



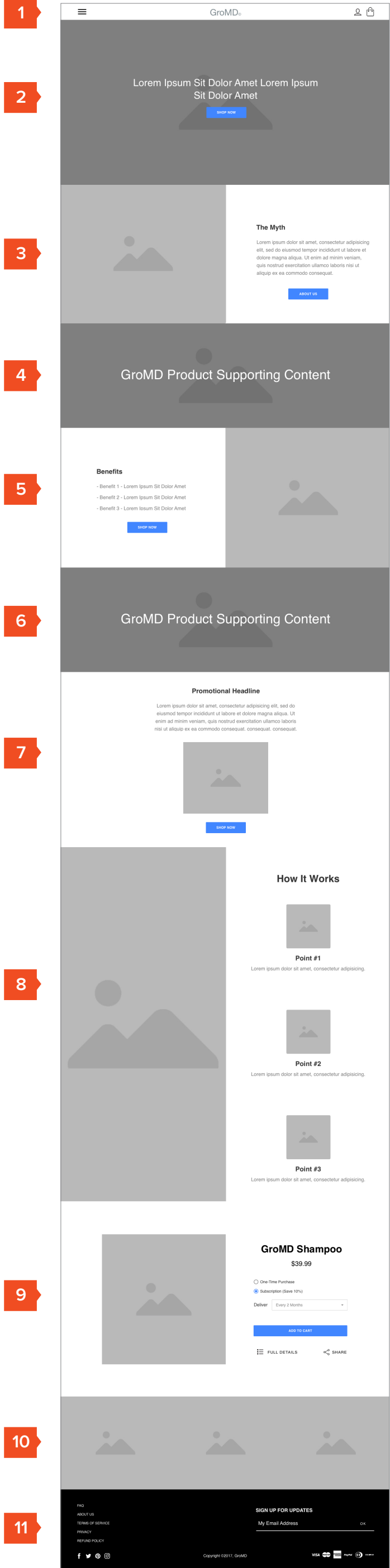
GroMD

E-Commerce Desktop Wireframes

Version 3

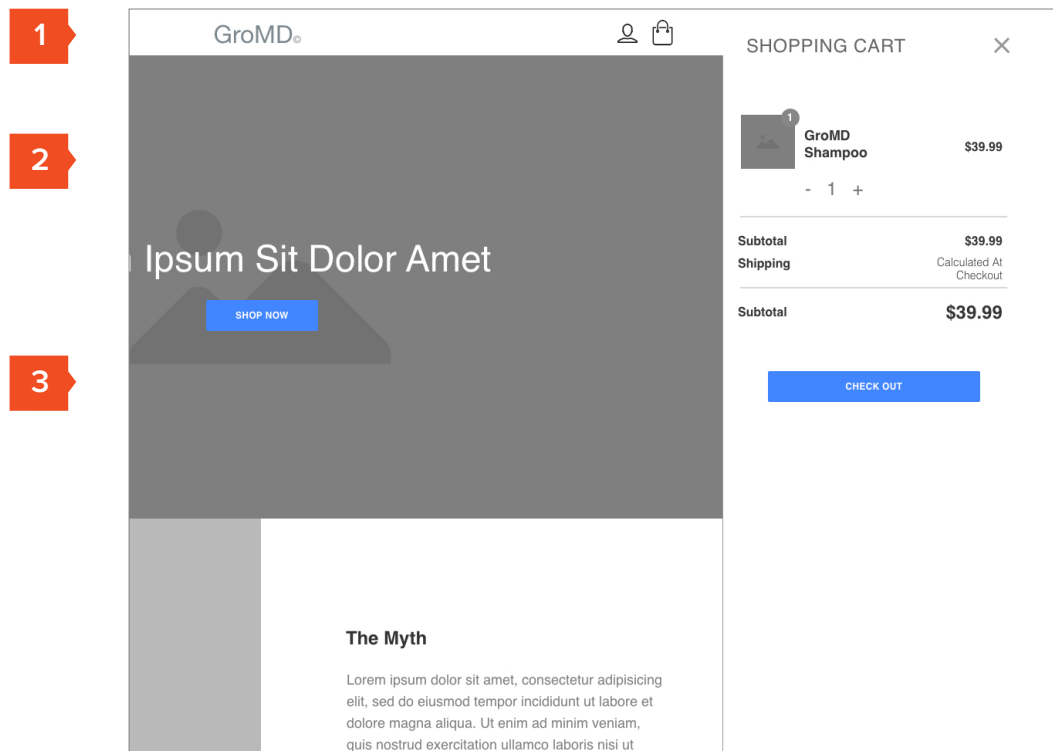
Homepage

1. Header with access to takeover navigation, account creation / login, and mini-cart.
2. Video / Image header with primary appeal & CTA to "Shop Now."
3. Narrative block with positioning language and "About Us" CTA.
4. Image + Supporting Content.
5. Benefits summary with "Shop Now" CTA.
6. Image + Supporting Content
7. Promotional Offer Block (shipping / etc.)
8. How it works module w/ 3 points and "Shop Now" CTA.
9. Product Detail summary module w/ "Add to Cart" CTA
10. Supplemental product / lifestyle imagery that can link to blog.
11. Footer w/ email signup module and utility navigation.



Shopping Cart (Mini-cart)

1. Cart pushes page content left when open.
2. Summary of cart with quick link to adjust number of items connected to each item.
3. CTA to "Check Out."



Menu Open State

1. Menu takes over full screen.
2. Primary navigation.
3. Secondary navigation.
4. Social links.
5. Search functionality (can be disabled if not needed.)

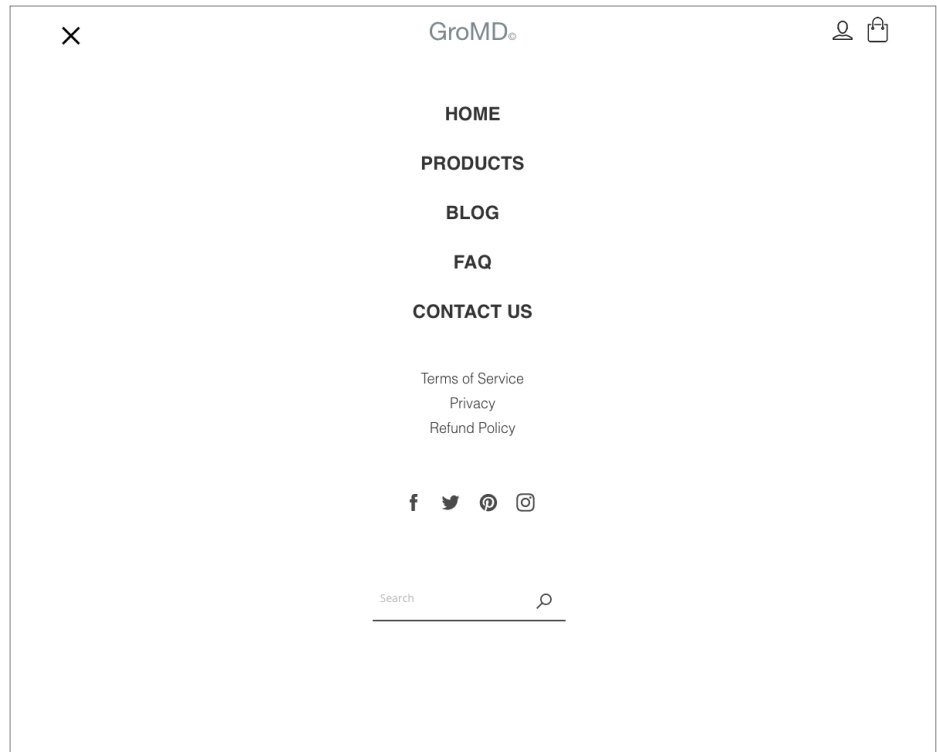
1

2

3

4

5



Product Detail Page

1. Product imagery
2. Subscription / One-time Purchase option w/ delivery frequency for subscription.
3. Share PDP action.
4. Ingredients list with link to view all (Modal)
5. Explanation of the science behind the product.
6. Cross-selling link.
7. Additional product imagery.

1

2

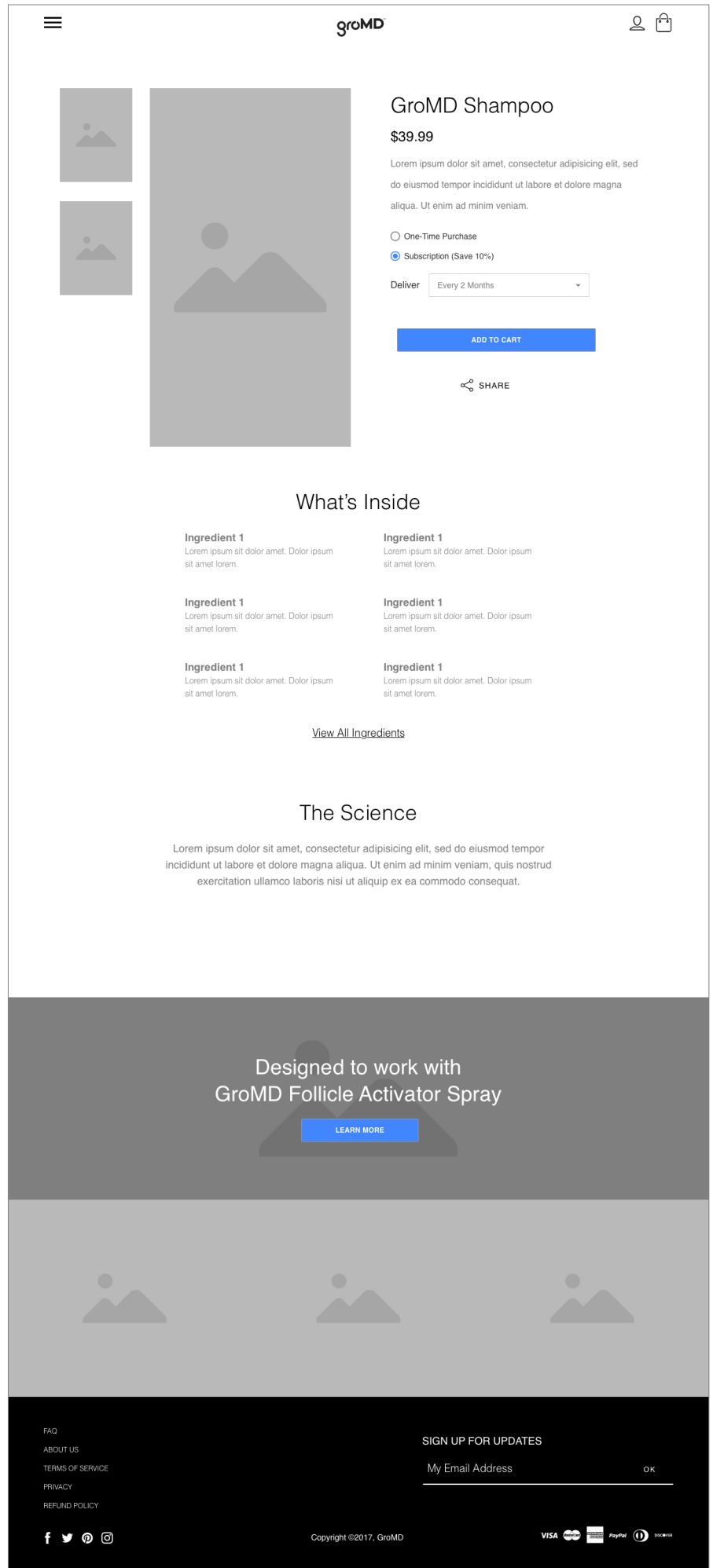
3

4

5

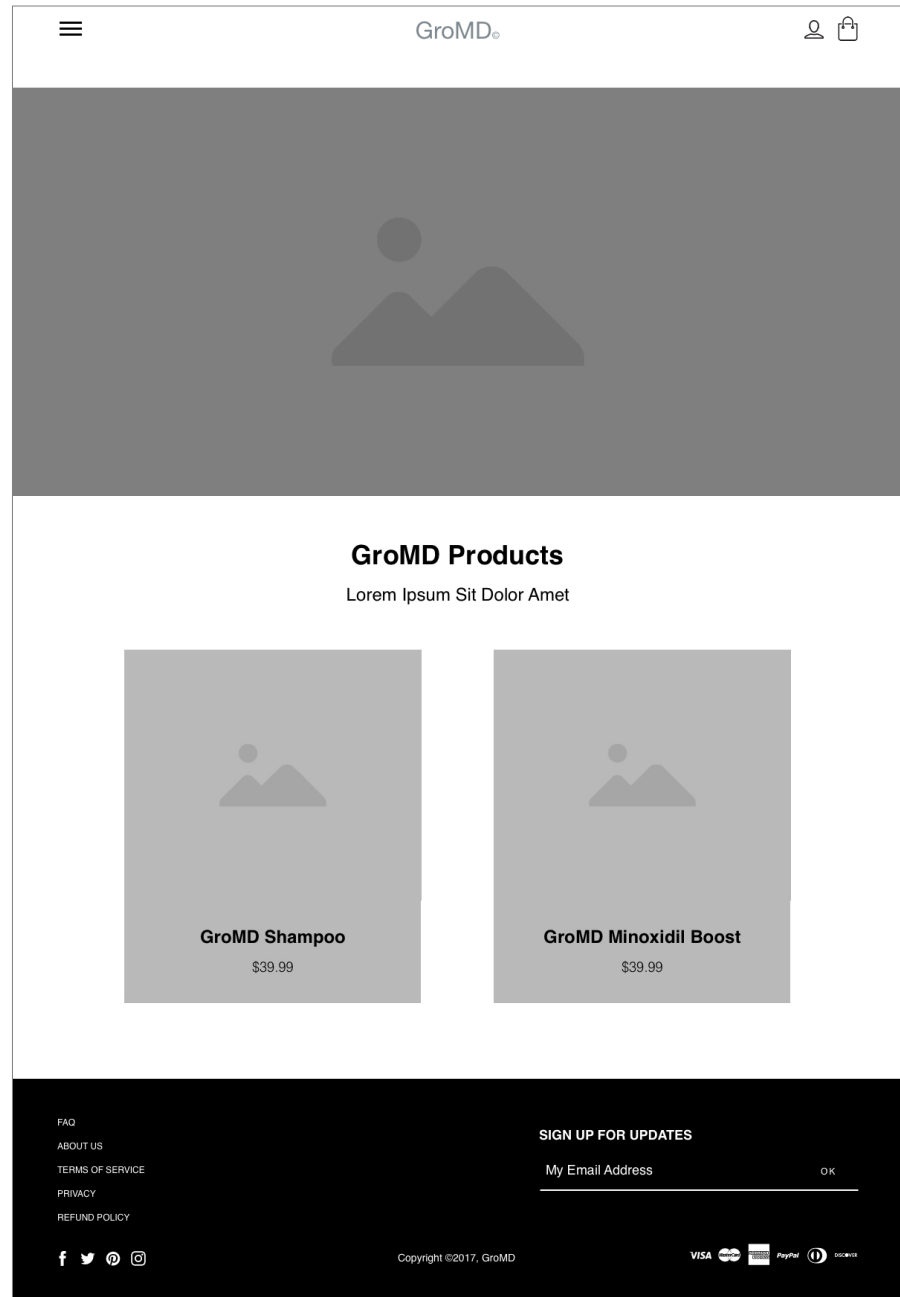
6

7



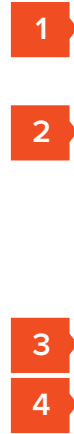
Category Page

1. Product or Lifestyle imagery slot.
2. Category title - we can optionally activate filtering / pagination once the catalog grows sufficiently.
3. Product cards direct to PDP.



Checkout Step 1 (Shipping Info)

1. Breadcrumbs for quick navigation between checkout steps.
2. Option to subscribe to newsletter (if not logged in).
3. Option to save information / create account for faster checkout.
4. Return to cart link
5. Cart summary.



☰
GroMD®
👤 🛒

GROMD CHECKOUT

Cart > Customer Information > Shipping Method > Payment Method

Customer Information

Subscribe to our newsletter for news, events, and product information.

Shipping Address

▼

Save this information for next time

< Return to Cart CONTINUE TO SHIPPING METHOD

GroMD Shampoo	\$39.99
Subtotal	
Shipping	-
Total	
	\$39.99

FAQ

ABOUT US

TERMS OF SERVICE

PRIVACY

REFUND POLICY

SIGN UP FOR UPDATES

My Email Address OK

Copyright ©2017, GroMD

Checkout Step 2 (Shipping Method)

1. Breadcrumb displays what step a user is currently in.
2. Shipping method selection (accommodates multiple.)
3. Back one step button.

1

2

3

The wireframe shows a checkout page for GroMD. The main content area is titled "GROMD CHECKOUT" and includes a breadcrumb trail: "Cart > Customer Information > Shipping Method > Payment Method". The page is divided into three main sections: a shipping address section, a shipping method selection section, and a summary section on the right. The shipping address section shows "Writ Langstaff, 221 Fake Ave, Atlanta, GA 30301" with an "Edit" link. The shipping method section shows "Standard Shipping" selected for "\$5.95". The summary section shows a subtotal of "\$39.99", shipping of "-", and a total of "\$39.99". At the bottom, there is a footer with links for FAQ, About Us, Terms of Service, Privacy, and Refund Policy, a sign-up for updates form, and social media icons.

Navigation: < Return to Customer Information | CONTINUE TO PAYMENT METHOD

Shipping Address: Writ Langstaff, 221 Fake Ave, Atlanta, GA 30301 (Edit)

Shipping Method: Standard Shipping (\$5.95)

Summary: Subtotal \$39.99, Shipping -, Total \$39.99

Footer: FAQ, ABOUT US, TERMS OF SERVICE, PRIVACY, REFUND POLICY, SIGN UP FOR UPDATES, My Email Address, OK, Copyright ©2017, GroMD, VISA, Mastercard, PayPal, American Express

Checkout Step 3 (Payment)

1. Close button.
2. All fields required (this can be adjusted, for example we may not need to know Delivery Time at this point.)
3. Date picker with Calendar view.

1

2

3

The wireframe shows a checkout page for GroMD. The main heading is "GROMD CHECKOUT" with a breadcrumb trail: "Cart > Customer Information > Shipping Method > Payment Method". The page is divided into two main sections: a payment form on the left and a cart summary on the right.

Payment Form:

- Credit card section:** Includes a "Credit card" label, a "Card number" input field, and three smaller input fields for "Name on card", "MM/YY", and "CVV".
- Billing Address section:** Includes a "Billing Address" label and two radio button options: "Same as shipping" (selected) and "New Address".
- Navigation:** A "< Return to Shipping Method" link and a blue "COMPLETE MY ORDER" button.

Cart Summary (Right Side):

- Item: GroMD Shampoo, Price: \$39.99
- Subtotal: \$39.99
- Shipping: -
- Total: \$39.99

Footer:

- Left side: Links for FAQ, ABOUT US, TERMS OF SERVICE, PRIVACY, and REFUND POLICY.
- Right side: "SIGN UP FOR UPDATES" section with a "My Email Address" input field and an "OK" button.
- Bottom center: Copyright ©2017, GroMD.
- Bottom right: Payment logos for VISA, Mastercard, American Express, PayPal, and Discover.

Checkout (Back to Cart View)

1. Close button.
2. All fields required (this can be adjusted, for example we may not need to know Delivery Time at this point.)
3. Date picker with Calendar view.

1

2

3

The wireframe shows a shopping cart interface for GroMD. At the top, there is a navigation bar with a hamburger menu icon, the GroMD logo, and a user profile icon. Below this is the title 'SHOPPING CART'. The main content area features a table with columns for 'Product', 'Price', 'Quantity', and 'Total'. A single item, 'GroMD Shampoo', is listed with a price of \$39.99 and a quantity of 1. To the right of the table, the subtotal is shown as \$39.99, with a note that shipping and taxes are calculated at checkout. A blue 'CHECK OUT' button is positioned below the subtotal. At the bottom of the page, there is a dark footer containing a list of links (FAQ, ABOUT US, TERMS OF SERVICE, PRIVACY, REFUND POLICY), a 'SIGN UP FOR UPDATES' section with an email input field and an 'OK' button, and a row of social media icons and payment logos (VISA, Mastercard, PayPal, etc.).

About GroMD

1. Free form content entry (images / text can be in any order).
2. Product Detail Module w/ CTA to "Add to Cart."

1

The wireframe shows a mobile website layout. At the top, there is a navigation bar with a hamburger menu icon on the left, the GroMD logo in the center, and a user profile icon and a lock icon on the right. Below the navigation bar, the main content area is titled "About GroMD". It features a large image placeholder, followed by a "Lorem Ipsum Headline" and two paragraphs of placeholder text. This structure is repeated once more. Below this, there is a "GroMD Shampoo" product detail section. It includes a product image placeholder, the product name "GroMD Shampoo", the price "\$39.99", and two radio button options: "One-Time Purchase" and "Subscription (Save 10%)". The "Subscription" option is selected. Below the options is a "Deliver" dropdown menu set to "Every 2 Months". A prominent blue "ADD TO CART" button is positioned below the dropdown. Underneath the button are links for "FULL DETAILS" and "SHARE". At the bottom of the page, there is a dark footer. On the left, it contains a list of links: "FAQ", "ABOUT US", "TERMS OF SERVICE", "PRIVACY", and "REFUND POLICY". On the right, there is a "SIGN UP FOR UPDATES" section with a text input field labeled "My Email Address" and an "OK" button. At the very bottom, there are social media icons (Facebook, Twitter, Pinterest, Instagram) on the left, the copyright notice "Copyright ©2017, GroMD" in the center, and payment method logos (VISA, Mastercard, PayPal, American Express) on the right.

2

Contact Us

1. Contact info (can add phone number etc. if applicable)
2. Contact form.
3. CTA to "Send."

1

2

3

Login



1. User logs in with email / password.
2. Link to "Forgot Password" flow.
3. Link to "Create Account" flow.



Create Account

1. Account requires first, last name, email, and password.



☰ GroMD  

Create Account

First Name

Last Name





Email

Password






[CREATE ACCOUNT](#)

FAQ
ABOUT US
TERMS OF SERVICE
PRIVACY
REFUND POLICY

SIGN UP FOR UPDATES
My Email Address [OK](#)

Copyright ©2017, GroMD

My Account

1. Manage Subscription flow.
2. Dashboard view offers Order History, Address Management.



GroMD®

My Account

Log out
Manage Subscriptions

Order history

Order	Date	Payment Status	Fulfillment Status	Total
#10293	11/29/17	Paid	Unfulfilled	\$39.99

Account Details

Witt Langstaff FortyFour
331 Elizabeth Street
Suite A
Atlanta GA 30307
United States

[VIEW ADDRESSES \(1\)](#)

FAQ
ABOUT US
TERMS OF SERVICE
PRIVACY
REFUND POLICY

SIGN UP FOR UPDATES
My Email Address



Copyright ©2017, GroMD

VISA Mastercard PayPal American Express

My Addresses

1. Add New Address functionality.
2. Show user default address (if it exists) along with options to edit / delete.



☰ GroMD  

Your Addresses

[Return to Account Details](#)

[ADD NEW ADDRESS](#)

Default



Witt Langstaff FortyFour
331 Elizabeth Street
Suite A
Atlanta GA 30307
United States

[EDIT](#) [DELETE](#)

FAQ
ABOUT US
TERMS OF SERVICE
PRIVACY
REFUND POLICY

SIGN UP FOR UPDATES

My Email Address [OK](#)

 Copyright ©2017, GroMD 

Subscription Management

1. In-page navigation.
2. Show shipping address with option to edit.
3. Show subscriptions (list view) with option to edit / cancel.
4. Add product option allows users to spec and additional product to an existing subscription.

WITT LANGSTAFF FORTYFOUR

Delivery schedule
Subscriptions
Billing information
Purchase history

SUBSCRIPTION ORDERS

Ships To: 331 Elizabeth Street Suite A Atlanta 30307 Edit

Product	Amount	USD	Frequency	Next charge date	
Short Sleeve T-Shirt Auto renew	1	1.00	30 Days	Thursday, December 14	Edit Cancel

ADD PRODUCT

FAQ
ABOUT US
TERMS OF SERVICE
PRIVACY
REFUND POLICY

SIGN UP FOR UPDATES

My Email Address



Copyright ©2017, GroMD

VISA

Purchase History

1. Snapshot of all subscription based purchases.



☰ GroMD®  

WITT LANGSTAFF FORTYFOUR

Delivery schedule
Subscriptions
Billing information
Purchase history





PURCHASE HISTORY

Date	Order	Amount (USD)
November 14, 2017	1001	1.00
November 14, 2017	1001	1.00
November 14, 2017	1001	1.00




FAQ
ABOUT US
TERMS OF SERVICE
PRIVACY
REFUND POLICY

SIGN UP FOR UPDATES

My Email Address

Copyright ©2017, GroMD

VISA   PayPal 

Delivery Schedule

1. Schedule shows all upcoming deliveries (6 mos out.) with option to skip.



☰ GroMD® 👤 🔒

WITT LANGSTAFF FORTYFOUR

Delivery schedule
Subscriptions
Billing information
Purchase history

DELIVERY SCHEDULE

Delivery schedule dates are when your order will be placed. Future deliveries will be added to your schedule as the date approaches.

December 14, 2017
331 Elizabeth Street Suite A Atlanta Georgia 30307

Products	
1 x Short Sleeve T-Shirt Auto renew Edit	Skip

January 13, 2018
331 Elizabeth Street Suite A Atlanta Georgia 30307

Products	
1 x Short Sleeve T-Shirt Auto renew Edit	Skip

February 12, 2018
331 Elizabeth Street Suite A Atlanta Georgia 30307

Products	
1 x Short Sleeve T-Shirt Auto renew Edit	Skip

March 14, 2018
331 Elizabeth Street Suite A Atlanta Georgia 30307

Products	
1 x Short Sleeve T-Shirt Auto renew Edit	Skip

April 13, 2018
331 Elizabeth Street Suite A Atlanta Georgia 30307

Products	
1 x Short Sleeve T-Shirt Auto renew Edit	Skip

FAQ
ABOUT US
TERMS OF SERVICE
PRIVACY
REFUND POLICY

SIGN UP FOR UPDATES

My Email Address OK

Copyright ©2017, GroMD

VISA PayPal

Billing Information

1. Show user billing info / card on file with option to edit both.



The wireframe shows a user profile page for 'WITT LANGSTAFF FORTYFOUR'. The main content area is titled 'BILLING INFORMATION' and is divided into two sections: 'CARD ON FILE' and 'BILLING INFORMATION'. The 'CARD ON FILE' section shows a Visa card ending in 6189, expiring 11/2021, with an 'Edit' link. The 'BILLING INFORMATION' section shows the user's address: Witt Langstaff FortyFour, 331 Elizabeth Street Suite A, Atlanta, Georgia 30307, United States, and email witt@somegood.co, with an 'Edit' link. The footer contains a navigation menu with links for FAQ, ABOUT US, TERMS OF SERVICE, PRIVACY, and REFUND POLICY. On the right, there is a 'SIGN UP FOR UPDATES' form with a text input field for 'My Email Address' and an 'OK' button. Social media icons for Facebook, Twitter, Pinterest, and Instagram are on the left, and payment logos for VISA, Mastercard, American Express, PayPal, and Discover are on the right. Copyright ©2017, GroMD is centered in the footer.