Idea Lab 2015

Draggable Checkout

This is just a quick sketch, not intended to be wireframes or final design. The only thing that should be derived from this document is an understanding of how a Draggable Checkout could work.

★macy's

Page Title
Basic Checkout
Page Context
Our standard checkout offers an opportunity to use multi-destination checkout.
Page Notes

#	Interface Desccription	Interaction
1	large button	On press, user transitions to the larger multi-checkout.

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sign in   my account ▼   stores   customer service

FREE SHIPPING with $99 purchase.   **FREE RETURNS** U.S. only. exclusions

the magic of **macy's**

Search or enter web ID   🔍

my bag (7)

HOME   BED & BATH   WOMEN   MEN   JUNIORS   KIDS   ACTIVE   BEAUTY   SHOES   HANDBAGS   JEWELRY   WATCHES   BRANDS

FALL FASHION   the gift guide   lists   deals & promotions   gift cards   **wedding registry**

your shopping bag

Bag ID: 3581-51277

Item availability and pricing are not guaranteed.

1

Multi-Checkout
If you have gifts, or want to ship to more than one recipient   Try it!

item	delivery	price	qty.	total
USA Pan Mini Loaf Pans, 4 Piece Set Color: NO COLOR Web ID: 758704 *This item may not be shipped to P.O.Box, Armed Forces Europe, Guam, Alaska, American Samoa, Armed Forces Americas, Federated States of Micronesia, Marshall Islands, Northern Mariana, Hawaii, Armed Forces Pacific, U.S. Virgin Islands, Palau.*	**ship it** ● direct from vendor: usually ships within -1 business days.	Now $24.99 Orig. $36.00	1	$24.99

customers also loved

FRANGO

Frango 15-Pc. Box of Chocola...

Your Choice $10.00
★★★★★ (2)

Move to list | Remove

Martha Stewart Collection Paisley Blocks Full/Queen Quilt Color: Red Size: Full/Queen Web ID: 8887447	**ship it** ● in stock: usually ships within 2 business days.	Sale $99.99 Reg. $200.00	1	$99.99

Multi-Checkout

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the magic of **macy's**

Search or enter web ID 🔍

my bag (7) 🛍

HOME   BED & BATH   WOMEN   MEN   JUNIORS   KIDS   ACTIVE   BEAUTY   SHOES   HANDBAGS   JEWELRY   WATCHES   BRANDS

▼ your shopping bag
Bag ID: 3581-51277

(Drag the bag icon to ship everything)

USA Pan Mini Loaf Pans, 4 Piece Set

Martha Stewart Collection, Paisley …

Rockport Essential Details, Waterproof

Fendi, Women's Swiss Timepiece, …

Calvin Klein Diamond-Weave knit

Drag each item…

Shipping

Next Day   **2 Day**   **5-8 Day**   **Pick Up**   **Pick**

…over a shipping speed…

Herald Sq   **Brook**

Payment

+ New

★macy's 1234

…1234

…1234

… then onto a payment method…

Recipient

+ New

You
New York, NY

Mark, (Friend)
Carleton, MN

Shireen,
Columbia, SC

MOM
St. Paul, MN

Alan (Cousin)
Raleigh, SC

John, (Bro
Aberdeen

…and finally onto a box to ship.

CANCEL

REVIEW

Multi-Checkout

Page Title		
Draggable Checkout Help		
Page Context		
This interface affords the user the opportunity to drag/drop items from their bag, through the choices for shipping speed, payment and destination.		
Page Notes		
#	Interface Desccription	Interaction
1	Instruction screen	On first use, this instruction screen allows the user to familiarize themselves with the new interface.

Multi-Checkout

Page Title
Click and Highlight

Page Context
As a backup, for those who are unfamiliar or unable to drag items, they can select an item one at a time and then select the options they want.

Page Notes		
#	Interface Desccription	Interaction
1	Select item	On press, item or option are highlighted.
2	Animated fulfillment	On press of a Recipient/ Destination, the item would animate itself over the chosen options to reinforce the idea that the user can drag items toward their choices.

sign in   my account ▼   stores   customer service

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the magic of
macy's

Search or enter web ID

my bag (7)

HOME   BED & BATH   WOMEN   MEN   JUNIORS   KIDS   ACTIVE   BEAUTY   SHOES   HANDBAGS   JEWELRY   WATCHES   BRANDS

▼ your shopping bag
Bag ID: 3581-51277

Rockport Essential Details, Waterproof

Fendi, Wom... Swiss Timepiece,

Calvin Klein ...iamond-Weave knit

**① **

Shipping

Next Day   **2 Day**   **5-8 Day** **②**

Pick Up
Herald Sq

Pick
Brook...

③

Payment

+ New

...1234

...1234

...1234

Martha Stewart Collection, Paisley ...

Recipient

+ New

④

You
New York, NY

1

Mark, (Friend)
Carleton, MN

Shireen,
Columbia, SC

MOM
St. Paul, MN

Alan (Cousin)
Raleigh, SC

John, (Bro...
Aberdeen...

CANCEL

REVIEW

Multi-Checkout

	Page Title	
	or Drag to Highlight	

Page Context
In this case, the user wants to buy a quilt for Mom, so he/she drags the icon over 5-8 Days (it highlights) and - as illustrated - over a credit card icon (highlighting).

Page Notes		
#	Interface Desccription	Interaction
1	Item list updates	As the user drags the icon out of the bag, the row of icons is updated and the item being processed is removed by user drag.
2	Shipping Speed	The user has dragged and held for a second over 5-8Day shipping. It highlights and the user moves on to payment.
4	New Recipient (or payment)	At any point the user can press on +New to create a new recipient (a dialog box would ask for name, relationship, shipping address) or a new card (name on card, number, expiration).