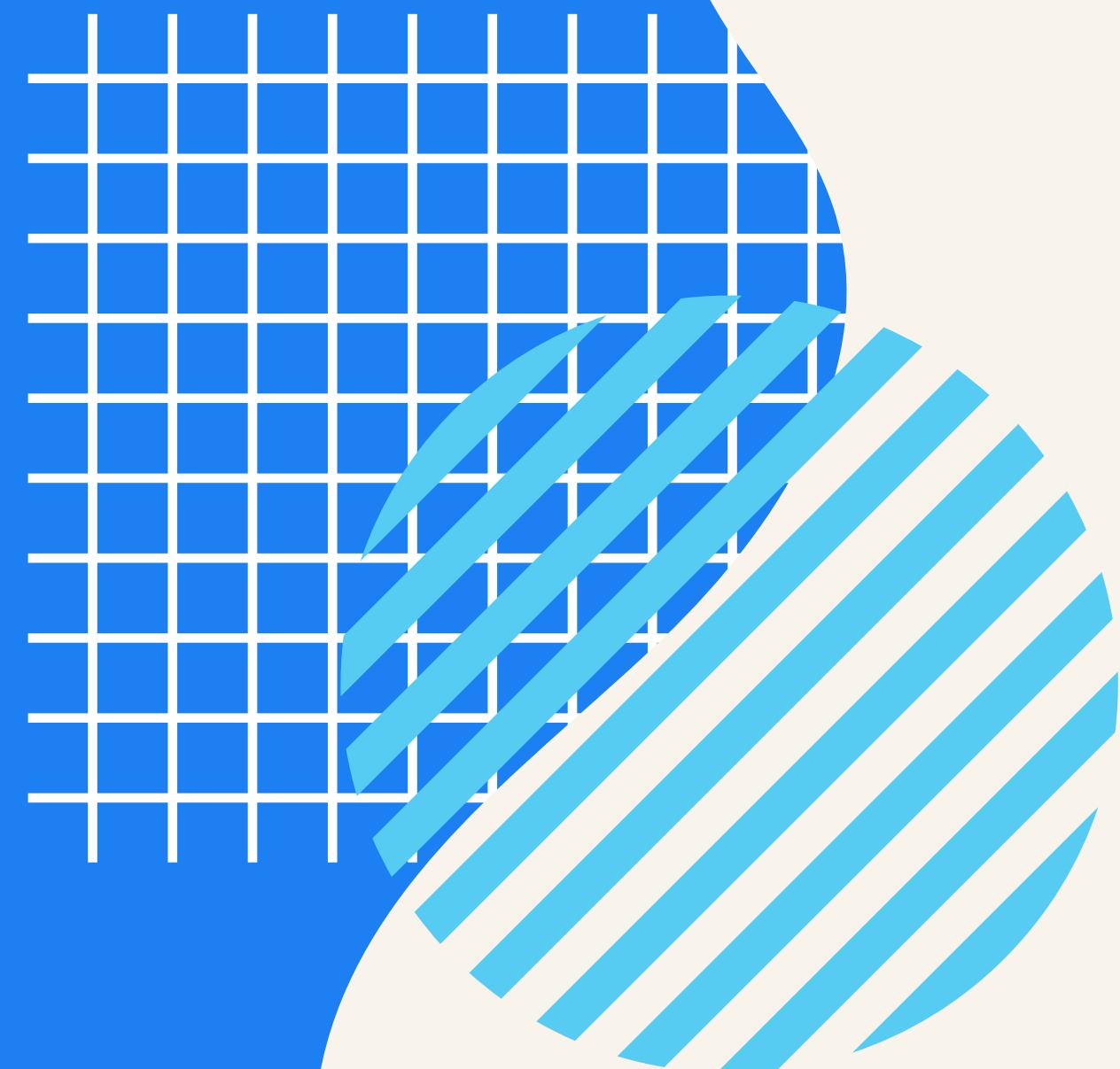


# The Checkout Landing Page

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# Table of contents

1. Audience / Users
2. Goals
3. Problem Statement
4. Solutions
5. Desktop Wireframes
6. Mobile Wireframes



# 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, and the bottom part is the mobile version. Both versions include the event title 'THE CHECKOUT' at the top, followed by a 'POWERED BY RETAIL BREW' logo. A 'SPONSORED BY Bolt' banner is present on both. The desktop version has a 'Event Details' section with a virtual event date (November 10, 2021) and time (12:00 - 12:40pm ET). Below it is a large blue 'REGISTER' button. The mobile version has a similar layout but with smaller text and a different button placement. Both versions feature a 'Speakers' section with circular profile pictures and names: Jeena Sharma (Reporter, Retail Brew), Karla Davis (Vice President of Integrated Marketing & Media, Ulta Beauty), Mike Beaumont (Associate Director, Branded Content, Morning Brew), and Bob Buch (Chief Business Officer, Bolt). Below the speakers is a section titled 'The Checkout: How Retailers Today Think About the Customer Experience' with a descriptive paragraph about the event's theme and speakers. At the very bottom, there's a footer with the word 'Agenda'.

- 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, social sharing options (2), and a registration call-to-action (4). The user then moves through several steps: entering personal information (3), selecting newsletter subscriptions (5), answering pre-event questions (6), viewing speaker profiles (7), and finally completing the registration form (8). A success message (9) is shown upon completion.

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

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## See full [wireframe page](#)

The wireframe illustrates a user flow through several pages:

- Step 9:** A landing page with a sidebar menu and a main content area. The sidebar includes a "Networking" section with a "Yes" and "Maybe later" button, and a "PROGRAMMING BEGINS" section featuring a speaker bio for Karla Davis. The main content area has a "SPONSORED CONTENT SEGMENT PRESENTED BY BOLT" section with a bio for Bob Buch, and a "PROGRAMMING CONCLUDES" section. At the bottom, there's a "REGISTER" button.
- Step 10:** An "About The Checkout" page. It contains a brief description of the series, a "SPONSORED BY Bolt" logo, and a "REGISTER" button.
- Step 11:** A "More Featured Events" section displaying three event thumbnails with titles like "The CTA: Marketing Brew talks sustainability with Delta" and "NFT.NYC draws over 5,000 attendees".
- Step 12:** A "Contact us" section with input fields for Name, Email, and Message, and social media sharing icons.
- Step 13:** A "THE CHECKOUT" section with the text "POWERED BY RETAIL BREW".
- Step 14:** A "Event Details" modal for "The Checkout Powered by Retail Brew" on Nov 10, 2021, from 12:00pm to 12:40pm. It shows options for "Add Google Meet video conferencing", "Join us Online!", and "Add guests".
- Step 15:** A registration form with fields for Name, Email, Job level, Zip code, newsletter preferences (checkboxes for Morning Brew, Emerging Tech Brew, Marketing Brew, etc.), and a question about bringing guests. It also includes a "Submit a question in advance for our moderator and speakers!" field and a "How many guest are you bringing?" dropdown.
- Step 16:** A confirmation message: "Awesome! You have been registered successfully. Thank you." It includes "Add to iCal" and "Add to gCal" buttons, and social media sharing links for Twitter, Facebook, and LinkedIn.

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 title 'THE CHECKOUT' is displayed, followed by 'POWERED BY RETAIL BREW'. 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 agenda section at the bottom lists the schedule: Networking at 11:50 AM ET, Programming Begins at 12:00 AM ET, a Sponsored Content Segment at 12:30 PM ET, and Programming Concludes at 12:40 PM ET.

This screenshot shows the event agenda and contact information. On the left, the agenda details the event timeline: Networking at 11:50 AM ET, Programming Begins at 12:00 AM ET, a Sponsored Content Segment at 12:30 PM ET, and Programming Concludes at 12:40 PM ET. It also includes a section titled 'About The Checkout' explaining the series' purpose. On the right, there's a 'More Featured Events' section with three cards: '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). At the bottom, there's a 'Contact us' form with fields for Name, Email, and Message, along with a 'Send Message' button and an email link (Events@morningbrew.com).

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](#)

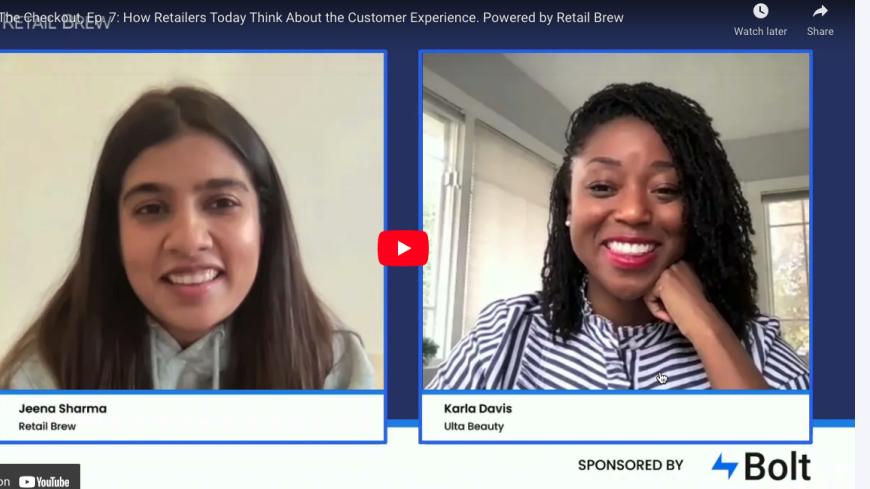
Moderator

Sponsored by  Bolt

# THE CHECKOUT

POWERED BY  RETAIL BREW

## How Retailers Today Think About the Customer Experience



Jeena Sharma  
Retail Brew

Karla Davis  
Ulta Beauty

Sponsored by 

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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?**

