Your Shopping Cart

CHECKOUT

YOUR FREE ITEMS	Price Total
Blender Bottle	$FREE
Welcome Kit	$FREE

Remove	Product	Unit	Qty	Price Each	Total
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95

UPDATE QUANTITIES

Product Total	$388.80
ENROLLMENT SAVINGS!	- $84.75
FREE Standard Shipping:	$0.00
Subtotal:	$304.05

10% REWARDS TO BE EARNED ON THIS ORDER: $38.88

CONTINUE SHOPPING   CHECKOUT

SYSTEM GENERATED MESSAGES

(Alerts, Promo Code Respsonses, Thresholds)

PROMOTIONS & DISCOUNTS

Enter Code:

APPLY

ED OR MONETATE
CONTENT BLOCK

AUTOSHIP REWARD EARNINGS POTENTIAL ON THIS ORDER

	Consumables	Non-Consumables	
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $10.00	- $0.00	- $10.00
Rewards Applied:	- $33.90	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$279.10		
You Earned:	$27.91	**10% Reward toward your next BeSlim order!**	

Requirements:

1. Work out solution for "Fake" Autoship Codes. (TBD based on further discussion and marketing decision on messaging. Bottom line - this will depend on messaging for Phase 1. Pointing out in case Dev Team has suggestion for handling. MARKETING/DEV TEAM DISCUSSION REQUIRED

2. Marketing and related offer messaging blocks provided via Monetate as appropriate. MARKETING/WEB TEAM

3. Continue to display free Blender Bottle in Free Items section, as well as Welcome Kit as applicable. DEV TEAM

4. If user begins checkout, but returns to their cart after selecting Autoship in checkout, if applicable show all discounts and enrollment attribution in cart view. DEV TEAM

5. Likewise, if user has returned to cart from checkout, show rewards potential on order if user has selected autoship during checkout. DEV TEAM

6. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

7. Rewards Icon - Sherry to design icon for TSFL since they want to use the wireframe icon for their UI. Med can use the same. WEB TEAM

Developer Notes: Autoship Program UI Requirements for Medifast1.com
Shopping Cart - Autoship Coupon Code Example

BANNER MESSSAGE (OPPORTUNITY)
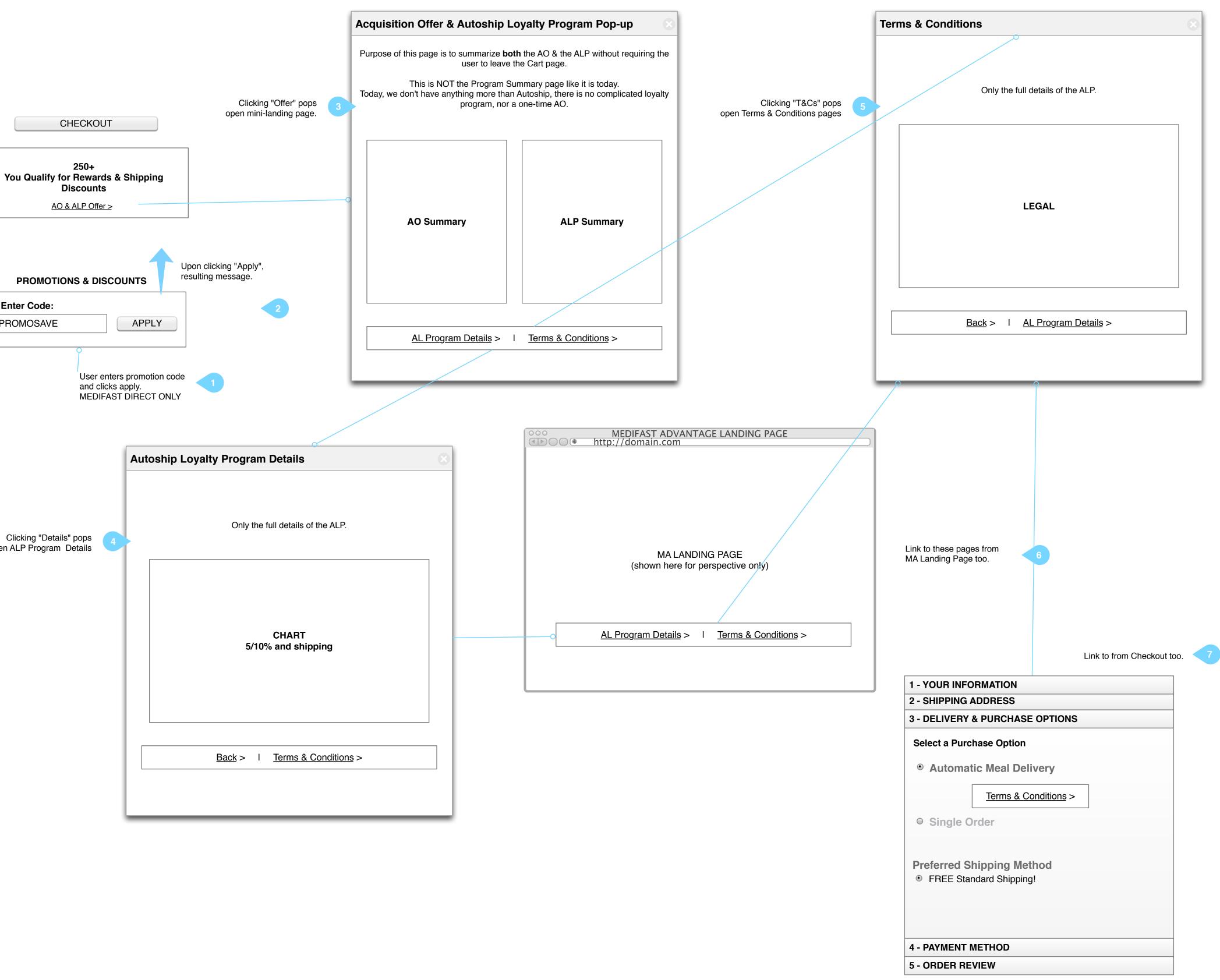
Your Shopping Cart

Remove	Product	Unit	Qty	Price Each	Total
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	Product 999999	Box	1	$16.95	$16.95
🗑	READY TO DRINK 999999	Box	1	$66.75	$16.95

UPDATE QUANTITIES

Product Total: $388.80

CONTINUE SHOPPING   CHECKOUT

CHECKOUT

250+
You Qualify for Rewards & Shipping Discounts

AO & ALP Offer >

Clicking "Offer" pops open mini-landing page.

PROMOTIONS & DISCOUNTS

Enter Code:

PROMOSAVE   APPLY

1 User enters promotion code and clicks apply.
MEDIFAST DIRECT ONLY

2 Upon clicking "Apply", resulting message.

Acquisition Offer & Autoship Loyalty Program Pop-up

Purpose of this page is to summarize **both** the AO & the ALP without requiring the user to leave the Cart page.

This is NOT the Program Summary page like it is today.
Today, we don't have anything more than Autoship, there is no complicated loyalty program, nor a one-time AO.

3

AO Summary   ALP Summary

AL Program Details > | Terms & Conditions >

Autoship Loyalty Program Details

4 Clicking "Details" pops open ALP Program Details

Only the full details of the ALP.

CHART
5/10% and shipping

Back > | Terms & Conditions >

MEDIFAST ADVANTAGE LANDING PAGE
http://domain.com

MA LANDING PAGE
(shown here for perspective only)

AL Program Details > | Terms & Conditions >

Terms & Conditions

5 Clicking "T&Cs" pops open Terms & Conditions pages

Only the full details of the ALP.

LEGAL

Back > | AL Program Details >

6 Link to these pages from MA Landing Page too.

7 Link to from Checkout too.

| 1 - YOUR INFORMATION |
| 2 - SHIPPING ADDRESS |
| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

◉ **Automatic Meal Delivery**

Terms & Conditions >

○ Single Order

Preferred Shipping Method
◉ FREE Standard Shipping!

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

Checkout

1 - YOUR INFORMATION

2 - SHIPPING ADDRESS

3 - DELIVERY & PURCHASE OPTIONS

Select a Purchase Option

○ **Automatic Meal Delivery** `◄ HIIDE OPTION`

> ### You're Already Enrolled `1`

◉ **Single Order** `◄ DEFAULT EELECTION`

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $0.00 Standard Shipping

○ $0.00 Express Shipping: 3-4 business days

○ $0.00 Next Business Day

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes
your order to the front of the line.

[Continue Secure Checkout]

4 - PAYMENT METHOD

5 - ORDER REVIEW

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ALREADY ENROLLED `2`

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total:	$180.00
Order Total:	**$180.00**

Requirements:

1. Autoship Already Enrolled - Writing/design/implementation in ED - MARKETING/WEB TEAM

2. Suppress this message here.

Developer Notes: Autoship Program UI Requirements for Medifast1.com

Checkout: Delivery & Purchase Options: Scenario 2 - Cart Value under $150

Checkout — BEFORE SELECTION

| 1 - YOUR INFORMATION |
| 2 - SHIPPING ADDRESS |
| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

○ **Automatic Meal Delivery**

> NO OFFER - AUTOSHIP CONTENT — 1

○ **Single Order**

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $0.00 Standard Shipping
○ $0.00 Express Shipping: 3-4 business days
○ $0.00 Next Business Day

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes your order to the front of the line.

[Continue Secure Checkout]

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

Sidebar (Before Selection)

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

SYSTEM GENERATED MESSAGES
(Alerts, Promo Respsonses)

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total:	$180.00
Order Total:	**$180.00**

Checkout — AFTER SELECTION

| 1 - YOUR INFORMATION |
| 2 - SHIPPING ADDRESS |
| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

◉ **Automatic Meal Delivery**

> NO OFFER - AUTOSHIP WELCOME CONTENT — 2

○ **Single Order**

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $5.00 Flat Rate Shipping!

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes your order to the front of the line.

[Continue Secure Checkout]

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

Sidebar (After Selection)

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ENROLLMENT CONFIRMATION MESSAGE — 3

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS
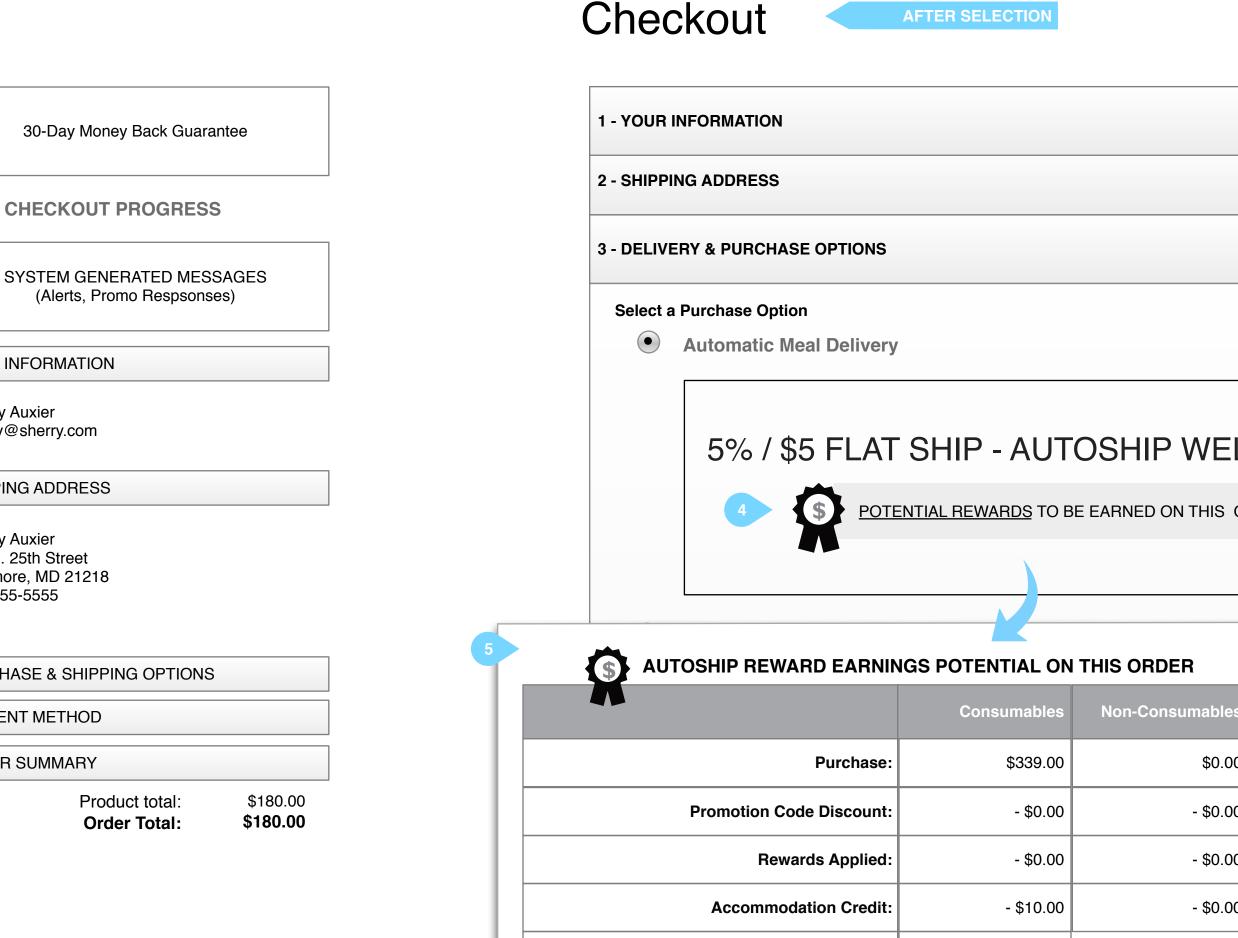
PAYMENT METHOD

ORDER SUMMARY

Product total:	$180.00
Standard Shipping:	**$5.00**
Sales Tax:	$2.00
Order Total:	**$189.00**

Requirements:

1. Autoship offer message needed Writing/design/implementation in ED - MARKETING/WEB TEAM.

2. Autoship offer welcome message needed - Writing/design/implementation in ED - MARKETING/WEB TEAM

3. Defect - Confirmation of enrollment system message is missing in this threshold tier. -DEV TEAM

Developer Notes: Autoship Program UI Requirements for Medifast1.com

Checkout `BEFORE SELECTION`

| 1 - YOUR INFORMATION |
| 2 - SHIPPING ADDRESS |
| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

○ **Automatic Meal Delivery**

> 5% / $5 FLAT SHIP - AUTOSHIP OFFER CONTENT ①

○ **Single Order**

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $0.00 Standard Shipping
○ $0.00 Express Shipping: 3-4 business days
○ $0.00 Next Business Day

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes
your order to the front of the line.

[Continue Secure Checkout]

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

SYSTEM GENERATED MESSAGES
(Alerts, Promo Respsonses)

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total: $180.00
Order Total: **$180.00**

Checkout `AFTER SELECTION`

| 1 - YOUR INFORMATION |
| 2 - SHIPPING ADDRESS |
| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

◉ **Automatic Meal Delivery**

> 5% / $5 FLAT SHIP - AUTOSHIP WELCOME CONTENT ②

④ 🎗 POTENTIAL REWARDS TO BE EARNED ON THIS ORDER: **$9.00**

⑤ **🎗 AUTOSHIP REWARD EARNINGS POTENTIAL ON THIS ORDER**

	Consumables	Non-Consumables	Total
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $0.00	- $0.00	- $10.00
Rewards Applied:	- $0.00	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$329.00		
You Earned:	$32.90	5% Reward toward your next BeSlim order!	

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ENROLLMENT CONFIRMATION MESSAGE ③

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total: $180.00
Standard Shipping: **$5.00**
Sales Tax: $2.00
Order Total: **$189.00**

Requirements:

1. Autoship offer message needed Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

2. Autoship offer welcome message needed. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

3. Defect - Confirmation of enrollment system message is missing in this threshold tier. -DEV TEAM

4. Display potential rewards earning and percentage in welcome message. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

5. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

Checkout

BEFORE SELECTION

1 - YOUR INFORMATION

| 2 - SHIPPING ADDRESS |

| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

○ Automatic Meal Delivery

5% - AUTOSHIP OFFER CONTENT ①

○ Single Order

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $0.00 Standard Shipping
○ $0.00 Express Shipping: 3-4 business days
○ $0.00 Next Business Day

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes your order to the front of the line.

[Continue Secure Checkout]

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

SYSTEM GENERATED MESSAGES
(Alerts, Promo Respsonses)

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total: $180.00
Order Total: $180.00

Checkout

AFTER SELECTION

1 - YOUR INFORMATION

| 2 - SHIPPING ADDRESS |

| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

◉ Automatic Meal Delivery

5% - AUTOSHIP WELCOME CONTENT ②

④ 🎗$ POTENTIAL REWARDS TO BE EARNED ON THIS ORDER: $9.00

⑤ 🎗$ **AUTOSHIP REWARD EARNINGS POTENTIAL ON THIS ORDER**

	Consumables	Non-Consumables	Total
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $0.00	- $0.00	- $10.00
Rewards Applied:	- $0.00	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$329.00		
You Earned:	$32.90	**5% Reward toward your next BeSlim order!**	

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ENROLLMENT CONFIRMATION MESSAGE ③

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total: $180.00
Standard Shipping: $5.00
Sales Tax: $2.00
Order Total: $189.00

Requirements:

1. Autoship offer message needed Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

2. Autoship offer welcome message needed. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

3. Defect - Confirmation of enrollment system message is missing in this threshold tier. -DEV TEAM

4. Display potential rewards earning and percentage in welcome message. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

5. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

Checkout — BEFORE SELECTION

1 - YOUR INFORMATION	
2 - SHIPPING ADDRESS	
3 - DELIVERY & PURCHASE OPTIONS	

Select a Purchase Option

○ **Automatic Meal Delivery**

> AQUISITION OFFER
> PLUS 10% / FREE SHIP - AUTOSHIP OFFER CONTENT

1

○ **Single Order**

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $0.00 Standard Shipping
○ $0.00 Express Shipping: 3-4 business days
○ $0.00 Next Business Day

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes your order to the front of the line.

[Continue Secure Checkout]

4 - PAYMENT METHOD	
5 - ORDER REVIEW	

Sidebar (Before)

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

SYSTEM GENERATED MESSAGES
(Alerts, Promo Respsonses)

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total: $308.05
Order Total: $308.05

Checkout — AFTER SELECTION

1 - YOUR INFORMATION	
2 - SHIPPING ADDRESS	
3 - DELIVERY & PURCHASE OPTIONS	

Select a Purchase Option

◉ **Automatic Meal Delivery**

3 10% / FREE SHIP - AUTOSHIP WELCOME CONTENT
AO Enrollment Savings Today! More than $84.75

4 💲 POTENTIAL REWARDS TO BE EARNED ON THIS ORDER: $30.40

5 AUTOSHIP REWARD EARNINGS POTENTIAL ON THIS ORDER

	Consumables	Non-Consumables	Total
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $0.00	- $0.00	- $10.00
Rewards Applied:	- $0.00	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$329.00		
You Earned:	$32.90	**10% Reward toward your next BeSlim order!**	

4 - PAYMENT METHOD	
5 - ORDER REVIEW	

Sidebar (After)

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ENROLLMENT CONFIRMATION MESSAGE

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

6
Product total: $388.80
ENROLLMENT SAVINGS: $84.75
Free Standard Shipping: **$0.00**
Sales Tax: $2.00
Order Total: $308.05

Not clear if this will
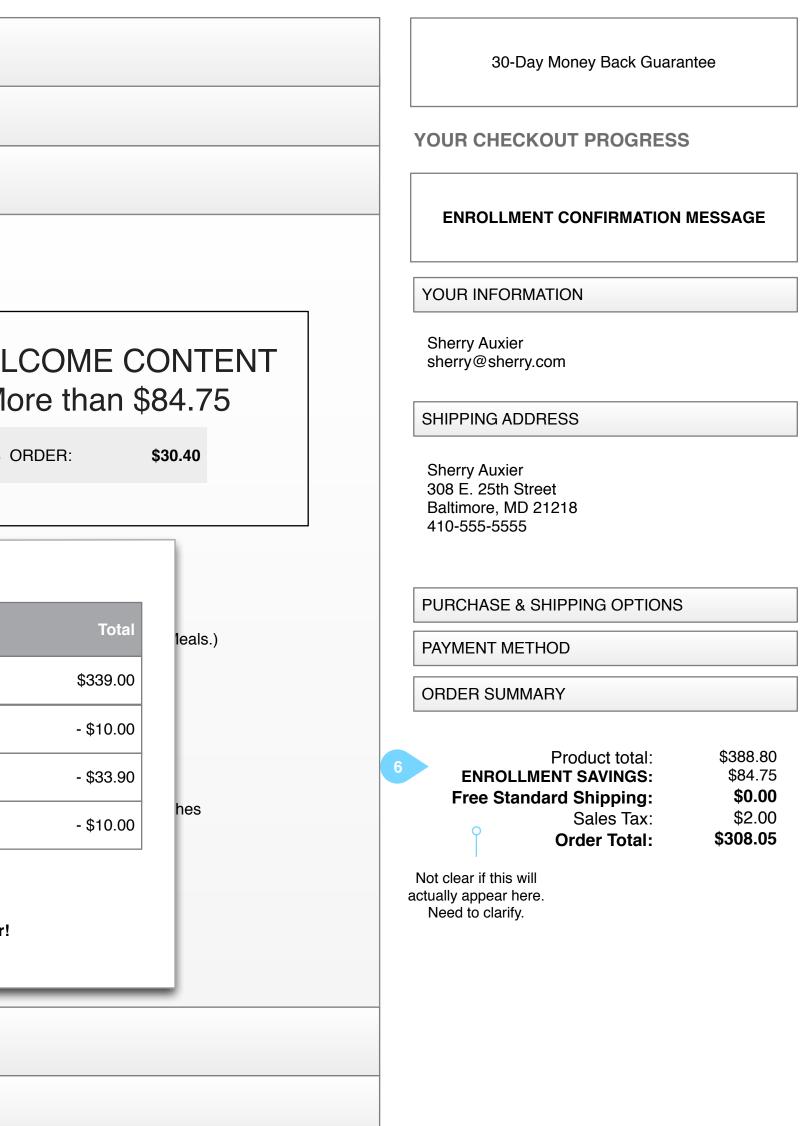actually appear here.
Need to clarify.

Requirements:

1. Acquisition and Autoship offer message needed Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

2. Acquisition and Autoship offer welcome message needed. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

3. "Enrollment Savings Today!" message - can be static since we know this is the savings and can decorate however we like. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

4. Display potential rewards earning and percentage in welcome message. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

5. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

6. Display "Enrollment Savings" line item in the Order Summary breakdown. This line item should be separate and apart from any other savings or discounts that might be applied. Dev Team. DEV TEAM
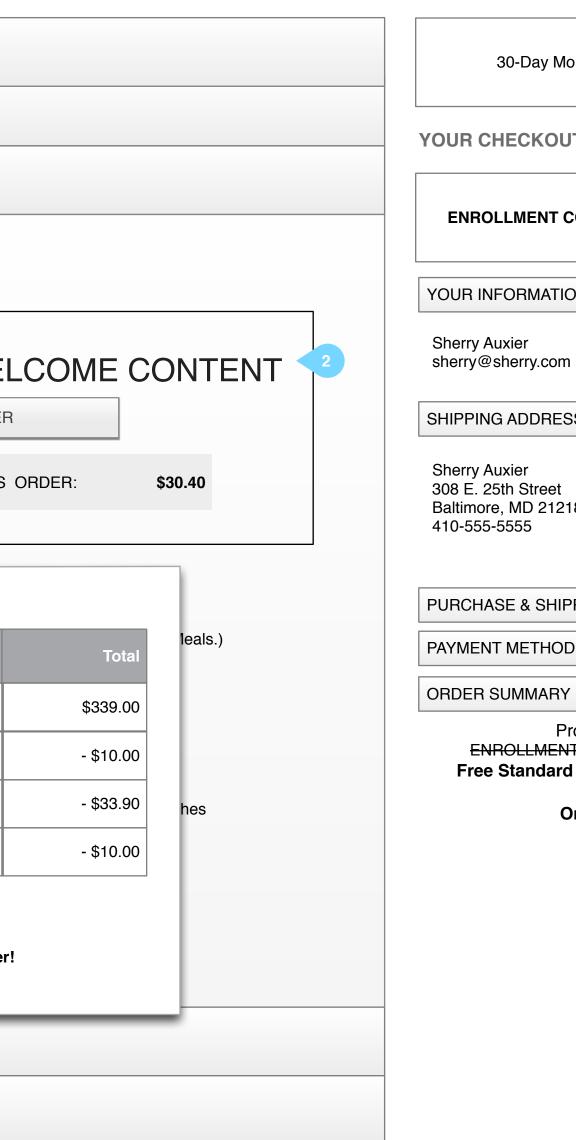
Checkout — BEFORE SELECTION

1 - YOUR INFORMATION

2 - SHIPPING ADDRESS

3 - DELIVERY & PURCHASE OPTIONS

Select a Purchase Option

○ **Automatic Meal Delivery**

> AQUISITION OFFER
> PLUS 10% / FREE SHIP - AUTOSHIP OFFER CONTENT

— 1

○ **Single Order**

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $0.00 Standard Shipping

○ $0.00 Express Shipping: 3-4 business days

○ $0.00 Next Business Day

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes your order to the front of the line.

[Continue Secure Checkout]

4 - PAYMENT METHOD

5 - ORDER REVIEW

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

SYSTEM GENERATED MESSAGES
(Alerts, Promo Respsonses)

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total: $308.05
Order Total: $308.05

Checkout — AFTER SELECTION

1 - YOUR INFORMATION

2 - SHIPPING ADDRESS

3 - DELIVERY & PURCHASE OPTIONS

Select a Purchase Option

◉ **Automatic Meal Delivery**

> 10% / FREE SHIP - AUTOSHIP WELCOME CONTENT — 2
>
> 3 — [FREE MEAL PICKER LAUNCHER]
>
> 4 — 🎗$ POTENTIAL REWARDS TO BE EARNED ON THIS ORDER: $30.40

○ Single Order

AUTOSHIP REWARD EARNINGS POTENTIAL ON THIS ORDER — 5

	Consumables	Non-Consumables	Total
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $0.00	- $0.00	- $10.00
Rewards Applied:	- $0.00	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$329.00		
You Earned:	$32.90	**10% Reward toward your next BeSlim order!**	

4 - PAYMENT METHOD

5 - ORDER REVIEW

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ENROLLMENT CONFIRMATION MESSAGE

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total: $388.80
~~ENROLLMENT SAVINGS:~~ ~~$84.75~~
Free Standard Shipping: $0.00
Sales Tax: $2.00
Order Total: $308.05

Requirements:

1. Acquisition and Autoship offer message needed Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

2. Acquisition and Autoship offer welcome message needed. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

3. "FREE MEAL PICKER" message and Button/Laucher - Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

4. Display potential rewards earning and percentage in welcome message. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

5. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

6. Enrollment Savings line item does not appear. Free boxes shown elsewhere instead. DEV TEAM

Checkout — BEFORE SELECTION

1 - YOUR INFORMATION	
2 - SHIPPING ADDRESS	
3 - DELIVERY & PURCHASE OPTIONS	

Select a Purchase Option

○ **Automatic Meal Delivery**

10% / FREE SHIP - AUTOSHIP OFFER CONTENT 〔1〕

○ **Single Order**

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $0.00 Standard Shipping

○ $0.00 Express Shipping: 3-4 business days

○ $0.00 Next Business Day

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes
your order to the front of the line.

[Continue Secure Checkout]

4 - PAYMENT METHOD	
5 - ORDER REVIEW	

Sidebar (Before)

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

SYSTEM GENERATED MESSAGES
(Alerts, Promo Respsonses)

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

Product total:	$308.05
Order Total:	$308.05

Checkout — AFTER SELECTION

1 - YOUR INFORMATION	
2 - SHIPPING ADDRESS	
3 - DELIVERY & PURCHASE OPTIONS	

Select a Purchase Option

◉ **Automatic Meal Delivery**

〔3〕 **10% / FREE SHIP - AUTOSHIP WELCOME CONTENT** 〔2〕

〔4〕 🎖$ **POTENTIAL REWARDS** TO BE EARNED ON THIS ORDER: **$30.40**

〔5〕 AUTOSHIP REWARD EARNINGS POTENTIAL ON THIS ORDER

	Consumables	Non-Consumables	Total
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $0.00	- $0.00	- $10.00
Rewards Applied:	- $0.00	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$329.00		
You Earned:	$32.90	**10% Reward toward your next BeSlim order!**	

4 - PAYMENT METHOD	
5 - ORDER REVIEW	

Sidebar (After)

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ENROLLMENT CONFIRMATION MESSAGE

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

〔6〕

Product total:	$388.80
ENROLLMENT SAVINGS:	$84.75
Free Standard Shipping:	$0.00
Sales Tax:	$2.00
Order Total:	$308.05

Not clear if this will
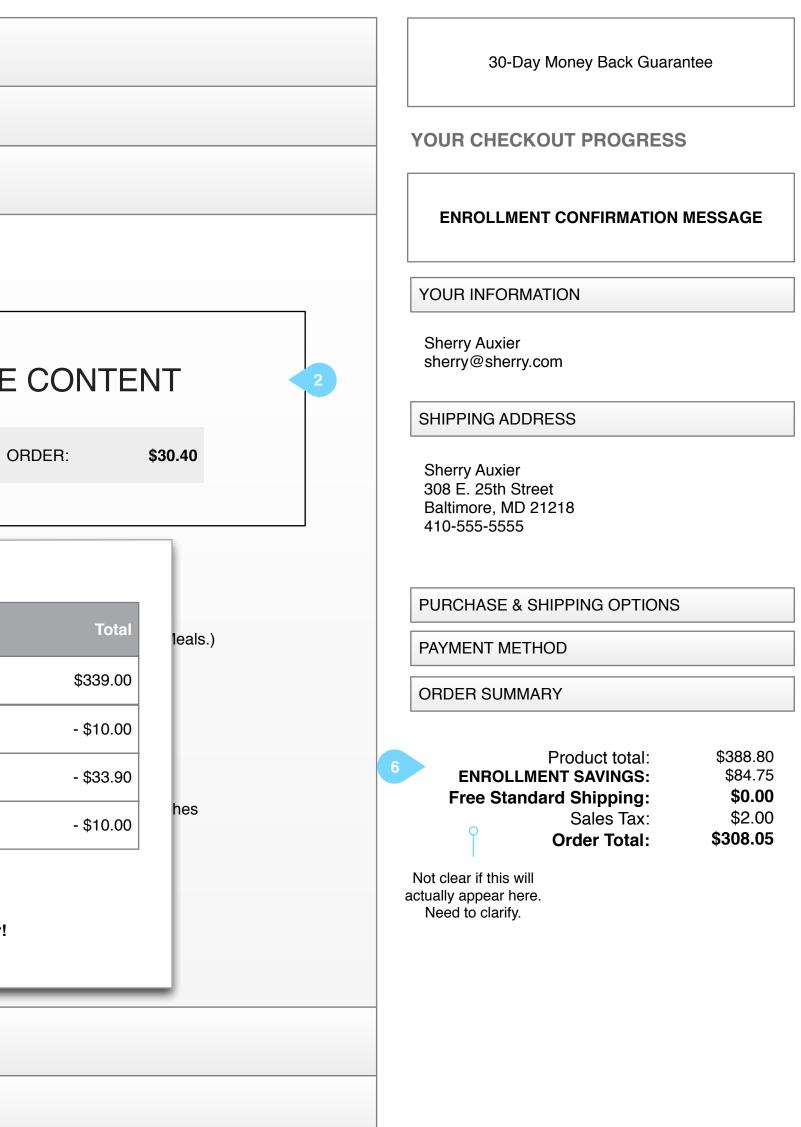actually appear here.
Need to clarify.

Requirements:

1. Acquisition and Autoship offer message needed Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

2. Acquisition and Autoship offer welcome message needed. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

3. "Enrollment Savings Today!" message - can be static since we know this is the savings and can decorate however we like. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

4. Display potential rewards earning and percentage in welcome message. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

5. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

6. Display "Enrollment Savings" line item in the Order Summary breakdown. This line item should be separate and apart from any other savings or discounts that might be applied. Dev Team. DEV TEAM

Checkout   BEFORE SELECTION

| 1 - YOUR INFORMATION |
| 2 - SHIPPING ADDRESS |
| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

◯ **Automatic Meal Delivery**

10% - AUTOSHIP OFFER CONTENT   ①

◯ **Single Order**

Place this order now and we'll deliver it just this one time.
Then, you may later return to place another order when you're ready.
(Please account for processing and shipping time upon reorder so you don't run out of your Medifast Meals.)

Preferred Shipping Method

◉ $0.00 Standard Shipping

◯ $0.00 Express Shipping: 3-4 business days

◯ $0.00 Next Business Day

☐ **Expedite this order?**
$9.95 - Expedited Processing pushes your order to the front of the line.

Continue Secure Checkout

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

SYSTEM GENERATED MESSAGES
(Alerts, Promo Respsonses)

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

| Product total: | $308.05 |
| **Order Total:** | **$308.05** |

Checkout   AFTER SELECTION

| 1 - YOUR INFORMATION |
| 2 - SHIPPING ADDRESS |
| 3 - DELIVERY & PURCHASE OPTIONS |

Select a Purchase Option

◉ **Automatic Meal Delivery**

③   10% - AUTOSHIP WELCOME CONTENT   ②

④ 🎖$ POTENTIAL REWARDS TO BE EARNED ON THIS ORDER: $30.40

⑤ 🎖 **AUTOSHIP REWARD EARNINGS POTENTIAL ON THIS ORDER**

	Consumables	Non-Consumables	Total
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $0.00	- $0.00	- $10.00
Rewards Applied:	- $0.00	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$329.00		
You Earned:	$32.90	**10% Reward toward your next BeSlim order!**	

| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ENROLLMENT CONFIRMATION MESSAGE

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

PAYMENT METHOD

ORDER SUMMARY

⑥
Product total:	$388.80
ENROLLMENT SAVINGS:	**$84.75**
Free Standard Shipping:	**$0.00**
Sales Tax:	$2.00
Order Total:	**$308.05**

Not clear if this will actually appear here. Need to clarify.

Requirements:

1. Acquisition and Autoship offer message needed Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

2. Acquisition and Autoship offer welcome message needed. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

3. "Enrollment Savings Today!" message - can be static since we know this is the savings and can decorate however we like. Marketing/Web Team will provide and implement content/design in ED. MARKETING/WEB TEAM

4. Display potential rewards earning and percentage in welcome message. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

5. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

6. Display "Enrollment Savings" line item in the Order Summary breakdown. This line item should be separate and apart from any other savings or discounts that might be applied. Dev Team. DEV TEAM

Checkout

| 1 - YOUR INFORMATION |
| 2 - SHIPPING ADDRESS |
| 3 - DELIVERY & PURCHASE OPTIONS |
| 4 - PAYMENT METHOD |
| 5 - ORDER REVIEW |

FREE ITEMS

Product	Unit	Qty	Price Each	Total
Welcome Kit
12345	Kit	1	FREE	FREE
Blender Bottle
12346	Each	1	FREE	FREE

Product	Unit	Qty	Price Each	Total
Peanut Butter Crunch Bar
65005	Box	10	$16.95	$169.50
Cheese Pizza Bites
68240	Box	10	$16.95	$169.50
			Product Total:	$339.00
			ENROLLMENT SAVINGS:	$84.75
			Free Standard Shipping:	$0.00
			Sales Tax:	$2.00
			ORDER TOTAL:	$321.00

REWARDS TO BE EARNED ON THIS ORDER: $32.90

30-Day Money Back Guarantee

YOUR CHECKOUT PROGRESS

ENROLLMENT CONFIRMATION MESSAGE

YOUR INFORMATION

Sherry Auxier
sherry@sherry.com

SHIPPING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PURCHASE & SHIPPING OPTIONS

Medifast Advantage
Free Standard Shipping

BILLING ADDRESS

Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

PAYMENT METHOD

-XXXX-XXXX-1234

ORDER SUMMARY

Product total:	$388.80
ENROLLMENT SAVINGS:	$84.75
Free Standard Shipping:	$0.00
Sales Tax:	$2.00
Order Total:	$308.05

AUTOSHIP REWARD EARNINGS POTENTIAL ON THIS ORDER

	Consumables	Non-Consumables	Total
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $0.00	- $0.00	- $0.00
Rewards Applied:	- $0.00	- $0.00	- $0.00
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$329.00		
You Earned:	$32.90	**10% Reward toward your next BeSlim order!**	

Requirements:

1. Continue to display free Blender Bottle in Free Items section, as well as Welcome Kit as applicable. DEV TEAM

2. Display potential rewards earning and percentage below cart table. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

3. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

4. Display "Enrollment Savings" line item in the cart breakdown. This line item should be separate and apart from any other savings or discounts that might be applied. Dev Team. DEV TEAM

5. Display "Enrollment Savings" line item in the Order Summary breakdown. This line item should be separate and apart from any other savings or discounts that might be applied. Dev Team. DEV TEAM

Welcome to Autoship! ◀1

Than you for your order!

Order Details   VISiT YOUR NEW MEDIFAST ACCOUNT

| Order #123456   Processed on 04/14/2014 |

🖶 Print Receipt

Shipped To: **Billed To:**

Sherry Auxier   Sherry Auxier
308 E. 25th Street   308 E. 25th Street
Baltimore, MD 21218   Baltimore, MD 21218
410-555-5555   410-555-5555
                                         Payment: XXXX-XXXX-XXXX-1234

FREE ITEMS

Product	Unit	Qty	Price Each	Total
Welcome Kit 12345	Kit	1	FREE	FREE
Blender Bottle 12346 ◀2	Each	1	FREE	FREE

Product	Unit	Qty	Price Each	Total
Peanut Butter Crunch Bar 65005	Box	10	$16.95	$169.50
Cheese Pizza Bites 68240	Box	10	$16.95	$169.50
			Product Total:	$339.00
			ENROLLMENT SAVINGS! ◀3	**-$84.75**
			Free Standard Shipping:	$0.00
			Sales Tax:	$2.00
			ORDER TOTAL:	**$254.25**

◀3 🎗$ **REWARDS EARNED** FROM THIS ORDER: $25.43

5◀ 🎗$ **BESLIM REWARDS SUMMARY - TO PROCESS ON 04/15/2014**   ✕

	Consumables	Non-Consumables	
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $10.00	- $0.00	- $10.00
Rewards Applied:	- $33.90	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$279.10		
You Earned:	$27.91	**10% Reward toward** **your next BeSlim order!**	

Requirements:

1. Display "Welcome to Autoship" (developed w/channel dependent naming) as page title when user enrolls in autoship program. Otherwise show default "Thank You!". DEV TEAM

2. Continue to display free Blender Bottle in Free Items section, as well as Welcome Kit as applicable. DEV TEAM

3. Display potential rewards earning and percentage below cart table. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

4. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

5. Display "Enrollment Savings" line item in the order breakdown. This line item should be separate and apart from any other savings or discounts that might be applied. DEV TEAM

My Account

Welcome back Sherry (if this is not you, click here).
Use the options below to manage your account.

MY ACCOUNT

My Account

Manage My <Autoship Program> Details

Order History

My Profile

Address Book

Payment Methods

My Preferences

<AUTOSHIP PROGRAM> LOYALTY MEMBER

Next Order Process Date: 05/12//2014

⚠ Available Rewards: $27.91

REWARDS SUMMARY

Your rewards will expire within 10 days!

MANAGE MY
AUTOSHIP ORDER

BESLIM CLUB REWARD SUMMARY - STATEMENT OF EARNINGS

YOUR BESLIM CLUB REWARDS	
$200.40	Total Rewards Savings earned to date
$33.90	Reward amount redeemed on last order
$27.91	Available Rewards to be applied to your upcoming order
$29.60	Expected Rewards to be earned on this upcoming order

YOUR ACCOUNT CREDIT

Available Account Credits	
$10.00	Cash on Account
$10.00	Accommodation Credit
$27.91	Rewards Earned toward your next MA Order

YOUR RECENT ORDERS

VIEW ALL ORDERS

Order #		Date	Amount	Track
1234566 🔍	B	04/15/2014	$280.10	X1392919394339339393393939

Requirements:

1. Change the display of the "Your <Autoship Program> Details" content block so that it appears as shown above. DEV TEAM/WEB TEAM

2. This new display will change the purpose of this content block so that it displays as more of an insignia. The box title will be removed, and will be replaced by the addition of the program icon and the headline showing that the customer is a "<Autoship Program> Loyalty Member. DEV TEAM/WEB TEAM

3. Then, the only available details on block will be notices of the customer's next order process date and their available rewards. (3.1) Show the link for /pop-up the Rewards Summary FancyBox. (3.2) Show Reward Expiration Date Alert if within 10 days of expiration. Hover on icon gives 10 day warning message. (3.3) DEV TEAM

4. The "Edit My Order" button (4.1) will be replaced with a "Go To Manage Autoship Order" button. This button will link to the "My Autoship Order Details" page (the autoship cart/ template) - the same destination as the left navigation link (4.2). Change navigation label to read " Manage My <Autoship Program> Order". DEV TEAM

5. Med Direct Only: Hide the "Your Account Credit" content block from view. DEV TEAM/WEB TEAM

(1) My <Autoship Program> Order Details

(9) EXIT & RETURN TO MY ACCOUNT >

(2) <AUTOSHIP PROGRAM> LOYALTY MEMBER

(3) Available Rewards: **$27.91**
⚠ Reward Expiration Date: MM/DD/YYYY
Your rewards will expire within 10 days!
REWARDS SUMMARY

(3.1) $ AUTOSHIP REWARD SUMMARY - STATEMENT OF EARNINGS

YOUR AUTOSHIP REWARDS	
$200.40	Total Rewards Savings earned to date
$33.90	Reward amount redeemed on last order
$27.91	Available Rewards to be applied to your upcoming order
$29.60	Expected Rewards to be earned on this upcoming order

Sherry Note: I'm looking at how we can add this in when there is one item in a cart. Keeping this in the doc so I don't loose track of it.

Quick Autoship Tip:
Does your order have only one item (such as a package) and you are trying to swap it out for something else, but can't delete it?

Try adding a new item to your order first. Once you add the new item you should easily be able to delete the unwanted single item.

(Our apologies for the inconvenience! We are aware of the problem and are working to fix it!)

AUTOSHIP ORDER SHOPPING CART

Below is the contents of your autoship order.

Product	Unit	Qty	Price Each	Total
Peanut Butter Crunch Bar 65005	Box	10	$16.95	$169.50
Cheese Pizza Bites 68240	Box	10	$16.95	$169.50

[UPDATE QUANTITIES]

Product Total:	$339.00
Available Rewards:	- $27.91
Available Accommodation Credit:	-$10.00
Free Standard Shipping:	$0.00
Shipping Surcharges:	$3.00
Sales Tax:	$2.00
Available Cash on Account:	-$10.00
CURRENT ORDER TOTAL:	$296.09

(4) **PROCESSING DETAILS**

(4.1) YOUR SCHEDULED ORDER:
Next Process Date: 05/12/2014
Last Process Date: 04/15/2014

Change Next Process Date:
__ / __ / ____ 📅 ❓

(4.2) SHIPPING TO:
Delivery Address: Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
CHANGE

(4.3) BILLING TO:
Payment Source: XXXX XXXX XXXX 1234
Expires: 01/10 🛑
CHANGE

(6) $ REWARDS TO BE EARNED ON THIS ORDER: $29.60

(5)

[ADD NEW PRODUCTS TO THIS ORDER]   I want to shop and add items to my scheduled order.

[CANCEL MY PRODUCT CHANGES]   Something isn't right or I changed my mind. Cancel the changes I made.

[I'M DONE. SAVE MY PRODUCT CHANGES.]   I'm done. I've made changes, reviewed and everything looks right.

(8)
ONDEMAND CART BLEED THROUGH
Advertisement Content Block

(7) $ BESLIM REWARDS SUMMARY - TO PROCESS ON 04/15/2014

	Consumables	Non-Consumables	
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $10.00	- $0.00	- $10.00
Rewards Applied:	- $33.90	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$279.10		
You Earned:	$27.91	**10% Reward toward your next BeSlim order!**	

Requirements:

1. We've streamlined the Autoship Order Management into a single page by combining the new Rewards Program with all the management facets of Order Processing Dates, Shipment Address, Bill/Payment Method, Order Details editing into a single page. While this does depart from the originally approved changes to the My Account UI, the only change is to the layout of the page and that we've now introduced the ability for the customer to live interact with their order instead of requiring that they take an extra step to click through to another page. It should not add scope. It should actually lessen scope since we're not having to add a new page, but are making use of an existing one. Also, know that I am not assessing this on my own. I have vetted with the development team for initial go ahead. DEV TEAM/WEB TEAM

2. Display the prominent "Your <Autoship Program> Details" content block so that it appears as shown above. DEV TEAM/WEB TEAM

3. Display notices of the customer's next order process date and their available rewards. Show the link for /pop-up the Rewards Summary FancyBox. Show the Rewards Expiration Date. When the expiration date shown is within 10 or fewer days then show alert icon. Hover of icon gives 10 day warning message. DEV TEAM

4. This section is a reconfiguration of the original order processing details options that had appeared on the My Account main page. The functionality remains the same, but is now moved to this new locations. (Note: If there is time, we will self contain these options available here so that that the Shipment and Billing change options will appear in pop-up windows. I doubt we will have time for this.) DEV TEAM/WEB TEAM

   Changed labels of sections on each 4.1 - 4.3. DEV TEAM.

5. Redesign/Reconfigure layout of buttons. Provide more descriptive and accurate representations of actions taken by buttons. (How did we end up with a 'Continue Shopping' button here? I know that isn't what we had.) And I do mean to literally lay these buttons out with blocks and notes beside them. DEV TEAM/WEB TEAM

6. Display potential rewards earning and percentage below cart table. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

7. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

8. Since this page is shared with the regular OD cart, we need to be sure to hide OD cart content of Autoship cart users. (Today, we have OD cart content bleeding through for TSFL so we are advertising BeSlim to BeSlim members. This looks bad.) DEV TEAM

9. Provide an Exit link on this page. That link should function the same was as the cancel button and remove users from the "autoship edit mode". DEV TEAM

Order History

Welcome back Sherry (if this is not you, underline click here).
Use the options below to manage your account.

Requirements:

1. Display potential rewards earning and percentage below cart table. Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

2. Pop-up Rewards Savings Chart breakdown in FancyBox - Dev Team to work with Web Team to design and implement into JSP. DEV TEAM

MY ACCOUNT

- My Account
- My BeSlim Club Order Details
- Order History
- My Profile
- Address Book
- Payment Methods
- My Preferences

Order Details

BACK TO ORDER HISTORY

Order #123456   Processed on 04/14/2014

Print Receipt

Shipped To:
Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

Billed To:
Sherry Auxier
308 E. 25th Street
Baltimore, MD 21218
410-555-5555

Payment: XXXX-XXXX-XXXX-1234

Product	Unit	Qty	Price Each	Total
Peanut Butter Crunch Bar 65005	Box	10	$16.95	$169.50
Cheese Pizza Bites 68240	Box	10	$16.95	$169.50
			Product Total:	$339.00
			Promotion Discount (CODE123):	- $10.00
			Rewards Redeemed:	- $33.90
			Accommodation Credit:	-$10.00
			Free Standard Shipping:	$0.00
			Shipping Surcharges:	$3.00
			Sales Tax:	$2.00
			Your Cash on Account:	-$10.00
			ORDER TOTAL:	$280.10

YOU SAVED:	$33.90
① REWARDS EARNED FROM THIS ORDER:	$27.91

② BESLIM REWARDS SUMMARY - Order #123456 - PROCESSED ON 04/15/2014

	Consumables	Non-Consumables	
Purchase:	$339.00	$0.00	$339.00
Promotion Code Discount:	- $10.00	- $0.00	- $10.00
Rewards Applied:	- $33.90	- $0.00	- $33.90
Accommodation Credit:	- $10.00	- $0.00	- $10.00
Amount Eligible for New Rewards:	$279.10		
You Earned:	$27.91	**10% Reward toward your next BeSlim order!**	