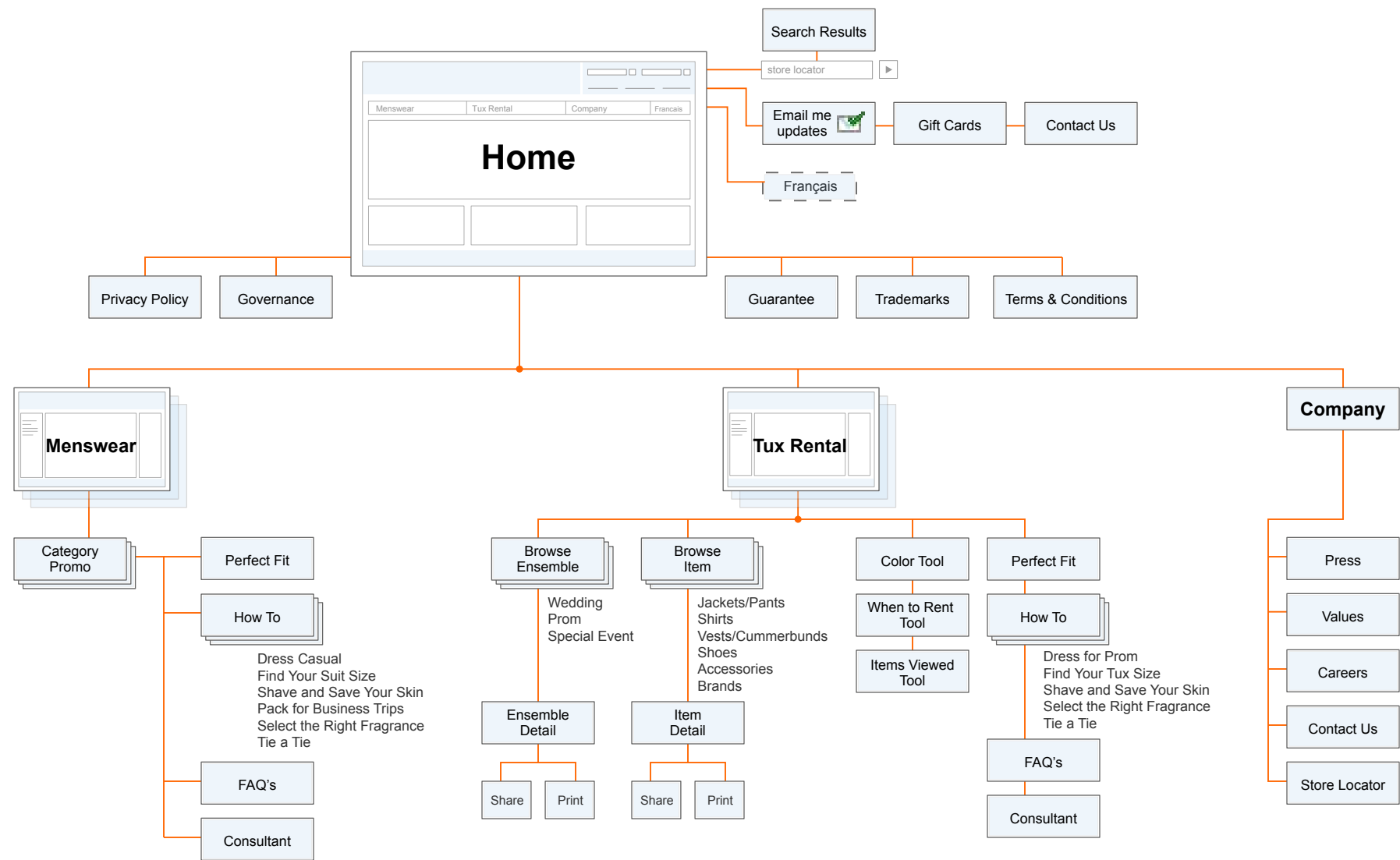
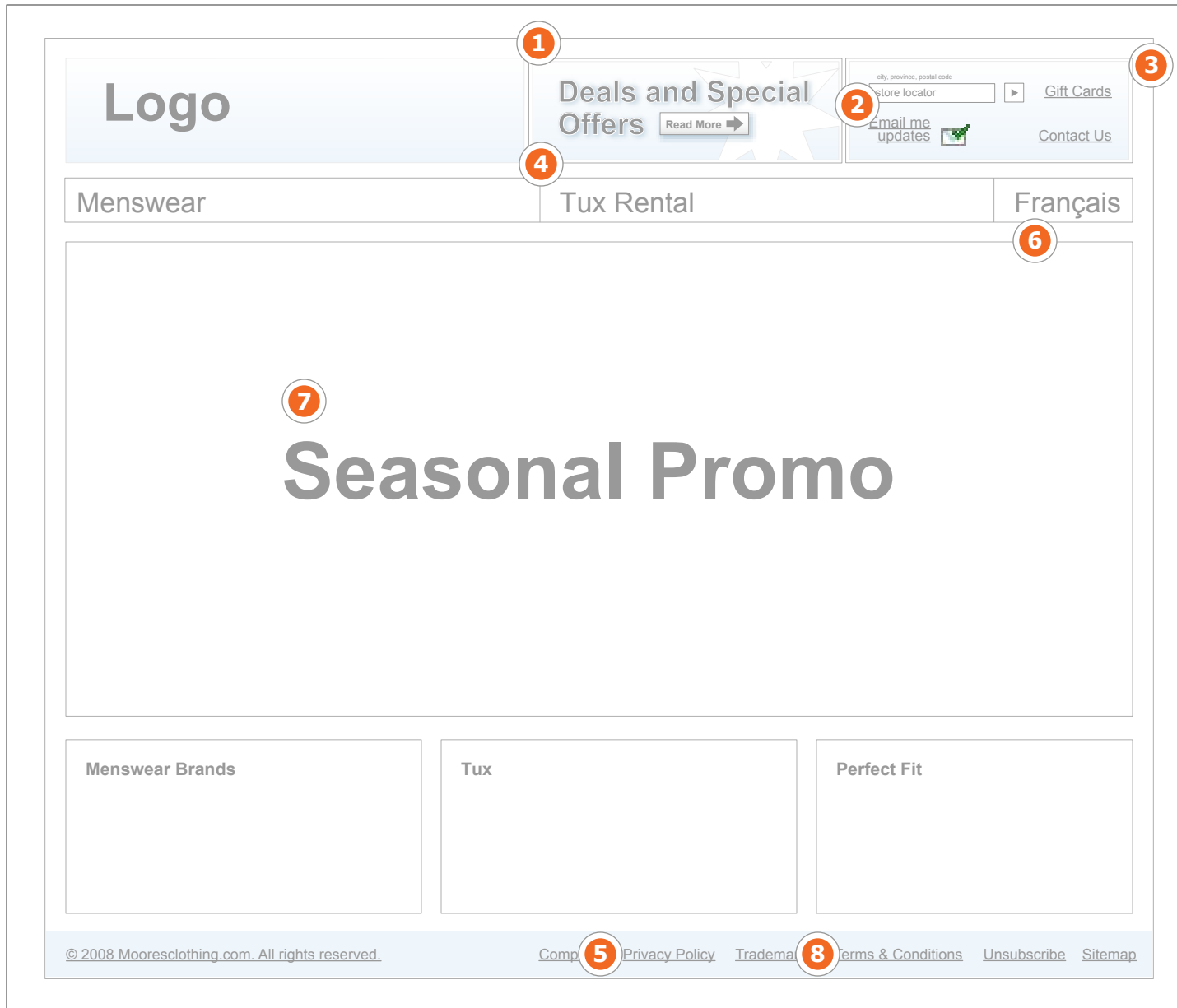




Moores Clothing  
Website redesign  
May 21, 2008

Moores Clothing Sitemap: New

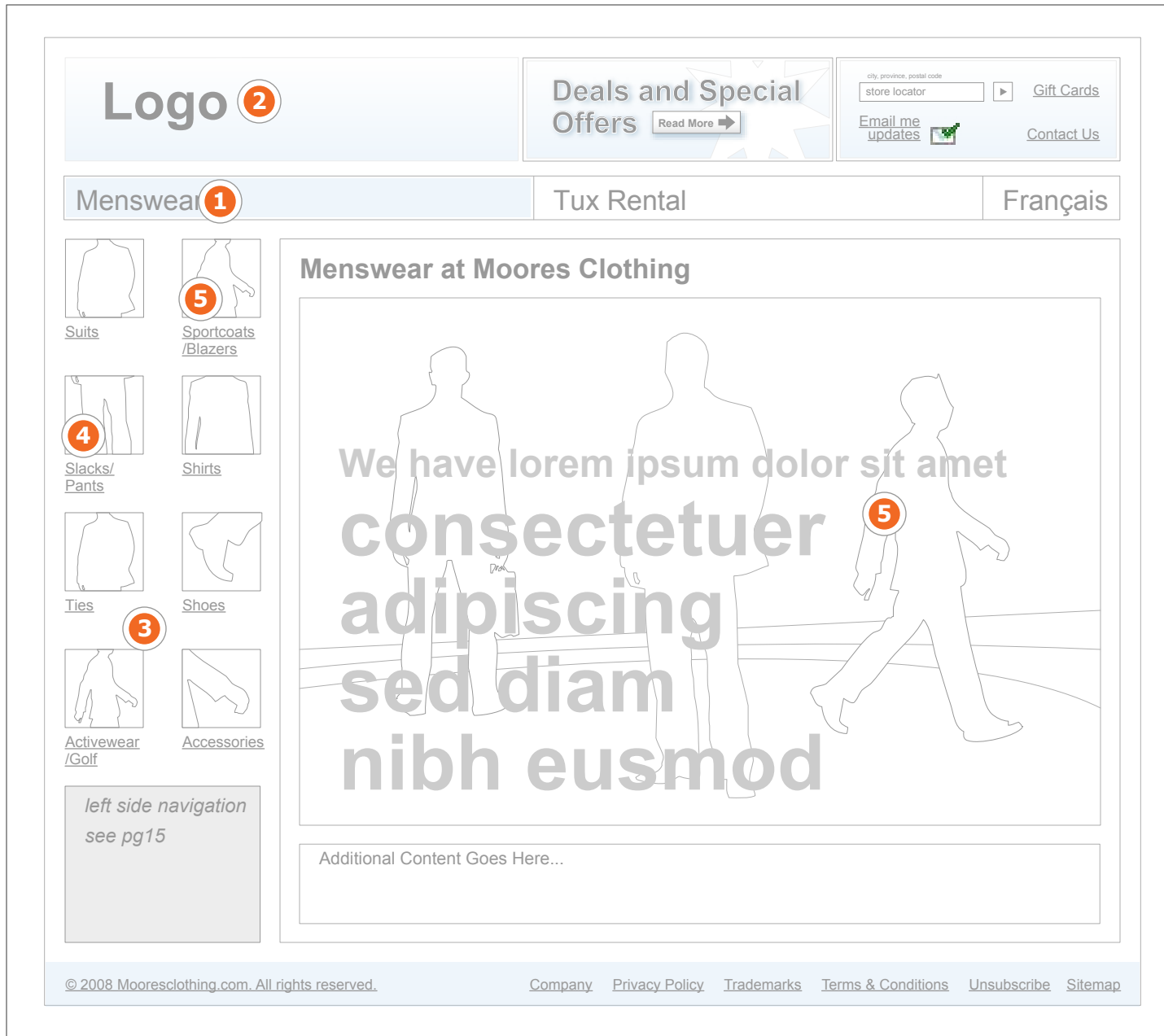




## Annotations

- 1 Top level controls include key actions: offers, locator, email, gift cards, contact.
- 2 Email subscription.
- 3 Gift Cards informational only for v1 site.
- 4 Emphasize Menswear and Tuxedo content.
- 5 Company Info secondary.
- 6 Language switch clear and prominent.
- 7 Main Promo: launch with Seasonal, Site Announcement, or Tux Introduction.  
Secondary Promos: launch with Brands, a Tux Promo (if not primary), and Rewards Program.
- 8 Aside from Company, other footer information reserved for legal and SEO.

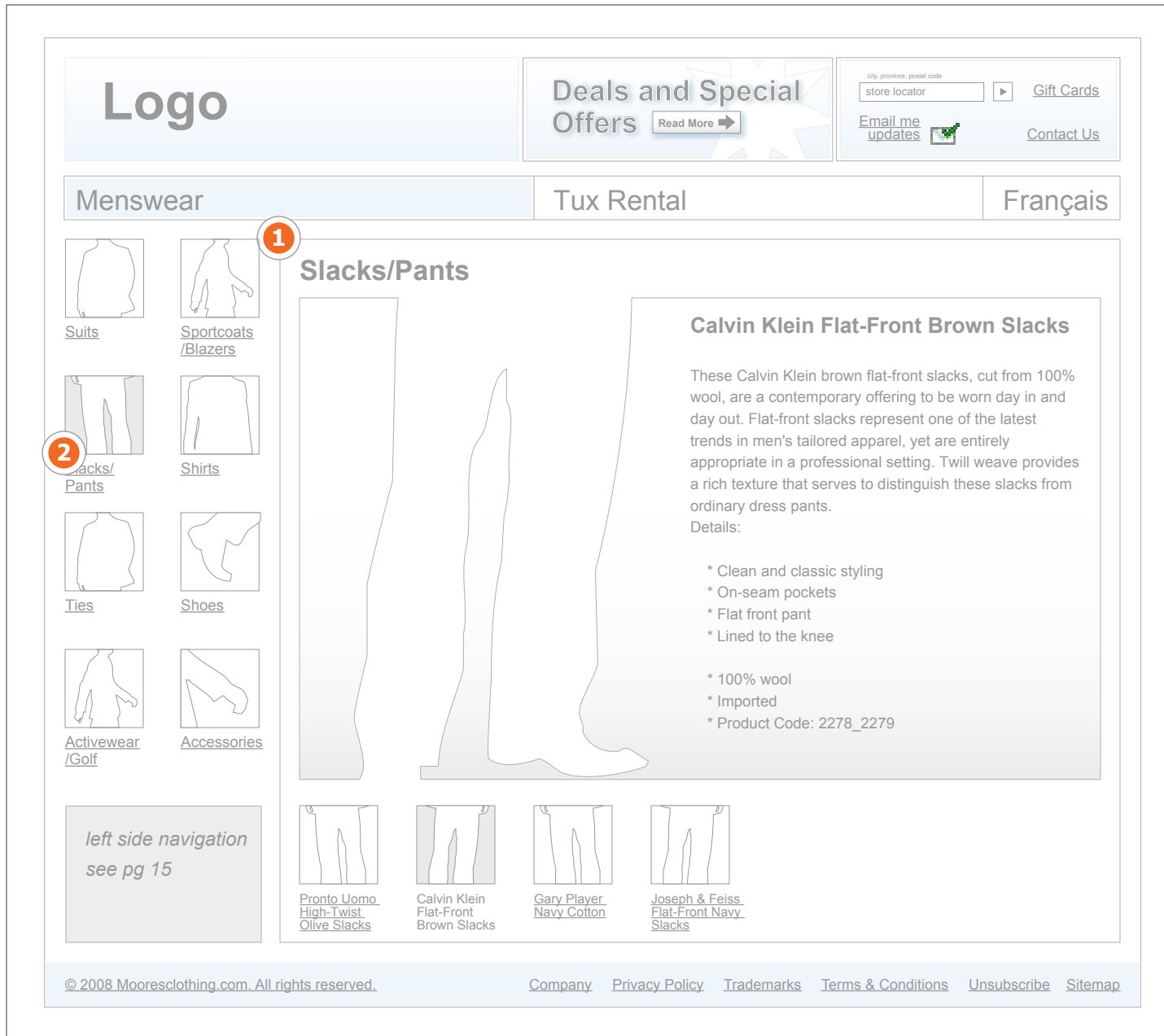
## Moores Clothing Wireframe: Level 1 - Menswear



### Annotations

- 1 User arrives here if they click on Menswear.
- 2 Link to Home.
- 3 Left hand category nav using imagery and linked text.
- 4 Quick feature from each category. A form of visual nav – no need to read.
- 5 Can get a quick view of item in main content area. Image highlights and fills in with more clarity.

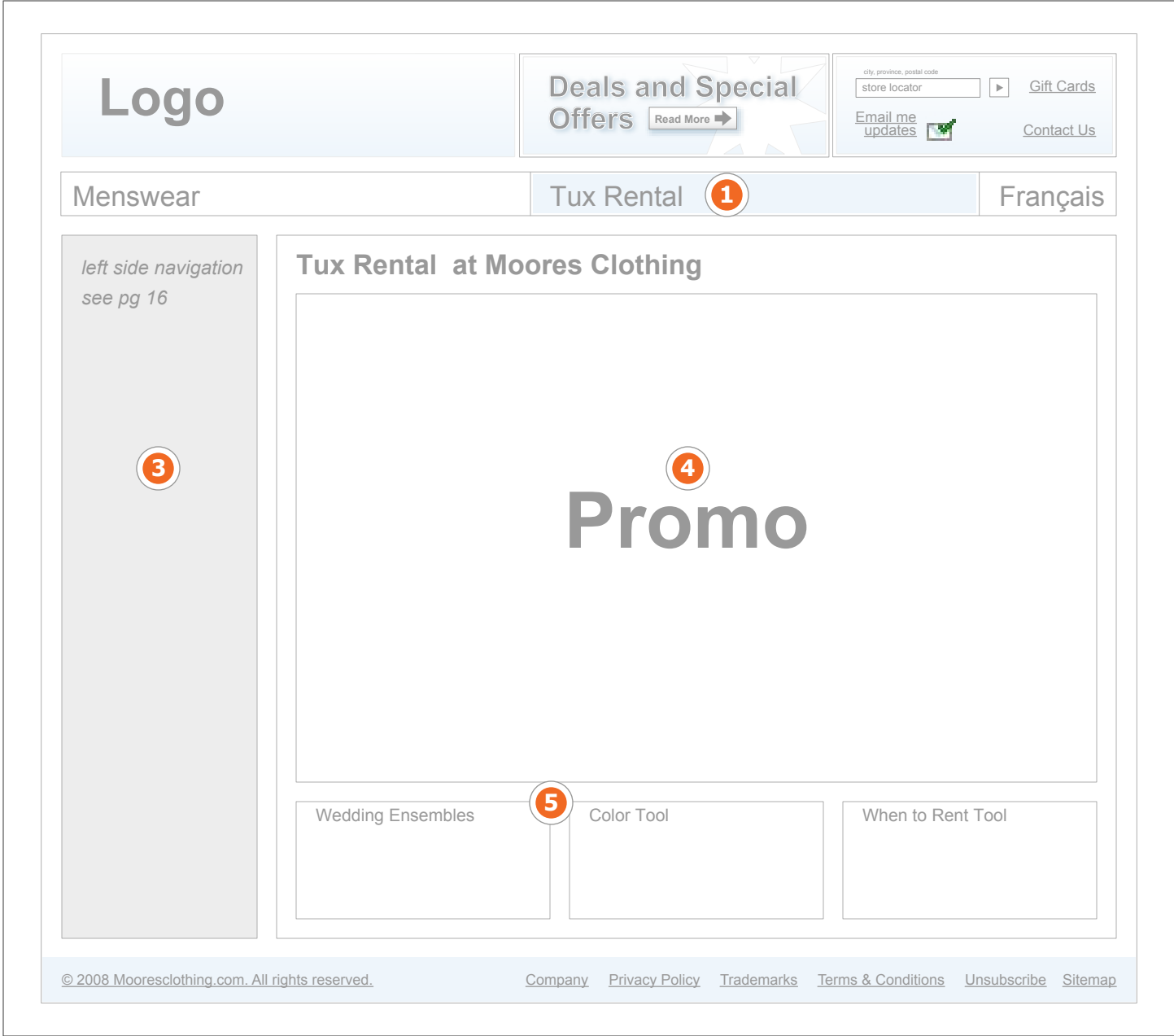
## Moore's Clothing Wireframe: Level 1 - Menswear - Browse Category Promo



### Annotations

- 1 User arrives here if they click on Slacks/Pants in Menswear.
- 2 Visual Nav approach. Alternate text based approach shown in appendix.

Moores Clothing Wireframe: Level 1 - Tux Rental



Annotations

- 1 User arrives here if they click on Tuxedo. Mirrors Menswear top level.
- 2 Link to Home.
- 3 Traditional left hand category nav.
- 4 Promotional content area.
- 5 Tools for choosing the proper tux for the occasions, the right color and notifications on when to get measured and pick up.

Logo

Deals and Special Offers

Read More

city, province, postal code

store locator

▶

Gift Cards

Email me updates

Contact Us

MenswearTux RentalFrançais

left side navigation  
see pg 17

2

3

4

Company: About1

Strong Commitment to Customer Satisfaction

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Lorem Ipsum is simply dummy text of the printing and typesetting industry.

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Annotations

1Company section is lightweight. Be the brand instead of discussing it. Integrate Perfect Fit and other items into primary browsing experience.

2Left hand navigation consistent with other sections.

3Hiring and Investor Relations lead to tmw.com.

4Locator and contact officially live in this section because some people are there.

sb

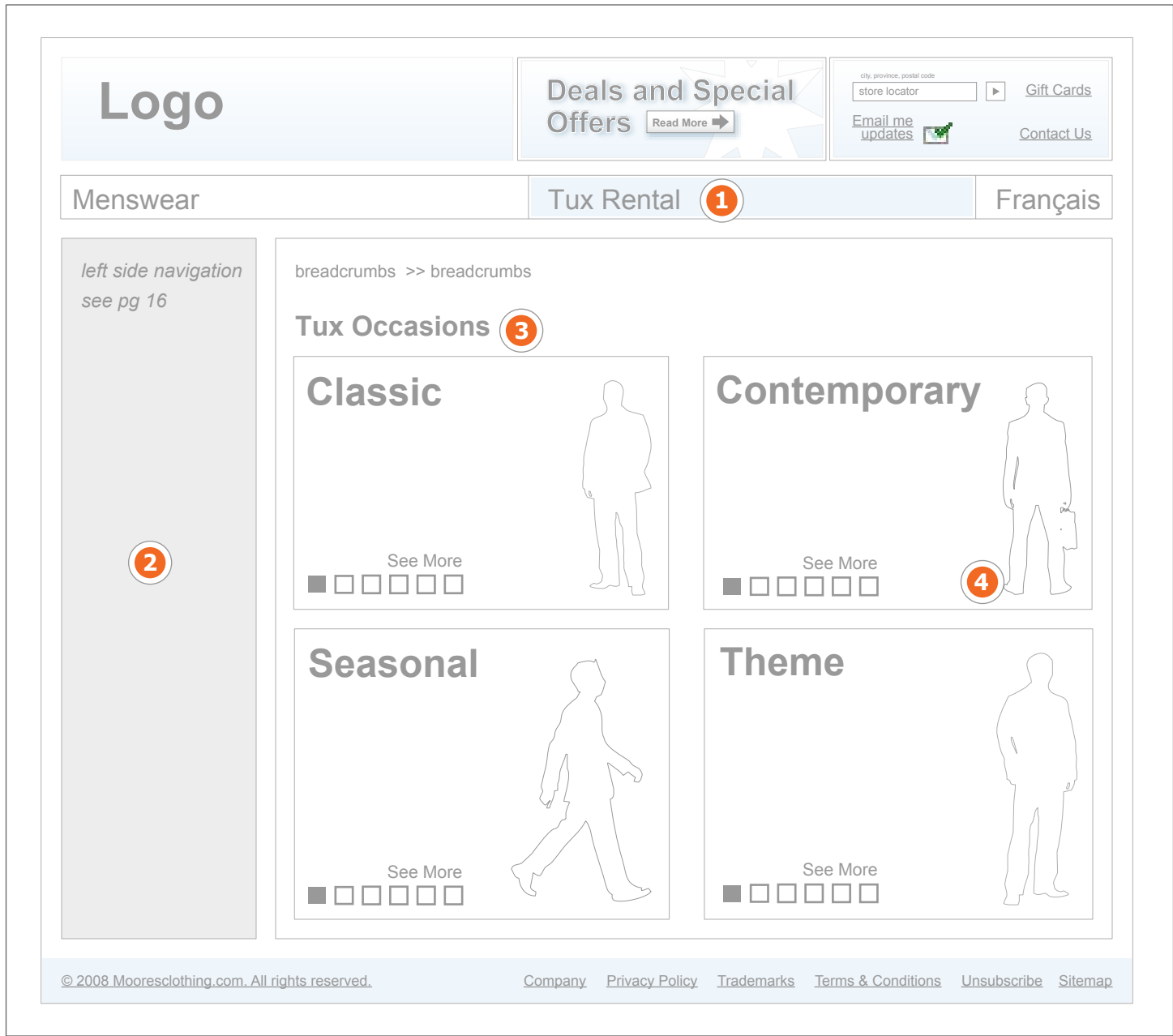
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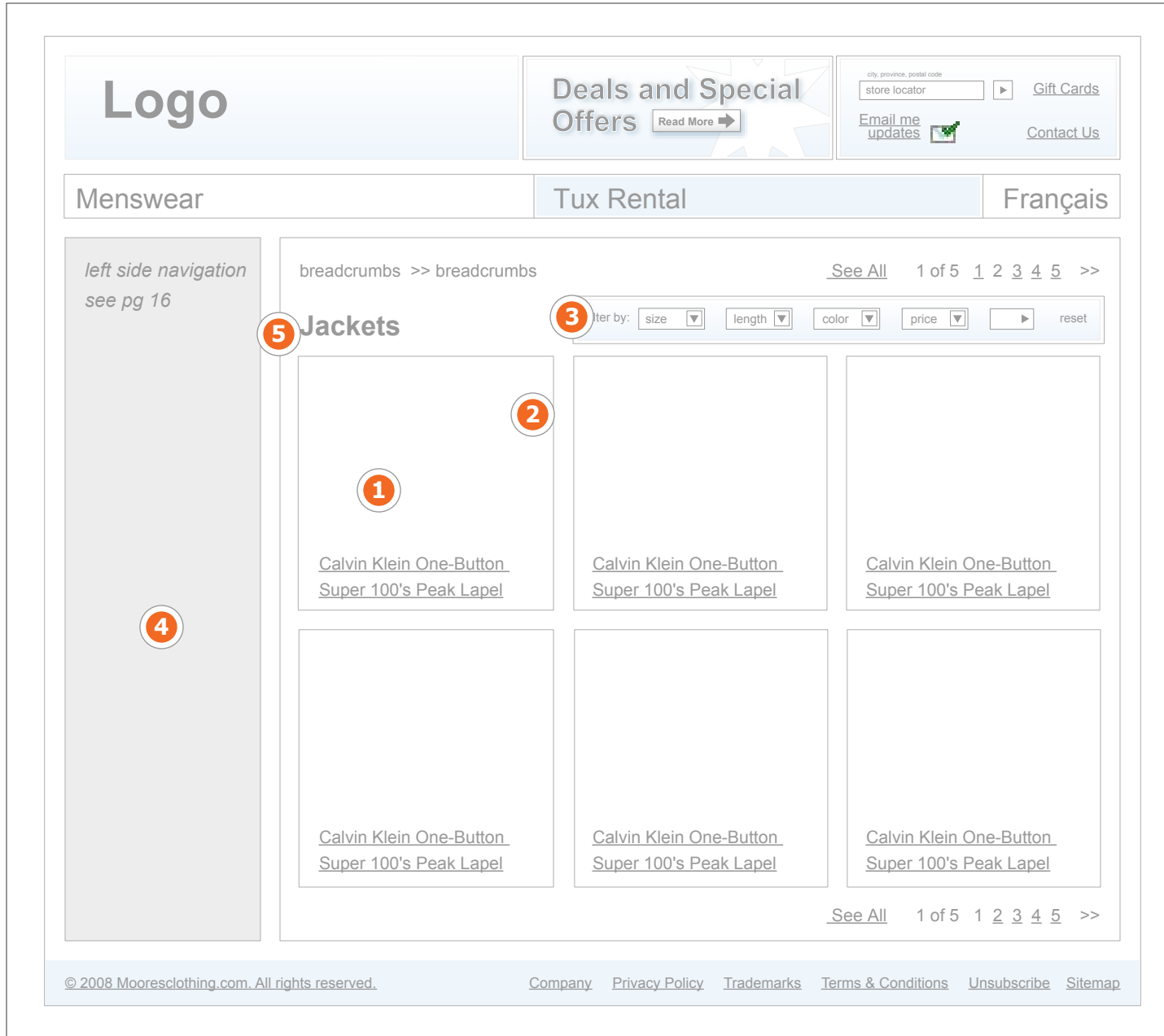


Level 2 Wires



Annotations

- 1 Users arrive here if they click on occasion based left nav (e.g. Wedding)
- 2 Traditional left hand category nav.
- 3 Occasion header will match specific occasion (e.g. Wedding).
- 4 Typically there are 3-8 occasions inline.

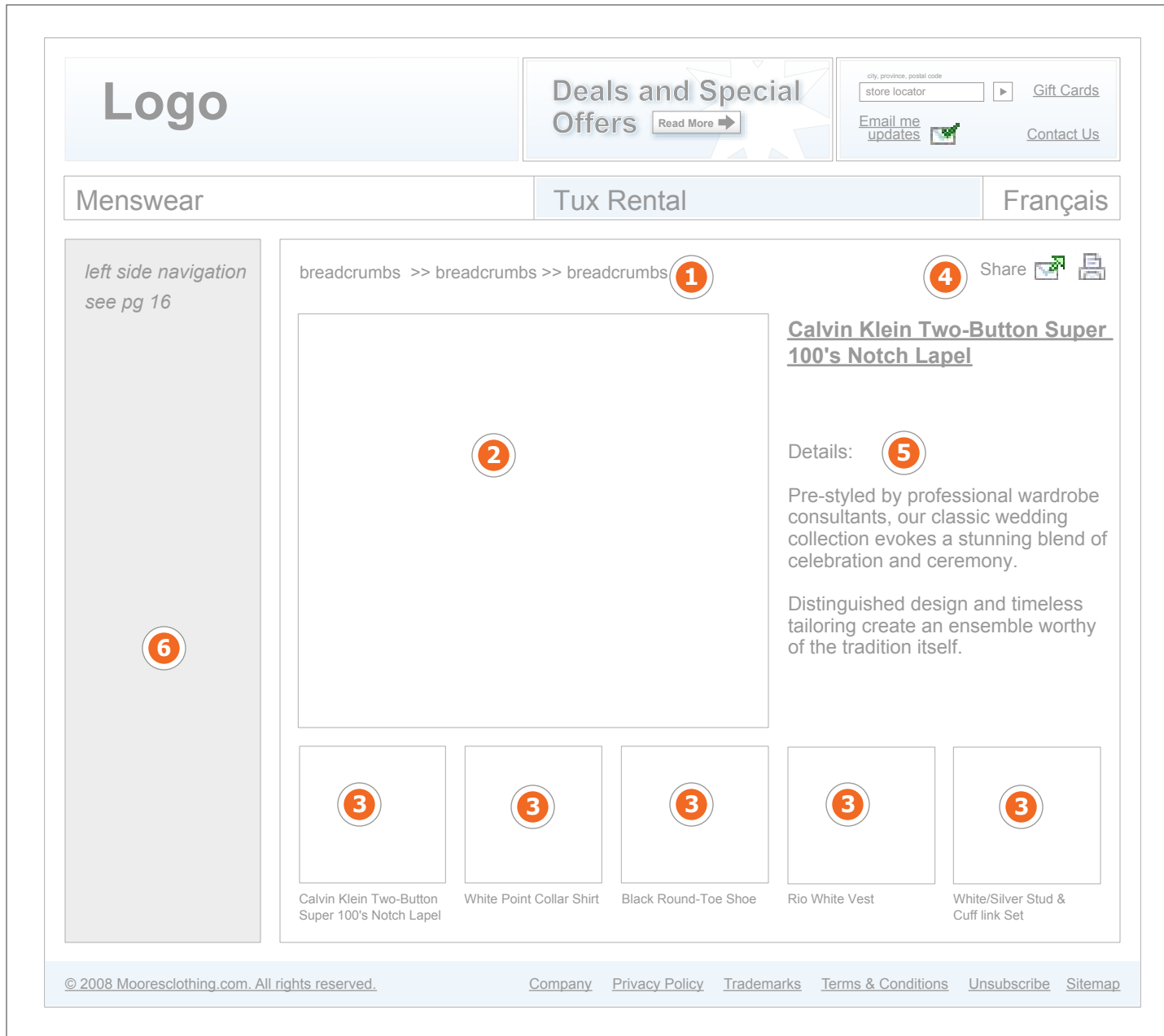


## Annotations

- 1 Display all available tuxedo merchandise.
- 2 Pave way for e-commerce experience.
- 3 AJAX filtration leveraging server side flat file. Filtration will vary by merchandise type. Can either cache flat file sorts or perform filtration on client-side to avoid performance intensive calculations on server during peak loads.
- 4 Simple task-focused navigation.
- 5 Breadcrumb current location.

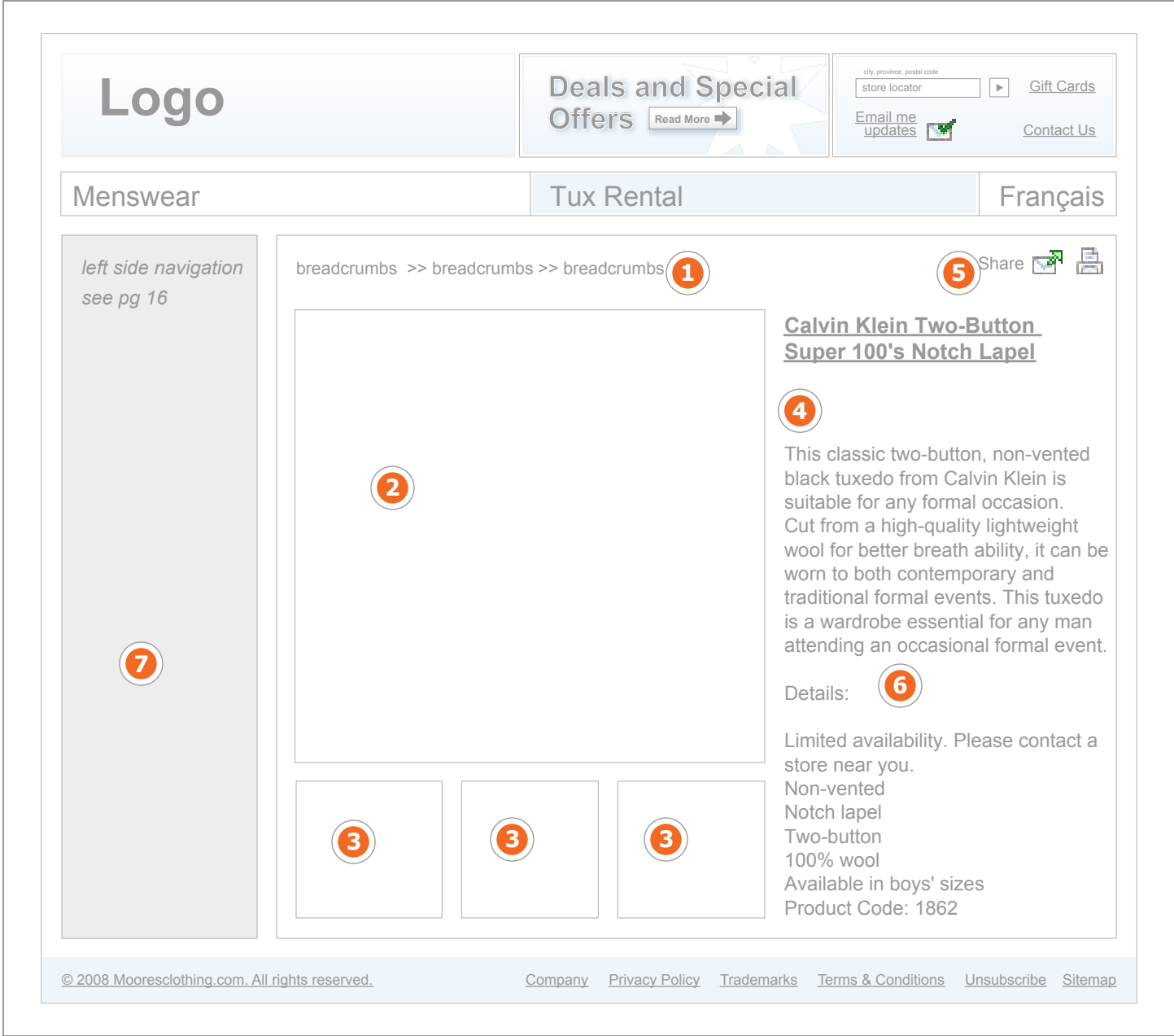


Level 3 Wires



## Annotations

- 1 Breadcrumb trail.
- 2 Product Detail – detail for entire ensemble.
- 3 Multiple thumbs can stack to show all detail shots for each ensemble component (e.g. vest shot and vest swatch shot)
- 4 Two locations for primary CTA . Ability to print or share this page. Printable view a separate popup that auto-prints. Share may include location and offers.
- 5 Copy shortened to overall description without attributes. Option: can show attributes for item in focus.
- 6 Keep left hand nav to shorten overall click path. User centric over conversion centric.



Annotations

1. Breadcrumb trail.
2. Product Detail.
3. Product thumbnails.
4. Product information prominent.
5. Two locations for primary CTA . Ability to print or share this page. Printable view a separate popup that auto-prints. Share may include location and offers.
6. Copy and attributes can scale down flexibly.
7. Keep left hand nav to shorten overall click path. User centric over conversion centric.



Left Side Navigation

### Moores Clothing Wireframe: Left Navigation - Menswear (alt text nav)

- 1**

  - [Suits](#)
  - [Sportcoats/Blazers](#)
  - [Slacks/Pants](#)
  - [Shirts](#)
  - [Ties](#)
  - [Shoes](#)
  - [Activewear/Golf](#)
  - [Outerwear](#)
  - [Accessories](#)

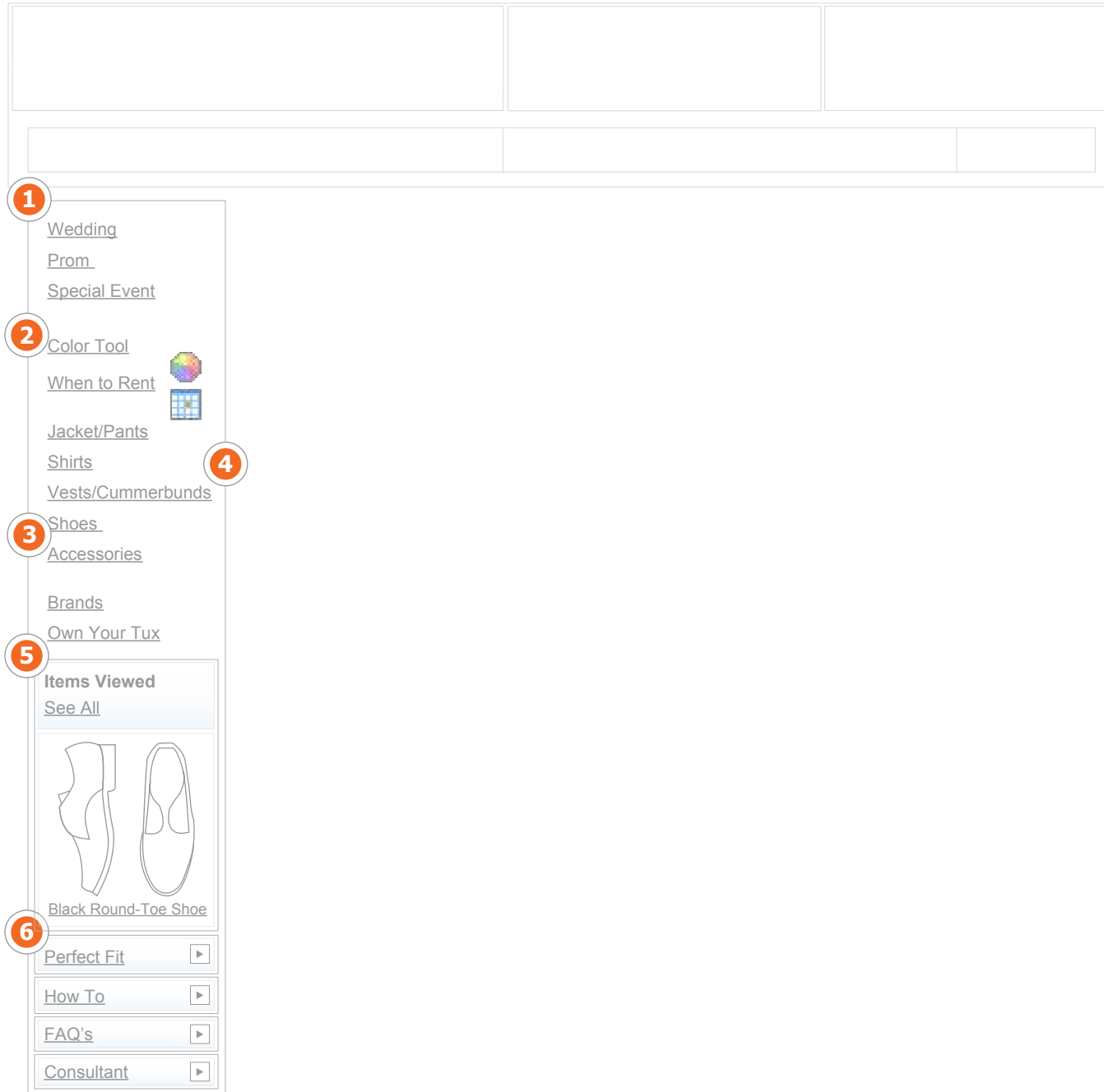
**2**

  - [Perfect Fit](#)
  - [How To](#)
  - [FAQ's](#)
  - [Consultant](#)

## Annotations

- 1 Retail category nav may be traditional or may be worked into promotion.
- 2 Introduce left-hand “components” for: perfect fit, how to, faqs, consultant. These are items for service-story (e.g. consultants) and secondary conversion (perfect fit).

## Moore's Clothing Wireframe: Left Navigation - Tux Rental



### Annotations

- 1** Group 1: Occasion-driven pre-styled looks. These are getting heavy traffic on current site.
- 2** Group 2: Key tools. Color Tool get substantial traffic on tmw.com and When to Rent will drive on time rentals.
- 3** Group 3: Item specific navigation.
- 4** Not using nav headers – relying on intuitive grouping for simple navigation.
- 5** Items viewed listing most recent item browsed.
- 6** Introduce left-hand “components” for: perfect fit, how to, faqs, consultant. These are items for service-story (e.g. consultants) and secondary conversion (perfect fit).

Moores Clothing Wireframe: Left Navigation - Company

1

[About](#)

[Press](#)

[Values](#)

[Careers](#)

[Contact Us](#)

[Store Locator](#)

[Email](#)

Annotations

- 1 Offer simple left hand navigation for company section. Consistent and easy to use.



Tools

Logo

Deals and Special Offers
Read More

city, province, postal code  
store locator
Gift Cards

Email me updates
Contact Us

Menswear
Tux Rental
Français

left side navigation  
see pg 17

### Preferences

1
2
6

#### Subscribe to Moore's E-Mail

Lorem ipsum mel sale nostrud in, tritani mediocrem pri eu, mei ancillae voluptua phaedrum ei. Ut mei legere possim biosae.

☐ Newsletter
☐ Sales

☐ Ut mei legere possim
☐ Ut mei legere possim

enter e-mail address
3

#### Unsubscribe to Moore's E-Mail

☐ Newsletter ☐ Sales

☐ Ut mei legere possim ☐ Ut mei legere possim

enter e-mail address
4

#### Change Your E-Mail Address

Lorem ipsum mel sale nostrud in, tritani mediocrem voluptua phaedrum ei.

old e-mail address

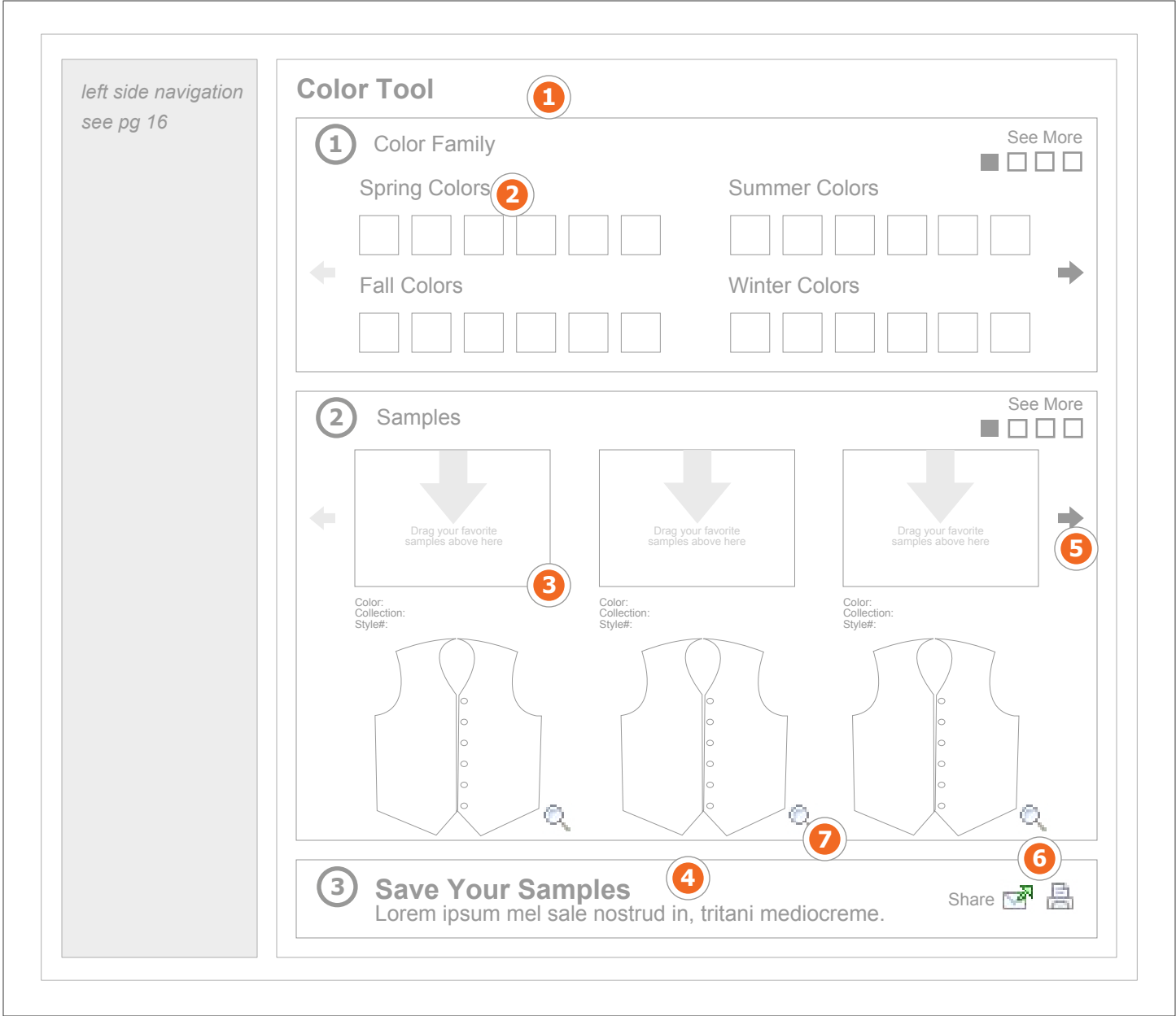
new e-mail address
5

7

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## Annotations

- 1 Email preferences center built on ResponSys.
- 2 Users get here by clicking Email me Updates in header, unsubscribe in footer, or from promotional links.
- 3 Opt in or out to multiple email communications. E.g. newsletter, sale announcements, event reminders, Perfect Fit rewards program.
- 4 Blanket Unsubscribe to All.
- 5 Update an email address.
- 6 All actions are confirmed by email. Users must click a response link in mail that takes them to the thank you page.
- 7 Quick View with sample shot of the email vehicle. Add to About nav.




Annotations

- 1 Select merchandise (vests) by color to match the event.
- 2 Choose color groups – by tone (e.g. greens), by season (e.g. fall), and potentially by theme (e.g. beach wedding).
- 3 Samples for each color group are shown as swatch and product.
- 4 Click to add or drag into sample box.
- 5 Users can scroll to see more.
- 6 Email or print saved samples.
- 7 Select the detail link to view the vest in greater detail within a pop up.

Moore's Clothing Wireframe: Vest Sample Detail New Window

1

Primetime Black Vest



2

The Primetime Collection black full-back vest is a versatile option that will complement almost any tuxedo in our collection. Its solid color and subtle sheen lend themselves to both classic and contemporary tuxedos. Choose between a matching Euro tie and a matching bow tie.

Details:


- \* Options include: Vest; Euro Tie or Bow Tie
- \* Available in boys' sizes
- \* Product Code: 8896PRBLK



er Colors

Colors

Drag your favorite samples above here

Color:  
Collection:  
Style#:



Share  

diocre.

Annotations

- 1
- View selected color sample within a sample vest.
- 2
- Detailed vest information.



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2




4

Close new window.

## Moore's Clothing Wireframe: Contact Consultant Form

Logo

Deals and Special Offers  
Read More →

city, province, postal code  
store locator ▶ Gift Cards  
Email me updates  Contact Us

MenswearTux RentalFrançais

left side navigation  
see pg 16

### Contact Info

1 Please enter your information below. Asterisks (\*) indicate required fields.

Event Date: \*

First Name: \*

Last Name: \*

Address 1: \*

Address 2: \*

City: \*

Province: \*

Postal Code: \*

Phone 1: \*

Phone 2: \*

Email Address: \*

Confirm Email: \*

Role: ☒ Bride ☐ Groom ☐ Other

We make formal wear easy. Even though your event may be months away, let us help you coordinate and manage your formal wear experience. We're the experts!

2 ☐ Please send me reminder emails and special offers regarding my wedding event.  
☐ Please call me to schedule my in-store consultation and fitting.

Submit

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### Annotations

- 1 Contact information for contact a consultant.
- 2 Ability to also opt-in to emails here if technically feasible.

Logo

Deals and Special Offers

Read More

city, province, postal code

store locator

Gift Cards

Email me updates

Contact Us

MenswearTux RentalFrançais

left side navigation  
see pg 16

Thank You

A link to activate your account has just been emailed to customer@whatever.com  
Please check your email and click to confirm.

If you experience any problems or have any questions, please contact  
[help@mooresclothing.com](mailto:help@mooresclothing.com).

Promo

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Annotations

1

General purpose thank you page for contacting consultant, registering for mail or other.

2

Feedback text.

3

Promotional opportunity.

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Page 24

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Logo

Deals and Special Offers
Read More

city, province, postal code  
store locator
Gift Cards

Email me updates
Contact Us

Menswear
Tux Rental
Français

left side navigation  
see pg 16

### When to Rent

**When is Your Event?**

Six months ahead of your event please call your local store for an appointment with a Formalwear Stylist @ 1-800-xxx-xxxx

June 2009

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

**Event Date** **June 7th 2009**

Groom fitting by (4-6 months) **Dec 7 - Feb 8**

Groomsmen fitting by (4-6 months) **Dec 7 - Feb 8**

Ring Bearer fitting by (4-6 weeks) **May 10 - April 26**

Pick Up by (2-3 days) **June 4 - 5**

Drop Off by (next day) **June 8th 2009**

More >>

If your event is sooner please contact a Formalwear Stylist @ 1-800-xxx-xxxx to make special arrangements or contact the nearest store using our [store locator](#).

**Want a Reminder?**

Lorem ipsum mel sale nostrud in

Your Email Address:

Submit

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## Annotations

- 1 Tool for determining when to come into store and educating on rental process.
- 2 Users click event date on calendar. Recommended dates flow back from that date.
- 3 Users can opt in to reminder emails for each appointment and/or send one email to other parties with all dates.
- 4 "More" link can open small overlay or balloon.
- 5 Give prominent way to contact store to make appointment over phone or web form.
- 6 Wedding by default. Groomsmen and ring-bearer and potentially uses different timelines.
- 7 Emails have opportunity for up-sell (e.g. gifts for groomsman or honeymoon golfing shirts).

Logo

Deals and Special Offers

Read More

city, province, postal code

store locator

▶

Gift Cards

Email me updates

Contact Us

Menswear

Tux Rental

Français

left side navigation  
see pg 16

1 Thank You for using our When To Rent Tool

Your Dates

An email has been sent to yourname@whatever.com highlighting your dates.

2

Event Date

June 7th 2009

Groom fitting by

Dec 7 - Feb 8

Groomsmen fitting by

Dec 7 - Feb 8

Ring Bearer fitting by

May 10 - April 26

Pick Up by

June 4 - 5

Drop Off by

June 8th 2009

3

You are welcome to continue browsing our site.

When To Rent

Tux Rental

Home

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Annotations

1Generic Thank You explaining your dates and an email has been sent to your email client.

2Dates are displayed highlighting the event, fitting, pick up and drop off.

3Encourage the user to continue browsing other areas of the site.

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Moores Clothing Wireframe: Tux Rental - Items Viewed


Annotations

- 1 Last three items viewed show as thumbs in lower left navigation.
- 2 Click to see all items viewed.

Left Side Navigation

Items Viewed

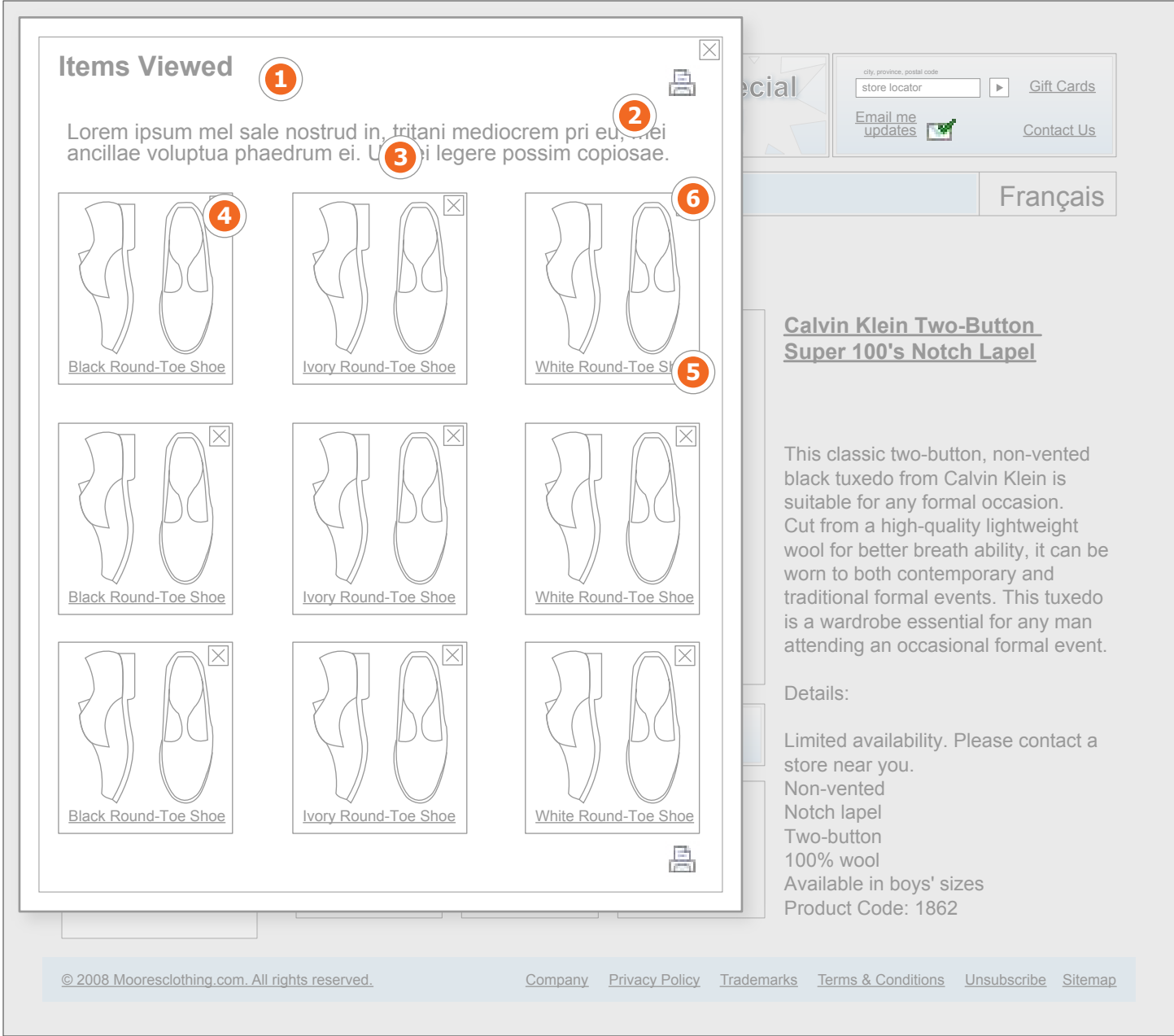
See All 2

  
Black Round-Toe Shoe 1

  
Ivory Round-Toe Shoe

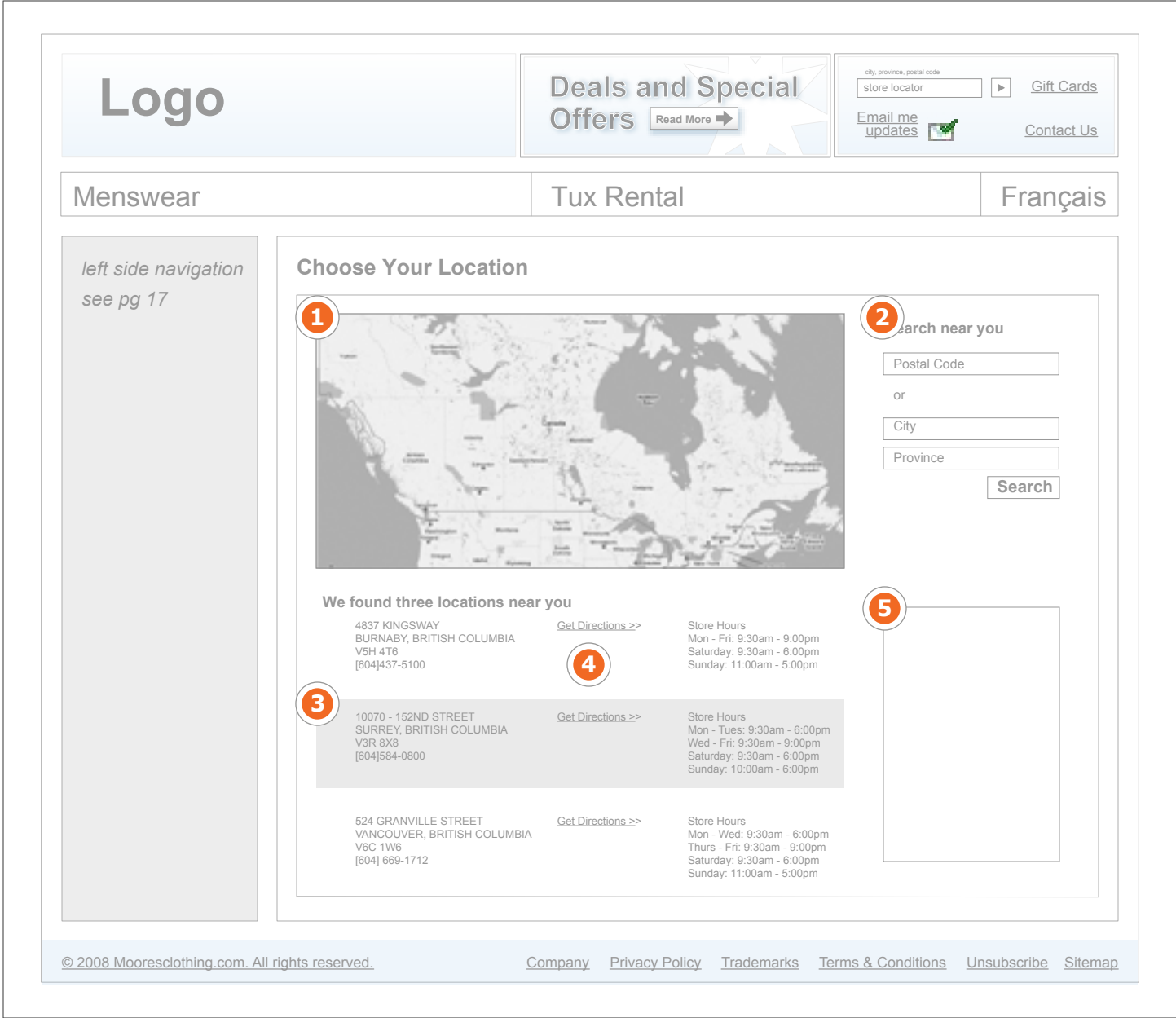
  
White Round-Toe Shoe

Moore's Clothing Wireframe: Tux Rental - Items Viewed New Window



Annotations

- 1 Overlay shows all items viewed.
- 2 Users can share (email) or print.
- 3 Share opens inline form that replaces marketing copy or instructional text for emailing to self or others.
- 4 Users can remove items from list before sharing or printing.
- 5 Include Product Ids for in store service.
- 6 Clicking an item closes new window and goes to detail page for that product.



Annotations

- 1 Show multiple locations on Google map.
- 2 Users enter postal code or city and province.
- 3 Use user's IP address to guess zip and pre-populate with closest locations.
- 4 Users click a location to see the location on map or get directions.  
  
Get locations opens a popup with map and directions to the nearest store location.
- 5 Promotional opportunity.

## Moore's Clothing Wireframe: Locator Directions

Logo

Deals and Special Offers

Read More

city or postal code

store locator

▶

Gift Cards

Email me updates

Contact Us

Menswear

Tux Rental

Français

left side navigation  
see pg 17

Choose Your Location

Directions

524 Granville St, Vancouver, BC, Canada

Directions: Drive - Public Transit

Avoid highways

Get nearest directions

524

Granville St, Vancouver, BC, Canada

Drive

6.3 km - about 13 mins

1. Head northbound on Kingsway toward

Beauregard St

0.6 km

2. Right right at Main St

0.1 km

3. Turn left at E 2nd Ave

0.8 km

4. Turn right at Quebec St

0.6 km

5. Continue on Expo Blvd

0.3 km

6. Turn right at Abbott St

0.7 km

7. Turn left at W Pender St

0.1 km

524

524 Granville St, Vancouver, BC, Canada

Search near you

Postal Code

or

City

Province

Search

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### Annotations

- 1 Show multiple locations on Google map.
- 2 Users enter postal code or city and province.
- 3 Use user's IP address to guess zip and pre-populate with closest locations.
- 4 Users click a location to see the location on map or get directions.
- 5 Promotional opportunity.

Get locations opens a popup with map and directions to the nearest store location.

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