

# BCOM Denim, Selling Area Wireframes

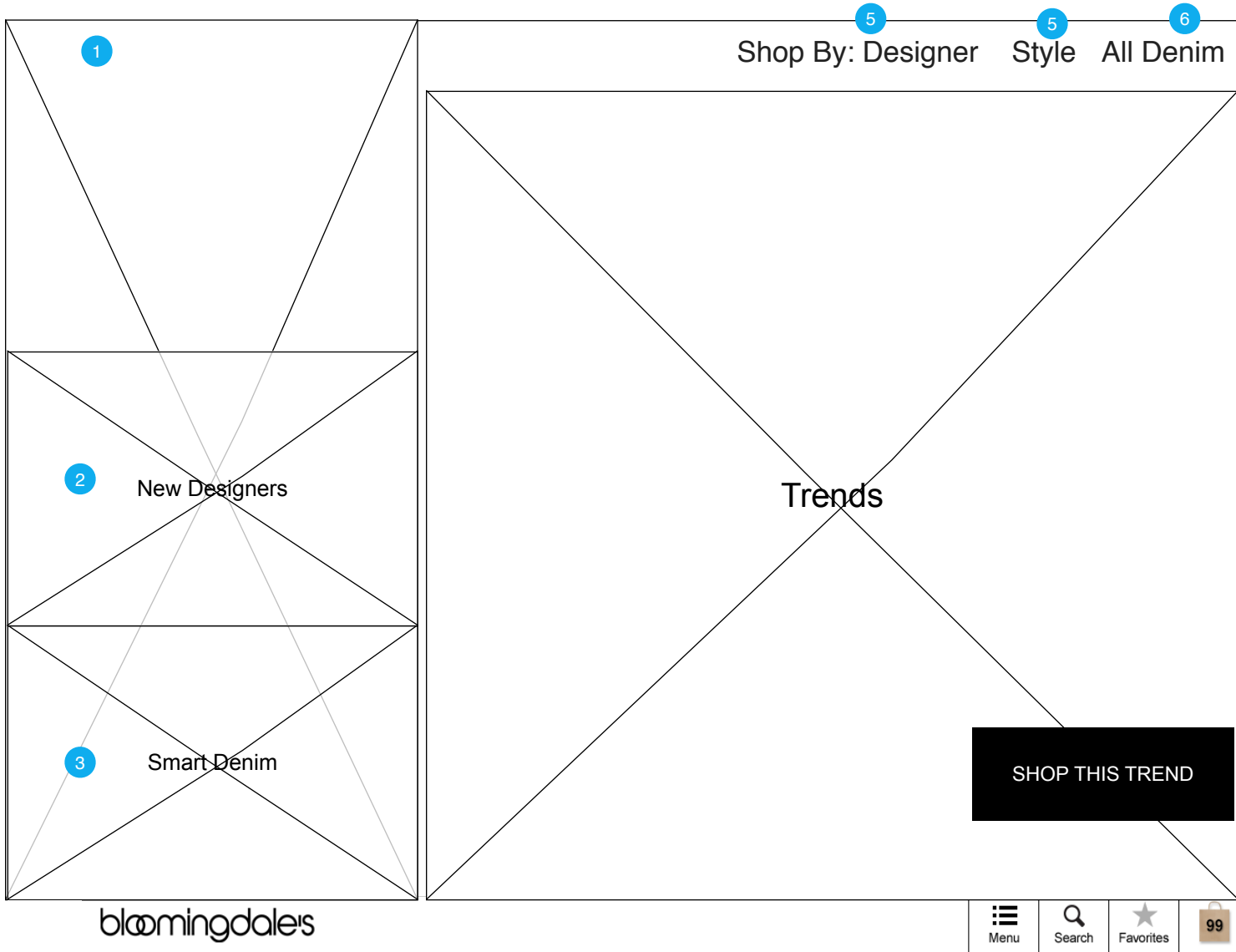
Project: BCOM Denim, Selling Area Wireframes: Registry, For the Home, Hotel Collection  
Device: iPad  
Date: Mon Mar 09 2015  
Version: BCOM\_Denim\_Wires\_150309.graffle  
Universal Addressing Prefix: BDE

bloomingdale's

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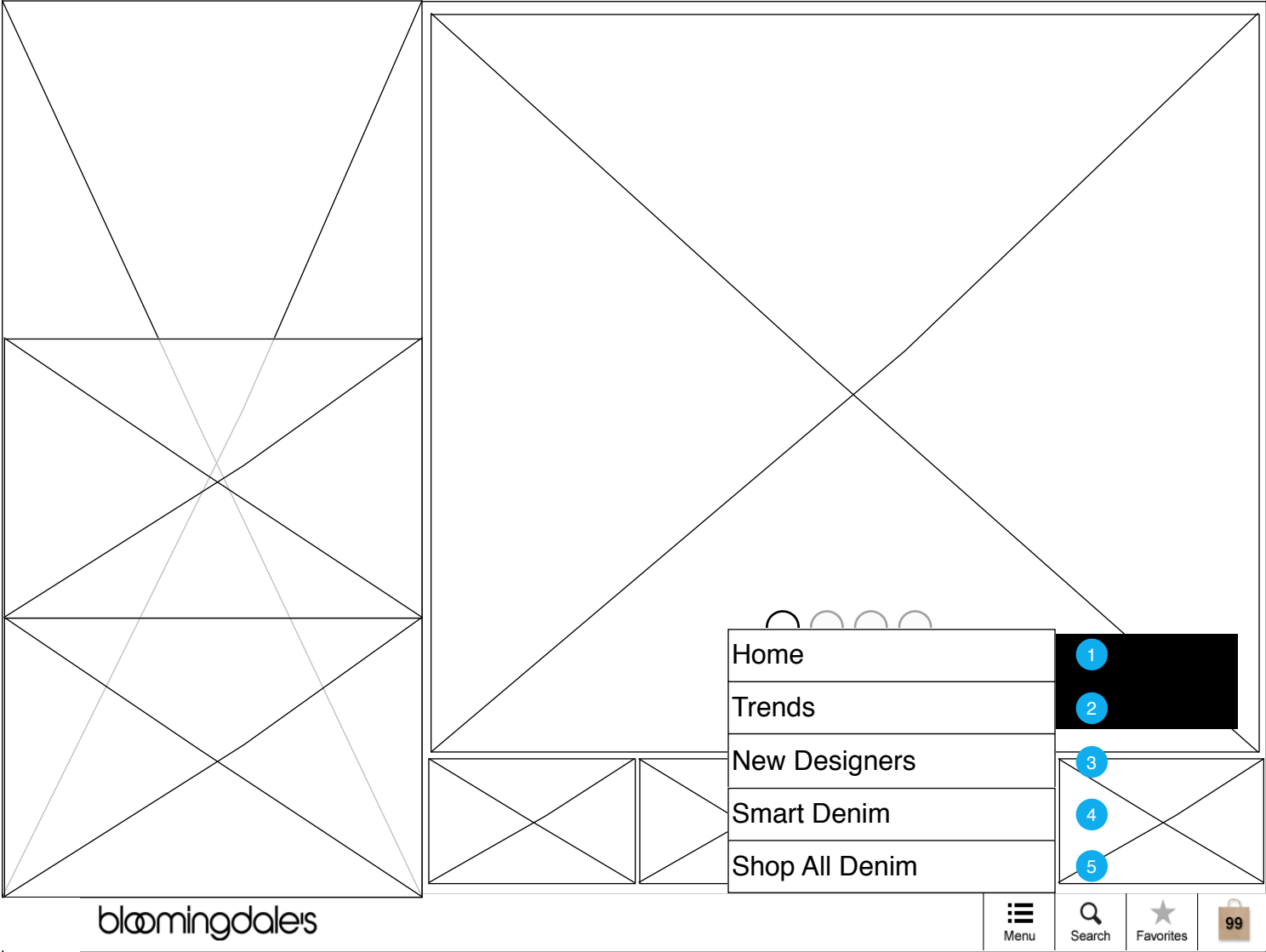
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# 0.0 Denim Home



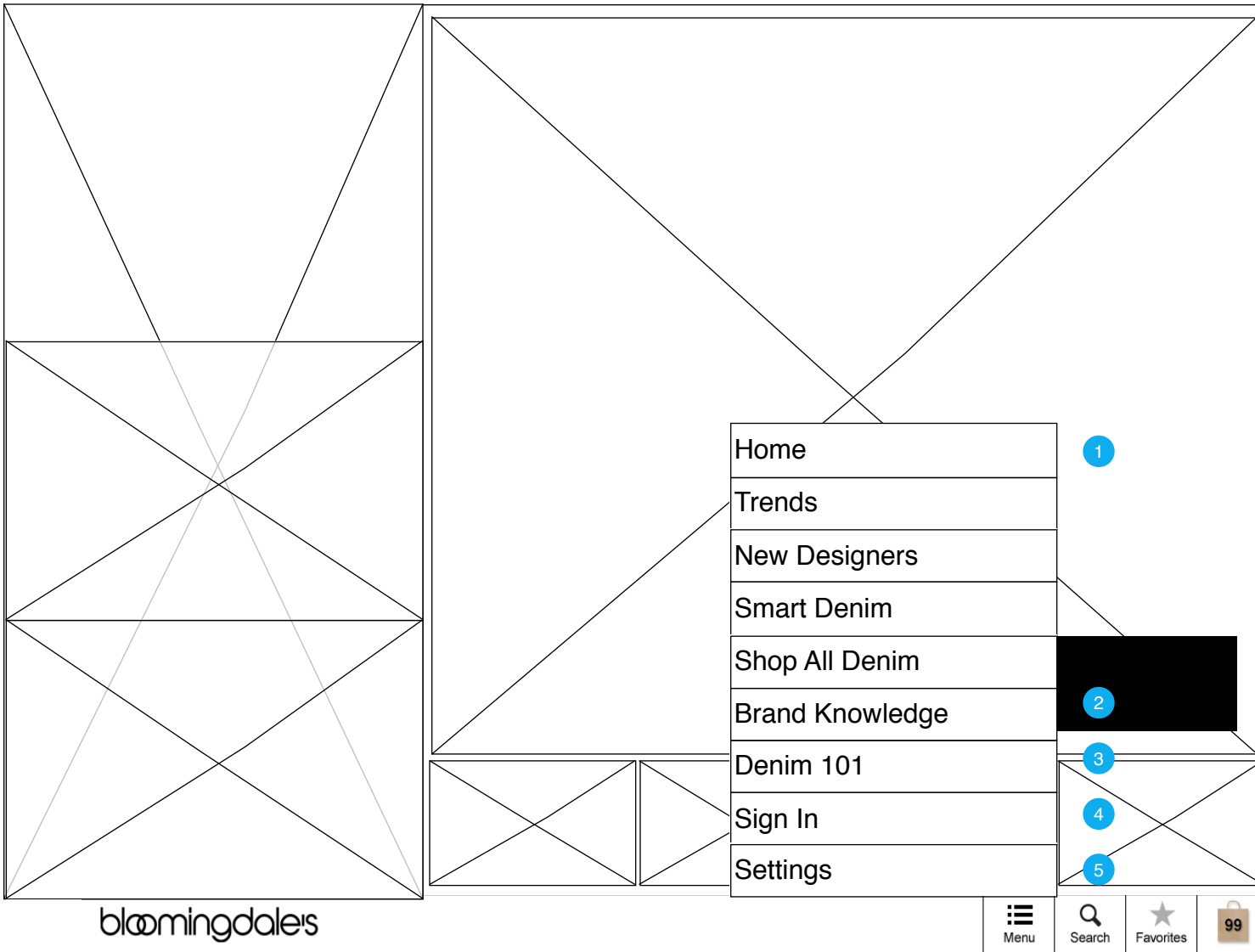
| Page Title   |                       |   |
|--|-----------------------|---|
| 0.0 Denim Home   |                       |   |
| Page Context   |                       |   |
| The landing page has a hero image and a Trends slide show as the dominant elements. The slide show is active and turns automatically on timeout or manually. |                       |   |
| Page Notes   |                       |   |
| #  | Interface Description | Interaction   |
| 1  | Hero                  | Hero Image has no interaction but has buttons over it (New Designers and Smart Denim) |
| 2  | New Designer          | On press, user goes to 2.0 New Designers  |
| 3  | Smart Denim           | On press, user goes to 3.0 Smart Denim  |
| 4  | Shop by Designer      | On press, user goes to 6.0 Shop by Designer   |
| 5  | Shop by Type          | On press, user goes to 7.0 Shop by Type   |
| 6  | All Denim             | On press, user goes to 8.0 Shop All Denim   |

# Menu



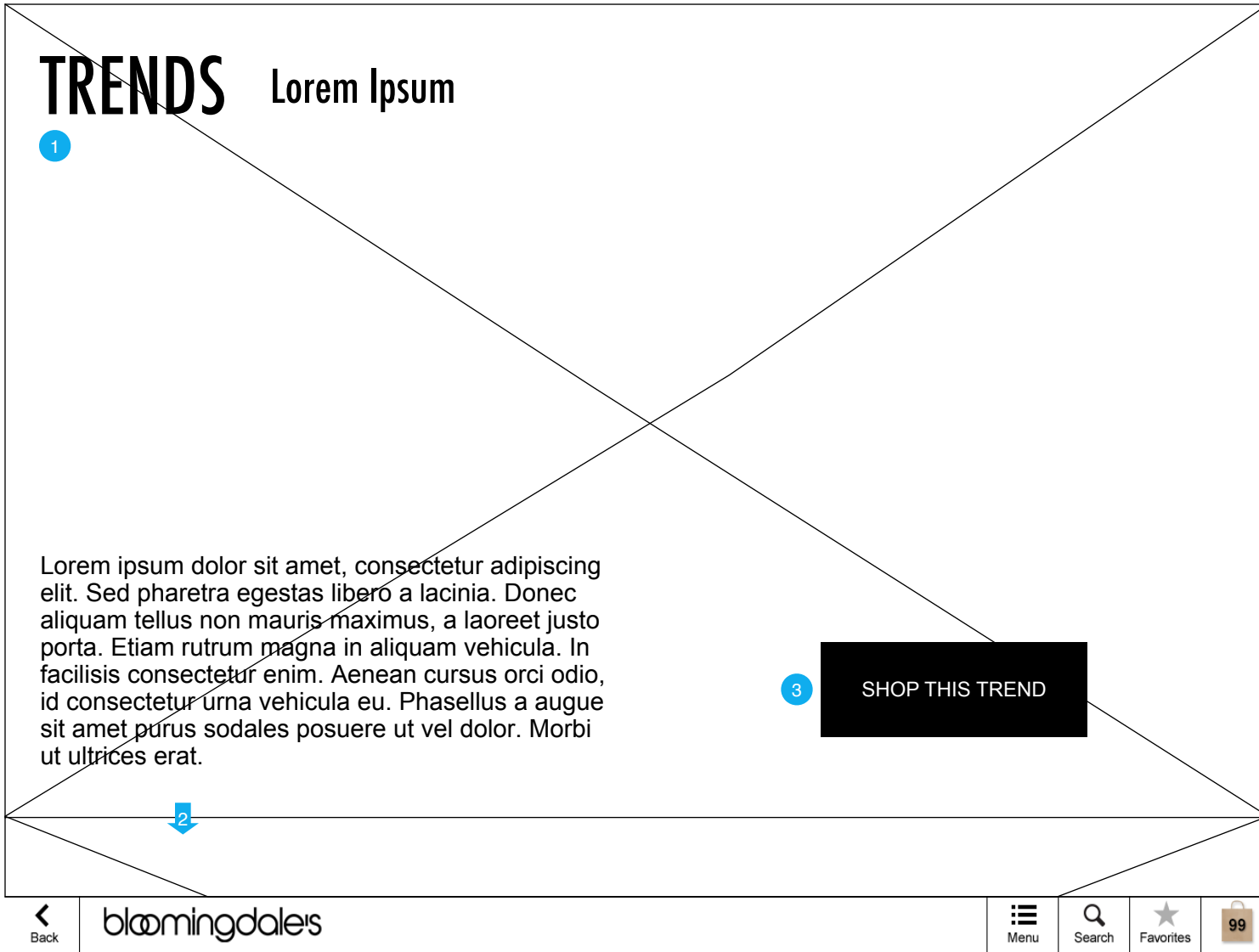
| Page Title   |                       |   |
|--|-----------------------|---|
| Menu   |                       |   |
| Page Context   |                       |   |
| <p>On press of menu button, the menu shown is displayed. This is the main navigation for the app and allows a quick jump to nearly all views in the app.</p> |                       |   |
| Page Notes   |                       |   |
| #  | Interface Description | Interaction                                 |
| 1  | Home                  | On press, user goes to 0.0 Denim Home       |
| 2  | Trends                | On press, user goes to 1.0 Trends           |
| 3  | New Designers         | On press, user goes to 2.0 New Designers    |
| 4  | Smart Denim           | On press, user goes to 3.0 Smart Denim      |
| 5  | Brands Knowledge      | On press, user goes to 4.0 Brands Knowledge |

# Associate Menu



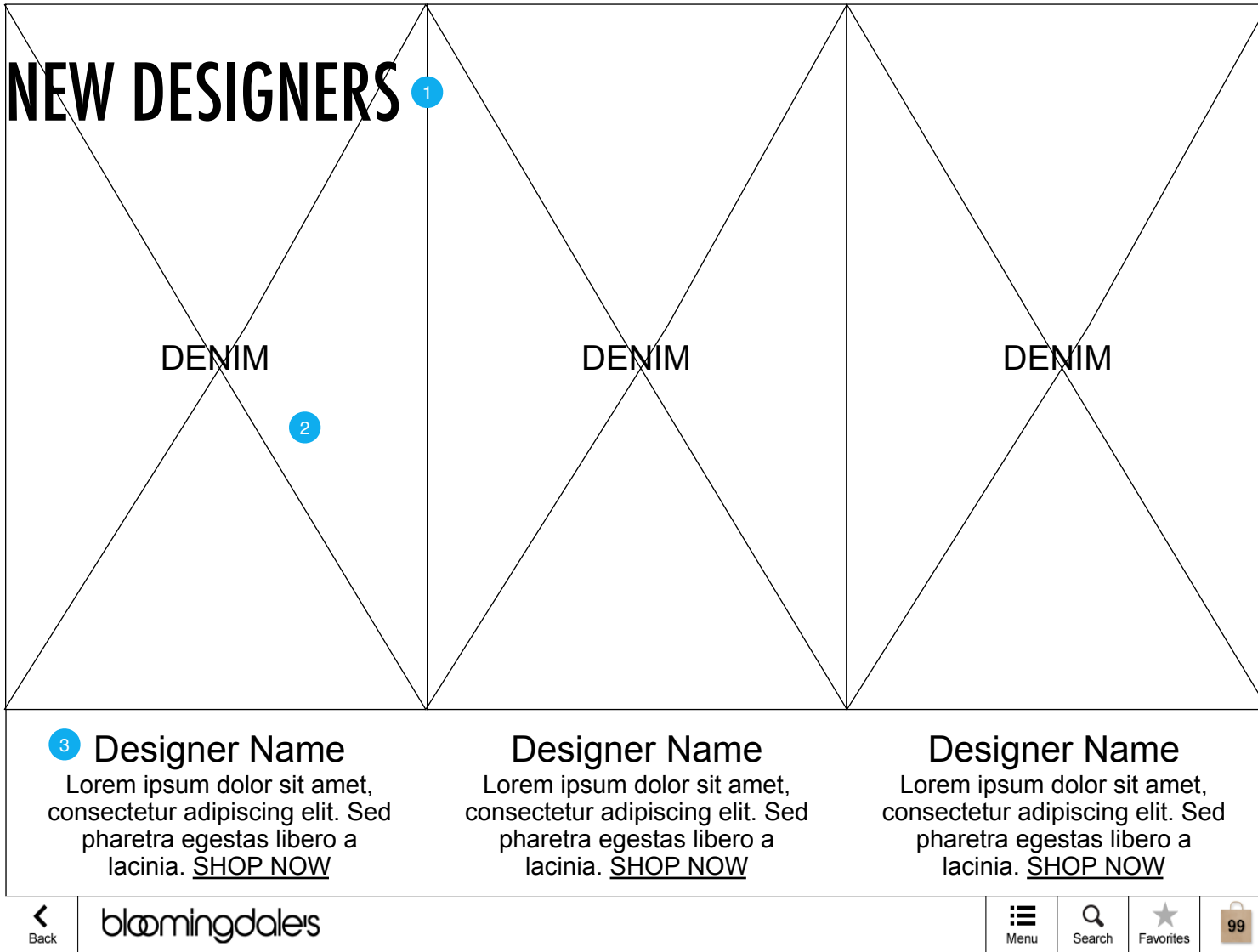
| Page Title  |                       |   |
|---|-----------------------|---|
| Associate Menu  |                       |   |
| Page Context  |                       |   |
| The user has swiped upward on the menu and more items appear. |                       |   |
| Page Notes  |                       |   |
| #   | Interface Description | Interaction   |
| 1   | Associate Menu        | If the user swipes UP on the menu, more items appear. |
| 2   | Brands Knowledge      | On press, user goes to 4.0 Brands Knowledge           |
| 3   | Denim 101             | On press, user goes to 5.0 Denim 101                  |
| 4   | Sign In               | On press, user goes to Associate Sign In (CORE)       |
| 5   | Settings              | On press, user goes to Settings (CORE)                |

# 1.0 Trends



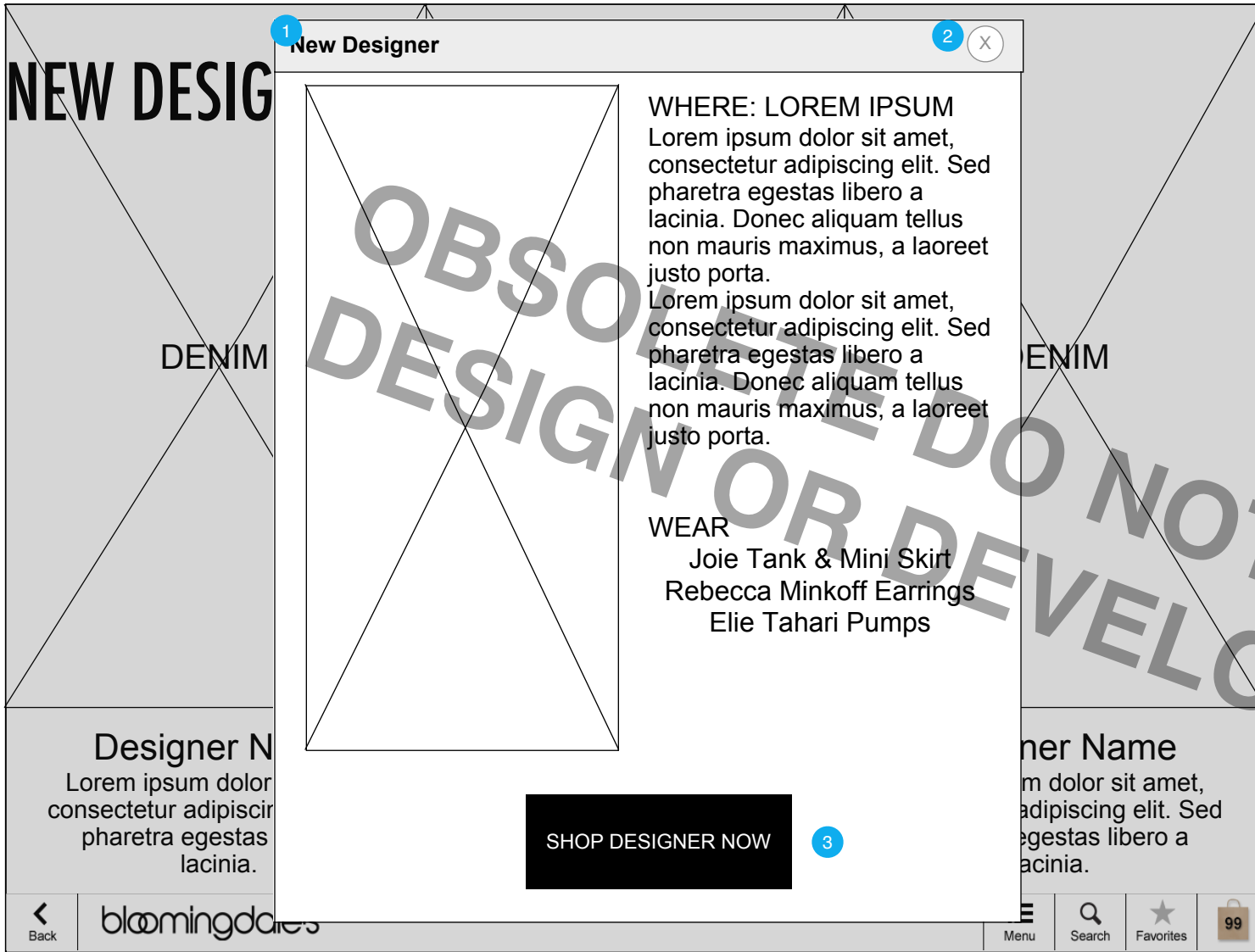
| Page Title  |                       |  |
|---|-----------------------|--|
| 1.0 Trends  |                       |  |
| Page Context  |                       |  |
| <p>On press of Trends (either on the home page or in the menu) the user goes to the trends page.</p> <p>This page is a scrolling display of trends featuring a photo and text describing the trend. Each trend includes a SHOP THIS TREND button.</p> |                       |  |
| Page Notes  |                       |  |
| #   | Interface Description | Interaction  |
| 1   | Trend                 | A trend is explained in photo and text. There is no specific interaction called for in this content.   |
| 2   | Scrolling             | The next trend should be just visible on the bottom edge of the screen. On swipe up, the page will scroll in the direction swiped. If possible, the trend top edge should be "sticky", automatically lining up with the top edge of the device screen. |
| 3   | SHOP THIS TREND       | On press, the user will go to a browse page with either the designer, the type, the color, or whatever filter is trending. In addition, this button must be able to go to a specific product PDP.  |

# 2.0 New Designers



| Page Title  |                       |   |
|---|-----------------------|---|
| 2.0 New Designers   |                       |   |
| Page Context  |                       |   |
| On press of New Designers (either on the home page or in the menu) the user goes to the New Designers page. Each designer is represented by an image that is a hotspot. |                       |   |
| Page Notes  |                       |   |
| #   | Interface Description | Interaction   |
| 1   | NEW DESIGNER HEADER   | Each new designer section will get its own headline. There is no interaction.   |
| 2   | Image                 | On press, the corresponding Overlay is shown (next page)  |
| 3   | SHOP NOW              | Following the description of the designer/designs, there is a SHOP NOW link that will link to a search results page with the designer name as a filter. |

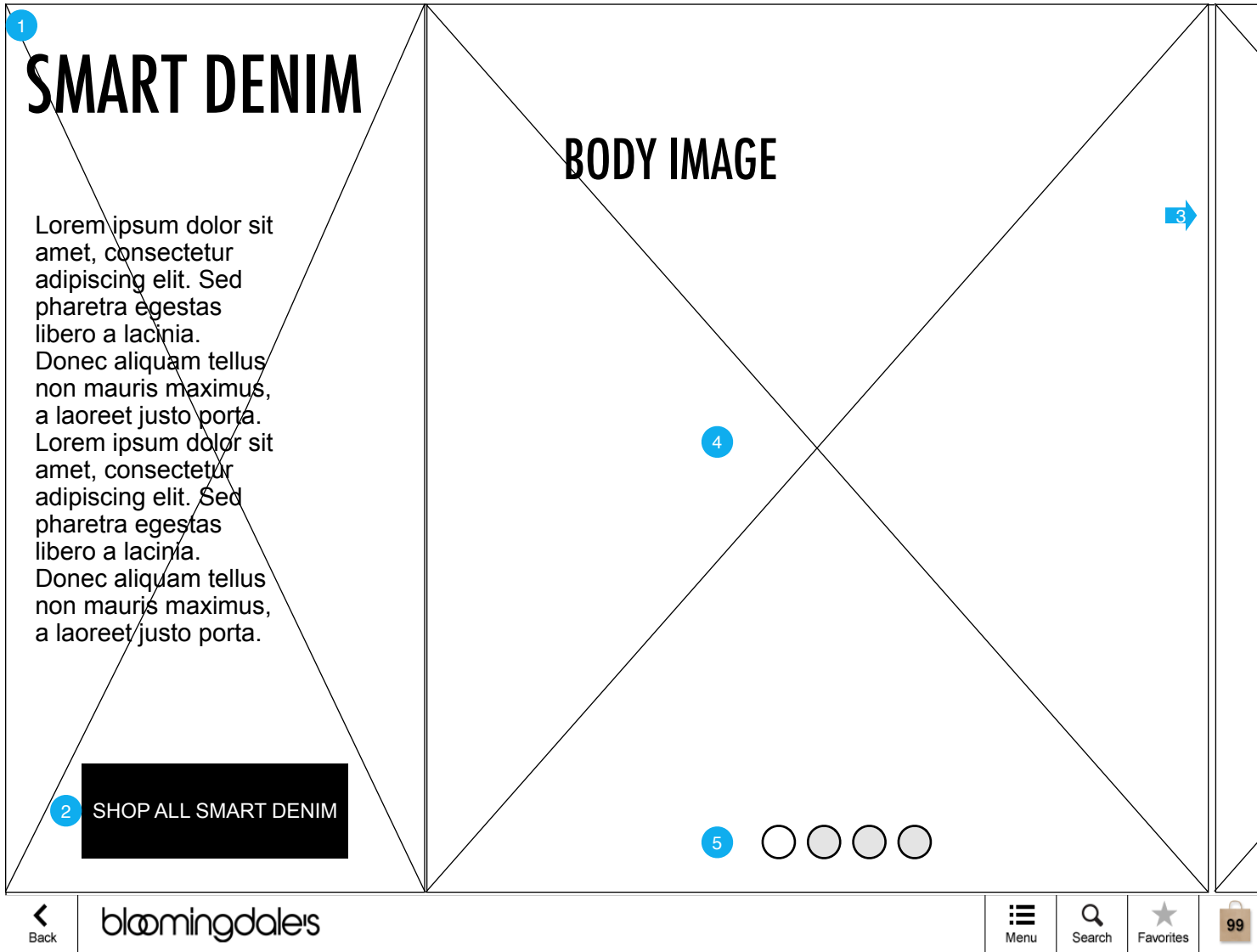
# 2.0 New Designers Overlay



| Page Title   |                       |  |
|--|-----------------------|--|
| 2.0 New Designers Overlay  |                       |  |
| Page Context   |                       |  |
| In order to provide more information on the designer, there is an overlay which will have an image, a description of the designers work, how to wear it etc. |                       |  |
| Page Notes   |                       |  |
| #  | Interface Description | Interaction  |
| 1  | Overlay               | System overlay with close x in upper right of box.                                   |
| 2  | Close X               | On press, overlay is removed and user returns to 2.0 New Designers                   |
| 3  | SHOP DESIGNER NOW     | On press, the user goes to a search results page with the designer name as a filter. |

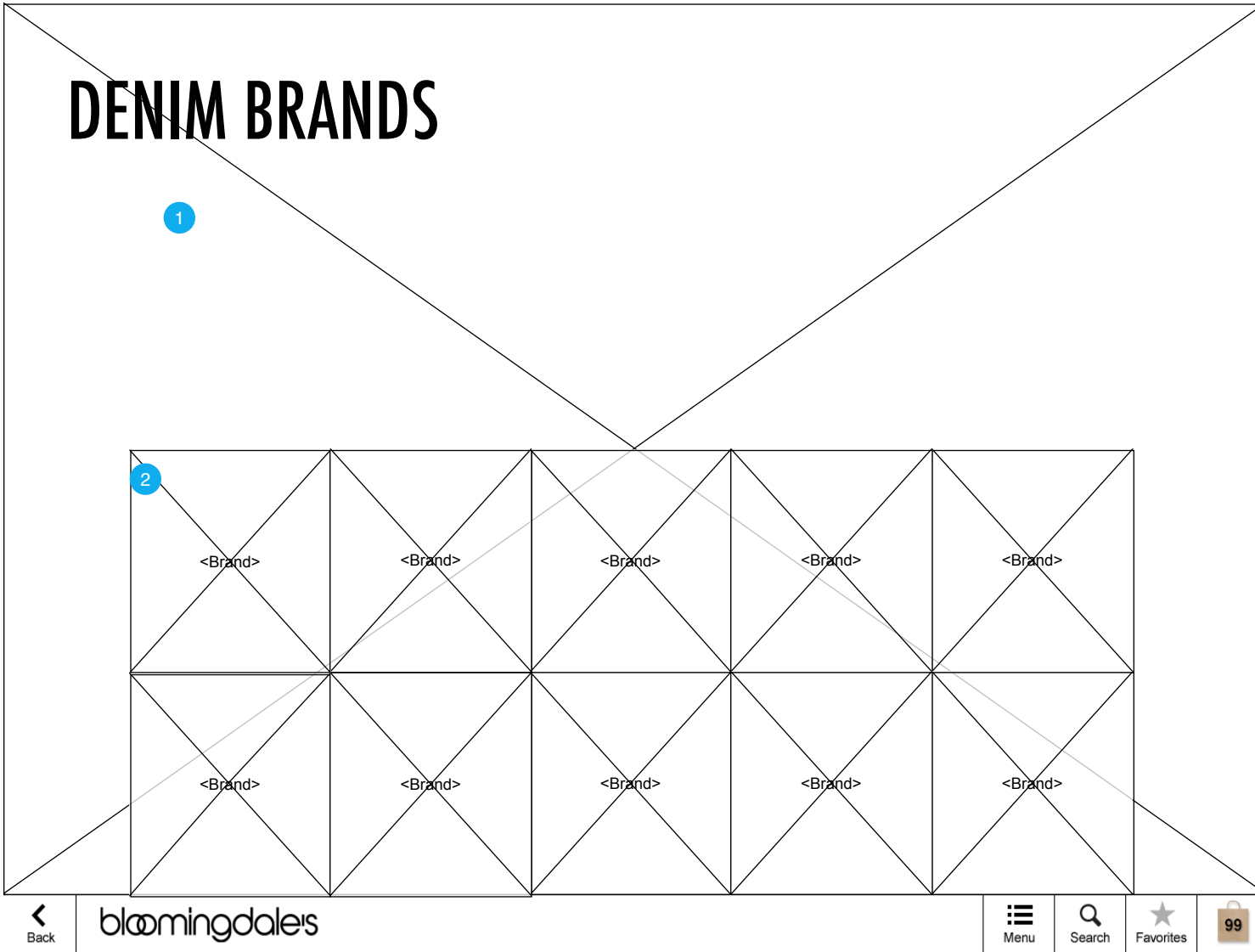


# 3.0 Smart Denim



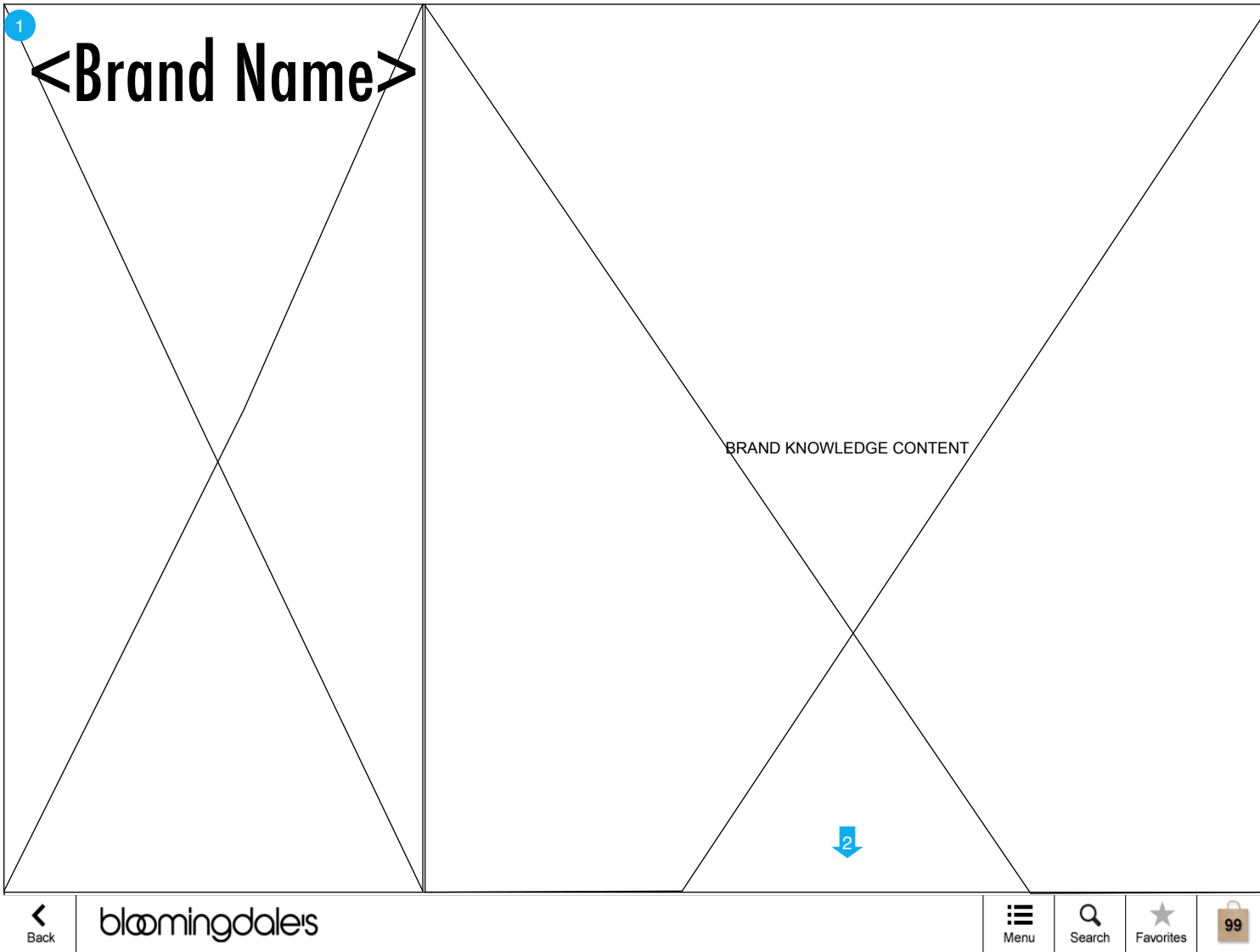
| Page Title  |                       |   |
|---|-----------------------|---|
| 3.0 Smart Denim   |                       |   |
| Page Context  |                       |   |
| Smart Denim is a special selection of denim that is high-tech. The page is similar to the home page in that it has a static image on left and a slideshow on the right. |                       |   |
| Page Notes  |                       |   |
| #   | Interface Description | Interaction   |
| 1   | Hero image            | No interaction. This includes description of smart denim.   |
| 2   | SHOP ALL SMART DENIM  | On press, user goes to search results page with smart denim as a keyword filter.  |
| 3   | Slideshow             | On swipe, slideshow advances to the next slide. This slideshow does not have a timer. The final image will be a image of all smart denim vendors. |
| 4   | SHOP DESIGNER         | On press, user goes to search results page with the designer name and Smart Denim as filters.   |
| 5   | Slide show dots.      | Each slide is represented by a dot which highlights when its image is in view.  |

# 4.0 Brands Knowledge



| Page Title  |                       |  |
|---|-----------------------|--|
| 4.0 Brands Knowledge  |                       |  |
| Page Context  |                       |  |
| Brands Knowledge is a Sub -Category page that allows the associates to go to a page of information about a brand.         |                       |  |
| This page should be designed with an open number of brands. Currently there are 10 but this page should support up to 15. |                       |  |
| Page Notes  |                       |  |
| #   | Interface Description | Interaction                                      |
| 1   | Hero image            | No interaction.                                  |
| 2   | Brand button          | On press, user goes tot he brand knowledge page. |

# 4.1 Brand Page



| Page Title   |                         |  |
|--|-------------------------|--|
| 4.1 Brand Page   |                         |  |
| Page Context   |                         |  |
| The Brand Page is a vertically scrolling page of information on the brand. |                         |  |
| Page Notes   |                         |  |
| #  | Interface Description   | Interaction  |
| 1  | Brand Name and Image    | No interaction. Image should be from brand named.  |
| 2  | Brand knowledge content | Brand knowledge content is images and text but no interaction other than allowing the user to scroll up and down to see all content. |

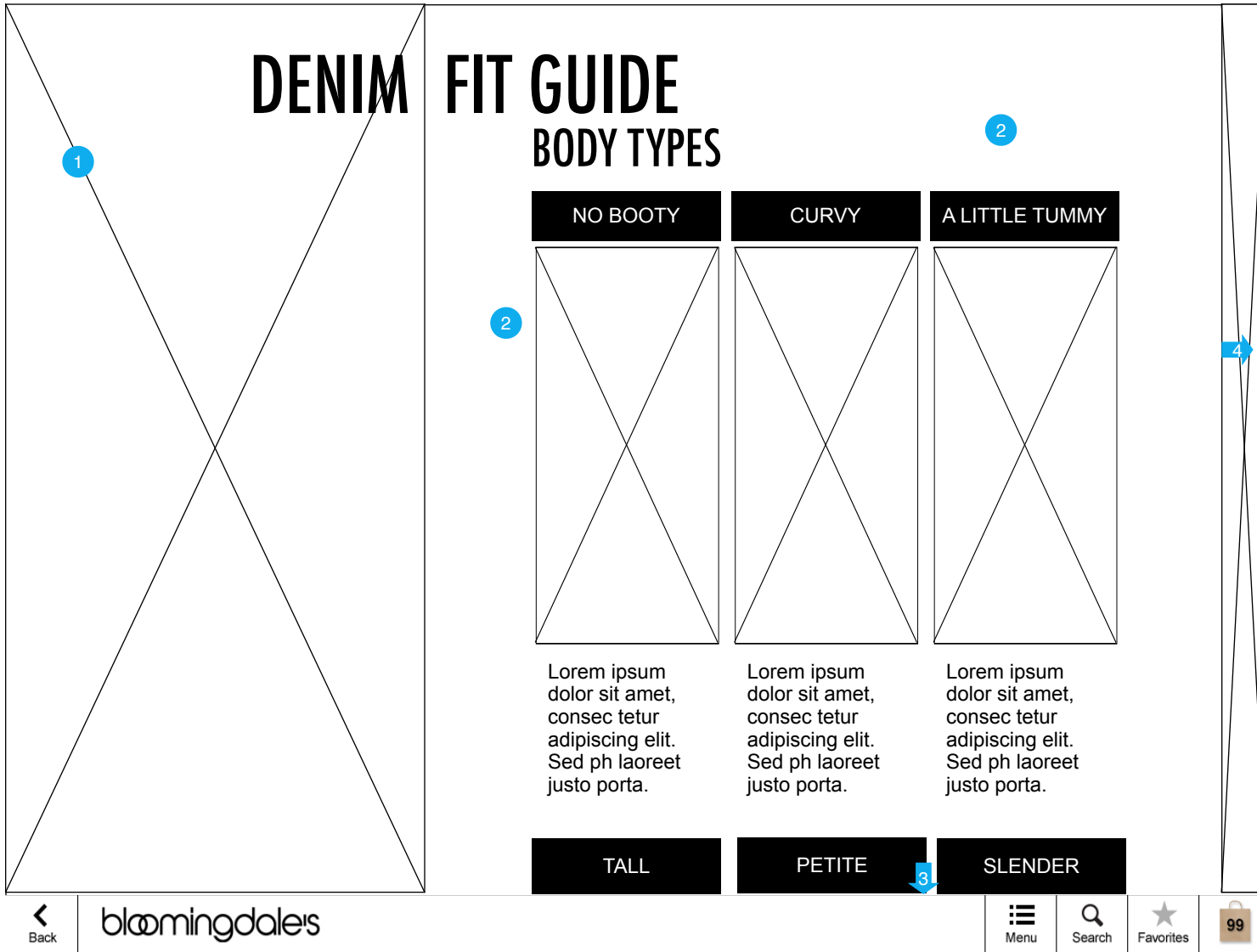
# 5.0 Denim 101

## DENIM 101

- 1 Denim Fit Guide
- 2 Denim Care
- 3 Denim Glossary
- 4 International Sizes
- 5 Replenishment Items

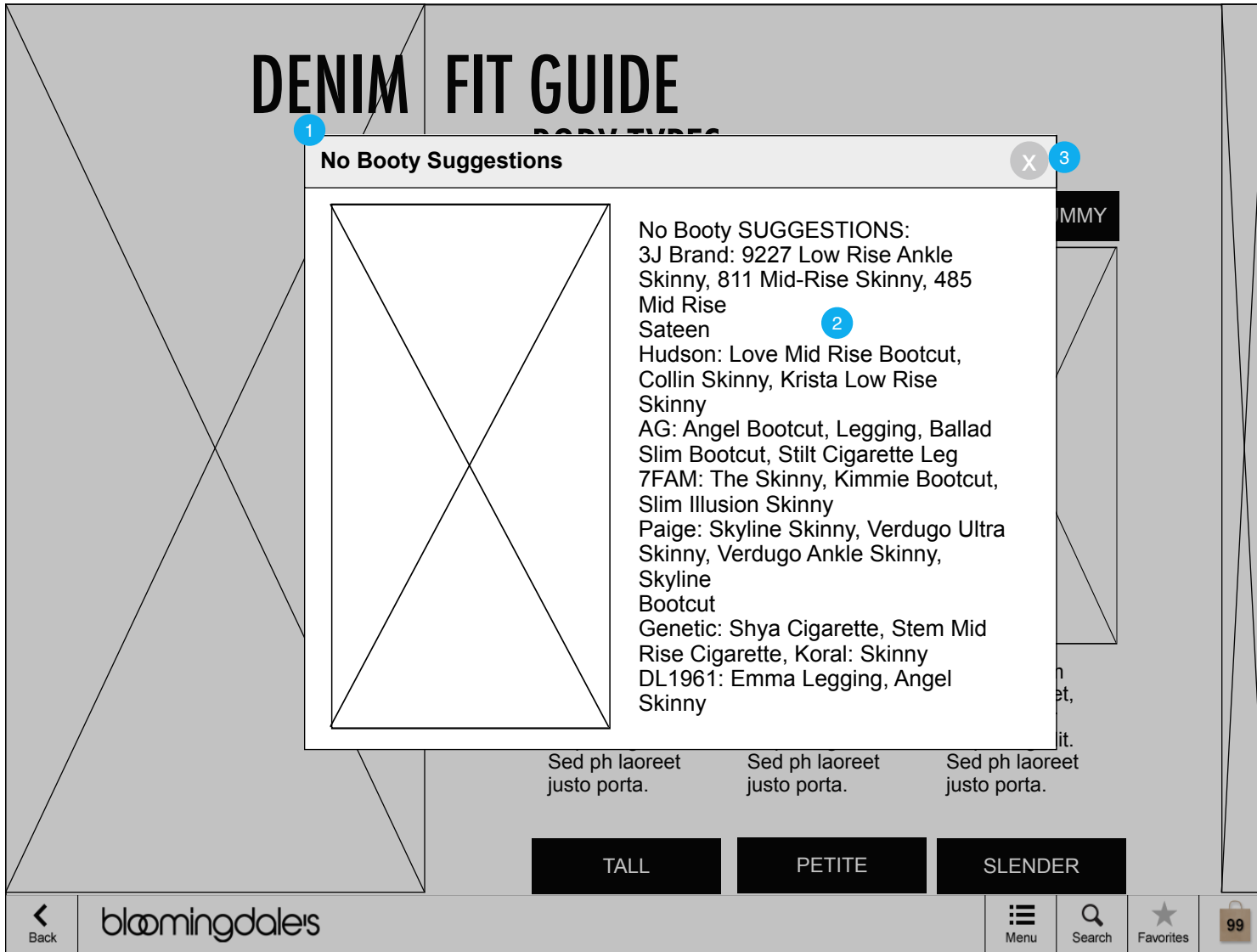
| Page Title   |                       |  |
|--|-----------------------|--|
| 5.0 Denim 101  |                       |  |
| Page Context   |                       |  |
| Denim 101 is a page that has basic information from the Denim Certification and includes modules in a series of panes that swipe to the left/right (first is Denim Fit Guide). Each pane must have the ability to scroll downwards for longer content. |                       |  |
| NOTE All content on this page provided by Merchant Team.   |                       |  |
| Page Notes   |                       |  |
| #  | Interface Description | Interaction  |
| 1  | Denim Fit Guide       | On press, view of this page slides to Denim Fit Guide.     |
| 2  | Denim Care            | On press, view of this page slides to Denim Care.          |
| 3  | Denim Glossary        | On press, view of this page slides to Denim Glossary.      |
| 4  | International Sizes   | On press, view of this page slides to International Sizes. |
| 5  | Replenishment Items   | On press, view of this page slides to Replenishment Items. |

# 5.1 Denim Fit Guide



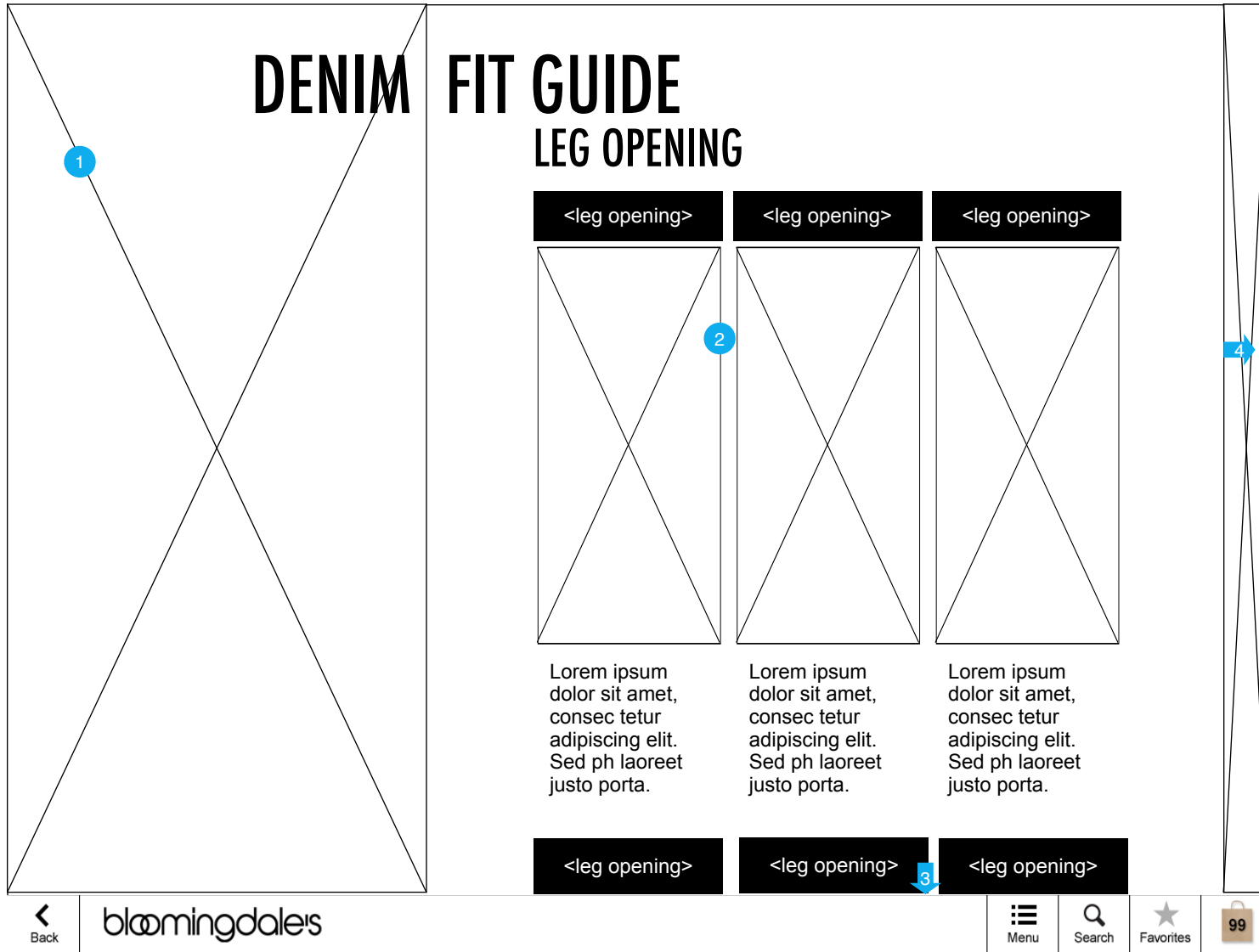
| Page Title   |                       |   |
|--|-----------------------|---|
| 5.1 Denim Fit Guide  |                       |   |
| Page Context   |                       |   |
| Denim Fit Guide is a series of items that are selectable. On press, a recommendation overlay is shown. |                       |   |
| NOTE All content on this page provided by Merchant Team.   |                       |   |
| Page Notes   |                       |   |
| #  | Interface Description | Interaction   |
| 1  | Image                 | This content is static.                                       |
| 2  | Fit Guide item        | On press, the corresponding Denim Fit Guide Overlay is shown. |
| 3  | Vertical Scroll       | On swipe up, pane scrolls upward.                             |
| 4  | Horizontal Scroll     | On swipe left, the pane goes to 4.2 Denim Care.               |

# 5.1.1 Denim Fit Guide Overlay



| Page Title  |                       |  |
|---|-----------------------|--|
| 5.1.1 Denim Fit Guide Overlay   |                       |  |
| Page Context  |                       |  |
| Denim Fit Guide Overlay shows the suggested denim items for each Fit Guide selection. |                       |  |
| NOTE All content on this page provided by Merchant Team.                              |                       |  |
| Page Notes  |                       |  |
| #   | Interface Description | Interaction  |
| 1   | Overlay               | Standard overlay is used. Content can include an image & text.<br><br>NOTE All content on this page provided by Merchant Team. |
| 2   | Text                  | No interaction.  |
| 3   | Close X               | On press, the overlay is closed.   |

# 5.1 Denim Fit Guide (Leg Opening)



| Page Title   |                       |  |
|--|-----------------------|--|
| 5.1 Denim Fit Guide (Leg Opening)  |                       |  |
| Page Context   |                       |  |
| Denim Fit Guide is a series of items that are selectable. On press, a recommendation overlay is shown. |                       |  |
| NOTE All content on this page provided by Merchant Team.   |                       |  |
| Page Notes   |                       |  |
| #  | Interface Description | Interaction  |
| 1  | Denim 101             | This content is static.                                  |
| 2  | Leg Opening items     | On press, the corresponding Fit Guide Overlay is shown.  |
| 3  | Vertical Scroll       | On swipe up, pane scrolls vertically to further content. |
| 4  | Horizontal Scroll     | On swipe left, the pane goes to 4.2 Denim Care.          |

# 5.2 Denim Care Instructions

## DENIM CARE INSTRUCTIONS

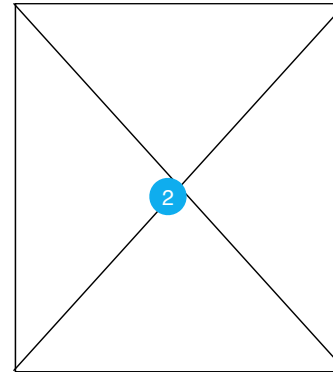
1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis nisi gravida, commodo arcu sed, sollicitudin sem. Vivamus mollis tellus lectus, ut mollis velit varius ut. Vestibulum eu nisi posuere tortor faucibus maximus a a libero.

Vestibulum egestas, sem non venenatis venenatis, mi ex vulputate nulla, ac hendrerit tellus libero a eros.

Donec gravida turpis tincidunt mauris imperdiet congue. Nulla tempus rhoncus neque et commodo. Vestibulum dapibus justo nibh, et pretium nunc placerat ut.

Suspendisse auctor lectus leo, fringilla maximus velit posuere id.

Nullam ut ultricies risus. Praesent suscipit, metus sit amet rutrum sagittis, risus enim.



Donec gravida turpis tincidunt mauris imperdiet congue



| Page Title   |                                 |  |
|--|---------------------------------|--|
| 5.2 Denim Care Instructions  |                                 |  |
| Page Context   |                                 |  |
| Denim Care Instructions is a page that has basic information from the Denim Certification information that the current associates use. |                                 |  |
| NOTE All content on this page provided by Merchant Team.   |                                 |  |
| Page Notes   |                                 |  |
| #  | Interface Description           | Interaction  |
| 1  | Denim Care Instructions Content | The layout shown is for placement only. The page can take any form of images and content, See Creative for final design. |
| 2  | QR Code                         | A QR Code containing the text of the care instructions or a URL to the care instructions.                                |
| 3  | Vertical scroll                 | The content of this pane may necessitate vertical scrolling.   |
| 4  | Horizontal scroll               | On swipe, pane moves horizontally to the previous/next pane.   |



# 5.3 Denim Glossary

## DENIM GLOSSARY 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis nisi gravida, commodo arcu sed, sollicitudin sem. Vivamus mollis tellus lectus, ut mollis velit varius ut. Vestibulum eu nisi posuere tortor faucibus maximus a a libero.

Vestibulum egestas, sem non venenatis venenatis, mi ex vulputate nulla, ac hendrerit tellus libero a eros.

Donec gravida turpis tincidunt mauris imperdiet congue. Nulla tempus rhoncus neque et commodo. Vestibulum dapibus justo nibh, et pretium nunc placerat ut.

Donec gravida turpis tincidunt mauris imperdiet congue. Nulla tempus rhoncus neque et commodo. Vestibulum dapibus justo nibh, et pretium nunc placerat ut.

Suspendisse auctor lectus leo, fringilla maximus velit posuere id.

Nullam ut ultricies risus. Praesent suscipit, metus sit amet rutrum sagittis, risus enim.



| Page Title  |                       |   |
|---|-----------------------|---|
| 5.3 Denim Glossary  |                       |   |
| Page Context  |                       |   |
| Denim Glossary (currently known as Denim 101) is a large text file glossary of terms.<br><br>NOTE All content on this page provided by Merchant Team. |                       |   |
| Page Notes  |                       |   |
| #   | Interface Description | Interaction   |
| 1   | Denim Glossary        | Text of Denim Glossary. There is no interaction within this text. |
| 2   | Vertical scroll       | The content of this pane will necessitate vertical scrolling.     |
| 3   | Horizontal scroll     | On swipe, pane moves horizontally to the previous/next pane.      |

# 5.4 International Sizes

## DENIM

## INTERNATIONAL SIZES

| USA DENIM SIZE | USA RTW | European Union (EU) | UK | Fance | Italy | Japan | 2 <sup>a</sup> |
|----------------|---------|---------------------|----|-------|-------|-------|----------------|
| 24             | 2       | 30                  | 2  | 32    | 36    | 3     | 155/64A        |
| 25             | 2       | 32                  | 4  | 34    | 38    | 5     | 160/68A        |
| 26             | 4       | 34                  | 6  | 36    | 40    | 7     | 165/72A        |
| 27             | 6       | 36                  | 8  | 38    | 42    | 9     | 170/76A        |
| 28             | 8       | 38                  | 10 | 40    | 44    | 11    | 175/80A        |
| 29             | 10      | 40                  | 12 | 42    | 46    | 13    | 175/84A        |
| 30             | 12      | 42                  | 14 | 44    | 48    | 15    | ?              |
| 31             | 14      | 44                  | 16 | 46    | 50    | 17    | ?              |
| 32             | 16      | 46                  | 18 | 48    | 52    | 19    | ?              |



| Page Title  |                       |  |
|---|-----------------------|--|
| 5.4 International Sizes   |                       |  |
| Page Context  |                       |  |
| Denim International Sizes shows the sizes of denim in a table to allow associates to approximate local sizes when given an international size and vice versa. |                       |  |
| NOTE All content on this page provided by Merchant Team.  |                       |  |
| Page Notes  |                       |  |
| #   | Interface Description | Interaction  |
| 1   | Horizontal Scroll     | On swipe, pane moves horizontally to the previous/next pane.                                     |
| 2   | Table                 | Table data is not interactive. Data is for placement only, must be confirmed BEFORE development. |

# 5.5 Replenishment Items

DENIM

## REPLENISHMENT ITEMS

2

1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis nisi gravida, commodo arcu sed, sollicitudin sem. Vivamus mollis tellus lectus, ut mollis velit varius ut. Vestibulum eu nisi posuere tortor faucibus maximus a a libero.

Vestibulum egestas, sem non venenatis venenatis, mi ex vulputate nulla, ac hendrerit tellus libero a eros.

Donec gravida turpis tincidunt mauris imperdiet congue. Nulla tempus rhoncus neque et commodo. Vestibulum dapibus justo nibh, et pretium nunc placerat ut.

Donec gravida turpis tincidunt mauris imperdiet congue. Nulla tempus rhoncus neque et commodo. Vestibulum dapibus justo nibh, et pretium nunc placerat ut.

Suspendisse auctor lectus leo, fringilla maximus velit posuere id.

Nullam ut ultricies risus. Praesent suscipit, metus sit amet rutrum sagittis, risus enim.

| Page Title   |                       |   |
|--|-----------------------|---|
| 5.5 Replenishment Items                                  |                       |   |
| Page Context   |                       |   |
| Replenishment Items (content TBD)                        |                       |   |
| NOTE All content on this page provided by Merchant Team. |                       |   |
| Page Notes   |                       |   |
| #  | Interface Description | Interaction   |
| 1  | Replenishment Items   | No interaction  |
| 2  | Scroll left           | As this is the last pane in Denim 101, the user can not scroll further right. He/she can only scroll left to the previous pane. |



Back

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Menu



Search

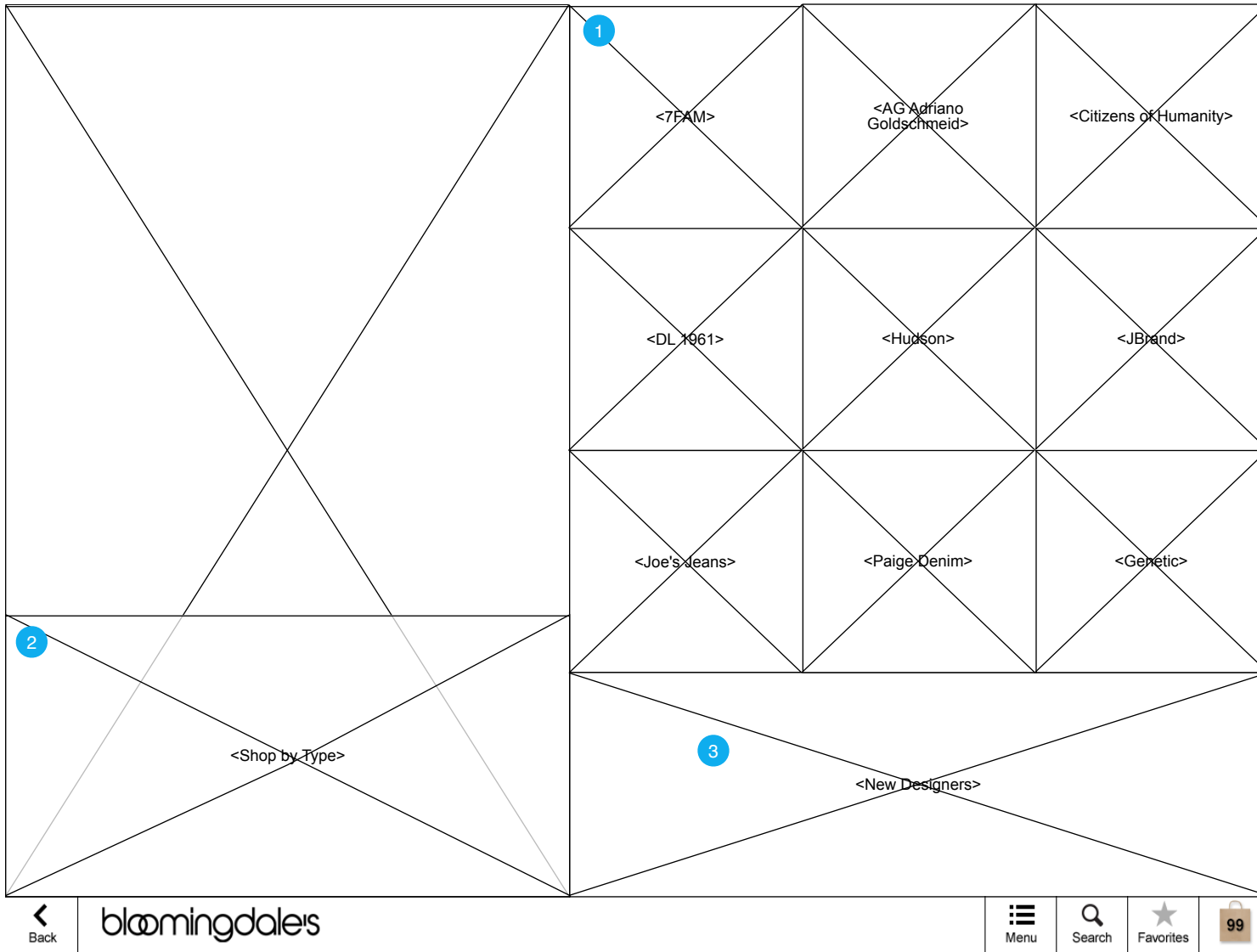


Favorites



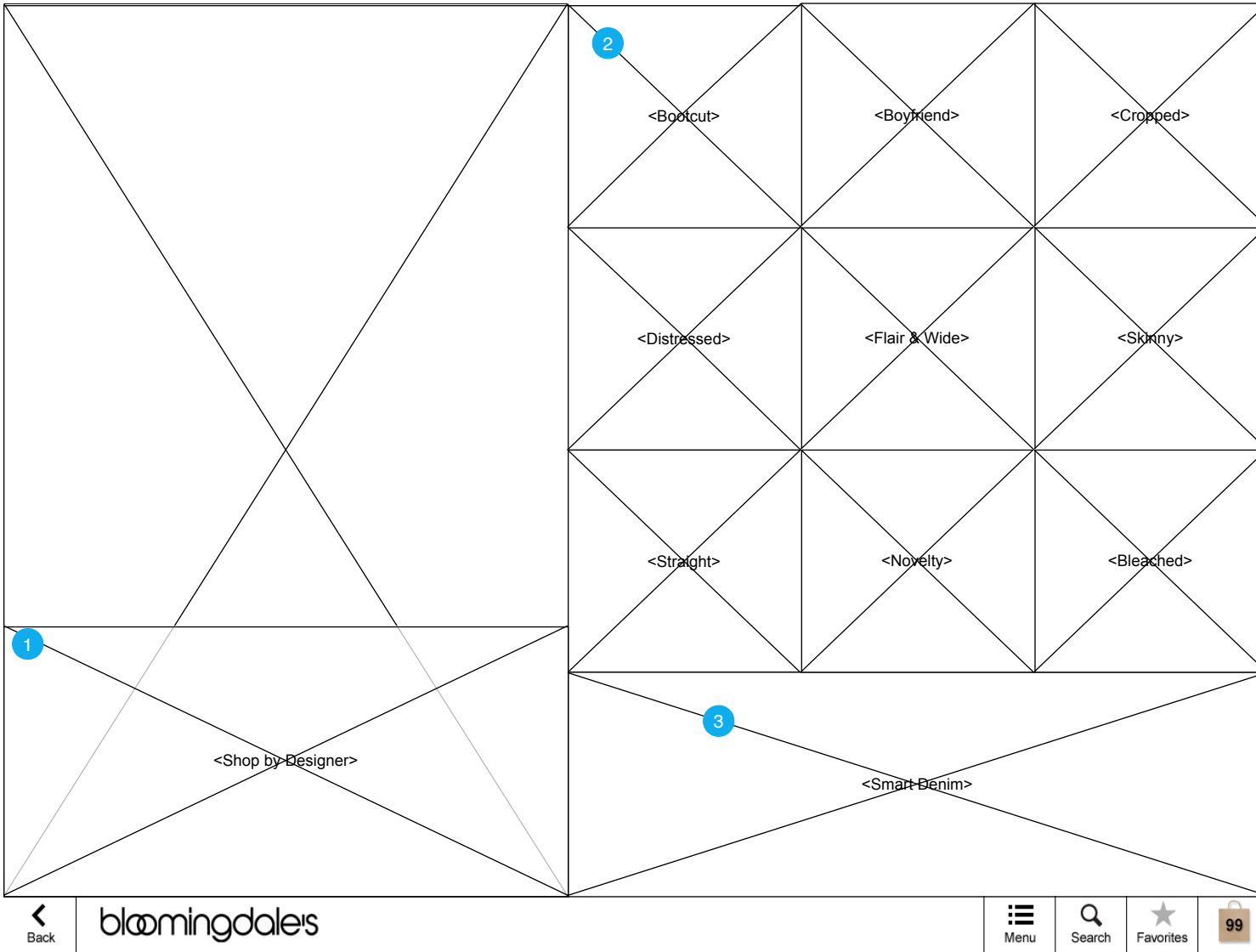
99

# 6.0 Shop by Designer



| Page Title   |                       |  |
|--|-----------------------|--|
| 6.0 Shop by Designer   |                       |  |
| Page Context   |                       |  |
| The user has pressed Shop by Designer in the menu or on the home page. This page is dominated by a number of "designer" buttons, which on press, present a browse page with the chosen designer as a filter. |                       |  |
| Page Notes   |                       |  |
| #  | Interface Description | Interaction  |
| 1  | Designer Buttons      | On press, user goes to a (Core) browse page with the selected designer as a filter in place. |
| 2  | Type Buttons          | On press, user goes to 7.0 Shop by Type  |
| 3  | New Designers         | On press, user goes to 2.0 New Designers   |

# 7.0 Shop by Type



| Page Title  |                       |  |
|---|-----------------------|--|
| 7.0 Shop by Type  |                       |  |
| Page Context  |                       |  |
| <p>The user has pressed Shop by Type in the menu or on the home page. This page is dominated by a number of "type" buttons, which on press, present a browse page with the chosen type as a filter.</p> |                       |  |
| Page Notes  |                       |  |
| #   | Interface Description | Interaction  |
| 1   | Shop by Designer      | On press, user goes to 6.0 Shop by Designer  |
| 2   | Type Buttons          | On press, user goes to a (Core) browse page with the selected type as a filter in place. |
| 3   | Smart Denim           | On press, user goes to 3.0 Smart Denim.  |

# 8.0 Shop All Denim (Core)

|               |   |   |   |   |  |     |  |  |
|---------------|---|---|---|---|--|-----|--|--|
| Filter Button | 1   | [X]   | [X]   | [X]   | [X]  | [X] |  |  |
| Sort Button   |   |   |   |   |  |     |  |  |
| Price Filter  |   |   |   |   |  |     |  |  |
| Other Filters | Product Name in Title<br>Case, 2 lines test ...<br>★★★★★ (4)<br>\$999.99<br>orig \$999.99 | Product Name in Title<br>Case, 2 lines test ...<br>★★★★★ (4)<br>\$999.99<br>orig \$999.99 | Product Name in Title<br>Case, 2 lines test ...<br>★★★★★ (4)<br>\$999.99<br>orig \$999.99 | Product Name in Title<br>Case, 2 lines test ...<br>★★★★★ (4)<br>\$999.99<br>orig \$999.99 | Product N<br>Case, 2 li<br>★★★★★ (4)<br>\$999.99<br>orig \$999.9 | [X] |  |  |
|               | Product Name in Title<br>Case, 2 lines test ...<br>★★★★★ (4)<br>\$999.99<br>orig \$999.99 | Product Name in Title<br>Case, 2 lines test ...<br>★★★★★ (4)<br>\$999.99<br>orig \$999.99 | Product Name in Title<br>Case, 2 lines test ...<br>★★★★★ (4)<br>\$999.99<br>orig \$999.99 | Product Name in Title<br>Case, 2 lines test ...<br>★★★★★ (4)<br>\$999.99<br>orig \$999.99 | Product N<br>Case, 2 li<br>★★★★★ (4)<br>\$999.99<br>orig \$999.9 | [X] |  |  |
|               |   |   |   |   |  |     |  |  |

| Page Title   |                       |   |
|--|-----------------------|---|
| 8.0 Shop All Denim (Core)  |                       |   |
| Page Context   |                       |   |
| User has chosen Shop All on the home page. This is a CORE page, so not configurable or authorable. |                       |   |
| Page Notes   |                       |   |
| #  | Interface Description | Interaction                                       |
| 1  | Shop All              | This layout is documented in the Core wireframes. |