

Designing for Uncertain Times

Design Principles & Recommendations for Retail



April 2020

Why do this?

To be there for your users

This is an unprecedented situation for everyone and it is likely to be stressful too. Be there for them during these uncertain times by delivering the best user experience and boosting their trust in your brand

To meet user needs

Your online experience may now be your only source of conversions and is where users will come for updates and to deal with any concerns around existing transactions. Make sure it is the best it can be



What this deck is and what it isn't

What it is

Guidance on UX best practices for uncertain times

- It proposes different ways to set customer expectations about upcoming journeys

Suggested design principles for uncertain times

- It suggests overarching principles to consider while designing for uncertain times (color, tone, messaging)

Recommendations illustrated by mock-ups

- It visualizes recommendations through mock-ups (for illustrative purposes only)

What it is not

Exact design templates or prototypes

- It includes mock-ups for illustrative purposes only. Designs and content for your site should be customised to suit your own customer needs

A set of must-dos

- It provides inspiration that might help address your own business need. Choose what seems most useful for you and test it if possible

An industry-specific guide

- It provides inspiration for all sites in the retail industry, including fast moving consumer goods, fashion, electronics, auto etc. It contains limited mockup examples for brevity

Executive Summary

8 main recommendations for the full user journey

Click on blue link to jump to a section

Homepage

[Information banner](#)

Use info banners to communicate the key update that doesn't impact the user journey. Critical updates should be more integrated into the design (ex: changed CTAs, etc)

Homepage

[Manage traffic & emerging needs](#)

Think about creating an online queue, implementing a slot system, or highlighting products that can be useful for users during this time

Product Listing Page

[Manage high demand items](#)

Notify users when back in stock, deliver substitutes if users opt in, use in-stock filters, be transparent about potential delays, & communicate quantity limitations

Product Details Page

[Offer alternative actions](#)

Don't let users reach a dead-end, always provide them with alternative actions like pre-ordering, receiving notifications, connecting on social media, etc

Product Details Page

[Rebuild the offline experience, online](#)

When online is your only channel, think of ways to fill the need of an offline experience and help users visualize their products & get it right the first time

Checkout

[Facilitate faster & secure checkout](#)

Use techniques like Autofill and express checkout options (like Google Pay or Apple Pay) to speed up the checkout process

Situation-specific Info Page

[Allow safe exploration](#)

Build easy navigation to facilitate getting around with minimal physical and cognitive load

FAQs/Help Center

[Include a section for situation-relevant FAQs](#)

Cover all FAQs that are not frequent enough to be stand-alone categories in your main info page

Table of contents

We have provided design principles & recommendations across the full user journey, including:

[Design Principles](#)

[Homepage](#)

[Product Listing Page](#)

[Product Details Page](#)

[Checkout Page](#)

[Situation-Specific Info Page](#)

[FAQs / Help Center](#)

Design Principles

Your Goal: Set customer expectations about upcoming journeys



Color

Calm

- Use calming color choices, like blue or green

Visible

- Ensure the content is visible to all users. Use colors that are different to others on your site

Coherent

- Use a coherent color palette. To attract attention you can use complimentary colors (colors directly opposite each other)



Tone

Caring

- Show that you care for the wellbeing of your users

Calm

- Use calm and neutral language

Authoritative

- Use credible sources; own the narrative



Message

Informative & helpful

- Focus on information first, be brief and to the point, show actions taken to ensure health and safety, be helpful not opportunistic

Positive

- Use simple language and focus on what users *can* do

Accessible

- Advisory information applies to everyone

Homepage

4 main recommendations for your Homepage

Your Goal: Validate user concerns + Show action + Set expectations + Facilitate navigation to needed info

Communicating updates

- Use info banners to communicate the key update that doesn't impact the user journey
- Critical updates that impact the user journey should be more integrated into the design to set user expectations

Manage traffic & emerging needs

- Implement an online queue for checkout
- Implement a slot booking system
- Display inspirational categories of useful products below your main product categories
- Highlight products that can be useful for users during their current lifestyle

Communicate business status

- This info is very critical, **add it somewhere more visible than the info banner**
- **You can add message in lieu of your hero campaign**
- If you no longer ship:
 - Allow users to pre-order
 - Allow browsing & saving to favorites to buy later
 - Redirect users to your social media channels

Easy access to relevant content

- **Add specific-info page in hamburger menu** and footer navigation
- Add specific-info to live support and **link to more info**
- **Add a new category for products that are relevant to the current situation** to the hamburger menu

Communicating Updates

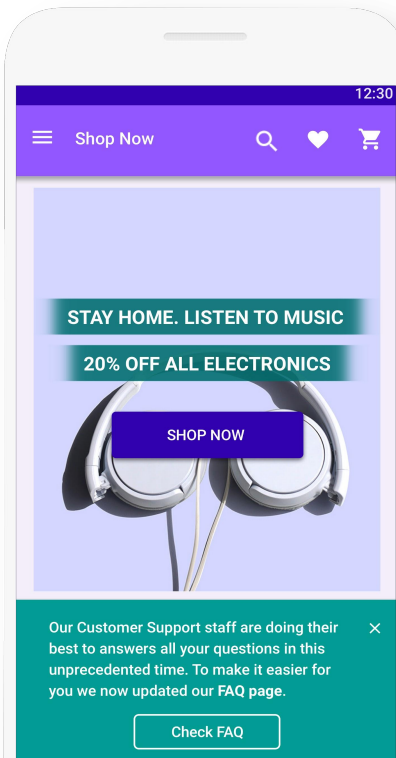
Information Banner General guidelines

- **Use info banners to communicate the key update that doesn't impact the user journey** or the steps followed for a user to complete a purchase on your site. Depending on your business this could be:
 - Delivery times
 - Customer service
 - Returns policy
 - Social impact initiatives
 - Sales limit per household
 - Working hours
- **Critical updates that impact the user journey** (ex: site closure) **should be more integrated into the design to set user expectations** (ex: changing your CTAs, hero campaign, etc)
- **Link to more information**; like situation-specific page, FAQs, or any other relevant part of your site
- **Place key CTAs in a reachable touch zone**
- Make the banner **closable**
- **Keep your messages short, but empathetic**
- **Use icons/ illustrations** to visually support the message. Avoid using alarming icons like exclamation marks
- If you are using a pop-up, make sure it **doesn't exceed 1/3 of the screen and doesn't block key CTAs**
- You may include an important message as a part of your regular homepage layout as **an embedded banner**

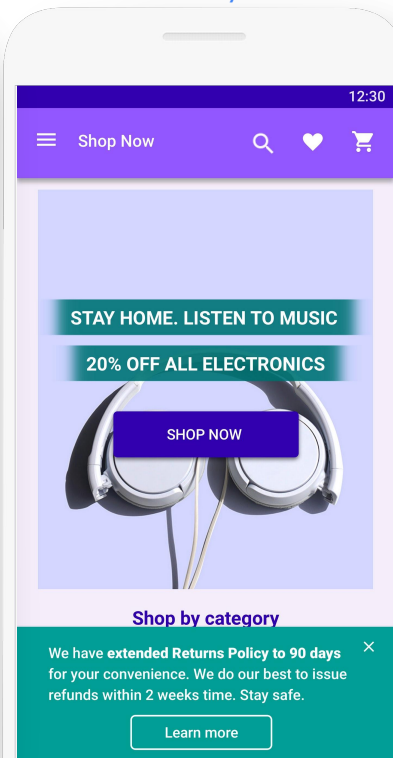
Communicating Updates

Information Banner Examples

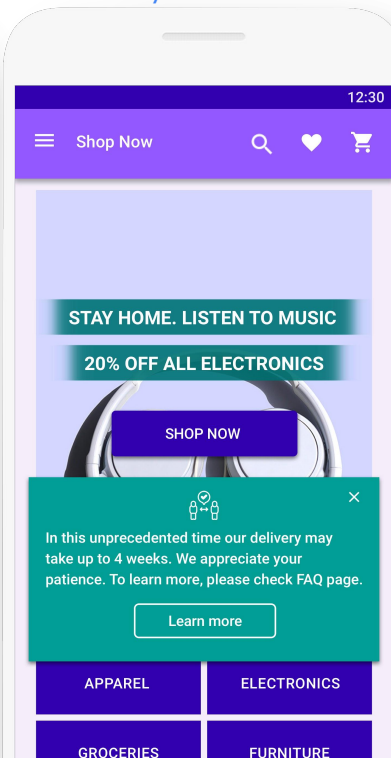
Customer Service Banner



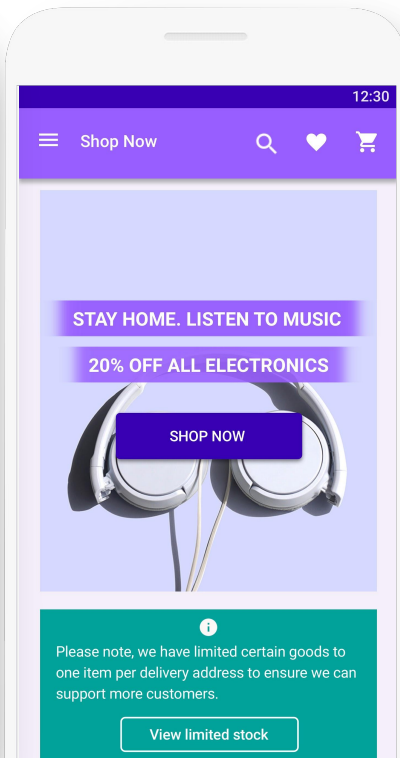
Returns Policy Banner



Delivery Times Banner



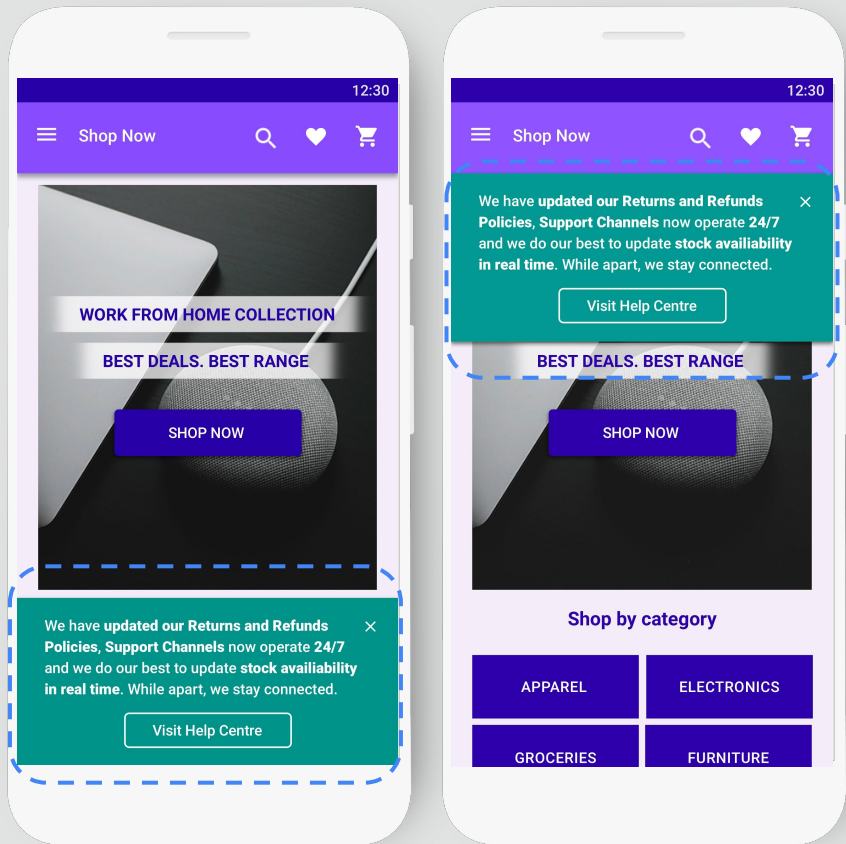
Sales Limit Banner



Communicating updates

When to use: if the cookie banner is in the upper/ lower part of the screen

- Make sure the **banner does not cover CTAs, value propositions, or any key information**
- Make sure you're **brief and concise** even if you have to communicate several critical messages

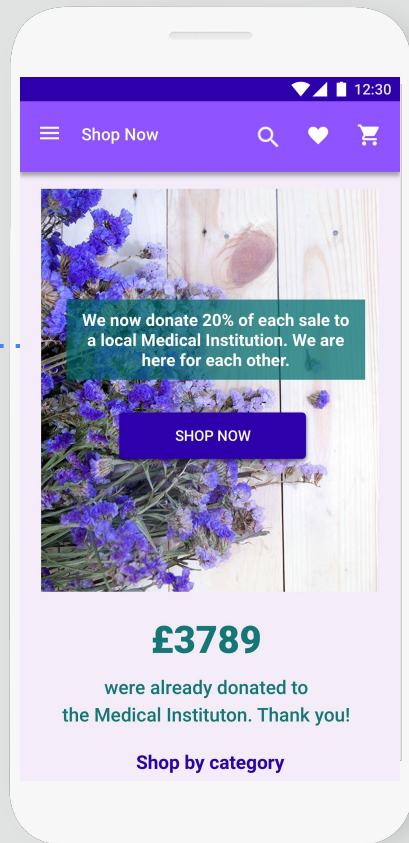


Communicating updates

When to use: if your key update is about your social impact

- **Use info banners to communicate this info** because it's key info but has minimal effect on the user journey (users will go through the purchase flow as expected)
- **If you support any organisation that was affected by the current situation, let your users know** that part of their spending will go to a good cause
- **Link your message to more information about your social initiative**
- **Be as transparent as possible**, name the organisations and explain how the donations will help. Also consider showing the donated amount
- If you believe it's a very key message, **consider adding it as your main value proposition**
- **Quantify your impact** wherever possible

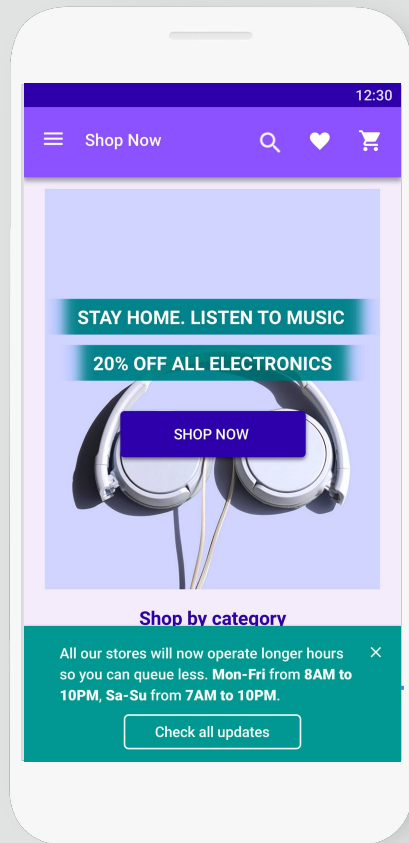
Hero banner used for the donation message



Communicating updates

When to use: if your key update is about your changed working hours

- **Use info banners to communicate this info** because it's key info but has minimal effect on the user journey (users will go through the purchase flow as expected)
- **Highlight the new working hours for readability**
- Always **link to more details**
- **[Update your Business Profile on Google](#). [Edit hours](#)** or mark your business as “temporarily closed” if needed

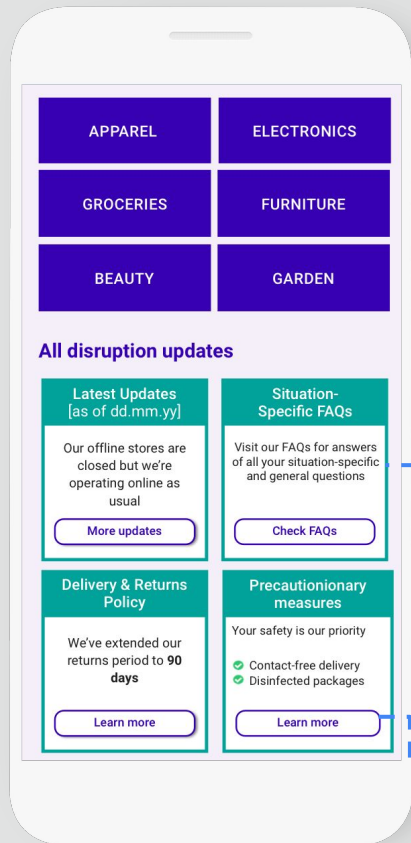


Key info in bold

Communicating updates

General guidance on communicating more than one key update on your homepage

- **Use info banners to communicate the key update that doesn't impact the user journey** through the purchase flow
- If you have **more than 1 key update, you can add a section in your second fold** with the top updates
 - **Very briefly highlight the key info**
 - **Link to more info** on the situation-specific info page or your FAQ page
 - **Break the fold** (ie: make the first part of the content visible on the first fold so users will scroll down to read more)
- **Critical updates that impact the user journey** (eg site closure) **should be more integrated in the design to set user expectations** (eg change your CTAs, hero campaign, etc rather than adding an info banner)



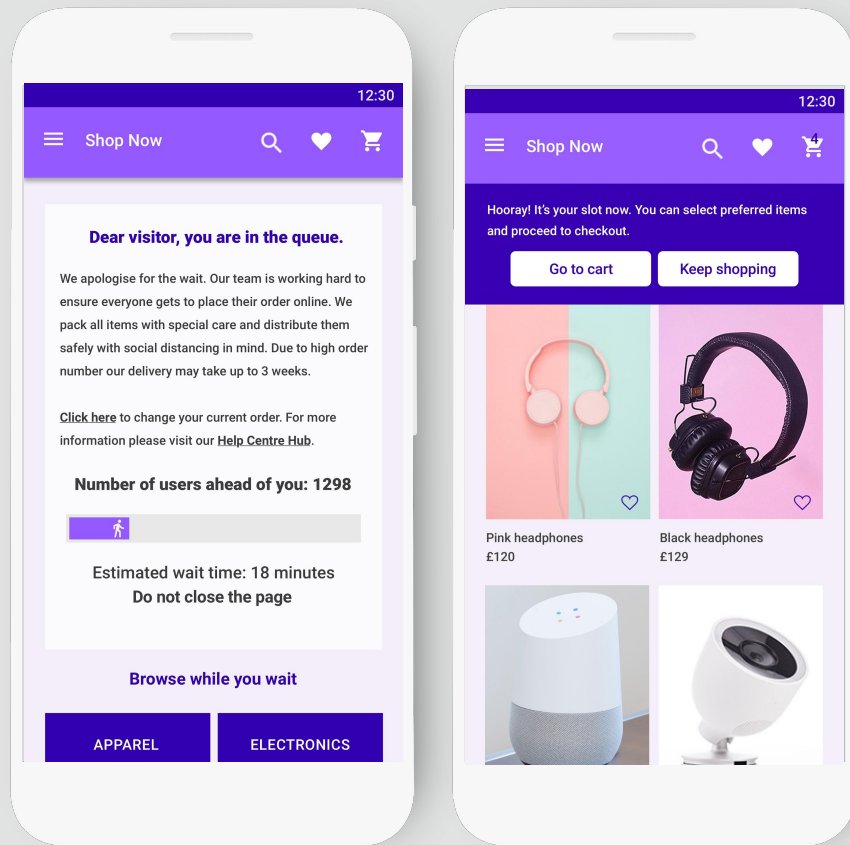
Highlight key info under each section

Link to more info

Manage traffic & emerging needs

When to use: if you need to prioritize customers by first-come-first-served basis

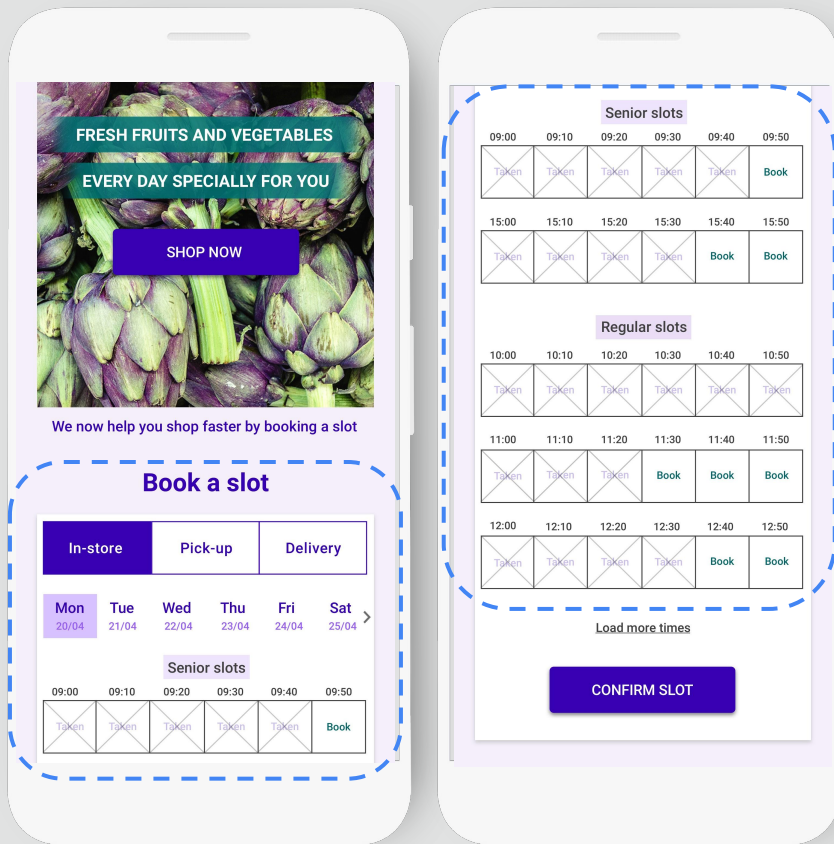
- **Create an online queue for checkout**
- **Explain how it works.** Make it clear and visual
- **Provide browsing content to keep users engaged** while they wait
- **Bold/highlight key information** to allow faster scanning
- Apply [Gestalt psychology Law of Closures](#). Keep users informed via **allowing them to see their progress** to increase their likelihood to wait and [finish their tasks](#)
- **Notify users when it's their turn.** Allow them to proceed further using key CTAs
- To minimize wait times, **allow users to add to cart while browsing**, but alert them that some items might not be available by the time they checkout



Manage traffic & emerging needs

When to use: if experiencing high demand for in-store, delivery, or pick-up orders

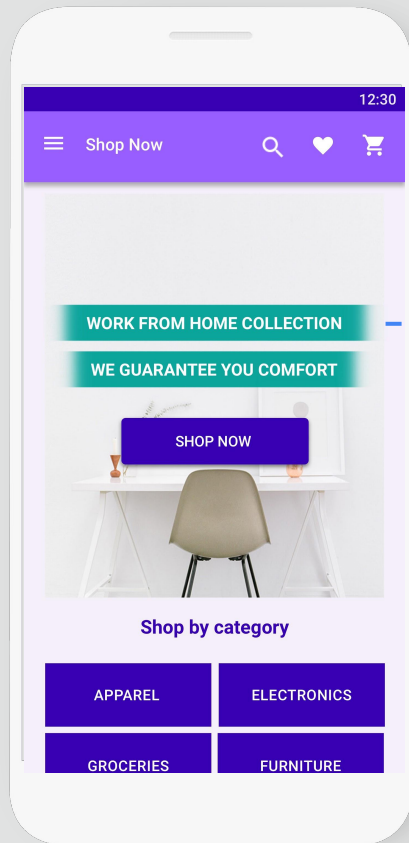
- **Implement a slot booking system**
- **Communicate the slots options above the fold.** This way users will know they can book & secure their slot before starting to shop online
- **Use tabs to minimise scrolling** so users can quickly compare the options
- **Highlight available and booked slots**
- **Highlight slots for seniors and at-risk customers**
- **Reserve senior/at-risk customer slots during different days and times** to accommodate for different schedules
- **Ensure user friendly touch targets.** Average finger tip is around 9mm, which is 48x48px
- **Cluster deliveries within the same residential zone** via rewarding proximate deliveries



Manage traffic & emerging needs

When to use: if you offer items with surging demand

- **Highlight products that can be useful to users** in their current lifestyle
- **Be creative but avoid being pushy** in your marketing campaigns at this time
- **Use a visual to display the relevant offer**
- **Use value proposition** to tell users how they can benefit from your product

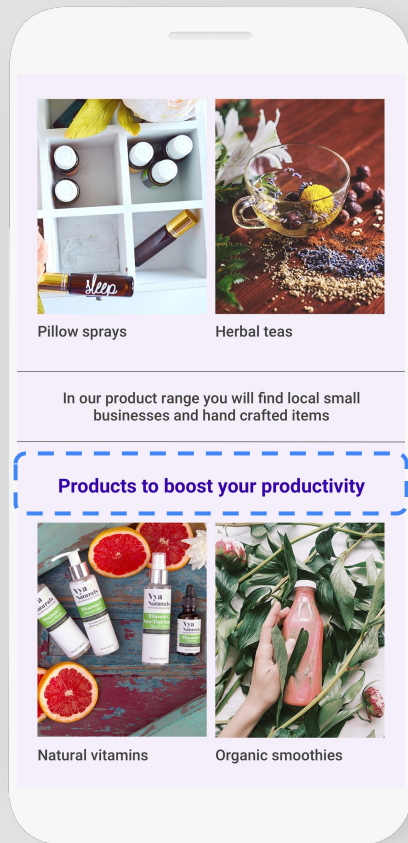
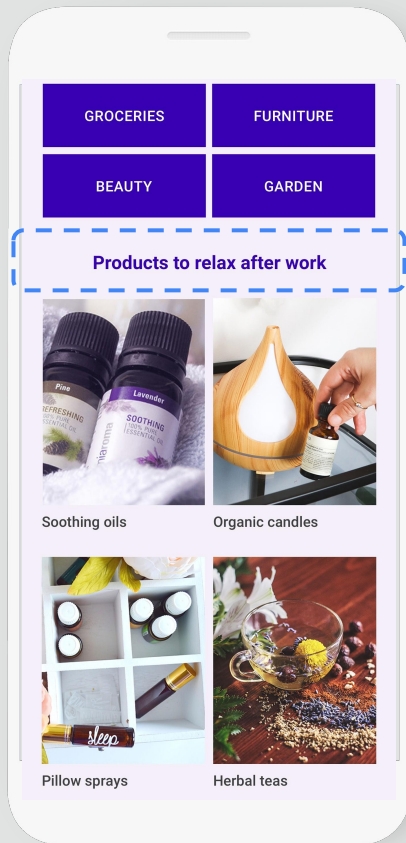


Use value prop to direct users to the relevant category

Manage traffic & emerging needs

When to use: if you offer items that could be useful to your users during the current situation

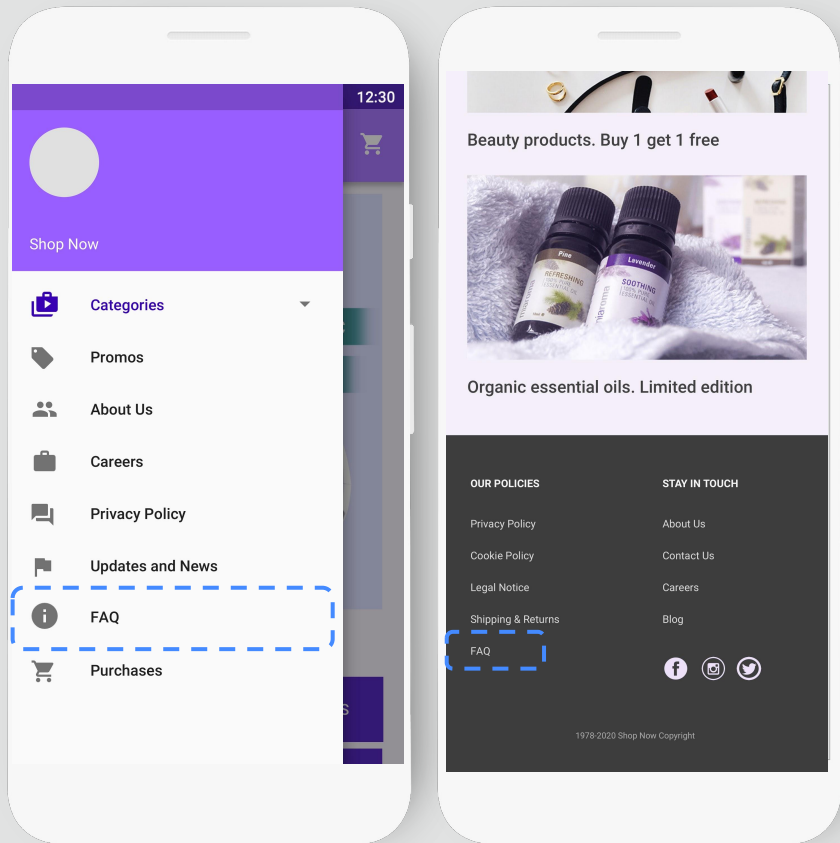
- Be there for your users by **facilitating their experience to find products that could be currently useful to them**
- You can **display inspirational categories of useful products** below your main product categories
- Help users imagine how your products can help them by:
 - **Mentioning the products' value proposition**
 - **Naming your "new" categories by their value/benefit**
- Help small businesses through empowering users to buy their products. **Let users know where they can find small-business products**



Easy access to relevant content

When to use: if you have a page with info specific to the current situation

- **Add FAQ/specific-situation info page to hamburger menu and footer-navigation** to facilitate findability



Easy access to relevant content

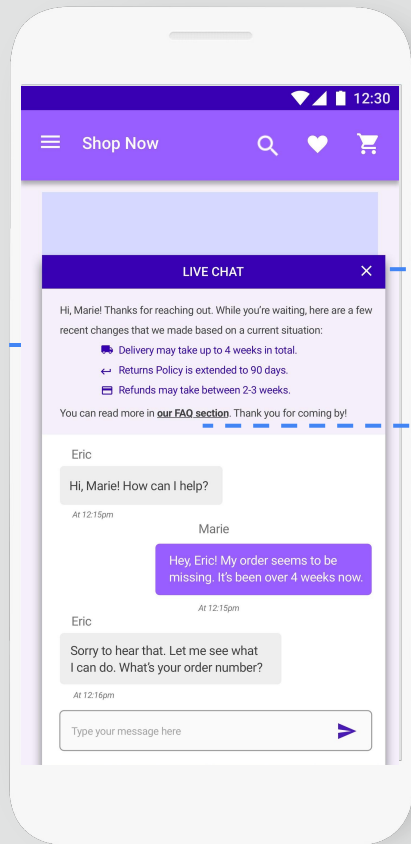
When to use: if you support your users via live chat

- **Add relevant information before the conversation starts**
- Provide **info in the live chat header** in order to minimise live chat conversations
- **Make sure this info is not too intrusive or overwhelming** for users who don't need it
- **Provide link to your FAQ page**
- **If you're using bots, incorporate situation-specific information in your bot communication**

Bullet points with labelled icons used for the key updates

Closable

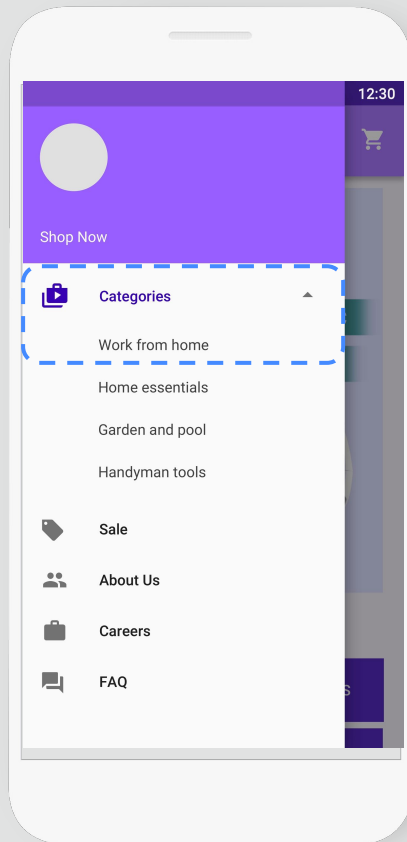
Link to FAQ page



Easy access to relevant content

When to use: if you have a category for products relevant to the current situation

- **Add a new category for products that are relevant to the current situation to the hamburger menu**
- This allows **easy access to your new content**
- This **is especially important for instances when the user journey does not begin from the homepage**
- It ensures that users who use the hamburger menu as a part of their navigation can see your new offering



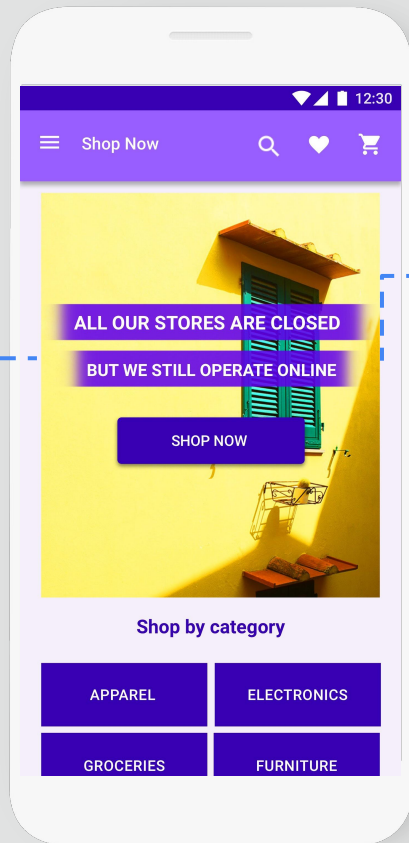
Communicate business status

When to use: if your offline stores are closed but you are still shipping online

- **Use your hero banner campaign** to deliver your message

Be creative, use an image of a house, cosy sofa or similar in your hero campaign to create visual empathy

Use value proposition to update users about shop closures

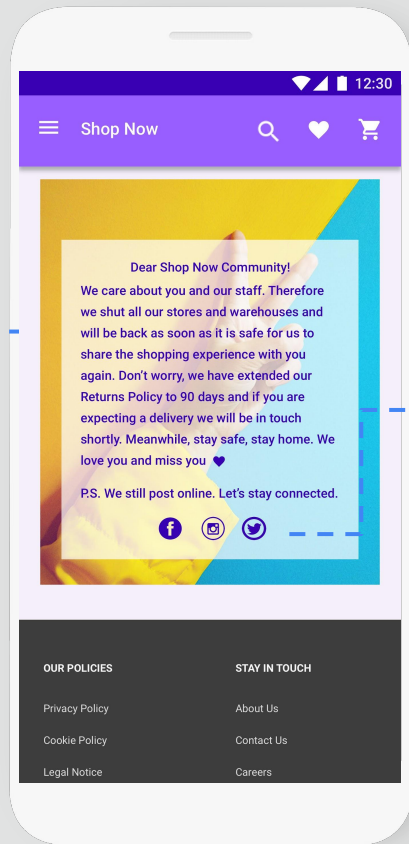


Communicate business status

When to use: if your offline store is closed and you no longer ship and can't allow pre-orders

- **Change your homepage to let users know you are temporarily closed**
- Ensure your message is **empathetic**
- **Use social media to allow users to stay engaged and connected.** Maintain your social presence and keep your users posted when your operations resume

Use empathetic & informative language

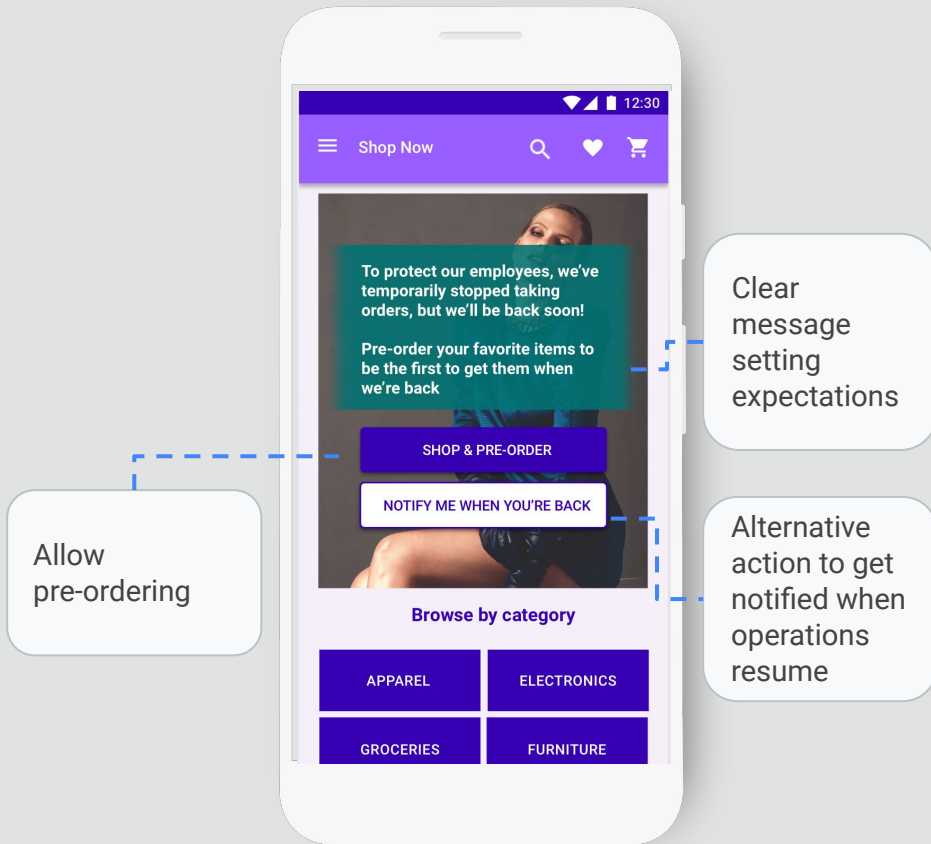


Exposed social media icons to allow users to stay connected. Helps to build stronger community

Communicate business status

When to use: if your offline store is closed and you no longer ship and can allow pre-orders

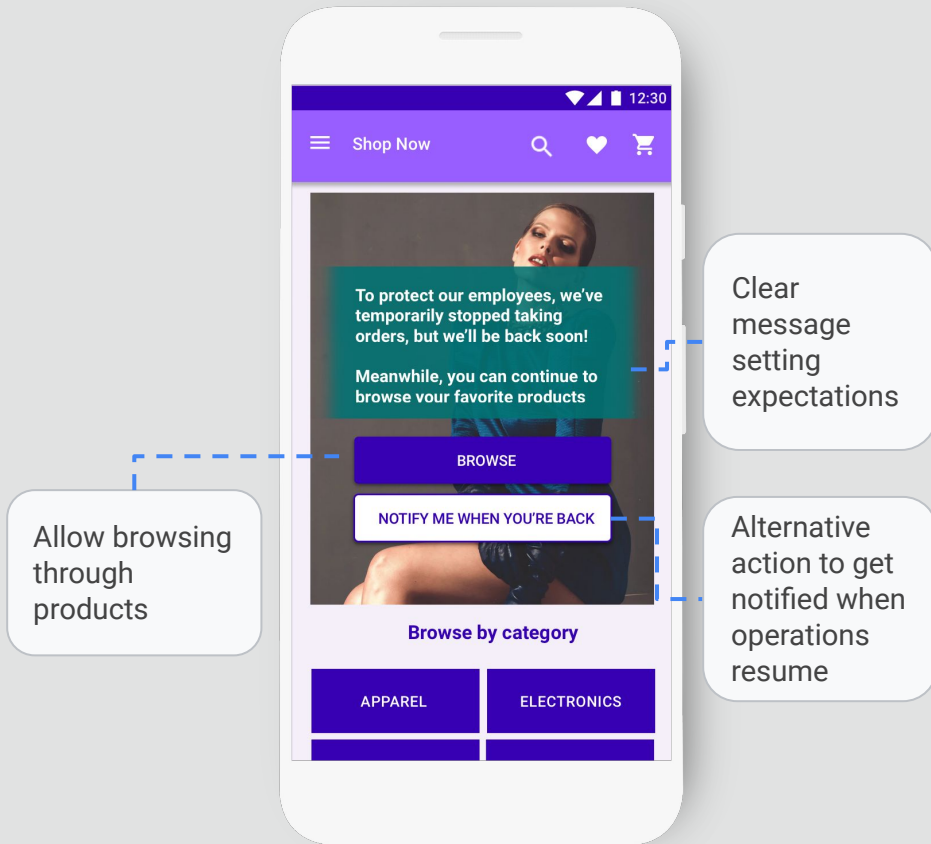
- **Allow users to pre-order**
- Have a **clear message setting expectations**
- Mention the **value proposition of pre-ordering** in your message
- Provide an **option to notify them when your operations resume**



Communicate business status

When to use: if your offline store is closed and you no longer ship and can't allow pre-orders

- **You can allow users to continue to browse through your products for inspiration**
- If your items are still in-stock, users might want to add them to their wishlist and purchase them when they can
- **Clarify that they can only browse and not buy** to avoid disappointments down the funnel
- Provide **option to notify them when your operations resume**



Product Listing Page (PLP)

2 main recommendations for your PLP

Your Goal: Give users control + Set expectations + Facilitate decision making

Manage high demand items

- **Highlight limited/out of stock items** earlier on the user journey on your PLP
- **Provide alternative actions for out-of-stock items like notifying when items are back in stock**
- **Filter for in-stock items** to provide a more efficient experience
- **Be transparent about potential delays in re-stocking & delivery**
- **Offer users the option to get substitutes** if the product they selected ran out
- **Use pop-up messages triggered by the user action** to highlight quantity limitations (if you have any)

Highlight products relevant to the current situation

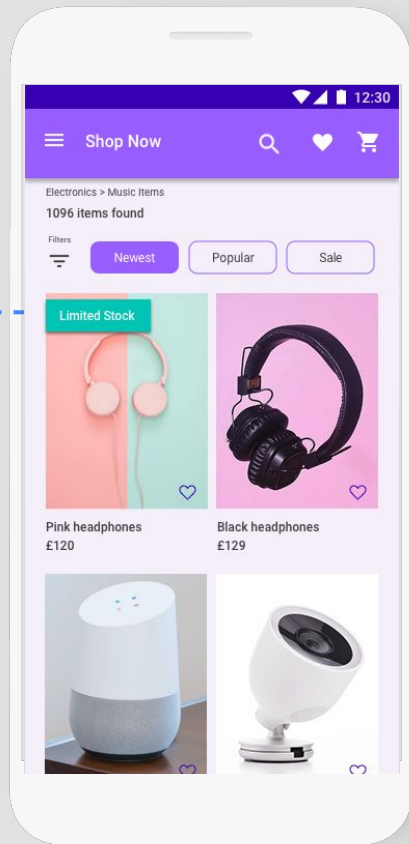
- **If you sell products from local or small businesses, highlight them on your PLP** to allow your users to support these businesses
- If you've bucketed products related to the current situation together under a new category, **create filter for your new category**

Manage high demand items

When to use: if you're still shipping but have limited stock & are selling out fast

- **Highlight limited stock** on your PLP to encourage action when users are considering limited-stock products
- Use **contrasting colours** for visibility and ensure these colours are contrasted with all products on the listing page

Highlighted & contrasted banner

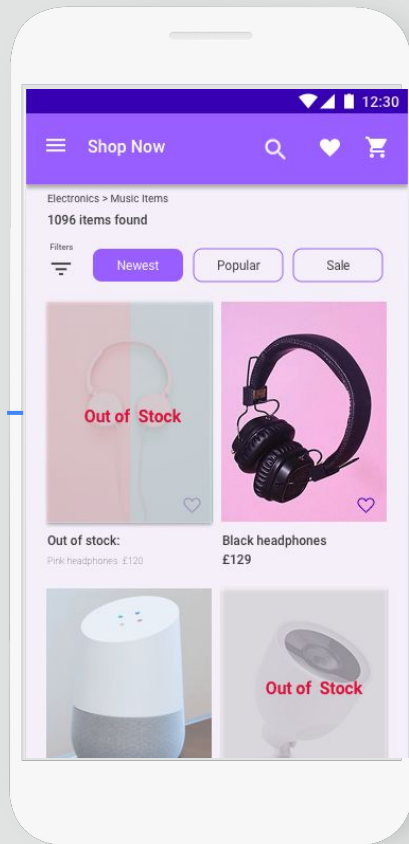


Manage high demand items

When to use: if you are still shipping but have out-of-stock items on your listing page

- **Highlight out-of-stock items** on your PLP to avoid disappointment when users find out items are out-of-stock on your PDP
- If **unlikely to be restocked**, remove items from the PLP
- If **likely to be restocked soon**, clearly label them
- **Deprioritise out of stock items** by displaying them at the bottom of the page rather than the top and clearly distinguishing them via **visual & written cues**
- **Use both visual and written cues for accessibility**

Clearly distinguishing out-of-stock items via visual and written cues

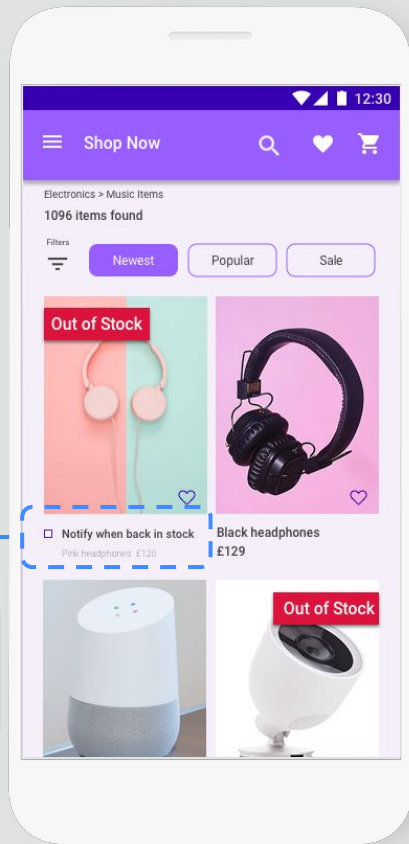


Manage high demand items

When to use: if you're still shipping and some items are out-of-stock but likely to be restocked

- Offer alternative actions to satisfy your user needs like notifying them when item is back in stock
- Allowing users to **sign up to be notified when items are back** in stock is a great way of **forecasting demand for a product**
- **Avoid large CTAs** as these could be confused as Add to Cart CTA's
- Use a **different format** such as a tick box
- Still **display the product image** so that users can make sure that this is the product they need

Option to get notified when item is back in stock

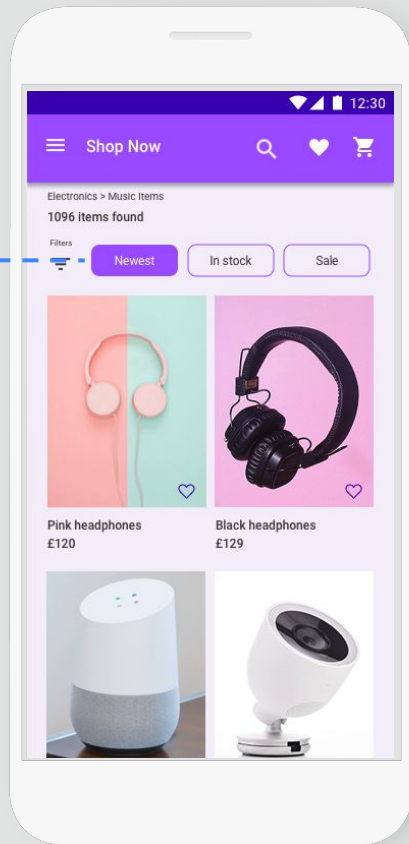


Manage high demand items

When to use: if a large section of your products is in high demand and is frequently out of stock

- Include a **filter for in-stock items** to provide a more **efficient experience**
- This way customers **don't have to scroll through long PLPs with lots of out-of-stock items** displayed and no secondary action (eg: to be notified when back in stock)
- Provide filters which are **easily clickable with appropriate contrast**
- Use filters that are **clear and descriptive**
- When a user selects a filter, clicking on the filter a second time should remove the filter

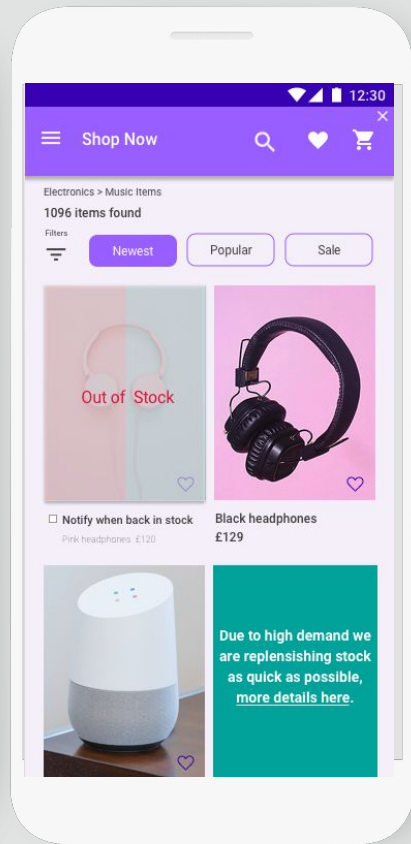
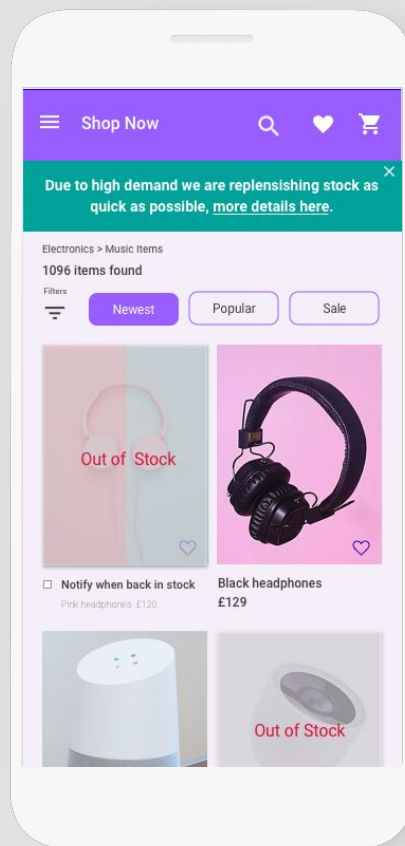
Pre-exposed filter for in stock items



Manage high demand items

When to use: if you are experiencing delays receiving products or have limited stock

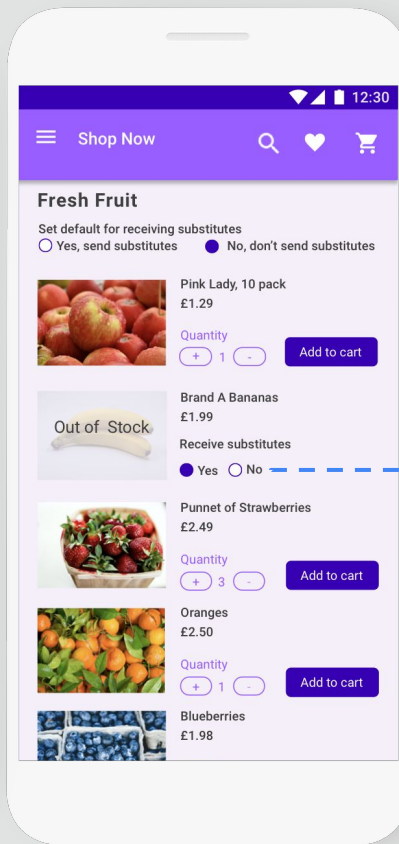
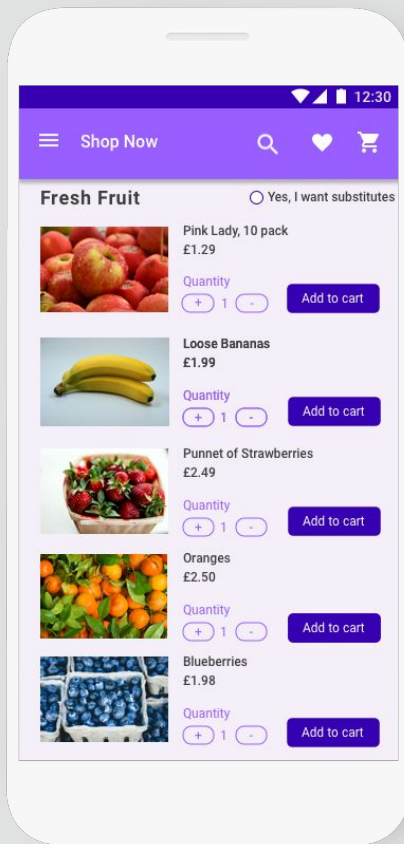
- **Be transparent about potential delays in re-stocking & delivery**
- In this case, be transparent & provide further context (eg FAQs)
- Ensure banners have **high contrast**. Users often have **banner blindness** so ensure banners are only used when necessary and not throughout the whole experience
- You can **embed banners within the listing page** itself (in lieu of one of the products) to increase discoverability
- **Provide an option to close the banner**
- Use banner as a way to **guide users towards further information** (ie always link to more info)



Manage high demand items

When to use: for fast-moving goods, if similar products are available

- Offer users the option to get substitutes if the product they selected ran out to fulfill user needs to your utmost capacity
- If user opted for substitutes, you can send another brand than the one they've selected (eg: homebrand or other-brand products)
- Make sure this is **easy to opt in and out of**
- Allow users to set their default preference for receiving substitutes while **being able to change their choice by product to accommodate for different tastes** and levels of brand loyalty

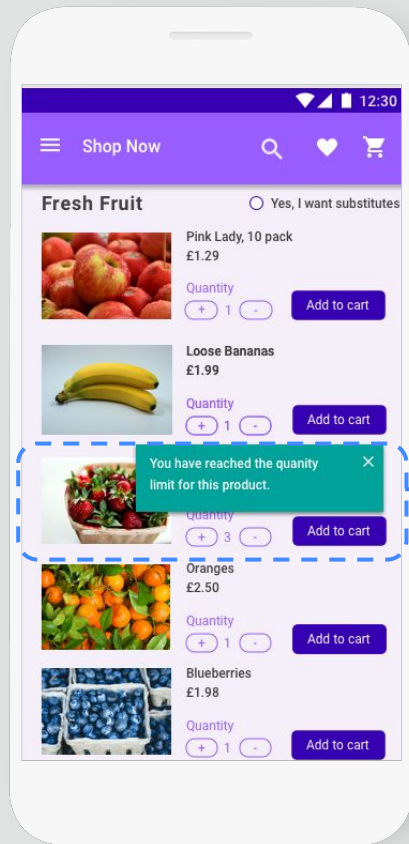


Deliver brand B bananas instead if you ran out of Brand A because the customer is happy with receiving substitutes

Manage high demand items

When to use: if there is a maximum quantity for a product

- If you're enforcing quantity limitations, highlight that **clearly & at a relevant time. Use pop-up messages triggered by the user action**
- When the **user reaches the limit**, show the **pop-up message**
- When user **reaches limit + 1**, disable the **add to cart CTA**
- **Don't disable the quantity add button without showing the message**, this might mislead users to believe the button is broken

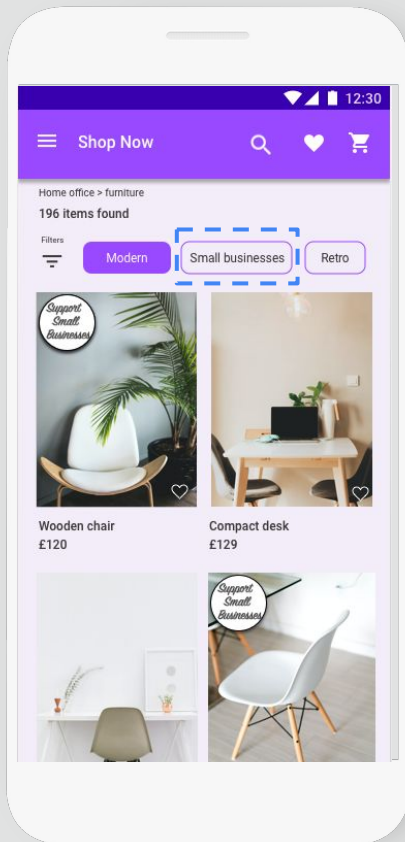
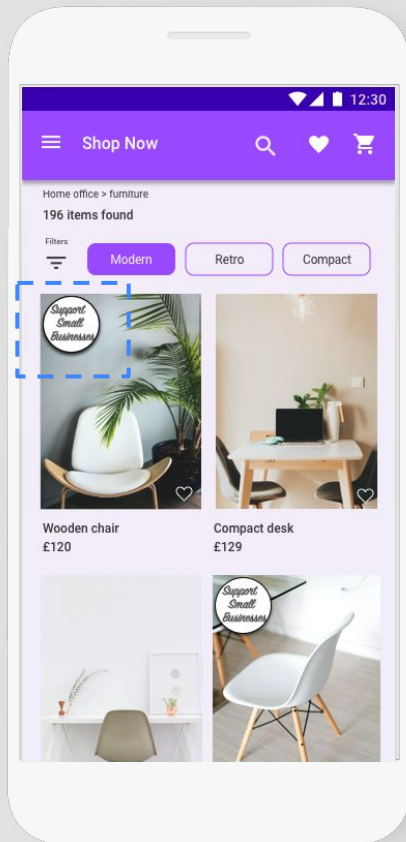


Popup appears after the user attempts to increase the quantity over the limit

Highlight products relevant to the current situation

When to use: if you sell products from small or local businesses

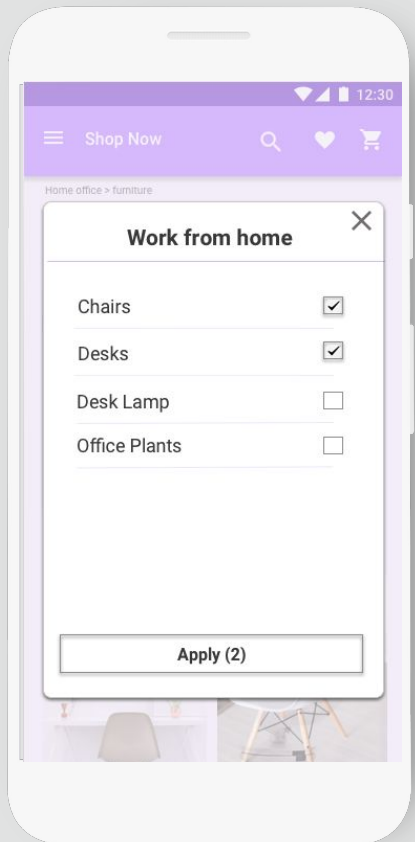
- Highlight small business products on your PLP to allow your users to support smaller businesses or boutiques
- Use a **banner** or **clear bolded text** to highlight these products on your listing page
- You could **allow users to filter** the listing view to **only show small businesses**



Highlight products relevant to the current situation

When to use: if you offer items that are relevant to the current situation and you've bucketed them together under a new category

- **Allow filters for your newly created category** of products
- This is especially relevant if you send users to a PLP from a homepage hero banner for your "new product category". **Allow users to filter for sub-categories within your new category**
- Clearly list all product options within your new category. If possible, **pre-expose all products**
- Filters should have be **easy to exit** (eg the 'X' icon)
- When a user selects a filter option, **highlight the number of options selected** in the CTA (eg Apply (2))



Product Details Page (PDP)

4 main recommendations for your PDP

Your Goal: Clarify delivery & return policies + Convey value proposition + Facilitate decision making

Offer alternative actions

- **Don't let your users face a dead-end**, always provide alternative actions
- Provide **notifications when items are back in stock**
- Provide **substitutes/similar items**
- Allow **pre-orders**
- **Redirect users to social media or notify them when they can order**

Rebuild the offline experience, online

- Think of ways to **fill the need of an offline experience**
- **Visualize different product variations** (colors, textures, different settings, etc)
- Provide **elaborate description**

Communicate updated policies

- **Communicate clear expectations about delivery & return conditions, times, and costs**

Be empathetic & inspirational

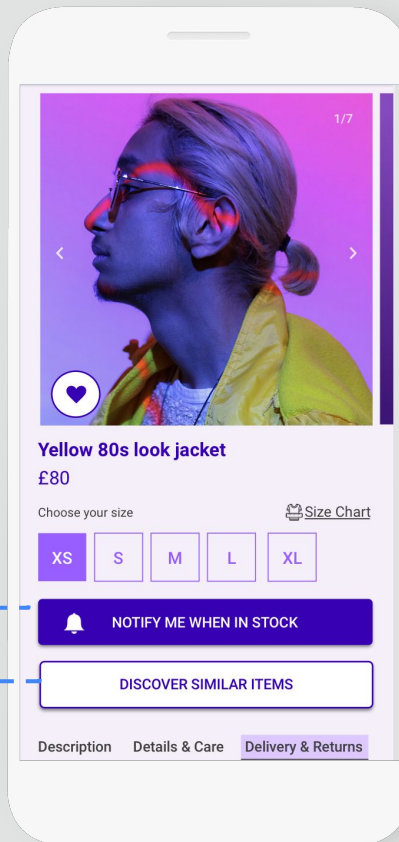
- Include **empathetic messaging to encourage thoughtful buying behaviors** like supporting local businesses & not hoarding necessity products
- Include **inspirational content to cater for emerging needs** like items that go well together or could be useful for the current situation

Offer alternative actions

When to use: if you're still shipping and some items are out-of-stock but likely to be restocked

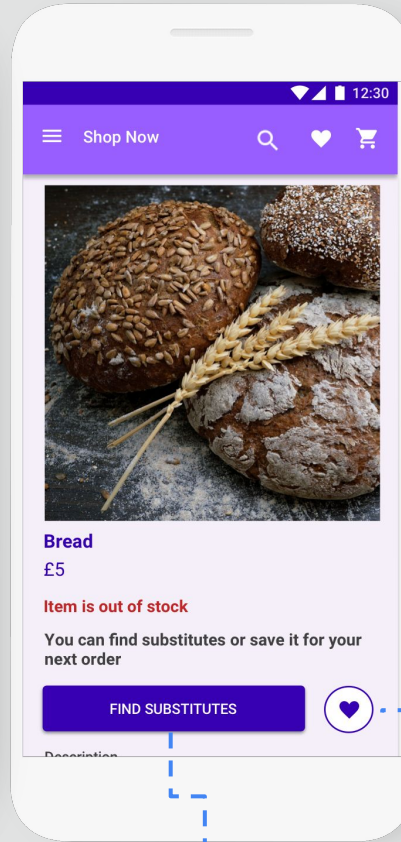
- **Offer alternative actions to keep customers engaged.** Depending on your business types, you can allow users to:
 - **Get notifications when item is back in stock**
 - **Save it for later/to their wishlist**
 - **Explore similar items/substitutes** (for fast moving goods)
 - **Add item to their favorites/shopping list** to order it later or to be notified when it's back in stock

Notify users when item is back in stock



CTA to discover similar items

Add to favorites & buying when back in stock



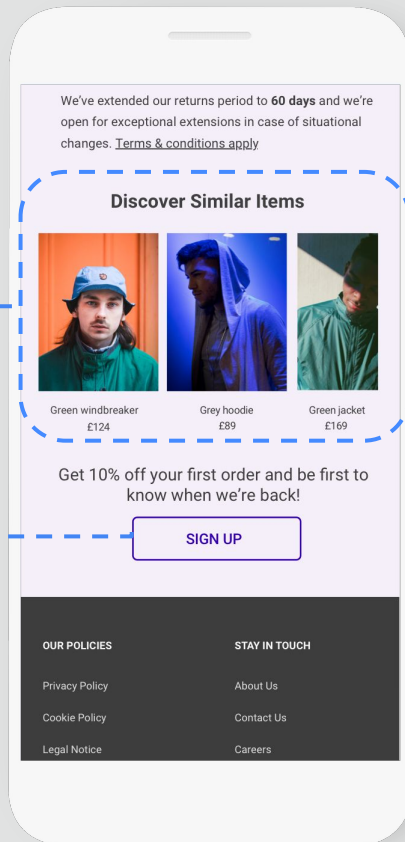
CTA to discover similar items

Offer alternative actions

When to use: if you're still shipping but some items are out-of-stock

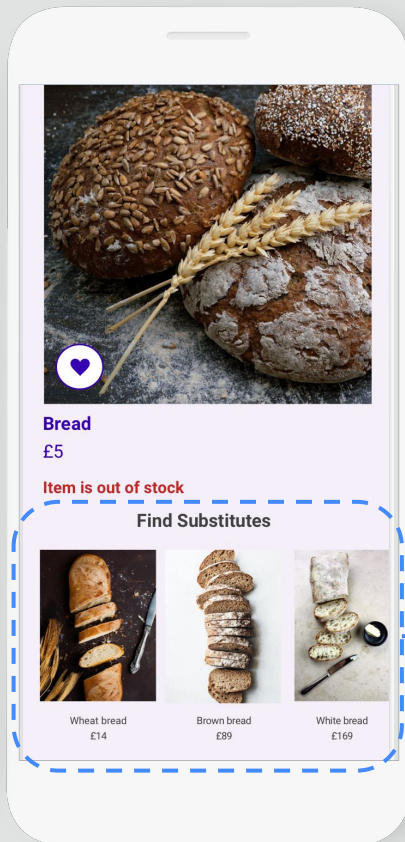
- If item is out of stock, try to **fulfill the user need by offering similar items** (or substitutes for fast-moving-goods)
- **Pre-exposing similar items/substitutes** can facilitate finding substitutes/similar items
- Promote **sign up to keep your users updated** with offers and changes in your operations

Pre-expose similar items



Promote sign up to keep users updated

Pre-expose substitutes

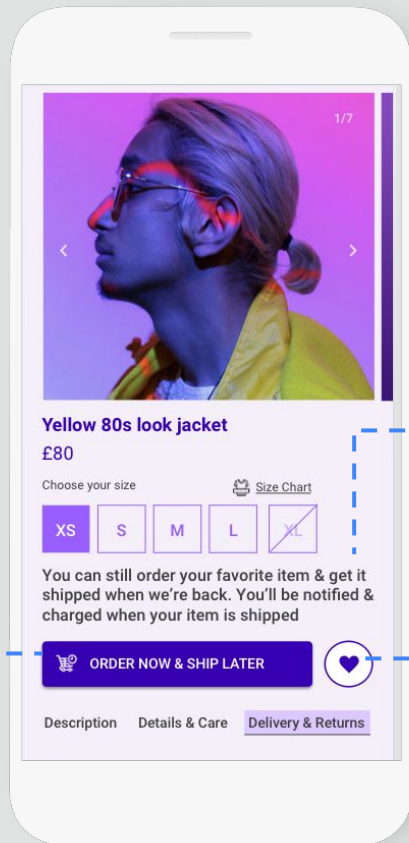


Offer alternative actions

When to use: if you're not shipping and items are in-stock or likely to be restocked

- You can still **proceed with selling your stock or allowing pre-orders** as long as you **set expectations about delivery & payment**
- You can allow users to pre-order items & receive notifications when you're back in business & ready to deliver. If you'll do so, allow users to:
 - **Cancel their orders before shipment** in case they no longer need them
 - **Pay upon shipment**, especially if you're unable to provide a solid shipping date

Allow
pre-orders



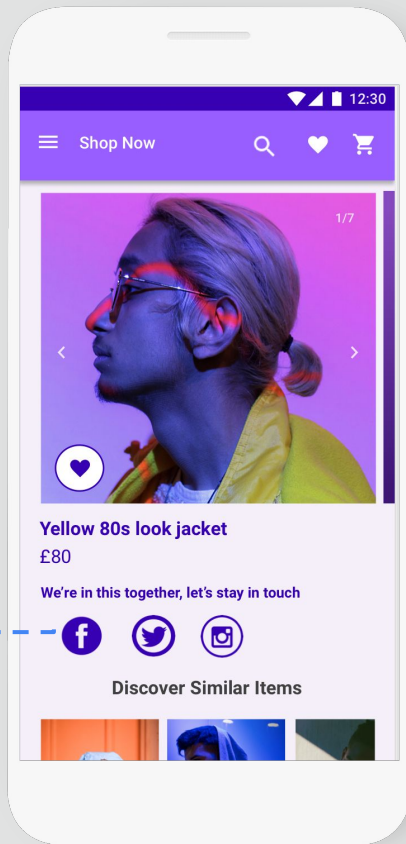
Add
message
explaining
alternative
actions

Allow adding
to favorites to
purchase
later

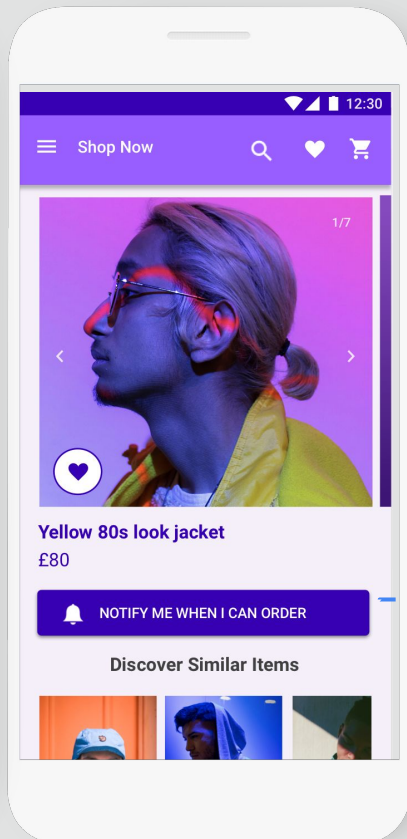
Offer alternative actions

When to use: if you're not shipping and items are in-stock but you can't take pre-orders

- **You can allow users to continue browsing your products** for inspiration or to save them to their wishlist and buy them when you resume operations
- **Provide users alternative ways to stay connected and inspired:**
 - Via **social media** channels
 - **Receiving notifications** when they can order their preferred items



Engage via social media



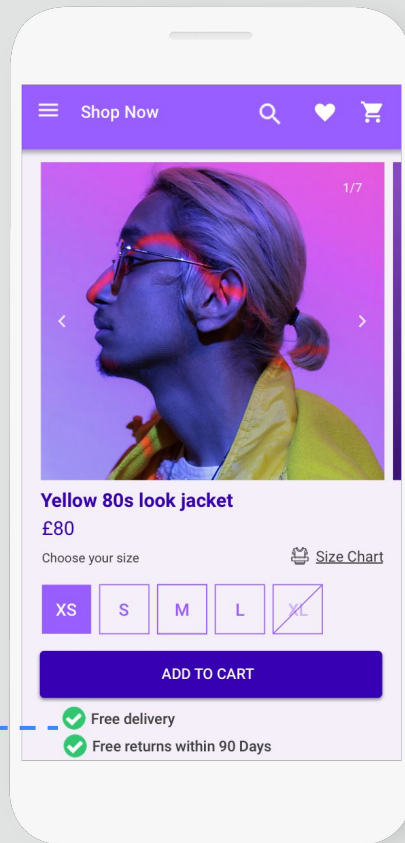
Send notification when users can buy item

Rebuild the offline experience, online

When to use: if you're still shipping and items are in-stock

- **Include a size chart** to help customers get it right the first time & minimize the need for returns
- Include as **many images** as you can to help customers imagine their items. Use a half-image slider for image discoverability
- Ensure your images are **high quality** and are **zoomable**

Highlight extended returns as value proposition

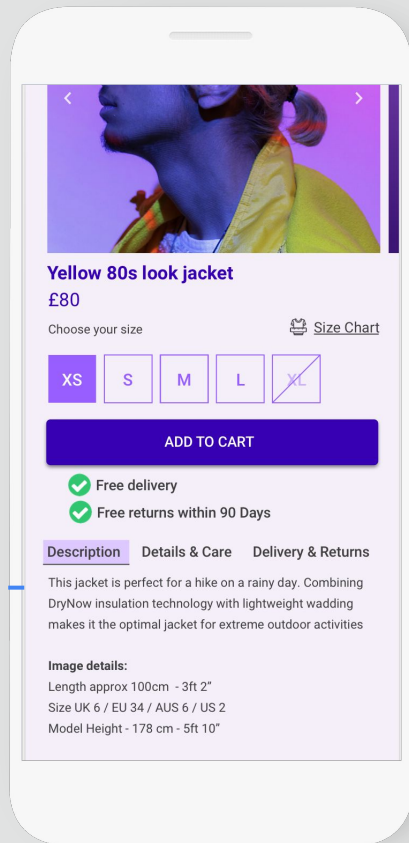


Rebuild the offline experience, online

When to use: if you're still shipping and items are in-stock

- **Add elaborate and situational descriptions of your item** including material and when it could be needed to help users decide if your product suits their needs
- **Include details about the model size** to help users imagine whether the item would suit them

Elaborate
description



Rebuild the offline experience, online

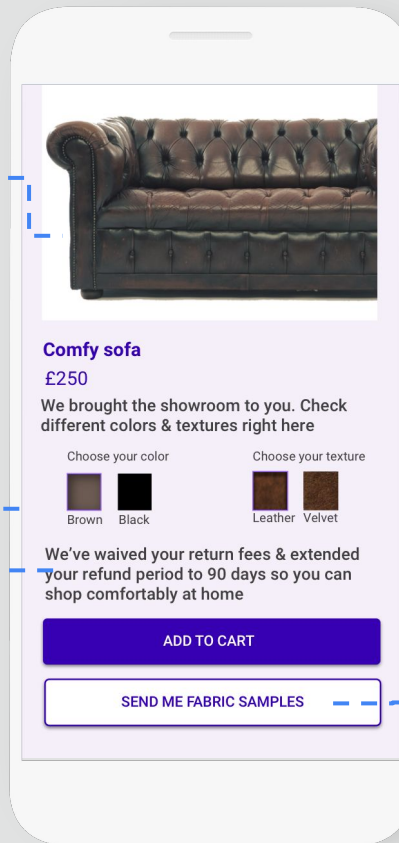
When to use: if you're still shipping and items are in-stock

- When online is your only channel, **think of ways to fill the need of an offline experience**. Depending on your business type, you can:
 - **Highlight your refund policy** to encourage your customers to try their purchase out at home
 - Allow **users to visualize their items as much as possible** via real/synthetic images, more elaborate descriptions, or sending samples

Changing colors & textures according to user choice

To visualize different colors & textures

Highlight your extended return policy as a value proposition



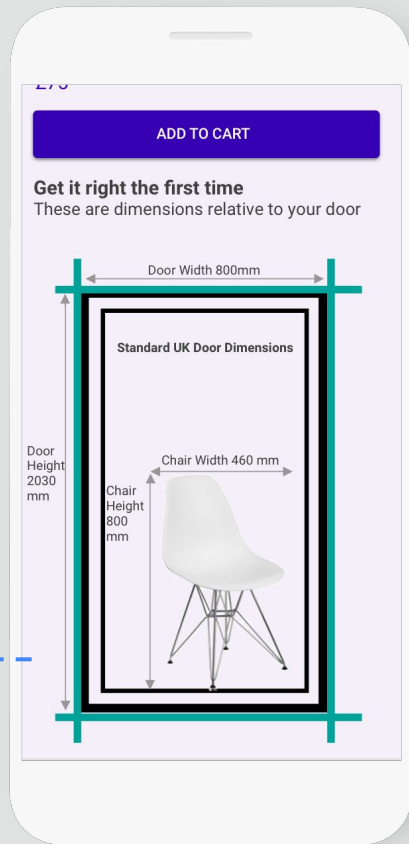
Alternative ways to compensate for the absence of the offline experience

Rebuild the offline experience, online

When to use: if you're still shipping and items are in-stock

- Use creative solutions to help customers visualize their items in real-life and get it right the first time

Example:
comparing
items to the
most common
UK door
dimensions



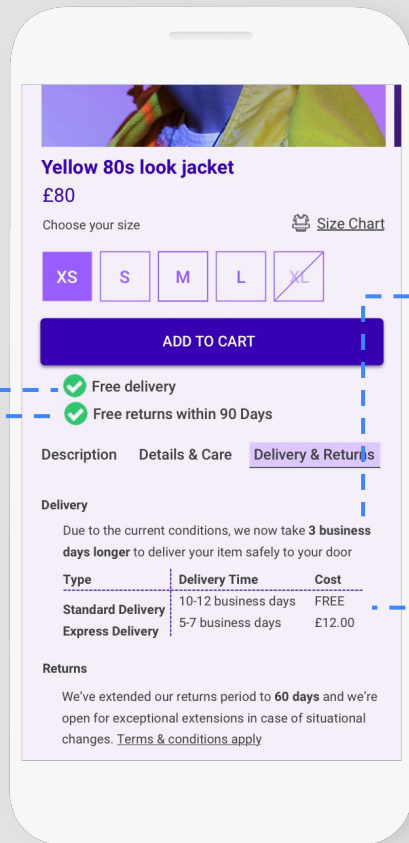
Communicate updated policies

When to use: if you're still shipping and items are in-stock

- Communicate **clear expectations about delivery & return conditions, times, and costs**
- **Benchmark to the original delivery times if it's a small difference** so users feel that the marginal time difference is not too big
- **Emphasize positive changes as well. Highlight your flexible return policy as a value proposition**, if you have one. Offering cheaper returns with extended durations is key to fulfill the need of an offline experience

Use visual cues to convey positivity

Highlight your flexible return policy as a value proposition



Benchmark to the original delivery times if it's a small difference

Highlight all delivery options and prices

Be empathetic & inspirational

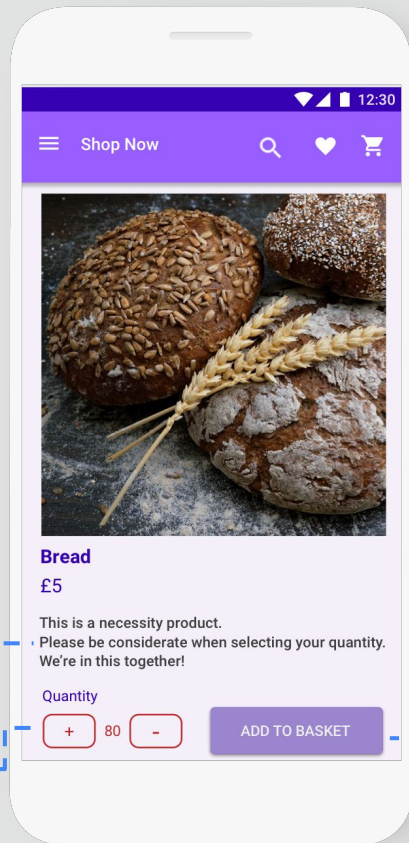
When to use: if you're still shipping and sell necessity items that are in shortage

- Include **empathetic messaging to encourage thoughtful buying behaviors** to avoid hoarding necessity products that might be in shortage
- If you're including a limit per order on necessity products to limit hoarding behaviors. **Make sure to make your limit sensible and not too strict.**

Rigorous data analysis of your sales data is needed to decide on a reasonable threshold and avoid user harm or disappointment

Encourage users to be considerate when buying big quantities of necessity products

Give visual cue to discourage this behavior



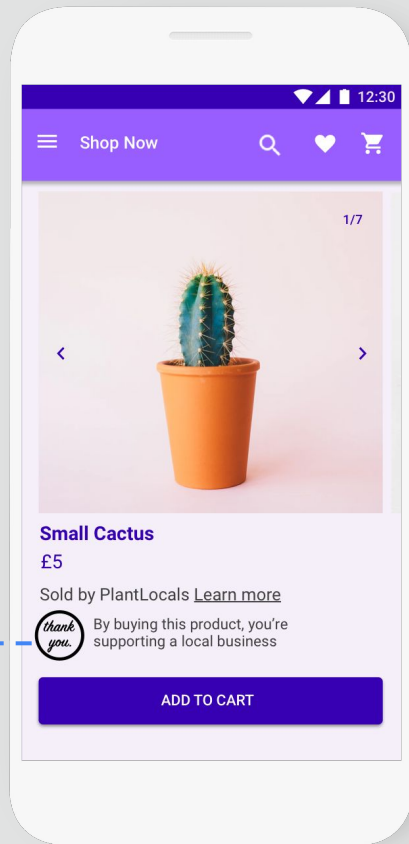
Think twice before blocking the CTA. Make sure this limit won't have a serious effect on any of your users

Be empathetic & inspirational

When to use: if you're selling items by local businesses

- Include **empathetic messaging to encourage thoughtful buying behaviors** like buying from local businesses to support them during this time

Thank you note & more info about the local business



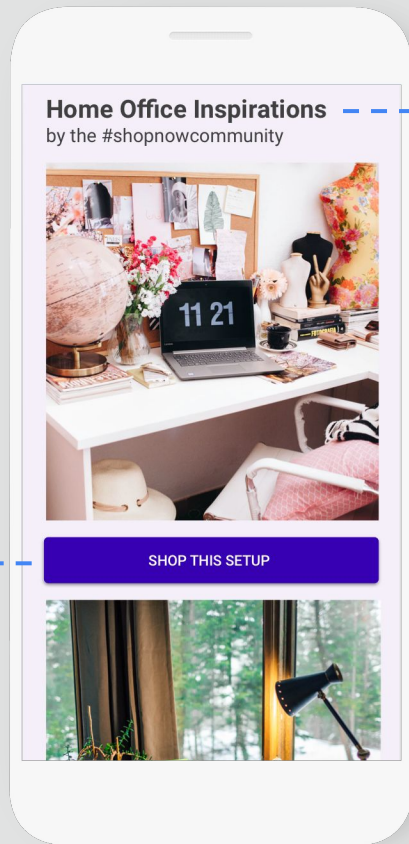
Be empathetic & inspirational

When to use: if you're selling items relevant to the current situation

- **Share inspirational photos by your customers** of how your products can come together
- **Inspire users' new needs** by making your community stay together & inspire one another
- It's an effective **way of grouping your products**

CTA to shop for items available in this look

Inspirational page to get ideas for newly-forming needs (could be community based)

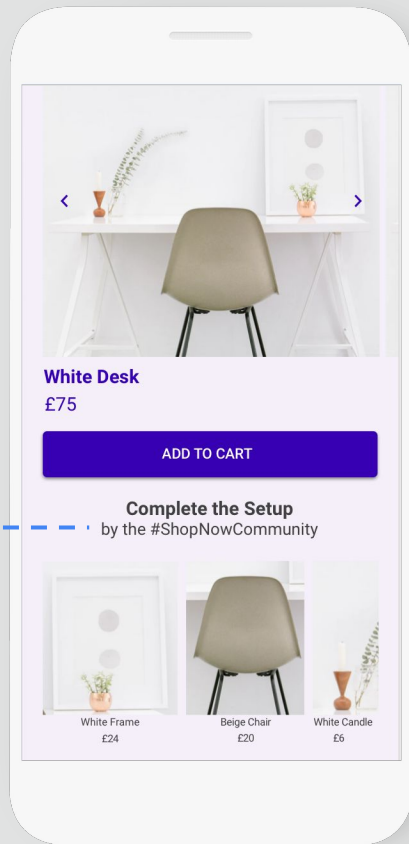


Be empathetic & inspirational

When to use: if you're selling items relevant to the current situation

- Facilitate the journey for users who're interested in certain setups/looks by **suggesting items that go well together**

Suggesting items that go well together/ to complete the look



Checkout Page

3 main recommendations for your checkout page

Your Goal: Facilitate a fast & smooth experience

Emphasize your delivery precautions & social impact

- Boost your customers' morale via **emphasizing their contribution to your social cause**
- **Remind users of your safety precautions**

Support emerging needs

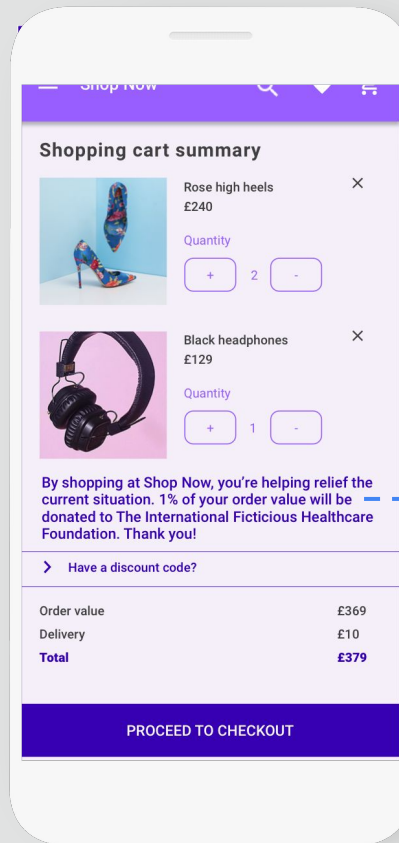
- Remind logged in users to **check their default address** in case it changed
- **Facilitate remote gift-giving**

Facilitate faster & secure checkout

- Implement **Autofill**
- Implement **express checkout**

Emphasize your delivery precautions & social impact

- Boost your customers' morale via **emphasizing their contribution to your social cause**



End the user journey on a positive note emphasizing their contribution to your social cause

Emphasize your delivery precautions & social impact

- Remind users of your safety precautions on checkout

< Shop Now Checkout

1. Contact details

2. Shipping details

Remember to add delivery instructions to get your sanitized package delivered to your door contact-free

Address

Address

Delivery Instructions

Delivery instructions

3. Payment details

4. Order summary

All payments are 100% secure

Norton McAfee PayPal VISA Mastercard American Express Discover

Total £379

Reminder about your delivery safety precautions & prompt to add details needed to facilitate a contact-free delivery

Support emerging needs

- **Remind logged in users to check their default address in case it changed** (eg users having their office address as the default)
- **Facilitate remote gift-giving**

Facilitating
remote gift
giving

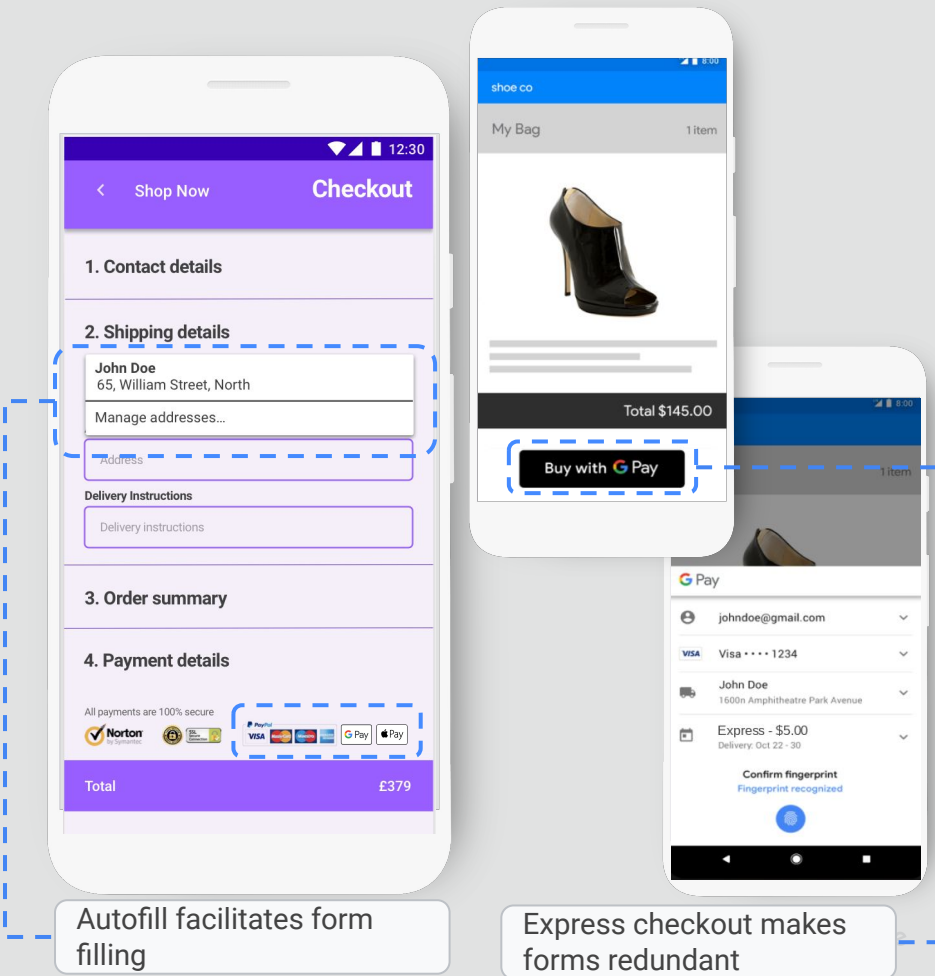
Delivery & gift options	
Select delivery address	
<input checked="" type="radio"/>	Mr John Doe's Home 67, William Street, North
<input type="radio"/>	Mr John Doe's Office 72, William Street, North
Add new address	
Select gift options	
<input checked="" type="checkbox"/>	This order contains a gift
Gift message <input type="text" value="Message"/>	
<input type="checkbox"/>	Send in gift box (£7.00)
Have a discount code?	
Order value	£369
Delivery	£10
Total	£379

Reminder for
logged in
users to
confirm their
delivery
address

Facilitate faster & secure checkout

When to use: if experiencing high demand

- Use techniques like [Autofill](#) and **express checkout options** (like [Google Pay](#), Apple Pay, or PayPal) to **speed up the checkout process**
- Google Pay and Apple Pay also support strong customer authentication with 2 factors, which will be mandatory for merchants by the end of 2020
- Integrating express checkout **can be done at the product or cart pages** (like shown in the mock-ups on the right side). This pre-selects all your default addresses and payment methods, so you can check out with two steps (both illustrated with the screenshots) without any forms



Situation-specific Info Page

3 main recommendations for your situation-specific info page

Your Goal: A one stop shop for all info that users need

Communicate priority info

- **Communicate & pre-expose main info and common FAQs first**
- **Main sections that need elaborate info:**
 - Updates & business status
 - Delivery & returns policy
 - Precautionary measures
- **Add a regular FAQ section** for all other situation-related info
- **Communicate secondary info lower** down on the page
- **Consider creating a summary video** to reduce cognitive load

FAQs & Contact Us

- **Add FAQs & Contact Us sections at the end**
- These sections should be included as **fallback options if users don't find what they're looking** for or need more personalized consultations
- Place a Contact Us section **below all other sections to allow users to read first** and reduce your customer support load

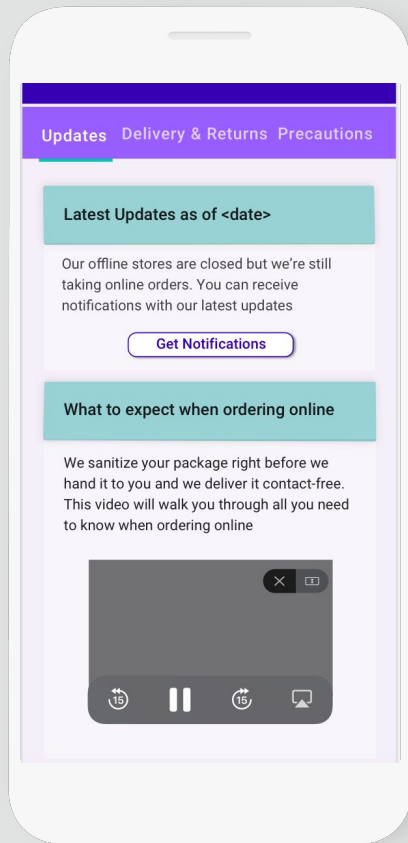
Allow safe exploration

- **Build easy navigation to allow safe exploration** (ie: getting around with minimal physical and cognitive load) to facilitate discoverability
- **Add main categories in page navigation** so users can navigate easily and freely

Communicate priority info

Latest Updates

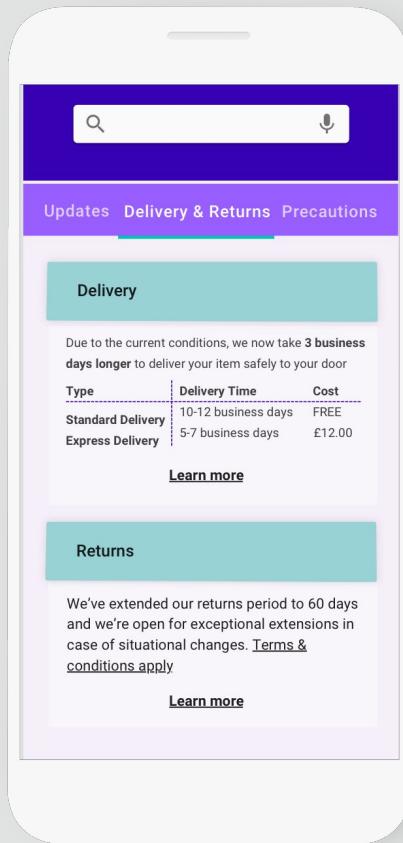
- **Briefly & clearly communicate latest update headlines** detailing how your services are being affected (including main info about your offline stores, opening hours, delivery & return policies, payment changes, social impact initiatives, etc)
- Clearly **state & update the date** so users can rest assured that these are the latest updates & **refresh your updates daily (including weekends)**. You can add a CTA for users to **get notification updates**
- Consider **creating a video to reduce cognitive load**. The video could walk users through what to expect when placing an order or visiting your store & your key precautions (don't add details that are likely to change fast so the video won't become outdated)



Communicate priority info

Delivery & returns policy

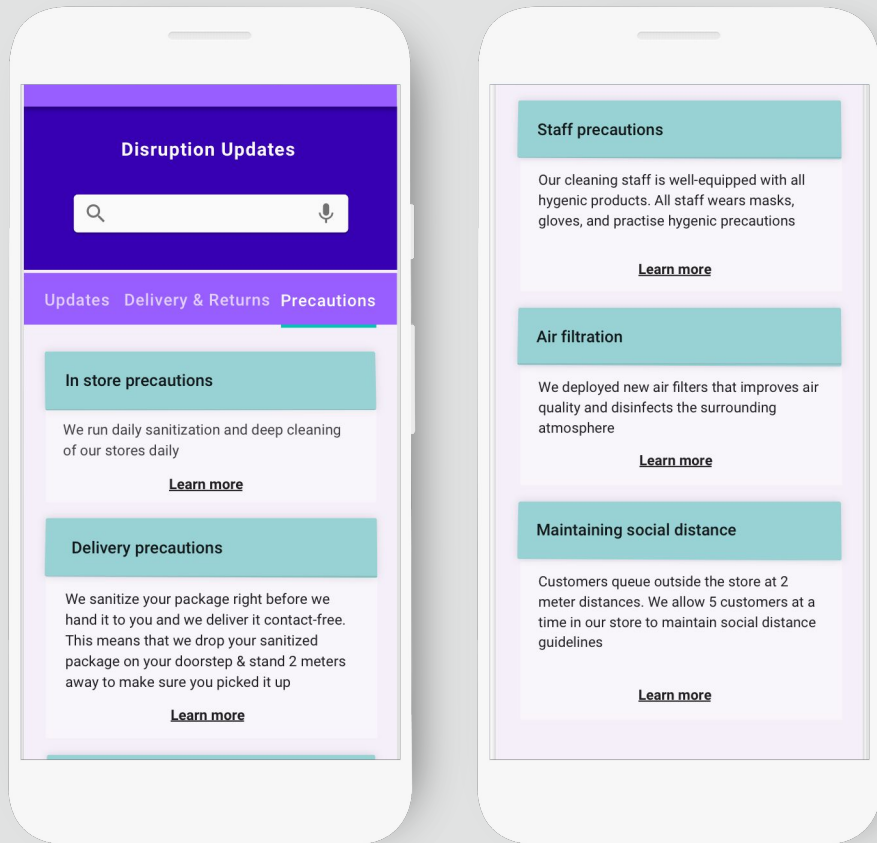
- Communicate **clear expectations about delivery & return conditions, times, and costs**
- **Benchmark to the original delivery times if it's a small difference** so users feel that the marginal time difference is not too big
- **Emphasize positive changes. Highlight your flexible return policy as a value proposition**, if you have one. Offering cheaper returns with extended durations is key to fulfill the need of an offline experience



Communicate priority info

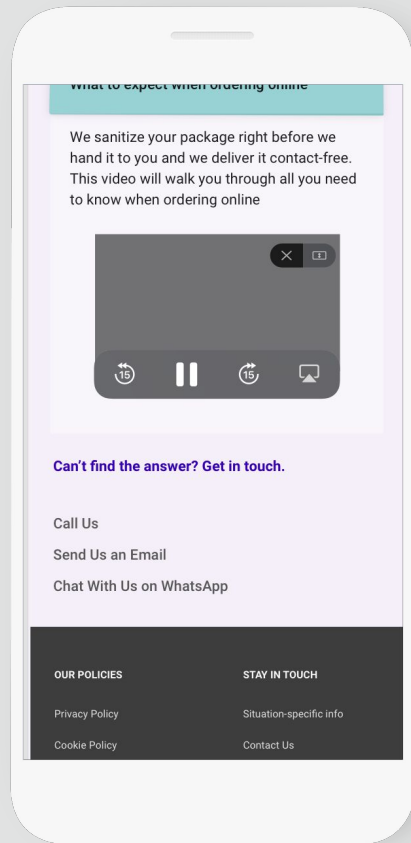
Precautionary Measures

- **Communicate & update all precautionary measures** that you have taken to ensure user trust
- **Communicate all your efforts** including sanitization, air filtration, maintaining social distance, special assistance to vulnerable groups, staff safety attire, measuring temperature before check-in, etc
- **Include personal hygiene tips from official guidelines** to ensure the safety of all customers



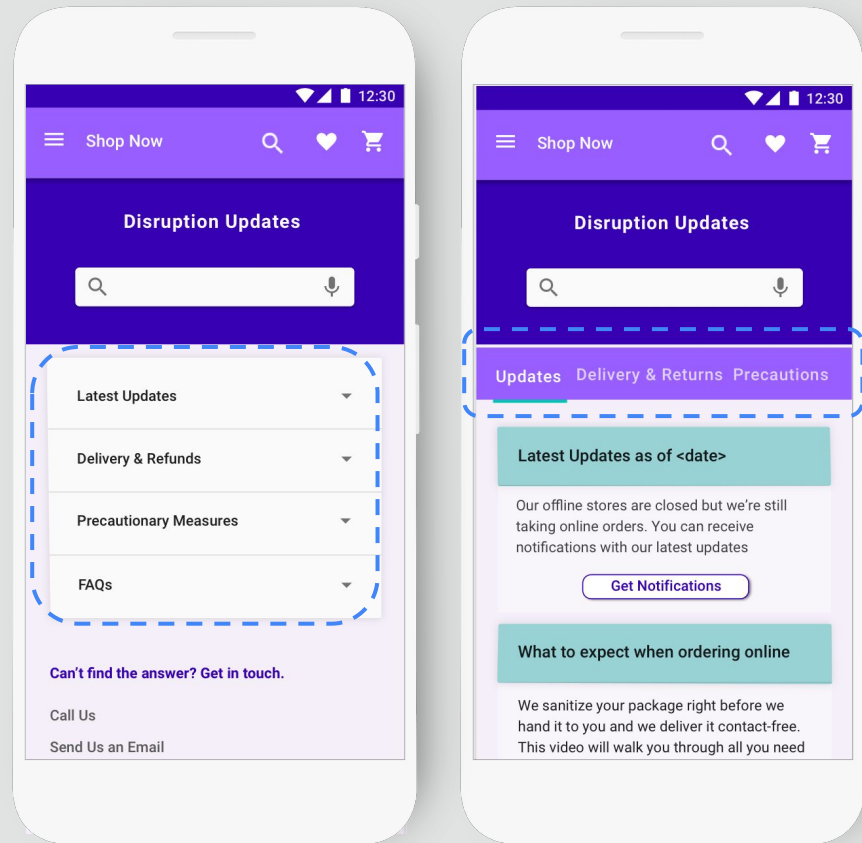
FAQs & Contact Us

- These are the 2 sections that should **cover all the non-critical pieces of info you didn't cover in the main info page**
- **Place the Contact Us option at the end of the page** to allow users to read through written info first and reduce your customer support load while having it in an accessible place
- **Set user expectations** if there will be long call or chat waiting times



Allow safe exploration

- **Safe exploration** is when you allow user to explore safely & freely without suffering any consequences (eg many clicks, lost time, errors, etc)
- **Pre-expose all your main categories** to allow users to easily navigate and safely explore this section with minimal physical & cognitive load (minimum clicks and thinking)



FAQs / Help Center

4 main recommendations for your FAQs/help center

Your Goal: Facilitate access to all situation-specific FAQs

General FAQ page

- Ensure **this page is differentiated** from the disruption FAQ page - do this with a **clear page title**
- **Link to the disruption FAQ** page incase users accidentally landed on the wrong page

Allow searching for relevant FAQs

- Having a functional search which returns accurate results and provides relevant context is always recommended
- But if your FAQ page is **less than a page** and your search function **doesn't return accurate results, don't add it** to your FAQ page as it could do more harm than good for the user experience

Include a section for situation-related FAQs

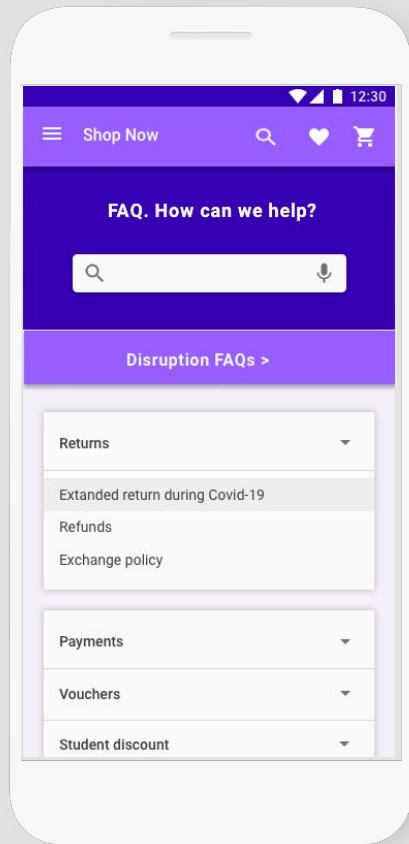
- Be **as exhaustive as possible** in covering all FAQs that are not big enough to be stand-alone categories on your dedicated info page
- Highlight **the most popular questions first**
- **Don't hesitate to cover FAQs when the answers are already covered in the dedicated info page** and link to it whenever relevant

Keep improving your content

- **Collect feedback about the usefulness of your FAQs**
- Keep updating and **improving your content** based on feedback
- Use official and credible source

General FAQ page

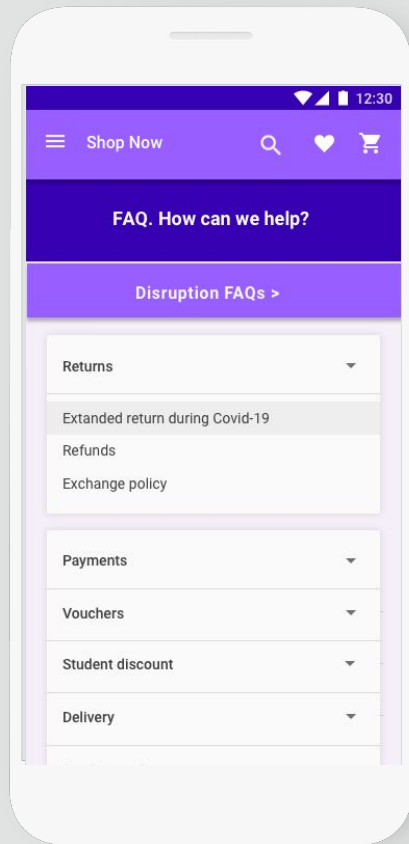
- It's always useful to maintain a general FAQ page that answers product or site specific information not necessarily related to ongoing disruption
- Ensure **this page is differentiated** from the disruption FAQ page - do this with a **clear page title**
- **Link to the disruption FAQ** page incase users accidentally landed on the wrong page



Allow searching for relevant FAQs

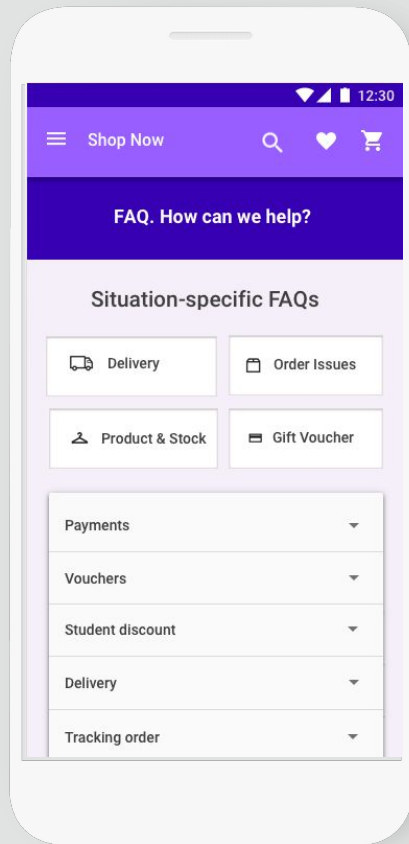
When to use: if your FAQ page is more than one page

- Having a **functional search** which returns accurate results and provides relevant context is always recommended
- **If you have a single FAQ page, you don't need a search bar.** It might introduce complexity that doesn't enhance the experience
- But if your FAQ page is **less than a page** and your search function **doesn't return accurate results, don't add it** to your FAQ page as it could do more harm than good for the user experience



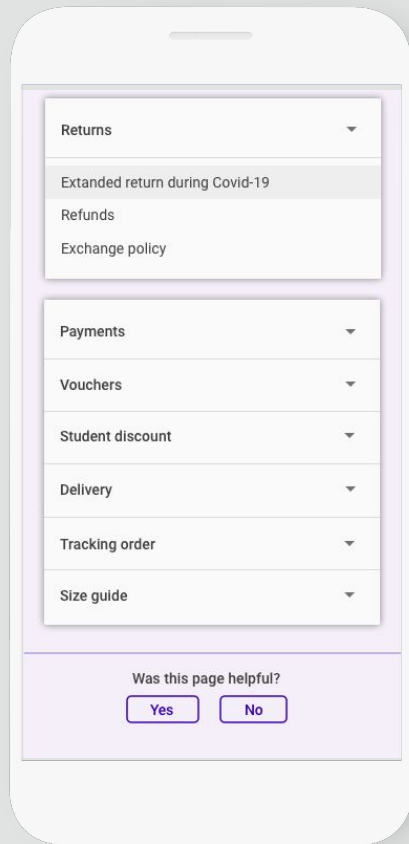
Include a section for situation-related FAQs

- **Be as exhaustive as possible** in covering all FAQs that are not big enough to be stand-alone categories on your dedicated info page
- **Highlight the most popular questions first**
- **Don't be afraid to cover FAQs when the answers are already covered in the dedicated info page** and link to it whenever relevant



Keep updating and improving your content

- You want to ensure you are providing users with **relevant information**
- **Use official and credible source**
- **Asking users to provide feedback** is a great way to gauge whether you are answering their questions
- Keep this question **simple and to the point** - avoid over complicating it as you are more likely to get less responses



Thank You

We'd love to hear your feedback, please submit your feedback [here](#)