



The Checkout Landing Page

Dazzle Salazar, Product Designer

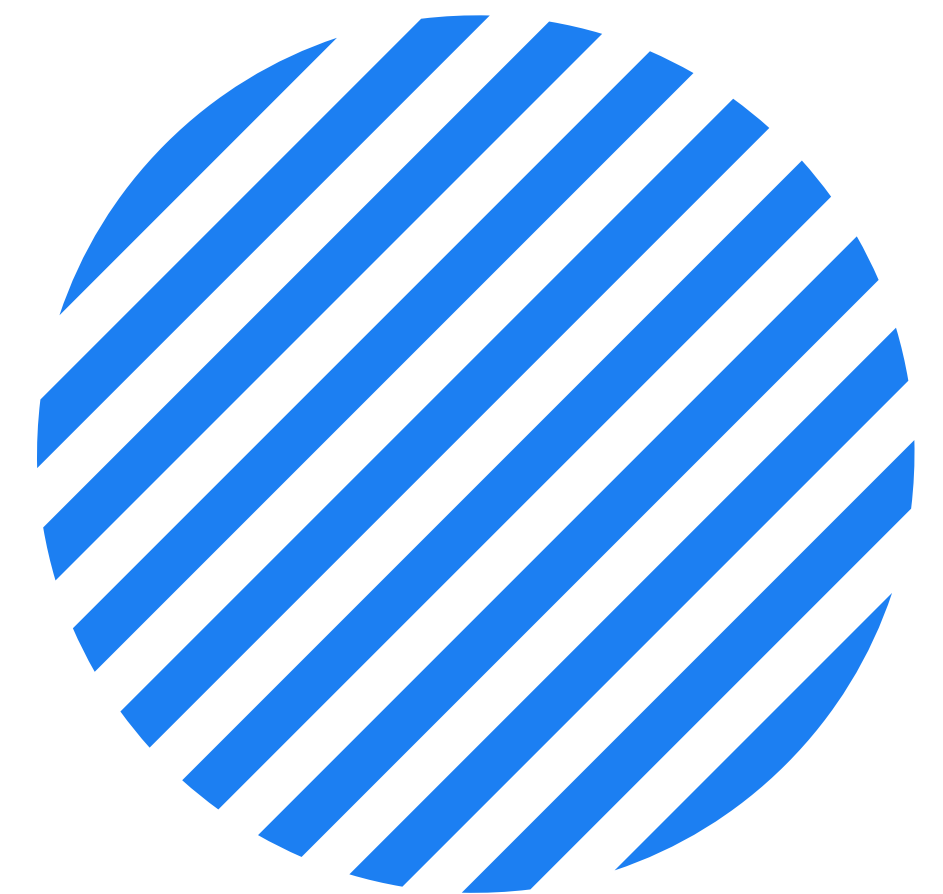
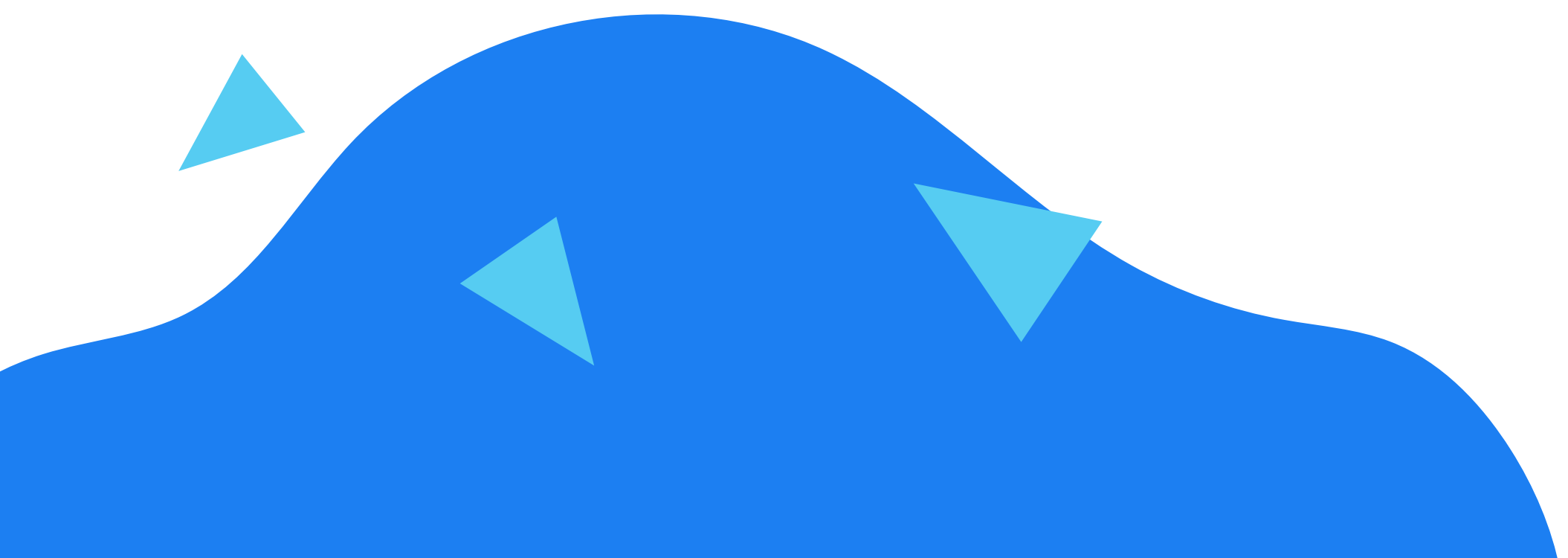
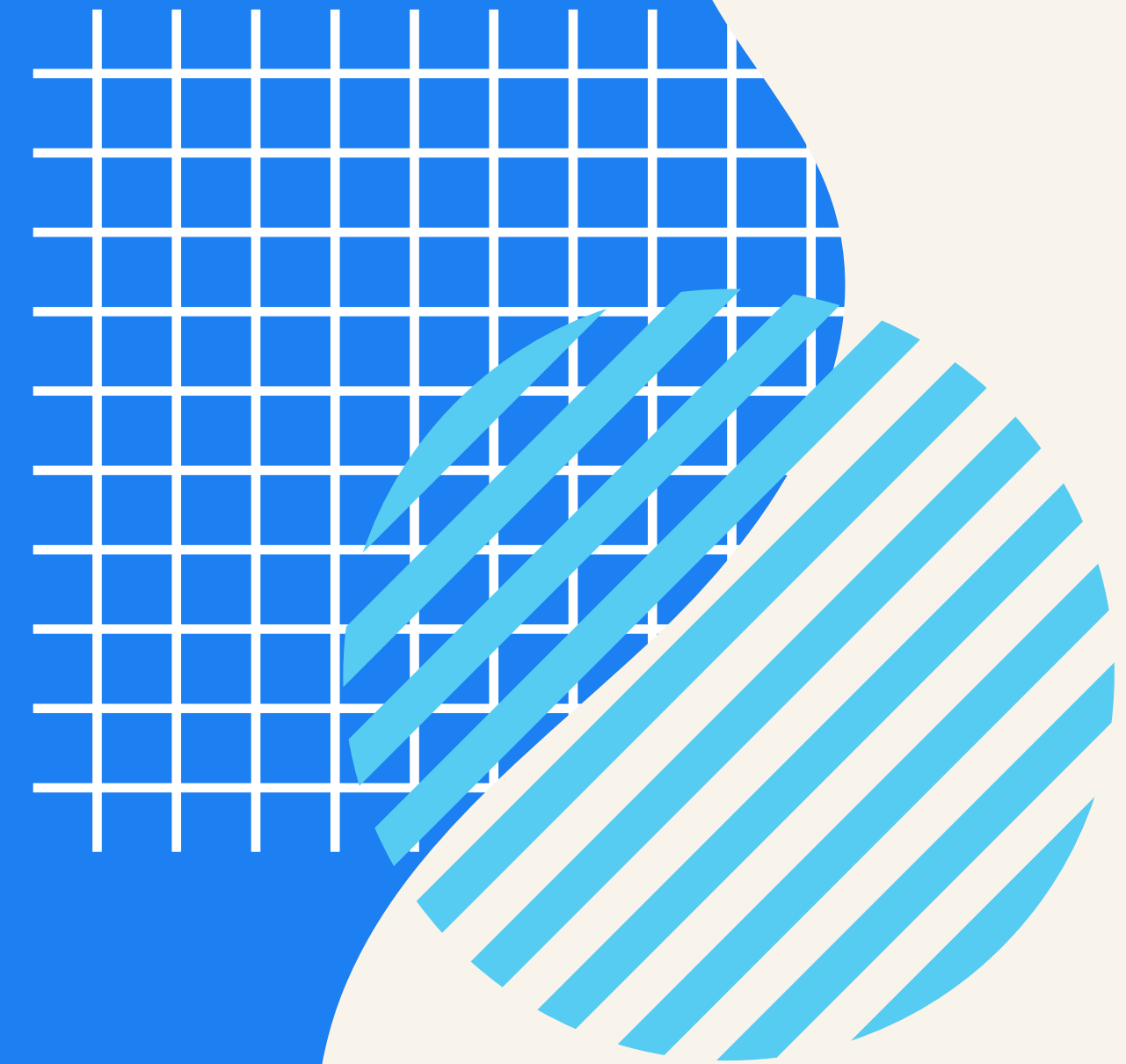


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Audience / Users

- Busy professional who want to keep up with the latest business news and world happenings (in only 5-10 minutes a day)
- Young CEOs / entrepreneurs who often check blogs, news, and listen to podcasts on the latest financial and business news
- Tech-savvy professionals who read tech and business news
- Anyone who enjoys entrepreneurship or just learning about business and how it relates to all aspects of the world like culture, health, etc.
- New entrepreneurs who focused on companies and startups that like to listen about small businesses

Goals

The Checkout landing page needs to educate, entertain, and entice people to register and attend the event in a limited amount of time. The visitors need to be intrigued after the first click, so it's very essential to make a great first impression. The landing page should be a one-stop destination for your attendees to receive information and register right away.



Problem Statement

Looking through the landing page, what stands out to me as pain-points that could cause friction for users are the following:

- Doesn't show a clear statement of the event and a secondary heading to provide additional information.
- Users don't have a better understanding of the event theme
- The CTA button doesn't show right away
- The line-height of the text doesn't have enough space and it's very difficult to read.
- No section break - this will give users eye fatigue in reading the content
- Desktop and mobile hero banners should be in two sizes or should be in a different approach - when it scales down to mobile it's difficult to read.
- No feature on-demand content or archive from past events
- No social sharing or click to share
- The contact page is hard to find

The image displays two versions of a landing page for an event titled "THE CHECKOUT". The top version is a desktop view, and the bottom version is a mobile view. Both pages feature a blue header with the event title "THE CHECKOUT" and "POWERED BY RETAIL BREW". The desktop version includes a "SPONSORED BY Bolt" banner, an "Event Details" section with a "REGISTER" button, a main content section with a sub-heading "The Checkout: How Retailers Today Think About the Customer Experience", and a "Speakers" section with four circular portraits and names. The mobile view shows a similar layout but with a larger "REGISTER" button and a different main content section.

THE CHECKOUT
POWERED BY RETAIL BREW

SPONSORED BY Bolt

Event Details
Virtual Event
November 10, 2021
12:00 - 12:40pm ET

REGISTER

The Checkout: How Retailers Today Think About the Customer Experience


With the pandemic ongoing, digital and physical lines continue to blur, and brands are transforming the customer experience (CX) in new ways to keep up with expectations.


This month, Retail Brew's The Checkout will explore the question retailers are asking themselves: How do we leverage our ecosystem to stand out while resonating with our shoppers? Karla Davis, VP of marketing at Ulta Beauty, joins us for a conversation to unpack the adage "The customer is always right," where we'll look at modern preferences, as well as the pressures to produce an elevated CX rooted in reimagined digital and in-store experiences.


Following that session, Bob Buch, chief business officer at Bolt, our sponsor, will sit down with Mike Beaumont, associate director of branded content at Morning Brew, to drill down on the opportunities the trending space of social commerce presents for retailers and shopper engagement, as well as how to ensure these activities are seamless when experience is everything.


*Note: This segment of the event is sponsored content by Bolt and does not involve Morning Brew's editorial team.

Speakers

 Jeena Sharma
REPORTER
RETAIL BREW

 Karla Davis
VICE PRESIDENT OF INTEGRATED
MARKETING & MEDIA
ULTA BEAUTY

 Mike Beaumont
ASSOCIATE DIRECTOR, BRANDED
CONTENT
MORNING BREW

 Bob Buch
CHIEF BUSINESS OFFICER
BOLT

Event Details
Virtual Event
November 10, 2021
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REGISTER

The Checkout: How Retailers Today Think About the Customer Experience

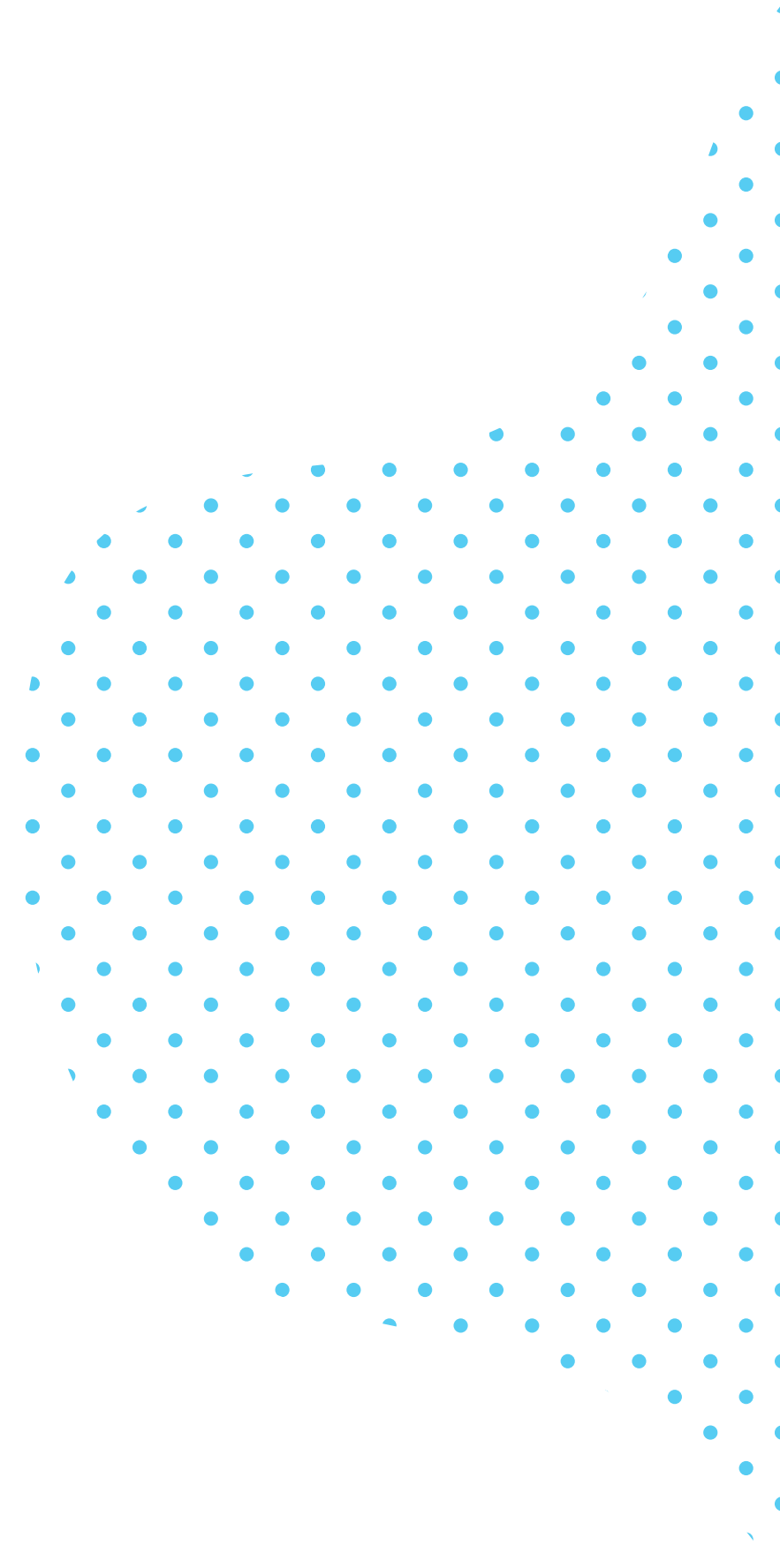
With the pandemic ongoing, digital and physical lines continue to blur, and brands are transforming the customer experience (CX) in new ways to keep up with expectations.

Agenda

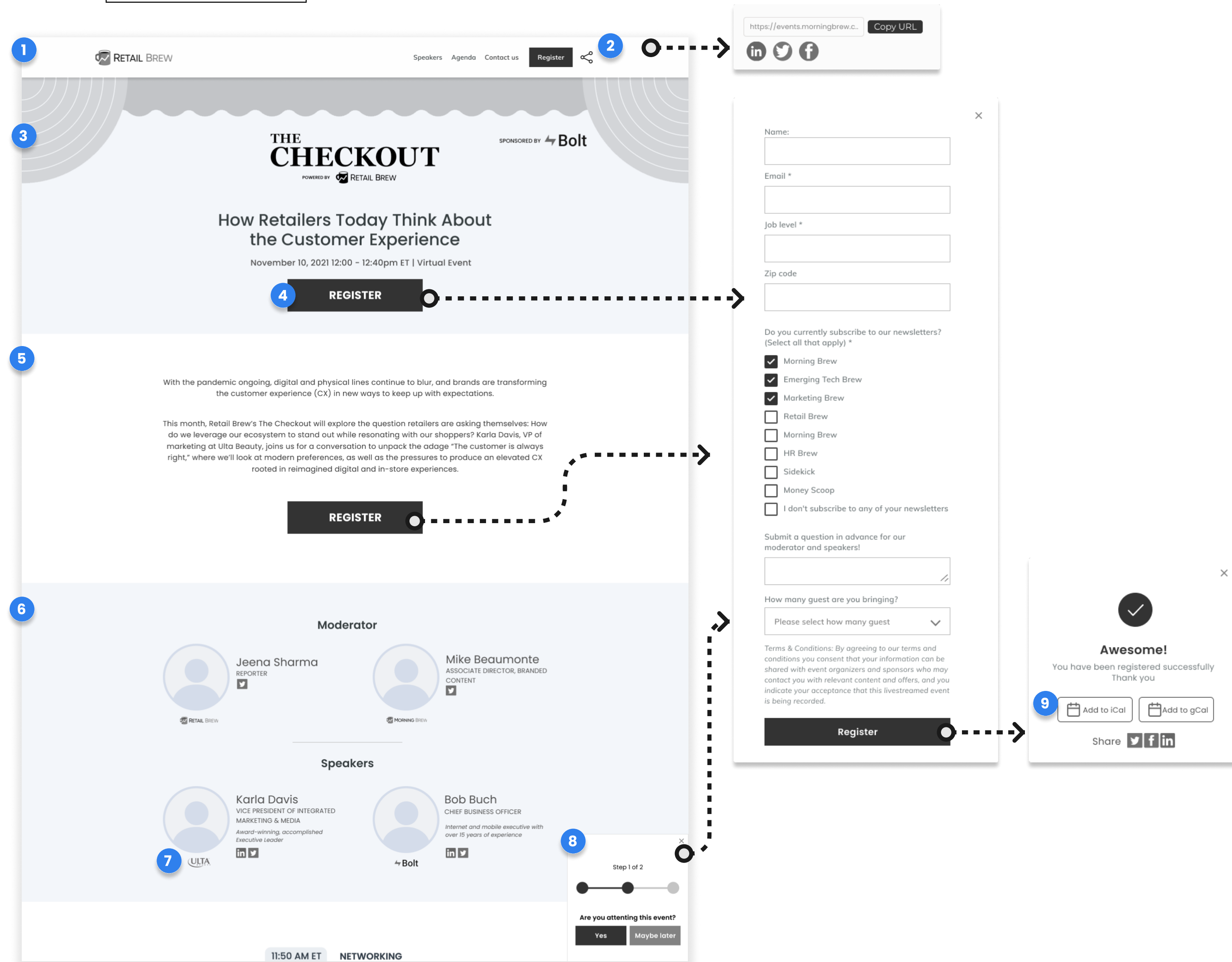
Solutions

The following solutions were made to order to focus on UX/UI considerations for event website and achieving user goals

- Get straight to the point by providing a clear statement of the event
- Add a heading to catch attention, and a subheading to provide additional information.
- Provide strong Call To Action
- Add navigation for directory so that users can find what they need quicker and to locate exactly what we're looking for.
- Provide multiple options to register
- Add to iCal and gCal to remind them so they won't miss the virtual event.
- Add a share button for social media to promote to their other network or colleague who might be also interested to attend or watch the event
- Speakers should be separate from the host to avoid confusion
- Few lines about the event speakers to highlight their expertise in the field. Also, be great In addition to names include headshots, logos, and LinkedIn profiles.
- Easy access for contact us
- Ensure color contrast and accessibility.
- All designs should be optimized for all mobile devices especially the hero banner.
- Archive content section from the past event



See full [wireframe page](#)



1. Navigation for directory
2. Share button or copy the link or share to FB, LinkedIn, and Twitter
3. Resized the banner to fit the event details (heading title) with time and date placed above the fold.
4. A strong call to action to focus register and placed above the fold
5. Show a section paragraphs about the event with another CTA to remind them
6. Speakers and Host/Moderators are separated to avoid confusion
7. Few lines about the event speakers to highlight their expertise, experience, and awards (if there's any). Logo of which company and social profiles to build trust and to entice people to register.
8. A sticky reminder pops up as you scroll down, appears if they are not registered yet
9. Add to iCal and gCal

See full [wireframe page](#)

The main wireframe page is divided into several sections:

- Event Agenda:** A vertical timeline with four items:
 - 11:50 AM ET NETWORKING**
 - 12:00 AM ET PROGRAMMING BEGINS** - Karla Davis, Vice President of Integrated Marketing and Media at Ulta Beauty with Jeena Sharma, Reporter at Retail Brew.
 - 12:30PM ET SPONSORED CONTENT SEGMENT PRESENTED BY BOLT** - Bob Buch, Chief Business Officer at Bolt, in conversation with Morning Brew's Mike Beaumonte.
 - 12:40PM ET PROGRAMMING CONCLUDES**
- About The Checkout:** A section with a paragraph of text and a "REGISTER" button.
- More Featured Events:** Three event cards with titles and dates:
 - "The CTA: Marketing Brew talks sustainability with Delta" by Minda Smiley / 11.9.2021
 - "NFT.NYC draws over 5,000 attendees" by JAMIE WILDE / 11.5.2021
 - "The Checkout: Unwrapping the 2021 holiday season's e-commerce shopping craze" by GLENDA TOMA / 09.29.2021
- Contact us:** A form with fields for Name, Email, and Message, and a "Send Message" button.
- Footer:** "THE CHECKOUT" logo, "POWERED BY RETAIL BREW", social media icons, and copyright information: "© 2021 Morning Brew, Inc. All Rights Reserved."

This modal window shows event details for "The Checkout Powered by Retail Brew" on Nov 10, 2021, from 12:00pm to 12:40pm. It includes options to "Add Google Meet video conferencing", "Join us Onsite", "Email" (10 minutes), and "Notification" (30 minutes). It also has a "Guests" section with "Add guests" and "Guest permissions" (Modify event, Invite others, See guest list).

The registration form includes fields for Name, Email, Job level, and Zip code. It has a section for newsletter subscriptions with checkboxes for Morning Brew, Emerging Tech Brew, Marketing Brew, Retail Brew, HR Brew, Sidekick, and Money Scoop. There is also a "Submit a question in advance" field and a "How many guest are you bringing?" dropdown menu.

This confirmation modal shows a checkmark icon and the text "Awesome! You have been registered successfully Thank you". It includes "Add to iCal" and "Add to gCal" buttons, and social sharing options for Twitter, Facebook, and LinkedIn.

9. Agenda/Schedule section w/ add to calendar buttons

10. About The Checkout sections with CTA

11. Archived from the past events

12. Easy access for contact us

Post Event Page

See full [wireframe page](#)

RETAIL BREW

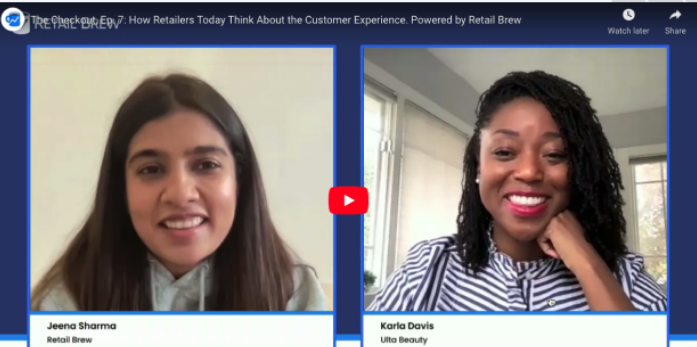
Speakers Agenda Contact us

THE CHECKOUT

POWERED BY RETAIL BREW

How Retailers Today Think About the Customer Experience

SPONSORED BY Bolt



Share

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Moderator

Jeena Sharma
REPORTER
RETAIL BREW

Mike Beaumonte
ASSOCIATE DIRECTOR, BRANDED CONTENT
MORNING BREW

Speakers

Karla Davis
VICE PRESIDENT OF INTEGRATED MARKETING & MEDIA
Award-winning, accomplished Executive Leader
ULTA

Bob Buch
CHIEF BUSINESS OFFICER
Internet and mobile executive with over 15 years of experience
Bolt

The Agenda

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Bob Buch, Chief Business Officer at Bolt, in conversation with Morning Brew's Mike Beaumonte.
- 12:40PM ET PROGRAMMING CONCLUDES

About The Checkout

Retail Brew's newsletter covers everything retail professionals need to know about everything their customers buy. The Checkout, an online event series powered by Retail Brew, will convene leading experts and practitioners to contemplate the biggest trends shaping modern retail experiences in real time and the lasting impacts today's news will have on retail's future. This is a monthly series.

SPONSORED BY Bolt

More Featured Events

- The CTA: Marketing Brew talks sustainability with Delta
Minda Smiley / 11.9.2021
- NFT.NYC draws over 5,000 attendees
JAMIE WILDE / 11.5.2021
- The Checkout: Unwrapping the 2021 holiday season's e-commerce shopping craze
GLENDA TOMA / 09.29.2021

Contact us

Name: Email:

Message*

[Send Message](#) or email Events@morningbrew.com

THE CHECKOUT

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SPONSORED BY Bolt

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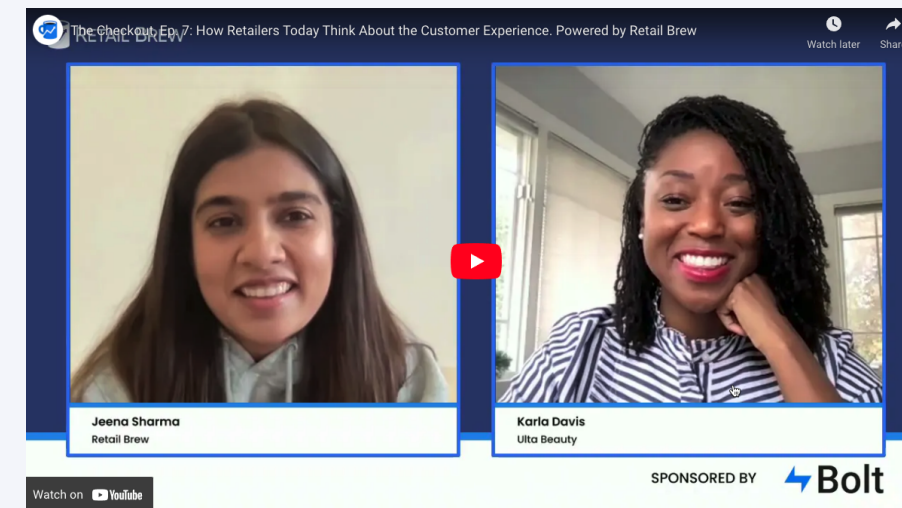
Moderator

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THE CHECKOUT

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Moderator



Jeena Sharma

REPORTER



All designs should be optimized for all mobile devices especially the hero banner.

See pre-event mobile full [wireframe page](#)

See post-event mobile full [wireframe page](#)

Thank you!

Questions?

