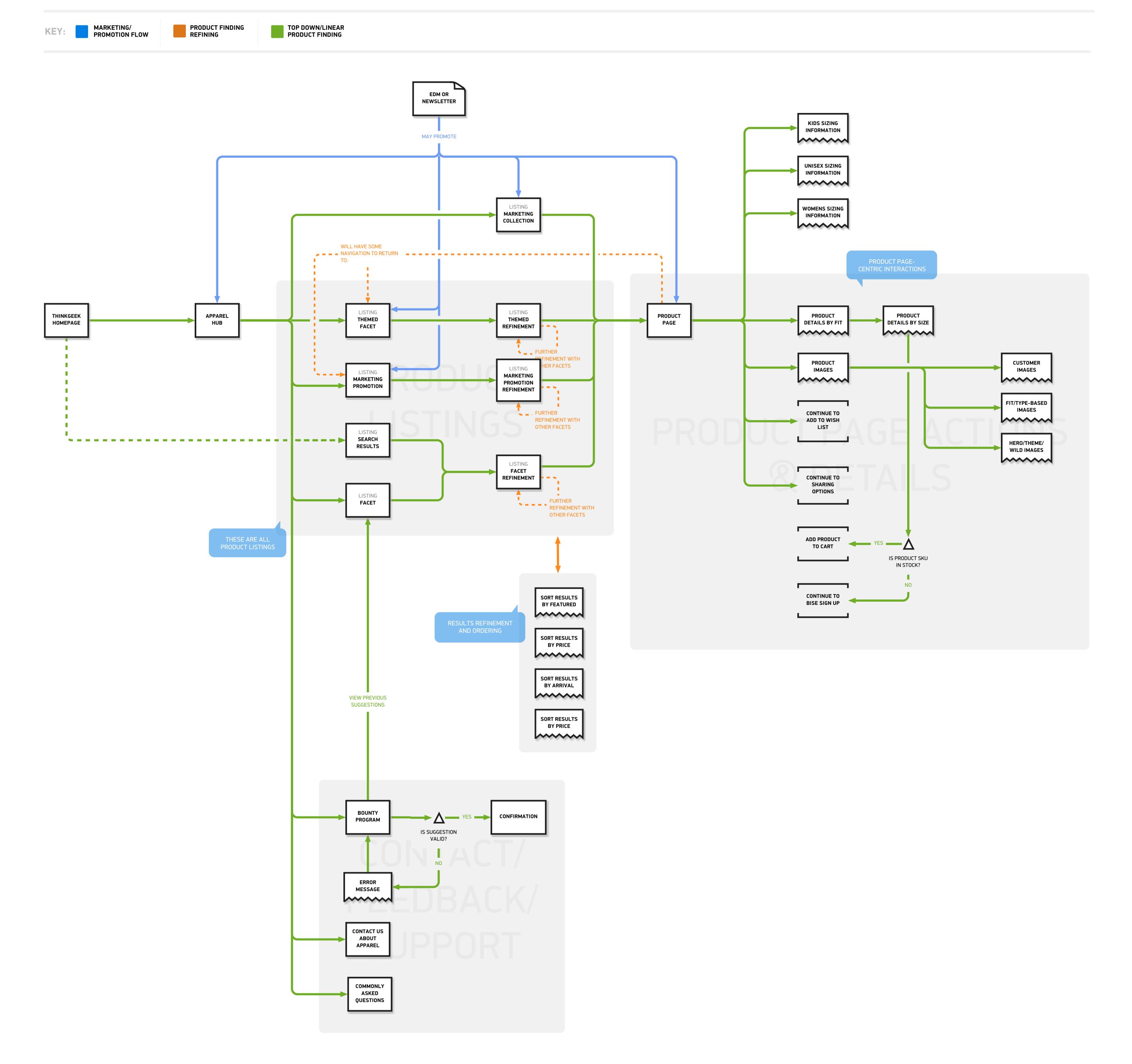
Overall Information Architecture



Detailed Page Purposes & Supporting Elements

PRODUCT LISTING/DETAILS

NAV: PRODUCT FINDING

NAV: WAY FINDING

SITE/GLOBAL **ELEMENTS**

VISUAL THEME

SUPPORT CONTENT

APPAREL HUB

PAGE PURPOSES

Promote sales and offers Show new items

Show themes and collections of items Provide initial steps in finding items based on size, audience, and color

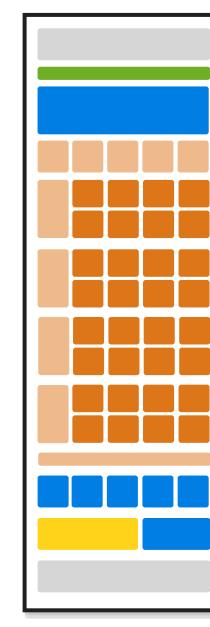
Provide initial steps in finding by keyword/term

Give a sense of the size of apparel collection

Facilitate continued browsing/discovery of collection Provide ways to follow/be notified of new items

Provide support for existing customers

Answer common apparel/CS questions



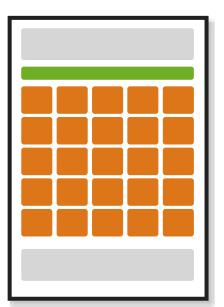
GENERAL HUB

LISTINGS

Weight Products

BASIC FACET LISTING - PAGE TYPE PURPOSES

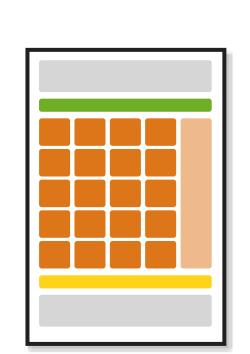
Show product results based on facet selection Allow for further product results refinement by contextually available facets Provide ways for a user to return to previous page/state before listing Show results in manageable/digestible groups and allow paging b/t them Provide any supportive/explanative text a customer may need when browsing



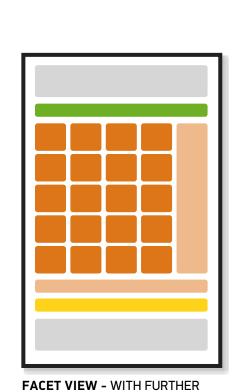
FACET VIEW - WITH NO FURTHER REFINEMENT



FACET VIEW - WITH NO FURTHER REFINEMENT AND MULTIPLE "PAGES" OF PRODUCTS



FACET VIEW - WITH FURTHER REFINEMENT, AND SUPPORT CONTENT



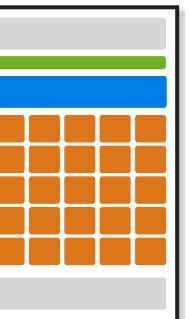
REFINEMENT OPTIONS, MULTIPLE "PAGES" OF PRODUCTS, AND SUPPORT CONTENT

FACET LISTING WITH MARKETING PROMOTION PAGE TYPE PURPOSES

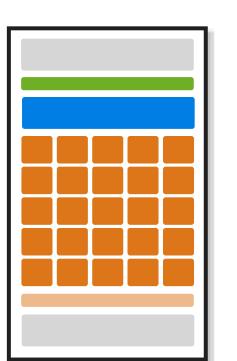
Show product results based on facet selection

Allow for further product results refinement by contextually available facets Provide ways for a user to return to previous page/state before listing Show results in manageable/digestible groups and allow paging b/t them Provide any supportive/explanative text a customer may need when browsing Weight Products

Provide separately weighted results/products based on Marketing needs Provide information on sales, promotions, or offers within a facet Provide information on sales, promotion, or offers throughout Apparel Notify customers of other products elsewhere (based on facet) on the site

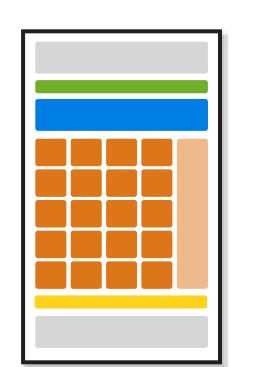


FACET VIEW - WITH SINGLE MARKETING PROMOTION AND NO FURTHER REFINEMENT



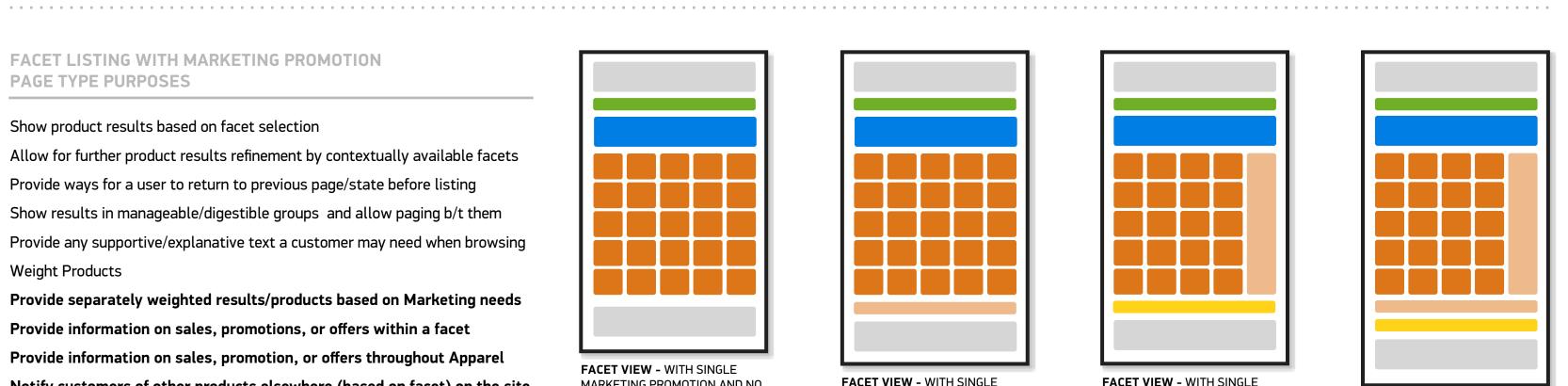
FACET VIEW - WITH SINGLE MARKETING PROMOTION, NO FURTHER REFINEMENT, AND

MULTIPLE "PAGES" OF PRODUCTS



FACET VIEW - WITH SINGLE MARKETING PROMOTION, FURTHER REFINEMENT, AND

SUPPORT CONTENT



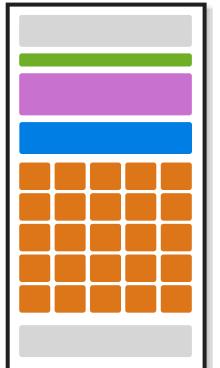
FACET VIEW - WITH SINGLE MARKETING PROMOTION, FURTHER REFINEMENT, SUPPORT CONTENT, AND MULTIPLE "PAGES" OF PRODUCTS

THEMED FACET LISTING - PAGE TYPE PURPOSES

Show product results based on facet selection Allow for further product results refinement by contextually available facets Provide ways for a user to return to previous page/state before listing Show results in manageable/digestible groups and allow paging b/t them Provide any supportive/explanative text a customer may need when browsing

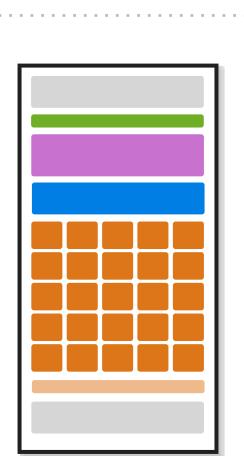
Weight Products Allow for visual skinning and branded/themed introduction to facet

Notify customers of other products elsewhere (based on facet) on the site

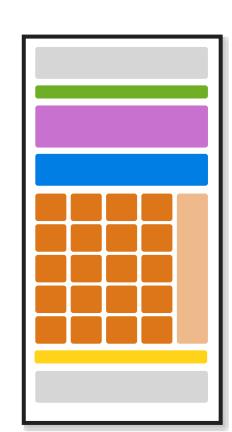


FACET VIEW - WITH THEMING, SINGLE MARKETING PROMOTION

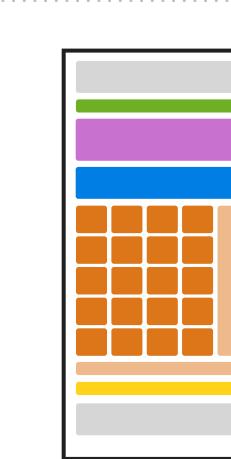
AND NO FURTHER REFINEMENT



FACET VIEW - WITH THEMING, SINGLE MARKETING PROMOTION, NO FURTHER REFINEMENT, AND MULTIPLE "PAGES" OF PRODUCTS



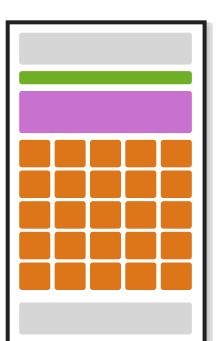
FACET VIEW - WITH THEMING, SINGLE MARKETING PROMOTION, FURTHER REFINEMENT, AND SUPPORT CONTENT



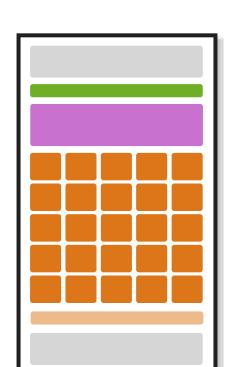
FACET VIEW - WITH THEMING, SINGLE MARKETING PROMOTION, FURTHER REFINEMENT,

SUPPORT CONTENT, AND

MULTIPLE "PAGES" OF PRODUCTS

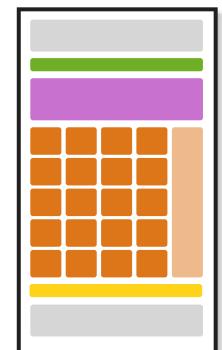


FACET VIEW - WITH THEMING, AND NO FURTHER REFINEMENT



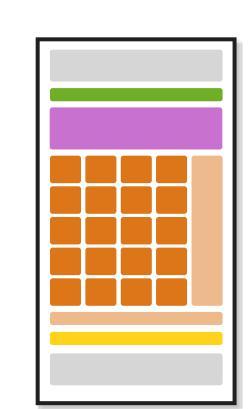
FACET VIEW - WITH THEMING, NO FURTHER REFINEMENT, AND

MULTIPLE "PAGES" OF PRODUCTS



FACET VIEW -WITH THEMING, FURTHER REFINEMENT, AND

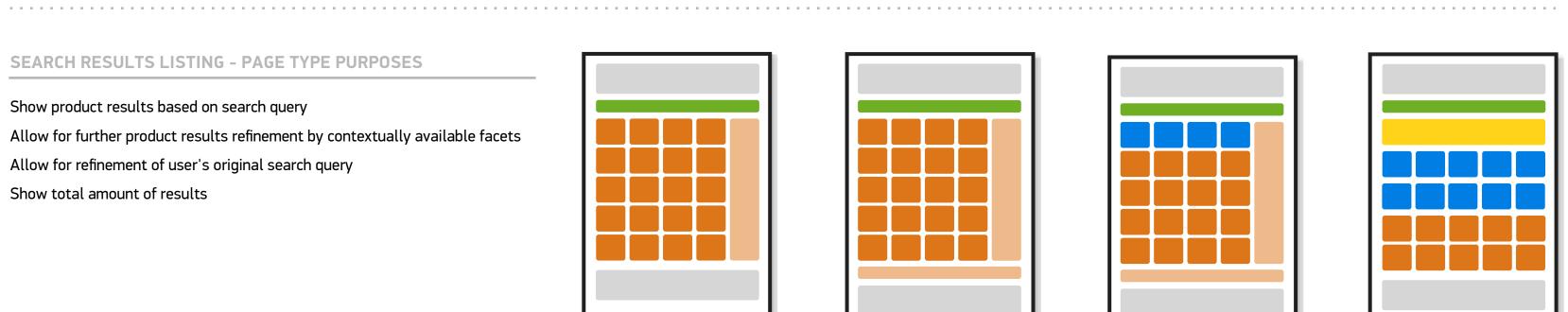
SUPPORT CONTENT



FACET VIEW - WITH THEMING, FURTHER REFINEMENT, SUPPORT CONTENT, AND MULTIPLE "PAGES" OF PRODUCTS

SEARCH RESULTS LISTING - PAGE TYPE PURPOSES

Show product results based on search query Allow for further product results refinement by contextually available facets Allow for refinement of user's original search query Show total amount of results

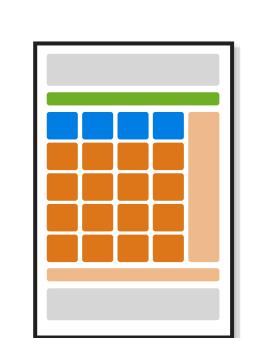


SEARCH RESULTS - WITH FURTHER REFINEMENT OPTIONS

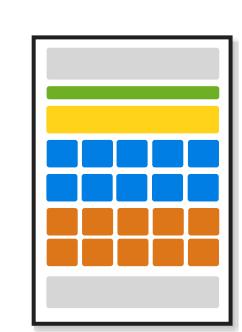


SEARCH RESULTS - WITH FURTHER REFINEMENT OPTIONS AND MULTIPLE "PAGES" OF

PRODUCTS



SEARCH RESULTS - WITH FURTHER REFINEMENT OPTIONS AND MULTIPLE "PAGES" OF PRODUCTS



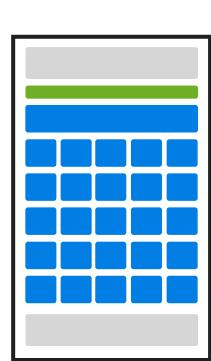
SEARCH RESULTS - NO RESULTS WITH MARKETING PROMOTIONS AND MERCHANT SUGGESTIONS

MARKETING COLLECTION - PAGE TYPE PURPOSES

Provide ways for a user to return to previous page/state before listing Provide separately weighted results/products based on Marketing needs Provide information on sales, promotions, or offers within a facet Provide information on sales, promotion, or offers throughout Apparel Notify customers of other products elsewhere (based on facet) on the site



MARKETING COLLECTION -HIERARCHICAL MARKETING DRIVEN PROMOTION AND CURATED PRODUCT LIST



MARKETING COLLECTION -MARKETING DRIVEN PROMOTION AND CURATED PRODUCT LIST