

KEY:

MARKETING/PROMOTION CONTENT

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

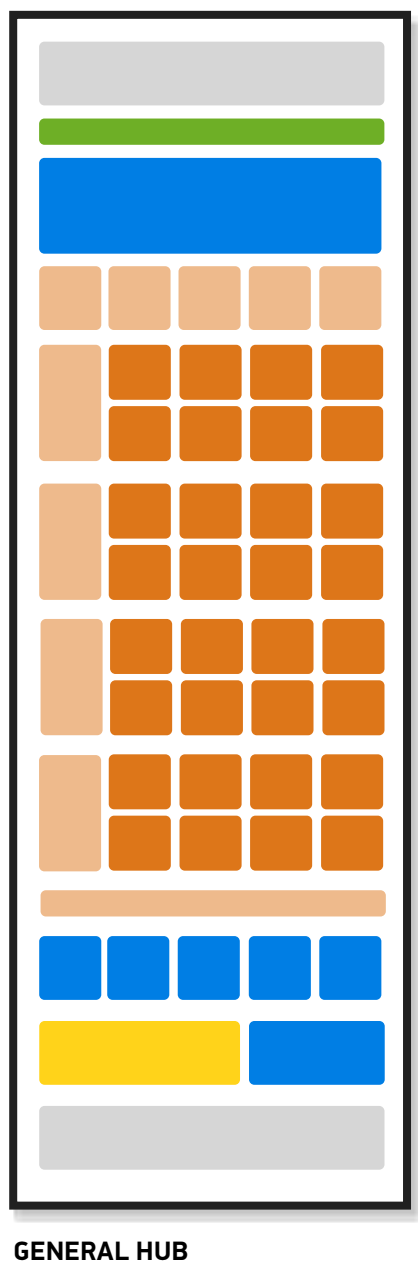
Give a sense of the size of apparel collection

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



LISTINGS

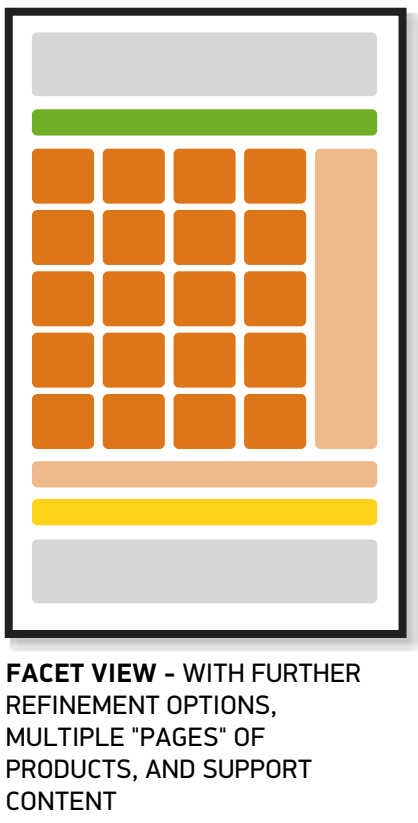
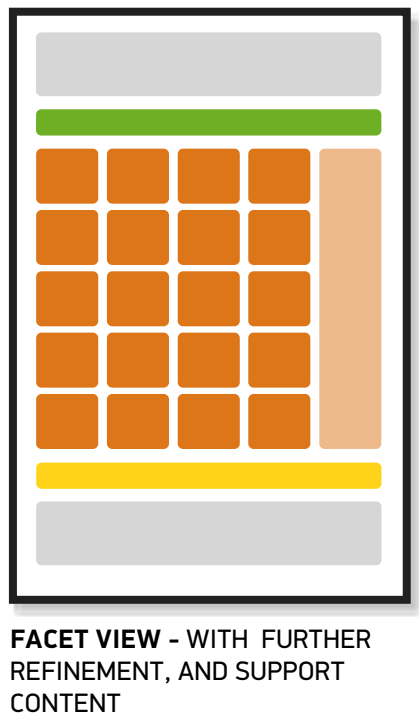
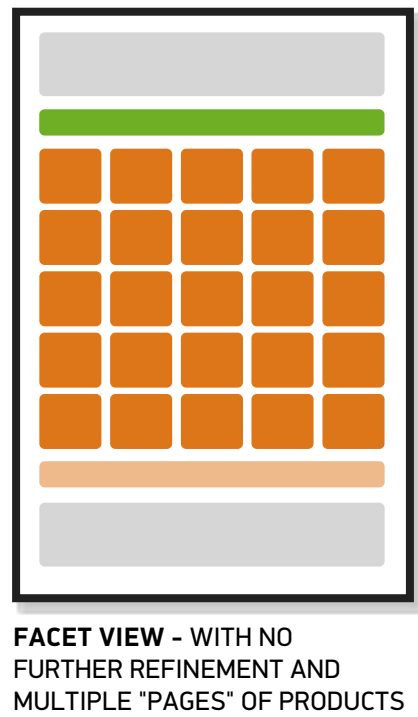
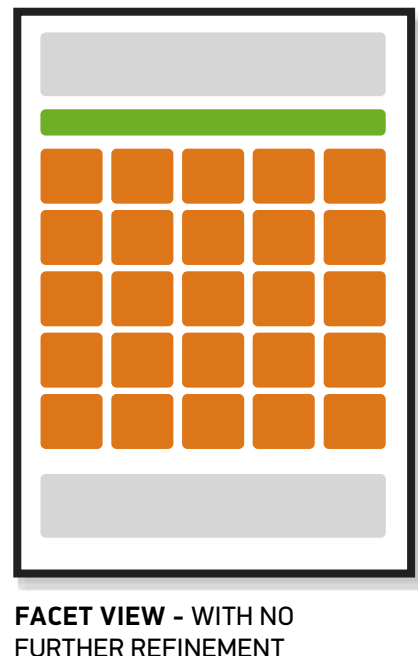
- BASIC FACET LISTING - PAGE TYPE PURPOSES
- Show product results based on facet selection

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 Weight Products



- 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

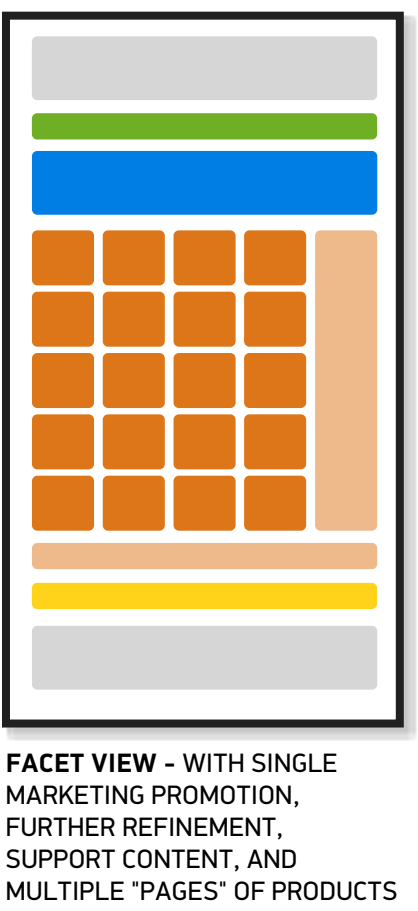
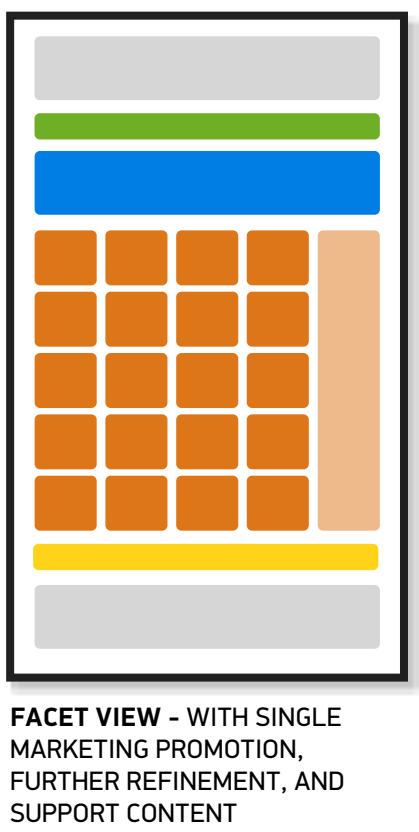
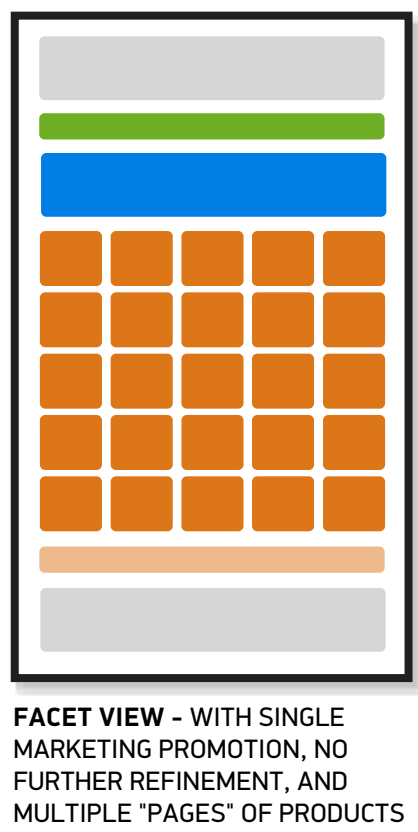
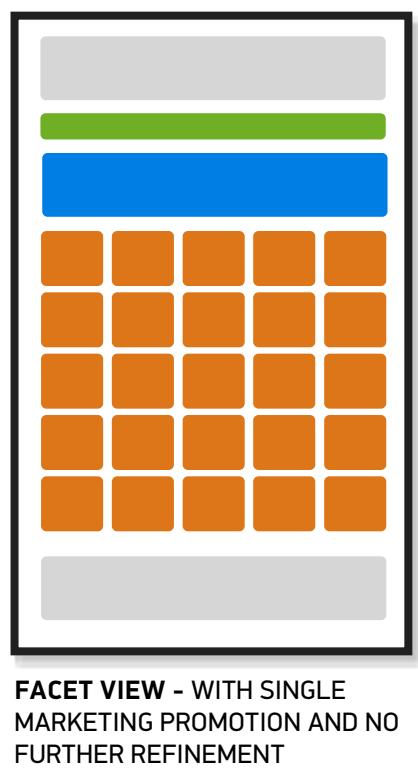
Provide any supportive/explanative text a customer may need when browsing Weight Products

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



- THEMED FACET LISTING - PAGE TYPE PURPOSES
- Show product results based on facet selection

Allow for further product results refinement by contextually available facets

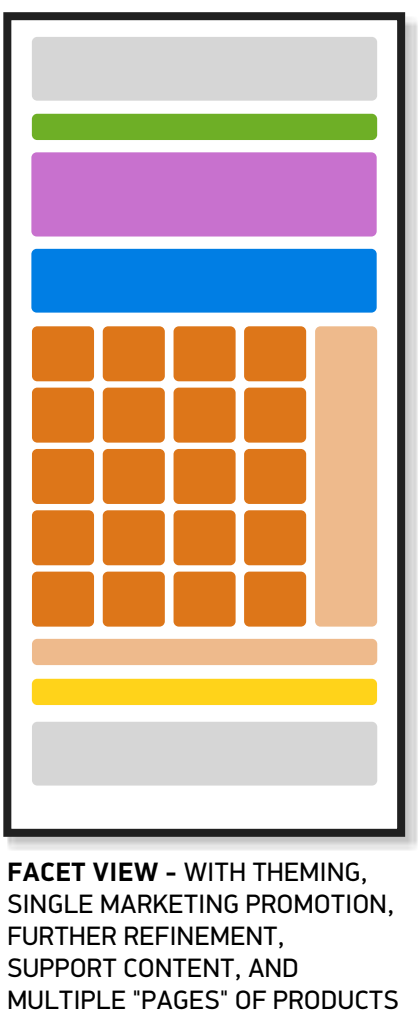
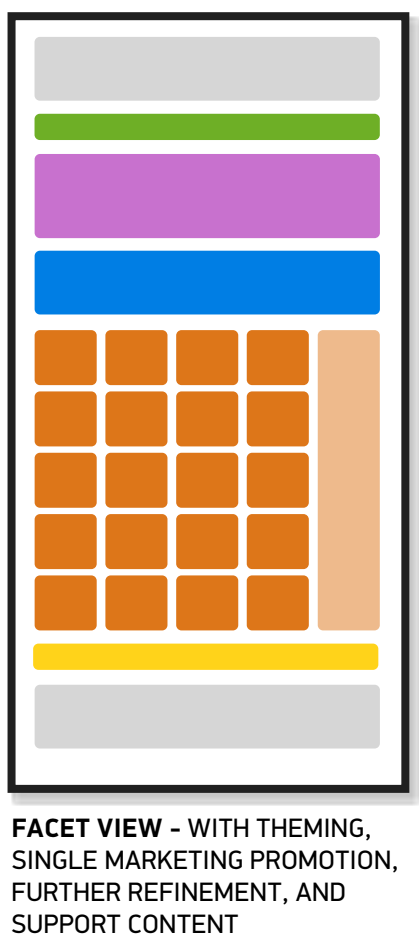
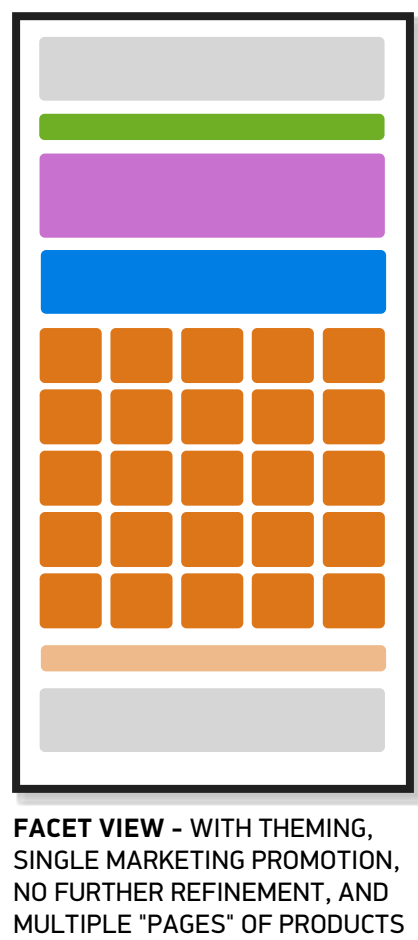
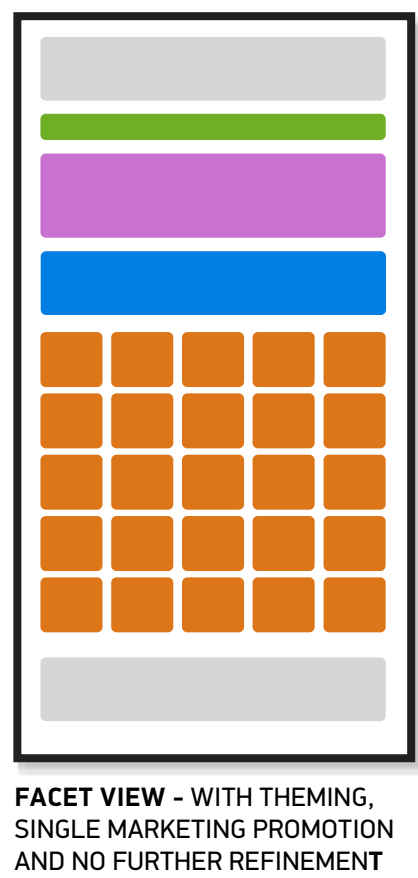
Provide ways for a user to return to previous page/state before listing

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

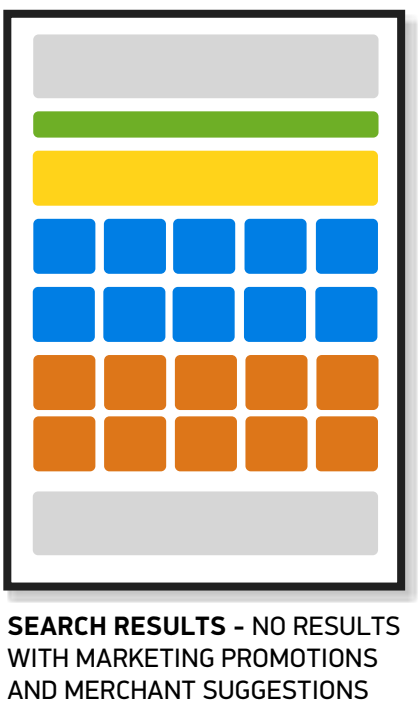
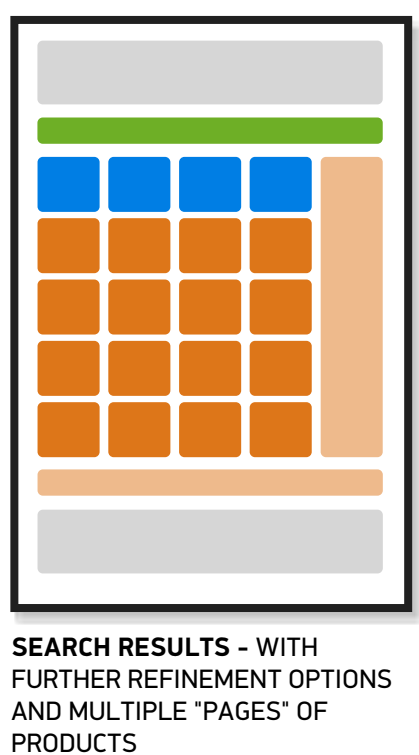
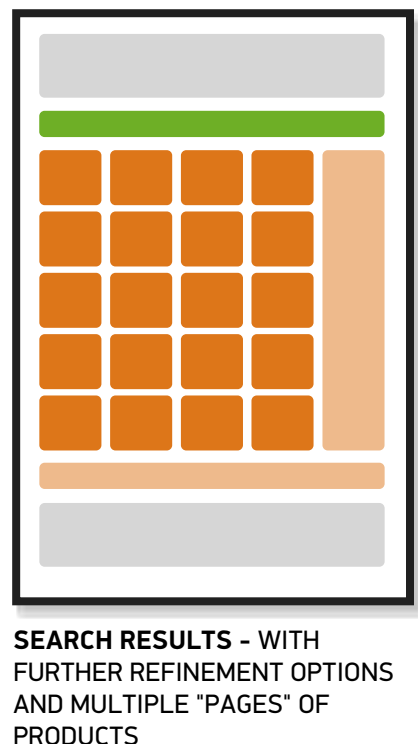
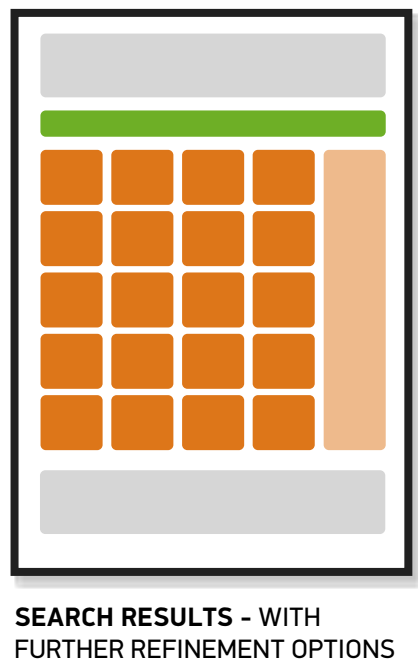


- SEARCH RESULTS LISTING - PAGE TYPE PURPOSES
- Show product results based on search query

Allow for further product results refinement by contextually available facets

Allow for refinement of user's original search query

Show total amount of results



- 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

