

DIRECT PAYMENT

Direct to Paid User Flow

BigCommerce

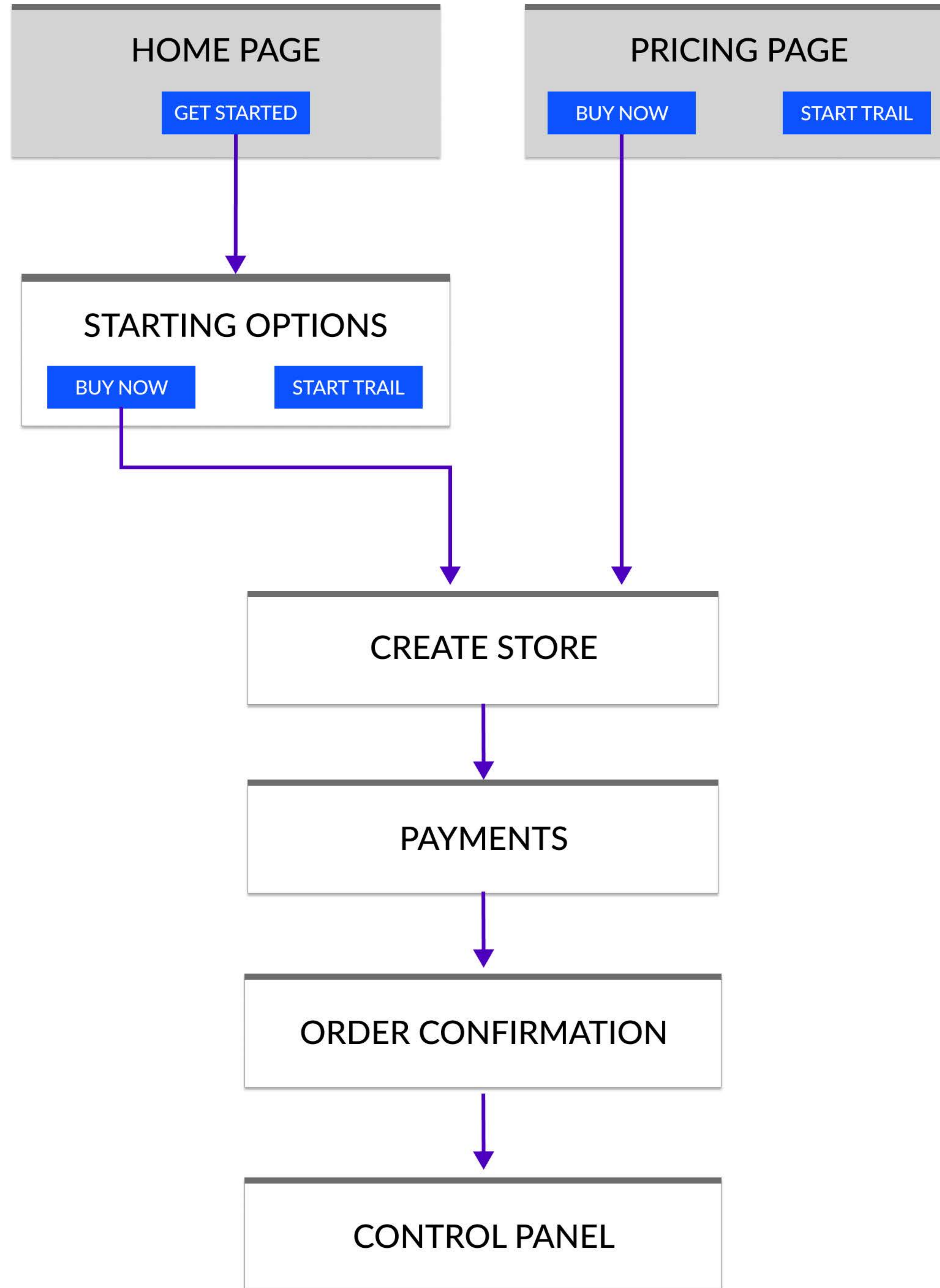
May 1, 2020

UX Designer

Jin Yeong Kim

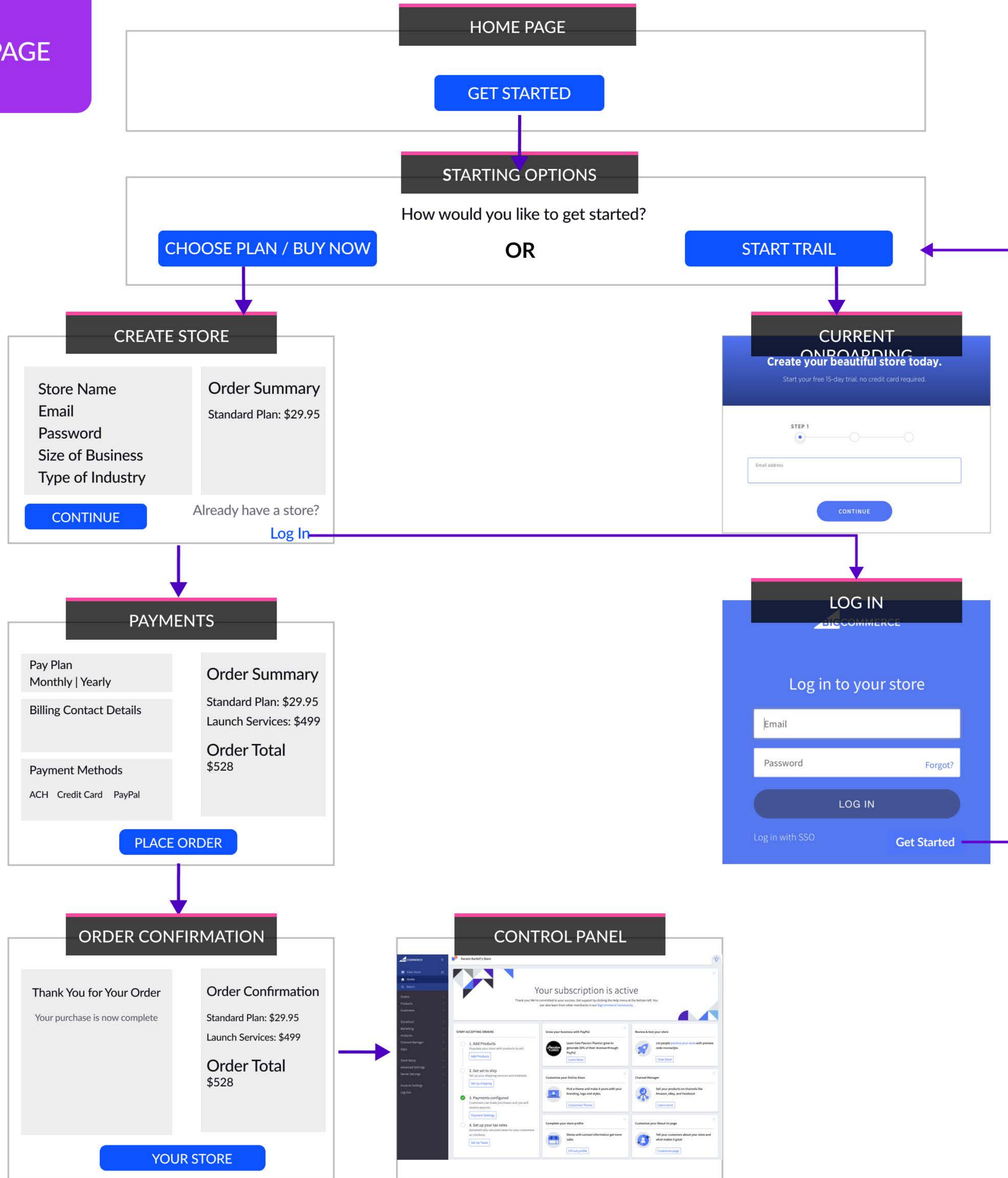
OPTION 1
STORE ONLY

← HAPPY PATH ONLY

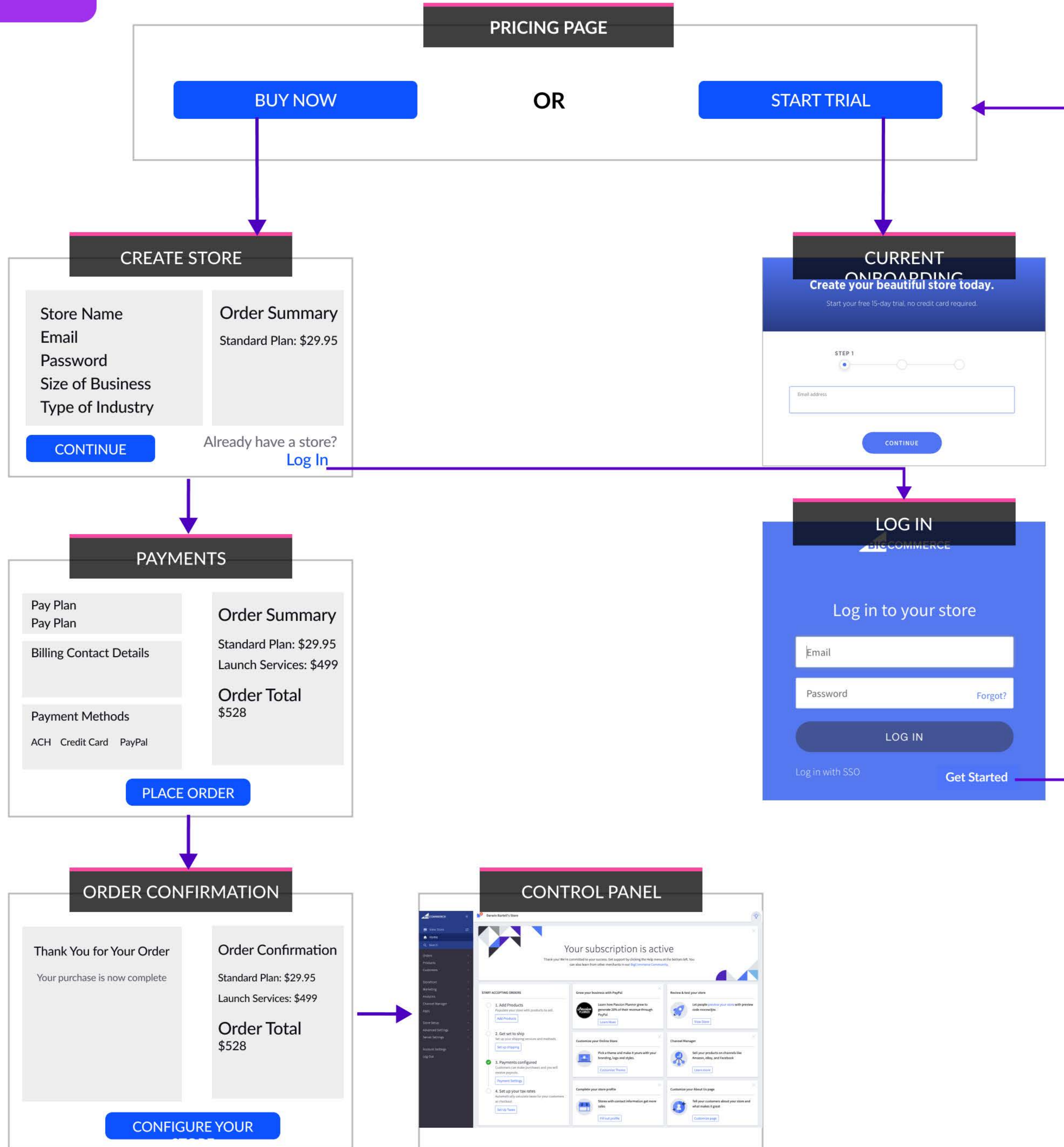


Direct to Paid User Flow

OPTION 1
ENTRY POINT : HOME PAGE
STORE ONLY

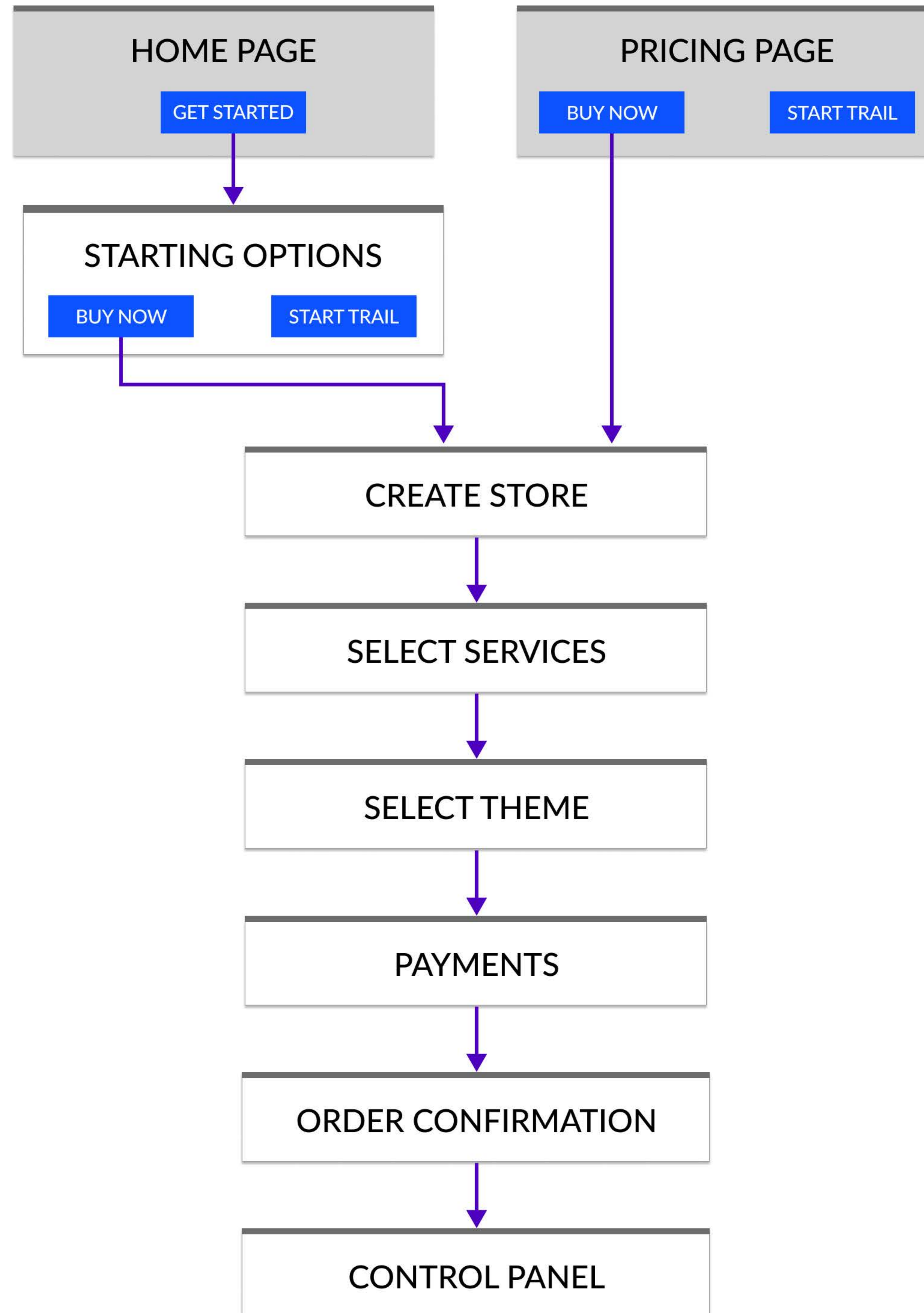


OPTION 1 ENTRY POINT : PRICING PAGE STORE ONLY

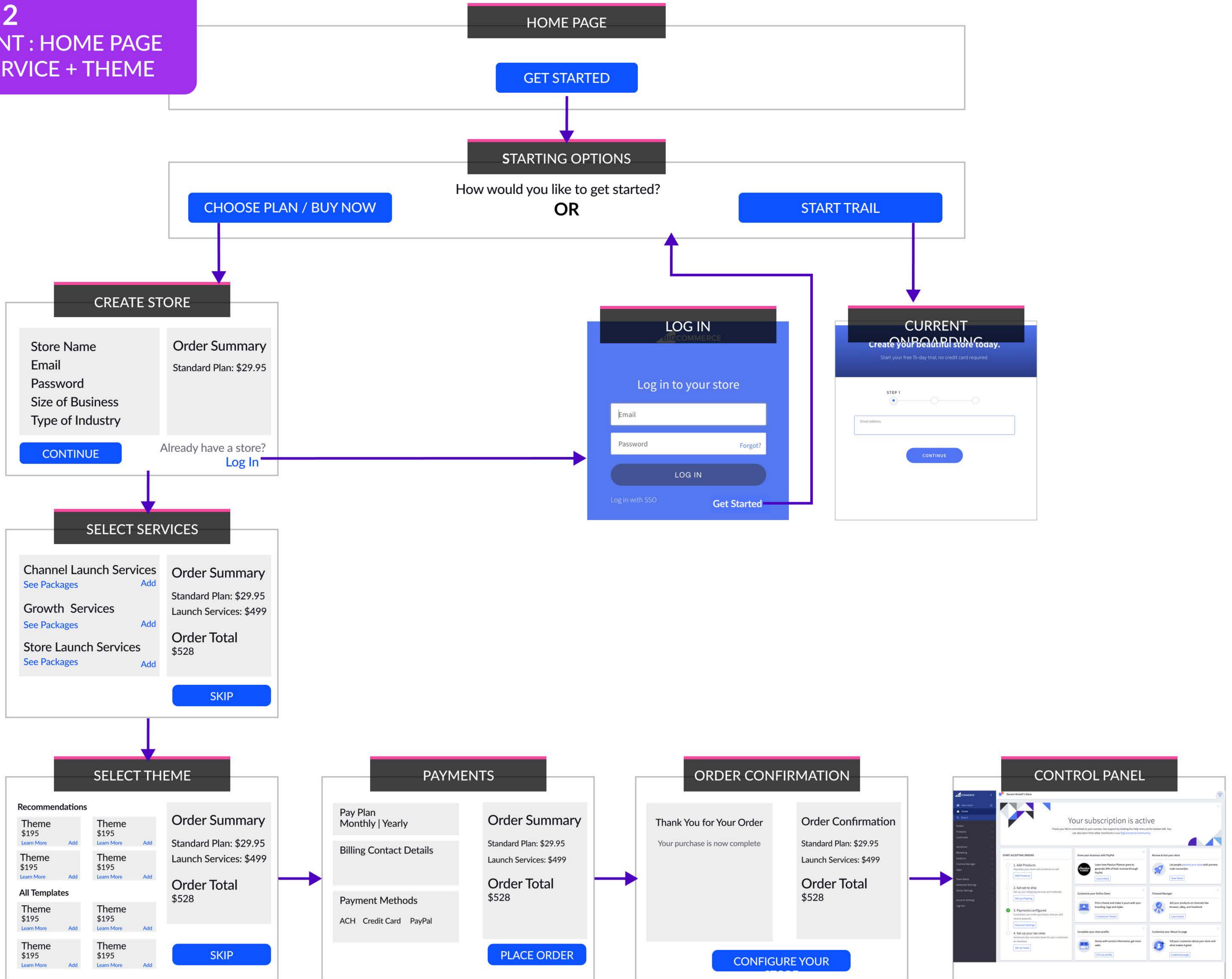


OPTION 2
STORE + SERVICE + THEME

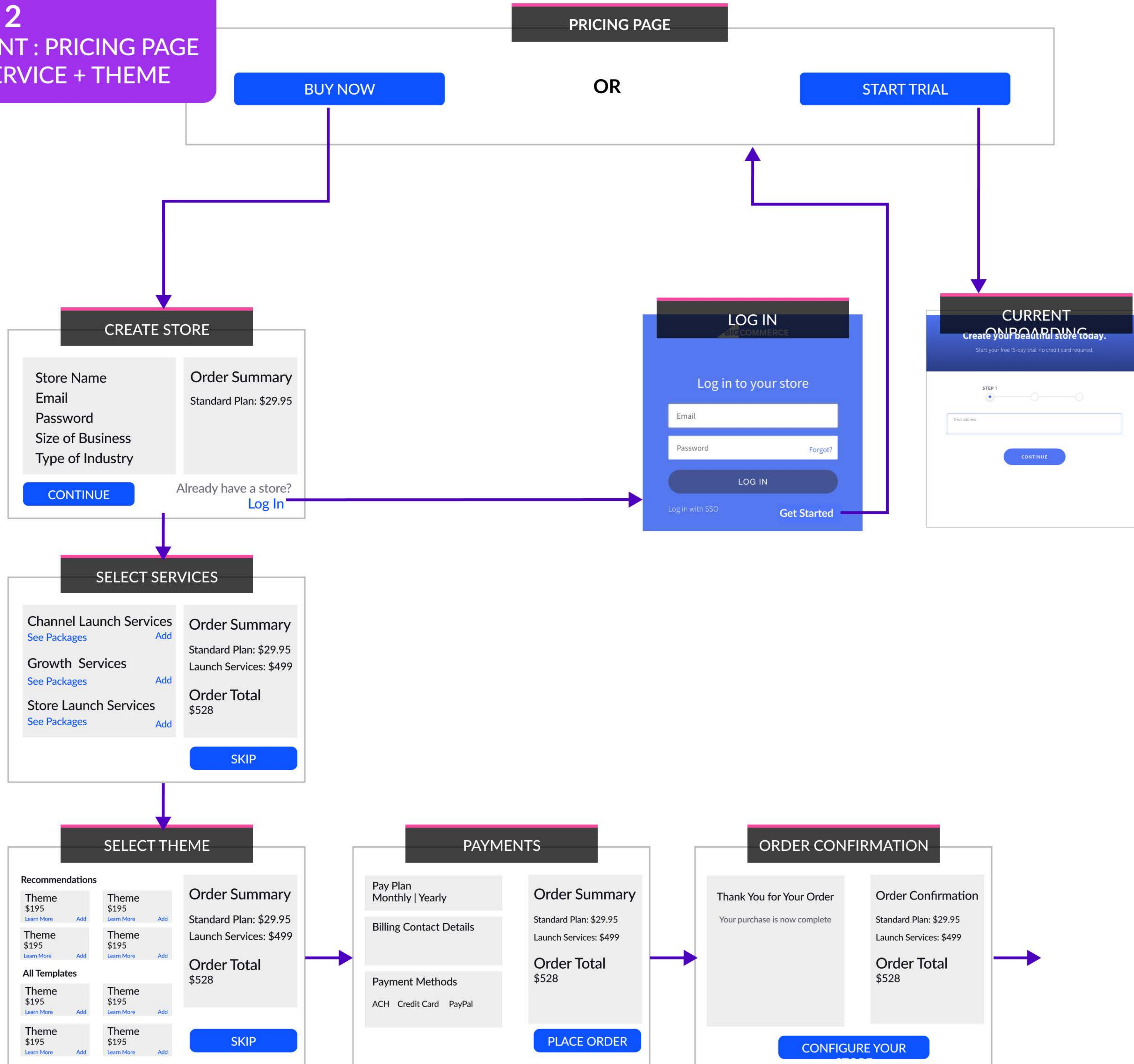
← HAPPY PATH ONLY



OPTION 2 ENTRY POINT : HOME PAGE STORE + SERVICE + THEME

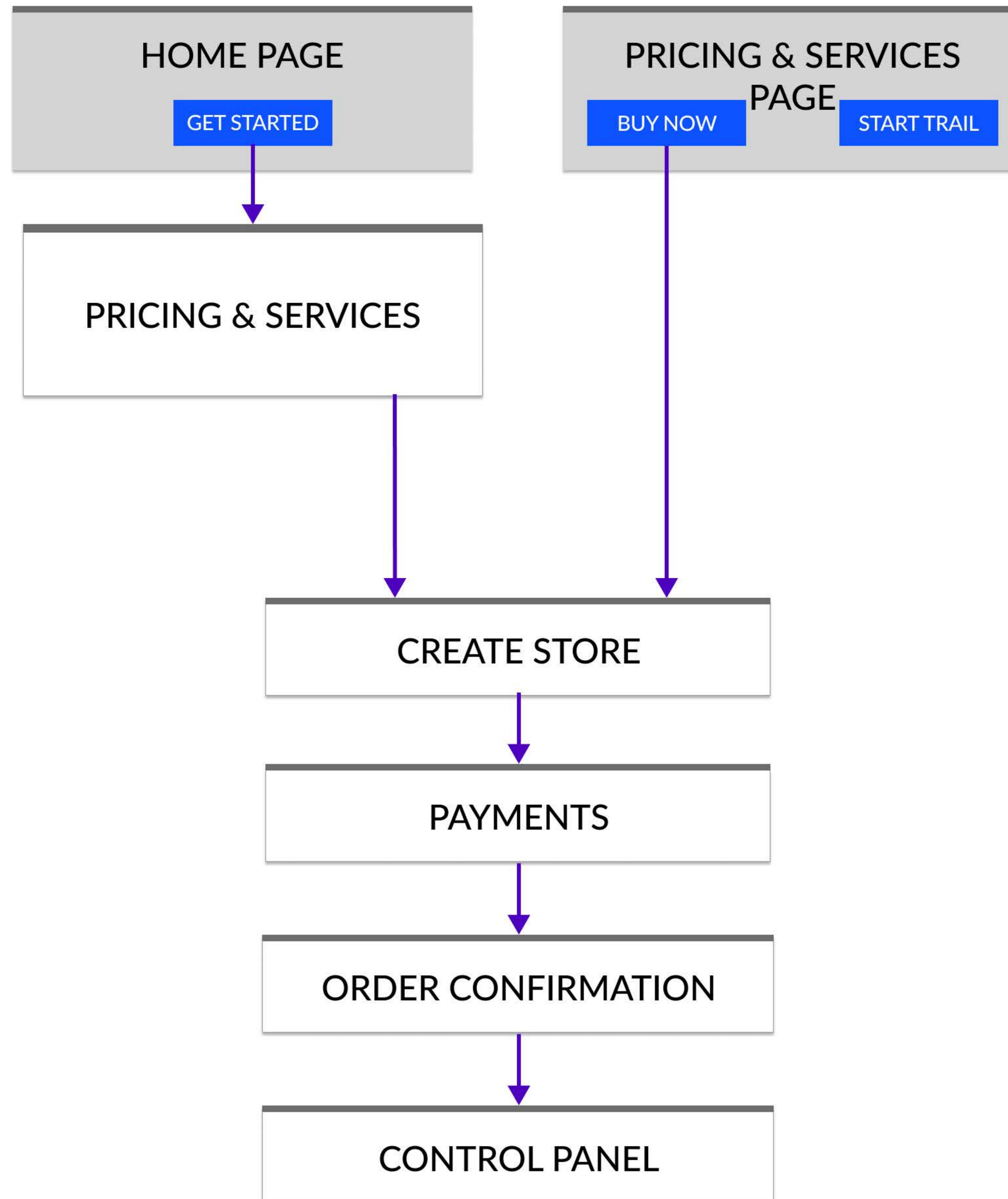


OPTION 2 ENTRY POINT : PRICING PAGE STORE + SERVICE + THEME

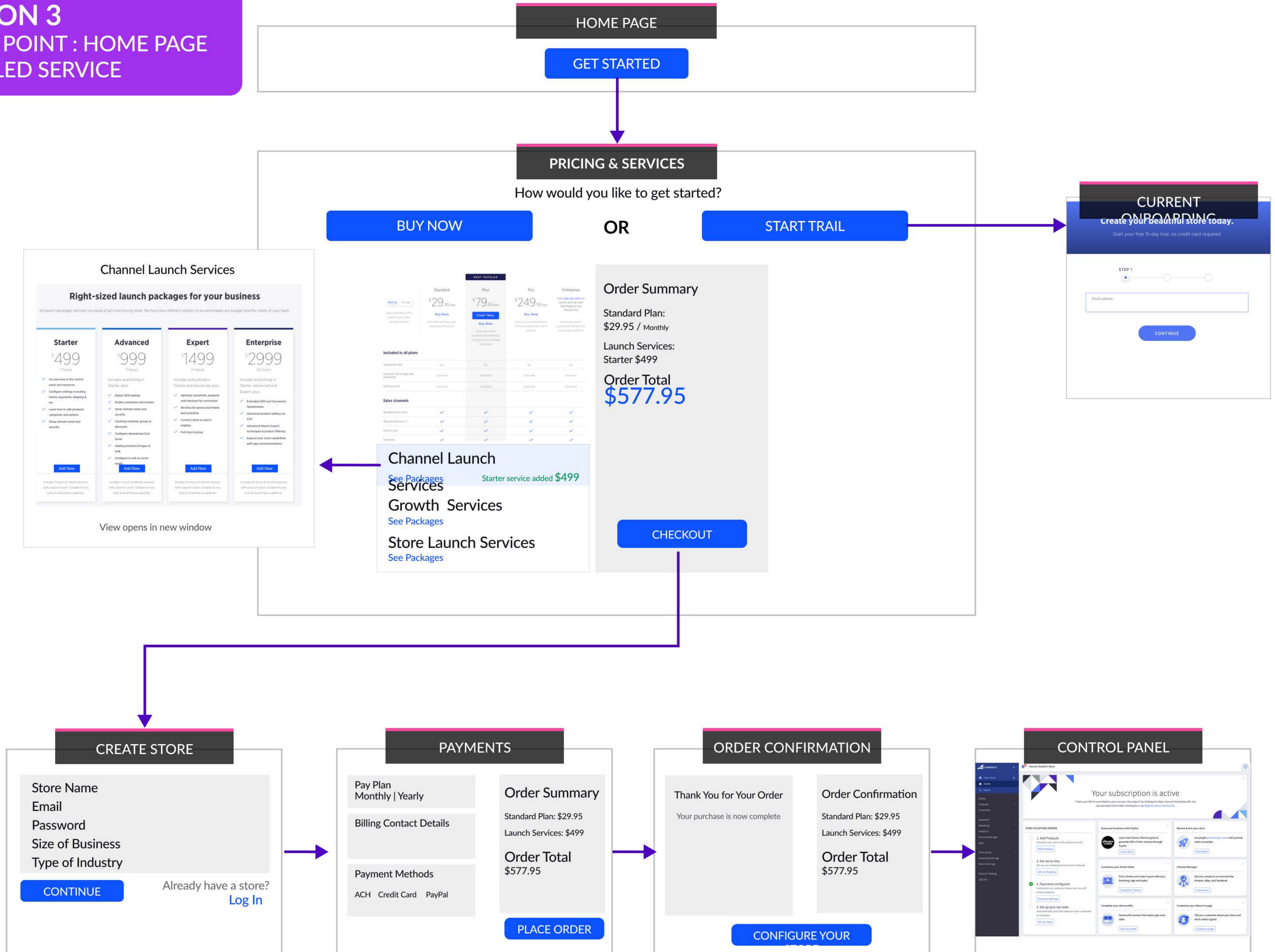


OPTION 3
BUNDLED SERVICE

← HAPPY PATH ONLY



OPTION 3 ENTRY POINT : HOME PAGE BUNDLED SERVICE



OPTION 3 ENTRY POINT: PRICING PAGE BUNDLED SERVICE

