

# P2B Design Concept



## First Coast Promotions

([www.promonorm.com](http://www.promonorm.com))

## P2B Completed By

Tim Lattimer

## Date

14 May 2016



## Overview

First Coast Promotions is a family-owned business which helps companies, organizations, and sports teams find, create, and purchase promotional items. Along with creating and selling these promotional items, First Coast Promotions develops short-term online stores for special events. Using these online stores, their customers can buy their promotional products in an efficient way. After these online stores close, the items are sorted, and shipped in bulk to one location. Through this website, customers can browse and purchase promotional items, as well as view previous online stores that First Coast Promotions has developed.

# Design Brief

## Design Problem

When I first visited the First Coast Promotions website, I noticed that there were several design issues. The website's header contains the main design issues on the website. I fixed many of these issues in P1, where I redesigned the home page, product listing page, and individual product page. For P2, my goal was to redesign the shopping cart phase. This redesign included the individual product page through the five stages of checking out. There were a few key design problems within the checkout process. For example, the overall design scheme is inconsistent from the individual product page through the checkout pages. The checkout pages also had an unorganized, bland look to them. Due to these inconsistencies and the unorganized look, the website becomes difficult to navigate. By redesigning the checkout phase of this website and integrating more design principles, it becomes more pleasing to look at, while also making it easier to use.

## Objectives

- Fix design inconsistencies
- Create a more visually appealing, easy to use checkout phase
- Improve page navigation by allowing customers to return to previous shopping cart stages
- Give step by step feedback during checkout phase

## Assumptions

I can assume that the website's target users will want to see a site with a clean, professional look. Users of this site may not know what they want, which means it is important that they can browse the website and navigate easily. Because they may be browsing, they will not be looking to use the website quickly. Although, once the consumer finds what they want, I can assume that they would like to checkout as easily and quickly as possible.

## Target Users

The target users for this site are business owners looking to promote their business with simple promotional products. It would also be any organization or sports team looking to sell products for their events and teams. These organizations and sports teams may request short term websites to help sell their products and apparel.

## User Tasks

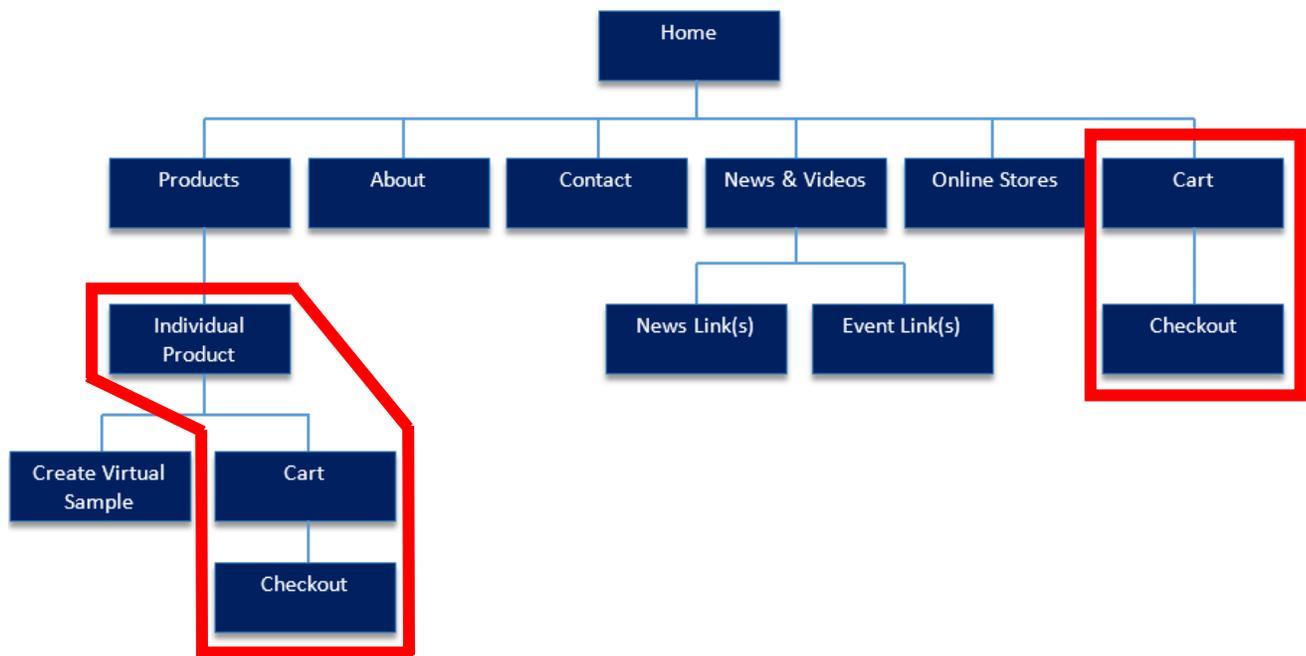
- Search, browse, and check out promotional items for their business, organization, or sports team
- View previously made short-term online stores
- Request short-term online stores to sell promotional items for your own business

## User Story

George wants to promote his new business by handing out free water bottles with his company's logo on it at an upcoming fundraiser. He pulls up the First Coast Promotions home page and then types in "water bottle" in the search bar. He finds the water bottle he likes and then clicks on it. On the individual product's page, he clicks on the "Create Virtual Sample"

button and places his company's logo on the water bottle. George then reads through the product details and before clicking "Add to Cart." He then enters his information through the five checkout stages before purchasing 50 water bottles with his company's logo on it.

## Site Map



This sitemap is an outline of the First Coast Promotions website. On the home page, the user will see five different navigation buttons, as well as a shopping cart button, which guide the user to different pages.

- When a user clicks on the "Products" tab, they will be guided to a product listing page. From there, the user can click on an individual product to see more details about it. On this product page, users can create a virtual sample of what they want the product to look like, as well as add it to their shopping cart.
- When a user clicks on the "News & Videos" tab, they will be directed to a page displaying news, events, and featured videos about the company. From this page a user can view a video, or click on any of the news or event links.
- For P2, I focused on the checkout phase, which I outlined in red above. If a user wants to begin their checkout, they can click on the "Cart" button in the page header. They can also enter the checkout phase through the "Individual Product" page. The checkout phase contains five steps of entering information before submitting the order.

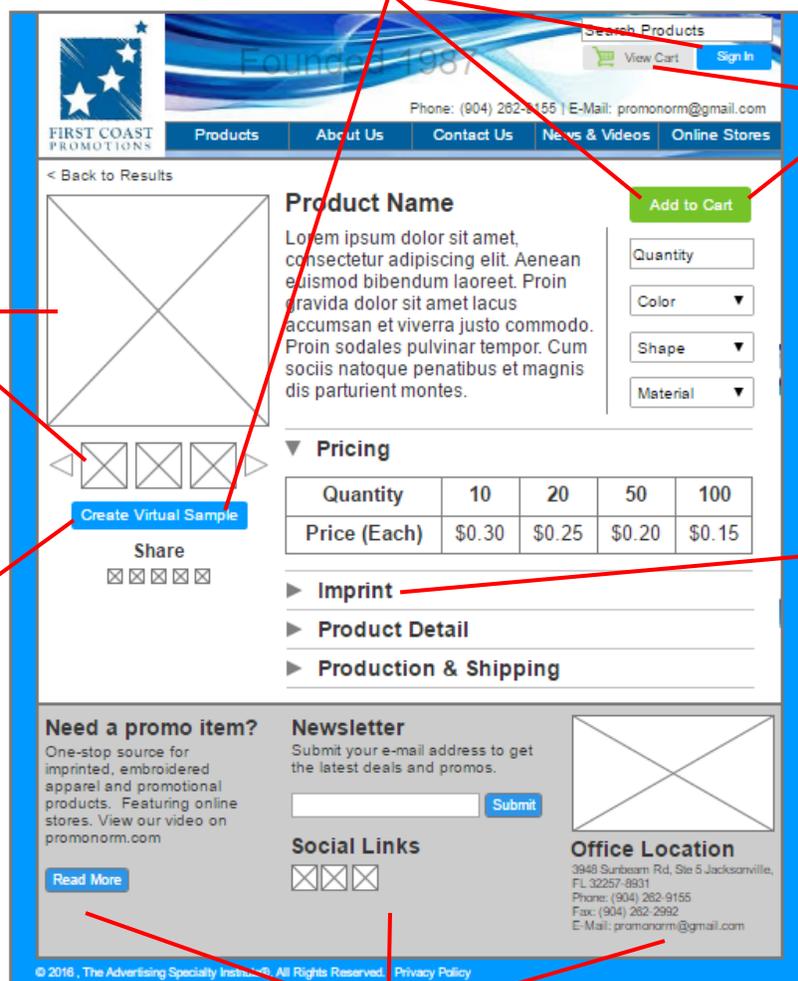
# Annotated Wireframes/Prototype

## Product Page

**Highlighting:** The “Sign In,” “Add to Cart,” and “Create Virtual Sample” buttons are emphasized by using a blue or green background and white text. This makes them stick out from the rest of the page.

**Product Images:** Each product has multiple images so the customer knows what they are buying. They are also able to click on other images shown below the main image.

**Create Virtual Sample:** The customer has an option to create a virtual sample of their promotional item by uploading a logo onto the product.



**Begin Checkout Phase:** Once the customer is ready to purchase a product, they can click on the “Add to Cart” button or view their cart. This will lead through the 5-step checkout phase where they input their information and submit their order.

**Progressive Disclosure:** By using this design principle and implementing accordion menus, all of the “unnecessary information” is hidden to reduce clutter and scrolling.

**Proximity:** The proximity of the elements create the illusion of 3 columns, even though there are no visible lines separating it into 3 columns. Therefore, the proximity of the elements in the universal footer make it a clean, readable design.

## Checkout Step 1

**Design Consistency:** The overall page design is consistent throughout. This makes all pages look related and improves the flow of the website.

**Step by Step Feedback and Secondary Navigation:** Not only does this give feedback (blue for the current form, grey for an incomplete form, and green for a completed form), but it is also a secondary navigation menu. With exception to the confirmation page, the user can navigate between phases of the shopping cart simply by clicking on the menu.

**Main Navigation:** This can be seen on every page and is the main method of navigating through the site.

**Designing for Error:** If the user wants to remove an item or change the quantity they want to buy, this page allows them to do so. By being flexible, the user doesn't have to worry about making mistakes because they can be corrected easily.

The screenshot shows the 'Shopping Cart' page for First Coast Promotions. At the top, there is a navigation bar with 'Products', 'About Us', 'Contact Us', 'News & Videos', and 'Online Stores'. Below this is a secondary navigation menu with tabs for 'Shopping Cart', 'Shipping', 'Payment', 'Review / Submit', and 'Confirmation'. The 'Shopping Cart' tab is active and highlighted in blue. The cart contains two items:

Product	Quantity	Price	Unit	Total	
<input type="checkbox"/> Product Name Color: Blue Shape: Square Material: Plastic <a href="#">Change</a>	40	\$0.50	Each	\$20.00	<a href="#">Remove</a>
<input type="checkbox"/> Product Name Color: Red Shape: Rounded Material: Rubber <a href="#">Change</a>	20	\$0.25	Each	\$5.00	<a href="#">Remove</a>

Below the cart items, the 'Order Total' is \$25.00. There are 'Continue Shopping' and 'Continue' buttons. At the bottom of the page, there are sections for 'Need a promo item?', 'Newsletter', 'Social Links', and 'Office Location'. The footer contains copyright information: © 2016, The Advertising Specialty Institute®. All Rights Reserved. Privacy Policy.

## Checkout Step 2

### Garbage In-Garbage Out:

The garbage in-garbage out principle is based on the observation that good inputs generally result in good outputs, and vice versa. By constraining fields into “First” and “Last” names, separate boxes for phone numbers, and 2 address lines, one can expect the user to input good, valid data.

**Constraints:** There are multiple drop-down choosers on this page, limiting the user to selecting items such as their title, state, and country. By using constraints, the user does not have to type in information, preventing invalid inputs or errors from occurring in these sections.

The screenshot shows the checkout process for First Coast Promotions. The form is titled "Shipping" and is part of a multi-step process. It includes sections for Personal Information, Billing Information, and Shipping Information. The Shipping Information section features a "Same as Billing" checkbox and a "Progressive Disclosure" checkbox for multiple shipping addresses. The form is framed by a blue border and includes a navigation bar at the top with "Shopping Cart", "Shipping", "Payment", "Review / Submit", and "Confirmation" tabs. The footer contains promotional information, a newsletter sign-up, social links, and office location details.

**Same as Billing:** If the user wants to have the shipping information the same as the billing information, then they can just click this check box. It will fill the fields out automatically for the user saving time and effort.

**Progressive Disclosure:** By using this design principle and adding this checkbox, all of the “unnecessary information” is hidden to reduce clutter. If the user click this, more address fields come up so the user can enter multiple shipping addresses.

## Checkout Step 3

**Garbage In-Garbage Out:**

By expanding the "Card Number" field into 4 separate text boxes, the user should be able to figure out how to input valid data.

**Constraints:** There are a few drop-down choosers on this page, limiting the user to selecting items such as their card type and expiration date. By using constraints, the user does not have to type in information, preventing invalid inputs or errors from occurring in these sections.

The screenshot displays the checkout process for 'FIRST COAST PROMOTIONS'. The page is titled 'Checkout Step 3' and is part of a multi-step process: Shopping Cart, Shipping, Payment, Review / Submit, and Confirmation. The 'Payment' step is active. It includes a 'Payment Information' section with a 'Card Type' dropdown, a 'Card Number' field split into four separate boxes (XXXX - XXXX - XXXX - XXXX), a 'Name on Card' text box, a 'CVV' text box, and an 'Expiration Date' section with 'Month' and 'Year' dropdowns. To the right is a 'Checkout with PayPal' section with 'Email' and 'Password' text boxes and a 'Log In' button. At the bottom of the page, there are promotional sections: 'Need a promo item?' with a 'Read More' button, 'Newsletter' with a 'Submit' button, 'Social Links' with three icons, and 'Office Location' with contact information for Jacksonville, FL. A copyright notice at the bottom reads: '© 2016, The Advertising Specialty Institute®. All Rights Reserved. Privacy Policy'.

**PayPal:** The user has the option to check out using PayPal, which makes the process faster because they don't have to enter their information after they log in.

## Checkout Step 4

Search Products  
View Cart Sign In

Phone: (904) 262-9155 | E-Mail: promonorm@gmail.com

Products About Us Contact Us News & Videos Online Stores

Shopping Cart Shipping Payment **Review / Submit** Confirmation

< Previous Step

**Personal Information**  
Mr. John Smith  
Eli Lilly and Company  
Work: 123-456-7891  
Mobile: 123-456-7891  
[Change](#)

**Billing Information**  
2643 North Washington St.  
Indianapolis, IN 46204  
United States  
[Change](#)

**Shipping Information**  
2643 North Washington St.  
Indianapolis, IN 46204  
United States  
[Change](#)

**Payment Information**  
Discover  
1234-5678-9123-4567  
Expiration: 07/2017  
John A. Smith  
[Change](#)

Product	Quantity	Price	Unit	Total
Product Name	40	\$0.50	Each	\$20.00
Color: Blue Shape: Square Material: Plastic <a href="#">Change</a>				
Product Name	20	\$0.25	Each	\$5.00
Color: Red Shape: Rounded Material: Rubber <a href="#">Change</a>				

Order Total: \$25.00

**Place Order**

**Need a promo item?**  
One-stop source for imprinted, embroidered apparel and promotional products. Featuring online stores. View our video on promonorm.com  
[Read More](#)

**Newsletter**  
Submit your e-mail address to get the latest deals and promos.  
 [Submit](#)

**Social Links**  
[X] [X] [X]

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E-Mail: promonorm@gmail.com

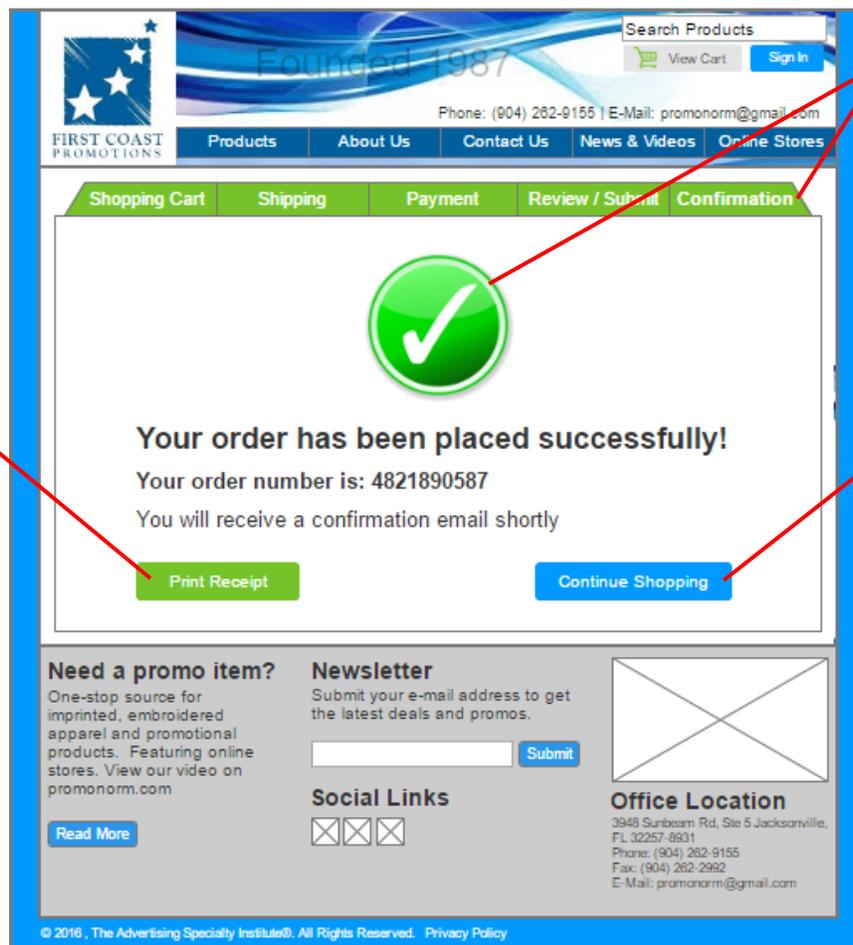
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**Designing for Error:** If the user wants to any information before they place their order, this page allows them to do so. All the user needs to do is click on a “Change” button. This will prompt text boxes and drop down choosers to show up where the information is shown.

**Confirmation:** This whole page is an example of a confirmation. Before the user proceeds, the website asks the user to review their information and cart before placing their order. After it is reviewed, the user can click the “Place Order” button in the bottom right-hand corner.

**Highlighting:** The “Place Order” button is emphasized by using a green background with white text. This makes it stick out from the rest of the page.

## Checkout Step 5



**Highlighting:** The “Print Receipt” button is emphasized by using a green background with white text. This makes it stick out from the rest of the page.

**Feedback:** The repetition of green and checkmark on the page gives the user feedback and lets them know their order is completed.

**Continue Shopping Button:** Right away, the website tries to drag the customer back to the product listing page to order more products.

# Before and After- Product Page

Home Products About Us Contact Us More Sign In | Create Account

0 Item - Cart Checkout Phone: (904) 262-9155 | E-Mail: promonorm@gmail.com



Search Search all Products GO

< Previous Product | Back to Results | Next Product >



**20 oz. Bike/Fitness Bottle - White**  
BIK20W

Go green while you spread your message with this white 20 oz HDPE bike / fitness bottle with push / pull lid. BPA free & lead free. Perfect for charity walks or runs, environmental awareness programs & healthy food stores. Complies with HR540 / CPSA requirements. Made in USA. Does not ship assembled. Dishwasher use not recommended. Avoid use of commercial detergents & abrasive cleaners; can damage imprints. Polybag option occurs an additional cost. 8 1/2 x 3 1/2 W.

**Additional Information:** WASHING/CLEANING: Dishwasher use is not recommended on any plastic products. Avoid the use of commercial detergents and abrasive cleaners which can damage any imprint. Products are not intended for use in restaurant environment. Poly Bags are strongly recommended on all bottles. Factory is not responsible for any scuffs or scratches that may occur during transit on non poly bagged items. All Products are BPA Free & Lead Free Complies with HR540/CPSA Requirements Product does NOT ship assembled. Assorted colors: 100 per color minimum.

Request Info  
More from this line

Download Image | E-mail this image

Create a Virtual Sample

**Pricing**  
20 oz. Bike/Fitness Bottle - White BIK20W

Quantity	200	400	600	1,000
Price	\$0.85	\$0.85	\$0.85	\$0.85

You may order less than the minimum quantity  
Price Includes: 1 color - 1 or 2 side imprint. [Add to Shopping Cart](#)

**Product Detail**

**Imprint**

**Production and Shipping**

**Safety and Compliance**

All prices and descriptions are subject to change without notice. If the price listed is different from the actual price, we will notify you before processing your order. Prices will be calculated using end of day exchange rates if orders contain products with different currencies. Total price is for merchandise only. Prices may be exclusive of any setup charges, art changes, shipping charges, state / provincial required taxes, rush charges or any other additional charges, which will be communicated prior to processing the order.

Information, data and/or screens (the "Material") from this site may not be copied, duplicated, saved, archived, or captured by any means except that the Material may be used as part of normal browser caching and printing performed in the course of using the site for its intended purpose.

**Need a promo item? Online stores, Imprinted & Embroidered Apparel**  
One-stop source for imprinted, embroidered apparel and promotional products. Featuring online store. View our video on promonorm.com [Read More](#)

**Newsletter**  
Submit your e-mail address to get the latest deals and promos.

[Submit](#)

**Social Links**

[f](#)

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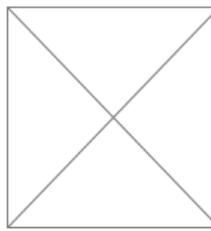
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Search Products View Cart Sign In

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FIRST COAST PROMOTIONS Products About Us Contact Us News & Videos Online Stores

< Back to Results



**Product Name** [Add to Cart](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes.

**Pricing**

Quantity	10	20	50	100
Price (Each)	\$0.30	\$0.25	\$0.20	\$0.15

**Imprint**

**Product Detail**

**Production & Shipping**

**Need a promo item?**  
One-stop source for imprinted, embroidered apparel and promotional products. Featuring online stores. View our video on promonorm.com [Read More](#)

**Newsletter**  
Submit your e-mail address to get the latest deals and promos.

[Submit](#)

**Social Links**

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# Before and After- Checkout Step 1

CMP-00

Product Option Assistant

**CMP-00 Custom Round, Square, or Rectangle Mouse Pad**

Our custom round, square, and rectangle personalized soft surface mouse pads are just a click away! A great promotional gift or giveaway, these full color mouse pads are perfect for schools, hospitals, offices, organizations, and more! Make this a smart business investment and have your company name or logo imprinted for an extra special touch. Order yours today and hand them out at your next promotional event or fundraiser!

Price Includes:

Quantity:  @ \$2.20 ea.

Imprint Method: Full Color Process

Material: Rubber

Shape: Square

Additional Information:

[Add to Shopping Cart](#)

Product Detail

Search Products  [View Cart](#) [Sign In](#)

Phone: (904) 262-9155 | E-Mail: promonorm@gmail.com

**FIRST COAST PROMOTIONS** [Products](#) [About Us](#) [Contact Us](#) [News & Videos](#) [Online Stores](#)

Founded 1987

Shopping Cart | Shipping | Payment | Review / Submit | Confirmation

< Continue Shopping

Product	Quantity	Price	Unit	Total
<input type="checkbox"/> Product Name Color: Blue Shape: Square Material: Plastic <a href="#">Change</a>	<input type="text" value="40"/>	\$0.50	Each	\$20.00 <a href="#">Remove</a>
<input type="checkbox"/> Product Name Color: Red Shape: Rounded Material: Rubber <a href="#">Change</a>	<input type="text" value="20"/>	\$0.25	Each	\$5.00 <a href="#">Remove</a>
<b>Order Total:</b>				<b>\$25.00</b>

[Continue Shopping](#) [Continue](#)

**Need a promo item?** One-stop source for imprinted, embroidered apparel and promotional products. Featuring online stores. View our video on promonorm.com [Read More](#)

**Newsletter** Submit your e-mail address to get the latest deals and promos.  [Submit](#)

**Social Links**

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Checkout 1. Review Cart  
2. Billing and Shipping  
3. Submit Order

Shopping Cart Review

Image	Product Name	Quantity	Unit	Price	Total
	Custom Round, Square, or Rectangle Mouse Pad	<input type="text" value="100"/> <a href="#">Delete</a>	EACH	\$2.200	\$220.00

Product Options Selected  
Imprint Method: Full Color Process; Full Color Process  
Shape: Square  
Material: Rubber

**Your Order Total**  
Estimated Sub Total: \$220.00

**IMPORTANT** Additional fees, such as setup, imprint and shipping charges may not be reflected in your order total. We will contact you to confirm these additional charges.

All prices and descriptions are subject to change without notice. If the price listed is different from the actual price, we will notify you before processing your order. Prices will be calculated using end of day exchange rates if orders contain products with different currencies. Total price is for merchandise only. Prices may be exclusive of any setup charges, art changes, shipping charges, state / provincial required taxes, rush charges or any other additional charges, which will be communicated prior to processing the order.

**Artwork**  
Options:  I need to upload artwork for this order.

[Continue Shopping](#) [Continue](#)

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# Before and After- Checkout Step 2

**Checkout**

1. Review Cart  
2. Billing and Shipping  
3. Submit Order

**Personal Information**

Title:  First\*:  Last\*:

Company Name:

Phone\*:  Mobile:

**Billing Information**

Address\*:

City\*:

State / Province\*:

Postal / Zip Code\*:

Country:

**Shipping Information**

Same as Billing

Address\*:

City\*:

State / Province\*:

Postal / Zip Code\*:

Country:

**Multiple Shipping Addresses**

Options:  I need to include multiple shipping addresses for this order.

[Continue Shopping](#) [Continue](#)

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**Shipping**

< Previous Step

**Personal Information**

Title  First Name  Last Name

Company Name

Work Phone  -  -  Mobile Phone  -  -

**Billing Information**

Address Line 1   
Address Line 2

City  State

Postal/Zip Code  Country

I need to include multiple shipping addresses

[Continue Shopping](#) [Continue](#)

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[Read More](#)

**Newsletter**  
Submit your e-mail address to get the latest deals and promos.  
 [Submit](#)

**Social Links**

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# Before and After- Checkout Step 3

Before Page Non-Existent

**FIRST COAST PROMOTIONS** *Founded 1987*

Search Products  [View Cart](#) [Sign In](#)

Phone: (904) 262-9155 | E-Mail: [promonorm@gmail.com](mailto:promonorm@gmail.com)

[Products](#) [About Us](#) [Contact Us](#) [News & Videos](#) [Online Stores](#)

[Shopping Cart](#) [Shipping](#) **Payment** [Review / Submit](#) [Confirmation](#)

< Previous Step

### Payment Information

Card Type

Card Number  
XXXX - XXXX - XXXX - XXXX

Name on Card

CVV

Expiration Date  
Month  Year

### Checkout with PayPal

Email

Password

[Log In](#)

[Continue Shopping](#) [Continue](#)

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One-stop source for imprinted, embroidered apparel and promotional products. Featuring online stores. View our video on [promonorm.com](http://promonorm.com)  
[Read More](#)

**Newsletter**  
Submit your e-mail address to get the latest deals and promos.  
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**Social Links**  
[X](#) [X](#) [X](#)

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# Before and After- Checkout Step 4



Contact Us:  
 Phone: (904) 262-9155  
 Fax: (904) 262-2992  
 E-Mail: promonorm@gmail.com  
 Continue Shopping

---

**Checkout** 1. Review Cart  
2. Billing and Shipping  
3. Submit Order

**Shopping Cart Review**

Image	Product Name	Quantity	Unit	Price
<b>Total</b>				
	Bolt 20 Piece First Aid Kit \$469.00	100	EACH	\$4.690
<b>Product Options Selected</b>				
	Product Color: Red Material: Nylon Imprint Method: Colorprint Set-up Charge: Set Up Charge Size: 3 " x 1 1/2 " x 5 " Other: Additional Location: Additional Location	1	Each	\$55.000    \$55.00

**Your Order Total**  
 Estimated Sub Total: \$521.00

**IMPORTANT:** Additional fees, such as setup, imprint and shipping charges may not be reflected in your order total. We will contact you to confirm these additional charges.

All prices and descriptions are subject to change without notice. If the price listed is different from the actual price, we will notify you before processing your order. Prices will be calculated using end of day exchange rates if orders contain products with different currencies. Total price is for merchandise only. Prices may be exclusive of any setup charges, art changes, shipping charges, state / provincial required taxes, rush charges or any other additional charges, which will be communicated prior to processing the order.

[Continue Shopping](#)    [Submit Order](#)

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Search Products

[View Cart](#)    [Sign In](#)

---

FIRST COAST PROMOTIONS
Products    About Us    Contact Us    News & Videos    Online Stores

Shopping Cart
Shipping
Payment
Review / Submit
Confirmation

[< Previous Step](#)

**Personal Information**  
 Mr. John Smith  
 Eli Lilly and Company  
 Work: 123-456-7891  
 Mobile: 123-456-7891  
[Change](#)

**Billing Information**  
 2643 North Washington St.  
 Indianapolis, IN 46204  
 United States  
[Change](#)

**Shipping Information**  
 2643 North Washington St.  
 Indianapolis, IN 46204  
 United States  
[Change](#)

**Payment Information**  
 Discover  
 1234-5678-9123-4567  
 Expiration: 07/2017  
 John A. Smith  
[Change](#)

Product	Quantity	Price	Unit	Total
<b>Product Name</b>	40	\$0.50	Each	\$20.00
Color: Blue Shape: Square Material: Plastic <a href="#">Change</a>				
<b>Product Name</b>	20	\$0.25	Each	\$5.00
Color: Red Shape: Rounded Material: Rubber <a href="#">Change</a>				

Order Total: \$25.00

Place Order

**Need a promo item?**  
 One-stop source for imprinted, embroidered apparel and promotional products. Featuring online stores. View our video on promonorm.com

[Read More](#)

**Newsletter**  
 Submit your e-mail address to get the latest deals and promos.

Submit

**Social Links**

X

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 E-Mail: promonorm@gmail.com

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## Before and After- Checkout Step 5

Before Page Non-Existent

The screenshot shows a website checkout confirmation page for First Coast Promotions. The page features a blue header with the company logo, navigation menu, and contact information. A green progress bar indicates the current step is 'Confirmation'. The main content area displays a large green checkmark icon and the message: 'Your order has been placed successfully! Your order number is: 4821890587. You will receive a confirmation email shortly.' Below this message are two buttons: 'Print Receipt' and 'Continue Shopping'. The footer contains promotional sections for 'Need a promo item?', 'Newsletter', 'Social Links', and 'Office Location', along with a copyright notice.

**FIRST COAST PROMOTIONS** Founded 1987  
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Products | About Us | Contact Us | News & Videos | Online Stores

Shopping Cart | Shipping | Payment | Review / Submit | **Confirmation**

**Your order has been placed successfully!**  
Your order number is: 4821890587  
You will receive a confirmation email shortly

Print Receipt | Continue Shopping

**Need a promo item?**  
One-stop source for imprinted, embroidered apparel and promotional products. Featuring online stores. View our video on promonorm.com  
[Read More](#)

**Newsletter**  
Submit your e-mail address to get the latest deals and promos.  
 [Submit](#)

**Social Links**  
[Icons for Facebook, Twitter, LinkedIn]

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## Reflection

There were a few key design principles I focused on when redesigning the checkout process on the First Coast Promotions website. The first principle, which I believe impacted my design the most, was consistency. When comparing the individual product page with the pages in the checkout process on the original website, it looks like a whole new website. In my design, I believe I did a successful job of fixing this major issue by simply making the page layout and design identical from page to page.

Another key principle I integrated into my new design was highlighting. For example, it was important that I emphasized the “Continue Shopping” and “Place Order” buttons so the users are able to find them easily. The use of blue and green color grabs the attention of the user, even though the buttons aren’t large and in the center of the pages.

A major part of my redesign was designing for error. Therefore, I included “Change” and “Remove” buttons on the shopping cart page so the user could edit the items in their cart, or even delete them. On the “Review / Submit” page at the end of my checkout phase, I included the “Change” button as well. This way the user could make any last minute changes before hitting “Place Order.”

I also implemented progressive disclosure at various points in the checkout process to reduce clutter and hide the “unnecessary information” from the user. Also, constraints were used when customer information was required. I implemented drop down menus at times so users couldn’t make mistakes when filling out information fields.

The majority of my redesign work was making the pages look visually consistent. Therefore, I thought this was the strongest aspect of my redesign. Following my redesign, all the pages look related and the page navigation was improved through the secondary navigation menu. Although, the secondary navigation menu, which also gives the user feedback of where they are in the checkout process, may be the weakest part of my design. Some users may not be a fan of it because it looks similar to the main navigation menu, and it is placed directly below it. After lots of thought, it was a tradeoff because I believed this was the best solution for the design.