

Document Summary

Description	Name
Brands	Sears
Category Code	VMOD
Area	Vertical
Screen ID	5200
Name	Top Picks

Revision History

Version	Date	Author	Notes
1	01/27/10	K. Vonnahme	First draft for hardlines

Release Date: 3/17/2010



NOTE: The purpose of this module is primarily to boost SEO by leveraging product titles and other metadata housed within the module. We need to be SEO-friendly in our approach to how this module is built, and it's recommended it's built in .html and any tabs should use javascript so crawlers will consider both tabs as if they are "open." Contact Search Right Rail Product Manager, Levi Lewis, for details.

Functional Specs

Default view displays up to 12 product thumbnail minis, Product Title, Star Ratings, Full Save Story.

- PIDs are selected by BU (merchant) via use of Accelerator tool.
- Order of display is determined by BU (merchant) selection of order.

Display as many products as is specified by visual design specs for this module.

Truncate title depending on space available for its display per Visual Design specs.

Default view of widget can be Top Rated, Best Sellers, What's Hot, Top Searches, New Arrivals, Expert Reviewed, Pre-order available or Top Gifts.

- Category/Subcategory of products for display in Top Picks is selected by BU using the Accelerator tool
 - Same product display is used for all types
 - Truncate product title if necessary per space available for it.
 - The same information is shown for Top Sellers and Top Rated items

Top Rated

- Display up to 12 items with View Points ratings of 4 stars or more, with priority display ordered by highest rating (5-star), first, followed by those products rated 4-star.

Best Sellers

- Display up to 12 items from the vertical based on Omniture data
- If ratings are not available for these items do not display ratings

"What's Hot" (or other BU [merchant] defined grouping)

- This version will have a customizable name
- Products will be manually chosen by the BU [merchant] to display in this grouping

Top Searches

- Display up to 12 items from the chosen category or subcategory based on Omniture data

New Arrivals

- Display up to 12 items from the vertical based on Omniture data

Expert Reviewed

- Display up to 12 items with CNET reviews available

Pre-order available

- Display up to 12 items from the vertical based on product data

Top Gifts

- Display up to 12 items from the vertical based on ?? Would this be manually set up?

Top Picks : Condition 10 – 1 Type

★ Top Picks **Top Rated**

View 10

Only one group of products is set, any of the following can be used:

- Top Rated
- Best Sellers
- What's Hot
- Top Searches
- New Arrivals
- Expert Reviewed
- Pre-order available
- Top Gifts

Top Picks : Condition 20 – 4 Types

★ Top Picks **Top Rated** | Best Sellers | What's Hot | Top Searches

Condition 20 – up to 4 types of products

4 types of products can be chosen from the available types. The BU will have the ability to set one type as the default.

- The selected group (Top Rated above) will display a highlighted state
- Additional links will show up for the 3 groups that are not the default
- Clicking on the links will change the products to that grouping

14 Top Picks : Condition 30 – 1 types 4 categories

★ Top Rated **Televisions** | Cameras & Camcorders | Ipods & MP3 Players | Cables & Accessories

Condition 30 – 1 type & up to 4 categories

The BU can choose one of the following: Top Rated, Best Sellers, What's Hot, Top Searches, New Arrivals, Expert Reviewed, Pre-order available or Top Gifts. 4 categories of products can be chosen for this type of product. One category will be selected as the default.

- Additional links will show up for the 3 categories that are not the default
- Clicking on the links will change the products to that grouping

Condition 20 and 30 can not be combined, either multiple groups or multiple categories.



Functional Specs

1-

If customer clicks on product thumbnail image or Product Title link, product detail page launches.

2 -

If there are no star ratings for any product, do not display.

<Do not display star ratings if unavailable>

If customer clicks on star ratings, the product ratings page(item page with anchor link?) for that product launches.

5200.03 - See all



Functional Specs

1 -
See all link will take customers to a search results page with all items displayed. For dynamic lists of products (best sellers, top rated etc.) this should be a max of 30 items

If there are no additional products available this link should not display.