



CXD Team Demo

Core ACC: Cart Page 6.1



Introduction to Cart Page



Existing Cart Page



b2b accelerator SIGN IN

I'm looking for (2 ITEMS) \$126.00

POWER DRILLS ANGLE GRINDERS SCREWDRIVERS SANDERS MEASURING & LAYOUT TOOLS HAND TOOLS SAFETY

[HOME](#) / [CART](#) Help

Order before 6pm for
NEXT DAY DELIVERY

Total: (2 items) \$126.00

 PSR 7.2 LI 3755213 Availability: In Stock Item price: \$67.00	SHIP	✕
QTY: <input type="text" value="1"/>		\$67.00
 IXO 3755207 Availability: In Stock Item price: \$59.00	SHIP	✕
QTY: <input type="text" value="1"/>		\$59.00

Potential Promotions
3% off orders over \$500

Subtotal: \$126.00

Restyling Cart Page



- Users first read in horizontal movement
- Eye tracking visualizations show that users often read in an F-shaped pattern
- Utilizing real estate wisely

hybris software SIGN IN/REGISTER

I AM LOOKING FOR...

(5 ITEMS) \$532.00

POWER DRILLS ANGLE GRINDERS SCREWDRIVERS SANDERS MEASURING & LAYOUT TOOLS HAND TOOLS SAFETY

BREADCRUMB / BREADCRUMB / BREADCRUMB Help

➔ Order before 6pm for **NEXT DAY DELIVERY**

<#> items | \$<###.##>

CONTINUE SHOPPING
CHECKOUT

	ITEM (STYLE NUMBER)	AVAILABILITY	PRICE	QTY	DELIVERY	TOTAL									
▼	KA86 89649000	In Stock	\$97.00	20	SHIP	\$7,053.00	✕								
▲	PowerWelt 6" Waterproof Steel Toe 89649000	In Stock	\$97.00	20	PICKUP Store name	\$7,053.00	✕								
Show future availability															
	COLOR / FIT	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	12
		\$97.00	\$97.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$97.00	\$97.00	\$97.00
		0	0	0	0	0	0	0	0	0	0	0	0	0	0
		150	75	402	510	150	75	402	510	150	75	402	510	150	150
	Brown M						\$85.00	\$85.00	\$85.00						
	COLOR / FIT	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	12
		\$97.00	\$97.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$97.00	\$97.00	\$97.00

Save Cart



- Studies have shown that 56% of consumers who purchase online use the cart to store items to buy later (*Bronto software & Magento*)
- Opportunity to begin a customer relationship through email



I AM LOOKING FOR...



(5 ITEMS) \$532.00

POWER DRILLS

ANGLE GRINDERS

SCREWDRIVERS

SANDERS

MEASURING & LAYOUT TOOLS

HAND TOOLS

SAFETY

BREADCRUMB / BREADCRUMB / BREADCRUMB

Help

Cart (# Saved)

<#> items | \$<###.##>

QUICK ADD



CONTINUE SHOPPING

CHECKOUT

SAVE FOR LATER

EXPORT .CSV

ITEM (STYLE NUMBER)	AVAILABILITY	PRICE	QTY	DELIVERY	TOTAL
KA86 89649000	In Stock	\$97.00	<input type="text" value="20"/>	SHIP	\$7,053.00
PowerWelt 6" Waterproof Steel Toe 89649000	In Stock	\$97.00	<input type="text" value="20"/>	PICKUP Store name	\$7,053.00

Show future availability

COLOR / FIT	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	12
Brown M	\$97.00 <input type="text" value="0"/> 150	\$97.00 <input type="text" value="0"/> 75	\$85.00 <input type="text" value="0"/> 402	\$85.00 <input type="text" value="0"/> 510	\$85.00 <input type="text" value="0"/> 150	\$85.00 <input type="text" value="0"/> 75	\$85.00 <input type="text" value="0"/> 402	\$85.00 <input type="text" value="0"/> 510	\$85.00 <input type="text" value="0"/> 150	\$85.00 <input type="text" value="0"/> 75	\$85.00 <input type="text" value="0"/> 402	\$97.00 <input type="text" value="0"/> 510	\$97.00 <input type="text" value="0"/> 150	\$97.00 <input type="text" value="0"/> 150
						\$85.00	\$85.00	\$85.00						

Save Cart UI



b2b accelerator SIGN IN/REGISTER

I AM LOOKING FOR...

(5 ITEMS) **\$532.00**

POWER DRILLS ANGLE GRINDERS SCREWDRIVERS SANDERS MEASURING & LAYOUT TOOLS HAND TOOLS SAFETY

BREADCRUMB / BREADCRUMB / BREADCRUMB Help

Cart (# Saved)

QUICK ADD

ITEM (STYLE NUMBER)

	KA86 89649000
	PowerWelt 6" Waterproof Steel 89649000

COLOR / FIT 5 5.5 6 6 6.5 7 7.5 8 8.5 9 9.5 10 10.5 11 12

\$97.00 \$97.00 \$85.00 \$85.00 \$85.00 \$85.00 \$85.00 \$85.00 \$85.00 \$85.00 \$85.00 \$85.00 \$97.00 \$97.00 \$97.00

Save Cart

Your cart will be moved to Saved Cart List.

Name*

Description*

Maximum 255 characters

<#> items | \$<###.##>

DELIVERY	TOTAL
SHIP	\$7,053.00
PICKUP Store name	\$7,053.00

[Show future availability](#)

Quick Add



- B2B users are more likely to remember SKU or Product ID
- B2B users use Excel/CSV files to track products

Provide a way for buyers to quickly add items to the cart, either by typing SKUs or importing a CSV file

Quick Add UI



b2b accelerator SIGN IN/REGISTER

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(5 ITEMS) **\$532.00**

POWER DRILLS ANGLE GRINDERS SCREWDRIVERS SANDERS MEASURING & LAYOUT TOOLS HAND TOOLS SAFETY

BREADCRUMB / BREADCRUMB / BREADCRUMB Help

Cart (# Saved)

<#> items | \$<###.##>

QUICK ADD

BY SKU OR PRODUCT ID

SAVED CART

IMPORT CSV FILE

CONTINUE SHOPPING

CHECKOUT

SAVE FOR LATER | EXPORT .CSV

(NUMBER)	AVAILABILITY	PRICE	QTY	DELIVERY	TOTAL
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	In Stock	\$97.00	<input type="text" value="20"/>	SHIP	\$7,053.00
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	PowerWelt 6" Waterproof Steel Toe 89649000	In Stock	\$97.00	<input type="text" value="20"/>	PICKUP Store name	\$7,053.00
--	--	----------	---------	---------------------------------	----------------------	------------

Show future availability

COLOR / FIT	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	12
	\$97.00	\$97.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00	\$97.00	\$97.00	\$97.00
	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
	150	75	402	510	150	75	402	510	150	75	402	510	150	150
Brown M						\$85.00	\$85.00	\$85.00						



Coupon Redemption UI



		PowerWelt 6" Waterproof Steel Toe 89649000 <promo message>	In Stock	\$97.00	20	SHIP	\$7,053.00	
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SAVE FOR LATER | EXPORT .CSV

COUPON CODE

Subtotal	\$<###.##>
Shipping	\$<###.##>
You qualified for Free Shipping	-<###.##>
Sales Tax	\$<###.##>
Order Discount	-<###.##>
ORDER TOTAL	\$<###.##>

CONTINUE SHOPPING

CHECKOUT

<About commerce accelerator>

<FAQ link>

<Page link>

<About company link>

<Contact us link>

<Page link>

<Agile commerce blog link>

<Some social mission link>

<Page link>



Language

Currency



(v) hybris b2c commerce

☰ 🔍 📍 Order Form Icon ## 🛒

<BREADCRUMB> / <BREADCRUMB> ⓘ

<page level notification>

Cart (# Saved)

Total (<#> items): <\$total>

Checkout

Continue Shopping

Quick Add Options ▼

Save for Later **1**

Export to .CSV **7**



<item name this line can span several lines when in mobile>
<style ID>
<promo message>



Item Price: <\$price>-<\$price>
Qty: <qty> <\$subtotal>



Ship



<item name - this line can span several lines when in mobile>
<item SKU>
<promo message>
<availability>
Price: <\$item price>



Qty: <\$item total>



Ship



<item name - this line can span several lines when in mobile>
<item SKU>
<promo message>
<availability>
Price: <\$item price>



Qty: <\$item total>

Coupon Code

<COUPON CODE>

Remove

<COUPON CODE>

Remove

Received Promotions

Estimated Subtotal: <#####.##>

Estimated Shipping: <#####.##>

You qualified for Free Shipping: <-\$#####.##>

Estimated Sales Tax: <#####.##>

Order Discount: <-\$#####.##>

Estimated Order Total: <#####.##>

Save for Later ³

Export to .CSV ⁴

Checkout

- Both the B2B buyer and the B2C consumer want an E-commerce experience that looks and feels easy
- Empower users to have the option to save cart for later
- Give consumers more options to quickly add to cart and check out
- Provide optimized usability on mobile



THANK YOU