

ChillCat

ChillCat					
Screen Description					
Full screen pricing page, desktop					
Scenario					
Stephanie (user persona) has decided on purchasing our CBD monthly subscription box. She is now having to make a choice on which box is perfect for her household and feline friend.					
To do					
Help the user sign up with ease and an understanding of their options to reduce friction and/or confusion.					

Content Element	Current	Exploration	Final	Rationale
Headline		-Pick your plan -Join the CBD Cat Club	Choose the purrfect plan	Adds some fun with the use of a cat term (purr)
Body Copy		- nothing - We have plans for every cat	Our CBD focused boxes provide your cat with the perfect amount of fun and relaxation all with our "Cat Safety First" promise. Your first ChillCat box will ship within 2-5 business days	Quickly briefs user on what the box is, our safety plan and when the box will ship out
Headline #1		-single	The One Chill Box, \$25.99/month	Clearly provides the box name and price
Headline #2		-multi-cat	The Most Chill Box, \$35.99/month	Clearly provides the box name and price
Headline #3		-senior	The Senior Chill Box, \$25.99/month	Clearly provides the box name and price
Body #1			Comes with 5 goodies Perfect for a one-cat household Mix of high-quality CBD infused treats and toys Free shipping Cancel anytime	Quick but informative lines that let the user know what will be in the box
Body #2			Comes with 8 goodies Best option for homes with more than one cat Mix of high-quality CBD infused treats and toys Free shipping Cancel anytime	Quick but informative lines that let the user know what will be in the box
Body #3			Comes with 5 goodies Ideal for cats 8 and older Mix of high-quality CBD infused soft treats and toys Free shipping Cancel anytime	Quick but informative lines that let the user know what will be in the box
CTA #1		-subscribe -send the chill -Pick -select -subscribe to Chill	Subscribe to One	Matches the name of the Box and let's user know they are about to head to the subscribe/checkout page
CTA #2			Subscribe to Most	Matches the name of the Box and let's user know they are about to head to the subscribe/checkout page
CTA #3			Subscribe to Senior	Matches the name of the Box and let's user know they are about to head to the subscribe/checkout page

CHILLCAT

Our CBD focused boxes provide your cat with the perfect amount of fun and relaxation all with our "Cat Safety First" promise. Your first ChillCat box will ship within 2-5 business days

THE ONE CHILL BOX	THE MOST CHILL BOX	THE SENIOR CHILL BOX
\$25.99/month	\$35.99/month	\$25.99/month
Comes with 5 goodies	Comes with 8 goodies	Comes with 5 goodies
Perfect for a one-cat household	Best option for homes with more than one cat	Ideal for cats 8 and older
Mix of high-quality CBD infused treats and toys	Mix of high-quality CBD infused treats and toys	Mix of high-quality CBD infused soft treats and toys
Free shipping	Free shipping	Free shipping
Cancel anytime	Cancel anytime	Cancel anytime
Subscribe to One	Subscribe to Most	Subscribe to Senior

ChillCat

<h1>ChillCat</h1>					
Screen Description					
Full screen checkout screen, desktop					
Scenario					
Stephanie (user persona) has decided on what box is right for her kitty. She is ready to checkout and create an account in the process.					
To do					
Help the user checkout and create an account with ease by being concise and as minimal as possible.					

Content Element	Current	Exploration	Final	Rationale
Main Headline		-checkout -subscribe	-checkout	Helps user understand it is the checkout page in a clear, concise way
Payment window headline		-next -payment -pay to	Payment Information	Provides the user understanding that it is payment time
Primary Payment CTA		-use apple pay -checkout apple	-Apple Pay	Easy payment setup that will also autofill billing and in return shipping information as well
Secondary Payment CTA		-use paypal -checkout with paypal	-Paypal	Easy payment setup that will also autofill billing and in return shipping information as well
Basic Payment Field		-year	- card number -mm/yy -cvc	Basic information needed to complete the purchase
Billing headline		-bill to	-billing information	Keeps with use of the word "information"
Billing Field			- name -address -phone number	Placeholder text
Shipping Window headline		-ship to -shipping	-shipping information	Keeps with use of the word "information"
Shipping Address Field		-same as billing address opt	-autofilled from payment info - same as Billing	Helps with the speed of checkout by allowing users to autofill from billing
Account headline		-create an account	-account information	Keeps with use of the word "information"
Email Field			-Email	Placeholder text
Password Field			-Password (optional)	Placeholder text
Summary headline			-summary	Let's the user know they are at the end and can view their total price
Summary Field			-name of chosen box -shipping (free) -tax -totals	Provides all of the information the user needs costwise
Subscribe CTA		-subscribe -confirm -buy now -Confirm and Subscribe	-Subscribe!	Exclamation point add excitement as the user finished their order
Newsletter Checkbox			-Sign me up for cat-tastic newsletters with fun cat finds, promotions and more!	Encourages users to sign up for a monthly newsletter

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ChillCat

Screen Description					
Homepage, desktop					
Scenario					
Stephanie (user persona) has a cat who gets nervous when people visit her house. She's looking for a more natural solution and an easy way to try new products. After browsing the internet she finds ChillCat's website and decides CBD is right for her cat.					
To do					
Help the user get an understanding of what we have to offer in a way that is straightforward and limits confusion.					

Content Element	Current	Exploration	Final	Rationale
Main Headline			ChillCat	Company name is prominent and eye catching
Subheader			We're Your Cat CBD Experts Delivered Straight to Your Doorstep	Give a quick overview of what we have to offer
Menu Navigation Buttons			Subscribe About Us Why CBD? Donate Shop FAQ	These provide easy-to-understand, quick navigation to all the pages we have for the user to explore
Secondary Headline			How it works	Explains what the graph below is going to be about
Subscribe CTA			subscribe now	Follow what was used in the navigation but with adding "now"
Gift CTA			give a gift	Clear, user can easily understand what will happen after the click it
Learn More CTA		-check it out - learn more	learn more	"Check it out" sounds a little more on brand
Reviews Headline		-reviews -see what customers are say -real reviews from cat paren -we've got the good good -cat parents say...	-we've got the good good	Sounds more on brand and a play off of common CBD slang
Reviews CTA		- see more -read more	see more reviews	concise and adds the word "review" since it is not in the headline

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