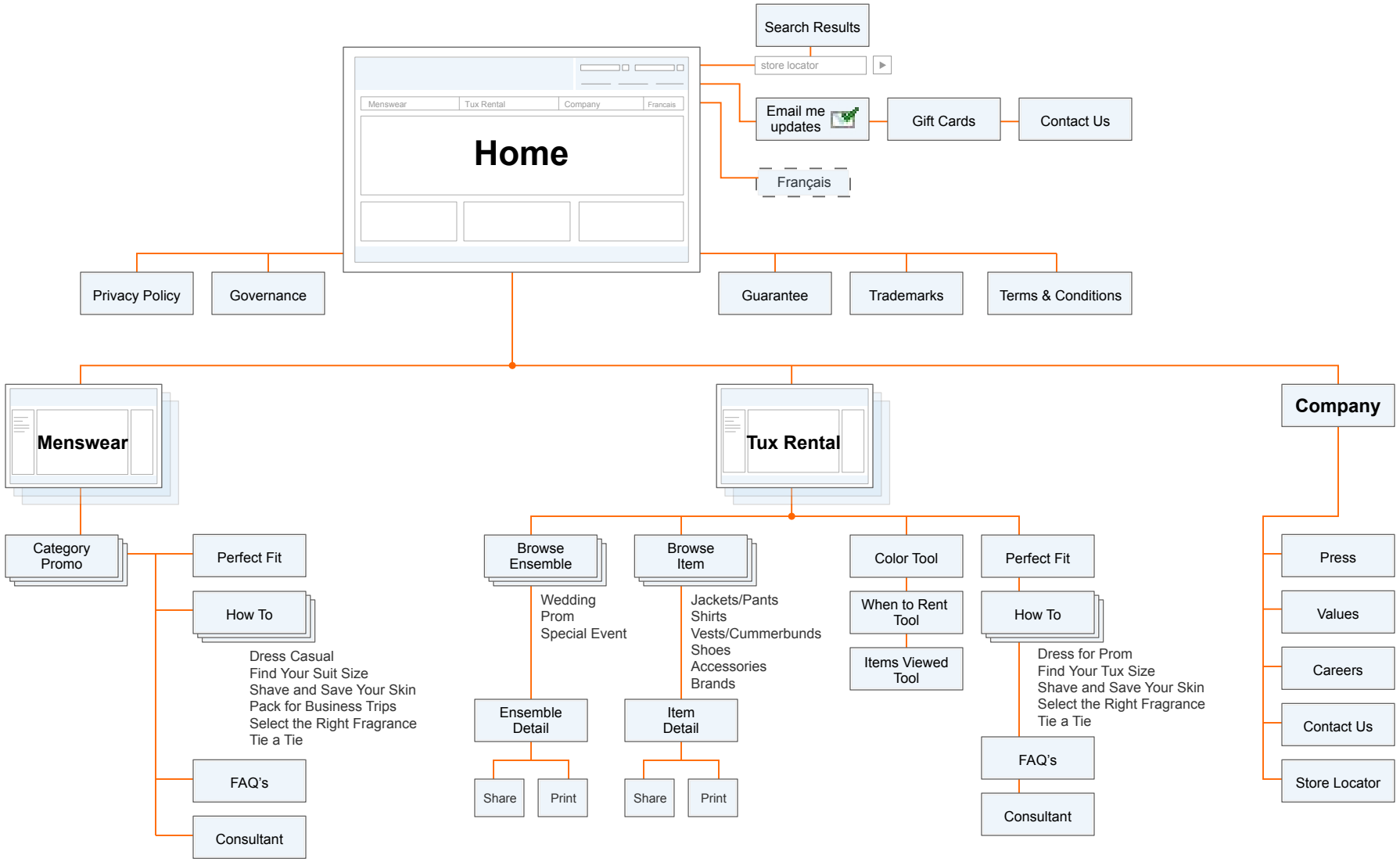
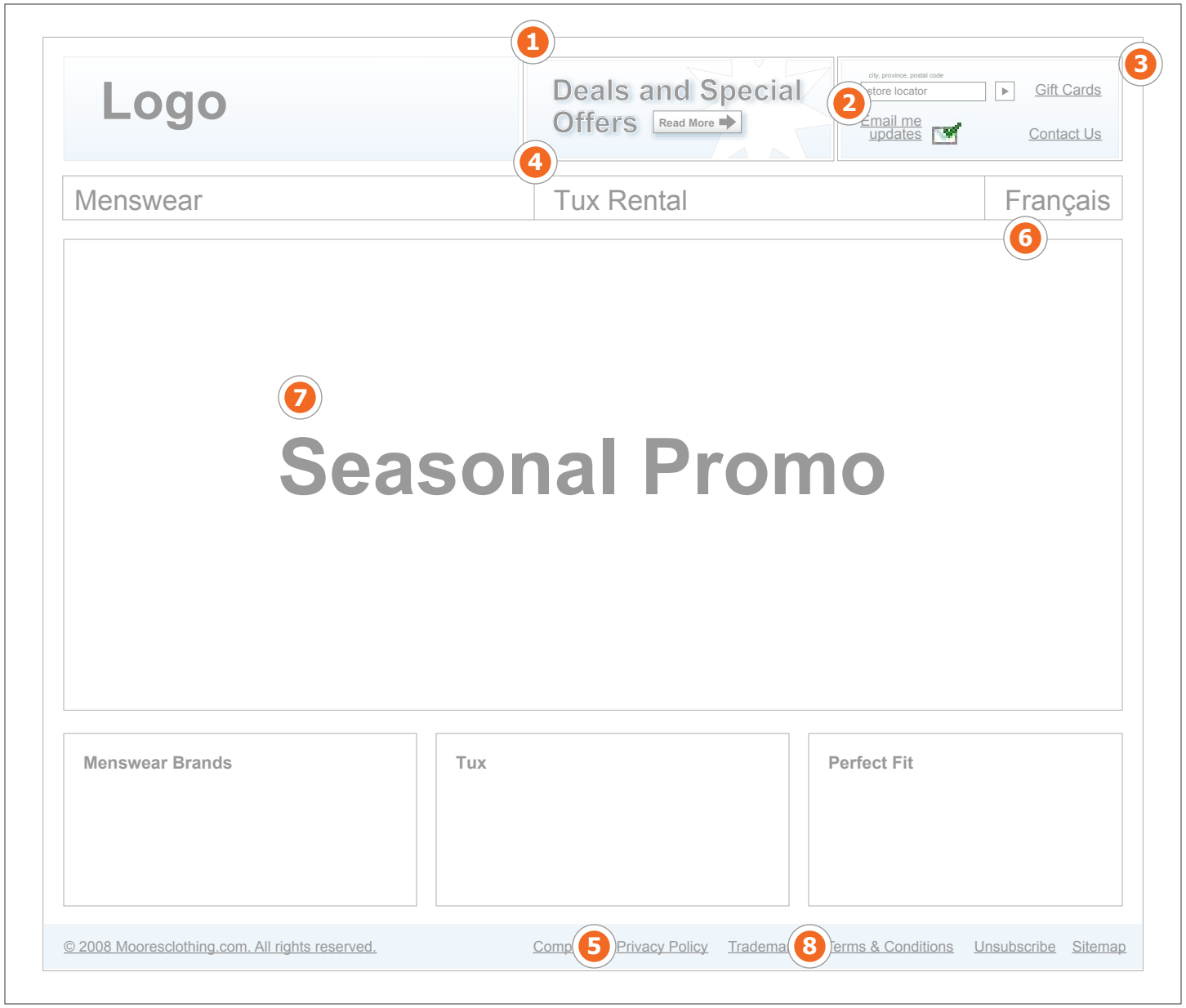
Moores Clothing
Website redesign
May 21, 2008

Moores Clothing Sitemap: New



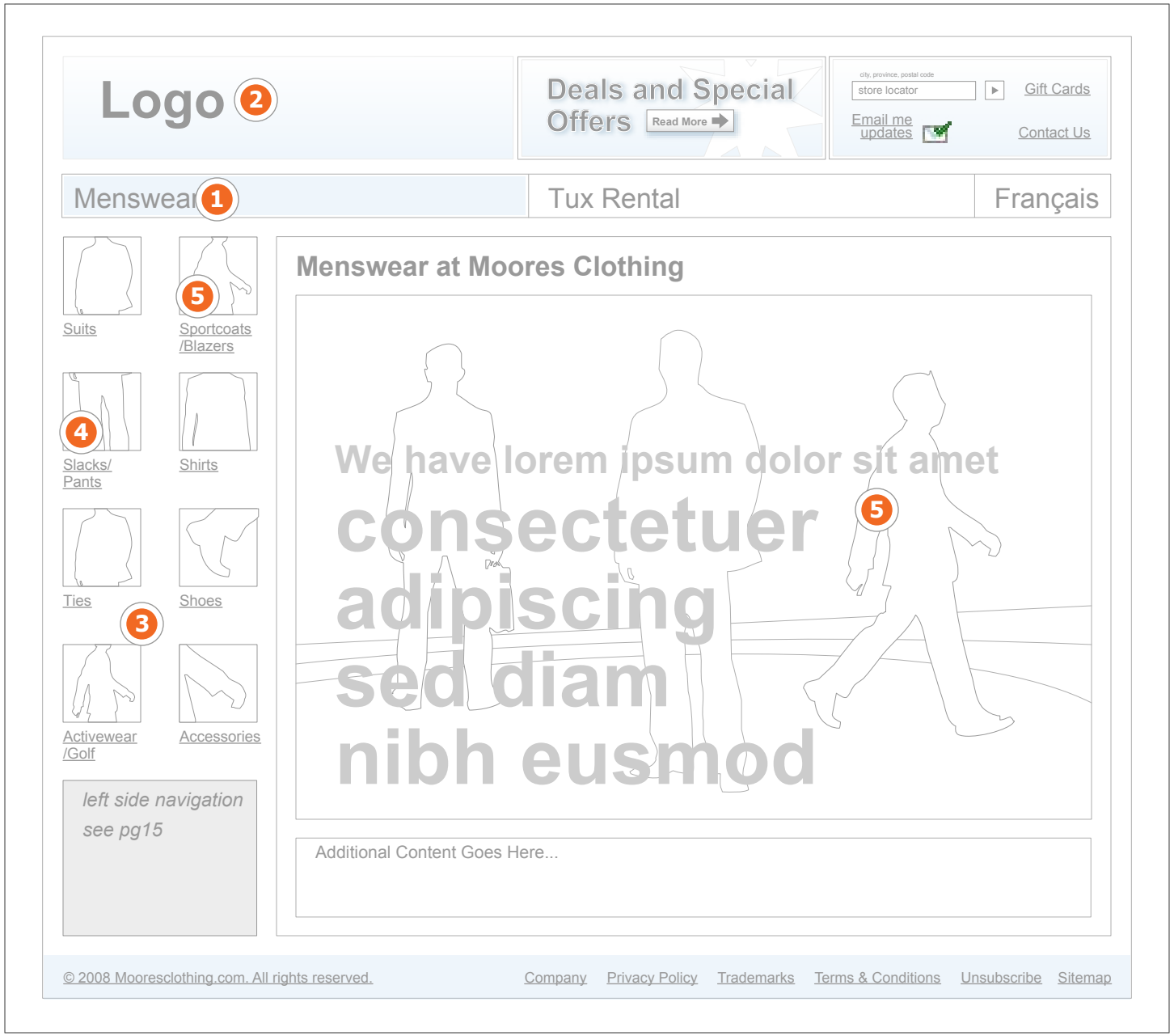
Moores Clothing Wireframe: Home



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.

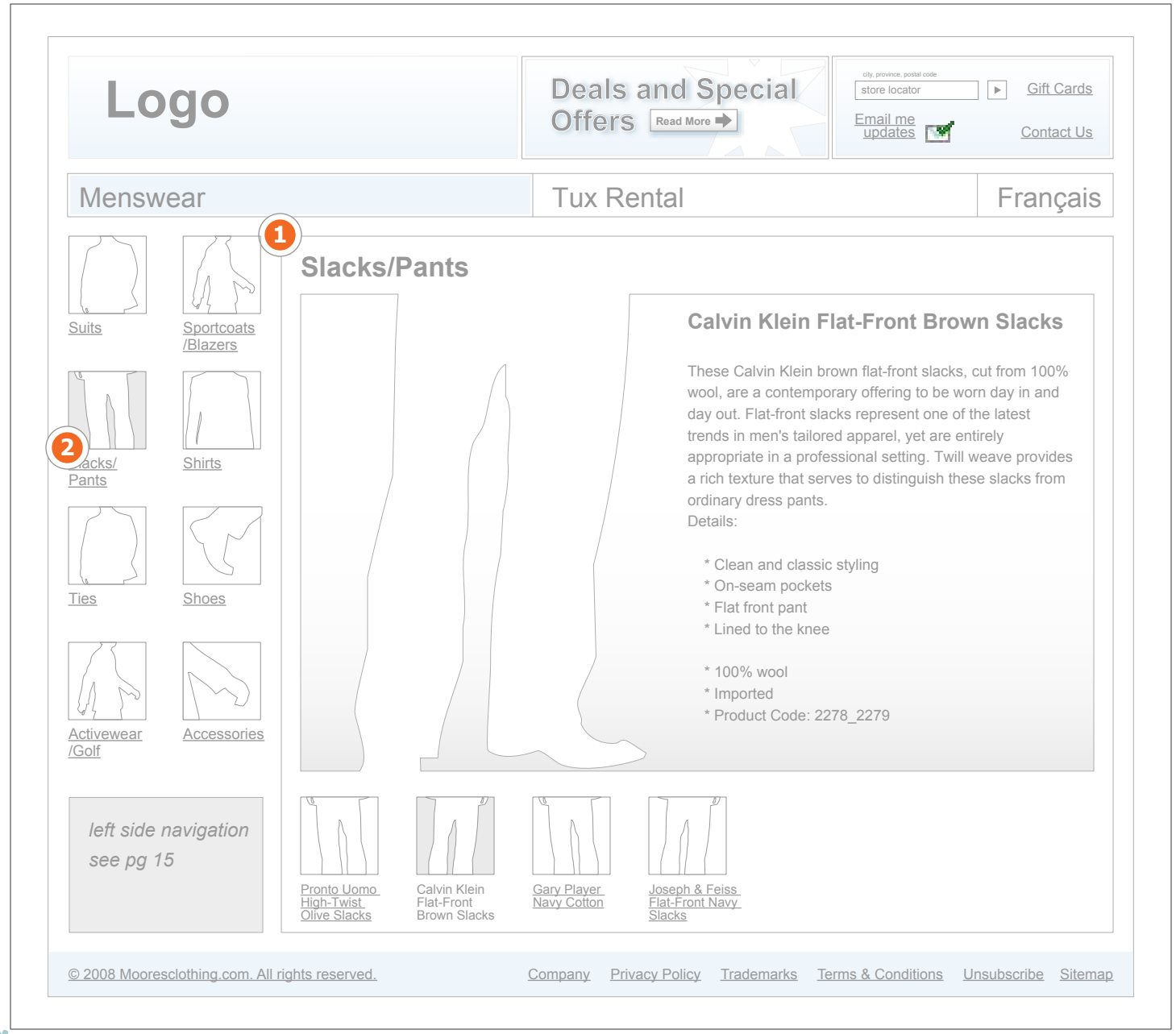
Moores Clothing Wireframe: Level 1 - Menswear



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.

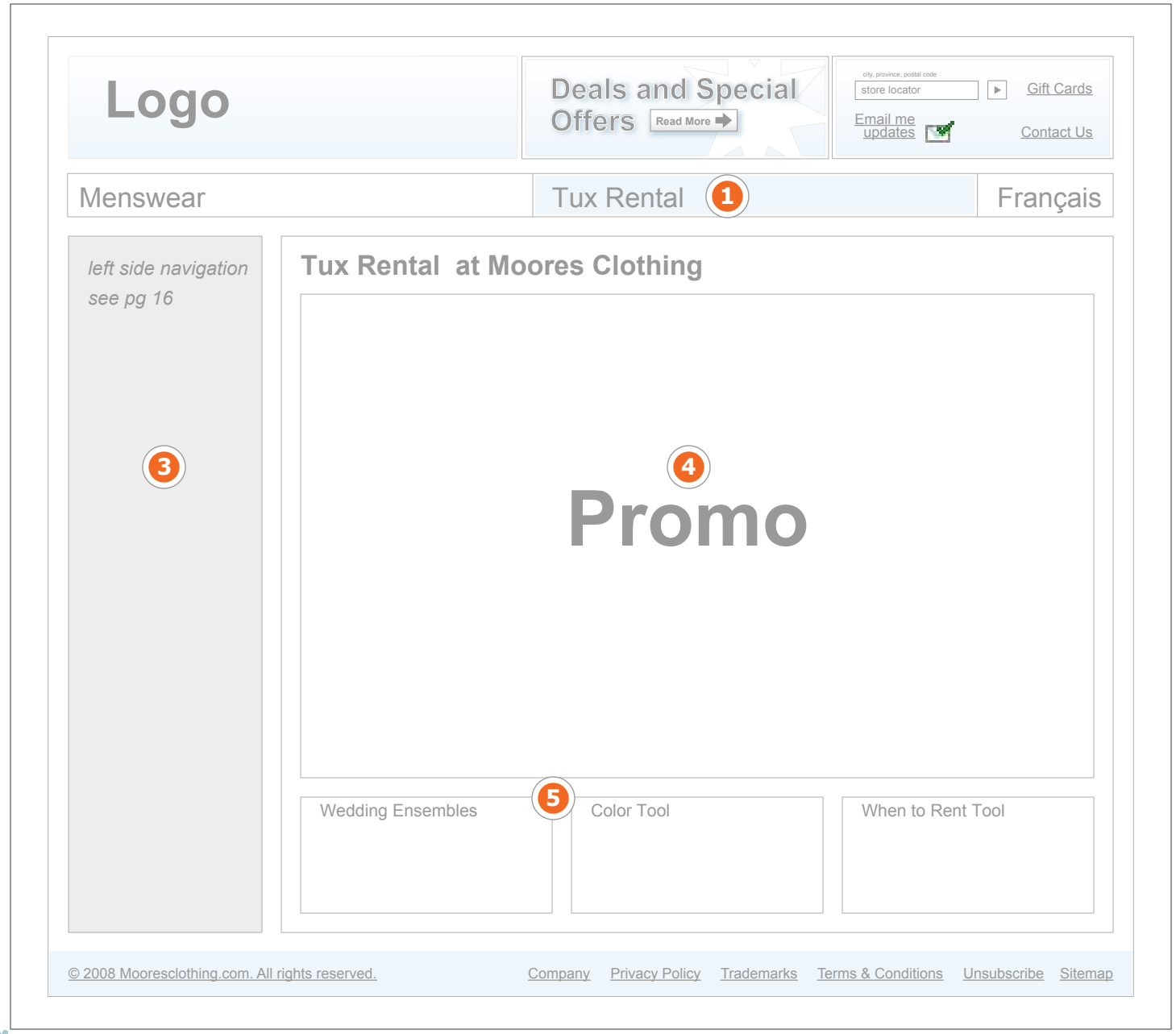
Moores Clothing Wireframe: Level 1 - Menswear - Browse Category Promo



Annotations

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

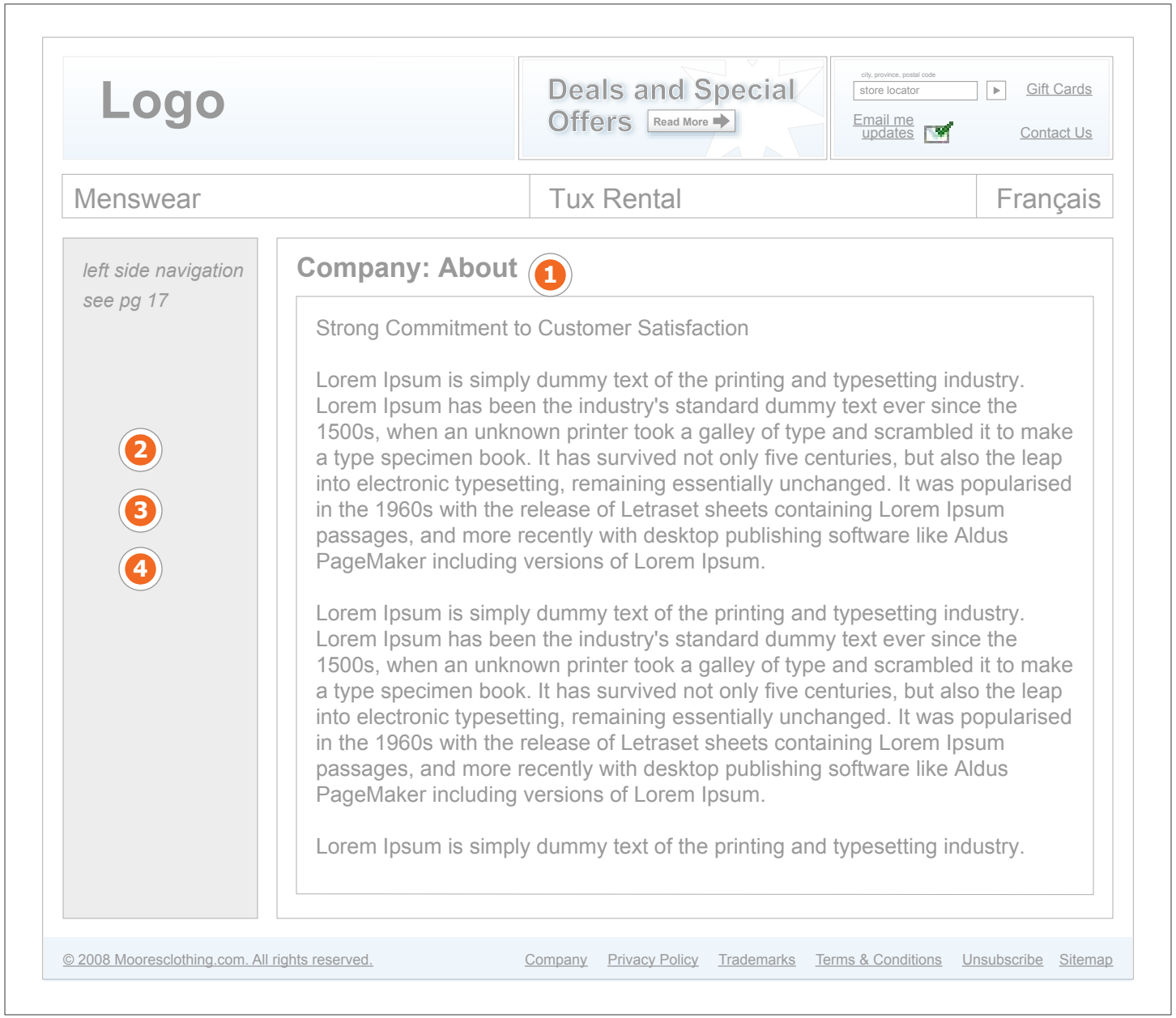
Moores Clothing Wireframe: Level 1 - Tux Rental



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.

Moores Clothing Wireframe: Level 1 - Company

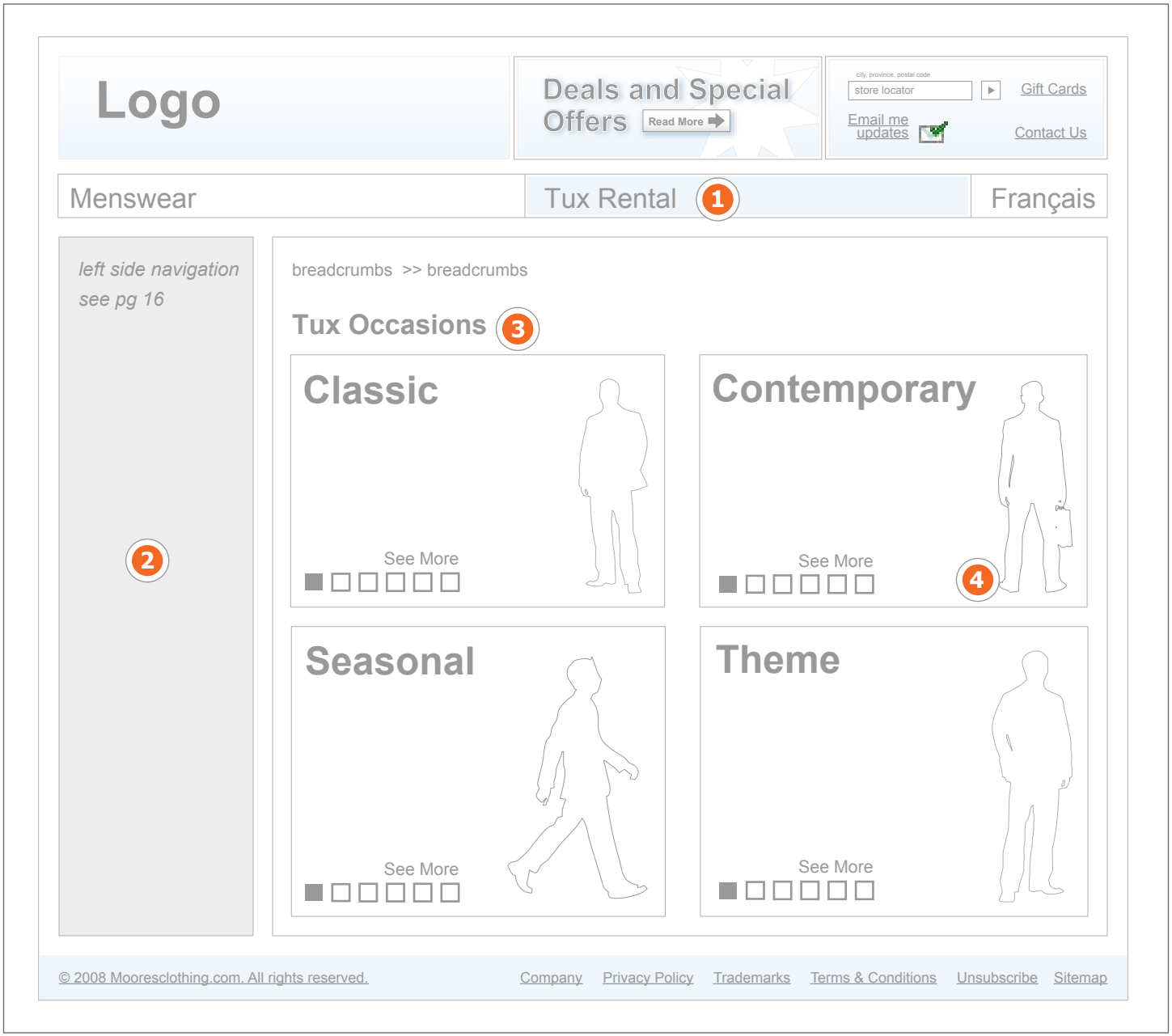


Annotations

1. Company section is lightweight. Be the brand instead of discussing it. Integrate Perfect Fit and other items into primary browsing experience.
2. Left hand navigation consistent with other sections.
3. Hiring and Investor Relations lead to tmw.com.
4. Locator and contact officially live in this section because some people are there.

Level 2 Wires

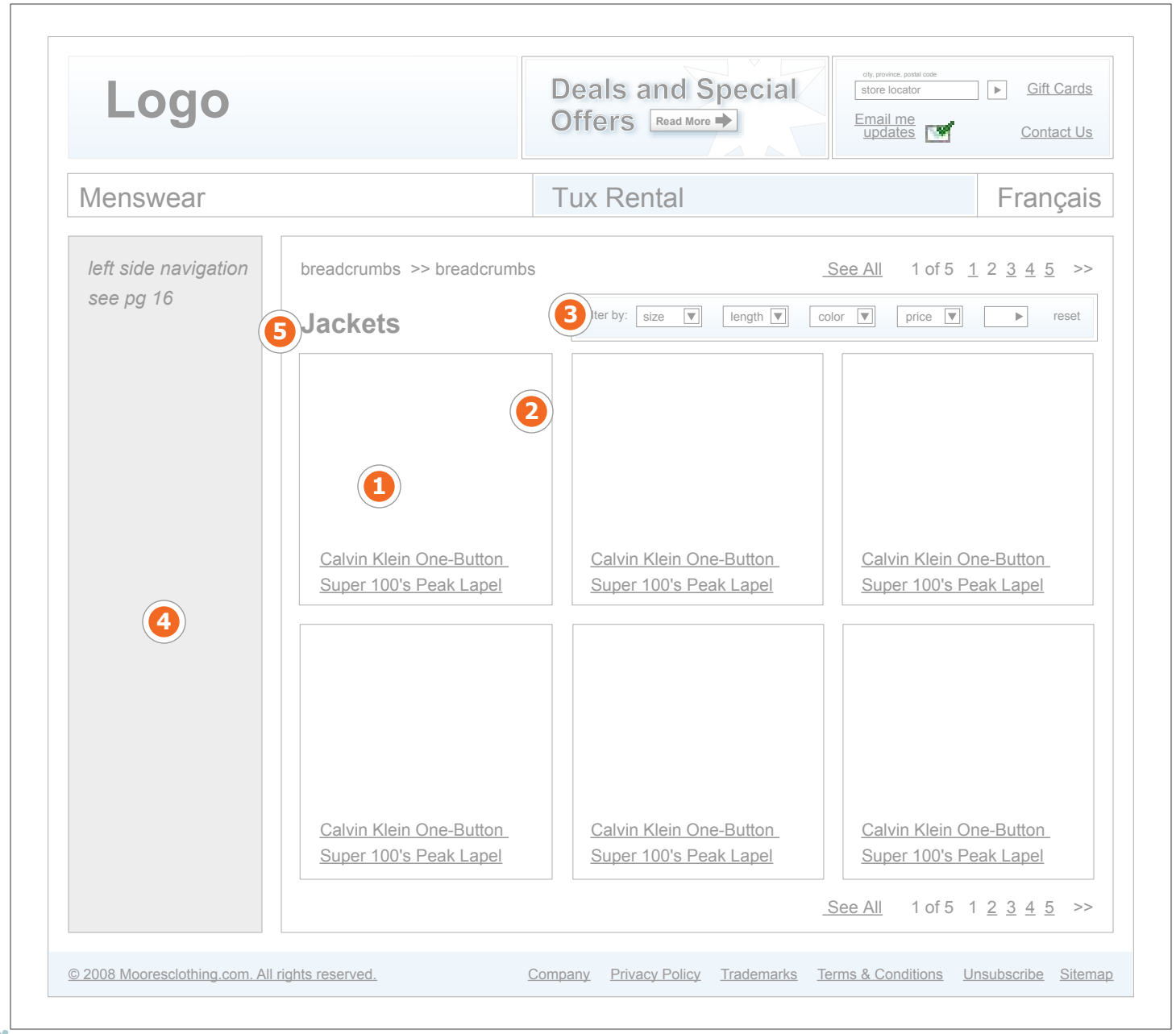
Moores Clothing Wireframe: Level 2 - Tux Rental - Browse - Ensemble



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.

Moores Clothing Wireframe: Level 2 - Tux Rental - Browse - Item

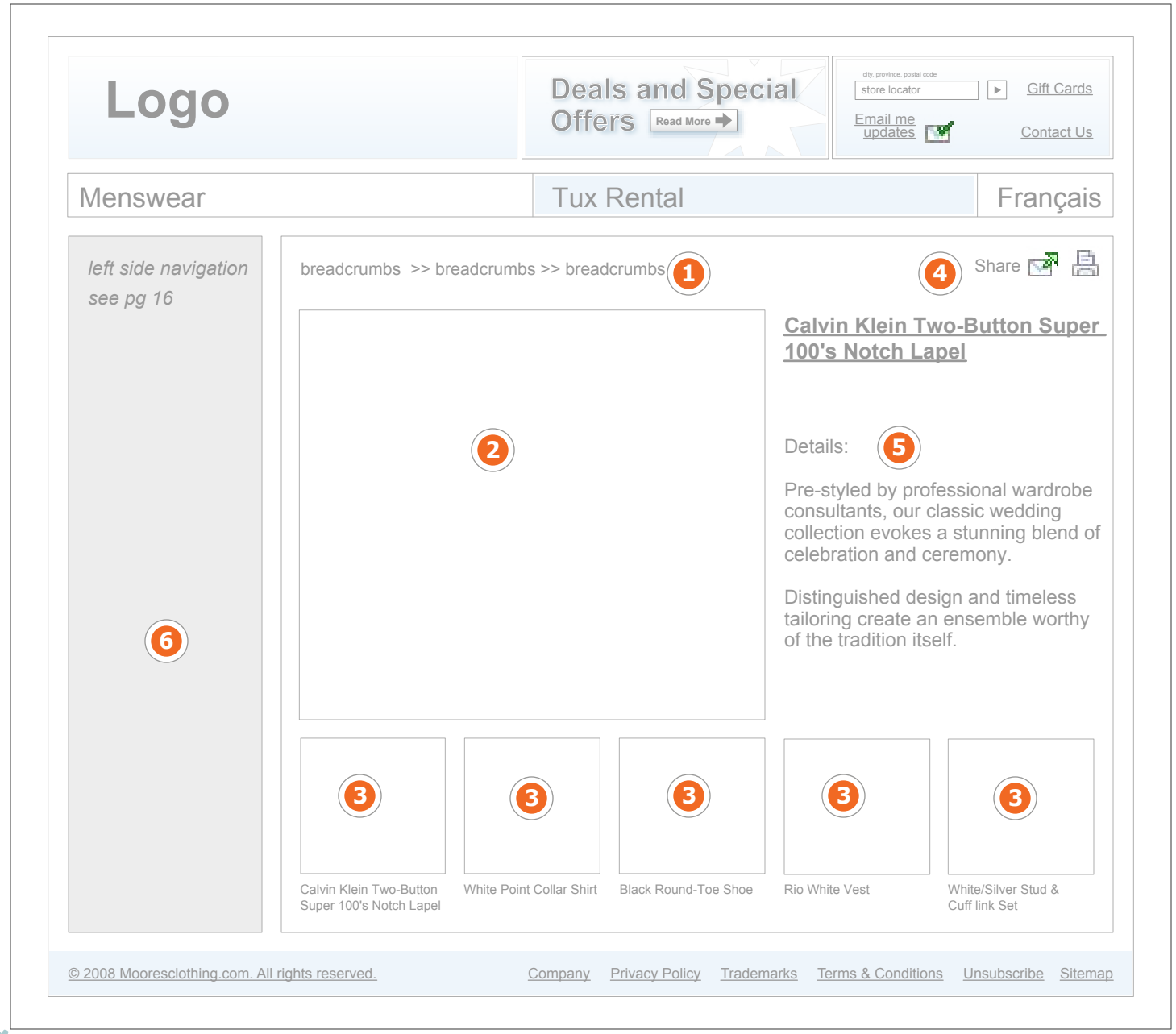


Annotations

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

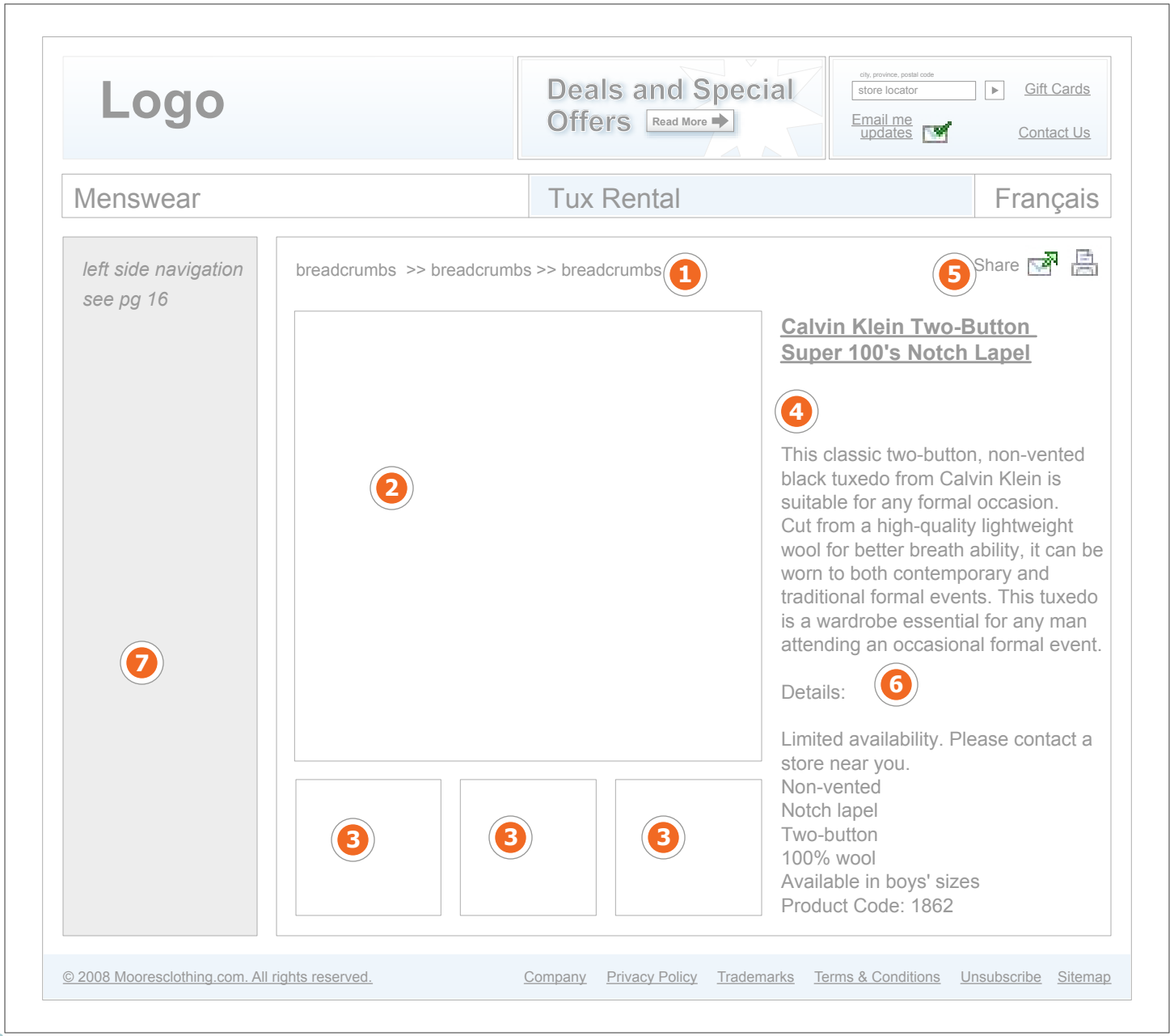
Moores Clothing Wireframe: Level 3 - Tux Rental - Ensemble - Detail



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.

Moores Clothing Wireframe: Level 3 - Tux Rental - Item - Detail

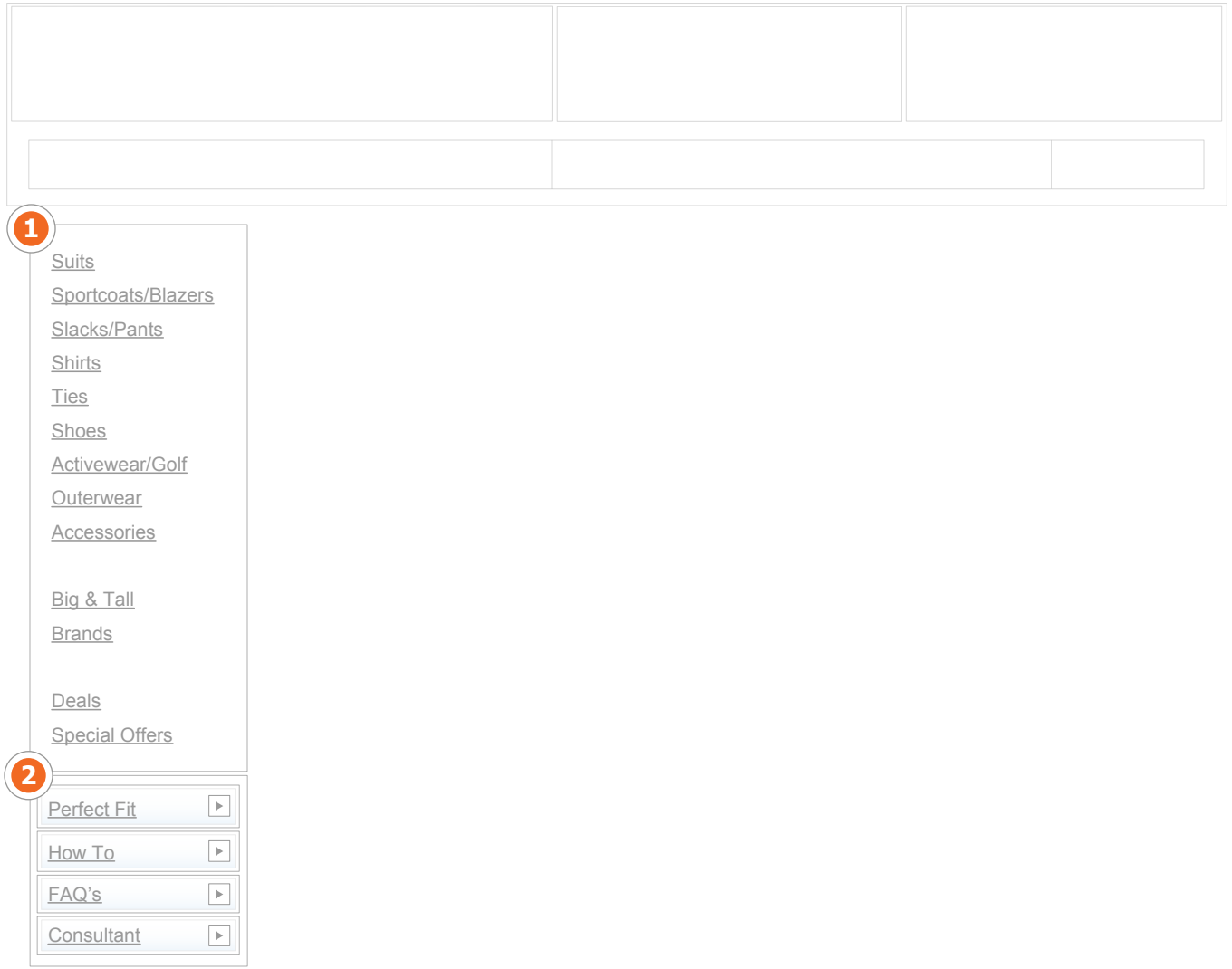


Annotations

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.

sb
Left Side Navigation

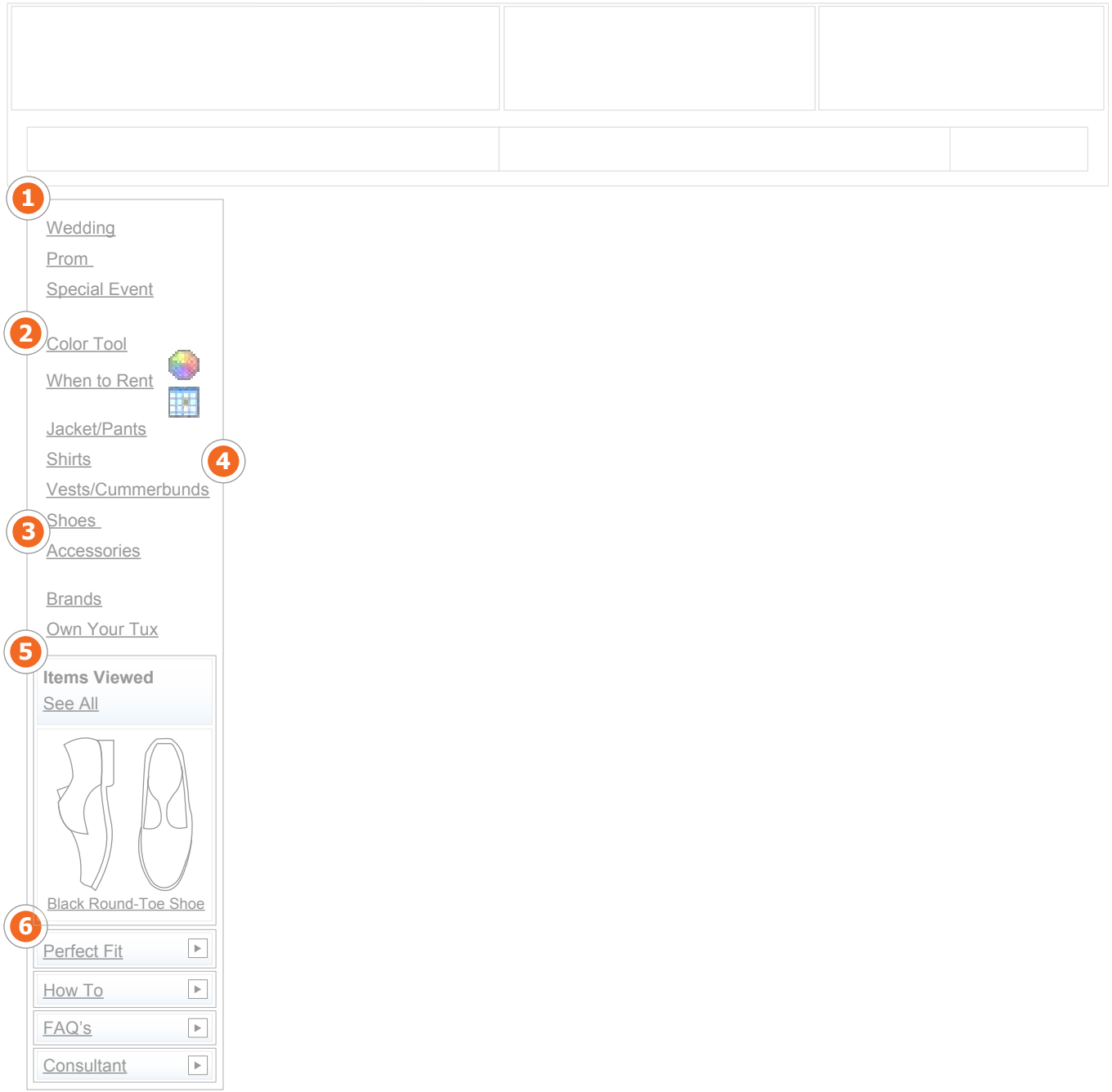
Moores Clothing Wireframe: Left Navigation - Menswear (alt text nav)



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).

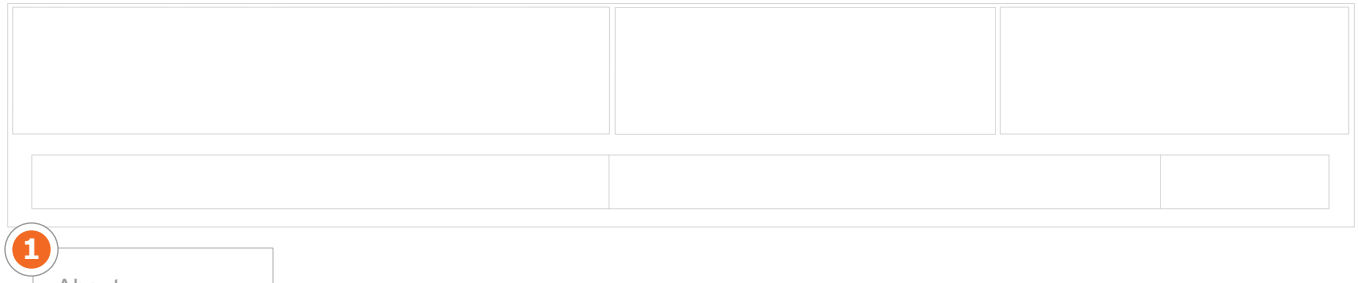
Moores Clothing Wireframe: Left Navigation - Tux Rental



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

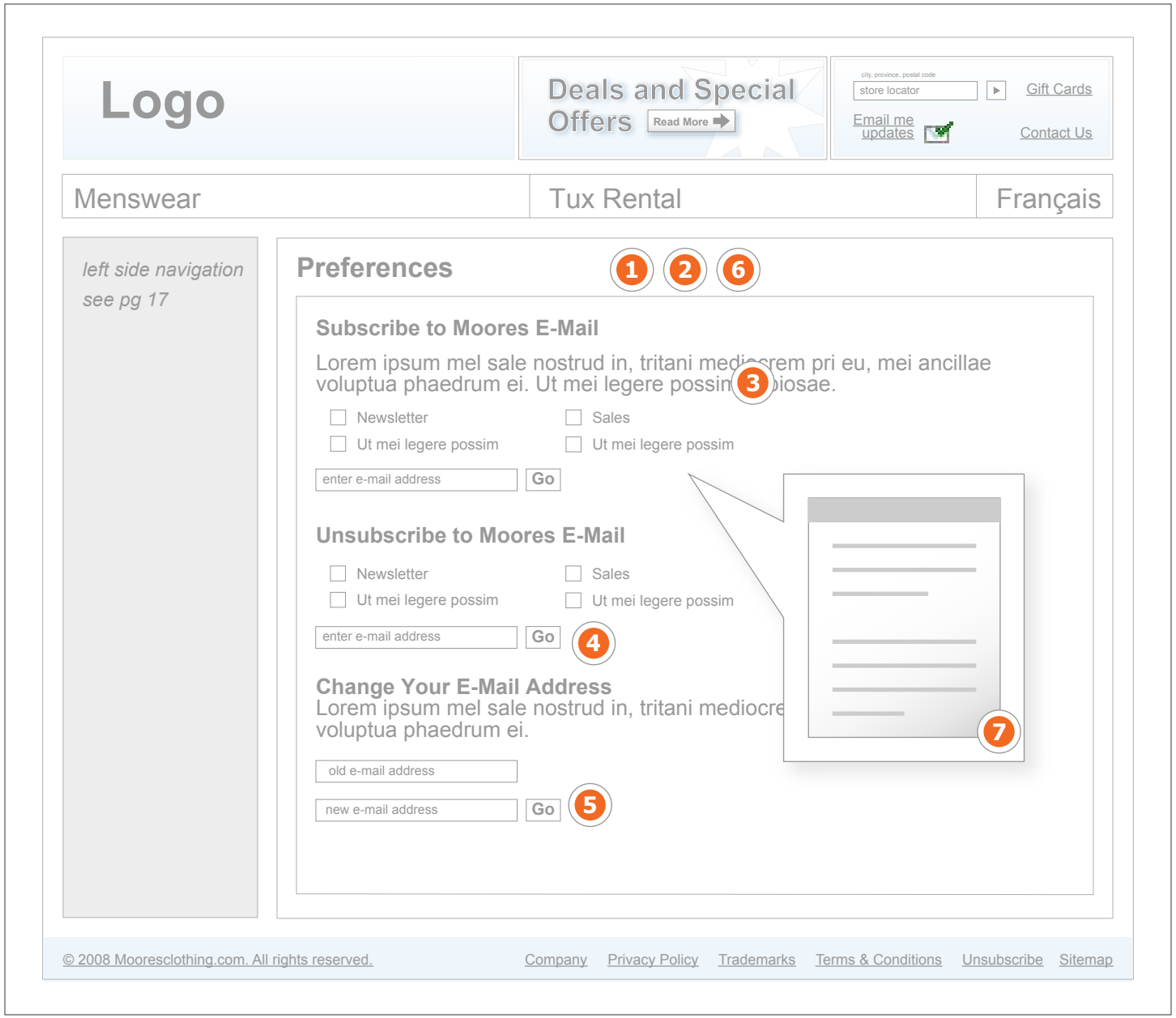
Contact Us
Store Locator

Email

Annotations

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

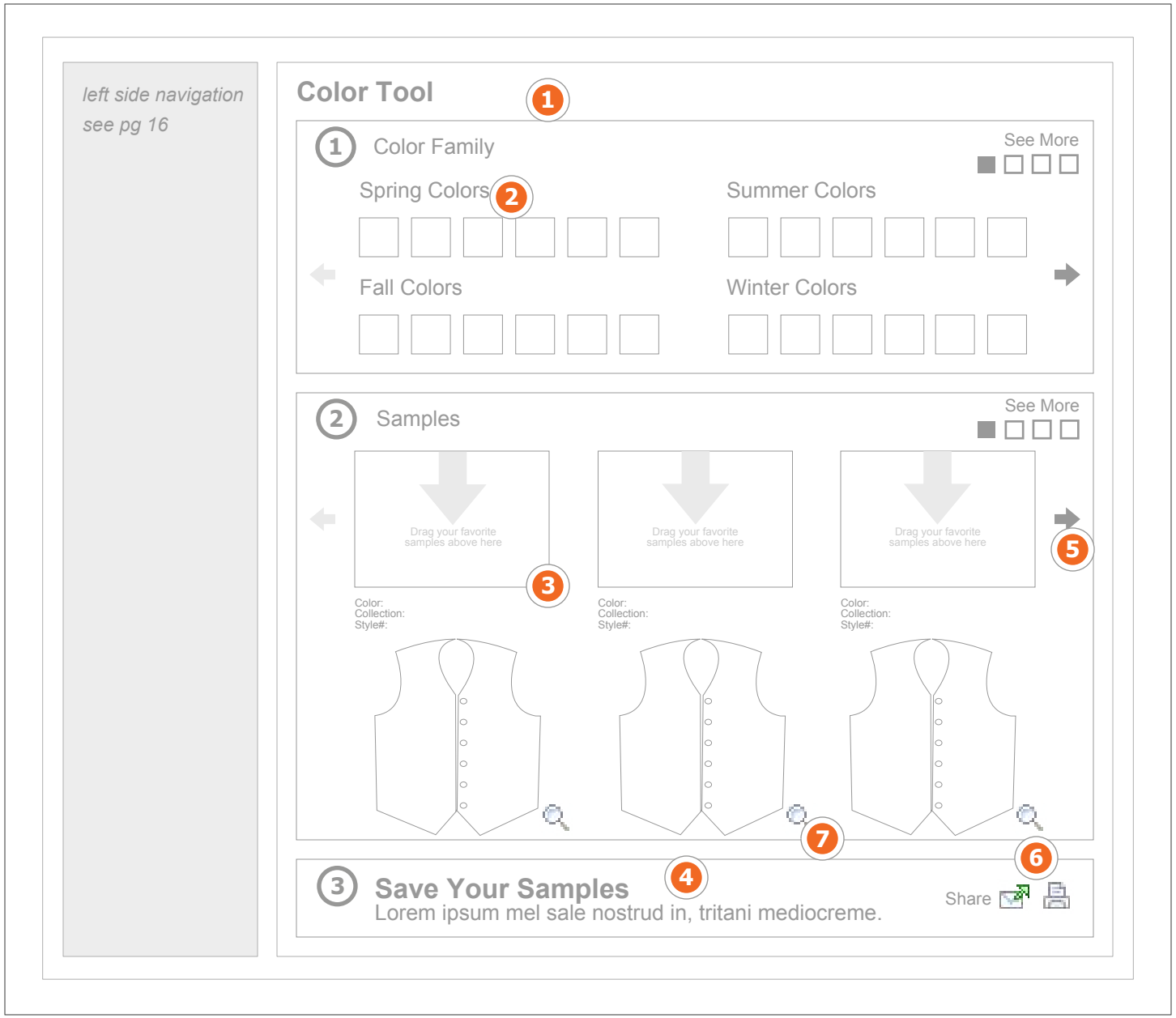
Tools



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.

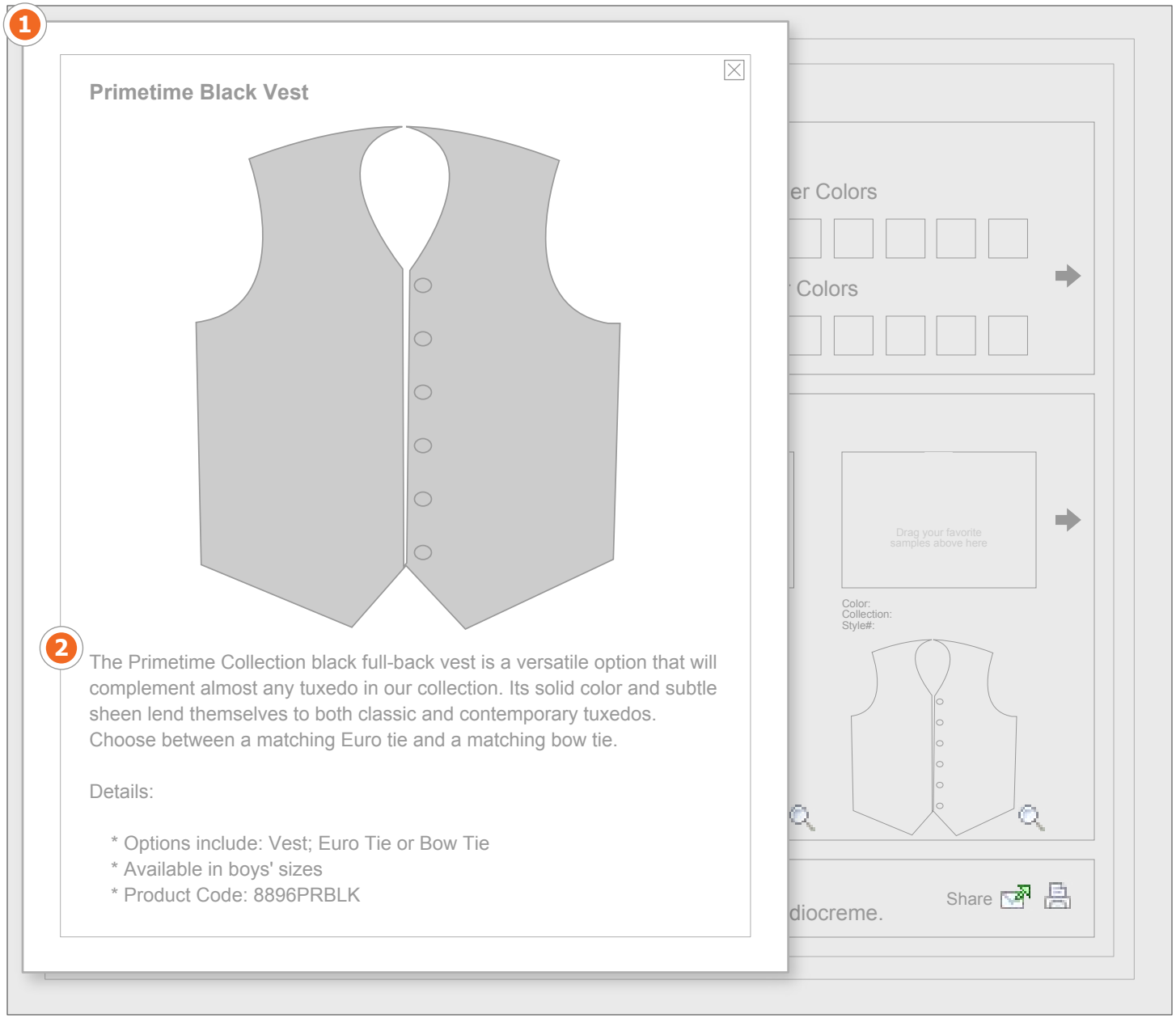
Moores Clothing Wireframe: Color Tool



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.

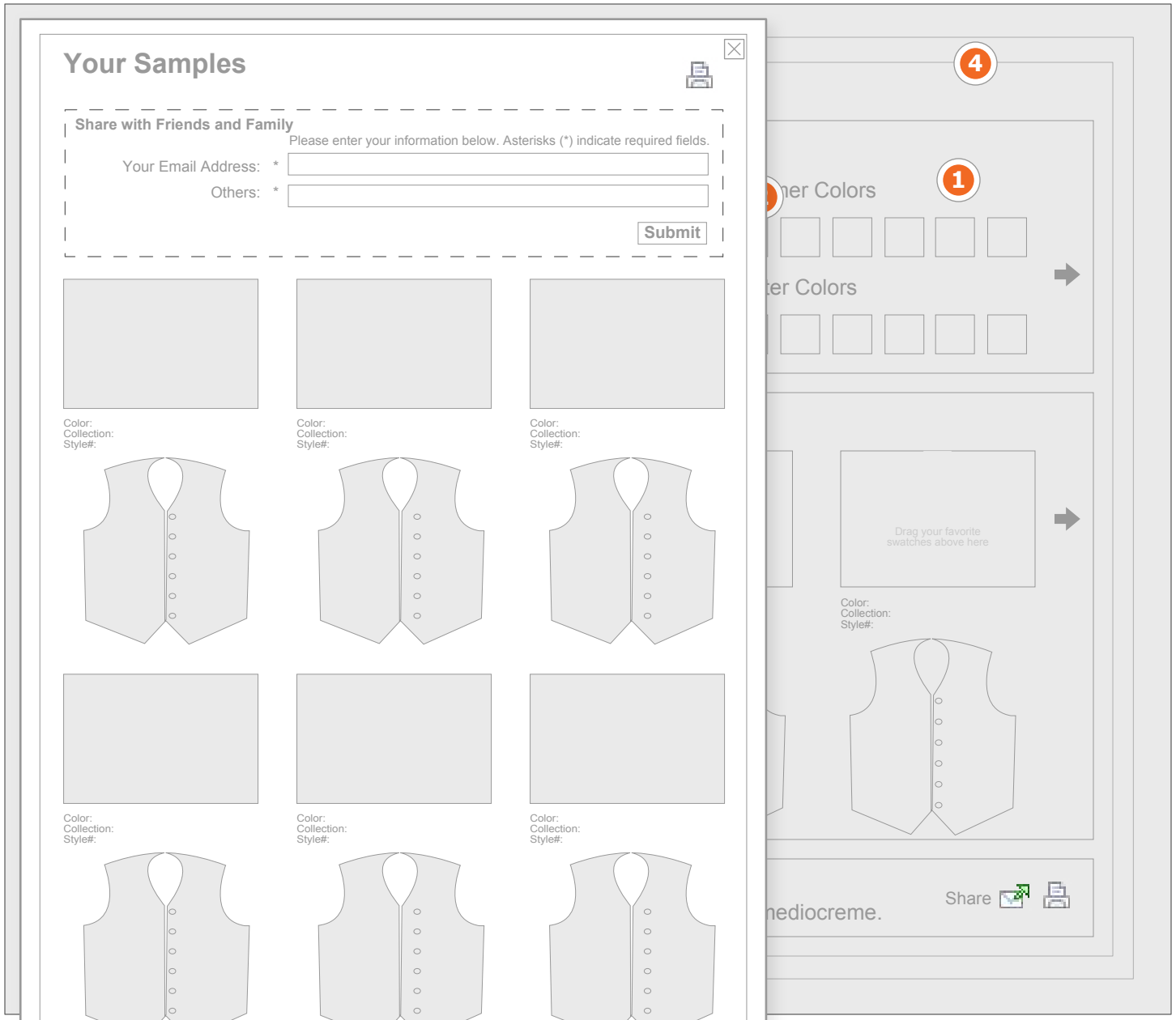
Moores Clothing Wireframe: Vest Sample Detail New Window



Annotations

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

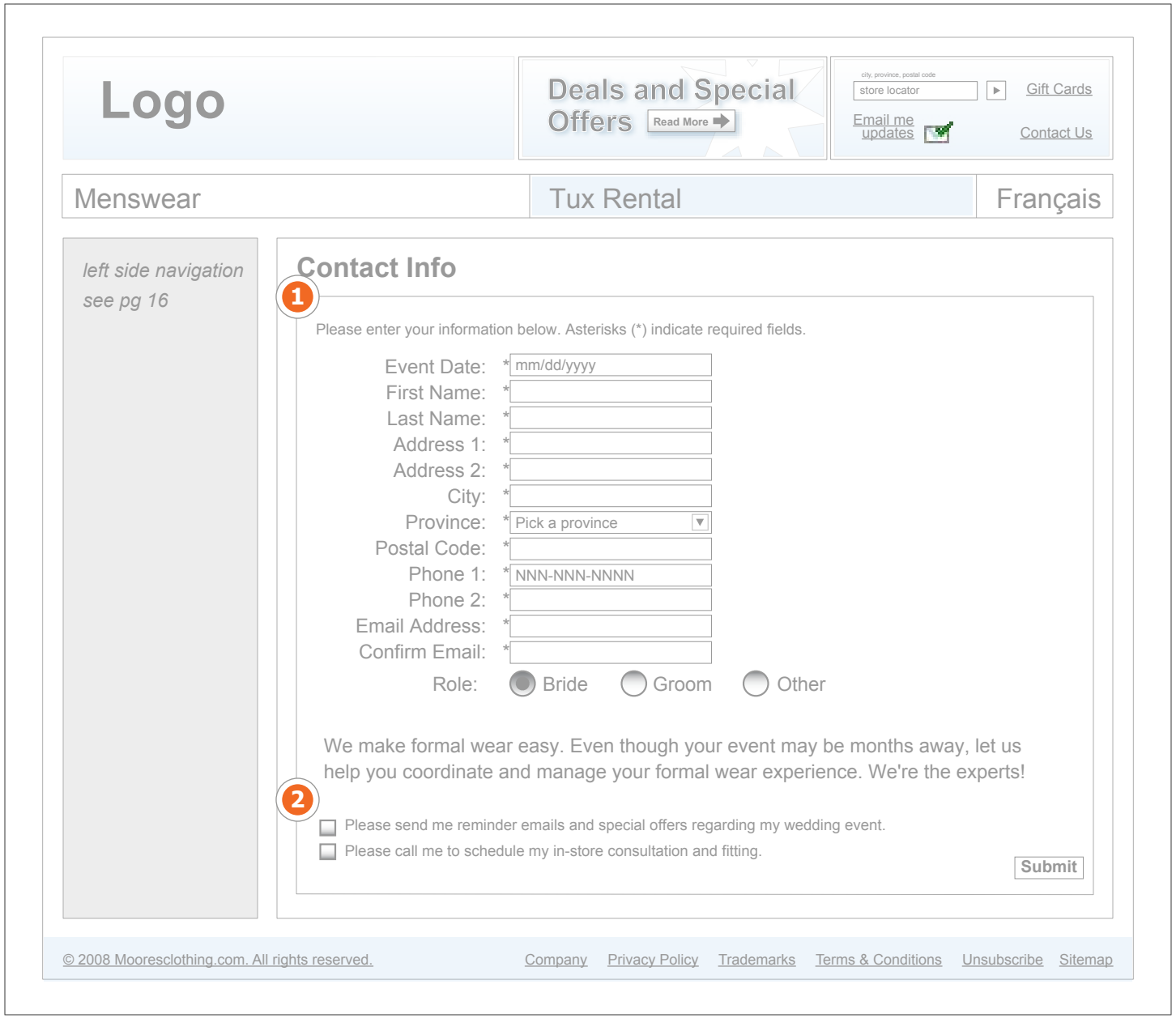
Moores Clothing Wireframe: Samples New Window (share)



Annotations

1. All users saved samples show in a popup. Popup may stretch or scroll to accommodate long list.
2. If clicked share inline form to send email.
3. If clicked print, popup shows OS print dialog on load.
4. Close new window.

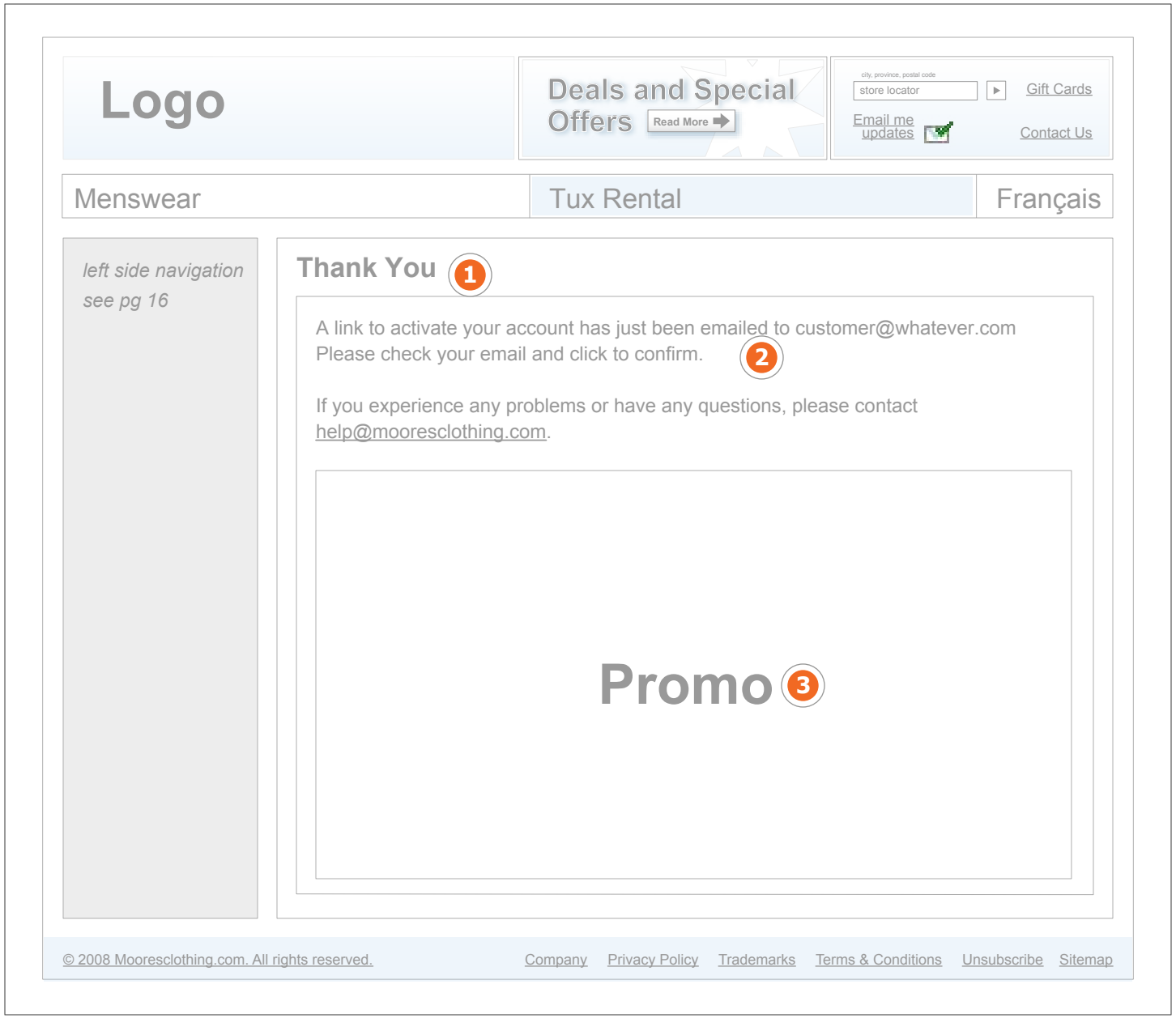
Moores Clothing Wireframe: Contact Consultant Form



Annotations

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

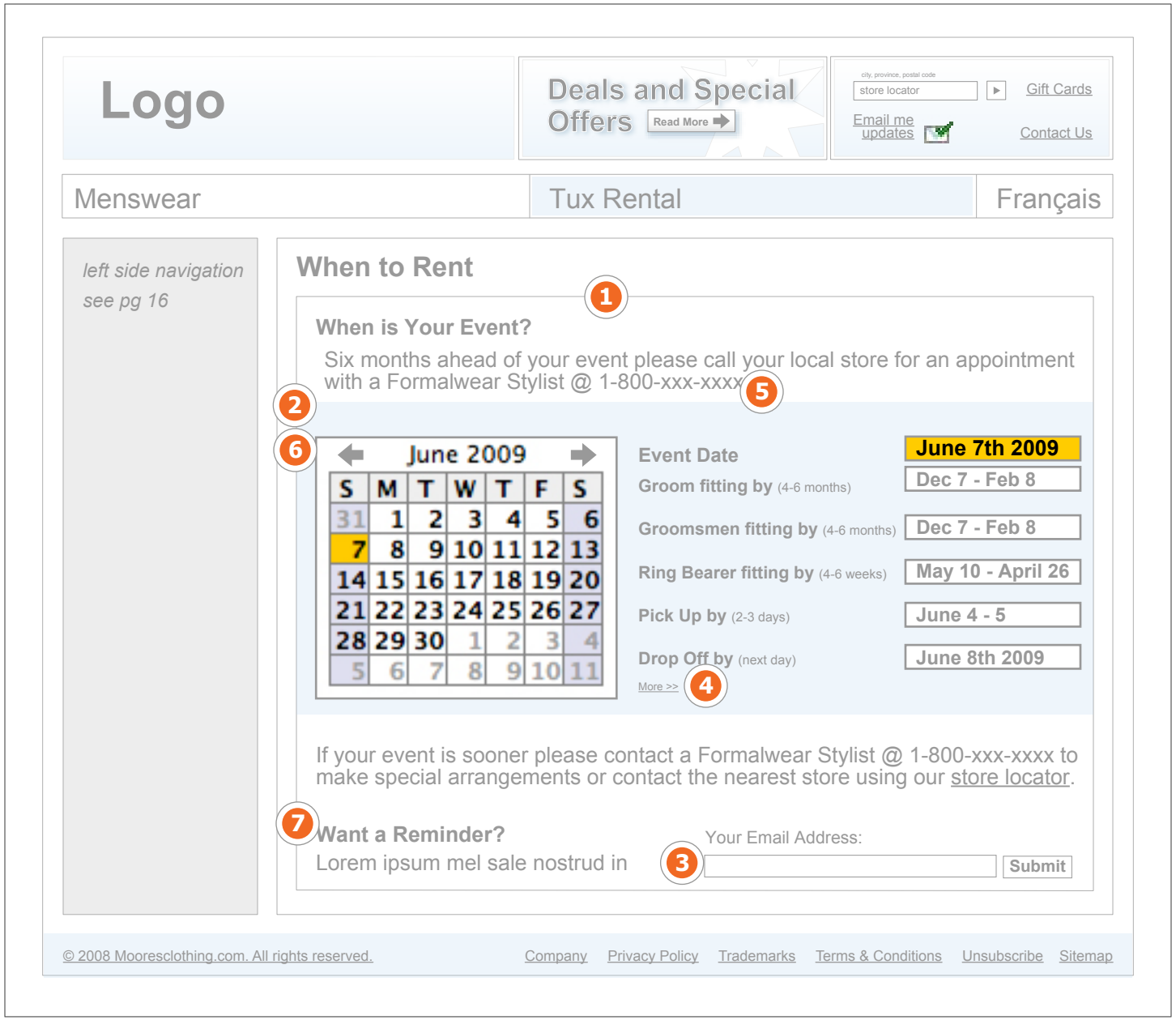
Moores Clothing Wireframe: Thank You



Annotations

1. General purpose thank you page for contacting consultant, registering for mail or other.
2. Feedback text.
3. Promotional opportunity.

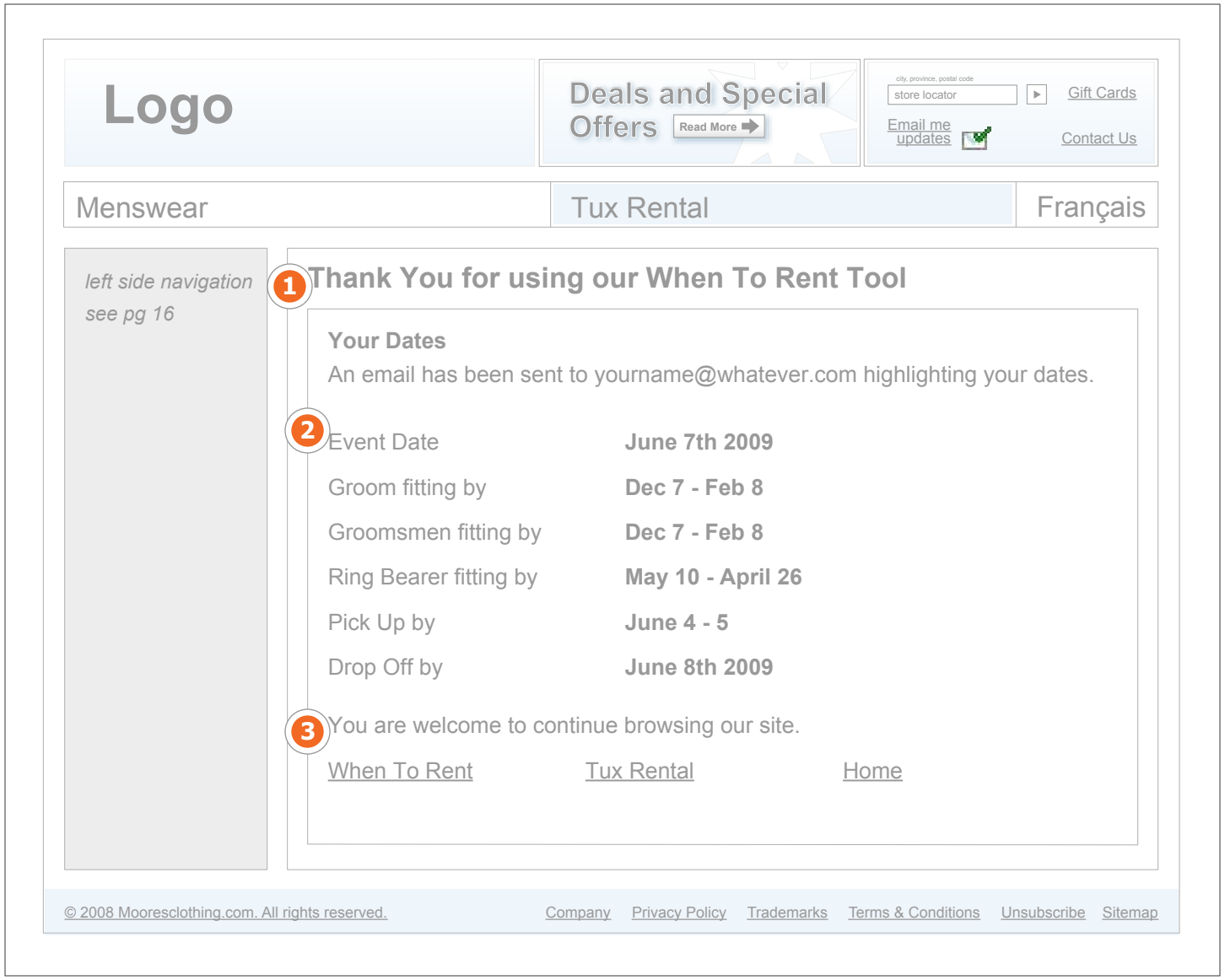
Moores Clothing Wireframe: When to Rent Tool



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. gifs for groomsman or honeymoon golfing shirts).

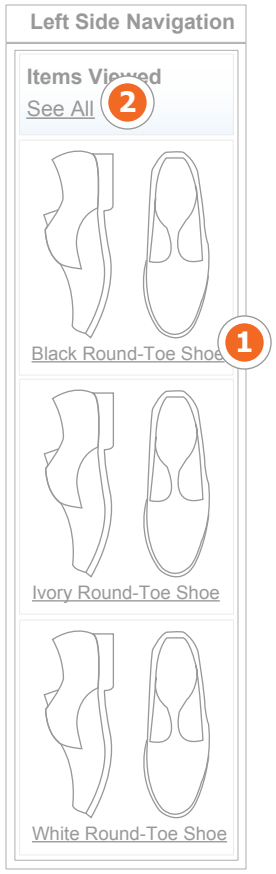
Moores Clothing Wireframe: When to Rent Tool - Thank You



Annotations

1. Generic Thank You explaining your dates and an email has been sent to your email client.
2. Dates are displayed highlighting the event, fitting, pick up and drop off.
3. Encourage the user to continue browsing other areas of the site.

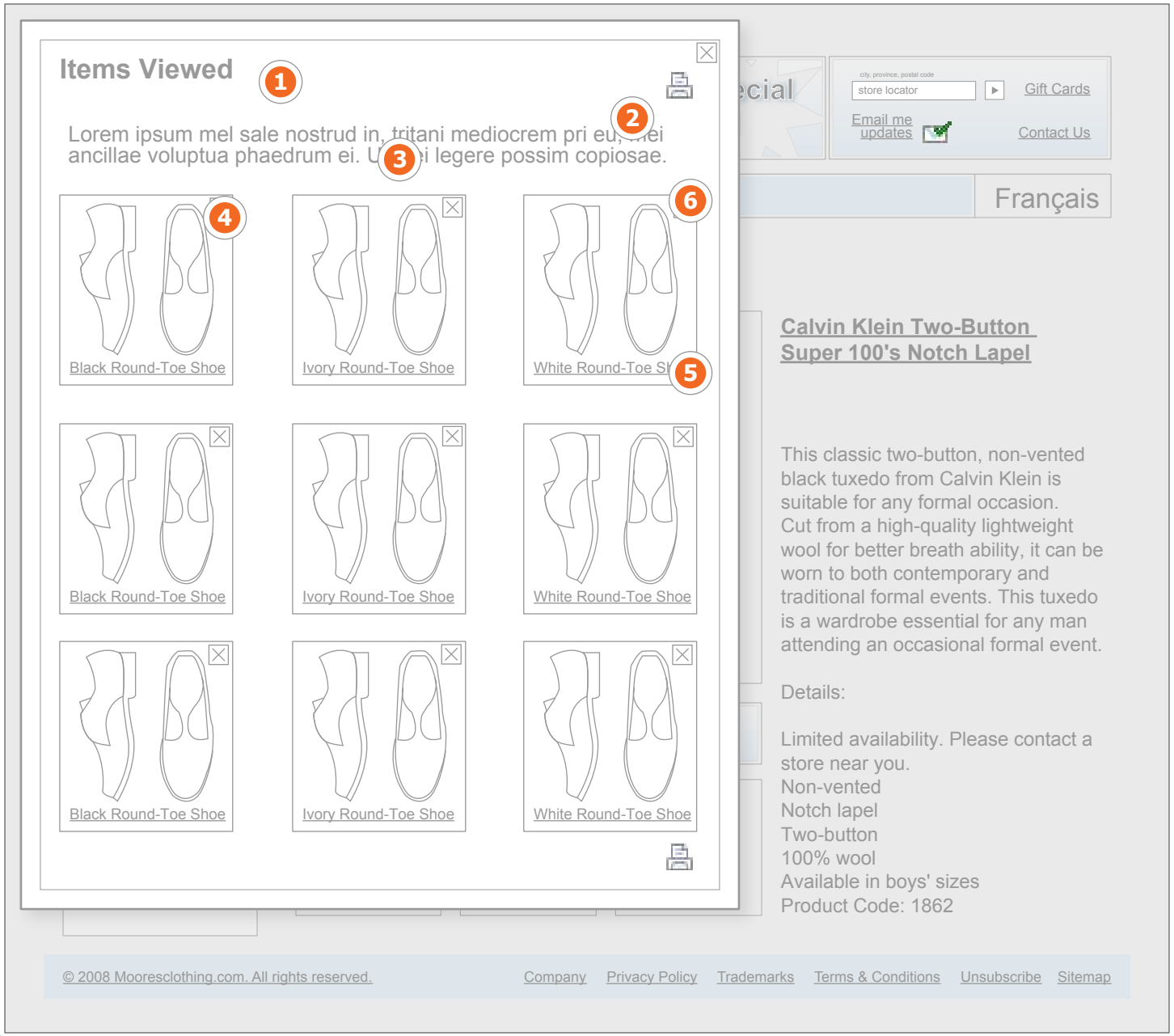
Moores Clothing Wireframe: Tux Rental - Items Viewed



Annotations

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

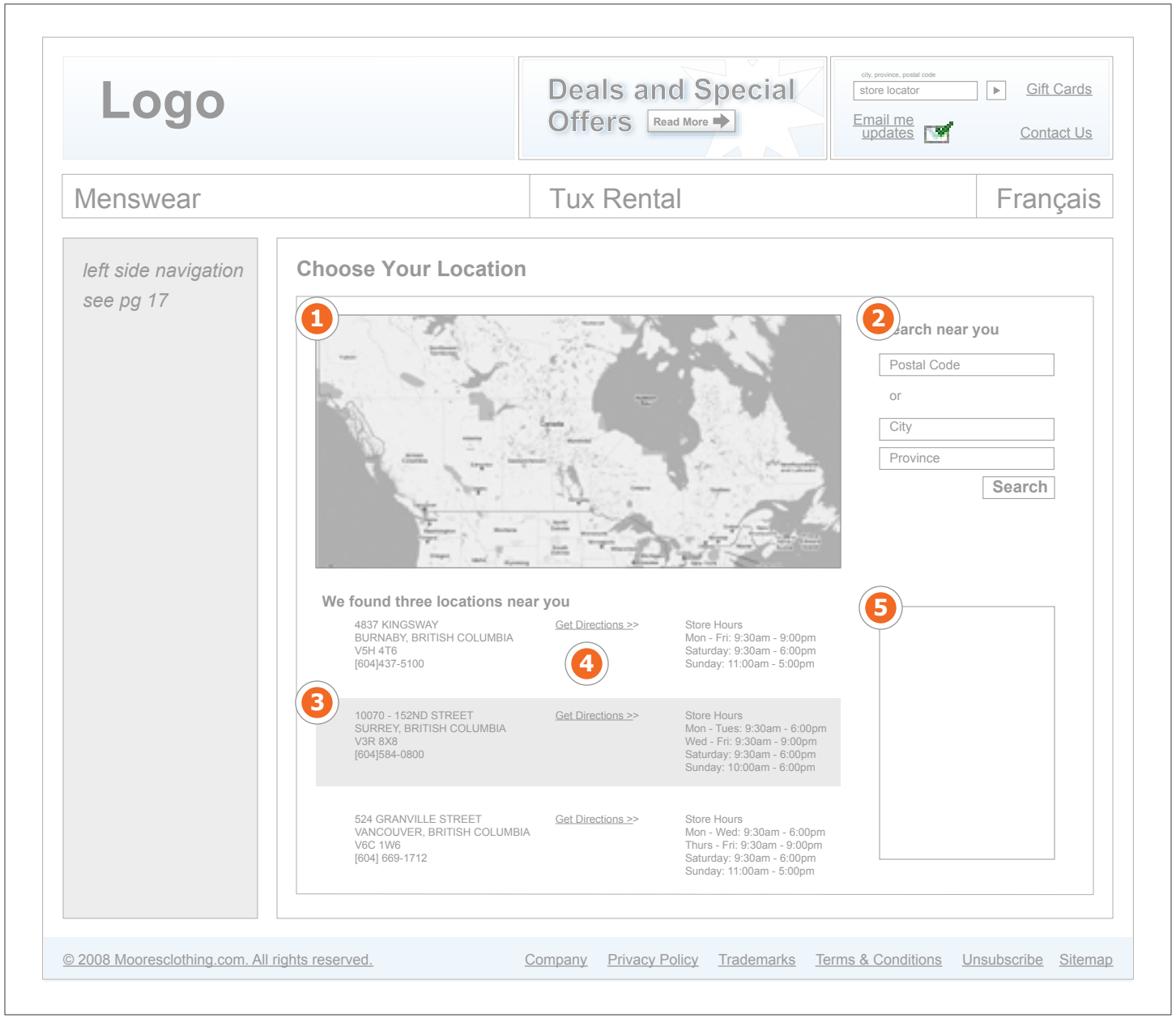
Moores Clothing Wireframe: Tux Rental - Items Viewed New Window



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.

Moores Clothing Wireframe: Locator

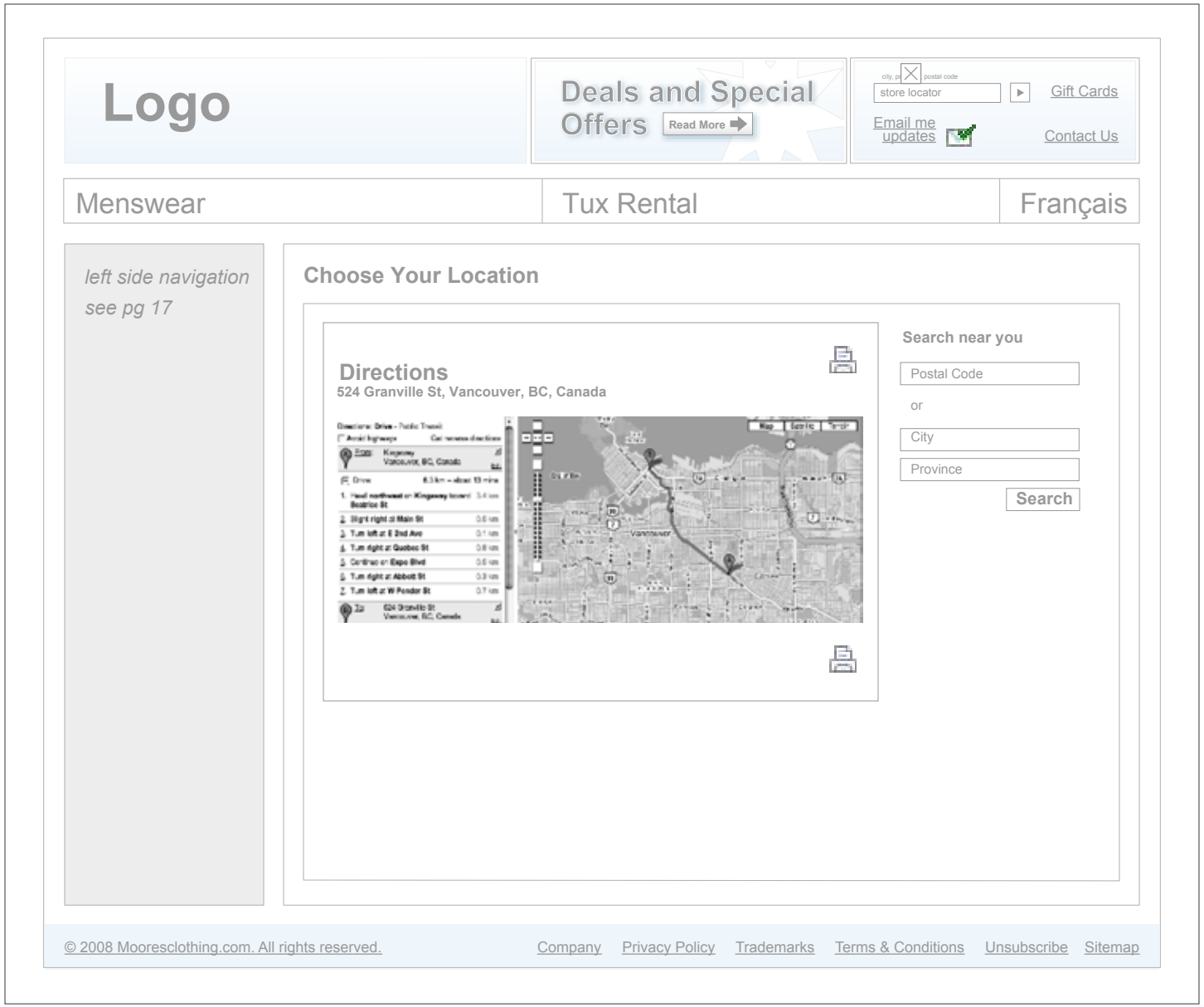


Annotations

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.

Moores Clothing Wireframe: Locator Directions



Annotations

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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.
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