

Wireframes illustrate feature presence, approximate placement, terminology, and page grid. Fonts, colors, precise layout, and graphic styling are left up to the graphic artists. Blue text are links or live text. Gray rectangles are images.

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Customer Information

First, either log in...

User name:

Password:

Remember me on this computer

[Forgot your password?](#)

...or tell us who you are:

Email:

This illustrates the flow for a customer who does not have an account. The page first asks them to log in, if they can, or start the transaction without an account (which is fine, unless and until the customer gets subscriptions).

If the customer does log in, then the page shows the relevant addresses and credit card info as plain uneditable text (not shown). An opportunity should be available to change the info for this transaction.

If the customer chooses the second option, the form shown below appears.

We might as well remember this information for future transactions, even if the user doesn't create an account yet.

ZIP code should uniquely identify the city and state/province. So when the customer types in the ZIP, those other fields can autofill. (Am I right? If I'm wrong, then just put City and State/Prov on the line above ZIP.)

Because there's absolutely no reason to force anyone to type a 16-number string with no grouping. Honestly...

Text boxes are easier than dropdowns for expiration dates.

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Customer Information for foo@bar.com:

Billing Address

Name:

Address:

ZIP:

City: State/Province:

Is this also the shipping address? Yes No

Shipping Address

Name:

Address:

ZIP:

City: State/Province:

Credit Card Information

Card type:

Number:

Go ahead and use spaces or hyphens, if it helps.

Expiration: Security code:

Shipping Address only appears when the user clicks "No" to the question about the shipping address.