

Ecommerce Workflow

Internet Retailer Top 100
April 2007

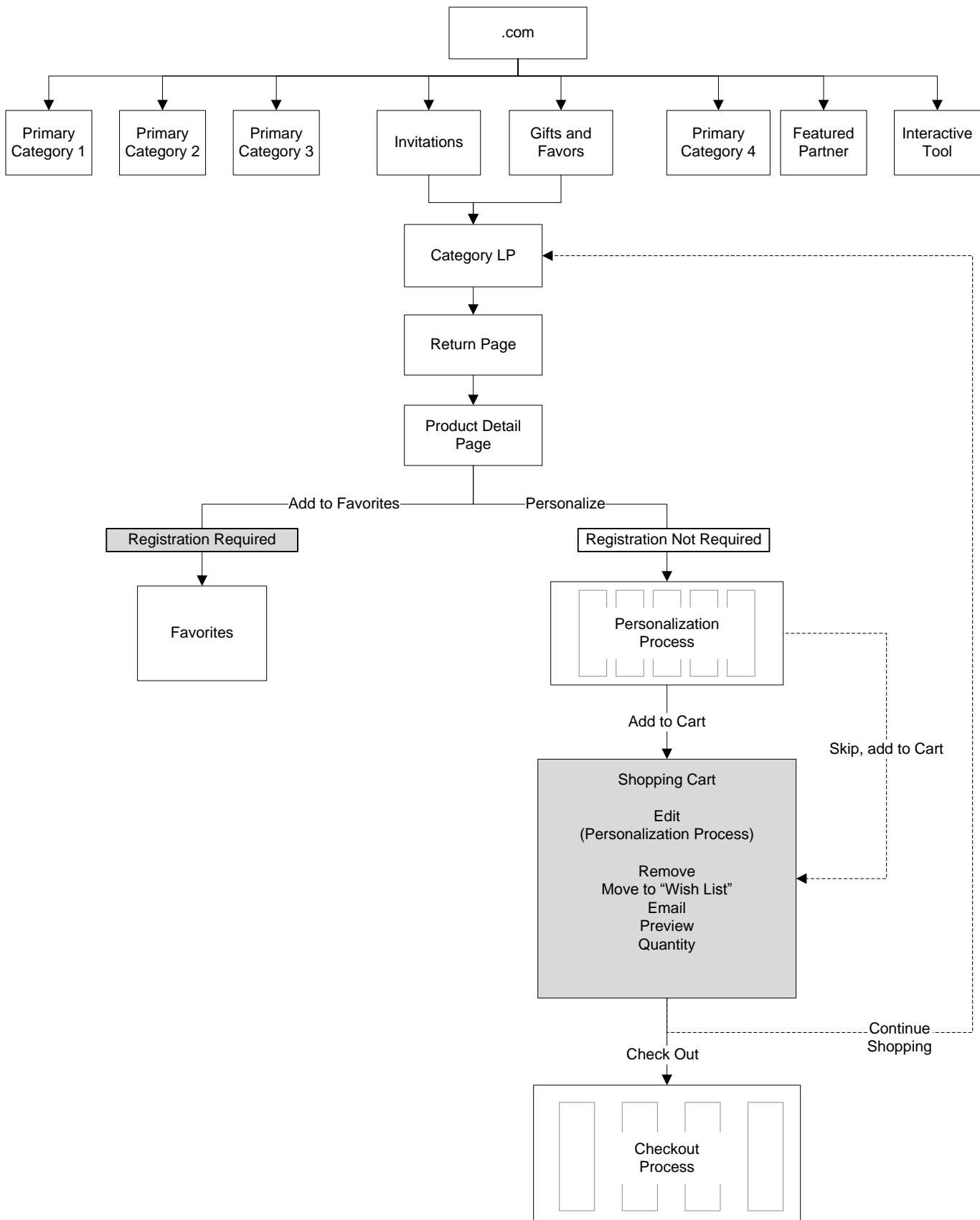
Project Description

The following screens detail updates to upgrade davidsbridal.com from catalog only site to fully ecommerce enabled. I was responsible for defining workflows from product detail through checkout. Included are specific screens for the Invitation and Gift and Favor areas of the site, which were the first to launch. Included are personalization paths, summary screens for review, shopping cart and checkout.

Website: <http://www.davidsbridal.com>

Total Project Length: 4 months

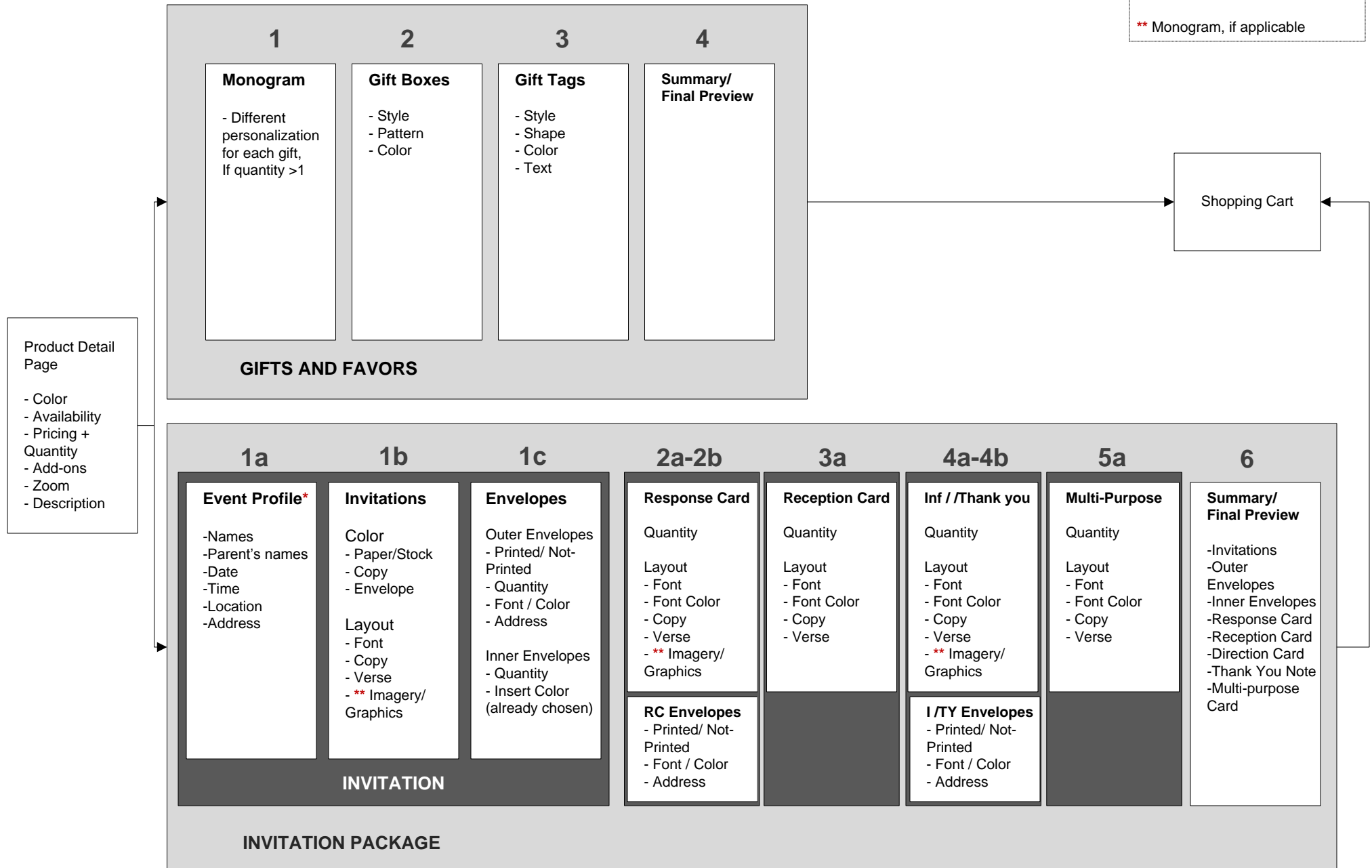
Invitations / Gifts / Favors Process



Personalization Paths

* Registered users
Have this info saved
Also, cookie if already entered

** Monogram, if applicable



Invitations / Gifts / Favors Process

Step 1: Event
Information

Step 2: Design

Step 3: Envelopes

Step 4: Coordinate

Step 5: Summary

Preview

See Our Version

Zoom

Invitation Preview/ Summary

Quantity:

Invitation Detail: Text Color: Color [edit](#)
Paper Color: Color [edit](#)
Font: Font Name [edit](#)

Invitation Copy

Edit Copy

APPROVE INVITATION

YES

NO

Preview Final Invitation

Envelope Preview/ Summary

Quantity:

Envelope Detail: Text Color: Color [edit](#)
Liner Color: Color [edit](#)
Font: Font Name [edit](#)

Envelope Copy

Edit Copy

APPROVE TEXT

YES

NO

Preview Final Envelope

Additional Preview/ Summary

Quantity:

Copy

Edit Copy

APPROVE TEXT

YES

NO

Preview Final

Continue

Find a Store: Zipcode

Coordinated Looks >>

Search: Keyword or Style #

Home / Invitations

Review Invitation Detail

Event Profile

Invitation

Envelope

RSVP Card

Reception Card

Thank You Card

Summary



If you have questions regarding invitation etiquette, please call 1-800-517- for assistance.

Hours of operation:
 Mon-Thurs 8:30am - 9:00pm ET
 Fri 8:30am - 8:00pm ET
 Sat-Sun 11:00am - 4:00pm ET

Summary

Invitation Detail

[Edit](#) | [Preview](#)

☒ I approve this preview. I understand this is my final proof.

Wording

Together with their families
 Marie T Pietrowiak
 &
 Groom A Catch
 Request the pleasure of your
 company as
 they are united in marriage
 Sunday, the First of January
 Two Thousand and Twelve
 at half past four in the Afternoon
 Ceremony Location
 Anytown, Pennsylvania

Lined Inner Envelope

Non-Lined Inner Envelope

Envelope Lettering Style

Mrs Eaves

Envelope Ink Color

Black, free

Envelope Return Address (No Name)

1 Address St
 Anytown
 Pennsylvania
 00000

Response Card Detail

[Edit](#) | [Preview](#)

☒ I approve this preview. I understand this is my final proof.

Envelope Lettering Style

Mrs Eaves

Envelope Ink Color

Black, free

Envelope Return Name/Address RSVPs

Marie Pietrowiak
 1 Home Address
 Hometown
 Pennsylvania
 00000

Response Date

December 1, 2011

Wording

The favour of your response
 is requested by the
 1st of December
 M _____
 Number Attending _____
 Unable to Attend _____

Reception Card Detail

[Edit](#) | [Preview](#)

☐ I approve this preview. I understand this is my final proof.

Wording

Reception
 immediately following ceremony
 Reception Location
 Philadelphia, Pennsylvania

Note Card Detail

[Edit](#) | [Preview](#)

☒ I approve this preview. I understand this is my final proof.

Envelope Lettering Style

Mrs Eaves

Envelope Ink Color

Black, free

Envelope Return Address (No Name)

1 Address St
 Anytown
 Pennsylvania
 00000

Wording

Marie & Groom

Proof and Add to Bag

Please check below to signal your acceptance of the PDF previews for each card component.

☒ I have reviewed all invitation cards including spelling, dates, times, and text layouts. I understand my invitation will be printed as is. I understand that any change to the PDFs presented here will result in additional reprinting cost. The computer monitor and/or printer I am using to review these PDF proofs are color calibrated to produce accurate color representations and any color discrepancy due to inaccurately calibrated computer monitor and/or printer will be my sole responsibility. I hereby waive and release any and all claims that I may have in the future against for any loss, damage, expense, or injury, incurred from or in connection with this invitation order.

Add to Bag

Your Cart

List View | Detail View

Product	Quantity	Total
Invitations: Group Title		
<div>Product Image</div> <div>Hold for Later</div> <div>Remove</div>	Product Title	
	Invitations	
	Personalization	
	Stock: White 110lb. Font: Bickham Font Color:Apple Ribbon Color: Apple Monogram: 3 Letter	
	<div>Edit Personalization</div>	
	<div>Hold for Later</div> <div>Remove</div>	
	<div>Preview</div>	
	Shipping Detail: Ready to ship in 6-9 days	
<div>Product Image</div> <div>Hold for Later</div> <div>Remove</div>	Product Title	
	Invitations	
	Personalization	
	Stock: White 110lb. Font: Bickham Font Color:Apple Ribbon Color: Apple Monogram: 3 Letter	
	<div>Edit Personalization</div>	
	<div>Hold for Later</div> <div>Remove</div>	
	<div>Preview</div>	
	Shipping Detail: Ready to ship in 6-9 days	
<div>Product Thumb</div> <div>Hold for Later</div> <div>Remove</div>	Product Title	
	Response Card w/Printed Envelope	
	Personalization	
	Stock: White 110lb. Font: Bickham Font Color:Apple Ribbon Color: Apple Monogram: 3 Letter	
	<div>Edit Personalization</div>	
	<div>Hold for Later</div> <div>Remove</div>	
	<div>Envelope Personalization</div>	
	Stock: White 110lb. Font: Bickham Font Color:Apple Ribbon Color: Apple Monogram: 3 Letter	
	<div>Edit Personalization</div>	
	<div>Preview</div>	
	Shipping Detail: Ready to ship in 6-9 days	

Return Policy

Pellentesque lacus. Integer ullamcorper fermentum diam. Morbi mauris nunc, scelerisque vel, posuere nec, suscipit ut, purus. Suspendisse elementum tempor dolor. Aenean porta aliquet libero. Ut libero metus, aliquam eu, feugiat nec, tincidunt et, libero. Fusce vel nisi nec ipsum interdum feugiat. Integer dolor eros, pulvinar eu, volutpat at.

[Click to view entire return policy.](#)

<div>Product Image</div> <div>Hold for Later</div> <div>Remove</div>	Product Title	
	Personalization	
	Font: Bickham Monogram: 3 Letter	
	<div>Edit Personalization</div>	
	<div>Gift Tag</div>	
	Font: Bickham Font Color: Marine	
	<div>Edit Personalization</div>	
	<div>Gift Box</div>	
	Wrapping Paper: Striped	
	<div>Edit Personalization</div>	
	<div>Preview</div>	
	Shipping Detail: Usually ships in 2-5 days	

Product Total: \$202.85	
Shipping & Handling (Est): \$15.00	
Subtotal: \$217.85	

Continue Shopping	Check Out
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Items for Later	Product	Quantity	Total	
<div>Product Image</div> <div>Hold for Later Remove</div>	Product Title		1	\$29.00
	Personalization			
	Font: Bickham			
	Monogram: 3 Letter		<div>Update</div>	
	Edit Personalization			
	Gift Tag			
	Font: Bickham			
	Font Color: Marine			
	Edit Personalization			
	Gift Box			
	Wrapping Paper: Striped			
	Edit Personalization			
Preview				
Shipping Detail: Usually ships in 2-5 days				

PROMO AREA

Security & Privacy

Returns

Need Assistance? Please call 1 800 999 9999

PROMO AREA	PROMO AREA	PROMO AREA
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Find a Store: Zipcode

Coordinated Looks >>

Search: Keyword or Style #

REGISTER WITH US

REQUEST APPOINTMENT

STYLE & FASHION GUIDE

SPECIAL OFFERS

ONLINE CATALOGS

VIDEO GALLERY

20% OFF Custom Invitations



SHOP ONLINE ►

"I sent in my gown
and it was returned
looking great!"


— ANGELIQUE,
CORPUS CHRISTI, TX



Home / Shopping Bag

All items, with the exception of invitations, will remain in your Shopping Bag for two hours. Invitations will remain in your Bag for 30 days. You may also save items to ♥ My Favorites, however personalization you may have applied will not be saved there. All items remain your Favorites until you remove them, although we cannot guarantee product availability.

If you have a Saved Invitation #, enter the number here:

Product	Quantity	Total
 Always & Forever in Apple Paper Color: Bright White Accent Color: Apple Edit Personalization Estimated delivery time March 18-March 23. See actual shipping time . Remove Collection		
Invitation & Envelope Size: 5 1/2" X 7 3/4" Remove	<input type="text" value="25"/> <input type="button" value="▼"/> Update	\$149.95
Outer Envelope: Printed Outer Envelope	25	\$19.50
Extra Envelope: Extra 25 Plain Inner Envelope	1	\$6.50
Response Card & Printed Envelope Size: 4 7/8" X 3 3/8" Remove	<input type="text" value="25"/> <input type="button" value="▼"/> Update	\$95.95
Reception Card (No Envelope) Size: 4 7/8" X 3 3/8" Remove	<input type="text" value="25"/> <input type="button" value="▼"/> Update	\$92.95
Thank You Card & Envelope Size: 4 7/8" X 3 3/8" Remove	<input type="text" value="25"/> <input type="button" value="▼"/> Update	\$129.95

If you have a promo code you may enter it here

Subtotal: \$494.80

Shipping Method:

Please note shipping method estimate does not include processing time.

[Shipping and Handling:](#) \$20.95

Tax*:

Total: \$515.75

*The total amount above does not include tax. The actual tax amount will be calculated during check out.

If you have visited a store and worked with a Wedding Service coordinator please enter the four digit store source code and his/her ID number in the following format of Store Source Code - ID Number (nnnn-nnnnnn):

 -

Invitations will be accessible in the Shopping Bag of the computer used to create them for 30 days, however if you would like a unique number that will allow you to retrieve your invitations from any computer, request a [Saved Invitation](#).

[Returns](#) | Need Assistance? [Contact Customer Service](#)

ABOUT US

CATALOGS

EN ESPAÑOL

FAQ

IN-STORE SERVICES

JOIN OUR TEAM

PLANNING

PRESS ROOM

SITE MAP

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ABOUT SSL CERTIFICATES

