

FREE SHIPPING All Orders All The Time [Read More](#)

[E-Mail Sign-Up](#) [Customer Service](#) [Contact Us](#) [My Account](#) [Cart \(1\) - \\$75.00](#)



Women ¹ ▼ What Are You Looking For Today? Search

Order Anytime (800) 886-9797

Women ▼ Accessories ▼ Designers ▼ Just In ▼ Men ▼ SALE SF Store Blog

2 Email Sign-Up
After Submitting form user views preferences (next wireframe)

1 Search By Department
Women (default), Accessories, Men

3 THANK YOU
Thanks for requesting your free Arthur Beren catalog. We offer Spring and Fall catalogs featuring your favorite designers, as well as two special catalogs featuring the latest offerings from Stuart Weitzman. Your name has been added to our mailing list and you will be receiving a catalog shortly.
In the meantime, please feel free to shop our entire catalog and more at BerenShoes.com.
We're happy to welcome you to the Arthur Beren family!
[CONTINUE SHOPPING](#)

2 Email Sign-Up
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.
 [Sign-Up](#)

3 Catalog Request
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

[Request a Catalog](#)

Customer Service

- Contact Us
- Shipping Info
- Returns & Exchanges
- Order Status & Tracking
- FAQs

Shop

- Request a Catalog
- View Lookbooks
- Size & Fit Guide
- Security & Privacy
- Gift Cards

About Us

- History & Expertise
- Visit Our Store
- Events
- Blog
- Careers
- Site Map

My Account

- Sign In
- Track My Order



Header

Welcome! 1

You are entered in this month's Dream Shoe Giveaway. Checkout your inbpx for your BenenShoe.com email alerts on the latest styles, special events, sales and promotions

Site Preferences 2

[Copy on the benefits of setting your preferences.]

Birthday Month ▼

Birthday Day ▼

Gender Female
 Male

Shoe Size ▼

Shoe Width ▼

Don't Miss Out On Our Catalog 3

To receive your complimentary issue of our current Arthur Beren catalog lookbook, sign up below:

First Name

Last Name

Street Address

Apt/Suite

City

Country ▼

State ▼

Zip

Phone



We respect your privacy. [View our Privacy Policy.](#)

1 Welcome Messaging

2 Site Preferences

3 Catalog

Questions and Thoughts

- Layout could be two columns
- If one column which should be first?
- Two separate form submits? Technically I think they need to be.
- Need copy for why you would want to set Preferences (benefits)
- Are all fields required on both forms?

Footer

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Women Search

Order Anytime (800) 886-9797

WOMEN

Accessories

Designers

Just In

Men

SALE

SF Store

Blog

Shop By Designers

- Amalfi, Anyi Lu, Arche, Aquatalia, Attilio Giusti Leombruni, Birkenstock, Candice Cooper, Castaner, Cole Haan, Eric Javits, Gravati, Johnston and Murphy, Mephisto, Michael Kors, Munro, Newton Running, Pas de Rouge, Pura Lopez, Robert Zur, Ron White, Salvatore Ferragamo, Santoni, Sesto Meucci, Stuart Weitzman, Taryn Rose, Thierry Rabotin, UGG Australia, Vince Camuto Signature, Vionic

Shop By Style

- Boots, Driving Shoes, Espadrilles, Evening, Exotic Prints, Flats, Lace-Ups, Loafers, Mary Janes, Moccasins, Mules, Oxfords, Pumps, Sandals, Slides, Slingbacks, Slip-Ons, Slippers, Sneakers, Sport, Weather, Wedges

Shop By Size

Grid of 16 'Size' buttons arranged in 4 rows and 4 columns.

Shop By Width

Grid of 8 'Width' buttons arranged in 2 rows and 4 columns.

Shop By Color

Grid of 12 color swatches arranged in 3 rows and 4 columns.

Email Sign-Up

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

Email Address input field

Sign-Up button

Catalog Request

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

Request a Catalog button

Customer Service

- Contact Us, Shipping Info, Returns & Exchanges, Order Status & Tracking, FAQs

Shop

- Request a Catalog, View Lookbooks, Size & Fit Guide, Security & Privacy, Gift Cards

About Us




- History & Expertise, Visit Our Store, Events, Blog, Careers, Site Map




My Account

- Sign In, Track My Order




Header and Navigation

 MENU	 ARTHUR BEREN FABULOUS THAT FITS.	
Women		▶
Accessories		▶
Designers		▶
Just In		▶
Men		▶
SALE		▶
SF Store		
Blog		

 MENU	 ARTHUR BEREN FABULOUS THAT FITS.	
Women		
All Women's		
Shop By Designers		
Shop By Style		
Shop By Size		
Shop By Width		
Shop By Color		
Accessories		▶
Designers		▶
Just In		▶
Men		▶
SALE		▶
SF Store		
Blog		

 MENU	 ARTHUR BEREN FABULOUS THAT FITS.	
Women		▼
All Women's		
Shop By Designers		
Amalfi		
Anyi Lu		
Arche		
Aquatalia		
Attilio Giusti Leombruni		
Birkenstock		
Candice Cooper		
Castaner		
Cole Haan		
Eric Javits		
Gravati		
Johnston and Murphy		
Mephisto		
Michael Kors		
Munro		
Newton Running		
Pas de Rouge		
Pura Lopez		
Robert Zur		
Ron White		
Salvatore Ferragamo		
Santoni		
Sesto Meucci		
Stuart Weitzman		
Taryn Rose		
Thierry Rabotin		
UGG Australia		
Vince Camuto Signature		
Vionic		
Shop By Style		
Shop By Size		
Shop By Width		
Shop By Color		
Accessories		▶
Designers		▶
Just In		▶
Men		▶
SALE		▶
SF Store		
Blog		

Footer

Customer Service	▶
Contact Us	
Shipping Info	
Returns & Exchanges	
Order Status & Tracking	
Shop	▶
About Us	▶
My Account	▶
	
<p>Copyright © 2015 Beren Shoes, Inc. All rights reserved.</p> <p>You can also order anytime by calling 1-800-886-9797</p>	

Similar Examples

<http://m.shop.nordstrom.com/>

<http://www.neimanmarcus.com/>

FREE SHIPPING All Orders All The Time [Read More](#)

1 Cart (1) - \$75.00



Women ▼ What Are You

Product Name \$300.00
Size
Color
✓ In Stock

Product Name \$200.00
Size
Color
✓ In Stock

TOTAL \$517.00

[Cart](#)

[Checkout](#)

Women ▼ Accessories ▼ Designers ▼ Just In ▼ Men ▼

- 1 Floating Cart
- Minimal in design (tone down)
 - No Need for QTY
 - Just unit price
 - Stock Status
 - Size
 - Color

Good Example:
Nordstrom
<http://shop.nordstrom.com/>

Email Sign-Up

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

[Sign-Up](#)

Catalog Request

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

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Shop

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Gift Cards

About Us

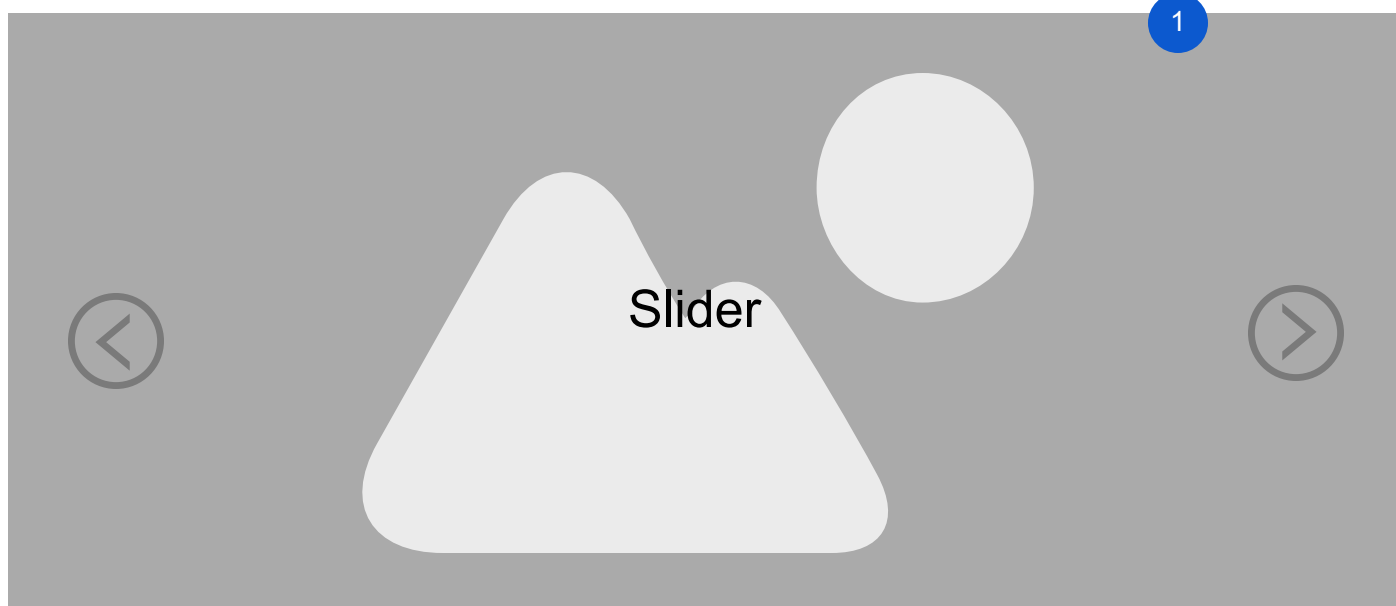
History & Expertise
Visit Our Store
Events
Blog
Careers
Site Map

My Account

Sign In
Track My Order




Header



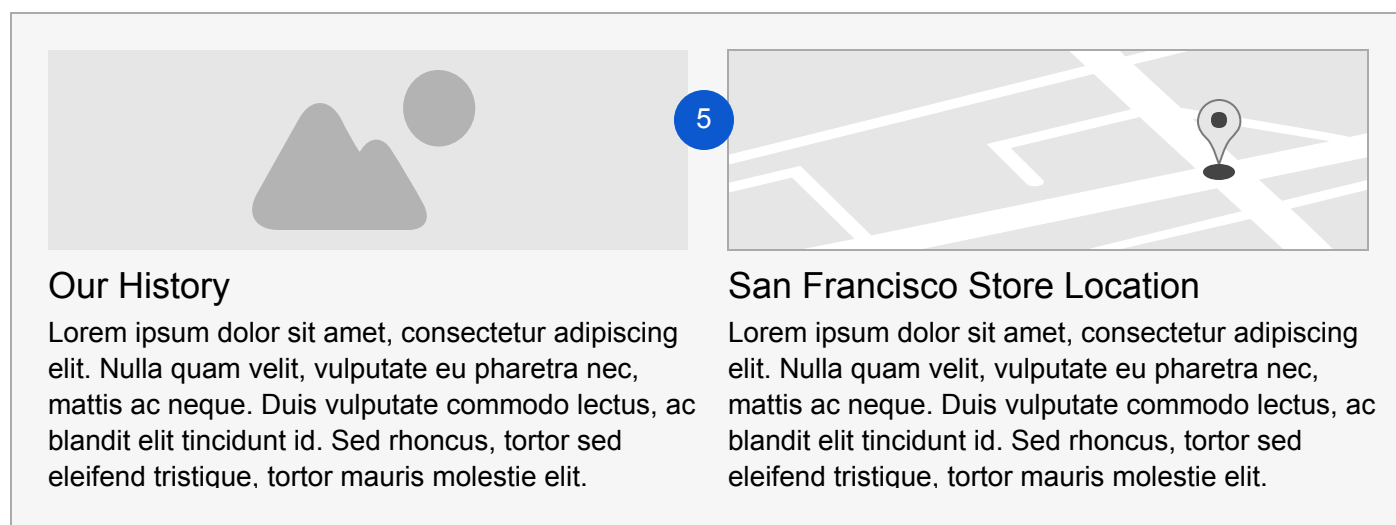
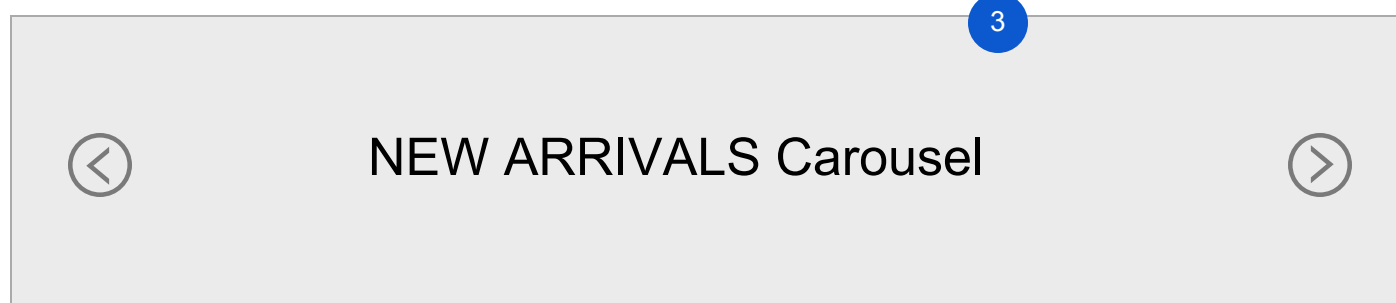
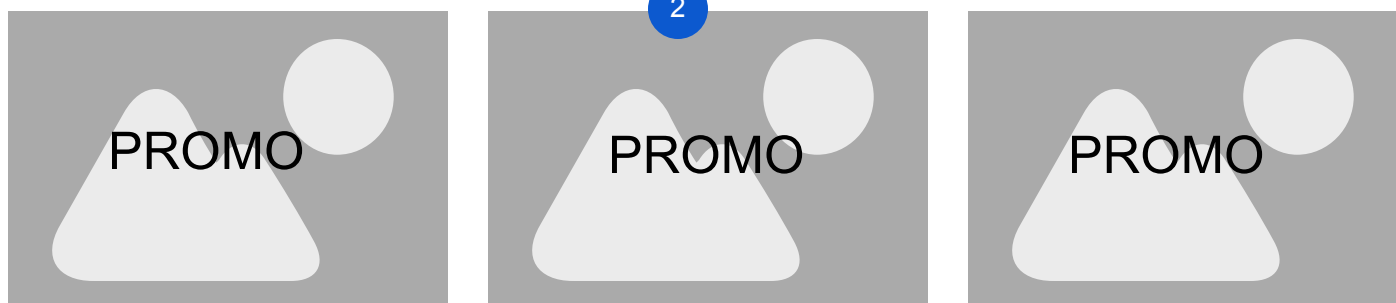
1 Home Page Slider
Add up to three slides with link to destination via open canvas control.

2 Promos
Open canvas control to create home page promo graphics

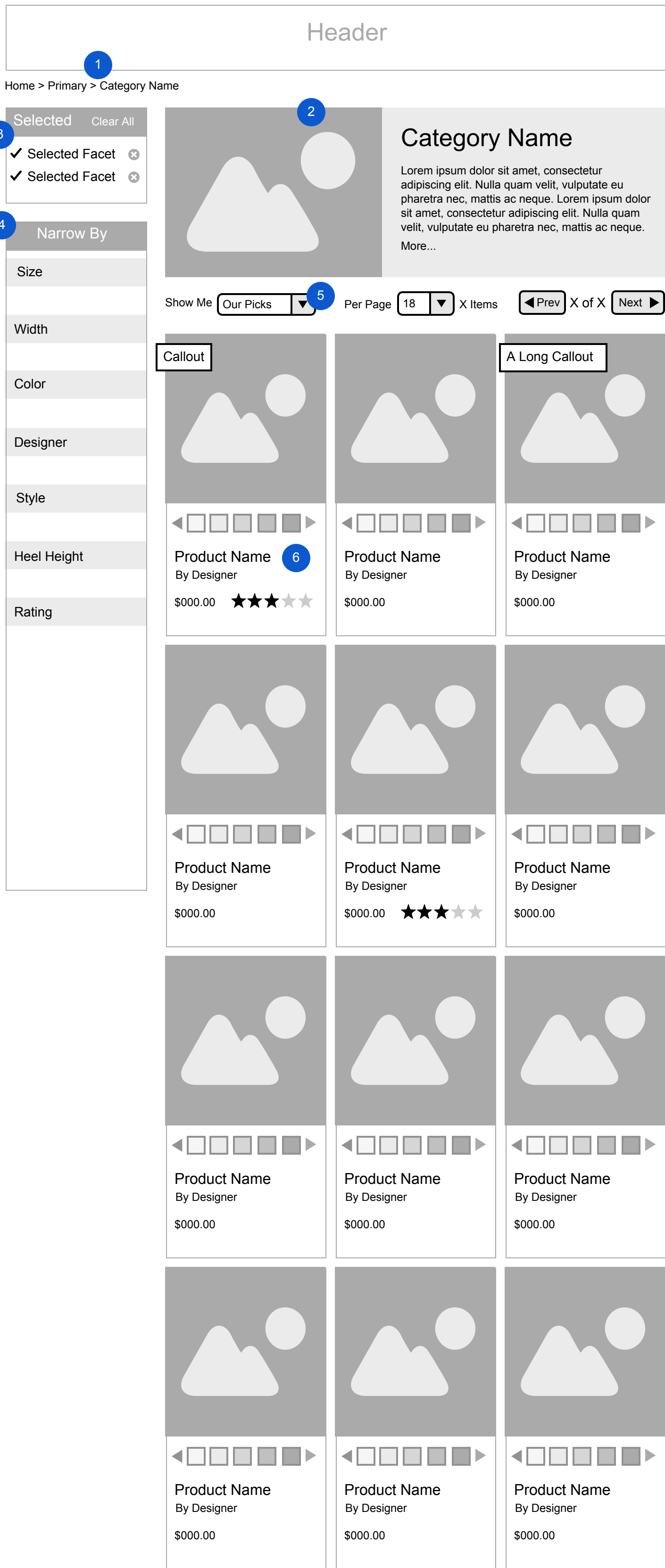
3 New Arrival Carousel
Edit HOME product group to add an remove products. Four "products up" with touch enabled slider. Four products move at a time. Loops through total of 12.

4 Favorites Carousel 
When user selects a product as a favorite it will be displayed here. Four "products up" with touch enabled slider. Four products move at a time. Loops through all of them.

5 History and Store
Static content about company history and San Francisco store.



Footer



- 1 Breadcrumb
- 2 Category Header
 - Image set on field "Image"
 - Category Name from field name "Display"
 - Copy from field name "Short Description"
 - If filed name "Long Description" populated "View More" displayed by AJAX call. Products not pushed down.

- 3 Currently Select Facets

- 4 Facets

- 5 Sorting and Paging
 - Sort by on SPANS (Default by page)
 - What's New (by Creation Date)
 - Price: High to Low
 - Price: Low to High

- Sort by on SALE (Category level)
 - [[Label TBD]] (Category Sequence)
 - Price: High to Low
 - Price: Low to High

- Sort by on SEARCH page:
 - What's New (Default)
 - Price: High to Low
 - Price: Low to High

- 6 Product Single
 - Product Image
 - Swatches with carousel if needed (touch enabled)
 - Quick Shop
 - Product Name
 - Price (keep small)
 - Ratings (only displayed if three or higher)
 - Callout

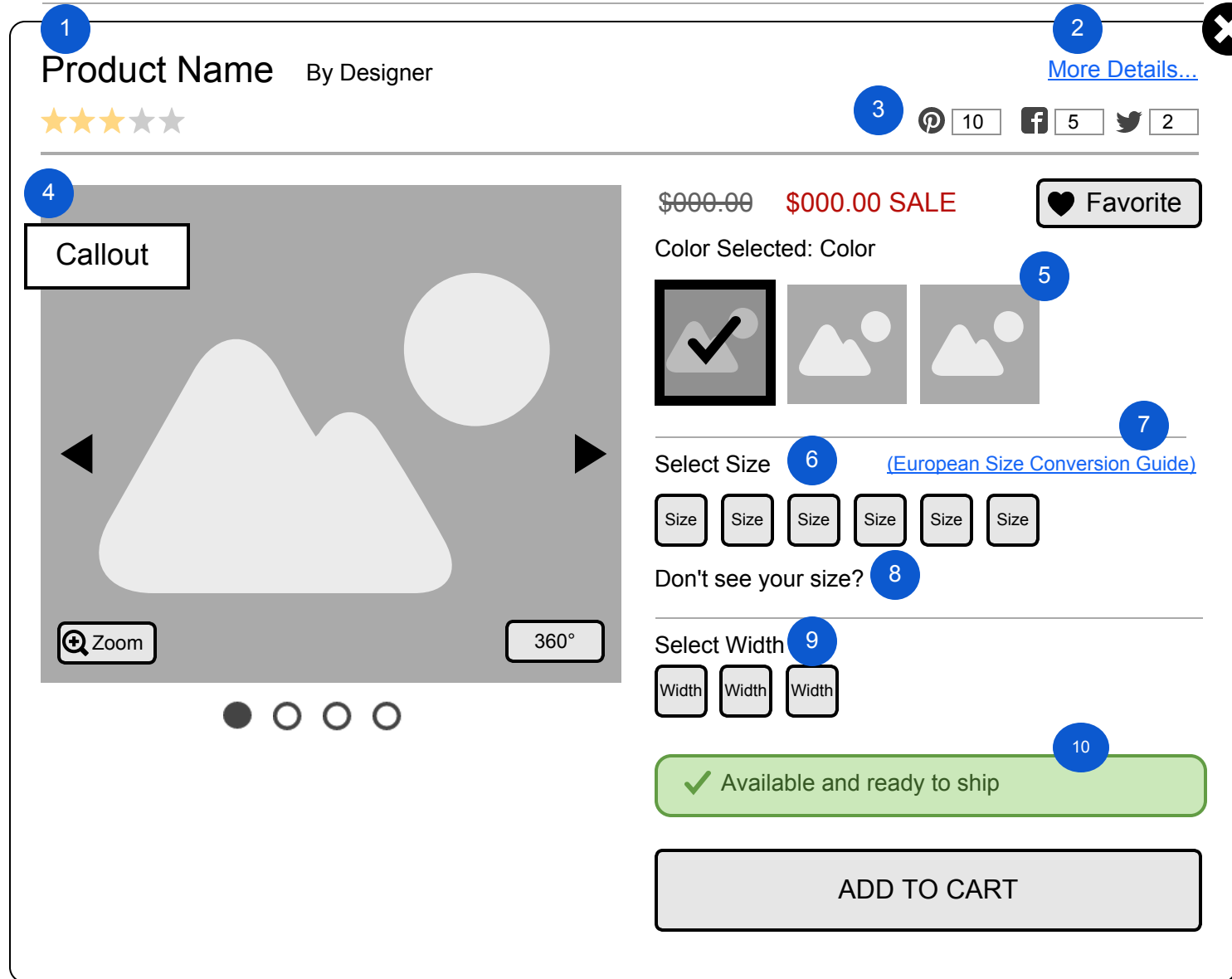
- Hover State of Product Single
- On hover entire BOX displays "QUICK SHOP"
 - On hover over SWATCH price and image updated
 - On hover over IMAGE swaps alternate views



Mobile Product Single Layout (NO Quick Ship)



- 7 Lazy Loading Additional Products on Mobile
 - Once a user scrolls to bottom, additional products will load via AJAX.



- 1 **Product Information**
 - Product Name from field name "Display"
 - By Designer from Spec Attribute "Designer"
 - Ratings (links to product details page with reviews)
- 2 **Link to Product Page**
- 3 **Social**
 - Code snippet from AddThis or ShareThis.
- 4 **Product Images**
 - Navigate via main photo and alts by selecting arrows
 - Zoom to larger image in pop-up
 - Change to 360° view (need a HTML5 solution)
 - Number of alternate images represented as dots
- 5 **Selected Color**
- 6 **Selected Size** (20 is worst case)
- 7 **European Size Conversion Guide**
 - Attempt to open via AJAX w/o leaving this screen
- 8 **Don't see your size?**

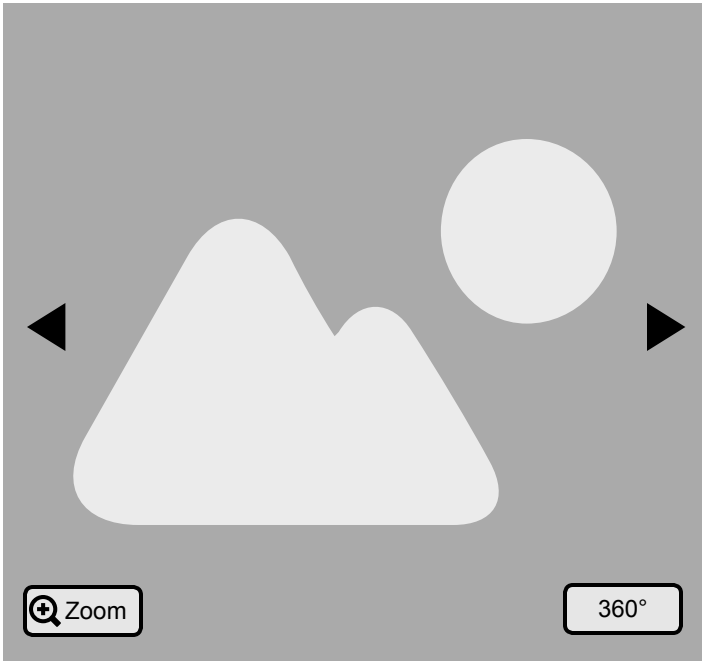
We may be able to special order it for you. Call our Customer Service Dept at (888) 400-2623 or email us if you prefer.

(Please Note: Sale items are discontinued and cannot be special ordered)

Don't see your size?
- 9 **Selected Width**
- 10 **Inventory Status**
 - Displayed once all traits are selected

Header

1 Back Home > Category Name > Product Name




Product Name 2 Favorite

By Designer 3

★★★★☆ Read Reviews | Write a Review

~~\$000.000~~ \$000.000 SALE

Color Selected: Color



Select Size [\(European Size Conversion Guide\)](#)

Size Size Size Size Size Size


Don't see your size?

Select Width

Width Width Width

4 Zoom 360°

5 Available and ready to ship

6 ADD TO CART 7 

8 Overview

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu.

Reviews

Product Details

Sizing

About the Designer

Footer

NOTE: Review "Catalog Quick Shop" wireframe for more annotations. Only info that differs is on this wireframe.

- 1 Breadcrumb
- 2 Favorite
Toggle as a favorite with AJAX call. User does not leave page.
- 3 Ratings and Reviews
If no reviews display a link to submit a review. "Be the first to review this product"
- 4 Alternate Product Images viewed as Thumbnails

5 Cross Sells

(outside header/footer)

- 5 Cross Sells
Display on desktop outside the header and footer width

6 Recently Viewed

(outside header/footer)

- 6 Recently Viewed
Display on desktop outside the header and footer width

- 7 Norton Badge

- 8 Product Tabs
 - Overview (default):
This content is copy written. Display from "Short Description" field.
 - Reviews
 - Product Details
 - Sizing
Displayed from defining the "How It Fits" Spec Attribute with appropriate article number
 - About the Designer
Displayed from defining the "About the Designer" Spec Attribute with appropriate article number

Header



Recently Viewed

6

Favorites

7

Order Information

ITEM	QTY	UNIT PRICE	ITEM TOTAL
 <p>Product Name By Designer Size Color Sku# ✓ In Stock Eligible for FREE Shipping</p>	<input type="text" value="1"/> Remove Update	\$300.00	\$300.00
 <p>Product Name By Designer Size Color Sku# ✓ In Stock</p>	<input type="text" value="1"/> Remove Update	\$300.00	\$300.00
<input type="text" value="Promo Code"/> <input type="button" value="Apply Promo Code"/> Offer Copy		TOTAL	\$517.00

Continue Shopping

CHECKOUT



You may also like...

8

Saved Carts

9

Cart Name

Unique Cart Name

Save Cart

View Saved Carts

Footer

1 Cart Item

- Image
- Name
- Designer
- Size
- Color
- Sku#
- Stock Status
- Messaging

2 Update Quantity/Remove From Cart

3 Apply Promo Code

4 Cart Total

5 Checkout

6 Recently Viewed (3)

7 Favorites
Does NOT display if no favorites are set

8 Cross Sells

9 Saved Carts
If not signed in re-directed to sign-in page.

Header

Sign-In (Optional)

Fill in the information below or Sign In With Your Account.

Email Your Email Address
Password Password

Sign In Reset Your Password

Email

Why do we need this?

Email Email
Confirm Email Email

Payment Method

Credit Card

Card Type Type
Name On Card Name On Card
Card Number Card Number
Exp Month Select Month
Exp Year Select Year
Security Code Security Code



Order Information

Table with columns: ITEM, QTY, PRICE, TOTAL. Includes product list and sub-total, tax, shipping, and total amounts.

SUBMIT ORDER



Scrolls With Screen

Billing Address

This is the address on file with your credit card company

First Name First Name
Last Name Last Name
Street Address Street Address
Apt/Suite Apt/Suite (optional)
City City
Country Select
State Select
Zip City
Phone Phone

Shipping Address

We can not ship to P.O. Boxes

Same as Billing Address

Shipping Method

[Shipping Method Messaging]

UPS Ground (\$00.00)
UPS 2-Day (\$17.00)
UPS Next Day (\$27.50)

Create an Account (optional)

Save your order preferences for future purchases. Create an account by entering a password and reminder below. Your billing e-mail will serve as your user name.

Password Password
Confirm Password Confirm Password

Footer

- 1 Optional Sign-In Toggle
2 Order Summary
3 Email/Account
4 Payment Information
5 Billing Address
6 Shipping Address
7 Shipping Method

Placeholder text in a callout box: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

Why do we need this?

Header

Waiting on examples