

20478 NextGen Reorder Project Wireframes

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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



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ANNOTATIONS

States & Variants).

the order

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 -

2. Clicking anywhere within a row will cause the row to expand (see page 4). Clicking the row

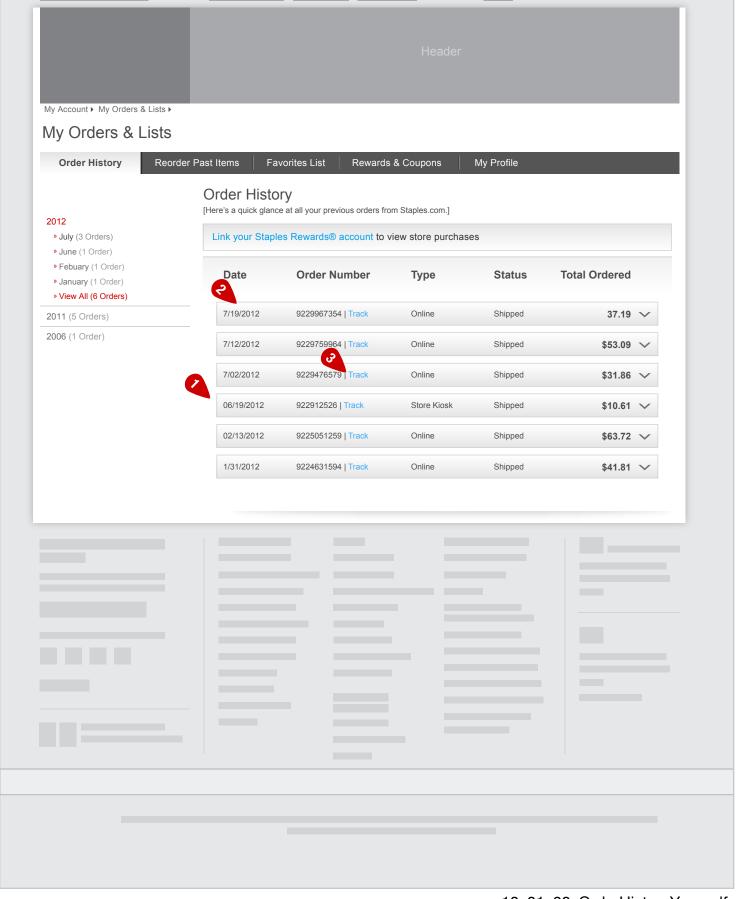
again will cause it to collapse. More than 1

3. "Track" links to the tracking information for

row can be expanded at a time.

My Order History | Initial View

4



10_01_00_OrderHistoryYear.pdf

TO_OT_OO_OrderHistory Year.p

My Order History | Order Detail

A B C & In & Town From Commanders of The Late Co. Order Details: 9229967354 DEALS! GET THEM NOW Mystern Action 4 | Intercemp4 | 1 decision 1 decision | Space of the control of t DEALS! GET THEM - Drawing & Salama

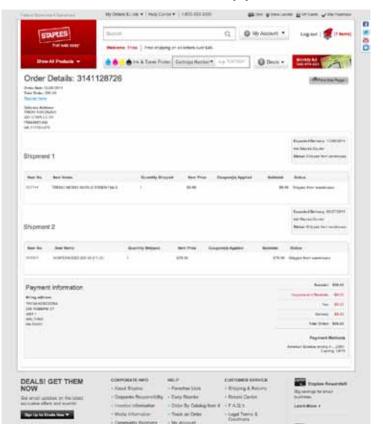
STAPLES.COM SCREENSHOT(S)

My Account ▶ My Orders & Lists ▶ My Orders & Lists Reorder Past Items Favorites List Order History Rewards & Coupons My Profile Order History [Here's a quick glance at all your previous orders from Staples.com.] 2012 Link your Staples Rewards® account to view store purchases » July (3 Orders) » June (1 Order) » Febuary (1 Order) Date Status **Total Ordered** Type » January (1 Order) » View All (6 Orders) 7/19/2012 9229967354 | Track Online Shipped 37.19 🔨 2011 (5 Orders) **Shipment 1** Expected Delivery: 7/20/2012 | Status: Shipped from warehouse 2006 (1 Order) Add to Cart Price 2 Learning QuickBooks 2012 for Windows 1 at \$35.00 each Qty + [Download] Total: \$35.00 \$35.00 dd to Favorites Each Your Note: Edit | Delete Save \$4.99 Item 369786 Show More Model 431306 Order Details: 9229967354 Print Order Details Add to Cart **Payment Summary** Billing Address Delivery Address Payment Method Subtotal: \$35.00 Henry Wallace Coupons and Rewards: -\$0.00 123 First St. 123 First St. ending in....2000 \$2.19 Apt. 1 Expiring 08/1 Tax: Waltham, MA 02453 Waltham, MA 02453 \$0.00 Delivery: Total Order: \$37.19 7/12/2012 9229759964 | Track Online Shipped \$53.09 🗸 7/02/2012 9229476579 | Track \$31.86 🗸 Online Shipped 06/19/2012 9229125236 | Track Store Kiosk \$10.61 🗸 Shipped 02/13/2012 9225051259 | Track Online Shipped \$63.72 🗸 1/31/2012 9224631594 | Track Shipped \$41.81 🗸

ANNOTATIONS

- "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.

10_02_00_OrderHistoryDetail.pdf



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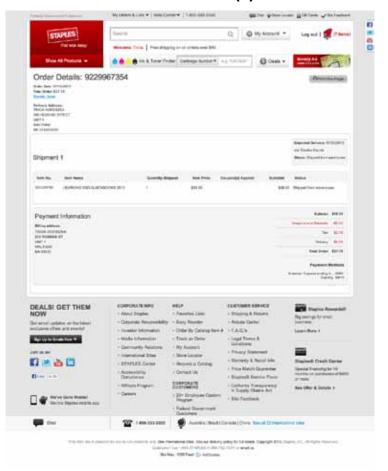
August 23, 2012

ANNOTATIONS

My Order History | Order Detail | Multiple Shipments

____ My Account ► My Orders & Lists ► My Orders & Lists Order History Reorder Past Items Favorites List Rewards & Coupons My Profile Order History [Here's a quick glance at all your previous orders from Staples.com.] 2012 Link your Staples Rewards® account to view store purchases » July (3 Orders) » June (1 Order) » Febuary (1 Order) Date Status **Total Ordered** Type » January (1 Order) » View All (6 Orders) 7/19/2012 9229967354 | Track Shipped 37.19 🔨 2011 (5 Orders) Shipment 1 Expected Delivery: 7/20/2012 | Status: Shipped from warehouse 2006 (1 Order) Add to Cart Learning QuickBooks 2012 for Windows 1 at \$35.00 each Reg. \$39.99 - Qty + Total: \$35.00 Add to Favorites Your Note: Edit | Delete Watch for the hidden costs. Product started out at \$35, then was cost of State \$30+ and then e-file was an add-Save \$4.99 Item 369786 Show More Model 431306 Shipment 2 Expected Delivery: 7/20/2012 | Status: Shipped from warehouse Qty Shipped Learning QuickBooks 2012 for Windows 1 at \$35.00 each Reg. \$39.99 - Qty + \$35.00 [Download] Add to Favorites Your Note: Edit | Delete Save \$4.99 Watch for the hidden costs. Product started out at \$35, then was cost of State \$30+ and then e-file was an add-Item 369786 Model 431306 Show More Order Details: 9229967354 Print Order Details Billing Address Delivery Address **Payment Method** \$35.00 Subtotal: Henry Wallace American Express -\$0.00 123 First St. Coupons and Rewards: 123 First St. ending in....2000 Expiring 08/1 \$0.00 Delivery: Total Order: \$37.19 9229759964 | Track \$53.09 🗸 7/12/2012 Shipped 7/02/2012 9229476579 | Track \$31.86 🗸 06/19/2012 9229125236 | Track \$10.61 🗸 Store Kiosk 02/13/2012 9225051259 | Track \$63.72 🗸 Shipped 9224631594 I Track Online

10_02_015_OrderHistoryDetail.pdf



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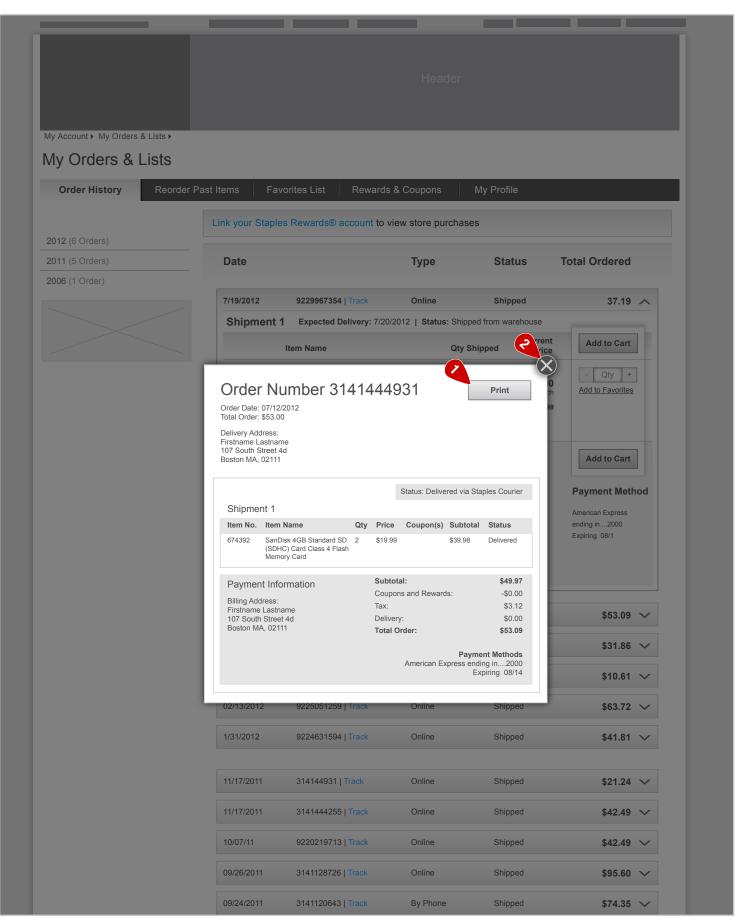
ANNOTATIONS

2. User may close the overlay by clicking

outside the window or clicking on the X.

1. Prints the order

My Order History | Order Detail | Printable Detail Modal



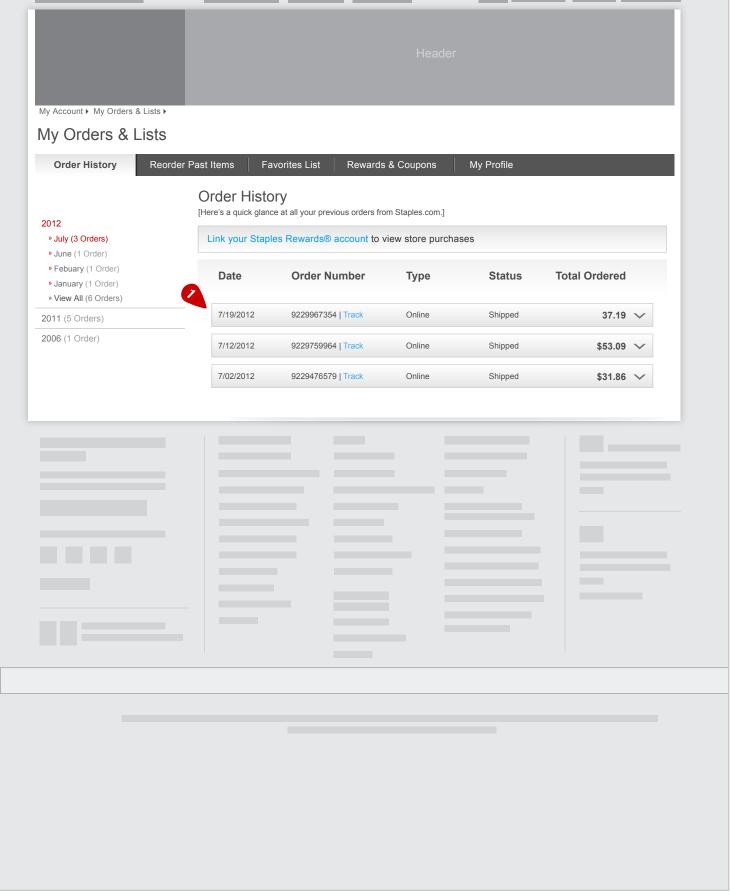
10_02_01_OrderHistoryDetail.pdf

10_02_01_OrderHistoryDeta

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My Order History | Month View



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).



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ANNOTATIONS

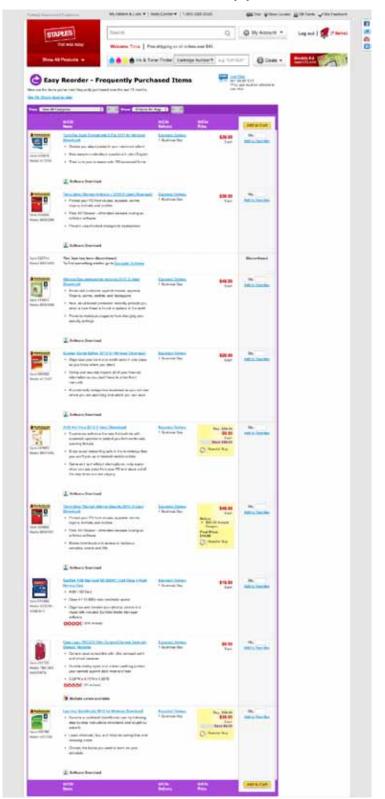
in page with an error).

1. Users who have no order history will see this screen instead of the current experience (log

My Order History | No Orders



10_01_03_orderhistory_null.pdf

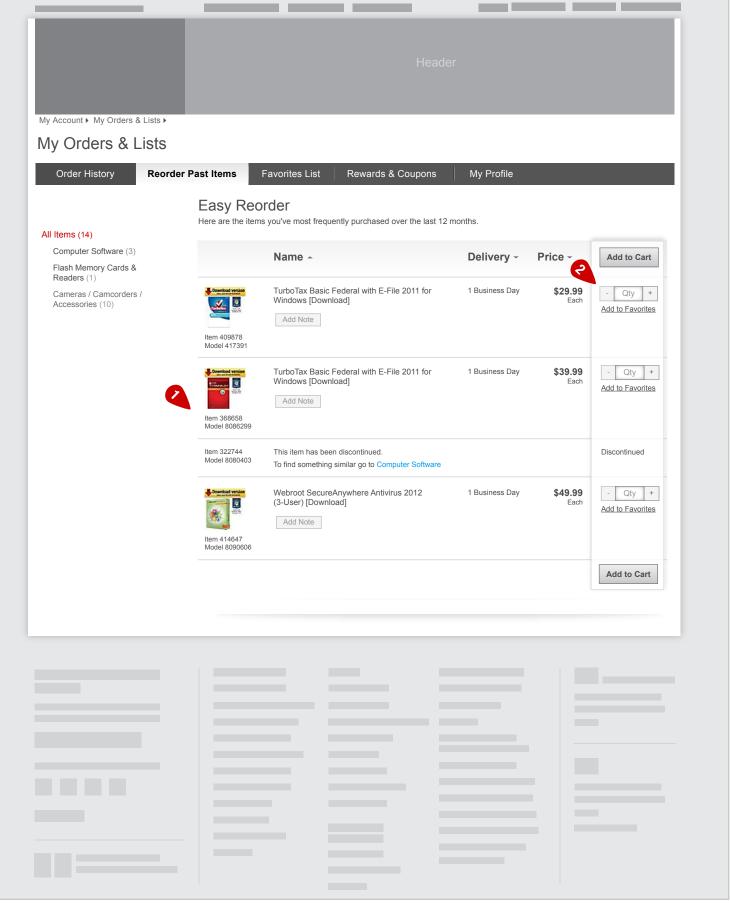


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Reorder Past Items

10



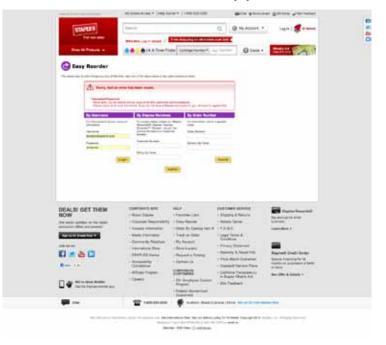
20_01_00_Reorder.pdf

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?



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Reorder Past Items | No Past Items

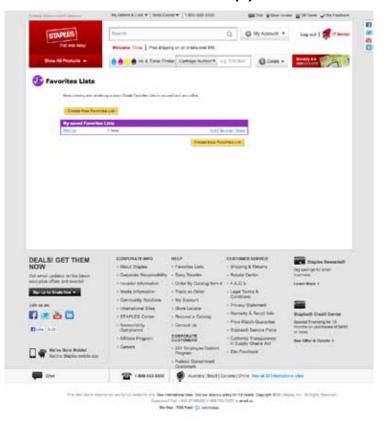


20_01_00_reorder_null.pdf

1. Users who have no order history will see this

ANNOTATIONS

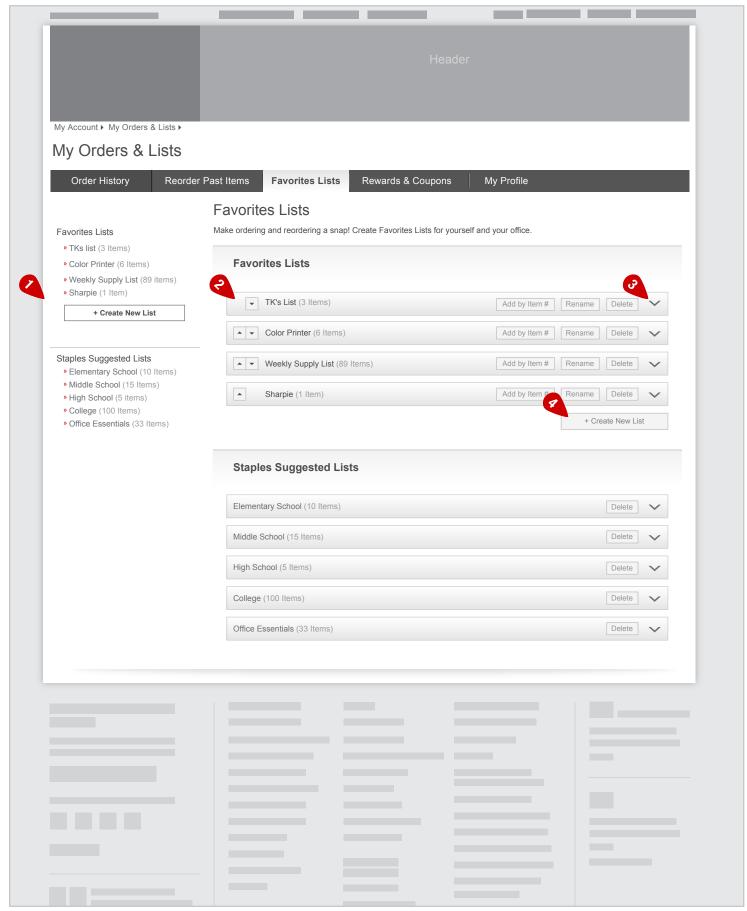
screen instead of the current experience (log in page with an error).



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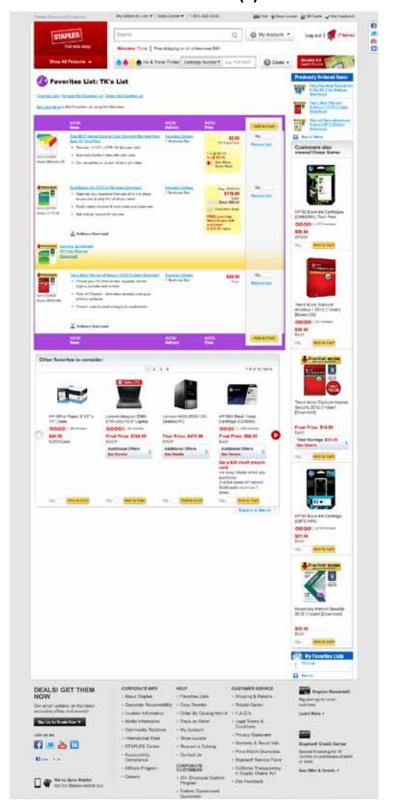
Favorites Lists | Default View



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).

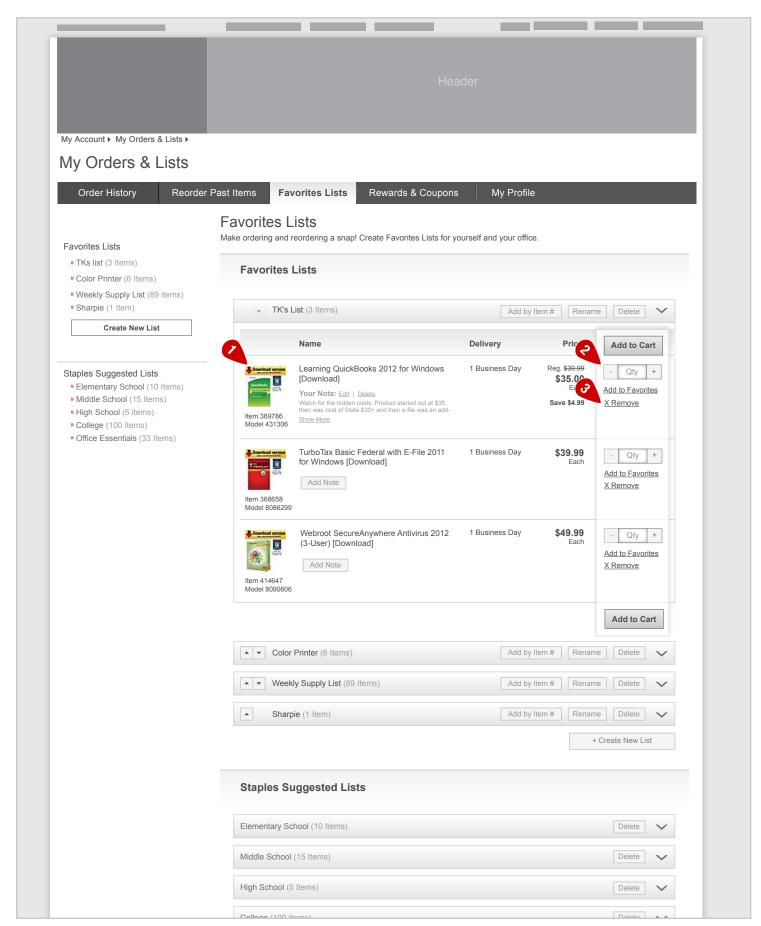


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Favorite Lists | List Detail

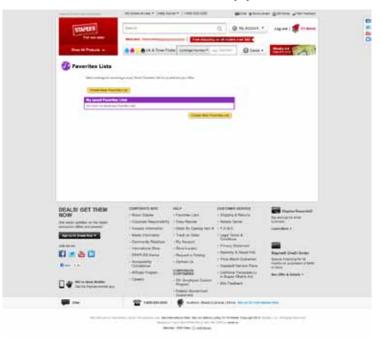
13



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

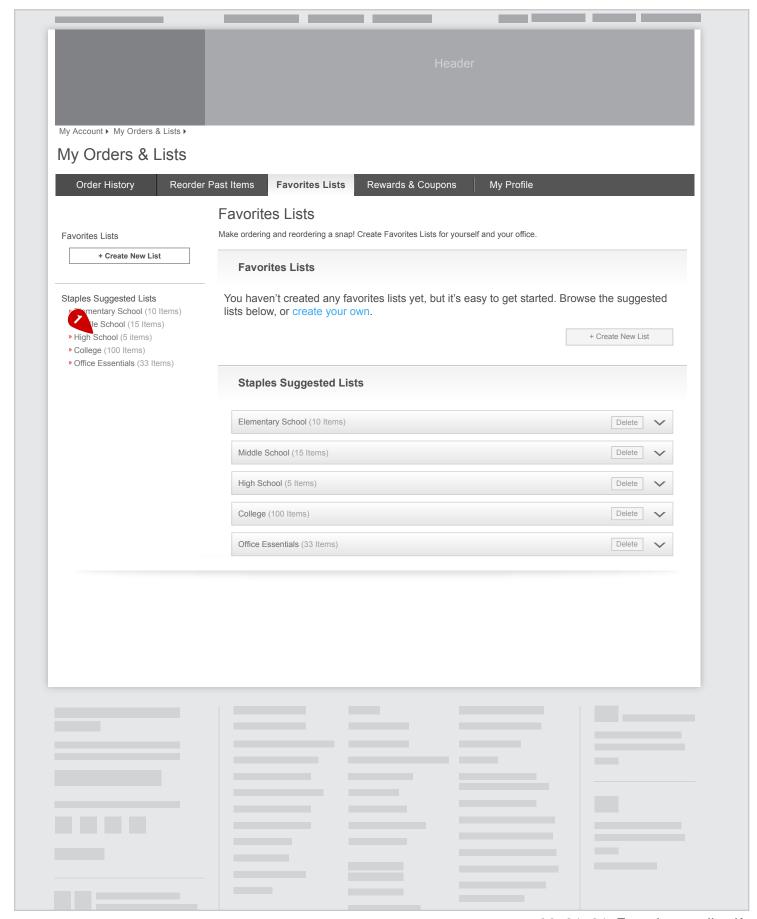


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Favorite Lists | No Lists

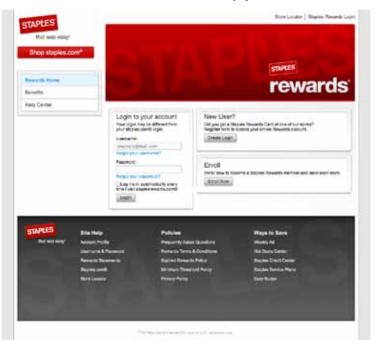
14



ANNOTATIONS

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.

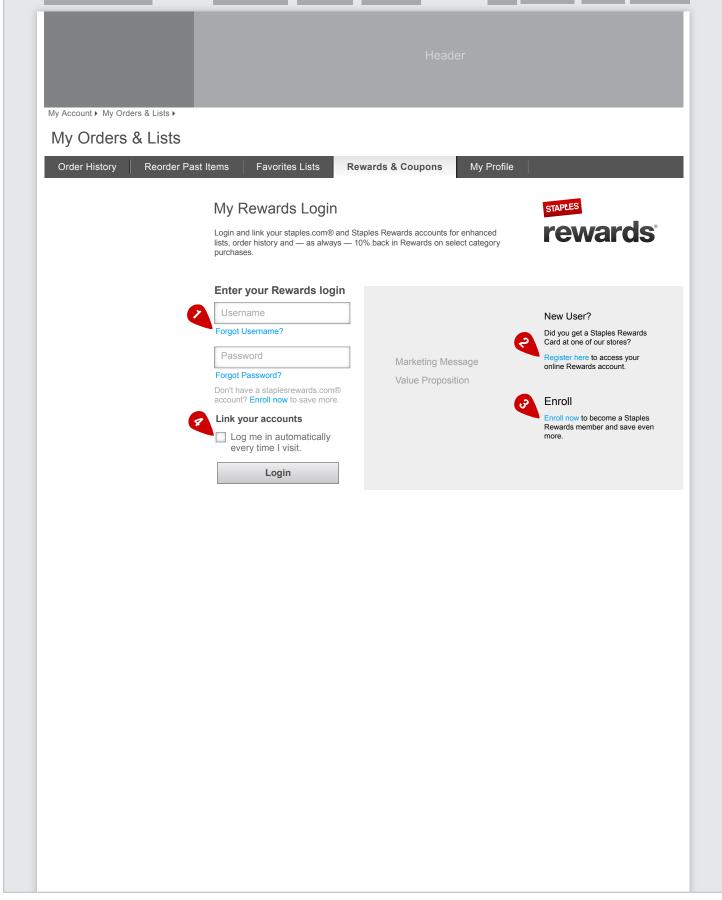
30_01_01_Favorites_null.pdf



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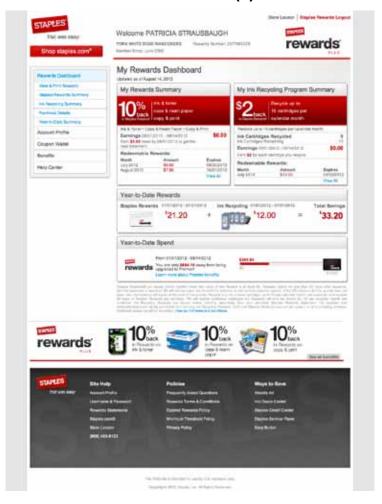
Rewards | Login



40_00_00_rewards_all.pdf

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.



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ANNOTATIONS

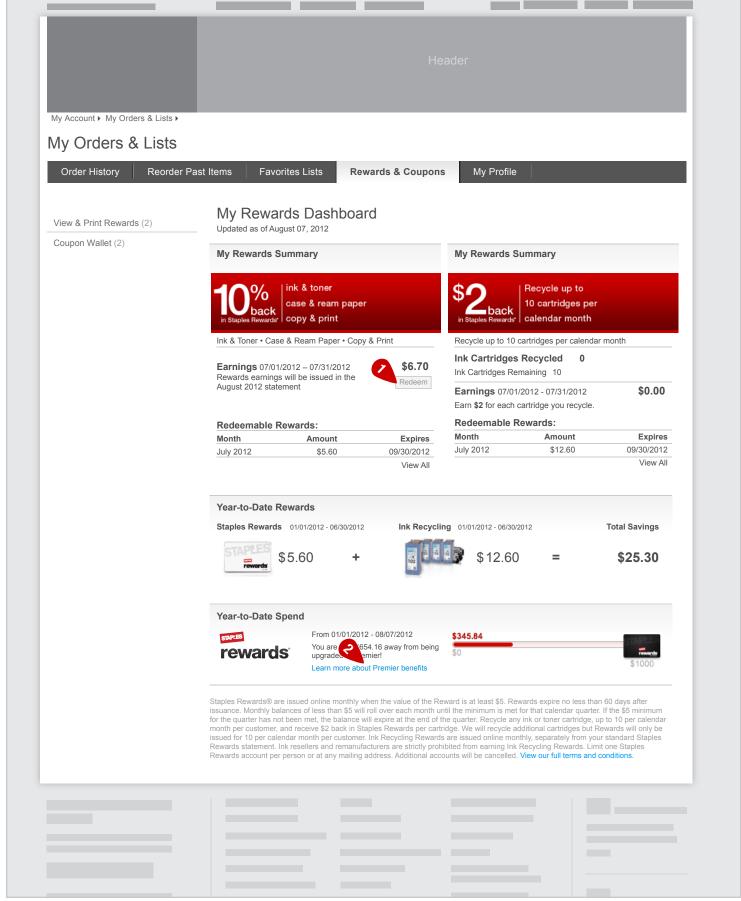
1. Allows the user to redeem the corresponding

reward by adding it the user's cart.

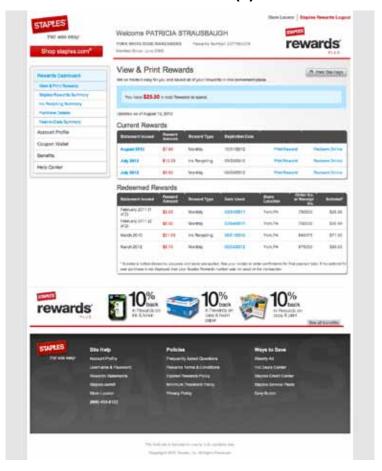
Staplesrewardscenter.com.

2. Displays the Premier Benefits page from

Rewards | My Rewards



40_02_00_rewards_known.pdf

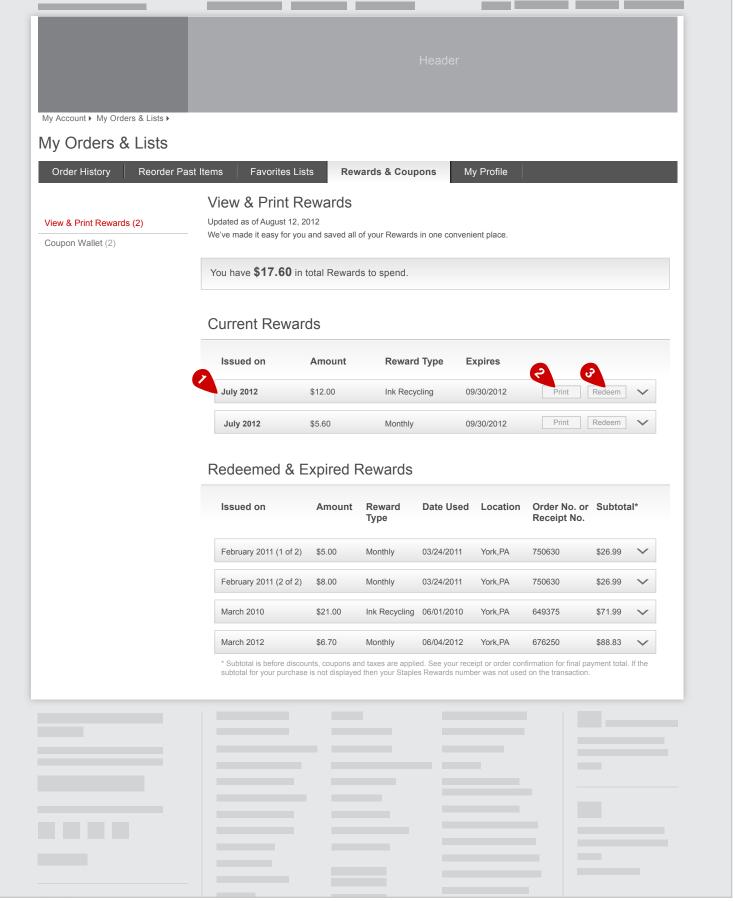


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Rewards | View & Print

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40_03_00_rewards_viewprint_all.pdf

1. Clicking anywhere in the row will cause the row to expand.

ANNOTATIONS

- 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.



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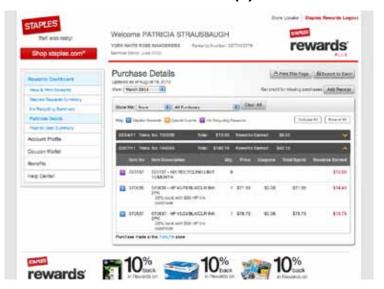
August 23, 2012

ANNOTATIONS

Rewards | View & Print | Reward Detail

My Account ► My Orders & Lists ► My Orders & Lists Order History Reorder Past Items Favorites Lists Rewards & Coupons My Profile View & Print Rewards Updated as of August 12, 2012 View & Print Rewards (2) We've made it easy for you and saved all of your Rewards in one convenient place. Coupon Wallet (2) You have \$17.60 in total Rewards to spend. **Current Rewards** Reward Type Expires Issued on Amount July 2012 \$12.00 Ink Recycling 09/30/2012 Print Redeem ^ STAPLES rewards Value: \$5.60 Earned from 06/01/2012 to 06/30/2012. Rewards Number: 3377483379 Expires: 09/30/2012 PATRICIA STRAUSBAUGH YORK WHITE ROSE WANDERERS 2535 Midpine Dr York, PA 17404 You were originally emailed this reward on 07/12/12 Qualifying purchases through 06/30/2012 less \$48.93 \$0.00 \$6.21 \$0.00 \$55.14 \$4.89 \$0.00 \$0.62 \$0.00 \$5.51 Rewards Staples Rewards cannot be redeemed for or applied against cash, taxes, credit remittance, delivery charges, custom printing orders placed online, promotional products, any purchases made on print.staples.com, staplescopycenter.com staplespromotional products, com., staplescustomprinting, btobsource, com., shopstaplesmobile, com., gift cards, prepaid phone cards, postage stamps, prior purchases, Staples Industrial(sm) purchases or purchases on third-party Web sites. Purchases eligible for Rewards is the amount paid at checkout after application of all promotions, coupons and Rewards redemptions. Purchases made pursuant to a contract with Staples Contract & Commercial, Inc., are not eligible for the Staples Rewards Program. The sale, barter or transfer of Rewards, except by Staples, is expressly prohibited. Abuse of the Staples Rewards program, including violation of program policies, or other improper conduct as determined by Staples, may result in legal action, cancellation of member's account, exclusion from the program, forfeiture of all Rewards accrued, and liability for past Rewards redeemed. If Reward is not redeemed in full on in-store purchase, a one-time-only coupon with the expiration date of the original Reward will be printed for any remaining balances of \$1.00 or more. No balance coupon will be given on online or phone orders. Balance coupon may be used for future store, online or phone purchases. Expired Rewards cannot be reissued. Staples reserves the right to change the Rewards program at any time without notice. At Staples.com ®: Enter the 16-digit coupon code above on the "Add/Edit Coupons" screen when completing your order. By Phone: Mention the 16-digit coupon code above when placing your order by phone (1-800-333-3330) or fax In Store: Give your Reward to the cashier before your purchase is totaled. To find a store near you, call 1-800-STAPLES or go Cashier instructions: Select Staples Coupons (F4), scan or key in coupon code and press Enter.

40_04_00_rewards_viewprint_detail.pdf



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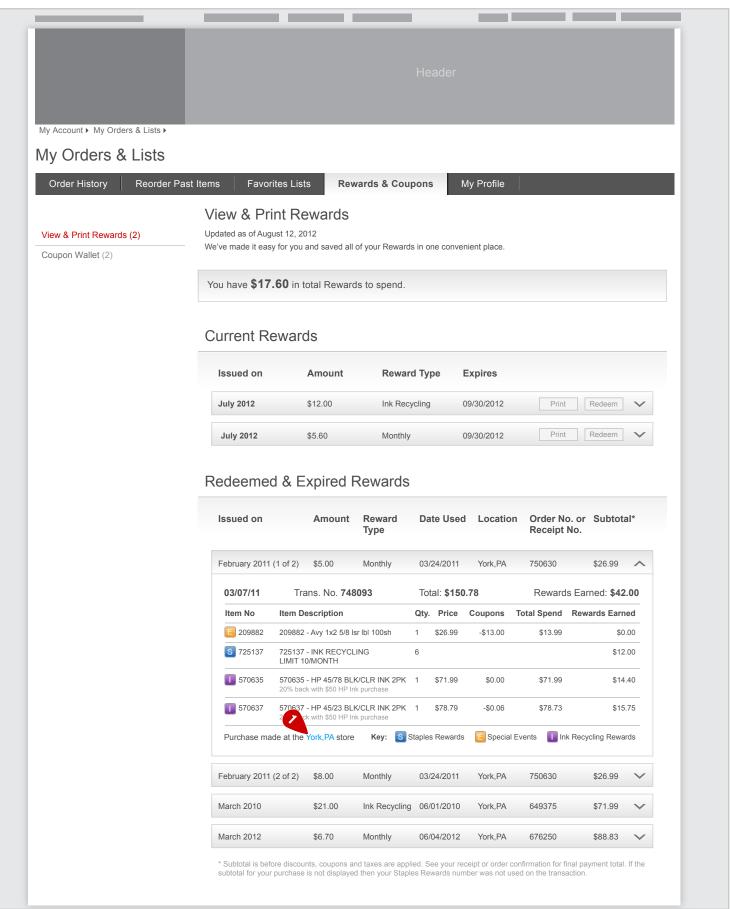
19

August 23, 2012

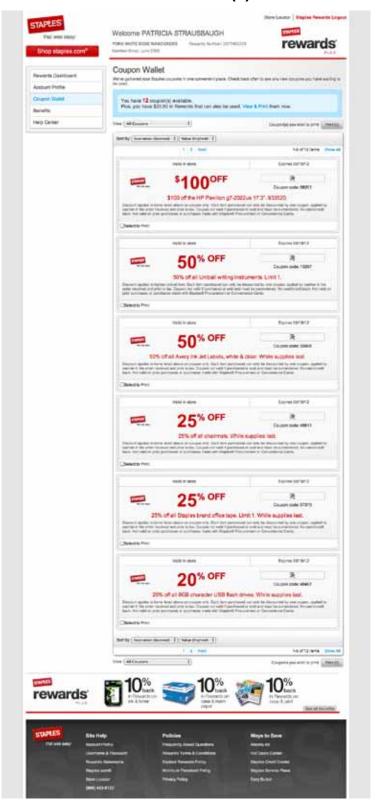
ANNOTATIONS

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

Rewards | View & Print | Redeemed/Expired Detail



40_05_00_rewards_viewprint_redeem.pdf

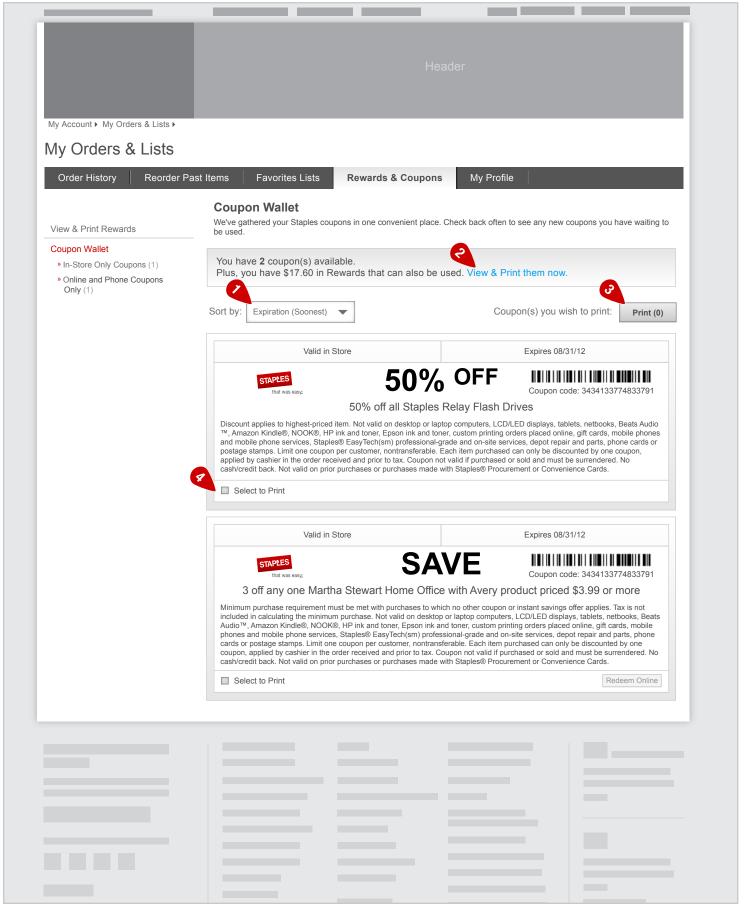


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August 23, 2012

Rewards | Coupon Wallet

20



40_07_00_rewards_coupon_all.pdf

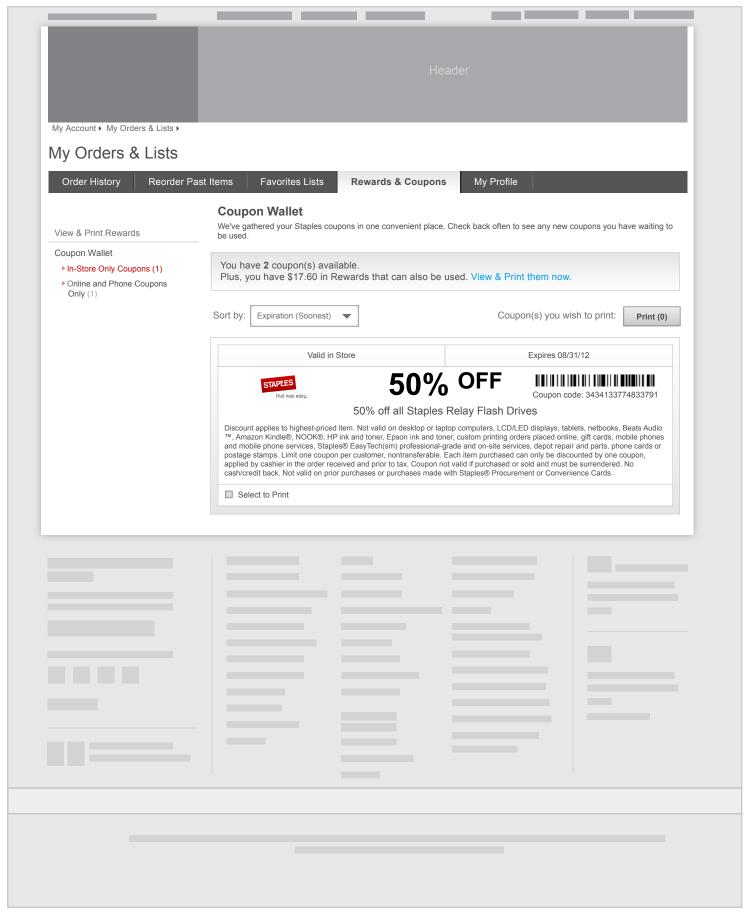
ANNOTATIONS

- Allows the user to sort coupons. Functions as designed on StaplesRewardsCenter.com.
- 2. Displays the "View & Print Rewards" page.
- 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.

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Rewards | Coupon Wallet | In-Store Only



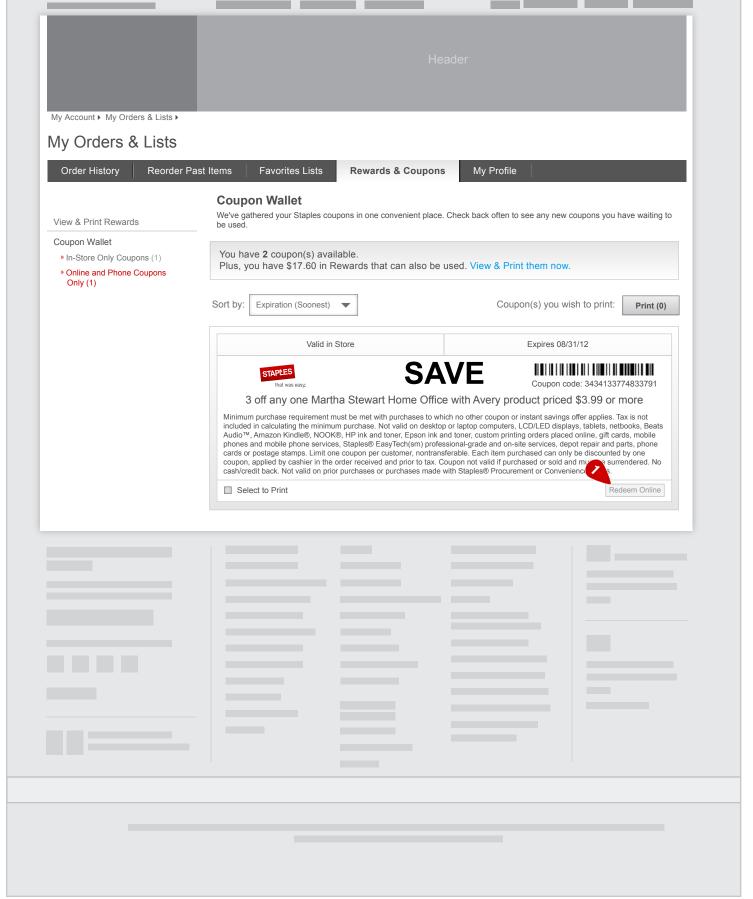
ANNOTATIONS

40_08_00_rewards_coupon_store.pdf

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August 23, 2012

Rewards | Coupon Wallet | Online & Phone



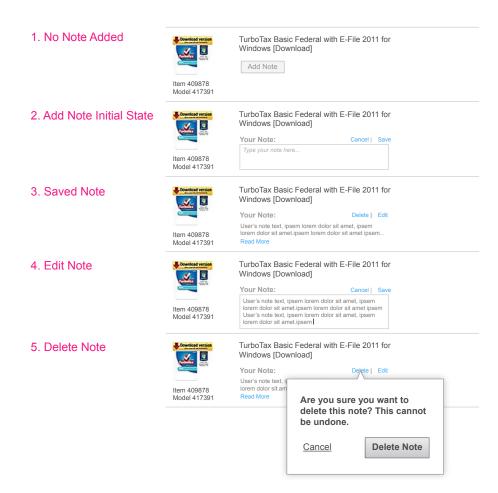
40_09_00_rewards_coupon_online.pdf

ANNOTATIONS

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

Appendix | States & Variants

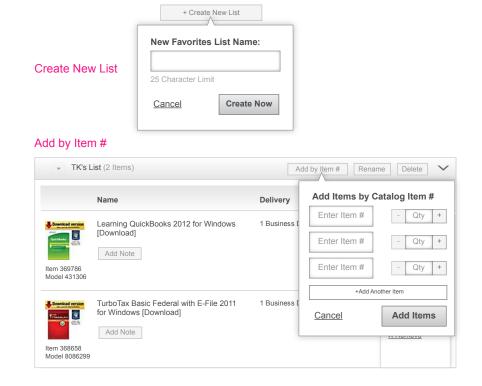
Add/Edit/Delete Notes



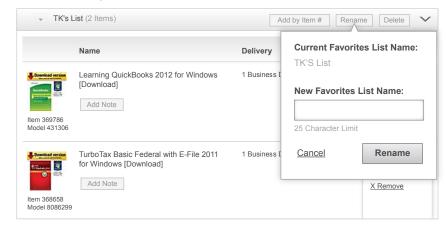
'Loading More' Bar



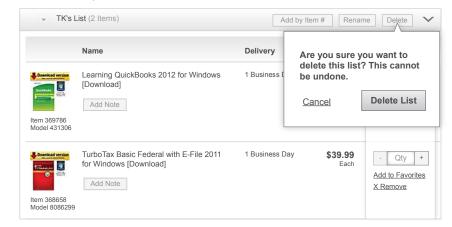
Create/Add To/Rename/Delete List



Rename List Popover



Delete List Popover



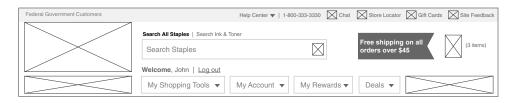
Appendix | Insight for Phase II | Successes

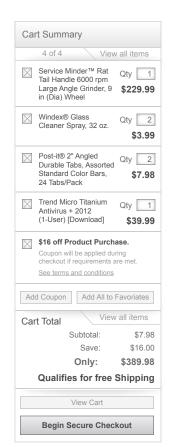
Successes A few ideas worthy of further exploration but which were eliminated due to scope considerations.

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.





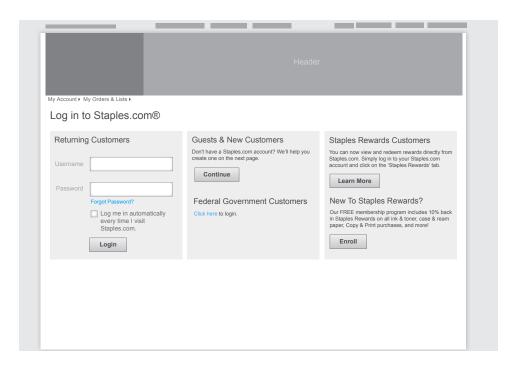


Cart Summary

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.

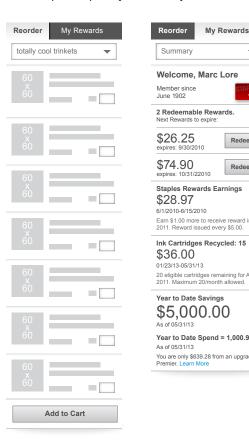
Login Page As Entry Point

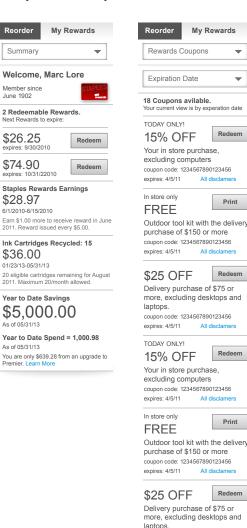
This seems to be one of the better places for the double login, as it follows the existing user process and is less overt than placement on the home page.



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.





coupon code: 1234567890123456

expires: 4/5/11 All disclamers

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Appendix | Insight for Phase II | Failures

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



Username

Password	Forgot?
Don't have a staples.o	com® account?

2. Your Rewards login

You can create one.

Username	Forgot?		
Password	Forgot?		
Don't have a staplesrewards.com® account? Enroll now to save more.			

3. Link your accounts

Link my accounts and Log me in automatically every time I visit.

Link My Accounts

Double Log In

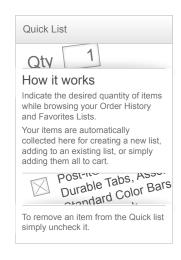
We suspected this might be bad; we just didn't know how bad it would be. At best there was a sentiment of non-compliance, at worst it confused our customers and caused alarm, due to an expectation that we are one Staples and we should already know these things.

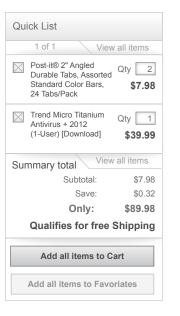
Recommendation: Until single sign on functionality exists, we have to accept these strong emotions. However, will be best suited by offering something of value in return multiple log-ins.

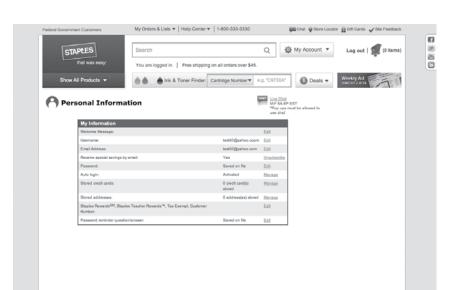
List Builder

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.







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.

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.

