










































































































































Page #	Updated	Screen Name	Comments
1		Table of Contents	Walmart
2	 	User Flows	R3 Walmart
3	 	Use Cases for Writing a Review	R3 Walmart
4		Write Review Login	Walmart
5	 	NEW Write Review Login	R3 Walmart
6	   	Create Account (CRR Version)	R3 Updated, Walmart
7		 Why Identify Associates? Popup	R3 Walmart
8	   	Associate Validation Page	R3 Updated, Walmart
9	  	Associate ID Terms and Conditions	R3 Walmart
10	 	Associate Identification Confirmation	REMOVED
11	  	Wal-Mart Ethics Policy Popup	OUT OF SCOPE
12	   	Write Review Template	Walmart
13	 	Content: X5000 - Write Review	Vendor
14		Content: X5000 - Write Review (Cont'd)	Vendor
15		Content: X5000 - Write Review (Cont'd 2)	Vendor
16		Content: X5000 - Write Review (Cont'd 3)	Vendor
17		Content: X5000 Write Review Anon.	Vendor – OUT OF SCOPE
18		Review Content Guidelines Popup	Vendor
19		Review Preview Page	Walmart
20		Content: X5000 - Review Preview	Vendor
21	 	Content: X5000 - Review Preview (Cont'd)	Vendor
22		Content: X5000 - Review Preview (Cont 2)	Vendor
23		Terms of Use Popup	Vendor
24	  	Review Thanks Page	Walmart
25	 	Content: X5000 Variants	Vendor
26	 	Content: Review Tile	Vendor
27	 	Content: Review Tile (cont'd)	Vendor
28		Badge Explanation Popup	Walmart
29	 	Customer Image Popup	OUT OF SCOPE
30		Content: X5002 Customer Image	OUT OF SCOPE
31		Customer Image Overlay	Vendor
32	 	Item Page Modules	Walmart
33	 	Content: 325 - Detailed Ratings Right	Vendor
34	  	Content: 211 - Detailed Ratings Left	Vendor
35		Module 316 - Other Item Teaser #1	Walmart
36		Module 317 - Other Item Teaser #2	Walmart
37		Item Pg. Module 426 - Other Items #7	Walmart
38	  	Module 438 Short Review Module	Walmart
39	 	Content: 438 - Short Reviews	Vendor
40	 	Ratings Explanation Popup	Walmart
41		Attribute Explanation Popup	OUT OF SCOPE

Page #	Updated	Screen Name	Comments
42	 	Content: X5020 - Paginated Reviews	Walmart
43	 	All Reviews Page & Modules	Walmart
44		All Reviews Pg. & Modules (cont)	Walmart
45	  	Search Voice Page	R3 Updated, Vendor
46	 	My Reviews Popup	Vendor
47		 Content: X5011 - User Profile	Part of My Reviews Popup
48	  	X5010 - Return to Page	Walmart
49		Reviews Pagination	Vendor
50		Feedback Confirmation Overlay	OUT OF SCOPE
51	 	Content: X5000 - Feedback Confirmation	Handled by Write Review template
52	  	My Account Menu Page	Walmart
53	 	User Profile Page	OUT OF SCOPE
54	  	Review Email Opt Out Page	Walmart
55	 	Opt Out Confirmation	Walmart
56	 	S3000 - Shelf 3 Column Display	Walmart
57	 	S3000 - Shelf 3 Column Display (cont'd)	Walmart
58		S3020 - Shelf Vertical Stack Display	OUT OF SCOPE
59	  	S3030 - Shelf 3 Column Media Display	Walmart
60		X3000 - the Browse Page	Walmart
61	 	X3000 - the Browse (cont'd)	Walmart
62	 	S1000 Shelf Pagination Top	Walmart
63	 	Items Comparison Page	Walmart
64	 	Search Results	Walmart
65	 	the Dimension & Precedence	Walmart
66		MIIP - Item Module 1	Walmart
67		MIIP - Item Module 1 (cont'd)	Walmart
68		MIIP - Item Module 1 (cont'd 2)	Walmart
69	   	Email: Review Declined	R3 Walmart
70		Review Rejection Codes	R3 Walmart
71		Email: Review Posted	OUT OF SCOPE
72	  	Email: Review Request	R3 Walmart
73	 	the Business Studio Module	Walmart
74	 	Help: Review Content Guidelines	Walmart
75	 	Delayed Rollout Explanation Popup	Vendor
76	   	Associate ID on Login Page	R3 Updated, Walmart
77		XX Associate Identification Flow - Manual	FUTURE CONSIDERATION
78		XX Associate Ident. Flow - Semiauto	FUTURE CONSIDERATION
79		XX Associate Identification Flow - Feed	FUTURE CONSIDERATION
80		XX First Time Only Associate Ident.	FUTURE CONSIDERATION
81		XX Associate Ident. - Submission Pg.	FUTURE CONSIDERATION
82		running changes	

KEY

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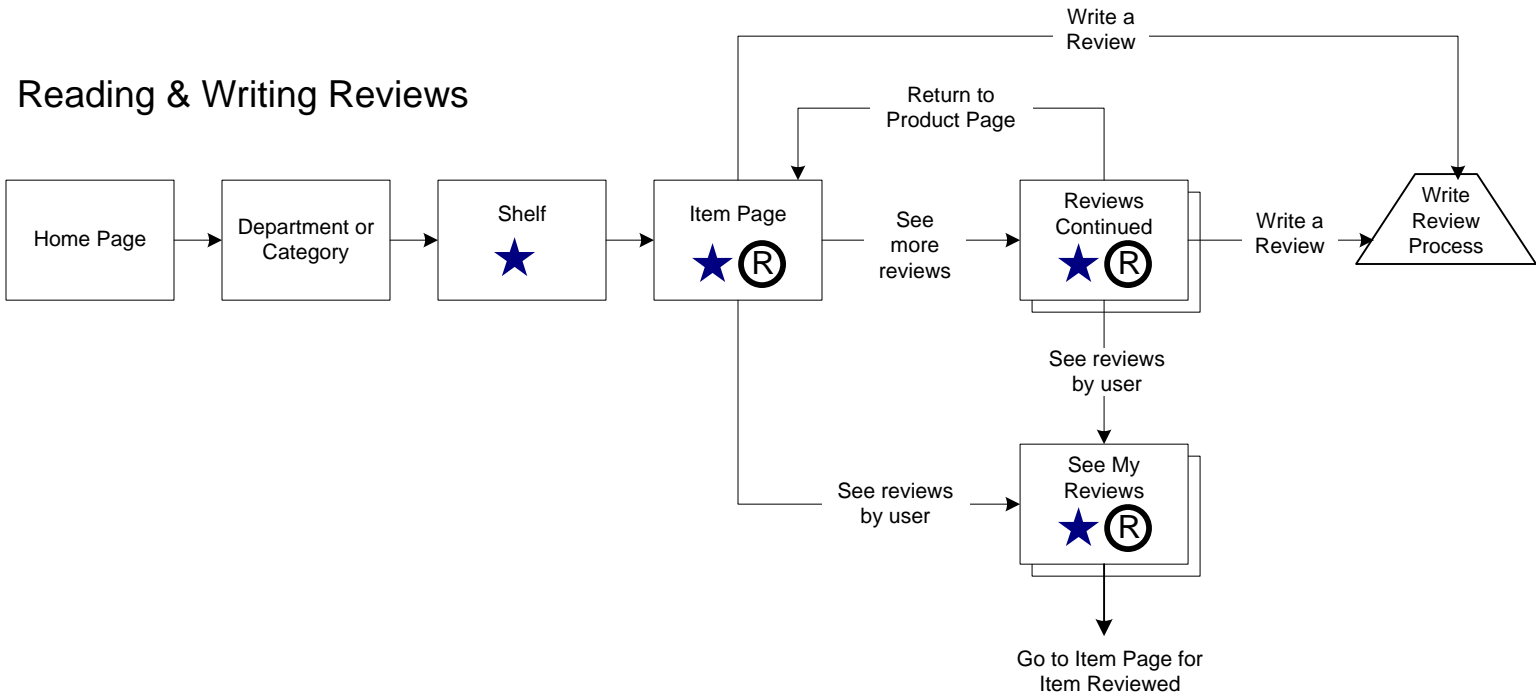
Ratings Shown

Ⓜ

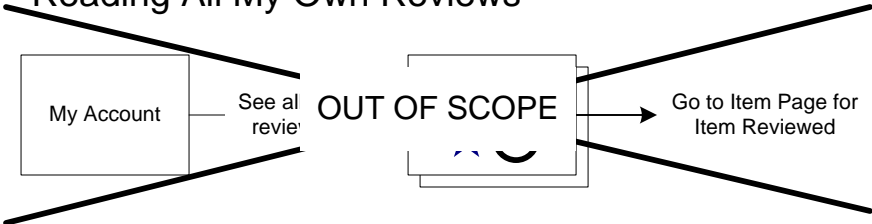
Reviews Shown



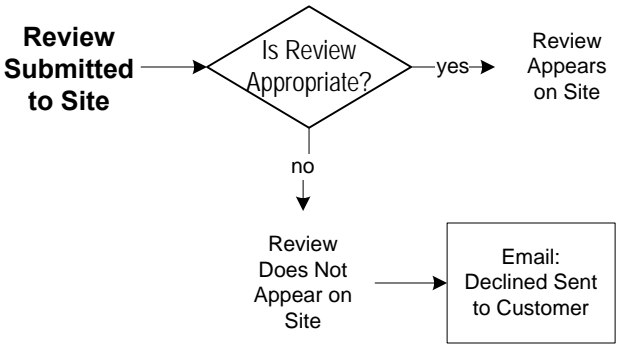
Reading & Writing Reviews



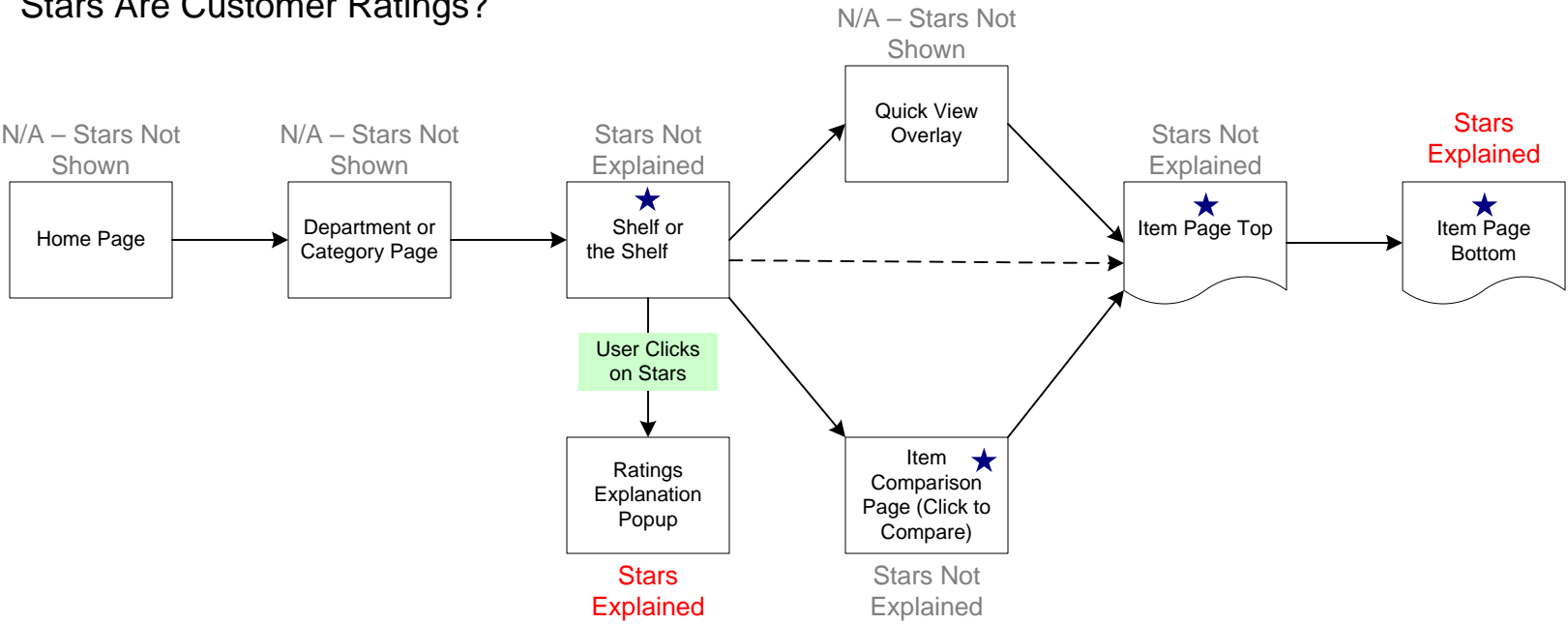
Reading All My Own Reviews



Moderation Process Overview

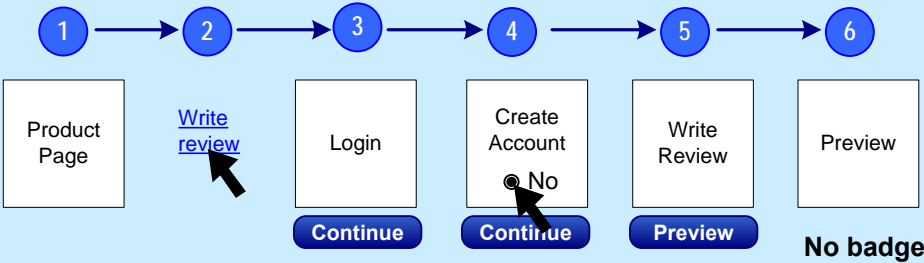


When Will the Customer Understand the the Stars Are Customer Ratings?



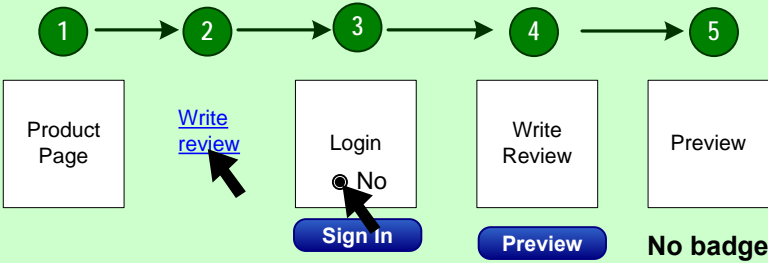
Use Case #1: New Customer

- 1. User views product page
- 2. User clicks “write review” link.
- 3. User is taken to Login page and clicks “continue” to create an account.
- 4. User fills out form, chooses “no” to indicate she is not an associate, and clicks “continue”
- 5. User is taken to Write Review page, writes review, and clicks “preview”.
- 6. User is taken to Preview page. No associate badge is shown.



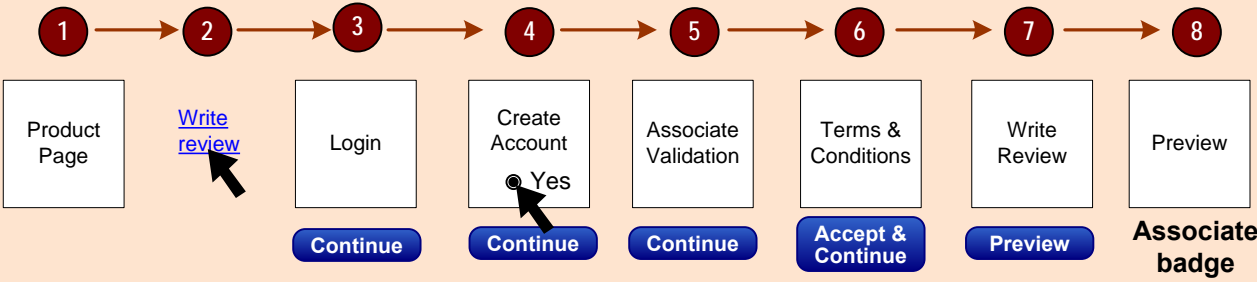
Use Case #2: Existing Customer

- 1. User views product page
- 2. User clicks “write review” link.
- 3. User is taken to Login page, chooses “no” to indicate she is not an associate, and clicks “sign in”
- 4. User is taken to Write Review page, writes review, and clicks “preview”.
- 5. User is taken to Preview page. No associate badge is shown.



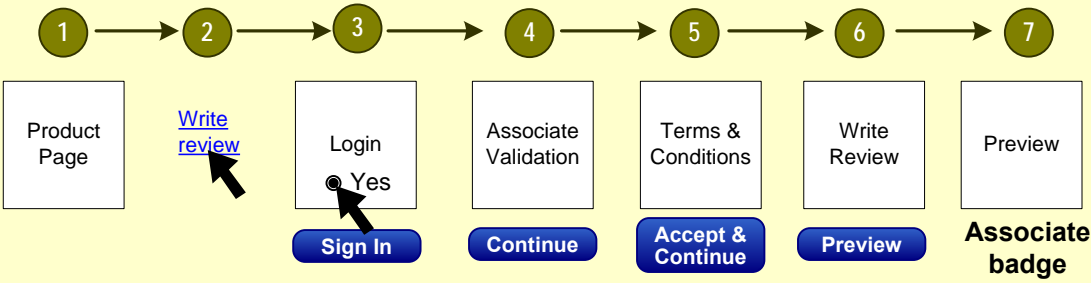
Use Case #3: New Associate

- 1. User views product page
- 2. User clicks “write review” link.
- 3. User is taken to Login page and clicks “continue” to create an account.
- 4. User fills out form, chooses “yes” to indicate she is an associate, and clicks “continue”
- 5. User is taken to Associate Validation Page. She enters information and clicks “continue”
- 6. User is taken to Terms & Conditions page, and clicks “Accept & Continue”
- 7. User is taken to Write Review page, writes review and clicks “preview”.
- 8. User is taken to Preview page. Associate badge is shown.



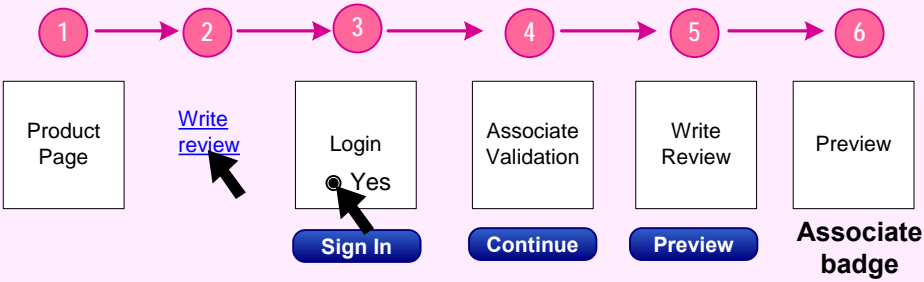
Use Case #4: Existing Associate NOT in Assoc. Database

- 1. User views product page
- 2. User clicks “write review” link.
- 3. User is taken to Login page, chooses “yes to indicate she is an associate and clicks “Sign In”.
- 4. User is taken to Associate Validation Page. She enters information and clicks “continue”
- 5. User is taken to Terms & Conditions page, and clicks “Accept & Continue”
- 6. User is taken to Write Review page, writes review and clicks “preview”.
- 7. User is taken to Preview page. Associate badge is shown.



Use Case #5: Existing Associate IN Assoc. Database

- 1. User views product page
- 2. User clicks “write review” link.
- 3. User is taken to Login page, chooses “yes to indicate she is an associate and clicks “Sign In”.
- 4. User is taken to Associate Validation Page. She enters information and clicks “continue”
- 5. User is taken to Write Review page, writes review and clicks “preview”.
- 6. User is taken to Preview page. Associate badge is shown.



1. Login Page Title **[Copy, Design TBD]**
- Display title indicating that the customer is logging in to write a review OR submit feedback on a review



[Sign in](#) or create a [new account](#).

[Cart](#) | [My Account](#) | [Track Order](#) | [Help](#)
[Registry](#) | [Wish List](#) | [Gift Cards](#)

Apparel ▾ Baby ▾ Electronics ▾ Entertainment ▾ Home ▾ Jewelry ▾ Pharmacy ▾ Photo ▾ Sports ▾ Toys ▾ In Stores Now ▾

SEARCH

Entire Site ▾

 FOR FIND

See all [departments](#)

Customer Reviews

Sign In or Create a Walmart.com Account

New Online Customers

If this is your first purchase from Walmart.com, please click "Continue."

CONTINUE ▸

Returning Online Customers

If you have purchased from Walmart.com, please sign in below.

Email Address

Password

[Forgot your password?](#)

☐ Email me the Wal-Mart Wire online newsletter.

SIGN IN ▸

Your email address will never be sold. It will only be used in accordance with our [Privacy Policy](#).



Do you have questions?

Please [contact us](#), and a knowledgeable Customer Service Associate will be happy to help you. We're happy to serve you 24 hours a day, 7 days a week!

[Continue shopping](#) on Walmart.com

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NEW PAGE

This page is similar to the Create Account page accessible through various login paths.

1. Page Title **[Copy, Design TBD]**
 - Display title indicating that the customer is creating a new account as part of customer reviews.
2. Associate Identification Label **[Copy, Design TBD]**
 - Display text asking the user to identify whether or not they are a Wal-Mart Associate.
3. Associate Identification Mechanism**[Copy, Design TBD]**
 - The user is required to select one of the radio button choices.
 - Display two radio buttons with options: Negative and Positive.
 - It is required that the user select (by clicking) a button.
 - If user clicks "continue" without having selected one of the radio buttons then reload page with previous information populated, but also display an error message informing the user that she must indicate whether or not she is a Wal-Mart associate.
4. Associate Identification Help Link **[Copy, Design TBD]**
 - Display link that informs the user that they can find out why we want to know if they are an Associate.
 - TARGET of link is "Why ask me if I'm an Associate?" POPUP.
5. Sign In Link
 - Display link that informs the user that if they already have an account then they should sign in.
 - TARGET of link is NEW Write Review Login.


6. Continue Button
 - Display button allowing customer to proceed to next step in process.
 - TARGET of button depends on selection of Associate status (#3). If a user selects YES (they are an Associate) then the TARGET is the Associate Validation Page. If a user selects NO (they are not an Associate) then the TARGET is the Write Review page.
 - If no errors are generated after clicking Continue then associate status should be saved in either the existing cookie or a new cookie if one does not already exist. This should be done for Associates and non-Associates.

7. Global General Error **[Copy, Design TBD]**
 - Include G0010 Global General Error module on page, to handle any errors to be displayed on this page. OUT OF SCOPE
 - If this fusionized module cannot be used on this page then create a non-fusion solution to display errors, which visually matches G0010. OUT OF SCOPE
 - If error is generated, display general error message using existing mechanism.

8. Associate ID Requirement Error **[Copy, Design TBD]**
 - A choice must be selected in #3. If no choice is selected when the Continue button is clicked then generate an error message and display in G0010 (or similar error area if fusion module cannot be used).
 - If any errors are generated on this page, then all previously entered information, including Associate status (#3) should be prepopulated when the page reloads to display the error.

9. Why Create An Account **[Copy, Design TBD]**
 - Display text which explains not only the benefits of creating an account, but also explains the specific need to create an account in order to write a review.
 - Text should also address why the user is being required to enter so much information for the simple purpose of writing a review, which is due to the fact that they are creating an account which may also be used for shopping on walmart.com.

10. Specific Error Message **[Copy TBD]**
 - If Wal-Mart Associate error is generated display text indicating that the user must select a value for the Wal-Mart Associate question.
 - If Wal-Mart Associate error is generated also highlite the Wal-Mart Associate question to match the color of the error messages (currently red).



Welcome

Address

Ship

Gift

Pay

Confirm

Create an Account

icon

An error has occurred below. <insert captured error from triggering module>

Please take a few moments to create an account

Your account provides you with access to a variety of benefits, such as Order Status and Purchase History. It's easy and costs nothing.

Fill out the fields below to create your Walmart.com online account. Fields marked with an asterisk (*) are required fields.

If you already have a Walmart.com account, please [sign in.](#)

* First Name

* Last Name

*Are you a Wal-Mart Associate?

No

Yes

[Why are you asking me?](#)

* Email Address

* Confirm Email Address

* Year of Birth

(ex. YYYY)

In accordance with federal privacy laws.

Not saved or used for marketing or promotion. [Learn More.](#)

* Create Password

(6-11 characters)

* Confirm Password

Enter your ZIP Code

94040

[Why is ZIP Code needed?](#)

Newsletter Subscriptions

Sign up to receive Wal-Mart online newsletters about new items and ideas, Rollbacks, and more. Please uncheck this box if you don't want to receive our newsletter.

☒ Wal-Mart Wire

☐ Advertised Values From The Wal-Mart Circular

☐ Wal-Mart Entertainment

☐ Photo Center Flash

☐ Baby Connection™ Weekly

Enter your child's due date or birth date to subscribe to Baby Connection Weekly:

mm

dd

yyyy

CONTINUE

Do you have questions?

If you need help during checkout, please contact a knowledgeable Customer Service Associate at 1-800-966-6546 from 6 a.m. to 1 a.m. (CT), 7 days a week.

Headquarters Address

Wal-Mart Stores, Inc. Bentonville, Arkansas 72716-8611, USA

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New Walmart Popup

This popup is accessed by clicking a link on the NEW Write Review Login page.

1. Popup Header [Copy, Design TBD]

- Display header image or text.

2. Explanatory Text [Copy, Design TBD]

- Explain why we are asking the user to identify whether they are a Wal-Mart Associate
- Explain how and where information will be used for Non-Associates and Associates.
- Explain how information will or will not be saved for Non-Associates and Associates.

3. Close Window Button [Copy, Design TBD]

- When clicked, close the window.



NEW PAGE

This page is similar to the Associate Signup page which is accessible through the global footer.

1. Page Title **[Copy, Design TBD]**
 - Display page title associating the process with Customer Reviews
2. Associate Validation Header **[Copy, Design TBD]**
 - Display text indicating that the user must validate their associate status.
3. Explanatory Text **[Copy, Design TBD]**
 - Display text explaining the purpose of collecting this information, and explain that the information will be securely encrypted.
4. Associate ID Number **[Copy, Design TBD]**
 - 4a. Display label for field. Display explanatory text about Social Security Number.
 - 4b. Display field for user to enter associate ID number.
5. Associate Card Number **[Copy, Design TBD]**
 - 5a. Display label for field. Display explanatory text about where to find number.
 - 5b. Display field for user to enter associate card number (also commonly known as the discount card number).
6. Button **[Copy, Design TBD]**
 - Display button indicating that the user can proceed to the next page.
 - The text must be generic due to the fact that the user may either be taken to the Write Review page or the Associate ID Terms and Conditions page, depending on whether or not this is the first time they have signed up to be an associate.
 - When button is clicked, verify formatting (type, number of digits, etc.) of data is correct, using the same formatting verification used on the Associate Discount signup page accessible from global footer. If an error occurs then display error in G0010 (#10).
 - After local data verification passes, send information to ISD systems to verify that user is an associate.
 - For explanation of further error validation and logical flow paths, please see "Associate ID on Login Page" flowchart.
7. Return to Product Page Link **[Copy, Design TBD]** REMOVED
 - Display link informing the user that they can return to the product page.
 - TARGET of link is the product page correlating to the product for which she requested to write a review.
8. Account Linking Message **[Copy, Design TBD]**
 - Display message informing the user that their Associate Card will be linked to their account as part of this process. NOTE: Their Associate credentials (SSN# and Card#) will NOT be stored in their account.
 - See Associate ID on Login Page flow for associated flow changes.

9. Terms & Conditions Agreement **[Copy, Design TBD]** REMOVED PER BUSINESS

- Display checkbox and message that the user must agree to the Terms and Conditions.
- Provide a link to the Terms and Conditions popup window hosted by Walmart.
- The user must select the checkbox for their Associate information to be submitted.
- See Associate ID on Login Page flow for associated flow changes.

10. Global General Error

- Include G0010 Global General Error module in page (or similar error area if fusion module cannot be used), to handle any errors to be displayed on this page. OUT OF SCOPE
- If error is generated, display general error message using existing mechanism. Use existing generic copy.

11. Terms & Conditions Agreement Error **[Copy, Design TBD]** REMOVED ELEMENT

- If the user clicks submit without selecting the checkbox then reload page with both the Associate ID Number and Associate Card Number prepopulated, and display appropriate error in error field (#10).

12. Non-Associate Exit **[Copy, Design TBD]**

- Display text and link allowing user to continue with process as a non-Associate.
- TARGET of link is Write Review page.
- User should NOT be flagged as an Associate.
- See Associate ID on Login Page flow for important LOGIC involved in this path.

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Welcome back, Kevin. Not Kevin? [Sign out.](#)
[Cart](#) | [My Account](#) | [Track Order](#) | [Help](#)
[Registry](#) | [Wish List](#) | [Gift Cards](#)

Apparel | Baby | Electronics | Entertainment | Home | Jewelry | Pharmacy | Photo | Sports | Toys | In Stores Now

SEARCH

Entire Site

 FOR FIND

See all departments

Customer Reviews

icon

An error has occurred below. <insert captured error from triggering module>

Wal-Mart Associate Validation

Let us know you are an associate by entering your Associate ID and Associate Card number below.

Both your Associate ID Number and Associate Card Number are securely encrypted and protected.

By completing this process your Associate Card will be linked to your account.

Associate ID Number (usually your SSN)

Associate Card Number (printed on front of card)

Continue

If you are not an Associate, you may still [write a review.](#)

Return to product page

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- [Site Directory](#)
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- [Join Our Affiliate Program](#)
- [Security & Privacy](#)
- [Terms of Use](#)
- [International Customers](#)
- [Careers at Walmart.com](#)

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- [Wal-Mart Stores Info](#)
- [In Front with Wal-Mart](#)
- [Wal-Mart Facts](#)
- [Wal-Mart Sustainability](#)
- [Wal-Mart Credit Cards](#)
- [Wal-Mart Associates](#)
- [Careers at Wal-Mart](#)

HELP

- [Online Customer Service](#)
- [Track Your Order](#)
- [Questions About Your Order](#)
- [Shipping Costs & Times](#)
- [Our Return Policy](#)
- [Return an Item](#)
- [Product Recall Info](#)
- [MSDS](#)

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NEW PAGE

This page is similar to the Associate Discount Terms and Conditions page which is accessible through the global footer as part of the associate discount signup process.

1. Page Title **[Copy, Design TBD]**
- Display page title associating the process with Customer Reviews AND Associate Discount

2. Associate Validation Header **[Copy, Design TBD]**
- Display header associating the process with Customer Reviews AND Associate Discount

3. Explanatory Text **[Copy, Design TBD]**
- Display text explaining the purpose of collecting this information.
 - Text should explain that this process pertains to both Associate reviews and Associate Discount.

4. Steps to Link **[Copy, Design TBD]**
- Display explanation of steps to link her Associate status to her account.
 - NOTE: The user does NOT need to log in after Accepting and Continuing since she has already logged in before reaching this page.

5. Agreement Button **[Copy, Design TBD]**
- Display button for the user to indicate that she agrees to the Terms and will continue to the next page.
 - TARGET is the Associate Identification Confirmation Write Review page.
 - After user clicks Accept and Continue then her Associate status should be “saved” to be correlated with the account she used to log in to write a review.
 - See Associate ID on Login Flow page for more detailed logic.

6. Terms & Conditions Header **[Copy, Design TBD]**
- Display text indicating that these are the Terms and Conditions for using BOTH Associate Discount as well as writing associate reviews.

7. Associate Discount Information **[Copy, Design TBD]**
- Text associated with Associate Discount may be modified as determined by Copywriter.

8. Not Discounted List **[Copy, Design TBD]**
- Remove reference to DVD rentals, which has not been in service since 2005.
 - Remove reference to Wal-Mart Connect, which is no longer offered.

9. Use and Elligibility **[Copy, Design TBD]**
- Text associated with Associate Discount may be modified as determined by Copywriter.

10. Users and Abuse **[Copy, Design TBD]**
- Text associated with Associate Discount may be modified as determined by Copywriter.
 - CONSIDER including information about associate reviews, especially in the ABUSE section.

11. Associate Discount Policy **[Copy, Design TBD]**
- Display text explaining where user can obtain further information about the Associate Discount policy. Display link text.
 - TARGET of link is a POPUP which loads the associate discount cards policy page (https://www.walmart.com/cservice/discountrules.gsp)

12. Associate Reviews Policy **[Copy, Design TBD]**
- Display text and link explaining where the user can find more information about writing associate reviews.
 - TARGET of link is POPUP which loads the Wal-Mart Ethics Policy in a new window. If Ethics Policy does not currently exist on a web page, then the policy should be contained in the Ethics Policy Popup page.
 - IF ALL POLICIES ARE CONTAINED ON THIS PAGE THEN THIS TEXT AND LINK ARE NOT NECESSARY.

13. Email Collection Footer **[Copy, Design TBD]**
- DO NOT INCLUDE the email collection footer.

14. Process Explanation Copy **[Copy, Design TBD]**
- Add copy similar to what is displayed on the Associate Confirmation page, which explains account linking, future login validation, etc. Explain that by accepting the Terms & Conditions the user is linking her Associate status to her account

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WAL★MART®

Welcome back, Kevin. Not Kevin? [Sign out.](#)

[Cart](#) | [My Account](#) | [Track Order](#) | [Help](#)

[Registry](#) | [Wish List](#) | [Gift Cards](#)

Apparel | Baby | Electronics | Entertainment | Home | Jewelry | Pharmacy | Photo | Sports | Toys | In Stores Now

SEARCH Entire Site FOR FIND See all departments

Wal-Mart Associate Reviews and Discount

Link Your Associate Discount Card to Your Walmart.com Account

To use your Wal-Mart associate discount for purchases online at Walmart.com, you will need to link your discount card to your Walmart.com account. This only needs to be done one time.

Here are the steps to link your account:

1. Read Terms and Conditions below, and click "Accept & Continue."

2. Sign in to your Walmart.com account, or create an account.

3. Then, like in the stores, you will be asked for your discount number each time you check out. And, for your security, you will need to enter your Associate ID number each time as well.

By clicking Accept & Continue, your associate discount card will be linked to your Walmart.com account. Once linked, you will not need to do it again. You will automatically be prompted to present your Associate Card number and Associate ID number each time you write a review or check out at Walmart.com.

ACCEPT & CONTINUE

Terms and Conditions for Using Your Associate Discount on Walmart.com

Use your associate discount card on Walmart.com to receive a 10% discount on merchandise, services, gift wrap, DVD rentals and Photo Center products. Like in the stores, you will be asked for your discount number each time you check out.

Your discount does NOT apply to:

- Clearance items
- Desktop and laptop computers
- Media preorder
- Gift cards
- Phone cards
- Online photo storage
- Digital music
- DVD rental replacement fees
- Wal-Mart Connect and AOL Internet Service
- Travel purchases
- Shipping charges

Use and Eligibility

An associate discount is offered as a benefit for being employed by Wal-Mart Stores. It applies to an associate's personal purchases, with limited exceptions, made at Wal-Mart Stores and Walmart.com for the duration of employment. **The discount card cannot be used to purchase items for the intent of resale, for use in a business, or if the associate will be reimbursed. Associates making purchases with funds raised for outside organizations (for example, Caring and Sharing, Children's Miracle Network, etc.) may not use the Discount Card.**

Upon termination of employment, the benefit is withdrawn. An associate is responsible for ensuring the proper use of the discount privilege by the spouse, eligible dependent or parents who are described below.

This discount can be used by:

- A Wal-Mart associate:** full time, peak time or temporary (not included are SAM's Club associates, who receive a SAM's membership card, and leased department employees).
- Eligible dependents,** as defined by the Discount Card section of the current Summary Plan Description (SPD), may borrow their parent's card and use it for their own purchases. An eligible dependent is described as an unmarried child up to 19 years of age or an unmarried child up to the 23rd birthday if he or she is a full-time student enrolled in an accredited educational institution (high school, college, or trade school). For more details, refer to the Benefits Book (SPD).
- Wal-Mart retirees** can apply for a discount card when they retire. They will be sent a form annually to re-enroll for their associate discount card. To be eligible, the following conditions must be met:
 - The retiree is at least 55 years of age **and** has 15 years of continuous service; or
 - The retiree has 20 or more years of continuous service.
- Spouse of deceased associates.** The spouse of a deceased associate will remain eligible until the end of the fiscal year in which the death occurred.

Abuse

Abuse of the Wal-Mart associate discount privilege occurs when:

- An unauthorized person uses the discount privilege with the associate's knowledge and/or consent.
- An authorized user makes use of the discount privilege in a way other than allowed by this policy.
- An associate neglects to safeguard the appropriate use of his or her discount privilege or card, and loss to the company results.

To read the complete discount policy, [click here](#). Please refer to your Wal-Mart Associate Handbook if you have further questions. For more help with product reviews [click here](#).

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Enter Your Email Address SIGN UP

Privacy Policy

Your email address will never be shared with a third party.

ABOUT WALMART.COM

- About Walmart.com
- Site Directory
- Sign up for Email
- Join Our Affiliate Program
- Security & Privacy
- Terms of Use
- International Customers
- Careers at Walmart.com

ABOUT WAL-MART STORES

- Store Finder
- Wal-Mart Stores Info
- Working Families for Wal-Mart
- Wal-Mart Facts
- Wal-Mart Sustainability
- Wal-Mart Credit Cards
- Wal-Mart Associates
- Careers at Wal-Mart

HELP

- Online Customer Service
- Track Your Order
- Questions About Your Order
- Shipping Costs & Times
- Our Return Policy
- Return an Item
- Product Recall Info
- MSDS

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NEW PAGE

This page is similar to the Associate Discount Confirmation page which is accessible through the Associate Discount Signup Process.

1. Page Title [Copy, Design TBD]
- Display page title associating the process with Customer Reviews

2. Verification Statement [Copy, Design TBD]
- Display copy explaining that the user has been identified as an associate and that information will be saved in their account.

3. Associate Identification Explanation [Copy, Design TBD]
- Display copy explaining that the user will not need to link their account again. Explain that the user's account is now linked for purposes of Associate Discount in checkout as well as for writing reviews, but she will still have to enter her numbers again in both processes to verify that she is still an Associate. Copy shown at right is from the existing Associate Discount Confirmation page, with suggested changes highlighted in yellow.

4. Terms & Conditions Link [Copy, Design TBD]
- Display copy to link to the Associate ID Terms and Conditions.

TARGET of link is Associa

5. Account Information Header
- Display header for person:

6. Name [Copy, Design TBD]
- Display label for name associated with account.

Display name associated with account.

7. Email Address [Copy, Design TBD]
- Display label for email address associated with account.

Display email address associated with account.

8. Associate ID [Copy, Design TBD]
- Display label for associate ID associated with account.

Display associate ID associated with account.

9. Associate Card Number [Copy, Design TBD]
- Display label for associate card number associated with account.

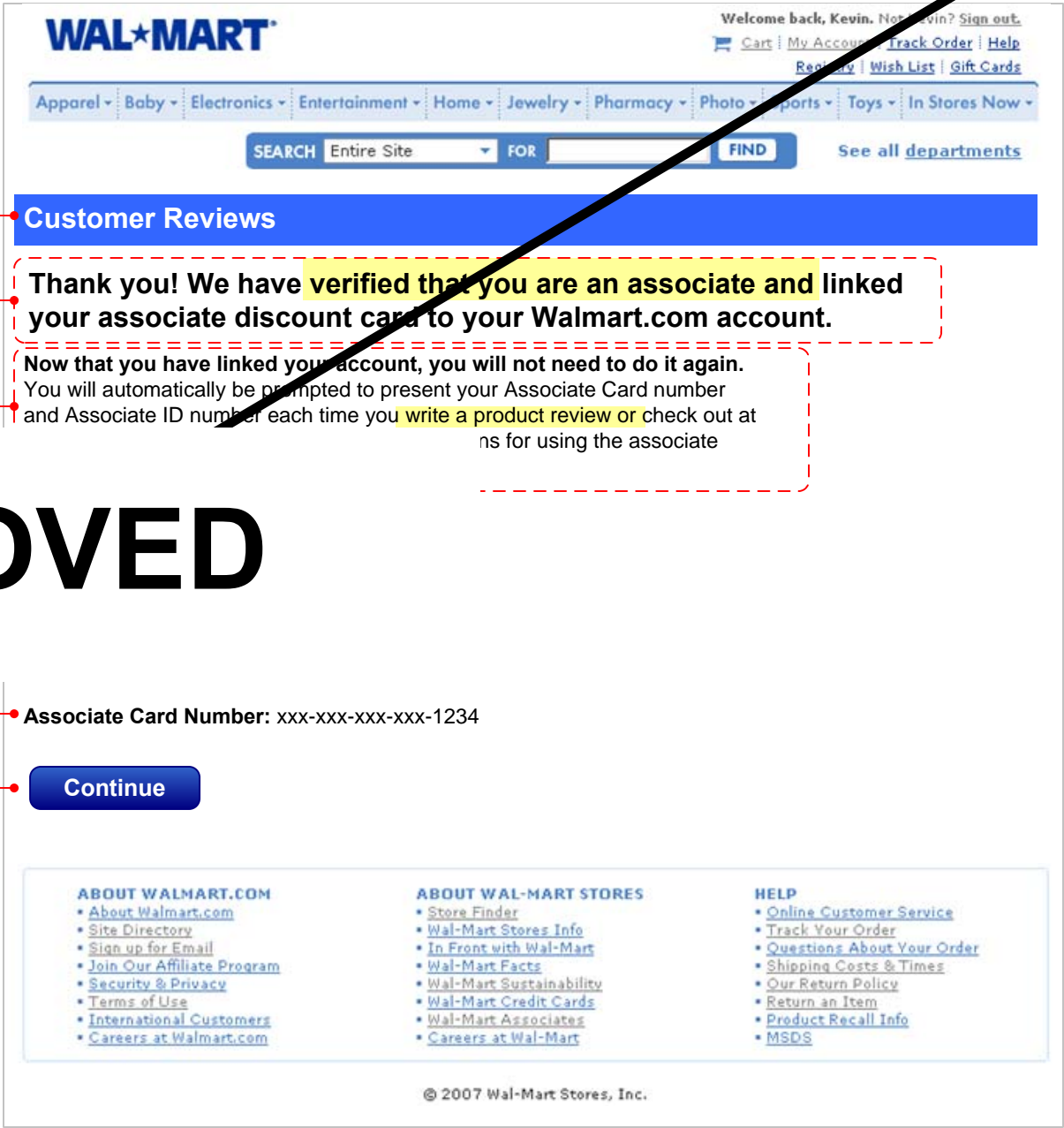
Display associate card number associated with account.

10. Button [Copy, Design TBD]
- Display button which communicates that the user can proceed to the Write Review page.

TARGET of button link is the Write Review page.

When clicked, the Customer Table hosted by Walmart.com should be updated to indicate that this user is an associate.

After updating the table, a positive token should be sent to vendor which identifies the user as an associate.



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NEW POPUP

A user triggers this popup by clicking the link at the bottom of the Associate ID Terms & Conditions page, which indicates the user can find more information about Associate Reviews.

1. Wal-Mart Header [Copy, Design TBD]
- Display appropriate header for popup as determined by Design and Copy

2. Page Title [Copy, Design TBD]

1

Wal-Mart

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Wal-Mart Ethics Policy

General Requirements and explanations

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Barefaced Threats

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Close Window

NOTE: This page and the X5000 template are used to pull in content for several different “pages” from the vendor. Some of this content includes:

- Review Preview
- Thanks for writing a review
- Thanks for providing feedback (helpful, not helpful, inappropriate)

1. G0040 Primary Navigation

- Display G0040 Primary Navigation module

2. Global General Error G0010 **[Copy, Design TBD]** MOVED INTO X5000 VENDOR CONTENT

- Display G0010 module when error occurs.
- If no error has occurred on page then suppress display of module.

3. G001 Page Title **[Copy TBD]**

- Display G0001 Page Title
- **CONDITIONAL TEXT VARIANTS (ONLY) OUT OF SCOPE**
Display text in header which conditionally matches the content below it in the container via JavaScript mechanism based on vendor passing content identifier token to us.
- Header text should change depending on what module or message is in the container. For instance, the submission “page” should display something in the spirit of Write a Review, while the Preview “page” should display something in the spirit of Preview and Submit. THIS IS NOT THE ACTUAL COPY. COPY TBD.

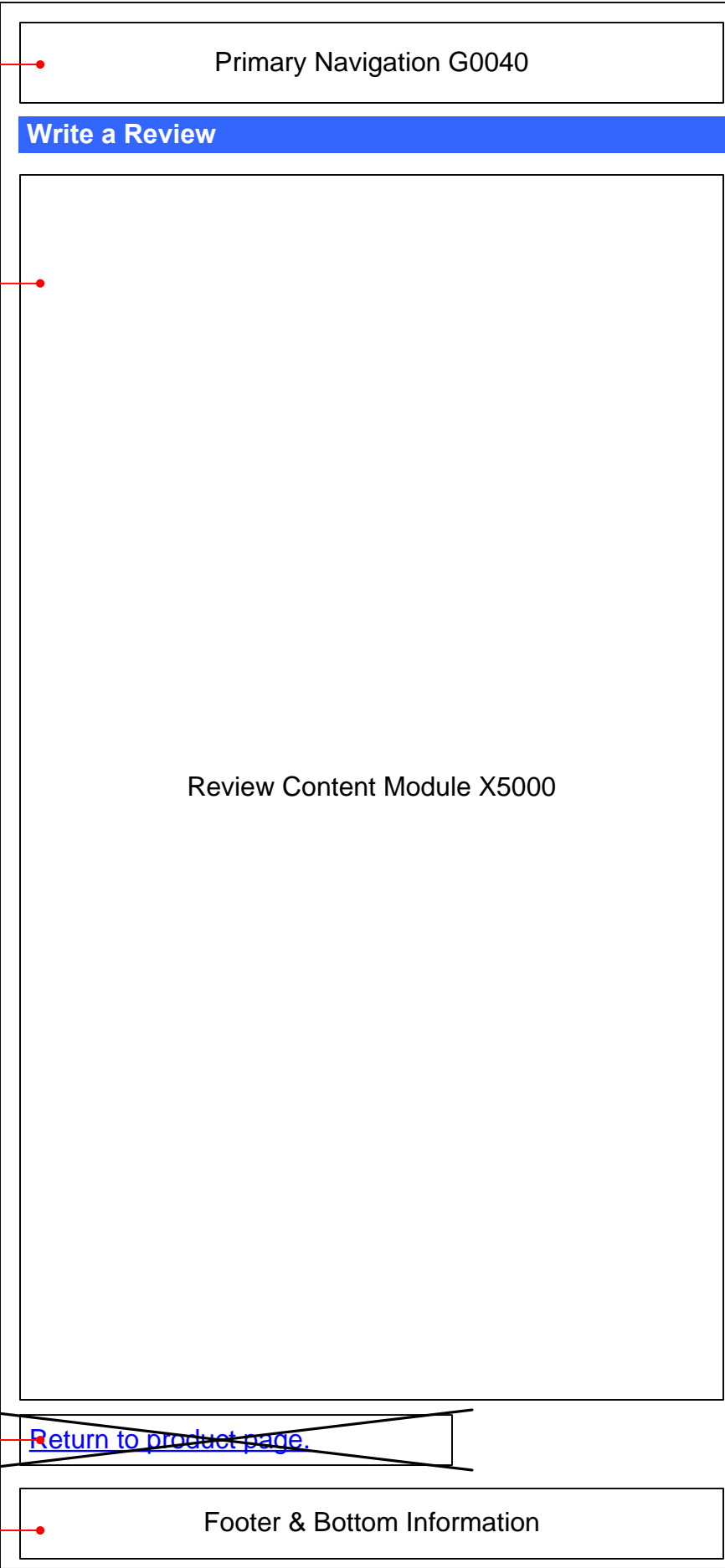
4. X5000 Write Review Module **[Copy, Design TBD]**

- Create content module to pull vendor content.

5. Footer and Copyright **[Copy, Design TBD]**

- Display standard footer and copyright information.

6. Module X5010 Return to Page OUT OF R2 SCOPE



1. Large Item Photo 150 x 150 **[Design TBD]**
- Display Large Item Photo 150 x 150

• (Since media items do not have 215 x 215 item photos it is not possible to display that photo size.)
2. Instructional Text **[Copy, Design TBD]**
- Display instructional text, as needed, to explain what the user needs to do on this page, and which elements are optional or required.
3. Nickname **[Copy, Design TBD]**
- Display label for nickname field.

• Indicate that field is optional.

• Encourage user to input nickname and explain its purpose.

• Display field for input, which allows **[TBD]** number of characters to be input.

• Display example text.
4. Location **[Copy, Design TBD]**
- Display label for location field.

• Indicate that field is optional. **(TBD vendor Engineering)**

• Display field for input, which allows **[TBD]** number of characters to be input.

• Display example text.
5. Ratings **[Copy, Design TBD]**
- Display ratings section.

• 5a. Display label for section.

• 5b. Display label for Overall Rating.

• 5c. Display “empty” star rating selector. When each star is rolled over it should highlight.

• When a star is clicked, the rollover behavior should stop and the star rating chosen should remain static. There should be an interactive visual indication of a rating being chosen when a star is clicked (such as an animated “twinkle” for example).

• If the user clicks a different star than originally chosen then the rating and star indication should change to indicate the new selection. The interactive visual indication should also occur.

• **Overall Rating is required to be specified by the user.** If no Overall Rating is specified when the Preview or Submit button is clicked then reload page and display Global General Error G0010 module. Send specific error condition to G0010.

• 5d. Display a rating row for each granular attribute assigned to this product per Item Display Group (IDG).

• Each row should have a label with the name of the attribute.

• **Name of attribute should be linked to an Attribute Explanation Popup which explains the meaning of each attribute.** NOT POSSIBLE AT THIS TIME

• 5e. Display a rating selector for each attribute row. Behavior should be the same as described above in 7c.

• 5f. Display indicator that rating each attribute is optional.

6. Rating Key **[Copy, Design TBD]**
- Display key explaining the meaning behind each star value.
7. Recommend to a Friend **[Copy, Design TBD]**
- Display question about whether the user would recommend the product to a friend.

• Provide dropdown with choices as indicated at right. Dropdown should default to unselected state (no choice made).

• Display indication that providing an answer to this question is optional.

• Provide Radio Buttons for “yes” and “no” answers. Copy TBD to match question. Default to unselected state (no choice made).

• Indicate via some method that answering this question is required.
8. Review Title **[Copy, Design TBD]**
- Display label for title field.

• Indicate that field is optional. **(TBD vendor Engineering)**

• Display field for input, which allows **[TBD]** number of characters to be input.

• Display example text.

• **If text is entered into the review title field then text is required to be input in the review text field (11).** If no review text is specified when the Preview or Submit button is clicked then reload page and display Global General Error G0010 module. Send specific error condition to G0010. **OUT OF SCOPE**
9. Review Text **[Copy, Design TBD]**
- Display label for review text field.

• Display indicator that field is optional.

• Display field for input, which allows **[TBD]** number of characters to be input. Wrap text at width specified in Design Specs. Include vertical scroll bar but do not allow field to scroll horizontally.
10. Review Tips **[Copy, Design TBD]**
- Display tips for writing a good review that will be approved.

• Display text and link to contact customer service if the customer had problems with their order. TARGET of link is Online Customer Service page: http://www.walmart.com/catalog/catalog.gsp?cat=542416. **Open link in a NEW WINDOW.**

• Display text and link to Review Guidelines. TARGET of page is Review Content Guidelines Popup.
11. Personal Information Disclaimer **[Copy, Design TBD]**
- Display message explaining that the personal information requested below will only be used for the purpose of readers evaluating the usefulness of the review to them. Explain that the answers WILL NOT be used for any marketing or customer information gathering purposes.
12. Age **[Copy, Design TBD]**
- Display label for the dropdown.

• Provide dropdown with choices as indicated at right. Dropdown should default to unselected state (no choice made).

• Display indication that providing an answer to this question is optional.

Write a Review

23

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5a

5b

5c

5d

5e

5f

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19-21

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VENDOR development

Dropdown Values

12 Age

-- select --
14 - 18
18 - 24
25 - 34
35 - 44
45 - 54
55 - 64
65 or older

13 Gender

-- select --
Female
Male

14 How long have you owned this product

-- select --
1 week or less
2 - 7 weeks
2 - 3 months
3 - 4 months
5 - 6 months
7 - 8 months
9 - 10 months
11 - 12 months
Longer than one year

15 How often do you use this product?

-- select --
Everyday
Every few days
Once per week
A few times per month
Once per month
A few times per year
Once per year
Never

13. Gender **[Copy, Design TBD]**

- Display label for the dropdown.
- Provide dropdown with choices as indicated at right. Dropdown should default to unselected state (no choice made).
- Display indication that providing an answer to this question is optional.

14. How Long Owned Question **[Copy, Design TBD]**

- Display question asking how long the user has owned the product.
- Provide dropdown with choices as indicated at right. Dropdown should default to unselected state (no choice made).
- Display indication that providing an answer to this question is optional.

15. How Often Used Question **[Copy, Design TBD]**

- Display question asking how often the user uses the product.
- Provide dropdown with choices as indicated at right. Dropdown should default to unselected state (no choice made).
- Display indication that providing an answer to this question is optional.

16. Preview Button **[Copy, Design TBD]**

- Display preview button.
- When clicked, evaluate contents of page for error conditions. (See annotations 7c and 10 for possible error conditions.) If errors exist then pass error conditions to module to display, reload page and display Global General Error G0010 module at top of page.
- If no error conditions exist then proceed to Review Preview Page.

17. Submit Button **[Copy, Design TBD]**

- Display submit button.
- If user has never submitted a review previously then suppress display of Submit button, thereby forcing them to preview their review. **[IF USER NICKNAME IS EDITABLE AFTER BEING SUBMITTED THEN WE WILL REMOVE THIS REQUIREMENT]**
- When clicked, evaluate contents of page for error conditions. (See annotations 7c and 10 for possible error conditions.) If errors exist then pass error conditions to module to display, reload page and display Global General Error G0010 module at top of page.
- If no error conditions exist then submit review to moderation process and proceed to Review Thanks Page. OUT OF SCOPE

18. Return to Previous Page Link **[Copy, Design TBD]**
REPLACED BY MODULE X5010 ON WALMART SIDE

- Display a link or button.
- TARGET of link is the page where the user just came from (where they clicked the "write review" link).
- When clicked, discard contents of review and proceed to target page.



ABREVIATED DUE TO SPACE

Upload Photos with Your Review (optional)

You may upload up to 2 photos with your review

Browse...

Upload

To add a photo use the Browse button above.

Photo Tips:

- Keep it clean folks.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed [Review Guidelines](#)

The information below is not used for marketing purposes. It is intended to help others when evaluating the relevance to them of your review.

Age

-- select --

(optional)

Gender

-- select --

(optional)

How long have you owned this product?

-- select --

(optional)

How often do you use this product?

-- select --

(optional)

Preview

Dropdown Values

13

Gender

-- select --

Female

Male

14

How long have you owned this product

-- select --

1 week or less

2 – 7 weeks

2 – 3 months

3 – 4 months

5 – 6 months

7 – 8 months

9 – 10 months

11 – 12 months

Longer than one year

15

How often do you use this product?

-- select --

Everyday

Every few days

Once per week

A few times per month

Once per month

A few times per year

Once per year

Never

- Photo Upload Feature [Copy, Design TBD]
- This feature allows users to upload up to two photos to be displayed in their review.
19. Default State [Copy, Design TBD]
- 19a. Display title and explanation of feature. Indicate that feature is optional.

19b. Display photo tips that explain policies about the guidelines for acceptable photos. Display text and link to Review Guidelines. TARGET of page is Review Guidelines Popup.

19c. Display explanatory text about how to use the controls.

19d. Display label for filename.

19e. Display Browse button. When clicked it uses the standard operating system interface to allow user to select a file. When file is selected, populate path in field next to button (non-editable). After file has been chosen, Upload button should be made active.

19f. Display Upload button. Before a file has been selected for upload by using the Browse button, Upload button should be disabled (not clickable). After file has been selected for upload, the Upload button should be enabled to be clicked (as shown in 19g). When clicked, asynchronously upload photo to server and display 20 (One photo state). During upload process, display visual animation indicating that file is being uploaded.

19g. Active Upload button as described in 19f.

19h. After user has selected a file by using the Browse procedure then display the file name (NOT THE ENTIRE PATH) beside the file name label.

20. One Photo State [Copy, Design TBD]
- 20a. Display title and explanation of feature. Indicate that feature is optional. (Can be different from 19a [TBD vendor engineering].)

20b. Display photo tips that explain policies about the guidelines for acceptable photos. (Same as 19b)

20c. Display explanatory text about how to use the controls.

20d. Display label for file name. (same as 19d)

20e. Display Browse button. (Same as 19e)

20f. Display Upload button. Before a file has been selected for upload by using the Browse button, Upload button should be disabled (not clickable). After file has been selected for upload, the Upload button should be enabled to be clicked (same as 19g). When clicked, asynchronously upload photo to server and display 21 (Two photo state). During upload process, display visual animation indicating that file is being uploaded.

20g. Display thumbnail of image uploaded.

20h. Display field to add caption to photo. Caption is an optional element, and space-permitting should be labelled as optional if user enters text do not asynchronously submit.

20i. Display link or button to remove the photo. When clicked, remove the display of the photo and revert to display 19 (default state).

20j. Clear display of previous file name and display nothing after the file name label (20d).

- 21 Two Photo State [Copy, Design TBD]
- 21a. Display title and explanation of feature. Indicate that feature is optional.

21b. Display photo tips that explain policies about the guidelines for acceptable photos. (Same as 19b)

21c. Display explanatory text about the maximum number of photos that have been uploaded and how to change or delete them.

21d. Same functionality as 20g and 20h.

21e. Display link or button to remove the photo. When clicked, remove the display of the photo and revert to display 20 (One Photo state).

Photo upload method out of scope

Use BazaarVoice standard method.

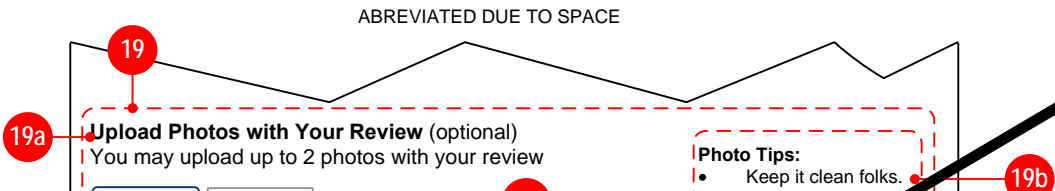
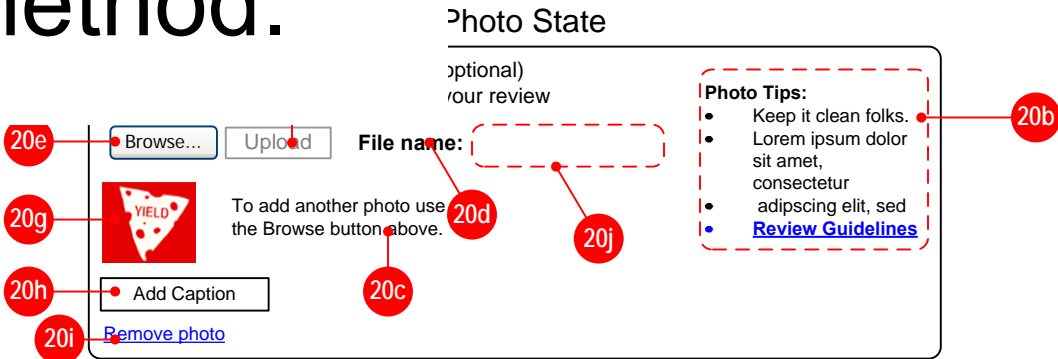
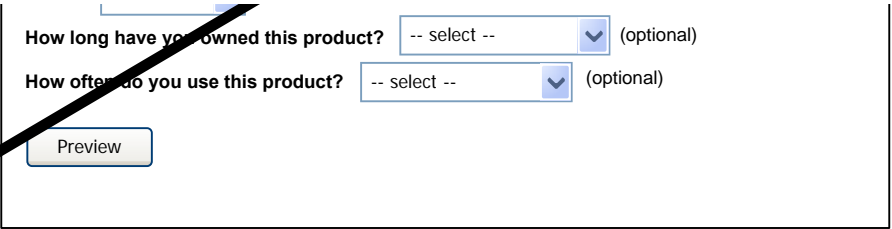
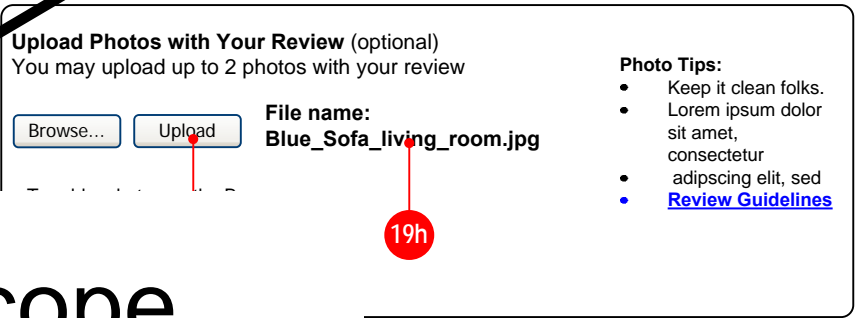
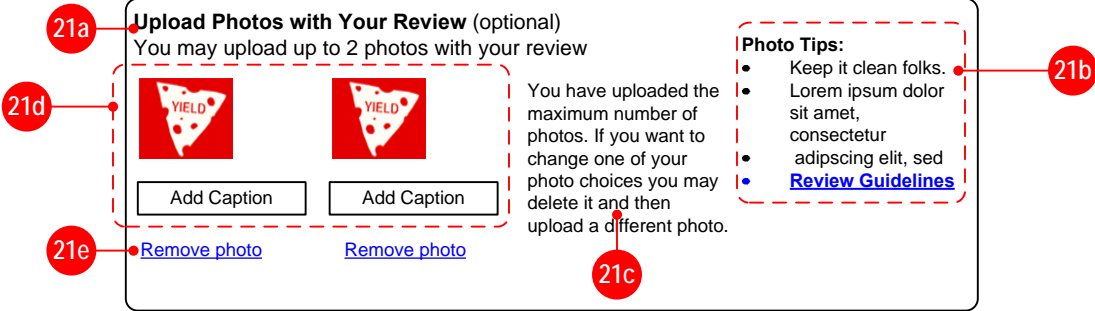


Photo Upload: File Selected



21 Photo Upload: Two Photo State



v3

22. Page Header [Copy, Design TBD] MOVED TO WALMART SIDE
- Display header element for the page
 - Display text in header which conditionally matches the content below it in the container.
 - Header text should change depending on what module or message is in the container. For instance, the submission “page” should display something in the spirit of Write a Review, while the Preview “page” should display something in the spirit of Preview and Submit. THIS IS NOT THE ACTUAL COPY. COPY TBD.
23. Error Message Module [Copy, Design TBD]
- If an error occurs on the page then display the appropriate error message in this module.
 - Suppress display of this module when no error condition exists.

22

23

Write a Review

Error Messages

Item Photo

Write a review for this product.

Choose a Nickname for yourself (optional)

Example: "Happy Steve"

Where is your location? (optional)

Example: "Newark, NJ"

Click stars to rate product:

Overall Rating: ☆☆☆☆☆

Attribute 1: ☆☆☆☆☆

Attribute 2: ☆☆☆☆☆

Attribute 3: ☆☆☆☆☆

(optional)

Rating Guide:

5 stars = Excellent

4 stars = Good

3 stars = Average

2 stars = Below Average

1 star = Poor

Would you recommend this to a friend?

-- select --

(optional)

Title Your Review (optional)

Example: "A decent product"

Write Your Review (optional)

Enter Text

Review Tips:

Even unfavorable reviews will be posted

If you have an issue with your order, please [Contact Customer Service](#).

[Review Guidelines](#)

Upload Photos with Your Review (optional)

You may upload up to 2 photos with your review

Browse...

Upload

File name:

YIELD

To add another photo use the Browse button above.

Add Caption

[Remove photo](#)

The information below is not used for marketing purposes. It is intended to help others when evaluating the relevance to them of your review.

Age

-- select --

(optional)

Gender

-- select --

(optional)

How long have you owned this product?

-- select --

(optional)

How often do you use this product?

-- select --

(optional)

Preview

Submit

VENDOR
development

1. Large Item Photo 150 x 150 **[Design TBD]**

- Display Large Item Photo 150 x 150
- (Since media items do not have 215 x 215 item photos it is not possible to display that photo size.)

2. Instructional Text **[Copy, Design TBD]**

- Display instructional text, as needed, to explain what the user needs to do on this page, and which elements are optional or required.

3. Nickname **[Copy, Design TBD]**

- Display label for nickname field.
- Indicate that field is optional.
- Encourage user to input nickname and explain its purpose.
- Display field for input, which allows **[TBD]** number of characters to be input.
- Display example text.

4. Location **[Copy, Design TBD]**

- Display label for location field.
- Indicate that field is optional. **(TBD vendor Engineering)**
- Display field for input, which allows **[TBD]** number of characters to be input.
- Display example text.

5. Ratings **[Copy, Design TBD]**

- Display ratings section.
- 5a. Display label for section.
- 5b. Display label for Overall Rating.
- 5c. Display “empty” star rating selector. When each star is rolled over it should highlight.
 - When a star is clicked, the rollover behavior should stop and the star rating chosen should remain static. There should be an interactive visual indication of a rating being chosen when a star is clicked (such as an animated “twinkle” for example).
 - If the user clicks a different star than originally chosen then the rating and star indication should change to indicate the new selection. The interactive visual indication should also occur.
 - **Overall Rating is required to be specified by the user.** If no Overall Rating is specified when the Preview or Submit button is clicked then reload page and display Global General Error G0010 module. Send specific error condition to G0010.
- 5d. Display a rating row for each granular attribute assigned to this product per Item Display Group (IDG).
 - Each row should have a label with the name of the attribute.
 - Name of attribute should be linked to an Attribute Explanation Popup which explains the meaning of each attribute. NOT POSSIBLE AT THIS TIME
- 5e. Display a rating selector for each attribute row. Behavior should be the same as described above in 7c.
- 5f. Display indicator that rating each attribute is optional.

6. Rating Key [Copy, Design TBD]

- Display key explaining the meaning behind each star value.

7. Recommend to a Friend **[Copy, Design TBD]**

- Display question about whether the user would recommend the product to a friend.
- Provide dropdown with choices as indicated at right. Dropdown should default to unselected state (no choice made).
- Display indication that providing an answer to this question is optional.

8. Review Title **[Copy, Design TBD]**

- Display label for title field.
- Indicate that field is optional. (**TBD vendor Engineering**)
- Display field for input, which allows **[TBD]** number of characters to be input.
- Display example text.

10. Review Tips [Copy, Design TBD]

- Display tips for writing a good review that will be approved.
- Display text and link to contact customer service if the customer had problems with their order. TARGET of link is Online Customer Service page: <http://www.walmart.com/catalog/catalog.jsp?cat=542416>
- Display text and link to Review Guidelines. TARGET of page is Review Content Guidelines Popup.

11. Personal Information Disclaimer **[Copy, Design TBD]**

- Display message explaining that the personal information requested below will only be used for the purpose of readers evaluating the usefulness of the review to them. Explain that the answers WILL NOT be used for any marketing or customer information gathering purposes.

12. Age **[Copy, Design TBD]**

- Display label for the dropdown.
- Provide dropdown with choices as indicated at right. Dropdown should default to unselected state (no choice made).
- Display indication that providing an answer to this question is optional.

--- CONTINUED ON NEXT PAGE ---

1

Item Photo

2

Write a review for this product.

3

Display Name (used so that others may see all your reviews while maintaining your anonymity)

Customer 10000123

4

Where is your location? (optional)

Example: "Newark, NJ"

5

Click stars to rate product

5a

Overall Rating:

5b

5c

Rating Guide:

10

If you have an issue with your order, please [Contact Customer Service](#).
[Review Guidelines](#)

19-21

Upload Photos with Your Review (optional)

You may upload up to 2 photos with your review

Browse...

Upload

File name:

YIELD

To add another photo use the Browse button above.

Add Caption

[Remove photo](#)

11

The information below is not used for marketing purposes. It is intended to help others when evaluating the relevance to them of your review.

12

Age

-- select --

(optional)

13

Gender

-- select --

(optional)

14

How long have you owned this product?

-- select --

(optional)

15

How often do you use this product?

-- select --

(optional)

16

Preview

Submit

17

Dropdown Values

7

Would you recommend this product to a friend?

-- select --

No

Yes

12

Age

-- select --

Under 18

18 – 24

25 – 34

35 – 44

45 – 54

55 – 64

65 or older

13

Gender

-- select --

Female

Male

14

How long have you owned this product

-- select --

1 week or less

2 – 7 weeks

2 – 3 months

3 – 4 months

5 – 6 months

7 – 8 months

9 – 10 months

11 – 12 months

Longer than one year

15

How often do you use this product?

-- select --

Everyday

Every few days

Once per week

A few times per month

Once per month

A few times per year

Once per year

Never

VENDOR
development

New Vendor Popup



- 1. Popup Header [Copy, Design TBD]**
 - Display header image or text.
- 2. Explanatory Text [Copy, Design TBD]**
 - Explain customer reviews and how they are moderated for offensive or inappropriate content.
- 3. Close Window Button [Copy, Design TBD]**
 - When clicked, close the window.



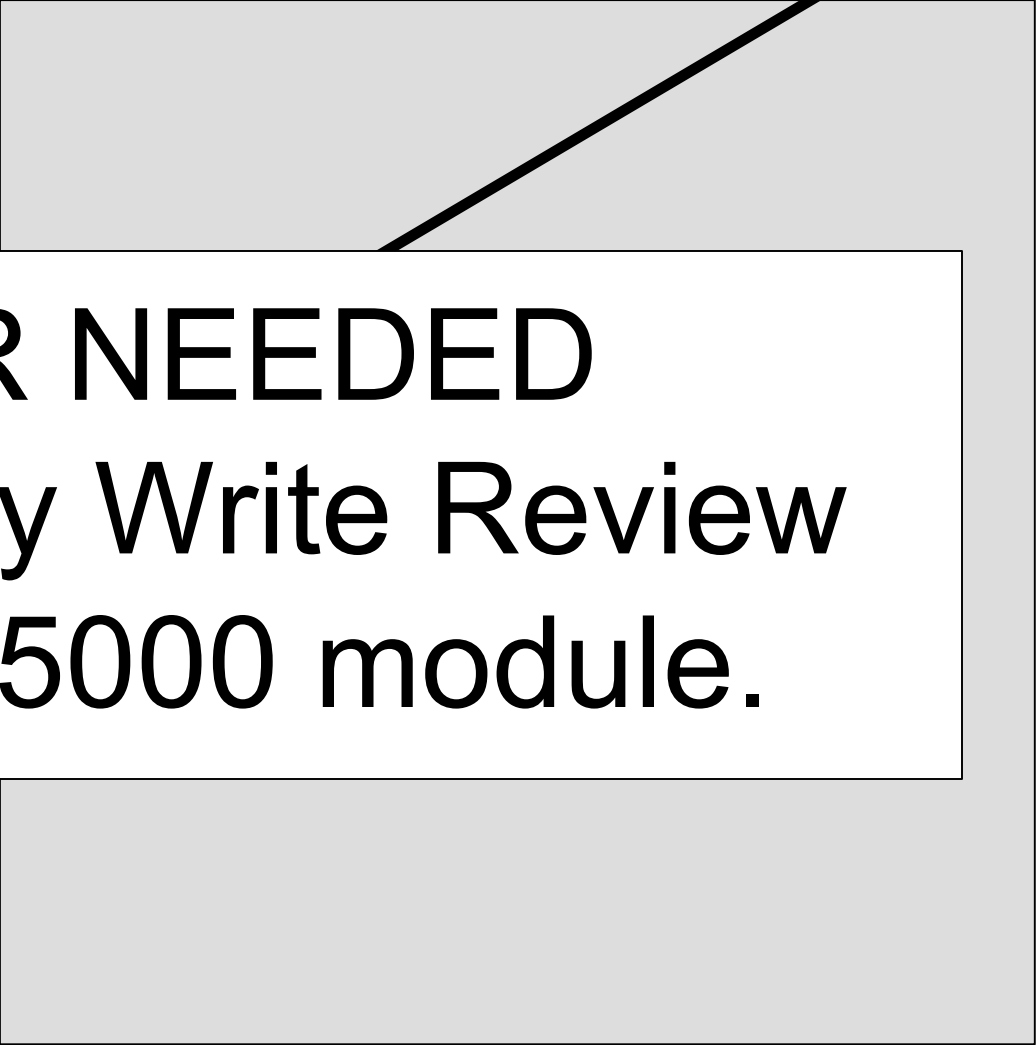
1. G0040 Primary Navigation
 - Display G0040 Primary Navigation Module.
2. G0001 Page Title [Copy, Design TBD]
 - Display Page Title module.
3. X5001 Review Preview Module [Copy, Design TBD]
 - Create container for X5001 Review Content.
4. Starndard Footer and Copyright
 - Display standard footer and copyright information.

1

2

Primary Nav G0040

Preview & Submit Your Review



[Return to product page.](#)

4

Footer & Copyright

NO LONGER NEEDED
Will be handled by Write Review
Template and X5000 module.

New Item Page Module

1. Review Title [Copy, Design TBD]
- Display the title of the review IF PROVIDED by the customer.

If no title was provided by the user then display a generic label, for example, “A Customer Review”.
2. Review Date [Copy, Design TBD]
- Display the date that the review was written.
3. Customer Nickname [Copy, Design TBD]
- Display the nickname provided by the customer.

If no nickname was provided then display a generic label, for example, “an anonymous customer”.
4. Customer Location [Copy, Design TBD]
- Display the location provided by the customer (free text entry).

If no location was provided by the customer then display nothing.
5. Customer Ratings [Copy, Design TBD]
- Display the customer ratings.

If a rating (overall or attribute) has not been provided by customer then do not display that rating.

5a. The first rating displayed should be the “Overall Rating” for the product. Display static text label for rating.

5b. Display rating for **each** rating category.

Each rating image should be linked. TARGET of link is the Ratings Explanation Popup.

If no Rating Score has been provided then suppress display of this element.

5c. Additional attributes can be defined in the vendor tool and rated by the customer when submitting a review.

If the user provided a rating for an attribute, then display the rating label as defined in the vendor system.

There can be an unlimited number of attributes for rating, and we should reasonably plan for 3-5 attributes and their associated ratings.

If no attribute Rating Score has been provided for a particular attribute then suppress dplay of this element

Link each attribute name. TARGET is the appropriate Attribute Explanation Popup for that attribute. NOT POSSIBLE AT THIS TIME

6. Customer Information [Copy, Design TBD]

Display all answers to personal questions that were populated by the customer, in the order shown at right.

If a question was not answered then do not display the question, and collapse vertical space.

6a. If populated for this review, display label and answer to customer age. Label should match Write Review page.

6b. If populated for this review, display label and answer to customer gender. Label should match Write Review page.

6c. If populated for this review, display label and answer to how long customer has owned the product. Label should match Write Review page.
6. (continued)

6d. If populated for this review, display label and answer to how often this customer uses this product. Label should match Write Review page.

7. Customer Recommendation [Copy, Design TBD]

If populated for this review, display copy saying whether or not the user would recommend this product to a friend.

Since this is one of the most significant pieces of information about the product, be sure that this is presented in a way that it cannot be overlooked.

8. Customer Images [Copy, Design TBD]

IF the customer has uploaded images, then display this section.

10a. Display image thumbnail. Thumbnail images should be linked. TARGET of link is Customer Image Popup.

10b. Display image captions if they have been entered by the customer. If nothing has been entered then display nothing.

10c. Display instructional text about clicking the images to see them larger.

9. Review Text [Copy, Design TBD]

Display the text of the review.

10. Submit Button [Copy, Design TBD]

Display submit button.

When clicked, submit review to moderation process and proceed to Review Thanks Page.

11. Edit Button [Copy, Design TBD]

Display edit button.

When clicked, return user to Write Review page prepopulated with all information they had previously entered.

12. Return to Product Page Button [Copy, Design TBD]

Display a link or button.

TARGET of link is the product page about which the user was writing this review.

When clicked, discard contents of review and proceed to target page.
- CONTINUED NEXT PAGE --
- VENDOR
development
- Review Tile Fully Populated
- Preview & Submit

Error Messages

Reviews will be evaluated for appropriateness and may take up to 72 hours to be posted. Thanks a ton for writing a review!

Review title, November 12, 2006

By Nickname, Princeton, NJ

Overall Rating: ★★★★★

Attribute 1: ★★★★★

Attribute 2: ★★★★★

Attribute 3: ★☆☆☆☆

Reviewer Age: 25

Reviewer Gender: Female

Reviewer Has owned this product for : 1 month

Reviewer Uses this product: Everyday

Reviewer Would recommend to a friend.

image

image

Click images to Enlarge

Image Caption that may be long

Image Caption that may be long

Layout TBD Design & BazaarVoice

☐ I agree to the [Terms of Use](#)

Submit

Edit

13. Page Header [Copy, Design TBD] MOVED TO WALMART SIDE
- 3.5

v3

 - Display header element for the page
 - Display text in header which conditionally matches the content below it in the container.
 - This is technically the same element as the header on the Submission page.
 - Header text should change depending on what module or message is in the container. For instance, the submission “page” should display something in the spirit of Write a Review, while the Preview “page” should display something in the spirit of Preview and Submit.

THIS IS NOT THE ACTUAL COPY. COPY TBD.
14. Terms & Conditions Agreement [Copy, Design TBD]
- Display checkbox and message that the user must agree to the Terms and Conditions.
 - Provide a link to the Terms of Use popup window hosted by vendor. The user must select the checkbox for their review to be submitted. If the user clicks submit without selecting the checkbox then reload page and display appropriate error in error field.
15. Error Message Module [Copy, Design TBD]
- If an error occurs on the page then display the appropriate error message in this module.
 - Suppress display of this module when no error condition exists.
16. Submission Expectation Message [Copy, Design TBD]
- Display a message which sets the user’s expectation about when they will see their review on the site. Message will need to change between the initial soft launch period and the regular period after soft launch.
 - 16a. Initial soft launch message: Display a message indicating that the review may take up to x days/weeks before being displayed. Specific time TBD by Business. Also indicate that reviews are not displayed until at least two have been written for a given product.
 - Display text and a link allowing user to find out more about why the moderation period takes so long. TARGET of link is a popup window, hosted by vendor, containing information about this. (Exact URL, design and copy TBD based on whether this popup can be spawned by javascript or if it must be a full-size browser window.)
 - 16b. Regular message: Display a message indicating that the review may take up to 72 hours before being displayed. Also indicate that reviews are not displayed until at least two have been written for a given product.

-- CONTINUED NEXT PAGE --

Review Tile Top of page

13

Preview & Submit

15

Error Messages

16a

Reviews will be evaluated for appropriateness and may take up to 2 weeks to be posted. Reviews are not displayed on the product page until at least two have been posted. [Why?](#)

Review title, November 12, 2006

By **Nickname**, Princeton, NJ

Overall Rating:★★★★☆

Attribute 1:★★★★☆

Attribute 2:★★★★★

Attribute 3:★☆☆☆☆

Reviewer Age: 25

Reviewer Gender: **Female**

Reviewer Has owned this product for : **1 month**

Reviewer Uses this product: **Everyday**

Reviewer **Would recommend** to a friend.

image

image

Click images to Enlarge

Image Caption that may be long

Image Caption that may be long

Layout TBD Design & BazaarVoice

est laborum et dolor fugai. Et harumd dereud facils est er expedit distinct. Nam liber a tempor cum soluta nobis eligend optio comque nihil quod a impedit anim id.

☐ I agree to the [Terms of Use](#)

Submit

Edit

VENDOR
development

Regular Submission Expectation Message

16b

Reviews will be evaluated for appropriateness and may take up to 72 hours to be posted. Reviews are not displayed on the product page until at least two have been posted.Thanks a ton for writing a review!

1. Alt. View, No Photos Submitted [Copy, Design TBD]
- This shows an example of a review in which the user did not submit any photos.

2. Alt. View, Anonymous Partial Information [Copy, Design TBD]
- This shows an example of a review in which the user did not submit all information. ANONYMOUS USERS OUT OF SCOPE

Missing: Review Title (generic title used in place)

Missing: Nickname (generic name used in place)

Missing: Attribute ratings

Missing: Friend Recommendation

Missing: Answers to personal/product questions



3. Alt. View, Anonymous Ratings Only [Copy, Design TBD]
- This shows an example of a review in which the user only rated the product and provided partial additional personal/product information. ANONYMOUS USERS OUT OF SCOPE

Missing: Review Title (generic title used in place)

Missing: Nickname (generic name used in place)

Missing: Friend Recommendation

Missing: Some answers to personal/product questions

1

Alt. View, No Photos Submitted

Review title, November 12, 2006

By Nickname, Princeton, NJ

Overall Rating:★★★★☆

Attribute 1:★★★★☆

Attribute 2:★★★★★

Attribute 3:★☆☆☆☆

Reviewer Age: 25

Reviewer Gender: Female

Reviewer Has owned this product for : 1 month

Reviewer Uses this product: Everyday

Reviewer Would recommend to a friend.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod tempor incididunt ut labore et dolore magna aliquam erat volutpat. ut enim ad minimim veniam quis nostrud exercitation ullamcorper suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestiae son consequat vel illum dolore eu fugiat nulla pariatur. At vero eos et accusam et justo odio dignissim qui blandit praesent lupatum delenit aigue duos dolor et molestais exceptur sint occaecat cupidat non provident, sinil tempor sunt in culpa qui officia deserunt mollit anim id est laborum et dolor fugai. Et harumd dereud facilis est er expedit distinct. Nam liber a tempor cum soluta nobis eligend optio comque nihil quod a impedit anim id.

☐ I agree to the [Terms & Conditions](#)

Submit

Edit

VENDOR

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BazaarVoice

2

Alt. View, Anonymous Partial Information

A Review, November 12, 2006

By an anonymous customer

Overall Rating:★★★★☆

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eusmod tempor incididunt ut labore et dolore magna aliquam erat volupat. ut enim ad minimim veniam quis nostrud exercitation ullamcorper suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehenderit in voluptate velit esse molestiae son consequat vel illum dolore eu fugiat nulla pariatur. At vero eos et accusam et justo odio dignissim qui blandit praesent lupatum delenit aigue duos dolor et molestais exceptur sint occaecat cupidat non provident, sinil tempor sunt in culpa qui officia deserunt mollit anim id est laborum et dolor fugai. Et harumd dereud facilis est er expedit distinct. Nam liber a tempor cum soluta nobis eligend optio comque nihil quod a impedit anim id.

3

Alt. View, Anonymous Ratings Only

A Rating, November 12, 2006

By an anonymous customer

Overall Rating:★★★★☆

Attribute 1:★★★★☆

Attribute 2:★★★★★

Attribute 3:★☆☆☆☆

Reviewer Gender: Female

Reviewer Has owned this product for : 2 - 3 months

VENDOR
development

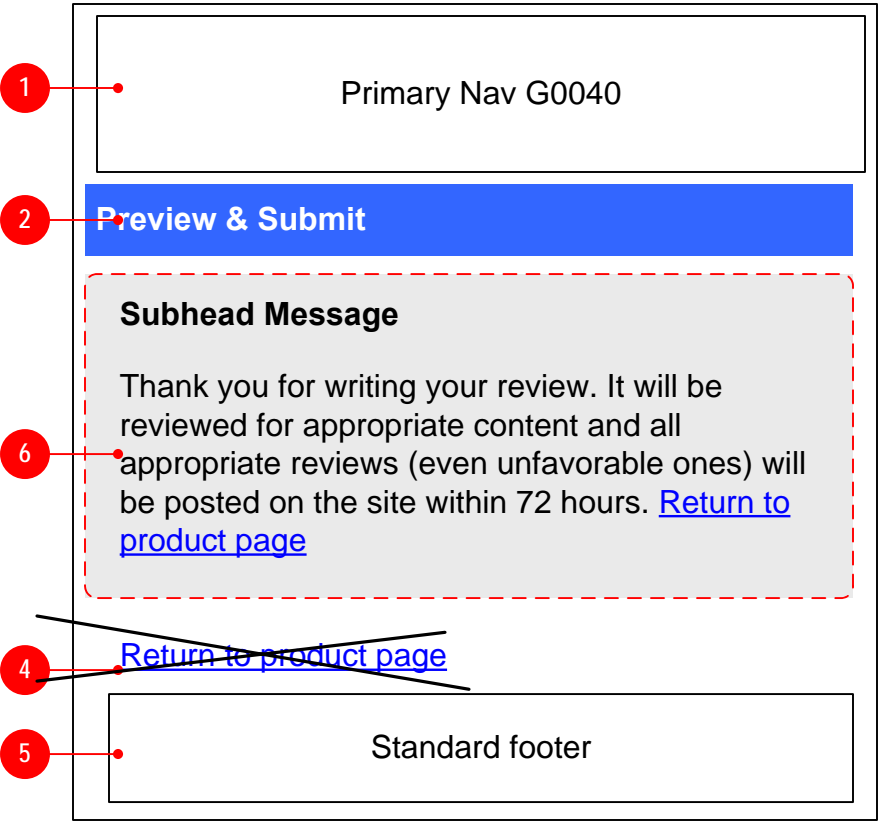
New Vendor Popup

- 1. **Popup Header [Copy, Design TBD]**
 - Display header image or text.
- 2. **Terms Text [Copy, Design TBD]**
 - Explain the Terms of Use for Customer Reviews.
- 3. **Close Window Button [Copy, Design TBD]**
 - When clicked, close the window.



THIS IS THE SAME PAGE AS THE
WRITE REVIEW TEMPLATE.

1. G0040 Primary Navigation
 - Display G0040 Primary Navigation module
2. G0001 Page Title **[Copy TBD]**
 - Display G001 Page Title
3. X5300 Custom Full Width Module **[Copy, Design TBD]**
PART OF X5000 CONTENT
 - Display X5000 Write Review Module.
 - Insert text thanking customer for submitting a review and setting their expectations for when it will be live on the site.
4. X5010 Return to Page Module **[Copy, Design TBD]**
 - Display X5010 Return to Page Module. OUT OF SCOPE
5. Footer and Copyright **[Copy, Design TBD]**
 - Display standard footer and copyright information.
6. Module X5000 **[Copy, Design TBD]**
 - Display module X5000
 - Display Subhead Message as defined by copy.
 - Display one of the Thanks messages as defined by copy.



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This page documents the various content displays that can appear in the X5000 module within the Thank You template.

1. Thanks for Submitting Review [Copy, Design TBD]

- Browser window title vendor suggestion: "Thank You"
- Body copy vendor suggestion: "Thank you! You have successfully submitted your review for this product. Please note that it may take up to 72 hours for your review to appear. [Return to product page.](#)"

2. Already submitted review, in moderation [Copy, Design TBD]

- Browser window title vendor suggestion: "Already Submitted"
- Body copy vendor suggestion: "We're sorry, but you have already submitted a review for this product. Please note that it may take up to 72 hours for your review to appear. [Return to product page.](#)"

2. Already submitted feedback, in moderation [Copy, Design TBD]

- Browser window title vendor suggestion: "Duplicate Feedback"
- Body copy vendor suggestion: "Thank you but you have already submitted feedback for this review. It will be reviewed by our staff shortly. [Return to product page.](#)"

4. Thanks for submitting feedback [Copy, Design TBD]

- Browser window title vendor suggestion: "Thank You"
- Body copy vendor suggestion: "Your feedback was successfully submitted. [Return to product page.](#)"

5. You can't submit feedback for your own Review [Copy, Design TBD]

- Browser window title vendor suggestion: "Own Review"
- Body copy vendor suggestion: "We're sorry, but you are not allowed to submit feedback for a review that you created. [Return to product page.](#)"

6. Your session has timed out [Copy, Design TBD]

- Browser window title vendor suggestion: not provided
- Body copy vendor suggestion: "We're sorry, but your session has timed out. Please return to the product page and try submitting a review again. [Return to product page.](#)"

7. Not Logged In [Copy, Design TBD]

- Browser window title vendor suggestion: "Login Required"
- Body copy vendor suggestion: "We're sorry, you must be logged in to submit reviews or feedback. Please go back and log in prior to review submission. [Return to product page.](#)"

~~8. Review Cancelled [Copy, Design TBD] NOT NEEDED~~

- ~~• Browser window title vendor suggestion: "Review Cancelled"~~
- ~~• Body copy vendor suggestion: "You have canceled submitting your review. If you meant to submit your review, please return to the product and submit it again."~~

~~9. Already Cancelled [Copy, Design TBD] NOT NEEDED~~

- ~~• Browser window title vendor suggestion: "Already Cancelled"~~
- ~~• Body copy vendor suggestion: "You have already canceled submitting this review. Please return to the product page and try again."~~

10. Product Not Available [Copy, Design TBD]

- This condition occurs when someone has an old item bookmarked, they hack the URL, or click a link on the web which takes them to this unrecognized or expired item.
- Body copy vendor suggestion: "This product is no longer available. Continue shopping at [Walmart.com.](#)"
- TARGET OF LINK IS HOMEPAGE

Each message (except #10) must include a link to return to the product page.

3.5

3.5

New Item Page Module

1. Review Title [Copy, Design TBD]
- Display the title of the review IF PROVIDED by the customer.
 - If no title was provided by the user then display nothing.
2. Review Date [Copy, Design TBD]
- Display the date that the review was written.
3. Customer Nickname [Copy, Design TBD]
- Display the nickname provided by the customer.
 - If no nickname was provided then display a generic label, for example, “an anonymous customer”.
4. Read All My Reviews [Copy, Design TBD]
- IF user has more than one approved review on the site then display linked text to read all reviews by the user who submitted this review.
 - TARGET of link is All User Reviews page.
 - IF the user has no additional approved reviews then suppress display and display nothing.
5. Customer Location [Copy, Design TBD]
- Display the location provided by the customer (free text entry).
 - If no location was provided by the customer then display nothing.
6. Customer Rating [Copy, Design TBD]
- Display the customer ratings.
 - If a rating (overall or attribute) has not been provided by customer then do not display that rating.
 - 6a. The first rating displayed should be the “Overall Rating” for the product. Display static text label for rating.
 - 6b. Display rating for each rating category.
 - Each rating image should be linked. TARGET of link is the Ratings Explanation Popup.
 - If no Rating Score has been provided then suppress display of this element.
 - Overall Rating score is required input and will never be suppressed.
 - 6c. Additional attributes can be defined in the vendor tool and rated by the customer when submitting a review.
 - Display the rating label as defined in the vendor system.
 - There can be an unlimited number of attributes for rating, and we should reasonably plan for 3-5 attributes and their associated ratings.
 - If no attribute Rating Score has been provided for a particular attribute then suppress diplay of this element
 - Link each attribute name. TARGET is the appropriate Attribute Explanation Popup for that attribute. NOT POSSIBLE AT THIS TIME
7. Customer Information [Copy, Design TBD]
- Display all answers to personal questions that were populated by the customer, in the order shown at right.
 - If a question was not answered then do not display the question, and collapse vertical space.
 - 7a. If populated for this review, display label and answer to customer age.

7. Customer Information (continued) [Copy, Design TBD]
- 7b. If populated for this review, display label and answer to customer gender.
 - 7c. If populated for this review, display label and answer to how long customer has owned the product.
 - 7d. If populated for this review, display label and answer to how often this customer uses this product.
8. Customer Recommendation [Copy, Design TBD]
- If populated for this review, display copy saying whether or not the user would recommend this product to a friend.
 - Since this is one of the most significant pieces of information about the product, be sure that this is presented in a way that it cannot be overlooked.
9. Review Text [Copy, Design TBD]
- Display the text of the review.
10. Response from Walmart [Copy, Design TBD]
- If a Wal-Mart associate has responded to a review, then display the Response from Wal-Mart section.
 - Section should be styled to stand out as different from the body of the review.
 - 10a. Display heading indicating that this is a response from Wal-Mart to the above review. IF the user included a nickname in their review then include this in the heading text. IF no nickname was submitted, then display the same generic label specified in #3 in place of the nickname. OUT OF SCOPE
 - 10b. Display text of Wal-Mart response.
 - 10c. Display “From”, origin of response, and date..
11. Helpfulness Links [Copy, Design TBD]
- Display text asking if the review was useful.
 - 11a. Display text link for “yes”. TARGET of link is Feedback Confirmation Page. If user is not logged in then they must login before arriving at Feedback Confirmation.
 - Submit “yes” score to vendor for addition to overall score for this review.
 - After giving feedback, the Yes and No links should be disabled for the user, and the Yes text should indicate visually that it was chosen.
 - 11b. Display text link for “no”. TARGET of link is Feedback Confirmation Page.If user is not logged in then they must login before arriving at Feedback Confirmation.
 - Submit “no” score to vendor for subtraction from overall score for this review.
 - After giving feedback, the Yes and No links should be disabled for the user, and the No text should indicate visually that it was chosen.
 - 11c. Display text link for “report inappropriate content”. TARGET of link is Feedback Confirmation Overlay.
 - Submit inappropriate content flag to vendor to inform them that they need to re-moderate this review.
 - After giving feedback, the Inappropriate Content link should be disabled, and the text should indicate visually that it was submitted.
 - Yes and No links should still be active unless they had been previously used.
12. Customer Images [Copy, Design TBD]
- IF the customer has uploaded one or two images, then display thumbnails and instructional text for those images.
 - Display image captions
 - Images should be linked. TARGET of links is Customer Image Popup.

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Review Tile Fully Populated

1

Review title, November 12, 2006

2

3

By Nickname, Princeton, NJ

4

Read all my reviews

7

6a

Overall Rating:

6b

6c

Attribute 1:

Attribute 2:

Attribute 3:

6

7a

Reviewer Age: 25

7b

Reviewer Gender: Female

7c

Reviewer Has owned this product for : 1 month

7d

Reviewer Uses this product: Everyday

8

Reviewer Would recommend to a friend.

12

image

image

Click images to Enlarge

Image Caption that may be long.

Image Caption that may be long.

9

10a

Response from Wal-Mart

10

From Electronics, 5/25/2007

10b

10c

11a

11b

11c

11

Was this review helpful to you?

Yes

No

Report Inappropriate Content

Layout TBD Design & BazaarVoice

10a

Response from Wal-Mart

10

From Electronics, 5/25/2007

10b

10c

11a

11b

11c

1. Tile for All User Reviews Page [Copy, Design TBD]
- When a review is displayed on the All User Reviews Page, it needs to be modified to account for the different usage needs.

In this example the user has not submitted any photos as part of her review.

1a. Display and link the name of the product that this review was written about. TARGET of link is the item page for this product.

1b. DO NOT DISPLAY Read All My Reviews link.

1c. Display Short Description for this product as sent in feed.

1d. Display border around product information area. Border may be invisible (white) if desired by design.

1e. Display photo for this product. Size to be determined by Design. Link photo to same location as 1f.

1f. Display text link informing user that they can see the product page, or more information, about this product. TARGET of link is the product page for this product.

1g. Display bar that contains the date that the review was written. Ability to change bar color or text color is TBD vendor feedback.
2. Alt. View, Anonymous Partial Information [Copy, Design TBD]

This shows an example of a review in which the user did not submit all information. ANONYMOUS USERS OUT OF SCOPE

Missing: Review Title

Missing: Nickname (generic name used in place)

Missing: Attribute ratings

Missing: Friend Recommendation

Missing: Answers to personal/product questions

3. Alt. View, Only Required Information, No Written Review [Copy, Design TBD]

This shows an example of a review in which the user only rated the product and answered the recommendation question. All optional information, including a written review is missing.

When no written review is provided (no matter how much other information is provided, then display a text message which indicates that the user did no provide a written review.

1

Review Tile For My Reviews Page

1g

May 8, 2007

1d

1e

1f

photo

1a

1c

Dream'eo Enza 20GB Portable Media Center

See more information about this product.

Review title, November 12, 2006

By Nickname, Princeton, NJ

Overall Rating:★★★★☆☆

Reviewer Age: 25

Attribute 1:★★★★☆☆

Reviewer Gender: Female

Attribute 2:★★★★☆☆

Reviewer Has owned this product for : 1 month

Attribute 3:★★★★☆☆

Reviewer Uses this product: Everyday

1b

Does reviewer recommend this product? Yes

Was this review helpful to you? Yes No Report Inappropriate Content

2

Alt View, Anonymous Partial Information

November 12, 2006

By an aonymous customer

Read all my reviews

Overall Rating:★★★★☆☆

Does reviewer recommend this product? Yes

Was this review helpful to you? Yes No Report Inappropriate Content

Alt. View, Only Required Information, No Written Review

3

November 12, 2006

By Lechuga LaGrange

Read all my reviews

Overall Rating:★★★★☆☆

This customer did not provide a text review.

Does reviewer recommend this product? Yes

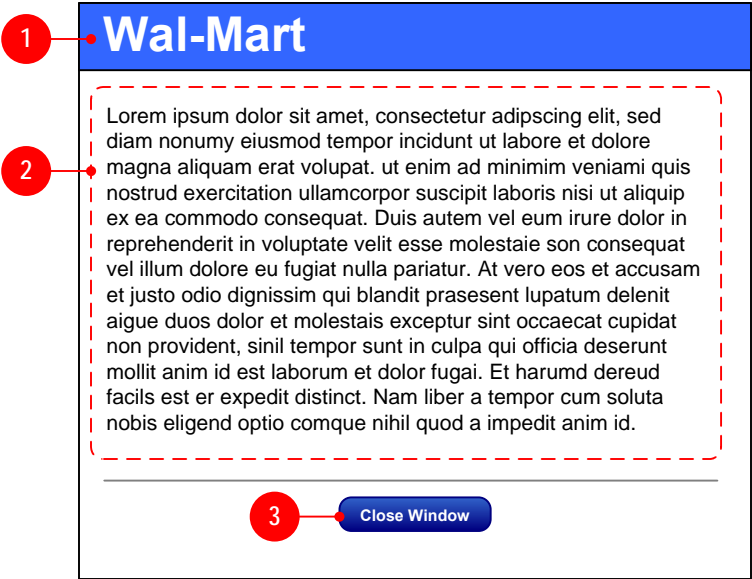
Was this review helpful to you? Yes No Report Inappropriate Content

VENDOR development

New Vendor Popup

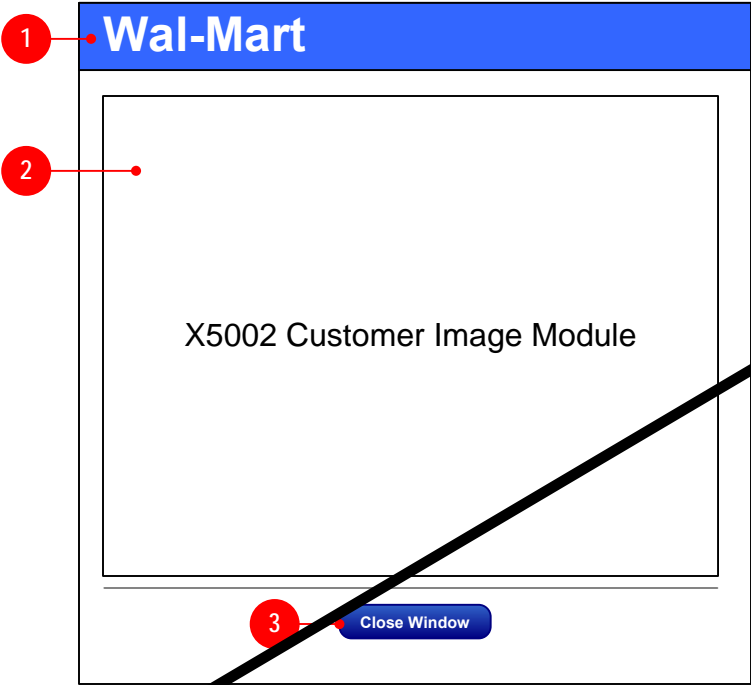


- 1. Popup Header [Copy, Design TBD]**
 - Display header image or text.
- 2. Explanatory Text [Copy, Design TBD]**
 - Explain the meaning of our Associate Review badge.
- 3. Close Window Button [Copy, Design TBD]**
 - When clicked, close the window.



New Popup

1. **Popup Header** [Copy, Design TBD]
- Display header image or text.
2. **X5002 Customer Image Module**
- Create X5002 container module to pull vendor content.
3. **Close Window Button** [Copy, Design TBD]
- When clicked, close the window.



OUT OF SCOPE PER VENDOR

Vendor Module

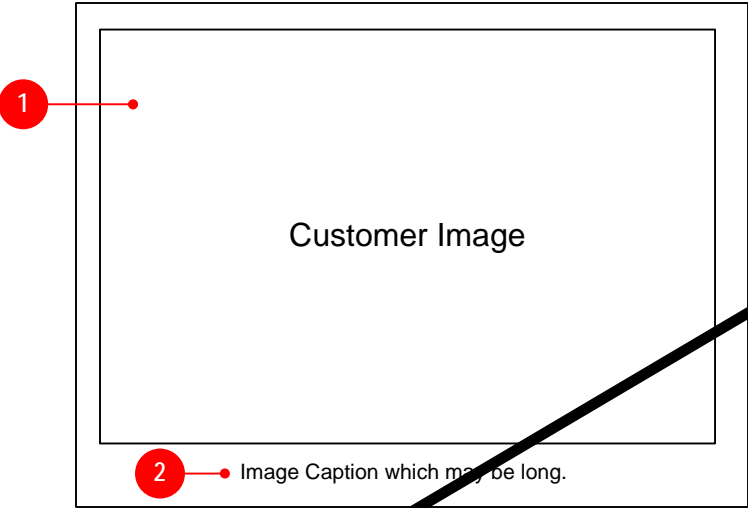
- 2.2
1. Customer Image [Design TBD]

• Display the larger size image submitted by the user.

• Actual image should be scaled to display within a 500 x 500 pixels square. If image is not square, then scale proportionately so that the maximum width is 500 or the maximum height is 500.

2. Image Caption [Copy, Design TBD]

• Display the image caption submitted by the user.



VENDOR
development

OUT OF SCOPE PER VENDOR

Vendor Module

1. Customer Image **[Design TBD]**

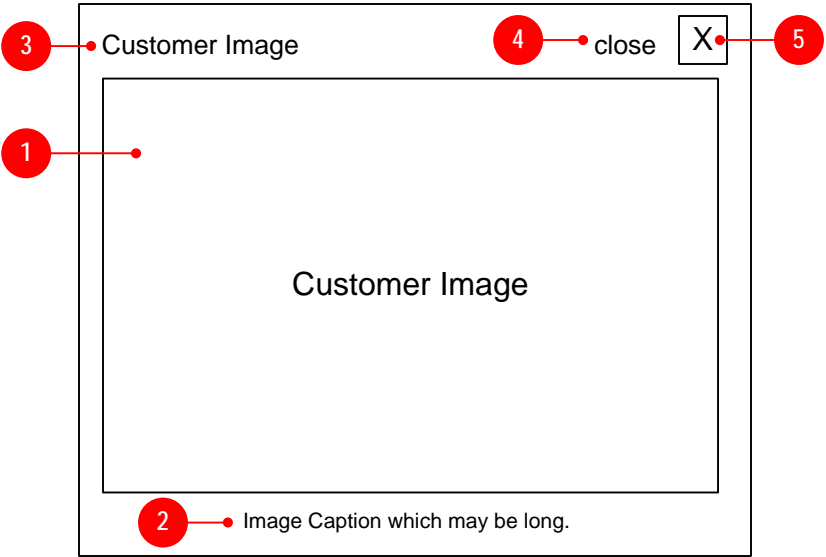
 - Display the larger size image submitted by the user.
 - Actual image should be scaled to display within a 400 x 400 pixels square. If image is not square, then scale proportionately so that the maximum width is 400 or the maximum height is 400.**
2. Image Caption **[Copy, Design TBD]**

 - Display the image caption submitted by the user.
3. Window Title **[Copy, Design TBD]**

 - Display the overlay window title.
4. Close Overlay Label **[Copy, Design TBD]**

 - Display a label for the area that will close the overlay, or instructions on how to close the window if a single close button is not possible.
5. Close Button **[Copy, Design TBD]**

 - Display something similar to the standard “X” button.
 - When clicked, the overlay window should close.



VENDOR
development

General Item Page Template Overview

- New item page template will need to be created to accommodate Customer Ratings.
- These templates will require changes to both top and bottom areas of the template.
- The general hierarchy of information is indicated at right.
- ~~In addition, we will need to create two templates (A and B) for each existing item page template in order to accommodate the business need to try alternate layouts and respond quickly to changes in business metrics.~~ REMOVED PER BUSINESS

4.3.1

1. Module 211 Customer Ratings Left [Design, Copy TBD]

- Create container module to pull vendor content.
- Suppress display of this module if this item is not eligible for Customer Reviews, as determined by values stored in the database.

2.4

2. Module 325 Customer Ratings Right [Design, Copy TBD] NO LONGER NEEDED PER BUSINESS

- Create container module to pull vendor content.
- Suppress display of this module if this item is not eligible for Customer Reviews, as determined by values stored in the database.

2.4

3.5

3. Module 438 Short Review Module

- Suppress display of this module if this item is not eligible for Customer Reviews, as determined by values stored in the database.

2.4

SPECIFIC TEMPLATES WILL BE PROVIDED IN A SEPARATE DOCUMENT.

WALMART®

Sign in or create a new account.

Cart

My Account

Track Order

Help

Registry

Wish List

Gift Cards

Apparel

Baby

Electronics

Entertainment

Home

Jewelry

Pharmacy

Photo

Sports

Toys

In Stores Now

SEARCH

Electronics

FOR

FIND

See all departments

You are here:

Home Page

Electronics


Audio

MP3 Players

All MP3 Players

Philips 2GB GoGear Flash Jukebox, SA9200

PHILIPS



Enlarge image

36 Customer Reviews

Overall Rating:

★★★★☆

Attribute 1:

★★★★☆

Attribute 2:

★★★★☆

Attribute 3:

★★★★☆

12 of 24 people would recommend this item to a friend.

Read Reviews

Write Review or Rate Product

ROLLBACK

\$149.86

Was: \$179.86

ADD TO CART

Product Availability:

IN STOCK

See estimated arrival date.

Online only

Delivery Options:

SITE TO STORE

What's this?

Free Shipping to Your Wal-Mart

Ship to home

Information below:

Similar Items

Item Description

Specifications

What's Included

Ratings & Reviews

Accessories to Buy

Warranty & Service Plan

Gifting Options

0% Interest Offer / Payment Options

Shipping & Delivery

36 Customer Reviews

Overall Rating:

★★★★☆

Attribute 1:

★★★★☆

Attribute 2:

★★★★☆

Attribute 3:

★★★★☆


12 of 24 people would recommend this item to a friend.

Read Reviews

Write Review or Rate Product

Similar Items

Consider purchasing one of these similar items.



X Digital Media 512 MB Secure Digital Card

ITEM FLAG

\$44.84

Add to Order

EDGE 8-in-1 USB 2.0 Flash Card Reader

ITEM FLAG

\$19.84

Add to Order

2 Hour Charger Kit w/ 4 AA Rechargeable Batteries

ITEM FLAG

\$16.82

Add to Order

Case Logic ES3 Camera Bag

ITEM FLAG

\$9.88

Add to Order

Mini Tripod TR-Q36CL

ITEM FLAG

\$4.67

Add to Order

Back to Top

Modules: Item Description / Specs / What's Included

Module 438 (see detailed page after this)

Modules: Accessories, Gifting Options, Payment Options, Shipping & Delivery

Email collection & Footer

1

Module 211 Container. Title: "Customer Ratings Left"

B

2

Module 325 container. Title: "Customer Ratings Left"

A

Module 426

3

Module 438

WALMART

development

TOOL-MANAGED

(existing functionality)

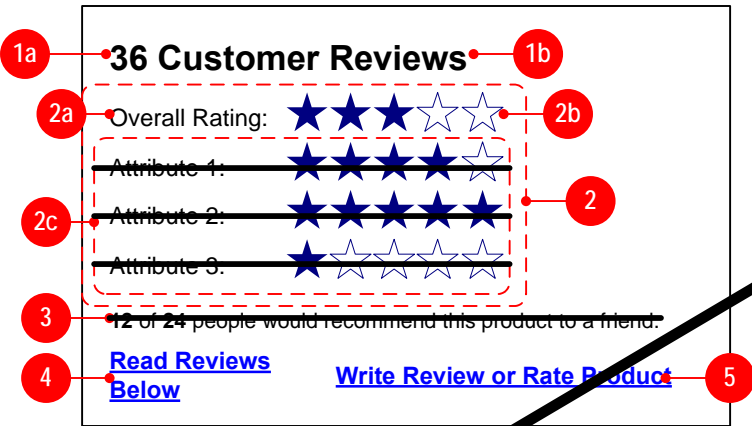
New Item Page Module

Module display should be regulated by a third-party switch. If switch is turned off then nothing will display in place of this module.

1. Customer Reviews Heading [Copy, Design TBD]
- 1a. Display the total number of reviews. If no reviews have been submitted and approved for product then suppress display of number.
 - 1b. Display text element which varies depending on whether reviews are singular (1) or plural (>1)
2. Customer Ratings Average [Copy, Design TBD]
- Display the averaged ratings of any submitted and approved customer reviews.
 - If a rating (overall or attribute) has not been provided by any customer then do not display that rating. It is possible that the Overall Rating may need to be suppressed if it has not been populated in a submitted and approved customer review. See Alt. View: Partial Ratings for one possible example.
 - 2a. The first rating displayed should be the “Overall Rating” for the product. Display static text label for rating.
 - 2b. Star Ratings (all) Display averaged rating for the rating category. Average this value from all ratings for this category of rating that have been submitted. In other words, if a customer submits a review and does not rate attribute 2 then do not include this non-rating when averaging the rating for attribute 2.
 - Each rating image should be linked. TARGET of link is the Ratings Explanation Popup. NOT POSSIBLE AT THIS TIME
 - If no Rating Score has been provided for any submitted and approved customer review then suppress display of this element. In other words, if nobody has rated the element corresponding to this rating, then do not display.
 - Overall Rating is a required element and will always be populated.
 - 2c. AVERAGED ATTRIBUTES REMOVED-Additional attributes can be defined in the vendor tool and rated by the customer when submitting a review. Only the currently defined attributes should be displayed.
 - Display the rating label as defined in the vendor system.
 - There can be an unlimited number of attributes for rating, and we should reasonably plan for 3-5 attributes and their associated ratings.
 - If no attribute Rating Score has been provided for a particular attribute in any submitted and approved customer review then suppress display of this element. In other words, if nobody has rated the element corresponding to this rating, then do not display.
 - TOOL: Provide a way to suppress the display of the attribute ratings IN THIS MODULE at the template level (set by IDG) while still allowing the Overall Rating (2a) to be displayed.

3. Friend Recommendation Score [Copy, Design TBD] REMOVED
- Display the number of customers who indicated they would recommend this product to a friend (12 in this example).
 - Then display the number of customers who responded to this question when writing their review (24 in this example). This is not the same number as the total number of reviews submitted and approved.
 - If no recommendation answer has been provided for any submitted and approved customer review then suppress display of this element. In other words, if nobody has responded to this question when writing a review, then do not display.
 - TOOL: Provide a way to suppress the display of the recommendation section at the template level (set by IDG).
4. Read Reviews Anchor Link [Copy, Design TBD]
- Provide a link to read reviews.
 - TARGET of link should be an anchor to the Short Reviews Module 438.

View 1: Overall & Attribute Ratings



VENDOR development

Module Location on Layout Template

Location:	Place 2 of CON_102
Height:	Variable based on content
Width:	Fixed - TBD in Design Spec
Additional Info:	None

MAIN CONTAINER

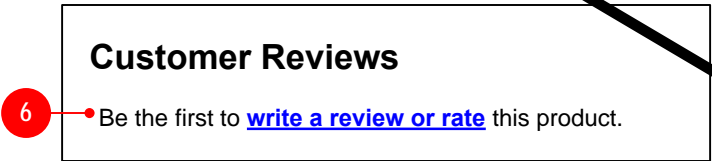
CON_001

CON_102

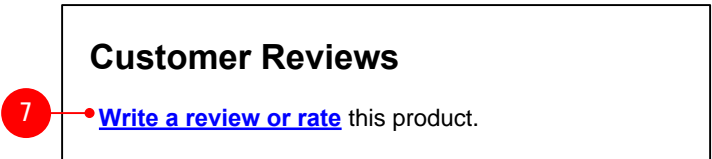
Module 325

NO LONGER NEEDED
PER BUSINESS

Alt. View: No Reviews Yet Written



Alt. View: 1 Review Written and approved (and not displayed)



New Item Page Module

Module display should be regulated by a third-party switch. If switch is turned off then nothing will display in place of this module.

1. Customer Reviews Heading [Copy, Design TBD]

- 1a. Display the total number of reviews. If no reviews have been submitted and approved for product then suppress display of number.
- 1b. Display text element which varies depending on whether reviews are singular (1) or plural (>1).

2. Customer Ratings Average [Copy, Design TBD]

- Display the averaged ratings of any submitted and approved customer reviews.
- If a rating (overall or attribute) has not been provided by any customer then do not display that rating. It is possible that the Overall Rating may need to be suppressed if it has not been populated in a submitted and approved customer review. See Alt. View: Partial Ratings for one possible example.
- 2a. The first rating displayed should be the “Overall Rating” for the product. Display static text label for rating. REMOVED PER BUSINESS
- 2b. Star Ratings (all) Display averaged rating for the rating category. Average this value from all ratings for this category of rating that have been submitted. In other words, if a customer submits a review and does not rate attribute 2 then do not include this non-rating when averaging the rating for attribute 2.

- Each rating image should be linked. TARGET of link is the Ratings Explanation Popup. NOT POSSIBLE AT THIS TIME
- If no Rating Score has been provided for any submitted and approved customer review then suppress display of this element. In other words, if nobody has rated the element corresponding to this rating, then do not display.
- Overall Rating is a required element and will always be populated.

- 2c. AVERAGED ATTRIBUTES REMOVED Additional attributes can be defined in the vendor tool and rated by the customer when submitting a review. Only the currently defined attributes should be displayed.
- Display the rating label as defined in the vendor system.
- There can be an unlimited number of attributes for rating, and we should reasonably plan for 3-5 attributes and their associated ratings.
- If no attribute Rating Score has been provided for a particular attribute in any submitted and approved customer review then suppress display of this element. In other words, if nobody has rated the element corresponding to this rating, then do not display.

2C. (CONTINUED)

- TOOL: Provide a way to suppress the display of the attribute ratings IN THIS MODULE at the template level (set by IDG) while still allowing the Overall Rating (2a) to be displayed.

3. Friend Recommendation Score [Copy, Design TBD] REMOVED

- Display the number of customers who indicated they would recommend this product to a friend (12 in this example).
- Then display the number of customers who responded to this question when writing their review (24 in this example). This is not the same number as the total number of reviews submitted and approved.
- If no recommendation answer has been provided for any submitted and approved customer review then suppress display of this element. In other words, if nobody has responded to this question when writing a review, then do not display.
- TOOL: Provide a way to suppress the display of the recommendation section at the template level (set by IDG).

4. Read Reviews Anchor Link [Copy, Design TBD]

- Provide a link to read reviews.
- TARGET of link should be an anchor to the Short Reviews Module 438.

5. Write Review Link [Copy, Design TBD]

- Display a link prompting the user to write a review, or possibly to write review or rate product.
- TARGET of link is Write Review Page.

6. No Reviews Copy & Link [Copy, Design TBD] REMOVED PER BUSINESS

- If no reviews have been submitted and approved then display text and a link inviting customers to write a review.
- TARGET of link is the Write Review Page

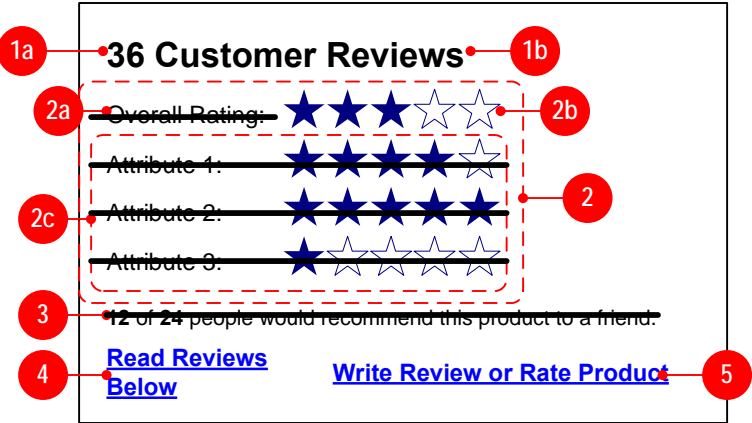
7. One Review Copy & Link [Copy, Design TBD] OUT OF SCOPE

- This text variant is needed because we do not display any reviews or ratings until at least two have been approved.
- If only one review has been submitted and approved then display text and a link inviting customers to write a review. This should NOT indicate that the user has the opportunity to write the very first review or rating.
- TARGET of link is the Write Review Page

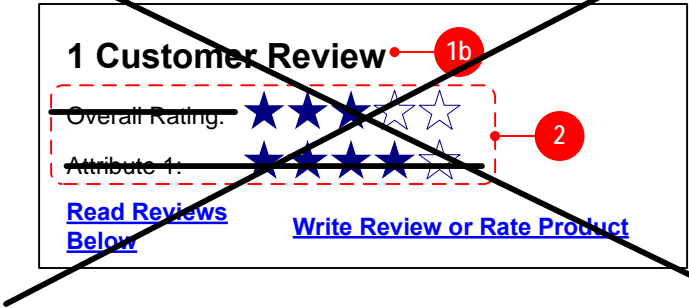
8. No Reviews Yet Written

- If no reviews have been submitted and approved then suppress display of module and display nothing.
- Collapse space entirely so that module does not take up any space.
- Do not display header elements 1a or 1b.
- Do not display links to read (4) or write (5) reviews.

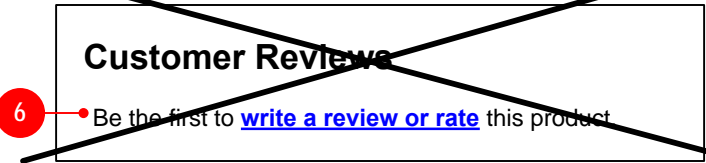
View 1: Overall & Attribute Ratings



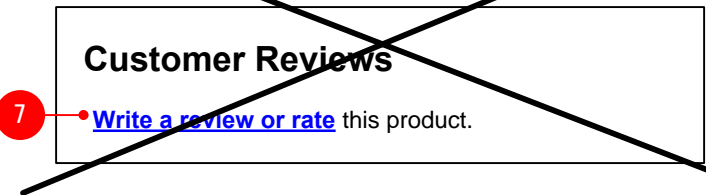
Alt. View: Partial Ratings



Alt. View: No Reviews Yet Written



Alt. View: 1 Review Written and approved (and not displayed)



VENDOR
development

Module Location on Layout Template

Location: Place 2 of CON_102
Height: Variable based on content
Width: Fixed – TBD in Design Spec
Additional Info: None

MAIN CONTAINER

CON_001

CON_102

Module 325

Single review will never be posted by itself

Alt. View: No Reviews Yet Written



Fusion Module: New

SIMILAR FUNCTIONALITY to Cross-Sell Module

This module is intended to work in a similar manner as the current Cross-Sell Module on the Item Page. The list of other items is to be assigned at the Item level.

1. Other Item Module title copy
 - Copy TBD in Copy Doc
 - Design TBD in Design Doc
 - The title for this module should be selectable at the item level.

2. Other Product Tile #1
 - The items displayed in this teaser are the first 2 items specified in it's corresponding module below on the page

2a. Thumbnail
 - Displays the Primary photo for the item in it's 60x60 thumbnail size
 - IF no thumbnail photo is available for item, then the "Sorry photo not available" graphic shows instead
 - The thumbnail image IS NOT a link

2b. Name
 - Design TBD in Design Doc
 - The name of the product should be taken from WCA_ITEM.ITEM_NAME
 - The product name should be a link
 - TARGET OF LINK is the item page for that item
 - Special Handling for Music Items, should display the artist name in addition to Album title

2c. Price
 - Design TBD in Design Doc
 - Data Source: WCA_ITEM.CURR_ITEM_PRICE
 - Special Handling for Rollback. Should display "Was:" price as well

2d. Customer Rating **[Copy, Design TBD]**
 - If this item is not elligible for customer reviews then suppress display of this element.
 - Display graphic corresponding to the averaged overall rating score for the product. Score should be averaged from all submitted and approved reviews.
 - If no reviews have been submitted and approved for product then display nothing and collapse space.
 - If possible, Link rating graphic, TARGET is Ratings Explanation Popup.
 - Each rating image should be linked. TARGET of link is the Ratings Explanation Popup.
 - Ideally a realtime rating for product should be inserted from vendor. Otherwise, the rating received in the previous feed should be used.

3. Other Product Tile #2
 - IF more than 1 items is selected in the tool, this tile will display the product information for the 2nd item
 - Appears and behaves like the Other Product Tile #1, with the 2nd item data

4. See more link
 - Copy TBD in Copy Doc
 - Design TBD in Design Doc
 - The Link may contain the title of the teaser, as selected at the item level, TBD in Copy Doc **REMOVED**
 - TARGET OF LINK is an anchor to the corresponding module lower on the page
- Module Location on Layout Template
- Location: Place 2 of CON_102
Height: Variable based on content
Width: Fixed – TBD in Design Spec
Additional Info: None
- MAIN CONTAINER
- CON_001
- CON_102
- Module 316
- WALMART
development
- Standard View:
- 1

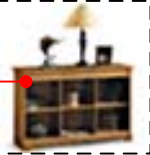
2

2a

3

4


Similar Items



[Sauder Storage Console in Caramel Birch Finish](#)

★★★★☆

\$68.74



[Sauder Storage Console in Caramel Birch Finish](#)

★★★★☆

\$68.74

[See more](#)

2b

2d

2c

Alternate View 1:

- If only 1 Similar item is specified

Similar Items

[Sauder Storage Console in Caramel Birch Finish](#)

★★★★☆

\$68.74

Alternate View 2:

- Two Similar items, one without ratings

Accessories

[Sauder Storage Console in Caramel Birch Finish](#)

\$68.74

[Sauder Audio Pier in Caramel Birch Finish](#)

★★★★☆☆

\$78.76

[See more below](#)

Fusion Module: Updated

SIMILAR FUNCTIONALITY to Cross-Sell Module & Accessories
This module is intended to work in a similar manner as the current Cross-Sell Module on the Item Page. The list of other items is to be assigned at the Item level.

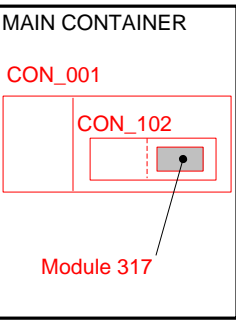
The “include in order” functionality is similar to the one that is currently found in the Accessories portion of the current Item Pages. If items are checked and the user clicks “Add to Cart” for the main item those items checked will also be added.

1. Other Item Module title copy
 - Copy TBD in Copy Doc
 - Design TBD in Design Doc
 - The title for this module should be selectable at the item level.
2. Other Product Tile #1
 - The items displayed in this teaser are the first 2 items specified in it's corresponding module below on the page
- 2a. Thumbnail
 - Displays the Primary photo for the item in it's 60x60 thumbnail size
 - IF no thumbnail photo is available for item, then the “Sorry photo not available” graphic shows instead
 - The thumbnail image IS NOT a link
- 2b. Name
 - Design TBD in Design Doc
 - The name of the product should be taken from WCA_ITEM.ITEM_NAME
 - The product name should be a link
 - TARGET OF LINK is the item page for that item
 - Special Handling for Music Items, should display the artist name in addition to Album title
- 2c. Price
 - Design TBD in Design Doc
 - Data Source: WCA_ITEM.CURR_ITEM_PRICE
 - Special Handling for Rollback. Should display “Was:” price as weel
- 2d. Include in order Checkbox and Copy
 - Design TBD in Design Doc
 - Copy TBD in Copy Doc
 - IF checkbox is selected, and when the user clicks the primary button (module #306) this item will be added to the user's cart as well as the main product being viewed
- 2e. Customer Rating [Copy, Design TBD]
 - If this item is not elligible for customer reviews then suppress display of this element.
 - Display graphic corresponding to the averaged overall rating score for the product. Score should be averaged from all submitted and approved reviews.
 - If no reviews have been submitted and approved for product then display nothing and collapse space.
 - If possible, Link rating graphic, TARGET is Ratings Explanation Popup.
 - Each rating image should be linked. TARGET of link is the Ratings Explanation Popup.
 - Ideally a realtime rating for product should be inserted from vendor. Otherwise, the rating received in the previous feed should be used.

3. Other Product Tile #2
 - IF more than 1 items is selected in the tool, this tile will display the product information for the 2nd item
 - Appears and behaves like the Other Product Tile #1, with the 2nd item data
4. See more link
 - Copy TBD in Copy Doc
 - Design TBD in Design Doc
 - TARGET OF LINK is an anchor to the corresponding module lower on the page

Module Location on Layout Template

Location:	Place 2 of CON_102
Height:	Variable based on content
Width:	Fixed – TBD in Design Spec
Additional Info:	None



WALMART
development


Standard View:

1

Accessories

2

2a



2b

Sauder Storage Console in Caramel Birch Finish

2e

★★★★☆


2c

\$68.74

2d

☐ Include in order

3



Sauder Audio Pier in Caramel Birch Finish

★★★★☆☆

\$78.76

☐ Include in order


4

See more below

Alternate View 1:

- If only 1 Similar item is specified

Accessories



Sauder Storage Console in Caramel Birch Finish

★★★★☆


\$68.74

☐ Include in order

Alternate View 2:

- Two Similar items, one without ratings


Accessories



Sauder Storage Console in Caramel Birch Finish

\$68.74

☐ Include in order



Sauder Audio Pier in Caramel Birch Finish

★★★★☆☆

\$78.76

☐ Include in order

See more below

Fusion Module: Existing

1. Horizontal Divider
 - Design TBD in Design Doc
2. Other Item Title Copy
 - Design TBD in Design Spec
 - Copy TBD in Copy Specs
 - The Title of the Module should be selectable when creating a Layout at the IDG Level. The creator of the Layout should have a limited selection of choices and no ability to enter a free form title. This list will be defined in the Copy Doc
 - Max character count should not be an issue, but to make sure this title does not exceed 1 line of copy
 - Additional copy may need to be written to support the functionality changes to this module.
3. Accessories Copy
 - Design TBD in Design Spec
 - Copy TBD in Copy Spec
 - The copy for this part of the Module should be supplied when creating a Layout at the IDG Level. This list will be defined in the Copy Doc and manually entered by the Layout creator.
 - By default this module will display the browse path to the shelf of the item being currently viewed.
 - Additional copy may need to be written to support the functionality changes to this module.
4. Other Item Tile

Design TBD in Design Doc

This module can display a maximum of 5 other products

By default this module will display the Top 5 items in the shelf of the item being viewed. This can be overwritten at the item level if a specific set of items are desired to be shown

4a. Item Photo
Displays the main Item photo in 60x60 version

4b Item Name
Displays the name of the Product
TARGET OF LINK goes to the Item Page for the item

4c. Item Price
Displays the Price for the item
IF the item is a Rollback special the Rollback item flag should display with the price
IF the item is a submap it will show the link to "Find Our Every Day Low Price", which links to the item page for that item

4d. Include in Order checkbox and Copy

- Copy TBD in Copy Doc
- The display for this part of the Module should be set with an attribute when creating a Layout at the IDG Level. The default value for this attribute should be ON (which is the current behavior).
- IF checkbox is selected when the Add to Cart button is clicked in the Primary Button module, the selected item(s) will be added to the user's order

4. Other Item Tile (continued)
- 4e. Item Flag Graphic
 - Design TBD in Design Docs
 - Uses the current item flag display logic for Cross sell modules
 - Displays the highest priority item flag only. Does not display multiple items flags.
- 4f. Customer Rating [Copy, Design TBD]

v4

 - Display graphic corresponding to the averaged overall rating score for the product. Score should be averaged from all submitted and approved reviews. If no reviews have been submitted and approved for product then display nothing and collapse space.
 - Link rating graphic, TARGET is Ratings Explanation Popup.
 - If item is not eligible for customer ratings then display nothing.
 - This section should be controlled by a global display timer which determines whether it displays or not. The timer status should superceed the customer reviews eligibility status.
5. Back to Top Link
 - TARGET OF LINK: Anchor link that takes the user back to the top of the page
 - Font size, color, and type face TBD in Design Spec
 - Copy TBD in Copy Spec
6. See More Items Link
 - TARGET OF LINK: TBD at IDG level with Item level override
 - Copy TBD in Copy Spec

Standard View:

1

2

3

4

4a

4b

4e

4f

4c

4d

6

5

Other Items...

Consider purchasing the following accessories for your this item for the complete solution.

512

Digital Media

512 MB Secure Digital Card

ITEM FLAG

★★★★☆☆

\$44.84

☐ Add to order

EDGE

EDGE 8-in-1 USB 2.0 Flash Card Reader

★★★★☆☆

\$19.84

☐ Add to order

2 Hour Charger Kit w/ 4 AA Rechargeable Batteries

ITEM FLAG

★★★★☆☆

\$16.82

☐ Add to order

Case Logic ES3 Camera Bag

ITEM FLAG

★★★★☆☆

\$9.88

☐ Add to order

Mini Tripod TR-036CL

★★★★☆☆

\$4.67

☐ Add to order

Alternate View (Include in Order checkbox turned OFF):

1

2

3

4

4a

4b

4e

4f

4c

6

5

Other Items...

Consider purchasing the following accessories for your this item for the complete solution.

512

Digital Media

512 MB Secure Digital Card

ITEM FLAG

★★★★☆☆

\$44.84

☐ Add to order

EDGE

EDGE 8-in-1 USB 2.0 Flash Card Reader

★★★★☆☆

\$19.84

☐ Add to order

2 Hour Charger Kit w/ 4 AA Rechargeable Batteries

ITEM FLAG

★★★★☆☆

\$16.82

☐ Add to order

Case Logic ES3 Camera Bag

ITEM FLAG

★★★★☆☆

\$9.88

☐ Add to order

Mini Tripod TR-036CL

★★★★☆☆

\$4.67

☐ Add to order

Module Location on Layout Template

Location: Inside Secondary Container

Height: Expandable

Width: Fixed – Entire width

Additional Info: None

SECONDARY CONT.

Module 426

- v4

1. Module title

• Static text that does not need to be configurable in the Tool.

• Should indicate that the reviews were written by customers.
2. Header line

• Needs to match existing item page conventions.
- v4

3. Module 438 Short Review Container

• If more than 1 review has been approved and posted then display this container which pulls in Content 438: Short Review from vendor.

• If fewer than 2 reviews have been approved and posted then suppress display of this element.

2.4

4. Top of Page link

• Should match existing wording on item page.

• TARGET of link is anchor at top of page.

v4

5. Pagination

• The look of this module should match the pagination used on the All Reviews pages.

• If more than 1 review has been approved and posted then display this element.

• If fewer than 2 reviews have been approved and posted then suppress display of this element.

• 5a. Display range and total number of reviews as passed from vendor.

• 5b. Display text link indicating that the user will get to see more reviews when clicked. TARGET of link is the All Reviews page.

• This link should have Omniture tags attached so we can track how many people read more reviews than on the item page.

v4

6. Write Review Link [Copy, Design TBD]

• If more than 1 review has been approved and posted then suppress display of this element.

• If fewer than 2 reviews have been approved and posted then display language and a link cordially inviting the user to write a review. TARGET of link is Write Review page.

Regular Version

1

Customer Reviews

2

3

5

4

Top of Page

5a

5b

Customer Reviews Content from Vendor

1 – 4 of 16 reviews

See all reviews

0-1 Reviews Posted Version

1

Customer Reviews

2

6

Be the first to rate or review this product.

4

Top of Page

WALMART

development

TOOL-MANAGED

New Item Page Module

1. Top Pagination [Copy, Design TBD] OUT OF SCOPE

- See Reviews Pagination page for detailed explanation of functionality
- Top pagination layout may differ from bottom pagination.
- See Pagination Page for full functionality explanation.

2. Write Review Link & Copy [Copy, Design TBD]

- Display copy and a link prompting the user to write a review, or possibly to write review or rate product.
- TARGET of link is Write Review Page.

3. Sort Reviews [Copy, Design TBD]

- 3a. Display a static, prominent text label for the sorting menu.
- 3b. Provide the ability for users to sort reviews in several ways, in the order indicated below. **Ideally implement in such a way so that menu does not flash when Primary Navigation is rolled over, and also insure ADA compliance.**
 - **Newest to Oldest:** Display the most recently approved review in the first review tile position, followed by the second-most-recent in the second tile, and so on. Ordering should be based on ALL approved reviews, not just the 4 reviews currently contained in this module.
 - **Ratings: Low to High:** Display the approved review with the lowest Overall Rating in the first review tile position, followed by the second-lowest Overall Rating in the second tile, and so on. Reviews with equal Overall Ratings should be displayed in order of Newest to Oldest. Ordering should be based on ALL approved reviews, not just the 4 reviews currently contained in this module.
 - **Ratings: High to Low:** Display the approved review with the highest Overall Rating in the first review tile position, followed by the second-highest Overall Rating in the second tile, and so on. Reviews with equal Overall Ratings should be displayed in order of Newest to Oldest. Ordering should be based on ALL approved reviews, not just the 4 reviews currently contained in this module.
 - **Voted Most Useful:** Display the approved review that has the highest usefulness score in the first review tile position, followed by the second-highest-usefulness score in the second tile, and so on. Reviews with equal usefulness scores should be displayed in order of Newest to Oldest. Ordering should be based on ALL approved reviews, not just the 4 reviews currently contained in this module. If no reviews have received a usefulness rating then display reviews in Newest to Oldest order.

4. Review Tiles [Copy, Design TBD]

- Display 4 reviews stacked from top to bottom in the sort order chosen by the user
- If no sorting method has been selected by the user, order the reviews with the **most recently written** and approved review in the top #1 position, followed by the second-most-recent in the #2 position, and so on.
- Review tiles will most likely be separated by a line or other visual element that would display between tiles but not above the top review tile or below the bottom review tile. This element will be created and decided by Design.
- See Review Tile pages for detailed contents of each review.

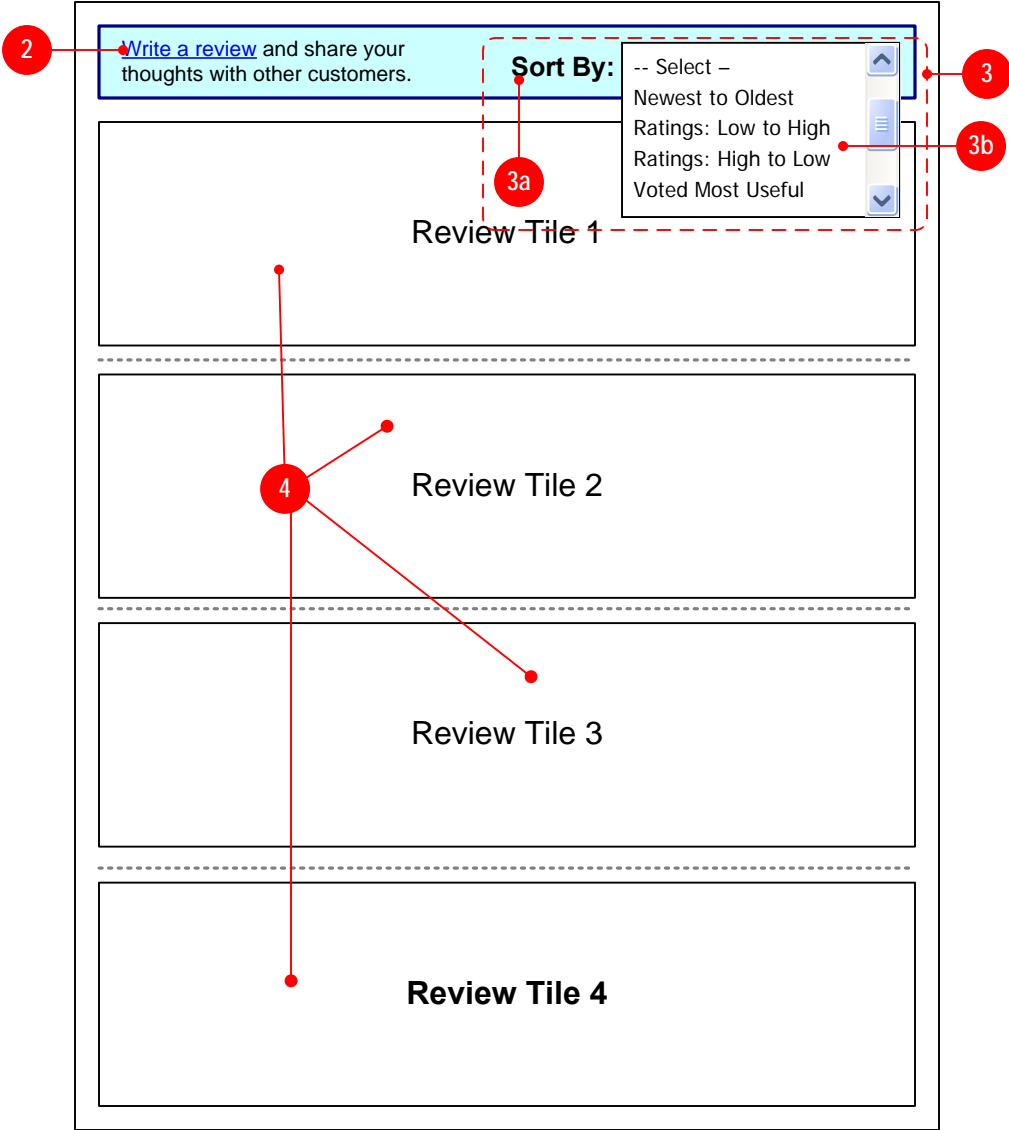
5. Bottom Pagination [Copy, Design TBD] MOVED TO WALMART SIDE

- See Reviews Pagination page for detailed explanation of functionality
- Top pagination layout may differ from bottom pagination.
- See Pagination page for full functionality explanation

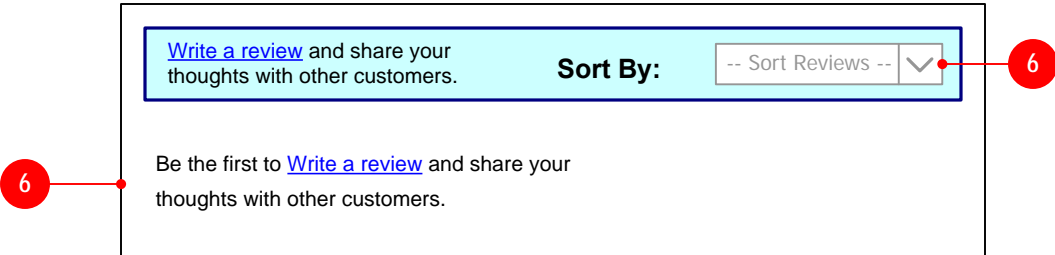
6. No Reviews Written [Copy, Design TBD]

- If no reviews or ratings have been posted, display a message prompting the user to write a review.
- If no reviews or ratings have been posted, disable the sort menu.

Reviews Module & Tiles



Alt View: No Reviews Written



VENDOR
development



New Contextual Help Popup

1. **Popup Header** [Copy, Design TBD]

- Display header image or text.
2. **Explanatory Text** [Copy, Design TBD]

- Explain that the top reviews on the page are an averaged rating.
 - Explain that ratings in reviews are specific to that review.
3. **Ratings Equivalence** [Copy, Design TBD]

- Show the correlation between a visual rating and a written equivalent.
 - Bear in mind that the Not Yet Rated indicator only appears on S3000 Shelves, S3030 Media Shelves, the Browse pages, and Search pages. **REMOVED PER BUSINESS**


4. **Close Window Button** [Copy, Design TBD]

- When clicked, close the window.

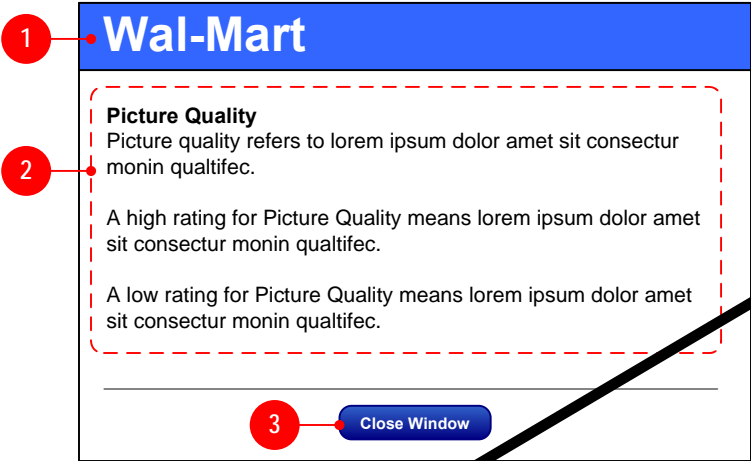
Contextual Help (Fusion) Popup



New Contextual Help Popup

- 1. **Popup Header** [Copy, Design TBD]
 - Display header image or text.
- 2. **Explanatory Text** [Copy, Design TBD]
 - Explain the meaning of the specific attribute that was clicked to spawn this popup.
- 3. **Close Window Button** [Copy, Design TBD]
 - When clicked, close the window.

Contextual Help (Fusion) Popup



OUT OF SCOPE

New Fusion Module

This module has the same functionality of Module 438 for the item page, except that it will show 20 reviews per page, instead of 4 reviews.

1. Top Pagination [Copy, Design TBD] OUT OF SCOPE
- See Reviews Pagination page for detailed explanation of functionality
 - Top pagination layout may differ from bottom pagination.
 - See pagination page for full explanation of functionality.

2. Write Review Link & Copy [Copy, Design TBD]
- Display copy and a link prompting the user to write a review, or possibly to write review or rate product.
 - TARGET of link is Write Review Page.
 - IF this module is displayed on the All User Reviews page then suppress this element.**

3. Sort Reviews [Copy, Design TBD]
- 3a.** Display a static, prominent text label for the sorting menu.
 - 3b.** Provide the ability for users to sort reviews in several ways, in the order indicated below. **Ideally implement in such a way so that menu does not flash when Primary Navigation is rolled over, and also insure ADA compliance.**
 - Newest to Oldest:** Display the most recently approved review in the first review tile position, followed by the second-most-recent in the second tile, and so on. Ordering should be based on ALL approved reviews, not just the 4 reviews currently contained in this module.
 - Ratings: Low to High:** Display the approved review with the lowest Overall Rating in the first review tile position, followed by the second-lowest Overall Rating in the second tile, and so on. Reviews with equal Overall Ratings should be displayed in order of Newest to Oldest. Ordering should be based on ALL approved reviews, not just the 4 reviews currently contained in this module.
 - Ratings: High to Low:** Display the approved review with the highest Overall Rating in the first review tile position, followed by the second-highest Overall Rating in the second tile, and so on. Reviews with equal Overall Ratings should be displayed in order of Newest to Oldest. Ordering should be based on ALL approved reviews, not just the 4 reviews currently contained in this module.

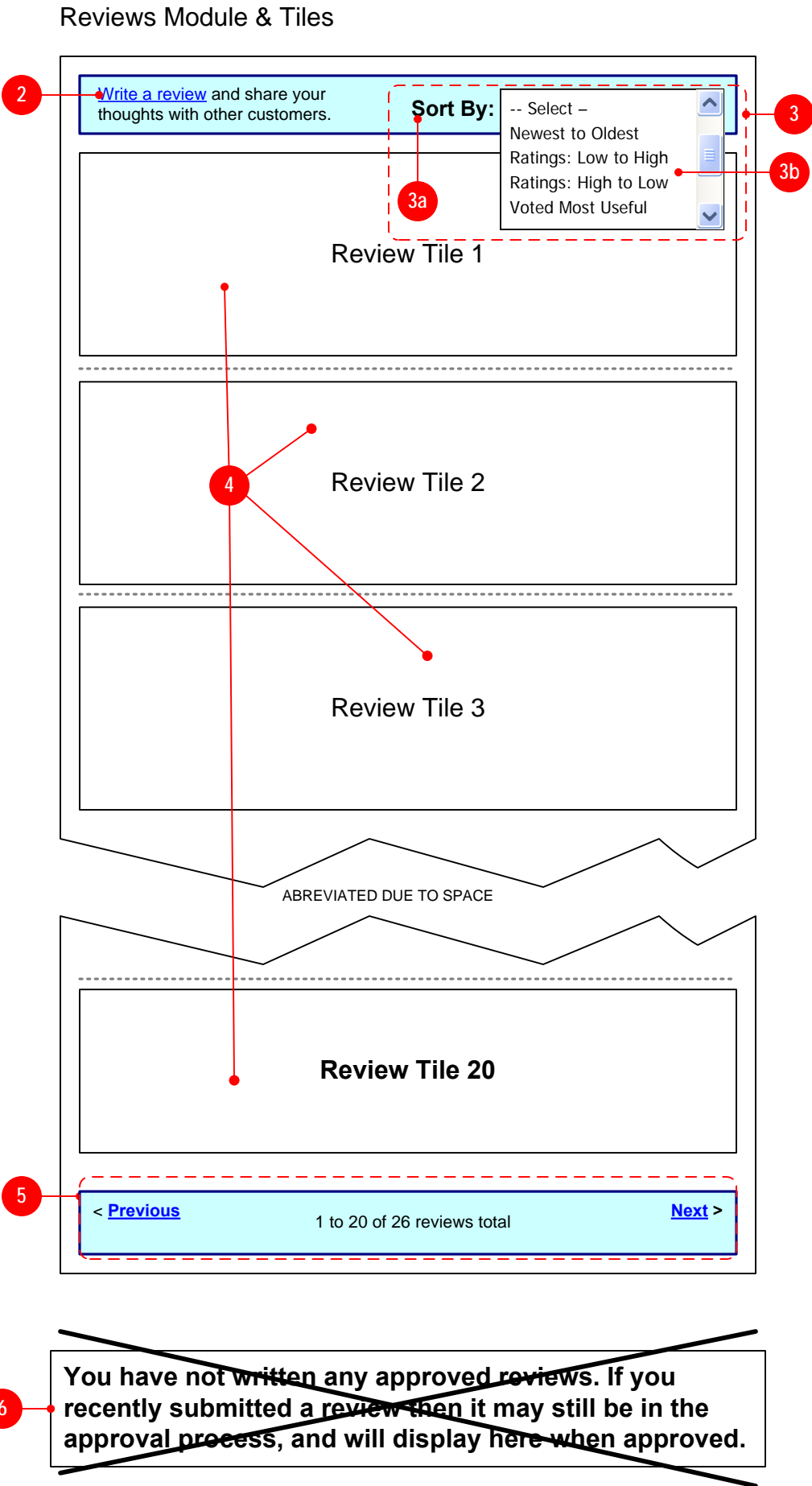
3. Sort Reviews (continued)
- Voted Most Useful:** Display the approved review that has the highest usefulness score in the first review tile position, followed by the second-highest-usefulness score in the second tile, and so on. Reviews with equal usefulness scores should be displayed in order of Newest to Oldest. Ordering should be based on ALL approved reviews, not just the 4 reviews currently contained in this module. If no reviews have received a usefulness rating then display reviews in Newest to Oldest order.

4. Review Tiles [Copy, Design TBD]
- Display 20 reviews stacked from top to bottom in the sort order chosen by the user
 - If no sorting method has been selected by the user, order the reviews with the **most recently written** and approved review in the top #1 position, followed by the second-most-recent in the #2 position, and so on.
 - Review tiles will most likely be separated by a line or other visual element that would display between tiles but not above the top review tile or below the bottom review tile. This element will be created and decided by Design.
 - See Review Tile pages for detailed contents of each review.

5. Bottom Pagination [Copy, Design TBD]
- See Reviews Pagination page for detailed explanation of functionality
 - Top pagination layout may differ from bottom pagination.
 - See Pagination Page for full explanation of functionality.

6. No Reviews Copy (CONDITIONAL X5020 DISPLAY) OUT OF SCOPE
- If no reviews exist for the user in the case where this module is used on the All User Reviews Page, which could only occur if the user has clicked on the “See all my reviews” link from My Account, then display text informing user that they have not written any approved reviews.

VENDOR development

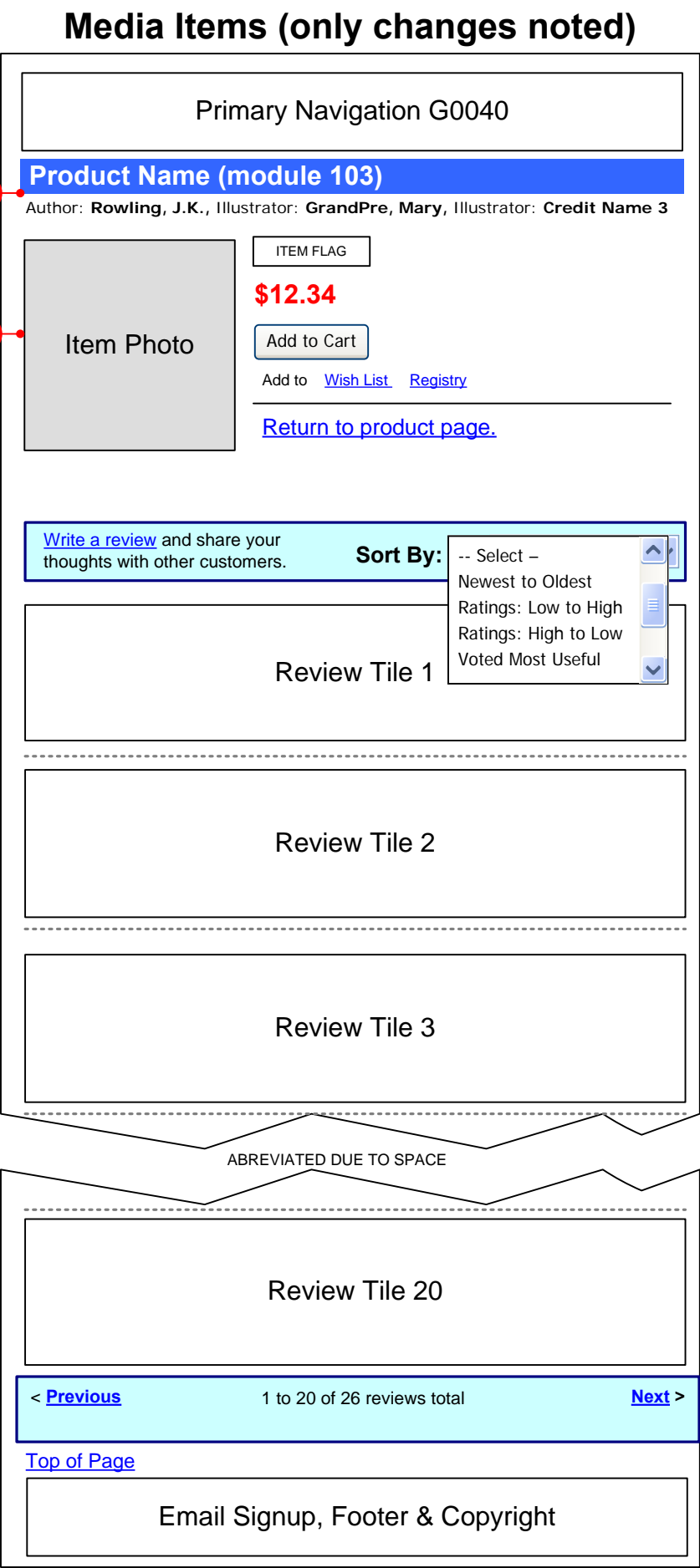
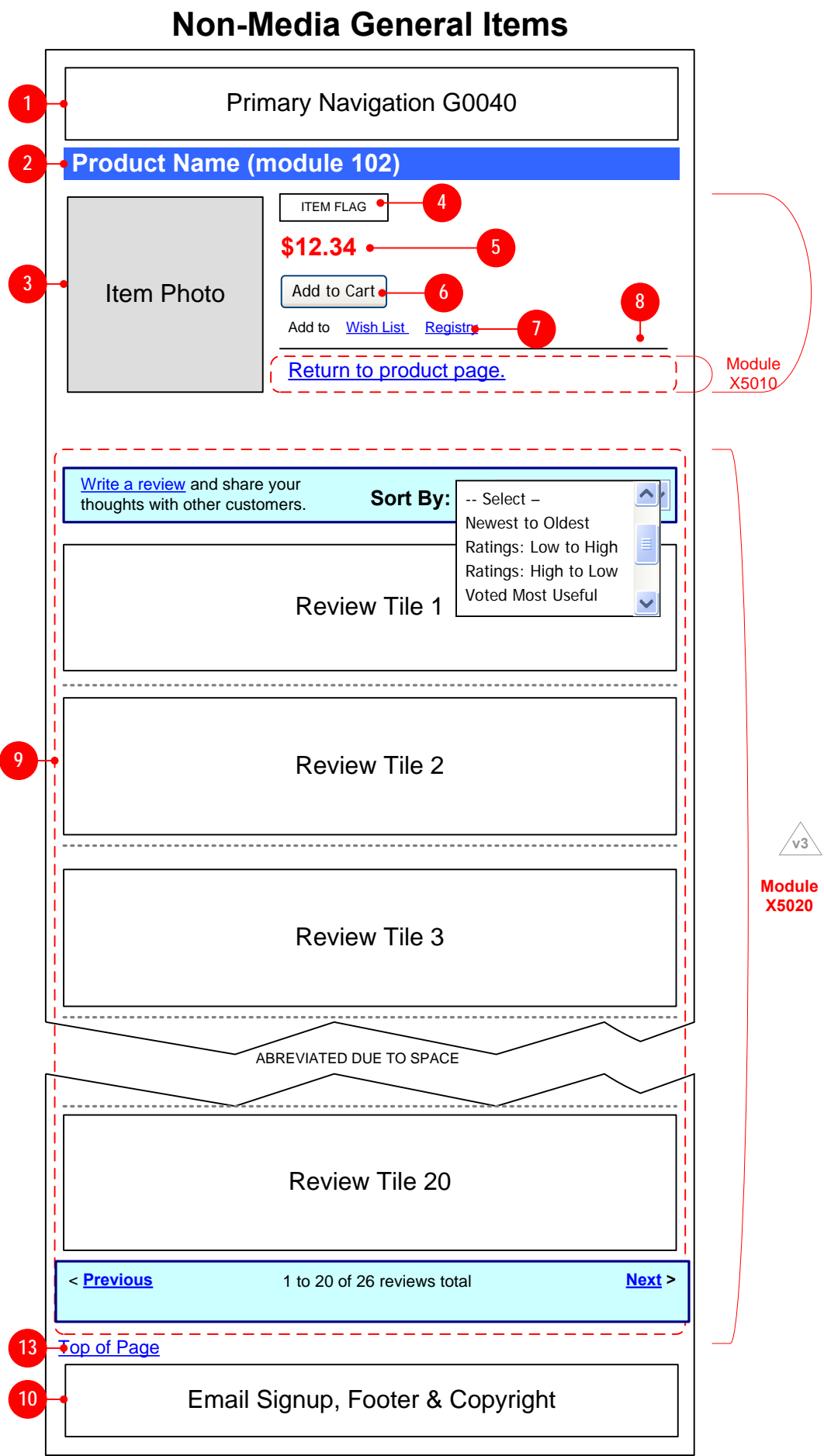


Continued Reviews Templates

A new fusion page will need to be created to accommodate this template.

New container modules may be required to build this page.

1. Module G0040 – Primary Navigation
2. Item Page Module 102 – Product Name
3. Item Page Module 201 – Large Item Photo (215 x 215)
4. Item Page Module 301 – Product Flags
5. Item Page Module 305 – Pricing Information
6. Item Page Module 306 – Primary Buttons
7. Item Page Module 308 – Secondary Buttons
8. Module X5010 – Return to Page (NEW MODULE)
9. Module X5020 – Paginated Reviews (NEW MODULE)
 - Create container module to pull vendor content.
10. Module H4005 – Email Signup, Standard Footer and Copyright Notice
11. Item Page Module 103 – MediaProduct Name
12. Item Page Module 202 – Large Item Photo (150 x 150)
13. Back to Top Anchor Link
 - Display text to match usage on item pages and other areas of the site.
 - TARGET of link is the top of the page.



Continued Reviews Templates (continued)

ONLY DIFFERENCES FROM THE PREVIOUS PAGE ARE NOTED.

1. Item Page Module 306 – Primary Buttons
- This is the same module used for Non-Media General and Media items. The variant dropdown is built into the module.
2. Buttons are not displayed for multi-variant items.

Primary Navigation G0040

Product Name (module 102)

Item Photo

ITEM FLAG

\$12.34

Select Size

Add to Cart

Add to [Wish List](#) [Registry](#)

[Return to product page.](#)

[Write a review](#) and share your thoughts with other customers.

Sort By: -- Select –
Newest to Oldest
Ratings: Low to High
Ratings: High to Low
Voted Most Useful

Review Tile 1

Review Tile 2

Review Tile 3

ABREVIATED DUE TO SPACE

Review Tile 20

< [Previous](#)

5 to 24 of 26 reviews total

[Next](#) >

[Top of Page](#)

Email Signup, Footer & Copyright

Primary Navigation G0040

Product Name (module 102)

Item Photo

ITEM FLAG

\$12.34

[Return to product page.](#)

[Write a review](#) and share your thoughts with other customers.

Sort By: -- Select –
Newest to Oldest
Ratings: Low to High
Ratings: High to Low
Voted Most Useful

Review Tile 1

Review Tile 2

Review Tile 3

ABREVIATED DUE TO SPACE

Review Tile 20

< [Previous](#)

5 to 24 of 26 reviews total

[Next](#) >

[Top of Page](#)

Email Signup, Footer & Copyright

Content TBD and will be decided later.

3.5

This page is hosted by vendor

1. Wal-Mart logo
2. Print This Page icon and link
3. Bar (visual element)
4. Large Item Photo (150 x 150).
5. Product Name
6. Item Search Description.
7. Button link which allows user to get to the product page about which these reviews are written. Since users will be arriving at this page from an offsite search engine (ex: Google) it may be a good to phrase this link to indicate it is a path to find out more information about the product, since only the photo is shown.
8. This module should use the same design, copy and functionality as Content X5020 (detailed on a separate page).
- EXACT CONTENTS & LAYOUT UNKNOWN
- 4.3
- v3

For All Item Types

1

WAL-MART

2

Print this page

3

4

Item Photo

5

Product Name

6

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod tempor incididunt ut.

7

Product Details

8

Sort By:

-- Select --
Newest to Oldest
Ratings: Low to High
Ratings: High to Low
Voted Most Useful

Review Tile 1

Review Tile 2

Review Tile 3

ABREVIATED DUE TO SPACE

Review Tile 20

< Previous1 to 24 of 26 reviews totalNext >

7

Product Details

VENDOR

development

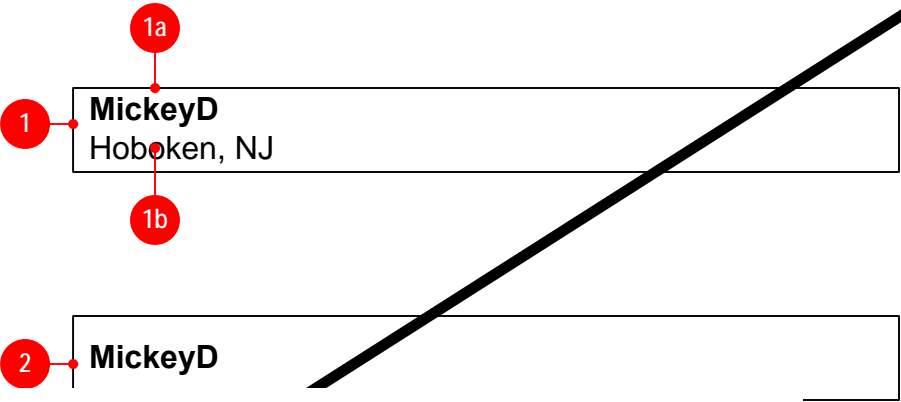
Content for New Module X5011

1. All Content Populated for User Profile

- 1a. User Nickname
- Display the same user nickname as submitted for the review whose link was clicked on to arrive at the All User Reviews page.
 - If nickname was not populated then display a generic label as shown in 3 below.
- 1b. User Location
- Display the same user location as submitted for the review whose link was clicked on to arrive at the All User Reviews page.
 - If Location was not populated then display nothing.

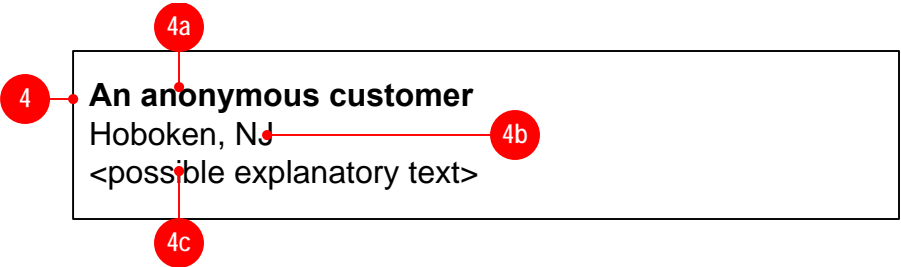
2. Only User Nickname Submitted

- Display the same user nickname as submitted for the review whose link was clicked on to arrive at the All User Reviews page.



Part of My Reviews Popup

- user has submitted the reviews on the page
- 4b.** Display the same user location as submitted for the review whose link was clicked on to arrive at the All User Reviews page.
 - 4c.** Additional text other than the generic label may be required to explain this concept.



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New Fusion Module

This module allows the user to return to the previous page in the flow which ended on the page with this module via a link displaying conditional text based on the kind of previous page.

1. Return to Product Page [Copy, Design TBD]

If user has come from a product page to the page containing this module then display link for “return to product page”.

TARGET of link is the product page from which they originated as indicated in diagram.

2. Return to My Account [Copy, Design TBD]

If user has come from the My Account page to the page containing this module then display text for “Return to My Account” link.

TARGET of link is the My Account page for user. OUT OF SCOPE

Indicates an X5010 link going from the page where it resides to its target.

Product Page

All Reviews

Write Review Login

Write Review

Preview Review

Thanks

Return to Product Page

R2 OUT OF SCOPE

R2 OUT OF SCOPE

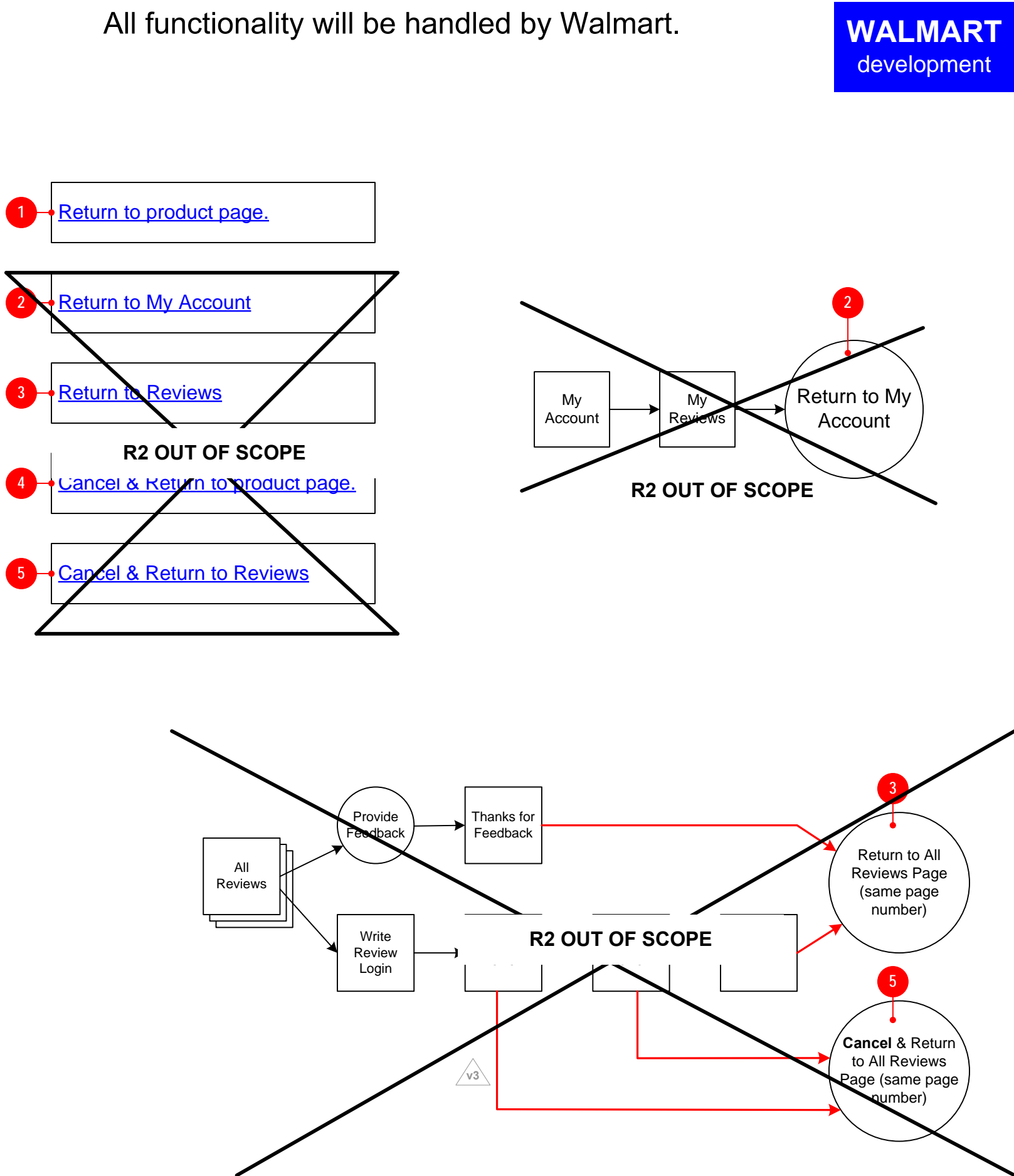
3. Return to Reviews [Copy, Design TBD]
- If user has come from an All Reviews Page or My Reviews page to the page containing this module then display text for “return to reviews” link.

IF previous page is the All Reviews Page, then TARGET of link is the All Reviews Page they previously viewed (same pagination location).

IF previous page is the All User Reviews page, then TARGET of link if the All User Reviews Page they previously viewed (same pagination location). OUT OF SCOPE
4. Cancel & Return to Product Page [Copy, Design TBD] OUT OF SCOPE
- If user has come from a product page to the page containing this module then display link for “cancel and return to product page”. Text needs to communicate to the user that they are discarding/cancelling the review they are writing and will return to the page indicated above.

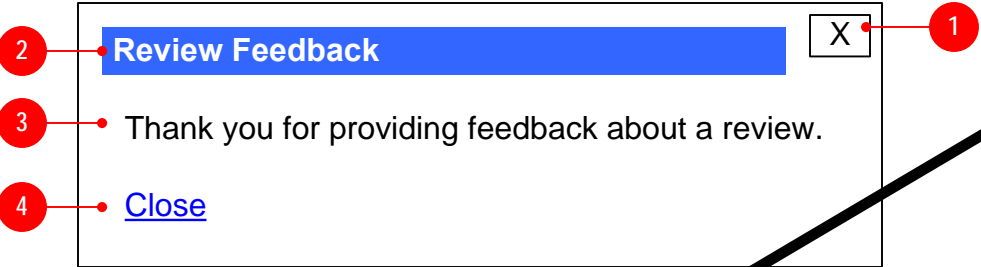
TARGET of link is the product page from which they originated as indicated in diagram.
5. Cancel and Return to Reviews [Copy, Design TBD] OUT OF SCOPE
- If user has come from an All Reviews Page to the page containing this module then display text for “cancel and return to reviews” link. Text needs to communicate to the user that they are discarding/cancelling the review they are writing and will return to the page indicated above.

TARGET of link is the All Reviews Page they previously viewed (same pagination location).



This Overlay is triggered by clicking a “Was this review helpful?” link or the “Report Inappropriate content link”.

1. Close Overlay Box
- Display an “X” box to provide a means for user to close the overlay window. ACTION when clicked is to close the overlay.
2. Page Title G001 [Copy, Design TBD]
- Display Page Title G001 with wording to inform user that they have submitted feedback about a review.
3. Custom Full Width Module X5300 [Copy, Design TBD]
- Display static text informing the user that they have successfully submitted feedback about a review.
4. Close Overlay Link [Copy, Design TBD]
- Provide link to close the overlay window. ACTION of link is to close the overlay.



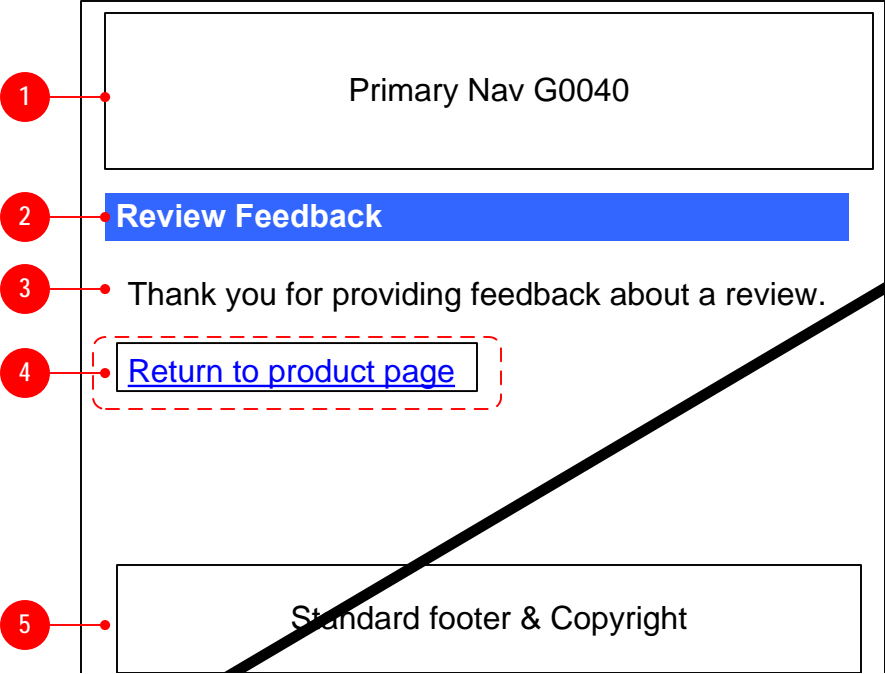
VENDOR
development

OUT OF SCOPE

VENDOR
development

This page is triggered by clicking a “Was this review helpful?” link or the “Report Inappropriate content link”.

1. Primary Navigation G0040 **[Copy, Design TBD]**
- Display Primary Navigation G0040
2. Page Title G001 **[Copy, Design TBD]**
- Display Page Title G001 with wording to inform user that they have submitted feedback about a review.
3. Custom Full Width Module X5300 **[Copy, Design TBD]**
- Display static text informing the user that they have successfully submitted feedback about a review.
4. Return to Page X5010 **[Copy, Design TBD]**
- Link wording and target should follow logic specified in X5010 wireframes pag
5. Footer & Copyright **[Copy, Design TBD]**
- Display standard footer and copyright text



Handled by Write Review Template
See Content X5000 Variants for
specific content.

1. Customer Reviews Section [Copy, Design TBD]
- This section should conditionally display if the user has at least one approved review posted on the site.

If this section displays, always display it after the Online Services section and above the conditional Site to Store section.

2. Section Label [Copy, Design TBD]
- Display a label for the Customer Reviews section.

3. Read Reviews Link [Copy, Design TBD] Out of Scope
- Display a link to “read all my reviews”.

TARGET of link is All User Reviews page

2.4

4. Opt Out of Review Request Emails [Copy, Design TBD]
- Display a link to allow users to opt out of receiving the emails which invite them to write a review after placing an order.

TARGET of link is Review Email Opt Out Page.

5. Opt Out of Review Request Emails Link [Copy, Design TBD]
- Display a link in the Your Account menu header.

TARGET of link is Review Email Opt Out Page

6. User Profile Link [Copy, Design TBD] OUT OF SCOPE
- Display a link to BazaarVoice’s User Profile Page.

TARGET of link TBD

Whether Target loads in same window or launches in a popup is TBD.

Whether or not content on the User Profile Page is editable is TBD.

4.1

WALMART®

Welcome back, Kevin. Not Kevin? [Sign out.](#)

[Cart](#)

[My Account](#)

[Track Order](#)

[Help](#)

[Registry](#)

[Wish List](#)

[Gift Cards](#)

Apparel

Baby

Electronics

Entertainment

Home

Jewelry

Pharmacy

Photo

Sports

Toys

In Stores Now

SEARCH

Entire Site

FOR

FIND

See all [departments](#)

Your Account

Main Menu

[Purchase History](#)

[Optical Online History](#)

[Pharmacy Online History](#)

[Return an Item](#)

[Music Downloads Purchase History](#)

[Payment Method Information](#)

[Address Book](#)

[Change name, email and password](#)

[View Gift Card Balance](#)

[Newsletter Email Preferences](#)

[Photo Center Account](#)

[Gift Registry](#)

[Customer Reviews Emails](#)

Welcome to Your Account at Walmart.com! From this page, you can view your Order History, make changes to your Account Information and manage your Personal Services.

CONTINUE SHOPPING

in Electronics

Order History

[Purchase History](#)

[Optical Online History](#)

[Pharmacy Online History](#)

[Return an Item](#)

[Music Downloads Purchase History](#)

Account Information

[Payment Method Information](#)

[Address Book](#)

[Change Name, Email and Password](#)

[View Gift Card Balance](#)

[Your Trial Offers](#)

[Manage Online Newsletter Subscriptions](#)

Online Services

[Photo Center Account](#)

[Gift Registry](#)

Customer Reviews

[Stop Sending Me Email](#)

[Read all my reviews](#)

[See My User Profile](#)

Site to Storesm

[Add/Edit Pickup Person](#)

Online Help

If you have questions about any account features, please visit our [Online Help](#).

[Security & Privacy](#)

[Terms of Use](#)

[Wal-Mart Credit Cards](#)

[Join Our Affiliate Program](#)

[Site Directory](#)

[Store Finder](#)

[Working Families for Wal-Mart](#)

[About Walmart.com](#)

[Careers at Walmart.com](#)

[Wal-Mart Associates](#)

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- User Profile Page [Copy, Design TBD]
- Which company hosts the User Profile Page is TBD.
 - Information exchange needs between Walmart and vendor TBD.
 - Whether page loads in same window or launches in a popup is TBD.
 - Whether page requires a new container or requires a secure connection is TBD.
 - Whether or not content on the User Profile Page is editable is TBD.

Unknown Content

OUT OF SCOPE

User Profiles Open Issues

6-8-2007

Overview: Several meetings will be required to adequately understand and implement feature.

User Experience & Use Cases

1. Unknown proposed experience and workflow from vendor. No documentation received.
2. Use cases have not been fully explored
3. Unknown flows for errors
4. Unknown nickname change frequency allowed.
5. Unknown ways to communicate nickname change frequency allowed.
6. Unknown locking mechanism and communication, if nickname is attempted to be changed too frequently.
7. What if frequency is short and user makes a mistake in entering and saving new nickname? How do we handle that scenario?
8. If the nickname change frequency changes after launch and requires communication changes, how will we handle?

User Profile Page

1. New template page, previously undocumented.
2. Which parts are hosted by Walmart vs. vendor? (There was a lot of back and forth on this question for each R2 template.)
3. Unknown mechanism and experience for changing nickname.
4. Unknown layout and communication experience needs for changing nickname
5. No layout changes allowed according to vendor. Proposed layout unknown.
6. What is the experience when user saves?
7. What are the technical issues on our side?
8. What conditional elements do we need to build into the template (copy, design, links, etc.)?
9. Unknown how the users "monitor status" of nickname validation on Profile Page. (A possibility according to vendor.)
10. Does "review edit/addendum...for September release" affect this page?

Other Pages

1. Write Review (Submission) page needs link and text to explain and allow changing nickname.
2. Do we need to change anything about how we are using or not using nicknames in our emails?
3. How and why does public profile page ("See My Reviews") link to private User Profile Page? (Mentioned by vendor)

Other Issues

1. Page is not secure. Does this create issue when coming from the secure Your Account page?
2. Need forced login if URL to a user's editable profile is hacked, and validation that login credentials match profile owner.

UNKNOWN

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development

1. Page Title [Copy, Design TBD]

•

Display page title.
2. Change Email Address Message, Link [Copy, Design TBD]

•

Display text explaining that the user can change her email address.

•

Display link to allow them to change their email address. TARGET of link is the Change Name, Email and Password page.
3. Email Address [Copy, Design TBD]

•

Display a label and the customer’s email address.
4. Explanatory Text [Copy, Design TBD]

•

Display text which explains the nature of the Customer Reviews emails being sent.
5. Subscription Change Header [Copy, Design TBD]

•

Display question or label prompting the user to select whether they want to receive the email.
6. Radio Buttons [Copy, Design TBD]

•

Display positive (subscribe) and negative (unsubscribe) radio button options.

•

The radio buttons should default to the current status for this customer.

•

Label each option appropriately to match the Subscription Change Header
7. Submit Button [Copy, Design TBD]

•

Display button allowing the customer to submit the information.

•

Allow customer to submit form even if there is no change to the subscription status.

•

When the form is submitted, update the customer database to reflect this preference.

•

If she has chosen to not subscribe then cease sending these emails to her as soon as possible.
8. Cancel Link [Copy, Design TBD]

•

Display link allowing customer to back out of this page.

•

TARGET of link is the Your Account page.

v3
- WAL★MART®

Welcome back, Kevin. Not Kevin? Sign out.

Cart

My Account

Track Order

Help

Registry

Wish List

Gift Cards

Apparel

Baby

Electronics

Entertainment

Home

Jewelry

Pharmacy

Photo

Sports

Toys

In Stores Now

SEARCH

Entire Site

FOR

FIND

See all departments

Your Account

Main Menu

Purchase History

Optical Online History

Pharmacy Online History

Return an Item

Music Downloads

Purchase History

Payment Method Information

Address Book

Change name, email and password

View Gift Card Balance

Newsletter Email Preferences

Photo Center Account

Gift Registry

Customer Reviews Emails

Customer Reviews Email Options

To change your email address, visit [Change Name, Email and Password](#).

The email address for your account is: Mr.Guacamole@gmail.com.

When you purchase items from Walmart.com we will remind you to write a review for the products you have purchased. Below you can choose whether or not you wish to receive these emails.

Do you want to subscribe to the Customer Review reminder emails?

Yes

No

Submit

[Cancel and return to Your Account](#)

Security & Privacy

Terms of Use

Wal-Mart Credit Cards

Join Our Affiliate Program

Site Directory

Store Finder

Working Families for Wal-Mart

About Walmart.com


Careers at Walmart.com

Wal-Mart Associates

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development

1. Page Title **[Copy, Design TBD]**
- Display page title.
2. Confirmation Message **[Copy, Design TBD]**
- Display text confirming that their preferences have been saved.
3. Email Address **[Copy, Design TBD]**
- Display a label and the customer's email address.
4. Subscription Status **[Copy, Design TBD]**
- Display a label and the customer's subscription status which was just submitted.
 - Label and status should be similar to the wording on the Opt Out Page
5. Back to Customer Reviews Prefs **[Copy, Design TBD]**
- Display text and a link allowing the user to return to the Customer Reviews Email Preferences.
 - TARGET of link is the Email Opt Out Page
6. Disclaimer **[Copy, Design TBD]**
- Display text which sets the customer's expectation about how soon the change will take effect.



Welcome back, Kevin. Not Kevin? [Sign out.](#)
[Cart](#) | [My Account](#) | [Track Order](#) | [Help](#)
[Registry](#) | [Wish List](#) | [Gift Cards](#)

Apparel ▾ | Baby ▾ | Electronics ▾ | Entertainment ▾ | Home ▾ | Jewelry ▾ | Pharmacy ▾ | Photo ▾ | Sports ▾ | Toys ▾ | In Stores Now ▾

SEARCH FOR [See all departments](#)

Your Account

[Main Menu](#) | [Purchase History](#) | [Optical Online History](#) | [Pharmacy Online History](#) | [Return an Item](#)
[Music Downloads](#) | [Purchase History](#) | [Payment Method Information](#) | [Address Book](#) | [Change name, email and password](#)
[View Gift Card Balance](#) | [Newsletter Email Preferences](#) | [Photo Center Account](#) | [Gift Registry](#) | [Customer Reviews Emails](#)

Customer Reviews Email Options

Thank you! Your Customer Reviews Email preferences have been saved.

Email Address:
Mr.Guacamole@gmail.com

Customer Reviews Emails:
No subscriptions

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SHELF 3 COLUMN DISPLAY MODULE S3000

NEW MODULE BASED ON EXISTING FUNCTIONALITY

Module must be able to display items, multi-items and bundles tiles in three columns, with an initial load of 24 per page, with a max of 48 if the user selects that option. Items will populate until all tiles are filled. If fewer items populate, table structure remains fixed. Tiles do not expand to fill space.

Data elements displayed on the page are based on tool level settings. All tiles will display with the set of data elements.

PRIORITY DISPLAY LOGIC

Use the following display logic:

- 1. Items are displayed in order of sequence as set in the tool (until the user sorts the items per the Sorting functionality)
- 2. Items that are Retired are not displayed.
- 3. Items that are Out-Of-Stock are not displayed

NEW TILE AND FUNCTIONALITY

ITEM, MULTI-ITEM, BUNDLE META DATA AND CONTROLS TILE

Base tile for Product Display module. Logic defined here is reproduced in all tiles in the zone.

1. ITEM MAIN PHOTO [LAYOUT TBD]

- Displays the first (hero) image of the item, multi-item, or bundle being viewed
- Size & Extension of the Photo to be displayed here is configurable in the Tool. The user can specify to use a regular Square image, or a Vertical Solution Image (for apparel solution shelves)
- Photo sizes is TBD
- The photo itself is a link without border.
- TARGET OF LINK: Item page for item, MIIP for Multi-Items, and Bundle page for Bundles

2. MI SPECIAL VALUE RIBBON [LAYOUT TBD | COPY TBD] ELEMENT REMOVED

- Displays the special value ribbon of a multi-item item, if one is defined. Otherwise, this section collapses.
- Design TBD

3. QUICK VIEW BUTTON [LAYOUT TBD]

- Design TBD
- This element is conditional; if it is detected that technology is not available to support the quick view overlay, this link is suppressed, requiring the customer to access the item page for more product information.
- This button is also suppressed for Multi-Items, Bundles, Tires, and Optical items.
- TARGET OF BUTTON: Launches the quick view overlay on top of this module/page

4. DYNAMIC ITEM NAME [LAYOUT TBD | COPY TBD]

- Displays the item, multi-item, or bundle name short name.
- TARGET OF LINK: Item page for item, MIIP for Multi-Items, and Bundle page for Bundles

5. ITEM PRICE [LAYOUT TBD | COPY TBD]

- The manner in which the price is displayed is controlled at the item level in the tool, and is selected in the PRICE DISPLAY CODE pulldown menu in the Item Detail – General tab:

Regular Price	\$9.99
Price Range	\$9.99 - \$14.99
Clearance	\$9.99
	Was \$12.99
Dare to Compare	Our Price: \$9.99
	Was: \$12.99
Sub Map	List: \$12.99
	Our Price: Find our Every Day Low Price
	To see our price, add this item to your cart. You can remove it from your cart later.
Media Value	List: \$18.84
	Our Price: \$14.84
	You Save \$4.00 (21%)
Out of Stock	\$14.84
Preorder	[price display]
	Preorder Price Guarantee!
Rebate Price	Before Rebate: \$129.99
	Rebate: \$25
Bundle Price	\$199.99
Bundle Price (configurable)	From \$199.99
MI Price	Price Varies by Selection

6. ITEM DESCRIPTION [LAYOUT TBD | COPY TBD]

- Is configurable in the Tool, to select which, if any information is to be displayed additionally for item on a particular shelf
- The following option are available:
 - a. Selected Name Value Pairs
 - b. Search Description
 - c. None

7. ITEM FLAG [LAYOUT TBD]

- Displays the highest priority item flag for the item.
- If no item flag, the element collapses vertically

Continued on next page

Module Location on Layout Template

Location:

Section 2 of L0001

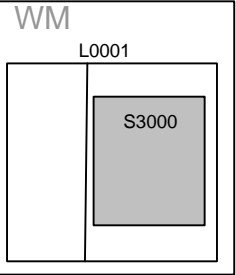
Height:

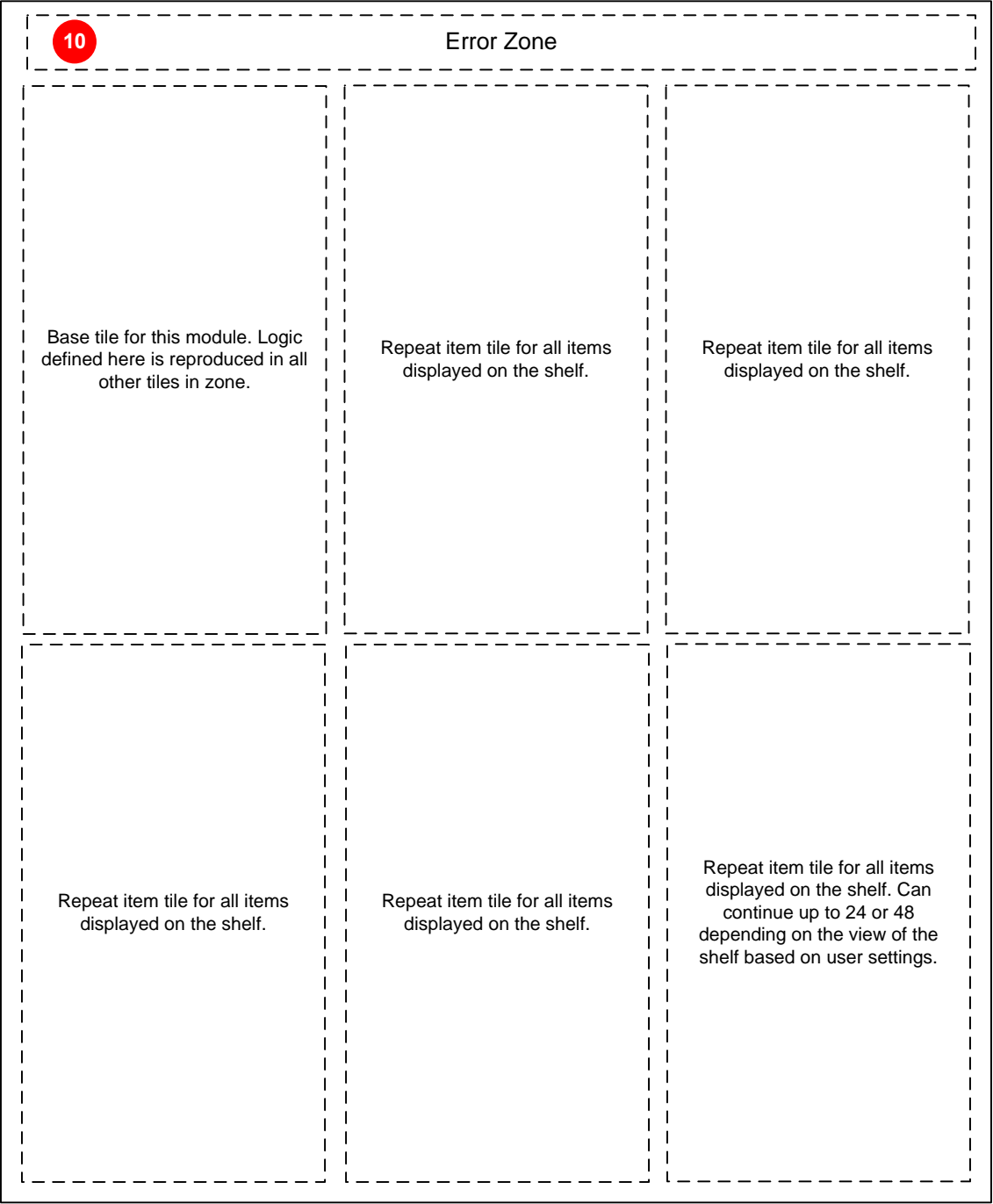
Expandable

Width:

Fixed – entire width

Additional Info:







SHELF 3 COLUMN DISPLAY MODULE S3000 CONT'D

7. PRIMARY SELECTION BUTTON [LAYOUT TBD | COPY TBD]

- **Add to Cart** displays for most items, unless a special condition triggers another version (see below).
On click, adds a quantity of one item to cart.
TARGET OF LINK: Cart page cart.gsp
- **Preorder** displays for items not yet released or available.
Clicking this button adds the item to the cart in the same manner as “Add to Cart”; however, special messaging is provided in the Shipping/Availability module and in the Cart.
TARGET OF LINK: Cart page cart.gsp
- **Select Options** displays for items with variants that must be selected prior to adding to cart, as well as MII, and Bundles.
On click, displays item page with variant selectors.
TARGET OF LINK: item page for item
- **Select** displays for Optical and Tire items
On click, displays item page with appropriate selection mechanism.
TARGET OF LINK: item page for Optical or Tire item
- **Out of stock/unavailable** items do not display the “Add to Cart” button.. The element collapses vertically. SEE MODEL 310 SHIPPING & AVAILABILITY FLAGS for message priority

8. COMPARISON CHECKBOX [LAYOUT TBD]

- When checked, opts the item into a comparison when the Compare link is clicked.
- Functionality TBD.
- This element is conditional and can be suppressed. If suppressed, it collapses. It is intentionally suppressed on MII and product bundle displays.

9. CLICK-TO-COMPARE LINK [LAYOUT TBD | COPY TBD]

- When pressed, validate whether any comparison checkboxes are checked.
- If 0 or 1 items are selected, display error shown in 11a
- If 5 or more items are selected, display error shown in 11b
- If entries are valid, take the user to the Click-to-Compare page.
- This element is conditional and can be suppressed. If suppressed, it collapses. It is intentionally suppressed on MIIs and bundles.

9A. ERROR – TOO FEW ITEMS SELECTED [LAYOUT TBD | COPY TBD]

- Display this error when the customer clicks the Compare link with fewer than two items checked for comparison.
- Also display the error in Global General Error module G0010 in the top page module.

9B. ERROR – TOO MANY ITEMS SELECTED [LAYOUT TBD | COPY TBD]

- Display this error when the customer clicks the Compare link with more than four items checked for comparison.
- Also display the error in Global General Error module G0010 in the top page module.

10. SITE-TO-STORE MESSAGING [LAYOUT TBD | COPY TBD]

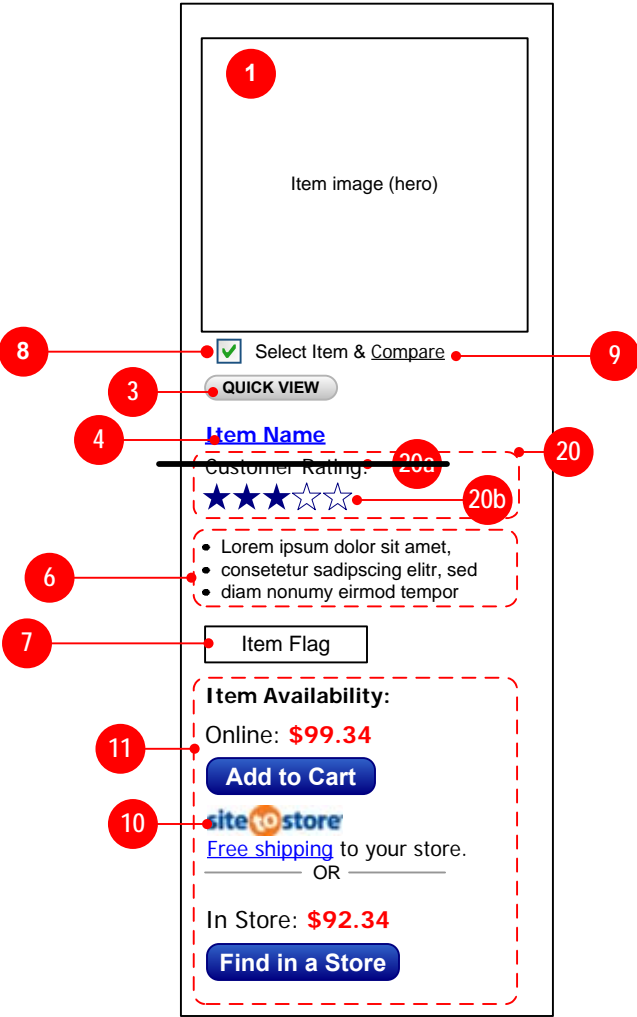
- IF item is available for Site-to-Store delivery, the S-2-S messaging element should appear.
- If the item is NOT available then this area collapses vertically.

11. FIND IT AT A WAL-MART STORE [LAYOUT TBD | COPY TBD]

- Appears only if Store Level Inventory data is available for item
- If the item is NOT available then this area collapses vertically.
- Launches 3120 SLAP Overlay Search

20. Customer Rating [Copy, Design TBD]

- If at least 1 customer rating exists for a product then display this section. If no approved customer reviews have been submitted then suppress display of this section and display nothing.
- If this item is not elligible for customer reviews then suppress display of this section.
- This section should be controlled by a global display timer which determines whether it displays or not. The timer status should superceed the customer reviews elligibility status.
- ~~20a. Display label which identifies the rating as originating from customers. If no reviews have been submitted and approved for product then display nothing. REMOVED PER BUSINESS~~
- ~~20b. Display graphic corresponding to the averaged overall rating score for the product. Score should be averaged from all submitted and approved reviews.~~
- If no reviews have been submitted and approved for product then display nothing and collapse space.
- If no reviews have been submitted and approved for product then display nothing graphic indicating “Not Yet Rated”.REMOVED PER BUSINESS
- Link rating graphic, TARGET is Ratings Explanation Popup.



icon

There is an error: Please select two or more items to compare.

icon

There is an error: You may compare up to four items at a time.

SHELF VERTICAL STACK DISPLAY MODULE S3020

NEW MODULE AND FUNCTIONALITY

This module is the same as S3000, but instead of tiling the item in a 3 column fashion this one simply tiles the item on top of one another in tile than span across the entire width of the right column.

1. COMPARISON CHECKBOX [LAYOUT TBD]

- When checked, opts the item into a comparison when the Compare link is clicked.
- Functionality TBD.
- This element is conditional and can be suppressed. If suppressed, it collapses. It is intentionally suppressed on MII and product bundle displays.

2. CLICK-TO-COMPARE LINK [LAYOUT TBD | COPY TBD]

- When pressed, validate whether any comparison checkboxes are checked.
- If 0 or 1 items are selected, display error shown in 11a
- If 5 or more items are selected, display error shown in 11b
- If entries are valid, take the user to the Click-to-Compare page.
- This element is conditional and can be suppressed. If suppressed, it collapses. It is intentionally suppressed on MIIs and product bundles.

3. ITEM MAIN PHOTO [LAYOUT TBD]

- Displays the first (hero) image of the item, multi-item, or bundle being viewed
- Size & Extension of the Photo to be displayed here is configurable in the Tool. The user can specify to use a regular Square image, or a Vertical Solution Image (for apparel solution shelves)
- Photo sizes is TBD
- The photo itself is a link without border.
- TARGET OF LINK: Item page for item, MIIP for Multi-Items, and Bundle page for Bundles

4. MII SPECIAL VALUE RIBBON [LAYOUT TBD | COPY TBD]
ELEMENT REMOVED

- Displays the special value ribbon of a multi-item item, if one is defined. Otherwise, this section collapses.
- Design TBD

5. DYNAMIC ITEM NAME [LAYOUT TBD | COPY TBD]

- Displays the item, multi-item, or bundle name short name.
- TARGET OF LINK: Item page for item, MIIP for Multi-Items, and Bundle page for Bundles

6. ITEM DESCRIPTION [LAYOUT TBD | COPY TBD]

- Is configurable in the Tool, to select which, if any information is to be displayed additionally for item on a particular shelf
- The following option are available:
 - Selected Name Value Pairs
 - Search Description
 - None

7. ITEM FLAG [LAYOUT TBD]

- Displays the highest priority item flag for the item.
- If no item flag, the element collapses vertically

8. QUICK VIEW BUTTON [LAYOUT TBD]

- Design TBD
- This element is conditional; if it is detected that technology is not available to support the quick view overlay, this link is suppressed, requiring the customer to access the item page for more product information.

- This button is also suppressed for Multi-Items, Bundles, Tires, and Optical items.
- TARGET OF BUTTON: Launches the quick view overlay on top of this module/page

9. ITEM PRICE [LAYOUT TBD | COPY TBD]

- The manner in which the price is displayed is controlled at the item level in the tool, and is selected in the PRICE DISPLAY CODE pulldown menu in the Item Detail – General tab:

Regular Price	\$9.99
Price Range	\$9.99 - \$14.99
Clearance	\$9.99
	Was \$12.99
Dare to Compare	Our Price: \$9.99
	Was: \$12.99
Sub Map	List: \$12.99
	Our Price: Find our Every Day Low Price
	To see our price, add this item to your cart.
	You can remove it from your cart later.
Media Value	List: \$18.84
	Our Price: \$14.84
	You Save \$4.00 (21%)
Out of Stock	\$14.84
Preorder	[price display]
	Preorder Price Guarantee!
Rebate Price	Before Rebate: \$129.99
	Rebate: \$25
Bundle Price	\$199.99
Bundle Price (configurable)	From \$199.99
MIIP Price	Price Varies by Selection

10. PRIMARY SELECTION BUTTON [LAYOUT TBD | COPY TBD]

- Add to Cart** displays for most items, unless a special condition triggers another version (see below).
On click, adds a quantity of one item to cart.
TARGET OF LINK: Cart page cart.gsp
- Preorder** displays for items not yet released or available.
Clicking this button adds the item to the cart in the same manner as “Add to Cart”.
Shipping/Ava
TARGET OF
- Select Optio**
selected prior
On click, disp
TARGET OF
- Select displa**
On click, displays item page with appropriate selection mechanism.
TARGET OF LINK: item page for Optical or Tire item
- Out of stock/unavailable** items display no button. The element collapses vertically.
An Out of Stock item flag should display as the primary item flag for the item.

11. SITE-TO-STORE MESSAGING [LAYOUT TBD | COPY TBD]
ELEMENT REMOVED

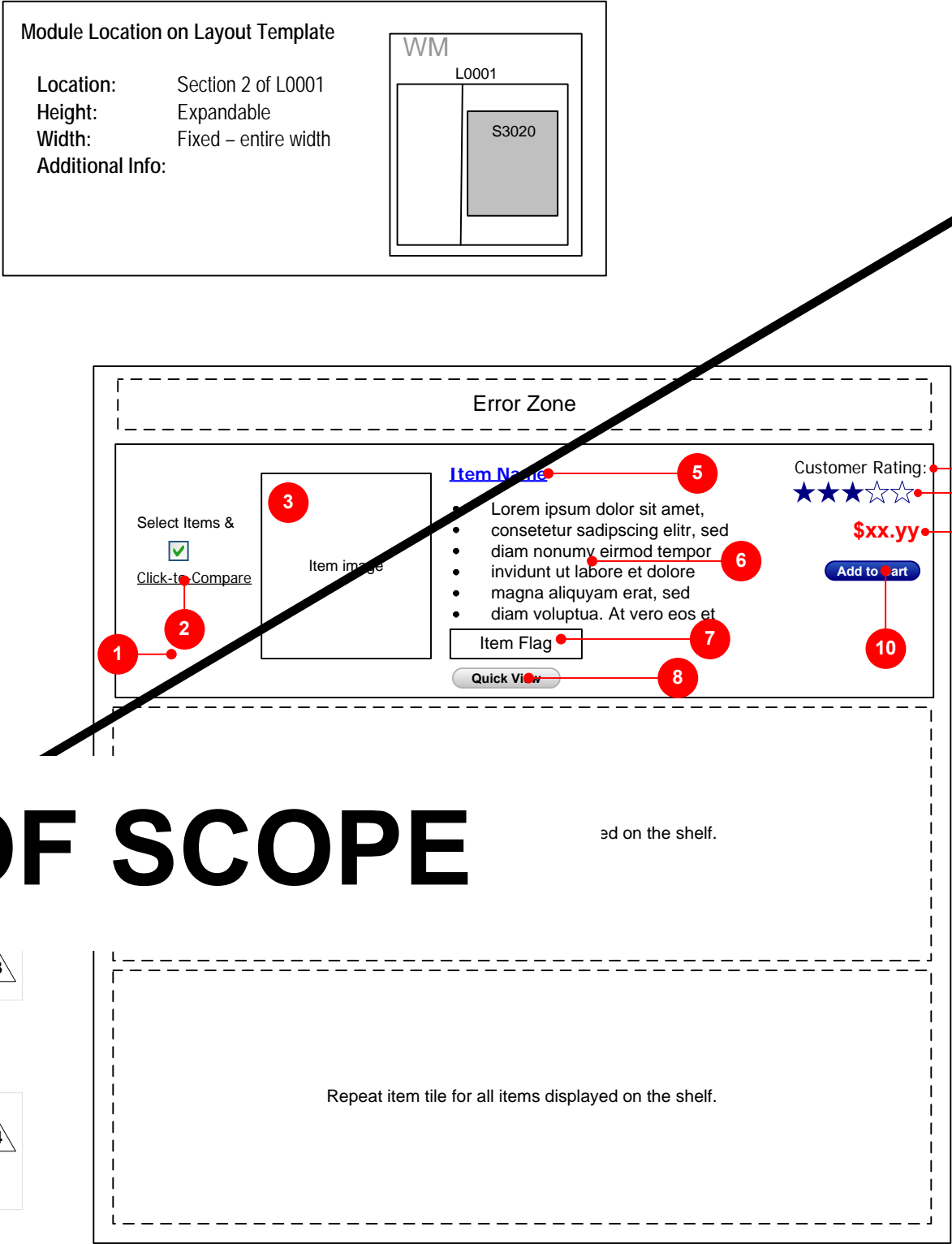
- If item is available for Site-to-Store delivery, the S-2-S messaging element should appear.
- If the item is NOT available then this area collapses vertically.

1A. ERROR – TOO FEW ITEMS SELECTED [LAYOUT TBD | COPY TBD]

- Display this error when the customer clicks the Compare link with fewer than two items checked for comparison.
- Also display the error in Global General Error module G0010 in the top page module.

1B. ERROR – TOO MANY ITEMS SELECTED [LAYOUT TBD | COPY TBD]

- Display this error when the customer clicks the Compare link with more than four items checked for comparison.
- Also display the error in Global General Error module G0010 in the top page module.



OUT OF SCOPE

icon

There is an error: Please select two or more items to compare.

1a

icon

There is an error: You may compare up to four items at a time.

1b

SHELF 3 COLUMN DISPLAY MODULE S3030

NEW MODULE BASED ON EXISTING FUNCTIONALITY

This Module is almost the same as S3000, with the exception of some specific data displayed for the different Media Types, as noted below.

2B. ITEM IMAGE [LAYOUT TBD/COPY TBD]

- Displays Hero image of item specified in the Tool for this tile
- Size TBD in Design
- Image is clickable and target is the Item page for that item

2C. PREVIEW BUTTON [LAYOUT TBD/COPY TBD]

- Depending on how many types of media clips are available for the item, the appropriate version of the Preview button is shown.
 - No media clips (audio or video); Standard Preview button
 - Audio clip only; Audio Preview button
 - Video clip only; Video Preview button
 - Audio & Video; Audio & Video Preview button
- The target of this button is the same regardless of which version of the button apears; it launches the QuickView Overlary Media on top of this page.
- Note: this button should not be displayed if the user's browser is not capable of displaying the Overlay. In that case it should be suppressed and the item below collapse vertically.

2D. ITEM NAME/TITLE [LAYOUT TBD/COPY TBD]

- Displays a dynamic media title. Displays the Short Name if defined and available.
- TARGET OF LINK: Item page for item

2E. FORMAT/GENRE [LAYOUT TBD | COPY TBD]

- Displays the following format information for the media types:
 - Music CDs (physical format; CD, DVD, 8-track etc...)
 - Movies (physical format; DVD, VHS, HD DVD, etc...)
 - Video Games (platform; xbox, ps2, game cube, etc...)

2F. ARTIST/AUTHOR/DIRECTOR [LAYOUT TBD | COPY TBD]

- Displays the following information as a link for the following media types:
 - For Music Downloads; Artist
 - For Music CDs; Artist
 - For Movies; Director
 - For Books; Author Combined
 - For Video Games; Title Genre
- TARGET OF LINK:
 - For Music Downloads:
 - Appropriate Artist page within SWEBie

2F. Continued

- For Music CDs:
 - Artist shelf (for Muse L3 artists),
 - Artist page (for Muse L1 & L2 artists).
- For Movies
 - Submits an the search with that Artist Name for the search_query, and search_constraint=DIRECTOR
- For Books
 - Submits an the search with that Author Name for the search_query, and search_constraint=COMBINED_AUTHOR.3920
- For Video Games,
 - This is Not Applicable not a link

2G. PRICE [LAYOUT TBD | COPY TBD]

Displays price information in the following ways, regardless of what is selected in the Tool Price display configuration at the Item level:

- For Music CD, Movies, and Books:
 - Regular Price \$x.yy
 - You save; \$z.yy

- For Video Games:
 - Price \$9.99

2H. PRIMARY SELECTION BUTTON [LAYOUT TBD | COPY TBD]

- Add to Cart displays for most items, unless a special condition triggers another version (see below).
- On click, adds item to cart.
- TARGET OF LINK: Cart page cart.gsp

2I: SITE TO STORE ELIGIBILITY INDICATOR [LAYOUT TBD | COPY TBD]

Display Site to Store graphic/copy to indicate that the item is eligible for Site to Store delivery.

2J. CUSTOMER RATING LABEL [Design, COPY TBD]

Display label which identifies the rating as originating from customers. If no reviews have been submitted and approved for product then display nothing. REMOVED PER BUSINESS

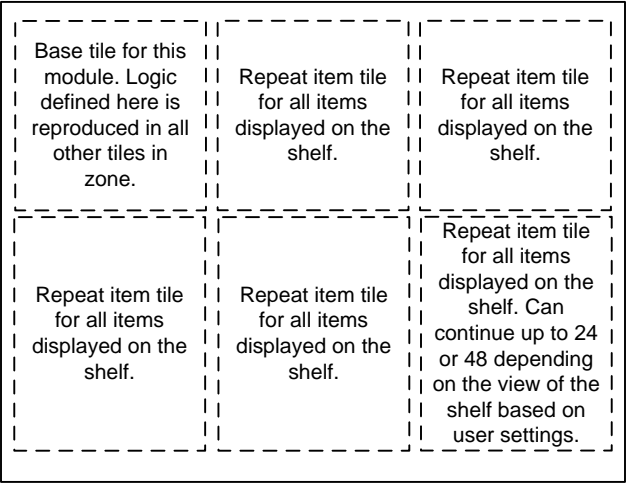
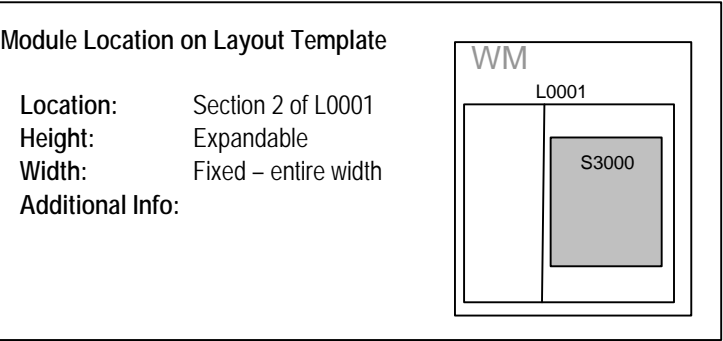
2K. CUSTOMER RATING [LAYOUT TBD]

If at least 1 customer rating exists for a product then display this section. If no approved customer reviews have been submitted then suppress display of this section and display nothing. Display graphic corresponding to the averaged overall rating score for the product. Score should be averaged from all submitted and approved reviews.

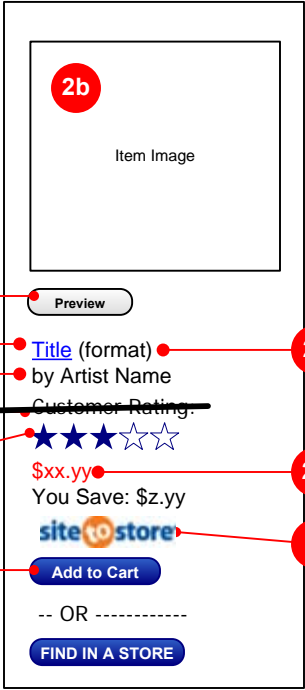
If no reviews have been submitted and approved for product then display nothing. If no reviews have been submitted and approved for product then display nothing graphic indicating "Not Yet Rated".REMOVED PER BUSINESS

Link rating graphic, TARGET is Ratings Explanation Popup.

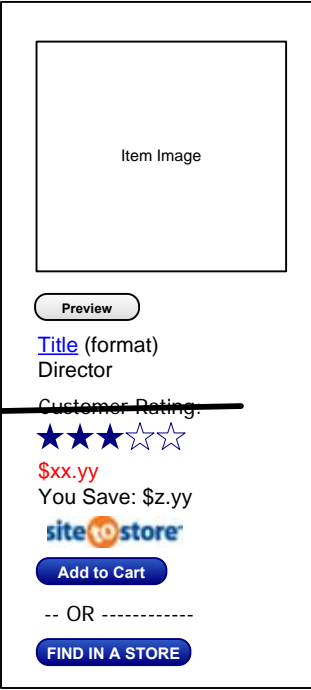
- If this item is not eligible for customer reviews then suppress display of this section.
- This section should be controlled by a global display timer which determines whether it displays or not. The timer status should superceed the customer reviews eligibility status.



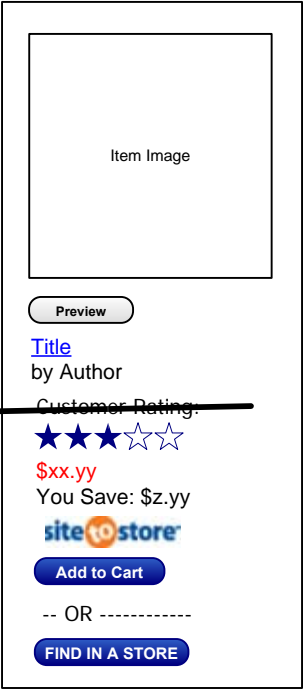
Variation 1 – Music CD Item



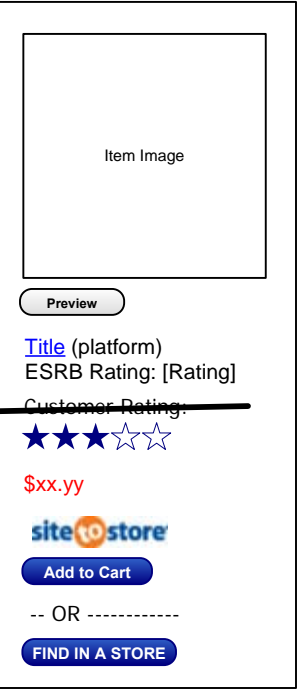
Variation 2 – Movie Item



Variation 3 – Book Item



Variation 4 – Video Game Item



the BROWSE PAGE X3000

EXISTING PAGE AND FUNCTIONALITY, USER INTERFACE CHANGES PRIMARILY, SLIGHT MODIFICATIONS TO FUNCTIONALITY, BUT NO NEW FUNCTIONALITY.

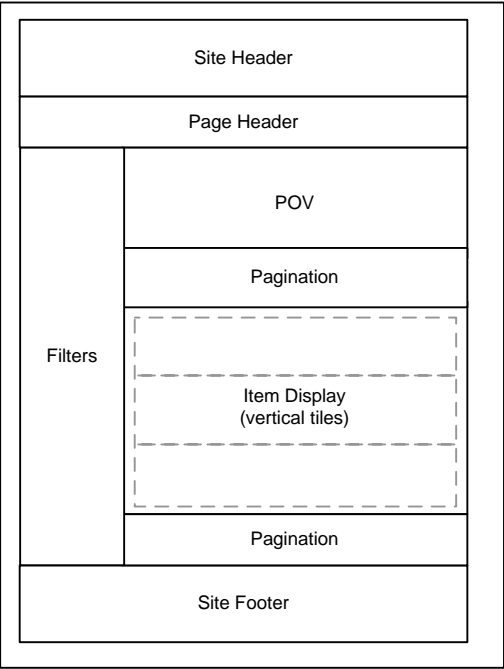
Update the current appearance of the the Browse page by doing the following things:

1. Move the the Filter to above the Items, the same way that manual shelves will be treating these filters.
2. Draw the items in a 3 column appearance rather than the vertical stack that it currently displays in, like the filters this will create visual consistency with the Shelves.
3. Incorporate the Left Nav of the page that the user came from so that they can still easily navigate around to other lateral categories/ shelves/browse pages. If the user did not come from a direct path then they should be shown the Left Nav of their Department instead. IDEALLY: We could assign a specific instance of Left Nav for each the Shelf and have it as customizable and appropriate as possible
4. Update the Pagination/Sorting elements to have a consistent appearance with the Shelves.
5. Updates to the elements surround the items (eg. General site template) with the new look and feel for the redesign.
6. Possibly, update Business Studio, to allow users to select from the new Category & Shelf POV types to be displayed in the POV section .

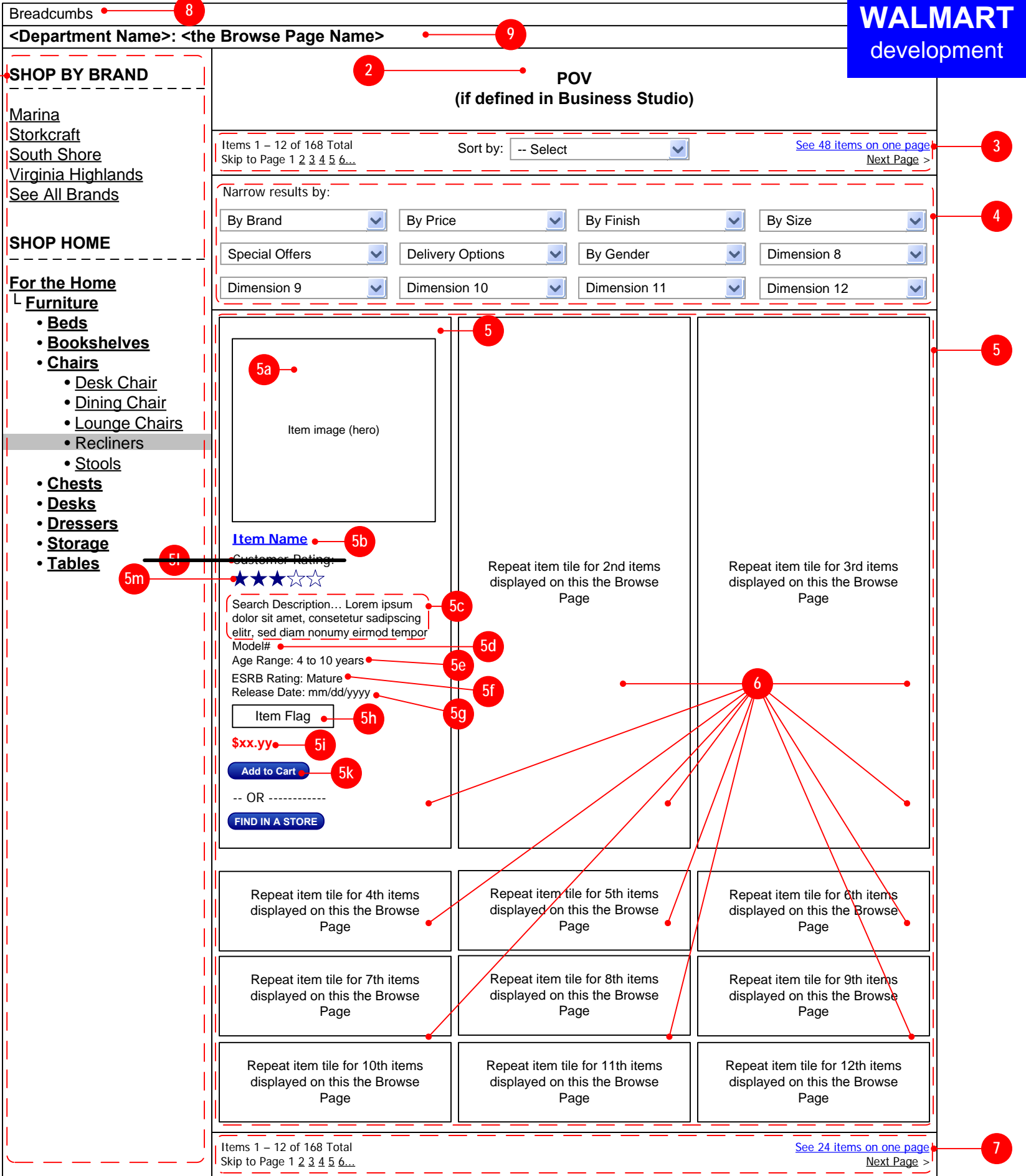
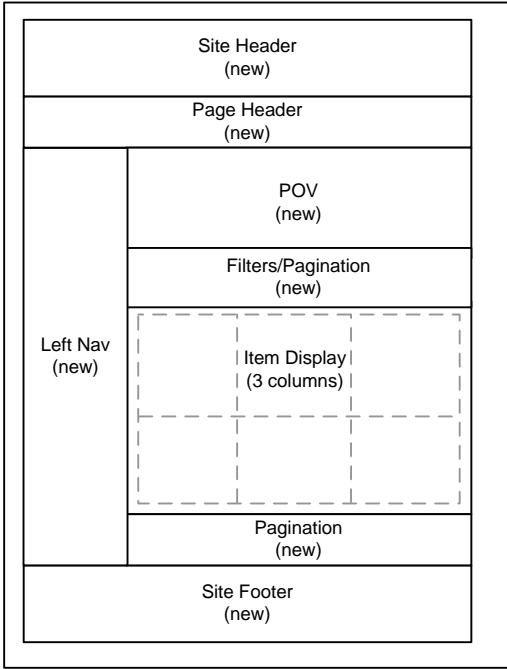
SEE NEXT PAGE FOR ANNOTATIONS

Conversion Overview from Current the Browse Page to New Display of the Browse Page

Current the Browse Page



New the Browse Page



the BROWSE PAGE X30000, CONT'D

2. POV AREA [LAYOUT TBD]
- Enables the display of a POV above the Items Tiles, as defined in Business Studio
 - Ideally these POV choices would be from the same set of Category/ Shelf POVs made available with the Site Redesign
3. PAGINATION AND SORTING [LAYOUT TBD | COPY TBD]
- This section of the Browse page should mimic the exact same look/ feel and functionality that is specified in Module S1000 Shelf Pagination Top.
 - The exception is that the default Display number of items for an the Browse page is 12 (not 24), and that the expanded view is 24 items instead of 48 (for regular shelves).
 - IF this is possible to make the same as the shelf page that would be ideal, but only a nice to have in this phase of the project.
 - The Available manner in which the user can sort the list of items is the following:
 - Price High to Low
 - Price Low to High
 - Top Seller
 - New
 - Alpha A-Z
 - Alpha Z-A
 - Rating: Low to High
 - Rating: High to Low
 - When sorting by rating, unrated items should be treated as if they were the lowest rated items. In other words, when sorting by “Ratings: High to Low” then they would appear at the end of the shelf, and when sorting by “Ratings: Low to High” they would appear at the top of the shelf.
 - If the result set of items does not contain any items with ratings then suppress the display of the 2 rating sorting methods.
 - The sort by ratings options should be controlled by a global display timer which determines whether it displays or not. The timer status should superceed the customer reviews elligibility status.
4. FILTERS [LAYOUT TBD | COPY TBD]
- Displays the the Dimension & Filter Values for the appropriate filters that appear on any given Browse page based on the rules of precedence already established and in position. There will be no changes to the rules of precedence.
 - IMPORTANT NOTE: A maximum of 12 filters (creating 3 full rows) will be allowed to be displayed. For a few rare cases, this may result in some browse pages to omit some dimension that they current would display. This is a known issue and desired resolution (to truncate after 12)
- 4A. FILTERS SELECTION “PULLDOWN” [LAYOUT TBD]
- The Filter need to be implemented in such a way that uses CSS instead of traditional form fields so that Search Engines can follow each of the values for each dimension and perform the appropriate indexing. As a result this may allow the design of these filters to enhance the traditional pull down functionality from a cosmetic standpoint.
 - When the Page first loads, the number of the Attribute values displayed in the pull down should be the same number as that shown on the search pages, as determined for each Dimension. Eg. If 5 is the max before showing the More link, this menu should show only 5 values then the more link at the bottom of the pull down menu.
 - If a user selects the “more” value for an the Filter pull down, that should submit a request for the same page with up to 30 Values shown in the pull down. Any values beyond 30 should be ommitted and not displayed in this menu.
 - Exact number of max is TBD in Design Specs.

- 4B. FILTER VALUE [LAYOUT TBD]
- Once a user has moused-over a value from the selection mechanism, and released the button, this will submit the request and cause the page to reload with the appropriate filter applied.
5. ITEM TILE [LAYOUT TBD]
- Displays for each item that is resulted in the item set being displayed
- 5A. ITEM IMAGE [LAYOUT TBD]
- Shows the Hero image for that item/MII/bundle
 - Image is hyperlinked to the appropriate item/MII/bundle page
- 5B. ITEM NAME [LAYOUT TBD]
- Displays the Item Name for the item/MII/bundle
 - Text is hyperlinked to the appropriate item/MII/bundle page
- 5C. ITEM SEARCH DESCRIPTION [LAYOUT TBD]
- Displays the Search Description for the item/MII/bundle
- 5D. ITEM MODEL # [LAYOUT TBD]
- Displays the Model information for that item if defined
 - DISPLAYED ONLY FOR CERTAIN ITEMS (Electronics, others?)
- 5E. ITEM AGE RANGE [LAYOUT TBD]
- Displays the Age Range information for that item if defined
 - DISPLAYED ONLY FOR CERTAIN ITEMS (Baby, Toys, others?)
- 5F. ITEM ESRB RATING [LAYOUT TBD]
- Displays the ESRB information for that item if defined
 - DISPLAYED ONLY FOR CERTAIN ITEMS (Video Games)
- 5G. ITEM RELEASE DATE [LAYOUT TBD]
- Displays the Release Date information for that item if defined
 - DISPLAYED ONLY FOR CERTAIN ITEMS (Video Games)
- 5H. ITEM FLAG [LAYOUT TBD]
- Displays only the highest priority item flag for that item/MII/bundle
- 5I. ITEM PRICE [LAYOUT TBD]
- Displays the item/MII/bundle price the following way based on the Item setup configuration:

Regular Price

\$9.99

Price Range

\$9.99 - \$14.99

Clearance

\$9.99

Was

\$12.99

Dare to Compare

Our Price: \$9.99

Was: \$12.99

Sub Map

List: \$12.99

Our Price: Find our Every Day Low Price

To see our price, add this item to your cart. You can remove it from your cart later.

Media Value

List: \$18.84

Our Price: \$14.84

You Save \$4.00 (21%)

Out of Stock

\$14.84

Preorder

[price display]

[Preorder Price Guarantee!](#)

Rebate Price

Before Rebate: \$129.99

Rebate: \$25

Bundle Price

\$199.99

Bundle Price (configurable)

From \$199.99

MII Price

Price Varies by Selection
- 5J. SITE-TO-STORE FLAG [LAYOUT TBD] ELEMENT REMOVED
- If Item is available for Site-to-Store delivery then the S-2-S element should appear

- 5K. ADD TO CART BUTTON [LAYOUT TBD]
- Add to Cart displays for most items, unless a special condition triggers another version (see below).
 - On click, adds a quantity of one item to cart, and takes the user to the cart.
 - TARGET OF LINK: Cart page cart.gsp
 - Preorder displays for items not yet released or available.
 - Clicking this button adds the item to the cart in the same manner as “Add to Cart”; however, special messaging is provided in the Shipping/Availability module and in the Cart.
 - TARGET OF LINK: Cart page cart.gsp
 - Select Options displays for items with variants that must be selected prior to adding to cart, as well as MII, and Bundles.
 - On click, displays item page with variant selectors.
 - TARGET OF LINK: item page for item\
 - Out of stock/unavailable items display no button. The element collapses vertically.
 - An Out of Stock item flag should display as the primary item flag for the item.
- 5L. CUSTOMER RATING LABEL [LAYOUT TBD] REMOVED PER DESIGN
- Display label which identifies the rating as originating from customers. If no reviews have been submitted and approved for product then display nothing..
- 5M. CUSTOMER RATING [LAYOUT TBD]
- Display the averaged Overall Rating for the product.
 - Link rating graphic, TARGET is Ratings Explanation Popup.
 - Display graphic corresponding to the averaged overall rating score for the product. Score should be averaged from all submitted and approved reviews. If no reviews have been submitted and approved for product then display nothing graphic indicating “Not Yet Rated”. REMOVED PER BUSINESS
 - If this item is not elligible for customer reviews then suppress display of this section.
 - This section should be controlled by a global display timer which determines whether it displays or not. The timer status should superceed the customer reviews elligibility status.
6. REPEATING ITEM TILES [LAYOUT TBD]
- Repeats the same display logic and rules for all subsequent items on the browse page until it reaches the last item, or the end of those displayed on that page
7. PAGINATION [LAYOUT TBD | COPY TBD]
- This section of the Browse page should mimic the exact same look/feel and functionality that is specified in Module S1005 Shelf Pagination Bottom.
 - Should display 24 items as a default display, and the ability to expanded the view to 48 items.
 - Like the Shelf, if a user select 24 or 48 items per page, that setting should remain persistent with them for the rest of their session.
8. PAGE BREADCRUMB [LAYOUT TBD | COPY TBD]
- Displays the standard breadcrumb information as it currently exists
9. PAGE TITLE [LAYOUT TBD | COPY TBD]
- Displays a preformatted Title for the page using the Department name, followed by the Name of the the Browse Page, separated by a colon.

Order of Filters based on Precedence Rules

4

1	2	3	4
5	6	7	8
9	10	11	12

Examples of filter when 6 are displayed

Narrow results by:

By Brand

By Price

By Finish

By Size

Special Offers

Delivery Options

Value 1

Value 2

Value 3

Value 4

Value 5

Value 6

Value 7

4a

4b

Examples of filter when the max number of 12 are displayed

Narrow results by:

By Brand

By Price

By Finish

By Size

Special Offers

Delivery Options

By Gender

Dimension 8

Dimension 9

Dimension 10

Dimension 11

Dimension 12



SHELF PAGINATION TOP MODULE S1000

EXISTING MODULE AND FUNCTIONALITY – THIS INFORMATION IS BASED ON THE EXISTING SHELF MODULE

Note that standard top is always paired with standard bottom, Variation 1 top with Variation 1 bottom, etc.

This module also enables the customer to sort the display.

1. SHELF PAGINATION MODULE, BOTTOM

If fewer than 24 items, display standard pagination module. If 24 or more items, use alternate pagination modules.

1a. Displays number of items on current page.

1b. Displays total number of items.

1c. Displays page numbers in groups of six (current page is not linked)

1d. In subsequent groups of six pages, add the last two page numbers from the previous set of page numbers:
1 2 3 4 5 6... (first set of pages)
...5 6 7 8 9 10... (second set of pages)
...9 10 11 12 13 14... (third set of pages)

1e. Clicking the page number or ellipses on the far left displays the previous set of six pages.

1f. Display Next Page link and Previous Page link as currently implemented on site.

1g. Display link “See 48 items per page”. After clicking “See 48 items per page”, the following occurs:

- Page reloads showing a maximum of 48 items. All subsequent pages in this session display a maximum of 48 items.
- Link changes to read “See 24 items per page”.
- The text which previously read “48 items per page” changes to read “24 items per page”.

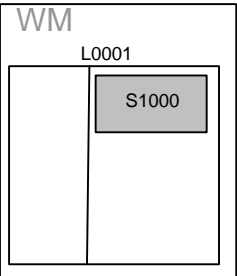
2. Sort module [LAYOUT TBD | COPY TBD]

- When selecting a new sort order, display page one of results list
- When a shelf is first loaded, there should be no value pre-selected for sorting. This element is conditional and can be suppressed.
- Sort conditions for Regular Shelves:
 - Price Low to High
 - Price High to Low
 - Top Sellers
 - Ratings: Low to High
 - Ratings: High to Low
- Sort conditions for Media Shelves:
 - Price Low to High
 - Price High to Low
 - Release Date
 - Title
 - Ratings: Low to High
 - Ratings: High to Low
- Which elements are available to sort by should be configurable for shelves within the Tool. Some may require less than others from the set listed above.
- A global switch should be created to allow the ratings sorting to be turned on for ALL shelves. Sort by Ratings should be disabled for launch since no ratings will exist on the site. When the business determines that enough ratings have been populated to warrant the ability to sort products by rating then the switch should be used to turn this function on.
- If the shelf does not contain any rated items then the sort by ratings options should be suppressed.
- When sorting by rating, unrated items should be treated as if they were the lowest rated items. In other words, when sorting by “Ratings: High to Low” then they would appear at the end of the shelf, and when sorting by “Ratings: Low to High” they would appear at the top of the shelf.

2.4

Module Location on Layout Template

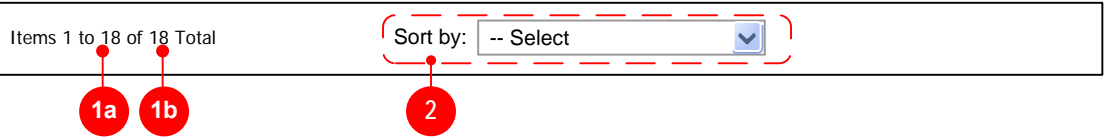
Location: Section 2 of L0001
Height: Expandable
Width: Fixed – entire width
Additional Info:



WALMART
development

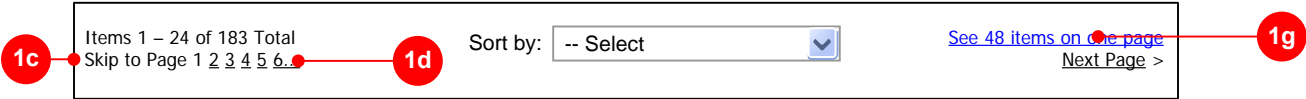
Standard View:

Shown if page being viewed is only page on the shelf (fewer than maximum number of items for page)



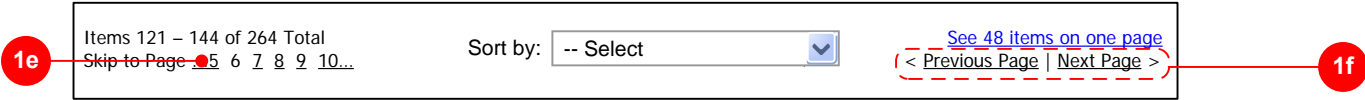
Alternate View 1:

Shown if page being viewed is the first on the shelf



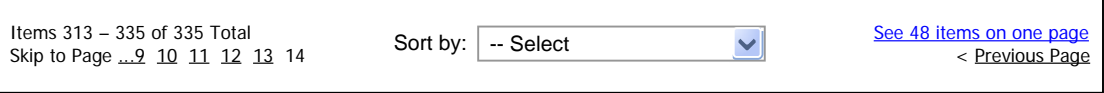
Alternate View 2:

Shown if page being viewed is an intermediate page on the shelf



Alternate View 3:

Shown if page being viewed is the last on the shelf



Comparison Shelf - Items Selected 2-0

- General:
- Coming from the **Shelf Templates** where comparisons are available (Horizontal and Vertical Layouts displaying name/value pairs), if the customer chooses to compare items (clicks the button), will come to this page
 - This page can only display items from the same shelf - up to 5 items max
 - The items displayed for comparison are those items that the customer has chosen (by selecting the checkbox on the shelf page) - listed horizontally across the page in order of shelf listing/ranking

- 1- **Breadcrumbs** REMOVED
- Breadcrumbs would follow the same behavior as on any other shelf
 - The actual shelf name would be linkable (unlike on actual shelves), taking the customer back to the shelf they were on
2. **Page Header**
- see copy doc for header name
 - if possible, dynamically pull the shelf name into this header
- 2a **Instructional Text** REMOVED
- see copy deck - explains how best to print this page
- 2b **Error Condition - More than 4 Items Selected** ERROR IS SHOWN ON PREVIOUS SHELF PAGE
- if customer selected more than 4 items for comparison on the shelf page, customer will come here with error message at top of page
 - The 4 first items on the shelf that were selected for comparison will be shown
- 3- **'Key Terms' Content Section** REMOVED
- If name/definition pairs are defined for this shelf, default display the name/ definition fields with the ability to override this with the shelf wide messaging 'module'
 - See copy doc for static boxtop header name
 - Dynamically pull the four highest ranked names with their corresponding definitions - e.g. {name}: {definition}
 - If no name/definitions are defined, display the content section that is more free form as shown to the right:
 - If possible allow the boxtop header for this content section to be customizable html- pull that field for the header
 - Similar to current behavior, allow customizable text to be written here, with the ability to link off to any shop, shelf, or any other page
- 3- **Shelfwide messaging - will display here** REMOVED
- 4- **Dynamic Link** REMOVED
- this link takes the customer back to the shelf page, without clearing the stored items for comparison (therefore, if the customer clicked this link, would take them back to the shelf with their selected items maintained)
 - see copy doc for link name: dynamically pull the shelf name into this link
 - This copy should accommodate both if the customer has chosen items, or if they got to this page through a generic browse path module or if they didn't select items at all
 - Design of the link will look as though part of 'shelf wide messaging' field
5. **Button**
- This button would take the customer back to the shelf page and clear any 'stored' items selected for comparison
 - see copy doc for button name
6. **Names**
- List all name/value pairs defined for this shelf (ability to set up to 30 name value pairs)
 - The order of name/values will be the same as defined by the ranking for this shelf (name and values and rankings assigned at shelf level)
 - If a definition has been created for this name, automatically make the name linkable to a popup
 - If there are more than three items on the comparison page, repeat the 'names' column after every three items
 - If a name was created, but none of the items displayed have values associated with the names, then do not display the name

6. (CONT'D)
- Popup-REMOVED
- will dynamically pull the name
 - will dynamically pull the definition
 - if the popup is already open, and customer clicks another popup link, will refresh the popup with the new information - bring forward the popup if it is open so that it comes before the page - not hidden behind a larger window)
 - close window button will close window
 - design may incorporate a logo of some sort for branding
7.
- Item Information
- All items will be listed in the same order as on the shelf page (from left to right)
 - ONLY DISPLAY IN-STOCK ITEMS
- Image
- pull item image - image links to item page
 - Item image specified at 100 x 100
- Item Name
- Pull Item Name - image links to item page
- Customer Rating
- Display label for Customer Rating- REMOVED PER DESIGN
 - Display Overall Rating averaged from all submitted and approved user ratings
 - Link rating graphic, TARGET is Ratings Explanation Popup.
 - If no reviews have been submitted and approved for product then display nothing.
 - If no reviews exist for an eligible product then display label and graphic indicating "Not Yet Rated". REMOVED PER BUSINESS
 - If item is not eligible for customer ratings then display nothing.
 - This section should be controlled by a global display timer which determines whether it displays or not. The timer status should superceed the customer reviews eligibility status.
- Merchandising/Pricing Flags
- Similar to other shelves, will support all merchandising flags (NEW and SPECIAL BUY - at the time of release)
 - Similar to other shelves, will support Rollback, DTC, and Clearance pricing flags
- Pricing
- Will support Sub-map, Rollback/Clearance, and DTC pricing
- Add to Cart and Out of stock Behavior
- Use similar behavior to current shelves
- Will not show any out of stock items (will display items assigned the 'Email Me when Available' functionality, and will support Email me functionality here)
- Remove Item Link
- Clicking this link will refresh the page, removing the specific item from the comparison and sliding the rest of the information over
- In order to save and refresh the information, if this MUST be a graphic, create the image so that it looks like a link or less prominent
- Values
 - display the value for the corresponding name
- if no value is listed for this name, see copy doc for a term like 'N/A' that can be used for all items/blank values
- Link
 - 'more info' links to item page for that item
- see copy doc for link name
- NOTE:
- Item name, customer rating, item flag, pricing and add to cart repeated again after all name/value listings
8. **Footer and Copyright**
- Display standard footer and copyright notice

1

2

2b

5

7

6

5

8

Primary Navigation G0040

Compare these Items

We're sorry. Only 4 items can be compared at a time.

Your first four items are displayed here. If you wish to compare other items, please start a new comparison or remove some of your items

New comparison

[\[Sony Mavica MVC-FD75 Digital Camera \]](#)

Customer Rating:
★★★★☆

\$199.99

Add to Cart

Remove

[Polaroid PhotoMax PDC 640CF](#)

Customer Rating:
★★★★☆

\$239.99

We can email you when this item is available

Remove

[Polaroid PhotoMAX Fun! 320 Digital Camera](#)

Customer Rating:
★★★★☆

\$279.99

was: \$329.99

Add to Cart

Remove

[Name 1]	[value 1]	[value 1]	[value 1]
[Name 2]	[value 2 - e.g. 'N/A']	[value 2]	[value 2]
[Name 3]	[value 3]	[value 3]	[value 3]
[Name 4]	[value 4]	[value 4]	[value 4]
[Name 5]	[value 5]	[value 5]	[value 5]
[Name 6]	[value 6]	[value 6]	[value 6]
[Name 7]	[value 7]	[value 7]	[value 7]
[Name 8]	[value 8]	[value 8]	[value 8]
[Name 9]	[value 9]	[value 9]	[value 9]
[Name 10]	[Value 10]	[value 10]	[value 10]

[\[Sony Mavica MVC-FD75 Digital Camera \]](#)

Customer Rating:
★★★★☆

\$199.99

Add to Cart

Remove

[Polaroid PhotoMax PDC 640CF](#)

Customer Rating:
★★★★☆

\$239.99

We can email you when this item is available

Remove

[Polaroid PhotoMAX Fun! 320 Digital Camera](#)

Customer Rating:
★★★★☆

\$279.99

was: \$329.99

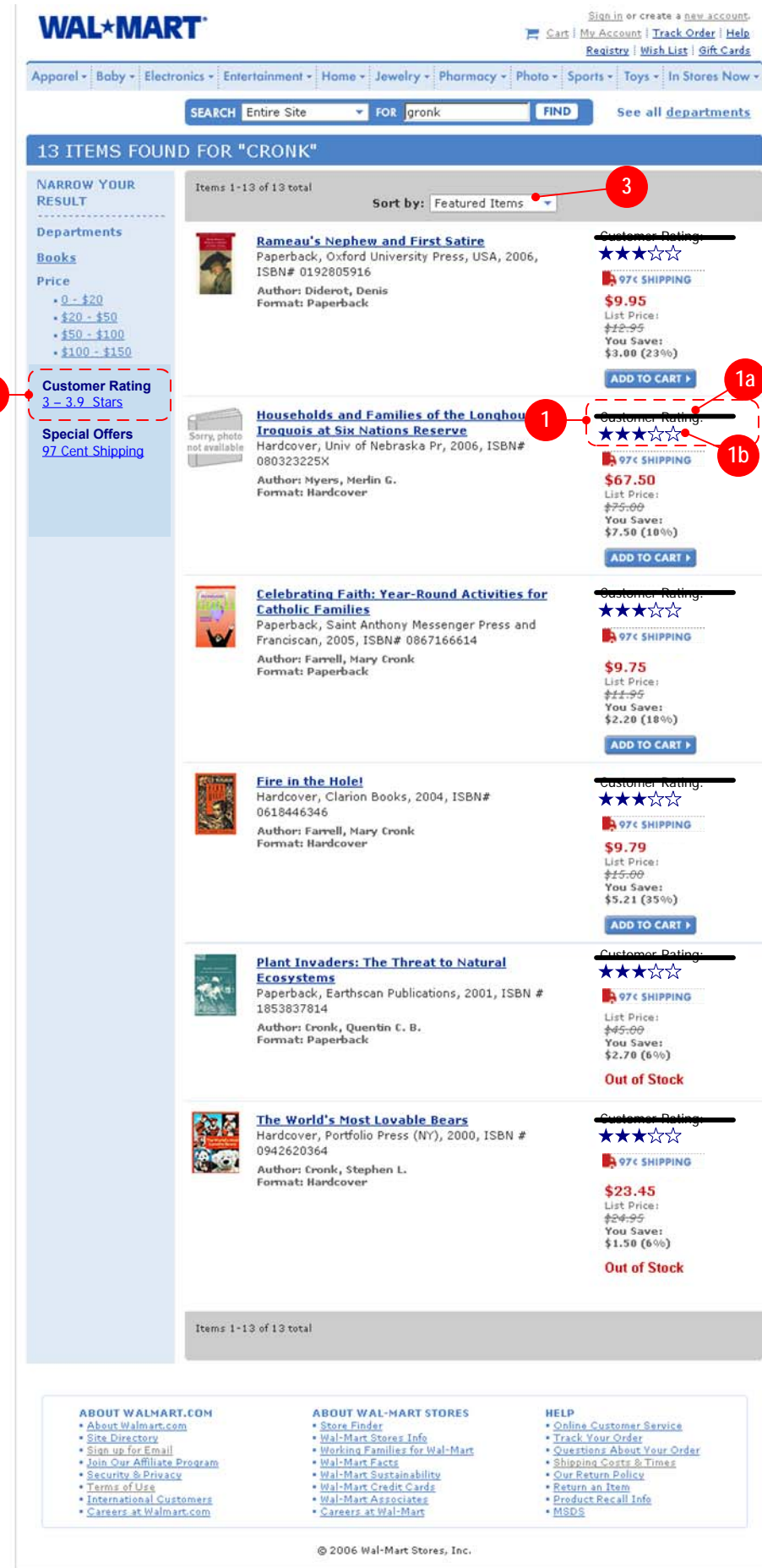
Add to Cart

Remove

New comparison

Footer & Copyright

WALMART
development

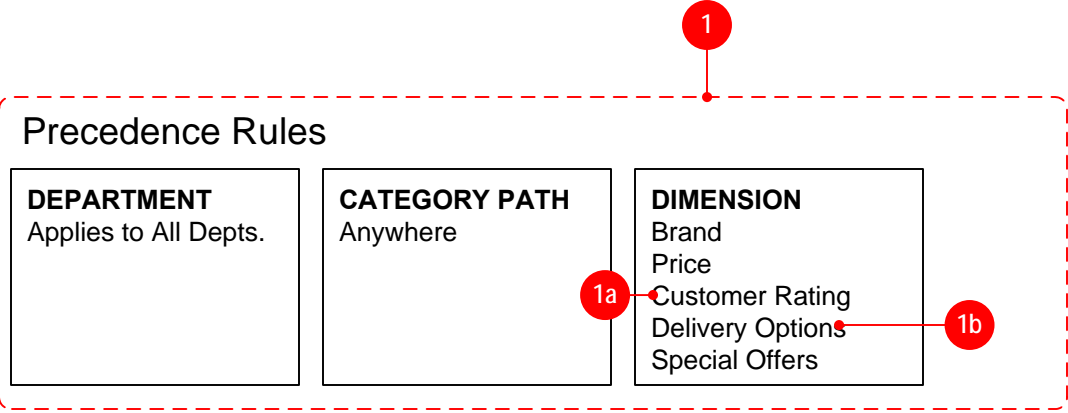


1. Ratings Dimension & Precedence Rules [Copy TBD]

- Create NEW the DIMENSION for customer ratings.
- 1a. Customer Ratings dimension should apply to all departments and categories.
- 1b. Because Brand, Price, and Customer Ratings are a primary decision factor, and Delivery Options is a secondary decision factor when making a purchase decision, the order of dimension precedence for these global elements should be changed. Actual Precedence Ranking will be decided as part of an R1 project. Please contact Vicki Carnegis for details of revised ranking.

2. Customer Ratings Values [Copy TBD]

- The Customer Ratings dimension has 5 ranges values, one for each “star” rating, as indicated at right.
- Each range is a rollup of numbers between and including the starting and ending values.
- There is no further granularity to these ratings. In other words, clicking on 1 – 1.9 stars does NOT change the dimension attributes to expand on that range, such as 1.0, 1.1, 1.2, etc.
- When clicked, the result set should be narrowed to items whose rating falls within the range.



Dimension Values



NEW MODULE AND FUNCTIONALITY THAT ITERATES THROUGH AND DISPLAYS CHILD ITEM INFORMATION AND SELECTIONS. SEQUENCE OF CHILD ITEMS IS DETERMINED BY MII SETUP IN THE TOOL AND PRIORITIES ASSIGNED.

INTENDED USE IS APPAREL LAYOUT IN CONJUNCTION WITH THE ‘MIIP PHOTO MODULE 1 (VERTICAL)’ MODULE.

1. CHILD ITEM, IMAGE THUMBNAIL [LAYOUT TBD]
 - Size of Image TBD in Design Phase. Available size are 60x60, 75x75,100x100, 150x150, 215x215, or variation of these that can browser-scale effectively (if there is such thing...)
 - ON PAGE LOAD, this image defaults to the hero image or the image for the selected color variant, as selected in the MII setup, or the base variant if non defined in the Tool.
 - AFTER PAGE LOAD INTERACTION, this image should updated dynamically without a page refresh when a user selects a different Color Variant in #11.
 - IMPORTANT IMAGING SYSTEM NOTE: the image for each color variant is only available for the smallest size variant, so when trying to figure out which thumbnail to display in this area, the size selected in #10 is immaterial. It should always resolve to the smallest available size of that color variant in order to display the right photo, otherwise the Photo N/A will appear. This is not intended to impact the actual user selection system in anyway.
 - TARGET OF LINK: Launches the Large Photo popup window with this photo loaded first in the larger view of the popup
 - OPEN ISSUE. For Apparel it's possible that these images should be proportional for tops/bottoms. In this case in the MII setup it should be possible to select if a Child item is a Top or Bottom, and which Thumbnail size to display for proper proportions. Top could be a variation from the square images, and Bottoms could be variations of the 125x162 (vertical) images.
- 1B. CHILD ITEM, LARGE PHOTO VIEW POPUP LINK [LAYOUT TBD | COPY TBD]
 - The copy of this link should match the new item page naming, and be underlined as a link
 - Special consideration for Color variant selected in the Color selection, it should open the Large Photo Popup with that variant loaded in the active area.
 - TARGET OF LINK:
 - Launches the Large Photo popup window with the first loaded first in the larger view of the popup
 - IF item is setup with Scene7 imagery then it should launch the Scene7 Popup with the first image loaded in the main area
2. CHILD ITEM, ALTERNATE IMAGES THUMBNAILS [LAYOUT TBD | COPY TBD]
 - Mimics the current behavior of the Alternates image display on the current Item pages with a limit of the first 3 alternate images thumbnails. This area collapses completely if there are no alternates available, and the elements below move up.
 - Displays alternate photos of this child item, starting from photo #2 and proceeding until photo #4 (if available).
 - Image size TBD in Design Spec (Preliminary idea is Browser Scalling the 60x60)
 - TARGET OF LINK:
 - Launches the Large Photo popup window with the first loaded first in the larger view of the popup
 - IF item is setup with Scene7 imagery then it should launch the Scene7 Popup with the first image loaded in the main area
3. CHILD ITEM ‘SEE MORE DETAILS’ POPUP LINK [LAYOUT TBD | COPY TBD]
 - Should communicate to the user this is where they can get more detailed information about this item if they so desire.
 - TARGET OF LINK: javascript:openComponentPopup([item_id]) This is the current ‘More Info’ popup from Bundles.
4. CHILD ITEM “SEE GIFTING OPTIONS” POPUP LINK [LAYOUT TBD | COPY TBD]
 - Should communicate to the user this is where they can find out the specific gifting options for this item.
 - TARGET OF LINK: Launches the Gifting Options Popup; javascript:giftreg_opener([item_id], true)
5. CHILD ITEM, ‘SEE ESTIMATED ARRIVAL DATE’ POPUP LINK [LAYOUT TBD | COPY TBD]
 - Should communicate to the user this is where they can find out the specific delivery options for this item.
 - LINK: Launches the Estimate Arrival Popup. javascript:popupHelp('/co_common/shipping_est_popup.do?p=miip&id=[item_id]',", 550, 480);
 - For tracking purposes we should add a new value to the p parameter to know that this popup was requested from the MIIP.
6. CHILD ITEM NAME [LAYOUT TBD | COPY TBD]
 - Displays the name of the child item, as follows, first look for a MII specified override, otherwise displays the regular WCA_ITEM.ITEM_NAME
7. CHILD ITEM, SHORT DESCRIPTION OR MII SPECIFIED OVERRIDE [LAYOUT TBD | COPY TBD]
 - Displays the Short Description for this Child item.
 - OVERRIDE DISPLAY. The above logic is true except if the MII setup has selected to replace this Child Item's Short Desc. with the Search Desc. or another manual Description.

Module Location on Layout Template

Location:

Main Page Module

Height:

Expandable

Width:

Fixed – TBD width

Item Page Ref:

n/a

Additional Info:

Designed only for use in MIIP

TOP MODULE

MAIN MODULE

Module X

SECONDARY MODULE

Standard View:

1

IMG
(Hero Img)

2

Alt
Img 2

Alt
Img 3

Alt
Img 4

1b

+ Enlarge image

3

See More Details

4

See Gifting Options

5

See Estimated Arrival Date

6

George - Women's Silver-Stripe Stretch Shirt

7

A tapered button-down shirt with rhinestone buttons, silver-thread and brown vertical striping and French cuffs.

Bullet 1

Bullet 2

Bullet 3

9

Special value message for this particular I tem.

10

Brand Logo

11

\$9.99

12

IN STOCK

13

Item Flag 1

14

SHIPPING NOTE: this item is send via freight, and can take up to 14 days to delivery.

15

ERROR MESSAGE HERE

16a

Select a size: (size chart)

16

Small

17

Select a color: <selected>

White swatch

Blue swatch

Red swatch

Green swatch

Purple swatch

Yellow swatch

...

18

Quantity: 1

19

> Add to Cart

20

Add to: Wish List Registry

21

This item has been added to your cart. You can View a Summary or continue shopping.

21a

22

Repeats Item Tiles for all the Children Items associated with the MII being displayed.

Item Tile #2

Item Tile #3

Item Tile... N

23

SITE to STORE

Free shipping to your Walmart

Available in: Dallas, TX

24

★★★★☆

Alternate View 1:
Different Pricing Displays

\$9.99

\$9.99
Was: \$12.99

Our Price: \$9.99
Was: \$12.99

\$9.99 – \$14.99

List: \$12.99
Our Price: Find our...

Price Before Rebate: \$129.99
Rebate: \$25 Details

Alternate View 3:
Different InStock Displays

IN STOCK

OUT OF STOCK

IN STOCK
Available for Site-to-Store Delivery!

CONTINUED ANNOTATIONS FOR ‘ITEM MODULE 1’.

8.

CHILD ITEM, BULLET LIST OF KEY [LAYOUT TBD | COPY TBD]

ITEM REMOVED, WILL BE PART OF THE SHORT DESCRIPTION

NEW DATA FIELD, that does not currently exist. This field should be limited to 1000 characters.

Business Rules, should dictate the amount that can be displayed here. The preliminary recommendation is no more than 5-8 eight bullet items that are short and concise

Format of list is TBD in Design.

IF this field is empty than this section collapses and the items below move up.
9.

CHILD ITEM, SPECIAL VALUE MESSAGE OR MII SPECIFIED OVERRIDE [LAYOUT TBD | COPY TBD]

Displays the Special Message for this Child item if one is specified, otherwise this section collapses.

OVERWRITE DISPLAY. The above logic is true except in the following cases:

- If the MII setup has selected to suppress the display of this Item's SVM

- If the MII setup has selected to replace this Child Item's SVM with another message specified

IF this field is empty than this section collapses and the items below more up.

10.

CHILD ITEM, MANUFACTURER'S LOGO IMAGE [LAYOUT TBD | COPY TBD]

Displays the Manufacturers logo associated with that child item if one is available.

11.

CHILD ITEM, PRICE DISPLAY [LAYOUT TBD | COPY TBD]

Displays the Item Price for the child item

See Alternate View #1 on page 21 for listing of different manners in which price maybe displayed in this area. This is driven by the Item level setting of price display, and inherited untouched for this page.

This value does NOT change for variants with incremental prices, because this area would show the range to being, and the pull down menu would show the incremental value.

IF Rebates are in scope for this project, this module will need to redirect the "Details" link to the actual PDF form (in a popup) instead of the module that it currently does in the Item page, since it will not be there. This is the same target as the link specified in Module #435 on the item page.

REGULAR:

\$9.99

MEDIA:

List: \$18.84

RANGE:

\$9.99 – \$14.99

Our Price: \$14.84

CLEARANCE:

\$9.99

Was: \$12.99

SUBMAP:

List: \$12.99

DARE-TO-COMPARE:

Our Price: \$9.99

Was: \$12.99

REBATE:

Price Before Rebate: \$129.99

Rebate: \$25

Details

12.

CHILD ITEM, AVAILABILITY STATUS [LAYOUT TBD | COPY TBD]

Displays the appropriate text for the follow key status

- IF item is In Stock there should be an IN STOCK message

- IF item is NOT In Stock, Pre-Order, or Retired there should be a OUT OF STOCK message

13.

CHILD ITEM, ITEM FLAG [LAYOUT TBD | COPY TBD]

Displays the highest priority item flag for this Child item if one is specified.

IF there is not Item Flag associated with this Child Item than this section collapses and the items below move up.

14.

CHILD ITEM, SPECIAL SHIPPING & HANDLING MESSAGE [LAYOUT TBD | COPY TBD]

Displays special messaging for items that have specific types of shipping & handling methods, that are outside the normal methods (ie. White Glove delivery, Curbside delivery, etc...)

Special Message should occur for the following types of Methods:

- TYPE 2 - Oversized Item, Curbside Delivery

- TYPE 3 - Curbside Delivery, version 2

- TYPE 4 - Mattress Delivery

- Type 4 A - Simmons. Mattress Delivery

- Type 7 - Premier Home Delivery Service

- Type 8 - Sauder Furniture

DATA IMPLICATION: A new Item Level value needs to be created to define what type of Shipping & Handling Method is available for items.

IF this message is not applicable than this section collapses and the items below more up.

15.

CHILD ITEM, SELECTION ERROR OR QUANTITY ERROR [LAYOUT TBD | COPY TBD]

Displays an error message if the ‘Add to Cart” action results in an error.

Errors that are caused because of the following cases, should get a standard error message telling the user the need to “make size and/or color selection” (COPY TBD) to continue:

- No Size variant was selected

- No Color variant was selected

- No Size AND Color variant was selected

Error are caused because the Quantity selected in the pull down was higher than the available inventory for that item, should return a message that indicates to the user “the quantity selected for this item is not available. Only [x] are available”. (COPY TBD)

ONLY 1 of these messages should appear on the page at once, so if another error had occurred on the page this action would remove the previous message and only display the new message that just occurred. The same principal is true for the Successful messaging. Only one message in Yellow at any one point.

16.

CHILD ITEM, SIZE VARIANT SELECTION PULL DOWN MENU [LAYOUT TBD | COPY TBD]

Displays the Size variants in a pull down menu for selection.

DISPLAY VALUES:

- All available size variants, unless otherwise specific in the MII setup

- For Out of Stock items (that are not suppressed, the indicate in the list that it is “Out of Stock” (similar to the way single cariant items are displayed)

- Along with the appropriate variants, display the price value for that variant, but only for those items that have price ranges (eg. Queen or King), the only exception is for Out Of Stock items, they should not display the price.

- One value that read “select a size” at the top of the list

- If only 1 size variant is not suppressed in MII setup still display the pull down menu, so users know exactly which size it is

DEFAULT VALUE

- Defaults to the size variants for the selected Default Size as selected in the MII setup,

- IF the default value set in the MII Setup is Out of Stock, then the “Select a Size” value should be selected upon load.

- If no size default defined, it goes to ‘Select a size” selection in the pull down menu

INTERACTION DETAILS:

- Once a size is selected in this mechanism, the list in #17 should adjust to reflect which color variants are available in that size.

- If no selection is made, in the ‘select a size’ value, then all the variant colors for all available sizes in #17 should appear.

16A.

CHILD ITEM, SIZE CHART POPUP LINK [LAYOUT TBD | COPY TBD]

The text and link associated with a size chart should be driven by tool level setting for the individual Child items, this would ensure the flexibility of displaying “size chart” link for all the appropriate items only, and possibly point to different charts as appropriate.

TARGET OF LINK for ‘size chart’ launches the Apparel size Popup [javascript:popWindow('/cservice/apparel_sizes.jsp','apparelSizes',%20545,%20570);]

17.

CHILD ITEM, COLOR VARIANT SELECTION [LAYOUT TBD | COPY TBD]

Displays the Color variants for the child item that are available, and a selection mechanism (stroke line, highlighting) for those available colors.

DISPLAY VALUES:

- If size selector in #16 is ‘select a size’, then all available color variants appear inactive (unless suppressed in the MII setup) but are non-selected or clickable. See Example 1 below.

- If size is selected, then the available colors for that size value should appear selectable, while those not available should appear disabled and not selectable. See Example 2 below.

DEFAULT VALUE

- The default user selected value for the color variants should always be none until the user has made an explicit selection.

- NOTE: the default value specified in the Tool is only for the display of the image in #1 upon load not this actual selection mechanism

- IF No default color value is specified in the MII setup, then the image that appears in #1 should default to the first color variant in the original item base/variant setup.

INTERACTION DETAILS:

- When the user has clicked on an available size, their should be a strong indication (like a bolded stroke line) to indicate the selection has been made. See Example 3 below.

- Selection made in this field will make the Child Item Image Thumbnail (#1) update to that color variant (see note #1 for details)

- The use of the Size selector filters the selectable/non-selectable color variants as appropriate, as show in the example below

- Roll-overs will not be used in this area to update imagery, and should only result in a Alt Text with the item color name displayed.

- The name of the selected color should also appear, upon selected above the swatches.

EX 1. SIZE NOT SELECTED – NONE CLICKABLE

EX 2. SIZE SELECTED – SOME COLORS AVAILABLE, SOME NOT

EX 3. SIZE SELECTED – COLOR SELECTED, GREEN

CONTINUED ANNOTATIONS FOR ‘ITEM MODULE 1’.

18. CHILD ITEM, QUANTITY SELECTION PULL DOWN [LAYOUT TBD | COPY TBD]
 - Values available in this menu should be 1 thru 10.
 - DEFAULT VALUE should be 1 on page load.
 - Upon page submission this number is transposed to the Cart as the value requested for this item.
19. CHILD ITEM, ADD TO CART BUTTON [LAYOUT TBD | COPY TBD]
 - ‘Add to Cart’ should appear as a primary button for each child item
 - IF the item and all it’s variants are Out of Stock, then this button should NOT appear.
 - Clicking this button performs validation first on the variant(s), then if it passes this check, it checks for the available quantity for that item. If all conditions are passed then the item is added to the Cart, triggers the message in #21, and adds the item to be listed in the Summary Module (page 23). This is all done without a page refresh, and keeps the user in their exact location.
 - IF any of the validations fail, then the Item Module is refreshed with the appropriate Error message displayed (#15)
20. CHILD ITEM, ADD TO WISH LIST AND REGISTRY LINKS [LAYOUT TBD | COPY TBD]
 - Performs the same action as the ‘Add to Cart’ button in #19, but with a target of adding these to a Wish List or Gift Registry.
 - These links should only appear if the item is available to be added to Wish Lists/Registries as defined in the Item Setup, this is the same functionality that is on the item page and should be inherited.
 - IF the item and all it’s variants are Out of Stock, then these buttons should NOT appear.
 - NOTE: Like Item pages, this action could result (given the right state) in returning the user back to this page with a message loaded in the Error Message module, stating that “These items have been added to you [Wish List | Registry]”.
21. CHILD ITEM, ADDED TO CART SUCCESS MESSAGE [LAYOUT TBD | COPY TBD]
 - The message should indicate that the item has been added successfully and that then can continue shopping or view a summary of the item added.
 - It should also be clear to the user that they can continue using this page and adding other items, as well as the same item already added, perhaps with different variant and/or quantities selected.
 - This message APPEARS ONLY when a child item has been added successfully to a user’s cart and remains until the next “Add to cart” action for this child item is added again or the user leaves the page.
 - ONLY 1 of these messages should appear on the page at once, so if another item was added previously this action would remove the previous message and only display the new message that just occurred. The same principal is true for the Error messaging. Only one message in Yellow at any one point.
- 21A.CHILD ITEM, VIEW SUMMARY LINK [LAYOUT TBD | COPY TBD]
 - TARGET OF LINK: is an anchor to the location on the page where the “Summary Module” (page 23) is located.
22. REMAINING CHILDREN ITEMS [LAYOUT TBD]
 - Displays the next Children Items assigned to the MII, following the rules outlined above, until it reaches the end of the the Children assigned OR the maximum number of Child item display limit set by the module in the Template Layout.
23. S2S AVAILABILITY MESSAGING [LAYOUT TBD | COPY TBD]
 - IF item is In Stock AND Available for S2S delivery, there should be an S2S message as well
 - This is a single combination of elements, Text and Graphics that appear at once, if the item is available for S2S
24. Customer Rating **[Copy, Design TBD]**
 - Display graphic corresponding to the averaged overall rating score for the product. Score should be averaged from all submitted and approved reviews. If no reviews have been submitted and approved for product then display nothing and collapse space.
 - Link rating graphic, TARGET is Ratings Explanation Popup.
 - If item is not elligible for customer ratings then display nothing.
 - This section should be controlled by a global display timer which determines whether it displays or not. The timer status should superceed the customer reviews elligibility status.



New System Generated Email

- This email should be sent to customers if a review they submitted is declined due to content violations.
1. From Email Address [Copy, Design TBD]

- Email address from which the email originates is "help@walmart.com"
 - If this address is valid (monitored) for replies then #4 should not be displayed.
2. Email Subject [Copy, Design TBD]

- Subject of email.
3. Email Header [Copy, Design TBD]

- Display link to homepage. TARGET of link is walmart.com homepage.
 - Display additional text and visual elements as defined by Copy and Design documents.
4. Unmonitored Email Disclaimer [Copy, Design TBD] NOT CURRENTLY NEEDED: SEE #1

- IF #1 IS AN UNMONITORED MAILBOX then display standard copy explaining that this email is being sent from an unmonitored email address.
 - If above is displayed, include a link to send email to our help email address.
5. Salutation [Copy, Design TBD]

- Display the salutation as defined in the Copy Document.
 - Display customer's first and last names

6. Body of Email [Copy, Design TBD]

- Display the body copy of the email. Copy should communicate that the review they submitted has been declined.
 - ELEMENTS IN #6 WILL BE DISPLAYED IN THE ORDER DECIDED BY COPY. ADDITIONALLY, SOME ELEMENTS MAY BE CONDITIONAL ON OTHER CONTENT AS DETERMINED BY COPY. For example, if the decline reason is a Customer Service complaint then we way not want to show a link to the customer review guidelines (6c), but instead include a link to contact Customer Service. Because of this, each element as shown here for purposes of explanation may not be discrete elements, but may be a different email body per decline code.
 - 6a. Rejection Reason: Include reason that their review was declined. IF WE CANNOT INCLUDE A REASON why their review was declined then we should not send this email. Note that even if there are several reasons to decline the review (ex: profanity and foreign language), only ONE rejection code will be sent. This means that our emails should probably indicate that it is possible that there are additional problems with the review than the ones listed.
 - 6b. Product Name Display the product name and link. TARGET of product name link is the item page for the product.
 - 6c. Review Content Guidelines Link Display link to our Customer Review Content Guidelines. TARGET of link is Customer Review Content Guidelines page.
 - 6d. Write Review Link Display link to write a review for the product. TARGET of link is Write Review page for that product.
 - 6e. Review Written Date Display date that the rejected review was written. Additional text may accompany the date as shown in example at right.
 - 6f. Original Review Content Conditionally display text of rejected review depending on rejection type. SEE TABLE ON NEXT PAGE.
 - 6g. Offending Review Content IF POSSIBLE, highlight the offending part of the review. NOT POSSIBLE
7. Closing [Copy, Design TBD]

- Display closing sentiments.
 - Display link to walmart.com. TARGET of link is walmart.com homepage.



Email Headers Information

1

from "some_address@walmart.com" <sitetostore@walmart.com>

2

to freddy@yahoo.com

date Jun 3, 2007 1:54 PM

subject There's a Slight Problem – We Have Rejected Your Review!

Main Email Chunk

3

WALMART®

Home Page

4

THIS IS BEING SENT FROM AN UNMONITORED MAILBOX. PLEASE DO NOT REPLY TO THIS EMAIL. IF YOU HAVE QUESTIONS, PLEASE CONTACT [help@walmart.com](#).

5

Dear <first name> <last name>,

6

6b

We regret to inform you that the product review you submitted for <product name> has been declined. <reason for rejection>. There may also be additional reasons for this email being declined. Please read our [customer review guidelines](#) to familiarize yourself with the most common reasons for reviews being declined.

6c

6e

Below s the review you wrote on October 15, 1844:

6f

The first complete book by J.R.R. Tolkien in three decades— since the publication of The Silmarillion in 1977— The Children of Hú rin reunites fans of The Hobbit and The Lord of the Rings with Elves and Men, dragons and Dwarves, Eagles and Orcs. Presented for the first time as a complete, standalone story, this stirring narrative will appeal to goddamn stupid company readers alike, returning them to the rich landscape and characters unique to Tolkien.

6d

Perhaps, if you are so bold, you may [try your luck at writing another review](#).


7

We appreciate the opportunity to serve you and look forward to your next visit.

Sincerely,

Customer Service at Walmart.com
[http://www.walmart.com](#)

Rejection Codes and Reasons	Additional Content Guidelines	Include Original Review Content in Email?	Include These Links in Email Body
PD (Product Description) Applied to content that specifically states that the product description on the website is incorrect.	<ul style="list-style-type: none">Review was about site, not about product.We will be investigating the issue.	Yes	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another Review
CR (Competitor Reference) Applied to content that mentions a documented (by Wal-Mart) competitor to Wal-Mart.	<ul style="list-style-type: none">TBD Copy	Yes	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another Review
CS (Customer Service) Applied to content that contains an identifiable customer service complaint, issue or inquiry.	<ul style="list-style-type: none">Review identified specific issue with Customer Service or which can be rectified by Customer Service.Please contact Customer Service for help.You can resubmit the review without the customer service references.	Yes	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another ReviewContact Customer Service
LI (Litigation) Applied to content that specifically mentions a lawsuit or a situation caused by a product that could be legally threatening to the client.	<ul style="list-style-type: none">TBD Copy	NO	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another Review
FL (Foreign Language) Applied to any review that is written in a language other than English.	<ul style="list-style-type: none">TBD Copy	Yes	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another Review
IU (Inappropriate Content) Applied if content is inappropriate, including profanity (not caught by automated system), discriminatory speech, negative comments about other reviewers, spam or vacuous (meaningless) content.	<ul style="list-style-type: none">TBD Copy	NO	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another ReviewContact Customer Service
RW (Comments About Wal-Mart [Restricted Word]) Applied to any content that references Wal-Mart or Walmart.com. Comments may be allowed if it is a salient review focussed on the product.	<ul style="list-style-type: none">TBD Copy	NO	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another ReviewContact Customer Service
PRI (Price) Applied to any content that references the price of an item.	<ul style="list-style-type: none">TBD Copy	Yes	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another ReviewContact Customer Service
UR (Unrelated Content) Applied to any content that contains personal information or HTML (formatting, links, etc.).	<ul style="list-style-type: none">TBD Copy	Yes	<ul style="list-style-type: none">Item PageCustomer Review GuidelinesWrite Another ReviewContact Customer Service

[Home Page](#)

THIS IS BEING SENT FROM AN UNMONITORED MAILBOX. PLEASE DO NOT REPLY TO THIS EMAIL. IF YOU HAVE QUESTIONS, PLEASE CONTACT help@walmart.com.

Dear <first name> <last name>,

We are pleased to inform you that the product review you submitted for <product name> has been posted to the site. Thank you for taking the time to help your fellow Wal-Mart shoppers make their purchase decisions.

We appreciate the opportunity to serve you and look forward to your next visit.

Sincerely,

Customer Service at Walmart.com
<http://www.walmart.com>

WALMART
development

OUT OF SCOPE

New System Generated Email

- In order to differentiate this email from the 2-week teaser email sent by Customer Intelligence, this email should look more like a marketing email than a system genated email.
- This email should be sent to customers 4 weeks after they place each order.
- Customer should be sent a maximum of 2 emails.
- Track if the customer clicks any of the product links (6) in the email.
- If the customer has not clicked any of the product links after two weeks from receiving the first Review Request email then do not send any further Review Request emails for a period of 6 months (regardless of how many orders the customer places during that time).
- After 6 months, if the customer places an order, then send a Review Request email to them.

v3

1. Email Header [Copy, Design TBD]

- Display text and visual elements as defined by Copy and Design documents.
- Display link to homepage. TARGET of link is walmart.com homepage.
- Display link to Help. TARGET of link is main Help menu page.
- Display link to My Account. TARGET of link is My Account page for user, which will usually trigger the Login page.
- Display link to Cart & Checkout. TARGET of link is Cart.

2. Unmonitored Email Disclaimer [Copy, Design TBD]

- Display standard copy explaining that this email is being sent from an unmonitored email address.
- Include a link to send email to our help email address. REMOVED BECAUSE EMAIL SHOULD BE TREATED MORE LIKE MARKETING EMAILS (WHICH DO NOT INCLUDE THIS)

3. Salutation [Copy, Design TBD]

- Display the salutation as defined in the Copy Document.
- Display customers first and last names

4. Body of Emai [Copy, Design TBD]

- Display the body copy of the email.
- Copy should communicate that 1) Customer Reviews functionality is now available on walmart.com, 2) the user has purchased an item or items several weeks ago, 3) the user has the opportunity to write a review or rate the product(s) based on their experience using them.

5. Instructional Text [Copy, Design TBD]

- Display text explaining how a user can write a review for the products they purchased.

6. Product List [Copy, Design TBD]

- Display the NAME of each product purchased by the user for the order which triggeed this email. Name of product should be linked. TARGET of link is the Write Review page for the product.
- Display the PHOTO of each product purchased by the user for the order which triggeed this email. Photo should be linked. TARGET of link is the Write Review page for the product.

2.4

4.2

7. Closing [Copy, Design TBD]

- Display closing sentiments.
- Display link to walmart.com. TARGET of link is walmart.com homepage.

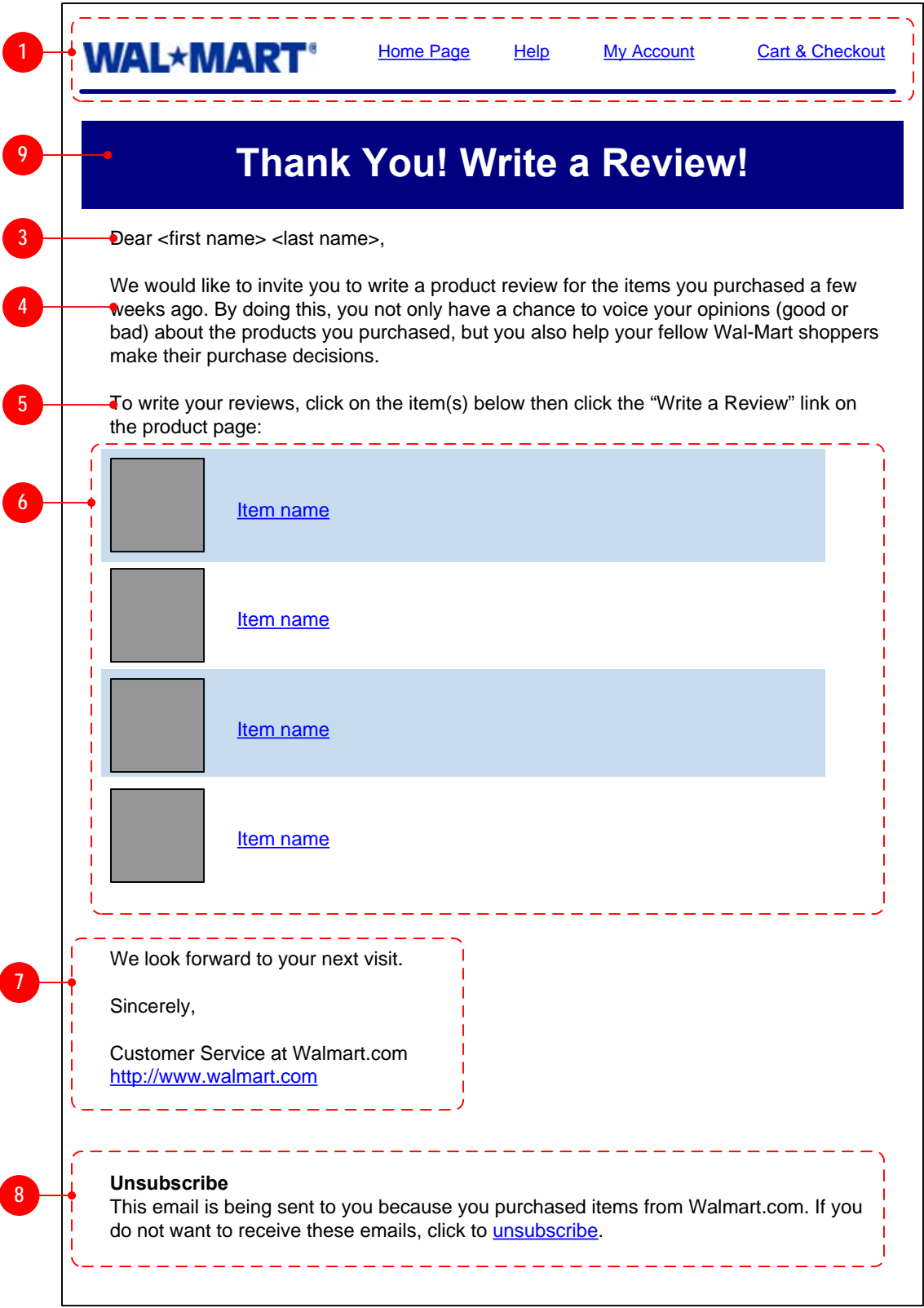
8. Unsubscribe Option [Copy, Design TBD]

- Display text communicating why the customer received this email and how they can unsubscribe.
- Display link to unsubscribe. TARGET of link is Review Email Opt Out Page, which is a page which requires authentication to access.

9. Graphical Header [Copy, Design TBD]

- Display enticing and pleasing graphical elements to diffenentiate this email from the 2-week teaser.

2.4



New the Business Studio Module

1. Module Header [Copy, Design TBD]
- Display header image or text.
2. Product Tiles [Copy, Design TBD]
- Display The 3 products within search results which have the highest customer overall rating.
- In the event that more than 3 products have the top customer overall rating possible, then give preference to products which are also Top Sellers. In other words, if 5 products have a customer Overall Rating of 5 stars then check to see if any of them are Top Sellers. Display the first 3 top rated items which are also top sellers.
- Display the top rated/selling item in Tile 1, followed by the second and third tiles populated by the scenario outlined above.
- See annotations 3 through 8 for specific contents of each product tile.
3. Product Image [Design TBD]
- Display the primary image for the product. (60 x 60 size recommended, but is TBD Design Specs.)
4. Product Name [Design TBD]
- Display the name of the product. Pull name from the same location used in the the Top Sellers module.
- Name should be linked. TARGET of link it product page for this product.
5. Customer Rating [Copy, Design TBD]
- 5a. Display a label indicating that the rating was provided by customers. REMOVED PER DESIGN
- 5b. Display graphic corresponding to the averaged overall rating score for the product. Score should be averaged from all submitted and approved reviews. If no reviews have been submitted and approved for product then display nothing "Not Yet Rated". If no reviews have been submitted and approved for product then display graphic indicating "Not Yet Rated". REMOVED PER BUSINESS

If no reviews have been submitted and approved for product then display nothing and collapse space.

•

Link rating graphic, TARGET is Ratings Explanation Popup.
6. Item Flag [Design TBD]

•

Display the highest ranking item flag set for the product.

•

If no flags are set for product then collapse space and display nothing.

7. SLAP Functionality [Copy, Design TBD]

•

Refer to SLAP R2 2007 wireframes for annotations of this functionality.

8. Site to Store Indicator [Copy, Design TBD]

•

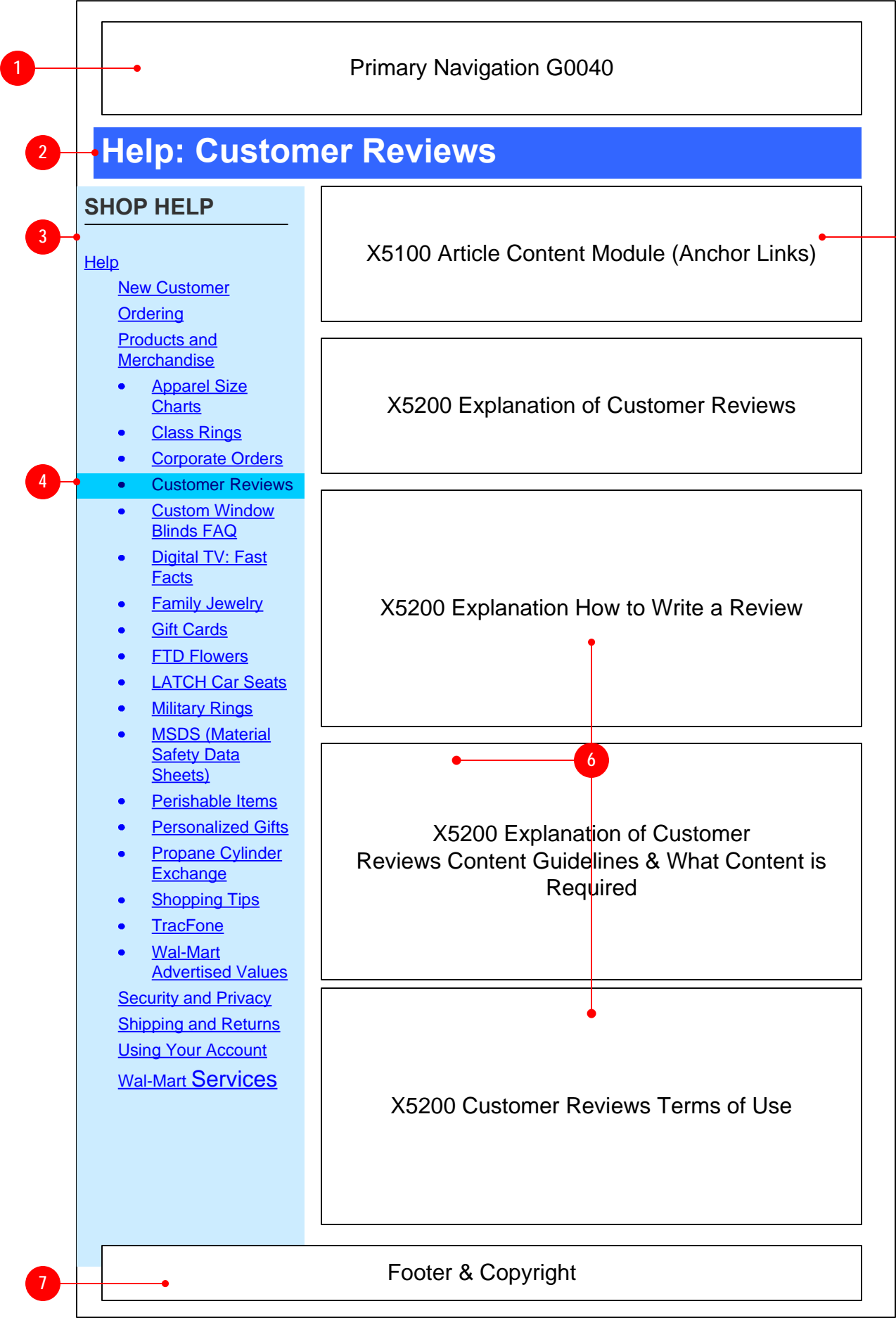
Display the Site to Store Indicator as specified in the Design Specs document for R1 2007 Site to Store.
-
-
- WALMART

development

New Fusion Page (existing template)

A new fusion page will need to be created.

1. Module G0040 – Primary Navigation
2. Module G001 – Page Title
3. Module G0050 – Secondary Navigation
4. Customer Reviews Page Indicator
 - Should indicate that the user is on this page.
 - Text should not be linked.
5. Module X5100 – Article Content Module (Anchor Links)
 - Create Anchor link for each of the X5200 modules used below
6. X5200 Custom Content Modules
 - Explain customer reviews and how they are moderated for offensive or inappropriate content.
 - Explain how to write a review
 - Explain what information is required to submit in a review.
 - Explain what information is optional to submit, and how we use that information.
 - Explain our content and photo guidelines for customer reviews.
 - Explain the Terms of Use for Customer Reviews
7. Standard Footer & Copyright Notice

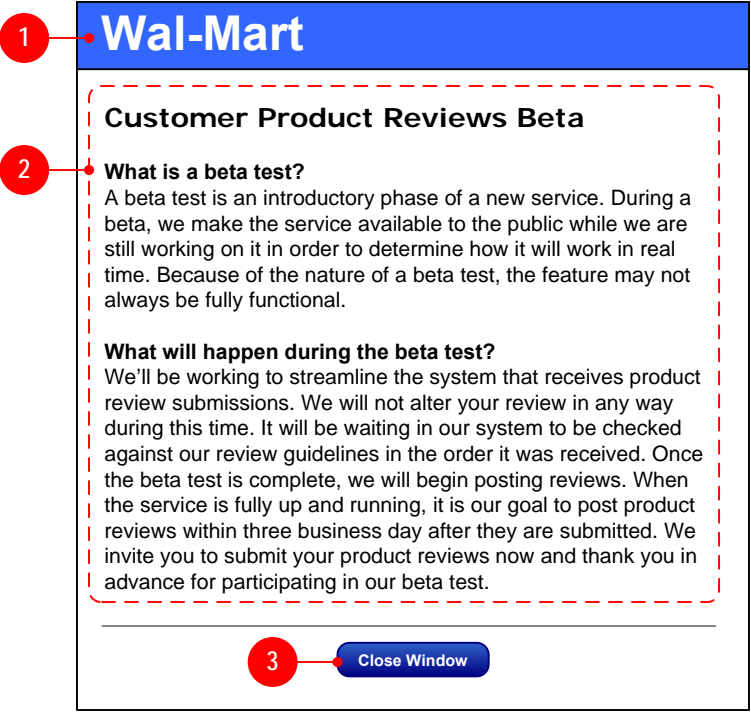


VENDOR
development

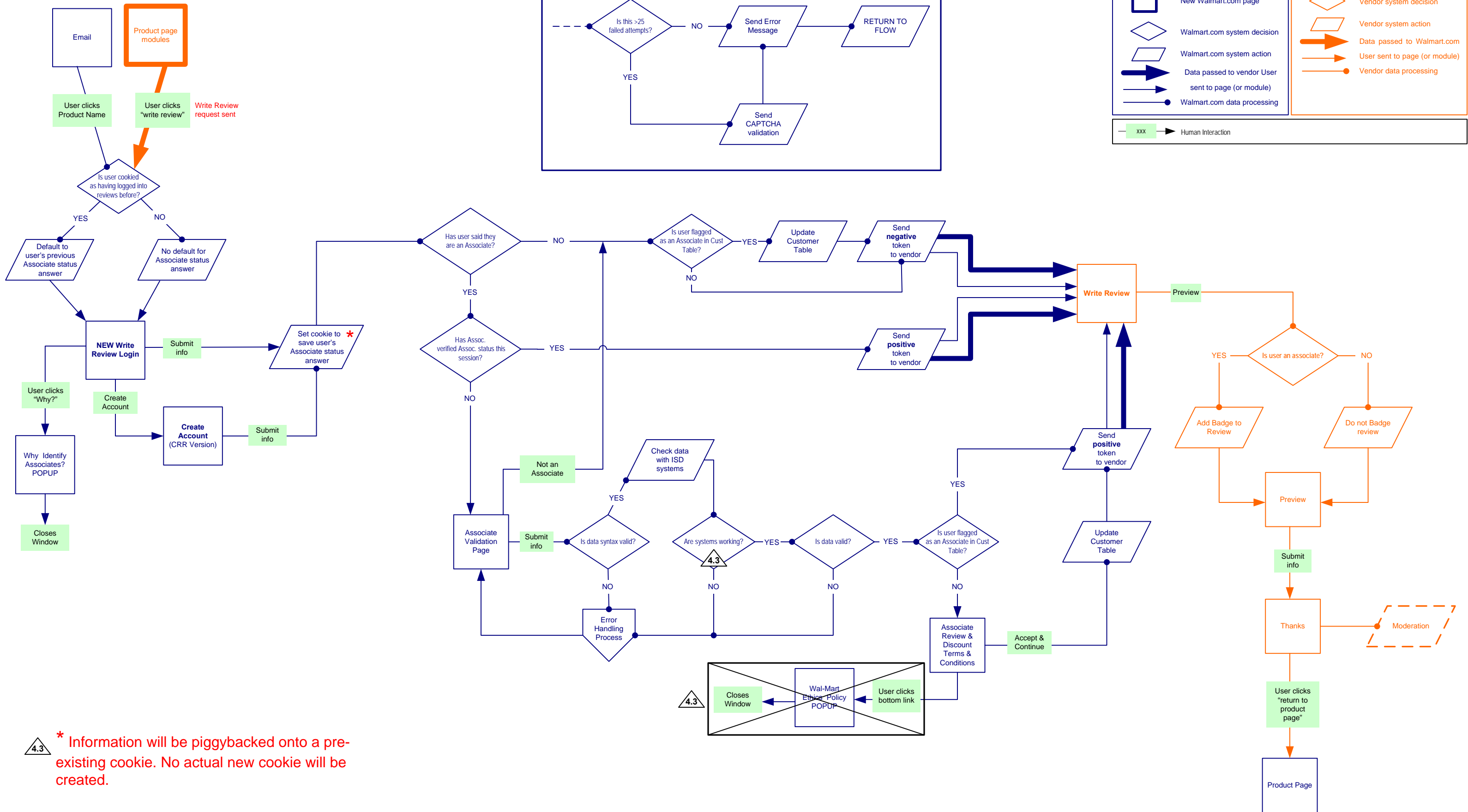
New Vendor Popup



- 1. **Popup Header [Copy, Design TBD]**
 - Display header image or text.
- 2. **Explanatory Text [Copy, Design TBD]**
 - Explain why it will take two weeks before the customer will see their review on the site
 - Perhaps explain our 2-review-minimum-before-displaying rule.
- 3. **Close Window Button [Copy, Design TBD]**
 - When clicked, close the window.



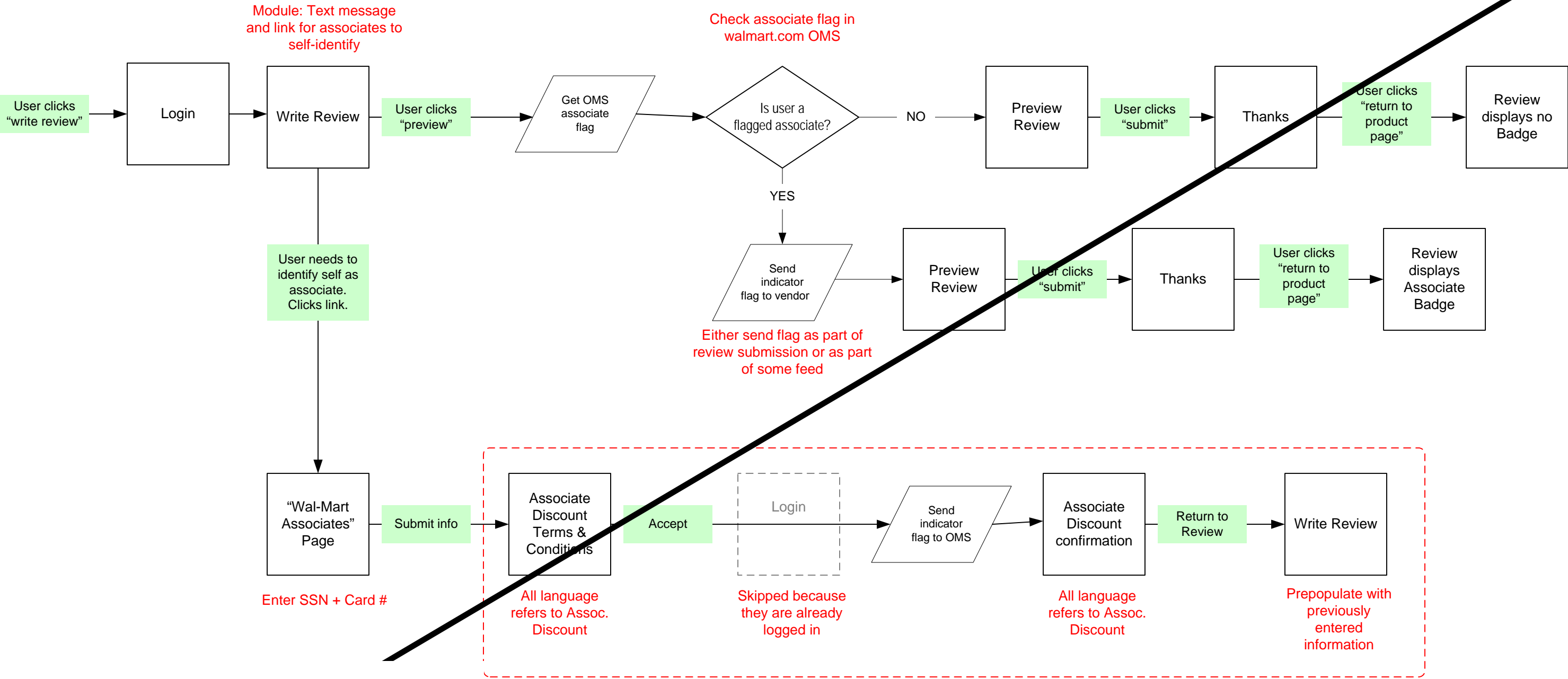
Associate Declaration on Login Page



Programatic Badging at Time of Review with Manual Self-Identification

Walmart work

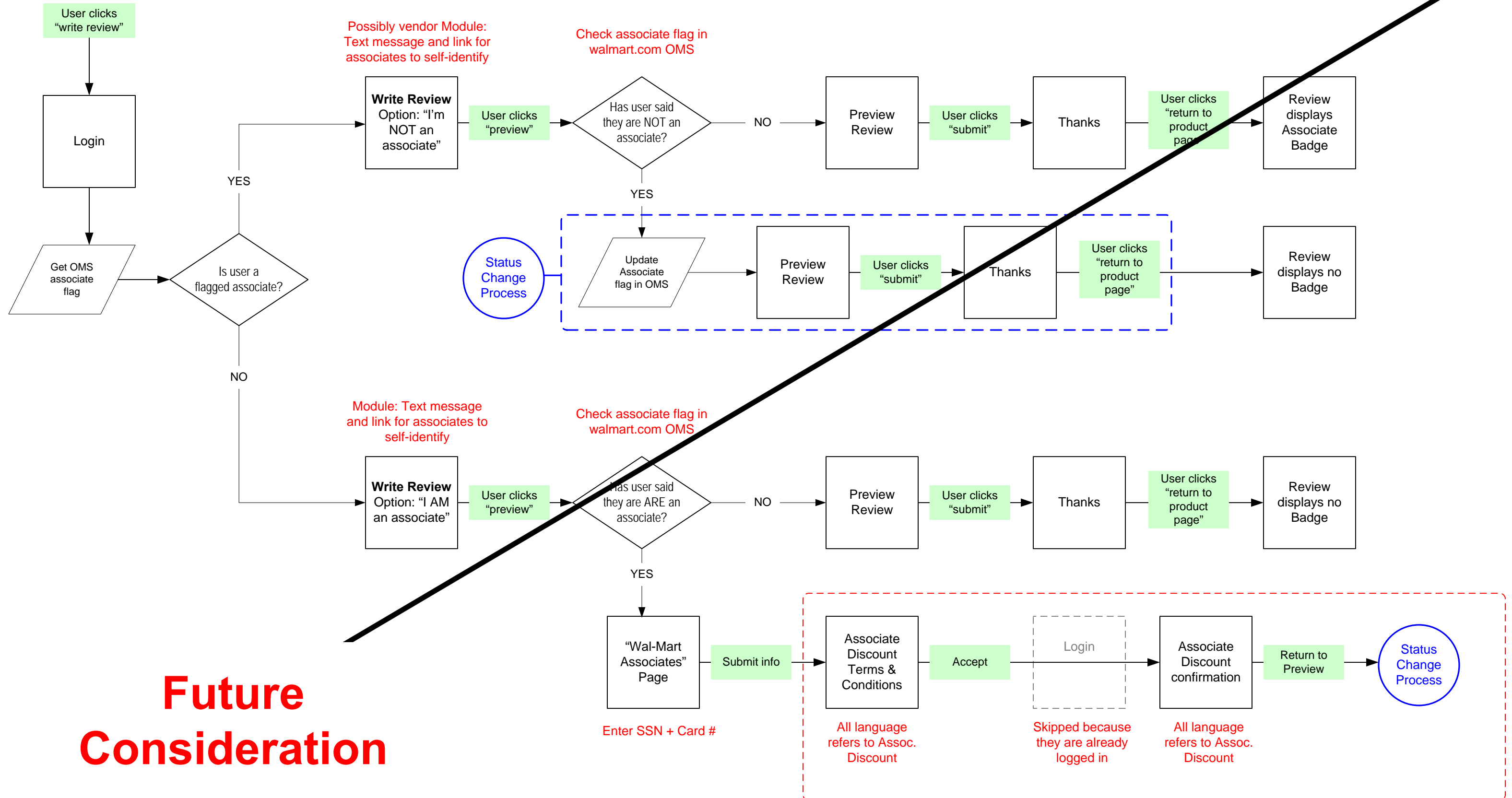
Vendor work



Future
Consideration

Requires changes to current functionality for flow. Also, all language for this process references "associate discount". Ideally we would create messages specific to reviews, or generic to "associate identification"

Programatic Badging at Time of Review with Semi-Automatic Self-Identification

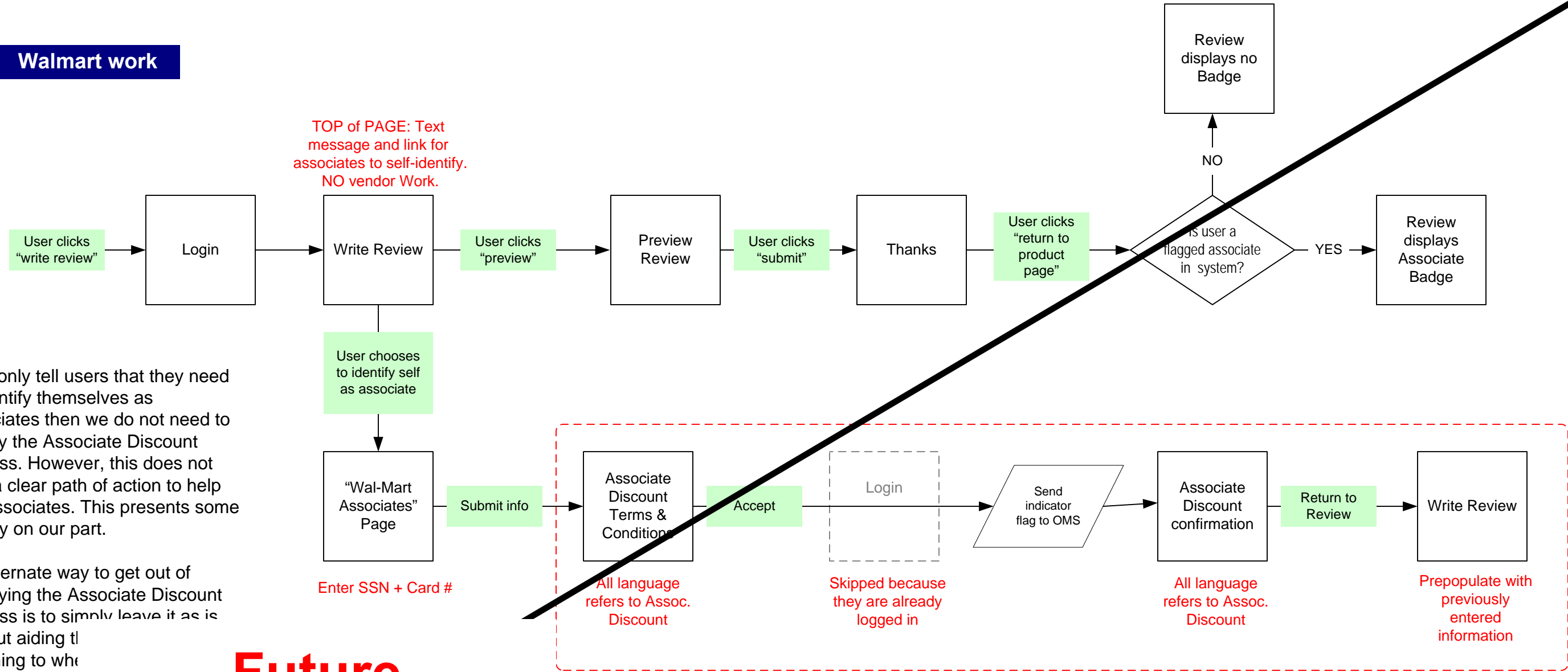
Walmart work**Vendor work**

Future Consideration

Requires changes to current functionality for flow. Also, all language for this process references "associate discount". Ideally we would create messages specific to reviews, or generic to "associate identification"

Badging via Feed with Manual Self-Identification

Walmart work



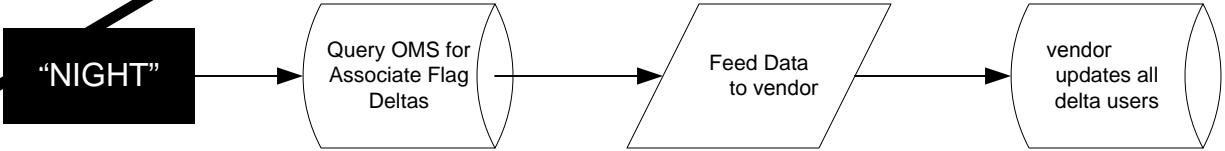
If we only tell users that they need to identify themselves as associates then we do not need to modify the Associate Discount process. However, this does not give a clear path of action to help the associates. This presents some liability on our part.

An alternate way to get out of modifying the Associate Discount process is to simply leave it as is without aiding the user in returning to where they started. This is a bad use

Future Consideration

Requires changes to current functionality for flow. Also, all language for this process references "associate discount". Ideally we would create messages specific to reviews, or generic to "associate identification"

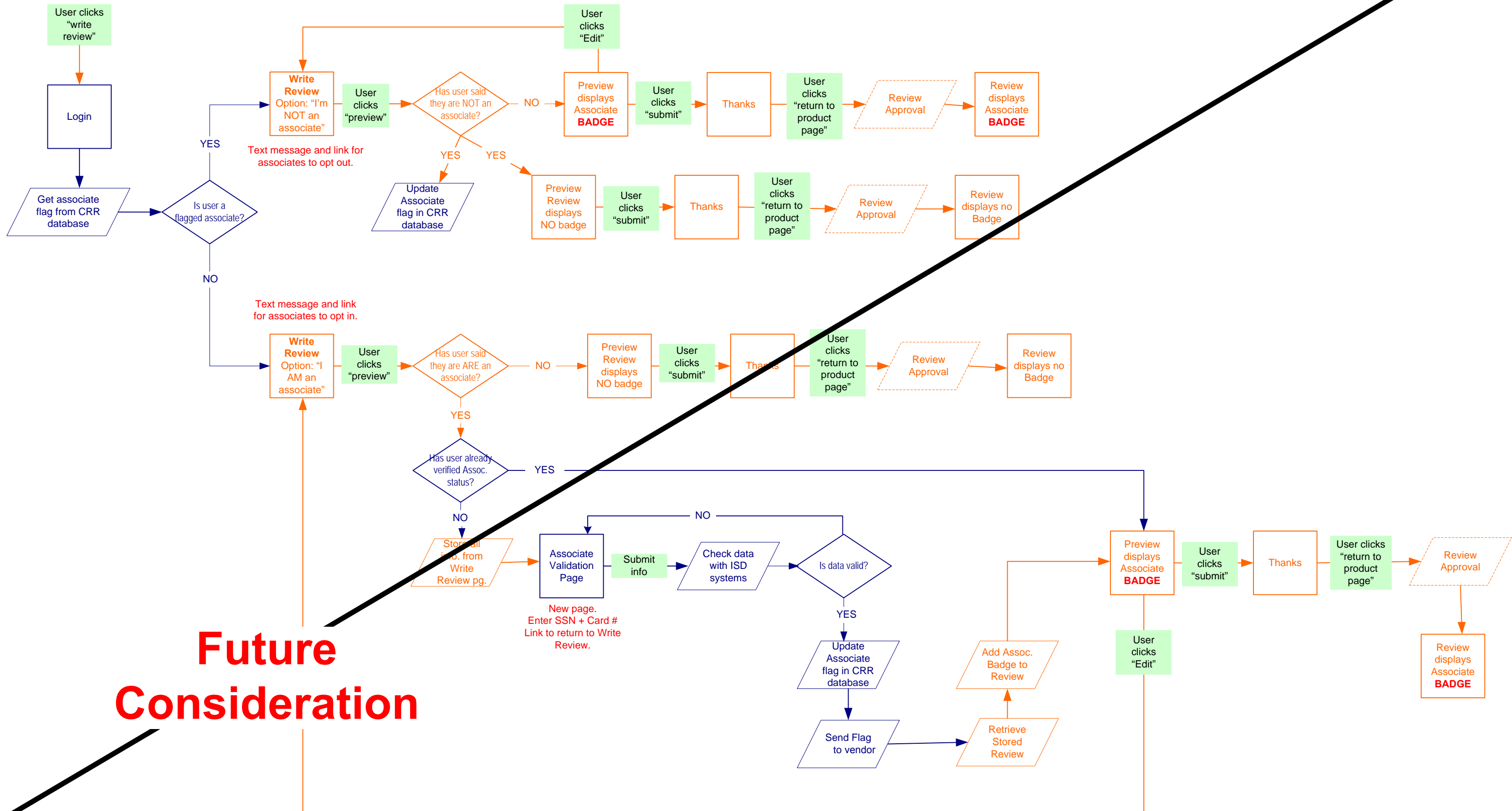
Walmart work Vendor work



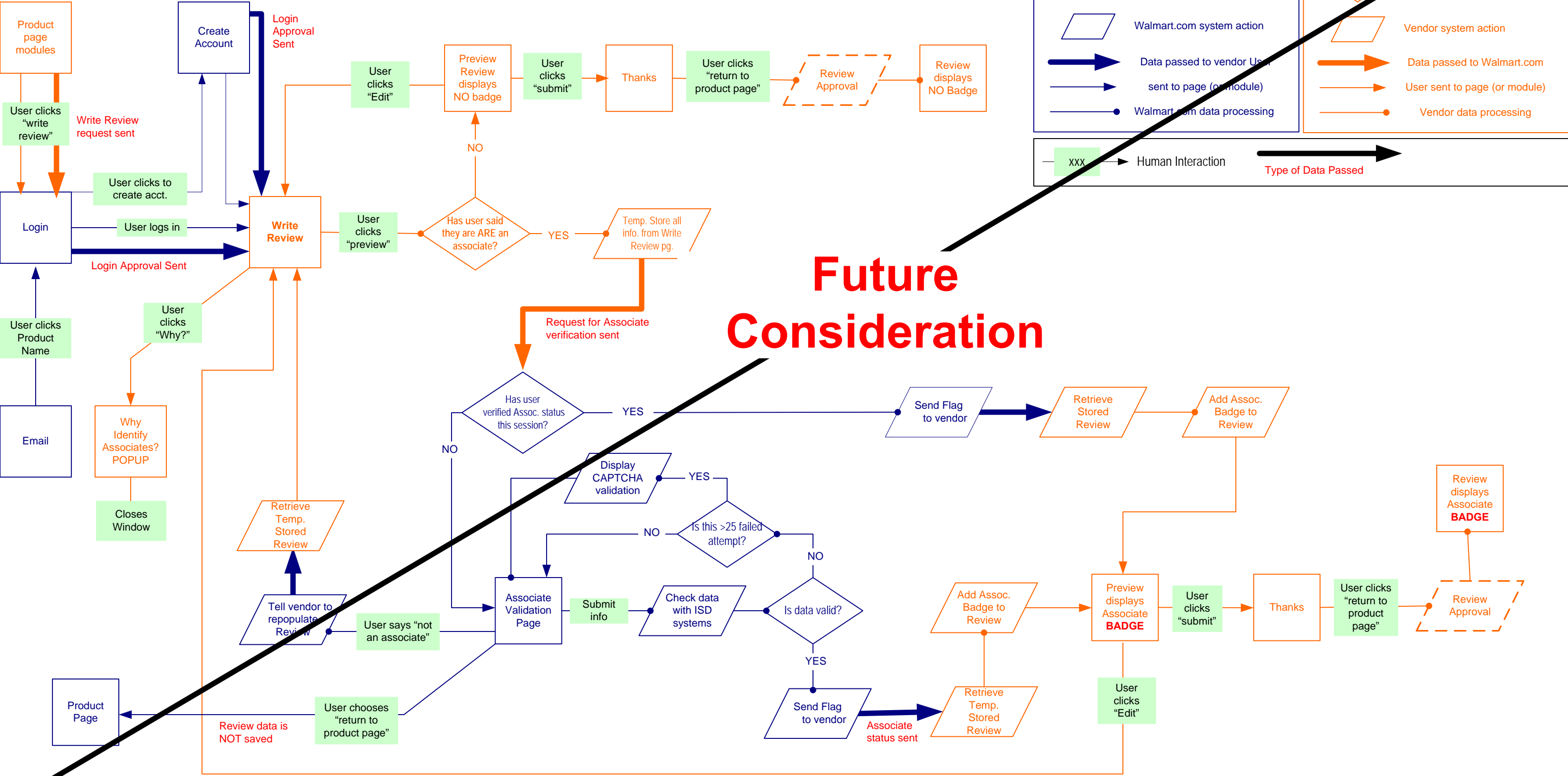
Programatic Badging at Time of Review with First-Time Validation, No Subsequent Validation (Only Manual Opt Out)

Walmart work

Vendor work



Forced Associate Declaration Before Previewing



Changes Since v4.3		
<u>Page #</u>	<u>Module / Page Name</u>	<u>Change Description</u>
32	Item Page Modules	Clarified templates notation.

Changes Since v4.2		
<u>Page #</u>	<u>Module / Page Name</u>	<u>Change Description</u>
6	Create Account (CRR Version)	Changed error handling to match current functionality.
8	Associate Validation Page	Changed error handling to match current functionality
11	Ethics Policy Popup	Removed, not needed.
45	Search Voice Page	Updated to match implementation.
76	Associate ID on Login Page Flow	Clarified cookie creation, added systems function check

Changes Since v4.1		
<u>Page #</u>	<u>Module / Page Name</u>	<u>Change Description</u>
2	User Flows	Updated to reflect R2 functionality.
3	Use Cases for Writing a Review	Updated to reflect revised flows.
5	NEW Write Review Login	Added logic. Added several annotations. Added Error
6	Create Account (CRR Version)	Added copy block to explain relevance to Customer Reviews. Added error.
8	Associate Validation Page	Added link to for non-Associates to proceed. Added Error.
9	Associate ID Terms and Conditions	Added copy explaining linking to account.
10	Associate Identification Confirmation	Page removed.
69	Email: Review Declined	Added original review content and date.
70	Review Rejection Codes	New page detailing conditional elements to be included in Declined email.
72	Email: Review Request	Added photos to product line items.
76	Associate ID on Login Page	Detailed logic for default status behavior on Login page. Other flow changes.

Changes Since v4		
<u>Page #</u>	<u>Module / Page Name</u>	<u>Change Description</u>
6	Create Account (CRR Version)	Changed sample title to be generic – no change in annotations
8	Associate Validation Page	Added link to return to product page
9	Associate ID Terms and Conditions	Updated link to Ethics Policy.
11	Wal-Mart Ethics Policy	Changed title from “Associate Reviews Policy”. Updated content.
52	My Account Page	Removed link to User Profile
53	User Profile Page	OUT OF SCOPE
69	Email: Review Declined	Added link to review product again. Added email subject line.
75	Associate ID on Login Page	Updated one page to be “Wal-Mart Ethics Policy”

Changes Since v3.5		
<u>Page #</u>	<u>Module / Page Name</u>	<u>Change Description</u>
5	NEW Write Review Login	New page
6	Create Account (CRR Version)	New page
7	Why Ask Me If I'm an Associate? Popup	New Walmart popup
8	Associate Validation Page	New page
9	Associate ID Terms and Conditions	New page
10	Associate Identification Confirmation	New Page
11	Associate Reviews Policy	New page
28	Badge Explanation Popup	New Vendor popup
34	Content: 211 – Detailed Ratings Left	Changed display behavior when no reviews exist..
35	Module 316 – Other Items Teaser #1	New wireframe page: added ratings to module
36	Module 317 – Other Items Teaser #2	New wireframe page: added ratings to module
37	Module 426 – Other Items #7	New wireframe page: added ratings to module
38	Module 438 Short Review Module	Added conditional display elements and qualifications.
52	My Account Page	Added link to User Profile
53	User Profile Page	New page
54	Review Email Opt Out Page	Clarified that page is hosted by Wal-Mart
55	Opt Out Confirmation Page	Clarified that page is hosted by Wal-Mart
66 – 68	MIIP Module 1	Added ratings to MIIP tiles
69	Email: Review Declined	Removed Release TBD note
75	Associate ID on Login Page	New flow for Associate identification process

Changes Since v3		
<u>Page #</u>	<u>Module / Page Name</u>	<u>Change Description</u>
2	User Flows	Removed submit option path from Write Review page.
4	Write Review Template	Removed Module X5010 Return to Page
5	Content: X5000 – Write Review	Customer Service link opens new browser window
10	Review Content Guidelines Popup	Changed to live on vendor side. Clarified annotations.
11	Review Preview Page	Added header to template.
13	Content X5000 – Review Preview (cont'd)	Clarified popups. Removed page header.
15	Terms of Use Popup	New popup hosted by vendor.
16	Review Thanks Page	Clarified tempate. Removed X5010 Return to Page Module
19	Content: X5000 Variants	Conditional message added. Added “back to product page” links.
20	Content: Review Tile	Added “From Electronics” ID section to Walmart Feedback section.
21	Content: Review Tile (cont'd)	Updated display of ratings-only review. Added photo & description to My Reviews.
25	Item Page Modules	Removed Module 325.
26	Content: 325 – Detailed Ratings Right	Removed from scope per Business.
27	Content: 211 – Detailed Ratings Left	Removed module condition for a single review.
28	Ratings Explanation Popup	Removed “not yet rated” icon.
29	Content: 438 – Short Reviews	Added condition for this module when no reviews have been posted.
34	My Reviews Popup	Removed sorting ability and close window button. Added date bars.
35	Search Voice Page	Indicated that vendor content and customization abilities are TBD.
38	X5010 – Return to Page	Removed all conditional logic. (out of scope)
46	S3000 – Shelf 3 Column Display (cont'd)	Clarified display rules when no ratings exist.
48	S3000 – Shelf 3 Column Media Display	Clarified display rules when no ratings exist.
50	X3000 – the Browse Page (cont'd) Items	Clarified display rules when no ratings exist.
52	Comparison Page	Clarified display rules when no ratings exist.
53	Search Results	Removed “not yet rated” icon.
58	the Business Studio Module	Removed “not yet rated” icon.