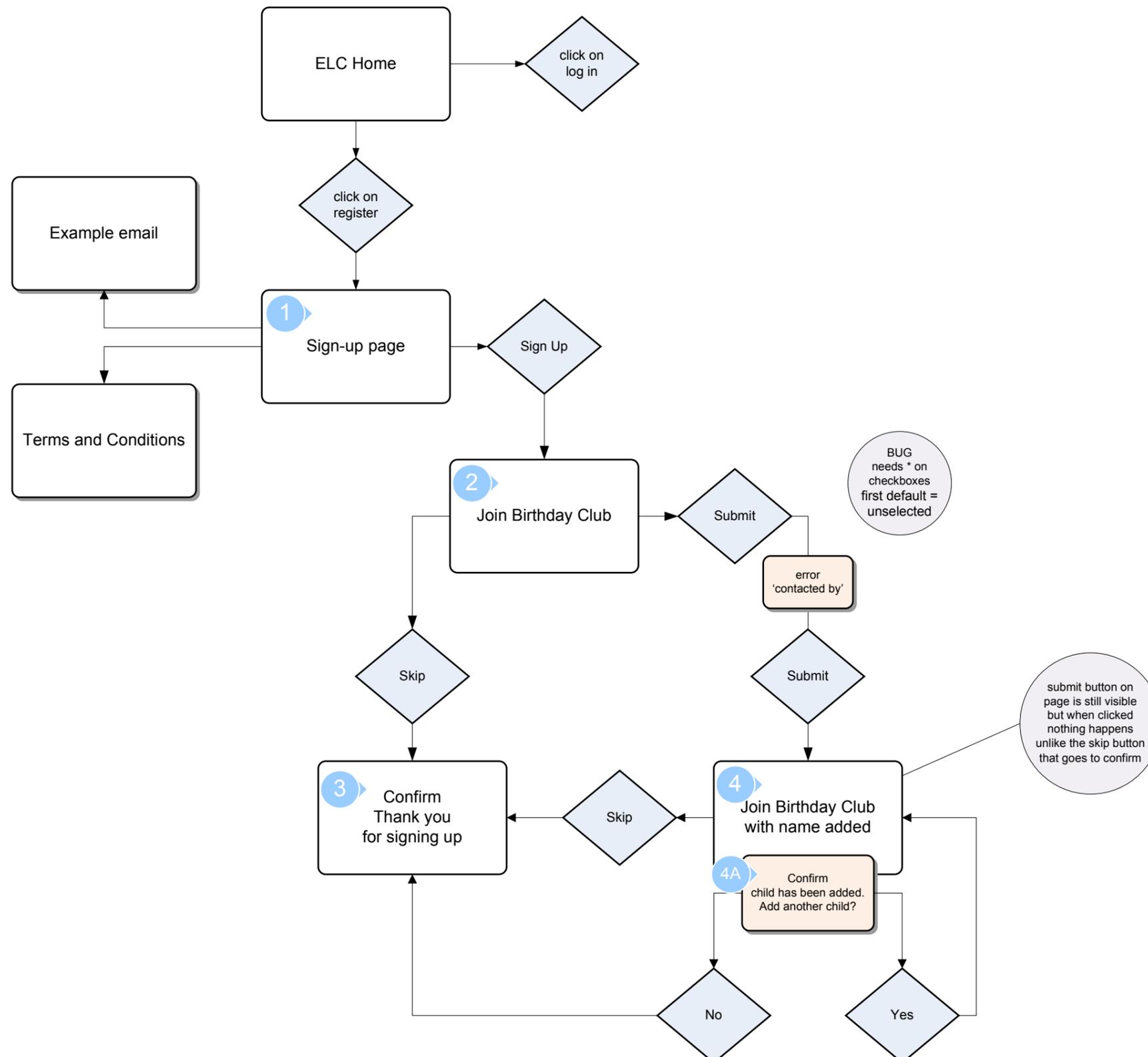
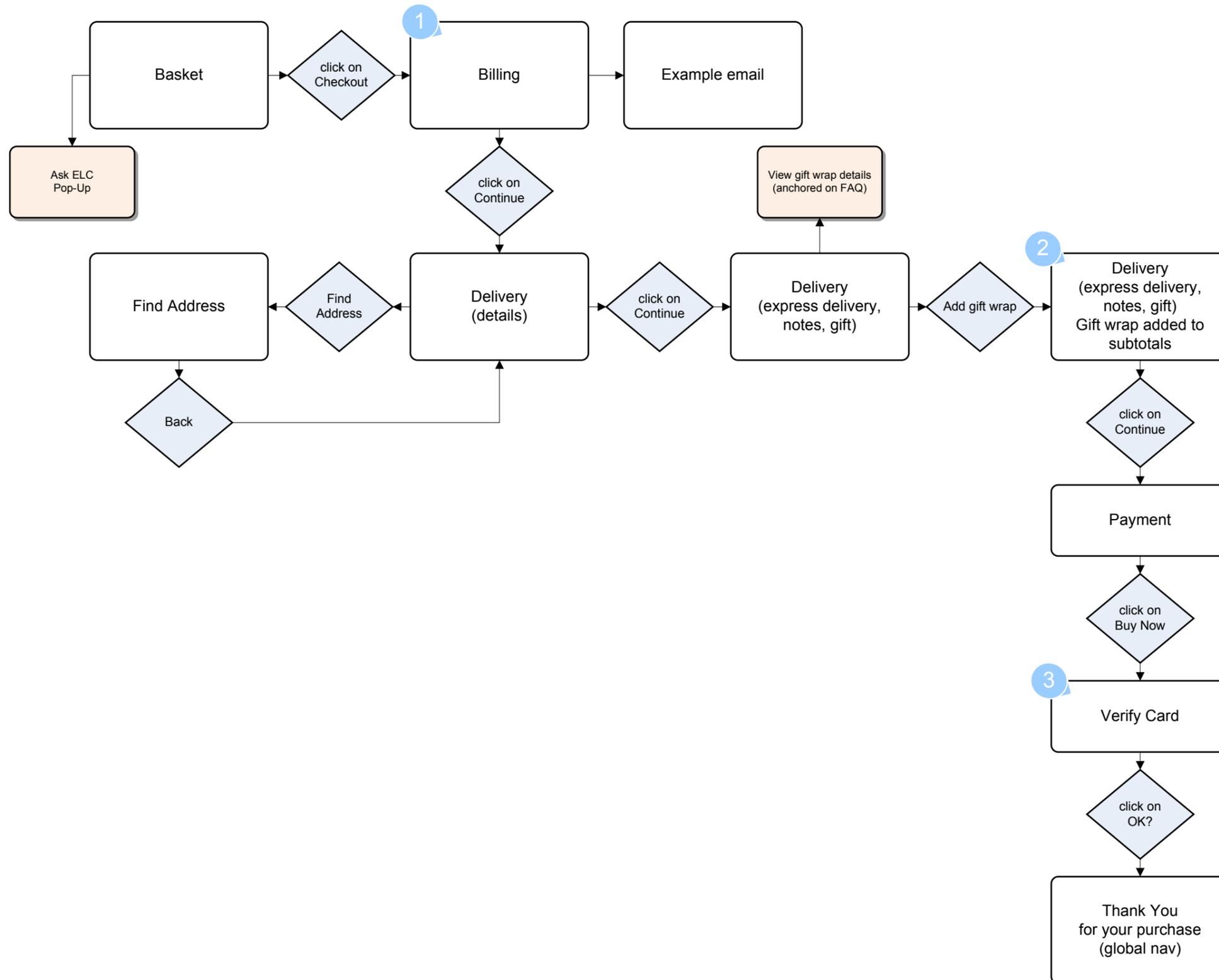


## Registration Flowchart



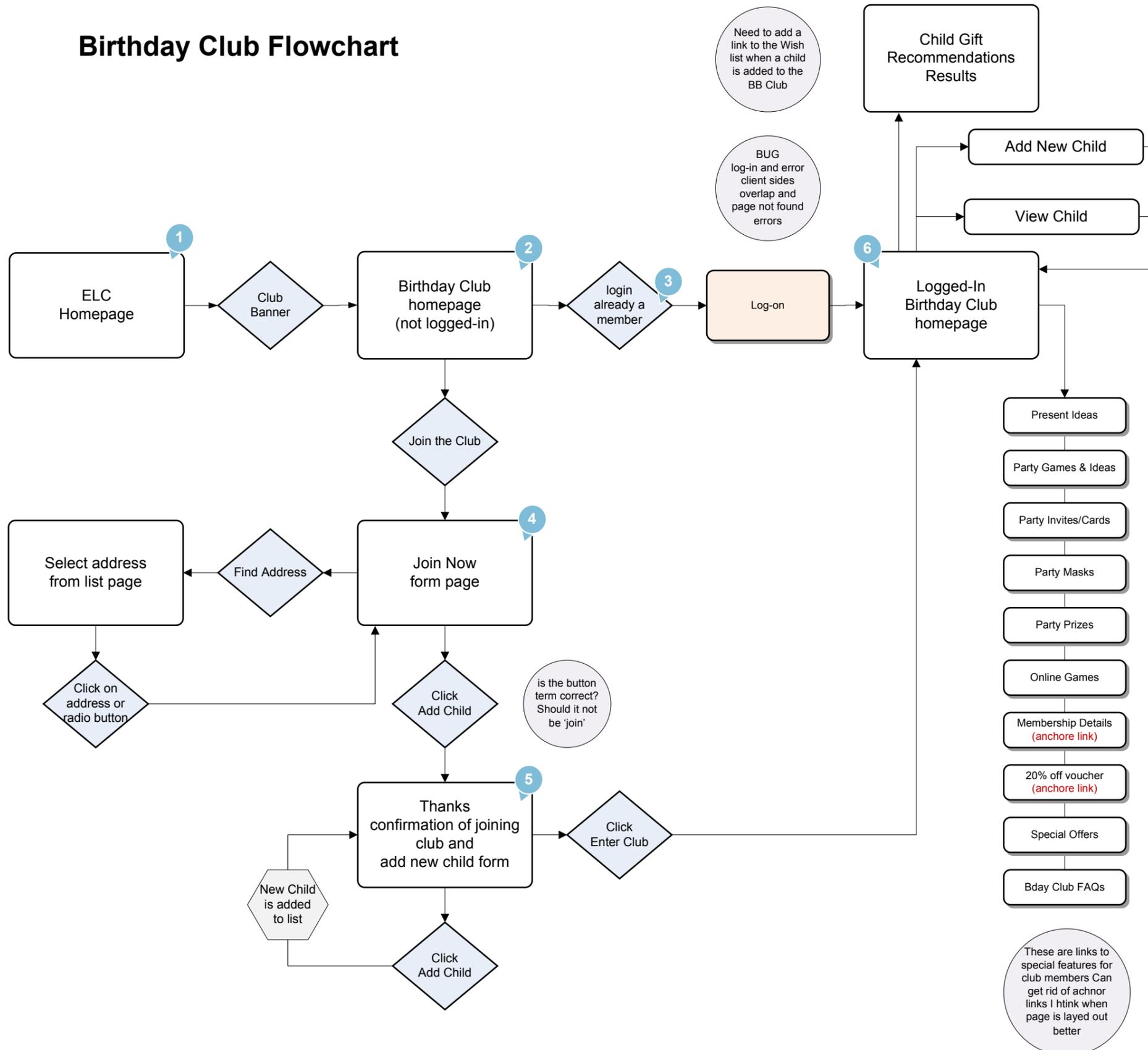
- 1 Register Screen**
  - Add additional address fields
  - Suggest making address fields optional at this point
  - Assume this is the 'Billing' address
  - Shipping address can be added in purchase path
  - Most customers will not register until they make a purchase (See Registration flow for comment about missing password feild.)
  - Add additional marketing opt-in fields here
  - We do not recommend adding all the fields you suggested at this point
    - Address 3 not necessary
    - Do we really need a county field? If yes it should not be mandatory
    - Postcode look-up is flawed data and adds a step and might cost you money, do we really need it?
    - We can capture 'Gender' with the 'Title' feild
    - Country needs to be a dropdown
  
- 2 Join Birthday Club Screen (pre child added)**
  - Add 'Date of Birth' fields here if at all
  - Do not recommend adding 'Due Date' fields. This may be appropriate for MotherCare but is very unusual and highly intrusive request. Will not be appropriate for elderly or males. What will you do with this data?
  - Consolidate messaging with 'Benifits' upsell.
  
- 3 Confirm Registration (skip Bday Club Join instance)**
  - Add upsell or link to join Bday Club.
  - Missing many opportunities for upsell on this screen:
    - Best selling products
    - Special Offers
    - Inspiratin Centre
  - Make Contextual Links more prominent
  - Change 'Edit your details' to read My Account to match global link.
  
- 4 Join Birthday Club Screen (post child added)**
  - Use on-page confirm when child name is added. This is a major opportunity to provide links to recommendations
  - Add prominent link to 'Go shopping for Child Name'.
  
- 4A Child added confirm client side messaging**
  - If we skipped this step we could confirm on this page and add recommendation links for each child added. We do not have to share Confirm registration with Confirm Child Added.

## Purchase Path (not Registered)



- 1 Registering on Billing screen**
  - BIG ISSUE! The Password field is missing. How can this user be registered in the purchase path if a password is not captured?
  - Improve layout of fields and messaging
  - Make "\*" red through-out for easy scanning of mandatory fields
  - Need messaging to inform that shipping is in UK only but registration is global.
  - Only difference between making a purchase without registering and opting in to register in the password field. Chances are the user thinks they are registering during the purchase so they might be upset when they come back to make another purchase and they have to fill in all the fields again. If they've made a purchase once you have already converted them. And with a brand like ELC chances are you will retain them, so register them during purchase.
  - Am I registered without a password?
- 2 Delivery Screen (express delivery and gift wrapping)**
  - Move Continue button below total fields through out purchase path
  - Move gift wrap notes into gift row
  - Streamline Gift Wrap process
  - Should be able to combine Delivery screens
- 3 Verify Card**
  - Functionality in progress?

## Birthday Club Flowchart



- 1 Homepage link**  
The banner ad on the homepage is too far down the page and can be easily missed by many users looking for this feature.
- 2 Birthday Club Homepage**  
Content in the main reading pane and the banner add on the right have the same content. The information in the banner ad is better laid out and easier to read.

Why does membership take "8 weeks" to be activated?

The "Join the Club" looks more like a banner ad rather than a button. It will require a change in treatment.
- 3 Login pop up overlay**  
The pop up gets slightly lost on the page. It does not promote a modal process if the main page is still made to feel/look active.
- 4 Join now form page**  
The form needs to be broken up into sections. Consider sections labelled: Personal details, postal details, child details

Check boxes should be unchecked as standard  
They should be to the left of the text they are relating to

Allow to add children on the page without going to a confirmation page

If an incorrect postcode is entered and the find button is selected, a pop up error message appears, but does not stop the user from continuing to enter information on the main form.

The action button "Add Child" is ambiguous  
Does this add the details of the child I have just entered or does it open the confirmation page/add new child option?

What do I click on if I have only got one child and I have entered their details?  
Where do I click to continue?

There needs to be space between the data entry field boxes, currently they are compressed up against one another.

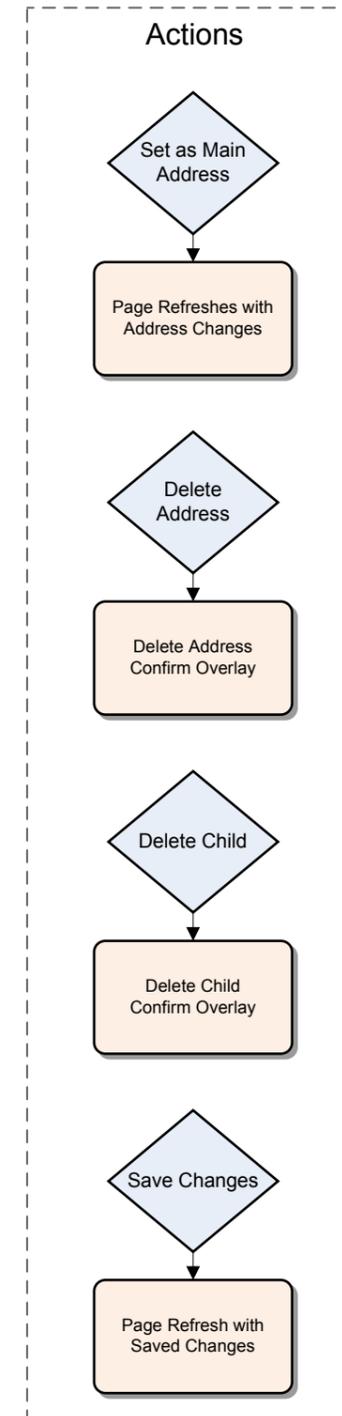
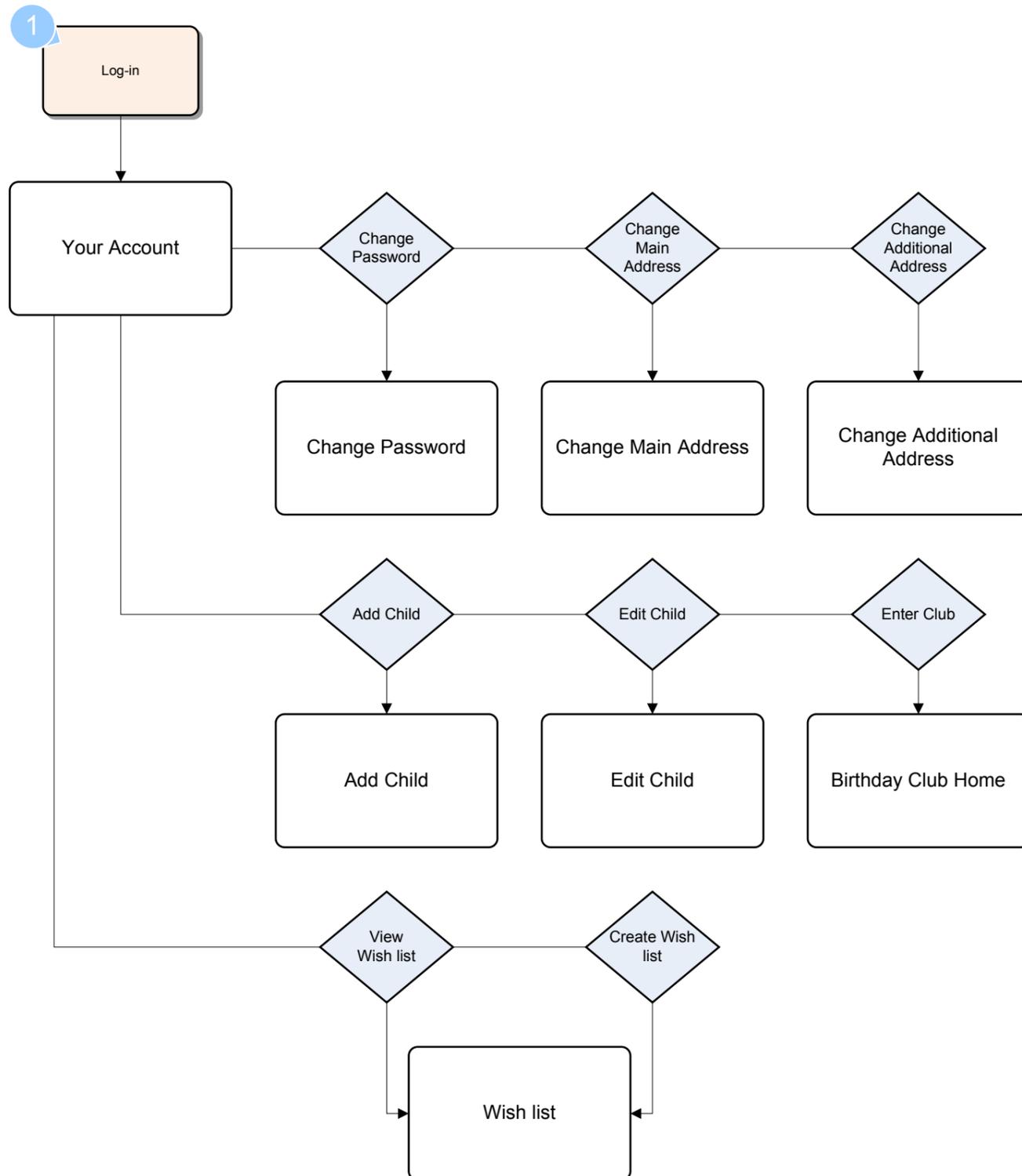
Some data entry fields would benefit from having an example below the entry field.
- 5 Confirmation page**  
It is important to spell out the word Date of Birth, rather than have an abbreviation

The enter the club option looks more like a banner ad and needs to be shown as a button so that users will easily recognise the option and know it is clickable.
- 6 Welcome to Birthday Club page**  
It is not obvious that the links in the box titled, Find the prefect present, are links and will take you anywhere.

It is not clear as to why I am being asked my contact preferences again. This was done during the joining process.

The placement of the checkboxes are inconsistent with best practice.

## Your Account Flowchart



### 1 Cookie

Need to sort out the cookie issue. What is the rule exactly?

- Basket items should not display until logged on.
- How is multiple users on the same computer handled by the cookie?
- I am logged off but when I go to billing screen my personal details populate the fields on the Billing screen.
- BIG ISSUE! When I log in as another user the first users items are still in the basket and the first users personal details are populated on the Billing screen.
- Even while logged-out the screen displays personal info on Billing and Delivery screens. What's in the Cookie? Which user is stored in the Cookie? All fields should clear when not-logged in!