# Caltex National Promo UX



## Contents

- 1. States and Components Text Fields
- 2. Successful Promo Journey
- 3. Error States Promo Journey
- 4. Voucher Redemption Journey
- 5. Low-Fidelity Wireframes
- 6. EDM and Design Blocks
- 7. Glossary of Terms

## UX of Text Fields

1	Label	Full name *	4	Asterisk icon (If it's required)
2	Input box	First name, last name	⊗ 5	Clear button
3	Hint text	This will not display to others		
			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.

	Full name *
Normal	First name, last name
	This will not display to others
	Full name *
Focused	First name, last name
	This will not display to others
Error	Full name *
	' Error message
	Full name
Disabled	

#### 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.

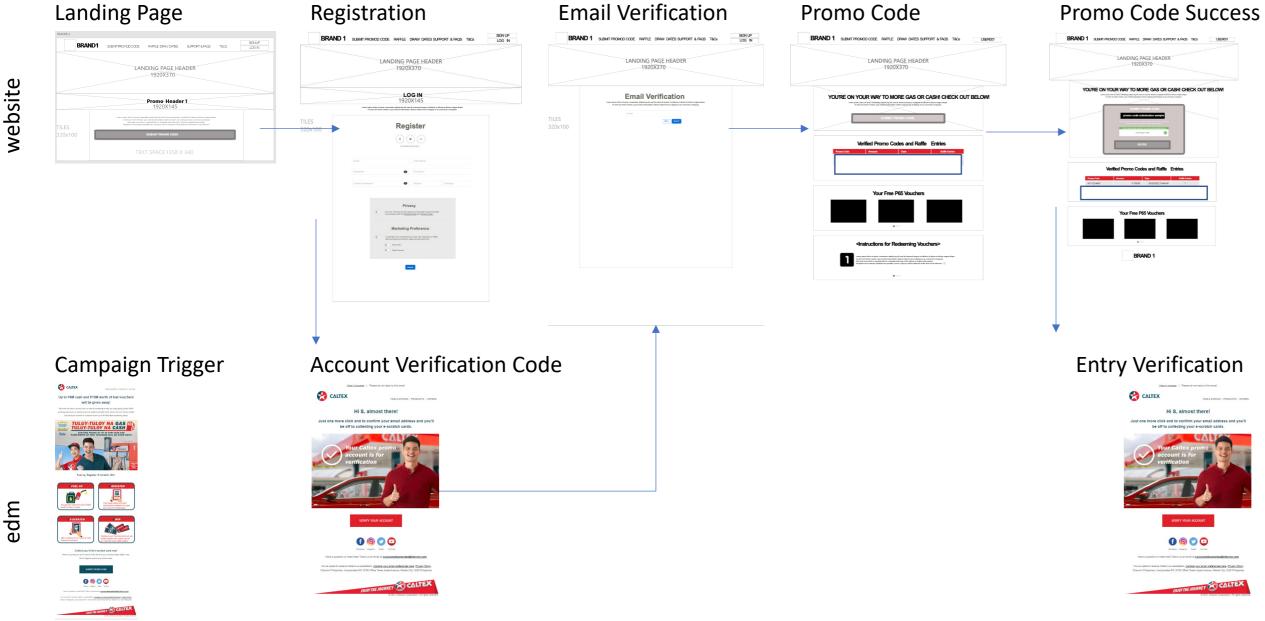
#### Focused

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

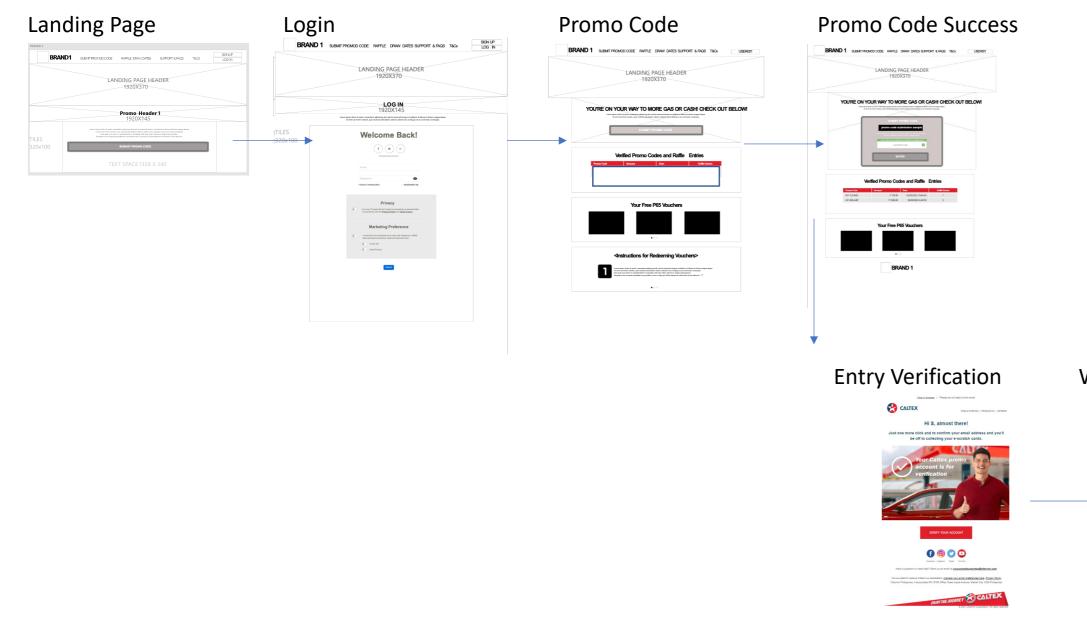
Placeholder text gives a user more context as to what information they need to input. It can help hint as to what is needed.

### New User – Successful Promo Code Entry



### Winner Announcement





## Registered User – Successful Promo Code Entry

website

#### Winner Announcement

win browser | Please do not reply to this email.

CALTEX

FIND A STATION | PI

Hi S, almost there! Just one more click and to confirm your email address an



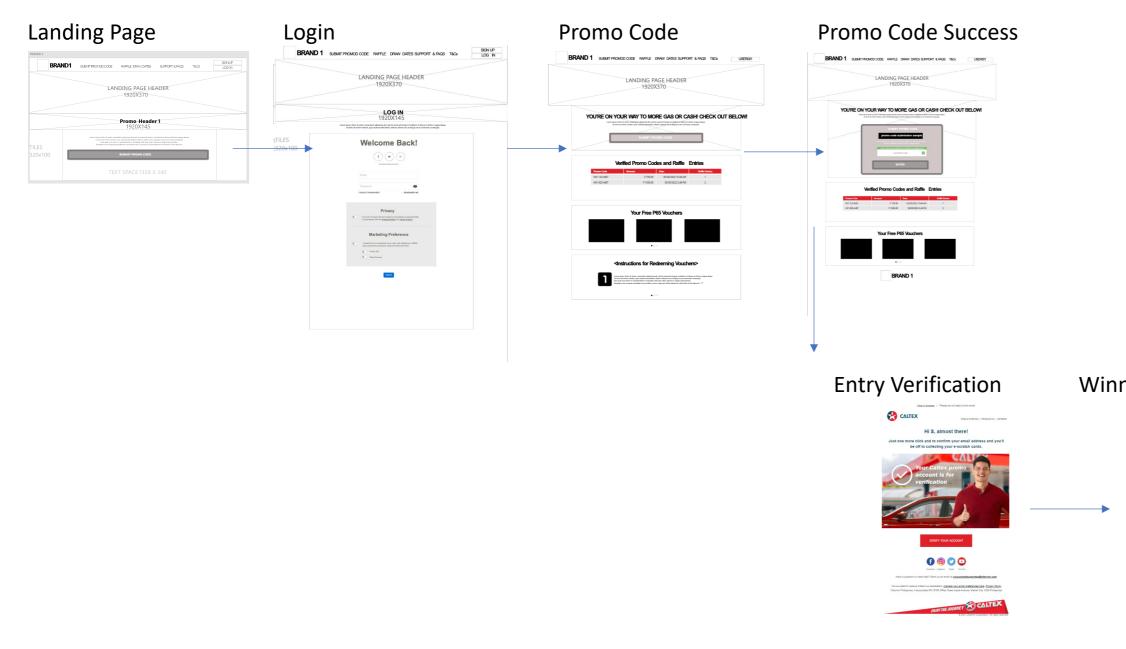
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## Registered User – Successful Additional/New Promo Code Entry



website

#### Winner Announcement

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Hi S, almost there!

Just one more click and to confirm your email address and your be off to collecting your e-scratch cards.



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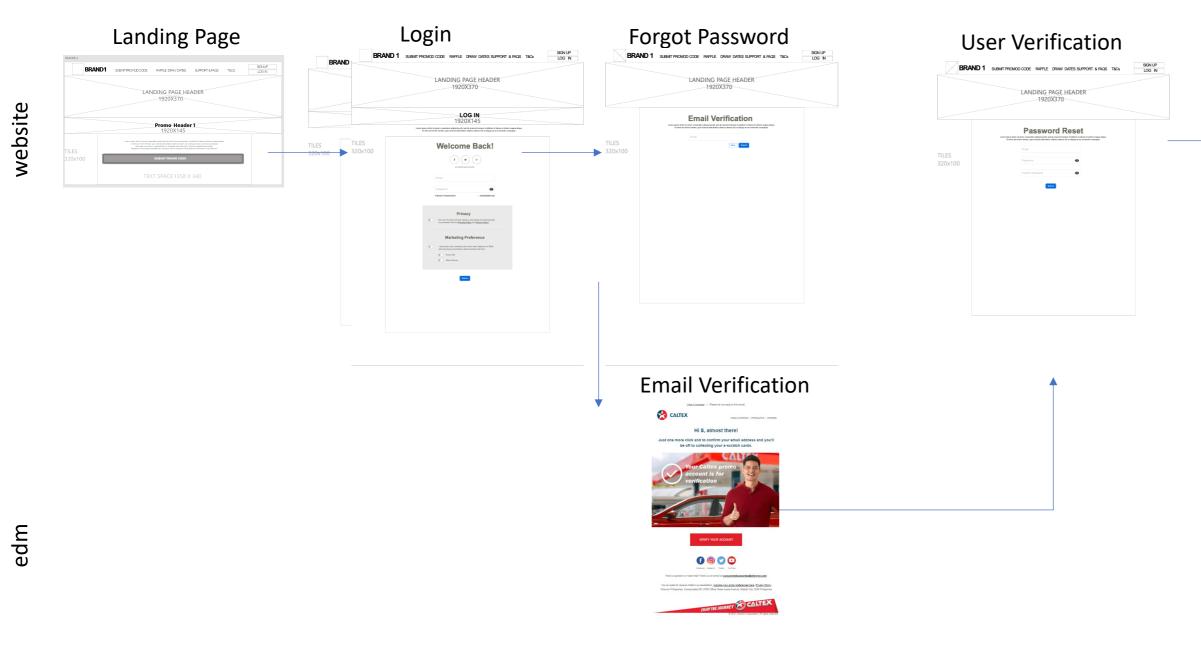
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#### New User – Registration Error

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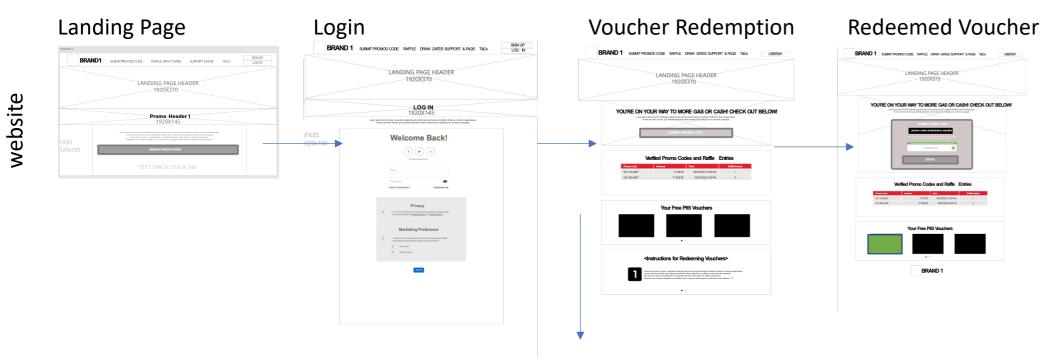


### Registered User – Password Error



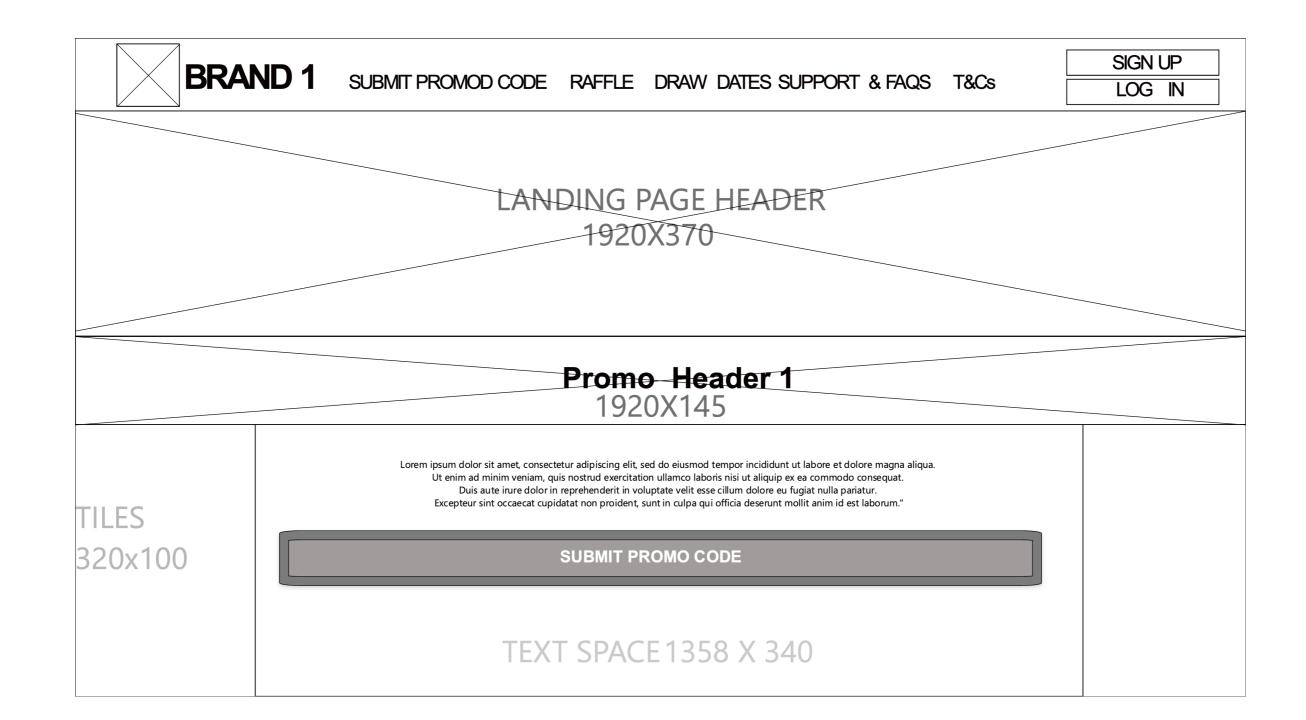
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## Registered User – Successful Promo Code Entry

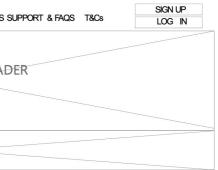


### **Voucher Verification**



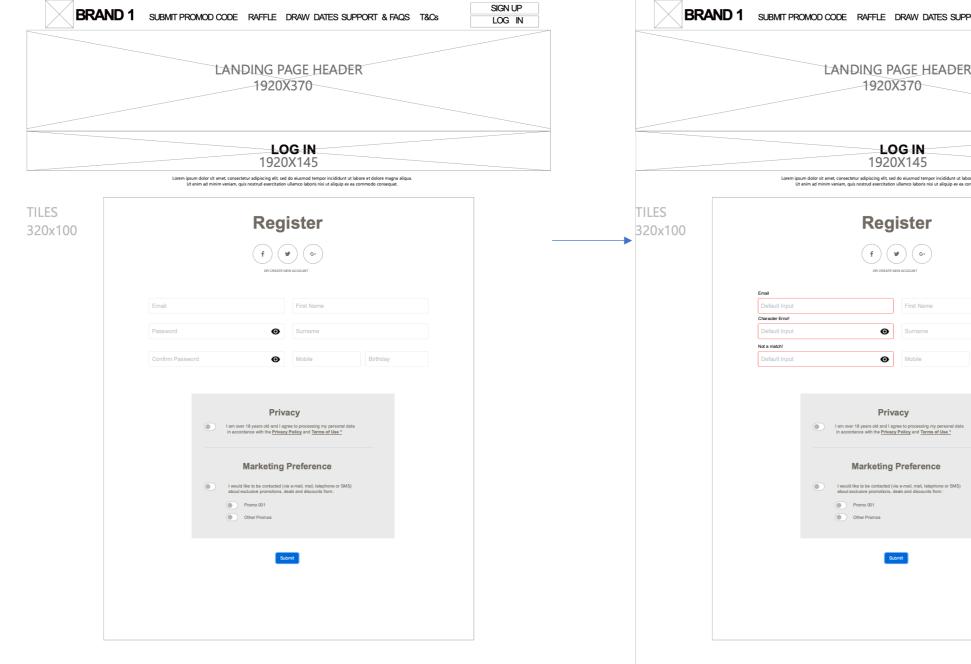


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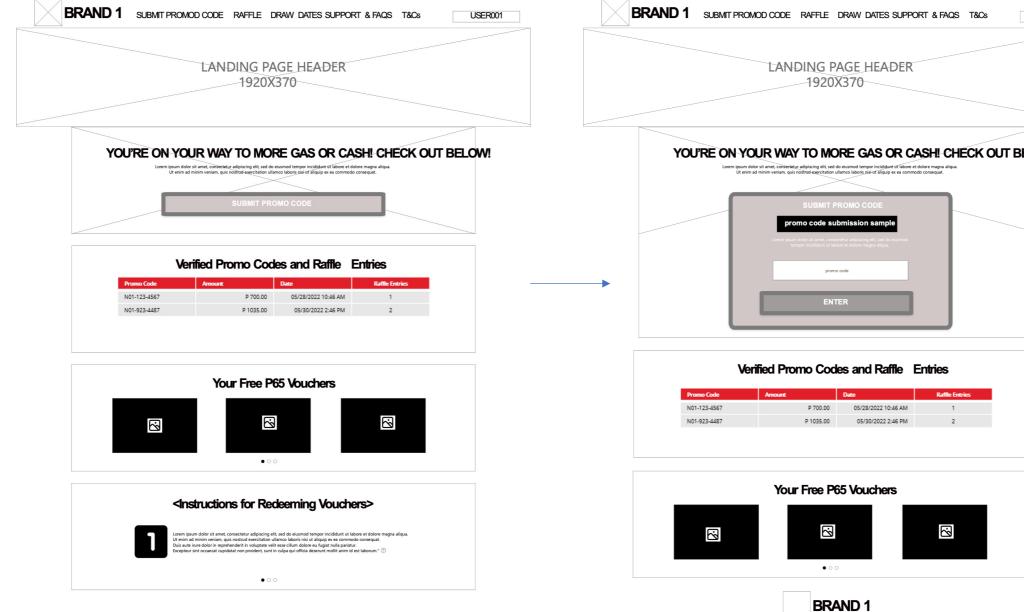
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promo code submission sample

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LANDING PAGE HEADER 1920X370

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



#### Verified Promo Codes and Raffle Entries

Promo Code	Amount	Date	Raffle Entries
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N01-923-4487	P 1035.00	05/30/2022 2:46 PM	2



BRAND 1

Your Free P65 Vouchers

Amount

Promo Code

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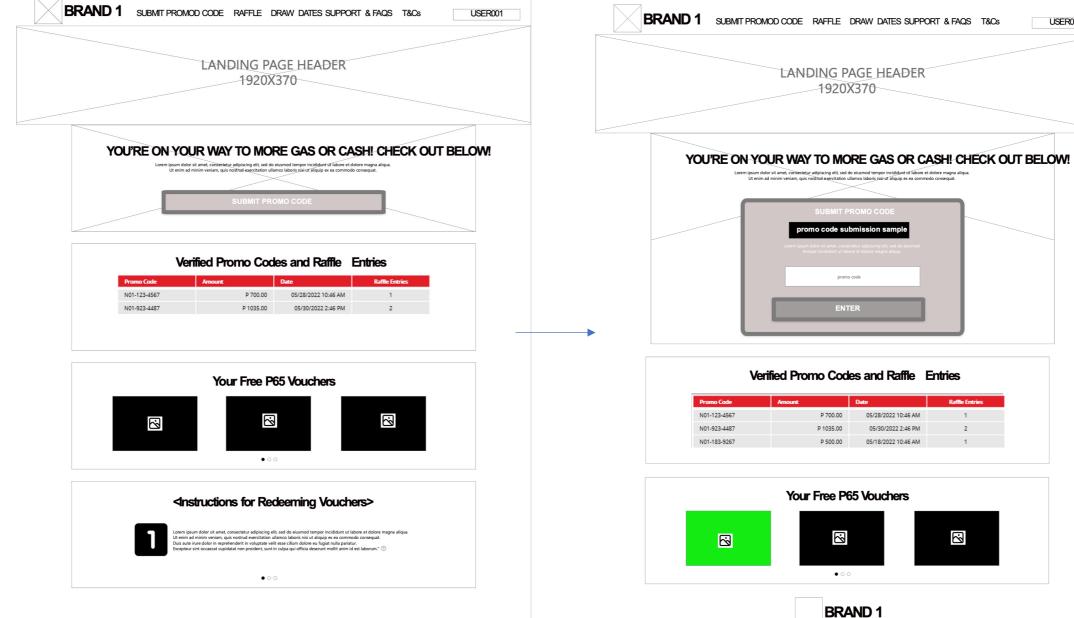
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N01-923-4487	P 1035.00	05/30/2022 2:46 PM	2







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## 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!