


PDP




Annabel Ingall Tote - Large Isabella

WEB ID: 939522 | UPC: 857191005334


Price \$99.99
Orig \$262.00

♥♥♥♥♥ 4 REVIEWS | [ADD TO FAVORITES](#) | [SHARE](#)

COLOR: Midnight


 [MORE COLORS](#)






QUANTITY

1 

Available in store
Available for shipping
[CHECK ANOTHER STORE](#)

ADD TO BROWN BAG



 **bloomingdale's**    

Product Detail Page (PDP)

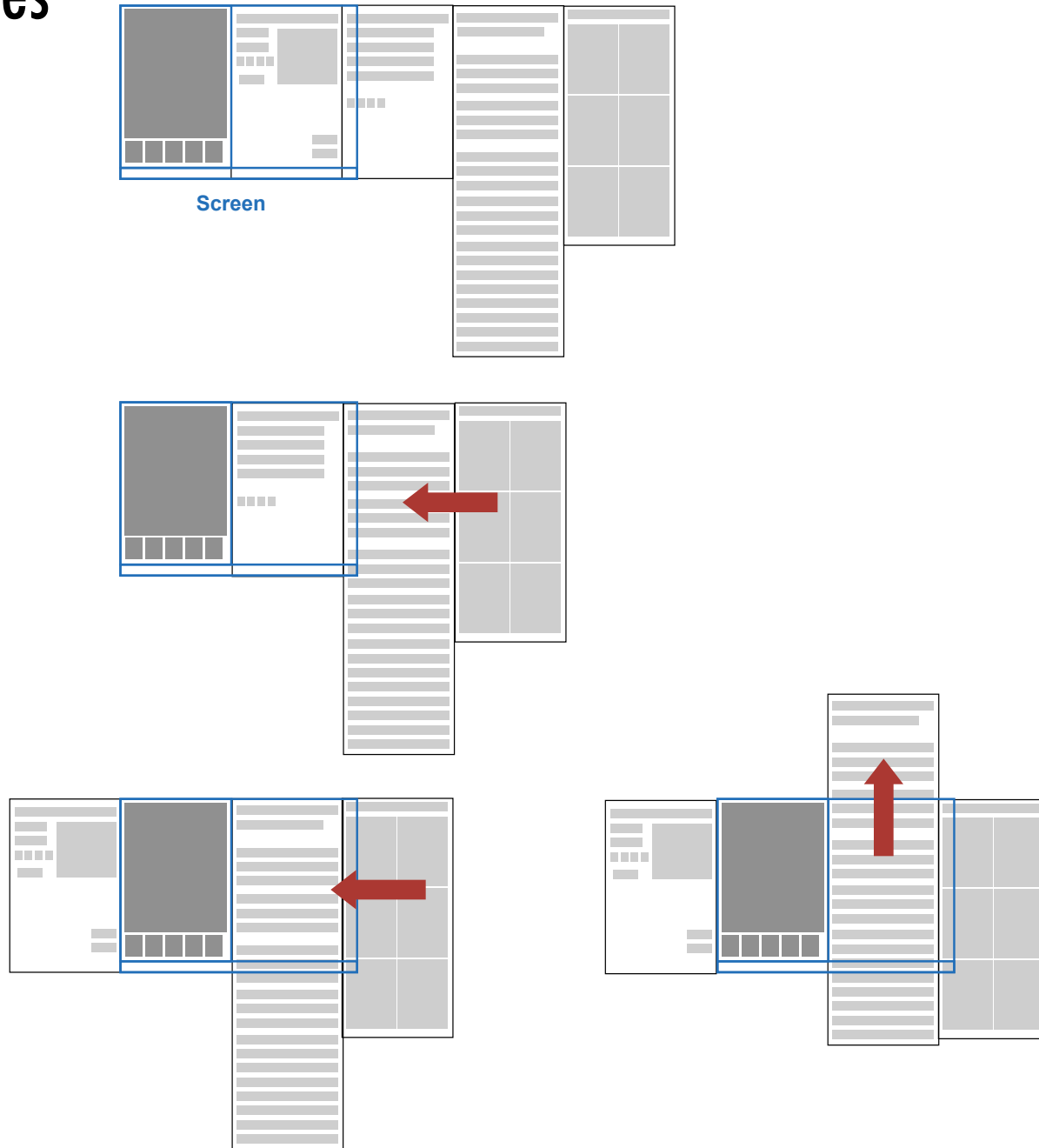
DET

Luxe
spaci

The PDP is the primary interface for customers to see and evaluate products online. It shows all the available information for a given product, including all images, color choices, price, and availability, among other data.

The Add to Brown Bag button is featured prominently to assist the customer in buying the displayed product.

PDP Panes



Product Detail Page Panes

The PDP is made up of a single static left side and a series of panes that the user can drag into view. This diagram is an attempt to explain how these panes are structured.

The number and order of the panes is configurable, although as a standard practice the product detail pane is first since it contains the purchase button.

The edges of the pane are "sticky" - they are programmed to stop in the frame and to move to the next pane, the user must scroll several pixels before the frame comes "unstuck".

If a pane has more content than can fit in its column, that pane will allow vertical scrolling.

PDP - Product Description



DETAILS

In super soft leather, MICHAEL Michael Kors makes the season's laid-back drawstring silhouette look luxe.

- Adjustable shoulder strap
- Drawstring closure; lined
- Four interior slip pockets, key fob
- 11.5"L x 4"W x 11"H; 13.5" strap drop

PDP - Product Description

CUS

OVER



great



Great

The second pane of information on swipe left is the detailed description of the item. This is generally text with no links embedded.



Back

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Menu






Search



Favorites



PDP - Customer Reviews

	<p>CUSTOMER REVIEWS</p> <p>OVERALL RATING</p> <p>♥♥♥♥♥</p> <p style="text-align: right;">4 REVIEWS</p> <p>♥♥♥♥♥ Perfect all around everything bag</p> <p>10/23/14 Love this bag for shlepping everything...and perfect if you need a nice gift for someone, too. Love that it doesn't have logo.</p> <p>♥♥♥♥♥ gorgeous all-purpose bag!</p> <p>09/24/14 I recently purchased this bag in Eggplant as a carry-all work tote. I travel frequently for work, and this bag is perfect because I can fit my laptop and and all my electronic accessories, a pair of heels, and a sweater. The leather is very good quality, the color is super pretty, and I've received numerous compliments on it. Compared to similar bags in this price range, this one is definitely a keeper!</p> <p>♥♥♥♥♥ Great bag!</p> <p>08/17/14 Bought this bag and love it. I think its better quality leather then the Celine Cabas. I bought it in midnight blue. It fits ...</p>	<p>YOU</p>			
					
<p>← Back</p>	<p>bloomingdales</p>	<p>☰ Menu</p>	<p>🔍 Search</p>	<p>★ Favorites</p>	

PDP-User Reviews

The third pane of information on swipe left is the Customer Reviews. Each review is listed in reverse chronological order.

Note this pane has a vertical scroll area across the entire pane starting just below the notation of the number of reviews. The scrolling box is large enough to include all of the current reviews.

PDP - You Might Also Like









YOU MIGHT ALSO LIKE



Annabel Ingall Tote - Small
Isabella
See item for price



Botkier Tote - Soho Heavy Grain
Pebble
See item for price



Annabel Ingall Tote - Large
Metallic Isabella
See item for price



Annabel Ingall Satchel - Small
Alice Top Zip
See item for price

PDP - You Might Also Like

Items similar to the main subject of the PDP are listed in a grid fashion in this pane.

This pane can scroll vertically to accommodate more items.

PDP - Color & Quantity selectors



PDP Selectors

On press of a menu icon (downward arrow) a menu appears to show the user what options are available in a list.

On press of a more complex set of options, an overlay is used, such as the color overlay, which is in a grid pattern.

NOTE, despite what is shown here, the selectors are only shown one at a time. As a new selector opens, the previous selector closes.

PDP - Other Stores selector

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Price \$99.99
Orig \$262.00

CHECK AVAILABILITY

Fulfillment Center	No
59th Street (1)	0
Soho (53)	0
Bergen Shops at Riverside (5)	0
Willowbrook (37)	1
Roosevelt Field Furniture (127)	0

Back | bloomingdale's | Menu | Search | Favorites | TO BROWN BAG

Other Stores Selector

Inventory for an item is shown on press of "CHECK ANOTHER STORE."


This information is shown in an overlay listing each local store and the number of said items on hand. On press of the store name, the overlay will expand to show the address of that store.

PDP - Share

Annabel Ingall Tote - Large Isabella

SHARE

Scan the QR code
with your mobile device
to share



f t p g+

Email **SEND**

To

Name

Email

From

Name

Email

Message


Optional

Please use this feature with discretion. Bloomingdale's is not responsible for materials, visual or otherwise, which may be deemed inappropriate. Bloomingdale's cannot track down any sent, lost or misdirected emails, so please enter information carefully.

DETAILS

Luxe spacing


ARE



PDP - Share

On press of "SHARE" a combination e-mail and QR Code overlay is shown.

PDP - Favorited



Annabel Ingall Tote - Large Isabella

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Orig \$262.00

♥♥♥♥♥ 4 REVIEWS | **ADDED TO FAVORITES** | SHARE

COLOR: Midnight


MORE COLORS

QUANTITY

1 ▼

Available in store
Available for shipping
CHECK ANOTHER STORE

ADD TO BROWN BAG



Navigation: Back, bloomingdales, Menu, Search, Favorites, Shopping Bag

PDP - Favorited

DET. On press of "ADD TO FAVORITES" the text changes to "ADDED TO FAVORITES" (bold) and the Favorites icon is colored to show it has contents.

Luxe
spaci

-
-
-
-

PDP - image enlargement



PDP - Image Enlargement

On press of any item photograph, the enlarged image is shown over the PDP.

On press of the close X circle at top right, this image is returned to normal size and the user returns to the PDP.



Back

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Menu




Search



Favorites



PDP - Sale price & multiple alt images



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Price \$99.99
Orig \$262.00

♥♥♥♥♥ 4 REVIEWS | [ADDED TO FAVORITES](#) | [SHARE](#)

COLOR: Midnight


[MORE COLORS](#)


QUANTITY

1

Available in store
Available for shipping
[CHECK ANOTHER STORE](#)

ADD TO BROWN BAG



[Back](#) | **bloomingdales** | [Menu](#) | [Search](#) | [Favorites](#) | 

Multiple Images

DET.

Luxe
spaci

When there are more images than can be shown in the space provided, the images are able to scroll horizontally, to allow the user to bring them on screen.

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-

PDP - Add to Bag



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Price \$99.99
Orig \$262.00

♥♥♥♥♥ 4 REVIEWS | [ADDED TO FAVORITES](#) | [SHARE](#)

COLOR: Midnight


[MORE COLORS](#)

QUANTITY

1 ▼

Available in store
Available for shipping
[CHECK ANOTHER STORE](#)

ADD TO BROWN BAG



Navigation bar: Back, bloomingdales, Menu, Search, Favorites, Shopping Bag

PDP - Add to Bag


DET.

Luxe
spaci

The primary button "ADD TO BAG" is available and prominent if the item is available for shipping.

See Add to Bag for overlay that results from pressing button.

PDP - Member ("see the collection" or "SHOP THE LOOK")



Victorinox "Werks Traveler 4.0"
East/West Garment Bag

WEB ID: 529109 | UPC: 674204029879

Price \$99.99
Orig \$262.00

♥♥♥♥♥ 1 REVIEW | [ADD TO FAVORITES](#) | [SHARE](#)

SHOP THE LOOK

COLOR: Black/black


Bla...

QUANTITY

1 ▼

Available in store
Available for shipping
[CHECK ANOTHER STORE](#)

ADD TO BROWN BAG



PDP Member

DETAILED DESCRIPTION

If an item is a member of a collection, a secondary button is displayed reading "SHOP THE LOOK" or "See the Collection."

Make free. (bag, h mesh

On press of the button, the user goes to the Master Page. See Master as an example.

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MASTER / MEMBER

Master



Victorinox "Werks Traveler 4.0"
Luggage Collection


WEB ID: 530374

[ADD TO FAVORITES](#) | [SHARE](#)

CHOOSE YOUR ITEMS

Colors in this collection:

- Red
- Green
- Black
- Olive
- Black
- bla...



Navigation bar: Back, bloomingdale's, Menu, Search, Favorites, Shopping Bag

Master

DETAILS

The Master is a variant on PDP that shows a collection of items. Prominent on the first pane is the "CHOOSE YOUR ITEMS" button to allow you to see items in the collection.

CONSTRAINTS

Lightweight

Approach

TSA approved

inspected

Master - Product Description



DETAILS

Constructed from an ABS industrial plastic honeycomb frame with a lightweight nylon exterior makes for a versatile bag. Travel Sentry Approved® luggage locks secure belongings while in transit and allows TSA screeners to open the lock without destroying it and re-lock after inspection.

- Manufacturer's limited lifetime warranty

YOU

Master - Product Description

Just like the single item PDP, the Master PDP shows the details of the collection in a Description pane.



<
Back

bloomingdale's




☰
Menu

🔍
Search

★
Favorites



Master - Customer Reviews

	<p>CUSTOMER REVIEWS</p> <p>OVERALL RATING</p> <p>♥♥♥♥♥</p> <p>1 REVIEW</p> <p>♥♥♥♥♥</p> <p>Fantastic Item for the Business Traveler</p> <p>12/21/11</p> <p>As advertised. Great looking piece and functional.</p>	<p>YOU</p>			
					
<p>← Back</p>	<p>bloomingdale's</p>	<p>☰ Menu</p>	<p>🔍 Search</p>	<p>★ Favorites</p>	

Master - Customer Reviews
Customer reviews of the collection are shown in the third pane of information in the Master page.

Master - You Might Also Like

	<p>a llows fter</p>	<p>YOU MIGHT ALSO LIKE</p> <table border="0"> <tr> <td data-bbox="1018 332 1165 584">  </td> <td data-bbox="1354 324 1512 609">  </td> </tr> <tr> <td data-bbox="934 690 1228 771"> <p>Victorinox Werks Traveler 4.0 Dual-Caster 8 Wheel 22... See item for price</p> </td> <td data-bbox="1270 690 1575 771"> <p>Victorinox "Werks Traveler 4.0" 31" Duffel See item for price</p> </td> </tr> <tr> <td data-bbox="1018 868 1165 1144">  </td> <td data-bbox="1354 868 1522 1144">  </td> </tr> <tr> <td data-bbox="934 1234 1228 1307"> <p>Victorinox Werks Traveler 4.0 Dual-Caster 8 Wheel 20... See item for price</p> </td> <td data-bbox="1270 1234 1575 1307"> <p>Victorinox Werks Traveler 4.0 Dual-Caster 8 Wheel 27... See item for price</p> </td> </tr> </table>			<p>Victorinox Werks Traveler 4.0 Dual-Caster 8 Wheel 22... See item for price</p>	<p>Victorinox "Werks Traveler 4.0" 31" Duffel See item for price</p>			<p>Victorinox Werks Traveler 4.0 Dual-Caster 8 Wheel 20... See item for price</p>	<p>Victorinox Werks Traveler 4.0 Dual-Caster 8 Wheel 27... See item for price</p>
										
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<p>Back</p>		<p>Menu</p>	<p>Search</p>	<p>Favorites</p>						


Master - You Might Also Like

The final pane of the Master shows items that are related to the collection shown. Each leads to a PDP of the item displayed.

Master - Member Overlay

Victorinox "Werks Traveler 4.0"

ITEMS IN THIS COLLECTION



Victorinox "Werks Traveler 4.0" East/West Garment...

WEB ID: 529109 | UPC: 674204029879

CHECK PRICE

ADD TO FAVORITES | SHARE

COLOR: Black/Black

bla...


QUANTITY

1

ADD TO BROWN BAG


Available for shipping

CHECK ALL AVAILABILITY



Victorinox "Werks Traveler 4.0" 24" Expandable...

WEB ID: 529101 | UPC: 674204029589




Back

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Menu

Search

Favorites



Master - Member Overlay

On press of the "CHOOSE YOUR ITEMS" button, this overlay is displayed, showing all the items in the collection as a list.

Each list item is in turn connected to a specific item's PDP or other data.