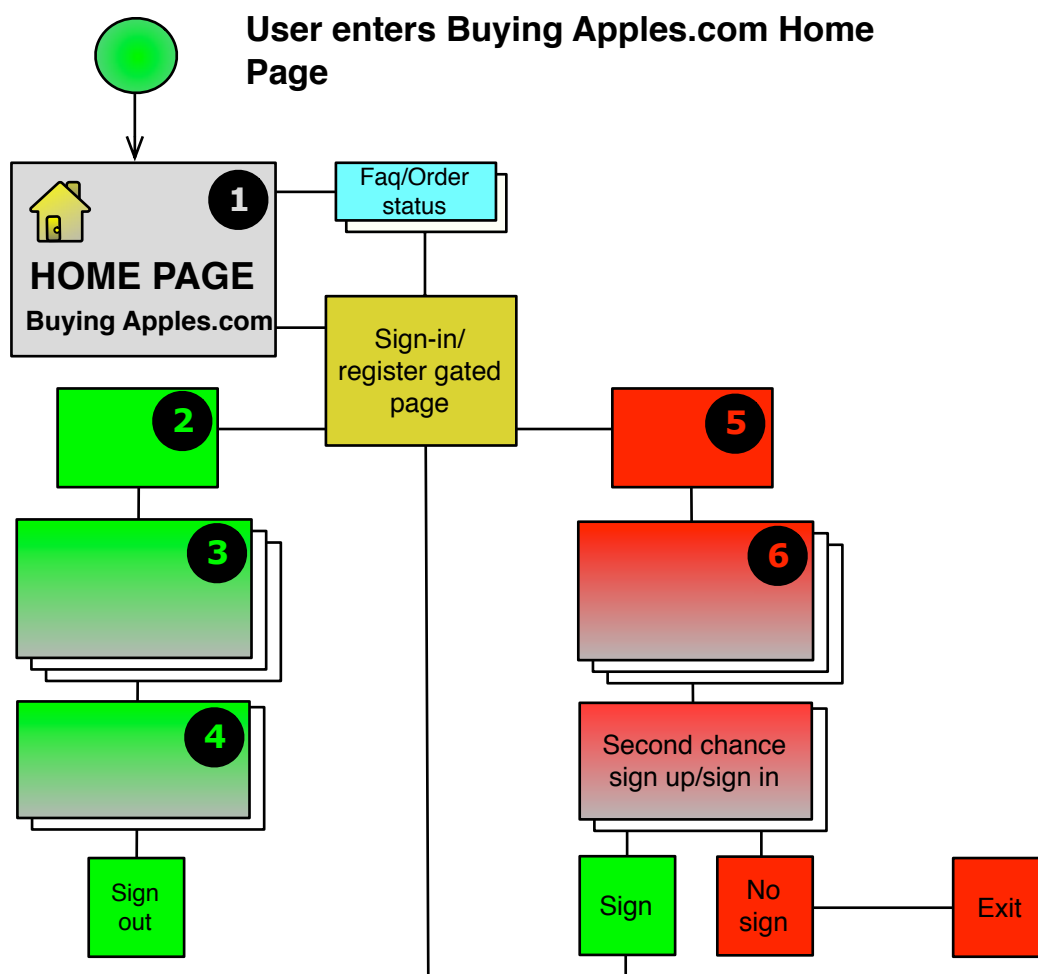


OVERVIEW: Buying Apples.com Navigation Scenario

User Site Entrance and Navigation Experience for Buying Apples.com Users



1 Home Page - Buying Apples.com

Offers new and existing users access to company FAQ, login/sign up screen as well as any relevant company or industry news. Returning users can also check the status of their sales once completed.

2 Signed in

IMember has signed up or signed in giving them the ability to utilize the selling and order checking, Facebook, twitter and RSS feeds available.

3 Buying Apples.com commerce pages - Signed in

Sellers will now have access to features such as serial number checks, price quotes utilizing a product search by model/part number, a checkbox driven UI and condition of unit markers to determine value.

4 Process sale/Sale confirmation page

After completion of quote process, customer is able to verify and agree to quote, set time for pick up of items by carrier. Customer will be reminded that this is only a quote and that Buying apples has final say upon inspection of items. Customer may check the status of their sale at any time after the sale has been agreed upon.

5 Not signed in

Customer is directed to the limited functionality version of the site.

6 Buying Apples.com commerce pages - Not signed in

Function, while limited will operate similar to if user had signed in. Quotes will not be held or have the ability to proceed further unless they use the second chance log in/sign up redirect. If they choose to do that, they are redirected to sign in or set up an account where they can complete their sale. If not, they exit the system.