

Document Summary

Description	Name
Brand	Sears
Category Code	BROWSE
Area	Catalogs
ID	
Name	Wishbook Online Experience 2010

Revision History

Version	Date	Author	Notes
1	6/22/2010	K. Vonnahme	First draft
2	6/25/2010	K. Vonnahme	Updates based on feedback from internal UX review
3	7/2/2010	K. Vonnahme	Revisions based on feedback from project team
4	7/13/2010	K. Vonnahme	Added Catalog Search results page, Share Letter to Santa option & additional details on functionality
5	7/15/2010	K. Vonnahme	Updates
6	7/26/2010	K. Vonnahme	Updated rollover state (page 4) & added SMS sign up layer details (page 7)
7	8/16/2010	K. Vonnahme	Updates to remove twitter feed & remove Outfit builder drag & drop functionality.
8		K. Vonnahme	

Release Date: ?

View 10

- Description: Wish Book Landing page
- Brand: Sears

Sears global header

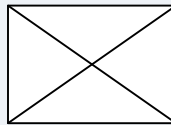
Wish Book

[Share This Page](#)
[Print](#)
[Give Feedback](#)

Greetings, Santas!

Welcome to Wish Book Online, where you'll find everything you need (even extra suits and boots) to make this your best year ever.

Be the Santa You want to be



See what's happening with Planner Santa and Procrastinator Santa

Holiday Countdown

55 days

til Christmas


Wish Book catalog

Shopping from the catalog?

Search by Item # ▶


OR

Browse by page



Need a little help?

Get suggestions for grab bag gifts, hostess gifts, stocking stuffers, "It's awesome!" gifts and more Get started ▶



Shop the Wish Book

Wish Book through the years

Take a look back at past Christmas gifts from the Wish Book >

Sign up for SMS Alerts >

Download Wish Book mobile and iPad apps >

Facebook - Make a Wish

Placeholder copy

Make a List

Make it. Share it. Check it twice.

Learn more

Sears global footer

117px (First usable pixel after browser chrome)

480 px

600 px.

768 px.

Clicking Search by Item will expand this module on the page

Clicking Browse by Page will take the user to page 300 Online Catalog

CHANGE: Removed Twitter feed and added link to Facebook Wish experience

View 10

- Description: Wish Book Landing page
- Brand: Sears


Sears global header

Wish Book[Share This Page](#) [Print](#) [Give Feedback](#)

Greetings, Santas!

Welcome to Wish Book Online, where you'll find everything you need (even extra suits and boots) to make this your best year ever.

Be the Santa You want to be



Planner Santa
VS Procrastinator Santa
See what they're doing now >

Shop the Wish Book

X

X

X

X

X


X

X

X


X

X




Shopping from the catalog?

Search by Item # ▶
OR
[Browse by page](#)



Need a little help?

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Appliance

Rolling over the Shop the Wish Book section will highlight categories and display category names

Wish Book the years

Take a look back at past Christmas gifts from the Wish Book >

Sign up for SMS Alerts >

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Facebook - Make a Wish

Placeholder copy

Make a List

Make it. Share it. Check it twice.

[Learn more](#)

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View 10

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- Brand: Sears

Sears global header

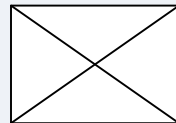
Wish Book

[Share This Page](#)
[Print](#)
[Give Feedback](#)

Greetings, Santas!

Welcome to Wish Book Online, where you'll find everything you need (even extra suits and boots) to make this your best year ever.

Be the Santa You want to be



See what's happening with Planner Santa and Procrastinator Santa

Holiday Countdown

55 days

til Christmas

Wish Book catalog
Shopping from the catalog?


Search by Item #

[More+](#)

Browse by page ¹

Description of Online Catalog experience TBD --See items by page and drag & drop to your list in our Online Catalog..Final copy TBD

close ▲



Shop the Wish Book

Wish Book through the years

Take a look back at past Christmas gifts from the Wish Book >

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Make it. Share it. Check it twice.

Learn more

Sears global footer

117px (First usable pixel after browser chrome)

480 px

600 px.

768 px.

More Items View

Wish Book catalog
Shopping from the catalog?

Search by Item #


[Less](#)

2

INTERACTION NOTES

- 1 - Go Button (Single item)
Type: Image
Target: Searching for a single item will take the user to the product page for that item.
- 2 - Go Button (Multiple item)
Type: Image
Target: Searching for a multiple items will take the user to 520 Catalog Search Results page with the items they searched for displayed.
- 3 - More link
Type: Text
Target: The More link will display 6 fields for item entry.
- 4 - Less link
Type: Text
Target: Clicking Less will collapse this back to 1 field.

Sign up Layer for SMS Alerts


Sign up for Wish Book SMS Alerts close 

Mobile Phone Number*

* Message & data rates apply. Text STOP to quit or HELP for more information. You will receive up to 8 messages a month.

Sign Up for SMS Alerts

Confirmation

You're Almost Done... close 

Thank you for signing up for the Wish Book mobile subscription list. You will receive a text message on your mobile phone prompting you to confirm your subscription. PLEASE REPLY 'Y' TO THIS MESSAGE ONCE YOU RECEIVE IT.

View 10

- Description: Wish Book Landing page
- Brand: Sears

Sears global header

Wish Book

[Share This Page](#)
[Print](#)
[Give Feedback](#)

Wish Book Holiday 2010

Holiday Countdown
55 days
 til Christmas

Be the Santa You want to be

See what's happening with Planner Santa and Procrastinator Santa

Wish Book catalog

Shopping from the catalog?

Search by Item # ▶
OR
[Browse by page](#)

Need a little help?

Get suggestions for grab bag gifts, hostess gifts, stocking stuffers, "It's awesome!" gifts and more [Get started ▶](#)

Shop the Wish Book

Wish Book through the years

Take a look back at past Christmas gifts from the Wish Book >

Make a List

Make Your Shopping List

Keep Track of all the Gifts you want to buy in one list

Make Your Wishlist

Just add all the things you want, when you're done we can send it to the Santa shopping for you

Request a List

Don't know what to buy someone? Send a [List request](#)

Drag & Drop items to the list as you browse our Wish Book items

List Request

Copy TBD – We will send the message below and a link to register & start a list

Friend's First Name:

Friend's Email:

Your Name:

Message:

Pre-fill with sample message
 I need your list I am shopping at sears.com for Christmas this year COPY TBD COPY TBD COPY TBD

[Request List](#)

117px (First usable pixel after browser chrome)

480 px

600 px.

768 px.

Similar to Share functionality, the user can send an email to a friend requesting their wishlist.

Sears global header


Wish Book [Share This Page](#) [Print](#) [Give Feedback](#)

Shop the Wish Book

Santa vs Santa **55 days** to go

Planner Santa Procrastinator Santa

Using Lists -
Link to intro on
functionality of list



Shake this Gift!

Want to
take a
Nap

Gift Count: 1 Gift Count: 0

Sears global footer

There will be a separate page for the Santa concept. This page has navigation to the Wish Book categories at the top.

These pages are not final. Key elements are:

- Santas – incorporate what the IMS is doing with the santa personalities
- Changing over time – users will want to come back to see what the Santas are doing as it gets closer to the holidays
- Fun/entertaining experience

FINAL Experience TBD

These pages show examples of the concept changing over time. How to use the Santa's will be explored further.

Santa vs Santa

30 days to go

Planner Santa

Procrastinator Santa

Gift Count: 12

Gift Count: 0

Stack of Gifts growing

Vote: Should he..

- Keep playing video games
- Start shopping

FINAL Experience TBD

Santa vs Santa

X days to go

Planner Santa

Procrastinator Santa

Gift Count: 28

Shake this Gift!

Gift Count: 2

Too late to ship! Pick up in store

"Shaking" the Gift would reveal a fun gift item

FINAL Experience TBD

View 10

- Description: Browse by Category
- Brand: Sears

Sears global header

Wish Book > Browse by Page

Shop the Wish Book

Wish Book Catalog

In this catalog view you can see the items from our print catalog by page.

By Category:

Pages: < [2-3](#) [4-5](#) [6-7](#) [7-8](#) [9-10](#) [11-12](#) [13-14](#) [15-16](#) [17-18](#) [19-20](#) [21-22](#) [23-24](#) [25-26](#) [27-28](#) >

Page 4 - IMAGE

Page 5 - IMAGE

\$XX.xx +	\$XX.xx +	\$XX.xx +	\$XX.xx +

\$XX.xx +	\$XX.xx +	\$XX.xx +	\$XX.xx +

\$XX.xx +	\$XX.xx +	\$XX.xx +	\$XX.xx +

\$XX.xx +

Page numbers will displayed in sets of 2. If there are more page #s than can fit on the screen there will be arrows to move to more numbers. When a Category is selected only the pages related to that category should display.

Clicking the arrow on the left will go to the previous set of pages if available. If the user is on the 1st set of pages this arrow should not appear.

NOTE: there can be up to 14 items associated with a single page from the catalog.

Selecting a Category will display pages in the catalog with items from that category.

Letter to Santa <COPY TBD> Click the + icon to add items to your Holiday Wish List

Clicking on the Add to List icon will add the item to the Holiday List and open the list layer. Softline items should not display the Holiday Wish List icon on the results view, it will appear in quickview.

Clicking the arrow on the right will go to the next set of pages.

117px (First usable pixel after browser chrome)

600 px.

Wish Book Holiday List

	50 in. (Diagonal) Class Plasma HD Television Sold by Sears	Reg Price: \$699.99 Savings: \$70.00 \$629.99	
	Women's Chuck Taylor All Start Ox - Purple Sold by Sears	\$44.99 each \$54.99 each Save 18 % thru 08/26/10 All items on sale	
	INFINIA 60 in. (Diagonal) Class 1080p 60Hz Plasma HD Television Sold by Sears	Reg Price: \$2099.99 Savings: \$210.00 \$1889.99 Online Only Price	
	Introductory Offer! Created Ruby Flower Ring in Sterling Silver Sold by Sears	\$49.99 each	
	DC25 Animal Ball Upright Vacuum Cleaner (17418-01) Sold by Sears	\$549.99	

MINIMIZE

Display items added to the Holiday List in a layer. This is an existing list layer display from List Center.


The first time an item on the page is added to the list this layer should open. Each time additional items are added it should refresh. If the user closes the list layer and then adds another item it should reopen.

View 10

- Description: Wish Book Category page
- Brand: Sears

Sears global header

Wish Book > Appliances



X

X

X

X

X

X

X

X

X

X

X

Appliances

{Kitchen scene}

Shop the Wish Book

Most Wished For

>

Floorcare
(if we have more imagery/ featured items show a hint of it)

Product image

Product image

Product image

Product image

Product image

Product image

Product image

Product image

Shop by:

Floorcare

Cooking Appliances

Sewing

Refrigerators

Microwaves

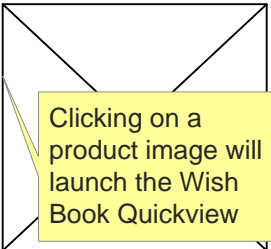
Washers & Dryers

Beverage Centers

Other

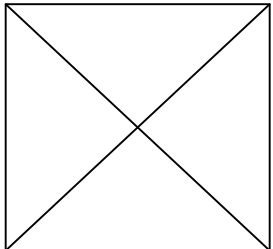
Filter by: Brand ▼ Price ▼

Items 1 – 30 of 100 30 items per page ▼

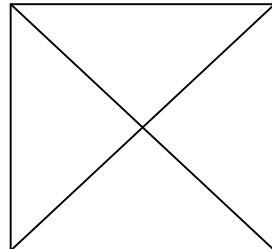


Clicking on a product image will launch the Wish Book Quickview

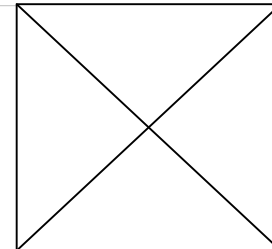
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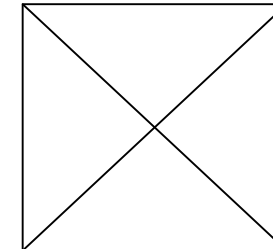
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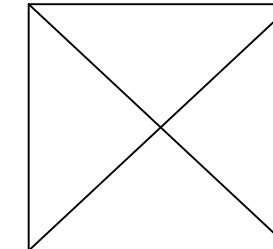
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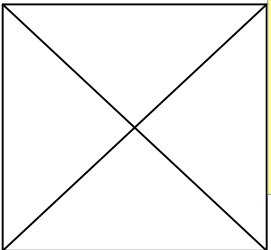
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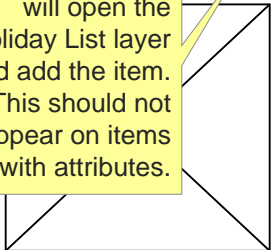
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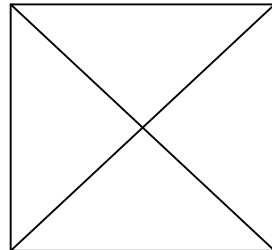


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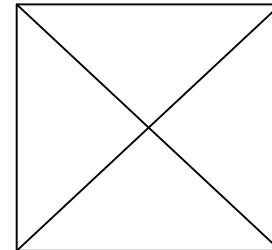


Clicking on the Add to List icon will open the Holiday List layer and add the item. This should not appear on items with attributes.

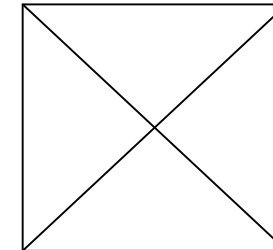
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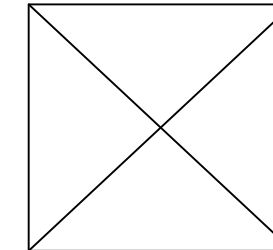
\$XX.xx +



\$XX.xx +



\$XX.xx +



\$XX.xx +

Letter to Santa

<COPY TBD> Click the + icon to add items to your Holiday Wish List

Highlight the selected vertical

Subcategories for the current category are shown here. One subcategory can be selected to narrow the selection, they are single select.

Clicking on a product image will launch the Wish Book Quickview

Clicking on the Add to List icon will open the Holiday List layer and add the item. This should not appear on items with attributes.

117px
(First usable pixel after browser chrome)

480 px

600 px

768 px

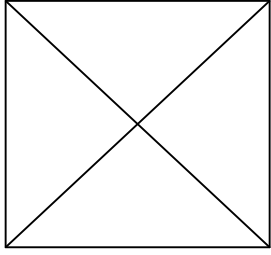
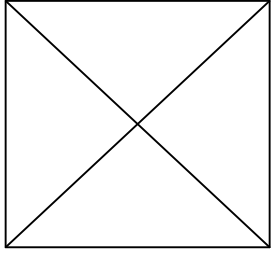
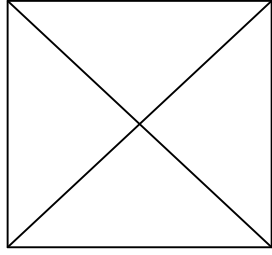
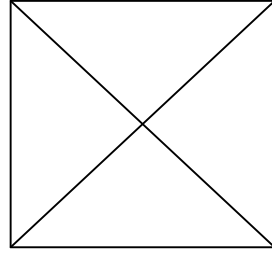
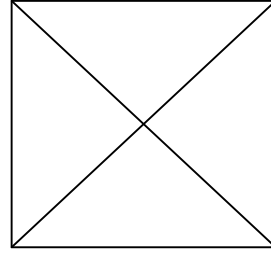
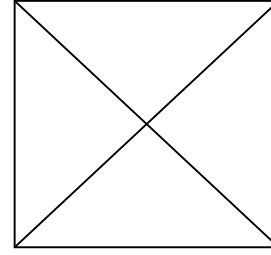
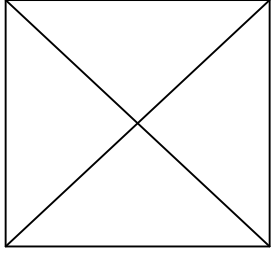
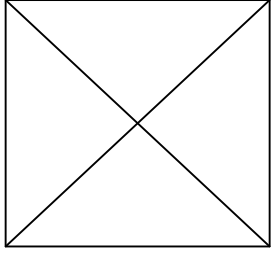
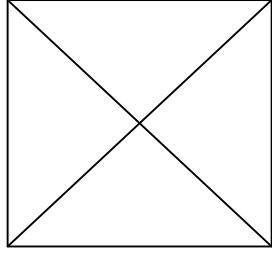
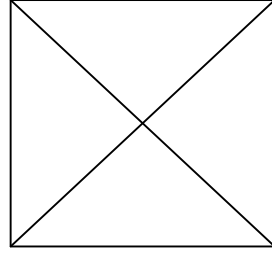
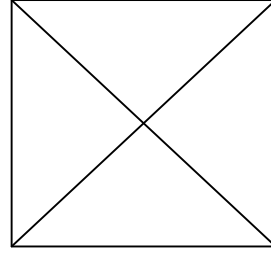
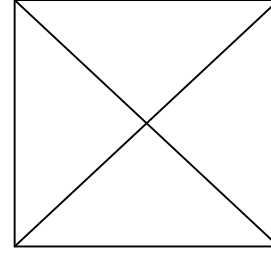
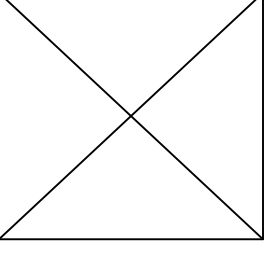
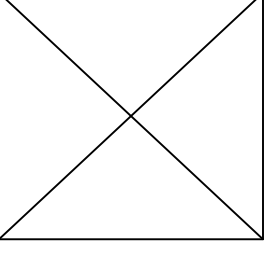
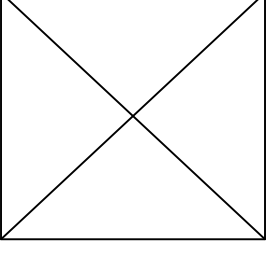
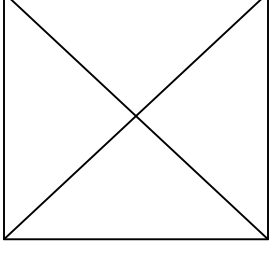
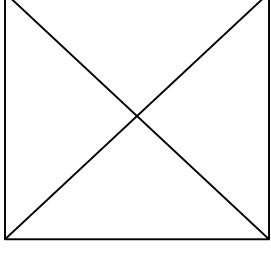
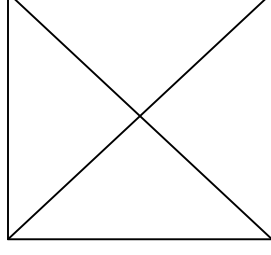
Most Wished for Items need to be manually selected for each vertical. 8 items are displayed but 10 should be selected incase items go out of stock.

On click launch quickview

Information about using Lists

Filename: SEARS_Wishbook_W_2010.08.16_v07_kvonnahme.vsd

Last edited: 08/18/10 9:42 AM Page: 12 of 22

 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +
 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +
 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +	 \$XX.xx +

Items 1 – 30 of 100 in Appliances

30 items per page

Page 1 [Next >](#)

Didn't find what you're looking for?

See our complete selection of [{Category Name}](#) [{Category Name}](#) [{Category Name}](#) [{Category Name}](#) [{Category Name}](#)
[{Category Name}](#) [{Category Name}](#) [{Category Name}](#)

Related categories will be set up for each vertical

When a subcategory is selected it should be highlighted. The filters below will update to show only selections related to this subcategory. Only one category can be selected.

Shop by:

Floorcare Cooking Appliances Sewing **Refrigerators** Microwaves Washers & Dryers Beverage Centers Other

Filter by: Type ▼ Brand ▼ Price ▼

Items 1 – 30 of 45 30 items per page ▼

These filters are single select. When a user selects an attribute the product results should update. If the category above is changed the other filters should be cleared.

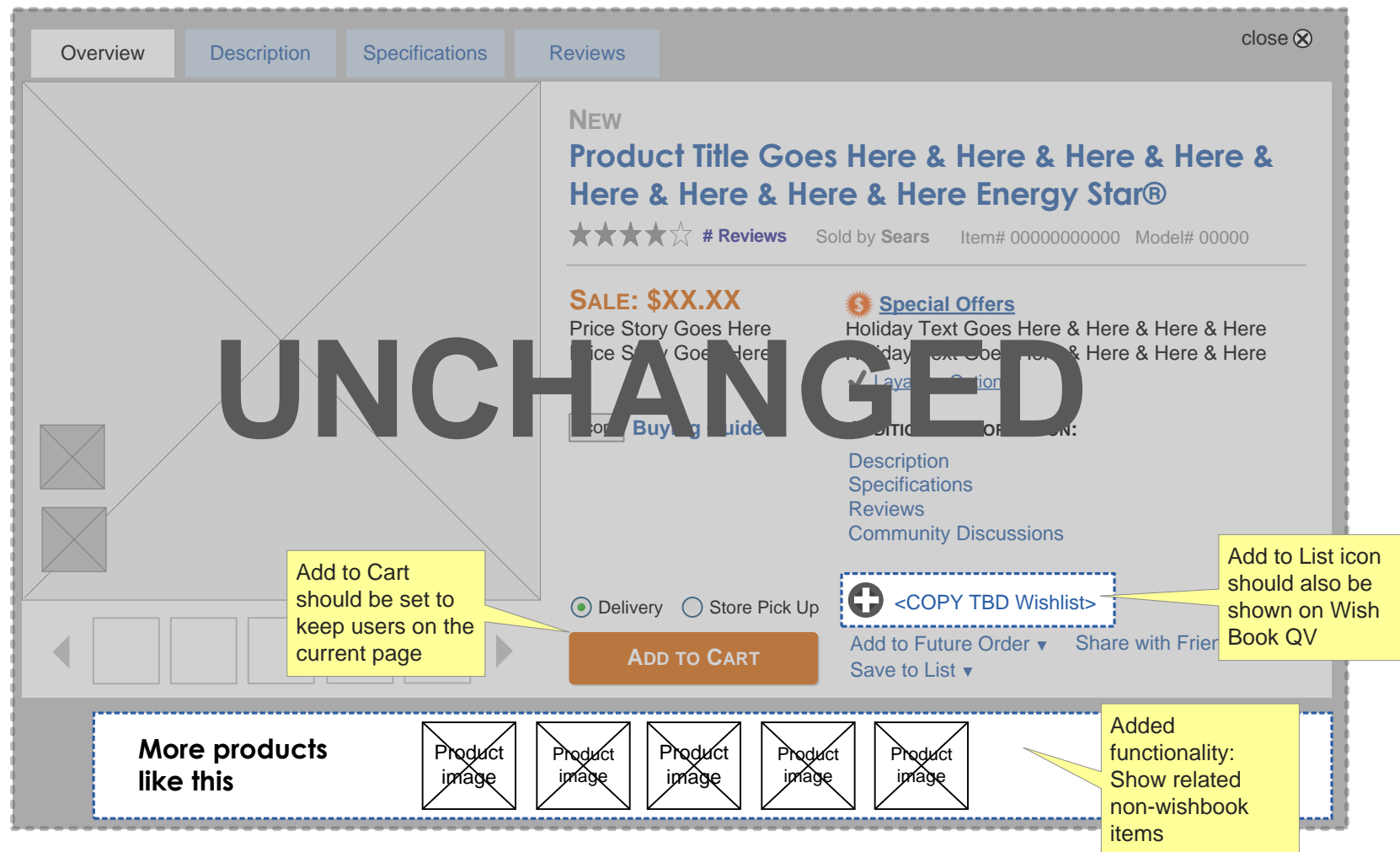
Shop by:

Floorcare Cooking Appliances Sewing **Refrigerators** Microwaves Washers & Dryers Beverage Centers Other

Filter by: Type ▼ **Kenmore ▼** Price ▼

Items 1 – 25 of 25 30 items per page ▼

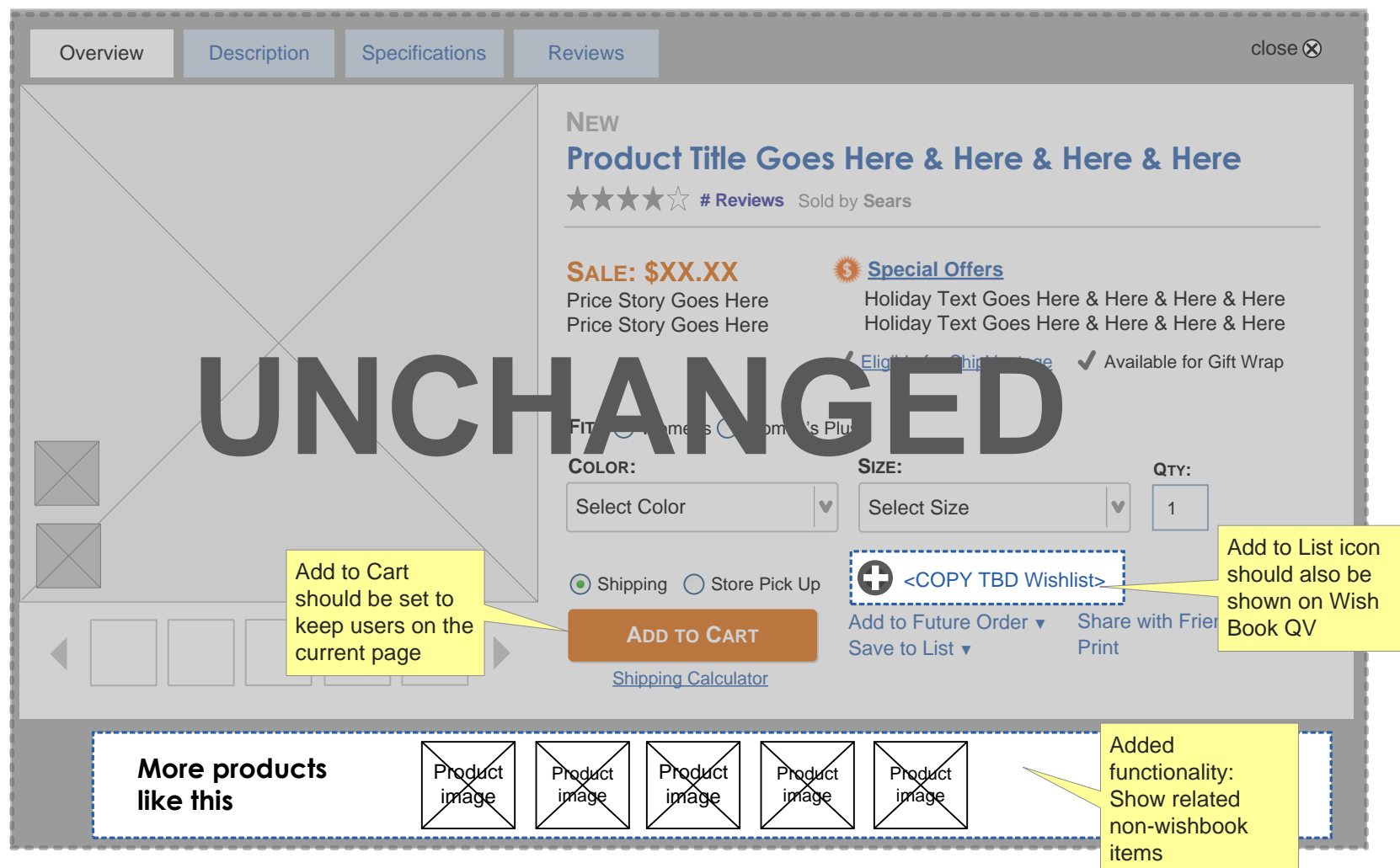
Hardlines QuickView



Quickview will have the same functionality as used on the rest of sears.com but it will have a new visual treatment to match the Wish Book experience.

More Products like this is new to Quickview and should be based on a rule to generate similar non-Wish Book items.

Softlines QuickView



Sears global header

Wish Book > Find a Gift



Find a Gift

You selected: Female Age: 30-40 years Under \$50 [Search Again](#)

Letter to Santa

<COPY TBD> Click the icon to add items to your Holiday Wish List

Displaying 1-30 of 40 items

30 items per page

Clicking on a product image will launch the Wish Book Quickview

Clicking on the Add to List icon will open the Holiday List layer and add the item. This should not appear on items with attributes.

For items with attributes the List icon will only appear in Quickview.

Displaying 1-30 of 40 items

30 items per page

Page 1 [Next >](#)

Sears global header


Wish Book > Grab Bags & Stocking Stuffers




Grab Bags & Stocking Stuffers

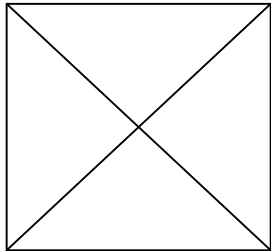
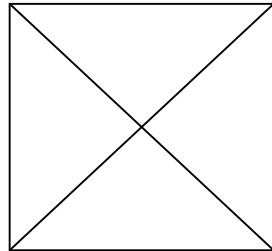
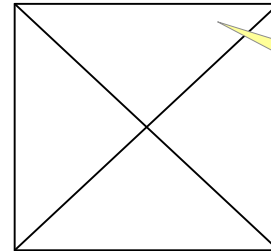
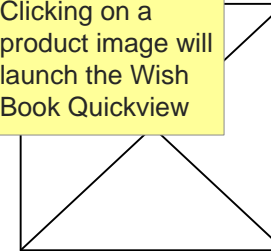
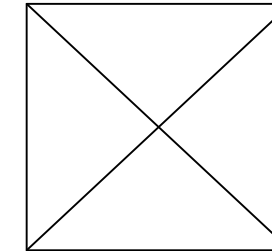
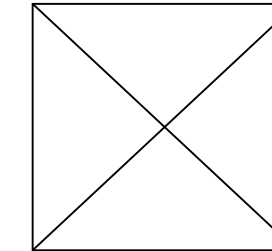






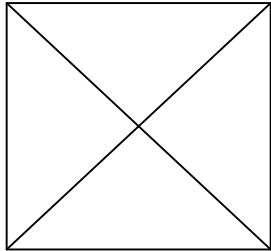
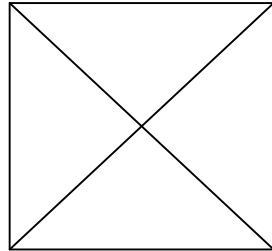
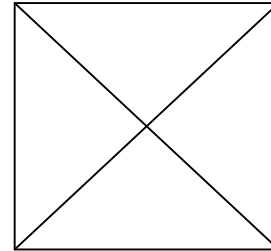
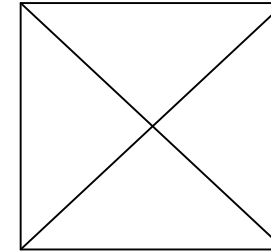
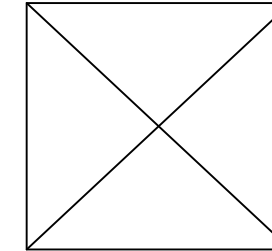
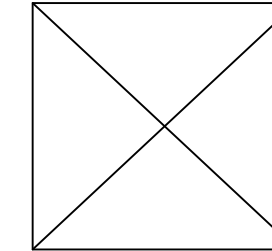




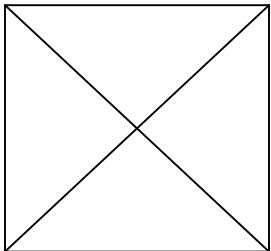
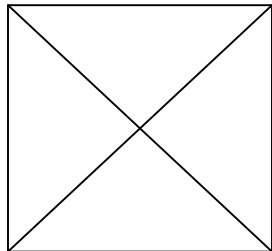
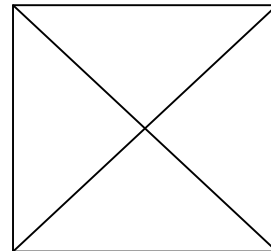
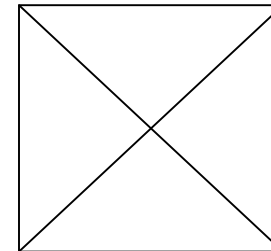
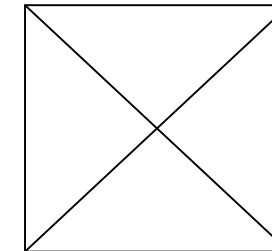
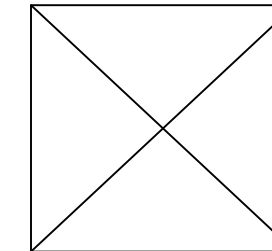




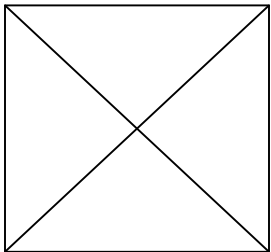
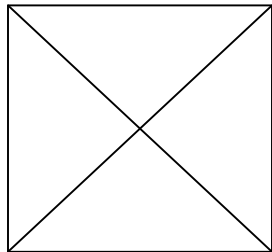
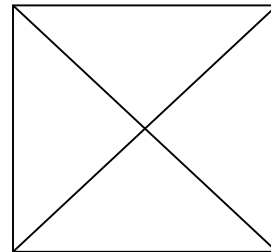
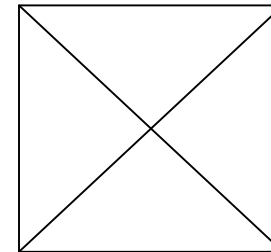
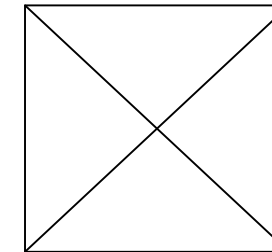
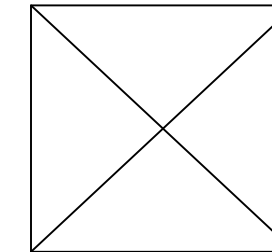






You selected \$15 Change selection: [\\$10](#) [\\$20](#) [\\$25](#)

Letter to Santa

<COPY TBD> Click the  icon to add items to your Holiday Wish List


Displaying 1-30 of 40 items

30 items per page 

					
\$XX.xx 	\$XX.xx 	\$XX.xx 	\$XX.xx 	\$XX.xx 	\$XX.xx 
					
\$XX.xx 	\$XX.xx	\$XX.xx	\$XX.xx 	\$XX.xx 	\$XX.xx 
					
\$XX.xx 	\$XX.xx 	\$XX.xx 	\$XX.xx	\$XX.xx	\$XX.xx 
					
\$XX.xx 	\$XX.xx 	\$XX.xx 	\$XX.xx 	\$XX.xx 	\$XX.xx 

Clicking on a product image will launch the Wish Book Quickview

Displaying 1-30 of 40 items

30 items per page 

Page 1  [Next >](#)

Sears global header

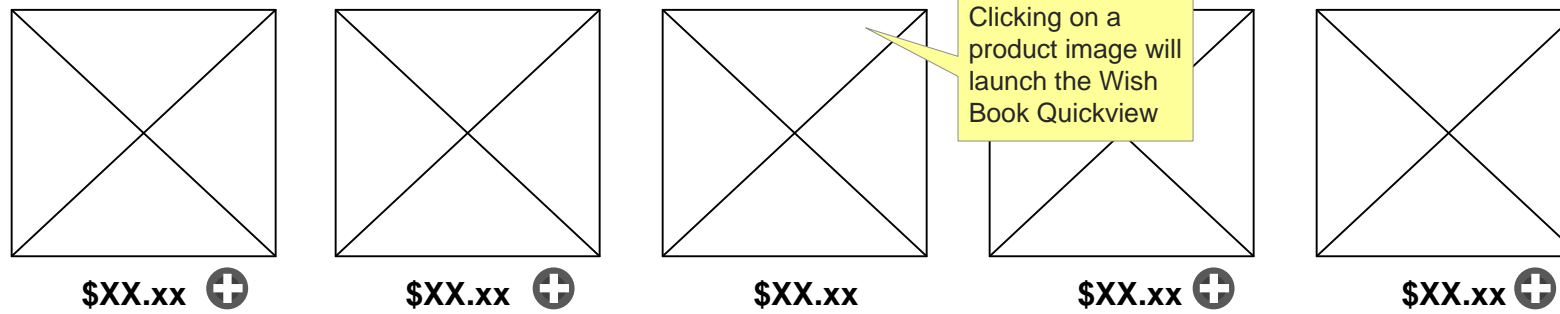
Wish Book > Catalog Search



Catalog

You searched for {Product ID}, {Product ID}, {Product ID}, {Product ID}, {Product ID}

Displaying 1-5 of 5 items



Letter to Santa

<COPY TBD> Click the + icon to add items to your Holiday Wish List

Displaying 1-5 of 5 items

Wish Book - Share/Letter to Santa

Item Sharing - Condition 10

- DHTML layer with links to email or web apps, callout added to indicate Letter to Santa option is available.

Share This Item

Select a service:

Added: Callout that Email includes Letter to Santa format

Email – Choose a standard Email or Letter to Santa (Copy TBD)

Facebook Twitter MySpace

Del.icio.us StumbleUpon Digg

List Sharing - Condition 10

Drag Share Print Options

Added: Callout that Email includes Letter to Santa format

Facebook Twitter Email – Choose a standard Email or Letter to Santa (Copy TBD)

Del.icio.us StumbleUpon Digg MySpace

URL:

Share This Select a service for sharing

Item Sharing - Condition 20

- Expanded DHTML layer showing e-mail form with Letter to Santa option

Share This Item

< Back to Share This Services

Send this to your friends

Fill out the form below to share this item with your friends. Your information won't be used to send unsolicited emails or sold to any 3rd parties.

*Required fields

Your Name:

*Your e-mail:

*Friend's e-mail:

Separate multiple emails by a semi-colon(:)

Letter to Santa – Is this an item you're wishing for? Want us to send this as a gift hint for the Santa shopping for you? Check the box to choose this holiday option. (COPY TBD)

Share!

List Sharing - Condition 20

- Expanded DHTML layer showing e-mail form with Letter to Santa option

Drag Share Print Options

Facebook Twitter Email – Choose a standard Email or Letter to Santa (Copy TBD)

Del.icio.us StumbleUpon Digg MySpace

URL:

Send this to your friends

Fill out the form below to share this item with your friends. Your information won't be used to send unsolicited emails or sold to any 3rd parties.

*Required fields

Friends First Name:

*Friend's e-mail address(es): Separate email addresses with semi-colons

Your Name:

*Your e-mail:

Your message:

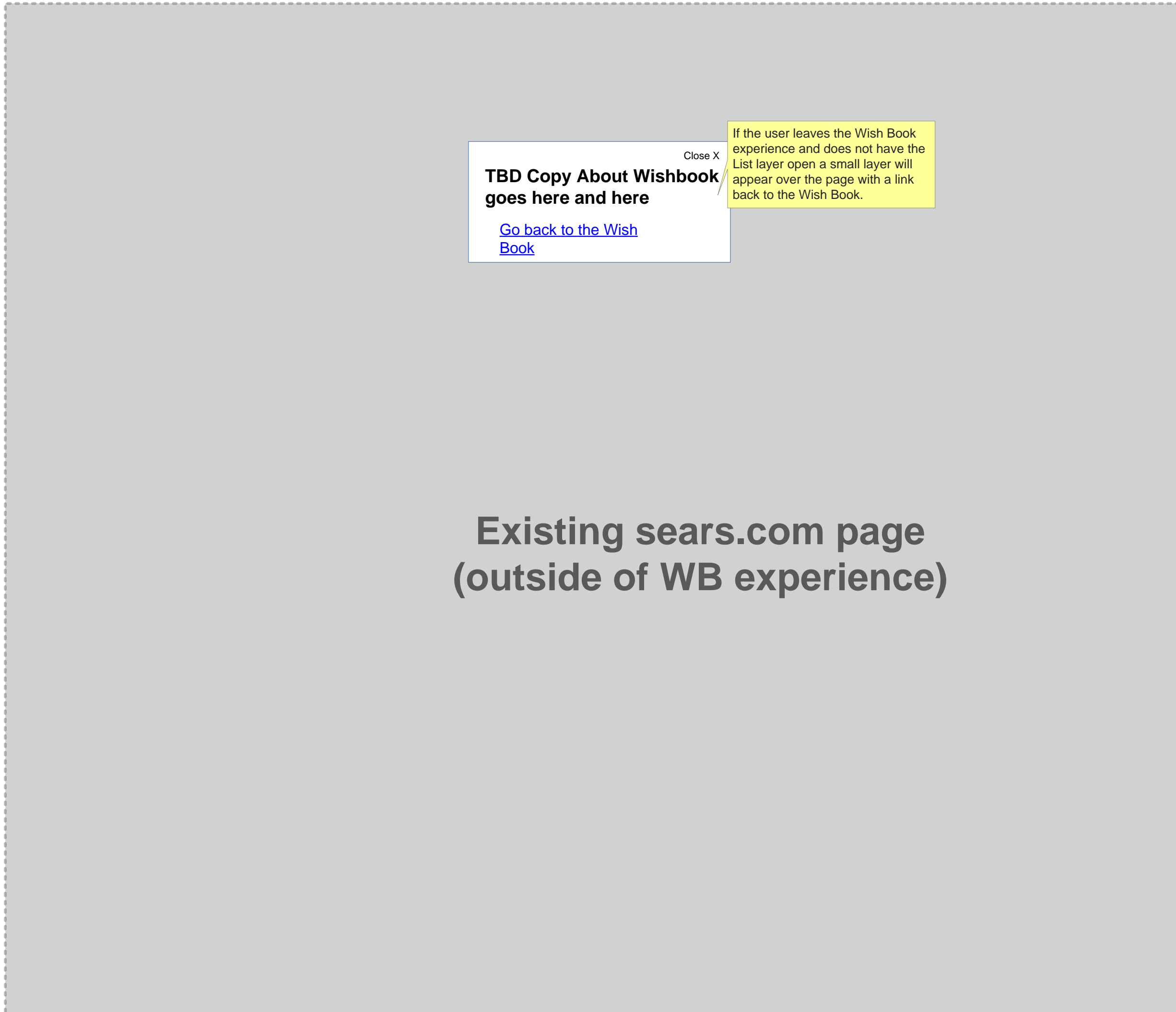
159 characters remaining

Letter to Santa – Is this an item you're wishing for? Want us to send this as a gift hint for the Santa shopping for you? Check the box to choose this holiday option. (COPY TBD)

Share!









Added: Check box to select Letter to Santa format

Added: Check box to select Letter to Santa format



DRAG SHARE PRINT X

Wish Book Holiday List

	50 in. (Diagonal) Class Plasma HD Television Sold by Sears	Reg Price: \$699.99 Savings: \$70.00 \$629.99	
	Women's Chuck Taylor All Start Ox - Purple Sold by Sears	\$44.99 each \$54.99 each Save 18 % thru 08/26/10 All items on sale	
	INFINIA 60 in. (Diagonal) Class 1080p 600Hz Plasma HD Television Sold by Sears	Reg Price: \$2099.99 Savings: \$210.00 \$1889.99 Online Only Price	
	Introductory Offer! Created Ruby Flower Ring in Sterling Silver Sold by Sears	\$49.99 each	
	DC25 Animal Ball Upright Vacuum Cleaner (17418-01) Sold by Sears	\$549.99	

MINIMIZE

Share option copy will be changed to indicate it includes the Send to Santa option

Note: The existing list layer from List Center will be used to display the Holiday List. This layer will open when the user adds an item to the list by clicking on the list icon.

If the user closes the list layer and then adds another item it should reopen.

The user does not need to be signed in to use this list. If they do register or sign in the new list they created will be merged into their profile.