

Hi! We're
makeable



Marketplace

V1



1 MARKETPLACE Back to AKC.org

2 INTRO TEXT/IMAGE HERO FOR MARKETPLACE

3 I'm looking for All Things Dog, near 10013

4 WHAT'S AVAILABLE DOGS

5 START SELLING TODAY

6

7 BREEDERS OF MERIT

8 FEATURED STOREFRONTS

9 RELATED

10 MARKETPLACE

11 FPO

12 Marketplace Home (Logged Out)

13 American Kennel Club Marketplace

14 Wireframes

15 0. Precondition:
User clicked "Marketplace" from header (1) or footer (10), or from a socially shared / external link. User is not logged into AKC.org via Gigya.

16 1. Header
Header is specific to marketplace, and leads back to akc.org as an option. May include marketplace logo-mark.

17 2. Page Hero
Graphic or text hero. Content to be provided by AKC. May be controlled with a light cms.

18 3. Search Fields
By Default, "All Things Dog" and user's location (by IP Address) is populated. Clicking any underlined text opens additional options to change the search type. **Fetch button** executes the specified search.

19 4. Marketplace Overview
User Tier 2 template to display these blocks. Show all services included post-launch additions, labeled "COMING SOON".

20 5. Seller CTA
In logged out state, seller CTA shows SIGN IN / SIGN UP options that mirror akc.org gigya sign-in/registration.

21 6. Ad Units
Ad units as per AKC.org; potentially advertise find a match tool

22 7. Breeders of Merit
Randomly choose 4 breeders of merit from the database.

23 8. Featured Storefronts
Randomly choose 4 featured storefronts chosen in a light CMS interface. A super-admin can log in to check off that a given store page is set to featured.

24 9. Related links
Related content is specific to Marketplace but will not be updated daily.

25 10. Footer
Footer contents TBD.



MARKETPLACE

Back to AKC.org

Marketplace Home

MY MARKETPLACE

Create Profile
Logout

2

INTRO TEXT/IMAGE HERO FOR MARKETPLACE

I'm looking for All Things Dog near 10013

FETCH!

1

WHAT'S AVAILABLE



START SELLING TODAY

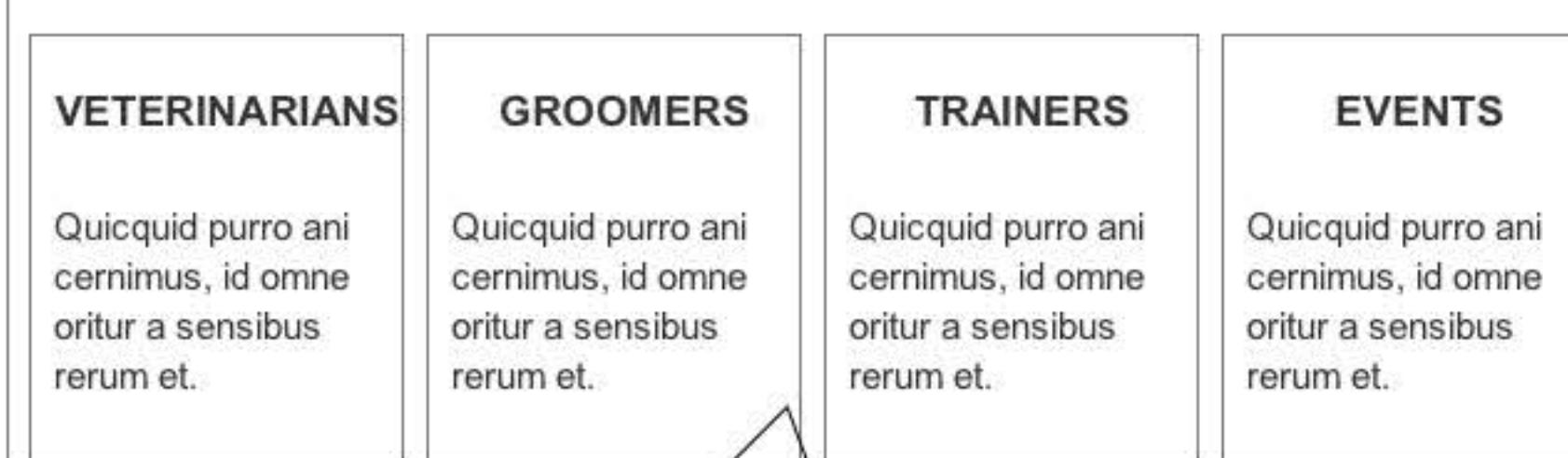
1

Reach customers across the country with your own AKC Marketplace Storefront for \$99/year, or create individual listings for \$29.

LEARN MORE

2

COMING SOON



VETERINARIANS

GROOMERS

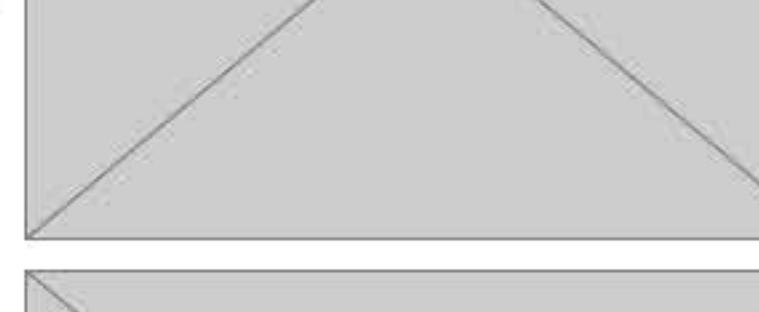
TRAINERS

EVENTS

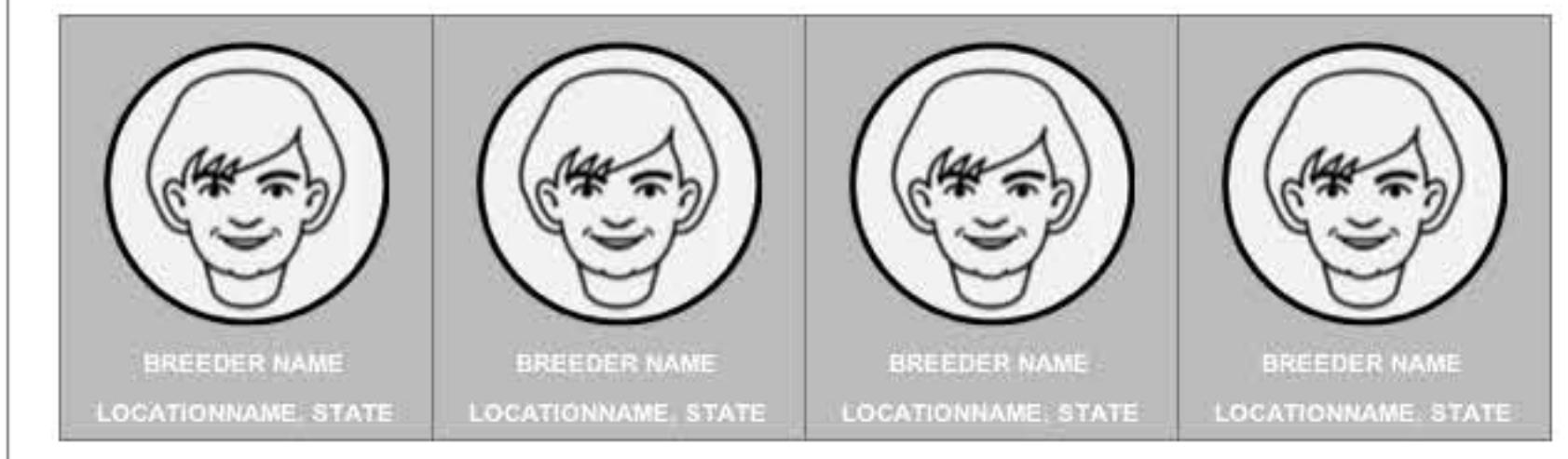
DOGS

From puppies to adult dogs, purebreds and mixed breeds, find a dog for your home today.
[START SEARCHING >](#)

LEARN MORE



BREEDERS OF MERIT



BREEDER NAME

BREEDER NAME

BREEDER NAME

BREEDER NAME

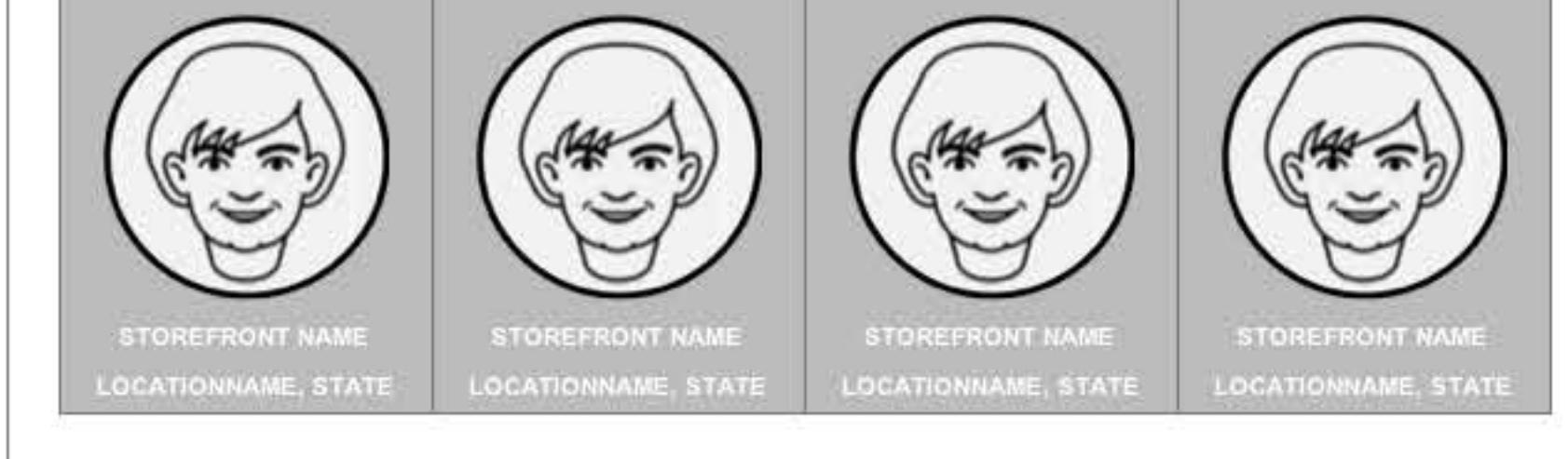
LOCATIONNAME, STATE

LOCATIONNAME, STATE

LOCATIONNAME, STATE

LOCATIONNAME, STATE

FEATURED STOREFRONTS



STOREFRONT NAME

STOREFRONT NAME

STOREFRONT NAME

STOREFRONT NAME

LOCATIONNAME, STATE

LOCATIONNAME, STATE

LOCATIONNAME, STATE

LOCATIONNAME, STATE

RELATED

[Quicquid purro ani cernimus >](#) [Cernimus, id omne oritur >](#) [Quicquid purro ani cernimus >](#)
[Cernimus, id omne oritur >](#) [Ole oritur a sensibus rerum >](#) [Cernimus, id omne oritur >](#)
[Ole oritur a sensibus rerum >](#) [Sensibus rerum >](#) [Ole oritur a sensibus rerum >](#)
[Sensibus rerum >](#) [Imes, id omne oritur a se >](#) [Sensibus rerum >](#)
[Imes, id omne oritur a se >](#) [Imes, id omne oritur a se >](#) [Imes, id omne oritur a se >](#)

728 x 90

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FPO

SIGN IN

INTRO TEXT TO MARKETPLACE

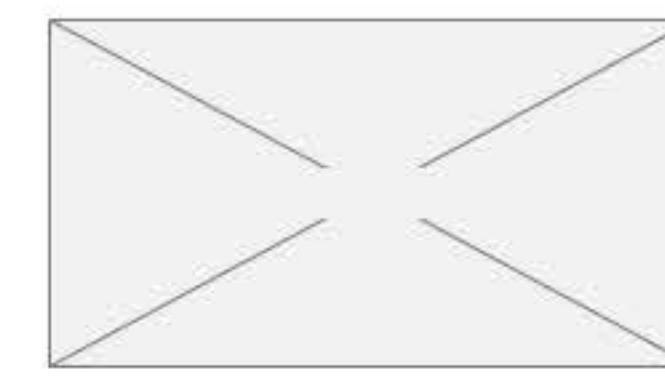
[]

I'm looking for
All Things Dog

near 10013

FETCH!

MARKETPLACE OVERVIEW



DOGS

Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.

COMING SOON

VETERINARIANS

Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.

GROOMERS

Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.

BREEDERS OF MERIT

BREEDER NAME
LOCATIONNAME, STATEBREEDER NAME
LOCATIONNAME, STATE

FEATURED STOREFRONTS

BREEDER NAME
LOCATIONNAME, STATEBREEDER NAME
LOCATIONNAME, STATE

START SELLING TODAY

Reach customers across the country with your own AKC Marketplace Storefront for \$99/year, or create individual listings for \$29.

LEARN MORE



RELATED

[Quicquid purro ani cernimus >](#)
[Cernimus, id omne oritur >](#)
[Ole oritur a sensibus rerum >](#)
[Sensibus rerum >](#)
[Imes, id omne oritur a se >](#)

728 x 90

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Marketplace Home (Logged In, No MP Profile)

AMERICAN KENNEL CLUB™
Wireframes0. Precondition:
User clicked "Marketplace" from header (1) or footer (10), or from a socially shared / external link. User is logged into AKC.org via Gigya. User does not have an existing MP profile.1. Seller CTA:
In logged in state, seller CTA shows LEARN MORE button, leads to learn more page.2. My Marketplace Menu:
If user has no MP profile, clicking My Marketplace shows option to create profile.

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MARKETPLACE

Back to AKC.org

Marketplace Home

MY MARKETPLACE

- [Edit Profile](#)
- [Manage Listings](#)
- [Manage Storefront](#)
- [New Listing](#)
- [Logout](#)

2

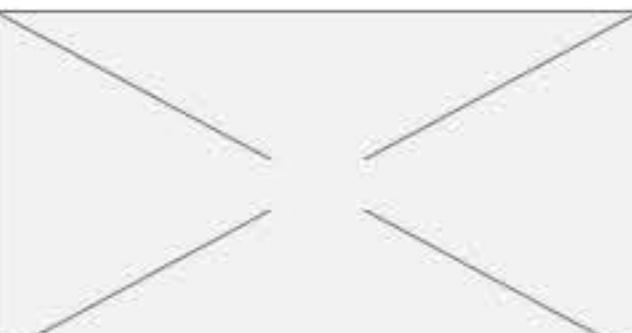
INTRO TEXT/IMAGE HERO FOR MARKETPLACE

I'm looking for All Things Dog near 10013

FETCH!

1

WHAT'S AVAILABLE



DOGS

From puppies to adult dogs, purebreds and mixed breeds, find a dog for your home today.

[START SEARCHING >](#)

Welcome back, what would you like to do today?

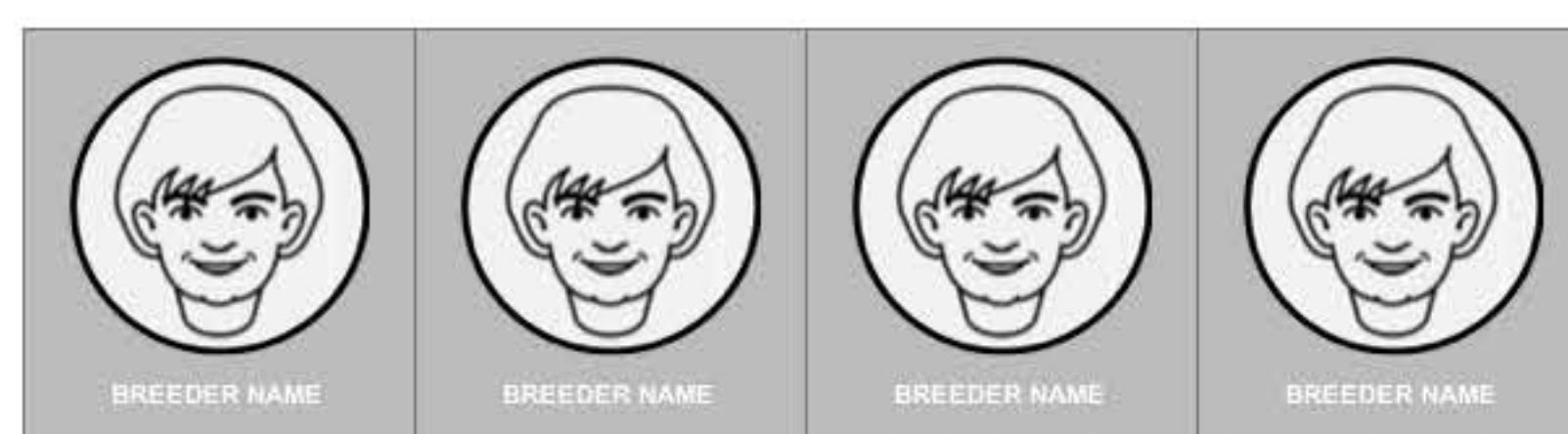
- [NEW LISTING](#)
- [MANAGE LISTINGS](#)
- [MANAGE STOREFRONT](#)
- [EDIT MARKETPLACE PROFILE](#)

1

COMING SOON

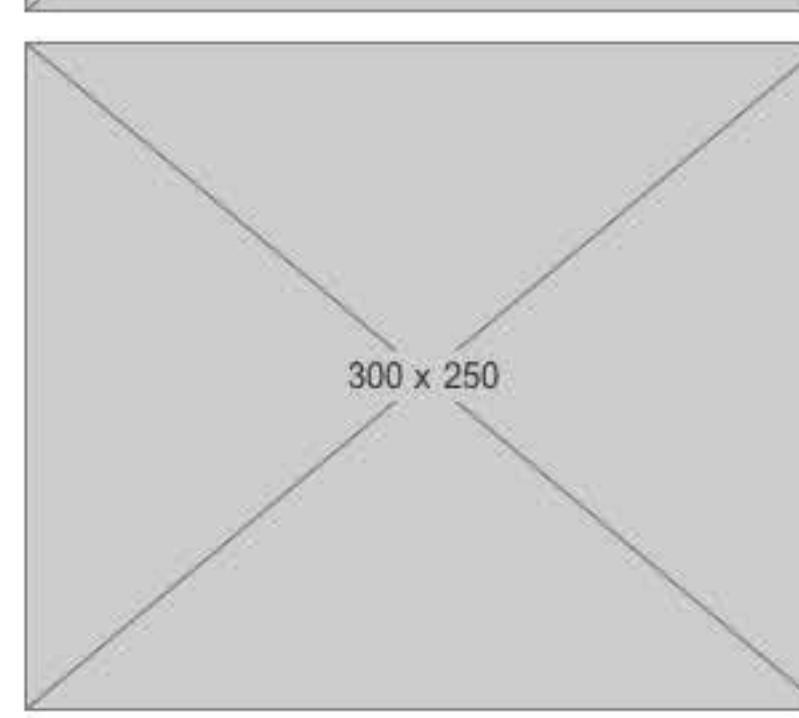
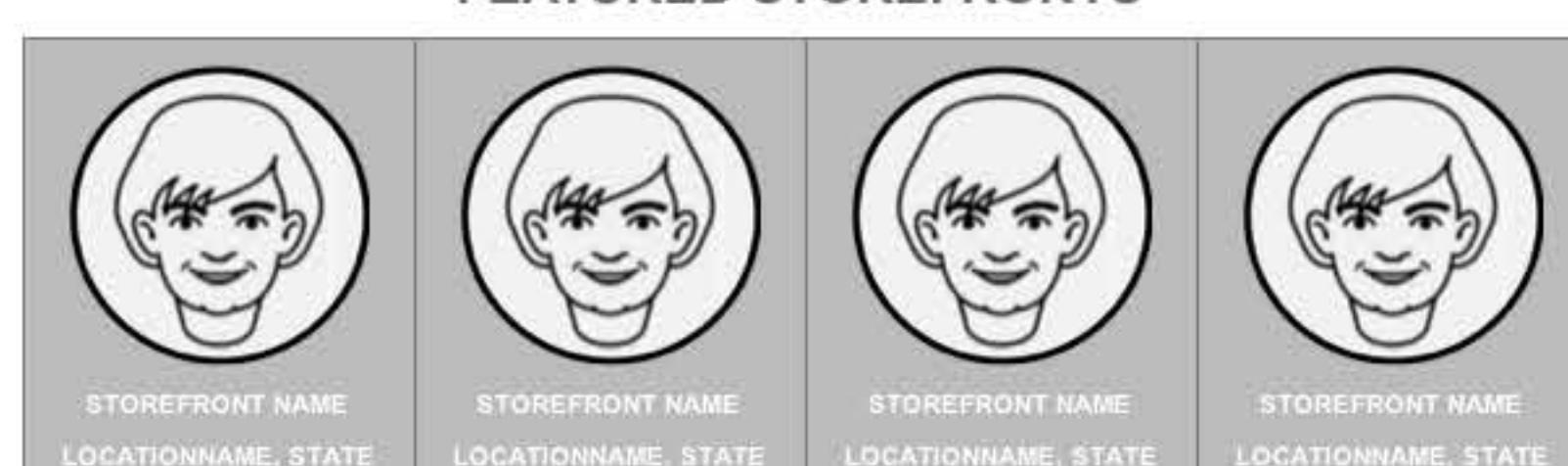
VETERINARIANS	GROOMERS	TRAINERS	EVENTS
Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.	Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.	Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.	Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.

BREEDERS OF MERIT



1

FEATURED STOREFRONTS



1

RELATED

- [Quicquid purro ani cernimus >](#) [Cernimus, id omne orit >](#) [Quicquid purro ani cernimus >](#)
- [Cernimus, id omne orit >](#) [Ole oritur a sensibus rerum >](#) [Cernimus, id omne orit >](#)
- [Ole oritur a sensibus rerum >](#) [Sensibus rerum >](#) [Ole oritur a sensibus rerum >](#)
- [Sensibus rerum >](#) [Imes, id omne oritur a se >](#) [Sensibus rerum >](#)
- [Imes, id omne oritur a se >](#) [Imes, id omne oritur a se >](#) [Imes, id omne oritur a se >](#)

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FPO

SIGN IN

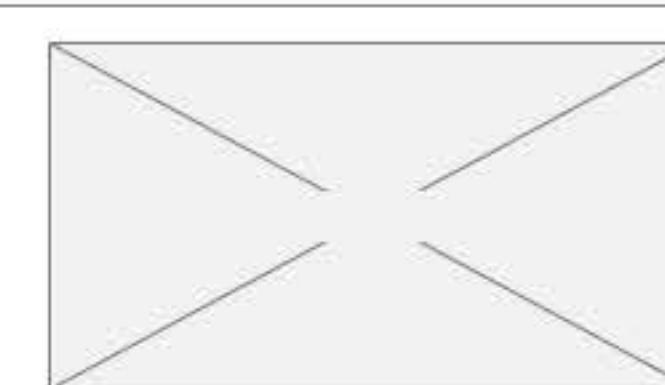
INTRO TEXT TO MARKETPLACE

I'm looking for
All Things Dog

near 10013

FETCH!

MARKETPLACE OVERVIEW



DOGS

Quicquid purro animo cernimus, id omne oritur a sensibus rerum et.

COMING SOON

VETERINARIANS

Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.

GROOMERS

Quicquid purro ani cernimus, id omne oritur a sensibus rerum et.

BREEDERS OF MERIT



FEATURED STOREFRONTS



300 x 250

Welcome back, what would you like to do today?

- [NEW LISTING](#)
- [MANAGE LISTINGS](#)
- [MANAGE STOREFRONT](#)
- [EDIT MARKETPLACE PROFILE](#)

300 x 250

300 x 250

RELATED

- [Quicquid purro ani cernimus >](#)
- [Cernimus, id omne orit >](#)
- [Ole oritur a sensibus rerum >](#)
- [Sensibus rerum >](#)
- [Imes, id omne oritur a se >](#)

728 x 90

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GOVERNMENT RELATIONS

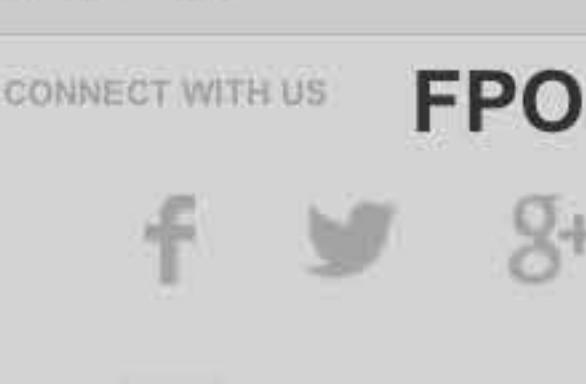
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Marketplace Home (Logged In, MP Profile)

American Kennel Club Marketplace



AMERICAN KENNEL CLUB™



Wireframes



0. Precondition:
User clicked "Marketplace" from header (1) or footer (10), or from a socially shared / external link. User is logged into AKC.org via Gigya. User has an existing MP profile.

1. Seller CTA
In logged in state, seller CTA shows options to create New Listing, Manage Listings, Edit Storefront or Edit Profile.

2. My Marketplace Menu
If user has MP profile, clicking My Marketplace shows option to manage profile, storefront and listings.

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Search

V_I





MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Search Results

I'm looking for All Things Dog near 10013

FETCH!

ADVANCED SEARCH

1

FEATURED STOREFRONTS & LISTINGS

Firstname Lastname <u>Kennel Name Lorem Ipsum</u> BREEDER Golden Retrievers 8 years experience Walker, LA 71785	Firstname Lastname <u>Kennel Name Lorem Ipsum</u> BREEDER Golden Retrievers 8 years experience Walker, LA 71785	Dog Listing title goes here and here and here and here DOG Male Golden Retriever Dark Golden Walker, LA 71785

Business Name / Storefront Name Goes Here BREEDER, DOG WALKING, BOARDING, VETERINARIAN... Walker, LA 71785	Dog Listing title goes here and here and here and here DOG Male Golden Retriever Dark Golden Walker, LA 71785	Event Name Goes Here <u>Lorem Ipsum Dolor</u> EVENT Date(s): May 14-15, 2015 Walker, LA 71785

Product/Service Name Goes Here <u>Lorem Ipsum</u> GROOMING TOOLS Short description goes here lorem ipsum dolor. New York, NY 10013	Dog Listing title goes here and here and here and here DOG Male Golden Retriever Dark Golden Walker, LA 71785	Dog Listing title goes here and here and here and here DOG Male Golden Retriever Dark Golden Walker, LA 71785

1 2 3

NEXT >

Items 1-9 of 1,234 total

SHOW 9 per page

11

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728 x 90

12

I'm looking for
All Things Dog

near 10013

FETCH!

ADVANCED SEARCH

FEATURED

Firstname Lastname <u>Kennel Name Lorem Ipsum</u> BREEDER Golden Retrievers 8 years experience Walker, LA 71785

Business Name / Storefront Name Goes Here BREEDER, DOG WALKING, BOARDING, VETERINARIAN... Walker, LA 71785

Dog Listing title goes here and here and here and here DOG Male Golden Retriever Dark Golden Walker, LA 71785

< PREV NEXT >

Items 1-9 of 1,234 total

SHOW

9 per page

728 x 90

Search Results



AMERICAN KENNEL CLUB™

American Kennel Club Marketplace
Wireframes

- 0. Precondition:**
Executed a search from homepage or modified search in search page.

- 1. Advanced Search Options**

Advanced search options are hidden by default.

- 2. Featured Storefronts/Listings**

Relevant FEATURED listings/storefronts, pull 3 randomly from DB.

- 3. Breeder tile**

Storefront. If breeder is the only service added to storefront, show hero image, logo/avatar, whether dogs are available with that breeder (dog listings exist), breeder of merit status, title, category, breeds, years of experience and location. Includes sharing option in top left as per AKC.org homepage.

- 4. Dog listing tile**

Show Thumbnail, Title, Category, Gender, Breed, Colors & Markings (if available) and location. Includes sharing option in top left as per AKC.org homepage.

- 5. Multi-use Storefront Tile**

Storefront. If multiple services are attached to storefront, show Thumbnail, logo/avatar, Title, Categories, Location. Includes sharing option in top left as per AKC.org homepage.

- 6. Event Tile**

Show thumbnail, title, category, dates and location. Includes sharing option in top left as per AKC.org homepage.

- 7. Service/Product Tile**

Show thumbnail, title, category, short description and location. Includes sharing option in top left as per AKC.org homepage.

- 8. Pagination**

Standard pagination with previous, next and 3 pages shown at a time. If at the end of list don't show corresponding prev/next button.

- 9. Items on the page**

List which items are on the page from the search query result set.

- 10. Total Results**

Total results from current query.

- 11. Show Per Page**

Choose between 9, 15 and 30 items per page.

- 12. Ad Unit**

Standard 728x90 as per AKC.org.

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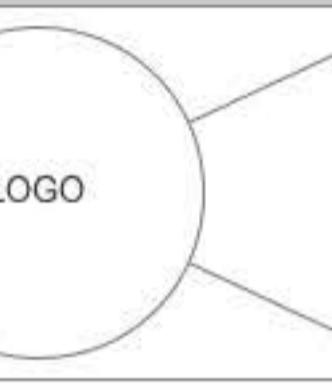
MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Search Results

I'm looking for All Things Dog near 10013 FETCH!

All Things Dog	Dogs	
Veterinarians	Groomers	
Trainers	Dog Events	
Handlers	Dog Walkers	
Boarders	MERCHANTS	
<u>Kennel Name</u> <u> Lorem Ipsum</u>	<u>Kennel Name</u> <u> Lorem Ipsum</u>	<u>Dog Listing title goes here and here and here and here</u>
BREEDER Golden Retrievers 8 years experience Walker, LA 71785	BREEDER Golden Retrievers 8 years experience Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785
 LOGO		
<u>Business Name / Storefront</u> <u>Name Goes Here</u>	<u>Dog Listing title goes here and here and here and here</u>	<u>Event Name Goes Here</u> <u>Lorem Ipsum Dolor</u>
BREEDER, DOG WALKING, BOARDING, VETERINARIAN... Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785	EVENT Date(s): May 14-15, 2015 Walker, LA 71785
<u>Product/Service Name Goes Here</u> <u> Lorem Ipsum</u>	<u>Dog Listing title goes here and here and here and here</u>	<u>Dog Listing title goes here and here and here and here</u>
GROOMING TOOLS Short description goes here lorem ipsum dolor. New York, NY 10013	DOG Male Golden Retriever Dark Golden Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785

1 2 3 NEXT > Items 1-9 of 1,234 total SHOW 9 per page

728 x 90

FPO

INTRO TEXT TO MARKETPLACE

I'm looking for
All Things Dog

All Things Dog

Veterinarians

Trainers

Handlers

Boarders

Dogs

Groomers

Dog Events

Dog Walkers

MERCHANTS

Walker, LA 71785

LOGO

Business Name / Storefront
Name Goes Here

BREEDER, DOG WALKING,
BOARDING, VETERINARIAN...
Walker, LA 71785

Walker, LA 71785

Dog Listing title goes here and here and here and here

DOG
Male Golden Retriever
Dark Golden
Walker, LA 71785

Walker, LA 71785

< PREV NEXT >

Items 1-9 of 1,234 total

SHOW
9 per page

728 x 90

Search Options

American Kennel Club Marketplace
Wireframes



0. Precondition:

User clicked on category or location fields in search query. These options also appear on the homepage.

1. Change Category

Opens a styled menu of available search categories (top-level storefront and listing types).

2. Change Location

Change current location manually, use browser permission location, or take location out of the query.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Search Results

I'm looking for Just Dogs ¹ everywhere

FETCH!

Filter by Breed **1** Filter by Keyword **2** Sort By **5**

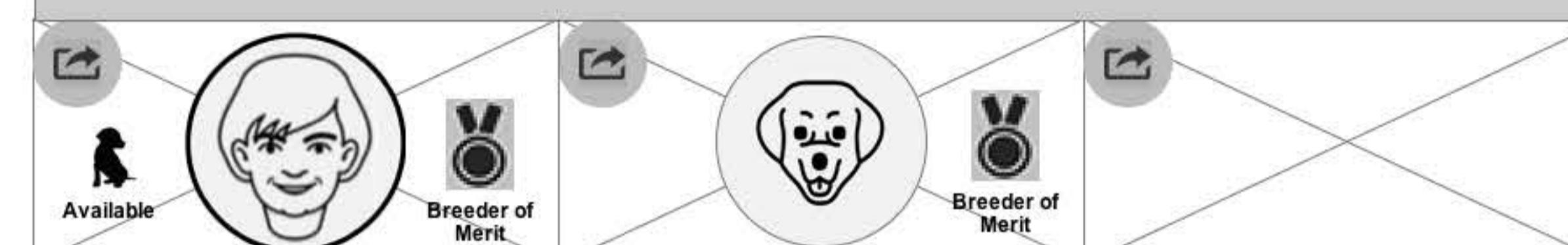
All Breeds Newest

Puppies Adult Dogs Rescue Network AKC Registered

Breeders Breeders of Merit **3**

ADVANCED SEARCH **4**

FEATURED STOREFRONTS & LISTINGS

**Firstname Lastname**
Kennel Name Lorem ipsumBREEDER
Golden Retrievers
8 years experience

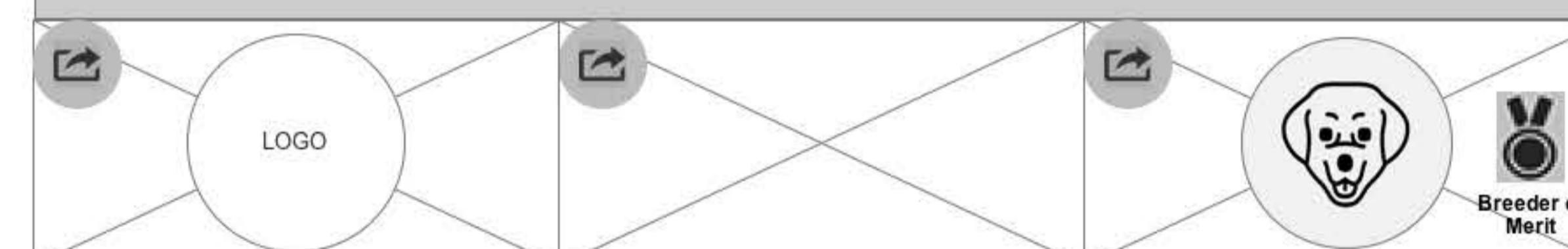
Walker, LA 71785

Firstname Lastname
Kennel Name Lorem ipsumBREEDER
Golden Retrievers
8 years experience

Walker, LA 71785

Dog Listing title goes here
and here and here and hereDOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

**Business Name / Storefront Name Goes Here**BREEDER, DOG WALKING,
BOARDING, VETERINARIAN...

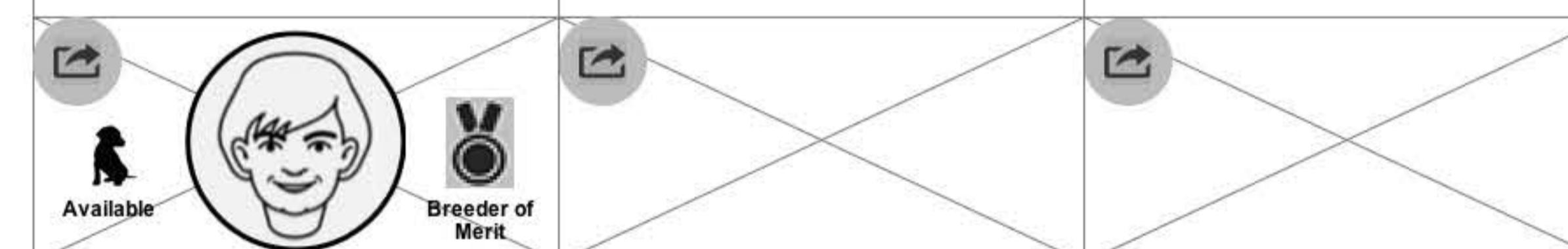
Walker, LA 71785

Dog Listing title goes here
and here and here and hereDOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

Firstname Lastname
Kennel Name Lorem ipsumBREEDER
Golden Retrievers
8 years experience

Walker, LA 71785

**Firstname Lastname**
Kennel Name Lorem ipsumBREEDER
Golden Retrievers
8 years experience

Walker, LA 71785

Dog Listing title goes here
and here and here and hereDOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

Dog Listing title goes here
and here and here and hereDOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

1 Items 1-9 of 1,234 totalSHOW ▾

728 x 90

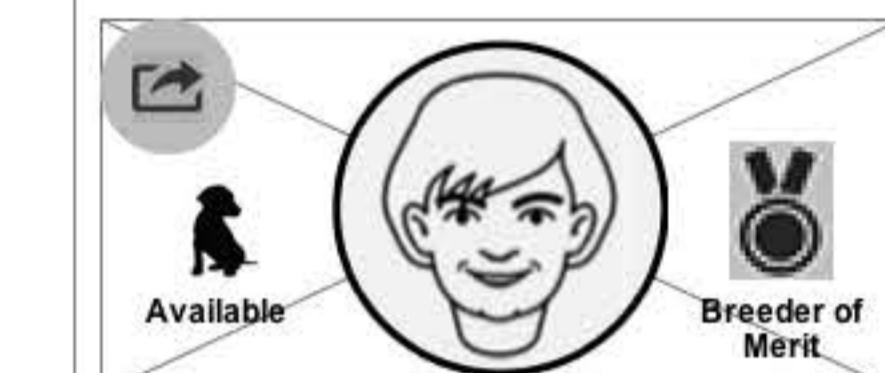
**I'm looking for**
Just Dogs

everywhere

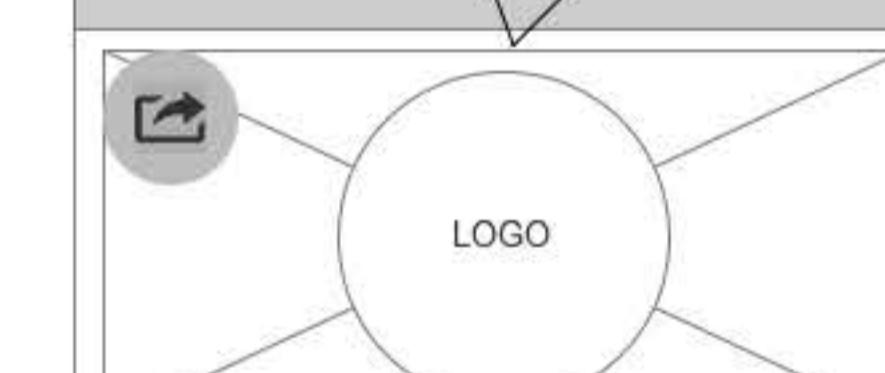
FETCH!

Filter by Breed
All Breeds Filter by Keyword
Sort By
Distance Puppies

SPONSORED LISTINGS

**Firstname Lastname**
Kennel Name Lorem ipsumBREEDER
Golden Retrievers
8 years experience

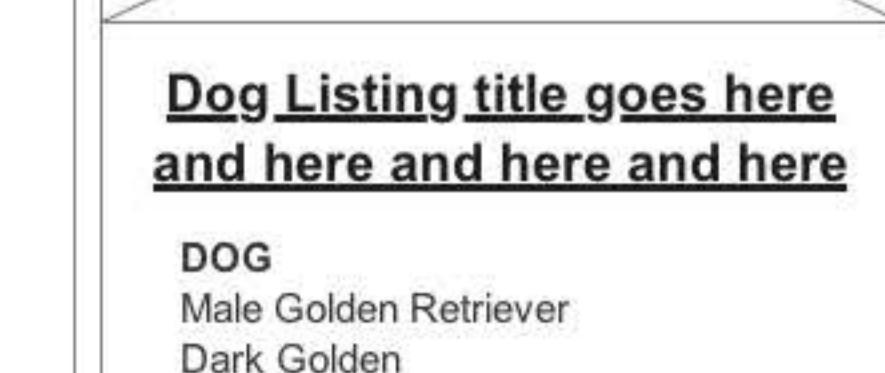
Walker, LA 71785

**Business Name / Storefront**
Name Goes HereBREEDER, DOG WALKING,
BOARDING, VETERINARIAN...

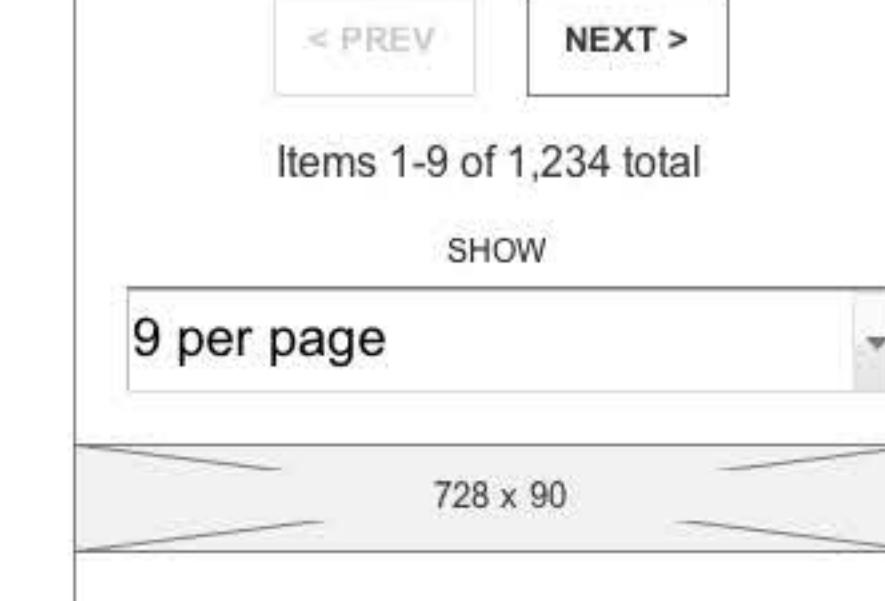
Walker, LA 71785

**Dog Listing title goes here**
and here and here and hereDOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

**Dog Listing title goes here**
and here and here and hereDOG
Male Golden Retriever
Dark Golden

Walker, LA 71785



728 x 90

Advanced Search

American Kennel Club Marketplace
WireframesAMERICAN
KENNEL CLUB™

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- 2
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- 10

Storefronts

V1



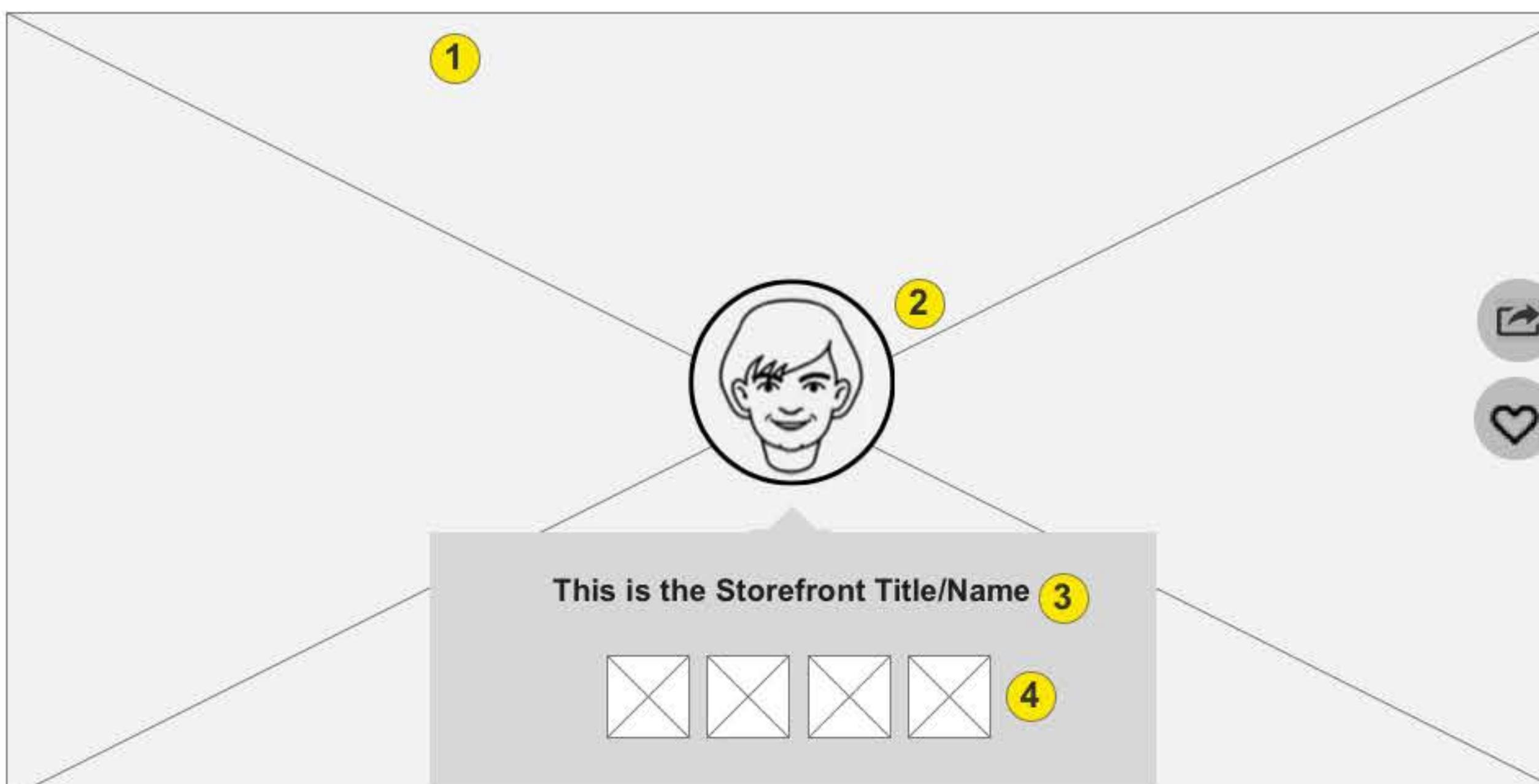


MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Storefront



DESCRIPTION GOES HERE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

TRIBECA 7

See Other Locations 8

SERVICES
Breeder Veterinarian Dog Walker

Contact Name
(212) 254-8800
address line 1
address line 2
city, state, ZIP
[website.com](#)
Login to see e-mail

MON: 10:00-5:00
TUE: 11:00-6:00
WED: 10:00-5:00
THU: 11:00-6:00
FRI: 10:00-5:00
SAT: 11:00-6:00
SUN: CLOSED

HOURS
Mobile service offered
Max. Travel Distance:
XX Miles

TRAVEL

BREEDER DETAILS 10

Dog Listing title goes here and here and here and here	Dog Listing title goes here and here and here and here	Dog Listing title goes here and here and here and here
DOG Male Golden Retriever Dark Golden Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785

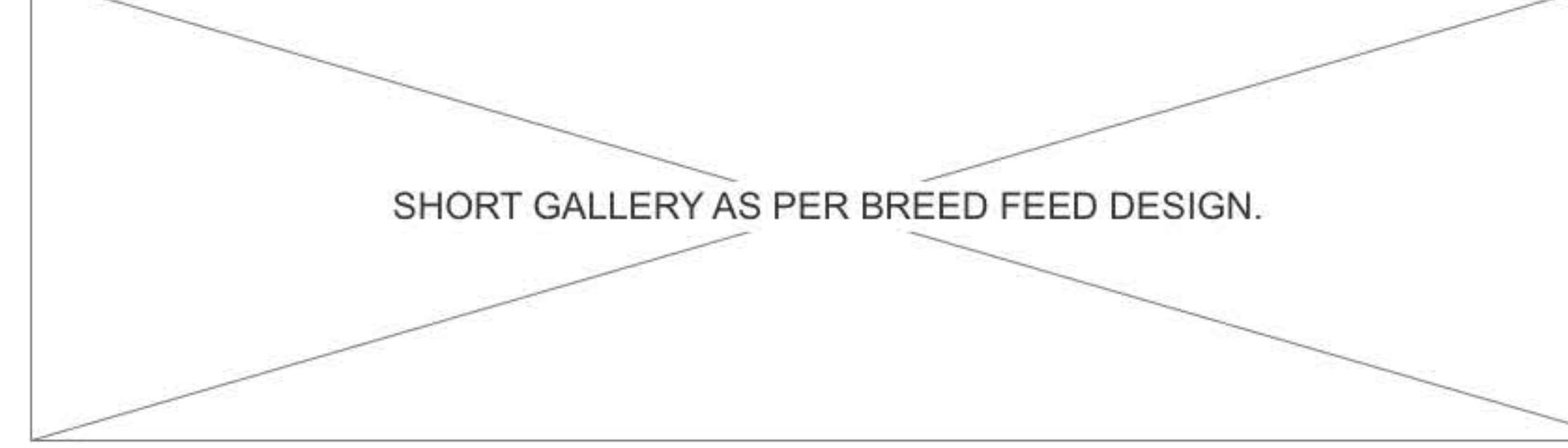
See More Listings 12

13



KENNEL NAME
Golden Retrievers, French Bulldogs 8 years experience Breeder of Merit

VETERINARIAN DETAILS ▼



DOG WALKING DETAILS
Event Name Goes Here Lorem Ipsum Dolor EVENT Date(s): May 14-15, 2015 Walker, LA 71785

FEEDBACK 15

FEEDBACK
<p>I would like to comment</p> <p>Ben Jerry Good day! Reply · Share - 1 reply</p> <p>Anabel Ziv How are you? Reply · Share - 3 replies</p> <p>Anabel Ziv 1 Reply · Share - 2 replies</p> <p>Anabel Ziv 2 Reply · Share - 1 reply</p> <p>Anabel Ziv 3 Reply · Share</p>



DESCRIPTION GOES HERE

ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

TRIBECA

See Other Locations

SERVICES

Breeder
Veterinarian
Dog Walker

CONTACT INFO

Contact Name
(212) 254-8800
address line 1
address line 2
city, state, ZIP
[website.com](#)
Login to see e-mail

BREEDER DETAILS ^

Dog Listing title goes here and here and here and here
DOG Male Golden Retriever Dark Golden Walker, LA 71785

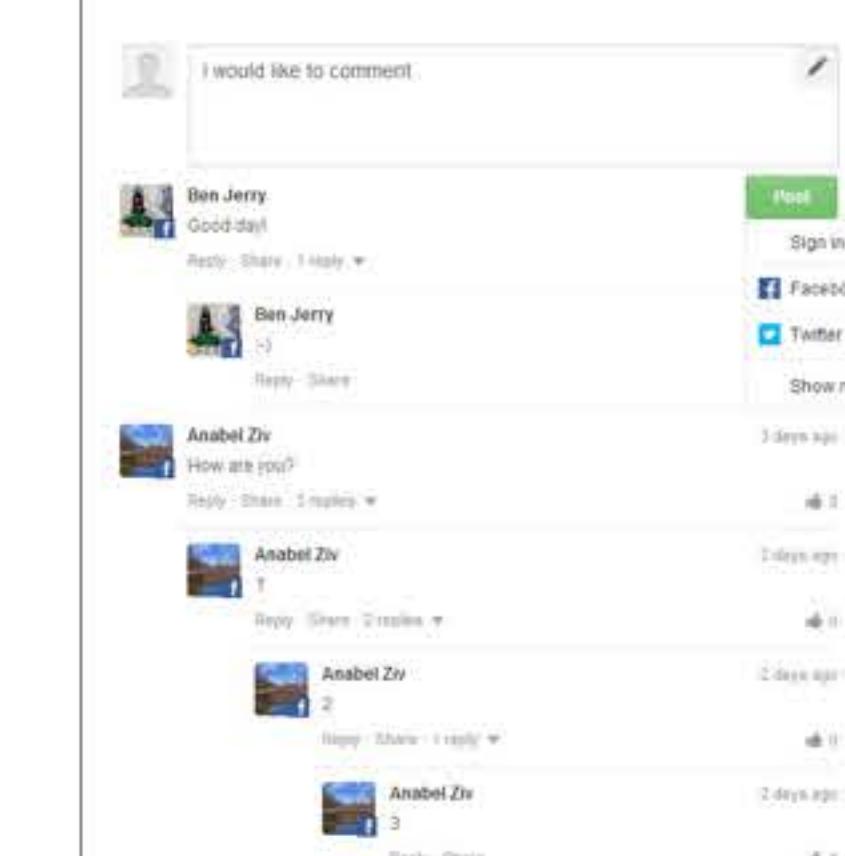
SHORT GALLERY AS PER BREED FEED DESIGN.

KENNEL NAME

Golden Retrievers, French Bulldogs
8 years experience
Breeder of Merit

VETERINARIAN DETAILS ^

FEEDBACK



Storefront

American Kennel Club Marketplace

Wireframes



AMERICAN KENNEL CLUB

0. Precondition:
User has clicked on a storefront tile, social link, external link, or manually typed custom URL in browser.

1. Cover/Hero Image from storefront overview

2. Logo/Avatar Image from storefront overview

3. Name of storefront from storefront overview

4. Services

List the services at this location in icon format.

5. NOT IN USE

6. Description

Description of storefront from storefront overview

7. Location Name

List the name of the location being viewed. Owners can choose default location.

8. Other Locations

If storefront has multiple locations, show button to switch locations.

9. Storefront Location Metadata

List all metadata for the current location. Contact email is hidden unless user is logged in.

10. Service Module

List each service attached to the location.

11. Listings per Service

If listings are attached to a specific service at this location, show them.

12. More Listings

If more than 3 listings are returned per service, show a "See More Listings" button to load more results.

13. Service Gallery

Show gallery for service in both expanded view. Hide if empty.

14. Service Metadata

Show service metadata.

15. Gigya Commenting Plugin

Default view of gigya commenting plugin.



MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Storefront

This is the Storefront Title/Name

DESCRIPTION GOES HERE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

TRIBECA

See Other Locations

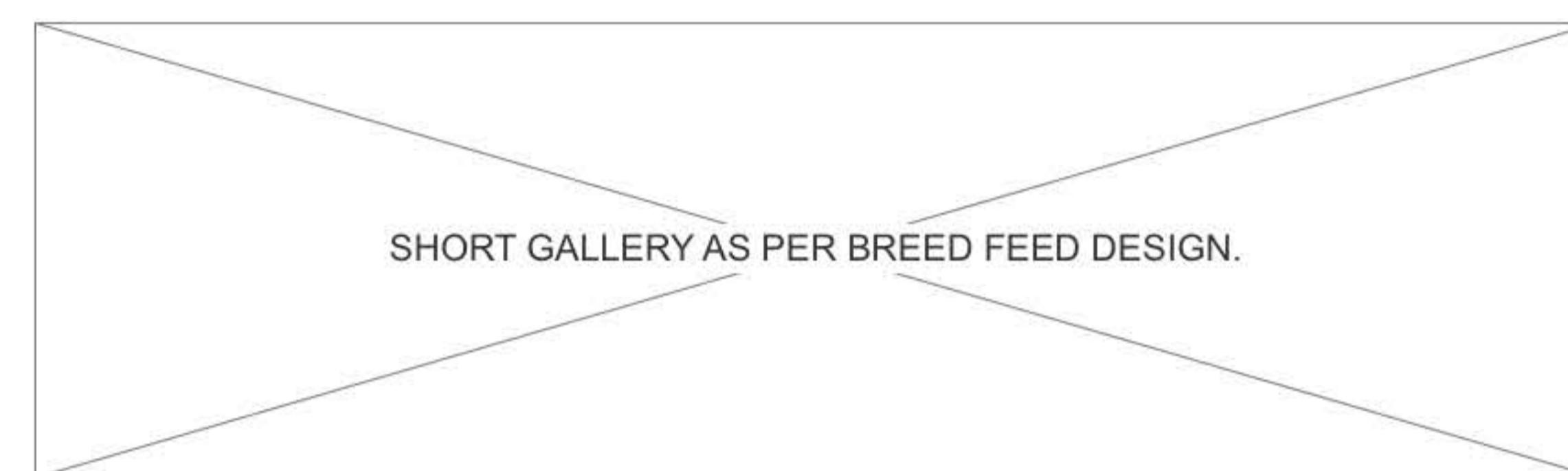
SERVICES	CONTACT INFO	HOURS	TRIBECA	DANBURY	JERSEY CITY
Breeder Veterinarian Dog Walker	Contact Name (212) 254-8800 address line 1 address line 2 city, state, ZIP website.com Login to see e-mail	MON: 10:00 AM - 05:00 PM TUE: 11:00 AM - 05:00 PM WED: 10:00 AM - 05:00 PM THU: 11:00 AM - 05:00 PM FRI: 10:00 AM - 05:00 PM SAT: 11:00 AM - 05:00 PM SUN: CLOSE	TRIBECA	DANBURY	JERSEY CITY

1

BREEDER DETAILS ^

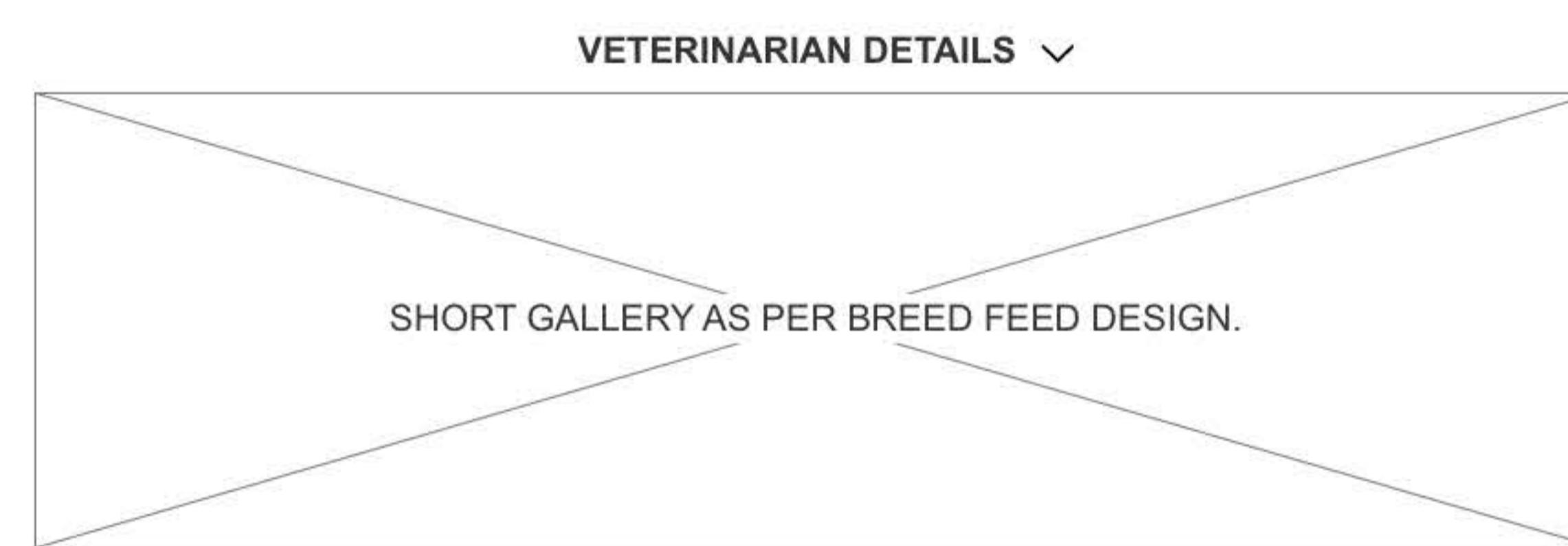
Dog Listing title goes here and here and here and here	Dog Listing title goes here and here and here	Dog Listing title goes here and here and here
DOG Male Golden Retriever Dark Golden Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785

See More Listings



SHORT GALLERY AS PER BREED FEED DESIGN.

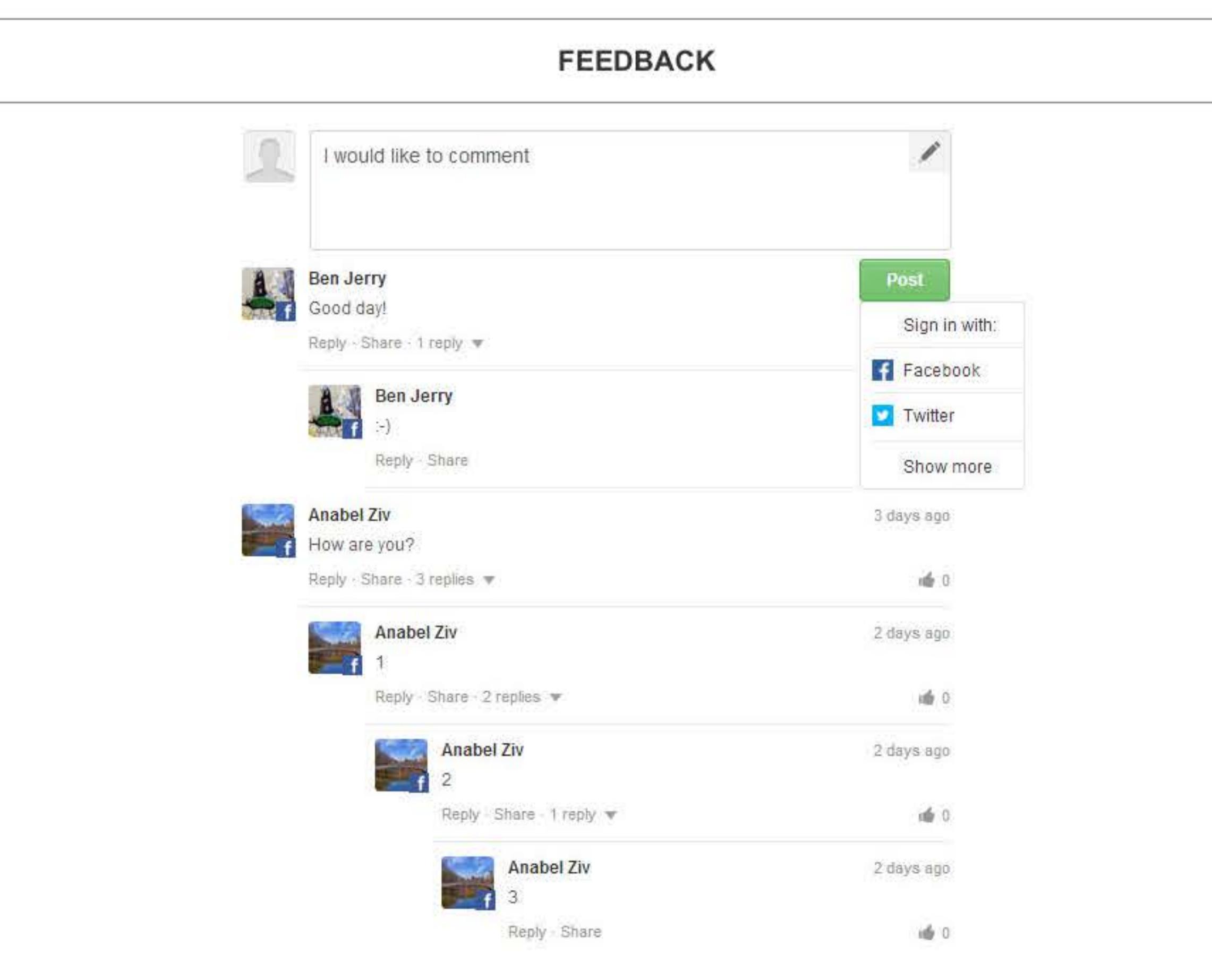
KENNEL NAME	PRACTICE SUMMARY	CLUB AFFILIATIONS	BREED SUCCESS
Golden Retrievers, French Bulldogs 8 years experience Breeder of Merit	Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.	Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.	CONFORMATION: XX OBEDIENCE: X AGILITY: X RALLY: X CANINE GOOD CITIZEN: X COMMUNITY CANINE: XX



VETERINARIAN DETAILS ▼

SHORT GALLERY AS PER BREED FEED DESIGN.

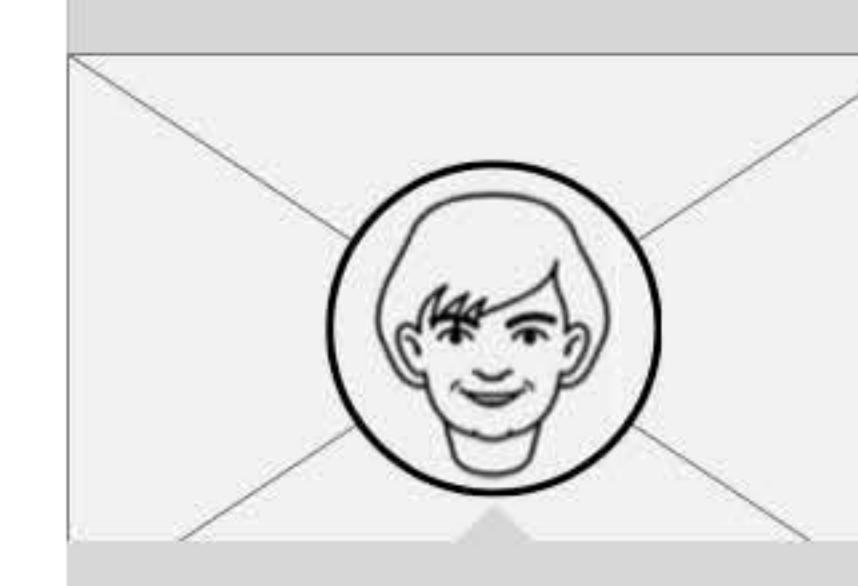
DOG WALKING DETAILS ▼	
Event Name Goes Here Lorem ipsum Dolor EVENT Date(s): May 14-15, 2015 Walker, LA 71785	Event Name Goes Here Lorem ipsum Dolor EVENT Date(s): May 14-15, 2015 Walker, LA 71785



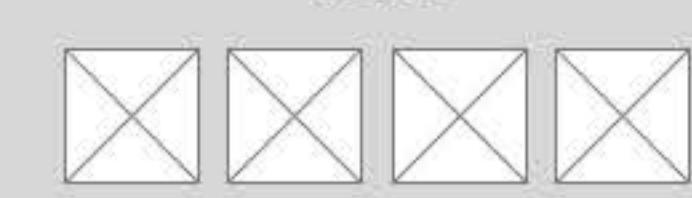
FEEDBACK

I would like to comment	<input type="button" value="Post"/>	<input type="button" value="Sign in with: Facebook Twitter"/>
Ben Jerry Good day!	<input type="button" value="Reply"/>	<input type="button" value="Share"/>
Reply · Share · 1 reply		
Ben Jerry :-)	<input type="button" value="Reply"/>	<input type="button" value="Share"/>
Reply · Share		
Anabel Ziv How are you?	<input type="button" value="Reply"/>	<input type="button" value="Share"/>
Reply · Share · 3 replies		
Anabel Ziv 1	<input type="button" value="Reply"/>	<input type="button" value="Share"/>
Reply · Share · 2 replies		
Anabel Ziv 2	<input type="button" value="Reply"/>	<input type="button" value="Share"/>
Reply · Share · 1 reply		
Anabel Ziv 3	<input type="button" value="Reply"/>	<input type="button" value="Share"/>
Reply · Share		

FPO MY AKC



This is the Storefront Title/Name



DESCRIPTION GOES HERE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

TRIBECA

See Other Locations

TRIBECA

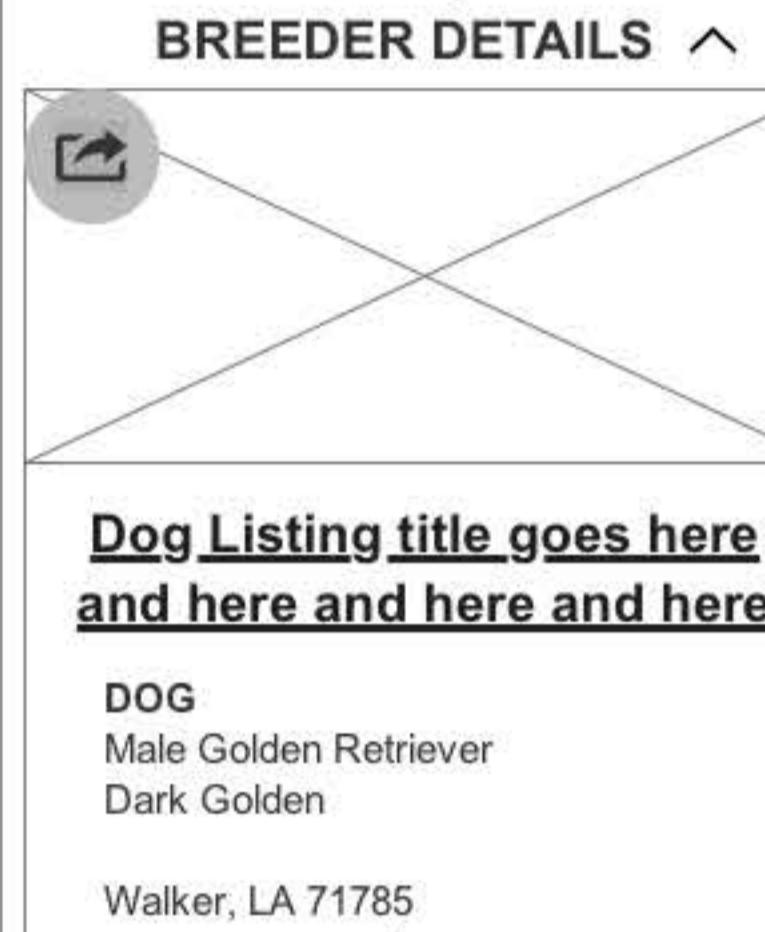
DANBURY

JERSEY CITY

CONTACT INFO

Contact Name (212) 254-8800
address line 1
address line 2
city, state, ZIP
[website.com](#)
Login to see e-mail

BREEDER DETAILS ^



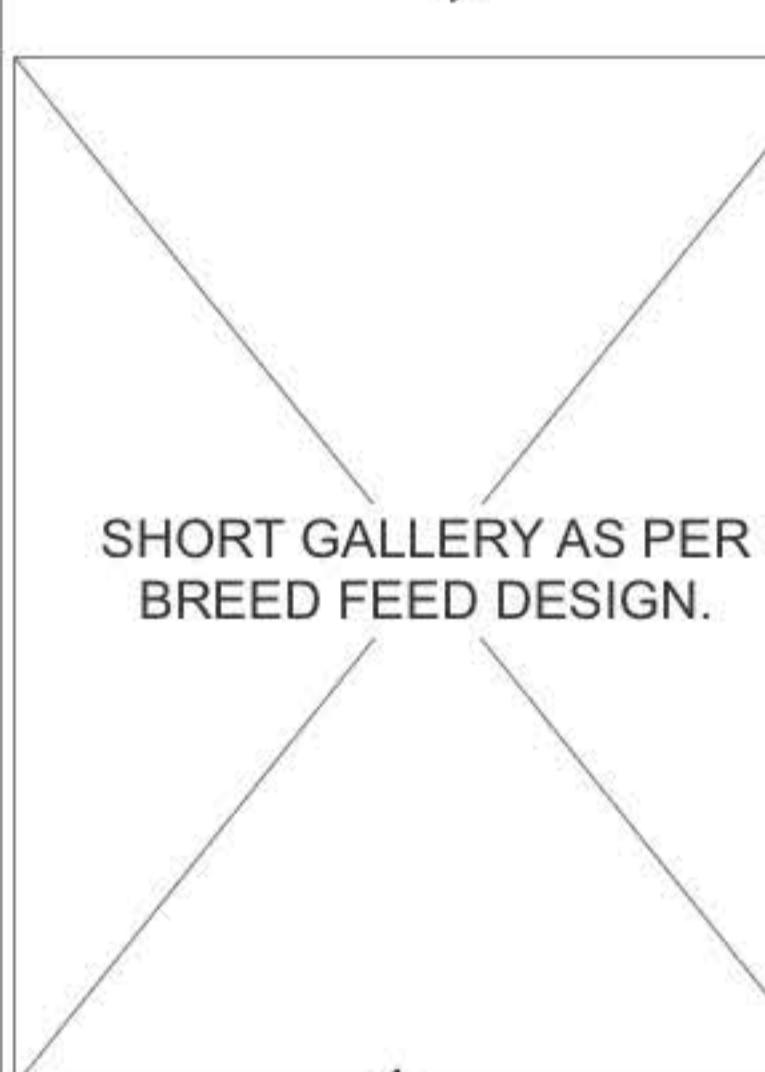
Dog Listing title goes here and here and here and here

DOG

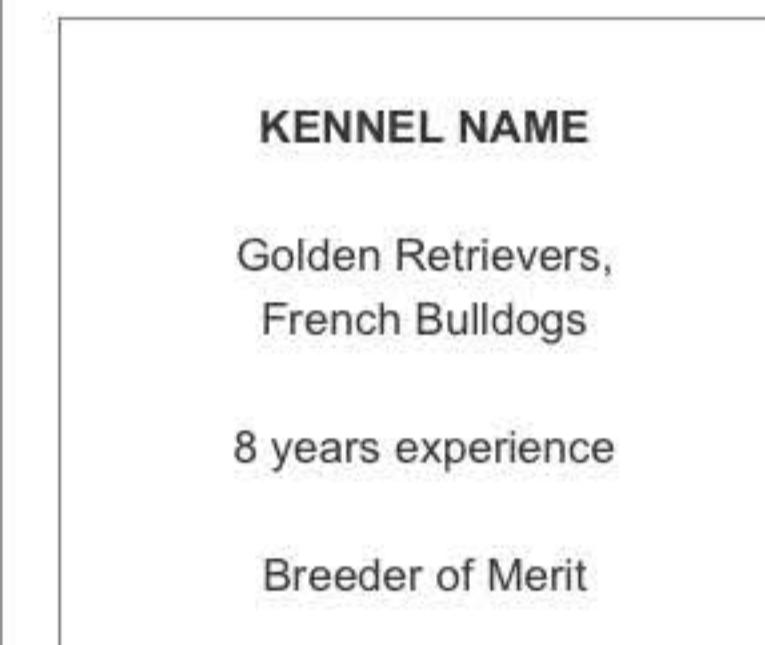
Male Golden Retriever

Dark Golden

Walker, LA 71785



SHORT GALLERY AS PER BREED FEED DESIGN.



KENNEL NAME

Golden Retrievers,
French Bulldogs

8 years experience

Breeder of Merit



VETERINARIAN DETAILS ^



FEEDBACK



Storefront Location Menu

American Kennel Club Marketplace



AMERICAN KENNEL CLUB®



0. Precondition:
User clicked on the "See Other Locations" button in a storefront.
1. Change Location Menu
If more than one location exists for the storefront, Clicking on See Other Storefronts opens a list of locations. Currently viewed location is highlighted. Choosing a location switches to that location's page.

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Listings

V_I





MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Listing



HERO IMAGE OF THE DOG

1

Dog Listing title goes here and here and here

DESCRIPTION GOES HERE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

SHORT GALLERY AS PER BREED FEED DESIGN.

3

DOG NAME

Male Golden Retriever
Dark Golden
Adult

DOB: 10/04/2013
1 Year 3 Months

Price: \$XXXX

CONTACT INFO

Contact Name
(212) 254-8800

city, state, ZIP

[website.com](#)
Login to see e-mail

OTHER DETAILS

Microchip: No
Spayed/Neutered: No
Rescue Network: Golden Retriever Rescue of America
AKC Registered: Yes

HEALTH & VACCINES

Lorem ipsum dolor Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.

FPO MY AKC

TITLE OF LISTING

DESCRIPTION GOES HERE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

SHORT GALLERY AS PER BREED FEED DESIGN.

DOG NAME

Male Golden Retriever
Dark Golden
Adult

DOB: 10/04/2013
1 Year 3 Months

Price: \$XXXX

CONTACT INFO

Contact Name
(212) 254-8800

city, state, ZIP

[website.com](#)
Login to see e-mail

OTHER DOGS IN THIS LITTER

Sire: Sir Truffle Hunter Buckingham
Dam: Mushy Peas Please Pass the Butter
Litter born: 10/4/2013

Dog Listing title goes here and here and here and here

DOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

Dog Listing title goes here and here and here and here

DOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

Dog Listing title goes here and here and here and here

DOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

Dog Listing title goes here and here and here and here

DOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

Dog Listing title goes here and here and here and here

DOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

Listing (Dog)

American Kennel Club Marketplace
Wireframes



AMERICAN KENNEL CLUB™



- 0. Precondition:**
User has clicked on a dog listing tile, social link, external link, or manually typed URL in browser.

- 1. Cover/Hero Image**

- 2. Title & Description**

- 3. Gallery**
If photos/videos are populated, show gallery.

- 4. Listing Metadata**

- 5. Other Dogs in this Litter**

If listing is associated with a litter, show this section with the sire/dam information and litter birthday, followed by tiles for each dog listing in this litter.

OTHER DOGS IN THIS LITTER

5

Sire: Sir Truffle Hunter Buckingham **Dam:** Mushy Peas Please Pass the Butter
Litter born: 10/4/2013

OTHER DOGS IN THIS LITTER

Sire: Sir Truffle Hunter Buckingham
Dam: Mushy Peas Please Pass the Butter
Litter born: 10/4/2013

Dog Listing title goes here and here and here and here

DOG
Male Golden Retriever
Dark Golden

Walker, LA 71785

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Listing

HERO IMAGE OF LISTING (1)

TITLE OF LISTING (2)

DESCRIPTION GOES HERE (4) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

Category: Grooming Tools (5)

Ideal for: All Breeds

Price: \$XX.YY

CONTACT INFO

Contact Name
(212) 254-8800
city, state, ZIP
[website.com](#)
Login to see e-mail

OTHER LISTINGS BY THIS SELLER (6)

Dog Listing title goes here and here and here and here	Dog Listing title goes here and here and here and here	Dog Listing title goes here and here and here and here
DOG Male Golden Retriever Dark Golden Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785
Dog Listing title goes here and here and here and here	Dog Listing title goes here and here and here and here	
DOG Male Golden Retriever Dark Golden Walker, LA 71785	DOG Male Golden Retriever Dark Golden Walker, LA 71785	

FPO

TITLE OF LISTING

SHORT GALLERY AS PER BREED FEED DESIGN.

DESCRIPTION GOES HERE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

Category: Grooming Tools

Ideal for: All Breeds

Price: \$XX.YY

CONTACT INFO

Contact Name
(212) 254-8800
city, state, ZIP
[website.com](#)
Login to see e-mail

OTHER LISTINGS BY THIS SELLER

Dog Listing title goes here and here and here and here
DOG Male Golden Retriever Dark Golden Walker, LA 71785

Listing (Service/Product)

American Kennel Club Marketplace

Wireframes



AMERICAN KENNEL CLUB

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Listing



1

EVENT NAME 2

DESCRIPTION GOES HERE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

SHORT GALLERY AS PER BREED FEED DESIGN.

3

Event Type: Class

AKC Event Type: Agility

Ideal for: All Breeds

Price: \$XX.YY

Affiliated AKC Club: Long Shore Kennel Club

CONTACT INFO

Contact Name
(212) 254-8800website.com
Login to see e-mail

LOCATION

Bayside Park
123 Green Way,
Cityname, CT
[Map](#)

DATES & TIMES

Mon. Oct. 10
9:00a-2:00pTue. Oct 11
10:30a-1:30pThu. Oct 13
10:00a-5:00pOTHER EVENTS BY THIS ORGANIZER 5

Event Name Goes Here <u>Lorem Ipsum Dolor</u>	Event Name Goes Here <u>Lorem Ipsum Dolor</u>	Event Name Goes Here <u>Lorem Ipsum Dolor</u>
EVENT Date(s): May 14-15, 2015	EVENT Date(s): May 14-15, 2015	EVENT Date(s): May 14-15, 2015
Walker, LA 71785	Walker, LA 71785	Walker, LA 71785

FPO

AKC

MY AKC

EVENT NAME

DESCRIPTION GOES HERE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

SHORT GALLERY AS PER BREED FEED DESIGN.

Event Type: Class

AKC Event Type: Agility

Ideal for: All Breeds

Price: \$XX.YY

Affiliated AKC Club: Long Shore Kennel Club

CONTACT INFO

Contact Name
(212) 254-8800website.com
Login to see e-mail

OTHER EVENTS BY THIS ORGANIZER

Event Name Goes Here <u>Lorem Ipsum Dolor</u>

Listing (Event)

American Kennel Club Marketplace

Wireframes



AMERICAN KENNEL CLUB™



0. Precondition:

User has clicked on an event listing tile, social link, external link, or manually typed URL in browser.

1. Cover/Hero Image

2. Title & Description

3. Gallery

If photos/videos are populated, show gallery.

4. Listing Metadata

5. Other Event Listings by this seller

Display all other event listings by the same profile and/or associated storefront.

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Account Screens

V1





MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / **About Marketplace**

1



ABOUT MARKETPLACE

2

This is an intro paragraph to marketplace. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

[GET STARTED](#)

1

3

The wireframe shows a header with the FPO logo and 'MY AKC'. Below the header is a large area with a large 'X' drawn through it. The title 'ABOUT MARKETPLACE' is centered below the X. To the right of the title is a paragraph of placeholder text. At the bottom is a 'GET STARTED' button with the number '2' in a blue box above it.

LEARN MORE PAGE

American Kennel Club Marketplace
Wireframes

AMERICAN
KENNEL CLUB™

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [Getting Started](#) / **About You**

This is an intro paragraph for creating an MP profile and why it's different from just having a standard Gigya login via [akc.org](#).

1



2

1. ABOUT YOU

2. CHOOSE PLAN

3. SETUP STORE

To start, tell us about yourself.

Full Name:*

3

Date of Birth:*

CANCEL

SUBMIT

4

FPO

AKC

MY AKC

1. ABOUT YOU

To start, tell us about yourself.

Full Name:*



Date of Birth:*

SUBMIT

CANCEL

New Profile

American Kennel Club Marketplace
WireframesAMERICAN
KENNEL CLUB™

0. Precondition:

User is logged into Gigya, doesn't have an MP profile, and user clicked the "Create Profile" button in header or "Get Started" button from the learn more page.

1. Intro paragraph/image

2. MP Account Overview

Sub-navigation for the getting started flow.

3. MP Profile Fields

Collect the user's full name and data of birth to help verify uniqueness of accounts. All fields required. Can we pull these from Gigya data?

4. SUBMIT / CANCEL

Cancel returns to MP home. Submit continues to choose plan screen, unless there are validation errors.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Getting Started / Choose Plan

This is an intro paragraph for creating an storefront.

1. ABOUT YOU 2. CHOOSE PLAN 3. SETUP STORE

Profile saved. Choose a plan.

Storefront Basic**\$29/listing,**
3-month expiry

Pay per listing

Limited Store Page

CHOOSE BASIC

1

Storefront Plus**\$99/year,**
or **\$30/quarter**

Unlimited Listings

Detailed Store Page

Custom Web Address

Photos & Videos

Multiple Store Locations
and Administrators

CHOOSE PLUS

2



FPO

AKC

MY AKC

2. CHOOSE PLAN

Profile saved. Choose a plan.

Storefront Basic**\$29/listing,**
3-month expiry

Pay per listing

Limited Store Page

CHOOSE BASIC

3

Storefront Plus**\$99/year,**
or **\$30/quarter**

Unlimited Listings

Detailed Store Page

Custom Web Address

Photos & Videos

Multiple Store Locations
and Administrators

CHOOSE PLUS

4

Choose Plan**American Kennel Club Marketplace**

Wireframes

AMERICAN
KENNEL CLUB™

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10



MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / **Edit Profile**

This is an intro paragraph for creating an MP profile and why it's different from just having a standard Gigya login via akc.org.

PROFILE

STOREFRONT

LISTINGS

Full Name:*

John Smith

Date of Birth:*

01/01/68



CANCEL

SUBMIT

1

FPO

AKC

MY AKC

PROFILE

Full Name:*

John Smith

Date of Birth:*

01/01/68

SUBMIT

CANCEL

New Profile

American Kennel Club Marketplace
Wireframes

AMERICAN
KENNEL CLUB™

0. Precondition:

User is logged into Gigya, has an MP profile, and user clicked the "Edit Profile" button.

1. SUBMIT / CANCEL

Cancel returns to MP home. Submit validates input and stays on screen if successful. User uses subnavigation to move between sections or the my marketplace menu.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / My Storefront

This is an intro paragraph for creating an storefront.



PROFILE

STOREFRONT

LISTINGS

Your Storefront Plus page is active at akc.org/marketplace/biscuits-and-bath

Your next payment is 11/1/2015.

1

Your storefront has been viewed XX times this month.

EDIT STOREFRONT

1

UNLIST STOREFRONT

2

3

FPO



MY AKC

STOREFRONT ▾

Your storefront is active at akc.org/marketplace/biscuits-and-bath

Your next payment is 11/1/2015.

Your storefront has been viewed XX times this month.

EDIT STOREFRONT

UNLIST STOREFRONT

Manage Storefront

American Kennel Club Marketplace

Wireframes



AMERICAN
KENNEL CLUB™



0. Precondition:

User is logged into Gigya, has an MP profile, and user clicked the "Manage Storefront" button.

1. Storefront Summary

List the status of the storefront and its URL, the next payment (if applicable) and number of views in the last 30 days.

2. Edit Storefront Button

Opens the edit storefront interface.

3. Unlist Store (TBD)

Grants the ability to disable the store page from results and disable the URL.

- 1
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- 9
- 10



MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / My Listings

This is an intro paragraph for creating a listing.



PROFILE

STOREFRONT

LISTINGS

10 active listings
5 expired listings
1 pending listing

XX Views in the last month.

EDIT LISTINGS

NEW LISTING

1

2

3

FPO

AKC

MY AKC

LISTINGS ▾

10 active listings
5 expired listings
1 pending listing
XX Views in the last month.

EDIT LISTINGS

NEW LISTING

Manage Listings

American Kennel Club Marketplace
Wireframes



AMERICAN
KENNEL CLUB™



0. Precondition:

User is logged into Gigya, has an MP profile, and user clicked the "Manage Storefront" button.

1. Listing Summary

List the status of the total active, expired and pending listings. And number of views in the last 30 days.

2. Edit Listings Button

Opens the edit listing interface.

3. New Listing Button

Opens the new listing interface.

- 1
- 2
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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / **My Listings**

This is an intro paragraph for creating a listing.



PROFILE

STOREFRONT

LISTINGS

You don't have any listings.

\$29/listing

- Pay as you go
- Listings last 3 months
- Ideal for occasional sellers and hobbyists

CREATE LISTING

1



LISTINGS ▾

You don't have any listings.

- Pay as you go
- Listings last 3 months
- Ideal for occasional sellers and hobbyists

\$29/listing

CREATE LISTING

Manage Listing (New User, Basic)

American Kennel Club Marketplace

Wireframes



AMERICAN
KENNEL CLUB™



0. Precondition:

user has created an MP profile and a storefront basic plan. User has no listings and clicks on "Manage Listings" button.

1. Create Listing Button

Proceed to new listing flow.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / My Listings

This is an intro paragraph for creating a listing.



PROFILE

STOREFRONT

LISTINGS

You don't have any listings.

CREATE LISTING

FPO

AKC

MY AKC

LISTINGS ▾

You don't have any listings.

CREATE LISTING

Manage Listings (New User, Plus)

American Kennel Club Marketplace
Wireframes



AMERICAN
KENNEL CLUB™



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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Getting Started / Setup Store / Overview

Explains the overview content and where it appears.

1. ABOUT YOU 2. CHOOSE PLAN 3. SETUP STORE

OVERVIEW LOCATION(S) SERVICES PHOTOS & VIDEOS BILLING & PAYMENT



UPLOAD LOGO

3

Storefront Name:*

Biscuits and Bath

Custom URL (what is this?):*

biscuits-and-bath

Available ✓

4

Describe of your Business (limit 500 characters):*

lorem ipsum dolor

5

UPLOAD COVER PHOTO
1280x500 - LIMIT 1MB

SAVE FOR LATER

CONTINUE

7

CANCEL

Administrators (Other users who may administer this storefront and add listings to it):

John Smith (john.smith@example.com) active [remove from storefront](#)john.smith@example.com invitation pending [revoke invitation](#)Enter new administrator email: x

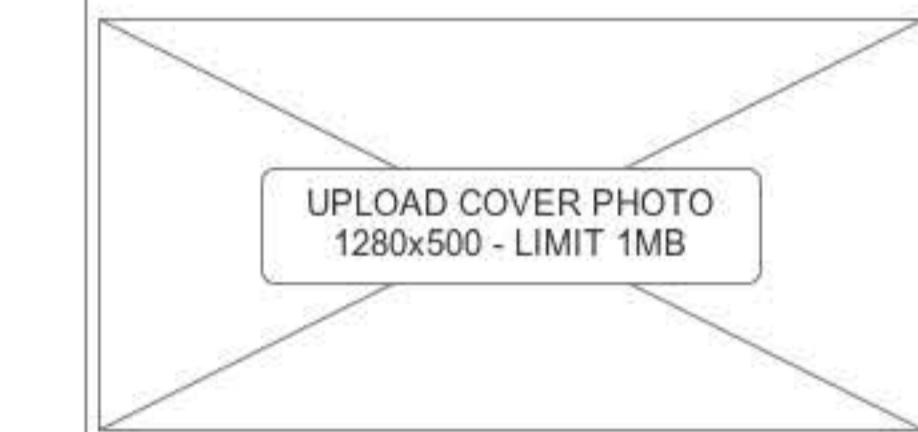
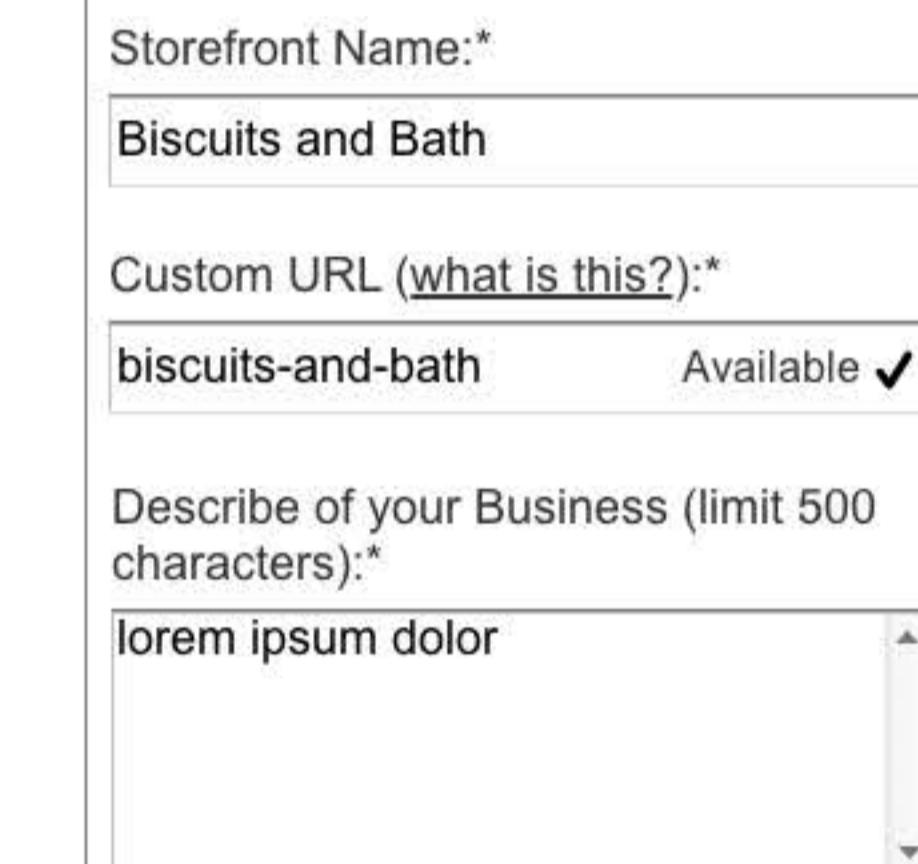
+ Add Another Administrator



3. SETUP STORE OVERVIEW



UPLOAD LOGO

UPLOAD COVER PHOTO
1280x500 - LIMIT 1MB

Administrators (Other users who may administer this storefront and add listings to it):

John Smith (john.smith@example.com) active [remove from storefront](#)John Smith (john.smith@example.com) invitation pending [revoke invitation](#)Enter new administrator email: x

+ Add Another Administrator

CONTINUE

SAVE FOR LATER

CANCEL

New/Edit Storefront - Overview



AMERICAN KENNEL CLUB



American Kennel Club Marketplace

Wireframes

0. Precondition:

User has finished setting up a new MP profile and continued to "Setup Store", or user has clicked "Edit Storefront" from "Manage Storefront". This is specific to PLUS plans.

1. Subnavigation

While creating/editing a storefront, a subnavigation with specific storefront sections appears. The first item in the list goes back to the "Choose Plan" or "Manage Storefront" section for New Users and Existing Users, respectively. The first item also says "3. Setup Store" or "Manage Storefront" based on the same rules above.

2. Upload Photos

Upload interface for logo and cover photo for storefront. Specs TBD.

3. Store Name

This is the title that appears in the storefront template.

4. Custom URL

Typing in a custom URL automatically checks if the URL is available. No spaces or special characters allowed. What is this? has popup explaining the rules and the concept of a custom URL.

5. Store Description

This is the description that appears in the storefront template.

6. Store Admins

Repeater list of store admins. You can add as many admins as needed. Each invite generates an email to that email address. Verify that the email address isn't already in the MP system, if so flag the error. When that email address logs in for the first time, they will be granted access to this organization. Users may only be associated with one organization.

Show the email address and name from the user profile record if the user registered with Gigya and show active status and show link to remove that user from this store/organization. Show email if invitation is pending and user has never logged in to Gigya, along with "Revoke Invitation" to cancel the invite.

7. Save / Continue

Save retains any valid information entered and returns to previous level. Continue moves on to next section for new users. For existing users, show save button and stay on page; users move around with sub navigation.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Getting Started / Setup Store / Locations

Explain how you can have multiple locations and switch among them.

1. ABOUT YOU 2. CHOOSE PLAN 3. SETUP STORE

OVERVIEW LOCATION(S) SERVICES PHOTOS & VIDEOS BILLING & PAYMENT

Location Name:*

Tribeca

1

 Primary Location

Contact Name:*

Manager's Name

Phone:

(212) 254-8800

2

Email Address:*

dude@biscuitsandbath.com

Address 1:*

address name

Address 2:

address 2

Website:

biscuitsandbath.com

City:*

City

Hours:

SUN 10:00a to 5:00p

MON 10:00a to 5:00p

TUE 10:00a to 5:00p

WED 10:00a to 5:00p

THU 10:00a to 5:00p

FRI 10:00a to 5:00p

SAT 10:00a to 5:00p

State:*

New York

ZIP:*

10013

Can Travel?

Up to 5 miles

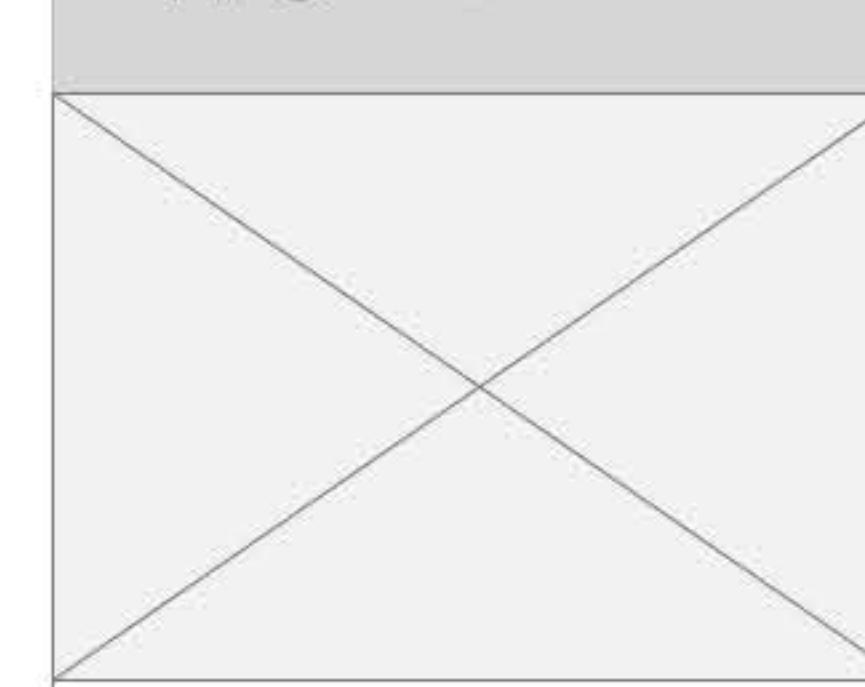
+ Add Another Location

3

SAVE FOR LATER

CONTINUE

CANCEL

FPO
MY AKC

3. SETUP STORE LOCATION

Location Name:*

Primary Location

 Primary Location

Contact Name:*

Manager's Name

Address 1:*

address name

Address 2:

address 2

City:*

City

State:*

New York

ZIP:*

10013

Can Travel?

Up to 5 miles

Phone:

(212) 254-8800

Email Address:*

dude@biscuitsandbath.com

Website:

biscuitsandbath.com

Hours:

SUN

10:00a 5:00p

MON

10:00a 5:00p

TUE

10:00a 5:00p

WED

10:00a 5:00p

THU

10:00a 5:00p

FRI

10:00a 5:00p

SAT

10:00a 5:00p

+ Add Another Location

CONTINUE

SAVE FOR LATER

CANCEL

New/Edit Storefront - Location

AMERICAN
KENNEL CLUB™American Kennel Club Marketplace
Wireframes**0. Precondition:**

New user has continued from Overview or existing user clicked Locations in sub navigation. This is specific to PLUS plans.

1. Location Name / Primary?

Name the current location and toggle whether it is the Primary Location (i.e., default location for the storefront).

2. Location-Specific Fields

Set of fields for each location, including Contact Name, Address1, Address2, City, State, ZIP, Can Travel (No, Up to 5 miles, Up to 20 miles, Up to 100 miles, any distance), Phone, Email address, Website, Hours.

3. Add Location

Creates another location block.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Getting Started / Setup Store / Services

Explain how you can attach multiple services to a given location, and switch locations.

1. ABOUT YOU	2. CHOOSE PLAN	3. SETUP STORE
OVERVIEW	LOCATION(S)	SERVICES
PHOTOS & VIDEOS	BILLING & PAYMENT	

Tribeca Services Other Locations

1

Services Offered at this Location:

Service Type:* Breeding

Kennel Name:*

Practice Summary (limit 100 characters):*

Titled Dogs Bred

Conformation 10 x

+ Add Another Title 3

Are you a Breeder of Merit? Yes

Years of Experience:*

Club Affiliations (limit 100 characters):

Applicable Breeds

Golden Retriever x

+ Add Another Breed 4

Service Type: Choose Service 5

+ Add Another Service 6

X

SAVE FOR LATER

CANCEL

FPO

X

3. SETUP STORE SERVICES

Tribeca Services

Other Locations

Services Offered at this Location:

Service Type:*
Breeding

Kennel Name:*

Practice Summary (limit 100 characters):*

Titled Dogs Bred

Conformation 10 x

+ Add Another Title

Are you a Breeder of Merit? Yes

Years of Experience:*

Club Affiliations (limit 100 characters):

Applicable Breeds

Golden Retriever x

+ Add Another Breed

Service Type: Choose Service X

+ Add Another Service

CONTINUE

SAVE FOR LATER

CANCEL

New/Edit Storefront - Services

American Kennel Club Marketplace
WireframesAMERICAN
KENNEL CLUB™

- 0. Precondition:**
New user has continued from Locations or existing user clicked Services in sub navigation. This is specific to PLUS plans.

- 1. Location**
Name of the current location that you're editing; Other Locations button works just like the Storefront page, enabling users to switch and edit another location.

- 2. Fields for a Service at the Location.**
User must choose a Service Type before the fields appear, because fields are specific to each service. Full spec of fields TBD.

- 3. Repeater Fields for Titled Dogs Bred**
User can enter multiple Titled Dogs Bred, one for each title type (full list TBC).

- 4. Applicable Breeds**
User can enter multiple breeds.

- 5. New Service**
When no service is selected, no fields appear. Also note that for every service beyond the first, a delete button appears to remove the service.

- 6. Add New Service**
Adds another service module.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Getting Started / Setup Store / Photos & Videos

1. ABOUT YOU **2. CHOOSE PLAN** **3. SETUP STORE**

OVERVIEW	LOCATION(S)	SERVICES	PHOTOS & VIDEOS	BILLING & PAYMENT
----------	-------------	----------	----------------------------	-------------------

Primary Location **1**

Breeding Photos: **2**

Grooming Photos:

SAVE FOR LATER **CONTINUE**

CANCEL

Add to your Album **5**

1: Upload photos from desktop or mobile device.

UPLOAD

3: Display YouTube Videos

Add Link to Video here

SUBMIT

FPO MY AKC

3. SETUP STORE **PHOTOS & VIDEOS**

Primary Location

Other Locations

Breeding Photos:

+ ADD PHOTO

Grooming Photos:

+ ADD PHOTO

CONTINUE

SAVE FOR LATER

CANCEL

Add to your Album

1: Upload photos from desktop or mobile device.

UPLOAD

2: Display YouTube Videos

Add Link to Video here

SUBMIT

New/Edit Storefront - Photos/Videos

American Kennel Club Marketplace
Wireframes



AMERICAN KENNEL CLUB™



0. Precondition:

New user has continued from Services or existing user clicked Photos & Videos in sub navigation. This is specific to PLUS plans.

1. Location

Name of the current location that you're editing; Other Locations button works just like the Storefront page, enabling users to switch and edit another location.

2. Service Photos

Show a gallery upload interface for each service added to the location.

3. Uploaded Photos

For photo that was already uploaded, show thumbnail preview, trash button and edit button. Need delete confirm modal and edit screen.

4. Add Photo Prompt

At end of photo list show Add Photo CTA. Opens upload modal.

5. Upload Modal

Similar to AKC.org design, allows upload of photo or YouTube URL input. Also gives ability to add caption to photos (but not videos).

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / Getting Started / Setup Store / Billing & Payment

Overview of payment methods and recurring payments. You will not be charged until you review the order.

1. ABOUT YOU	2. CHOOSE PLAN	3. SETUP STORE
OVERVIEW	LOCATION(S)	SERVICES
PHOTOS & VIDEOS	BILLING & PAYMENT	

CHOOSE PLAN:

Storefront Plus 1

\$99/year \$30/quarter

\$21 savings

 Storefront Basic

Pay \$29/listing. Your storefront will be limited until you purchase a storefront plus plan at any time.

BILLING ADDRESS:

Name:*
Manager's Name

Phone:
(212) 254-8800

Company Name:
biscuits and bath

Email Address:*
dude@biscuitsandbath.com

Address 1:*

address name

City:*

City

Address 2:
address 2

State:*

New York

ZIP:*

10013

CREDIT CARD DETAILS:

Card Number:*

4111

VISA

CVV:*

01

Expiry Month:*

17

/

Expiry Year:*

SAVE FOR LATER

REVIEW

CANCEL

5

3. SETUP STORE BILLING & PAYMENT

CHOOSE PLAN:

Storefront Plus

\$99/year

\$21 savings

\$30/quarter

 Storefront Basic

Pay \$29/listing. Your storefront will be limited until you purchase a storefront plus plan at any time.

BILLING ADDRESS:

Name:*

Manager's Name

Company Name:

biscuits and bath

Address 1:*

address name

Address 2:

address 2

Phone:

(212) 254-8800

Email Address:*

dude@biscuitsandbath.com

City:*

City

State:*

New York

ZIP:*

10013

CREDIT CARD DETAILS:

Card Number:*

4111

VISA

CVV:*

Expiry Month:*

01

Expiry Year:*

17

CONTINUE

SAVE FOR LATER

CANCEL

New/Edit Storefront - Billing & Payment

American Kennel Club Marketplace
WireframesAMERICAN
KENNEL CLUB™

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0. Precondition:

New user has continued from Photos & Videos or existing user clicked Billing & Payment in sub navigation. This is specific to PLUS plans.

1. Choose Plan

For users who chose a Storefront Plus plan, those options appear in row 1.

2. Billing Address

Standard fields needed for payment processing.

3. Card Info

Standard fields needed for payment processing.

4. Card Indicator

Use algorithm to highlight card type based on user input of Number (e.g., Visa is 4XXX, etc.). This is a standard feature that saves user from selecting card type.

5. Review button

If no plan exists yet or plan is expired and/or changed, enable review button. Otherwise, Review button should be disabled.



MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [Getting Started](#) / [Setup Store](#) / [Billing & Payment](#) / **Review**

Your card will be charged when you click Submit Order.

1. ABOUT YOU	2. CHOOSE PLAN	3. SETUP STORE		
OVERVIEW	LOCATION(S)	SERVICES	PHOTOS & VIDEOS	BILLING & PAYMENT

REVIEW ORDER

Plan: Storefront Plus, \$99/year. Next payment is 10/23/2015. 1

BILLING ADDRESS:

Firstname Lastname
Biscuits and Bath
123 4 st 1st flr
212-254-8800
dude@biscuitsandbath.com
City, NY, 10013

CREDIT CARD DETAILS:

VISA ending in 4321
Expires 01/17

EDIT**SUBMIT ORDER**

FPO

AKC MY AKC

[3. SETUP STORE](#) [BILLING & PAYMENT](#)**REVIEW ORDER**

Plan: Storefront Plus, \$99/year.
Next payment is 10/23/2015.

BILLING ADDRESS:

Firstname Lastname
Biscuits and Bath
123 4 st 1st flr
212-254-8800
dude@biscuitsandbath.com
City, NY, 10013

CREDIT CARD DETAILS:

VISA ending in 4321
Expires 01/17

SUBMIT ORDER**EDIT****New/Edit Storefront - Review****American Kennel Club Marketplace**

Wireframes

AMERICAN
KENNEL CLUB™1
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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [Getting Started](#) / [Setup Store](#) / [Billing & Payment](#) / **Thank You**

Welcome message to the AKC Marketplace and best wishes for your growing business.

1. ABOUT YOU 2. CHOOSE PLAN 3. SETUP STORE

OVERVIEW LOCATION(S) SERVICES PHOTOS & VIDEOS BILLING & PAYMENT

THANK YOU

Your credit card ending in 4321 has bee charged \$99.00. Your order number is WOOF123. 1

Your Storefront is now publicly accessible at www.akc.org/marketplace/biscuits-and-bath 2

What would you like to do next?

EDIT PROFILE

EDIT STOREFRONT

MANAGE LISTINGS 1

3

FPO

MY AKC

3. SETUP STORE BILLING & PAYMENT

THANK YOU

Your credit card ending in 4321 has bee charged \$99.00.
Your order number is
WOOF123.

Your Storefront is now publicly accessible at
[www.akc.org/marketplace/
biscuits-and-bath](http://www.akc.org/marketplace/biscuits-and-bath)

What would you like to do next?

MANAGE LISTINGS

EDIT STOREFRONT

EDIT PROFILE

New/Edit Storefront - Thank You

American Kennel Club Marketplace
Wireframes

AMERICAN
KENNEL CLUB™

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[MARKETPLACE](#)[Back to AKC.org](#)

MY MARKETPLACE

[Marketplace Home](#) / [Getting Started](#) / [Setup Store](#) / **Overview**

Explains the overview content and where it appears.

1. ABOUT YOU	2. CHOOSE PLAN	3. SETUP STORE
OVERVIEW	LOCATION	CONFIRM PLAN

Storefront Name:*

Biscuits and Bath

Describe of your Business (limit 500 characters):*

lorem ipsum dolor

[SAVE FOR LATER](#)[SUBMIT](#)

MY MARKETPLACE

FPO MY AKC

[3. SETUP STORE](#) [OVERVIEW](#)

Storefront Name:*

Biscuits and Bath

Describe of your Business (limit 500 characters):*

lorem ipsum dolor

[SUBMIT](#)[SAVE FOR LATER](#)

New/Edit Storefront Basic - Overview

American Kennel Club Marketplace

Wireframes

AMERICAN
KENNEL CLUB™**0. Precondition:**

User has finished setting up a new MP profile, chosen BASIC plan and continued to "Setup Store", or user has clicked "Edit Storefront" from "Manage Storefront".

1. Subnavigation

User has fewer options than the Plus plan.

2. Store Name

This is the title that appears in the storefront template.

3. Store Description

This is the description that appears in the storefront template.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [Getting Started](#) / [Setup Store](#) / **Location**

Explain how you can have multiple locations and switch among them.

1. ABOUT YOU	2. CHOOSE PLAN	3. SETUP STORE
OVERVIEW	LOCATION	CONFIRM PLAN

Contact Name:*

Manager's Name

1

Phone:

(212) 254-8800

Address 1:*

address name

Email Address:*

dude@biscuitsandbath.com

Address 2:

address 2

Website:

biscuitsandbath.com

City:*

City

State:*

New York

ZIP:*

10013

SAVE FOR LATER**SUBMIT**

1

FPO

AKC MY AKC

3. SETUP STORE LOCATION

Contact Name:*

Manager's Name

Address 1:*

address name

Address 2:

address 2

City:*

City

Phone:

(212) 254-8800

Email Address:*

dude@biscuitsandbath.com

Website:

biscuitsandbath.com

State:*

New York

ZIP:*

10013

SUBMIT

SAVE FOR LATER

New/Edit Storefront Basic - Location

AMERICAN
KENNEL CLUB™

American Kennel Club Marketplace

Wireframes

0. Precondition:

New user has continued from Overview or existing user clicked Locations in sub navigation. This is specific to BASIC plans.

1. Location-Specific Fields

Set of fields for each location, including Contact Name, Address1, Address2, City, State, ZIP, Can Travel (No, Up to 5 miles, Up to 20 miles, Up to 100 miles, any distance), Phone, Email address, Website, Hours.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [Getting Started](#) / [Setup Store](#) / **Confirm Plan**

Overview of free plan, continues to the listing management interface.

1. ABOUT YOU	2. CHOOSE PLAN	3. SETUP STORE
OVERVIEW	LOCATION	CONFIRM PLAN

CHOOSE PLAN: **Storefront Basic** 1

Pay \$29/listing. Your storefront will be limited until you purchase a storefront plus plan at any time.

Upgrade to Storefront Plus? 2 **\$99/year**

\$21 savings

 \$30/quarter

FPO

AKC

MY AKC

3. SETUP STORE CONFIRM PLAN

CHOOSE PLAN:

Storefront Basic

Pay \$29/listing. Your storefront will be limited until you purchase a storefront plus plan at any time.

Upgrade to Storefront Plus?

\$99/year
\$21 savings

\$30/quarter

CONTINUE

SAVE FOR LATER

SAVE FOR LATER**CONTINUE****New/Edit Storefront Basic - Confirm Plan****American Kennel Club Marketplace**
Wireframes**AMERICAN
KENNEL CLUB™****0. Precondition:**

New user has continued from Location or existing user clicked Confirm Plan in sub navigation. This is specific to BASIC plans.

1. Choose Plan

For users who chose a Storefront Basic plan, that option appears in row 1.

2. Upgrade CTA

Show options to upgrade basic plan to plus. If changing to paid, return user to Overview with full storefront options (see 5.5)

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [Getting Started](#) / [Setup Store](#) / [Confirm Plan](#) / **Thank You**

Welcome message to the AKC Marketplace and best wishes for your growing business.

1. ABOUT YOU	2. CHOOSE PLAN	3. SETUP STORE
OVERVIEW	LOCATION	CONFIRM PLAN

THANK YOU

Your Storefront is now publicly accessible at www.akc.org/marketplace/123455677

1

What would you like to do next?

2

[EDIT PROFILE](#)[EDIT STOREFRONT](#)[MANAGE LISTINGS](#)

FPO

AKC

MY AKC

3. SETUP STORE CONFIRM PLAN

THANK YOU

Your Storefront is now publicly accessible at www.akc.org/marketplace/123455677

What would you like to do next?

MANAGE LISTINGS

EDIT STOREFRONT

EDIT PROFILE

New/Edit Storefront Basic - Thank You

American Kennel Club Marketplace
Wireframes

AMERICAN
KENNEL CLUB™**0. Precondition:**

User submitted new order from Review Screen. This is specific to PLUS plans.

1. Storefront URL

Show generated storefront URL (i.e., non-vanity URL).

2. Next Steps CTAs

Show buttons to edit Profile, Edit Storefront or Manage Listings.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace Home / My Listings / Edit Listings

Explains the overview content and where it appears.

< LISTINGS EDIT LISTINGS

CREATE LISTING

CURRENT LISTINGS 2

<u>LISTING TITLE HERE</u> - expires 11/1/2014	1234 Views	<u>edit</u>	<u>unlist</u>
<u>LISTING TITLE HERE</u> - expires 11/1/2014	1234 Views	<u>edit</u>	<u>unlist</u>
<u>LISTING TITLE HERE</u> - expires 11/1/2014	1234 Views	<u>edit</u>	<u>unlist</u>

PENDING LISTINGS 3

<u>LISTING TITLE HERE</u> - updated 11/1/2014	<u>edit</u>	<u>delete</u>
---	-------------	---------------

EXPIRED LISTINGS 4

<u>LISTING TITLE HERE</u> - expired 11/1/2014	1234 Views	<u>renew</u>	<u>delete</u>
---	------------	--------------	---------------

FPO

AKC MY AKC

< EDIT LISTINGS

NEW LISTING

CURRENT LISTINGS

LISTING TITLE HERE
expires 11/1/2014
1234 Views 15 Features
edit unlist

LISTING TITLE HERE
expires 11/1/2014
1234 Views 15 Features
edit unlist

LISTING TITLE HERE
expires 11/1/2014
1234 Views 15 Features
edit unlist

PENDING LISTINGS

LISTING TITLE HERE
updated 11/1/2014
edit delete

EXPIRED LISTINGS

LISTING TITLE HERE
expired 11/1/2014
1234 Views 5 Features
renew delete

Edit Listings

American Kennel Club Marketplace
WireframesAMERICAN
KENNEL CLUB™

0. Precondition:
User has listings and clicked "Edit Listings" from the "Manage Listings" screen.

- 1.Create Listing button
Goes to Create Listing interface.

- 2.Current Listings
List of all "active" listings. Shows listing title, expiry date, views, edit button and unlist.
Edit enters edit listing interface. Unlist moves listing to Expired listings.

- 3.Pending Listing button
List of all "Pending" listings that were not published, but "saved for later". Shows listing title, updated date, edit button and delete.
Edit enters edit listing interface. Delete removes the listing entirely.

- 4.Expired Listing button
List of all "Expired" listings. Shows listing title, expired date, renew button and delete.
Renew goes to the Payment & Billing screen for that listing in edit view. Delete removes the listing entirely.

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MARKETPLACE

Back to AKC.org

[Marketplace Home](#) / [My Listings](#) / [Create/Edit Listing](#)

MY MARKETPLACE

1

< LISTINGS CREATE/EDIT LISTING PHOTOS & VIDEOS PAYMENT & BILLING

1 Listing Type:
2 Choose Listing Type

3 Specific Service/Location:
4 Choose Location/Service

5 Listing Name:
List Name

6 Describe of your Listing (limit 500 characters):

7 LISTING DETAILS
Choose a listing type to enter the listing details.

8 SAVE FOR LATER CONTINUE CANCEL

FPO

MY AKC

Listing Type:*
Choose Listing Type

UPLOAD COVER PHOTO
1280x500 - LIMIT 1MB

Specific Service/Location:
Choose Location/Service

Listing Name:
List Name

Describe of your Listing (limit 500 characters):*

LISTING DETAILS
Choose a listing type to enter the listing details.

Edit/Create Listings - Overview

American Kennel Club Marketplace
WireframesAMERICAN
KENNEL CLUB™

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MARKETPLACE

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MY MARKETPLACE

Marketplace Home / My Listings / Create/Edit Listing / Overview

Explain how you can have multiple locations and switch among them.

< LISTINGS CREATE/EDIT LISTING PHOTOS & VIDEOS PAYMENT & BILLING

Listing Type:* Dog **Specific Service/Location:** Primary Location / Breeder

UPLOAD COVER PHOTO 1280x500 - LIMIT 1MB

Description of your Listing (limit 500 characters):* lorem ipsum dolor

LISTING DETAILS

Dog Type:* Puppy **Part of Litter?** 10/25/14: Dame Name + Sire Name

Breed:* Golden Retriever **Microchip?** Yes **Spayed/Neutered?** Yes

Gender:* Male Female **AKC Registered?** Yes

Colors & Markings: N/A **Vaccines & Health Info (limit 100 characters):*** lorem ipsum dolor

Date of Birth: **Price:** **Kennel / Rescue Network Name:**

CONTACT INFO

Address 1:* **Email Address:***
Address 2: **Website:**
City:* **Phone:**
State:* New York **ZIP:*** 10013

SAVE FOR LATER **CONTINUE** **CANCEL**

FPO MY AKC

CREATE/EDIT LISTING

Listing Type:* Dog

UPLOAD COVER PHOTO 1280x500 - LIMIT 1MB

Specific Service/Location: Primary Locaiton / Breeder

Listing Name:* Sir Elbert Rockefeller Cornelius

Describe of your Listing (limit 500 characters):* lorem ipsum dolor

LISTING DETAILS

Dog Type:* Puppy **Part of Litter?** 10/25/14: Dame Name + Sire

Breed:* Golden Retriever **Microchip?** Yes

Gender:* Male Female **Spayed/Neutered?** Yes

AKC Registered? Yes

Colors & Markings: N/A **Vaccines & Health Info (limit 100 characters):*** lorem ipsum dolor

Date of Birth: **Price:** **Part of Litter?** 10/25/14: Dame Name + Sire

Microchip? Yes **Spayed/Neutered?** Yes

AKC Registered? Yes

Vaccines & Health Info (limit 100 characters):* lorem ipsum dolor

Kennel / Rescue Network Name:

CONTACT INFO

Address 1:*
Address 2:
City:*
State:* New York **ZIP:*** 10013
Email Address:*
Website:
Phone:

CONTINUE **SAVE FOR LATER** **CANCEL**

Edit/Create Listings - Overview - DOG



AMERICAN KENNEL CLUB®

American Kennel Club Marketplace

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10**0. Precondition:**

User has listings and clicked "Edit" button on specific listing from the "Edit Listings" screen, or user clicked "Create Listing" button. User chose "DOG" as listing type.

1. Listing Fields for Dogs

Fields specific to Dog Listings TBD.

2. Litter Association

Associate this listing with a specific litter. Need ability to add new litter definition. TBD.



MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Marketplace.Home / My Listings / Create/Edit Listing / Overview

Explain how you can have multiple locations and switch among them.

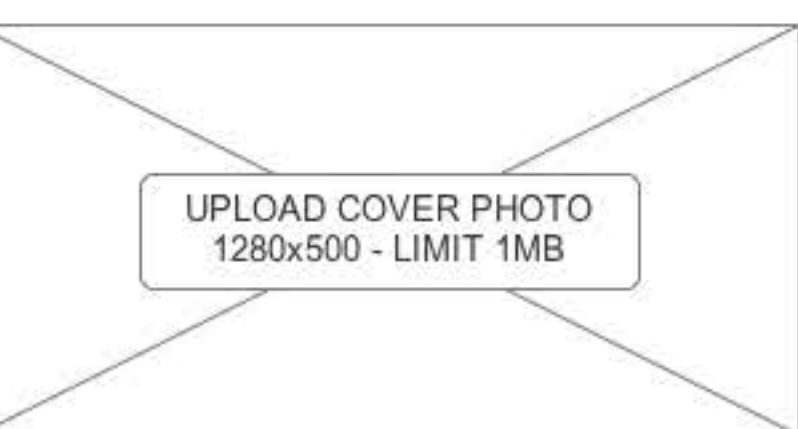
< LISTINGS CREATE/EDIT LISTING PHOTOS & VIDEOS PAYMENT & BILLING

Listing Type:^{*}

Event

Specific Service/Location:

Primary Location / Breeder

UPLOAD COVER PHOTO
1280x500 - LIMIT 1MBDescribe of your Listing (limit 500 characters):^{*}

lorem ipsum dolor

LISTING DETAILS

Event Type:^{*}

Meetup

Price:

1

Event Date(s) / Time(s):^{*}10/25/14 x
10:00a to 5:00p

+ Add Another Date/Time

Applicable Breeds:

Golden Retriever

AKC Event Categories:

Agility

+ Add Another Breed

CONTACT INFO

Address 1:^{*}Email Address:^{*}

Address 2:

Website:

City:^{*}

Phone:

State:^{*}

New York

ZIP:^{*}

10013

SAVE FOR LATER

CANCEL

CONTINUE

FPO MY AKC

< CREATE/EDIT LISTING

Listing Type:^{*}

Event



Specific Service/Location:

Primary Locaiton / Breeder

Listing Name:^{*}

All About Puppies!

Describe of your Listing (limit 500 characters):^{*}

lorem ipsum dolor

LISTING DETAILS

Event Type:^{*}

Meetup

Event Date(s) / Time(s):^{*}10/25/14 x
10:00a
5:00p

+ Add Another Date/Time

Applicable Breeds:

Golden Retriever

+ Add Another Breed

Price:

Club Affiliations (Limit 150 characters):

lorem ipsum dolor

AKC Event Categories:

Agility

+ Add Another Breed

CONTACT INFO

Address 1:^{*}

Address 2:

City:^{*}State:^{*}

New York

ZIP:^{*}

10013

Email Address:^{*}

Website:

Phone:

CONTINUE

SAVE FOR LATER

CANCEL

Edit/Create Listings - Overview - Events

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0. Precondition:

User has listings and clicked "Edit" button on specific listing from the "Edit Listings" screen, or user clicked "Create Listing" button.. User chose "DOG" as listing type.

1. Listing Fields for Events
Fields specific to Event Listings TBD.



MARKETPLACE

Back to AKC.org

MY MARKETPLACE

Explain how you can have multiple locations and switch among them.

< LISTINGS CREATE/EDIT LISTING PHOTOS & VIDEOS PAYMENT & BILLING

Listing Type:*

Product / Service

Specific Service/Location:

Primary Location / Breeder

UPLOAD COVER PHOTO
1280x500 - LIMIT 1MB

Describe of your Listing (limit 500 characters):*

lorem ipsum dolor

LISTING DETAILS

Product/Service Category:*

Grooming Tools

Applicable Breeds:

Golden Retriever

x

1

Price:

+ Add Another Breed

Quantity Available:

CONTACT INFO

Address 1:*

Email Address:*

Address 2:

Website:

City:*

Phone:

State:*

New York

ZIP:*

10013

SAVE FOR LATER

SUBMIT

< CREATE/EDIT LISTING

Listing Type:*

Product / Service

UPLOAD COVER PHOTO
1280x500 - LIMIT 1MB

Specific Service/Location:

Primary Locaiton / Breeder

Listing Name:*

Doggie Scissors

Describe of your Listing (limit 500 characters):*

lorem ipsum dolor

LISTING DETAILS

Product/Service Category:*

Grooming Tools

Price:

Quantity Available:

Applicable Breeds:

Golden Retriever

x

+ Add Another Breed

CONTACT INFO

Address 1:*

Address 2:

City:*

State:*

New York

ZIP:*

10013

Email Address:*

Website:

Phone:

SUBMIT

SAVE FOR LATER

CANCEL

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MARKETPLACE

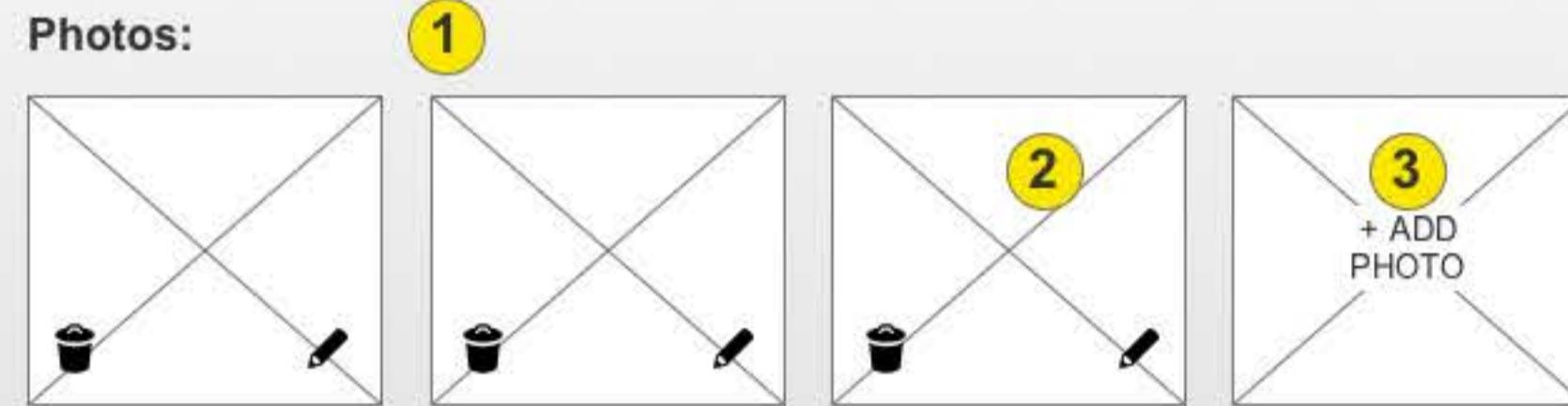
Back to AKC.org

Marketplace Home / My Listings / Create/Edit Listing / Photos & Videos

MY MARKETPLACE

< LISTINGS CREATE/EDIT LISTING PHOTOS & VIDEOS PAYMENT & BILLING

Listing Name



SAVE FOR LATER

SUBMIT

CANCEL

Add to your Album

1: Upload photos from desktop or mobile device.

UPLOAD

3: Display YouTube Videos

Add Link to Video here

SUBMIT



New/Edit Listing - Photos/Videos

American Kennel Club Marketplace

Wireframes

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MY MARKETPLACE

Marketplace Home / My Listings / Create/Edit Listing / Payment & Billing

PAYMENT & BILLING

< LISTINGS CREATE/EDIT LISTING PHOTOS & VIDEOS PAYMENT & BILLING

LISTING COST:

\$29.00, expires on 1/1/15

BILLING ADDRESS:

Name: [*]	Phone:	
Manager's Name	(212) 254-8800	
Company Name:	Email Address: [*]	
biscuits and bath	dude@biscuitsandbath.com	
Address 1: [*]	City: [*]	
address name	City	
Address 2:	State: [*]	ZIP: [*]
address 2	New York	10013

CREDIT CARD DETAILS:

Card Number: [*]	4111			VISA	MasterCard	Discover	4
CVV: [*]	Expiry Month: [*]	Expiry Year: [*]	01 / 17				
SAVE FOR LATER		REVIEW			5		
CANCEL							



< BILLING & PAYMENT

LISTING COST:

\$29.00,
expires on 1/1/15

BILLING ADDRESS:

Name: [*]	Manager's Name
Company Name:	biscuits and bath
Address 1: [*]	address name
Address 2:	address 2
Phone:	(212) 254-8800

Email Address: [*]	dude@biscuitsandbath.com
-----------------------------	--------------------------

City: [*]	City
--------------------	------

State: [*]	New York
ZIP: [*]	10013

CREDIT CARD DETAILS:

Card Number: [*]	4111		
CVV: [*]			
Expiry Month: [*]	01		
Expiry Year: [*]	17		
CONTINUE			
SAVE FOR LATER			
CANCEL			

New/Edit Listing Basic - Billing & Payment

American Kennel Club Marketplace
WireframesAMERICAN
KENNEL CLUB[®]

0. Precondition:

New user has continued from Photos & Videos or existing user clicked on renew for a specific listing in Edit Listings screen or edited a pending listing. Users editing an 'active' listing don't have the option to edit payment & billing. This is specific to Basic plans.

1. Listing Cost

For users who chose a Storefront Basic plan, show cost of listing and expiry date.

2. Billing Address

Standard fields needed for payment processing.

3. Card Info

Standard fields needed for payment processing.

4. Card Indicator

Use algorithm to highlight card type based on user input of Number (e.g., Visa is 4XXX, etc.). This is a standard feature that saves user from selecting card type.

5. Review button

If no plan exists yet or plan is expired and/or changed, enable review button. Otherwise, Review button should be disabled.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [My Listings](#) / [Create/Edit Listing](#) / **Payment & Billing**[**< LISTINGS**](#) [**CREATE/EDIT LISTING**](#) [**PHOTOS & VIDEOS**](#) [**PAYMENT & BILLING**](#)**LISTING COST:****FREE**Unlimited listings
with your Storefront
Plus plan.

1

[SAVE FOR LATER](#)
[CANCEL](#)[PUBLISH](#)

2

FPO MY AKC

BILLING & PAYMENT

LISTING COST:

FREE,
Unlimited listings
with your Storefront Plus plan.

PUBLISH

SAVE FOR LATER

CANCEL

New/Edit Listing PLUS - Billing & Payment**American Kennel Club Marketplace**
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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [My Listings](#) / [Create Listing](#) / [Payment & Billing](#) / **Review**

Your card will be charged when you click Submit Order.

< LISTINGS CREATE/EDIT LISTING PHOTOS & VIDEOS PAYMENT & BILLING

REVIEW ORDER**\$29.00 Listing - expires on 1/1/15****BILLING ADDRESS:**

Firstname Lastname
Biscuits and Bath
123 4 st 1st flr
212-254-8800
dude@biscuitsandbath.com
City, NY, 10013

1

CREDIT CARD DETAILS:

VISA ending in 4321
Expires 01/17

EDIT**SUBMIT ORDER**

1

The wireframe shows the header "FPO" and "MY AKC". Below the header is a large gray area with a large "X" drawn through it, indicating that the content below is not yet implemented or is a placeholder. At the bottom left is a back arrow labeled "<" and at the bottom right is a button labeled "BILLING & PAYMENT".

REVIEW ORDER**\$29.00 Listing - expires on 1/1/15****BILLING ADDRESS:**

Firstname Lastname
Biscuits and Bath
123 4 st 1st flr
212-254-8800
dude@biscuitsandbath.com
City, NY, 10013

CREDIT CARD DETAILS:

VISA ending in 4321
Expires 01/17

SUBMIT ORDER**SAVE FOR LATER****New/Edit Listing Basic - Review**

American Kennel Club Marketplace
Wireframes

AMERICAN
KENNEL CLUB™**0. Precondition:**

User is on basic plan, is creating a new listing and user has continued from Billing & Payment, or renewing an expired listing from Manage listings, or clicked Payment & Billing after editing a Pending listing.

1. Review Details

Summarize listing cost, expiry date and billing address/card details. Submitting order sends transaction to payment processor.

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MARKETPLACE

Back to AKC.org

MY MARKETPLACE

[Marketplace Home](#) / [My Listings](#) / [Create Listing](#) / [Payment & Billing](#) / **Thank You**

Welcome message to the AKC Marketplace and best wishes for your growing business.

<

LISTINGS

CREATE/EDIT LISTING

PHOTOS & VIDEOS

PAYMENT & BILLING

THANK YOU

Your credit card ending in 4321 has bee charged \$29.00. Your Order ID is WOOF123. **1**

Your listing is now publicly accessible at www.akc.org/marketplace/listing/listing-name **2**

What would you like to do next? **3**

EDIT PROFILE**EDIT STOREFRONT****MANAGE LISTINGS**

FPO

AKC

MY AKC

<

BILLING & PAYMENT

THANK YOU

Your credit card ending in 4321 has bee charged \$29.00.

Your listing is now publicly accessible at www.akc.org/marketplace/listing/listing-name

What would you like to do next?

MANAGE LISTINGS**EDIT STOREFRONT****EDIT PROFILE****New/Edit Listing - Thank You****American Kennel Club Marketplace**
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