HEADER

MEET OUR FAMILY ① **Pear Tree** | Invitations By DAWN | Ann's Bridal BARGAINS

PROMOS ② Refer a Friend | ♥ My Favorites | 👤 My Account | Saved Projects | 🛒 Cart (1) - $75.00

pear tree™

③ LIVE CHAT · HELP · BLOG

[search field] [🔍 SEARCH]

⑥ UP TO 20% OFF - BUY MORE, SAVE MORE | CODE: JULYBUYMORE

④ Holidays · Graduation · Wedding · Baby & Kids · Party · Stationery · Gifts & Decor · Featured · Our Story

Halloween Cards · Thanksgiving Cards · Holiday Photo Cards · Christmas Cards · Rosh Hashanah Cards · Gifts

⑤ This is Header "ALERT" Message Copy

---

① **Meet Our Family**

② **Site Tools Bar**

③ **Search and Site Links**

④ **Main Navigation**

⑤ **Second Level Navigation**

⑥ **Site Promo**

HEADER with Mega

MEET OUR FAMILY

Pear Tree

Invitations By DAWN

Ann's Bridal BARGAINS

PROMOS

→ Refer a Friend   ♥ My Favorites   👤 My Account   ☰ Saved Projects   🛒 Cart (1) - $75.00

pear tree™

LIVE CHAT   HELP   BLOG

| What Are You Looking For Today? | 🔍 SEARCH |

UP TO 20% OFF - BUY MORE, SAVE MORE | CODE: JULYBUYMORE

Holidays   Graduation   Wedding   Baby & Kids   Party   Stationery   Gifts & Decor   Featured   Our Story

Halloween Cards   Thanksgiving Cards   **Holiday Photo Cards**   Christmas Cards   Rosh Hashanah Cards   Gifts

Copy

1

Sub-Category
Sub-Category
Sub-Category
Sub-Category
Sub-Category
Sub-Category **2**
Sub-Category
Sub-Category
Sub-Category
Sub-Category
Sub-Category

Category Promo

3

1 Mega Menu   **3** Category Promo

2 Sub-Categories

HEADER with Floating Cart

MEET OUR FAMILY   **Pear Tree**   Invitations By DAWN   Ann's Bridal BARGAINS

PROMOS   ➡ Refer a Friend   ♥ My Favorites   👤 My Account   ☰ Saved Projects   🛒 Cart (1) - $75.00

pear tree™

UP TO 20% OF

Holidays   Graduation   Wedding   Baby & Kids   Party   Stationery   Gifts & D

Halloween Cards   Thanksgiving Cards   Holiday Photo Cards   Christmas Cards   Rosh Hashanah Cards

This is Header "ALERT" Message Copy

①

Product Name $300.00   **②**

Product Name $200.00

③

TOTAL $517.00

⑤

✖   Cart   Checkout   **④**

① **Floating Cart**

② **Cart Items**

③ **Cart Total**

④ **Buttons**

⑤ **Close Floating Cart**

10% OFF + FREE SHIPPING ON YOUR FIRST ORDER! ①
Sign up for our emails and be the first to hear about special offers, discounts, freebies and more.

Email Address

Sign-Up

Refer a Friend   **$0 earned**   Share the Pear with a friend and earn $20 for you, $20 for your friend, and $20 for CaringBridge!   Learn More

③

Help
Contact Us
Frequently Asked Quesitons
My Account

Customer Service
Frequently Asked Quesitons
Shipping & Delivery
Return Policy
Payment Options
Our Gurantee
Change My Order
Track My Order
Re-Order

About Us
Blog
About Us
Meet Our Family
Testimonials
In the News
Privacy & Security
Terms & Conidtions
Become an Affiliate
Site Map

pear tree™   © 2015 Pear Tree Greetings   ④

⑤ Google Trusted Store   BBB. ACCREDITED BUSINESS Click for Review   Norton SECURED powered by Symantec

Refer a Friend   **$0 earned**   Share the Pear with a friend and earn $20 for you, $20 for your friend, and $20 for CaringBridge!   Learn More

②
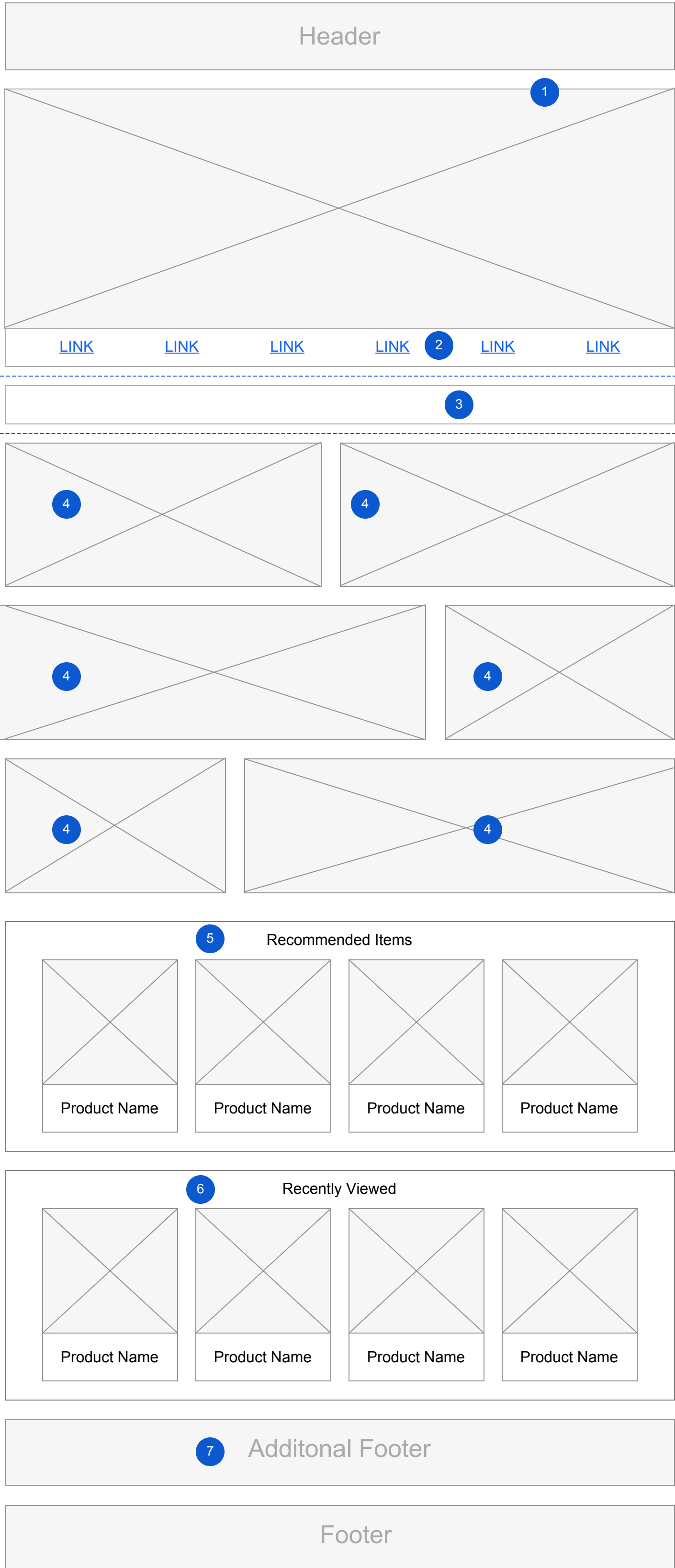
① **E-Mail Sign-Up**

② **Refer a Friend**

③ **Footer Links**

④ **Copyright**

⑤ **Badges**

Header

LINK   LINK   LINK   (2) LINK   LINK   LINK

(3)

(4)

(4)

(4)

(4)

(4)

(4)

(5) Recommended Items

Product Name	Product Name	Product Name	Product Name

(6) Recently Viewed

Product Name	Product Name	Product Name	Product Name

(7) Additonal Footer

Footer

1. **Full-Width Hero Image**
Dynamic (image and link)

2. **Hero Links**
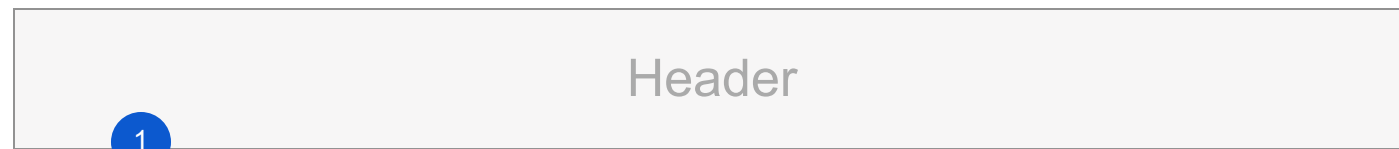Dynamic (link and label)

3. **Coupons**
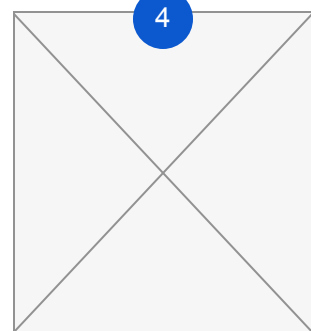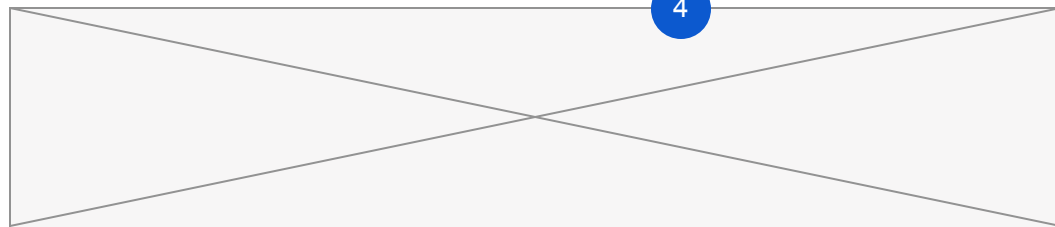HTML Open Canvas

4. **Hero Links**
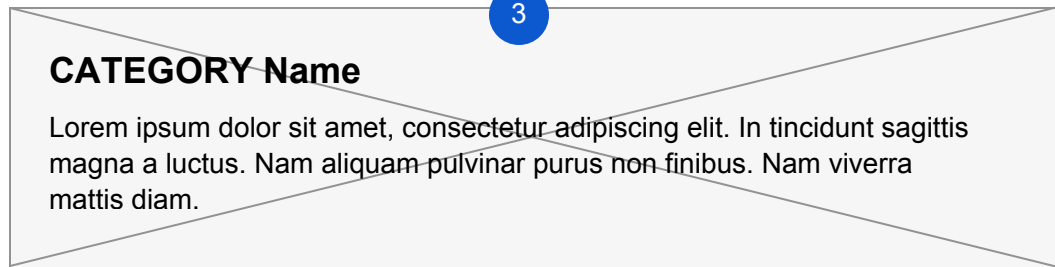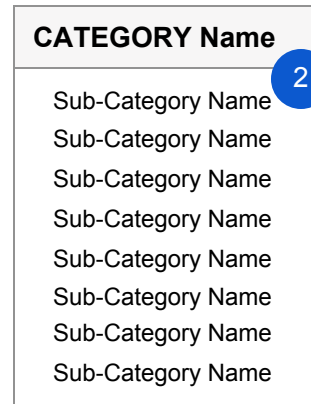Dynamic (image and link)

5. **Recommended Items**
Dynamic Product Group

6. **Recently Viewed**
Dynamic

7. **Additional Footer**

CATEGORY GALLERY Page

Header

Home > Category Name

CATEGORY Name

Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name

Favorites

Recently Viewed

CATEGORY Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tincidunt sagittis magna a luctus. Nam aliquam pulvinar purus non finibus. Nam viverra mattis diam.

CATEGORY Name

Sub-Category Name	Sub-Category Name	Sub-Category Name
Sub-Category Name	Sub-Category Name	Sub-Category Name
Sub-Category Name	Sub-Category Name	Sub-Category Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam.

Footer

1. **Breadcrumbs**

2. **Sub-Navigation**

3. **Gallery Category Header**

4. **Gallery Category Promos**

5. **Category Name**

6. **Sub-Category**

   Data-driven, but possibly to override with manual selections of categories.

7. **Category SEO Copy**

8. **Favorites**

9. **Recently Viewed**
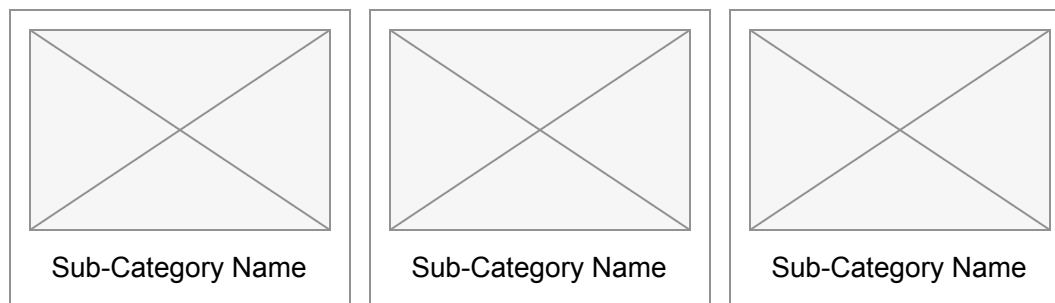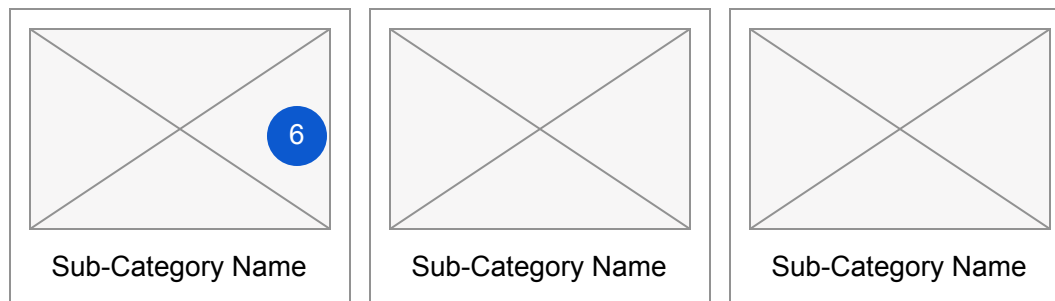
CATEGORY STANDARD Page
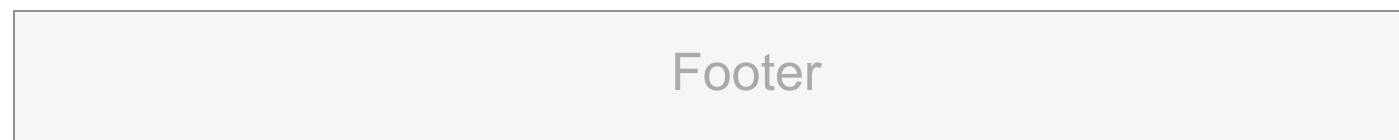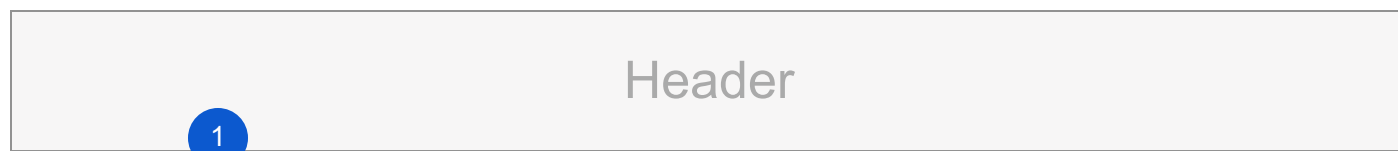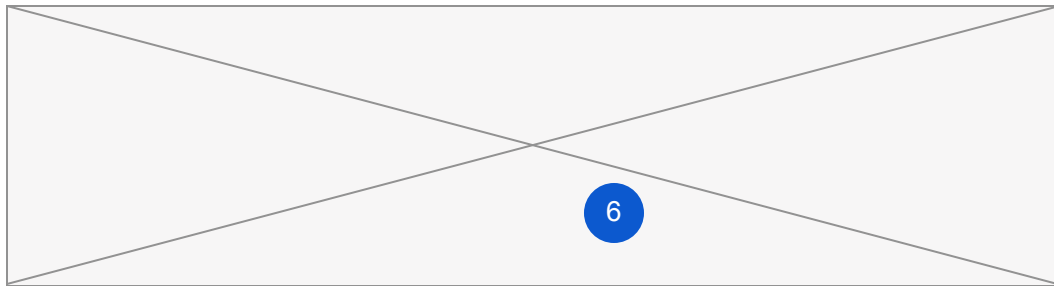
pear🍐tree™ Wireframes

Header

(1)

Home > Category Name

Category Name **(2)**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque.

(3)

CATEGORY Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name
Sub-Category Name

(4)

Selected   Clear All

✓ Selected Facet ⊗
✓ Selected Facet ⊗

(5)

Narrow Options

Facet

☐ Facet Option
☐ Facet Option
☐ Facet Option
☐ Facet Option
☐ Facet Option
☐ Facet Option
☐ Facet Option

Facet

☐ Facet Option
☐ Facet Option
☐ Facet Option
☐ Facet Option
☐ Facet Option
☐ Facet Option
☐ Facet Option

(9)

Favorites

(10)

Recently Viewed

(6)

Price Low to High | Price High to Low | New   ▦ ▦ ■   **(7)**   ◀ Prev   X of X   Next ▶

(8)

♡
Quick View 👁

Product Name
as low as $1.40 each
🍐🌈 ★ ★ ★ ★

❤
Product Name
as low as $1.40 each
★ ★ ★ ★

♡
Product Name
as low as $1.40 each
🌈 ★ ★ ★ ★

♡
Product Name
as low as $1.40 each
★ ★ ★ ★

♡
Product Name
as low as $1.40 each
🍐 ★ ★ ★ ★

❤
Product Name
as low as $1.40 each
★ ★ ★ ★

♡
Product Name
as low as $1.40 each
★ ★ ★ ★

♡
Product Name
as low as $1.40 each
🌈 ★ ★ ★ ★

♡
Product Name
as low as $1.40 each
🍐 ★ ★ ★ ★

Price Low to High | Price High to Low | New   ▦ ▦ ■   ◀ Prev   X of X   Next ▶   **(7)**

---
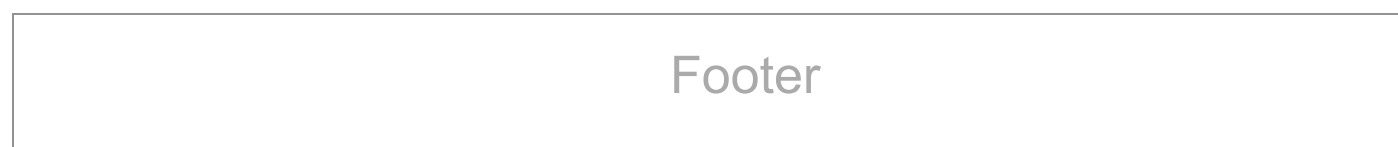
(1) Breadcrumb

(2) Category Header
- Category Name from field name "Display"
- Copy from field name "Short Description"

(3) Sub-Categories

(4) Currently Select Facets

(5) Facets

(6) Category Promos

(7) Sorting, View By, and Paging
TREE discussing on whether to remove this altogether.

(8) Product Single
TREE discussing how many to display per page by default.
- Product Image
- Product Name
- Price

🍐 Golden Pear

🌈 You Pick Color

♡ NOT a Favorite

❤ Selected as a Favorite

👆 On hover displays "Quick View"

(9) **Favorites**

(10) **Recently Viewed**

Footer

PRODUCT Page

Header

1 Sign up for our emails and be the first to hear about special offers, discounts, freebies and more.

10% OFF + FREE SHIPPING ON YOUR FIRST ORDER!

Your E-Mail Address

Sign-Up

Home > Category Name > Product Name

On Sale

♥ Favorite **4**

3

📖 Peek Inside   🔍 Zoom

← **11** →

▶   ▶ **12**

PRODUCT NAME **17**

📌 f 🐦 G+ ✉ ➕ **13**

2

This is The Product Name

❗ General Product "ALERT" Copy

Item Number PTG34344GVF

★★★☆☆ Read Review(s) | Write a Review

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis.

Get it by Wednesday, August 5, 2015, via economy shipping. See shipping options ▸ **5**

Choose Your Foil Color:

| Gold Foil **7** | Sage Foil | Aqua Foil |

📝 **PERSONALIZE** **6**

SELECT QUANTITY   72 ($1.73 each) ▼ **8**

☑ **Short on Time?** Let us assemble your cards for $1.00 Each   +$24.00
   Learn More **9**

48 Items   Lorem ipsum dolor sit amet. **10** $1.87 Each   ~~$89.58~~ **$80.58**

INCLUDES: **14**
- Item Included
- Item Included
- Item Included

SEE MORE UNIQUE DESIGNS LIKE THIS **15**

Foil Stamped, Full Photo, Two Photo, You Pick Color, Flat, 5 1/8 x 7 1/4, Landscape, Portrait, Vertical, Premium Cards, Golden Pears, $$, Recycled and Matte Card Stock.

PRODUCT NAME ➕ **16**

PRODUCT DETAILS **18**

Reviews **19**

Review Summary

★★★☆☆

Overall Rating: 3.0 / 5.0
(Based on 2 Reviews)

📝 Write a Review

Reviews

★★★☆☆ **This is Where Review Title**

By Nancy from Cleveland, Ohio on 7/15/2015

We are thrilled with these invites, just beautiful! I wasn't sure about ordering invites online, however we ordered a sample and we were really impressed. We changed the color to lagoon and opted to use a matching ribbon instead of the jute string.

WE ALSO RECOMMEND... **20**

Additional Footer

Footer

---

1 Email Sign-Up

2 Product Name, Item #, and Long Description

3 Main Product Image (zoom
   Zoom and Peek Inside (ISM book preview)

4 Favorite this Product

5 Shipping

6 Call To Action

   ADD TO CART ➕

7 Trait Selection (use buttons)

8 Quantity

9 Additional Service

10 Price Per Items

11 Alternate Images Using Carousel

12 Videos

13 Share on Social Networks using AddThis

14 Included Items

15 More Like This Links

16 Product Explicit Up Sell More Expsensive
   Expand and buy on this page

17 Product Explicit Another Version
   Leave page and buy on it's product page

18 Product Details Icons

19 Reviews

20 Cross Sells

SPARK Page

Minimal Header ①

| Component 1 | ⟹ | Component 2 | ⟹ | Component 3 |

②

Pear Tree Greetings
CONFIGURATOR TOOL

(within iframe)

③

Minimal Footer

① **Header**
Minimal header without main navigation

- Logo
- Product Title
- Help Link
- Live Chat

② **Kalio iframe**

③ **Footer**
Minimal footer without footer links

CART Page

Header

This is CART Header "ALERT" Message Copy
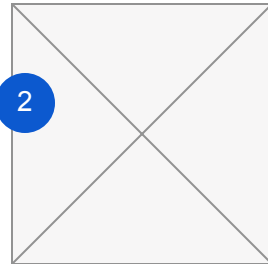
Your Cart

(1) 🏴 You Have 1 Saved Projects
Would you like to review them now? ▶

Recently Viewed	Order Information

This is the Product Name

Quantity [72 ($1.73 each)] [▼]

Best value at quantity 200 or above ($1.24 each)

Item #: PTG34308SDHF

[✎ Edit Project]

Base	$124.42
Options	$00.00
Subtotal	**$124.42**

Save For Later | Delete

SPECIAL INSTRUCTIONS OR REQUEST A REVIEW
Envelope Addressing Service available for $0.60 per envelope. Learn more ???

Do you have detailed delivery instructions, a design question, or just need another set of eyes to check your project? Want to add Envelope Addressing to your order? Please add specific instructions below. Note, this will delay processing of your order until the request has been reviewed. We will contact you if necessary.

[   ]

[Submit]

DO YOU HAVE A PROMO CODE?
Only one promo code may be used per order

[Promo Code] [Apply]

DO YOU HAVE A Gift Certificate?
Enter your gift certificate here

[Gift Certificate] [Apply]

CART SUMMARY

Merchandising Summary	$124.42
Estimated Shipping	$8.00
Estimated Tax	$1.00
Total Savings	$3.00

TOTAL $132.42

Applicable Tax Not Included

Favorites

[Continue Shopping]

[CHECKOUT NOW ▶]

📞 CUSTOMER SERVICE
1-800-403-8861   💬 Live Chat

You May Also Like

Footer

---

(1) Saved Projects

(2) Cart Item

(3) Special Instructions
This should remain on screen regardless if personlaized product or not

(4) Apply Promo & Gift Certificate Code

(5) Cart Summary

(6) Help

(7) Recently Viewed
TREE debating internallly

(8) Favorites
Does NOT display if no favorites are set
TREE debating internallly

(9) Cross Sells
TREE debating internallly

CHECKOUT Page

Header

Norton
SECURED
powered by Symantec

This is CHECKOUT Header "ALERT" Message Copy

Sign-In (Optional)   ①

Fill in the information below or Sign In With Your Account.

Email   [Your Email Address]

Password [Password]

[Sign In]   [Reset Your Password]

Billing Address   ④

Email   [Email]

Confirm Email   [Confirm Email]

☑ Yes, sign me up to receive emails on special offers and promotions.

First Name   [First Name]

Last Name   [Last Name]

Street Address   [Street Address]

Street Address 2 [Apt/Suite (optional)]

City   [City]

Country   [Select ▼]

State   [Select ▼]

Zip   [Zip]

Phone   [Phone]

Create an Account (optional)   ③

Save your order preferences for future purchases. Create an account by entering a password and reminder below. Your billing e-mail will serve as your user name.

Password   [Password]

Confirm Password [Confirm Password]

Order Information   ②

ITEM		QTY	PRICE	TOTAL
	Product Name	1	$300.00	$300.00
	Product Name	1	$200.00	$200.00

[Promo Code]

[Apply Promo Code]

[Gift Cert Code]

[Apply Gift Certificate]

Sub Total	$500.00
Tax	$00.00
Shipping	$17.00

TOTAL $517.00

[SUBMIT ORDER]

Scrolls With Screen

Shipping Address   ⑤

☑ Same as Billing Address

Shipping Method   ⑥

◉ UPS Ground ($00.00)

○ UPS 2-Day ($17.00)

○ UPS Next Day ($27.50)

Payment Method   ⑦

Credit Card

Card Type   [Type ▼]

Name On Card   [Name On Card]

Card Number   [Card Number]

Exp Month   [Select Month ▼]

Exp Year   [Select Year ▼]

Security Code [Security Code]

Gift Certificate

Code

[Code]   [Apply]

Footer

---

① **Optional Sign-In Toggle**
Collapsed by default. If user wants to login, they would need to expand it and submit form. If already signed in, this panel is NOT displayed.

② **Order Summary**
Scrolls With Screen

③ **Create an Account (optional)**

④ **Billing Address**

⑤ **Shipping Address**
If "Same as Billing Address" is unchecked, shipping address fields toggle open so the user can add a different address.

⑥ **Shipping Method**

⑦ **Payment Method**