

Scenario 1 - Bag & Product Cell

Scenario 1 - NOTES

The bag section holds the products that guests wants to purchase.

Bag Header


- The Bag label is followed by the bag item count
- Est Total - See [Order Summary - All Scenarios](#) for details

Product Cell

- has a number of components that can appear in it, see Scenario 2 below for the break down of all the info that can appear in the product cell.

BAG (5)

Est Total: \$206.08



BAREMINERALS

ORIGINAL Foundation Broad Spectrum

SPF 15

Color: Fairly Medium

\$30.00

-

1

+

✓ Buy 1, get 1 at 50% off

(Discount Taken On Lowest Marked Item)

Remove

Save for Later

Scenario 2 - Product Cell Anatomy

Scenario 2 - NOTES

The Product Cell can have some or all of the info outlined in the Anatomy. Product Cell grows or shrinks depending on which items are surfaced. Anatomy and Example Product Data wires with shown below:

Product Info

- Product thumbnail is presented to user. Selecting the thumbnail shall open the PDP
- Product brand, name, and variant are shown, selecting shall open the PDP
- Variant shall be shown with the variant label and selected value.
- Variant labels are color, size, scent, other.
- Quantity field is modifiable via a stepper and reflects the current stock level at time of add to bag or on system check

Price and QTY

- Price will have a number of variations, see [Product Cell Pricing](#) and [BOGGS](#) pages for details on how the price will be shown.
- QTY to leverage dropdown element

The stepper interaction is currently onhold

- QTY value is shown in mobile as a stepper
- selecting the - will take guests to lowest value 1
- selecting the + will take guests to the highest value possible
- When the max quantity is reached do not allow a stepper increase and message the user that "Maximum quantity reached"

- QTY error messaging - see [Messaging Product Cell Level](#) for more info

Price Related Promo

- this section shows the price related promo message offered with this product, see [BOGGS](#) page for details.

Product Cell Msgs

- see [Messaging Product Cell Level](#) for more info

Product Cell Actions

- Selecting Remove, deletes item from bag, presents user a confirmation message to that affect, and provides an undo link which returns item to cart
- Selecting Save for Later, moves item from bag to the Save for Later section

Anatomy Wire

Product Image

BRAND NAME

Product name that can be long and wrap as needed to show full name on many lines

Variant Label: Variant Value

Ships within Continental US only

Excluded from Coupon

\$XX.XX

1 @ \$xx.xx, 1 @ \$xx.xx

-

2

+


QTY Error messaging

Baggs Promotion messaging and linking can be shown on 2 lines

Remove

Save for Later

Example Product Data Wire



BAREMINERALS

ORIGINAL Foundation Broad Spectrum

SPF 15

Color: Fairly Medium

\$45.00

1 @ \$15.00, 1 @ \$30.00

-

2

+

Selected quantity not available.

Your bag has been updated.

✓ Buy 1, get 1 at 50% off

(Discount Taken On Lowest Marked Item)

Remove

Save for Later

Scenario 3 - GWP in Bag because Qualifying Limit is not Met

Scenario 3 - NOTES

- Add to Bag GWP will appear in the bag section until guest qualifies for it to be free then it will move to GWP section and shown as Free
- Product info follows the same rules as outlined in Scenario 2
- While in the bag the "qualifying message" will be shown to inform guests about what will happen

VARIETY

FREE! 10 pc Hair Sampler with any \$40 Salon Professional or Prestige Hair purchase, a \$74 value!

Ships within Continental US only

Excluded from Coupon

\$40.00

-

1

+

Free when qualifications are met

Remove

Save for Later

Scenario 4 - Remove Confirmation


Scenario 4 - NOTES

- User is presented with a confirmation message within the product cell once the Remove link has been selected
- Message reads "Item has been removed from your bag."
- The user is presented with the option to undo the remove action which returns the item to their bag in the original state (i.e., variant and quantity)
- The user is presented with the product details of image, brand, description, and variant if one exists
- Message is persistent until a page refresh occurs

BAG (5)

Est Total: \$206.08

Item has been removed from your bag. Undo



JUICY COUTURE

I LOVE JUICY COUTURE Eau de Parfum

Size: 2.0 oz

Scenario 5 - Save for Later Confirmation


Scenario 5 - NOTES

- User is presented with a confirmation message within the product cell once the Save for Later link has been selected
- Message reads "Item has been moved to Save for Later."
- The user is presented with the option to undo the Save for Later action which returns the item to their bag in the original state (i.e., variant and quantity)
- The user is presented with the product details of image, brand, description, and variant if one exists
- Message is persistent until a page refresh occurs

BAG (5)

Est Total: \$206.08

Item has been moved to Save for Later. Undo



JUICY COUTURE

I LOVE JUICY COUTURE Eau de Parfum

Size: 2.0 oz

You Qualify for Free Gifts - Add Now

BAG (2) Est Total: \$206.08

BAG UPDATES
The below items are no longer available and were removed or the item has been updated.

NARS
Only All Day Luminous Weightless Foundation
Color: Santa Fe

\$40.00

QTY: 2

Out of Stock | Save for Later

HASK
FREE Bag w/any \$11 Hask purchase

FREE

Item no longer available

BAREMINERALS
ORIGINAL Foundation Broad Spectrum SPF 15
Color: Fairly Medium

\$30.00

Buy 1, get 1 at 50% off
(Discount Taken On Lowest Marked Item)

Remove | Save for Later

BAREMINERALS
Complexion Rescue Tinted Hydrating Gel Cream Broad Spectrum SPF 30

\$12.00 ~~\$24.00~~

Buy 1, get 1 at 50% off
(Discount Taken On Lowest Marked Item)

Remove | Save for Later

Your Gifts

FREE Indulge

Free Sample
Choose Your Free Sample

Gift Options
Add Gift Box & A Personal Message

Coupon
Apply Coupon to Save

Earn at least 20 Reward Points on this order!
Sign In / Join - Easy & Quick!

Order Summary	
Items (5)	\$193.50
Coupon Discount	- \$5.00
Shipping	FREE
Estimated Tax @	\$12.58
Estimated Total	\$206.08
You Saved \$27.53	

Save \$20 on this order! Apply Now for a Ulta Rewards Credit Card & receive \$20 off instantly upon approval.

SECURE CHECKOUT

Apple Pay | PayPal Express

Saved for Later (2)

YOUNG NAILS
Caption Nail Polish
Bite Your Tongue

\$8.97

QTY: 2

Remove | Move to Bag

Beauty Experts who share your taste also bought..

BENEFIT COSMETICS
EC+ Cream Illumina- tion SPF 30+
\$38.00

LAURA GELLER
Glowing Goodness 9 Pc Summer Glow Collection
\$42.00

JULEP
Online Only Birthstone Nail Polish Collection
\$14.00

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Scenario 1 - NOTES

Checkout Framework for Guests

• Annotations for each module will be delivered with said module



Secure Checkout

Faster Checkout & Access to Rewards!

[Forgot Username or Password?](#)

SIGN IN

OR

Guest Checkout

1 Delivery

Used for order issues only

Est. Delivery 3 - 5 business days

Standard Shipping / **FREE**

[EDIT](#)

2 Payment

☒ Credit Card

[PayPal](#)



Billing Address same as Shipping



Apply Gift Card



3 Submit

Rewards Number Lookup



Order Summary

Items (3)	\$136.00
Shipping	FREE
Coupon Discount	-\$6.00
Tax	\$6.39
Total	\$136.39

Track Orders, Faster Checkout, & Earn Rewards ☐

PLACE ORDER

By placing an order, you agree to ULTA.com's [Terms & Conditions](#) and [Privacy Policy](#).

Total: \$136.39

BAG (3)

[EDIT](#)



JUICY COUTURE
I LOVE JUICY COUTURE Eau de Parfum
Size: 2.0 oz

\$76.00

QTY: 1



BAREMINERALS
ORIGINAL Foundation Broad Spectrum
SPF 15
Color: Fairly Medium

\$60.00

QTY: 2

Your Gifts with Purchase



GUCCI

Online Only **FREE** Pink Pouch w/any
large spray Gucci Bamboo purchase

FREE

Sample






Fragrance

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Scenario 1 - Checkout Framework (Guest)



 Secure Checkout

Faster Checkout & Access to Rewards!

Email or Username

Password

Forgot Username or Password?

SIGN IN

OR

Guest Checkout

1 Delivery

First Name

Last Name

Address

Email

Phone

Used for order issues only

Est. Delivery 3 - 5 business days

EDIT

Standard Shipping / FREE

2 Payment

☒ Credit Card

PayPal

Card Number

MM/YY

CVV

Billing Address same as Shipping


Apply Gift Card


+


3 Submit


Bag (5)

EDIT


 QTY: 2

 QTY: 1


 QTY: 1

 QTY: 1

Your Gifts with Purchase



Sample

 Fragrance

Rewards Number Lookup

+

Order Summary

Items (5)

Shipping

Coupon Discount

Tax

Total

\$212.00

FREE

-\$6.00

\$6.39

\$212.39

Track Orders, Faster Checkout, & Earn Rewards

PLACE ORDER

By placing an order, you agree to ULTA.com's Terms & Conditions and Privacy Policy.

Scenario 1 - NOTES

Checkout Framework for Guests

- Annotations for each module will be delivered with said module

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7am-11pm CT | 866-983-8582

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Scenario 1 - NOTES

Checkout Framework for Members

• Annotations for each module will be delivered with said module



Secure Checkout

1 Delivery

Charlotte Olsen
955 W Fulton Market, Chicago, IL 60607

EDIT

Est. Delivery 3 - 5 business days
Standard Shipping / **FREE**

EDIT

2 Payment

3424 04/18 CW

EDIT

Please enter your CVV Code

Apply Gift Card



Redeem Reward Points (1423 Points)



3 Submit

Order Summary

Items (5)	\$136.00
Shipping	FREE
Coupon Discount	-\$6.00
Tax	\$6.39
Total	\$136.39

PLACE ORDER

By placing an order, you agree to ULTA.com's [Terms & Conditions](#) and [Privacy Policy](#).

Total: \$136.39

BAG (3)

EDIT



JUICY COUTURE
I LOVE JUICY COUTURE Eau de Parfum
Size: 2.0 oz

\$76.00

QTY: 1



BAREMINERALS
ORIGINAL Foundation Broad Spectrum
SPF 15
Color: Fairly Medium

\$60.00

QTY: 2

Your Gifts with Purchase



GUCCI
Online Only FREE Pink Pouch w/any
large spray Gucci Bamboo purchase

FREE

Sample



Fragrance

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