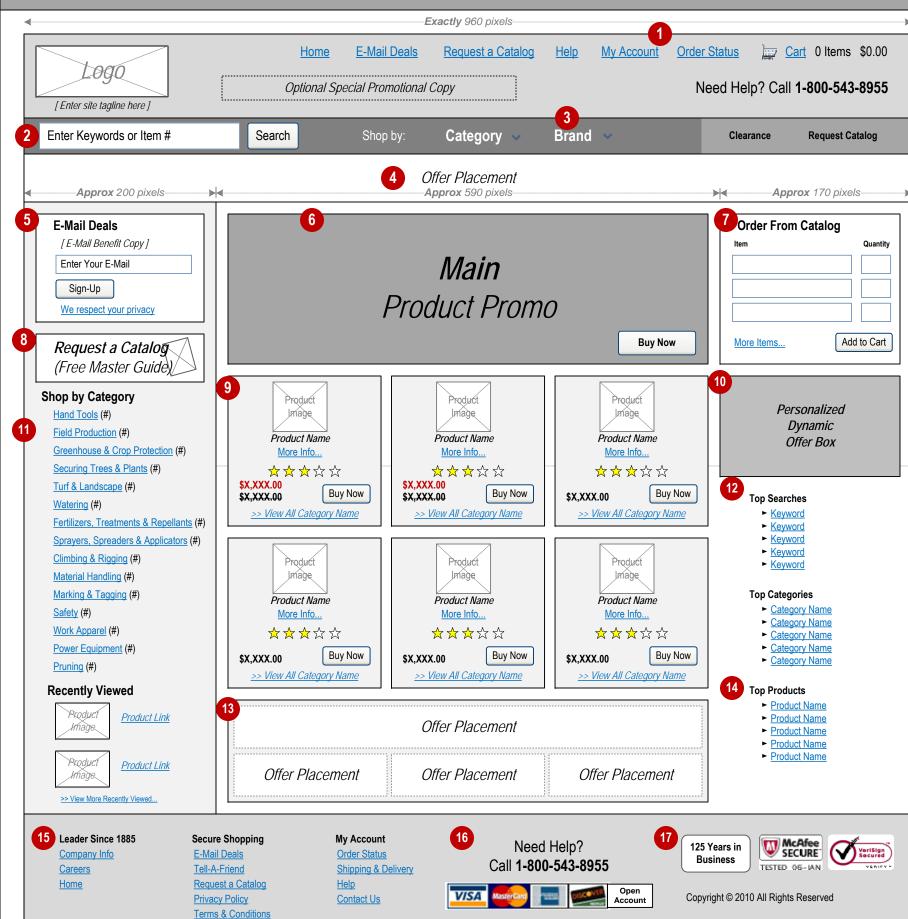
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Site Tools

Global site links, including "My Account". Help is a static article page. "Wish List" NOT available at launch.

- 2 Keyword Global Site Search
- 3 Product Categorization
 Hierarchal drop-down menus to display sub-categories
- 4 Offer

5 E-Mail Deals Sign-Up

Sign-up box disappears after user submits e-mail address to make more room for the buying experience

- 6 Main Product Promo Area with clear "call to action"
- Catalog Quick Order
- 8 Request a Catalog
- 9 Home Category Product Grid
- Personalized Dynamic Offer
 Content based on site entry (Search Engines (Google), E-Mail) and returning users. If no known user or referrer, default content displayed such as "Top 10 list" or "Deal of the Day"
- Browse Categorization (approximately 15 categories)
- Top Links (driven by merchandizing, not user behavior)
- 13 Offer
- Recently Viewed Products

Stored in cookie (multi-session). Depending on other pages layout(three column) this would be the consistent location of recently viewed history

- 15 Footer Links
- 1-800 # and Accepted Credit Cards
 Accepting Visa, MasterCard, American Express, and Discover
- 17 Secur

Example drop-down:

Category

Subcategory

Subcategory

Subcategory

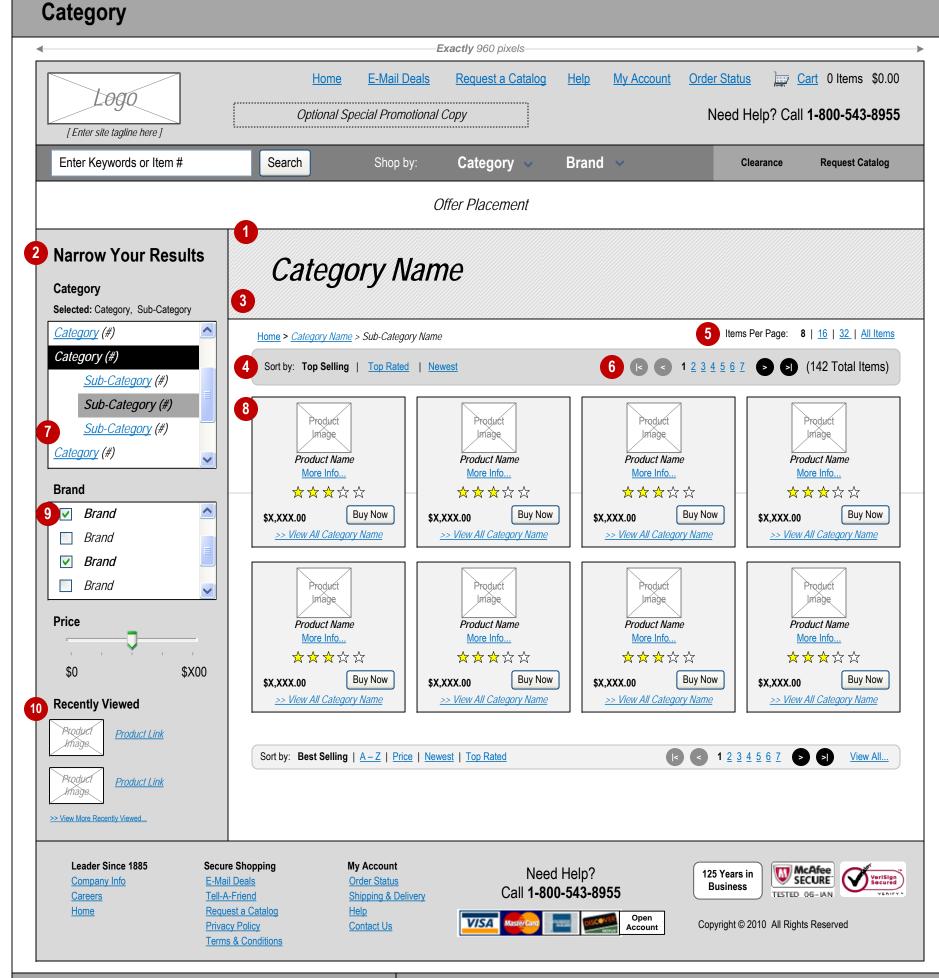
Subcategory

Subcategory

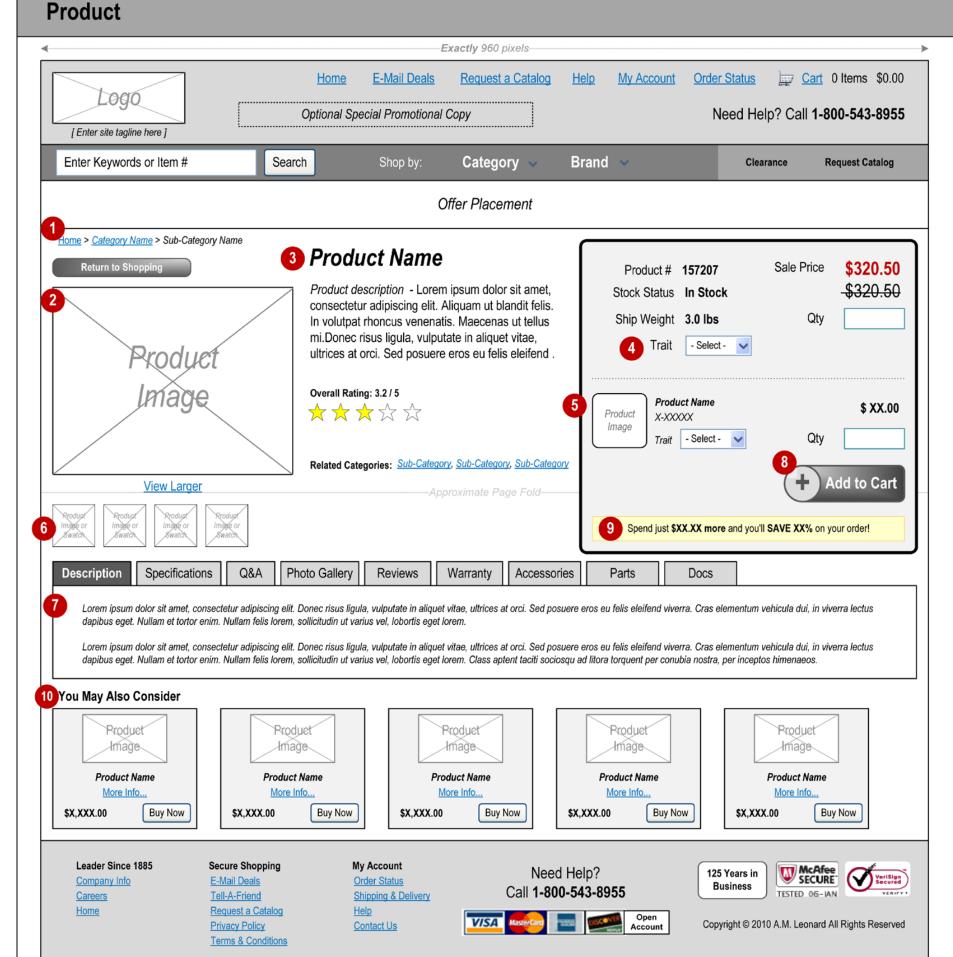
Subcategory

Subcategory

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- 1 Category Name
- Narrow Your Results
- Breadcrumb
- Sort Product Grid by ("Top Selling" is default)
- 5 Items Per Page
- 6 Paging
- Categories/Sub-Categories
 User "refines their selection" by selecting a category or sub-category.
- 8 Product Grid
- 9 Product Grid
- 10 Brands



Breadcrumb

Product Image

Product Name

Product Traits

Child/Related Products

Additional Images/Swatches

Tabbed Product Information

Description

A brief product description

Specifications

List of product attributes. The available attributes would/ could be associated to the category.

List of commonly asked questions and answers Photo Gallery (photos)

Multiple product images

Reviews Customer product reviews

Warranty

Text of the specific product warranty

Accessories

If available, a product matrix of available parts Parts If available, a product matrix of any vailable accessories

Docs (Question: All PDFs?) Downloadable associated documents. (Instructions, MSDS, etc)

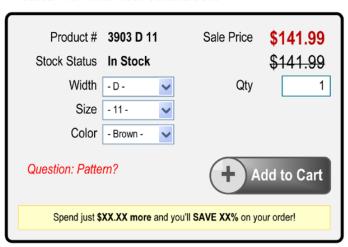
Note:

- · Description and Specifications could be combined
- Parts and Accessories could be combined
- · Warranty and Docs could be combined
- Add to Cart
- **Optional Special Promotional** Messaging
- **Cross Sells**

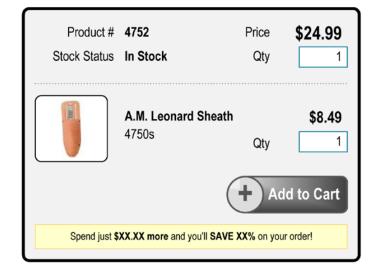
Standalone: "Poly Shrubbery 15 Tine Rake"



Products With Traits: "3903 Carhartt Boot"

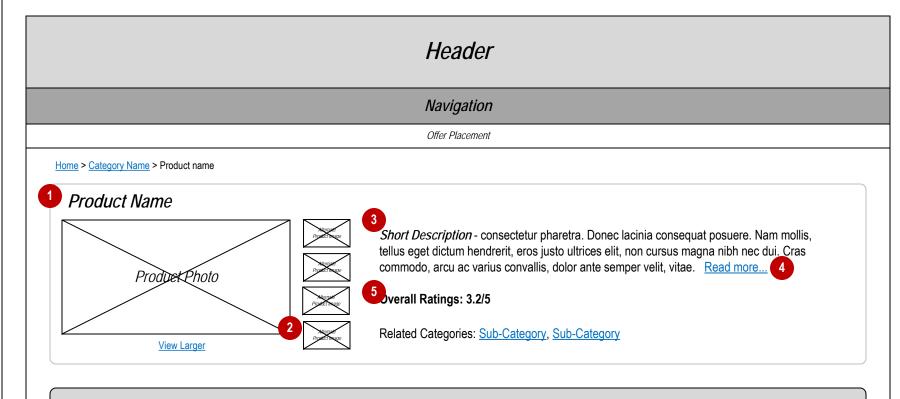


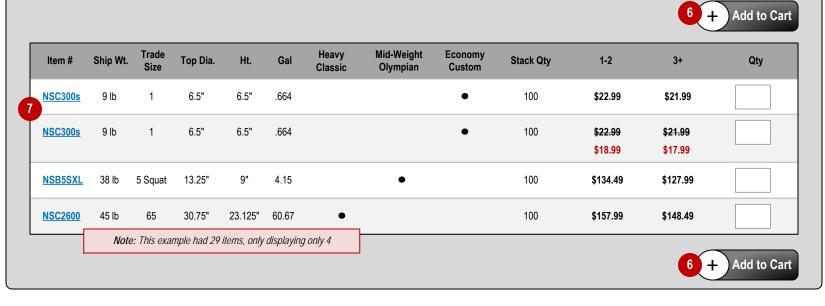
Product w/Companion: "A.M. Leonard Soil Knife"



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Alternate Product Page Layout Options ("Picture Group")





 Description
 Q&A
 Specifications
 Reviews
 Warranty
 Accessories
 Photo Gallery
 Text
 Parts
 Docs

Long Description - consectetur pharetra. Donec lacinia consequat posuere. Nam mollis, tellus eget dictum hendrerit, eros justo ultrices elit, non cursus magna nibh nec dui. Cras commodo, arcu ac varius convallis, dolor ante semper velit, vitae mollis turpis quam ut est. Duis vestibulum congue mauris, eu commodo nunc auctor vel.vestibulum. Nulla a neque at est suscipit feugiat sit amet ut ipsum. Cras bibendum elementum sem, et accumsan urna eleifend vel.

Footer

- Product Name
- Product Photos and alternative views (if available)
- 3 Short Description
- Link to Overview Tab: Clicking the "Read More..." jumps down the page and activates "Overview" tab.
- **Overall Ratings** of selected Product
- 6 Add to Cart
- Item #

Option One: Linked Item #

If desired for merchandising purposes and products within a "*Picture Group*" have a distinctive visual differences, the item # would link to a product page displaying a photo of this product.

Option Two: Non-Linked Item #

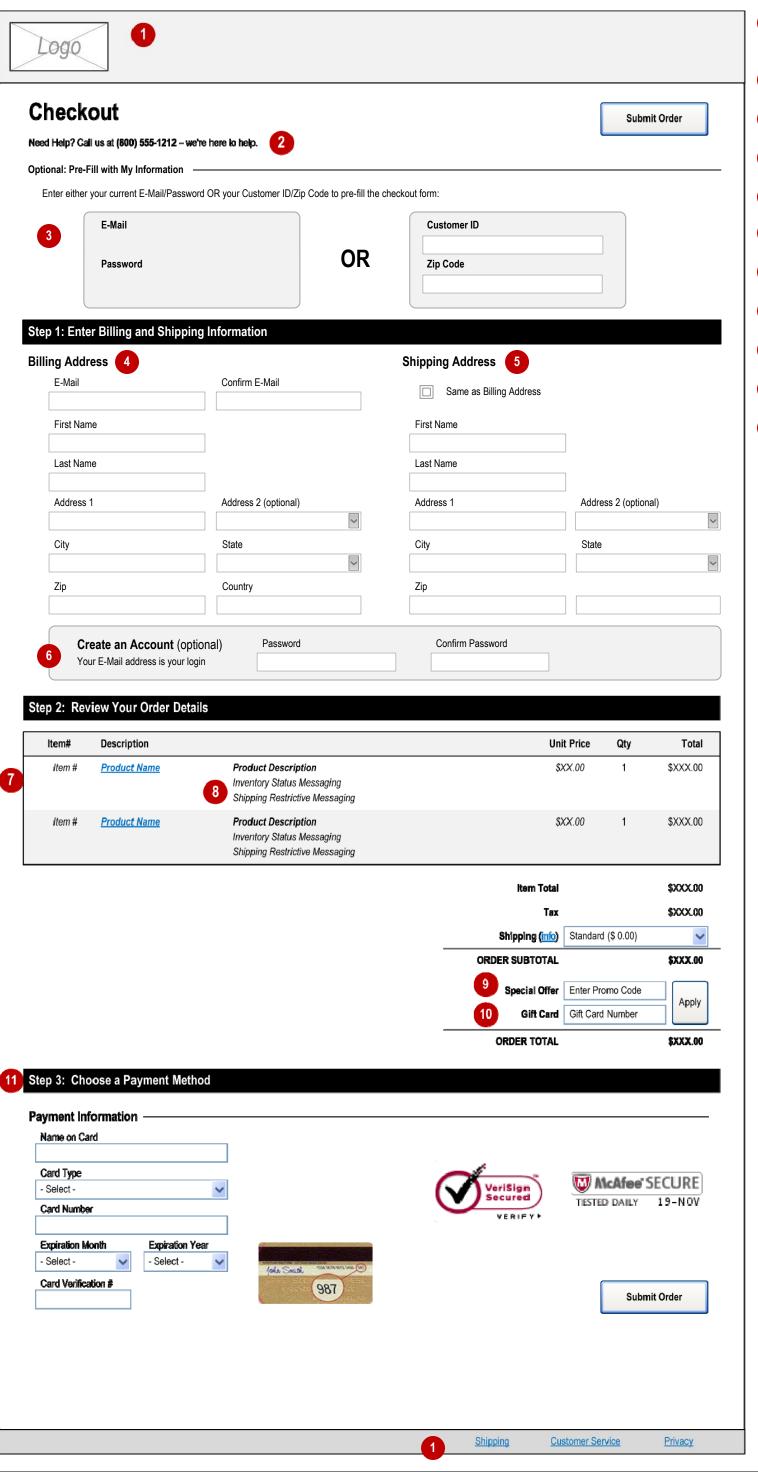
Products within a "Picture Group" have no noticeable visual difference

8 Product Detail Tabs



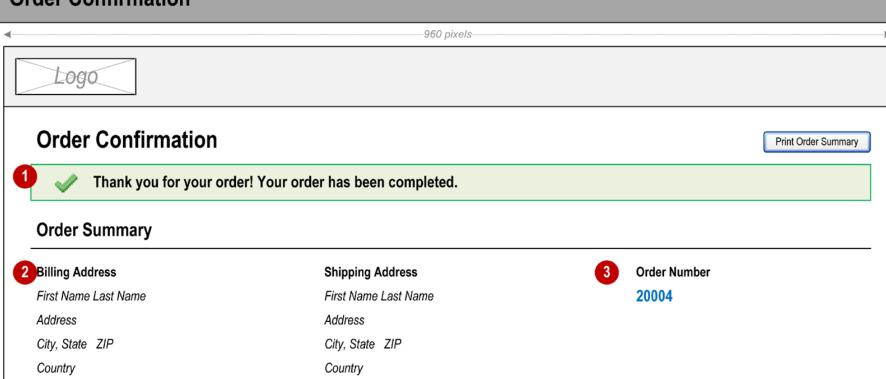
- Optional Special Promotional Messaging
- 2 Products in Cart
- Product Description
- 4 Shipping and Inventory Messaging
- 5 Remove Item From Cart
- 6 Update Cart if Quantity Change
- Cart Subtotal Not displaying estimated tax or shipping
- 8 Special/Promo Offer
- 9 Shipping and Tax Info Pop-Up
- 10 Cross Sells
- 11 Recently Viewed Products
- Recently Viewed Categories

Checkout



- Minimal Header/Footer
 No Links
- 2 Display 800#
- Optional Login
- Bill Address
- 5 Shipping Address
- 6 Account Creation (optional)
- 1 Item Details
- 8 Status Messaging
- 9 Special/Promo Offer
- 10 Gift Certificates
- 11 Payment Information

Order Confirmation



Order Details

**********1111

Payment Method

Item Number	Product Name	Unit Price	Qty	Total
1-094857	Product Name Product Description, Product Traits (color, size, etc) Inventory Status (back-ordered)	\$ XXX.00	1	\$ XXX.00
1-569483	Product Name Product Description, Product Traits (color, size, etc) Inventory Status (back-ordered)	\$ XXX.00	1	\$ XXX.00

Note: You are encouraged to print this order receipt and save the accompanying Purchase Order number for future reference.

Shipping Method

Standard



Print Order Summary

Continue Shopping

Shipping

Customer Service

<u>Privacy</u>

- 1 Order Success Messaging
- 2 Billing and Shipping Address
- 3 Order Number
- 4 Payment Method
- 5 Shipping Method
- 6 Order Details
- Order Total
- 8 Print Order
- 9 Continue Shopping

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