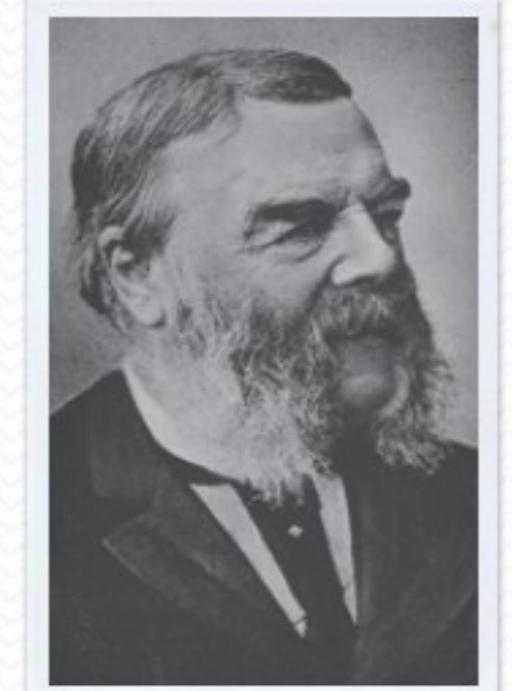
THE MOON BOOT

**1910**

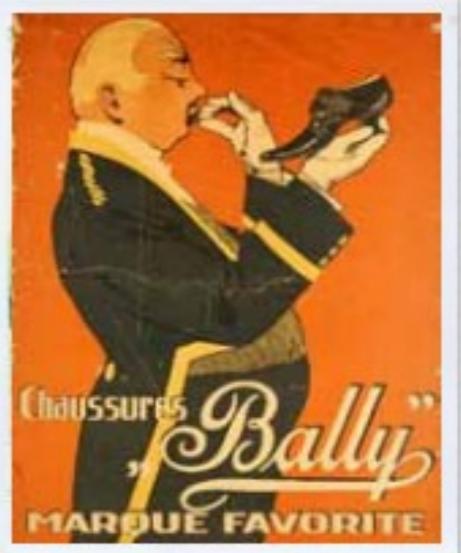
Bally's history is interesting and the timeline showed Bally's influence on men's luxury through the decades.

OUR HERITAGE

1851 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2013

1851

THE FIRST SHOE



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce posuere augue at elit mattis, eu vestibulum risus convallis. Integer sit amet dui tincidunt, venenatis metus.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce posuere augue at elit mattis, eu vestibulum risus convallis. Integer sit amet dui tincidunt, venenatis metus.





Unparalleled Belgian Heritage Since 1926

Nearly 100 years after being founded in Brussels, we continue to honor our Belgian roots by ensuring that every piece of GODIVA is bursting with quality, Belgian craftsmanship, and the world's finest ingredients. The underpinning of our incredible chocolate has, and always will be, an authenticity that flows from our proud Belgian heritage. Our Belgium 1926 logo reflects this spirit, paying homage to the time and place where our story first began and our namesake, Lady Godiva, who embodies the values that we hold most dear.



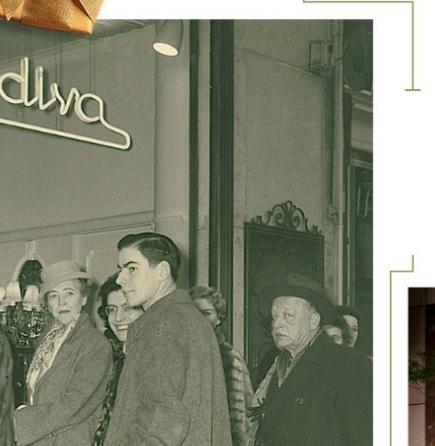
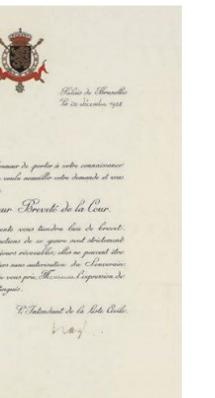
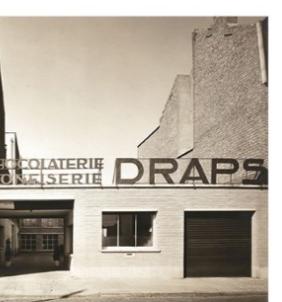
1926



The family was deeply inspired by the legend of Lady Godiva and named the company in her honor. Values associated with Lady Godiva such as boldness, generosity, and a pioneering spirit still inform GODIVA's ethos today.



In 1946, Pierre Draps Jr. perfected his Truffe Originale masterpiece—an intense dark chocolate mousse in fine chocolate, rolled in pure cocoa powder. This piece is not only iconic for GODIVA but for the entire chocolate industry.



CREATE THE GROUP™

GODIVA

Godiva sees itself as a luxury brand but felt they had lost some of their reputation. I was in charge of strategy, design and user experience. I worked with all of their departments to help create an online experience that would help relieve work in other departments and expedite fulfillment.

Bringing back the luxury

I created new content sections to elevate the brand. A Glossary of Chocolate, chocolate chefs feature and recipes section were added to help customers get to know the real Godiva. These sections showed the European roots of the company and the creative process of the chefs. These sections increased customers arriving by organic search significantly.

HEADER: PROMO, USER SCENARIOS

GLOBAL NAVIGATION

AUTENTICATED USER

UNAUTHENTICATED USER

HEADER: ASSISTANCE & MINI CART

ASSISTANCE MENU

MINI CART

PAGE ANNOTATIONS:

01. Rotating Global Promo: There is an option to have up to three promos. Promo fades out after 5 seconds and new promo fades in. See Global Promo Configurations for promo options.

Detail overlay modal of promo policies and conditions comes up when user clicks the See Details link. Menu closes on mouse out or user can click anywhere on screen to close menu. Window scrolls to accommodate content. Scroll bar only shows if necessary.

PROMO DETAILS

02. Logo: Clicking on logo takes the user back to the home page. If the user is on the home page, it will reload the page.

03. Sign In / Register: See DW site genesis wireframes.

04. Sign In State - Authenticated User: See DW site genesis wireframes.

05. Sign In State - Unauthenticated User: See DW site genesis wireframes. Uses **Sign In Menu - Unauthenticated User** or defers to DW site genesis wireframes.

06. Assistance Menu: On mouse over.

Live Chat: Button launches Live Chat modal when the option is available. Label below the button indicates the status.
Email: Links the user to the Contact Us/Email Us page.
1800: Number displayed with indication if options is available.

Clicking on navigation link takes the user to the Customer Service landing page.

Tool could open and reveal itself then close under the following conditions below. Final requirements TBD by Acuity and GODIVA.

- When the user is on the home page
- A first time user comes onto the site
- PDP-out of stock page
- Search results page

07. Shopping Bag & Mini Cart: See DW site genesis wireframes. Final requirements TBD by Acuity and GODIVA.

CONTACTS

(877) 267-7847
letters@godiva.com

Order Tracking
Shipping Info
Return Policy
FAQs
Business Gifts
Gift Card Balance

GODIVA In The Aisle
CONNECT WITH US
GODIVA
Facebook
Twitter
LinkedIn
Instagram
Pinterest
YouTube

MODAL: QUICK BUY

What's in the box?

Before I redesigned the Godiva website, customers could not see what was inside the box of chocolates. I created a What's Inside feature on the product details pages where users can see the chocolates in detail with a cross section view of each piece. This created a more visceral shopping experience.

Filtering was added for allergies or favorite types of chocolate which helped customers find the perfect gift.

PAGE ANNOTATIONS:

Look Inside shows all the single pieces that are contained within a single SKU, where applicable.

01. **Modal Behavior:** Modal opens with fixed width and height, vertically and horizontally centered on top of a greyed out page screen. Modal height and width needs to fit a minimum viewport of 1024x768.

NOTE: Final number of horizontal pieces TBD by Design. See CTG styleguide.

02. **Closing the Modal:** Modal can be closed either through clicking the close button or by clicking outside the modal anywhere on the grey screen background.

03. **Mouse Over:** Optional cross-view image can show on rollover.

04. **Quantity:** Shows quantity of the shown piece in the selected product.

05. **Carousel:** The user manually browses with the left & right controls. The left or right control will be in an inactive state when the carousel is either at the far left or the far right of the rotation. Transition from set to set will be a horizontal sliding transition. If there are no additional items to view, controls are hidden.

06. **PPD Link:** Links to full product details page.

DESCRIPTION
 Surprise someone special with a gift of gourmet chocolates in dark, milk and white chocolate with decadent Belgian fillings presented in our iconic gold box with gold ribbon.

DETAILS
 Give a gift that will be thoroughly enjoyed! Our iconic gold gift box filled with 36 exceptional chocolates in milk chocolate, dark chocolate, and white chocolate is sure to deliver an extraordinary taste experience.

Each chocolate piece offers an exciting flavor profile. You'll discover unique combinations of rich ganache, velvety caramel, luscious praline, refreshing fruit, and crunchy nuts. Created with the finest ingredients in the Belgian tradition, our gold chocolate box will wow recipients with pieces such as: Midnight Swirl, velvety ganache made with 85% chocolate in a dark chocolate shell; Salted Caramel Lion of Belgium, rich, buttery caramel with a hint of salt, surrounded by a crisp dark chocolate shell; and Almond Crunch, almond chunks embedded within solid milk chocolate and dipped in dark chocolate. White chocolate lovers will adore our Raspberry Star, refreshing raspberry puree within creamy-sweet white chocolate. With 36 gourmet chocolate pieces there are so many exciting flavors to explore.

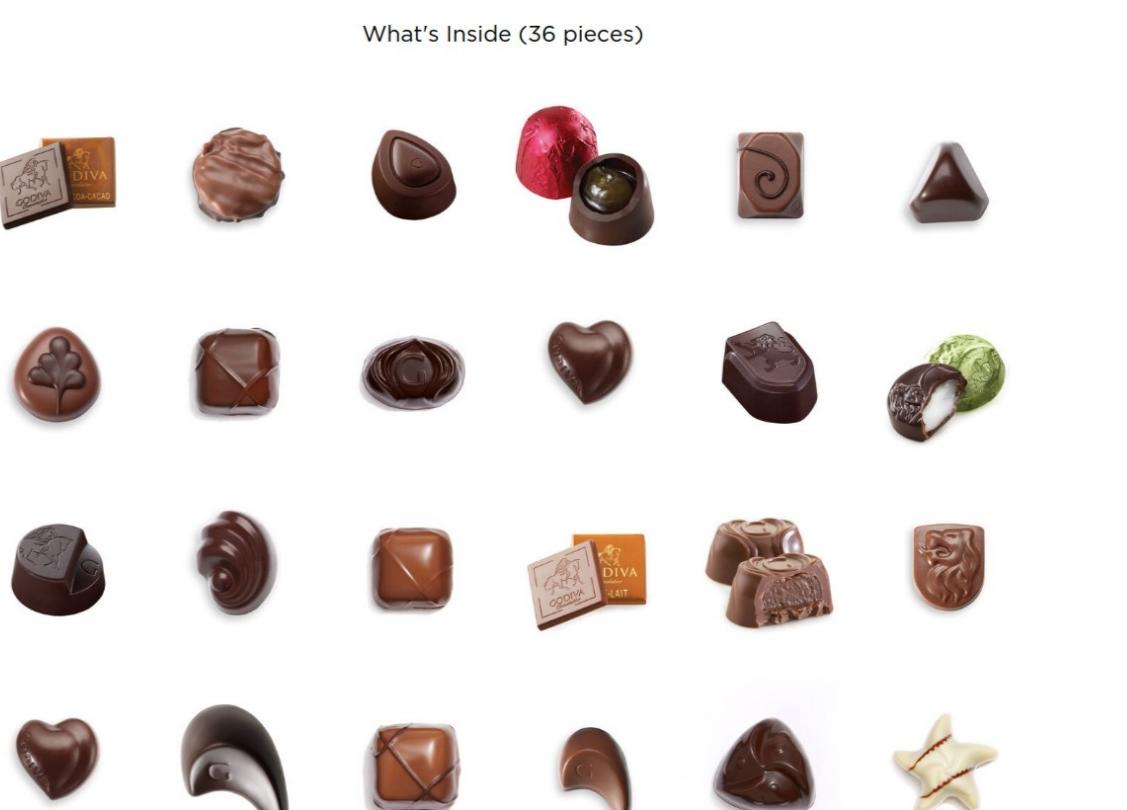
This exquisite chocolate box is the perfect gift for birthdays, anniversaries, holiday celebrations, or even a gift to yourself! This beautiful gold box is pure chocolate pleasure.

Gift box measures 12.48" x 1.30" x 8.99".

• Weight: 13.75 oz.

NUTRITION
SHIPPING INFO
Nutrition Info
 Our shipping system monitors the temperatures where your package is being delivered to ensure your gift arrives in perfect condition, no matter the weather. We tuck our elegant gift boxes inside crisp, Godiva tissue paper to create the perfect gifting experience. Upon your request, we'll also include a complimentary gift message.

Warm Weather Guarantee



Rating	Count	Average Rating
5★	3725	4.7
4★	266	4.8
3★	108	4.4
2★	62	4.8

Reviews
 Rating Snapshot
 Select a row below to filter reviews.
 Overall Taste of Product Satisfaction of Product Quality of Product ★★★★ 4.7 ★★★★ 4.8 ★★★★ 4.8

Content is king
The Chocolate Glossary was added to educate the customers on the different kinds of chocolates and link from the PDP where the pieces are shown in the What's inside area.

The customers could also find information items that were boutique only in order to drive customers into the stores.

CHOCOLATE GUIDE

SHIPPING OR REWARDS CLUB PROMO [see details](#)

GODIVA Belgium 1926

SEARCH

WHAT'S NEW | CHOCOLATE COLLECTIONS | GIFTS & BASKETS | [LOCAL SLOT] | SCHOOL OF CHOCOLATE | [REVOLVING SLOT]

CORPORATE GIFTS

HOME > SCHOOL OF CHOCOLATE > OUR TRUFFLES

[GODIVA CHOCOLATE GUIDE]

01 Our Truffles Our Chocolates Our Biscuits Our TBD Our TBD

OUR TRUFFLES

02 OUR TRUFFLES FALL INTO 9 CATEGORIES:

- SEASONAL (20)
- BOUTIQUE EXCLUSIVES (20)
- SIGNATURE (20)
- ULTIMATE DESSERT (20)
- NUT AND CARAMEL (20)
- FRUIT (20)
- MILK (20)
- DARK (20)
- WHITE (20)

03 'Promo with nice quote from about chocolate'

04 SEASONAL (8)

VIEW AS SLIDE SHOW

THUMB THUMB THUMB THUMB THUMB

Piece Name New
Lorem ipsum dolor sit amet, con
sectetur adipiscing elit. Ut enim ad minim veniam.
BOUTIQUE ONLY

Piece Name New
Lorem ipsum dolor sit amet, con
sectetur adipiscing elit. Ut enim ad minim veniam.
BOUTIQUE ONLY

Piece Name New
Lorem ipsum dolor sit amet, con
sectetur adipiscing elit. Ut enim ad minim veniam.
BOUTIQUE ONLY

Piece Name New
Lorem ipsum dolor sit amet, con
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BOUTIQUE ONLY

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Lorem ipsum dolor sit amet, con
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BOUTIQUE ONLY

05 BOUTIQUE EXCLUSIVE (17)

► SIGNATURE (21)

► ULTIMATE DESSERT (26)

► NUT AND CARAMEL (10)

► FRUIT (20)

► MILK (20)

► DARK (20)

► WHITE (20)

06 CHEF VIDEO

PIECE DETAIL: BOUTIQUE ONLY

SHIPPING OR REWARDS CLUB PROMO [see details](#)

GODIVA Belgium 1926

SEARCH

WHAT'S NEW | CHOCOLATE COLLECTIONS | GIFTS & BASKETS | [LOCAL SLOT] | SCHOOL OF CHOCOLATE | [REVOLVING SLOT]

CORPORATE GIFTS

HOME > INSTORE EXCLUSIVES > DIPPED STRAWBERRY

PREVIOUS PIECE | NEXT PIECE

OUR CHOCOLATE GUIDE

OUR CHOCOLATES
OUR TRUFFLES

EDUCATION

HOW IT'S MADE
GLOSSARY OF CHOCOLATE
CHOCOLATE TIMELINE
LEGEND OF LADY GODIVA

OUR CHEFS

MEET OUR CHEFS

PROMO

01 FIND A BOUTIQUE

ZIP CODE, CITY, or STATE

FIND BOUTIQUE

Assistance
CALL: 1-800-9-GODIVA - Open Now
LIVE CHAT - Open Now
SEND AN EMAIL

02 TOP 3 RESULTS:

Location Name
25 Maiden Lane
New York NY 10023
(212) 833-2008
SEE MAP

Location Name
25 Maiden Lane
New York NY 10023
(212) 833-2008
SEE MAP

Location Name
25 Maiden Lane
New York NY 10023
(212) 833-2008
SEE MAP

03 OTHER BOUTIQUE EXCLUSIVES SIMILAR ONLINE AVAIL IN COLLECTION

IMG IMG IMG

Piece Name Lorem Ipsum Piece Name Lorem Ipsum Piece Name Lorem Ipsum

VIEW ALL

TBD PROMO TBD PROMO

Enter your email address SUBMIT Join our mailing list and receive 15% off on your first order!

ASSISTANCE

LIVE CHAT
1800 9 GODIVA

EMAIL

FAQs

ORDER TRACKING

CUSTOMER SERVICE

BOUTIQUES

STORE LOCATIONS
NEW IN STORE

RESOURCES

RECIPES
CATALOGS
CURRENT PROMOTIONS
SCHOOL OF CHOCOLATE
--
CORPORATE GIFTS

HOW IT WORKS
SHOP CORPORATE GIFTS

GIFT CARDS

GODIVA

LADY GODIVA PROGRAM
LOYALTY CLUB
NEWS & EVENTS
PRESS
PERFECT DELIVERY PROMISE
ABOUT GODIVA
BEYOND GODIVA
CAREERS

Facebook
Twitter
Pinterest
Youtube

PAGE ANNOTATIONS:

01. Optional Boutique Finder : only detail pages. Final allowable search
Technical feasibility still TBD.

02. Boutique Finder Results : Result appear immediately below.

03. Similar Content : Defaults to "Similars"

CONFIGURATION EXAMPLE 1

The wireframe shows a Godiva product page with various UI elements annotated:

- 01**: Previous Product | Next Product
- 02**: Main Product Image (IMG 1)
- 03**: Product Image Thumbnails (THUMB 1, THUMB 2, THUMB 3)
- 04**: Nutrition Information
- 05**: Size dropdown
- 06**: Image Zoom button
- 07**: Choose Your Own ribbon dropdown (GOLD selected)
- 08**: Optional ribbon dropdown (HAPPY BIRTHDAY, GOLD, CONGRATULATIONS, FATHER'S DAY, SPRING)
- 09**: Add to Bag button
- 10**: Badge
- 11**: Look Inside button
- 12**: Share buttons
- 13**: Download Catalog | Download Order Form
- 14**: Perfect Delivery, Our Special Ingredients, Free Shipping modules
- 15**: Tabs [TAB 1], [TAB 2], [TAB 3] with thumbnails and optional CTA.

Below the main content, there's a mailing list sign-up form and a footer with links to various Godiva programs and social media.

PAGE ANNOTATIONS:

- BOUTIQUE ONLY and NON-SHOPPABLE items will not feature Add to Bag, Quantity, or Product Details.**
- 01. Previous/Next Product:** Links to the previous and next product details page within listings page view. If this is the first or last product, the previous or next links falls off.
 - 02. Product Image:** Main Product Image is the default first image represented in the thumbnails and the thumbnail should be visually indicated as selected. Main product images swaps out as user clicks on thumbnails.
 - 03. Product Image Thumbnails:** Maximum of 5 slots. Last slot can contain alt image, video preview or free gift that is included with the product. Main product images swaps out as user clicks on thumbnails. There should be four thumbnail slots. See Styleguide for size and placement.
 - In case there are no alts associated with a product, the first thumbnail representing the current image is not displayed.**
 - 04. Nutrition Information:** (Explained on later page.)
 - 05. Personalization:** When quantity is over X (TBD by GODIVA), personalized messaging tool tip comes up. This option is only available for certain SKUs TBD by Godiva.
 - 06. Image Zoom:** Final zoom solution/vendor TBD.
 - 07. Dynamic Messaging:** This text could be SHIPPING DEADLINE INFO, PROMO OR SPECIAL MESSAGING associated to product. Editable by Godiva per product.

08. Optional Stylized Dropdown Detail: Menu stays open once the dropdown is selected. User can choose the ribbon by clicking on it and when they rollover the color options, a box with a more detailed image comes up on the right side of the dropdown menu. DEFAULTS TO CLASSIC GOLD ribbon. This option is only available for certain SKUs TBD by Godiva. Ribbon options should also be editable by Godiva.



09. Add to Favorites: Item is added to Favorites if logged in. If not logged in, user is prompted to login.

10. Optional Product Badge

11. Look Inside: Launches Look Inside/What's Included modal.

12. Sharing and Print:

Email a friend - uses DM Send to a friend functionality
Print - prints printer-friendly version of page
Facebook - likes this product
Twitter - Tweets that you like this product
Pinterest - Pins this product on your board

13. Optional Business PDP Module

14. Perfect Delivery or Business PDP Concierge promo.

15. Optional Cross Sells Module: Optional module with tab titles managed by the GODIVA team. Second and third tab are optional as well.

Corporate gifting PDP

Godiva has large corporate gifting customers. I created a unique experience for these clients.

The wireframe shows a corporate gifting checkout page with the following sections:

- Shipping Method:** Fields for Country (United States), State, City, ZIP Code, and Phone Number. A note says "I'm shipping to a P.O. Box" (Only Standard Delivery is available for P.O.Box addresses).
- Get Your Items Now:** Order discounts applied in order summary. Select 2nd Day Shipping to guarantee delivery by Valentine's Day.
- Shipping Method Options:**
 - Standard - (Alaska and Hawaii only) \$30.95
 - Standard - Delivery on or before Fri, February 19 FREE
 - 2nd Day - Delivery on Fri, February 12 \$20.95
 - Next Day - Delivery on Thu, February 11 \$30.95
 - APO Standard - (Armed Forces only) \$10.95
- Shopping ahead?** Flexible Delivery Date (FREE) or Guaranteed Delivery Date (\$30.95). Arrives by Feb 19 2021.
- SEND A FREE GODIVA VIRTUAL VALENTINE WITH YOUR GIFT!** Add an extra surprise with an animated musical card using your own photos and custom message! A checkbox asks "Yes, I want to create a Virtual Valentine after completing my order. By checking this box, I accept the Terms and Conditions".

The whole experience

I met with customer service and fulfillment teams to solve issues that would make their job more efficient without sacrificing the user experience.

We figured out a new way to do personalized ribbons and solved customer service issues like delivery times with the new checkout design. I had wanted more integration with the retail stores but this was to be implemented in later phases.

ALEX + ANI

I did competitive research, a site evaluation, new site map, redesign of the entire web and mobile site and strategy.

I created a gift guide and the ability to shop by charity and meaning. I created a mini site for the Charity by Design giving aspect of the company.

This mobile homepage shows all of the optional modules we created for them to use in order to create an updated site throughout the year.

The collage includes:

- A desktop header with navigation links like INSPIRE & GIFT, NEW ARRIVALS, SHOP, COLLECTIONS, ABOUT, and ALEX AND ANI.
- A large banner for "The Color Infusion" featuring three women in colorful clothing.
- A "NEW ARRIVALS" section with a necklace and a "PROVIDENCE COLLECTION" lookbook.
- A "Look no. 3" section showing three bracelets: CHARMING LIFE CHARM BANGLE, VINE CHARM BANGLE, and COMPASS SLIDER CHARM BANGLE.
- A "#Heart2Heart" section with a photo of a hand pointing at a lake and a bracelet.
- A "INSPIRE & GIFT" section with a search bar and a "WHAT'S THE DOCUMENT" dropdown menu.
- A sidebar with categories: MEDITATION, SORCERY, LAW, and LOVE.
- A mobile homepage featuring a vertical navigation bar on the left and a grid of collection cards on the right.
- Collection cards for "Vivamus Felis Dui Imperdier In Maximus", "Motivation Nation", "Motivation Nation", "Lorem Ipsum Dolor Sit Collection", "Free Shipping Lorem Ipsum", and "Lorem Ipsum Dolor Sit Collection".
- A "SELECT THE SYMBOL" dropdown menu with options like Zodiac, Astrology, Mythology, Love & Care, Strength & Confidence, Navigation, Habits & Interests, and Passion.

Emphasize philanthropy- Charity by Design

When I started working with Alex + Ani, Charity by Design where they create designs that give 20% to that particular charity, was not prominent on the site. It had raised 30million at the time I started working with them. When the company changed management in 2018, Charity by Design had raised 500 million.

I made Charity by Design its own distinct sub-brand, with its own voice, tag line, logo, look and feel, blog, etc. It was an option in the main site navigation and items on PLPs and PDPs had a CBD badge. Charity by Design page was given a dynamic editorial-style blog with real stories, and not just a summary about philanthropy. During checkout, we used this space to show the charities to people who have not noticed them and let them choose who they would like to donate to or add additional support.

Shopping by symbols and meaning

My job was to show Carolyn's vision of the Alex and Ani brand. "They are unique statements that speak volumes about those who wear them. They are symbols marking individual paths of life."

I focused on shopping by meaning and symbols while giving more information on the history of the meaning or symbol.

Videos were added to increase SEO and movement on the site. Videos were added to the product images, care and cleaning as well as how to wear promo/tutorials.

The mobile image here shows a Shop the look page I designed to allow users to shop one item or all on the same page.

The screenshot shows a product listing page for bracelets. At the top, there's a banner for "FREE SHIPPING Now through July 24th". Below the banner, the category "BRACELETS" is displayed with a sub-category "Enlighten • Enchant • Empower". A search bar is present at the top right. The main content area features a grid of four bracelets: "Mermaid Art Infusion Set | July Exclusive" (\$58.00), "Peace Love Wonder Woman Charm Bangle" (\$38.00), "Warrior Princess Wonder Woman Charm Bangle" (\$38.00), and "Strength Grace Love Wonder Woman Charm Bangle" (\$38.00). To the left of the grid, there are filters for "FINISH", "PRODUCT TYPE", "SYMBOL", "COLLECTIONS", "OCCASION", and "PRICE". The "SYMBOL" filter is currently expanded, showing categories like "Birth Months (24)", "Hobbies & Occupations (26)", "Initials (26)", "Nature (19)", "Numerology (12)", "Seaside (25)", "Spirit Animals (19)", and "Spirituality (18)". Below the filters, there are pagination controls ("Page: 1 2 3 4 5") and a dropdown for "Show 64 per page".

This screenshot shows a detailed product page for an April Birthstone Spike Pendant. The product image is a clear spike-shaped pendant with a small birthstone at the top. The page includes a "Find a Store" button, a "Sign In" button, and a "Bag" icon. The product description states: "April's spiky glowing color birthstone over's inner strength, and is associated with independence and assertiveness." It also includes a "How to Wear" video thumbnail titled "Building Your Own Necklaces". The sidebar on the right contains sections for "From the Blog", "The Stories", and "Customer Service". The bottom of the page features a "Follow #AlexandAni" section with social media links and a "SIGN UP" button.



THANK YOU

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