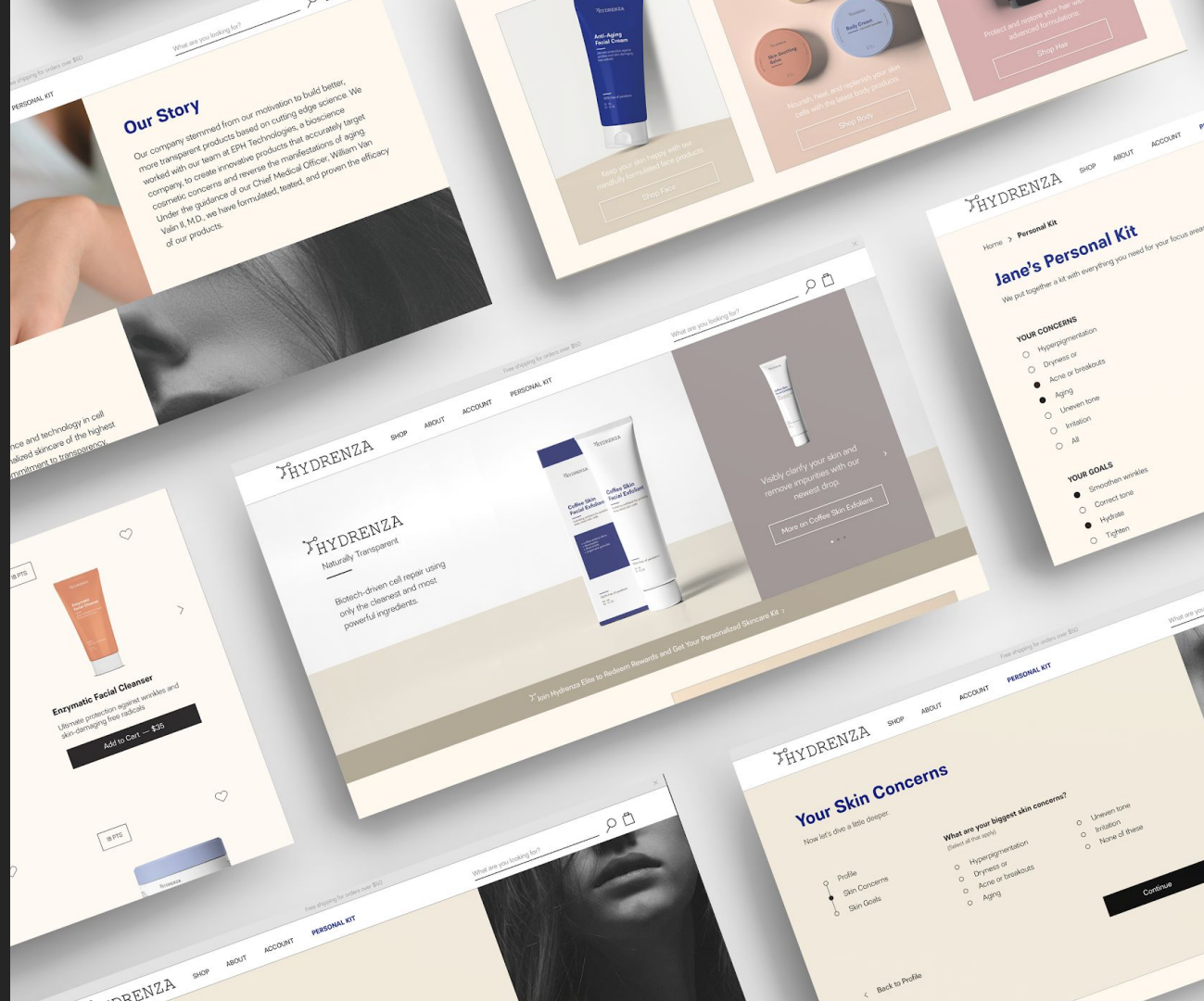


Hydrenza.com

FINAL DESIGN COMPS

Sofia Moon
WNM 606, Summer 2019
Assignment 14.2





- 35 y.o. Female
- HR Manager at non-profit org.
- Working mother
- San Francisco, CA

JANE WATERMAN'S STORY

Jane just came back to work from her maternity leave. With the new baby and the late afternoons spent catching up on work, Jane has noticed new fine lines and stress-induced breakouts on her face. She wants to find cosmetic products that will a) clear up her pores, and b) reduce wrinkles.

VALUES & GOALS

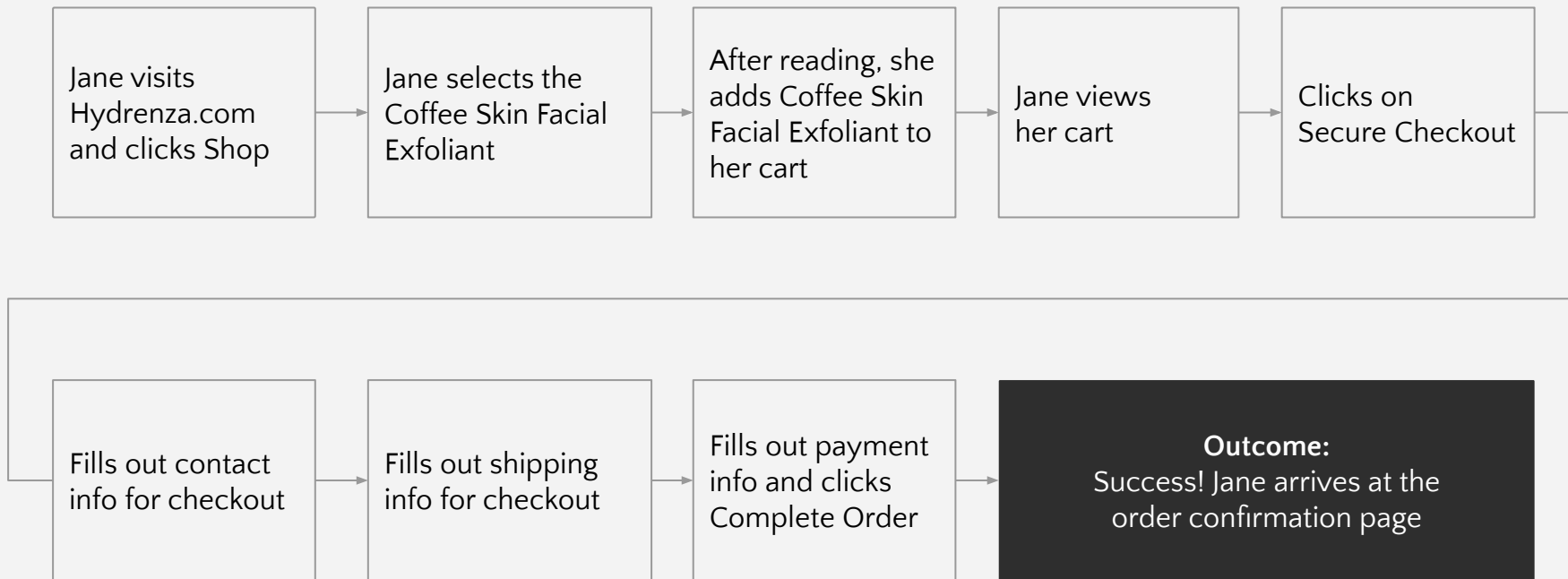
- Values **clear communication, integrity, and efficiency.**
- Wants to upkeep her looks now that she has started to see the effects of aging.

NEEDS STATEMENT

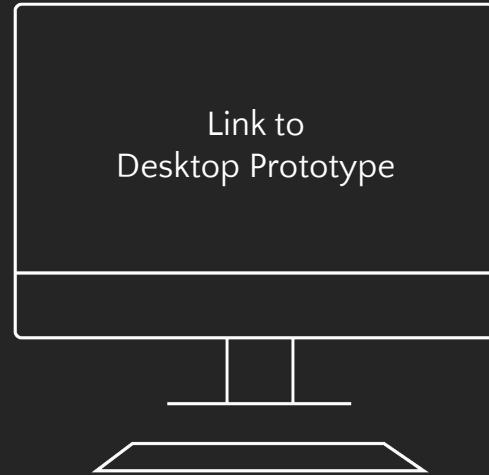
As a mother going back to work, **I want** a tool that can quickly help me find the skincare products I need from the comfort of my home, **so I can** combat my new skin concerns.

USER TASK:

Jane purchases one Coffee Skin Facial Exfoliant



DESKTOP TASK FLOW

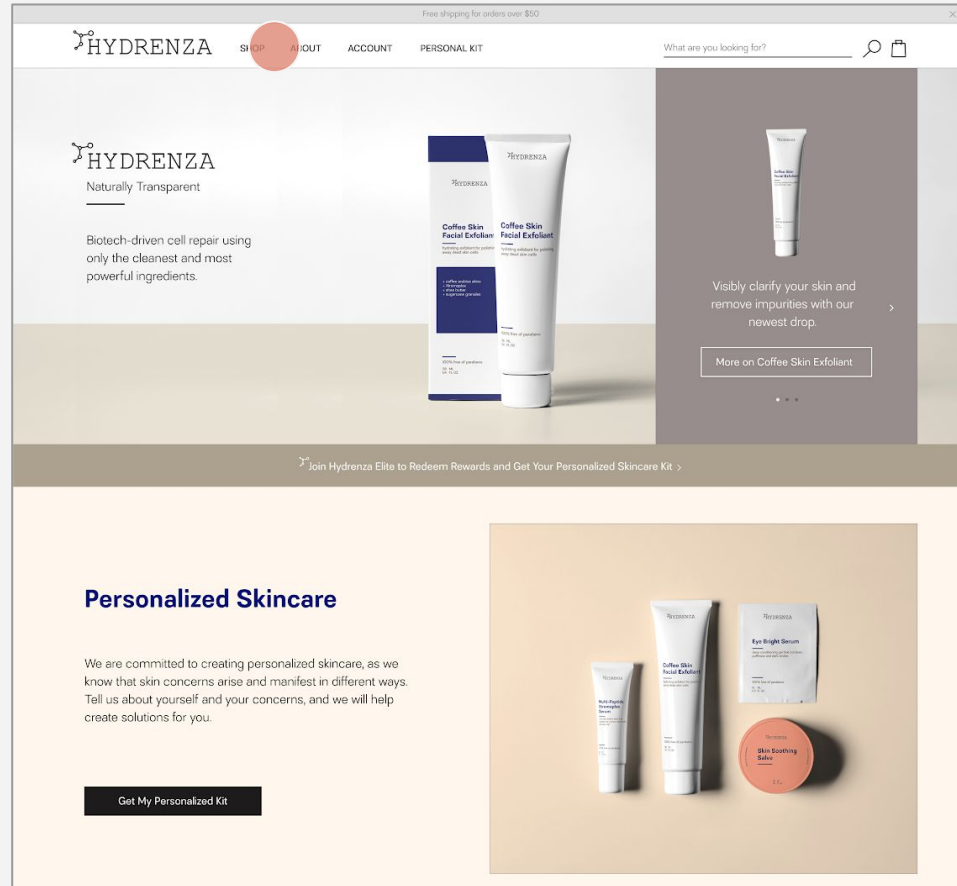


DESKTOP TASK FLOW

Progress: 1/9

- Enter Hydrenza and click Shop
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon



DESKTOP TASK FLOW

Progress: 2/9

Enter Hydrenza and click Shop

Select Coffee Skin Facial Exfoliant

Add to cart

View cart

Select secure checkout

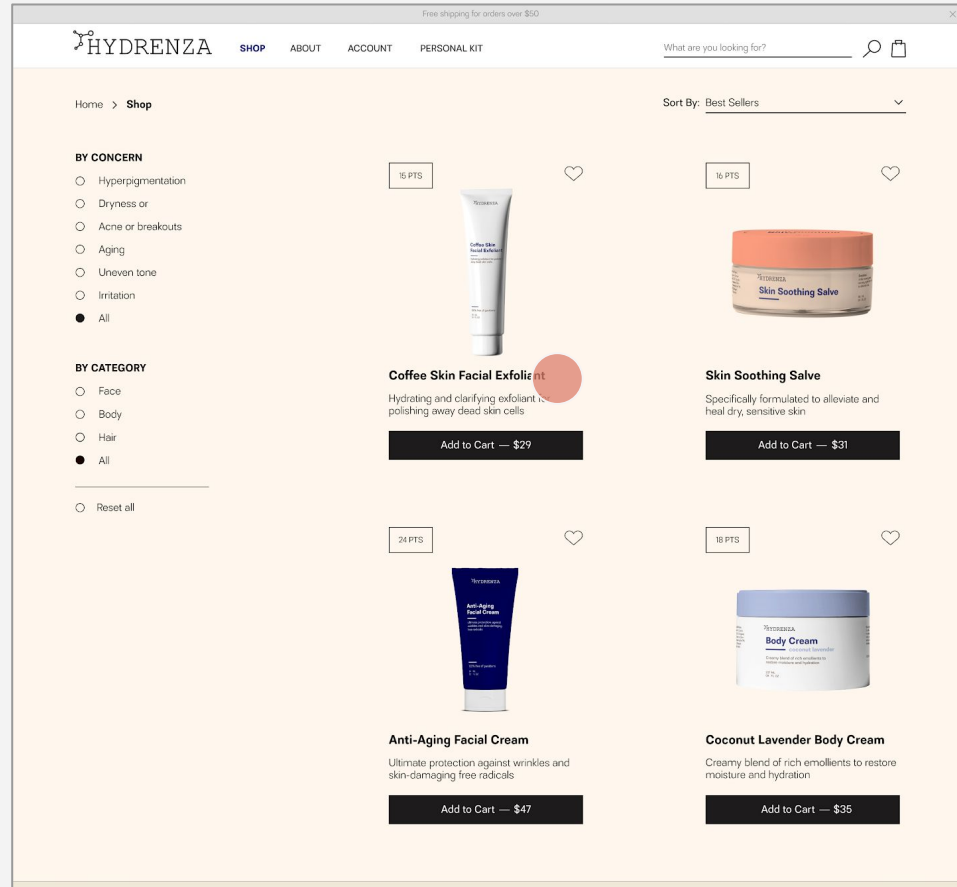
Fill out contact info

Fill out shipping info

Fill out payment info and select complete order

Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon

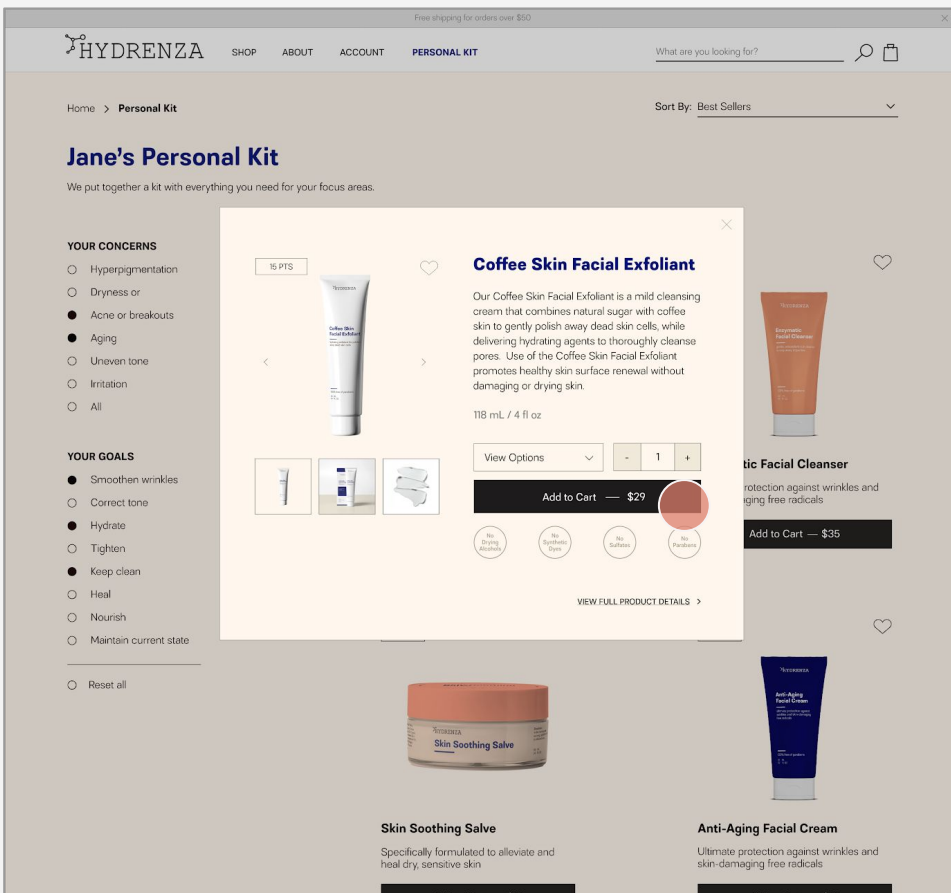


DESKTOP TASK FLOW

Progress: 3/9

- Enter Hydrenza and click Shop
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon



DESKTOP TASK FLOW

Assignment 14.2 | WNM 606 | Summer '19 | Moon

Progress: 4/9

Enter Hydrenza and click Shop

Select Coffee Skin Facial Exfoliant

Add to cart

View cart

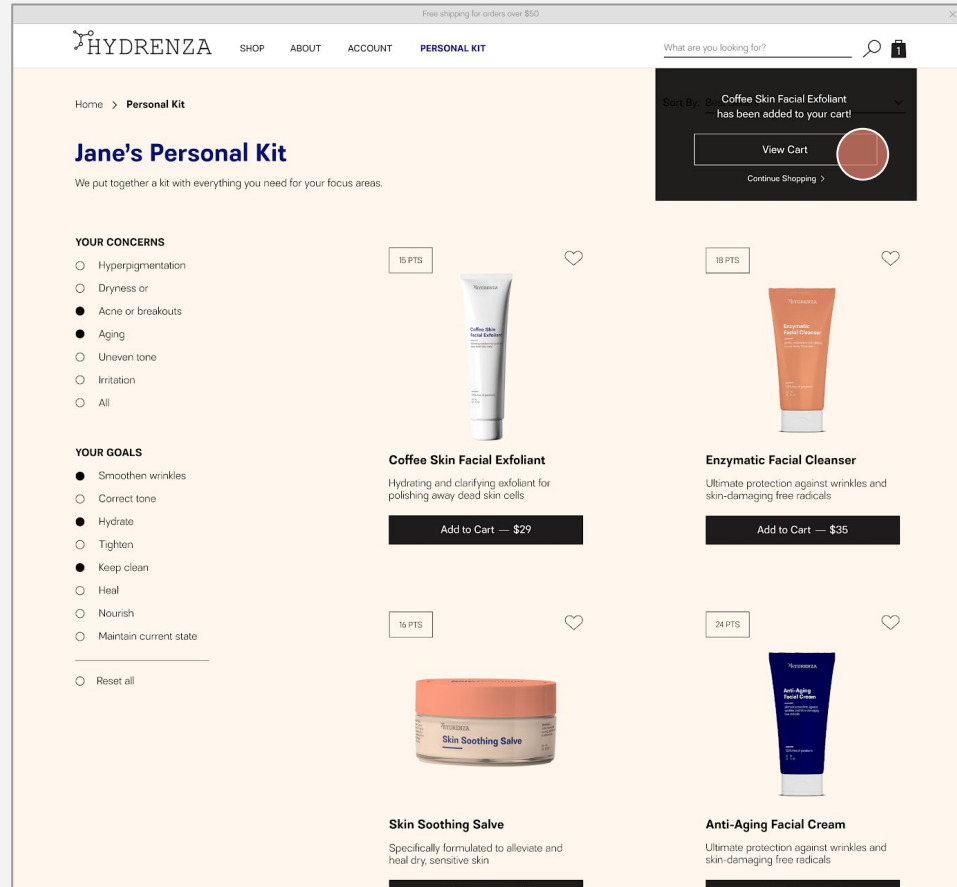
Select secure checkout

Fill out contact info

Fill out shipping info

Fill out payment info and select complete order

Success!



DESKTOP TASK FLOW

Assignment 14.2 | WNM 606 | Summer '19 | Moon

Progress: 5/9

Enter Hydrenza and click Shop

Select Coffee Skin Facial Exfoliant

Add to cart

View cart

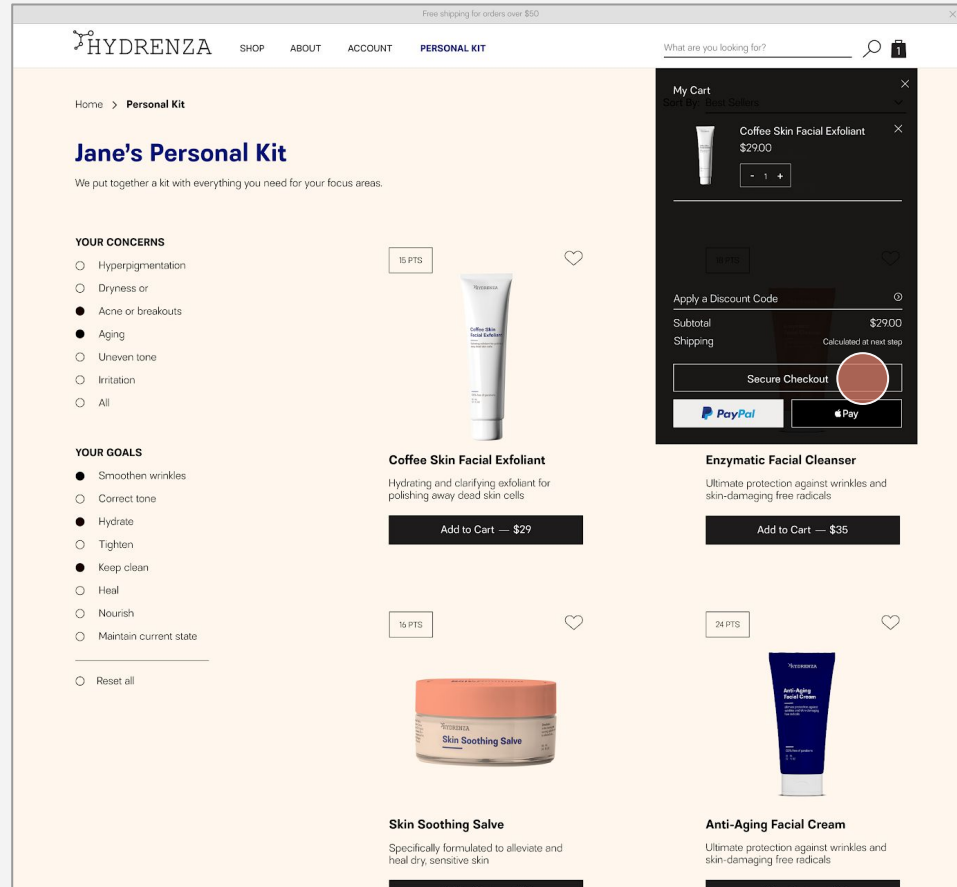
Select secure checkout

Fill out contact info

Fill out shipping info

Fill out payment info and select complete order

Success!



DESKTOP TASK FLOW

Progress: 6/9

- Enter Hydrenza and click Shop
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon

Free shipping for orders over \$50

HYDRENZA

Secure Checkout

Cart > Information > Shipping > Payment

Contact Information [Already have an account? Log In](#)

Email address*

☐ Sign up to get information about promotions, discounts, and more.

Join Us

☐ I agree to the terms and conditions. [☑](#)

Create Password

xxxxxxx [👁](#)

Confirm Password

xxxxxxx [👁](#)

Passwords do not match.

☐ **Checkout As Guest**

[Return to shop](#) [Continue](#)

My Cart

Coffee Skin Facial Exfoliant [×](#)

\$29.00

1

Apply a Discount Code [🔍](#)

Subtotal \$29.00

Shipping Calculated at next step

Total \$29.00

DESKTOP TASK FLOW

Assignment 14.2 | WNM 606 | Summer '19 | Moon

Progress: 7/9

- Enter Hydrenza and click Shop
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info**
- Fill out payment info and select complete order
- Success!

Free shipping for orders over \$50

HYDRENZA

Secure Checkout

Cart > Information > **Shipping** > Payment

Shipping Information

First name Last name

Address

Apartment, suite, etc. (optional)

City Country United States

State Zip Code

Phone () -

Shipping Method

☒ Free Shipping (5-7 business days) FREE

☐ Express Shipping (1-2 business days) \$8.00

< Return to personal info Continue

My Cart

Coffee Skin Facial Exfoliant \$29.00

+ 1 +

Apply a Discount Code

Subtotal	\$29.00
Shipping	\$0.00
Taxes	\$0.00
Total	\$29.00

DESKTOP TASK FLOW

Assignment 14.2 | WNM 606 | Summer '19 | Moon

Progress: 8/9

- Enter Hydrenza and click Shop
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order**
- Success!

Free shipping for orders over \$50

HYDRENZA

Secure Checkout

Cart > Information > Shipping > **Payment**

Payment
All transactions are secure and encrypted.

☒ Credit Card

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Card number

Name on card

Expiration date (MM/YY) Security code

☐ PayPal

☐ Apple Pay

Billing Address

☒ Same as shipping

☐ Use a different address

Remember Me

☒ Save my information for a faster checkout

< Return to shipping

Complete Order

My Cart

Coffee Skin Facial Exfoliant
\$2900

+ 1 +

Apply a Discount Code

Subtotal	\$2900
Shipping	\$0.00
Taxes	\$3.40
Total	\$32.40

DESKTOP TASK FLOW

Progress: 9/9

- Enter Hydrenza and click Shop
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon

Free shipping for orders over \$50

HYDRENZA

Success!

✓ Thank you Jane for your purchase!

Your Order Number: #94792FE
You will receive a confirmation email shortly with your order details.

Customer Information

Contact Information janewaterman@gmail.com (510) 410-3928	Payment Method VISA - ending in 8264
Shipping Address Jane Waterman 4819 22nd Ave San Francisco CA 94124 United States (510) 410-3928	Billing Address Jane Waterman 4819 22nd Ave San Francisco CA 94124 United States (510) 410-3928
Shipping Method Free Shipping (5-7 business days)	

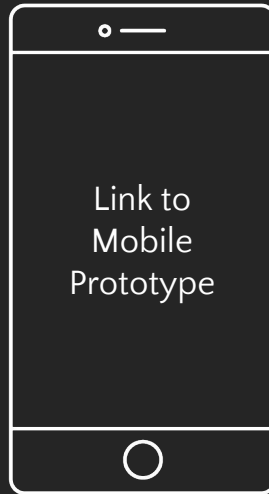
Continue Shopping

Your Order

Coffee Skin Facial Exfoliant
\$29.00
QTY: 1

Subtotal	\$29.00
Shipping	\$0.00
Taxes	\$3.40
Total	\$32.40

MOBILE TASK FLOW



MOBILE TASK FLOW

Assignment 14.2 | WNM 606 | Summer '19 | Moon

Progress: 1/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

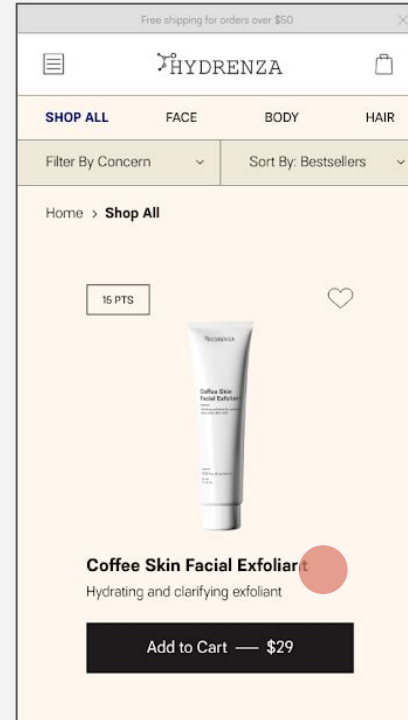


MOBILE TASK FLOW

Progress: 2/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon

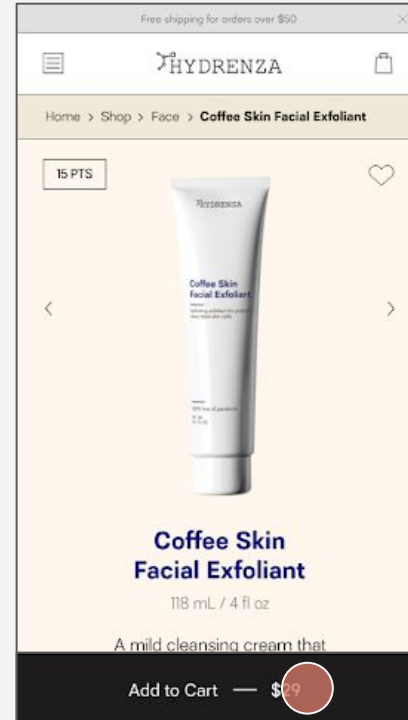


MOBILE TASK FLOW

Progress: 3/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart**
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon

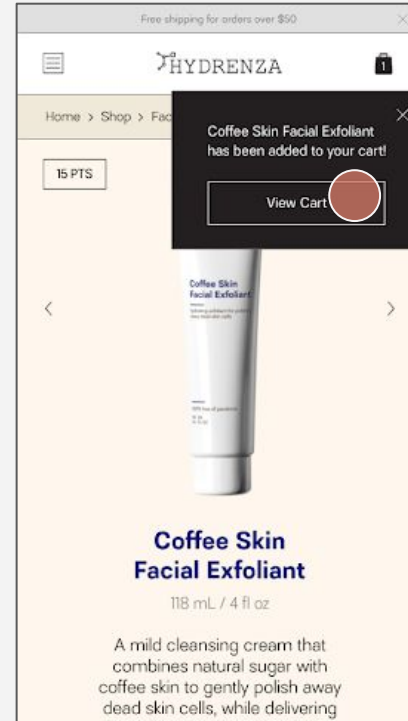


MOBILE TASK FLOW

Progress: 4/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon

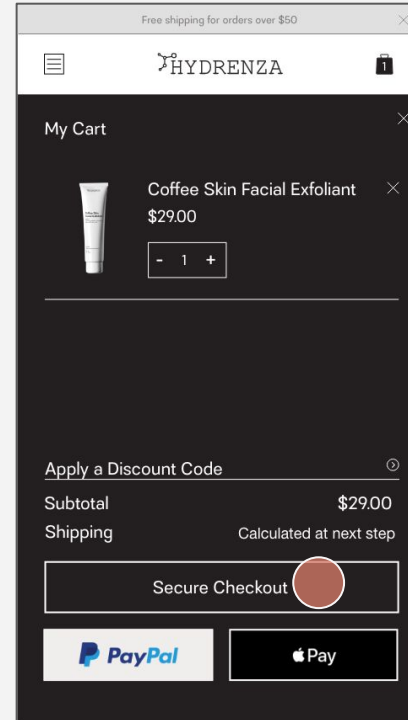


MOBILE TASK FLOW

Progress: 5/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon



MOBILE TASK FLOW

Progress: 6/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info**
- Fill out shipping info
- Fill out payment info and select complete order
- Success!


Assignment 14.2 | WNM 606 | Summer '19 | Moon

Free shipping for orders over \$50

HYDRENZA

Cart > Information > Shipping > Payment

Cart Summary



Coffee Skin Facial Exfoliant
\$29.00
- 1 +

Apply a Discount Code

Subtotal: \$29.00

Shipping: Calculated at next step

Contact Information

Email

☐ Send me emails about promotions, discounts, and more

Join Us

☐ I agree to the terms and conditions.

Create Password

xxxxxxx

Confirm Password

xxxxxxx

Passwords do not match.

☐ Checkout As Guest

Apply a Discount Code

Subtotal: \$29.00

Shipping: Calculated at next step

Contact Information

Email

☐ Send me emails about promotions, discounts, and more

Join Us

☐ I agree to the terms and conditions.

Create Password

xxxxxxx

Confirm Password

xxxxxxx

Passwords do not match.

☐ Checkout As Guest

Continue

< Return to shop




MOBILE TASK FLOW

Progress: 7/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon

Free shipping for orders over \$50

Cart > Information > **Shipping** > Payment

Shipping Information

Shipping Method

☒ Free Shipping (5-7 business days) FREE

☐ Express Shipping (1-2 business days) \$8.00

Continue

< Return to personal info

MOBILE TASK FLOW

Progress: 8/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order**
- Success!


Assignment 14.2 | WNM 606 | Summer '19 | Moon

Free shipping for orders over \$50

HYDRENZA

Cart > Information > Shipping > **Payment**

Cart Summary




Coffee Skin Facial Exfoliant
\$29.00
- 1 +

Apply a Discount Code

Subtotal:	\$29.00
Shipping:	\$0.00
Taxes:	\$3.40
Total:	\$32.40

Payment
All transactions are secure and encrypted.

☒ Credit Card 

Card number


Name on card

Expiration date (MM/YY) Security code

☐ PayPal

☐ Apple Pay

Payment
All transactions are secure and encrypted.

☒ Credit Card 

Card number

Name on card

Expiration date (MM/YY) Security code

☐ PayPal

☐ Apple Pay

Billing Address

☒ Same as shipping

☐ Use a different address

Remember Me

☒ Save my information for a faster checkout

Complete Order

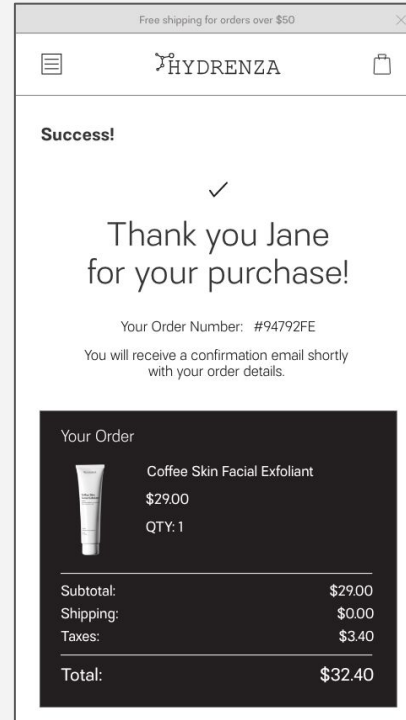
[Return to shipping](#)

MOBILE TASK FLOW

Progress: 9/9

- Enter Hydrenza and click Shop All
- Select Coffee Skin Facial Exfoliant
- Add to cart
- View cart
- Select secure checkout
- Fill out contact info
- Fill out shipping info
- Fill out payment info and select complete order
- Success!

Assignment 14.2 | WNM 606 | Summer '19 | Moon



Subtotal: \$29.00	
Shipping: \$0.00	
Taxes: \$3.40	
<hr/>	
Total: \$32.40	

Contact Information	Payment Method
janewaterman@gmail.com (510) 410-3928	VISA - ending in 8264

Shipping Address	Billing Address
Jane Waterman 4819 22nd Ave San Francisco CA 94124 United States (510) 410-3928	Jane Waterman 4819 22nd Ave San Francisco CA 94124 United States (510) 410-3928

Shipping Method
Free Shipping (5-7 business days)

Continue Shopping



THANK YOU!



HYDRENZA

Your order #94792FE has been processed.
Congratulations on your newest purchase!