Whirlpool Outlet | Wire-frames | 04-12-2010





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Catalog



Whirlpool Home Page





Account Order Status Account Information Your Shopping Cart Saved Items

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Notes

The home page content is organized into content zones allowing for multiple marketing and retail messages to be displayed guiding user site experience from the outset. This page will convey the breadth of Whirlpool discontinued and obsolete product lines and related value propositions.

Α

G1: Primary Global Content Zone — This zone cascades across all site pages providing space for primary site branding messaging or general promotional events such as free shipping or site-wide discounts.

в

Home Page Drop Zone — This fully customizable zone can be used for static or slideshow-style retail or brand messaging.

С

Optional Database-Driven Zone — Merchandising managers can select products from all departments to be featured in this optional zone to promote percentage-based offers, latest additions or other product-based messages.

D

G2: Secondary Global Content Zone — This zone cascades across all site pages providing a space for secondary messaging such as e-mail program, signup and other site-wide or brand announcements.

Е

Footer — The footer contains links to support information and services, site, brand and corporate information and legal disclaimers.



Whirlpool Outlet Wireframes Page 3



Whirlpool **Category Landing**



C2- CASCADING CONTENT ZONE



Notes

The page serves as the template for the Category landing pages. It is organized to allow the user one-click access to all related category and sub category pages from the left-hand navigation and also representative images and text links in the lower-center of the page.

Product-specific content/messaging can be displayed in the optional "Featured Items" database-driven space.

Α

On Click: Once a ZIP code has been entered validate the items are still available and display new zip code as a link.

В

On Click: Expand category or route user to associated category page. Case 1: Sub categories are always hidden until a user selects the categorylevel, if the category has a sub categorythen it expands, if the category does nothave a sub category the user routes to the associated category. Case 2: If the user selects a sub category, the user routes to a product listing page with the associated categories displayed. Note: Current category or sub category is listed but is not clickable.

С

Category Visual Navigation - Users can navigate to related sub category pages by clicking on the images or text caption links. Merchandising managers may control this zone but it is suggested that all relevant departments or categories are displayed.

D

Optional Database-Driven Zone -Merchandising managers can select products from all departments to be featured in this optional zone to promote percentage-based offers, latest additions or other product-based messages.

C4- CASCADING CONTENT ZONE

G2 - GLOBAL PROMOTION SPACE (events, email sign-up)

Customer Service
Contact
Product Manuals
Warranties
Repairs
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Service

Subcategory (xx)

Subcategory (xx)

Subcategory (xx)

C3 - AD

C3 - AD

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Whirlpool Sub Category Landing



Notes

The page serves as the template for the category landing pages. It is organized to allow the user one-click access to all related category and sub category pages from the left-hand navigation and also displays representative images and text links in the lower-center of the page.

Product-specific content/messaging can be displayed in the optional "Featured Items" database-driven space.

Α

Header updated to reflect sub category.

В

On Click: Expand category or route user to associated category page. Case 1: Sub categories are always hidden until a user selects the category level, if the category has a sub category then it expands, if the category does not have a sub category the user routes to the associated category. Case 2: If the user selects a sub category, the user routes to a product listing page with the associated categories displayed. *Note:* Current category or sub category is listed but is not clickable.

С

Sub category menu and image updates with current sub category content.

C4- CASCADING CONTENT ZONE

G2 - GLOBAL PROMOTION SPACE (events, email sign-up)

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Whirlpool Outlet Wireframes Page 5



Whirlpool Product Listings

WHIRLPOOL D&O LOGO	SEARCH GO (f) (t)
sign-in or register	😭 Live Chat Customer Service Account Recently Viewed [x items] Cart [x items] checkout 🋒
	G1 - GLOBAL CONTENT ZONE
	C1 - COMMON VERTICAL ZONE

Department | Category | Product Results | X Attribute | X Attribute | X Attribute



Notes

The user is directed to a product listings page either via the search box or clicking on a category or sub category (if structure requires) link.

Α

Product Listing Top Navigation — Various elements allow the user to determine the criteria how the results of a search or within a category or sub category are sorted and displayed.

в

Product Listing Left-Hand Navigation — Users can check product attribute boxes to narrow searches or results with a category or sub category.

С

Price Slider — The slider allows users to determine the maximum price of displayed items.

D

C4- CASCADING CONTENT ZONE



C3 - AD

G2 - GLOBAL PROMOTION SPACE (events, email sign-up)

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Whirlpool Outlet Wireframes Page 6



Whirlpool Product Detail



Notes Page 1 of 2

This template is organized to maximize available space for displaying product information and imagery. The specific features are determined based on content availability (e.g. product manual pdf.) and business objectives. All product details pages will include product image, short description, inventory availability and shipping information.

NOTE: A product details page contains a single product. In the event a product has multiple children, each child has an independent product details page.

NOTE: This page has premium importance in a solid SEO plan, while also offering a pleasurable buying experience. More than likely javascript will be used extensively on this page. However, it is suggested that when possible alternatives are used and that forcing the javascript towards the bottom of the page is highly desired.

Α

Product name.

в

On Click: Social media and page functions are executed.

С Image effects.

D

Currently selected image thumbnail. On page load, this is the initial image thumbnail.

Е

Container for other images (thumbnails) in the repository.

F

Video link repository.

G

Image and video display area. When an image or video thumbnail is selected from D,E or F, the corresponding image or video is displayed in this area.

н

Regular price of the product with strikethrough.

Sale or normalized price of the product.

J

The user's previously entered zip code is displayed here.

Κ

On Click: Changes the zip code to an editable field with an execution button. Once the zip code has been updated, validate the item is still available and display new zip code as flat text.

On Click: Add item(s) to cart. Open Related Items modal overlay. See "Related Items".

м

In stock copy is conditional. If item is in stock set display to "True".

			[Regular Price] [Sale Price]	Eligible for in-store pick up copy is conditional. If item is eligible, set display to " True ".
SEE ALL RECOMMENDED PRODUCTS >>				HEADER
	G2 - GLOBAL PROMOTION	SPACE (events, email sign-up)		G1 - GLOBAL CONTENT ZONE C1 - COMMON VERTICAL ZONE
Customer Service Contact Product Manuals	Account Order Status Account Information	About "TBD.com" Privacy Policy Legal Notice		COMMERCE FEED
Warranties Repairs Parts & Accessories	Your Shopping Cart Saved Items	Recall Information Live Chat		COMMERCE FEED C3 G2 - GLOBAL PROMOTION
Service				FOOTER
Whirlpool Outlet Wireframes	Page 7			a 🕻 S

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Whirlpool **Product Detail**



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Whirlpool Compare Products



Notes

This page is designed to provide users an opportunity to compare the product images, names and sale prices of up to 5 similar products. The user is directed to this page after selecting the compare checkbox on a product listings pages.

A

On Click: The user can print the comparison page for reference. The browser print function prompts the user to select the appropriate printer and format.

в

On Click: An item is removed from the page.

С

The product image, name and sale price are displayed in this area.

D

On Click: The user may add product(s) to his/her cart.

Е

The first product feature is displayed in this area upon page load. Features are placed in categories relevant to the product category. Additional product category features are displayed immediately below and are collapsed upon page load.

F

On Click: The user can expand the area of a product feature to view it. A product feature area that was expanded prior to the click is collapsed.

G

On Click: The user is directed to the product details page.



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Whirlpool Recently Viewed Items



Notes

Mousing over the recently viewed items displays a fly out box containing previously viewed products. This allows the user to quickly return to an earlier product, without using the back button or relying on recall.

1

Cursor Trigger Zone: Mouse over triggers the fly out box.

в

Recently viewed items displayed: Product images a user has viewed prior to landing on a given product details page are displayed in this area.

С

Recently viewed items displayed: Product names a user has viewed prior to landing on a given product details page are displayed in this area.

SEE ALL RECOMMENDED PRODUCTS >>

G2 - GLOBAL PROMOTION SPACE (events, email sign-up)

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Whirlpool View Cart - Quick View



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Saved Items

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Notes

This lightbox gives the user a quick view of what is in the shopping cart. This user experience enchancement is available to the user on click of the cart text link.

Α

On Click: The lightbox appears, displaying the same contents as the cart.

в

The list of items added to a shopping cart are displayed in this area. A scroll bar appears when three or more items have been added to the cart.

С

Total pre-tax, pre-shipping cost of selected merchandise is displayed here.

D

On Click: The user is routed to the checkout process. Case 1: If signed in, the user will immediately be directed to the first step in the checkout process: entering shipping information. Case 2: If not signed in, the user is directed to the sign in and register screen.

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Whirlpool Product Accessories





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Whirlpool Dynamic Listing



Notes

The user is directed to a product listings page either via the search box or clicking on a category or sub category (if structure requires) link.

Α

Product Listing Top Navigation — Various elements allow the user to determine the criteria how the results of a search or within a category or sub category are sorted and displayed.

В

On Click: Once a ZIP code has been entered, validate the items are still available and display new ZIP code as a link.

С

On Click: Expand category or route user to associated category page. Case 1: Sub categories are always hidden until a user selects the category level, if the category has a sub category then it expands, if the category does not have a sub category, the user routes to the associated category. Case 2: If the user selects a sub category, the user routes to a product listing page with the associated categories displayed. *Note:* Current category or sub category is listed but is not clickable.

D

Price Slider — The slider allows users to determine the maximum price of displayed items.

Е

On Click: Sort items by those marked featured.

F

On Click: Sort products by lowest dollar amount.

G

On Click: Sort by cost highest dollar amount.

Click Sho

On Click: Show items per page 12 - 24 and maximum.

I

On Click: Arrange items to display in different arrangements.

On Click: Display items being shown.

κ

On Click: Jump to new location in page pagination.

Customer Service

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Whirlpool Product Bundle



ADD PRODUCT BUNDLE

т

Quantity to be added to cart

S

On Click: Add item(s) to cart. Open Related Items modal overlay. See

"Related Items".

G1 - GLOBAL CONTENT ZONE About "TBD.com" **Customer Service** Account C1 - COMMON VERTICAL ZONE Contact Order Status **Privacy Policy** Product Manuals Legal Notice Account Information Warranties Your Shopping Cart **Recall Information** Saved Items Repairs Parts & Accessories Service

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a r s

Whirlpool Search Results



G2 - GLOBAL PROMOTION SPACE (events, email sign-up)



a r s

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Whirlpool Product - Quick Look



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Whirlpool Zip Search

-					
WHIRLPOOL D&O LOGO				GO	f) (t)
Navigation					
sign-in or register	Live Chat Custor	ner Service Account Recently Viewed	d [x items] I Cart [x	items] I checko	ut 🋒
Department Category	/ I Product Results X At	tribute X Attribute X Attribute			
CATEGORY (xx)					
CATEGORY (xx)		Al			
CATEGORY (xx)					
CATEGORY (xx) Subcategory (xx) Subcategory (xx) Subcategory (xx) Subcategory (xx) Subcategory (xx)	PLE 	C SUBMIT		2 3 4 RETAIL PR UNT OF SAVI	Next »
				ADD TO CA	RT
less than \$25		Product Name	[dis	INETAIL PR [SALE PR scount or savi Qty ADD TO CA	HCE] ICE] Ings]
	QUICK LOOK	Product Name	[dis	ISALE PR [SALE PR scount or savi	HCE] ICE] ings]
		Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras semper arcu sed		ADD TO CA	RT
		Corem ipsum dolor sit amet, consectetur	[dis	[SALE PR Scount or savi Qty	HCE] (ICE] (ngs]
		adipiscing elit. Cras semper arcu sed		ABB TO CA	

Notes

Α

ZIP Code Field — The ZIP code field identifies the user's geographical location and driving the inventory that should be displayed. Messaging can be added to the box or be available via text link to explain to the user the need for their ZIP code.

в

On Click: Redirect user back to previous page with the product results based on the ZIP code entered.

С

On Click: Close the modal overlay.

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Whirlpool No Results



Notes

Α

Zip Code Field — The ZIP code field identifies the user's geographical location and thus the inventory that should be displayed. Messaging can be added to the box or be available via text link to explain to the user the need for their ZIP code.

В

On Click: Redirect on success, routing the user back to previous page with the product results based on the ZIP code entered on failure redisplay.

С

On Click: Close the modal overlay.

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Order Management



Whirlpool View Cart

Cart



Delivery Options Product Description Quantity **Price Total** D [items in stock] O Home Delivery ? [Product Title] \$xxx.xx \$xxx.xx [Attribute's] ○ Pick Up ? Update P [items in stock] ○ Home Delivery ? [Product Title] \otimes \$xxx.xx \$xxx.xx [Attribute's] ○ Pick Up ? Update [items in stock] [Product Title] \$xxx.xx \$xxx.xx \otimes [Attribute's] Standard Delivery Update C **Promo Code:** Enter **Promo Code:** [Promo Code] Н Merchandise: \$xxx.xx **Est Sales Tax:** TBD Μ **Est Shipping:** TBD [zip code] \$xxx.xx ORDER **3-TOTAL**: 0 **Continue Shopping:** [Product] **Check Out** [Category] [Department] [Home]

Notes

The shopping cart displays the quantities, delivery options, costs, product names and attributes for all items a user has added to the cart.

Α

This area displays the product titles, images and related attributes of items added to the cart.

В

The quantity of a given item the user has selected in the buying funnel appears here. Users also have the option to update the quantity or remove the item from the cart.

С

Item price.

D

The delivery option(s) a user selects in this area are used to calculate delivery algorithms in the purchase funnel. **Default:** Home delivery. **Case 1:** If the item's weight is under 50 lbs., home delivery is the only option available to the user. **Case 2:** If the tem's weight is over 50 lbs., home delivery and pick up options are available to the user. **Case 3:** Once an option is selected, additional line items over 50 lbs. default to

additional line items over 50 lbs. default to the first selected delivery option. If the user changes the delivery option, all other line items will update with the change.

Е

The total, pre-tax price of the product (product price x quantity) is displayed here.

F

Promotional codes are dependent on the items in a cart. If the cart changes, revalidate code and cart contents to ensure code validity.

G

On Click: Execute promotional code validation returns in the following manner: Success: Discount either percentage or whole dollar amount of cost. Display either amount in the bracketed promo code area. Failure: Display the reason for the error (date, invalid promotional number, etc.).

н

A successful promotional code response appears here. It is displayed as a discount either as a percentage and discount amount (5% - \$5.00) or whole dollar discount amount (\$5.00).

L

Total pre-tax, pre-shipping cost of selected merchandise is displayed here.

Sales tax.

Shipping cost.

L Sub-total

Sub-total cost..

М

The zip code from which taxes and shipping costs are calculated is displayed in this area.

Ν

On Click: The user is directed to any of the levels previously selected on the site.

.

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Live Chat

On Click: The checkout process is initiated and the user is directed to it.

Ρ

The amount of a particular item in stock is displayed here. An error message is returned when the user inputs amount greater than the in-stock number.

Q

On Click: The user is routed to the checkout process. Case 1: If signed in, the user will immediately be directed to the first step in the checkout process: entering shipping information.

Case 2: If not signed in, the user is directed to the sign in and register page.

R

This functionality is disabled when the user is on the view cart page.

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Whirlpool View Cart - Delivery Options

WHIRLPOOL D&O LOGO	SEARCH GO (f) (t)	י ד ב
Navigation		л Га
sign-in or register	😭 Live Chat Customer Service Account Recently Viewed [x items] Cart [x items] Checkout 🎬	

Cart

Product De	scription	Quantity	Price	Delivery Options	Total
	[Product Title] [Attribute's]	[items in stock]	\$xxx.xx	 Home Delivery ? Pick Up ? 	\$xxx.xx
	[Product Title] [Attribute's]	[items in stock]	\$xxx.xx	 A Home Delivery ? Pick Up ? 	\$xxx.xx
	[Product Title] [Attribute's]	[items in stock]	\$xxx.xx	Standard Delivery	\$xxx.xx
		Promo Co	ode:		Enter
Promo Code: [Promo Code] Merchandise: \$xxx.xx Est Sales Tax: TBD Est Shipping: TBD [zip code] ORDER SUB-TOTAL: \$xxx.xx Continue Shopping: [Product] [Category] [Department] [Home]] xx Out

Notes

The shopping cart displays the quantities, delivery options, costs, product names and attributes for all items a user has added to the cart.

The first selected delivery option is automatically selected for all other items n the cart.

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Whirlpool Sign In and Registration



Notes

This page allows returning users to enter a few basic credentials for the system to recognize them. The system will then prepopulate user data when possible. The page allows new customers to save their information or bypass and continue anonymously.

Α

The user enters the e-mail address for identification purposes in this box.

в

The password is the key to ensure a user is who they say they are. Asterisks are used to keep the password hidden from onlookers.

С

On Click: Transmit the credentials to the authentication process.

D

On Click: Opens "forgot password" page.

Option True: Defaults e-mail and password.

On Click: Permits the user to continue anonymously.

G

On Click: Routes user into the account creation funnel.

н

On Click: Opens returning and new customers overlay.

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Whirlpool Create an Account

WHIRLPOOL D&O LOGO	SEARCH	GO (f) (t)
Navigation		
In-in or register I with the chat I Customer Service I Account I Recer	ntly Viewed [x items] Cart [x	items] I Checkout 🋒
Create an Account		
Instructional copy tells user to complete all fields. Information made public and more details can be found in the Privacy Policy.		
Personal Information B		
Title *		
First Name *		
Last Name *		
Address 1 * (street address, PO box, company name)		
Address 2 * (apt, suite, building, floor, etc)		
City *		
State Name V Zip Code *		
Country: USA		
Daytime Phone *		
Alternative Phone		
Email Address *		
Password *		
Verify Password *		
Security Question *		
Security Answer *		

Sp G als & Promotions



Notes

The create account page includes editable fields that accept specific user data.

NOTE: Shaded area (H&I) denotes items for later phase.

Α

On Click: Opens a modal box with contents of the privacy policy page.

В

User selected title (EXAMPLE: Mr., Dr., Miss, Mrs., Ms.).

С

User must submit data in the required fields.

D

Email Address: This will become user's primary credential. Normal validation methods should be enforced (regular expressions and email validation routines).

Е

Initial Password Entry Field: Basic validation rules should apply.

F

Verify Password Entry Field - To be used for password validation.

G

Option True: Opts user in for marketing materials via electronic delivery.

н

Option True: User wishes to receive notifications and marketing updates via SMS.

L.

User's mobile number that the SMS notifications will be sent to.

J

On Click: Execute the save user data process, then move user to the "My Account" page.

Κ

Drop-Down Menu: Offers the user to choose from a set of commonly asked password security questions.

L

User enters reminder answer to their selected security question in this area.



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Whirlpool Checkout - Shipping Info

WHIRLPOOL		Notes Shipping information is the first step in the purchase funnel. This page is designed to collect user data and to reaffirm the shopping cart contents.
D&O LOGO	SEARCH	$\begin{array}{c} \textbf{A} \\ \textbf{Highlighted tab indicates to the user that} \\ \textbf{his is the first of 4 steps in the process.} \end{array}$
Navigation		C User selected title (EXAMPLE: Mr. Dr. Miss Mrs.)
sign-in or register	I Account I Recently Viewed [x items] I Cart [x items] I	
Checkout		the names of the delivery addresses user has created in the user Profile. EX: Home Office Beach House. See: Address Book Details Screen.
1 SHIPPING 2 DELIVERY METHOD	BILLING 4 VER	FY E FY E FY E FY E FY E FY E FY E F F F F F F F F F F F F F
Shipping Information		F Option True: Opt user in for marketing
	In your Cart	Fdit G
Address *	Product Name	On Click: Route user back to the cart page.
Title *	Product description [Deilvery Method] [Oty]	H On Click: Route user to delivery method
First Name *	Product Name	page.
Last Name *	Product description [Deilvery Method] [Qty]	
Address 1 * (street address, PO box, company name)	Product Name Product description	
Address 2 (apt, suite, building, floor, etc)	[Deilvery Method] [Qty]	
Is this address a PO, APO or AE box? Yes	Order Summary	
City *	Promo Code: [Pror Merchandise:	no Code] \$xxx.xx
State Name Zip Code *	Est Sales Tax: Est Shipping:	TBD TBD
Country: USA	[zip code]	
	ORDER SUB-TOTAL: \$xx	c.xx
Daytime Phone *		
Alternative Phone		
Email Address *	Proceed to Delivery I	Nethod
Shipping Instructions		

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F

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Whirlpool Checkout - Delivery Method



Description of Itoms Oug



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Whirlpool **Checkout - Delivery Method**



Notes

The delivery method page editable fields allow the user to choose where they would like to pick up their order based on the entered zip code.

The zip code that a user inputs during the shopping experience will be carried over to the 'Will Call' option. The nearest location(s) according to the zip code will display here.

Radio Button Grouping: User selects the location where they would like to pick up their order. In the event there is only one location, default the option to true.

User information based upon the shipping address entered on the shipping page is displayed here.

Items and quantity of products that are marked as "pick up".

Sales tax and shipping are no longer estimated but are actual.

On Click: Routes user to billing information page.

[Attributes]

[Product Name]



[Qty]



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Whirlpool **Checkout - Billing Information**

				The billing billing addr information
WHIRLPOOL D&O LOGO		SEARCH	GO f t	A On True: E information
Navigation				B Accept data upon data s
n in or register	Live Chat I. Custemer Service I. A	count Recently Viewed (vitems) Co	ut (v itoms) Choskout III	address na address se
heckout			in [x items] i Checkout 🚆	C Option Tru materials v
				D This inform rather the υ
SHIPPING	2 DELIVERY METHOD	3 BILLING	4 VERIFY	E Credit card
Billing Information				 appear as a retrieved from digits should
] Use same as shipping inform	nation			F Users cred G
Address Name		In your Cart	Edit	Credit Verif text field).
		Product Name Product descriptio	n H-o [Product Cost]	H On Click: ˈ
Title *		Quantity:		on where to it is require
		[add Delivery Opt] $K = 0$ [add Del Cost]	I
First Name *		L		Sales tax a estimated.
		Product Name		J On Click:
Last Name *		Product descriptio	n [Product Cost]	page.
		[Deilvery Method] [Delivery Cost]	
Address 1 * (street address, PO box	company name)	[add Delivery Opt] [add Del Cost]	
Address 2 (ant suite building floo	r etc)	B Product Name	[Total Product Cost]	
Address 2 (apt, suite, building, not	, etc)	Product descriptio	n [Product Cost]	
this address a PO, APO or AE box?	Yes 🔻	Quantity:	[QTY]	
		[add Delivery Opt] [add Del Cost]	
City *			ITotal Product Cost	
Stato Namo	Zin Code *			
		Shipping Infor	nation	
Country: USA		Address		
		City, State, Zip		
Daytime Phone *		Daytime Phone		
Alternative Phone *		Alternative Phon E-mail	e	
	C	Shipping Instruct	tions	
Email Address *		Order Summar	у	
Sign me up for Whirlpool special of	ers, product news, and ideas	Promo Code:	[Promo Code]	
	oro, produce news, and lucas	Merchandise:	\$xxx.xx	
		Est Sales Tax: Est Shipping		
redit Card information	I 👝	Lət önipping.	עני	
	D	ORDER TOTAL:	\$xxx.xx	

Notes

formation accepts the I the credit card ne buyer.

ata from shipping I data fields.

user or pre-fill based n their profile. Use the op-own for the specific

user in for marketing ronic delivery.

ot be defaulted but ould manually add it.

er when entered should al number. When token, only the last four ar.

expiration date.

Value Code (4 char

with simple explanation ne CVVC code and why

ping are no longer

ser to final validation





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Whirlpool Checkout - Verify





Whirlpool Outlet Wireframes Page 28



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Whirlpool **Checkout - Confirmation**



Notes

The confirmation page displays all information that a user has submitted.

The unique WCS order number serves as the customer confirmation number.

В

Wirlpool order number is to be used to track each line item.

On Click: Create an ics file and download to user to track delivery date(s).

On Click: Send e-mail of the confirmation.

Е On Click: Print order.

Shipping Information

Name Address City, State, Zip Country **Daytime Phone Alternative Phone** E-mail

Billing Information

Name Address City, State, Zip Country **Daytime Phone Alternative Phone** E-mail

Product Description	Quantity	Price	Deliver &	Service	Whirlpool	Num	Total
[Product Title] [attributes]	[quantity]	[price]	[Delivery Opt]	[Del Cost]	[WP order I	num]	[total]
[Product Title] [attributes]	[quantity]	[price]	[Delivery Opt] [Service Opt] [add Delivery]	[Del Cost] [Svr Cost] [Del Cost]	[WP order I	num]	[total]
[Product Title] [attributes]	[quantity]	[price]	[Delivery Opt]	[Del Cost]	[WP order I	num]	[total]
Service Options				Р	rice		Total
	[Servic [Detai]			q]	price]		[total]
				Promo Mercha Sales Ta Shippin	Code: ndise: ax: ag:	[Pro	omo Code] \$xxx.xx \$xxx.xx \$xxx.xx \$xxx.xx
				ORDER	TOTAL:		TXX.XX



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Member Management



Whirlpool Sign In





Notes

The sign in and account creation screen allows returning (existing) customers to log in to their account to change passwords, add new address(es) or update an existing address and view order status and past orders after logging in.

New customers can begin the account creation process from this screen.

Α

User enters email address as an identifier in this area.

в

The password is the key to the identifier to ensure this user is who they say they are. Asterisks are used to keep the password hidden from onlookers.

С

On Click: Transmit the credentials to the authentication process.

D

On Click: Opens forgot password page.

Е

Option True: Defaults email and password.

F

On Click: Routes user into the registration funnel.

Customer Service

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Account

Order Status Account Information Your Shopping Cart Saved Items

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Whirlpool Forgot Password



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Notes

This modal window with an opaque or medium opacity underlay allows the user to request a new password.

Α

On Click: Close the popup and return to the previously engaged page.

в

Email address as the identifier for this user.

С

On Click: Executes the password recreation process. Returns user to...?

D

On Click: Close modal window and return user to the register page. No user feedback.

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Whirlpool Create an Account

WHIRLPOOL D&O LOGO	SEARCH	GO (f) (t)
Navigation		
gn-in or register Live Chat Customer Service Account Recent	ly Viewed [x items] Cart [x	: items] I Checkout 🛒
Create an Account		
Instructional copy tells user to complete all fields. Information made public and more details can be found in the Privacy Policy.		
Personal Information		
Title *		
First Name *		
Last Name *		
Address 1 * (street address, PO box, company name)		
Address 2 * (apt, suite, building, floor, etc)		
City *		
State Name v Zip Code *		
Country: USA		
Daytime Phone *		
Alternative Phone		
Email Address *		
Password *		
Verify Password *		
Security Question *		
Security Answer *		

Sp G als & Promotions



Notes

The create account page includes editable fields that accept specific user data.

NOTE: Shaded area (H&I) denotes items for later phase.

Α

On Click: Opens a modal box with contents of the privacy policy page.

В

User selected title (EXAMPLE: Mr., Dr., Miss, Mrs., Ms.).

С

User must submit data in the required fields.

D

Email Address: This will become user's primary credential. Normal validation methods should be enforced (regular expressions and email validation routines).

Е

Initial Password Entry Field: Basic validation rules should apply.

F

Verify Password Entry Field - To be used for password validation.

G

Option True: Opts user in for marketing materials via electronic delivery.

н

Option True: User wishes to receive notifications and marketing updates via SMS.

L

User's mobile number that the SMS notifications will be sent to.

J

On Click: Execute the save user data process, then move user to the "My Account" page.

Κ

Drop-Down Menu: Offers the user to choose from a set of commonly asked password security questions.

L

User enters reminder answer to their selected security question in this area.



Customer Service	Account
Contact	Order Status
Product Manuals	Account Information
Warranties	Your Shopping Cart
Repairs	Saved Items
Parts & Accessories	
Service	

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Whirlpool My Account - Landing



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut non mi vel nisl scelerisque suscipit. Mauris dapibus tristique erat, id sollicitudin arcu malesuada eu. Suspendisse bibendum posuere tortor ut vehicula. Suspendisse consequat, odio non ultrices pharetra

Personal Info

Name:	[Name]	
Address:	[Address]	
Address 2:	[Address 2]	
City:	[City]	
State:	[State]	Q
Email:	[Email]	
Edit Profile		

Recently Viewed Items



Product Name



Product Name



Product Name

Т

Product Name

Product Name

S

т

R

On Click: Opens edit personal information page.

Notes

The "My Account" page allows the user to view their last five orders. The menu allows easy navigation to specific account management tools and pages.

Α

Left side navigation contains links to "My Account" functions.

В

Header serves as title on the "My Account" page. On subsequent pages, it will act as the "home" link returning users to this page.

С

On Click: Opens account information page.

D

On Click: Opens address book page.

Е

On Click: Opens "My Orders" page.

F

On Click: Opens quick checkout page.

G

н

I

On Click: Opens change password page.

On Click: Opens "My Orders" page.

Date of referenced order.

J

Order number of the purchase.

κ

L

Μ

On Click: Opens order details page specific to this order.

Status of order.

Tracking number.

Ν Total order amount billed.

0

Defaulted name on the account (first name + last name).

Ρ

Default address on the account.

Q

Default billing city and state.

Email address.

Displays product image(s) and name(s) of the last 1-5 viewed items.

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Whirlpool Address Book



Navigation

<u>Home</u> > <u>My Account</u> > Address Book

🗜 Live Chat | Customer Service | Account | Recently Viewed [x items] | Cart [x items] | checkout 🛒

My Account

Account Information

Address Book

My Orders

Change Password

Address Book

Default Billing Address

[Address Name] A [Name] B [Address] C [City], [State]. [ZIP Code] D [Country] E [Daytime Phone] F [Alternative Phone] G

Edit o- I Remove o- J

Default Shipping Address

[Address Name] [Name] [Address] [City], [State]. [ZIP Code] [Country] [Daytime Phone] [Alternative Phone]

Edit Remove

Other Saved Addresses

[Address Name] [Name] [Address] [City], [State]. [ZIP Code] [Country] [Daytime Phone] [Alternative Phone]

Edit Remove

Add an Address

SEARCH GO (f) (t)

A Name of this address.

В

Notes

be updated.

User first name + last name.

View address in the address book with the ability to remove or route to pages where the address data can

C Street address of the user.

D

Civic location of user.

Е

Country of user.

F

Primary phone on account.

G

Alternative phone on account.

н

On Click: Routes user to the address book details page with this address defaulted.

I

On Click: Execute remove address functions and renew page area.

J

On Click: Route user to address book details page with empty data entry fields.

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Account Order Status Account Information Your Shopping Cart Saved Items

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Whirlpool

Add Address	
WHIRLPOOL D&O LOGO	SEARCH GO f t
Navigation	
<u>∎ > My Account</u> > Address Book Li	ve Chat Customer Service Account Recently Viewed [x items] Cart [x items] checkout 🛒
My Account	Address Book
Account Information	Select this address to be your shipping address, billing address, or both
Address Book	Make default shippin
My Orders	Make default billing
Change Password	Title *
	Address Name *
	First Name *
	Last Name *
	Address 1 * (street address, PO box, company name)
	Address 2 * (apt, suite, building, floor, etc)
	City *
	State Name V ZIP Code *

Votes

Add address to the address book.

4

Check box grouping (either or both can be checked). This assigns this address as the default shipping, oilling or both.

З

Title of the user.

С

Name of this address.

Jser first name.

Jser last name.

Address of the user.

G

Primary phone of the user.

H.

Secondary phone of the user.

On Click: Save user address unction to be called route user "My Account" page.

Customer Service Contact **Product Manuals** Warranties Repairs Parts & Accessories Service

Account Order Status Account Information Your Shopping Cart Saved Items

Country; USA

Daytime Phone

Alternative Phone

Save Address

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Whirlpool My Orders



Notes

The "My Orders" page allows the user to view all of their previous orders. It includes links to the "My Orders" detail pages that are easy to identify.

Α

On Click: Opens "My Account" page.

в

Date the referenced order was placed.

С

Order number of the purchase.

D

On Click: Opens order details page specific to this order.

Е

Status of order.

F

Tracking ID.

G

Total price of the order (merchandise + taxes + shipping charges).

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Account Order Status Account Information Your Shopping Cart Saved Items

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Whirlpool My Orders - Detail





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Whirlpool Change Password



D

Enter the code show below

Ux743

Save Changes

Notes

The "Change Password" page allows the user to change a previously submitted password.

Old password entry box (clear text).

В

The initial password entry field should be controlled by basic validation rules.

С

The verify password entry field is to be used for password validation.

D

Captcha Code: Series of characters used to prevent registration or infiltration by robots or other malefactors.

Е

On Click: Execute change password function. Return user to "My Account" page.

Customer Service Contact **Product Manuals** Warranties Repairs Parts & Accessories Service

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