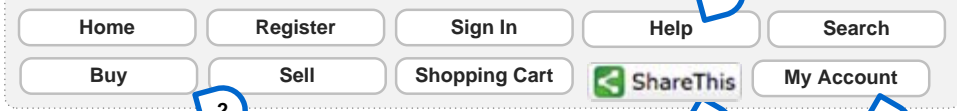


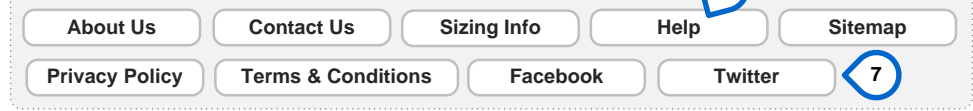
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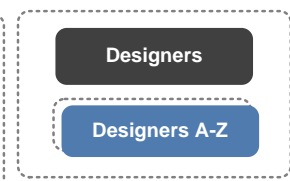
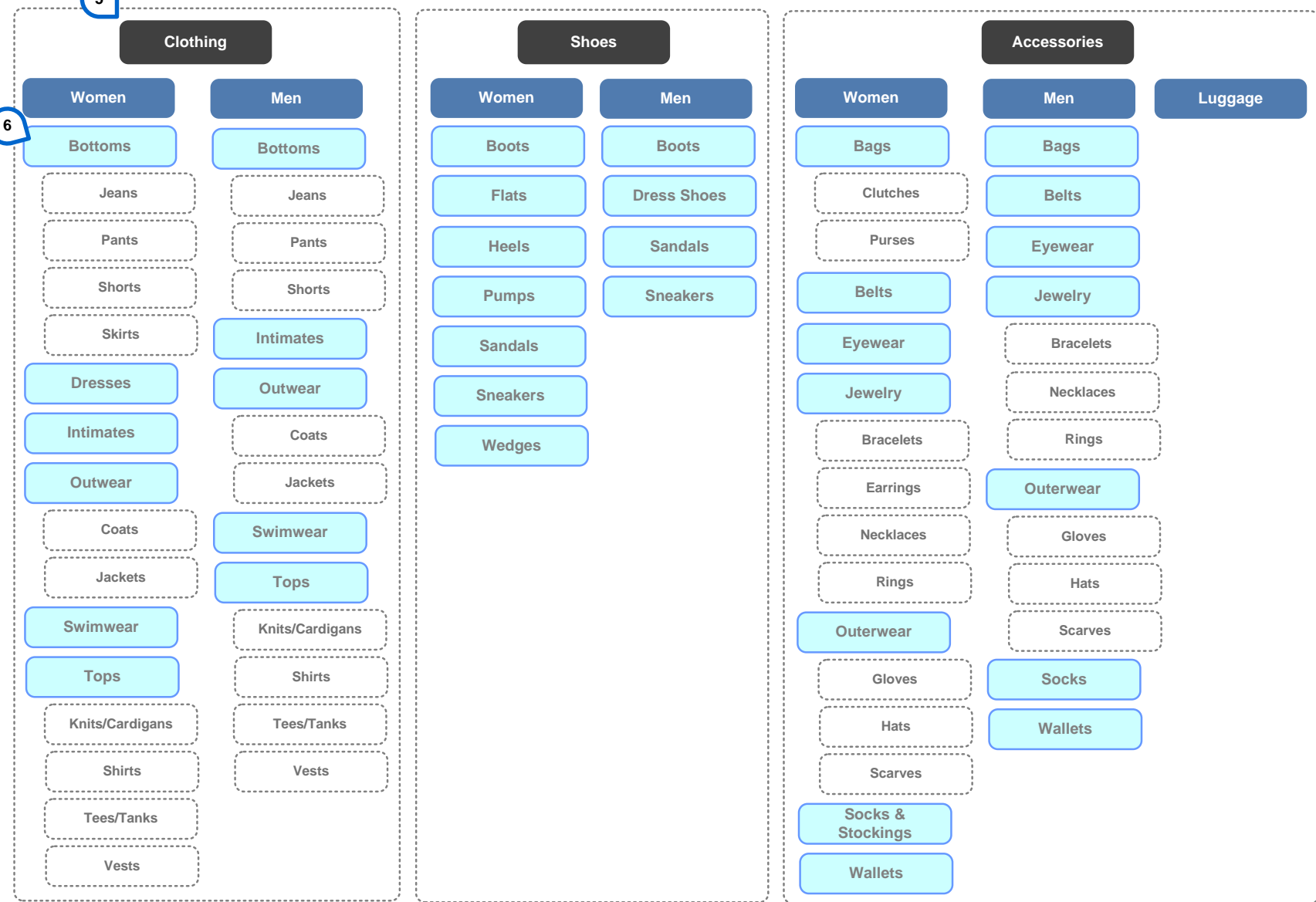
UTILITY NAVIGATION



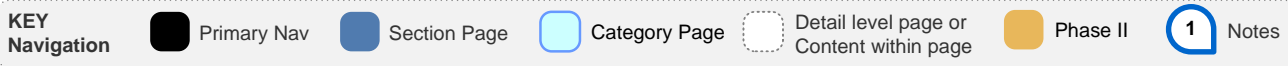
FOOTER NAVIGATION



Home - T1



- 1 Recommend Help in both the Header and Footer to explain how it works.
- 2 Buy and Sell explains how it works and opportunities to register and sign in on page.
- 3 Share This will be part of the masthead to allow user to share in multiple formats.
- 4 My Account will only display when user/member logs in.
- 5 Main navigation will be displayed by types of articles.
- 6 Categories are listed alphabetically.
- 7 Facebook and Twitter for Efflux call to actions in footer.

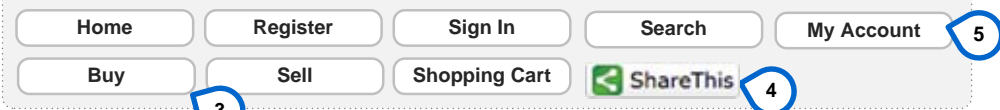


SITE-DIAGRAM-OPT1

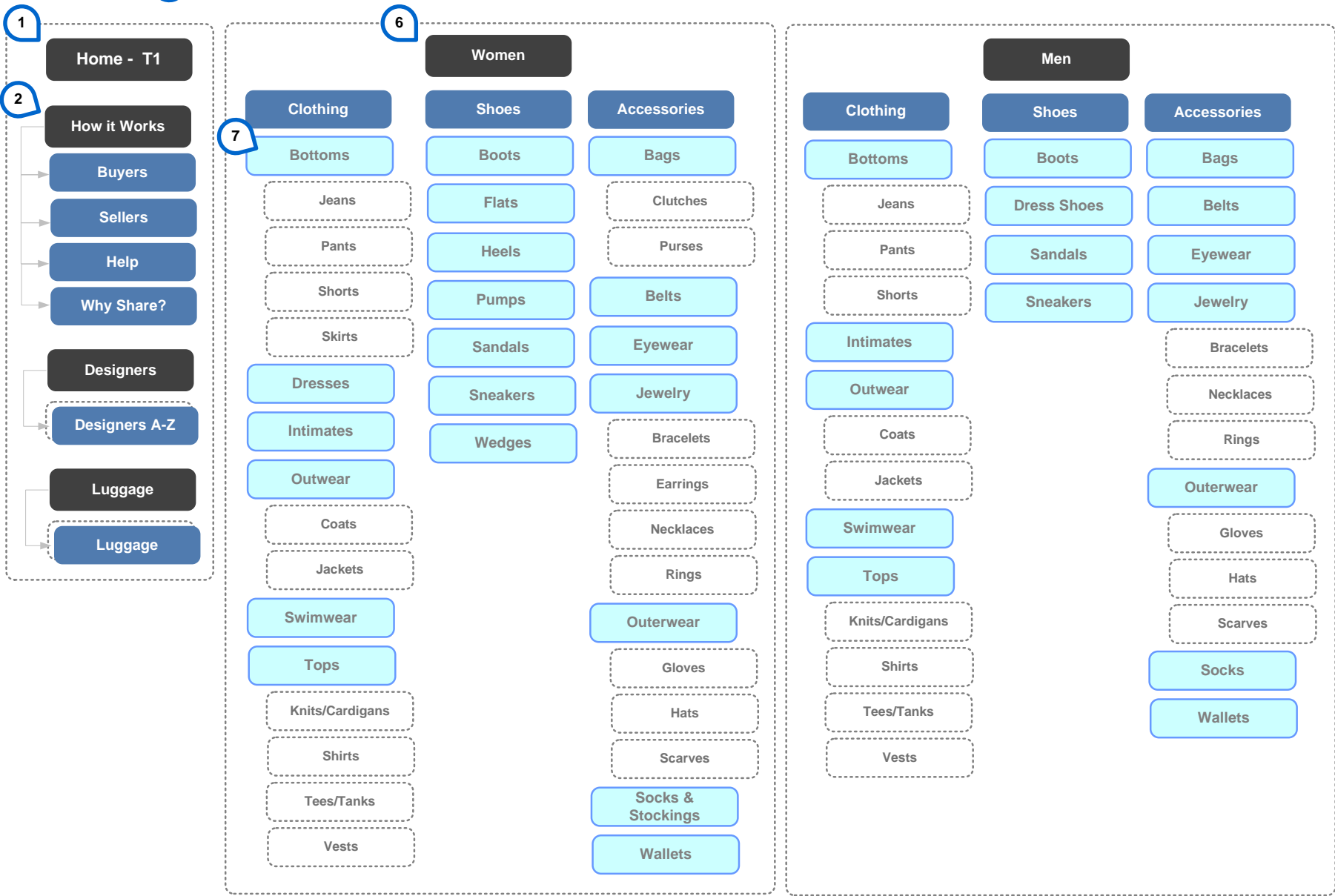
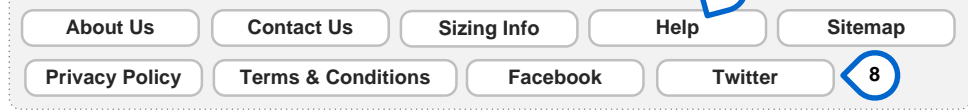
CLIENT NAME EFFLUXE		
PROJECT TITLE EFFLUXE PUBLIC SITE		
DATE MARCH 4, 2011	VERSION 2.0	TEMPLATE NO.
AUTHOR TG	PAGE NO. 2 OF 12	

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UTILITY NAVIGATION



FOOTER NAVIGATION

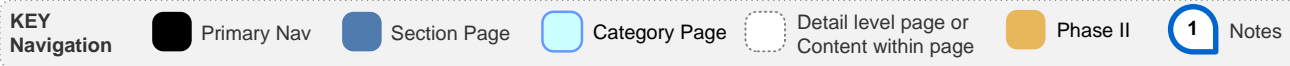


- 1 Main navigation would be Home, Designers, How it Works, Designers, Women, and Men.
- 2 How it Works and Help in Footer to explain how it works.
- 3 Buy and Sell explains how it works along with How it Works section and opportunities to register and sign in on page.
- 4 Share This will be part of the masthead to allow user to share in multiple formats.
- 5 My Account will only display when user/member logs in.
- 6 Main navigation will be displayed by gender first, than by categories of articles.
- 7 Categories are listed alphabetically.
- 8 Facebook and Twitter for Effluxe call to actions in footer.

SITE-DIAGRAM-OPT2

CLIENT NAME EFFLUXE		
PROJECT TITLE EFFLUXE PUBLIC SITE		
DATE MARCH 4, 2011	VERSION 2.0	TEMPLATE NO.
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Fashion... from designers you know to ones you don't.

Brief description that outlines elevator pitch since this is a new site. Something like effluxe.com is an Internet driven global market place that allows users to buy and sell high-end fashion, new and second hand, as well as as discover new designers, and interact with each other in a like minded community of fashion enthusiasts.

Buy on effluxe?

Register Now

Sell on effluxe?

Register Now

How it works?

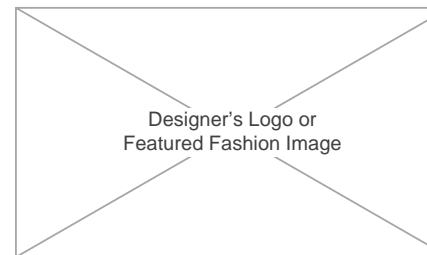
Learn How

effluxe Designers

- Designer Name
- Designer Name
- Designer Name
- Designer Name
- Designer Name
- Designer Name
- Designer Name
- Designer Name
- Designer Name
- Designer Name

All Designers

Featured Designer



[Designer Name]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque mauris non nibh accumsan semper ed vel.

1 Fashion site home pages tend to inspire. They feature high impact visual or visuals to communicate what the site is about. Recommend one large beauty shot or a collage of fashions.

Home page also needs a "tagline" and elevator pitch to communicate what the site is about.

2 Strong calls to action to get users to Register to either Buy or Sell. Buy and Sell Register links take user to T6.

3 Since this is a new site and concept, there should be a strong call to action for How it Works.

4 effluxe Designers section can feature/highlight text links to specific designers. Recommend featuring 10. End with a link for All Designers which is T2 template. Was considering having a logo show reel of designers, but reconsidered because of maintenance. Further, the goal is to get users shopping as quickly as possible.

5 Featured Designer would match content in T2. It is the ability to sponsor/promote a designer. It should be visually called out. Thumbnail and Designer Name will be clickable to Designer page.

T1 - HOME

CLIENT NAME
EFFLUXE

PROJECT TITLE
EFFLUXE PUBLIC SITE

DATE	VERSION	TEMPLATE NO.
MARCH 4, 2011	1.0	
AUTHOR	PAGE NO.	
TG	4 OF 12	

DISCLAIMER

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1

Sell on effluxe?

Register Now

Already a seller? Sign In.

2

Featured Designer



[Designer Name]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque mauris non nibh accumsan semper ed vel.

Shop Designers A - Z

3

Brief description of being a becoming a designer/seller on the website. Explain to user how to shop by Designer. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque malesuada mauris non nibh accumsan semper. Sed vel lorem eu nibh lacinia facilisis et pharetra felis.

4

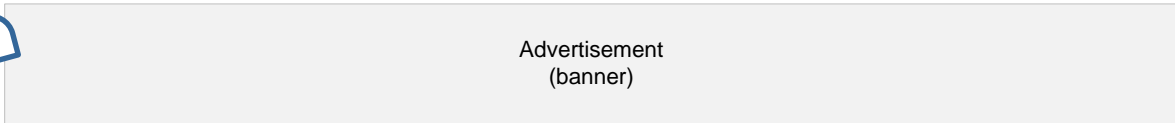
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- A
 - Designer Name
 - Designer Name
 - Designer Name
 - Designer Name
 - Designer Name
- B
 - Designer Name
 - Designer Name
 - Designer Name
 - Designer Name
 - Designer Name
- C
 - Designer Name
 - Designer Name
 - Designer Name
 - Designer Name
 - Designer Name
- D
 - Designer Name
 - Designer Name
 - Designer Name
 - Designer Name
 - Designer Name

4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

6



1

Provide an opportunity to have users Sell on effluxe with a Register call to action.

2

The ability to sponsor/promote a designer. It should be visually called out. Thumbnail and Designer Name will be clickable to Designer page.

3

Provide a brief description of being a designer/seller on website and how to use this section of the site.

4

A-Z search will anchor user down to appropriate letter. A-Z links will be at top and bottom of list. Bottom A-Z on most monitors will below the fold.

5

Letters after C would continue to scroll.

6

Ad banner is sticky to footer. It does not move to the body content. Ads will adhere to IAB standards. Recommend 728 x 90 IMU - (Leaderboard). The ability for banner ads should be on all pages except home, registration, sign in, and ecommerce pages. Don't distract users with ways to click off when trying to get them to perform an action.

T2 - DESIGNERS - A-Z

CLIENT NAME
EFFLUXE

PROJECT TITLE
EFFLUXE PUBLIC SITE

DATE	VERSION	TEMPLATE NO.
MARCH 4, 2011	1.0	
AUTHOR	PAGE NO.	
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DISCLAIMER

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1 Home / Shop Designers A - Z / Designer Name

Refine Your Search:

▼ Price

- \$1 - \$25 (4)
- \$25 - \$50 (7)
- \$50 - \$75 (10)
- \$75 - \$100 (6)
- \$100 - \$200 (9)
- \$200 - \$300 (1)
- \$300+ (18)

▼ Condition

- New (200)
- Used (30)

▼ Sizes [Size Chart](#)

- XXSmall (10)
- XSmall (40)
- Small (60)
- Medium (90)
- Large (100)

▼ Listing Duration II

- Deal of the Day (4)
- New Arrivals (7)
- Ending Soon (10)

3 ▼ Clothing

- Bottoms (4)
 - Jeans (4)
 - Pants (4)
 - Shorts (4)
 - Skirts (4)
- Dresses (7)
- Intimates (10)

4 ▶ Shoes

▶ Accessories

5 **[Designer Name]**

Sort by: Most Recent [Lowest Price](#) [Highest Price](#)

7 120 items for [Designer Name]

6 ◀ 1 2 3 4 5 ▶

Item Thumbnail

[Name of Item](#)

\$79.99

Item Thumbnail

[Name of Item](#)

\$79.99

Item Thumbnail

[Name of Item](#)

\$79.99

Item Thumbnail

[Name of Item](#)

\$79.99

8

Item Thumbnail

[Name of Item](#)

\$79.99

Item Thumbnail

[Name of Item](#)

\$79.99

Item Thumbnail

[Name of Item](#)

\$79.99

Item Thumbnail

[Name of Item](#)

\$79.99

◀ 1 2 3 4 5 ▶

- 1 Refine your Search will be faceted listed on all category pages. It will not appear on a Product Detail page.
- 2 Size Chart will be modal pop-ups to display information.
- 3 Categories will expand and collapse. Once a category is expanded, entire items in category will be shown (i.e. Bottoms > Jeans, Pants, etc.) Number of items per category will be displayed. Facets for Phase I should be Price, Condition, Sizes, Clothing, Shoes, and Accessories.
- 4 Collapsed view. Discussion whether all should be expanded, collapsed, or a default set will be expanded on user's first viewing.
- 5 Sort by filters will help users navigate more effectively, especially on large categories where there are many items.
- 6 Pagination for multi-pages will be displayed on top and bottom of list. Recommend 40 items per page.
- 7 Number of items per category should be displayed.
- 8 Thumbnail, name of item, and price will be displayed for each. Thumbnail and name of item will be linked to Product Detail page.

PHASE II:
Facets for Listing Duration will be a Phase II item. It can be a faceted left navigation item as displayed here in Phase II.

T3 - DESIGNER - LANDING PAGE

CLIENT NAME EFFLUXE		
PROJECT TITLE EFFLUXE PUBLIC SITE		
DATE MARCH 4, 2011	VERSION 1.0	TEMPLATE NO.
AUTHOR TG	PAGE NO. 6 OF 12	

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Register

Sign In

How it Works SHOP BY: Designers | **Women** | Men | Luggage

Enter search keyword...

Go

ShareThis

1 Home / Shop Women

Refine Your Search:

Price

- \$1 - \$25 (4)
- \$25 - \$50 (7)
- \$50 - \$75 (10)
- \$75 - \$100 (6)
- \$100 - \$200 (9)
- \$200 - \$300 (1)
- \$300+ (18)

Condition

- New (200)
- Used (30)

Sizes [Size Chart](#)

- XXSmall (10)
- XSmall (40)
- Small (60)
- Medium (90)
- Large (100)

Listing Duration

- Deal of the Day (4)
- New Arrivals (7)
- Ending Soon (10)

3 Clothing

- Bottoms (4)
 - Jeans (4)
 - Pants (4)
 - Shorts (4)
 - Skirts (4)
- Dresses (7)
- Intimates (10)

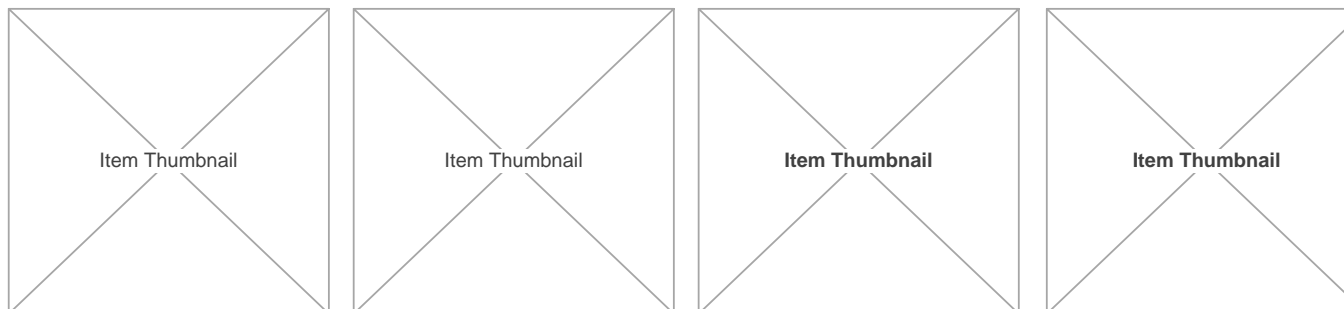
4 Shoes

Accessories

5 Women

Sort by: Most Recent [Lowest Price](#) [Highest Price](#)

6 7 3,002 items for Women



[Name of Item](#)
[Name of Designer](#)

\$79.99

[Name of Item](#)
[Name of Designer](#)

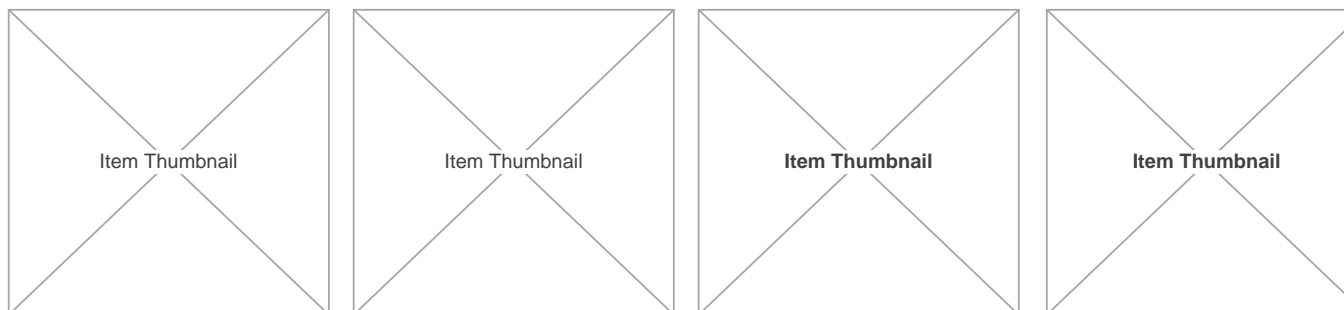
\$79.99

[Name of Item](#)
[Name of Designer](#)

\$79.99

[Name of Item](#)
[Name of Designer](#)

\$79.99



[Name of Item](#)
[Name of Designer](#)

\$79.99

[Name of Item](#)
[Name of Designer](#)

\$79.99

[Name of Item](#)
[Name of Designer](#)

\$79.99

[Name of Item](#)
[Name of Designer](#)

\$79.99

6 7 8 < 1 2 3 4 5 >

- 1 Refine your Search will be faceted listed on all category pages. It will not appear on a Product Detail page.
- 2 Size Chart will be modal pop-ups to display information.
- 3 Categories will expand and collapse. Once a category is expanded, entire items in category will be shown (i.e. Bottoms > Jeans, Pants, etc.) Number of items per category will be displayed. Facets for Phase I should be Price, Condition, Sizes, Clothing, Shoes, and Accessories.
- 4 Collapsed view. Discussion whether all should be expanded, collapsed, or a default set will be expanded on user's first viewing.
- 5 Sort by filters will help users navigate more effectively, especially on large categories where there are many items.
- 6 Pagination for multi-pages will be displayed on top and bottom of list. Recommend 40 items per page.
- 7 Number of items per category should be displayed.
- 8 Thumbnail, name of item, name of designer and price will be displayed for each. Thumbnail and name of item will be linked to Product Detail page. Name of Designer will go to seller's page.

PHASE II:
Facets for Listing Duration will be a Phase II item. It can be a faceted left navigation item as displayed here in Phase II.

T4 - CATEGORY LANDING PAGE W1

CLIENT NAME EFFLUXE		
PROJECT TITLE EFFLUXE PUBLIC SITE		
DATE MARCH 4, 2011	VERSION 1.0	TEMPLATE NO.
AUTHOR TG	PAGE NO. 7 OF 12	

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Refine Your Search:

- ▼ Price
 - \$1 - \$25 (4)
 - \$25 - \$50 (7)
 - \$50 - \$75 (10)
 - \$75 - \$100 (6)
 - \$100 - \$200 (9)
 - \$200 - \$300 (1)
 - \$300+ (18)

- ▼ Condition
 - New (200)
 - Used (30)

- ▼ Sizes [Size Chart](#)
 - XXSmall (10)
 - XSmall (40)
 - Small (60)
 - Medium (90)
 - Large (100)

- ▼ Listing Duration
 - Deal of the Day (4)
 - New Arrivals (7)
 - Ending Soon (10)

- ▼ Clothing
 - Bottoms (4)
 - Jeans (4)
 - Pants (4)
 - Shorts (4)
 - Skirts (4)
 - Dresses (7)
 - Intimates (10)

► Shoes

► Accessories

Women

Size Chart

MEN					
	XXS	XS	S	M	L
Chest (inches)	29-31	30-32	34-36	38-40	42-44
Waist (inches)	27-29	28-30	30-32	32-33	33-34

WOMEN					
	XXS	XS	S	M	L
Size	00	0	0-2	4-6	8-10
Chest (inches)	26-28	28-30	30-32	32-34	36-38
Waist (inches)	20-22	23-24	25-26	27-28	30-32

◀ 1 2 3 4 5 ▶

3,002 items for Women

Name of Item
Name of Designer

\$79.99

Name of Item
Name of Designer

\$79.99

Name of Item
Name of Designer

\$79.99

Name of Item
Name of Designer

\$79.99

◀ 1 2 3 4 5 ▶

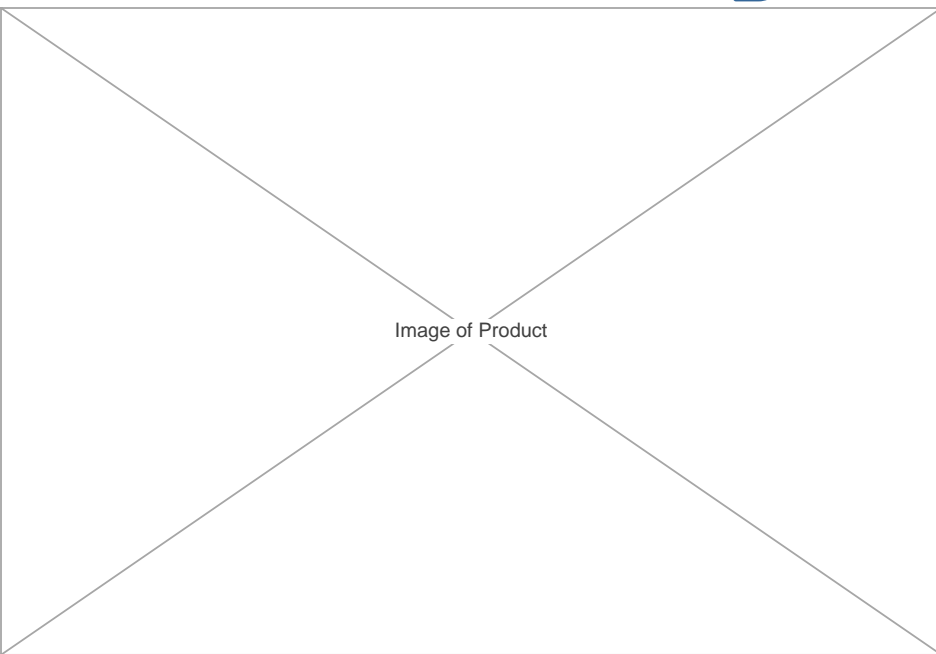
1 Modal popup will display when Size Chart is clicked. Ideally an opacity focus to page behind it will occur to aid user's focus.

T4 - CATEGORY LANDING PAGE W2

CLIENT NAME EFFLUXE		
PROJECT TITLE EFFLUXE PUBLIC SITE		
DATE MARCH 4, 2011	VERSION 1.0	TEMPLATE NO.
AUTHOR TG	PAGE NO. 8 OF 12	

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[Name of Designer + Type of Product]



Zoom

Watch This / Like This / Report This

\$79.99 USD

Size: XXSmall [Size Chart](#)

Condition: New

Quantity: Only 10 available

Add to Bag

About the Seller

[Designer Name]

City, State
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque mauris non nibh accumsan semper ed vel. Vestibulum at quam est. Vestibulum at quam est, id pharetra non ipsum. elit. Vestibulum at quam est, id pharetra ipsum. Quisque mauris non.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque mauris non nibh accumsan semper ed vel. Vestibulum at quam est. Vestibulum at quam est, id pharetra ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque mauris non nibh.

[Seller Website Link](#)
[Contact the Seller](#)

- Details
- Shipping
- Return Policy

Product Details

Description of the product. Explain to user materials, inspiration of design, color etc. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque malesuada mauris non nibh accumsan semper. Sed vel lorem eu nibh lacinia facilisis et pharetra felis. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Vestibulum at quam est, id pharetra ipsum. Quisque malesuada mauris non nibh accumsan semper. Sed vel lorem eu nibh lacinia facilisis et pharetra felis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque malesuada mauris non nibh accumsan semper. Sed vel lorem eu nibh lacinia facilisis et pharetra felis.

- 1 Large image will be displayed with opportunity to zoom.
- 2 Recommend a limit of 5 thumbnails per product listing. If less then 5, the the text "Zoom" will move up underneath last thumbnail.
- 3 Report This will take users to fill out a form to report the issue to effluxe. Direct contact to effluxe will not be given.
- 4 Size Chart will be modal pop-ups to display information. See template T4 - Category Landing Page W2.
- 5 Quantity line is conditional. If there is only one item available, the Quantity, form entry, and number available row will not show. It only appears when Quantity of item is over 1.
- 6 If seller wants to display their website link, it will help to bring traffic to their website and they will link traffic to your website by linking to effluxe.
- 7 Contact the Seller requires sign in. If user is not signed in, it will take user to the Sign In page. Details, Shipping and Return Policy will be presented in a tab layout. The default tab will be Details.

PHASE II:
 Watch This and Like This will be phase II items. Design of these can include icons.

T5 - PRODUCT DETAIL

CLIENT NAME EFFLUXE		
PROJECT TITLE EFFLUXE PUBLIC SITE		
DATE MARCH 4, 2011	VERSION 1.0	TEMPLATE NO.
AUTHOR TG	PAGE NO. 9 OF 12	

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Buy

Sell

1

2 Buy on effluxe

Brief description of buying on the website. Explain to user how to shop by Designer. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque malesuada mauris non nibh accumsan semper. Sed vel lorem eu nibh lacinia facilisis et pharetra felis. Suspendisse et risus orci. Phasellus hendrerit est sed felis tincidunt id lacinia purus consectetur. Pellentesque nunc purus, posuere sit amet commodo in, vestibulum et tellus. Aliquam sodales, arcu sed lobortis pharetra. Quisque malesuada mauris non nibh accumsan semper. Sed vel lorem eu nibh lacinia facilisis.

5 Buy on effluxe?

Register Now

Already a member? Sign In.

6

◀ 1 2 3 4 5 ▶

Buyer Frequently Asked Questions (FAQs)

7 102 items for Buy on effluxes FAQs

▶ How do I purchase an item on effluxe?

▶ How do I cancel or void my order?

3 ▼ Can I pay for my purchase with a credit card if I don't have a PayPal account?

Most shops on effluxe accept payment via PayPal, including payments by credit or debit card. This is super easy if you, as a shopper, have a PayPal account. However, if you don't have PayPal, you may still be able to pay for your purchase with a credit or debit card using PayPal's guest checkout services. There are some limitations to this option, noted below.

4



▶ How do I open a PayPal account?

▶ How does PayPal work with effluxe?

▶ How do I register for an account on effluxe?

▶ How do I delete my effluxe account?

◀ 1 2 3 4 5 ▶

- 1 Users can navigate inline to Sell tab to learn more information.
- 2 Content for relevant tab will display, including FAQs for buyers or sellers.
- 3 Questions will appear collapsed until user engages with it. Multiple questions can be open at once. Answers stay expanded until user collapses it. Allow for bolding or italic styling in answers. These are not meant to be the final questions, but as a guide on types of questions.
- 4 Allow for the ability to include images to answer questions more effectively. Images should be used sparingly.
- 5 Provide an opportunity to have users Buy on effluxe with a Register call to action.
- 6 Pagination for multi-pages will be displayed on top and bottom of list. Recommend 40 items per page.
- 7 Similar for number of items per category, number of FAQs should be displayed.

T6 - BUY/SELL W1

CLIENT NAME
EFFLUXE

PROJECT TITLE
EFFLUXE PUBLIC SITE

DATE	VERSION	TEMPLATE NO.
MARCH 4, 2011	1.0	
AUTHOR	PAGE NO.	
TG	10 OF 12	

DISCLAIMER

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Register

Sign In

How it Works SHOP BY: Designers | Women | Men | Luggage

Enter search keyword...

Go

ShareThis

Home / Sell on efflux

Buy

Sell

Sell on efflux

Brief description of being a becoming a designer/seller on the website. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum at quam est, id pharetra ipsum. Quisque malesuada mauris non nibh accumsan semper. Sed vel lorem eu nibh lacinia facilisis et pharetra felis. Suspendisse et risus orci. Phasellus hendrerit est sed felis tincidunt id lacinia purus consectetur. Pellentesque nunc purus, posuere sit amet commodo in, vestibulum et tellus. Aliquam sodales, arcu sed lobortis pharetra. Quisque malesuada mauris non nibh accumsan semper. Sed vel lorem eu nibh lacinia facilisis.

Sell on efflux?

Register Now

Already a seller? [Sign In.](#)

◀ 1 2 3 4 5 ▶

Seller Frequently Asked Questions (FAQs)

102 items for Seller on effluxes FAQs

▶ How do I sell an item on efflux?

▶ How do I cancel or void an order?

▼ Can people pay for my purchase with a credit card if I don't have a PayPal account?

Most shops on efflux accept payment via PayPal, including payments by credit or debit card. This is super easy if you, as a shopper, have a PayPal account. However, if you don't have PayPal, you may still be able to pay for your purchase with a credit or debit card using PayPal's guest checkout services. There are some limitations to this option, noted below.

PayPal VISA DISCOVER

▶ How do I open a PayPal account?

▶ How does PayPal work with efflux?

▶ How do I register for an account on efflux?

▶ How do I delete my efflux account?

◀ 1 2 3 4 5 ▶



- Users can navigate inline to Sell tab to learn more information.
- Content for relevant tab will display, including FAQs for buyers or sellers.
- Questions will appear collapsed until user engages with it. Multiple questions can be open at once. Answers stay expanded until user collapses it. Allow for bolding or italic styling in answers. These are not meant to be the final questions, but as a guide on types of questions.
- Allow for the ability to include images to answer questions more effectively. Images should be used sparingly.
- Provide an opportunity to have users Buy on efflux with a Register call to action.
- Pagination for multi-pages will be displayed on top and bottom of list. Recommend 40 items per page.
- Similar for number of items per category, number of FAQs should be displayed.

T6 - BUY/SELL W2

CLIENT NAME
EFFLUXE

PROJECT TITLE
EFFLUXE PUBLIC SITE

DATE	VERSION	TEMPLATE NO.
MARCH 4, 2011	1.0	
AUTHOR	PAGE NO.	
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DISCLAIMER

The layouts displayed in this diagram represent information structure only and should not be construed as final screen designs.

Register

Sign In

How it Works SHOP BY: Designers | Women | Men | Luggage

Enter search keyword...

Go

ShareThis

Home / Sign In

Sign In

Enter Email:

Enter Password:

Sign In

2

▼ Forgot Password?

Please fill in your email address below in order to have your online password sent to you via email.

Enter Email:

Submit

▼ Need to update your contact information?

If you have recently changed companies and would like to update your contact information online, please sign in above. After you sign in, select My Account.

▼ Not a Member?

Become an efflux member – We want you to be a part of our community!

Register Now

1

Member Sign In will in the same browser window. Once users Sign In, they will be taken back to the page they were previously on.. This will allow users to stay in context to their most recent page.

2

Users frequently need help with forgotten passwords, updating contact information and non-members clicking on Member Login when they should click on Register. Users can expand and collapse these elements. Rather than have these elements on separate pages taking users further and further from context of their previous page, recommend similar expand/collapse functionality from FAQs to perform tasks here.

The default view is showcasing just Sign In with all other items collapsed. Forgot Password, Need to update your contact info, and Not a member are collapsed. The common use case is for one task to be exposed given what a user is trying to do.

T7 - SIGN IN

CLIENT NAME
EFFLUXE

PROJECT TITLE
EFFLUXE PUBLIC SITE

DATE	VERSION	TEMPLATE NO.
MARCH 4, 2011	1.0	
AUTHOR	PAGE NO.	
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