Caltex National Promo UX

Contents

UX of Text Fields

1 Label

2 Input box

3 Hint text

Full name *

First name, last name ⊗

This will not display to others

4 Asterisk icon (If it's required)

5 Clear button

6 Help text
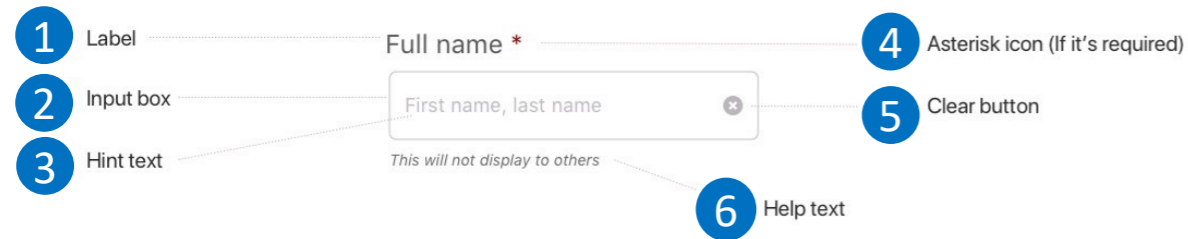
1. Label
- tells users what information they need to provide in the field.

2. Input box
- allows users to enter the information.

3. Hint text
- located inside an input box, providing guidance about how the information should be entered.

4. Asterisk icon
- A visual indicator when a filed is mandatory.

5. Clear button
- lets users empty the entire input box, **only appearing when characters are entered in the field.**

6. Help text
- provides context that the label itself may not provide, it can be used to address the concerns that users may have, such as how the data will be used, who will see the data.

Normal

Full name *

First name, last name

This will not display to others

Focused

Full name *

|First name, last name ⊗

This will not display to others

Error

Full name *

|First name, last name

Error message

Disabled

Full name

Help text

Hover
Like buttons, text fields should indicate to the users that they are interactive or clickable. Most fields change colour or increase their line thickness on hover. If you hover off it, it should revert to its original state.

Focused
The focus state is when you click the form field and it indicates that it is selected so that you can start to type. We need to indicate this state so that users know that they can start typing and the information will appear in that box and not in another.
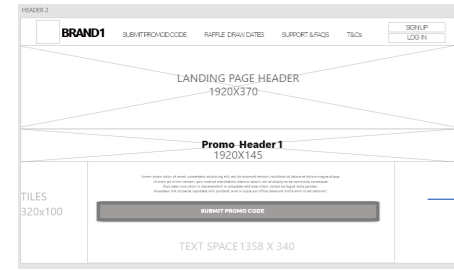
Error / Disabled
Placeholder text gives a user more context as to what information they need to input. It can help hint as to what is needed.
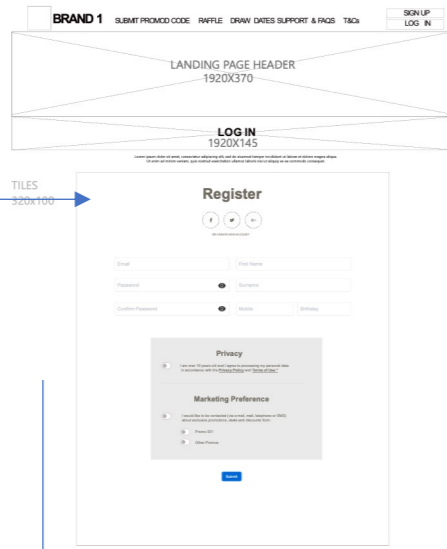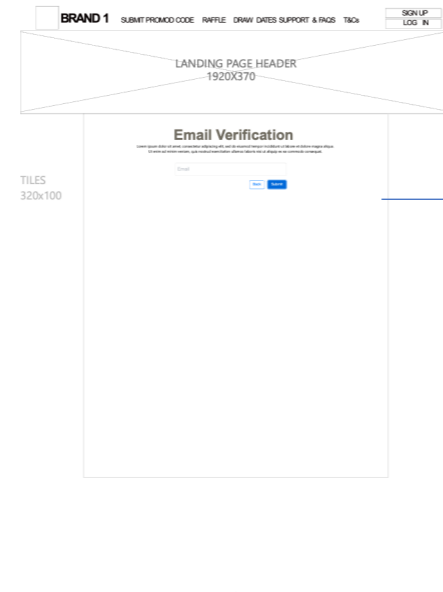
New User – Successful Promo Code Entry
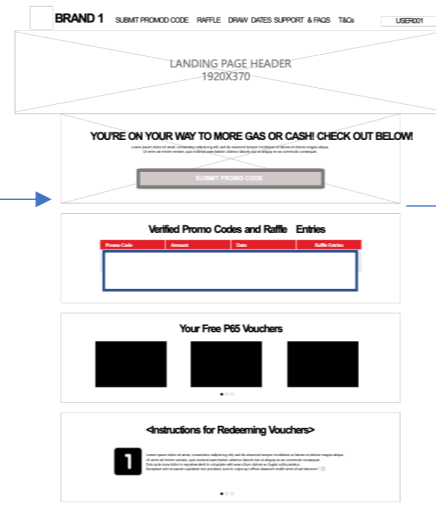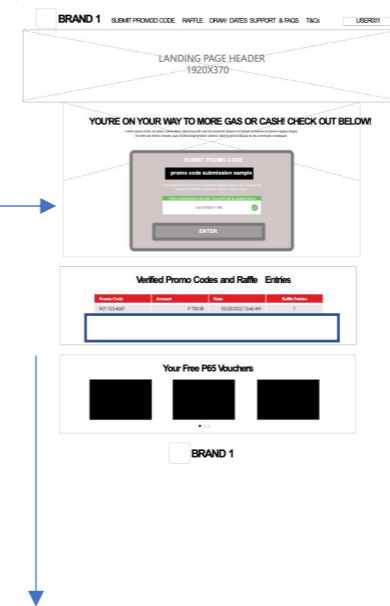
website

Landing Page

Registration

Email Verification
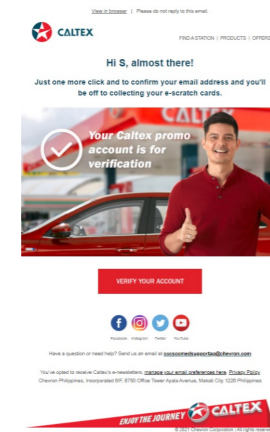

Promo Code

Promo Code Success
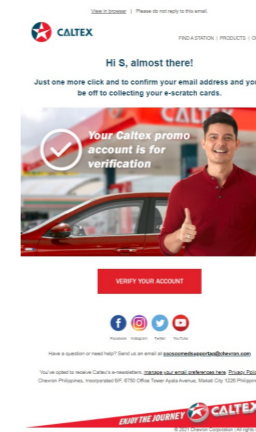

edm

Campaign Trigger

Account Verification Code

Entry Verification
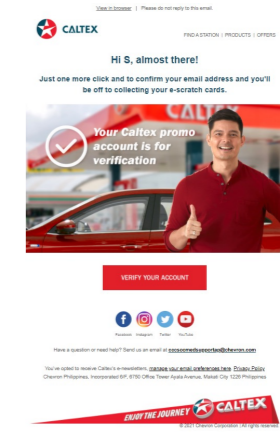
Winner Announcement

Registered User – Successful Promo Code Entry

website

Landing Page

Login
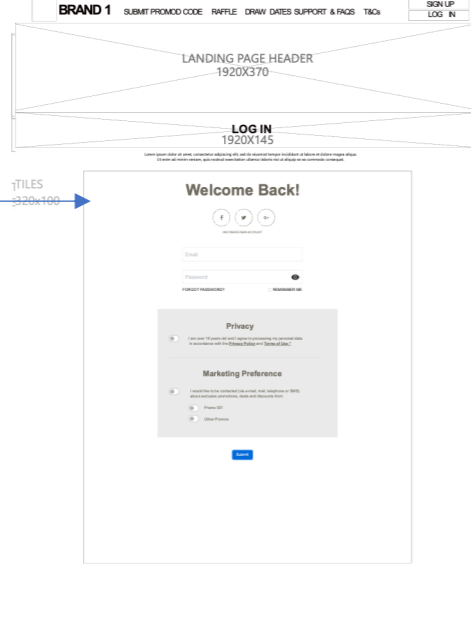

Promo Code

Promo Code Success

edm
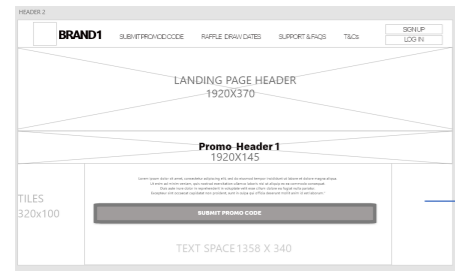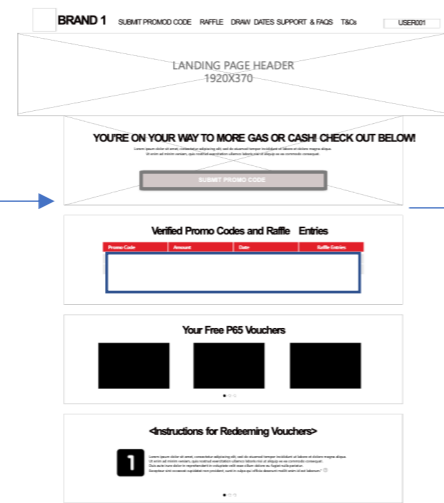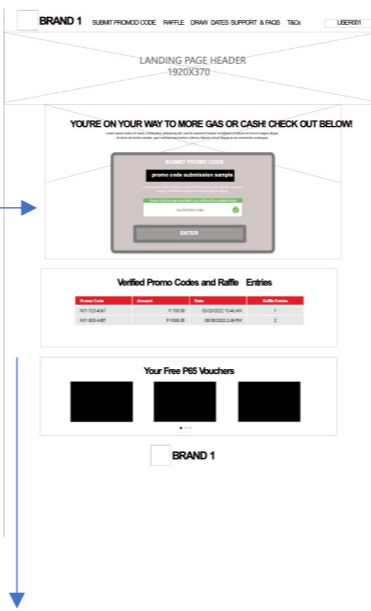
Entry Verification

Winner Announcement

Registered User – Successful Additional/New Promo Code Entry

website

Landing Page

Login

Promo Code

Promo Code Success

edm
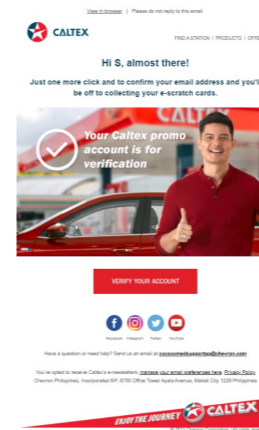
Entry Verification

Winner Announcement
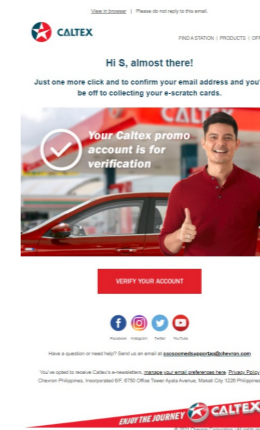
New User – Registration Error

website

Landing Page

HEADER 2
BRAND1 SUBMIT PROMO CODE RAFFLE DRAW DATES SUPPORT & FAQS T&Cs SIGN UP / LOG IN
LANDING PAGE HEADER
1920X370
Promo Header 1
1920X145
TILES
320x100
SUBMIT PROMO CODE
TEXT SPACE 1358 X 340

Registration

BRAND 1 SUBMIT PROMO CODE RAFFLE DRAW DATES SUPPORT & FAQS T&Cs SIGN UP / LOG IN
LANDING PAGE HEADER
1920X370
LOG IN
1920X145

TILES
320x100

Register

OR CREATE NEW ACCOUNT

Email | First Name
Password | Surname
Confirm Password | Mobile | Birthday

Privacy
I am over 18 years old and I agree to processing my personal data in accordance with the Privacy Policy and Terms of Use *

Marketing Preference
I would like to be contacted (via e-mail, mail, telephone or SMS) about exclusive promotions, deals and discounts from:
Promo 001
Other Promos

Submit

UX Text Field Help

BRAND 1 SUBMIT PROMO CODE RAFFLE DRAW DATES SUPPORT & FAQS T&Cs SIGN UP / LOG IN
LANDING PAGE HEADER
1920X370
LOG IN
1920X145

TILES
320x100

Register

OR CREATE NEW ACCOUNT

Email
Default Input | First Name
Character Error!
Default Input | Surname
Not a match!
Default Input | Mobile | Birthday

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I would like to be contacted (via e-mail, mail, telephone or SMS) about exclusive promotions, deals and discounts from:
Promo 001
Other Promos

Submit

Registered User – Password Error

Landing Page

Login

Forgot Password

User Verification

Promo Page
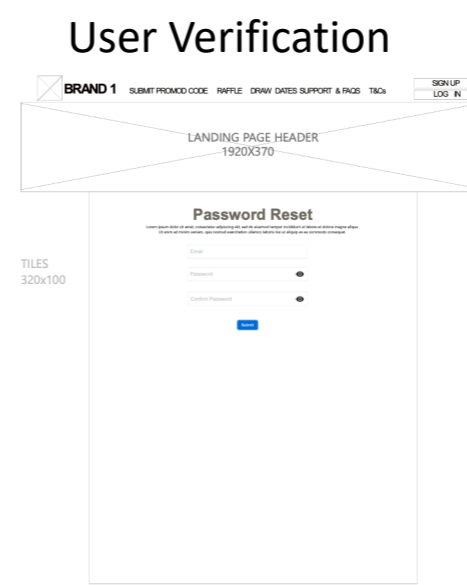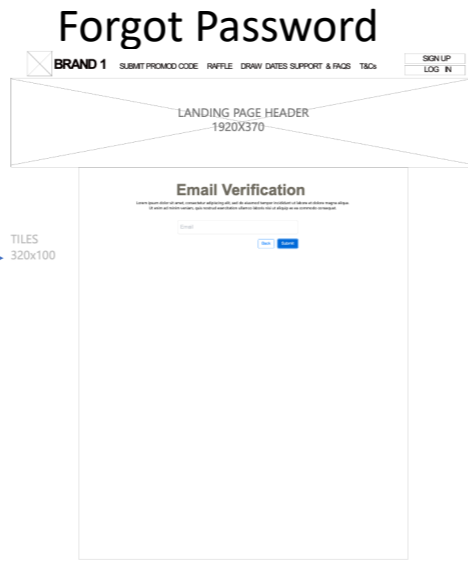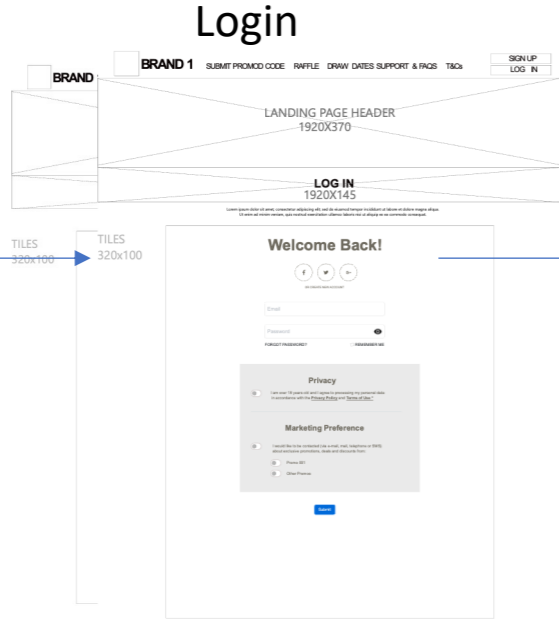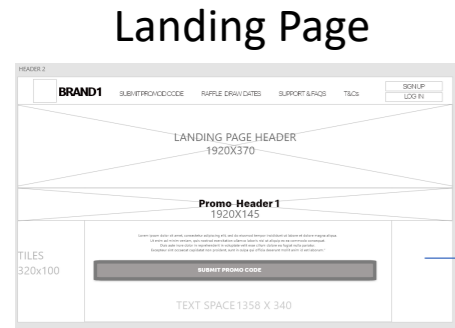
Email Verification

Successful Login

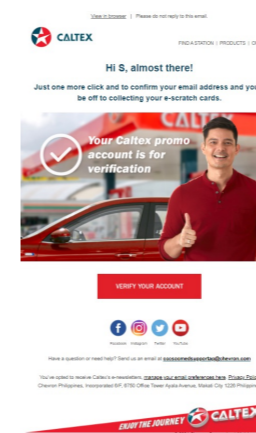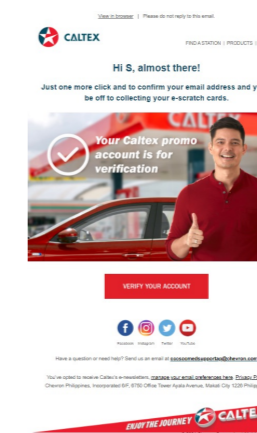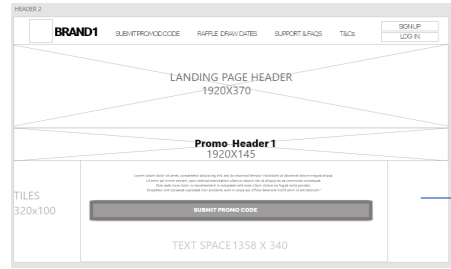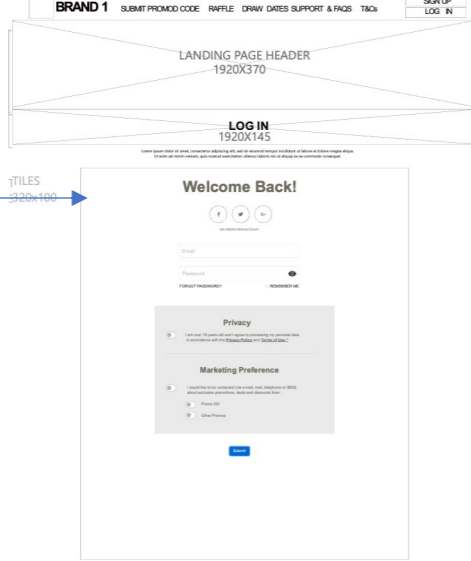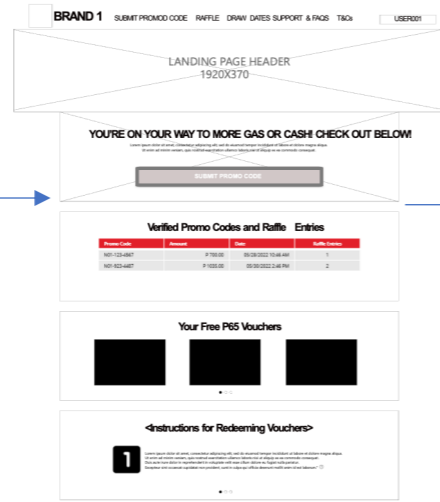# Registered User – Successful Promo Code Entry

Landing Page

Login

Voucher Redemption

Redeemed Voucher

Voucher Verification

LANDING PAGE HEADER
1920X370

Promo Header 1
1920X145

TILES
320x100

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SUBMIT PROMO CODE

TEXT SPACE 1358 X 340

LANDING PAGE HEADER
1920X370

LOG IN
1920X145

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TILES
320x100

Welcome Back!

OR CREATE NEW ACCOUNT

Email

Password

FORGOT PASSWORD?   REMEMBER ME

Privacy

I am over 18 years old and I agree to processing my personal data
in accordance with the **Privacy Policy** and **Terms of Use** *

Marketing Preference

I would like to be contacted (via e-mail, mail, telephone or SMS)
about exclusive promotions, deals and discounts from:

Promo 001

Other Promos

Submit

LANDING PAGE HEADER
1920X370

LOG IN
1920X145

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TILES
320x100

Welcome Back!

OR CREATE NEW ACCOUNT

Email
Default Input

Password
Default Input

FORGOT PASSWORD?   REMEMBER ME

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Promo 001

Other Promos

Submit

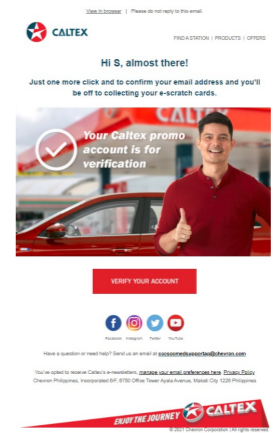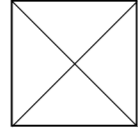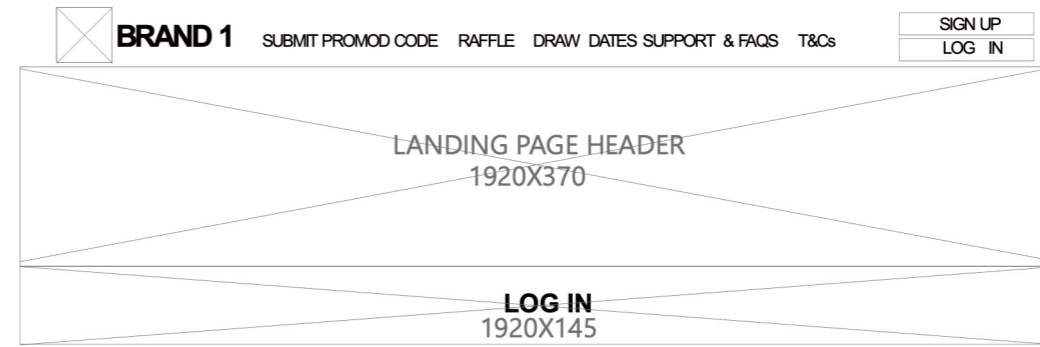**Left panel:**

BRAND 1   SUBMIT PROMOD CODE   RAFFLE   DRAW DATES SUPPORT & FAQS   T&Cs

SIGN UP
LOG IN

LANDING PAGE HEADER
1920X370

LOG IN
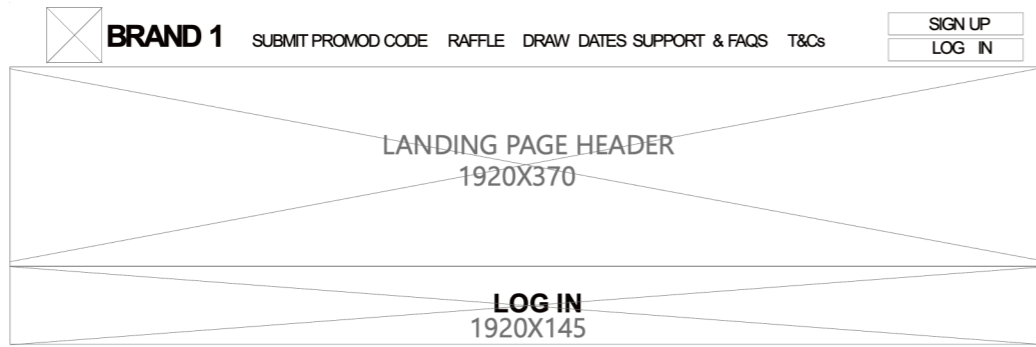1920X145

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TILES
320x100

Register

f   t   G+

OR CREATE NEW ACCOUNT

Email	First Name
Password 👁	Surname
Confirm Password 👁	Mobile	Birthday

Privacy

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　　○ Promo 001
　　○ Other Promos

Submit

Right panel:

BRAND 1   SUBMIT PROMOD CODE   RAFFLE   DRAW DATES SUPPORT & FAQS   T&Cs

SIGN UP
LOG IN

LANDING PAGE HEADER
1920X370

LOG IN
1920X145

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TILES
320x100

Register

f   t   G+

OR CREATE NEW ACCOUNT

Email
| Default Input | First Name |
Character Error!
| Default Input 👁 | Surname |
Not a match!
| Default Input 👁 | Mobile | Birthday |

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　　○ Promo 001
　　○ Other Promos

Submit

LANDING PAGE HEADER
1920X370

TILES
320x100

Password Reset

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Email

Password

Confirm Password

Submit

LANDING PAGE HEADER
1920X370

TILES
320x100

Email Verification

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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Email

Back   Submit

LANDING PAGE HEADER
1920X370

YOU'RE ON YOUR WAY TO MORE GAS OR CASH! CHECK OUT BELOW!

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SUBMIT PROMO CODE

Verified Promo Codes and Raffle   Entries

Promo Code	Amount	Date	Raffle Entries
N01-123-4567	P 700.00	05/28/2022 10:46 AM	1
N01-923-4487	P 1035.00	05/30/2022 2:46 PM	2

Your Free P65 Vouchers

● ○ ○

<Instructions for Redeeming Vouchers>

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum." ☺

● ○ ○

SUBMIT PROMO CODE

promo code submission sample

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[promo code]

ENTER

Verified Promo Codes and Raffle   Entries

Promo Code	Amount	Date	Raffle Entries
N01-123-4567	P 700.00	05/28/2022 10:46 AM	1
N01-923-4487	P 1035.00	05/30/2022 2:46 PM	2

Your Free P65 Vouchers

● ○ ○

BRAND 1

LANDING PAGE HEADER
1920X370

YOU'RE ON YOUR WAY TO MORE GAS OR CASH! CHECK OUT BELOW!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
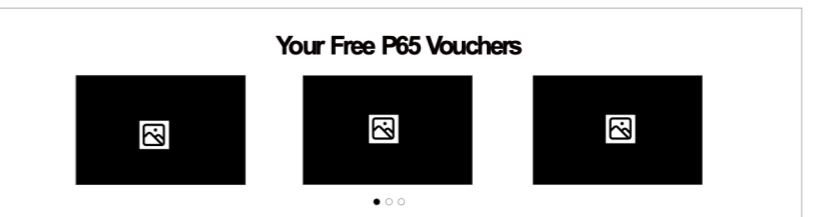
SUBMIT PROMO CODE

promo code submission sample

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Promo code has been submitted. Your profile will be updated shortly.

CALTEXT000111ABC ✓

ENTER

Verified Promo Codes and Raffle   Entries

Promo Code	Amount	Date	Raffle Entries
N01-123-4567	P 700.00	05/28/2022 10:46 AM	1
N01-923-4487	P 1035.00	05/30/2022 2:46 PM	2

Your Free P65 Vouchers

BRAND 1

LANDING PAGE HEADER
1920X370

YOU'RE ON YOUR WAY TO MORE GAS OR CASH! CHECK OUT BELOW!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SUBMIT PROMO CODE

Verified Promo Codes and Raffle   Entries

Promo Code	Amount	Date	Raffle Entries
N01-123-4567	₱ 700.00	05/28/2022 10:46 AM	1
N01-923-4487	₱ 1035.00	05/30/2022 2:46 PM	2

Your Free P65 Vouchers

● ○ ○

<Instructions for Redeeming Vouchers>

1   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum." ⊙

● ○ ○

SUBMIT PROMO CODE

promo code submission sample

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

promo code

ENTER

Verified Promo Codes and Raffle   Entries

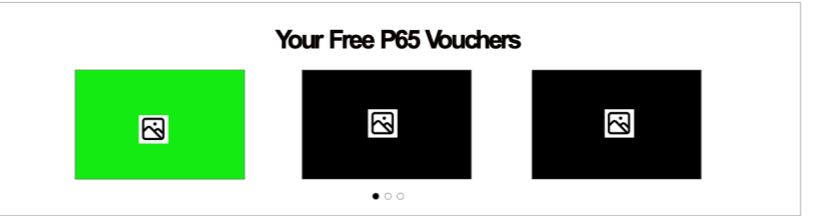| Promo Code	Amount	Date	Raffle Entries
N01-123-4567	₱ 700.00	05/28/2022 10:46 AM	1
N01-923-4487	₱ 1035.00	05/30/2022 2:46 PM	2
N01-183-9267	₱ 500.00	05/18/2022 10:46 AM	1

Your Free P65 Vouchers

● ○ ○

BRAND 1

Glossary of Terms

Baseplate: Serves as a letterhead . Layout of the header and footer are predefined. The Baseplate is used as the basis of all emails.

CTA: Call to Action

Clear space: the term for a specific amount of space that a logo must have on all sides, no matter where it is used.

Dynamic Content: The variation of the entire module or a computed field (e.g., recipient's email address)

Email Personalisation: A piece of variable data (e.g., first name and last name)

Design Block (Module): A predesigned layout of information. Each module will be filled with content, e.g. images and text; and compiled into one email. The number and type of modules, and their placement within the email are varied based on marketing campaign requirements.

Responsive Design: HTML codes use media queries to alter the layout of content base on screen size.

Hex: Values that tell the display how much of a color to show

Thank you!