



**Adam Keller**

User Experience  
Design & Direction

## Case Study: PaxVaxConnect.com

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**Client:** Pax Vax Pharmaceuticals

**Business Objective:** To give users the ability to order vaccines online, and find out product and disease state information

**Solution:** An e-commerce site that includes account registration and management, user credential validation, shopping cart and detailed product and disease state info

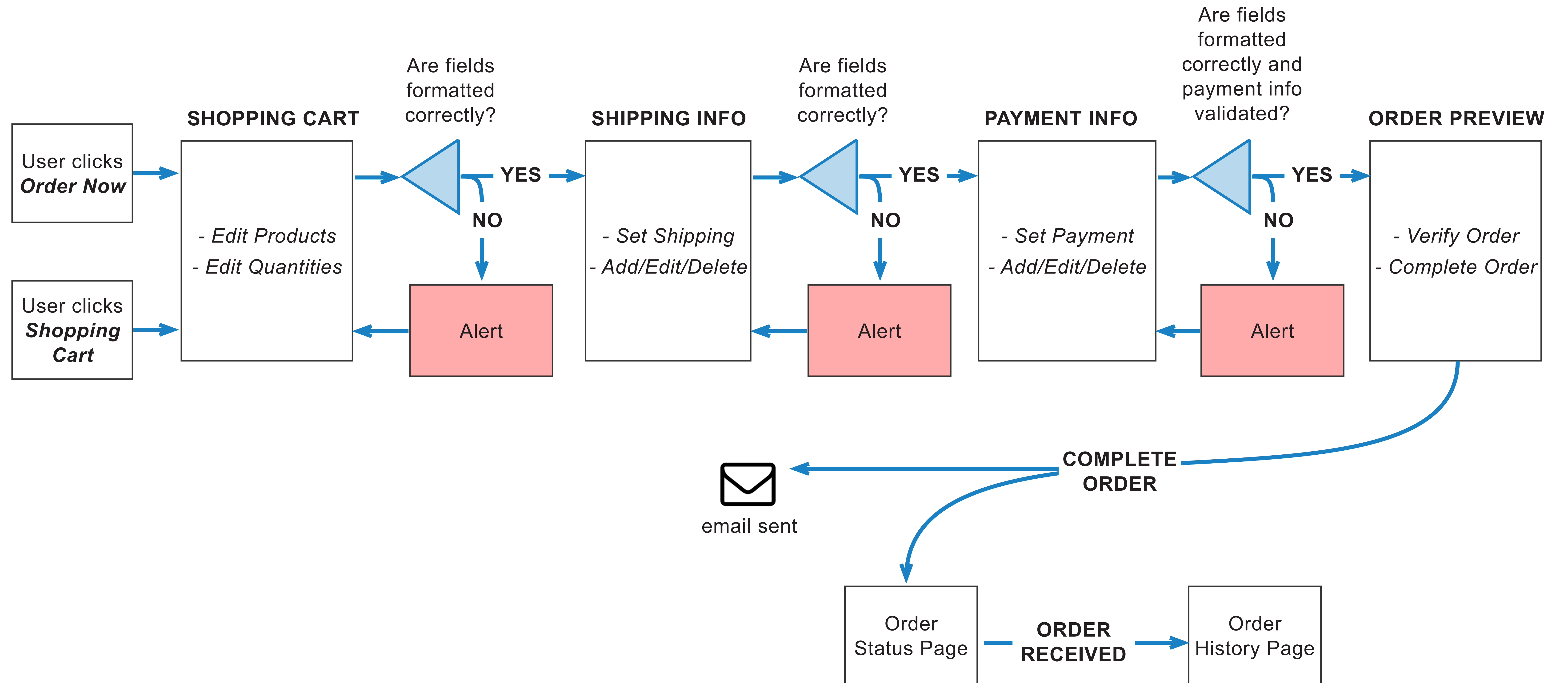
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732-407-4418

## PaxVaxConnect.com User Flow: Shopping Process

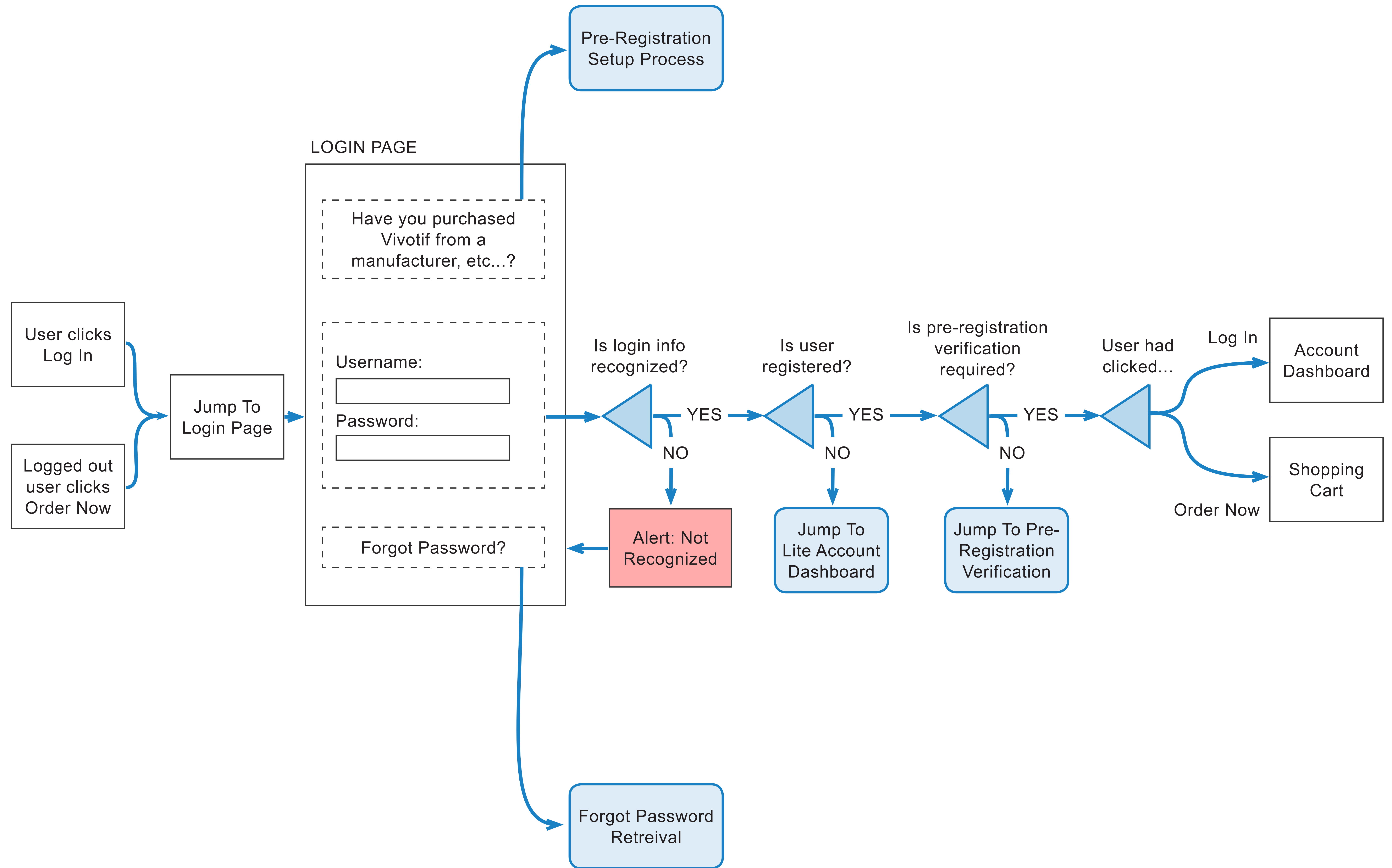
This project required many complex user flows, which help to identify all interactions and necessary screens.

This example shows how a user orders products on the site.



## PaxVaxConnect.com User Flow: Login Process

This example shows the steps to follow in the login process.

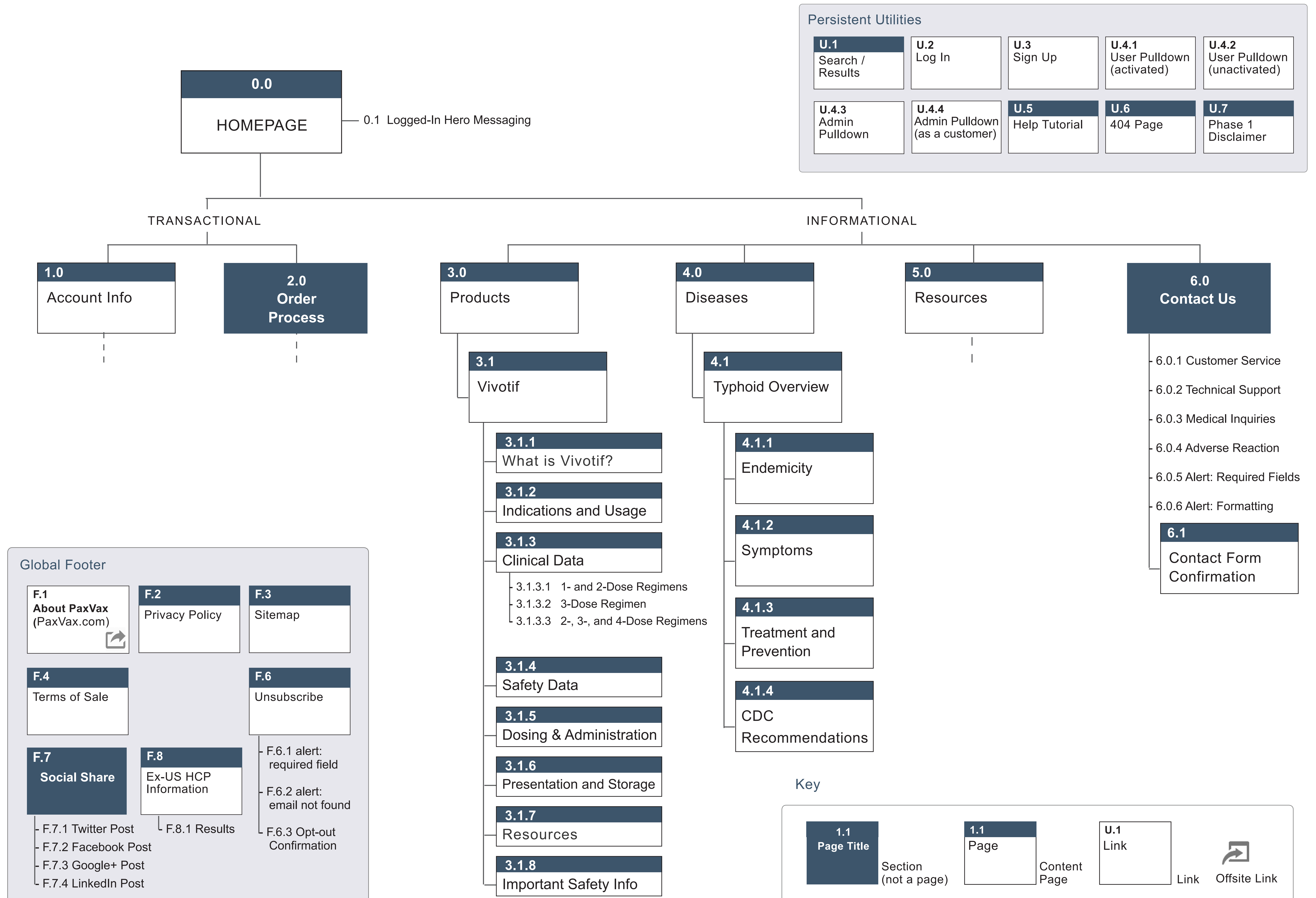




## PaxVaxConnect.com Site Map (partial)

This sitemap diagrams all the pages found on the website. It helps visualize and organize all the content on the site.

When a website is very large, a partial map is used, with subsequent maps shown on separate pages.



## PaxVaxConnect.com Wireframe: Registration

This wireframe features a form needed for product replacement.

Both desktop and mobile layouts are shown.

The desktop wireframe shows a navigation bar with the PaxVaxConnect logo, a search bar, and links for Log In, Sign Up, Need Help?, PRODUCTS, DISEASES, RESOURCES, CONTACT, and ORDER NOW. The left sidebar lists resources: Patient Materials, CDC Health Tool, Helpful Links, Sign Up For Info, VIVOTIF® (Typhoid Vaccine Live Oral Ty21a), Patient Text Reminders, and Product Replacement Program. The main content area is titled "Vivotif Product Replacement" and features a progress bar with three steps: 1 ACCOUNT INFORMATION, 2 REPLACEMENT INFO, and 3 TERMS + CONDITIONS. Below the progress bar is a question: "Did your order of Vivotif come from PaxVax or a Third Party?" with radio buttons for PaxVax and Third Party. A "Login" button is present. The form includes fields for Organization Information (Organization Name, Address 1, City, Zip Code, Phone, Fax, Contact Name, Address 2, State, ATTN, Extension, Email) and a "Submit" button.

The mobile wireframe shows the same registration form adapted for a smartphone. It features a top navigation bar with the PaxVaxConnect logo, a shopping cart icon, and a "RESOURCES" header. The progress bar and question are present. The form fields are stacked vertically, including Organization Name, Contact Name, Address 1, Address 2, City, State, Zip Code, and a "Login" button. The footer includes the PaxVax logo, copyright information, and social media icons.



**PaxVaxConnect.com**  
Wireframe: Account Home

Wireframes are then created based on the pages and interactions detailed in the sitemap.

This wireframe features the account home page, with all information about your account and current promotions.

Both desktop and mobile layouts are shown.

PAXVAX CONNECT LOGO

PRODUCTS DISEASES RESOURCES CONTACT ORDER NOW

Search Log In | Sign Up | Need Help?

MY ACCOUNT

- Account Home
- Update Account Info
- My Orders and Invoices
- Payment Method
- Credit Cards
- Billing Address
- Shipping Locations
- Terms of Sale

Account Home

User: John Smith

My Rep: Edward Mason  
emason@paxvaxconnect.com  
555-555-1234

ACCOUNT

Welcome John!  
Loyal Account Member since 05/05/2016

TRANSACTIONS

Your recent order on 12/01/15 has shipped! VIEW ALL ORDERS

ORDER	DATE	TOTAL	PAYMENT	
76543	05/06/2016	\$3,800	due 07/01/16	DETAILS / PAY NOW
76542	02/16/2016	\$2,700	paid	Details Reorder
76541	01/06/2016	\$1,400	paid	Details Reorder

PRODUCT NEWS

Current Product Promotion

RESOURCES

Your recent print material order on 12/01/15 has shipped!

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PaxVax

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Would You Like To Sign Up For Updates?

FOLD

12:34 PM

PaxVaxConnect Logo

< ACCOUNT MENU

My Account User: John Smith

Welcome John!  
Loyal Account Member since 05/05/2016

TRANSACTIONS

Your recent order on 12/01/15 has shipped! VIEW ALL ORDERS

PRODUCT NEWS

Current Product Promotion

RESOURCES

Your recent print material order on 12/01/15 has shipped!

My Rep: Edward Mason  
emason@paxvaxconnect.com  
555-555-1234

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This site is intended for US healthcare professionals only.  
Healthcare

## PaxVaxConnect.com Wireframe: Ordering

Wireframes are then created based on the pages and interactions detailed in the sitemap.

This wireframe features adding products to the shopping cart.

Both desktop and mobile layouts are shown.

PAXVAX CONNECT LOGO

Search Log In | Sign Up | Need Help?

PRODUCTS DISEASES RESOURCES CONTACT ORDER NOW

1 PRODUCT / SHIPPING 2 PAYMENT / BILLING 3 REVIEW ORDER

Location: 123 Hudson Maddox Way

PO Number: 12345

Products:	PRICE	QUANTITY	TOTAL
VIVOTIF	\$100.00	14	\$1400

SELECT Add Additional Product

Add Additional Location >

View Terms & Conditions Need assistance? Contact 888-888-8888

Order Subtotal: \$1400.00  
Discount: \$0  
Total: \$1400.00

CONTINUE

FOLD

12:34 PM

PaxVaxConnect Logo

Shopping Cart

1 PRODUCT + SHIPPING 2 PAYMENT + BILLING 3 REVIEW ORDER

Location: 123 Hudson Maddox Way

PO Number: 12345

Product: VIVOTIF

PRICE	QUANTITY	TOTAL
\$100.00	14	\$1400

SELECT Add Additional Product >

Add Additional Location >

Order Subtotal: \$1400.00  
Discount: \$0  
Total: \$1234.56

CONTINUE

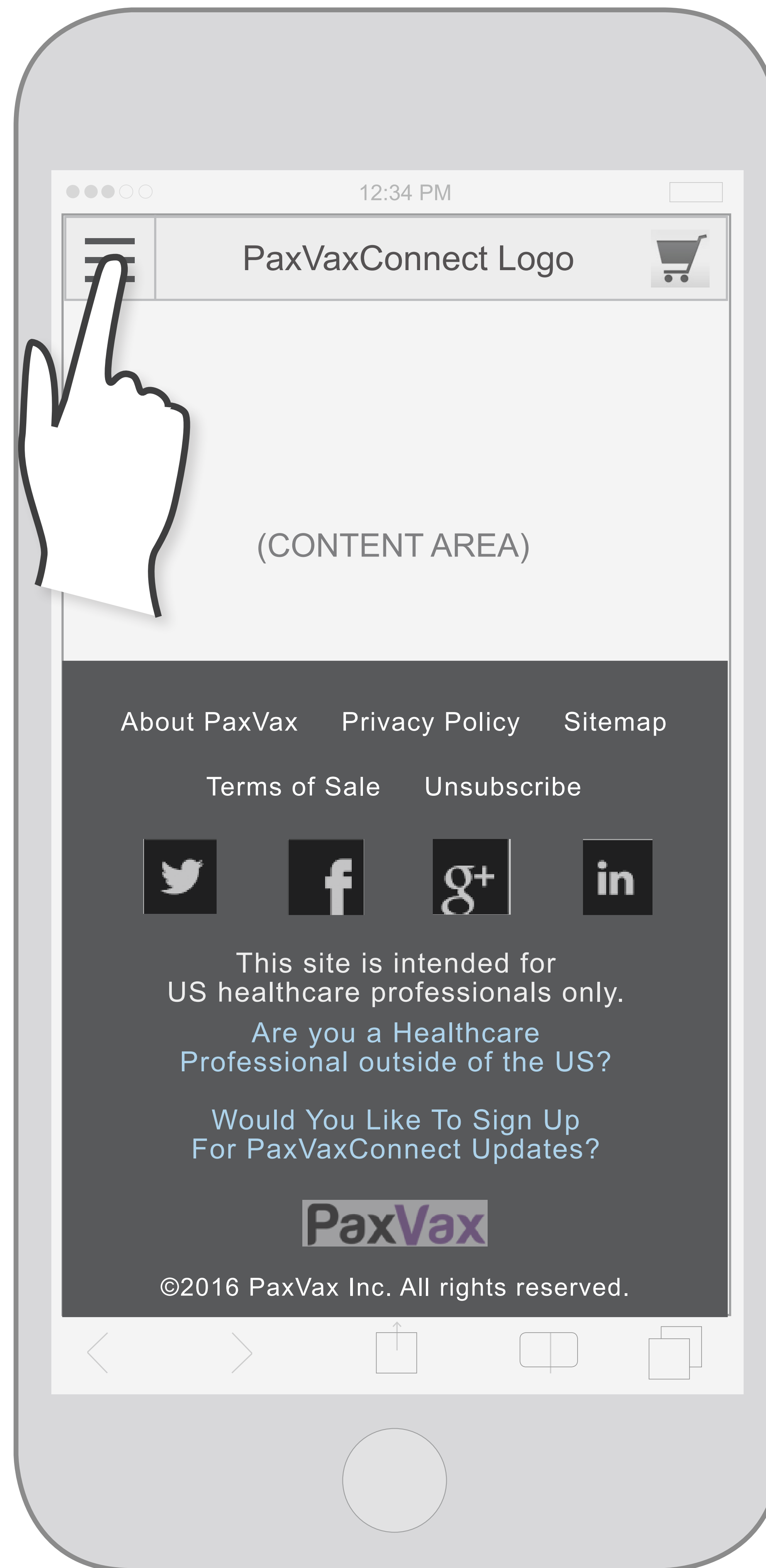
View Terms & Conditions  
Need assistance? Contact 888-888-8888



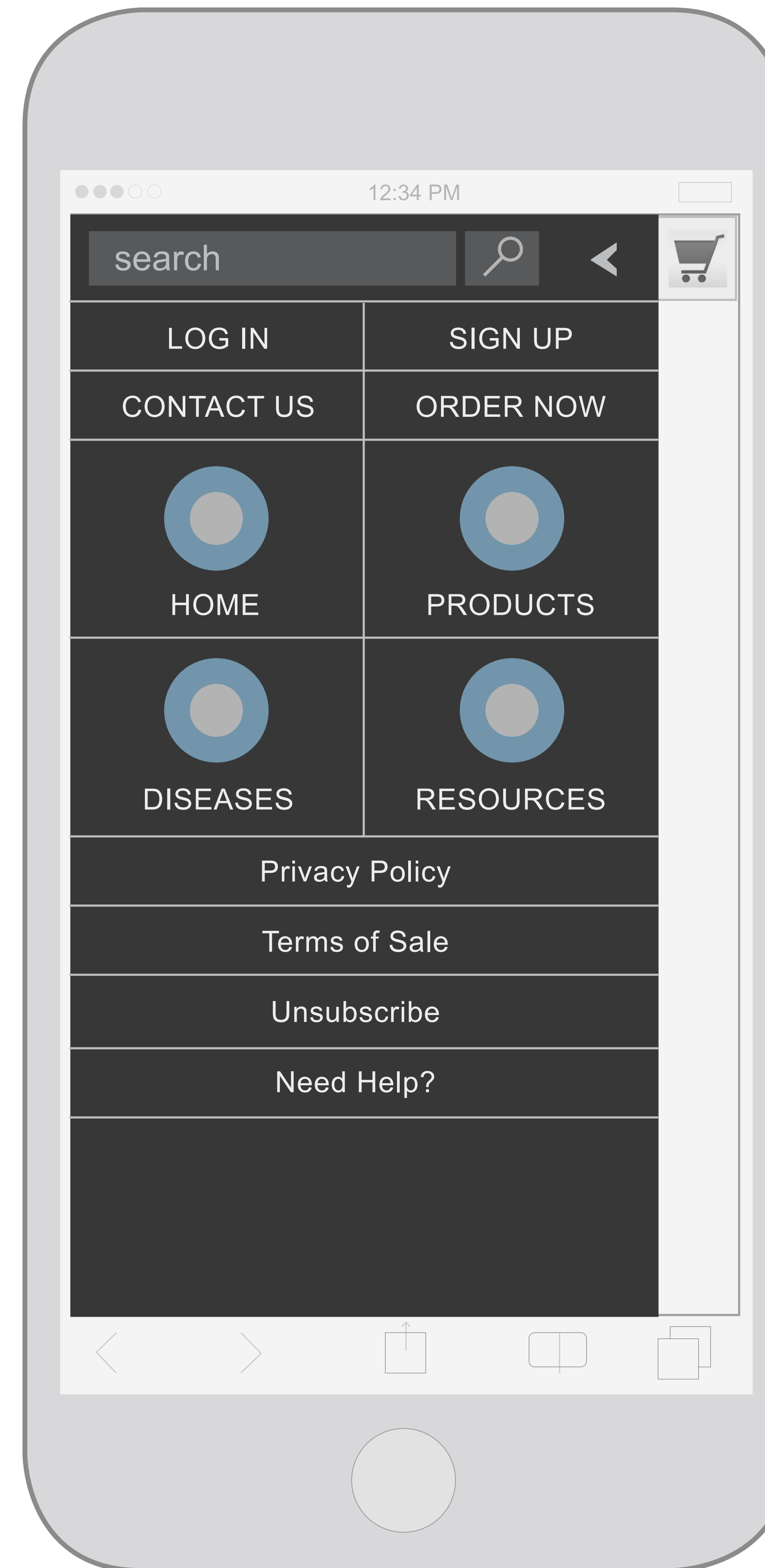
## PaxVaxConnect.com Wireframe: Mobile Navigation

These wireframes show how the mobile navigation works.

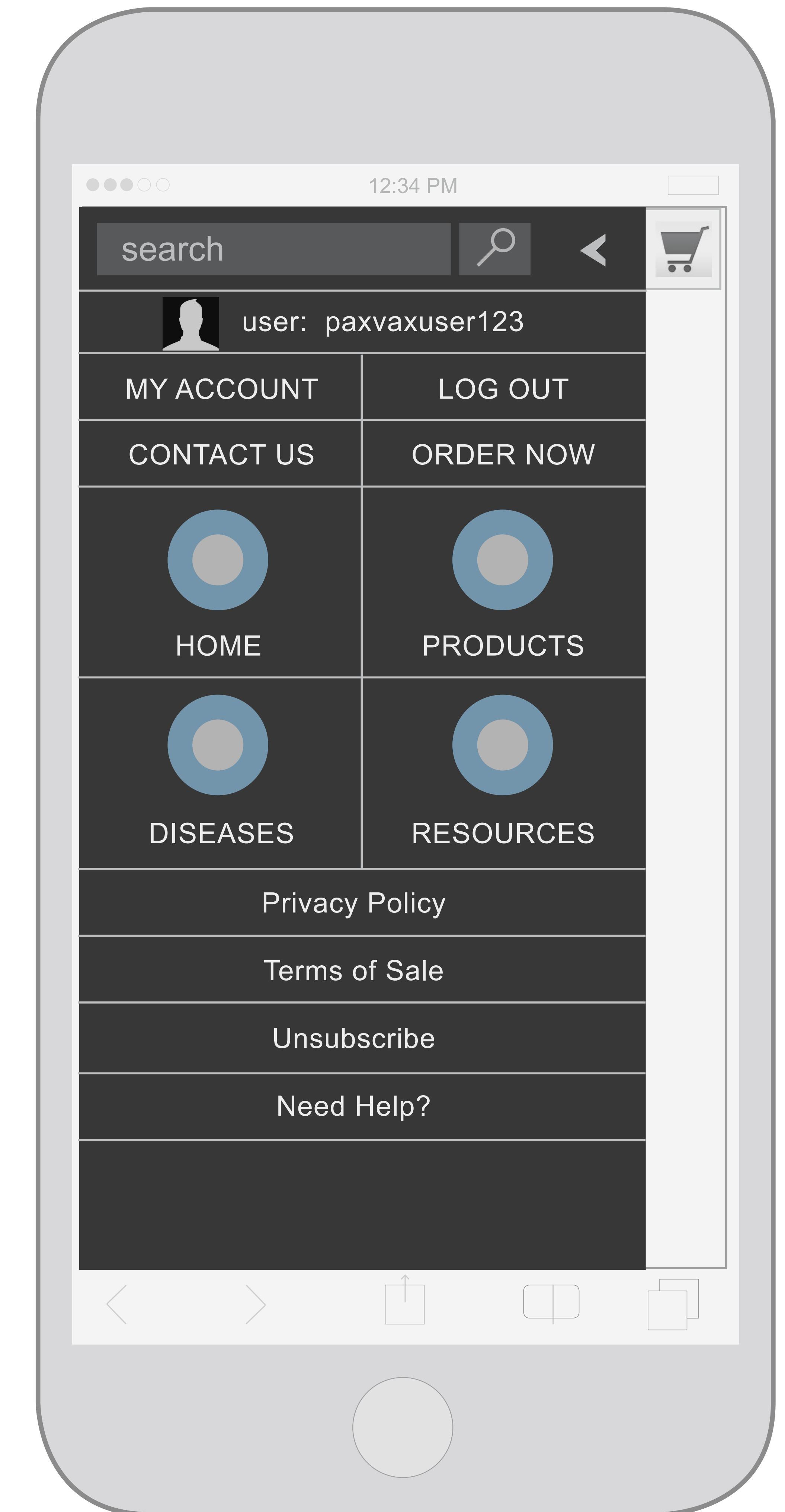
Side Menu Closed



Side Menu - Logged Out



Side Menu - Logged In





## PaxVaxConnect.com Wireframe: Mobile Navigation

Wireframes are then brought to life in layout and developed into the finished product.

User testing can identify any usability problems, and further improvements can be implemented.

