Product page requirements

General Product Page Comments:
We have two different versions of product pages on the GE site today (examples below). We’d like to only have one version of the product page per category (realizing that for each category they may need to look different). In the “product page v1” below, it includes the filtering controls at this level. We’ve decided we can lose some or all of the controls at the product page level due to the fact that you have already filtered down to the base level. However, we believe that the navigation trail (currently directly above the top of the image and product name) is very useful on the product page level.

Example of product page v1: http://www.garden.com/cgi-bin/v2/gendpt/Common_SKU=10620&base=_top&d=PERN&pk=PERNxeriscape&pkc=drought%2dtolerant+perennials&cskuc=Hyssop%2c+Blue+Fortune+Hybrid

Example of product page v 2: http://www.garden.com/cgi-bin/v2/geplant/Common_SKU=10620

“Product Options” are selections in the purchase table that are associated with a group of related products. For instance, clogs may have two sets of “product options” – one set of options would be that they are available in green, purple and blue and another set could be that they come in sizes 5,6,7, and 8. The option sets are displayed several different ways. The following URLs are examples of different types of options and how we currently show them on the interface.

“Product Options” page examples:

http://www.garden.com/cgi-bin/v2/geplant/Common_SKU=293682
http://www.garden.com/cgi-bin/v2/geplant/Common_SKU=293424
http://www.garden.com/cgi-bin/v2/geplant/Common_SKU=289894
http://www.garden.com/cgi-bin/v2/geplant/Common_SKU=295451
http://www.garden.com/cgi-bin/v2/geplant/Common_SKU=2847
http://www.garden.com/cgi-bin/v2/geplant/Common_SKU=290253

Marketing message on product page: we will need to allow room somewhere “above the fold” for a marketing message (eg. ‘Receive free shipping on all furniture in July!’). The length of this message will be no longer than approx 20 words.
**Quick stats** on product pages will be conditional based on the product and the data available for that product, so the amount of space that the quick stats will need often times will vary both by category and by product. There will be no more than 20 quick stats called out on any product page.

**Larger image option.** We’d like to add a link on all product pages near the image to view a larger image. This link will be conditional based on whether we have a larger image in the database for that product.

**How will this ship?** We’d like to ad a link for “How will this ship?” on the product page that will also be conditional based on underlying data for that product.

**Three easy ways to buy** We would like to move the information on the “three easy ways to buy” graphic (that green oval shaped image on every product page) to the left side of the page underneath the left shopping navigation. Also, we want to remove the biz rate icon from this area.

**Sale price display.** Need to show a sale price as a “striked through” original price and then the sale price.

**Plant Page Requirements**

*Items that should appear “above the fold”:*  
- Image (always 216 pix wide and height will vary by product)  
- Common name  
- Botanic name  
- “Go Back” navigation trail  
- Purchase table information (below)

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Price</th>
<th>Buy now to be shipped</th>
</tr>
</thead>
</table>
| [ ] | Hyssop, Blue Fortune Hybrid (#10620) Potted, Blue | 1-2 $4.95  
|     |                               | 3-6 $4.70  
|     |                               | 7+ $4.50  
|     |                               | Feb 09, 99 thru Jun 01, 99 |

*Items below the fold: (in this order)*  
- Product description  
- Quick stat table (conditional based on the appropriate quick stats for each plant…so this table may have up to 20 quick stats but may also have as little as 6 or 8)  
- Links to the following upsell categories: (these will be conditional links based on whether we have data for each category for each plant)  
  - Companion plants  
  - Collections  
  - Tools and accessories  
  - Related books  
  - Related articles
• Supplier logo

Other comments: if there is no photo then we’d like to have a “no photo” icon in it’s place. We need to accommodate for potential cross sectional (side view) drawing of the plant that will be conditional based on whether or not we have one for that plant.

**Tools & essentials Page Requirements**

*Items that should appear “above the fold”:*

• Image (always 216 pix wide and height will vary by product)
• Product name
• “Go Back” navigation trail
• Purchase table information (below)

<table>
<thead>
<tr>
<th>qty</th>
<th>description</th>
<th>price</th>
<th>buy now to be shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>[  ]</td>
<td>Bulb Planter (3234567)</td>
<td>$14.50</td>
<td>Within 5 to 7 business days</td>
</tr>
</tbody>
</table>

*Items below the fold: (in this order)*

• Product description
• Quick stat table which includes dimensions (conditional based on the appropriate quick stats for each product…for this category there will probably be between 8 to 15 stats) GE note: we need to add uses (for weeding, planting…) to quick stats list
• Compare this tool (like a standard buyers guide) look at fine gardening magazine or www.pcorder.com for ideas.
• Supplier logo

Other comments: if there is no photo then we’d like to have a “no photo” icon in it’s place.
Decoratives Page Requirements

*Items that should appear “above the fold”:

- Image (larger than 216 w – not sure on size since that will depend on the pg. design)
  Also, we need to be able to have more than one photo on the page…for instance an “in setting” shot of a gazing globe and a drop out.
- Product name
- “Go Back” navigation trail
- Purchase table information (below)

<table>
<thead>
<tr>
<th>qty</th>
<th>description</th>
<th>price</th>
<th>buy now to be shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gazing Globe (#289655) Blue</td>
<td>$25.00</td>
<td>Within 3 to 5 business days</td>
</tr>
<tr>
<td></td>
<td>Gazing Globe (#289655) green</td>
<td>$25.00</td>
<td>Within 3 to 5 business days</td>
</tr>
</tbody>
</table>

*Items below the fold: (in this order)

- Product description
- Quick stat table which includes dimensions (conditional based on the appropriate quick stats for each product)
- Supplier logo
Other comments: if there is no photo then we will not be selling it in this category.

Furniture Page Requirements

*Items that should appear “above the fold”:

- Image (larger than 216 w – not sure on size since that will depend on the pg. design)
  Also, we need to be able to have more than one photo on the page…for instance an in setting shot and a drop out.
- Product name
- “Go Back” navigation trail
- Purchase table information (below)

<table>
<thead>
<tr>
<th>qty</th>
<th>description</th>
<th>price</th>
<th>buy now to be shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bench, Classic English Garden (#295872) 4’ bench</td>
<td>$540.00</td>
<td>4 to 5 weeks</td>
</tr>
<tr>
<td></td>
<td>Bench, Classic English Garden (#295873) 5’ bench</td>
<td>$640.00</td>
<td>6 to 8 weeks</td>
</tr>
</tbody>
</table>

- Finish option swatches (when available)
- Fabric option swatches (when available)
**Items below the fold: (in this order)**
- Product description
- Quick stat table which includes dimensions (conditional based on the appropriate quick stats for each product...so this table may have up to 20 quick stats but may also have as little as 6 or 8) GE note: we need to add uses (for weeding, planting...) to quick stats list
- Supplier logo

Other comments: if there is no photo then won’t be selling it. We’d also like to accommodate sketches of front, back and side views on the product page. See [www.summerclassics.com](http://www.summerclassics.com) to see how they show furniture...this is one of our furniture suppliers and we think they do a pretty good job of laying everything out. Also, we are going to try to get a copy of Smith and Hawkens trade furniture book for you.

**Book Page Requirements**

**Items that should appear “above the fold”:**
- Image (always 216 pix wide and height will vary by product)
- Book title name
- Author name
- “Go Back” navigation trail
- Purchase table information (below)

<table>
<thead>
<tr>
<th></th>
<th>qty</th>
<th>description</th>
<th>price</th>
<th>buy now to be shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add to wheelbarrow</td>
<td>[ ]</td>
<td>How to plant Perennials (#234567)</td>
<td>$25.00</td>
<td>Within 3 to 5 business days</td>
</tr>
</tbody>
</table>

**Items below the fold: (in this order)**
- Product description
- Quick stat table (conditional based on the appropriate quick stats for each book)
  - GE note: add hardback, paperback, color photos, # of pgs to quick stats
- Book Reviews (like “New York Times say it’s the greatest”
- Supplier logo

Other comments: if there is no photo then we’d like to have a “no photo” icon in it’s place.
**Gift Page Requirements**

*Items that should appear “above the fold”:

- Image (larger than 216 w – not sure on size since that will depend on the pg. design)
  Also, we need to be able to have more than one photo on the page…for instance an in setting shot and a drop out.
- Product name
- “Go Back” navigation trail
- Purchase table information (below)

<table>
<thead>
<tr>
<th></th>
<th>qty</th>
<th>description</th>
<th>price</th>
<th>buy now to be shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add to</td>
<td></td>
<td>Rose Candle (#4567)</td>
<td>$12.00</td>
<td>Within 1 to 2 days</td>
</tr>
<tr>
<td>wheelbarrow</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add to</td>
<td></td>
<td>Rose candle with base (#5678)</td>
<td>$24.00</td>
<td>Within 1 to 2 days</td>
</tr>
<tr>
<td>wheelbarrow</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Gift wrapping and gift card options (when available)
- Overnight (quick ship) gift icon

*Items below the fold: (in this order)*

- Product description
- Quick stat table which includes dimensions (conditional based on the appropriate quick stats for each product…so this table may have up to 20 quick stats but may also have as little as 6 or 8) GE note: we need to add occasions (for mom, Christmas…) to quick stats list
- Supplier logo

Other comments: if there is no photo then we won’t be selling it.

**A few general shopping comments having nothing to do with the product pages 🤔:**

The “top level dept page” (where all depts are listed: http://www.garden.com/cgi-bin/v2/gedept) should not be grouped by the 6 categories.
We need to add a fraud protection guarantee link under the left navigation area. We agree with carol’s comments that this is a really important barrier to eliminate for a purchase to occur.

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.

In the filter controls in the plant depts, we can lose the “sun exposure” option if we need to gain some space.
Mercedes Comments:

Shopping Basics by Department

General Points:
- Should create One Click check out.
- Make it easier to view wheelbarrow.
- Must see Item, Name of Item and Price. This is what customers look at first, often they do not read copy and base a purchase on picture and price.
- Must be able to mark down price next to orig price so customers see savings clearly.
- Shopping experience must be quick and easy. The higher level up the product the better--less screens.
- Programming is a must---a shopping department should contain a featured product area or areas.
- Highlighting what is new or what is a deal is very important.
- I would actually advocate separating out in stock from out of stock in the listing--think this makes things easier.
- An index of all products would be great. One by department good too--just text so very fast to get to what you want--alphabetical best.

Department Notes

Furniture
- This area should be inspirational---invite you to buy. A professional/trade look would be good--designer catalogs include clear dimensions on each piece--see the Smith and Hawken trade furniture book if you can.
- Photos need to be much bigger.
- Need button for fabric selections on cushions.

Gifts and Decorative
- Need to highlight Quick gifts with a special button or something.
- Call out gift wrapping service.
- Needs to be inspirational--bigger photos better.

Plants and Tools
- This is more of an intellectual purchase vs a browse. Need sku depth. Need to clearly know what is in stock or not.

Books
- Same as plants---sku depth, need to highlight new titles, perhaps a review area where customers can recommend books or write review ala Amazon might be good.