BOUTIQUE WITH ALTERNATIVE PAYMENTS (Desktop Modal Design)

Screen 1 — Sign-In

SEAM

SIGN-IN

EXISTING CUSTOMERS

Password

Password

Forgot password

SIGN-IN

NEW TO
SEAM

CONTINUE

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1 You have found all your items and then it's hit the Checkout button. This takes you here for signing in (if your a first time user or logging in as existing user).

Screen 2 — Checkout Shipping

SEAM

CHECKOUT

CUSTOMER CREDIT: $37.60

SHIPPING 1   PAYMENT 2   CONFIRMATION 3

1. SHIPPING

Email address   We'll send your order confirmation here

First name   Last name

Address

State   Postcode

Delivery method
○ Deliver   ○ Collect from store

2. PAYMENT

3. CONFIRMATION

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2 We arrive at Checkout: Note the Red CUSTOMER CREDIT flagged in top right corner....a must to jog our users memory and tempt them further to pay it down on this purchase.

IMPORTANT
☐ Now my solution to all this data is that - a one size does not fit all for what we are doing. We need total flexibility in this area, as there is so much added content for paying option, shop discounts if buying more than one thing, and delivery options etc, etc. So even though I have contained the design elements in this mock-up, this will need to expanded when content expands and evolves. So the need for a scroll bar to allow growth in a practical solution and will still keep a clean look for our user to navigate this. Also once our user is on this screen, they don't move off into different screens... Its all here and will make the process even move smooth for them. Just 3 steps visually seen and sections collapse and turn grey and have Tick to see process done for section as you go.

Screen 3 — Checkout Payment

ORDER SUMMARY

	Stussy Caramel Dress	$35.00
	M, Caramel	
	Qty 1 ▾ Delete	
	Prima Necklace	$18.00
	Turquiose & Gold	
	Qty 1 ▾ Delete	

Subtotal $53.00
Delivery $0.00
⊕ Deduct from your credit $37.60
TOTAL   **$15.20**

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CHECKOUT ✕

SHIPPING 1   **PAYMENT** 2   CONFIRMATION 3

1. SHIPPING ✓

2. PAYMENT ⌃

CHOOSE A PAYMENT OPTION

[Credit Card]   [((•)) Other Payments] + [Your Credit $37.50]

○ VISA   ○ AMERICAN EXPRESS   ● MasterCard ›

Cardholder name   Expiration date
Jenny Smith   07 ▾   20 ▾

Credit card number   CVV code ?
2352 0374 6521 9623   6 8 0

☐ Save to my profile   **CONFIRM**

3. CONFIRMATION

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3 With Payment the Left side darkens down and Order Summary slides in from Left side....always need to see what your paying for and quantity of items.

IMPORTANT
Now my solution to all this payment options is we have 3 Payment Option Buttons.
☐ CREDIT CARD: this shows the cards on offer below and extends right with more with arrow. With the correct card clicked the form field changes for appropriate form for any of these choices made in section.
☐ OTHER PAYMENT: G Pay, Apple Pay, Zip, After Pay, Paypal etc,
☐ YOUR CREDIT this area is important in using your credit in full or select an amount to use. See my guide below for this. You could simplify this form even more by hiding the cards and making them drop down to show on click on box. Also the form field might not show also and reveal itself once payment company is selected. Order summary takes in credit and is reduced on bill on the left. So confirm your order please!

Screen 4 — Confirmation

SEAM

THANK YOU
Your fashion statement will be with you shortly.

THE FUTURE IN FASHION

CHECKOUT ✕

SHIPPING 1   PAYMENT 2   **CONFIRMATION** 3

1. SHIPPING ✓

2. PAYMENT ✓

3. CONFIRMATION ✓

ORDER RECEIVED
Thank you. Your order has been received.

ORDER	NUMBER DATE
460	February 10, 2020
TOTAL	PAYMENT METHOD / CREDIT
$15.40	MASTERCARD

ORDER DETAILS

PRODUCT	QTY	PRICE
Stussy Caramel Dress	1	$53.00
M, Caramel		
Prima Necklace		$18.00

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4 We have made it to the Confirmation . You now have on view your ORDER RECEIVED and info listed, then the ORDER DETAILS. I have used the scroll on view here now to show our content continues and nothing hidden.... again any extra growth in all these sections will take it cleanly on with scrollable content - it will also look clean.

And after a few seconds we have a THANK YOU that spins in from left side of screen and positions itself and let's our user know that their fashion statement (their items), will be with them shortly.

Bottom guide panel

PAYMENT OPTIONS
3 Boxes: **1** Credit Card, **2** Other Payment Options **3** User Credit - to pay towards their bill. Upon selecting button, these company options are shown for selection and and its correct form field shows.

[Credit Card]   [((•)) Other Payments] + [Your Credit $37.50]

○ Apple Pay   ○ PayPal   ● MasterCard   ○ zip ›

OTHER PAYMENTS
You see a list of comapnies and you see more by the direction arrow (as shown below).

G Pay   ○ afterpay

[Credit Card]   [((•)) Other Payments] + [Your Credit $37.50]

● USE CREDIT   ○ USE PART $37.50   **Apply to order**

USER CREDIT
An important thing is to allow the user to put all (or) part credit towards their purchase.
(as shown on the left). If you use the Credit - the '+' sign colours Red to indicate it's being used.
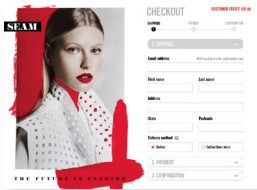
THANK YOU (spinning animation)

THANK YOU
You have now completed the purchase and after a few seconds a ball rolls in from left sating THANK YOU and a message to the User.

BOUTIQUE WITH ALTERNATIVE PAYMENTS (Desktop Modal Design)

PROBLEM

An online fashion retailer is expanding its existing payment options of credit card to allow for a host of new finance options including Apple Pay, Afterpay and, Paypal. They regularly have customers that use credit from returns or promotional coupons. How can we do this logically?

SOLUTION

A one size design across screens does not fit for this. We need total flexibility in these sections, as there is so much added content now and in the future for paying, shop discounts and delivery options etc,

But the main thing to address is how to deal with the many paying options and Customer Credit they have in their account.

My solution is we have 3 Payment Option Buttons with drop down menu of companies to select across the base of these buttons.

■ CREDIT CARD: this shows the cards on offer (below) and these extend to the right with more choices with arrow. With the correct company clicked the form field change to appropriate form.

■ OTHER PAYMENT:
G Pay, Apple Pay, Zip, After Pay, Paypal options here.

■ YOUR CREDIT: this area is important in using your credit in full (or) select an amount to use.

BLAIR'S STORY

Blair is a young 22 year old Fasionista loves her clothing and accessories, she seriously loves her favourite boutique called SEAM. She is a fussy buyer and tech nerd who adapts to all the new paying methods these days like After Pay, Zip Pay to name a few....but with many items she buys online - what looks great online for size and shape, the reality is that once you get the items bought on, they sometimes do not fit well (or) the size is the only one they do. So she needs to return items many times and this means the company gives her vouchers or credit for a future purchase.

She has now heard that SEAM has done a makeover of their Payment Online and goes on her laptop to see what clothes see can buy. She finds a dress and a necklace and then hits Checkout. She needs to go through the Sign In Portal and as she's an existing customer she hits the button and she is in Checkout. The first thing she notices and stands out is her credit clearly shown in red at the top right corner.....that's great she thinks, this will reduce my costs so much on this purchase.
She just adds her delivery address in and clicks Home Delivery (she sometimes does pick up in-store if she wants that item quickly), but today it's Home Delivery - once that's selected she moves into part 2: Payment.

Now here is the section she really needs: She can clearly see what's in her Order Summary on the Left side of screen. But now it's time for the Paying Options.....she looks through the 3 buttons to check out what options are available and see's Credit Cards and the drop down of companies to select across the screen. Now she clicks the Other Payments Button and see's all the main digital payment companies like: G Pay, Apple Pay, Zip and Paypal are all here too.

The 3rd button shows her Credit Amount in bright red and can't miss that - as it shows how much she is owed in her acount. Upon clicking button a drop down asks if she wants to use all her credit today or just use part of it. She selects 'Use Credit' to take all the money owed and then hits the CTA button 'Apply to Order'. With that done, she needs to use a Credit Card to pay off the remaining balance. So she selects the Credit Card button that turns into red lines and hits the Mastercard Icon. The form field is ready to fill in and once she has filled it in - she saves the info for next time she's back again.....which won't be long! She now Confirms card info and the purchase is complete.

She now is taken to the last step where the Order has been Confirmed and received and her Order Details can be gone through easily. And finally a round sign saying 'Thank You' rolls into screen and tells her that her items will be with her shortly.....that's fab, she thinks and so easy to do!