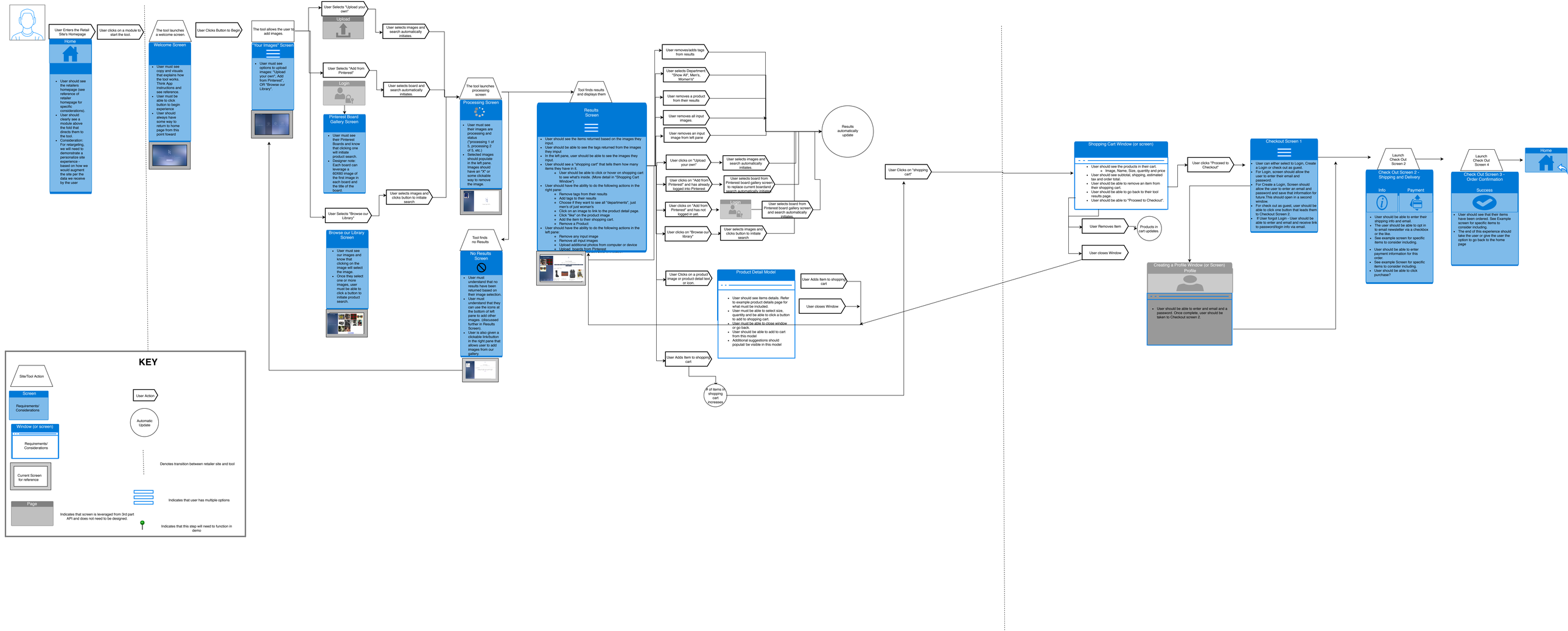
Screen Map


User Enters the Retail Site's Homepage.
Home
User should see the retailers homepage (see reference of retailer homepage for specific considerations).
User should clearly have a module above the fold that directs them to the tool.
Consideration: For retargeting, we will need to demonstrate a personalize site experience - based on how we would augment the site per the data we receive by the user
User clicks on a module to start the tool.
The tool launches a welcome screen.
Welcome Screen
User must see copy and visuals that explains how the tool works. Think App instructions and see reference.
User must be able to click button to begin experience
User should always have some way to return to home page from this point toward
User Clicks Button to Begin
The tool allows the user to add images.
"Your Images" Screen
User must see options to upload images: "Upload your own", Add from Pinterest", OR "Browse our Library".
User Selects "Upload your own"
Upload
User selects images and search automatically initiates.
User Selects "Add from Pinterest"
Login
Pinterest Board Gallery Screen
User must see their Pinterest Boards and know that clicking one will initiate product search.
Designer note: Each board can leverage a 60X60 image of the first image in each board and the title of the board.
User selects board and search automatically initiates.
User Selects "Browse our Library"
Browse our Library Screen
User must see our images and know that clicking on the image will select the image.
Once they select one or more images, user must be able to click a button to initiate product search.
User selects images and clicks button to initiate search
The tool launches processing screen
Processing Screen
User must see their images are processing and status ("processing 1 of 5, processing 2 of 5, etc.)
Selected images should populate in the left pane. Images should have an "X" or some clickable way to remove the image.
Tool finds no Results
No Results Screen
User must understand that no results have been returned based on their image selection.
User must understand that they can use the icons at the bottom of left pane to add other images. (discussed further in Results Screen).
User is also given a clickable link/button in the right pane that allows user to add images from our gallery.
Tool finds results and displays them
Results Screen
User should see the items returned based on the images they input.
User should be able to see the tags returned from the images they input.
In the left pane, user should be able to see the images they input.
User should see a "shopping cart" that tells them how many items they have in it.
User should be able to click or hover on shopping cart to see what's inside. (More detail in "Shopping Cart Window")
User should have the ability to do the following actions in the right pane:
Remove tags from their results
Add tags to their results
Choose if they want to see all "departments", just men's of just woman's
Click on an image to link to the product detail page.
Click "like" on the product image
Add the item to their shopping cart.
Remove a Product
User should have the ability to do the following actions in the left pane:
Remove any input image
Remove all input images
Upload additional photos from computer or device
Upload boards from Pinterest
User removes/adds tags from results
User selects Department: "Show All", Men's, Women's"
User removes a product from their results
User removes all input images.
User removes an input image from left pane
User clicks on "Upload your own"
User selects images and search automatically initiates.
User clicks on "Add from Pinterest" and has already logged into Pinterest
User selects board from Pinterest board gallery screen to replace current board and search automatically initiates.
User clicks on "Add from Pinterest" and has not logged in yet.
Login
User selects board from Pinterest board gallery screen and search automatically initiates.
User clicks on "Browse our library"
User selects images and clicks button to initiate search
Results automatically update
User Clicks on a product image or product detail text or icon.
Product Detail Model
User should see items details. Refer to example product details page for what must be included.
User must be able to select size, quantity and be able to click a button to add to shopping cart.
User must be able to close window or go back.
User should be able to add to cart from this model
Additional suggestions should populat/ be visible in this model
User Adds Item to shopping cart
User closes Window
User Adds Item to shopping cart
# of items in shopping cart increases.
User Clicks on "shopping cart"
Shopping Cart Window (or screen)
User should see the products in their cart.
Image, Name, Size, quantity and price
User should see subtotal, shipping, estimated tax and order total.
User should be able to remove an item from their shopping cart.
User should be able to go back to their tool results page.
User should be able to "Proceed to Checkout".
User Removes Item
Products in cart updates.
User closes Window
User clicks "Proceed to Checkout"
Checkout Screen 1
User can either select to Login, Create a Login or check out as guest.
For Login, screen should allow the user to enter their email and password.
For Create a Login, Screen should allow the user to enter an email and password and save that information for future.This should open in a second window.
For check out as guest, user should be able to click one button that leads them to Checkout Screen 2.
If User forgot Login - User should be able to enter and email and receive link to password/login info via email.
Creating a Profile Window (or Screen)
Profile
User should be able to enter and email and a password. Once complete, user should be taken to Checkout screen 2.
Launch Check Out Screen 2
Check Out Screen 2 - Shipping and Delivery
Info
Payment
User should be able to enter their shipping info and email.
The user should be able to opt in to email newsletter via a checkbox or the like.
See example screen for specific items to consider including.
User should be able to enter payment information for this order.
See example Screen for specific items to consider including.
User should be able to click purchase?
Launch Check Out Screen 4
Check Out Screen 3 - Order Confirmation
Success
User should see that their items have been ordered. See Example screen for specific items to consider including.
The end of this experience should take the user or give the user the option to go back to the home page.
Home
KEY
Site/Tool Action
Screen
Requirements/ Considerations
Window (or screen)
Requirements/ Considerations
Current Screen for reference
Page
Indicates that screen is leveraged from 3rd part API and does not need to be designed.
User Action
Automatic Update
Denotes transition between retailer site and tool
Indicates that user has multiple options
Indicates that this step will need to function in demo