Mobile
DTP + Store Launch Package
Beta Release Review

Testing on iPhone 11 w/Chrome

BRP-11942: DTP Onboarding Flow - UX/UI Refinements

April 9, 2021

Jin Yeong Kim

UX/UI MOCKUP

BETA RELEASE

RECOMMENDATION

**UI&UX ISSUES
INCLUDING BEHAVIORS**

Store Details

UX/ UI MOCKUP

What are your store details?

We use this to create your online store.

① Store Details ② Plans & Services ③ Checkout ④ Complete

Enter Store Details

First Name
Jane

Last Name

Email Address

Password

Store Name (You can change this at any time)

What size is your business? ▼

Do you have an existing website? ▼

What will you be selling? ▼

What best describes how you currently sell your products? ▼

CONTINUE

BETA RELEASE

BIGCOMMERCE

What are your store details?

We use this to create your online store

① Store Details ② Plan & Service ③ Checkout ④ Start Selling!

Enter Store Details

Jin | Last Name

Email

Phone Number

Password

Store Name (may change this at any time)

What size is your online business? ▼

Do you have an existing website? ▼

What will you be selling? ▼

What best describes how you currently sell yo ▼

CONTINUE

Use BC logo for mobile view

Using floating labels, placeholder text can adapt its position once a user has activated the field. It helps to reduce the number of forced errors

Plan to test with DTP Click > Choose a Plan > Your Infomation

Plan to remove four dropdown lists

Disabling CONTINUE CTA until all fields have values

BETA RELEASE
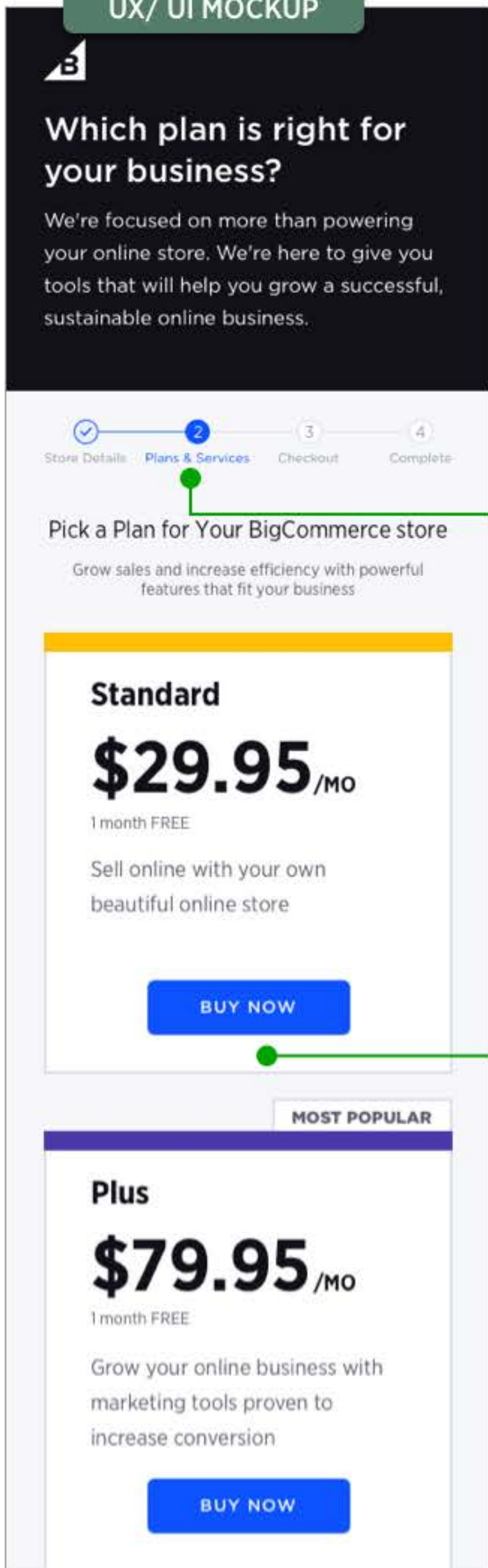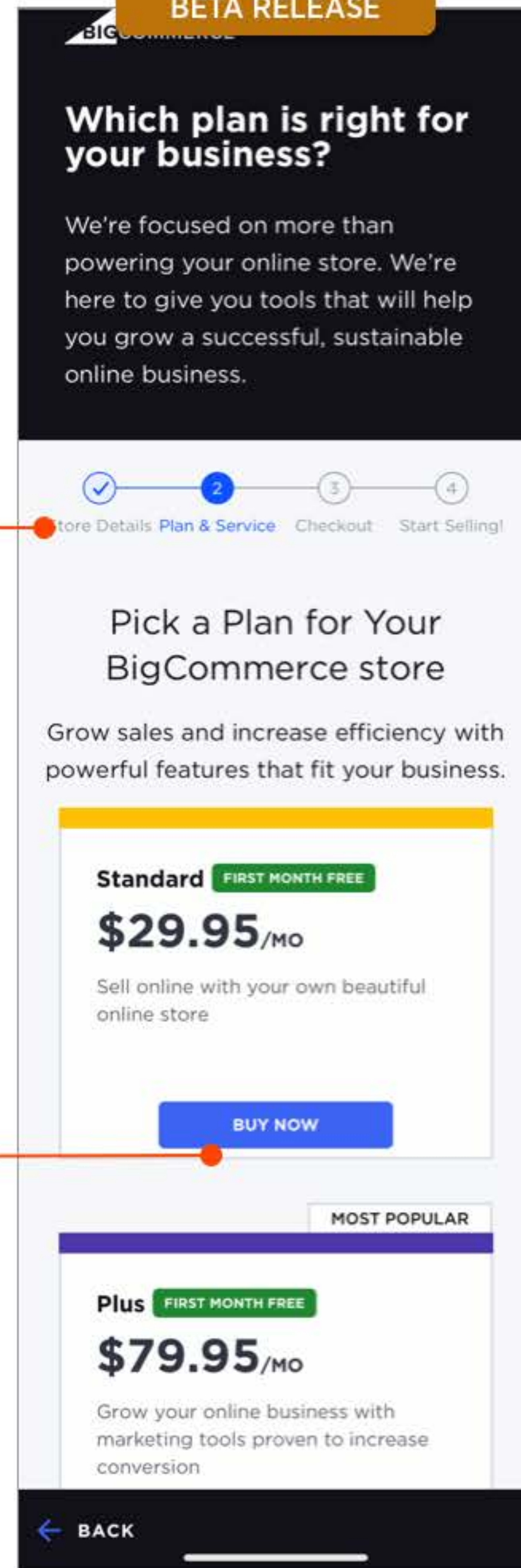

Text field state:
All states should be clearly differentiated from one another. We need to provide visual cues that will communicate the state of the text field.

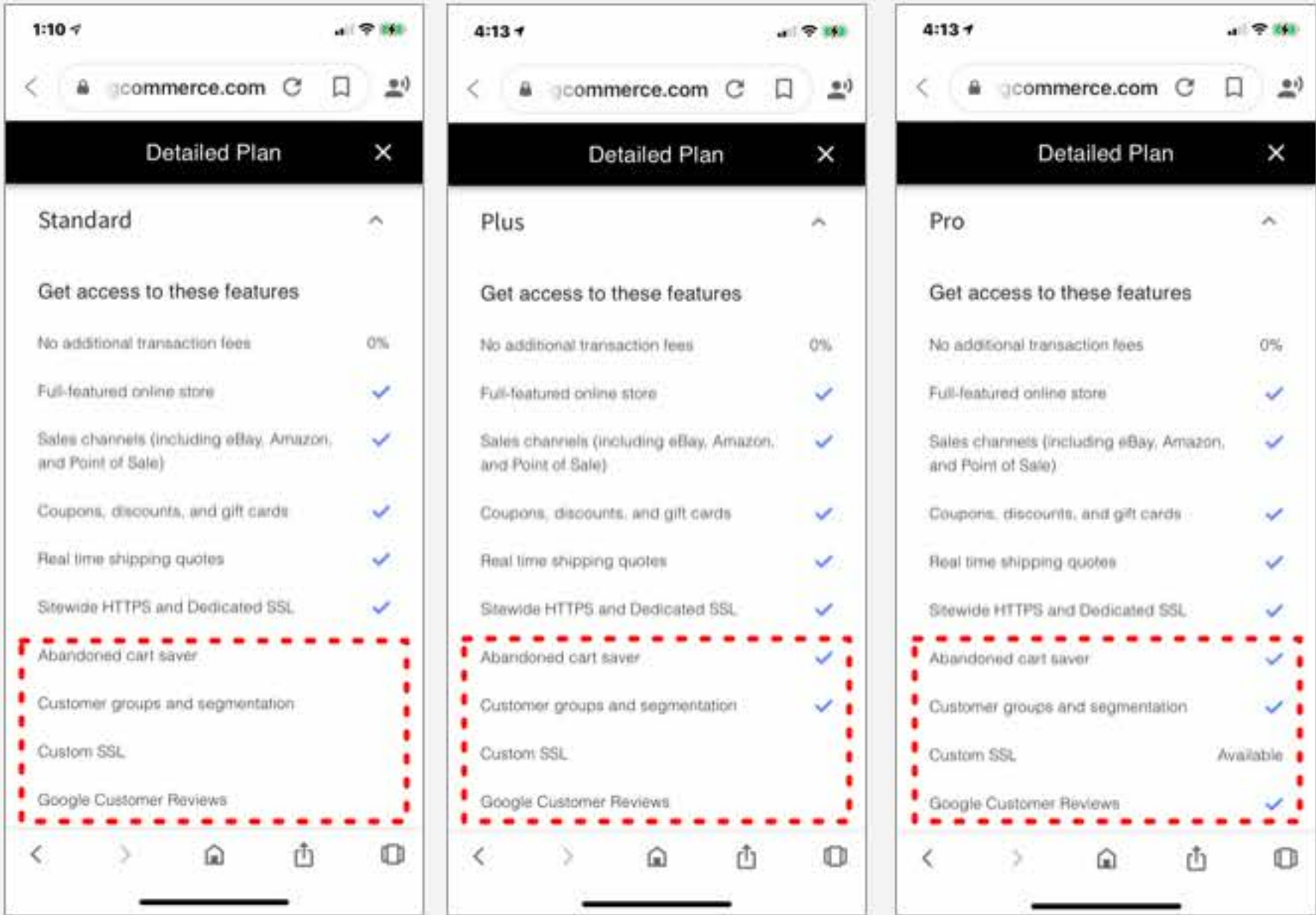Define the following states: INACTIVE, HOVER, DISABLED, FOCUSED, and ERROR.

UX/ UI MOCKUP

Which plan is right for your business?

We're focused on more than powering your online store. We're here to give you tools that will help you grow a successful, sustainable online business.

✓ Store Details — **2** Plans & Services — 3 Checkout — 4 Complete

Pick a Plan for Your BigCommerce store

Grow sales and increase efficiency with powerful features that fit your business

Standard

$29.95 /MO

1 month FREE

Sell online with your own beautiful online store

BUY NOW

MOST POPULAR

Plus

$79.95 /MO

1 month FREE

Grow your online business with marketing tools proven to increase conversion

BUY NOW

BETA RELEASE

Which plan is right for your business?

We're focused on more than powering your online store. We're here to give you tools that will help you grow a successful, sustainable online business.

✓ Store Details — **2** Plan & Service — 3 Checkout — 4 Start Selling!

Pick a Plan for Your BigCommerce store

Grow sales and increase efficiency with powerful features that fit your business.

Standard FIRST MONTH FREE

$29.95 /MO

Sell online with your own beautiful online store

BUY NOW

MOST POPULAR

Plus FIRST MONTH FREE

$79.95 /MO

Grow your online business with marketing tools proven to increase conversion

← BACK

Need improved readability with spacing, color, and font size.

Need spacing

BETA RELEASE

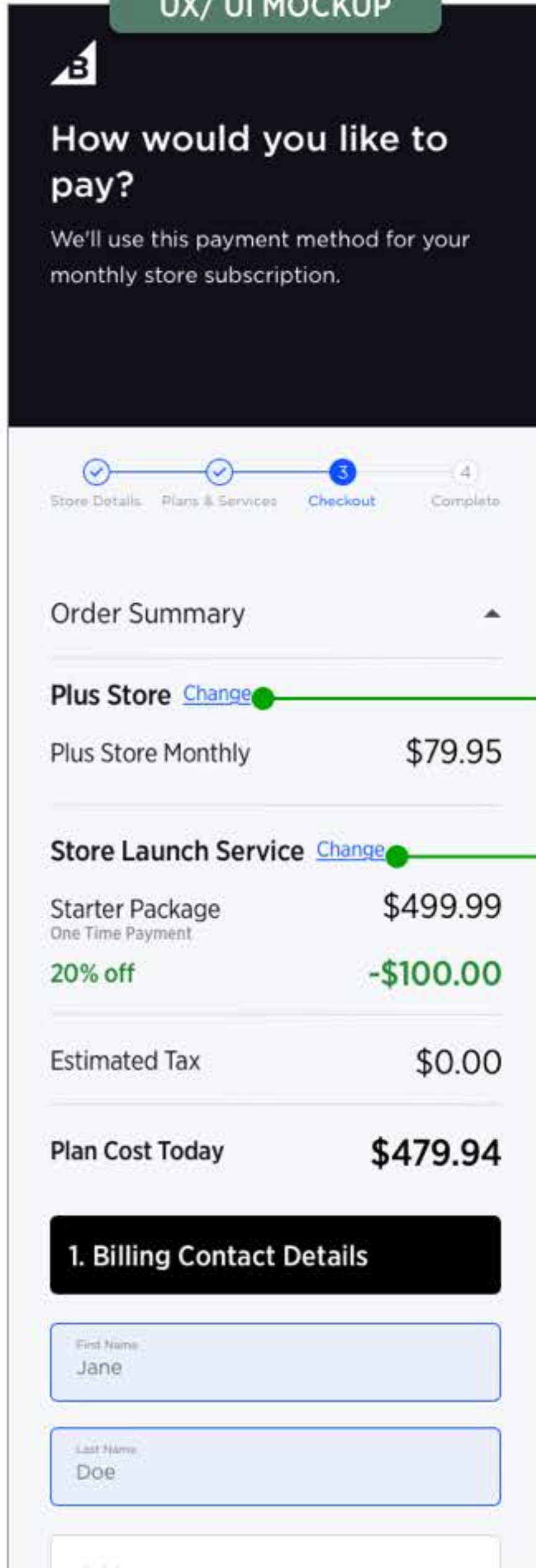**BETA RELEASE**

DETAILED PLAN
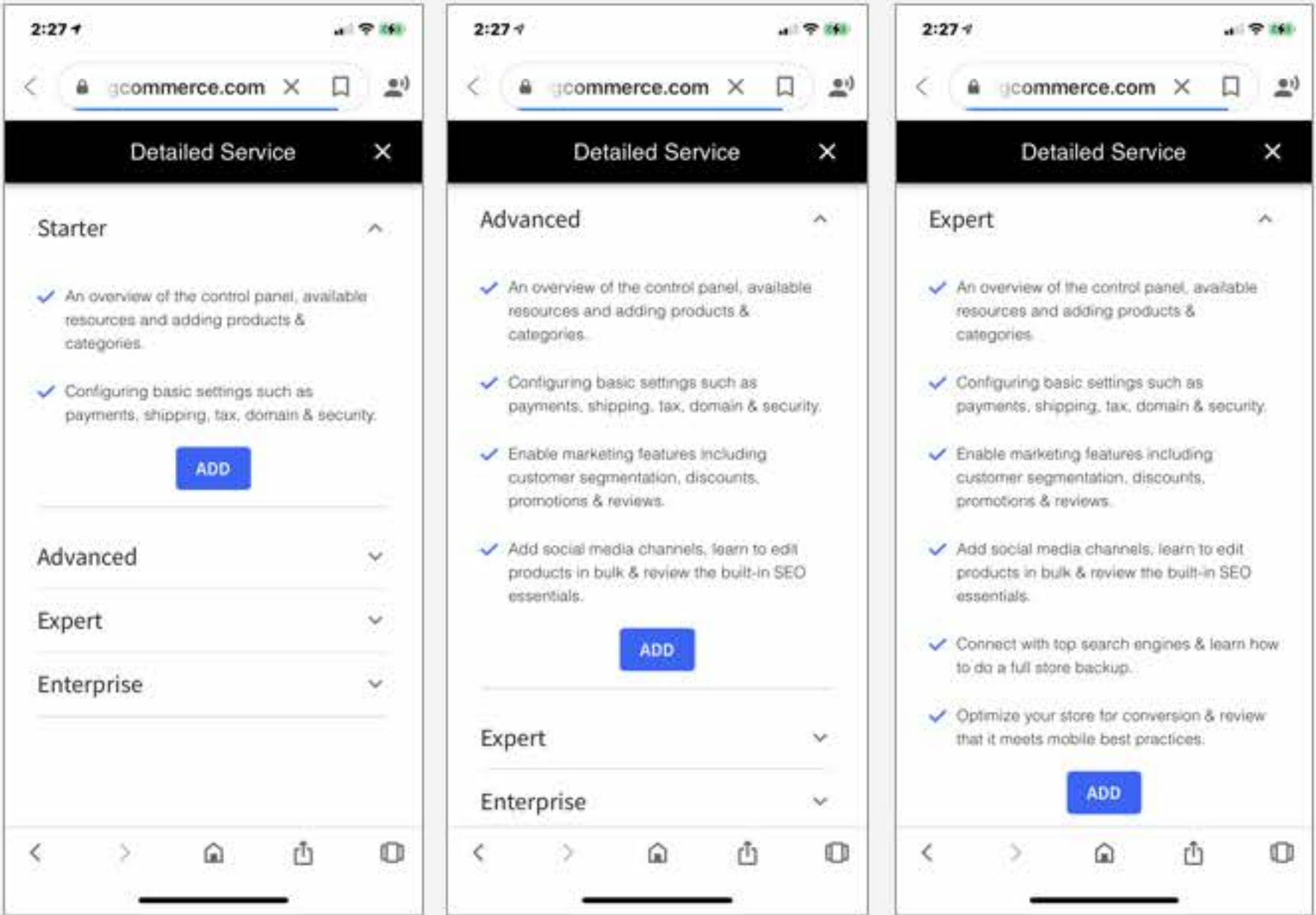
DETAILED LAUNCH SERVICE

The plan description displays all features for each plan and uses the checkmark if it is included with that plan. But the launch service shows supporting features only.

The summary plan and launch service descriptions should have the same pattern.
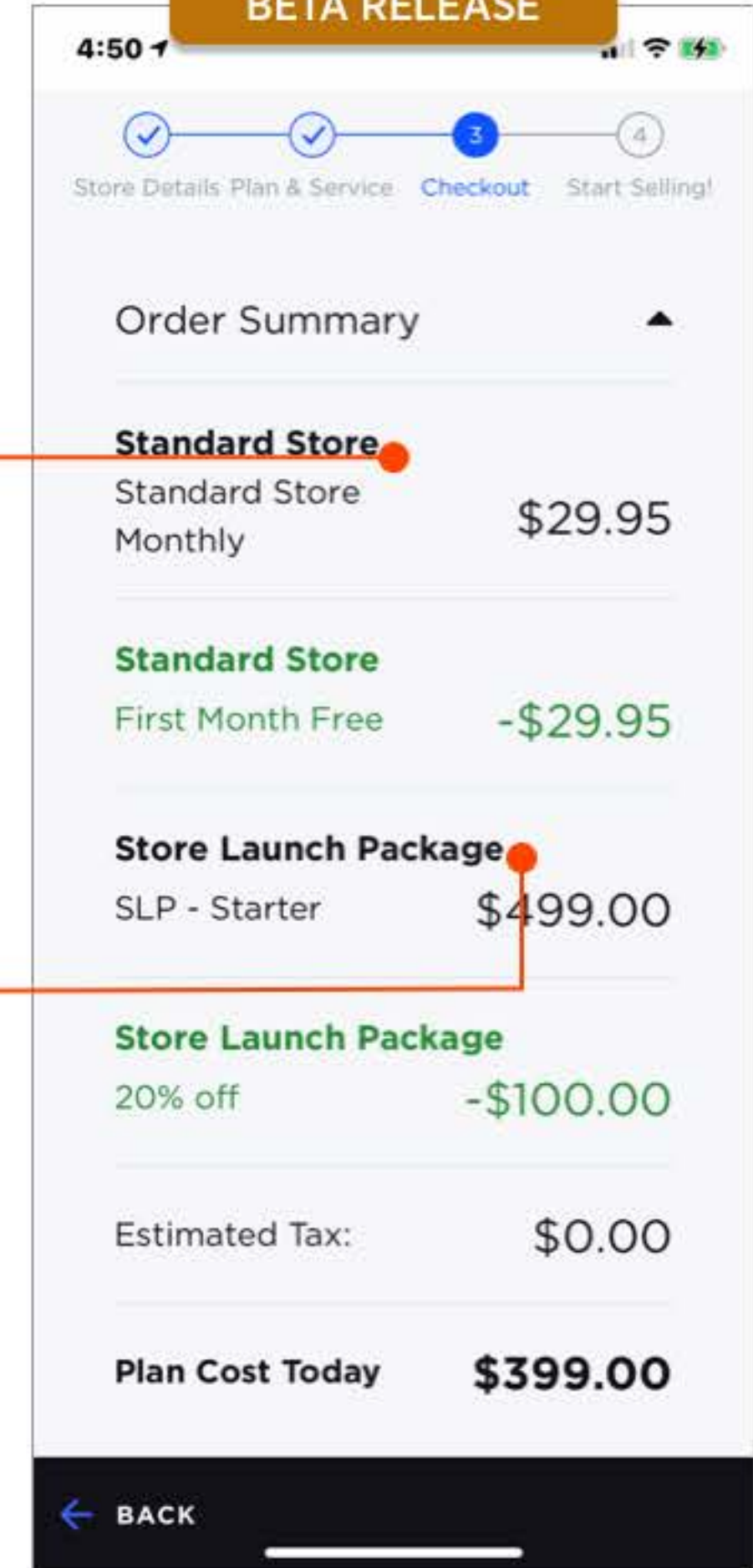
UX/ UI MOCKUP

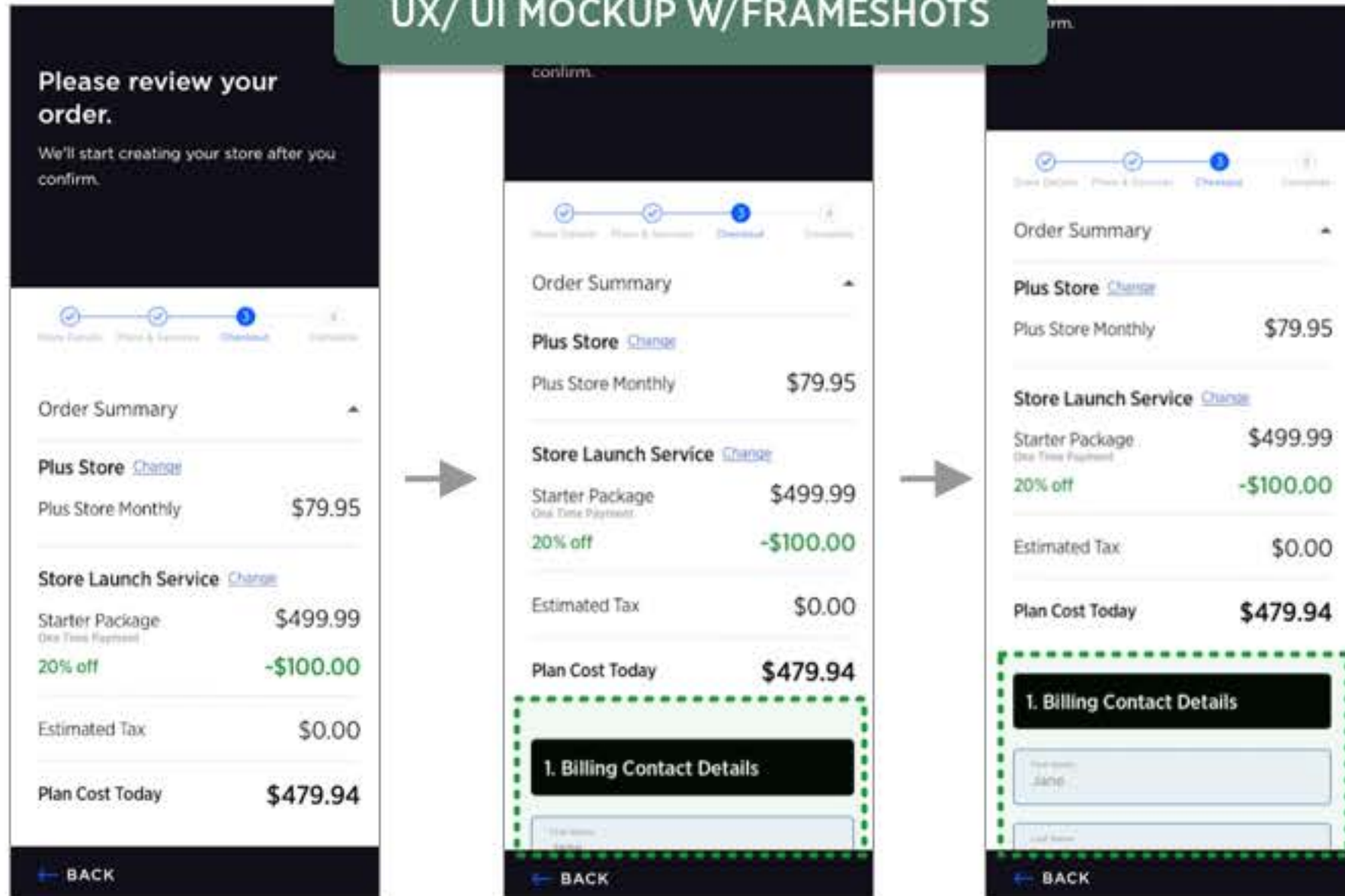**How would you like to pay?**

We'll use this payment method for your monthly store subscription.

Store Details — Plans & Services — **3 Checkout** — 4 Complete

Order Summary ▲

Plus Store Change

Plus Store Monthly $79.95

Store Launch Service Change

Starter Package $499.99
One Time Payment

20% off   **-$100.00**

Estimated Tax $0.00

Plan Cost Today   **$479.94**

1. Billing Contact Details

First Name
Jane

Last Name
Doe

Missing CTA

BETA RELEASE

4:50

Store Details — Plan & Service — **3 Checkout** — 4 Start Selling!

Order Summary ▲

Standard Store
Standard Store Monthly $29.95

Standard Store
First Month Free   -$29.95

Store Launch Package
SLP - Starter $499.00

Store Launch Package
20% off   -$100.00

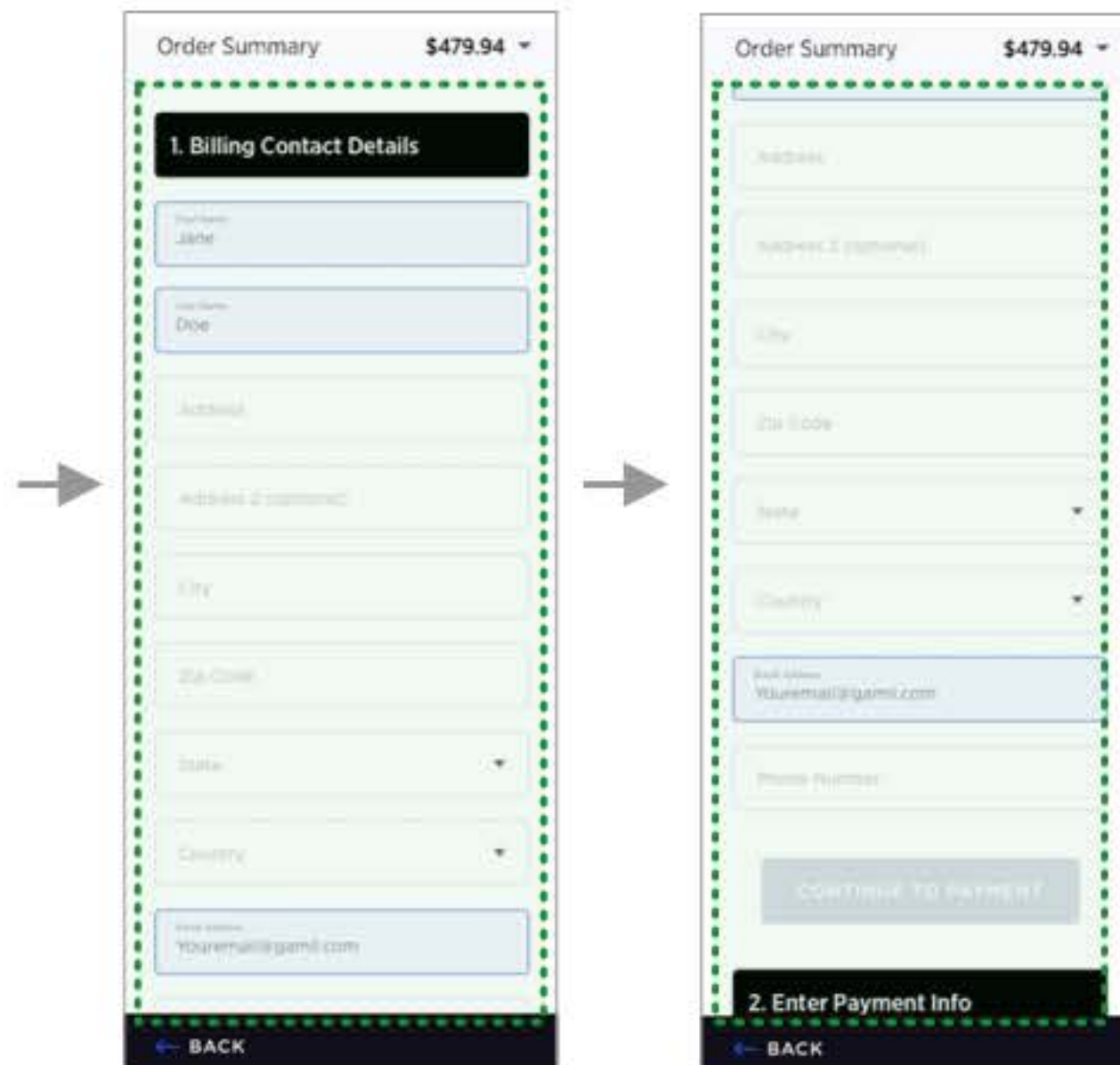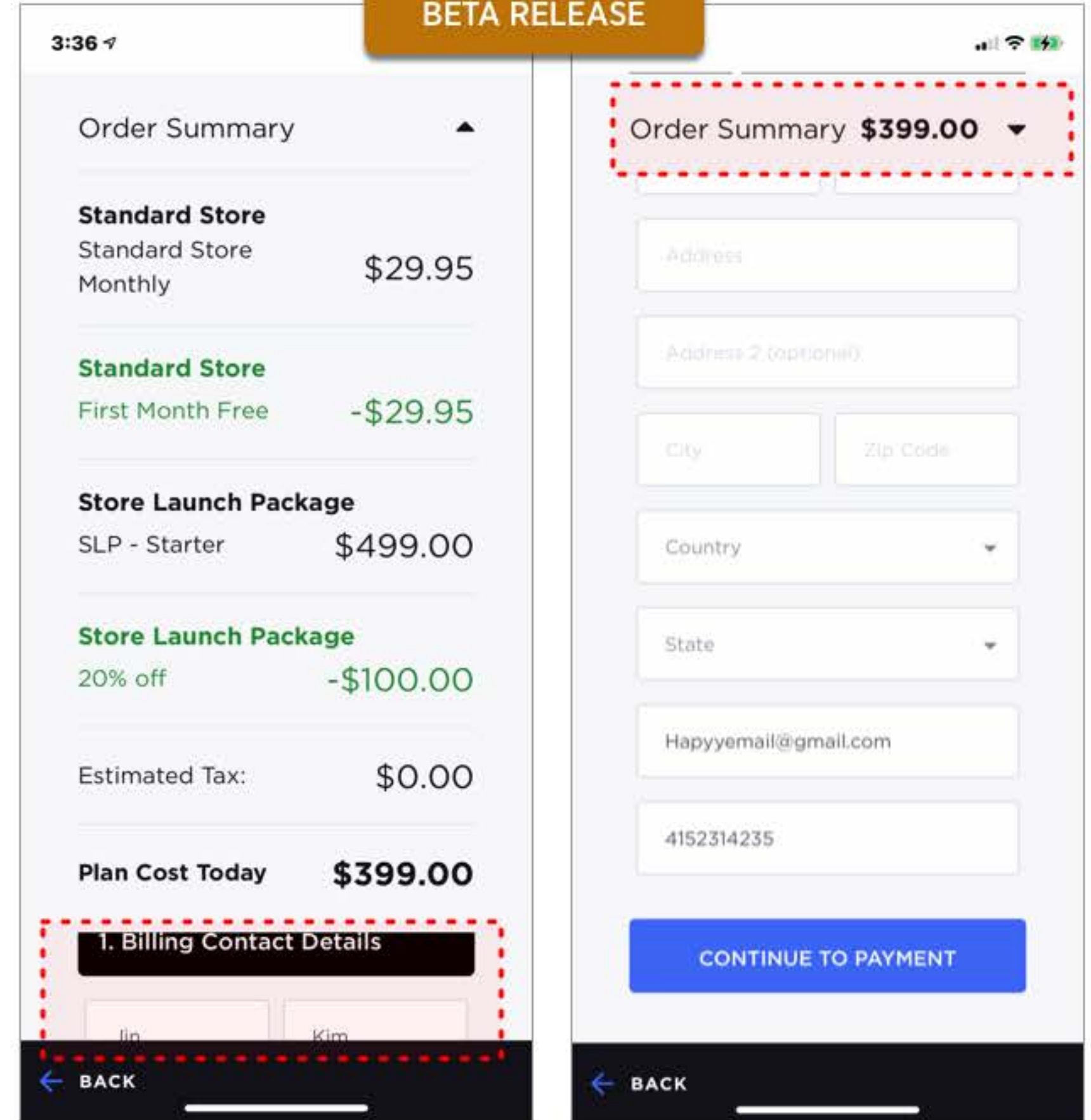Estimated Tax: $0.00

Plan Cost Today   **$399.00**

← BACK

UX/ UI MOCKUP W/FRAMESHOTS

BETA RELEASE

When users scroll up the screen, the order summary doesn't collapse. It should be collapsed automatically when it hits the top of the screen.

In a beta build, as you see, the users have to close the order summary, and then they can manage the billing details and the payment info.

UX/ UI MOCKUP

Plan Cost Today   **$479.94**

1. Billing Contact Details

First Name
Jane

Last Name
Doe

Address

Address 2 (optional)

City

Zip Code

State ▼

Country ▼

Email Address
Youremail@gamil.com

Phone Number

CONTINUE TO PAYMENT

2. Enter Payment Info

← BACK

BETA RELEASE

3:39

Order Summary $399.00 ▼

Jin   Kim

Address

Address 2 (optional)

City   Zip Code

Country ▼

State ▼

Hapyyemail@gmail.com

4152314235

CONTINUE TO PAYMENT

← BACK

3:40

Order Summary $399.00 ▼

Address
Required

Address 2 (optional)

City   Zip Code
Required   Required

United States ▼

Texas ▼

Hapyyemail@gmail.com

4152314235

CONTINUE TO PAYMENT

← BACK

It should be disabled until required text fields have values. If users tap the CTA before filling them out it can bring more error cases.

Billing Details

UX/ UI MOCKUP

Order Summary **$399.00**

Jin   Kim

Address
Address is required

Address 2 (optional)

City   Zip Code
City is required   Zip code is required

Country

State

Hapyyemail@gmail.com

4152314235

CONTINUE TO PAYMENT

← BACK

BETA RELEASE

Order Summary **$399.00**

Address

Address 2 (optional)

City   Zip Code

Select an item in the list

State

Hapyyemail@gmail.com

∧ ∨ Done

State
Alaska
Alabama
Arkansas

Order Summary **$399.00**

Jin   Kim

Address

Address 2 (optional)

Select an item in the list

Country

State

∧ ∨ Done

Country
Afghanistan
Albania
Algeria

In a beta release. when I tap "CONTINUE TO PAYMENT" before completion, it shows a tooltip in react native "State" for the error message.

In this case, it should show error messages which are the address, city, and zip code instead of country and state.

Order Summary $511.62 ▼

1. Billing Contact Details   Edit

2. Enter Payment Info

Credit Card Number

Address 2 (optional)

Exp Date (MM/YY)

CVV

☐ I have read and agree to the Terms of Service

REVIEW YOUR ORDER

← BACK

3:24

🔒 gcommerce.com

Order Summary **$399.00** ▼

Card Number

Name

Valid Thru /M   CVC

☐ I have read and agree to the Terms of
Service and Launch Services Terms
(if applicable).

REVIEW YOUR ORDER

← BACK

3:24

🔒 gcommerce.com

Order Summary **$399.00** ▼

Card Number

Name

Valid Thru /M   CVC

☑ I have read and agree to the Terms of
Service and Launch Services Terms
(if applicable).

REVIEW YOUR ORDER

← BACK

When I check the terms of
service check box CTA changes
to active state. It should be
disabled until required text
fields have values.

UX/ UI MOCKUP

Store Details Plans & Services Checkout **4 Complete**

Order Summary

Plus Store Change

Plus Store Monthly $79.95

Store Launch Service Change

Starter Package $499.99
One Time Payment

20% off   **-$100.00**

Estimated Tax $31.68

Plan Cost Today   **$511.62**

Payment Details Change

Billing Contact Details:

Jin Kim
1770 Lombard St
San Francisco, CA 94123
United States
Youremail@gmail.com
415-123-4567

Pay in full with:

Name on Card:
Jin Kim

Credit Card Number:
VISA Ending in 11111

Expiration:
04/25

BETA RELEASE

3:42
Store Details Plan & Service Checkout **4 Start Selling!**

Order Summary

Standard Store
Standard Store
Monthly $29.95

Standard Store
First Month Free   -$29.95

Store Launch Package
SLP - Starter $499.00

Store Launch Package
20% off   -$100.00

Estimated Tax: $26.33

Plan Cost Today   **$425.33**

BACK

3:44
🔒 gcommerce.com

Standard Store
Monthly $29.95

Standard Store
First Month Free   -$29.95

Store Launch Package
SLP - Starter $499.00

Store Launch Package
20% off   -$100.00

Estimated Tax: $26.33

Plan Cost Today   **$425.33**

Payment details Change

← BACK

Missing "Change"CTA

BETA RELEASE

3:45

🔒 gcommerce.com

BIGCOMMERCE

Success!

Your store has been created.

Congratulations on getting started with BigCommerce!

We were unable to create your **Standard store**, so we have created a 15-day trial store for you instead. You can upgrade your trial by logging into your store.

We were unable to sign you up for the **Starter Launch package**. Please contact sales to complete your purchase.

A confirmation has been sent to **Hapyyemail@gmail.com**.

CONFIGURE YOUR STORE

I tested with an unavailable value of credit card number, and then I got this screen. The headline says " Congratulations…" but the body message is "We were unable….".

In this case, server-side errors are caught after a request is sent to the server (after the user pressed "place your order" CTA) We still need to provide the clear massage.

The best practice is that the form should automatically notify the user of an error if the input doesn't match the requirements before the user gets this screen.

UX/ UI MOCKUP

⚠️

Something went wrong while creating your BigCommerce store

Please contact our sales team so we can finish creating your BigCommerce store.

CALL SALES

1-888-248-9325
Available Mon to Fri from 8am to 6pm CST

EMAIL SALES

For after hours assistance, contact our support team 24/7 via phone or email.

CONTACT SUPPORT →

You have also signed up for a Starter Launch package.
Your eCommerce Growth Coach will be reaching out by email within 3 business days to set up your first meeting and get you started.

BETA RELEASE

12:25 ⌖

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⚠️

Something went wrong while creating your BigCommerce store

Please contact our sales team so we can finish creating your BigCommerce store.

CALL SALES

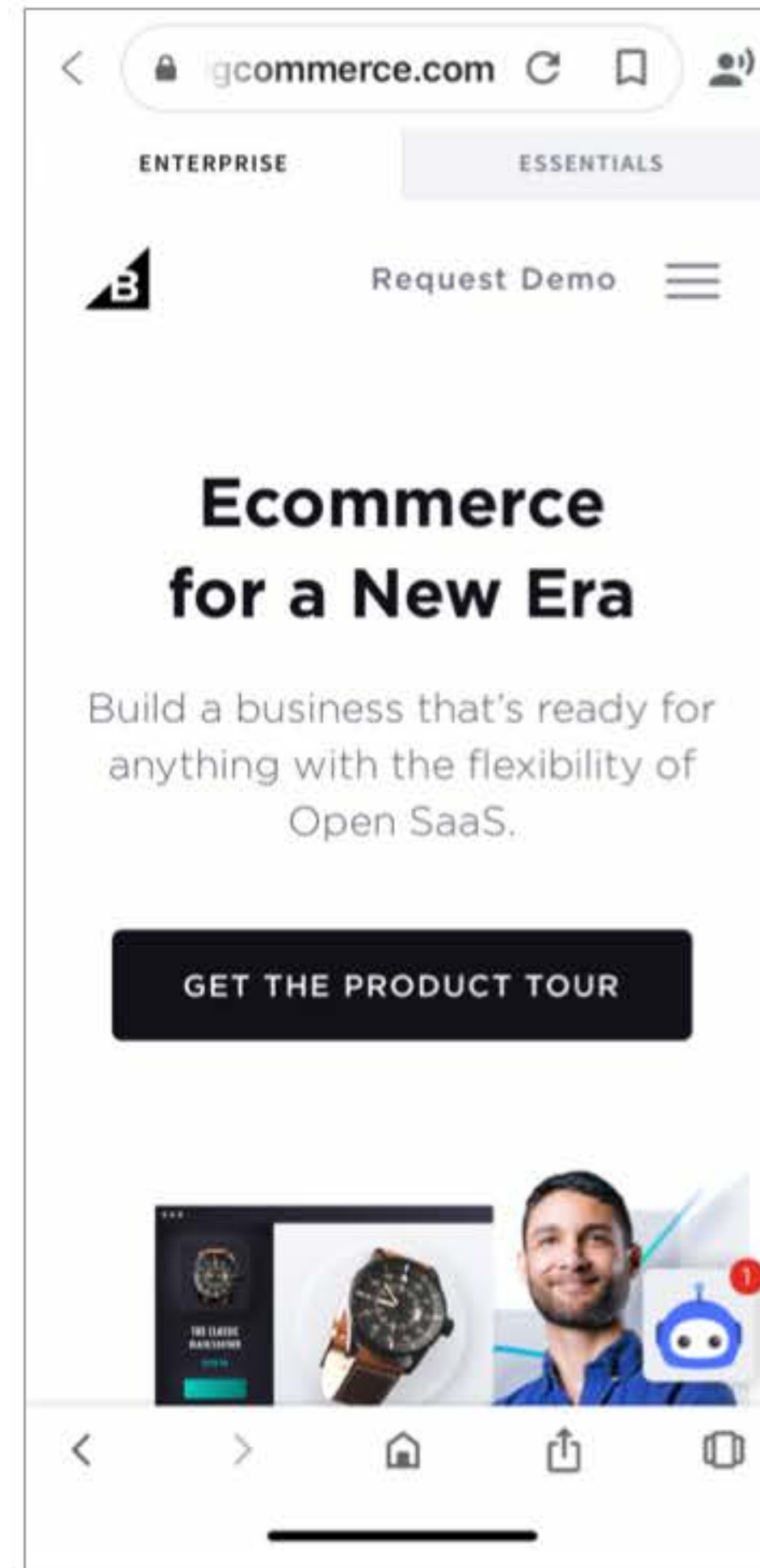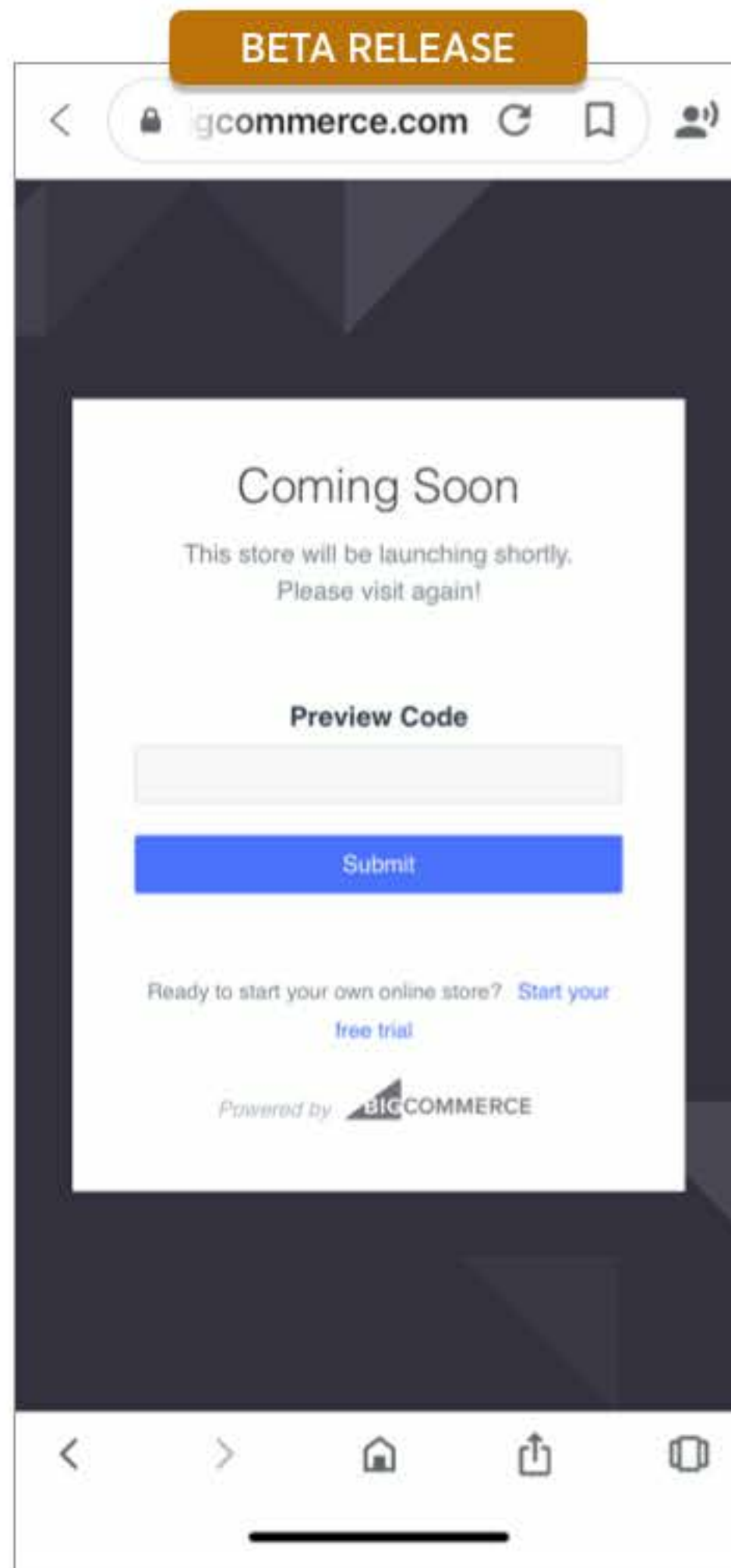1-888-248-9325
Available Mon to Fri from 8am to 6pm CST

EMAIL SALES

For after hours assistance, contact our support team 24/7 via phone or email.

Overall, we need to adjust the font size, spacing and the icon size.

BETA RELEASE

gcommerce.com

Coming Soon

This store will be launching shortly.
Please visit again!

Preview Code

Submit

Ready to start your own online store? Start your
free trial

Powered by BIGCOMMERCE

gcommerce.com

ENTERPRISE   ESSENTIALS

Request Demo

Ecommerce
for a New Era

Build a business that's ready for
anything with the flexibility of
Open SaaS.

GET THE PRODUCT TOUR

If I misunderstood, please correct me... I'm not clear on the "Preview Code" and
when I tap "Start Your Free Trial," it drives to the home page.

If the user already created the store, we may consider changing CTA to direct to
another page.