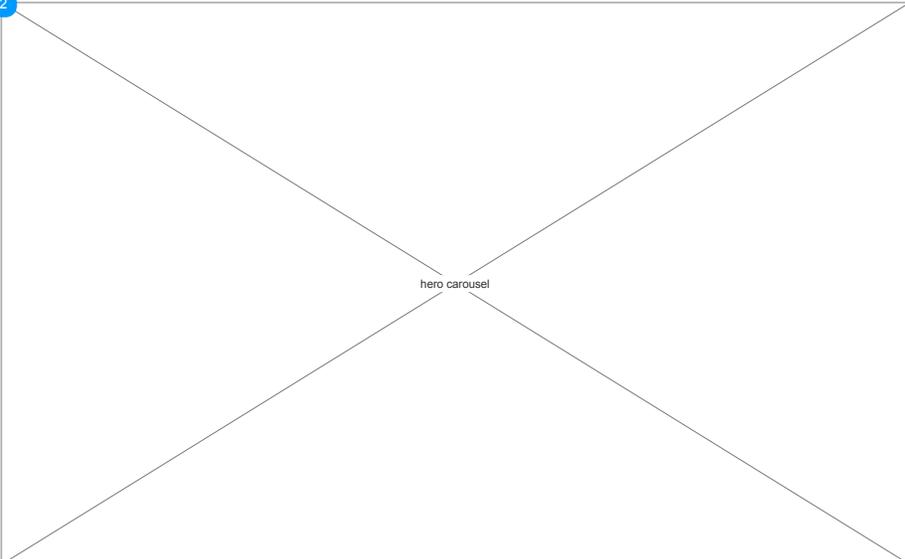
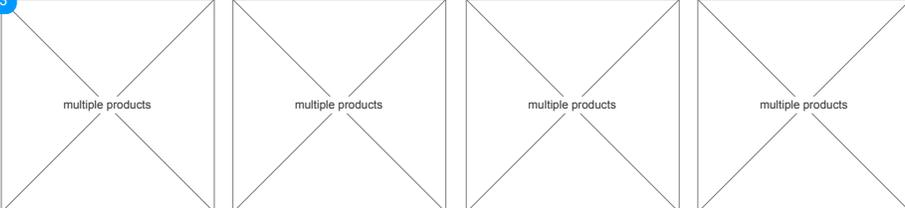


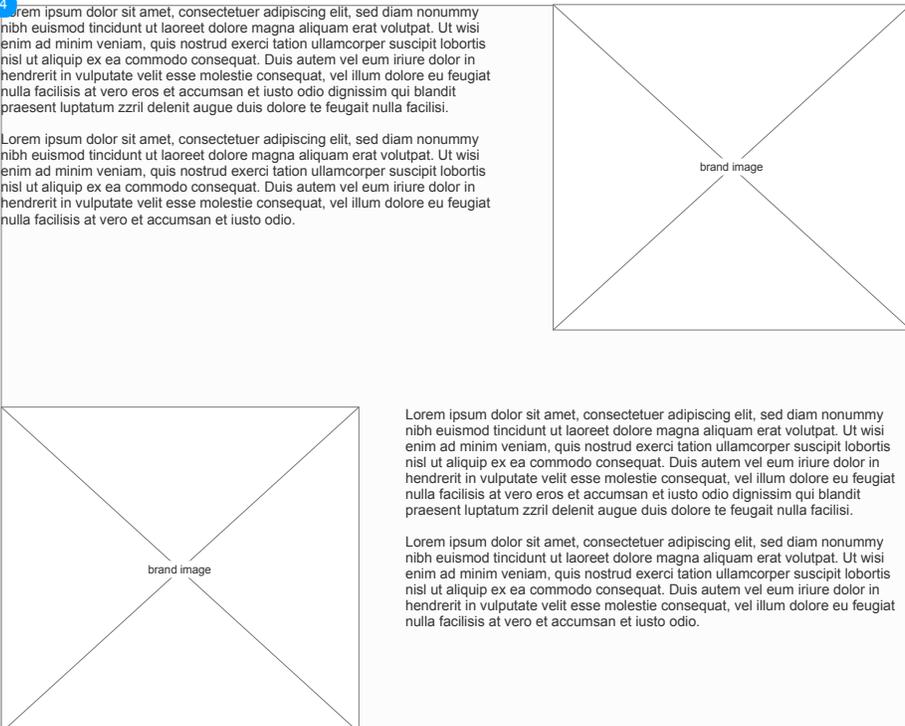
1  Designer's Login | My Account | Shopping Cart (00)
My Picks | Wish List | Showroom Locations | Translations

Email Sign Up Search

LIFESTYLE STORIES TRENDS PRODUCT SHOPPING DESIGN SECTION

2  hero carousel

3  multiple products multiple products multiple products multiple products

4  brand image

brand image

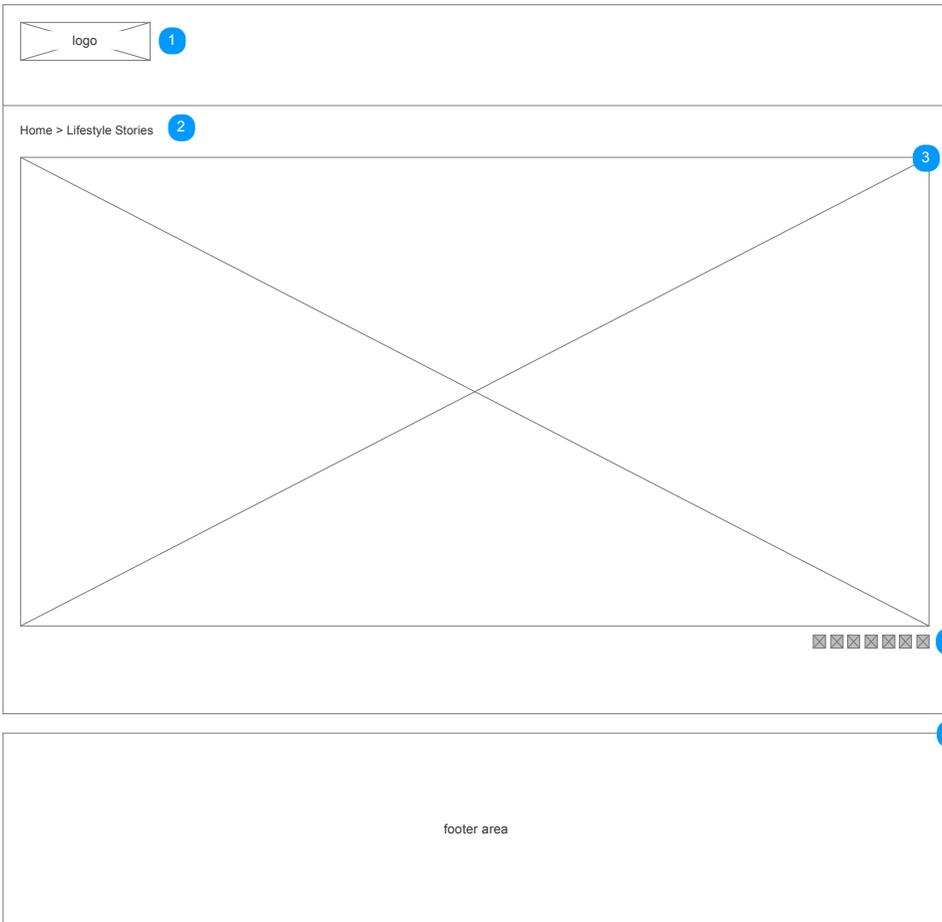
brand image

5  footer area

Annotations

This wireframe represents the Homepage.

- 1 Global Navigation Area
- 2 This area displays the Hero Carousel: primary estate to feature product, campaign, brand content - show the latest trend or lifestyle design.
- 3 Multiple products featured on the homepage - beneath the main message.
- 4 Brand Content: Show the brand personality - tone and voice, opinions, faces, story etc.
- 5 Footer Area



Annotations

This wireframe represents the Lifestyle Stories landing page.

- 1 Navigation bar
- 2 Breadcrumb indicates user where they are on the website.
- 3 Landing Page shows featured designer, hero shots for each of the three stories.
- 4 Control bar for displaying multiple Carousel choices.
- 5 Footer Area

logo

[Designer's Login](#) | [My Account](#) | [Shopping Cart \(00\)](#)
[My Picks](#) | [Wish List](#) | [Showroom Locations](#) | [Translations](#)

LIFESTYLE STORIES
TRENDS
PRODUCT SHOPPING
DESIGN SECTION

Home > Product Shopping > Fabrics

1 of 12 pages << previous | Display all | next >>

View as: list | rows show per page Show 12 items per page

Fabrics

[Clear All Search Filters](#)

Refine Your Search

Filter/Sort by Brand | [Clear](#)

- Kravet (12773)
- Kravet Contract (3065)
- Kravet Couture (3557)
- Kravet Guaranteed (1245)
- Kravet Smart (1490)
- Kravet Soleil - Indoor/Outdoor (778)
- Laura Ashley (485)
- Ralph Lauren Home (964)

Filter/Sort by Use:

- Drapery (2639)
- Multipurpose (5523)
- Upholstery (14481)
- Wall covering (36)

Filter/Sort by Color Family:

- Beige (4978)
- Black (609)
- Blue (1938)
- Brown (3198)
- Burgundy/Red (1522)
- Green (2592)
- Grey (1420)
- (-) LESS
- Light Blue (1246)
- Light Gold/Yellow (109)
- Light Green (767)

Filter/Sort by Style:

- Animals (89)
- Asian (27)
- Bargellos (51)
- Borders (1)
- Botanical/Foliage (587)
- Bows/Ribbons (3)
- Check/Houndstooth (369)
- Contemporary (1640)
- Damask (611)
- Diamond (630)
- (+) MORE

Filter/Sort by Type:

- Chenille (2333)
- Corduroy (2)
- Crewel (8)
- Crypton (475)
- Denim/Twill (33)
- Embroidery (822)
- Fur (7)
- Gros Point/Epingle (16)
- Indoor/Outdoor (811)
- Jacquards (538)
- (+) MORE

Filter/Sort by Collection:

- Alexa Hampton (62)
- Barbara Barry (580)
- Barclay Butera (257)
- Calvin Klein Home (345)
- Candice Olson (575)
- Echo Home (363)
- Free On Furniture - Smart Fabric (1346)
- Guaranteed in Stock (1391)
- Jonathan Adler (69)
- Joseph Abboud (68)
- (+) MORE

Filter/Sort by Quality:

- Hand Felted (62)
- Hand Knotted (580)
- Hand Made (257)
- (+) MORE

Filter/Sort by Availability:

- Available (625)
- Custom (580)
- Custom Sizes Available (257)
- (+) MORE

Filter/Sort by Finish:

- Antique Oak (625)
- Bamboo Dark (580)
- Bamboo Light (257)
- (+) MORE

product image 1

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 2

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 3

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 4

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 5

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 6

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 7

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 8

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 9

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 10

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 11

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

product image 12

Product Title

★★★★☆ 3 Reviews

Product Description

[QUICK SHOP](#)

Annotations

This wireframe represents the Category page, where users search via a keyword or words.

- 1 Global Navigation Area
- 2 Breadcrumb indicates user where they are on the website.
- 3 Number of pages, previous, display all, next
- 4 Pagination provides indication to the user with regards to number of displayed items per page. Depending on the number of results returned, users are able to choose how many items to view per page and how to view items that is, list or row format.
- 5 Category Title
- 6 Clear All Search Filters: by clicking this link all previous filtering will be cleared, thus resetting the filtering tools to the default mode.
- 7 Refine Your Search: This will work based on product attributes as well. Results will be grouped by category as default. The user can filtering/sort using the left-hand/ faceted navigation. Each product will display in the same manner as products are on the category landing page quick view. There will be no null results and pre-specified recommendations will be displayed if no matched results are found.
- 8 Filter/Sort by: Once any of the boxes next to its respective filter is being clicked, it will take the user to the respective filtered page.
- 9 Clear: by clicking this link all previous filtering within the respective section will be cleared, thus resetting the filtering tools to the default mode.
- 10 Clicked box: Once filter box gets clicked it turns into a solid color box.
- 11 More/Less button: This button works as a toggle. By clicking it the user is able to see more or less filters.
- 12 Search Entries: The products will be catalogue listed with image, title, reviews, brief description, price, add to wish list, add to cart, click to go to details, quick view.
- 13 Quick Shop button: by clicking on this button, the user will be directed straight to the checkout page.
- 14 Footer Area

footer area

1 logo

Home > Shop Our Products> Home Office > Desks> Desk Name

3 **PRODUCT NAME/TITLE** 4
Product Description: 5
 — Lorem ipsum dolor sit amet, consectetur dolor stuoere amet, situ amet, onsectetur dolor sit.
 — Lorem ipsum dolor sit amet, onsectetur dolor stuoere amet, situ amet, onsectetur dolor sit.

Product Details (specifications): 6
 Collection: Custom Classics
 Dimension: 48" w x 30" h x 24" d
 Item#: 150743

Rate/Review ★★★★★ 7
 Share 8

19 **Fabrics** ORDER SWATCHES 20
 Fabric Fabric Fabric Fabric Fabric

20 **Finishes**
 Finish Finish Finish Finish Finish

Pricing 11
 Submit Customer Photos 9
 Add to Wishlist 15
 Print 16
 ADD TO CART

12 multiple views
 13 room settings
 17 watch video

Related Content 17

Tips and Advise For Working With A Designer 18

You Might Also Like

14 related or complimentary
 14 related or complimentary

CONTACT US FOR CUSTOMIZATION 21
 SHOP OUR FULL PRODUCT OFFERING 22

Customer Reviews 7

user image Overall Rating ★★★★★
 Review Subject Title
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonunibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wegr enimad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobort nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.

user image Overall Rating ★★★★★
 Review Subject Title
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonunibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wegr enimad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobort nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.

user image Overall Rating ★★★★★
 Review Subject Title
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonunibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wegr enimad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobort nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.

user image Overall Rating ★★★★★
 Review Subject Title
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonunibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wegr enimad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobort nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.

user image Overall Rating ★★★★★
 Review Subject Title
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonunibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wegr enimad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobort nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.

23 footer area

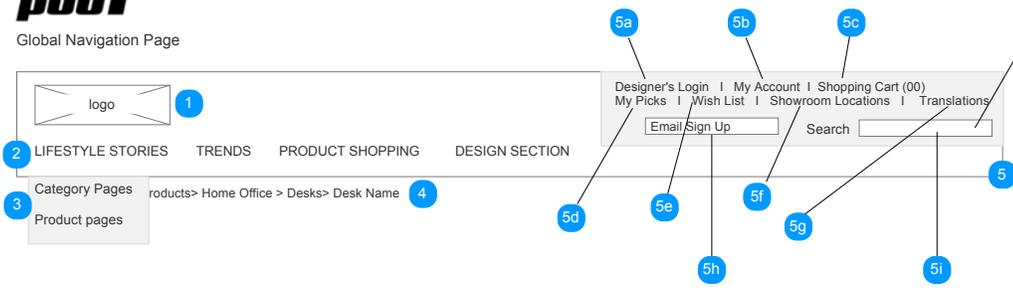
Annotations

This wireframe represents the product details page, where users read about the product, decide and start the purchasing process.

- Navigation bar
- Breadcrumb indicates user where they are on the website.
- The page starts by displaying a hero image of the product.
- Name of the Product
- Description of the Product: brief and expandable product description.
- Specifications Key features of products - dimensions, materials, etc.
- See reviews/rating or write a review/rating against rating criteria: Total average ratings for the products as well as number of reviews are shown if these are available. If not, then only 'write a review' is the only CTA available.
- Share this post to social network sites (Facebook, Twitter, Pinterest) and ability to email. Share without Price being shown.
- Photos of designers who used the piece in a room - demonstrate how they used it.
- Swatches: request sample of fabrics.
- Pricing TBD - "To the trade only"; "Log in to view price"; Retail price. Determined if the site will be viewable by consumer.
- Multiple product views: View product from different angles.
- Product in room settings: examples of the actual product in a room.
- You Might Also Like: Related or complimentary products.
- Add to Wishlist: adds product to designers wishlist.
- Print: ability to print product detail page in PDF format.
- Related Content: Related editorial content (video, photo etc.)
- Tips For finding and working with A Designer : tips for a consumer whom is thinking about or is already working with a designer. It directs consumers to companies that can place them with a designer. Applicable if the website is open to consumers and not designers only.

FURNITURE OPTIONS

- Fabric: Fabric allow the user to customize the furniture using 5 - 15 fabric options.
- Finish: allow the user to customize the furniture using 5 - 15 finish options.
- If a customizable option is not available which a designer wants, there needs to be an easy way to contact Kravet - call, email, visit showroom.
- Shop Our Full Product Offering: drill through to edesigntrade in case the customer wants to shop their full product offering.
- Footer Area



Annotations

This wireframe represents the global navigation.

- 1 Company logo
- 2 Primary Navigation: Level 1 Top Menu
- 3 Sub Navigation: Level 2 (Category Pages) and Level 3 (Product pages). Main menu labels will display sub-sections. This provides the ability to include other ways of finding product by category, top sellers etc.
- 4 Breadcrumb: Indicates a page's location in the site hierarchy, and product catalog, and allows users to easily navigate back to higher level pages.
- 5 Utility Navigation
- 5a Designer's Login: This is where designers log in in order to go to their account.
- 5b My Account
- 5c Shopping cart Items saved for purchase.
- 5d My Picks
- 5e Wish List
- 5f Showroom Locations: This is where you can find a location when searching by zip code or by clicking on the interactive map on the Showroom Locations Page.
- 5g Translations
- 5h Email Sign Up
- 5i Search by name or item #.

logo

1

Home > Shop Our Products > Home Office > Desks > Desk Name

1 of 12 pages << previous | Display all | next >>

3

View as: list | rows show per page

Show 12 items per page

4

Refine Your Search

5

Filter/Sort by (Accordion):
 Brand Use
 Color Family
 Design Style
 Type
 Collection
 Quality
 Availability
 Finish

product image 1

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 2

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 3

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 4

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 5

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 6

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 7

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 8

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 9

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 10

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 11

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

product image 12

Product Title

★★★★☆ 3 Reviews

Product Description

QUICK SHOP

15

Annotations

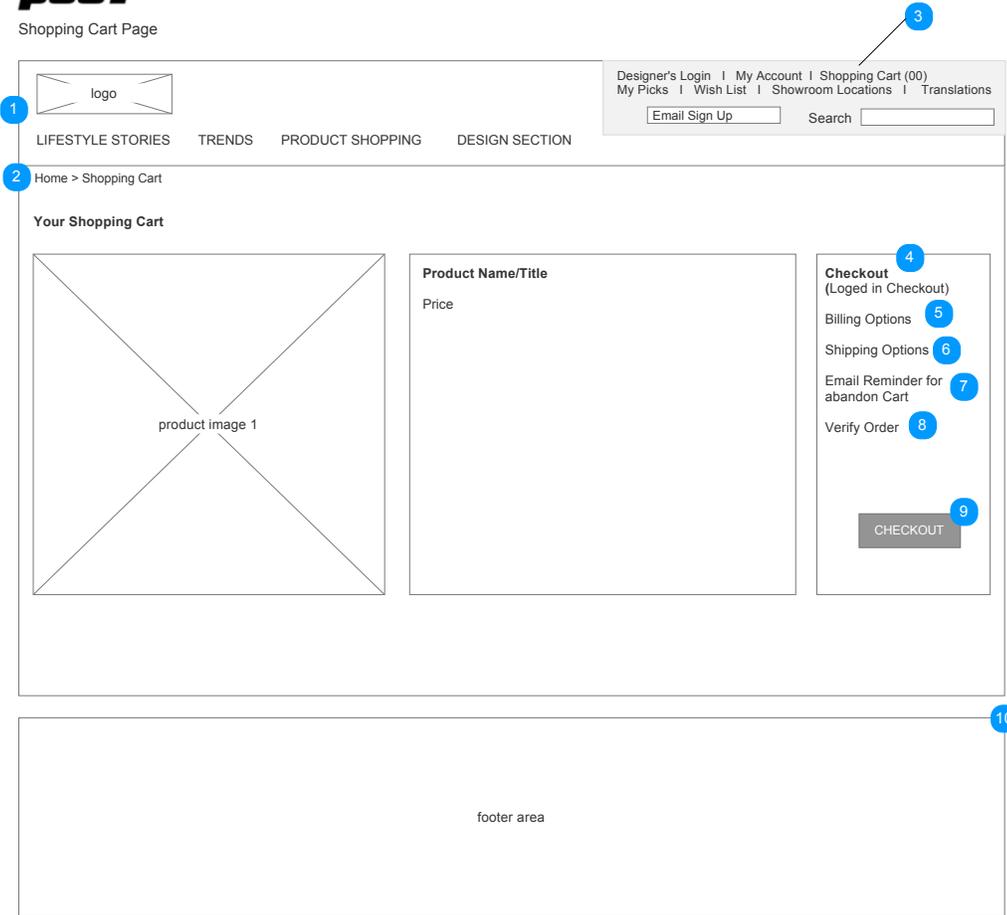
This wireframe represents the search results page, where users search via a keyword or words.

- 1 Navigation bar
- 2 Breadcrumb indicates user where they are on the website.
- 3 Number of pages, previous, display all, next
- 4 Pagination provides indication to the user with regards to number of displayed items per page. Depending on the number of results returned, users are able to choose how many items to view per page and how to view items that is, list or row format
- 5 Refine Your Search (Accordion): This will work based on product attributes as well. Results will be grouped by category as default. The user can filtering/sort using the left-hand/ faceted nav. Each product will display in the same manner as products are on the category landing page quick view. There will be no null results and pre-specified recommendations will be displayed if no matched results are found.
- 6 Brand: Kravet, Kravet Couture, Ralph Lauren Home, etc.
- 7 Use: Area, Broadloom, Round, Runner, etc.
- 8 Color Family: Beige, Black, Blue, Brown, Grey, etc.
- 9 Design Style: Animal Print, Bordered, Botanical, Geometric, etc.
- 10 Type: Type of fabric, furniture, trimming, carpet, etc.
- 11 Collection: Designer names
- 12 Quality: Hand Felted, Hand Knotted, Hand Made, Machine Made, etc.
- 13 Availability: Available, Custom, Custom Sizes Available, etc.
- 14 Finish: Antique Oak, Bamboo Dark, Bamboo Light, etc.,
- 15 Search Entries
- 16 Footer Area

- 6
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- 11
- 12
- 13
- 14

footer area

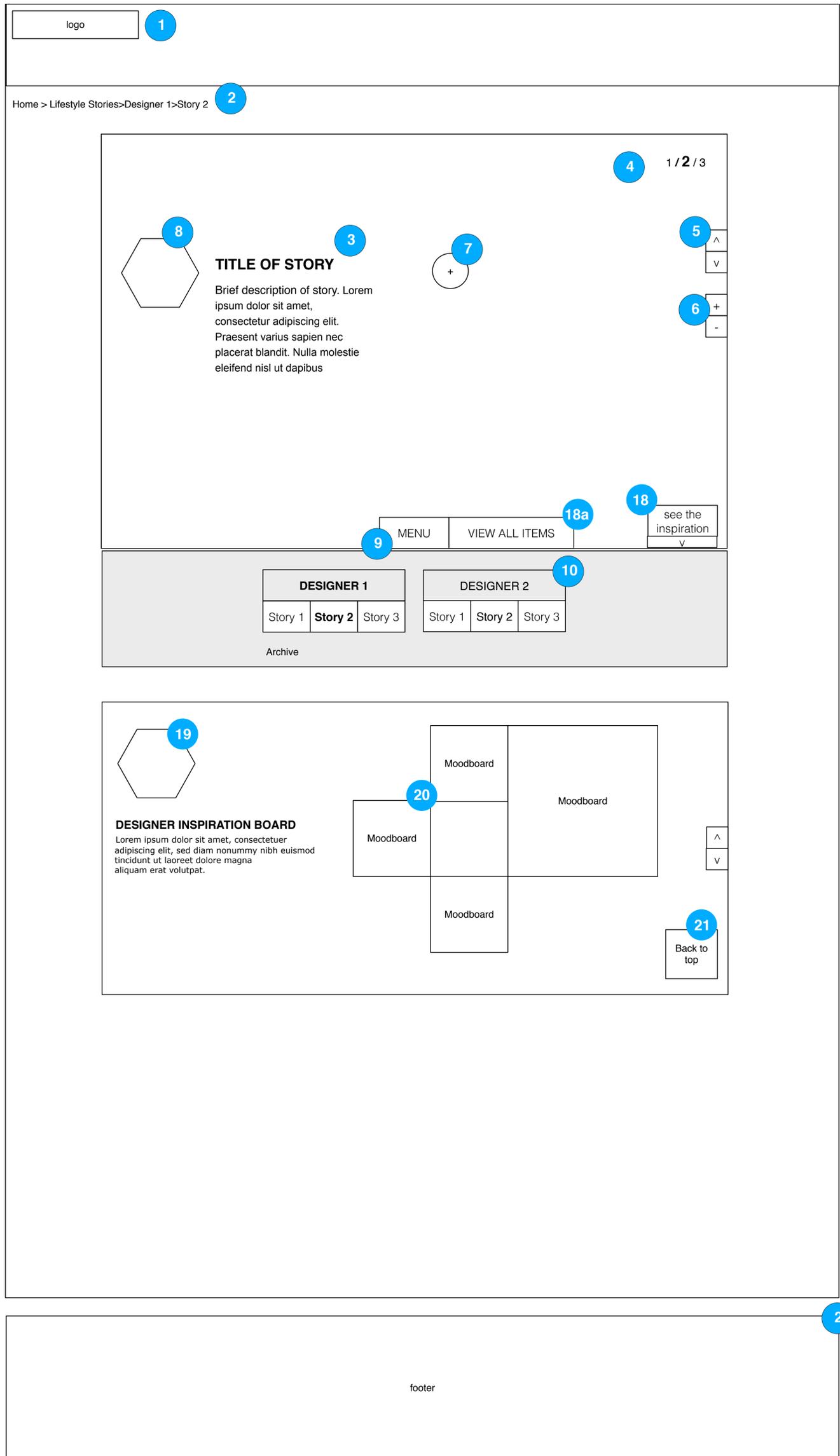
16



Annotations

This wireframe represents the Shopping Cart Items selected for purchase.

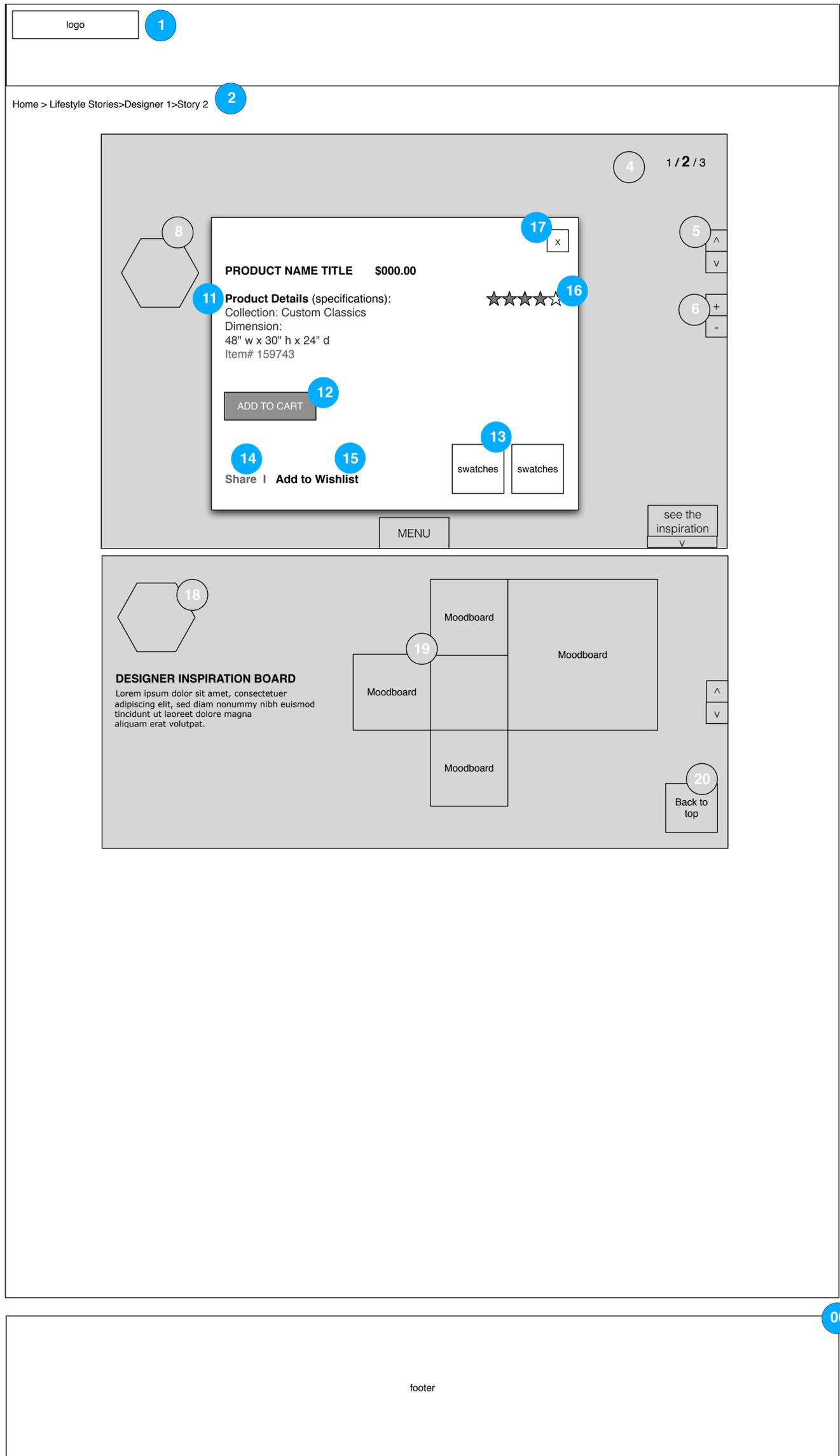
- 1 Global Navigation Area
- 2 Breadcrumb indicates user where they are on the website.
- 3 Mini Shopping Cart: A small interface in header that displays a summary of the user's shopping cart, without the need for the user to navigate away from the current page they are looking at.
- 4 Logged In Checkout User must be logged in to check out.
- 5 Billing Options: Credit Card.
- 6 Shipping Options: Will calculate Shipping Rates - international in addition.
- 7 Email Reminder for abandon Cart: Send an email to user if they abandon shopping cart while checking out. Ask why abandoned cart. Contact again with incentives?
- 8 Verify Order: If an order of a customizable product is over a specific amount (ex: \$10K) some sort of terms need to be digitally "signed" (via initials or full name) by the designer that they agree to all the options selected for the product.
- 9 Checkout button
- 10 Footer Area



Annotations

This wireframe represents the lifestyle detail page, how the user can navigate through products and different stories.

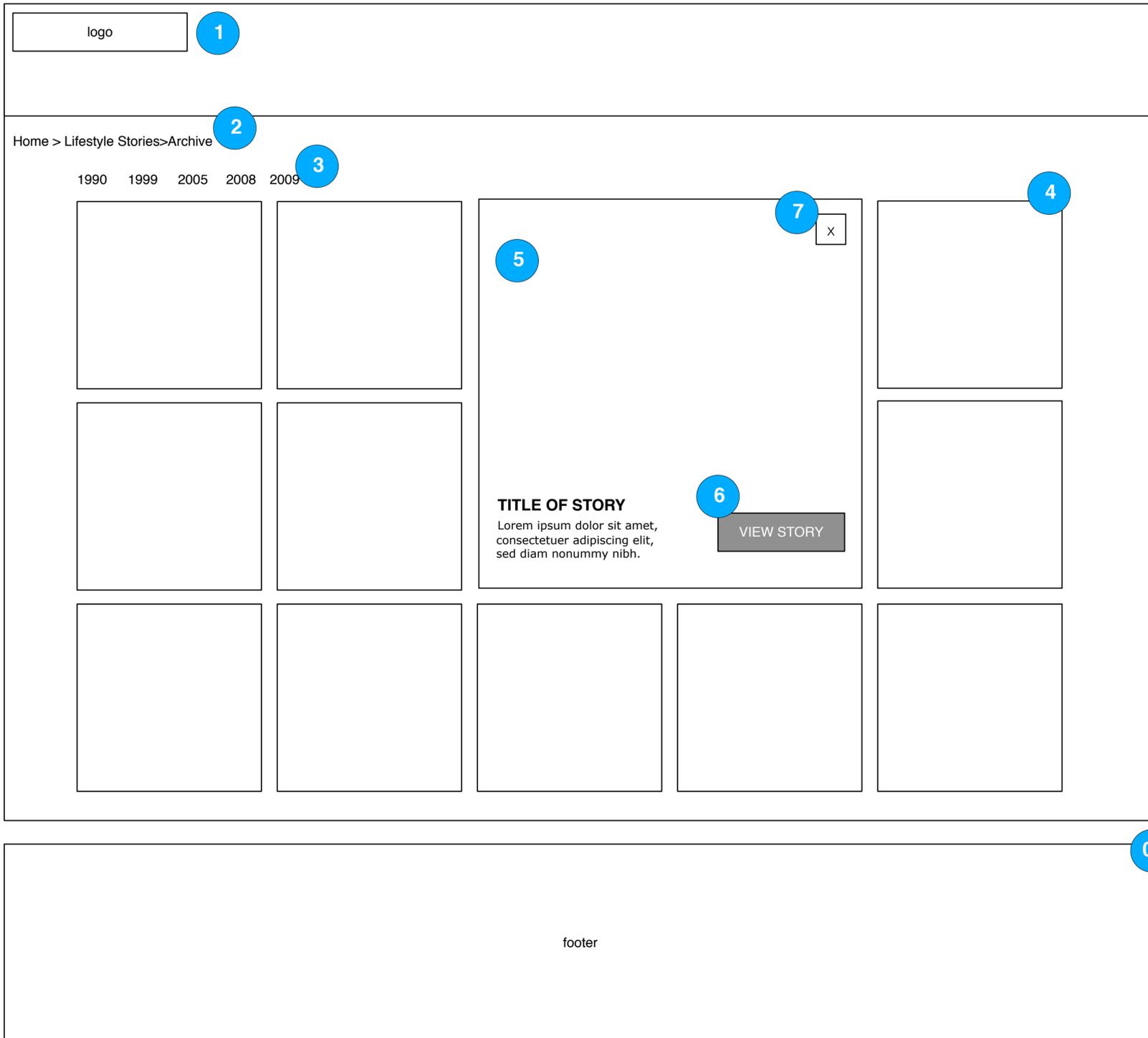
- 1 Navigation bar
- 2 Breadcrumb indicates user where they are on the website.
- 3 Title of story with brief description
- 4 Hero shot of a room. Numbers indicate the story they are on
- 5 User can look through different views to display different sections. This would essentially continue and could move to the next story.
- 6 Zoom
- 7 These points will be for shoppable items, the call outs will be clear enough for the user to understand whats clickable
- 8 User can click here to learn more about The designer's inspiration. The page will Scroll up vertically to show a grid of imagery the designer has chosen as their inspiration
- 9 Expand and collapse menu so user can easily go back and forth
- 10 If there is ever more than 2 designers, this expand and collapse makes it flexible to accomodate
- #11 - 17 to appear in next slide**
- 18 CTA to see designer moldboard
- 18a CTA to view All items
- 19 This is linked to the landing page and would live "beneath". A brief description would exist as well.
- 20 Images of inspirations, possibility to click and zoom
- 21 Back to top or back to furniture landing
- 22 Footer



Annotations

This wireframe represents the lifestyle detail page, how the user can navigate through products and different stories.

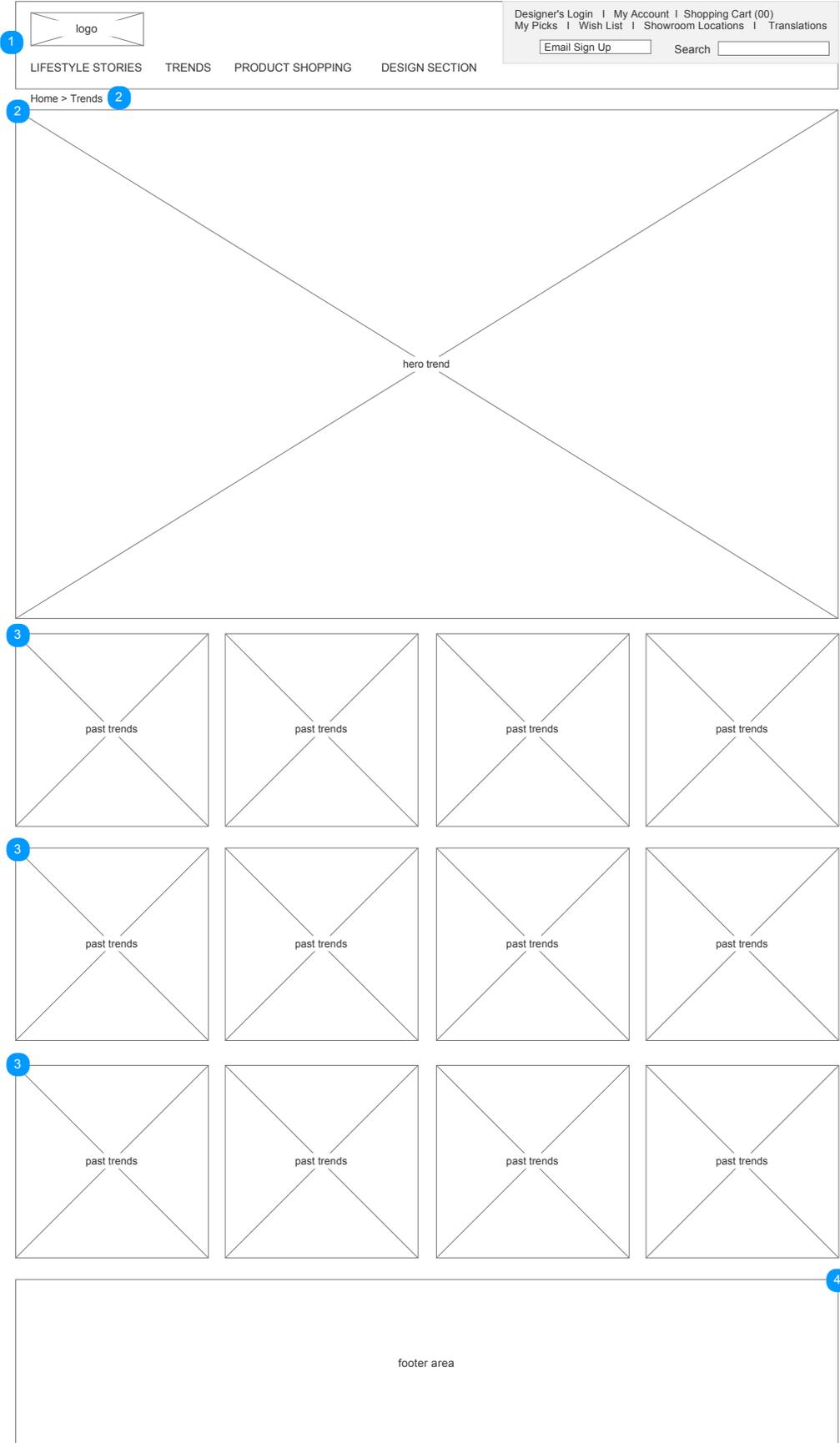
- 1 Navigation bar
- 2 Breadcrumb indicates user where they are on the website.
- 3 Title of story with brief description
- 4 Hero shot of a room. Numbers indicate the story they are on
- 5 User can look through different views to display different sections. This would essentially continue and could move to the next story.
- 6 Zoom
- 7 These points will be for shoppable items, the call outs will be clear enough for the user to understand whats clickable
- 8 User can click here to learn more about The designer's inspiration. The page will scroll up vertically to show a grid of imagery the designer has chosen as their inspiration
- 9 Expand and collapse menu so user can easily go back and forth
- 10 If there is ever more than 2 designers, this expand and collapse makes it flexible to accomodate
- 11 Description of the Product: brief and expandable product description. This would scroll vertically up to show the product on a white background with details.
- 12 Quick buy option in details
- 13 Show the availability of swatches
- 14 Share this post to social network sites (Facebook, Twitter, Pinterest) and ability to email. Share without Price being shown.
- 15 Add To Wishlist: adds product to designers wishlist.
- 16 Ratings for product
- 17 User can close out here (this will be an overlay)
- 18 This is linked to the landing page and would live "beneath". A brief description would exist as well.
- 19 Images of inspirations, possibility to click and zoom
- 20 Back to top or back to furniture landing
- 00 Footer



Annotations

This wireframe represents the lifestyle detail page, how the user can navigate through products and different stories.

- 1 Navigation bar
- 2 Breadcrumb indicates user where they are on the website.'
- 3 Year/Month filter
- 4 Images of rooms or close ups of most purchased items
- 5 Title of story & description
- 6 Ability to view story
- 7 Ability to close out



Annotations

This wireframe represents the Trends page.

- 1** Global Navigation Area
- 2** This area displays the Hero Trend: primary estate to feature product, campaign, brand content - show the latest trend or lifestyle design.
- 3** Trend History: past trends the user can click on any of these boxes to view the large image.
- 4** Footer Area



Kravet Sitemap 0.2

