

Document Summary

Description	Name
Brand	Sears
Category Code	VMOD
Area	Verticals
ID	5035
Name	Jewelry Vertical Redesign

Revision History

Version	Date	Author	Notes
1	3/12/10	K. Vonnahme	First draft
2	4/09/2010	K. Vonnahme	Updates based on business feedback
3	4/12/2010	K. Vonnahme	Added alternate hero space option
4	4/14/2010	K. Vonnahme	Added notes & removed alternate hero
5	4/21/2010	K. Vonnahme	Added more details to Top Shops, new Dropzone for verticals
6	4/23/2010	K. Vonnahme	Updated community zones and dropzones to match creative
7	4/26/2010	K. Vonnahme	Updated based on final creative review
8	4/30/2010	K. Vonnahme	Updated Left Nav treatment and Twitter sections

Release Date: 5/26/2010

# Jewelry Vertical view 10

## View 10

- Description: Vertical page
- Brand: Sears

REFERENCE:  
Refer to **Toolbox** wireframe

**UNCHANGED**

REFERENCE:  
Refer to **Header** wireframe

- UNCHANGED**
- Fixed**
- Shopping Helpers**
    - Jewelry Buying Guide
    - Finding The Right Size
  - What's Hot This Week**
    - New Arrivals!
    - Hello Kitty
    - Sapphire Jewelry
  - Savings Up to 80% Off**
    - Price Drops
    - Introductory Offers
  - Wedding & Anniversary**
    - Design Your Engagement Ring
    - Engagement Rings
    - Wedding Bands
    - View All Wedding and Anniversary
  - Jewelry By Type**
    - Rings
    - Earrings
    - Bracelets
    - Pendants & Necklaces
    - Sets
  - Shop By Material**
    - Fashion Diamonds
    - All Gemstones
    - Gold Jewelry
    - Sterling Silver
    - Moissanite- Savings Of 20%
  - Watches**
    - Mens Watches
    - Ladies Watches
    - Kids
    - All Watches
  - Specialty Shops**
    - Family Jewelry
    - Men's Jewelry
    - Childrens Jewelry
    - Fashion Jewelry
    - Birthstones
    - Jewelry Boxes & Jewelry Care
  - Shop by Brand**
    - Rock & Redemption
    - SG
    - Disney
    - Black Hills Gold
    - Diamond Fascination
    - Primavera
    - Victoria Crowne
    - Citizen
    - Bulova
    - Casio
    - See more brands
  - Savings**
    - Sale
    - Clearance

Page Breadcrumb > Breadcrumb > Breadcrumb....

Share This Page Print

NEW – dropzone for partial day events – THIS IS SHARED ON ALL NEW VERTICALS – only used for Friends & Family or Midnight Madness

Vertical-specific Promotional Message Banner

**NEW**  
New dropzone added that will be shared on all the verticals. This will be the same dropzone on all new vertical pages and can only be used for partial day events.

<Hero Space 01>

Primary Sale messaging

Category link>  
Category link>  
Category link>

**Give a Gift** 003

By Price

By Recipient

Featured Shops

[Birthstones](#) [Graduation](#)  
[Mother's Day](#) [Gift Sets](#)

Wedding & Engagement

**image**

See More>

REFERENCE:  
Refer to the Video module in the Clothing vertical wires for details on interactions of this module

Shop Categories & Collections 002

<Category Link Label>

<Trend name>

<Trend name>

**NEW**  
Sale & Clearance links will be highlighted in a different color in the left navigation & placed at the bottom for consistency with other softlines retailers

**Top Picks** Top Sellers | [What's New](#)

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

Secondary promo dropzone

Secondary promo dropzone

<Video Title Goes Here>

Video

**Sears**

00:00 / 5:01

Click on a Video thumbnail to play it

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

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

**NOTE:** Pull in the most recent Jewelry blog topic from MySears Jewelry blog

**Blog** A Guy's Guide to jewelry

[Latest Blog Title - What NOT to](#) Oct 28, 2009

So Single Guys, when is the.. [Read More>](#)

**Live Discussions**

[Topic 1 name here](#)  
12 replies | Latest 12/10/09

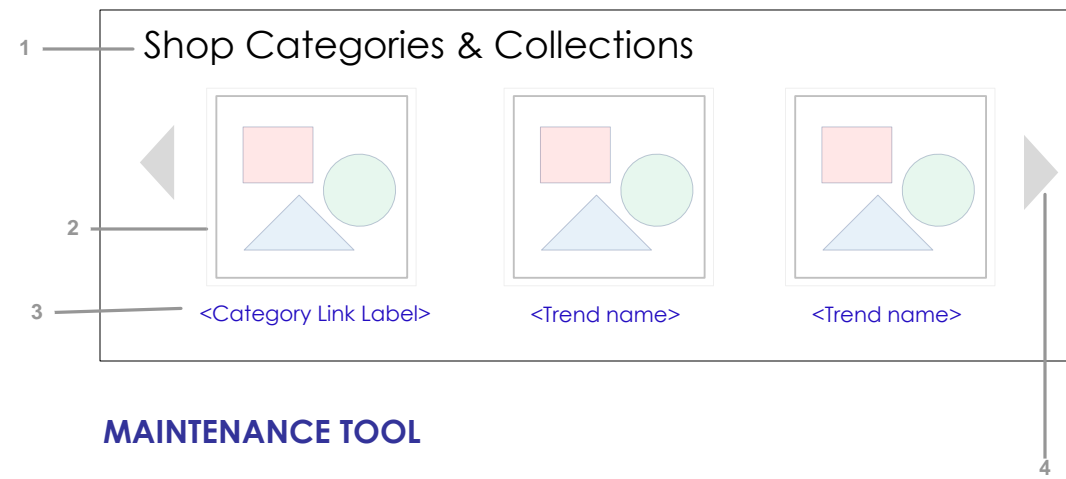
[Topic 2 name here](#)  
5 replies | Latest 1/31/10

[See all discussions](#)



## 5035.002 Shop Categories & Collections

The Categories & Collections module will be used to feature Trends & Categories.



### MAINTENANCE TOOL

The maintenance tool will allow business users to set up the following info for Top Shops:

- Title of module: "Top Shops" can be customized

For each shop the following info can be entered:

- URL to link to
- Product ID to use for image
- Display name/Title of Shop

A maximum of 16 shops can be loaded.

### FUNCTIONAL SPECIFICATIONS

#### 1 – Module Title

Type: Text

Content: The Title should be configurable in the maintenance tool used to update this module. The title can be changed to match the featured content.

#### 2 – Shop image

Type: Image

Target: When a user clicks on product photo they will go to the URL entered in the maintenance tool for the Shop

Content: A product image can be selected for the Shop

#### 3 – Shop Name

Type: Link

Target: When a user clicks on product photo they will go to the URL entered in the maintenance tool for the Shop

Content: A display name can be set up for each Shop

#### 4 – Arrow Controls

Type: Graphic

Target: When a user clicks on the arrows 4 additional shops will be shown.

Content: The arrows will only appear if there are more than 4 shops loaded.

## 5035.003 Gift Module

The Gifts module will be used to get the customer to a filtered set of product results quickly.

The screenshot shows the 'Give a Gift' module. It includes two dropdown menus: 'By Price' and 'By Recipient', a 'Go' button, and a 'Featured Shops' section with four links: 'Birthstones', 'Graduation', 'Mother's Day', and 'Gift Sets'. Callout 1 points to the 'By Price' dropdown, and callout 2 points to the 'By Recipient' dropdown.

**1**

By Price

- Under \$25
- Under \$50
- Under \$100
- \$100 and over

By Recipient

- For Her
- For Him
- For Child

**2**

### 1 – Dropdown selectors

Type: Dropdowns

Target: When the user clicks the go button, the selections from the Price and Recipient filters should take users to the All Jewelry page with filters applied.  
[http://www.sears.com/shc/s/s\\_10153\\_12605\\_Gifts\\_Jewelry\\_All](http://www.sears.com/shc/s/s_10153_12605_Gifts_Jewelry_All)

A selection from at least one of the dropdowns (price or recipient) must be chosen.

### 2 – Featured Shops

Type: Text links

Content: This area will be used to feature seasonal or occasion based shopping

Target: These links will be manually set up to link to product results