

Notes:

A | Header Content

- 01. Site branding will be prominent, but unobtrusive, in keeping with the trend away from tall, banner-style headings.
- 02. Site search is featured persistently in the header as well, providing a fast means of reaching deeper site content.
- 03. Customer login and shopping cart options are also accessible from the header. The state of these menu items can vary depending on login status.
- 04. Logged in account holders will receive custom greetings and promotional messages in this space. The message can be converted to a Customer Registration CTA when users are logged out, or it can be hidden all together. It can also display a static banner when necessary.
- 05. Customer login features "Sign In" and "Register" options pre login.
- 06. Customer login text changes to "Account" post login. Menu features Account options post login.
- 07. Recently remembered items can be viewed in a small dropdown menu.

B | Navigation

- 01. Navigation of the site's catalog content begins with a large, easily accessible "Shop Departments" button/heading.
- 02. Product categories are listed in the dropdown. The dropdown is persistent on top-level pages (Homepage & All Categories page).
- 03. Each category in the dropdown navigation also has a flyout that displays its associated subcategories.

C | Footer Content

- 01. A small link directory provides access to Customer Center & Information pages.
- 02. This set of social links will allow users to follow the site's updates on Facebook, Twitter, Google+ or via RSS feed.
- 03. Users can sign up to receive site news via email here.
- 04. Footer links provide access to the main category navigation without having to scroll back up to the top of the page.

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials	About "Site" Customer Service › Contact Us › Affiliate Program › About Us › Blog ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Subscribe to Our Newsletter <input type="text" value="Enter Your Email"/> <input type="button" value="MIT"/> <input type="button" value="Cert."/> <input type="button" value="Cert."/> <input type="button" value="Cert."/>
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Site

Hello Mark. Get 15% Off your order today. Use coupon code THANKS.

Remember Account Cart

Shop Departments

Q

Search

f t g+ r

All Categories All Categories Subhead

Home / All Categories

Remember Sign-In Cart

- Parent Category 01
Parent Category 02
Parent Category 03
Parent Category 04
Parent Category 05
Parent Category 06
Parent Category 07
Parent Category 08
Parent Category 09
Parent Category 10

Value Message
\$99
Lorem ipsum dolor sit amet, consectetur

Parent Category Title

- Sub Category Category

View All

Top Sellers

- Product 01
Product 02
Product 03
Product 04
Product 05

\$99
Lorem ipsum dolor sit amet, consectetur

Parent Category Title

- Sub Category Category

View All

Join Our Mailing List

Enter Your Email

SUBMIT

Ad Unit
Customer Favorites, etc.

\$99
Lorem ipsum dolor sit amet, consectetur

Parent Category Title

- Sub Category Category

View All

\$99
Lorem ipsum dolor sit amet, consectetur

Parent Category Title

- Sub Category Category

View All

Notes:

A | Marquee Elements

- 01. Category navigation is displayed persistently in the left-hand column here as well.
02. Logged in account holders will receive custom greetings and promotional messages in this space. The message can be converted to a Customer Registration CTA when users are logged out, or it can be hidden all together. It can also display a static banner when necessary.

03. Breadcrumb/Filter bar is sticky, meaning that it will "stick" to the top of the browser window on scroll.

04. The cart and account links are sticky and follow the user down the page when they scroll through the product listing experience.

05. The category title area will be built to accommodate dynamic HTML updates via the admin interface. This will allow admin to specify product imagery within the category heading area and set custom subheadings for categories, subs and listings (depicted here in italics).

Reference: http://www.cafepress.com/+mugs

B | Page Elements

01. Each category will display a featured item that can be used to represent the category as a whole. The image provides a direct link to that product's detail page. The featured item slot will automatically update with the best-selling item of the last 7 days - with the ability to manually insert any other specified product through the admin interface.

02. This page shows the complete list of all the site's parent categories. The sub category lists under each parent are complete on this page as well. Each link in the list directs to a separate listing page.

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials

About "Site"

- Customer Service
Contact Us
Affiliate Program
About Us
Blog

Site Links

- Content Link

Site Links

- Content Link

Site Links

- Content Link

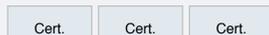
Subscribe to Our Newsletter

Enter Your Email

SUBMIT



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Site

Hello Mark. **Get 15% Off** your order today. Use coupon code **THANKS**.

Remember Account Cart

Shop Departments Search

Descriptive Category Title *Category Title Sublinead*

Home / Category

Remember Sign-In Cart

Browse Categories

- Sub Category 01
- Sub Category 02
- Sub Category 03
- Sub Category 04
- Sub Category 05
- Sub Category 06
- Sub Category 07
- Sub Category 08
- Sub Category 09
- Sub Category 10

Static Ad Block (Dynamic HTML)

Top Sellers

- Product 01
- Product 02
- Product 03
- Product 04
- Product 05

Value Message

Join Our Mailing List

Enter Your Email

SUBMIT

Sub Category

Sub Sub Category

View All

Ad Unit

Customer Favorites, etc.

Sub Category

Sub Sub Category

View All

SEO Support Content For This Category

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Notes:

A | Page Elements

- Once the user reaches the category level, the category navigation dropdown retracts.
- The logged in account holder message persists on the category pages as well.
- The category title area will be built to accommodate dynamic HTML updates via the admin interface. This will allow admin to specify product imagery within the category heading area and set custom subheadings for categories, subs and listings (depicted here in italics).
- Breadcrumb navigation appears at this stage, with the ability to dynamically shift to a different category via the breadcrumb bar's dropdown.
- All the available subcategories are displayed in the left-hand navigation below the filter/breadcrumb bar.
- This ad zone is optional. It can be hidden all together using the admin interface.
- Promotional tags can be determined through the admin interface. These flags will then appear wherever that product appears on the site, whether it is on the homepage, category, or listing level.
- Text content related to this category will be placed here, adding SEO value to the page.

Reference: http://www.cafepress.com/+mugs

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials

About "Site"

Customer Service

Contact Us

Affiliate Program

About Us

Blog

Site Links

Content Link

Site Links

Content Link

Site Links

Content Link

Subscribe to Our Newsletter

Enter Your Email

SUBMIT

Visa Master AmEx PayPal

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Site

Hello Mark. Get 15% Off your order today. Use coupon code THANKS.

Remember Account Cart

Shop Departments

Search

Search

Facebook, Twitter, RSS icons

Descriptive Category Title Sub Category Title Subhead

Home / Category / Sub Category

Remember Sign-In Cart

Browse Categories

- Sub Category 01
Sub Category 02
Sub Category 03
Sub Category 04
Sub Category 05
Sub Category 06
Sub Category 07
Sub Category 08
Sub Category 09
Sub Category 10

Static Ad Block (Dynamic HTML)

Top Sellers

- Product 01
Product 02
Product 03
Product 04
Product 05

Value Message banner and five product placeholder boxes

Join Our Mailing List

Enter Your Email
SUBMIT

Five columns of Sub Category headers with sub-sub categories and View All links

Ad Unit: Customer Favorites, etc.

Five columns of Sub Category headers with sub-sub categories and View All links

SEO Support Content For This Category

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.

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials

About Site

- Customer Service
Contact Us
Affiliate Program
About Us
Blog

Site Links

- Content Link

Site Links

- Content Link

Site Links

- Content Link

Subscribe to Our Newsletter

Enter Your Email
SUBMIT

Visa, Master, AmEx, PayPal

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Notes:

A | Page Elements

01. As the site's taxonomy and structure warrant it, there will also be category landing pages at the Sub Category level. These pages will be based on the same template as the parent category page.

02. Sub Category headings will be equipped with the same dynamic HTML update abilities as the parent Category headers, so images and custom subheadings can be added to this area.

03. The left-hand navigation will show the same list of sub categories as its parent category page's navigation.

04. This ad zone is optional. It can be hidden all together using the admin interface.

05. Promotional tags can be determined through the admin interface. These flags will then appear wherever that product appears on the site, whether it is on the homepage, category, or listing level.

06. Text content related to this category will be placed here, adding SEO value to the page.

Site

Hello Mark. Get 15% Off your order today. Use coupon code THANKS.

Remember Account Cart

Shop Departments

Q

Search



Descriptive Listings Title Listing Title Subhead

Home / Category / Sub Cat

Sort By Price Filter Other Filter

Remember Sign-In Cart

Browse Categories

- Sub Sub Group 01
Sub Sub Group 02
Sub Sub Group 03
Sub Sub Group 04
Sub Sub Group 05
Sub Sub Group 06
Sub Sub Group 07
Sub Sub Group 08
Sub Sub Group 09
Sub Sub Group 10

Grid of product listings with callouts A2, A3, A4, A5, A6. Includes price tags (\$99) and star ratings.

Top Sellers View All

- Product 01
Product 02
Product 03
Product 04
Product 05

Grid of product listings, including one with an expanded view showing 'Product Details' and 'Remember' buttons.

Join Our Mailing List

Form with 'Enter Your Email' input and 'SUBMIT' button.

Ad Unit box containing 'Customer Favorites, etc.'

Grid of product listings with callout A7 at the bottom.

Notes:

A | Page Elements

- 01. The breadcrumb navigation displays the sorting and filtering options available on the page.
02. The appropriate sub group navigation persists on each listing page.
03. Value message flags can be determined through the admin interface.
04. Much like the logic employed on the homepage for featured category content...
05. The basic listing unit displays a primary product image, plus the price, product title and its cumulative customer star rating.
06. Hovering over any product listing brings up an expanded view...
07. Additional product results will load automatically on scroll...

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials box.

About "Site"

- Customer Service
Contact Us
Affiliate Program
About Us
Blog

Site Links

- Content Link
Content Link
Content Link
Content Link
Content Link
Content Link

Site Links

- Content Link
Content Link
Content Link
Content Link
Content Link
Content Link

Site Links

- Content Link
Content Link
Content Link
Content Link
Content Link
Content Link

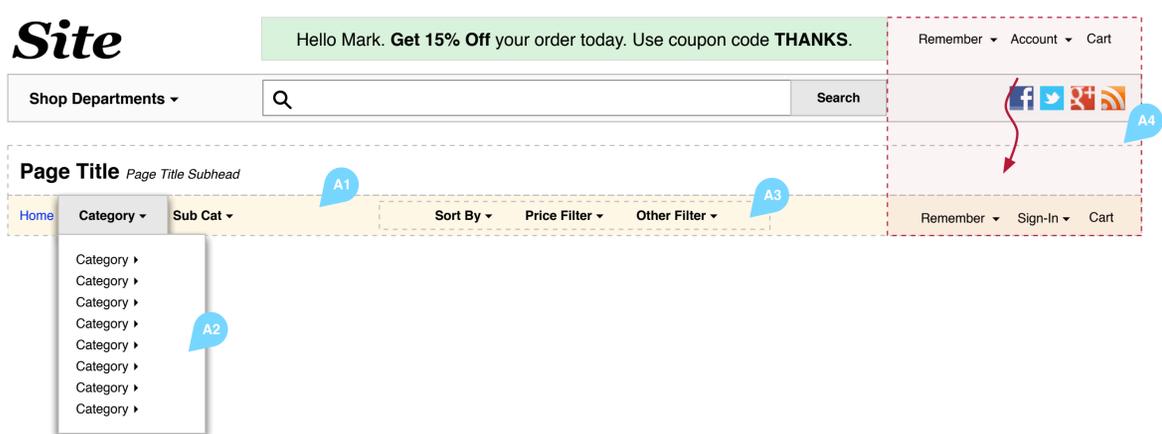
Subscribe to Our Newsletter

Form with 'Enter Your Email' input and 'SUBMIT' button.



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Notes:

A | Breadcrumbs + "Filter" Bar

01. Breadcrumb/Filter bar is sticky, meaning that it will "stick" to the top of the browser window on scroll.

Reference: <http://www.pinterest.com>

02. In conjunction with being a traditional visualization of a user's path, breadcrumbs will also allow the user to navigate to other categories and sub-categories via dropdown menu selections for all of the categories and sub-categories (plus sub-subsubs, as needed).

Menu will activate on hover and selections will be made "on click". The Breadcrumb text will reflect the current user selection.

03. On product listing pages, breadcrumb bar will also feature filter and sorting option relevant to the current path/selection. Once the product catalog is fleshed out, specific filtering and sort logic will be determined.

04. On scroll, utility navigation will "lock" into the Breadcrumb/Filter bar.

Static Ad Block (Dynamic HTML)

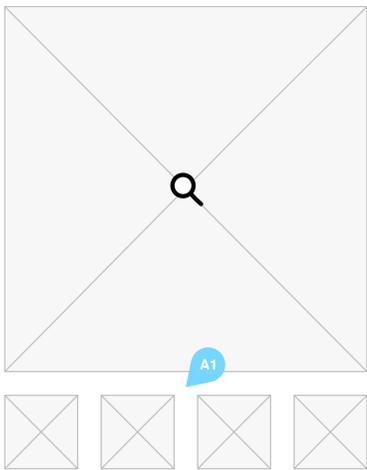
<p>Recent/Featured Testimonials</p>	<p>About "Site" Customer Service › Contact Us › Affiliate Program › About Us › Blog ›</p>	<p>Site Links Content Link › Content Link ›</p>	<p>Site Links Content Link › Content Link ›</p>	<p>Site Links Content Link › Content Link ›</p>	<p>Subscribe to Our Newsletter</p> <p>Enter Your Email</p> <p>SUBMIT</p> <p>Cert. Cert. Cert.</p>
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Site Hello Mark. Get 15% Off your order today. Use coupon code THANKS. Remember Account Cart

Shop Departments Search Remember Sign-In Cart

Home / Category / Sub Cat



Title of the featured product goes here and could be very very long **A2**

Item# 5317

Our exclusive cartoon figures love the cookies stored in this cookie jar and the smiles on their faces prove it! We feature any family name, first names or title across the top of the cookie jar, along with everyone's first name personalized below each character for a very personal touch!

Choose grandparent, adult, youth, or baby figures, male or female, light or dark complexions. **A3**

- Cookie jar features traditional design with airtight lid and ribbed detail at the base.
- Beautifully crafted of fine quality, heavyweight, chip-resistant stoneware.
- Measures 10 1/2"H x 6 1/2" in diameter.
- Dishwasher safe. Printed design is permanent.

Makes a very special gift mom, grandma or any avid baker will enjoy filling with baked confections for years to come!

\$999 on sale
reg: \$999.99

Qty.

In Stock
Ships in XX days via sample shipping method.

★★★★★
Based on 22 reviews
[Write a review](#)

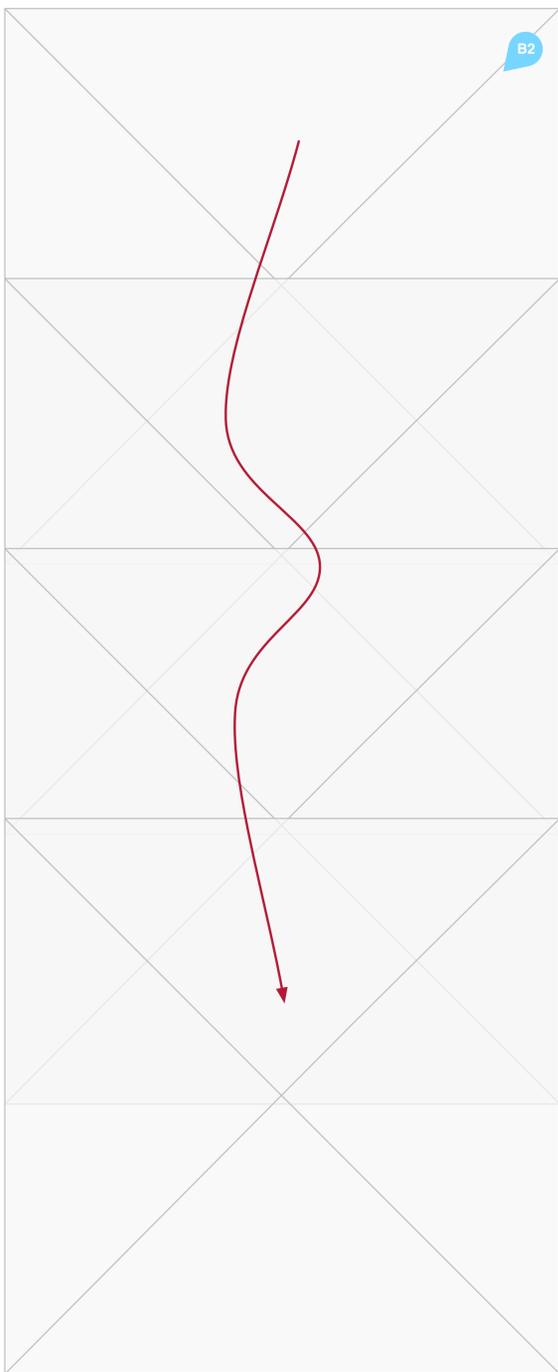
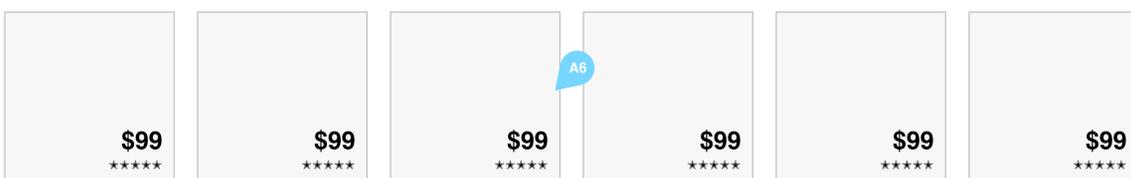
Personalize & Add To Cart **A5**

Shop The Collection

[View All](#)

Related Products

[View All](#)



Personalization Option 1 (?) **B3**

Personalization Option 2 (?) **B4**

Personalization Option 3 (?) **B5**

[+ Add Another Text Line](#)

Personalization Option 4 (?) **B6**

[+ Add Another Text Line](#)

Personalization Option 5 (?) **B7**

[+ Add Another Photo](#)

Review & Approval **B8**

I have reviewed all the personalization information above, and I certify that it is correct as entered.

This item is a gift

Reviews & Discussions **C1**

☆☆☆☆☆ **C2**

Popular Tags **C3**

T-Shirts: baby first christmas, babies christmas, christmas, holidays, first christmas, 1st christmas, baby christmas, my first christmas, cute, xmas, first xmas,

All Products: christmas, babies first christmas, baby 1st christmas, babies 1st christmas, christmas, holidays, first christmas, 1st christmas, baby christmas, cute, xmas, first xmas, 1st xmas, personalized, personalized, custom, customized, customized, santa,

Like Be the first of your friends to like this.

img

Logged in as John Doe

Add a comment...

Post comment to my Facebook profile

Facebook social plugin

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials

About "Site"
Customer Service, Contact Us, Affiliate Program, About Us, Blog

Site Links
Content Link, Content Link

Site Links
Content Link, Content Link

Site Links
Content Link, Content Link

Subscribe to Our Newsletter
Enter Your Email

Visa, Master, AmEx, PayPal

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Notes:

A | Product Detail Elements

01. The page features a large, high quality image of the product. Alternate views are shown in thumbnail and can be clicked on for inspection at the larger, featured size. A zoom function is applied to the images so customers can examine the product in better detail.

02. The product title is designed to accommodate longer naming conventions. The product's item number is also shown below the title for ease of identification when ordering by phone.

03. The product description combines a discussion of the product with a selection of 3-5 bullets highlighting its unique features or specifications.

04. Pricing and shipping information is conveyed in a straightforward manner. The overall customer rating is also included here.

05. Clicking on this button moves the user down the page into the personalization interface.

06. A range of products that feature the same customization options or are otherwise united in theme can be termed a "collection". These optional zones provide the opportunity to cross-sell other items within that collection. Alternately, this space can be used for a more traditional recommendation engine (i.e. Related Products). If only one of the two recommended zones applies to a given product, the widget will be full width.

The products shown in these widgets can be hovered over for more information, just like on the product listing page.

B | Personalization Interface

01. This wireframe presents several different personalization interface scenarios that are likely to be used. They are general examples, and it is likely that additional custom personalization forms and fields will need to be developed when the product line is fully realized.

02. The personalization experience features a live preview image that updates itself automatically as the user selects each option. The preview image will scroll down the page as the user cycles through all the available options so that it occupies a consistent part of the screen.

03. Personalization Option 1 is a sample of the most specific, directed personalization input: a calendar date.

04. Personalization Option 2 is a sample text input where the user can add a line of text and choose the size, color and font the text is printed in.

05. Personalization Option 3 is a sample of a product with multiple lines of text available for personalization.

06. Personalization Option 4 reflects a hybrid personalization option that includes both a selectable image and a text label (title/name). This type of setup can also be used for those products where the user can select from a list of available text inscriptions or poems, or choose to create their own message.

07. Personalization Option 5 is the photo upload interface for photo-personalized products.

08. The user is prompted to review all of the input details before proceeding to the cart.

C | Product Details Associated Content

01. Product reviews and comments are available for each details page. This example shows integration with Facebook, but there are other 3rd party solutions that can be implemented here.

02. Cumulative star ratings are featured prominently here as well.

03. Each product will have a list of associated tags. Each tag should link to its own listing page.

The screenshot shows a shopping cart lightbox titled "Item Has Been Added To Your Cart" with a "Close" button in the top right. The cart contains two items, each with a placeholder image, a title, item number, shipping information, quantity, price, and a "Delete This Item" link. Below the items, there is a summary section showing "Price: \$XXX.XX", "Shipping: \$XXX.XX", and a "Total: \$XXX.XX". At the bottom, there are "Continue Shopping" and "CHECKOUT" buttons. Annotations A1 through A6 are placed at various points: A1 at the top right, A2 at the first item title, A3 at the first item personalization details, A4 at the first item shipping info, A5 at the first item quantity, and A6 at the total price.

Notes:

A | Shopping Cart

01. When the user adds an item to their cart, the cart interface appears in a lightbox that tabs down from the cart link in the header.

Reference: <https://www.ideeli.com/>

02. The user can review the product they have selected here. The item number is listed prominently.

03. Space is available to list out the chosen personalization details. Details can be edited inline.

04. The cart also displays the expected shipping times and method. Where multiple shipping options are available, the space below can provide a drop-down menu displaying the other methods.

05. Quantity of items ordered can be specified here.

06. The price breakdown is clearly shown before the user proceeds to checkout.

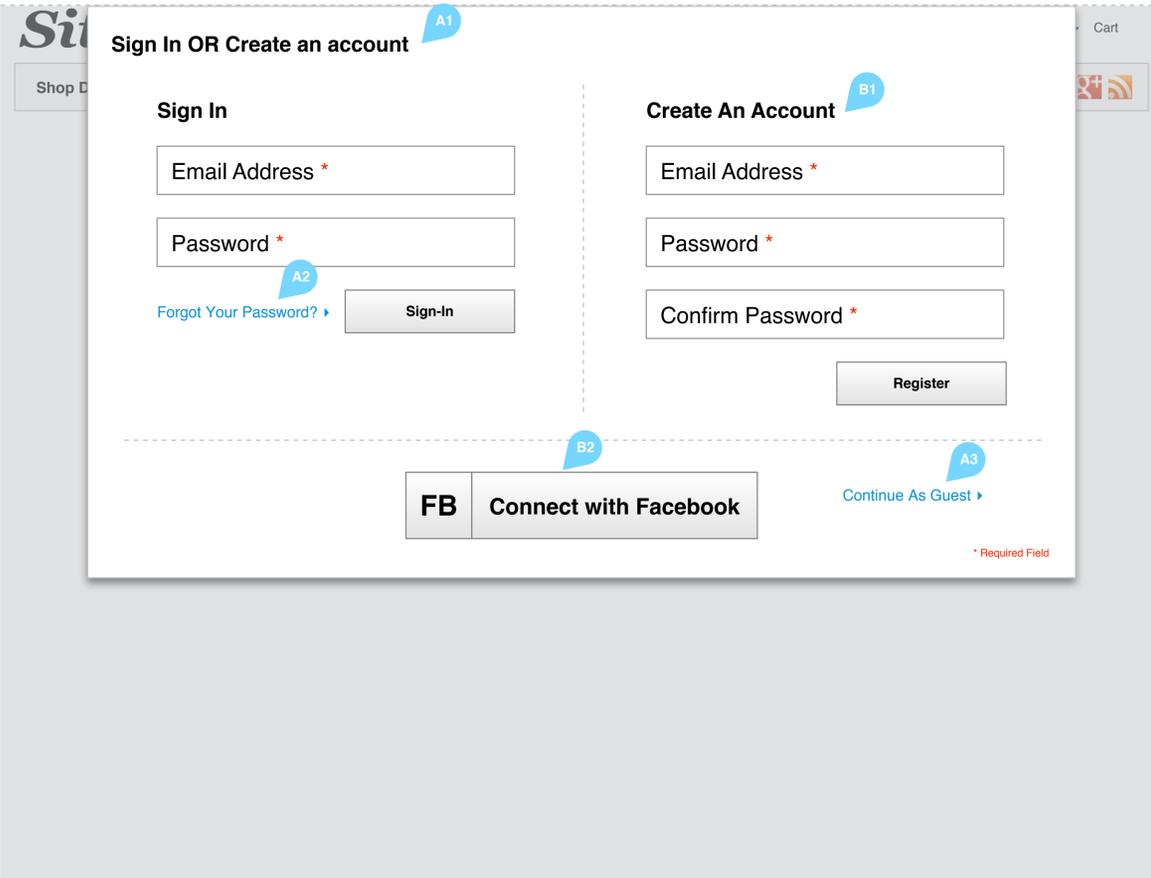
Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials	About "Site" Customer Service › Contact Us › Affiliate Program › About Us › Blog ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Subscribe to Our Newsletter Enter Your Email <input type="text"/> <input type="submit" value="SUBMIT"/>
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Visa
 Master
 AmEx
 PayPal

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Cert.
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Notes:

A | Checkout Login

Reference: https://www.ideeli.com/login

01. If the user is not already logged into their account, the cart displays a prompt message allowing them to log in or create a new account.

02. There is a standard link for users to follow in order to recover/reset forgotten passwords.

03. Users do not have to sign up (or sign in) to order; there is also a "Continue as Guest" option available.

B | Registration

01. Customer Registration can be done inside the cart interface itself to better expedite the ordering process.

02. Customers can use their Facebook Accounts to expedite registration.

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials	About "Site" Customer Service › Contact Us › Affiliate Program › About Us › Blog ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Site Links Content Link › Content Link › Content Link › Content Link › Content Link › Content Link › Content Link ›	Subscribe to Our Newsletter <input type="text" value="Enter Your Email"/> <input type="button" value="SUBMIT"/>
------------------------------	--	---	---	---	--

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Billing & Shipping Information A1

Billing

First Name * Address 01 *
Last Name * Address 02
Company City *
Telephone * State * Ctry *
Fax ZIP Code *

Ship to this address A2
* Required Field

Shipping

First Name * Address 01 *
Last Name * Address 02
Company City *
Telephone * State * Ctry *
Fax ZIP Code *

Payment Method

Name on Card *
Card Type *
Card Number *
Mon * Day *
 Save this card A3

Review Order

Notes:

A | Billing & Shipping Information

- 01. Payment and shipping information are collected in one screen for faster shopping.
- 02. For added convenience, the user can click once to use the same address for both billing and shipping.
- 03. Credit cards can be saved in the user's account for faster ordering later.

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials

About "Site"

- Customer Service
- Contact Us
- Affiliate Program
- About Us
- Blog

Site Links

- Content Link

Site Links

- Content Link

Site Links

- Content Link

Subscribe to Our Newsletter

Enter Your Email

SUBMIT

Visa Master AmEx PayPal

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Hello Mark. **Get 15% Off** your order today. Use coupon code **THANKS**.

Remember Account Cart

Shop Departments



Review Your Order

A1

Item	Shipping	Quantity	Price
 <p>Title of the featured product goes here and could be very very long <i>Item# 5317</i></p> <p>Personalization Details Details listed here</p>	<p>This item ships in X to Y days via Sample Shipping Methodology.</p> <p>Possibly more information on these lines below.</p>	X	\$XXX.XX

Shipping & Billing Details

A2

Shipping Address [Edit](#)

Billing Address [Edit](#)

Payment Method [Edit](#)

Matthew Jansick
ARS Interactive
1001 Reeds Lake Road
Chattanooga, TN 37415
United States
(423) 364-4188

Matthew Jansick
ARS Interactive
1001 Reeds Lake Road
Chattanooga, TN 37415
United States
(423) 364-4188

Matthew Jansick
American Express
XXXX-1142
03/2014

Price: \$XXX.XX
Tax: \$XXX.XX
Shipping: \$XXX.XX

Total: \$XXX.XX

[Edit Order](#)

Submit Order

Notes:

A | Order Review

01. The last stage of the shopping cart provides a review of all the information entered, as well as all the shipping and cost details.

02. Ideally, these items will all be editable from this screen as well.

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials

About "Site"

- Customer Service
- Contact Us
- Affiliate Program
- About Us
- Blog

Site Links

- Content Link

Site Links

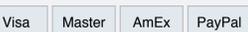
- Content Link

Site Links

- Content Link

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Thank You For Your Order A1

Your order number is [50000472](#)

You will receive an order confirmation email with details of your order and a link to track its progress. Please note that your items may ship and deliver separately, see your order number above for details.

Tell A Friend: [Facebook](#) [Twitter](#) [Pin It](#)

[Your Account](#)

[Checkout as a Guest?](#) [Create an account now](#)

Other items that may interest you:

<p>\$99 *****</p>	<p>\$99 *****</p>
<p>\$99 *****</p>	<p>\$99 *****</p>

[Continue Shopping](#) A2

Notes:

A | Order Confirmation

01. The last cart screen confirms the user's order. They are issued an order number, and a confirmation email follows it up.

02. When the user clicks the "Continue Shopping" button, they are returned to the product details page they were shopping on originally.

Static Ad Block (Dynamic HTML)

Recent/Featured Testimonials

About "Site"

- [Customer Service](#)
- [Contact Us](#)
- [Affiliate Program](#)
- [About Us](#)
- [Blog](#)

Site Links

- [Content Link](#)

Site Links

- [Content Link](#)

Site Links

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