

SEARS 5000 PROD ECOMM-Shoes Vertical Redesign

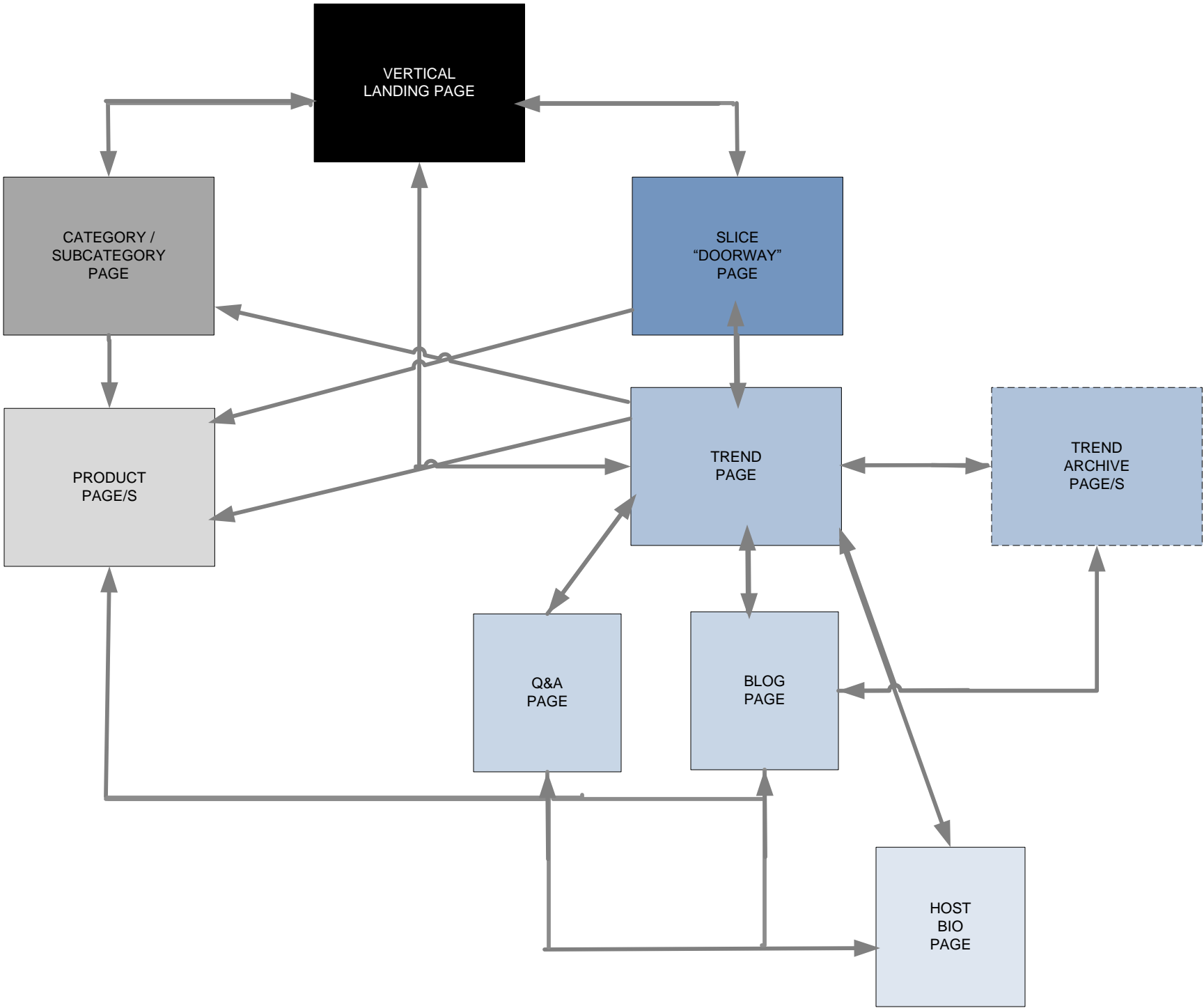
Document Summary

Description	Name
Brands Covered	SEARS
Screen ID	5000
Category	PROD
Screen Name	ECOMM-Shoes Vertical Redesign

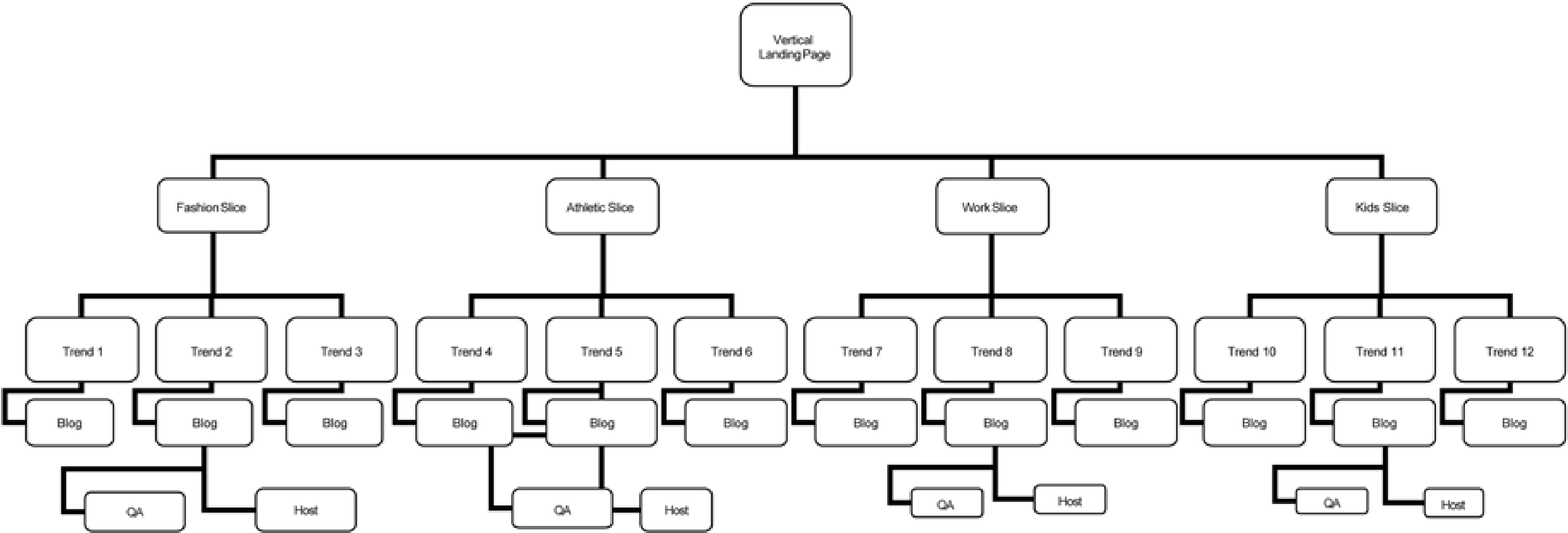
Revision History

Version	Date	Author	Notes
v00.01	02/17/2010	Emmi Costello Kristen Vonnahme	Initial Draft
v00.02	02/18/2010	E. Costello, K. Vonnahme	Second draft based on initial internal OBU review 2/18/10
v00.03	02/22/2010	E. Costello, K. Vonnahme	Third draft based on review/direction of T Hayes
v00.04	02/23/2010	E. Costello, K. Vonnahme	Fourth draft based on internal UXA discussions.
v00.05	02/25/2010	E. Costello, K. Vonnahme	Added navigation schema for editorial pages. Modified rating/comments functionality/display.
v00.06	03/02/2010	K. Vonnahme	Updates for page consistency, new featured slices/trends
v00.07	3/12/2010	K. Vonnahme	Updates to slice & trend pages
v00.08	3/15/2010	K. Vonnahme	Updates to left nav, vertical feature area
v00.09	3/19/2010	K. Vonnahme	Detailed interaction notes added
v00.10	3/25/2010	K. Vonnahme	Updated details based on IT questions
v00.11	3/26/2010	K. Vonnahme	Updated to Past Trends to add groups: pages 8, 11-12, 19, 21, 27
v00.12	4/27/2010	K. Vonnahme	Updates to reviews based on Viewpoints discussions and creative layout changes
v00.13	5/7/2010	K. Vonnahme	Layout updates to match creative pages 4, 6 ; Updates to Q&A and ratings/comments based on discussions with VP, pages 12 -14, 19, 21-24
v00.14	5/24/2010	K. Vonnahme	Added expanded see all past trends capability, pages 21 & 22
v00.15	6/11/2010	K. Vonnahme	Updates to Vertical to change small Lookbook player to an image pg 4,6; Trend page featured Q&A and Blog, pg 11, 12, 18, 19; Featured Question on Q&A page pg 22; Added Expanded Featured Question view, pg 26.

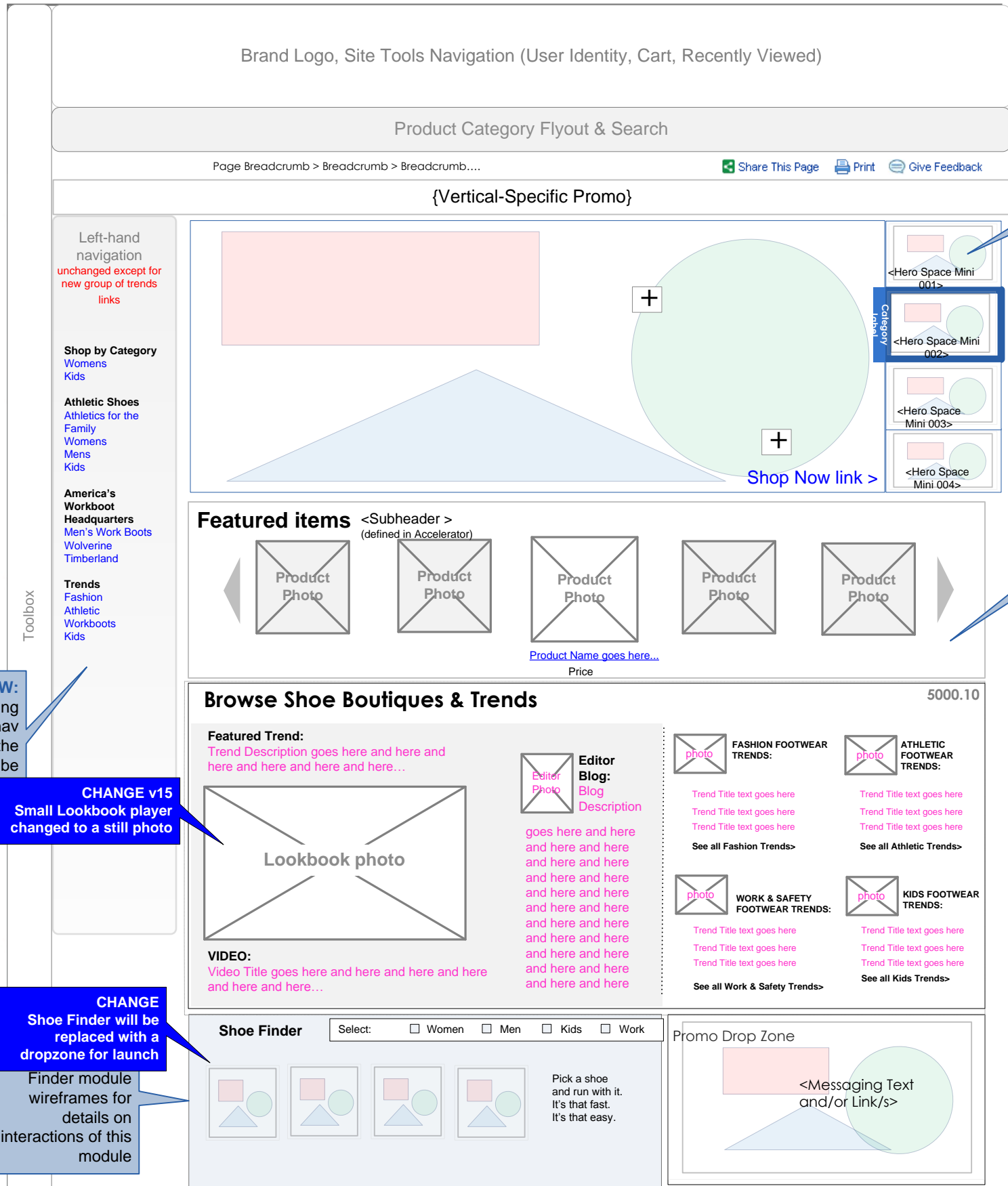
Circulation & Re-circulation
Product-rich vis-à-vis contextual path



Shoe Vertical Redesign Overview Map



Vertical Landing Page View 10



117px
(First usable pixel after browser chrome)

REFERENCE:
Refer to the Hero module wireframes for details on interactions of this module

480 px

600 px.

REFERENCE:
Refer to the New Arrivals module wireframes for details on interactions of this module

768 px.

NEW:
A new grouping on the left nav with links to the slices will be added

CHANGE v15
Small Lookbook player changed to a still photo

CHANGE
Shoe Finder will be replaced with a dropzone for launch

Finder module wireframes for details on interactions of this module

Vertical Landing Page_2 View 10 cont.

Left-hand navigation

Shop Categories 5000.20

Category Title Short category description	Category Title Short category description	Category Title Short category description	Category Title Short category description
Category Title Short category description	Category Title Short category description	Category Title Short category description	Category Title Short category description
Category Title Short category description	Category Title Short category description	Category Title Short category description	Category Title Short category description
Category Title Short category description	Category Title Short category description	Category Title Short category description	Category Title Short category description

Shop Brands

◀▶

Worth a Look See what else Sears has to offer you. Click on any of the items below to learn more.

Personal Shoe Shopper

WE CAN HELP.

Get Assistance >

Sign up for Shoes email alerts

Get advance notice of deals & special offers...etc.

shopyourway rewards

Earn triple rewards with your shoe purchase >

ClickExploreBuy

ClickSee Interactive Product Browsing

Try it Now >

my look

Start today >

FASHION Trends
ATHLETIC Trends
WORK Trends
KIDS Trends

Global Promotional Message Banner

NEW - Vertical specific dropzone

Shoes

When it comes to shoe style and selection, find everything you and your family need at sears.com. From fashion-focused shoes for women and fun kids footwear, to sturdy work boots and the latest in athletic shoes, we can provide a pair for every occasion. Plus, we carry brands such as Adidas, Asics, Caterpillar, Converse, Dr. Scholl's, Hi-Tec, MUDD, New Balance, Skechers, Timberland, Wolverine and more. So you can always count on quality along with great savings. It's easy to shop our site for shoes by style, brand, category, size and color, and when in doubt, we offer expert advice and the opportunity to get feedback from the online community. Sears.com is the destination for the savvy shopper who wants the right shoes.

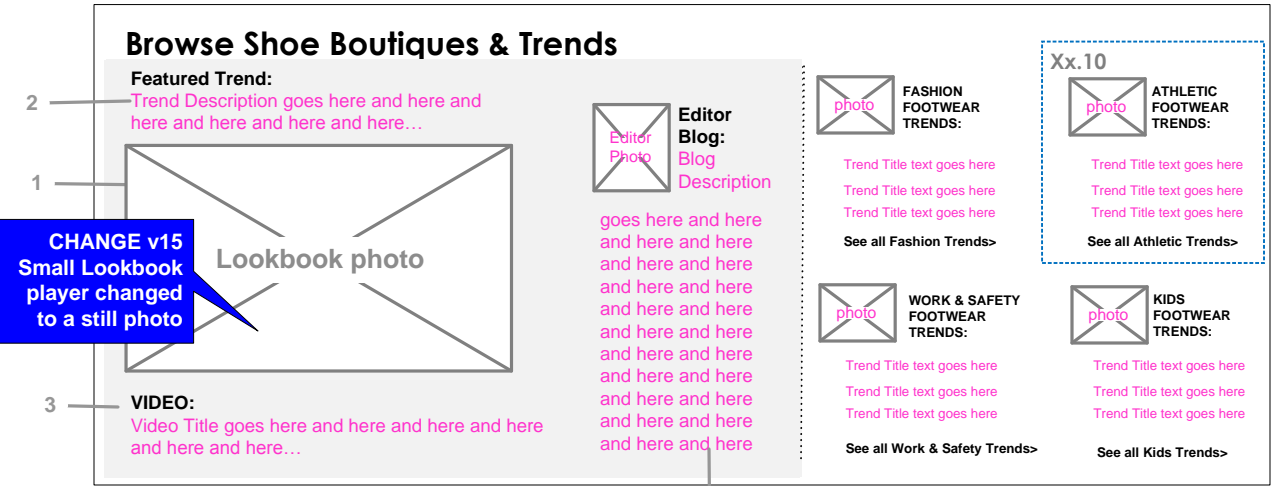
REFERENCE:
Refer to the Brand Showcase module wireframes for details on interactions of this module

300.20

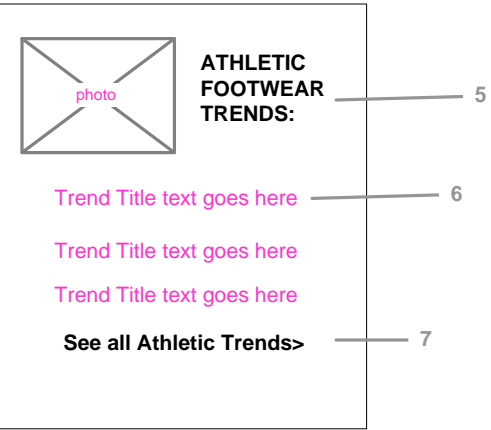
1 – Slice Navigation
Type: Graphic links
Target: Onclick user will be taken to the slice page

5000.10 FeaturedTrend

The Featured Trend area will highlight 1 specific trend with content and also display links to all the current slices and trends. Each slice can have 1 to 4 current trends.



Slice detail

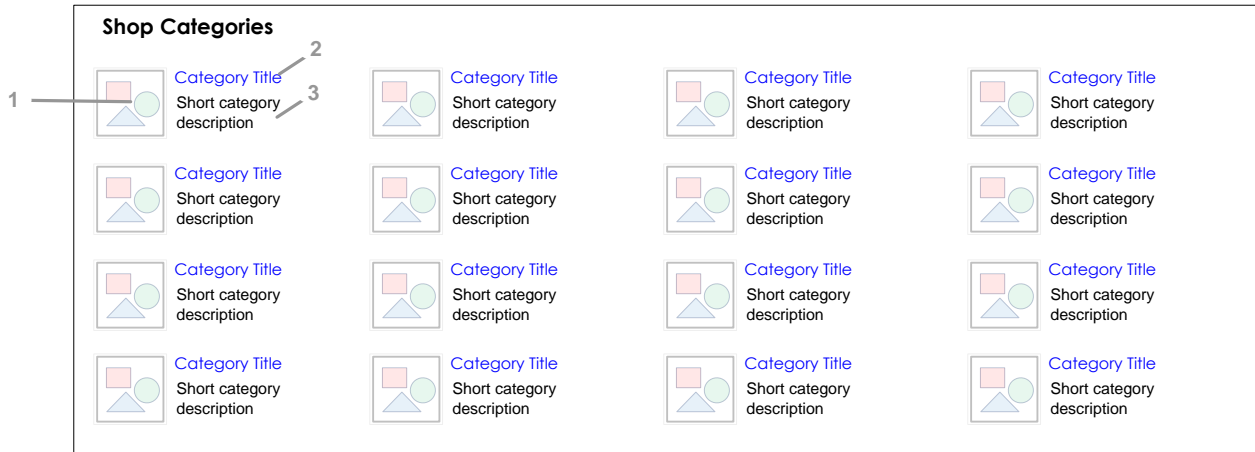


- 1 – Featured Lookbook**
 Type: Lookbook thumbnail image
 Target: On click takes user to trend page with the Lookbook in the player at the top of the page
 Content: provided by Indelible
- 2 – Featured Trend description**
 Type: Text
 Target: On click takes user to trend
 Content: loaded with trend
- 3 – Video link**
 Type: Link
 Target: On click takes user to trend page
- 4 – Blog**
 Type: image and copy
 Target: On click takes user to trend page

- 5 – Featured Lookbook**
 Type: Slice image and link
 Target: Clicking image or header links to slice page
- 6 – Trend title**
 Type: link
 Target: Clicking image or header links to trend page
- 7 – See All link**
 Type: link
 Target: Clicking link takes user to slice page

5000.20 Shop Categories

This module will be set up in accelerator for phase 1. 16 categories, subcategories or brand shops can be defined. A product image, Title, description and link should be defined for each shop.



1 – Image

Type: Product image
Content: In accelerator a product ID will be chosen to be used for the image
Target: on click go to link set up in accelerator tool

2 – Category title

Type: Text
Target: On click takes users to link set up in accelerator (same link as image)
Content: Title text is entered in accelerator

3 –Description

Type: Text
Target: Description of category can be entered in acceleartor, if no description is entered do not display

Slice doorway page cont.

Lookbook Photo

Lookbook Teaser text goes here and here and here and here and here and here and here.

VIDEO:
Video Title goes here and here and here and here and here and here...

EXPERT ADVICE:
MM-DD-YYYY
Q: Question text goes here and here and here and here and here and here and...
A: Editor's response goes here and here and here and here and here and here and here....

Explore This Trend

{Editor's} Must-Haves

Product Photo	Product Name goes here and here and here.	★★★★★ \$AA.AA \$nn.nn	Editorial bit goes here and here and here and here.
Product Photo	Product Name goes here and here and here.	★★★★★ \$AA.AA \$nn.nn	Editorial bit goes here and here and here and here.
Product Photo	Product Name goes here and here and here.	★★★★★ \$AA.AA \$nn.nn	Editorial bit goes here and here and here and here.
Product Photo	Product Name goes here and here and here.	★★★★★ \$AA.AA \$nn.nn	Editorial bit goes here and here and here and here.
Product Photo	Product Name goes here and here and here.	★★★★★ \$AA.AA \$nn.nn	Editorial bit goes here and here and here and here.
Product Photo	Product Name goes here and here and here.	★★★★★ \$AA.AA \$nn.nn	Editorial bit goes here and here and here and here.
Product Photo	Product Name goes here and here and here.	★★★★★ \$AA.AA \$nn.nn	Editorial bit goes here and here and here and here.
Product Photo	Product Name goes here and here and here.	★★★★★ \$AA.AA \$nn.nn	Editorial bit goes here and here and here and here.

New Arrivals

Product Photo | Product Photo | Product Photo

Product Name goes here...
Price

Shoe vs. Shoe
Click your favorite to submit your vote.

Product Photo vs. Product Photo

Email Sign-up
Get news & special deals on shoes!
Sign me up!

Follow us! Fan us!
Twitter | Facebook

Personal Shopper
Descriptive text goes here and here
Help Me Shop

Discuss Shoes on mySears
Go

Other promo

FASHION Trends | ATHLETIC Trends | WORK Trends | KIDS Trends

Global Promotional Message Banner

Shoes
When it comes to shoe style and selection, find everything you and your family need at sears.com. From fashion-focused shoes for women and fun kids footwear, to sturdy work boots and the latest in athletic shoes, we can provide a pair for every occasion. Plus, we carry brands such as Adidas, Asics, Caterpillar, Converse, Dr. Scholl's, Hi-Tec, MUDD, New Balance, Skechers, Timberland, Wolverine and more. So you can always count on quality along with great savings. It's easy to shop our site for shoes by style, brand, category, size and color and when in doubt, we offer expert advice and the opportunity to get feedback from the online community. Sears.com is the destination for the savvy shopper who wants the right shoes.

CHANGE
Details updated

Must-haves are the same as top picks with the additional of an editorial comment for each item. 8 items can be chosen in accelerator.

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

REFERENCE:
Refer to the New Arrivals module wireframes for details on interactions of this module

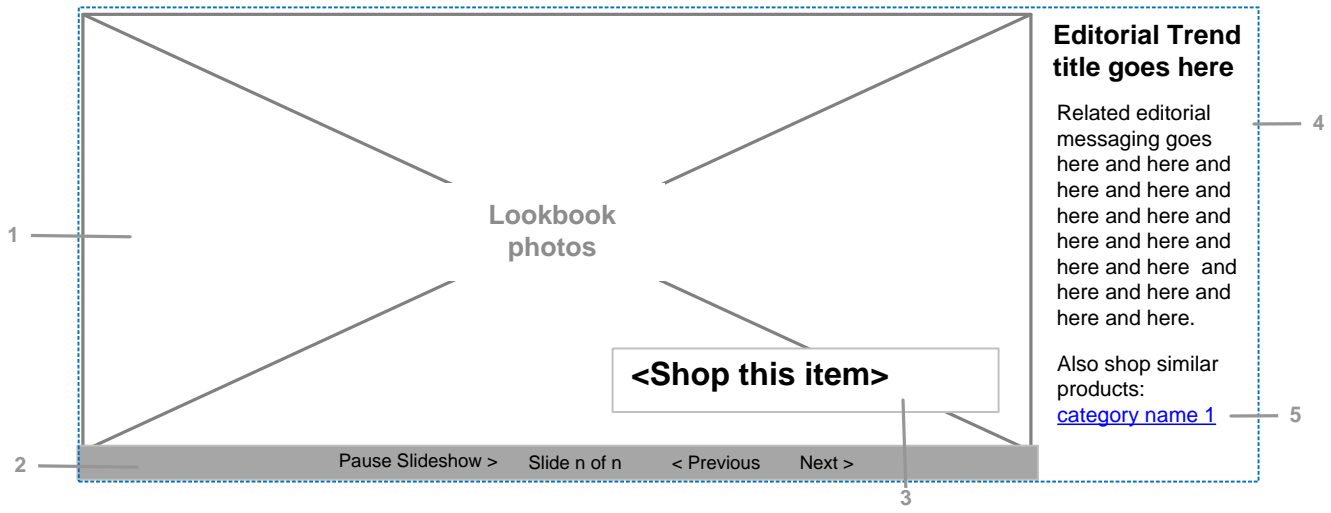
REFERENCE:
Refer to the Whats Hotter module wireframes for details on interactions of this module

CHANGE
Reference Added

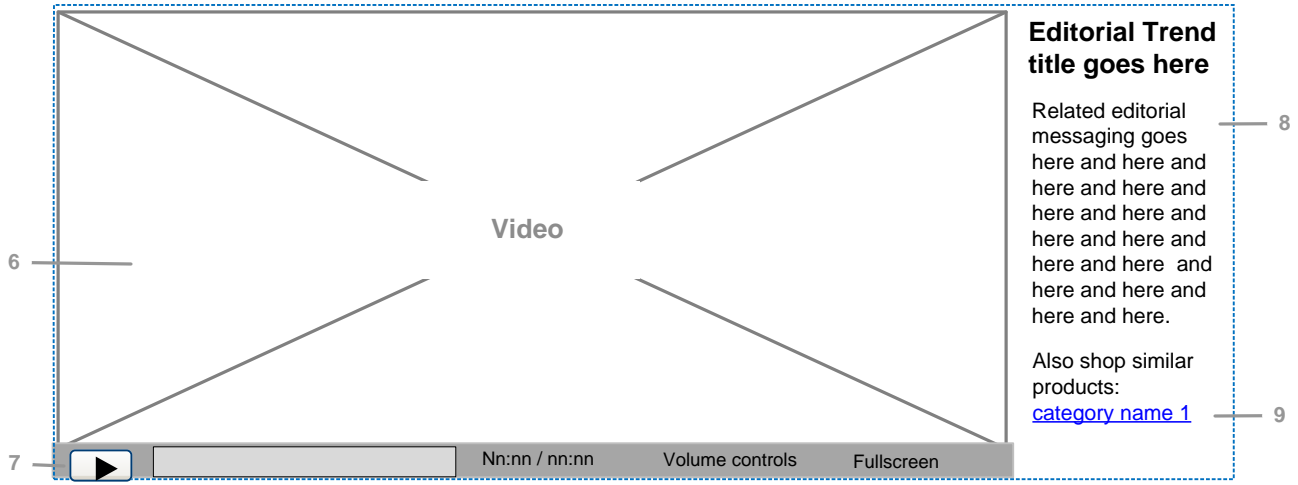
5000.200 Lookbook or Video

The main player will display either a Video or Lookbook depending on the default for the trend. If user clicks on a related Lookbook or Video (500.230) or a Video or Lookbook on the Vertical or Slice page that content should be populated into the player.

Condition 10: Lookbook & Related Content



Condition 20: Video & Related Content



Interaction Notes

- 1 – Lookbook player**
 Type: Customized player for photos
 Default: Playing
 Target: On Click of photo go to next photo <or link to product or category?>
- 2 – Lookbook controls**
 Type: Play/Pause slideshow, Text display of current slide/total slides, Previous & Next buttons
 Functionality: Play/Pause control toggles between Play and Pause
 Number of slides shows current slide and total number of slides, this updates with each frame
 Previous & Next buttons advance or backup the photos

- 3 – Shop Link**
 Type: Text
 Content: For each image a link to the product in the photo will be provided by Indelible. If no link is provided the Shop link should not be displayed.

- 4 – Editorial Text**
 Type: Text
 Content: Editorial text provided by Indelible

- 5 – Category link**
 Type: Text/link
 Functionality: Links to category or subcategory
 Content: Option to select related category during lookbook setup

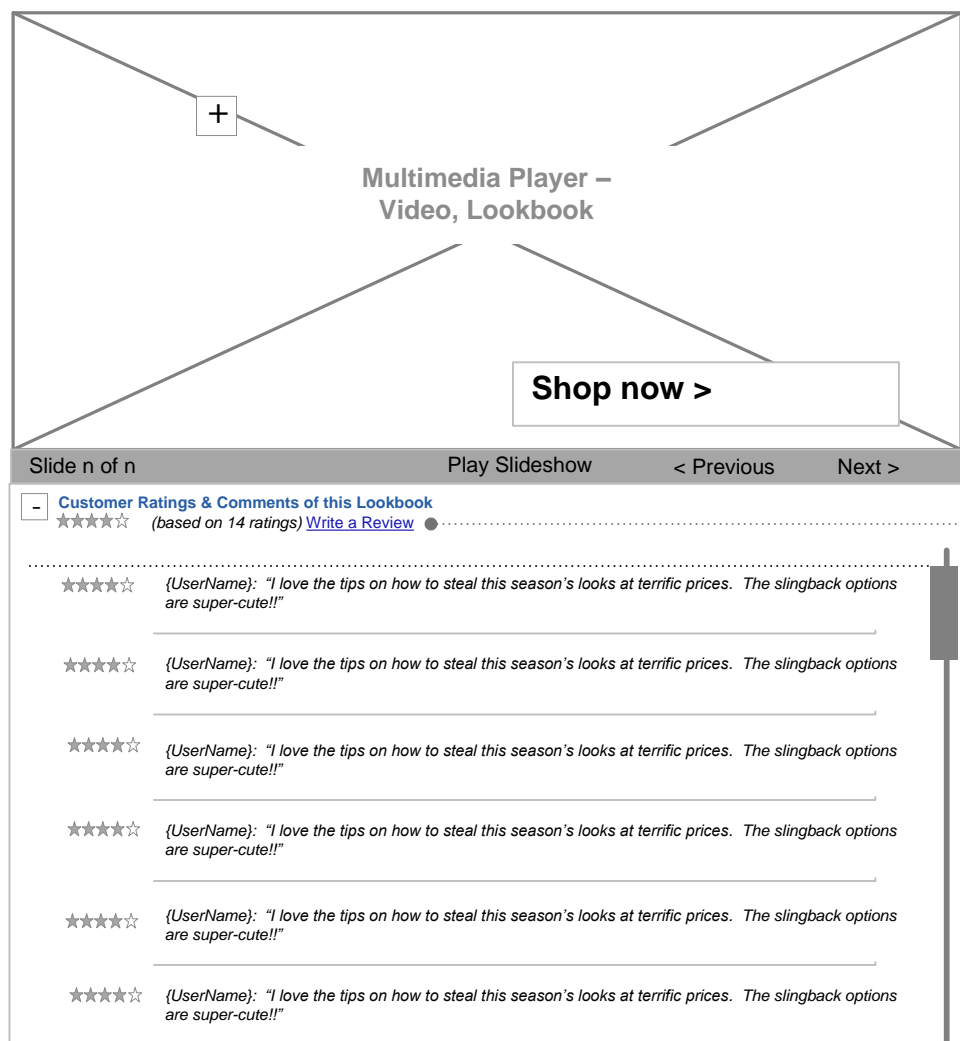
- 6 – Video player**
 Type: ExpoTV player
 Default: Playing
- 7 – Lookbook controls**
 Type: Expo Player Controls

- 8 – Editorial Text**
 Type: Text
 Content: Editorial text provided by Indelible for each video

- 9 – Category link**
 Type: Text/link
 Functionality: Links to category or subcategory
 Content: Option to select related category during video setup

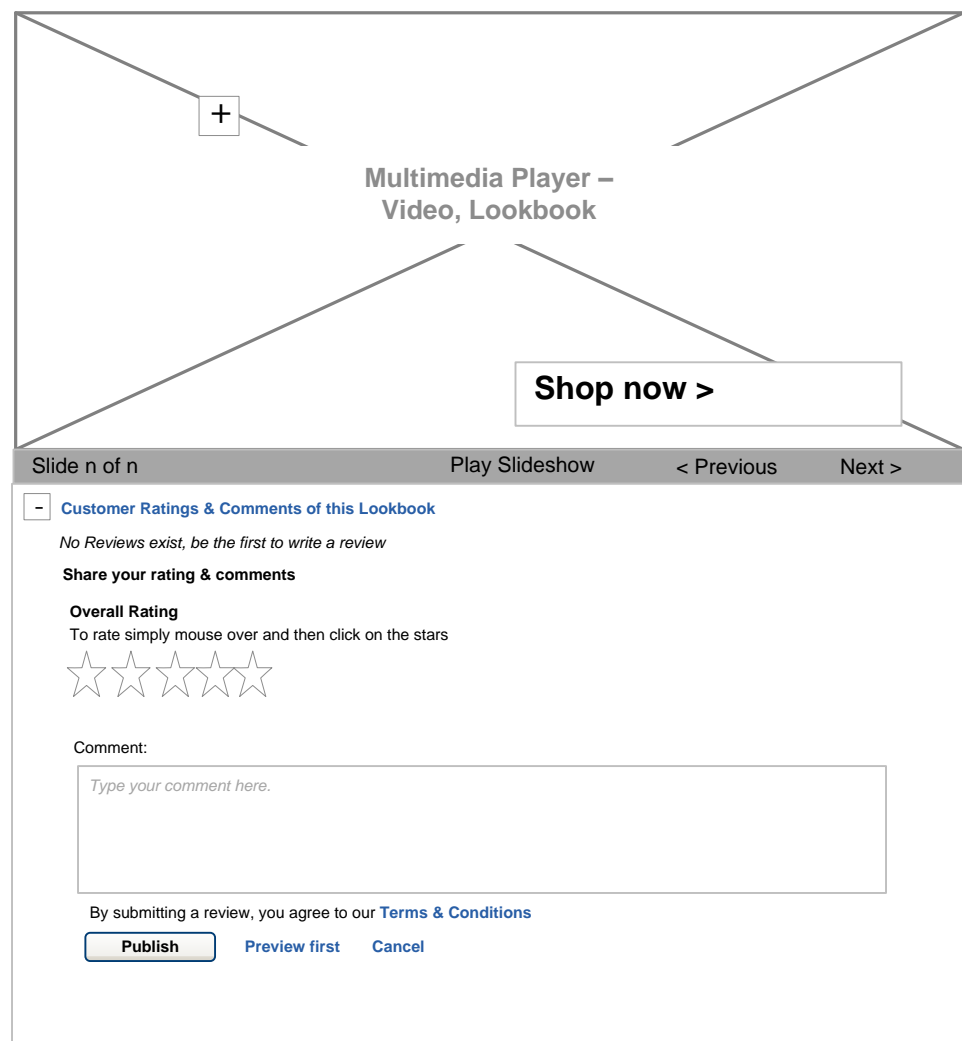
CHANGE
Details added

Condition 10 - Reviews & Ratings expanded

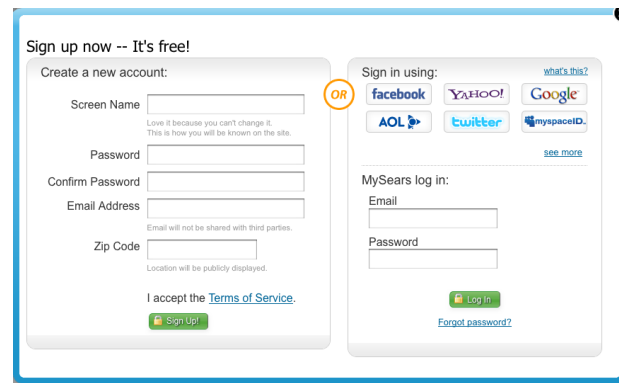


On click go to condition 30

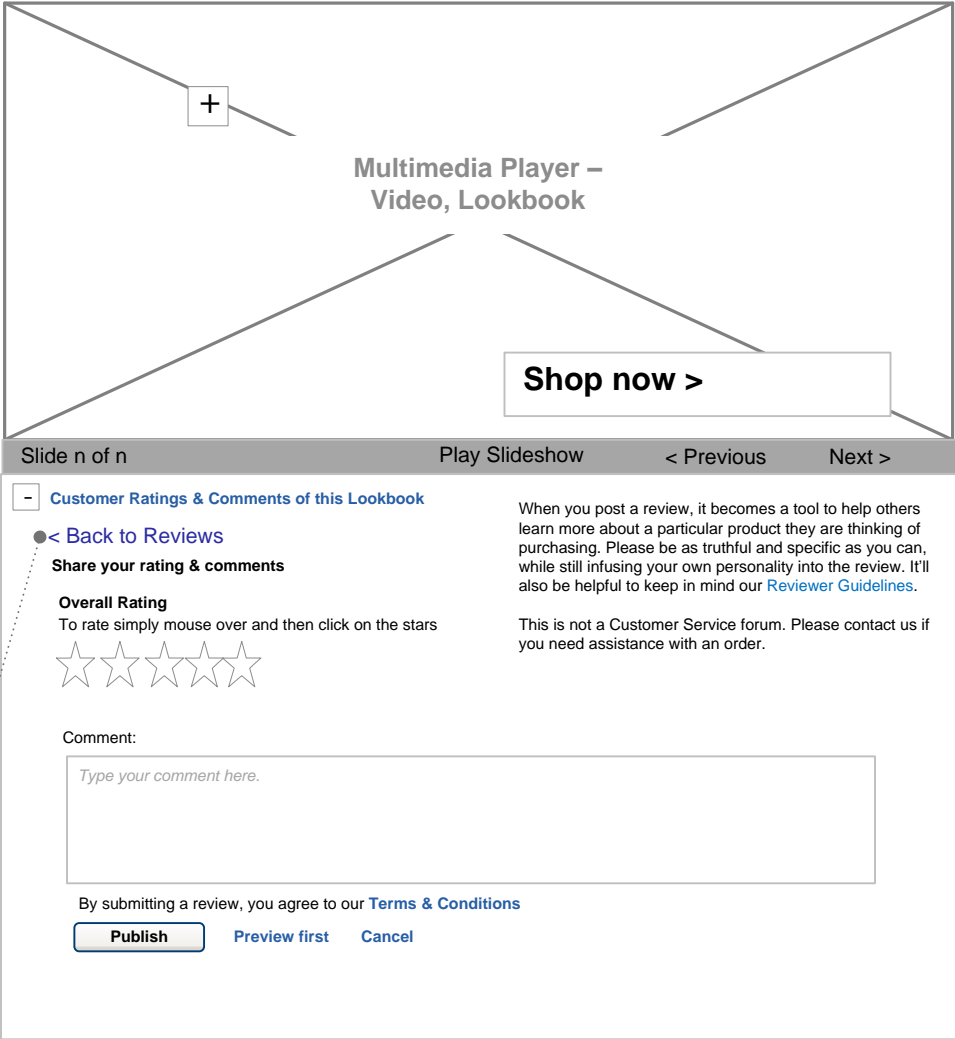
Condition 20 - No ratings



The user will be required to sign in via single sign on



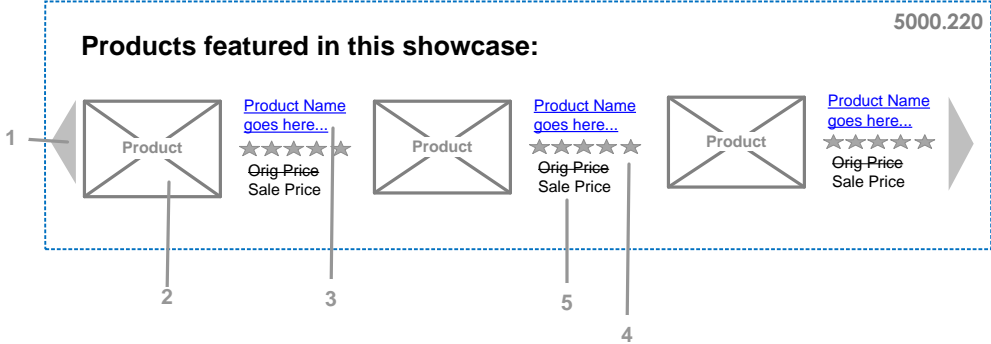
Condition 30 – Write a Review



If ratings exist display a Back to Reviews link instead of the No Reviews text shown on the No Reviews condition. Clicking this link will display condition 10 Review & Ratings.

5000.220 Products in showcase

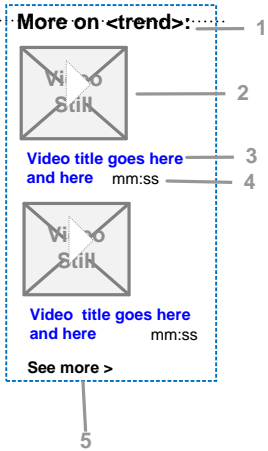
Each Video or Lookbook will have a product carousel of related products



Interaction Notes

- 1 – Arrow controls**
Type: Image
Default: Display if there are more than 3 items
Target: On Click show the previous (left arrow) or next (right arrow) set of products
- 2 – Product image**
Type: Image
Target: On Click of photo go to product page
- 3 – Product name**
Type: Text
Target: On Click of link go to product page
- 4 – Product rating**
Type: graphics (stars)
Content: if available show the product rating
- 5 - Price**
Type: text
Content: display regular price & if applicable sale price

5000.230 Related Videos



Interaction Notes

This section will display any Videos or Lookbooks not in the featured spot.

1 – Section title
 Type: Text
 Content: Trend name should be inserted into headline

2 – Video or Lookbook still image
 Type: Image representing video
 Target: On Click load video into main player

3 – Video or Lookbook title
 Type: Text
 Target: On click load video into main player and update Editorial text, Ratings & Reviews and Products in showcase to relate to selected Lookbook or Video. Related Videos area should also update to show all LookBooks and Videos except the one loaded in the player.

CHANGE
 Details added

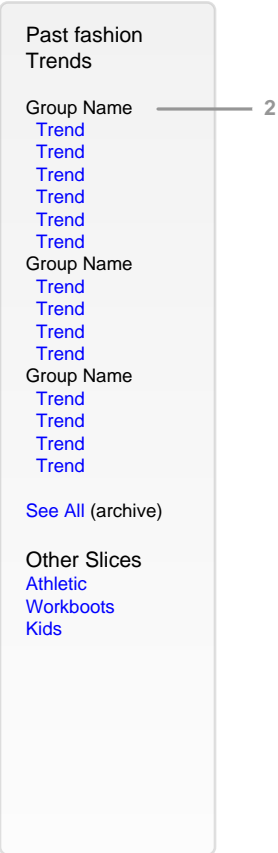
4 – Video length
 Type: text
 Content: display total length <minutes:seconds>

5 – See more
 Type: text link
 Content: if additional videos are available expand a layer to show all videos, max of 8 videos. The module will expand anchored to the right edge of the More on Trend area.

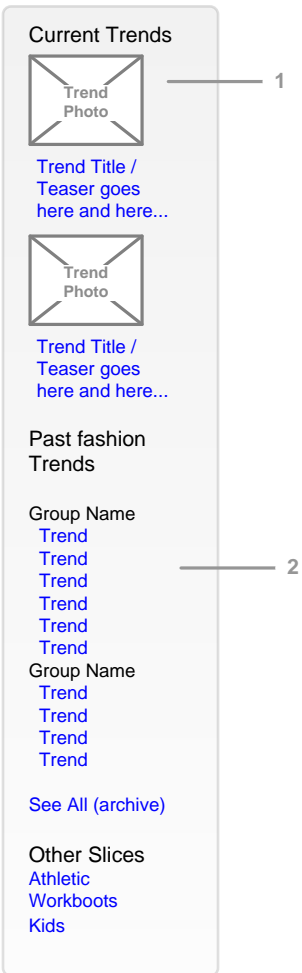


5000.260 navigation bar

Slice page



Trend page



Blog and Q&A page

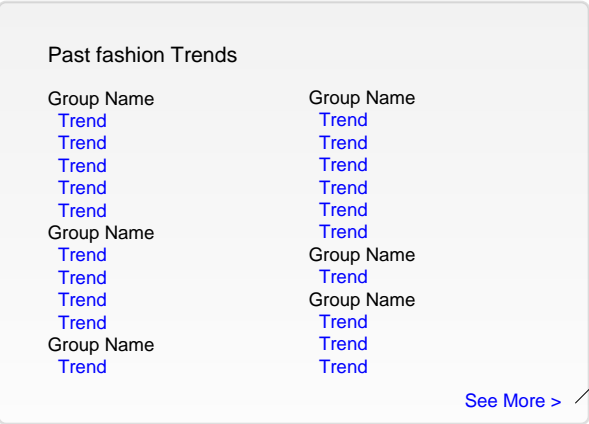


Interaction Notes

1 – Current Trends
 Type: Image & Text
 Content: For each current trend within the slice display the image and Trend Title. On the trend page do not include the trend currently being displayed on the page. There can be up to 4 trends for a slice.

2 – Past Fashion Trends
 Type: Links
 Content: Display all trends that are not current for the slice. Max # displayed will be determined during visual design. Indelible will be able to assign each trend to a Group in the xml feed. These Groups will be displayed as headers for the trends links. The groups should be displayed starting with the most recent groups.

3 – See All
 Type: Link
 Target: On click display all past trend links in a layer. Trends will be indexed by group.

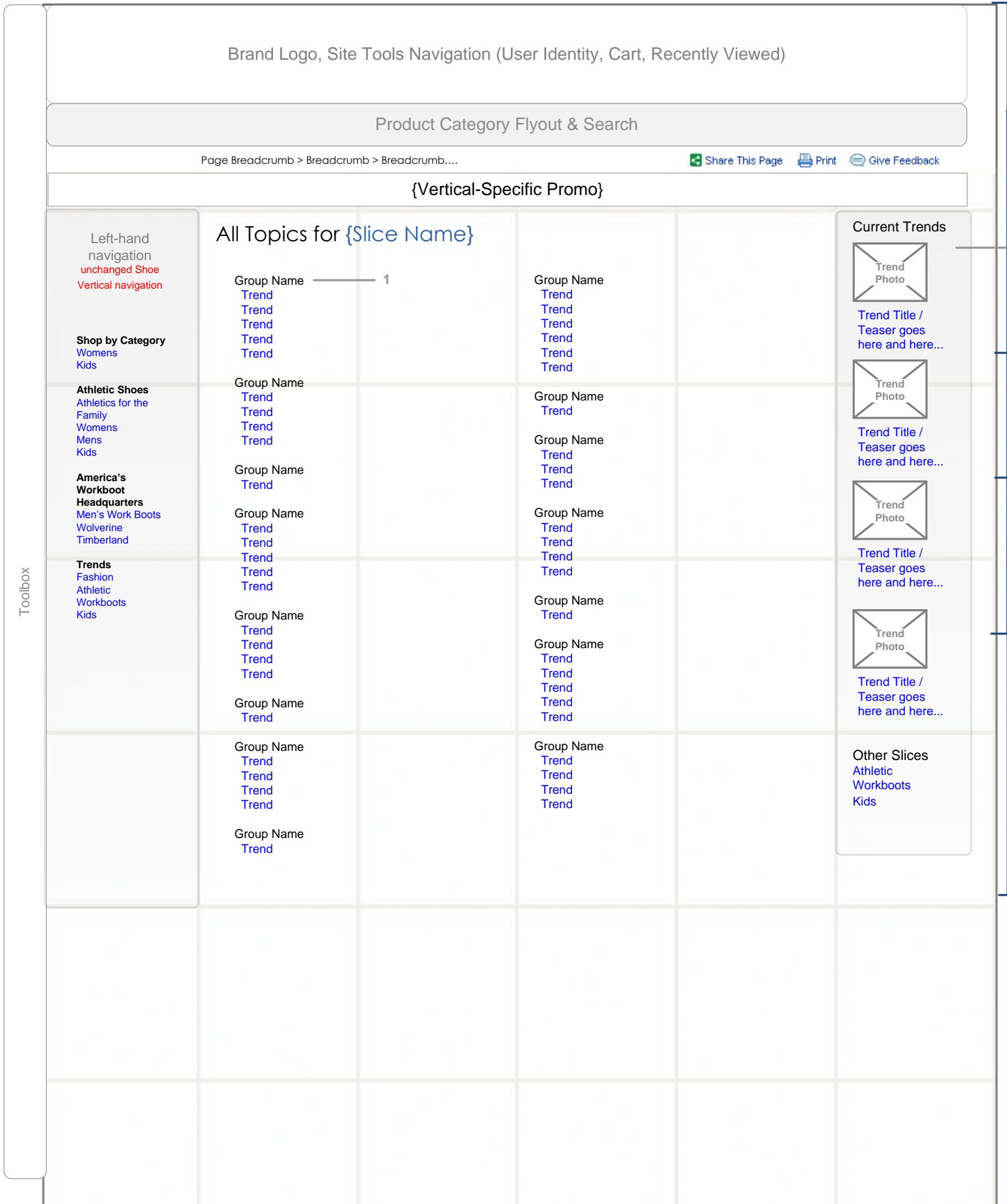


Up to 20 trends can be displayed in this layer. The See More link should only appear if there are more than 20 Trend links. Clicking on See More takes the user to a full page of all trends for the slice.

CHANGE
 More link added

4 – Other Slices
 Type: Links
 Content: Display all other slices
 Target: On click go to Slice page

CHANGE
See All page added to provide for
content growth



Interaction Notes

1 – Groups & Trends

Type: Text/Links
Content: Display all groups and trends for the current slice. If there are more than 15 links split links into 2 columns. Groups should not be split between columns.

2 – Right Navigation Bar

Type: Text/Links
Target: Display current trends for current slice and Other Slices section. Refer to 5000.260 navigation bar for details.

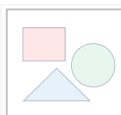
5000.310 Featured Question expanded

CHANGE v15
This page added to show expanded featured question.

Featured Question What are the top trends for spring?

A: dd/mm/yyyy {Editor name}:

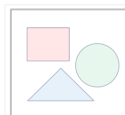
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac felis elit, eu condimentum orci. Maecenas venenatis enim non ipsum sollicitudin molestie. Morbi mauris lacus, sodales vitae consectetur eget, congue eget orci. Phasellus vitae congue eros. Curabitur libero eros, posuere Check out these hot items in [Spring trends](#).



Boots



Pumps



Flats

Quisque ultrices lacus at leo tristique dictum. Suspendisse in quam magna. Sed sit amet dui eu risus aliquam euismod. Phasellus tincidunt sagittis velit mollis semper. Sed lobortis feugiat congue. Proin justo tortor, Quisque ultrices lacus at leo tristique dictum. Suspendisse in quam magna. Suspendisse in quam magna. Quisque ultrices lacus at leo tristique dictum. Suspendisse in quam magna. Sed sit amet dui eu risus aliquam euismod. Phasellus tincidunt sagittis velit mollis semper. Sed lobortis feugiat congue. Proin justo tortor, Quisque ultrices lacus at leo tristique dictum. Suspendisse in quam magna. Suspendisse in quam magna.

2/10/10

Comment from {Customer Name}:

Quisque ultrices lacus at leo tristique dictum. Suspendisse in quam magna. Sed sit amet dui eu risus aliquam euismod. Phasellus tincidunt sagittis velit mollis semper. Sed feugiat congue. Proin justo tortor, euismod ac faucibus id, imperdiet lobortis ligula.

3/19/10

Comment from {Customer Name}:

Quisque ultrices lacus at leo tristique dictum. Suspendisse in quam magna. Sed sit amet dui eu risus aliquam euismod. Phasellus tincidunt sagittis velit mollis semper. Sed feugiat congue.

Share your comments

Comment:

Type your comment here.

By submitting a review, you agree to our [Terms & Conditions](#)

Publish

Preview first

[See Less >](#)

MODULE CONDITIONS

Condition 20

- Expanded view

Interaction Notes

This view shows an expanded Featured Question. This module will expand as a layer over the content below the Featured Question on the Q&A page. The functionality is the same as an expanded question in condition 5000.300.

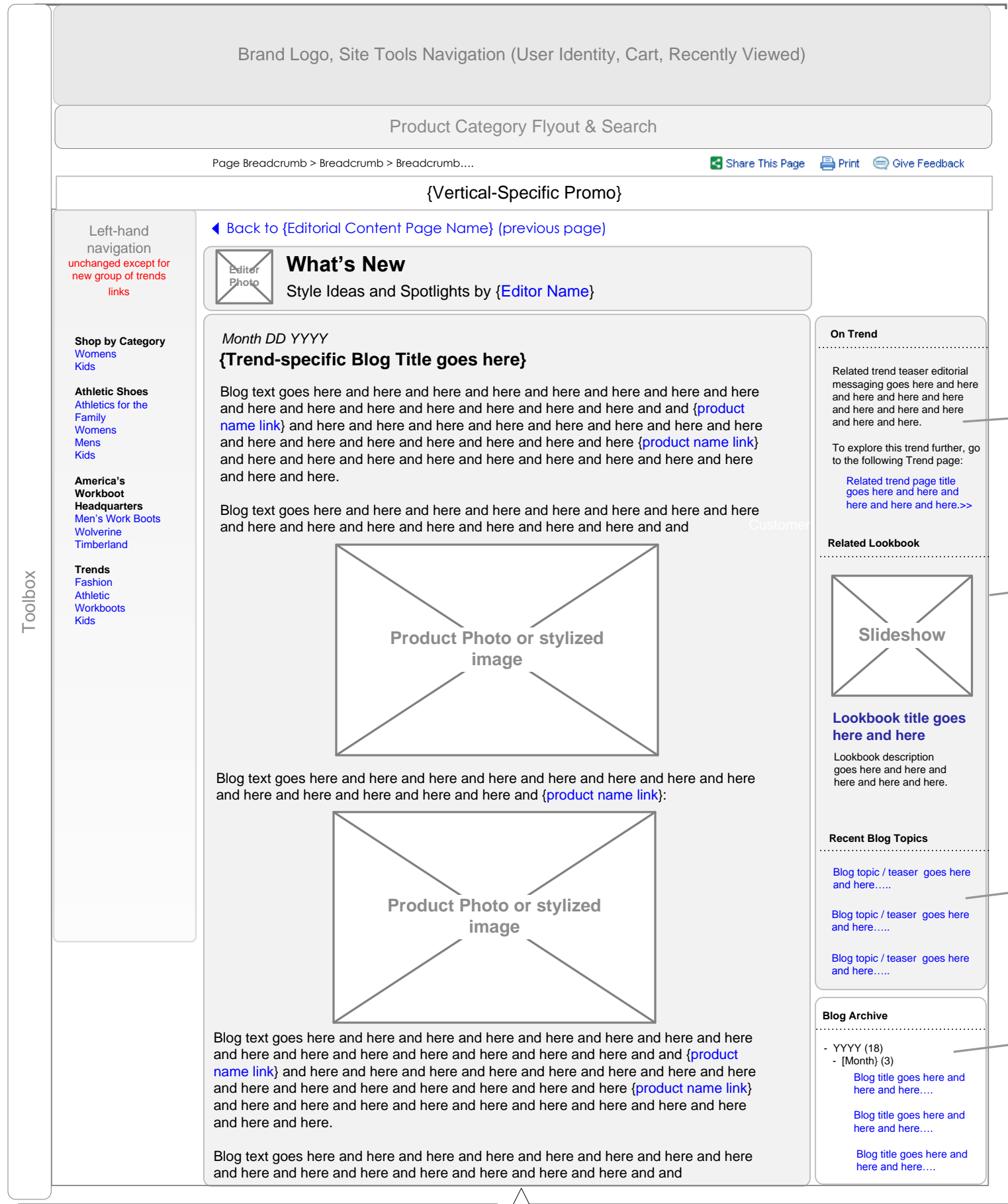
Host Bio Page cont.

- FASHION Trends
- ATHLETIC Trends
- WORK Trends
- KIDS Trends

Global Promotional Message Banner

Shoes
When it comes to shoe style and selection, find everything you and your family need at sears.com. From fashion-focused shoes for women and fun kids footwear, to sturdy work boots and the latest in athletic shoes, we can provide a pair for every occasion. Plus, we carry brands such as Adidas, Asics, Caterpillar, Converse, Dr. Scholl's, Hi-Tec, MUDD, New Balance, Skechers, Timberland, Wolverine and more. So you can always count on quality along with great savings. It's easy to shop our site for shoes by style, brand, category, size and color and when in doubt, we offer expert advice and the opportunity to get feedback from the online community. Sears.com is the destination for the savvy shopper who wants the right shoes.

Blog Page



Condition 10

- Default State

The blog page will display the selected blog article on a full page.

- 1 – Trend Description and Link
 - Type: Text & text link
 - Content: Trend description provided by Indelible
 - Target: Trend title links to Trend page that this blog is related to
- 2 – Lookbook
 - Type: Photo & Text
 - Content: Lookbook photo, title and description will be displayed
 - Target: Lookbook photo and title will link to trend page with lookbook in player
- 3 – Other current blog topics
 - Type: Text
 - Content: Other current blogs for the trend will be displayed. There can be up to 3 blogs per trend and up to 4 trends per slice so there may be a max of 11 related blog articles for this slice.
 - Target: Blog titles will link to Blog page with content from each blog
- 4 – Blog Archive
 - Type: Text links
 - Content: All past blog articles will be indexed by year and month.
 - Target: Clicking on the Month or Year will expand to show more blog titles. Blog titles will link to Blog page with content from each blog

