

PRODUCT DESIGN: PURCHASING

Case Study | An end-to-end look at RevZilla's Cart & Checkout



CART & CHECKOUT

Challenge | The legacy versions of Cart & Checkout were outdated in workflow, information architecture, and visual design. Beating industry standards was a long-way off and too much of a lift to complete while also launching an entire site replatform and redesign.

Goal | Create a Cart & Checkout design that meets industry standards and accounts for business scability, while also maintaining the ability to utilize the same framework for ReZilla and Cycle Gear. **Risk:** The initial design must be launched with the replatorm and also meet or beat legacy conversion rate.

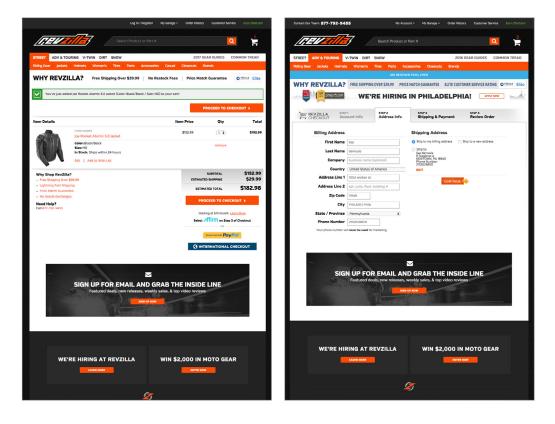
Strategy | Utilize the framework that existed for Cycle Gear and add new features that lay the groundwork for the final Cart & Checkout design. After the launch, iterate on Cart & Checkout to further improve the workflow, information architecture, and visual design to beat industry standards and account for business scalability.



Legacy Design vs. Launch Design

LEGACY DESIGN

Upon starting at RevZilla, the site design had a very antiquated look and structure from the early 2000s. The design was not responsive and the checkout steps were not in a typical workflow.



LAUNCH DESIGN

IREVA

Launched with an iteration that mirrors Cycle Gear's site, with the added improvement of sumarizing user info at the top, which was a planned feature for the final design.

877-792-9455 Log In/Sign I	Up Order History Customer Service (B) Earn ZillaCosh	
Search Product or Part #	<mark>ج ≡ ∞</mark> ھ ہ	NEED HELPT ET7.732.3455
	Gerage Wishest Cart	
IG GEAR PARTS ACCESSORIES TIRES WOMEN'S BI	RANDS RIDING STYLE SALE COMMON TREAD	Checkout
		Ø Ø Ø
ART View With List		SHIPPING INFO DELIVERY & PAYMENT ORDER REVIEW
SHIPS FREE!	PROCEED TO CHECKOUT	
		Johnny Rider Subtotal \$9,879.0 PO Box #102 Est. Shipping FRI
	PRICE QUANTITY TOTAL	4020 S. 25th St. Est. Tax \$18.1 Philadelphia, PA 19112
Icon 1000 Truant 2 Boots	\$150.00 1 × \$150.00	867-234-4545 jrider@gmail.com Estimated Total \$9,897.5
5KU: 1240148		Edit
Color: Black Size: 7		Delivery Options
In Stock: Ships within 24 hours		Delivery Options
Edit Remove Move to Wish List		 Fast Standard Shipping FREE A description about the shipping type will appear when it's selected.
		Three Days \$19.95
Call 877-792-9455	Order Summary	
International Orders Price Match Guarantee	Subtotal \$150,00 Shipping Ø FREE	Second Day: \$29.95
Shipping Terms and Conditions	Tax • \$12.00	Next Day: \$59.95
	Total \$162.00	
	PROCEED TO CHECKOUT	Payment Information
		"Required fields
	CHECK OUT WITH PayPal	Enter a Promo Code 🗸 🗸
	Starting at \$15/month with affirm. Learn more	
		Enter a Gilt Card 🗸
		Greatest with Pay/Paj
UBSCRIBE TO TE INSIDE LINE Enter your email address	SUBSCRIPE	
RELEASES & VIDEO REVIEWS		
		Card Number* Security Code*
		Expiration*
E HIRING IN PHILADELPHIA	WANT TO KNOW MORE ABOUT US?	Expiration.
	LEARN MORE	
LEARN MORE	LEARN MORE	Billing Address Same as Shipping Address
(Z		First Name* First Name



Documentation and Requirements

CONFLUENCE DOCUMENTATION AND REQUIREMENTS STRUCTURE

Prior to Cart & Checkout, there was no process for documentation; Confluence and JIRA had been adopted 1 month before project kickoff. Creating an organization and workflow for the Product Team with a scalable and flexible structure that could be applied to any and all web features was imperative, especially to function cross-departmentally.

TRACK LANDING PAGE	REDLINE Webstore v	RECURE Webstore / Site Elements @ Cart, Checkout	/ x • E	REDLINE Webst Q = Overview + Q Space settings	REDLINE Webstore / Site Berneris / Cart, Checkout 2 Checkout	1	☆ ● ☞ …	C F Overview	REDUKE Webster / _ / Checkout @ Release 1 - Checkout Right Rail	/ x • E ···
¥	C application sectorys Sence Belotercours Vendor Evaluations Redline Launch Meeting N	Peth Calian Learn obtain Product Owner Balantolders O'Nerr Htt 20		Space settings Shore settings Wender Evaluations Redire Lounch Me	Lea Dothuis Lea notate La anomer ago Product Designer Elite Dothuis Overview			Papace semings Image shortcuts Wendor Evaluations Medime Lounch Me	Lauren Dete April 5, 2019 Lauren Dete April 5, 2019 Lauren Dete April 5, 2019	
PRODUCT LANDING PAGE	How-to articles reacts Getting started Making a template	Overview Durat and checksut are owned and assessed in a wholistic manner by the Product Desis contributes to conversion. Carl should be a user experiment primer for Checksut and of workflow to making a purchese. The follow us to Earl Checksut and the Moleva bit	heckout should be a consistent and cohesive task	How-to articles Hour-to articles Getting started Making a tamplate	Checkard is the task workflow a user is required to complete in order to make a purce within Checkau, and its purpose is to be as simple and clear as possible to decrease	hase. There are many different paths an a barriers and increase conversion.	I scenarios that occur	Mour-to articles Mours Getting started Making a template	Product Designer (Eles DAXAB) Technical Stakholder (Eles DAXAB) R2 Visual Designer (Eles Daxab) CS Visual Designer (Electrical State)	
↓	Webstore Steering Committee Site Elements Browse, Year Make Model, I Cart, Checkout Cart,	Related Projects		Webstore Steering Comm Site Elements Browse, Year Make I Cart, Checkout	Releases Autorities Condu & Sales Tax Release 1 - Checkout Right Rail Release 2 - Checkout Right Rail			Webstore Steering Comm Site Elements Browse, Year Make 1 Cart, Checkout	WART Kull which upon which have a warm of the second	remate task focus
RELEASE LANDING PAGE	Cart Checkout Checkout Content Pages	- Checkout - Calef Confirmation (Checkout) - Chec Ba the first to like this	staalomare 🦻	Cert Checkout Australian Release 1 Pelesee 2	Open Action Items Description Offices Text to register with Australian outpress (work with @ Marc Barner and @ Tool Tennods) Too June 2016	Due date - Assignee 01 Jun 2018 Greg Teed	Task appears on 2018-05-10 Meeting notes - AUS WAT	Cart Checkout Australian Reviewdon 1 . 201	Lipitate from UL to realize from Hight Upitate notifications from toart-right to in-page shyle to decrease abandonment rate Key Features	
Stakeholders, Objectives, Key Features, Presentation Links,	Design System & Base Sityl Hone Page My Account & Customer To Navigation: Mega Menu, He Poct-furthase	White a connect.		Order Confirm Common Tread Content Pages Design System & Ba Home Page	OBack Werthelmer to create a valuation sheet so we can weigh in on the value of this tool OBack Werthelmer' to work with (Plasson Koves) to cuttine what changes need to to made to returns process to account for VAT		2018-05-18 Meeting notes - AUS WAT 2018-05-18 Meeting notes - AUS WAT	201 201 201 201 201 201	Right rail order and informational unmany Bignern methods saft in the sound step be account for future sitement groups) Lisbate term (i) Hord Context and the sound step be account for future sitement groups) Context and the sound step be account of the sou	
Implementation Notes, Ticket Links	Product Detail Page & Prod Search Rev2lla Cycle Gear Third-Pary			My Account & Cusic Mun Account & Cusic Navigation: Maga M Post-Purchase Product Datal Page Search	PAreaseder Robinson to follow up with (Marca Trank to determine how we should near to AUS VAT	Alexander Robinson	2018-06-18 Meeting notes - AUS WAT	 Side Rolease : Order Confirms Common Tread Content Pages 	Demo Decks • Orchodox Hight flat • Orchodox Hight flat • Avaletical August Iai - Classification • Avaletical August Iai - Bankathmingh • Avaletical August Iai -	
↓	Holiday How-to articles Sedine Pre-Launch Implementat Testing and Optimization Comm ¹			Sadacon Securità New238a Cycla Gaar Third-Party Holiday	Checkou Right Nat Checkou Right Nat Checkou Right Nat Could Review Checkou Right Nat C2 Walkhrough Third-Party Tool Logins			Content ruges Content ruges Design System & Ba Home Page My Account & Custe Ny Account & Custe Navigation: Mega M	Implementation Notes: • Analytis • Brakesys transido @ Maxis Transi @ Lawer Netro • Implementation: [] Spar Tetrati • Constructions: only and the Internet • Construction: only and the Internet • Co	
RELEASE SUBPAGES Meeting Notes Product Research	TRACK LANDI	NG (CART & CHECKOUT)			ANDING (CHECKOUT)			Post-Just Aug	Missione is final function requirements statutioner approval Wasal anguards Wasal anguards is final adjustation of accompany professional adjustation of adjustation of adjustation of Adjustation despiration is final adjustation of adjustation is final adjustation of adjustation is final adjustation of adjustation	
Product Performance QA Instructions									Meeting Notes 2016 0-04 Meeting Notes - Overhead Rijet faar Vasal 2016 0-04 Meeting Notes - Overhead Rijet faar Vasal 2016 0-04 Meeting Notes - Understanding Notes 2 2016 0-03 Meeting Notes - Notes 2 2016 0-03	
CONFLUENCE STRUCTURE										

RELEASE LANDING (CHECKOUT RELEASE 1)



Results

POST-LAUNCH: RELEASE 1 DESIGN

Once the replatform and redesign was launched, Cart & Checkout were revisited with the intention of utilizing the same information, but implementing a new UI that better met industry standards, as well as accounted for business scalability. The process included a server-side A/B Test, Usability Testing, and a new Analytics Strategy that allows us to track forward-progression and pull reports regularly. Stakeholder Demo Deck

			NEED HELP? 877-792-9455		NEED HELP? 877-792-9455	ELITE CUSTOMER SERVICE	Internation	FREE SHIPPING OVER \$39.99
CHECKOUT Of SHUTTING ADDRESS 02 SHUTTING METHOD 02 SHULLING OA SEVIEW		CHECKOUT Of SHIFFING ADDRESS OF SHIFFING METHOD OF BILLING OF REVIEW		CHECKOUT International address or shiftping wethod or shiftping determent		■ CHECKOUT		
Shipping Adverse Researcherer Freestware Late here	Shipping Method 64 Pers Sunded Skipping FRED ORDER SUMMARY	Billing & Peyment or conflicted Cost or Bygfind To State y Strainen with uffin Leannes	Shipping Address for Usu betwas 2015 Journ 17: 51 3 3 755-022 4855 Memunopagnatic on	Shipping Address Exe List Data 28 Sharh Yo Is 1 1 1 1 1 1 1 1 1 1 1 1 1	ORDER SUMMARY Summail \$200.00 Drapping PREE Tax \$224.00 Order Total \$3224.00	ORDER SUMMARY *	ORDER SUMMARY	OT O
Research Nove Vector Manuschart	Southaul \$300.00 Strapeng Filter Tex \$00.00 Order Total \$300.00 Colletting 5.54(FPF) in all mode \$41990	Water sign card or period could? CONTINUE TO Revenue	Shipping Method Ear Part Sandard Stopping FFEE ORDER SUMMARY	Konundageni zum Sköpping Martina der Rad baseka Sergen / Rad Serge 2000 Zum 20 Januar 2 Banka Serge 2000 Zum 2	PLACE 08018	Estimated Total \$150.00 Shipping Address	Shipping Address Edit Lisa DeMusis 2551 South 17th St 3 PHILADELPHIA, PA 19145	Shipping FREE Tax \$12.00 Order Total \$162.00
Pres Case			Substal \$100.00 Singlema PREE Tax \$23.00 Ovder Total \$328.00 CohtIINUE To REVIEW	Size Data Size Size Size Size Size Size Size Size		Required fields* First Name* Last Name*	215-262-8850 Idemusis @gmail.com Shipping Method Edit Fast Standard Shipping: FREE	PLACE ORDER
East Transmer Transmer East Andread and Andread and Andread Andr		Z		71.405 0.0015		Business Name Country United States of America	Subtotal \$150.00 Shipping FREE Tax \$12.00	Shipping Address Edit Lisa DeMusis 2551 South 17th St 3 PHILADELPHIA, PA 19145
Contract from an and and an angle to part side •		CUSTOMER SERVICE Conclub Relambling Segreg Privace Segreg Privace Relambling	NEED HELP? 877-792-9455 S LOOKING TO IMPROVE VOL bits of which we need to Ex.	CUSTOMER SERVICE Connet Un Degrag Takola Degrag Takola Degrag Takola Degrag Takola	NEED HELP? 877-792-9455 I's LOOKING TO IMPROVE Provide at a read to a feed bits	Address Line 1* Address Line 2 PO Box	Order Total \$162.00	215-262-8850 Idemusis@gmsil.com Billing & Payment Edit
Z						Postal Code*	Billing & Payment Credit/Debit Card	MasterCard ending in 4291, Expires 12/2021
Costanta Recursitaria Costanta Recursitaria Struggerg Anian Paca Malistratura Officialitaria Fala Officialitaria	NEED HELP? 877-792-9455 SLOOKING TO IMPROVE LLAVE PEDBACK pot law of which the mends in Re.	Contraction of the Contraction of the Contraction of the Contraction	Standbullatingst (0)	a para mala a forma have been been a mana mana mana mana bara a mana bara bara a	ReadforCasing ©	State / Province*	Starting at \$15/month with affirm. Learn more Have a gift card or promo code?	Fast Standard Shipping: FREE!
						In case we need to contact you about your order. Email Address* Order confirmation and tracking information will	CONTINUE TO REVIEW	SKU: 1240148 Color: Black Size: 7 \$150.00 \$150.00 x1
2.304 REVELLA COM ALL REATS RESERVED. SECURE SHOPPing. IRELACY POLICY. TERMS & CONDITIONS	Reseller/Ratige ©					be sent to this email address.	-	In Stock: Ships within 24 hours



Next Steps

RELEASE 2 DESIGN

The next phases of Cart & Checkout include the frontend implementation of Cart Right Rail, backend and frontend implementation for Shipment Groups, updating our BrainTree version (payments), and moving Cycle Gear Cart & Checkout into the Right Rail UI.

Context Our Texes #77.79529455 Advant - My Account - Older Helsony California Service S00 Elem Zillicant		CYCLE GEAR. Need Help? 800 292: 5343 Ø Stores & Sten In	
I REVIENTE Search Product or Stort / a 🕺 📰 🛒	Con the Control of Con		
Comp Vinite Car HEARTS HEXNE BEAR FARTS ACCESSORES THES WORKING BRANDS REDHESSTER BALE 2017 ICLA BUILDES COMPONYTHEAD	■ HHE BHAMAR ONE \$19.99 © NO HEROOCHEES ■ HECE MUTCH GUIARALLEE ★ RUE CURSONER REPORT	E Shop By Category Search Q 1	
▲ FREE SHIPPING OVER \$19:89 Ø NO RESTOCK FRES ● PRICE MATCH GRAMMITER ● EUTE CLETOWER SERVER	e CHECKOUT		Checkout
MY CART This order qualities for Pres Shipping and earns \$30 2814Cesh 0	C1 SHIPPING ADDRESS 0.2 SHIPPING METROD C2 BILLING 14 REVIEW	Checkout () SHIPPING ADDRESS () DELIVERY & PAYMENT () ORDER REVIEW	Shipping > Payment > Review
ITEM QUANTITY TOTAL ORDER SUMMARY	Shipping Address Ian Billing & Payment En ORDER SUMMARY Reversion Reversion Status Defenses An Status St	Shipping Information	Shipping Information Order Summary Select the type of location you'd like the ship to: Subtotal \$9,879.00
Odio Ne Drog Mach 5 Bedgeck 1 v BH199 Dirented Strighting 5743 Strikt Dirented Strighting 5564.64	0x3 Tex 82/20 Bacopti, Ki (MP) Tex 82/20 MUSY Not	Ship To New Shipping Address Ship To A Store View Details	Ship to a Personal Shipping Address \$7.45
In Stock Style write 24 hours PROCEED TO CHECKOUT portuge the provide storage and provide a provide pr	Aug/Ausa Mincolfsteen 216Colf Enrol 216	Find a Store	Ship to a Store View Details Est. Order Total \$9,886.45
Choose in your groups. Edd Remove Move to White Loss Edd Remove Remove	Shipping Method 119 PLACE OXDEX Shipping Group (* of 2), Fast Standard Shipping	Enter a Zip Code	Have a Promo Code?
Sena 34K Bluetooth Heodiet 2 v \$9592.20	Handback (State) State and Stat	Locate	
How In Visited The Sector With Left Access	Automative productions and an		Cart Preview
Rev23la.com GR Card 1 v 135.60 Vissend	OGIO No Drag Moch 6 Backpook (9 41.3) v1 644158 Stat. commit	Email Address for Shipping & Tracking Notifications	VIET 1 V PYR
SUL 32745 yor 125 OH Circl In Block (Vips white 32 hours	Conc. The Famore Lance for particular coupling and does a part advantaged particular and thing on excells they give had been particular advantage participant.	Email Address	
Bit Resolve More to Res List	Sens 30K Bloctoch Heedset \$205.0 x2 \$592.39 tou mins	Yes! I want to save money and get email offers from Cycle Gear.	
NEED HELPT Data bin a gent abautyour creater Call 877-720-0455 From Match Guarannee		Continue	
	Shipping Group (2 of 2): Second Day Kenerality (5:15)		
SUBSCRIBE TO THE INSIDE LINE Gray you and addres.	2017 v Sa denty - Ander Samer vanne film vannen de vannen de senten de Samer	We're always looking to get better for our customers. Tell us what you like, what's missing, or what's broken.	
THE INSIDE LINE General address SUBSCHORE	ORD No Drag Moch S Backpade (FG-1) 10100	Sign Up for Email Need Help? 800-292-5343	
	Even that Ferrendians to give shall save given about application of you Hittigg or events (hittig to this in the poly or event appropriate Hittigg or events (hittig to this in the poly or event appropriate Hittigg or events (hittig to this in the poly or event appropriate Hittigg or events (hittig to this in the poly or event appropriate Hittigg or events (hittig to this in the poly or event appropriate Hittigg or events (hittigg or events (hitti	Enter your email Quick Links +	■ Checkout
WE'RE HIRING IN PHILADELPHIA WANT TO KNOW MORE ABOUT US?		Find a Store View All Stores Customer Service +	Shipping > Payment > Review
LEARN MORE	PLACE OPDIA	Finiter Zip (V) Company Info +	Shipping Information Go Back Order Summary
			Subtrial \$9,879.00 Find a Store: Est. Shipping \$7.45 Enter your Full Address or Zp Code
	Z	RasallerRatings 📀	Enter City, State, or Zip Code Find Stores Est. Order Total \$9,886.45
ABOUT REVZILLA CUSTOMER SERVICE NEED HELP? 877-792-9455 Next US Const US	CUSTOMER SERVICE MEED HELP1 877-792-9455	Annual and Annual Annua	Have a Promo Code?
Carriers Rosen Paloy AUMAY'S LOOKING TO IMPROVE ZiteCam Revents Support Policies Tell is whit in the er white or the Perel In To	Control UN Bestive Privicy Strapping Privices Privice March Privicy Tell control can be carried units and to the control service basis. Example Strapping Privices Tell control can be carried units and to the	© 2018 CycleGear.com All Rights Reserved	Containue
Pala filoversan Pesa Mata Palay Bing Elit Confribuna Ala tangan Elit Elit y Elit Sy	OR Cellforte Pulio, FaQ intel Simo para una serie de la Companya de la Comp	Privacy Policy Terms of Use	
nua Bright El Ca V Co S ^o Custore Reixea			Cart Preview
$\label{eq:constraint} constraints as a set in a set in a set of $		CURRENT CYCLE GEAR CHECKOUT	
CART RIGHT RAIL	SHIPMENT GROUPS		

CYCLE GEAR CHECKOUT RIGHT RAIL WIRES



Considerations | When working on Checkout for two separate ecommerce sites, there are many variables, features, tools, and third-party partners to consider.

USERS

PARTNERS

International New / Guest Returning / Authorized

INTERNAL TEAMS

Accounting Analytics CEO / CTO Customer Service Design Fulfillment Marketing Purchasing Tech Affirm (Financing) Braindo (Analytics) Braintree (Payment) Criteo (Recommendations) Cycle Gear Google Reviews Narvar (Order Tracking) PayPal Riskified (Liability) Turnto (Reviews)

FEATURES

Accelerated Checkout

Authentication
Auto Complete
Delivery Range Estimate
Gift Cards
Line Items (Products & Messaging)

Notifications (Client-side, Server-side)
Promo Codes
Ship to Store
Shipping (Free, Flat rate, International, Quote Request)
Tax Messaging & Collection (Per-Country / State)
Validation (Form field, Page level)
ZillaCash



LISA DEMUSIS

August 2017 - July 2018 | Product Owner August 2016 - August 2017 | Associate Product Designer

Idemusis@gmail.com 215.262.8850