

Stock in Store Availability

Version: 1.0

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Date:	28 February 2013
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28 February 2013	Martin White (UX Manager)

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Introduction

In 2010 House of Fraser launched its first major Multi Channel services – Buy & Collect and Order in Store.

In order to improve the Multi Channel customer experience there is a desire to further develop these services to ensure that our customer offering places us as leaders in the Multi Channel retail market within the UK.

By providing our customers with the ability to visit the website & check availability of product within stores we will give them the opportunity to decide whether to make the purchase online or to visit their chosen store & make the purchase there. This increases our potential conversion to sale.

10% of customers visit the website to check stock availability (Foresee report November 2012). Of the customers who were unable to accomplish their task, 17% say it's because we were out of stock. If we show store stock figures then we will increase the potential of driving these customers into our stores where stock is showing as available.

Stock enquiries currently drive around 25-30% of all calls into the Call Centre. Displaying store stock availability online will reduce the number of customers who need to contact the Call Centre in the first instance. Giving the Call Centre visibility of this data without having to use MATE will also help reduce the time spent dealing with those customers who do still contact the Call Centre.

Principles of User Experience for House of Fraser

The design in this document conveys intended content, layout and functionality, For all interactions and styles, use existing patterns, style sheets and current functionality (desktop and mobile) unless otherwise stated.

Final solutions should adhere to our rules and principles of UX, which include web standards.
Available on the HOF wiki Style Guide: <http://bit.ly/125uzlz>

Supporting Documents

Business Requirements Documentation

Find the latest version of the requirements document at: <http://bit.ly/15JlfYy>

HTML prototypes demonstrating the execution of the UI and intended interaction

Please provide appropriate subversion repository if you wish us to commit this code:
hofprod.fastnet.co.uk/projects/instore

Annotation of the design on Notable

<https://www.notableapp.com/sets/Obdf18be3cc57c319b6792d0a66c4435106fa67a>

PSDs - Raw artwork

<https://www.dropbox.com/sh/bmph81x2pxse020/7-OriGkXxO>

Change Log

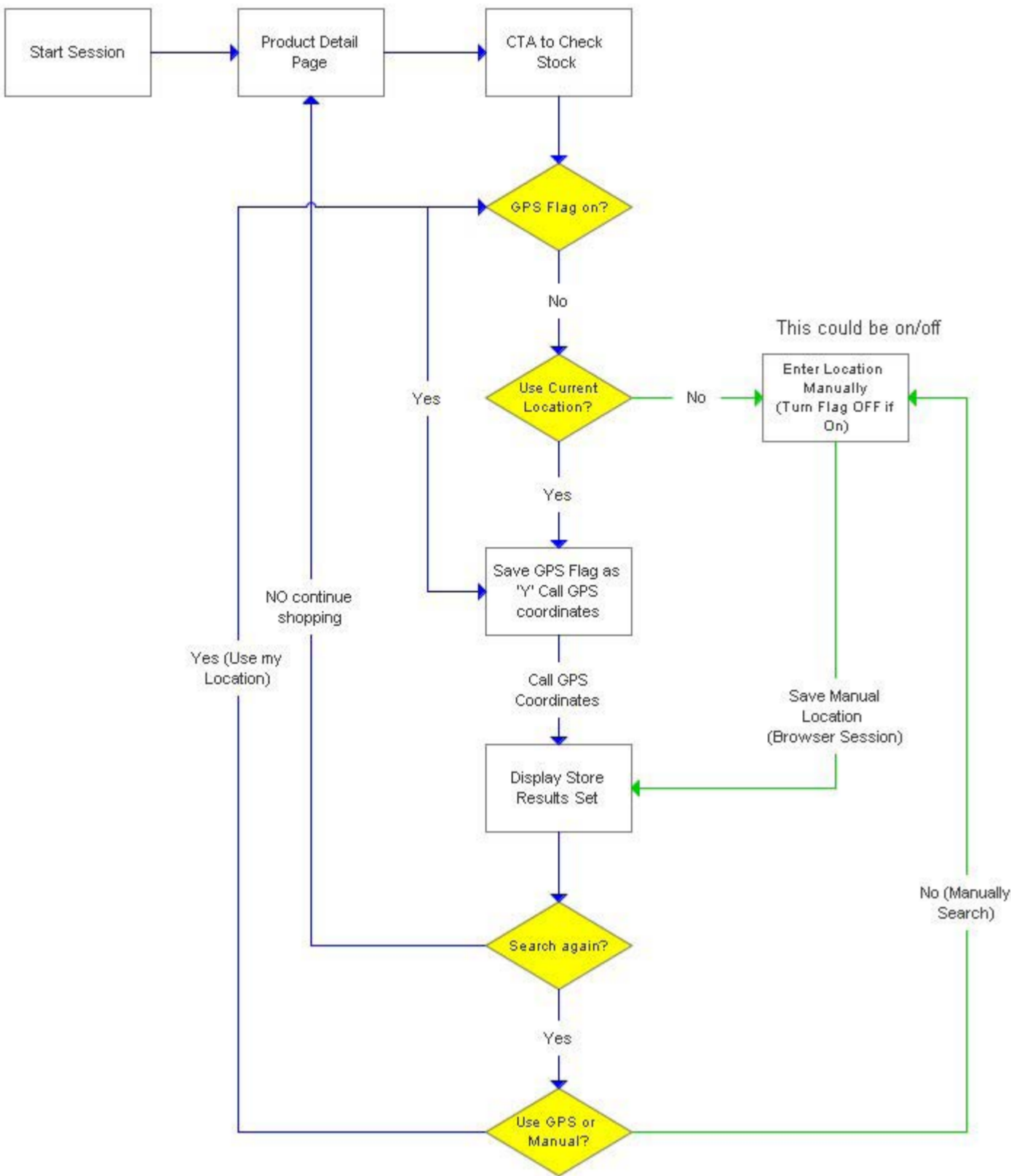
Version 1.0 date

- Includes annotation wireframes, UI designs with business requirement numbers.

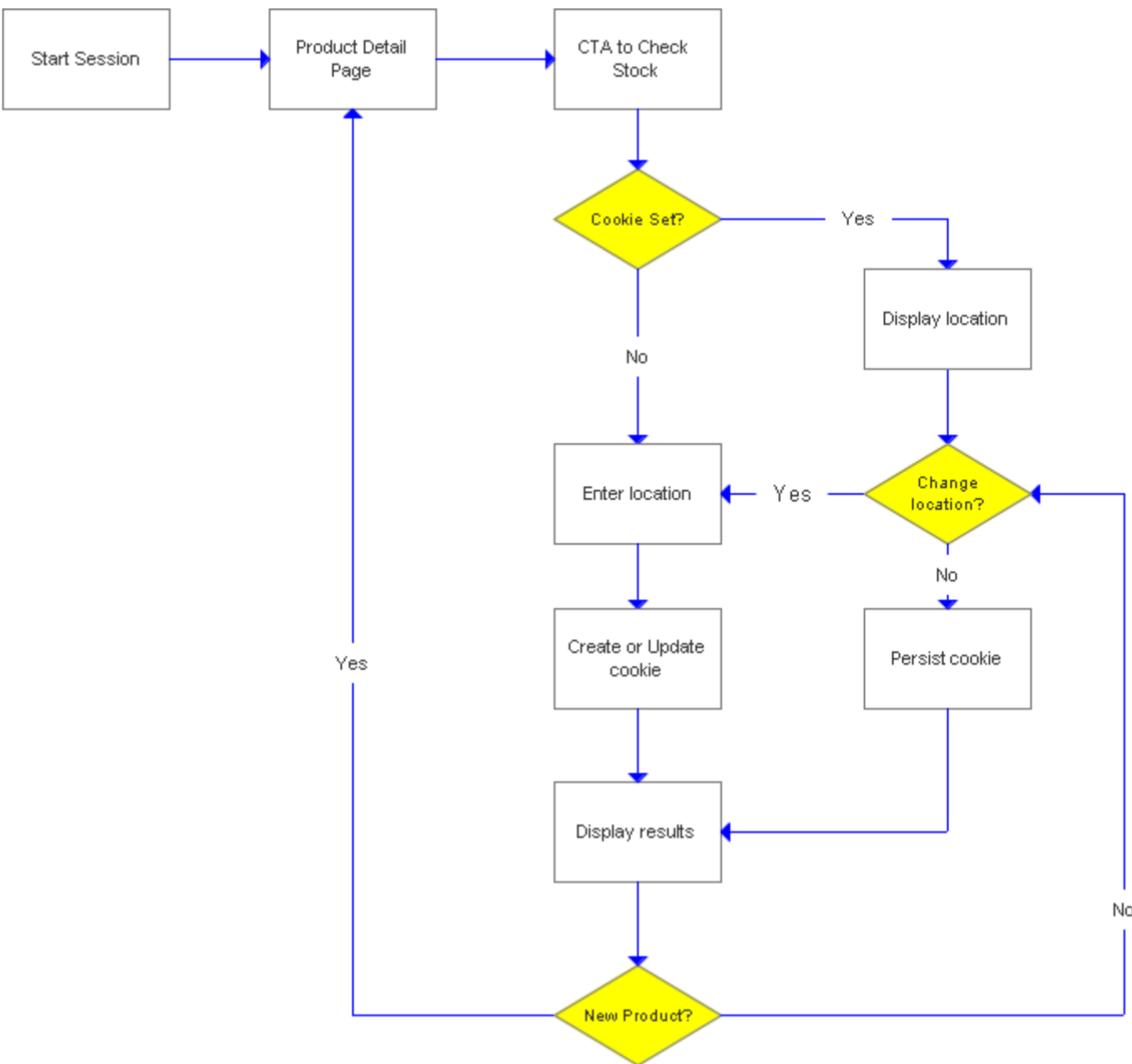
Flows

The following pages show flow diagrams for mobile geolocation and desktop cookie flow.

F.M Mobile Flow



FD. Desktop Cookie Flow



Journeys

The following pages show basic storyboards for desktop and mobile journeys.

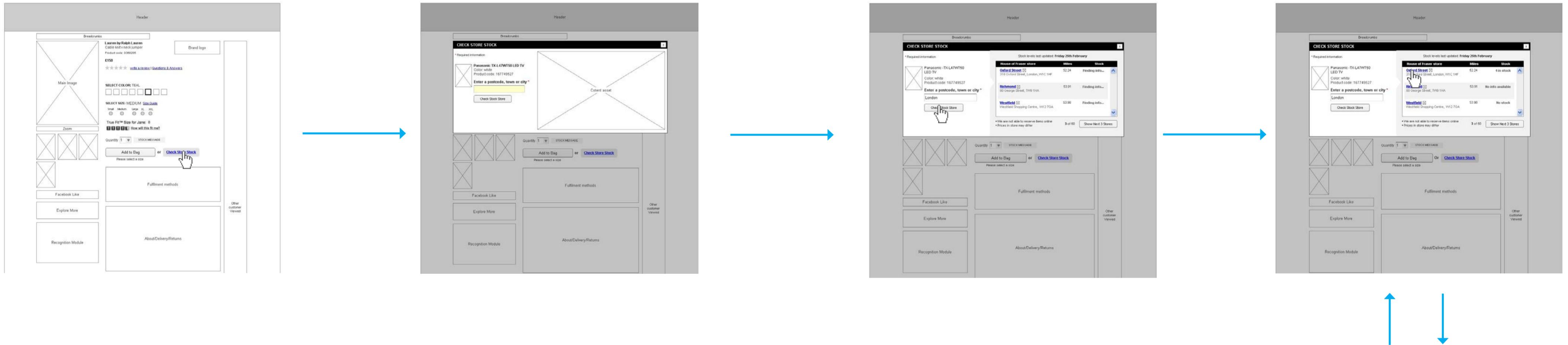
JD. Desktop Journey

1 Product detail page

The user clicks the store stock call to action on the product detail page. See W2 for more details.

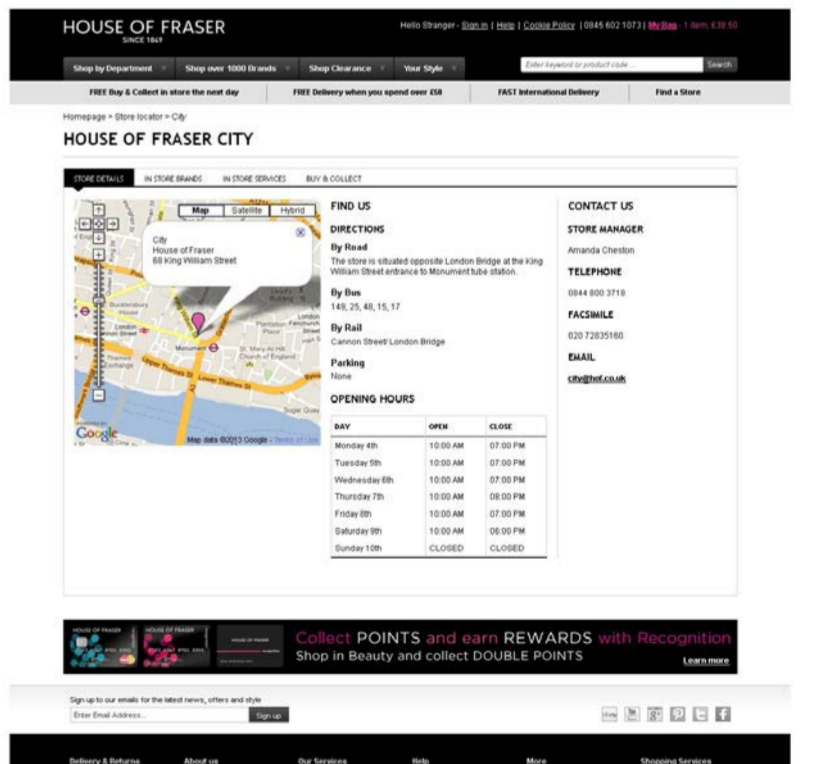
2 Store stock overlay

The store stock overlay is display. See W6 for more details.



5 Store locator page

The user closes the tab or clicks the previous tab to return to the product page.



3 Finding info...

The user enters a location and searches for available stock. See W5 for more details.

The cookie is set when the user enters a valid store location data and the store stock button is pressed. Persist the user's location for the duration of the session.

JM1.Mobile - Use Current Location to Find Stock

1 Product detail page

The user clicks the call to action to check stock in store. See W2 for more details.

2 Geolocation alert dialogue

The user allows House of Fraser to use their current location. See W3 for more details.

3 Check store stock

Load all HOF stores, do not display to the user. Stock availability is not shown at this point. See W4 for more details.

On page load, the phrase 'Current Location' is pre-populated in the location field. The user then clicks the check store stock button.

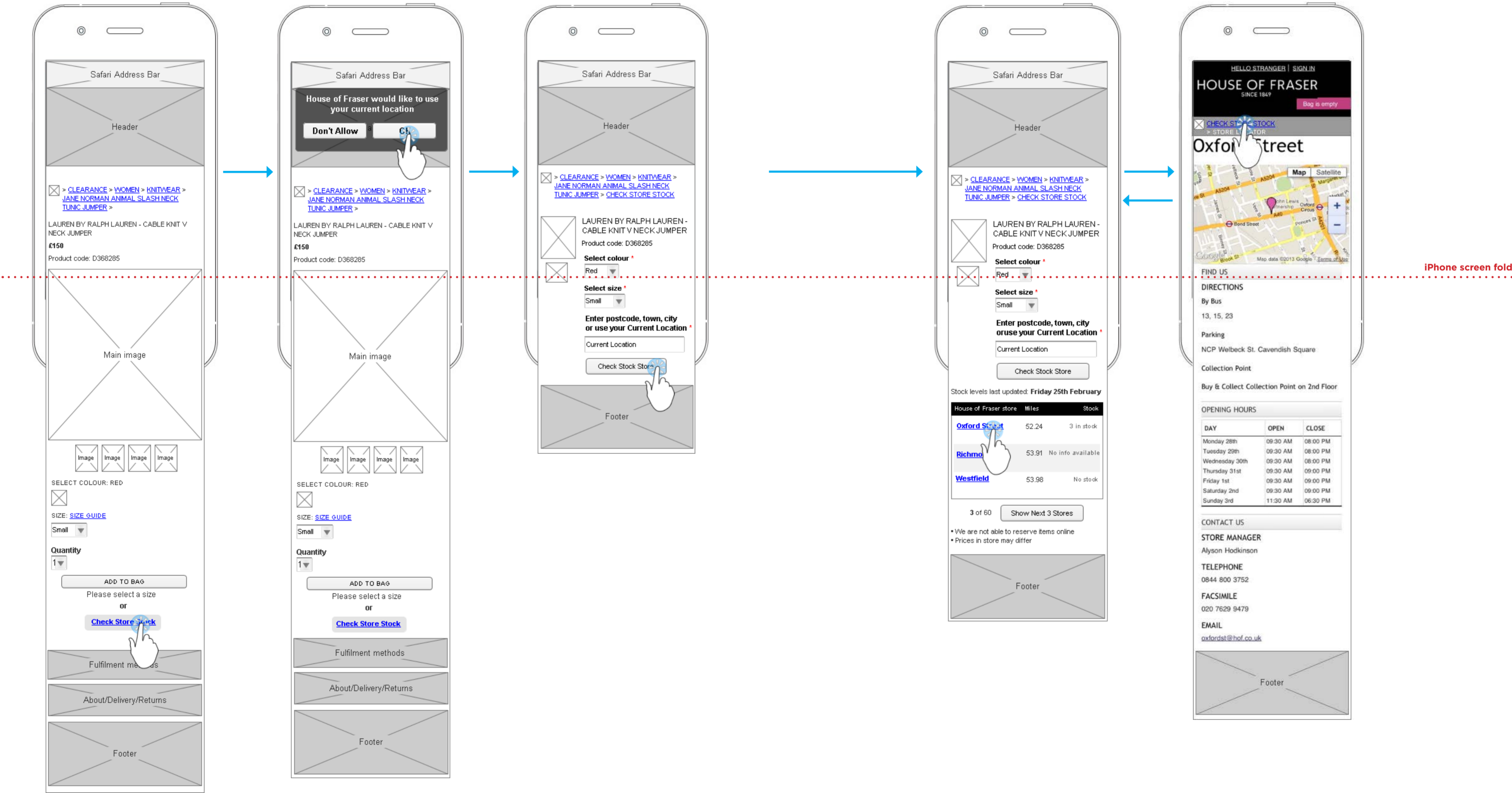
Persist the user's Current Location. The geolocation alert dialogue won't be displayed unless the user enters it manually.

4 Display store stock availability

Display the 3 nearest stores, together with their distance away from the user's location, and their available stock. The user clicks the store name for more details about the store. Display the current store location page. See W6 for more details.

5 Store locator page

The user clicks the link in the breadcrumb, or the browser back button to the return to the previously screen. Persist stores and stock availability.



JM2. Mobile - User Enters Location Manually

1 Product detail page

The user clicks the call to action to check stock in store. See W2 for more details.

2 Geolocation alert dialogue

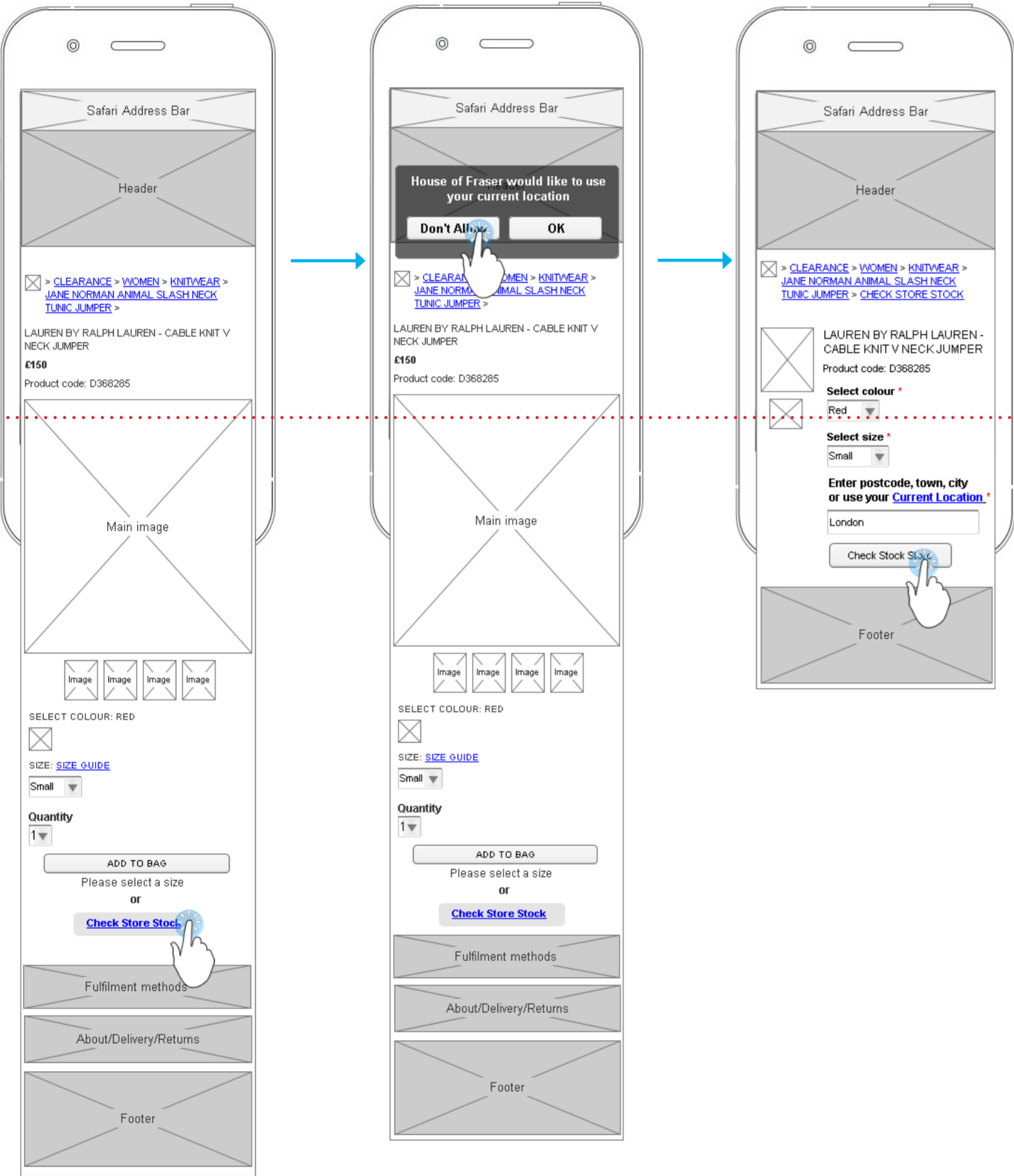
The user doesn't allow House of Fraser to use their current location. See W3 for more details.

3 Check store stock

Load all HOF stores, do not display to the user. Stock availability is not shown at this point. See W4 & JM4 for more details.

The user enters their location and then clicks the check store stock button.

Persist the user's location. The geolocation alert dialogue won't be displayed unless the user enters it manually.

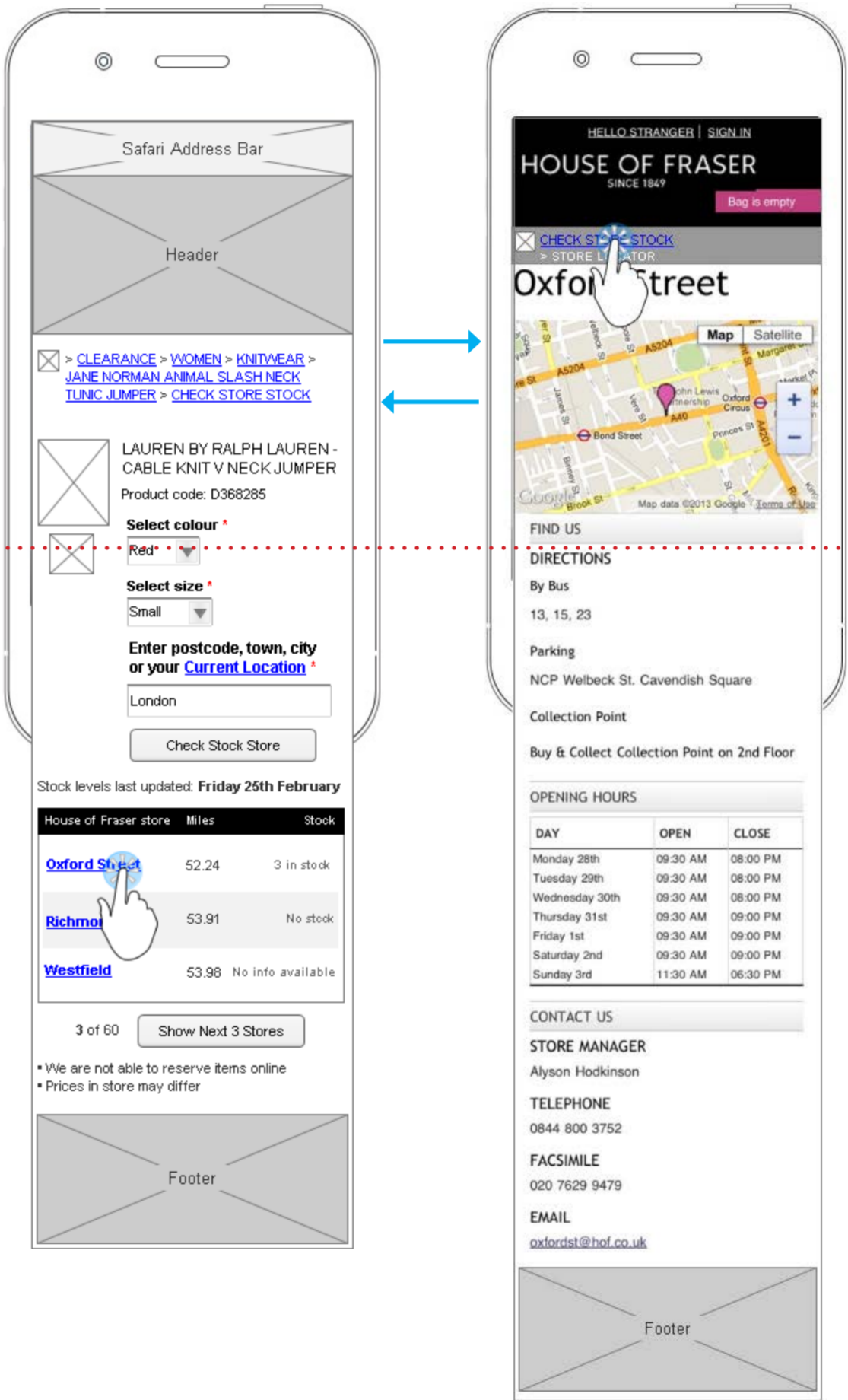


4 Display store stock availability

Display the 3 nearest stores, together with their distance away from the users location, and their available stock. The user clicks the store name for more details about the store. Display the current store location page. See W6 for more details..

5 Store locator page

The user clicks the link in the breadcrumb, or the browser back button to return to the previous screen.



JM3. Mobile - User Changes Manual Location to Current Location

- 1

Product detail page

The user clicks the call to action to check stock in store. See W2 for more details.
- 2

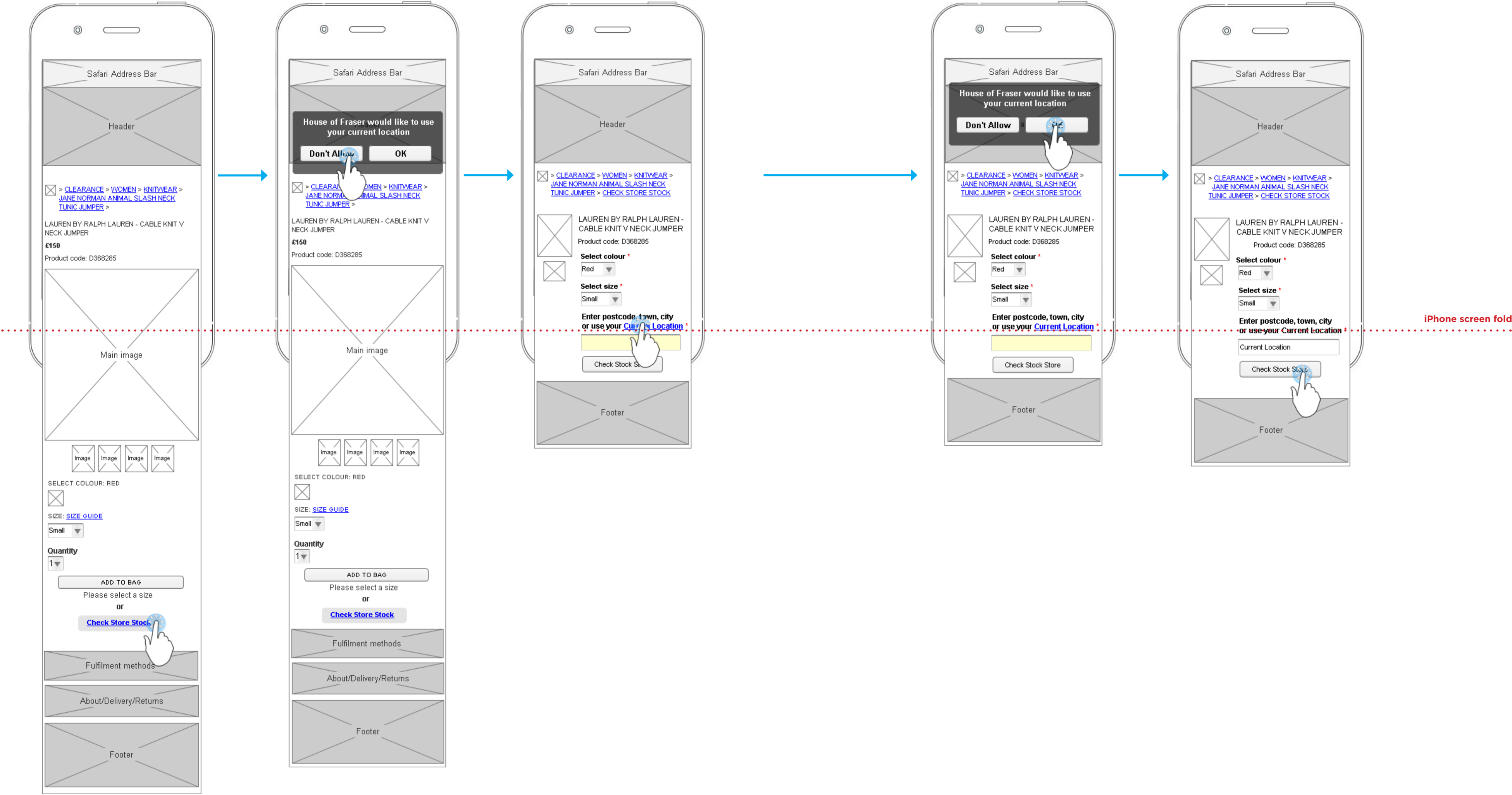
Geolocation alert dialogue

The user doesn't allow House of Fraser to use their current location. See W3 for more details.
- 3

Geolocation link

Load all HOF stores, do not display to the user. Stock availability is not shown at this point. See W4 for more details.

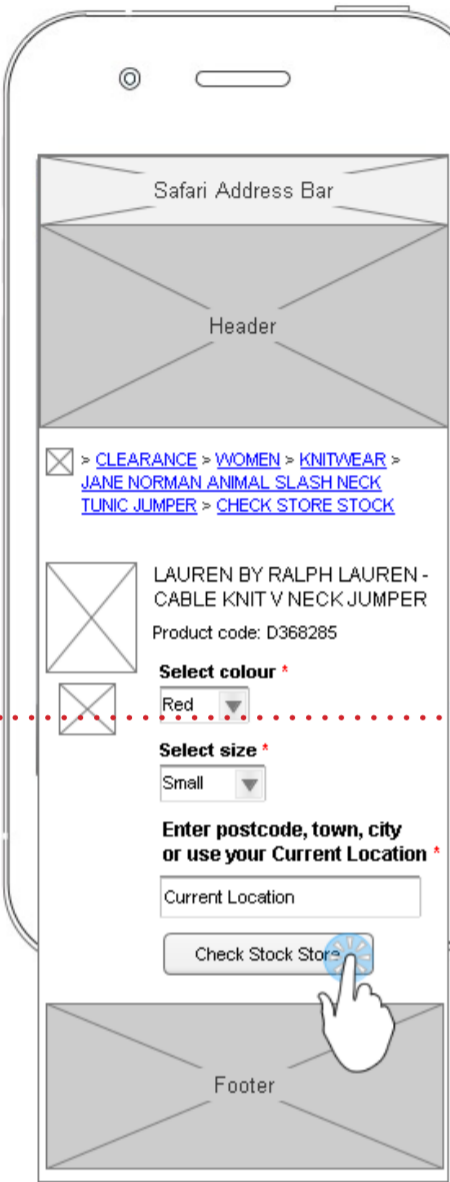
The user chooses to use their current location by clicking the *Current Location* link.



JM4. Mobile - Store Results Ease Up Above the Screen

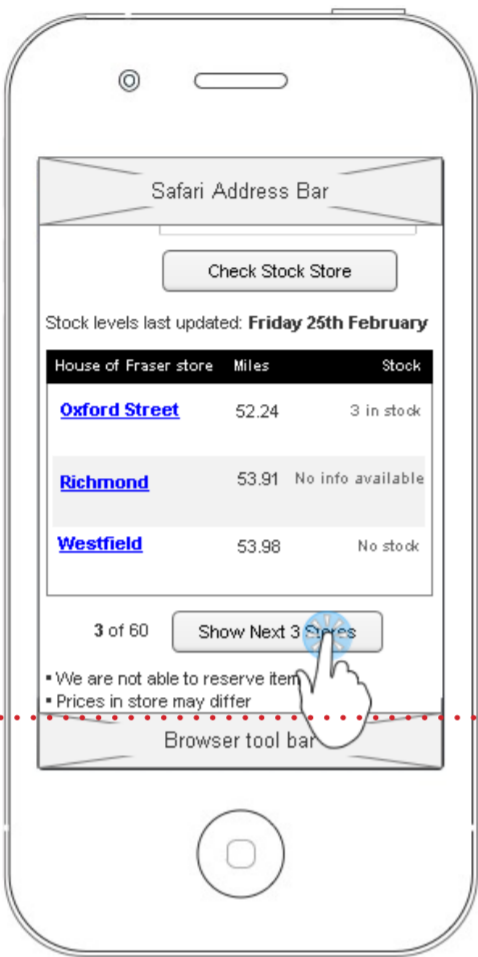
1 Check store stock page

User clicks the check store stock button.
See W4 for more details.



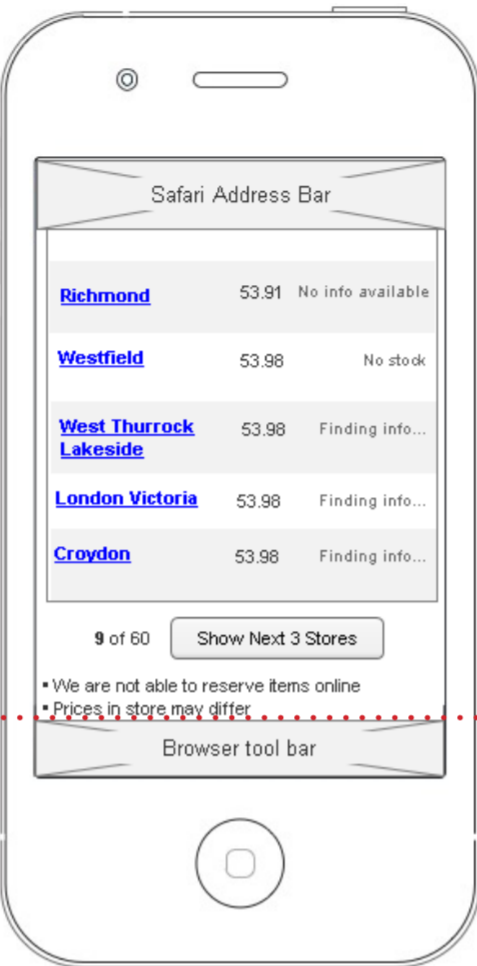
2 Show next 3 stores

The page reloads and eases up displaying store information with the disclaimer message always locked at the bottom of the browser tool bar. See W6 for more details.



3 Show next 6 stores

If the user clicks the show next 3 stores button again the page reloads and eases up displaying the next set of 3 stores at the bottom of the screen.

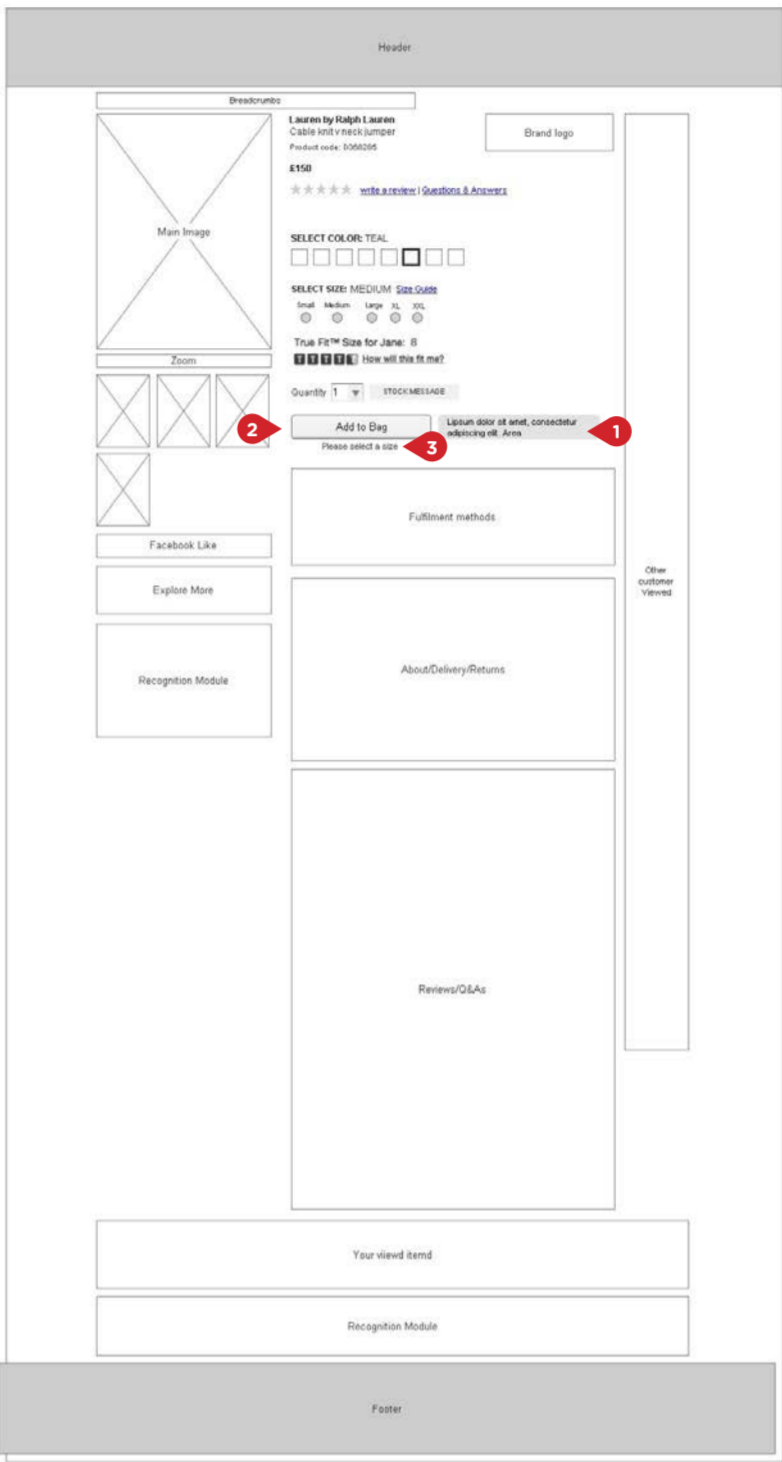
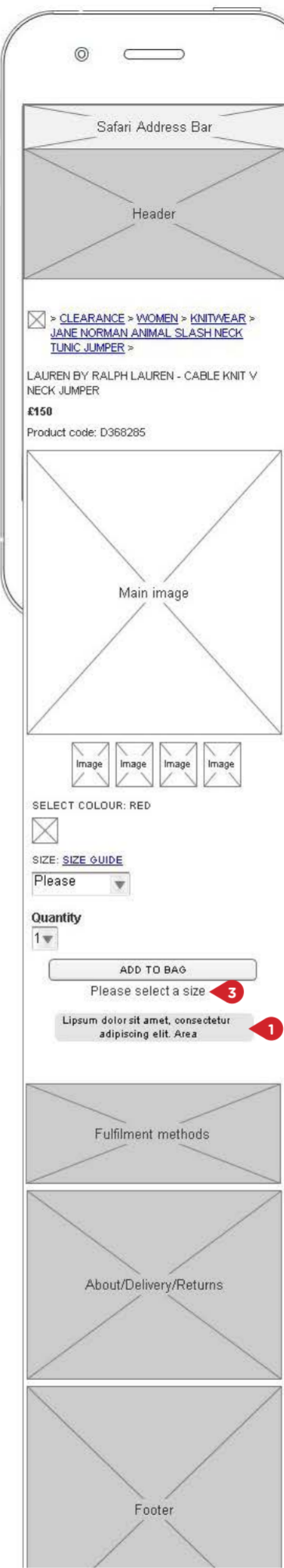


iPhone screen fold

Wireframes

The following pages show detailed annotated wireframes for desktop and mobile.

W1.Message for Concession Products & Service Interruption



Page overview

If stock is not available because the item is from a concession brand, or the service is interrupted, display relevant messages to inform the user.

1 Description

If the item is a concession product display this message:

Store stock levels are not available for this item.

If the store stock service is down display this message:

Store stock levels are not available at the moment.

Business Rule
Configurable in DW.

Business requirements
4.3.5, 4.3.6, 4.3.7, 4.3.8.

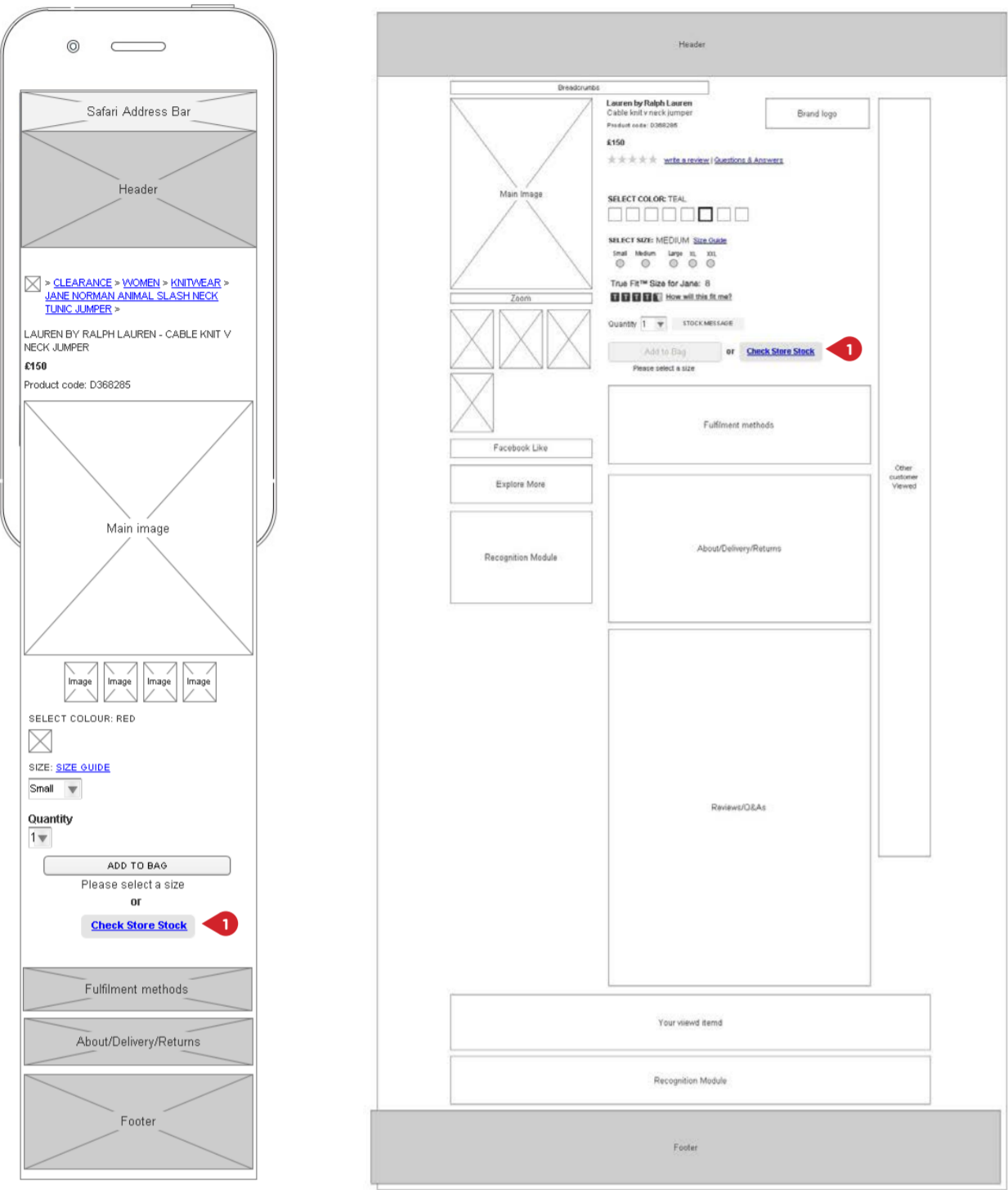
2 Add to bag button

Relocate the button and size message so that they are aligned left.

3 SKU number

When colour and size have been chosen replace *Please select a size* label with SKU number. For simple and colour only variance products display SKU number on page load.

W2. Product Detail Page



Page overview

The user can check store stock availability by clicking a new secondary C2A link adjacent to the primary add to bag button.

1 Description

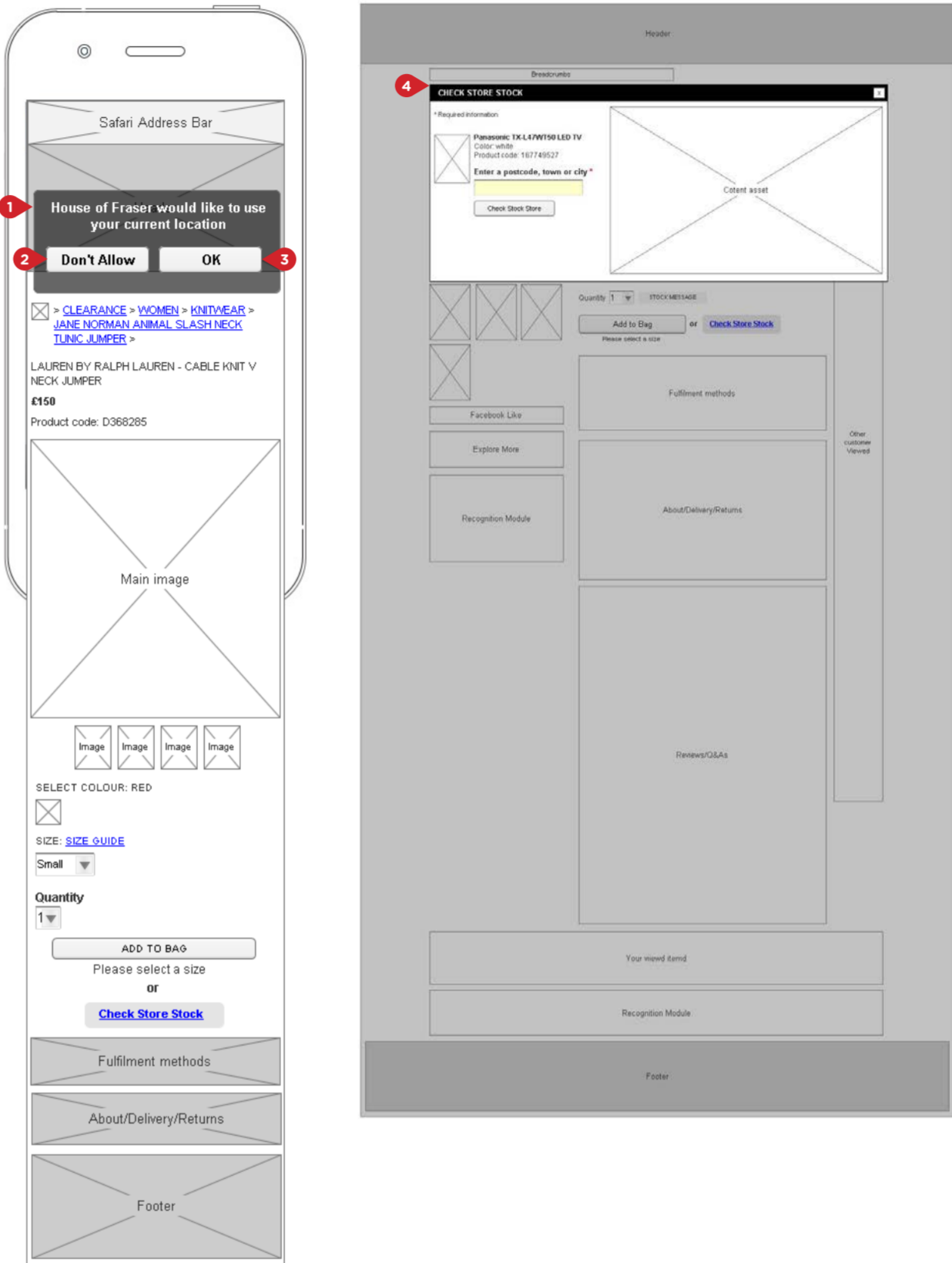
The user can click this link without selecting colour or size.

If the user choose colour or size these details are pre-populated in the colour and size droplists on the check stock page, see W8 for more details.

Business requirements

4.2, 4.3, 4.3.1, 4.3.4.

W3. User Checks Stock Availability for the First Time



Page overview

When the user clicks on the store stock call to action on the desktop they are shown an overlay, on the mobile they are shown the geolocation alert dialogue first.

1 Alert dialogue

The geolocation alert dialogue appears asking the user if they want to use their current location.

Business requirements

4.4.8

2 Don't allow button

If the user clicks this button display the check stock in store page without the location field populated.

3 OK button

If the user clicks this button display the check stock in store page with the location field populated with the words 'Current Location'.

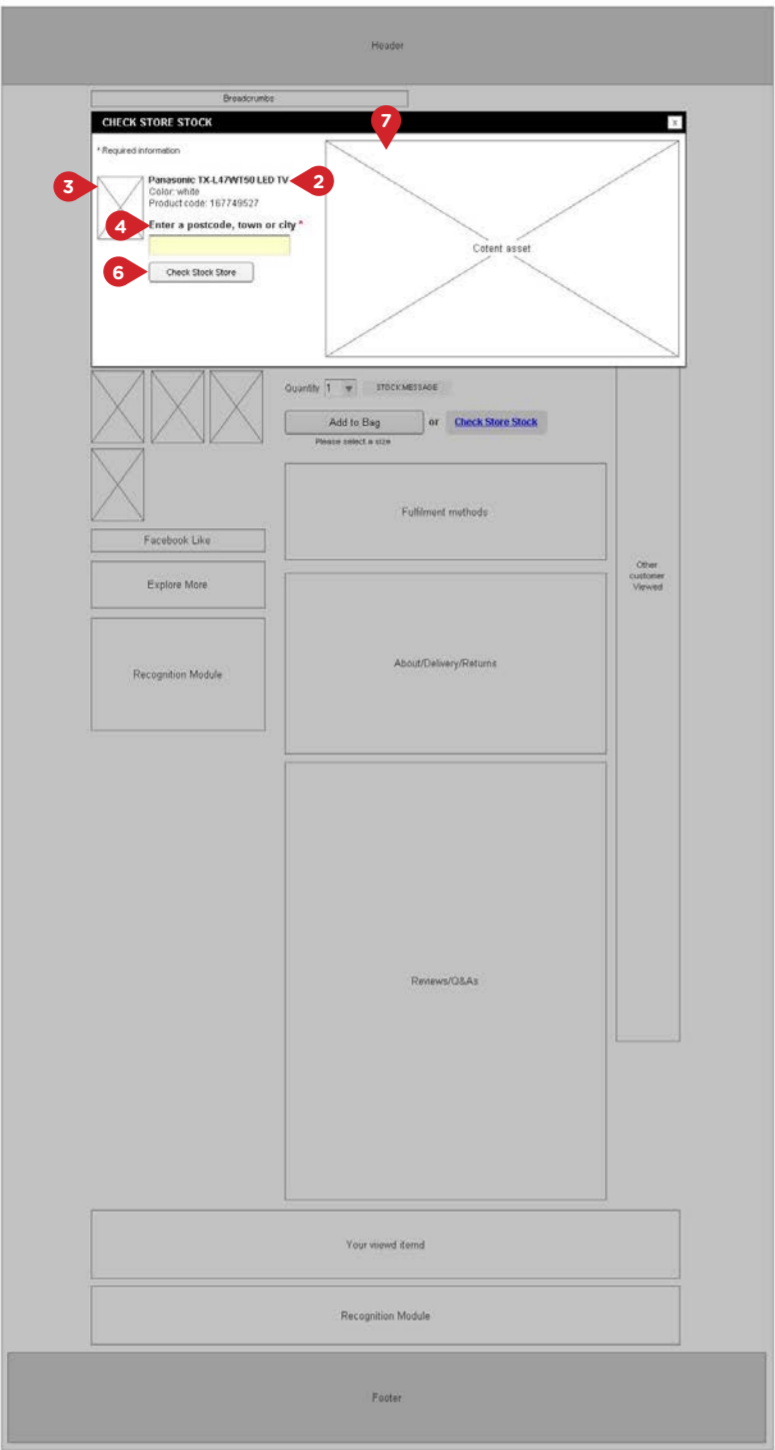
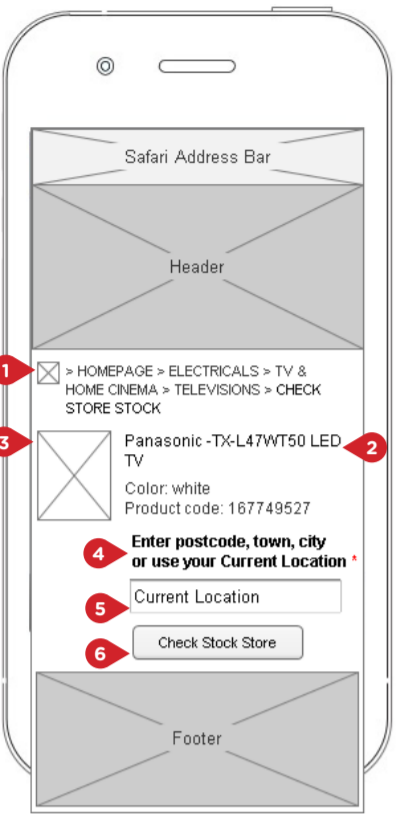
4 Desktop overlay

Display the find store stock form in an overlay using existing styles and load all HOF stores, do not display to the user. Stock availability is not shown at this point.

Business requirements

4.4.1.

W4. Check Store Stock



Page overview

When the user is on a simple product and clicks the store stock call to action on the product detail page they only have to enter their location.

1 Breadcrumbs on mobile

The breadcrumb will use current functionality and the last crumb will be labelled *Check store stock*.

2 Product details

Display all product detail information associated with this item and remove prices.

Business requirements

4.5.2.

3 SKU image

Display SKU image with Alt attribute containing the product title, e.g. Picture of...

Business requirements

4.5.2.

4 Location label

On a mobile device the mandatory location field is labelled *Enter postcode, town, city or your current location **.

The desktop location label reads: *Enter a postcode, town or city **.

5 Location field

Disable the location field until the user completes all mandatory fields.
For products without variance the user need only complete the location field so this should have focus on page load.

Display system-provided on screen keyboards when the user clicks into the field without obscuring the field.

Business requirements

4.4, 4.4.2, 4.4.3, 4.4.4.

7 Blank slate

Display content asset.

6 Check store stock button

Disable the button until all mandatory fields are selected or populated. Clicking this button when enabled will populate the store results table with store and stock availability information

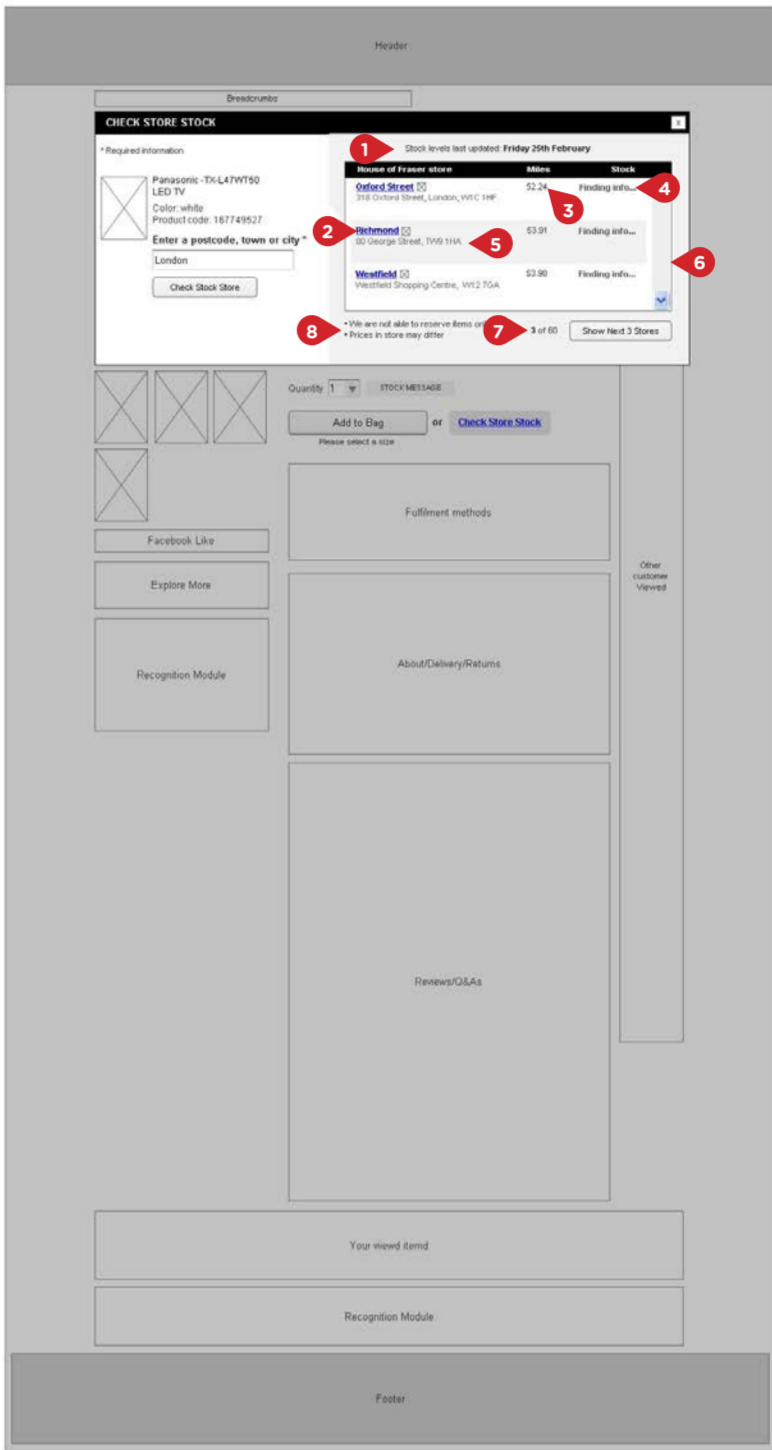
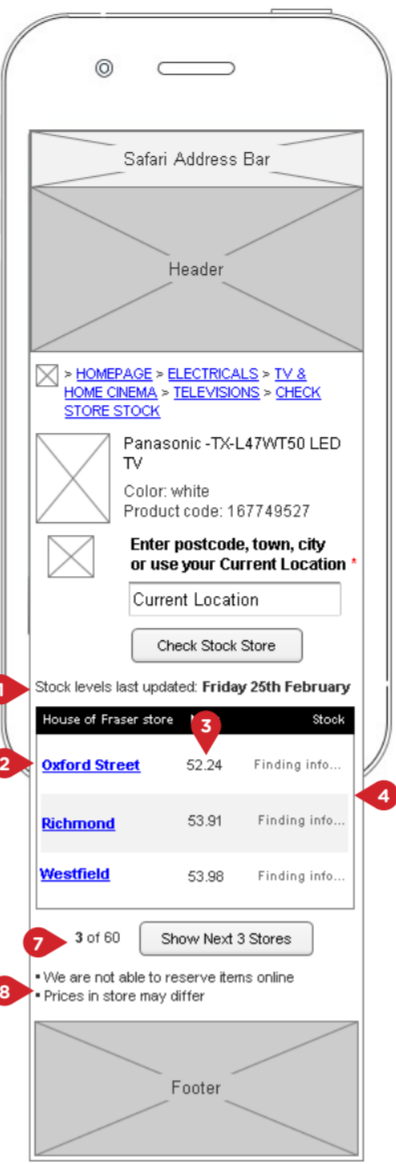
If the user used current location on a mobile and moved to a different location they have to click this button again to see updated results.

If the user changed colour and/or size after the stock info was retrieved, they have to click the store stock button again to see new results,

Clicking or tabbing away from the field without entering any characters blurs it and disables the button.

The mobile page reloads when this button is clicked.

W5. Finding Stock Info...



Page overview

Once the user has entered their location and pressed the check store stock button, sort the stores and display the three nearest to their location. At the same time display the date disclaimer message as the caption above the table, then fetch store stock.

1 Date stamp

Date stamp appears after user has entered their location and pressed the check store stock button. Display the date from the import file.

Business requirements

4.5.15.

2 Store name

Clicking the store name link opens a new tab with focus and shows the existing store page. On the mobile the store results will be retained.

Business requirements

4.5.4.1, 4.5.4.4, 4.5.19.

3 Store miles

Display the distance in miles the store is away from the user's location.

Business requirements

4.5.4.2

4 Finding info message

Display this message when fetching stock *Finding info...*
Note: please use HTML character for ellipses, …

5 Store address

Display the store address to desktop users only.

Business requirements

4.5.4.3.

6 Desktop frame

When there are less than 3 stores always display the scroll bar with the scroll thumb.

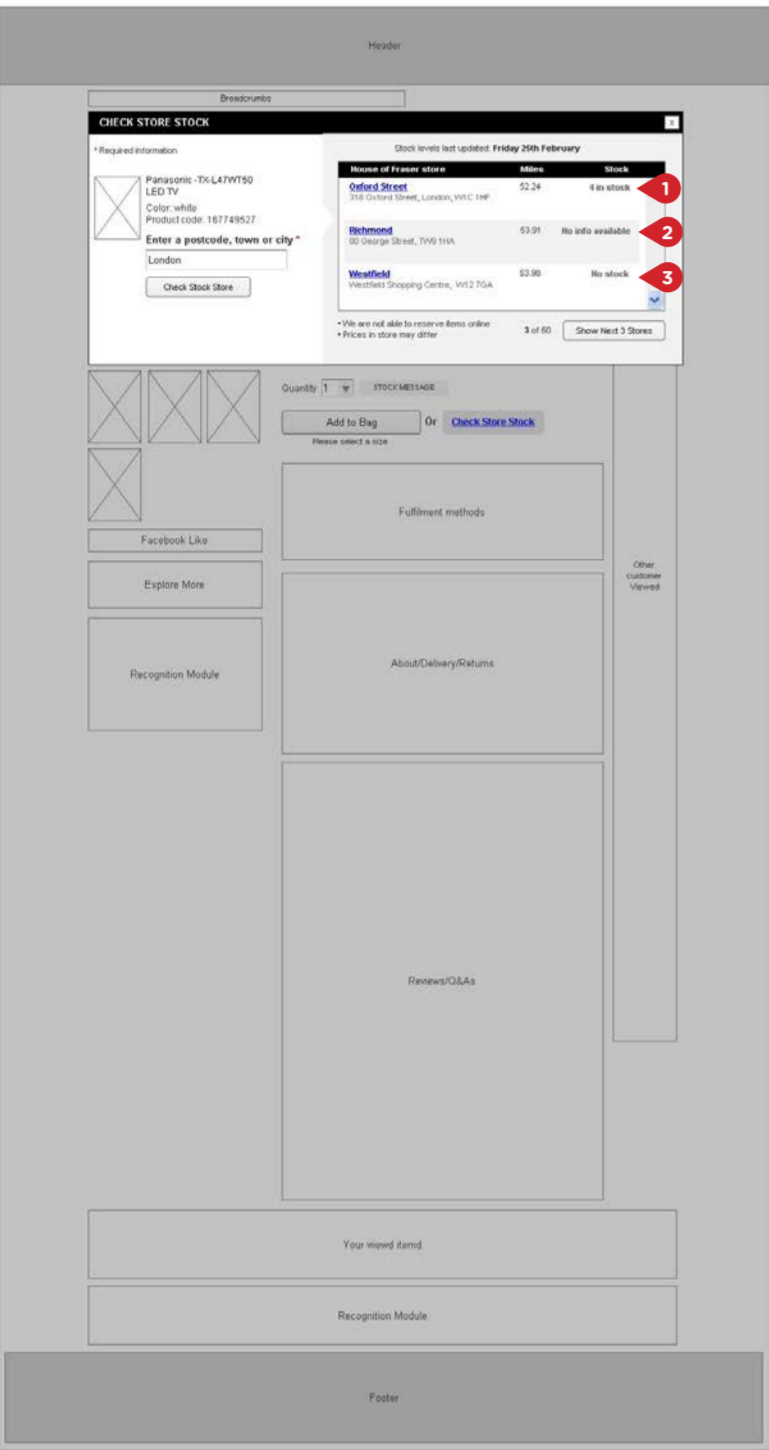
7 Store counter

Display counter only when results are populated. The counter increases in increments of 3.

8 Disclaimer message

Content asset.

W6. Display Store Stock Availability



Page overview

Display stock information next to relevant store. Align text right.

1 Available stock message

Stock quantity message is shown next to stores which stock the item e.g. *1 in stock*, display text colour in green; #336633. Dotcom stores or outlets will not be shown in the store results table.

Business requirements
4.5.4.5, 4.5.8.

2 No info available

If the stock file has failed to load display this message to the user *No info available*. Display text in grey; #666666.

Business requirements
4.5.16, 4.5.8, 4.5.6.

3 No stock

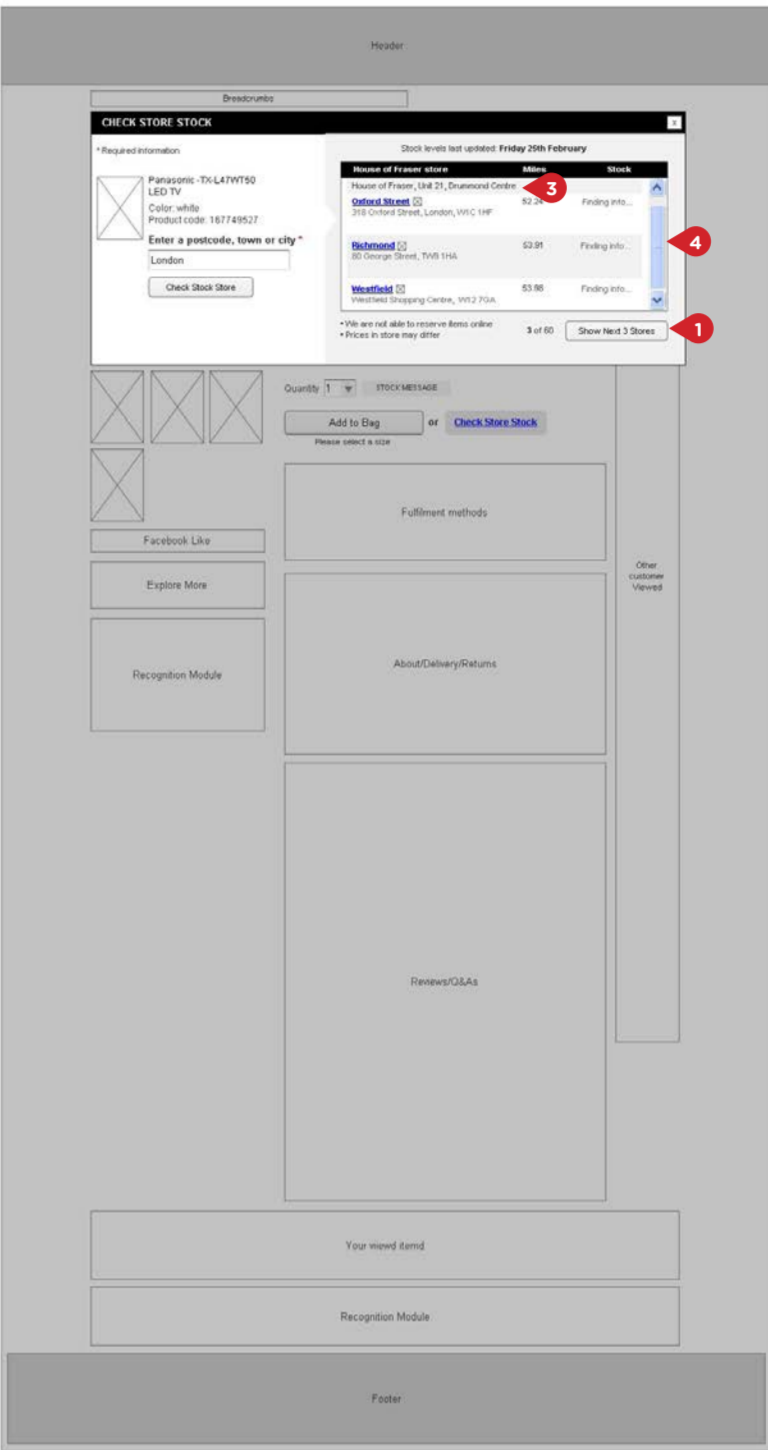
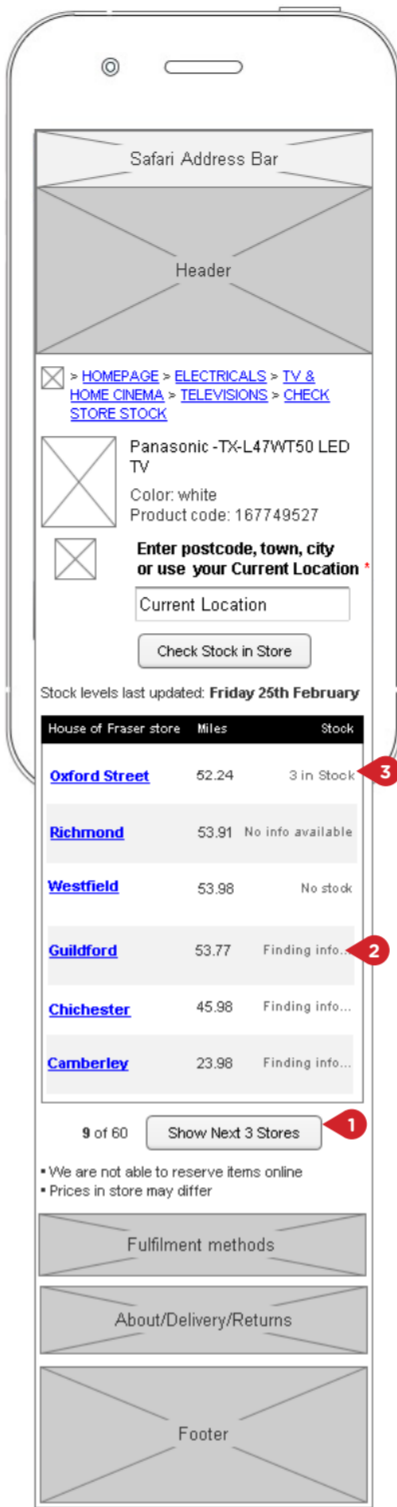
If the item is not available in the relevant stores display this message *No stock*. Display text in grey; #666666.

Business requirements
4.5.4, 4.5.8.

Notes

If the user bookmarked or opened the mobile stock page on a different date display the previous product detail page. If the product is out of stock display the mobile error page.

W7. Show Next 3 Stores



Page overview

The display of the next 3 stores differs on the mobile to the desktop.

1 Show next 3 stores

When the user clicks the 'show next 3 stores' button, append the next 3 stores below the previous results:

a) Inside the frame on desktop

b) Below the first set of results on mobile. Results ease into the page, see JM4 for more details.

Disabled button when all stores are loaded.

Business requirements
4.5.9, 4.5.10.

2 Fetch stock information

New stores load instantly with distance whilst the AJAX retrieves the stock quantity.

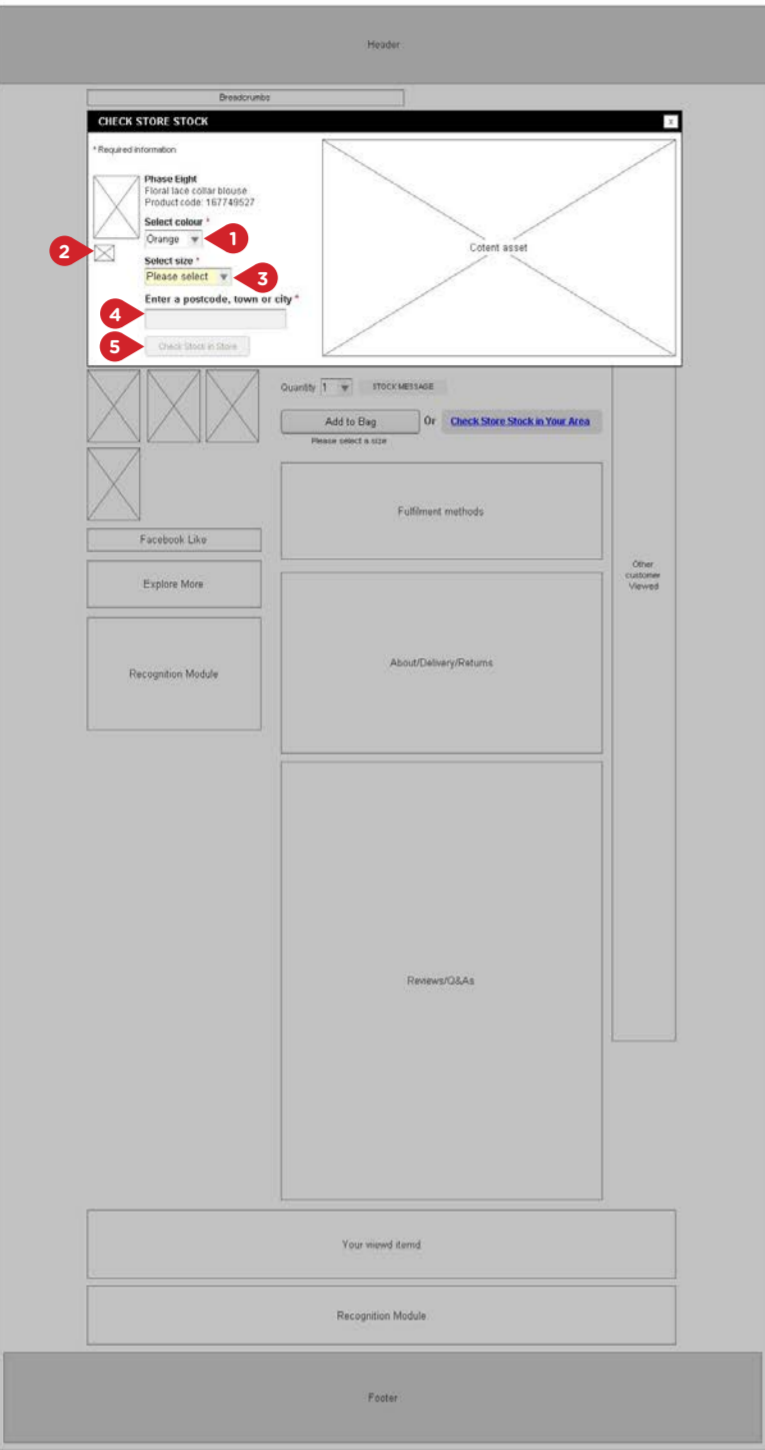
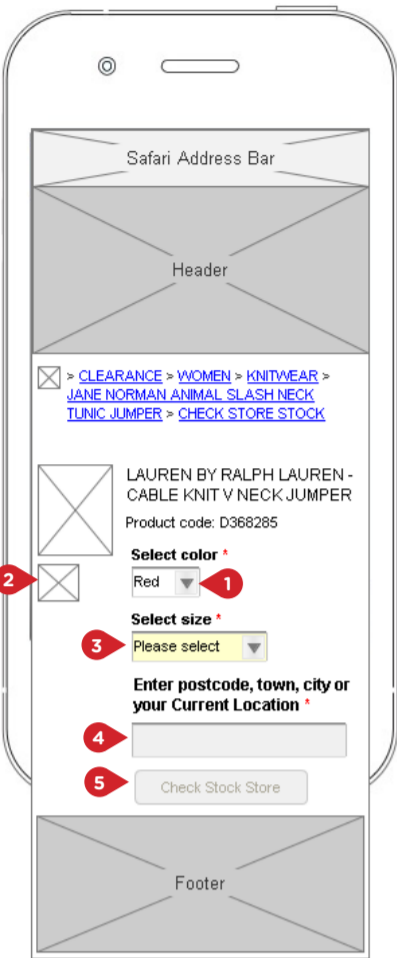
3 Previous stores

Display previously loaded stores at the top for mobile. On desktop an overflown pattern hints that the previous result set is still available.

4 Scroller grabber

The scroll grabber appears when more than 3 stores are loaded and indicates the amount of hidden content.

W8. Products with Colour and Size Variance



Page overview

If the user chose colour and/or size on the product detail page persist their selection in the droplist on the desktop overlay and the mobile store stock page.

Colour and size will not persist from one product to another.

All droplists are fixed within the overlay with 20px bottom padding.

1 Colour droplist

If the user didn't choose colour from the product detail page display master colour in the droplist, swatch and in the SKU image.

If the user choose a different colour from the droplist the swatch and SKU image update at the point they select the new colour.

Update the swatch image even if the product image does not change its colour e.g. lipstick.

Display system-provided on screen droplist when the user selects this choice without obscuring the droplist.

Set to width of the largest option but should not overflow container.

2 Colour swatch

Display colour swatch with Alt attribute containing the name of the colour, e.g. Swatch of...

3 Size droplist

If the user didn't choose size from the product detail page the droplist is in focus.

Display system-provided on screen droplist when the user selects this choice without obscuring the droplist.

Set to width of the largest option but should not overflow container.

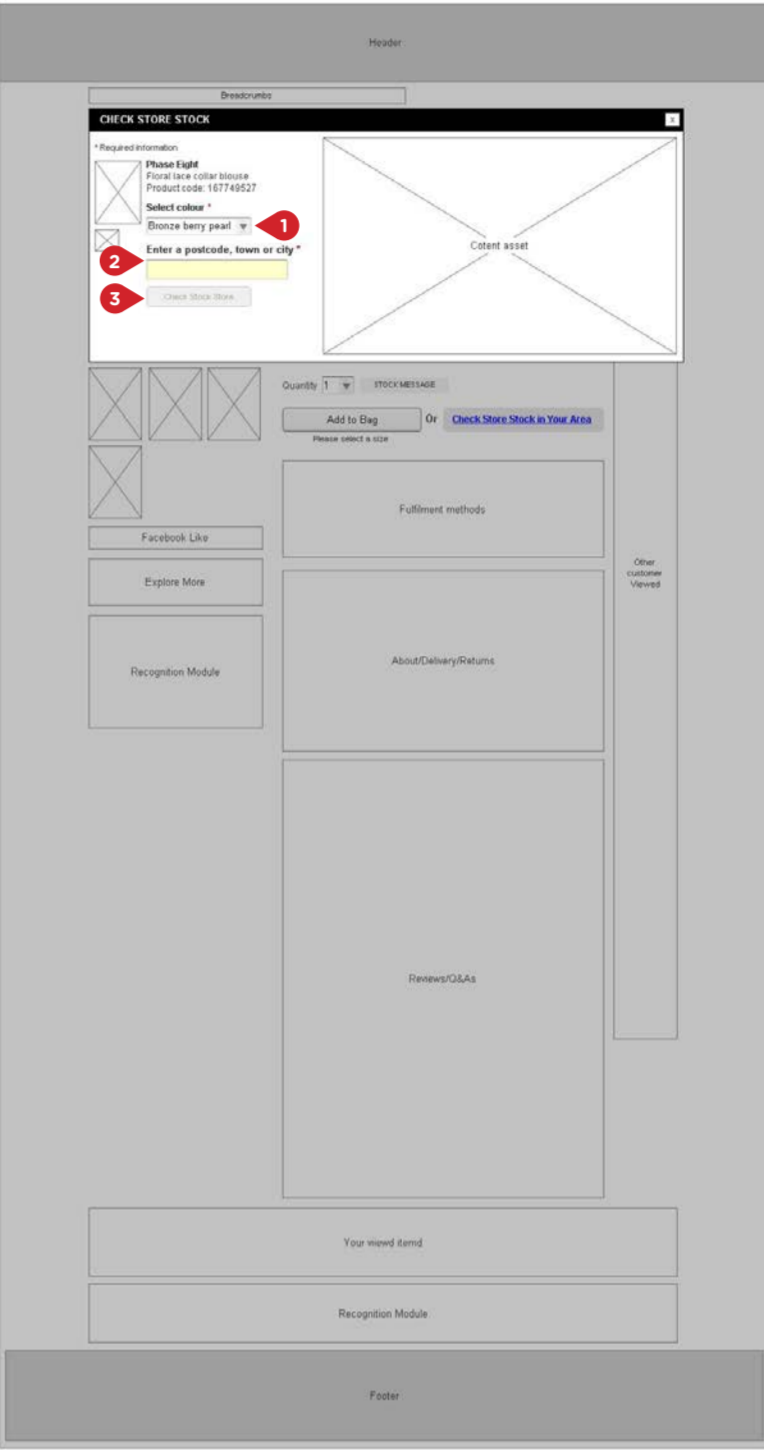
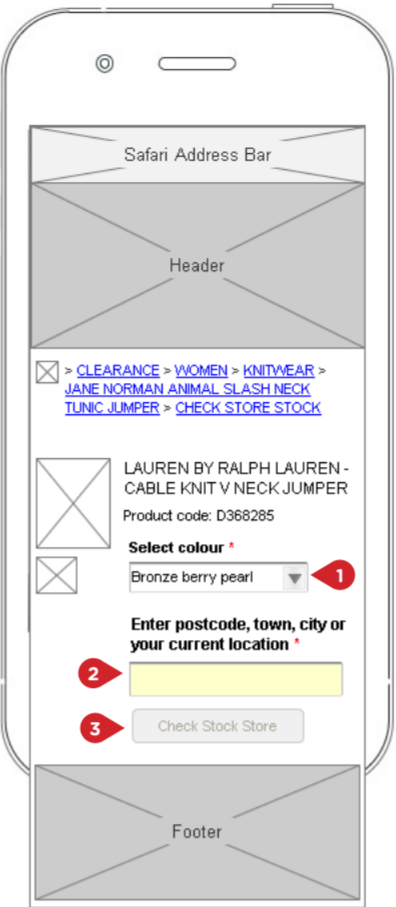
4 Location field

See W4 for more details

5 Check store stock button

See W4 for more details

W9. Products with Colour Variance Only



Page overview

If the user choose colour on the product detail page persist their selection in the droplist on the desktop overlay and the mobile store stock page.

1 Colour droplist

See W8 for more details

2 Location field

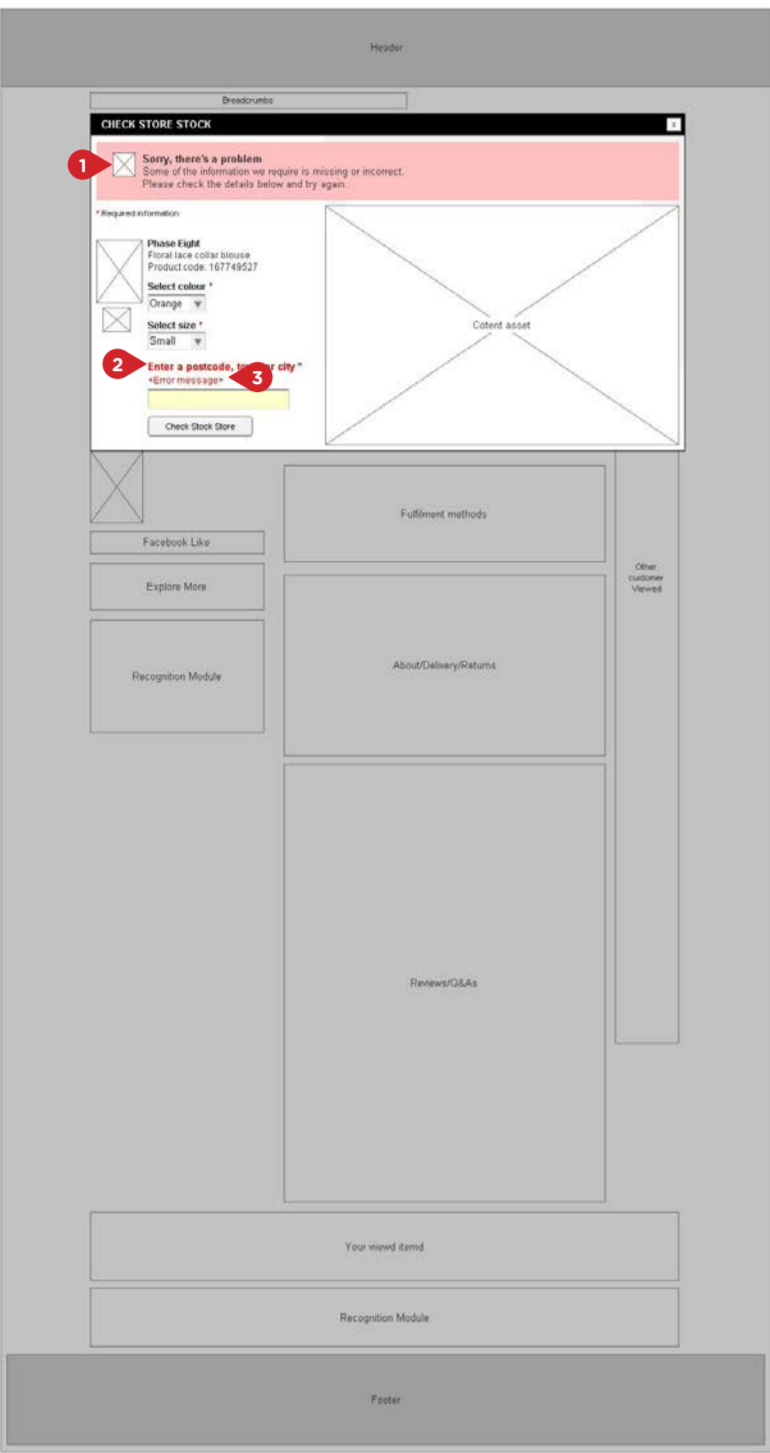
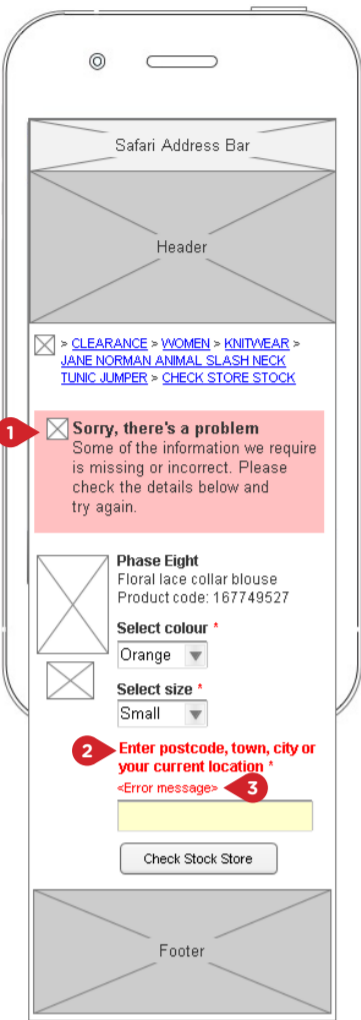
See W4 for more details.

Business requirements 4.5.18.

3 Check store stock button

See W4 for more details.

W10. Error messages

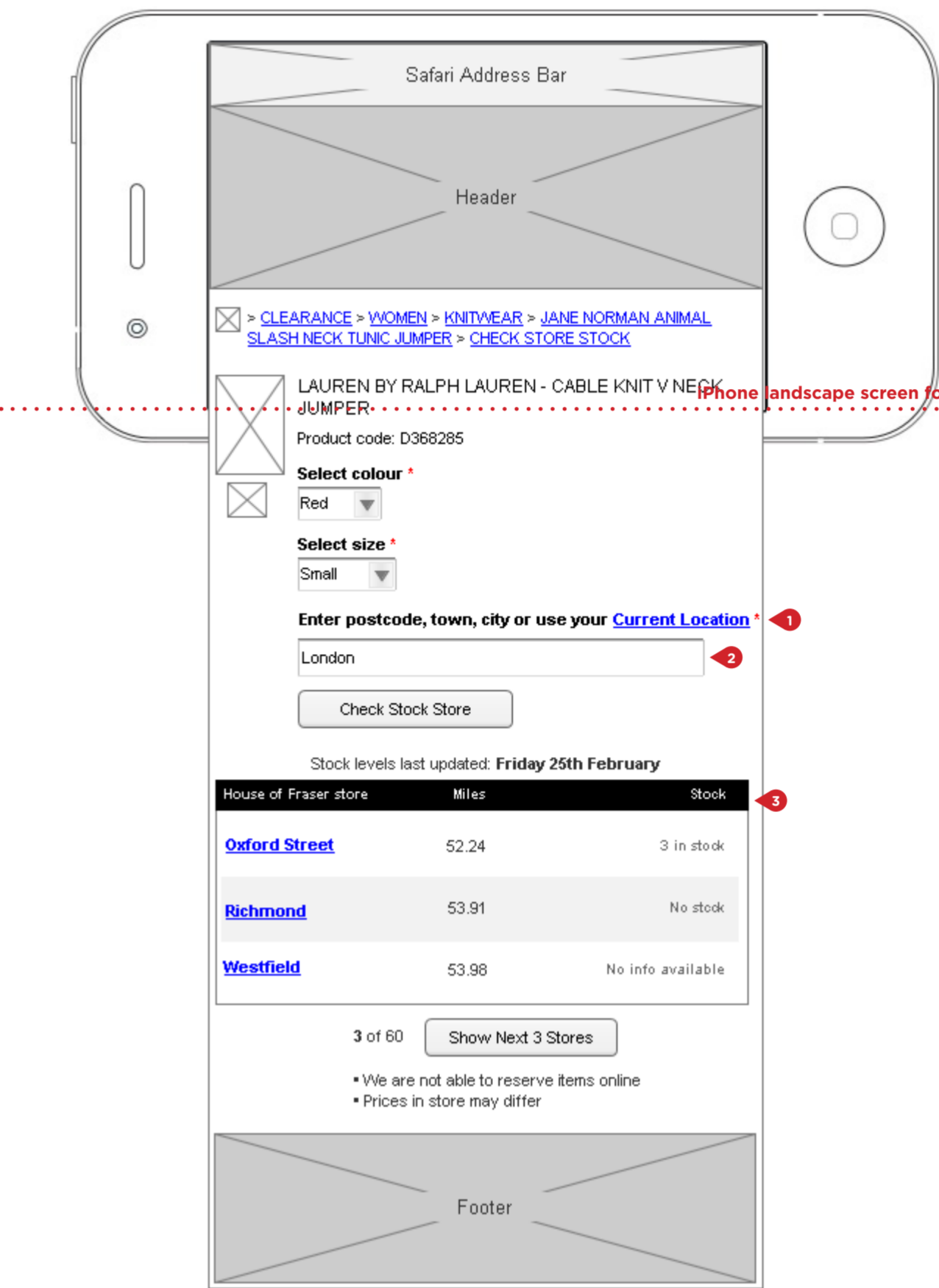


Page overview

If the user leaves a mandatory field empty, incomplete or enters information incorrectly display errors following the usual patterns.

- 1 **Global error message**
The user is shown a global error message with information icon
- 2 **Location label**
Location label turns red
- 3 **Error message**
Display error message

JM4. Mobile - Landscape View



Page overview

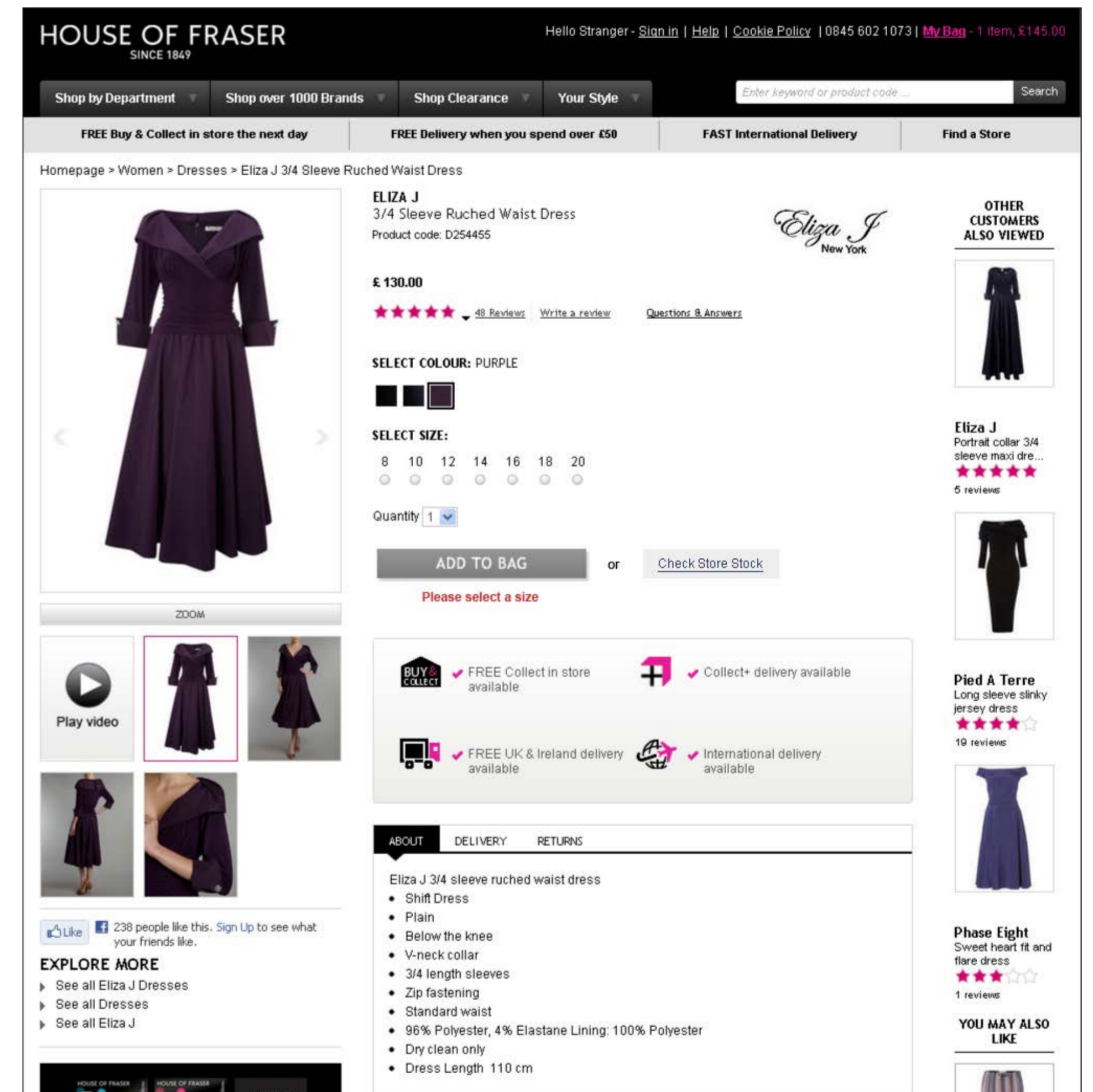
If the user turns their phone to landscape view elements on the page response.

- 1 **Location label**
Location label fits to the width of the screen.
- 2 **Location field**
Location field fits to the width of the screen.
- 3 **Store stock table**
Table fits to the width of the screen.

Designs

The following pages show detailed UI designs.

DD1.Product Page Default



DD2. Product Page Item Not Available

HOUSE OF FRASER

SINCE 1849

Hello Stranger - [Sign in](#) | [Help](#) | [Cookie Policy](#) | 0845 602 1073 | [My Bag](#) - 1 item, £145.00

Shop by Department

Shop over 1000 Brands

Shop Clearance

Your Style

Enter keyword or product code

Search


FREE Buy & Collect in store the next day

FREE Delivery when you spend over £50

FAST International Delivery

Find a Store


Homepage > Women > Dresses > Eliza J 3/4 Sleeve Ruched Waist Dress




ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455



OTHER CUSTOMERS ALSO VIEWED



Eliza J

Portrait collar 3/4 sleeve maxi dre...


★★★★★

49 Reviews

Write a review

Questions & Answers

5 reviews



Pied A Terre

Long sleeve slinky jersey dress


★★★★☆

19 Reviews

Write a review

Questions & Answers

10 reviews



Phase Eight

Sweet heart fit and flare dress

★★★★☆

1 reviews

Write a review

Questions & Answers

1 reviews

£ 130.00

★★★★★


49 Reviews

Write a review

Questions & Answers

49 Reviews

SELECT COLOUR: PURPLE



SELECT SIZE:

8

10

12

14

16

18

20

Quantity

1

▼

ADD TO BAG

or

Store stock levels are not available for this item.

Please select a size

BUY & COLLECT

✓ FREE Collect in store available

Collect+

Collect+ delivery available

FREE UK & Ireland delivery available

International delivery available

ABOUT

DELIVERY

RETURNS

Eliza J 3/4 sleeve ruched waist dress

- Shift Dress
- Plain
- Below the knee
- V-neck collar
- 3/4 length sleeves
- Zip fastening
- Standard waist
- 96% Polyester, 4% Elastane Lining; 100% Polyester
- Dry clean only
- Dress Length 110 cm

EXPLORE MORE

- See all Eliza J Dresses
- See all Dresses
- See all Eliza J

40

HOUSE OF FRASER

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DD3. Product Page System Interruption

HOUSE OF FRASER

SINCE 1849

Hello Stranger - [Sign in](#) | [Help](#) | [Cookie Policy](#) | 0845 602 1073 | [My Bag](#) - 1 item, £145.00

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ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455



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Portrait collar 3/4 sleeve maxi dre...


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Write a review

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Phase Eight

Sweet heart fit and flare dress

★★★★☆

1 reviews

Write a review

Questions & Answers

1 reviews

£ 130.00

★★★★★


49 Reviews

Write a review

Questions & Answers

49 Reviews

SELECT COLOUR: PURPLE



SELECT SIZE:

8

10

12

14

16

18

20

Quantity

1

▼

ADD TO BAG

or

Store stock levels are not available at the moment

Please select a size

BUY & COLLECT

✓ FREE Collect in store available

Collect+

Collect+ delivery available

FREE UK & Ireland delivery available

International delivery available

ABOUT

DELIVERY

RETURNS

Eliza J 3/4 sleeve ruched waist dress

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- Dry clean only
- Dress Length 110 cm

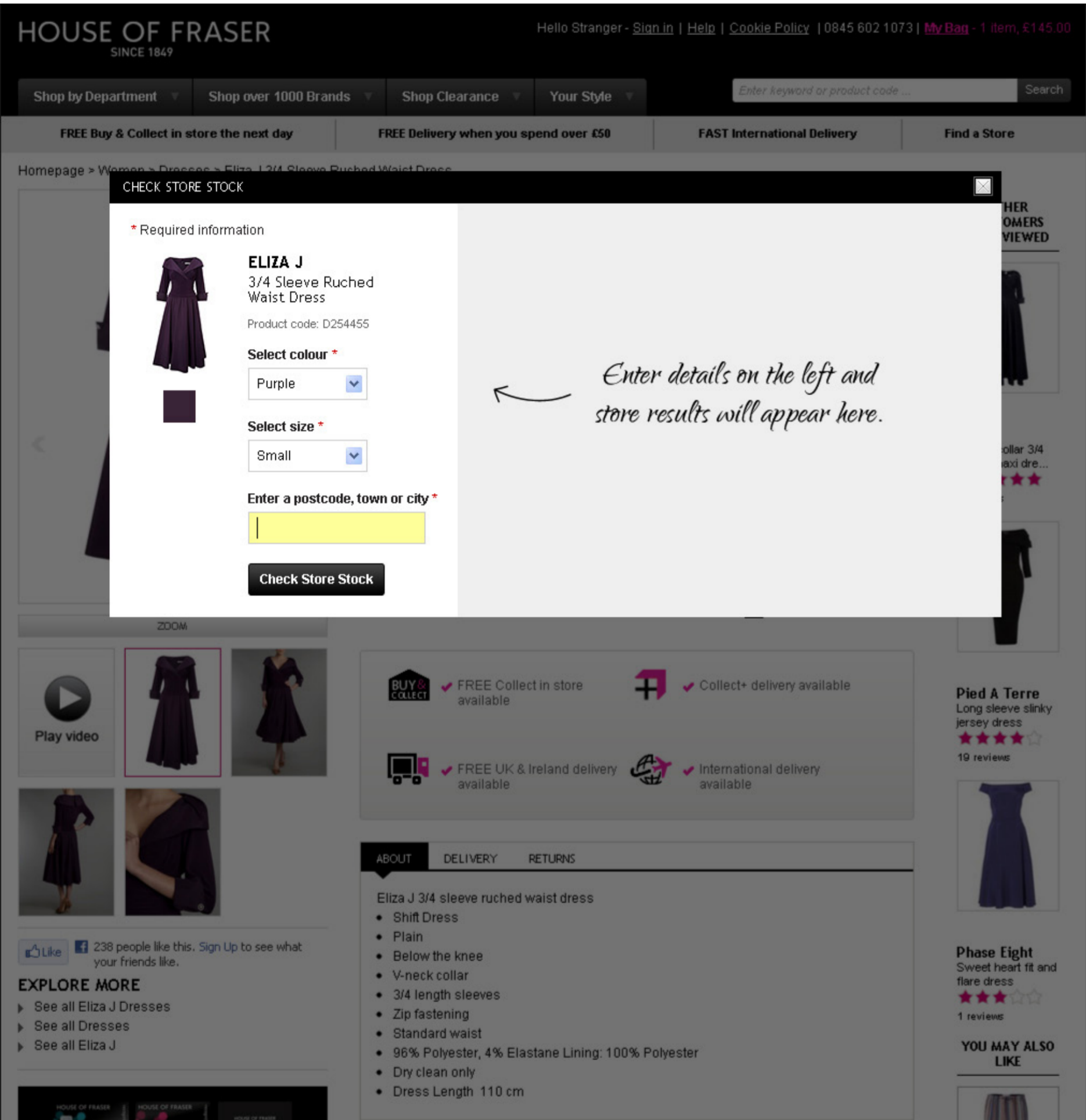
EXPLORE MORE

- See all Eliza J Dresses
- See all Dresses
- See all Eliza J

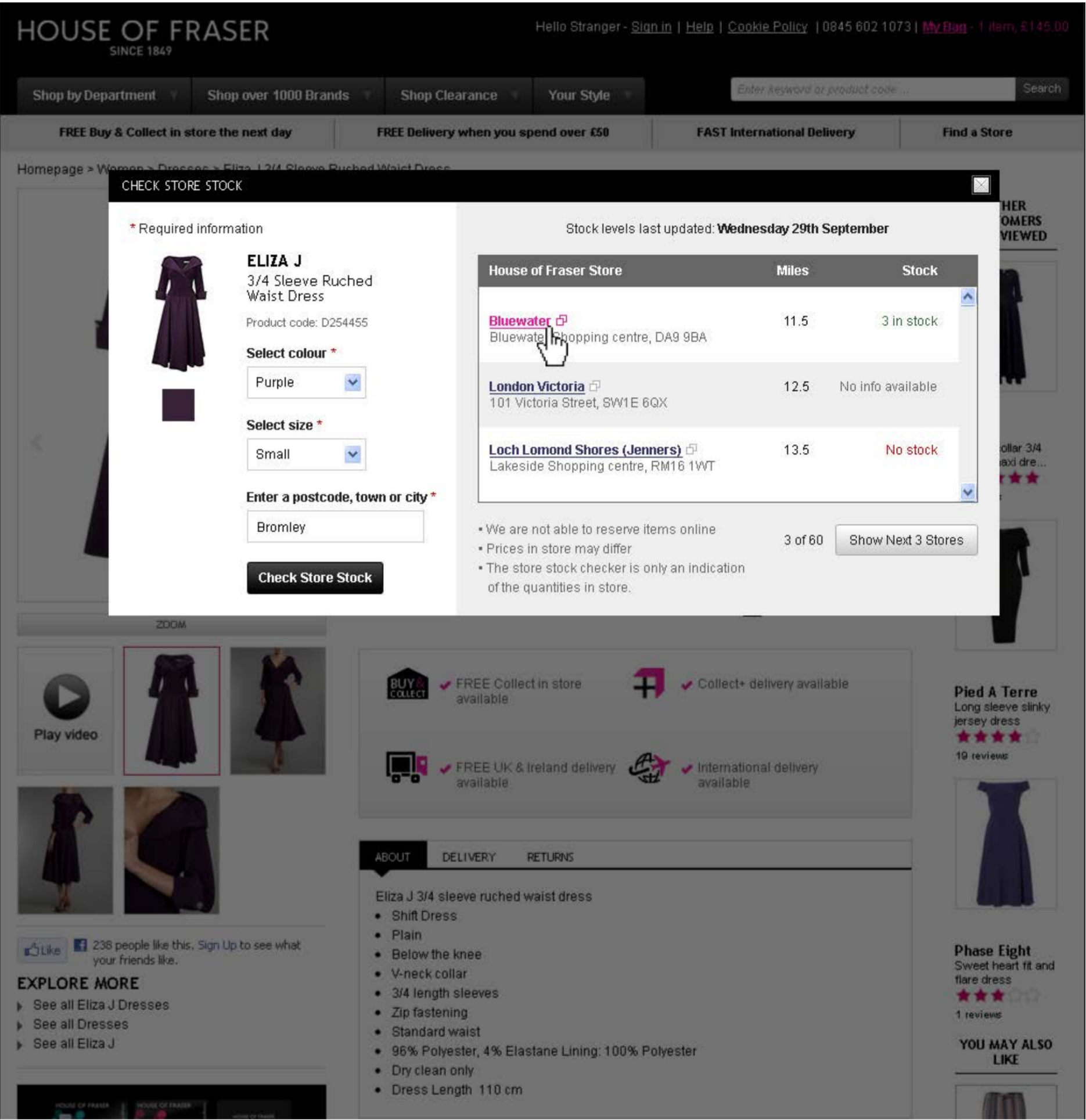
HOUSE OF FRASER

41

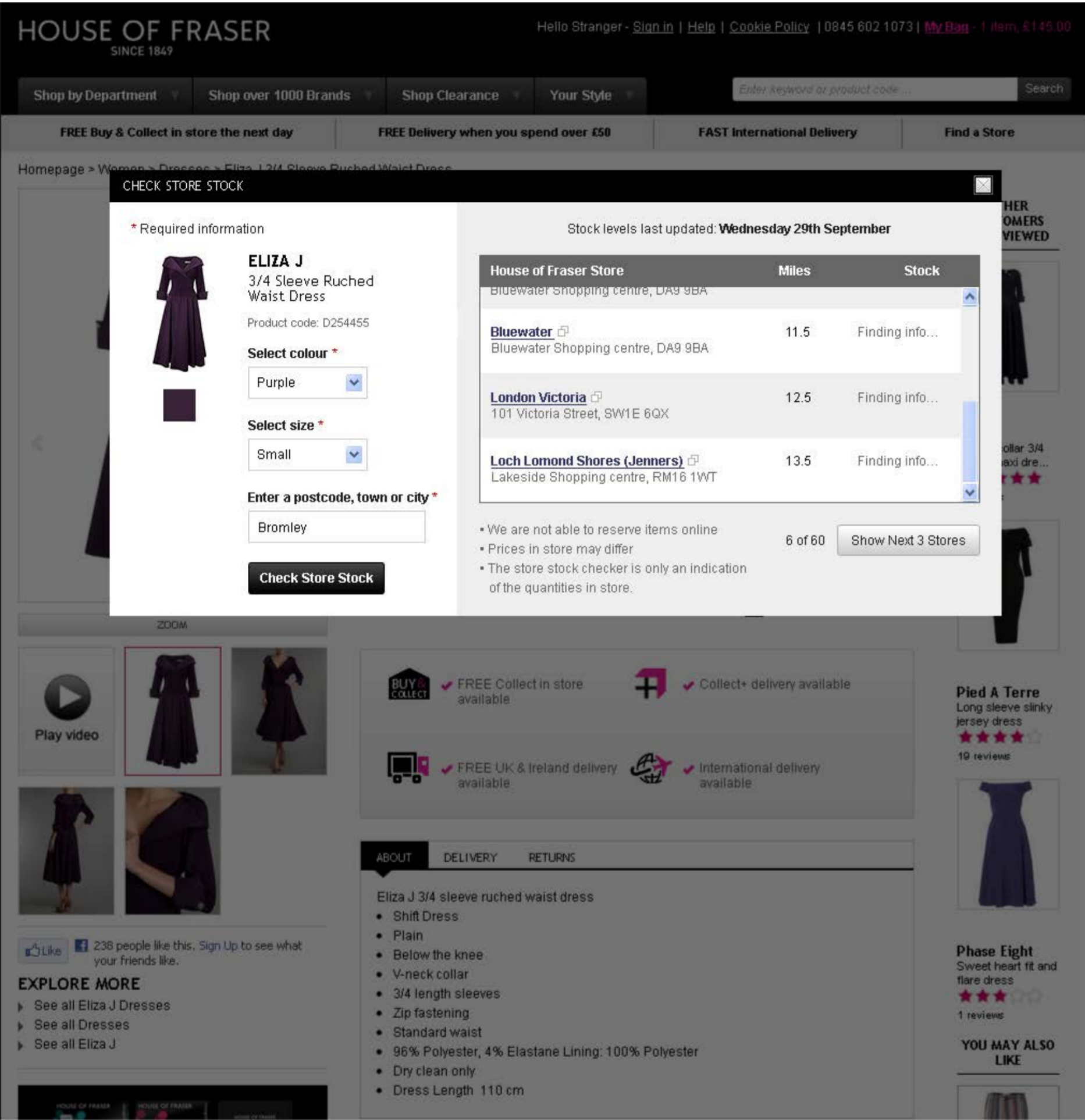
DD4. Overlay Blank Slate



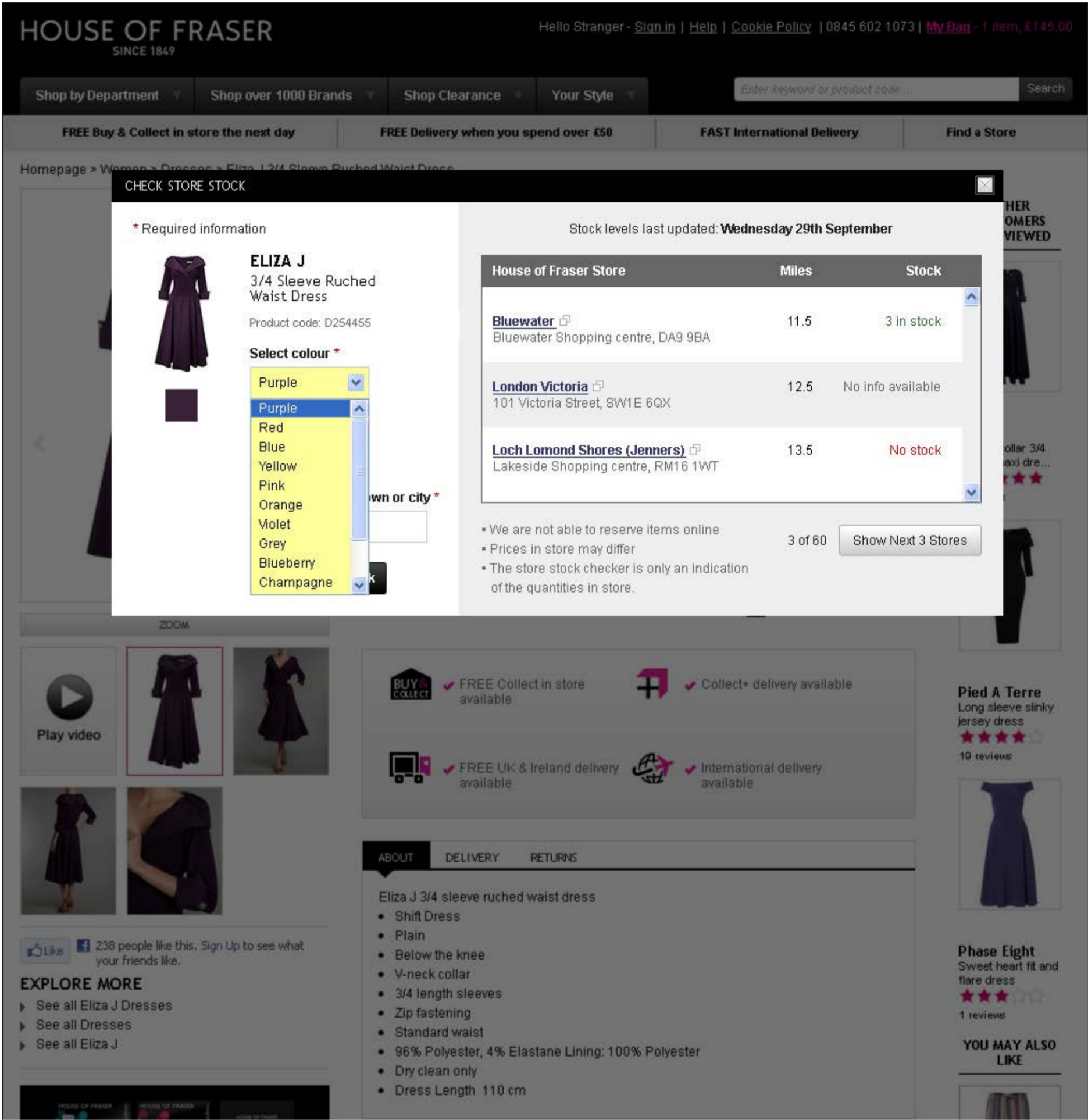
DD5. Overlay 3 Search Results



DD6. Overlay 6 Search Results



DD7. Overlay Drop Menu Max Lengths



DD8. Size Selected Line Number

HOUSE OF FRASER
SINCE 1849

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Shop by Department

Shop over 1000 Brands

Shop Clearance

Your Style

Enter keyword or product code ... Search


FREE Buy & Collect in store the next day

FREE Delivery when you spend over £50

FAST International Delivery





Find a Store

Homepage > Women > Dresses > Eliza J 3/4 Sleeve Ruched Waist Dress



ZOOM


Play video




ELIZA J
3/4 Sleeve Ruched Waist Dress
Product code: D254455

Eliza J
New York


OTHER CUSTOMERS ALSO VIEWED



Eliza J
Portrait collar 3/4 sleeve maxi dre...
★★★★★
5 reviews



Pied A Terre
Long sleeve slinky jersey dress
★★★★☆
10 reviews






Phase Eight
Sweet heart fit and flare dress
★★★★☆
1 reviews

£ 130.00

★★★★★ 49 Reviews [Write a review](#) [Questions & Answers](#)

SELECT COLOUR: PURPLE



SELECT SIZE:

8 10 12 14 16 18 20

Quantity 1

IN STOCK

ADD TO BAG or [Check Store Stock](#)

165288703

BUY & COLLECT

FREE Collect in store available

Collect+ delivery available

FREE UK & Ireland delivery available

International delivery available

ABOUT DELIVERY RETURNS

Eliza J 3/4 sleeve ruched waist dress

- Shift Dress
- Plain
- Below the knee
- V-neck collar
- 3/4 length sleeves
- Zip fastening
- Standard waist
- 96% Polyester, 4% Elastane Lining: 100% Polyester
- Dry clean only
- Dress Length 110 cm

EXPLORE MORE

- See all Eliza J Dresses
- See all Dresses
- See all Eliza J

HOUSE OF FRASER

HOUSE OF FRASER

HOUSE OF FRASER

46

HOUSE OF FRASER

FRSR-4641 - STOCK IN STORE AVAILABILITY - Version 1.0 - 28 February 2013

DM. Mobile pages

DM8. Product Page Default

HELLO STRANGER | SIGN IN

HOUSE OF FRASER
SINCE 1849


Bag is empty

WOMEN > DRESSES > ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS




ELIZA J - 3/4 SLEEVE RUCHED WAIST DRESS

£ 130.00

Product code: D254455



SELECT COLOUR: PURPLE



SIZE:

Please Select

Quantity 1

ADD TO BAG

Please select a size

or

[Check Store Stock](#)

HOUSE OF FRASER

DM9. Product Page Active Link

HELLO STRANGER | SIGN IN

HOUSE OF FRASER
SINCE 1849


Bag is empty

WOMEN > DRESSES > ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS




ELIZA J - 3/4 SLEEVE RUCHED WAIST DRESS

£ 130.00

Product code: D254455



SELECT COLOUR: PURPLE



SIZE:

8

Quantity 1

ADD TO BAG

or

[Check Store Stock](#)

HOUSE OF FRASER

DM10. Product Page Item Not Available

HELLO STRANGER | SIGN IN

HOUSE OF FRASER
SINCE 1849


Bag is empty

WOMEN > DRESSES > ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS




ELIZA J - 3/4 SLEEVE RUCHED WAIST DRESS

£ 130.00

Product code: D254455



SELECT COLOUR: PURPLE



SIZE:

Please Select

Quantity 1

ADD TO BAG

Please select a size

or

Store stock levels are not available for this item

47

DM11. Product Page Item Not Available System

HELLO STRANGER | SIGN IN

HOUSE OF FRASER

SINCE 1849

Bag is empty

WOMEN > DRESSES > ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS

ELIZA J - 3/4 SLEEVE RUCHED WAIST DRESS

£ 130.00

Product code: D254455





SELECT COLOUR: PURPLE

SIZE:

Please Select

Quantity

1

ADD TO BAG

Please select a size

or

Store stock levels are not available at the moment

DM12. 3 Results

Hello Stranger | Sign In

HOUSE OF FRASER

SINCE 1849

Bag is empty

WOMEN > DRESSES > ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS > CHECK STORE STOCK

CHECK STORE STOCK

* Required information

ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455

Select colour *

Red

Select size *

Small

Enter a postcode, town, city or use your Current Location *

Bromley

Check Store Stock

Stock levels as at: Wednesday 29th September

House of Fraser Store	Miles	Stock
Loch Lomond Shores	11.2	3 in stock
London Victoria	12.5	No info available
Lakeside	13.7	No stock

3 of 60

Show Next 3 Stores

We are not able to reserve items online

Prices in store may differ

The store stock checker is only an indication of the quantities in store.

Enter keyword or product code ...

Search

Customer Services 0845 602 1073

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[Privacy Policy](#)

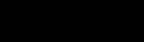
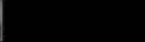


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DM13. 6 Results

Hello Stranger | Sign In

HOUSE OF FRASER

SINCE 1849

Bag is empty

WOMEN > DRESSES > ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS > CHECK STORE STOCK

CHECK STORE STOCK

* Required information

ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455

Select colour *

Red

Select size *

Small

Enter a postcode, town, city or use your Current Location *

Bromley

Check Store Stock

Stock levels as at: Wednesday 29th September

House of Fraser Store	Miles	Stock
Loch Lomond Shores	11.2	3 in stock
London Victoria	12.5	No info available
Lakeside	13.7	No stock
Croydon	14.6	Finding info...
London City	15.2	Finding info...
Birmingham	190.8	Finding info...

6 of 60

Show Next 3 Stores

We are not able to reserve items online

Prices in store may differ

The store stock checker is only an indication of the quantities in store.

Enter keyword or product code ...

Search

Customer Services 0845 602 1073

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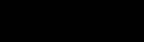
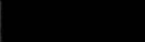


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FRSR-4641 - STOCK IN STORE AVAILABILITY - Version 1.0 - 28 February 2013

DM14. Check Stock Default

Hello Stranger | Sign In

HOUSE OF FRASER

SINCE 1849

Bag is empty

WOMEN > DRESSES > ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS > CHECK STORE STOCK

CHECK STORE STOCK

* Required information

ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455

Select colour *

Red

Select size *

Small

Enter a postcode, town, city or use your Current Location *

Check Store Stock

Enter keyword or product code ...

Search

Customer Services 0845 602 1073

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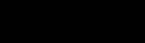
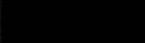


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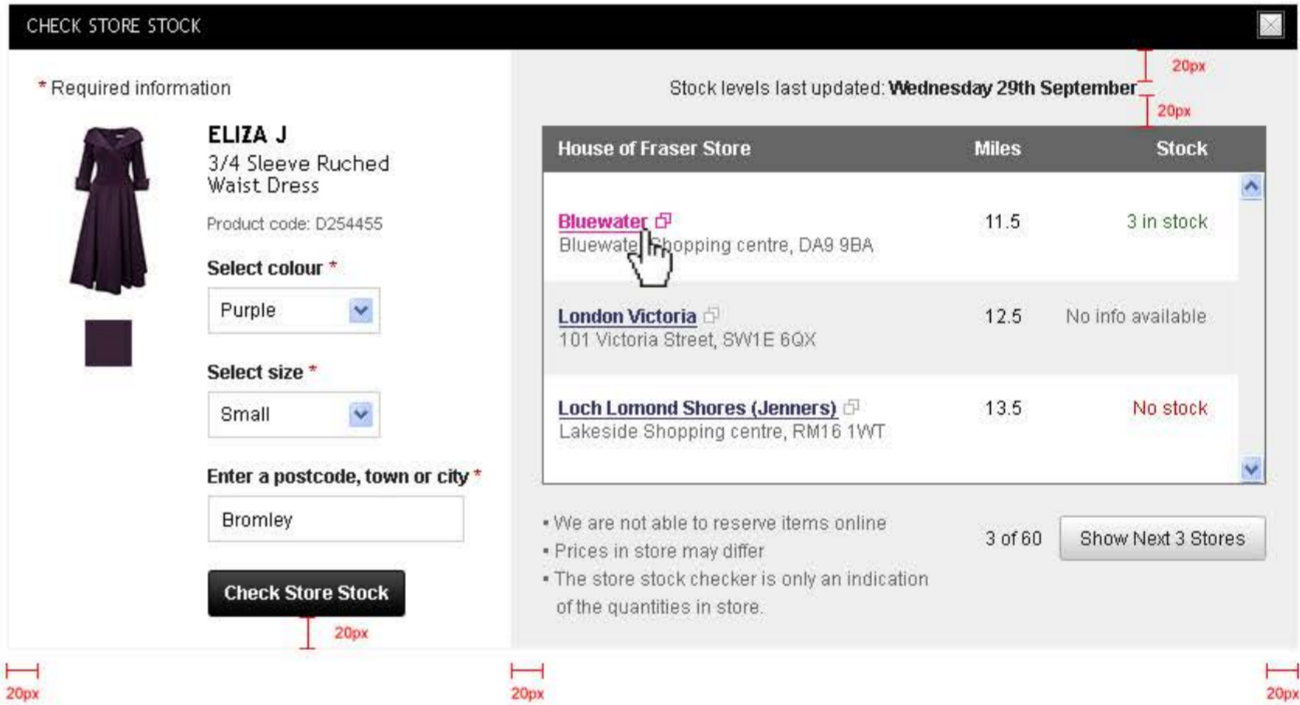
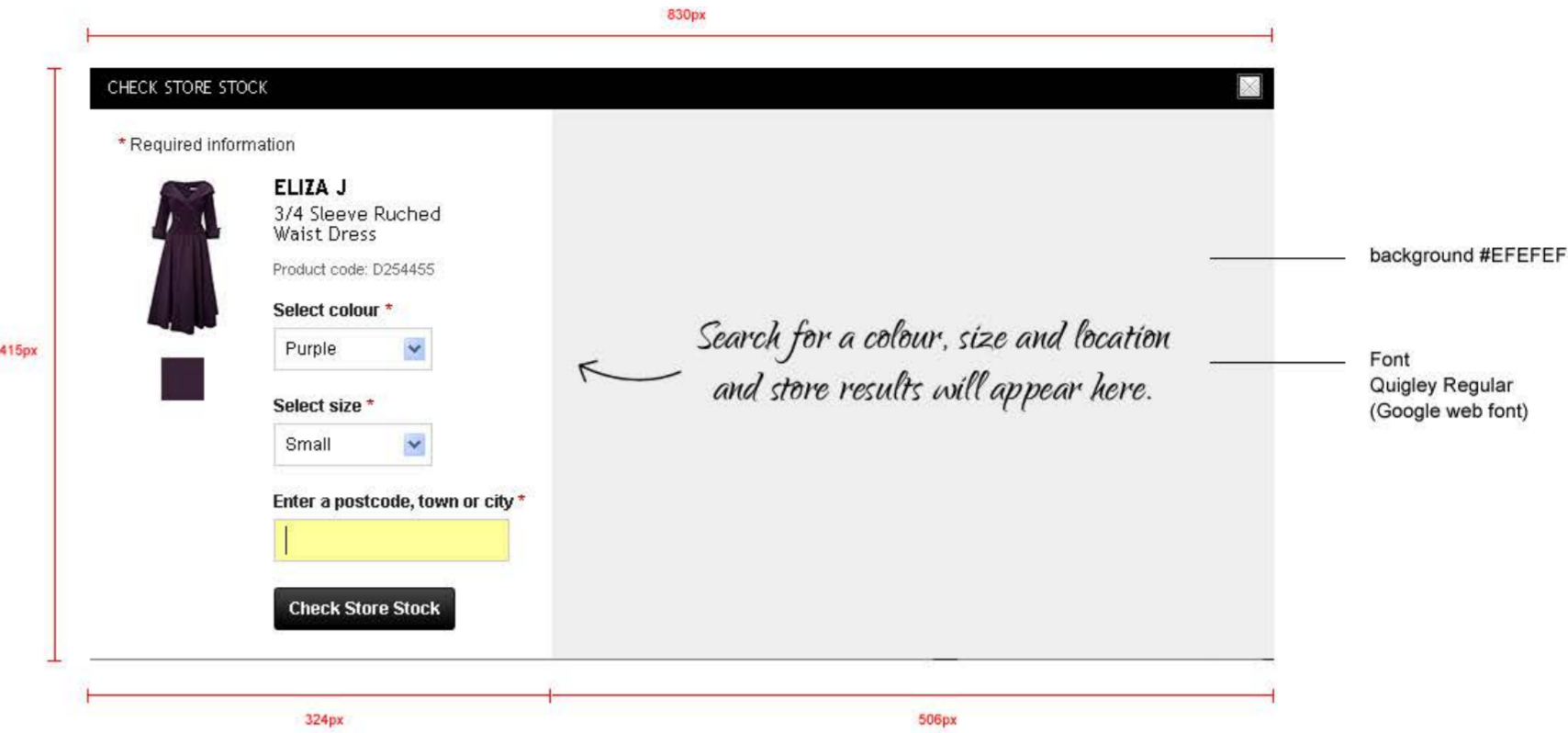
HOUSE OF FRASER

49

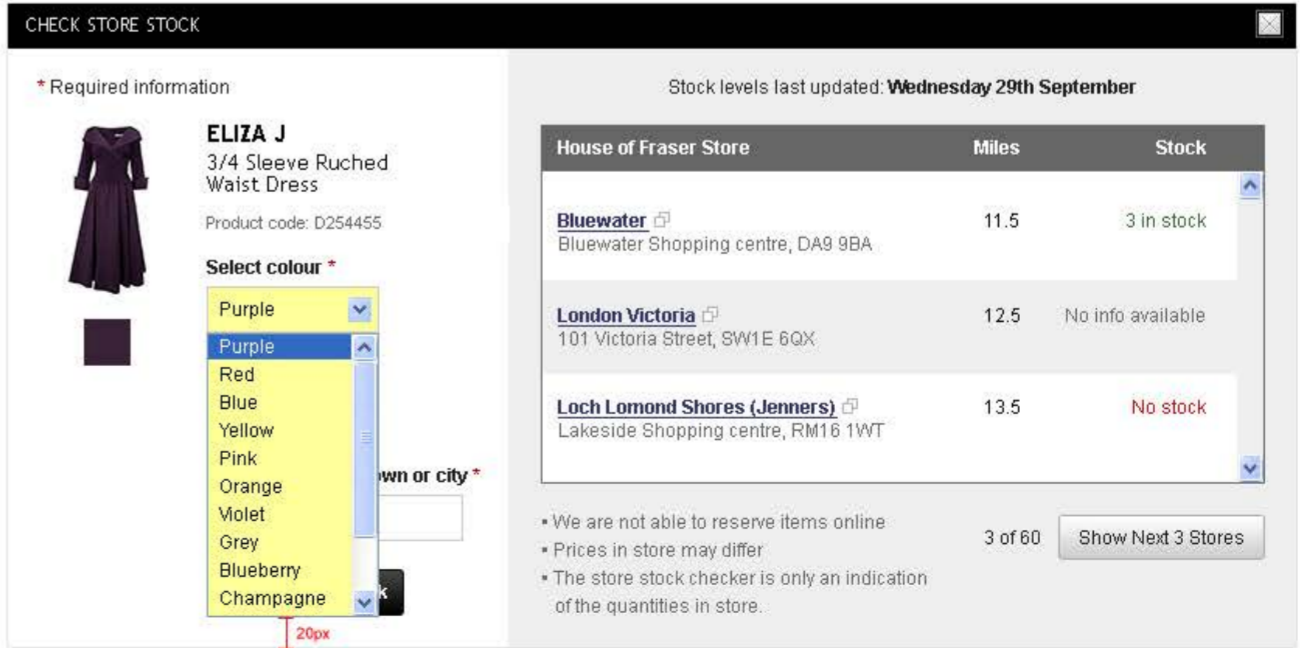
Design Specifications

The following pages show measurements for the UI designs.

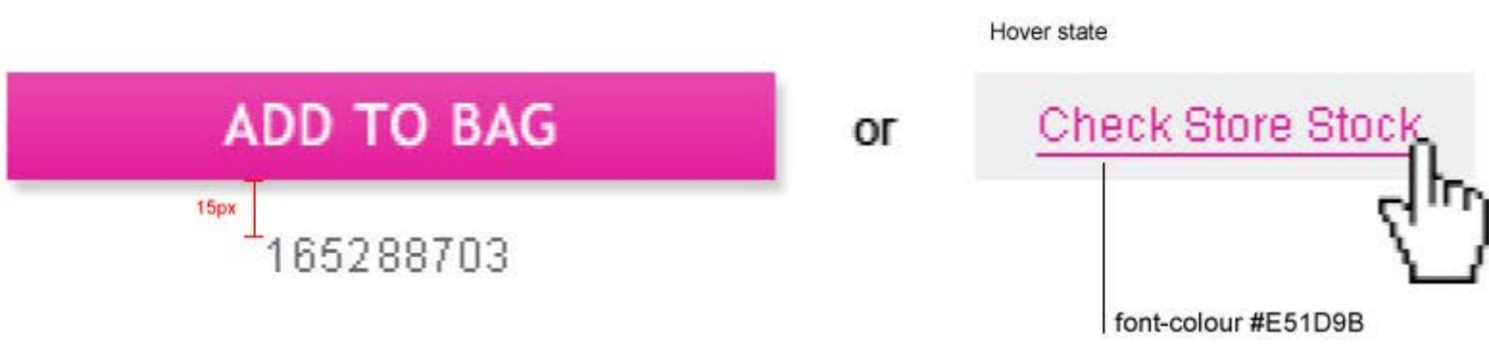
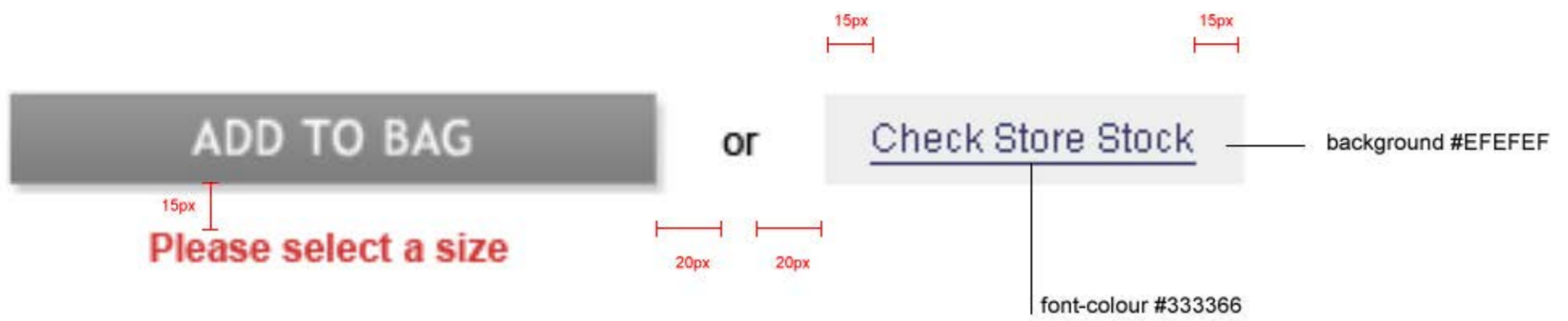
DD9. Basic Spec



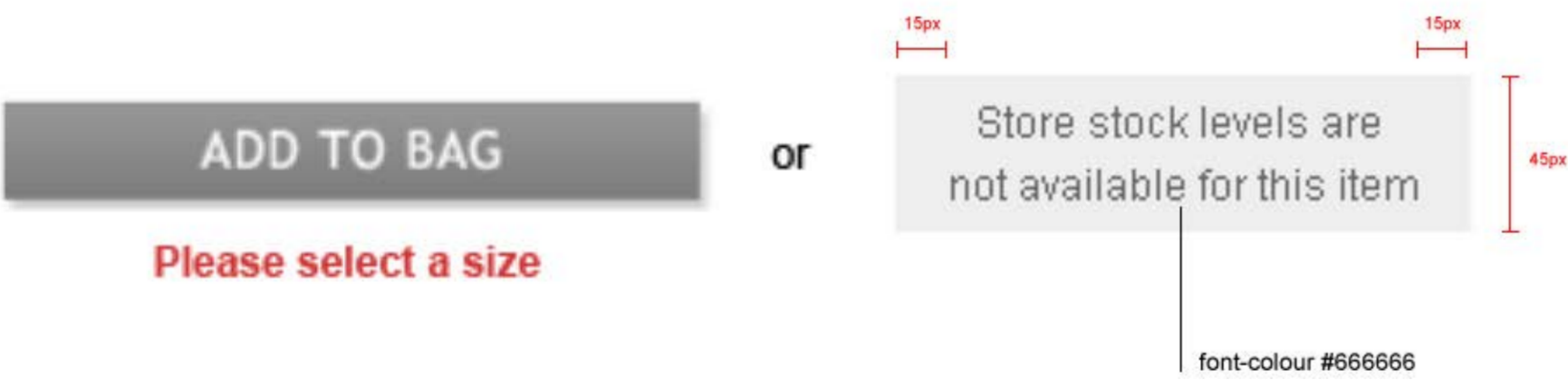
Expanded drop-down menu should remain within 20px of the edge of the overlay



DD10. Call to Action

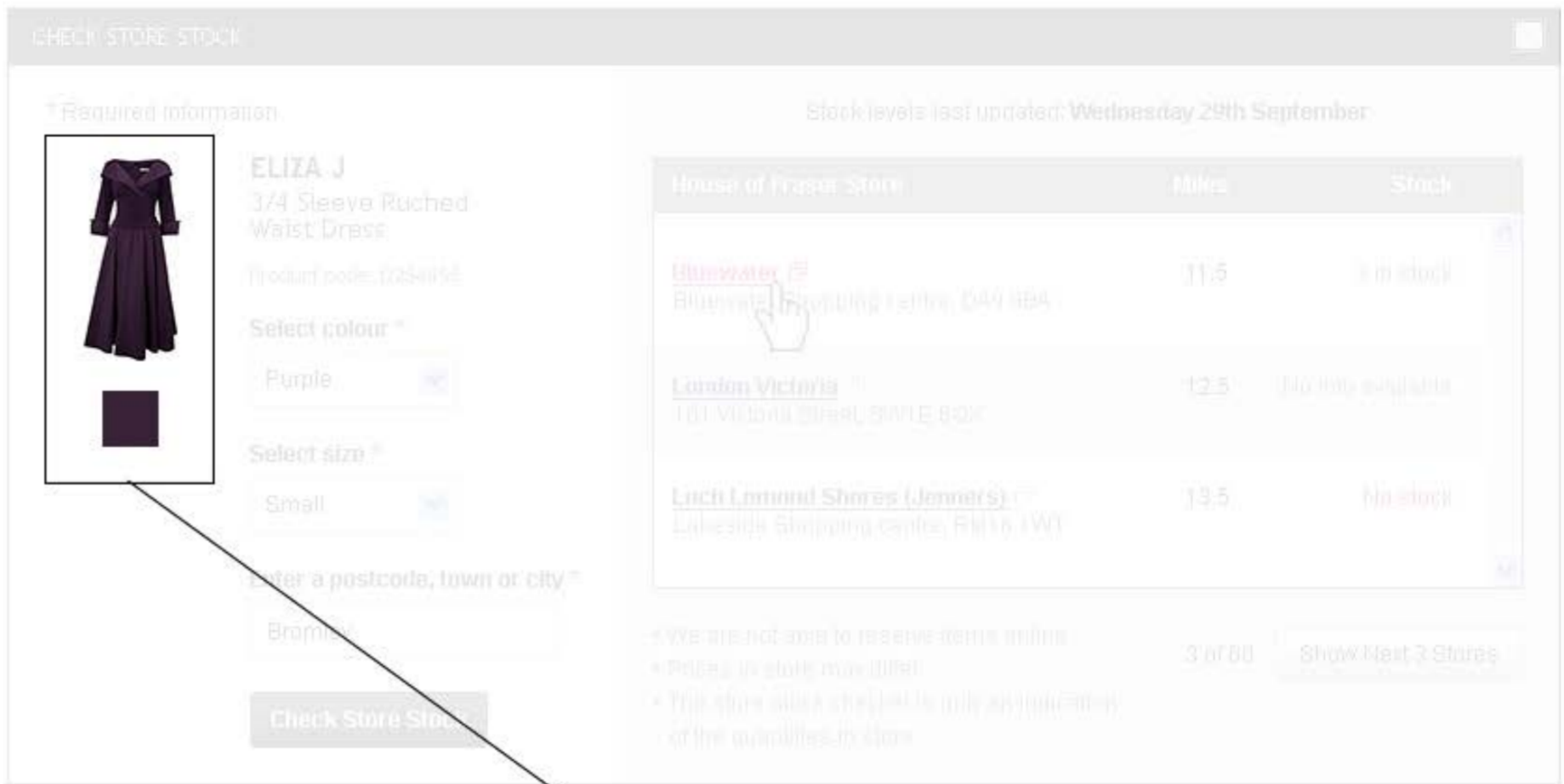


Messaging for concession products and system error



DD11.Images

Desktop overlay - product image and colour swatch specifications



DD12. Results Table

Desktop overlay - specifications for table showing 3 results

CHECK STORE STOCK

* Required information

ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455

Select colour *

Purple

Select size *

Small

Enter a postcode, town or city *

Bransley

Check Store Stock

Stock levels last updated: Wednesday 28th September

House of Fraser Store	Miles	Stock
Bluewater	11.5	3 in stock
London Victoria	12.5	No info available
Loch Lomond Shores (Jenners)	13.5	No stock

1 of 60

Show Next 3 Stores

background #666666

background #FFFFFF

background #EFEFEF

Desktop overlay - font colour specifications

CHECK STORE STOCK

* Required information

ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455

Select colour *

Purple

Select size *

Small

Enter a postcode, town or city *

Bransley

Check Store Stock

Stock levels last updated: Wednesday 28th September

House of Fraser Store	Miles	Stock
Bluewater	11.5	3 in stock
London Victoria	12.5	No info available
Loch Lomond Shores (Jenners)	13.5	No stock

1 of 60

Show Next 3 Stores

font-colour #E51D9B

font-colour #333366

font-colour #666666

font-colour #336633

font-colour #666666

font-colour #CC0000

font-colour #000000

Desktop overlay - specifications for table showing 6 or more results

CHECK STORE STOCK

* Required information

ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455

Select colour *

Purple

Select size *

Small

Enter a postcode, town or city *

Bransley

Check Store Stock

Stock levels last updated: Wednesday 28th September

House of Fraser Store	Miles	Stock
Bluewater	11.5	Finding info...
London Victoria	12.5	Finding info...
Loch Lomond Shores (Jenners)	13.5	Finding info...

6 of 60

Show Next 3 Stores

font-colour #666666

DM13. Call to Action

HELLO STRANGER | SIGN IN

HOUSE OF FRASER

SINCE 1849

Bag is empty

WOMEN > DRESSES > ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS

ELIZA J - 3/4 SLEEVE RUCHED WAIST DRESS

£ 130.00

Product code: D254455

SELECT COLOUR: PURPLE

SIZE:

Please Select

Quantity

1

ADD TO BAG

Please select a size

or

Check Store Stock

Standard product page content from this point

Default state

Quantity

1

ADD TO BAG

Please select a size

or

Check Store Stock

Active state

Quantity

1

IN STOCK

165288703

ADD TO BAG

or

Check Store Stock

HOUSE OF FRASER

55

DM14. Results Table

[Hello Stranger](#) [Sign In](#)


HOUSE OF FRASER
SINCE 1849

Bag is empty

[Home](#) > [WOMEN](#) > [DRESSES](#) > [ELIZA J 3/4 SLEEVE RUCHED WAIST DRESS](#) > [CHECK STORE STOCK](#)

CHECK STORE STOCK

* Required information



ELIZA J

3/4 Sleeve Ruched Waist Dress

Product code: D254455

Select colour *

Red

Select size *

Small

Enter a postcode, town, city or use your [Current Location](#) *

Bromley

Check Store Stock

Stock levels as at: **Wednesday 29th September**

House of Fraser Store	Miles	Stock
Loch Lomond Shores	11.2	3 in stock
London Victoria	12.5	No info available
Lakeside	13.7	No stock
Croydon	14.6	Finding info...
London City	15.2	Finding info...
Birmingham	190.8	Finding info...

6 of 60

Show Next 3 Stores

▪ We are not able to reserve items online

▪ Prices in store may differ

▪ The store stock checker is only an indication of the quantities in store.

Enter keyword or product code ...

Search

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Check Store Stock

Stock levels as at: **Wednesday 29th September**

House of Fraser Store	Miles	Stock
Loch Lomond Shores	11.2	3 in stock
London Victoria	12.5	No info available
Lakeside	13.7	No stock
Croydon	14.6	Finding info...
London City	15.2	Finding info...
Birmingham	190.8	Finding info...

6 of 60

Show Next 3 Stores

▪ We are not able to reserve items online

▪ Prices in store may differ

▪ The store stock checker is only an indication of the quantities in store.