

Task Analysis & Storyboards

Meijer.com

<http://www.meijer.com/>

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Executive Summary

Task analyses were conducted for the Meijer.com website. For these analyses, various transactional processes on the website were deconstructed to identify areas where streamlining and optimization could occur. Storyboards were also created to accompany the reconstructed processes, showing the various steps that have been modified as users move through the redesigned tasks.

The improvements in the transactional tasks included:

- **Reducing the steps involved in creating an account.** The number of steps required was reduced and the entire process is now contained on a single page.
- **Streamlining the checkout process.** A redundant page showing the products in the cart is removed and a “sliding door” approach is used to load each step rather than a loading graphic.
- **Making the “Contact Us” form more user-friendly.** This was accomplished by redesigning the user interface of the form and by having the site auto-populate fields based on data entered earlier in the process.
- **Reducing the size and repetitiveness of the product review form.** Multiple field redundancies were eliminated making a more streamlined form that is short and to the point. The new form focuses more on the actual review written by the user rather than suggested tags for pros and cons.
- **Rearranging the contents of the alerts sign up page.** The previous form contained most of the page content in an awkward two-by-two grid. The redesigned form presents the various alerts in a linear fashion while maintaining the brevity of the page.
- **Making the Vitamin Finder form consistent with the surrounding site’s style.** The Vitamin Finder is now displayed within the established content area of the page rather than in a pop-up box.

Outside of the processes themselves, additional modifications to the site which are designed to support the processes are also presented in their respective sections.

Processes

Create an Account: Task Analysis

Current Path:

1. Navigate to the "Create an Account" page.
2. Choose a radio button based on whether or not a Meijer 1 Card is possessed.
 - 2.A. If the "Yes, I have a Meijer 1 Card. Use my information below to create my account." is selected, enter the Meijer 1 Card number in the "Meijer 1 Card Number" field.
 - 2.B. If the "Yes, I have a Meijer 1 Card. Use my information below to create my account." is selected, enter birth month in the first "Birthday" field.
 - 2.C. If the "Yes, I have a Meijer 1 Card. Use my information below to create my account." is selected, enter birth date in the second "Birthday" field.
 - 2.D. If the "Yes, I have a Meijer 1 Card. Use my information below to create my account." is selected, enter birth year in the third "Birthday" field.
- Note: If the "Yes, I have a Meijer 1 Card. Use my information below to create my account." is selected, some fields on the second page of the "Create an Account" process will be pre-populated after the next step.
3. Click the "Continue" button.
4. View the second page in the "Create an Account" process.
5. Choose a radio button in the "Salutation" section.
6. Enter first name in the "First Name" field.
7. [Optional] Enter middle initial in the "M.I." field.
8. Enter last name in the "Last Name" field.
9. [Optional] Enter suffix in the "Suffix" field.
10. Enter birth month in the first "Birthday" field.
11. Enter birth date in the second "Birthday" field.
12. Enter birth year in the third "Birthday" field.
13. Enter first line of street address in the "Address 1" field.
14. [Optional] Enter second line of street address in the "Address 2/APT#/SUITE#" field.
15. Enter city in the "City" field.
16. Select a state from the "State" dropdown menu.
17. Enter zip code in the "Zip Code" field.
18. Click the "Find Nearby Stores" button (it is not immediately apparent that this button must be clicked, but whether or not a zip code provided, the button has to be clicked for the "Store" dropdown menu to be populated with the "Meijer.com" option at the minimum).
19. Select a store from the "My Meijer Store" field.
20. Enter home phone number in the "Home Phone" field.
21. [Optional] Enter work phone number in the "Work Phone" field.
22. [Optional] Enter cell phone number in the "Cell Phone" field.
23. Choose a radio button in the "Gender" section.
24. [Optional] If a Meijer employee:
 - 24.A. Click on the "enter your Appreciation Card number here" link.
 - 24.B. Enter the 12-digit number from the Team Member Appreciation Card in the "Team Member Number" field.
25. Enter email address in the "Email Address" field.
26. Enter desired password in the "Password" field.
27. Enter same password in the "Re-enter Password" field.

28. Check/Uncheck the box next to “My Meijer News” to sign up for a twice weekly email.
29. Check/Uncheck the box next to “Anytime Deal Alerts” to sign up for alert emails.
30. Check/Uncheck the box next to “The Big Steal” to sign up for daily emails.
31. Click the “Submit” button.
32. View the “Your Account” page.

Redesigned Path:

1. Navigate to the “Create an Account” page.
2. Choose a radio button based on whether or not a Meijer 1 Card is possessed.
 - 2.A. If the “Yes, I have a Meijer 1 Card. Use my information below to create my account.” is selected, enter the Meijer 1 Card number in the “Meijer 1 Card Number” field.
 - 2.B. If the “Yes, I have a Meijer 1 Card. Use my information below to create my account.” is selected, enter birthday into the “Birthday” field.
 - 2.C. If the “Yes, I have a Meijer 1 Card. Use my information below to create my account.” is selected, click the “Continue” button.

Note: If the “Yes, I have a Meijer 1 Card. Use my information below to create my account.” is selected, some of the remaining fields on of the process will be populated after the “Continue” button is clicked.
3. Choose a radio button in the “Salutation” section.
4. Enter first name in the “First Name” field.
5. [Optional] Enter middle initial in the “M.I.” field.
6. Enter last name in the “Last Name” field.
7. [Optional] Enter suffix in the “Suffix” field.
8. Enter birth month in the first “Birthday” field.
9. Enter birth date in the second “Birthday” field.
10. Enter birth year in the third “Birthday” field.
11. Enter first line of street address in the “Address 1” field.
12. [Optional] Enter second line of street address in the “Address 2” field.
13. Enter city in the “City” field.
14. Select a state from the “State” dropdown menu.
15. Enter zip code in the “Zip Code” field.
16. Enter home phone number in the “Home Phone” field.
17. [Optional] Enter work phone number in the “Work Phone” field.
18. [Optional] Enter cell phone number in the “Cell Phone” field.
19. Choose a radio button in the “Gender” section.
20. [Optional] If a Meijer employee:
 - 20.A. Click on the “enter your Appreciation Card number here” link.
 - 20.B. Enter the 12-digit number from the Team Member Appreciation Card in the “Team Member Number” field.
21. Enter email address in the “Email Address” field.
22. Enter desired password in the “Password” field.
23. Enter same password in the “Re-enter Password” field.
24. Check/Uncheck the box next to “My Meijer News” to sign up for a twice weekly email.
25. Check/Uncheck the box next to “Anytime Deal Alerts” to sign up for alert emails.
26. Check/Uncheck the box next to “The Big Steal” to sign up for daily emails.
27. Select a store from the “My Meijer Store” field.
28. Click the “Submit” button.
29. View the “Your Account” page.

Create an Account: Interface Changes


- Enlarged “Welcome! Sign in or create an account for exclusive savings.” at the top of all pages to make them stand out amongst the surrounding navigation.
- Made the “Create an Account” header bigger and bolder.
- Eliminated the first page in the “Create an Account” process by including the Meijer 1 Card question at the beginning of the form.
- Changed the Meijer 1 Card-related options to be “I Don’t Have a Meijer 1 Card.” and “I Have a Meijer 1 Card. Load my stored information into the form.” The latter option includes the current fields to enter the Meijer 1 Card number and card carrier’s birthday as well as a “Continue” button which will access the user’s information tied to the Meijer 1 Card and populate appropriate fields on the “Create an Account” form.
- Modified the form from a one-column to a two-column format to shorten the length of the page.
- Grouped the fields titled “Salutation” through “Zip Code” into a group labeled “Contact Information”.
- Relabeled the name and address form fields for greater consistency, both within the form and across the site.
- Added “Meijer.com” as a pre-populated option in the “Store” dropdown menu.
- Removed the “Find Nearby Stores” button. The “My Meijer Store” dropdown menu will now auto-populate when selected if a zip code has been provided.
- Moved the “My Meijer Store” dropdown to the “Meijer Communications” section as this is a more logical grouping of items.

Create an Account: Home Page

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX	
LOGO	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.		
ALL DEPARTMENTS	SEARCH <input style="width: 150px;" type="text"/>		View Cart/Checkout	▼ # items \$# ##	
The Holiday Shop Baby & Toddler Clothing & Accessories Craft & Art Supplies Electronics & Computer Furniture & Home Garden & Outdoor Gift Cards Grocery Health & Beauty Home Improvement Jewelry & Watches Kitchen & Dining Pet Supplies Sporting Goods Team Fan Shop Toys, Games & Bikes Video Games Online Sale	<h2 style="margin: 0;">Main Product Feature</h2>				
<h3 style="margin: 0;">Big Steal Feature</h3>	<h3 style="margin: 0;">Product Sub-Feature</h3>	<h3 style="margin: 0;">Product Sub-Feature</h3>	<h3 style="margin: 0;">Product Sub-Feature</h3>	<h3 style="margin: 0;">Product Sub-Feature</h3>	
Free Return Shipping Image	Help Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map	About Meijer Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors	Get More Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise	Do More Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy	Get Connected <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
Seal	Seal	Seal	Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from instore pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our FAQ and Terms and Conditions of Use for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.		Secure Site Image

Create an Account: Main Page (Step 1)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX
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[Help](#)
[Order Status](#)
[Your Account](#)

[Pharmacy Photo](#)
[Wish List](#)
[More...](#)

Welcome! [Sign in](#) or [create an account](#) for exclusive savings.

ALL DEPARTMENTS

▼ # items
\$\$\$ ##

Create an Account

Want the full Meijer.com experience? Sign up for full profile! A full profile allows you to have complete control over your Meijer.com preferences, an address book to make ordering simple, a wish list and more! Fill in the fields below to get all these great benefits.

Please enter your Meijer 1 CardSM number and we'll automatically use your existing information.

I don't have a Meijer 1 Card.

Yes, I have a Meijer 1 Card. Use my information below to create my account.

Meijer 1 Card Number: *Required Fields

Birthday:

[Why Do You Ask?](#)

Contact Information

*Salutation: Mr. Ms. Mrs.

*Name:

*Birthday:

*Address 1:

*Address 2:

*City/State/Zip:

*Home Phone:

Work Phone:

Cell Phone:

*Gender: Male Female

Meijer Team Members [enter your Appreciation Card number here.](#)

Meijer Communications

I would like to receive the following communications from Meijer:

My Meijer News: Twice weekly email featuring an exclusive preview of our store ads, information about in store savings and events, and our best online-exclusive offers. We'll also keep you in the know about special sales throughout the year.

Anytime Deal Alerts: Get alerts of our best deals anytime. Occasionally, you'll get deals earlier or not announced in other alerts.

The Big Steal: Daily email announcing our Big Steal. Offers are exclusively online and quantities are limited. Only subscribers will get these alerts.

My Meijer Store:

Signing up for our emails? Make sure you select your local Meijer store. If you only want to see online offers, select Meijer.com.

Sign-In Information

*Email Address:

*Password:

*Re-enter Password:

<div style="border: 1px solid black; padding: 5px; text-align: center;"> Free Return Shipping Image </div>	<p>Help</p> <ul style="list-style-type: none"> Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map 	<p>About Meijer</p> <ul style="list-style-type: none"> Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors 	<p>Get More</p> <ul style="list-style-type: none"> Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise 	<p>Do More</p> <ul style="list-style-type: none"> Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy 	<p>Get Connected</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
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Seal

Seal

Seal

Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from instore pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our [FAQ](#) and [Terms and Conditions of Use](#) for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.

[Secure Site Image](#)

Purchase Process: Task Analysis

There are currently 2 paths users can take to create an account. Each path is based on whether or not the user has a Meijer.com account.

Current Path 1: “Express” Checkout

1. Navigate to the product page in question.
2. If applicable, select the desired size in the dropdown menu.
3. If desired, change the value in the “Quantity” field.
4. Click the “Add to Cart” button.
5. View the cart popup box.
6. [Optional] If desired, enter zip code in the “Zip Code” field to have shipping costs calculated.
7. Click the “View Cart & Checkout” button.
8. View the “Shopping Cart” page.
9. Review contents of shopping cart.
10. [Optional] If desired, enter zip code in the “Zip Code” field to have shipping costs and sales tax calculated.
11. Click the “Checkout Now” button.
12. View the “Login Page” page.
13. Click the “Continue” button in the “I Don't Have an Account” section.
14. View the “Express Checkout” Page.
15. Shipping Destination:
 - 15.A. Enter first name in the first “Name” field.
 - 15.B. Enter last name in the second “Name” field.
 - 15.C. Enter first line of street address in the “Address” field.
 - 15.D. [Optional] Enter second line of street address in the “Address (continued)” field.
 - 15.E. Enter city in the “City” field.
 - 15.F. Select a state from the “State” dropdown menu.
 - 15.G. Enter zip code in the “Zip” field.
 - 15.H. Enter phone number in the “Phone Number” field.
 - 15.I. [Optional] Check/Uncheck the box next to “This is also my billing address”. (Note: If the “This is also my billing address” is selected, some fields in the “Billing & Payment” process will be pre-populated upon arrival at that section.)
 - 15.J. Choose a radio button in the “Delivery Method” section.
 - 15.K. [Optional] Enter a gift message in the “Gift Message” text box.
 - 15.L. Click the “Save & Continue” button.
 - 15.M. View the page loading graphic (“Do not refresh this page or click the back button”)
16. Items & Delivery
 - 16.A. Review contents of shopping cart.
 - 16.B. Choose a shipping type from the dropdown menu.
 - 16.C. Click the “Save & Continue” button.
 - 16.D. View the page loading graphic (“Do not refresh this page or click the back button”).
17. Billing & Payment:
 - 17.A. [Optional] Check/Uncheck the box next to “Same as shipping address”. (Note: If the “Same as shipping address” is selected, some fields in this section will be populated with data entered in the previous section.)

- 17.B. Enter or verify email address in the "Email Address" field.
- 17.C. Enter or verify first name in the first "Name" field.
- 17.D. Enter or verify last name in the second "Name" field.
- 17.E. Enter or verify first line of street address in the "Address" field.
- 17.F. [Optional] Enter or verify second line of street address in the "Address (continued)" field.
- 17.G. Enter city in the "City" field.
- 17.H. Select a state from the "State" dropdown menu.
- 17.I. Enter zip code in the "Zip" field.
- 17.J. Enter phone number in the "Phone Number" field.
- 17.K. [Optional] Promotion Code
 - 17.K.1. Enter promotion code in the field in the "Promotion Code" section.
 - 17.K.2. Click the "Apply Code" button.
- 17.L. [Optional] Gift Card
 - 17.L.1. If the user is paying with a Meijer Gift Card or e-Gift Card, click the "I want to use a Meijer Gift Card or e-Gift Card." link.
 - 17.L.2. View the "Meijer Gift Card or e-Gift Card" popup box.
 - 17.L.3. Enter gift card number in the "Gift Card Number" field.
 - 17.L.4. Enter PIN number in the "PIN Number" field.
 - 17.L.5. Click the "Apply Gift Card" button.
- 17.M. [Optional] Credit Card
 - 17.M.1. Enter name in the "Name on Card" field.
 - 17.M.2. Enter credit card number in the "Card Number" field.
 - 17.M.3. Select a month from the first "Expiration Date" field.
 - 17.M.4. Select a year from the second "Expiration Date" field.
 - 17.M.5. Enter CVV number in the "Security Code" field.
- 17.N. Click the "Save & Continue" button.
- 17.O. View the page loading graphic ("Do not refresh this page or click the back button").
- 18. Order Review
 - 18.A. Review contents of shopping cart.
 - 18.B. Click the "Place Order" button.
- 19. View the "Order Confirmation" page.

Redesigned Path 1: "Express" Checkout

- 1. Navigate to the product page in question.
- 2. If applicable, select the desired size in the dropdown menu.
- 3. If desired, change the value in the "Quantity" field.
- 4. Click the "Add to Cart" button.
- 5. View the cart popup box.
- 6. [Optional] If desired, enter zip code in the "Zip Code" field to have shipping costs calculated.
- 7. Click the "View Cart & Checkout" button.
- 8. View the "Shopping Cart" page.
- 9. Review contents of shopping cart.
- 10. [Optional] If desired, enter zip code in the "Enter your zip code to estimate tax and shipping" field to have shipping costs and sales tax calculated.
- 11. Click the "Checkout Now" button.
- 12. View the "Login Page" page.
- 13. Click the "Continue" button in the "I Don't Have an Account" section.
- 14. View the "Express Checkout" Page.

15. Shipping Destination:
 - 15.A. Enter first name in the first "Name" field.
 - 15.B. Enter last name in the second "Name" field.
 - 15.C. Enter first line of street address in the "Address 1" field.
 - 15.D. [Optional] Enter second line of street address in the "Address 2" field.
 - 15.E. Enter city in the "City" field.
 - 15.F. Select a state from the "State" dropdown menu.
 - 15.G. Enter zip code in the "Zip" field.
 - 15.H. Enter phone number in the "Phone Number" field.
 - 15.I. [Optional] Check/Uncheck the box next to "This is also my billing address".
(Note: If the "This is also my billing address" is selected, some fields in the "Billing & Payment" process will be pre-populated upon arrival at that section.)
 - 15.J. Choose a radio button in the "Delivery Method" section.
 - 15.K. [Optional] Enter a gift message in the "Gift Message" text box.
 - 15.L. Click the "Save & Continue" button.
 - 15.M. View the page as the "Shipping Destination" box collapses and the "Billing & Payment" box opens.
16. Billing & Payment:
 - 16.A. [Optional] Check/Uncheck the box next to "Same as shipping address".
(Note: If the "Same as shipping address" is selected, some fields in this section will be populated with data entered in the previous section.)
 - 16.B. Enter or verify email address in the "Email Address" field.
 - 16.C. Enter or verify first name in the first "Name" field.
 - 16.D. Enter or verify last name in the second "Name" field.
 - 16.E. Enter or verify first line of street address in the "Address 1" field.
 - 16.F. [Optional] Enter or verify second line of street address in the "Address 2" field.
 - 16.G. Enter or verify city in the "City" field.
 - 16.H. Select a state from the "State" dropdown menu.
 - 16.I. Enter or verify zip code in the "Zip" field.
 - 16.J. Enter phone number in the "Phone Number" field.
 - 16.K. [Optional] Promotion Code
 - 16.K.1. Enter promotion code in the field in the "Promotion Code" section.
 - 16.K.2. Click the "Apply Code" button.
 - 16.L. [Optional] Gift Card
 - 16.L.1. If the user is paying with a Meijer Gift Card or e-Gift Card, click the "I want to use a Meijer Gift Card or e-Gift Card." link.
 - 16.L.2. View the "Meijer Gift Card or e-Gift Card" popup box.
 - 16.L.3. Enter gift card number in the "Gift Card Number" field.
 - 16.L.4. Enter PIN number in the "PIN Number" field.
 - 16.L.5. Click the "Apply Gift Card" button.
 - 16.M. [Optional] Credit Card
 - 16.M.1. Enter name in the "Name on Card" field.
 - 16.M.2. Enter credit card number in the "Card Number" field.
 - 16.M.3. Select a month from the first "Expiration Date" field.
 - 16.M.4. Select a year from the second "Expiration Date" field.
 - 16.M.5. Enter CVV number in the "Security Code" field.
 - 16.N. Click the "Save & Continue" button.
 - 16.O. View the page as the "Billing & Payment" box collapses and the "Order Review" box opens.

17. Order Review
 - 17.A. Review contents of shopping cart.
 - 17.B. Click the “Place Order” button.
18. View the “Order Confirmation” page.

Current Path 2: Have Meijer.com Account

1. Navigate to the product page in question.
2. If applicable, select the desired size in the dropdown menu.
3. If desired, change the value in the “Quantity” field.
4. Click the “Add to Cart” button.
5. View the cart popup box.
6. [Optional] If desired, enter zip code in the “Zip Code” field to have shipping costs calculated.
7. Click the “View Cart & Checkout” button.
8. View the “Shopping Cart” page.
9. Review contents of shopping cart.
10. [Optional] If desired, enter zip code in the “Zip Code” field to have shipping costs and sales tax calculated.
11. Click the “Checkout Now” button.
12. View the “Login Page” page.
13. Login to Account:
 - 13.A. Enter email in the “Email Address” field.
 - 13.B. Enter password in the “Password” field.
 - 13.C. Click the “Sign In” button.
14. View the “Checkout” Page.
15. Shipping Destination:
 - 15.A. Previous Shipping Address Present:
 - 15.A.1. If the desired shipping address is present, choose the appropriate radio button.
 - 15.A.2. If the desired shipping address is not present, click the “add a new shipping address here” link.
 - 15.B. Enter first name in the “First Name” field.
 - 15.C. Enter last name in the “Last Name” field.
 - 15.D. Enter first line of street address in the “Address” field.
 - 15.E. [Optional] Enter second line of street address in the “Address (continued)” field.
 - 15.F. Enter city in the “City” field.
 - 15.G. Select a state from the “State” dropdown menu.
 - 15.H. Enter zip code in the “Zip” field.
 - 15.I. Enter phone number in the “Phone Number” field.
 - 15.J. Click the “Save & Continue” button.
 - 15.K. View the page loading graphic (“Do not refresh this page or click the back button”).
16. Items & Delivery
 - 16.A. Review contents of shopping cart.
 - 16.B. Choose a shipping type from the dropdown menu.
 - 16.C. Click the “Save & Continue” button.
 - 16.D. View the page loading graphic (“Do not refresh this page or click the back button”).
17. Billing & Payment

- 17.A. Enter or verify email address in the "Email Address" field.
- 17.B. Enter or verify first name in the first "Name" field.
- 17.C. Enter or verify last name in the second "Name" field.
- 17.D. Enter or verify first line of street address in the "Address" field.
- 17.E. [Optional] Enter or verify second line of street address in the "Address (continued)" field.
- 17.F. Enter or verify city in the "City" field.
- 17.G. Select a state from the "State" dropdown menu.
- 17.H. Enter or verify zip code in the "Zip" field.
- 17.I. Enter or verify phone number in the "Phone Number" field.
- 17.J. Check/Uncheck the box next to "Update billing Address changes to my profile" as desired.
- 17.K. [Optional] Promotion Code
 - 17.K.1. Enter promotion code in the field in the "Promotion Code" section.
 - 17.K.2. Click the "Apply Code" button.
- 17.L. [Optional] Gift Card
 - 17.L.1. If the user is paying with a Meijer Gift Card or e-Gift Card, click the "I want to use a Meijer Gift Card or e-Gift Card." link.
 - 17.L.2. View the "Meijer Gift Card or e-Gift Card" popup box.
 - 17.L.3. Enter gift card number in the "Gift Card Number" field.
 - 17.L.4. Enter PIN number in the "PIN Number" field.
 - 17.L.5. Click the "Apply Gift Card" button.
- 17.M. [Optional] Credit Card
 - 17.M.1. Enter or verify name in the "Name on Card" field.
 - 17.M.2. Enter credit card number in the "Card Number" field.
 - 17.M.3. Select a month from the first "Expiration Date" field.
 - 17.M.4. Select a year from the second "Expiration Date" field.
 - 17.M.5. Enter CVV number in the "Security Code" field.
- 17.N. Click the "Save & Continue" button.
- 17.O. View the page loading graphic ("Do not refresh this page or click the back button").
- 18. Order Review
 - 18.A. Review contents of shopping cart.
 - 18.B. Click the "Place Order" button.
- 19. View the "Order Confirmation" page.

Redesigned Path 2: Have Meijer.com Account

- 1. Navigate to the product page in question.
- 2. If applicable, select the desired size in the dropdown menu.
- 3. If desired, change the value in the "Quantity" field.
- 4. Click the "Add to Cart" button.
- 5. View the cart popup box.
- 6. [Optional] If desired, enter zip code in the "Zip Code" field to have shipping costs calculated.
- 7. Click the "View Cart & Checkout" button.
- 8. View the "Shopping Cart" page.
- 9. Review contents of shopping cart.
- 10. [Optional] If desired, enter zip code in the "Zip Code" field to have shipping costs and sales tax calculated.
- 11. Click the "Checkout Now" button.
- 12. View the "Login Page" page.

13. Login to Account:
 - 13.A. Enter email in the "Email Address" field.
 - 13.B. Enter password in the "Password" field.
 - 13.C. Click the "Sign In" button.
14. View the "Checkout" Page.
15. Shipping Destination:
 - 15.A. Verify first name in the first "Name" field.
 - 15.B. Verify last name in the second "Name" field.
 - 15.C. Verify first line of street address in the "Address 1" field.
 - 15.D. [Optional] Verify second line of street address in the "Address 2" field.
 - 15.E. Verify city in the "City" field.
 - 15.F. Verify state in the "State" dropdown menu.
 - 15.G. Verify zip code in the "Zip" field.
 - 15.H. Verify phone number in the "Phone Number" field.
 - 15.I. [Optional] Check/Uncheck the box next to "This is also my billing address".
(Note: If the "This is also my billing address" is selected, some fields in the "Billing & Payment" process will be pre-populated upon arrival at that section.)
 - 15.J. Choose a radio button in the "Delivery Method" section.
 - 15.K. [Optional] Enter a gift message in the "Gift Message" text box.
 - 15.L. Click the "Save & Continue" button.
 - 15.M. View the page as the "Shipping Destination" box collapses and the "Billing & Payment" box opens.
16. Billing & Payment:
 - 16.A. [Optional] Check/Uncheck the box next to "Same as shipping address".
(Note: If the "Same as shipping address" is selected, some fields in this section will be populated with data entered in the previous section.)
 - 16.B. Verify email address in the "Email Address" field.
 - 16.C. Verify first name in the first "Name" field.
 - 16.D. Verify last name in the second "Name" field.
 - 16.E. Verify first line of street address in the "Address 1" field.
 - 16.F. [Optional] Verify second line of street address in the "Address 2" field.
 - 16.G. Verify city in the "City" field.
 - 16.H. Verify state in the "State" dropdown menu.
 - 16.I. Verify code in the "Zip" field.
 - 16.J. Verify phone number in the "Phone Number" field.
 - 16.K. [Optional] Promotion Code
 - 16.K.1. Enter promotion code in the field in the "Promotion Code" section.
 - 16.K.2. Click the "Apply Code" button.
 - 16.L. [Optional] Gift Card
 - 16.L.1. If the user is paying with a Meijer Gift Card or e-Gift Card, click the "I want to use a Meijer Gift Card or e-Gift Card." link.
 - 16.L.2. View the "Meijer Gift Card or e-Gift Card" popup box.
 - 16.L.3. Enter gift card number in the "Gift Card Number" field.
 - 16.L.4. Enter PIN number in the "PIN Number" field.
 - 16.L.5. Click the "Apply Gift Card" button.
 - 16.M. [Optional] Credit Card
 - 16.M.1. Enter name in the "Name on Card" field.
 - 16.M.2. Enter credit card number in the "Card Number" field.
 - 16.M.3. Select a month from the first "Expiration Date" field.
 - 16.M.4. Select a year from the second "Expiration Date" field.


- 16.M.5. Enter CVV number in the “Security Code” field.
- 16.N. Click the “Save & Continue” button.
- 16.O. View the page as the “Billing & Payment” box collapses and the “Order Review” box opens.
- 17. Order Review
 - 17.A. Review contents of shopping cart.
 - 17.B. Click the “Place Order” button.
- 18. View the “Order Confirmation” page.

Purchase Process: Interface Changes

- Reduced whitespace between header and content areas on the Shopping Cart page.
- Relocated the box where users can enter their zip code to estimate shipping and taxes on the shopping cart page so that it is not located after the total price.
- Redesigned the checkout process for logged in users to be identical to that of the Express Checkout process, with the added benefit of data fields being pre-populated with the user's information.
- Relabeled the address form fields for greater consistency, both within the form and across the site.
- Relocated the links at the top of the Express Checkout page to the right-hand column to preserve header consistency across the site.
- Numbered the main checkout steps to provide the user with an indication of where they are in the checkout process.
- Eliminated the "Items & Delivery" step of the checkout process as it is redundant at that point in the process.
- Changed the "Save & Continue" buttons to a white text/blue background style for greater consistency across the site.

Purchase Process: Shopping Cart (Step 8)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX
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[Help](#)
[Order Status](#)
[Your Account](#)

[Pharmacy](#)
[Photo](#)
[Wish List](#)
[More...](#)

Welcome! [Sign in](#) or [create an account](#) for exclusive savings.

ALL DEPARTMENTS |
 |
 |
 ▼ # items |
 \$# ##

Shopping Cart
Items will remain in Shopping Cart for **30 days**
To update item quantity, click the "Update Total" button at the bottom of the page. Your totals will then be recalculated.

Item Description	Quantity	Price	Total
<div style="border: 1px solid black; width: 40px; height: 40px; margin-bottom: 5px;"></div> <div style="font-size: x-small;"> Item Description Link UPC # 000000000000 Availability: In stock Edit </div>	<input style="width: 20px;" type="text" value="#"/> <input type="button" value="Remove"/> <input type="button" value="Save to Wish List"/>	Only: \$xx.xx	\$xx.xx

Using a Promotion Code? Please enter it here:

Free Returns Image

Enter your zip code to estimate tax and shipping:

Merchandise Total: \$xx.xx

* Shipping: \$xx.xx

* Tax: \$xx.xx

*** Estimated Total:** \$xx.xx

* Based on standard delivery

Order Worldwide with International Checkout
 Includes shipping to PO Boxes & APD/FFD addresses

Free Return Shipping Image

Help

- [Account Profile](#)
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- [International Shipping](#)
- [Order Status](#)
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- [Returns](#)
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- [mPerks](#)
- [Shopper Panel](#)
- [Upromise](#)

Do More

- [Big Steal](#)
- [Doorstep Grocer](#)
- [Gas Station](#)
- [Gift Cards](#)
- [Healthy Living](#)
- [mPartnerDeals](#)
- [Photo Center](#)
- [Solutions Corner](#)
- [Store Pharmacy](#)

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Purchase Process: Express Checkout – Shipping Destination (Step 15)

SHOP.MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX										
	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.											
ALL DEPARTMENTS	SEARCH <input type="text"/>	<input type="button" value="GO"/>	 View Cart/Checkout	<input type="button" value="## items"/> <input type="button" value="\$# ##"/>										
 Express Checkout Items will remain in Shopping Cart for 30 days														
Shipping Destination (Step 1 of 3)			<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Merchandise Total:</td> <td style="text-align: right; padding: 2px;">\$xx.xx</td> </tr> <tr> <td style="padding: 2px;">* Shipping:</td> <td style="text-align: right; padding: 2px;">\$xx.xx</td> </tr> <tr> <td style="padding: 2px;">* Tax:</td> <td style="text-align: right; padding: 2px;">\$xx.xx</td> </tr> <tr> <td style="padding: 2px;">* Estimated Total:</td> <td style="text-align: right; padding: 2px;">\$xx.xx</td> </tr> <tr> <td colspan="2" style="padding: 2px; font-size: small;">* Based on standard delivery</td> </tr> </table>		Merchandise Total:	\$xx.xx	* Shipping:	\$xx.xx	* Tax:	\$xx.xx	* Estimated Total:	\$xx.xx	* Based on standard delivery	
Merchandise Total:	\$xx.xx													
* Shipping:	\$xx.xx													
* Tax:	\$xx.xx													
* Estimated Total:	\$xx.xx													
* Based on standard delivery														
<p>Please Enter Information Below to Continue * Required Field</p> <p>* Name: <input type="text"/> <input type="text"/></p> <p>* Address 1: <input type="text"/></p> <p>Address 2: <input type="text"/></p> <p style="font-size: small;">Sorry, no PO Boxes or APO/FPO addresses are accepted at this time.</p> <p>* City / State / Zip: <input type="text"/> <input type="text"/> <input type="text"/></p> <p>* Phone Number: <input type="text"/></p> <p><input type="checkbox"/> This is also my billing address</p> <p>Delivery Method:</p> <p><input type="radio"/> Ground (3-7 business days)</p> <p><input type="radio"/> Two Day (3 business days)</p> <p><input type="radio"/> Next Day (2 business days)</p> <p>Gift Message (optional): <input type="text"/></p> <p style="font-size: x-small;">The gift message will appear on the packing slip.</p> <p style="font-size: x-small;">70 characters remaining</p> <p style="text-align: right;"><input type="button" value="Save & Continue"/></p>			<p>Need Help? Call us at 1-877-E-MEIJER (1-877-363-4537)</p> <p>Your Privacy is Protected</p> <p>Your Order is Secure</p> <p>Free Return Shipping</p> <p>When Will I Get My Stuff?</p> <p>Continue Shopping & Saving</p>											
Billing & Payment (Step 2 of 3)														
Order Review (Step 3 of 3)														
Free Return Shipping Image	<p>Help</p> <p>Account Profile</p> <p>Customer Care</p> <p>International Shipping</p> <p>Order Status</p> <p>Privacy & Security</p> <p>Product Recalls</p> <p>Returns</p> <p>Shipping Information</p> <p>Site Map</p>	<p>About Meijer</p> <p>Business to Business</p> <p>Careers</p> <p>Community</p> <p>Newsroom</p> <p>Our Company</p> <p>Real Estate</p> <p>Retirees</p> <p>Store Locator</p> <p>Team Members</p> <p>Vendors</p>	<p>Get More</p> <p>Contests</p> <p>Coupons & Offers</p> <p>Meijer Card Services</p> <p>Meijer Community</p> <p>Rewards</p> <p>mPerks</p> <p>Shopper Panel</p> <p>Upromise</p>	<p>Do More</p> <p>Big Steal</p> <p>Doorstep Grocer</p> <p>Gas Station</p> <p>Gift Cards</p> <p>Healthy Living</p> <p>mPartnerDeals</p> <p>Photo Center</p> <p>Solutions Corner</p> <p>Store Pharmacy</p>	<p>Get Connected</p> <p><input checked="" type="checkbox"/> Email Subscriptions</p> <p><input checked="" type="checkbox"/> Facebook</p> <p><input checked="" type="checkbox"/> RSS Feeds</p> <p><input checked="" type="checkbox"/> Text & Voice Alerts</p> <p><input checked="" type="checkbox"/> Twitter</p> <p><input checked="" type="checkbox"/> YouTube</p>									
Seal	Seal	Seal	Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from instore pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our FAQ and Terms and Conditions of Use for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.		Secure Site Image									

Purchase Process: Express Checkout – Billing & Payment (Step 16)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX
---------------------------------	----------------------------	----------------------------	-----------------------------	--------------------------------

<div style="border: 1px solid black; padding: 5px; display: inline-block; font-size: 24px; font-weight: bold;">LOGO</div>	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.
---	--	---	--

ALL DEPARTMENTS	SEARCH <input style="width: 80%;" type="text"/>	GO	View Cart/Checkout	▼ # items	\$# ##
---------------------------------	---	----	--------------------	-----------	--------

Express Checkout	Items will remain in Shopping Cart for 30 days
-------------------------	--

[Edit](#)

Shipping Destination (Step 1 of 3)

Billing & Payment (Step 2 of 3)

Billing Information Same as shipping address * Required Field

* Email Address:

* Name:

* Address 1:

Address 2:

* City / State / Zip:

* Phone Number:

Promotion Code: Using a promotion code? Please enter it here:
 [Apply Code](#)

Gift Card: I want to use a Meijer Gift Card or e-Gift Card.

Credit Card:

We accept all Meijer credit cards, Visa, MasterCard, American Express, and Discover Networks.

* Name on Card:

* Card Number:

* Expiration Date: Select Month Select Year

* Security Code: [Where do I find my CVV/security code?](#)

[Save & Continue](#)

Order Review (Step 3 of 3)

Merchandise Total: \$xx.xx

* Shipping: \$xx.xx

* Tax: \$xx.xx

*** Estimated Total:** \$xx.xx

* Based on standard delivery

Need Help?
 Call us at 1-877-E-MEIJER
 (1-877-363-4537)

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Image

Purchase Process: Express Checkout – Order Review (Step 17)

SHOP.MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX
---------------------------------	----------------------------	----------------------------	-----------------------------	--------------------------------

LOGO	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.
-------------	--	---	--

ALL DEPARTMENTS	SEARCH <input style="width: 80%;" type="text"/>	GO	View Cart/Checkout	▼ # items \$# ##
---------------------------------	---	----	--------------------	---------------------

<div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> Express Checkout Items will remain in Shopping Cart for 30 days </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> Shipping Destination (Step 1 of 3) Edit </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> Billing & Payment (Step 2 of 3) Edit </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center; margin: 0;">Order Review (Step 3 of 3)</p> <p style="text-align: center; margin: 0; font-size: small;">You're almost done! If everything looks good, click "Place Order".</p> <table style="width:100%; border-collapse: collapse; font-size: small;"> <tr> <td style="width: 60%; border-bottom: 1px solid black;">Item & Delivery</td> <td style="width: 40%; border-bottom: 1px solid black;">Delivery Address:</td> </tr> <tr> <td style="border-bottom: 1px solid black;"> <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Item Description</th> <th style="text-align: left;">Qty</th> <th style="text-align: left;">Price</th> <th style="text-align: left;">Total</th> </tr> </thead> <tbody> <tr> <td style="font-size: x-small;"> Item Description # \$xx.xx \$xx.xx Link UPC # 000000000000 Availability: In stock Edit Remove Save to Wish List </td> <td></td> <td></td> <td></td> </tr> </tbody> </table> </td> <td style="border-bottom: 1px solid black; vertical-align: top;"> First Last Address 1 Address 2 City, MI 00000 (555) 555-555 Edit Add a gift message (optional) </td> </tr> <tr> <td style="border-bottom: 1px solid black;"> Delivery Method: Method (#-# business days) Edit </td> <td></td> </tr> </table> <table style="width:100%; border-collapse: collapse; font-size: small;"> <tr> <td style="width: 40%; border-bottom: 1px solid black;">Billing & Payment</td> <td style="width: 60%; border-bottom: 1px solid black;">Merchandise Total: \$xx.xx</td> </tr> <tr> <td style="border-bottom: 1px solid black;"> Email Address: sample@email.com Edit </td> <td style="border-bottom: 1px solid black;">Shipping: \$xx.xx</td> </tr> <tr> <td style="border-bottom: 1px solid black;"> Billing Address: First Last Address 1 Address 2 City, MI 00000 (555) 555-555 Edit </td> <td style="border-bottom: 1px solid black;">Tax: \$xx.xx</td> </tr> <tr> <td style="border-bottom: 1px solid black;"> Payment Method: Credit Card: Visa ending in ### Edit </td> <td style="border-bottom: 1px solid black;">Order Total: \$xx.xx</td> </tr> </table> <div style="text-align: right; font-size: x-small; margin-top: 5px;"> Your order will not be processed until you click here: <div style="border: 1px solid black; padding: 2px 10px; display: inline-block; margin-top: 5px;">Place Order</div> </div> </div>	Item & Delivery	Delivery Address:	<table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Item Description</th> <th style="text-align: left;">Qty</th> <th style="text-align: left;">Price</th> <th style="text-align: left;">Total</th> </tr> </thead> <tbody> <tr> <td style="font-size: x-small;"> Item Description # \$xx.xx \$xx.xx Link UPC # 000000000000 Availability: In stock Edit Remove Save to Wish List </td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Item Description	Qty	Price	Total	Item Description # \$xx.xx \$xx.xx Link UPC # 000000000000 Availability: In stock Edit Remove Save to Wish List				First Last Address 1 Address 2 City, MI 00000 (555) 555-555 Edit Add a gift message (optional)	Delivery Method: Method (#-# business days) Edit		Billing & Payment	Merchandise Total: \$xx.xx	Email Address: sample@email.com Edit	Shipping: \$xx.xx	Billing Address: First Last Address 1 Address 2 City, MI 00000 (555) 555-555 Edit	Tax: \$xx.xx	Payment Method: Credit Card: Visa ending in ### Edit	Order Total: \$xx.xx
Item & Delivery	Delivery Address:																					
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Item Description	Qty	Price	Total																			
Item Description # \$xx.xx \$xx.xx Link UPC # 000000000000 Availability: In stock Edit Remove Save to Wish List																						
Delivery Method: Method (#-# business days) Edit																						
Billing & Payment	Merchandise Total: \$xx.xx																					
Email Address: sample@email.com Edit	Shipping: \$xx.xx																					
Billing Address: First Last Address 1 Address 2 City, MI 00000 (555) 555-555 Edit	Tax: \$xx.xx																					
Payment Method: Credit Card: Visa ending in ### Edit	Order Total: \$xx.xx																					

 | | | |-----------------------------------|----------------| | Merchandise Total: \$xx.xx | | | Shipping: | \$xx.xx | | Tax: | \$xx.xx | | Order Total: | \$xx.xx | Your order will not be processed until you click here: Place Order **Need Help?** Call us at 1-877-E-MEIJER (1-877-363-4537) [Your Privacy is Protected](#) [Your Order is Secure](#) [Free Return Shipping](#) When Will I Get My Stuff? [Continue Shopping & Saving](#) |

<div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Free Return Shipping Image</div>	Help Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map	About Meijer Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors	Get More Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise	Do More Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy	Get Connected <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
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Seal	Seal	Seal	▶
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Contact Us: Task Analysis

There are currently 4 paths users can take to submit a message to Meijer through the website. Each path is based on the basis or subject matter of the message (i.e. complaint, compliment, inquiry, or other). Elaborations and possible user errors are indicated in parentheses at that step in the task.

Current Path 1: Submit a Complaint

1. Navigate to the "Contact Us" page in the "Customer Care" section of the website.
2. [Optional] Enter first name in the "First Name" field.
3. [Optional] Enter last name in the "Last Name" field.
4. [Optional] Enter first line of street address in the "Street Address 1" field.
5. [Optional] Enter second line of street address in the "Address 2/APT#/SUITE#" field.
6. [Optional] Enter city in the "City" field.
7. [Optional] Select a state from the "State" dropdown menu.
8. [Optional] Enter zip code in the "Zip Code" field.
9. Click the "Find Nearby Stores" button (it is not immediately apparent that this button must be clicked, but whether or not a zip code provided, the button has to be clicked for the "Store" dropdown menu to be populated with the "Meijer.com" option at the minimum).
10. Select a store from the "Store" field.
11. [Optional] Enter phone number in the "Phone Number" field.
12. Enter email address in the "Email Address" field.
13. Select "Complaint" option from the "Type of Comment" dropdown menu.
15. Enter message in the "Your Message" text box.
15. Click the "Submit" button to submit the form.
16. View "Your message has been received" page.

Redesigned Path 1: Submit a Complaint

1. Navigate to the "Contact Us" page in the "Customer Care" section of the website.
2. [Optional] Enter first name in the "First Name" field.
3. [Optional] Enter last name in the "Last Name" field.
4. [Optional] Enter first line of street address in the "Address 1" field.
5. [Optional] Enter second line of street address in the "Address 2" field.
6. [Optional] Enter city in the "City" field.
7. [Optional] Select a state from the "State" dropdown menu.
8. [Optional] Enter zip code in the "Zip Code" field.
9. Enter email address in the "Email Address" field.
10. Select a store from the "Store" field.
11. Select "Complaint" option from the "Type of Comment" dropdown menu.
12. Enter message in the "Your Message" text box.
13. Click the "Submit" button to submit the form.
15. View "Your message has been received" page.

Current Path 2: Submit an Inquiry, view a Frequently Asked Question

1. Navigate to the "Contact Us" page in the "Customer Care" section of the website.
2. [Optional] Enter first name in the "First Name" field.
3. [Optional] Enter last name in the "Last Name" field.
4. [Optional] Enter first line of street address in the "Street Address 1" field.

5. [Optional] Enter second line of street address in the “Address 2/APT#/SUITE#” field.
6. [Optional] Enter city in the “City” field.
7. [Optional] Select a state from the “State” dropdown menu.
8. [Optional] Enter zip code in the “Zip Code” field.
9. Click the “Find Nearby Stores” button (it is not immediately apparent that this button must be clicked, but whether or not a zip code provided, the button has to be clicked for the “Store” dropdown menu to be populated with the “Meijer.com” option at the minimum).
10. Select a store from the “Store” field.
11. [Optional] Enter phone number in the “Phone Number” field.
12. Enter email address in the “Email Address” field.
13. Select “Inquiry” option from the “Type of Comment” dropdown menu.
15. Enter message in the “Your Message” text box.
15. Click the “Submit” button to submit the form.
16. View “Finish submitting your question” popup box (this box has a heading of “We may be able to answer your question!” and can contain some links to frequently asked questions or may display “No matches are found.”).
17. Click link for one of the frequently asked questions
18. View page with frequently asked question.

Redesigned Path 2: Submit an Inquiry, view a Frequently Asked Question

1. Navigate to the “Contact Us” page in the “Customer Care” section of the website.
2. [Optional] Enter first name in the “First Name” field.
3. [Optional] Enter last name in the “Last Name” field.
4. [Optional] Enter first line of street address in the “Address 1” field.
5. [Optional] Enter second line of street address in the “Address 2” field.
6. [Optional] Enter city in the “City” field.
7. [Optional] Select a state from the “State” dropdown menu.
8. [Optional] Enter zip code in the “Zip Code” field.
9. Enter email address in the “Email Address” field.
10. Select a store from the “Store” field.
11. Select “Inquiry” option from the “Type of Comment” dropdown menu.
12. Enter message in the “Your Message” text box.
13. Click the “Submit” button to submit the form.
15. View “Finish submitting your question” popup box (this box has a heading of “We may be able to answer your question!” and can contain some links to frequently asked questions or may display “No matches are found.”).
15. Click link for one of the frequently asked questions
16. View page with frequently asked question.

Current Path 3: Submit an Inquiry

1. Navigate to the “Contact Us” page in the “Customer Care” section of the website.
2. [Optional] Enter first name in the “First Name” field.
3. [Optional] Enter last name in the “Last Name” field.
4. [Optional] Enter first line of street address in the “Street Address 1” field.
5. [Optional] Enter second line of street address in the “Address 2/APT#/SUITE#” field.
6. [Optional] Enter city in the “City” field.
7. [Optional] Select a state from the “State” dropdown menu.
8. [Optional] Enter zip code in the “Zip Code” field.

9. Click the “Find Nearby Stores” button (it is not immediately apparent that this button must be clicked, but whether or not a zip code provided, the button has to be clicked for the “Store” dropdown menu to be populated with the “Meijer.com” option at the minimum).
10. Select a store from the “Store” field.
11. [Optional] Enter phone number in the “Phone Number” field.
12. Enter email address in the “Email Address” field.
13. Select “Inquiry” option from the “Type of Comment” dropdown menu.
15. Enter message in the “Your Message” text box.
15. Click the “Submit” button to submit the form.
16. View “Finish submitting your question” popup box (this box has a heading of “We may be able to answer your question!” and can contain some links to frequently asked questions or may display “No matches are found.”).
17. Click the “Finish Submitting Question” button.

Redesigned Path 3: Submit an Inquiry

1. Navigate to the “Contact Us” page in the “Customer Care” section of the website.
2. [Optional] Enter first name in the “First Name” field.
3. [Optional] Enter last name in the “Last Name” field.
4. [Optional] Enter first line of street address in the “Address 1” field.
5. [Optional] Enter second line of street address in the “Address 2” field.
6. [Optional] Enter city in the “City” field.
7. [Optional] Select a state from the “State” dropdown menu.
8. [Optional] Enter zip code in the “Zip Code” field.
9. Enter email address in the “Email Address” field.
10. Select a store from the “Store” field.
11. Select “Inquiry” option from the “Type of Comment” dropdown menu.
12. Enter message in the “Your Message” text box.
13. Click the “Submit” button to submit the form.
15. View “Finish submitting your question” popup box (this box has a heading of “We may be able to answer your question!” and can contain some links to frequently asked questions or may display “No matches are found.”).
15. Click the “Finish Submitting Question” button.

Current Path 4: Submit a Compliment or “Other”

1. Navigate to the “Contact Us” page in the “Customer Care” section of the website.
2. [Optional] Enter first name in the “First Name” field.
3. [Optional] Enter last name in the “Last Name” field.
4. [Optional] Enter first line of street address in the “Street Address 1” field.
5. [Optional] Enter second line of street address in the “Address 2/APT#/SUITE#” field.
6. [Optional] Enter city in the “City” field.
7. [Optional] Select a state from the “State” dropdown menu.
8. [Optional] Enter zip code in the “Zip Code” field.
9. Click the “Find Nearby Stores” button (it is not immediately apparent that this button must be clicked, but whether or not a zip code provided, the button has to be clicked for the “Store” dropdown menu to be populated with the “Meijer.com” option at the minimum).
10. Select a store from the “Store” field.
11. [Optional] Enter phone number in the “Phone Number” field.
12. Enter email address in the “Email Address” field.

13. Select “Compliment” or “Other” option from the “Type of Comment” dropdown menu.
15. Enter message in the “Your Message” text box.
15. Click the “Submit” button to submit the form.
16. View “Finish submitting your question” popup box (this box has a heading of “We may be able to answer your question!” and can contain some links to frequently asked questions or may display “No matches are found.”) (Note: no question has been submitted.)
17. Click the “Finish Submitting Question” button.

Redesigned Path 4: Submit a Compliment or “Other”

1. Navigate to the “Contact Us” page in the “Customer Care” section of the website.
2. [Optional] Enter first name in the “First Name” field.
3. [Optional] Enter last name in the “Last Name” field.
4. [Optional] Enter first line of street address in the “Address 1” field.
5. [Optional] Enter second line of street address in the “Address 2” field.
6. [Optional] Enter city in the “City” field.
7. [Optional] Select a state from the “State” dropdown menu.
8. [Optional] Enter zip code in the “Zip Code” field.
9. Enter email address in the “Email Address” field.
10. Select a store from the “Store” field.
11. Select “Compliment” or “Other” option from the “Type of Comment” dropdown menu.
12. Enter message in the “Your Message” text box.
13. Click the “Submit” button to submit the form.
15. View “Your message has been received” page.

Contact Us: Interface Changes

- Removed the customer care box located on the left-hand side of the page as it only contained a link to the “Contact Us” form.
- Moved additional contact information to a more visible location, on the right-hand side above the fold.
- Removed the “This is regarding” fragment prior to the form.
- Reordered form fields, grouping user information together followed by information related to the reason for contacting.
- Relabeled the address form fields for greater consistency, both within the form and across the site.
- Removed the phone number field as no indication is given that return contact would be made via phone nor is permission asked granting this.
- Removed the “Find Nearby Stores” button – the “Store” dropdown menu will now auto-populate when selected if a zip code has been provided.
- Added “Meijer.com” as a pre-populated option in the “Store” dropdown menu.
- Reordered the items in the “Type of Comment” dropdown menu.

Contact Us: Main Page (Step 1)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX
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LOGO

[Help](#)
[Order Status](#)
[Your Account](#)

[Pharmacy Photo](#)
[Wish List](#)
[More...](#)

Welcome! [Sign in](#) or [create an account](#) for exclusive savings.

ALL DEPARTMENTS ▾

SEARCH GO

View Cart/Checkout
▼ # items
\$# ##

Homepage ▸ **Customer Care**

Quick Links

Store Locator
Find a Meijer store near you.

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Manage your account and more.

Meijer Credit Cards
Apply for and manage your Meijer credit cards.

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Return an item or see all of your orders at a glance.

Contact Us

You're the most important part of our business and we welcome your comments and questions. Whether you contact us via phone or email, you can count on helpful, friendly service. For the quickest assistance, choose an option that's right for you.

* Required Fields

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip Code:

* Email Address:

* Store: ▾

* Type of Comment:

* Your Message:

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Customer Questions
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Write to us at:
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Grand Rapids, MI 49544-9424

Credit Card Customer Service
Meijer Platinum MasterCard:
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(monthly \$1,000 sweepstakes, PINs and user names).
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Merchandisers
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Free Return Shipping Image	<p>Help</p> Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map	<p>About Meijer</p> Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors	<p>Get More</p> Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise	<p>Do More</p> Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy	<p>Get Connected</p> <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
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Seal

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Seal

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Contact Us: Select a Store with Minimum Information Provided (Step 10)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX
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Welcome! Sign in or create an account for exclusive savings.

Help Order Status Your Account	Pharmacy Photo Wish List More...
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ALL DEPARTMENTS ▾

▼ # items
\$# ##

Homepage ▸ Customer Care

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** Required Fields*

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip Code:

* Email Address:

* Store:

* Type of Comment:

* Your Message:

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(monthly \$1,000 sweepstakes, PINs and user names).
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<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Free Return Shipping Image</div>	<p>Help</p> <p>Account Profile</p> <p>Customer Care</p> <p>International Shipping</p> <p>Order Status</p> <p>Privacy & Security</p> <p>Product Recalls</p> <p>Returns</p> <p>Shipping Information</p> <p>Site Map</p>	<p>About Meijer</p> <p>Business to Business</p> <p>Careers</p> <p>Community</p> <p>Newsroom</p> <p>Our Company</p> <p>Real Estate</p> <p>Retirees</p> <p>Store Locator</p> <p>Team Members</p> <p>Vendors</p>	<p>Get More</p> <p>Contests</p> <p>Coupons & Offers</p> <p>Meijer Card Services</p> <p>Meijer Community</p> <p>Rewards</p> <p>mPerks</p> <p>Shopper Panel</p> <p>Upromise</p>	<p>Do More</p> <p>Big Steal</p> <p>Doorstep Grocer</p> <p>Gas Station</p> <p>Gift Cards</p> <p>Healthy Living</p> <p>mPartnerDeals</p> <p>Photo Center</p> <p>Solutions Corner</p> <p>Store Pharmacy</p>	<p>Get Connected</p> <p><input checked="" type="checkbox"/> Email Subscriptions</p> <p><input checked="" type="checkbox"/> Facebook</p> <p><input checked="" type="checkbox"/> RSS Feeds</p> <p><input checked="" type="checkbox"/> Text & Voice Alerts</p> <p><input checked="" type="checkbox"/> Twitter</p> <p><input checked="" type="checkbox"/> YouTube</p>
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Contact Us: Select a Store with Zip Code Provided (Step 10)

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[Help](#)
[Order Status](#)
[Your Account](#)

[Pharmacy Photo](#)
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[More...](#)

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SEARCH GO

View Cart/Checkout ▼ # items \$# ##

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* Required Fields

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip Code:

* Email Address:

* Store:

* Type of Comment:

* Your Message:

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(monthly \$1,000 sweepstakes, PINs and user names).
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Merchandisers
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<p>Help</p> <p>Account Profile</p> <p>Customer Care</p> <p>International Shipping</p> <p>Order Status</p> <p>Privacy & Security</p> <p>Product Recalls</p> <p>Returns</p> <p>Shipping Information</p> <p>Site Map</p>	<p>About Meijer</p> <p>Business to Business</p> <p>Careers</p> <p>Community</p> <p>Newsroom</p> <p>Our Company</p> <p>Real Estate</p> <p>Retirees</p> <p>Store Locator</p> <p>Team Members</p> <p>Vendors</p>	<p>Get More</p> <p>Contests</p> <p>Coupons & Offers</p> <p>Meijer Card Services</p> <p>Meijer Community</p> <p>Rewards</p> <p>mPerks</p> <p>Shopper Panel</p> <p>Upromise</p>	<p>Do More</p> <p>Big Steal</p> <p>Doorstep Grocer</p> <p>Gas Station</p> <p>Gift Cards</p> <p>Healthy Living</p> <p>mPartnerDeals</p> <p>Photo Center</p> <p>Solutions Corner</p> <p>Store Pharmacy</p>	<p>Get Connected</p> <p><input checked="" type="checkbox"/> Email Subscriptions</p> <p><input checked="" type="checkbox"/> Facebook</p> <p><input checked="" type="checkbox"/> RSS Feeds</p> <p><input checked="" type="checkbox"/> Text & Voice Alerts</p> <p><input checked="" type="checkbox"/> Twitter</p> <p><input checked="" type="checkbox"/> YouTube</p>
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Contact Us: Select Type of Comment (Step 11)

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[Help](#)
[Order Status](#)
[Your Account](#)

[Pharmacy](#)
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SEARCH (GO)

View Cart/Checkout ▼ # items \$# ##

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* Required Fields

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip Code:

* Email Address:

* Store:

* Type of Comment:

* Your Message:

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Seal

Seal

Seal

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Write A Review: Task Analysis

There are currently 2 paths users can take to submit a review for a product. Each path is based on whether or not the user opts to add media (images or video) to the review. Elaborations and possible user errors are indicated in parentheses at that step in the task.

Current Path 1: Submit a Review without Media

1. From a product page, click on the "Write a Review" link.
2. [Optional] Click on "Show examples" to view example headlines.
3. Enter review headline in the "Review Headline" field.
4. Click on the nth star in the "Overall Rating" field to rate the product (i.e. fifth star for a 5-star review).
5. [Optional] Begin entering a positive product aspect in the "Add your own" field of the "Pros" section.
 - 5.A. If the aspect being entered is displayed as a link under "Suggestions", click the link.
 - 5.B. If the aspect being entered is not displayed as a link under "Suggestions", finish typing the aspect and click the "Add" button.
6. [Optional] Check boxes of any preset positive aspects listed under "Click all that apply" in the "Pros" section.
7. [Optional] Begin entering a negative product aspect in the "Add your own" field of the "Cons" section.
 - 7.A. If the aspect being entered is displayed as a link under "Suggestions", click the link.
 - 7.B. If the aspect being entered is not displayed as a link under "Suggestions", finish typing the aspect and click the "Add" button.
8. [Optional] Check boxes of any preset negative aspects listed under "Click all that apply" in the "Cons" section.
9. [Optional] Begin entering a best use for the product in the "Add your own" field of the "Best Uses" section.
 - 9.A. If the use being entered is displayed as a link under "Suggestions", click the link.
 - 9.B. If the use being entered is not displayed as a link under "Suggestions", finish typing the use and click the "Add" button.
10. [Optional] Check boxes of any preset uses listed under "Click all that apply" in the "Best Uses" section.
11. [Optional] Choose a radio button in the "Describe Yourself" section.
12. [Optional] Choose a radio button in the "Was this a gift?" section, if applicable.
13. Enter product review in the "Comments" text box.
15. Choose a radio button regarding whether or not the product is being recommended in the "Bottom Line" section.
15. Enter nickname in the "Nickname" field.
16. Enter location in the "Your location" field.
17. Click the "Preview" button to submit the form.
18. View the "Please review your submission" page.
19. Review the details submitted. If changes are necessary, click the "Edit Review" button and return to step number 2 and modify entries as desired.
20. Check the box next to "I agree with the usage agreement".
21. Check the box next to "I am age 13 or older".

22. Click the “Submit” button to submit the form.
23. View the “Thank you for submitting your review” page.
24. [Optional] Click the “Connect with Facebook” button to post the review to a Facebook profile.
25. [Optional] Verified Reviewer process:
 - 25.A. Enter email address in the field.
 - 25.B. Check/Uncheck the box next to “Remember me” to save email address.
 - 25.C. Click the “Verify My Review” button to submit the form.
 - 25.D. View the “You will receive an email shortly” page.
 - 25.E. Open “Meijer.com Product Review notification” email.
 - 25.F. Click on verification link in email.
 - 25.G. View page at verify.powerreviews.com stating that the verification process is completed.

Redesigned Path 1: Submit a Review without Media

1. From a product page, click on the “Write a Review” link.
2. [Optional] Click on “Show examples” to view example headlines.
3. Enter review headline in the “Review Headline” field.
4. Click on the nth star in the “Overall Rating” field to rate the product (i.e. fifth star for a 5-star review).
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6. Enter nickname in the “Nickname” field.
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8. Click the “Preview” button to submit the form.
9. View the “Please review your submission” page.
10. Review the details submitted. If changes are necessary, click the “Edit Review” button and return to step number 2 and modify entries as desired.
11. Check the box next to “I agree with the usage agreement”.
12. Check the box next to “I am age 13 or older”.
13. Click the “Submit” button to submit the form.
15. View the “Thank you for submitting your review” page.
15. [Optional] Click the “Connect with Facebook” button to post the review to a Facebook profile.
16. [Optional] Verified Reviewer process:
 - 16.A. Enter email address in the field.
 - 16.B. Check/Uncheck the box next to “Remember me” to save email address
 - 16.C. Click the “Verify My Review” button to submit the form.
 - 16.D. View the “You will receive an email shortly” page.
 - 16.E. Open “Meijer.com Product Review notification” email.
 - 16.F. Click on verification link in email.
 - 16.G. View page at verify.powerreviews.com stating that the verification process is completed.

Current Path 2: Submit a Review with Media

1. From a product page, click on the “Write a Review” link.
2. [Optional] Click on “Show examples” to view example headlines.
3. Enter review headline in the “Review Headline” field.
4. Click on the nth star in the “Overall Rating” field to rate the product (i.e. fifth star for a 5-star review).

5. [Optional] Begin entering a positive product aspect in the “Add your *own*” field of the “Pros” section.
 - 5.A. If the aspect being entered is displayed as a link under “Suggestions”, click the link.
 - 5.B. If the aspect being entered is not displayed as a link under “Suggestions”, finish typing the aspect and click the “Add” button.
6. [Optional] Check boxes of any preset positive aspects listed under “Click all that apply” in the “Pros” section.
7. [Optional] Begin entering a negative product aspect in the “Add your *own*” field of the “Cons” section.
 - 7.A. If the aspect being entered is displayed as a link under “Suggestions”, click the link.
 - 7.B. If the aspect being entered is not displayed as a link under “Suggestions”, finish typing the aspect and click the “Add” button.
8. [Optional] Check boxes of any preset negative aspects listed under “Click all that apply” in the “Cons” section.
9. [Optional] Begin entering a best use for the product in the “Add your *own*” field of the “Best Uses” section.
 - 9.A. If the use being entered is displayed as a link under “Suggestions”, click the link.
 - 9.B. If the use being entered is not displayed as a link under “Suggestions”, finish typing the use and click the “Add” button.
10. [Optional] Check boxes of any preset uses listed under “Click all that apply” in the “Best Uses” section.
11. [Optional] Choose a radio button in the “Describe Yourself” section.
12. [Optional] Choose a radio button in the “Was this a gift?” section, if applicable.
13. Enter product review in the “Comments” text box.
15. Choose a radio button regarding whether or not the product is being recommended in the “Bottom Line” section.
15. Enter nickname in the “Nickname” field.
16. Enter location in the “Your location” field.
17. [Optional] Add images or videos:
 - 17.A. Click the “Add images or videos” button.
 - 17.B. View the “Please select your attachments” page.
 - 17.C. Choose a type of attachment:
 - 17.C.1 If attaching an image, click the “Browse” button to navigate to the file location and click the “Open” button.
 - 17.C.2 If attaching a YouTube video review, enter a URL and click the “Add Video” button.
 - 17.D. [Optional] Click on “Show examples” to view example captions.
 - 17.E. [Optional] Enter caption in the “Add Caption” field.
 - 17.F. [Optional] Begin entering tags in the “Add your *own*” field of the “Tags” section.
 - 17.F.1 If the tag being entered is displayed as a link under “Suggestions”, click the link.
 - 17.F.2 If the aspect being entered is not displayed as a link under “Suggestions”, finish typing the aspect and click the “Add” button.
 - 17.G. [Optional] Check boxes of any preset tags listed under “Click all that apply” in the “Tags” section.
 - 17.H. [Optional] Repeat steps 17.C-17.G to add a second image or video.
 - 17.I. Click the “Preview” button.

- 17.J. View the “Attaching media” page.
18. View the “Please review your submission” page.
19. Review the details submitted. If changes are necessary, click the “Edit Review” button and return to step number 2 and modify entries as desired.
20. Check the box next to “I agree with the usage agreement”.
21. Check the box next to “I am age 13 or older”.
22. Click the “Submit” button to submit the form.
23. View the “Thank you for submitting your review” page.
24. [Optional] Click the “Connect with Facebook” button to post the review to a Facebook profile.
25. [Optional] Verified Reviewer process:
 - 25.A. Enter email address in the field.
 - 25.B. Check/Uncheck the box next to “Remember me” to save email address
 - 25.C. Click the “Verify My Review” button to submit the form.
 - 25.D. View the “You will receive an email shortly” page.
 - 25.E. Open “Meijer.com Product Review notification” email.
 - 25.F. Click on verification link in email.
 - 25.G. View page at verify.powerreviews.com stating that the verification process is completed.

Redesigned Path 2: Submit a Review with Media

1. From a product page, click on the “Write a Review” link.
2. [Optional] Click on “Show examples” to view example headlines.
3. Enter review headline in the “Review Headline” field.
4. Click on the nth star in the “Overall Rating” field to rate the product (i.e. fifth star for a 5-star review).
5. Enter product review in the “Comments” text box.
6. Enter nickname in the “Nickname” field.
7. Enter location in the “Your location” field.
8. [Optional] Add images or videos:
 - 8.A. Click the “Add images or videos” button.
 - 8.B. View the “Please select your attachments” page.
 - 8.C. Choose a type of attachment:
 - 8.C.1 If attaching an image, click the “Browse” button to navigate to the file location and click the “Open” button.
 - 8.C.2 If attaching a YouTube video review, enter a URL and click the “Add Video” button.
 - 8.D. [Optional] Click on “Show examples” to view example captions.
 - 8.E. [Optional] Enter caption in the “Add Caption” field.
 - 8.F. [Optional] Begin entering tags in the “Add your own” field of the “Tags” section.
 - 8.F.1 If the tag being entered is displayed as a link under “Suggestions”, click the link.
 - 8.F.2 If the aspect being entered is not displayed as a link under “Suggestions”, finish typing the aspect and click the “Add” button.
 - 8.G. [Optional] Check boxes of any preset tags listed under “Click all that apply” in the “Tags” section.
 - 8.H. [Optional] Repeat steps 8.C-8.G to add a second image or video.
 - 8.I. Click the “Preview” button.
 - 8.J. View the “Attaching media” page.
9. View the “Please review your submission” page.

10. Review the details submitted. If changes are necessary, click the “Edit Review” button and return to step number 2 and modify entries as desired.
11. Check the box next to “I agree with the usage agreement”.
12. Check the box next to “I am age 13 or older”.
13. Click the “Submit” button to submit the form.
15. View the “Thank you for submitting your review” page.
15. [Optional] Click the “Connect with Facebook” button to post the review to a Facebook profile.
16. [Optional] Verified Reviewer process:
 - 16.A. Enter email address in the field.
 - 16.B. Check/Uncheck the box next to “Remember me” to save email address
 - 16.C. Click the “Verify My Review” button to submit the form.
 - 16.D. View the “You will receive an email shortly” page.
 - 16.E. Open “Meijer.com Product Review notification” email.
 - 16.F. Click on verification link in email.
 - 16.G. View page at verify.powerreviews.com stating that the verification process is completed.

Write A Review: Interface Changes

- Removed product description from product summary box.
- Reduced width of product summary box to reduce overall page height.
- Removed “Pros”, “Cons”, “Best Uses”, “Describe Yourself”, and “Was this a gift?” sections to reduce overall page height. These areas can all be covered in general in the “Comments” section and will reduce the number of users who exit the page before the task is completed due to fatigue.
- Removed the “Bottom Line” section as it is redundant to the “Overall Rating” section.

Write A Review: Main Page (Step 1)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX
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LOGO

[Help](#)

[Order Status](#)

[Your Account](#)

[Pharmacy](#)

[Photo](#)

[Wish List](#)

[More...](#) ▼

Welcome! [Sign in](#) or [create an account](#) for exclusive savings.

ALL DEPARTMENTS ▼ SEARCH ▼# items \$# ##

Write a review of this product to share your opinions with others.

Thank you for sharing your thoughts about one of our products! Please focus on the product performance and quality. Your review may be posted on Meijer.com as well as on Buzzillions.com, a network site that shares reviews with the shopping community. Please read our [Privacy Policy](#) and [Terms of Use](#) for more information about the review process.

Review Headline:

▶ Show examples

Overall Rating:

Click to rate the product

Comments:

The most useful comments contain specific examples about:
 * How you use the product
 * Things that are great about it
 * Things that aren't so great about it

Please do not include: HTML, references to other retailers, pricing, personal information, or any profane, inflammatory or copyrighted comments. Also, if you were given this product as a gift or otherwise compensated in exchange for writing this review, you are REQUIRED to disclose it in your comments above.

Product Name

Product Image

Your Nickname:

ex. Jim the Runner

Your Location:

ex. San Jose, CA

Add images or videos to your review!

Now you can spice up your product review by sharing any images or videos you have of the product or of the product in use. By sharing your images or videos, you can provide even more useful feedback for your fellow shoppers.

Photos Image

f

Post Your Review on Facebook

At the end of this process, you will have the opportunity to post this review to your Facebook profile.

Preview

<div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Free Return Shipping Image</p> </div>	<p>Help</p> <p>Account Profile</p> <p>Customer Care</p> <p>International Shipping</p> <p>Order Status</p> <p>Privacy & Security</p> <p>Product Recalls</p> <p>Returns</p> <p>Shipping Information</p> <p>Site Map</p>	<p>About Meijer</p> <p>Business to Business</p> <p>Careers</p> <p>Community</p> <p>Newsroom</p> <p>Our Company</p> <p>Real Estate</p> <p>Retirees</p> <p>Store Locator</p> <p>Team Members</p> <p>Vendors</p>	<p>Get More</p> <p>Contests</p> <p>Coupons & Offers</p> <p>Meijer Card Services</p> <p>Meijer Community</p> <p>Rewards</p> <p>mPerks</p> <p>Shopper Panel</p> <p>Upromise</p>	<p>Do More</p> <p>Big Steal</p> <p>Doorstep Grocer</p> <p>Gas Station</p> <p>Gift Cards</p> <p>Healthy Living</p> <p>mPartnerDeals</p> <p>Photo Center</p> <p>Solutions Corner</p> <p>Store Pharmacy</p>	<p>Get Connected</p> <p><input checked="" type="checkbox"/> Email Subscriptions</p> <p><input checked="" type="checkbox"/> Facebook</p> <p><input checked="" type="checkbox"/> RSS Feeds</p> <p><input checked="" type="checkbox"/> Text & Voice Alerts</p> <p><input checked="" type="checkbox"/> Twitter</p> <p><input checked="" type="checkbox"/> YouTube</p>
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Seal

Seal

Seal

▶

Secure Site Image

Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from in-store pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our [FAQ](#) and [Terms and Conditions of Use](#) for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.

Sign Up For Alerts: Task Analysis

Current Path:

Note: At least one of the optional steps 3-5 must be completed to complete the task.

1. Navigate to the “Intouch” page in the “Meijer Text Alerts” section of the website.
2. Enter zip code in the “Zip Code” field.
3. [Optional] Email alerts:
 - 3.A. Enter email address in the “Email” field.
 - 3.B. If the “Email” field is completed, check the checkbox for “Yes! I am 18 or older and would like to get My Meijer Weekly Emails. I understand I can opt out at any time. By clicking here, I acknowledge that I have agreed to the collection and use of my personal information in accordance with the Meijer privacy policy and the Meijer Terms and Conditions of Use.”
4. [Optional] Text alerts:
 - 4.A. Enter mobile phone number in the “Phone #” field in the “Text Messages” section.
 - 4.B. If the “Phone #” field in the “Text Messages” section is completed, check the checkbox for “I am providing my express consent to have text messages sent to the provided phone number and may opt out at any time. I have read and agree to the Meijer privacy policy and the terms and conditions of Use and understand that standard text messaging rates apply.”
5. [Optional] Phone alerts:
 - 5.A. Enter phone number in the “Phone #” field in the “Prerecorded Messages” section.
 - 5.B. If the “Phone #” field in the “Prerecorded Messages” section is completed, check the checkbox for “I am providing my express consent to have pre-recorded voice messages sent to the provided phone number and may opt out at any time. I have read and agree to the Meijer privacy policy and the terms and conditions of Use.”
6. [Optional] Enter first name in the “First Name” field.
7. [Optional] Enter last name in the “Last Name” field.
8. Click the “Submit” button to submit the form.
9. View Meijer.com homepage displayed inside an <iframe> in the content area of the page.

Redesigned Path:

Note: At least one of the optional steps 3-5 must be completed to complete the task.

1. Navigate to the “Intouch” page in the “Meijer Text Alerts” section of the website.
2. [Optional] Enter first name in the “First Name” field.
3. [Optional] Enter last name in the “Last Name” field.
4. Enter zip code in the “Zip Code” field.
5. [Optional] Email alerts:
 - 5.A. Enter email address in the “Email Messages” field.
 - 5.B. If the “Email Messages” field is completed, check the checkbox for “Yes! I am 18 or older and would like to get My Meijer Weekly Emails. I understand I can opt out at any time. By clicking here, I acknowledge that I have agreed to the collection and use of my personal information in accordance with the Meijer privacy policy and the Meijer Terms and Conditions of Use.”
6. [Optional] Text alerts:

- 6.A. Enter mobile phone number in the “Text Messages field.
- 6.B. If the “Text Messages” field is completed, check the checkbox for “Yes! I am providing my express consent to have text messages sent to the provided phone number and may opt out at any time. I have read and agree to the Meijer privacy policy and the terms and conditions of Use and understand that standard text messaging rates apply.”
7. [Optional] Phone alerts:
 - 7.A. Enter phone number in the “Prerecorded Messages” field.
 - 7.B. If the “Prerecorded Messages” field is completed, check the checkbox for “Yes! I am providing my express consent to have pre-recorded voice messages sent to the provided phone number and may opt out at any time. I have read and agree to the Meijer privacy policy and the terms and conditions of Use.”
8. Click the “Submit” button to submit the form.
9. View confirmation page.

Sign Up For Alerts: Interface Changes

- Added breadcrumb navigation links for greater consistency amongst pages located deep within the site.
- Rearranged interface to remove the cluttered feel created by the two-by-two form.
- Moved first and last name fields to the top of the form to be more consistent with standard form ordering.
- Moved opt-out link higher on the page and made it more prominent.
- Relabeled “Email” field to be of similar length with other fields of similar type.
- Removed “Phone #” labels from the “Text Messages” and “Prerecorded Messages” sections.
- Added “Yes!” to the start of the fine print for the “Text Messages” and “Prerecorded Messages” fields to match tone of the fine print for the “Email Address” field.
- Replaced the <iframe>’d Meijer.com homepage after submission with a basic confirmation page listing which alerts were successfully signed up for.

Sign Up For Alerts: Main Page (Step 1)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX
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LOGO	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.
-------------	--	---	--

ALL DEPARTMENTS	SEARCH <input style="width: 80%;" type="text"/>	GO		View Cart/Checkout	▼ # items	\$# ##
---------------------------------	---	----	--	------------------------------------	-----------	--------

Homepage ▶ **At Stores**

Thank you for your interest... Header Graphic

Step 1 Graphic	Step 2 Graphic	Step 3 Graphic
-----------------------	-----------------------	-----------------------

(Optional) First Name:

(Optional) Last Name:

* Zip Code:

Email Messages:

Yes! I am 18 or older and would like to get My Meijer Weekly Emails. I understand I can opt out at any time. By clicking here, I acknowledge that I have agreed to the collection and use of my personal information in accordance with the [Meijer privacy policy](#) and the [Meijer Terms and Conditions of Use](#).

Text Messages:

Yes! I am providing my express consent to have text messages sent to the provided phone number and may opt out at any time. I have read and agree to the [Meijer privacy policy](#) and the [Terms and Conditions of Use](#) and understand that standard text messaging rates apply.

Pre-recorded Messages:

Yes! I am providing my express consent to have pre-recorded voice messages sent to the provided phone number and may opt out at any time. I have read and agree to the [Meijer privacy policy](#) and the [Terms and Conditions of Use](#).

If you're already enrolled, but would like to opt-out of communication, [click here](#).

Seal	Seal	Seal
-------------	-------------	-------------

Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from in-store pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our [FAQ](#) and [Terms and Conditions of Use](#) for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.

[Secure Site Image](#)

Sign Up For Alerts: Main Page (Step 9)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX	
<div style="border: 1px solid black; padding: 5px; width: 80px; margin: 0 auto;">LOGO</div>	Help Order Status Wish List Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.		
ALL DEPARTMENTS	SEARCH <input style="width: 150px;" type="text"/>	<input type="button" value="GO"/>	View Cart/Checkout	▼ # items \$# ##	
Homepage ▶ At Stores					
<div style="border: 1px solid black; padding: 10px; margin: 0 auto; width: 80%;"><h2 style="margin: 0;">Thank you for your interest... Header Graphic</h2></div> <p style="text-align: center; margin-top: 10px;">You have been successfully signed up for the following alerts.</p> <ul style="list-style-type: none">* Email messages* Text messages* Prerecorded Messages <p style="text-align: center; margin-top: 10px;">Return to At Stores</p>					
<div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">Free Return Shipping Image</div>	Help Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map	About Meijer Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors	Get More Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise	Do More Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy	Get Connected <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	<p style="font-size: small; margin: 0;">Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from instore pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our FAQ and Terms and Conditions of Use for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.</p>		<div style="border: 1px solid black; padding: 5px; width: 60px; margin: 0 auto;">Secure Site Image</div>

“Your Vitamin Finder”: Task Analysis

There are currently 3 paths users can take to create an account. Each path is based first on whether or not the user has surgery scheduled in the next two weeks and then on the gender selected by the user. Elaborations and possible user errors are indicated in parentheses at that step in the task.

Current Path 1: User has Surgery Scheduled in the next Two Weeks

1. Navigate to the “Vitamin Finder” page in the “Pharmacy” section of the site.
2. Click on “Get Started” inside of the header graphic.
3. View the “Your Vitamin Finder” popup box.
4. Choose the “Yes” radio button in response to “Are you scheduled for surgery in the next two weeks?”
5. View the “Important Notice”.
6. Click the “Close Vitamin Finder” button.
7. View the “Vitamin Finder” page in the “Pharmacy” section of the site.

Redesigned Path 1: User has Surgery Scheduled in the next Two Weeks

1. Navigate to the “Vitamin Finder” page in the “Pharmacy” section of the site.
2. Click on “Get Started” inside of the header graphic.
3. View the “Your Vitamin Finder” page.
4. Choose the “Yes” radio button in response to “Are you scheduled for surgery in the next two weeks?”
5. View the “Important Notice”.
6. Click the “Close Vitamin Finder” button.
7. View the “Vitamin Finder” page in the “Pharmacy” section of the site.

Current Path 2: User is Male

1. Navigate to the “Vitamin Finder” page in the “Pharmacy” section of the site.
2. Click on “Get Started” inside of the header graphic.
3. View the “Your Vitamin Finder” popup box.
4. Choose the “No” radio button in response to “Are you scheduled for surgery in the next two weeks?”
5. Select a year from the “What year were you born?” dropdown menu.
6. Choose a radio button in response to “What is your sex?”
7. [Optional] Check/Uncheck the box next to “cardiovascular disease” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
8. [Optional] Check/Uncheck the box next to “low blood sugar” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
9. [Optional] Check/Uncheck the box next to “eye health” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
10. [Optional] Check/Uncheck the box next to “osteoarthritis or degenerative joint disease” in response to “Do you have a history of or are you concerned about any of the following”.
11. [Optional] Check/Uncheck the box next to “urinary tract health” in response to “Do you have a history of or are you concerned about any of the following”.

12. [Optional] Check/Uncheck the box next to “high blood pressure” in response to “Do you have a history of or are you concerned about any of the following”.
13. [Optional] Choose a radio button in response to “Are you concerned about promoting or maintaining gastrointestinal health and digestive system balance?”
15. [Optional] Choose a radio button in response to “Have you or any of your older relatives had a hip fracture or been told you have low bone density?”
15. [Optional] Choose a radio button in response to “Do you live or work in a city, or do you feel you are regularly exposed to air pollution?”
16. [Optional] Choose a radio button in response to “Do you receive at least 15 minutes of direct sun three times a week (not through glass or sunscreen)?”
17. [Optional] Choose a radio button in response to “Are you regularly exposed to cigarette smoke or secondhand smoke?”
18. [Optional] Choose a radio button in response to “Do you often feel you are under too much pressure and that this may be affecting your health?”
19. [Optional] Choose a radio button in response to “Do you often feel you have too little energy?”
20. [Optional] Choose a radio button in response to “How would you describe your overall emotional well-being and mood?”
21. [Optional] Choose a radio button in response to “Are you a vegetarian (don't eat any beef, pork, lamb, poultry, seafood, or fish)?”
22. [Optional] Choose a radio button in response to “Do you eat cold-water fish (such as salmon or halibut) at least once per week?”
23. Click the “Next Step” button.
24. View the second page of questions.
25. [Optional] Choose a radio button in response to “On average, how many servings of milk, yogurt, or calcium-fortified products (such as calcium-fortified orange juice or soymilk) do you have each day?”
26. [Optional] Choose a radio button in response to “Do you experience frequent urination? Do you often have to awake to urinate during the night?”
27. [Optional] Check/Uncheck the box next to “Alli” in response to “Are you taking any of the following medications?”
28. [Optional] Check/Uncheck the box next to “Aspirin” in response to “Are you taking any of the following medications?”
29. [Optional] Check/Uncheck the box next to “Atorvastatin (Lipitor)” in response to “Are you taking any of the following medications?”
30. [Optional] Check/Uncheck the box next to “Lansoprazole (Prevacid)” in response to “Are you taking any of the following medications?”
31. [Optional] Check/Uncheck the box next to “Metformin (Glucophage)” in response to “Are you taking any of the following medications?”
32. [Optional] Check/Uncheck the box next to “Omeprazole (Prilosec)” in response to “Are you taking any of the following medications?”
33. [Optional] Check/Uncheck the box next to “Oral Contraceptives (Estradiol-Norethisterone acetate)” in response to “Are you taking any of the following medications?”
34. [Optional] Check/Uncheck the box next to “Oral Corticosteroids (Prednisone, Hydrocortisone)” in response to “Are you taking any of the following medications?”
35. [Optional] Check/Uncheck the box next to “Pravastatin (Pravachol)” in response to “Are you taking any of the following medications?”
36. [Optional] Check/Uncheck the box next to “Simvastatin (Zocor)” in response to “Are you taking any of the following medications?”
37. Click the “Get Your Personalized Vitamin Recommendations” button.

38. View the “Your Personalized Vitamin Recommendation” popup box.

Redesigned Path 2: User is Male

1. Navigate to the “Vitamin Finder” page in the “Pharmacy” section of the site.
2. Click on “Get Started” inside of the header graphic.
3. View the “Your Vitamin Finder” page.
4. Choose the “No” radio button in response to “Are you scheduled for surgery in the next two weeks?”
5. Select a year from the “What year were you born?” dropdown menu.
6. Choose a radio button in response to “What is your gender?”
7. [Optional] Check/Uncheck the box next to “cardiovascular disease” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
8. [Optional] Check/Uncheck the box next to “low blood sugar” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
9. [Optional] Check/Uncheck the box next to “eye health” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
10. [Optional] Check/Uncheck the box next to “osteoarthritis or degenerative joint disease” in response to “Do you have a history of or are you concerned about any of the following”.
11. [Optional] Check/Uncheck the box next to “urinary tract health” in response to “Do you have a history of or are you concerned about any of the following”.
12. [Optional] Check/Uncheck the box next to “high blood pressure” in response to “Do you have a history of or are you concerned about any of the following”.
13. [Optional] Choose a radio button in response to “Are you concerned about promoting or maintaining gastrointestinal health and digestive system balance?”
15. [Optional] Choose a radio button in response to “Have you or any of your older relatives had a hip fracture or been told you have low bone density?”
15. [Optional] Choose a radio button in response to “Do you live or work in a city, or do you feel you are regularly exposed to air pollution?”
16. [Optional] Choose a radio button in response to “Do you receive at least 15 minutes of direct sun three times a week (not through glass or sunscreen)?”
17. [Optional] Choose a radio button in response to “Are you regularly exposed to cigarette smoke or secondhand smoke?”
18. [Optional] Choose a radio button in response to “Do you often feel you are under too much pressure and that this may be affecting your health?”
19. [Optional] Choose a radio button in response to “Do you often feel you have too little energy?”
20. [Optional] Choose a radio button in response to “How would you describe your overall emotional well-being and mood?”
21. [Optional] Choose a radio button in response to “Are you a vegetarian (don't eat any beef, pork, lamb, poultry, seafood, or fish)?”
22. [Optional] Choose a radio button in response to “Do you eat cold-water fish (such as salmon or halibut) at least once per week?”
23. Click the “Next Step” button.
24. View the second page of questions.
25. [Optional] Choose a radio button in response to “On average, how many servings of milk, yogurt, or calcium-fortified products (such as calcium-fortified orange juice or soy milk) do you have each day?”

26. [Optional] Choose a radio button in response to “Do you experience frequent urination? Do you often have to awake to urinate during the night?”
27. [Optional] Check/Uncheck the box next to “Alli” in response to “Are you taking any of the following medications?”
28. [Optional] Check/Uncheck the box next to “Aspirin” in response to “Are you taking any of the following medications?”
29. [Optional] Check/Uncheck the box next to “Atorvastatin (Lipitor)” in response to “Are you taking any of the following medications?”
30. [Optional] Check/Uncheck the box next to “Lansoprazole (Prevacid)” in response to “Are you taking any of the following medications?”
31. [Optional] Check/Uncheck the box next to “Metformin (Glucophage)” in response to “Are you taking any of the following medications?”
32. [Optional] Check/Uncheck the box next to “Omeprazole (Prilosec)” in response to “Are you taking any of the following medications?”
33. [Optional] Check/Uncheck the box next to “Oral Contraceptives (Estradiol-Norethisterone acetate)” in response to “Are you taking any of the following medications?”
34. [Optional] Check/Uncheck the box next to “Oral Corticosteroids (Prednisone, Hydrocortisone)” in response to “Are you taking any of the following medications?”
35. [Optional] Check/Uncheck the box next to “Pravastatin (Pravachol)” in response to “Are you taking any of the following medications?”
36. [Optional] Check/Uncheck the box next to “Simvastatin (Zocor)” in response to “Are you taking any of the following medications?”
37. Click the “Get Your Personalized Vitamin Recommendations” button.
38. View the “Your Personalized Vitamin Recommendation” popup box.

Current Path 3: User is Female

1. Navigate to the “Vitamin Finder” page in the “Pharmacy” section of the site.
2. Click on “Get Started” inside of the header graphic.
3. View the “Your Vitamin Finder” popup box.
4. Choose the “No” radio button in response to “Are you scheduled for surgery in the next two weeks?”
5. Select a year from the “What year were you born?” dropdown menu.
6. Choose a radio button in response to “What is your sex?”
7. [Optional] Check/Uncheck the box next to “cardiovascular disease” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
8. [Optional] Check/Uncheck the box next to “low blood sugar” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
9. [Optional] Check/Uncheck the box next to “eye health” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history”.
10. [Optional] Check/Uncheck the box next to “osteoarthritis or degenerative joint disease” in response to “Do you have a history of or are you concerned about any of the following”.
11. [Optional] Check/Uncheck the box next to “urinary tract health” in response to “Do you have a history of or are you concerned about any of the following”.
12. [Optional] Check/Uncheck the box next to “high blood pressure” in response to “Do you have a history of or are you concerned about any of the following”.

13. [Optional] Choose a radio button in response to “Are you concerned about promoting or maintaining gastrointestinal health and digestive system balance?”
15. [Optional] Choose a radio button in response to “Have you or any of your older relatives had a hip fracture or been told you have low bone density?”
15. [Optional] Choose a radio button in response to “Do you live or work in a city, or do you feel you are regularly exposed to air pollution?”
16. [Optional] Choose a radio button in response to “Do you receive at least 15 minutes of direct sun three times a week (not through glass or sunscreen)?”
17. [Optional] Choose a radio button in response to “Are you regularly exposed to cigarette smoke or secondhand smoke?”
18. [Optional] Choose a radio button in response to “Do you often feel you are under too much pressure and that this may be affecting your health?”
19. [Optional] Choose a radio button in response to “Do you often feel you have too little energy?”
20. [Optional] Choose a radio button in response to “How would you describe your overall emotional well-being and mood?”
21. [Optional] Choose a radio button in response to “Are you a vegetarian (don't eat any beef, pork, lamb, poultry, seafood, or fish)?”
22. [Optional] Choose a radio button in response to “Do you eat cold-water fish (such as salmon or halibut) at least once per week?”
23. Click the “Next Step” button.
24. View the second page of questions.
25. [Optional] Choose a radio button in response to “On average, how many servings of milk, yogurt, or calcium-fortified products (such as calcium-fortified orange juice or soymilk) do you have each day?”
26. [Optional] Choose a radio button in response to “If you are in perimenopause or menopause, do you frequently experience the following: hot flashes, night sweats, or changes in mood?”
27. Choose a radio button in response to “Are you pregnant or trying to become pregnant?”
28. [Optional] Choose a radio button in response to “Do you experience PMS (premenstrual syndrome)?”
29. [Optional] Check/Uncheck the box next to “Alli” in response to “Are you taking any of the following medications?”
30. [Optional] Check/Uncheck the box next to “Aspirin” in response to “Are you taking any of the following medications?”
31. [Optional] Check/Uncheck the box next to “Atorvastatin (Lipitor)” in response to “Are you taking any of the following medications?”
32. [Optional] Check/Uncheck the box next to “Lansoprazole (Prevacid)” in response to “Are you taking any of the following medications?”
33. [Optional] Check/Uncheck the box next to “Metformin (Glucophage)” in response to “Are you taking any of the following medications?”
34. [Optional] Check/Uncheck the box next to “Omeprazole (Prilosec)” in response to “Are you taking any of the following medications?”
35. [Optional] Check/Uncheck the box next to “Oral Contraceptives (Estradiol-Norethisterone acetate)” in response to “Are you taking any of the following medications?”
36. [Optional] Check/Uncheck the box next to “Oral Corticosteroids (Prednisone, Hydrocortisone)” in response to “Are you taking any of the following medications?”
37. [Optional] Check/Uncheck the box next to “Pravastatin (Pravachol)” in response to “Are you taking any of the following medications?”

38. [Optional] Check/Uncheck the box next to “Simvastatin (Zocor)” in response to “Are you taking any of the following medications?”
39. Click the “Get Your Personalized Vitamin Recommendations” button.
40. View the “Your Personalized Vitamin Recommendation” popup box.

Redesigned Path 3: User is Female

1. Navigate to the “Vitamin Finder” page in the “Pharmacy” section of the site.
2. Click on “Get Started” inside of the header graphic.
3. View the “Your Vitamin Finder” page.
4. Choose the “No” radio button in response to “Are you scheduled for surgery in the next two weeks?”
5. Select a year from the “What year were you born?” dropdown menu.
6. Choose a radio button in response to “What is your gender?”
7. [Optional] Check/Uncheck the box next to “cardiovascular disease” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history?”.
8. [Optional] Check/Uncheck the box next to “low blood sugar” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history?”.
9. [Optional] Check/Uncheck the box next to “eye health” in response to “Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history?”.
10. [Optional] Check/Uncheck the box next to “osteoarthritis or degenerative joint disease” in response to “Do you have a history of or are you concerned about any of the following?”.
11. [Optional] Check/Uncheck the box next to “urinary tract health” in response to “Do you have a history of or are you concerned about any of the following?”.
12. [Optional] Check/Uncheck the box next to “high blood pressure” in response to “Do you have a history of or are you concerned about any of the following?”.
13. [Optional] Choose a radio button in response to “Are you concerned about promoting or maintaining gastrointestinal health and digestive system balance?”
15. [Optional] Choose a radio button in response to “Have you or any of your older relatives had a hip fracture or been told you have low bone density?”
15. [Optional] Choose a radio button in response to “Do you live or work in a city, or do you feel you are regularly exposed to air pollution?”
16. [Optional] Choose a radio button in response to “Do you receive at least 15 minutes of direct sun three times a week (not through glass or sunscreen)?”
17. [Optional] Choose a radio button in response to “Are you regularly exposed to cigarette smoke or secondhand smoke?”
18. [Optional] Choose a radio button in response to “Do you often feel you are under too much pressure and that this may be affecting your health?”
19. [Optional] Choose a radio button in response to “Do you often feel you have too little energy?”
20. [Optional] Choose a radio button in response to “How would you describe your overall emotional well-being and mood?”
21. [Optional] Choose a radio button in response to “Are you a vegetarian (don't eat any beef, pork, lamb, poultry, seafood, or fish)?”
22. [Optional] Choose a radio button in response to “Do you eat cold-water fish (such as salmon or halibut) at least once per week?”
23. Click the “Next Step” button.
24. View the second page of questions.

25. [Optional] Choose a radio button in response to “On average, how many servings of milk, yogurt, or calcium-fortified products (such as calcium-fortified orange juice or soymilk) do you have each day?”
26. [Optional] Choose a radio button in response to “If you are in perimenopause or menopause, do you frequently experience the following: hot flashes, night sweats, or changes in mood?”
27. Choose a radio button in response to “Are you pregnant or trying to become pregnant?”
28. [Optional] Choose a radio button in response to “Do you experience PMS (premenstrual syndrome)?”
29. [Optional] Check/Uncheck the box next to “Alli” in response to “Are you taking any of the following medications?”
30. [Optional] Check/Uncheck the box next to “Aspirin” in response to “Are you taking any of the following medications?”
31. [Optional] Check/Uncheck the box next to “Atorvastatin (Lipitor)” in response to “Are you taking any of the following medications?”
32. [Optional] Check/Uncheck the box next to “Lansoprazole (Prevacid)” in response to “Are you taking any of the following medications?”
33. [Optional] Check/Uncheck the box next to “Metformin (Glucophage)” in response to “Are you taking any of the following medications?”
34. [Optional] Check/Uncheck the box next to “Omeprazole (Prilosec)” in response to “Are you taking any of the following medications?”
35. [Optional] Check/Uncheck the box next to “Oral Contraceptives (Estradiol-Norethisterone acetate)” in response to “Are you taking any of the following medications?”
36. [Optional] Check/Uncheck the box next to “Oral Corticosteroids (Prednisone, Hydrocortisone)” in response to “Are you taking any of the following medications?”
37. [Optional] Check/Uncheck the box next to “Pravastatin (Pravachol)” in response to “Are you taking any of the following medications?”
38. [Optional] Check/Uncheck the box next to “Simvastatin (Zocor)” in response to “Are you taking any of the following medications?”
39. Click the “Get Your Personalized Vitamin Recommendations” button.
40. View the “Your Personalized Vitamin Recommendation” popup box.

“Your Vitamin Finder”: Interface Changes

- Added a link to the Vitamin Finder in the left-hand navigation of the “Vitamins & Nutrition” category pages.
- Added a prominent marketing graphic to the “Vitamins & Nutrition” category page.
- Redesigned the Vitamin Finder into a multi-page process rather than the current multi-popup box process for greater consistency across the site. Also changed the overall design (colors, headings, button design) to reflect that of the rest of the website.
- Added “Step # of 2” at the top of each page to keep the user informed of what stage of the process they are on.
- Shortened the final submit button’s text from “Get Your Personalized Vitamin Recommendations” to “Get Recommendations”.

“Your Vitamin Finder”: Vitamins & Nutrition Category Page

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LOGO	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.		
ALL DEPARTMENTS	SEARCH <input type="text"/>		View Cart/Checkout	▼ # items \$# ##	
Homepage ▶ Health & Beauty					
<p>- Vitamins & Nutrition</p> <ul style="list-style-type: none"> > Vitamin Finder > Amino Acids > Bone & Joint Health > Brain Health > Diet > Dietary Fats/Oils > Heart Health > Herbal Supplements > Homeopathic Remedies > Men's Health > Minerals & Nutrients > Multivitamins > Other Natural Supplements > Vitamins A to Z > Women's Health 	<div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;"> <p style="text-align: center;">What Vitamins Should I Take?</p> <div style="display: flex; justify-content: space-between; align-items: center;"> Get Started Your Vitamin Finder Logo </div> </div> <div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;"> <p style="text-align: center;">Recommended Picks</p> <div style="display: flex; justify-content: space-around; align-items: center;"> </div> </div> <div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;"> <p style="text-align: center;">Top Names Keep You Feeling Good</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; border-radius: 50%; width: 60px; height: 60px; text-align: center; line-height: 60px;">Brand</div> <div style="border: 1px solid #ccc; border-radius: 50%; width: 60px; height: 60px; text-align: center; line-height: 60px;">Brand</div> <div style="border: 1px solid #ccc; border-radius: 50%; width: 60px; height: 60px; text-align: center; line-height: 60px;">Brand</div> <div style="border: 1px solid #ccc; border-radius: 50%; width: 60px; height: 60px; text-align: center; line-height: 60px;">Brand</div> <div style="border: 1px solid #ccc; border-radius: 50%; width: 60px; height: 60px; text-align: center; line-height: 60px;">Brand</div> </div> </div> <div style="border: 1px solid #ccc; padding: 10px;"> <p style="text-align: center;">Stay Healthy - Shop by Area</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid #ccc; padding: 10px; width: 15%;">Multi-Vitamins</div> <div style="border: 1px solid #ccc; padding: 10px; width: 15%;">Diet</div> <div style="border: 1px solid #ccc; padding: 10px; width: 15%;">Women's Vitamins</div> <div style="border: 1px solid #ccc; padding: 10px; width: 15%;">Men's Vitamins</div> </div> </div>				
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> Free Return Shipping Image </div>	<p>Help</p> <ul style="list-style-type: none"> Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map 	<p>About Meijer</p> <ul style="list-style-type: none"> Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors 	<p>Get More</p> <ul style="list-style-type: none"> Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise 	<p>Do More</p> <ul style="list-style-type: none"> Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy 	<p>Get Connected</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
<div style="border: 1px solid #ccc; padding: 5px; display: inline-block;">Seal</div> <div style="border: 1px solid #ccc; padding: 5px; display: inline-block; margin-left: 20px;">Seal</div> <div style="border: 1px solid #ccc; padding: 5px; display: inline-block; margin-left: 20px;">Seal</div>	Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from instore pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our FAQ and Terms and Conditions of Use for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.			<div style="border: 1px solid #ccc; padding: 5px; display: inline-block;">Secure Site Image</div>	

“Your Vitamin Finder”: Step 1 (Step 1)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX	
<div style="border: 1px solid black; padding: 5px; display: inline-block;">LOGO</div>	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.		
ALL DEPARTMENTS	SEARCH <input style="width: 150px;" type="text"/>	<input type="button" value="GO"/> <input type="button" value="View Cart/Checkout"/>	▼ # items	\$##.##	
Your Vitamin Finder (Step 1 of 2)					
<p>*Required Question</p> <p>* Are you scheduled for surgery in the next two weeks? <input type="radio"/> Yes <input type="radio"/> No</p> <p>* What year were you born? <input type="text" value="Select a Year"/></p> <p>* What is your gender? <input type="radio"/> Male <input type="radio"/> Female</p> <p>Do you have concerns about any of the following health areas, based on your age, personal health history, or family health history (check all that apply)? <input type="checkbox"/> cardiovascular disease <input type="checkbox"/> low blood sugar <input type="checkbox"/> eye health</p> <p>Do you have a history of or are you concerned about any of the following (check all that apply): <input type="checkbox"/> osteoarthritis or degenerative joint disease <input type="checkbox"/> urinary tract health <input type="checkbox"/> high blood pressure</p> <p>Are you concerned about promoting or maintaining gastrointestinal health and digestive system balance? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p> <p>Have you or any of you older relatives had a hip fracture or been told you have low bone density? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p>					
<p>Do you live or work in a city, or do you feel you are regularly exposed to air pollution? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p> <p>Do you receive at least 15 minutes of direct sun three times a week (not through glass or sunscreen)? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p> <p>Are you regularly exposed to cigarette smoke or second-hand smoke? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p> <p>Do you often feel you are under too much pressure and that this may be affecting your health? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p> <p>Do you often feel you have to little energy? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p> <p>How would you describe your overall emotional well-being and mood? <input type="radio"/> Poor <input type="radio"/> Good <input type="radio"/> Excellent</p> <p>Are you a vegetarian (don't eat any beef, pork, lamb, poultry, seafood or fish)? <input type="radio"/> Yes <input type="radio"/> No</p> <p>Do you eat cold-water fish (such as salmon or halibut) at least once per week? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p>					
Step 1 of 2				Next Step	
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">Free Return Shipping Image</div>	<p>Help</p> Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map	<p>About Meijer</p> Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors	<p>Get More</p> Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise	<p>Do More</p> Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy	<p>Get Connected</p> <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
<div style="border: 1px solid black; padding: 5px; display: inline-block; margin-right: 10px;">Seal</div> <div style="border: 1px solid black; padding: 5px; display: inline-block; margin-right: 10px;">Seal</div> <div style="border: 1px solid black; padding: 5px; display: inline-block; margin-right: 10px;">Seal</div> <input type="button" value="▶"/>	Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from instore pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our FAQ and Terms and Conditions of Use for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.			<div style="border: 1px solid black; padding: 5px; display: inline-block;">Secure Site Image</div>	

“Your Vitamin Finder”: Step 2 – Male User (Step 24)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX	
<div style="border: 1px solid black; padding: 5px; width: 80px; margin: 0 auto;">LOGO</div>	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.		
ALL DEPARTMENTS	SEARCH <input style="width: 150px;" type="text"/>		View Cart/Checkout	▼ ## items \$##.##	
Your Vitamin Finder (Step 2 of 2)					
<p>*Required Question</p> <p>On average, how many servings of milk, yogurt or calcium-fortified products (such as calcium-fortified orange juice or soy milk) do you have each day? <input type="radio"/> None <input type="radio"/> 1-2 servings <input type="radio"/> 3 or more servings</p> <p>Do you experience frequent urination or have to awake in the middle of the night to urinate? <input type="radio"/> Often <input type="radio"/> Sometimes <input type="radio"/> Not a concern</p>					
<p>Are you taking any of the following medications?</p> <input type="checkbox"/> Allii <input type="checkbox"/> Aspirin <input type="checkbox"/> Atorvastatin (Lipitor) <input type="checkbox"/> Lansoprazole (Prevacid) <input type="checkbox"/> Metformin (Glucophage) <input type="checkbox"/> Omeprazole (Prilosec) <input type="checkbox"/> Oral Contraceptives <input type="checkbox"/> Oral Corticosteroids <input type="checkbox"/> Pravastatin (Pravachol) <input type="checkbox"/> Simvastatin (Zocor)					
Step 2 of 2			<div style="border: 1px solid black; border-radius: 10px; padding: 5px 20px; display: inline-block;">Get Recommendations</div>		
<div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">Free Return Shipping Image</div>	<p>Help</p> Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map	<p>About Meijer</p> Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors	<p>Get More</p> Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise	<p>Do More</p> Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy	<p>Get Connected</p> <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from instore pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our FAQ and Terms and Conditions of Use for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.		
			<div style="border: 1px solid black; padding: 5px; width: 80px; margin: 0 auto;">Secure Site Image</div>		

“Your Vitamin Finder”: Step 2 – Female User (Step 24)

SHOP MEIJER.COM	WEEKLY ADS	YOUR STORE	OUR COMPANY	MEIJER MEALBOX	
<div style="border: 1px solid black; padding: 5px; width: 80px; margin: 0 auto;">LOGO</div>	Help Order Status Your Account	Pharmacy Photo Wish List More...	Welcome! Sign in or create an account for exclusive savings.		
ALL DEPARTMENTS	SEARCH <input style="width: 150px;" type="text"/>		View Cart/Checkout	▼ ## items \$##.##	
Your Vitamin Finder (Step 2 of 2)					
<p>*Required Question</p> <p>On average, how many servings of milk, yogurt or calcium-fortified products (such as calcium-fortified orange juice or soy milk) do you have each day? <input type="radio"/> None <input type="radio"/> 1-2 servings <input type="radio"/> 3 or more servings</p> <p>If you are in perimenopause or menopause, do you frequently experience the following: hot flashes, night sweats or changes in mood? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p> <p>*Are you pregnant or trying to become pregnant? <input type="radio"/> Yes <input type="radio"/> No</p> <p>Do you experience PMS (premenstrual syndrome)? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know</p>					
			<p>Are you taking any of the following medications?</p> <input type="checkbox"/> Allii <input type="checkbox"/> Aspirin <input type="checkbox"/> Atorvastatin (Lipitor) <input type="checkbox"/> Lansoprazole (Prevacid) <input type="checkbox"/> Metformin (Glucophage) <input type="checkbox"/> Omeprazole (Prilosec) <input type="checkbox"/> Oral Contraceptives <input type="checkbox"/> Oral Corticosteroids <input type="checkbox"/> Pravastatin (Pravachol) <input type="checkbox"/> Simvastatin (Zocor)		
Step 2 of 2			Get Recommendations		
<div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">Free Return Shipping Image</div>	<p>Help</p> Account Profile Customer Care International Shipping Order Status Privacy & Security Product Recalls Returns Shipping Information Site Map	<p>About Meijer</p> Business to Business Careers Community Newsroom Our Company Real Estate Retirees Store Locator Team Members Vendors	<p>Get More</p> Contests Coupons & Offers Meijer Card Services Meijer Community Rewards mPerks Shopper Panel Upromise	<p>Do More</p> Big Steal Doorstep Grocer Gas Station Gift Cards Healthy Living mPartnerDeals Photo Center Solutions Corner Store Pharmacy	<p>Get Connected</p> <input checked="" type="checkbox"/> Email Subscriptions <input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> RSS Feeds <input checked="" type="checkbox"/> Text & Voice Alerts <input checked="" type="checkbox"/> Twitter <input checked="" type="checkbox"/> YouTube
<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	<div style="border: 1px solid black; padding: 5px; width: 40px; margin: 0 auto;">Seal</div>	Meijer.com reserves the right to limit quantities (including after you've submitted your order). Special pricing and offers are good only while supplies last and may differ from instore pricing and offers. Meijer.com often offers a greater selection than what you'll find in our stores. Please see our FAQ and Terms and Conditions of Use for complete details. © Copyright 1996-2011 Meijer, Inc. All Rights Reserved.		
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