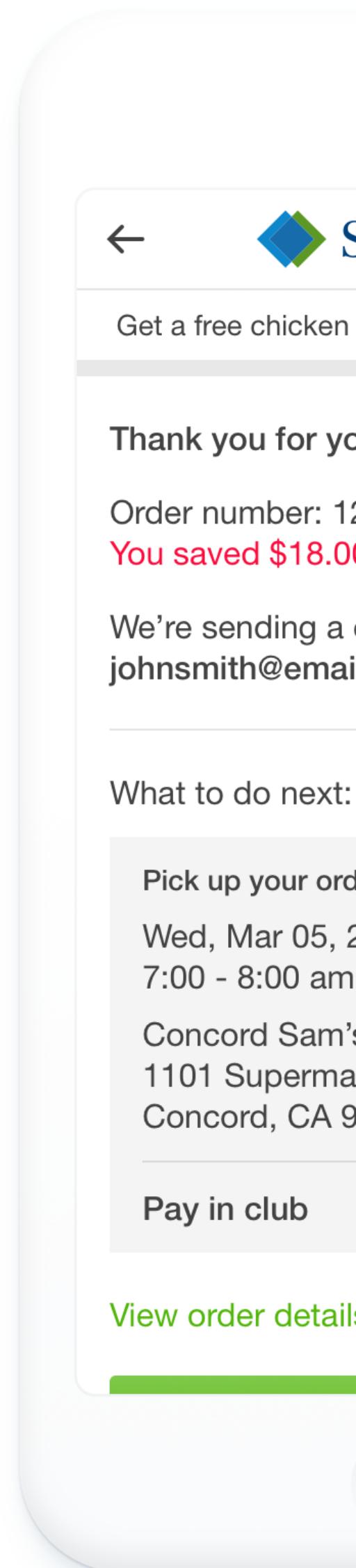
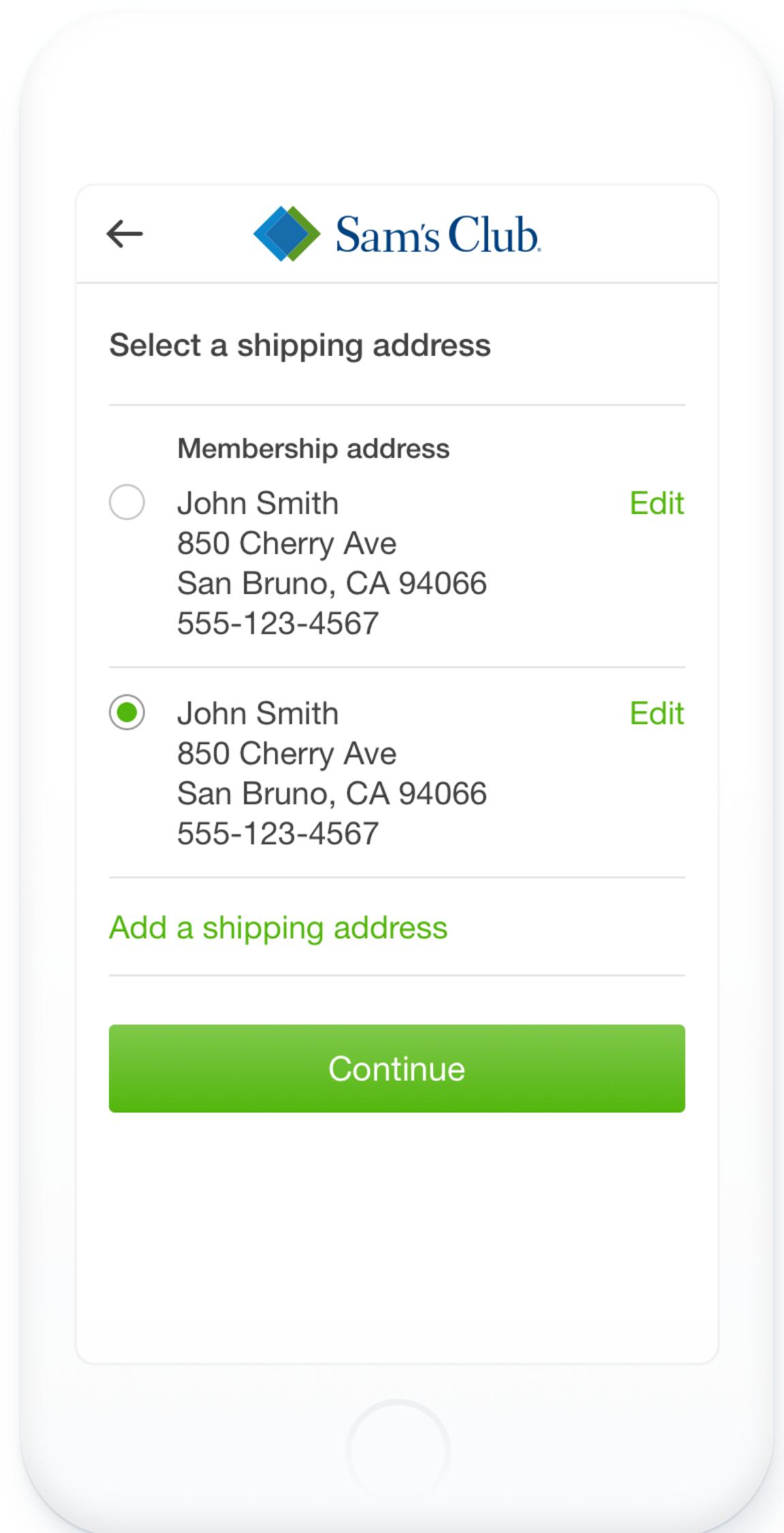
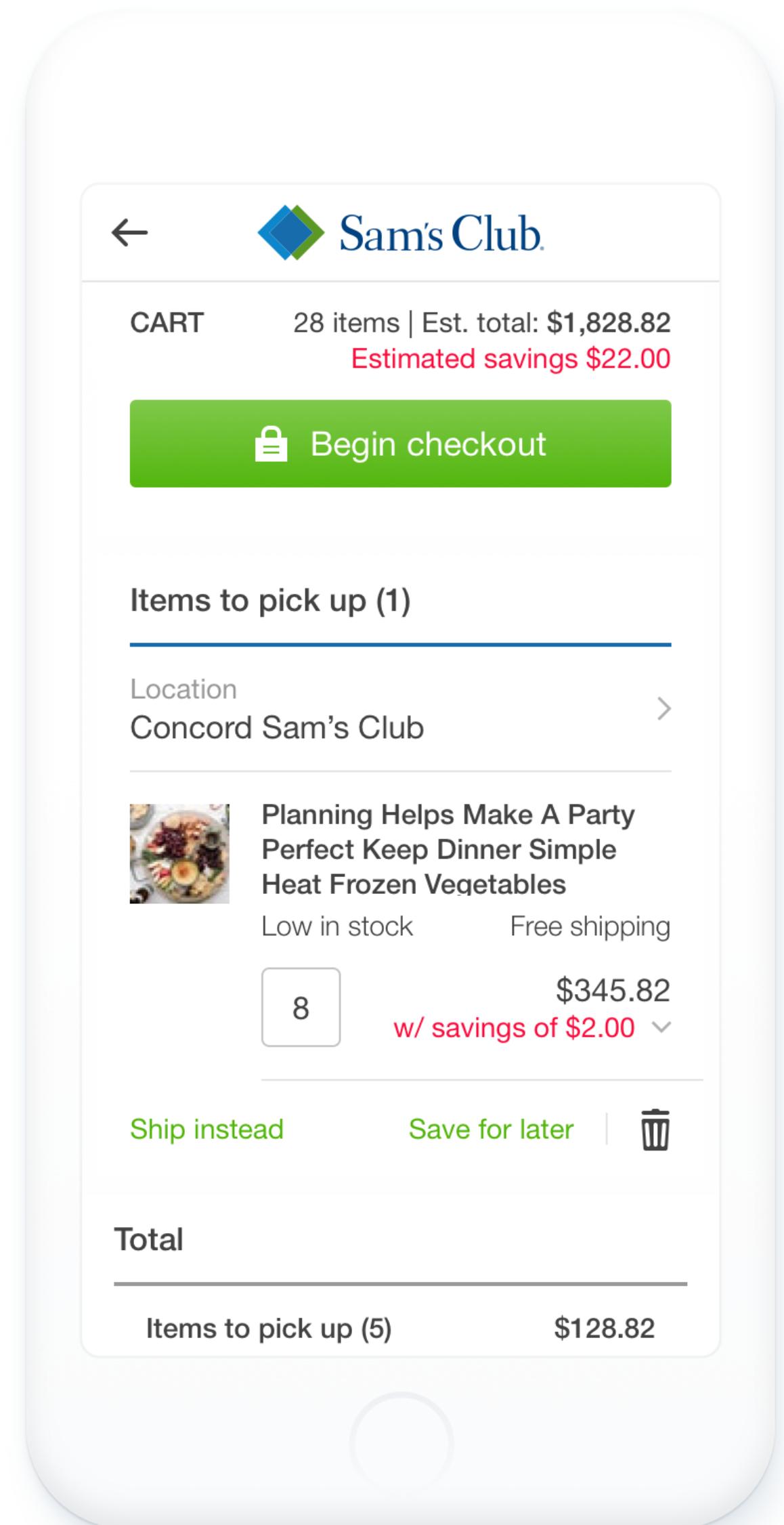


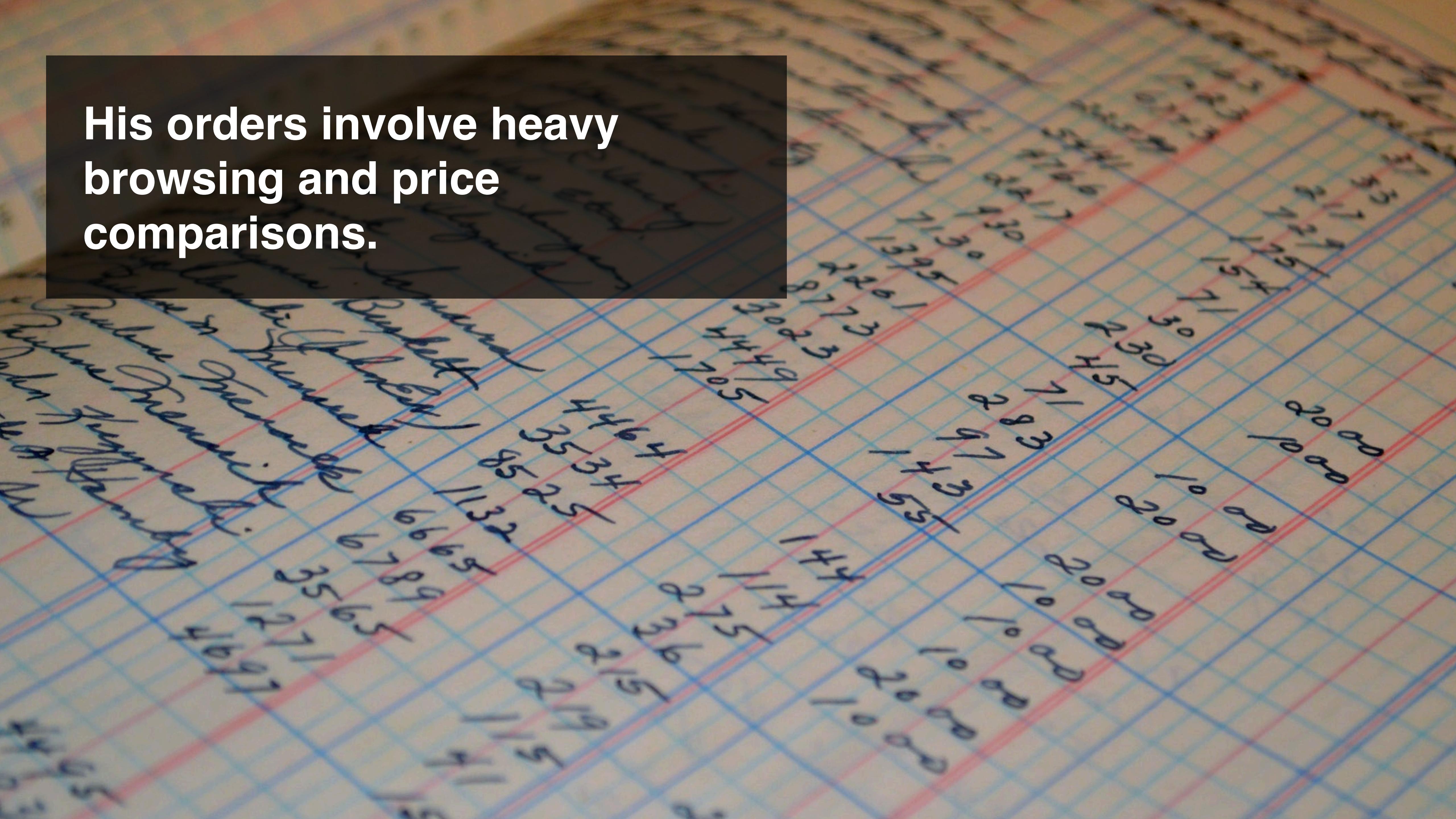
# PANGEA MIGRATION

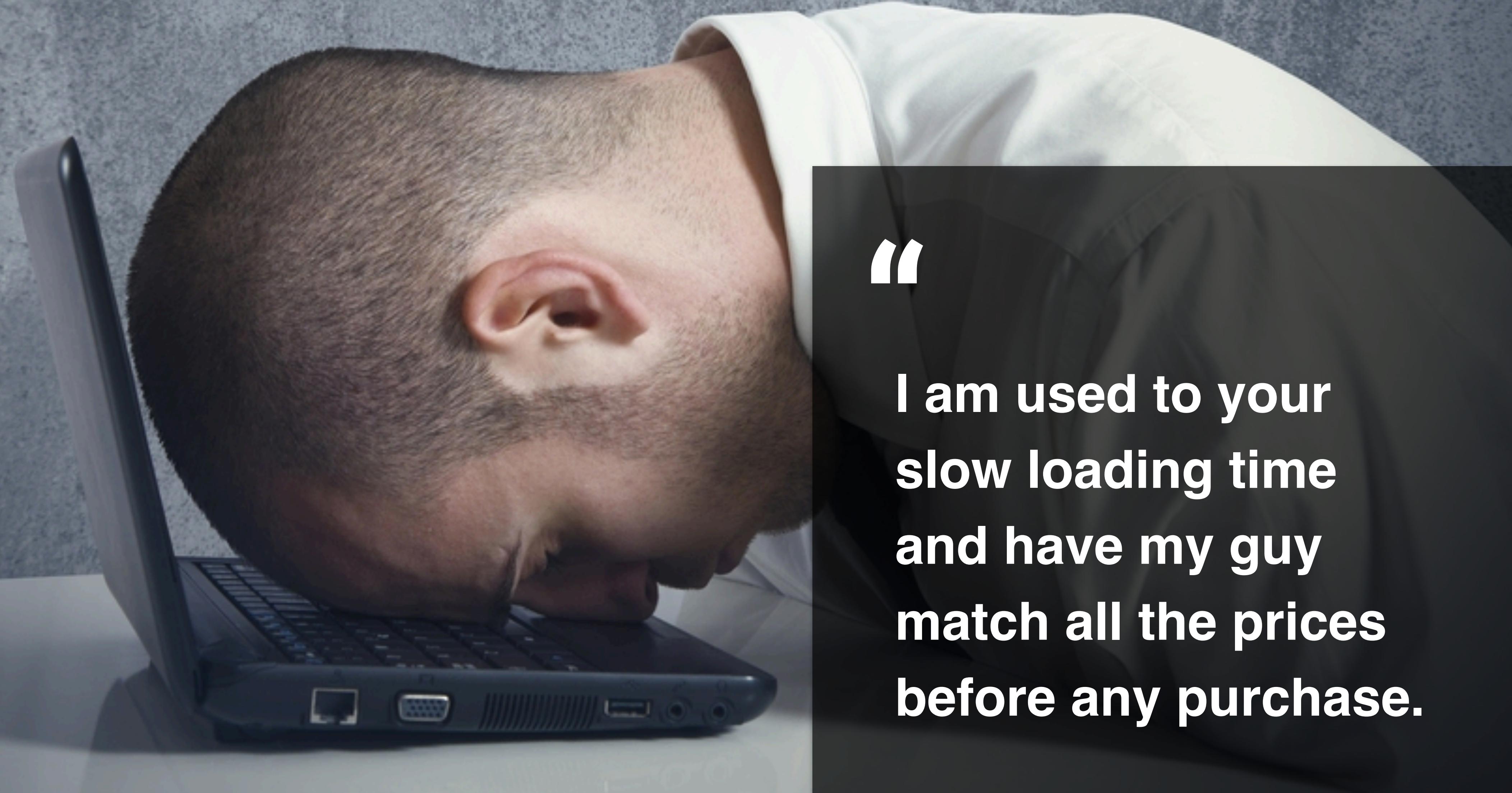




**Michael shops in bulk on Walmart  
and Sam's Club for his small  
business needs.**

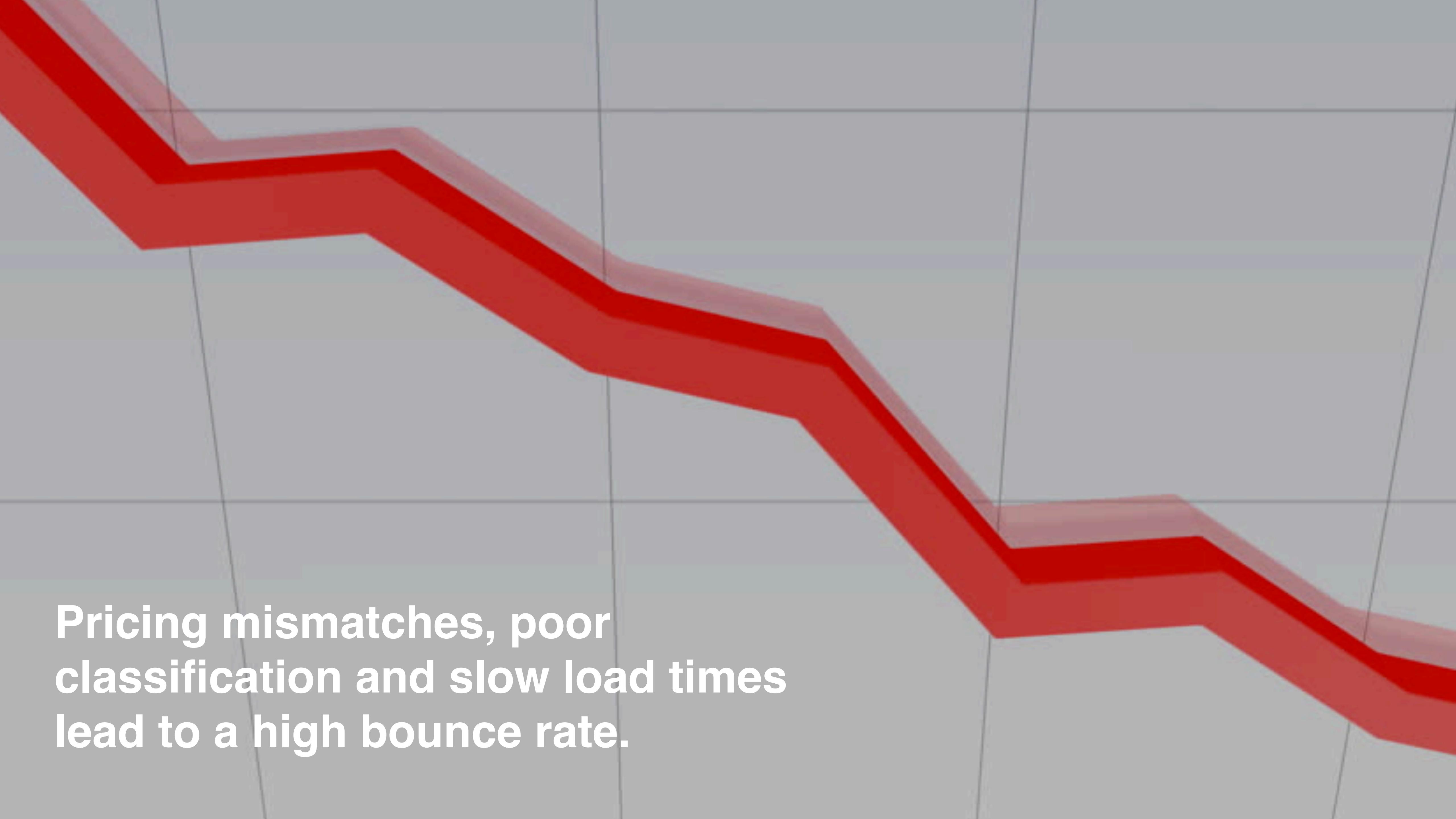
His orders involve heavy  
browsing and price  
comparisons.





“

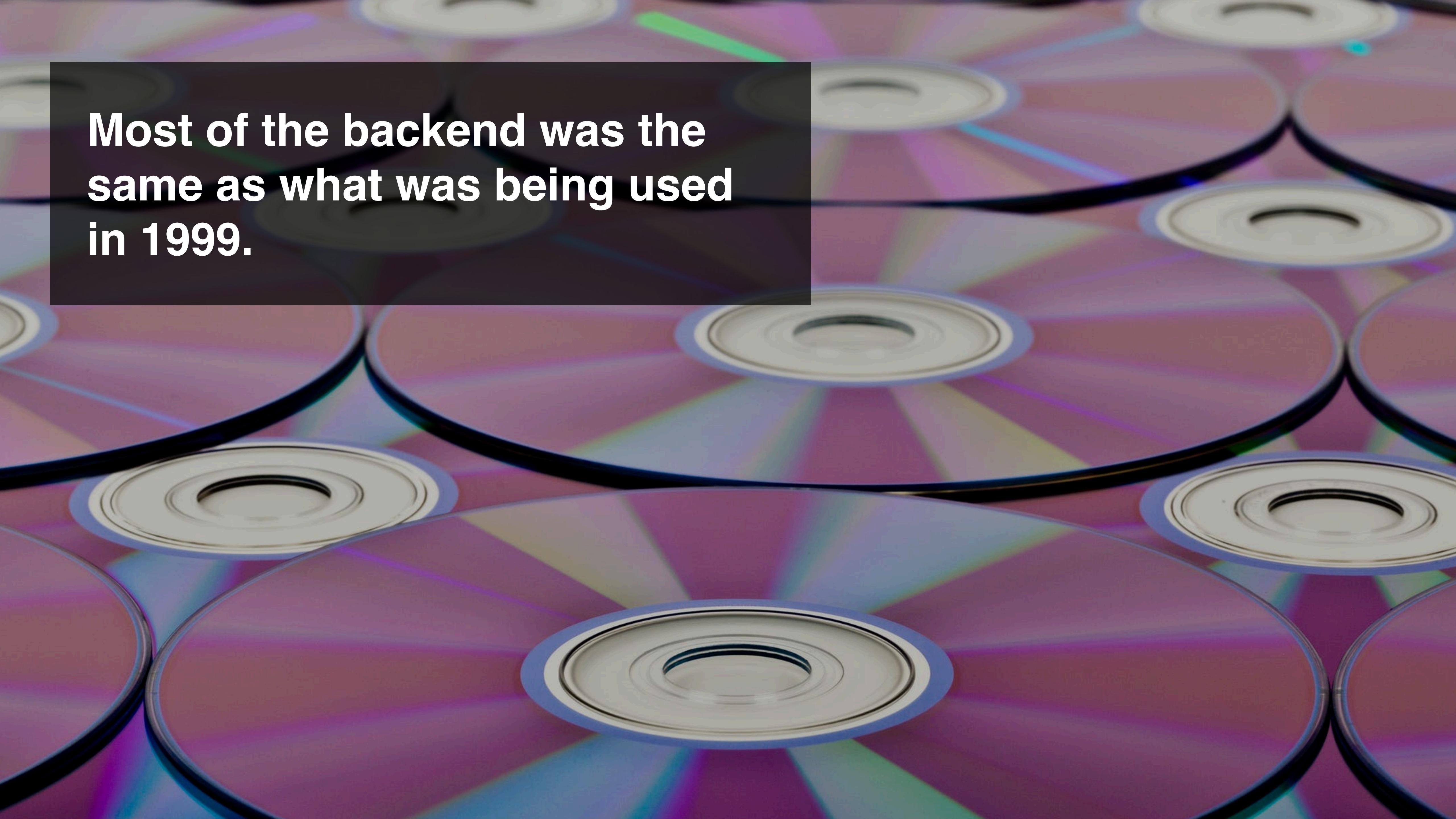
I am used to your  
slow loading time  
and have my guy  
match all the prices  
before any purchase.

The background of the slide features a red line graph on a light gray grid. The red line starts at the top left, dips, rises slightly, dips again, and then drops sharply towards the bottom right. A lighter red shaded area surrounds the line, representing a confidence interval or error range. The overall shape suggests a performance metric like bounce rate that fluctuates before a significant decline.

Pricing mismatches, poor  
classification and slow load times  
lead to a high bounce rate.



**3 years back, Walmart began updating  
its architecture to tackle growing  
marketplace and changing needs**

A close-up photograph of a stack of CD or DVD discs. The discs are piled on top of each other, with their reflective surfaces catching light and creating a rainbow of colors. A solid black rectangular box is overlaid on the upper left portion of the image. Inside this box, the text is written in a large, bold, white sans-serif font.

**Most of the backend was the  
same as what was being used  
in 1999.**

A collection of Scrabble tiles is scattered across a yellow surface. The tiles are light-colored with dark lettering. Several tiles are arranged to spell out the word "SEARCH".

Bike helmet and hockey  
helmet were categorized the  
same.

S<sub>1</sub> E<sub>1</sub> A<sub>1</sub> R<sub>1</sub> C<sub>3</sub> H<sub>4</sub>

A close-up photograph of small green seedlings with heart-shaped leaves growing in dark, moist soil. The plants are scattered across the frame, with some in sharp focus in the foreground and others blurred in the background. The lighting is soft, highlighting the vibrant green of the young leaves against the dark earth.

We needed to change,  
grow and adapt.

.. and we did

# Pangea



# Pangea



# Walmart

reusable

scalable

fast

modern

flexible

modular

consistent

South America

Africa

India

Antarctica

Australia

Eurasia



# electrode

UNIVERSAL REACT/NODE APPLICATION PLATFORM



# electrade

UNIVERSAL REACT/NODE APPLICATION PLATFORM

Flexible  
core



Modular  
structure



Reusable  
components





Similar backend structure



Not member-based



Member-based



Shop for free



Pay to shop

I'm changing



Can I join as well?

This shift was optimized for Walmart, not Sam's



#designteam

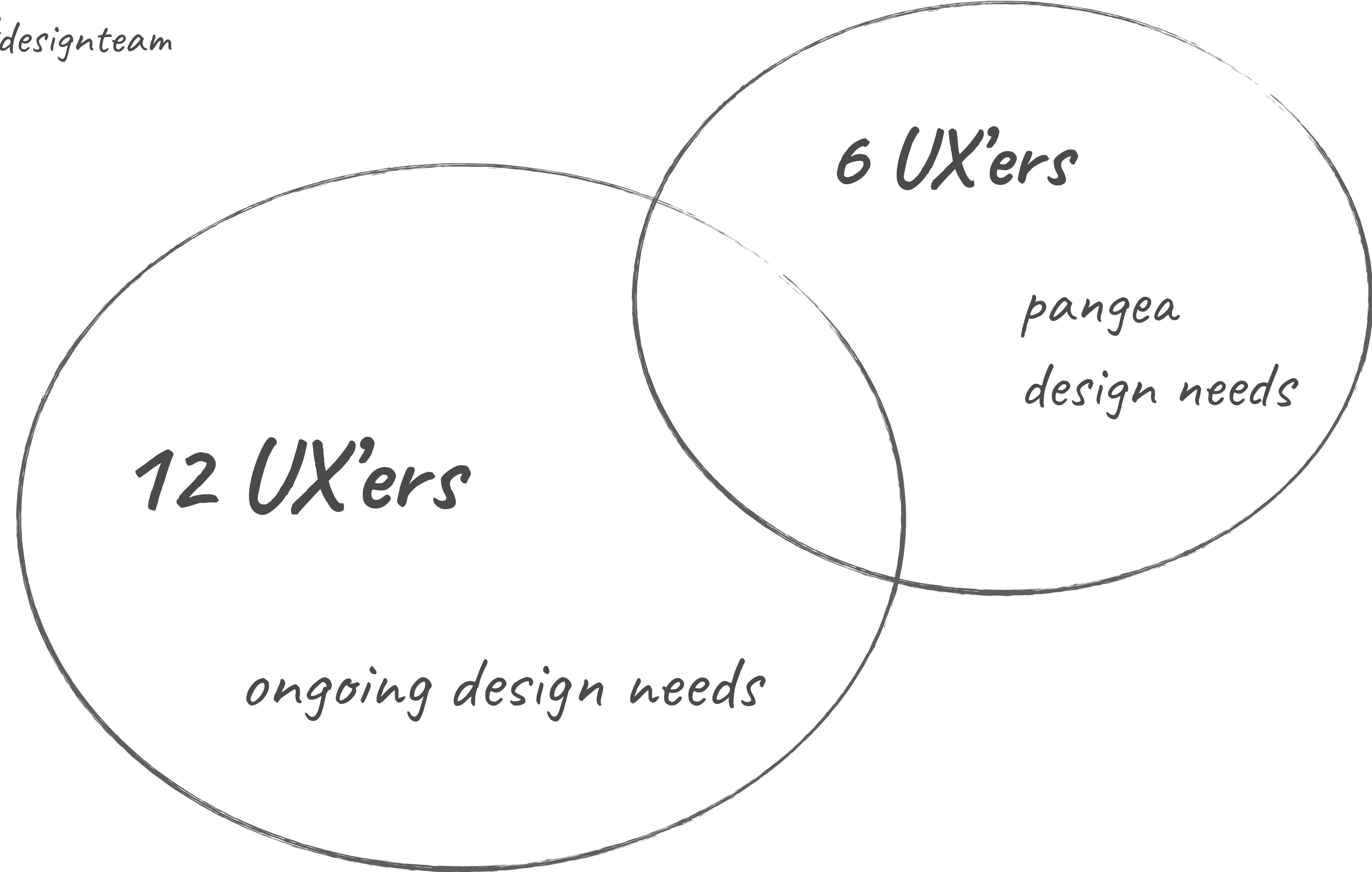
*How might we ensure a reliable shift as per Walmart's guidelines and also incorporate our specific use cases?*



#goal



#designteam



# ORDER CONFIRMATION

Search

Your club  
Concord, CA

Your ac...

Shop by department

Business tools

Member services

Shocking Values

Configurable link

Free shipping on all **Black Friday** items

What's next?

You'll get an email when the order is ready for pickup

Pickup location

Concord Sam's Club [Map it](#)

Scheduled pickup date

Mon, Jun 23 from 1:00pm-2:00pm

\$39.93 is due at pickup

Government-issued ID required

Thanks for your order

A confirmation email for order 1238843925 was sent to [swalton@gmail.com](mailto:swalton@gmail.com)

See order details

Continue shopping

Please allow up to 24 hours for the order status to update  
Questions? [Contact us](#)

Get more from your membership

Discover more about Club Pickup

Skip the line with Scan & Go

Scan & Go  
Fayetteville, AR

Payment successful!  
Now head towards the exit and show this screen.

Aug 28, 2016 Fayetteville, AR \$59.48  
5 items

Jane Smith 11122233444555666

MacBook

*In the last 7 years...*

✓ Thank you for renewing!

We're sending a confirmation to swalton@gmail.com

Your membership will automatically renew next year on 01/25/16. [Change](#)

you can:

Use [Easy Reorder](#) to place a Club Pickup order

[View Cash Rewards balance online and much more!](#)

Ready for another year of savings?

Popular categories



Search

or your order!

er: 8733354304

ng a confirmation to:  
walmartlabs.com



I set, Samantha!

Gift card will be emailed to you.



Refill Prescription

Thank you for choosing Sam's Club



## Refill Prescription

Thank you for choosing Sam's Club

## Order Confirmation

Done



Thank you  
for your order!

We are sending a confirmation email to  
chadmor@gmail.com

Thanks - your order number is 48416119

Order total: \$504.67 Payment method  
Online payment: \$504.67 VISA ending in 1111

### Pickup Info

We'll send you a confirmation and email you when your order is ready to pickup.

Concord Sam's Club #6612  
1225 Concord Ave, Concord, CA 94520  
Phone: 925.687.1400

Your contact details  
First Last | Email: test79@...  
Phone: 876.543.2111

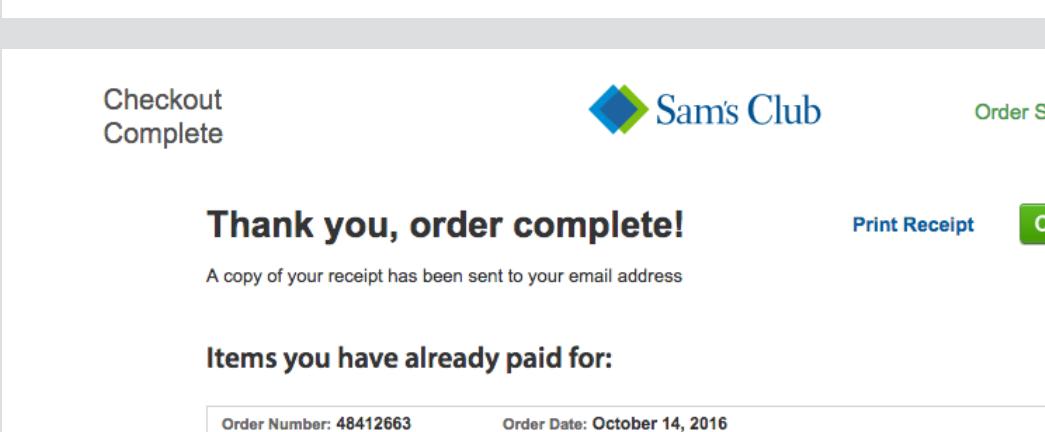
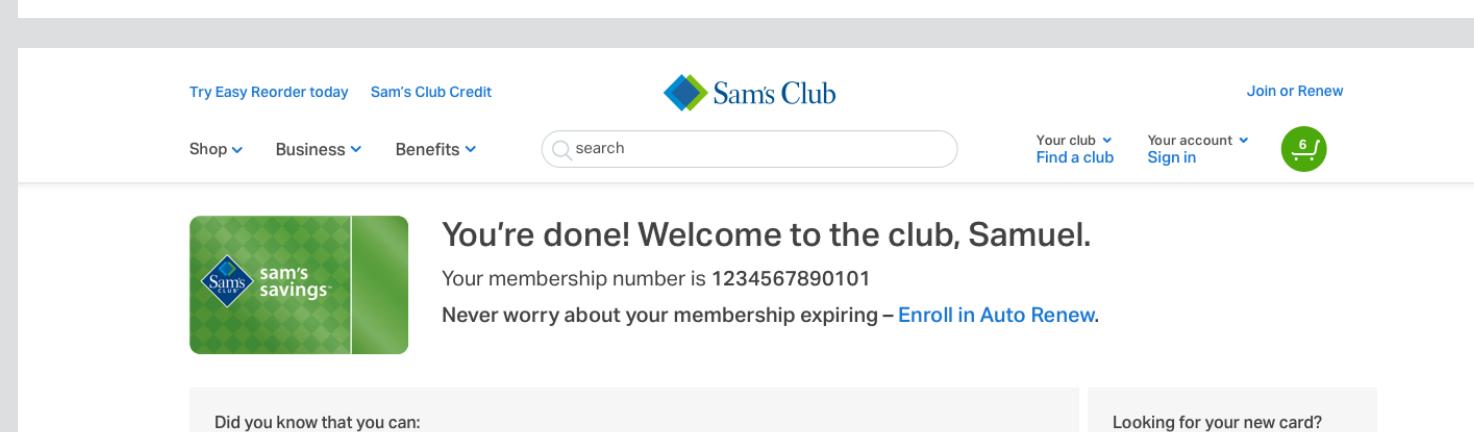
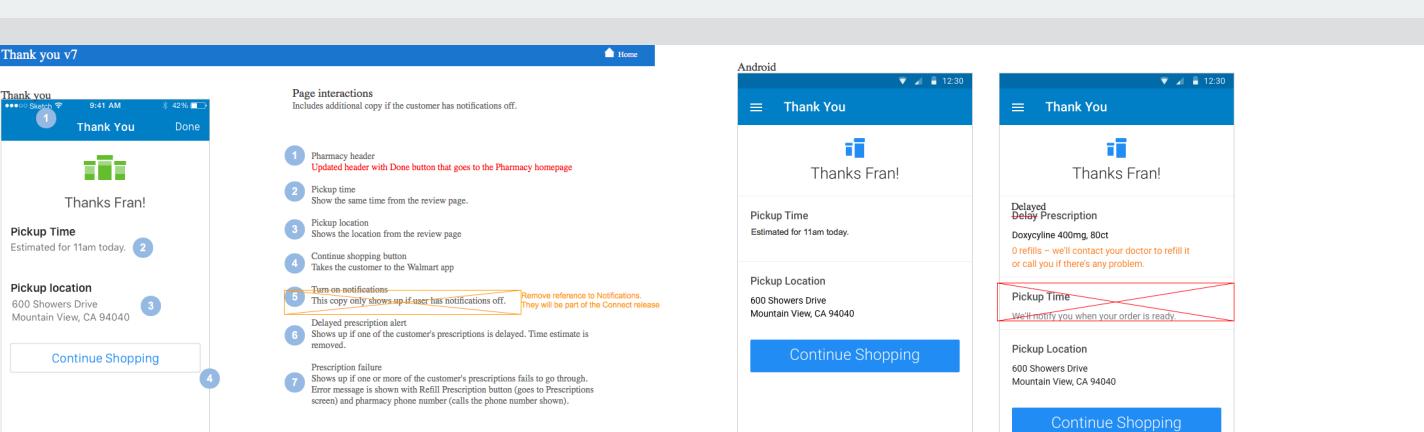
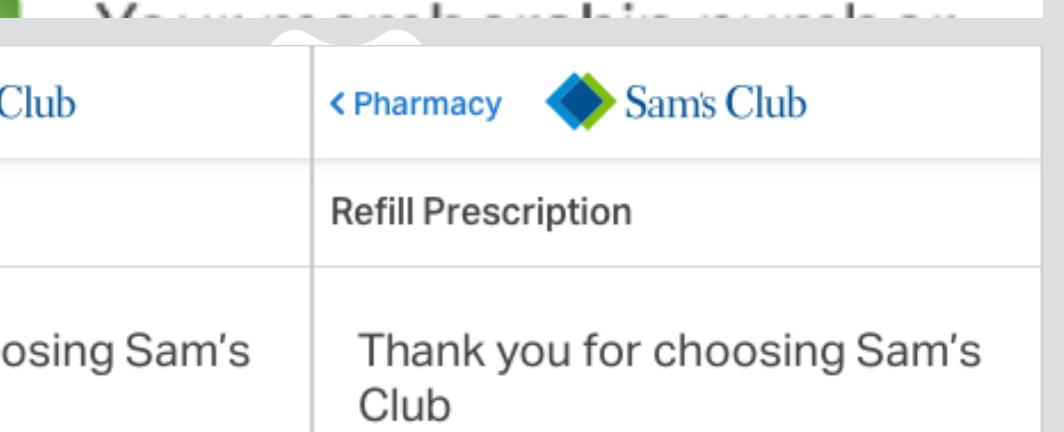
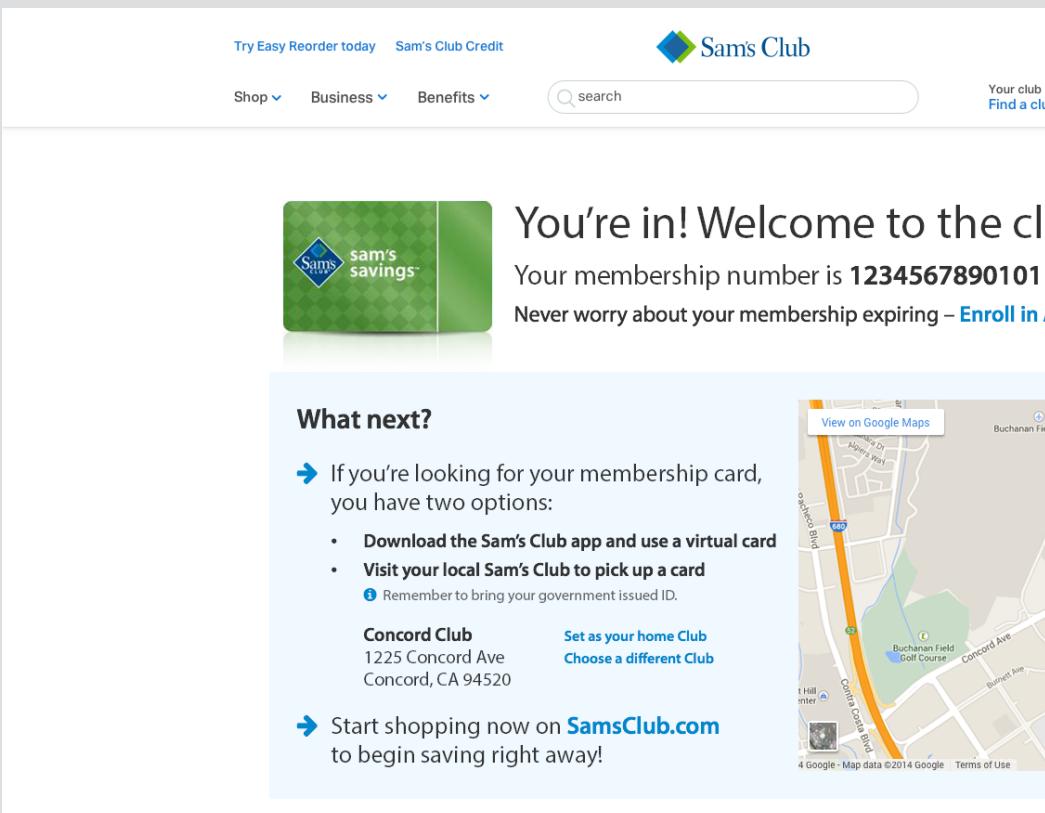
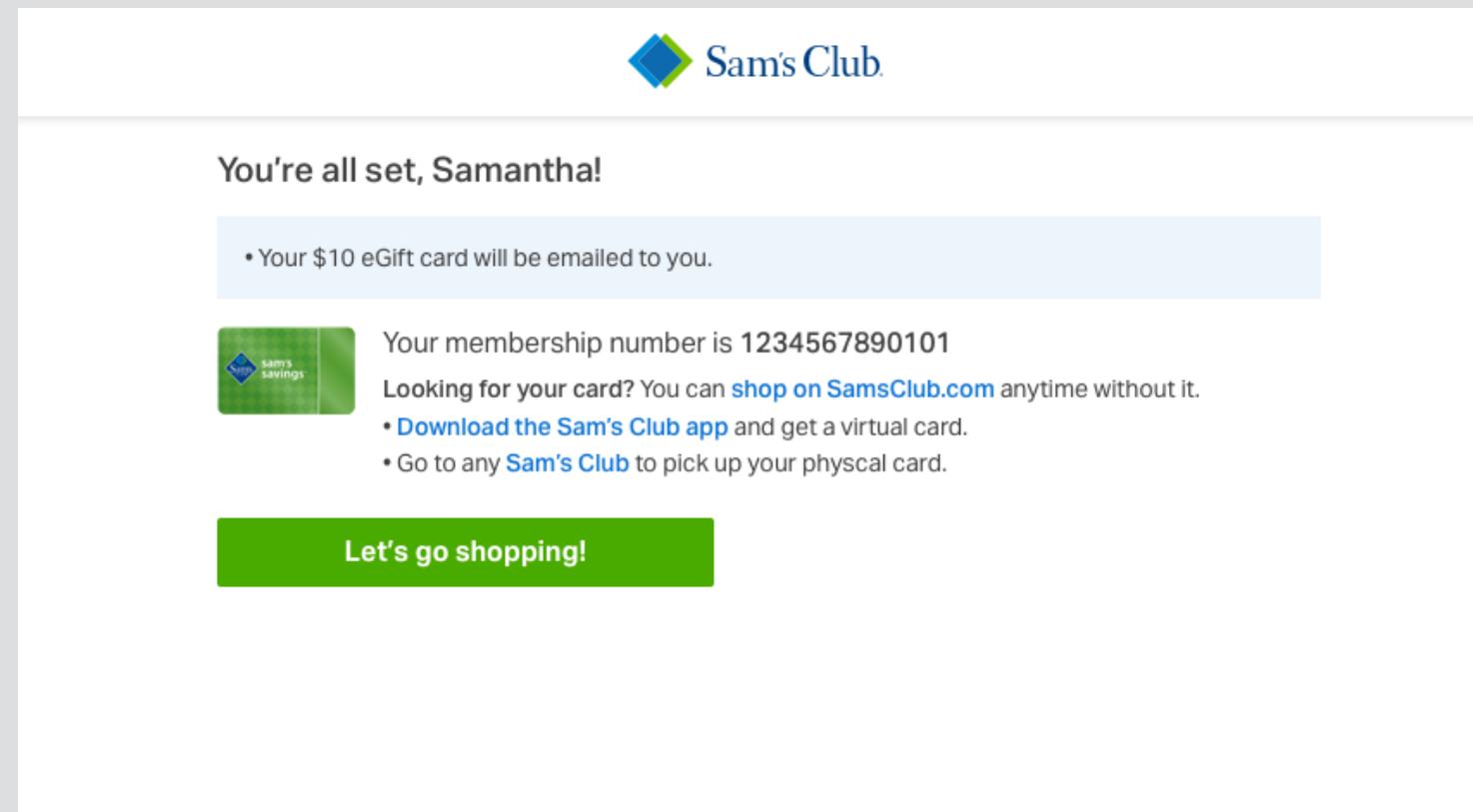
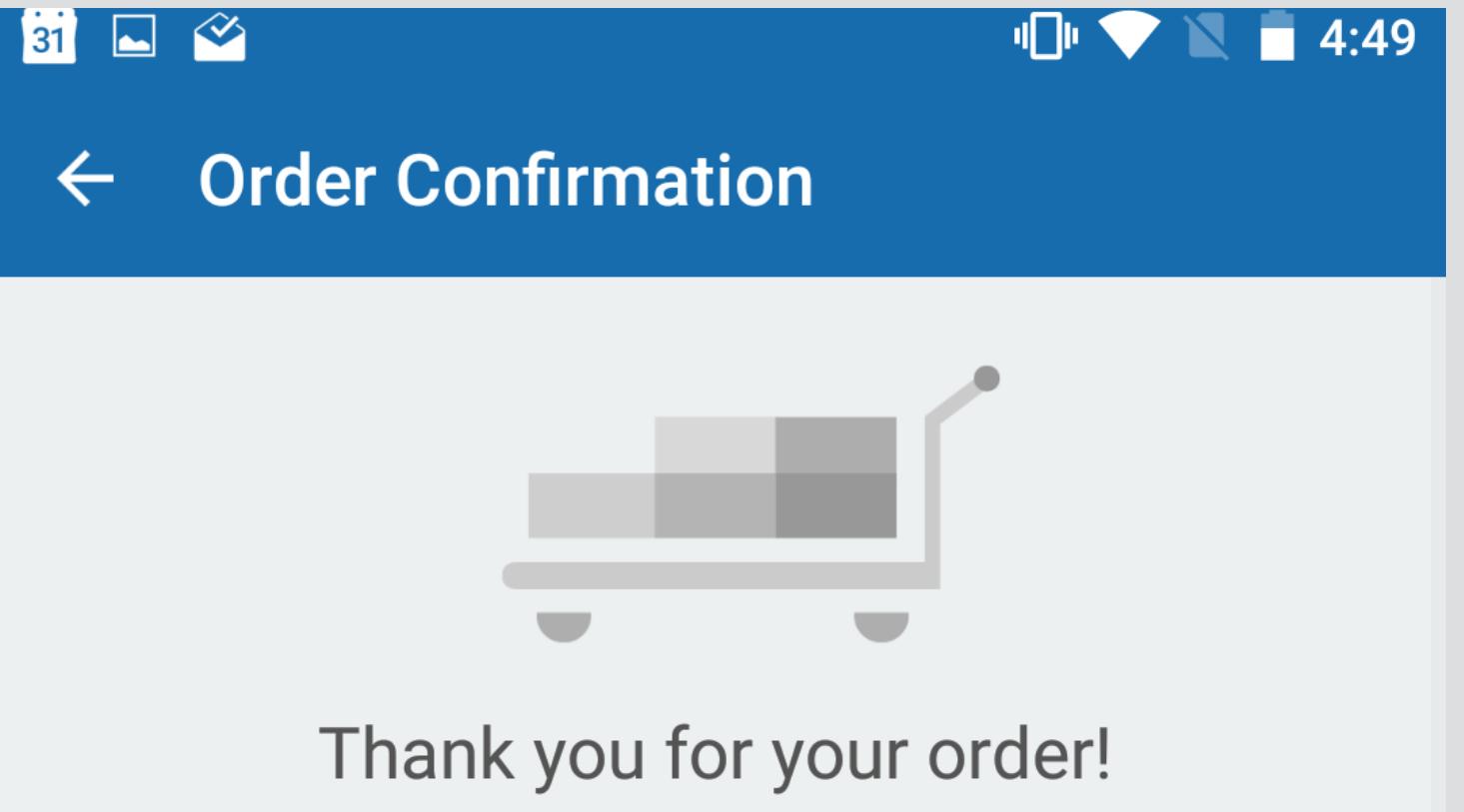
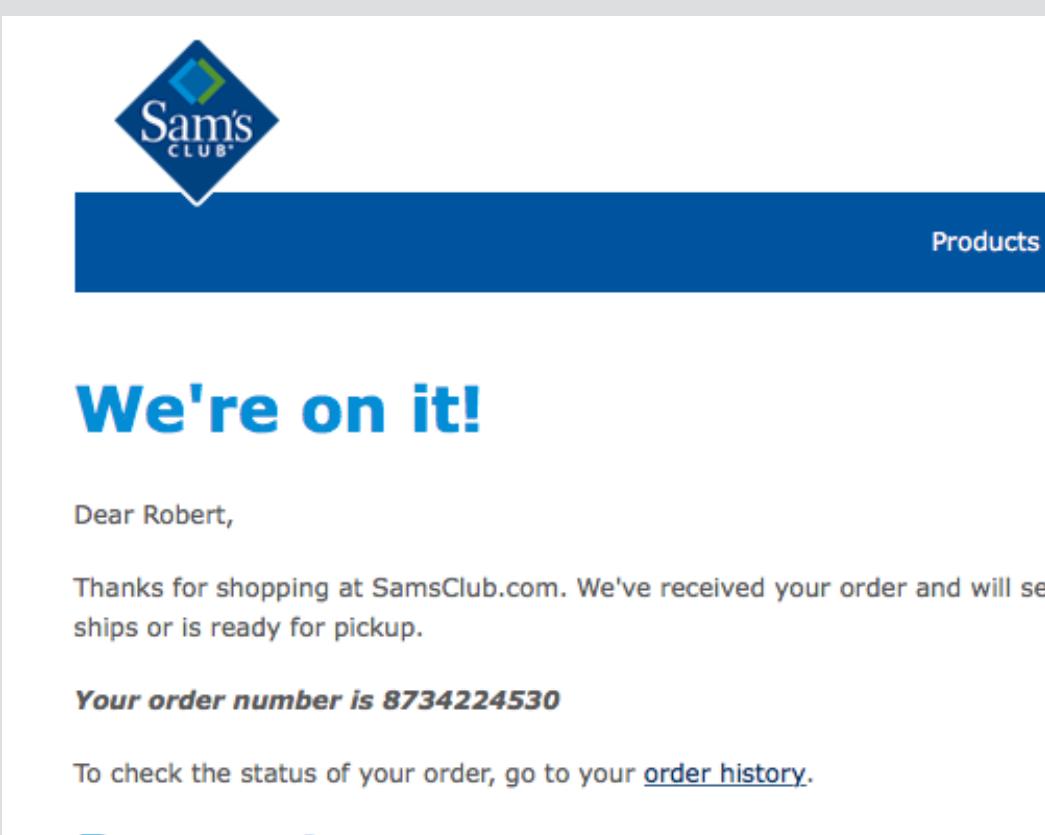
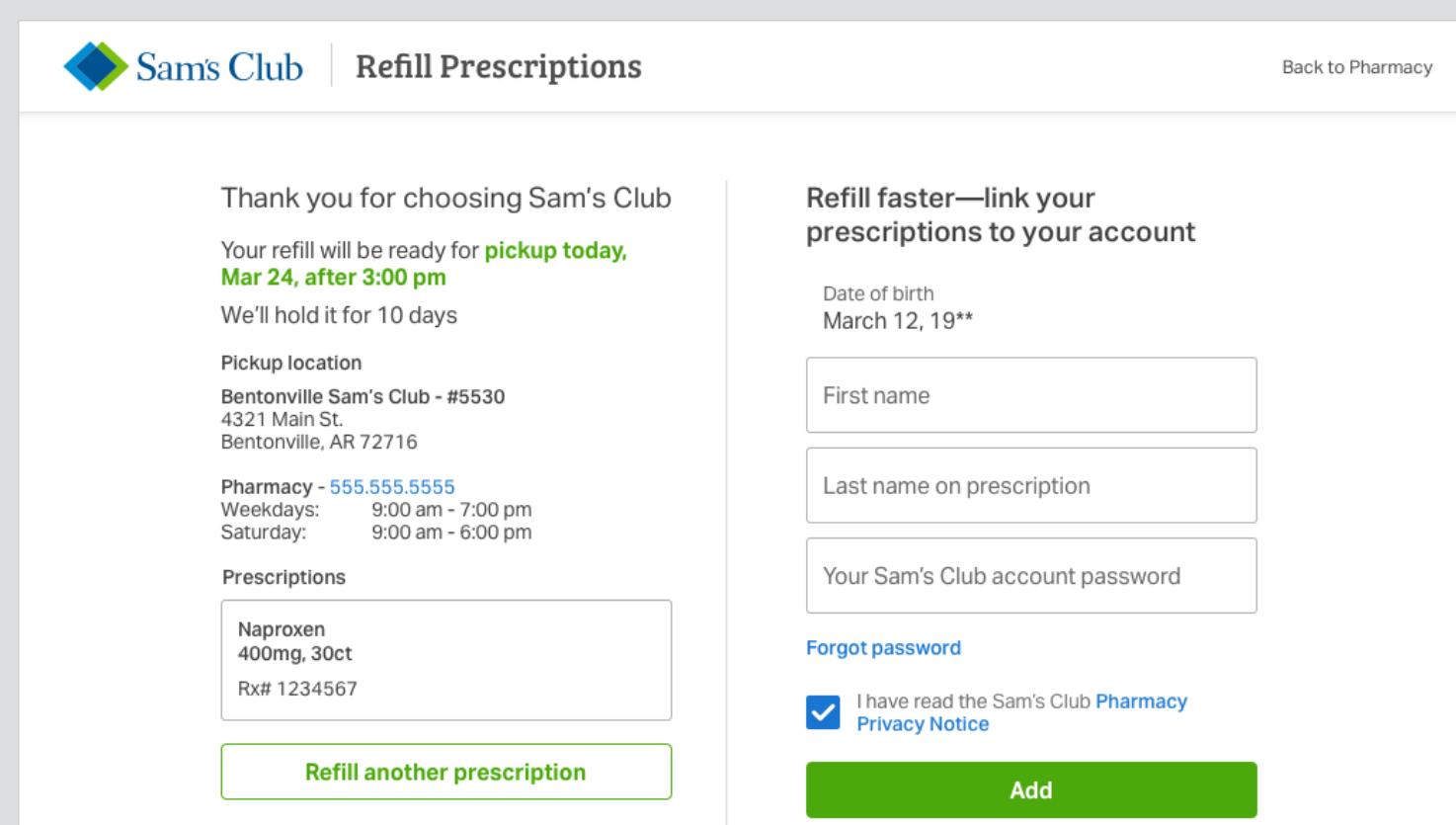
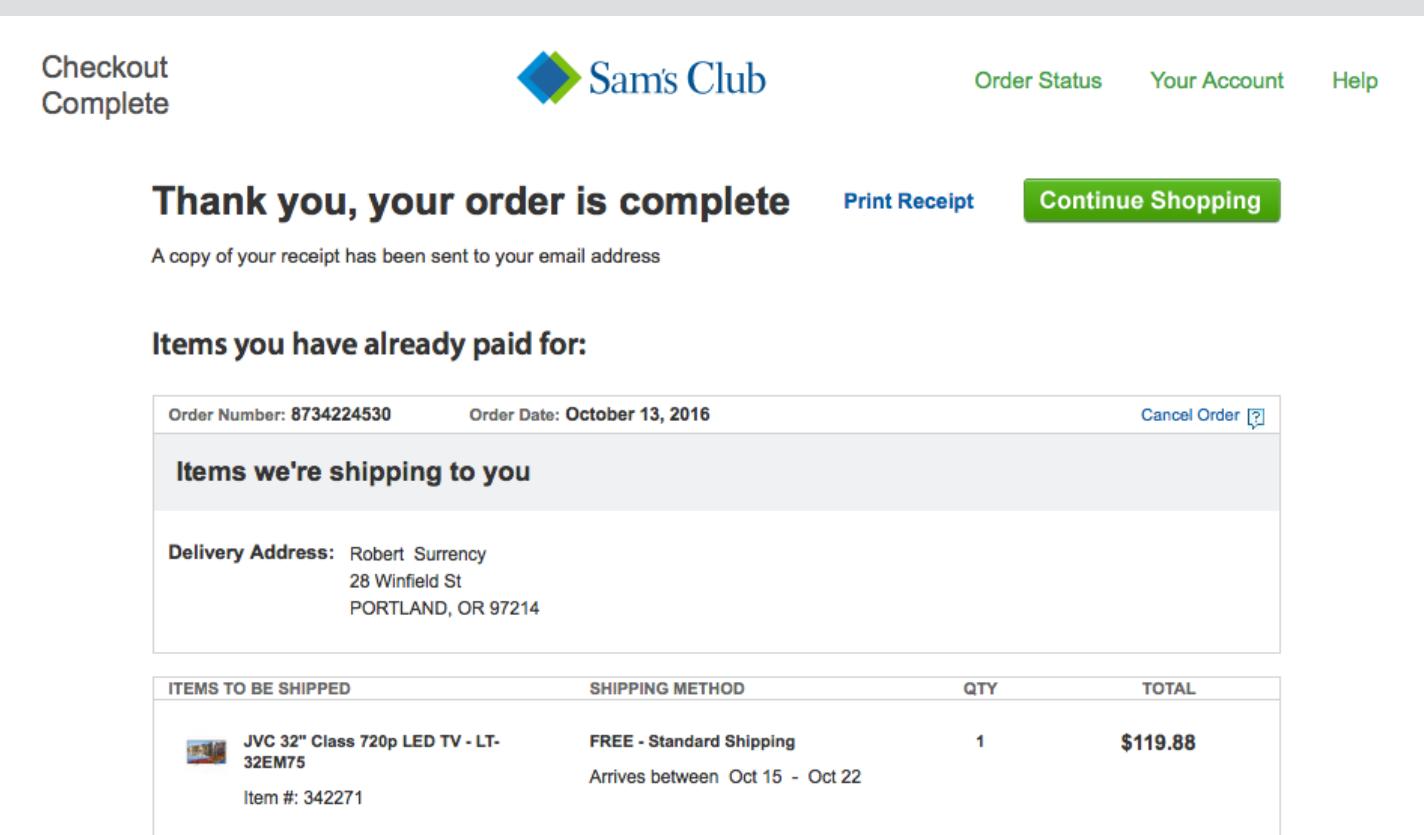
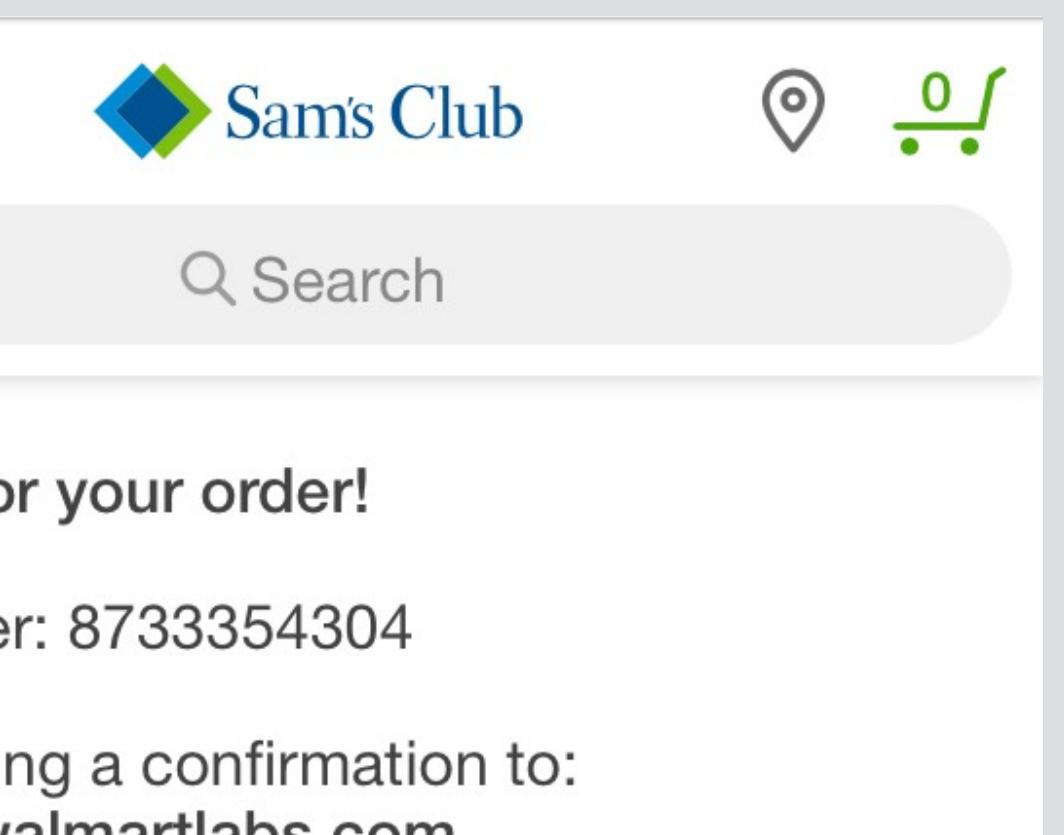
Government-issued photo ID required at pickup

### Club pickup items

Online payment: \$504.67  
Date: Mon, Oct 17 after 7:00 AM

Product

Orig. P



# Today

Overall, the Thank You page serves very little purpose for our customers. It is an **outdated** and **fragmented** experience.

The page is comprised of many different types, content and features. All of which are isolated causing a lot of **inconsistencies** and unnecessary **complexities**.

Standard  
Checkout

Easy  
Re-order

Join / Renew  
Membership

Social  
Integration

Pharmacy

Photo  
Center

# Sam's on Pangea

## Our aim

Our goal is to create a more **cohesive** experience for the Thank you page. An experience that will ultimately result in more **value** for our customers.

Within this cohesive experience, we aim to establish a **plan** that, depending on the checkout type and device used, will help determine the experience that is served up.

Standard  
Checkout

Easy  
Re-order

Join / Renew  
Membership

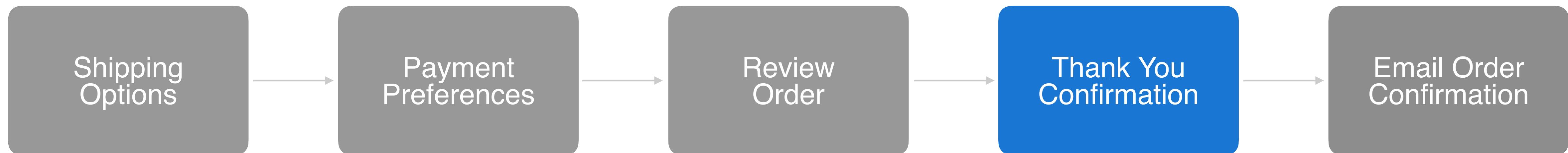
Social  
Integration

Pharmacy

Photo  
Center

# Walmart Pangea

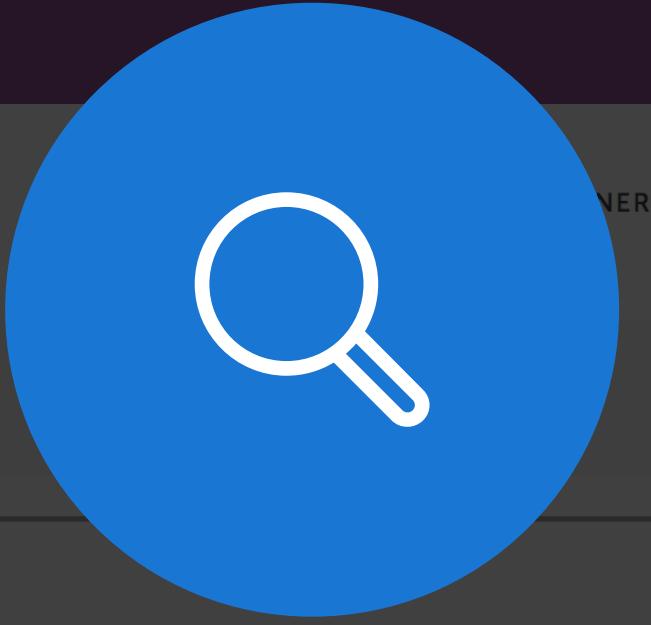
# What to keep in mind



Even though this is one page, the entire **checkout** journey needs to be kept in mind in order to ensure the solution caters up to the larger picture.

# Feb 2017

I was **one of two IxDs**. Teamed up with a **visual designer**,  
**content strategist** and a dedicated team of **devs** in  
**Sunnyvale**.



**think with Google**

Micro-Moments Consumer Trends Mobile Video More Topics Tools

**REJOINER** PRODUCT PRICING

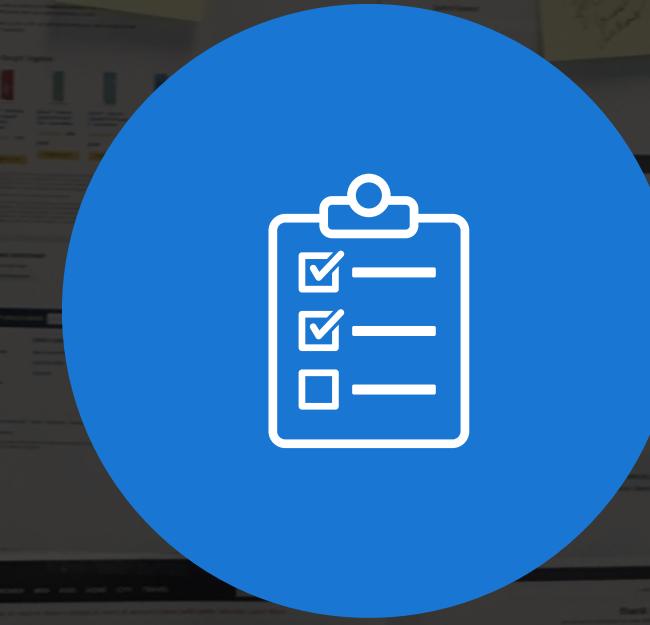
NER FOR

**Sam's Club:**  
Thank You / Research & Page interviews

**SCREENSHOTS FOR REFERENCE**

- <https://walmart.invisionapp.com/d/main#/boards/4261729>

**QUESTIONS**



think with Google

Micro-Moments Consumer Trends Mobile Video More Topics Tools

**REJOINER** PRODUCT PRICING

NER FOR

**Sam's Club:**  
Thank You / Research & Page interviews

**SCREENSHOTS FOR REFERENCE**

- <https://walmart.invisionapp.com/d/main#/boards/4261729>

**QUESTIONS**

# What we learned



Research & interviews



Current experience & competitor evaluation

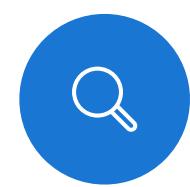
## User motives

- **Validation:** Customers are mainly looking to ensure that no errors were made to their orders.
- **What to do next:** They are looking for an obvious next action to take.
- **Correct an error:** They want a quick way to modify or cancel their order.

## Content and features

- **Clear content hierarchy and messaging:** Important that vital information is clearly recognizable and messaging is explicit.
- **Promote value-added content:** See if there is an opportunity to provide relevant services and offerings

# What we learned (cont)



Research & interviews



Current experience & competitor evaluation

## Current and future state

- Legacy page: Hasn't been worked on in 7-8 years
- Consolidated cart: New cart experience
- Walmart = baseline: Using as guidance for Pangea efforts
- Clear messaging: Provide concise and explicit messaging
- Contextual value: Ensure upsells are actually relevant and helpful
- Content prioritization: Really consider what content needs to be shown and what doesn't
- **Eliminate repetition:** Don't continuously repeat unnecessary information that was already stated within previous checkout steps.

# What we learned (cont)



Research & interviews



Current experience & competitor evaluation

- **Inform the user of the next steps about the order (reassurance):** Orders on Sam's club can have multiple fulfillment channels. To make sure that the user understands how and when his order will be received.
- **Service upsell:** We can use this context to introduce our other value props such as Business membership and Scan and Go.
- **Clear hierarchy and modular structure:** We shouldn't overload the user with a ton of information. Instead, we should make sure that the right information is conveyed in a modular and hierarchical way.

# What we learned (cont)



Research & interviews



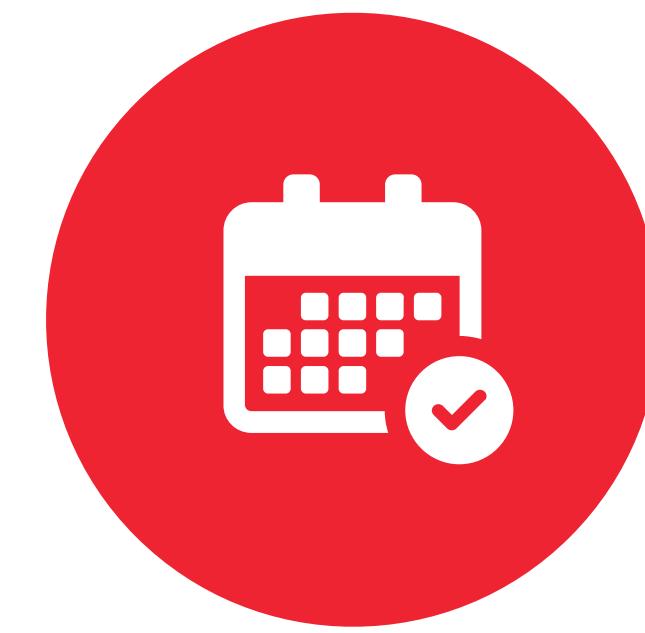
Current experience & competitor evaluation

- **Highlighting the value:** We are a savings driven business, we should positively reinforce the total savings the user got from his order. This might help us make the user curious and interested.
- **Help and support:** User might have questions and concerns regarding the order. Order confirmation page should consist of a way to answer those questions for them. Either via FAQs or via a help functionality.

# Thank you page reimaged



Quick validation



Set expectations

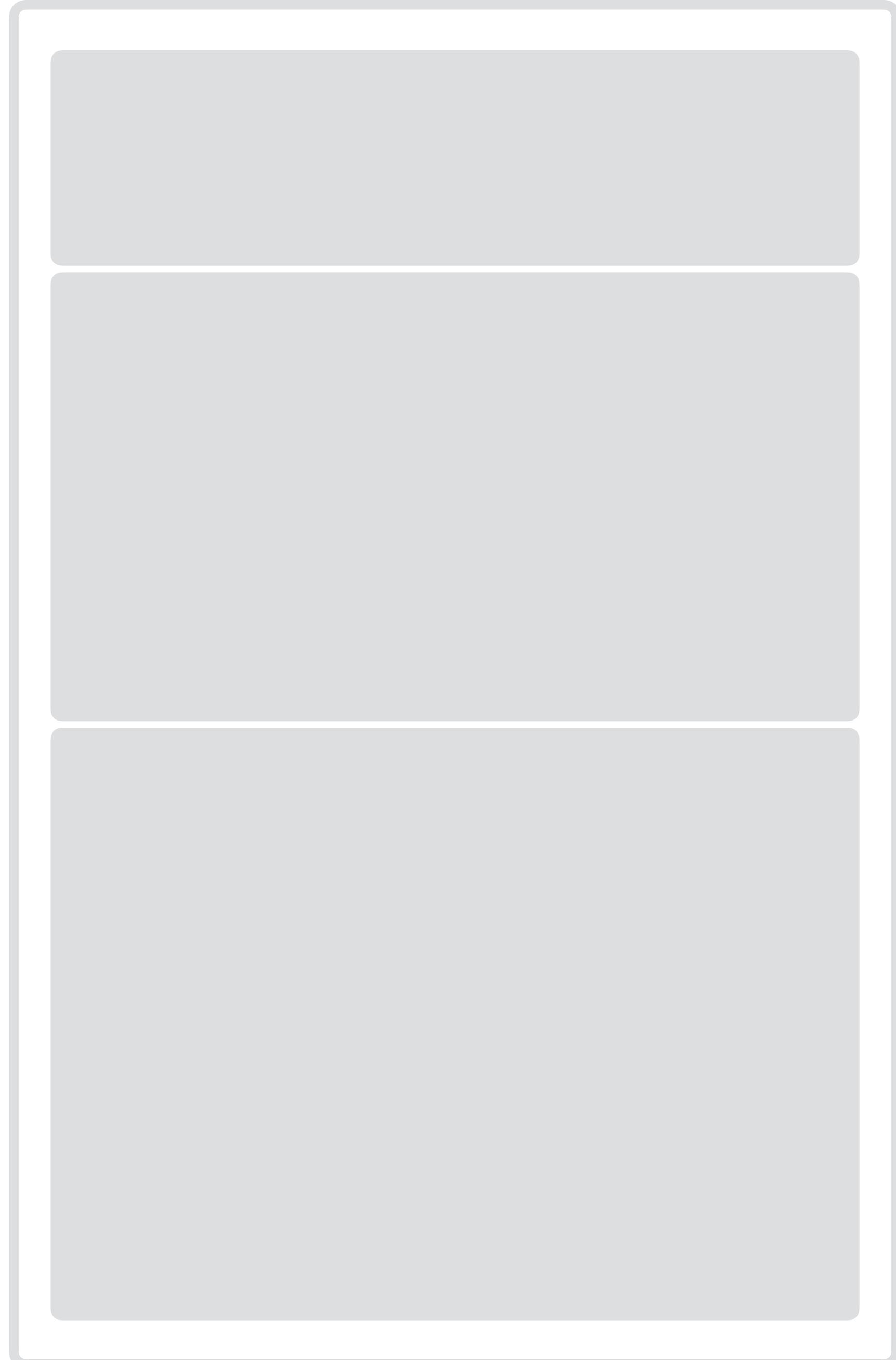


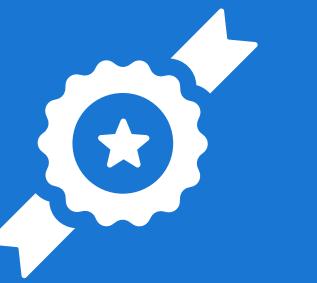
Contextual value



Provide reassurance

# Page Structure

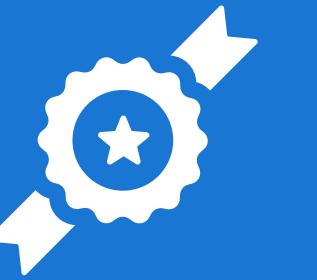




## Quick validation

“What just happened”

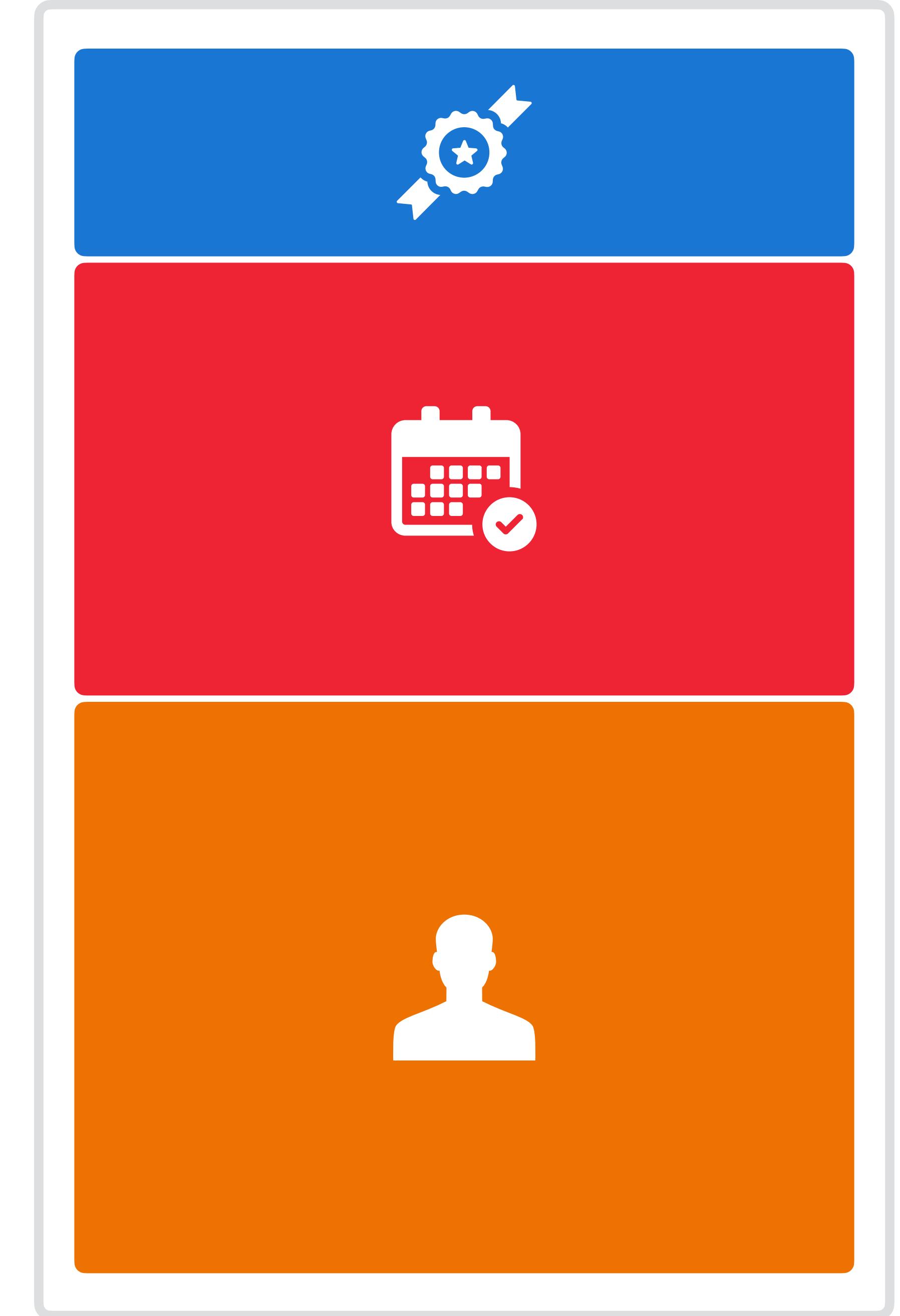
Immediately let the customer know their order was successful.



## Set expectations

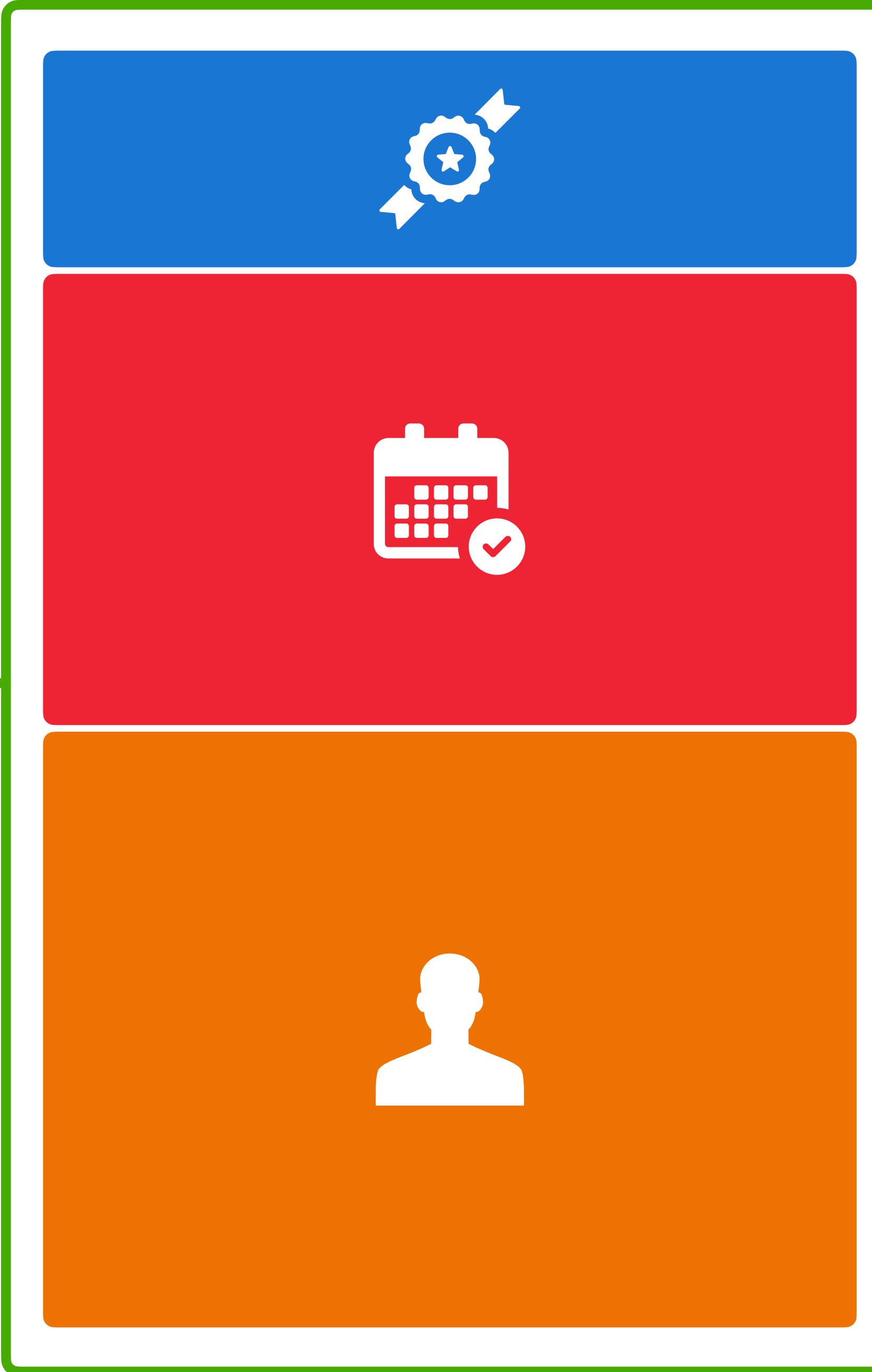
“What will happen”

Make it clear and explicit to the customer what will happen next with the items in their order.



## Contextual value

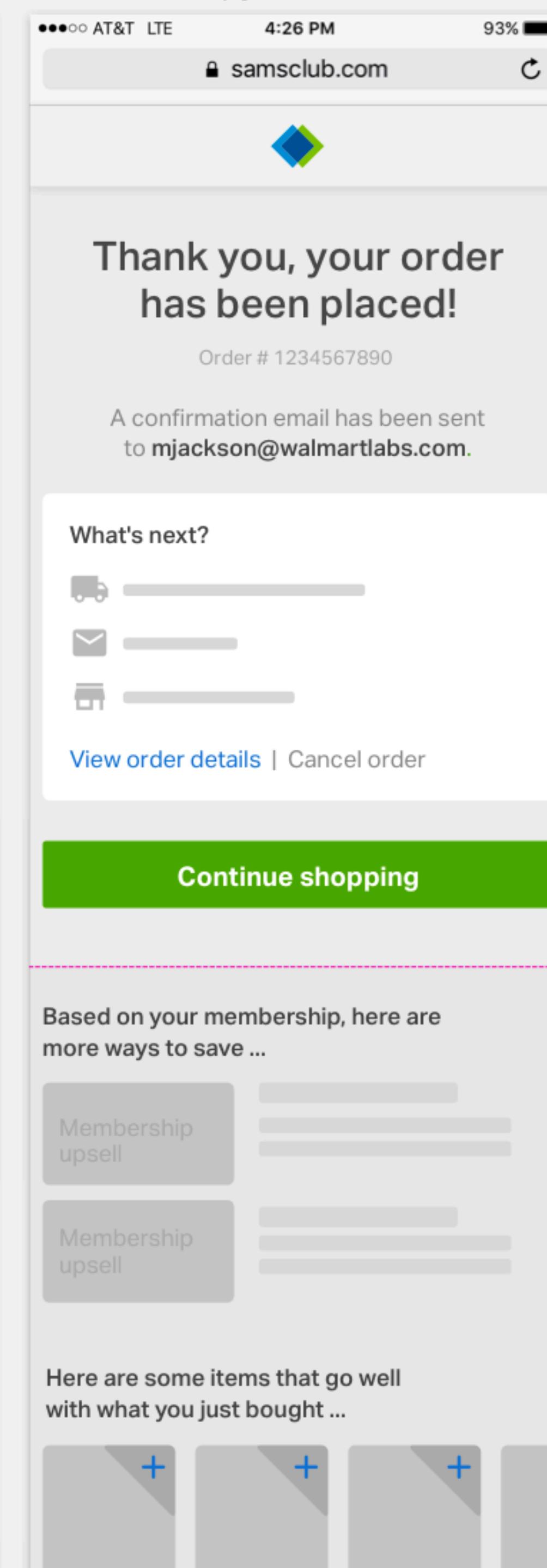
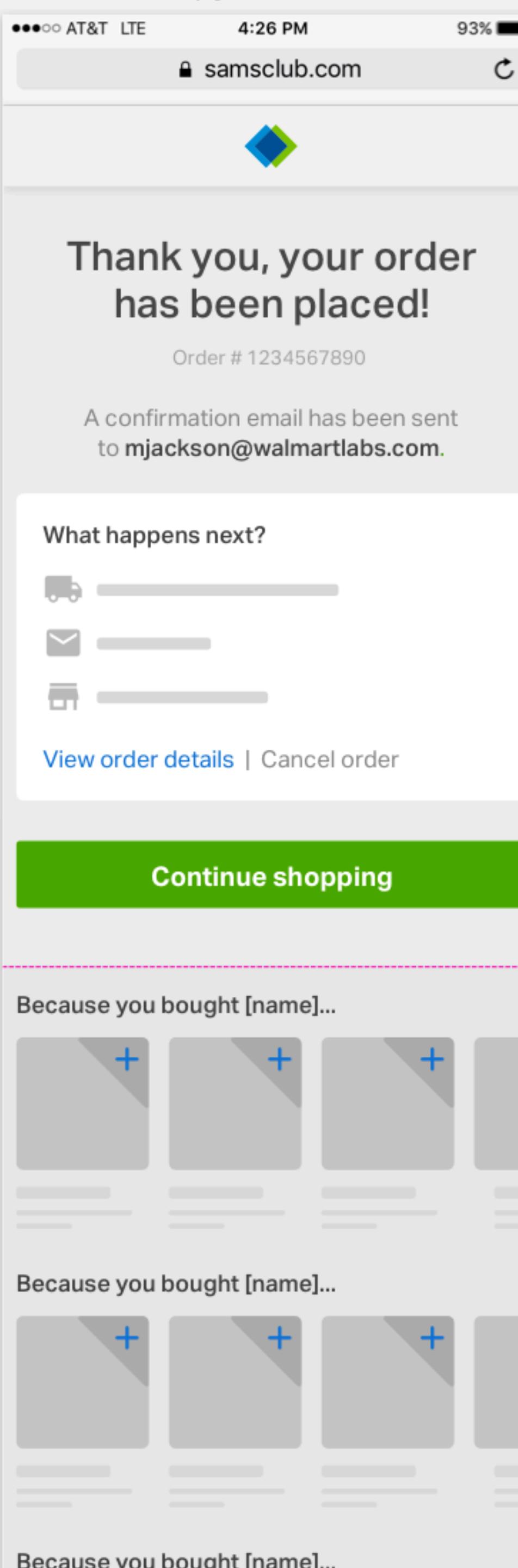
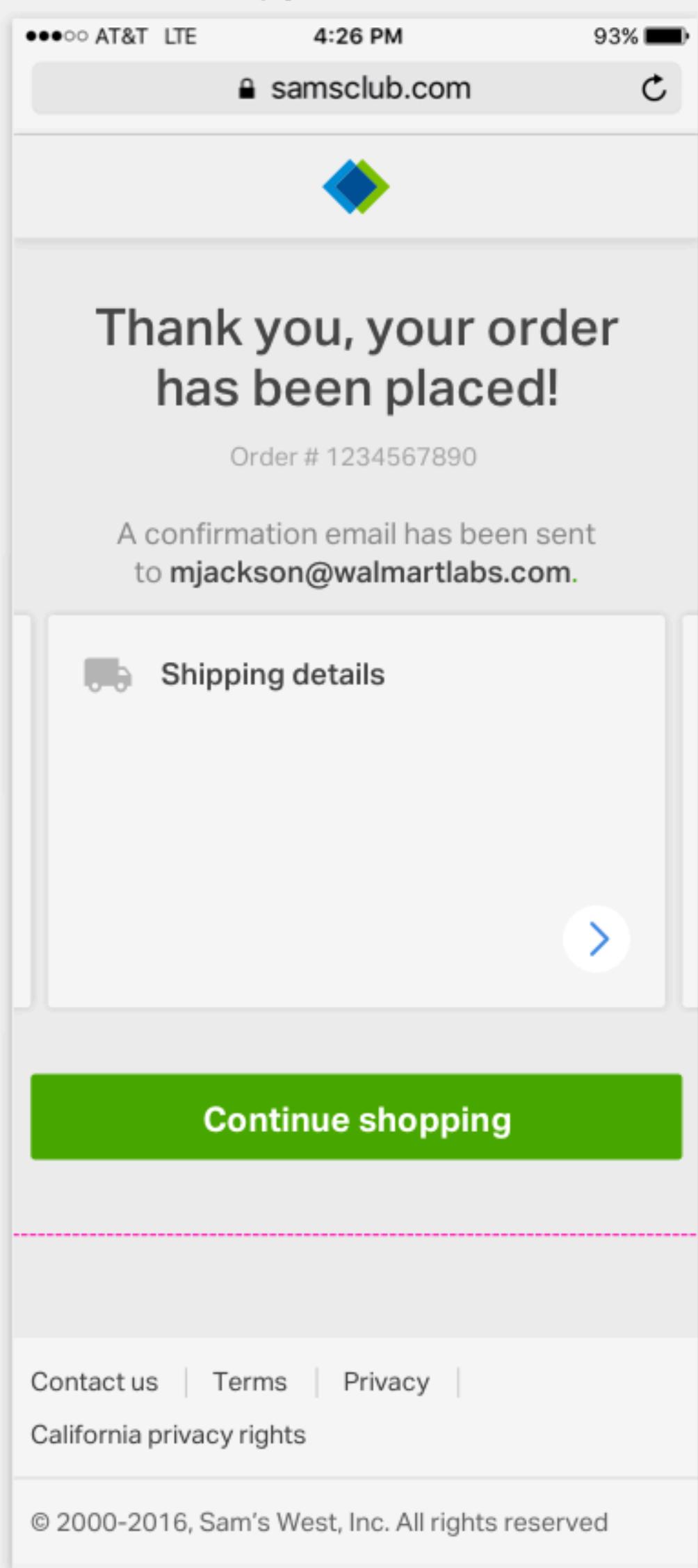
“Continue exploring”  
Enable further discovery  
with recommended services  
and offerings actually  
relevant for the customer.



## Provide reassurance

“Peace of mind”

Put the customer’s concerns to rest with clear messaging, explanations and a way to get help.



What just happened

What will happen

Continue exploring

Shop by department ▾

Business tools ▾ Member services ▾ Shocking Values Configurable link

Free shipping on all **Black Friday** items

# Regular pickup order confirmation



## Thanks for your order

A confirmation email for order 1238843925 was sent to [swalton@gmail.com](mailto:s Walton@gmail.com)

[See order details](#)
[Continue shopping](#)

Please allow up to 24 hours for the order status to update  
Questions? [Contact us](#)

### What's next?

You'll get an email when the order is ready for pickup

#### Pickup location

Concord Sam's Club [Map it](#)

#### Scheduled pickup date

Mon, Jun 23 from 1:00pm-2:00pm

#### \$39.93 is due at pickup

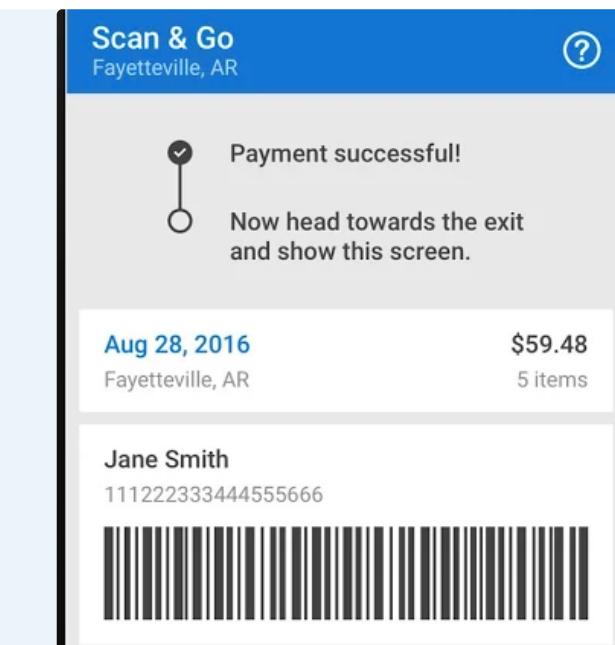
Government-issued ID required

## Get more from your membership

Discover more about Club Pickup



Skip the line with Scan & Go



### Buy your essentials again

[See all >](#)




Shop by department

Business tools Member services Shocking Values Configurable link

Free shipping on all **Black Friday** itemsHave any questions? [Contact Membership Services](#) or call 1.888.746.7726[Print order details](#)

# New member sign up confirmation



## Thanks for becoming a Plus member!

A confirmation email was sent to [swalton@gmail.com](mailto:swalton@gmail.com)

[Start shopping](#)[Check your order status](#)

### What's next?



Get your **new membership card** by:

- Visiting the **Member Services desk** at any Sam's Club location
- OR-
- [Download the Sam's Club app](#) to get a virtual card



Check your inbox for the free **Sam's Club \$10 eGift Card**!

## Get more from your Plus membership



### Instant savings

Extra offers on top of already low member prices



### 5 free prescriptions

More than 600 generics for \$10 or less



### Cash rewards

\$10 back for every \$500 spent in club and online



### Free club pickup

Order online and pick up as early as the next day

[View all membership services](#)