

# Task Analysis & Storyboards

*ToysRUs.com*

*<http://www.toysrus.com>*

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## Executive Summary

Task analyses were conducted for the ToysRUs website. Areas for improvement were identified in regard to streamlining processes and improving clarity. This report proposes changes to eight different tasks. Further user testing of the redesigned interfaces is recommended prior to implementation.

Improvements include:

- **Streamlining the number of steps necessary to complete each process.**
- **Reordering and rechunking the step sequence for clarity.** For the 'Apply for a Job' process, some content was moved to more appropriate sections. For this complex task, some of the components that previously spanned over numerous pages were consolidated onto fewer pages.
- **Eliminating wasted space at the top of the interface.** This allows critical content to be viewed above the fold.
- **Using the expand/collapse approach so that tasks can be accomplished on only one page.** This is a useful approach for less complex forms.
- **Improving the error message sequence.** In the redesign, the error message appears before the user tabs to the next field and the cursor remains in the offending input box (now highlighted). This provides added convenience for users since it saves them the step of moving the mouse and relicking in the form field requiring the correction.
- **Global implementation of AJAX (Web 2.0) technology.** This is already being applied in areas of the current website to provide instant feedback to users when they are completing forms. Additional areas where this feature currently does not exist are identified and listed in the *Interface Changes* sections.
- **Eliminating inconsistencies in the visual branding of the subsites.** Subsites include BabiesRUs, RewardsRUs, and BirthdaysRUs. Applying the style rules in the *Style Guidelines* to all subsites will help maintain consistency sitewide.
- **Improving navigation from subsites to the main ToysRUs website.** All subsite pages now contain a button users can click to return to the ToysRUs 'Home' page.

Storyboards show the various screens that users move through to complete the redesigned tasks. Flow charts are also included where additional clarification is necessary. Style guidelines to ensure consistency of design and implementation sitewide are provided in a separate document.

## Processes

The steps that are currently necessary to complete each of the eight tasks are outlined below followed by the redesigned path. Interface changes list enhancements and improvements. Storyboards that illustrate the new interface are also included.

Brackets [ ] indicate an event in the process such as a new page opening. Parentheses ( ) indicate where user error can occur. The *Interface Changes* sections include recommendations that address these issues for each process.

### Current Path 1. Create a New Account

1. Click on the 'create an account' link on the 'Home' page.  
[User is routed to the 'Sign In' page.]
2. Under "New Customers," enter E-mail address, password, confirm password and click on the 'Sign In' button.  
[User is routed to 'Welcome back' page.]
3. Text under the "Personal Information" heading reads: "You have not provided a membership number yet" next to the 'Enroll now' link.  
(The wording "membership" needs clarifying so users know this refers to the RewardsRUs program.)
4. Click on the 'Enroll now' link.  
[User is routed to the 'Enrollment in RewardsRUs' page.]
5. Click on the 'Edit My E-mail Preferences' link under the "E-mail Preferences" heading.  
[User is routed to the 'E-mail Preference Center Sign In' page.]  
(New customers can become confused by the 'E-mail Preference Center Sign In' since they have not set up their E-mail preferences yet.)
6. Enter e-mail and password and click on the 'Submit' button  
OR  
Click on the "Sign Up Now" button that appears within a box headed:  
"Don't have a Preference Center? Create one now!"  
[User is routed to the 'E-mail Preference Center Sign Up' page.]
7. Fill out the 'Your Information' section with name, password, e-mail, mailing address, and phone number.  
(Radio buttons to confirm age at the top of the page are not prominent so users may overlook it.)  
(When user fills out the 3 different fields for phone, error can occur if user does not remember to tab to next input box.)
8. Fill out the 'Newsletter Preferences' section.

9. Click on the 'Submit' button.  
[User is routed to the "Thank You" page. Just-in-time links provide users with a route to shop/browse, to learn about other ToysRUs programs, or to accomplish other related tasks (e.g., tracking an order).]

### **Redesigned Path 1. Create a New Account**


1. Click on the 'create an account' link on the 'Home' page.  
[User is routed to the 'Sign In' page.]
2. Under "New Customers," enter e-mail address, password, confirm password and click on the 'Sign In' button.  
[User is routed to the 'Welcome' page.]
3. User clicks on the 'Create my E-mail Preferences' link.  
[Additional form elements appear.]
4. Click on the "I am 17 years or older" radio button, enter optional phone number, choose desired e-mail preferences.
5. Click on the 'Submit' button.  
[User is routed to the "Thank You" page. Just-in-time links provide users with a route to shop/browse, to learn about other ToysRUs programs, or to accomplish other related tasks (e.g., tracking an order).]

### **Interface Changes**


- Steps that are not relevant to new customer sign-up and setting up e-mail preferences have been eliminated. Just-in-time links for these processes are included on the task completion page (see step 5 above).
- Labeling for "Edit My E-mail Preferences" has been changed to "Create My E-mail Preferences" for new customers.
- If password fails, the input box is highlighted and remains active rather than tabbing to the confirm box.
- Each portion of the phone number is entered in three separate input boxes with autopgression that advances users to the next form field automatically when the proper number of digits has been entered.
- Web 2.0 enhancements using AJAX technology include:
  - When entering password, a prompt shows users the security strength of the password they entered.
  - A prompt appears if the e-mail address is already in the system.
  - A prompt is added that indicates to users that age confirmation must be selected before filling out the remainder of the form. The redesign also makes this element more visually prominent.

## Storyboards


### Create an Account: Start Page

Logo	Top Navigation
<p data-bbox="289 394 1166 424"> <a href="#">Shop With Confidence</a>   <a href="#">Easy Returns</a>   <a href="#">Secure Shopping Guarantee</a>   <a href="#">Privacy Policy</a></p> <p data-bbox="289 441 376 470"><b>Sign In</b></p> <p data-bbox="289 480 1019 510">Signing in will allow you to access your existing account preferences and address book</p> <div data-bbox="228 541 761 579"><b>Returning Customers</b></div> <p data-bbox="248 596 643 640">If you've shopped with us before, please enter your E-mail address and password.</p> <p data-bbox="248 651 318 674">E-mail:</p> <input data-bbox="253 674 501 709" type="text"/> <p data-bbox="248 718 342 741">Password:</p> <input data-bbox="253 741 501 777" type="text"/> <p data-bbox="253 800 329 823"><input type="button" value="SIGN IN"/></p> <p data-bbox="248 840 415 863"><a href="#">Forgot your password?</a></p> <div data-bbox="831 541 1364 579"><b>New Customers</b></div> <p data-bbox="846 596 1227 619">Enter your E-mail address and create a password</p> <p data-bbox="846 651 915 674">E-mail:</p> <input data-bbox="850 674 1099 709" type="text"/> <p data-bbox="846 718 940 741">Password:</p> <input data-bbox="850 741 1099 777" type="text"/> <p data-bbox="846 787 1013 810">Confirm Password:</p> <input data-bbox="850 810 1099 846" type="text"/> <p data-bbox="850 863 915 886"><input type="button" value="SIGN IN"/></p> <p data-bbox="224 917 1297 940">If you would like to track your order without logging in, you can just enter the order number and billing zip code in the form below.</p> <div data-bbox="228 961 761 999"><b>Track Your Order</b></div> <p data-bbox="248 1014 1088 1037">See your order even if you are not a registered user. Enter the order number and the billing zip code.</p> <p data-bbox="248 1052 318 1075">E-mail:</p> <input data-bbox="253 1075 501 1110" type="text"/> <p data-bbox="248 1119 342 1142">Password:</p> <input data-bbox="253 1142 501 1178" type="text"/> <input data-bbox="548 1142 625 1165" type="button" value="SIGN IN"/>	
<b>Bottom Navigation &amp; Footer</b>	


## Create an Account: Clicking into the E-mail box with Message

Logo	Top Navigation
<p> <a href="#">Shop With Confidence</a>   <a href="#">Easy Returns</a>   <a href="#">Secure Shopping Guarantee</a>   <a href="#">Privacy Policy</a></p>	
<p><b>Sign In</b> Signing in will allow you to access your existing account preferences and address book</p>	
<p><b>Returning Customers</b></p> <p>If you've shopped with us before, please enter your E-mail address and password.</p> <p>E-mail: <input type="text"/></p> <p>Password: <input type="password"/></p> <p><input type="button" value="SIGN IN"/></p> <p><a href="#">Forgot your password?</a></p>	<p><b>New Customers</b></p> <p>Enter your E-mail address and create a password</p> <p>E-mail: <input type="text"/></p> <p><b>i</b> This email address will be used whenever you sign into your Toys R Us account.</p> <p>Password: <input type="password"/></p> <p>Confirm Password: <input type="password"/></p> <p><input type="button" value="SIGN IN"/></p>
<p>If you would like to track your order without logging in, you can just enter the order number and billing zip code in the form below.</p>	
<p><b>Track Your Order</b></p> <p>See your order even if you are not a registered user. Enter the order number and the billing zip code.</p> <p>E-mail: <input type="text"/></p> <p>Password: <input type="password"/></p> <p><input type="button" value="SIGN IN"/></p>	
<p><b>Bottom Navigation &amp; Footer</b></p>	


## Create an Account: Clicking into the Password Box with Message

Logo	Top Navigation
 Shop With Confidence <a href="#">Easy Returns</a>   <a href="#">Secure Shopping Guarantee</a>   <a href="#">Privacy Policy</a>	
<p><b>Sign In</b></p> <p>Signing in will allow you to access your existing account preferences and address book</p>	
<p><b>Returning Customers</b></p> <p>If you've shopped with us before, please enter your E-mail address and password.</p> <p>E-mail: <input type="text"/></p> <p>Password: <input type="password"/></p> <p><input type="button" value="SIGN IN"/></p> <p><a href="#">Forgot your password?</a></p>	<p><b>New Customers</b></p> <p>Enter your E-mail address and create a password</p> <p>E-mail: <b>joesample@gmail.com</b></p> <p>Password: <input type="password"/> Password Strength <input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/></p> <p><b>i</b> Use a minimum of 6 characters. You may use letters, numbers, and underscores. You may not use a dot (.).</p> <p>Confirm Password: <input type="password"/></p> <p><input type="button" value="SIGN IN"/></p>
<p>If you would like to track your order without logging in, you can just enter the order number and billing zip code in the form below.</p>	
<p><b>Track Your Order</b></p> <p>See your order even if you are not a registered user. Enter the order number and the billing zip code.</p> <p>E-mail: <input type="text"/></p> <p>Password: <input type="password"/> <input type="button" value="SIGN IN"/></p>	
<p align="center"><b>Bottom Navigation &amp; Footer</b></p>	


## Create an Account: Typing the First Password Character with Message

Logo	Top Navigation
<p data-bbox="289 338 1166 367"> <a href="#">Shop With Confidence</a>   <a href="#">Easy Returns</a>   <a href="#">Secure Shopping Guarantee</a>   <a href="#">Privacy Policy</a></p> <p data-bbox="293 386 375 415"><b>Sign In</b></p> <p data-bbox="293 426 1019 453">Signing in will allow you to access your existing account preferences and address book</p> <div data-bbox="228 489 761 527"><b>Returning Customers</b></div> <p data-bbox="250 541 643 585">If you've shopped with us before, please enter your E-mail address and password.</p> <p data-bbox="250 596 318 617">E-mail:</p> <input data-bbox="253 621 501 653" type="text"/> <p data-bbox="250 663 342 684">Password:</p> <input data-bbox="253 688 501 720" type="password"/> <p data-bbox="261 747 326 768"><input type="button" value="SIGN IN"/></p> <p data-bbox="250 785 415 806"><a href="#">Forgot your password?</a></p> <div data-bbox="829 489 1362 527"><b>New Customers</b></div> <p data-bbox="846 541 1227 562">Enter your E-mail address and create a password</p> <p data-bbox="846 596 1138 617">E-mail: <b>joesample@gmail.com</b></p> <p data-bbox="846 632 938 653">Password:</p> <input data-bbox="849 657 1094 688" type="password"/> <span data-bbox="1105 657 1198 688">Too Short ■■■□□</span> <p data-bbox="854 705 1260 762"><b>i</b> Use a minimum of 6 characters. You may use letters, numbers, and underscores. You may not use a dot (.). Capitalization matters.</p> <p data-bbox="846 772 1011 793">Confirm Password:</p> <input data-bbox="849 798 1094 829" type="password"/> <p data-bbox="854 852 919 873"><input type="button" value="SIGN IN"/></p> <p data-bbox="225 936 1297 957">If you would like to track your order without logging in, you can just enter the order number and billing zip code in the form below.</p> <div data-bbox="228 982 761 1020"><b>Track Your Order</b></div> <p data-bbox="250 1035 1089 1056">See your order even if you are not a registered user. Enter the order number and the billing zip code.</p> <p data-bbox="250 1071 318 1092">E-mail:</p> <input data-bbox="253 1096 501 1127" type="text"/> <p data-bbox="250 1138 342 1159">Password:</p> <input data-bbox="253 1163 501 1194" type="password"/> <input data-bbox="548 1163 625 1194" type="button" value="SIGN IN"/>	
<b>Bottom Navigation &amp; Footer</b>	

## Create an Account: Completed Password with Message

Logo	Top Navigation
 Shop With Confidence <a href="#">Easy Returns</a>   <a href="#">Secure Shopping Guarantee</a>   <a href="#">Privacy Policy</a>	
<p><b>Sign In</b></p> <p>Signing in will allow you to access your existing account preferences and address book</p>	
<p><b>Returning Customers</b></p> <p>If you've shopped with us before, please enter your E-mail address and password.</p> <p>E-mail: <input type="text"/></p> <p>Password: <input type="password"/></p> <p><input type="button" value="SIGN IN"/></p> <p><a href="#">Forgot your password?</a></p>	<p><b>New Customers</b></p> <p>Enter your E-mail address and create a password</p> <p>E-mail: <b>joesample@gmail.com</b></p> <p>Password: <input type="password"/> <b>Very Strong</b></p> <p><b>i</b> Use a minimum of 6 characters. You may use letters, numbers, and underscores. You may not use a dot (.).</p> <p>Confirm Password: <input type="password"/></p> <p><input type="button" value="SIGN IN"/></p>
<p>If you would like to track your order without logging in, you can just enter the order number and billing zip code in the form below.</p>	
<p><b>Track Your Order</b></p> <p>See your order even if you are not a registered user. Enter the order number and the billing zip code.</p> <p>E-mail: <input type="text"/></p> <p>Password: <input type="password"/>    <input type="button" value="SIGN IN"/></p>	
<p align="center"><b>Bottom Navigation &amp; Footer</b></p>	

## Create an Account: Confirming Password with Disappeared Message

Logo	Top Navigation
<p data-bbox="289 338 1166 365"> <a href="#">Shop With Confidence</a>   <a href="#">Easy Returns</a>   <a href="#">Secure Shopping Guarantee</a>   <a href="#">Privacy Policy</a></p> <p data-bbox="289 386 375 413"><b>Sign In</b></p> <p data-bbox="289 426 1019 453">Signing in will allow you to access your existing account preferences and address book</p> <div data-bbox="228 487 761 527"><p><b>Returning Customers</b></p></div> <p data-bbox="245 541 643 585">If you've shopped with us before, please enter your E-mail address and password.</p> <p data-bbox="245 596 315 619">E-mail:</p> <input data-bbox="250 621 501 653" type="text"/> <p data-bbox="245 663 341 686">Password:</p> <input data-bbox="250 688 501 720" type="password"/> <p data-bbox="250 743 326 772"><input type="button" value="SIGN IN"/></p> <p data-bbox="245 785 412 808"><a href="#">Forgot your password?</a></p> <div data-bbox="829 487 1365 527"><p><b>New Customers</b></p></div> <p data-bbox="841 541 1229 564">Enter your E-mail address and create a password</p> <p data-bbox="841 596 1138 619">E-mail: <b>joesample@gmail.com</b></p> <p data-bbox="841 632 937 655">Password:</p> <input data-bbox="846 657 1097 688" type="password"/> <span data-bbox="1105 657 1198 688">Very Strong</span> <span data-bbox="1105 674 1198 688">■■■■■</span>	

**Track Your Order**

## Create an Account: Welcome Page

Logo	Top Navigation	
<b>Search:</b> <input type="text" value="All Products"/>	<input type="text"/>	<input type="button" value="GO!"/>
<p>Welcome back, joesample@gmail.com! If you are not joesample@gmail.com, <a href="#">click here</a></p>		
<p><b>Hi, joesample@gmail.com. Welcome back to Toys“R”Us/Babies“R”Us.</b> If you are not joesample@gmail.com, <a href="#">click here</a></p>		
<p><u>Everything you need to track your orders, update your address book, edit your account information and more is right here.</u></p>		
<p><b>Personal Information</b></p> <p>E-mail: <a href="#">joesample@gmail.com</a> (update) Password: ***** (update)</p> <p><b>Rewards“R”Us</b> You have not provided a membership number yet</p> <p><a href="#">Enter your membership number</a>    OR    <a href="#">Enroll now</a></p>	<p><b>E-mail Communications</b></p> <p><b>Currently, I'm subscribed to:</b></p> <ul style="list-style-type: none"> <li>◦ <a href="#">Toys“R”Us Newsletter</a></li> <li>• <a href="#">Create My E-mail Preferences</a></li> </ul>	
<p><b>Order Status &amp; Tracking</b></p>		
<ul style="list-style-type: none"> <li>• <a href="#">Order Status / Tracking</a></li> <li>• <a href="#">E-mails About Your Order</a></li> <li>• <a href="#">Delivery of your items</a></li> <li>• <a href="#">Cancellations</a></li> </ul>		
<p><b>Account Features</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Billing Address</a></li> <li>• <a href="#">Shipping Address</a></li> <li>• <a href="#">Check Gift Card Balance</a></li> </ul>		
<p style="text-align: center;"><b>Bottom Navigation &amp; Footer</b></p>		

## Create an Account: Create E-mail Preferences

Logo	Top Navigation
<p><b>Search:</b> <input type="text" value="All Products"/> <input style="width: 150px;" type="text"/> <input type="button" value="GO!"/></p> <p style="text-align: right;">Welcome back, joesample@gmail.com! If you are not joesample@gmail.com, <a href="#">click here</a></p> <p><b>Hi, joesample@gmail.com. Welcome back to Toys“R”Us/Babies“R”Us.</b> If you are not joesample@gmail.com, <a href="#">click here</a></p> <p><u>Everything you need to track your orders, update your address book, edit your account information and more is right here.</u></p>	
<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 10px;"><b>Personal Information</b></div> <p>E-mail: <a href="#">joesample@gmail.com</a> (update) Password: ***** (update)</p> <p><b>Rewards“R”Us</b> You have not provided a membership number yet</p> <p><a href="#">Enter your membership number</a>    OR    <a href="#">Enroll now</a></p> <div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 10px;"><b>Order Status &amp; Tracking</b></div> <ul style="list-style-type: none"> <li>• <a href="#">Order Status / Tracking</a></li> <li>• <a href="#">E-mails About Your Order</a></li> <li>• <a href="#">Delivery of your items</a></li> <li>• <a href="#">Cancellations</a></li> </ul> <div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 10px;"><b>Account Features</b></div> <ul style="list-style-type: none"> <li>• <a href="#">Billing Address</a></li> <li>• <a href="#">Shipping Address</a></li> <li>• <a href="#">Check Gift Card Balance</a></li> </ul>	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 10px;"><b>E-mail Communications</b></div> <p><b>Currently, I'm subscribed to:</b></p> <ul style="list-style-type: none"> <li>◦ Toys“R”Us Newsletter</li> <li>• <a href="#">Create My E-mail Preferences</a></li> </ul> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p><i>* = Required field</i></p> <p>* I am 17 or older    <input type="radio"/> Yes    <input type="radio"/> No</p> <p>Cell Phone: <input style="width: 30px;" type="text"/>-<input style="width: 30px;" type="text"/>-<input style="width: 30px;" type="text"/> <i>Enter your mobile phone number if you would like text messages and updates when they become available.</i></p> <p>* I would like to receive the following communications:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Toys“R”Us:</b> Updates on sales, promotions, new products, and more.</li> <li><input type="checkbox"/> <b>Babies“R”Us:</b> Updates on sales, promotions, new products, and more.</li> </ul> <p>I would also like to receive the following communications:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Safety and Recall notices:</b> Updates on sales, promotions, new products, and more.</li> <li><input type="checkbox"/> <b>Toys“R”Us Guide for Differently-Abled Kids:</b> This will provide notification when this annual guide is available online.</li> </ul> <p>Preferred E-mail format:    <input type="radio"/> HTML   <input type="radio"/> Text   <input type="radio"/> Not Sure</p> </div> <div style="text-align: right; margin-top: 20px;"><input type="button" value="SUBMIT"/></div>
Bottom Navigation & Footer	

## Current Path 2. Design Your Own Gift Card

Refer to the *Flow Chart for Current Path 2. Design Your Own Gift Card* (pages 19–20) that illustrates the following process.

1. Click on the 'Design Your Own Gift Card' button.  
[User is routed to a page displaying two tabs: 'Image' and 'Aa Message'. By default, the 'Image' tab is active.]
2. With the image tab active, click on the 'Upload your own image'  
OR  
'Add a background' button.  
[Rotate and resize options are available.]
3. If desired, user clicks on the 'Aa Message' tab and enters desired text, and selects font and color.  
(User may not know that adding a message is optional.)
4. Click the 'Spellcheck' button.  
[A pop-up window appears.]
5. If wrong spelling is detected, the user clicks the 'Correct' or 'Skip' button.  
[When spell check is completed, a second pop-up appears and user clicks, 'Complete.' The pop-up disappears and the previous window is active again.]
6. Click on the 'Continue' button.  
(This button is located below the fold so users are left wondering how to continue to the next step.)  
[User is routed to a new, untitled page.]
7. Select \$ amount.  
[Two ways to indicate \$ amount are provided: (1) A drop down menu for selecting amount, or (2) a field for user to type in the \$ amount.]  
(This page is confusing because it includes a step from each of two separate phases of the process: designing a gift card, and personalizing a greeting card.)
8. Click 'Continue' button.  
[User is routed to the 'Select Your Greeting Card' page.]  
(Users can become confused by the inconsistent wording that refers to the gift card and the personalized greeting card.)
9. User reviews greeting card selections.  
[Local navigation in the left column provides links to different card design categories, e.g., Holidays, Special Occasions, etc. When the user clicks on a category, the designs for that category are displayed.]
10. Click on 'Select & Personalize' link under user selection.  
[User is routed to a new page that shows an enlarged view of the selected card.]

11. Click on the 'Personalize' button.  
[User is routed to a page displaying two tabs: 'Image' and 'Aa Message'. By default, the 'Aa Message' tab is active.]
12. Type in personal message, spell check, and select font and color.
13. Upload image for an inside and/or the back panel of the card if desired.
14. Click on the 'Continue' button.  
[User is routed to the 'Review your Gift' page.]
15. Review the card and edit if necessary.
16. When satisfied, click the checkbox in the 'Accept Terms of Service' section.
17. Click on the 'Add to Bag' button.  
(This label is inconsistent with the 'Add to Cart' label used everywhere else on the website, particularly since the user completes this task on the 'Your Shopping Cart' page.)  
[User is routed to the 'Enter Your Return Address' page.]
18. Enter return address. Options include requesting a blank envelope, and entering a nickname.  
(When user clicks on 'Add to Bag' above, they assume they have completed the task, and may become confused when they arrive at a page showing that an additional step is necessary.)
19. Click on the 'Continue' button.  
[User is routed to the 'Your Shopping Cart' page.]
20. Review contents of cart on the 'Your Shopping Cart' page.
21. Click on the 'Proceed to Secure Checkout' button.  
[User is routed to the 'Checkout' page.]

## **Redesigned Path 2. Design Your Own Gift Card**

Refer to the *Flow Chart for Redesigned Path 2. Design Your Own Gift Card* (pages 21–22) that illustrates the following process.

1. Click on the 'Design Your Own Gift Card' button.  
[User is routed to a page displaying three tabs: 'Image,' 'Aa Message,' and '\$ Amount.' By default, the '\$ Amount' tab is active.]
2. User clicks on the 'Select \$ Amount' tab and selects amount in one of two ways:  
(1) a drop down menu, or an input box to enter the amount.
3. Click on the 'Image' tab.

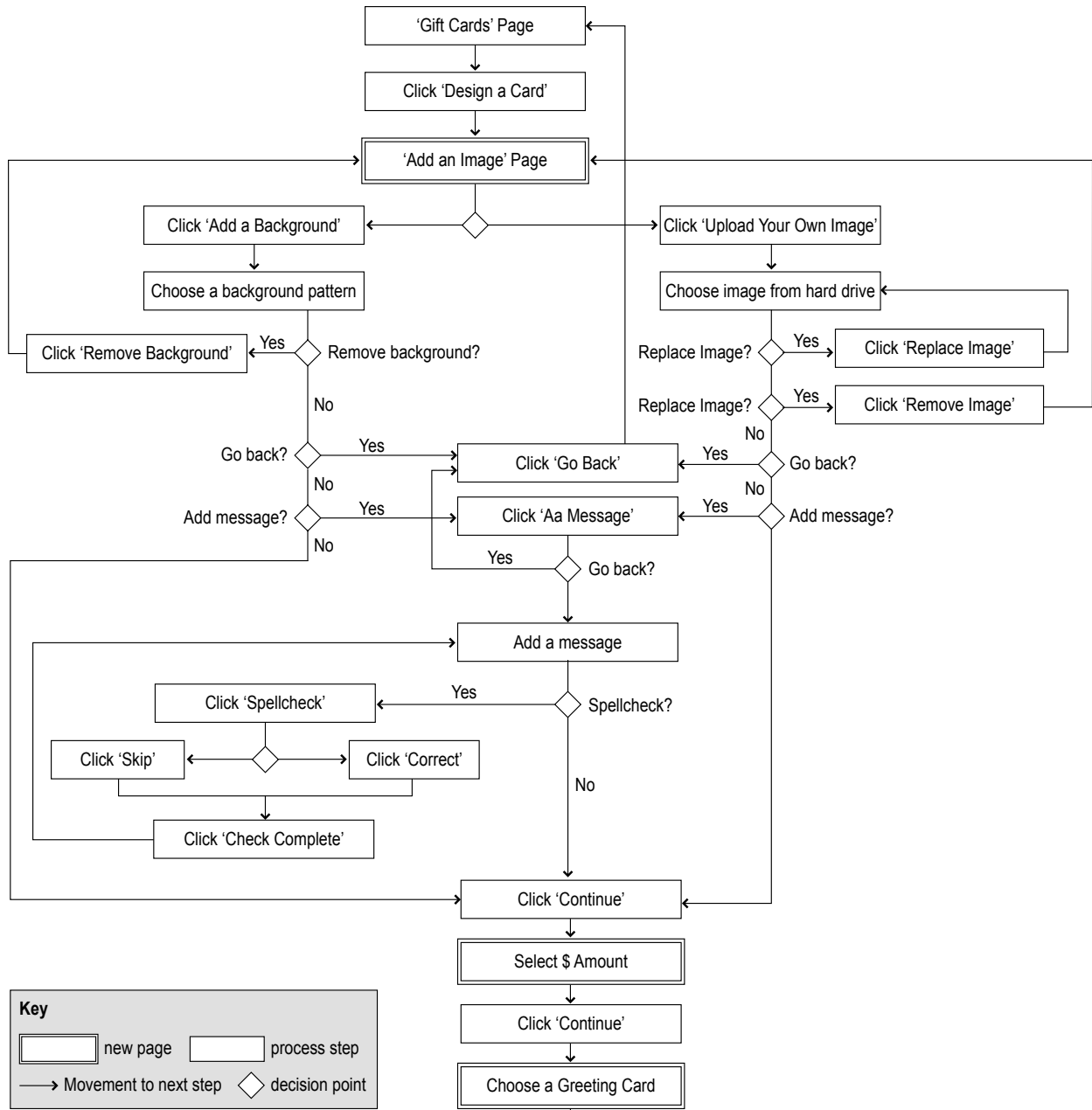
4. With the image tab active, click on the 'Upload your own image'  
OR  
'Add a background' button.  
[Rotate and resize options are available.]
5. If desired, click on the 'Aa Message' tab and type in text, and select font and color.
6. Click the 'Spellcheck' button.  
[A pop-up window appears.]
7. If wrong spelling is detected, the user clicks the 'Correct' or 'Skip' button.  
[When the spell check process is completed, the 'Done' button becomes clickable.]
8. User clicks the 'Done' button.  
[The 'Spellcheck' pop-up window disappears and the previous page is active again.]
9. Click on the 'Continue' button.  
[User is routed to the 'Select Your Greeting Card' page.]
10. User reviews greeting card selections.  
[Local navigation in left column provides links to different card design categories, e.g., Holidays, Special Occasions, etc. When the user clicks on a category, the designs for that category are displayed.]
11. Click on the 'Select & Personalize' link under user selection.  
[User is routed to a new page that shows an enlarged view of the selected card.]
12. Click on the 'Personalize' button.  
[User is routed to a page displaying two tabs: 'Image' and 'Aa Message'. By default, the 'Aa Message' tab is active.]
13. Type in personal message, spell check, and select font and color.
14. Upload image for an inside and/or the back panel of the card if desired.
15. Click on the 'Continue' button.  
[User is routed to the 'Enter Your Return Address' page.]
16. Enter return address. Options also include requesting a blank envelope, and entering a nickname.
17. Click on the 'Continue' button.  
[User is routed to the 'Review your Gift' page.]

18. Review the greeting card and edit if necessary and click the checkbox in the 'Accept Terms of Service' section.
19. Click on the 'Add to Cart' button.  
[User is routed to the 'Your Shopping Cart' page.]
20. Review contents of cart on the 'Your Shopping Cart' page.
21. Click on the 'Proceed to Secure Checkout' button.  
[User is routed to the 'Checkout' page.]

## Interface Changes

- Throughout, excess white space between the top navigation/banner area and elements in the main content area has been eliminated, allowing more of the interface to appear above the fold.
- Text that indicates that message is optional is added to the 'Design Your Own Gift Card' page.
- The 'Continue' button located on the 'Design Your Own Gift Card' page is brought up in closer proximity to the design interface.
- The page that contains wording about the personalized greeting card and where users select \$ amount has been eliminated. The new placement for these elements are listed below:
  - 'Select \$ Amount' is added as a third tab to the previous 'Design a Gift Card' page.
  - The text that refers to the personalized greeting card is moved to the top of the 'Select Your Greeting Card' page.
- Larger, bolder text is used to emphasize the active step in the process bar that appears at the top of each page. The previous text style was not prominent enough, and could easily be confused with linked text.
- Text labels for the inactive steps are now links to provide greater navigational flexibility to the user who may wish to return to a previous step in order to make changes.
- The label "Add to Bag" has been changed to "Add to Cart." for the current step #15. • "Add to Cart" replaces the label "Add to Bag" since this wording is consistent with the labeling used throughout the website.

### Flow Chart for Current Path 2. Design Your Own Gift Card

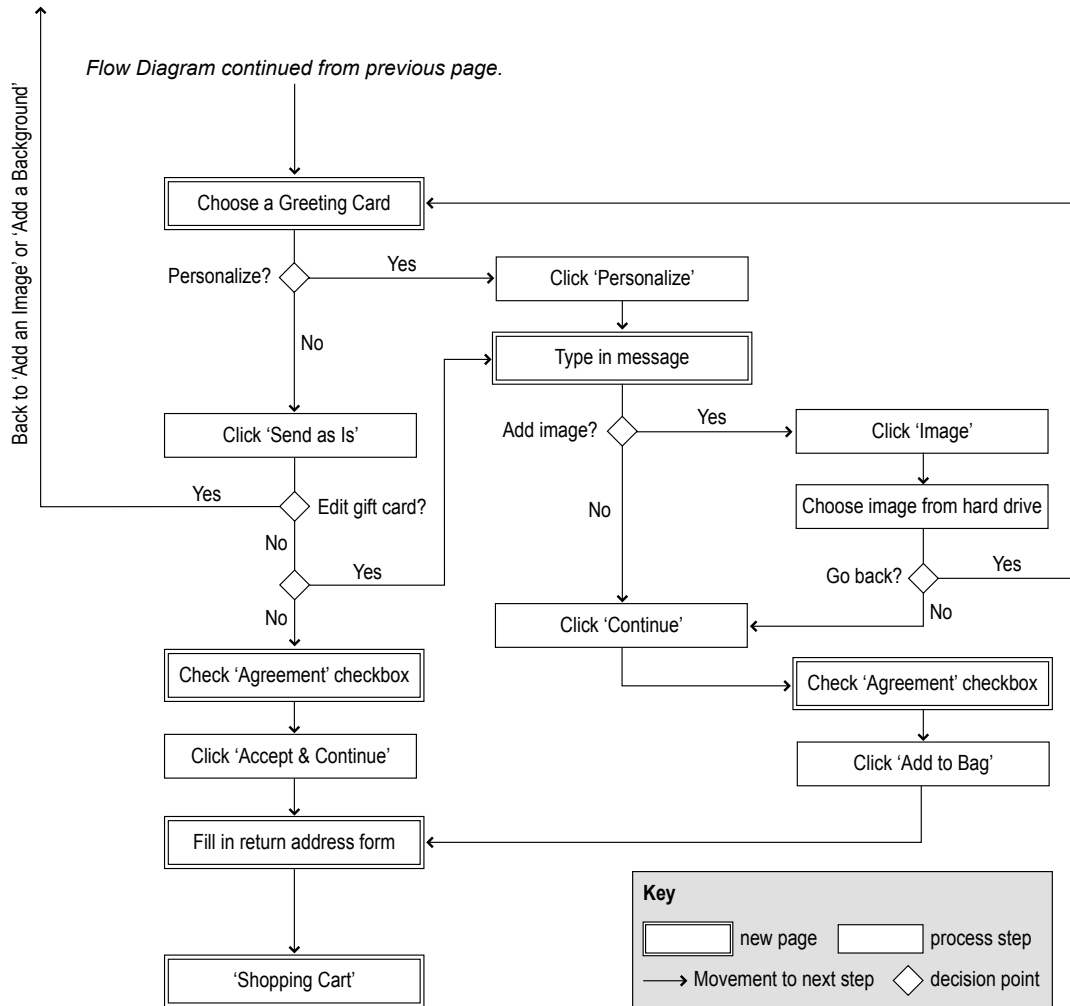


**Key**

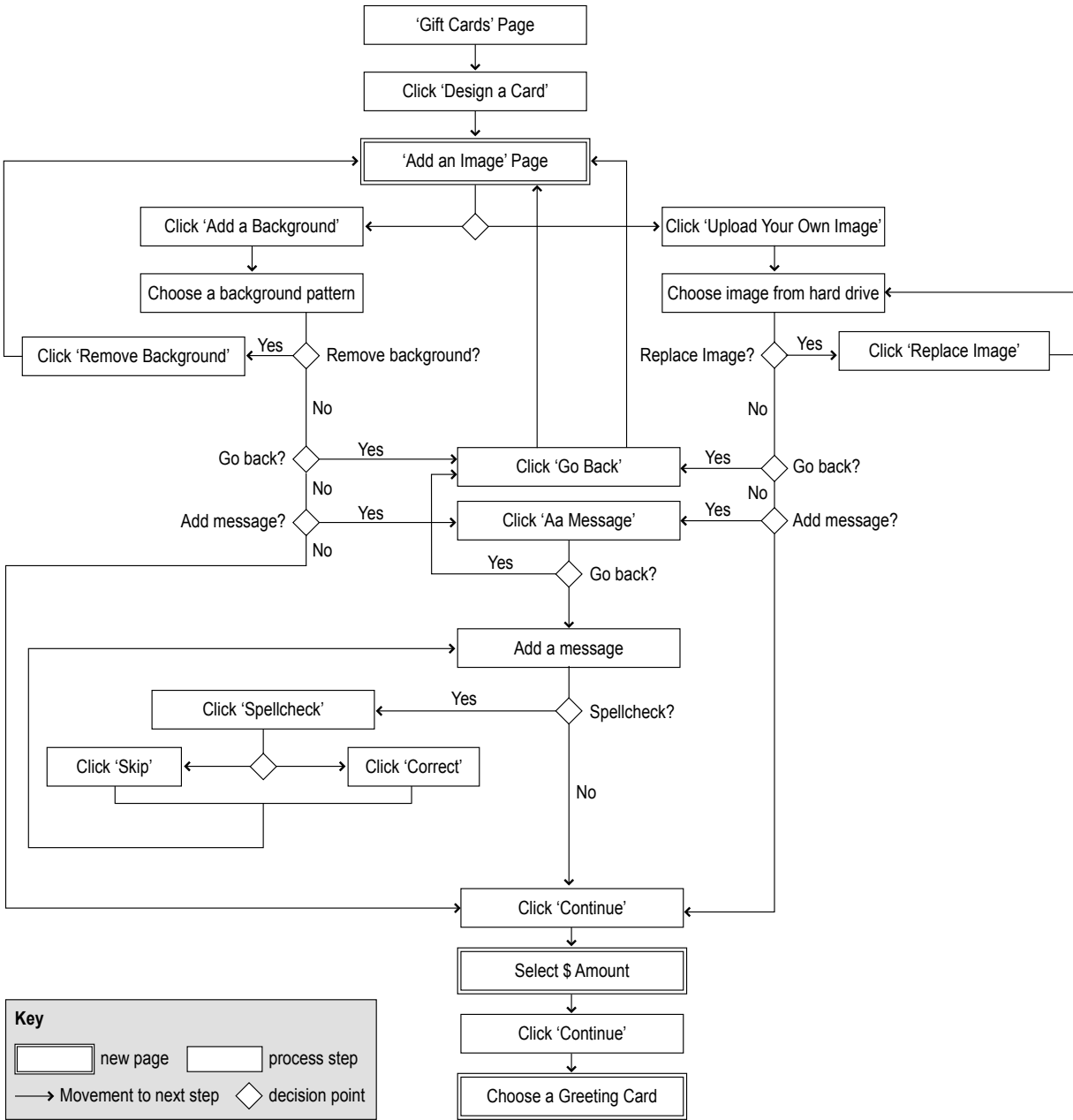
- new page
- process step
- Movement to next step
- ◇ decision point

Flow Diagram continued on next page.

Flow Chart for Current Path 2. Design Your Own Gift Card, *continued*

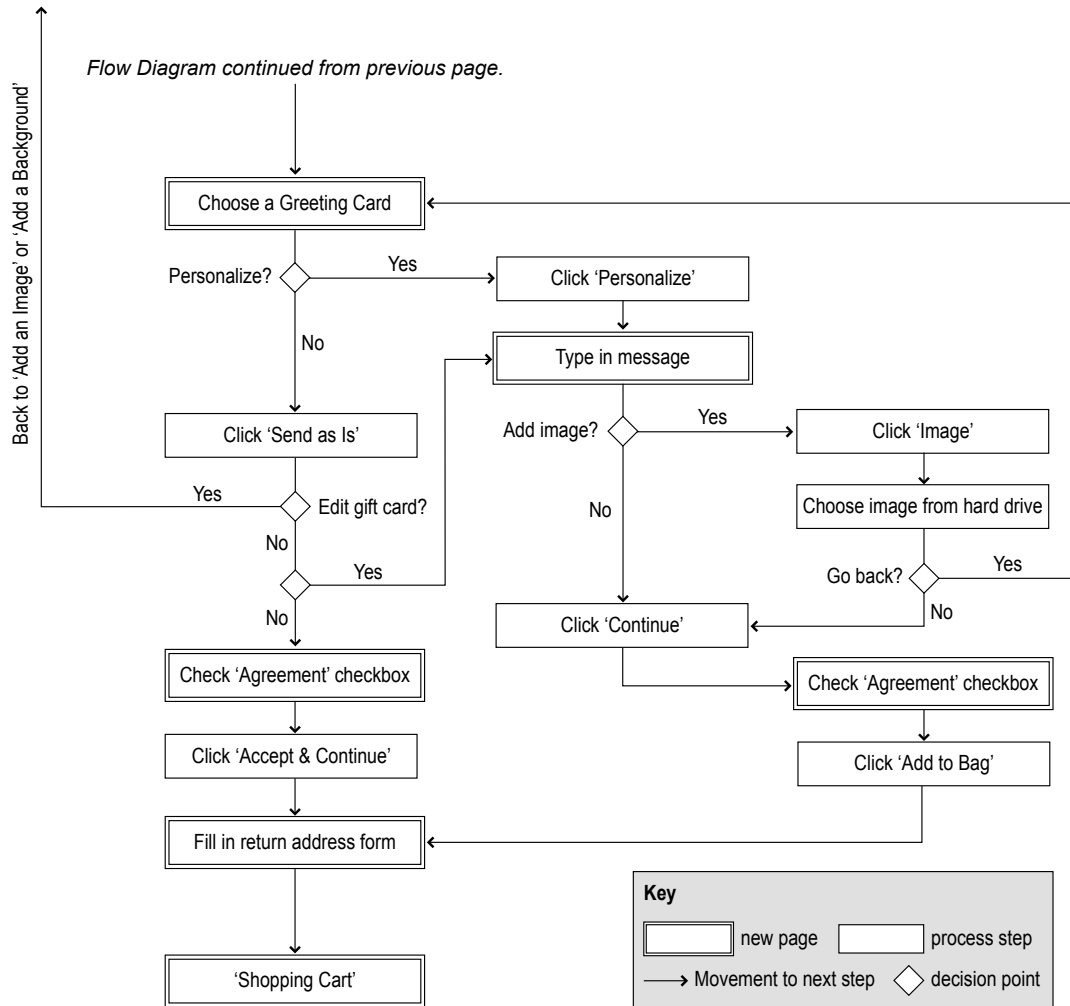


Flow Chart for Redesigned Path 2. Design Your Own Gift Card, *continued*



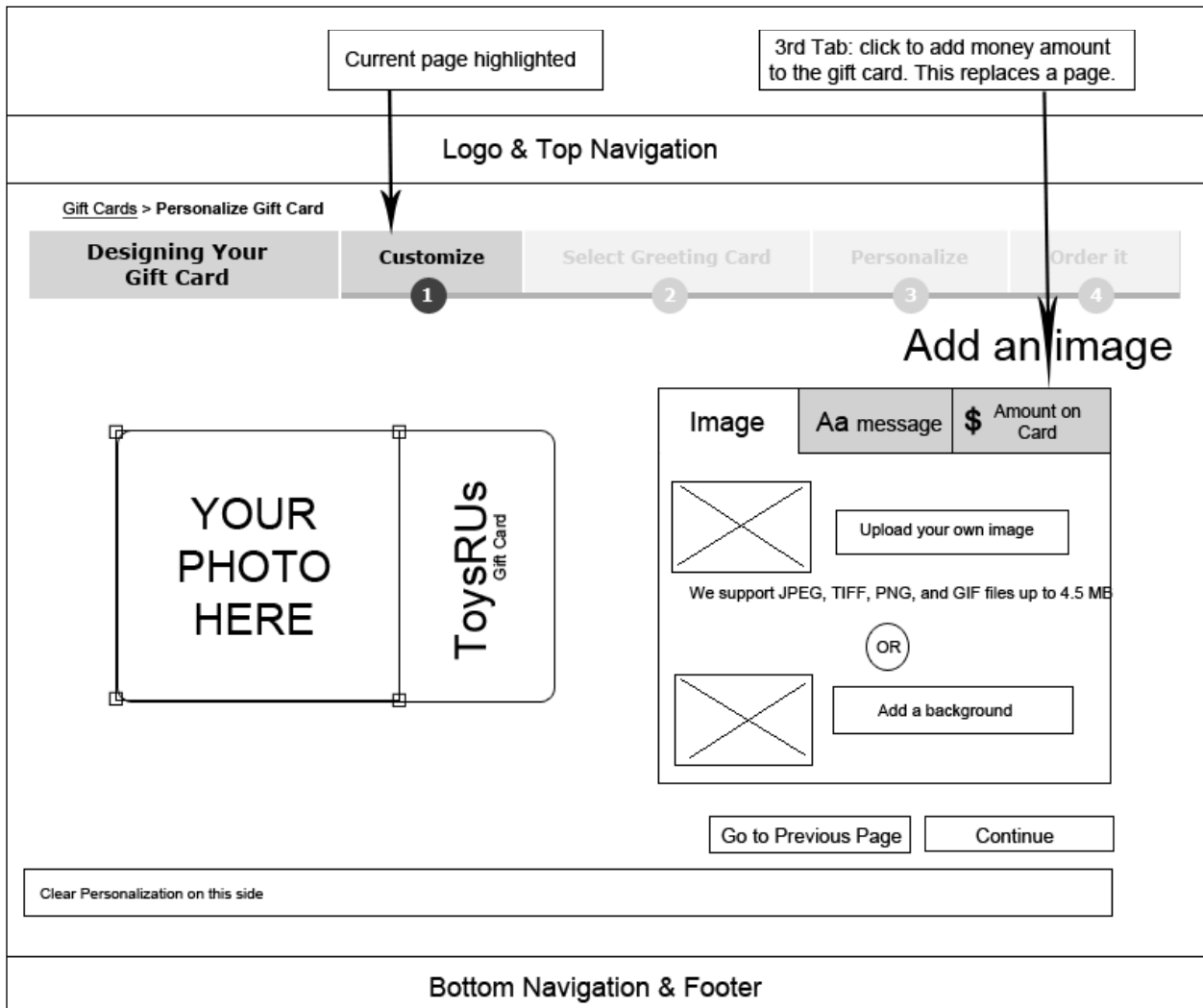
Flow Diagram continued on next page.

Flow Chart for Redesigned Path 2. Design Your Own Gift Card, *continued*



# Storyboards

## Design Your Own Gift Card: Add an Image



## Design Your Own Gift Card: Select a Greeting Card

**Logo & Top Navigation**

[Gift Cards](#) > [Personalize Gift Card](#) > **Select a Greeting Card**

**Designing Your Gift Card**

Customize  
**1**

**Select Greeting Card**  
**2**

Personalize  
**3**

Order it  
**4**

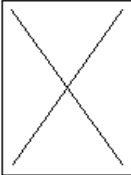
Select a Greeting Card

greeting cards

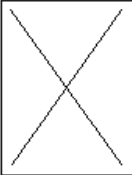
- ▶ [XXXXXXXXXX](#)
- ▶ [XXXXXXXXXXXXXXXXXXXX](#)
- ▶ [XXXXXXXXXXXXXXXXXXXX](#)
- ▼ [XXXXXXXXXXXX](#)
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- [XXXXXXXXXXXX](#)
- [XXXXXXXXXXXXXXXXXXXX](#)

"XXXXXXXXXXXX" is showing 44 cards

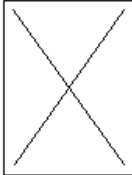
1 2 3 4 >> [View All](#)



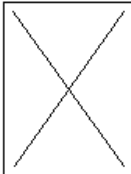
Select &  
Personalize



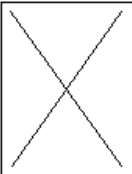
Select &  
Personalize



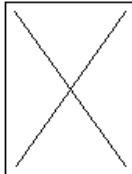
Select &  
Personalize



Select &  
Personalize



Select &  
Personalize

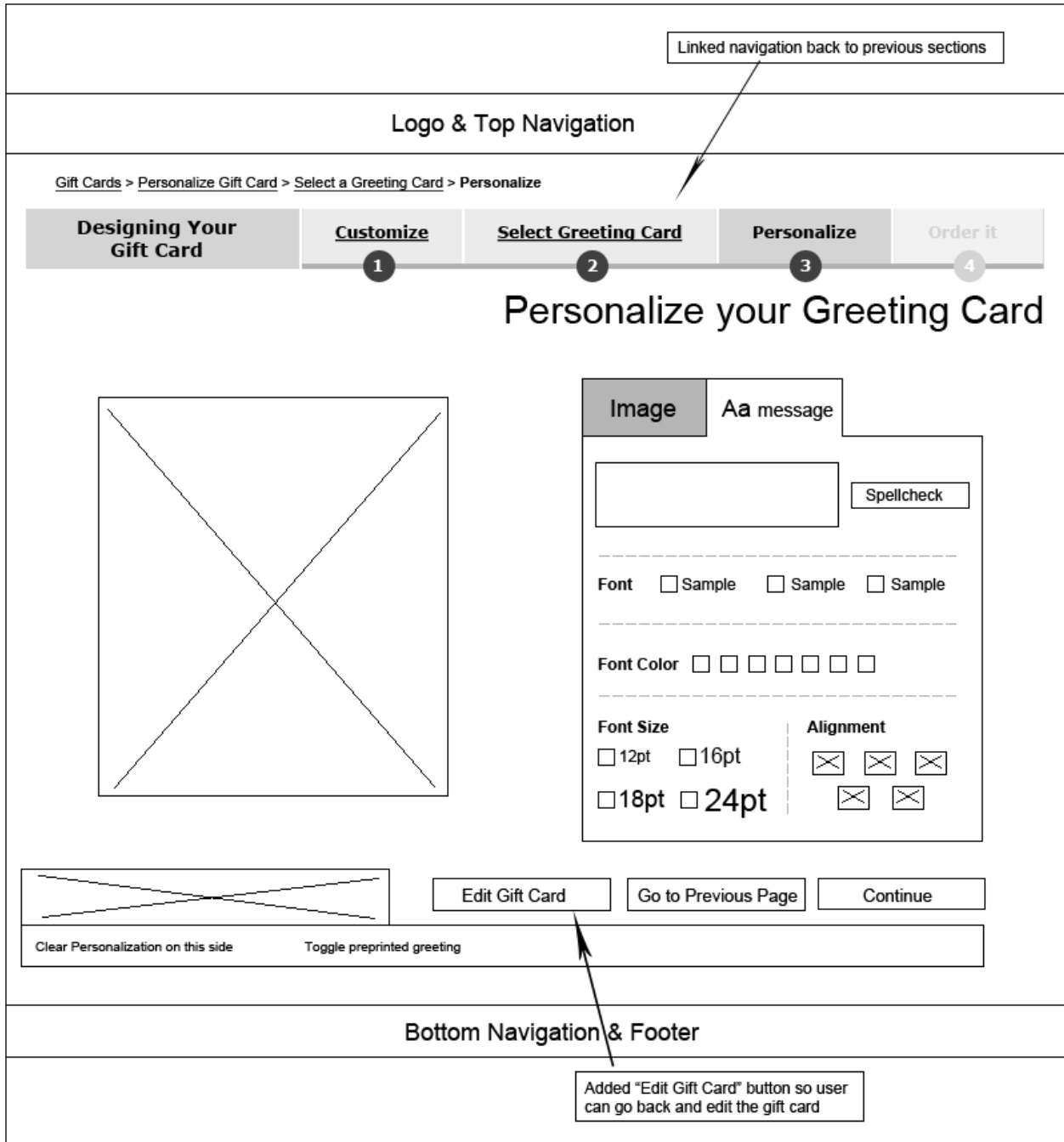


Select &  
Personalize

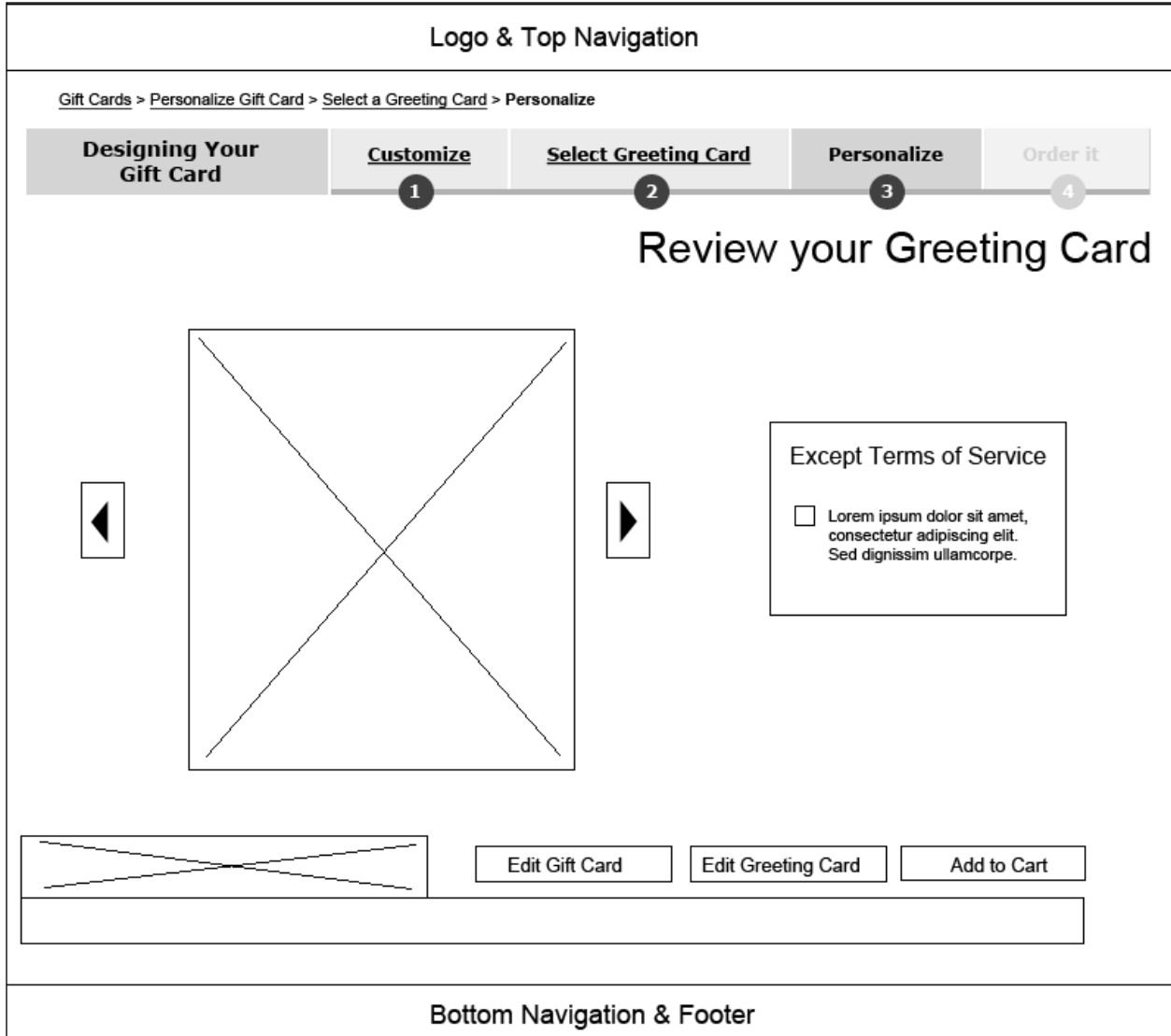
**Bottom Navigation & Footer**



## Design Your Own Gift Card: Personalizing your Greeting Card



## Design Your Own Gift Card: Review of Edited Greeting Card



## Design Your Own Gift Card: Return Address Information

### Logo & Top Navigation

[Gift Cards](#) > [Personalize Gift Card](#) > [Select a Greeting Card](#) > [Personalize](#) > [Order It](#)

**Designing Your Gift Card**

**Customize**  
**1**


**Select Greeting Card**  
**2**

**Personalize**  
**3**

**Order It**  
**4**

## Order It!

**Enter Your Return Address (to be printed on the letter's envelope)**



\*Denotes a Required Field

Company: <input type="text"/>	*Address 1: <input type="text"/>
*First Name: <input type="text"/>	Address 2: <input type="text"/>
*Last Name: <input type="text"/>	*City: <input type="text"/>
Nickname: <input type="text"/>	*State: <input type="text"/>
	*Zip: <input type="text"/>
	*Country: <input type="text" value="USA"/>

Include a blank envelope so I can send it myself.

Return to PersonalizationContinue to Shopping Cart

### Bottom Navigation & Footer

### Current Path 3. Sign up for RewardsRUs

1. Click on the 'RewardsRUs' link located in the top navigation area of the 'Home' page.  
[The 'RewardsRUs' page opens in a separate window.]
2. Click on the 'Join' button in the top navigation bar  
OR  
Click on the 'Join Now' button located in the main content area.  
[User is routed to the 'Enrollment' page.]
3. Fill out the personal information, create a password, specify communication preferences, check box for "I am at least 13 years of age."
4. Click on the 'Submit' button.  
[User is routed to the 'Enrollment Review' page. If errors were entered, an error message appears in a pop-up window after the user clicks the 'Submit' button. ]
5. Review results page and edit if necessary.
6. Click on the 'Save Changes' button.  
(If the user's name includes an apostrophe, i.e., "O'Day", the user fills out the entire form and clicks on the 'Submit' button that routes them to the 'Enrollment Review' page. When they click on the 'Save Changes' button at the bottom of this page, the user is routed back to the Enrollment form with an error message highlighted in red at the top, and all input boxes that the user entered are voided of text. This problem occurred only during this task, and not in any of the other tasks evaluated.)  
[User is routed to the 'Enrollment Confirmation' page where they can click on either the 'Print Temp Card' or the 'Visit My Rewards' button.]

### Redesigned Path 3. Sign up for RewardsRUs

1. Click on the 'RewardsRUs' link located in the top navigation area of the 'Home' page.
2. Click on the 'Join' button in the top navigation bar  
OR  
Click on the 'Join Now' button located in the main content area.  
[User is routed to the 'Enrollment' page.]
3. Fill out the personal information, create a password, specify communication preferences, and click in the checkbox for "I am at least 13 years of age."
4. Click on the 'Save' button.  
[User is routed to the 'Enrollment Confirmation' page.]

5. User can review the personal information they entered. An 'Edit' link is provided if they wish to change the information. Additional links allow the user to 'Print Temp Card' or 'Visit My Rewards.'

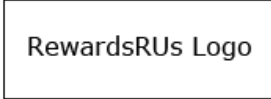
## Interface Changes

- The 'RewardsRUs' page opens in the same window.
- The 'RewardsRUs' section retains the same visual branding and page structure as the rest of the site:
  - A larger "RewardsRUs" logo appears in the top left hand corner followed by the same links that appear in the top navigation area of the ToysRUs site. (e.g., Baby Registry, Wish Lists, etc.)
  - A smaller ToysRUs logo button to the far right link back to the ToysRUs 'Home' page.
  - A shop/browse navigation bar with product category labels appears below it allowing users to shop for products included in the rewards program.
- The horizontal subnavigation bar has been eliminated. The labeling for the navigation buttons that appear in the top: The 'Join' link duplicates an identical link already on the page and 'Promotions' is too vague.
- The redesign of the RewardsRUs 'Home' page now contains explanatory text about: (1) what the rewards program is, (2) how it works, and (3) an abbreviated list of participating brands with a link that leads to an expanded list.
- The FAQ link is retained.
- A link to the 'Enrollment' page is also provided.
- The age requirement checkbox appears at the top of the form so that underage users know they are ineligible before filling out the entire form.
- Web 2.0 enhancements using AJAX technology include:
  - When users indicate that they would like messages sent via their mobile device, an AJAX prompt indicates that they need to fill out the mobile phone number input boxes above if they did not already do so.
  - Indication of incorrect re-typing of password when hitting the tab key or clicking into the next text box.
  - Error messages appear on the page that users can correct before clicking the 'Submit' button.

- The wording of the 'Save Changes' button that appears on the 'Enrollment Review' page is changed to 'Save' for first-time users that are initiating their rewards membership, not returning to edit their information.
- Each portion of the phone number is entered in three separate input boxes with autoprogession that advances users to the next form field automatically when the proper number of digits has been entered.

## Storyboards

### Sign Up for RewardsRUs: Start Page

		Top Navigation		<a href="#">Toys"R"Us</a>	<a href="#">Babies"R"Us</a>																																
<a href="#">Reward Categories</a>	<a href="#">Reward Brands</a>	<a href="#">New Rewards</a>	<a href="#">Top Rated Rewards</a>	<a href="#">FAQ</a>	<b>Already a registered member?</b> <input type="text" value="Membership # or E-mail"/> <input type="text" value="Password"/> <input type="checkbox"/> Remember me next time <a href="#">Forgot your login info?</a>																																
<b>What is the Rewards Program?</b> <ul style="list-style-type: none"><li>• Vestibulum ante ipsum primis in faucibus elementum luctus id id dui.</li><li>• Vestibulum ante ipsum primis in faucibus vestibulum sit amet</li><li>• Vestibulum ante ipsum primis in faucibus elementum luctus id id dui</li><li>• More details <a href="#">about the Rewards Program</a> vestibulum sit amet</li></ul>																																					
<b>How does the Rewards Program work?</b> <ul style="list-style-type: none"><li>• Vestibulum ante ipsum primis in faucibus elementum luctus id id dui</li><li>• Vestibulum ante ipsum primis in faucibus vestibulum sit amet</li><li>• Vestibulum ante ipsum primis in faucibus elementum luctus id id dui</li><li>• More details about <a href="#">how the Rewards Program works.</a></li></ul>				<b>Not a member?</b> Learn more about <a href="#">membership</a> Pellentesque at purus nec leo elementum luctus id id dui. Vestibulum sit amet elit ipsum. <input type="button" value="Join Now"/>																																	
<b>Participating Brands</b> <table><tr><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td></tr><tr><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td></tr><tr><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td></tr><tr><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td></tr><tr><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td></tr><tr><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td></tr><tr><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td></tr><tr><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td><td>• <a href="#">Vestibulum</a></td></tr></table>				• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	<b>Enrolled in-store?</b> Pellentesque at purus nec leo elementum luctus id id dui. Vestibulum sit amet elit ipsum. <input type="button" value="Register Now"/>	
• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>	• <a href="#">Vestibulum</a>																																		
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Bottom Navigation & Footer																																					

## Sign Up for RewardsRUs: Enrollment Page

RewardsRUs Logo

Top Navigation

Toys®R®Us

Babies®R®Us

*Did you enroll in a store? [Register your membership](#)*

[Reward Categories](#)

[Reward Brands](#)

[New Rewards](#)

[Top Rated Rewards](#)

[FAQ](#)

### Enrollment

*\* Denotes required field*

#### Personal Information

<p>*First Name: <input type="text"/></p>	<p>*Address 1: <input type="text"/></p>	<p>*Phone: <input type="text"/> <input type="text"/> <input type="text"/></p>
<p>*Last Name: <input type="text"/></p>	<p>Address 2: <input type="text"/></p>	<p>Mobile Phone: <input type="text"/> <input type="text"/> <input type="text"/></p>
<p>*E-mail Address: <input type="text"/></p>	<p>*City: <input type="text"/></p>	
<p>*Confirm E-mail Address: <input type="text"/></p>	<p>*State: <input type="text" value="▼"/></p>	<p>*Zip: <input type="text"/></p>

#### Create Password

<p>*Password: <input type="text"/></p>	<p>*Security Question: <input type="text" value="▼"/></p>
<p>*Confirm Password: <input type="text"/></p>	<p>*Security Question Answer: <input type="text"/></p>

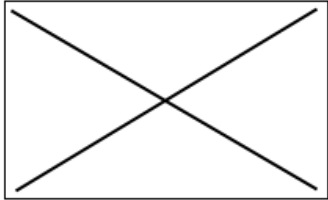
#### Communication Preferences

<p><input type="checkbox"/> Yes, I would like to receive valuable program information on my mobile device.</p> <p><input type="checkbox"/> Yes, I would like to receive E-mails about promotions, discounts, and other membership benefits</p>	<p>How would you like to receive them?</p> <p><input checked="" type="radio"/> HTML (includes images)    <input type="radio"/> text only</p> <p><small>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc facilisis congue accumsan. Nulla vestibulum, massa \ et sodales mollis, augue orci eleifend odio, ut blandit magna lacus porta leo. Praesent suscipit pretium neque in euismod.</small></p>
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I am at least 13 years of age and I agree to the Rewards®R®Us [Terms and Conditions](#)

## Sign Up for RewardsRUs: Enrollment Confirmation

RewardsRUs Logo		Top Navigation		Toys"R"Us	Babies"R"Us
<i>Did you enroll in a store? <a href="#">Register your membership</a></i>					
<a href="#">Reward Categories</a>	<a href="#">Reward Brands</a>	<a href="#">New Rewards</a>	<a href="#">Top Rated Rewards</a>	<a href="#">FAQ</a>	
<h3>Enrollment Confirmation</h3>					
Welcome, [Name]. Your Membership Number is 837294836518					
Cras interdum tempor arcu ac ullamcorper. Sed sagittis purus quis mauris ultricies in ultricies purus aliquam. Quisque pulvinar arcu at ante viverra id cursus sapien bibendum. Maecenas vel tellus dolor, quis posuere odio. Maecenas ac leo vitae urna mollis facilisis.					
<b>Confirm Information</b>					
First Name: <b>Aaaaaa</b>	Security Question: <b>Vestibulum ante ipsum primis?</b>				
Last Name: <b>Bbbbbbbbb</b>	Security Answer: <b>Obitmanumen</b>				
Address 1: <b>1111 Ccccc St.</b>	Mobile Communication: <b>No</b>				
Address 2:	E-mail Communication Type: <b>HTML</b>				
City: <b>Dddddddddd</b>	E-mail Opt In: <b>No</b>				
State: <b>MI</b>					
Zip: <b>48103</b>					
Phone: <b>xxx-xxx-xxxx</b>					
Mobile Phone: <b>xxx-xxx-xxxx</b>					
E-mail: <b>eeeeeeee@gmail.com</b>					
<a href="#">Edit Personal Info</a>	<a href="#">Print Temp Card</a>	<a href="#">Visit My Rewards</a>			

### **Current Path 4. Create a Baby Registry**

Refer to the *Flow Chart for Current Path 4. Create a Baby Registry* (pages 40–42) that illustrates the following process.

1. Click on the 'Create a Registry' button.  
[User is routed to the 'Create a Registry' page.]
2. Fill out the 'Registrant Information,' 'Registrant Address,' and 'About Your Baby' sections of the form.
3. Click on the 'Continue to Step 2' button.  
[User is routed to the 'Co-registrant information' page.]
4. Click on the 'Skip this Step' button  
OR  
Fill out the co-registrant, registrant message, preferred language, and grandparents information.
5. Click on the 'Continue to Step 3' button.  
[User is routed to a new page where they can review the information they entered.]
6. Review information and edit if necessary.
7. Click on the 'Submit' button.  
[User is routed to 'The Baby Registry' page.]
8. Users can click on the 'Let's Go' button displayed below the content in the 'quick start registry' column.  
OR  
the 'Let's Go' button displayed below the content in the 'registry from scratch' column.  
[User browses and adds desired items to their registry.]  
(The 'Quick Start' path to add items to the registry is not that "quick" but offers useful filtering features. The organization of the item categories in the 'Create Registry from Scratch' section wastes a lot of white space and requires excessive scrolling.)

.....

#### **Quick Start Registry Path**

9. If the user clicks the 'Quick Start Registry' button:  
[User is routed to the 'Quick Start Registry' page containing three tabs:  
(1) 'Overview,' (2) 'Category,' and (3) 'Personality.']
10. Click the 'View Categories' or 'View Personality Types' button.

- 
11. If user clicks the 'View Categories' button:  
[The content under the 'Category' tab becomes visible.]
  12. Click on the 'View' button for one of the six categories (e.g., baby care).  
[User is routed to a page that displays products for that category in a horizontal format.]  
(The product list appears below the fold due to wasted space at the top of the page.)

- 
11. If user clicks the 'View Personalities' button:  
[The content under the 'Personalities' tab becomes visible.]
  12. Click on the 'View' button for one of the nine categories (e.g., city mom).  
[User is routed to a page that displays products for that category in a horizontal format.]  
(The product list appears below the fold due to wasted space at the top of the page.)

- 
13. Click on a product.  
[User is routed to the product's detail page.]  
Then, review details and click the 'Add to Baby Registry' button.  
OR  
Select checkboxes of desired products in the far right column, then click on the 'Add to Registry' button to add all the checked items.  
[User is routed to a page that displays the message: "The items you selected were successfully added to your baby registry."]

14. Select one of the following three links: (1) 'View the "Must Haves" Registry Checklist,' (2) 'Return to Quick Start Registry,' or (3) 'View Registry.'

---

***Start From Scratch Path***

9. If the user clicks 'Start From Scratch Registry' button:  
[User is routed to the 'All Categories' page.]
10. Scroll and browse linked category and subcategory listings.
11. Click on a category or subcategory link.  
[User is routed to a page that displays the category or subcategory title, and linked products for that category. Filtering features are provided in a left-navigation bar.]  
(If the user wants to jump to a different category, the browser's back button is the only path available. In this case, they would need to click twice in order to view the complete category listings.)

12. Click on a product link.  
[User is routed to that product's detail page.]
13. Review product details and click the 'Add to Baby Registry' button.  
(If user does not want to add the product to their registry, the only way to return to the previous page is to click the browser's back button.)  
[The 'Items Added' pop-up window appears.]
14. Click on either the 'View My Registry' or the 'Continue Shopping' button or click the 'Close' box. (If user clicks on either 'Continue Shopping' or the 'Close' button, the pop up window disappears and the previous page is still visible. The user is left wondering how to proceed with adding additional items to their registry. If user clicks on the 'View My Registry' button, they are routed to their registry information page.)
15. [From the 'View My Registry' page.]  
Click on the 'Add More Items to Your Registry' button.  
[User is routed to 'The "Must Haves" Registry Checklist' page.]
16. Click on a category or subcategory link to continue.

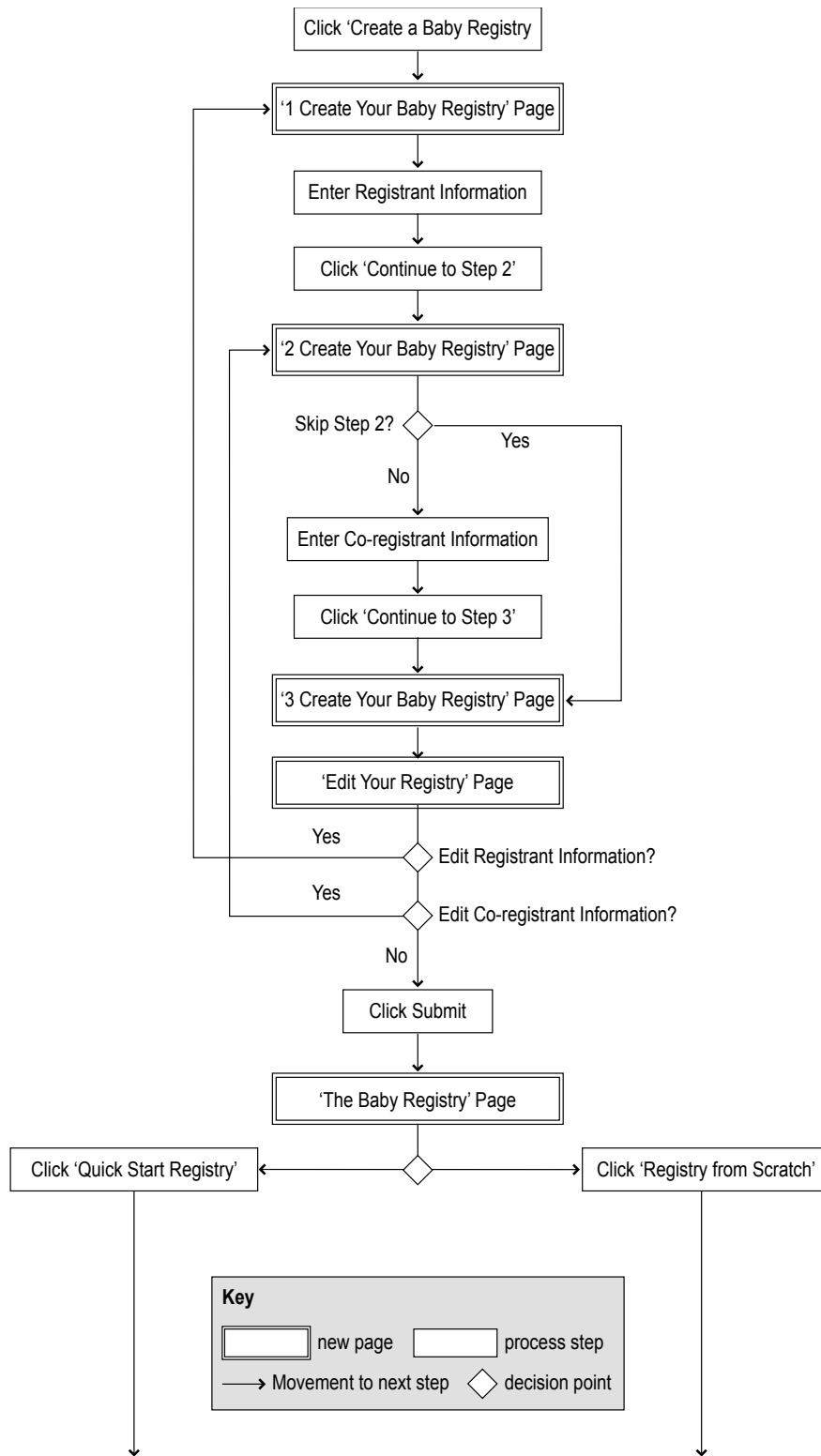
### **Redesigned Path 4. Create a Baby Registry**

1. Click on 'Create a Registry' button.  
[User is routed to the 'Create Your Baby Registry' page.]
2. Fill out each section on the page: 'Registrant,' 'Co-registrant,' 'About Your Baby,' and 'Grandparents.'  
[The next section in the sequence expands when the user clicks the 'Continue' button when they have completed each section.]
3. Click the final 'Continue' button.  
[User is routed to the 'Review Your Information' page.]
4. Review information and edit if necessary.
5. Click on the 'Submit' button.  
[User is routed to the 'Fill Your Baby Registry' product category page where they see clickable graphics of each product category.]
6. Click on a product category graphic or associated text.  
[User is routed to the 'Fill Your Baby Registry' product page, which displays the individual products within the chosen category. Local navigation located in the left column provide subcategory links, and filtering criteria that can be selected to narrow the products displayed in the main content area.]
7. Review products, click on checkboxes of products desiring to add to baby registry, and click 'Add to Registry' button.  
[User is routed to 'Baby Registry Confirmation' page, indicating that chosen products have been added to the registry. Links provide a path for users to browse and add products from additional categories.]

## Interface Changes

- The entire registration process is provided on a one-page form using the expand/collapse approach.
- The explanatory text that currently appears to the right of the form fields has been eliminated.
- The two paths for adding products to the registry once the user completes the form have been combined into one path incorporating approaches from each that work well for browsing.
- All categories are listed on one page that contain links to the product category page.
- Where appropriate, local navigation on category product pages lead to subcategory product pages.
- The 'Personalities' tab from the 'Quick Start Registry' page has been integrated as a filtering criterion that narrows the products displayed on category and subcategory product pages.

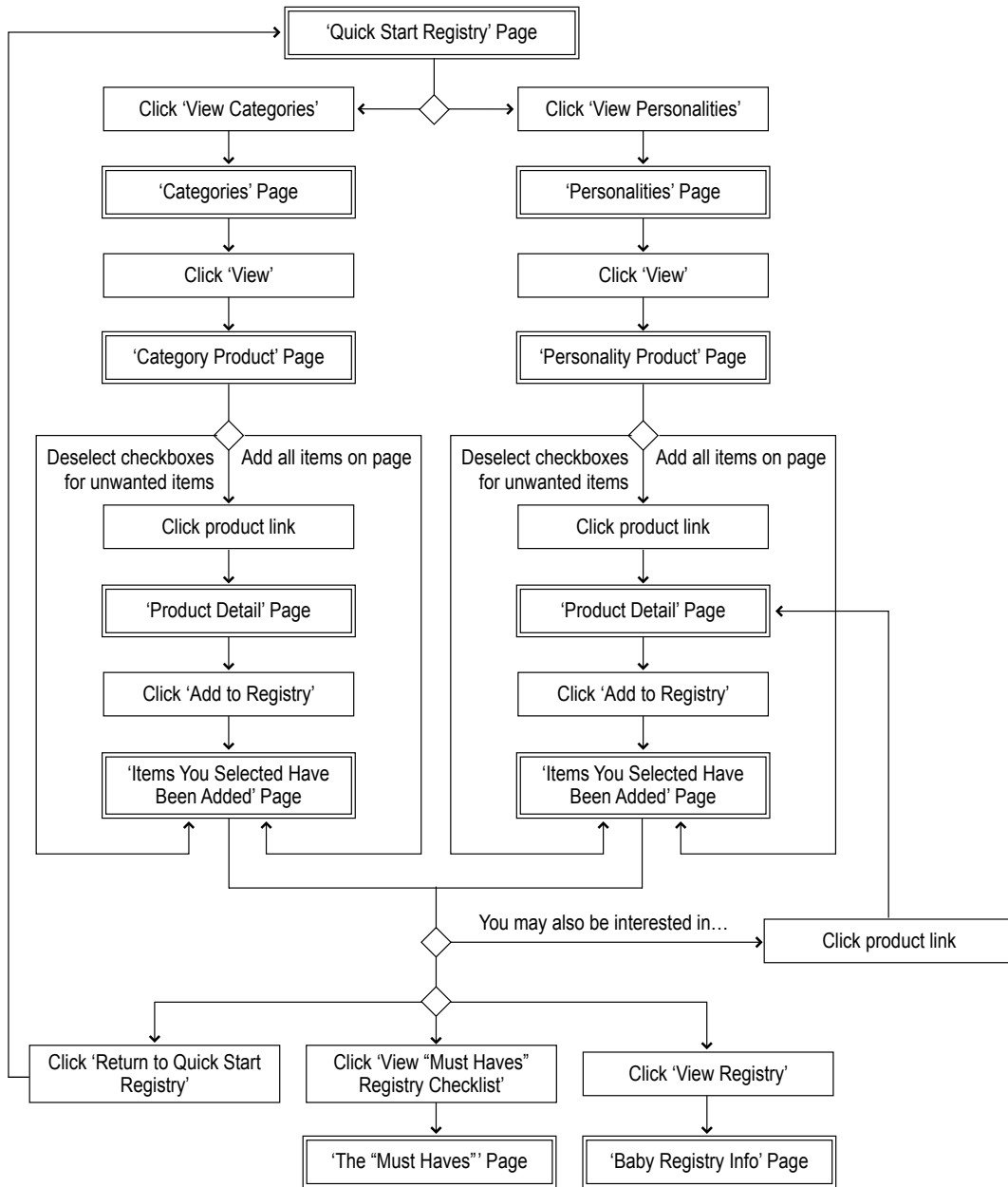
### Flow Chart for Current Path 4. Create a Baby Registry



'Quick Start Registry' continues on page 41.

'Registry from Scratch' continues on page 42 .

Flow Chart for Current Path 4. Create a Baby Registry: 'Quick Start Registry,' *continued*

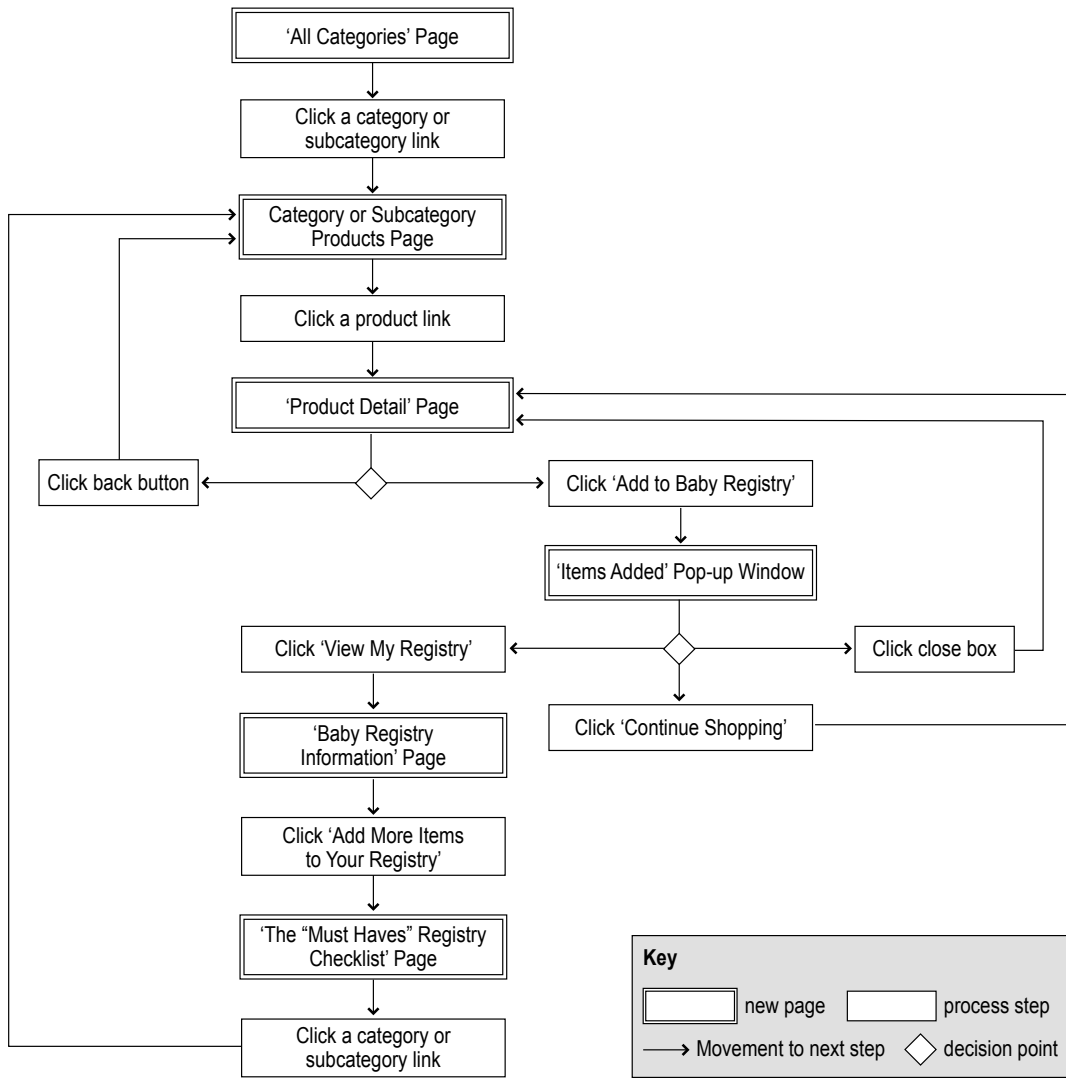


**Key**

new page   
  process step

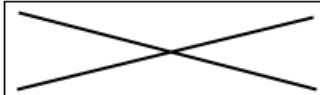
Movement to next step   
  decision point

Flow Chart for Current Path 4. Create a Baby Registry: 'Registry from Scratch, *continued*



## Storyboards

### Create a Baby Registry: Starting Page

[ToysRUs Logo]	Global Navigation & Search	
<h2>The Baby Registry</h2>		
<h3>Find a Registry</h3> <p>Search by: <input type="text" value="Select One"/></p> <p>*Last Name: <input type="text"/></p> <p>First Name: <input type="text"/></p> <p>City: <input type="text"/></p> <p>State: <input type="text"/></p> <p><input type="button" value="FIND REGISTRY"/></p> <p>need help finding a registry?</p> <p><small>* denotes a required field</small></p>	<h3>Create a Registry</h3> <p>Welcome to the US part of Babies"R"Us</p> <p><input type="button" value="CREATE A REGISTRY"/></p> 	<h3>Update your Registry</h3> <p>*Registry #: <input type="text"/></p> <p>OR</p> <p>E-mail: <input type="text"/></p> <p>Password: <input type="text"/></p> <p><input type="button" value="SIGN IN"/></p> <p>forgot your password?</p>
Bottom Navigation & Footer		

## Create a Baby Registry: Data Entry Page

**Logo & Top Navigation**

[Home](#) > [Baby Registry](#) > [Create Registry](#)

# Create Your Baby Registry

**1 Registrant**

*\* Denotes required field*

**Name, Address, Phone, E-mail**

<p>*First Name: <input type="text"/></p>	<p>*Address 1: <input type="text"/></p>	<p>*Phone: <input type="text"/> <input type="text"/> <input type="text"/></p>
<p>*Last Name: <input type="text"/></p>	<p>Address 2: <input type="text"/></p>	<p>Mobile Phone: <input type="text"/> <input type="text"/> <input type="text"/></p>
<p>*E-mail Address: <input type="text"/></p>	<p>*City: <input type="text"/></p>	
<p>*Confirm E-mail Address: <input type="text"/></p>	<p>*State: <input type="text" value="▼"/></p>	<p>*Zip: <input type="text"/></p>

**Create Password**

\*Password:

\*Confirm Password:

Continue

**2 Co-registrant Information**

**3 About Your Baby**

**4 Grandparents**

**Bottom Navigation & Footer**

## Create a Baby Registry: Review Page

Logo & Top Navigation

[Home](#) > [Baby Registry](#) > [Create Registry](#)

## Create Your Baby Registry

4
Review your information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus elementum pulvinar commodo. Nunc ut elit eget purus consequat vestibulum. Aenean at neque sed ligula lobortis porta.

Submit

### Registrant Info

EDIT

First Name: **First**

Last Name: **Last**

Maiden/Alternate Name:

E-mail: **firstlast@gmail.com**

Address 1: **100 Anywhere St.**

Address 2:

City: **Location**

State: **State**

Zip: **12345**

Phone: **123-456-7890**

### Grandparents Info (1)

EDIT

First Name:

Last Name:

Maiden/Alternate Name:

E-mail:

Address 1:

Address 2:

City:

State:

Zip:

Phone:

### Co-Registrant Info

EDIT

First Name:

Last Name:

Maiden/Alternate Name:

E-mail:

Address 1:

Address 2:

City:

State:

Zip:

Phone:

### Grandparents Info (2)

EDIT

First Name:

Last Name:

Maiden/Alternate Name:

E-mail:

Address 1:

Address 2:

City:

State:

Zip:

Phone:

### About Your Baby

EDIT

Expected Arrival Date: Month 1, 2010

First Baby?: Yes

Adopting?: No.

Submit

Bottom Navigation & Footer

## Create a Baby Registry: Categories Page

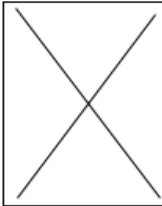
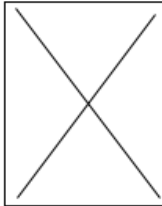
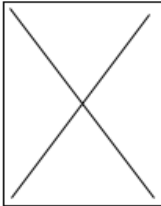
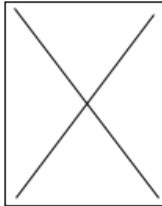
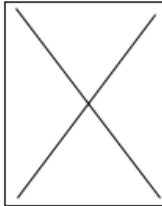
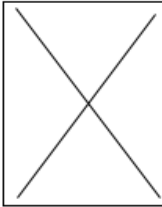
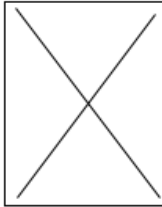
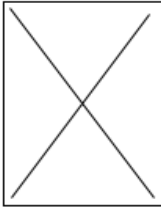
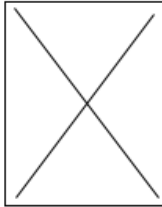
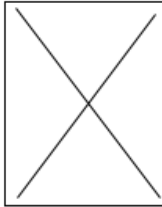
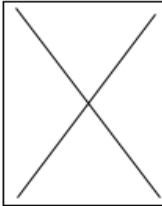
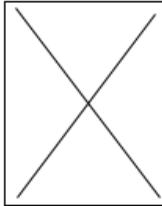
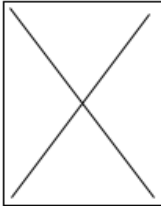
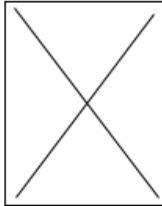
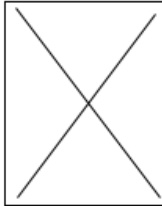
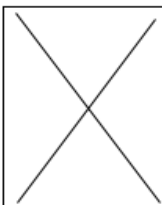
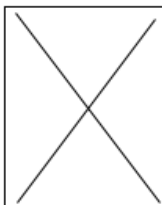
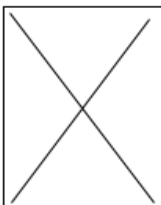
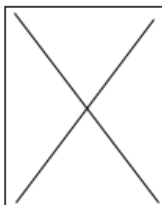
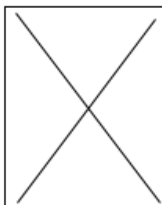
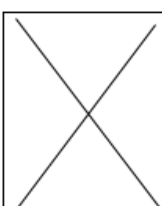
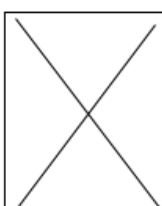
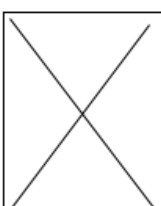
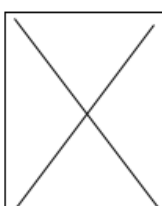
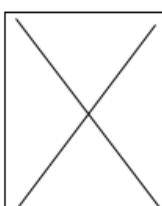
Logo & Top Navigation

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Home > [Baby Registry](#) > [Create Registry](#) > **Filling your Registry**

### Filling Your Baby Registry

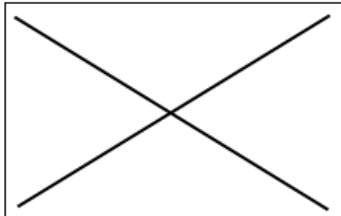
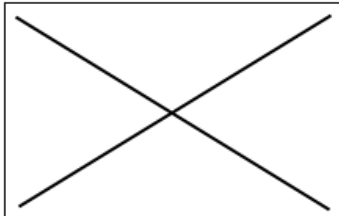
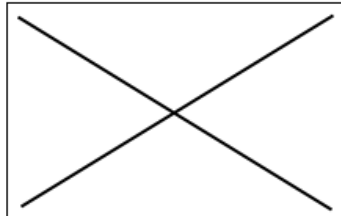
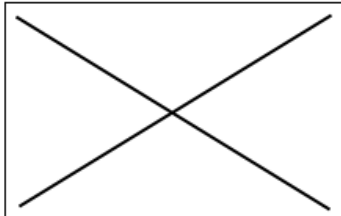
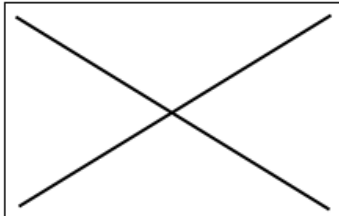
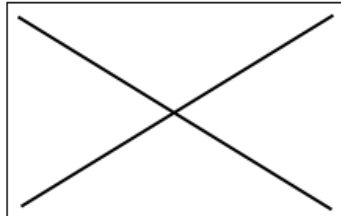
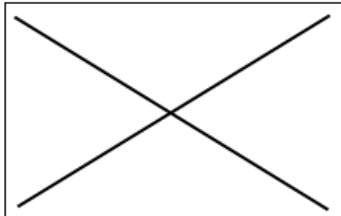
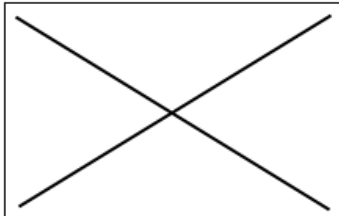
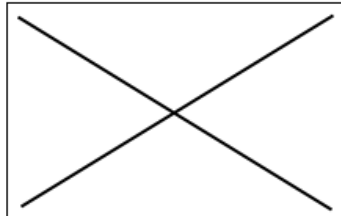
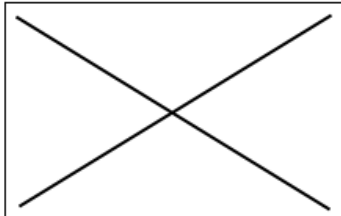
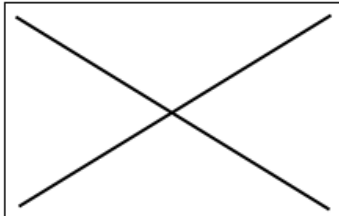
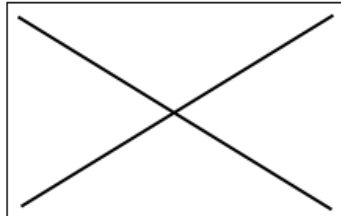
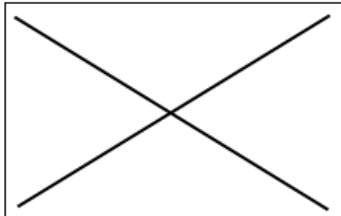
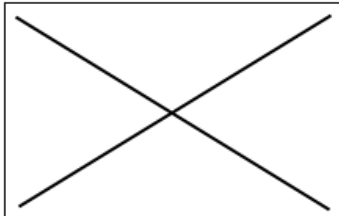
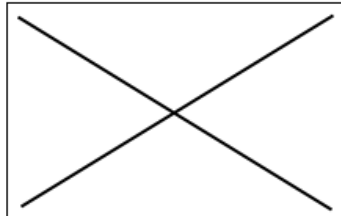
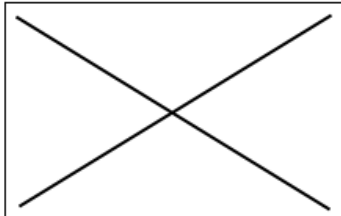
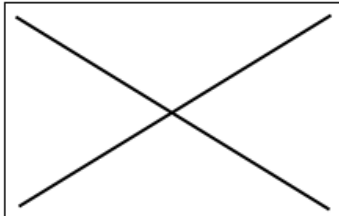
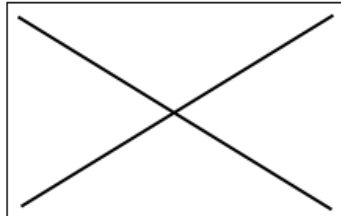
**All Categories**

 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>
 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>
 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>
 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>
 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>	 <u>Category</u>

Bottom Navigation & Footer



## Create a Baby Registry: Confirmation Page

Logo & Top Navigation						
<p><a href="#">Home</a> &gt; <a href="#">Baby Registry</a> &gt; <a href="#">Create Registry</a> &gt; <a href="#">Fill your Registry</a> &gt; <b>Registry Confirmation</b></p> <h3>Baby Registry Confirmation</h3> <p>The items you selected were successfully added to your baby registry.</p> <p><a href="#">Return to the Product Category Page</a>   <a href="#">View Your Registry</a></p> <p><b>You may also be interested in:</b></p> <table border="1"><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table>						
						
						
Bottom Navigation & Footer						

### Current Path 5. Create a Wish List

1. Click on the 'Create a Wish List' button.  
[User is routed to a page where they must verify their age.]
2. Verify your Age: Click on the 'Yes, I am 17 years or older' button.  
(A "Yes" answer is required in order to continue the process.)  
[User is routed to the 'Create Your Wish List' page.]  
(The resulting form page contains four collapsed sections for each numbered and labeled process step that expands on mouseover.)
3. Fill out the Step 1, 'Wish List Creator Information' section.  
(Currently, as the user begins typing in an input box, an error message appears saying, "...must be at least 2 characters long," and then disappears upon typing the second character. This is off-putting. The user sees a flash of color and wonders what happened.)
4. Click on the 'Proceed to Step 2' button.  
[The second section expands to reveal fields to be filled out.]  
(When Step 2 expands, the top portion of this section is cut off. This problem occurs only with this step.)
5. Fill out the Step 2, 'Wish List Creator Address Information' section.
6. Click on the 'Proceed to Step 3' button.  
[The third section expands to reveal fields to be filled out.]
7. Fill out the Step 3, 'Gift Recipient Information' section.
8. Click on the 'Proceed to Step 4' button.  
[The fourth section expands to reveal fields to be filled out.]
9. Fill out the Step 4, 'Wish List Information' section.  
(You have to select an event type and event date in order to complete the create a wish list process, so users cannot set up a generic wish list that is available on many shopping sites such as Amazon.com.)
10. Click on the 'Preview & Finalize' button.  
[User is routed to the review page.]
11. Review information and edit if necessary.  
(There is plenty of space to widen the right column that contains explanatory text. This will tighten up the vertical space to minimize scrolling that is necessary for the user to review all the information.)
12. Click on the 'Save and Continue' button.  
[User is routed to the 'Your Wish List' page.]

13. Click the 'Edit Wish List Information' button located in the top portion of the page that returns the user to the previous page  
OR  
click on the 'Add Items to this Wish List' button to add items to the list.  
[User is routed to a page labeled 'All Categories'.]

### **Redesigned Path 5. Create a Wish List**

1. Click on the 'Create a Wish List' button.  
[User is routed to the 'Create Your Wish List' page that contains four numbered and labeled expand/collapse sections. Step 1, 'Verify your Age' automatically expands.]
2. Click on the 'Yes, I am 17 years or older' radio button.  
[The second section expands if the user clicks "Yes."]
3. Fill out the Step 2, 'Wish List Creator Information' section.
4. Click on the 'Proceed to Step 3' button.  
[The third section expands to reveal fields to be filled out.]
5. Fill out the Step 3, 'Wish List Creator Address Information' section.
6. Click on the 'Proceed to Step 4' button.  
[The fourth section expands to reveal fields to be filled out.]
7. Fill out the Step 4, 'Gift Recipient Information' section.
8. Click on the 'Proceed to Step 5' button.  
[The fifth section expands to reveal fields to be filled out.]
9. Fill out the Step 5, 'Wish List Information' section.
10. Click on the 'Save' button.  
[User is routed to the 'Create a Wish List: Confirmation' page.]
11. Review information and edit if necessary.
12. Click on the 'Add Items to this Wish List' button to add items to the list.  
[User is routed to the 'All Categories' page.]

## Interface Changes

- AJAX displays the error message when they tab to the next box instead of while they are still typing in an input box.
- Users can now create generic wish lists. Entering event type or date is optional.
- Date information that corresponds to holidays with set dates (e.g., Christmas) are automatically selected.
- When Step 2 expands, the top portion of this section is now visible.
- The right column on the review page that contains explanatory text has been widened to tighten up the vertical space.
- The 'Edit Wish List' section at the top of the 'Your Wish List' page is eliminated. This is unnecessary since this was accomplished on the previous review page.
- Form elements have been moved further to the left. The text width for the explanatory text in the right column has been widened so that this content takes up less vertical space. This minimizes scrolling as well as user confusion about how to proceed since the 'Next' button appears higher on the page.

## Storyboards

### Create a Wish List: Start Page

Top Navigation & Search		
[ToysRUs Logo]		
<a href="#">Home</a> > <b>Wish Lists</b>		
<h1>Wish List</h1>		
<h4>Find a Wish List</h4> <p>Search by: <input type="text" value="Select One"/></p> <p>*Last Name: <input type="text"/></p> <p>First Name: <input type="text"/></p> <p>City: <input type="text"/></p> <p>State: <input type="text"/></p> <p style="text-align: right;"><input type="button" value="FIND WISH LIST"/></p> <p style="text-align: center;"><a href="#">need help finding a registry?</a></p> <p><small>* denotes a required field</small></p>	<h4>Create a Wish List</h4> <p>Get started on a new Wish List by clicking below.</p> <p style="text-align: center;"><input type="button" value="CREATE A WISH LIST"/></p>	<h4>Update your Wish List</h4> <p>Already have a Wish List? Sign in below!</p> <p>E-mail: <input type="text"/></p> <p>Password: <input type="text"/></p> <p style="text-align: center;"><input type="button" value="SIGN IN"/></p> <p style="text-align: center;"><a href="#">forgot your password?</a></p>
Bottom Navigation & Footer		

### Create a Wish List: Age Verification

[ToysRUs Logo]

Top Navigation & Search

---

[Home](#) > [Wish Lists](#) > **Create a Wish List**

Sign in to an existing Wish List account.

Create a Wish List

E-mail:

Password:

Sign In

[Forgot your password?](#)

---

**1** Verify Your Age

To create a Wish List you must be age 17 or older.  
By clicking 'Yes' you are confirming that you are age 17 or older.

**Yes, I am 17 or older**

**I am under age 17**

When the 'Yes' radio button is clicked, the 'Verify Your Age' section collapses and the 'Wish List Creator Information' box expands. See the next page of the storyboard.

**2** Wish List Creator Information

**3** Wish List Creator Address Information

**4** Gift Recipient Information

**5** Wish List Information

---

Bottom Navigation & Footer

These sections are grayed-out and unavailable until the user verifies that they are 17 or older.

## Create a Wish List: Data Entry Sections

[ToysRUs Logo]

Top Navigation & Search

[Home](#) > [Wish Lists](#) > **Create a Wish List**

# Create a Wish List

Sign in to an existing Wish List account.

E-mail:

Password:

[Forgot your password?](#)

**1** Verify Your Age

**2** Wish List Creator Information

\*Denotes a required field

*First Name:	<input type="text"/>
*Last Name:	<input type="text"/>
*E-mail:	<input type="text"/>
*Confirm E-mail:	<input type="text"/>
*Password:	<input type="password"/>
*Confirm Password:	<input type="password"/>
Alternate First Name:	<input type="text"/>
Alternate Last Name:	<input type="text"/>
Preferred Language	<input type="text" value="English"/> ▼
Rewards®R®Us Membership Number:	<input type="text"/> <a href="#">Forgot your membership number?</a>
How did you hear about Toys®R®Us Wish Lists:	<input type="text" value="Select"/> ▼

Proceed to Step 2

Aliquam ac mi augue. Praesent sit amet nisi quam, vel lobortis tortor. Donec faucibus dui quis orci tristique sed vehicula enim ultricies. Sed laoreet eros non libero dictum volutpat id ac risus. Ut sapien felis, gravida non sodales quis, tempor eget augue. Nulla scelerisque mauris eu leo auctor tincidunt. Suspendisse sit amet est purus. Aenean at lorem id eros commodo pharetra. Cras semper sollicitudin nunc in pellentesque.

**3** Wish List Creator Address Information

**4** Gift Recipient Information

**5** Wish List Information

Bottom Navigation & Footer

### Create a Wish List: Information Confirmation

[ToysRUs Logo]

Top Navigation & Search

---

[Home](#) > [Wish Lists](#) > [Create a Wish List](#)

## Create a Wish List: Confirmation

Add Items to Wish List

**6** Confirmation of Information

**Wish List Creator** EDIT

First Name: **First**  
Last Name: **Last**  
E-mail: **firstlast@gmail.com**  
Password: **\*\*\*\*\***

Alternate First:  
Alternate Last:

Preferred Language: **English.**  
Rewards™R™Us  
Membership Number:

**Address Info** EDIT

Street Address 1: **10 Aaaaaa St.**  
Street Address 2:  
City: **Location**  
State: **State**  
Zip: **12345**

**Gift Recipient Info** EDIT

First Name: **First**  
Last Name: **Last**  
Street Address 1: **10 Aaaaaa St.**  
Street Address 2:  
City: **Location**  
State: **State**  
Zip: **12345**

**Wish List Info** EDIT

Event Type: **Bbbbbb**  
Event Date: **xx/xx/xxxx**  
Do you want this Wish List  
to be public or Private?: **cccccc**  
Additional Wish List Info:

Add Items to Wish List

---

Bottom Navigation & Footer

## Current Path 6. Join Geoffrey's Birthday Club

1. Click on the 'Join Now' button located in the main content area of the 'BirthdaysRUs' page.  
[User is routed to the parent/guardian date of birth page.]  
(Since the link is positioned in an animated window with changing views, the link is not always visible. Also, it is not located where users expect to find navigation: at the top or in the left navigation column. These two issues may confuse users.)
2. Fill in parent/guardian date of birth.  
(MM/DD/YYYY; not at first apparent user has to include slashes between month/day/year.)
3. Click on the 'Next' button.  
[User is routed to the 'BirthdaysRUs' page.]  
(There is a labeling issue concerning "Geoffrey's Birthday Club" used on the links that lead to the birthday sign-up section. "BirthdaysRUs" is used to identify the section where the birthday sign-up occurs.)
4. Fill out Parent/Guardian information.  
(The phone number included in Parent/Guardian section actually pertains to the next section to indicate the phone number for contacting the child on their birthday.)  
[User is routed to the 'Would you like your child(ren) to receive a special phone message on their birthday' section.]
5. Fill out the 'Would you like your child(ren) to receive a special phone message from Geoffrey on their birthday?' section.
6. Fill out the 'Child #1 Birthday' information.
7. Fill out information for each additional child up to four children.
8. Fill out guardian digital signature.
9. Click on the 'Confirm' button.  
[User is routed to the 'Thank You' page.]
10. Review data and edit if necessary.  
[Just in time links are provided to the ToysRUs site, BabiesRUs site, or the 'Wish List', and 'Rewards' pages.]

## Redesigned Path 6. Join Geoffrey's Birthday Club

1. Click on the 'Join Now' button located at the top of the left navigation bar on the 'BirthdaysRUs' page.  
[User is routed to the 'Geoffrey's Birthday Club' page.]
2. Enter the parent/guardian birthdate and click the 'Next' button.  
[The 'Age Verification' section collapses and the 'Parent/Guardian Information' section expands.]
3. Enter the parent/guardian information and click the 'Next' button.  
[The 'Parent/Guardian' section collapses and the 'Birthday Call from Geoffrey' section expands.]
4. Click the 'Morning,' 'Afternoon,' or 'Evening' radio button causing the form to expand to display form fields to enter phone number.  
[If a time for call was specified, click the 'Next' button.]  
OR  
Click the 'No' radio button causing the 'Children Information' section to expand.  
[The 'Birthday Call from Geoffrey' section collapses and the 'Children Information' section expands.]
5. Enter information about each child and click the 'Next' button.  
[The 'Children Information' section collapses and the 'Digital Signature' section expands.]
6. Enter parent/guardian digital signature information and click the 'Confirm' button.  
[User is routed to the 'Confirmation' page.]
7. Review the data, edit if necessary.  
[Just in time links are provided to the ToysRUs site, BabiesRUs site, or the 'Wish List', and 'Rewards' pages.]

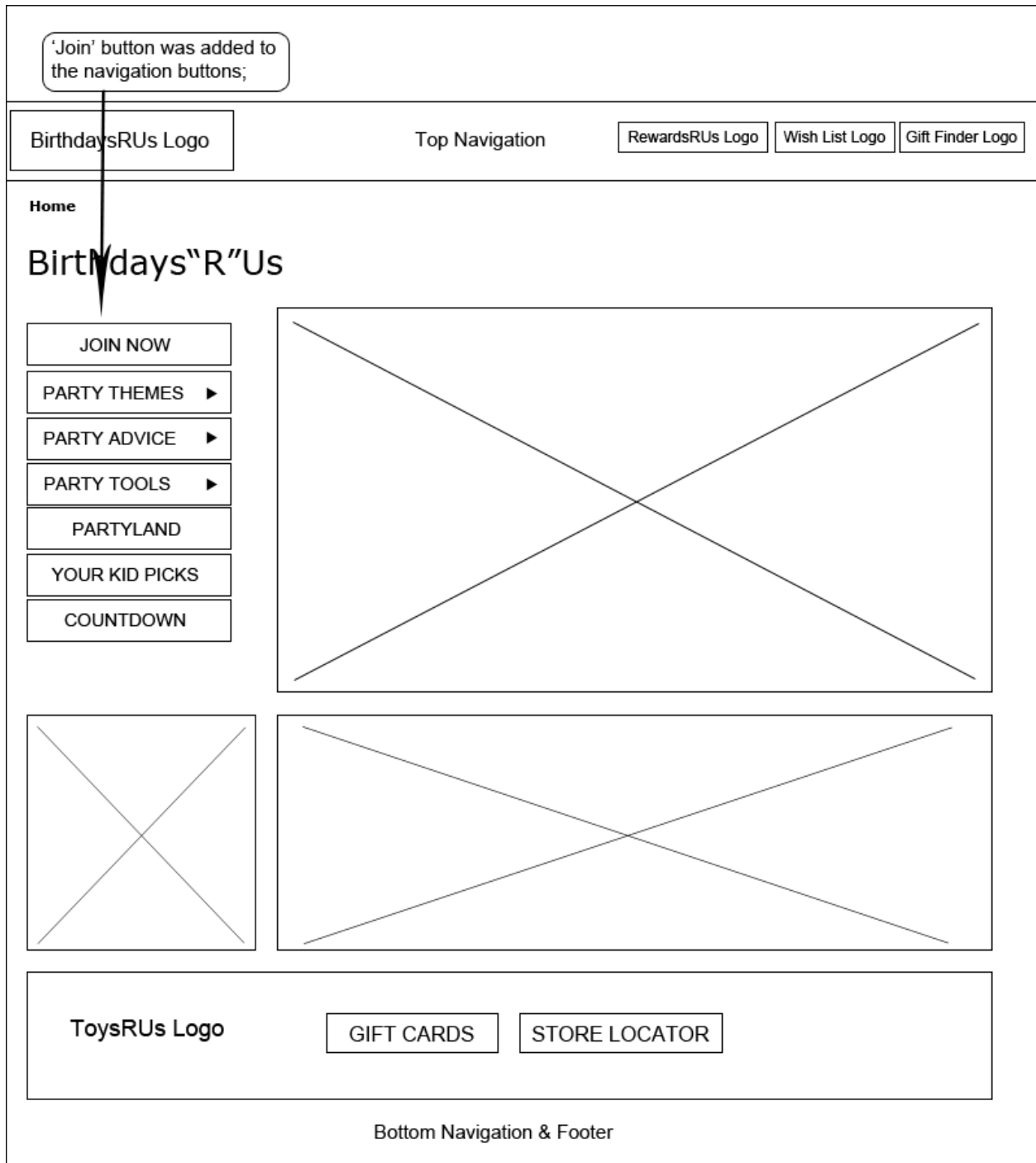
## Interface Changes

- The expand/collapse approach has been applied so that the entire Birthday Club process is accomplished on one page.
- The 'Join Geoffrey's Birthday Club' link is relocated to the top of the local navigation in the left column so that it is always visible.
- The birthday club is renamed "Geoffrey's BirthdaysRUs Club" to address the labeling issue.
- Excess white space above the banner logo area has been eliminated.

- The 'Enroll' and 'Confirm' buttons were switched from the current design. The 'Confirm' button routes the user to the final 'Enrollment Confirmation' page.
- The phone number input box that was located in the 'Parent/Guardian' section has been relocated to the 'Would you like your child(ren) to receive a birthday message by phone?' section. The phone number message and form appears if the user clicks either 'Morning,' 'Afternoon,' or 'Evening' radio buttons.
- In the forms, all text boxes have been placed underneath the corresponding text ('name,' 'address,' etc.) in order to remain consistent with the rest of the site.
- In the forms, all default text was removed from the 'State' drop-down boxes.

## Storyboards

### Join Geoffrey's Birthday Club: BirthdaysRUs 'Home' Page



## Join Geoffrey's Birthday Club: Age Verification Section

Renamed page title

BirthdaysRUs Logo      Top Navigation      RewardsRUs Logo      Wish List Logo      Gift Finder Logo

[Home](#) > **Join Geoffrey's Birthday Club**

# Join Geoffrey's Birthday Club

Aliquam ac mi augue. Praesent sit amet nisi quam, vel lobortis tortor. Donec faucibus dui quis orci tristique sed vehicula enim ultricies. Sed laoreet eros non libero dictum volutpat id ac risus. Ut sapien felis, gravida non sodales quis, tempor eget augue. Nulla scelerisque mauris eu leo auctor tincidunt.



**1** Verify Your Age

Please enter the date of the Parent/Guardian:

← Clicking 'Next' causes the 'Verify Your Age' section 2 to collapse and section 2 to expand.

**2** Parent/Guardian Information

**3** Birthday Call from Geoffrey

**4** Children Information

**5** Digital Signature

Bottom Navigation & Footer

## Join Geoffrey's Birthday Club: Parent/Guardian Information Section

BirthdaysRUs Logo

Top Navigation

RewardsRUs Logo

Wish List Logo

Gift Finder Logo

[Home](#) > [Join Geoffrey's Birthday Club](#)

# Join Geoffrey's Birthday Club

Aliquam ac mi augue. Praesent sit amet nisi quam, vel lobortis tortor. Donec faucibus dui quis orci tristique sed vehicula enim ultricies. Sed laoreet eros non libero dictum volutpat id ac risus. Ut sapien felis, gravida non sodales quis, tempor eget augue. Nulla scelerisque mauris eu leo auctor tincidunt.

1 Verify Your Age

2 Parent/Guardian Information

*\*Denotes required field*

<p><b>*First Name:</b> <input style="width: 90%;" type="text"/></p> <p><b>*Last Name:</b> <input style="width: 90%;" type="text"/></p> <p><b>*E-mail Address:</b> <input style="width: 90%;" type="text"/></p> <p><b>*Confirm E-mail Address:</b> <input style="width: 90%;" type="text"/></p>	<p><b>*Address 1:</b> <input style="width: 90%;" type="text"/></p> <p><b>Address 2:</b> <input style="width: 90%;" type="text"/></p> <p><b>*City:</b> <input style="width: 90%;" type="text"/></p> <p><b>*State:</b> <input style="width: 40px;" type="text" value="▼"/></p> <p><b>*Zip:</b> <input style="width: 40px;" type="text"/></p>
--	--

NEXT

Phone data has been removed from this section and added to step #3.

3 Birthday Call from Geoffrey

4 Children Information

5 Digital Signature

Bottom Navigation & Footer

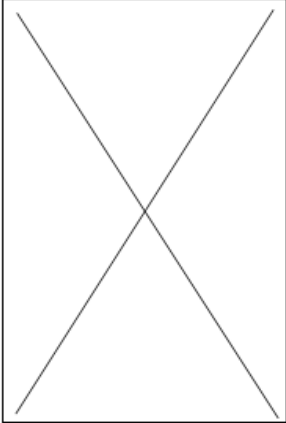
## Join Geoffrey's Birthday Club: Birthday Call from Geoffrey Section

**BirthdaysRUs Logo**      **Top Navigation**      **RewardsRUs Logo**      **Wish List Logo**      **Gift Finder Logo**

[Home](#) > **Join Geoffrey's Birthday Club**

# Join Geoffrey's Birthday Club

Aliquam ac mi augue. Praesent sit amet nisi quam, vel lobortis tortor. Donec faucibus dui quis orci tristique sed vehicula enim ultricies. Sed laoreet eros non libero dictum volutpat id ac risus. Ut sapien felis, gravida non sodales quis, tempor eget augue. Nulla scelerisque mauris eu leo auctor tincidunt.



- 1 Verify Your Age
- 2 Parent/Guardian Information
- 3 Birthday Call from Geoffrey

*\* Denotes required field*

Would you like your child(ren) to receive a special phone message from Geoffrey on their birthday?

If so, please indicate the best time to call:

- Morning** (9am - noon)
- Afternoon** (noon - 4pm)
- Evening** (4pm - 8pm)
- No**

Please provide a phone number where they can be called:

Phone number message and form appears when user checks 'Morning,' 'Afternoon,' or 'Evening.'

**NEXT**

- 4 Children Information
- 5 Digital Signature

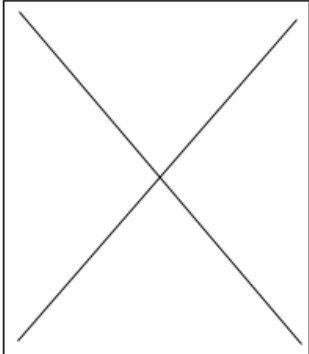
**Bottom Navigation & Footer**

## Join Geoffrey's Birthday Club: Review Page

BirthdaysRUs Logo	Top Navigation	RewardsRUsLogo	Wish List Logo	Gift Finder Logo
-------------------	----------------	----------------	----------------	------------------

[Home](#) > [Join Geoffrey's Birthday Club](#) > **Confirmation**

## Join Geoffrey's Birthday Club: Confirmation



Estibulum nec justo lorem. Etiam pharetra commodo porttitor. Pellentesque congue congue est, quis bibendum leo rutrum eu.

Vivamus sit amet risus in tortor ultricies ullamcorper. Nunc elit libero, ornare a semper ut, fringilla ac metus. Nulla dignissim tincidunt nulla et feugiat. Nam non orci justo.

---

**Parent/Guardian Info** EDIT

First Name: **First**

Last Name: **Last**

E-mail: **firstlast@gmail.com**

Street Address 1: **Aaaaa St.**

Street Address 2:

City: **Aaaaa Bbbbb**

State: **MI**

Zip: **12345**

Phone: **123-123-1234**

**Phone Call** EDIT

Phone Call: **Evening**

**Child #1** EDIT

First Name: **First**

Last Name: **Last**

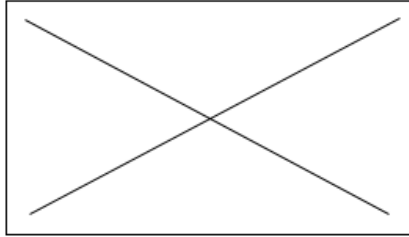
Birthday: **xx-xx-xxxx**

Gender: **xxxx**

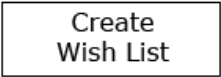
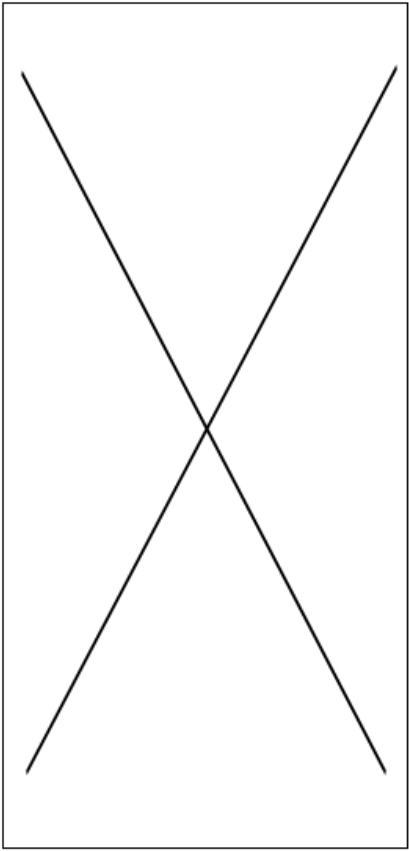
**ENROLL**

Bottom Navigation & Footer

## Join Geoffrey's Birthday Club: Enrollment Confirmation Page



Thank you for taking the time to enroll. We've received your registration and can't wait to make your child's birthday extra special!



## Current Path 7. Checkout Process

This process commences after user has completed shopping by searching/browsing, and placing selected items in cart.

1. Click on 'Cart' button located in the navigation bar at the top of the page.  
[User is routed to the 'Your Shopping Cart' page.]
2. Scroll down to review the ordered items.
3. Click on the 'Proceed to Secure Checkout' button.  
[User is routed to 'New Customer' page.]
4. Fill out 'Enter Billing Address' form, including one of the radio buttons indicating whether the shipping address is the same as or different from the billing address.
5. Fill out the information for different shipping address if necessary.
6. Click on the 'Continue to Checkout' button.  
[User is routed to the 'Shipping Methods' page.]
7. Fill out the 'Shipping Methods' form.
8. Click on the 'Continue Checkout' button.  
[If the user checks "Yes, show me gift options in the next step," they are routed to the 'Gift Options' page. If user does not check this box, they are routed directly to the 'Payment Methods' page (step #11, below).]
9. Select gift wrap and message if desired on the 'Gift Options' page.
10. Click on the 'Continue Checkout' button.  
[User is routed to the 'Payment Methods' page.]
11. Fill out the 'Payment Methods' form by selecting credit card, bill me later, PayPal, or paying by gift card.  
[Users can also enter promotional codes or their RewardsRUs account number.]
12. Click on the 'Continue Checkout' button.  
[User is routed to the 'Review Your Information' page.]
13. Review the 'Items Shipping' and 'Cost Summary' sections.  
(Billing, shipping, and payment can be edited on this page, but order items cannot be removed or added.)
12. Click on the 'Submit Order' button.  
(The resulting page shows an empty shopping cart page since items have been purchased. This page should provide an order summary that includes information about items being shipped and links users can click on to track the order.)

## Redesigned Path 7. Checkout Process

1. Click on the 'Cart' icon.  
[User is routed to the 'Your Shopping Cart' page.]
2. Review order and click the 'Proceed to Secure Checkout' button.  
[User is routed to the 'Secure Checkout' page.]
3. Enter data in the 'New Customer Billing Address' section.
4. Click the 'Next' button.  
[The 'Billing Address' section collapses and the Step 2, 'Shipping and Gifts Options' section expands.]
5. Select the appropriate radio button indicating if the shipping address is the same as the billing address or if different.  
[If "different" is selected, the form expands to display the input fields for entering the shipping address.]
6. Select the desired shipping method radio button.
7. Click the 'Show me gift options' checkbox if desired.  
[If checked, the gift options information expands.]
8. Select whether or not they want gift wrap and optional message for each item ordered.
9. Click the 'Next Section' button.  
[The 'Shipping and Gift Options' section collapses and the Step 3, 'Payment Method' section expands.]
10. Complete the 'Payment Method' section.
11. Click the 'Next' button.  
[The 'Payment Method' section collapses and the Step 4, 'Review Your Information' section expands.]
12. Review the order information and click the 'Submit Order' button.  
[User is routed to the 'Thank You' page confirming the order details that also provides a link to track package(s).]

## Interface Changes

- The expand/collapse approach is employed for all the payment and shipping detail sections of the process. For example:
  - Gift options are no longer located on a separate page. When the user clicks the 'Show me gift options' checkbox, the gift wrap and message options section expands to display the necessary form elements to select options. If the user does not select gift options, they click the 'Next Section' button to proceed to the next step.
- A second 'Proceed to Checkout' button is added to the top of the 'Shopping Cart' page so users can avoid scrolling to the bottom of the page.
- \* The way items are listed on the 'Shopping Cart' page has been streamlined by eliminating extraneous product details. The name of the product is listed as linked text. When clicked, a pop up window appears that provides product details. A 'Close Window' link closes the pop up window and the user returns to the 'Shopping Cart' page. This minimizes the need for scrolling.

## Storyboards

### Checkout Process: Shopping Cart

ToysRUs Logo


Top Navigation & Search

---

## Your Shopping Cart

All transactions are safe and secure. [Details](#) | [How does my Shopping Cart work?](#)

**Continue Shopping:** [Previous Page](#) > [Recently Viewed Items](#) > [Toys®R®Us Home](#) > [Babies®R®Us Home](#)

Qty.	Item Description	Availability	Gift Options	Price	Total
1	 Ut justo diam, porta quis lobortis	IN STOCK	<input checked="" type="checkbox"/> Gift Wrap Available	\$.x.xx	\$.x.xx

UPDATE CART

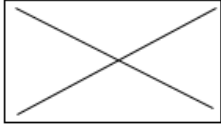
Enter Promotional Code

APPLY

### Order Summary

Subtotal	\$.x.xx
Estimated Shipping and Handling <small>Based on Standard Shipping within continental U.S.</small>	\$.x.xx
Sales Tax <small>Calculated at checkout</small>	\$.x.xx
<b>Estimated Total</b>	<b>\$.x.xx</b>

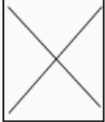
Make a Donation



\$1 ▼



DONATE ▶

You May Also Like...



Qty:

ADD TO CART ▶

PROCEED TO SECURE CHECKOUT »

---

Bottom Navigation & Footer

## Checkout Process: New Customer Billing Address Section

ToysRUs Logo
Top Navigation & Search

### Checkout

**1** New Customer Billing Address

Aenean dolor lectus, condimentum et lacinia vitae, hendrerit in odio. Mauris urna sapien, sagittis sed tempus eget, facilisis id tellus. Pellentesque tempor, nisi mollis tristique pretium, quam nisi sagittis.

\*Indicates a required field

\*First Name:

\*Last Name:

\*Address:

\*City:

\*State:

\*Zip:

\*Telephone:

\*E-mail:

Returning Customer

Aenean dolor lectus, condimentum et lacinia vitae.

E-mail:

Password | [Forgot password?](#)

**2** Shipping and Gifts Options

**3** Payment Method

**4** Review Your Information

Bottom Navigation & Footer

### Returning Customer

Aenean dolor lectus, condimentum et lacinia vitae.

E-mail:

Password | [Forgot password?](#)

### Order Details

Subtotal	\$x.xx
Estimated Shipping	\$x.xx
Sales Tax	\$x.xx
<b>Total Cost</b>	<b>\$x.xx</b>

**2** Shipping and Gifts Options

**3** Payment Method

**4** Review Your Information

Bottom Navigation & Footer

## Checkout Process: Beginning of Shipping and Gifts Section

ToysRUs Logo

Top Navigation & Search

### Checkout

1 New Customer Billing Address

2 Shipping and Gifts Options

Vivamus a elit nisi. Quisque sit amet sem vehicula augue placerat tincidunt

X

Fusce malesuada pretium orci, id tincidunt nulla feugiat vel. Vivamus quis molestie orci. Suspendisse accumsan feugiat felis, sed auctor mauris ultrices nec.

**Yes**, show me gift options

#### Shipping Methods

Qty.	Item Description	Availability	Gift Options
1	Ut justo diam, porta quis lobortis diam quis porta. Item #: 123456	IN STOCK	<input checked="" type="checkbox"/> Gift Wrap Available

#### Select Shipping Method

- Standard Shipping [details](#) ▲
- Expedited Shipping [details](#) ▲
- Express Shipping [details](#) ▲

NEXT

#### Returning Customer

Aenean dolor lectus, condimentum et lacinia vitae.

E-mail:

Password | [Forgot password?](#)

SIGN IN

#### Order Details

Subtotal	\$x.xx
Estimated Shipping	\$x.xx
Sales Tax	\$x.xx
<b>Total Cost</b>	<b>\$x.xx</b>

3 Payment Method

4 Review Your Information

Bottom Navigation & Footer

Checking this box makes the 'Shipping Methods' section expand downward while the 'Gift Options' box appears (see next storyboard page)

## Checkout Process: Expanded Gift Options Section

ToysRUs Logo

Top Navigation & Search

### Checkout

**1** New Customer Billing Address

**2** Shipping and Gift Options

Returning Customer

Aenean dolor lectus, condimentum et lacinia vitae.

E-mail:

Password | [Forgot password?](#)

Vivamus a elit nisi. Quisque sit amet sem vehicula augue placerat tincidunt

X

Fusce malesuada pretium orci, id tincidunt nulla feugiat vel. Vivamus quis molestie orci. Suspendisse accumsan feugiat felis, sed auctor mauris ultricies nec.

**Yes**, show me gift options

**• Available Gift Options**

Fusce malesuada pretium orci, id tincidunt nulla feugiat vel. Vivamus quis molestie orci. Suspendisse accumsan feugiat felis, sed auctor mauris ultricies nec.

Available Gift Wraps:

X

X

id tincidunt
id tincidunt

**• Gift Options for Shipping Address 1: **First Last:** 10 Aaaa St.**

**Fusce malesuada pretium orci, id tincidunt nulla**

Item #: 123456

Select Gift Wrap

---

**• Free Gift Message**

**Yes, I want a FREE gift message and receipt**

No thanks.

**Your Message** (180 characters remaining)

**Order Details**

Subtotal	\$x.xx
Estimated Shipping	\$x.xx
Sales Tax	\$x.xx
<b>Total Cost</b>	<b>\$x.xx</b>

continued next page

### Checkout Process: Expanded Gift Options Section, *continued*

#### Shipping Methods

Qty.	Item Description	Availability	Gift Options
1	Ut justo diam, porta quis lobortis diam quis porta. Item #: 123456	IN STOCK	<input checked="" type="checkbox"/> Gift Wrap Available

#### Select Shipping Method

- Standard Shipping [details](#) ▲
- Expedited Shipping [details](#) ▲
- Express Shipping [details](#) ▲

3 Payment Method

4 Review Your Information

Bottom Navigation & Footer

### Checkout Process: Checkout Thank You Page

Toys R Us Logo	Top Navigation & Search		
<h2>Thank You</h2>			
<table border="1"><tr><td data-bbox="253 506 646 724"><p><b>Thank you for your order!</b></p><p>Your order number is: xxxxxxxxxxxx</p><p>We will E-mail <a href="mailto:firstname.lastname@gmail.com">firstname.lastname@gmail.com</a> to update you on the status of your order</p><p><input type="button" value="PRINT RECEIPT"/></p></td><td data-bbox="1003 506 1360 703"><p>Continue shopping</p><p><input type="button" value="ToysRUs"/></p><p><input type="button" value="ToysRUs"/></p></td></tr></table>		<p><b>Thank you for your order!</b></p> <p>Your order number is: xxxxxxxxxxxx</p> <p>We will E-mail <a href="mailto:firstname.lastname@gmail.com">firstname.lastname@gmail.com</a> to update you on the status of your order</p> <p><input type="button" value="PRINT RECEIPT"/></p>	<p>Continue shopping</p> <p><input type="button" value="ToysRUs"/></p> <p><input type="button" value="ToysRUs"/></p>
<p><b>Thank you for your order!</b></p> <p>Your order number is: xxxxxxxxxxxx</p> <p>We will E-mail <a href="mailto:firstname.lastname@gmail.com">firstname.lastname@gmail.com</a> to update you on the status of your order</p> <p><input type="button" value="PRINT RECEIPT"/></p>	<p>Continue shopping</p> <p><input type="button" value="ToysRUs"/></p> <p><input type="button" value="ToysRUs"/></p>		
<h4>RewardsRUs</h4> <p><b>Become a RewardsRUs Member</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut justo diam, porta quis lobortis a, elementum et velit. Aenean dolor lectus, condimentum et lacinia vitae, hendrerit in odio. Mauris uma sapien, sagittis sed tempus eget, facilisis id tellus. Pellentesque tempor, nisi mollis tristique pretium, quam nisi sagittis sapien, id aliquet enim justo quis ante. Vivamus a elit nisi. Quisque sit amet sem vehicula augue placerat tincidunt.</p> <p><input type="button" value="ENROLL NOW"/></p>	<h4>E-mail Preferences</h4> <p><b>Want to get "R" E-mails your way? Visit our E-mail preference center today.</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut justo diam, porta quis lobortis a, elementum et velit. Aenean dolor lectus, condimentum et lacinia vitae, hendrerit in odio. Mauris uma sapien, sagittis sed tempus</p> <p><input type="button" value="SIGN UP NOW"/></p>	<h4>Create an Account</h4> <p><b>Enjoy great benefits when you shop!</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut justo diam, porta quis lobortis a, elementum et velit. Aenean dolor lectus, condimentum et lacinia vitae, hendrerit in odio. Mauris uma sapien, sagittis sed tempus eget, facilisis id tellus. Pellentesque tempor, nisi mollis tristique pretium, quam</p> <p>E-mail: <a href="mailto:firstname.lastname@gmail.com">firstname.lastname@gmail.com</a></p> <p>Password: <input type="text"/></p> <p>Confirm Password: <input type="text"/></p> <p><input type="button" value="SUBMIT"/></p>	

*continued next page*

Checkout Process: Checkout Thank You Page, *continued*

Items Shipping to First Last					
Qty.	Item Description	Availability	Gift Options	Price	Total
1	Ut justo diam, porta quis lobortis quis port.	IN STOCK	<input checked="" type="checkbox"/> Gift Wrap Available	\$ .x.xx	\$ .x.xx

Cost Summary	
Subtotal	\$ .x.xx
Estimated Shipping and Handling Based on Standard Shipping within continental U.S.	\$ .x.xx
Sales Tax Calculated at checkout	\$ .x.xx
<b>Estimated Total</b>	<b>\$ .x.xx</b>

Shipping Details	
<b>Shipping Address</b> !;kjasdfkij asd!kasfjd ;lkasdf lk;asjdfas	
<b>Shipping Method Selected</b> !;kjasdfkl	

Billing and Payment	
<b>Billing Information</b>	
<b>Payment Method</b>	

Bottom Navigation & Footer

**Current Path 8. Apply for a Job**

1. Begin at the 'Online Application' page.  
[This page is a multi-tabbed page.]
2. Click the 'Apply: Start Here' link.  
[The 'Find a Job' tab becomes visible.]
3. Click on the 'Get Started Now' link.  
[Content on the tabbed page changes to display input fields for searching by 'Zip Code and 'Distance in Miles' OR 'City' and 'State.'
4. Enter zip code or city/state information.
5. Click on the 'Submit' button.  
[User is routed to a new page that lists store location results based on what they entered on the previous page.]
6. Click on the 'Find jobs at this location.'  
[User is routed to page of job listings at the selected location.]
7. Scroll through results and select a job to apply for by clicking on the 'Apply Now' link.  
[User is routed to the 'Introduction' page.]
8. Read text, scroll to bottom of page and click on the 'Next' button.  
[User is routed to the 'Application Restart' page.]
9. Click on the 'Yes' or 'No' radio button for creating a restart code and password.
10. Click on the 'Next' button.  
[User is routed to the 'Application: Restart' page.]
11. Create and enter a restart code and password.
12. Click on the 'Next' button.  
[User is routed to the 'Application Restart: Confirmation' page.]
13. [This page explains that the restart code is valid for only 48 hours.]  
Click on the 'Next' button.  
[User is routed to the 'Personal Information' page.]
14. User enters name and country information.
15. Click on the 'Next' button.  
[User is routed to a continuation of the 'Personal Information' page.]
16. Enter address, e-mail, and phone number information.

17. Click on the 'Next' button.  
[User is routed to the 'Referral Source' page.]
18. Select radio button indicating where they heard about potential employment.
19. Click on the 'Next' button.  
[User is routed to the 'Personal Information; Social Security Number' page.]
20. Enter social security number.
21. Click on the 'Next' button.  
[User is routed to the 'Consent to Electronic Transactions' page.]
22. Read 'Electronic Transaction' document and enter the last four digits of their social security number.  
(Where user is requested to enter these four digits, the input box should conceal the numbers the user is entering as for password).
23. Click on the 'Next' button.  
[User is routed to the 'Fair Credit Reporting Act' page.]
23. Read the information and enter the last four digits of their social security number.
24. Click on the 'Next' button.  
[User is routed to the 'Thank You' page.]
25. Click on the 'Next' button to proceed with the application process.  
[User is routed to the 'Eligibility' page.]
26. Answer the eligibility questions by clicking on the appropriate radio button.
27. Click on the 'Next' button.  
[User is routed to the 'Drug Testing' page.]
28. Select the 'Yes' radio button to agree to drug testing.
29. Click on the 'Next' button.  
[User is routed to the 'Employment History' page.]
30. Specify number of jobs held for the past five years by selecting the appropriate radio button.
31. Click on the 'Next' button.  
[User is routed to another 'Employment History' page where user provides information about their most recent position.]
32. Fill out information about the last or current job.

33. Click on the 'Next' button.  
[User is routed to a second page where they fill out their current wage information.]
34. Enter current wage, and select if there are additional job entries.
35. Click on the 'Next' button.  
[If 'Yes' for additional job entries, user is routed back to Step 32 above. This is repeated for each job the user enters.]
36. Click on the 'Next' button when listing of all past jobs is completed.  
[User is routed to the 'Resume' page.]
37. Copy and paste resume text into input box.
38. Click the 'Next' button.  
[User is routed to the 'Work Experience' page.]
39. Select radio button answer about work experience.
40. Click on the 'Next' button.  
[User is routed to the 'Education History' page.]
41. Select radio button answer for the highest level of education achieved.
42. Click on the 'Next' button.  
[User is routed to a second 'Education History' page.]
43. Enter information about colleges attended.  
(A drop down menu for users to select state is offered. Users can automatically tab to the drop down menu and enter the first few letters for state, and the form field displays that state. For indicating country, users must type in the country name.)
44. Click on the 'Next' button.  
[User is routed to a third 'Education History' page.]
45. Select 'Yes' or 'No' radio button indicating if they attended high school.
46. Click on the 'Next' button.  
[User is routed to a fourth 'Education History' page.]
47. Fill in information about the most recent high school attended.  
User clicks on the 'Next' button.  
[User is routed to the 'References' page.]
48. Select 'Yes' or 'No' to indicate if there are references other than relatives.

49. Click on the 'Next' button.  
[User is routed to a second 'References' page.]
50. Enter information for one reference.
51. Click on the 'Next' button.  
[User is routed to a page asking if they have additional references.]
52. Select 'Yes' to enter additional references, or 'No' to proceed.  
[If 'Yes' for additional job entries, user is routed back to Step 50 above. This is repeated for each job the user enters.]
53. Click on the 'Next' button.  
[User is routed to the 'Previous Experience' page.]
54. Select radio button answers for questions indicating whether or not they have worked for ToysRUs or its affiliates in the past.
55. Click on the 'Next button.'  
[User is routed to another 'Previous Experience' page.]
56. Select radio button answers indicating whether or not they know anyone currently or previously employed with ToysRUs or its affiliates.
57. Click the 'Next' button.  
[User is routed to the 'Essential Functions' page.]
58. Review the job description for the selected job and answer 'Yes' or 'No' concerning whether or not they are able to perform the essential functions of the job.
59. Click the 'Next' button.  
[User is routed to the 'Job-Specific Questions' page.]
60. Select a radio button for the appropriate answer to a list of questions.
61. Click the 'Next' button.  
[User is routed to the 'Job Preferences' page.]
62. Answer when they are available to start the job.
63. Click the 'Next' button.  
[User is routed to a second 'Job Preferences' page.]
64. Select a radio button for the appropriate answer to a list of questions.
65. Click the 'Next' button.  
[User is routed to a third 'Job Preferences' page.]

66. Enter the days and times they are available to work.
67. Click the 'Next' button.  
[User is routed to a page that explains they are about to enter a new section with questions indicating attitudes and experiences.]
68. Select radio button answers to several questions.
69. Click the 'Next' button.  
[User is routed to twelve additional pages of questions and clicks 'Next' after they complete each page.]
70. Click on the 'Next' button.  
[User is routed to the 'Customer Specific Questions' page.]
71. Answer questions about languages they speak, and if they are currently employed by ToysRUs.
72. Click on the 'Next' button.  
[User is routed to the 'Criminal History: Name Confirmation' page.]
73. Select the 'Yes' or 'No Record' radio button indicating if they have been convicted of a felony.
74. Click on the 'Next' button.  
[User is routed to the 'Criminal History' page.]
75. User selects the 'Yes' or 'No' radio button indicating if they have committed a crime in the last ten years.
76. Click on the 'Next' button.  
[User is routed to the 'Birth Date' page.]
77. Enter date of birth.
78. Click on the 'Next' button.  
[User is routed to a page where they are instructed to enter their social security number.]
79. Click on the 'Next' button.  
[User is routed to the 'Work Opportunity Tax Credit' page.]
80. Select the 'Yes' or 'No' radio button indicating if they have received certification for the Welfare-to-Work program.

81. Click on the 'Next' button.  
[User is routed to a second 'Work Opportunity Tax Credit' page.]
82. Enter date of birth if under age 40.
83. Click on the 'Next' button.  
[User is routed to a third 'Work Opportunity Tax Credit' page.]
84. Select the 'Yes' or 'No' radio button indicating if they have received AFDC or TANF aid.
85. Click on the 'Next' button.  
[User is routed to a fourth 'Work Opportunity Tax Credit' page.]
86. User selects the 'Yes' or 'No' radio button indicating if they have served in the armed forces.
87. Click on the 'Next' button.  
[User is routed to a fifth 'Work Opportunity Tax Credit' page.]
88. User selects the 'Yes' or 'No' radio button indicating if they have been convicted of a felony.
89. Click on the 'Next' button.  
[User is routed to a sixth 'Work Opportunity Tax Credit' page.]
90. User selects the 'Yes' or 'No' radio button indicating if they have received SNAP aid in the last six months.
91. Click on the 'Next' button.  
[User is routed to a seventh 'Work Opportunity Tax Credit' page.]
92. Select the 'Yes' or 'No' radio button indicating if they have received SNAP aid for at least three of the last five months but are no longer eligible.
93. Click on the 'Next' button.  
[User is routed to an eighth 'Work Opportunity Tax Credit' page.]
94. Select the 'Yes' or 'No' radio button indicating if they have received conditional certification for the Work Opportunity Tax Credit.  
[User is routed to a 'Thank You' page.]
95. Click on the 'Next' button.  
[User is routed to the 'Work Opportunity Tax Credit' page.]
96. Select the 'Yes' or 'No' radio button to verify whether they are under 25 years old.

97. Click on the 'Next' button.  
[User is routed to a second 'Work Opportunity Tax Credit' page.]
98. Select the 'Yes' or 'No' radio button indicating if they have relatives who have ownership in ToysRUs.
99. Click on the 'Next' button.  
[User is routed to a third 'Work Opportunity Tax Credit' page.]
100. Select appropriate 'Yes' or 'No' radio buttons to answer two questions.
101. Click on the 'Next' button.  
[User is routed to a fourth 'Work Opportunity Tax Credit' page.]
102. Select appropriate 'Yes' or 'No' radio buttons to answer one question.
103. Click on the 'Next' button.  
[User is routed to the 'Work Opportunity Tax Credit Thank You' page.]
104. Click on the 'Next' button.  
[User is routed to the 'Equal Opportunity Employment' page.]
105. Select appropriate radio buttons for gender and race.
106. Click on the 'Next' button.  
[User is routed to the 'Review Personal information' page.]
107. Click on the 'Next' button.  
[User is routed to another 'Review Personal Information' page where they can review the information they entered.]
108. Click on the 'Next' button.  
[User is routed to another 'Review Personal Information' page where they can review the information they entered.]
109. Click on the 'Next' button.  
[User is routed to the 'Employer at-Will' page.]
110. Read the 'At-Will' statement and enter the last four digits of their social security number.
111. Click on the 'Next' button.  
[User is routed to the application completion page. Both a link to the 'Home' page and a link users can click to provide feedback are available.]

## Redesigned Path 8. Apply for a Job

Applying for a job is a complex process. The redesign has segmented (or “chunked”) the process into separate sections. Each section is indicated with an indented, ***bold italic*** head below. Some of the steps have been reorganized and may appear in a different order than in the current path.

1. Begin at the ‘Online Application’ page. Create a new Applicant Account and click ‘Create’  
or  
sign into an already existing Applicant Account and click ‘Sign In’.  
[Clicking ‘Create’ causes an overlay box to appear, letting the user know their account has been created.]  
[Clicking ‘Sign In’ takes user to Step 3.]

2. Click ‘Apply for a Job’ on the overlay box.  
[User is routed to the ‘Find Jobs’ page.]

### ***Find Jobs***

3. Enter zip code or city/state information and click on the ‘Find Jobs’ button.  
[User is routed to a new page that lists store location(s) and job listings based on what they entered on the previous page.]
4. Scroll through results and select a job(s) to apply for by clicking in the checkboxes provided at the left of each listing.
5. User clicks the ‘Apply Now’ button.  
[User is routed to the ‘Introduction’ page.]

### ***Application Restart***

6. Read text, scroll to bottom and click the ‘Next’ button.  
[User is routed to the ‘Application Restart’ page.]
7. Click the ‘Yes’ or ‘No’ radio button for creating a restart code and password.  
[When user clicks ‘Yes,’ a field expands to enter data.]
8. Create a restart code and password.
9. Click on the ‘Next’ button  
[User is routed to the ‘Application Restart’ Confirmation’ page, which explains the details about the restart code.]
10. Click on the ‘Next’ button.  
[User is routed to the ‘Personal Information’ page.]

**Personal Information**

11. Enter name, address, e-mail, phone number(s), country of origin, and social security number.
12. Select the 'Yes' or 'No' button indicating whether or not they have relatives who have ownership in ToysRUs.
13. Select radio button to indicate where they heard about ToysRUs for potential employment.
14. Click the 'Next' button.  
[User is routed to the 'Consent to Electronic Transactions' page.]

**Employment History**

15. Select radio button answers for questions indicating whether or not they are currently working or have previously worked for ToysRUs or its affiliates.
16. Specify number of jobs held for the past five years by selecting the appropriate radio button.
17. Select radio button answers to multiple-choice questions about work experience.
18. Click on the 'Next' button.  
[User is routed to another 'Employment History' page where user provides information about their most recent position.]
19. Fill out information about the last or current job, including starting wage and current (or last) wage.
20. User selects the checkbox for 'Yes' if there are additional previous jobs to enter, OR  
User clicks on the 'Next' button if there are no additional jobs to enter. 'No' if there are no more previous jobs to enter.  
[If 'Yes,' additional form fields expand and user provides the same information as for step #32. If 'No' user is routed to the 'Resume' page.]
21. Copy and paste resume text into input box.
22. Click on the 'Next' button.  
[User is routed to the 'Education History' page.]

**Education History**

23. Select radio button answer for the highest level of education achieved.  
[If college is indicated, the form expands to display the fields for entering both high school and college information. If high school is indicated, the form expands to display the fields for entering high school information only.]

24. Enter college and high school information.
25. Click on the 'Next' button.  
[User is routed to the 'References' page.]

### **References**

26. Select radio button indicating whether or not they know anyone currently or previously employed with ToysRUs or it affiliates.  
[Choosing 'Yes' expands the form to display fields for entering the names of their acquaintance.]
27. Select the 'Yes' radio button to indicate if there are references other than relatives.  
[choosing 'Yes' displays expanding and collapsing fields for entering information about references.]  
OR  
Click the 'Next' button
28. Click the 'Next' button when all reference information has been entered.  
[User is routed to the 'Essential Functions' page.]

### **Essential Functions**

29. Click the 'Next' button when all reference information has been entered.  
[User is routed to the 'Essential Functions' page.]

### **Essential Functions**

30. User views the job description for the selected job and answers 'Yes' or 'No' concerning whether or not they are able to perform the essential functions of the job.

### **Job-Specific Questions and Preferences**

31. Select a radio button for the appropriate answer to a list of job-specific questions.
32. Click 'Next Section' button,  
[Job-Specific Questions' section collapses and 'Job Preferences' section expands.]
33. Answer question about availability
34. Select appropriate answers to a list of job preference questions.
35. Enter days and times of availability.
36. Indicate fluency in any languages other than English.
37. Click the 'Next' button  
[User is routed to a page with an explanation of the next section.]

***Attitudes and Experiences***

38. Select radio button answers to a series of questions on a total of twelve consecutive pages. Click the 'Next' button to go to the next page.  
[After the last page, the user is routed to the 'Fair Credit Reporting Act' page.]

***Criminal History***

39. Read 'Fair Credit Reporting Act' page
40. Indicate agreement by entering the last 4 digits of their social security number; click 'Next'.  
[User is routed to 'Eligibility' page.]
41. Select answers to a series of questions; select the 'Yes' radio button to agree to a drug test.
42. Click the 'Next' button.  
[User is routed to the 'Criminal History' page.]
43. Answer question about whether or not they have been known by another name.  
[Choosing 'Yes' expands to reveal a form field to fill in former name data.]
44. Answer question about whether or not they have been convicted of a felony.  
[Choosing 'Yes' expands to reveal a form field to fill in data.]
45. Answer question about whether or not they have been convicted of any crime.  
[Choosing 'Yes' expands to reveal a form field to fill in data.]
46. Enter birthdate.
47. Click the 'Next' button.  
[User is routed to the 'Social Security Number' page.]

***Work Opportunity Tax Credit & Equal Opportunity***

48. Fill in social security number.
49. Click the 'Next' button.  
[User is routed to 'Work Opportunity Tax Credit' page.]
50. Answer voluntary questions over a span of many pages.  
[After the last page, the user is routed to 'Review Personal Information' page.]

***Review and Employer at-Will***

51. Review personal information and edit if necessary.
52. Click the 'Next' button.  
[User is routed to the 'Employer at-Will' page.]

53. Review the statement and signify agreement by typing in last 4 digits of social security number.
54. Click the 'Next' button.  
[User is routed to the application completion page. Links to both the 'Apply for a Job' home page and a 'Provide Feedback' link is also available. The ToysRUs logo in the upper left is clickable and returns the user to the ToysRUs home page.]

## Interface Changes

- The new interface adds two new features to the process:
  - Users that have previously filled out an application can log in and apply for new positions.
  - Users can select and apply for multiple positions at one time.
- Tightening up masthead area will allow 'Next' button to be visible above the fold to minimize scrolling.
- Where user is requested to enter the last four digits of their social security number, the input box conceals the numbers the user is entering as for password).
- Drop down menus are used to indicate state and country. Users can automatically tab to one of these drop down menus and enter the first few letters for state or country, and the form field displays that state or country. This provides better accessibility, and ease of use.
- Separate fields with autoprogession are employed for entering the separate portions of the social security number, date of birth, and phone number(s).
- Users now create a log-in (see the redesigned step #1) so that they can return and apply for new job openings without having to repeat the application process.
- A checkbox is added to each job listing so that users can apply for multiple job openings (see the redesigned step #4).

## Storyboards

### Apply for a Job: Start Page

# ToysRUs Logo

## Online Application

Home

[Aplíquese En Español](#)

**Welcome to the ToysRUs Online Application.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque malesuada consectetur arcu, commodo porta erat volutpat non. Maecenas velit leo, convallis sit amet placerat ut, malesuada nec augue. Sed faucibus dolor vitae libero vehicula vestibulum. Maecenas sed sodales est. Ut elementum dui quis massa tincidunt tincidunt. Integer tortor eros, dictum non mattis quis, pellentesque rhoncus mauris.

### Create an Applicant Account

E-mail:

Password:

Confirm Password:

### Sign In

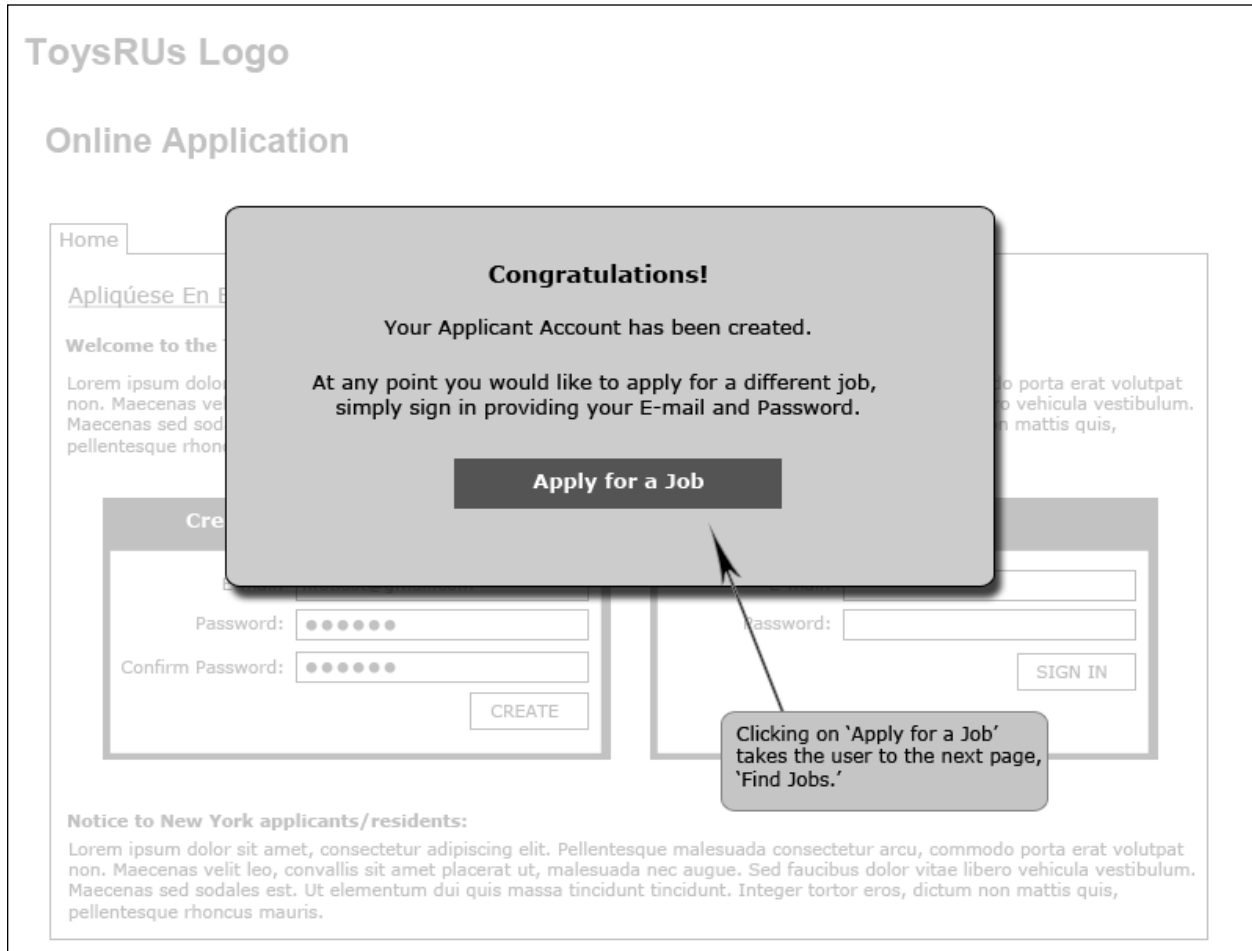
E-mail:

Password:

**Notice to New York applicants/residents:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque malesuada consectetur arcu, commodo porta erat volutpat non. Maecenas velit leo, convallis sit amet placerat ut, malesuada nec augue. Sed faucibus dolor vitae libero vehicula vestibulum. Maecenas sed sodales est. Ut elementum dui quis massa tincidunt tincidunt. Integer tortor eros, dictum non mattis quis, pellentesque rhoncus mauris.

## Apply for a Job: New Account Confirmation



## Apply for a Job: Search Page

### ToysRUs Logo

### Find Jobs

[Home](#) [Find A Job](#) [Restart Application](#) [FAQ](#) [Privacy Policy](#)

#### Find a Job

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nulla lectus metus, sagittis a scelerisque ac, condimentum ut est. Fusce convallis venenatis neque vel fringilla. Donec eu rutrum nisi. Mauris tortor elit, malesuada a tempor vitae, ullamcorper ut mauris.

#### Search by Zip and Distance

Zip code:

Distance (in miles):

#### Search by City and State

City:

State:

#### Notice for New York applicants/residents:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque malesuada consectetur arcu, commodo porta erat volutpat non. Maecenas velit leo, convallis sit amet placerat ut, malesuada nec augue. Sed faucibus dolor vitae libero vehicula vestibulum. Maecenas sed sodales est. Ut elementum dui quis massa tincidunt tincidunt. Integer tortor eros, dictum non mattis quis, pellentesque rhoncus mauris.

## Apply for a Job: Job Review Page

### ToysRUs Logo

### Find Jobs

[Home](#) [Find A Job](#) [Restart Application](#) [FAQ](#) [Privacy Policy](#)

#### Pellentesque malesuada consectetur arcu, commodo porta erat volutpat non.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque malesuada consectetur arcu, commodo porta erat volutpat non. Maecenas velit leo, convallis sit amet placerat ut, malesuada nec augue.

**9270 - Ann Arbor**  
3725 Washtenaw  
Ann Arbor Michigan, 48104

▼ [View available jobs at this location](#)

APPLY NOW

- Curabitur** [Curabitur Job Details](#) ▲
- Curabitur** [Curabitur Job Details](#) ▲
- Curabitur** [Curabitur Job Details](#) ▲
- Curabitur** [Curabitur Job Details](#) ▲
- Curabitur** [Curabitur Job Details](#) ▲
- Curabitur** [Curabitur Job Details](#) ▲

APPLY NOW

Clicking the arrow causes the section to expand, displaying the available jobs at that location.

Clicking the link or the up arrow displays an overlay window that shows the details of the job. See the next storyboard page for example.

Users may check as many jobs as desired for which they would like to submit an application.

**1111 - City Location**  
3725 Any Street  
Any Town, Michigan, 48104  
▶ [View available jobs at this location](#)

**1111 - City Location**  
3725 Any Street  
Any Town, Michigan, 48104  
▶ [View available jobs at this location](#)

**1111 - City Location**  
3725 Any Street  
Any Town, Michigan, 48104  
▶ [View available jobs at this location](#)

#### Notice to New York applicants/residents:

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## Apply for a Job: Job Details Overlay

# ToysRUs Logo

## Find Jobs

[Home](#)
[Find A Job](#)
[Restart Application](#)
[FAQ](#)
[Privacy Policy](#)

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**9270 - Ann Arbor**  
 3725 Washtenaw  
 Ann Arbor Michigan  
 ▼ View available jobs

APPLY NOW

- Curabitur
- Curabitur
- Curabitur
- Curabitur
- Curabitur
- Curabitur

APPLY NOW

**1111 - City Location**  
 3725 Any Street  
 Any Town, Michigan, 48104  
 ▶ View available jobs at this location

**1111 - City Location**  
 3725 Any Street  
 Any Town, Michigan, 48104  
 ▶ View available jobs at this location

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 3725 Any Street  
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**Job Details: Curabitur**

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Return to View Jobs

## Apply for a Job: Application Restart Initial View

### ToysRUs Logo

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### Application Restart

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\*Denotes a required field

\*Do you wish to create a Restart Code and Password?

Yes

No

## Apply for a Job: Application Restart with Expanded Section

### ToysRUs Logo

#### Application Restart

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\*Denotes a required field

\*Do you wish to create a Restart Code and Password?

Yes

No

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\* Restart Code:

\* Restart Password:

\* Verify Restart Password:

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## Apply for a Job: Personal Information

### ToysRUs Logo

#### Personal Information

\*Denotes required fields

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Enter your current information:

\*First Name:

\*Last Name:

Preferred Name:

Suffix:

Middle Name:

\*Country:

\*Address:

Apt.:

\*City:

\*State:

\*Zip:

Home Phone Number:  -  -

Work Phone Number:  -  -

Mobile Phone Number:  -  -

Alternate Phone Number:  -  -

\* Email Address:

\*What is the best method to contact you?

- Home phone
- Work phone
- Mobile phone
- Alternate phone
- E-mail Address

#### Personal Information: Social Security Number

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\*SSN (ex.: 123-45-6789):  -  -

\*Confirm SSN:  -  -

\*I have relatives who have ownership in ToysRUs.

- Yes
- No

\*How did you hear about ToysRUs as a potential employer?

- E-mail, Postcard, or Newspaper Advertisement
- Walked in to apply
- Walked in but did not intend to apply
- I was referred by a current or former employee
- I am a former employee
- Job Fair
- College Recruitment
- Web Site
- Other

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## Apply for a Job: Employment History

## ToysRUs Logo

## Employment History

\*Denotes required fields

\* Have you previously applied for employment with Toys R Us or any of its affiliates?

- Yes  
 No

If yes, please specify where you previously applied and the date of your last application:

Location #1 name: Month/Year:  / Location #2 name: Month/Year:  / 

\* Have you ever been employed with Toys R Us or any of its affiliates?

- Yes  
 No

If yes, please specify your starting and last month &amp; year of employment and the location where you worked:

Month & Year when you started  
this job:  / Last month/year of  
employment:  / Name of location: City: State: 

\*How many jobs have you held over the last 5 years?

- 1  
 2  
 3  
 4  
 5  
 6  
 7 or more

\* What is the longest time you have spent working for a single company?

- None, I have not been previously employed  
 Less than 3 months  
 3 to 6 months  
 7 to 12 months  
 1 to 2 years  
 2 to 3 years  
 3 to 4 years  
 More than 4 years

*continued on next page*



## Apply for a Job: Education History Initial View

ToysRUs Logo

### Education History

\*Denotes required fields

Please answer the following questions about your education.

\* What is the highest level of education you have achieved?

- Less than high school
- Some high school
- High school diploma/GED or equivalent education
- Some trade/vocational school
- Trade school or vocational diploma
- Some college
- Two year technical or associate degree
- BA or BS college degree
- Advanced degree (MA, Ph.D, MBA, etc)

Clicking the 'college' or 'Advanced Degree,' as well as the (high school) 'Yes' radio buttons causes the respective following sections to expand. See the next wireframe for example.

\* Did you attend high school?

- Yes
- No

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## Apply for a Job: Education History Expanded View

### ToysRUs Logo

#### Education History

\*Denotes required fields

Please answer the following questions about your education.

\* What is the highest level of education you have achieved?

- Less than high school
- Some high school
- High school diploma/GED or equivalent education
- Some trade/vocational school
- Trade school or vocational diploma
- Some college
- Two year technical or associate degree
- BA or BS college degree
- Advanced degree (MA, Ph.D, MBA, etc)

\*Please list any colleges that you attended (e.g., community college, college, university). You may exclude any organization names which may indicate race, color, religion, gender, national origin, disability, or other protected status.

Name:

City:

State:

Country:

\* Did you attending high school?

- Yes
- No

What was/is the name of your most recent high school?

\* Name:

\* City:

State:

Country:

How many times, if ever, have you received formal recognition for your academic performance?

- None
- 1 or 2 times
- 3 to 5 times
- 6-10 times
- 11 or more times

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## Apply for a Job: References Initial View

### ToysRUs Logo

### References

\*Denotes required fields

\*Do you know anyone who currently works for ToysRUs or who used to work for ToysRUs in the past?

Yes  
 No

Please indicate his or her name:

First name:   
Last name:

Is he/she a current employee or former employee?

Current employee  
 Former employee

\*Other than relatives, do you have any personal or professional references we can contact?

Yes  
 No

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Clicking the 'Yes' radio button caused this next section to expand.

Clicking the 'Yes' radio button causes the reference section to expand. See the next wireframe for the example

## Apply for a Job: References Expanded View

### ToysRUs Logo

#### References

\*Denotes required fields

\* Do you know anyone who currently works for Toys R Us or who used to work for Toys R Us in the past?

- Yes  
 No

Please indicate his or her name:

First name:

Last name:

Is he/she a current employee or former employee?

- Current employee  
 Former employee

\* Other than relatives, do you have any personal or professional references we can contact?

- Yes  
 No

**Please provide us with information with up to three references. Do not list members of your family.**

#### First Reference

\*First Name:

\*Last Name:

\*City:

\*State:

\*Primary Phone:  -  -

\*Relationship:

- Current or Former Manager/Supervisor  
 Current or Former Co-Worker  
 Close friend  
 Current or former teacher/coach  
 Other

\*How many years have you known this person?

- Less than 6 months  
 6 or more months, but less than 12  
 1 or more years, but less than 3  
 3 or more years, but less than 5  
 5 or more years, but less than 10  
 10 or more years

NEXT REFERENCE

NO MORE REFERENCES

Clicking 'No More References' in any of the reference fields collapses them all and the user may click 'Next' to move to the next page

#### Second Reference

#### Third Reference

#### Complete the Process

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## Apply for a Job: Job-Specific Questions

## ToysRUs Logo

## References

\*Denotes required fields

## 1 Job-Specific Questions

The following questions ask about activities or experiences relevant to one or more jobs at our company. Some of these questions may seem less relevant to the specific work you are seeking. However, we request you answer all of them as they can help us gain insight into how your background and experience relates to different potential jobs openings at our company.

- \* How much experience do you have assembling bicycles at or outside of work?
  - None
  - Less than 1 year
  - 1-2 years
  - 3-5 years
  - More than 5 years
- \* How much experience do you have repairing bicycles at or outside of work?
  - None
  - Less than 1 year
  - 1-2 years
  - 3-5 years
  - More than 5 years
- \* What type(s) of bicycle(s) do you have the most experience building?
  - Tricycles
  - 10''-12''
  - Freestyle
  - Road Bikes
  - Mountain Bikes
  - All or at least 3 of the above
  - Other type not listed above
  - I don't yet have this type of experience
- \* How would you describe your ability to work alone and independently to build bicycles?
  - I have not yet done this type of work
  - This is not my greatest strength
  - I am comfortable with my ability to do this
  - I am very confident in my ability to do this
  - I have successfully proven this personal strength in previous/current jobs
- \* How would you describe your ability to work alone and independently to repair bicycles?
  - I have not yet done this type of work
  - This is not my greatest strength
  - I am comfortable with my ability to do this
  - I am very confident in my ability to do this
  - I have successfully proven this personal strength in previous/current jobs

*continued on next page*

### Apply for a Job: Job-Specific Questions, *continued*

\* How much experience do you have working in an environment where your productivity was tracked (e.g., the number of units you produced)?

- None
- Less than 1 year
- 1-2 years
- 3-5 years
- More than 5 years

\* How much experience do you have providing customer service in such settings as retail sales, food service, hospitality, banking, or other jobs that require working directly with the public?

- None
- Less than 1 year
- 1-2 years
- 3-5 years
- More than 5 years

\* Are you willing to be responsible for building bikes very carefully within all safety procedures and guidelines? Every detail in the instructions is very important!

- No, I am not willing to do this
- Yes, I am willing to do this but would prefer not to
- Yes, I would not mind doing this
- Yes, I am willing and would enjoy doing this

\* Are you willing to work in a job where you will be required to work alone and independently most hours of the day?

- No, I am not willing to do this
- Yes, I am willing to do this but would prefer not to
- Yes, I would not mind doing this
- Yes, I am willing and would enjoy doing this

\* As a requirement of the job you are applying for, are you willing to lift and carry boxes/merchandise weighing up to 50 pounds?

- No, I am not willing to do this
- Yes, I am willing to do this but would prefer not to
- Yes, I would not mind doing this
- Yes, I am willing and would enjoy doing this

**NEXT SECTION**

#### 2 Job Preferences

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## Apply for a Job: Criminal History Page

ToysRUs Logo

### Criminal History

The information in this section will enable us to perform a Criminal Background Check prior to finalizing an offer employment.

Note: The existence of a criminal history will not automatically disqualify you from the job you are applying for.

\*Denotes required fields

#### 1 Name Confirmation

\*Are you now, or have you ever been known by any other name, or have you changed your name (first or last)?

- Yes
- No

Checking the 'Yes' radio button automatically expanded this form.

Please provide your previous name:

\*First Name:

\*Last Name:

#### 2 Convicted of Felony?

#### 3 Convicted of other Crimes?

#### 4 Birthdate

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