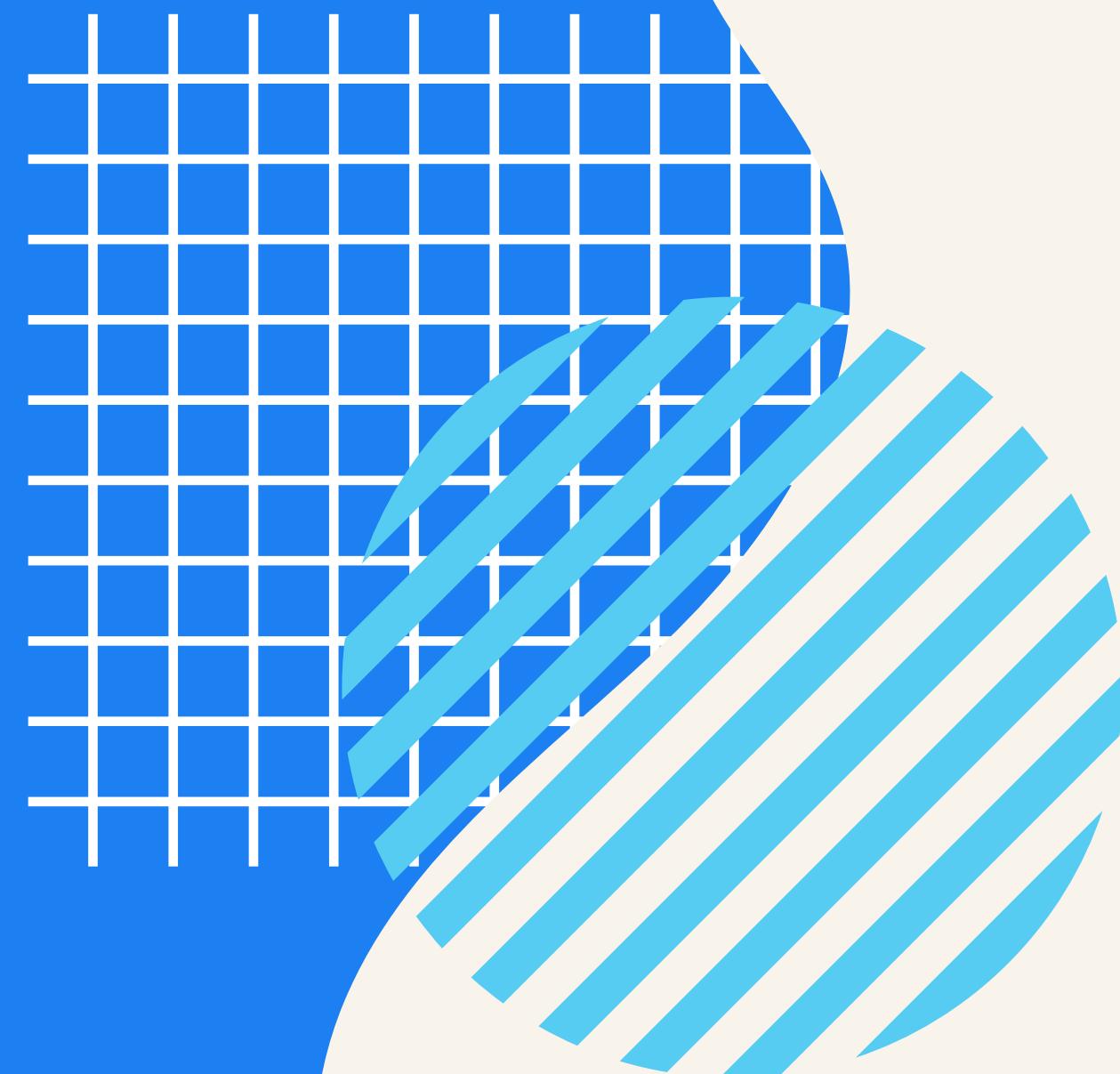


The Checkout Landing Page

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Audience / Users

- Busy professional who want to keep up with the latest business news and world happenings (in only 5-10 minutes a day)
- Young CEOs / entrepreneurs who often check blogs, news, and listen to podcasts on the latest financial and business news
- Tech-savvy professionals who read tech and business news
- Anyone who enjoys entrepreneurship or just learning about business and how it relates to all aspects of the world like culture, health, etc.
- New entrepreneurs who focused on companies and startups that like to listen about small businesses

Goals

The Checkout landing page needs to educate, entertain, and entice people to register and attend the event in a limited amount of time. The visitors need to be intrigued after the first click, so it's very essential to make a great first impression. The landing page should be a one-stop destination for your attendees to receive information and register right away.



Problem Statement

Looking through the landing page, what stands out to me as pain-points that could cause friction for users are the following:

The image shows two versions of a landing page for 'The Checkout' event. The top part is the desktop version, featuring a large title 'THE CHECKOUT' with a subtext 'POWERED BY RETAIL BREW'. Below it is a 'SPONSORED BY Bolt' section. The middle part shows the 'Event Details' section with a 'Virtual Event' on November 10, 2021, from 12:00 - 12:40pm ET. A blue 'REGISTER' button is present. The bottom part shows the 'Speakers' section with profiles for Jeena Sharma (Reporter, Retail Brew) and Karla Davis (Vice President of Integrated Marketing & Media, Ulta Beauty). The mobile version on the right has a similar structure but is scaled down for mobile devices.

- Doesn't show a clear statement of the event and a secondary heading to provide additional information.
- Users don't have a better understanding of the event theme
- The CTA button doesn't show right away
- The line-height of the text doesn't have enough space and it's very difficult to read.
- No section break - this will give users eye fatigue in reading the content
- Desktop and mobile hero banners should be in two sizes or should be in a different approach - when it scales down to mobile it's difficult to read.
- No feature on-demand content or archive from past events
- No social sharing or click to share
- The contact page is hard to find

Solutions

The following solutions were made to order to focus on UX/UI considerations for event website and achieving user goals

- Get straight to the point by providing a clear statement of the event
- Add a heading to catch attention, and a subheading to provide additional information.
- Provide strong Call To Action
- Add navigation for directory so that users can find what they need quicker and to locate exactly what we're looking for.
- Provide multiple options to register
- Add to iCal and gCal to remind them so they won't miss the virtual event.
- Add a share button for social media to promote to their other network or colleague who might be also interested to attend or watch the event
- Speakers should be separate from the host to avoid confusion
- Few lines about the event speakers to highlight their expertise in the field. Also, be great In addition to names include headshots, logos, and LinkedIn profiles.
- Easy access for contact us
- Ensure color contrast and accessibility.
- All designs should be optimized for all mobile devices especially the hero banner.
- Archive content section from the past event

See full [wireframe page](#)

The wireframe illustrates a user flow for registering to an event. It starts with a landing page (1) featuring a banner, navigation, and a 'REGISTER' button. Step 2 shows a share or copy URL interface. Step 3 is a registration form with fields for Name, Email, Job level, Zip code, and newsletter subscription options. Step 4 shows another 'REGISTER' button. Step 5 is a section about the event's purpose and speakers. Step 6 shows the speakers and moderators. Step 7 is a sticky reminder at the bottom. Step 8 is a progress bar indicating 'Step 1 of 2'. Step 9 shows a confirmation message with links to add the event to iCal and gCal.

1. Navigation for directory

2. Share button or copy the link or share to FB, LinkedIn, and Twitter

3. Resized the banner to fit the event details (heading title) with time and date placed above the fold.

4. A strong call to action to focus register and placed above the fold

5. Show a section paragraphs about the event with another CTA to remind them

6. Speakers and Host/Moderators are separated to avoid confusion

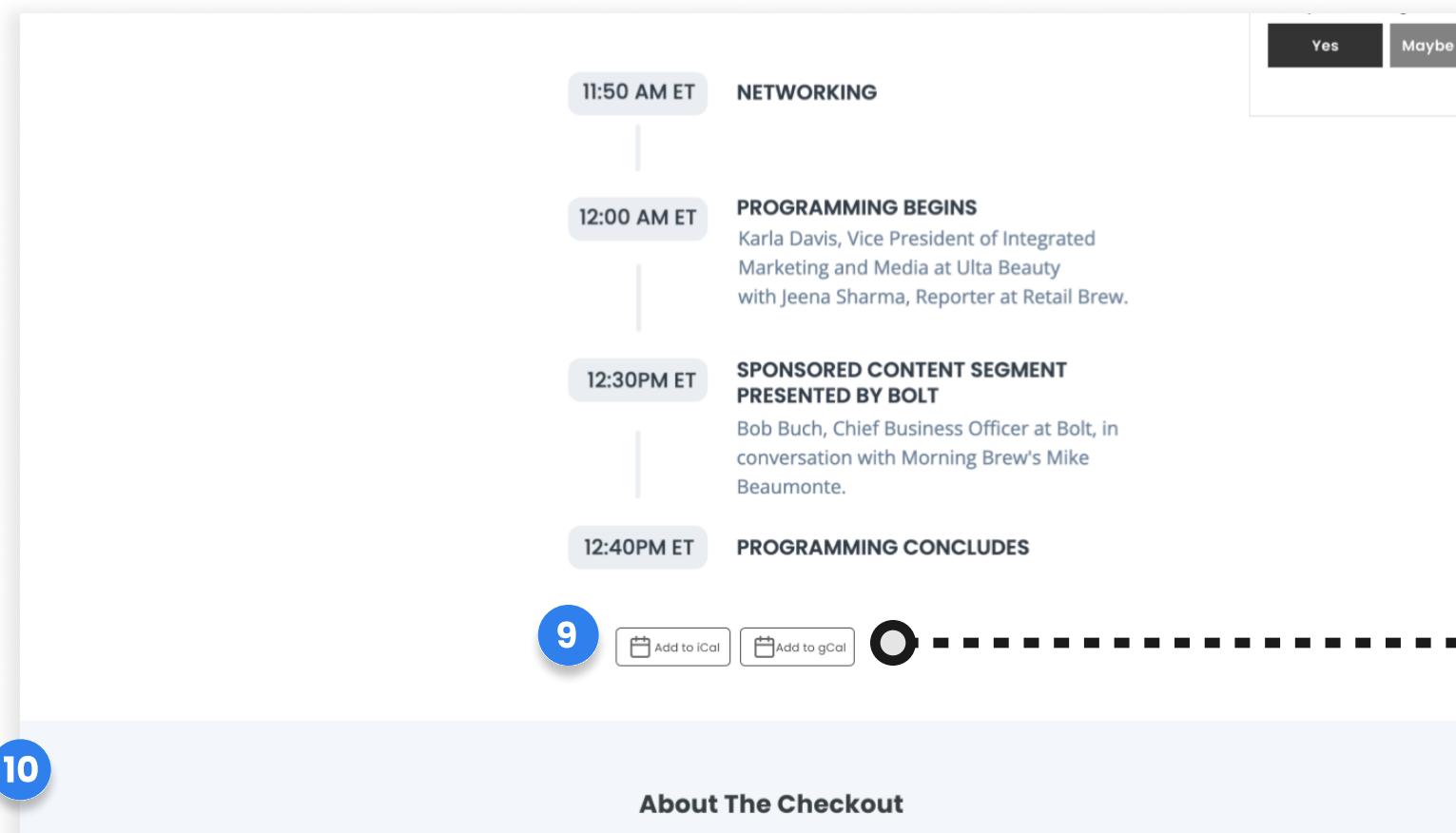
7. Few lines about the event speakers to highlight their expertise, experience, and awards (if there's any). Logo of which company and social profiles to build trust and to entice people to register.

8. A sticky reminder pops up as you scroll down, appears if they are not registered yet

9. Add to iCal and gCal

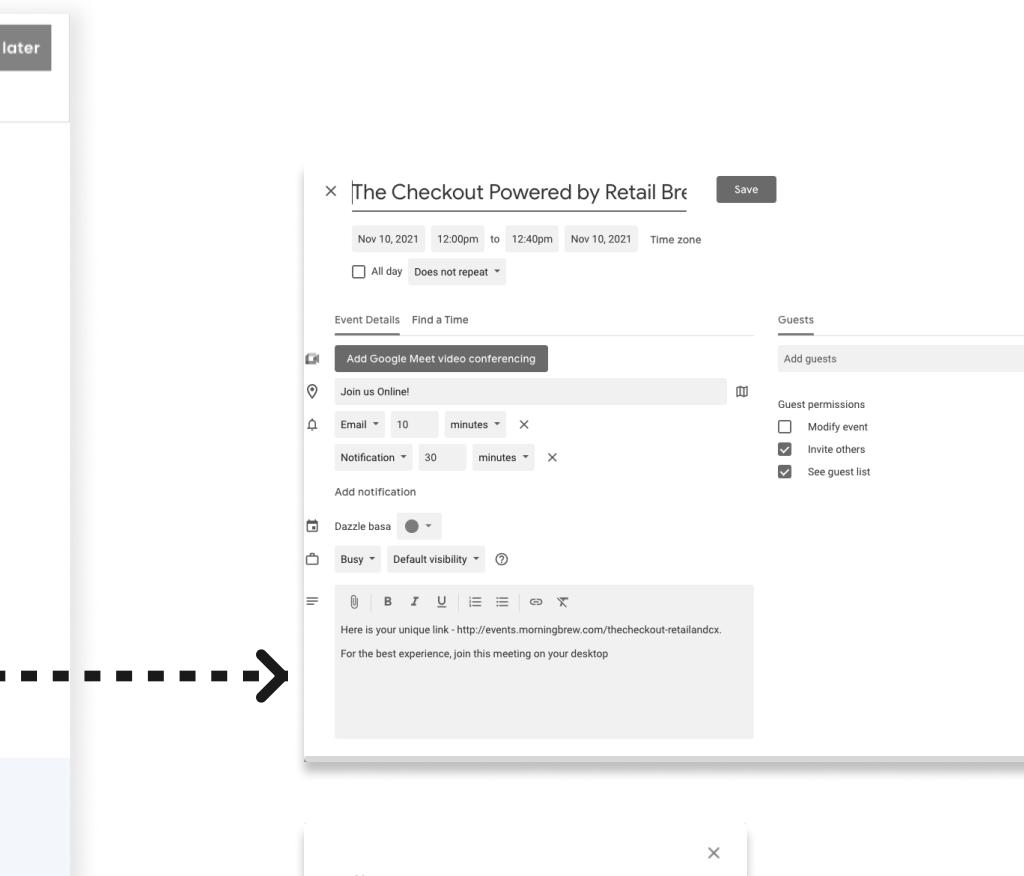
See full [wireframe page](#)

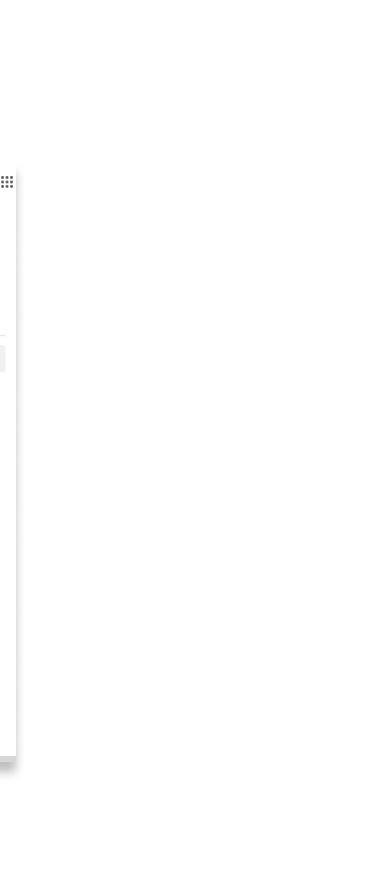
The wireframe illustrates a user flow from a landing page to a registration form and finally to a confirmation page.

- 9.** 

A landing page featuring a schedule of events:

 - 11:50 AM ET: NETWORKING
 - 12:00 AM ET: PROGRAMMING BEGINS
Karla Davis, Vice President of Integrated Marketing and Media at Ulta Beauty with Jeena Sharma, Reporter at Retail Brew.
 - 12:30PM ET: SPONSORED CONTENT SEGMENT PRESENTED BY BOLT
Bob Buch, Chief Business Officer at Bolt, in conversation with Morning Brew's Mike Beaumont.
 - 12:40PM ET: PROGRAMMING CONCLUDES

Below the schedule is a "REGISTER" button.
- 10.** 

An "About The Checkout" section with a "REGISTER" button.
- 11.** 

A registration form with fields for Name, Email, Job level, Zip code, newsletter preferences, and guest count. It also includes a "Register" button and social sharing links.
- 12.**

A confirmation page with a success message: "Awesome! You have been registered successfully. Thank you". It includes "Add to iCal" and "Add to gCal" buttons and social sharing links.

9. Agenda/Schedule section w/ add to calendar buttons

10. About The Checkout sections with CTA

11. Archived from the past events

12. Easy access for contact us

Post Event Page

See full [wireframe page](#)

The screenshot shows the event landing page for 'The Checkout'. At the top, there's a header with the Retail Brew logo, navigation links for 'Speakers', 'Agenda', 'Contact us', and a share icon. Below the header, the event title 'THE CHECKOUT' is displayed in large bold letters, with 'POWERED BY RETAIL BREW' underneath. A video player shows two speakers: Jeena Sharma from Retail Brew and Karla Davis from Ulta Beauty. The video is sponsored by Bolt. Below the video, there's a summary of the event's purpose and a call to action to watch it on YouTube. The 'About The Checkout' section explains the series' mission to cover retail trends. The 'Moderator' and 'Speakers' sections list the participants with their profiles and social media links. The 'Agenda' section shows a timeline from 11:50 AM ET to 12:40 PM ET, including 'NETWORKING', 'PROGRAMMING BEGINS', a 'SPONSORED CONTENT SEGMENT PRESENTED BY BOLT' with Bob Buch, and 'PROGRAMMING CONCLUDES'. The footer includes the 'The Agenda' section and the Retail Brew logo.

This screenshot shows the event agenda and contact information. On the left, the 'The Agenda' section repeats the event timeline: 11:50 AM ET for networking, 12:00 AM ET for programming begins, 12:30 PM ET for a sponsored content segment presented by Bolt (with Bob Buch), and 12:40 PM ET for programming concludes. On the right, the 'About The Checkout' section provides more details about the series' purpose. The 'More Featured Events' section lists three other events: 'The CTA: Marketing Brew talks sustainability with Delta' (by Mindy Smiley / 11.9.2021), 'NFT.NYC draws over 5,000 attendees' (by JAMIE WILDE / 11.9.2021), and 'The Checkout: Unwrapping the 2021 holiday season's e-commerce shopping craze' (by GLENDA TOMA / 09.29.2021). The 'Contact us' section at the bottom allows users to enter their name, email, and message, and includes a 'Send Message' button and an email link to 'Events@morningbrew.com'. The footer features the 'THE CHECKOUT' logo, 'POWERED BY RETAIL BREW', and social media icons for LinkedIn, Twitter, and Facebook. It also includes a copyright notice: '© 2021 Morning Brew, Inc. All Rights Reserved.'

SPONSORED BY  Bolt

THE CHECKOUT

POWERED BY  RETAIL BREW

How Retailers Today Think About the Customer Experience

November 10, 2021 12:00 - 12:40pm ET
Virtual Event

[REGISTER](#)

With the pandemic ongoing, digital and physical lines continue to blur, and brands are transforming the customer experience (CX) in new ways to keep up with expectations.

This month, Retail Brew's The Checkout will explore the question retailers are asking themselves: How do we leverage our ecosystem to stand out while resonating with our shoppers? Karla Davis, VP of marketing at Ulta Beauty, joins us for a conversation to unpack the adage "The customer is always right," where we'll look at modern preferences, as well as the pressures to produce an elevated CX rooted in reimagined digital and in-store experiences.

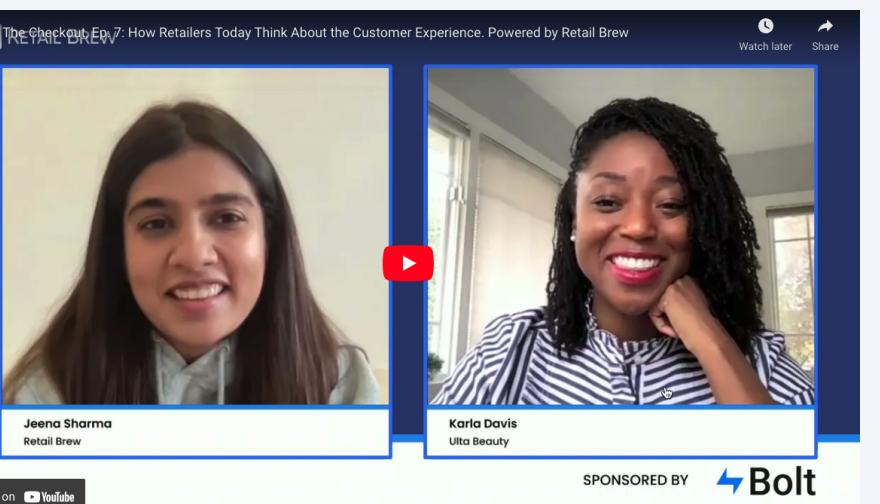
[REGISTER](#)

Moderator

THE CHECKOUT

POWERED BY  RETAIL BREW

How Retailers Today Think About the Customer Experience



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Moderator



Jeena Sharma

REPORTER



All designs should be optimized for all mobile devices especially the hero banner.

See pre-event mobile full [wireframe page](#)

See post-event mobile full [wireframe page](#)

Thank you!

Questions?

