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20478 NextGen Reorder Project Wireframes

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Project Manager: Karyn King
Date: August 23, 2012

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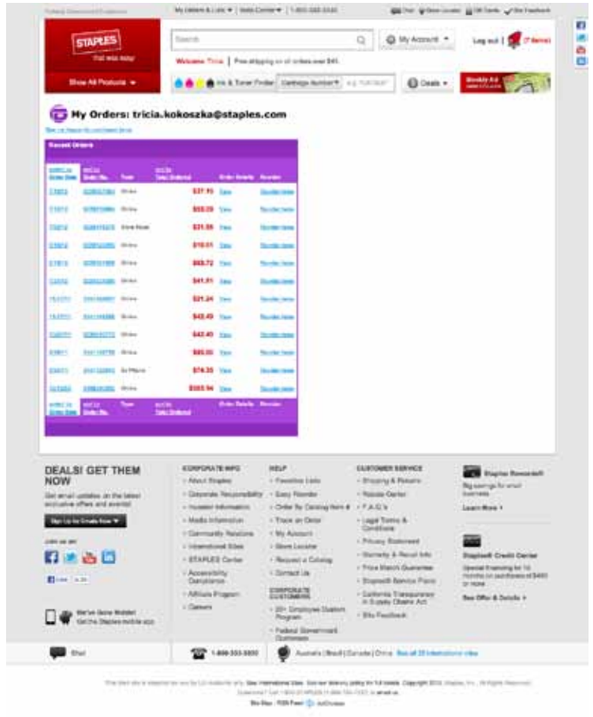
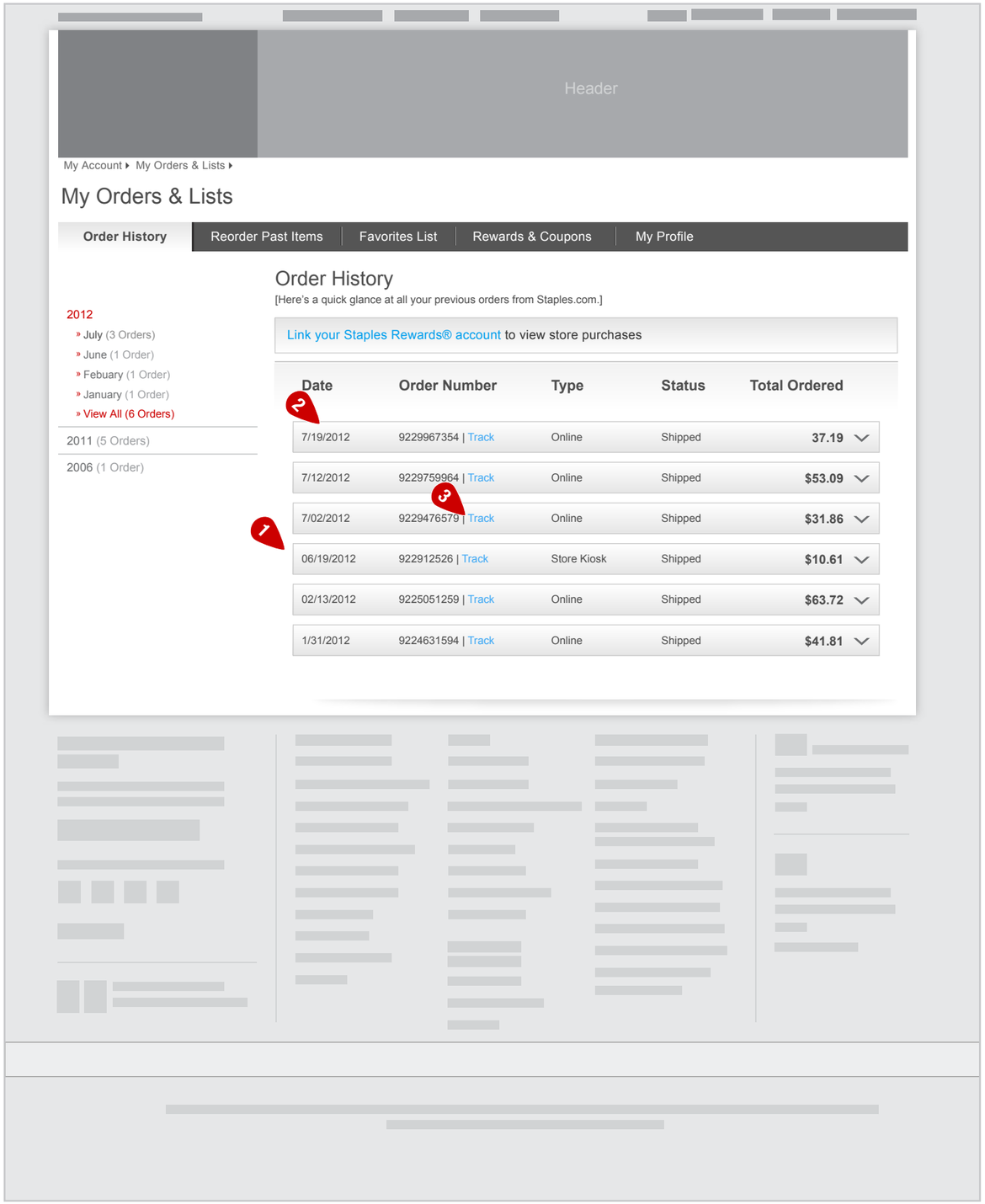
Change History

Date	Page(s)	Name	Change
8-17-2012	n/a	n/a	Initial submission for review
8-20-2012	4, 5, 7	Order History pages	Added “View All” to left nav
8-20-2012	4, 5, 7	Order History pages	Added header and intro copy
8-20-2012	10, 11	Favorites pages	Added header and intro copy
8-20-2012	10, 11	Favorites pages	Changed to “Add by Item #”
8-20-2012	10, 11	Favorites pages	Removed “Save As” buttons
8-20-2012	21	Add/Edit/Delete Notes	Redesigned
8-20-2012	21	Create/Add To/Rename/ Delete List	Redesigned
8-20-2012	21	Loading More Bar	Added design to page
8-20-2012	6	Order History | Multiple Shipments	Added page
8-23-2012	9	Order History Null	Redesigned
8-23-2012	11	Reorder Null	Added page
8-23-2012	14	Favorites Lists Null	Redesigned
8-23-2012	24	Appendix: Successes	Added log in page design

STAPLES.COM SCREENSHOT(S)



My Order History | Initial View



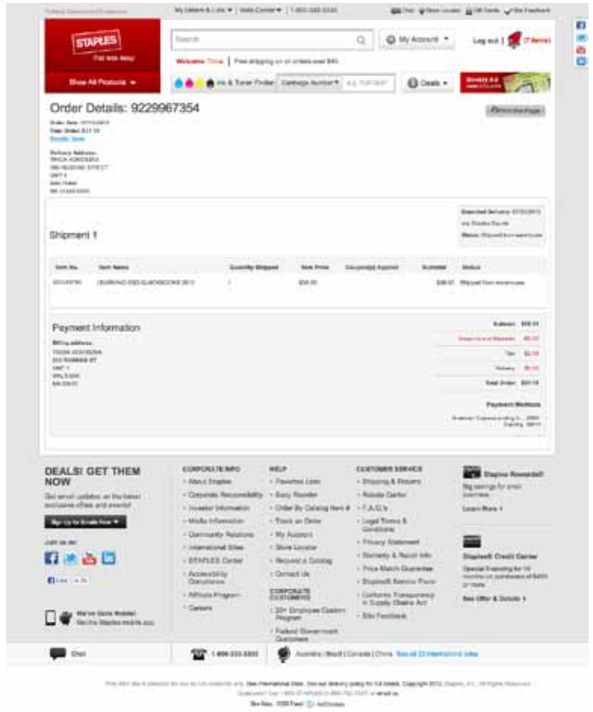
10_01_00_OrderHistoryYear.pdf

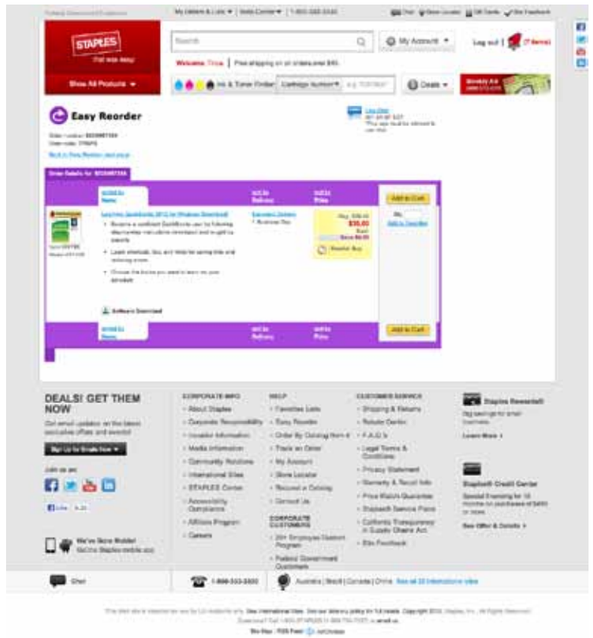
ANNOTATIONS

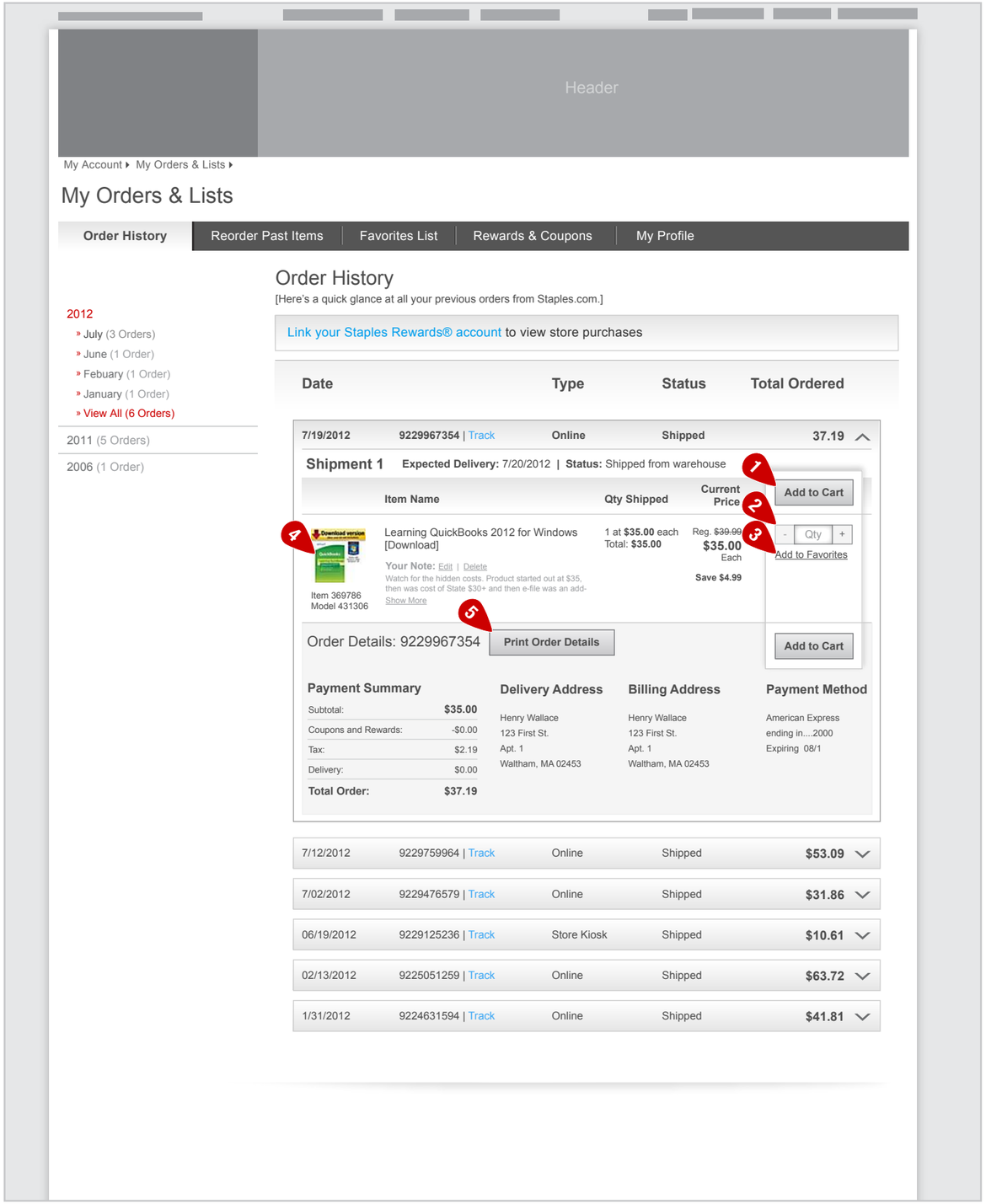
1. By default, orders for the current year are displayed (up to 20). If there are more than 20 orders for that year, the user can see additional orders by using the left nav or by scrolling to the bottom of the list. A bar will appear indicating that more orders are being loaded—additional orders will appear below the initial 20 once loaded (see Appendix - States & Variants).
2. Clicking anywhere within a row will cause the row to expand (see page 4). Clicking the row again will cause it to collapse. More than 1 row can be expanded at a time.
3. "Track" links to the tracking information for the order

My Order History | Order Detail

STAPLES.COM SCREENSHOT(S)





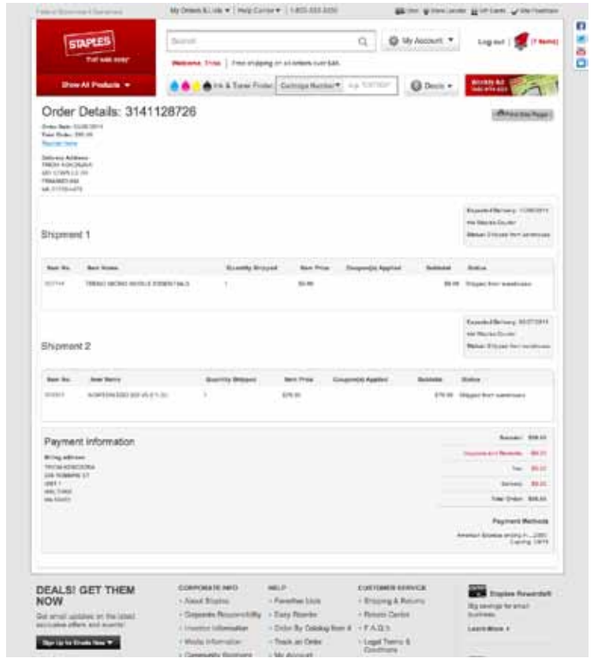


ANNOTATIONS

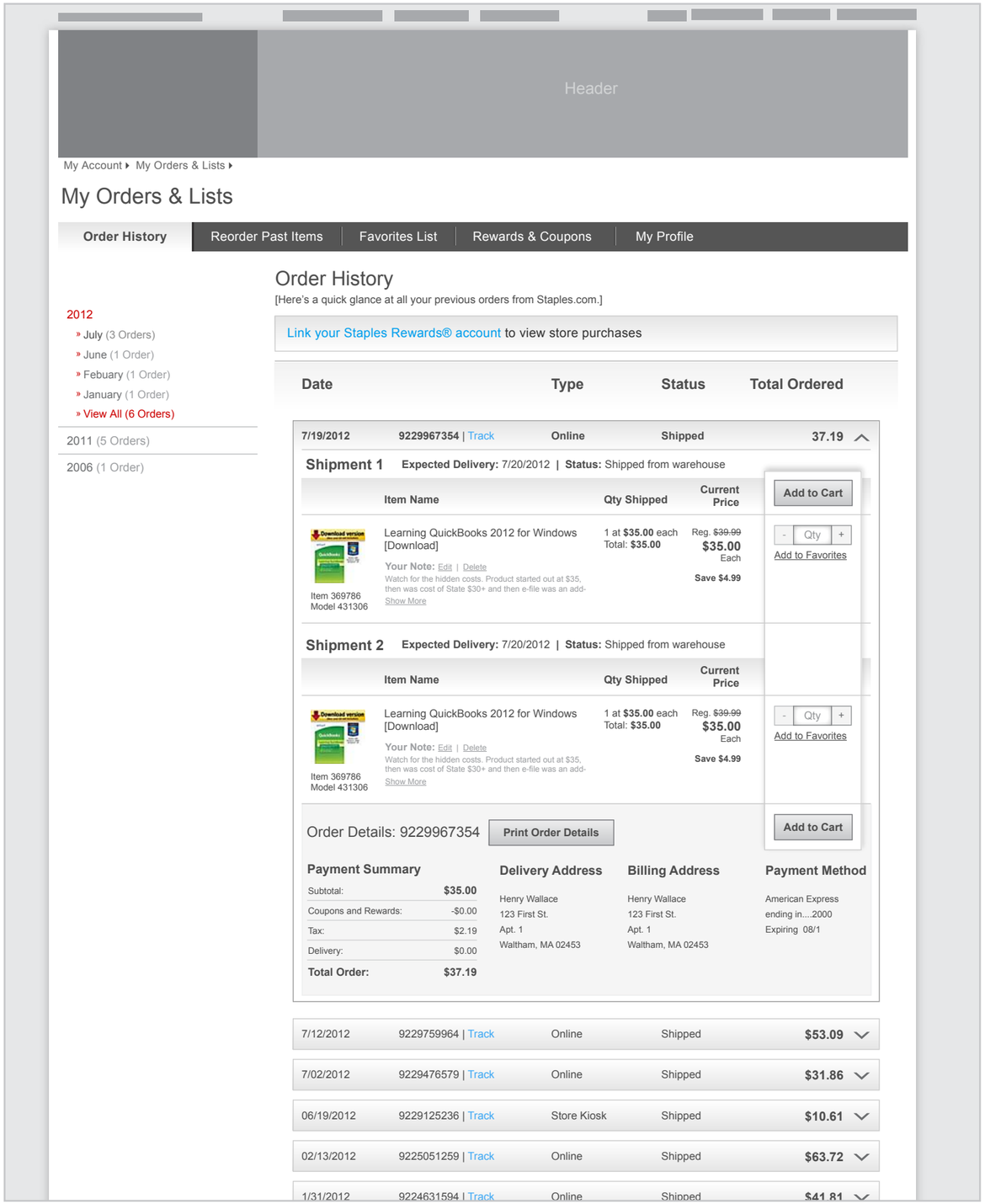
1. "Add To Cart" adds any items with a quantity of 1 or greater to be added to the cart. The cart overlay should appear to confirm that the items have been added.
2. The "+" and "-" buttons change the quantity of the item.
3. "Add To Favorites" spawns the Add To Favorites popover (see Appendix).
4. Users may add notes to products in their order history. This experience is detailed on page 19.
5. Opens the Order Details Overlay, which provides the user with a concise, printer-friendly presentation of the order details.

My Order History | Order Detail | Multiple Shipments

STAPLES.COM SCREENSHOT(S)



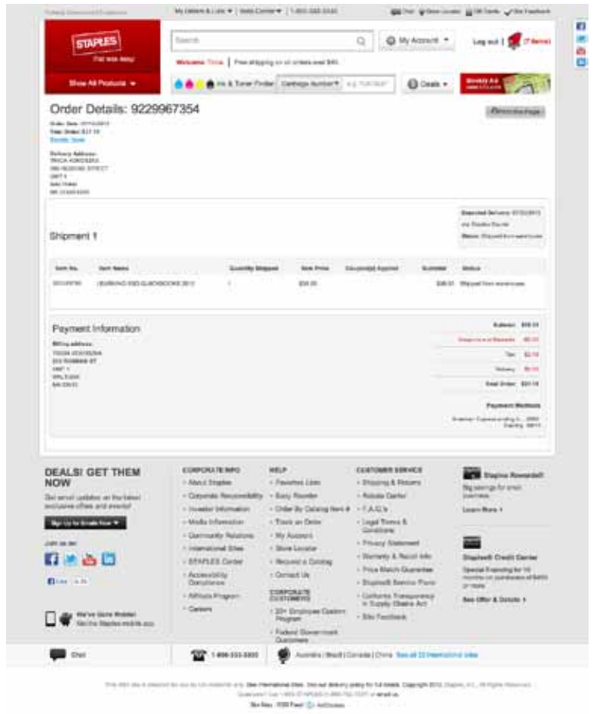
ANNOTATIONS

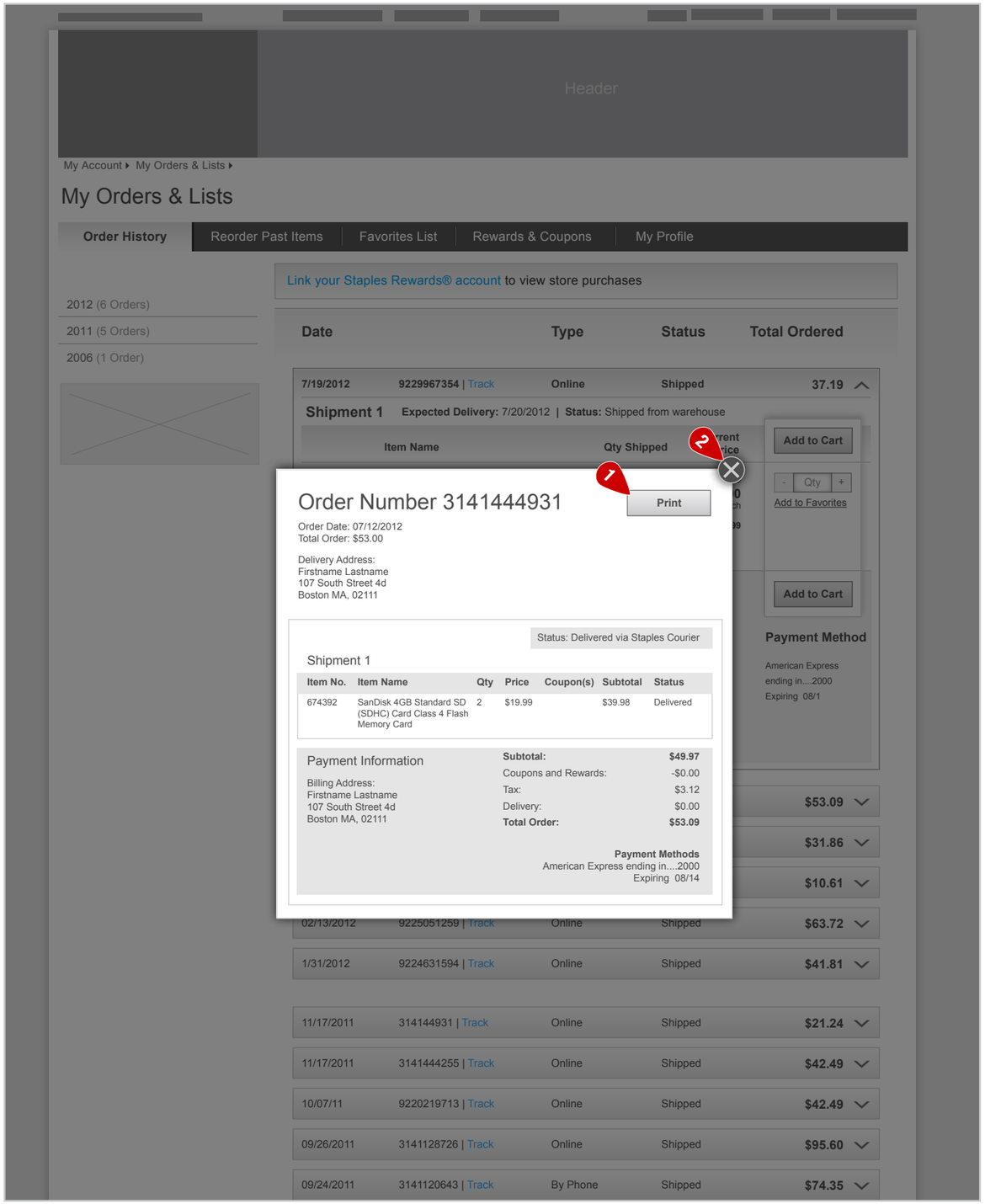


10_02_015_OrderHistoryDetail.pdf

My Order History | Order Detail | Printable Detail Modal

STAPLES.COM SCREENSHOT(S)





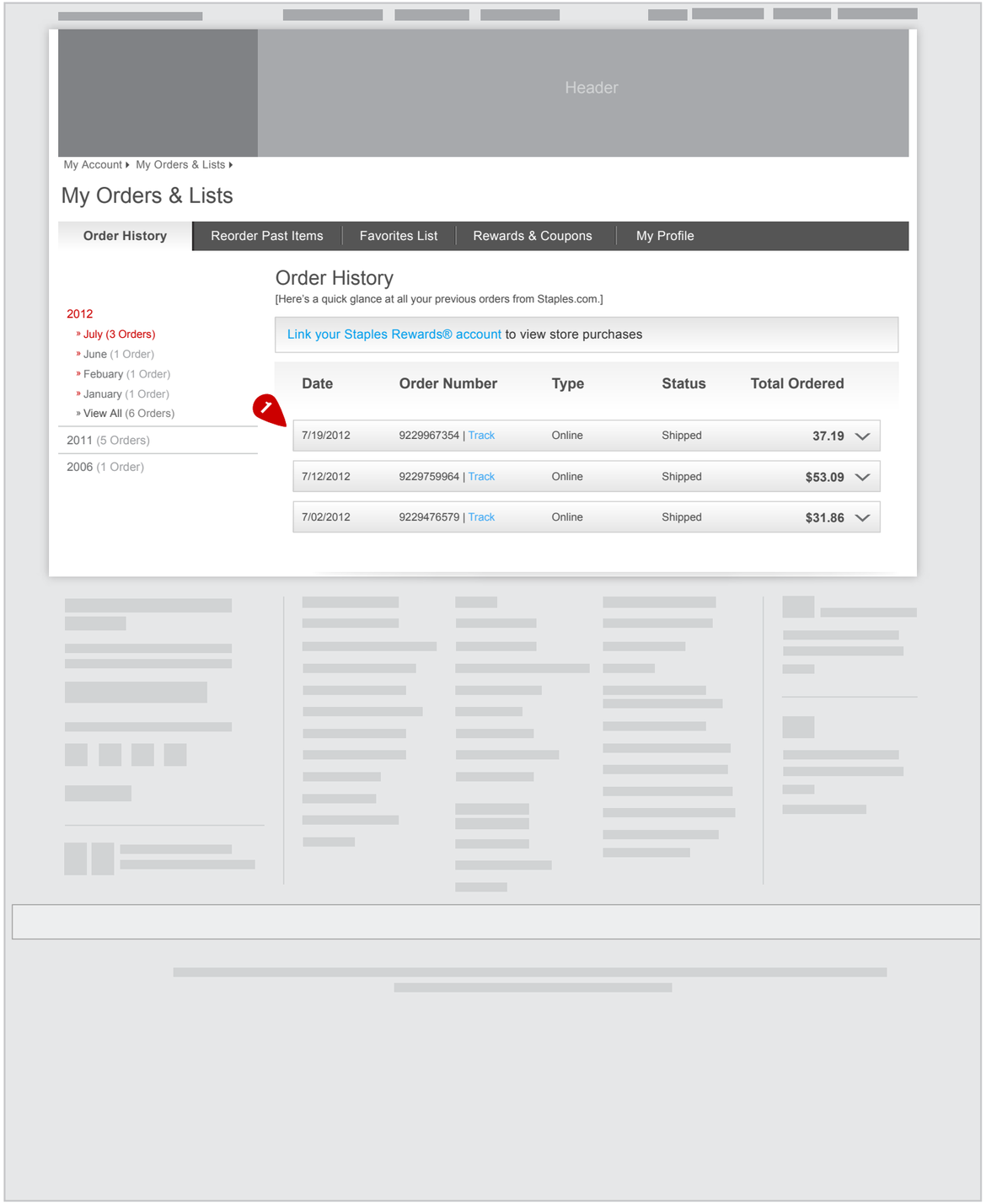
10_02_01_OrderHistoryDetail.pdf

ANNOTATIONS

1. Prints the order
2. User may close the overlay by clicking outside the window or clicking on the X.

My Order History | Month View

STAPLES.COM SCREENSHOT(S)



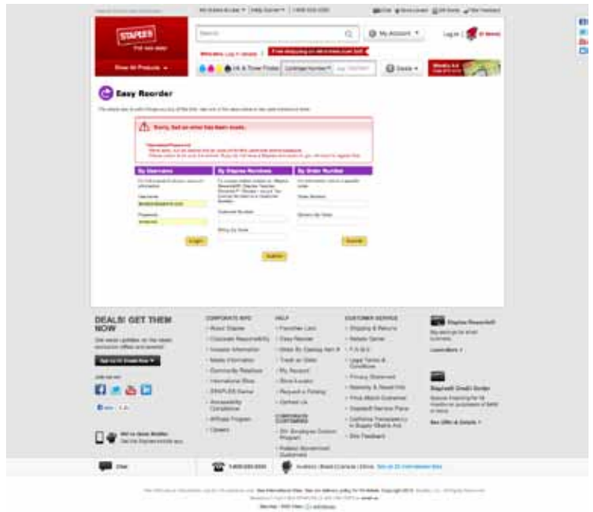
10_04_00_OrderHistoryMonth.pdf

ANNOTATIONS

1. This page displays only the orders for the month selected in the left nav. If there are more than 20 orders for that month, the user can see additional orders by scrolling to the bottom of the list. A bar will appear indicating that more orders are being loaded—additional orders will appear below the initial 20 once loaded (see Appendix - States & Variants).

My Order History | No Orders

STAPLES.COM SCREENSHOT(S)

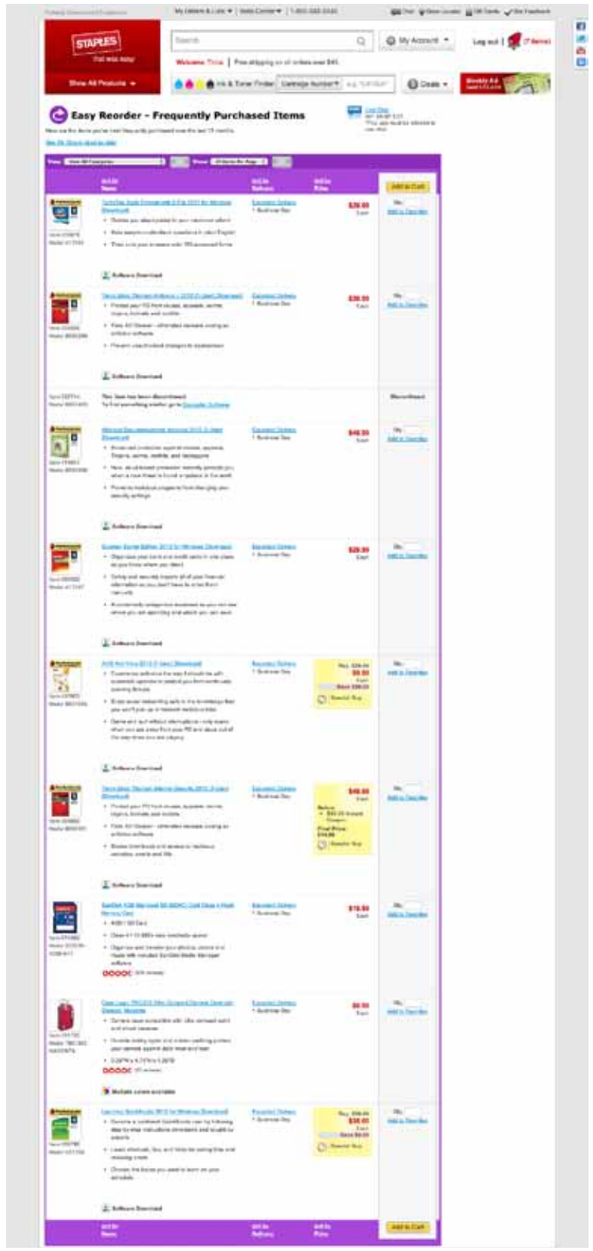


10_01_03_orderhistory_null.pdf

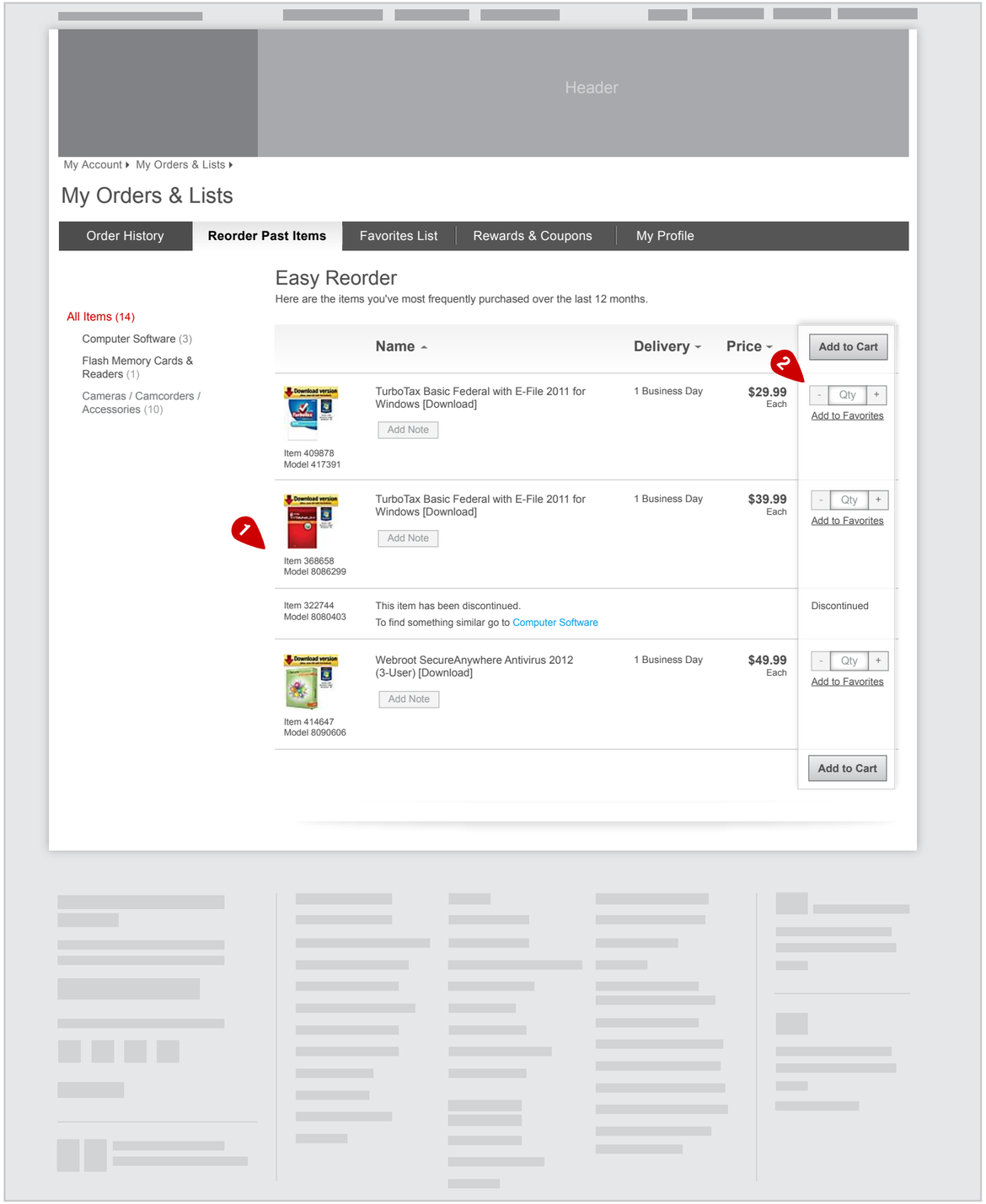
ANNOTATIONS

1. Users who have no order history will see this screen instead of the current experience (log in page with an error).

STAPLES.COM SCREENSHOT(S)



Reorder Past Items



ANNOTATIONS

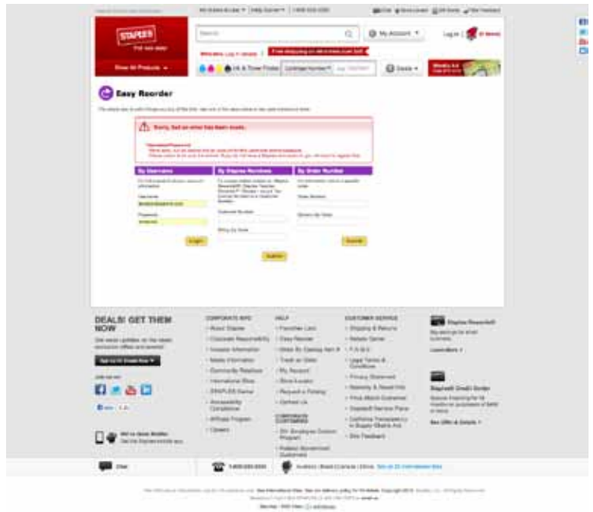
1. By default, all items ordered in the previous 12 months appear. The user can refine the results by clicking on the category facets in the left nav (e.g. Computer Software).
2. "Add Note," "Add To Cart," "Add to Favorites" and "Qty" are described in the Appendix.

QUESTIONS FOR SKAVA

1. How many items are available to present? How are they sorted?

Reorder Past Items | No Past Items

STAPLES.COM SCREENSHOT(S)

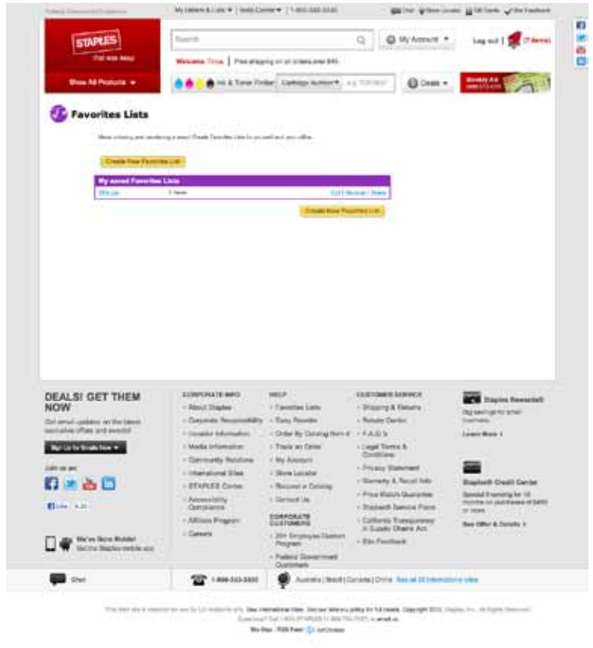


20_01_00_reorder_null.pdf

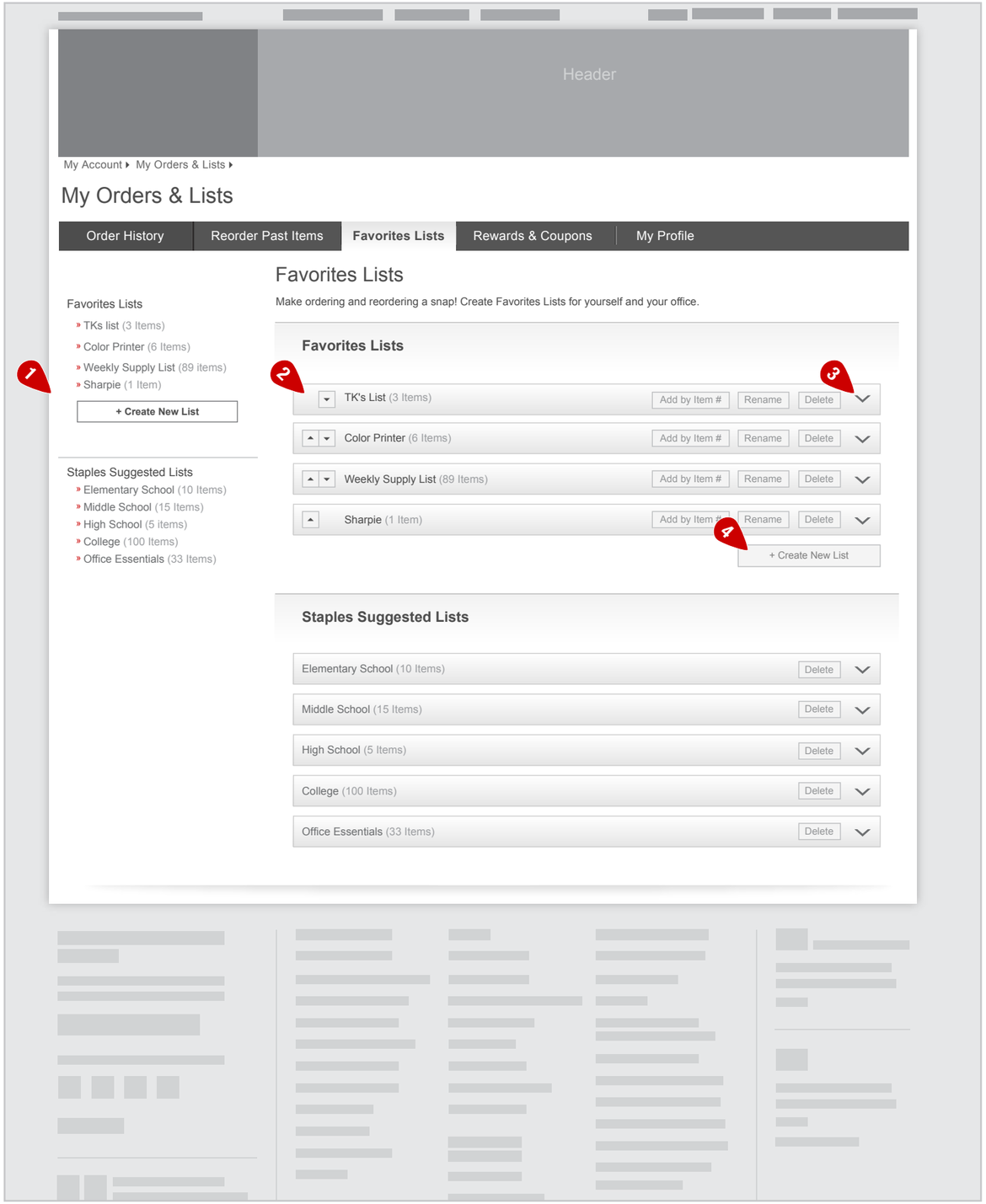
ANNOTATIONS

1. Users who have no order history will see this screen instead of the current experience (log in page with an error).

STAPLES.COM SCREENSHOT(S)



Favorites Lists | Default View



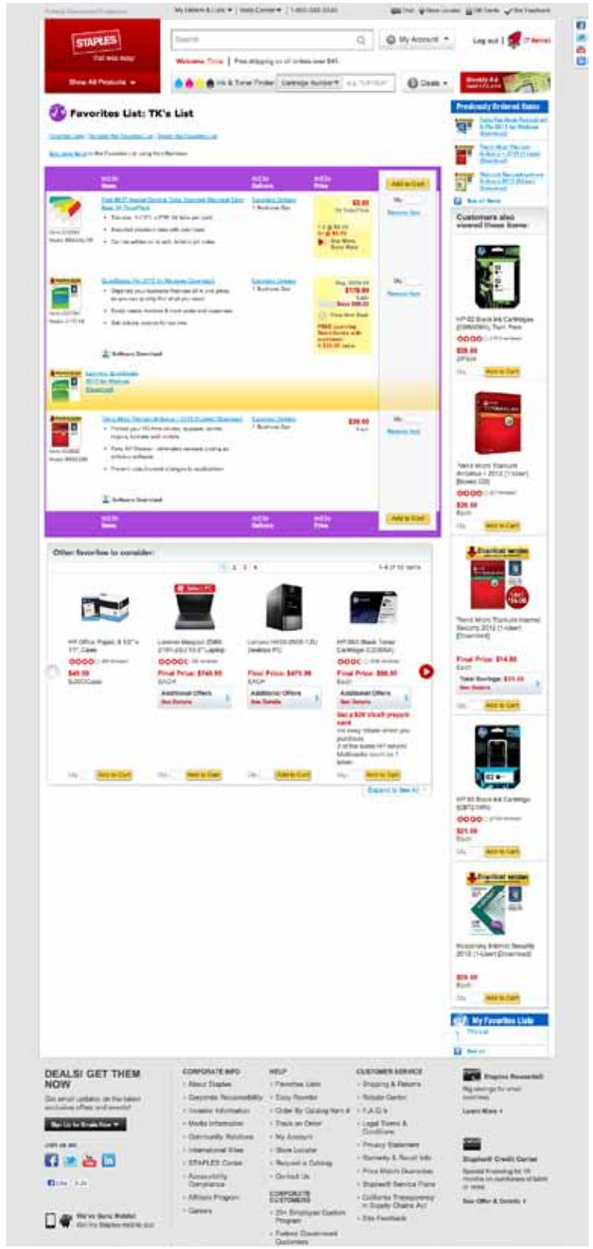
30_01_00_Favorites.pdf

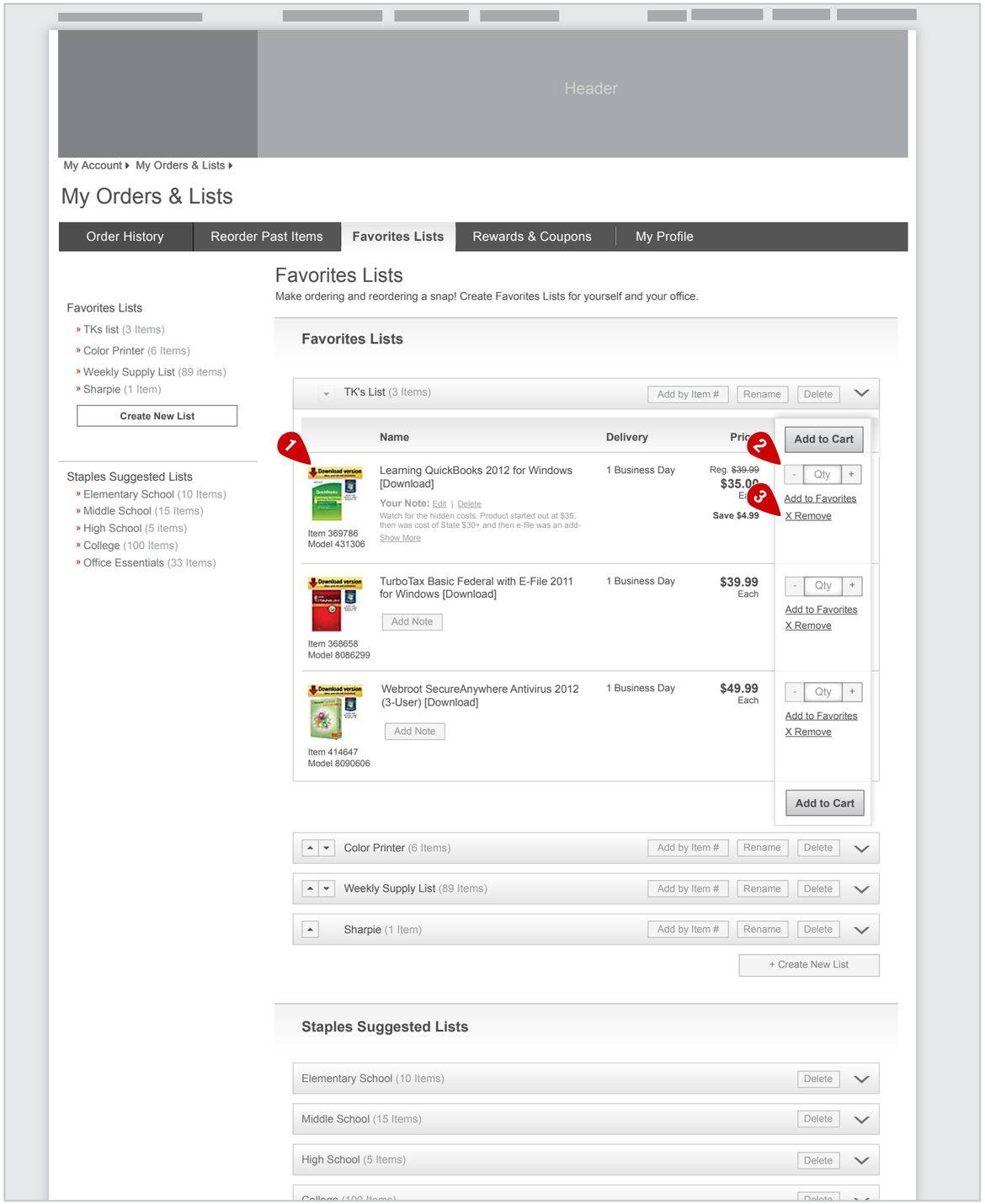
ANNOTATIONS

1. Users may browse their favorites lists via the left nav or the expandable/collapsible bars in the main panel.
2. These arrows allow the user to move lists up and down in the order. Clicking on a list bar expands that bar, revealing the list.
3. Rename allows the user to type a new name for that list (see appendix). Delete allows the user to delete the list (see appendix).
4. "Create New List" allows the user to create a new list (see appendix).

Favorite Lists | List Detail

STAPLES.COM SCREENSHOT(S)





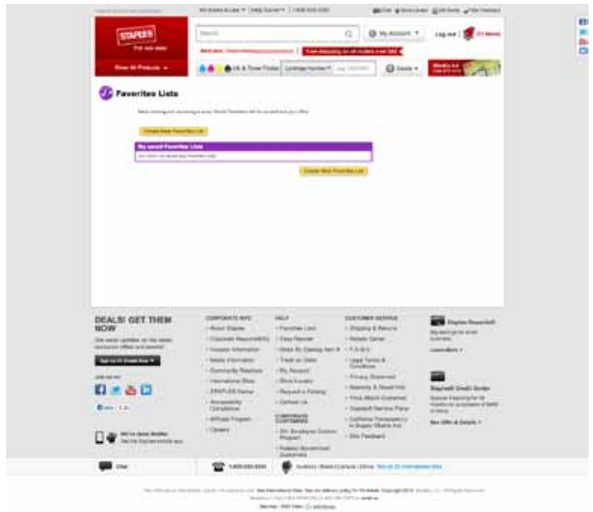
ANNOTATIONS

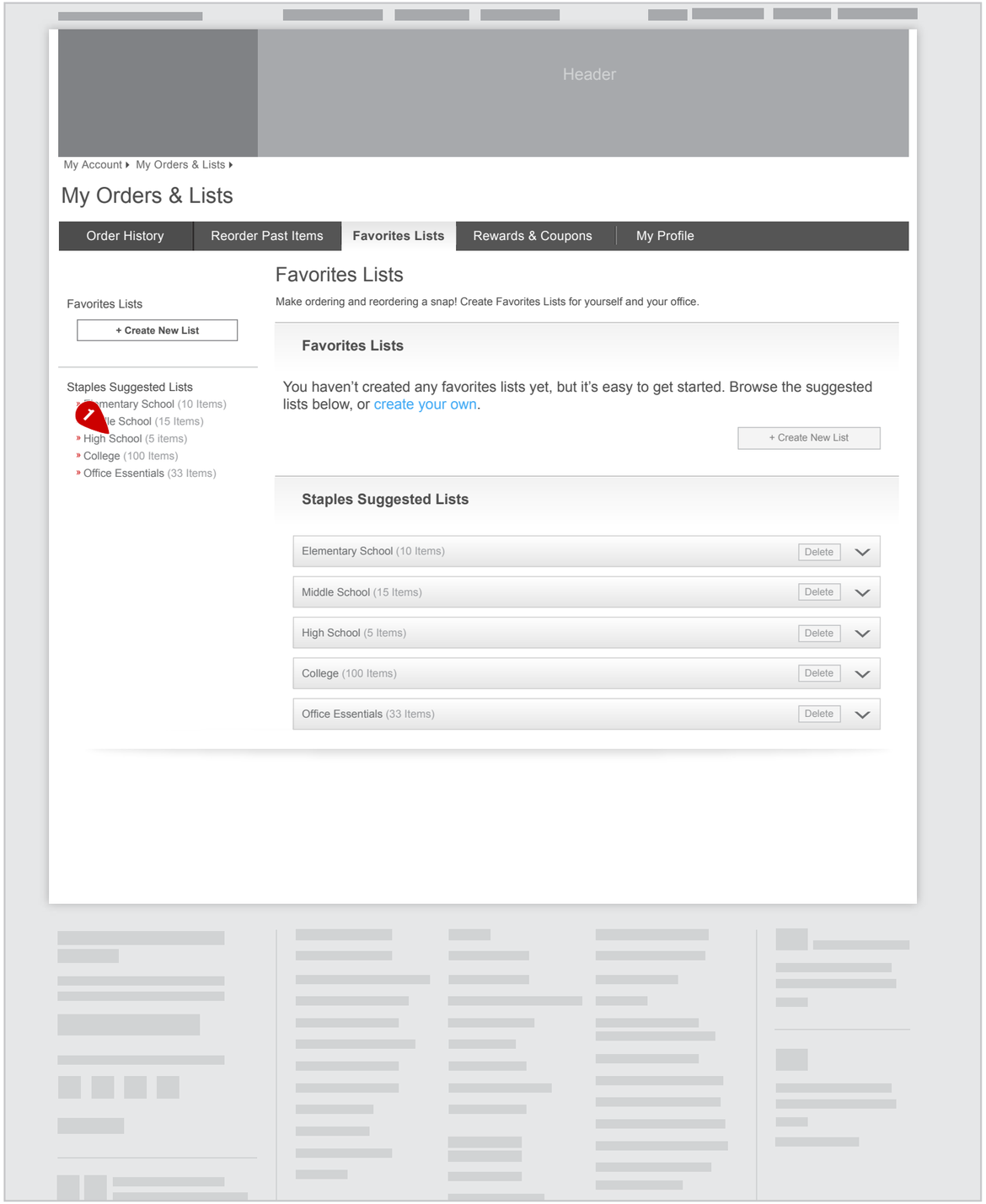
1. Clicking on the product image or name displays the Quick View PDP for that item.
2. "Add Note," "Add To Cart," "Add to Favorites" and "Qty" are described in the Appendix.
3. "Remove" allows the user to remove an item from a list (see appendix).

30_01_00_FavoritesDetail.pdf

Favorite Lists | No Lists

STAPLES.COM SCREENSHOT(S)





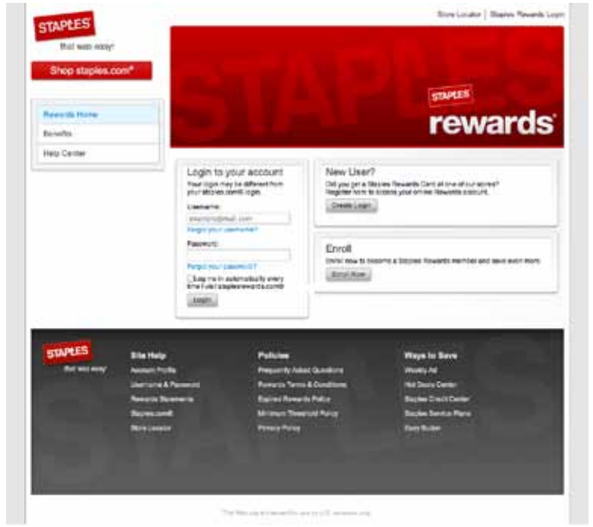
30_01_01_Favorites_null.pdf

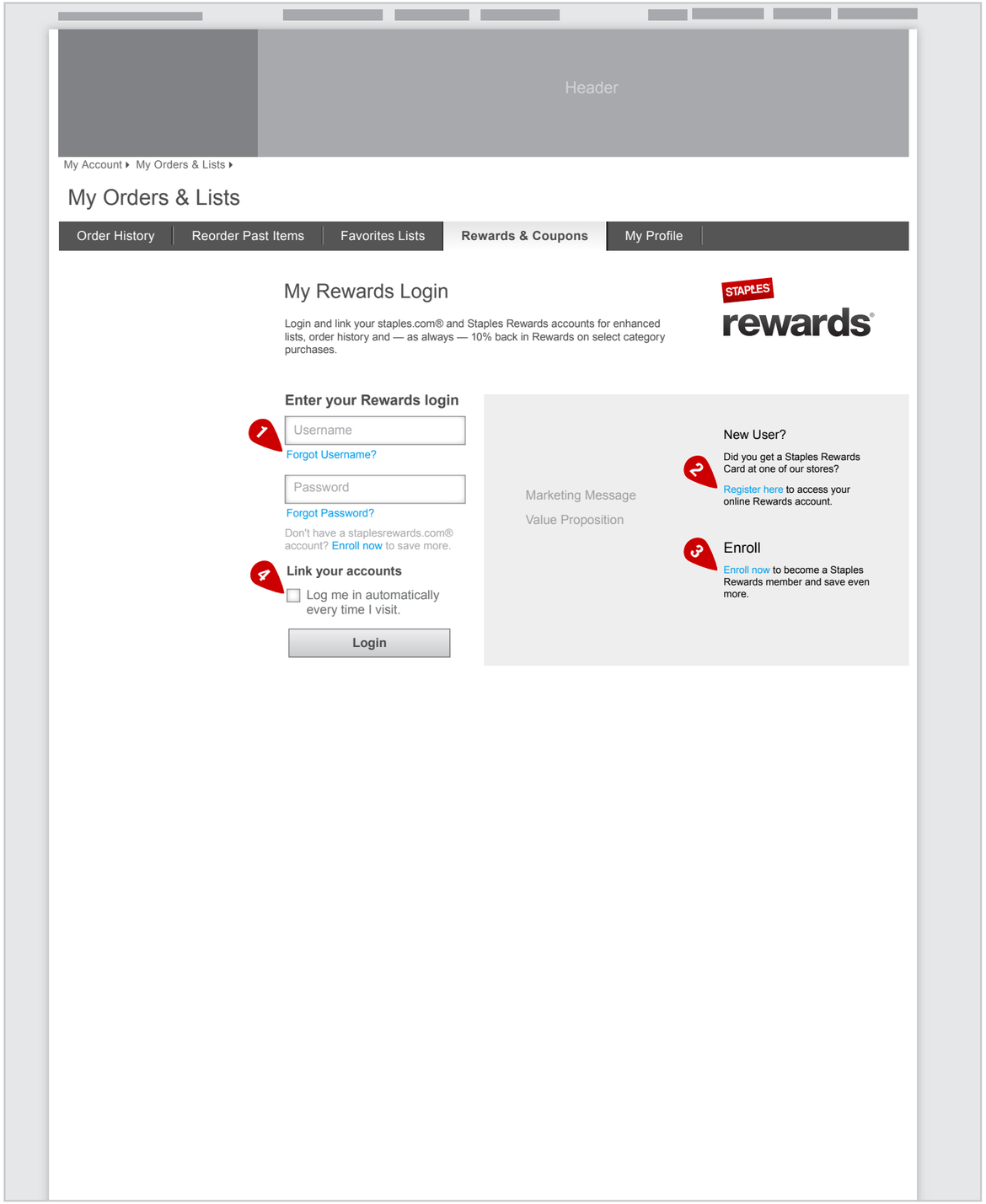
ANNOTATIONS

1. Users who have not yet created any Favorites Lists (or who delete all their lists) will see a redesigned version of the 'No Lists' page including brief instructional text and calls-to-action to create a new list.

Rewards | Login

STAPLES.COM SCREENSHOT(S)



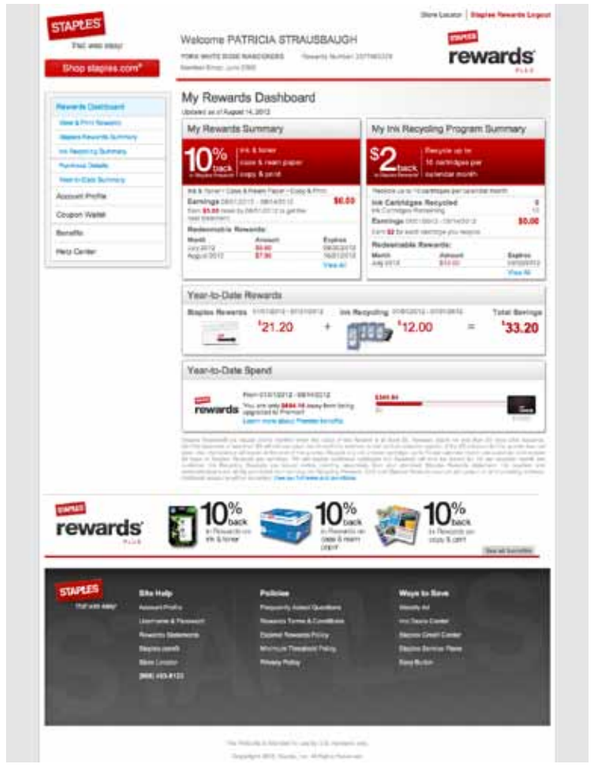


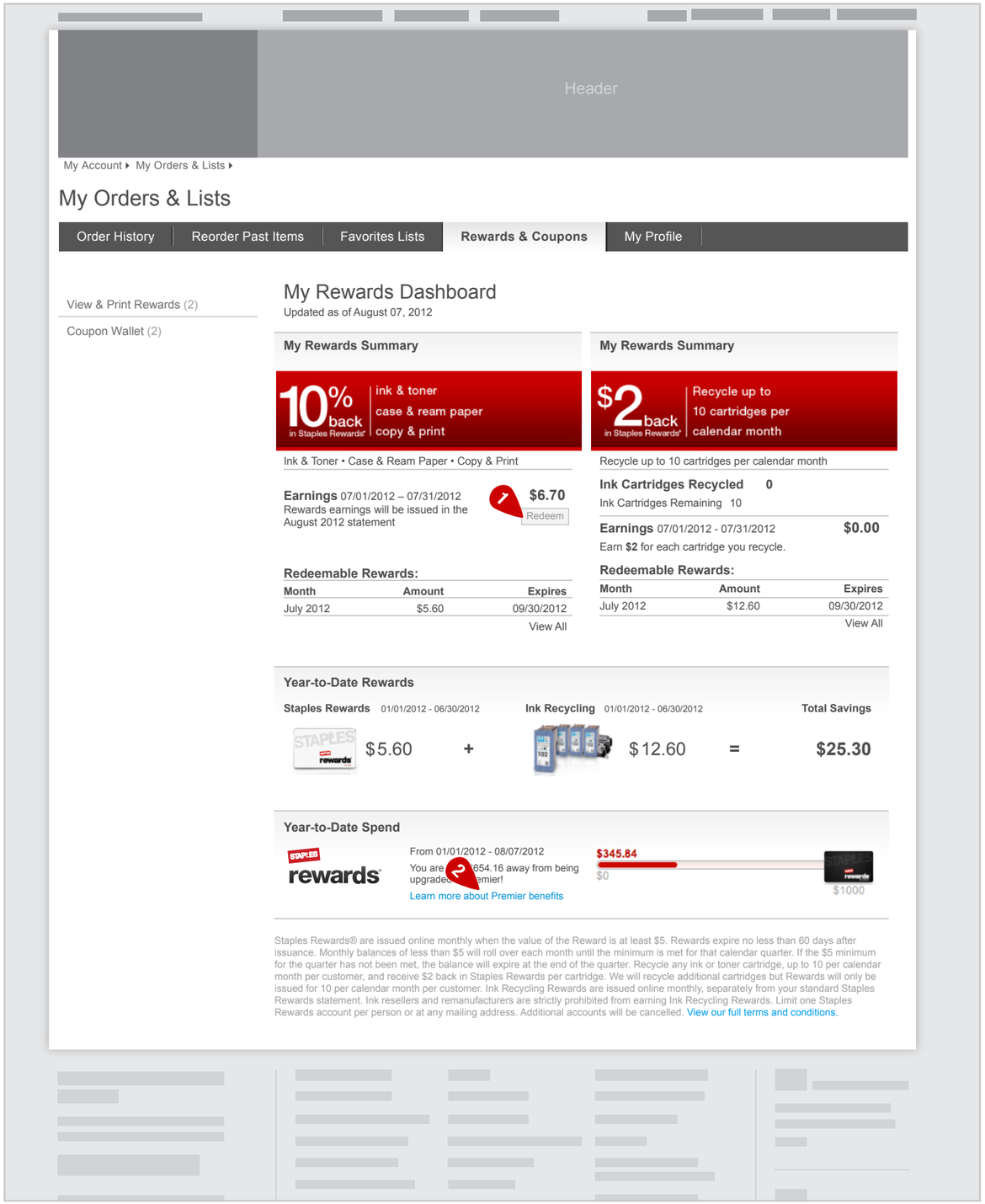
ANNOTATIONS

1. Users who have not linked their Staples.com account to a Staples Rewards login will see this page. The user can log in to their Staples Rewards account by entering their username and password in the appropriate fields.
2. Takes users to the existing Create Username & Password page on Staplesrewardscenter.com.
3. Takes users to the existing enrollment page on Staplesrewardscenter.com.
4. Users wishing to log in may check this box to ensure they'll remain logged in. If they don't check this box, they'll be asked to log in to Staples Rewards again after the current session expires.

Rewards | My Rewards

STAPLES.COM SCREENSHOT(S)





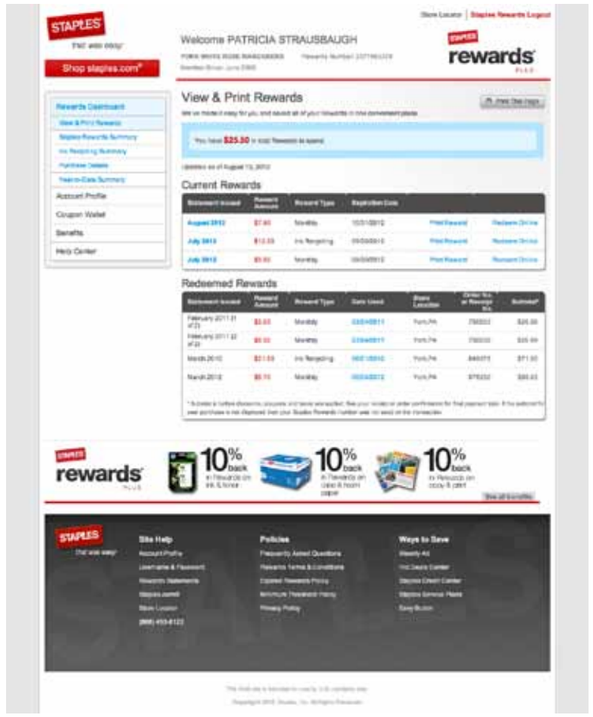
40_02_00_rewards_known.pdf

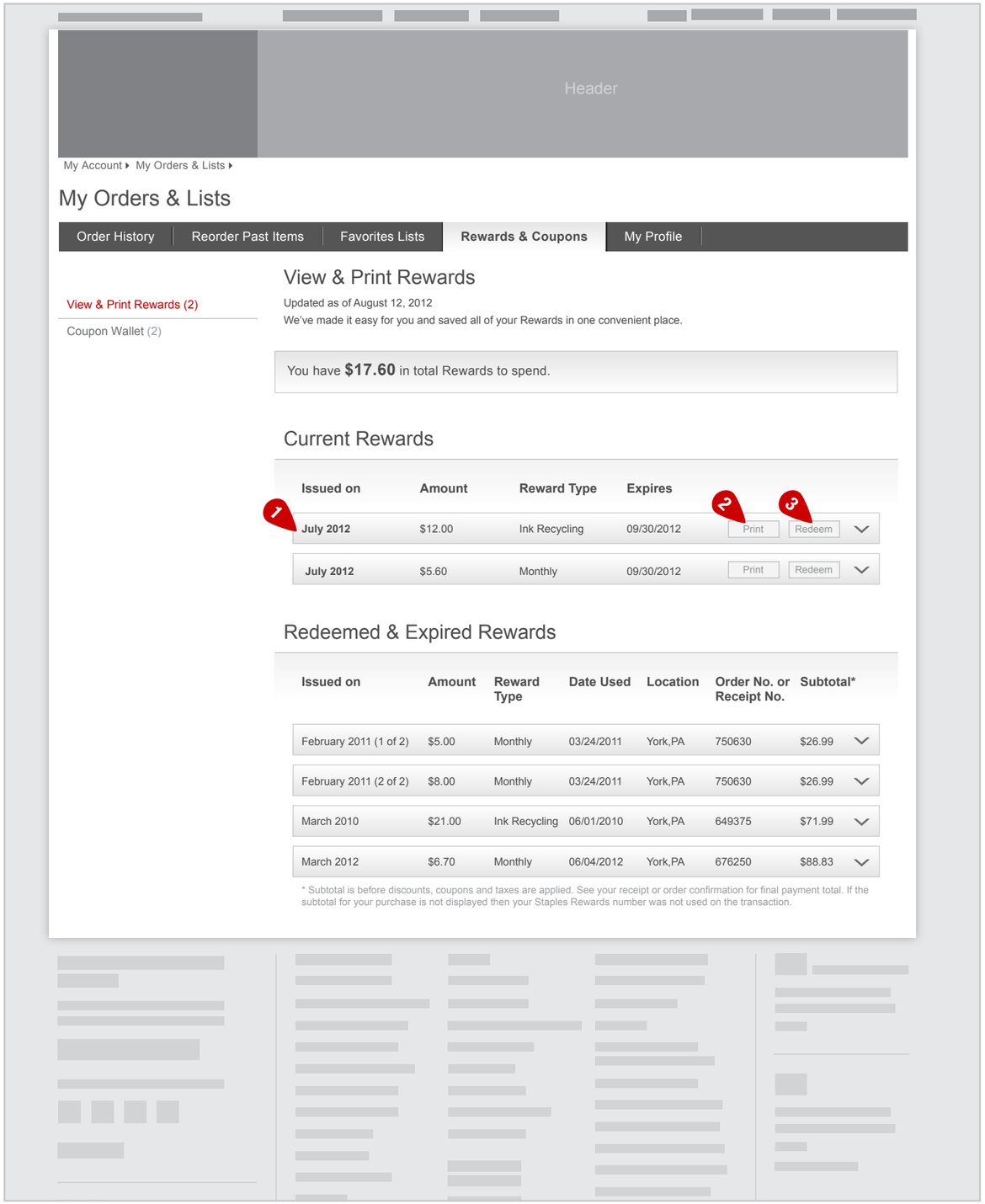
ANNOTATIONS

1. Allows the user to redeem the corresponding reward by adding it the user's cart.
2. Displays the Premier Benefits page from Staplesrewardscenter.com.

Rewards | View & Print

STAPLES.COM SCREENSHOT(S)





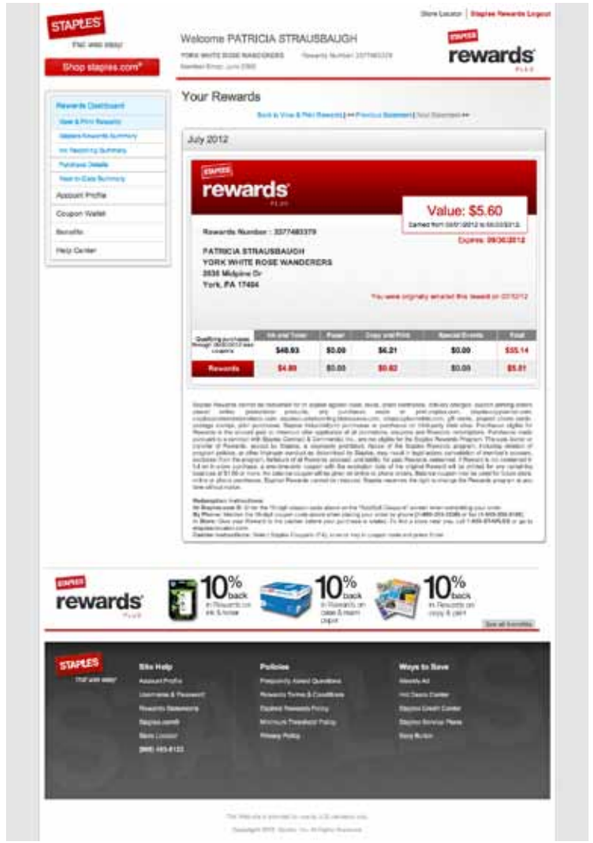
40_03_00_rewards_viewprint_all.pdf

ANNOTATIONS

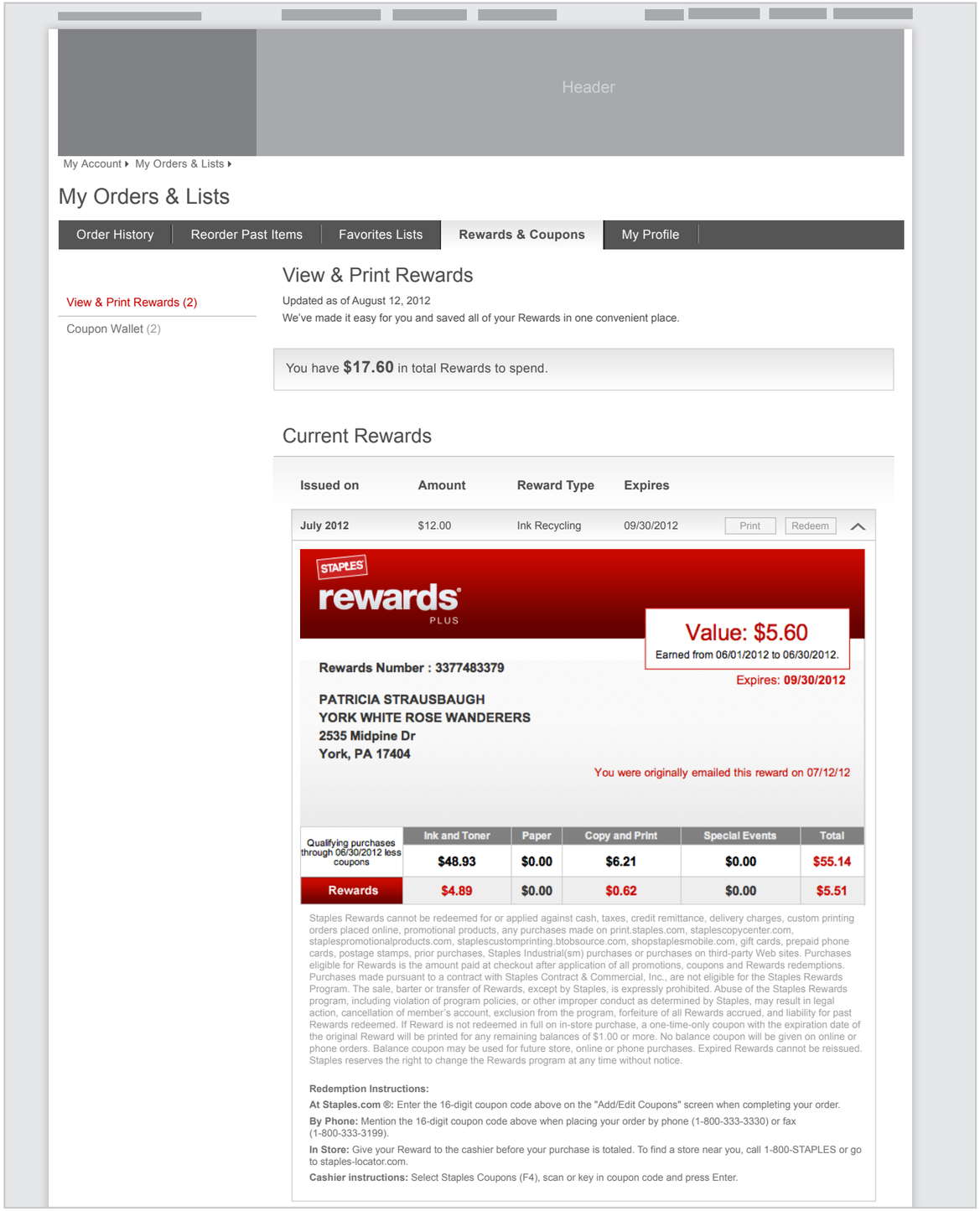
1. Clicking anywhere in the row will cause the row to expand.
2. Spawns a modal window with a printable view of the reward coupon, and triggers the browser's print function.
3. Redeems the corresponding reward by adding it to the user's cart.

Rewards | View & Print | Reward Detail

STAPLES.COM SCREENSHOT(S)



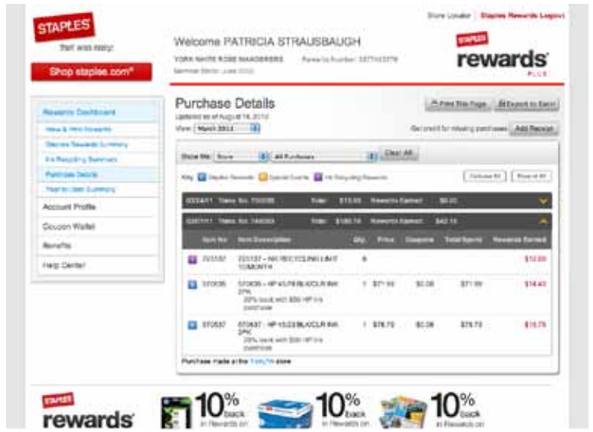
ANNOTATIONS

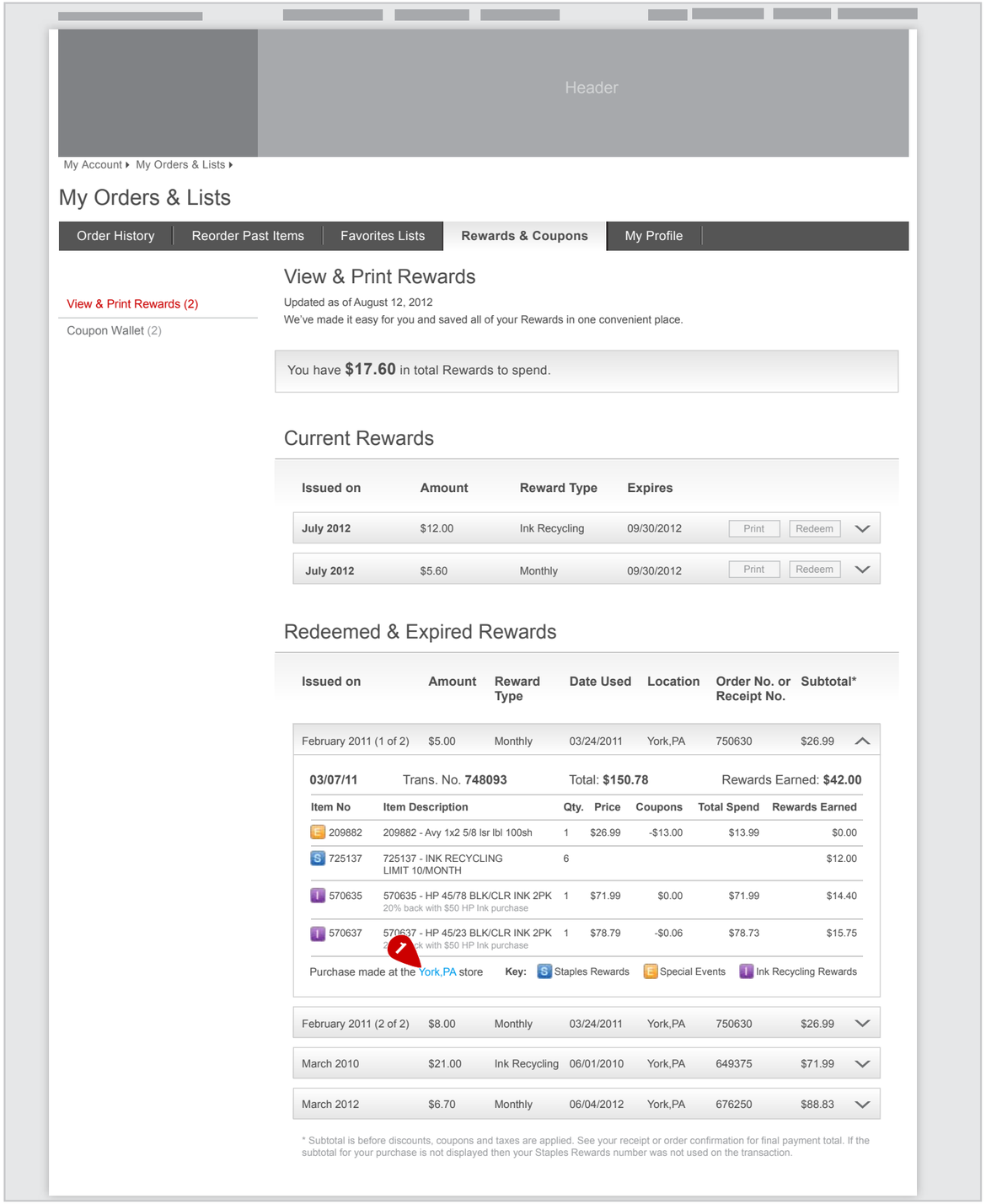


40_04_00_rewards_viewprint_detail.pdf

Rewards | View & Print | Redeemed/Expired Detail

STAPLES.COM SCREENSHOT(S)





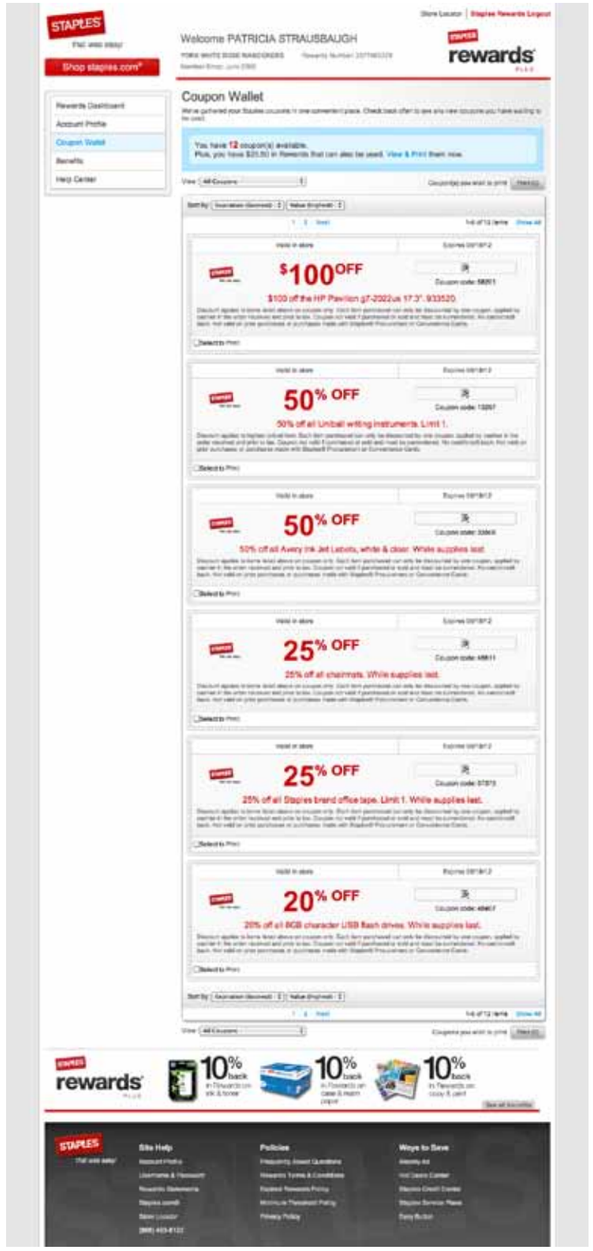
ANNOTATIONS

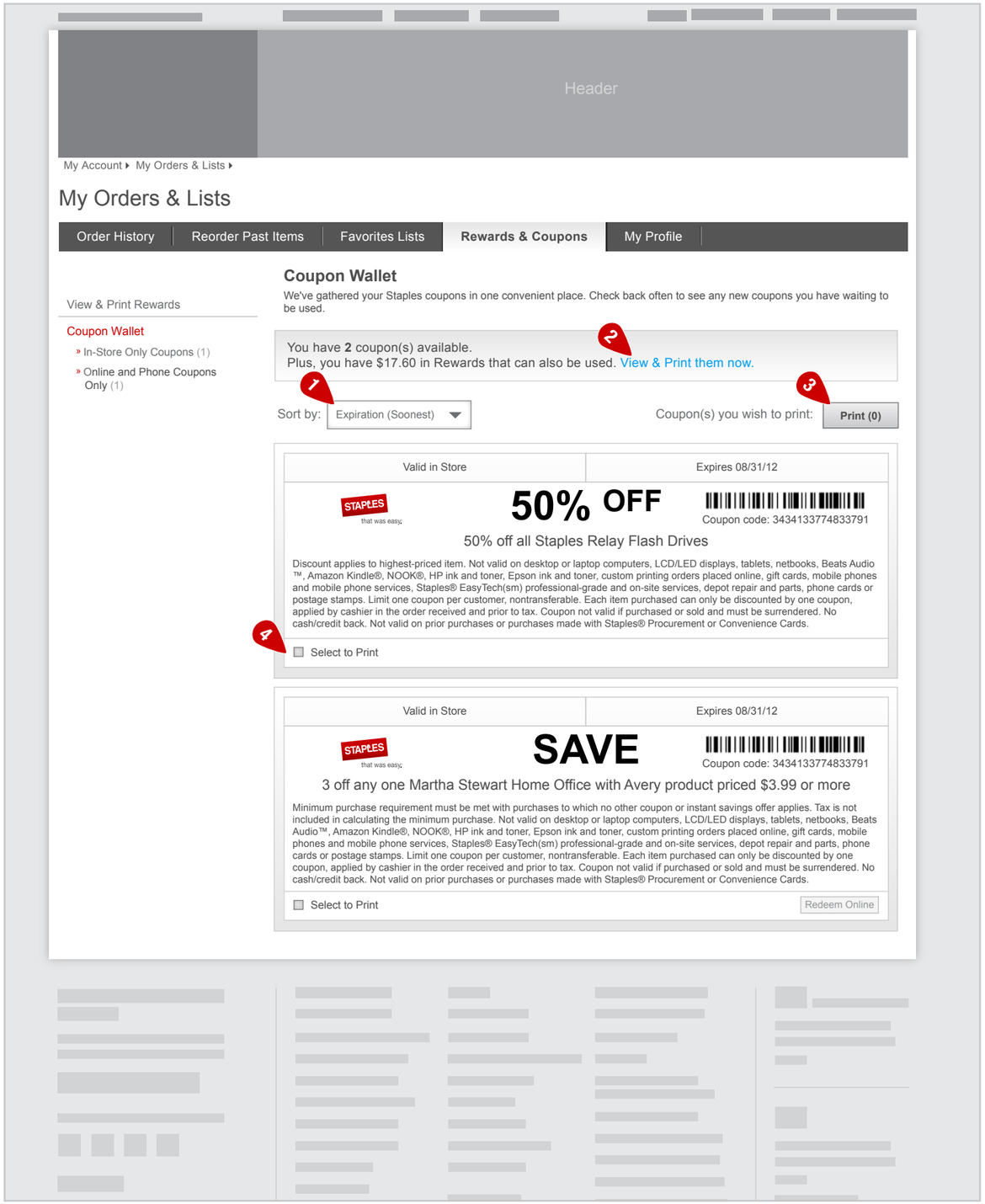
1. Opens the store locator, functions as designed on StaplesRewardsCenter.com.

40_05_00_rewards_viewprint_redeem.pdf

Rewards | Coupon Wallet

STAPLES.COM SCREENSHOT(S)





ANNOTATIONS

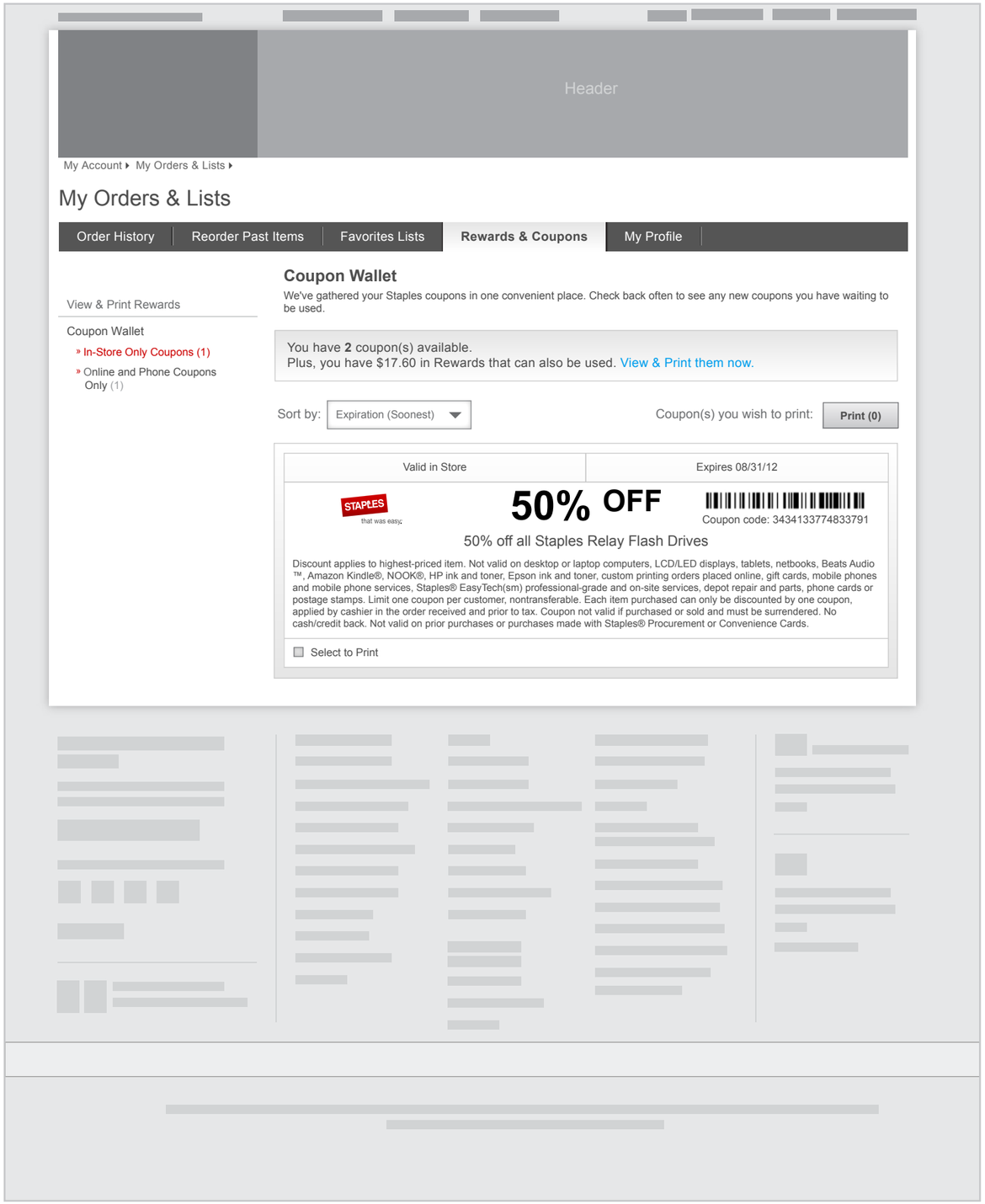
1. Allows the user to sort coupons. Functions as designed on StaplesRewardsCenter.com.
2. Displays the “View & Print Rewards” page.
3. Prints any coupons that have been selected using the selector checkbox. If no coupons have been selected, this button appears inactive.
4. Allows the user to select and deselect coupons to be printed.

40_07_00_rewards_coupon_all.pdf

Rewards | Coupon Wallet | In-Store Only

STAPLES.COM SCREENSHOT(S)

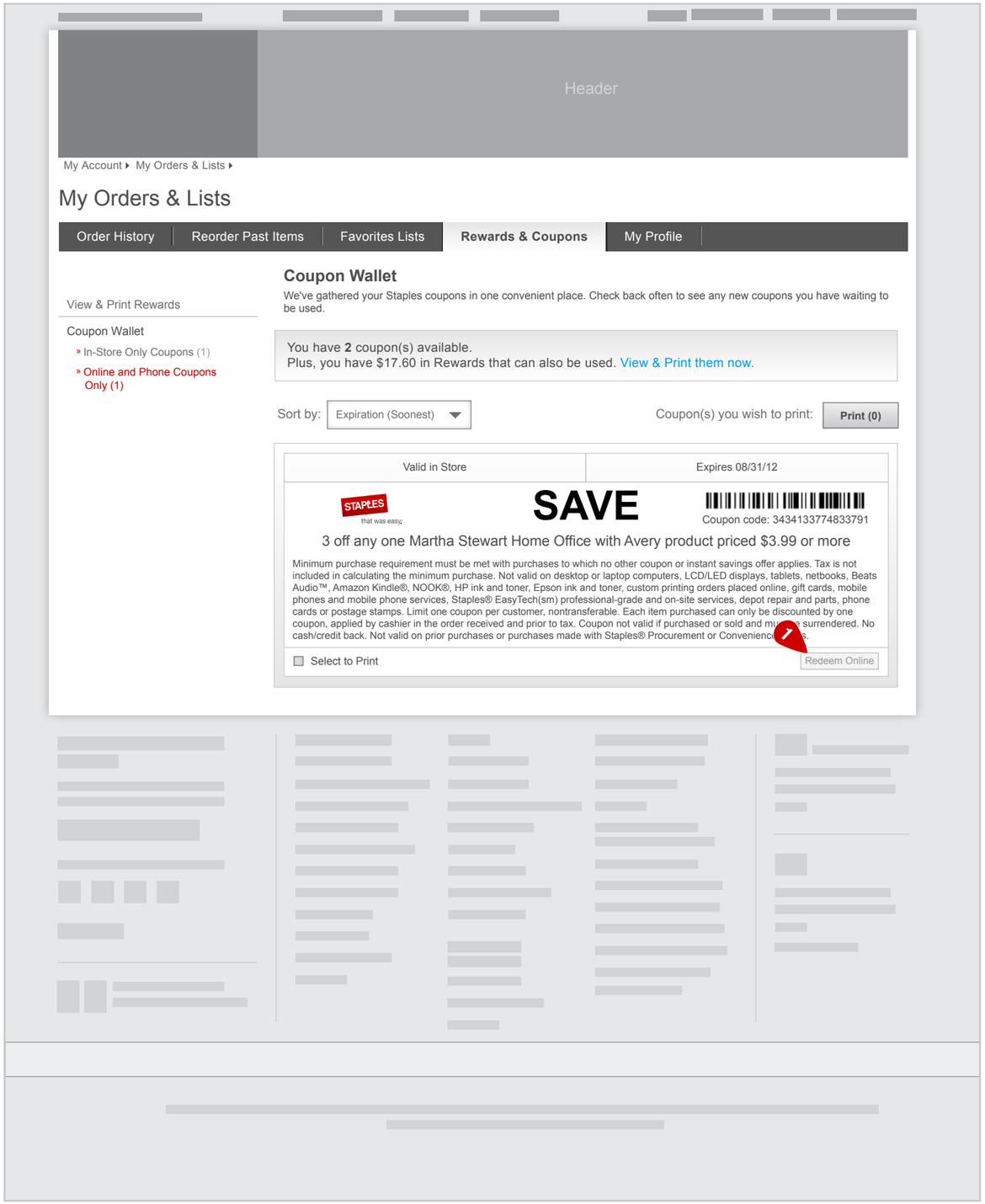
ANNOTATIONS



40_08_00_rewards_coupon_store.pdf

Rewards | Coupon Wallet | Online & Phone

STAPLES.COM SCREENSHOT(S)



40_09_00_rewards_coupon_online.pdf

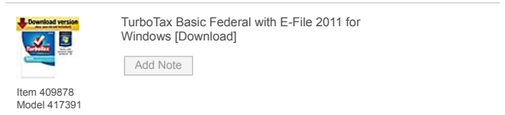
ANNOTATIONS

1. Allows the user to redeem the corresponding coupon by adding it to the user's cart.

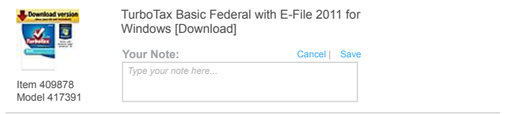
Appendix | States & Variants

Add/Edit/Delete Notes

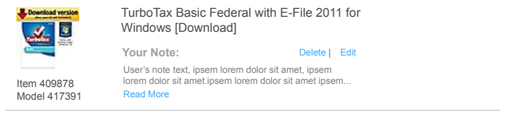
1. No Note Added



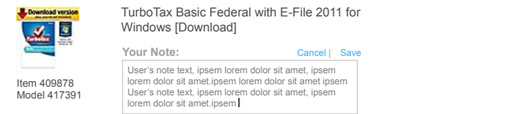
2. Add Note Initial State



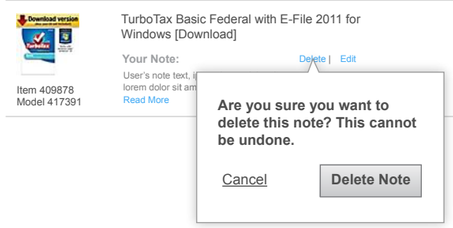
3. Saved Note



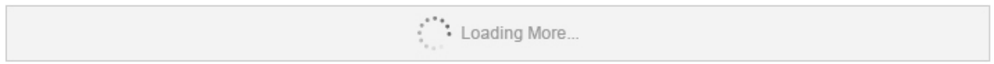
4. Edit Note



5. Delete Note

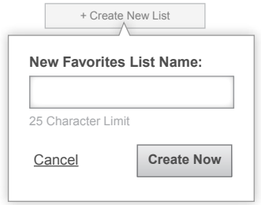


'Loading More' Bar

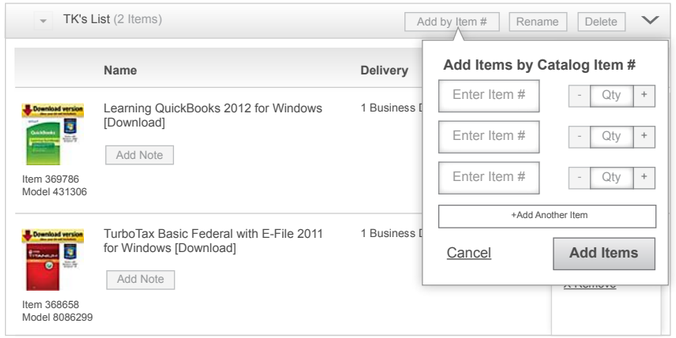


Create/Add To/Rename/Delete List

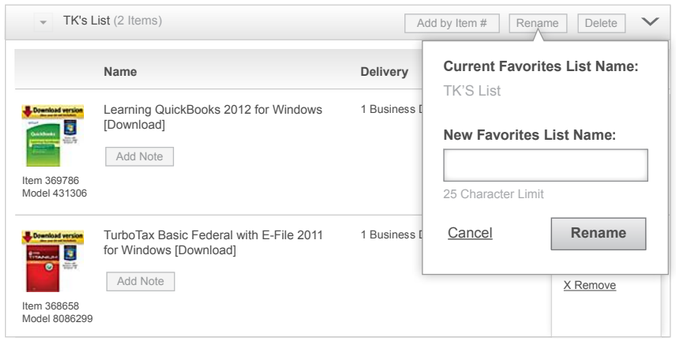
Create New List



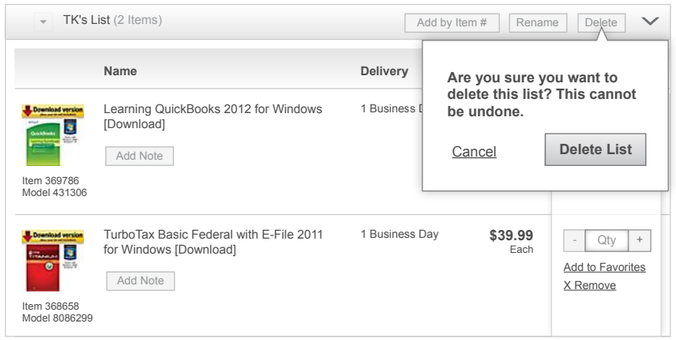
Add by Item #



Rename List Popover



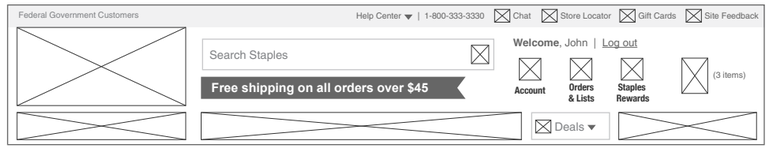
Delete List Popover

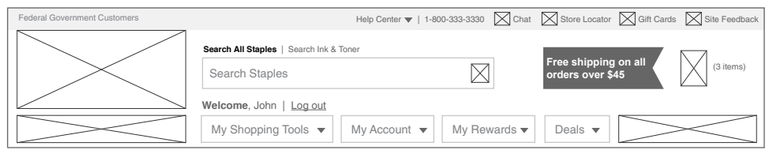


Successes *A few ideas worthy of further exploration but which were eliminated due to scope considerations.*

Header As Entry Point

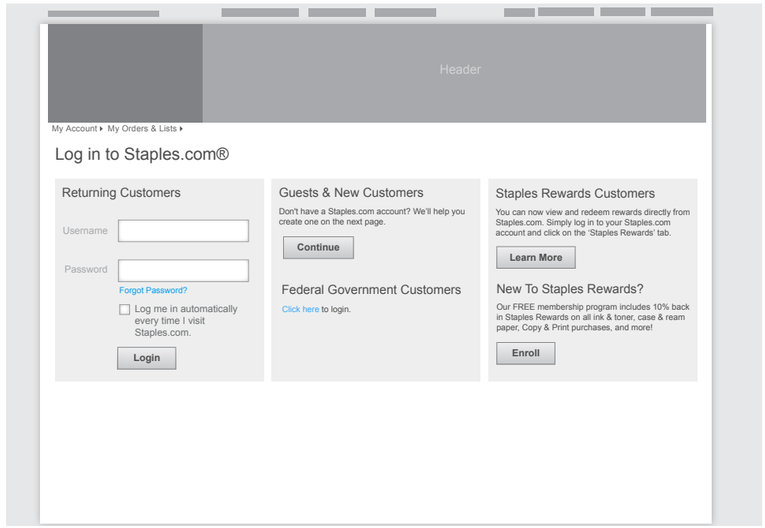
Much of the header real estate is promotional in nature; there is a natural tendency to look for tools or utilities as part of the site navigation. We should evaluate the balance of the two, and whether putting the entry points where people will naturally look for them is logical.





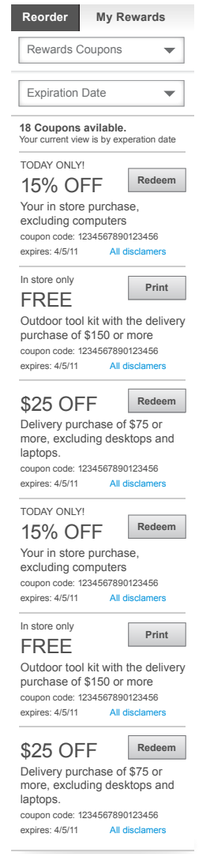
Login Page As Entry Point

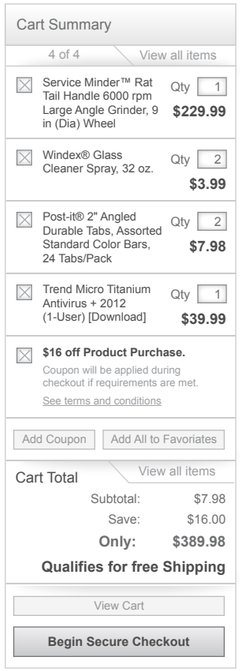
This seems to be one of the better places for the double login, as it follows the existing user process and is less overt than placement on the home page.



Redeeming Rewards & Coupons from Sidebar

This was presented as an accompaniment to the existing "previously ordered items" directly under the left navigation on the site. Teasing the value of rewards and allowing customers to redeem their earnings and coupons quickly and easily seemed very valuable.

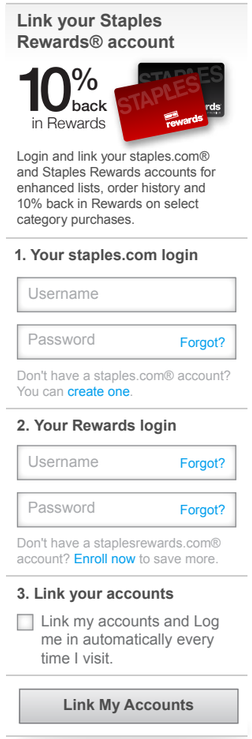




Cart Summary

This provided through the use of an interactive tool, the ability to order from any saved list or historical order quickly and efficiently. It also provided the ability to create or add to a list from cart items. This is really a redesign of the cart page and more than what was agreed to in scope. It also provoked questions of the functionally needing to be more ubiquitous on the site and odd as restricted to a few select pages.

Failures *Concepts we explored that raised concern, either with users, stakeholders or the design team.*



Double Log In

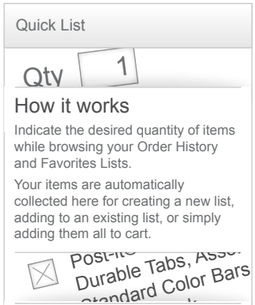
We suspected this might be bad; we just didn't know how bad it would be. At best there was a sentiment of non-compliance, at worst it confused our customers and caused alarm, due to an expectation that we are one Staples and we should already know these things.

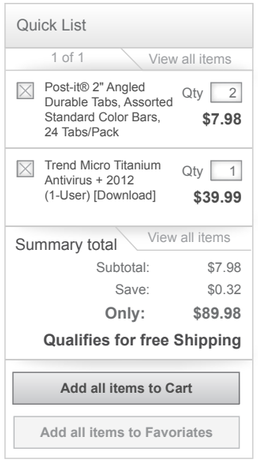
Recommendation: Until single sign on functionality exists, we have to accept these strong emotions. However, will be best suited by offering something of value in return multiple log-ins.

List Builder

This concept emerged from a desire to show users a working list of items from various sources (past orders, reorder, and favorites lists). However, the goal is to support repeat purchasing, and the cart summary provides a better function for this and is one step closer to purchasing.

Recommendation: Use summary cart instead, which performed better.

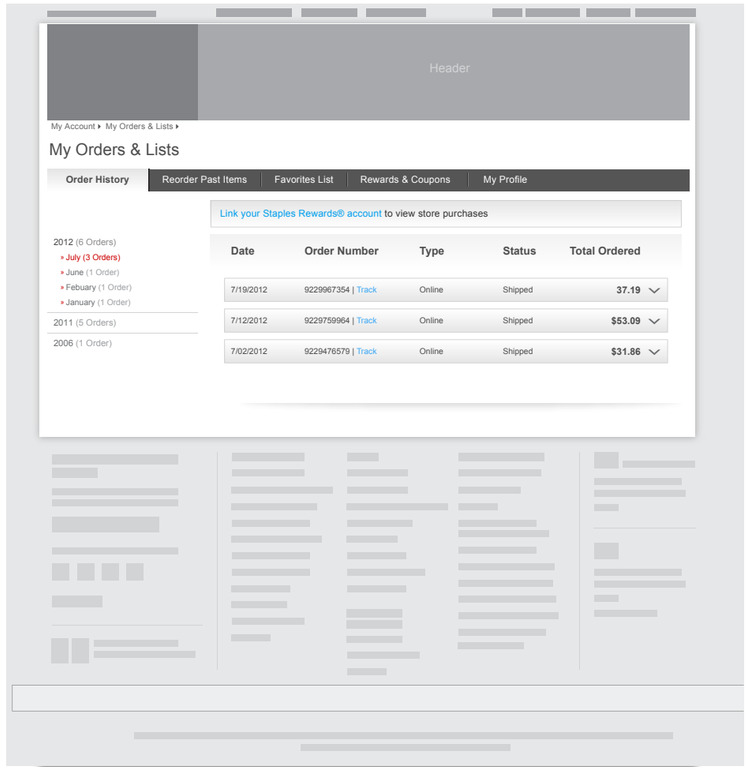


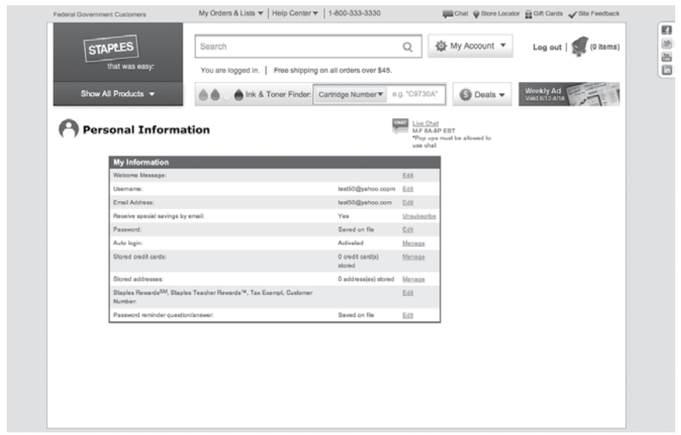


Data Model

Product vs. Order Level: most users seem to have a strong association with the product and less so with any given order at any given time. This means our order history, while improved, is limited in its potential. Customers simply do not have the recall for that type of data organization.

Recommendation: What was "Easy Reorder" is a prime opportunity to provide expanded views of product level data. Currently it lacks the data and technical ability for further personalization. Likely product views might include, in addition to popular or frequent, all purchased products by category, most ordered products, customized products (copy & print) and sale items or couponed items. There is also a social potential here.





Disjointed Experience in My Account

Most of the My Account pages will be consolidated, reordered and updated. My Profile is not included and The My Account page is pragmatically no longer needed.

Recommendation: Visually update My Profile and ideally make the functionally more contemporary. Consider replacing the "My Account" page with "My Orders and Lists" and renaming. Consider a mechanism perhaps a password wallet for managing all of the various log-ins and 3rd party vendors until single sign on can become a reality. It is a shame to only provide linking for rewards.