

Document Summary

Description	Name
Brand	Sears
Category Code	VMOD
Area	Verticals
ID	5015
Name	Tools Vertical Redesign

Revision History

Version	Date	Author	Notes
1	01/27/10	K. Vonnahme	First draft for hardlines
2	02/03/10	K. Vonnahme	Added details on promo dropzone content
3	02/03/10	K. Vonnahme	Dropzone prioritization changed based on review feedback
4	02/04/10	K. Vonnahme	Updated layout based on creative feedback
5	2/5/10	K. Vonnahme	Updated discussions module
6	2/9/10	K. Vonnahme	Added references to other wires
7	2/12/10	K. Vonnahme	Removed functionality out of scope for phase 1, updated layout to match comps, updated discussions detail
8	2/22/10	K. Vonnahme	Updated category showcase to remove label on Help Me Decide column

Release Date: 3/17/2010

Tools View 10

View 10

- Description: Vertical page
- Brand: Sears

REFERENCE:
Refer to **Toolbox** wireframe

UNCHANGED

Page Breadcrumb > Breadcrumb > Breadcrumb.... Share This Page Print

Fixed Flex

Vertical-specific Promotional Message Banner

<Hero Space 01>

Promo Drop Zone
Blue Crew – click to call

Promo Drop Zone
<Messaging Text and/or Link/s>

Promo Drop Zone
<Messaging Text and/or Link/s>

Shop Categories

<Category Label Link> <Category Label Link> <Category Label Link> <Category Label Link> <Category Label Link>

Related Links

<SubCategory Link> <SubCategory Link> <SubCategory Link> <SubCategory Link> <SubCategory Link>

<Matchmaker> <Matchmaker> <Buying Guide> <Buying Guide>

Related Projects

Project Title Description of project goes here Get it Done

Project Title Description of project goes here Get it Done

Project Title Description of project goes here Get it Done

Create Your Own See All Projects

Top Picks

Product Title Goes Here & Here and Here and Here... \$XX.XX \$XX.XX

Product Title Goes Here & Here and Here and Here... \$XX.XX \$XX.XX

Product Title Goes Here & Here and Here and Here... \$XX.XX \$XX.XX

Product Title Goes Here & Here and Here and Here... \$XX.XX \$XX.XX

Product Title Goes Here & Here and Here and Here... \$XX.XX \$XX.XX

Product Title Goes Here & Here and Here and Here... \$XX.XX \$XX.XX

Live Discussions

Topic 1 12 replies | Latest 12/10/09

Topic 2 5 replies | Latest 1/31/10

See all discussions

Dropzone

Blog content

Screen Height in pixels (First usable pixel after browser chrome)

117px

480px

600px

768px

1024px

REFERENCE:
Refer to **06 Hero** in the Apparel wires. Between 3 and 5 sliding promos should be shown.

REFERENCE:
Refer to the **Category Showcase** module wireframes for details on interactions of this module

REFERENCE:
Refer to the **5205 Community Discussions** module wireframes for details on interactions of this module

REFERENCE:
Refer to the **5200 Top Picks** module wires for details on interactions of this module

REFERENCE:
Refer to the **MML API** wires for details on functionality

UNCHANGED

- NEW ARRIVALS! Craftsman Innovation
- Garage Door Openers & Home Security
Garage Door Openers & Accessories
Home Security & Safety
- Storage, Garage & Workroom
Garage Organization & Shelving
Shop Vacs & Tool Collection
Tool Storage
Workbenches
- Power Tools
Portable Power Tools
Bench & Stationary Power Tools
Air Compressors & Air Tools
Power Tool Accessories
- Specialties
Personalized Tool Sets
Auto & Mechanical Tools
Electricians Tools & Lighting
Painting & Supplies
Plumbing Tools & Pumps
Welding Equipment
Woodworking
- General Tools
Wrenches, Ratchets & Sockets
Hand Tools
Measuring, Levels & Stud Finders
Hardware & Fasteners
Tool Sets
- Home Improvement
Bathroom
Kitchen
Flooring
Roofing & Siding
- More Ways To Save
Clearance
Sale
Value Center
- Related Links
Craftsman.com
Tools Catalog
- Shop by Brand
Ambiance
American Standard
Armstrong
Besa Lighting
California Faucets
ClearVue Graphics
Craftsman
GearWrench
Grobet
GT Styling
See more brands

