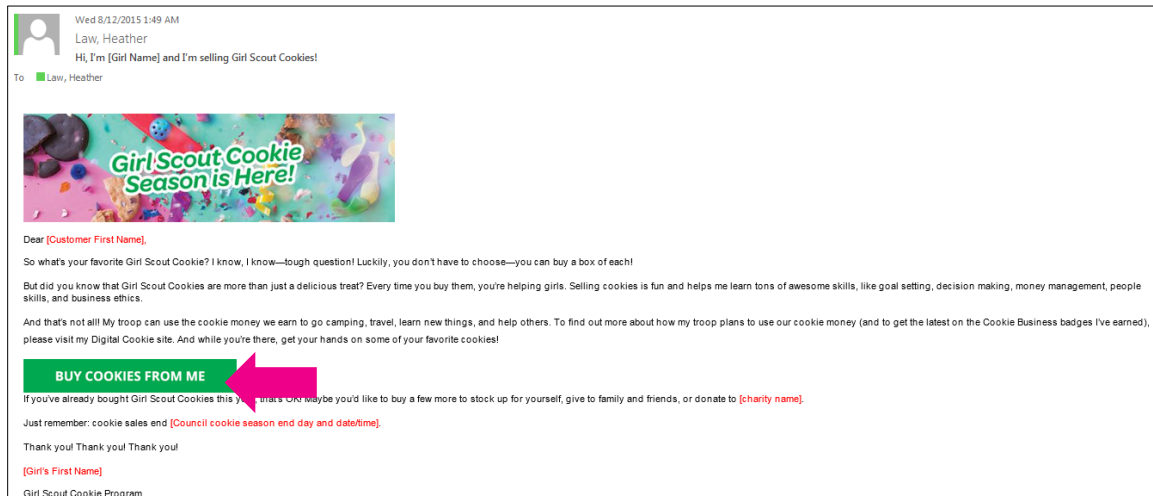


Customer Experience: In-Person Delivery Order

Wonder what customers see when they get your invitation to purchase cookies?

1

A customer receives a girl's email announcing that cookie season is open. The customer clicks the "Buy Cookies from Me" link and is taken to the girl's Digital Cookie site.



2

As the customer orders boxes, the total amount updates.

The customer can compare the two delivery methods – shipping and in-person delivery by a Girl Scout. The benefits and costs of each are explained.

Once the order is completed, the customer simply clicks the “Start Checkout” button.

The screenshot shows the 'Order Your Favorite Cookies' section of the website. A table lists various cookie types with their prices and quantities. Annotations highlight key features:

- Customer enters box quantity.**: Points to the quantity input field for 'Do-si-dos' (quantity 2).
- Amount due updates.**: Points to the total price column, which updates to \$8.00 for 2 boxes of Do-si-dos.
- Reasons to choose in-person delivery**: Points to the 'In-Person Delivery' option, which is selected. The reasons listed are:
 - Get your cookies delivered personally by a Girl Scout
 - Help her practice her people skills!
 - Free delivery!
- Start checkout**: Points to the green 'Start Checkout' button at the bottom of the page.

Other visible elements include a 'My Cookie Story' video, a 'Help Me Reach My Goal' progress bar (1000 boxes), and payment options like Dell and Visa Checkout.

3

The customer is taken to a “Check Out” screen to complete her basic delivery and billing information.

Check Out

DELIVER TO

First Name: a Last Name: b

Address 1: po box 371

Address 2 (optional):

City: Grand Rapids State: MI Zip Code: 78234

Phone: 1234567890

Use this as my billing address

[Save and Continue](#)

YOUR COOKIE ORDER

	BOXES
Do-si-dos	2
Samoas	3
Thin Mints	1
Your Cookies	6
Donated Cookies	0

PRICING and DELIVERY DETAIL

Your Cookies	\$24.00
In-Person Delivery	FREE
Donated Cookies	\$0.00
Total Cost	\$24.00

[Edit Cookie Order](#)

The next screen asks customers to:

- Complete credit card information.
- Choose a second option if Girl Delivery is not approved
- Tell how they know the Girl Scout.
- Share if they were Girl Scouts.
- Indicate if they want membership or volunteer information.

po box 371 Grand Rapids MI 78234 1234567890

PAYMENT DETAILS

Credit Card Number: 4556881660155055

Expiration Date: 03/2021 Security Code: 857

Name on Credit Card: A.B. Kohnstamm

CONTACT INFO (required)

Email: Order details will be sent to this email address.

In-person delivery by a Girl Scout requires approval by a girl's parent. If it's not approved within 10 days, what would you like to do?

Donate your cookie order

Cancel your cookie order

How do you know Jessica?

Please Select

Get more information about joining or volunteering with Girl Scouts

Were you a girl scout as a child? We'd love to know. This includes Daisy, Brownie, Junior, Cadette, Seniors, and Ambassador.

YOUR COOKIE ORDER

Thin Mints	1
Your Cookies	6
Donated Cookies	0

PRICING and DELIVERY DETAIL

Your Cookies	\$24.00
In-Person Delivery	FREE
Donated Cookies	\$0.00
Total Cost	\$24.00

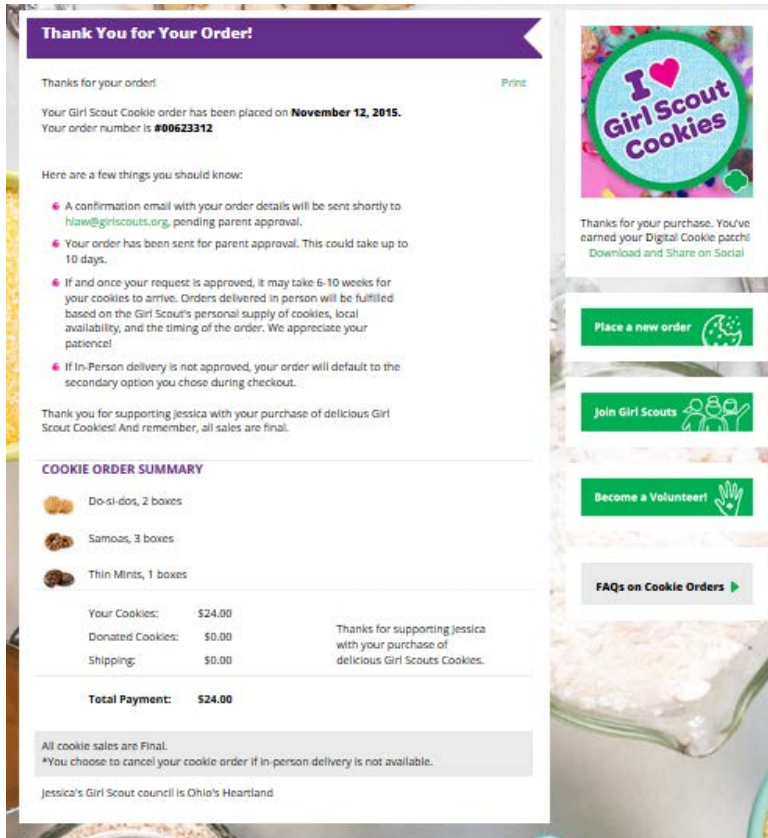
[Edit Cookie Order](#)

If your In-Person delivery order is approved within 10 days, your delicious cookies will arrive in an estimated 6-10 weeks—yum! And remember, all sales are final.

[Place Order](#)

4

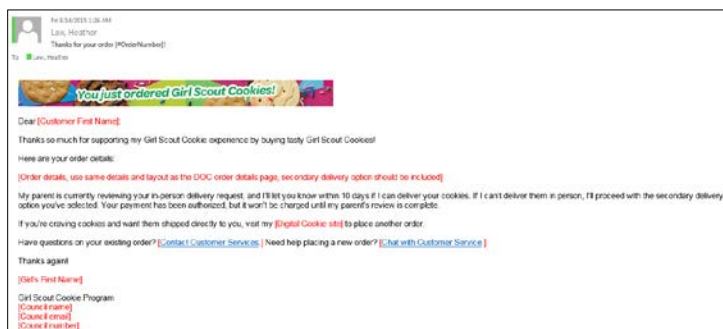
The customer then sees an order confirmation screen that even includes the option of even placing a new order!



5

Customers will receive a series of emails about their order.

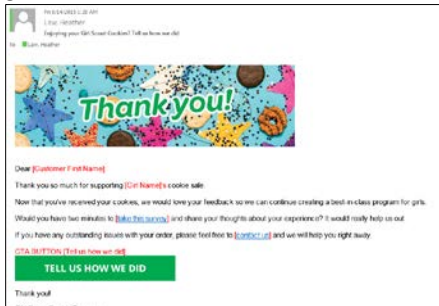
The first is an order confirmation letting them know that their order is pending approval from the parent.



Then an email is sent indicating the order has been approved, or a different email if the order has been declined.



An email thanking them for their support and asking them to complete a quick survey goes out at the end of the sale.



If the order contains a donation, the emails will reflect that as well.

All that's left is for the customer to receive a thank-you note from their favorite Girl Scout.

Remind your Girl Scout that a note helps create a satisfied customer who is likely to purchase cookies from her again.