

sequence

**BEST BUY**  
**PROMOTIONS PLATFORM**

**WIREFRAMES**  
**VERSION 1.0**

**DATE**  
**08.03.2011**

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## DIGITAL INSERT

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## WORKING DEFINITION: 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

**2.1** **Featured** ▾

- Photographer's Paradise
- COD 4 Release
- Gamer's Dungeon
- Football Man Cave
- Back to School Sale
- Summer Essentials

**Products** ▾

- TV & Video (70)
- Audio & MP3 (163)
- GPS, Car & Marine (26)
- Cameras & Camcorders (38)
- Computers & Tablets (188)
- Mobile Phone & Office Products (184)
- Video Games & Gadgets (44)
- Movies, Music & Instruments (180)
- Home & Appliances (317)

## 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

The screenshot shows a web browser window with the URL <http://deals.bestbuy.com>. The page header includes the Best Buy logo, navigation links for 'WEEKLY DEALS Oct 9 - 15' and 'DEAL of the DAY', and a 'Watch List (30)'. Below the header, there are tabs for 'Featured' and 'Products', and a search bar labeled 'Search Ad'. The main content area is titled 'Photographer's Paradise' and features a grid of four product cards. Each card is crossed out with a large 'X' and has a 'SAVE \$130 AFTER SAVINGS' badge. The products are: PNY 4GB SDHC Memory Card (price \$279.99), Shutterfly 8x8 Photo Book (price \$279.99), PNY 4GB SDHC Memory Card (price \$279.99), and Shutterfly 8x8 Photo Book (price \$279.99). A navigation bar below the grid shows numbers 1 through 32, with '1.0' highlighted in an orange box. Below the grid, there are three sections: 'This Week's Top Sellers' with three items (Activision Call of Duty 4, Sony 55" 1080p TV, and Nikon CoolPix S180), 'Buy & Sell Used Games Trade In Center' with a 'Visit Trade-In Center' link, and a '300x250 Media Ad' placeholder. At the bottom, there is a 'Sign up for Exclusive Offers' form with an email address input field and a 'Submit' button. A copyright notice at the very bottom reads: 'Copyright © 1999-2011 Best Buy. All Rights Reserved. By continuing past this page and/or using this site, you agree to abide by the Terms of Use for this site, which prohibit commercial use of any information on this site. View our Privacy Policy / Your California Privacy Rights.'

## 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

The screenshot shows a web browser window with the URL <http://deals.bestbuy.com>. The page header includes the Best Buy logo, navigation links for 'WEEKLY DEALS Oct 9 - 15' and 'DEAL of the DAY', and a 'Watch List (30)'. Below the header, there are tabs for 'Featured' and 'Products', and a search bar. The main content area features a carousel titled 'Photographer's Paradise' (5-9 of 9) with five product cards: two 'PNY 4GB SDHC Memory Card' items and three 'Shutterfly 8x8 Photo Book' items. Each card displays a star rating, a 'SAVE \$130' badge, and a price of '\$279.99'. Below the carousel is a pagination bar with numbers 1 through 32. At the bottom of the page, there are three sections: 'This Week's Top Sellers' listing 'Activision Call of Duty 4', 'Sony 55" 1080p TV', and 'Nikon CoolPix S180'; a 'Trade In Center' for used games; and a 'Sign up for Exclusive Offers' form with an email address field and a 'Submit' button. A large grey box labeled '300x250 Media Ad' is also present. The footer contains copyright information for 1999-2011 Best Buy.

## 1. Supportive Editorial Spread

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

# FEATURED TRANSITION 2

The screenshot shows a web browser window with the URL <http://deals.bestbuy.com>. The page header includes the Best Buy logo, navigation links for "WEEKLY DEALS Oct 9 - 15" and "DEAL of the DAY", and a "Watch List (30)". Below the header, there are tabs for "Featured" and "Products", and a search bar labeled "Search Ad".

The main content area is divided into two sections. The left section, under the "Featured" tab, displays a grid of product cards. The first card is for a "Shutterfly 8x8 Photo Book" with a price of \$279.99 after a \$130 savings. The second card is for a "Sony 55" Class 1080p 120Hz LED Smart HDTV" with a price of \$279.99 after a \$130 savings. A large orange arrow with the number "1.0" points from the product section towards the editorial section on the right.

The right section, under the "Products" tab, displays a "TV & Video (20)" category. Below this, there is a "This Week's Top Sellers" section with three items: "Activision Call of Duty 4" (Sale: \$49.99, Save \$10), "Sony 55" 1080p TV" (Sale: \$329.99, Save \$50), and "Nikon CoolPix S180" (Sale: \$129.99, Save \$50). To the right of this section is a "Buy & Sell Used Games Trade In Center" with a "Visit Trade-In Center" link. Further right is a "300x250 Media Ad" placeholder.

At the bottom of the page, there is a "Sign up for Exclusive Offers" form with an "email address" input field and a "Submit" button. The footer contains copyright information: "Copyright © 1999-2011 Best Buy. All Rights Reserved. By continuing past this page and/or using this site, you agree to abide by the Terms of Use for this site, which prohibit commercial use of any information on this site. View our Privacy Policy / Your California Privacy Rights."

## 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

The screenshot shows a web browser window with the URL <http://deals.bestbuy.com>. The page features a navigation bar with the Best Buy logo, "WEEKLY DEALS Oct 9 - 15", and "DEAL of the DAY". A search bar is located in the top right. The main content area is titled "TV & Video (20)" and contains a large product module for a Sony 55" Class 1080p 120Hz LED Smart HDTV. This module includes a product image, a price tag showing a savings of \$130, and a "View Details" button. A "This Week's Top Selling TV & Video" list is positioned to the right of the product image. Below the main product, there is a "This Week's Top Sellers" sidebar with three items: Activision Call of Duty 4, Sony 55" 1080p TV, and Nikon CoolPix S180. A "Trade In Center" section is also present, along with a "Sign up for Exclusive Offers" form. A "300x250 Media Ad" placeholder is located at the bottom right of the main content area. The page footer contains copyright information and links to the Terms of Use and Privacy Policy.

## 1. Product category header

## 2. 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

## 3. Category Trending Module

Example of module that contains trending information specific for the product category

## 4. 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

## 5. Note label Note label

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## 6. Note label Note label

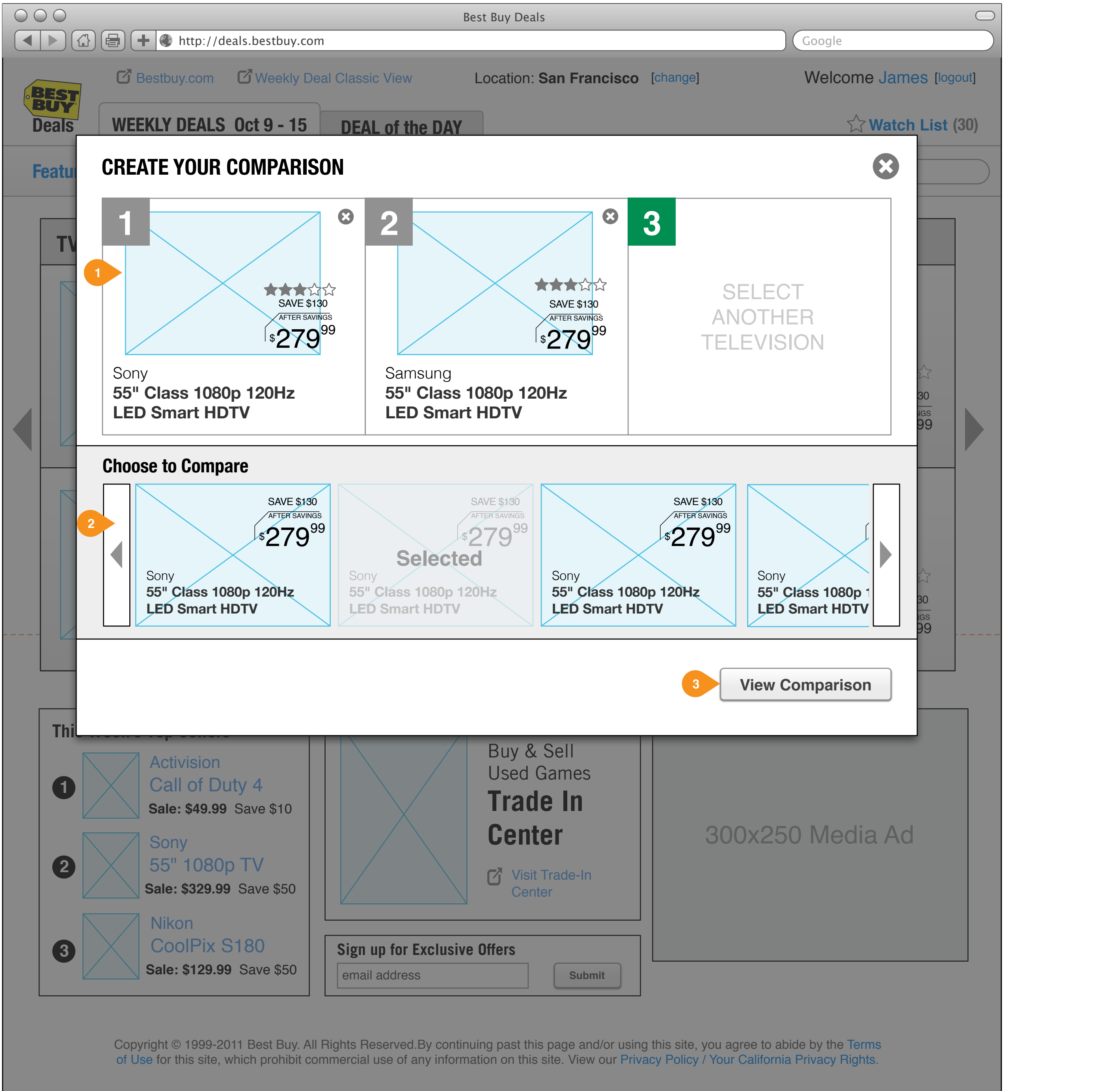
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# COMPARE SELECT



- 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

**COMPARE TELEVISIONS DEALS**

	Sony 55" Class 1080p 120Hz LED Smart HDTV	Samsung 55" Class 1080p 120Hz Plasma Smart HDTV	Samsung 35" Class 720i 90Hz Plasma HDTV
FEATURES	55"	55"	35"
HD	1080p LED	1080p Plasma	720i Plasma
MONEY SAVED	\$130	\$180	\$75
AVG. RATING	★★★★☆	★★★★☆	★★★★☆
BEST FOR	Sports	Movies	Movies
POPULARITY THIS WEEK Televisions	1st place 3291 sold	3rd place 431 sold	8th place 68 sold

*Top Seller*

Shows the popularity of these three products compared to all the televisions on sale this week.

- 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.