Task Analysis

LUSH.com

www.lushusa.com

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INP Associates

Contents

Executive Summary

INP Associates was hired to perform a task analysis of several key functions of the LUSH.com website, www.lushusa.com. The tasks analyzed included locating products on the site, submitting product reviews and website feedback, signing up for the company's catalog, applying for a position within the company, and performing a quick order of products. During this analysis, several potential improvements were identified. Redesigned paths for these tasks have been included in this report along with storyboards outlining interface changes when needed.

The improvements in the multiple page processes included:

- **Reducing the length of customer submission forms across the site.** The analysis identified several excessively long tasks the website requires users to complete. Much of with information requested was either organized confusingly or unnecessary all together. These items were either removed or reorganized to decrease that amount of time spent completing the tasks.

- **Adding more functionality when ordering products.** The Quick Order process proved to be difficult due to the length of the list of products. The lack of any search functionality also attributed to the difficulty and time spent performing this task. New functionality was added and interface changes to the shopping process were also made to better serve the user.

- **Providing more information and results when applying for a position.** The search functionality of the careers section of the site was excessively difficult to use and often provided the user with no results. The functionality of the search was updated and new interface changes were implemented to provide more information to the applicant.

- **Changes to the layout of product pages were implemented.** It was discovered that many of the individual product pages had inconstant layouts and styles. A new layout for all product pages was designed to increase scanability.

Beyond the multiple page processes, 21 single page wireframes were created to show interface redesigns for numerous forms and pages. These storyboards serve not only to establish a consistent design, but also to reinforce changes made to the redesigned process outlined in this document.

Processes

Locate a product page: Task Analysis

There are currently 4 paths a customer can take to a specific product on the web site. These paths follow a logical course and provide adequate suggestions to the user while navigating.

However, the site lacks current navigation page indicators on the level two category index pages. These indicators do however appear on individual product pages.

The highlighting of the 'New' category may also cause confusion to many users by suggesting that it is the page they are currently located on.

On the product list pages users may also have difficulty knowing where to click in the product modules. A hover styling should be applied the title, image and 'more' links to assist with navigation.

While the paths to complete the task were straight forward, the final destination product page suffers from an inconsistent layout. Changes to this page are outlined in the interface changes section and in the wireframe mock-up.

Current Path 1: Search by keyword

1. Click on search box.
2. Enter key word.
3. Submit search.
4. Browse results or enter a new search.
5. Click on product title or user rated title or click 'BUY' to enter purchase page.
6. View information on product.
7. Enter quantity and/or click 'BUY'.
8. Review 'My Basket'.
9. Click 'Continue' or 'Return to shopping'.
10. Enter billing information.
11. Click 'Buy Now'.

No Changes Necessary to Task Steps (Changes Occur in Interface)

Current Path 2: Search by keyword - (suggested results method)

1. Click on search box.
2. Enter key word.
3. Select item from suggested results drop down menu.
4. View information on product.
5. Enter quantity and/or click 'BUY'.

6. Review 'My Basket'.
7. Click 'Continue' or 'Return to shopping'.
8. Enter billing information.
9. Click 'Buy Now'.

No Changes Necessary to Task Steps (Changes Occur in Interface identical to Current Path 1)

Current Path 3: Menu Navigation

1. Click on 'Hair'.
2. Located local navigation menu and click on 'conditioners'.
3. Browse product list.
4. Click on product title or image.
5. View information on product.
6. Enter quantity and/or click 'BUY'.
7. Review 'My Basket'.
8. Click 'Continue' or 'Return to shopping'.
9. Enter billing information.
10. Click 'Buy Now'.

No Changes Necessary to Task Steps (Changes Occur in Interface identical to Current Path 1)

Current Path 4: Menu Navigation - (JavaScript drop down menus)
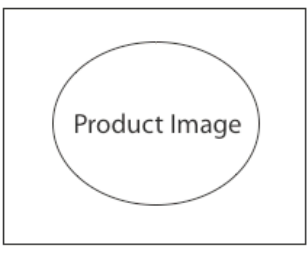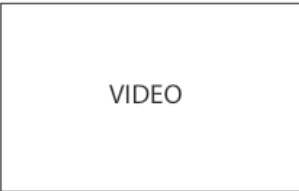
1. Hover over 'Hair'.
2. Mouse down and click on 'Conditioners'.
3. Browse product list.
4. Click on product title or image.
5. View information on product.
6. Enter quantity and/or click 'BUY'.
7. Review 'My Basket'.
8. Click 'Continue' or 'Return to shopping'.
9. Enter billing information.
10. Click 'Buy Now'.

No Changes Necessary to Task Steps (Changes Occur in Interface identical to Current Path 1)

Locate a product page: Interface Changes

- Relocated product image to left-hand side of screen under product title and tag line.
- Relocated social media buttons under tagline.
- Simplified and condensed the product description to one module on the right-hand side of screen.
- Relocated purchase module to upper right hand side of screen.
- Relocated 'Vegan', 'Retro', and 'May melt' circular indicators to the top of the product description module.
- Ingredients repositioned horizontally.
- Relocated and redesigned the 'More products' module. Renamed this module 'Similar Products'.
- Expanded and relocated the abbreviated customer review module.
- Combined the How to use video and text in to one area. Relocated this area to the right of the screen.
- Relocated and redesigned the 'Customers who like this item' menu.

Product Page

1.1.3 – Product Page

Subscribe to the Catalog: Task Analysis

There are currently 4 paths customers can take to subscribe to the LUSH catalog. Two paths are based on top navigation and two are based on footer navigation links. Although it is not immediately apparent to the customer that three out of the four links would lead to a catalog subscription option, the additional paths provide alternatives for obtaining a catalog subscription. Some of the redesigned paths show options for both the member and the non-member. Member steps are minimized significantly particularly in paths three and four. Clarifying comments are listed in parenthesis.

Current Path 1: Click on the Lush Catalog top navigation button

1. Locate 'Lush Catalogue' link.
2. Click on 'Lush Catalogue' link.
3. Enter first name, last name and complete mailing address.
4. Click on 'privacy policy' link or click on 'Complete Subscription' button.
5. Click 'Continue Shopping' button or another navigation button to return to store.

Redesigned Path 1: Click on the Lush Catalog top navigation button

1. Locate 'Catalog' link.
2. Click on 'Catalog' link.
3. Enter first name, last name and complete mailing address.
4. Click on 'privacy policy' link or click on 'Complete Subscription' button.

Customer is returned to home page to begin shopping. [2.1.2]

Current Path 2: Click on the LUSH Times Catalog link from footer

1. Scroll down page to site footer.
2. Locate LUSH times Catalog link.
3. Click on LUSH times Catalog link.
4. Locate the 'Sign up to receive our regular catalog' link.
5. Click on 'Sign up to receive our regular catalog' link.
6. Enter first name, last name and complete mailing address.
7. Click on 'privacy policy' link or click on 'Complete Subscription' button.
8. Click 'Continue Shopping' button or another navigation button to return to store.

Redesigned Path 2: Click on the 'LUSH Times Catalog' link from footer

1. Scroll down page to site footer.
2. Locate 'Catalog' link.
3. Click on 'Catalog' link.
4. Download current catalog by clicking on 'Download US Edition' or 'Download Canadian English Edition' button [Step 2 page] or
5. Click on 'Sign up to receive our catalog in the mail' button.
6. Enter first name, last name and complete mailing address.
7. Click on 'privacy policy' link or click on 'Complete Subscription' button.

   (Customer is returned to home page to begin shopping. [Identified as 2.1.2])

Current Path 3: Click on "Email Newsletter" top navigation link

1. Click 'Email Newsletter' link from top navigation.
2. Enter first name, last name and email address (twice) and zip code.
3. Check the 'I'd also like to receive the LUSH Times catalog in the mail' check box. (More entry fields become available when box is checked.)
4. Enter address, city, state, and country.
5. Click on 'Complete Subscription' button.
6. Open email account in another tab or browser window.
7. Retrieve activation email from LUSH.
8. Click on activation link in email or copy and paste link into an Internet browser.
9. Press 'Enter' key.
10. Return to Lushusa.com site.
11. Click on logo or other navigation button to return to store.

Redesigned Path 3: Click on 'Email Newsletter' top navigation link

1. Click 'Email Newsletter' link from top navigation.
2. Sign in (if customer has an existing account) and press the enter key. [2.3.4]
3. Check the 'I'd also like to receive the LUSH Times catalog in the mail' checkbox. (More entry fields become available when box is checked.)
4. If customer has an existing account the information fields will be populated with customer's information.
5. Click 'Complete Subscription' button to return to store. [Identified as 2.1.2] or
6. Enter first name, last name and email address (twice) and zip code.
7. Enter address, city, state, and country if customer has no existing account.
8. Check the 'I'd like to become a member' check box if customer desires to become a member. (Checking this option now will negate the necessity of completing billing information for future purchases.)
9. Click 'Complete Subscription' button. (Customer's subscription is activated immediately.)

Customer is returned to home page to begin shopping. [Identified as 2.1.2]

Current Path 4: Click on 'Contact Us' link

1. Scroll to footer.
2. Click on 'Contact Us' link.
3. Scroll to 'Common Questions' area on page.
4. Click on question, 'Does LUSH have a print catalog? How do I subscribe?'
5. Click on the 'Subscribe to our LUSH Times catalog now' link. (This link takes user to 'Create Account' page.)
6. Enter first name, last name and complete mailing address, daytime phone, email address, and password (twice).
7. Check the 'I'd like to subscribe to the LUSH Times catalog by mail' check box.
8. Click 'Sign me up!' button. (The form will not process if a customer fails to complete a field or completes it incorrectly. There is no error message given to the user. This could be confusing to the user. The customer may not know why the form wasn't processed, as none of the fields are marked required. This could potentially create a scenario where the customer repeatedly attempts to remedy the problem, but the form does not process. Customer could abandon the task out of frustration.)

Redesigned Path 4: Click on 'Contact Us' link

1. Scroll to footer.
2. Click on 'Contact Us' link.
3. Scroll to 'Common Questions' area on page.
4. Click on question, 'Does LUSH have a print catalog? How do I subscribe?'
5. Click on the 'Subscribe to our LUSH Times catalog now' link.
6. Sign in (if customer has an existing account) and press the enter key. [Identified as 2.1.1]
7. Members can proceed to step 8. (If customer has an existing account the information fields will be populated with customer's information.)
8. Click 'Complete Subscription' button to return to store. [Identified as 2.1.2] or
9. Enter address, city, state, zip code and country if customer has no existing account.
10. Click 'Complete Subscription' button. (Customer is returned to home page to begin shopping. [Identified as 2.1.2])
11. Or
12. Check the 'I'd like to become a member' check box if customer desires to become a member. (Checking this option now will negate the necessity of completing billing information for future purchases.) (More entry fields become available when box is checked.)
13. Enter email address (twice) and daytime phone number.

14. Click 'Complete Subscription' button. (Customer is returned to home page to begin shopping. [Identified as 2.1.2])

Subscribe to the Catalog: Interface Changes

- Changed all instances of the word 'catalog' or 'catalogue' to one spelling.
- Changed 'Lush catalogue' and 'Lush times Catalog' links to 'Subscribe to catalog' or 'Catalog'.
- Provided a link to the PDF catalog version on the 'Subscribe to get the mail catalog' page.
- Changed all catalog links to access the same page.
- Provided the initial page with a link to a subpage that allows a person to sign up for a mail catalog.
- Gave customers the option to just download the catalog first.
- Changed mail catalog subscription heading (title) to read: Subscribe to get LUSH Times catalog in your mailbox.
- Provided the 'Sign In' option for members to minimize the necessity to reenter information.

Catalogue Subscription Page

LOGO

Search box

Product Navigation

LUSH TIMES
CATALOGUE SUBSCRIPTION

Entering member information automatically populates customer information fields

The LUSH Times is a printed catalogue we mail out to subscribers. It's like a tiny LUSH shop that appears on your coffee table every few months. Each edition includes fun product listings, and highlights new products and exciting things going on in our company. Sign up today!

Privacy and Security at LUSH

LUSH is committed to respecting your privacy and the security of your personal information. We do not share your information for marketing purposes. We follow all best-practice guidelines and respect your privacy and personal information and treat it as if it were our own.

Our privacy policy details the information we collect and how we use it.

All ready a member?

| email | password | GO |

First Name*:

Last Name*:

Address*:

Address 2*:

City*:

State*:

Country*:

Zip Code*:

Day Phone*:

☐ I'd like to become a member

Complete Subscription

Member sign-up module appears when check box is clicked

LUSH.com Member Sign-up

Email*:

Confirm*:

Zip Code*:

Customer Review and Footer Navigation (not shown)

2.1.1 – Catalogue Subscription Page

Home Page

2.1.2 – Home Page

Catalogue Subscription Page

LOGO

Search box

Product Navigation

LUSH TIMES CATALOG

Download Current Catalog Now

current issue image | Spring 2011 Issue

Download US Edition (size/type)

Download Canadian English Edition (size/type)

Download instructions

Image

Sign up to receive our catalog in the mail

Customer Review and Footer Navigation (not shown)

2.2.3 – Catalogue Subscription Page

Newsletter Page

LOGO

Search box

Product Navigation

SIGN UP FOR THE LUSH E-NEWSLETTER

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Image

Entering member information automatically populates customer information fields

All ready a member?

email   password   GO

Sign in now to auto compleat this form.

First Name*:

Last Name*:

Address*:

Address 2*:

City*:

State*:

Country*:

Zip Code*:

Day Phone*:

☐ I'd like to become a member

☐ I'd also like to receive the LUSH Times catalog in the mail.

Complete Subscription

Member sign-up module appears when check box is clicked

LUSH.com Member Sign-up

Email*:

Confirm*:

Zip Code*:

Day Phone*:

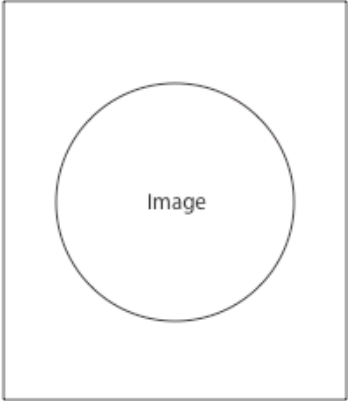Customer Review and Footer Navigation (not shown)

2.3.4 – Newsletter Page

Submit a customer review: Task Analysis

During the analysis of this task, it became apparent that the number of reviews for many of the LUSH products was very low. Some products had only a handful of reviews despite being a part of the catalog for more than a year. Many of these reviews were months apart and some we as old as three years. The task analysis for submitting a review revealed that a possible reason for the low amount of submissions might be a result of the excessively long product review form.

Users will often opt out of a task if they perceive it to be too long or there are too many tasks involved. Making some or even most of the tasks optional will do little to change this perception since the majority of users will simply scan a page to determine if they want to invest their time.

Following this logic, the redesigned path for this task focused on eliminating steps that were either too involving, were largely unused, or could be confusing to users.

In addition to these changes, the requirement for a user to verify the review through an active email account was eliminated. This requirement offers no guarantee that a reviewer is a credible source and could be perceived by the user as an attempt to acquire their personal contact information.

Current Path 1: Customer Review Form

1. Select a product
2. Scroll down to 'Customer Review form'
3. Click 'Write a Review'
   (*Opens New Window)*
4. Enter a 'Review Headline' (required field)
5. Select an 'Overall Rating' (required field)
6. Enter or select tags for 'Pros', 'Cons' and 'Best Uses'
7. Select a 'Describe Yourself' option
8. Enter product comments (required field)
9. Click on Service/Delivery tab
10. Enter Service/Delivery comments (required field)
11. Select a 'Bottom Line' option
12. Enter a 'Nickname' (required field)
13. Enter location (required field)
14. Select a label for item
15. Click 'Add images or videos' *(Opens New Window)*
16. Select 'Attach Image' (attachment slot 1)
17. Enter image location or select browse to locate file
18. Enter 'Add Caption'
19. Enter or select tags
20. Select Attach YouTube video (attachment slot 1)
21. Enter URL
22. Click "Add video'
23. Enter 'Add Caption'

24. Enter or select tags
25. Select 'Cancel adding Media' or Select 'Preview' (Opens New Window)
26. Check user agreement check box
27. Check age verification check box
28. Click 'Edit Review' or 'Submit' (Opens New Window)
29. Enter email address
30. Select 'Remember me' option
31. Click 'Verify My Review'
32. (Opens New Window)
33. Enter URL to post review to a blog
34. Click 'Next'
35. Enter user name and password
36. Click 'Post to blog'
37. Open verification email
38. Click link
39. Click 'Please Continue Shopping' or 'Go back to the product page'

Redesigned Path 1: Customer Review Form

1. Select a product
2. Scroll down to 'Customer Review form'
3. Click 'Write a Review' *[opens page 3.1.1]*
4. Enter Name
5. Enter Review Headline (required field)
6. Chose Recommend Product option
7. Click on 'stars' to add a rating level
8. Enter 'Pros' tags
9. Click 'Add' (repeatable)
10. Check 'Pros' tags to be included
11. Enter 'Cons' tags
12. Click 'Add' (repeatable)
13. Check 'Cons' tags to be included
14. Enter 'Additional Comments'
15. Click 'Preview' [*opens page 3.1.2]*
16. View Product Review preview
17. Click Edit Review or
18. Check off Usage Agreement
19. Check off age verification
20. Click Submit *[open dialog window 3.1.3]*
21. Click 'Return to Lush'

Submit a Customer Review: Interface Changes

- Users are no longer required to provide a nickname or location
- The 'Best uses' module was removed after analysis of submitted tags revealed it to be underused and misunderstood
- 'Additional Comments' is no longer a required field
- 'Survey your stash' module was removed was removed because of poorly word options
- 'Bottom Line' title was changed to 'Recommend this Product' to reduce confusion
- The options to add images and video was removed due to lack of use
- 'Service/Delivery' comments were removed due to lack of use. Users can include these types of comments in the 'Additional Comments' section.
- 'Accessories I Recommend' module was removed due to lack of use
- The preview page was reorganized

Submit a Customer Review Page

Lush.com Product Review
Product Name

Your name (optional):
Anonymous
Example: First, Nickname, Anonymous

* Review Headline:
Example: xxxxxxxxxxx xxxxxx xxxxxxxxxx xxxxxx

Recommend this Product:
○ I recommend this product
○ I do not recommend this product

* Your Rating:
☆☆☆☆☆ Click on stars

Pros:
Add tags one at a time:
[_____] Add
Start by adding your own
and we will display
suggestions if others have
added similar tags. You can
check suggestions that apply.

☑ xxxxxxx
☑ xxxxxxx
☑ xxxxxxx
☑ xxxxxxx

Cons:
Add tags one at a time:
[_____] Add
Start by adding your own
and we will display
suggestions if others have
added similar tags. You can
check suggestions that apply.

☑ xxxxxxx
☑ xxxxxxx
☑ xxxxxxx
☑ xxxxxxx

Additional Comments:
· How you use the product
· Things that are great about the product
· Things that you do not like about the product
· Comments on shipping

Preview

3.1.1 – Submit Customer Review Page

Review Preview Page

Lush.com Product Review
Product Name

Your Review:

Review Headline
by Anonymous
Date: xx/xx/xx

Product Name
☆☆☆☆☆

Recommended?
YES

Comments:
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda este.

Pros:	Cons:
XXXXXXXXXXX	XXXXXXXXXXX
XXXXXXXXXXX	XXXXXXXXXXX
XXXXXXXXXXX	XXXXXXXXXXX

☐ I agree with the usage agreement
☐ I am age 13 or older

Edit Review   Submit

Note: We reserve the right to edit or reject reviews that include inappropriate content, profanity, references to other retailers, pricing, or personal information.

All submitted reviews become the licensed property of PowerReviews.com. We reserve the right to reject or modify any reviews without notice. We will not use or share your personal information for marketing purposes. If you have further questions, please read the complete Privacy Policy, Terms of Use and Usage Agreement.

3.1.2 – Review Preview Page

Submit Customer Review Success Page

Lush.com Product Review
Product Name

Your Review:

Review Headline
by Anonymous
Date: xx/xx/xx

Product Name
☆☆☆☆☆

Recommended?
YES

Comments:
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint

Success.

Your review has been posted.

Back to Lush

Pros:
XXXXXXXXXXX
XXXXXXXXXXX
XXXXXXXXXXX

Cons:
XXXXXXXXXXX
XXXXXXXXXXX
XXXXXXXXXXX

☐ I agree with the usage agreement
☐ I am age 13 or older

Edit Review

Submit

Note: We reserve the right to edit or reject reviews that include inappropriate content, profanity, references to other retailers, pricing, or personal information.

All submitted reviews become the licensed property of PowerReviews.com. We reserve the right to reject or modify any reviews without notice. We will not use or share your personal information for marketing purposes. If you have further questions, please read the complete Privacy Policy, Terms of Use and Usage Agreement.

3.1.3 – Submit Customer Review Success Page

Apply for a position with the company: Task Analysis

During the analysis of this task several issues regarding navigation became apparent.

On the main careers page, users may become confused at the use of the Home Office and Retail Shop navigation tabs in the main body of the page. Currently the tabs are not styled in a way that clearly implies functionality. The page also lacks a path for returning applicants to view the status of their application.

The Search Openings page has several issues with it functionality most notably, the lack of a 'See All Positions' button. While it indicates that there are a certain number of positions available, the page leaves it up to the user to locate these positions using the scrolling menus, clicking on a 'Role', and clicking search. Many times this method yields no results and forces the user to start the process over.

Also, while useful, the search by keyword functionality may be confusing to users not understanding the format of the keywords themselves. There are a large variety of keyword formats a user can choose to enter. Without providing examples to guild them the search engine will often provide limited result or at the worst, none at all.

The current site also provides limited information on a specific position's description and qualifications. The redesign interface has attempted to include this information.

The local navigation on the main careers page has also been expanded and reordered to assist in navigation.

Current Path 1: Local Navigation Path

1. Locate footer navigation
2. Click on 'LUSH Careers'
3. Click on 'Home Office' or 'Retail shops' in the local navigation (*new window opens)*
4. View page information
5. Select 'Role' and/or 'location' options
6. Click 'Search' (*new window opens*)
7. Review position listings
8. Select position listing (*new window opens)*
9. Click Apply for this Position (*new window opens)*
10. Complete 'Personal Information' section
11. Complete 'How do you hear about this position?' section
12. Complete 'Email registration" section
13. Complete 'Additional information' section
14. Complete 'Employment History' for 'Position 1'
15. Click 'Add Another Company' if applicable and complete
16. Click on 'Choose File' in 'Resume Attachment' section and select resume file
17. Click in text box and type or copy a cover letter

18. Complete 'Equal Opportunity Questionnaire'
19. Click 'Submit'

Redesigned Path 1: Local Navigation Path

1. Locate footer navigation
2. Click on 'LUSH Careers' *[opens page 4.1.1]*
3. Click on 'Home Office', 'Retail Shops' or 'All Positions' in the local navigation menu [*opens page 4.1.2]* (note: 'All Positions' will bypass page 4.1.2 and take the user to 4.1.3)
4. View page information
5. Select 'Role' and/or 'Location' options
6. Click 'Search' *[opens page 4.1.3]*
7. Review position information
8. Click on 'Apply for Position' *[opens page 4.1.4]*
9. Complete 'Personal Information' section
10. Complete 'How do you hear about this position?' section
11. Complete " Applicant registration" section
12. Complete 'Other information' section
13. Complete 'Employment History' for 'Position 1'
14. Click 'Add Another Company' if applicable and complete
15. Click on 'Choose File' in "Attach Resume' section and select resume file
16. Click in text box and type or copy a cover letter
17. Complete 'Equal Opportunity Questionnaire'
18. Click Submit 'Application' *[dialog window 4.1.5 opens]*
19. Click 'Return to LUSH'

Current Path 2: 'Search' Graphic Path

1. Locate footer navigation
2. Click on 'LUSH Careers'
3. Select 'Home Office' or 'Retail Shops' selection in the body of page
4. Click on 'Search ***** ***** Careers' graphic at bottom of screen (new window opens)
5. View page information
6. Select 'Role' and/or 'location' options
7. Click 'Search' (new window opens)
8. Review position listings
9. Select position listing (*new window opens)*
10. Click Apply for this Position (*new window opens)*
11. Complete 'Personal Information' section
12. Complete 'How do you hear about this position?' section
13. Complete 'Email registration" section
14. Complete 'Additional information' section
15. Complete 'Employment History' for 'Position 1'

16. Click 'Add Another Company' if applicable and complete
17. Click on 'Choose File' in 'Resume Attachment' section and select resume file
18. Click in text box and type or copy a cover letter
19. Complete 'Equal Opportunity Questionnaire'
20. Click 'Submit'
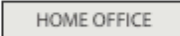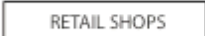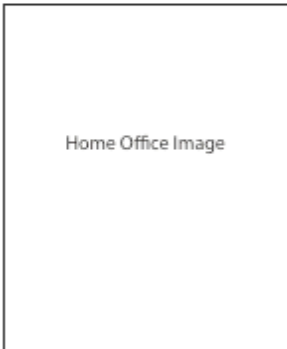
Redesigned Path 2: 'Search' Graphic Path

1. Locate footer navigation
2. Click on 'LUSH Careers' *[opens page 4.1.1*]
3. Click on 'Home Office', 'Retail Shops' tab in the main body of page
4. Scroll to bottom and click on 'Search ***** ***** Careers' graphic *[opens page 4.1.2]*
5. View page information
6. Select 'Role' and/or 'Location' options
7. Click 'Search' *[opens page 4.1.3]*
8. Review position information
9. Click on 'Apply for Position' *[opens page 4.1.4]*
10. Complete 'Personal Information' section
11. Complete 'How did you hear about this position?' section
12. Complete " Applicant registration" section
13. Complete 'Other information' section
14. Complete 'Employment History' for 'Position 1'
15. Click 'Add Another Company' if applicable and complete
16. Click on 'Choose File' in "Attach Resume' section and select resume file
17. Click in text box and type or copy a cover letter
18. Complete 'Equal Opportunity Questionnaire'
19. Click Submit 'Application' *[dialog window 4.1.5 opens]*
20. Click 'Return to LUSH'

Apply for a position with the company: Interface Changes

- Local navigation was reordered and expanded to include link for returning applicants
- A link to a list of all positions was add to the local navigation
- Positions Twitter link was relocated to local navigation
- A link for returning applicants was add to the main body section of the main cares page
- 'See all positions' links were added to the careers search page
- Menu options have been limited to display current positions and location only
- A link has been provided for returning applicants that have forgotten their passwords
- Examples of description keywords has been added to assist with search
- The search results page has been expanded to include position descriptions and applicant qualifications
- Position application page has been streamlined for better readability
- Expansion functionality has been added to the Employment History section to reduce page length

Careers Page

LOGO

Product Navigation

Advertisement

Search Careers
Home Office
Retail Stores
All Locations
Check App Status

About LUSH
Careers Home
Get to Know Us
LUSH History
LUSH in the Media

Twitter

JOIN THE FAMILY

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Best Employers Award Image

HOME OFFICE   RETAIL SHOPS   CHECK APPIICATION STATUS

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum.

* Et dolorum fuga. Et harum quidem

* Rerum facilis est et expedita distinctio

* Nam libero tempore, cum soluta nobis

• Est eligendi optio cumque nihil impedit

Home Office Image

quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optios.

Search Home Office Careers

Customer Review and Footer Navigation (not shown)

4.1.1 – Careers Page

Career Search Page

LUSH USA HOME OFFICE CAREERS

Search Openings (see all)

Search our positions by selecting a location below. To see all openings sorted by location select "-Any-". Each job description includes a link for applying and submitting your resume to us online. This is the fastest and most reliable way to be considered for any of our positions.

(see all available positions)

Position:
| Position 1 |
| Position 2 |
| Position 3 |
| Position 4 |

Location:
| Location 1 |
| Location 2 |
| Location 3 |
| Location 4 |

Fields display only positions and locations that are currently available

Search

Search Positions by Keyword e.g (H.R., Full-time, Chicago)

Keyword: [   ]

Search

Previous Applicants

If you have previously applied to a position on out website, input you email and password to login and view your applacation's status.

Email: [   ]

Password: [   ]

(forgot my password)

Submit

Just want to send us a resume?

Fill out our applacation form and we will contact you if a position becomes available.

4.1.2 – Career Search Page

Positions Page

LUSH USA HOME OFFICE CAREERS

Available Positions

Select a position from the results below:

Position 1 Title
Location

Position Description: _____
_____
_____
_____
_____

Qualifications: _____
_____
_____
_____
_____

| Apply for Position |

Position 2 Title
Location

Position Description: _____
_____
_____
_____
_____

Qualifications: _____
_____
_____
_____
_____

| Apply for Position |

New Search

4.1.3 – Positions Page

Application Page (1)

LUSH USA HOME OFFICE CAREERS

Submit Application:
Position1
Location
Job code: ######

Personal Information

First Name*: [   ]
Last Name*: [   ]
Middle: [   ]
Phone #: [   ]
Mobile #: [   ]
Address: [   ]
City: [   ]
State/Territory: [▼]
ZIP/Postal Code: [   ]
Country: [▼]

How did you hear about this position?

Source: [▼]
Other: [   ]

Applicant Registration

Enter your email address and select a password. Use this login information to track your application status. LUSH will also contact you regarding positions through this email.

Email: [   ]
Verify Email: [Re-enter email]
Password: [   ] (password must be at least six (6) characters)
Verify Password: [re-enter password]

Applicant Registration

Work Authorization*: [▼]
Highest Education Level*: [▼]
Current Salary*: [   ]

4.1.4a – Application Page (1)

Application Page (2)

Employment History (list chronologically from most recent)

Position 1

Company: [ ]

Address: [ ]

City: [ ]

State: [ ]

Company Phone: [ ]

Supervisor: [ ]   OK to contact? ○ Yes ○ No

Position Held: [ ]

Data From: [month ▾] [year ▾]

Data to: [month ▾] [year ▾]

Reason for leaving: [▾]

Explanation: [ ]

Responsibilities: [ ]

Module expands to include more companies with clicked   **Add Another Company**

Attach Resume

Your resume can be uploaded in any of the following formats:

DOC, DOCX, RTF, PDF, TXT, HTML

Choose File

OPTIONAL: Use the text box below to add a cover letter to your application:

[ ]

Voluntary Equal Opportunity Questionnaire

As an equal opportunity employer, we hire without consideration to race, religion, creed, color, national origin, age, gender, sexual orientation, marital status, veteran status or disability. We invite you to complete the optional self-identification fields below used for compliance with government regulations and record-keeping guidelines.

Gender: [▾]

Race: [▾]

Veteran Status: [ ]

Submit Application

4.1.4b – Application Page (2)

Provide Feedback for the Website: Task Analysis

There is currently one path to provide website feedback. It is available from a link in the site footer. The quantity of information requested is sizable. The presentation of the questions in the feedback form is mainly vertical which leads to considerable downward scrolling. The redesign primarily addresses the presentation of the questions.

Spreading the form over multiple pages (3) allows for easy scanning and increases the impression of an easier task. This can increase the likelihood the customer would complete the task. Chunking (grouping similar topics together) is used to assist the customer to process the information requested more quickly and easily.

Labeling the link 'Click to go to last page' at the end of feedback form page two provides a visual clue to the customer the near completion of the task. Providing this clue may increase the feedback task completion rate.

Current Path 1: Click on the 'How do you like our website?' link in the page footer.

1. Scroll to footer.
2. Click on the 'How do you like our website?' link.
3. Click on radio button to compare Lush to other websites.
4. Click on a radio button to rate each of the ten overall website experience categories (using a 1 to 5 scale).
5. Click on a radio button to indicate number of visits to site in past year.
6. Click on a radio button that 'best describes why you visited the site today'.
7. Click on a radio button that describes today's website shopping experience.
8. Type response into the text box how the LUSH website could be improved to make it better for the customer.
9. Click on check box to indicate if there were any problems using the site today.
10. If preceding answer was affirmative then indicate problem by typing into the text box.
11. If preceding answer was 'no', then move to next question and leave text box blank.
12. Click on a radio button to select gender or 'prefer not to answer' option.
13. Click on a radio button to select age category.
14. Click on a check box to indicate shopping locations (online, in store or both).
15. Type name and email address into fields if customer wants the company to contact them regarding their feedback.
16. Click 'Submit button'.
17. Scroll up the page to view the 'Thank you' message.
18. Click one of the navigation links to return to another part of the website or
19. Click the optional action to 'Fill out the form again' if desired.

Redesigned Path 1: Click on the 'How do you like our website?' link in the page footer.

1. Scroll to footer.
2. Click on the 'How do you like our website?' link.
3. Click on radio button to compare Lush to other websites. [5.1.1]
4. Click on a radio button to rate each of the four finding products categories (using a 1 to 5 scale). [5.1.1]
5. Click on a radio button to rate each of the three purchasing products categories (using a 1 to 5 scale). [5.1.1]
6. Click on a radio button to rate each of the two special services categories (using a 1 to 5 scale). [5.1.1]
7. Click on the 'Click to go to next page' button. [5.1.1]
8. Click on a radio button to indicate number of visits to site in past year. [5.1.2]
9. Click on a radio button that 'best describes why you visited the site today'.
10. Click on a radio button that describes today's website shopping experience. [5.1.2]
11. Type response into the text box how the LUSH website could be improved to make it better for the customer.
12. Click on the 'Click to go to the last page of survey' button. [5.1.2]
13. Click on radio button to indicate if there were any problems using the site today. [5.1.3](If preceding answer was affirmative then a drop down text box will appear. Customer can indicate problem by typing into the text box.)
14. If preceding answer was 'no', then move to next question. (The text box will remain hidden.)
15. Click on a radio button to indicate shopping locations (online, in store or both). [5.1.3]
16. Click on a radio button to select gender or 'prefer not to answer' option. [5.1.3]
17. Click on a radio button to select age category or select 'prefer to keep my age a mystery' button. [5.1.3]
18. Type name and email address into fields if customer would allow company contact regarding the feedback. [5.1.3]
19. Click 'Submit button'

(Customer is returned to home page to begin shopping. [5.1.4])

(Customer is thanked for the feedback at the top of the homepage). [5.1.4]

Provide Feedback for the website: Interface changes

- Increase contrast between text and background.
- Reformat question two by breaking into smaller categories.
- Place words above ratings numbers for clarity.
- Provide alternative options for demographic questions.
- Provide a statement that the demographic questions are optional.
- Create a drop down text box that is activated only when the customer indicates a problematic website shopping experience in the survey.
- Break the survey over three pages to minimize scrolling and to encourage survey completion.
- Arrange survey questions horizontally whenever possible to minimize scrolling and to give the appearance of a smaller survey [see wire frames for the specific changes made].
- Indicate to customer (via the click buttons at survey page bottom) the progress forward in the survey.
- Return customers to the homepage with a 'Thank you for your feedback, it helps us grow' message at the top of the page under the header. Place a conspicuous button or graphic on the home page header area to solicit website feedback from customers.

Submit Feedback Page

5.1.1 -Submit Feedback Page

Submit Feedback Page


```
┌─────────────────────────────────────────────────────┐
│                                    ┌──────────────┐  │
│  LOGO            ┌───────────────┐ │ Search box   │  │
│                  │Product Navigation│└──────────────┘ │
│                  └───────────────┘                   │
│                      Advertisement                    │
│  Submit Feedback for LUSH.com                         │
│  ┌─────────────────────────────────────────────────┐ │
│  │ Q3                                               │ │
│  │   How often xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx?    │ │
│  │   ○____    ○____    ○____    ○____    ○____      │ │
│  └─────────────────────────────────────────────────┘ │
│  ┌─────────────────────────────────────────────────┐ │
│  │ Q4                                               │ │
│  │   Which of these best describes............?     │ │
│  │   ○_____                     │ │
│  │   ○_____                     │ │
│  │   ○_____                     │ │
│  │   ○_____                     │ │
│  └─────────────────────────────────────────────────┘ │
│  ┌─────────────────────────────────────────────────┐ │
│  │ Q5                                               │ │
│  │   How did you find shopping on the LUSH website? │ │
│  │   ○____    ○____    ○____    ○____    ○____      │ │
│  └─────────────────────────────────────────────────┘ │
│  ┌─────────────────────────────────────────────────┐ │
│  │ Q6                                               │ │
│  │   How could we improve?                          │ │
│  │   ┌─────────────────────────────────┐            │ │
│  │   │            text box             │            │ │
│  │   └─────────────────────────────────┘            │ │
│  └─────────────────────────────────────────────────┘ │
│                          ┌──────────────────────────┐ │
│                          │ Click to go to last page │ │
│                          └──────────────────────────┘ │
│   Customer Review and Footer Navigation (not shown)   │
└─────────────────────────────────────────────────────┘
```

5.1.2 – Submit Feedback Page

Submit Feedback Page

LOGO

Search box

Product Navigation

Advertisement

Submit Feedback for LUSH.com

Q7

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX?

○ No ○ Yes

What problems did you have?

text box appears when 'Yes' is clicked

Q8

Do you shop:

○ _____ ○ _____ ○ _____

These questions are optional. They help us get to know our customers a little better.

Q9

Are you?

○ _____ ○ _____ ○ Prefer not to answer

Q10

Are you age?

○ Under 18 ○ _____ ○ _____ ○ _____ ○ _____ ○ _____ ○ _____

○ Prefer not to answer

Q11

This information will help us to contact you regarding your feedback

Your Name [   ]

Email Address [   ]

Thank you for your feedback!

Submit

Customer Review and Footer Navigation (not shown)

5.1.3 – Submit Feedback Page

Home Page

LOGO		Search box
	Product Navigation	

Thank you. Your feedback helps us to improve.

limited edition product	javascript banner
top 5 bestsellers	featured item 1	featured item 2

Customer Review and Footer Navigation (not shown)

5.1.4 – Home Page

Make a Purchase using the Quick Order Form: Task Analysis

There is currently one path customers can take to complete a 'Quick Order'. The link is located in the site footer. The page had difficulty loading on several attempts. The average page load time is between 35-42 seconds. The process was significantly redesigned to both increase load time and to simplify and enhance the 'Quick Order' process. Please see wireframes 6.1.1, 6.1.1a, 6.1.2, and 6.1.3 for interface changes adopted to address these issues. Included in the steps are some of the possible options a customer could choose during the 'Quick Order' process. These are extensive listed in the current path section and somewhat minimized in the redesigned path section. The redesign simplifies the process for all users; it greatly enhances the 'Quick Order' process for the member and the member repeat customer.

Current Path 1: Click on the 'Quick Order' link in the page footer.

1. Scroll to the page footer.
2. Click on the 'Quick Order' link in the page footer.
3. Wait for 35-42 seconds for 'Quick Order' page to load into the browser.
4. Scroll down several 'pages' to view the list of products.
5. Click a link to view product details.
6. Click on 'Buy' link to place the default of 1 item into 'My Basket' (shopping cart).
7. Change the quantity to preferred amount and then click 'Buy' button.

Optional actions:

a. Click on 'Shipping Options' link.
b. (A window pops up detailing shipping options.)
c. Close 'Shipping Options' window.
d. Choose to view 'How to Use' video of product or optionally choose to read the 'How to use' information listed.
e. Click on 'Read Customer Reviews' link or scroll down the page to read one or more customer reviews on the product.
f. Click on one or more of the products displayed under 'Customers who like this item also like' to view additional products to purchase.
g. Click on the 'Ingredients' button to view pictures of the products' main ingredients.
h. Click on an ingredient photo to learn more about ingredient.
i. (Clicking on a photo takes customer to the LUSHOPEDIA page on which the ingredient is featured.)
j. Click the browser 'back' button to return to prior page.
k. Click on the 'Q.I' button to view the quantitative ingredients in the product.
l. Click the 'Read more' link. (Link takes customer to first page of LUSHOPEDIA.)

m. Customer can search for more ingredient information in the LUSHOPEDIA by using search box or by clicking on a letter of the alphabet.
n. Click the browser 'back' button to return to previous location.
o. Click the browser 'back' button to return 'Quick Order'.
p. Choose other products to research in the same manner as outlined above,

8. Enter product quantity and click 'Buy List' button to place a product into 'My Basket' for as many products as desired.
9. After all products have been placed in 'My Basket', click on 'My Basket' icon. (A small window opens below the 'My Basket' icon and lists products in basket.)
10. Click the product link to view details or click small x icon to delete purchase.
11. Click the 'Checkout' button to proceed with purchase.
12. Enter Billing information into the form.
13. Place a check in the check box if the address given is a commercial address.
14. Place a check in the check box if a signature is required for delivery.
15. Select radio button for shipping address.
16. Customer may proceed to the next part of the form if the shipping address is the same as the billing address.
17. If the 'Ship my order to a different address' radio button is selected the form expands and customer must complete additional name and address fields.
18. Customer may choose to select the check box 'Include a gift message' to include a gift message with the purchase. (A text box appears.)
19. Type the gift message into the text box. Customer must limit message to 45 words.
20. Click 'Shipping Method' drop down menu arrow to choose shipping method. (Customer may choose to complete the 'Create an Account' portion of the form to process future orders without entering their information again.)
21. Customer may choose to subscribe to newsletter or to catalog by placing a check in the provided check boxes.
22. Enter credit card number.
23. Choose credit card expiration date from the drop down menus.
24. Enter the credit card CVV2 Number. (A 'How do I find my CVV2?' link is provided directly below this field to assist customer with this task.)
25. Click 'Buy Now' button to complete purchase.

Redesigned Path 1: Click on the 'Quick Order' link in the page footer.

1. Scroll to the page footer.
2. Click on the 'Quick Order' link in the page footer.
3. Enter name or item number of product. (The Item name / number field has an alphabet only auto complete feature to assist customers with product names. Customers may also use the product search field to search for product

names.) Product name search results appear in a semi-transparent drop down box that expands from the product search field. [6.1.1] (Customer may click 'Where do I find this number?' button for guidance.) [6.1.1a]

4. Enter desired quantity of product. [6.1.1](Customer may view picture below order field to check for order accuracy.) [6.1.1]
5. Customer enters names and quantities of all products desired.

   a. If customer lists more than seven products an additional ten product fields will open and product pictures will move to the top of the product 'Quick Order' area. For each additional ten products ordered another ten product fields will open. Product pictures will remain at the top of the product 'Quick Order' area for remainder of order. [6.1.1]
   b. (Customer may change product quantity or remove any item by entering new quantity number or clicking the 'x' to the right of each product listed.)

6. Click 'Add to Cart' button after customer has entered product information and quantity amounts for all products desired. [6.1.1]
7. Click 'Buy Now' button. [6.1.2] Or

   a. Customer may change product quantity or remove item from list. (The customer product list has the product picture to the left of the product information in this section. Any changes to customer product list would require the customer to update the order item by clicking the 'update' button.)
   b. 'Products you might also like' section displays below the customer product list in the Shopping Cart. (These are based on customer favorites from three areas of products listed in customer product list.)

8. Customer may choose to either investigate a product from the 'Products you might also like' section or click to add one or more of the items to the Shopping Cart without further investigation.
9. Click the 'Continue Shopping' link or
10. Click the 'Buy Now' button before moving forward in the purchase process.
11. Select 'Shipping Option' by clicking the desired radio button. (This section is revealed when the 'Buy Now' button is clicked. The order weight total is displayed above this option.)
12. Click the 'Check Out' button. (A new area is revealed when the 'Check Out' button is clicked.) Members' option:
13. Members may enter username, password and click the 'Sign In' button to be taken to the Check Out page. (Member's information and chosen products will be populated in the form.)
14. Enter any promo codes and click 'Apply' button.
15. Click 'Questions about Shipping' link if customer wants to learn about product shipping details.
16. Click radio button if a signature is required for delivery (optional).
17. Click radio button to select between 'Ship to my billing address and 'Ship my order to a different address' options. (If member selects the 'Ship my order to

a different address' option a set of address fields are revealed for new location. Complete these fields before proceeding. Click the radio button to add a gift message (optional).

18. Type the gift message into the text area that will appear.
19. Choose Payment Option. Enter information for option chosen. (PayPal will process the payment offsite and give the customer a link to return to the Lush website after processing.)
20. Click the 'Buy Now!' button to complete payment. (Customer will be returned to home page and 'Thank you for your order' words will be placed on the home page above the product flash and below the header.) [As indicated similarly in 2.1.2]

Guests' option:

21. Click the 'Continue as a Guest' button.
22. Enter any promo codes and click 'Apply' button.
23. Click 'Questions about Shipping' link if customer wants to learn about product shipping details.
24. Enter first name, last name, company (optional), address, city, zip or postal code daytime phone number and evening phone number (optional).
25. Click the drop down menus to choose country and state / province options.
26. Click check box to select if the address is a commercial address (optional).
27. Click check box if a signature is required for delivery (optional).
28. Click radio button to select between 'Ship to my billing address and 'Ship my order to a different address' options. (If member selects the 'Ship my order to a different address' option a set of address fields are revealed for new location. Complete these fields before proceeding. Click the optional radio button to add a gift message. Type the gift message into the text area that will appear.)

If the guest desires to 'Create an Account':

    a. Enter the customer's email address (twice).
    b. Enter a password (twice).
    c. Click the check box to sign up for the email newsletter if desired.
    d. Click the check box to sign up to receive a catalog in the mail. (All fields in this section are required.)

29. Choose Payment Option. Enter information for option chosen.
30. (PayPal will process the payment off-site and give the customer a link to return to the Lush website after processing.)
31. Click the 'Buy Now!' button to complete payment. (Customer will be returned to home page and 'Thank you for your order' words will be placed on the home page above the product flash and below the header. [As indicated similarly in 2.1.2])

Complete a 'Quick Order': Interface changes

- Replaced the product listing with an expandable 'Quick Order' form.
- Provided an information link to how to locate the name or product number of an item.
- Provided a 'product only' search box. (Limiting the 'Quick Order' product search function to product only facilitates mapping the search results to provide helpful targeted results. This increases the likelihood of conversion rates.)
- Provided customers with ability to easily change product quantity.
- Changed orientation of shipping options and added a 'Total Order Weight' field that automatically calculates their shipping weight.
- Created slide down areas of the form that open as a prior section is completed. (This can lessen customer confusion and entry errors. It can also facilitate easy scanning and create an impression of ease of use.)
- Added a 'Sign in' feature to the form for members and created a 'Continue as Guest' button for non-members.
- Regrouped all payment options together and relocated the security seal to the right of the payment area.
- Created an option for a non-member to create an account during the check out process.

Quick Order Page

LOGO

Product Navigation

Advertisement

Sign In | My Basket

LUSH Quick Order

Do you know the name or item number of the product?

Need a little help to remember...

Product name

Search is limited to products only

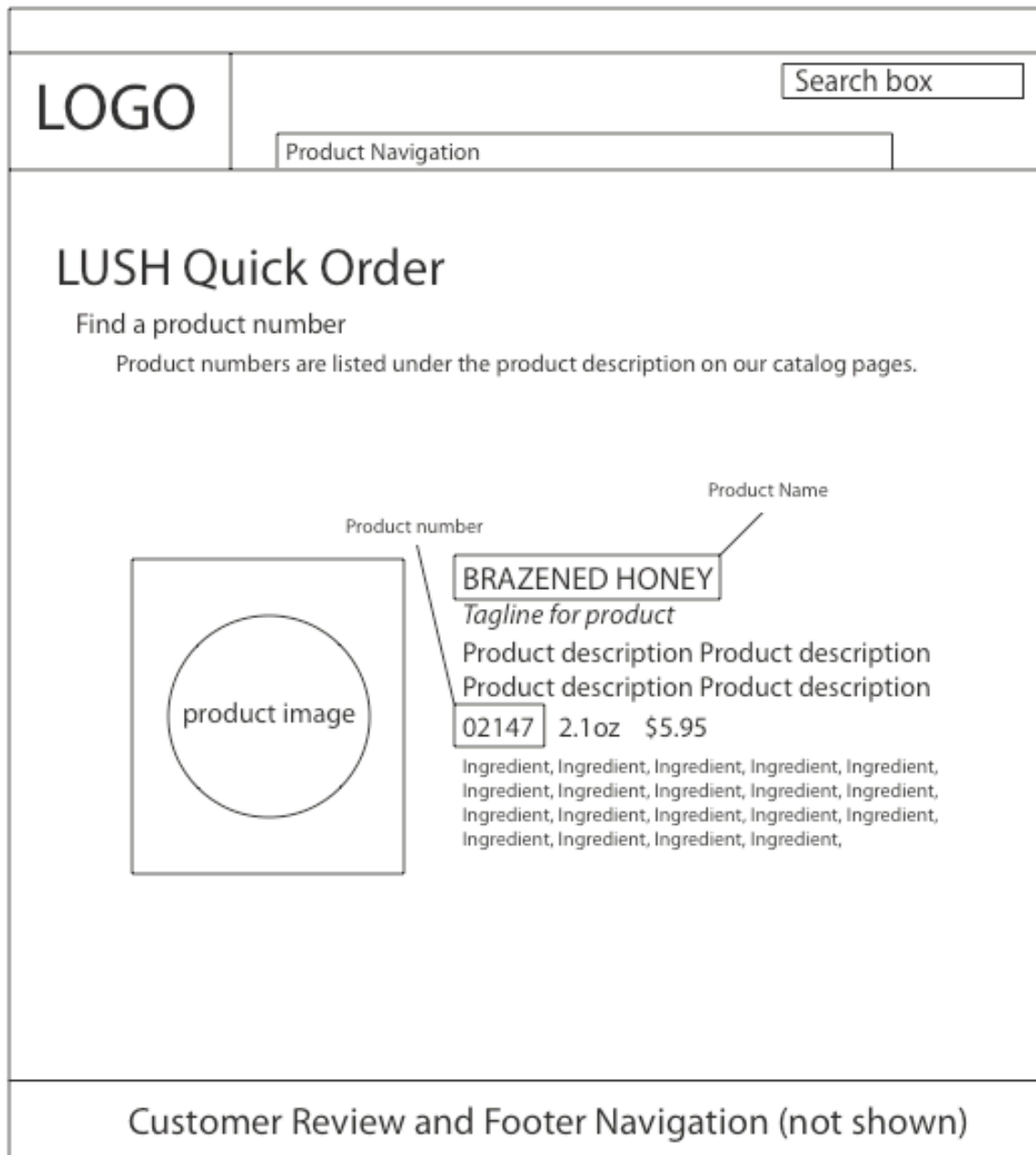| Item name or number	Where do I find product numbers	Qty	Remove Item
Brazened Honey Mask		1	X
			X
			X
			X
			X
			X
			X
			X

Item image, name, size, and cost

Add to Cart

After 7 items are entered a drop down opens for more entries. This continues in increments of 10.

List is coded with an autofill feature.

Customer Review and Footer Navigation (not shown)

6.1.1 - Quick Order Page

Example Page

6.1.1a – Example Page

Shopping Cart Page

SHOPPING CART

Items in your Shopping Cart:

ability to change quantity

Image	Name/Item #	Price/Unit	Quantity	
⬭	Brazened Honey Mask #02147	$5.75/2.1oz	1	Update
				Update
				Update
				Update

Items you may also like:

Qty ☐ Add to cart	Qty ☐ Add to cart	Qty ☐ Add to cart
Price/unit Read review	Price/unit Read review	Price/unit Read review

Buy Now

Continue Shopping

page expands when 'Buy Now' is clicked

Total Order Weight: [_____]

Choose Shipping Option:

Method	Standard (48 States)	Air (50 States)	Priority (50 States)
Small pkg aprox 3kg	$6.00	$8.00	$25 - $35
Large pkg aprox 4-5kg	$10.00	$12.00	$24 - $45
Order Arrival	7-15 Business days	4-7 Business days	1-4 Business days

Subtotal _____
Shipping _____
Taxes _____
Total _____

Check Out

page expands when "Check Out" is clicked

If you already have an account, please sign in:

name: [_____]

password: [_____]

or

Continue as a guest

Customer Review and Footer Navigation (not shown)

6.1.2 – Shopping Cart Page

Checkout Page (1)

6.1.3a – Checkout Page

Checkout Page (2)

Create an Account

Email*

Verify Email*

Create an Account will only show for non members

Password*

Verify Password*

☐ Sign up for Lush Life news letter

☐ Sign up for the Lush Time catalog

Payment Details

| PayPal | Click here to pay with PayPal |

Gift cards can not be combined with PayPal

Security Link

Want to pay with a Gift Card?

gift card number   **Pay with Gift Card**

Gift cards can not be combined with PayPal

Credit Card Number*

Expiration Date*

CVV2 Number*

How do I find my CVV2?

As the registered card-holder or an authorized agent thereof, I understand that my credit card will be charged when I click Buy Now.

Please allow up to 60 seconds for your transaction to process after clicking the Buy Now button.

Buy Now

6.1.3b – Checkout Page (cont)