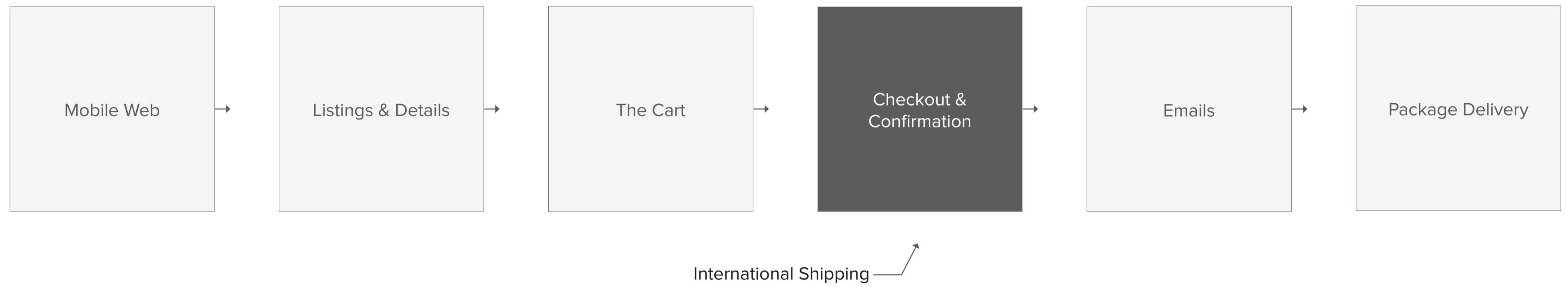
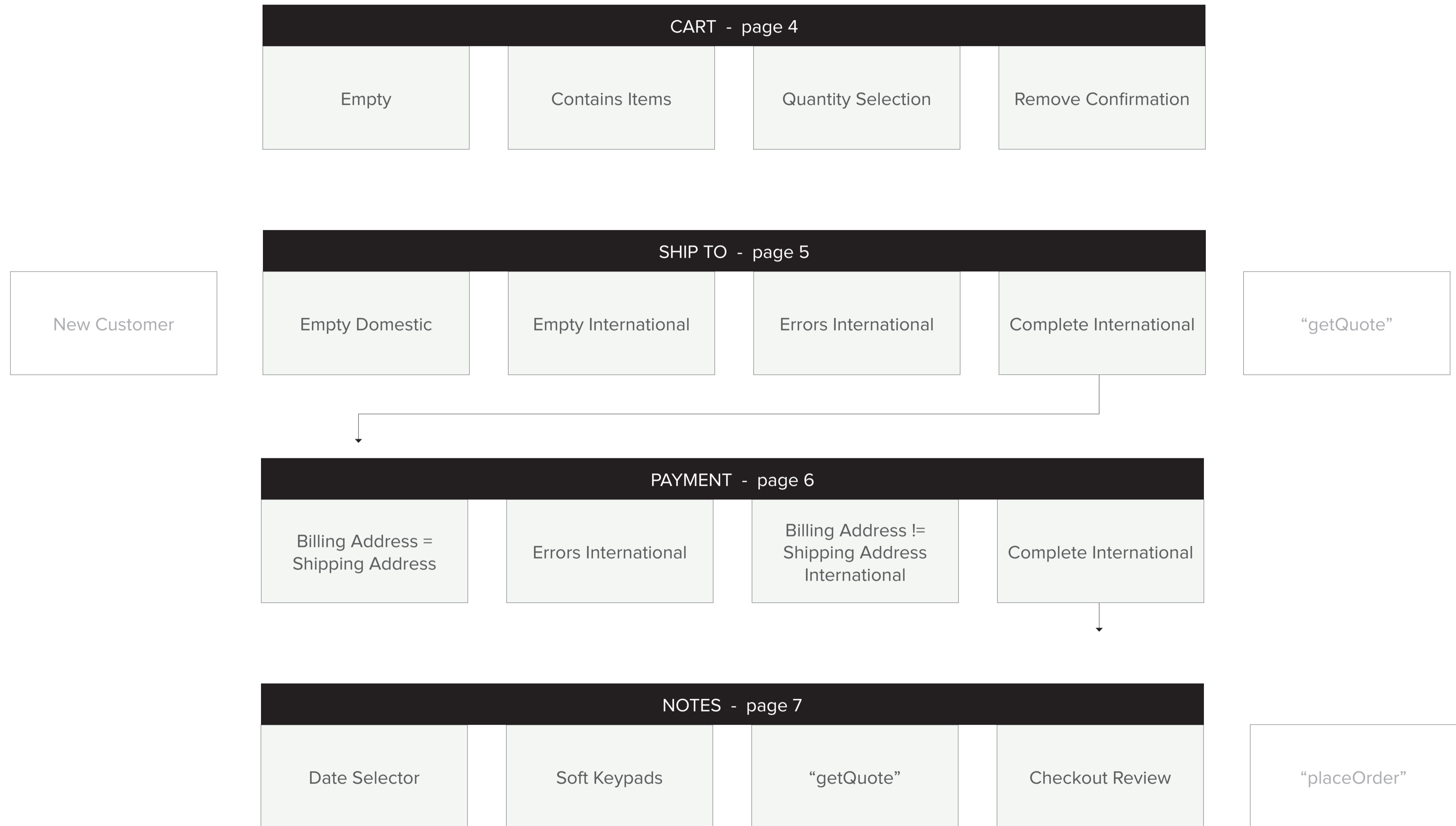


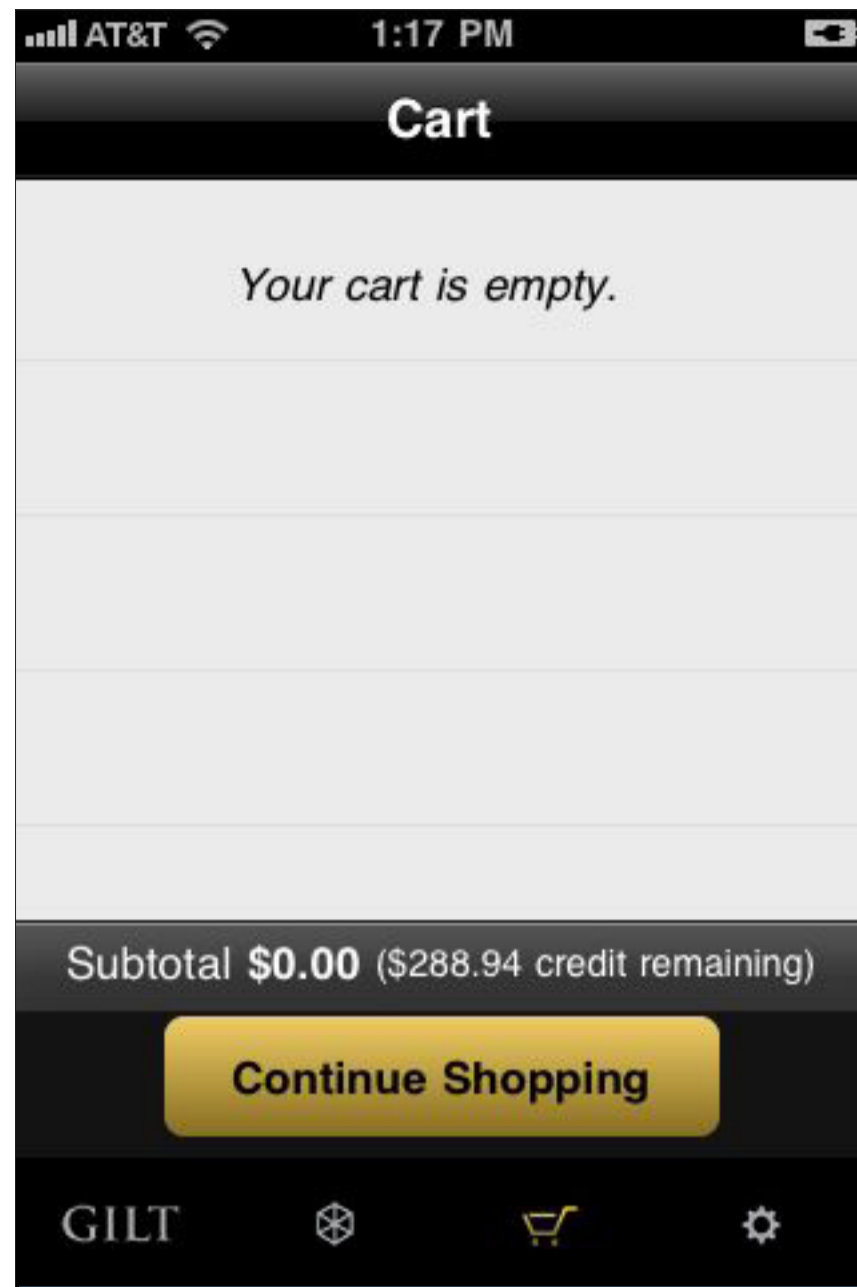
**GILT**

**iPhone App: Int'l Checkout Wireframes**

*October 24, 2011*

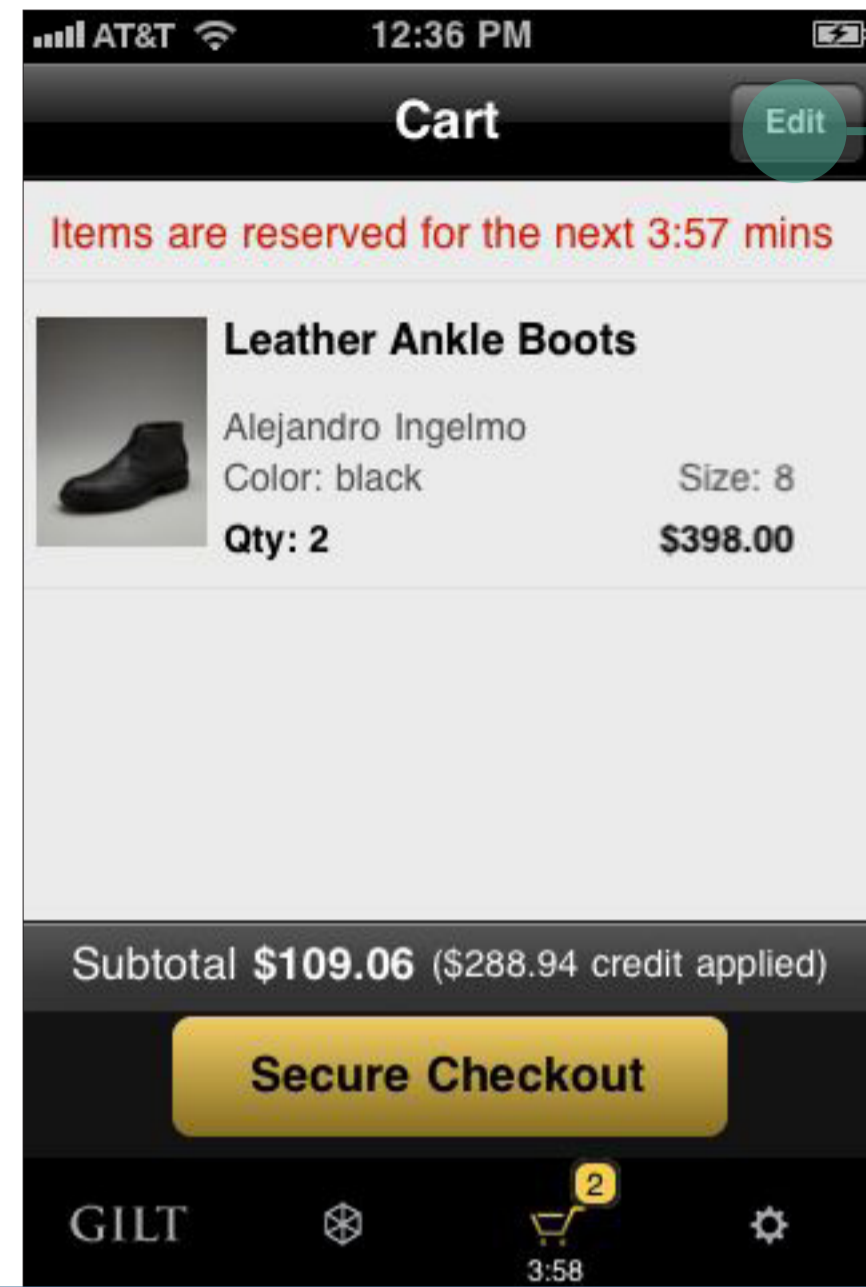






EMPTY

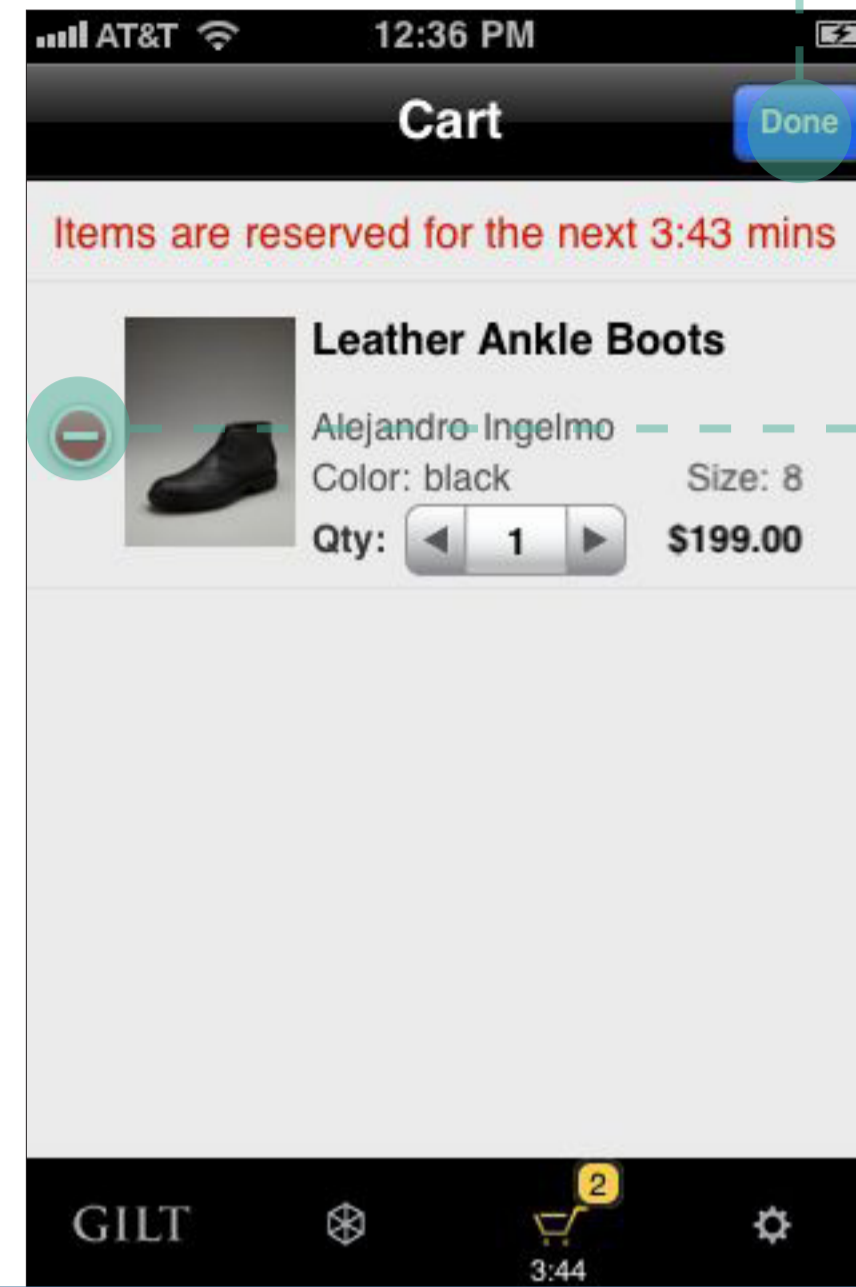
An empty cart prompts users to shop now.



CONTAINS ITEMS

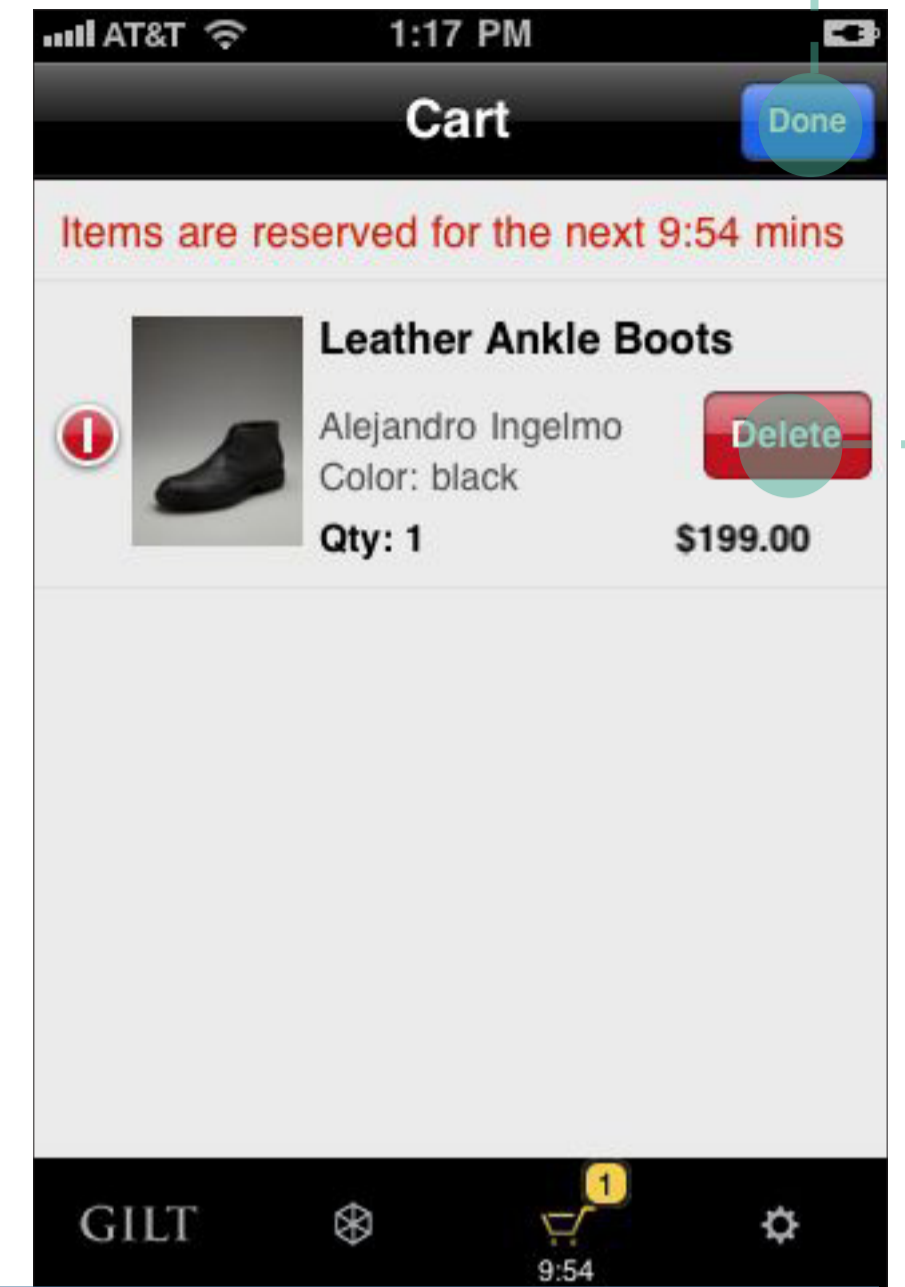
A cart containing items prompts users to checkout.

- Cart includes:
- Thumbnail
  - Product attributes including price
  - Edit Button
  - Reservation status



QUANTITY SELECTION

Upon tapping the quantity selector, a simple selector prompts the user to make a selection.



REMOVE CONFIRMATION

Upon tapping the remove link, the cart prompts the user for confirmation.

EMPTY DOMESTIC

Upon tapping CHECKOUT, a new customer is prompted to provide shipping information. S/he can return to CART or complete the form and tap NEXT.

The form includes top-positioned labels and a country selector (defaulted to US).

Phone Number has not been historically required for domestic shipments, but it is required for international shipments. It is valuable information to store for the future.

Available shipping countries are NOT the same as the countries eligible for Billing. Both lists will evolve.

EMPTY INTERNATIONAL

Upon selecting a non-US country:

1. Restrictions / Charges text appears
2. Third address line is added
3. For US, "State / Region" selector should be populated with 50 States + other regions including Puerto Rico, Armed Forces, etc.

For Canada, "State / Region" selector label should change to "Province" and pull the provinces from our database.

For all other countries, the label should remain "State / Region" and the field should become a text input.

See further details on page 17 of this document.

ERRORS INTERNATIONAL

Errors are shown visually. Basic messaging provided at the top of the view.

Fields:

- First Name
- Last Name
- Country (US default)
- Street Address 1
- Street Address 2 (optional)
- Street Address 3 (optional)
- City
- Region (optional for all except US and Canada)
- Zip Code
- Phone Number (required for international)

COMPLETE INTERNATIONAL

Upon successful entry of Ship To, "getQuote" should be executed.

Ship To Add Payment Save

For orders shipping outside the United States, we accept Visa, Mastercard, and American Express.

First Name Last Name  
James Smith

Card Number

Expiration Date Security Code  
Select Date

**Billing Address**

Same as Shipping Address:

17 Quai de la Tournelle  
Paris, Paris, 75005  
France  
33143542331

Save

BILLING ADDRESS = SHIPPING ADDRESS

Upon completing SHIP TO, a new user is prompted to provide payment information. S/he can return to SHIP TO or complete the form and tap NEXT.

A brief message explains which credit cards are supported for international orders.

The form is pre-populated with:

- First Name
- Last Name

Ship To Add Payment Save

Please provide required info below

For orders shipping outside the United States, we accept Visa, Mastercard, and American Express.

First Name Last Name  
[Red box] [Red box]

Card Number

Expiration Date Security Code  
Select Date

**Billing Address**

Same as Shipping Address:

17 Quai de la Tournelle  
Paris, Paris, 75005  
France  
33143542331

Save

ERRORS INTERNATIONAL

Any errors are shown inline. All fields are required.

BILLING ADDRESS != SHIPPING ADDRESS

Upon completing a valid credit card number, the appropriate Card Type appears at full opacity next to the card number and below the Security Code.

The Shipping Address is selected automatically, but the user can uncheck the box to reveal an empty form. In this first time user case, the country should be defaulted to the same country as was entered for the shipping address.

Available shipping countries are NOT the same as the countries eligible for Billing. Both lists will evolve.

Ship To Add Payment Save

For orders shipping outside the United States, we accept Visa, Mastercard, and American Express.

First Name Last Name  
James Smith

Card Number  
##### (full number) [American Express logo]

Expiration Date Security Code  
1-Jan, 2015 1234 [Card image]

**Billing Address**

Same as Shipping Address:

Country  
France

**Note:** Restrictions & charges may apply to orders shipping outside the US. You will have the opportunity to review details before submitting.

Street Address

optional - business name, apt #, etc.

optional

City

Region  
optional

Postal Code Phone Number

Ship To Add Payment Save

For orders shipping outside the United States, we accept Visa, Mastercard, and American Express.

First Name Last Name  
James Smith

Card Number  
##### (full number) [American Express logo]

Expiration Date Security Code  
1-Jan, 2015 1234 [Card image]

**Billing Address**

Same as Shipping Address:

Country  
Mexico

**Note:** Restrictions & charges may apply to orders shipping outside the US. You will have the opportunity to review details before submitting.

Street Address

Av. Paseo de la Reforma y calzada Gandhi Col.

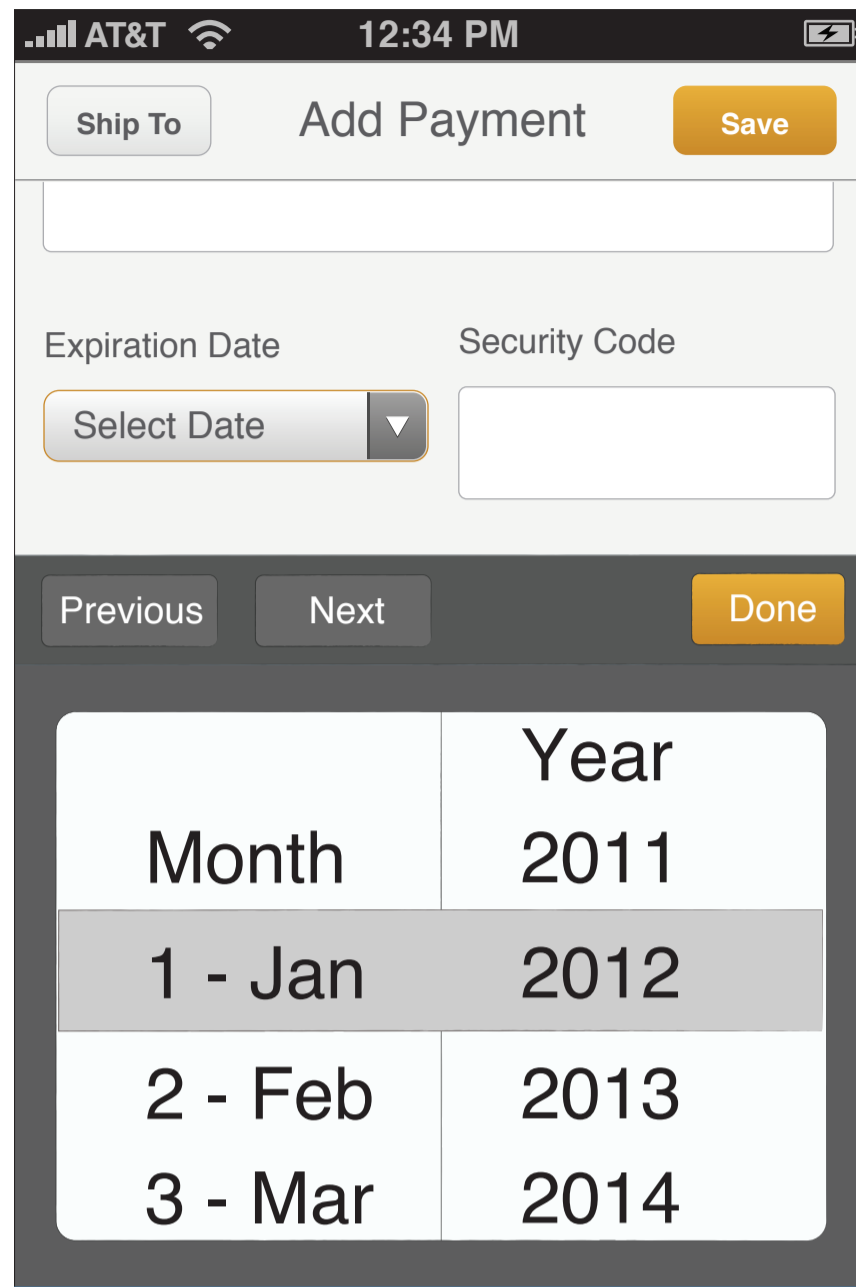
Chapultepec Polanco

optional

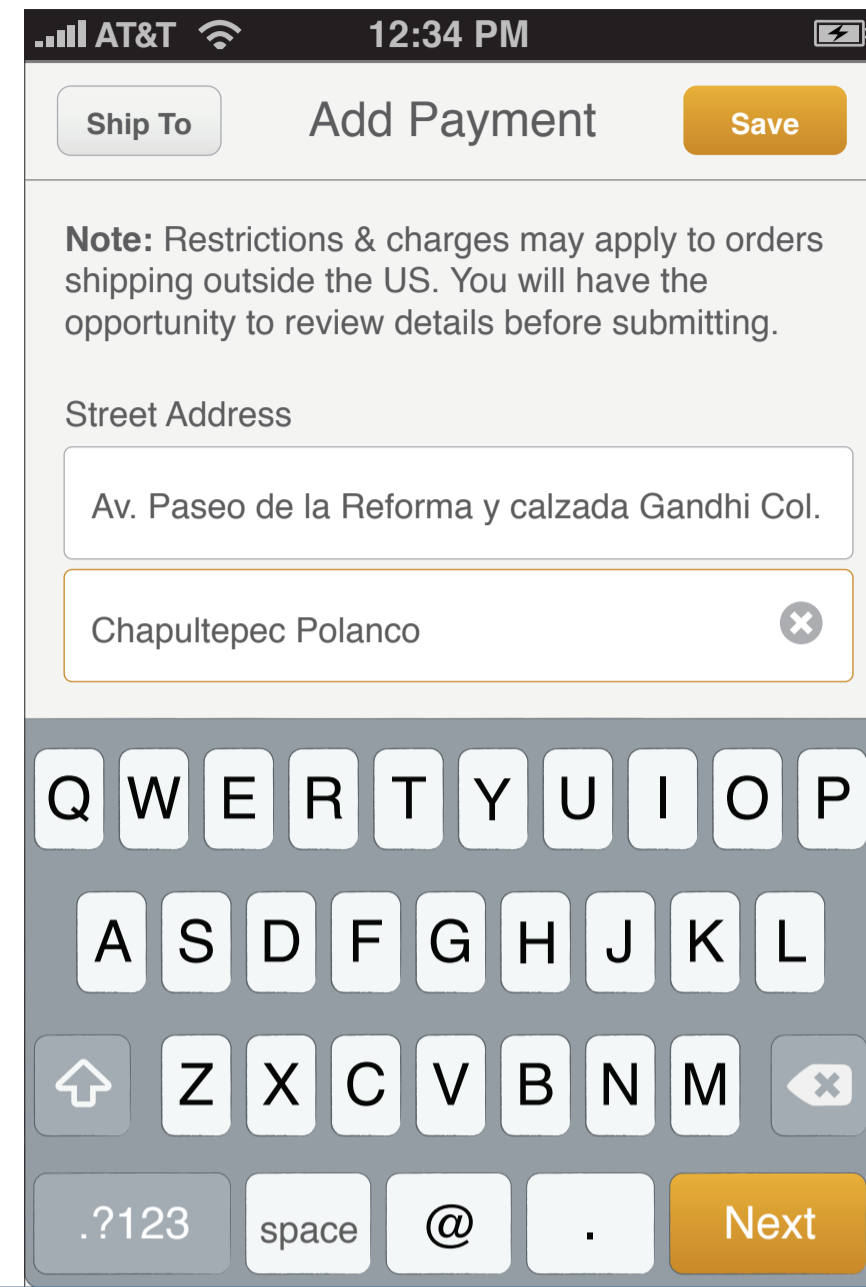
City  
Delegación Miguel Hidalgo

Region  
C.P.

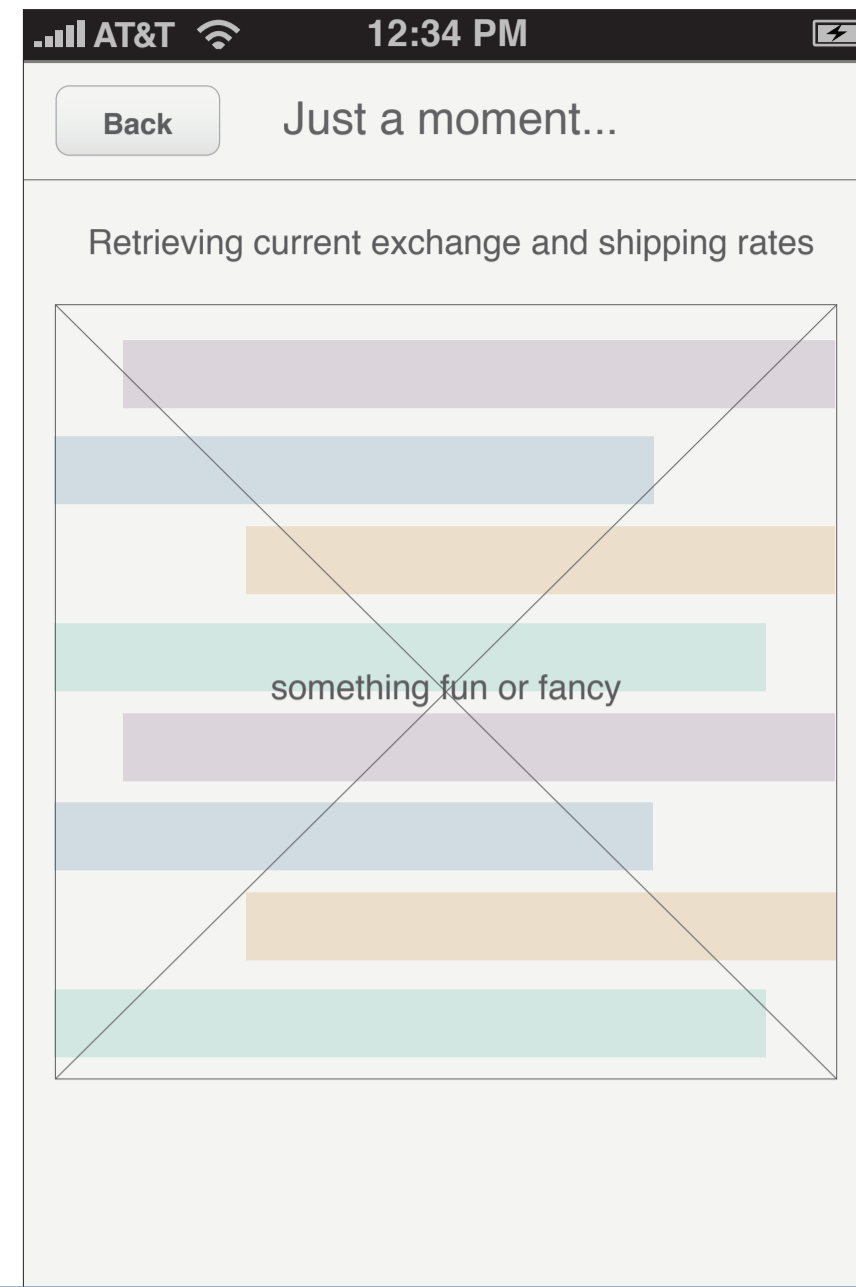
Postal Code Phone Number  
11560 526241431234



Expiration Date Selector for Month and Year

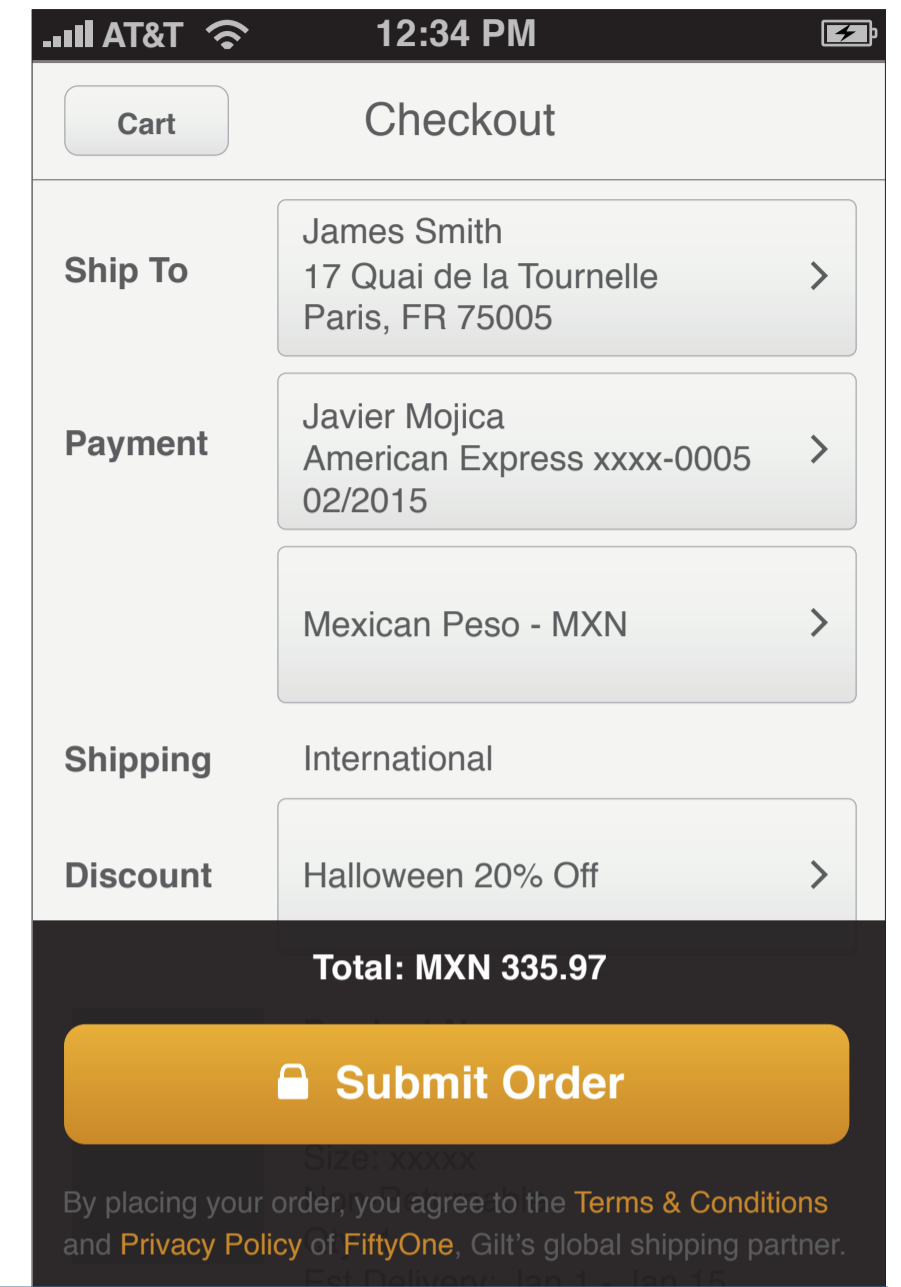


Tapping into a text area (i.e. name, address, city, state/region/province) spawns an alpha keyboard.



Upon successful entry of Ship To, "getQuote" should be executed. In the case of the New Customer, this should happen in the background while the customer completes the payment information.

For an existing customer, a "fun or fancy" loader can be displayed while "getQuote" happens.



On the Checkout view, a summary of the order is shown.

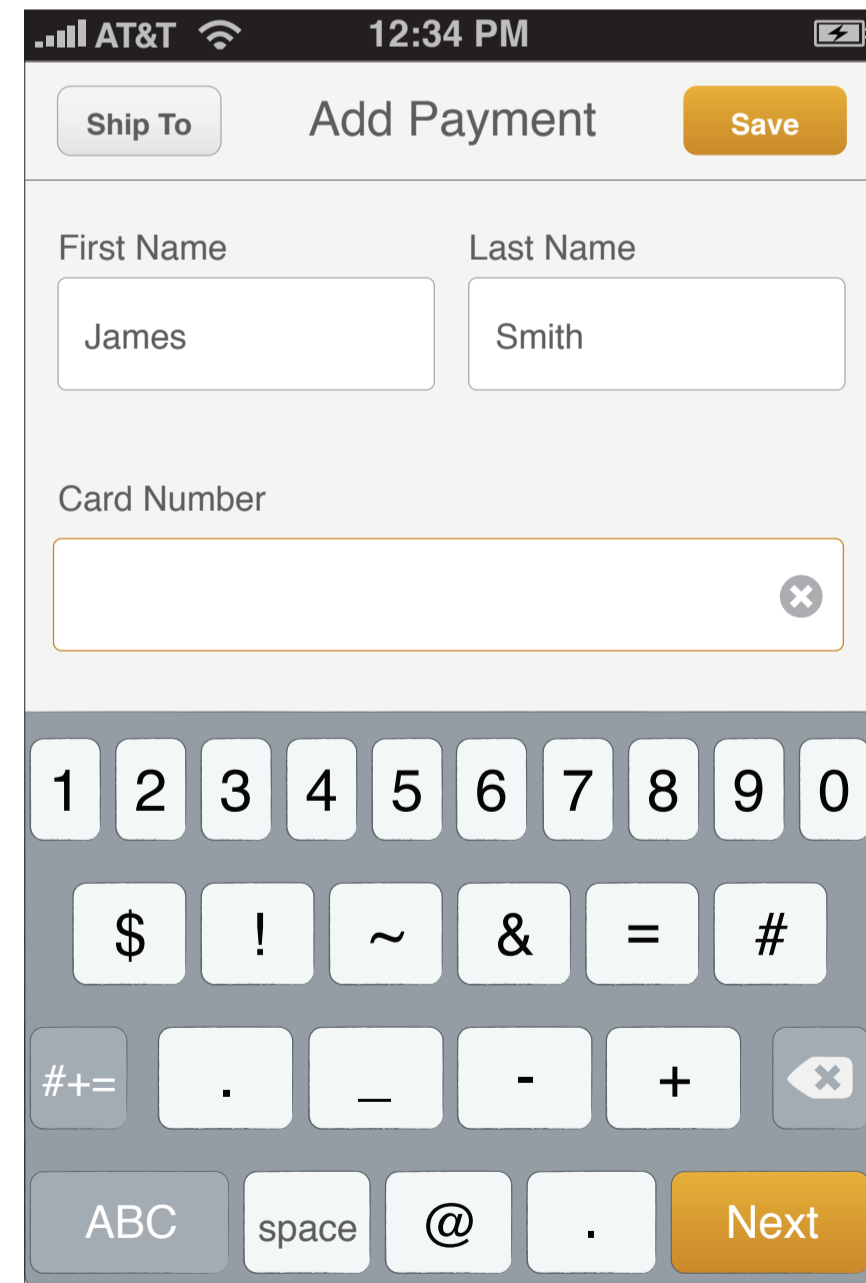
Currency selector is only visible for orders shipping outside the US. Currency is based on the credit card type. Amex currently supports only 5 currencies. Visa and Mastercard currently support 42.

Discount selector is only visible for users with discounts. The discount expiring the soonest is auto-selected.

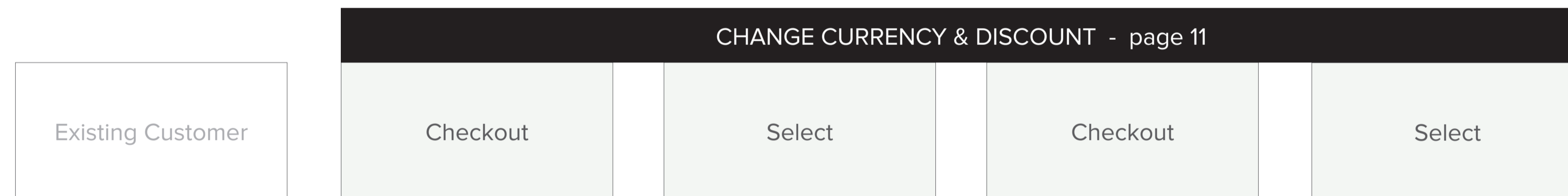
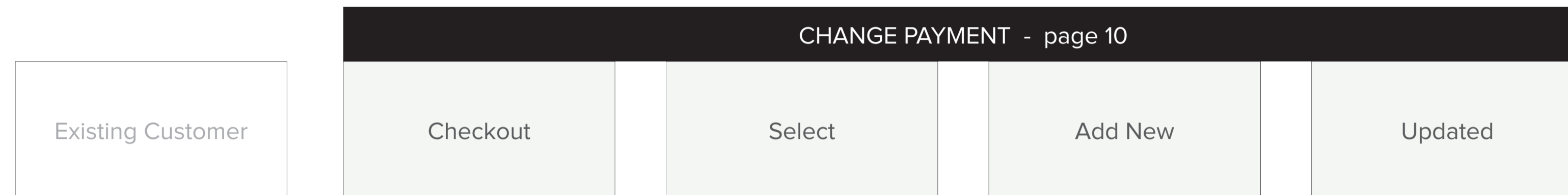
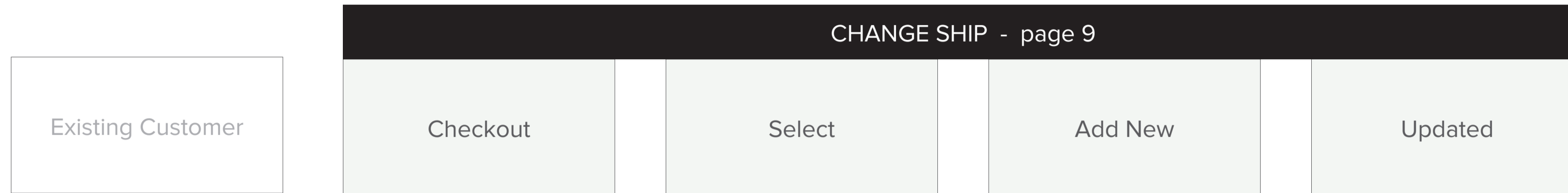
Customers may remove items here as well. A confirmation (as shown in Cart) appears on Remove.

Active fields are highlighted (when selector or keypad is in view). For keyboard inputs, an X icon appears, which allows users to clear the contents of the field with a single tap.

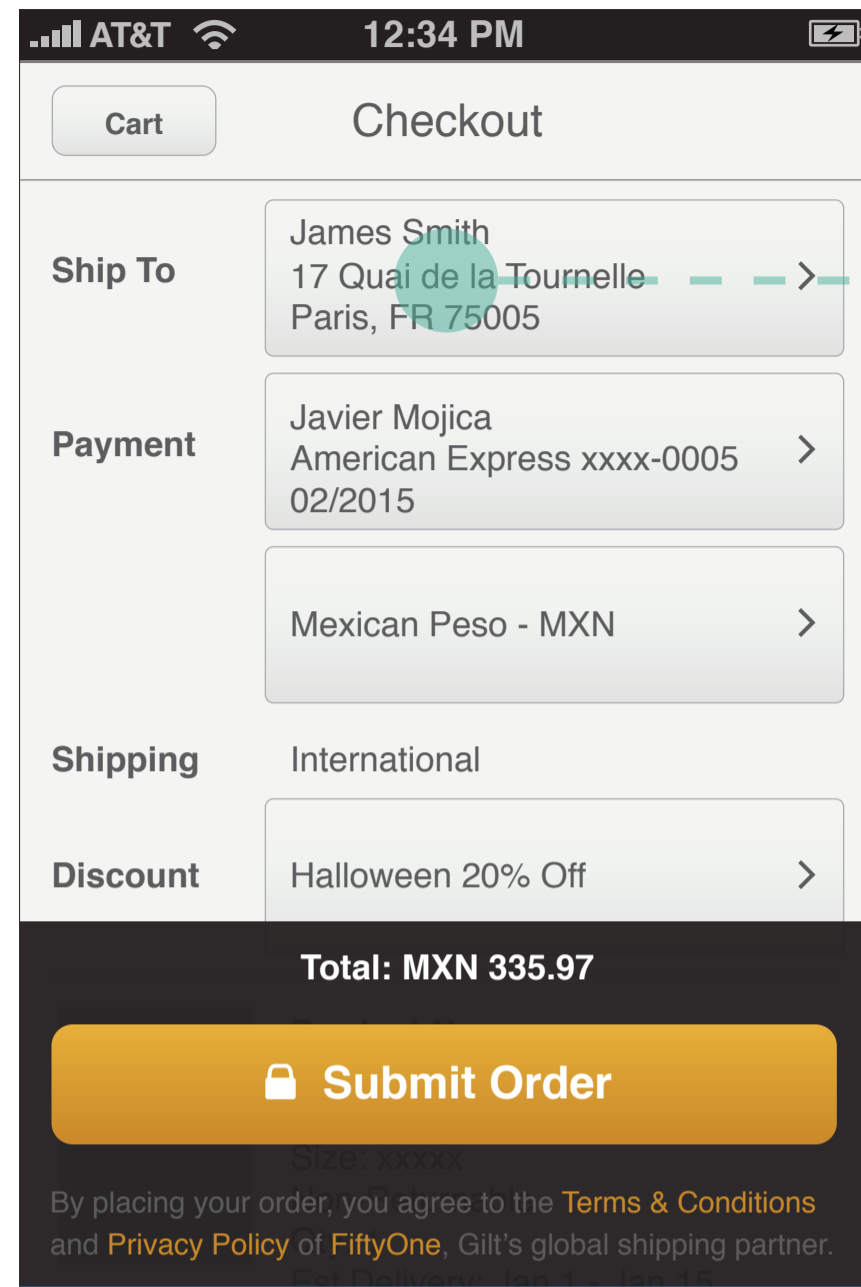
On Keyboard, main button remains Next until customer reaches last incomplete field. Then, button changes to Done.



Tapping into a numeric area (i.e. zip code, phone number) spawns a numeric keyboard.

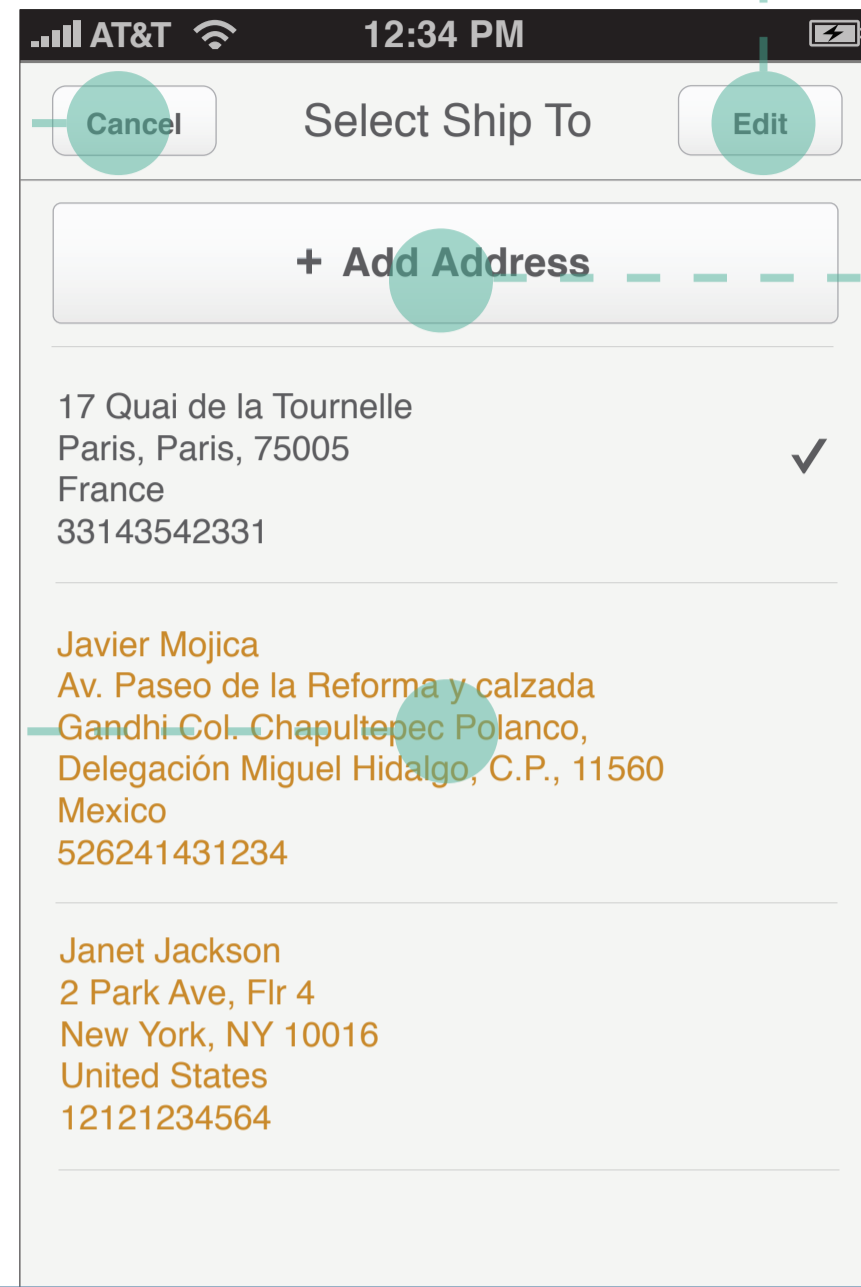






CHECKOUT

Upon landing on checkout, customers can modify their selections.

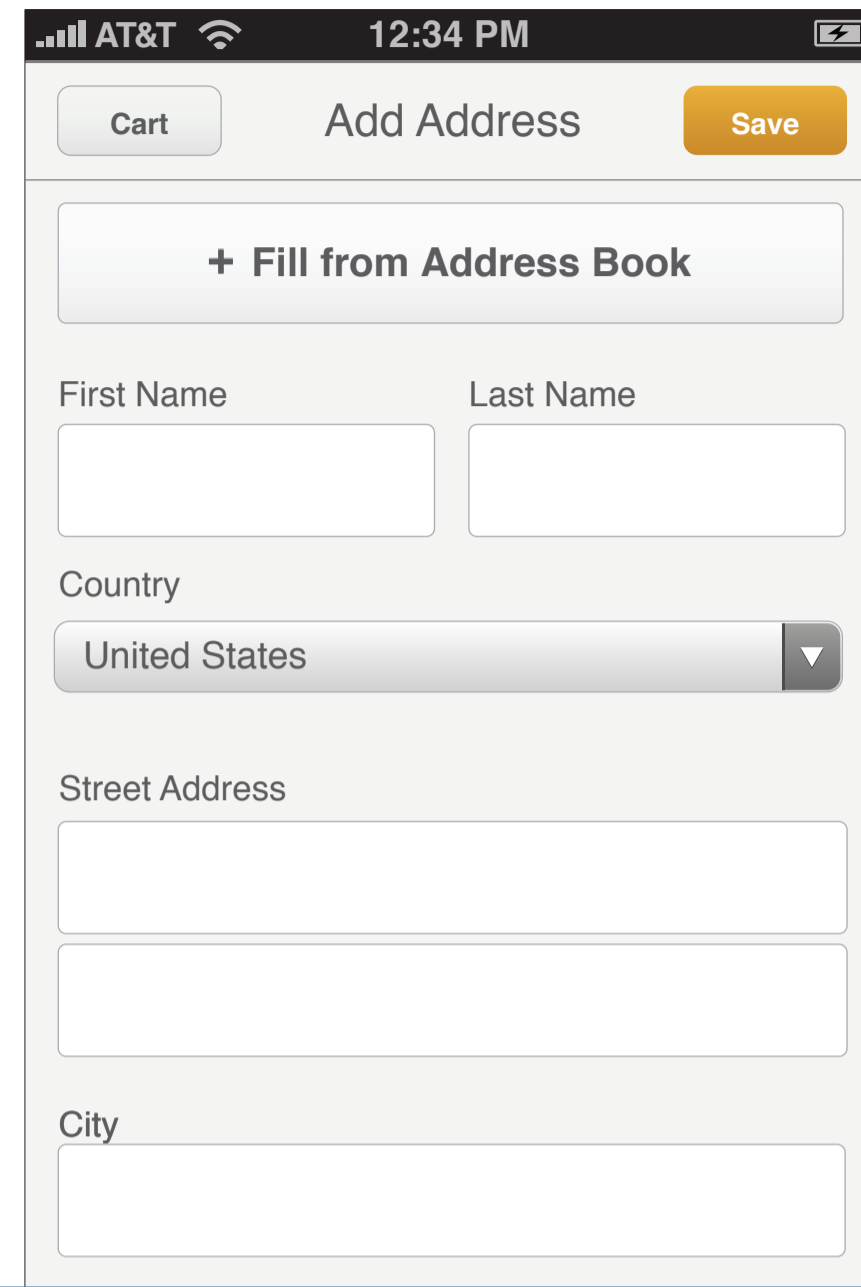


SELECT

Upon tapping the Ship To row, a customer is prompted to select another address or add a new one.

Upon tapping an existing address, s/he is taken directly back to the UPDATED view.

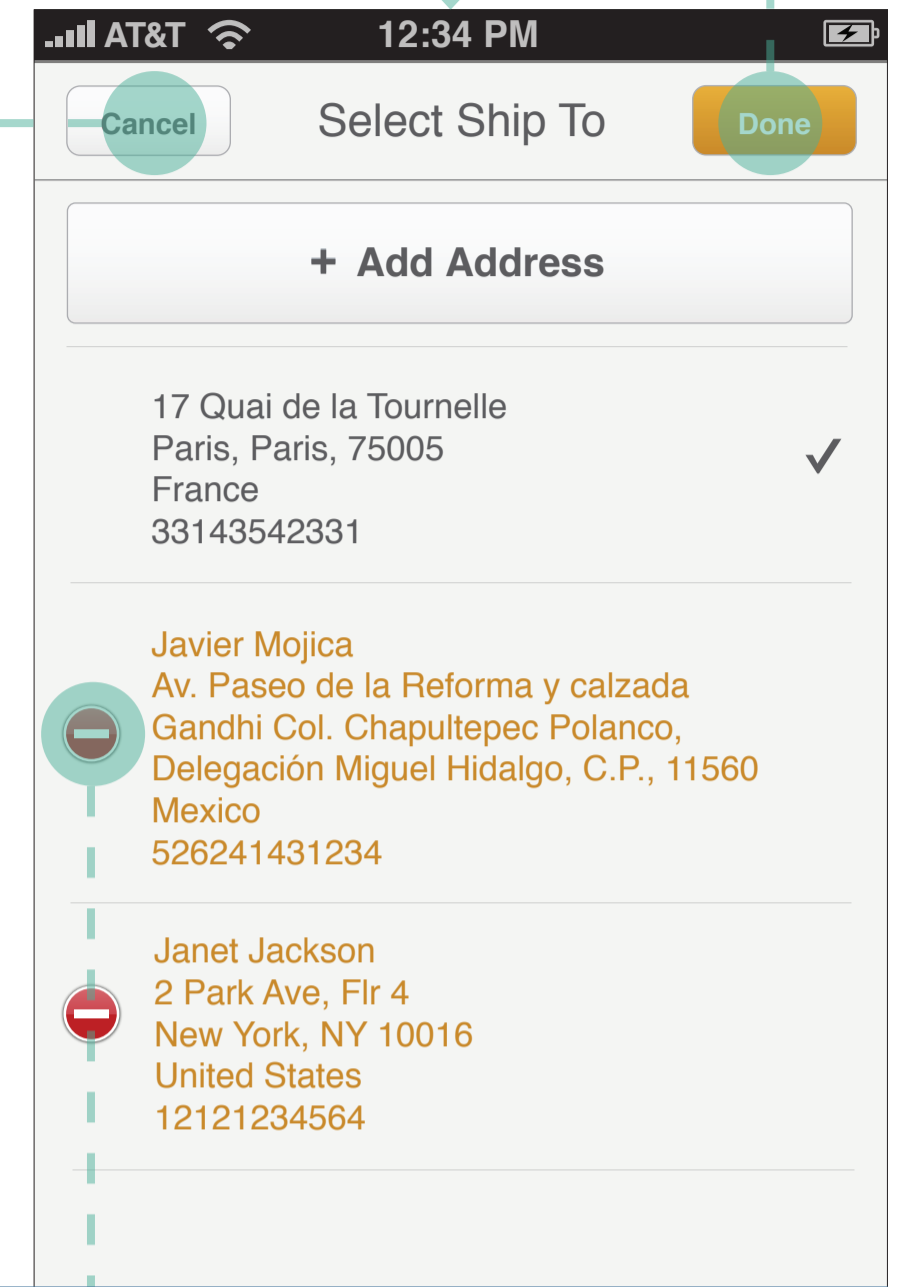
If s/he taps + Add Address, s/he is prompted to add a new address.



ADD ADDRESS

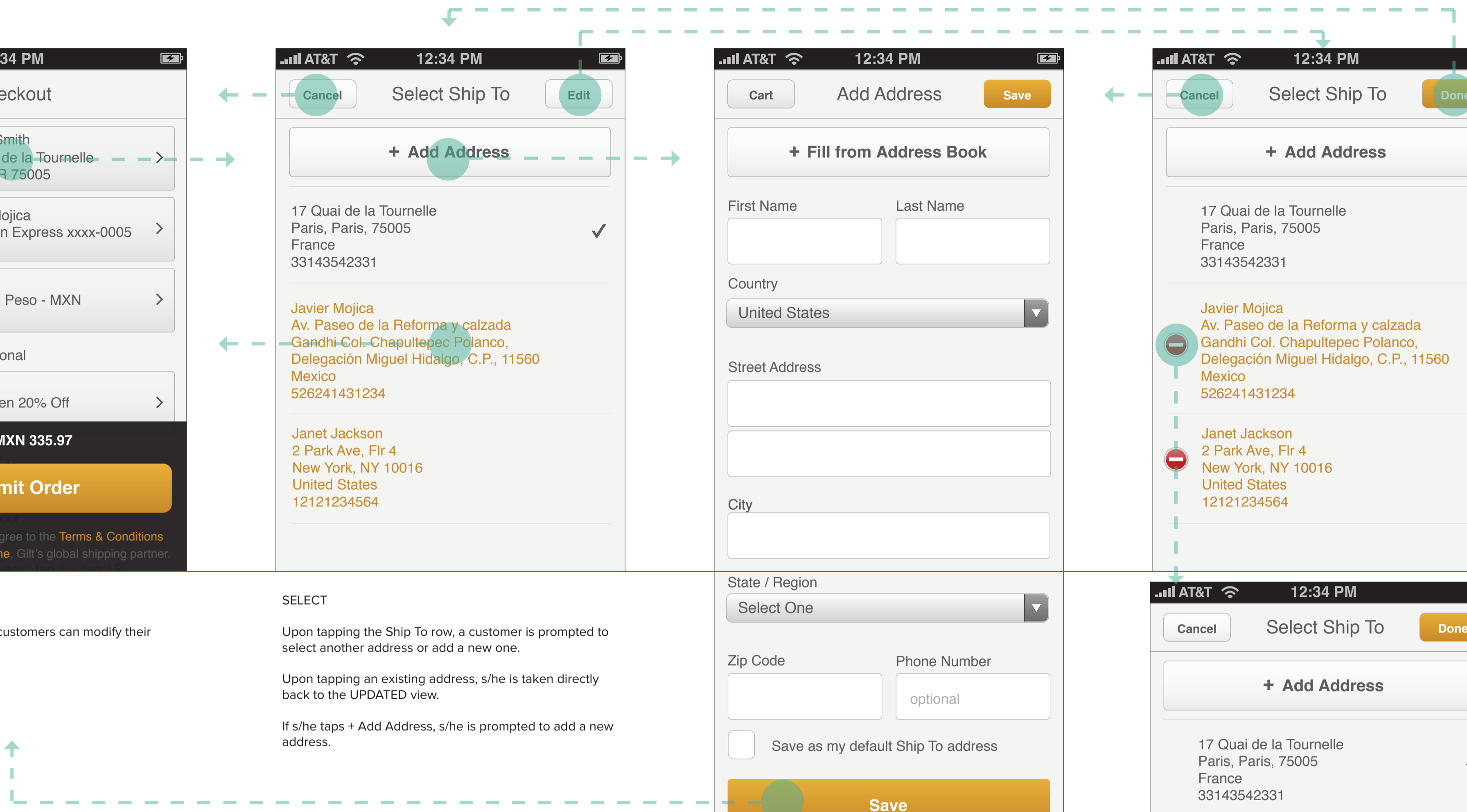
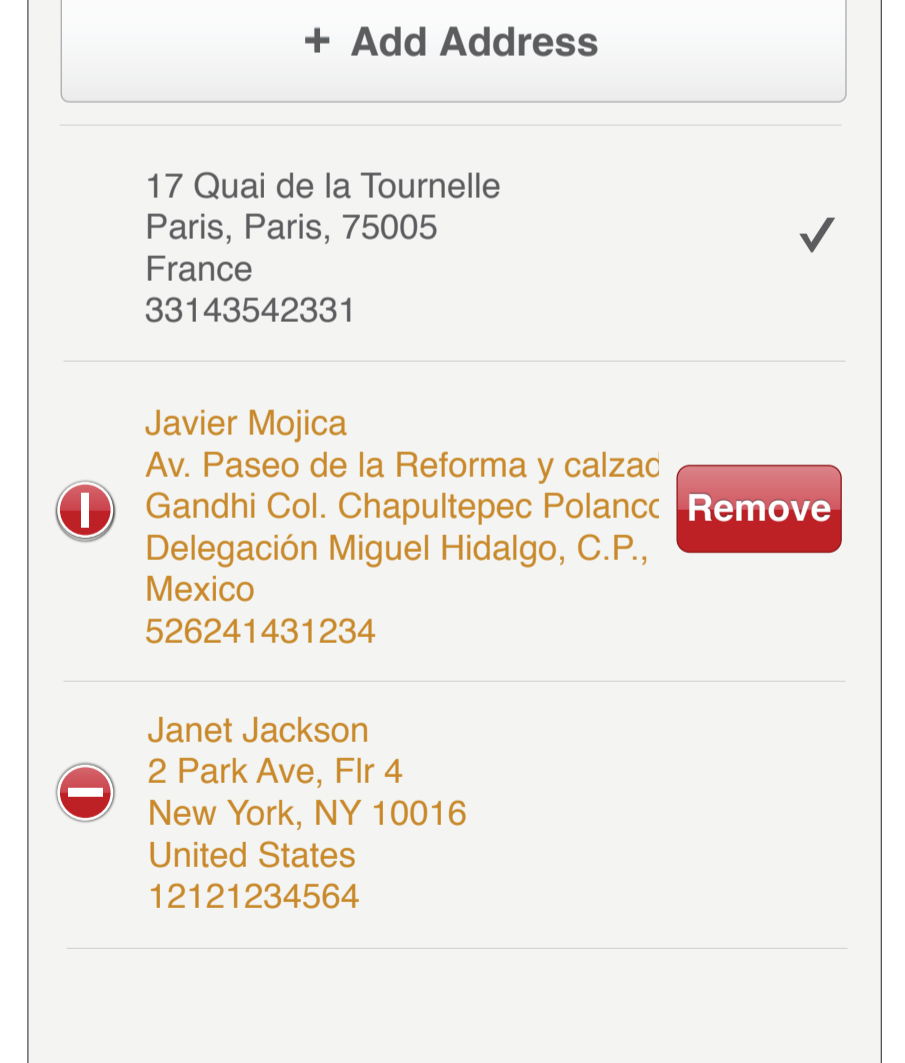
This blank form is defaulted to United State and includes an unchecked check-box that allows the customer to set the new address as the default.

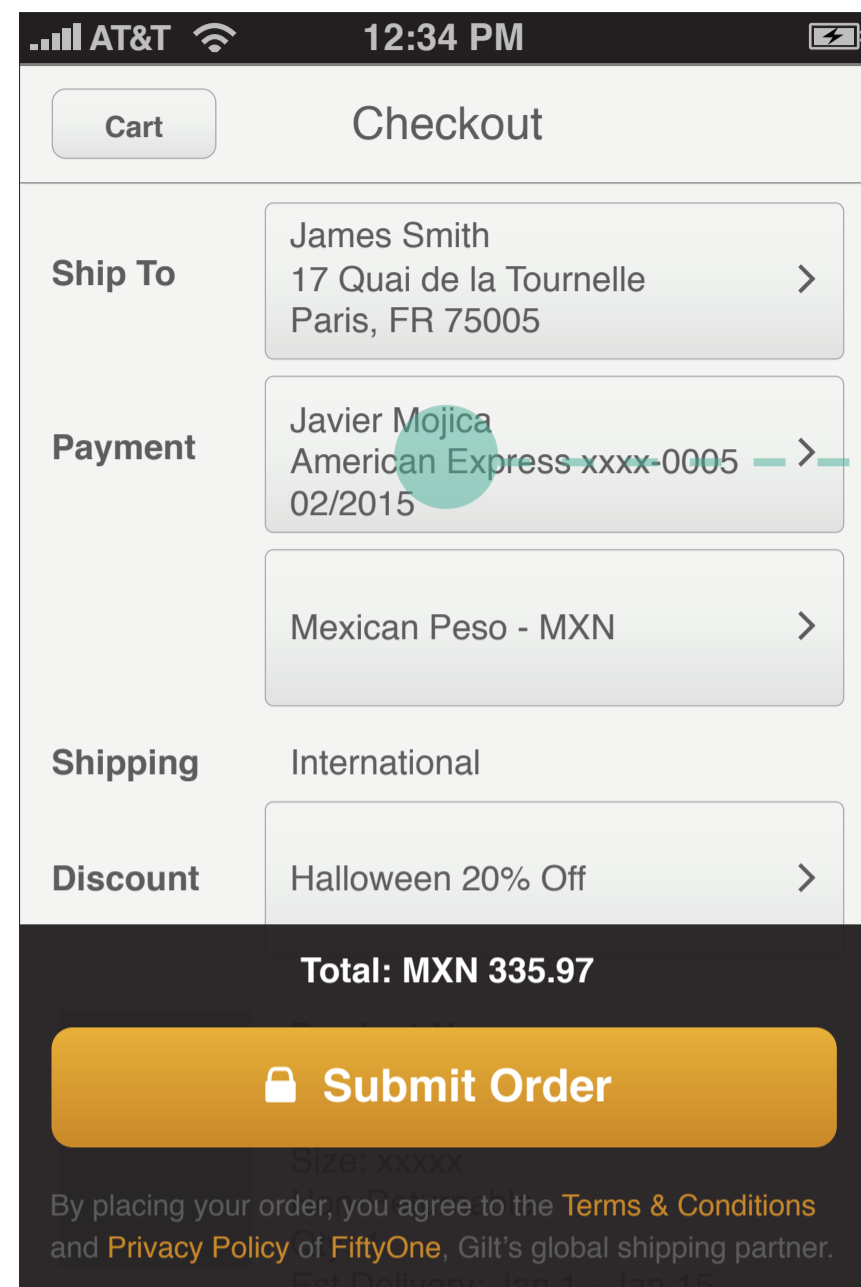
Upon tapping Save, s/he is taken to the updated checkout view.



EDIT / REMOVE

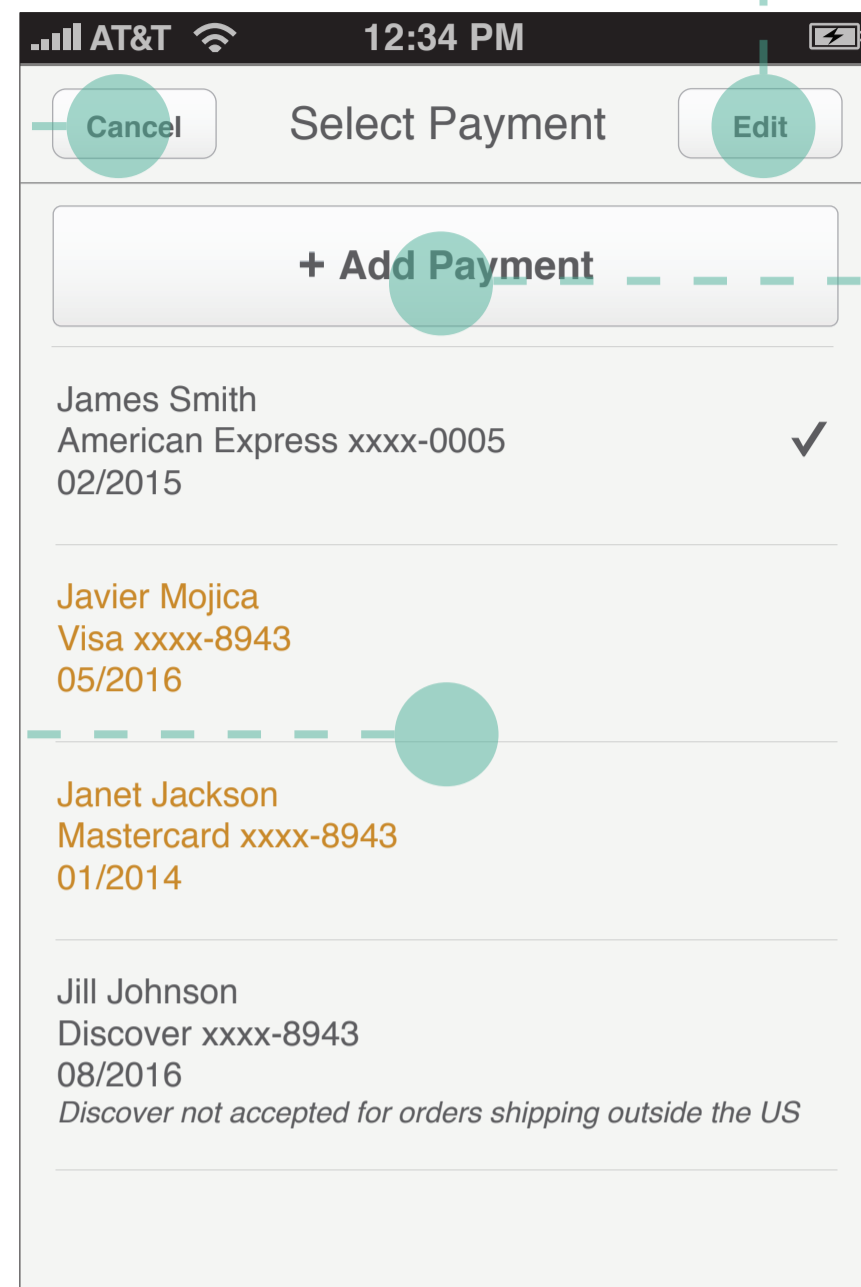
Customers can tap Edit to remove addresses. The native interaction is implemented. The current address cannot be removed.





CHECKOUT

Upon landing on checkout, customers can modify their selections.

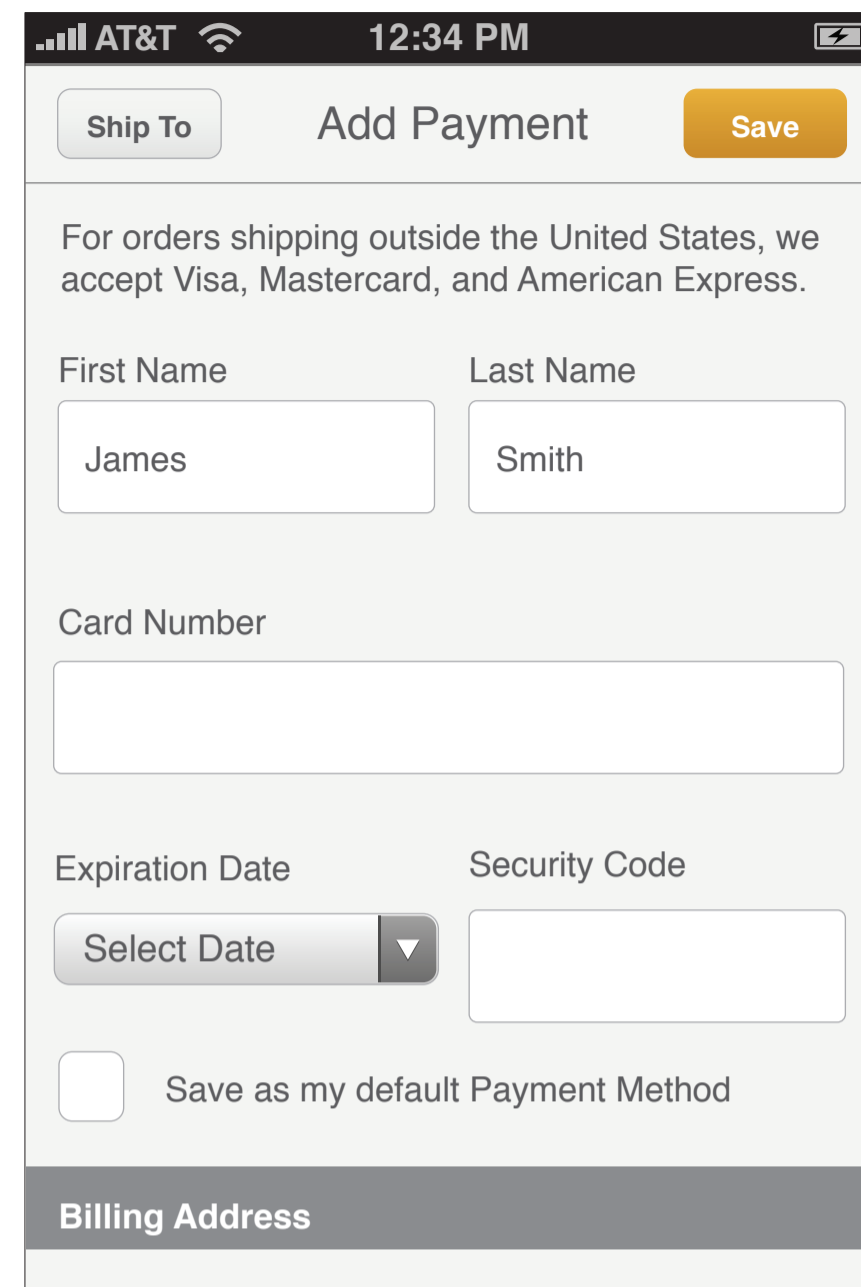


SELECT

Upon tapping the Payment row, a customer is prompted to select another payment method or add a new one.

Upon tapping an existing payment method, s/he is taken directly back to the UPDATED view.

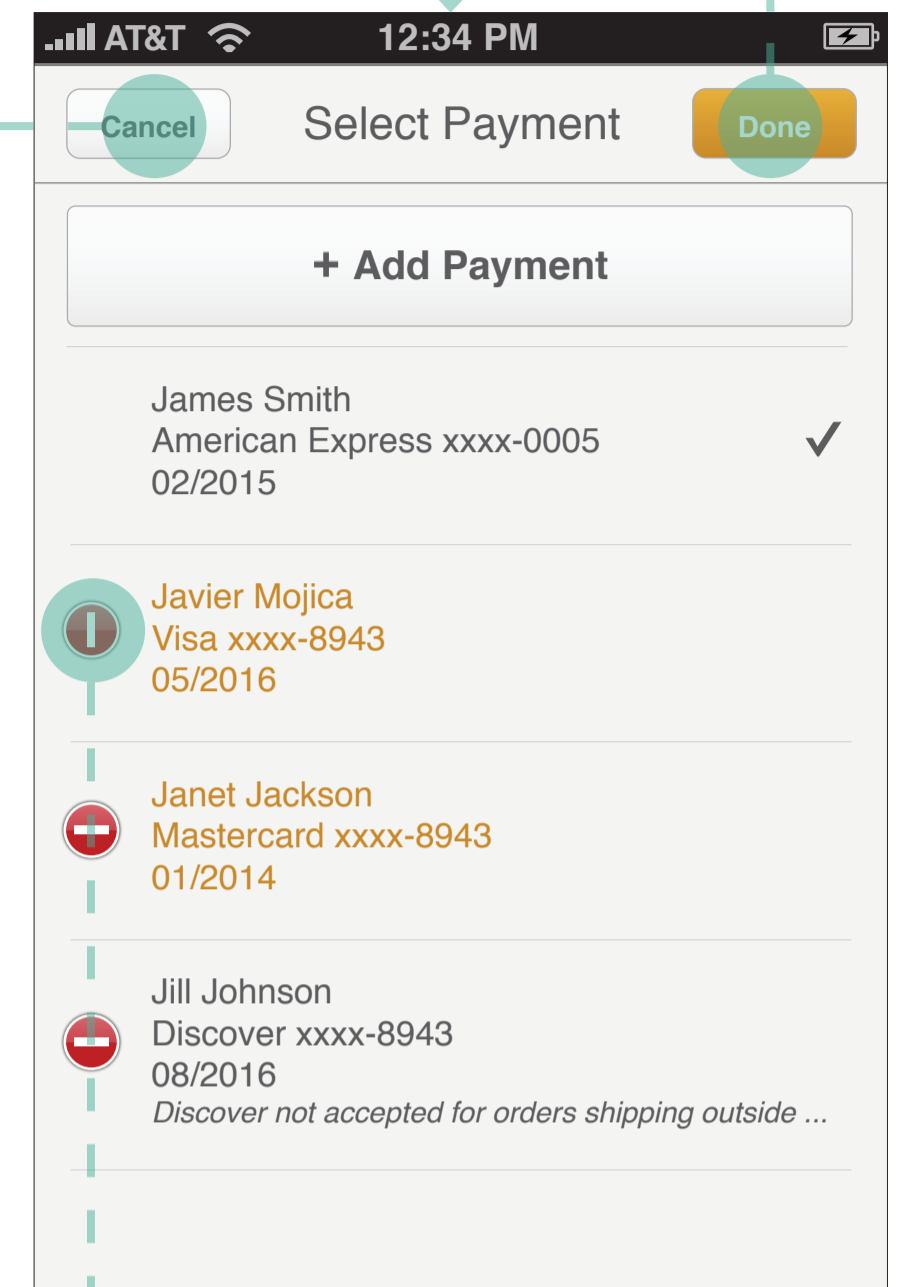
If s/he taps + Add Payment, s/he is prompted to add a new payment method.



ADD PAYMENT

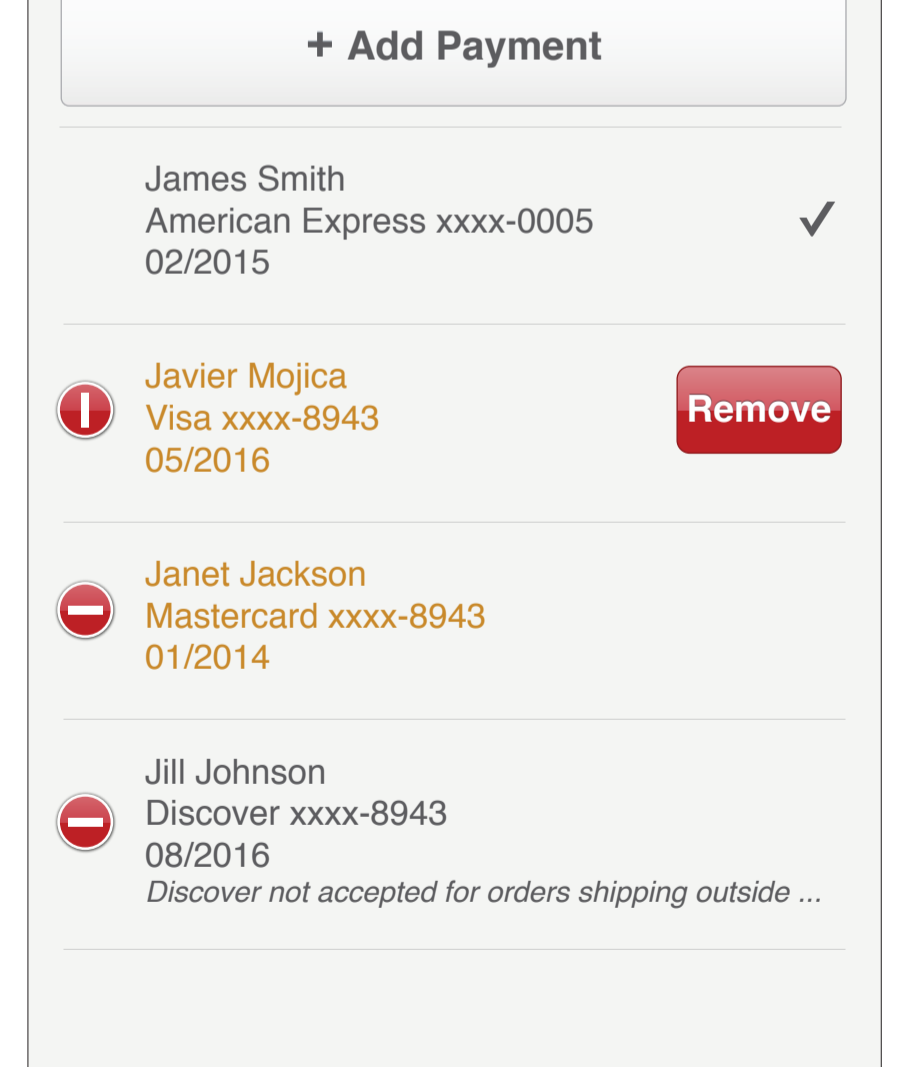
This blank form includes an unchecked check-box that allows the customer to set the new payment method as the default.

Upon tapping Save, s/he is taken to the updated checkout view.



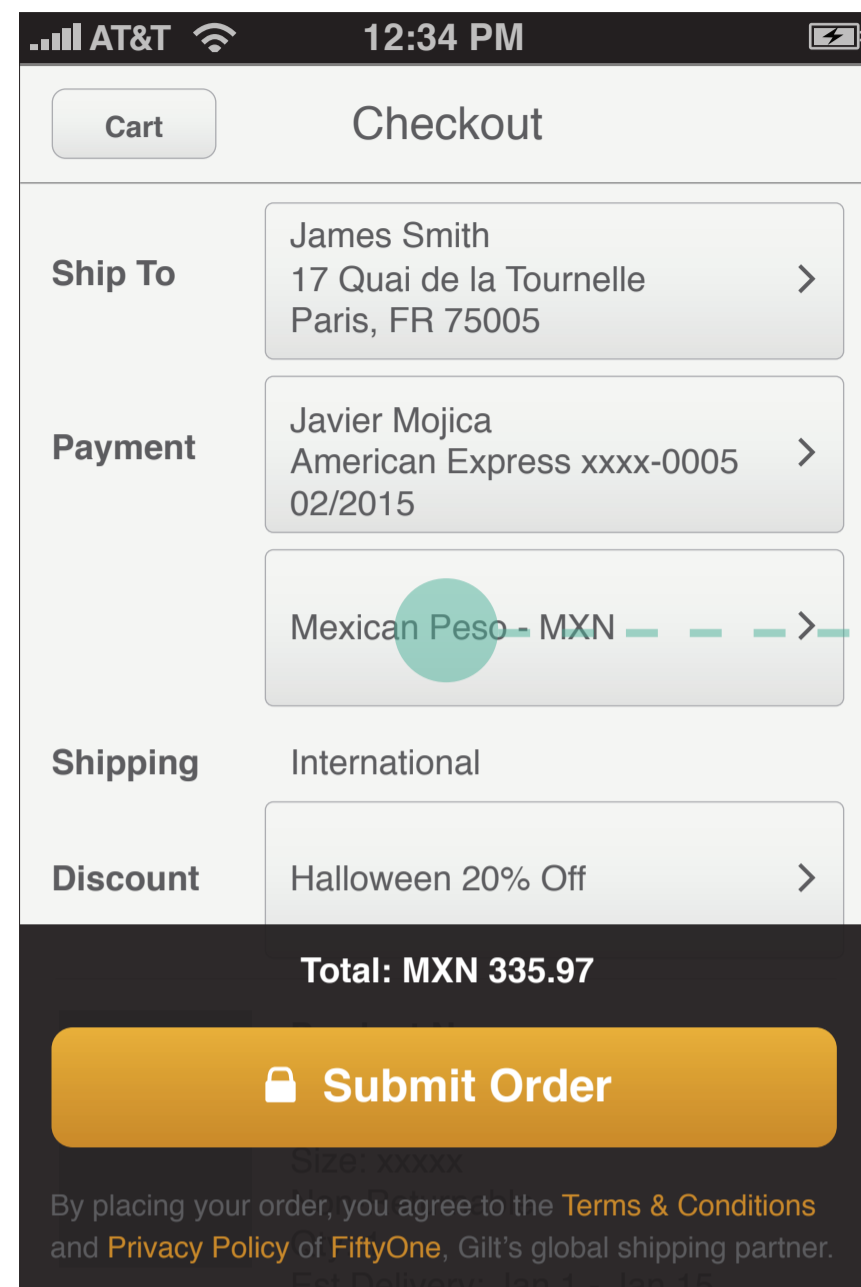
EDIT / REMOVE

Customers can tap Edit to remove addresses. The native interaction is implemented. The current address cannot be removed.



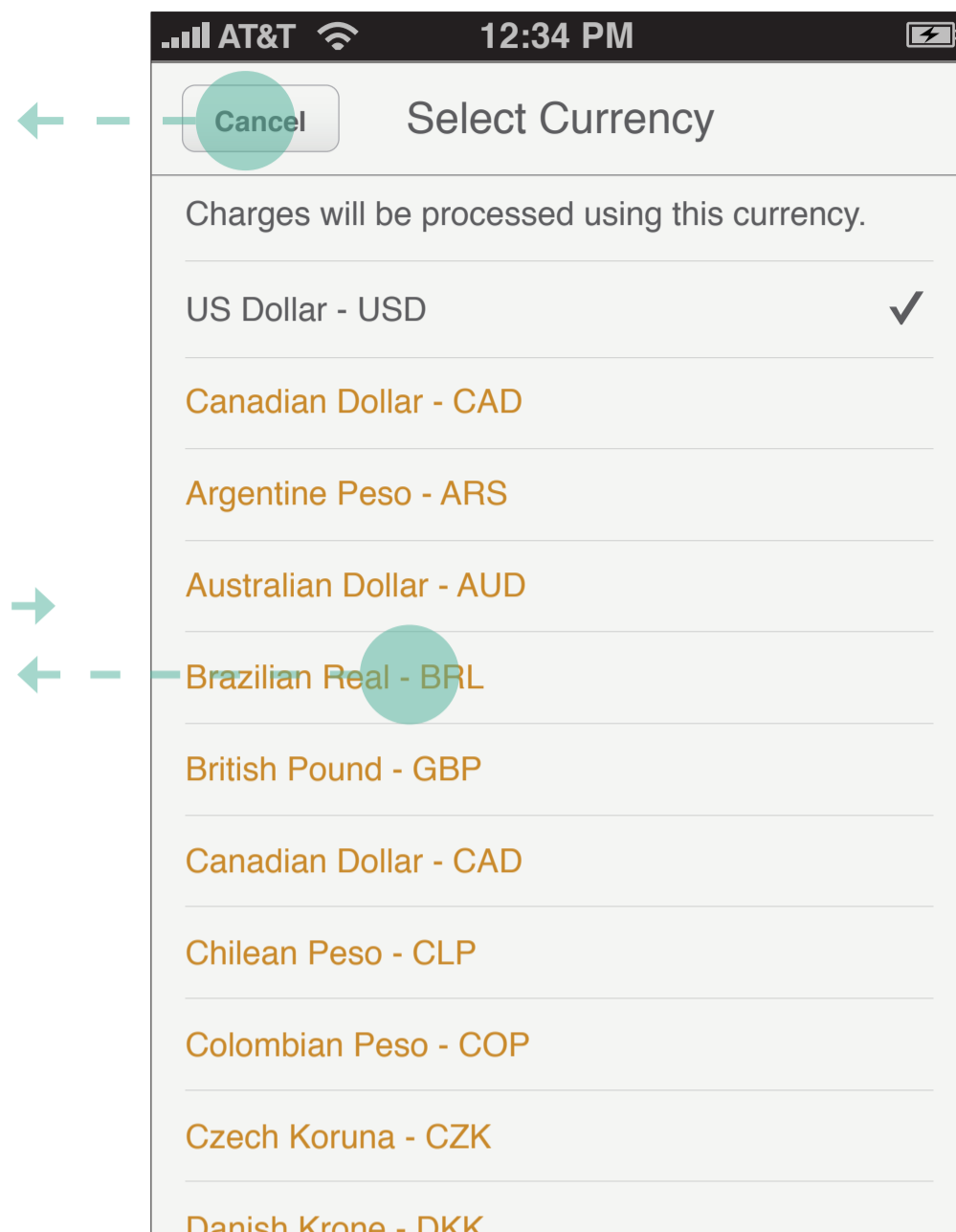
EDIT / REMOVE

Customers can tap Edit to remove addresses. The native interaction is implemented. The current address cannot be removed.



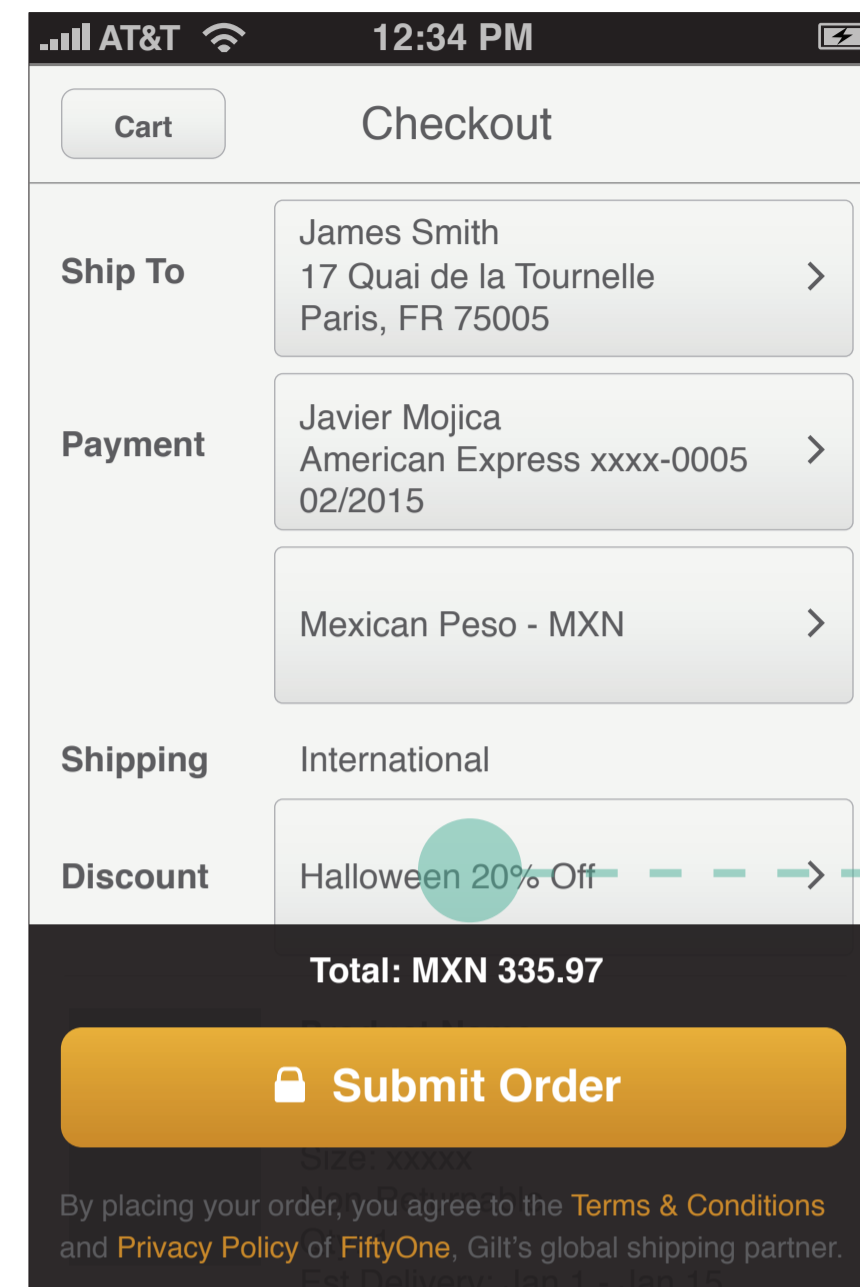
CHECKOUT

Upon landing on checkout, customers can modify their selections.



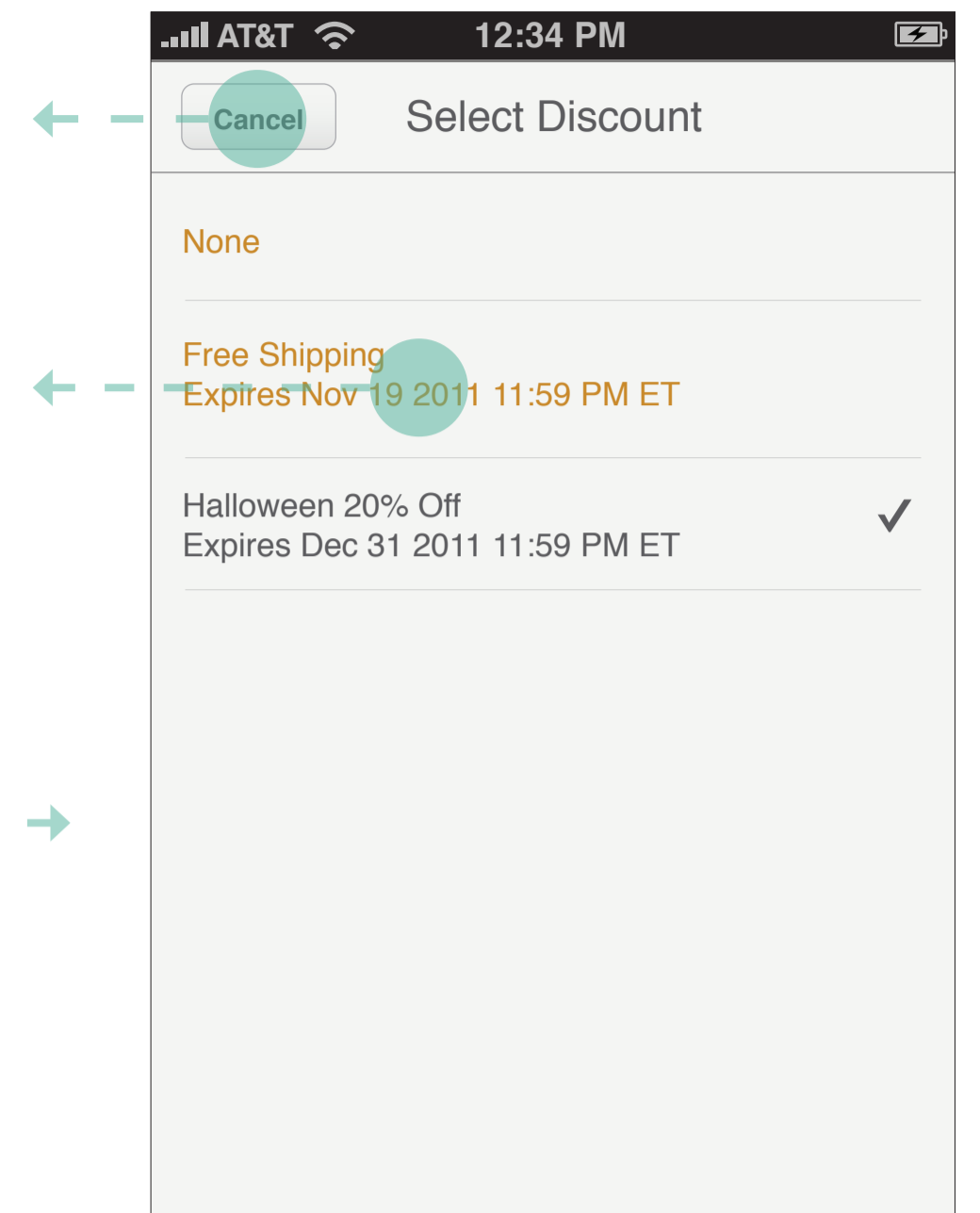
SELECT

Currency is pre-selected based on the billing address country, providing it is supported by the credit card type. If the currency is not supported by the credit card type, we default the currency to US Dollars.



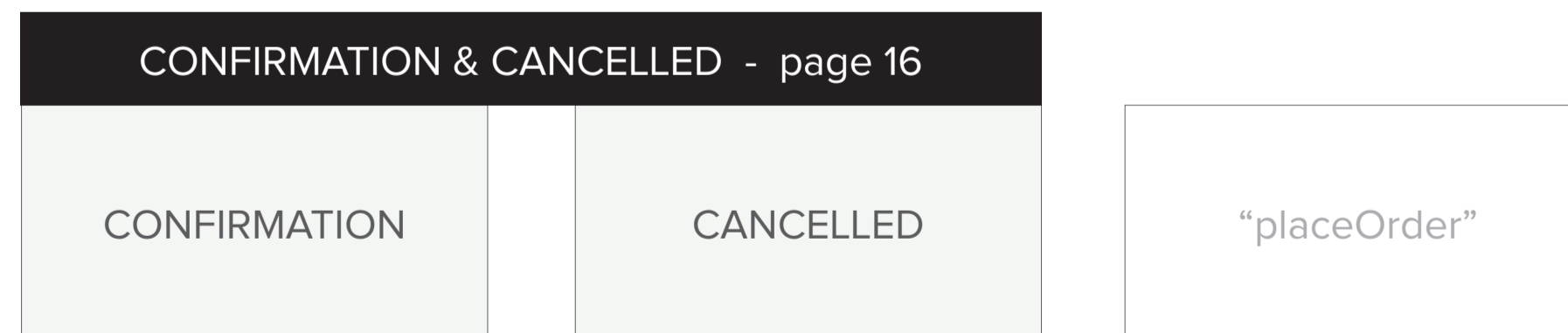
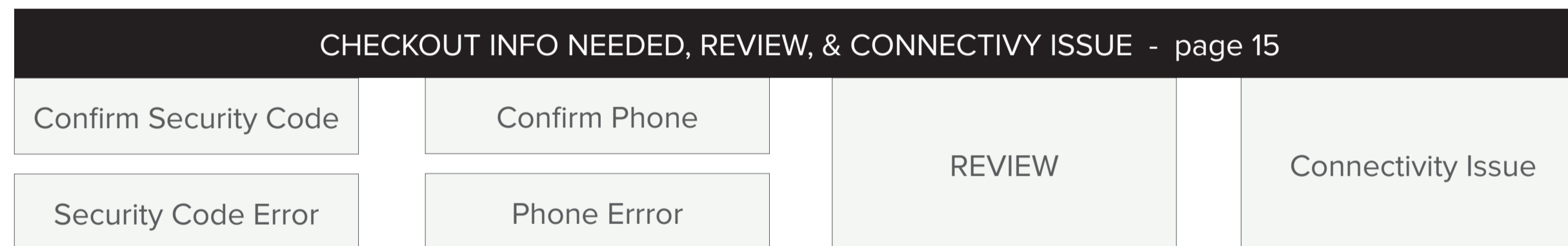
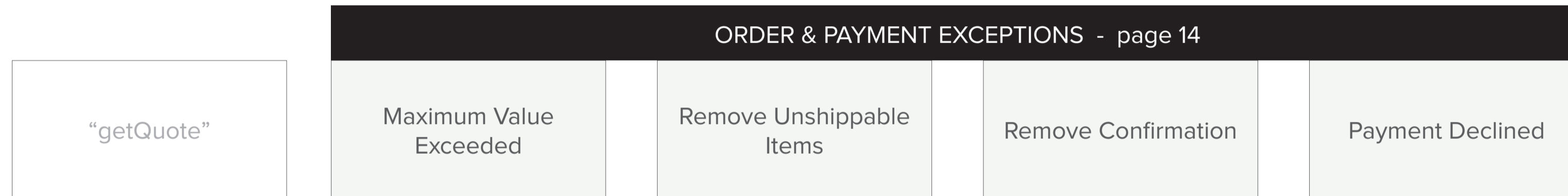
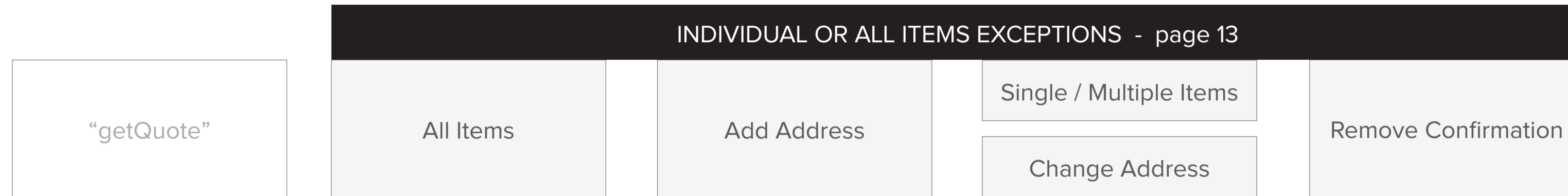
CHECKOUT

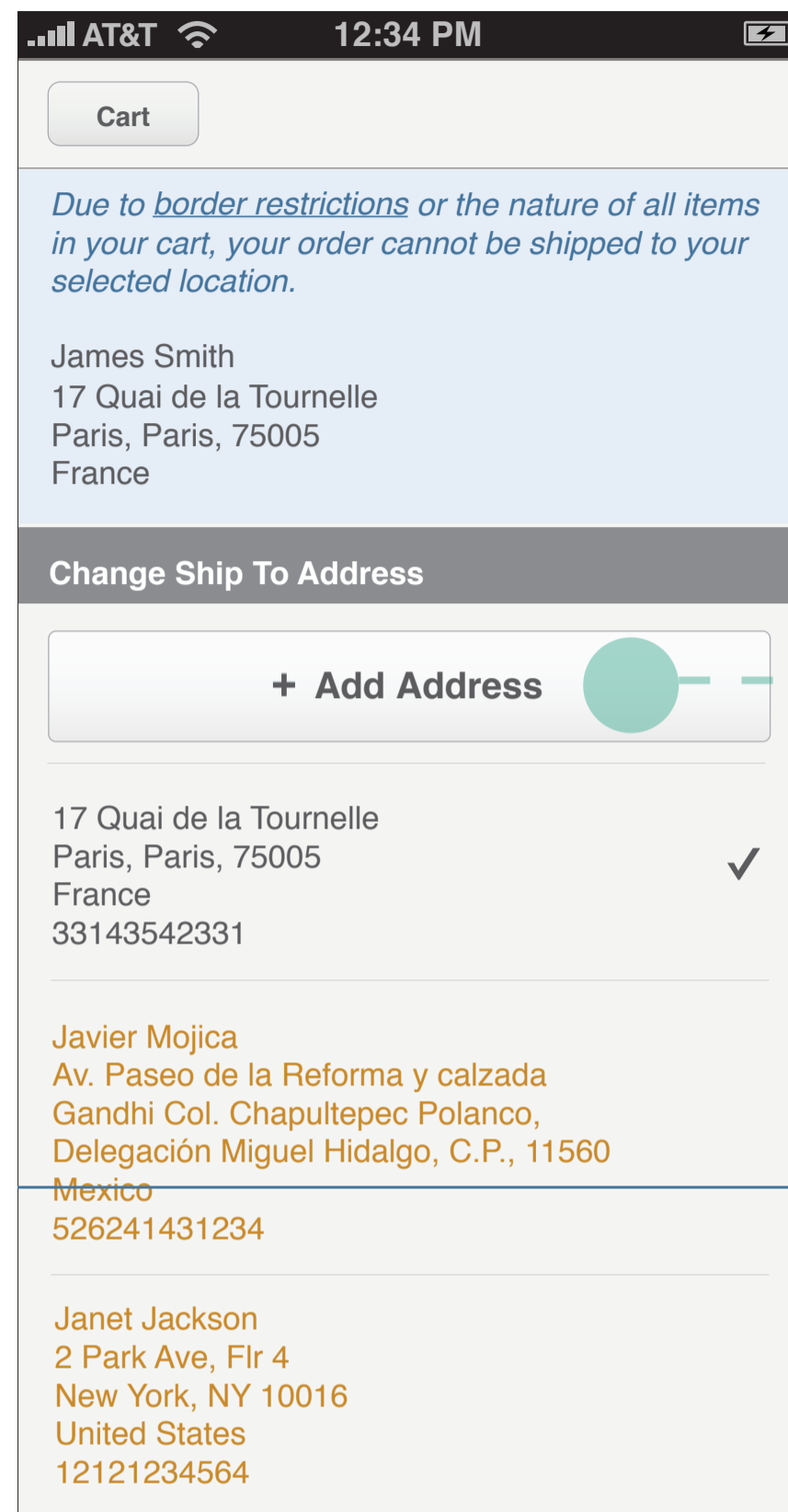
Upon landing on checkout, customers can modify their selections. If s/he does not have any discounts available, this row will not appear in this view.



SELECT

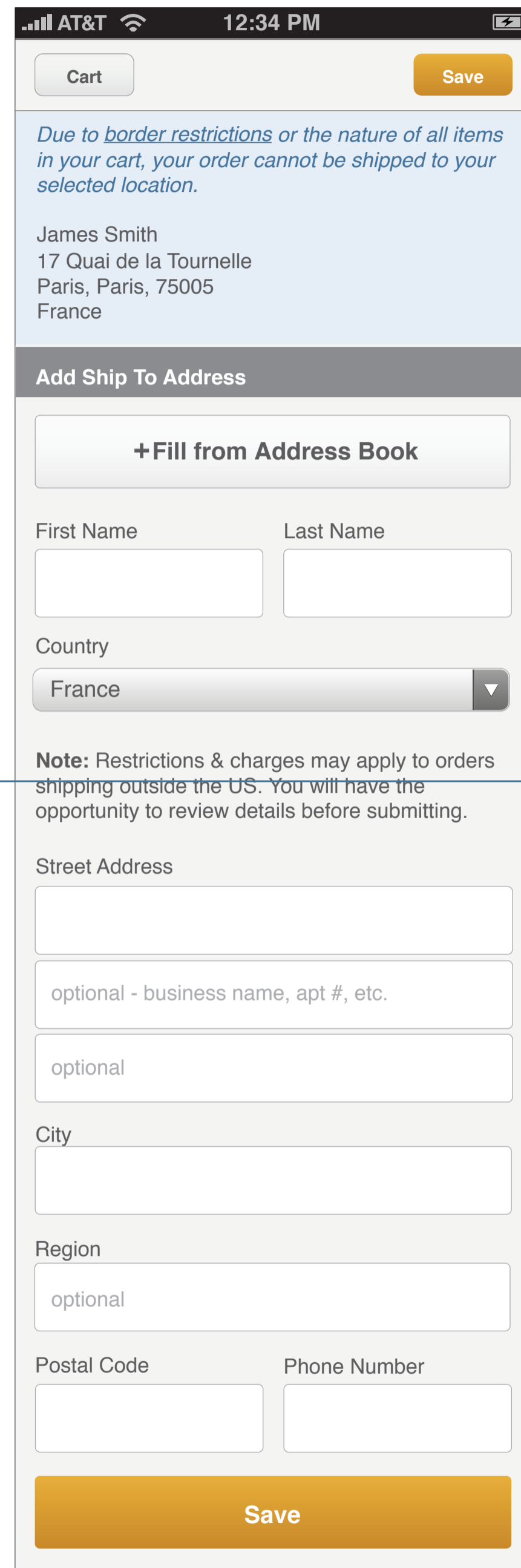
Discount is pre-selected based on discount that will expire the soonest.





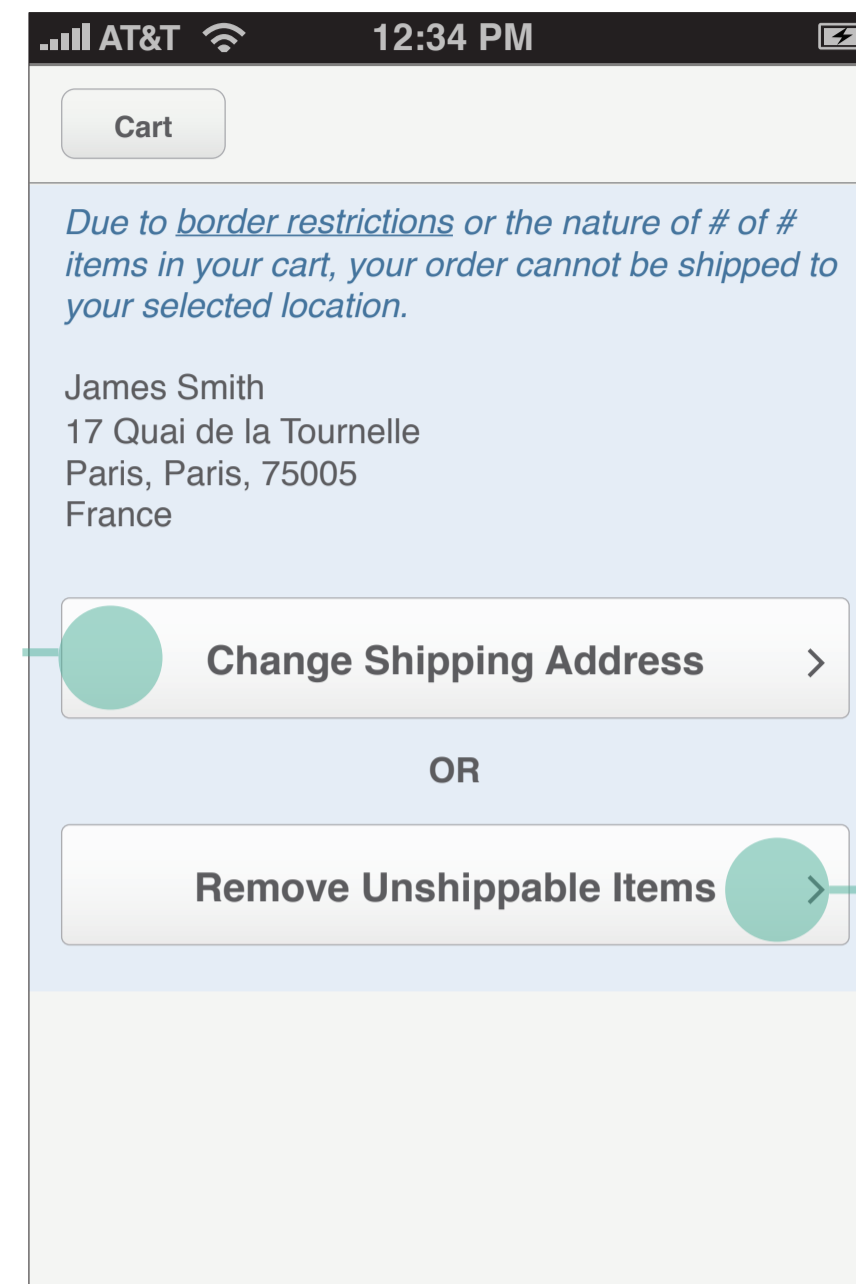
ALL ITEMS

If all items in an order cannot be shipped outside the US, we message the customer and prompt her/him to select a new address. The "border restrictions" link would direct to more info regarding international restrictions.



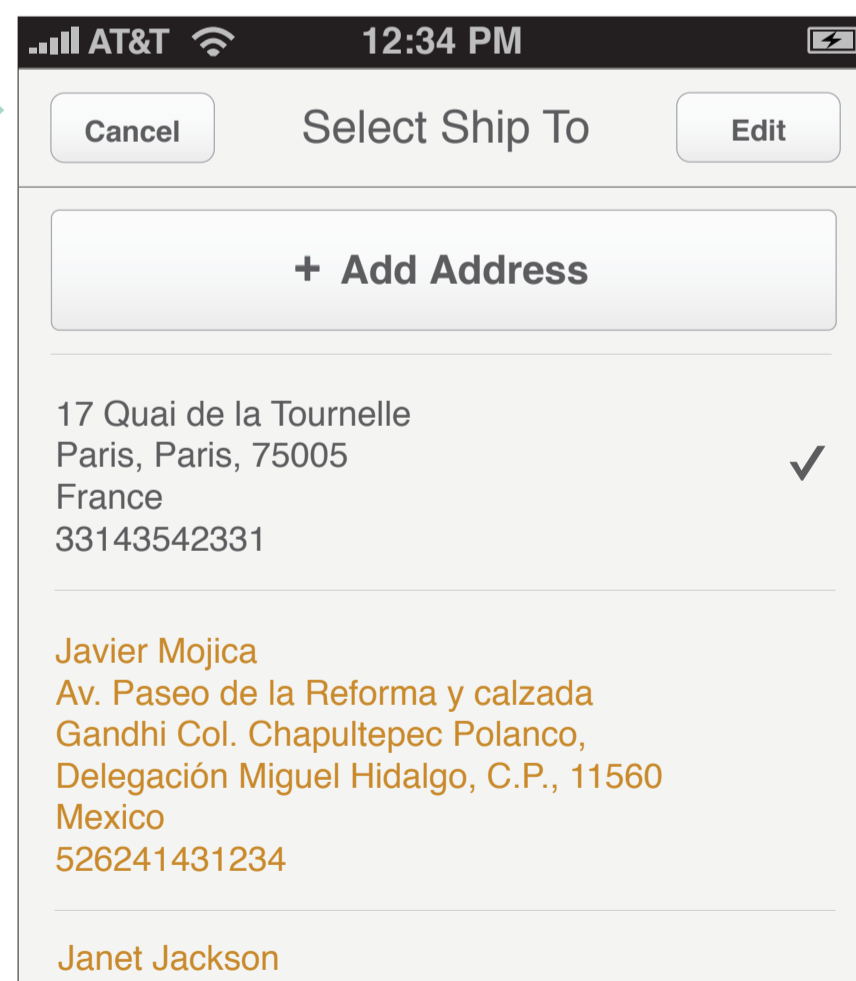
ADD ADDRESS

If the customer taps new address, or has no other addresses, this view is displayed.



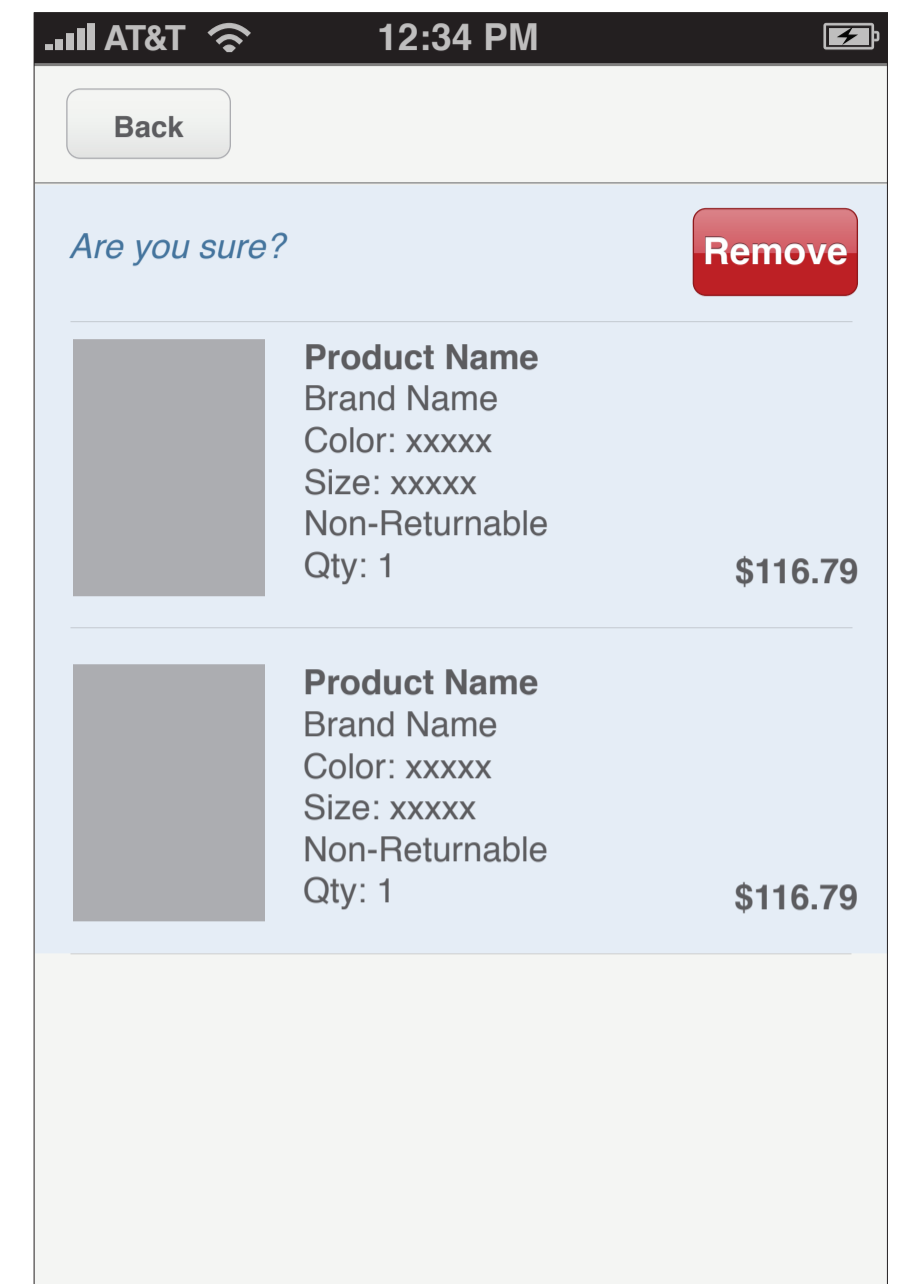
SINGLE / MULTIPLE ITEMS

If single or multiple (but not all) items prevent an order from being shipped outside the US, we prompt the customer to select a new address or remove the unshippable items. On Remove, we present a confirmation (as shown in Cart).



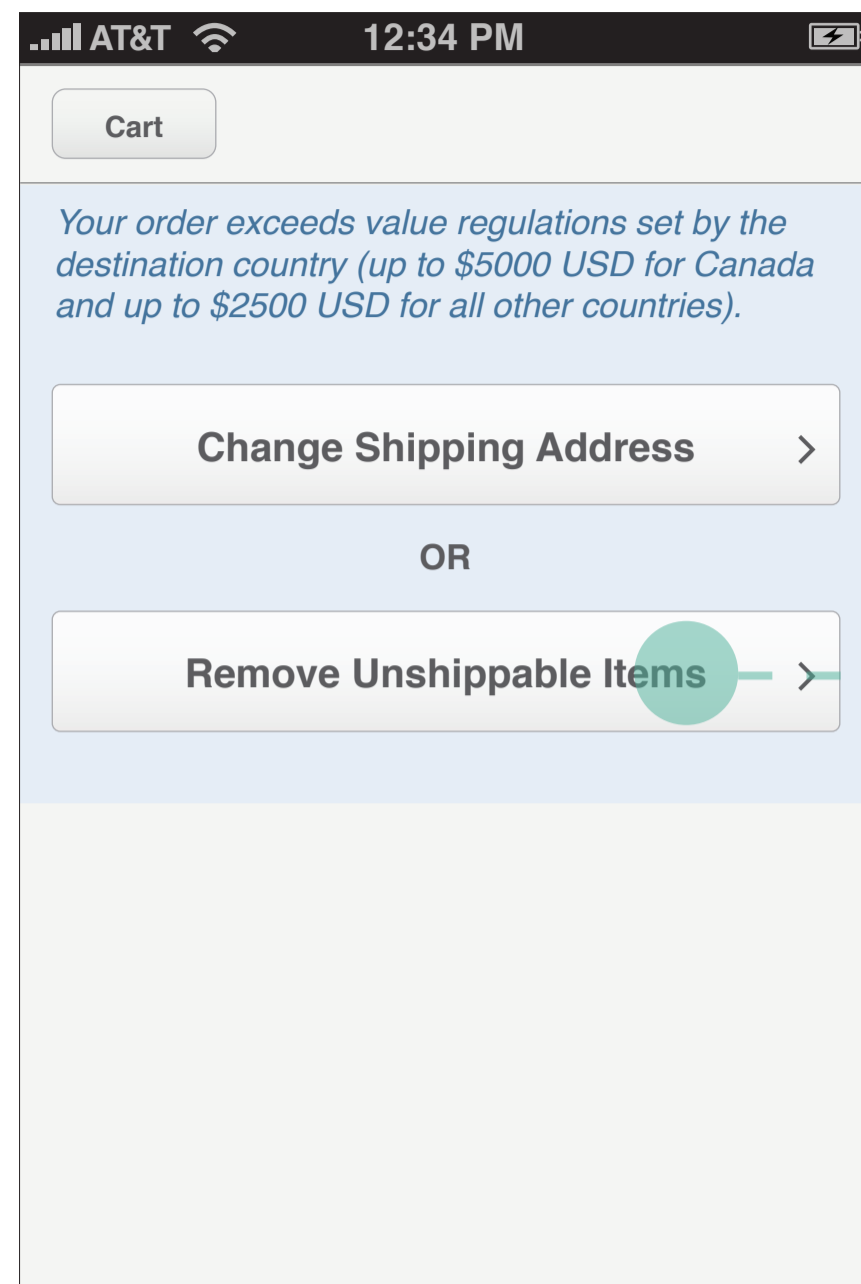
ACCEPTABLE ADDRESS

Until a customer provides an address to which all items are shippable, s/he would continue to loop through the loop.



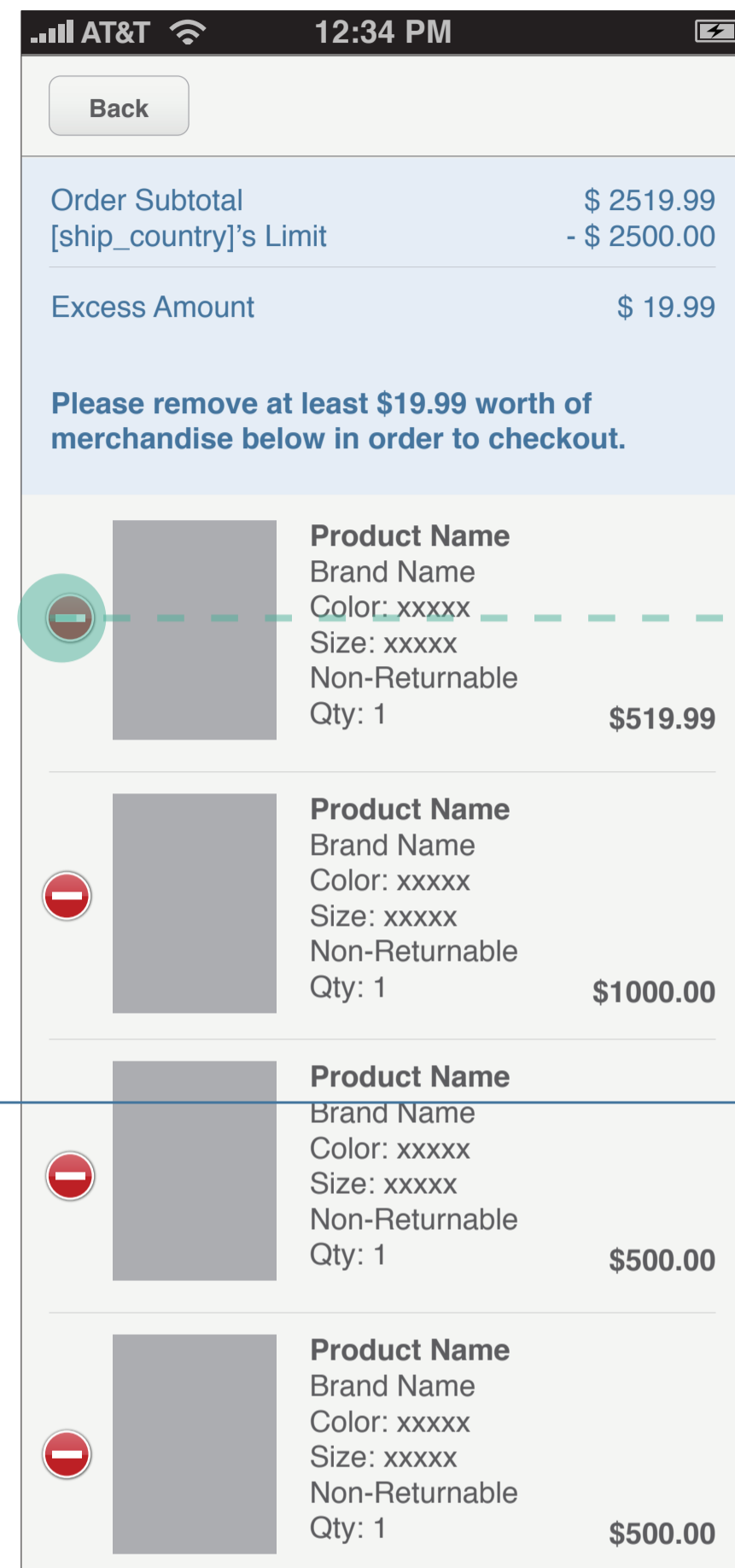
REMOVE ITEMS

This confirmation will only remove the unshippable items. Upon tapping remove, the customer continues to the Checkout view with the items that can be shipped to their location.



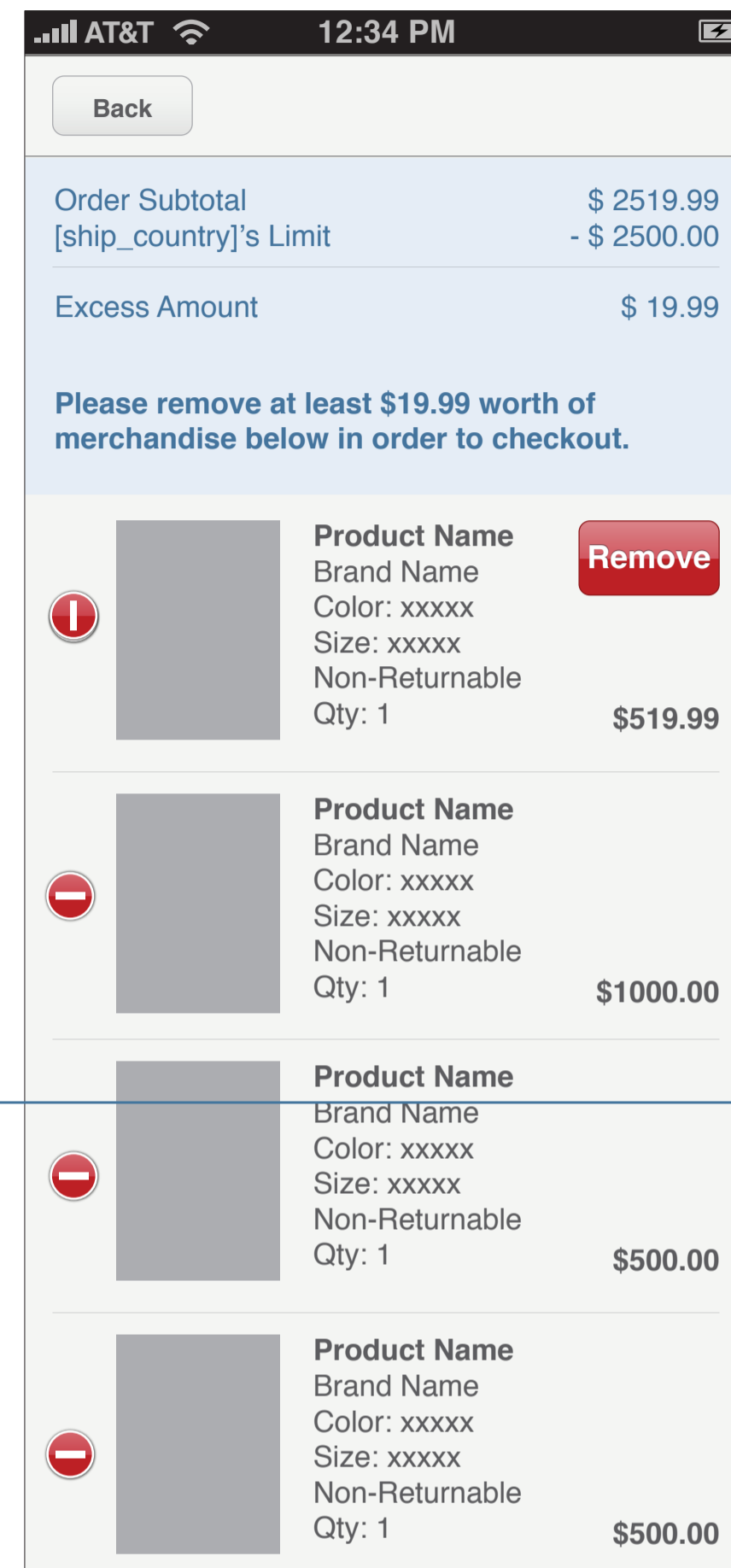
**MAXIMUM VALUE EXCEEDED**

If an order is over the value limit, we prompt the customer to ship to another address or remove items to reach the maximum amount.



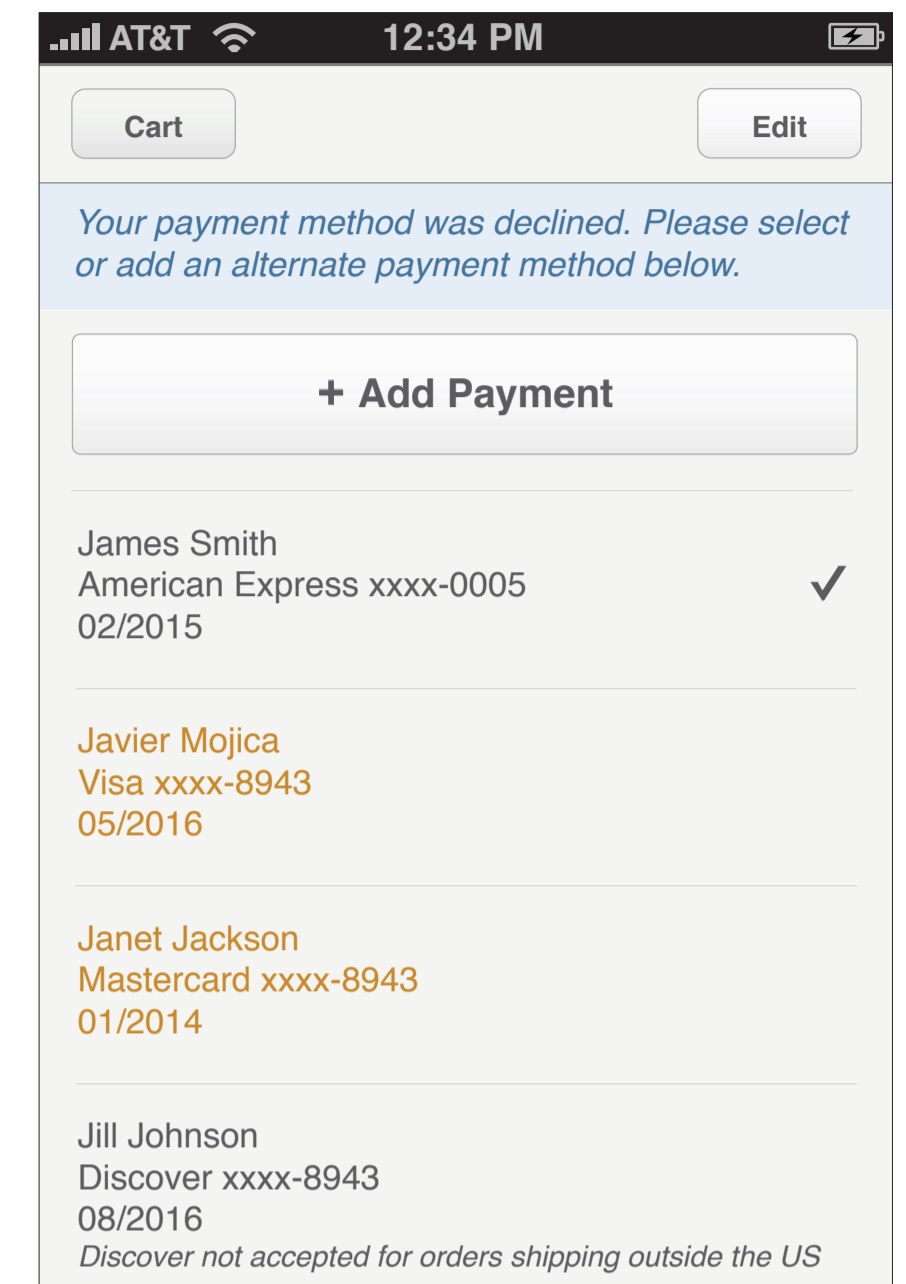
**REMOVE UNSHIPPIABLE ITEMS**

\* While we could split the order for users, the technical and logistical implementation is likely significant. Gilt would also need to decide if willing to absorb the additional cost of shipping two international orders. Nothing prevents a customer from creating a second order themselves.



**REMOVE CONFIRMATION**

Upon removing sufficient amount from the order, the customer is directed to checkout.

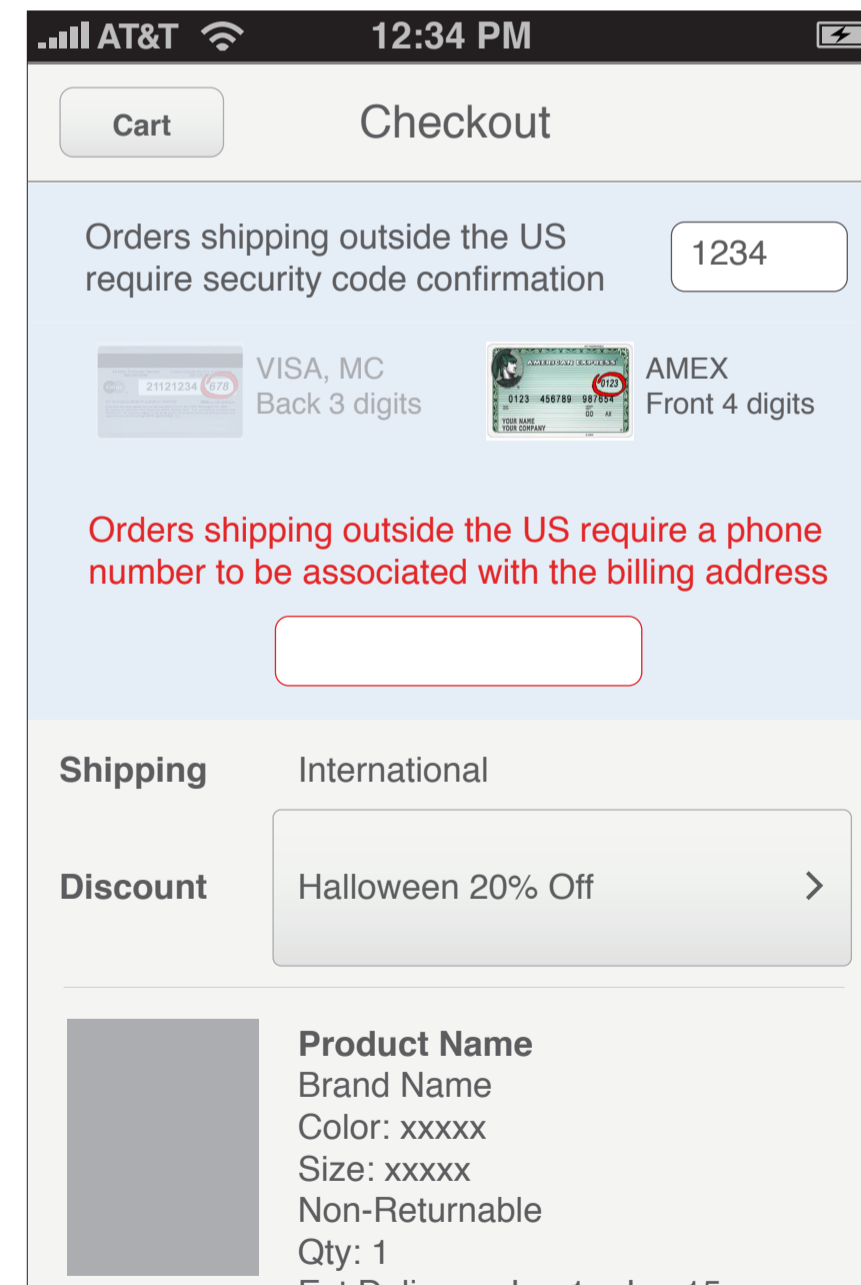
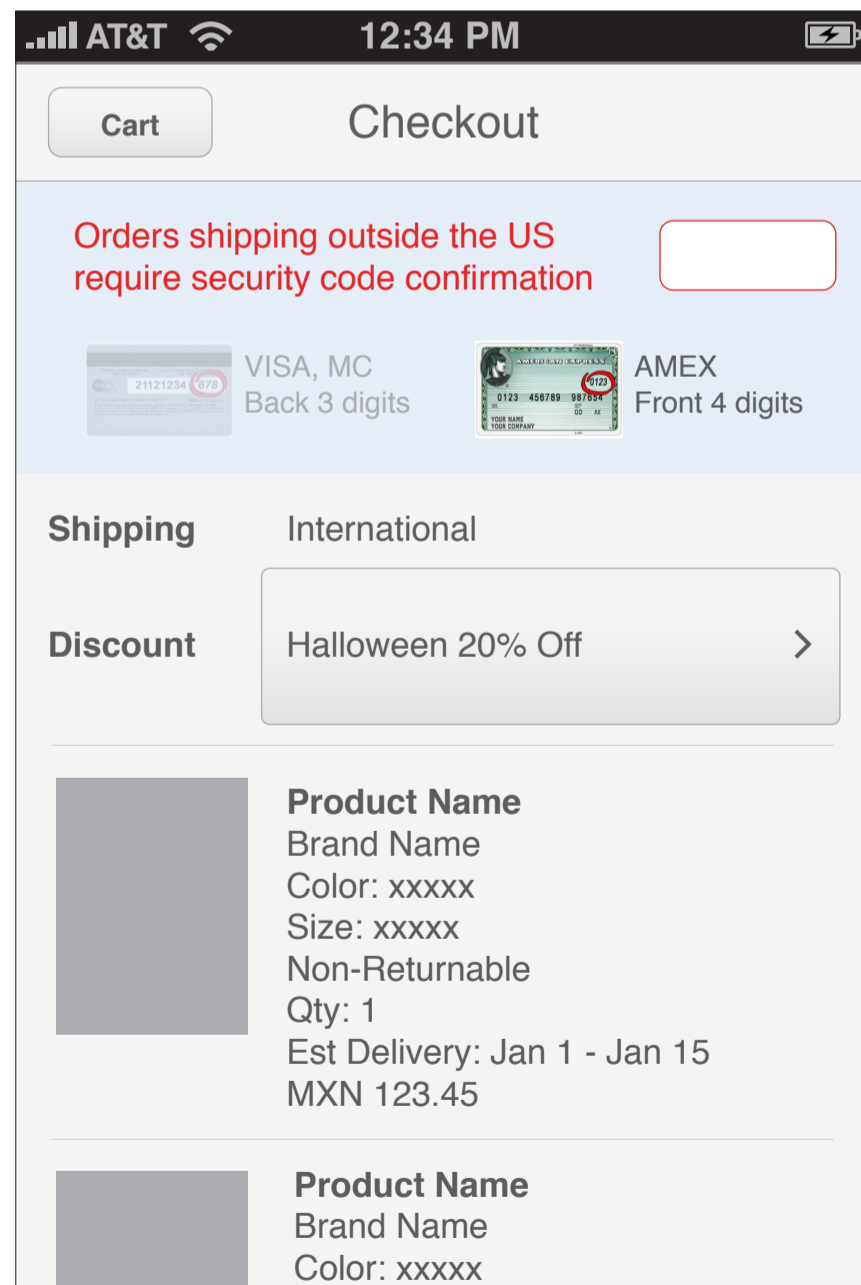
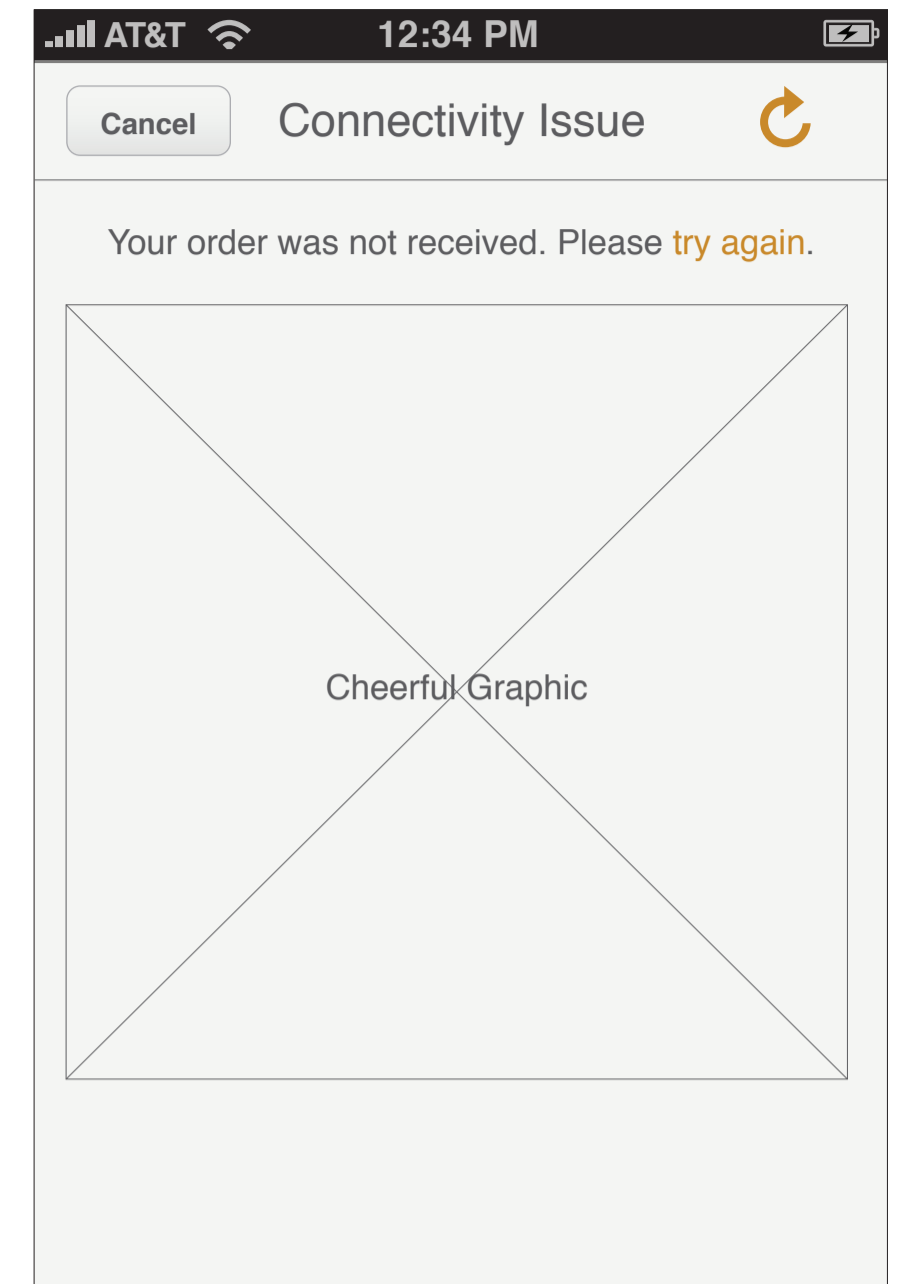
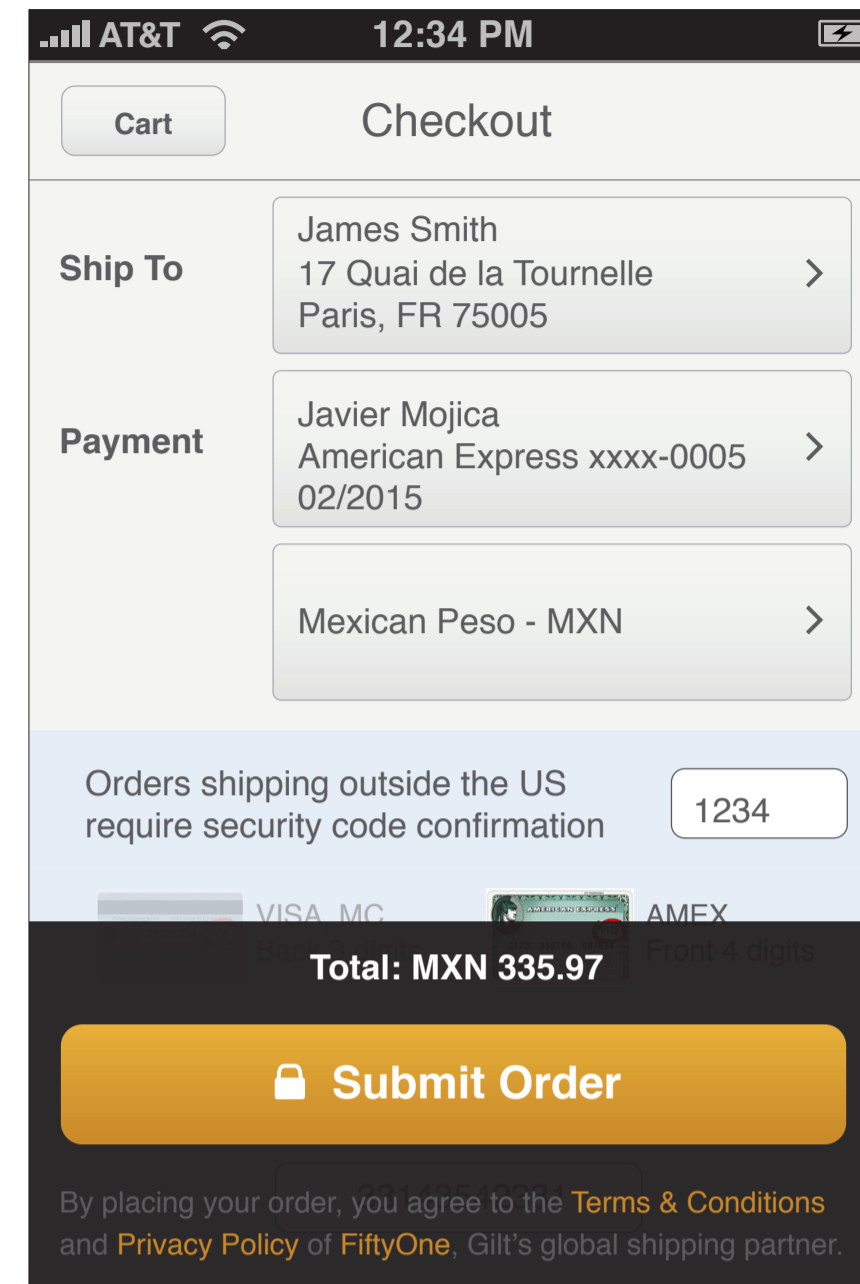
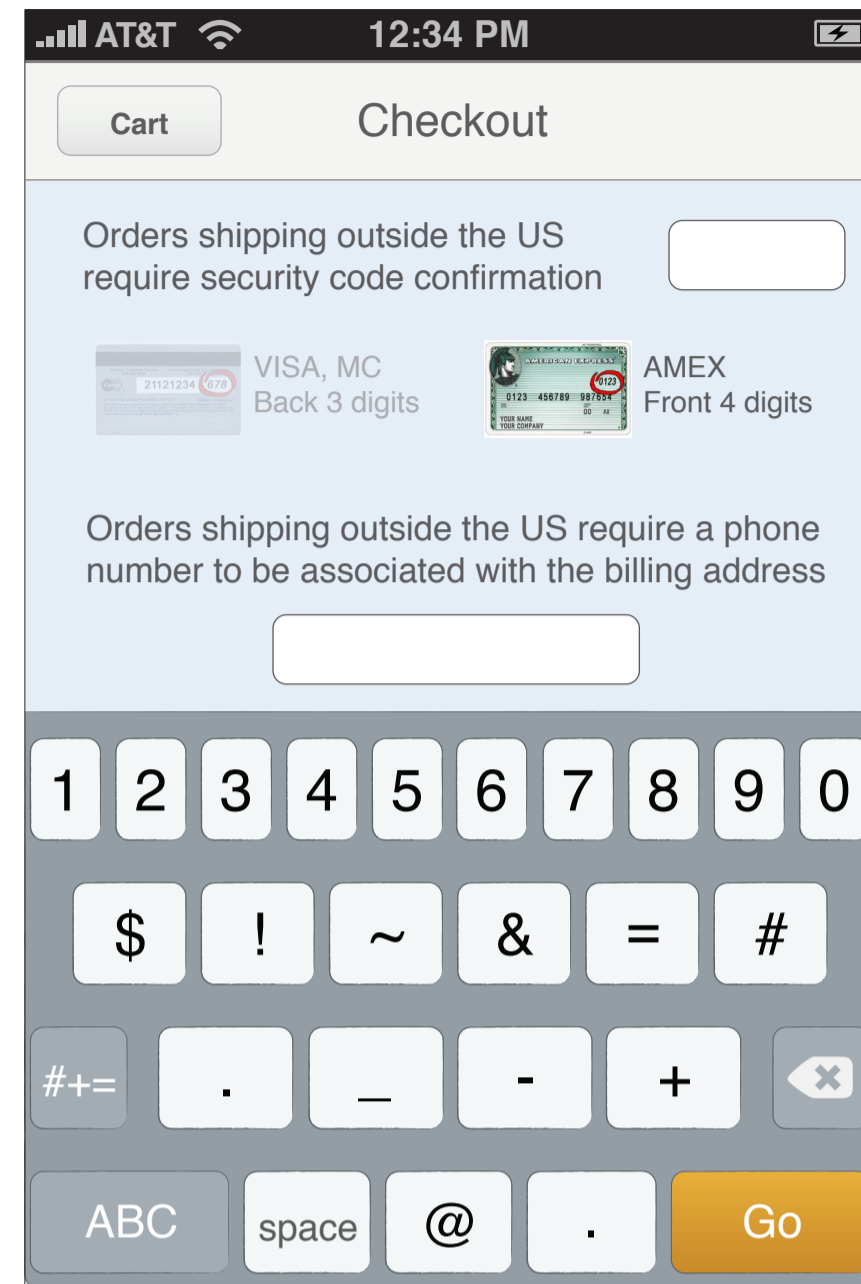
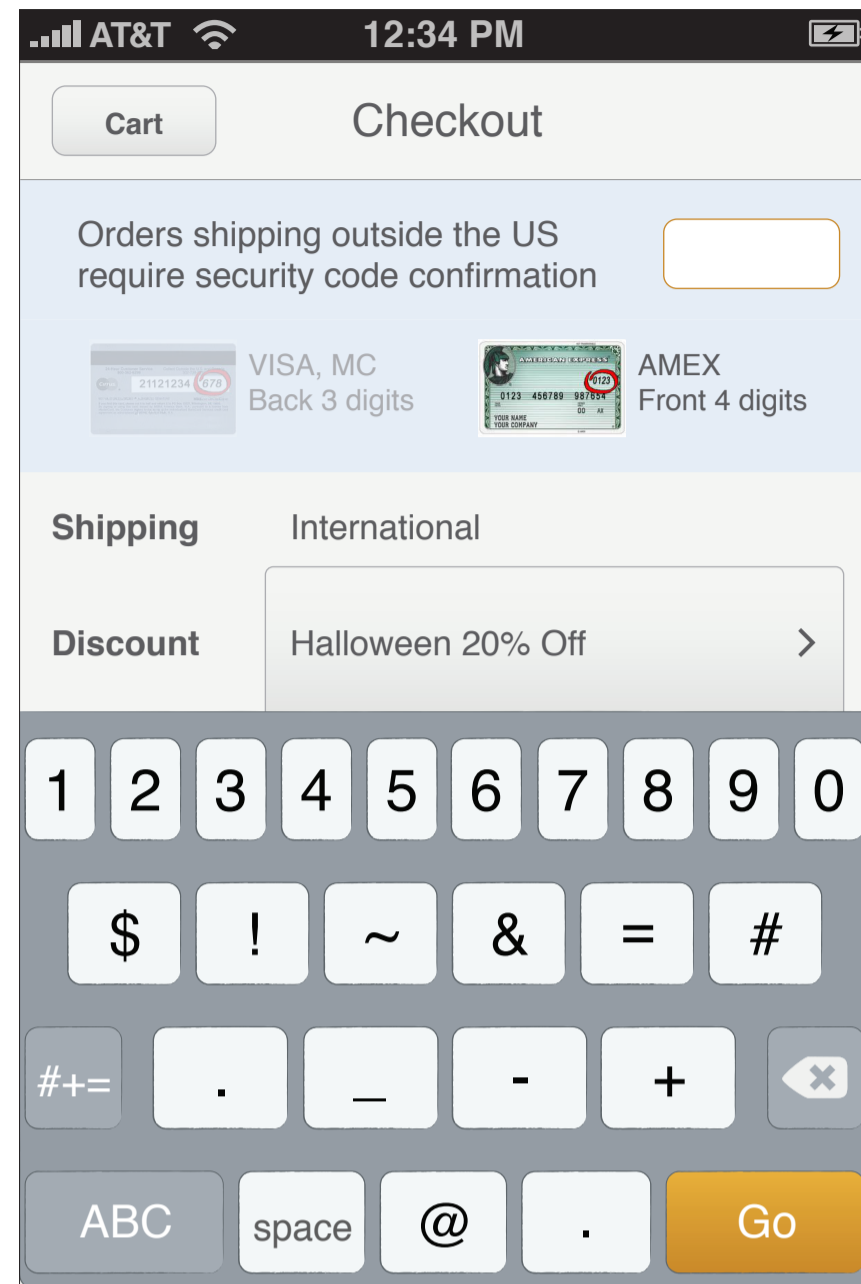


**PAYMENT DECLINED**

If the payment is declined for any reason, we provide a generic payment error.

We prevent the unaccepted method (Discover) from being selected.

We are not supporting Editing of expiration dates in mobile checkout.



CHECKOUT ALL SET

Once any exceptions are resolved and the needed security code (and phone) are entered, the customer can submit.

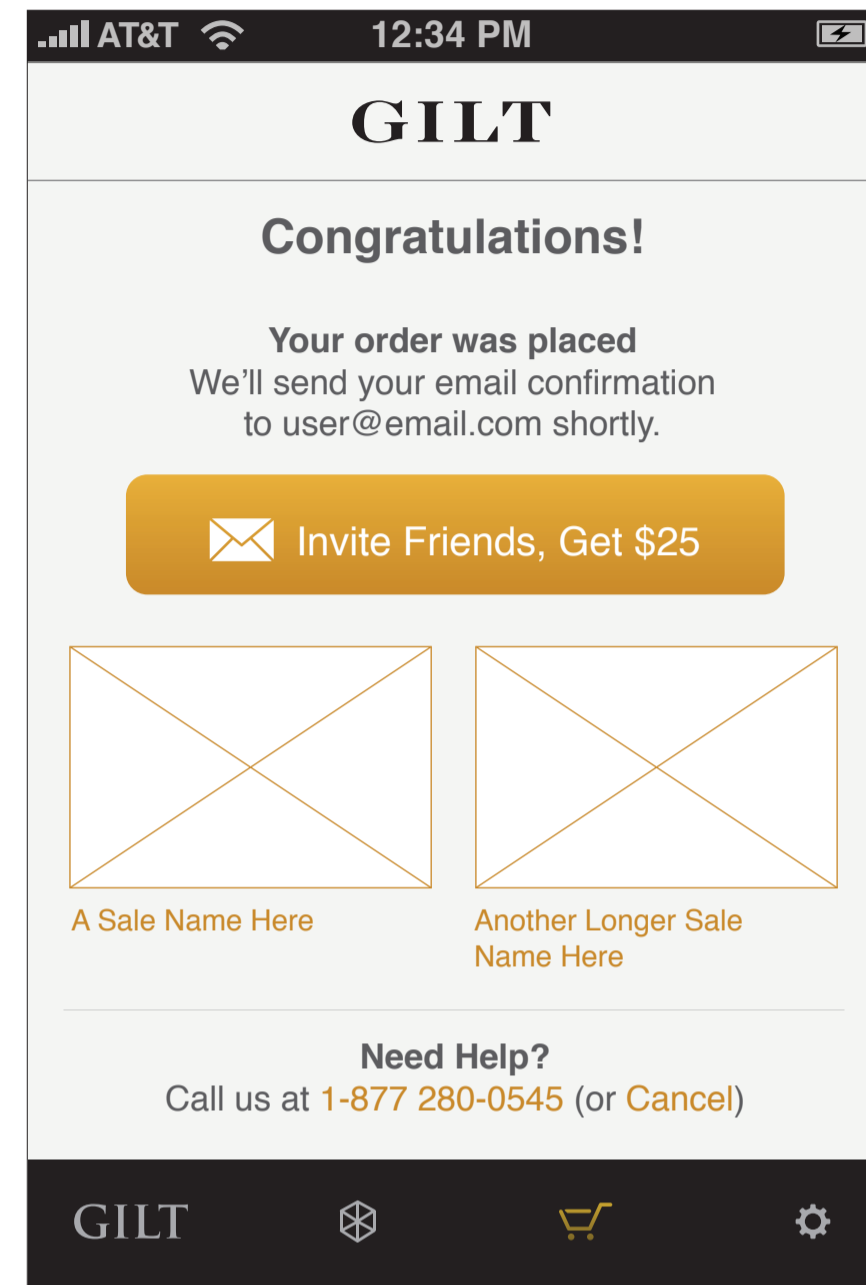
CONNECTIVITY ISSUE

If the connection fails at Submit, we display the option to retry. Tapping Cancel returns to the Checkout view. Tapping Retry attempts to complete the order.

CONFIRM SECURITY CODE & CONFIRM PHONE NUMBER FOR BILLING ADDRESS

All orders shipping outside the US require the verification of the security code. If it's a first time customer or the customer is using a credit card that was just entered, s/he does not need to confirm the code in this view.

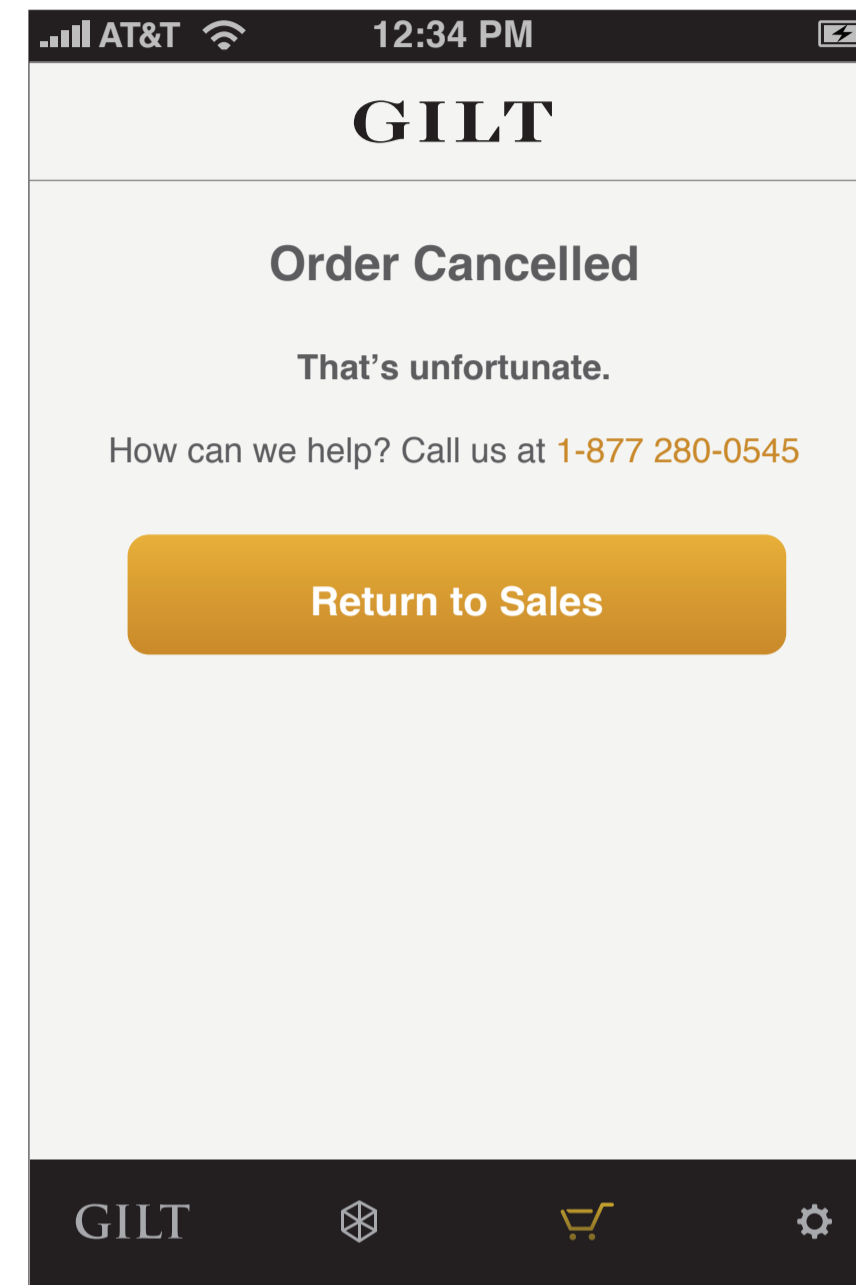
If a customer does not see the request for the number and attempts to Submit, we redirect attention with a stronger visual treatment.



CONFIRMATION

Once an order is sent from the user's device, we must assume that it will be fulfilled. Followup emails (confirmation, a problem, order shipped, etc.) will take over from here.

Invite friends: TBD  
Tapping a featured sale links to that sale.



CANCELLED

A simple confirmation provides a main contact number and link back to sales.



For Canada, the Region field should be labeled as "Province" and the field is a drop down. Here's the province code to province name mapping.

province_code	province_name
AB	Alberta
BC	British Columbia
MB	Manitoba
NB	New Brunswick
NL	Newfoundland and Labrador
NT	Northwest Territories
NS	Nova Scotia
NU	Nunavut
ON	Ontario
PE	Prince Edward Island
QC	Quebec
SK	Saskatchewan
YT	Yukon

For U.S., the Region field should be labeled as "State / Region" and the field is a drop down. For all other countries, the label is "Region" and it is a text field.

Region is optional for all countries except for Canada and U.S.

PostalCode is optional for the following 13 countries:

country_code	country_name
CR	COSTA RICA
CO	COLOMBIA
BB	BARBADOS
AE	UNITED ARAB EMIRATES
BZ	BELIZE
BO	BOLIVIA
MO	MACAU
JM	JAMAICA
IE	IRELAND
HK	HONG KONG
GD	GRENADA
DM	DOMINICA
PA	PANAMA

You can perform minimal client side validation on Canadian postal code by checking that the customer input satisfies the following pattern:

NDN DND where N is a number and D is a digit. (ex A1B 2C3)

The two tokens ('NDN' and 'DND') can be separated by a dash "-" or space.

firstName text (1-100 char.)  
 lastName text (1-100 char.)  
 addressLine1 text (1-35 char.)  
 addressLine2 text (1-35 char.) - optional  
 addressLine3 text (1-35 char.) - optional  
 city text (2-100 char.)  
 region text (max: 50 char.) - optional for all countries except for Canada and U.S.  
 postalCode alphanumeric (max: 20 char.) - optional for 13 countries above  
 primaryPhone digits (10-20 char.)  
 email email format (6-127 char.)

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## Feedback?

*Ben Yee - ux designer*  
*byee@gilt.com*