



PATRICIA L. KIRSCH

Portfolio

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ux design, visual design

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ux design, visual design

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ux design

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ux design, art direction and visual design

NIKE SALT

ux design, visual design

OPTIVERSE

ux design, art direction

UNIVERSAL TECH INSTITUTE

ux design & research, visual design,  
website optimization

WACOM

ux design & research, visual design,  
website optimization

THE CLYMB

ux design, visual design, website optimization

BENCHMADE KNIFE COMPANY

ux design, visual design



## NIKE NOTIFICATION CENTER

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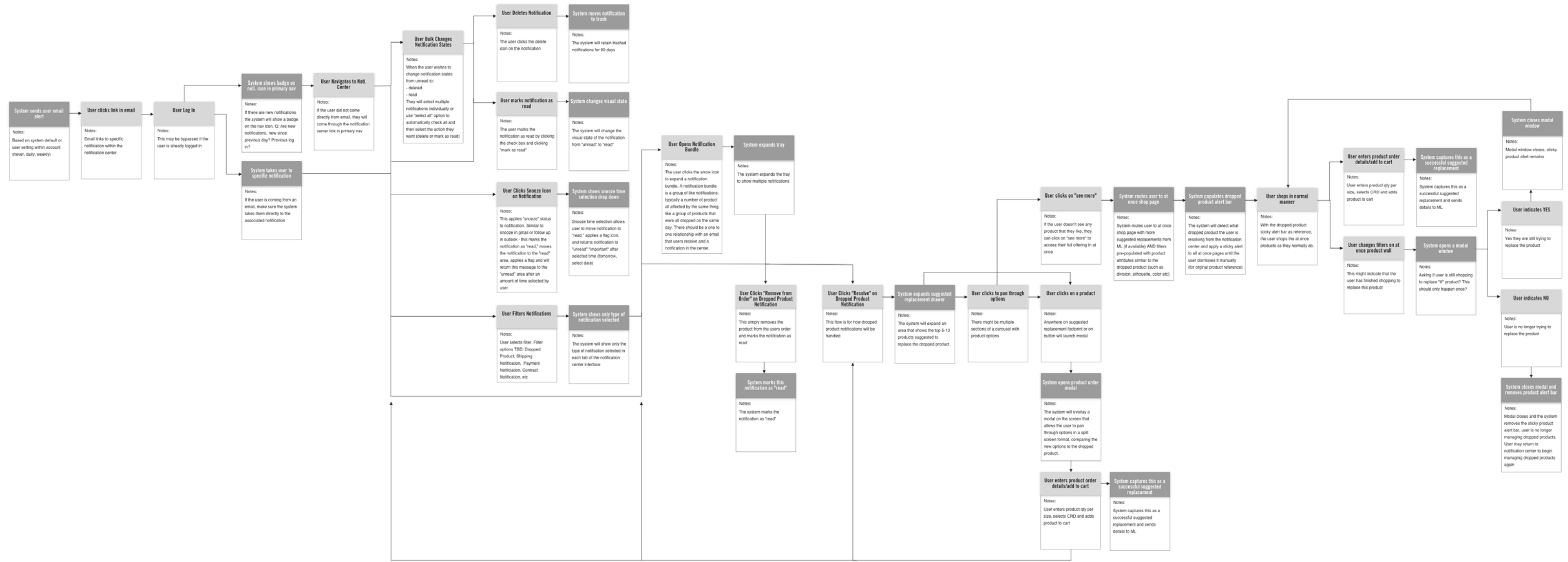
The Notification Center is an application in the suite of Nike.net applications designed as a platform for teams to create and distribute messages to users without having to rely on email alone. I worked with the team at Nike to design a solution that balanced the desire to create an MVP of this product for a specific type of notification, while laying the groundwork for a flexible system that could grow as the application is adopted by more teams. The MVP product contained very light organizational functionality, a card style visual design, and custom accordions with messaging specific to the suggested replacement notifications that were the focus of MVP launch.

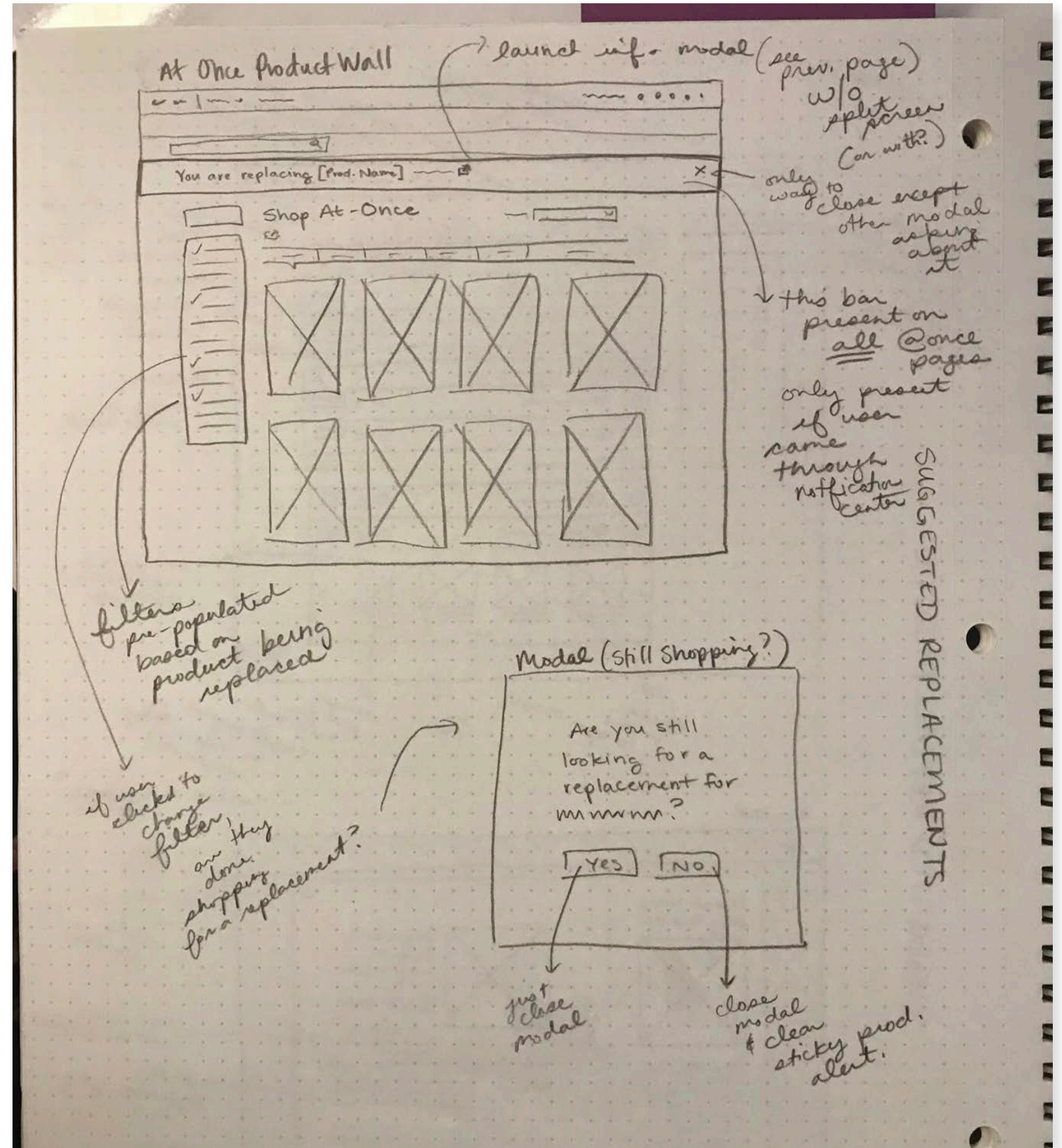
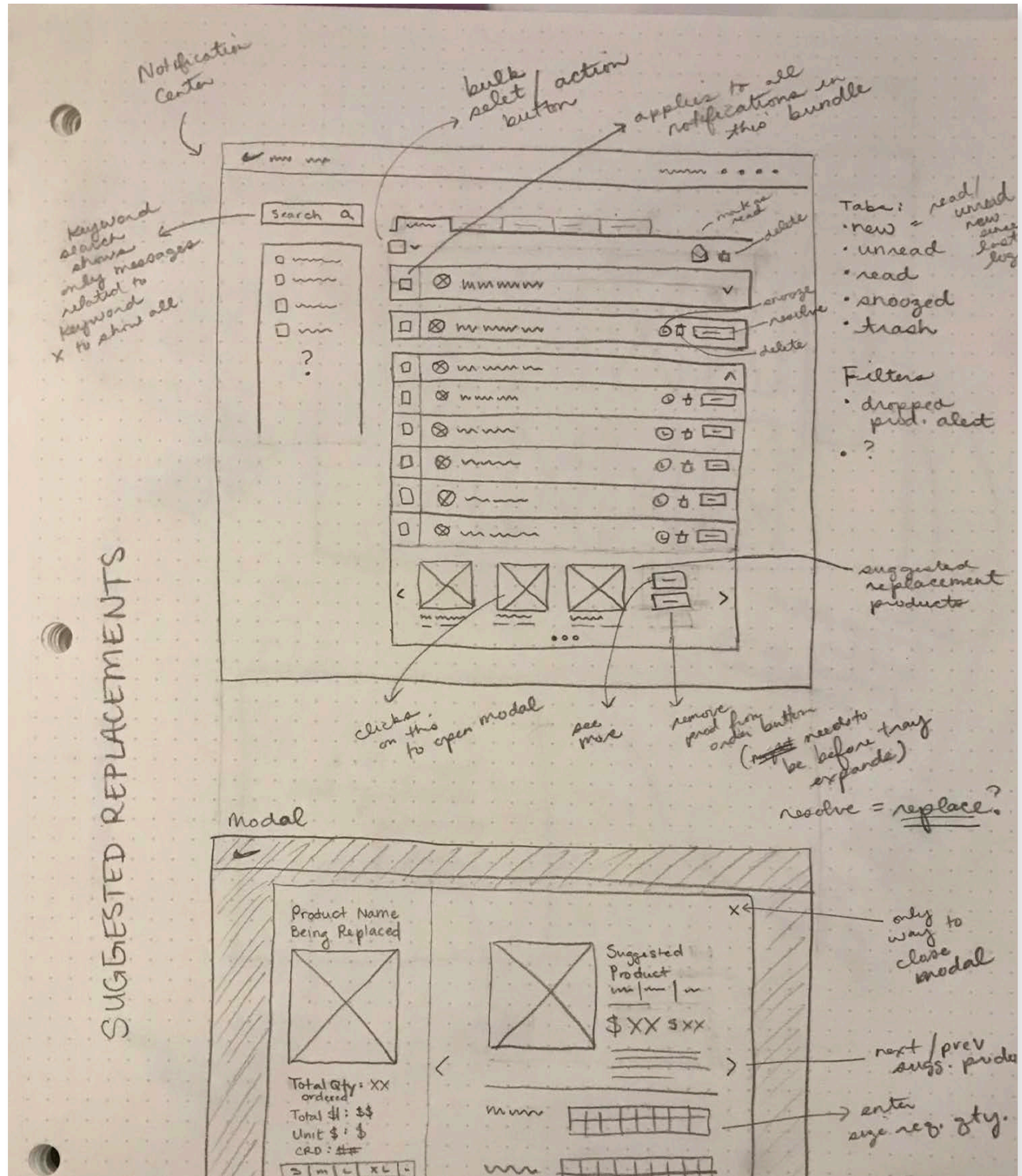
My Role: UX Design, Visual Design

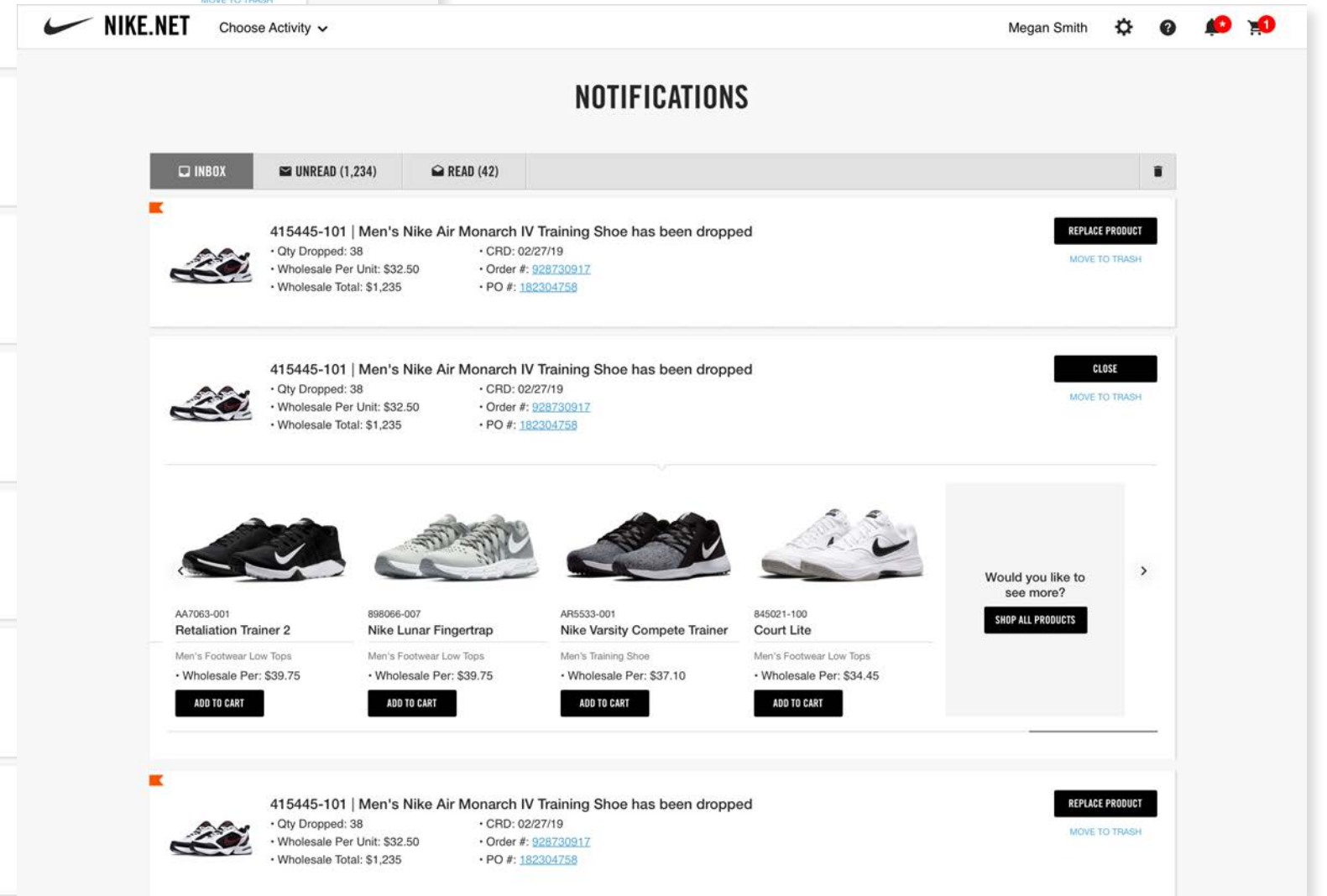
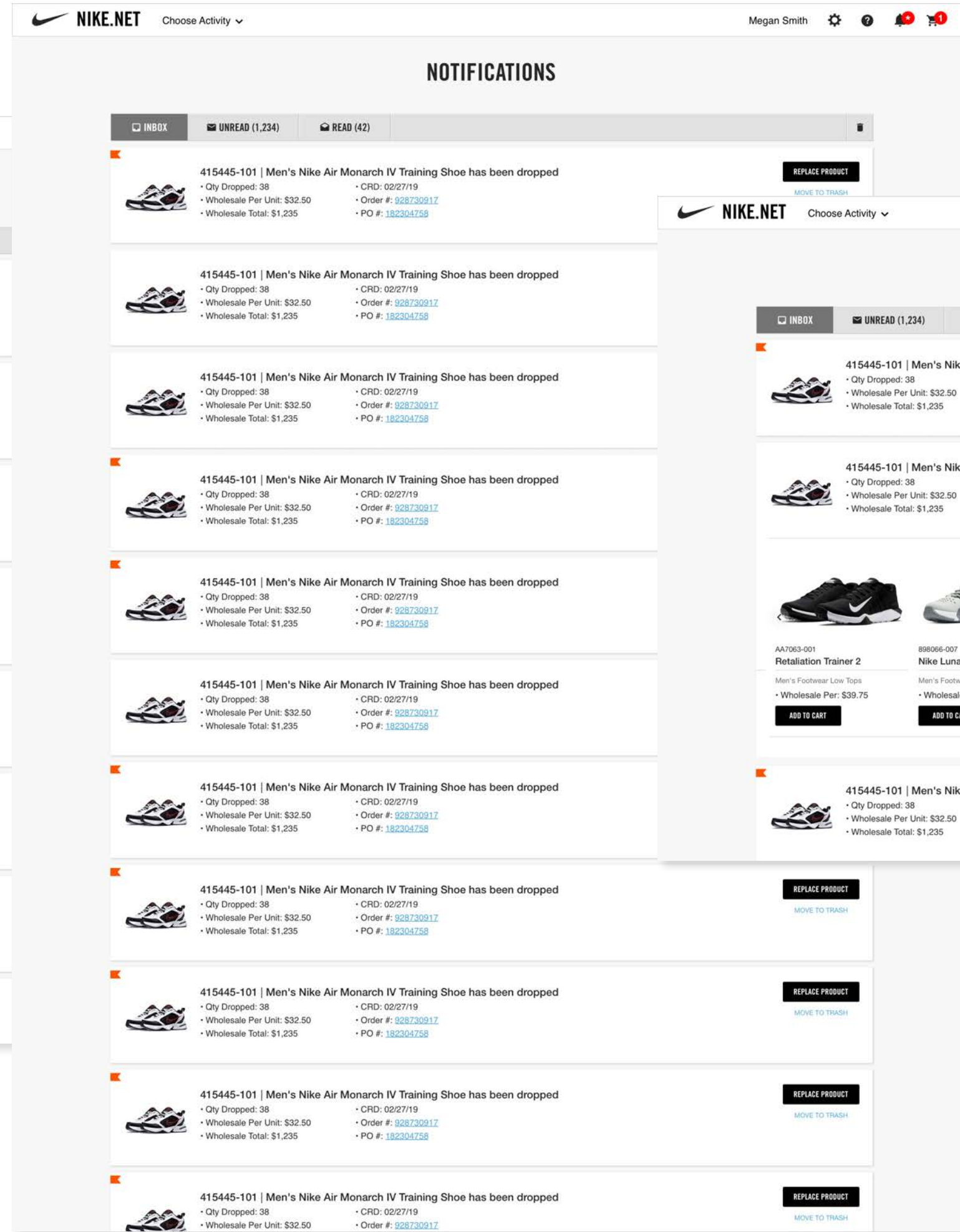
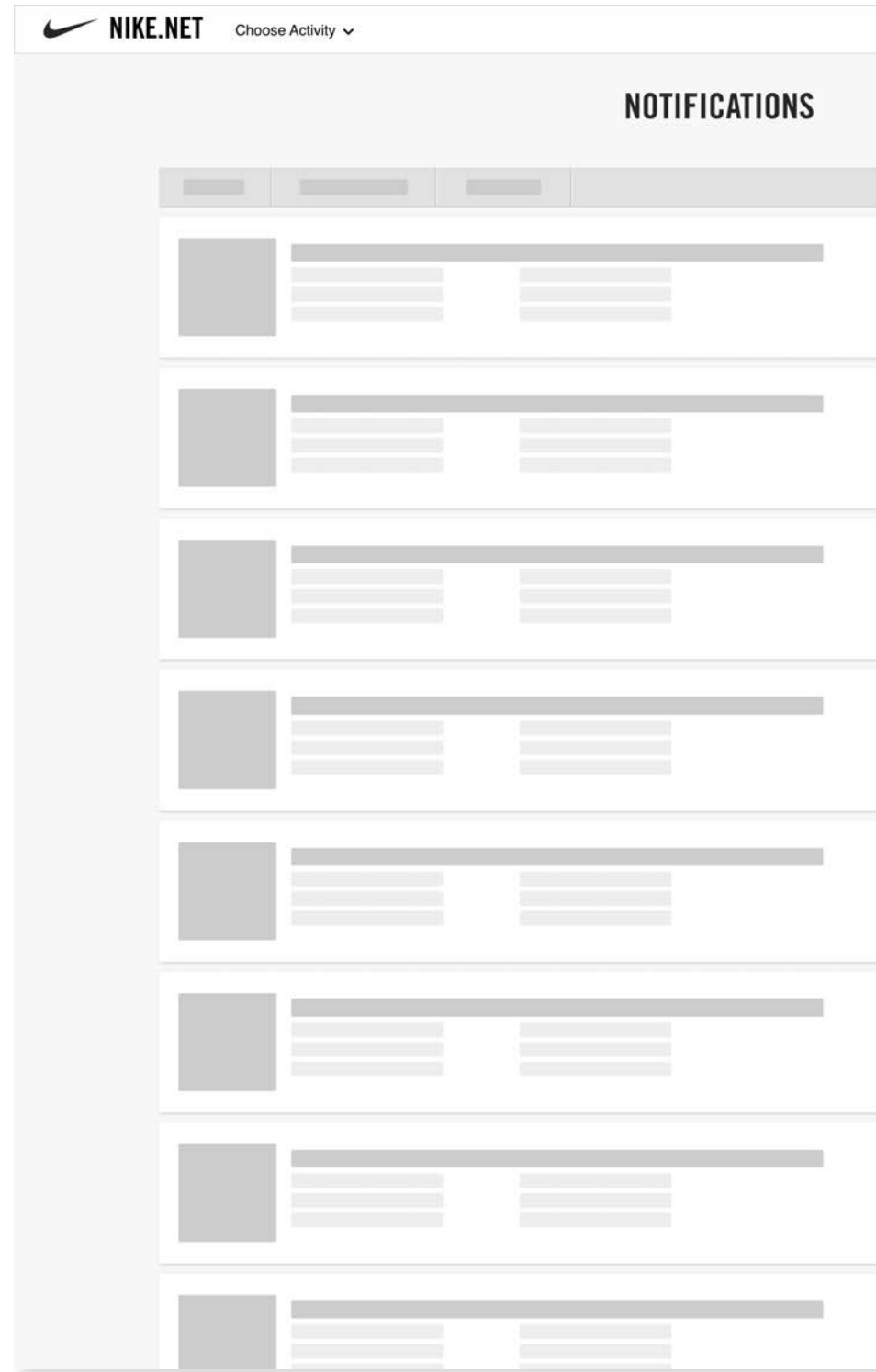
Working with: Nike













## NIKE CONTRACT CALL OFFS

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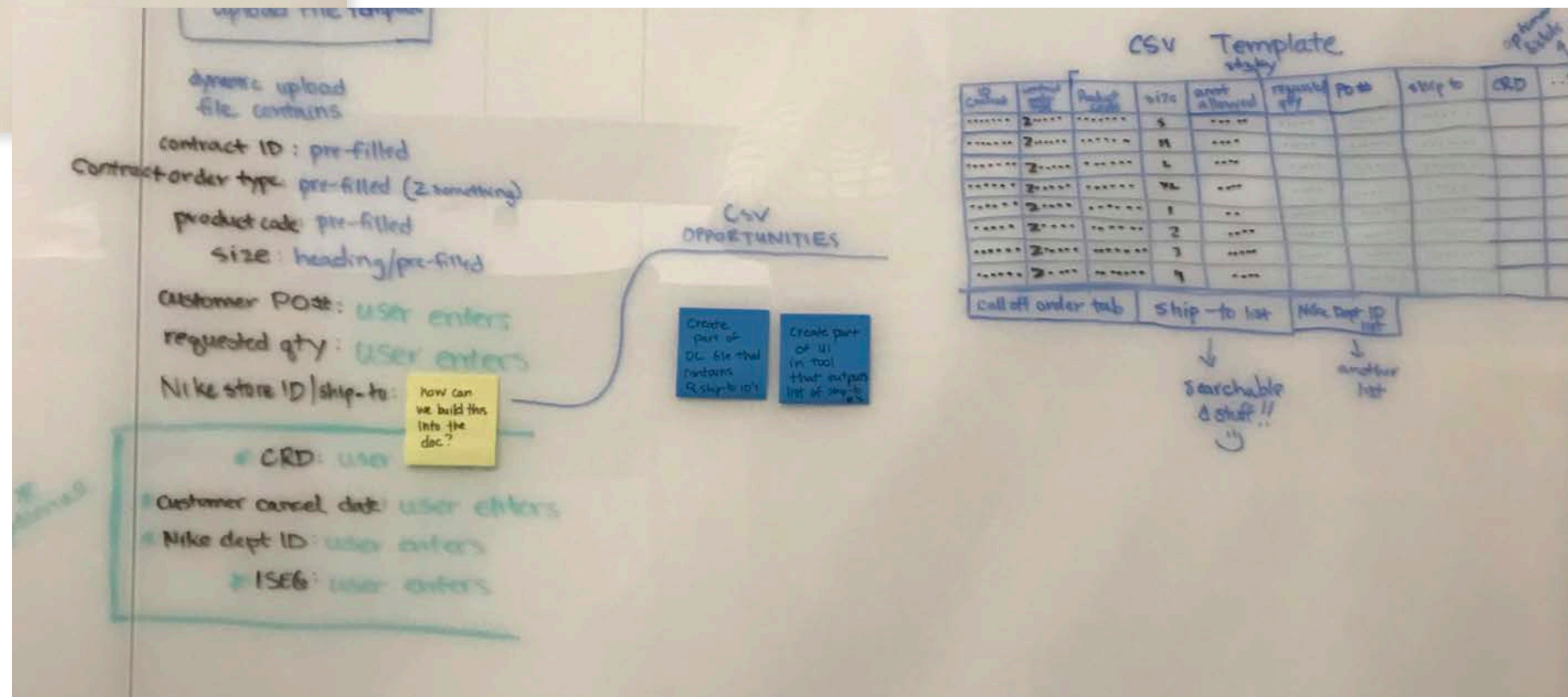
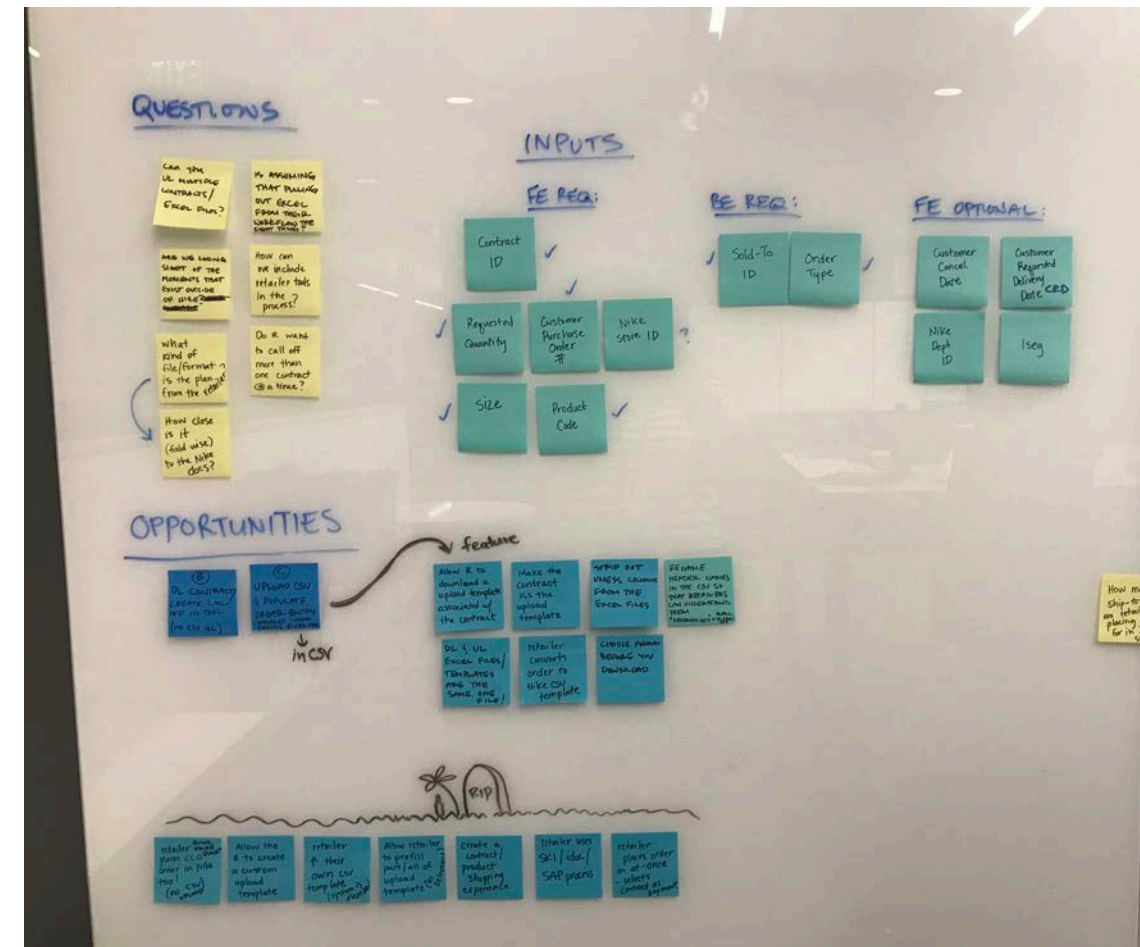
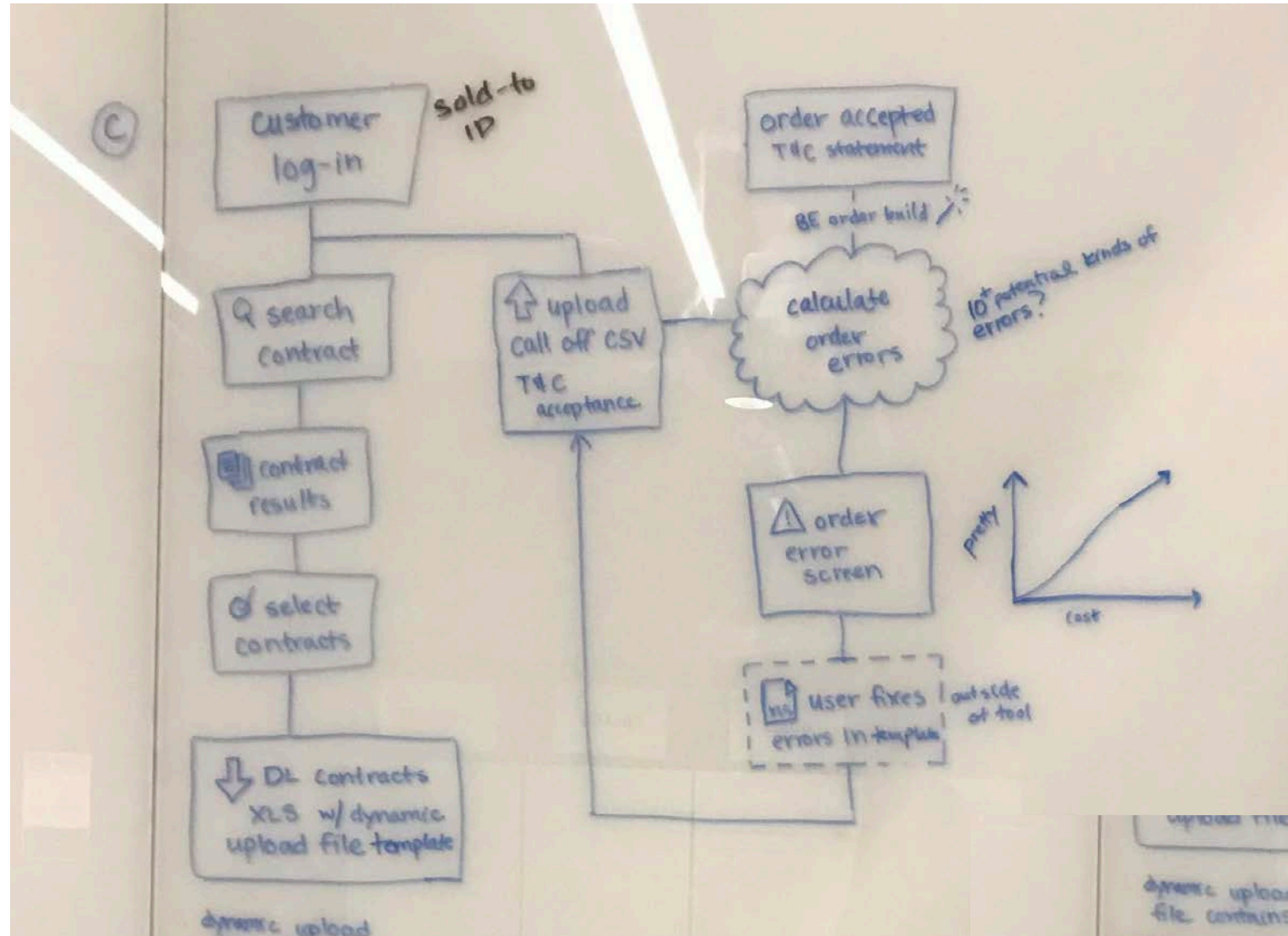
The Contract Call Off tool is an application in the suite of Nike.net applications designed as a way for business users to order multiple products from multiple contracts and ship them to a variety of locations through one process that they can do without a Nike employee's assistance. The goal of this project was to reduce a protracted order submission process that required many hours of Nike employee time, and give the power to the business user to be able to inspect up to date contract information and order product in a simple, independent manner.

My Role: UX Design, Visual Design

Working with: Nike







### CONTRACT CALL OFF

#### 1. DOWNLOAD CONTRACTS

#### ORDER INFORMATION

ORDER # PD # CRD

From: To:

Select Date Select Date

Maximum range of 6 months only.

SEARCH

#### 2. UPLOAD CALL OFFS

#### UPLOAD FILE

SELECT FILE

OrderInfo2018.xlsx

CHOOSE FILE

Checking this box confirms (i) you are authorized to act on behalf of your Company and (ii) you have read, understood and accepted our Terms and Conditions including NIKE Distribution Policy.

[Terms and Conditions of Sale](#)

UPLOAD CALL OFFS

### UPLOAD RESULTS

4 ERRORS PLEASE FIX ERRORS AND RE-SUBMIT CALL OFF RE-SUBMIT CALL OFFS

Error name lorem ipsum dolor sit amet, on 33 rows

Please fix this error in your upload file by entering accurate information in the the correct format on the following lines. Then please re-attempt your call off request by uploading the corrected file.

Rows 1 — 15

Row 18

Rows 23 — 40

Error name lorem ipsum dolor sit amet, on 13 rows

### UPLOAD RESULTS

0 ERRORS YOUR ORDERS HAVE BEEN SUBMITTED

Thank you for using nike.net to place your orders. You will receive an email with your order numbers shortly. You can also track your orders online by visiting nike.net Order Status.

Please note that your order status is not an order acknowledgement nor a commitment from NIKE to process your order or deliver products. The NIKE Terms and Conditions of Sale apply to all your orders and your commercial relationship with NIKE. At any time, it can downloaded in nike.net.

START NEW CALL OFF REQUEST





## NIKE QUICKSTRIKE

A “quickstrike” is a type of order that Nike Account Executives (AEs) place in order to allocate special product to business accounts. I worked with the team at Nike to find a way to reduce the extremely laborious process of entering quickstrike orders into the At Once application of Nike.net. We added an additional order type that had brand new functionality, allowing internal users to place orders that had multiple shipping locations, customized “quick set” size selections, was fully editable to allow the AE to make any minute changes to their orders, and allowed the AE to replicate work done for one account into another.

My Role: UX Design, Visual Design

Working with: Nike



PRODUCTS 2 UNITS 46

**MEN'S NIKE AIR MONARCH IV Tr...**  
Style Number 0001111  
ABCD

Internal Contract Number  
1234567890

Now **46/1260**

Contract Availability:

7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	13	14	Total Packs
70	70	70	140	175	210	70	140	70	35	35	70	70	35	70

Wholesale / Retail Total Units \$0.00  
Total Retail \$0.00  
Total Wholesale \$0.00

Ship-Tos

2 Selected  Custom size run: 1 1 1 2 3 3 3 1 2 2 1 1 1 1 1

012345678 [Ship to Name]  Custom size run: 1 1 1 2 3 3 3 1 2 2 1 1 1 1 1

1234 Street St, #567 Portland, OR 09876

Buyer: Jenna Brink

Notes to Retailer | Notes to Nike: Praesent interdum scelerisque massa vitae congue. Vivamus.  CC others on the confirmation email

PO Number: 9065 CRD: 12/6/18 Shipping Method: Standard

**NIKE AIR REACT ELEMENT 8**  
Style Number 0002222  
EFGH

Internal Contract Number  
0987654321

Now **0/756**

Contract Availability:

7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	13	14	Total Packs
10	10	35	11	140	75	140	75	75	35	50	50	15	35	42

Wholesale / Retail Total Units \$0.00  
Total Retail \$0.00  
Total Wholesale \$0.00

SHIP-TOS

Select Ship-To  Custom size run: - - - - - - - - - - - - - - 1

ADD MORE PRODUCTS

## These orders have been submitted

**ORDER** [OrderName] 12/6/18, 3:35PM [Copy this order to another account](#)

PO Number 12960749-098

CRD 12/7/18

PRODUCTS 2 UNITS 49  
WHOLESALE \$12,345.00  
RETAIL \$23,456.00

NOTES TO JENNA BRINK

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLAM RISUS NON METUS LACINIA SAGITTIS.

PRODUCT DETAILS	WHOLESALE/UNIT RETAIL/UNIT	DISTRIBUTION CENTERS	AVAILABILITY DATES	TOTAL UNITS
93849382-0183 Men's Nike Air Monarch... Style info	\$123.45 \$456.78	..	23 (12/7/18)	23
93849382-0183 Men's Nike React Eleme... Style info	\$123.45 \$456.78	..	26 (12/7/18)	26

SHIP-TO  
SHIP-TO NAME 1234 Street St #567 Portland, OR 09876  
SHIPPING METHOD Standard

**ORDER** [OrderName] 12/6/18, 3:35PM [Copy this order to another account](#)

PO Number 12960749-098

CRD 12/7/18

PRODUCTS 1 UNITS 46  
WHOLESALE \$12,345.00  
RETAIL \$23,456.00

NOTES TO TOBY ARNOLD

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLAM RISUS NON METUS LACINIA SAGITTIS.

PRODUCT DETAILS	WHOLESALE/UNIT RETAIL/UNIT	DISTRIBUTION CENTERS	AVAILABILITY DATES	TOTAL UNITS
93849382-0183 Men's Nike Air Monarch... Style info	\$123.45 \$456.78	..	23 (12/7/18)	46

SHIP-TO  
SHIP-TO NAME 1234 Street St #567 Portland, OR 09876  
SHIPPING METHOD Standard

**ORDER** [OrderName] 12/6/18, 3:35PM [Copy this order to another account](#)

PO Number 12960749-098

CRD 12/7/18

PRODUCTS 1 UNITS 46  
WHOLESALE \$12,345.00  
RETAIL \$23,456.00

NOTES TO DYLAN HARRISON

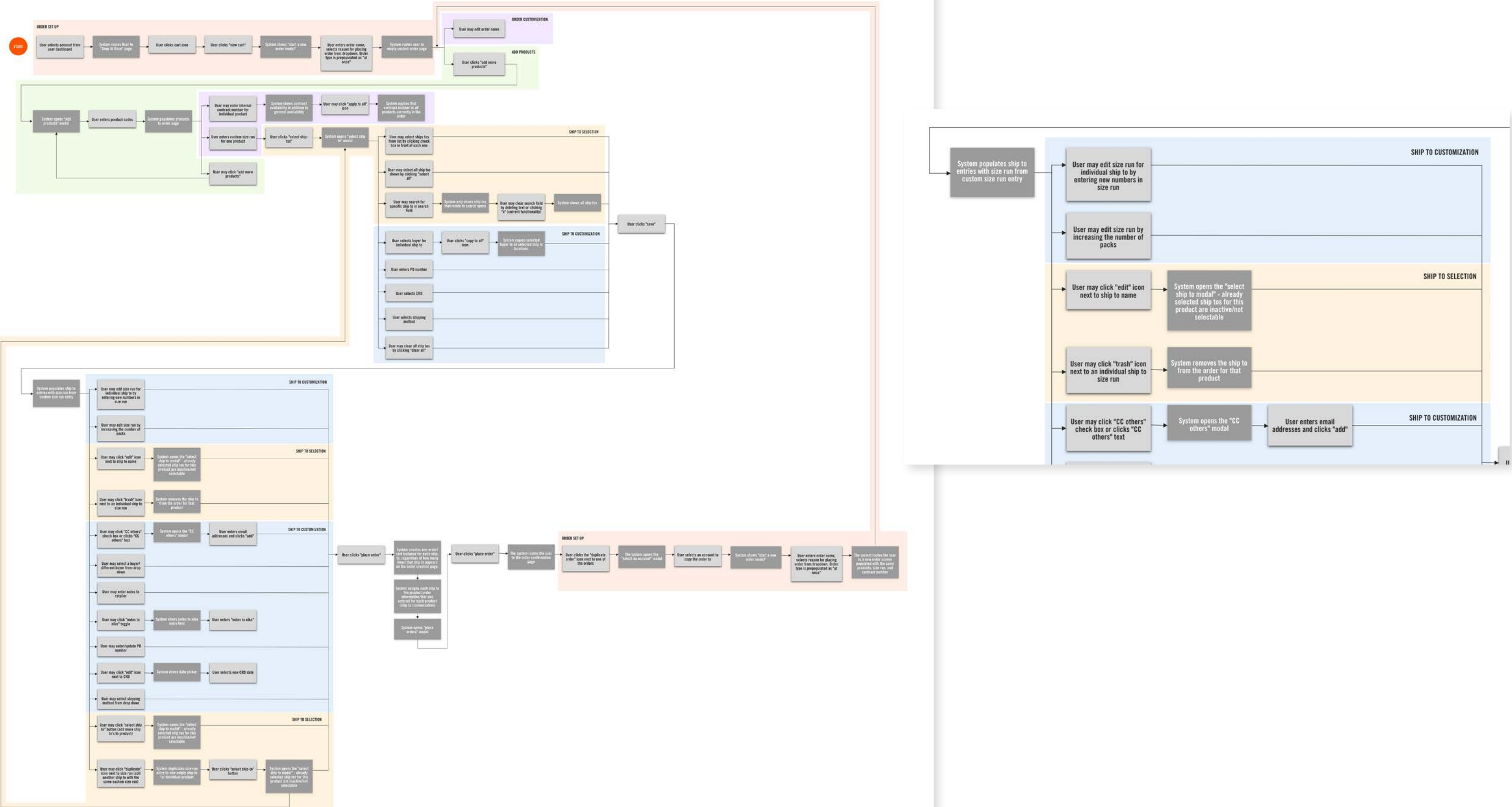
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLAM RISUS NON METUS LACINIA SAGITTIS.

PRODUCT DETAILS	WHOLESALE/UNIT RETAIL/UNIT	DISTRIBUTION CENTERS	AVAILABILITY DATES	TOTAL UNITS
93849382-0183 Men's Nike Air Monarch... Style info	\$123.45 \$456.78	..	23 (12/7/18)	46

SHIP-TO  
SHIP-TO NAME 1234 Street St #567 Portland, OR 09876  
SHIPPING METHOD Standard



QUICKSTRIKE USER FLOW



**PRODUCTS (X) UNITS (X)**

**Men's Air Jordan 11 Retro Shoe**  
378037-016  
Mens Footwear Three Quarters  
ABCD

Internal Contract Number  
43039980

Wholesale / Retail \$0.00 / \$0.00  
Total Units 0  
**Total Retail \$0.00**  
**Total Wholesale \$0.00**

7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5
-	-	-	-	-	-	-	-	-	-	-	-

CONTRACT AVAILABILITY:

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**SHIP-TOs**

Select Ship-Tos

7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	Total Packs
1	1	1	3	3	2	5	2	5	2	5	0	1

Units 30

0000094137  
**Birmingham**  
City Gear  
241 Century Plaza  
SP 105 AL US 35210

PO NUMBER: 123456-097 CRD: 12/06/2018 SHIPPING METHOD: Standard

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0000094137  
**Memphis**  
City Gear 103  
4841 Summer Ave  
TN US 38122-4733

PO NUMBER: 123456-097 CRD: 12/06/2018 SHIPPING METHOD: Standard

**Men's Nike React Element**  
293801-102  
Mens Footwear Three Quarters  
DEFG

Internal Contract Number  
43039980

Wholesale / Retail \$0.00 / \$0.00  
Total Units 0  
**Total Retail \$0.00**  
**Total Wholesale \$0.00**

7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5
-	-	-	-	-	-	-	-	-	-	-	-

CONTRACT AVAILABILITY:

---

**SHIP-TOs**

Select Ship-Tos

7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	Total Packs
0	2	3	5	5	2	1	5	2	2	3	3	1

### THESE ORDERS HAVE BEEN SUBMITTED

**ORDER**  
PO NUMBER: 12960749-098  
CRD: 12/7/18

**PRODUCTS** 2  
**UNITS** 60  
**WHOLESALE** \$2,300.00  
**RETAIL** \$4,600.00

**[OrderName]** 12/6/18, 3:35PM [Copy this order to another account](#)

Thank you for using nike.net to place your at once order. You will receive an email with permanent order numbers shortly. You can also track this order online by visiting nike.net Order Status.

**NOTES TO JENNA BRINK**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus non metus lacinia sagittis.

PRODUCT DETAILS	WHOLESALE/UNIT RETAIL/UNIT	DISTRIBUTION CENTERS	AVAILABILITY DATES	TOTAL UNITS
378037-016 Men's Nike Air Jordan 11 Retro Shoe Men's Footwear Three Quarters	\$123.45 \$456.78	..	30 (12/7/18)	30
293801-102 Men's Nike React Element Men's Footwear Three Quarters	\$123.45 \$456.78	..	30 (12/7/18)	30

**SHIP-TO**  
**SHIP-TO NAME**  
1234 Street St #567  
Portland, OR 99876  
**SHIPPING METHOD**  
Standard

**ORDER**  
PO NUMBER: 12960749-098  
CRD: 12/7/18

**PRODUCTS** 1  
**UNITS** 60  
**WHOLESALE** \$2,300.00  
**RETAIL** \$4,600.00

**[OrderName]** 12/6/18, 3:35PM [Copy this order to another account](#)

Thank you for using nike.net to place your at once order. You will receive an email with permanent order numbers shortly. You can also track this order online by visiting nike.net Order Status.

**NOTES TO TOBY ARNOLD**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus non metus lacinia sagittis.

PRODUCT DETAILS	WHOLESALE/UNIT RETAIL/UNIT	DISTRIBUTION CENTERS	AVAILABILITY DATES	TOTAL UNITS
93849382-0183 Men's Nike Air Jordan 11 Retro Shoe Men's Footwear Three Quarters	\$123.45 \$456.78	..	30 (12/7/18)	60

**SHIP-TO**  
**MEMPHIS**  
1234 Street St #567  
Portland, OR 99876  
**SHIPPING METHOD**  
Standard

**ORDER**  
PO NUMBER: 12960749-098  
CRD: 12/7/18

**PRODUCTS** 1  
**UNITS** 60  
**WHOLESALE** \$2,300.00

**[OrderName]** 12/6/18, 3:35PM [Copy this order to another account](#)

Thank you for using nike.net to place your at once order. You will receive an email with permanent order numbers shortly. You can also track this order online by visiting nike.net Order Status.

**NOTES TO DYLAN HARRISON**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus non metus lacinia sagittis.

PRODUCT DETAILS	WHOLESALE/UNIT RETAIL/UNIT	DISTRIBUTION CENTERS	AVAILABILITY DATES	TOTAL UNITS
93849382-0183 Men's Nike Air Jordan 11 Retro Shoe Men's Footwear Three Quarters	\$123.45 \$456.78	..	30 (12/7/18)	60





## NIKE PRIVACY SITE

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I worked with the Privacy team at Nike to redesign their website. I helped them understand how their audience was using their current site, what that audience wanted to see and took those findings into account when creating an updated experience that allowed Privacy users to get the information they needed to comply with Nike Privacy requirements, regardless of where they were in the world. I also helped the Privacy team incorporate helpful information into their site in order to educate Privacy users regarding what information they needed as well as new privacy issues and news.

My Role: UX Design

Working with: Owen Jones



# OWEN JONES

408 NW 5th Avenue Portland, OR 97209  
104 3rd Street Hood River, OR 97031

### Google Analytics Questions:

- What is the difference between the data collected from the site and the data collected from the app? Do you know how to use the data collected from the app?
- How many third-party cookies do you use?
- How many first-party cookies do you use?
- How many second-party cookies do you use?
- How many third-party cookies do you use?
- How many first-party cookies do you use?
- How many second-party cookies do you use?
- How many third-party cookies do you use?
- How many first-party cookies do you use?
- How many second-party cookies do you use?
- How many third-party cookies do you use?

# OWEN JONES

408 NW 5th Avenue Portland, OR 97209  
104 3rd Street Hood River, OR 97031

### Nike Legal User Questions

(Audiences:

- Global legal teams
- Directors, Senior Directors
- Individual Nike employees

30 individuals from each audience would be ideal, either to interview directly or send a list of questions

(Name: Privacy Program Team (10+)

(Job Title:

(Department:

(Role/Function:

(Gen:

- How often do you rely on Zero and intranet content for your job?
  - None
- Have you visited the Nike Privacy intranet before?
  - If yes, what information were you looking for?
    - Information on how to report a security incident
    - Information on how to report a privacy incident
  - Were you able to find it?
    - Yes
- Do you know what the Privacy team does at Nike?
  - Protects our data
- Have you worked with Privacy before?
  - If yes, how do you usually engage the Privacy team?
    - With a privacy question
- If you have a Privacy question or need, do you know who to contact?
  - Send a message to the privacy team
- On the current Privacy intranet site, do you know where to find the contracts and forms you need?
  - Privacy site
- Do you know where to find Privacy documents relevant to your work and needs?
  - Privacy site
- Do you know what to expect from engagements with the Privacy team?

The image shows two overlapping screenshots of the Nike 'Keep It Tight' website. The top screenshot shows the 'TRAINING CAMPS' section with a hero image of athletes on a track. Below it are two content cards: 'PROTECTING EACH OTHER' and 'PROTECTING YOUR PASS'. The bottom screenshot shows the 'VIDEOS' section with a hero image of three runners. Below it are three video thumbnails: 'WE ARE MAKING...', 'PROTECTING YOUR PASS', and 'PHISHING'. A navigation bar at the top includes 'RESOURCES', 'TRAINING CAMPS', and 'VIDEOS'. A search bar is also visible. The footer contains 'ABOUT | NEWS | CONTACT' and '© Nike, Inc. All Rights Reserved'.



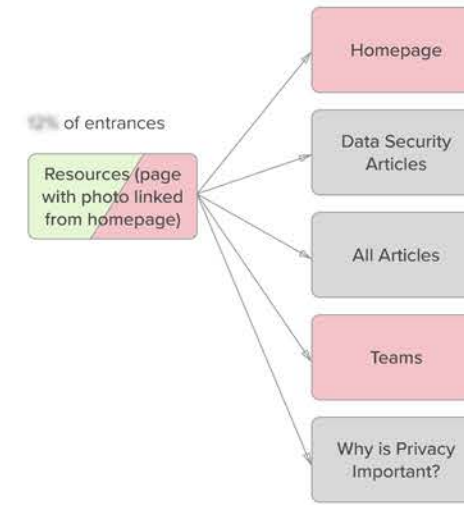
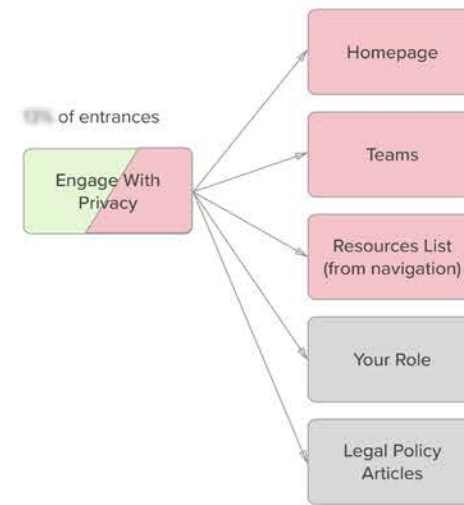
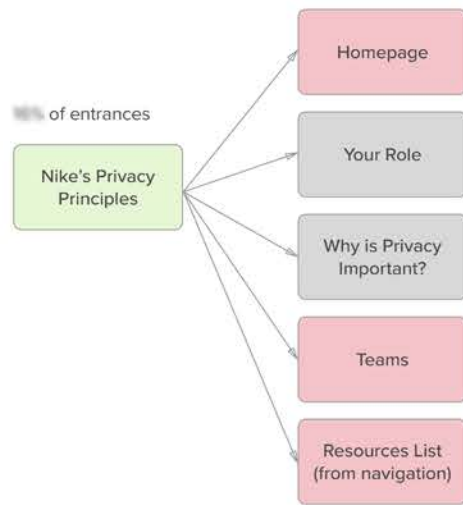
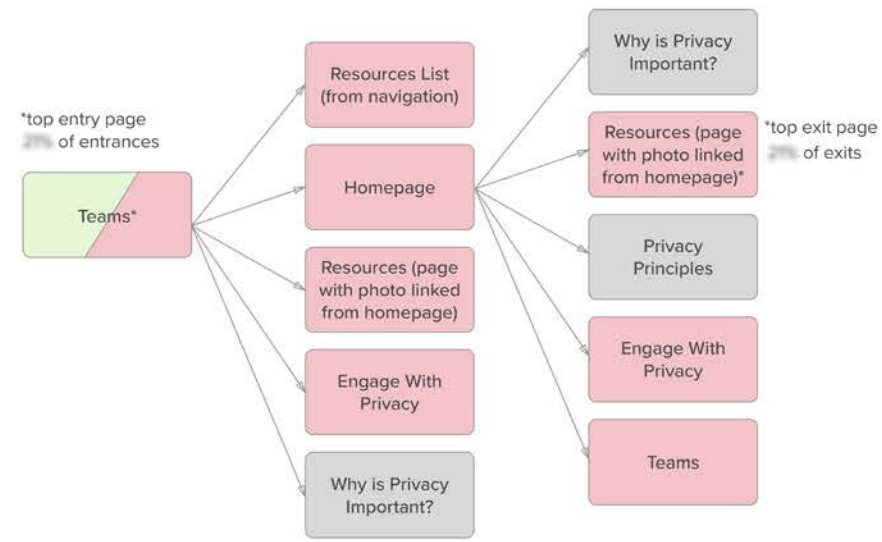
### Nike Privacy Site User Flow

75% of all entrances are on these pages

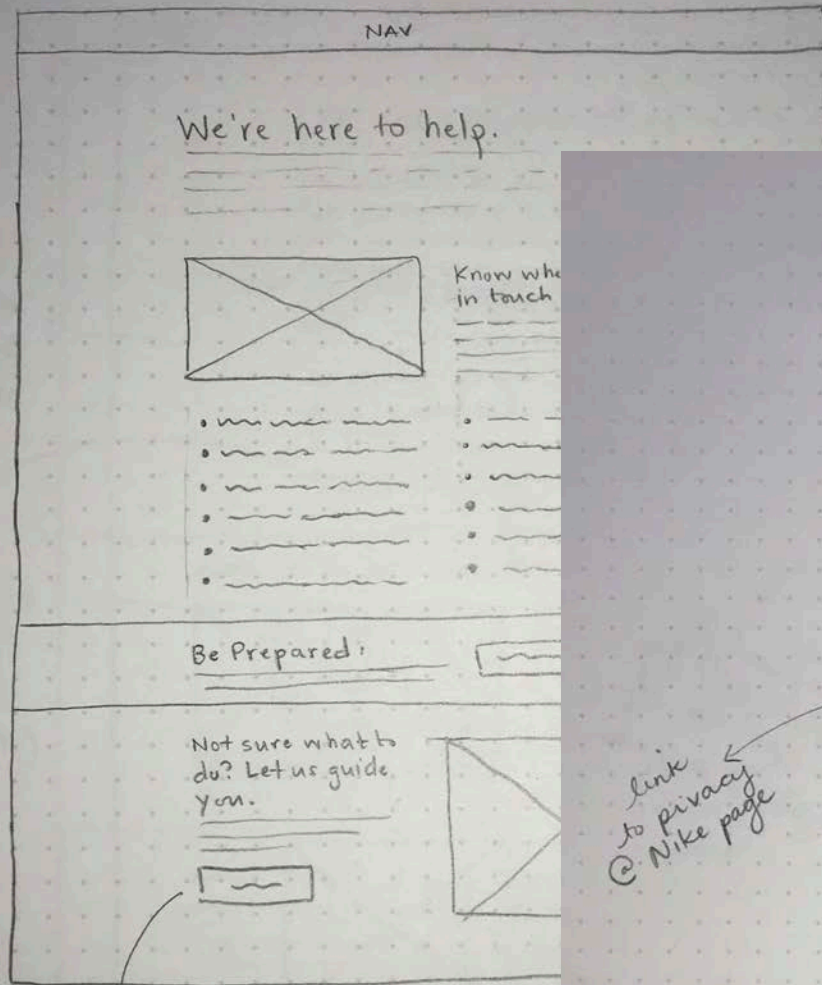
83% of all exits are on these pages

These are both entrance and exit pages

On average, users are visiting a little less than 4 pages per session, but it appears that users are bouncing back and forth between pages, rather than following a specific navigational path. The top exit pages are typically pages that contain some information that users feel answers their question, such as "who do I contact?" or "where is the form/document that I need?" - while pages that provide information about Privacy at Nike are showing more click through before exit.

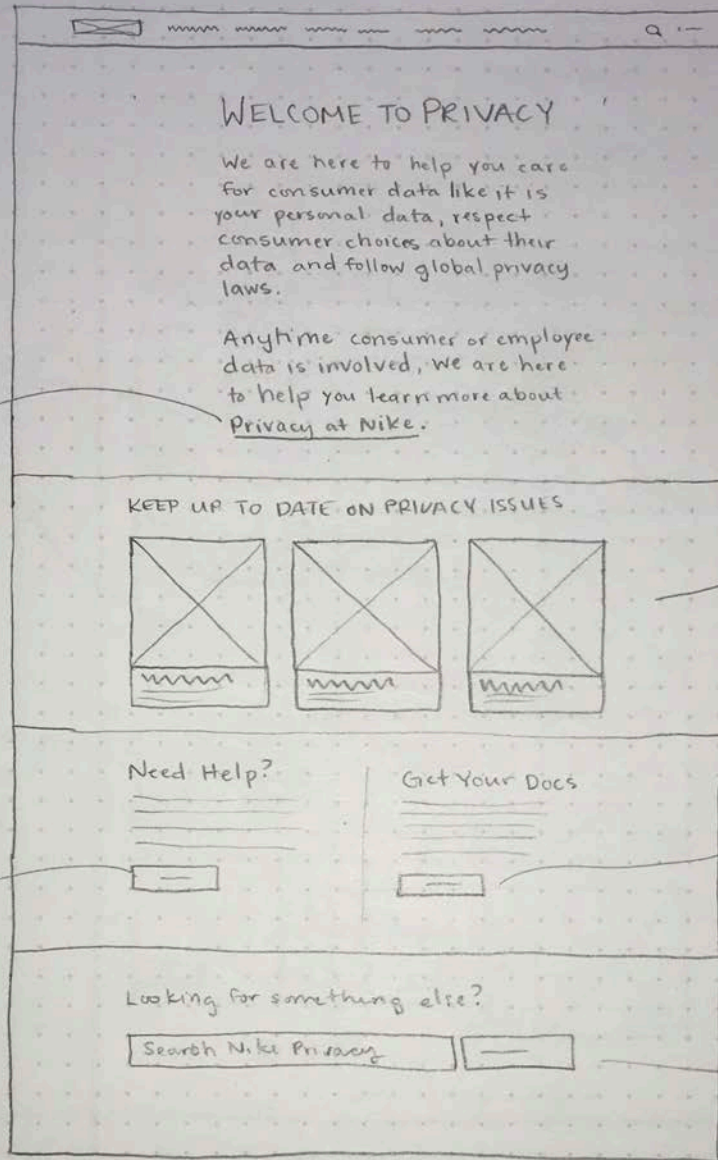


Get Privacy Help (Get Help)



engage wizard link

Privacy Home Page



link to privacy @ Nike page

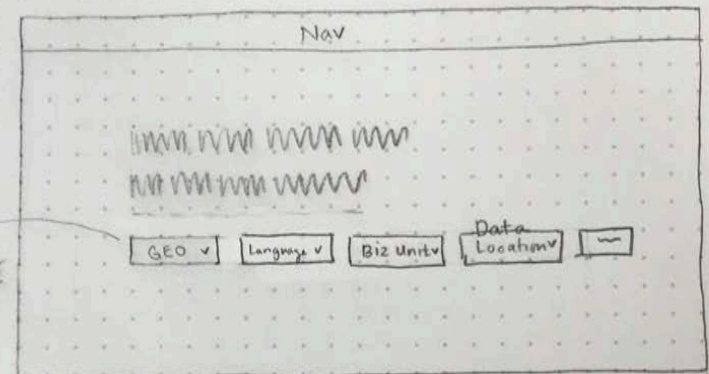
link to engage wizard

3 most recent news/practices posts footprint links to post page

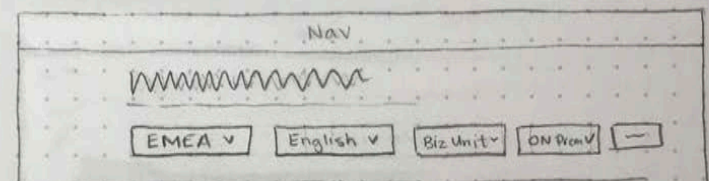
link to documents page

site search

Contact Person & Document Filter "Engage Wizard"

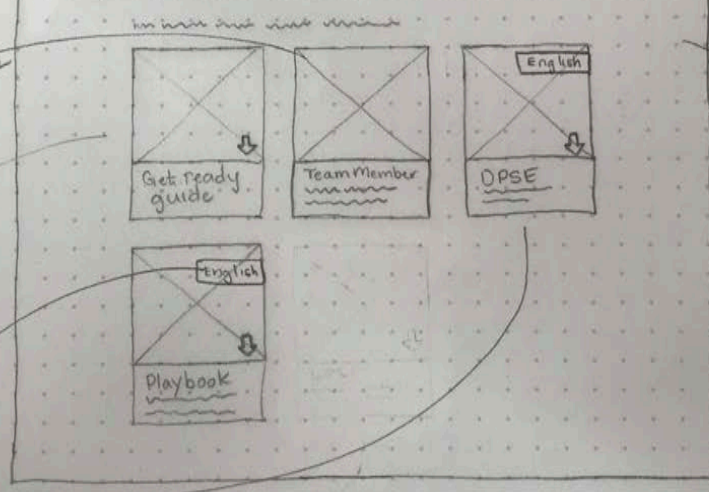


select item ONE BOTH



side view number

always recent first



page to page localization?

Consider icons/imaging to differentiate ON PREMISE, OFF PREMISE, LITE, & LOCAL SOFTWARE DPSES.

base page state, prior to user input  
 • directive text  
 • geo & biz unit DD  
 • CTA to trigger content search

auto scroll user down to results that appear on the same page

Euro specific background image?

\* only content that is shown on this page is a get ready guide, team members that are tagged as a contact for the selected GEO or Biz Unit documents tagged with selected GEO or Biz Unit

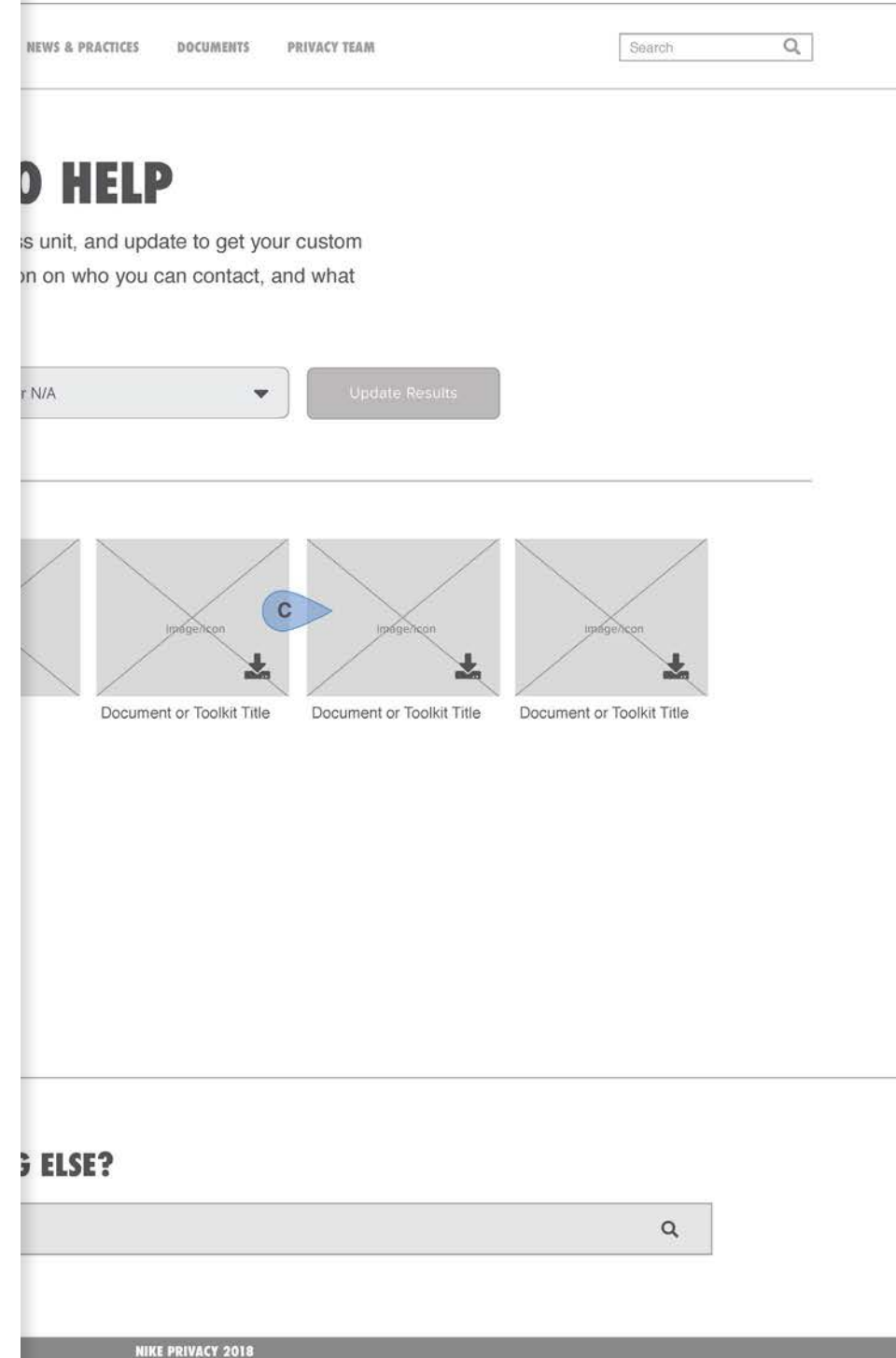
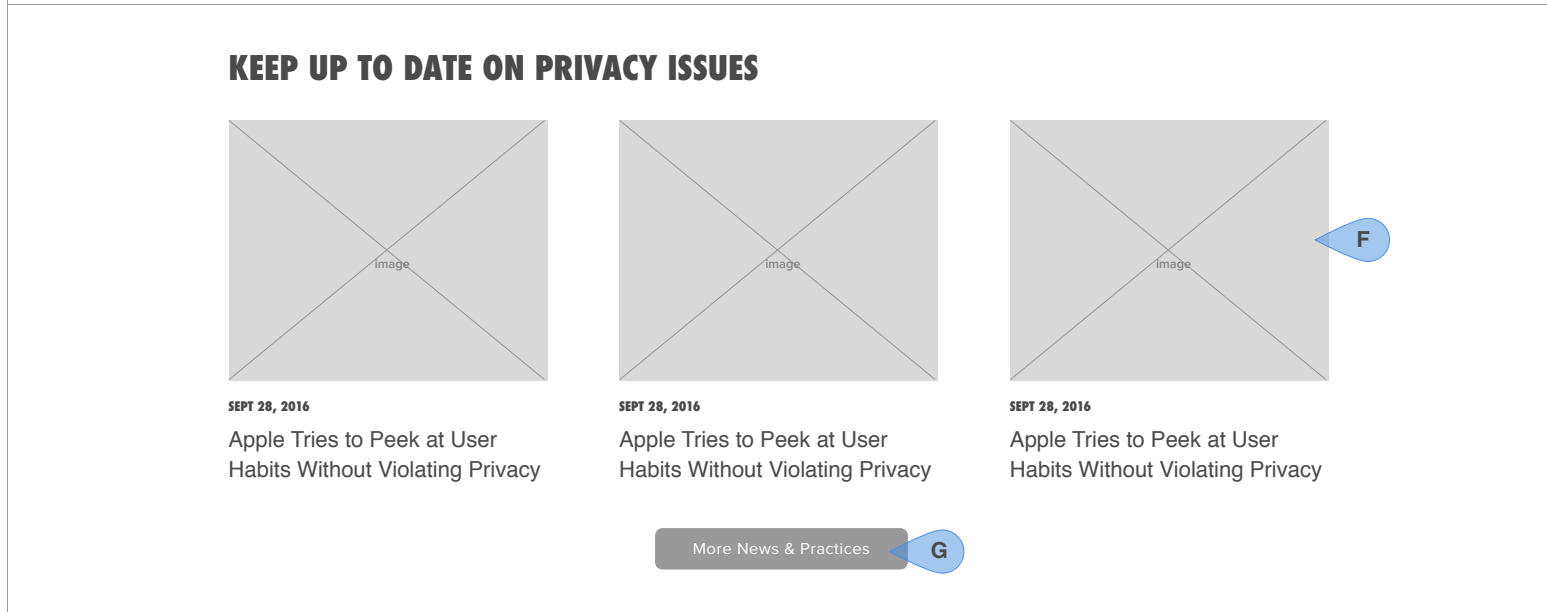
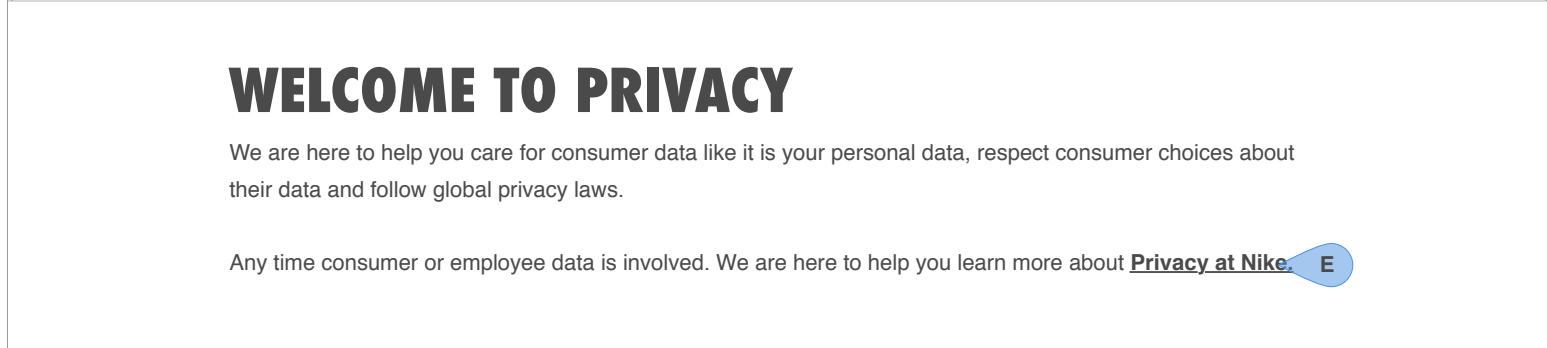
- all results link to individual pages & can also be direct downloaded if possible.





T1 Homepage

- A. When the user scrolls the primary navigation shall remain fixed to the top of the screen.
- B. When the user clicks into the search field, the field will expand in width and the cursor will automatically be placed in the field so that the user may begin typing. Hitting "enter" or clicking on the magnifying glass will take the user to the search results page.
- C. When the user mouses over a navigation item the system will show a hover state in order to indicate that the user can click on this item. When the user is on the corresponding page, or a child page of that section of the site, the hover state shall become the default state to indicate where the user is on the site.
- D. The logo shall link to the homepage, and will not retain a hover state when the user is on that page.
- E. This link takes the user to the "What is Privacy?" page
- F. The site admin will be able to indicate 3 "featured" posts, those featured posts will appear here and each post will link directly to that post page. Those three featured posts will also appear listed on the "News and Practices" side navigation.
- G. This link takes the user to the News & Practices landing page
- H. This link takes the user directly to the engage "wizard"
- I. This link takes the user to the Documents landing page
- J. When the user clicks the search field their cursor will be automatically placed within the field, hitting enter or clicking on the magnifying glass will take the user to the search results page.



T3 - Engage Wizard Selections/Results

- A. The users selections shall persist in the drop down after the user clicks "update results".
- B. When the user clicks on this element's footprint the system should open the corresponding team members page in a new tab or window.
- C. When the user clicks on this element's footprint the system should start an automatic download of the specified document





## MY ID CARE

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MyIDCare is a responsive website that informs potential MyIDCare clients of the dangers of identity theft, allows the MyIDCare team to be thought leaders through their blog on the topic of identity theft and security, as well as sell their ID theft insurance product, which has a variety of levels and price points. Working with the team at MyIDCare and the team at GRAYBOX, I was able to participate in a workshop to help understand the client and user needs, uncovering their audience types and the friendly, knowledgeable and professional approach we needed to take for content and visual design.

My Role: UX Design, Art Direction, Visual Design

Working with: GRAYBOX

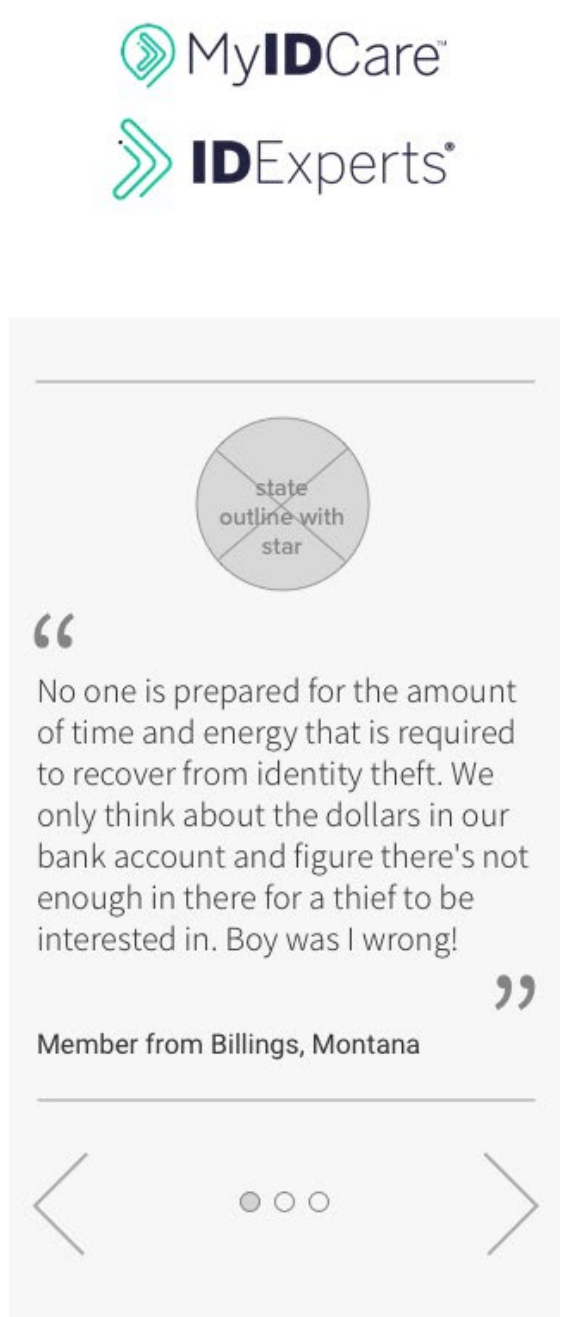




### Our Story

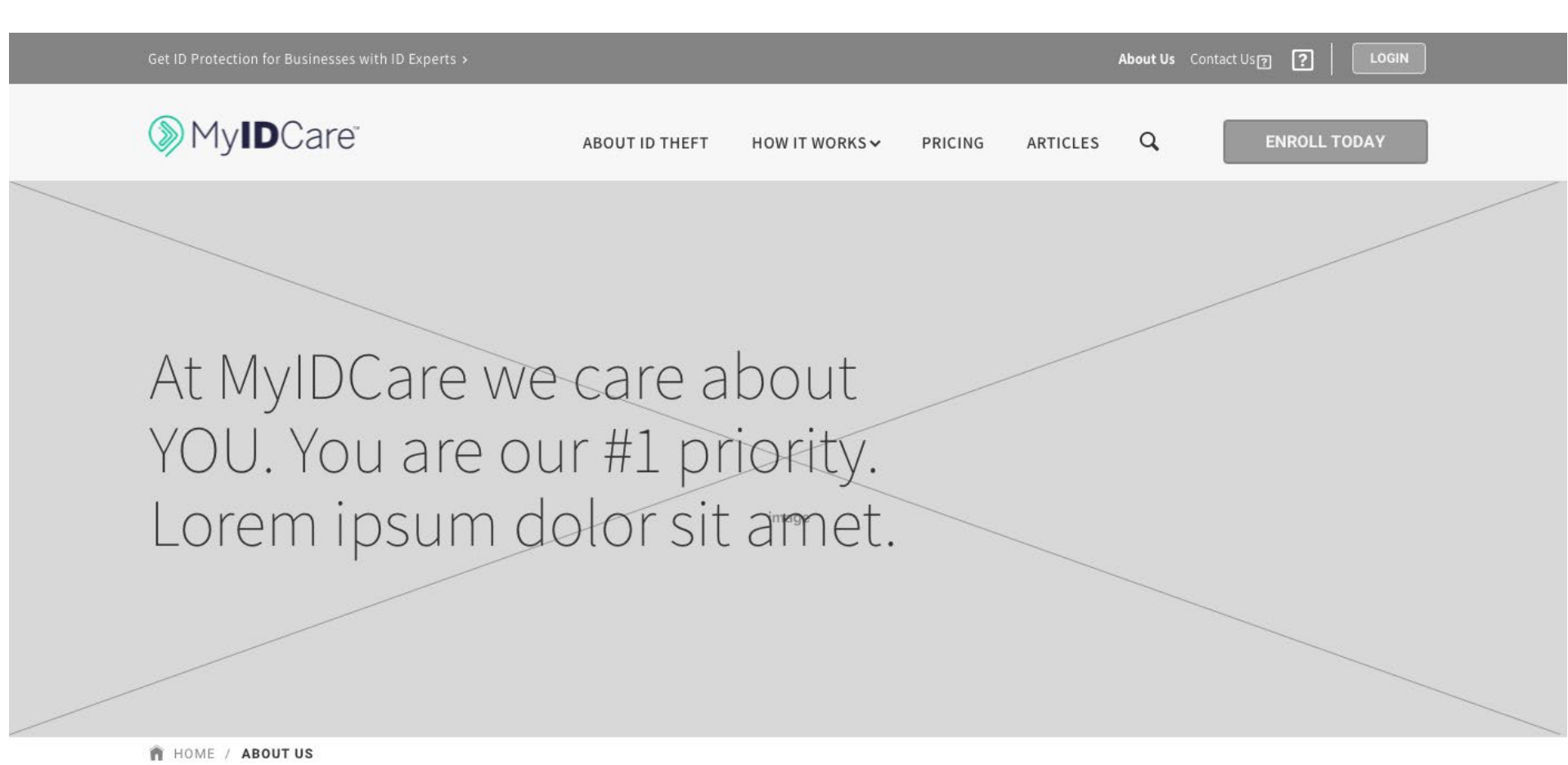
We started as lorem ipsum mauris tortor odio, rhoncus non molestie id, cursus eu dui. Donec et sapien in nunc luctus aliquet at eget sem. Curabitur pulvinar ante ligula, sed elementum magna malesuada in. In eu commodo erat. Sed eu convallis erat. Suspendisse id tincidunt mauris. Duis eget eros congue, consectetur massa non, suscipit justo. Fusce hendrerit rhoncus eleifend. Donec finibus tincidunt ligula ut lacinia.

Cras bibendum justo at sapien viverra, eu rhoncus massa dictum. Sed non massa consequat, fringilla metus at, rutrum odio. Nam in iaculis mi. Nunc pulvinar erat ac elit dictum eleifend sed in lorem. Maecenas tempus nec dolor eu accumsan. Suspendisse ut vehicula nibh. Duis varius dolor id ipsum commodo, et consequat est



### How we treat people vitae orci tristique

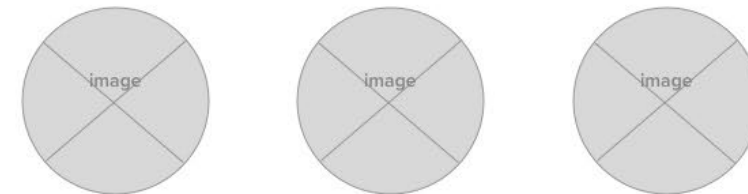
Our missions is to provide porta magna, blandit mattis ante elementum eget. Quisque id iaculis leo, eget aliquet nulla. Phasellus et metus vestibulum felis blandit



### Our Story

We started as lorem ipsum mauris tortor odio, rhoncus non molestie id, cursus eu dui. Donec et sapien in nunc luctus aliquet at eget sem. Curabitur pulvinar ante ligula, sed elementum magna malesuada in. In eu commodo erat. Sed eu convallis erat. Suspendisse id tincidunt mauris. Duis eget eros congue, consectetur massa non, suscipit justo. Fusce hendrerit rhoncus eleifend. Donec finibus tincidunt ligula ut lacinia.

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Lorem ipsum dolor sit amet. Great stuff from two great companies.



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**MyIDCare** ABOUT ID THEFT HOW IT WORKS PRICING ARTICLES [Enroll Today](#)

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# Guarded by giants and cared for by individuals.

As a MyIDCare member your identity is protected by the same world-class identity protection professionals that safeguard Fortune 500 companies and top security government institutions.


## Backed by the power of ID Experts

Since 2003, we have served many of the largest healthcare, financial services, retail, higher education, and government organizations in the U.S. – and individuals like you! ID Experts is trusted by 25 million people as the most complete identity protection service.

MyIDCare applies the same level of protection that Fortune 500 firms and government institutions use, to protect the identities of individuals and their families. We provide personal service and top-level protection at an affordable price.

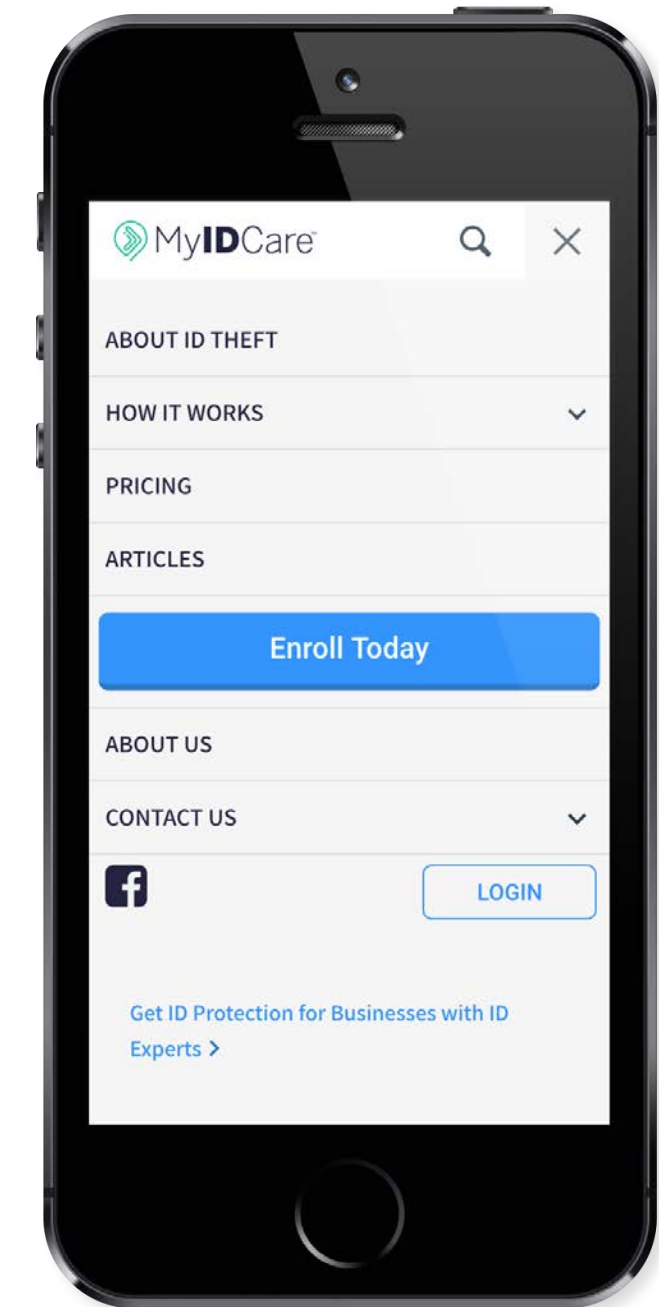
As our world becomes more complex and increasingly digital, identity thieves adopt more sophisticated tactics. We stay one step ahead of risk by continuously improving and evolving our services to keep your identity safe.


[Learn about our service features >](#)



Protecting individuals, families, companies and institutions

**MyIDCare** **IDExperts**



 “Our clients depend on us for efficient, forward-thinking solutions in the ever-changing world of data privacy, security, and fraud protection.”

– Rick Kam, President & Founder





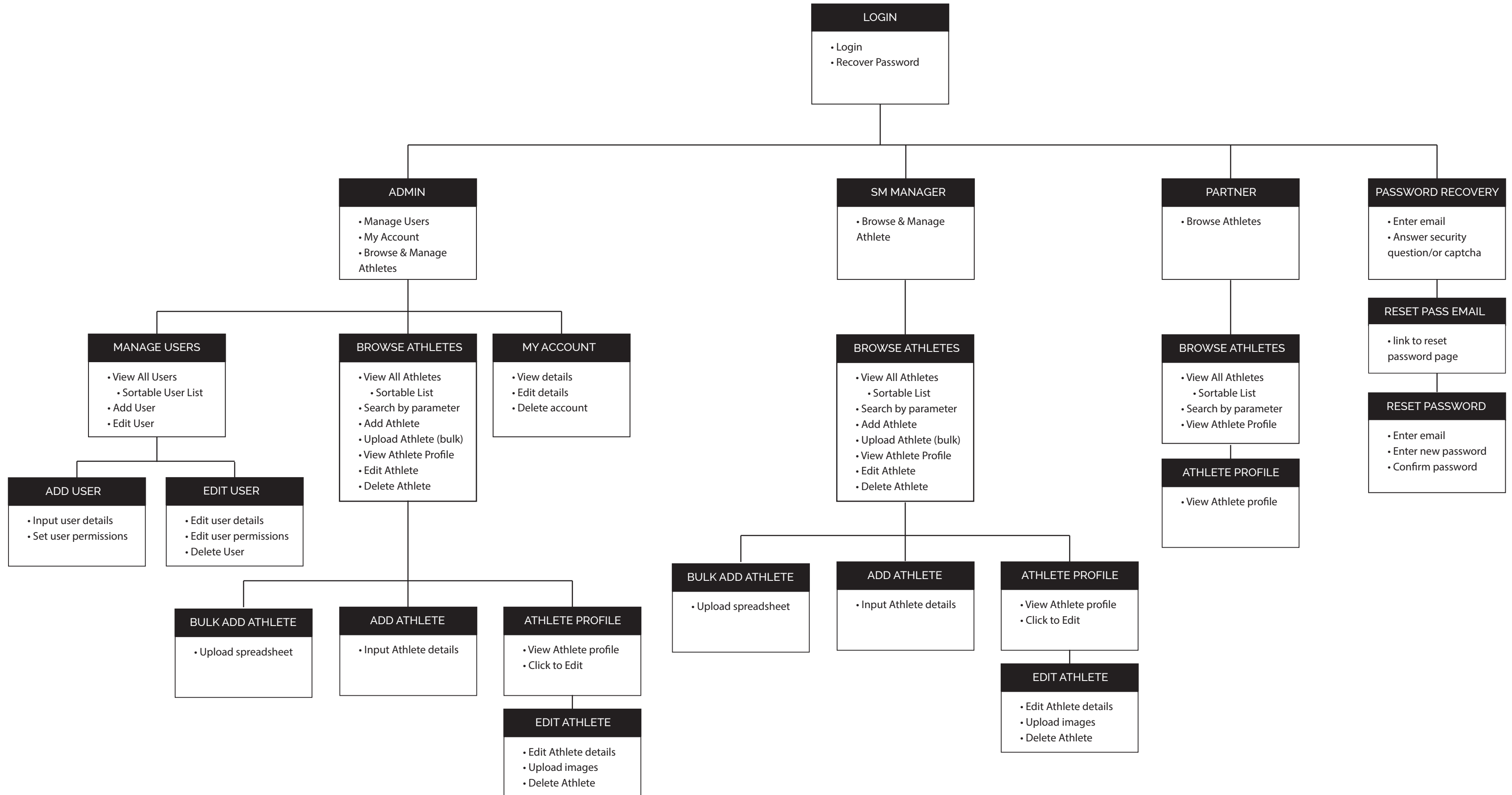
## NIKE SALT

The sports marketing team at Nike Track & Field manages a lot of professional athletes. So many in fact, that they needed a mobile web application to be able to easily look up each one to see what shoes and apparel they need, when their contracts expire, when to send birthday wishes and ways to connect with them online. As a user experience designer on this project my roles were to meet with the stakeholders and gather requirements, create a detailed site map and create high fidelity, mobile first wireframes used for both development and design.

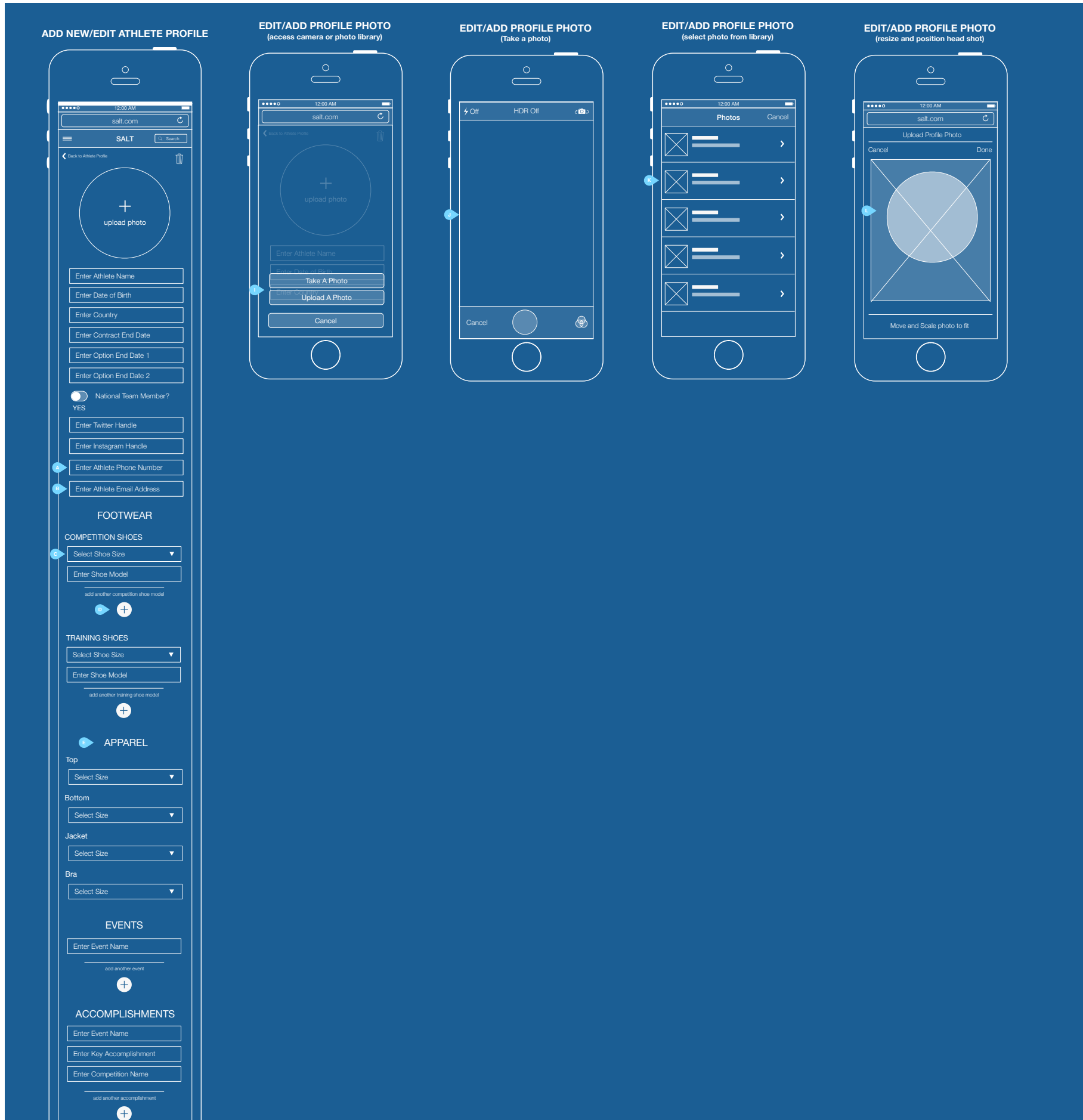
My Role: UX Design, Visual Design

Working with: Roboboogie



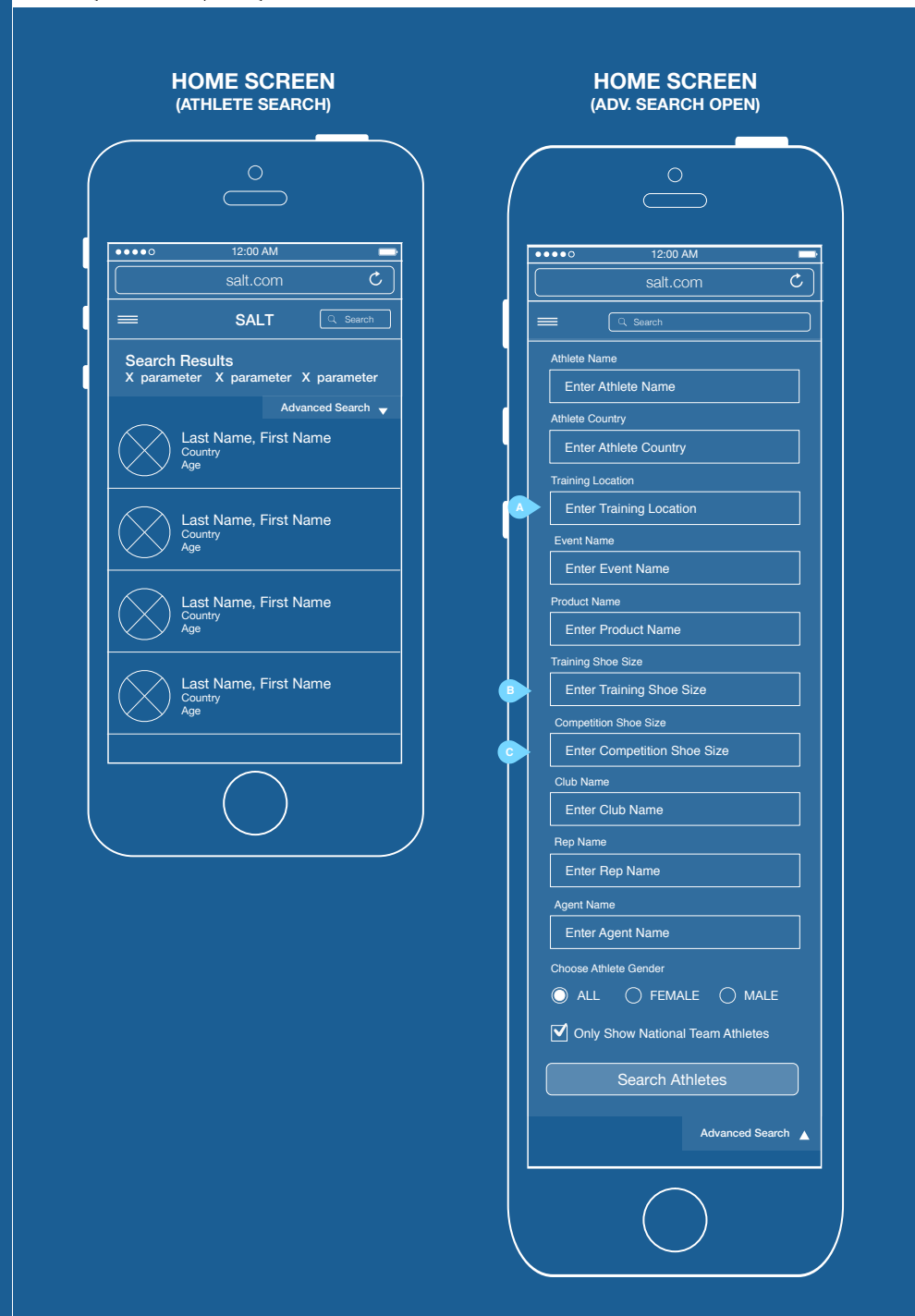






The following fields were added to the admin/sports marketing manager EDIT view of athlete profiles:

- A. Ability to add athlete phone number
  - B. Athlete email address
  - C. Add shoe size for all competition shoes
  - D. Add more competition shoe models
  - E. Apparel sizes for tops, bottoms, jackets and bras (for women)
  - F. Add country name and multiple countries to rep information
  - G. Contact information for the agent (mobile phone, office phone, email address)
- Profile photo editing capability has been added.
- H. The user is able to select images from their camera roll, or initiate a drop down that allows them to choose another album from their phone.
  - I. When the user taps the profile photo "upload photo" prompt (an overlay on edit screen) they are given the option to take a photo or upload a photo from their device.
  - J. If they choose to take a photo they will be taken to their camera



The following fields were added to the advanced search.

- A. Training Location
- B. Training Shoe Size
- C. Competition Shoe Size



Sponsored Athlete Lookup Tool

http://www.nikesalt.com

**SALT** Nike logo

My Account | Manage Athletes | Manage Users | Reset National Team Athletes | Logout | SEARCH

Advanced Search

LAST NAME, FIRST NAME | @username | @username

AGE: 31 yrs  
 COUNTRY: United States  
 NATIONAL TEAM: Yes  
 CONTRACT END DATE: 01/01/2014  
 OPTION END DATE 1: 01/01/2016  
 OPTION END DATE 2: 02/02/2020  
 TRAINING LOCATION: City, Country

**FOOTWEAR**

COMPETITION SHOE 1: Shoe Model | TRAINING SHOE 1: Shoe Model  
 COMPETITION SHOE 2: Shoe Model | TRAINING SHOE 2: Shoe Model

**EVENTS**

EVENT TITLE

**ACCOMPLISHMENTS**

EVENT Accomplishment Competition

**REPRESENTATIVE**

REP NAME

Mobile Phone Number | Office Phone Number | Email Address

**CLUB**

CLUB NAME

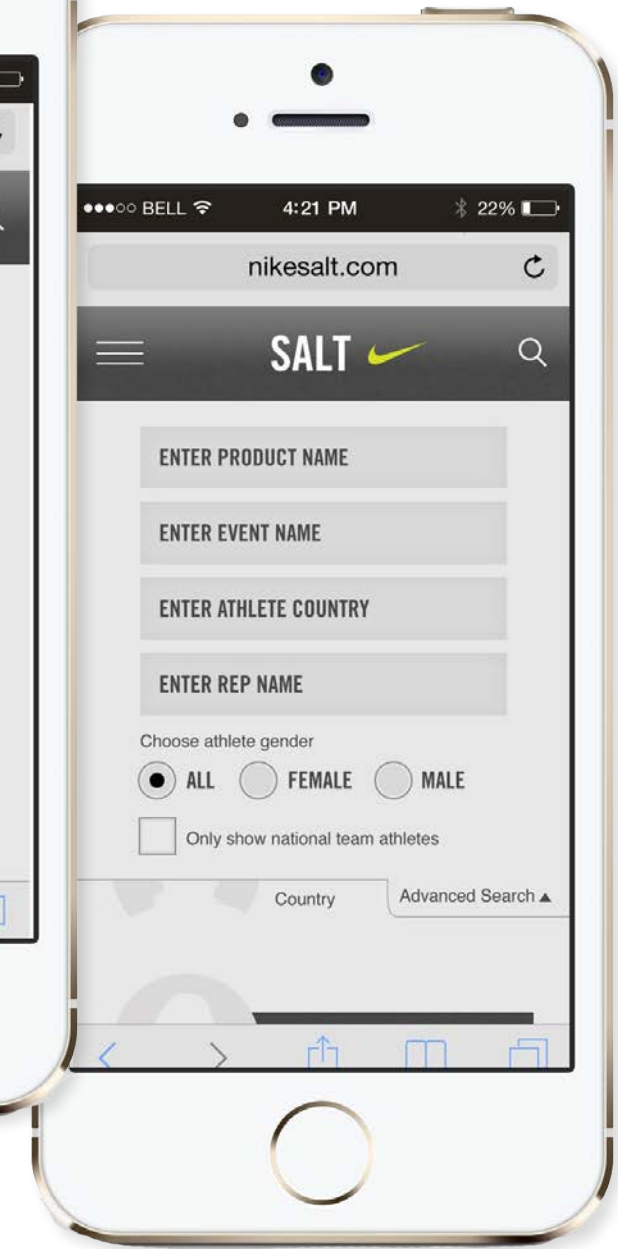
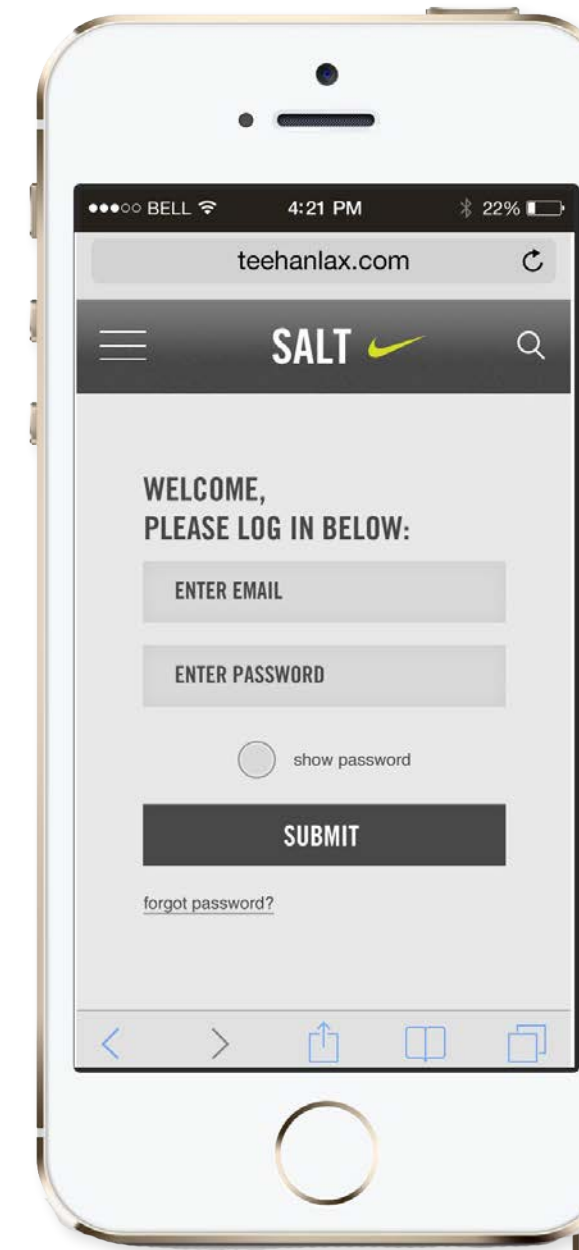
**AGENT**

AGENT NAME

**NOTES**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam dapibus ante sodales nisi volutpat, adipiscing suscipit lacus interdum. In tortor ipsum, condimentum ac diam vel, lobortis venenatis purus. Phasellus cursus cursus consectetur. Curabitur molestie sodales augue eu bibendum. Donec iaculis ipsum sed risus lacinia tempus. In vitae posuere massa, sed euismod turpis. Vestibulum eget justo ut orci dictum dapibus.

This athlete information was last updated by USER NAME on 00/00/00





## OPTIVERSE

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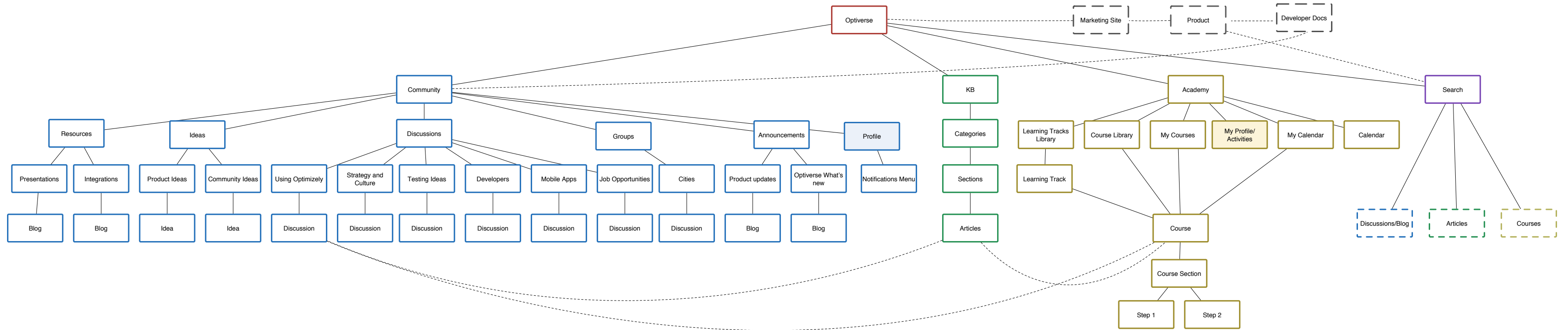
The Optiverse is a companion site to Optimizely. It houses the Optiverse Community, Knowledge Base and Academy - the center for all things optimization on the web. People who are new to optimization can find help using the Optimizely tools, get ideas for testing, guides for integrating heatmapping or analytics and academy courses for developers, and strategists.

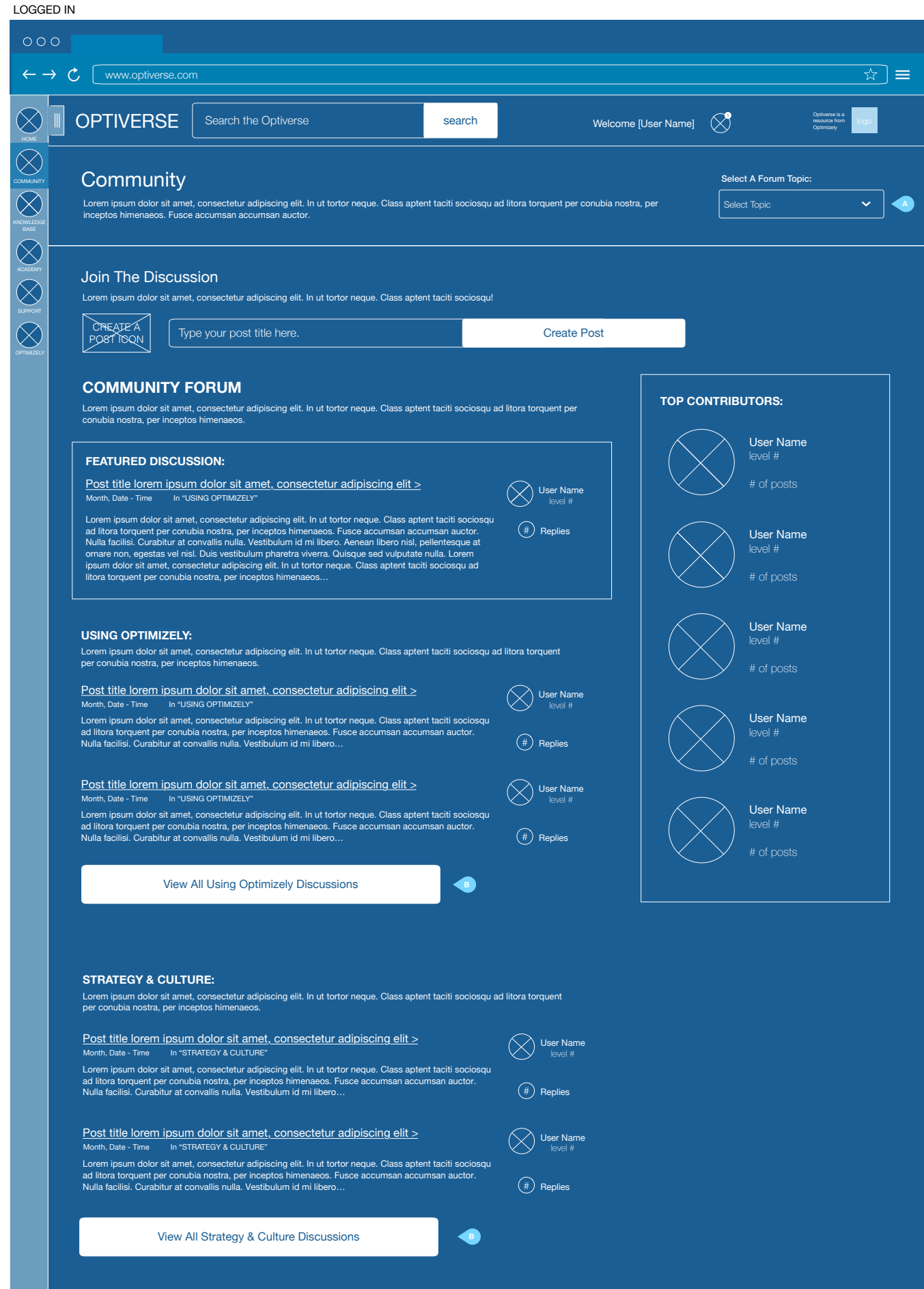
The Optiverse team came to roboboogie asking for a re-design of their site, from testing and analytics they had great ideas about what their users were doing, how they were interacting with the site and how they were getting lost. As a user experience designer my role was to help gather requirements from the client, organize and write a strategy brief, research and ideate solutions for balancing client requirements and user needs and create detailed wireframes used for development and visual design.

My Role: UX Design, Art Direction

Working with: Roboboogie



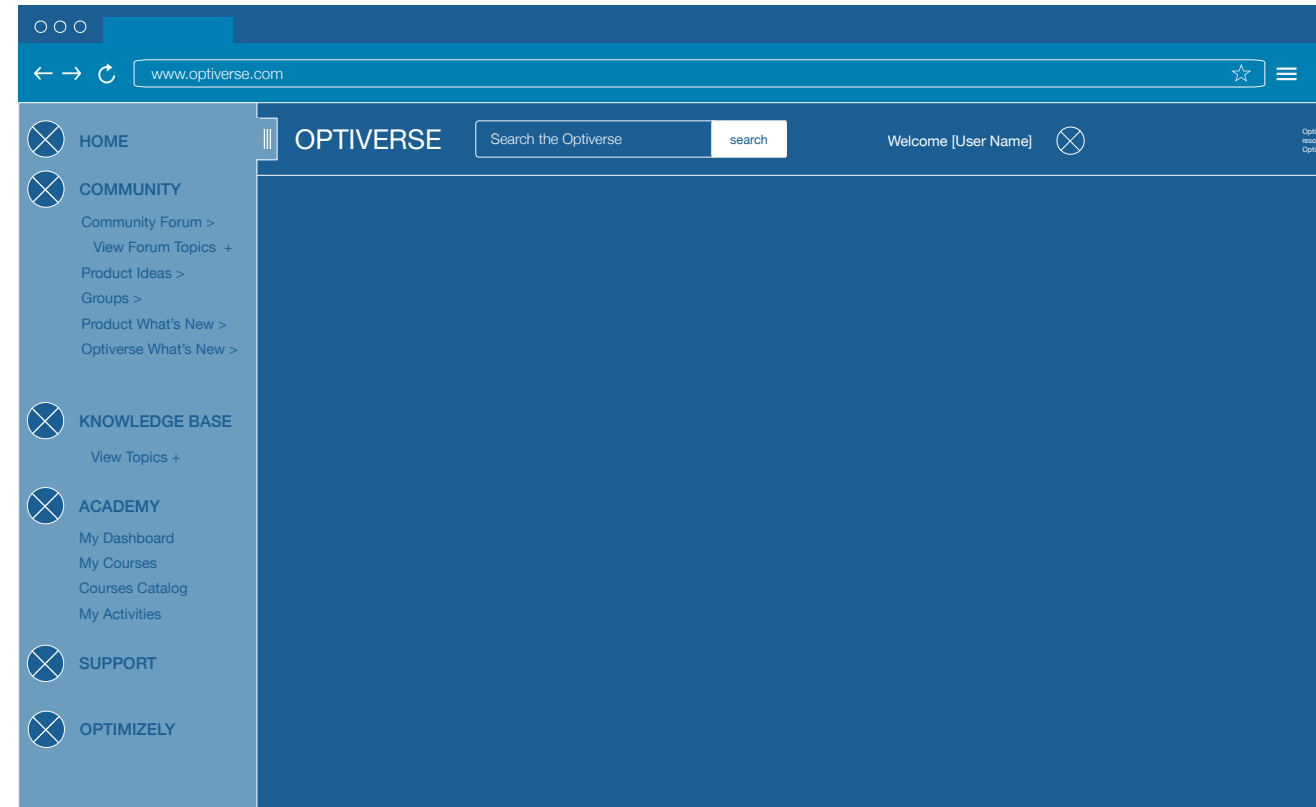
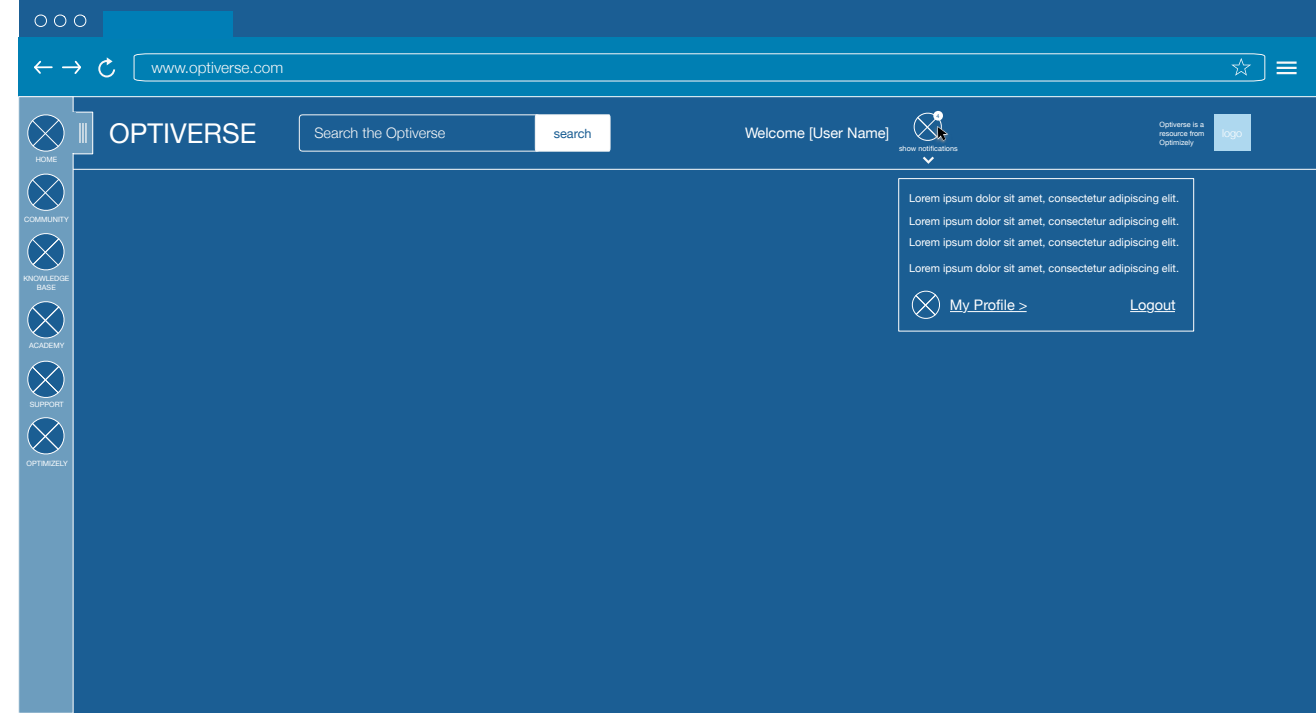


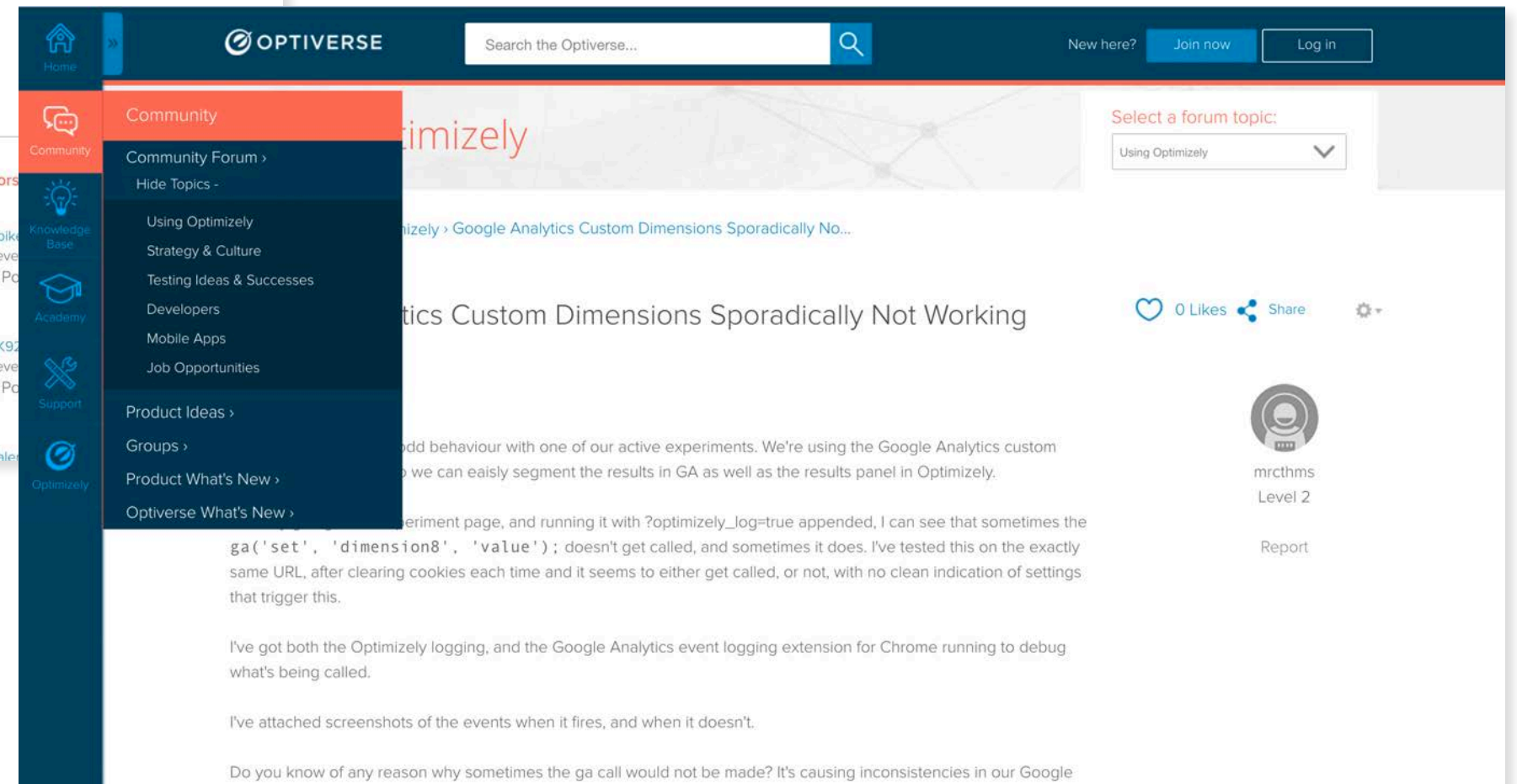
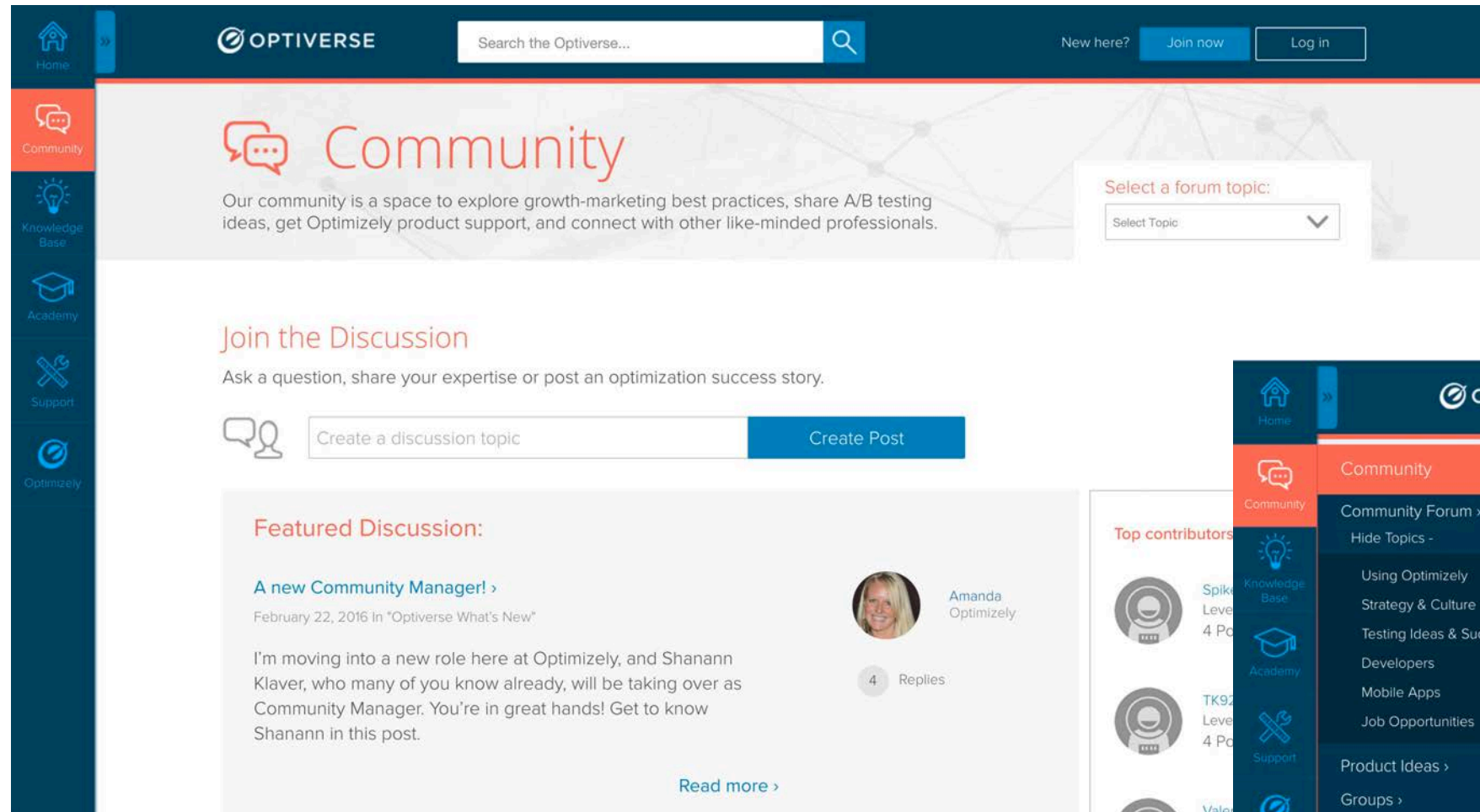


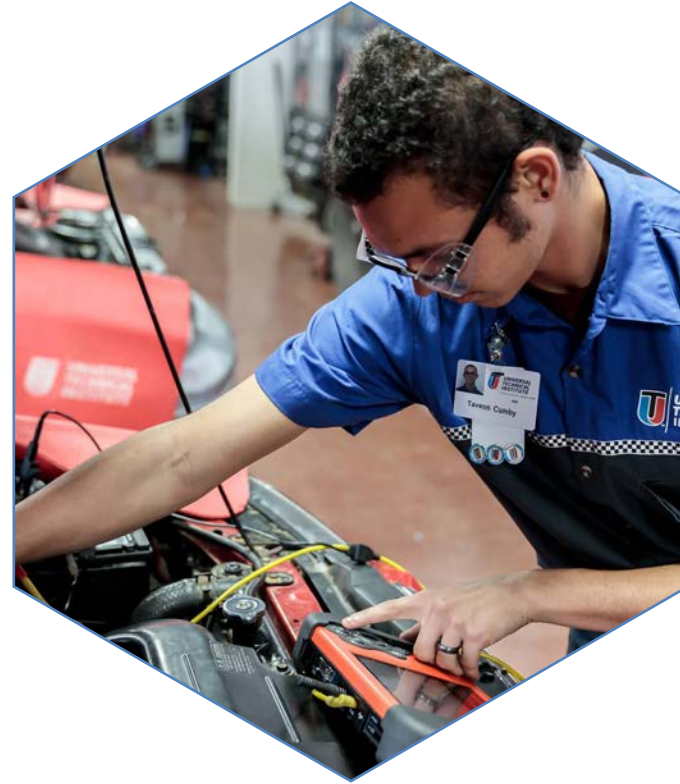
A. When the user selects a board from the drop down the system will take them to the "Forum or Forum Topic" page - depending on the selection. Please see the "Forum" and "Forum Topic" page wireframe. The drop down will contain the following selections:

1. Using Optimizezy (Forum Topic)
2. Strategy & Culture (Forum Topic)
3. Testing Ideas & Successes (Forum Topic)
4. Developers (Forum Topic)
5. Mobile Apps (Forum Topic)
6. Job Opportunities (Forum Topic)
7. All Discussions (Forum Page)

B. This link will take the user to the "Forum Topic" page where all the posts are automatically filtered to show only the discussions related to the selected topic. Please see the wireframe titled "Forum Topic"







## UNIVERSAL TECHNICAL INSTITUTE

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Universal Technical Institute is a private trade school that prepares motivated car lovers for a career in automotive technology. Their classes focus on teaching students everything from passenger car mechanics and body work on today's most advanced vehicles, to complicated and specialized repair of a variety of different types of commercial trucking vehicles. UTI came to Roboogie with the desire to improve the performance of their website. They needed to find a way to engage with users, answer their questions, and improve the rate at which students were contacting the school about enrollment. To that end, we created a series of deliverables to help inform testing and optimization approach, and ultimately led many successful tests to improve the conversion rate on their site by 30%.

My Role: UX Design, UX Research, Visual Design

Working with: Roboogie





Profile 2



**SCOTT**

**Adrenaline Fueled MotorSports Passion:**  
 Student Prospect  
 Ogden, Utah

**Situation:** Scott is just finishing his junior year in high school. He loves all action and motor sports but his real passions are BMX and motocross. Scott built a small dirt jumping track in his backyard and has been saving money from his table bussing job at Red Robin for the past year to buy a friend's KTM motocross bike later this summer. His room is covered in Monster and Red Bull posters of his motocross idols, and he watches motocross race and freeride videos on YouTube every day.

He and his friends like to tinker with a go-cart they cobbled together from lawnmower parts. Scott has become pretty good at troubleshooting and fixing the motor when it breaks down. Scott is really smart and great with people, however he has trouble focusing in school on academics and struggles to maintain a 'C' average.

**Motivations:** Scott's parents feel he is simply not applying himself to school and want him to pursue college, potentially going to community college next fall to 'find himself' academically. Scott is terrified with the thought of committing to 2 or 4 more years of school. While he understands the value of setting a career path, he really just wants to enjoy the summer, get his new dirt bike and perhaps even follow his dream of being a motocross super star. While searching for YouTube videos, he sees an ad for UTI that gets him thinking.

**Content Targets:**

- Motorsports entertainment
- Graduate testimonials
- Motorcycle Program
- Campus Events
- NASCAR inspirational content
- Campus Location Map

Profile 3

**MARCOS**

**Career Focused Bread Winner:**  
 Student Prospect  
 Atlanta, Georgia



**Situation:** Marcos has been working at a grocery store since he was 18. Now 25, he has worked his way into management and is good at his job. Unfortunately, he is really bored with the position, and frustrated with his income and the limited career growth potential. With a two year old son and another baby on the way, he wants to make more money so his wife can quit her part time job. Marcos is very handy and does all the maintenance and repairs on his home, home appliances and vehicles. For

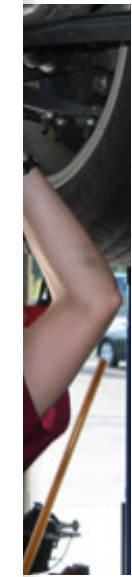
been earning a bit of spending money outside of his job repairing small audio equipment for friends and family. He really enjoys technical troubleshooting of fixing electronics.

to make a career shift and wants to follow his passions. He wants to look for a technical school that will give him a good return on his investment in valuable skills quickly and efficiently. He is motivated by higher earnings and financial assistance. While reading a forum on audio repair he sees an advertisement for a technical program. He does not want to be away from his family for long.

Profile 4

**KATIE**

**Auto Technology Fueled Passion:**  
 Student Prospect  
 Akron, Ohio



**Situation:** Katie graduated high school last spring and has been putting off college to save money and figure out what she really wants to do. She loves science and technology but has a real passion for cars. She particularly loves Nissan as a leader in innovative technologies. While she is enjoying her job as a technician's assistant at a local garage, she really wants to be doing more technical work. She graduated with a 3.0 GPA and is considering a few options, including applying to Youngstown's

however, she is tired of school and concerned that a bachelors program ultimately not provide the type of hands-on learning she has been used to.

to pursue a career in the auto industry and is looking for the quickest, most efficient way to get there. She would love to find a way to work on the newer, highly technical vehicles while looking for ways to potentially get a job at a Nissan dealership.

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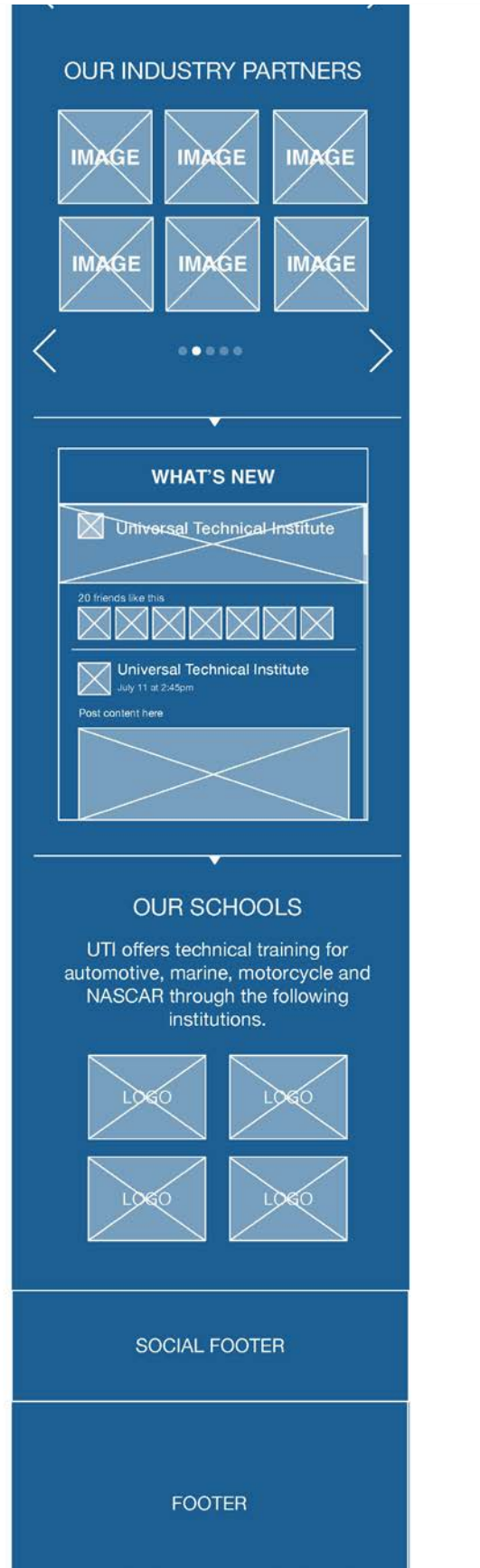
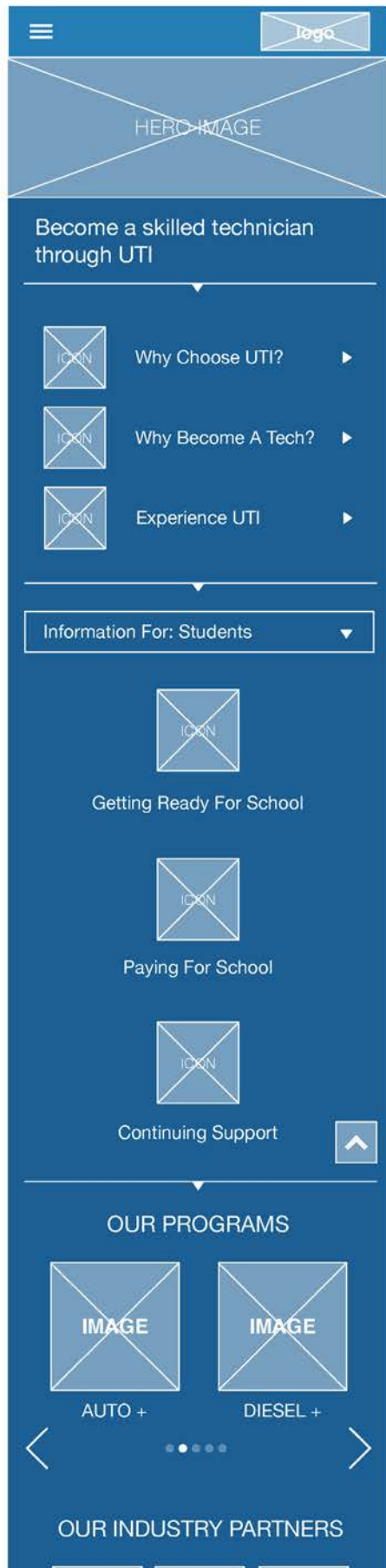


# UTI - Audience Motivation/Content Map and Funnel

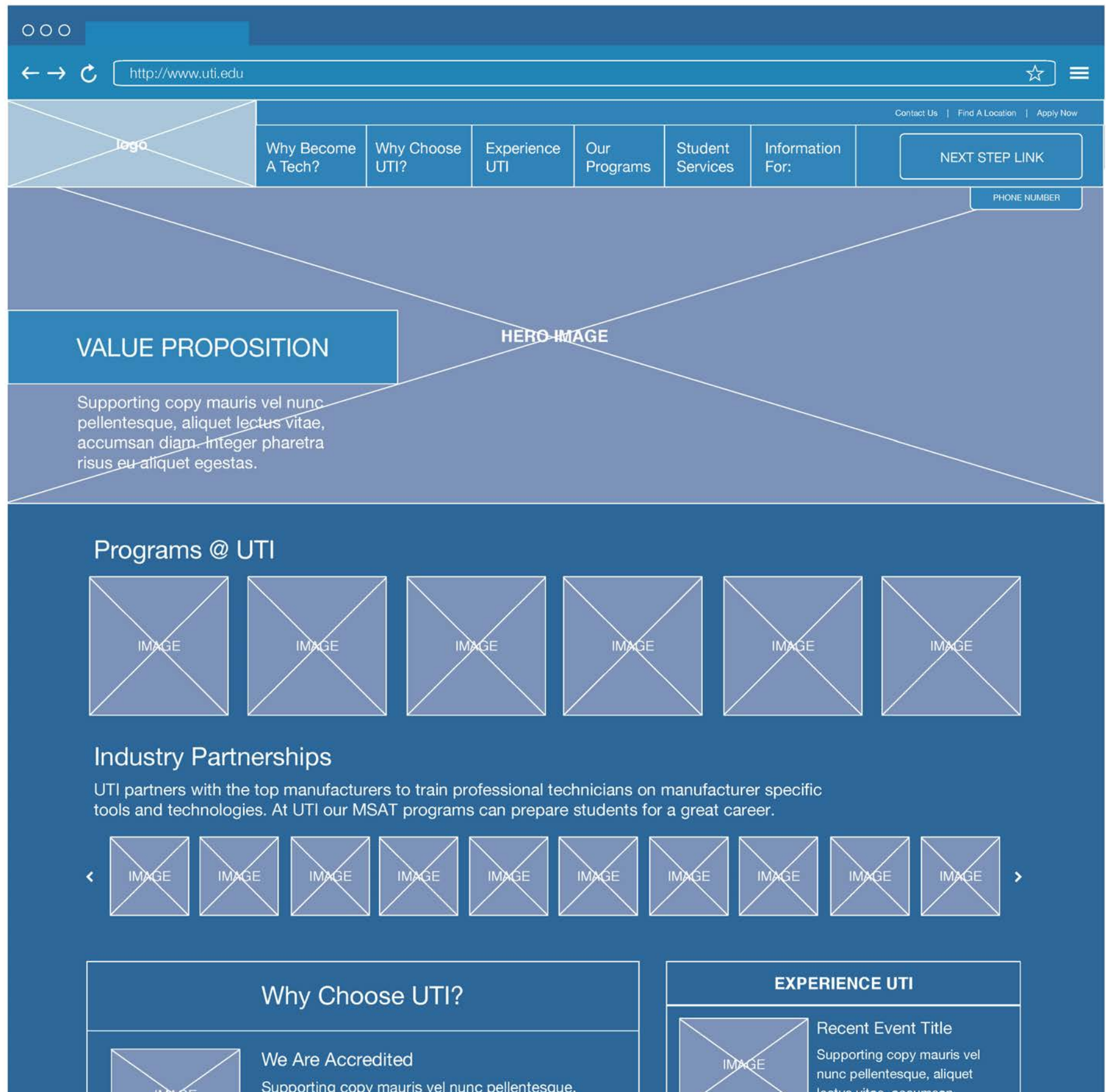
USER CONSIDERATIONS	USER NEEDS	KEY CONTENT	CURRENT CTA	CURRENT CTA FULFILLMENT	PROPOSED CTA	PROPOSED CTA FULFILLMENT
What am I doing with my life?	User is considering what kind of career/educational path they should follow, whether they be leaving high school or looking for an actual career. User is at a turning point and is looking for some guidance on what choices they should make to build a better future for themselves.	Why become a technician. How to build a career. How to figure out what career is a good fit.	Why become a technician? (NAV)	Description of the need for manufacturer technicians.		
What are my education options?	User is looking at some sort of secondary education, after high school. They need to know what the options are, and what the pros and cons are for each option. Technical school, associates degree, bachelors and greater, on the job training.	Types of education. Education timelines. Pros and Cons of different types of education.				
Which technical school should I choose?	User has decided that technical school is the best fit. User is looking for a technical school like UTI and are likely looking at a variety of schools. They may not know exactly what they want to study, or why UTI is the best choice for technicians.	Why UTI is a great school.	View our partners (homepage contextual) The UTI Advantage (NAV)	Grid of partner logos. Description of UTI's reputation, career support, technology, instructors, graduation rate, general timeline, industry relationships, employment help.	Learn About UTI (homepage contextual)	Same content that is currently on "UTI Advantage" page, but improve layout and add links to next step in funnel (choose a career) programs.
Which profession/career should I choose?	User has decided that technical school is the best fit. User is looking at a variety of schools to determine what kinds of career paths are offered. User may not know how to determine what career would be the best fit for them.	How to choose a career. Career based on interest/personality.			Is UTI right for me?	Videos and description describing the personality and interests of students that do well at UTI.
					What's your career path?	List of job titles, descriptions, companies that an education at UTI prepares students for. Train to Become A [Insert Job Title] link that connects students with a rep to help plan a curriculum.
Why should I choose UTI?	User has decided that being a technician is a good fit. They want to know if UTI is the best fit.	UTI advantages (reputation, special partnerships, job placement support)	Take the Next Step (NAV)	Users fills out contact form. User receives email and/or phone call.	Is UTI right for me?	Videos and description describing the personality and interests of students that do well at UTI.
			Why Choose UTI? (Nav)	Links to other pages that describe why to choose UTI.	Learn About UTI (homepage contextual)	Same content that is currently on "UTI Advantage" page, but improve layout and add links to next step in funnel (choose a career) programs.
			The UTI Advantage (NAV)	Description of UTI's reputation, career support, technology, instructors, graduation rate, general timeline, industry relationships, employment help.		
Is it too expensive or far away?	User is interested in attending UTI. They need a gut check on price and location to know if it's definitely going to be too expensive or far away.	Program price range. Location information. Assistance options.	Tuition Estimator (NAV)	Information about contacting an admissions representative, information about total \$ of scholarship money available. Graduate testimonial video. Link to long form tuition estimator.	Tuition & Fees (homepage contextual. Learn About UTI contextual)	Explanation of range of cost for UTI programs, including a general range/median cost per student, FAFSA and scholarship information.
			Campus Locations (Nav)	List of campuses with links to each campus.	Find My School	A tool that allows the user to plug in what program options or current location and get back a list of schools.
What program should I choose?	User feels confident that they can go to UTI. They want to choose a specific program and are curious about the different programs and add-ons that UTI offers.	Program information (courses, length) MSAT information and how that relates to programs. How to choose a program	Programs of Study (Nav)	List of programs with links to each		
			Specialized Training (Nav)	Grid of partner logos.		
			Learn More (Program Page contextual)	Link to MSAT Specific Pages		
What does it take to go to UTI?	User has selected a program and is more serious about going to UTI. They want to start the process and need to know what to do and exactly how much it will cost.	Specific price information Class start times and schedules Specific housing arrangement Relocation help Job information FAFSA/scholarship info	Financial Aid (NAV)	Explanation of financial aid, links to FAFSA		
			Housing (NAV)	Housing assistance information, links to housing options by campus		
			Employment Services (NAV)	Description of employment services		
			Take The Next Step (NAV)	Users fills out contact form. User receives email and/or phone call.		
			Get In Touch With Us (contextual)	Users fills out contact form. User receives email and/or phone call.		
How can I make it happen?	User knows they can afford the program and when they would like to start. User may need to know the specifics of what type of documents they need to submit and how the application process works.	Application process FAFSA/Scholarship info Housing assistance	Financial Aid (NAV)	Explanation of financial aid, links to FAFSA		
			Housing (NAV)	Housing assistance information, links to housing options by campus		
			Take The Next Step (NAV)	Users fills out contact form. User receives email and/or phone call.	How To Enroll (contextual)	Page describes application process. Users fills out contact form. User receives email and/or phone call.
			Get In Touch With Us (contextual)	Users fills out contact form. User receives email and/or phone call.		
I'm ready to apply!	User is ready to apply.	Application link Admissions rep phone/contact	Take The Next Step (NAV)	Users fills out contact form. User receives email and/or phone call.	Apply Now (NAV)	Users fills out contact form. User receives email and/or phone call.
			Get In Touch With Us (contextual)	Users fills out contact form. User receives email and/or phone call.	How To Enroll (contextual)	Page describes application process. Users fills out contact form. User receives email and/or phone call.
					Register for classes (contextual)	Page describes application process. Users fills out contact form. User receives email and/or phone call.



Home Page



Home Page



**UNIVERSAL TECHNICAL INSTITUTE**  
Ready to Work.

programs of STUDY | manufacturer TRAINING | campus LOCATIONS | student SERVICES | why choose UTI?

**We are excited to learn you are serious about a career in the transportation industry.**

**THE NEXT STEP IS EASY**

Just complete our brief online survey to tell us a bit about yourself then we'll connect you with a UTI admissions representative.

[Take the Brief Survey >](#)

**WANT TO LEARN MORE ABOUT THE UTI ADVANTAGE?**

<p><b>OUR PROGRAMS</b></p> <p>UTI offers a diverse set of programs and manufacturer-specific training to match your interests. Find out which program is best for you.</p> <p><a href="#">Learn more &gt;</a></p>	<p><b>OUR LOCATIONS</b></p> <p>There are 12 campus locations to serve you. Find out if there is a location near you and learn about our housing assistance.</p> <p><a href="#">Learn more &gt;</a></p>	<p><b>JOB POTENTIAL</b></p> <p>We work with industry partners, dealerships, distributors and other employers across the country to identify potential jobs for our graduates.</p> <p><a href="#">Learn more &gt;</a></p>
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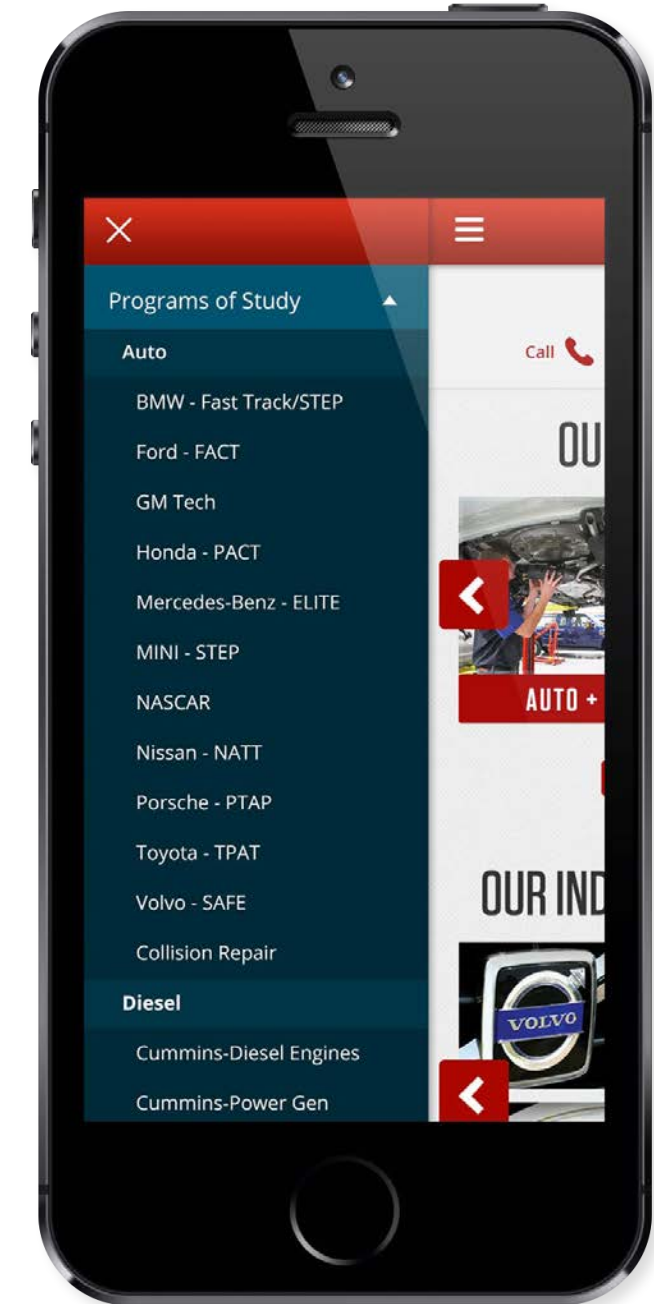
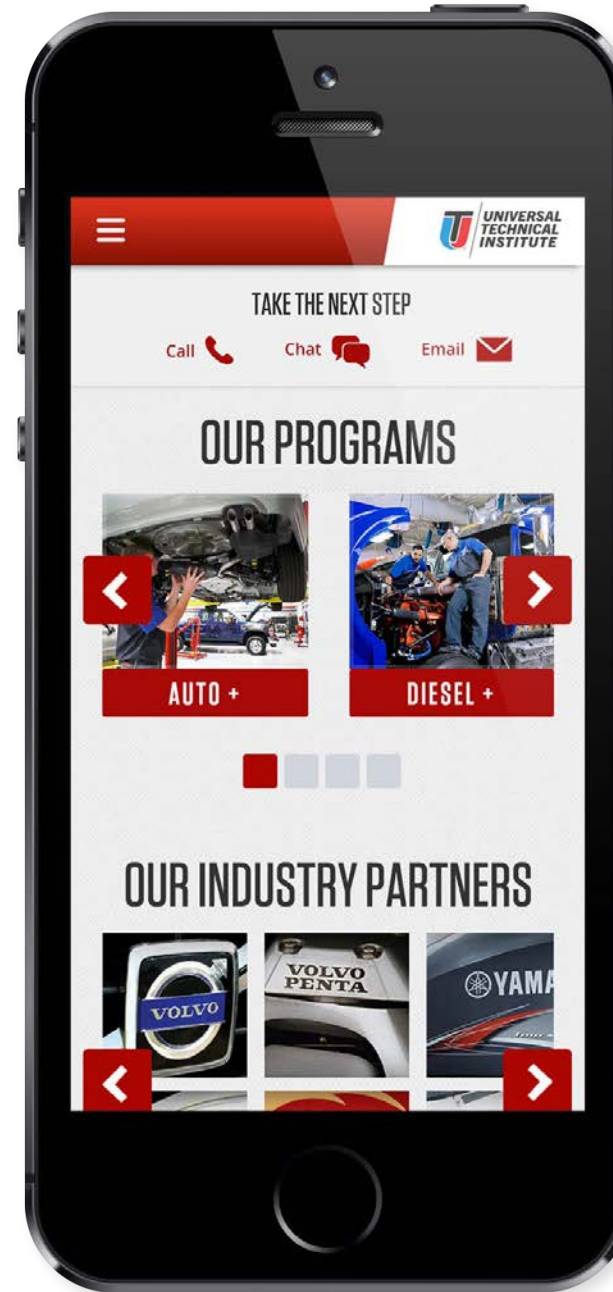
PREFER TO GIVE US A CALL? NO PROBLEM. **1-800-834-7308**

**PROGRAMS @ UTI**

DIESEL + | COLLISION + | NASCAR + | MOTORCYCLE + | MARINE +

**CHOOSE UTI? SEE THE INDUSTRY DOES.**

VOLVO PENTA | YAMAHA





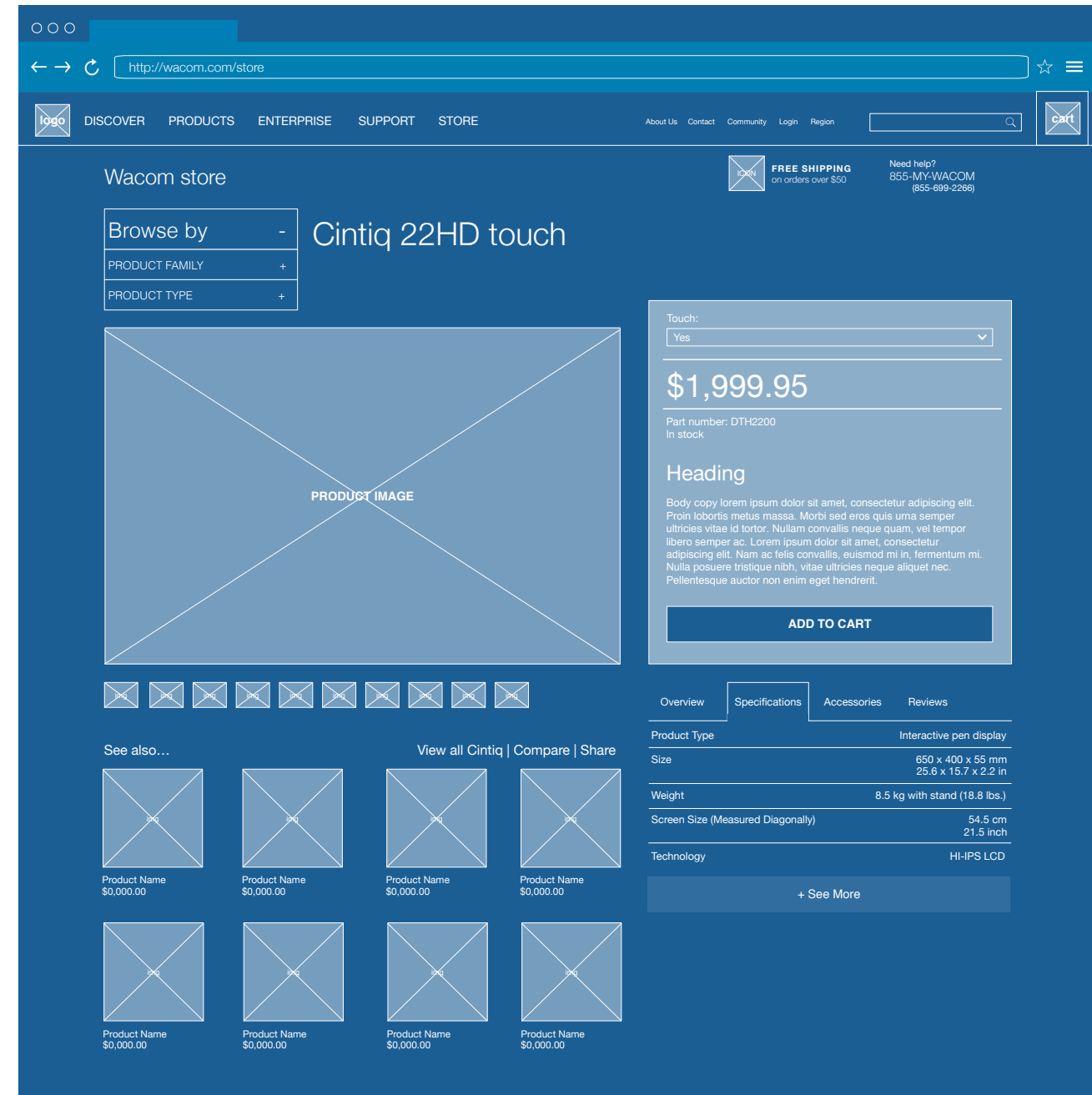
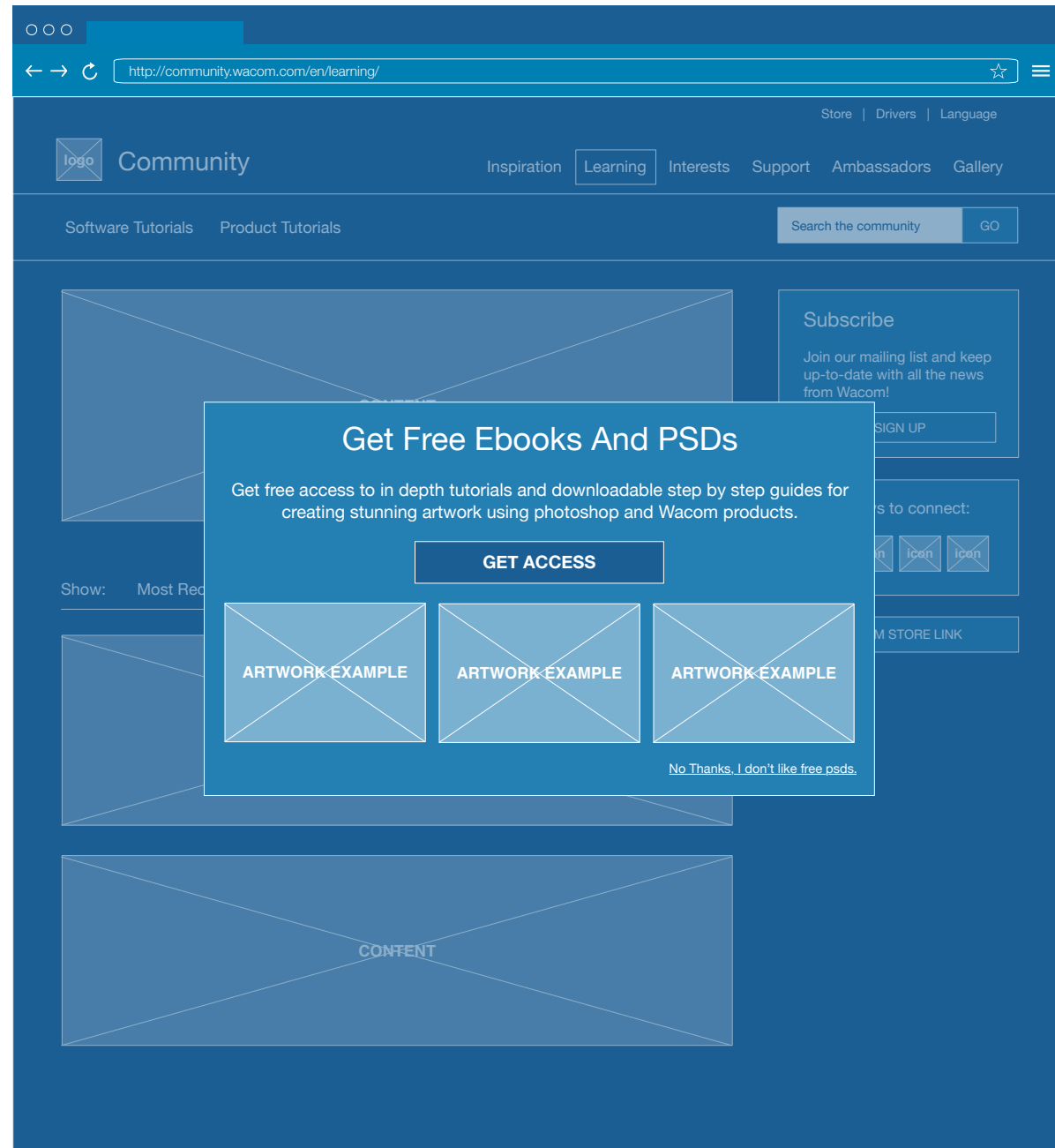
WACOM

Wacom Technologies is the leading global provider of digital drawing technology. Their products are the products that designers and illustrators use to create beautiful, custom artwork for video games, animated movies and more. Wacom came to roboboogie for optimization services in their community section, and has since branched out to have us provide optimization to their e-commerce store for both their US and EMEA sites. My role as a user experience designer has been to perform a user experience audit, study user behavior through analytics, strategize testing concepts, and create wireframes for use in design and test development.

My Role: UX Design, UX Research, Visual Design

Working with: Roboboogie





CONVERSION TRACKS

Testing | These broad optimization opportunities represent the starting point for campaigns of more focused testing.

## 1 Navigation

**Situation:** Customers need to know where they are, where they have been, and where they are going. Keeping them centered and informed will help them successfully navigate and find the products and content they are looking for.

**Recommendation:** Navigation testing should focus on global navigation, page titling and labels, calls-to-action, contextual navigation, as well as menu behaviors and interactions.

## 2 Product Presentation/Information

**Situation:** Products must be presented clearly to include the right balance of information, direction, detail, and imagery. Customers shopping products with the right balance of the above attributes find it easy to understand what products are right for them and are more likely to complete a purchase.

**Recommendations:** Product information testing should focus on PDP design, category page design/layout, product tile content and organization, product comparisons, messaging, calls-to-action, and page behaviors and interactions.

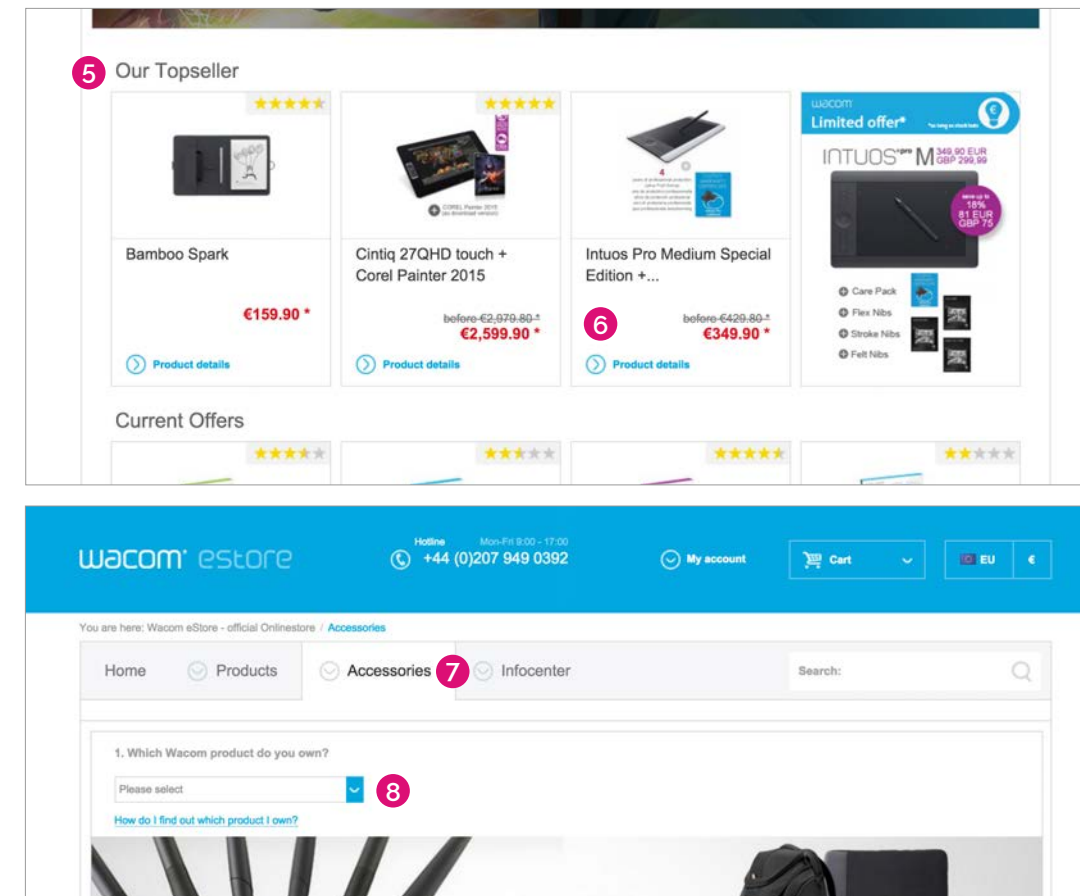
## 3 Checkout Flow

**Situation:** Customers are prone to cart abandonment if the checkout flow is confusing or cumbersome. Creating a flow that feels secure, is laid out in a way that is easy to follow, and isn't complicated or time consuming is key to helping customers complete purchases.

**Recommendations:** Checkout flow testing should focus on the design, layout, messaging and interactions of the login/create account process, the cart and mini-cart, and the steps in the checkout flow.

hello@teamroboboogie.com 503.544.6934 1300 SE Stark St. Suite 111, 97214

## REVIEW FINDINGS | NAVIGATION



### 5 Use helpful directed, consistent, headers

Section headers need to help customers understand the content the section holds, and how that content is different from other sections on the page, or similar to other content elsewhere on the site.

### 6 Provide directive copy

Copy should be included to guide customers in what to do and what to expect when they click on a CTA. This helps drive engagement and directing customers to where they need to go.

### 7 Ensure page behaviors are consistent

Visual indicators and styling cause customers to expect certain behaviors. Keeping visual styling and/or positioning consistent with certain types of behavior improves the ability to navigate.

### 8 Provide alternative paths to products

A wizard is a helpful tool when customers need to find a product and they aren't quite sure which one they are looking for. However, having additional paths to products will guide users who do not wish to use a wizard.

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## THE CLYMB

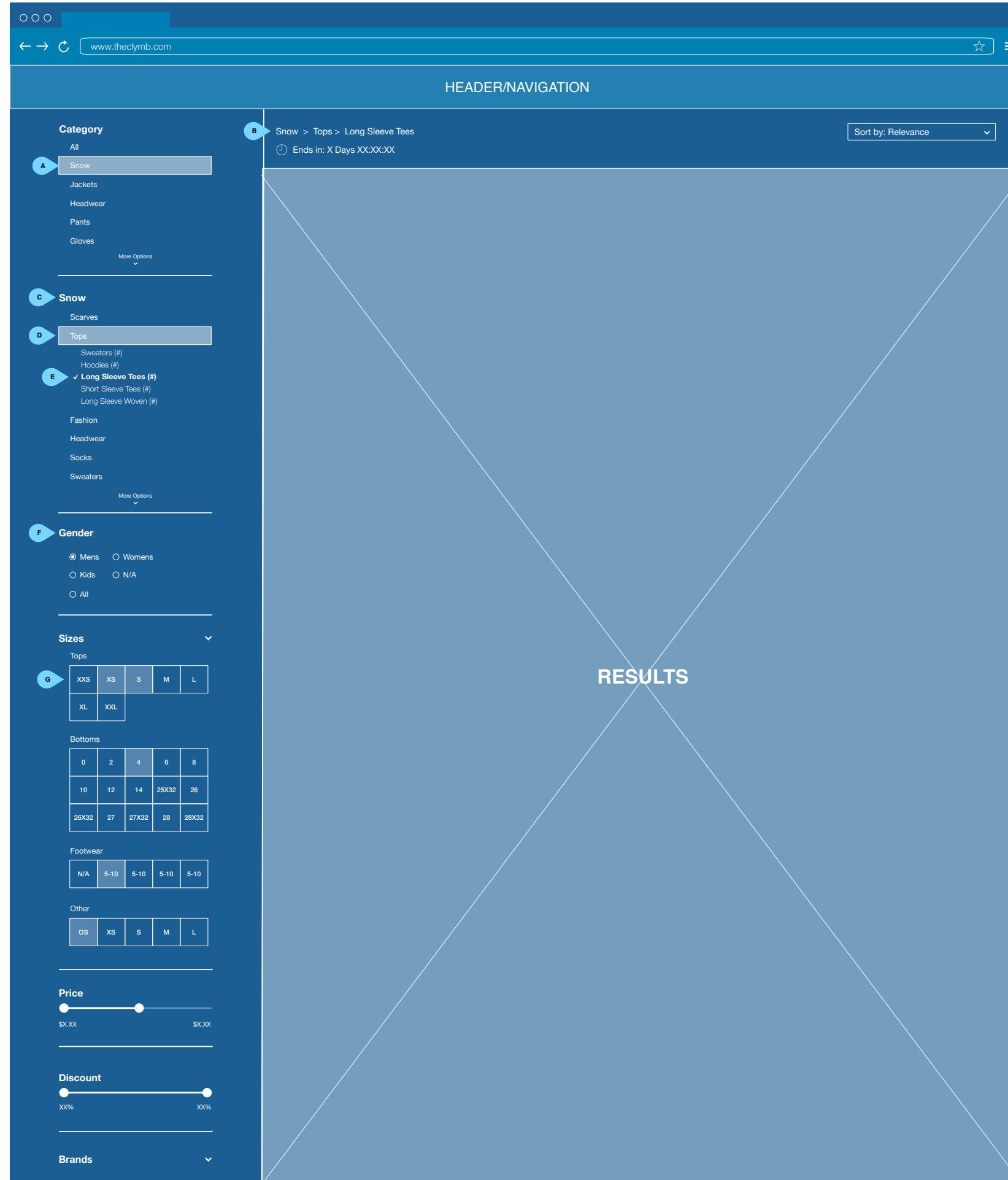
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The Clymb was an outdoor apparel and adventure flash sale website. As one of robooogies first optimization clients, we had the opportunity to perform iterative testing across multiple parts of their site to improve the user experience and drive e-commerce conversions. As a junior user experience designer and a visual designer my role was to create wireframes and designs from the direction of the optimization strategist and creative director.

My Role: UX Design, Visual Design

Working with: Roboogie





A. Main category selector. The "Product Type" heading has been changed to "Category" Instead of hiding the rest of the selections the system will instead highlight the selection that the user has made. Use can only make one selection at a time.

B. Breadcrumbs, Note the addition of breadcrumbs here. The user should be able to back out of their selections by clicking previous breadcrumb. I.e. if the user clicks "everyday" the results will automatically filter to include all "everyday" selection options. Breadcrumbs will display in the order they are selected.

C. Sub category selector. Currently, when the user selects one of the big bucket product types, they are then given a smaller bucket of choices within that product type, still with the heading of product type. Here the system will change that second "product type" heading to read the category selection that the user has made. Note: these subcategory selections will not appear unless the user has selected a primary category.

D. Sub category drill down. The user can only select one sub category at a time. When they make a selection the system will highlight the selection and present the user with drill down options.

E. Drill down options. The user can only select one drill down option at a time. The selected option will change appearance (such as becoming bold, or having a checkmark). The system will also include how many items exist within that selection.

F. The Gender accordion is now a persistent open section, the user is able to select one gender at a time to filter their category and subcategory selections.

G. Size options. Currently, sizing information is lost every time the user selects an option from the category section. The user should be able to specify what sizes they would like within each category, and have the results filtered accordingly, regardless of whether they change what category they are looking at. They should also be able to select more than one size, as users are likes to span size ranges, especially across brands. Size options will persist, they do not change as the user makes category selections. They are not included in breadcrumbs.





The screenshot shows the Clymb website with a dark theme. The navigation bar includes 'THE CLYMB', 'MENS', 'WOMENS', 'ADVENTURES', 'CLYMB PICKS', and 'STORIES'. A search bar and user account information are also present. The main content area features a product card for 'CANADIAN ROCKIES' with a price of \$865.00 (discounted from \$1,057.00) and a 'VIEW DATES' button. Below this is a section titled 'OVERVIEW' with sub-sections for 'Itinerary', 'Details', 'Book Trip', and 'FAQ'. A chat window is overlaid on the page, titled 'ADVENTURE GURU CHAT WINDOW'. The chat history shows: 'Adventure Guru : How can I help you today?', 'Patricia : I want to go to Canada.', and 'Adventure Guru : I can help you with that.' The chat input field contains the text 'Enter text here.' and a 'SEND' button. The chat window is attributed to 'Laura Grieser, Adventure Travel Program Coordinator'. At the bottom of the page, there is a section titled 'THE HUMAN-POWERED EXPERIENCE' with icons for 'SKI' and 'SNOWBOARD'.

This screenshot shows the same Clymb website but with the chat window removed. The 'CANADIAN ROCKIES' product card is visible on the left. The main content area features a large 'OVERVIEW' section with a quote: '“ FERNIE IS A POWDER-PACKED DREAM TURNED REALITY! ”'. Below this is the 'THE HUMAN-POWERED EXPERIENCE' section with 'SKI' and 'SNOWBOARD' icons. On the right side, there is a 'CHAT NOW' button and a 'Talk to an Adventures Expert' section with contact information for Laura Grieser. The navigation bar and user account information are consistent with the previous screenshot.



THE CLYMB® MENS WOMENS ADVENTURES CLYMB PICKS STORIES Search HI, PATRICIA EARN \$25 · INVITE FRIENDS

1

# OVERVIEW

Ends In: 10 Days 10:28:36

**CANADIAN ROCKIES**  
\$865.00 ~~\$1,057.00~~

VIEW DATES >

- Overview
- Itinerary
- Details
- Book Trip
- FAQ


Delivering what seems like a variety of endless terrain and vistas, uncrowded trails, and a mild climate, Fernie Alpine Resort is a true winter playground for skiers and riders for all levels.

“ FERNIE IS A POWDER-PACKED DREAM TURNED REALITY! ”

Literally push yourself to new heights at Fernie, and discover big mountain skiing at its best. Ski The Peak on the new Polar Peak lift, which brings the Fernie Alpine Resort run count up to 142; now having the most runs, the most vertical and the most snow in the Rockies! Take your pick: from legendary powder, natural hot springs, traditional small-town bars and pubs crammed with ski bums living the ultimate winter snow dream as well as some of the busiest and gutsiest ski patrollers around. It's all in a day at Fernie Alpine Resort in Fernie, British Columbia.

**Talk to an Adventures Expert**  
1 888.640.1528  
Adventures.support@theclymb.com

**CHAT NOW**  
Adventures Expert Standing By



**Laura Grieser**  
Adventure Travel Program Coordinator

## THE HUMAN-POWERED EXPERIENCE

**SKI**  
Ski unbeatable terrain and the longest vertical in the Canadian Rockies

**SNOWBOARD**  
Ride five amazing bowls and more than 2500 acres of terrain

THE CLYMB® MENS WOMENS ADVENTURES CLYMB PICKS STORIES Search HI, PATRICIA EARN \$25 · INVITE FRIENDS

1

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**CHAT NOW**



**Laura Grieser**  
Adventure Travel Program Coordinator

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## BENCHMADE

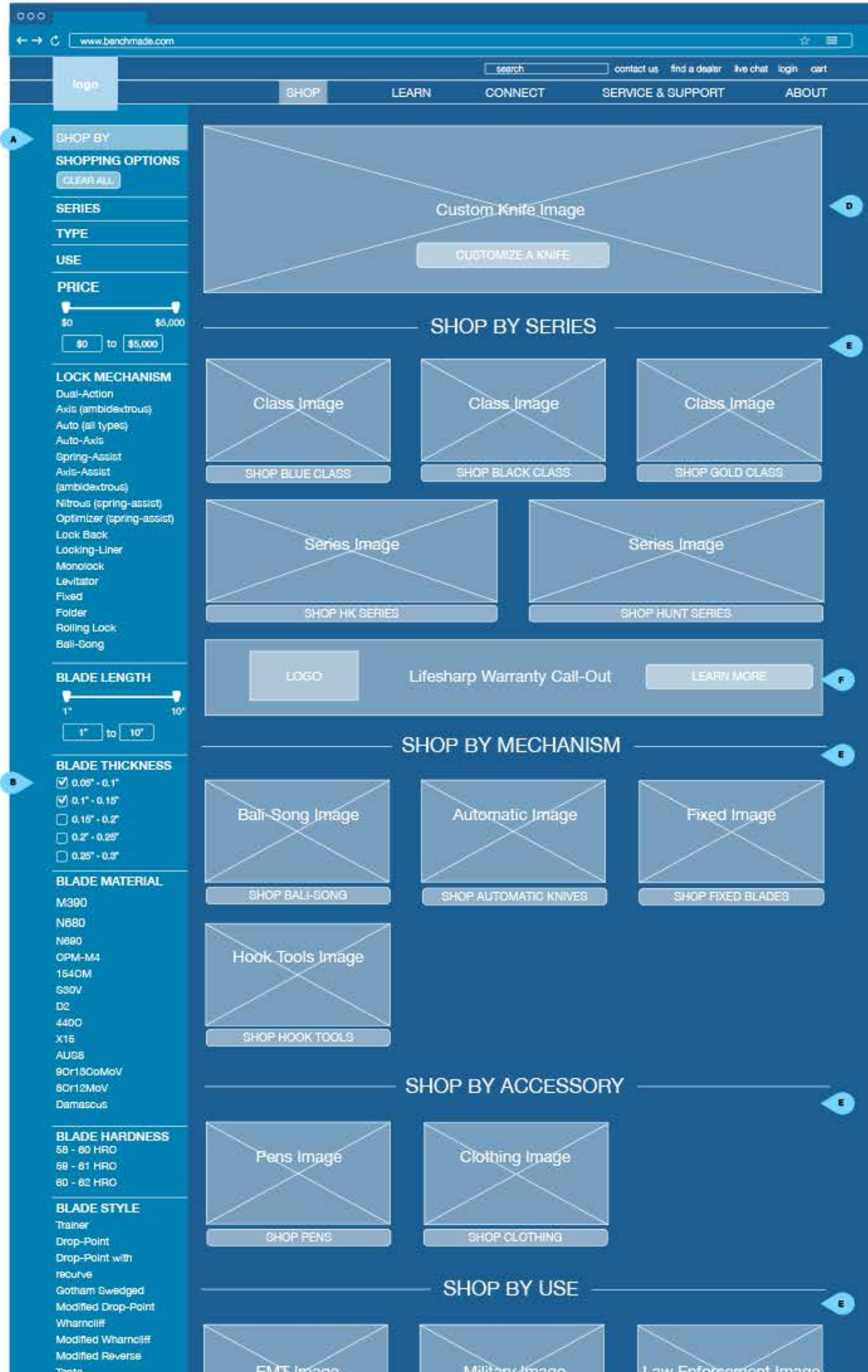
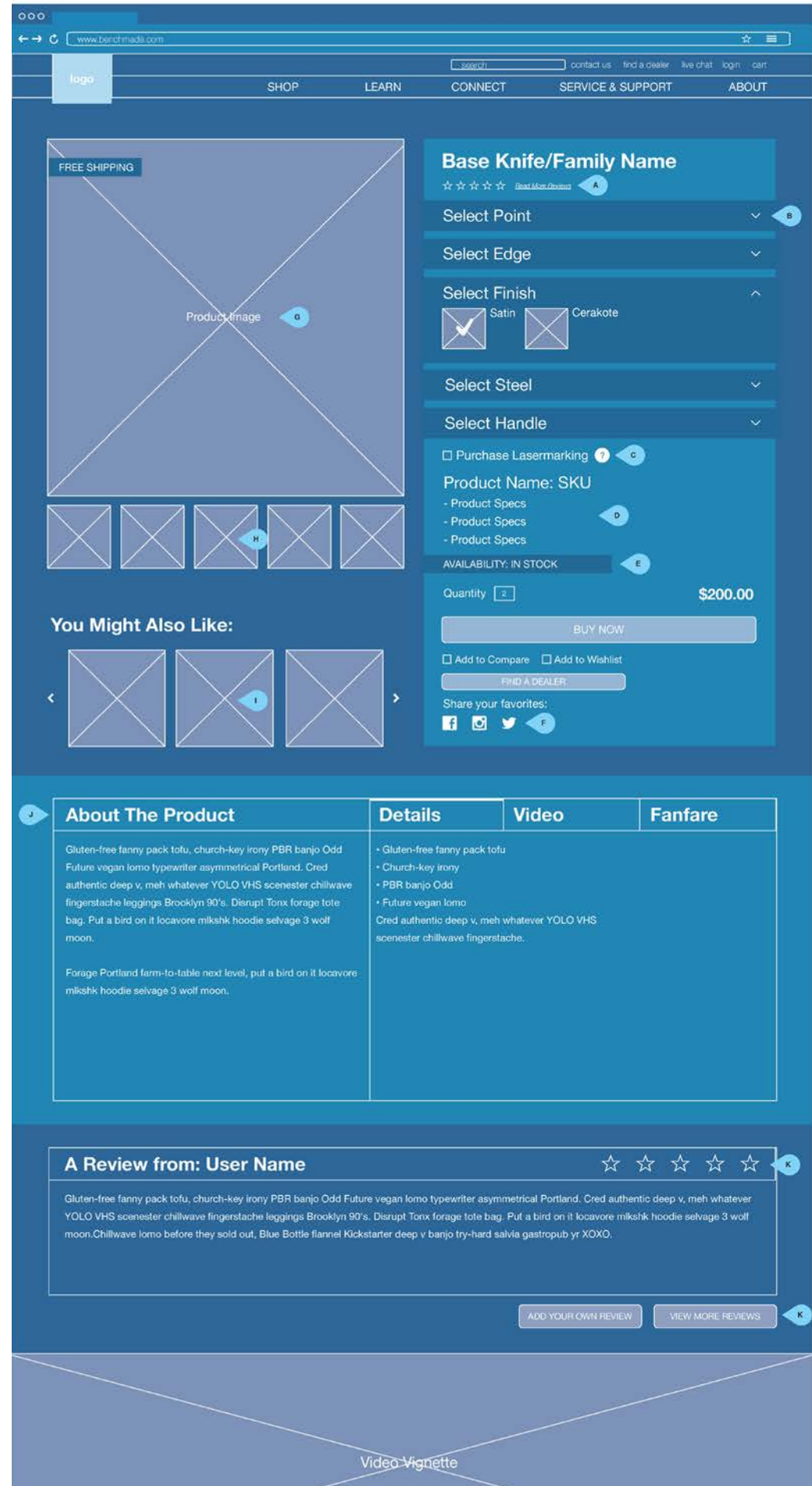
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Benchmade Knife Company creates some of the best knives in the world. They are carried by professional emergency responders, military men, hunters and outdoor enthusiasts. As a user experience designer on this project, my roles were to re-architect their site that was out-dated and sprawling, and create high fidelity wireframes that were used for both design and development. They needed an organized system that helped to tell their story; hand-crafted, innovative, and reliable - while still providing a great e-commerce experience.

My Role: UX Design, Visual Design

Working with: Roboboogie





## SHOP LANDING PAGE

The user will get to this page by clicking on the “SHOP” button in the main navigation. If the user clicks on any of the links in the drop down they will go to the shop category page that relates to the title of the category that they clicked.

**A. Faceted search.** Faceted search will have OOTB functionality. The faceted search on the shop landing page will not be pre-populated with any selections. However, if the user clicks any of the shop buttons on this page the category that they choose will determine faceted search selections on the shop category page.

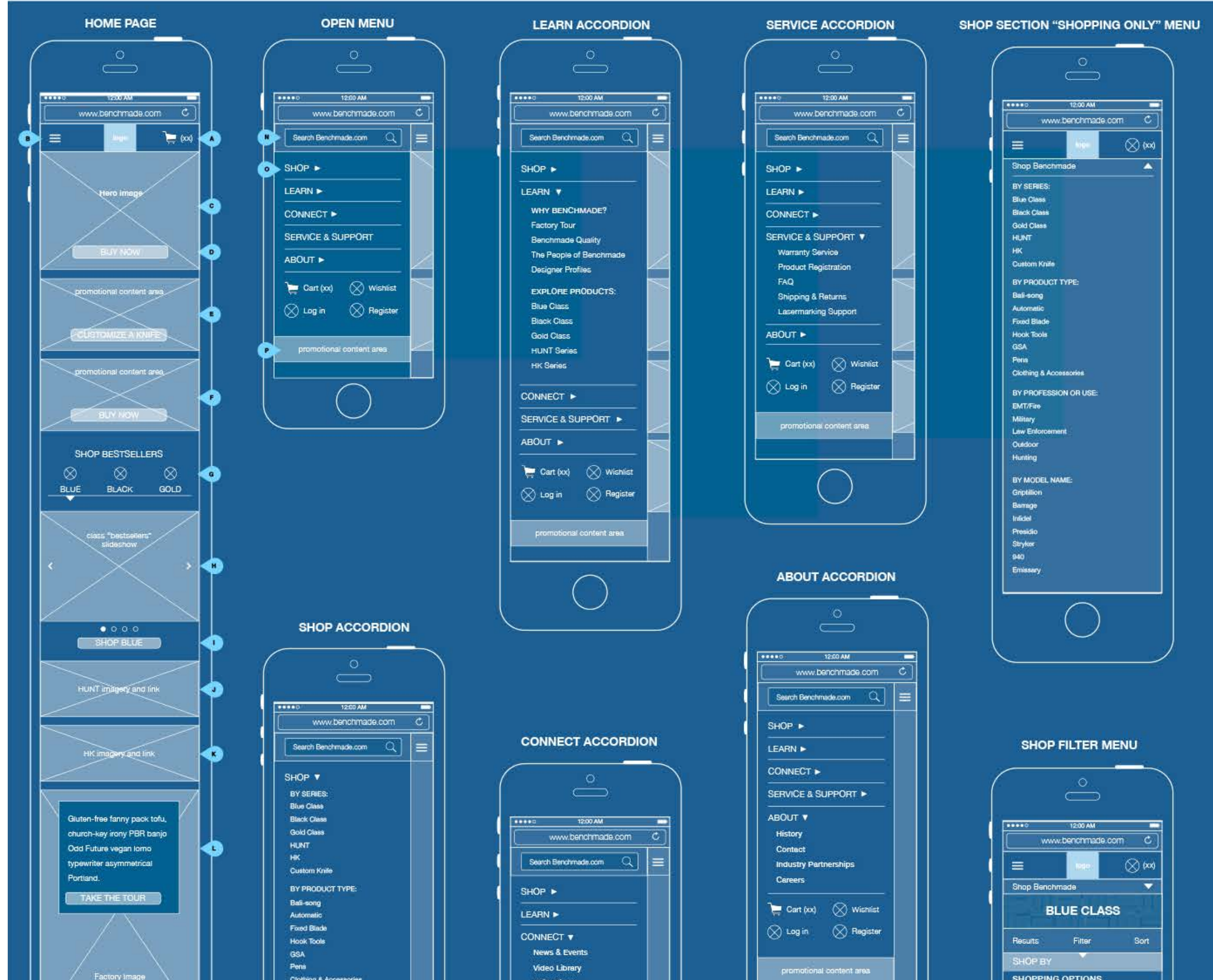
**C.** The blade thickness will have checkboxes for selections.

**D. Custom Knife Call Out:** this will consist of an image with a CTA link. The admin user will be able to update and change this content. When the user clicks this link they will be taken to the custom knife builder.

**E.** The shop by “XXXX” section will have a block for each shop category page. Imagery related to that category will be used as a visual cue to the contents within. A header will help let the user know what product type they are linking to. When the user clicks the shop CTA button they will be taken to a shop category page that is preloaded with the products in that category.

**F. Lifesharp Warranty Call Out:** this call out will consist of a designed background, a title, a logo and a link. The link will take the user to the Lifesharp Warranty page.





## HOME PAGE & MENU STATES

**A.** There is a cart icon with the number of items within the cart in the header at all times. Tapping this icon takes the user to the shopping cart.

**B.** The menu has been collapsed into a drop down on mobile. When the user taps this button the menu opens by sliding in from the left, pushing page content to the right and graying it out.

**C.** Static hero image on mobile. There will not be a fancy fading in/out of the image.

**D.** This section will be fixed, and as the user scrolls down the lower content will come up to cover the image. The section will also have a CTA button/link, and marketing copy. The admin user will be able to change the photo, copy and CTA.

**E.** This content block will consist of an image, marketing copy and a CTA link that advertise the custom knife. The admin user will be able to change the image, copy and CTA.

**F.** This content block will consist of an image, marketing copy and a CTA link. The admin user will be able to change the image, copy and CTA.

**G.** This section will house the gold/black/blue class bestseller widgets. When the user taps the icon that corresponds to the class the widget will change to the class that was tapped.

**H.** The bestseller widget/slideshow is navigable via swipe left/right on mobile. A simple slide nav will show the user where they are in the slideshow.

**I.** This button will link to the appropriate category shop page that has been selected by the user in the bestseller slideshow navigation.

**J.** This section will consist of an image that represents the HUNT series brand and the HUNT series logo. Clicking anywhere on this image will take the user to the HUNT branded category shop page.

**K.** This section will consist of an image that represents the HK series brand and the HK series logo. Clicking anywhere on this image will take the user to the HK branded category shop page.

**L.** This section is a factory tour preview. It will consist of a large factory photo, with a text box on top of it and CTA link to the factory tour page. The admin user has the ability to edit the copy within the text box, the factory image and the CTA.

**M.** The mobile footer has had the following items removed: the entire customer service section, careers, press room, download catalog links, and site map link.

**N.** When the menu is open, the search field is present. The user can type items into the search field and press enter on their devices' keyboard - they will then be taken to the search results page.

**O.** Mobile menu is an accordion system, when the user taps on the title of each section that section opens to show the contents.

**P.** There is a promotional area within the menu that the admin user can customize with text or photography. This area could be used to call out the LifeSharp program.

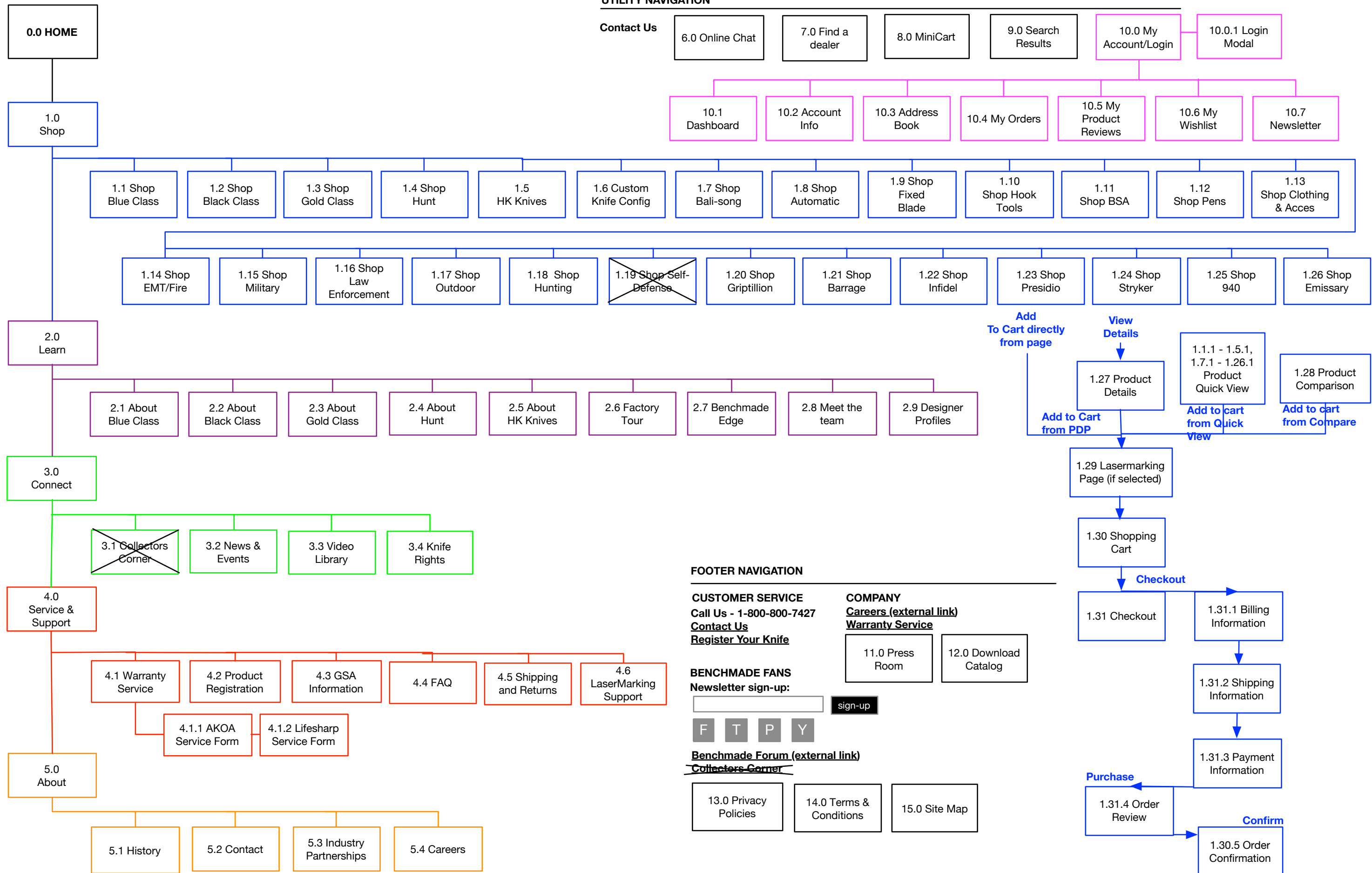
**Q.** My Account icon links to users account page

**R.** Wishlist icon, also has a number next to it showing how many items are in the wish list. Links to users wish list.

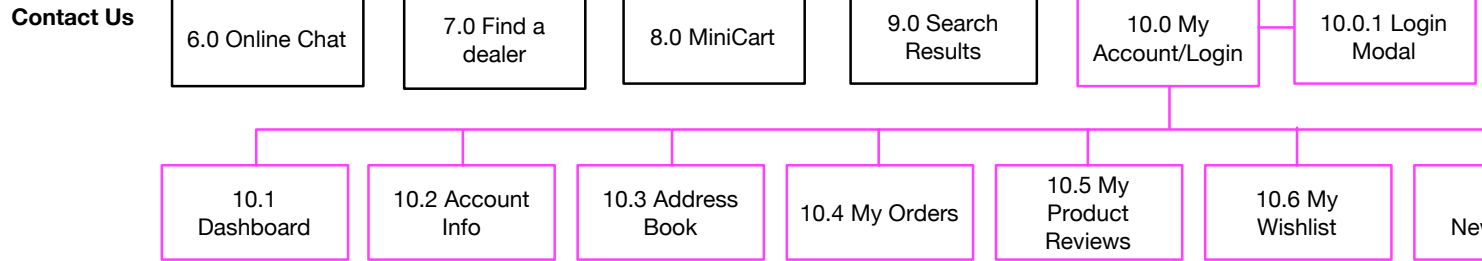
**S.** When the user is in the shop section there is a secondary shop menu that prevents the user from having to go back into the main menu to access the shop links.

**T.** Shopping sections will have a visual and typographical call out that informs the user where they are within the shopping experience.

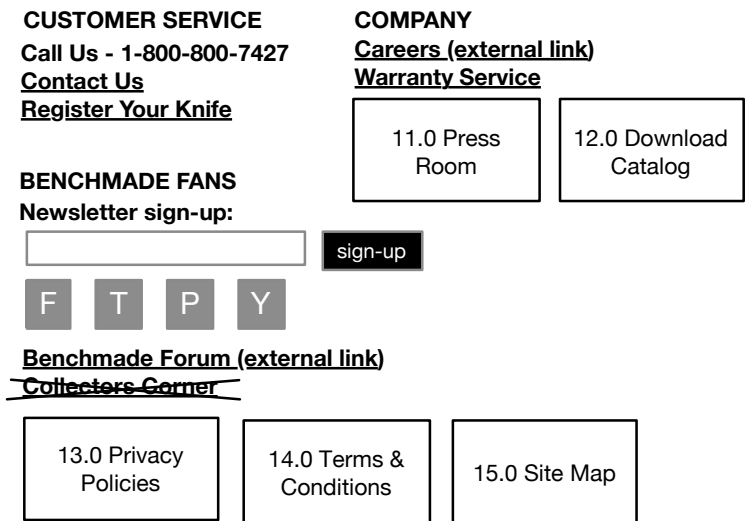


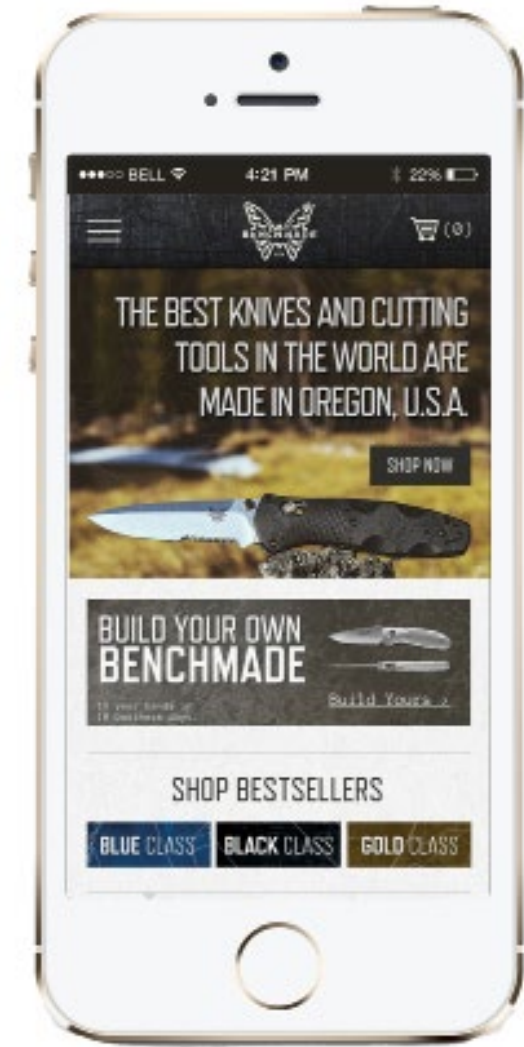
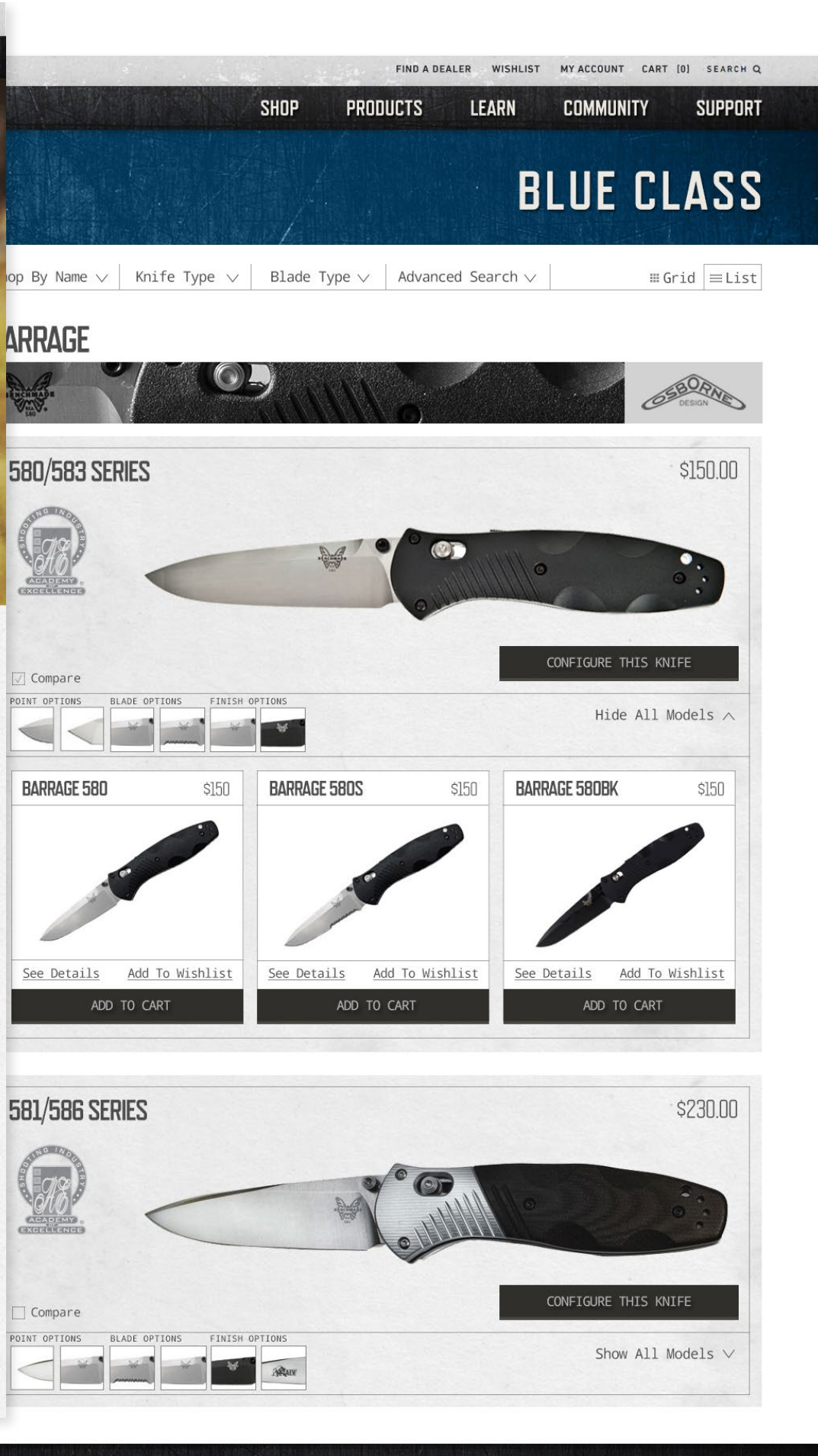
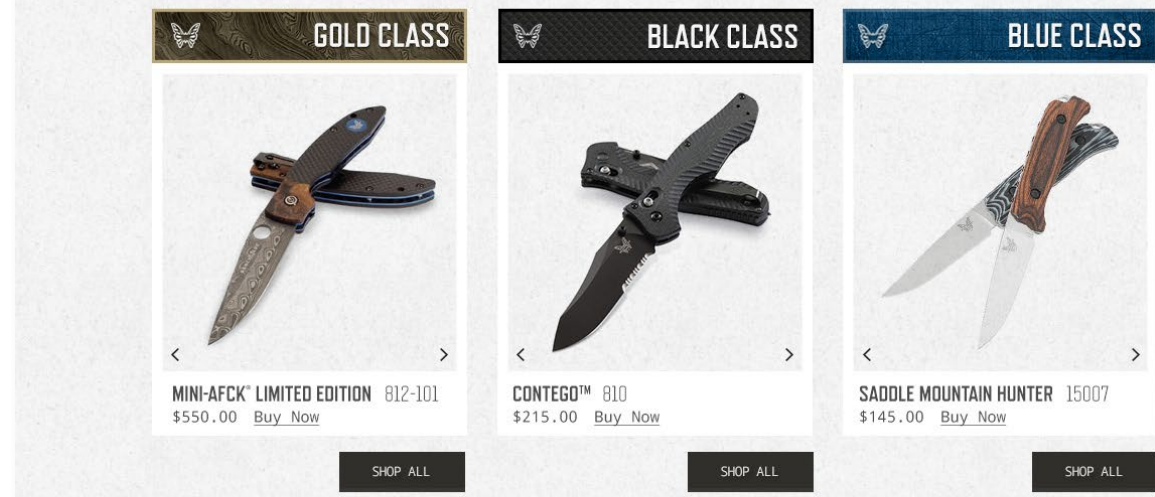
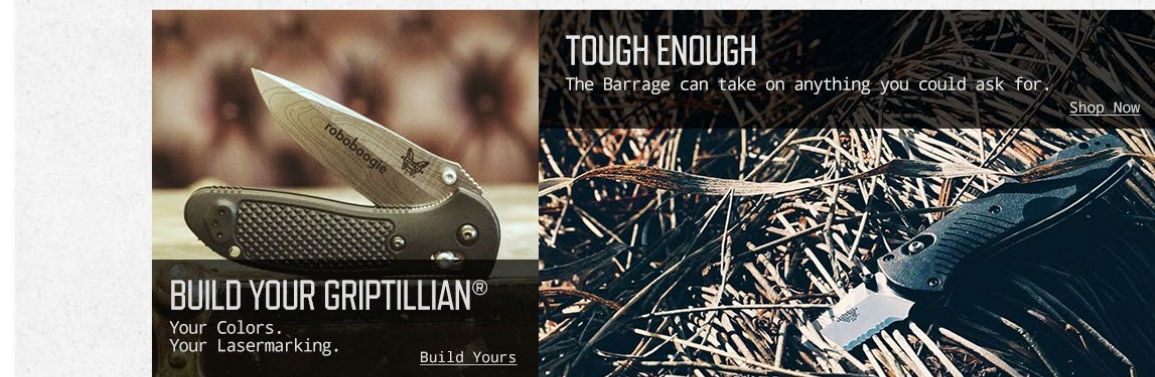
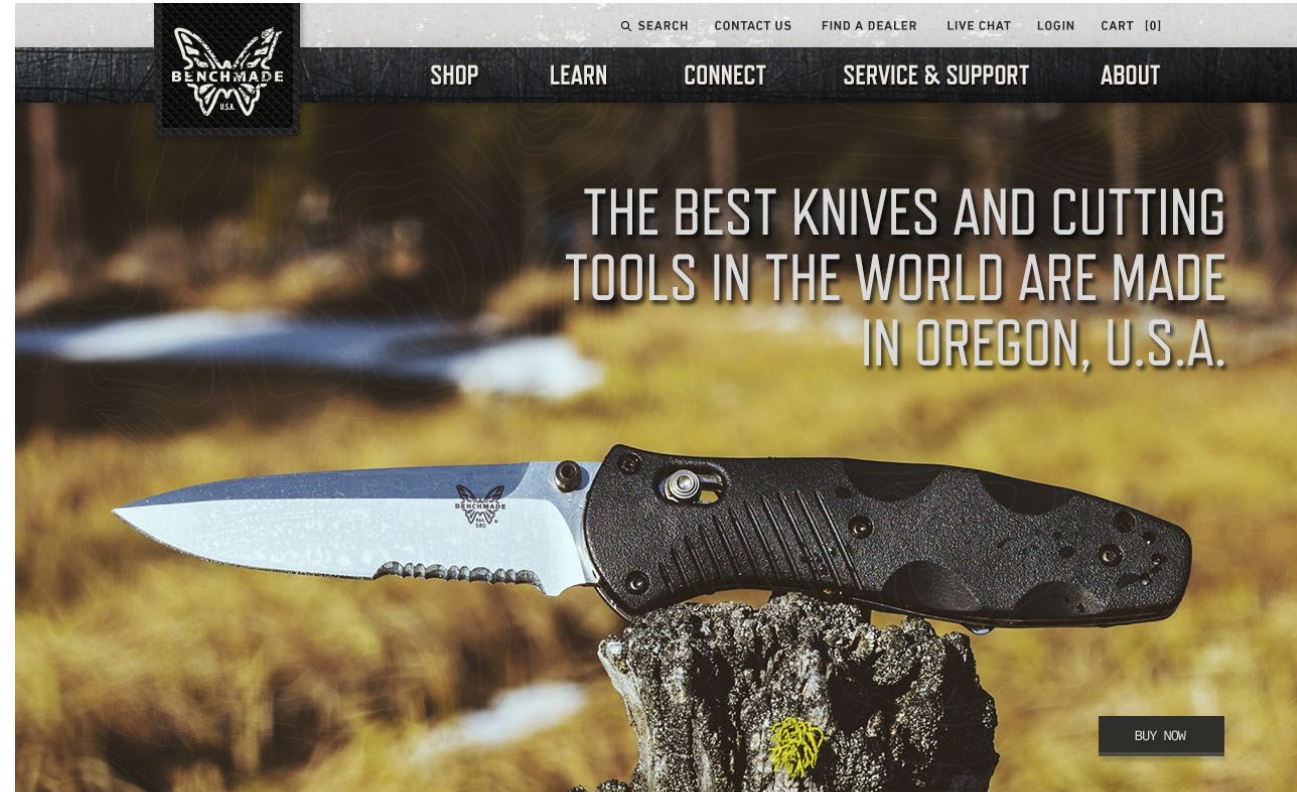


UTILITY NAVIGATION



FOOTER NAVIGATION





MANY

THANKS

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