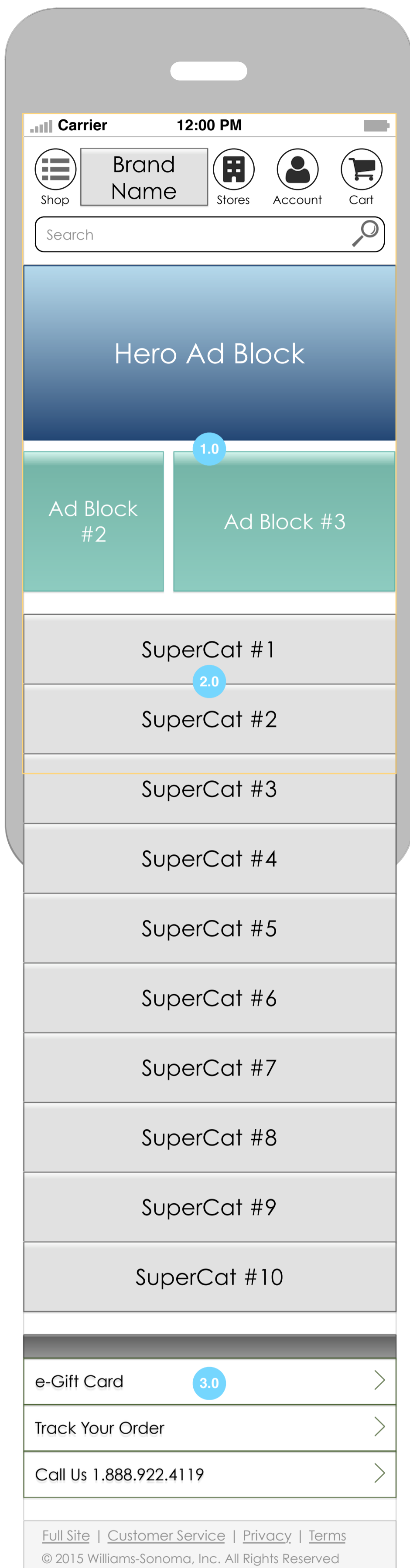


WSI	Page Title: 01Home		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04
			Page No.: 1



1.0 Ad Blocks

These can go on for days. As many as the marketing team wants and just push the categories down.

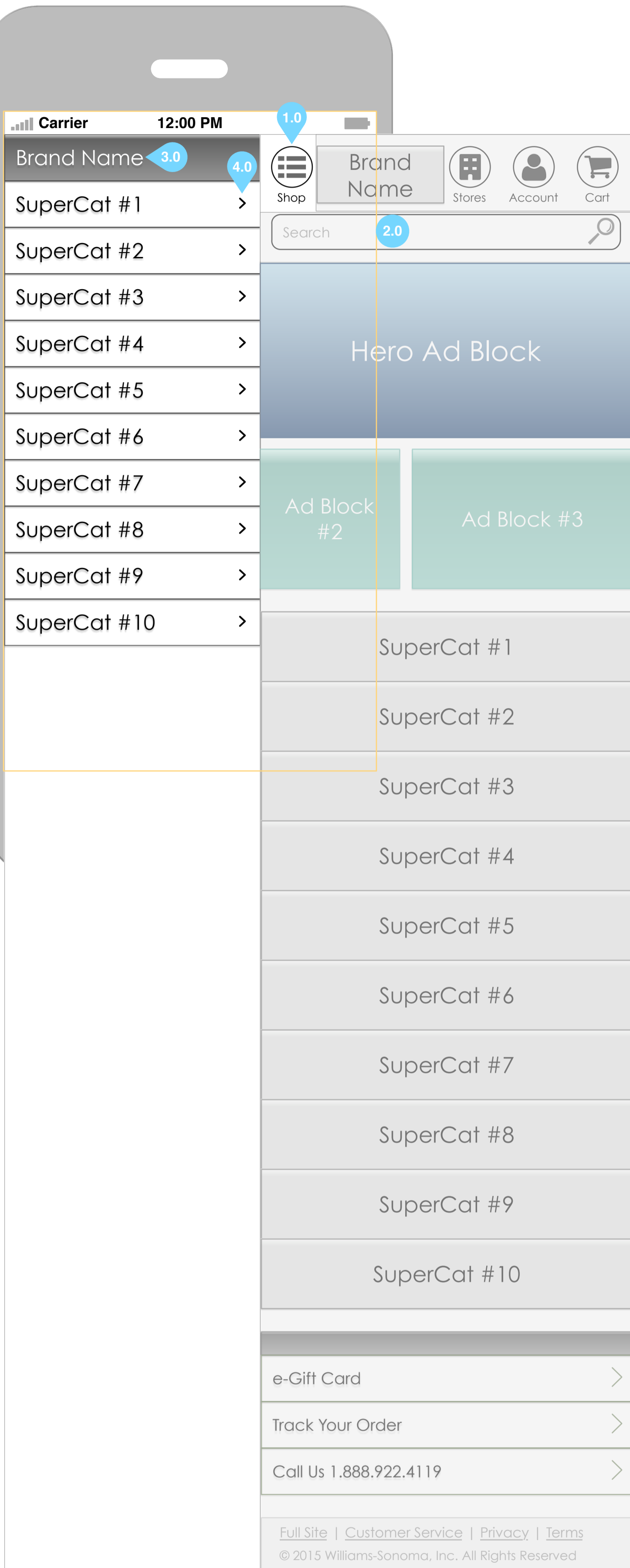
2.0 SuperCat

These are intended to be visual elements as designed by Jared from West Elm. If there is no resource to create custom graphics, these could be automated by pulling the best selling/most popular product from the category. Use a lifestyle image at full width and crop it down and set it as a semi transparent background to the text of the category title.

3.0 Non-Category Items

The items that used to be listed at the bottom of the category navigation can still be listed on the homepage for easy discovery by users. It should be separated from the categories by a small visual treatment and given a simple treatment itself for easy reading and click thru for phone calls and emails on the mobile devices.

WSI	Page Title: 02OpenMenu		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04



1.0 Shop Menu Functionality

When the menu is clicked the first time, the entire page slides open revealing the menu. As the user navigates in the menu, the page changes to show the content. If at anytime the user wants to get to the page rather than continue to navigate down, the can tap the shop menu again to slide the navigation pane closed.

2.0 Opacity Layer

The Opacity layer should be very pale, enough so that the user can still see what is going on beneath it, but not so pale that they focus more on the page content than on the navigation pane.

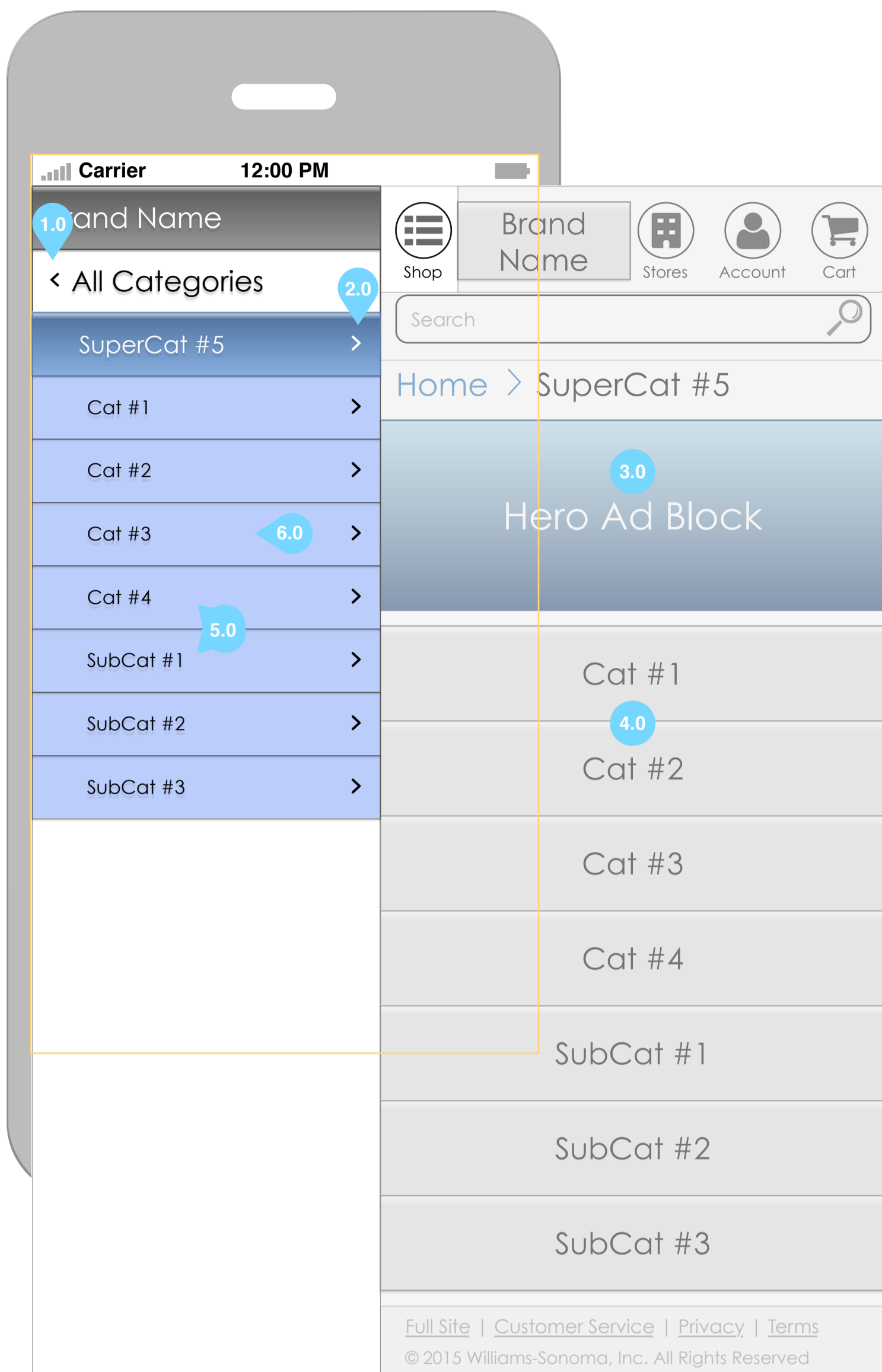
3.0 Brand Name

The brand name item should always be at the top and display the brand that the user is actively browsing. For sites where there are other family brands, the other brands should appear at the bottom of the SuperCats.

4.0 Black Right-Facing Arrows

A right-facing Black Arrow always indicates that there is another level the user can go down into the category, at least 1. It also means the user is not "in" any of these categories. It is a generic indicator.

WSI	Page Title: 03SelectedSuperCat		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04



1.0 Black Left-Facing Arrows

Left-facing arrows indicate that there is a category above the current category where the user can move up (or back) if they choose. Tapping this will change both the navigation and the page content.

2.0 White Right-Facing Arrows

This is a "You Are Here" Indicator. The style of this entire row should be unique, only to be used for the active category.

3.0 Hero Ad Block

This block is optional on SuperCat pages, as merchandizers choose. It is an option to show the ads specific to category, or just show lifestyle images for the season.

4.0 Cats & SubCat Images

As with the home page, rather than showing the old square images with the text underneath in a way that looks like products, but products that can't be purchased, this design allows for a much more visual shopping experience. We use either curated content, or if there is no time/personnel to curate, it can be automated to pull the best selling product from the category lifestyle images, cropped and set to a light opacity text added over the top.

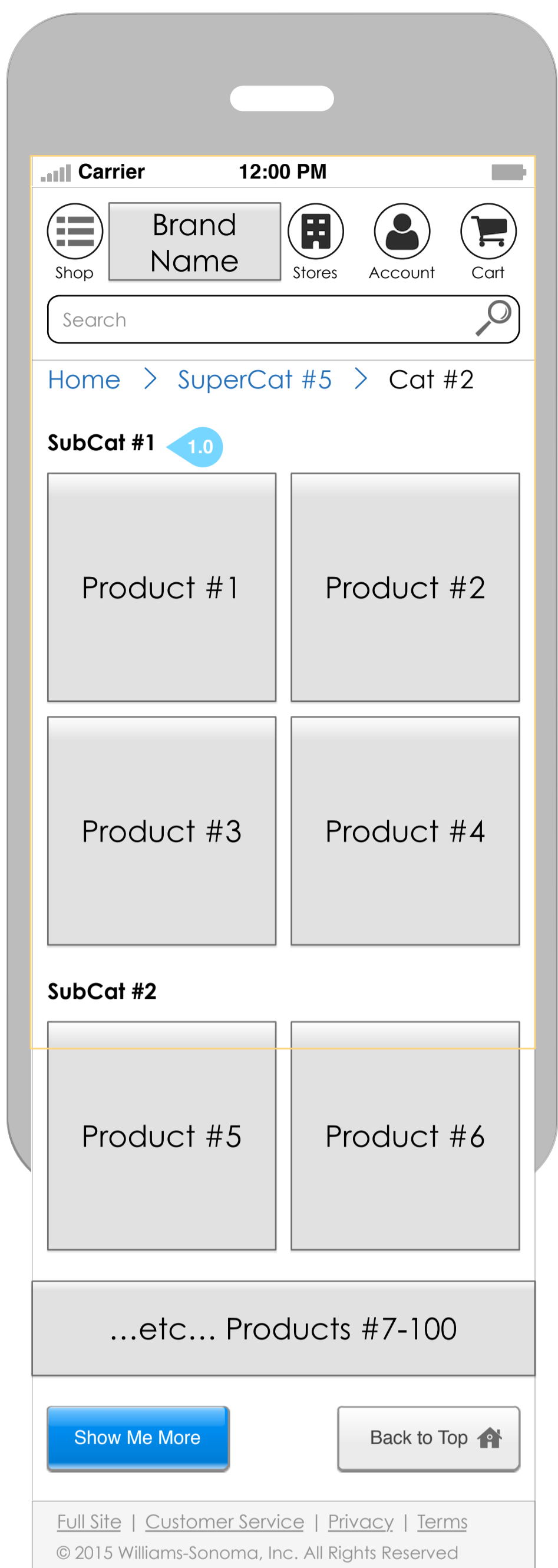
5.0 Cats & SubCat Blended

In some store SuperCats, it is necessary to blend Categories with SubCats together. The reason here is that we no longer wish to show "Shop By Category" under the SuperCats, but we would still show other Cats under that SuperCat. As an example, on Pottery Barn, under Bedding, Duvet Covers & Shams and Sheet Sets would now be at the same level as Bedding Basics and Shop by Color.

6.0 Category Click Behavior

We will no longer force users to click all the way down to the deepest node to see products. Clicking a Category will allow you to go to the new Category page (04a).

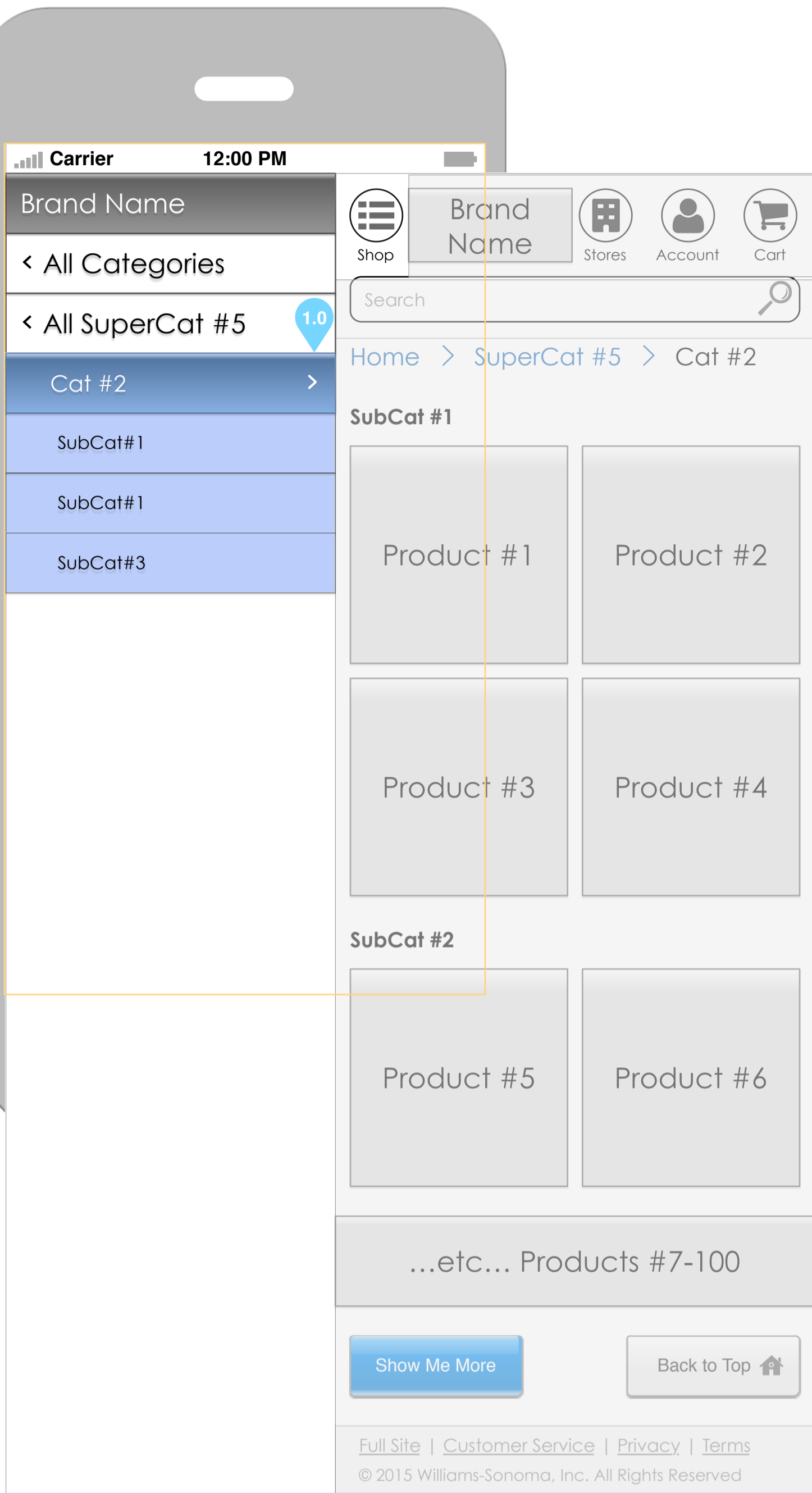
WSI	Page Title: 04aSelectedSubCat		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04
			Page No.: 4



1.0 SubCat Dividers

The new Category landing page will close the navigation panel and display results with SubCat dividers like the desktop site.

WSI	Page Title: 04bSelectedSubCat		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04
			Page No.: 5



1.0 You are Here

Opening up the Menu button from anywhere on the site will remember where you are and show your existing location in the site navigation hierarchy

WSI	Page Title: 05a_WS_example		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04

Carrier

12:00 PM

[Battery Icon]

Williams-Sonoma

SHOP
STORES
ACCOUNT
CART

< All Categories

- Bakeware >
- Bakeware Sets
- Baking Dishes
- Bread & Loaf Pans
- Cake Pans
- Cookie Sheets & Baking Sheets
- Cupcake & Muffin Pans
- Pie Dishes & Tart Pans
- Baking & Pastry Tools
- Cookie Cutters & Pancake Molds
- Decorating Tools
- Measuring Cups & Spoons
- Mixing Bowls
- Pizza Stones & Tools
- Scales
- Baking Mixes & Ingredients
- Gift Packaging
- Shop by Brand
- Featured
- Sales & Offers

Q

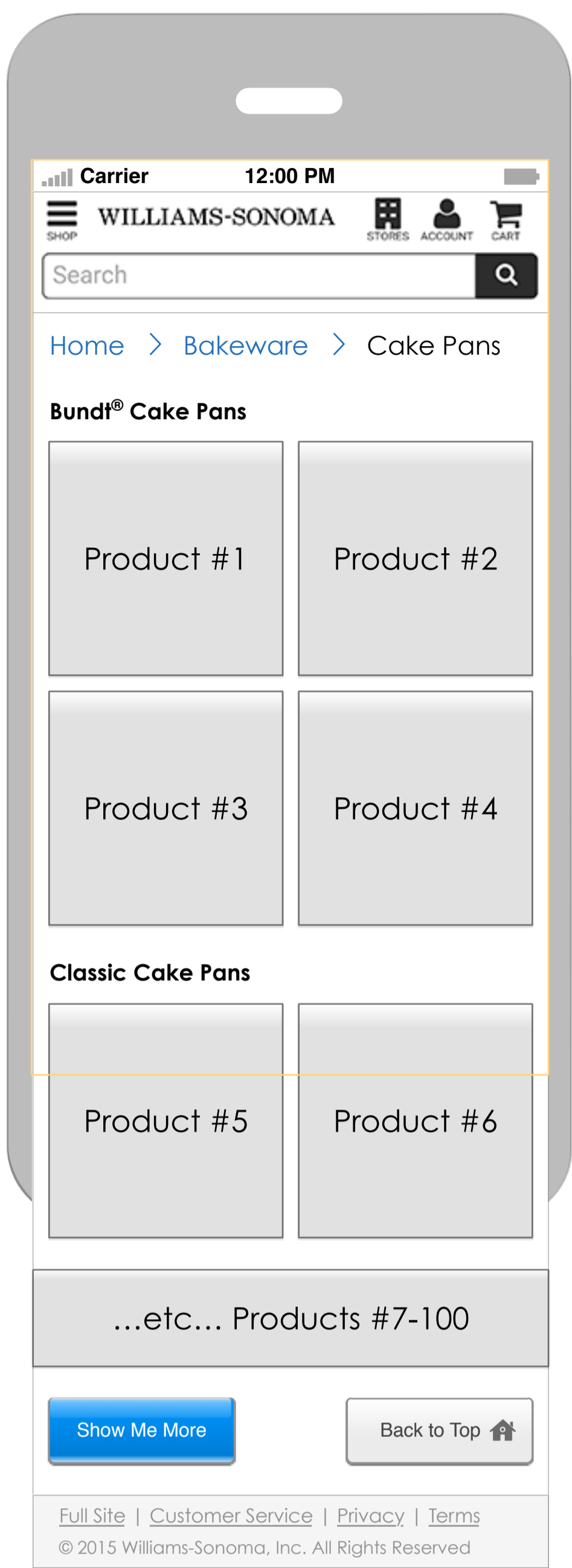
Home > Bakeware

Hero Ad Block

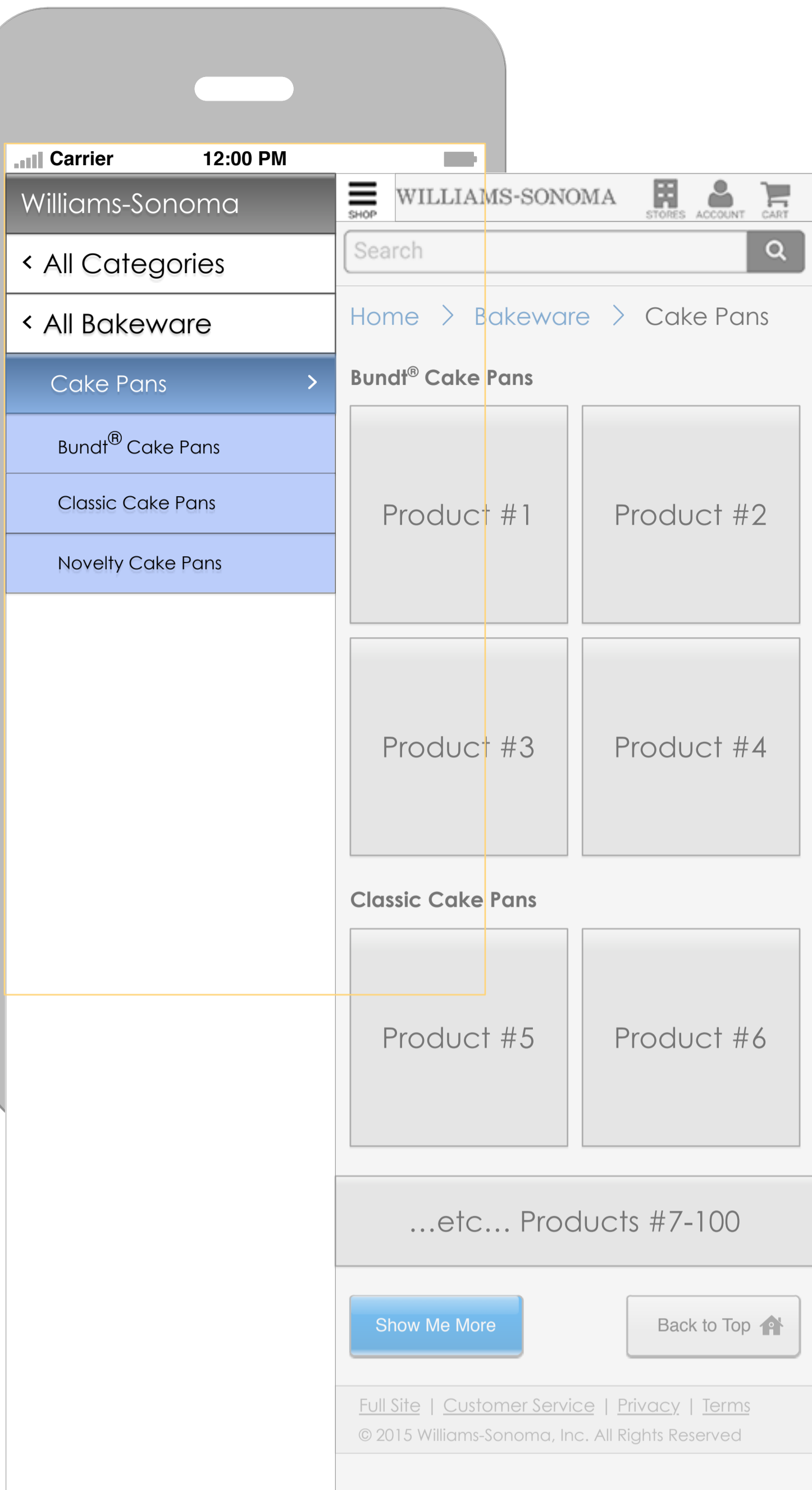
- Bakeware Sets
- Baking Dishes
- Bread & Loaf Pans
- Cake Pans
- Cookie Sheets & Baking Sheets
- Cupcake & Muffin Pans
- Pie Dishes & Tart Pans
- Baking & Pastry Tools
- Cookie Cutters & Pancake Molds
- Decorating Tools
- Measuring Cups & Spoons
- Mixing Bowls
- Pizza Stones & Tools
- Scales
- Baking Mixes & Ingredients
- Gift Packaging
- Shop by Brand
- Featured
- Sales & Offers

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WSI	Page Title: 05b_WS_example		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04
			Page No.: 7



WSI	Page Title: 05c_WS_example		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04
			Page No.: 8



WSI	Page Title: 05d_WS_example		
	Page ID:	Last Revision Date: Fri May 01 2015	Filename / Version: nav04
			Page No.: 9

The image shows a mobile application interface for Williams-Sonoma. At the top, the status bar displays 'Carrier' and '12:00 PM'. Below this is a dark header with the 'Williams-Sonoma' logo and a hamburger menu icon. To the right of the logo are icons for 'STORES', 'ACCOUNT', and 'CART'. A search bar is located below the header. A breadcrumb trail reads 'Home > Bakeware > Cake Pans > Novelty Cake Pans'. On the left side, there is a vertical list of navigation items: '< All Categories', '< All Bakeware', '< All Cake Pans', and 'Novelty Cake Pans >'. The 'Novelty Cake Pans' item is highlighted in blue. The main content area on the right displays a grid of seven product cards, labeled 'Product #1' through 'Product #7'. A 'Back to Top' button with a home icon is positioned at the bottom right of the product grid. At the very bottom, there is a footer with links for 'Full Site', 'Customer Service', 'Privacy', and 'Terms', followed by the copyright notice '© 2015 Williams-Sonoma, Inc. All Rights Reserved'.