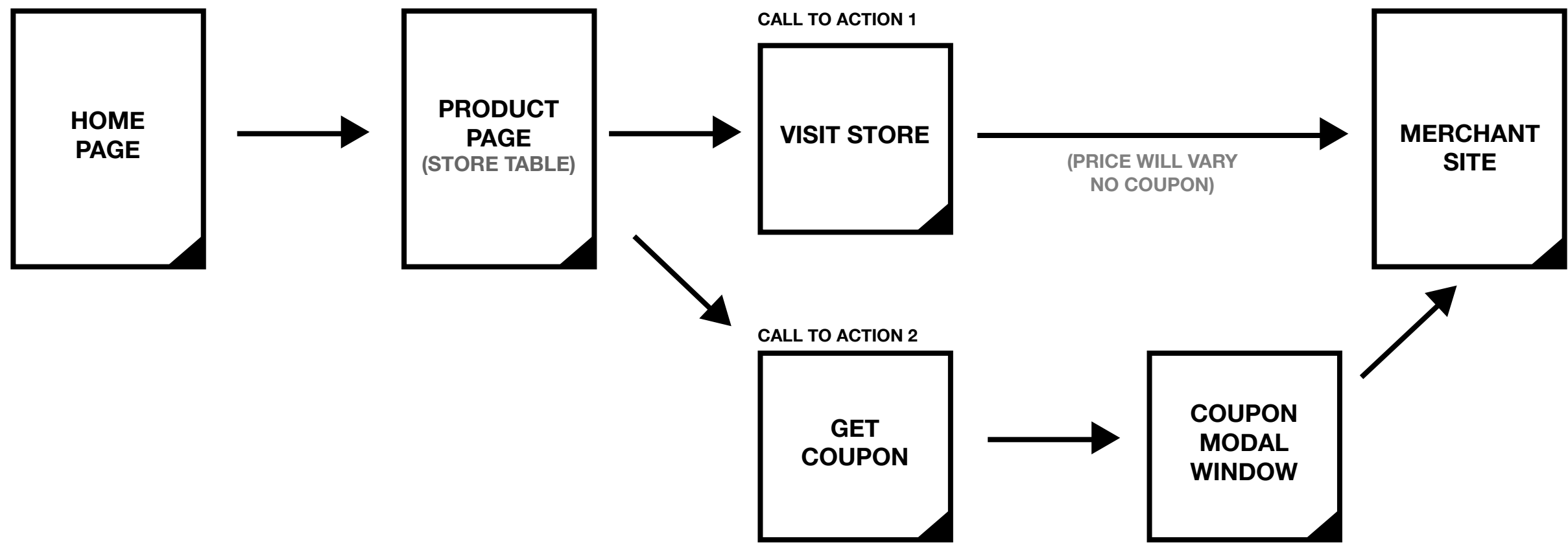


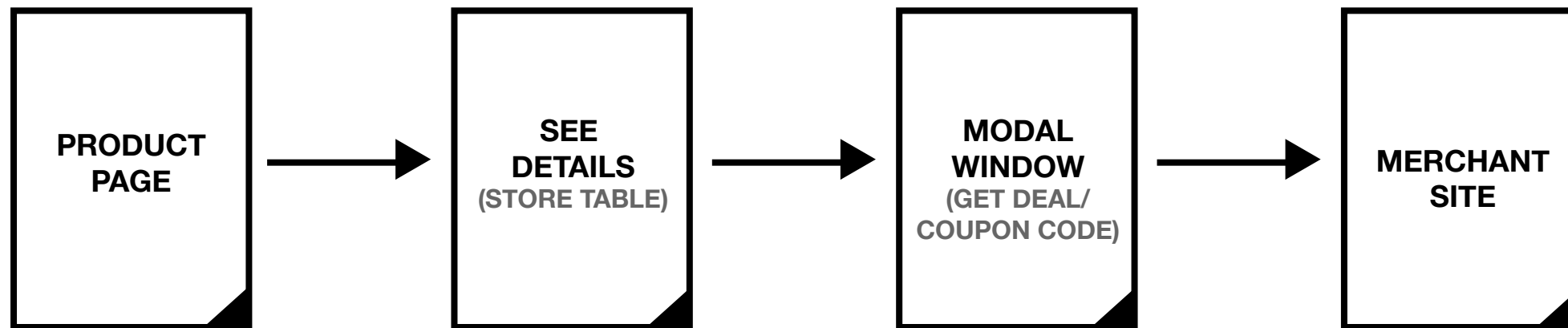
CHECKOUT - CURRENT FLOW



PROBLEM

Checkout is the most important part of the site. Users browse and reach product page to find best deals, lowest prices and offers. Here, the fundamental problem is Mutiple Call to Actions. Add to Wishlist is a individual Call to Action which needs to stay there. In Store table, We have Get Coupon and Visit Store. If the user clicks Visit Store, he will be directed to the merchant site in a new window. Prices may vary here becasuse prices we show are after coupon discounts. Clicking Get Coupon will launch the

SOLVING THE PROBLEM



SOLUTION

Having multiple call to actions confuses the user. Here we can improve the flow by having a single call to action **“See Details”**. Clicking See Details will open Modal Box which will have Product Image, Description, Coupons & Price Calculations, Coupon Codes and **“Get this Deal”** button. Clicking **“Get this Deal/Coupon Code”** will take user to the merchant site where they can Purchase the product. This way, a clear flow is established with predictable Call to Actions

WIREFRAME

STORE TABLE

SEE DETAILS

SEE DETAILS

SEE DETAILS

Canon SLR EOS 550

PRICE

₹37500

Incl. Coupons worth ₹ 200

Shipping: 3-5 Days

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PRICE BREAKUP

Store Price	Rs. 43490
Select Coupon - Select Coupon that suits you the best	
<input checked="" type="radio"/> HDFCOFF15 Flat 15% Off (HDFC Bank Customers)	(-) Rs. 150
<input type="radio"/> KOTAK15 Rs. 200 off on Min purchase of Rs. 1350. (Valid only for Kotak Credit card users.)	Rs. 100
<input type="radio"/> 200OFFALL Rs. 200 off on Min purchase of Rs. 1350. (Valid only for Kotak Credit card users.)	Rs. 100
Other Coupons (whats this?)	
<input type="radio"/> RANDCOUP Shop for more than Rs. 10000 and get Rs. 1500 off	- (why?)
<input type="radio"/> No Thanks, I don't want the Coupons	Rs. 0

Deal Price

₹ 43340

Shipping Charges/ Octroi/ State Specific Taxes may be additional. Please refer Store Site for these details.

Grab This Deal Now

MERCHANT SITE

Interaction Flow

See Details in the Store table will open a Modal Box. Modal Box will contain pricing details, Store Details. Price Breakup will contain Stre price. User can select coupon which suits him the best. Shoppingwish selects the best coupon as the default for all price calculations. As the user changes coupon, price calculations would be updated

WIREFRAME - LOGGED IN USER

Compare Prices • Find Coupons & Deals • Save Money

Home

Deals

Ask Question

Hi Rohit

Shoppingwish.in

Wish

Home » Products » Photographers

Canon SLR EOS 550

PRICE

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Incl. Coupons worth ₹ 200

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Grab This Deal Now

GUIDE

Choose the Right Camera

AMERA DEALS

Panasonic Lumix FH4 Digital Camera

~~₹-11999~~

₹ 4120 (66% off)

Canon Powershot A3400

~~₹-9745~~

₹ 6399 (34% off)

Canon Powershot A4000

~~₹-11799~~

₹ 7690 (35% off)

Nikon D5100 Body Only DSLR

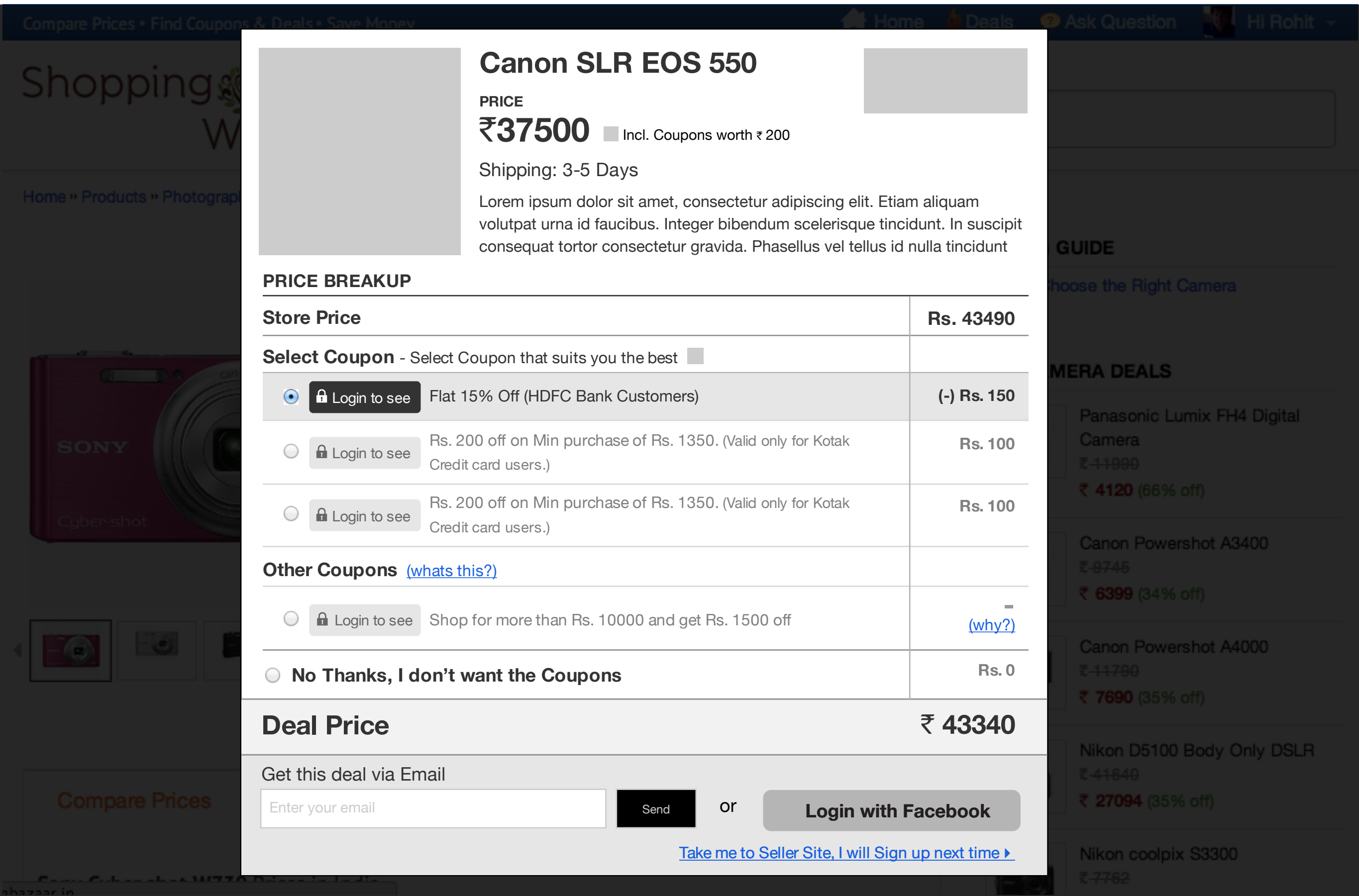
~~₹-41649~~

₹ 27094 (35% off)

Nikon coolpix S3300

~~₹-7762~~

WIREFRAME - NOT LOGGED IN USER



STORE TABLE

Compare Prices • Find Coupons & Deals • Save Money

Home

Deals

Ask Question

Hi Rohit

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