

sequence

BEST BUY **PROMOTIONS PLATFORM**

WIREFRAMES
VERSION 1.0

DATE
08.03.2011

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DIGITAL INSERT

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WORKING DEFINITON: WIREFRAMES

What wireframes are meant to relate:

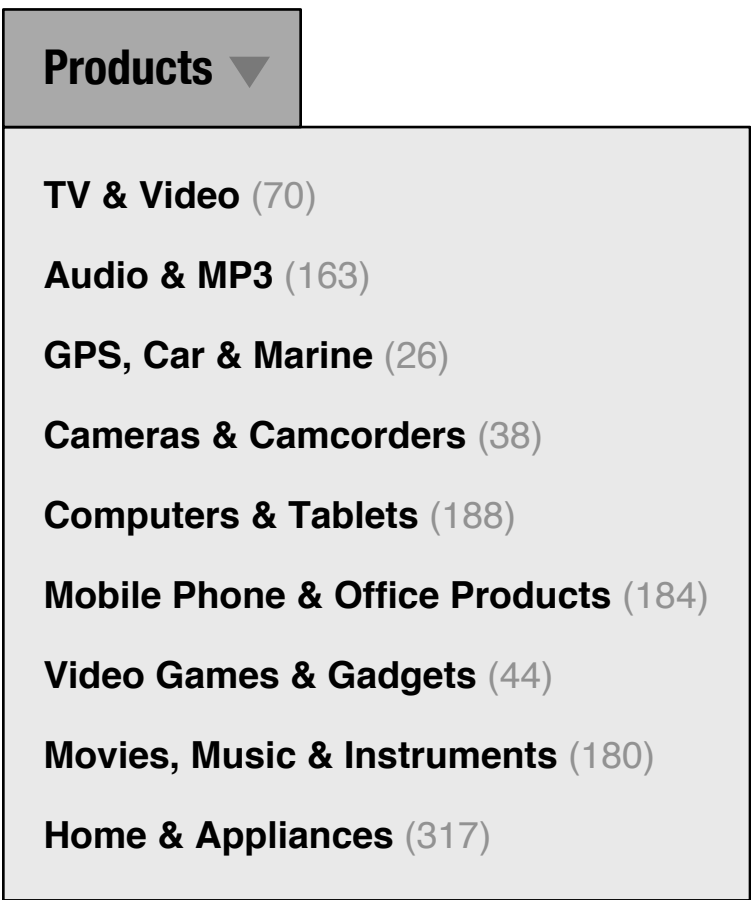
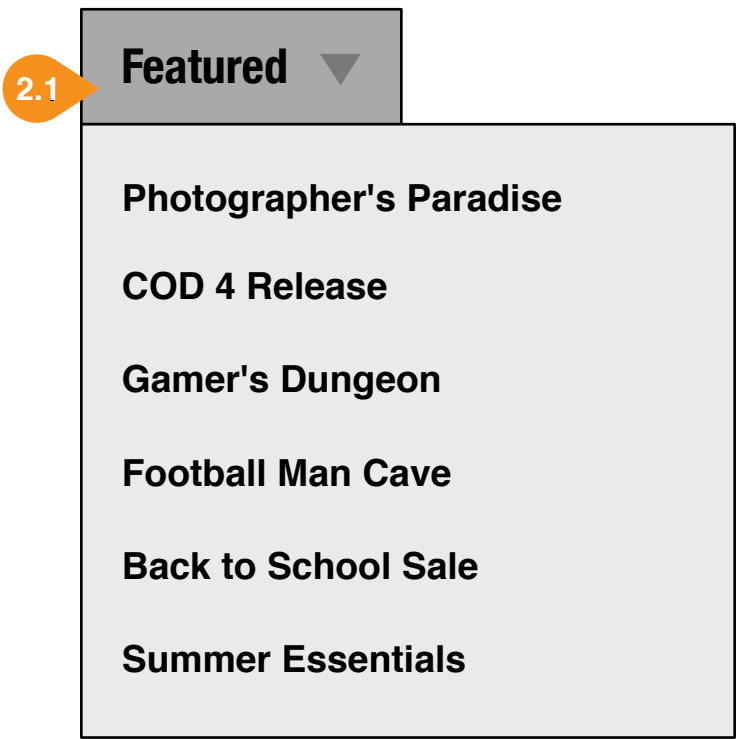
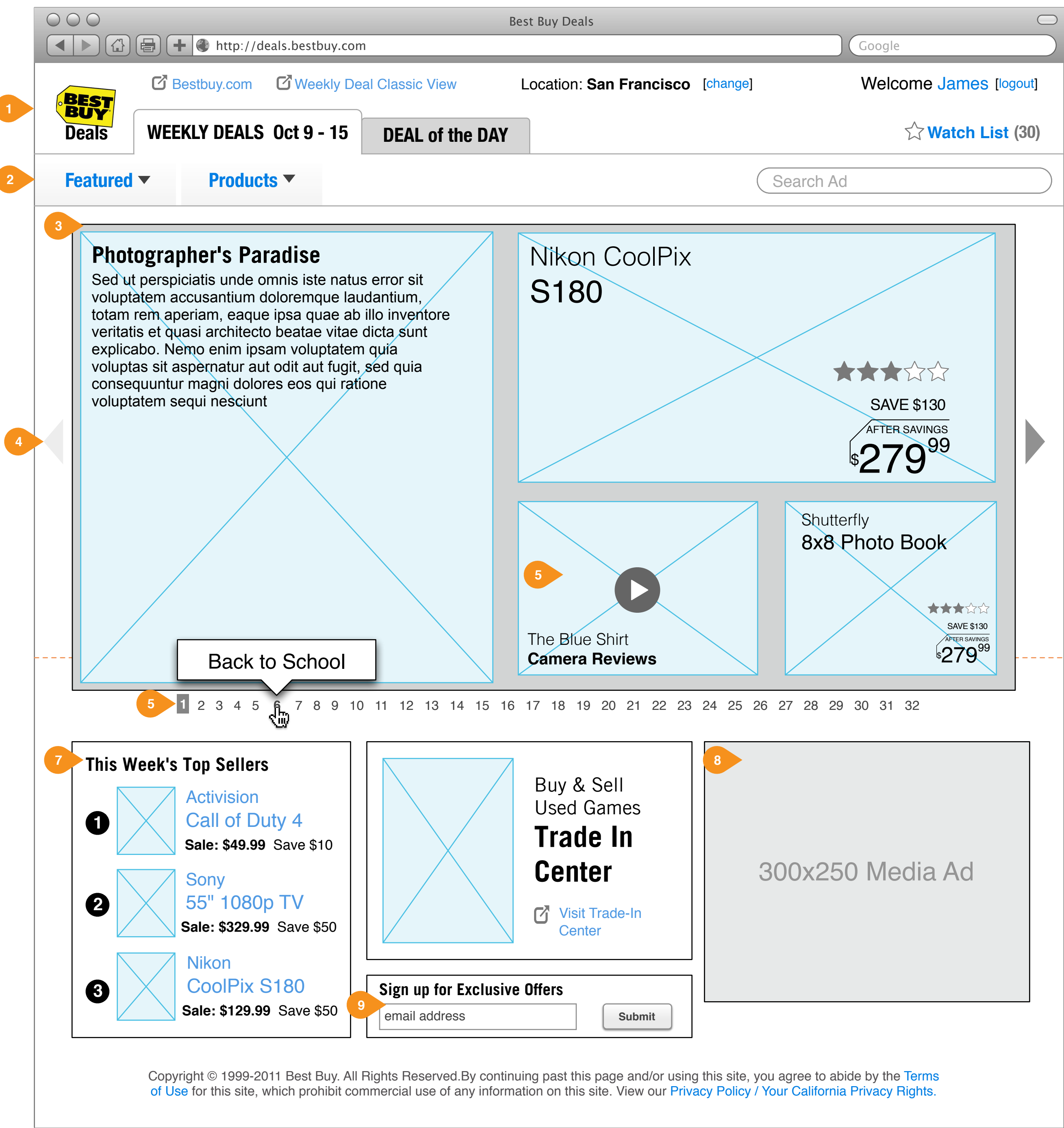
- Task flows and state changes of functionality
- The definition and organization of interactive/ content elements (general layout)
- Hierarchy of UI elements and levels of importance
- How navigation works

What wireframes are not meant to relate:

- Visual Design (Fonts, colors, images, final detailed layout, etc.)
- Real copy (nomenclature, body copy, etc.)
- Technical back-end processes (db schema, web service construction, etc.)

CONCEPT 1

FEATURED 1



- 1. Top Header**

The global nab contains persistent elements.

 - External links to bestbuy.com and the bestbuy.shoplocal.com
 - IP Geolocation setting with ability to edit to a specific store
 - Account sign in/user name display
 - Nav to two main sections: Weekly Deals (shown here) and Daily Deals
 - Watch List (not yet wire framed)
- 2. Weekly Deal Toolbar**

The weekly deal will have drop downs (2.1) to show the Featured and Product categories for that week's collection of content. This concept maintains the "pages of spreads" metaphor. Each nav item is a jump link to the appropriate spread
- 3. Page Templates**

The content area of the site is made up of fixed, gridded templates. There will be multiple templates that will allow a variety of content choices, sizes and configuration.

The example here is for an "Editorial Feature" which can contain content focuses on various campaign or feature related collection of products (seasonal, launch, lifestyle, etc.)
- 4. Page nav**

Traditional paging navigation on either side of the spread allows the user to "page" through the weekly deals
- 5. Video**

Example of insertion of rich media/content within the collection of product modules. The video would potentially open in a lightbox.
- 6. Weekly Ad TOC nav**

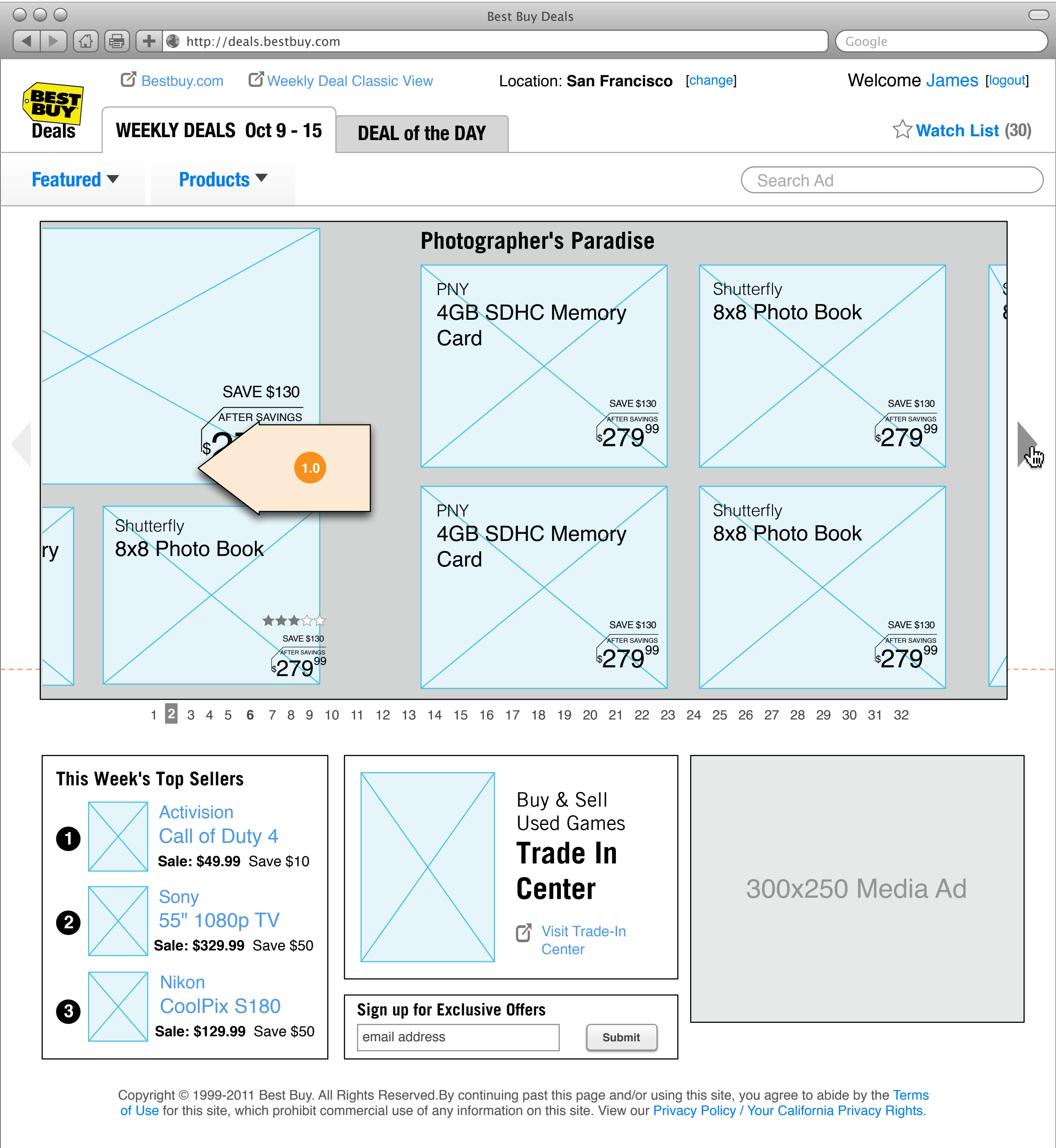
Indicates the number of pages in the current weekly deals, the users position in it, the ability to hover over a page link and view information about what content in on that page and the ability to navigate to a page
- 7. Global Weekly Stats**

Running trend report of what products in this week's collection of deals is selling the most. Crosses all product categories.
- 8. Space for Advert**

Standard 300x250 media space
- 9. Collection point for email addresses**

May tie into existing service, possible need to create a receiving database

FEATURED TRANSITION



1. Transition

There are potentially two types of page transitions:

- Sequential pages: There is a seamless sliding of content over bringing in the next page as if it was simply offscreen
- Jump to non-sequential page: The slide transition would happen as well there would just be a blank area between the existing content and the entering content.

FEATURED 2

Best Buy Deals

WEEKLY DEALS Oct 9 - 15

DEAL of the DAY

Bestbuy.com

Weekly Deal Classic View

Location: San Francisco

[change]

Welcome James

[logout]

Watch List

(30)

Featured

Products

Search Ad

Photographer's Paradise

5-9 of 9

PNY

4GB SDHC Memory Card

SAVE \$130

AFTER SAVINGS

\$279⁹⁹

Shutterfly

8x8 Photo Book

SAVE \$130

AFTER SAVINGS

\$279⁹⁹

Shutterfly

8x8 Photo Book

SAVE \$130

AFTER SAVINGS

\$279⁹⁹

PNY

4GB SDHC Memory Card

SAVE \$130

AFTER SAVINGS

\$279⁹⁹

Shutterfly

8x8 Photo Book

SAVE \$130

AFTER SAVINGS

\$279⁹⁹

Shutterfly

8x8 Photo Book

SAVE \$130

AFTER SAVINGS

\$279⁹⁹

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1

Activision

Call of Duty 4

Sale: \$49.99 Save \$10

2

Sony

55" 1080p TV

Sale: \$329.99 Save \$50

3

Nikon

CoolPix S180

Sale: \$129.99 Save \$50

Buy & Sell Used Games

Trade In Center

Visit Trade-In Center

Sign up for Exclusive Offers

email address

Submit

300x250 Media Ad

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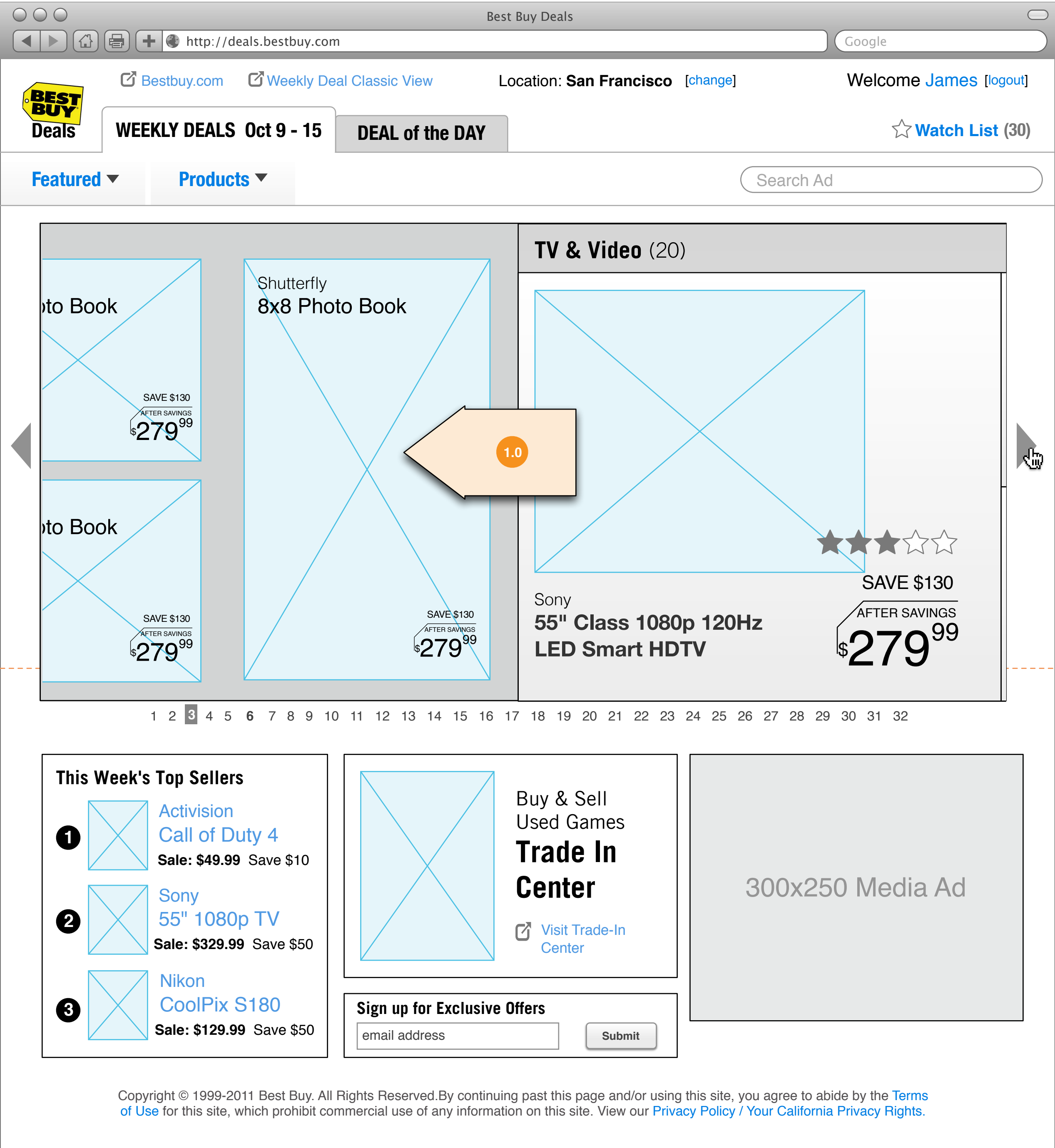
1. Supportive Editorial Spread

Example of a second page spread that is a part of an editorial Feature.

Modified Wed Aug 03 2011

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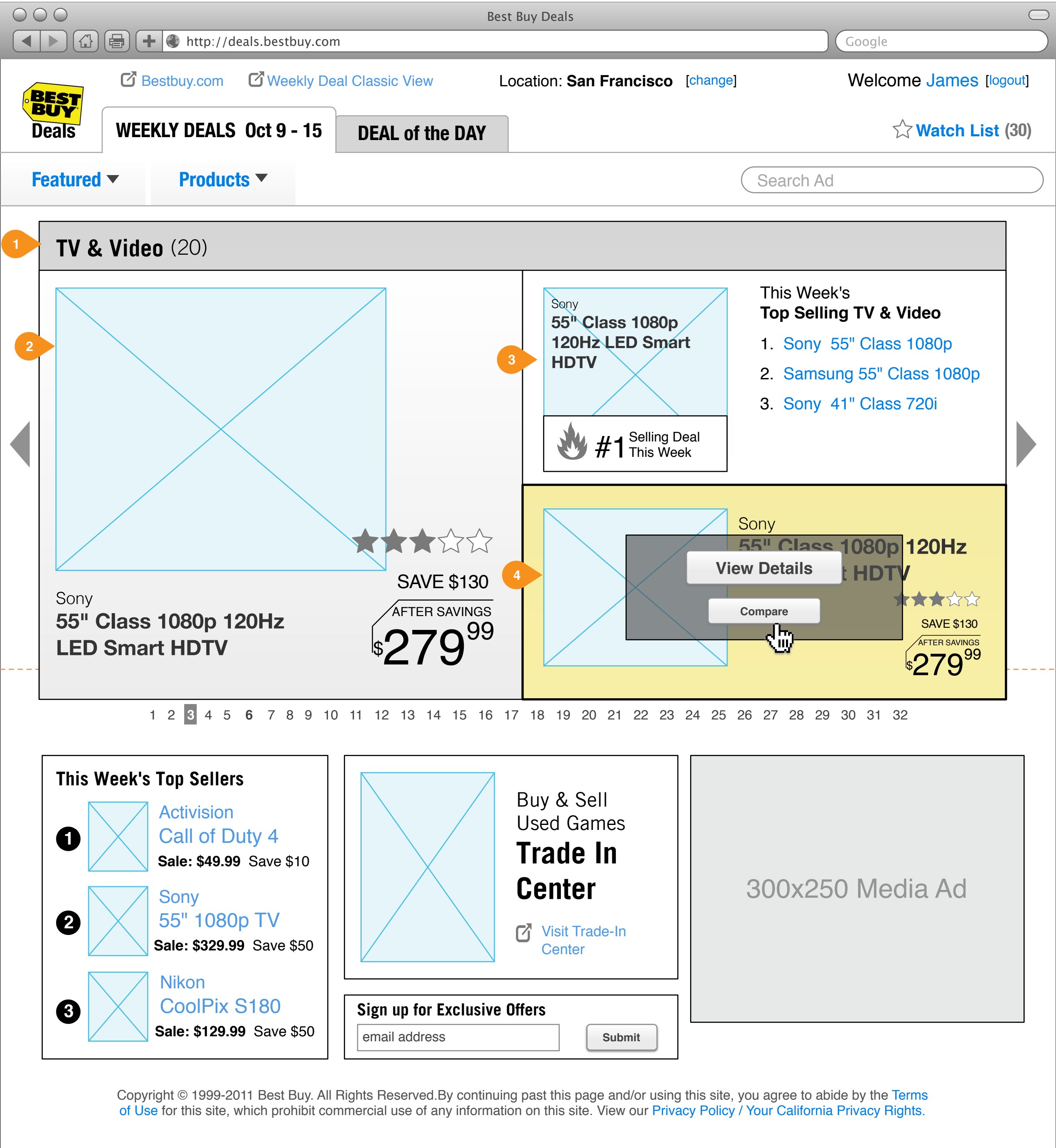
FEATURED TRANSITION 2



1. Transition between Different Sections

This is an example that there will be a visual difference between editorial sections and between product sections.

PRODUCT CATEGORY



- Product category header**
- Hero Product**

This is an example of a template that contains a larger hero product module. The product that is placed in this module would be editorially selected
- Category Trending Module**

Example of module that contains trending information specific for the product category
- Hover Actions for Product**

Hovering over a product module will review two action choices:

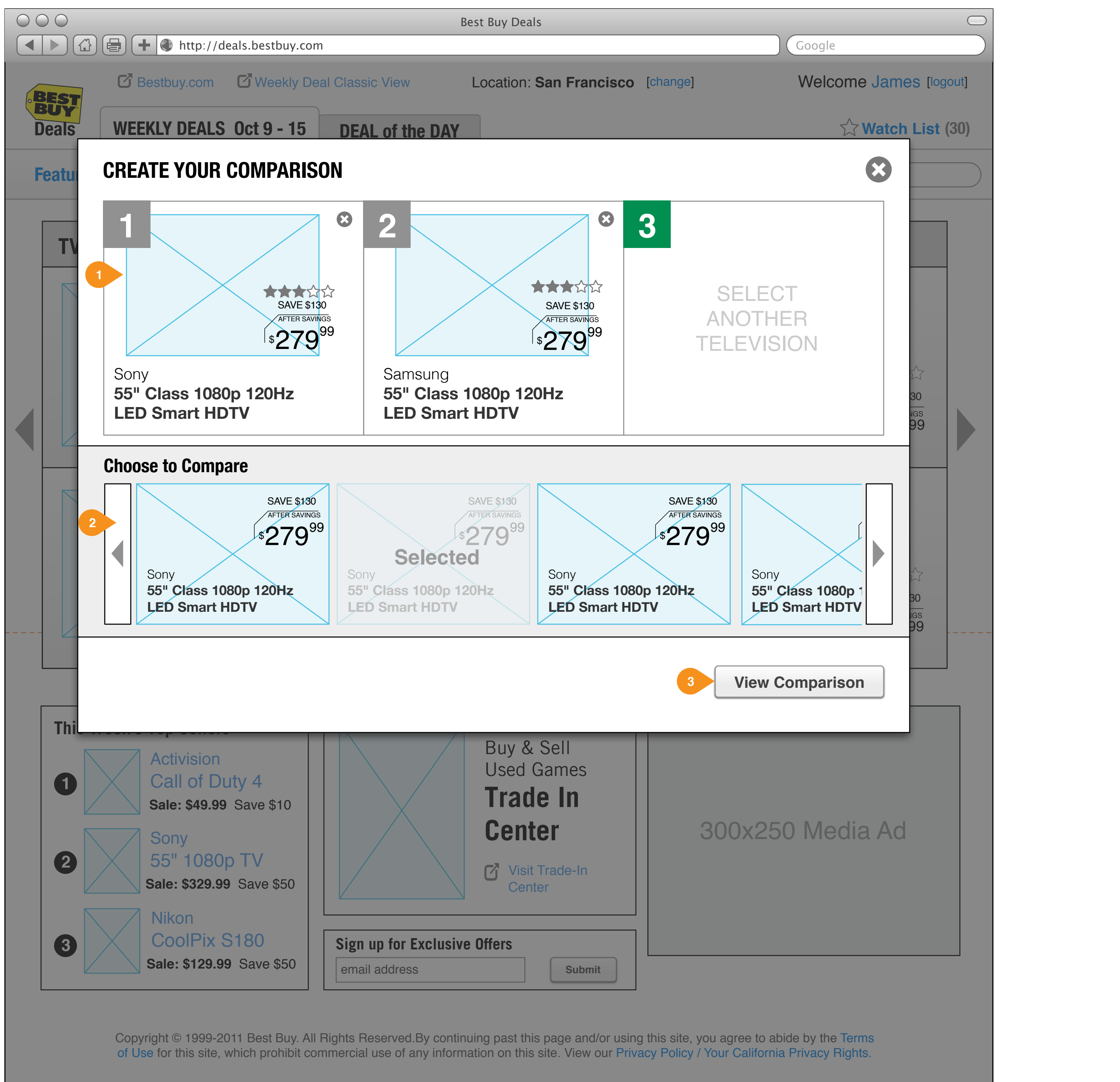
 - "View Details" which will navigate to the product detail page (not wireframed here). Clicking on any area in the product module with the exception of the compare button should navigate to the detail page
 - "Compare" which will open the Create Comparison lightbox to start the compare process
- Note label Note label**

Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.
- Note label Note label**

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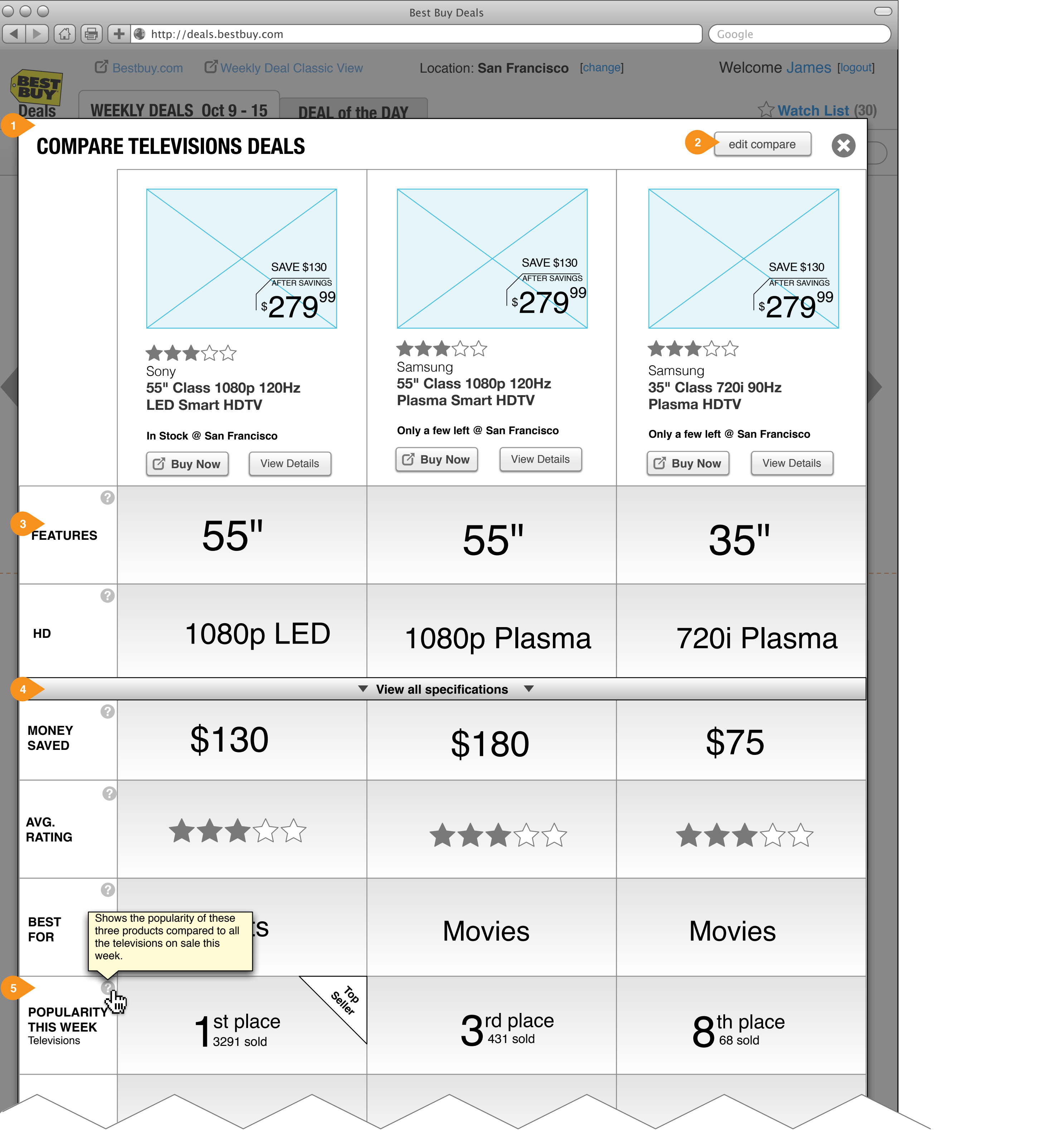
Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

COMPARE SELECT



- 1. Define Up to Three Products to Compare**
The product that started the comparison process will be pre-filled. There will be two empty spaces to fill in with other products.
- 2. Carousel of product choices**
The user is presented with all other products in the same category that is part of the weekly deals. The user selects a product to add it to the three comparison products
- 3. View comparison action**
As soon as two products are defined, the View Comparison action button becomes active. This change the lightbox to the comparison state (see next wireframe)

COMPARE



- 1. Comparison Lightbox**
The comparison grid will need to be in a lightbox. The alternative is to have it on a webpage with the main navigation accessible which would allow the user to navigate away from the comparison grid with no way of navigating back.
- 2. Edit Compare**
Sets the lightbox back into the compare definition state (see previous wireframe)
- 3. Default Basic Datapoints**
By default only the simple, "non-techie" data points will be visible
- 4. Granular Specifications**
Opens a drawer to display more granular specifications.
- 5. Spec definitions**
Would allow easy access to definitions of what the data points mean to the average user.

sequence

BEST BUY

PROMOTIONS

PLAFORM

WIREFRAMES
VERSION 1.0

DATE
08.03.2011

TABLE OF CONTENTS

PROMOTIONS PLAFORM

2 TABLE OF CONTENTS

CONCEPT 2

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7 LANDING - MID SCROLL 2

8 LANDING - MID SCROLL ALTERNATIVE

FEATURED PAGE ALTERNATIVES

10 FEATURED DEEPER DIVE

11 FEATURED DEEPER DIVE - ALTERNATE

PRODUCT DETAIL PAGE

13 PRODUCT DETAIL PAGE

WORKING DEFINITON: WIREFRAMES

What wireframes are meant to relate:

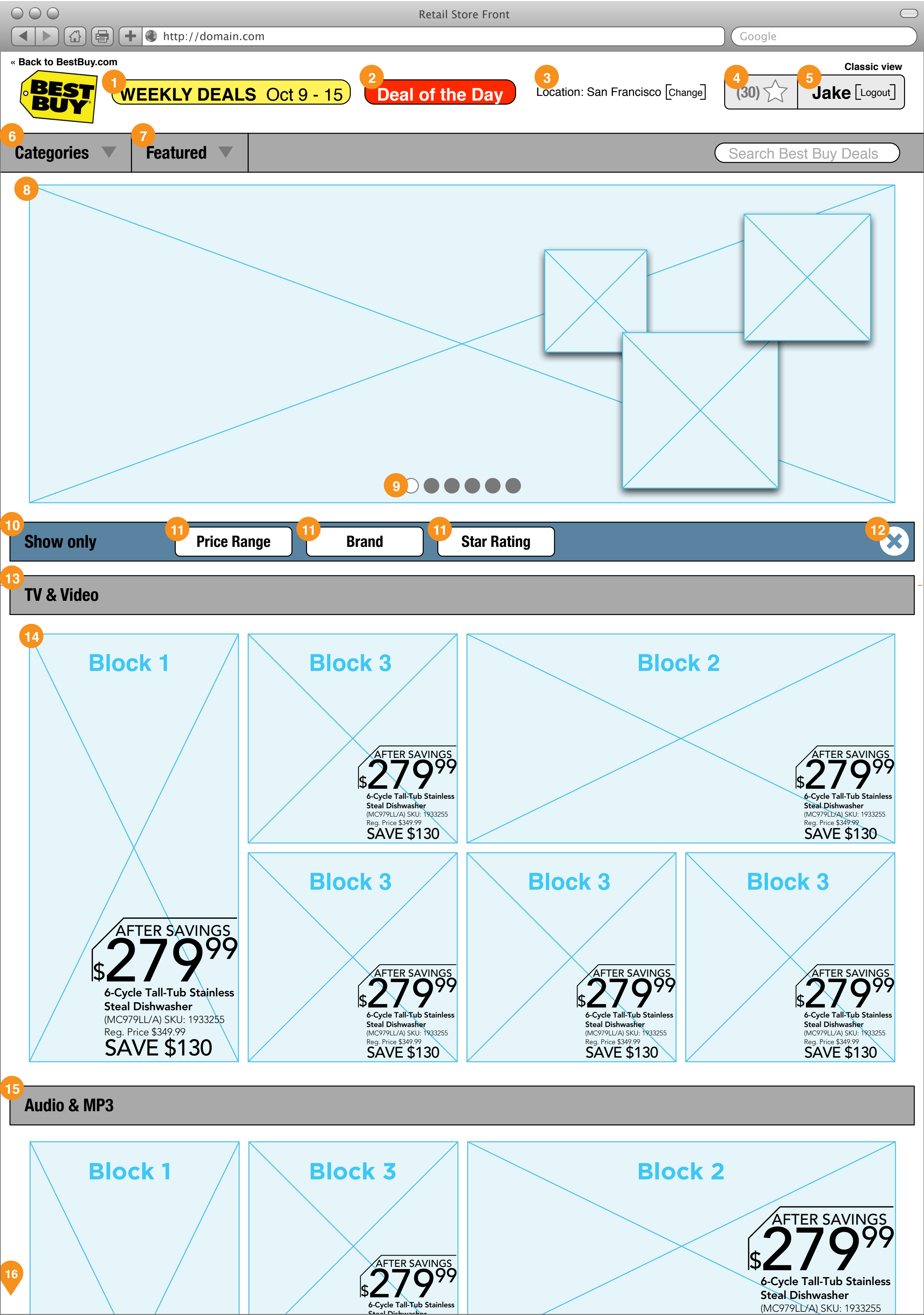
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CONCEPT 2

LANDING



1. Weekly deals

Indicator that this is the weekly deals micro site.

2. Deals of the day button

This is a hover button that reveals the current daily deal. see next page for example.

3. Location

The site will sniff a location from the user's IP, but incase that location is off, or there are multiple close stores, the user will need to be able to modify their store choice.

4. Watch list

Functions similar to the current wish lists.

5. Account settings

Functions the same as current account settings. Leads to .com account settings.

6. Categories dropdown

Hover to reveal the categories within the weekly deals.

7. Editorials dropdown

Hover to reveal the editorials within weekly deals.

8. Editorial hero image

A curated image of weekly deals. This is also a carousel of editorial images from each of the editorial sections. The image could include promo products that would lead directly to the product detail pages.

9. Editorial indicator

Indicator that shows the user where they are in the editorial hero images.

10. Filter section

The user should be able to filter the weekly insert to narrow down what they want to look at. Once the user scrolls down past the editorial images, this bar will be sticky to the top of the screen (similar to the functions bar in gmail). see next pages for state examples.

11. Filters

The user should have the option to just view a certain price range, narrow the results to a brand(s), and only view products with certain star ratings.

12. Clear filters

The user should be able to return the page to a cleared state.

13. Category heading

This is where the page jumps to when a user picks a category from the header.

15. Blocks - Product grid

The products flow into a dynamic grid that can size according to product importance (or vendor payment) the grid is a standard 4Xn (n = 200 products / 4 columns). A "special" product can take up either 2 vertical spots (5a), or 2 horizontal spots (5b).

16. Following categories

Following categories will use a dynamic html load to reduce initial load time.

LANDING - NON-MODAL POPOVERS & ALTERNATE STATES



1. Categories

The dropdown for categories would jump the user to the selected category. Each category would also indicate how many products where within that category.

2. Deals of the day button

This would be revealed on hover, and would give a glimpse of what the deal of the day is.

3. Featured

This is where a list of the Featured pages is listed. They could include a simple icon.



4. Results count

Once the user has made filter changes, their total results will be shown.

5. Price range

The ranges would have to change week to week based on what the lowest and highest priced item was.

6. Brand

A list of all the brands included in a weekly deal. If the list is too long, a "see all" item should be added to expand the list to show all the brands. Possible up sell of promotional brands here.

7. Expanded brand list

8. Star rating

Shows the user how many products have a certain amount of star rating. the user can filter only those they wish to see.

9. Clear filter

The user should be able to return the page to a cleared state.

10. Product hover state

When the user hovers over a product, options appear for them to make further decisions. The shutter comes in from the top when the user hovers over the product.

11. View product detail

This will take the user to the product detail page.

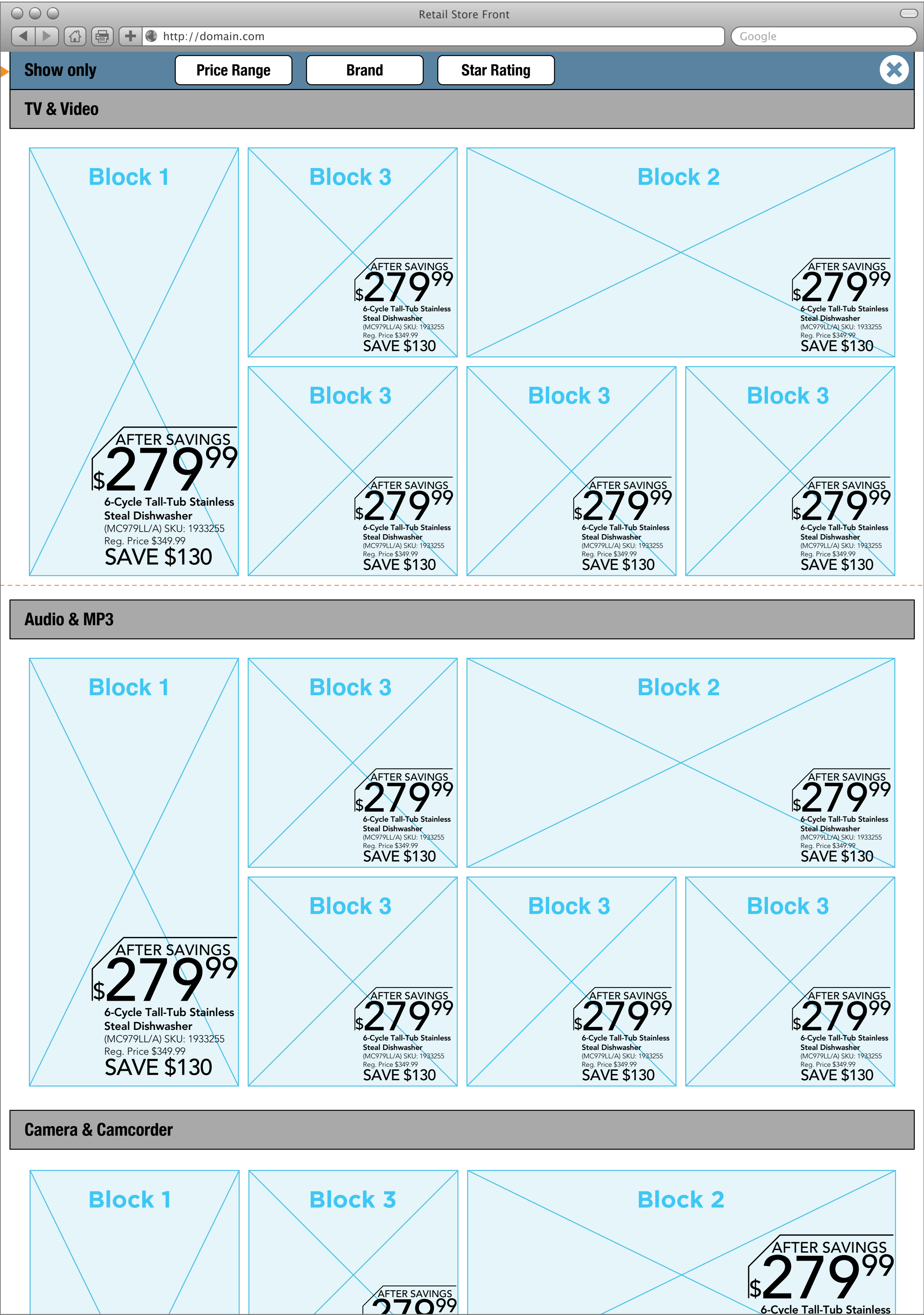
12. Compare

This will launch the compare lightbox as shown in concept 1

13. Trending

This is an indicator that a specific product is a trending product. The tag could link to trending pages (if API allows for it)

LANDING - MID SCROLL



1. **Pinned Filter Bar on Scroll**
The filter bar will remain pinned to the top of the browser window when the user scrolls downward (see toolbar in Gmail for example)

LANDING - MID SCROLL 2



1. **Pinned Section Header on Scroll**
Ideally the product section headers would pin under the filter bar until the next product section header pushes it out. Much like iOS lists with grouped headers.

(The sencha touch "Grouped List" example shows that this can be done in HTML. Uncertain if all browsers in spec will support it.)

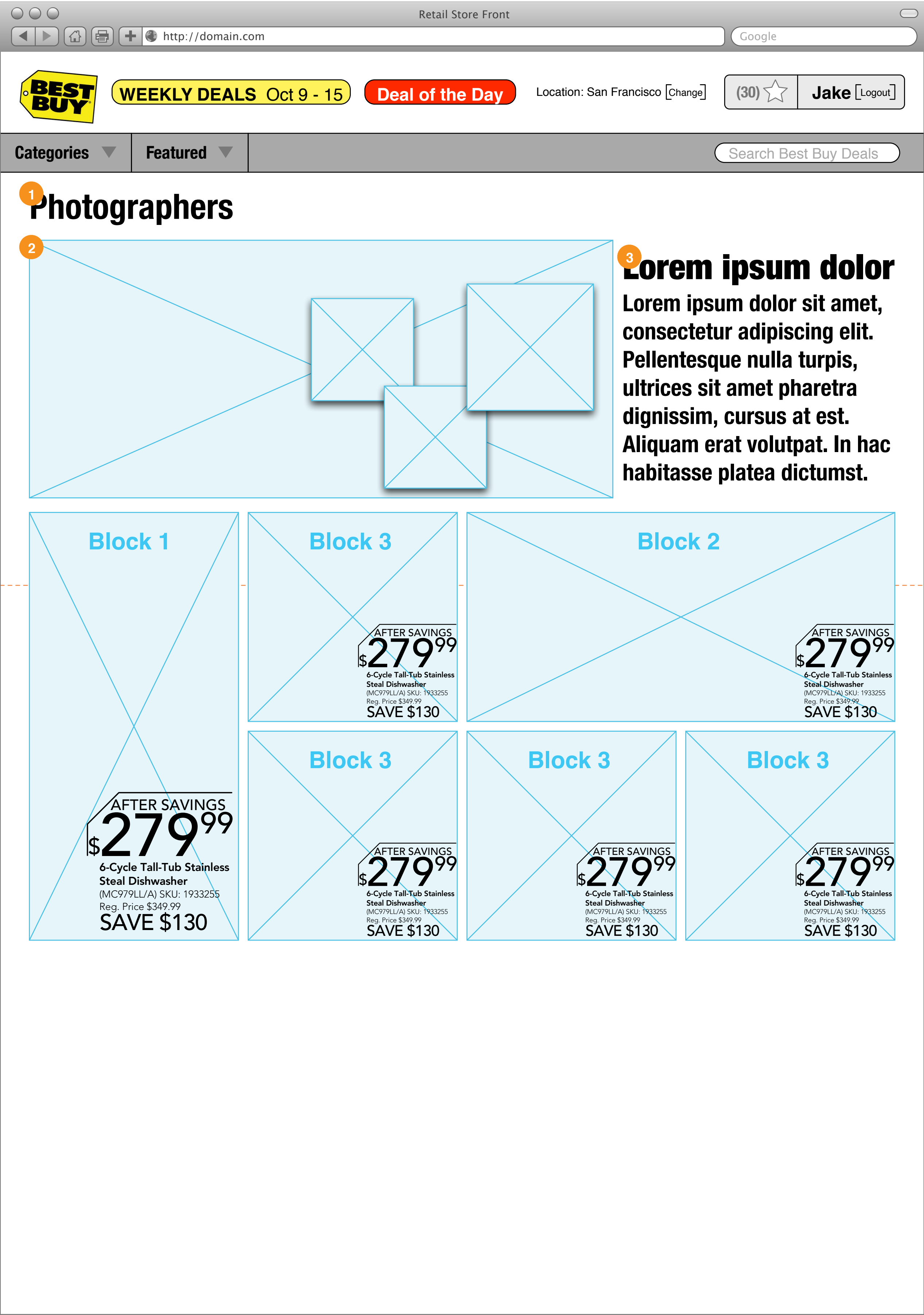
LANDING - MID SCROLL ALTERNATIVE



1. **Category alternate view**
If product reorganization proves to be too difficult, instead of category headers, there will be "header modules" inline with the product modules to indicate when a new product category has started.

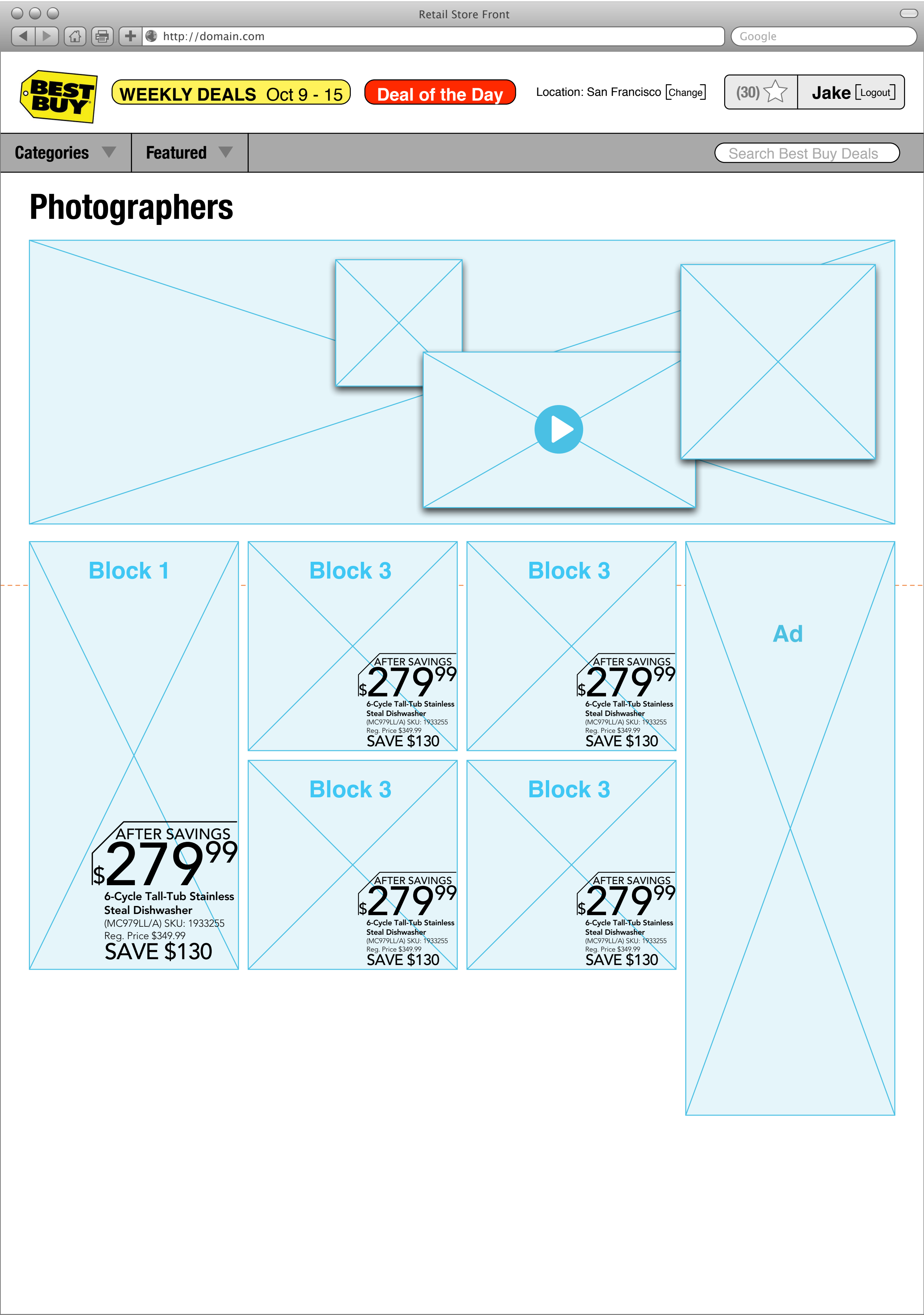
FEATURED PAGE ALTERNATIVES

FEATURED DEEPER DIVE



- 1. Featured title**
This is a descriptive title given to a Featured list.
- 2. Hero/Editorial**
Curated/designed image explaining the Featured. Could be designed to contain promotional products/videos/brands.
- 3. Text describing the editorial**
This text would take the space of the filter on the last page. It would be populated with current deals on this editorial/lifestyle or other text related to the editorial/lifestyle.

FEATURED DEEPER DIVE - ALTERNATE

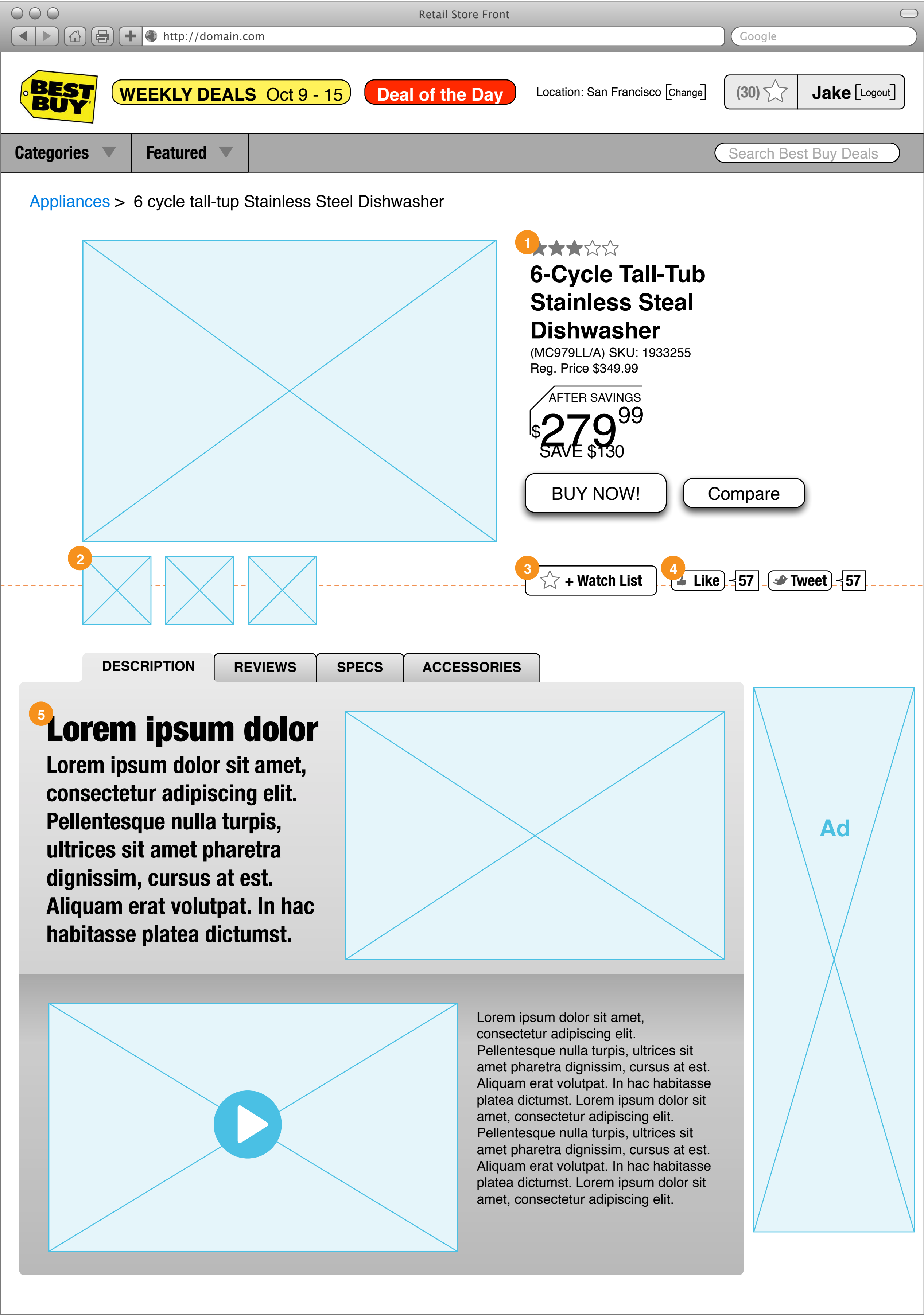


1. Alternate view of Featured list

An alternate view of the Featured list where there is no text. This view also shows how a standard side banner ad can be incorporated into the design.

PRODUCT DETAIL PAGE

PRODUCT DETAIL PAGE



- 1. Product details**
This is where the name of the product is listed, as well as the price the model number and any major features of the product.
- 2. Alternate views of the product**
- 3. Add to watch list**
This will allow the user to add the product to their watch list.
- 4. Social area**
The user should be able to like and tweet about the product, and see at a glance how many people have liked and tweeted about the product.
- 5. Product features**
This is where the main features of the product will be shown. The text must be big and easy to read, images easy to understand. This area could also include videos about and related to the product.