Evertrain

Mobile Wireframes

Version 2

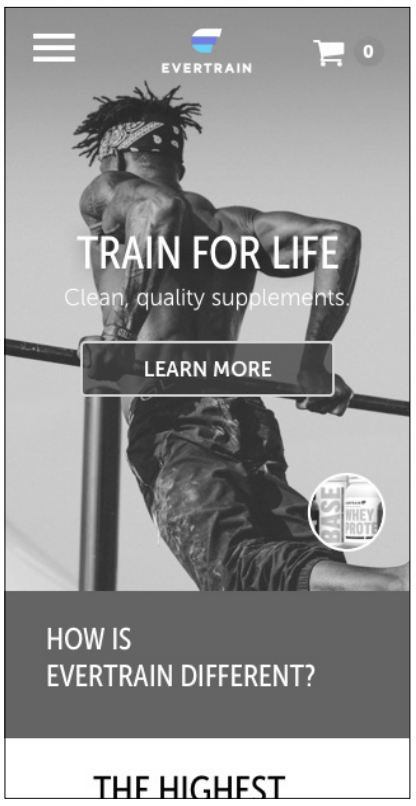
In this Document

1. Mobile Wireframes

Homepage Drawer

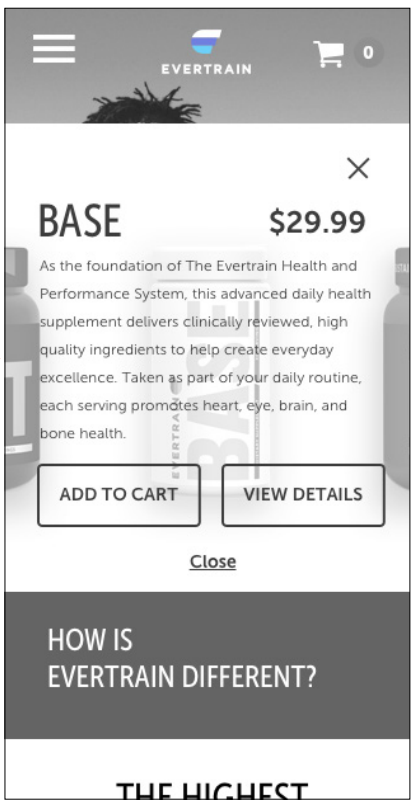
1. Initial state of drawer is closed on mobile.
2. Opening drawer presents a carousel view of product.
3. Tapping a product brings up description with CTA to add to cart / view details.

1



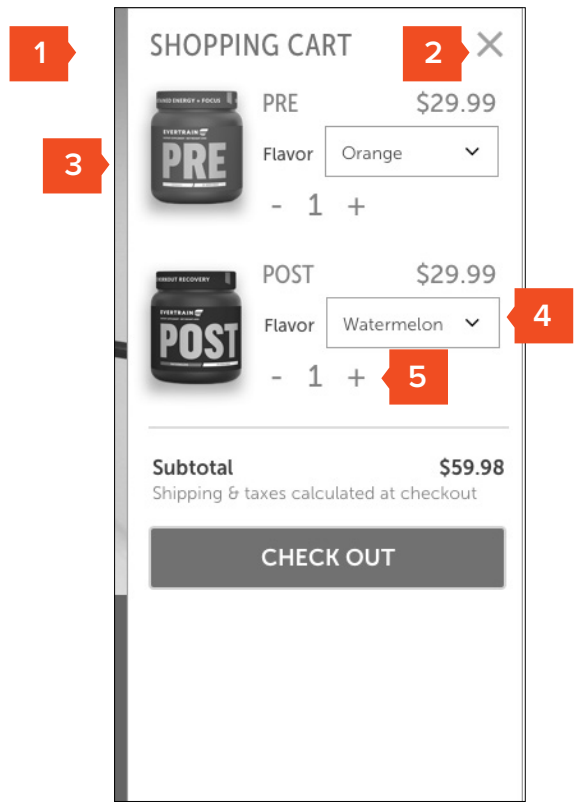
2

3



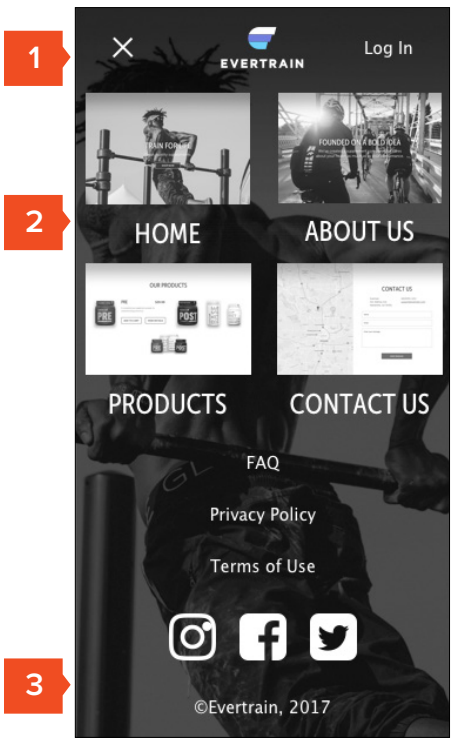
Cart Open (Quick View)

1. Shopping cart opens from right.
2. Close cart
3. Cart summary
4. Quick flavor selection
5. Quick quantity adjust



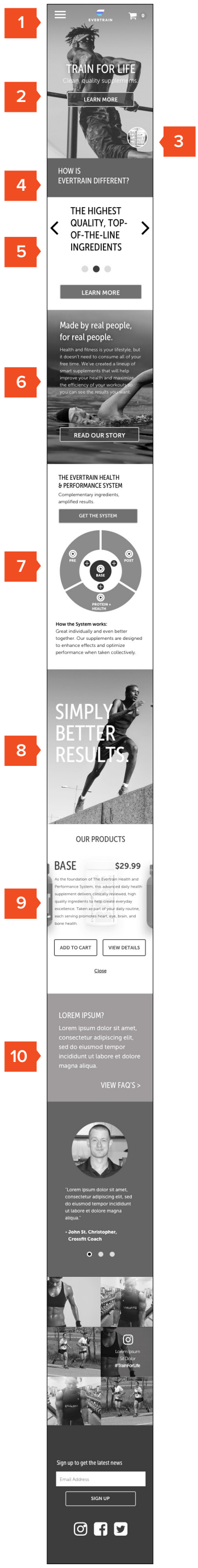
Nav Open

1. Full-screen takeover
2. Login replaces Cart in this view
3. User sees the primary frame of page their navigating towards
4. Footer content lives persistently in the open state



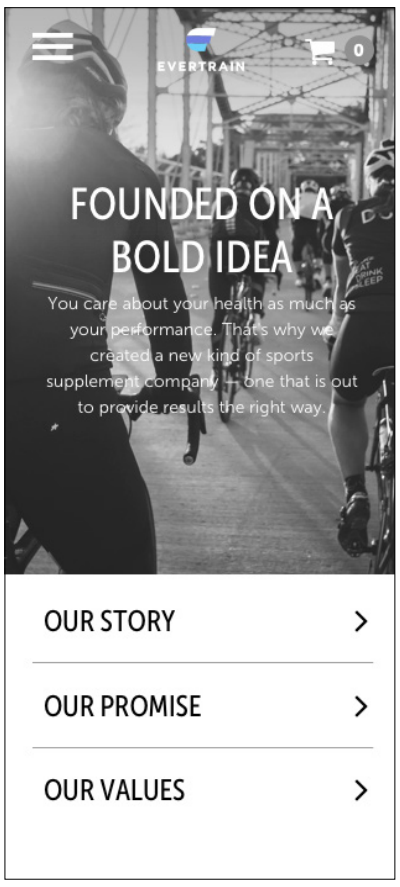
Homepage

1. Sticky full screen nav with cart / account access
2. Brand overview with CTA to shop
3. Persistent “drawer” feature with easy access to product
4. Evertrain differentiators
5. CTA to Ingredients & Process
6. Our Story overview with CTA to Read Story
7. How it Works module with CTA to System PDP
8. Brand statement interstitial
9. Product overview
10. Instagram feed with FAQ / Testimonial, links to follow on Social / register for Newsletter



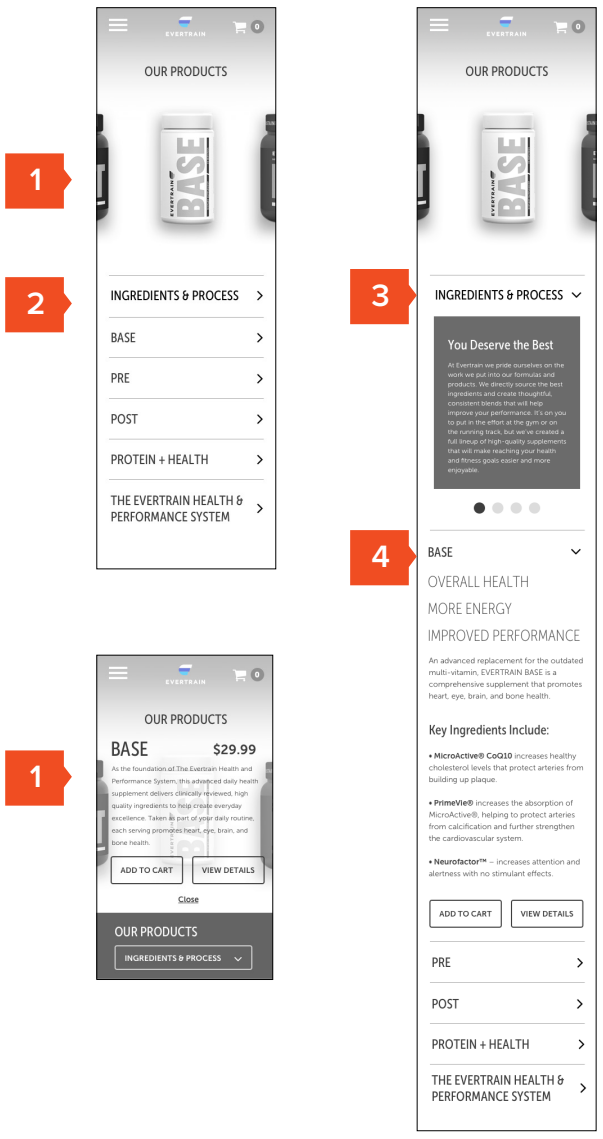
About Us

1. About us overview statement and imagery
2. Accordion Based Navigation
3. Our Story panel w/ CTA to Shop
4. Our Promise panel
5. Our Values (Carousel) w/ CTA to Shop



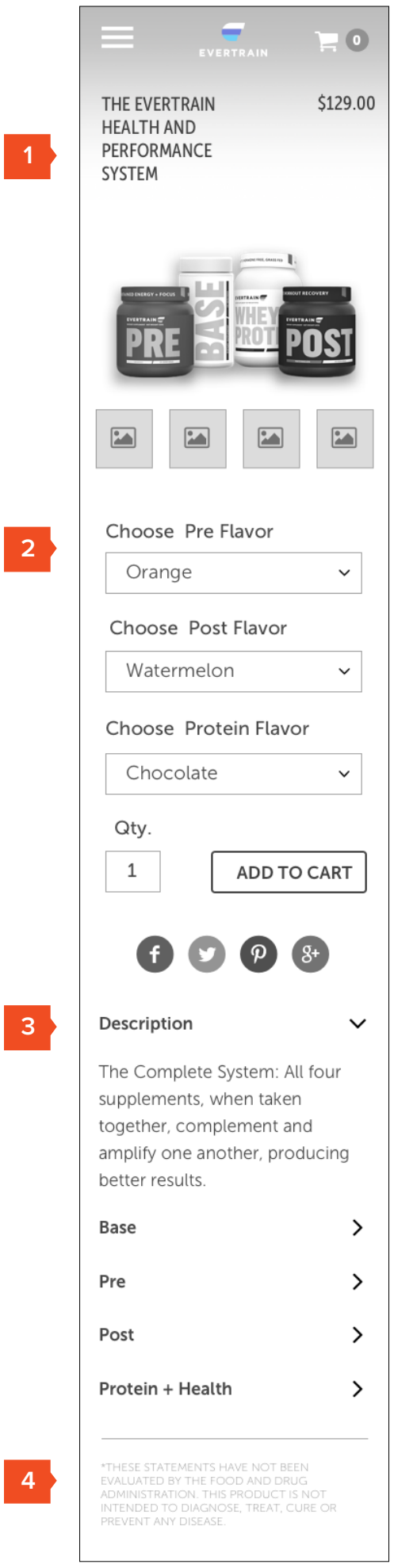
Products

1. Product list (carousel) with hover state for view details / add to cart
2. Accordion Based Navigation
3. Ingredients & Process content (carousel)
4. Product Value Propositions & CTA's



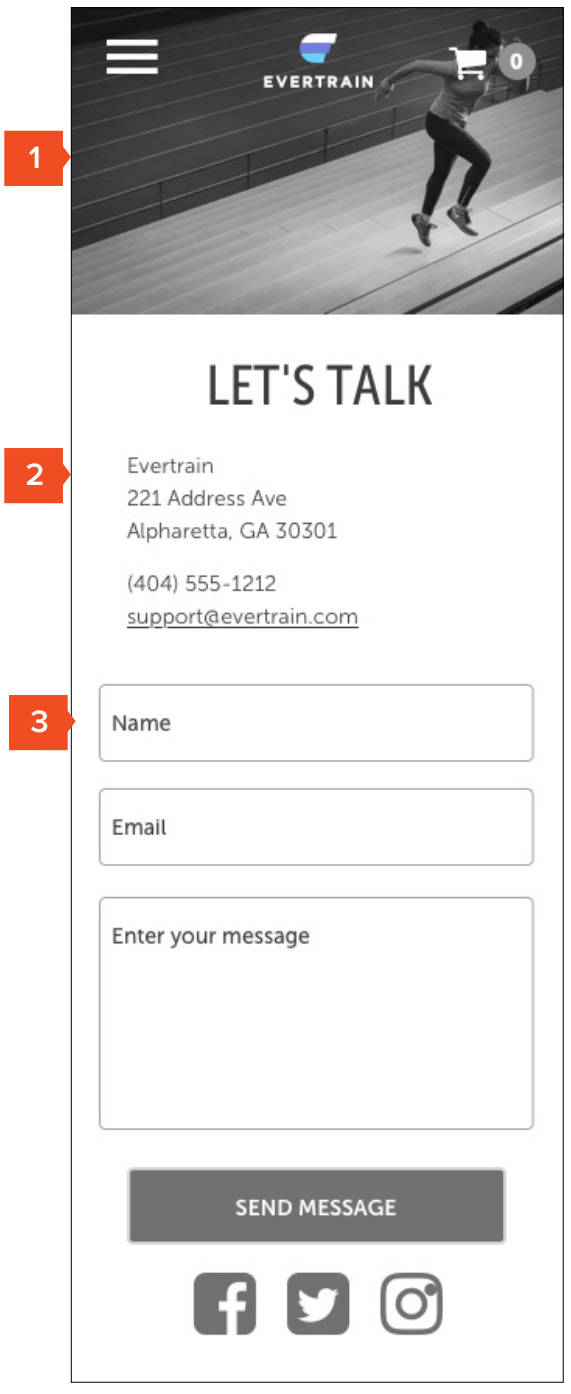
Product Detail Page

1. Optional multi-view (can include nutritional info snapshot)
2. Quantity adjust, flavor selection & social sharing
3. Product description & Ingredients (accordion on mobile)
4. FDA Language



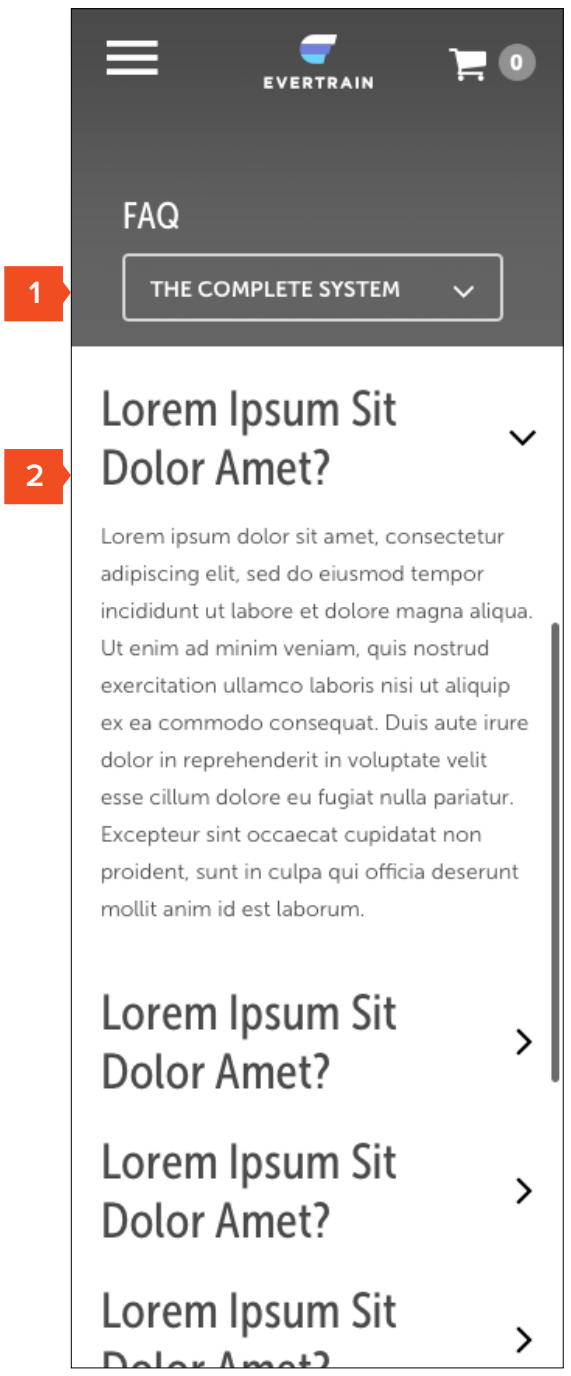
Contact Us

1. Lifestyle imagery
2. Address and contact info
3. Form to send message



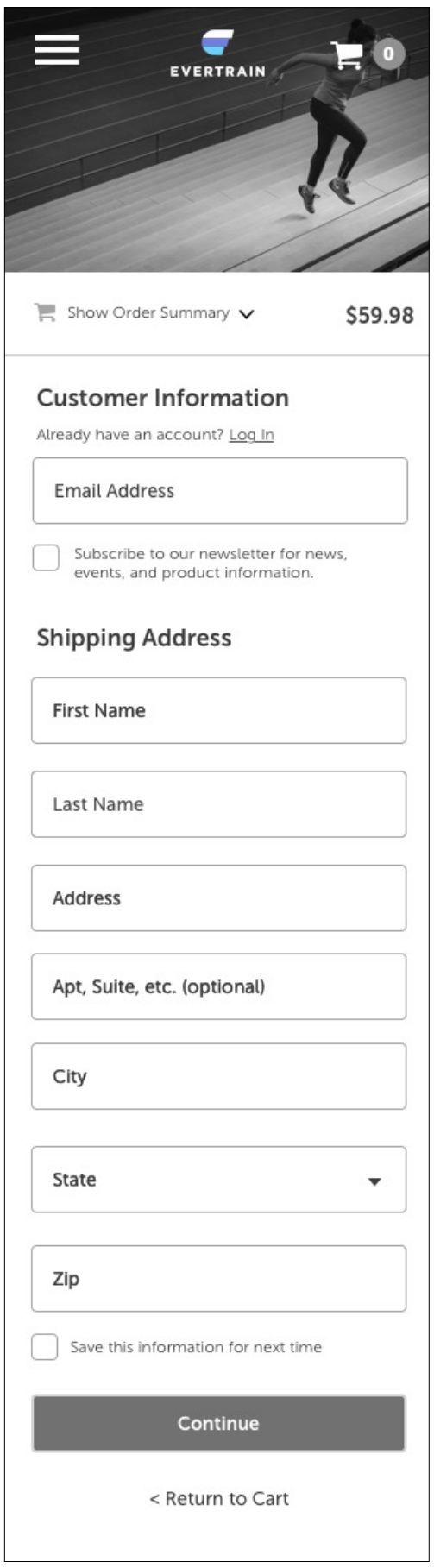
FAQ

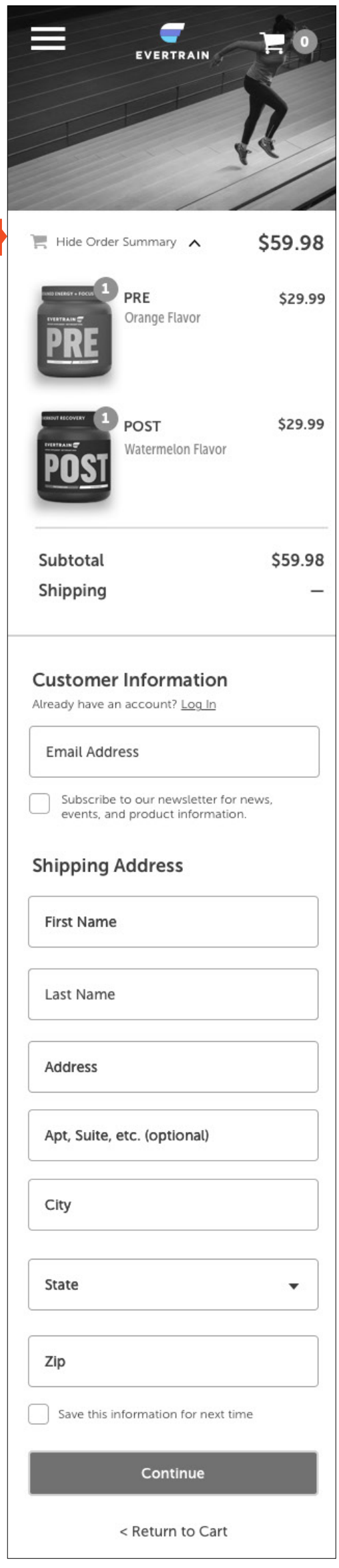
1. FAQ Navigation by Category
2. Accordion treatment for Q&A (can include links in text here as needed)



Checkout Step #1

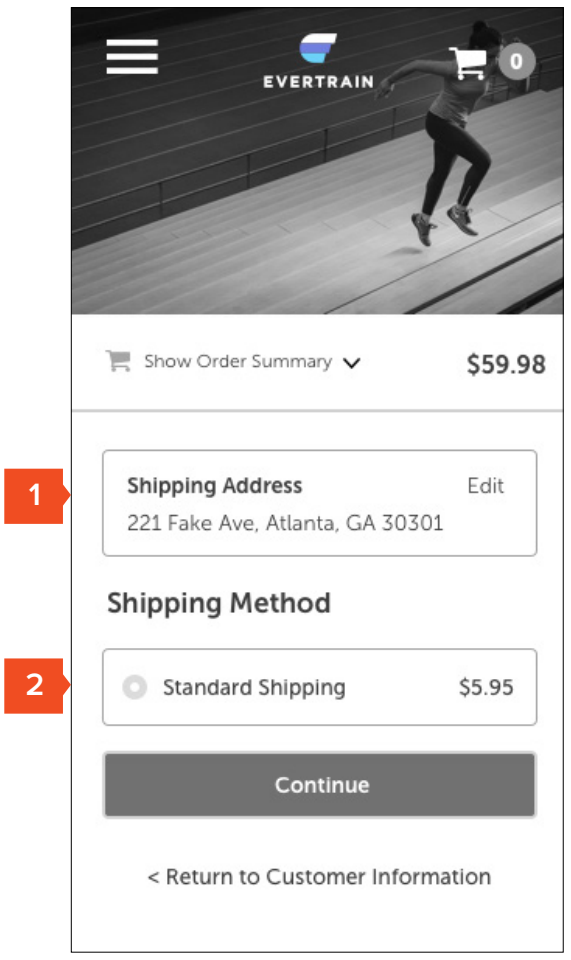
1. Show / Hide Order Summary
2. Capture email address or Sign in
3. Option to sign up for newsletter
4. Shipping address entry
5. Option to create an account for faster checkout
6. Return to cart





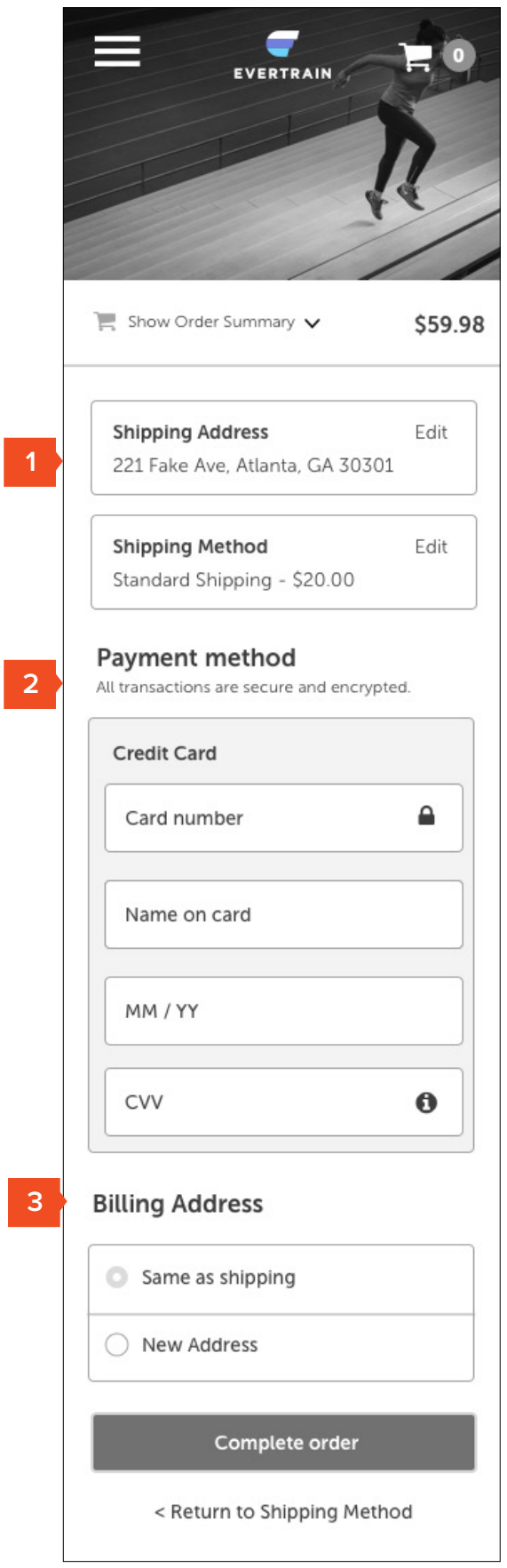
Checkout Step #2

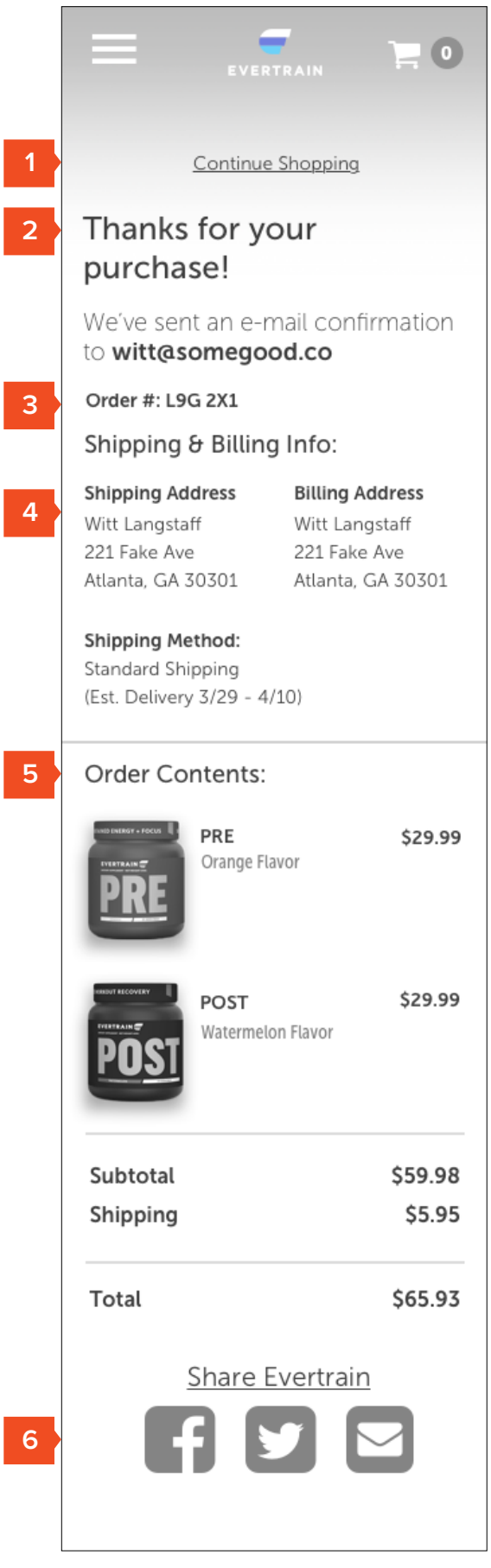
1. Confirm address with option to edit
2. Choose shipping method



Checkout Step #3

1. Confirm address and method / edit if needed
2. Payment method entry
3. Option to use same address or enter new address



Confirmation Page

1. Continue Shopping
2. Thank You messaging and reminder of email confirmation address
3. Order #
4. Shipping / Billing Recap
5. Order Recap
6. Share Evertrain via Social