




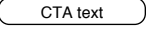






# Overview

**Key**

-  Fixed dimensions
-  Variable dimensions
-  Contextual item/area
-  Fixed display area
-  Close CTA
-  Button CTA
-  Text CTA
-  Elements effect each other
-  State progression
-  Movement

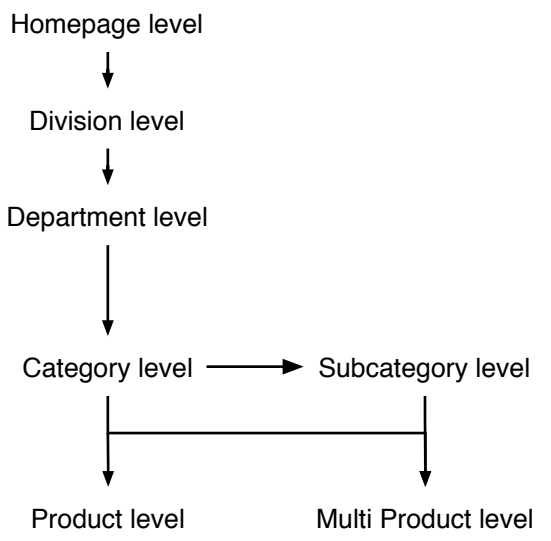
## Glossary of terms

- CTA - Call To Action
- Contextual - Requires specific conditions for display
- Fade Up - DHTML window is opened with opaque layer covering entire browser window below
- Pop Over - DHTML window is opened
- Pop Up - New browser window is opened

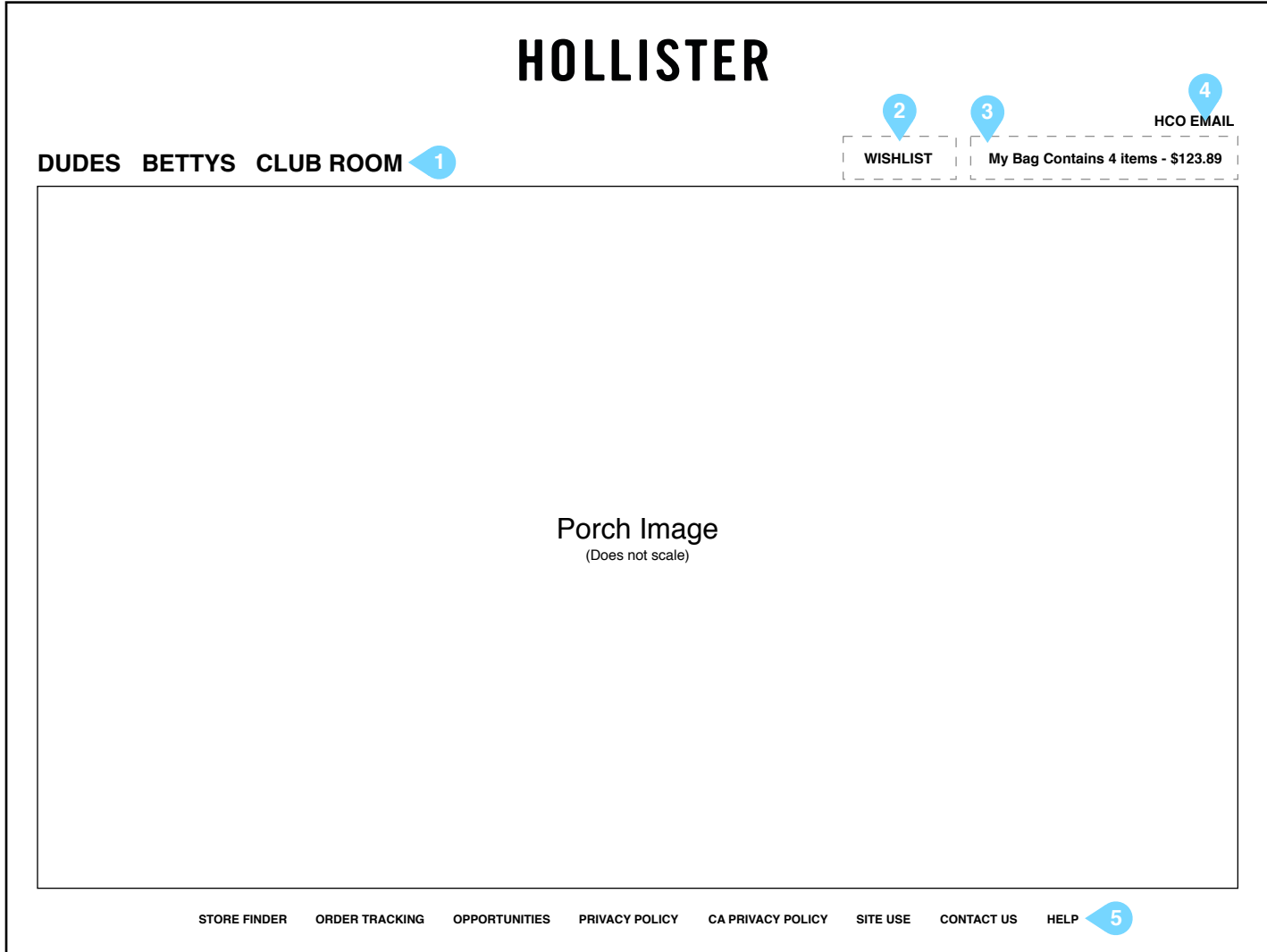
## About Copy

All body copy depicted is FPO  
All CTA copy depicted is FPO

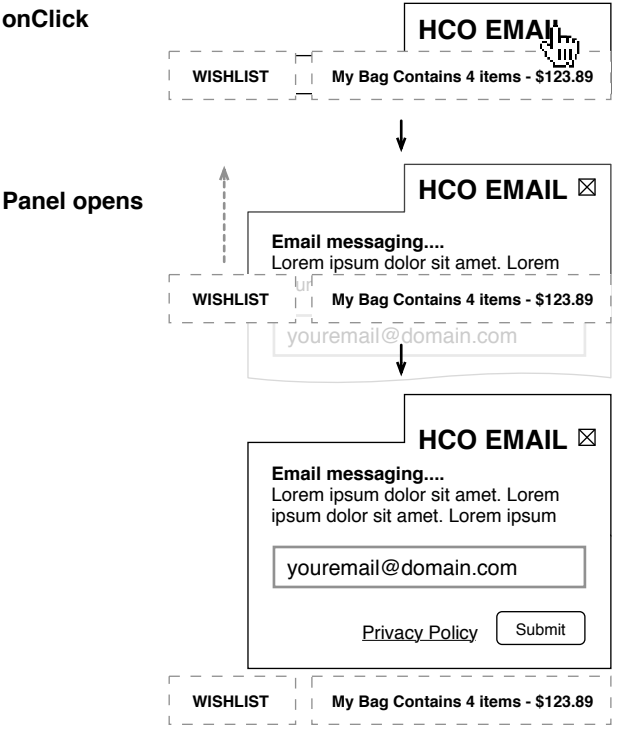
## Site Hierarchy



# 0.0 Home



Detail:  
Email sign up panel behavior



## Notes

- 1. Main Navigation**  
Appears globally
- 2. Wish List**  
Contextual item appears at homepage level only with active Wish List
- 3. My Bag display**  
Contextual item, appears at homepage level only when it contains items. Persistent display throughout.
- 4. Email Sign Up**  
Appears globally
- 5. Footer Navigation**  
Appears globally

# 1.0 Division / Department

HOLLISTER

DUDES
BETTYS
CLUB ROOM

HCO EMAIL

1

WISHLIST

My Bag Contains 4 items - \$123.89

Special Merch  
New Arrivals

---

Tops  
Bottoms  
Swim  
Callout 1  
Callout 2  
Callout 3  
Accessories  
Personal Care  
Gift Cards

---

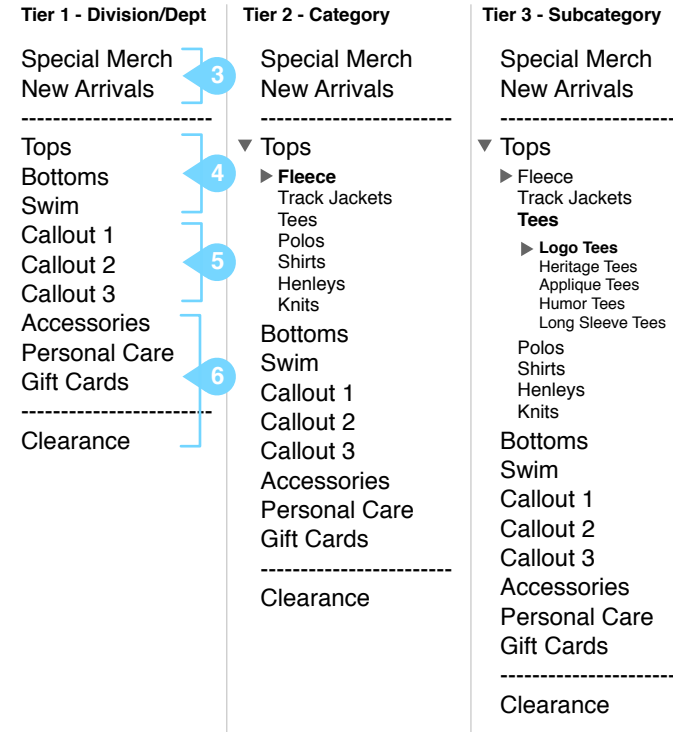
Clearance 2

Division / Department Image

(Does not scale)

[STORE FINDER](#)
[ORDER TRACKING](#)
[OPPORTUNITIES](#)
[PRIVACY POLICY](#)
[CA PRIVACY POLICY](#)
[SITE USE](#)
[CONTACT US](#)
[HELP](#)

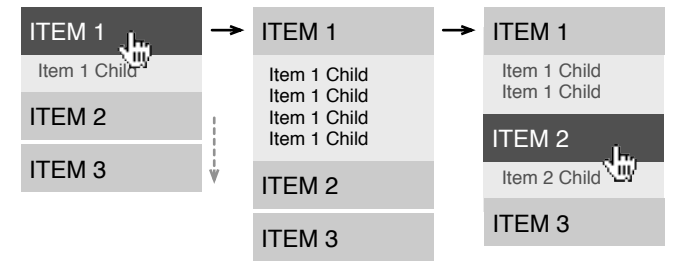
### Detail: Side UI



### Notes

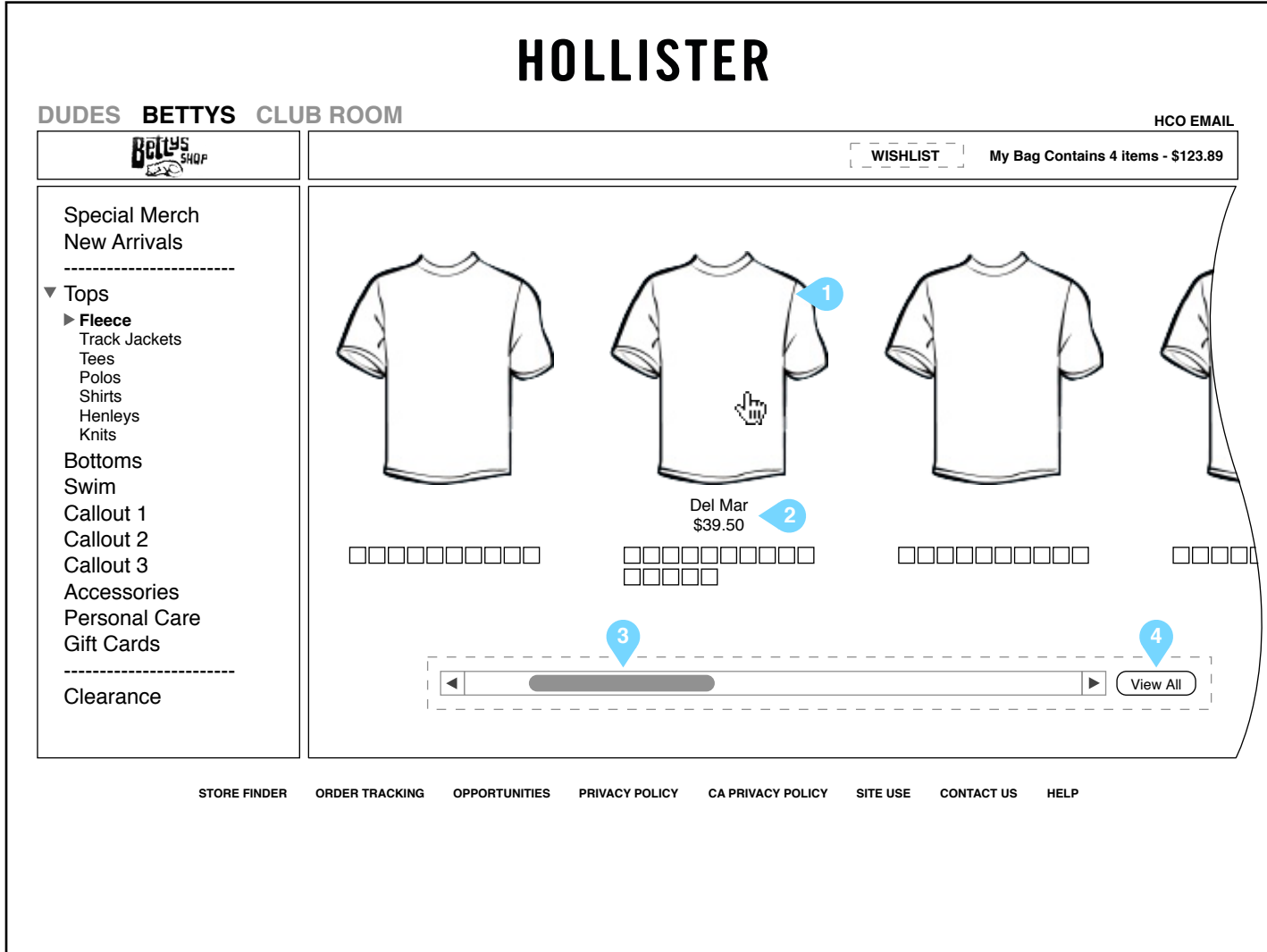
- 1. Section Badge**  
Appears at Division level and below, correlates to current division or section
- 2. Clearance department level**  
Only available for US/Canada
- 3. Menu feature block**  
Fixed menu location, fixed content
- 4. Main Departments**  
Fixed menu location, fixed content
- 5. Callout Departments**  
Fixed menu location, variable content
- 6. Secondary Departments**  
Fixed menu location, fixed content

### Detail: Side UI behavior



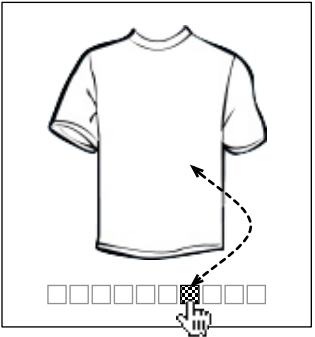


# 2.0 Category / Subcategory



### Detail: Swatch behavior

onClick swatch loads corresponding product image

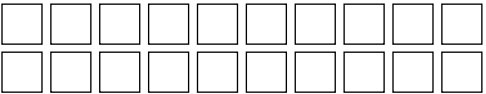


### Detail: Swatch UI variations

Up to 10 swatches

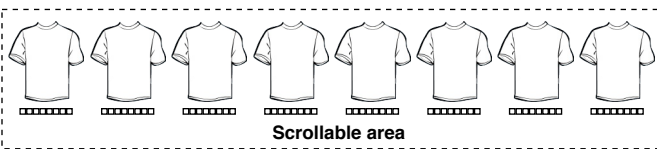


10+ swatches



### Detail: Category display scroll bar

Width of scroll bar handle reacts to amount of content in scrollable area



Less content



More content

### Notes

- 1. Product image**  
onClick loads product page
- 2. Product name**  
onHover over product image, product name and price appear
- 3. Scroll bar / View All**  
Contextual UI elements appear only when scrollable area content exceeds three or more items
- 4. View All CTA**  
View All CTA displays all products

# 2.0a View All

HOLLISTER

DUDES BETTYS CLUB ROOM
HCO EMAIL

WISHLIST
My Bag Contains 4 items - \$123.89

Special Merch  
New Arrivals

---

▼ Tops

- ▶ Fleece
- Track Jackets
- Tees
- Polos
- Shirts
- Henleys
- Knits

Bottoms

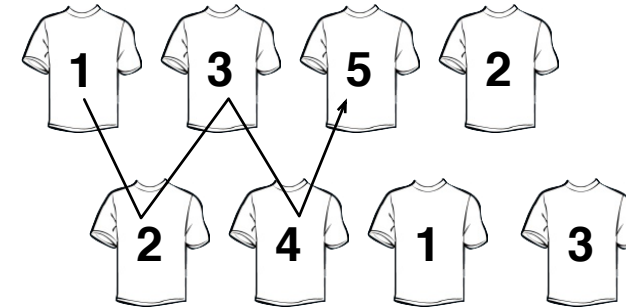
- Swim
- Callout 1
- Callout 2
- Callout 3
- Accessories
- Personal Care
- Gift Cards

---

Clearance

STORE FINDER   ORDER TRACKING   OPPORTUNITIES   PRIVACY POLICY   CA PRIVACY POLICY   SITE USE   CONTACT US   HELP

### Detail: View all product loading logic



Products load top to bottom, left to right.  
Second row is offset from center of first item in top row

### Notes

- 1. Product image**  
onClick loads product page
- 2. Product name**  
onHover over product image product name and price appear
- 3. View All / Back CTA**  
View all CTA converts to Back

# 2.2 Category - Sessions

## HOLLISTER

DUDES BETTYS CLUB ROOM



WISHLIST

My Bag Contains 4 items - \$123.89

HCO EMAIL

Special Merch  
New Arrivals

- Tops
- Bottoms
- Swim
- Callout 1
- Callout 2
- Callout 3
- Accessories
- ▼ Personal Care
  - Perfume
  - Sessions
- Gift Cards

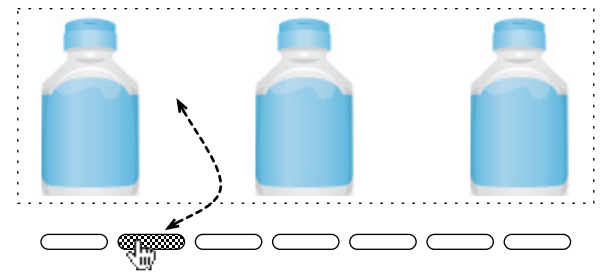
Clearance



Hermosa Beach Body Wash  
\$39.50

- Sessions 1
- Sessions 2
- Sessions 3
- Sessions 4
- Sessions 5
- Sessions 6
- Sessions 7

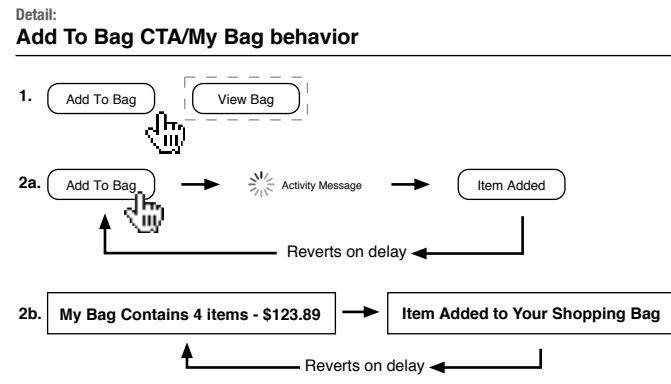
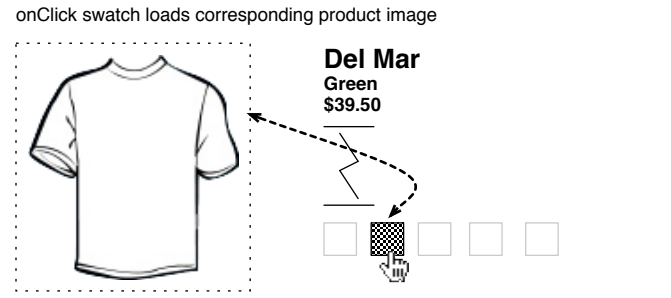
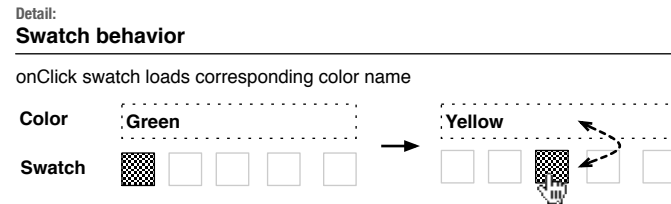
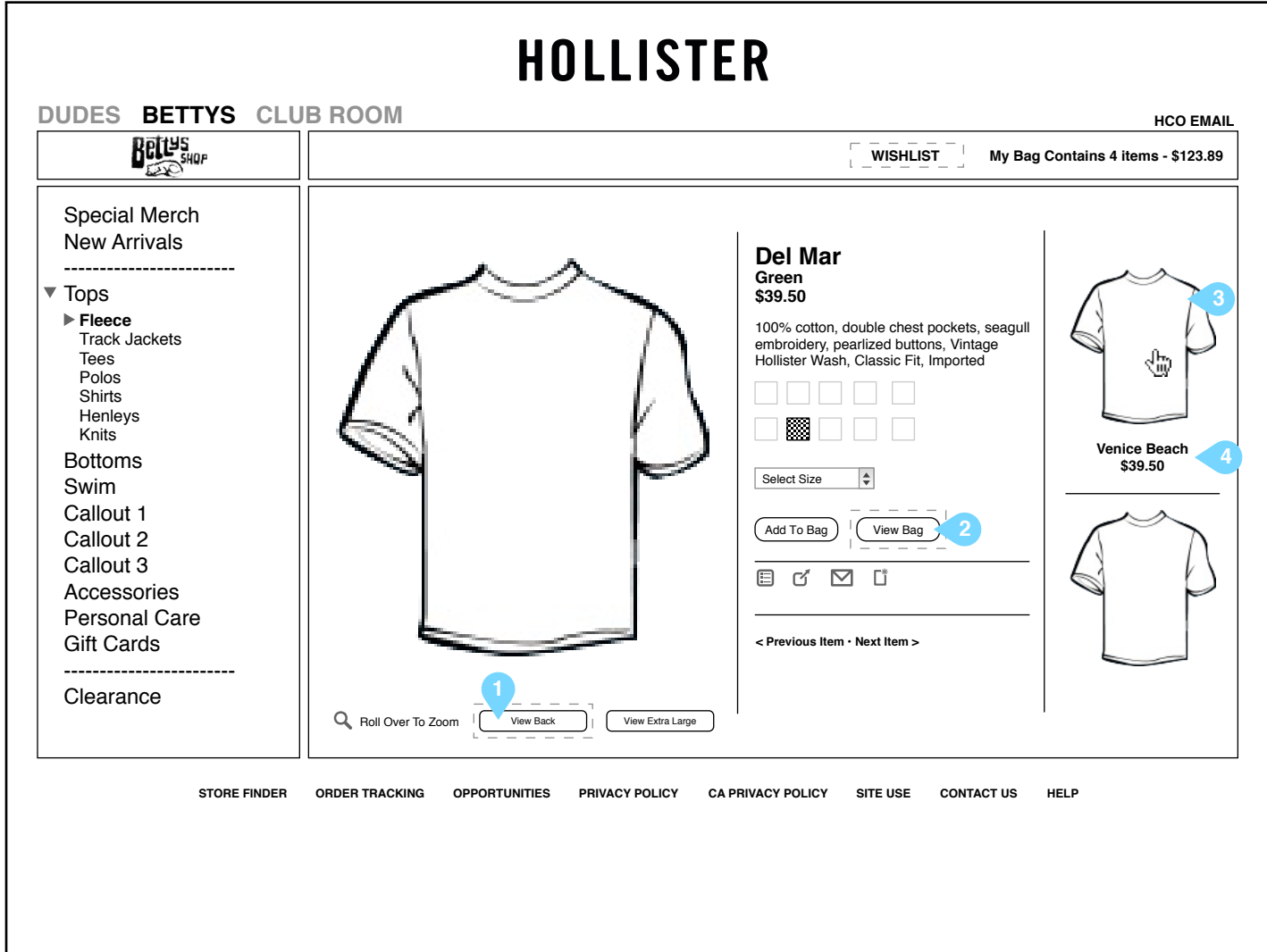
Detail: Collection loading



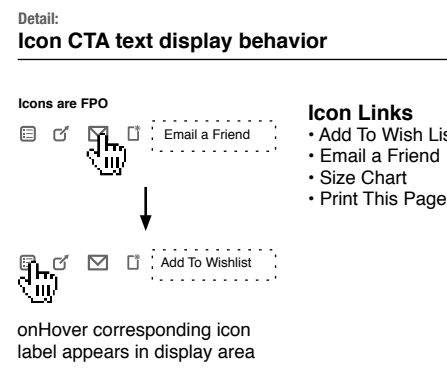
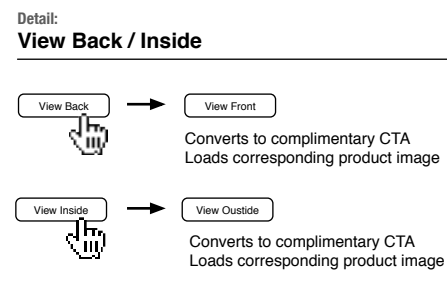
### Notes

- 1. Product image**  
onClick loads multi product page
- 2. Product name**  
onHover product name and price appear
- 3. Collection CTA**  
onClick corresponding product images load into display area

# 3.0 Product

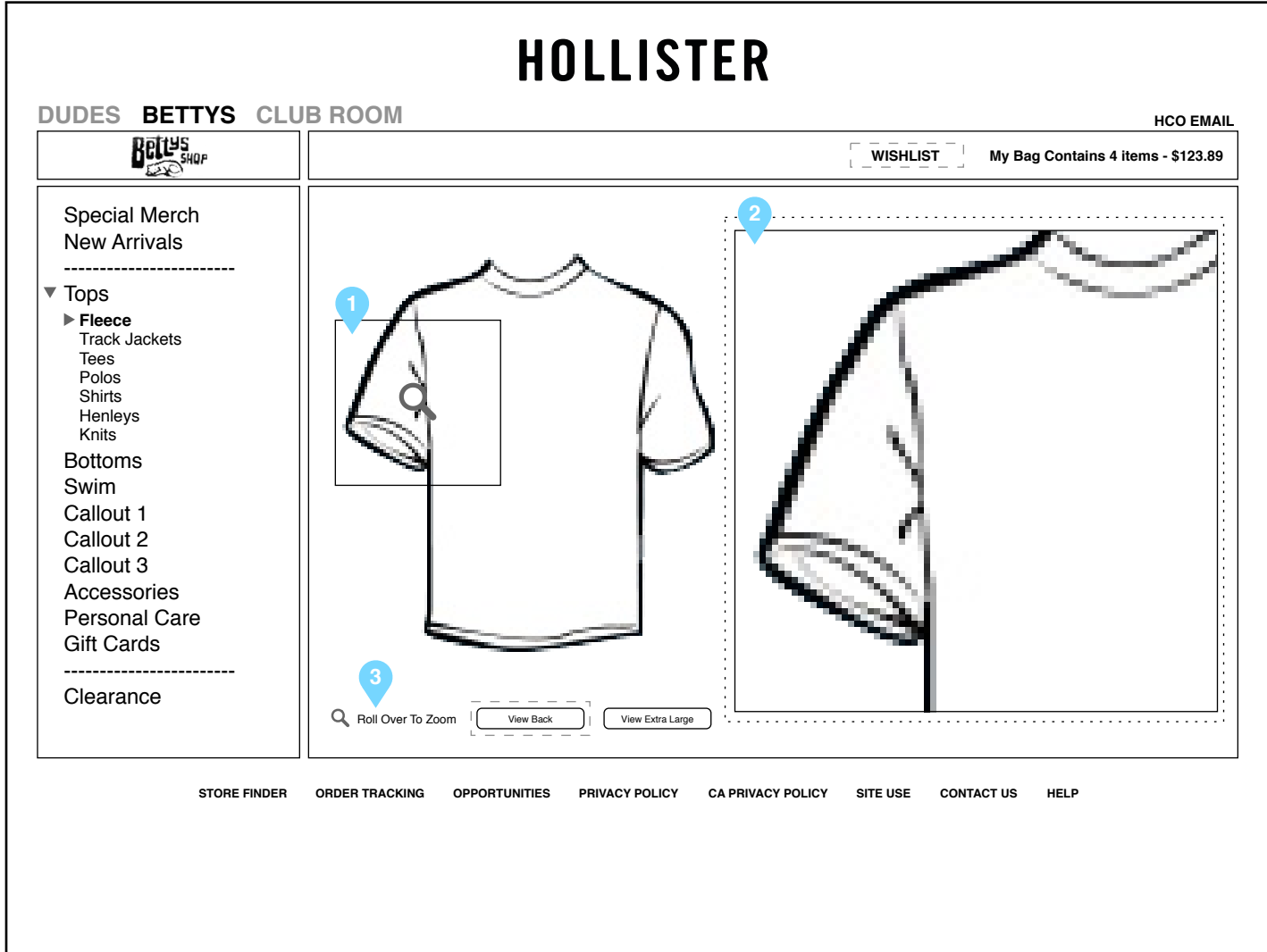


- ### Notes
- 1. View Back / Inside**  
Contextual UI element
  - 2. View Bag CTA**  
Contextual UI element
  - 3. Cross Sell product image**  
onClick opens Cross Sell Fade Up
  - 4. Product name**  
onHover over Cross Sell product image product name and price appear

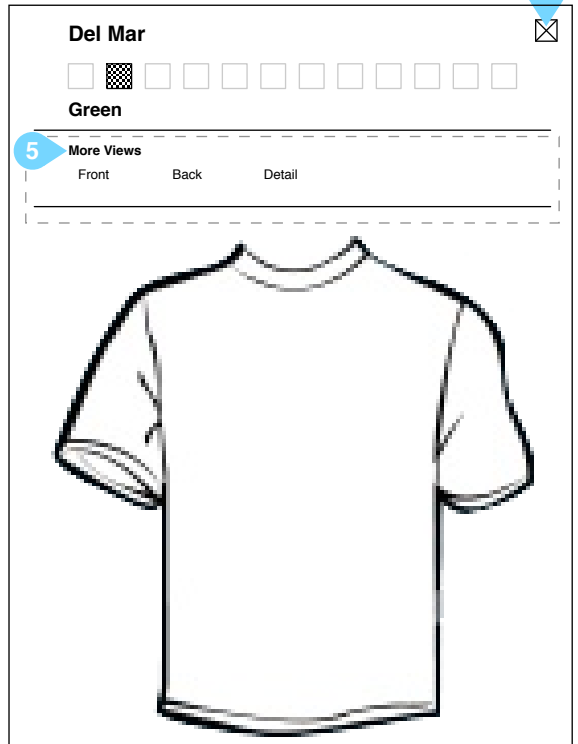
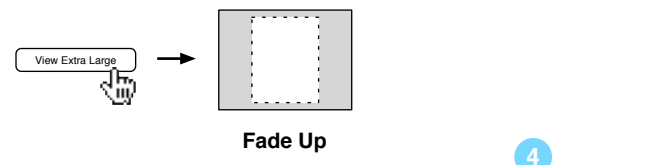




# 3.0a Product Zoom Views



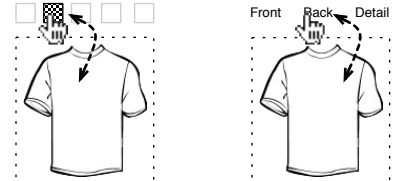
Detail: View Extra Large



onClick switch loads corresponding color name



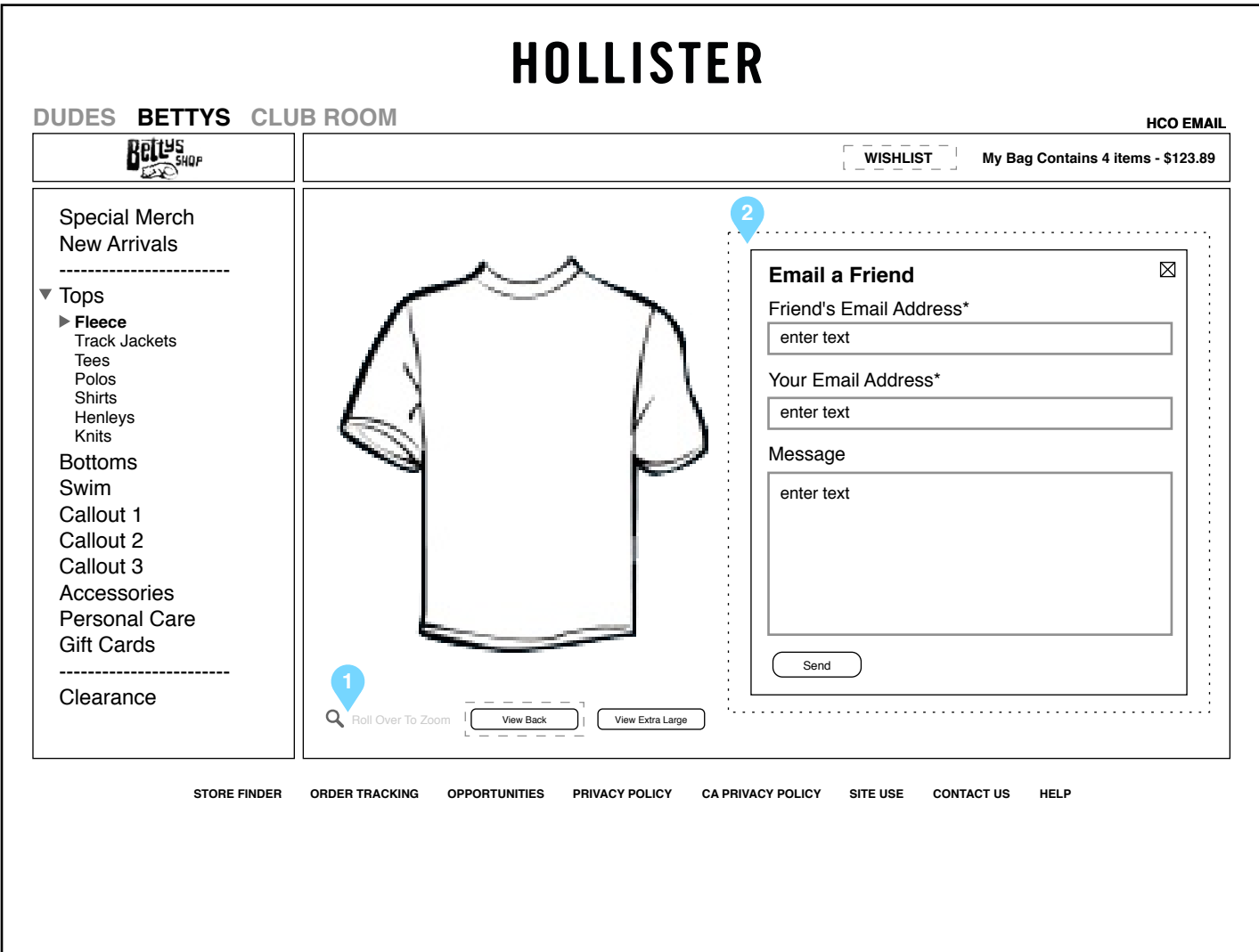
onClick swatch/thumbnail loads corresponding product image



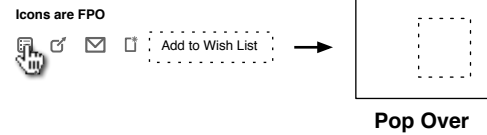
## Notes

- 1. Roll Zoom cursor**  
onRollOver to active area cursor converts to Roll Zoom cursor
- 2. Roll Zoom panel**  
onRollOver over active area Roll Zoom Panel appears over product UI, all hidden UI is disabled. onRollOff panel is hidden
- 3. Roll Zoom CTA**  
With active Roll Zoom CTA text changes to "Roll OFF to Zoom Out"
- 4. Close Fade Up**  
Any click outside of Extra Large View area closes fade up window
- 5. More Views**  
Contextual UI element

# 3.0b Product - Pop Over Window Handling



## Detail: Window handling



## Detail: Add to Wish List



## Detail: Size Chart



## Notes

### 1. Roll Zoom CTA

Any active Pop Over disables Roll Zoom functionality

### 2. Pop Over area

Pop Over panels appear over product UI, all hidden UI is disabled.

### 3.1 Multi-Product

HOLLISTER

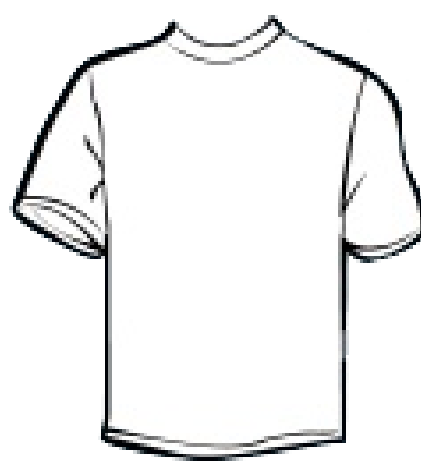
DUDES BETTYS CLUB ROOM
HCO EMAIL

Special Merch  
 New Arrivals  


---

 ▼ Tops
 

- ▶ Fleece
- Track Jackets
- Tees
- Polos
- Shirts
- Henleys
- Knits



Del Mar  
 Green  
 \$39.50  
100% cotton, double chest pockets, seagull embroidery, pearlized buttons, Vintage Hollister Wash, Classic Fit, Imported

Roll Over To Zoom View Back View Extra Large

Select Size ▼

Add To Bag
View Bag

---

Del Mar  
 Green  
 \$39.50  
100% cotton, double chest pockets, seagull embroidery, pearlized buttons, Vintage Hollister Wash, Classic Fit, Imported

Select Size ▼

STORE FINDER ORDER TRACKING OPPORTUNITIES PRIVACY POLICY CA PRIVACY POLICY SITE USE CONTACT US HELP

#### Notes

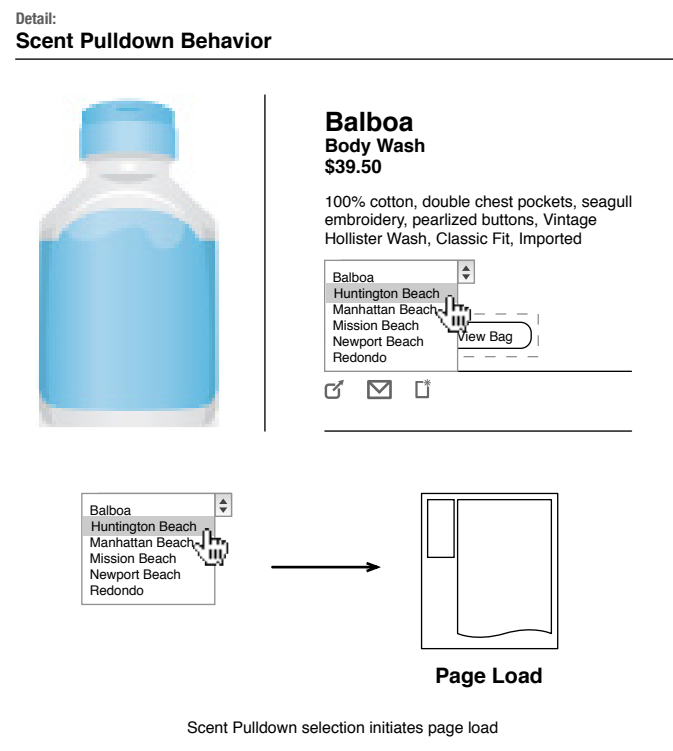
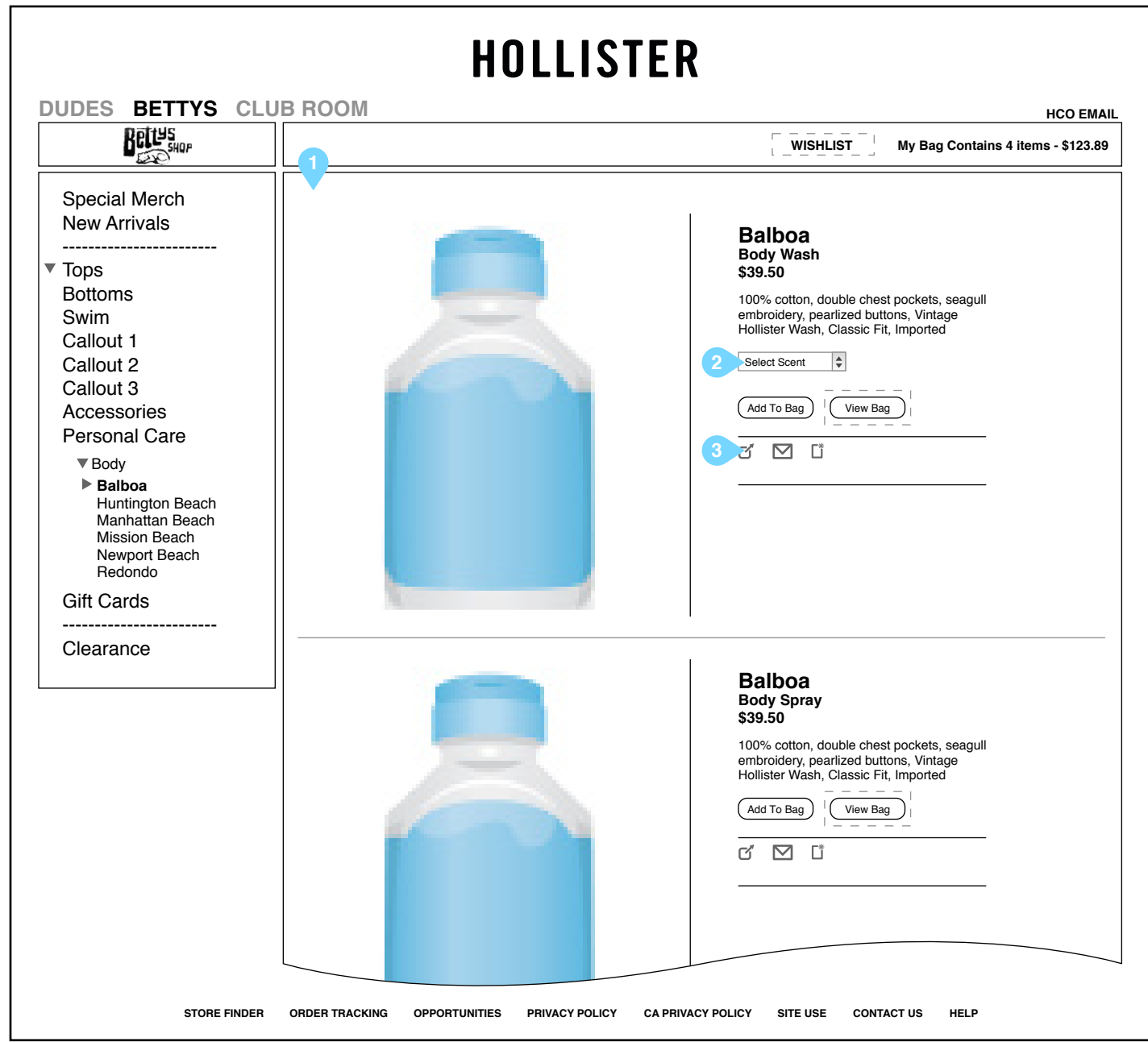
##### UI Exceptions

Next - Prev UI elements DO NOT appear

##### 1. Expanding content area

Content area expands to fit, scrolling is handled via browser UI

### 3.2 Sessions Multi-Product



### Notes

- UI Exceptions**  
Roll Zoom, View Larger, Size Chart, Next - Prev UI elements DO NOT appear
- 1. Expanding content area**  
Content area expands to fit, scrolling is handled via browser UI
- 2. Scent Pulldown**  
Pulldown only appears in first item
- 3. UI Icons**  
Only Print, Email To Friend and Wishlist icons appear

# 3.3 Product - E-Gift Card / Gift Card

## HOLLISTER

DUDES BETTYS CLUB ROOM

HCO EMAIL



WISHLIST

My Bag Contains 4 items - \$123.89

Special Merch  
New Arrivals

Tops  
Bottoms  
Swim  
Callout 1  
Callout 2  
Callout 3  
Accessories  
Personal Care

▼ Gift Cards

Gift Card  
▶ E-Gift Card

Clearance

### E-Gift Card

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil. Lorem ipsum dolor sit amet consectetur nonummy loremzino.

To: \*  From: \*

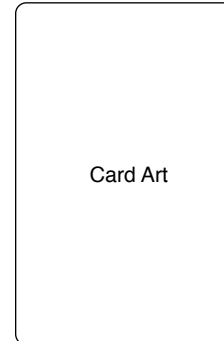
Recipients E-mail address: \*  Amount \*  1

Confirm recipients E-mail address: \*  Delivery date: \*  Month  Day

Gift message:

Add To Bag

Detail:  
Gift Card Product presentation



Card Art

2

Add To Bag

#### Hollister Gift Cards

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil. Lorem ipsum dolor sit amet consectetur nonummy loremzino.

### Notes

#### 1. E-Gift Card denominations

Available in \$25 increments up to \$100, increasing to \$50 increments from \$100 to \$500 maximum

#### 2. Gift Card denominations

Available in \$25, \$50, \$100

# 6.0 Store Locator

## HOLLISTER

DUDES BETTYS CLUB ROOM

HCO EMAIL

Store Locator

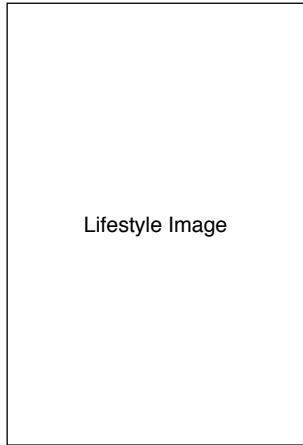
WISHLIST

My Bag Contains 4 items - \$123.89

Special Merch  
New Arrivals

Tops  
Bottoms  
Swim  
Callout 1  
Callout 2  
Callout 3  
Accessories  
Personal Care  
Gift Cards

Clearance



### Store Locator

#### Find stores by Zip/Postal Code

Enter Zip/Postal Code

Within radius of

Find Stores



Null results display

#### Find stores by State/Province

Select Country

Select State/Province

Find Stores



Null results display

#### Disclaimer Text

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil. Lorem ipsum dolor sit amet consectetur nonummy



### Results Display Area

Detail:

#### Find by State / Province

Select Country

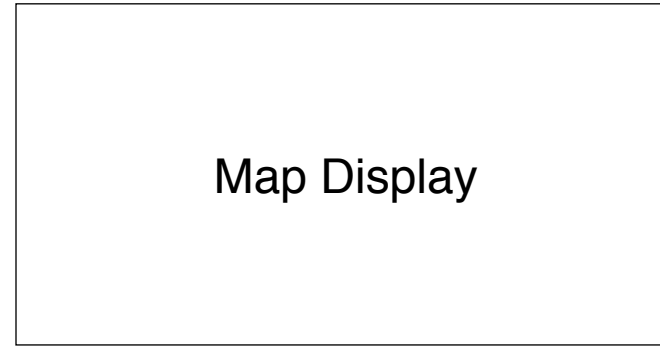
Country pulldown affects options presented in State/Province pulldown. Defaults to United States

Select State/Province

Detail:

#### Results display

Closest stores found within 25 miles of 43045 [Start a new search](#) [Print this page](#)



Location	Directions	Store Hours
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell

#### Disclaimer Text

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil. Lorem ipsum

[Terms of use](#) [Privacy statement](#)

Detail:

#### Directions display

From Postal Code  
43004

[Start a new search](#) [Print this page](#)

To  
Hollister Co.  
Easton Town Center  
235 Easton Town Center Space D316  
Columbus, 43219

## Notes

### 1. Null results display area

Null results message appears when no stores appear within search parameters

### 2. Expanding display area

Results and Directions load into display area below input forms

# 6.0a Store Locator - Results Display

# HOLLISTER

DUDES BETTYS CLUB ROOM
HCO EMAIL

Store Locator

---

Special Merch  
New Arrivals

---

Tops  
Bottoms  
Swim  
Callout 1  
Callout 2  
Callout 3  
Accessories  
Personal Care  
Gift Cards

---

Clearance

WISHLIST
My Bag Contains 4 items - \$123.89

## Store Locator

Start a new search
Print this page

Closest stores found within 25 miles of 43045

## Map Display

Location	Directions	Store Hours
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell
Table cell	Table cell	Table cell

**Disclaimer Text**  
 Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil. Lorem ipsum dolor sit amet consectetur nonummy

[Terms of use](#)
[Privacy statement](#)

STORE FINDER   ORDER TRACKING   OPPORTUNITIES   PRIVACY POLICY   CA PRIVACY POLICY   SITE USE   CONTACT US   HELP

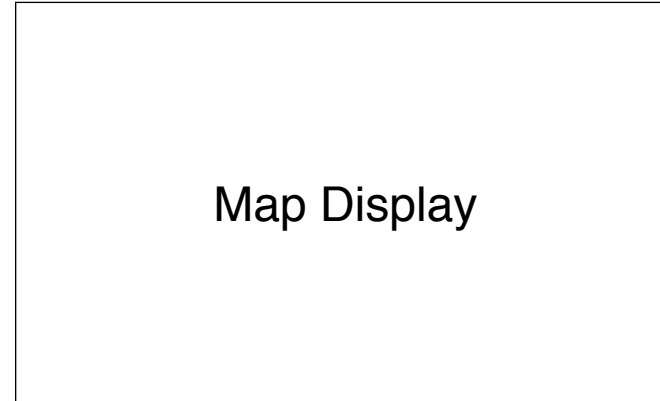
Detail:

### Directions display

From Postal Code 43004

[Start a new search](#) [Print this page](#)

To Hollister Co.  
Easton Town Center  
235 Easton Town Center Space D316  
Columbus, 43219



Directions	Estimated Distance
Table cell	Table cell
Table cell	Table cell
Table cell	Table cell
Table cell	Table cell
Table cell	Table cell
Table cell	Table cell
Table cell	Table cell
Table cell	Table cell

### Disclaimer Text

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil. Lorem ipsum dolor sit amet consectetur nonummy

[Terms of use](#) [Privacy statement](#)

## Notes

### 1. Expanding content area

Content area expands to fit, scrolling is handled via browser UI

### 2. Expanding display area

Results and Directions load into display area below input forms

### 3. Terms statement

Links to external terms page

### 4. Privacy statement

Links to external privacy page

# 12.0 Help

## HOLLISTER

DUDES BETTYS CLUB ROOM

HCO EMAIL

Help

WISHLIST

My Bag Contains 4 Items - \$123.89

2

1

### Frequently Asked Questions

- Ordering Online
- Help with an existing order
- Shipping & Handling
- Shipping Destinations
- Gift Cards, Merchandise
- Credits & Gift Wrap
- Credit Balance Inquiry
- Modeling
- Brand Protection

3

- ⊖ **How do I track my order?**  
You can track your order by clicking here.
- ⊖ **Where does Hollister Co. ship?**  
Global shipping is available when ordering from Hollister Co. Click here for a full list of shipping destinations.
- ⊖ **What are the charges for Shipping & Handling?**  
Shipping and Handling rates are based on order size, destination, and delivery time. Click here to view all of our rates.
- ⊖ **How do I become a Hollister Co. model?**  
The models in our marketing start by working in our stores and then become eligible to be cast for Hollister Co. marketing campaigns. If you are 18 or older, you can apply for a store position at any Hollister Co. store location.
- ⊕ **What are the Return and Exchange policies?**
- ⊖ **What if my merchandise does not fit?**  
You can perform a Quick Swap by calling us at 866.426.1285. Otherwise, you can return or exchange your merchandise by sending it back to us, or going to your local store.
- ⊖ **How do I track my order?**  
You can track your order by clicking here.
- ⊖ **Where does Hollister Co. ship?**  
Global shipping is available when ordering from Hollister Co. Click here for a full list of shipping destinations.
- ⊖ **What are the charges for Shipping & Handling?**  
Shipping and Handling rates are based on order size, destination, and delivery time. Click here to view all of our rates.

STORE FINDER ORDER TRACKING OPPORTUNITIES PRIVACY POLICY CA PRIVACY POLICY SITE USE CONTACT US HELP

Detail:

### Content display behavior

Collapsed = ⊕ Expanded = ⊖

⊕ **What are the charges for Shipping & Handling?**

⊖ **How do I become a Hollister Co. model?**  
The models in our marketing start by working in our stores and then become eligible to be cast for Hollister Co. marketing campaigns. If you are 18 or older, you can apply for a store position at any Hollister Co. store location.



⊖ **What are the charges for Shipping & Handling?**  
Shipping and Handling rates are based on order size, destination, and delivery time. Click here to view all of our rates.

⊖ **How do I become a Hollister Co. model?**  
The models in our marketing start by working in our stores and then become eligible to be cast for Hollister Co. marketing campaigns. If you are 18 or older, you can apply for a store position at any Hollister Co. store location.

### Notes

**1. Help section navigation**  
Mirrors side navigation behavior

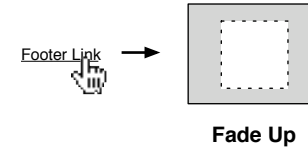
**2. Expanding content area**  
Content area expands to fit, scrolling is handled via browser UI

**3. Help content display**  
Header icons swap to denote expandable content display area



# Footer Pages - General Handling

## Detail: General Fade Up window handling

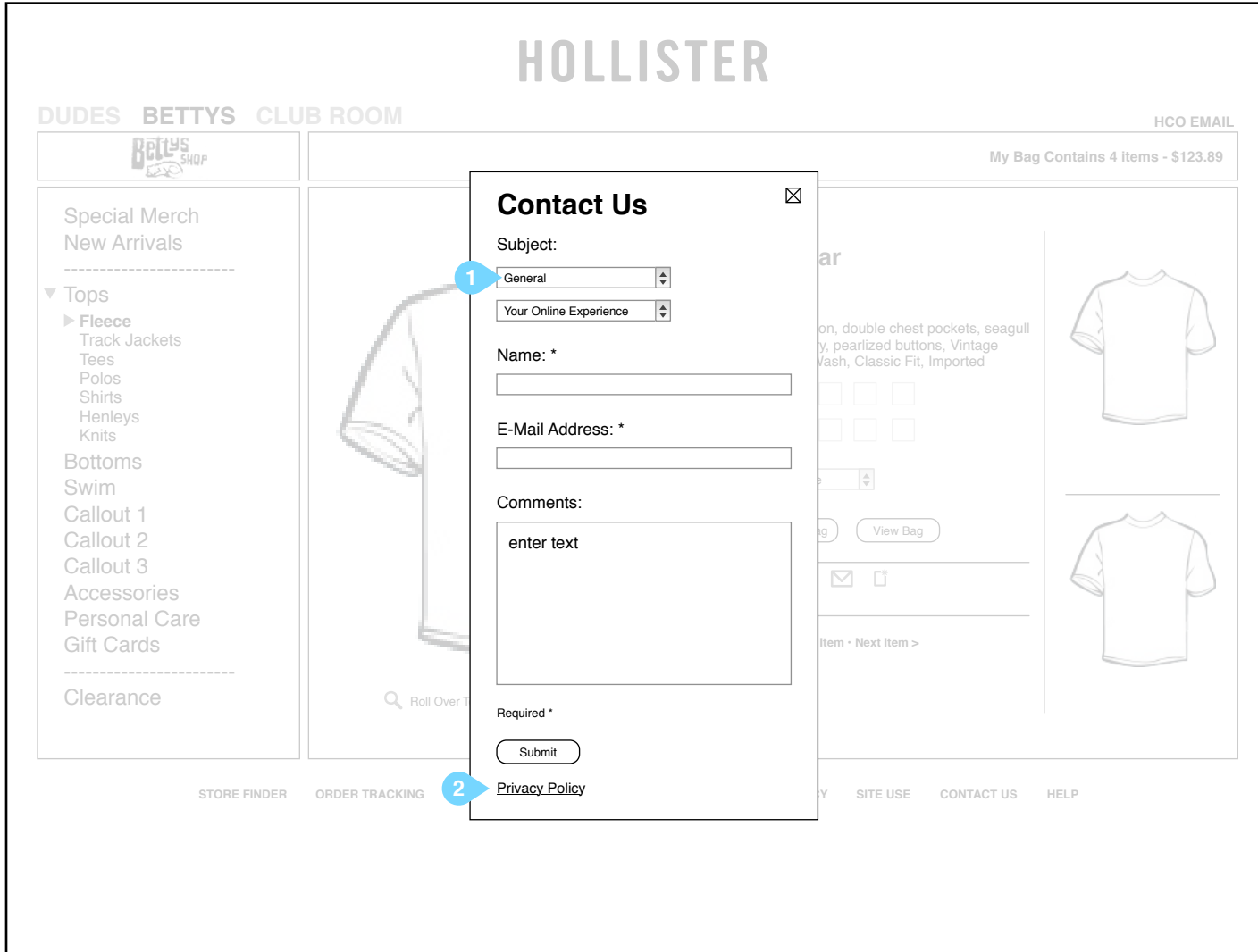


## Detail: Site Use / Privacy - Pop Up / CA Privacy - Pop Up

## Detail: Opportunities

## Notes

# Footer Pages - Contact Us



Detail:

## Subject Selections

General Subjects

- General
- Your Online Experience
- Your Store Experience
- Modeling
- Investor Relations
- Careers
- General

Subject 1 pulldown effects Subject 2 pulldown

Online Order Subjects

- Online Orders
- Order Status
- Returns / Exchanges
- Billing Inquiry
- Backorder
- Hollister Co. Gift Card
- Your Online Experience

Online Orders

Online Orders

Order Status

Hollister Co. Gift Card

Order Number: \*

Order Number: \*

Gift Card Number: \*

Hollister Co. Stores Subjects

- Hollister Co. Stores
- Locations / New Stores
- Your Store Experience
- Careers
- Hollister Co. Gift Card
- Billing Inquiry
- Returns Exchanges

Hollister Co. Stores

Hollister Co. Gift Card

Gift Card Number: \*

Hollister Co. Merch Subjects

- Hollister Co. Merchandise
- Product Questions
- Sizing
- Hollister Co. Quality

Technical Subjects

- Technical

## Notes

### 1. Subject Pulldown

Defaults to first item - General

### 2. Privacy Policy

Links from within Fade Ups always open in new browser pop up window globally

### 3. Online Orders Subject

Selection reveals Order Number field

### 4. Online Orders & Gift Card Subject

Selection reveals Order Number and Gift Card Number field

### 5. Gift Card Subject

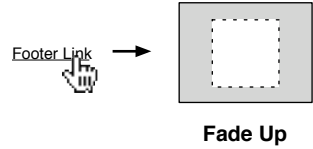
Selection reveals Gift Card Number field

### 6. Technical Subject

Selection hides second subject pulldown

# Footer Pages - Order Tracking

Detail: Order Tracking



Initial Presentation

## Order Tracking

Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, ubi peccat. Si veteres ita miratur laud atque poetas, ut nihil.

Order Number:

[Get Order Info](#)

Null Results / Error Presentation

## Order Tracking

Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, ubi peccat. Si veteres ita miratur laud atque poetas, ut nihil.

Order Number:

[Get Order Info](#)

Error display

Results Presentation

## Order Tracking

**Your Order Details**  
 Order Date: 12/28/2007  
 Order Number: 5555555

Item #	Description	Status	Ship Date	Carrier	Tracking Number	Price
55555555	<b>Belmont Shore</b>	Shipped	12/28/2007	USPS	555555555555555555555555	<b>\$59.80</b>
55555555	<b>Belmont Shore</b>	Shipped	12/28/2007	USPS	555555555555555555555555	<b>\$59.80</b>

**Subtotal** **\$120.00**

Shipping and Handling \$15.00

Additional (S&H) \$ 0.00

Taxes \$ 2.55

Additional Charges \$ 0.0

**Total** **\$135.00**

Window Expands

Window Expands

## Notes

### 1. Null Results / Error display

Error message display area

### 2. Tracking Number

Links to external site

# My Shopping Bag

## HOLLISTER

DUDES BETTYS CLUB ROOM

### My Bag

Questions? Call: 866-426-1285 International: 614-219-5385

Item Description	Color	Size	Availability	Unit Price	Quantity	Item Total	Remove
 <b>Belmont Shore</b> 55555555 <a href="#">Edit Item</a>	Navy	L	Will Ship 3/1/08	\$29.90	2	\$59.80	<input checked="" type="checkbox"/>
 <b>SoCal</b> 55555555 <a href="#">Edit Item</a>		1.7oz	In Stock	\$29.90	1	\$59.80	<input type="checkbox"/>
 <b>E-Gift Card</b> Send To: marty@mcfly.com Send On: 02/01/2008 <a href="#">Edit Item</a>				\$100.00	1	\$100.00	<input type="checkbox"/>
<b>Estimated Subtotal</b>						<b>\$15.50</b>	

Hassle Free Returns and Exchanges

[Update Bag](#) [Checkout](#)

Gift Wrap

Gift Box

Gift Cards

#### Detail: Gift Wrap Line Item Display



Premium Gift Box  
55555555

Your Message:  
Lorem ipsum dolor sit amet con sectateur non  
ummy lorenzino. Interdum volgus videt, est ubi

[Edit Item](#)

#### Detail: Complimentary Gift Box Line Item Display



Complimentary Gift Box  
55555555

### Notes

#### 1. Expanding content area

Content area expands to fit, scrolling is handled via browser UI

#### 2. My Shopping Bag display

Maximum of 15 items allowed per order, gift boxes / gift wrap DO NOT count towards max total

#### 3. Edit Item

Opens corresponding Edit Item Fade Up

#### 4. Returns / Exchanges info link

Links to help page, with Returns / Exchanges section preloaded

#### 5. Remove checkbox

Select checkbox will remove item from bag on Update Bag request

#### 6. Update Bag CTA

Submits any changes made to quantity or requests for item removal

#### 7. Gift Wrap Message

Contextual display element - Gift wrap message is displayed

#### 8. Complimentary Gift Box

NO *Edit Item* option is presented in line item shopping bag view

# My Shopping Bag - Edit Item / Tout Fade Ups

Detail: Edit Item Fade Ups

Standard product / Fragrance / Personal Care



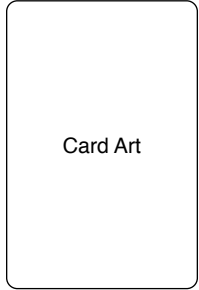
**Del Mar Green**  
\$39.50

100% sueded cotton, double chest pockets, seagull embroidery, pearlized buttons...

Select Size [ ] Select Quantity [ ]

Update Item Cancel

Gift Card



**The Hollister Gift Card**  
\$100

Lorem ipsum dolor sit amet con sectateur nonummy loremzino. Interdum volgus videt, est ubi pe ccat. Si veteres ita miratur laud atque poetas, ut nihil anteferat, nihil illis comparet, errat. Si qua edam nimis antique, si peraque

Select Amount [ ]

Update Item Cancel

E-Gift Card

To: \* [ ] From: \* [ ]

Recipients E-mail address: \* [ ] Amount \* [ ]


Confirm recipients E-mail address: \* [ ] Delivery date: \* [ ] [ ]

Gift message: [ ]

Update Item Cancel

Detail: Tout Fade Ups

Gift Wrap



**Premium Gift Box**

Lorem ipsum dolor sit amet con sectateur nonummy loremzino. Interdum volgus videt, est ubi pe ccat. Si veteres ita miratur laud atque poe tas, ut nihil anteferat, nihil illis

Your Items

- El Porto Beach [ ]
- Newport Peninsula [ ]
- Coronado Island [ ]
- Brooks Beach [ ]
- Spring Valley [ ]

Add To Bag

## Premium Gift Box

Lorem ipsum dolor sit amet con sectateur nonummy loremzino. Interdum volgus videt, est ubi pe ccat. Si veteres ita miratur laud atque poe tas, ut nihil anteferat, nihil illis

Your Items

Brooks Beach [ ]

Spring Valley [ ]

Box 1

El Porto Beach [ Remove ]

Newport Peninsula [ Remove ]

Add a message

Box 2

Coronado Island [ Remove ]

Your Message

Lorem ipsum dolor sit amet con sectateur nonummy loremzino. Interdum volgus videt, est ubi Edit message

Add To Bag

## Premium Gift Box

Lorem ipsum dolor sit amet con sectateur nonummy loremzino. Interdum volgus videt, est ubi pe ccat. Si veteres ita miratur laud atque poe tas, ut nihil anteferat, nihil illis

Your Items

Brooks Beach [ ]

Spring Valley [ ]

Box 1

El Porto Beach [ Remove ]

Newport Peninsula [ Remove ]

Add a message

enter text

Attach Message

Box 2

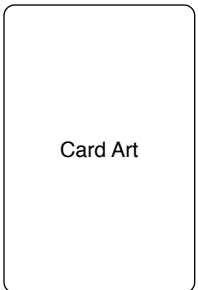
Coronado Island [ Remove ]

Your Message

Lorem ipsum dolor sit amet con sectateur nonummy loremzino. Interdum volgus videt, est ubi Edit message

Add To Bag

Gift Card




**The Hollister Gift Card**  
\$100

Lorem ipsum dolor sit amet con sectateur nonummy loremzino. Interdum volgus videt, est ubi pe ccat. Si veteres ita miratur laud atque poetas, ut nihil anteferat, nihil illis comparet, errat. Si qua edam nimis antique, si peraque

Select Amount [ ]

Add To Bag

Gift Box



**Complimentary Gift Box**

Lorem ipsum dolor sit amet con sectateur nonummy loremzino. Interdum volgus videt, est ubi pe ccat. Si veteres ita miratur laud atque poetas, ut nihil anteferat, nihil illis comparet, errat. Si

Add To Bag

## Notes

### Display Treatments

All Edit Item / Tout links open as Fade Ups

### 1. Expanding content area

Content area expands to fit, scrolling is handled via browser UI

### 2. Add To Bag CTA

Disabled until minimum conditions met - item in box

### 3. Your Message

Message text is displayed below box contents

### 4. Add a message

Reveals form field and Attach Message CTA onClick

### 5. Edit message

Add a message converts to Edit message once message text is attached

### 6. About Delivery Dates

Opens delivery date info in new browser window pop up

# 5.0a Checkout 1

## HOLLISTER

DUDES BETTYS CLUB ROOM

### Checkout

1 • 2 • 3 • 4

Questions? Call: 866-426-1285 International: 614-219-5385

#### 1. Billing Address

( AS APPEARS ON CREDIT CARD STATEMENT )

Country\*

United States

First Name\*

Last Name\*

Address1\*

This is a PO Box

Address2\*

City\*

State\*

Postal Code\*

OH

Day Phone\*

Email\*

Privacy Policy / Opt Language...

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque

#### Shipping Preferences\*

Ship To Billing Address

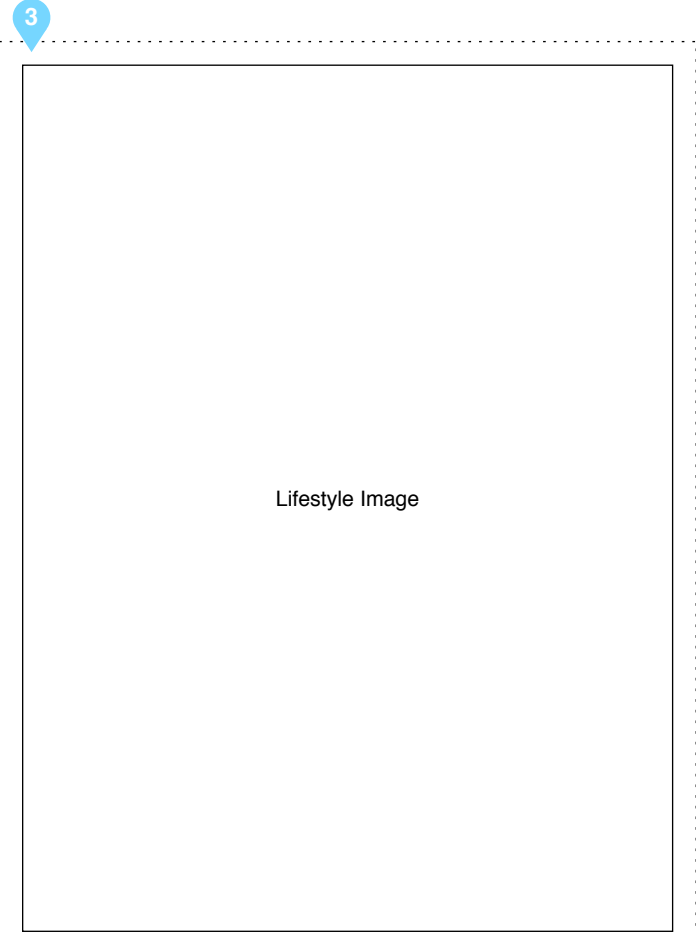
Ship To Another Address

Shipping Method\*

Standard

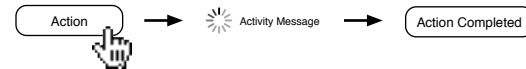
\*Required

Proceed



Lifestyle Image

#### Detail: CTA Behavior



#### Notes

##### 1. Progress Indicator

Corresponds to current checkout process step

##### 2. Ship To Another Address

Selecting option reveals form in contextual display area

##### 3. Contextual Display Area

Reveals shipping address form fields when ship to another address is selected

# 5.0b Checkout 2

## HOLLISTER

DUDES BETTYS CLUB ROOM

### Checkout

1 • 2 • 3 • 4

Questions? Call: 866-426-1285 International: 614-219-5385

#### 1. Billing Address

(AS APPEARS ON CREDIT CARD STATEMENT)

Country\*

United States

First Name\*

Last Name\*

Address1\*

This is a PO Box

Address2\*

City\*

State\*

Postal Code\*

OH

Day Phone\*

Email\*

Privacy Policy / Opt Language...

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque

#### Shipping Preferences\*

Ship To Billing Address

Ship To Another Address

Shipping Method\*

Standard

\*Required

#### 2. Shipping Address

Country\*

United States

First Name\*

Last Name\*

Address1\*

This is a PO Box

Address2\*

City\*

State\*

Postal Code\*

OH

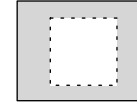
\*Required

1 Proceed

Detail:

#### Repudiated Item Fade Up

Fade Up →




#### Shipping Restrictions

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt.

#### Your Options

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt.

Item	Color	Size	Status	Price	QTY	Total
		1.7oz	In Stock	\$39.99	1	\$39.99

SoCal

55555555

Ship US Standard

Delete Item

### Notes

#### 1. Proceed CTA

Proceed CTA moves when Ship To Another Address entry panel is revealed

# 5.0c Checkout 3

## HOLLISTER

DUDES BETTYS CLUB ROOM

### Checkout

1 • 2 • 3 • 4

Questions? Call: 866-426-1285 International: 614-219-5385

### 3. Payment Information

Credit Card\*

Visa

Credit Card Number\*

CSV #\*

1 CSV\_HELP LINK

Expiration Date\*

Month Year

### Optional Payment Method

Gift Card / E-Gift Card Number

16 Digits including PIN [HELP LINK](#)

2 Want to use more than one gift card?  
[Redeem Additional Gift Cards](#)

Gift Receipt?

\*Required

[Terms & Conditions](#)

### Billing Address - Edit

Marty McFly  
1234 Mountain Rd  
New Albany, Ohio 43054  
Phone: 555-555-1212  
Email: mcfly@gmail.com

### Shipping Address - Edit




Marty McFly  
1234 Mountain Rd  
New Albany, Ohio 43054

### Shipping Method - Edit

US Standard Ground  
Lorem ipsum dolor sit amet  
consectateur nonum.

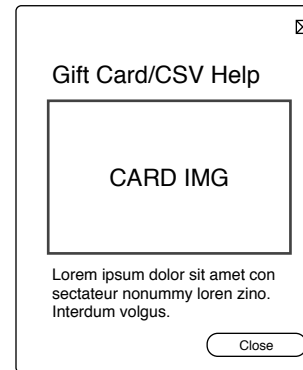
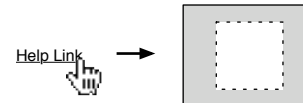
Lorem ipsum dolor sit amet  
consectateur nonum. Lorem  
ipsum dolor sit amet

### Your Order

Item Description	Color	Size	Availability	Unit Price	Quantity	Item Total
 <b>Belmont Shore</b> 55555555	Navy	L	Will Ship 3/1/08	\$29.90	2	\$59.80
 <b>SoCal</b> 55555555		1.7oz	In Stock	\$29.90	1	\$59.80
 E-Gift				\$100.00	1	\$100.00
<b>Subtotal</b>						\$79.98
<b>Shipping Handling</b>						\$15.00
<b>Tax</b>						\$3.48
<b>Total</b>						<b>\$98.46</b>

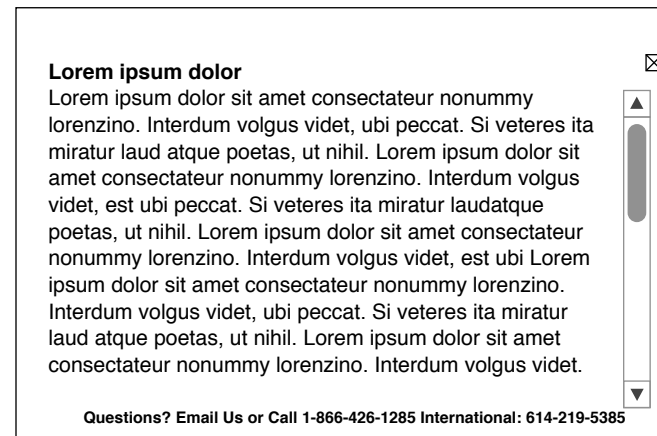
Detail:

### Help Link Fade Up



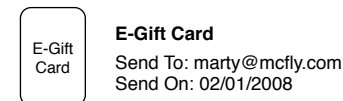
Detail:

### Terms & Conditions Fade Up



Detail:

### E-Gift Card Line Item Display



## Notes

### 1. Card Number Entry Help

Pop over window opens on Click from "CSV Help Link" and "GC Help Link" with corresponding card art/diagram and callouts for critical data.

### 2. Redeem Additional Gift Cards

Additional instruction about gift card validation requirements. Text link adds additional gift card # fields.



# 5.0d Checkout 4

## HOLLISTER

DUDES BETTYS CLUB ROOM

### Checkout

1 • 2 • 3 • 4

Questions? Call: 866-426-1285 International: 614-219-5385

### 4. Order Confirmation

#### Order Confirmation Message...

Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque

#### Billing Address - Edit

Marty McFly  
1234 Mountain Rd  
New Albany, Ohio 43054  
Phone: 555-555-1212  
Email: mcfly@gmail.com

#### Shipping Address - Edit




Marty McFly  
1234 Mountain Rd  
New Albany, Ohio 43054

#### Shipping Method - Edit

US Standard Ground  
Lorem ipsum dolor sit amet  
consectateur nonum.

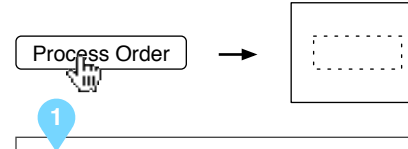
Lorem ipsum dolor sit amet  
consectateur nonum. Lorem  
ipsum dolor sit amet

### Your Order

Item Description	Color	Size	Availability	Unit Price	Quantity	Item Total
 <b>Belmont Shore</b> 55555555	Navy	L	Will Ship 3/1/08	\$29.90	2	<b>\$59.80</b>
 <b>SoCal</b> 55555555		1.7oz	In Stock	\$29.90	1	<b>\$59.80</b>
 E-Gift				\$100.00	1	<b>\$100.00</b>
<b>Subtotal</b>						\$79.98
<b>Shipping Handling</b>						\$15.00
<b>Tax</b>						\$3.48
<b>Total</b>						<b>\$98.46</b>

Lifestyle Image

### Detail: Activity Pop Over



### Processing Order Status Window



Additional Order Messaging  
quaedam nimis antique, si peraque  
dure dicere credit eos.

### Notes

#### 1. Activity Pop Over

Appears when Process Order is clicked. Activity animation plays. Additional order messaging can appear, ie. shipping times success message, failure message.

#### On Success

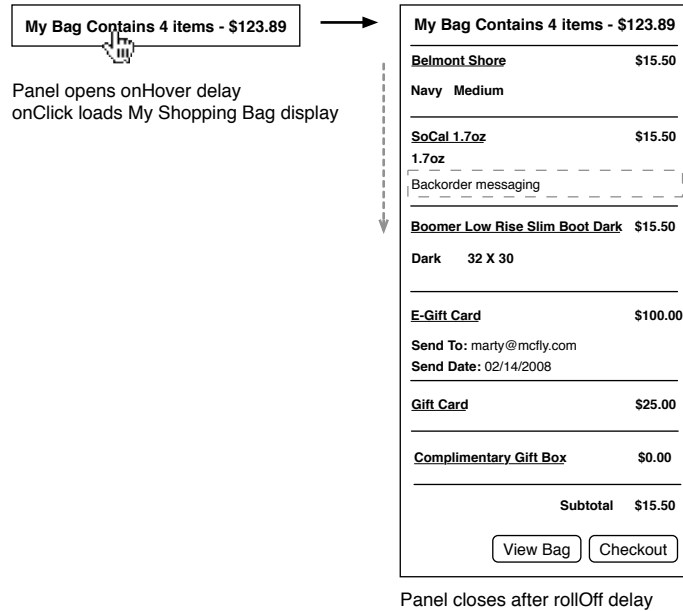
Success messaging appears, pop over closes after delay. Proceeds to order confirmation page.

#### On Failure

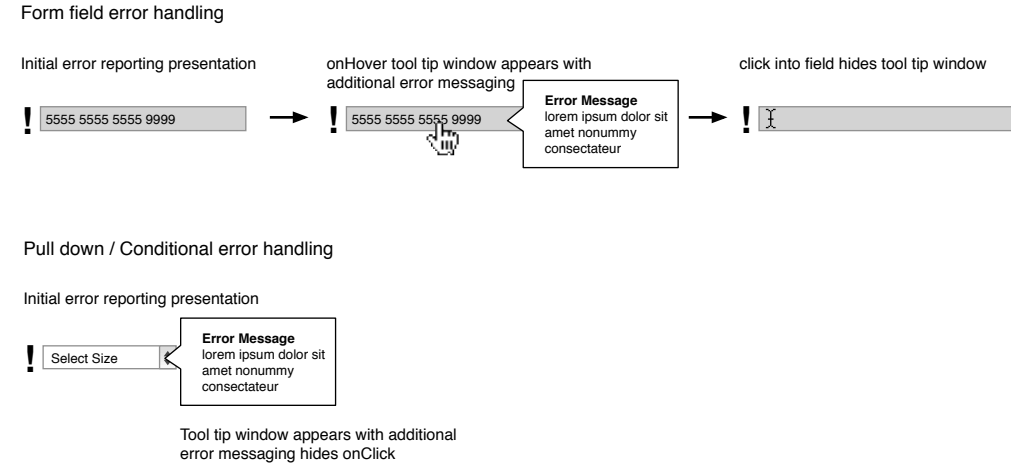
Error messaging appears, pop over closes after delay, error highlights appear in payment info panel stays on payment information page.

# Global Behavior

## Detail: Global My Bag behavior



## Detail: Error Handling



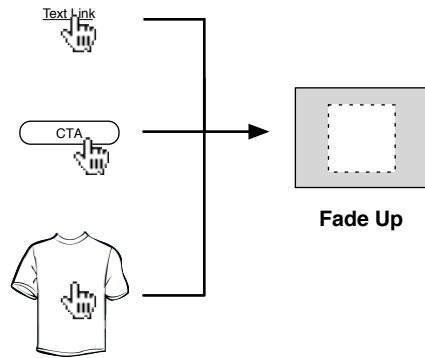
## Notes

- 1. Expanding content area**  
Content area expands to fit, scrolling is handled via browser UI
- 2. Add a message**  
Reveals form field and Attach Message CTA onClick
- 3. Edit message**  
*Add a message* converts to *Edit message* once message text is attached

## Detail: Global CTA behavior

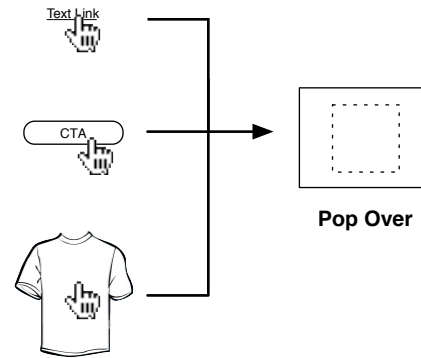


## Detail: Fade Up Treatment



Fade Up display opens window AND 75% opaque layer over current display  
Any links from within Fade Ups result in page load or new browser window pop up

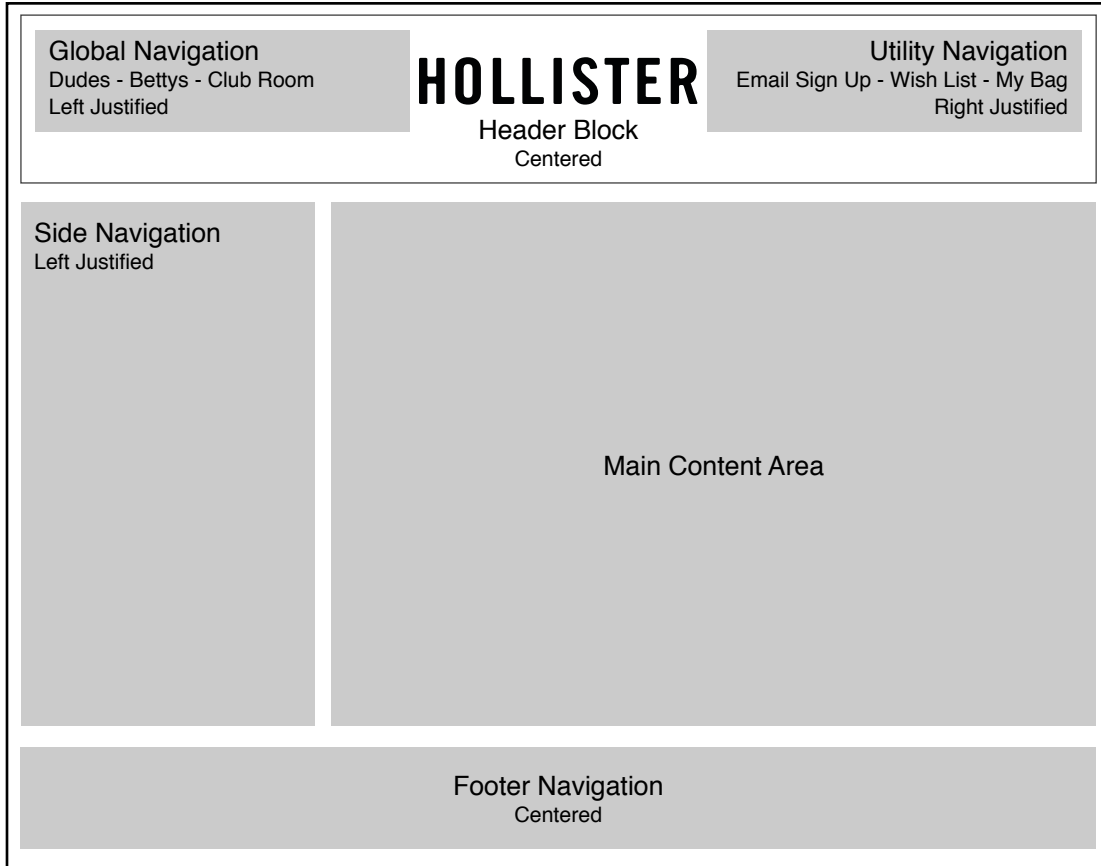
## Detail: Pop Over Treatment



Pop Over display opens window ONLY  
Any links from within Pop Overs result in page load or new browser window pop up

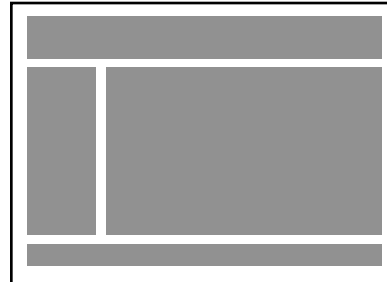
# Template Behavior

## Template Anatomy



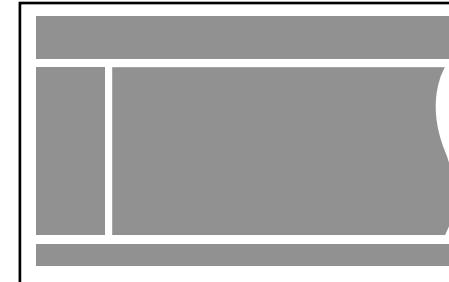
## Template Classes

### Fixed Width / Height



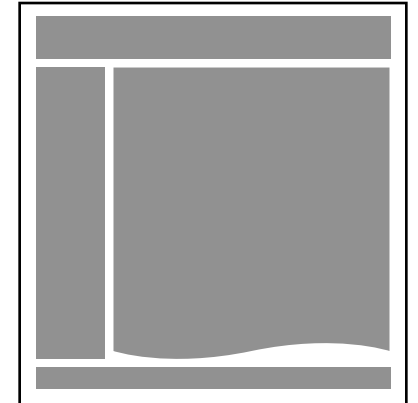
- 0.0 Home
- 1.0 Division
- 1.0 Department
- 1.2 Gift Card Landing
- 2.1 Cologne/Perfume
- 2.2 Sessions
- 3.0 Product
- 3.2 Gift Card Product
- 4.0 Club Room

### Variable Width Browser derived



- 2.0 Category / Subcategory
- 2.0a View All

### Fixed Width / Variable height Content derived



- 3.1 Multi Product
- 6.0 Store Locator
- 6.0a Store Locator Results
- 12.0 Help

# 4.0 Club Room

## Page Overview

The Club Room section of the H Co. site will be the lifestyle component of the H Co. online experience. Users will be able to watch H Co. branded films, listen to music, browse the lifestyle gallery and take away branded downloads.

## Page Requirements

- Flash based video player
- Flash based music player
- Download takeaways:
  - Wallpapers
  - Icons

## Proposed Content

- Blog
- Forums
- Contests

