

Dealing with the header + search

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THE PETERSEN STORE

MENU



Art & Collectibles



I hate to do this, but basically I think we need to redesign the header for the mobile.

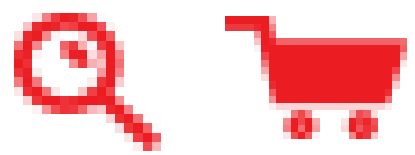
In any case the menu has a few items that could be cut:

- Home (clicking the logo gets me there)
- All products (How is this different from home? Maybe this distinction will make more sense as we add products.)
- Account and Contact Us could definitely be bottom menu items
-
- Most important items are:
- search; shopping cart; login; search by product category

1937 Delahaye



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Shop by Category



Art & Collectibles



1937 Delahaye

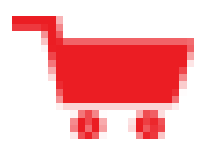
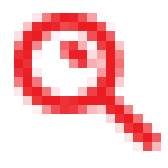


1945 Grey

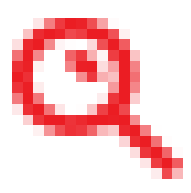
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- If I hit search button search rubric pops up

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Search



Shop by Category



Art & Collectibles



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MENU



Search products

Search

Home

All Products

By Category



Check Out (2)

The search bar design is applicable even if we don't redo the header. This is what happens now. Proposed redesign on next page.



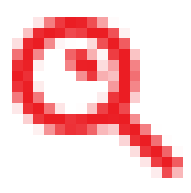
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MENU 

Search



- sorry for pixelated search icon
- Search bar extends to the left side where everything left aligns

Home

All Products

By Category



Check Out (2)

Dealing with the Category Navs

Existing By Category Nav with Issues.
“By Category” is currently a little too confusing. Too many subcategories and I am getting lost in the nav levels.

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MENU 

Back

I don't think we need this back button (it is adding to the confusion)

By Category

Art & Collectibles 

Men

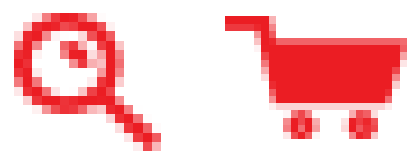
Women

Kids & Toys 

Tech & Gadgets 

- Let's rename “By Category” to “Shop by Category”
- By Category needs to look different than the actual categories
- Subnav categories should look different than categories (regular or light face is easiest way)
- Let's add lines between the categories (shown next page)

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Shop by Category

Art & Collectibles

Men

Women

Kids & Toys

Tech & Gadgets

- Proposed Category nav.
- I want to use more collapsing/expanding rather than new pages

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Shop by Category

Art & Collectibles

Prints

Collectibles

Living

Books

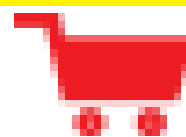
Proposed Category Nav, Level 2

The convention is:

- collapse sub menu
- + expand sub menu
- ▶ launch new page (exit nav)

- If possible, the lines between the subnav items should be lighter than between main level items

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Books



Diecast



Men



Women



Kids & Toys



Tech & Gadgets



Proposed Nav Redesign...
(What happens as you scroll)

Random stuff on the mobile site

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MENU ≡

Art & Collectibles



Space between image and text is much better but still too far

1937 Delahaye

1945 Grey

1937 Delahaye
145 V12 Grand
Prix
\$149.99

1945 Grey
Motorcycle
\$76.93

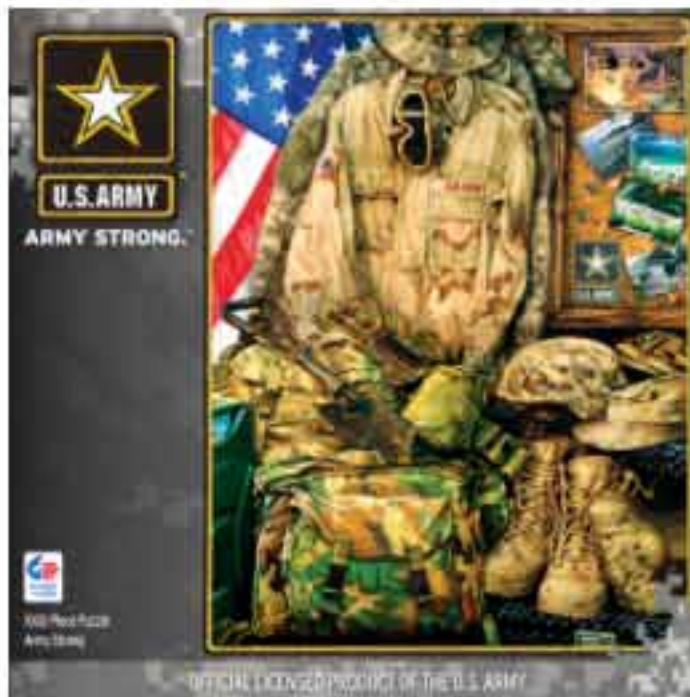


Weird gaps

Green 1940
Willys-Overland
Jeep
\$94.48

**Fire and
Rescue
\$15.00**

**Men of Honor
\$15.00**



Weird gaps

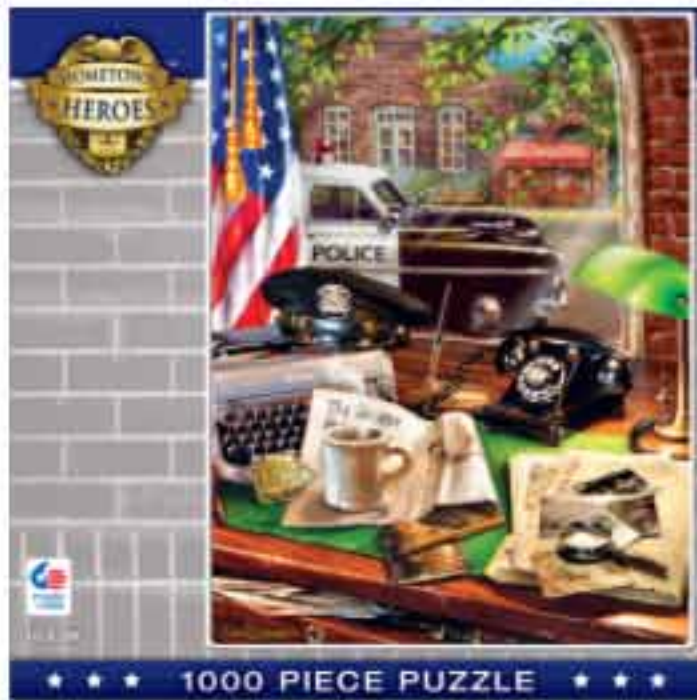
**Army Strong
\$15.00**



OFFICIAL LICENSED PRODUCT OF THE U.S. ARMY

Army Strong

\$15.00



Weird gaps

Local Law

\$15.00

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CONNECT



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Contact Us

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6060 Wilshire Blvd, Los Angeles, CA 90036 Ph:
323-930-CARS (2277).

Is it possible to
have the “Ph:
323-930-CARS
(2277)” on one
line?

Still this on the bottom





Deere Family
\$16.00

Little Handyman
\$15.00

First Prev 1 2 3 4 5 6 ...
Next Last

SHOP
Art & Collectibles
Men

• This pagination is very awkward



- Proposed pagination redesign

Deere Family
\$16.00

Little Handyman
\$15.00

◀ PREV

Page 2 of 6

NEXT ▶

SHOP

Art & Collectibles

Men

- Is mobile not going to show multiple images?
- Following page shows possible way to do it (like Amazon does it)



1945 Grey Motorcycle

This 1945 motorcycle was produced to US Army specifications in the years



- **Swiping left and right shows alternate images**

1945 Grey Motorcycle

This 1945 motorcycle was produced to US Army specifications in the years

Price \$9.99

Member Price \$8.49

Quantity

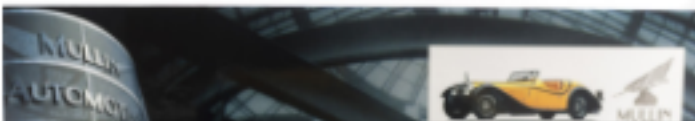
1

**141
available**

Add To Cart

- Easiest thing to do is make button full-width

You might also like



[Review Cart >](#) [Shipping >](#)



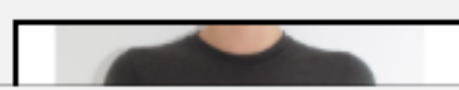
Vacant Birdcage-V Neck

• Can the Price + Total be under the Product Name?

Price: \$24.00

Total: \$24.00

Remove From Cart



Women's Whisk-Key-



Remove From Cart

- I think need a divider line under “Remove From Cart” button
- Make all the buttons same typeface

Update Cart

Proceed To Checkout

Order Summary

Subtotal

Tax

\$0.00

Shipping

\$0.00

- Tax still not showing
-
- Should Order Summary be above “Update Cart” and “Proceed to Checkout” buttons? (I am genuinely asking--> not sure. But that is my instinct.)

Complete Order

Order Summary

Subtotal \$96.00

Tax \$8.64

Shipping \$12.00

Total \$116.64

- Very strange, entered my CC info and pressed Complete Order, and it is almost there (i.e. pink after the button has been pressed) but does not go anywhere. no error message, no spinning wheel. Retried it later and it worked

SHOP

Art & Collectibles

special events. Subscription to the Petersen's members-only magazine. Free or reduced admission to educational programs.

10.0% off online and at the Museum

Add To Cart

- Looks way better with no photos, but still alignment issues

Station Wagon \$70.00

Unlimited free Museum admission for additional four children under age 18. Invitation to the Family Fun Night. "Kid Cards" for your children—collect stamps with each Museum visit and earn a fun prize. Special mailings about family

Billing Info



- Align square with text

Use shipping address for billing?

First Name *

Bets

Last Name *

Med

Company Name

Na

Street Address 1 *

820 Laveta ter

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- No items in cart, but shows full thing (i.e. Update Cart, Proceed to Checkout, Order Summary). Is it possible to just say “You have no items in your cart” and then back to the home page?

You have no items in your cart



Review Cart >

Update Cart

Proceed To Checkout



- No item. page 2

Update Cart

Proceed To Checkout

Order Summary

Subtotal	\$0.00
----------	--------

Tax	\$0.00
-----	--------

Shipping	\$0.00
----------	--------

Total	\$0.00
--------------	---------------

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MENU ≡

Back

- Don't think you need "Back" in these cases!

Account

Sign In

Sign Up

- I've just checked my cart and then went to Account and this is still here!

You have no items in your cart





Back

Account

Sign In

Sign Up

- I've just checked my cart and then went to Account and this is still here!
- (continued)

You have no items in your cart



Review Cart >

Update Cart



Back

By Category

Art & Collectibles



Men



Women



Kids & Toys



Tech & Gadgets



Design & Home

- I go from there, to Menu > By Category but the cart stuff is still there!

You have no items in your cart



Women

Kids & Toys

Tech & Gadgets

Design & Home

- I go from there, to Menu > By Category but the cart stuff is still there!
- (Continued)

You have no items in your cart



Review Cart >

Update Cart

Proceed To Checkout

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MENU =

Review Cart >

Update Cart

Proceed To Checkout

- I hit the Menu button, so that Category Nav goes away but the Order Summary stuff is still there. I think only going back to the homepage clears it

Order Summary





ACCOUNT

My Account

Orders

CONNECT



CUSTOMER SERVICE

Contact Us

Shipping

Returns

FAQ

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- I think I have to hit the social media icons twice to use the link?
- Seems like the first time, it turns black, and the second tap, it takes me to the link

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MENU



Successfully added Doc Ryder to your
cart



All Products

By Category ▶

Check Out (3)

Account

Contact Us

- This notification stays here even once I have moved on and hit “menu.” Is it possible for unimportant notifications to be cleared when I do that?

Successfully added Doc Ryder to your cart





Update Cart

Proceed To Checkout

- 1/23, 5:30pm... still no tax!

Order Summary

Subtotal	\$201.49
Tax	\$0.00
Shipping	\$0.00
Total	\$201.49

You might also like

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MENU



Signed in successfully.



Review Cart > Shipping >

Primary Contact Info

First Name *

Last Name *

Phone Number *

- Again, my saved info is only filled in when I refresh the page



Proceed

- Signed in, reviewing cart, still no tax!

Order Summary

Subtotal	\$201.49
Membership Discount	- \$20.15
Tax	\$0.00
Shipping	\$0.00
Total	\$181.34

Complete

- Tax seems way too low (not purchasing membership)

Order Summary

Subtotal	\$201.49
Membership Discount	- \$20.15
Tax	\$3.02
Shipping	\$12.00
Total	\$196.36

SHOP

Art & Collectibles



Proceed To Billing

Order Summary

Ok, this is a little hard to explain, but: in this situation, I have forgotten to enter a city. I press Proceed to Billing, and it seems like it works, but nothing happens
(continued on next page)

Subtotal

\$201.49

Membership Discount

- \$20.15

Tax

\$3.00

Shipping

\$12.00

Total

\$196.34



City *

A shipping city is required

State *

Zipcode *

- Only realize what happens when I scroll up. Is it possible for the site to scroll me up to the first case error, in case of error? Or I get an error at the button too? It's frustrating to be at the button and not realize there are errors above beyond the screen

Proceed To Billing

- **Still did not get a password reset email!**