

Document Summary

Description	Name
Brand	ZETA (social)
Product	Product Details Page
Area	PROD
ID	300
Name	Product Details Page

Revision History

Version	Date	Author	Notes
v01	8/04/2010	Kristen Vonnahme	First version for 9/29 release
v02	8/05/2010	Kristen Vonnahme	Updates based on 8/4 review, Added Watch/Follow function and comments
v03	8/09/2010	Kristen Vonnahme	Updates based on 8/6 review, Added softlines version and additional condition details.
v04	8/12/2010	Kristen Vonnahme	Updates to comment layer to include 8/18 functionality.
v05	8/12/2010	Kristen Vonnahme	Revised to only include in scope changes for 9/29 release
v06	8/13/2010	P. Simon	Added Commentary Layer and link to this
v07	8/16/2010	Kristen Vonnahme	Updated comments layer to show both Following & Follower (pg 7)
v08	8/17/2010	P. Simon	Updated commentary Layer to include comment type
v09	8/17/2010	Kristen Vonnahme	Updated Follow It treatment to match AYW, updates to Related Lists and Social section
v10	8/18/2010	Kristen Vonnahme	Removed Related Lists
v11	8/23/2010	Kristen Vonnahme	Added Condition for Brand badge link, Added Report a Concern links on comments
v11.2	8/25/2010	Kristen Vonnahme	Added Product Description link on hardlines page
v12	8/25/2010	Kristen Vonnahme	Removed Change to Follow It

Printing Instructions

1. Go to File > **Page Customization**
2. On Print Customization Tab > set Paper Size to **8.5 x 11**, Orientation to **Landscape**, Print Zoom to **62.5%**
3. On Page Size Tab > set Custom Page Size to **17.6 x 13.6**

Social

All (####) Like (####) Want (####) Own (####)

person person person person person person person person person person

Screenname Screenname Screenname Screenname Screenname Screenname Screenname Screenname Screenname Screenname

Displaying 1-10 of X,XXX people [See all comments](#) [More +](#)

CHANGE: Show comment indicator for users who have commented on this item. Hover state will include comments for these users – see 07 Social User Comments

Be social. Share your thoughts on this product.

[Write a Review](#) | [Ask a Question](#)



CHANGE: Updated treatment of links/icons to match top of page changes

CHANGE: link pops Commentary Layer, showing all comments of a particular type. Conditional; doesn't show if there are no comments.

Customer Ratings and Reviews

Video Reviews

[UPLOAD A VIDEO REVIEW](#)

Written Reviews



[WRITE A REVIEW](#)

UNCHANGED

Overall Rating OOOOO 5.0

Great Paddle Me Elmo, November 5 of 2009

By [Malcolm Reynolds](#)

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.”

Was this review helpful? [Yes](#) [No](#) [Report a concern](#)

Overall Rating OOOOO 5.0

Great Paddle Me Elmo, November 5 of 2009

By [Malcolm Reynolds](#)

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.”

Was this review helpful? [Yes](#) [No](#) [Report a concern](#)

Customer Q&A

	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis nibh... <small>May 24, 2010 by Screenname</small> See all 6 answers
	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis nibh... <small>May 24, 2010 by Screenname</small> + Be the first to answer!

[? Ask your own question](#) | [See all questions...](#)

300 Product Details Page with Social Elements

View 10: Hardline Product Details Page

The screenshot shows a product details page for Sears. At the top, there's a navigation bar with the Sears logo, "Life. Well spent.", and links for "my cart", "My search history", "store locator", "customer service", and "Chicago 73°". Below this is a search bar with "What are you looking for today?" and a "GO" button. The main content area features a large "Product image" placeholder on the left and a product title "Product Title Goes Here and Here and Here and Here" on the right. The product has a star rating of 4.5 (6 Reviews | 5 Questions) and a "Like this" button showing 85% like. The price is "\$XX.XX each" with a 25% discount. There are several callout boxes with annotations: "REFERENCE: GLOBAL MODULE Metadata interactions", "CHANGE: Moved % who like next to icons", "CHANGE: Added Questions link and condensed Reviews links to 1 conditional link", "CHANGE: Removed icon labels and Review and Questions icons", "CHANGE: 8/25 Follow It Change Removed per Ad Your Way project changes", "REFERENCE: GLOBAL MODULE In-network metadata display", "CHANGE: Added visual comment indicator on users that have made comments on this item", "CHANGE: link pops Commentary Layer, showing all comments of a particular type. Conditional; doesn't show if there are no comments.", "CHANGE: Add link to Brand badge profile Conditional; doesn't show if there is no Brand badge profile page for the brand.", "CHANGE: Need copywriter to take a look at the naming of the Social section", and "CHANGE: Customer Q&A link should be included in More Product Information section". A large "UNCHANGED" watermark is overlaid on the page. At the bottom, there are five "Product image" placeholders. On the right side, there are sections for "Size & Color", "Special Offers", and "Ideas & Know-How". The "ADD TO CART" and "EXPRESS CHECKOUT" buttons are visible, along with a "Follow It" button. A "Want to see the price goes down?" section is also present.

Estimated Page Fold
(1024 x 768 maximized)

Social

All (####) Like (####) Want (####) Own

Screenname Screenname Screenname Screenname Screenname Screenname Screenname Screenname Screenname Screenname

Displaying 1-10 of X,XXX people [See all comments](#) [More +](#)

CHANGE: Show comment indicator for users who have commented on this item. Hover state will include comments for these users – see 07 Social User Comments

Be social. Share your thoughts on this product.

[Write a Review](#) | [Ask a Question](#)



CHANGE: Updated treatment of links/icons to match top of page changes

CHANGE: link pops Commentary Layer, showing all comments of a particular type. Conditional; doesn't show if there are no comments.

Customer Ratings and Reviews

Video Reviews

[UPLOAD A VIDEO REVIEW](#)

Written Reviews

★★★★☆ (6 Reviews)

[WRITE A REVIEW](#)

UNCHANGED

Overall Rating ○○○○○ 5.0

Great Paddle Me Elmo, November 5 of 2009

By [Malcolm Reynolds](#)

“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.”

Was this review helpful? [Yes](#) [No](#) [Report a concern](#)

Overall Rating ○○○○○ 5.0

Great Paddle Me Elmo, November 5 of 2009

By [Malcolm Reynolds](#)

“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.”

Was this review helpful? [Yes](#) [No](#) [Report a concern](#)

Overall Rating ○○○○○ 5.0

Great Paddle Me Elmo, November 5 of 2009

By [Malcolm Reynolds](#)

“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.”

Was this review helpful? [Yes](#) [No](#) [Report a concern](#)

Overall Rating ○○○○○ 5.0

Great Paddle Me Elmo, November 5 of 2009

300 Product Details Page with Social Elements | 300.01 Reviews & Questions

Condition 10.0

If the item has customer reviews display the star rating and the number of reviews.
The number of reviews will link to the Review section lower on the page.



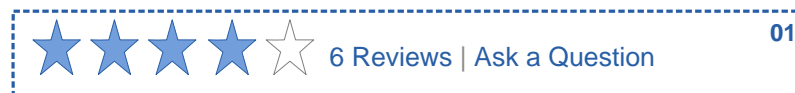
Condition 10.1

If the item has no reviews display a link to Write a Review



Condition 10.2

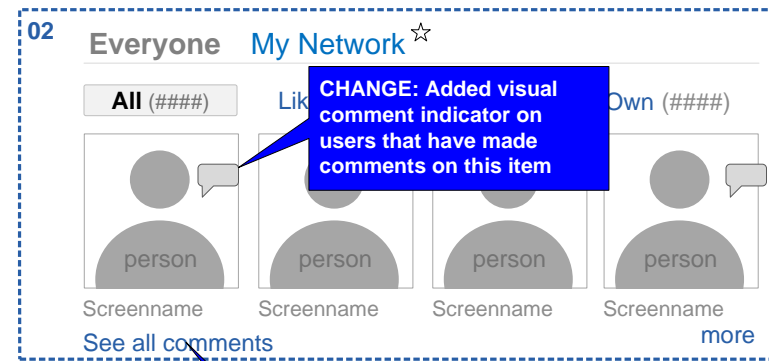
If the item has no Questions.



300 Product Details Page with Social Elements | 300.02 Social Elements – User Comments

Condition 10.0

If users have made a comment on this product show a comment icon on their picture.



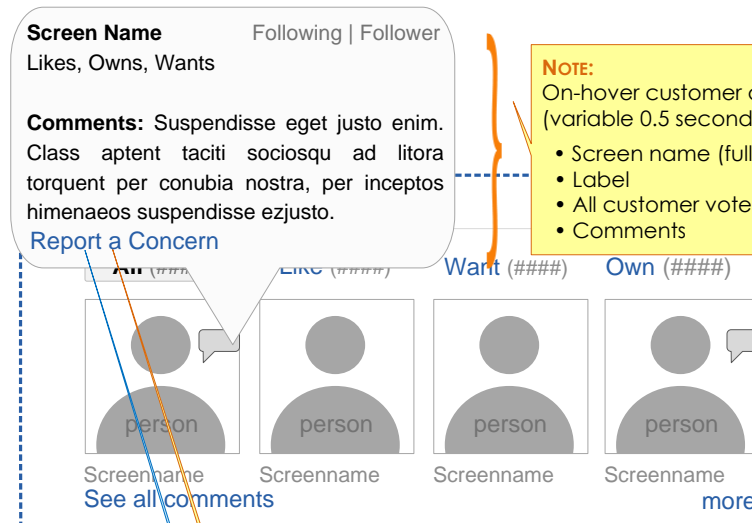
CHANGE: Added visual comment indicator on users that have made comments on this item

CHANGE: link pops Commentary Layer, showing all comments of a particular type. Conditional; doesn't show if there are no comments.

Condition 10.1

Clicking on the comment icon will show the users comment.

NOTE: Even if the user has added the item to multiple lists they can only have one comment.



NOTE: On-hover customer avatar or screen name (variable 0.5 second delay), then display:

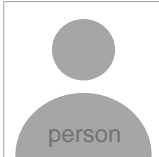
- Screen name (full screen name)
- Label
- All customer votes (Likes, Dislikes, Wants, Owns)
- Comments

NOTE: Each comment will have a link to Report a Concern.

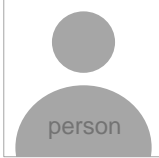
REFERENCE: GLOBAL MODULE Report a Concern

Commentary Layer

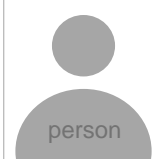
All Comments on this item X


 Screenname

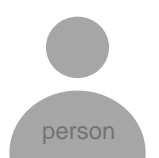
Like
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut en
[Report a Concern](#)


 Screenname

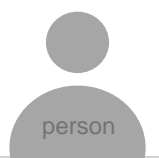
Like, Want
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut en
[Report a Concern](#)


 Screenname

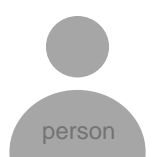
Dislike, Want, Own
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut en
[Report a Concern](#)


 Screenname

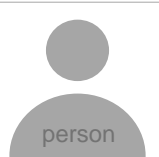
Like
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut en
[Report a Concern](#)


 Screenname

Like
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut en
[Report a Concern](#)


 Screenname

Like
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut en
[Report a Concern](#)


 Screenname

Like
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut en
[Report a Concern](#)

previous next

NOTE:
Creative to determine how many get displayed, per "page".

NOTE:
You must be logged in and have a screen name to leave a comment.

NOTE:
140 characters

NOTE:
Show all the votes the person submitted; they still only get 140 characters, even if they vote 3 times.

NOTE:
Name and image linkable, page turn to pub profile

NOTE:
Each comment will have a link to Report a Concern.

REFERENCE: GLOBAL MODULE
Report a Concern

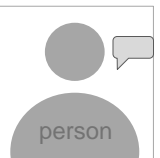
NOTE:
Whatever standard pagination experience is here, use it. NO SCROLLBAR, please.

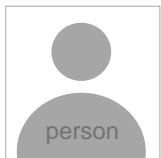
Condition 10.0

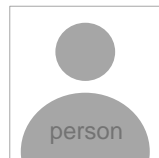
link on lower left pops the Commentary Overlay


Everyone **My Network** ☆

All (####) Like (####) Want (####) Own (####)


 Screenname


 Screenname


 Screenname


 Screenname more

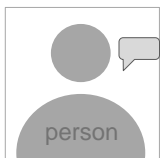
[See all comments](#)

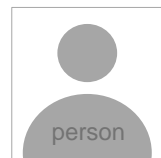
Condition 10.1

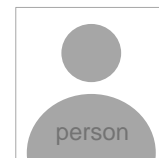
link on lower left pops the Commentary Overlay


Everyone **My Network** ☆

All (####) Like (####) Want (####) Own (####)


 Screenname


 Screenname


 Screenname


 Screenname more

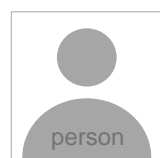
[See all "Like" comments](#)

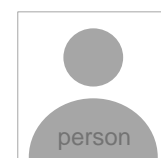
Condition 10.2

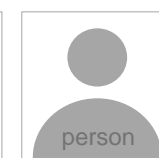
Link would not display; there are no "Want" comments

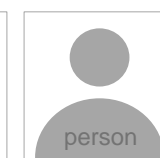
Everyone **My Network** ☆

All (####) Like (####) **Want (####)** Own (####)


 Screenname


 Screenname


 Screenname



 Screenname more

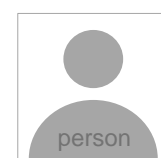
Condition 10.3


link on lower left pops the Commentary Overlay

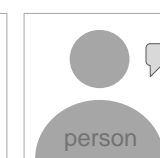
Everyone **My Network** ☆

All (####) Like (####) Want (####) **Own (####)**


 Screenname


 Screenname


 Screenname


 Screenname more

[See all "Own" comments](#)