



## USER EXPERIENCE

### User Flow & Comps

# Beluga Project: White Team 1

## Version 2.0

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# The NightGrainger Team

## Beluga Project: White Team 1

- Aiyman Samy, User Experience Architect
- Elizabeth Fagan, Senior User Experience Architect
  - Len Perez, Senior Visual Designer
  - Reena Patel, Experience Researcher
  - Xiomara Ortiz, Front End Developer

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# Our Team

The members of White Team 1 thank UX leadership for allowing us to participate in the Beluga project. We will all remember it as a great experience. We greatly appreciate being chosen the Beluga winning team.

The keys to our success were that we were self-managed and that we consistently worked well together. Each team member took the ownership and responsibility needed to produce our contest-winning ideas. Equally as important was the rapport we built with one another.

Early on, we jelled as a team. We were all team players, always open to everyone's ideas. Each team member brought his/her experience and expertise. We were not confined by our job descriptions. We took turns steering the conversation in the necessary directions and bringing the team back from tangents.

Team members contributed as their schedules allowed. We had team meetings, biweekly at first, then daily. If one team member was absent, others stepped up. We noticed that of all the teams, we interacted with each other the most. Not only did we meet frequently, but we also talked to each other over the partitions at our desks, considered ideas together, used our white boards.

In retrospect, synergy characterized our Beluga team. We were greater than the sum of our parts. And, we admit we had some fun.

Because we collaborated so well, it is difficult to define each team member's contributions, but an attempt follows. Team members are in alphabetic order by first name.

## Aiyman Samy

Aiyman's feedback from customer visits was crucial. He worked hard on our competitive review. When others were absent, he stepped up to help us flesh out our ideas. He created Axure prototypes for our presentations. Further, he confidently presented those prototypes in the UX leadership reviews. Aiyman contributed consistently, and he maintained a positive attitude throughout.

## Elizabeth Fagan

Elizabeth set the collaborative tone from the beginning. She was a great facilitator at her "blue-sky" brainstorming meeting. She set up our team meetings. With her UX expertise, she helped us think about different directions and look at problems in different ways. As a result, our ideas became stronger and more defined. She had the vision that led to our truly persistent mini cart. She created the One Document, our final deliverable.

## Len Perez

Len created our Donkey-Kong-themed Kanban board, which UX management declared the best of the lot. He documented the current checkout process. From that, we focused on the flaws to come up with a streamlined Cart and Checkout. His awesome design skills and hard work turned rough concepts into viable, detailed solutions. His considerable presentation skills helped us communicate our vision.

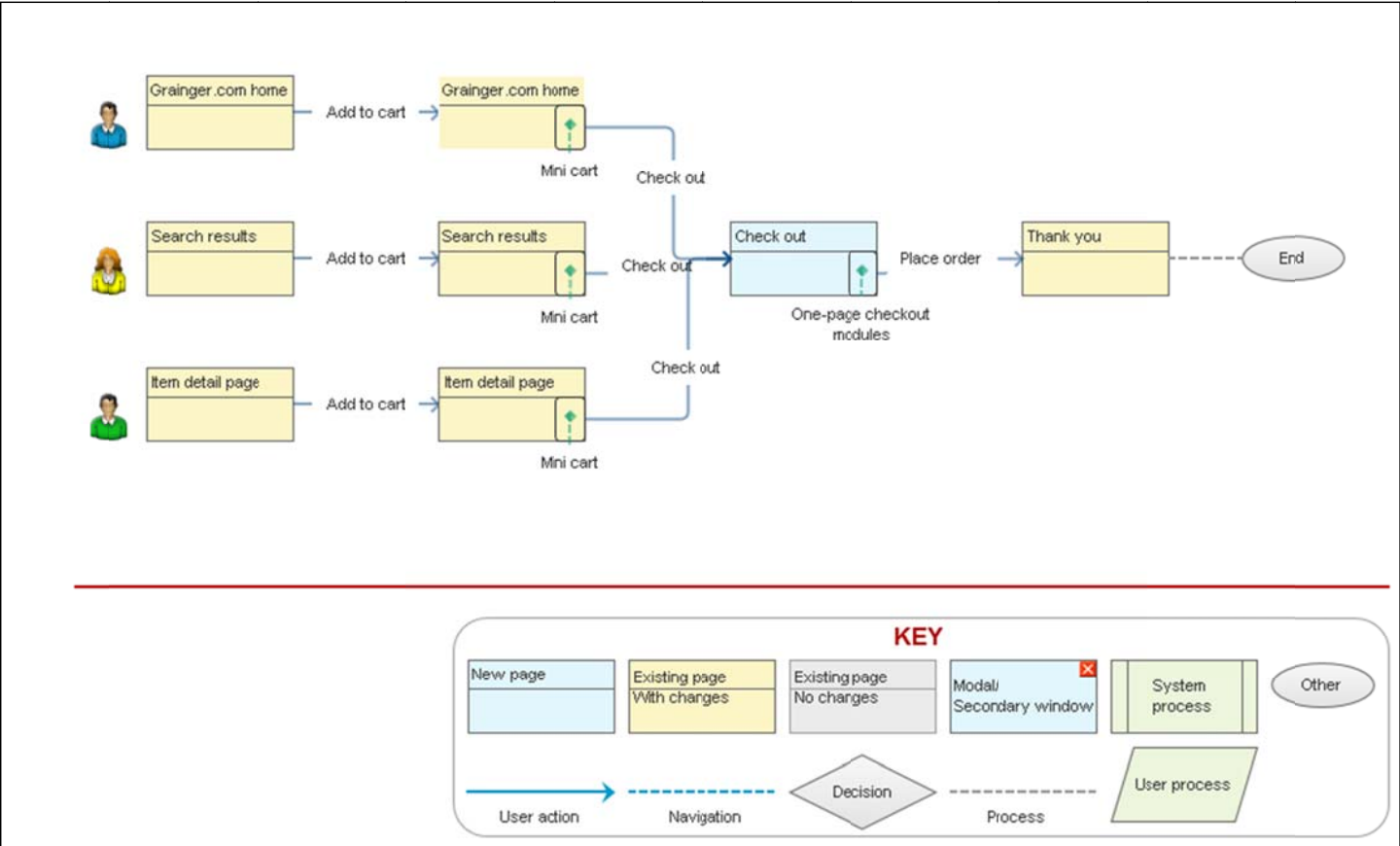
## Reena Patel

Reena first focused on how we would address problems with Cart and Checkout. She kept us focused on what worked and what did not. She intelligently and objectively looked at the problems and pointed out what needed to be fixed. She made sure our direction aligned with customer research and stories. Reena encouraged us to think about why we chose specific directions. Her strong research skills gave her the ability to validate our solutions.

## Xiomara Ortiz

Although she was not with us from the beginning, Xiomara stepped right up and created our first mini cart comps. She was focused, had strong initiative, and came up with great ideas for Cart and Checkout. As a front-end developer, she helped guide the way to new, more efficient design concepts. She gave valuable advice from the developer's perspective, validating our designs and telling us what was possible.

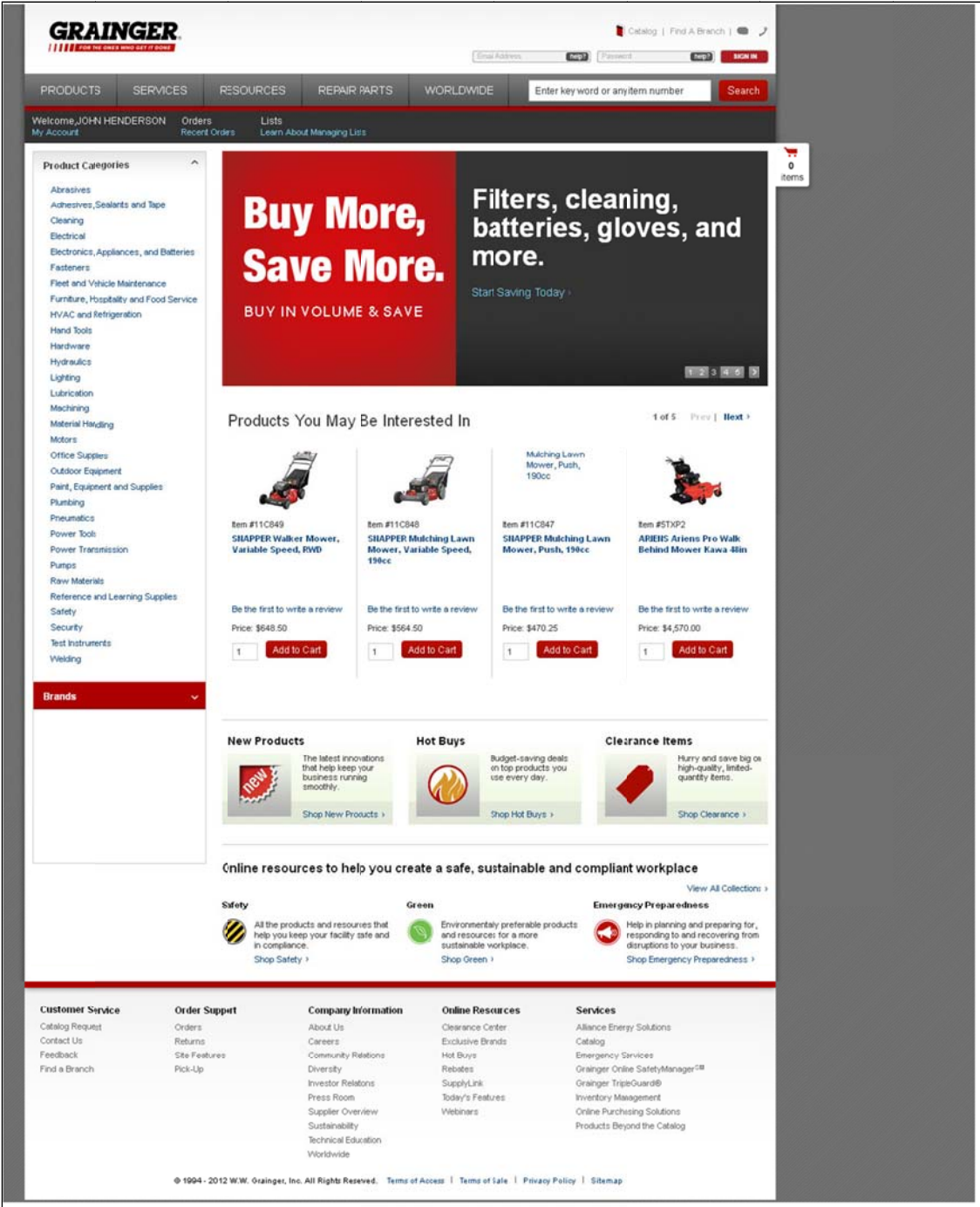
# User Flow: Our Vision for Cart and Checkout



## Team notes

Details
Grainger.com's arduous nine-step checkout process was recently rated 100th of 100 for usability by the Baymard Institute.
Our accordion-style vision reduces the number of steps to three.
The steps are:
1. Click Add to cart. The mini cart either slides in briefly or is persistent, depending on monitor resolution.
2. Click Check out. The user can review the order on Checkout page.
3. Click Place order. The Thank you page appears. The user has successfully purchased items on Grainger.com.

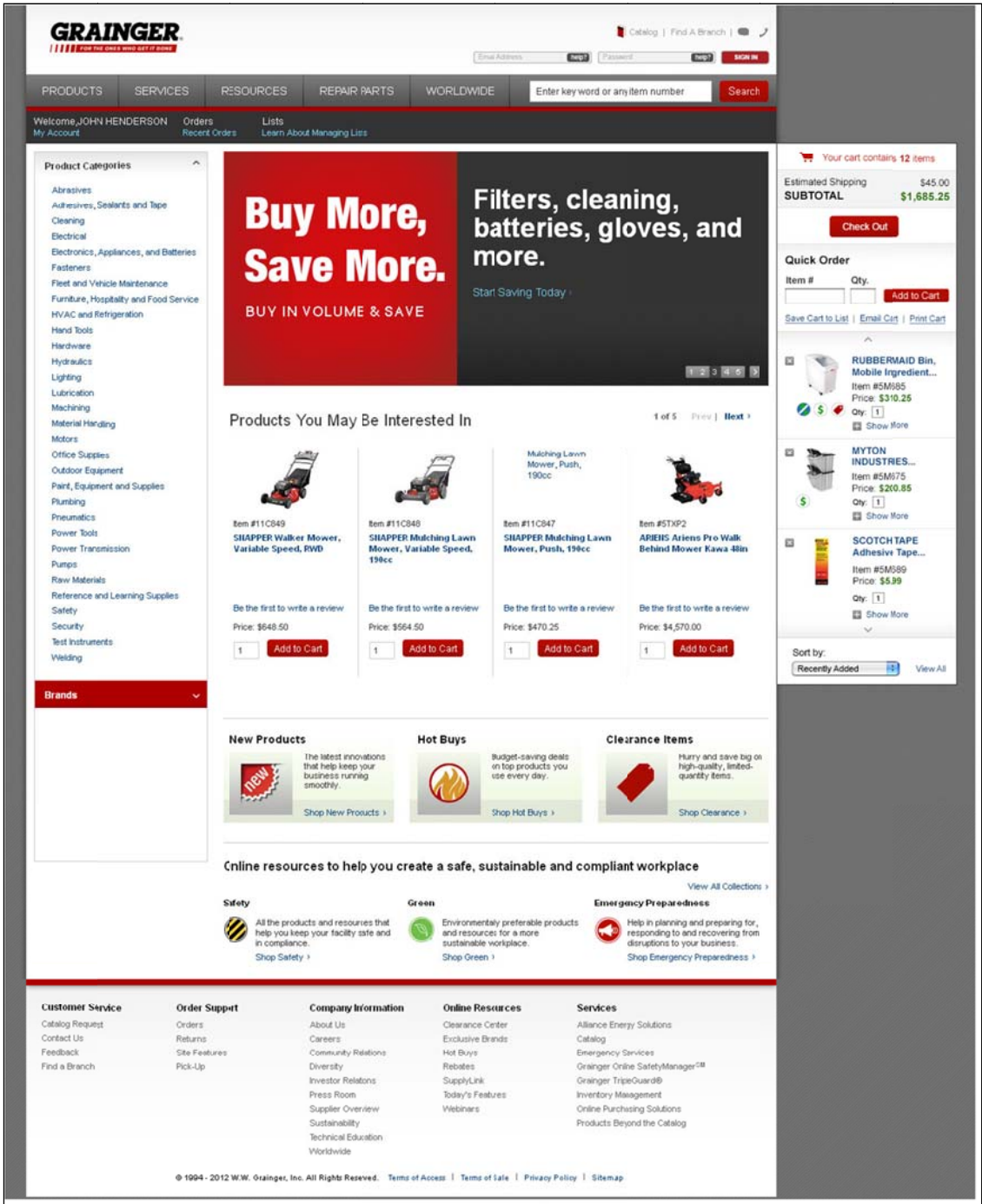
Persistent Mini Cart: Outside Closed



Team notes

Details
An exposed, persistent mini cart is proposed for all users. We learned that customers build their carts at different times during the day/week. A user might may step away from his/her desk after adding items to the cart and return to Grainger.com later. The cart reminds him/her of the items already added.
The treatment also emphasizes the ecommerce aspect of Grainger.com.
Users with higher-resolution monitors will see this "outside" version of the minicart.
This user has no items in the cart.

Persistent Mini Cart: Outside Open

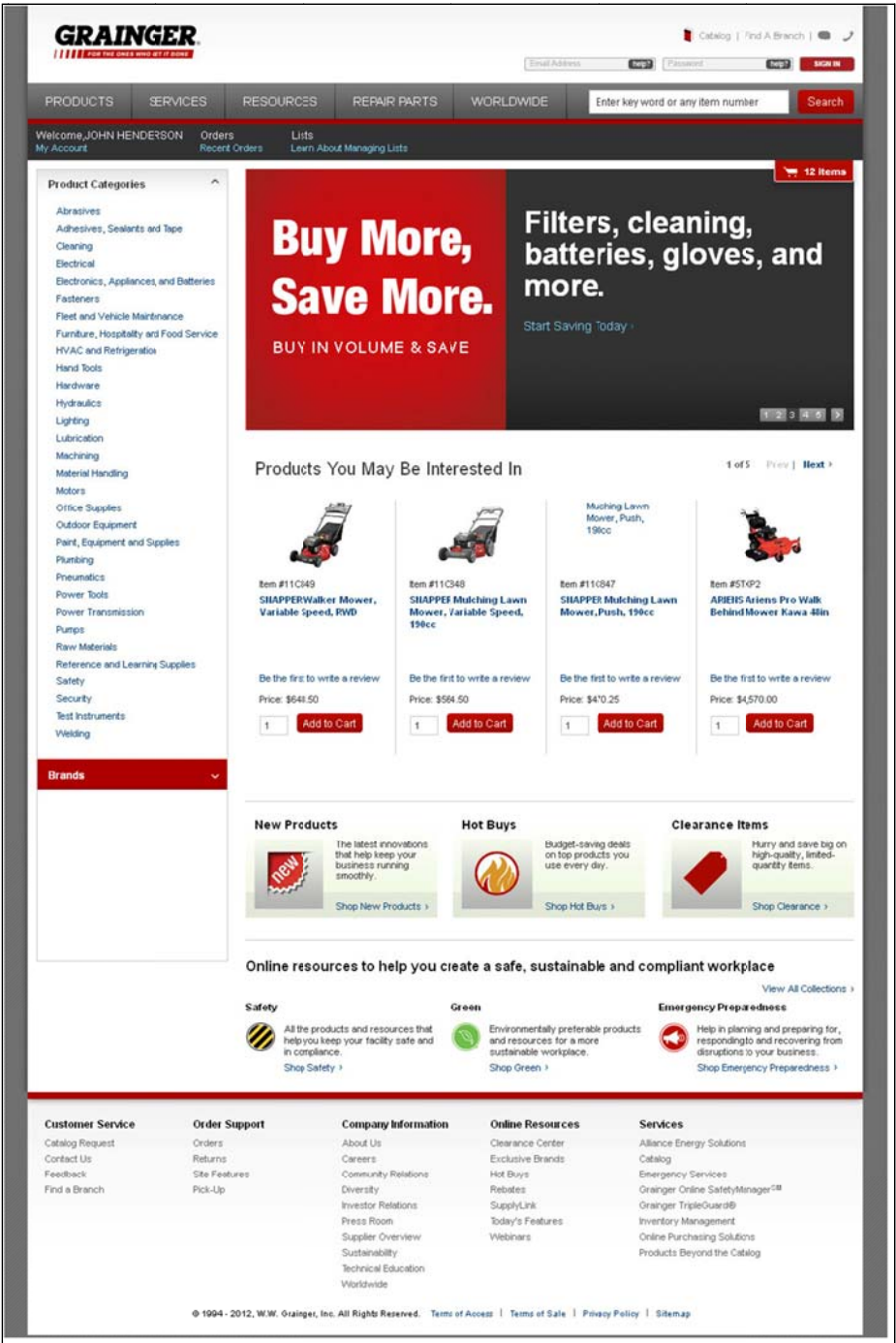


Team notes

- Details**
- An exposed, persistent mini cart is proposed for all users. We learned that customers build their carts at different times during the day/week. A user might step away from his/her desk after adding items to the cart and return to Grainger.com later. The cart reminds him/her of the items already added. The treatment also emphasizes the ecommerce aspect of Grainger.com.
- While adding items to the cart, users with higher-resolution monitors will see this, the "outside" version of the minicart. This version is a floating sidebar ("stalker") during the shop-and-buy process.
- The cart shows three items in a vertical carousel; by default, the three most recently added items. The user can sort by other criteria. At a glance, the logged-in user can see the subtotal and estimated shipping cost (based on their profile).
- The subtotal and item totals appear in large green text. Recent UX research shows that users react more positively (buy more) when prices are green.
- Save Cart to List exposes users to the list feature. Research tells us that customers do not use lists effectively. They do not understand how to use them in a meaningful way. Saving the cart to a list could be a great convenience.
- Users can email the cart, print the cart, and view all items in the cart at once. They can change quantities and delete items from the mini cart. Bulk Order has become Quick Order. Users can add items here with simply a SKU.
- The Check Out button navigates to the one-page checkout.



Persistent Mini Cart: Inside Closed

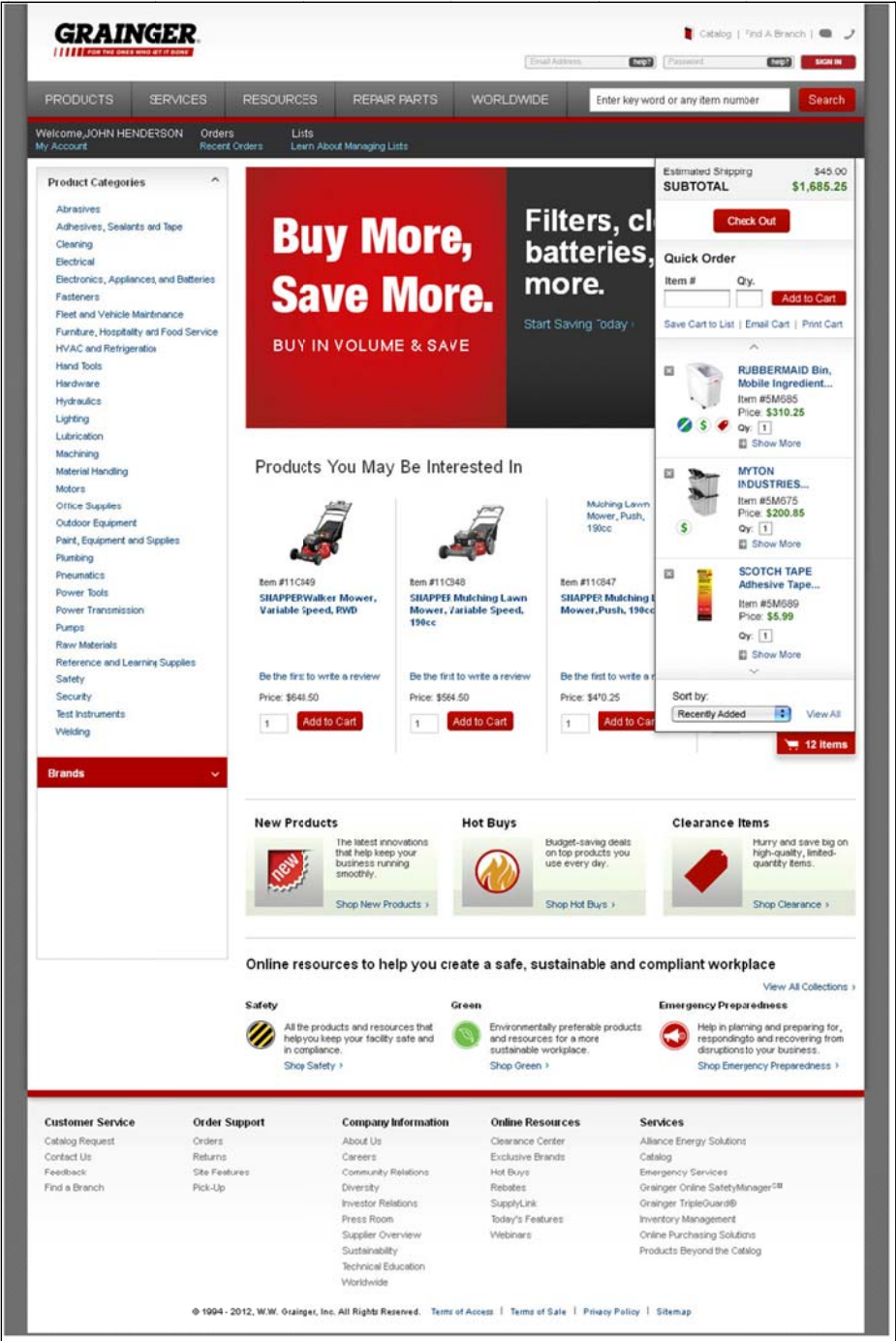


Team notes

Details
An exposed, persistent mini cart is proposed for all users. We learned that customers build their carts at different times during the day/week. A user might may step away from his/her desk after adding items to the cart and return to Grainger.com later. The cart reminds him/her of the items already added.
The treatment also emphasizes the ecommerce aspect of Grainger.com.
Users with lower-resolution monitors will see this "inside" version of the minicart.
This user has 12 items in the cart.



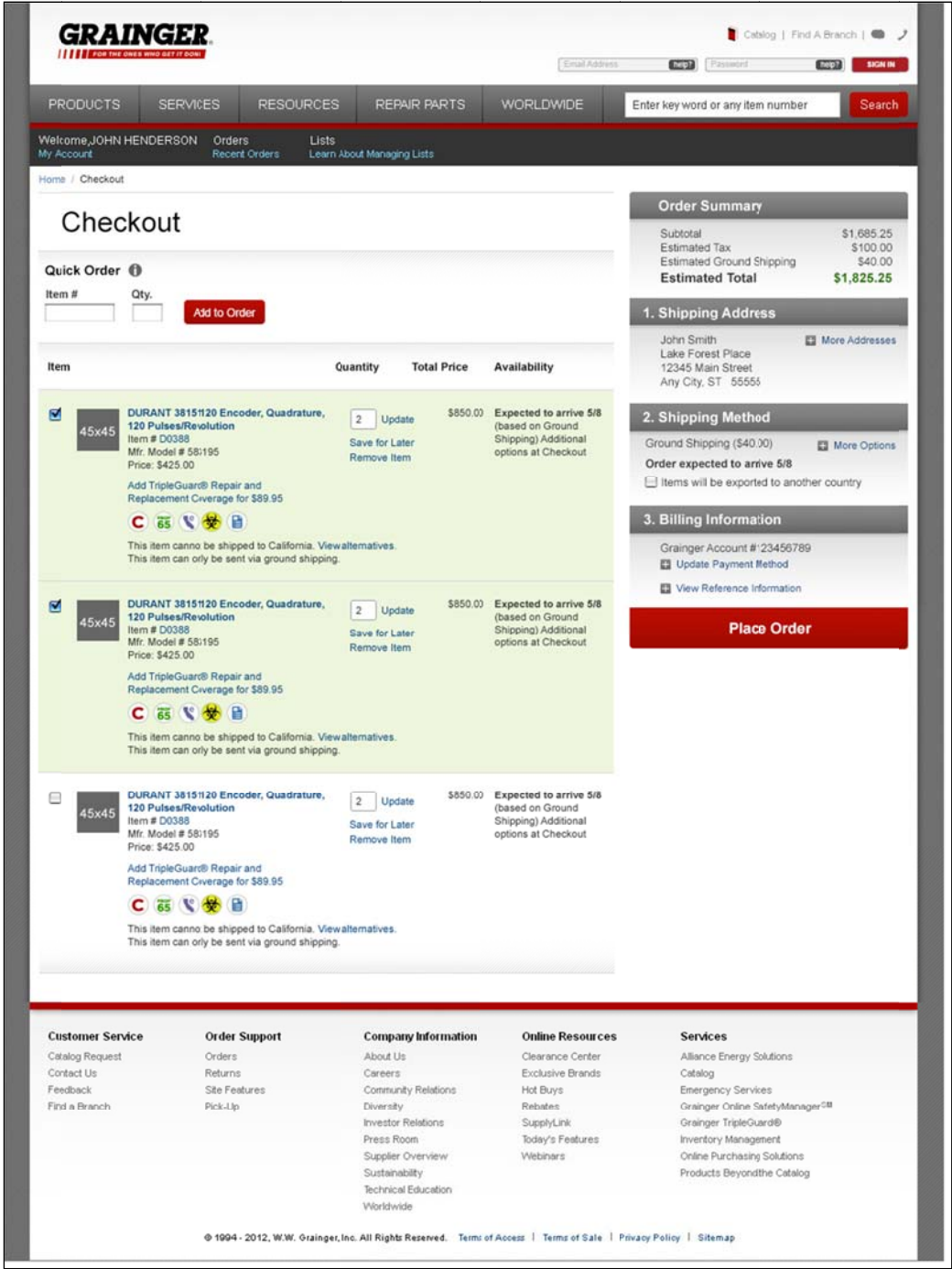
Persistent Mini Cart: Inside Open



Team notes

- Details**
- An exposed, persistent mini cart is proposed for all users. We learned that customers build their carts at different times during the day/week. A user might step away from his/her desk after adding items to the cart and return to Grainger.com later. The cart reminds him/her of the items already added. The treatment also emphasizes the ecommerce aspect of Grainger.com.
- While adding items to the cart, users with lower-resolution monitors will see this, the "inside" version of the minicart. This version is a sliding sidebar that can be toggled (show/hide) during the shop-and-buy process.
- The cart shows three items in a vertical carousel; by default, the three most recently added items. The user can sort by other criteria. At a glance, the logged-in user can see the subtotal and estimated shipping cost (based on their profile).
- The subtotal and item totals appear in large green text. Recent UX research shows that users react more positively (buy more) when prices are green.
- Save Cart to List exposes users to the list feature. Research tells us that customers do not use lists effectively. They do not understand how to use them in a meaningful way. Saving the cart to a list could be a great convenience.
- Users can email the cart, print the cart, and view all items in the cart at once. They can change quantities and delete items from the mini cart. Bulk Order has become Quick Order. Users can add items here with simply a SKU.
- The Check Out button navigates to the one-page checkout.

One-page Checkout



Team notes

Details
<p>The one-page, accordion-style checkout is proposed for all users. The accordion makes sense for Grainger.com users, who frequently may be logged-in account holders. It allows them to breeze through checkout and complete their order. Of the top 100 grossing e-commerce sites, 14 percent use accordion checkouts, according to the Baymard Institute.</p> <p>The checkout is a floating sidebar ("stalker"). As the user scrolls up and down to see items in the cart, the right rail persists. An order summary at the top lets users know how much they are spending. Bulk Order has become Quick Order, easily accessible at the top of the grid. Users can add items here with simply a SKU.</p> <p>The accordion modules expand and collapse with just a click. The heading colors vary depending on whether the user has completed the step or needs to complete it, much like the current progress indicator. The user knows the current step and the remaining steps. (especially useful for guests). We show only one state of the accordion.</p> <p>Users select check boxes to add items to an order, defined as one shipping address, one shipping method, one form of payment. Those items that remain unchecked stay in the cart after the user places the order. The remaining items can then be added to a different order (different shipping address, shipping method, and/or form of payment).</p> <p>The Grainger.com guest must complete the three steps; the logged-in account holder may or may not edit stored information. The content of the modules could vary by the type of account. Different types of customers would have checkouts customized for them.</p> <p>The Place Order button navigates to the thank-you (confirmation) page. If items remained in the cart, this page could be a modal showing those items. If there were no remaining items, it would be a full page.</p> <p>At the thank-you page, the purchase is successful. The user appreciates the quick, easy Grainger.com Cart and Checkout experience.</p>