

Iams.com Buy It Now Experience Consolidated Flows and Wireframes

Wednesday, May 2, 2012

ORGANICSM

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lams Logo

Enter Keyword

[About Us](#) [Products](#) [Pet Health](#) [Rescue Pets](#) [Community](#)

[1](#) For Dogs For Cats

[2](#) Dog Food

[3](#) [» See All Dog Food](#)

[4](#) Browse

[5](#) TOOLS

[6](#) Buy Now

Image [lams ProActive Health](#) Image [lams Premium Protection](#) Image [lams Sporting 29/18](#) Image [lams Canned Dog Food](#)

Image [lams Naturals](#) Image [lams Veterinary Formula](#) Image [Biscuits Treats & Savory Sauces](#)

Life Stage
[Puppy Food](#)
[Adult Dog Food](#)
[Mature Adult Dog Food](#)
[Senior Plus Dog Food](#)

Food Type
[Dry Dog Food](#)
[Wet Dog Food](#)
[Dog Biscuits & Dog Treats](#)
[Savory Sauces](#)

Dog Size
[Small Dog Food](#)
[Medium Dog Food](#)
[Large Dog Food](#)

Special Concerns
[Weight Control](#)
[Dog Food](#)
[Sensitive Skin](#)

PROMO

Footer

Annotations

1. Clicking For Dogs or For Cats drives to Product grid in default state.
 Single tapping the selected state (For Dogs is shown), drives to Product grid. Single tapping the non-selected state changes the flyout to that state. A second tap takes users to the product grid for that animal.
2. The following links directs to Product Formula pages (no change from current behavior):
 lams Naturals
 lams Premium Protection
 lams Sporting 29/18
- The following links direct to a pre-filtered version of the Product Grid:
 lams ProActive Health
 lams Veterinary Formula
 Biscuits, Treats, & Savory Sauces
 lams Canned Dog Food
3. Directs to Product grid in Default state.
4. Browse links direct to Product Grid with All lams Dog Food selected from the radio buttons, and the corresponding single check box filled, except for Senior Plus Dog Food, which directs to the Senior Dog Food landing page.
5. Graphical tout, directing to product grid.
6. Buy Now button directs to product grid in detail state. If the user is already browsing a Cat branded page, Cat should be selected on the Product Grid.

iams Logo

[8](#) [See Cat Food](#)

Dynamic Product Content Area (Generic Imagery)

[Dog Food](#)
 [Cat Food](#)

Product Formula:
 [All Iams Dog Foods](#)
 [Iams ProActive Health](#)
 [Iams Naturals](#)
 [Iams Premium Protection](#)
 [Iams Veterinary Formula](#)
 [Iams Sporting 29/18](#)

Food Type
 [Dry](#)
 [Savory Sauces](#)
 [Biscuits & Treats](#)
 [Wet](#)

Life Stage
 [Puppy](#)
 [Adult \(1-6\)](#)
 [Mature Adult \(1-6\)](#)
 [Senior Plus >50 lbs\(9+\)](#)
 [Senior Plus <50 lbs\(11+\)](#)

Size
 [Small](#)
 [Medium](#)
 [Large/Giant](#)

Special Concerns
 [Weight Control](#)
 [Sensitive Skin](#)

[5](#) Sort by: [All](#) | [Highest Rated](#) | [Most Reviewed](#)

[6](#) Page 1 of 7 | [Next](#) | [View All](#)

<p>7 Product Thumbnail</p> <p>7a [Product Name] ★★★★☆ (6 Reviews) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>7b Buy Online</p> <p>7c Find a Retailer</p>	<p>7 [Product Name] ★★★★☆ (6 Reviews) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>7d Buy Online</p> <p>7e Find a Retailer</p>	<p>7a [Product Name] ★★★★☆ (6 Reviews) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>7b Buy Online</p> <p>7c Find a Retailer</p>	<p>7a [Product Name] ★★★★☆ (6 Reviews) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>7b Buy Online</p> <p>7c Find a Retailer</p>
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[6](#) Page 1 of 7 | [Next](#) | [View All](#)

[9](#) Promo Tout Promo Tout

Annotations

1. Product Grid Landing Page (Dog): Accessed by clicking on the For Dogs button located in the Products flyout from the global nav. Pre-filtered versions can be reached by selecting any of the Browse By links in the Products flyout.
2. Dynamic Product Content Area: Imagery changes based on the product line the user has selected (4). When All Iams Dog Food is selected, generic imagery is displayed. When a specific Product Formula is selected, this area will have a link to the product formula page, or applicable link. Uses similar sized masthead as the article pages/ sections in order to ensure that users can see the actual product grid on arrival.
3. Users can switch dog/cat from within the filter bar.
4. Filters: Users utilize radio buttons to view one specific product line, or all products. Top image area changes based on selected product formula.
- 4a. Additional Filters: If options are unavailable due to prior selections, said options will be grayed out.
5. Sort Options: Users can sort results by highest ratings (default) or most reviewed.
6. Pagination: Users can advance to the previous and next pages, when applicable, or select View All to eliminate pagination and get a long product grid.
7. Product: Clicking product thumbnail directs to Product Detail Page in default state.
 - 7a. Clicking the Product name directs to Product Detail Page in default state.
 - 7b. Adding visualization of the ratings/reviews, since it is sort criteria.
 - 7c. While each product has a roll-over state, users will no longer have to roll-over (or tap) to get a basic product description.
 - 7d. Buy Online: Click or tap of Buy Now takes user to the respective Product Detail Page Buy Now Tab in the Buy Online state.
 - 7e. Find a Retailer: Click or tap of Find a Retailer takes user to the respective Product Detail Page Buy Now Tab in the Buy Locally state.
8. Cat food toggle.
9. Promo touts: The promo touts need to change based on whether in dog or cat state, besides that, they will remain static.



[See Cat Food](#)



Iams Naturals

Just what your dog needs to be healthy inside.

Iams believes that nutrition matters, naturally. That's why our animal nutritionists designed 6 holistic Iams Naturals recipes with just what your dog needs for lifelong health. Each ingredient is chosen because of its nutritional purpose. Which means we leave out fillers and artificial preservatives, colors, and flavors.

[Explore Iams Naturals](#)

Dog Food

Cat Food

Product Formula:

All Iams Dog Foods

Iams ProActive Health

Iams Naturals

Iams Premium Protection

Iams Veterinary Formula

Iams Sporting 29/18

Food Type

- Dry
- Savory Sauces
- Biscuits & Treats
- Wet

Life Stage

- Puppy
- Adult (1-6)
- Mature Adult (1-6)
- Senior Plus >50 lbs(9+)
- Senior Plus <50 lbs(11+)

Size

- Small
- Medium
- Large/Giant

Special Concerns 3

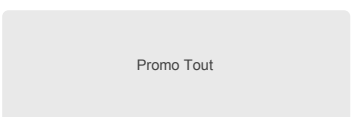
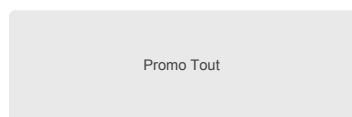
- Weight Control
- Sensitive Skin

Sort by: [All](#) | [Highest Rated](#) | [Most Reviewed](#)

Page 1 of 2 | [Next](#) | [View All](#)

Product Thumbnail	<p>[Product Name] ★★★★☆ (6 Reviews)</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>Buy Online</p> <p>Find a Retailer</p>	Product Thumbnail	<p>[Product Name] ★★★★☆ (6 Reviews)</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>Buy Online</p> <p>Find a Retailer</p>
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Page 1 of 2 | [Next](#) | [View All](#)



Annotations

1. Dynamic Product Imagery: Imagery changes based on the product line the user has selected. When All Iams Dog Food is selected, generic imagery is displayed. When a specific product line is selected, this area will have a link to the product line page or applicable link.

2. Link drives to product formula landing page or a "more information" page or article. The same links that are currently used for non-educational mastheads will likely carry over. Current links are as follows:

Dog:

- [ProActive Health - Prebiotic article in Impress Your Vet microsite](#)
- [Naturals - Iams Naturals Product Formula Page](#)
- [Premium Protection - IPP Product Formula Page](#)
- [Veterinary Formula - No Link](#)
- [Sporting 29/18 - 29/18 Product Family Page](#)
- [Biscuits, Treats, & Savory Sauces - No Link](#)
- [Canned Food - No Link](#)

Cat:

- [ProActive Health - Prebiotic article in Impress Your Vet microsite](#)
- [Naturals - Iams Naturals Product Formula Page](#)
- [Premium Protection - IPP Product Formula Page](#)
- [Veterinary Formula - No Link](#)
- [Canned Food - No Link](#)

3. Selections that would result in zero matches are grayed out.



[See Dog Food](#)

Dynamic Product Content Area

1

Dog Food

Cat Food

Product Formula:

All Iams Cat Foods

Iams ProActive Health

Iams Naturals

Iams Premium Protection

Iams Veterinary Formula

Food Type

Dry

Wet

Life Stage

Kitten

Adult (1-6)

Mature Adult (7-10)

Senior Plus (11+)

Special Concerns

Weight Control

Multi Cat

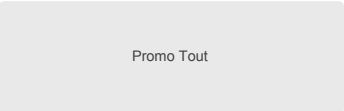
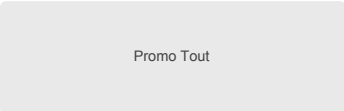
Digestive Care

Hairball Care

Sort by: [All](#) | [Highest Rated](#) | [Most Reviewed](#)

Page 1 of 5 | [Next](#) | [View All](#)

Product Thumbnail	<p>[Product Name]</p> <p>★★★★☆ (6 Reviews)</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>Buy Online</p> <p>Find a Retailer</p>	Product Thumbnail	<p>[Product Name]</p> <p>★★★★☆ (6 Reviews)</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>Buy Online</p> <p>Find a Retailer</p>
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Product Thumbnail	<p>[Product Name]</p> <p>★★★★☆ (6 Reviews)</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>Buy Online</p> <p>Find a Retailer</p>	Product Thumbnail	<p>[Product Name]</p> <p>★★★★☆ (6 Reviews)</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin.</p> <p>Buy Online</p> <p>Find a Retailer</p>
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Annotations

1. Functionally identical to Dogs, with revised filters.



Enter Keyword

Home » [Dog Food: Find the Right Dog Food for Your Dog at lams.com](#) » lams Premium Protection Adult Dog

lams® Premium Protection™ Adult Dog

Recommended For: Normally active adult dogs, 1 year and older; developed as our most advanced lams nutrition ever.

★★★★☆ **10 Reviews**
[Read Reviews](#) [Write a Review](#)

1a 1b

2 3

The Most Advanced lams Nutrition for a Lifetime of Love.
lams is deeply committed to enhancing the well-being of dogs and cats for a lifetime of love with your pet. It is this commitment that inspired lams nutritionists to work closely with veterinarians and create the ultimate lams food for all your dog's nutritional needs. The result is lams Premium Protection.

The nutrient-rich chicken by-product meal in lams Premium Protection is an excellent source of protein. It naturally contains minerals and amino acids essential to dogs. Our products contain only highly refined chicken by-product meal, which has enhanced quality and nutritional value.

This lams Premium Protection formula has PreBiotics that work inside the digestive tract to promote healthy digestion and strong defenses.

lams Premium Protection Adult Dog Features:

Premium Protection is precisely formulated using only our highest-quality ingredients, further enhanced with:

- Advanced 2-part fiber system to promote healthy digestion
- Twice the antioxidants, vitamin E and beta-carotene*, to promote a strong, healthy immune system
- Natural sources of glucosamine and chondroitin sulfate for healthy joints and mobility
- lams Daily Dental Care™ proven to reduce tartar buildup by up to 50%**
- L-Carnitine to help burn fat
- No added fillers, artificial colors, flavors or preservatives

Premium Protection is lams' Most Advanced Nutrition, Built from lams' Highest-Quality Ingredients. Guaranteed? Learn why lams is so confident about our quality.

*vs lams ProActive Health™ Chunks®
**As tested in lams Adult formula
-lams Dog Foods offer a 100% guarantee.

lams® Premium Protection™ Formula

Related Articles

- [Lorem ipsum lorem ipsum lorem ipsum](#)
- [Lorem ipsum lorem ipsum lorem ipsum](#)
- [Lorem ipsum lorem ipsum lorem ipsum](#)
- [Lorem ipsum lorem ipsum lorem ipsum](#)

[Product Name]
★★★★☆
[Product overview]

[Product Name]
★★★★☆
[Product overview]

Annotations

1. Buttons: Both buttons drive to the product's Buy Now Tab, but to different page anchors (detailed below).

1a. Buy Online: OnClick of **Buy Online** takes user to the Buy Now Tab (#3) anchored to the **Online Retailers** list, which will automatically display online retailers carrying that product since no zip code is required.

1b. Find a Retailer: OnClick of **Find a Retailer** takes user to the Buy Now Tab (#3) in the **Local Retailers** state, whereby users are asked to enter their zip code and radius to initiate the search query.

2. Product Overview: Default Tab when user landing on a product detail page from the Product Navigation or by clicking on the product thumbnail or product name on the Product Grid.

3. Buy Now Tab: This tab contains local and online retailer information for this specific product. When tab is clicked, users see the Online Retailers list by default. (As opposed to the local retailer search, which would have zero results displayed until the user enters a zip code.)

Note: On click of Buy Online and Find a Retailer from the Product Grid takes user to #3 - The Buy Now Tab, with the appropriate search method displayed.



Enter Keyword

[Home](#) » [Dog Food: Find the Right Dog Food for Your Dog at iams.com](#) » [Iams Premium Protection Adult Dog](#)

iams® Premium Protection™ Adult Dog

Recommended For: Normally active adult dogs, 1 year and older; developed as our most advanced iams nutrition ever.

★★★★☆ **10 Reviews**
[Read Reviews](#) [Write a Review](#)

1

[Product Overview](#) [Nutritional Information](#) [Reviews](#) 2

3

This iams product is available at the following retailers:

RETAILER	DESCRIPTION	MAP
4 <input type="button" value="Retailer Logo"/>	Iams Proactive Health Adult Chunks, 17.5-Pound Bags	<input checked="" type="button" value="Buy Now"/>
<input type="button" value="Retailer Logo"/>	[Product and product details]	<input checked="" type="button" value="Buy Now"/>
<input type="button" value="Retailer Logo"/>	[Product and product details]	<input checked="" type="button" value="Buy Now"/>
<input type="button" value="Retailer Logo"/>	[Product and product details]	<input checked="" type="button" value="Buy Now"/>
<input type="button" value="Retailer Logo"/>	[Product and product details]	<input checked="" type="button" value="Buy Now"/>
<input type="button" value="Retailer Logo"/>	[Product and product details]	<input checked="" type="button" value="Buy Now"/>
<input type="button" value="Retailer Logo"/>	[Product and product details]	<input checked="" type="button" value="Buy Now"/>
<input type="button" value="Retailer Logo"/>	[Product and product details]	<input checked="" type="button" value="Buy Now"/>
<input type="button" value="Retailer Logo"/>	[Product and product details]	<input checked="" type="button" value="Buy Now"/>

iams® Premium Protection™ Formula

Related Articles
[Lorem ipsum lorem ipsum lorem ipsum](#)
[Lorem ipsum lorem ipsum lorem ipsum](#)
[Lorem ipsum lorem ipsum lorem ipsum](#)
[Lorem ipsum lorem ipsum lorem ipsum](#)

[Product Name]
★★★★☆
[Product overview]

[Product Name]
★★★★☆
[Product overview]

Annotations

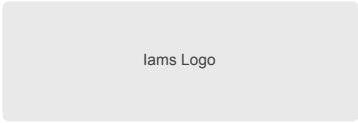
Buy Now Online Retailers with Search Results: This wireframe displays online retailers that carry this iams product.

1. Buy Online Button: OnClick takes user to the Buy Now tab (#2) with the Online Retailers state active.

2. Buy Now Tab - Online Retailer State: Displayed when OnClick Buy Online button from the Product Detail Page (#1) or Buy Online button from the Product Grid is clicked. Displays list of all known Online Retailers (from Channel Intelligence data stream) carrying respective product, regardless of package size.

3. Buy Online/Find a Retailer Toggle: Buy Online state. Users are able to toggle between the Buy Online and Find a Retailer states. The current state is Buy Online, which lists all online retailers carrying the respective product.

4. List of Online Retailers: Because online retailers do not require a zip code, the online retailers will be listed.



Enter Keyword

Iams® Premium Protection™ Adult Dog

Recommended For: Normally active adult dogs, 1 year and older; developed as our most advanced Iams nutrition ever.

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1

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2

We're sorry. No online retailers carrying this Iams product were found.

We suggest the following:

Conduct a [local search](#)

Still need help finding this product?

Call us: 1-800-XXX-XXXX

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[Product overview]

Product Thumbnail

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Annotations

Buy Now Online Retailers with Null Results: This wireframe displays messaging when no online retailers carrying this product are found.

1. Buy Online Button: OnClick takes user to the Buy Now tab in the Online Retailers state.
2. Null Search Results Messaging: The search results display window needs to contain a message that assists users through the search process when null results are returned.

The message must communicate:

- That no results were found for their search query
- Suggestions for search
- Alternatives to online search
- Provide additional link to local search

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3 [BUY ONLINE](#) [FIND A RETAILER](#)

4 Enter a zip code to find local retailers carrying this product.

5 within: [Search](#)

*While iams aims to provide the most accurate and up to date information, inventory cannot be guaranteed. Please remember to locate your local retailer to ensure product is in stock.

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Footer

Annotations

Buy Now Local Retailers Default State (before search query): This wireframe displays the default state of the Local Search before a search query has been conducted.

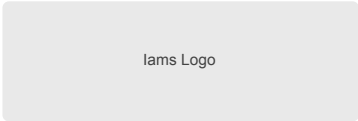
1. Find a Retailer Button: OnClick takes user to the Buy Now tab (#2), anchored to the Local Retailers (top) portion of the tab.

2. Buy Now Tab: Directs to Local Retailers state when **Find a Retailer** button from the Product Detail Page (#1) or **Find a Retailer** button from the Product Grid is clicked.

3. Buy Online/Find a Retailer Toggle: Find a Retailer state. Users are able to toggle between the Buy Online and Find a Retailer states.

4. Local Retailers Header and Instructional Copy: Users are prompted to enter a zip code to initiate search query.

5. Zip Code Input Field: Input field that captures zip code. Once zip code is entered, users can select a radius (default is five miles). On click of Search button initiates search.



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Enter a zip code to find local retailers carrying this product.

 within:

*While Iams aims to provide the most accurate and up to date information, inventory cannot be guaranteed. Please remember to locate your local retailer to ensure product is in stock.

Search results for: 11111

1

One moment while we search for local retailers carrying this Iams product.

[Product Thumbnail](#) **[Product Name]**
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Annotations

Buy Now Local Retailers with Search Preloader Animation and Message: This wireframe displays the preloader animation and message while system fetches search results.

1. Search Preloader Animation and Message: Displayed while system fetches search results from Channel Intelligence database.



Enter Keyword

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[BUY ONLINE](#) [FIND A RETAILER](#)

Enter a zip code to find local retailers carrying this product.

within:

*While Iams aims to provide the most accurate and up to date information, inventory cannot be guaranteed. Please remember to locate your local retailer to ensure product is in stock.

Search results for: 11111

RETAILER	DISTANCE	LOCATION	MAP
7th AVE PET Delight	0.3 Miles	Brooklyn, NY	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]
[Merchant Name]	[#] Miles	[City], [State]	[Map]

[Product Name]
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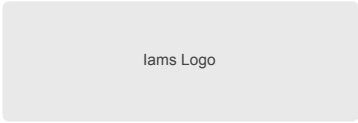
Annotations

Buy Now Local Retailers with Results Displayed: This wireframe displays search results for local retailers after search query has been conducted.

1. Zip Code Entered by User: Displays the zip code entered by the user that generated the local retailer results below (#3).

2. Search Results Display: Header with the zip code entered displayed to reiterate the zip code used in the search query. This will allow users to promptly enter in a new query if what is displayed was incorrectly typed and orients them to the results listed below.

3. Local Retailers Results iframe: Displays all local retailers and data columns in scrollable box.



Enter Keyword

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[BUY ONLINE](#) [FIND A RETAILER](#)

Enter a zip code to find local retailers carrying this product.

within:

*While Iams aims to provide the most accurate and up to date information, inventory cannot be guaranteed. Please remember to locate your local retailer to ensure product is in stock.

Search results for: 11111

We're sorry. No results were found for zip code 11111.

We suggest the following for better search results:

- Ensure that the zip code you entered is accurate
- Expand the radius for better search results
- Lorem ipsum

Can't find Iams at your local retailers?

- Check out [online retailers](#) carrying Iams products.
- Call us: 1-800-XXX-XXXX

Iams® Premium Protection™ Formula

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★★★★☆
[\[Product overview\]](#)
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Annotations

Buy Now Local Retailers with Null Results: This wireframe displays null search results with null search results messaging.

1. Null Search Results Messaging: The search results display window needs to contain a message that assists users through the search process when null results are returned.

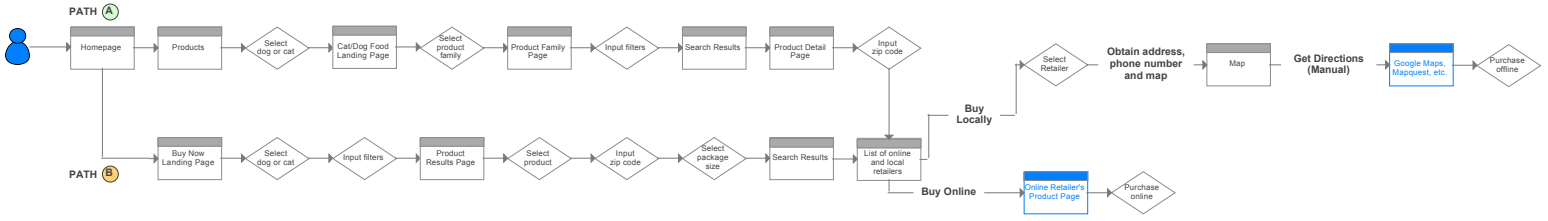
- The message must communicate:
- That no results were found for their search query
 - Suggestions for search
 - Alternatives to local search

The existing Buy It Now user flow presents a number of challenges:

- Users are required to take several steps to complete the Buy It Now task
- The current flow accommodates users who know which product they want
- Users seeking online retailers are required to input a zip code before search results are displayed
- Retailer information is separate from the product information

Path A	Path B
User does not know which product they want	User knows which product they want
8-9 page views	6-7 page views
5 input points/user actions	5-6 input points/user actions

A. Buy It Now - Current Flow



The proposed solution accomplishes the following:

- Places retailer information alongside product information.
- Eliminates confusing path to search page from product page
- Eliminates unnecessary page views and user actions
- Quicker path to purchase

Path A	Path B
User may not know which product they want	User knows which product they want
5-8 page views	4-6 page views
2-3 input points/user actions	3-4 input points/user actions

B. Buy It Now - Proposed User Flow

