

# YADAV

DIMONDS AND JEWELRY

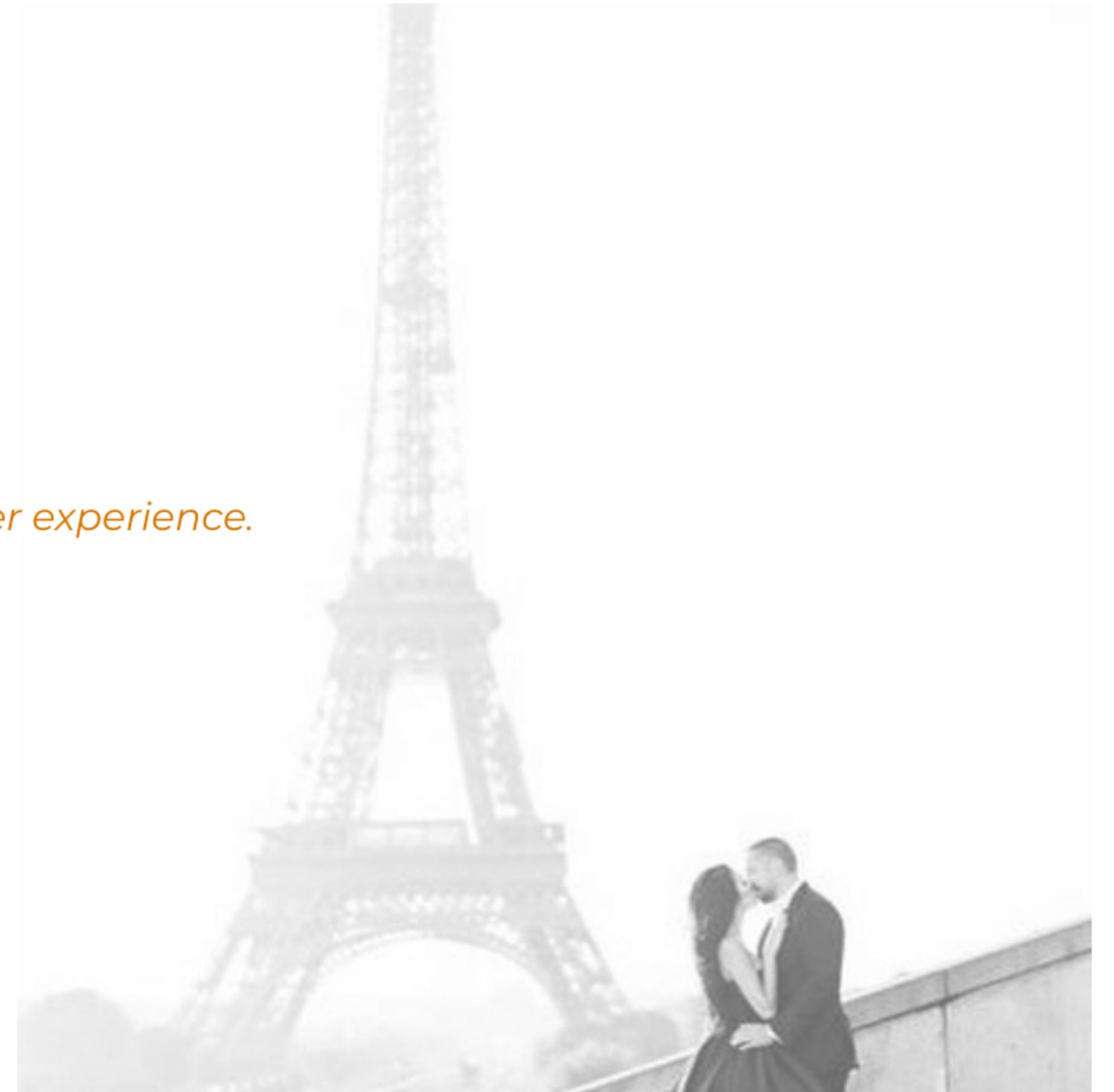
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*Design & update website cart part user experience.*

WEEK 02

04/29/2019 ~ 05/04/2019

Weiqi Lyu  
2019





# Intro

AS YADAV requirement, update the user experience for the check out and cart parts, As well as the color combination.

# Challenge

In order to attract more customer and give them better experience to shop on YADAV's website. Updating website, especially for the cart part to help them to clearly and easy check out.

# Customer

YADAV

# TIME

04 / 19 / 2019



# Goal

The goal includes business goal and user Goal. What creating in the website or the strategy will surround the goal.

## Business Goal

Help YADAV to increase profit, attract and keep the more user to go through website and check out.

## User Goal

User will have a better buying diamond experience. Got the diamond which they like and affordable



To achieve that goal, the following questions had to be answered:

- Who are the stake-holder?
- What are the target audience's lifestyle?
- How do the target audience shop?
- How do they engage with diamond shopping website?
- What are the most needed features do they want on a diamond shopping website ?
- Who is our competitor?
- What is the metric?



# Methodology

The design process based on define problems to the solution design. Below is what should do in the define process.

## — Define Issue Process

Discover

Go insight to better  
define the problem

Define

Have a clear view of  
the problem, the goal  
and the users

Ideate

Find solution to the  
problem with the insights

A photograph of a man from the side, looking up at a small model airplane he is holding in his hands. The background is a warm, golden sunset with blurred lights.

# How to find the way to define and find the problems ?

**“ Big vision to the tiny details ”**

## 1. Do the User flow and architect

- It can help me to figure out the path and every steps which go to the end of check out from the wider vision to see the whole things.
- It also can help to find the problem or the bug during do each steps
- Do it as document can help the whole team better understand each step

## 2. Test the problems which I find it is a real problems or not ? And find more issues from testing.

- sometimes I analyze the all the issues as expert angle, it also needs more angle from our target user.
- The testing people can be our staff and customer.

## 3. Analyze the competitor website

- company with other website to find the pros and cons as reference to consider our website.



# What is the standard to analyze the check out flow?

## “ 10 Usability Heuristics for User Interface Design”

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

The final design intention should base on the goal, business goal and user goal.



# What I have done in order to define the issues?

Work for the cart to check out process

## Cart

- Requirement
- Business Goal + User Goal
- Strategic Objectives
- Add to the shopping cart and check out flow
- Figure out IA for each step
- Business Goal + User Goal
- Older version VS Phase 1
- Initial User Research
- Competitive Analysis
- User Testing
- Design Iteration
- Organize files



April 2019

T	W	T	F	S
1	2	3	4	5
6				
7	8	9	10	11
12				13
14	15	16	17	18
19				20
21	22	23	24	25
26				27
28	29	30	1	2
			3	4

(04/19 ~ 04/27)

# What I did this week?

Week 02

## 1. Analyze check out whole process

Analyze check out process from address, delivery, review to payment.

## 2. Insight every page relate to check out

- Shopping Cart
- Check out pages include
  - Address Page-
  - Delivery Page-
  - Review-
  - Pay method-

## 3. Mobile and responsive website

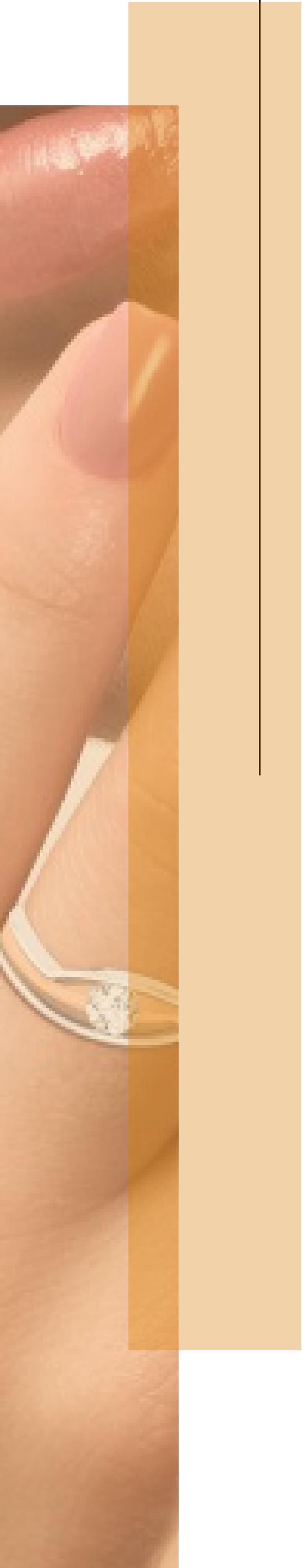
Check out every page what it looks like in the mobile version.

## 4. Initial user testing

User testing is very effective way to know the pain point.

## 5. Initial competitor analyze

Analyze what the competitor did, include the good and bad points.



## USER FLOW

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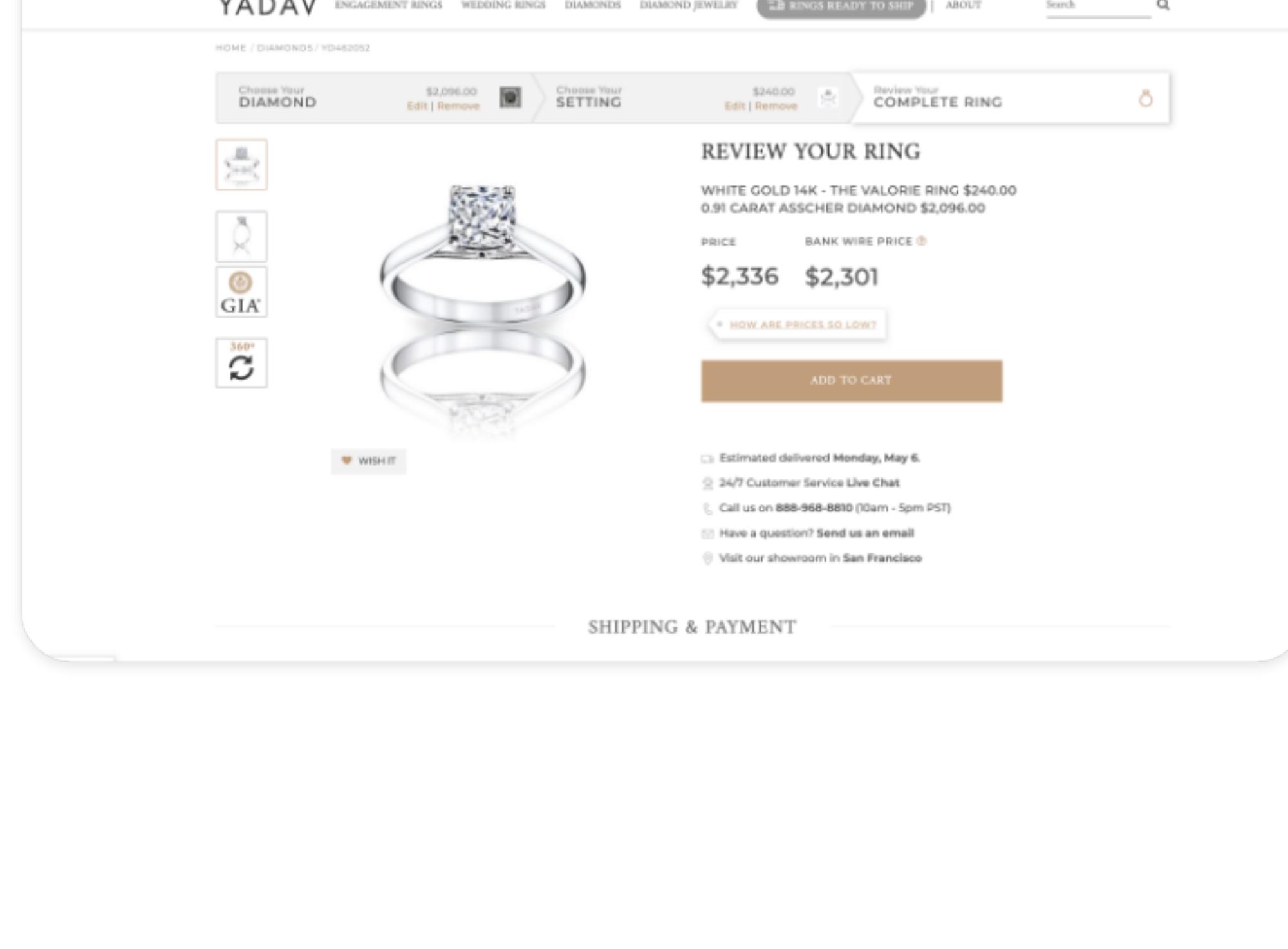
# Adding to Shopping Cart / Check out

Start from the entire bird vision or architect to analyze the path

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# User Flow- Phase 1

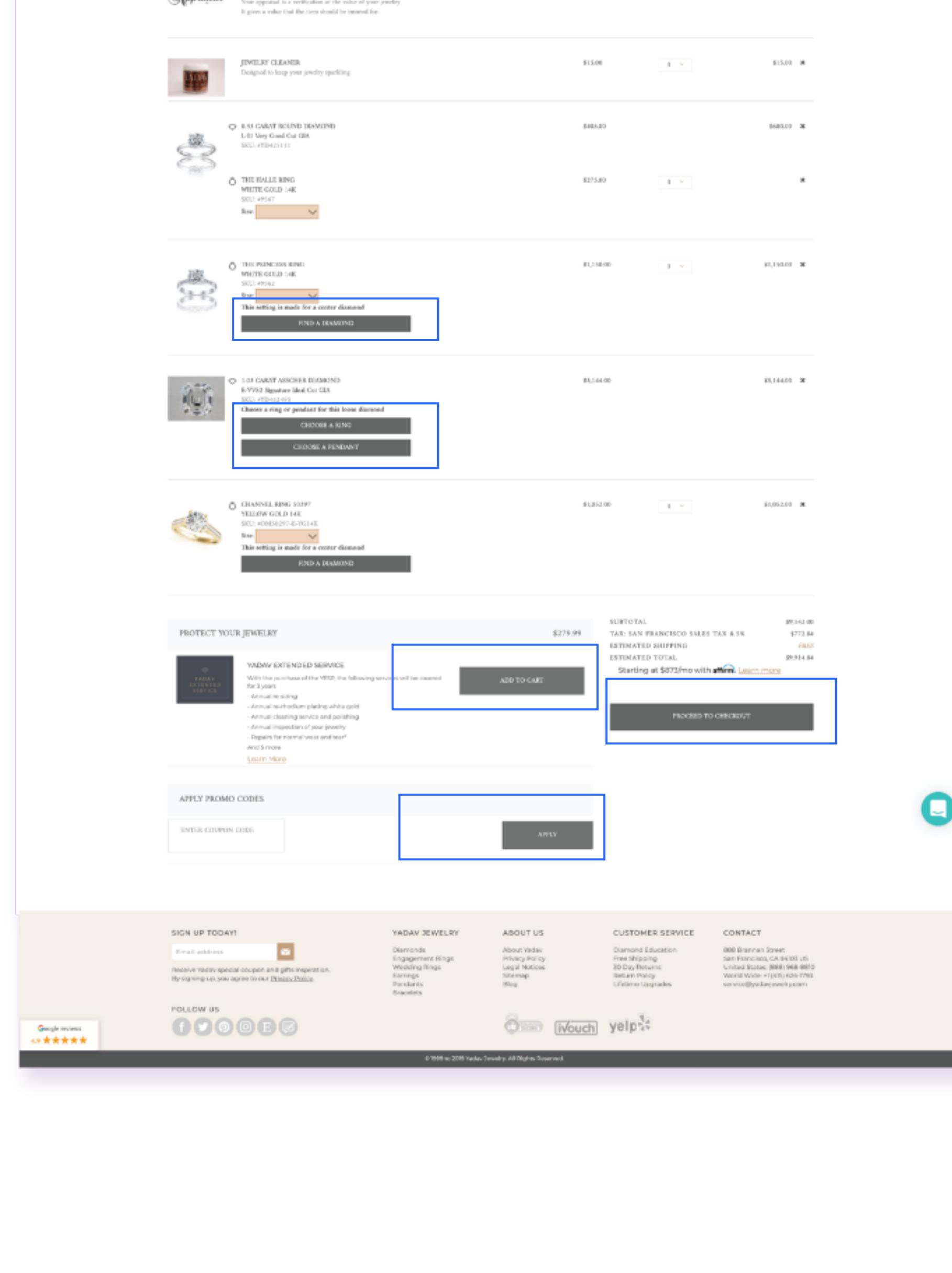
## Adding to Shopping Cart/Check out



### Adding to Shopping Cart/Check out

#### Scenarios

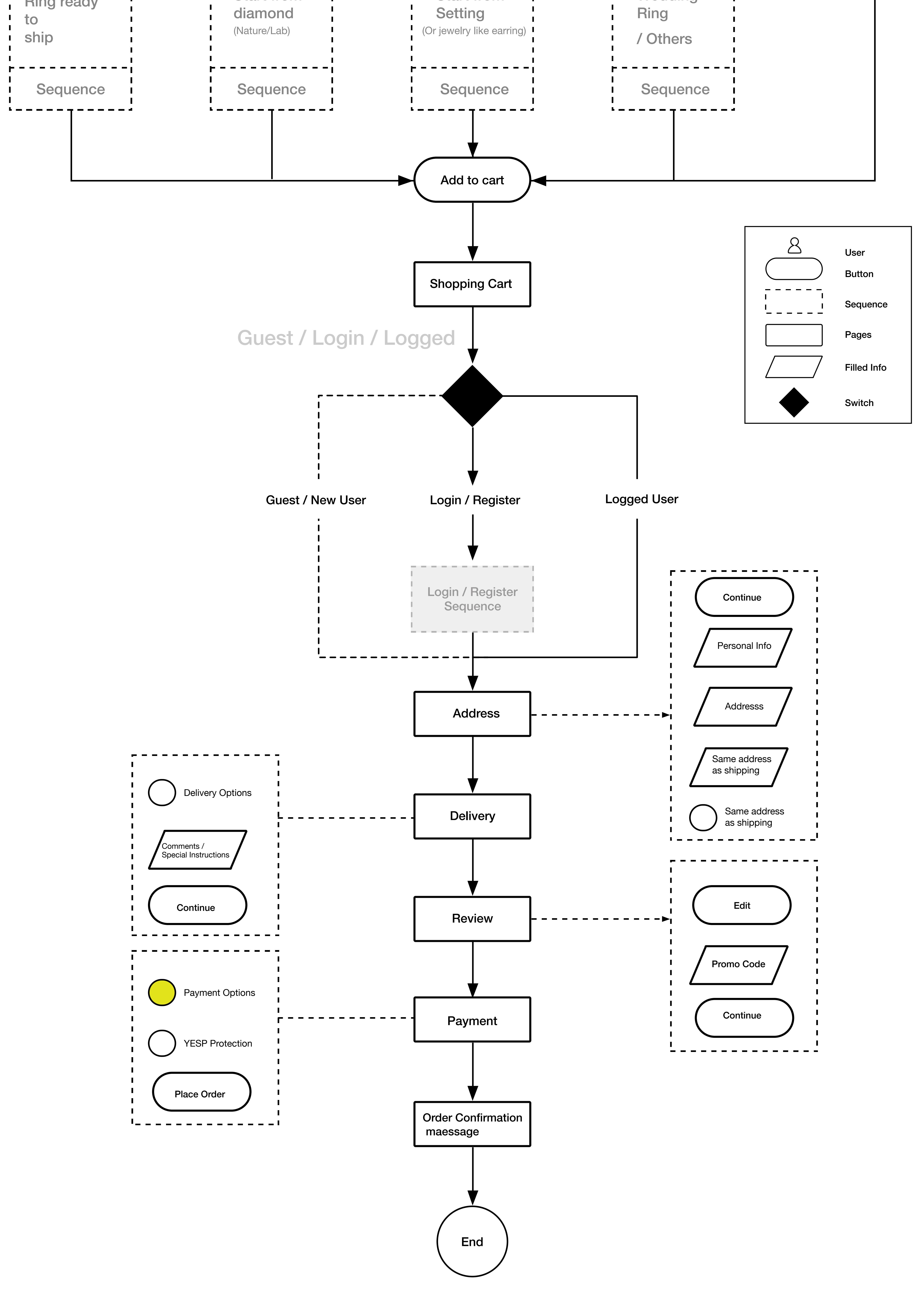
- Scenario 1:**  
Existing user wants to add items to shopping cart and checkout.
- Scenario 2:**  
Existing user wants to checkout without adding items to cart.
- Scenario 3:**  
New user wants to add items to shopping cart and checkout as a guest.
- Scenario 4:**  
New user wants to checkout without adding items to cart as a guest.



Note :

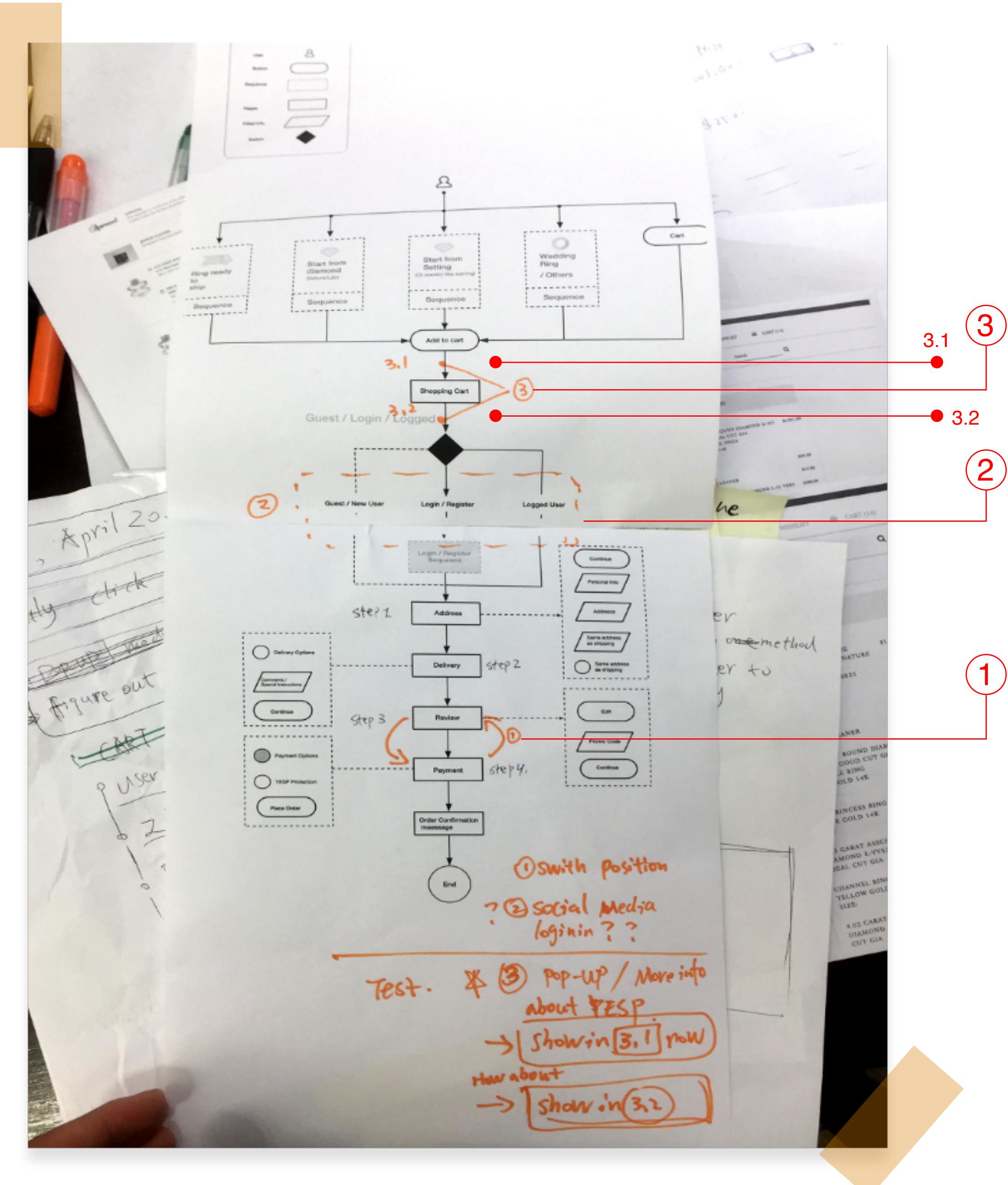
#### In the shopping Cart page

- If users click "Buy this setting without center stone" or "Buy this diamond without setting" without choosing an option (ie: Choose setting, Choose diamond), they will be prompted to do so before proceeding to checkout.
- User are prompted to add "YESP" to the cart before checking the shopping cart.
- After order is placed, user always have the chance to add "YESP" to the cart.
- If users choose setting without choosing an option (ie: size, color), they will be prompted to do so before proceeding to checkout in the shopping cart page.
- After order is placed, guest users are given another chance to register in the order thank you page using the personal information entered in checkout process.



Flow—  
Adding to Shopping Cart / Check out

# Doubts From Flow



## 1. The sequence of check-out

Original version is Address >Delivery>**Review>Payment**

- Reviewing everything clearly can help users to assure the all the info are correct and motivate them to place the order into order.
- Therefore, the review page can put behind the payment page. Show all the information before check-out.

## 2. Social media quick login

Consider have some quick login options, eg: facebook, yelp

## 3. Promote the “YESP” Plan

Compare which part show “YESP” plan which can promote user to add. When I test the original one, I find it is very clear and visible, but I just want to close. So I wonder testing two options may be needed

- 3.1 Original method is showing the pop-up pages which show after you click “add to cart” button, before the shopping cart show out.
- 3.2 Also can show the pop-up page after click the “Process to Check Out” button which in the shopping cart page before go the the check out page




## INSIGHT

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# Shopping Cart

Insight every page related to the flow which will check step by step, start from shopping cart to check the IA, then analyze the page.

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**Shopping Cart**

The screenshot shows a shopping cart page from the YADAV Jewelry website. The cart contains several items, with the first item highlighted by a red box. A red circle labeled '1' points to the quantity input field of the first item. A red circle labeled '4' points to the total value of the first item. A red box highlights the 'CHOOSE A RING' and 'CHOOSE A PENDANT' buttons for the second item. A red circle labeled '5' points to the 'CHOOSE A RING' button. A red box highlights the 'PROTECT YOUR JEWELRY' service information and the 'PROCEED TO CHECKOUT' button at the bottom.

## Analyze Shopping Cart

# Doubts From Shopping Cart-1

## 1. Delete the item

When the users want to delete the item which already adding in the shopping cart. The original version is that just delete the item and refresh automatically.

It should give the users the opportunity to confirm this action. eg: Are you sure to delete this item? (Delete/ Cancel/Add to the cart)

## 2. Order Summary hard to find and go to the next step

User have to check Order Summary part, scroll all the page down to the bottom.

The high emphasis button related to the order summary parts. Therefore it is also hard to find. As a button which connect to check out, it should motivate people to finish the order.

The screenshot shows a shopping cart page with several items listed. A red box highlights the first item, a ring. Red circles numbered 1 through 6 point to specific UI elements: 1 points to the estimated total for the first item; 2 points to the subtotal line; 3 points to the estimated shipping line; 4 points to the estimated total line; 5 points to the 'CHOOSE A RING' and 'CHOOSE A PENDANT' buttons; and 6 points to the 'PROCEED TO CHECKOUT' button.

## Analyze Shopping Cart

# Doubts From Shopping Cart-2

### 3. The Estimated Total

What users care about the info of the diamond. Commonly it includes the quality and Price. So the estimated total should be a little bit more visible than right now

### 4. The visibility of the fonts

We use the type face Amiri mostly. Using the same size Amiri is smaller than the font which we used before. Therefore, the same size as before will be unreadable

Below is what Melissa did for the design system. I will double check this in phase 2

Typefaces

1) Amiri

This typeface commonly uses for header, callout text, or button. Amiri is used to creating elegance and delicate looks to our site. However, it is significantly smaller than the sans serif that we have in the systems. Sometimes you need to bump up the size to balance out with the other one.

2) Montserrat

The sans serif typeface is easier to read compared to the first one. The font is mostly used for body text.

The screenshot shows a shopping cart page with the following items:

- 1**: A ring item with a red box around its details.
- 2**: A subtotal box showing: SUBTOTAL \$1,016.00, TAX SAN FRANCISCO SALES TAX 8.5% \$87.12, ESTIMATED SHIPPING \$4.00, and ESTIMATED TOTAL \$1,107.12.
- 3**: A "PROCEED TO CHECKOUT" button.
- 4**: A red box around the quantity input field for a ring item.
- 5**: A red box around two buttons: "CHOOSE A RING" and "CHOOSE A PENDANT".
- 6**: A red box around the "ADD TO CART" button for a ring item.
- 7**: A red box around the "SAVE FOR LATER" button.

## Analyze Shopping Cart

# Doubts From Shopping Cart-3

## 5. The Hierarchy/emphasis of Button

All the button is the same dark gray and white text. And hard to read it.

Try to figure out which action is more important. It will be more visible stronger contrast.

Avoiding the page have too much high light, attract the user attention. Focus what should motivate the user to pay attention.

## 6. The Sequence of the items showing in the list

The last item user added to the cart should be the first item which show in the shopping list.

## 7. No save for later ?

When user has a lot of items in the cart, they want to check out only few one in the cart, how did they will do? Delete one by one? Don't motivate them check out later? Therefore, have the option save for later in order to motivate user to check more items.

The screenshot shows the YADAV shopping cart page. At the top, there are links for FREE SHIPPING, 30 DAY RETURNS, LIFETIME UPGRADES, and a BLOG. Below that is a header with 'YADAV' and navigation links for ENGAGEMENT RINGS, WEDDING RINGS, DIAMONDS, and DIAMOND JEWELRY. A 'RINGS READY TO SHIP' button and an ABOUT link are also present. The main area is titled 'SHOPPING CART' and lists several items:

- APPRaisal:** Your appraisal is a verification of the value of your jewelry. It gives a value that the item should be insured for.
- 1.25 CARAT ROUND DIAMOND** (3-51 Excellent Clarity, GIA SKU: 1Y05022776) - \$5,583.00
- THE KERSTEN RING** (WHITE GOLD 14K, GIA IGI05422-14WAK) - \$700.00
- 1.50 CARAT ROUND DIAMOND** (3-51 Excellent Clarity, GIA SKU: 1Y05022776) - \$5,583.00
- THE KYLIA RING** (WHITE GOLD 14K, GIA IGI05422-14WAK) - \$500.00
- 0.51 CARAT EMERALD DIAMOND** (G-I-Very Good Clarity, GIA SKU: 1Y050403024) - \$207.00
- THE ELSIE RING** (WHITE GOLD 14K, GIA IGI05422-14WAK) - \$500.00
- THE NENA RING** (WHITE GOLD 14K, GIA IGI05022-14WAK) - \$700.00

Below the cart, there are sections for 'APPLY PROMO CODES' (with fields for 'ENTER COUPON CODE' and 'ADD COUPON CODE') and 'GET YADAV EXTENDED SERVICE FOR YOUR JEWELRY' (with a plan for \$399.99). Red boxes highlight two optional add-ons:

- DO YOU WANT TO ADD OUR JEWELRY CLEANER?** (\$15.00) with an 'ADD TO CART' button.
- DO YOU WANT TO ADD MATCHING EARRINGS AS A WEDDING PRESENT?** (\$2,793.00) with an 'ADD TO CART' button.

The bottom of the page includes links for SIGN UP TODAY!, FOLLOW US (Facebook, Twitter, Instagram, YouTube), and Google reviews (4.5 stars).

## Analyze Shopping Cart

# Doubts From Shopping Cart-4

(Compare old version and Phase 1)

## 8. Do you want add something as wedding present?

Compare the old version, the phase 1 didn't have the promoted option to give the user suggestion to add more item as a wedding present.

I am curious about the reason. Just mark to ask.

## 9. Jewelry Cleaner Option.

Compare the old version the jewelry cleaner option in the phase 1 has already added to the shopping cart.

## 10. Affirm Payment Option

In the old version has Affirm payment in the order summary, but the phase 1 doesn't have this option. I have doubt about this. User see have the payment option by staging, which may encourage the user who didn't want to pay once to continue to check out.

Old version

⑨

⑧

⑩

The screenshot shows a mobile shopping cart interface for YADAV. At the top, there's a header with "GIVE US A CALL 888-968-8810" and a menu icon. Below that is the user name "YADAV" and icons for "LOGIN", a heart, and a shopping bag containing "(14)".

The main area is titled "SHOPPING CART" and contains a table with two items:

ITEM	TOTAL
Appraisal APPRAISAL Your appraisal is a verification of the value of your jewelry. It gives a value that the item should be insured for.	\$50.00 ✖
JEWELRY CLEANER Designed to keep your jewelry sparkling	\$15.00 ✖
SOLITAIRE RING 50025 WHITE GOLD 14K SKU: #OM50025-E-WG14K Size: ▾	\$500.00 ✖

Below the cart table is a section titled "PROTECT YOUR JEWELRY" with a price of \$399.99. This section includes a "YADAV EXTENDED SERVICE" logo and a detailed list of services covered under the plan. It also features an "ADD TO CART" button.

Further down is a section titled "APPLY PROMO CODES" with fields for "ENTER COUPON CODE" and an "APPLY" button.

At the bottom is a summary table:

SUBTOTAL	\$78,965.00
TAX: SAN FRANCISCO SALES TAX 8.5%	\$6,707.80
SHIPPING: PICK UP FROM OUR SHOWROOM	<i>FREE</i>
ESTIMATED TOTAL	\$85,672.80

At the very bottom is a large "PROCEED TO CHECKOUT" button.

Red numbers (1-4) are overlaid on the screen to highlight specific UI elements:

- ① Points to the "SUBTOTAL" row in the summary table.
- ② Points to the "YADAV EXTENDED SERVICE" section.
- ③ Points to the "ENTER COUPON CODE" field.
- ④ Points to the delete buttons for the three items in the cart table.

## Analyze Shopping Cart

# Doubts From Shopping Cart-mobile

## 1. Order Summary place on the bottom is too deep

The order summary can be putted on the top/bottom of the screen in the mobile version as it include the high emphasis button and the estimated total price.  
Motivated customer to check out.( Sticky button suggested)

## 2. “YESP” Plan should be promoted

Put the “YESP” plan on the top can motivate people to consider to buy this plan.  
[ Another thing is when delete the item, the page will refresh, and the “YESP” will pop-up again. If we have too many items to delete that will be such pain to see the “YESP” again and again ]—Consider and test  
Also think about the pop-up “YESP” promotion sheet

## 3. Think about the extra options’ position

## 4. Think about the delete button

Now it is ok and can be press, but it close to unpressed.

# Doubts Check Out-Shopping Cart

## 1. Origin Version & Phase 1

Compare the different between the original and Phase 1, that can help developer and designer don't leave the information when updating them

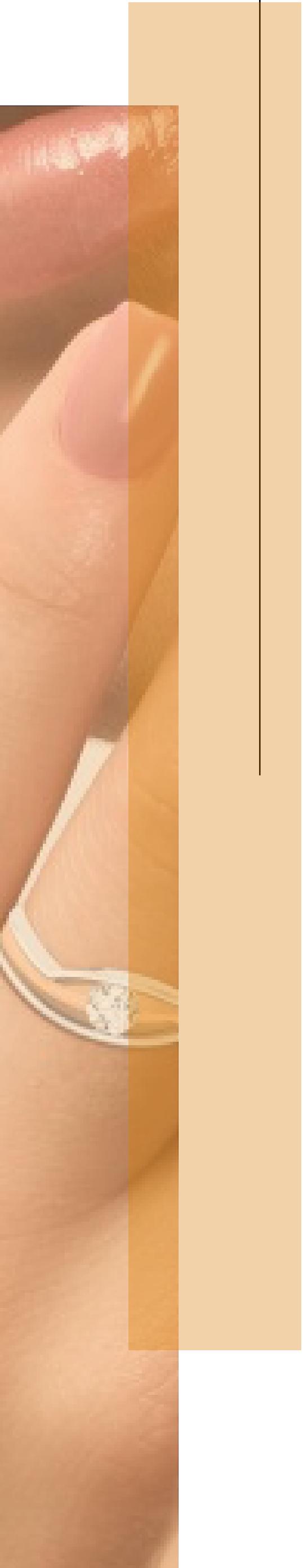
Version Element	Original Version	Phase 1
<b>Layout</b>	In Phase 1: the order summary change the position. Under the item list.	
<b>Style</b>	Same	Same
<b>Color</b>	Green	Gold
<b>Font</b>	Montserrat	Amiri
<b>Functions</b>	(8) (9) (10) Mention the doubts which in the 6/7/8 steps.  In Phase 1: "YESP" Plan has been more clear and pop-up before showing shopping cart page	
<b>Note / Other</b>		

→ Doubts:

1. The font system should be settle down, and double check the changing of the font which already apply for the whole website.

2. Analyze the updated font fit our website or not!!!! (Warning)

3. Don't only limit and restrict all the thing based on the older version, think about some good reference, or good part the competitor did.



## INSIGHT

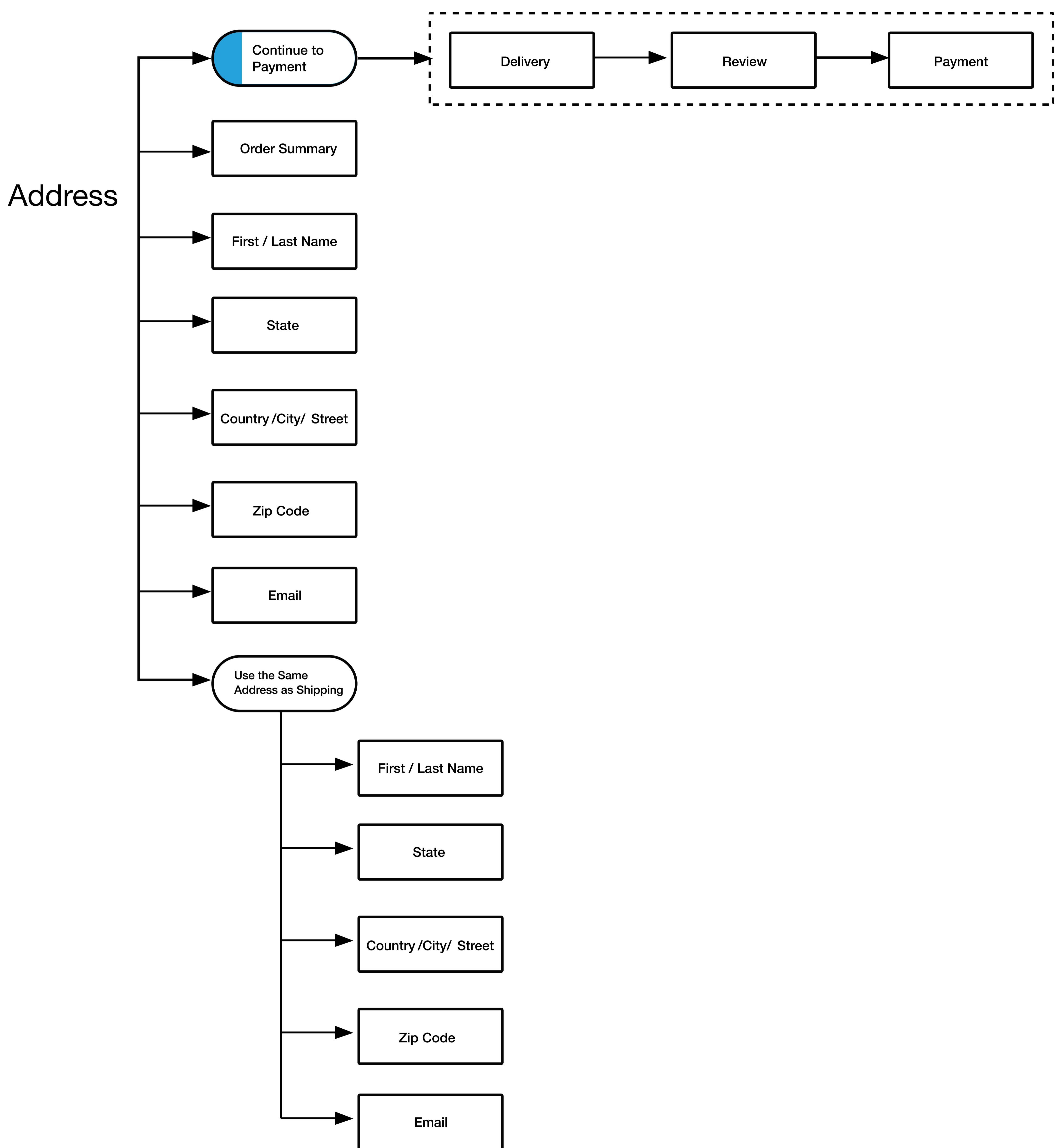
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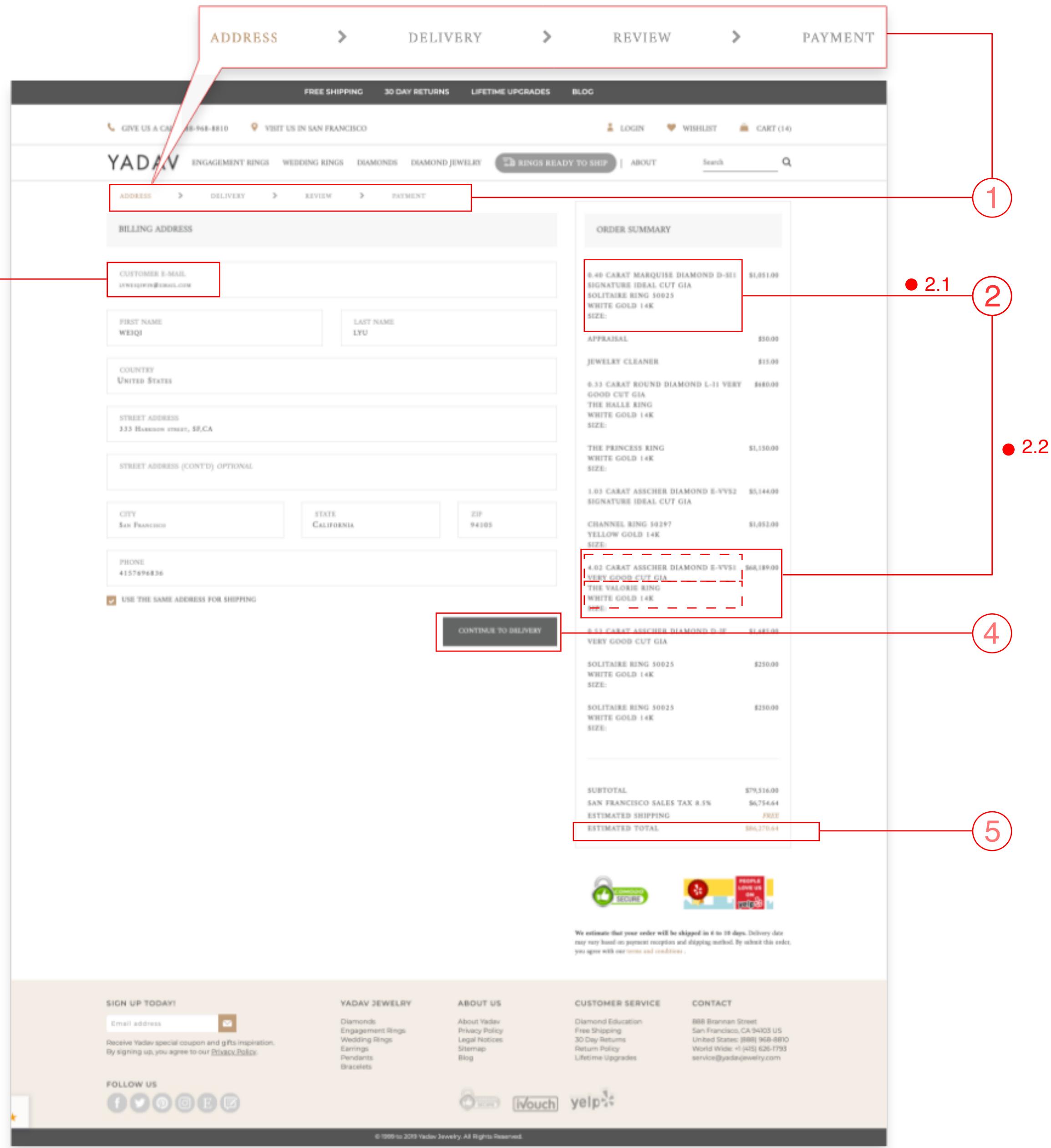
# Check Out - 01.Address

Insight the check out process step by step. The first step in phase 1 is address. Analyzing the IA in this page and think about this process for user to check out.

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# Address





## Analyze Check out - 01 .Address

# Doubts Check Out-Address-01

## 1. The Status of Check Out

The sequence of each step.

Unclear Status post.

Check the the explain in the next step.

## 2. Long Name In the Order Summary

2.1 The long name is hard to read and recognize.

The name of the item includes many information. Same font, size, same weight and color. Think about what the user want to check from this part and what is the function of the order summary, as this info below In the order summary part.

2.2 When combine the setting and the diamond, the two names place in the same crowded part

Hard to recognize the info for setting and the info for diamond.

- ◇ How about use small icon in the summary order or the thumbnail
- pic to divide the different items

○

Customer E-Mail can't be blank

ADDRESS > DELIVERY > REVIEW > PAYMENT

BILLING ADDRESS

CUSTOMER E-MAIL:

FIRST NAME: WEIQI LAST NAME:

COUNTRY: UNITED STATES

STREET ADDRESS: 133 HARRISON STREET, SF, CA

STREET ADDRESS (CONT'D) OPTIONAL:

CITY: SAN FRANCISCO STATE: CALIFORNIA ZIP: 94105

PHONE: 415796436

USE THE SAME ADDRESS FOR SHIPPING

**CONTINUE TO DELIVERY**

**ORDER SUMMARY**

- APPRaisal \$50.00
- JEWELRY CLEANER \$15.00
- SOLITAIRE RING 30025 WHITE GOLD 14K Qty 2 SIZE:  
8.33 CARAT ROUND DIAMOND L-II VERY GOOD CUT GIA THE HALLE KING WHITE GOLD 14K SIZE: \$880.00
- THE PRINCESS RING WHITE GOLD 14K SIZE: \$1,110.00
- 1.01 CARAT ASSCHER DIAMOND E-VVS2 SIGNATURE IDEAL CUT GIA \$1,144.00
- CHANNEL RING 40297 YELLOW GOLD 14K SIZE: \$1,032.00
- 4.02 CARAT ASSCHER DIAMOND E-VVS1 VERY GOOD CUT GIA THE HALLE KING WHITE GOLD 14K SIZE: \$60,189.00
- 8.33 CARAT ASSCHER DIAMOND D-IF VERY GOOD CUT GIA \$1,485.00
- SOLITAIRE RING 30025 WHITE GOLD 14K SIZE: \$250.00
- SOLITAIRE RING 30025 WHITE GOLD 14K SIZE: \$250.00
- SUBTOTAL** \$78,965.00  
SAN FRANCISCO SALES TAX 8.1% \$6,707.89  
ESTIMATED SHIPPING FREE  
**ESTIMATED TOTAL** \$85,672.89

We estimate that your order will be shipped in 6 to 10 days. Delivery date may vary based on payment reception and shipping method. By placing this order, you agree with our [terms and conditions](#).

**SIGN UP TODAY!**  
Email address   
Receive YADAV special coupon and gifts inspiration.  
By signing up, you agree to our [Privacy Policy](#).

**YADAV JEWELRY**  
Diamonds Engagement Rings Wedding Rings Earrings Pendants Bracelets

**ABOUT US**  
About YADAV Privacy Policy Legal Notices Sitemap Blog

**CUSTOMER SERVICE**  
Diamond Education Free Shipping 30 Day Returns Return Policy Lifetime Upgrades

**CONTACT**  
888 Brannan Street San Francisco, CA 94103 US United States: +1 (888) 968-8810 World Wide: +1 (415) 626-1793 service@yadavjewelry.com

**FOLLOW US**

**REVIEW** **PAYMENT**

## Analyze Check out - 01 .Address

# Doubts Check Out-Address-02

### 3. The text fields need more consideration

Type into the form Clearly? Need interaction? The content is readable?

Think about the questions for scenario below:

1.Before typing into the form, user can clear know what kind of information they will put into.

—The label is not distinct visible.

—Think about the font include size, color, weight

2.When typing in, user can type in and edit easily, they also can exactly know which part they are typing in.

—The filled content can't be see clearly.

—Think about the font include size, color, weight

3.After typing in, user can clear see what they have already type in.

—The filled content can't be see clearly.

—Think about the font include size, color, weight

4.When get errors, user can clear know what is the error and how to fix

—The alert notification on the top which only noticed when didn't fill email, and there is no red outline to indicate the position.

—Consider whether need the alert on the top which will alert user to pay attention to the following errors below.

5.Text field states should be clearly differentiated from one another.

Customer E-Mail can't be blank

ADDRESS > DELIVERY > REVIEW > PAYMENT

BILLING ADDRESS

CUSTOMER E-MAIL  
YADAV@YADAV.COM

FIRST NAME  
WEIQI

LAST NAME

COUNTRY  
UNITED STATES

STREET ADDRESS  
133 HARRISON STREET, SF, CA

STREET ADDRESS (CONTD) OPTIONAL

CITY  
SAN FRANCISCO

STATE  
CALIFORNIA

ZIP  
94105

PHONE  
415796136

USE THE SAME ADDRESS FOR SHIPPING

CONTINUE TO DELIVERY

**ORDER SUMMARY**

ITEM	DESCRIPTION	PRICE
APPRaisal	\$50.00	● 2.1
JEWELRY CLEANER	\$15.00	
SOLITAIRE RING 30025	\$300.00	
WHITE GOLD 14K		
Qty 2		
SIZE:		
8.33 CARAT ROUND DIAMOND L-II VERY GOOD CUT GIA	\$880.00	
THE HALLIE KING		
WHITE GOLD 14K		
SIZE:		
THE PRINCESS RING	\$1,110.00	
WHITE GOLD 14K		
SIZE:		
1.01 CARAT ASSCHER DIAMOND E-VVS2	\$1,144.00	
SIGNATURE IDEAL CUT GIA		
CHANNEL RING 50297	\$1,032.00	
YELLOW GOLD 14K		
SIZE:		
4.02 CARAT ASSCHER DIAMOND E-VVS1	\$6,018.00	
VERY GOOD CUT GIA		
WHITE GOLD 14K		
SIZE:		
8.33 CARAT ASSCHER DIAMOND D-IF	\$1,485.00	
VERY GOOD CUT GIA		
SOLITAIRE RING 30025	\$250.00	
WHITE GOLD 14K		
SIZE:		
SOLITAIRE RING 30025	\$250.00	
WHITE GOLD 14K		
SIZE:		
<b>SUBTOTAL</b>	<b>\$78,965.00</b>	
SAN FRANCISCO SALES TAX 8.1%	\$6,707.00	
ESTIMATED SHIPPING	FREE	
<b>ESTIMATED TOTAL</b>	<b>\$85,672.00</b>	● 2.2

SECURE PAYMENT

PEOPLE LOVE US

We estimate that your order will be shipped in 6 to 10 days. Delivery date may vary based on payment reception and shipping method. By submitting this order, you agree with our [terms and conditions](#).

SIGN UP TODAY!

YADAV JEWELRY

ABOUT US

CUSTOMER SERVICE

CONTACT

FOLLOW US

## Analyze Check out - 01 .Address

# Doubts Check Out-Address-03

## 4. The position of the continue button

Now putting the button below all the info on the right side. The font is not so clear inside the button and think about whether needs more button which in the order summary. Another question is the button keep consistent which align to the right side.

## 5. The Estimated Total

What users care about the info of the diamond. Commonly it includes the quality and Price.  
So the estimated total should be a little bit more visible than right now

FREE SHIPPING 30 DAY RETURNS LIFETIME UPDATES

GIVE US A CALL 888-968-8810

**YADAV**

[LOGIN](#) (14)

The order has already been updated.

ADDRESS > DELIVERY > REVIEW > PAYMENT

BILLING ADDRESS

CUSTOMER E-MAIL

FIRST NAME  
WEIQI

LAST NAME  
LYU

COUNTRY  
UNITED STATES

STREET ADDRESS  
333 HARRISON STREET, SF, CA

STREET ADDRESS (CONT'D) OPTIONAL

CITY  
SAN FRANCISCO

STATE  
CALIFORNIA

ZIP  
94105

PHONE  
4157696836

USE THE SAME ADDRESS FOR SHIPPING

**CONTINUE TO DELIVERY**

**ORDER SUMMARY**

APPRaisal	\$50.00
JEWELRY CLEANER	\$15.00
SUBTOTAL	\$78,965.00
SAN FRANCISCO SALES TAX 8.5%	\$6,707.80
ESTIMATED SHIPPING	FREE
ESTIMATED TOTAL	\$85,672.80

We estimate that your order will be shipped in 6 to 10 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our [terms and conditions](#).

Analyze  
Check out - 01 .Address

# Doubts Check Out-Address-Mobile

## 1. The Continue Button

Consider the position about this button, easy to find and go to the next step.  
Consider show the button can be sticky on the screen, alway can be seen.  
Think about the consistence about this button's position. eg: align center, keep align center, not right or left.

## 2. The position of the order summary

Behind the continue button? Thinking abut the sequence, After finish the form, user also want to know the order summary then continue, scroll down and up then check out is complex.

# Doubts

## Check Out-Address-Compare

### 1. Origin Version & Phase 1

Compare the different between the original and Phase 1, that can help developer and designer don't leave the information when updating them

Version Element	Original Version	Phase 1
<b>Layout</b>	Same	Same
<b>Style</b>	Same	Same
<b>Color</b>	Green	Gold
<b>Font</b>	Montserrat	Amiri
<b>Functions</b>	Same	Same
<b>Note / Other</b>	It should have a better clarity for the information, the font is big issue. Be careful about the font system in the whole website.	

### → Doubts:

1. The font system should be settle down, and double check the changing of the font which already apply for the whole website.

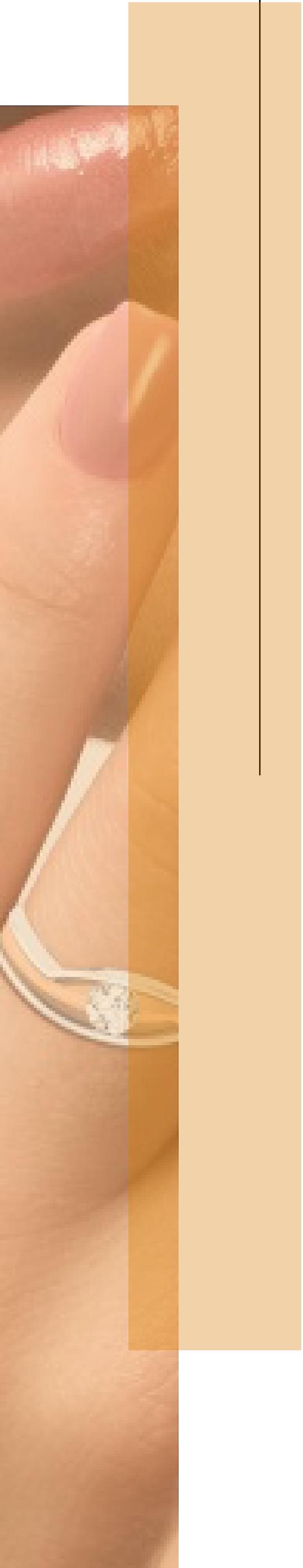
2. Analyze the updated font fit our website or not!!!! ([Warning](#))

3. Don't only limit and restrict all the thing based on the older version, think about some good reference, or good part the competitor did.

The screenshot shows the YADAV Jewelry checkout process at the 'ADDRESS' step. It features a 'BILLING ADDRESS' section with fields for CUSTOMER E-MAIL, FIRST NAME (WEIQI), LAST NAME (LYU), COUNTRY (UNITED STATES), STREET ADDRESS (333 HARRISON STREET, SF, CA), STREET ADDRESS (CONT'D): OPTIONAL, CITY (SAN FRANCISCO), STATE (CALIFORNIA), ZIP (94105), and PHONE (4157696836). A checkbox labeled 'USE THE SAME ADDRESS FOR SHIPPING' is checked. Below the address fields is a 'CONTINUE TO DELIVERY' button. To the right is an 'ORDER SUMMARY' table listing various jewelry items with their descriptions, prices, and sizes. At the bottom, there are social media icons for Google reviews, Facebook, Twitter, Instagram, and Yelp, along with a note about delivery times.

The screenshot shows the same checkout process but with updated styling. The 'ADDRESS' section has a different layout with larger, bolder fonts for the labels. The 'BILLING ADDRESS' fields are identical to the original. The 'ORDER SUMMARY' table is also identical. The bottom section includes social media icons for Google reviews, Facebook, Twitter, Instagram, and Yelp, and a note about delivery times.

This screenshot shows the final iteration of the checkout page. The 'ADDRESS' section has been completely redesigned with a clean, modern look. The 'BILLING ADDRESS' fields are now part of a larger, integrated form. The 'ORDER SUMMARY' table and social media icons are present, along with a note about delivery times.



## INSIGHT

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# Check Out - 02. Delivery

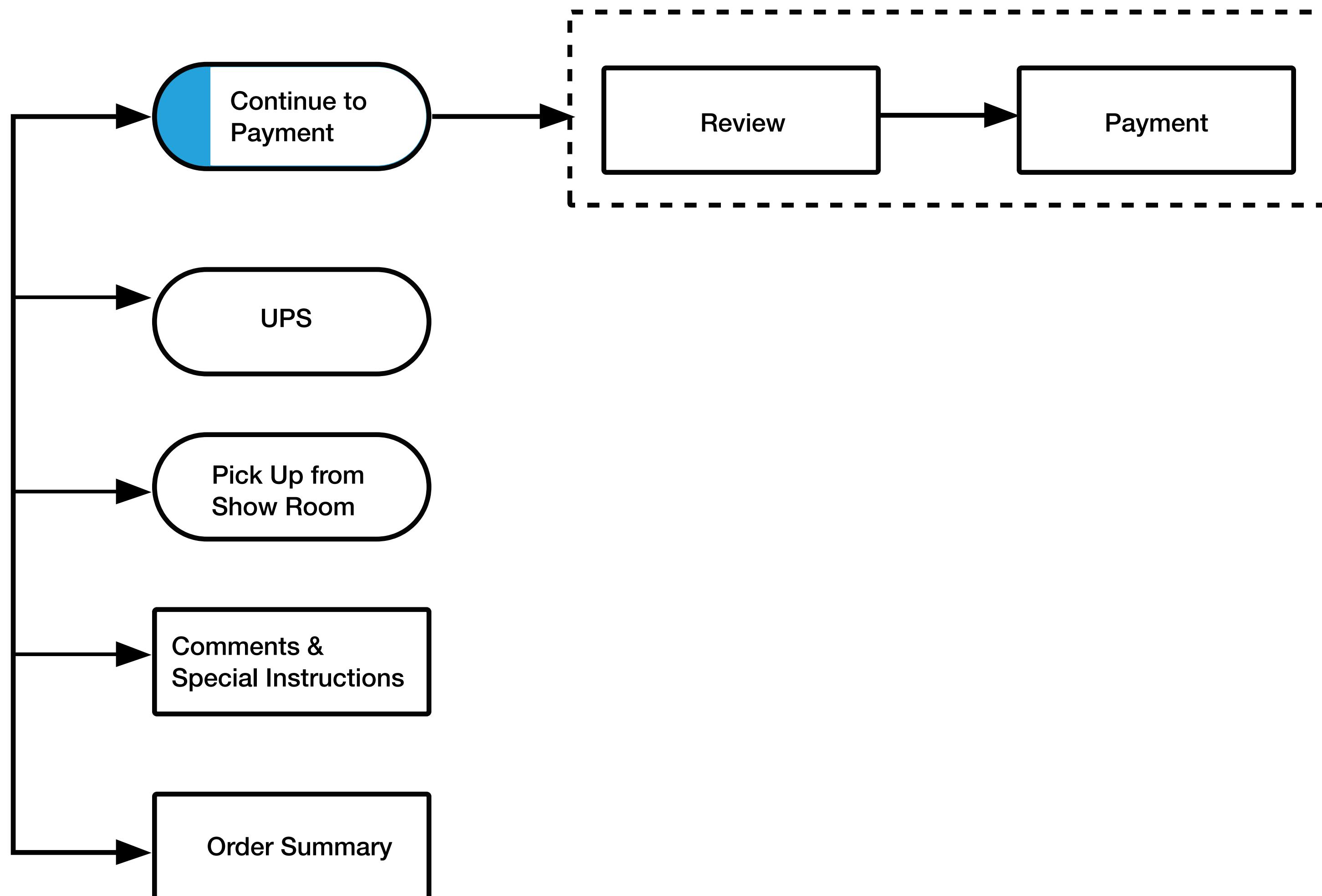
Insight the check out process step by step. The second step in phase 1 is address. Analyzing the IA in this page and think about this process for user to check out.

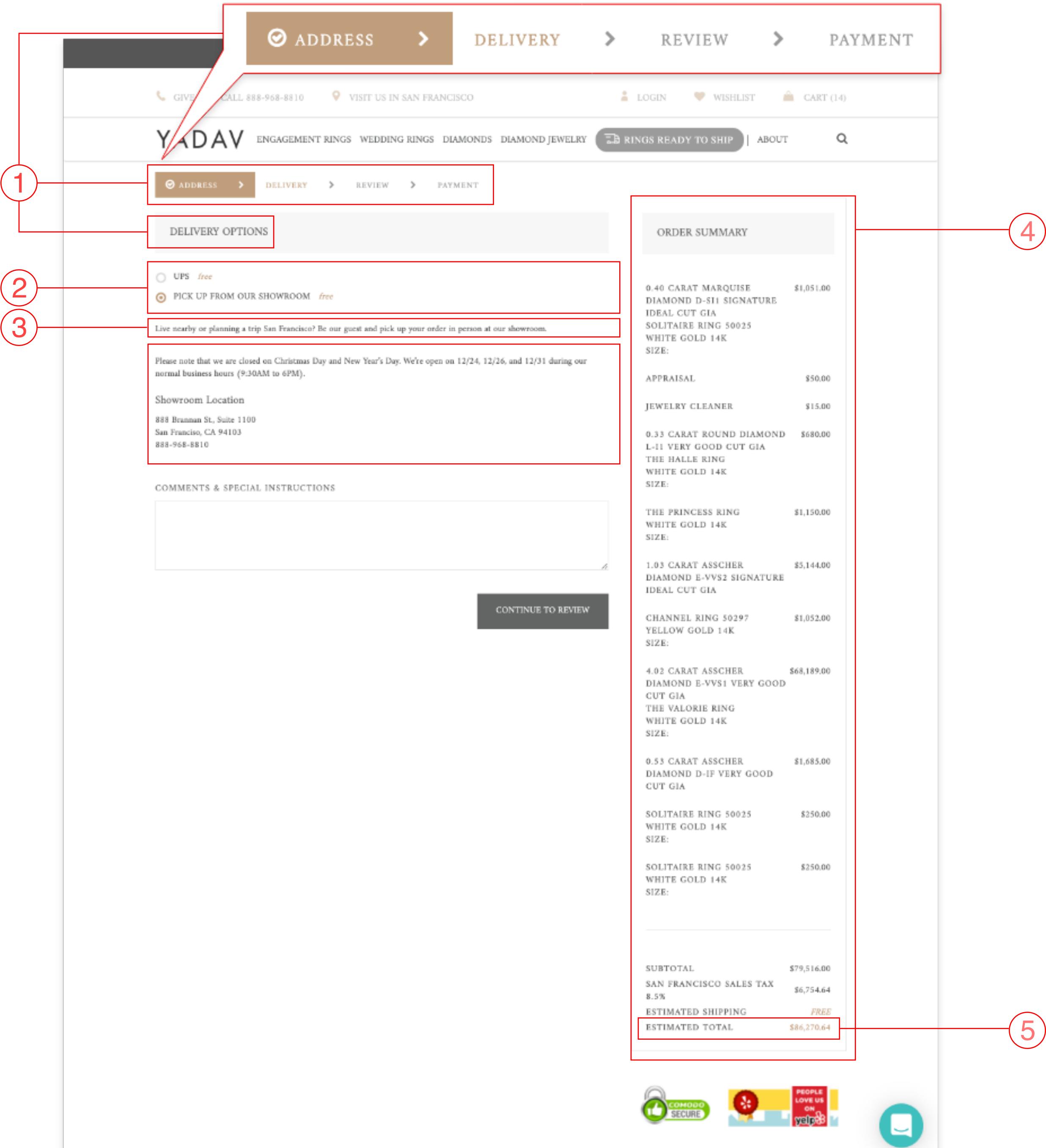
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## Information Architecture

# Delivery

Delivery





## Analyze Check out - 02.Delivery

# Doubts Check Out-Delivery-01

## 1. The Status of Check Out

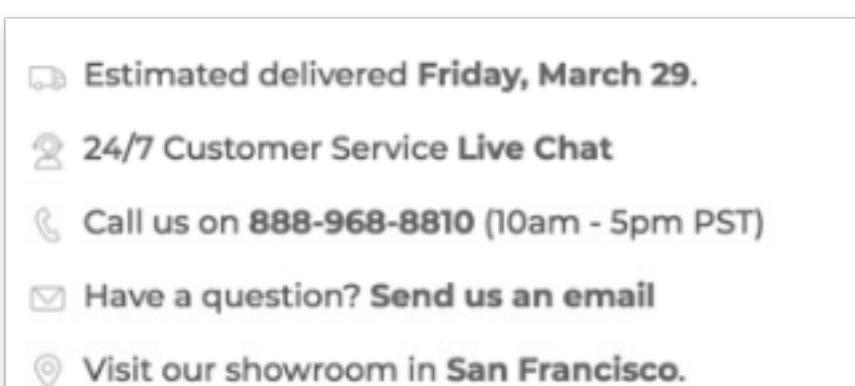
Delivery option should be related to the status bar delivery. Right now the address option bar is too strong contrast. That confuse the user to relate each of them.

## 2. The Delivery Options are not clear

Most time it has the explanation for the delivery option. And it is obvious in order to help the customer to easy to choose the option which they need.

## 3. The notice is too low emphasis and lose the relation with each sentence

Motivate user to pick up in the showroom, but the sentence is divided by the notice. That will be wired for user to read the information. Think about below screen shot which in the product page.



1

2

3

4

5

**YADAV**

GIVE US A CALL 888-968-8810 VISIT US IN SAN FRANCISCO

LOGIN WISHLIST CART (14)

ENGAGEMENT RINGS WEDDING RINGS DIAMONDS DIAMOND JEWELRY RINGS READY TO SHIP ABOUT

ADDRESS > DELIVERY > REVIEW > PAYMENT

DELIVERY OPTIONS

UPS free  
PICK UP FROM OUR SHOWROOM free

Live nearby or planning a trip San Francisco? Be our guest and pick up your order in person at our showrooms.

Please note that we are closed on Christmas Day and New Year's Day. We're open on 12/24, 12/26, and 12/31 during our normal business hours (9:30AM to 6PM).

Showroom Location

888 Brannan St, Suite 1100  
San Francisco, CA 94103  
888-968-8810

COMMENTS & SPECIAL INSTRUCTIONS

CONTINUE TO REVIEW

**ORDER SUMMARY**

0.40 CARAT MARQUISE DIAMOND D-SI1 SIGNATURE IDEAL CUT GIA	\$1,051.00
SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	
APPRaisal	\$50.00
JEWELRY CLEANER	\$15.00
0.33 CARAT ROUND DIAMOND L-11 VERY GOOD CUT GIA THE HALLE RING WHITE GOLD 14K SIZE:	\$680.00
THE PRINCESS RING WHITE GOLD 14K SIZE:	\$1,150.00
1.03 CARAT ASSCHER DIAMOND E-VVS2 SIGNATURE IDEAL CUT GIA	\$5,144.00
CHANNEL RING 50297 YELLOW GOLD 14K SIZE:	\$1,052.00
4.02 CARAT ASSCHER DIAMOND E-VVS1 VERY GOOD CUT GIA THE VALORIE RING WHITE GOLD 14K SIZE:	\$68,189.00
0.53 CARAT ASSCHER DIAMOND D-IF VERY GOOD CUT GIA	\$1,685.00
SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	\$250.00
SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	\$250.00
<b>SUBTOTAL</b>	\$79,516.00
SAN FRANCISCO SALES TAX 8.5%	\$6,754.64
ESTIMATED SHIPPING FREE	
<b>ESTIMATED TOTAL</b>	\$86,270.64

We estimate that your order will be shipped in 6 to 10 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our [terms and conditions](#).

COMODO SECURE PEOPLE LOVE US ON yelp

We estimate that your order will be shipped in 6 to 10 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our [terms and conditions](#).

Analyze  
Check out - 02.Delivery

# Doubts Check Out-Delivery-02

## 4. The Issue for Order Summary

This part has described in last step. Check it in the first step of check out

## 5. Shipping Notice is Unclear

The shipping notice is on the corner which is so deep, user is hard to see that. If it is important or help user to notice something about the shipping, it should be consider to put in the shipping option area.

## 6. The Font Issues

The font has been a big issues across all the pages. The system is not clear. Therefore the hierarchy is chaos. Losing the visual lead.

5

We estimate that your order will be shipped in 6 to 10 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our [terms and conditions](#).

# Doubts

## Check Out-Delivery-Compare

### 1. Origin Version & Phase 1

Compare the different between the original and Phase 1, that can help developer and designer don't leave the information when updating them

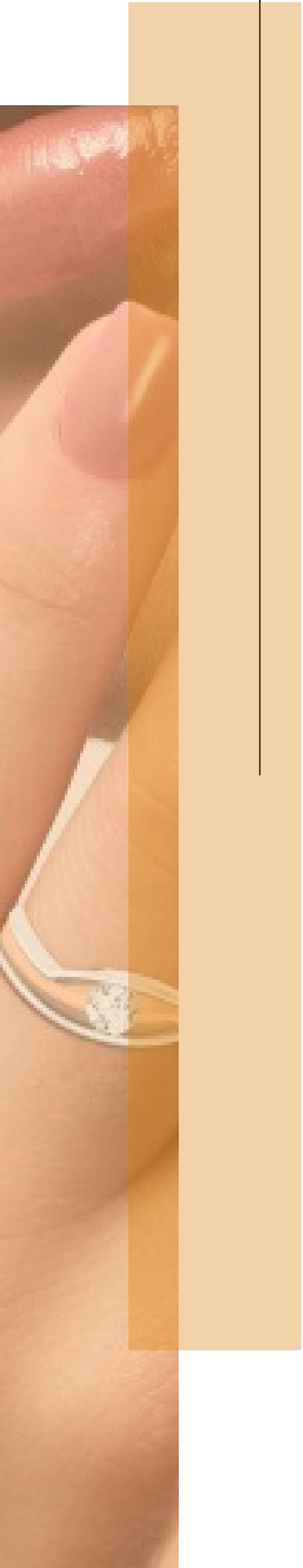
Version Element	Original Version	Phase 1
<b>Layout</b>	Same	Same
<b>Style</b>	Same	Same
<b>Color</b>	Green	Gold
<b>Font</b>	Montserrat	Amiri
<b>Functions</b>	Same	Same
<b>Note / Other</b>	It should have a better clarity for the information, the font is big issue. Be careful about the font system in the whole website.	

### → Doubts:

1. The font system should be settle down, and double check the changing of the font which already apply for the whole website.
2. Analyze the updated font fit our website or not!!!! ([Warning](#))
3. Don't only limit and restrict all the thing based on the older version, think about some good reference, or good part the competitor did.
4. Question mark for unshippable items: For the diamond, it can't be shipped? If diamond only can't be shipped through online, It should have some introduction.

Question Mark!!!

For the diamond, it can't be shipped? If diamond only can't be shipped through online, It should have some introduction.



## INSIGHT

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# Check Out - 03. Review

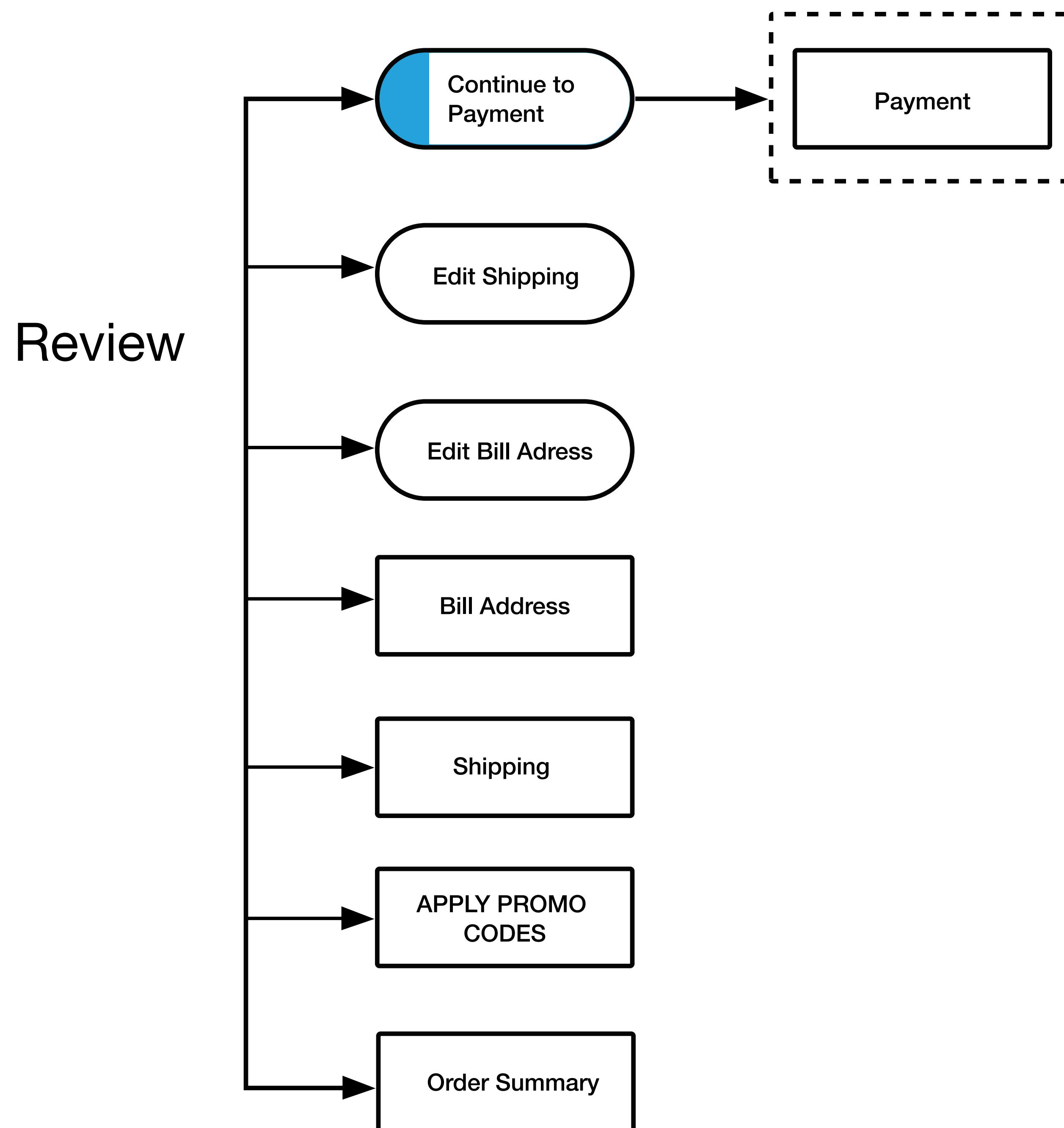
Insight the check out process step by step. The third step in phase 1 is review. Analyzing the IA in this page and think about this process for user to check out.

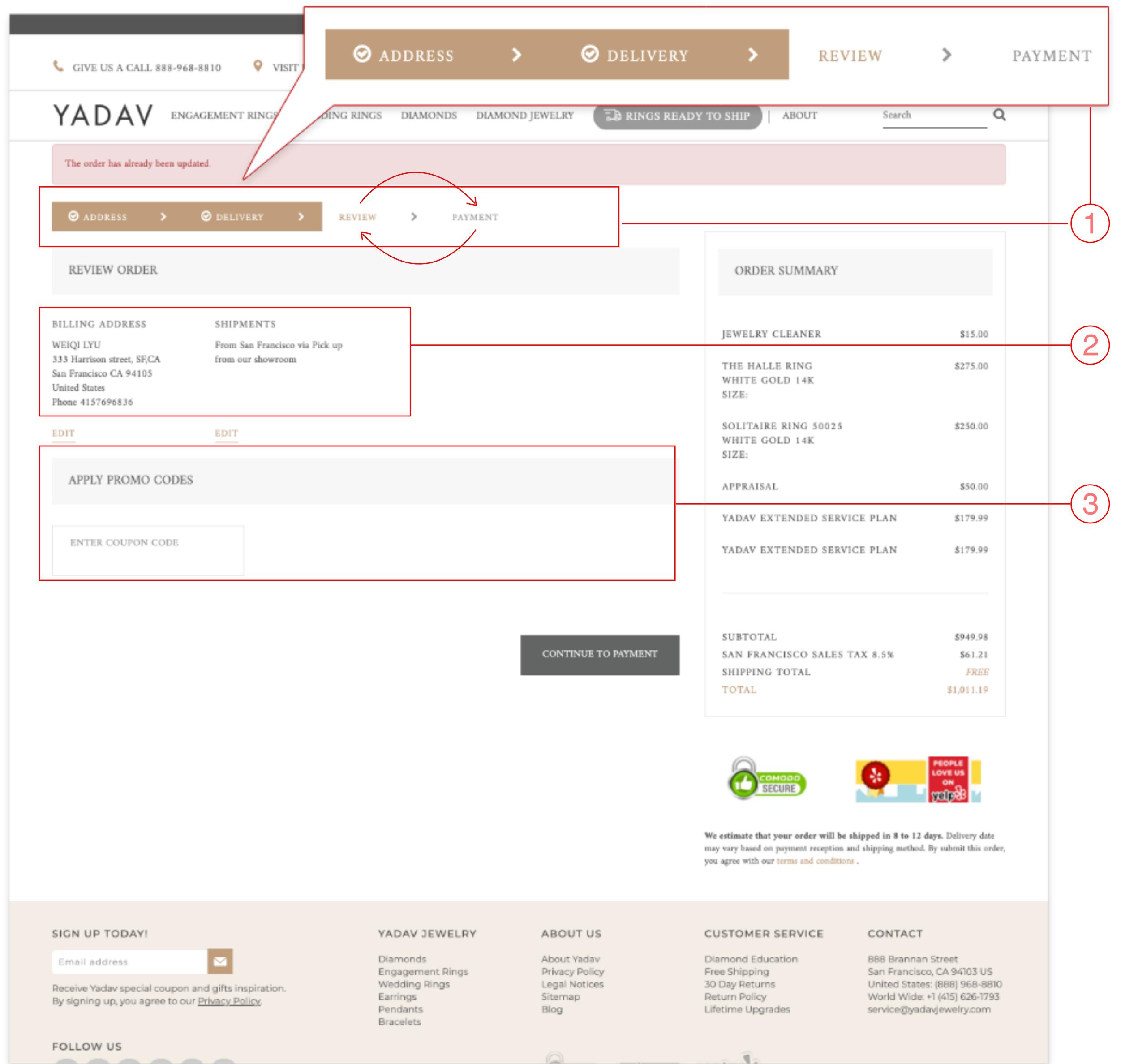
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## Information Architecture

# Review





## Analyze Check out - 03. Review

# Doubts Check Out-Review-01

## 1. The Status of Check Out

The sequence of the status is not based on the real logic, the individual review part only show the billing address and shipment, not show all the info about the order. Another thing is that the payment is the last step. Mostly review should be the last step.

## 2. The Layout

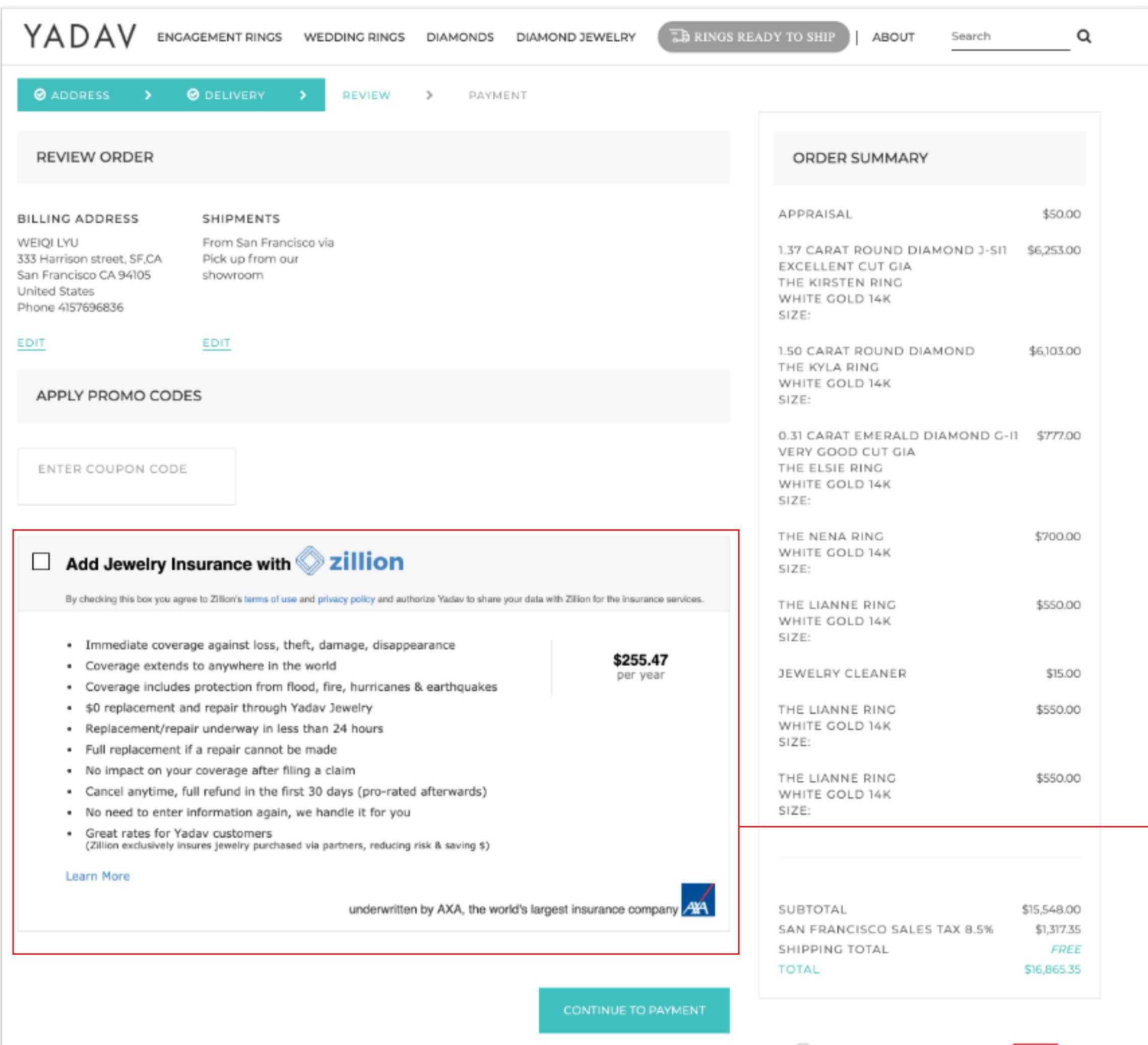
The billing address is lay vertically. Using the column to arrange the review part, it is too small and busy to read.

## 3. Consider the Position of the Promo Codes

Think about the position about the promo code. In the order summary? Or still here?

## Analyze Check out - 03. Review

# Doubts Check Out-Review-02



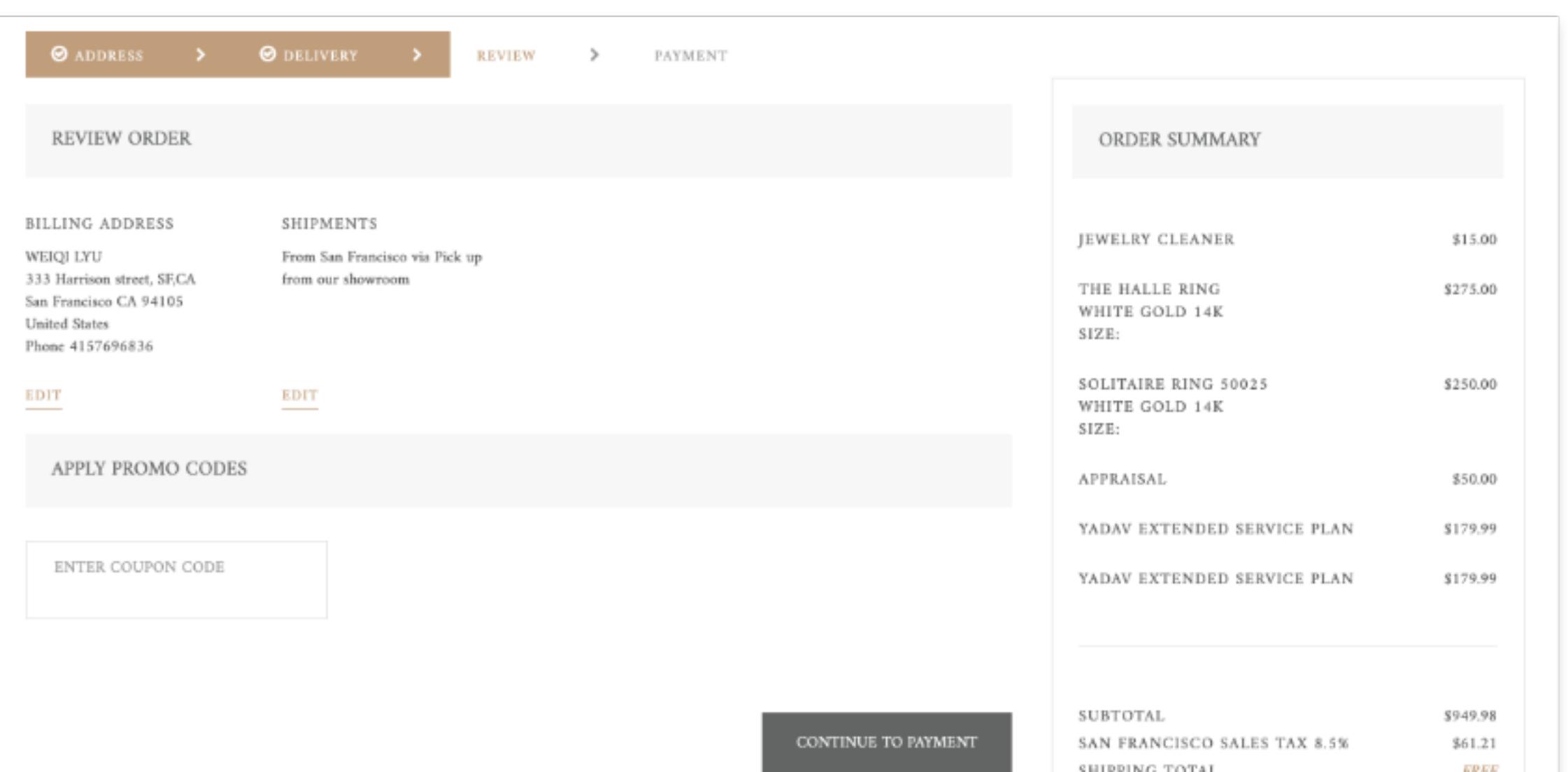
The screenshot shows the 'REVIEW ORDER' step of the checkout process. A red box highlights the 'Add Jewelry Insurance with zillion' section. This section includes a checkbox, terms of service, a list of coverage details, and a price of \$255.47 per year. Below this is a summary table with items like 'THE NENA RING' and 'THE LIANNE RING'. At the bottom, there are fields for 'SUBTOTAL', 'SAN FRANCISCO SALES TAX 8.5%', 'SHIPPING TOTAL', and a 'TOTAL' of \$16,865.35.

## 4. Lose the insurance

The older version has the insurance part, but phase one didn't have it.

## 5. Fonts Issues

Compare the clarity between all the older one and phase 1. The content is less clear than older one. Another thing is the serif make the body content feel old style



This screenshot shows the same review process as the first one, but without the 'Add Jewelry Insurance with zillion' section. A red circle labeled '4' points to the area where the insurance section would be located. The rest of the page, including the order summary and payment buttons, appears identical to the first screenshot.

## Analyze

Check out - 03. Review

# Doubts

## Check Out-Review-Compare

### 1. Origin Version & Phase 1

Compare the different between the original and Phase 1, that can help developer and designer don't leave the information when updating them

Version Element	Original Version	Phase 1
<b>Layout</b>	Same	Same
<b>Style</b>	Same	Same
<b>Color</b>	Green	Gold
<b>Font</b>	Montserrat	Amiri
<b>Functions</b>	Phase 1: Lose the Zillion Insurance function.	
<b>Note / Other</b>	It should have a better clarity for the information, the font is big issue. Be careful about the font system in the whole website.	

→ Doubts:

1. The font system should be settle down, and double check the changing of the font which already apply for the whole website.
2. Analyze the updated font fit our website or not!!!! ([Warning](#))
3. Don't only limit and restrict all the thing based on the older version, think about some good reference, or good part the competitor did.
4. Figure out what is user' need and what they want to review before they check out.

The order has already been updated.

**REVIEW ORDER**

**BILLING ADDRESS** WEIQI LYU  
333 Harrison street, SF,CA  
San Francisco CA 94105  
United States  
Phone 4157696836

**SHIPMENTS** From San Francisco via Pick up from our showroom

**APPLY PROMO CODES**

**CONTINUE TO PAYMENT**

**COMODO SECURE** PEOPLE LOVE US ON YELP

We estimate that your order will be shipped in 8 to 12 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our terms and conditions.

**SIGN UP TODAY!**

**YADAV JEWELRY**

**ABOUT US**

**CUSTOMER SERVICE**

**CONTACT**

**REVIEW ORDER**

**BILLING ADDRESS** WEIQI LYU  
333 Harrison street, SF,CA  
San Francisco CA 94105  
United States  
Phone 4157696836

**SHIPMENTS** From San Francisco via Pick up from our showroom

**EDIT** **EDIT**

**APPLY PROMO CODES**

**ENTER COUPON CODE**

**CONTINUE TO PAYMENT**

**COMODO SECURE** PEOPLE LOVE US ON YELP

**□ Add Jewelry Insurance with zillion**

By checking this box you agree to Zillion's [terms of use](#) and [privacy policy](#) and authorize Yadav to share your data with Zillion for the insurance services.

- Immediate coverage against loss, theft, damage, disappearance
- Coverage extends to anywhere in the world
- Coverage includes protection from flood, fire, hurricanes & earthquakes
- \$0 replacement and repair through Yadav Jewelry
- Replacement/repair underway in less than 24 hours
- Full replacement if a repair cannot be made
- No impact on your coverage after filing a claim
- Cancel anytime, full refund in the first 30 days (pro-rated afterwards)
- No need to enter information again, we handle it for you
- Great rates for Yadav customers

**\$255.47 per year**

**Learn More**

underwritten by AXA, the world's largest insurance company

**CONTINUE TO PAYMENT**

**PEOPLE LOVE US ON YELP**

**ORDER SUMMARY**

ITEM	DESCRIPTION	PRICE
JEWELRY CLEANER	\$15.00	
THE HALLE RING	\$275.00	
SIZE:		
SOLITAIRE RING 50025	\$250.00	
WHITE GOLD 14K		
SIZE:		
APPRaisal	\$50.00	
YADAV EXTENDED SERVICE PLAN	\$179.99	
YADAV EXTENDED SERVICE PLAN	\$179.99	
<b>SUBTOTAL</b>	<b>\$949.98</b>	
SAN FRANCISCO SALES TAX 8.5%	\$61.21	
<b>SHIPPING TOTAL</b>	<b>FREE</b>	
<b>TOTAL</b>	<b>\$1,011.19</b>	

**SUBTOTAL** \$15,548.00  
SAN FRANCISCO SALES TAX 8.5% \$1,317.35  
**SHIPPING TOTAL** FREE  
**TOTAL** \$16,865.35

# Doubts

## Check Out-Review-Compare

### 1. Origin Version & Phase 1

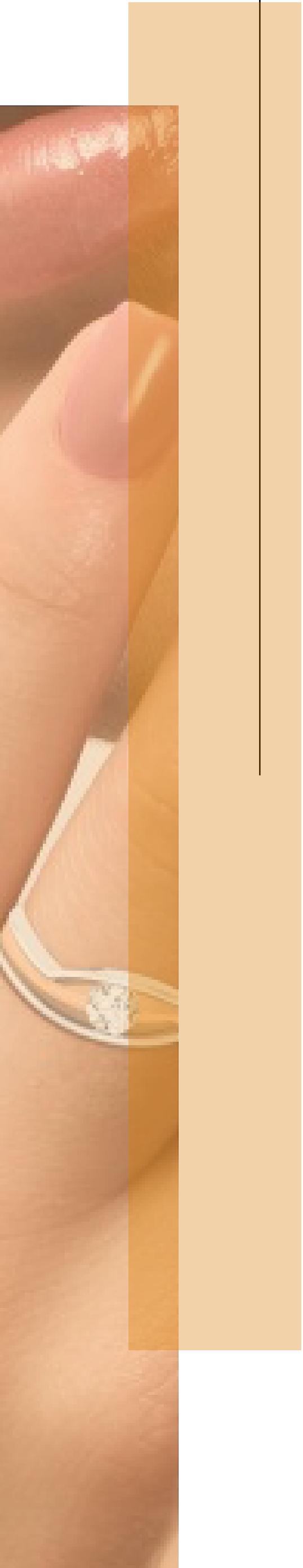
Compare the different between the original and Phase 1, that can help developer and designer don't leave the information when updating them

Version Element	Original Version	Phase 1
<b>Layout</b>	The sequence of payment method is different.	
<b>Style</b>	Phase 1: YESP Plan update the style and be more clear.	
<b>Color</b>	Green	Gold
<b>Font</b>	Montserrat	Amiri
<b>Functions</b>	Same	Same
<b>Note / Other</b>	It should have a better clarity for the information, the font is big issue. Be careful about the font system in the whole website.	

### → Doubts:

1. The font system should be settle down, and double check the changing of the font which already apply for the whole website.
2. Analyze the updated font fit our website or not!!!! ([Warning](#))
3. Don't only limit and restrict all the thing based on the older version, think about some good reference, or good part the competitor did.
4. Figure out what is user' need and what they want to review before they check out.
4. Think about the sequence whether it influence the user choose the payment method or what can motivate them to continue.





## INSIGHT

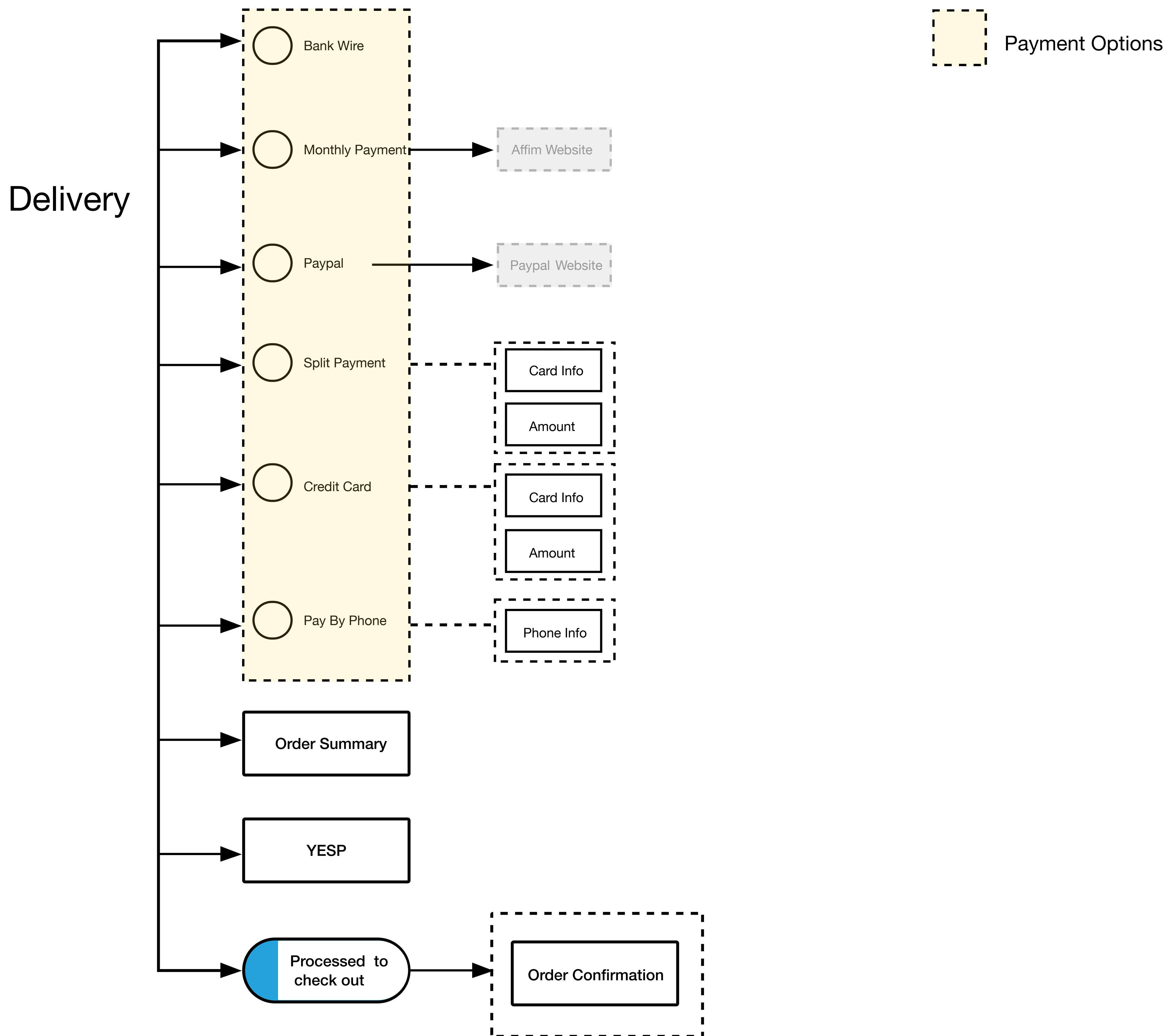
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# Check Out - 04. Payment

Insight the check out process step by step. The last step in phase 1 is address. Analyzing the IA in this page and think about this process for user to check out.

---

# Payment Method



# Doubts Check Out-Payment-Method Sequence(IA)

## Compare the sequence for payment

When user came into payment page. Already has the notice to tell the user what is the most convenient methods.

When user didn't do any action, It has the default option which already chosen.

The sequence for the list of payment method are different between older one and Phase 1.

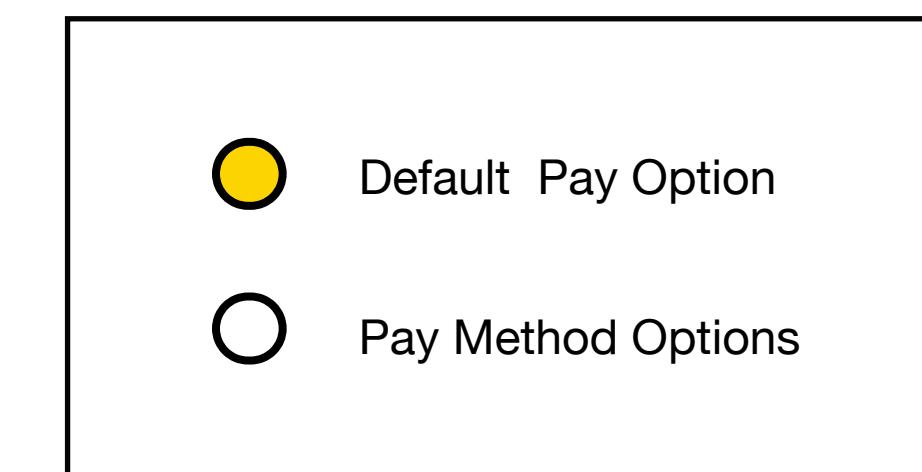
## Doubts for the sequence

Which payment method is the better for YADAV to receive the order?

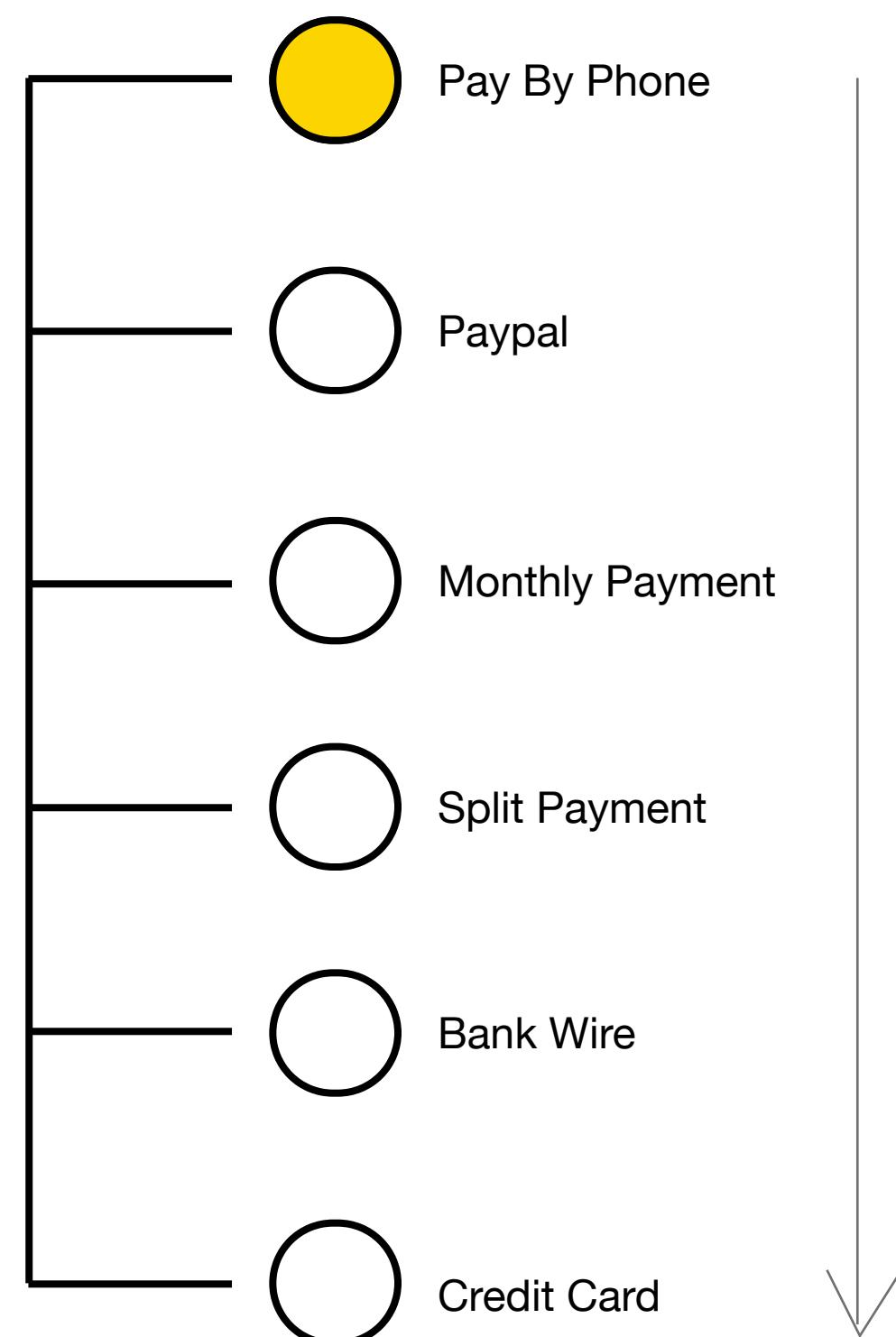
Which payment method is the better payment can give the user the lowest price or fastest way to check out?

Which payment method that can fit the user's special needs? eg: pay by stage

Which payment method YADAV didn't suggest user to use, but it is still common method in the market?



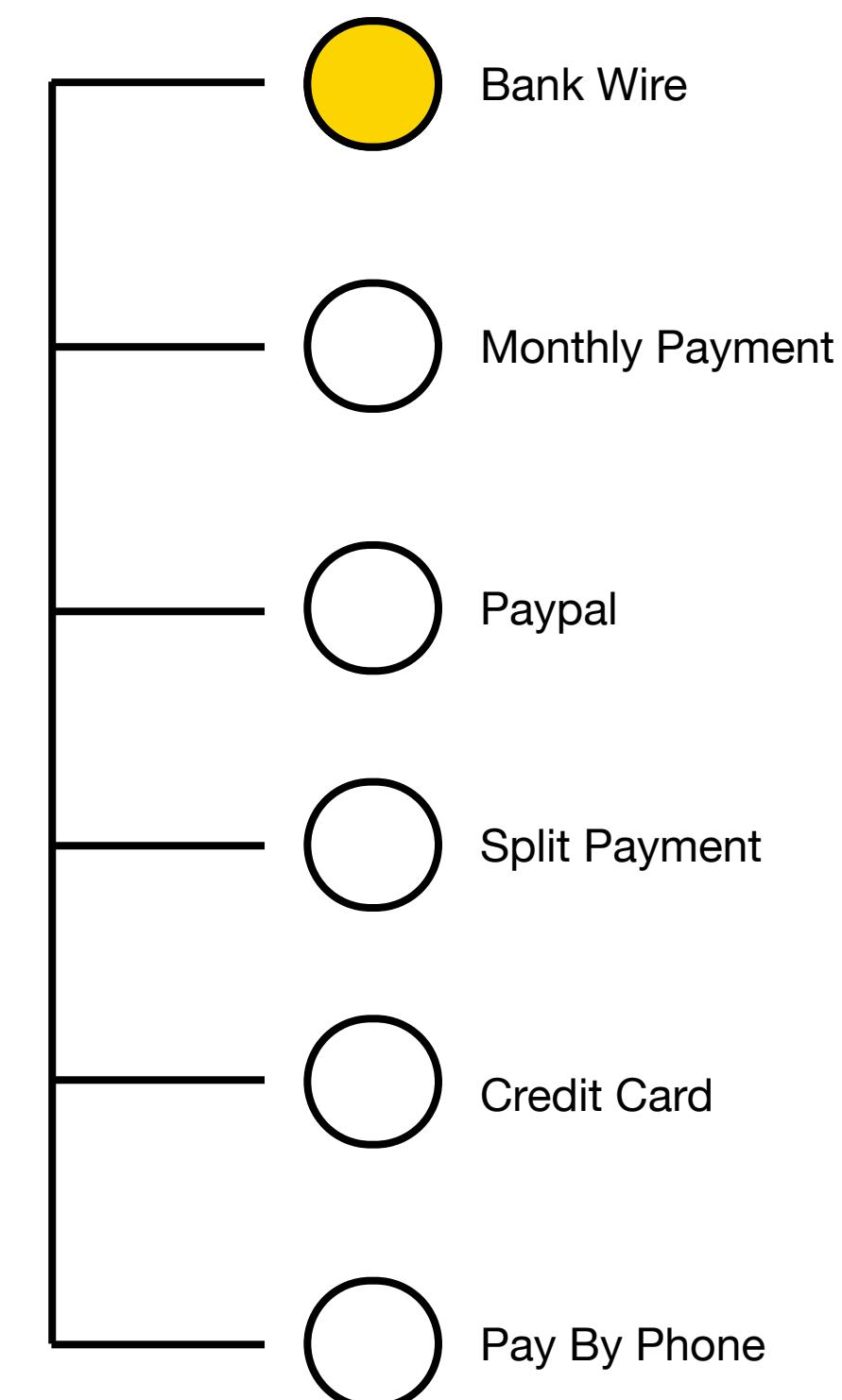
## Original Version



### Payment Method Sequence

(The list sequence based by the showed in the website)

## Phase 1




FREE SHIPPING    30 DAY RETURNS    LIFETIME UPGRADES    BLOG

GIVE US A CALL 888-968-8810    VISIT US IN SAN FRANCISCO

LOGIN    WISHLIST    CART (14)

**YADAV** ENGAGEMENT RINGS WEDDING RINGS DIAMONDS DIAMOND JEWELRY    RINGS READY TO SHIP | ABOUT   

ADDRESS > DELIVERY > REVIEW > PAYMENT

PAYMENT METHOD

Please note the specific delay possible with each payment method below. Fastest funding is usually with credit card or PayPal, which allows us to process your order more quickly.

- BANK WIRE**  
A service representative will assist you by phone and give you 1.5% off
- Affirm Monthly Payments** [Learn more](#)  
Buy with Affirm – and pay off your purchase in easy, fixed monthly payments
- PAYPAL**  
PayPal is an easy and safe way to pay
- SPLIT PAYMENT** [?](#)  
Use multiple payment methods to cover the total cost of your order
- CREDIT CARD**
- PAY BY PHONE**  
Use one or more credit cards to complete payment over the phone

**PROTECT YOUR JEWELRY** \$399.99

I'D LIKE TO ADD A YADAV EXTENDED SERVICE PLAN [\(Plan details\)](#)

Yadav Extended Service Plan \$399.99

**PLACE ORDER**

**ORDER SUMMARY**

0.40 CARAT MARQUISE DIAMOND D-SI1 SIGNATURE IDEAL CUT GIA SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	\$1,051.00
APPRaisal	\$50.00
JEWELRY CLEANER	\$15.00
0.33 CARAT ROUND DIAMOND I-11 VERY GOOD CUT GIA THE HALLE RING WHITE GOLD 14K SIZE:	\$680.00
THE PRINCESS RING WHITE GOLD 14K SIZE:	\$1,150.00
1.03 CARAT ASSCHER DIAMOND E-VVS2 SIGNATURE IDEAL CUT GIA	\$5,144.00
CHANNEL RING 50297 YELLOW GOLD 14K SIZE:	\$1,052.00
4.02 CARAT ASSCHER DIAMOND E-VVS1 VERY GOOD CUT GIA THE VALORIE RING WHITE GOLD 14K SIZE:	\$68,189.00
0.53 CARAT ASSCHER DIAMOND D-IF VERY GOOD CUT GIA	\$1,685.00
SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	\$250.00
SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	\$250.00
SUBTOTAL	\$79,516.00
SAN FRANCISCO SALES TAX 8.5%	\$6,754.64
SHIPPING TOTAL	FREE
<b>TOTAL</b>	<b>\$86,270.64</b>

We estimate that your order will be shipped in 6 to 10 days.

## Analyze Check out - 04.Payment

# Doubts Check Out-Payment-01

## 1. Bank Wire

Put as the default one it should be the method which is recommended. Double check this method it is most recommend or not.

Font!!!!

GIVE US A CALL 888-968-8810 VISIT US IN SAN FRANCISCO

YADAV ENGAGEMENT RINGS WEDDING RINGS DIAMONDS DIAMOND JEWELRY RINGS READY TO SHIP ABOUT Search

**PAYMENT METHOD**

Please note the specific delay possible with each payment method below. Fastest funding is usually with credit card or PayPal, which allows us to process your order more quickly.

- BANK WIRE  
A service representative will assist you by phone and give you 1.5% off
- Affirm Monthly Payments** [Learn more](#)  
Buy with Affirm – and pay off your purchase in easy, fixed monthly payments
- PAYPAL  
PayPal is an easy and safe way to pay
- SPLIT PAYMENT   
Use multiple payment methods to cover the total cost of your order
- CREDIT CARD      
Use our secure online form to pay by credit card.
- PAY BY PHONE  
Use one or more credit cards to complete payment over the phone

**ORDER SUMMARY**

JEWELRY CLEANER	\$15.00
THE HALLE RING WHITE GOLD 14K SIZE:	\$275.00
SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	\$250.00
APPRaisal	\$50.00
YADAV EXTENDED SERVICE PLAN	\$179.99
YADAV EXTENDED SERVICE PLAN	\$179.99
4MM DOMED WEDDING BAND WHITE GOLD 14K	\$290.00
4MM DOMED WEDDING BAND WHITE GOLD 14K	\$290.00
<b>SUBTOTAL</b>	<b>\$1,529.98</b>
SAN FRANCISCO SALES TAX 8.5%	\$110.51
SHIPPING TOTAL	<b>FREE</b>
<b>TOTAL</b>	<b>\$1,640.49</b>

**PLACE ORDER**

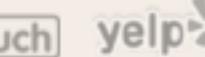
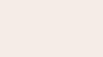
We estimate that your order will be shipped in 8 to 12 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our [terms and conditions](#).

**SIGN UP TODAY!**

Email address 

Receive Yadav special coupon and gifts inspiration.  
By signing up, you agree to our [Privacy Policy](#).

**FOLLOW US**

## Analyze Check out - 04.Payment

# Doubts Check Out-Payment-02

## 2. Affirm

Using this order will place the order to the affirm website.

FREE SHIPPING    30 DAY RETURNS    LIFETIME UPGRADES    BLOG

GIVE US A CALL 888-968-8810    VISIT US IN SAN FRANCISCO    LOGIN    WISHLIST    CART (0)

**YADAV**    ENGAGEMENT RINGS    WEDDING RINGS    DIAMONDS    DIAMOND JEWELRY    RINGS READY TO SHIP    ABOUT    Search

ADDRESS    DELIVERY    REVIEW    PAYMENT

PAYMENT METHOD

Please note the specific delay possible with each payment method below. Fastest funding is usually with credit card or PayPal, which allows us to process your order more quickly.

- BANK WIRE  
A service representative will assist you by phone and give you 1.5% off
- Affirm Monthly Payments**    Learn more  
Buy with Affirm – and pay off your purchase in easy, fixed monthly payments
- PAYPAL  
PayPal is an easy and safe way to pay
- SPLIT PAYMENT  
Use multiple payment methods to cover the total cost of your order
- CREDIT CARD    VISA    MasterCard    American Express    Discover  
Use our secure online form to pay by credit card.
- PAY BY PHONE  
Use one or more credit cards to complete payment over the phone

IMPORTANT: TEMPORARILY UNAVAILABLE!

**PayPal Check out**  
The safer, easier way to pay

**ORDER SUMMARY**

JEWELRY CLEANER	\$15.00
THE HALLE RING WHITE GOLD 14K SIZE:	\$275.00
SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	\$250.00
APPRaisal	\$50.00
YADAV EXTENDED SERVICE PLAN	\$179.99
YADAV EXTENDED SERVICE PLAN	\$179.99
4MM DOMED WEDDING BAND WHITE GOLD 14K	\$290.00
1MM DOMED WEDDING BAND WHITE GOLD 14K	\$290.00
<b>SUBTOTAL</b>	\$1,529.98
SAN FRANCISCO SALES TAX 8.5%	\$110.51
SHIPPING TOTAL	FREE
<b>TOTAL</b>	\$1,640.49

We estimate that your order will be shipped in 8 to 12 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our terms and conditions.

SIGN UP TODAY!

Email address 

Receive Yadav special coupon and gifts inspiration.  
By signing up, you agree to our [Privacy Policy](#).

FOLLOW US 

©1999 to 2019 Yadav Jewelry. All Rights Reserved.

## Analyze Check out - 04.Payment

# Doubts Check Out-Payment-03

## 3. Paypal

Jump out the Paypal button to check out, it is wired to click and go the Paypal

Showing the notice after all the method should be considered.

GIVE US A CALL 888-968-8810 VISIT US IN SAN FRANCISCO

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PAYMENT METHOD  
Please note the specific delay possible with each payment method below. Fastest funding is usually with credit card or PayPal, which allows us to process your order more quickly.

- BANK WIRE  
A service representative will assist you by phone and give you 1.5% off
- Affirm Monthly Payments Learn more  
Buy with Affirm – and pay off your purchase in easy, fixed monthly payments
- PAYPAL  
PayPal is an easy and safe way to pay
- SPLIT PAYMENT Use multiple payment methods to cover the total cost of your order
- CREDIT CARD Use our secure online form to pay by credit card.
- PAY BY PHONE Use one or more credit cards to complete payment over the phone

Split Payment allows you to use two or more payment methods to cover the total cost of your order. Split your payment between credit cards or combine a credit card with a PayPal or Bank Wire method.

HOW IT WORKS  
To use Split Payment, please fill out information for your credit card and detail the amount you would like to pay with that credit card, then click "Save and Continue". This will process the initial payment on your credit card and prompt you for another credit card or payment method in order to reach the full amount of your order total. Once the order total is reached across multiple payment methods, you can place your order.

With each "Save and Continue", we process payment on the credit card you entered. If you would like to cancel any of these partial payments, please contact us.

CREDIT CARD  
AMOUNT 1640.49  
NAME ON CARD WEIQI LYU  
CARD NUMBER  
EXPIRATION MM / YY  
CARD CODE (What's This?)

Subtotal \$1,529.98  
SAN FRANCISCO SALES TAX 8.5% \$110.51  
SHIPPING TOTAL FREE  
TOTAL \$1,640.49

CURRENT AMOUNT \$1640.49  
DUE AMOUNT AFTER PAYMENT \$0.00

COMODO SECURE PEOPLE LOVE US ON YELP

We estimate that your order will be shipped in 8 to 12 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our terms and conditions.

## Analyze Check out - 04.Payment

# Doubts Check Out-Payment-04

## 4. Split Payment

—All the information will show behind all the methods options, user can't see the form/action directly.

—The notice should show the information clear and shortly. Title, introduction and the text body should show the hierarchy clearly.

Subtotal \$5,071.99  
SAN FRANCISCO SALES TAX 8.5% \$403.08  
SHIPPING TOTAL FREE  
TOTAL \$5,475.07

PAID \$200.00  
DUE AMOUNT \$1,275.07  
CURRENT AMOUNT \$5,275.07  
DUE AMOUNT AFTER PAYMENT \$0.00

Total  
Paid  
Due Amount  
Current Amount  
Due Amount After Payment

—All the titles should have the meaning to help user to know how much they need to pay totally, how much they have payed and how much they didn't pay

—After choosing and finish the info, jump to this page as the left picture.  
User has two options:  
1.Credit card  
Continue to use credit card pay method until finishing total amount.  
2.Complete by Phone  
That can place order. Staff will assist user ASAP

The question is the scenario.  
Users want to use Affirm, PayPal or other payment, how to back to the pay method to change?

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PAYMENT METHOD  
Please note the specific delay possible with each payment method below. Fastest funding is usually with credit card or PayPal, which allows us to process your order more quickly.

- SPLIT PAYMENT Use multiple payment methods to cover the total cost of your order

Split Payment allows you to use two or more payment methods to cover the total cost of your order. Split your payment between credit cards or combine a credit card with a Bank Wire method. We require a partial payment with your previous credit card. Now you can choose to place the remaining balance on one or more credit cards, or complete your order by phone.

If you enter "Complete your order by phone", we will call you as soon as possible to gather payment information. If you select "Credit card", please enter an additional credit card below.

To cancel any partial payment we have already received for this order, please contact us.

CREDIT CARD COMPLETE YOUR ORDER BY PHONE  
AMOUNT \$375.07  
NAME ON CARD WEIQI LYU  
CARD NUMBER  
EXPIRATION MM / YY  
CARD CODE (What's This?)

Subtotal \$5,071.99  
SAN FRANCISCO SALES TAX 8.5% \$403.08  
SHIPPING TOTAL FREE  
TOTAL \$5,475.07

PAID \$200.00  
DUE AMOUNT \$1,275.07  
CURRENT AMOUNT \$5,275.07  
DUE AMOUNT AFTER PAYMENT \$0.00

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Your order has been processed successfully

THANK YOU, YOUR ORDER HAS BEEN PLACED

A CONFIRMATION EMAIL HAS BEEN SENT TO YOU

ORDER NUMBER: K155452324  
YOUR ORDER WILL BE SHIPPED IN 4 TO 10 BUSINESS DAYS.

REVIEW YOUR ORDER

SIGN UP TODAY! Email address  
Become YADAV special coupon and gift instantanous. By signing up, you agree to our Privacy Policy.

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[ADDRESS](#) > [DELIVERY](#) > [REVIEW](#) > **PAYMENT**

**PAYMENT METHOD**  
Please note the specific delay possible with each payment method below. Fastest funding is usually with credit card or PayPal, which allows us to process your order more quickly.

- BANK WIRE**  
A service representative will assist you by phone and give you 1.5% off
- Affirm Monthly Payments** [Learn more](#)  
Buy with Affirm – and pay off your purchase in easy, fixed monthly payments
- PAYPAL**  
PayPal is an easy and safe way to pay
- SPLIT PAYMENT**   
Use multiple payment methods to cover the total cost of your order
- CREDIT CARD**      
Use our secure online form to pay by credit card.
- PAY BY PHONE**  
Use one or more credit cards to complete payment over the phone

**NAME ON CARD**  
WEIQI LYU

**CARD NUMBER**    

**EXPIRATION**  
MM / YY

**CARD CODE** [\(What's This?\)](#)

**PLACE ORDER**

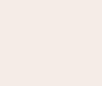
We estimate that your order will be shipped in 8 to 12 days. Delivery date may vary based on payment reception and shipping method. By submitting this order, you agree with our terms and conditions.

**SIGN UP TODAY!**

Email address 

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## Analyze Check out - 04.Payment

# Doubts Check Out-Payment-05

## 1.Credit Card

Show the form below the information. Less relation to this method

Consider it can show after clicking the option, and show below this option.  
eg: apple check out

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[LOGIN](#)    [WISHLIST](#)    [CART \(8\)](#)

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 ADDRESS    >     DELIVERY    >     REVIEW    >    PAYMENT

**PAYMENT METHOD**  
Please note the specific delay possible with each payment method below. Fastest funding is usually with credit card or PayPal, which allows us to process your order more quickly.

- BANK WIRE**  
A service representative will assist you by phone and give you 1.5% off
- Affirm Monthly Payments** [Learn more](#)  
Buy with Affirm – and pay off your purchase in easy, fixed monthly payments
- PAYPAL**  
PayPal is an easy and safe way to pay
- SPLIT PAYMENT** ⓘ  
Use multiple payment methods to cover the total cost of your order
- CREDIT CARD**  
Use our secure online form to pay by credit card.    
- PAY BY PHONE**  
Use one or more credit cards to complete payment over the phone

Call us to 888-999-1010

**PLACE ORDER**

**ORDER SUMMARY**

JEWELRY CLEANER	\$15.00
THE HALLE RING WHITE GOLD 14K SIZE:	\$275.00
SOLITAIRE RING 50025 WHITE GOLD 14K SIZE:	\$250.00
APPRaisal	\$50.00
YADAV EXTENDED SERVICE PLAN	\$179.99
YADAV EXTENDED SERVICE PLAN	\$179.99
4MM DOMED WEDDING BAND WHITE GOLD 14K	\$290.00
4MM DOMED WEDDING BAND WHITE GOLD 14K	\$290.00
<b>SUBTOTAL</b>	<b>\$1,529.98</b>
SAN FRANCISCO SALES TAX 8.5%	\$110.51
SHIPPING TOTAL	FREE
<b>TOTAL</b>	<b>\$1,640.49</b>

We estimate that your order will be shipped in 8 to 12 days. Delivery date may vary based on payment reception and shipping method. By submit this order, you agree with our terms and conditions.

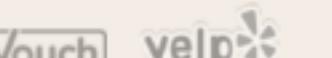
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Email address 

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## Analyze Check out - 04.Payment

# Doubts Check Out-Payment-06

## 5. Pay By Phone

Can't understand the meaning of the notice and relate to the description of this method

User can't know what will happen after clicking the place order button.

# Shopping Cart - Compare to other web

**YADAV JEWELLERS**

**WALMART**

**TARGET**

**MISSOMA**

**TIFFANY & CO.**

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ADDRESS > DELIVERY > REVIEW > PAYMENT

BILLING ADDRESS

CUSTOMER E-MAIL: LYU@YADAVJEWELRY.COM

FIRST NAME: WEIQI LAST NAME: LYU

COUNTRY: UNITED STATES

STREET ADDRESS: 333 HARRISON STREET, SF, CA

STREET ADDRESS (CONT'D): OPTIONAL

CITY: SAN FRANCISCO STATE: CALIFORNIA ZIP: 94105

PHONE: 4157696836

USE THE SAME ADDRESS FOR SHIPPING

**CONTINUE TO DELIVERY**

**ORDER SUMMARY**

APPRAISAL \$50.00

0.37 CARAT ROUND DIAMOND J-SII EXCELLENT CUT GIA THE KIRSTEN RING WHITE GOLD 14K SIZE: 6.50

THE KYLIA RING WHITE GOLD 14K SIZE: 6.50

0.31 CARAT EMERALD DIAMOND G-II VERY GOOD CUT GIA THE ELLIE RING WHITE GOLD 14K SIZE: 6.50

THE NEVA RING WHITE GOLD 14K SIZE: 6.50

THE LANNIE RING WHITE GOLD 14K SIZE: 6.50

THE LANNIE RING WHITE GOLD 14K SIZE: 6.50

THE LANNIE RING WHITE GOLD 14K SIZE: 6.50

SUBTOTAL \$3,995.00

SAN FRANCISCO SALES TAX 8.5% \$84.34

ESTIMATED SHIPPING FREE

ESTIMATED TOTAL \$4,079.34

We estimate that your order will be shipped in 6 to 10 days. Delivery date may vary based on payment method and shipping method. By submitting this order, you agree with our terms and conditions.

**SIGN UP TODAY!**

EMAIL ADDRESS:       

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## Secure Checkout

**1. SIGN IN TO CHECKOUT**

**CREATE NEW ACCOUNT**

**Log In**

Email address:   
Password:   
[Forgot password?](#)

**CONTINUE**

**OR**

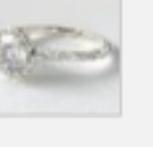
**2. PAYMENT METHOD**

**3. SHIPPING & BILLING**

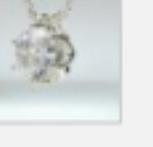
**4. PAYMENT DETAILS**

**5. REVIEW & CONFIRMATION**

 Diamond  
0.70 Carat H-VS2 Excellent Cut Round Diamond  
SKU: 6794001 \$2,760

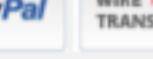
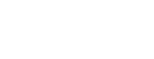
 Setting  
14K White Gold Pave Halo and Shank Diamond Engagement Ring (Round Center)  
SKU: 17305W14 \$1,290

Ring Size: Select  

 Pendants  
14K White Gold Scallop Basket Diamond Pendant (Mounting)  
SKU: 27564MNTW14 \$310

Coupon: SKU 17305W14 -\$323.00  
Coupon: SKU 27564MNTW14 -\$78.00  
Subtotal \$3,959.00  
Tax / Duty Estimate  -  
Total to be paid \$3,959.00  
Ships by: Thursday, May 9

Have a diamond?  
Promo Code: MDAY19 

**PURCHASE WITH CONFIDENCE**

- + Can I talk to a gemologist?
- + Is the checkout process secure?
- + What if I want to return my purchase?
- + Can you engrave my ring?
- + Will my item arrive safely?
- + Can I upgrade my diamond?
- + Do you ship internationally?

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BILLING ADDRESS

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STREET ADDRESS (CONT'D): OPTIONAL

CITY: SAN FRANCISCO STATE: CALIFORNIA ZIP: 94105

PHONE: 4157696836

USE THE SAME ADDRESS FOR SHIPPING

**CONTINUE TO DELIVERY**

**ORDER SUMMARY**

APPRAISAL \$50.00

0.40 CARAT MARQUISE DIAMOND D-SII \$1,651.00  
SIGNATURE IDEAL CUT GIA  
SOLITAIRE RING 50025  
WHITE GOLD 14K  
SIZE: 6.50

JEWELRY CLEANER \$15.00

0.35 CARAT ROUND DIAMOND L-II VERY \$680.00  
GOOD CUT GIA  
THE HALLE RING  
WHITE GOLD 14K  
SIZE: 6.50

THE PRINCESS RING \$1,150.00  
WHITE GOLD 14K  
SIZE: 6.50

1.03 CARAT ASSCHER DIAMOND E-VVS2 \$3,144.00  
SIGNATURE IDEAL CUT GIA

CHANNEL RING 50297 YELLOW GOLD 14K \$1,052.00  
SIZE: 6.50

0.62 CARAT ASSCHER DIAMOND E-VVS1 \$6,189.00  
VERY GOOD CUT GIA  
THE VALORIS RING  
WHITE GOLD 14K  
SIZE: 6.50

0.53 CARAT ASSCHER DIAMOND D-IF \$1,685.00  
VERY GOOD CUT GIA

SOLITAIRE RING 50025 WHITE GOLD 14K \$250.00  
SIZE: 6.50

SOLITAIRE RING 50025 WHITE GOLD 14K \$250.00  
SIZE: 6.50

SUBTOTAL \$79,216.00  
SAN FRANCISCO SALES TAX 8.5% \$6,754.64  
ESTIMATED SHIPPING FREE  
ESTIMATED TOTAL \$86,270.64

We estimate that your order will be shipped in 6 to 10 days. Delivery date may vary based on payment method and shipping method. By submitting this order, you agree with our terms and conditions.

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