

# HEADER

The wireframe shows a multi-section header. At the top left, there is a 'MEET OUR FAMILY' link (1) and the 'Pear Tree' logo. To the right are links for 'Invitations By DAWN' and 'Ann's Bridal BARGAINS'. Below this is a 'PROMOS' bar (2) containing links for 'Refer a Friend', 'My Favorites', 'My Account', 'Saved Projects', and 'Cart (1) - \$75.00'. The main header area features the 'pear tree' logo on the left, a search bar with a 'SEARCH' button (3) on the right, and a 'LIVE CHAT' link. A promotional banner (6) reads 'UP TO 20% OFF - BUY MORE, SAVE MORE | CODE: JULYBUYMORE'. Below the banner is a main navigation menu (4) with links for 'Holidays', 'Graduation', 'Wedding', 'Baby & Kids', 'Party', 'Stationery', 'Gifts & Decor', 'Featured', and 'Our Story'. A second level of navigation (5) includes 'Halloween Cards', 'Thanksgiving Cards', 'Holiday Photo Cards', 'Christmas Cards', 'Rosh Hashanah Cards', and 'Gifts'. At the bottom of the header is an 'ALERT' message box (5) with the text 'This is Header "ALERT" Message Copy'.

1 Meet Our Family

4 Main Navigation

2 Site Tools Bar

5 Second Level Navigation

6 Site Promo

3 Search and Site Links

MEET OUR FAMILY   **Pear Tree**   Invitations By DAWN   Ann's Bridal BARGAINS

PROMOS   [Refer a Friend](#)   [My Favorites](#)   [My Account](#)   [Saved Projects](#)   [Cart \(1\) - \\$75.00](#)

pear tree™   [LIVE CHAT](#)   [HELP](#)   [BLOG](#)

What Are You Looking For Today?   [SEARCH](#)

UP TO 20% OFF - BUY MORE, SAVE MORE | CODE: JULYBUYMORE

Holidays   Graduation   Wedding   Baby & Kids   Party   Stationery   Gifts & Decor   Featured   Our Story

Halloween Cards   Thanksgiving Cards   **Holiday Photo Cards**   Christmas Cards   Rosh Hashanah Cards   Gifts

1   Sub-Category  
Sub-Category  
Sub-Category  
Sub-Category  
Sub-Category  
Sub-Category 2  
Sub-Category  
Sub-Category  
Sub-Category  
Sub-Category

Category Promo

3

Copy

1 Mega Menu

3 Category Promo

2 Sub-Categories

# HEADER with Floating Cart

MEET OUR FAMILY   **Pear Tree**   Invitations By DAWN   Ann's Bridal BARGAINS

PROMOS   [Refer a Friend](#)   [My Favorites](#)   [My Account](#)   [Saved Projects](#)   [Cart \(1\) - \\$75.00](#)

pear tree™



UP TO 20% OFF

Holidays   Graduation   Wedding   Baby & Kids   Party   Stationery   Gifts & D

Halloween Cards   Thanksgiving Cards   Holiday Photo Cards   Christmas Cards   Rosh Hashanah Cards

This is Header "ALERT" Message Copy

1


	Product Name 2	\$300.00
	Product Name	\$200.00
TOTAL		\$517.00 3

5

4

Cart   Checkout

- 1 Floating Cart
- 2 Cart Items
- 3 Cart Total
- 4 Buttons
- 5 Close Floating Cart



**10% OFF + FREE SHIPPING ON YOUR FIRST ORDER!**  
Sign up for our emails and be the first to hear about special offers, discounts, freebies and more.

1

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**Refer a Friend**   **\$0 earned**   Share the Pear with a friend and earn \$20 for you, \$20 for your friend, and \$20 for CaringBridge!

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<b>Help</b> Contact Us Frequently Asked Questions My Account	<b>Customer Service</b> Frequently Asked Questions Shipping & Delivery Return Policy Payment Options Our Guarantee Change My Order Track My Order Re-Order	<b>About Us</b> Blog About Us Meet Our Family Testimonials In the News Privacy & Security Terms & Conditions Become an Affiliate Site Map
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3

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© 2015 Pear Tree Greetings

4

5

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**Refer a Friend**   **\$0 earned**   Share the Pear with a friend and earn \$20 for you, \$20 for your friend, and \$20 for CaringBridge!

2

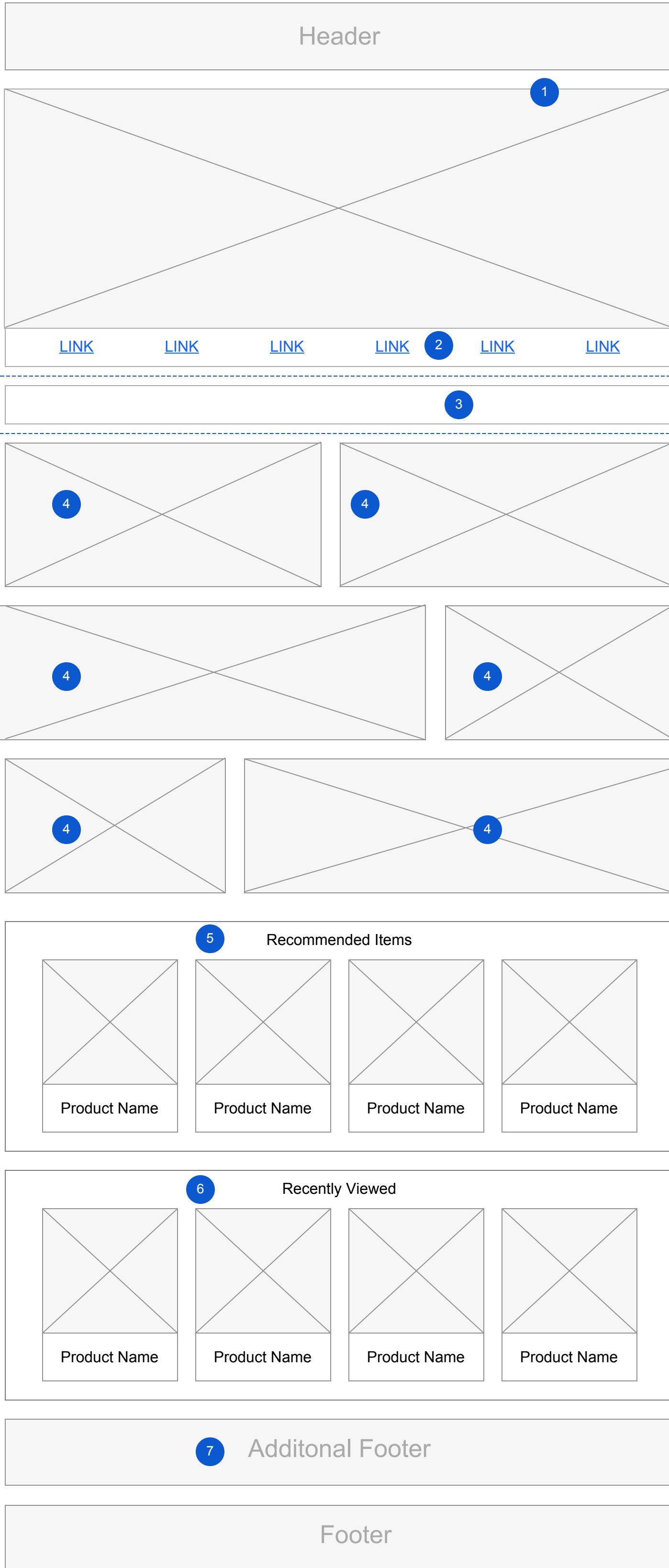
1 E-Mail Sign-Up

2 Refer a Friend

3 Footer Links

4 Copyright

5 Badges



**1 Full-Width Hero Image**

Dynamic (image and link)

**2 Hero Links**

Dynamic (link and label)

**3 Coupons**

HTML Open Canvas

**4 Hero Links**

Dynamic (image and link)

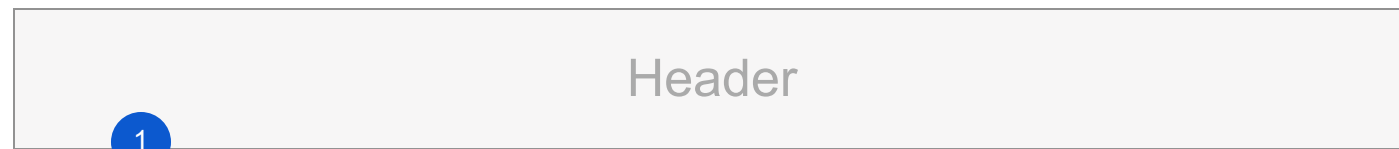
**5 Recommended Items**

Dynamic Product Group

**6 Recently Viewed**

Dynamic

**7 Additional Footer**

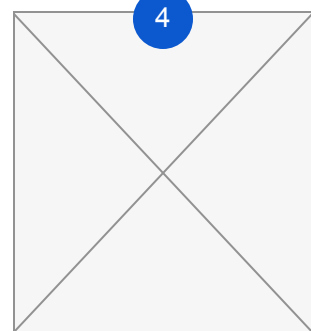
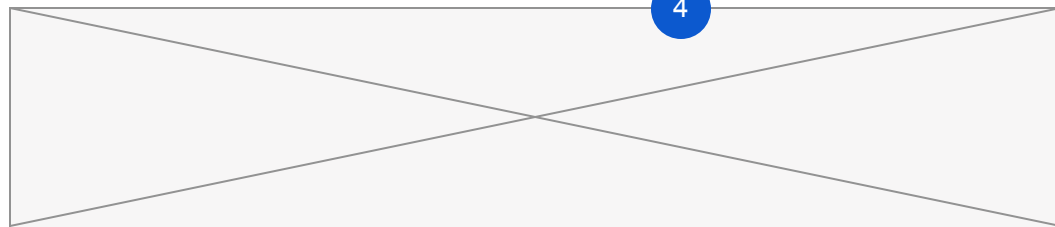


Home > Category Name

- CATEGORY Name**
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name

**CATEGORY Name**

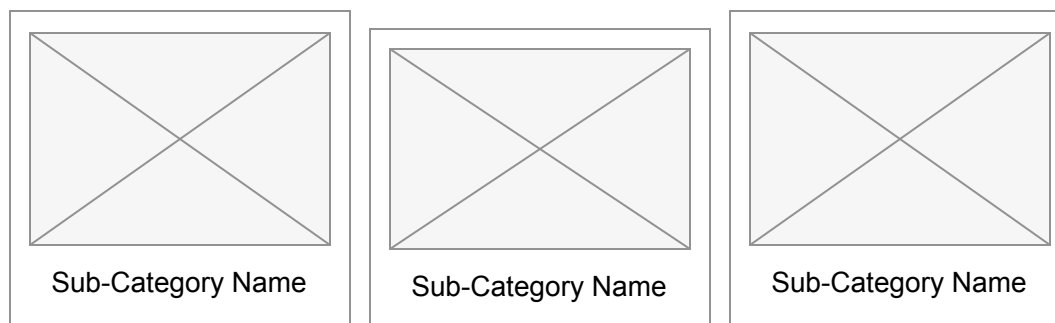
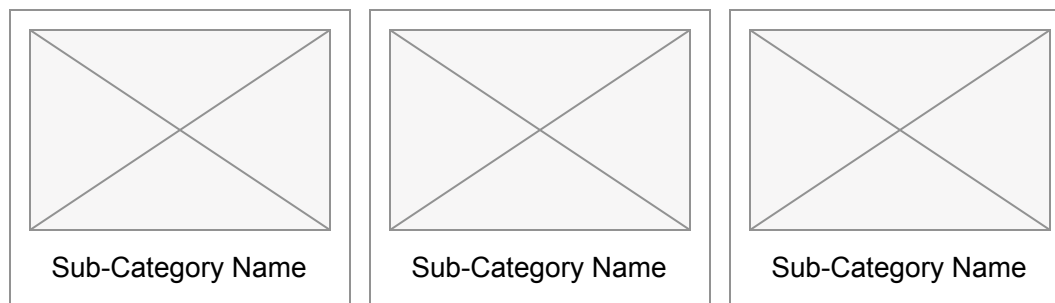
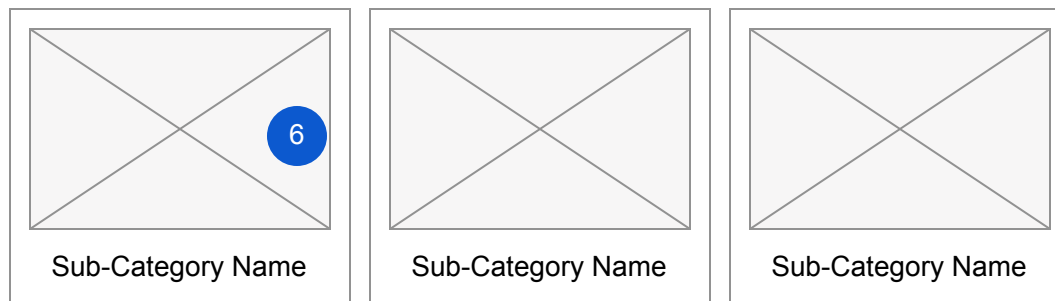
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tincidunt sagittis magna a luctus. Nam aliquam pulvinar purus non finibus. Nam viverra mattis diam.



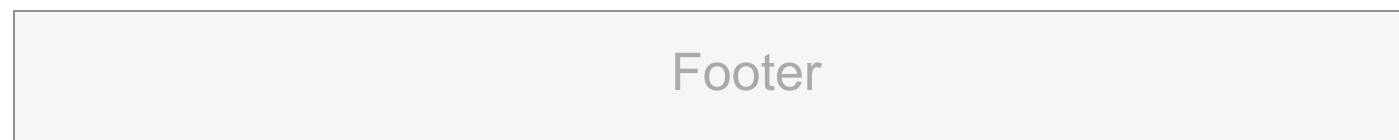
Favorites

Recently Viewed

CATEGORY Name



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. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam.



1 Breadcrumbs

2 Sub-Navigation

3 Gallery Category Header

4 Gallery Category Promos

5 Category Name

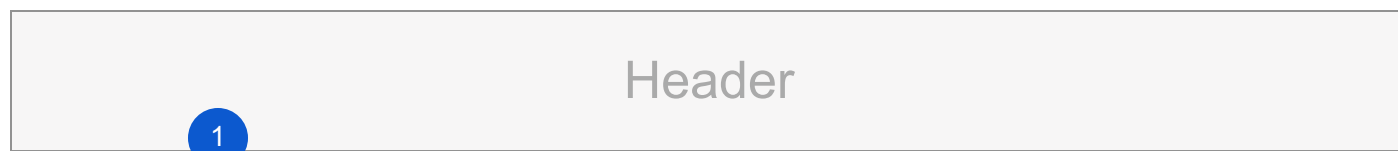
6 Sub-Category

Data-driven, but possibly to override with manual selections of categories.

7 Category SEO Copy

8 Favorites

9 Recently Viewed



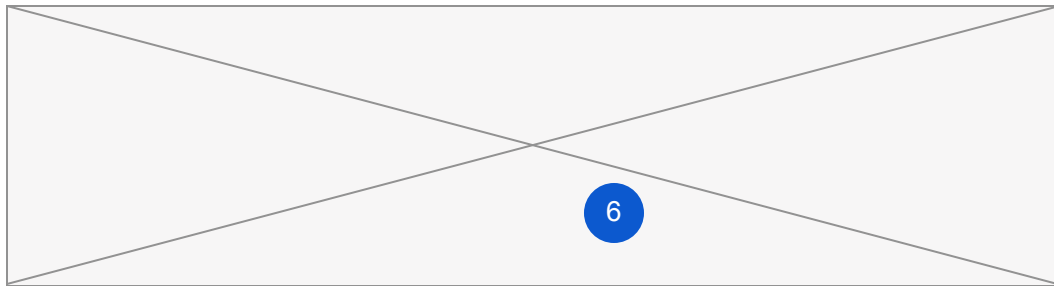
Home > Category Name

## Category Name 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque.

**CATEGORY Name** 3

- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name
- Sub-Category Name



Price Low to High | Price High to Low | New 7

Grid icons: 3x3, 2x2, 1x1

◀ Prev | X of X | Next ▶

**Selected** 4 Clear All

- ✓ Selected Facet ✕
- ✓ Selected Facet ✕

**Narrow Options** 5

Facet

- Facet Option
- Facet Option
- Facet Option
- Facet Option
- Facet Option
- Facet Option

Facet

- Facet Option
- Facet Option
- Facet Option
- Facet Option
- Facet Option
- Facet Option

**8**

Quick View

Product Name  
as low as \$1.40 each

★ ★ ★ ★ ★

Product Name  
as low as \$1.40 each

★ ★ ★ ★ ★

Product Name  
as low as \$1.40 each

★ ★ ★ ★ ★

Product Name  
as low as \$1.40 each

★ ★ ★ ★ ★

Product Name  
as low as \$1.40 each

★ ★ ★ ★ ★

Product Name  
as low as \$1.40 each

★ ★ ★ ★ ★

**9**

Favorites

**10**

Recently Viewed

Product Name  
as low as \$1.40 each

★ ★ ★ ★ ★

Product Name  
as low as \$1.40 each

★ ★ ★ ★ ★

Product Name  
as low as \$1.40 each

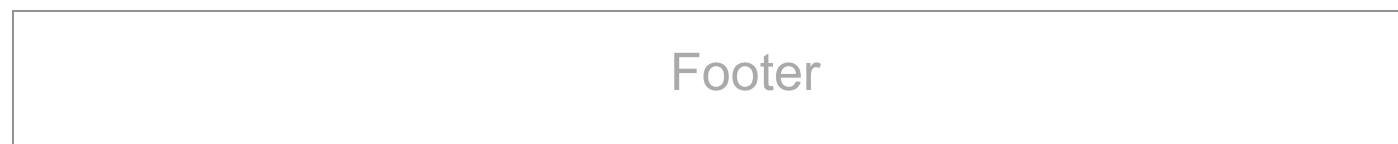
★ ★ ★ ★ ★

Price Low to High | Price High to Low | New 7

Grid icons: 3x3, 2x2, 1x1

◀ Prev | X of X | Next ▶

- 1** Breadcrumb
- 2** Category Header
  - Category Name from field name "Display"
  - Copy from field name "Short Description"
- 3** Sub-Categories
- 4** Currently Select Facets
- 5** Facets
- 6** Category Promos
- 7** Sorting, View By, and Paging
  - TREE discussing on whether to remove this altogether.
- 8** Product Single
  - TREE discussing how many to display per page by default.
  - Product Image
  - Product Name
  - Price
  - Golden Pear
  - You Pick Color
  - NOT a Favorite
  - Selected as a Favorite
  - On hover displays "Quick View"
- 9** Favorites
- 10** Recently Viewed



Header

1 Sign up for our emails and be the first to hear about special offers, discounts, freebies and more. 10% OFF + FREE SHIPPING ON YOUR FIRST ORDER!

Your E-Mail Address

Sign-Up

Home > Category Name > Product Name

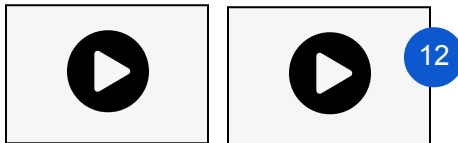
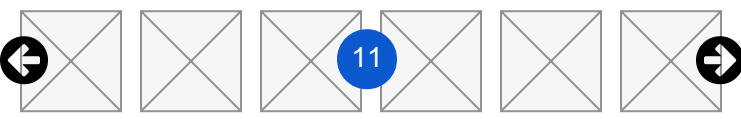
On Sale

4 Favorite

3

Peek Inside

Zoom



17

PRODUCT NAME



## 2 This is The Product Name

General Product "ALERT" Copy

Item Number PTG34344GVF

★★★★☆ Read Review(s) | Write a Review

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

Get it by **Wednesday, August 5, 2015**, via economy shipping. See shipping options ▶ 5

Choose Your Foil Color:

7 Gold Foil Sage Foil Aqua Foil

PERSONALIZE 6

SELECT QUANTITY 72 (\$1.73 each) 8

9 Short on Time? Let us assemble your cards for \$1.00 Each +\$24.00 Learn More

10 48 Items Lorem ipsum dolor sit amet. \$1.87 Each \$89.58 \$80.58

- 14 INCLUDES:
- Item Included
  - Item Included
  - Item Included

15 SEE MORE UNIQUE DESIGNS LIKE THIS

Foil Stamped, Full Photo, Two Photo, You Pick Color, Flat, 5 1/8 x 7 1/4, Landscape, Portrait, Vertical, Premium Cards, Golden Pears, \$\$, Recycled and Matte Card Stock.

16

PRODUCT NAME +

18

PRODUCT DETAILS

Reviews

19

Review Summary Write a Review

★★★★☆

Overall Rating: 3.0 / 5.0 (Based on 2 Reviews)

Reviews

★★★★☆ This is Where Review Title

By Nancy from Cleveland, Ohio on 7/15/2015

We are thrilled with these invites, just beautiful! I wasn't sure about ordering invites online, however we ordered a sample and we were really impressed. We changed the color to lagoon and opted to use a matching ribbon instead of the jute string.

20

WE ALSO RECOMMEND...

Additional Footer

Footer

- Email Sign-Up
- Product Name, Item #, and Long Description
- Main Product Image (zoom  
Zoom and Peek Inside (ISM book preview))
- Favorite this Product
- Shipping
- Call To Action
- Trait Selection (use buttons)
- Quantity
- Additional Service
- Price Per Items
- Alternate Images Using Carousel
- Videos
- Share on Social Networks using AddThis
- Included Items
- More Like This Links
- Product Explicit Up Sell More Expensive  
Expand and buy on this page
- Product Explicit Another Version  
Leave page and buy on it's product page
- Product Details Icons
- Reviews
- Cross Sells

ADD TO CART +



1

Minimal Header

Component 1



Component 2



Component 3

2

Pear Tree Greetings  
CONFIGURATOR TOOL

(within iframe)

3

Minimal Footer

1

## Header

Minimal header without main navigation

- Logo
- Product Title
- Help Link
- Live Chat

2

## Kalio iframe

3

## Footer

Minimal footer without footer links

## Header

This is CART Header "ALERT" Message Copy

## Your Cart

1 You Have 1 Saved Projects  
Would you like to review them now? ▶

### Recently Viewed

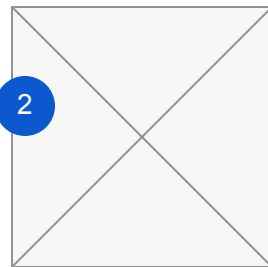
7

### Favorites

8

### Order Information

This is the Product Name



2

Quantity  ▼

Best value at quantity 200 or above (\$1.24 each)

Item #: PTG34308SDHF

Edit Project

[Save For Later](#) | [Delete](#)

Base \$124.42  
Options \$00.00  
**Subtotal \$124.42**

SPECIAL INSTRUCTIONS OR REQUEST A REVIEW  
Envelope Addressing Service available for \$0.60 per envelope. [Learn more ???](#)

Do you have detailed delivery instructions, a design question, or just need another set of eyes to check your project? Want to add Envelope Addressing to your order? Please add specific instructions below. Note, this will delay processing of your order until the request has been reviewed. We will contact you if necessary.

3

Submit

4 **DO YOU HAVE A PROMO CODE?**  
Only one promo code may be used per order

Apply

**DO YOU HAVE A Gift Certificate?**  
Enter your gift certificate here

Apply

### CART SUMMARY

Merchandising Summary \$124.42  
Estimated Shipping \$8.00  
Estimated Tax \$1.00  
**Total Savings \$3.00**

5

**TOTAL \$132.42**

Applicable Tax Not Included

Continue Shopping

**CHECKOUT NOW** ▶

CUSTOMER SERVICE  
1-800-403-8861

6

Live Chat

### You May Also Like

9

## Footer

1 Saved Projects

2 Cart Item

3 Special Instructions

This should remain on screen regardless if personalized product or not

4 Apply Promo & Gift Certificate Code

5 Cart Summary

6 Help

7 Recently Viewed

TREE debating internally

8 Favorites

Does NOT display if no favorites are set  
TREE debating internally

9 Cross Sells

TREE debating internally

### Header

This is CHECKOUT Header "ALERT" Message Copy

### Sign-In (Optional)

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

Email

Password

### Billing Address

Email

Confirm Email

Yes, sign me up to receive emails on special offers and promotions.

First Name

Last Name

Street Address

Street Address 2

City

Country

State

Zip

Phone

### 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

Confirm Password

### Shipping Address

Same as Billing Address

### Shipping Method

UPS Ground (\$00.00)

UPS 2-Day (\$17.00)

UPS Next Day (\$27.50)

### Payment Method

#### Credit Card

Card Type

Name On Card

Card Number

Exp Month

Exp Year

Security Code

#### Gift Certificate

Code

### Order Information

ITEM	QTY	PRICE	TOTAL
Product Name	1	\$300.00	\$300.00
Product Name	1	\$200.00	\$200.00

Sub Total \$500.00

Tax \$00.00

Shipping \$17.00

TOTAL \$517.00

- 1 Optional Sign-In Toggle  
Collapsed by default. If user wants to login, they would need to expand it and submit form. If already signed in, this panel is NOT displayed.
- 2 Order Summary  
Scrolls With Screen
- 3 Create an Account (optional)
- 4 Billing Address
- 5 Shipping Address  
If "Same as Billing Address" is unchecked, shipping address fields toggle open so the user can add a different address.
- 6 Shipping Method
- 7 Payment Method