Department Requirements

General:
Consider Plants, Tools and Books to be more of an “academic buy.” We think it should have more of a mail order catalog-type presentation. These departments will have great depth in terms of product offering. Gifts, decoratives, and furniture should be much more inspirational. The product offering in these categories are much more selective and are always “in stock” or else they will not appear in these depts.

We’d like to have descriptive copy related to each category in the departments. So for instance, the keyword in the perennial department called “drought-tolerant perennials” would have some copy attached to it that would explain what drought-tolerant perennials are. This copy should be about 40 or so words. I have a really good example of this that the virtual garden site used, but we don’t have access to it right now. The person who can hopefully help me get this is on vacation until Friday. As soon as I get in touch with her, I’ll let you know.

Search results in the dept:
If you’re in a dept and do a search, the search results will be from the entire site but they should be prioritized based on the dept you are in and separated out by dept. So for instance, if you search on rose, you would get results in the following manner:
Rose dept:
Aloha', 1949 - Antique Rose
'Marie Pavie', 1888 - Antique Rose
'Marquise Boccella', 1842 - Antique Rose
eetc….
Perennial dept:
Cactus rose
Sunflower rose
eetc….
Articles:
How to prune your roses
Rose planting steps
eetc….

We need a way to compare across a category, e.g. We have 20 trowels, list them, tell which one is for what and how much they all cost.

Although this is more specific to the product page, wanted to make sure to get this in.
Check out how amazon does their pricing:
List Price: $25.00
Our Price: $15.00
You Save: $10.00 (40%)

We’d like to explore the concept of your “wheelbarrow” following you around throughout your session. See www.patagonia.com for example of this concept.

We need to add a fraud protection guarantee link under the left navigation area of departments, as well as the product pages.

**Plant Departments:** Our depts were designed for plants. The biggest challenge here is basically making what we have more intuitive/easier to navigate and adding the functionality mentioned in #1 below. Overall we are happy with the features currently in place. Let’s look at what happened in usability testing.

1. Products need to be easily navigable so it is clear to the user what is shipping “this season” versus “next season” versus “out of stock” so that the user can use out of stock reminder.
2. Need to be able to use upper controls to filter products but design must be more intuitive.
3. We can loose the “sun exposure” filter option but we’d like to keep the rest (in stock, must have photo, flower color, zone)
4. Need to call out the following on the top level of the dept and when they appear in a list in the dept format. In addition the “call out” needs to be carried through to the product page:
   - “collections” in each dept (i.e. Peony Collections)
   - “editors picks”
   - “new introductions”
   - “sale items”
5. Must be keyword driven with the understanding that there are two different types of keywords….those specific to the plant dept you are in (i.e. Tulips in the Bulb Dept) and those that are universal for all plant depts (i.e. shade loving)
6. Need to somehow highlight “top 10 products” like we have in right margin now.
7. In the dept product list, the current size of the small thumbnail photos in the dept list are ok with us.

**Tools & Essentials Departments:**

1. Products need to be easily navigable so it is clear to the user what is “in stock” versus what is “out of stock” so that the user can use out of stock reminder.
2. Need to call out the following on the top level of the dept and when they appear in a list in the dept format. In addition the “call out” needs to be carried through to the product page:
   - “editors picks”
   - “new products”
   - “sale items”
3. Must be able to shop by “uses” (e.g. weeding, planting, tilling…)
4. The dept needs to remain “keyword” driven. (example of current keyword in tools dept are: hand tools, weeding tools, shovels & trowels…)
5. In the dept product list, the current size of the small thumbnail photos in the dept list are ok with us.

Book Department:

1. Products need to be easily navigable so it is clear to the user what is “in stock” versus what is “out of stock” so that the user can use out of stock reminder.
2. Need to call out the following on the top level of the dept and when they appear in a list in the dept format. In addition the “call out” needs to be carried through to the product page:
   • “editors picks”
   • “new products”
   • “sale items”
3. The dept needs to remain “keyword” driven
4. In the dept product list, the current size of the small thumbnail photos in the dept list are ok with us.

Decorative Departments:

1. This department REALLY needs to be inspirational
1. Products that are out of stock will be hidden from department list.
2. Need to call out the following on the top level of the dept and when they appear in a list. In addition the “call out” needs to be carried through to the product page:
   “feature of the day”
   “new products”
   “sale”
3. Must be able to shop by “uses”
4. If no photo it will be hidden from the site
5. In the product list, the size of the thumbnail photos should be our larger thumbnail size (95x95 including shadow)
6. Need a way to feature one sku on dept page – “feature of the day”

Gift Department:

2. This department REALLY needs to be inspirational
1. Products that are out of stock will be hidden from department list.
2. Need to call out the following on the top level of the dept and when they appear in a list. In addition the “call out” needs to be carried through to the product page:
   “feature of the day”
   “new products”
   “sale”
3. Must be able to shop by “uses”
4. In the product list, the size of the thumbnail photos should be our larger thumbnail
5. REALLY needs to be inspirational
6. Need a way to feature one sku on dept page – “feature of the day”
7. Price browser – need to be able to search by price (we have a link on the current top level gift dept page that says “know how much you want to spend? click here for our gift price browser”
8. Gift registry options should be made available in this dept
9. Shopping for multiple people needs to be incorporated into this dept
10. Gift wrapping available and showing the actual packaging

Furniture Department:
3. This department REALLY needs to be inspirational
4. Products that are out of stock will be hidden from department list.
5. Need to call out the following on the top level of the dept and when they appear in a list, and in addition the “call out” needs to be carried through to the product page:
6. “feature of the day”
7. “new products”
8. “sale”
9. Must be able to shop by “uses”
10. If no photo it will be hidden from the site
11. In the product list, the size of the thumbnail photos should be our larger thumbnail size (95x95 including shadow)
12. Need a way to feature one sku on dept page – “feature of the day”
13. Need to be able to separate the different types of furniture and different collections of furniture. Examples of “type”: teak, white oak, wrought iron. Examples of “collections”: Riva Collection, Brackwell Collection,…)
14. Be sure to check out http://www.summerclassics.com
15. We used to show the furniture on our site in the following format.
   http://www.garden.com/cgi-bin/v2/gemag/s=199
   It seemed to work well for us at the time. Maybe you can get some ideas from this, as well.
16. I found the Smith & Hawken Trade Catalog for you to check out…this is the one Mercedes referred to. I’ll get this to you in the next day or so.