

HOUSE OF FRASER

# Stock in Store Availability

## Version: 1.0

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## Introduction

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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

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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

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### **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](http://hofprod.fastnet.co.uk/projects/instore)

### **Annotation of the design on Notable**

<https://www.notableapp.com/sets/0bdf18be3cc57c319b6792d0a66c4435106fa67a>

### **PSDs - Raw artwork**

<https://www.dropbox.com/sh/bmp81x2pxse020/7-OriGkXxO>

## Change Log

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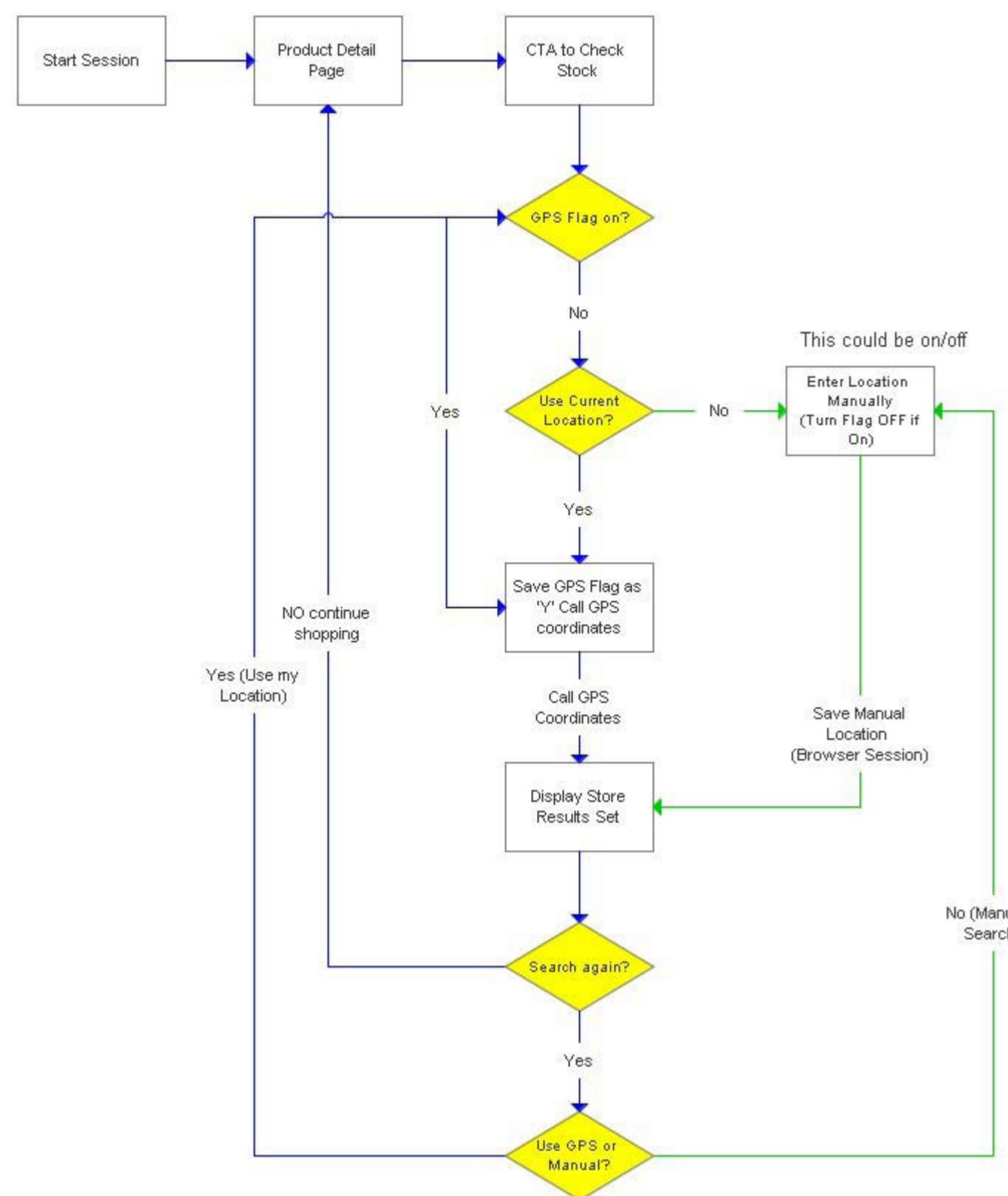
### Version 1.0 date

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

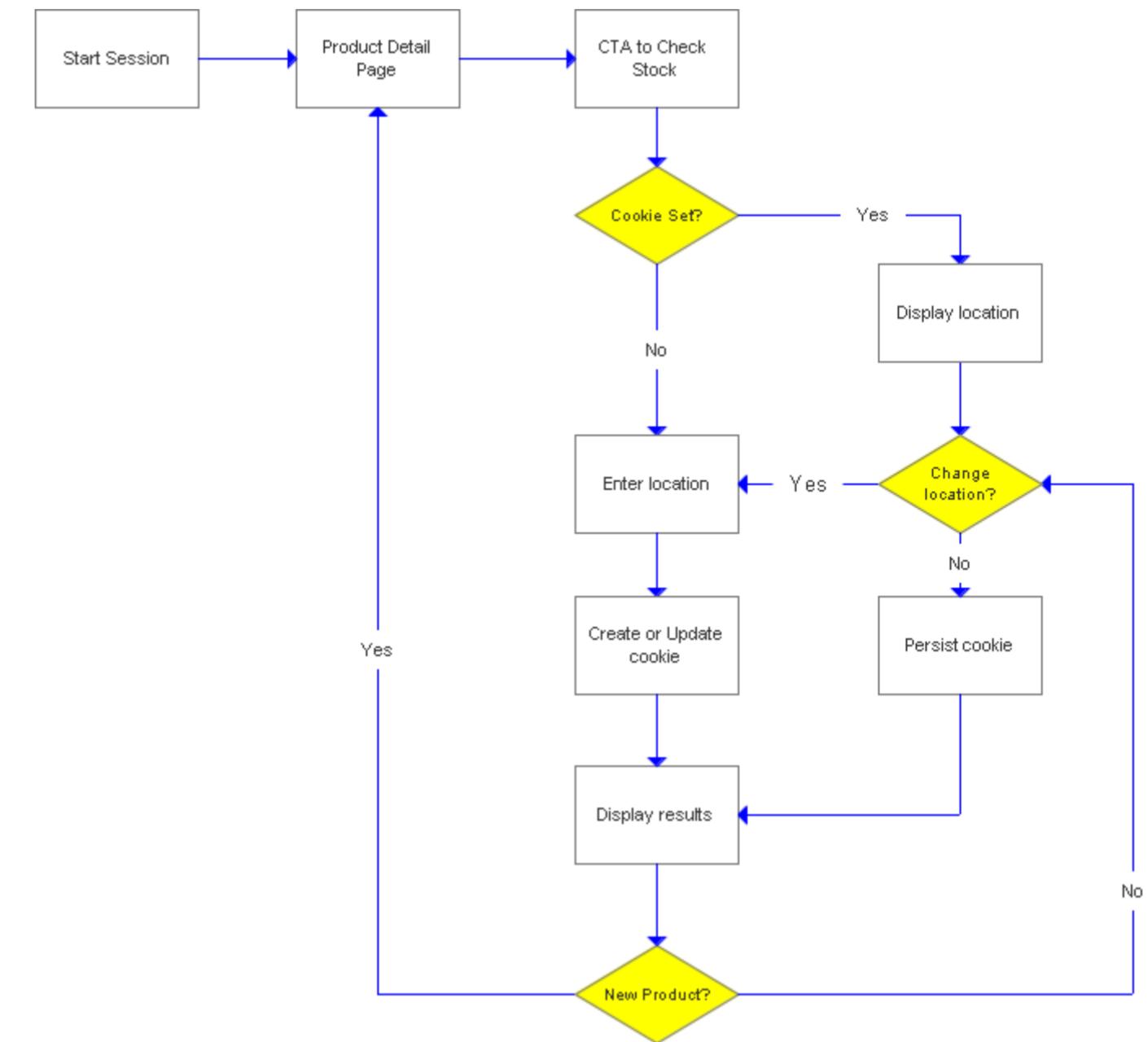
## Flows

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

## F.M Mobile Flow



## FD. Desktop Cookie Flow



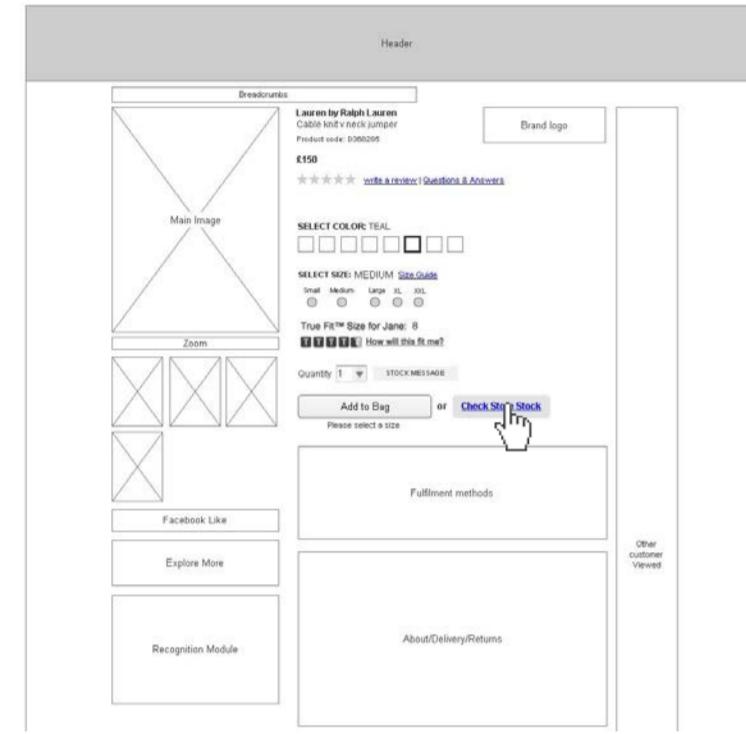
# Journeys

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

## JD. Desktop Journey

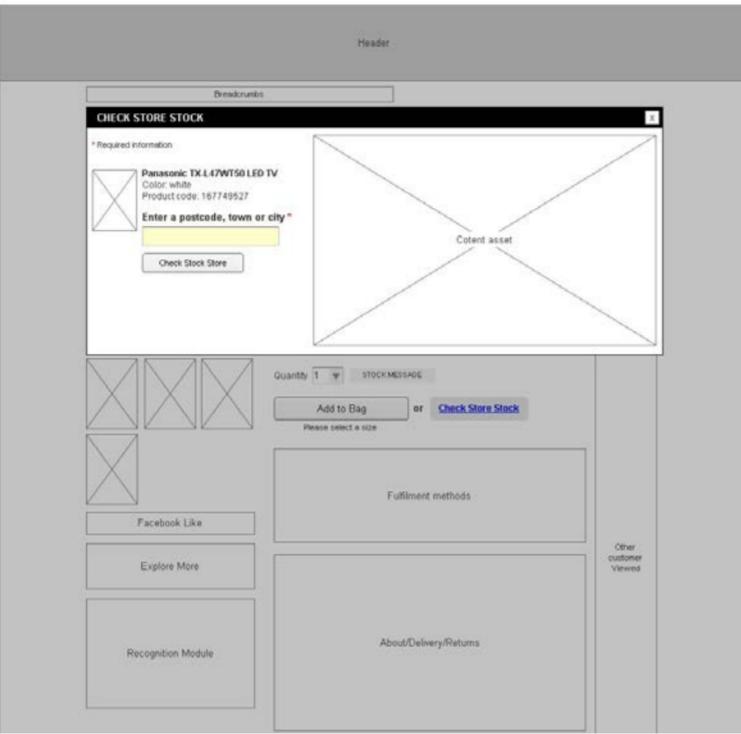
### 1 Product detail page

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



### 2 Store stock overlay

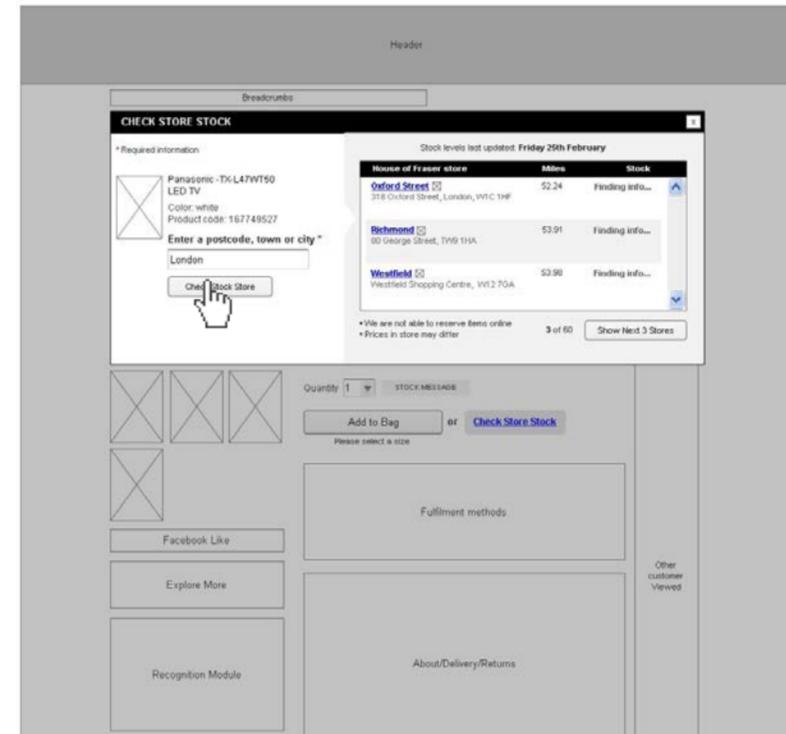
The store stock overlay is displayed. See W6 for more details.



### 3 Finding info...

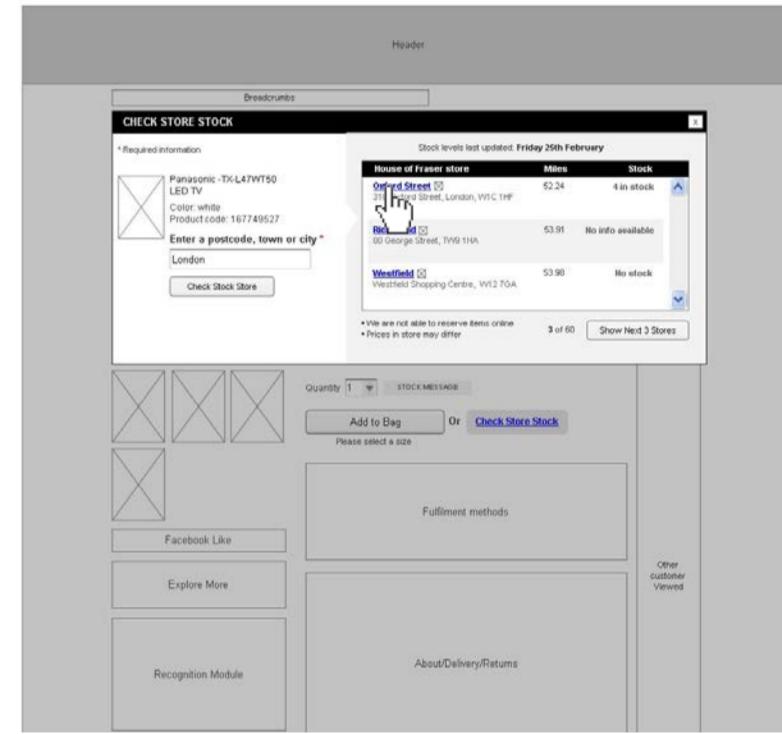
The user enters a location and searches for available stock. See W5 for more details.

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.



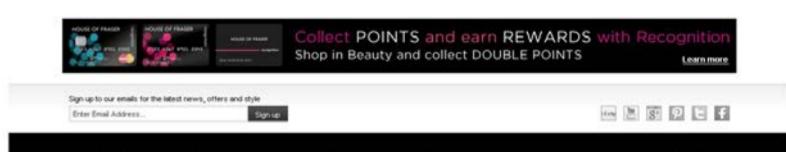
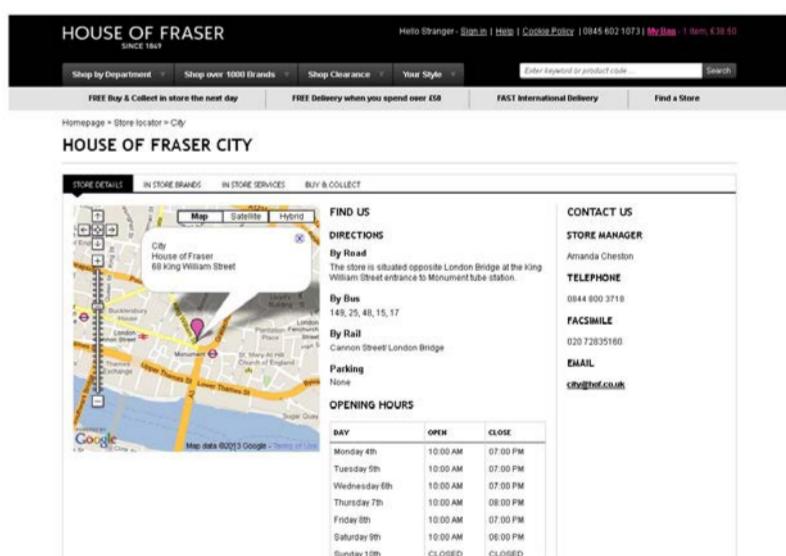
### 4 Store and stock availability

The user clicks the store name for more details about the store. Display the current store location page on a new tab which has focus. 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.



## 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.

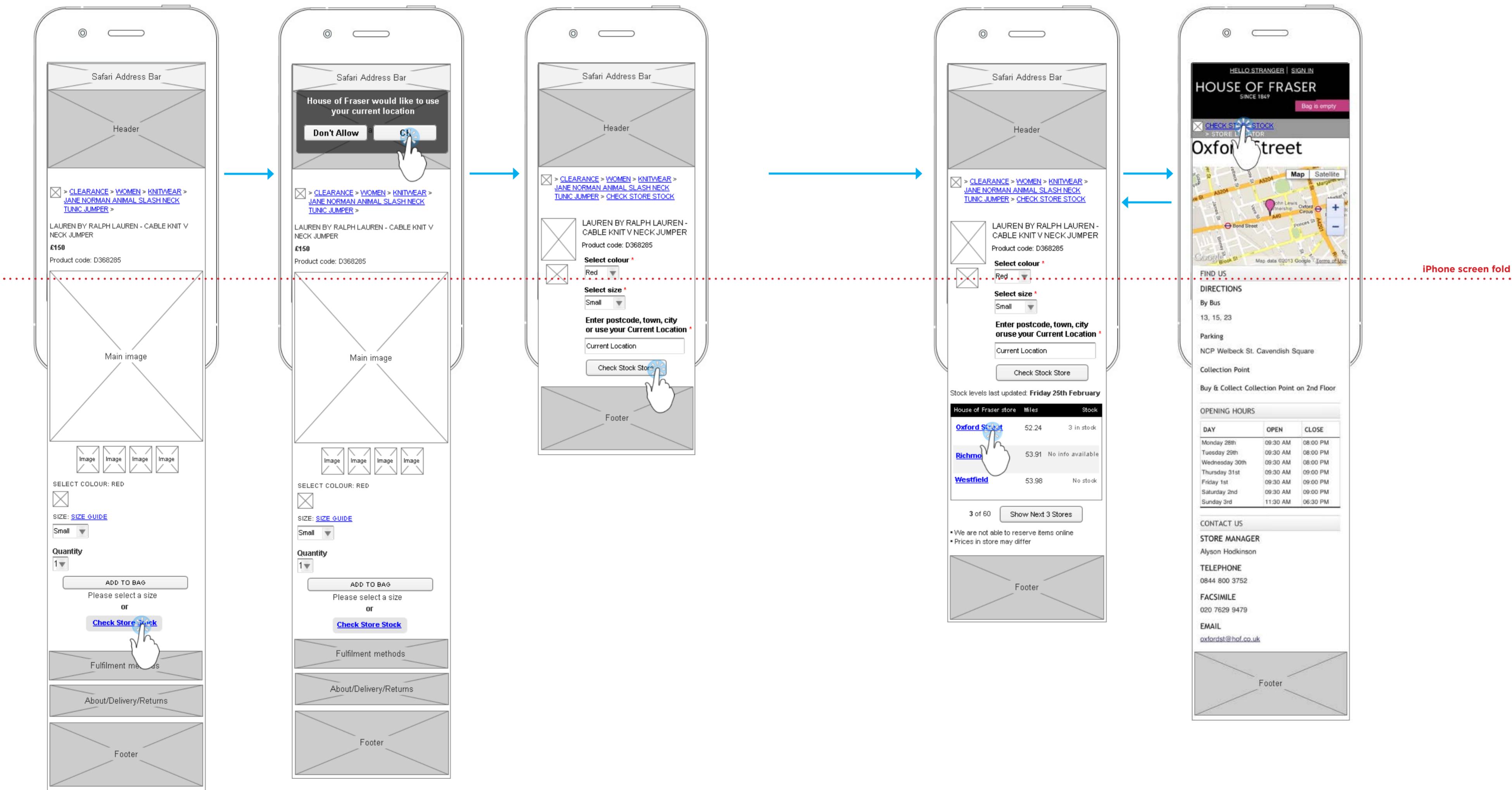
Persist the user's Current Location. The geolocation alert dialogue won't be displayed unless the user enters it manually.

### 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

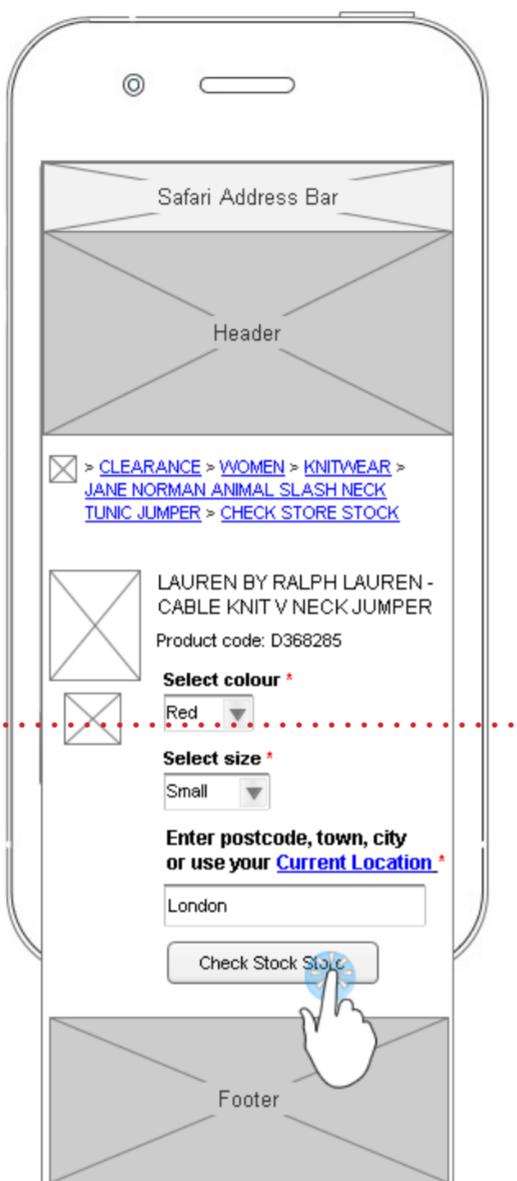
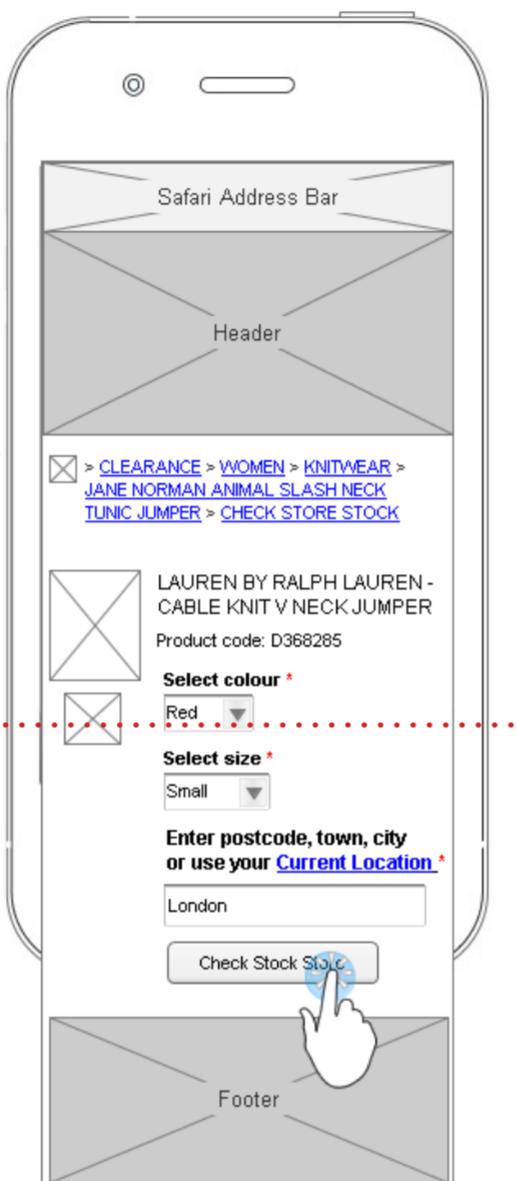
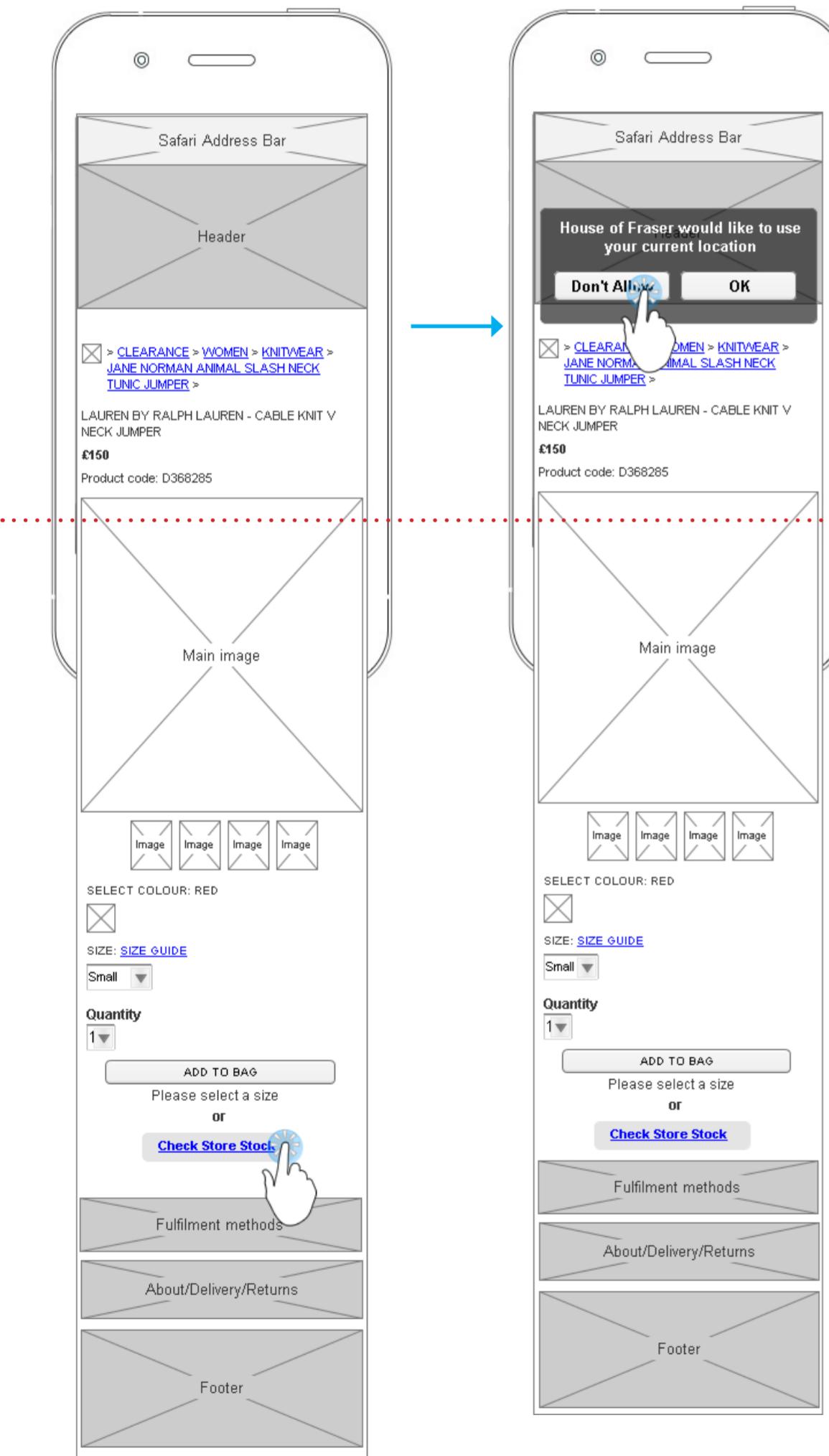
The user doesn't allow House of Fraser to use their current location. See W3 for more details.

### 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.

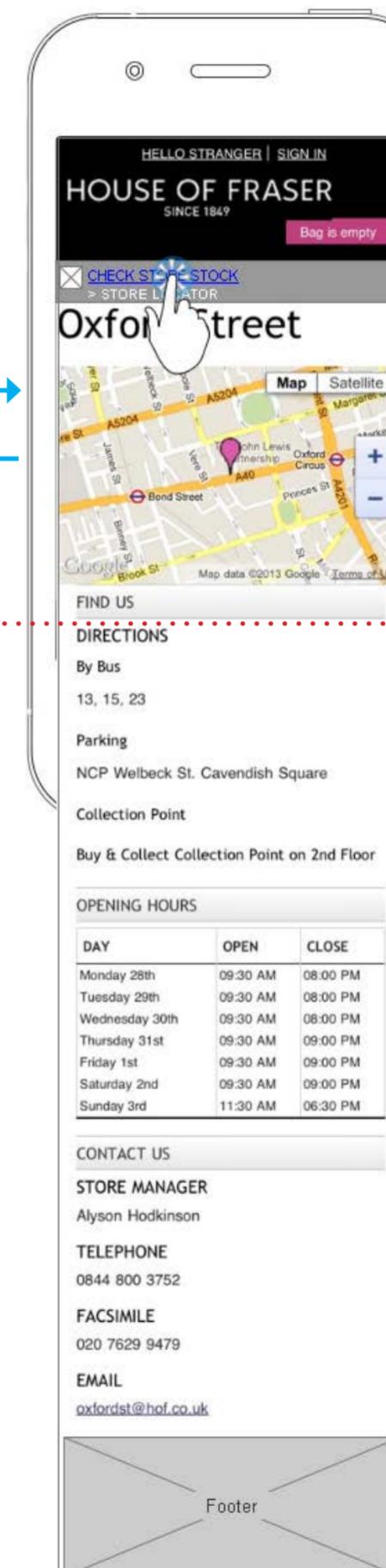
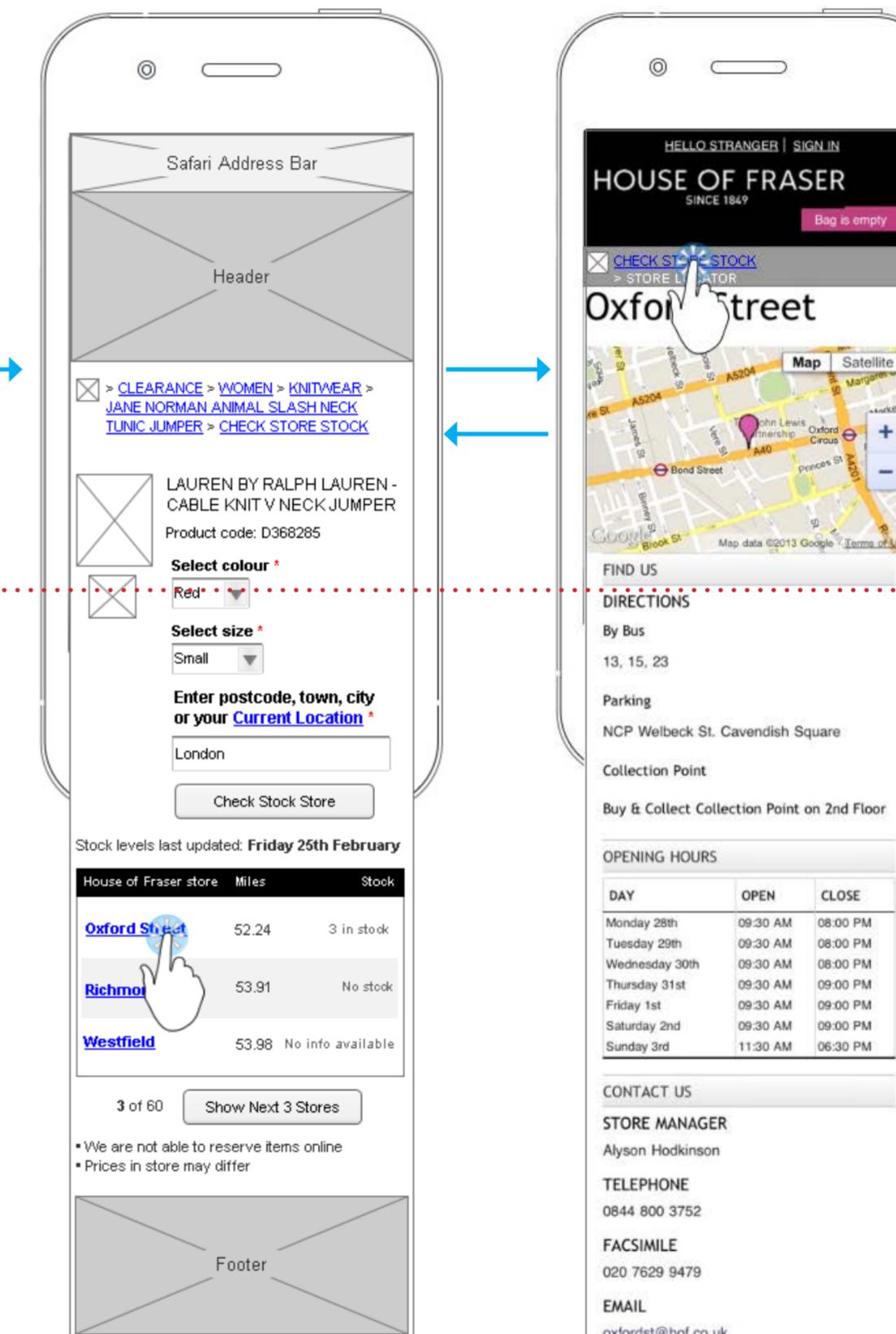


### 4 Display store stock availability

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.

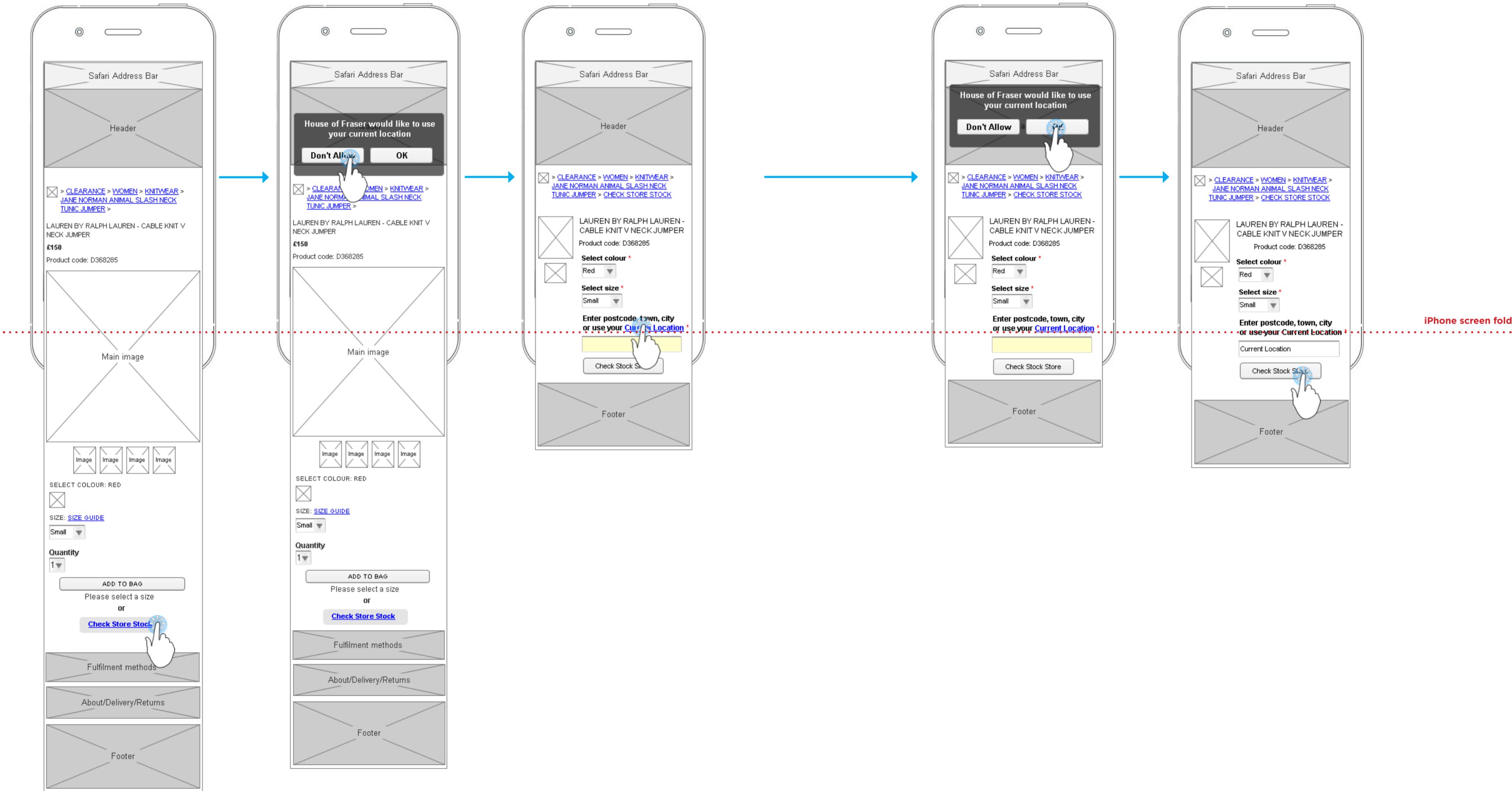
The user chooses to use their current location by clicking the *Current Location* link.

### 4 Geolocation alert dialogue

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

### 5 Check store stock page

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 W4 & JM4 for more details.



## JM4. Mobile - Store Results Ease Up Above the Screen

### 1 Check store stock page

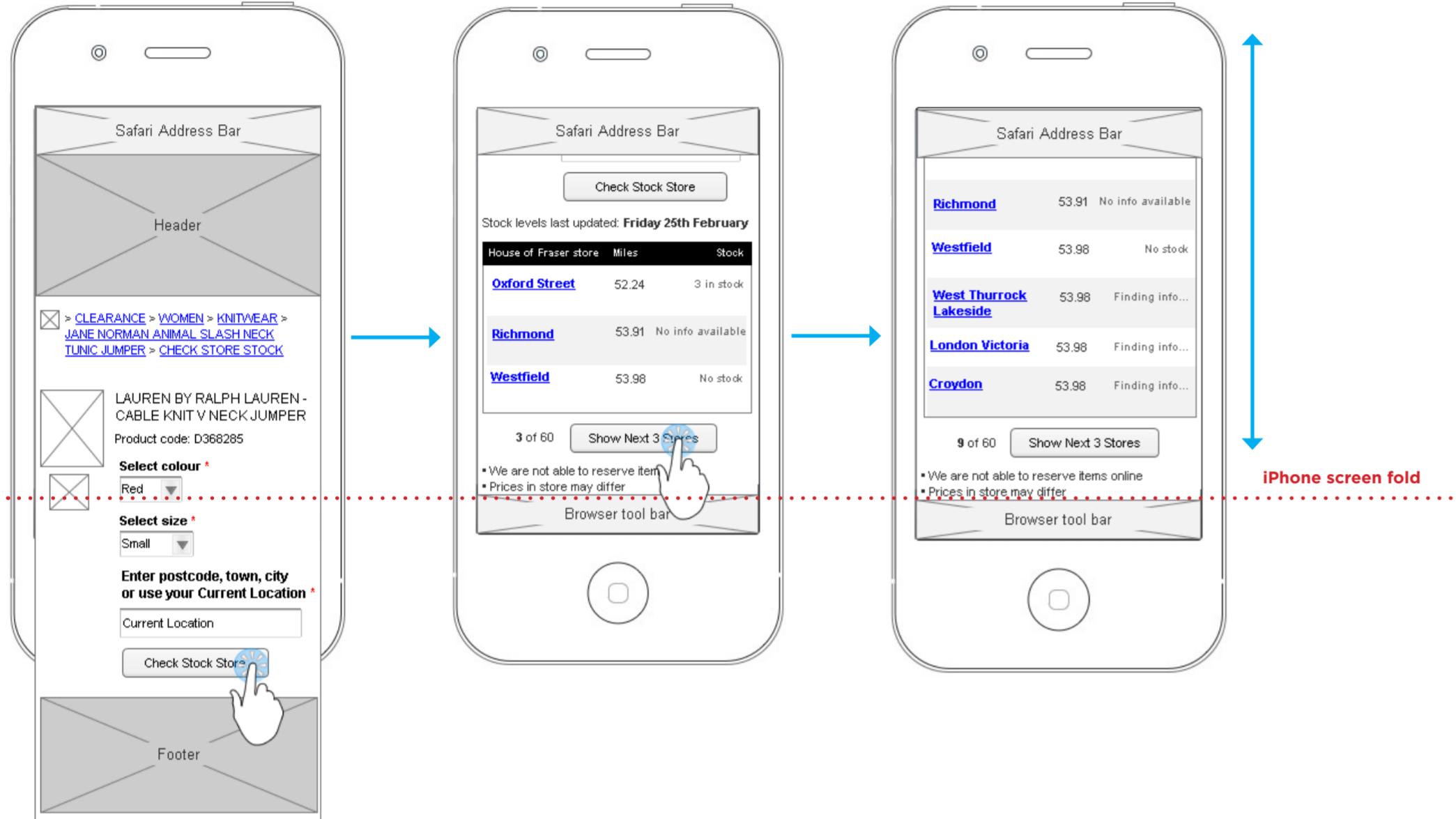
User clicks the check store stock button. See W4 for more details.

### 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

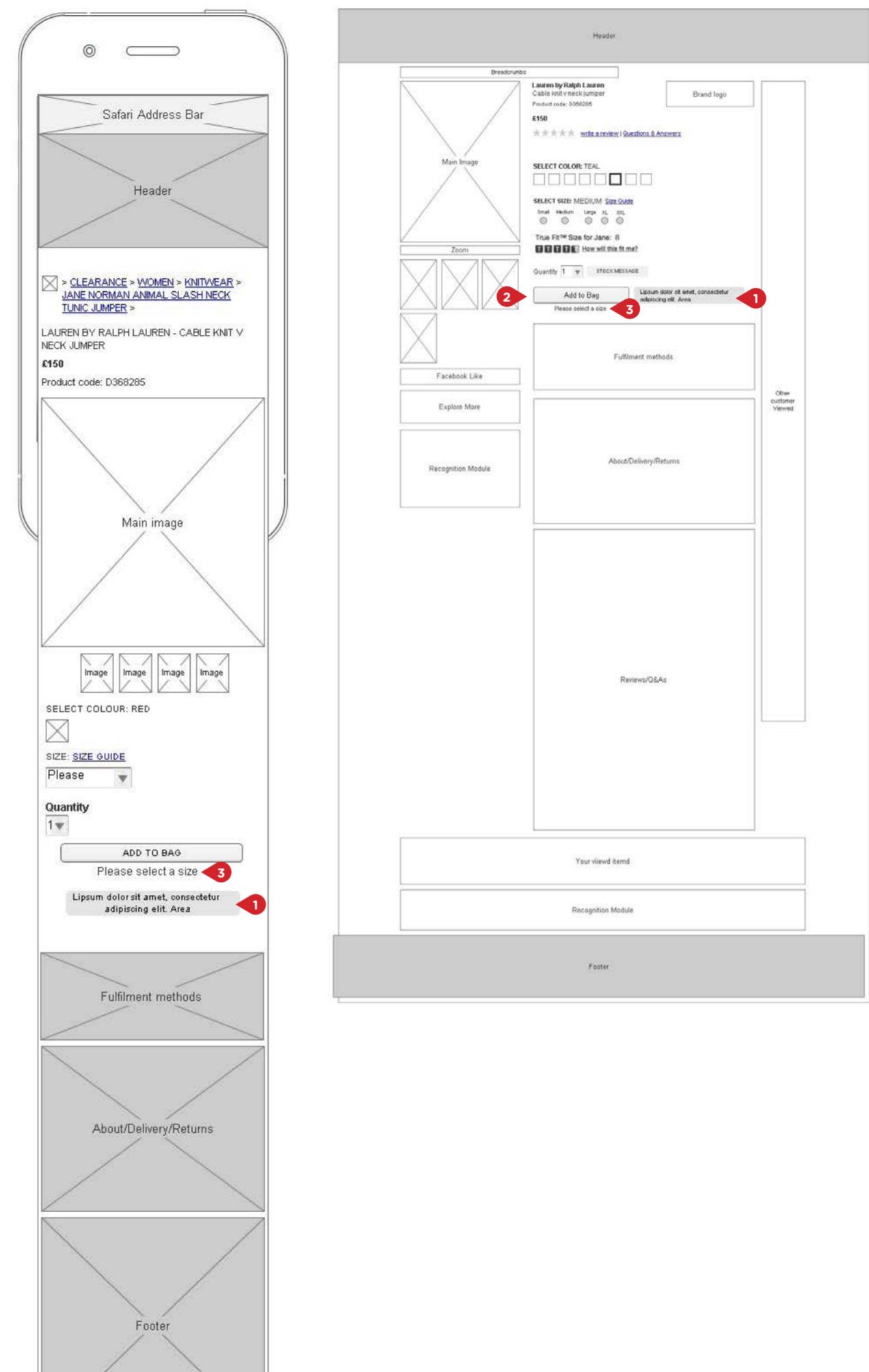
If the user clicks the show next 3 stores button again the page reloads and eases up displaying the next set of 3 stores at the bottom of the screen.



## W1. Message for Concession Products & Service Interruption

# Wireframes

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



### 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.

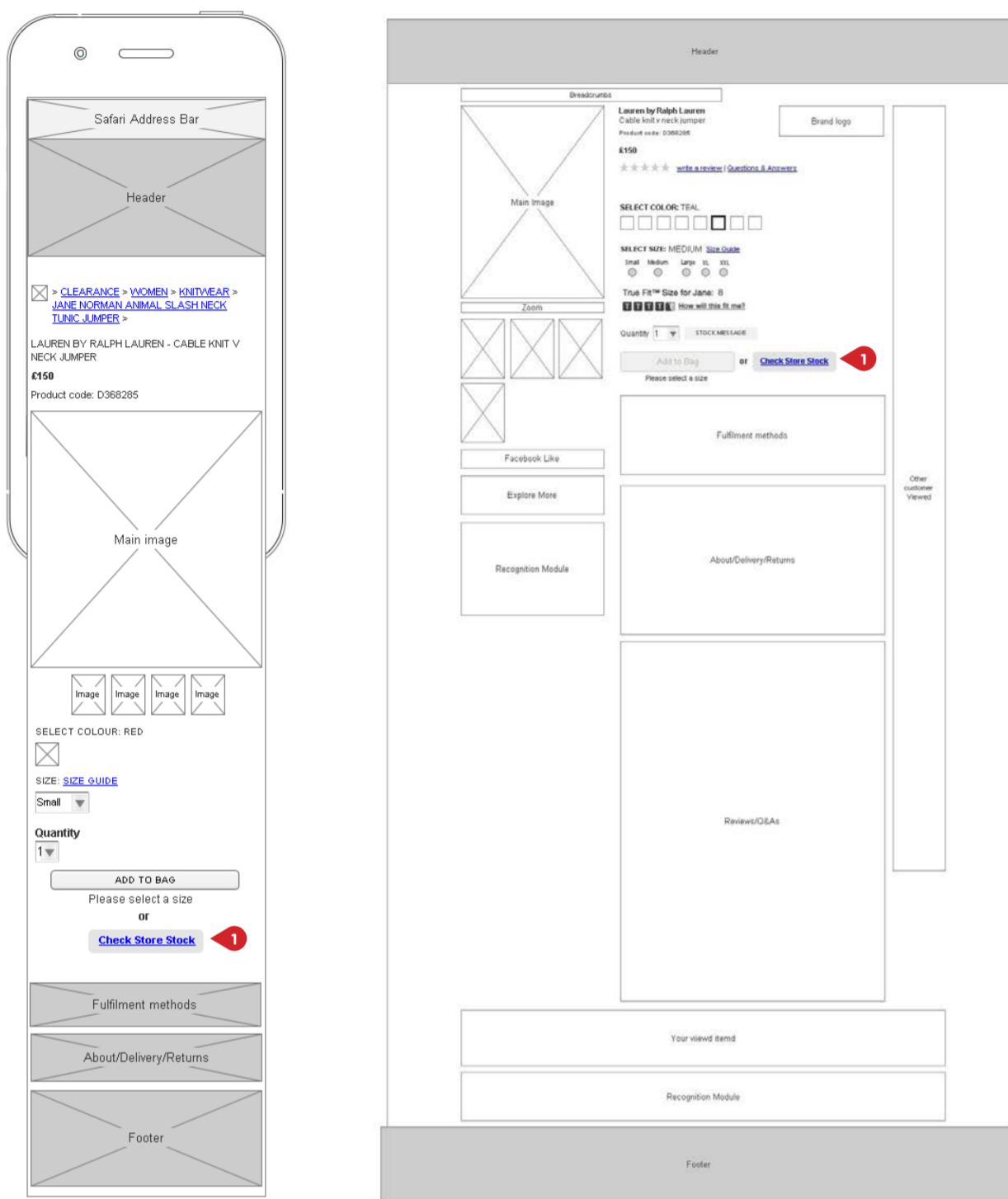
### 2 Add to bag button

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

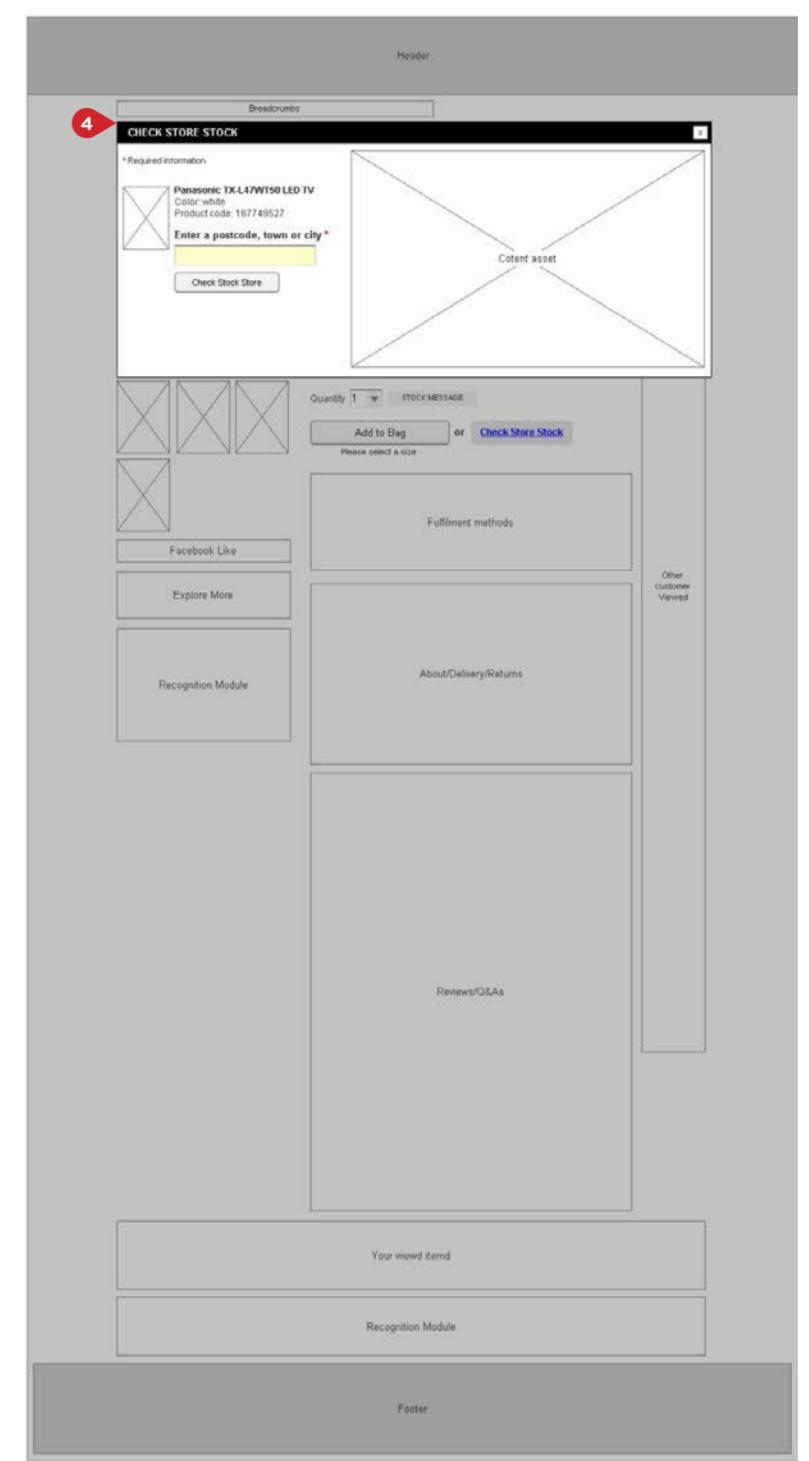
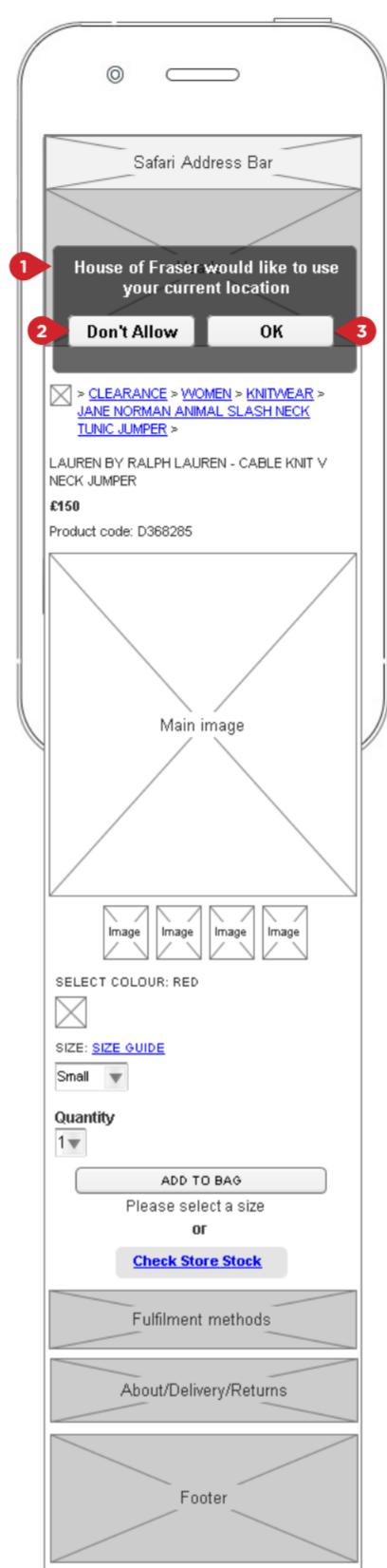
The user can click this link without selecting colour or size.

If the user choose colour or size these details are pre-populated in the colour and size dropdowns 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'.

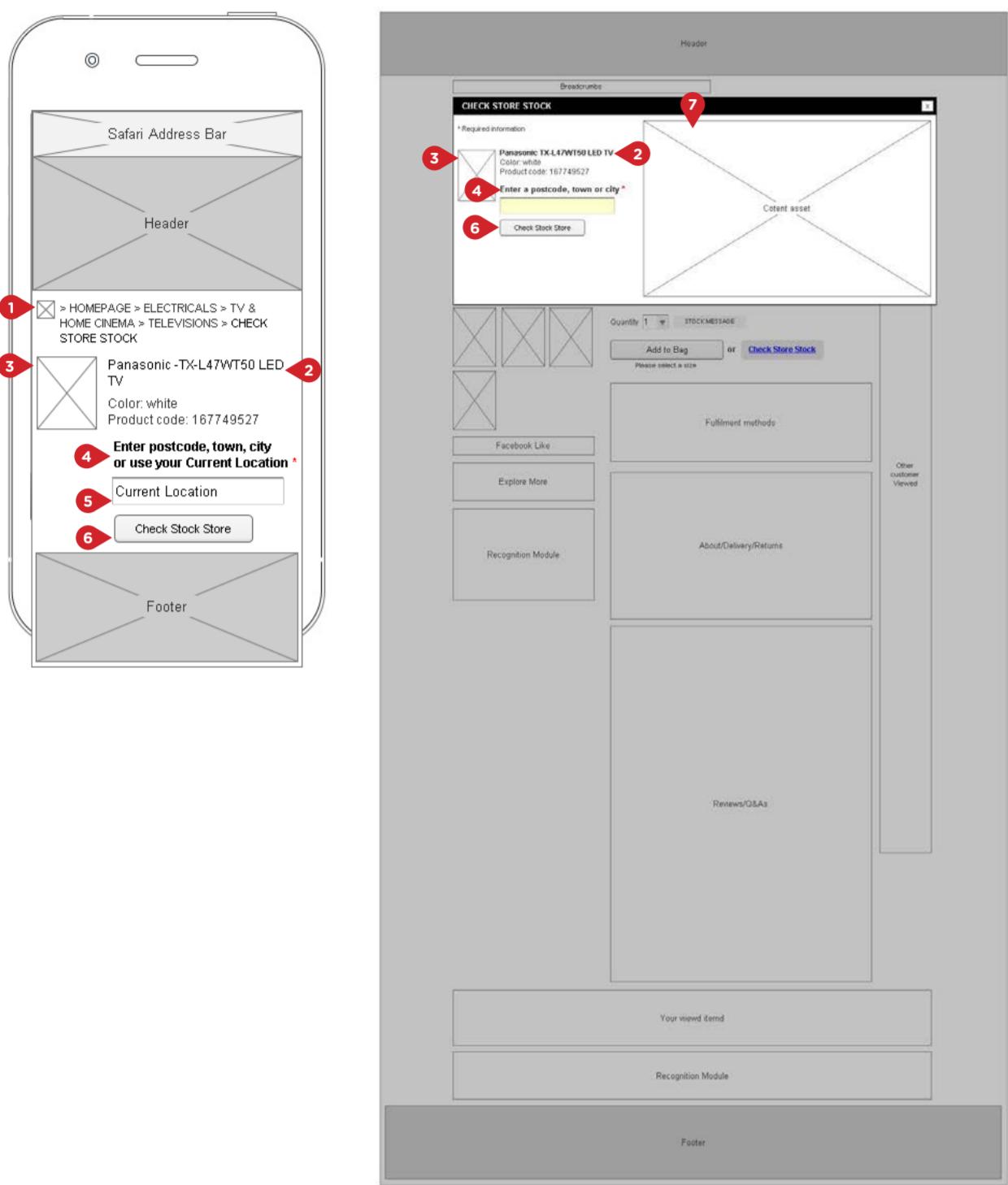
### 4 Desktop overlay

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

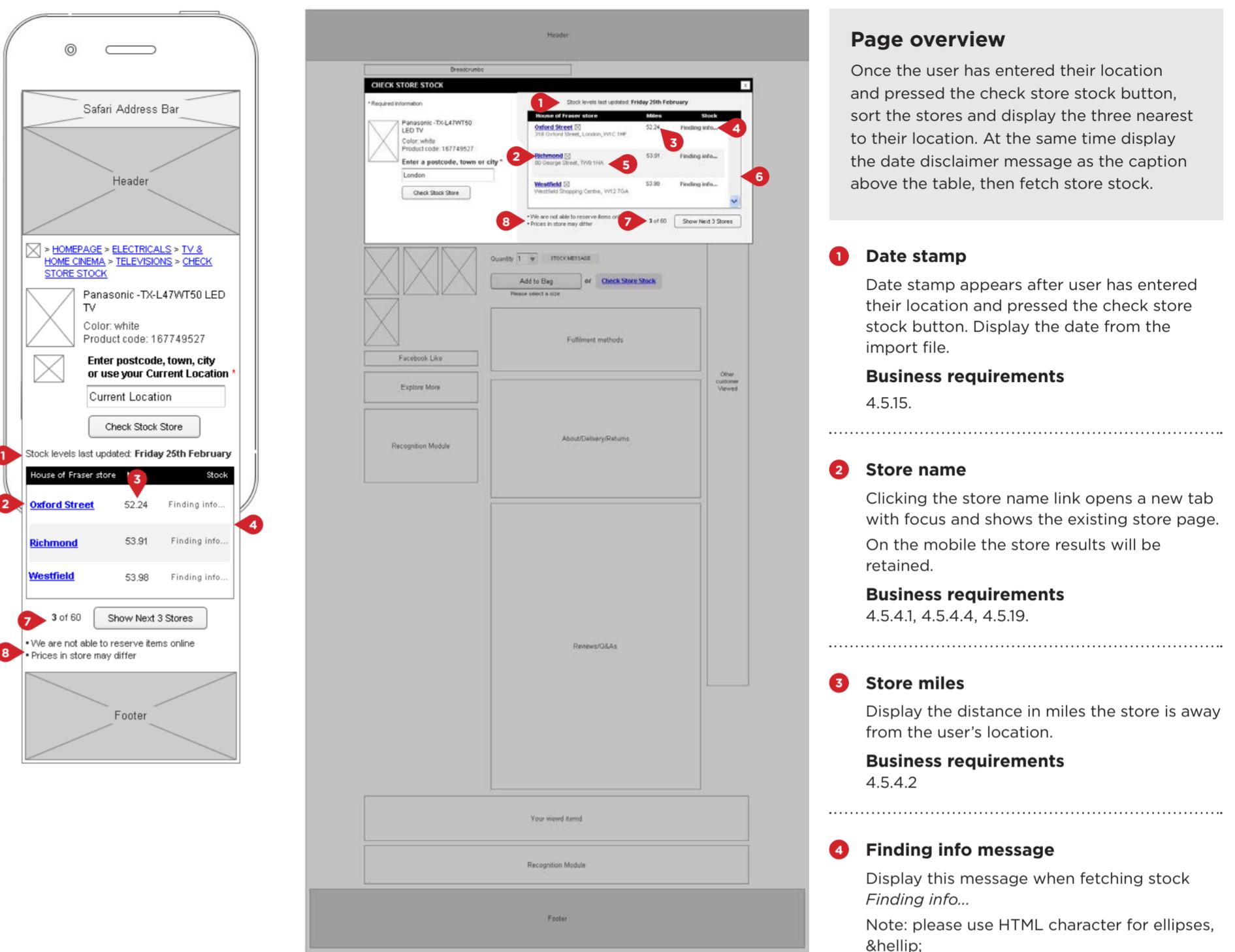
If the user used current location on a mobile and moved to a different location they have to click this button again to see updated results.

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

4.5.1.

#### 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, &hellip;

#### 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.

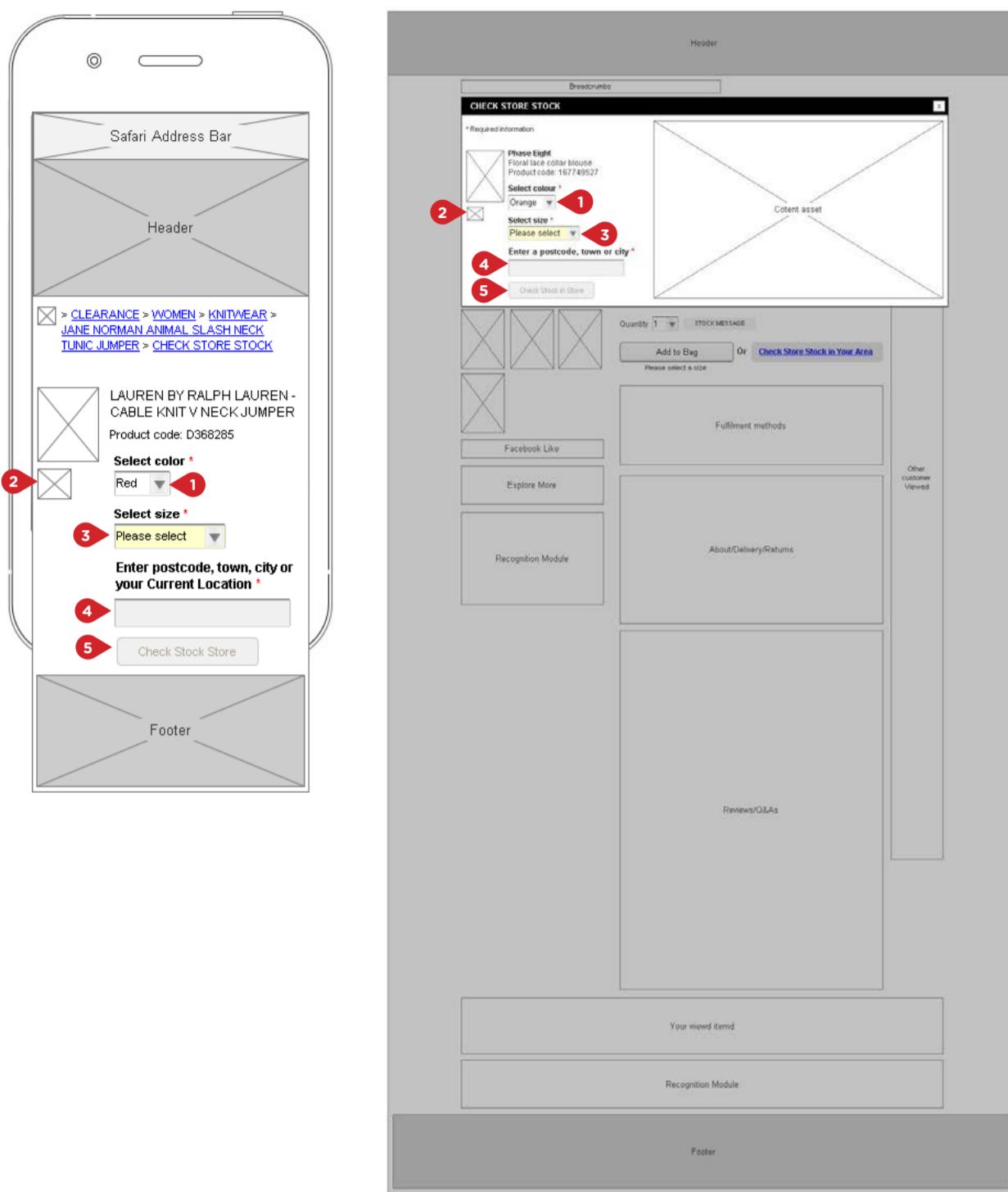
**Business requirements**  
4.5.9, 4.5.10.

**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 overflow 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 dropdown on the desktop overlay and the mobile store stock page.  
Colour and size will not persist from one product to another.  
All dropdowns are fixed within the overlay with 20px bottom padding.

### 1 Colour dropdown

If the user didn't choose colour from the product detail page display master colour in the dropdown, swatch and in the SKU image.  
If the user choose a different colour from the dropdown 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 dropdown when the user selects this choice without obscuring the dropdown.  
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 dropdown

If the user didn't choose size from the product detail page the dropdown is in focus.  
Display system-provided on screen dropdown when the user selects this choice without obscuring the dropdown.  
Set to width of the largest option but should not overflow container.

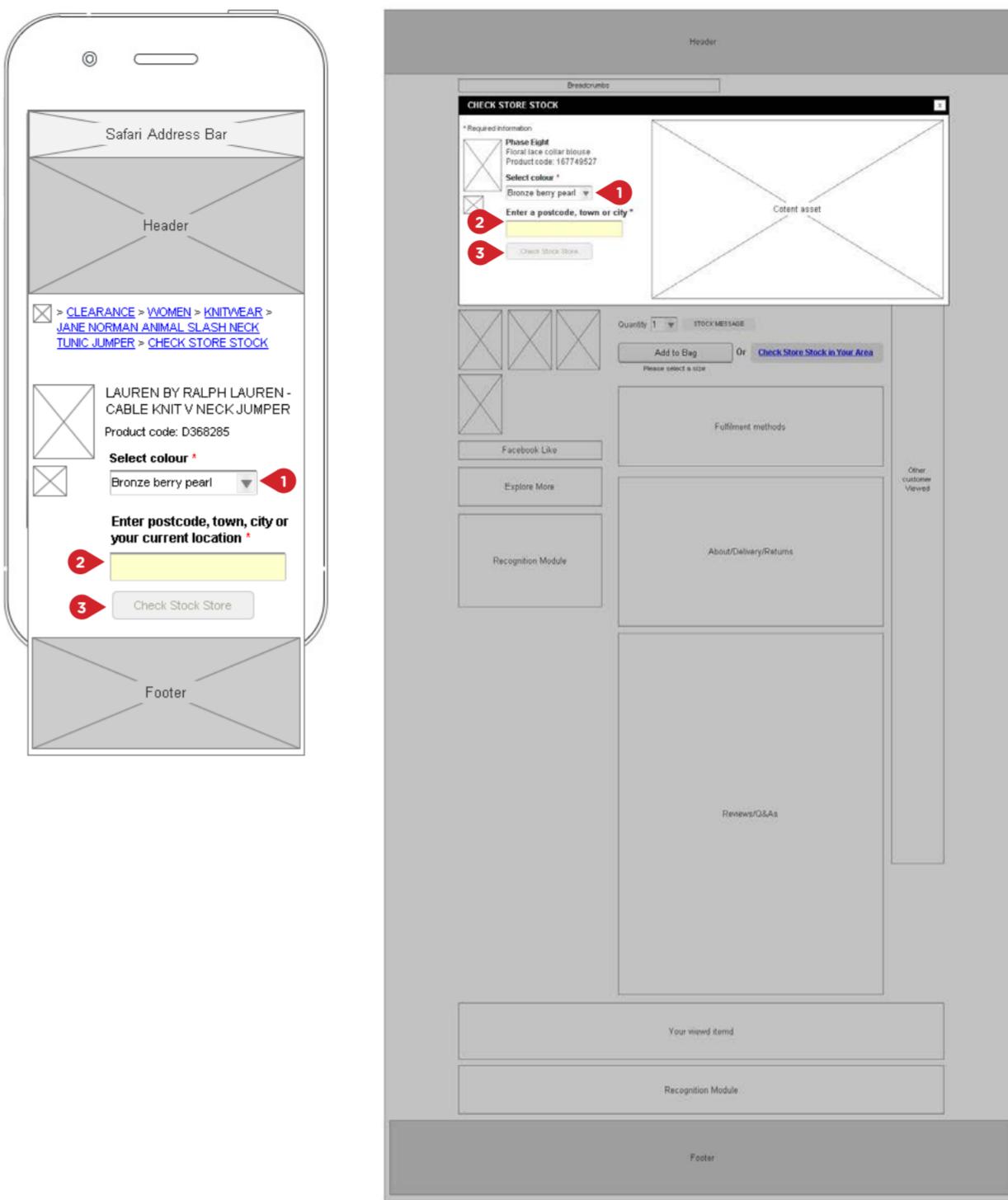
### 4 Location field

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 dropdown on the desktop overlay and the mobile store stock page.

### 1 Colour dropdown

See W8 for more details

### 2 Location field

See W4 for more details.

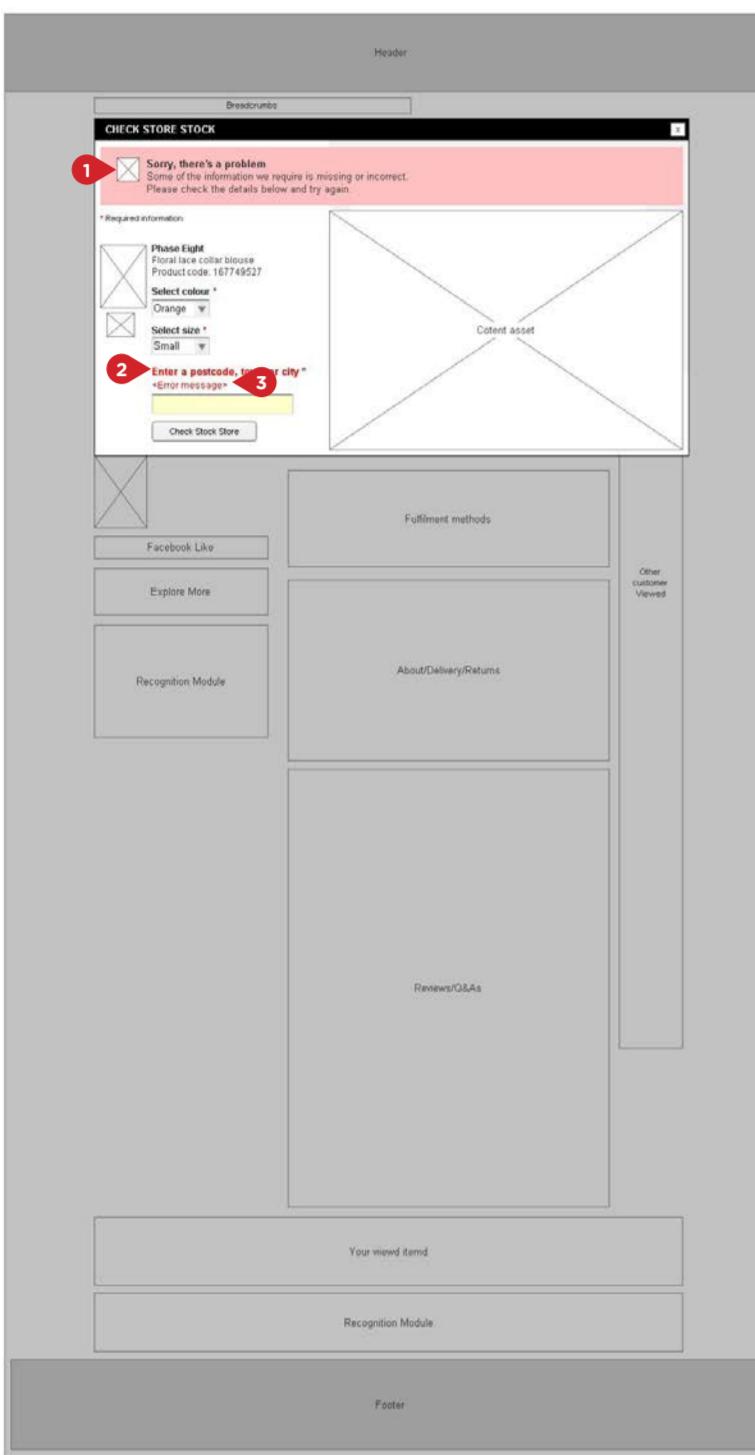
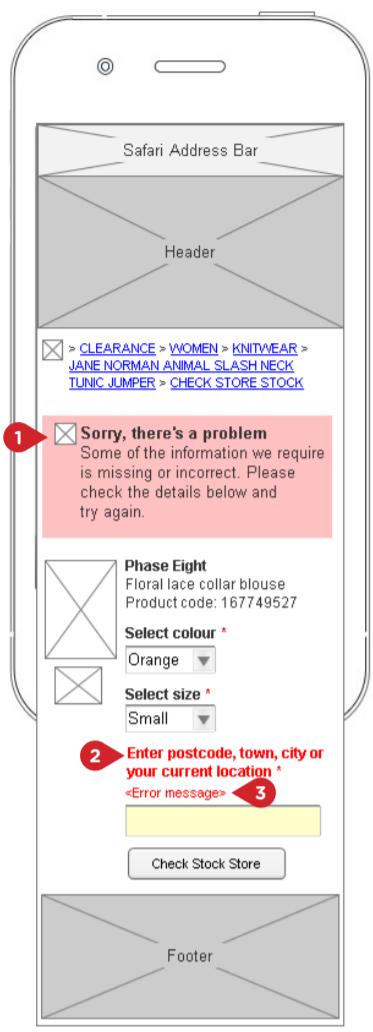
### Business requirements

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

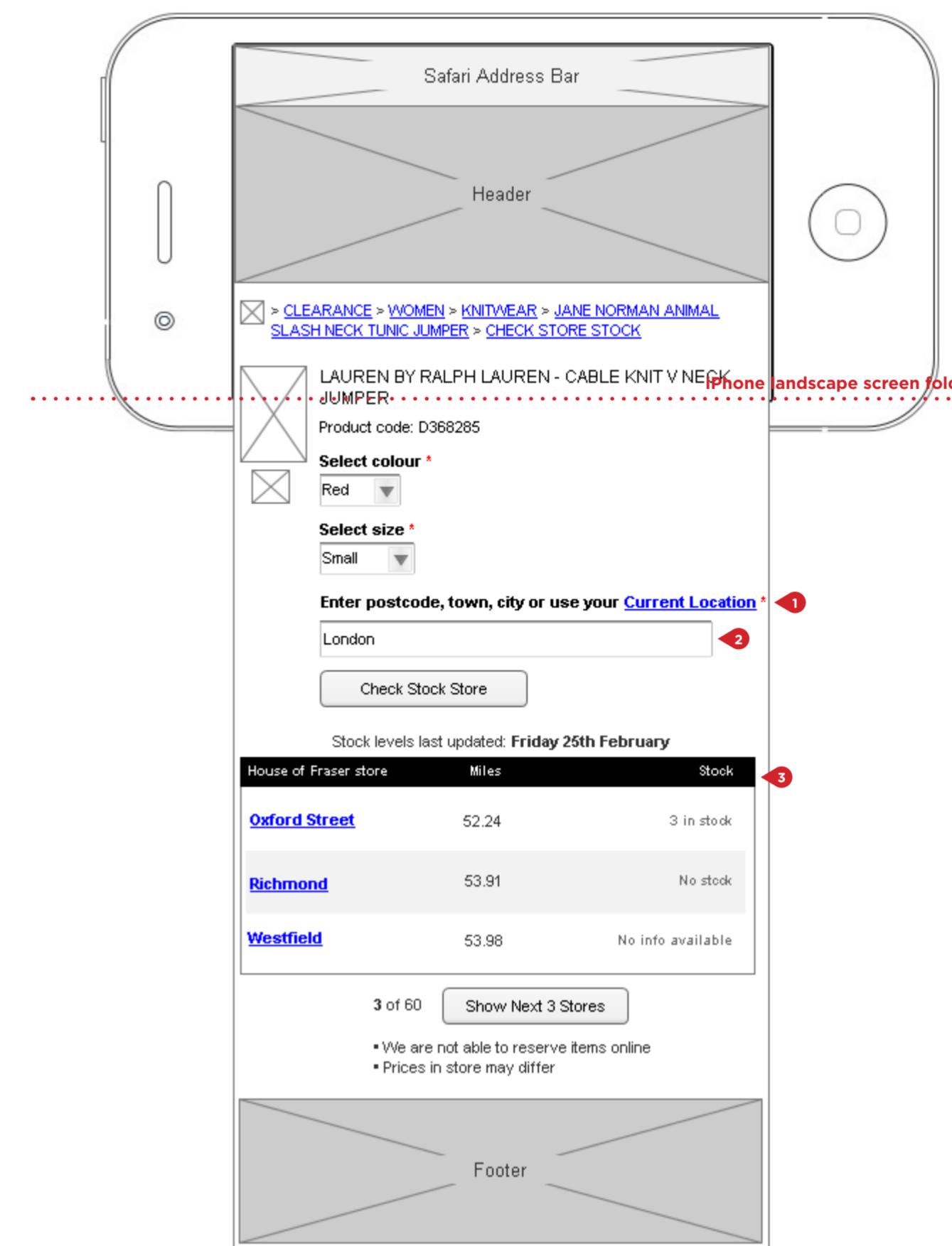
#### 2 Location label

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.

## DD1.Product Page Default

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

£ 130.00

★★★★★ 48 Reviews Write a review Questions 8 Answers

SELECT COLOUR: PURPLE

SELECT SIZE:

8 10 12 14 16 18 20

Quantity: 1

ADD TO BAG or Check Store Stock

Please select a size

**ZOOM**

Play video

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

Like 238 people like this. Sign Up to see what your friends like.

EXPLORE MORE

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

YOU MAY ALSO LIKE

Eliza J New York

Eliza J

Eliza J

Pied A Terre

Phase Eight

## Designs

The following pages show detailed UI designs.

## 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

ZOOM

Like 238 people like this. Sign Up to see what your friends like.

#### EXPLORE MORE

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

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  
19 reviews

Phase Eight  
Sweet heart fit and  
flare dress  
1 reviews

£ 130.00

★★★★★

48 Reviews

[Write a review](#)

[Questions & Answers](#)

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

✓ 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

HOUSE OF FRASER

HOUSE OF FRASER

YOU MAY ALSO  
LIKE

## 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

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

238 people like this. Sign Up to see what your friends like.

## EXPLORE MORE

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

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  
19 reviews

Phase Eight  
Sweet heart fit and  
flare dress  
1 reviews

£ 130.00

★★★★★

48 Reviews

[Write a review](#)

[Questions 8. Answers](#)

SELECT COLOUR: PURPLE

SELECT SIZE:

- 8
- 10
- 12
- 14
- 16
- 18
- 20

Quantity

[ADD TO BAG](#)

or

Store stock levels are  
not available at the moment

Please select a size

✓ 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

YOU MAY ALSO  
LIKE

## DD4. Overlay Blank Slate

House of Fraser - SINCE 1849

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

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 \*: Bromley

Check Store Stock

ZOOM

Play video

BUY & COLLECT ✓ FREE Collect in store available

COLLECT+ ✓ Collect+ delivery available

FREE UK & Ireland delivery available

INTERNATIONAL ✓ International delivery available

**Pied A Terre**  
Long sleeve slinky jersey dress  
★★★★★ 19 reviews

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

**YOU MAY ALSO LIKE**

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

Like 238 people like this. Sign Up to see what your friends like.

**EXPLORE MORE**

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

## DD5. Overlay 3 Search Results

House of Fraser - SINCE 1849

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

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 \*: Bromley

Check Store Stock

Stock levels last updated: Wednesday 29th September

House of Fraser Store	Miles	Stock
Bluewater <span style="color: red;">✖</span> Bluewater Shopping centre, DA9 9BA	11.5	3 in stock
London Victoria <span style="color: red;">✖</span> 101 Victoria Street, SW1E 6QX	12.5	No info available
Loch Lomond Shores (Jenners) <span style="color: red;">✖</span> Lakeside Shopping centre, RM16 1WT	13.5	No stock

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.

3 of 60 Show Next 3 Stores

ZOOM

Play video

BUY & COLLECT ✓ FREE Collect in store available

COLLECT+ ✓ Collect+ delivery available

FREE UK & Ireland delivery available

INTERNATIONAL ✓ International delivery available

**Pied A Terre**  
Long sleeve slinky jersey dress  
★★★★★ 19 reviews

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

**YOU MAY ALSO LIKE**

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

## DD6. Overlay 6 Search Results

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

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 \*

Bromley

Check Store Stock

Stock levels last updated: **Wednesday 29th 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...

\* 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.

6 of 60 | Show Next 3 Stores

ZOOM

Play video

BUY & COLLECT ✓ FREE Collect in store available

COLLECT+ ✓ Collect+ delivery available

FREE UK & Ireland delivery available

INTERNATIONAL ✓ International delivery available

**Pied A Terre**  
Long sleeve slinky jersey dress  
★★★★★  
19 reviews

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

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

Like 238 people like this. Sign Up to see what your friends like.

EXPLORE MORE

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

YOU MAY ALSO LIKE

HOUSE OF FRASER

## DD7. Overlay Drop Menu Max Lengths

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

CHECK STORE STOCK

\* Required information

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

Select colour \*

Purple

Purple

Red

Blue

Yellow

Pink

Orange

Violet

Grey

Blueberry

Champagne

Enter a postcode, town or city \*

Bromley

Check Store Stock

Stock levels last updated: **Wednesday 29th 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

\* 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.

3 of 60 | Show Next 3 Stores

ZOOM

Play video

BUY & COLLECT ✓ FREE Collect in store available

COLLECT+ ✓ Collect+ delivery available

FREE UK & Ireland delivery available

INTERNATIONAL ✓ International delivery available

**Pied A Terre**  
Long sleeve slinky jersey dress  
★★★★★  
19 reviews

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

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

Like 238 people like this. Sign Up to see what your friends like.

EXPLORE MORE

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

YOU MAY ALSO LIKE

HOUSE OF FRASER

## DD8. Size Selected Line Number

**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 |  | 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



**Eliza J**  
New York

**OTHER CUSTOMERS ALSO VIEWED**

**Eliza J**  
Portrait collar 3/4 sleeve maxi dress  
5 reviews



**Pied A Terre**  
Long sleeve slinky jersey dress  
19 reviews



**Phase Eight**  
Sweet heart fit and flare dress  
1 reviews



**SELECT COLOUR:** PURPLE

**SELECT SIZE:**

8 10 12 14 16 18 20

Quantity

**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

**ZOOM**

**Play video**

**Like** 238 people like this. Sign Up to see what your friends like.

**EXPLORE MORE**

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

HOUSE OF FRASER HOUSE OF FRASER HOUSE OF FRASER

## 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**

### 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  165288703**ADD TO BAG**

Please select a size

or

**Check Store Stock**

### 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

**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



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.

SELECT COLOUR: PURPLE



SIZE:

Please Select

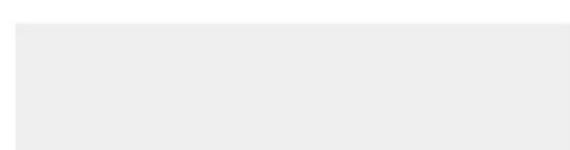
Quantity

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

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 ...

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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 ...

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GeoTrust MasterCard. SecureCode. by VISA


**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 \*

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 ...

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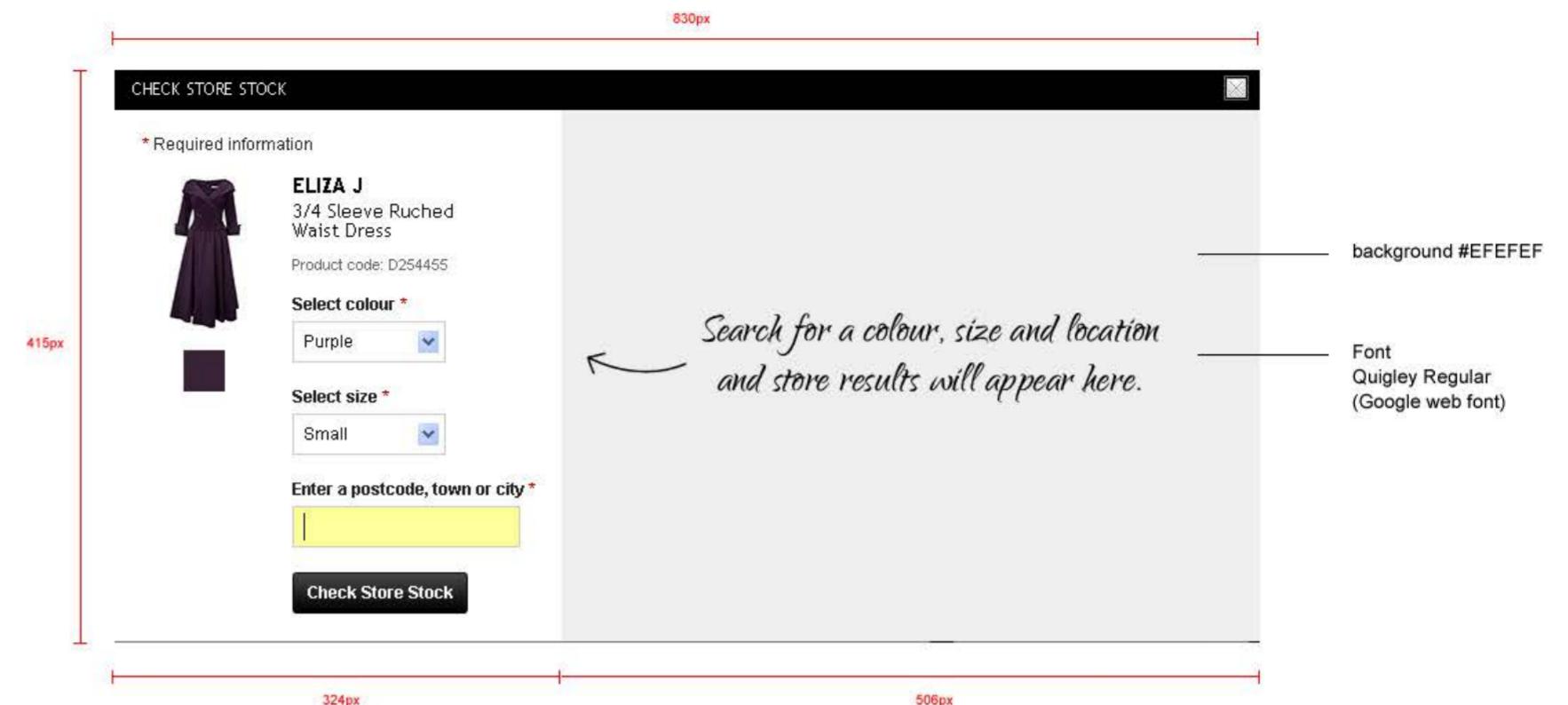
Cookie Policy

Switch to Non-mobile Website?

GeoTrust MasterCard. SecureCode. by VISA



## DD9. Basic Spec



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 \*

Bromley

Check Store Stock

Search for a colour, size and location and store results will appear here.

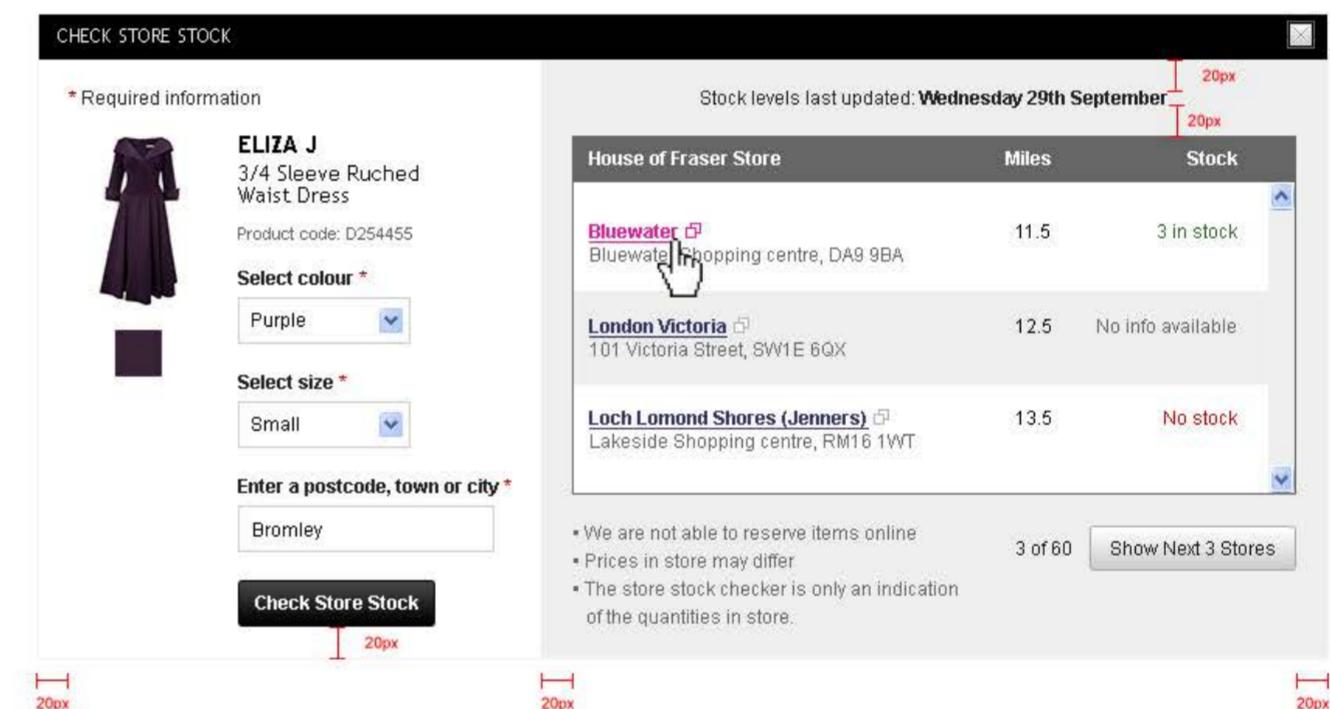
Font: Quigley Regular (Google web font)

background: #EFEFEF

Dimensions: Total width 830px, Form height 415px, Result area height 324px, Result area width 506px.

# Design Specifications

The following pages show measurements for the UI designs.



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 \*

Bromley

Check Store Stock

Stock levels last updated: **Wednesday 29th September**

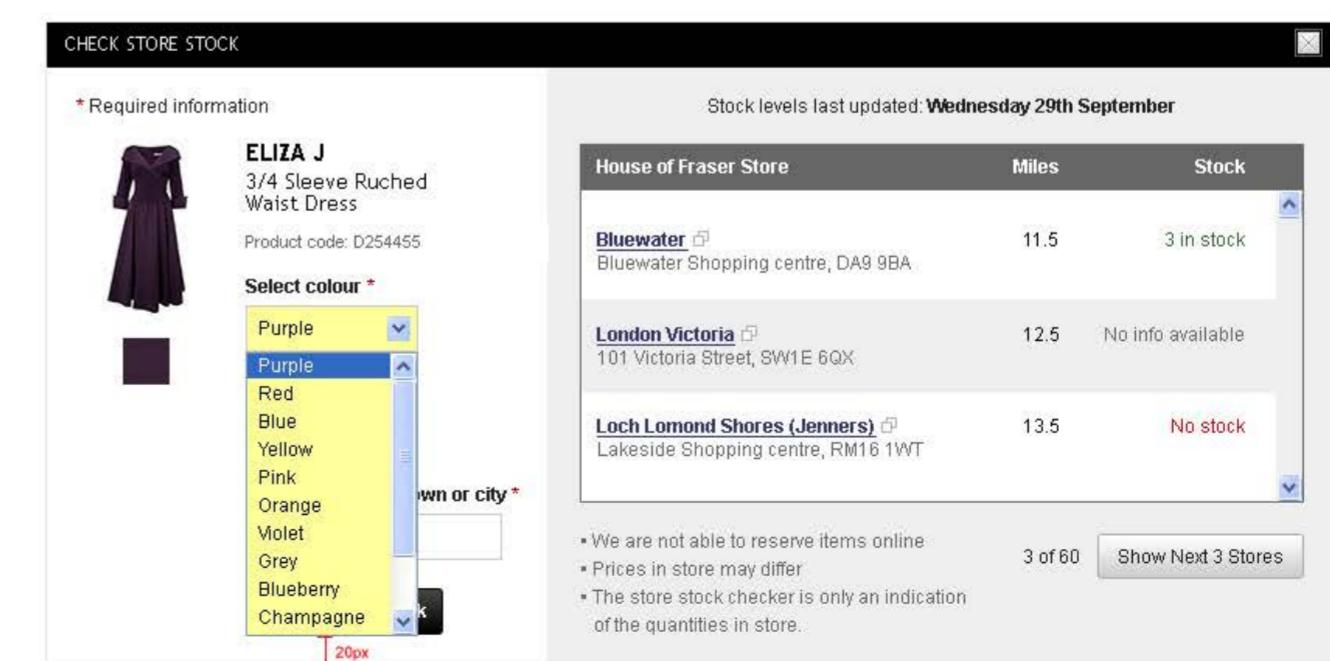
House of Fraser Store	Miles	Stock
Bluewater	11.5	3 in stock
London Victoria	12.5	No info available
Loch Lomond Shores (Jenners)	13.5	No stock

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.

3 of 60 Show Next 3 Stores

Dimensions: Form height 415px, Result area height 324px, Result area width 506px, Result area top margin 20px, Result area right margin 20px, Result area bottom margin 20px, Result area left margin 20px.

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



Check Store Stock

\* Required information

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

Select colour \*

Purple

Purple

Red

Blue

Yellow

Pink

Orange

Violet

Grey

Blueberry

Champagne

Enter a postcode, town or city \*

Bromley

Check Store Stock

Stock levels last updated: **Wednesday 29th September**

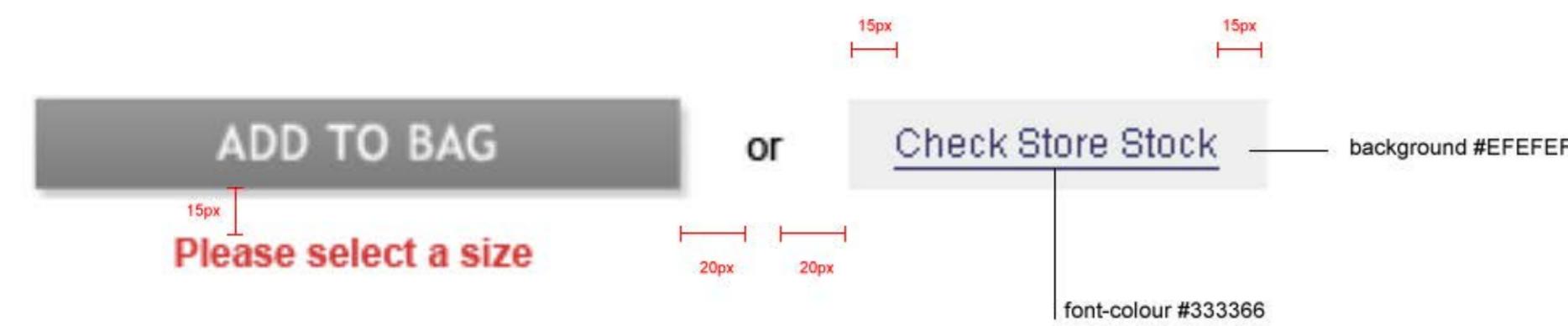
House of Fraser Store	Miles	Stock
Bluewater	11.5	3 in stock
London Victoria	12.5	No info available
Loch Lomond Shores (Jenners)	13.5	No stock

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.

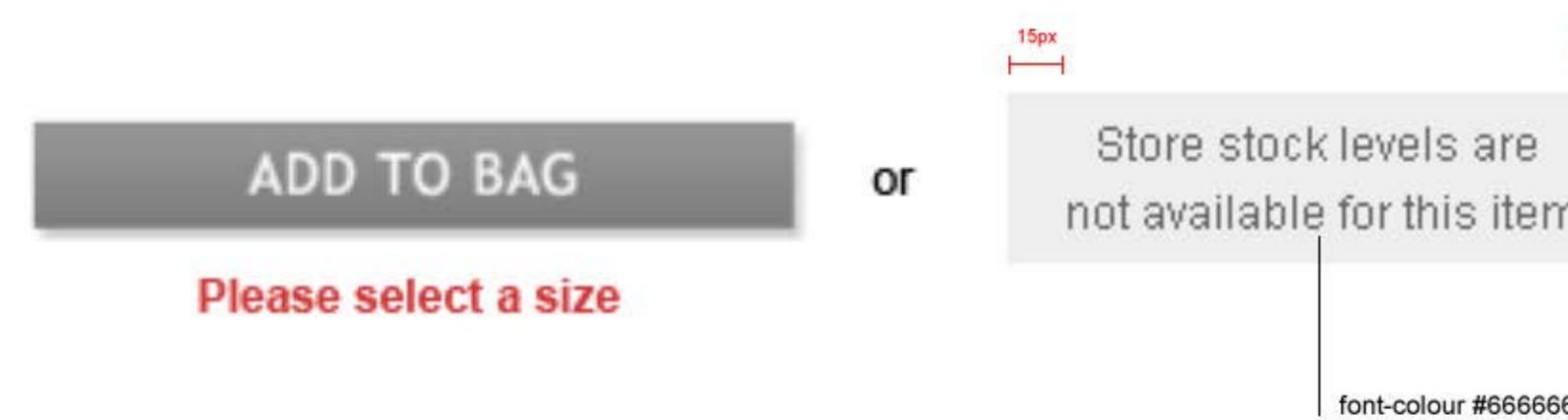
3 of 60 Show Next 3 Stores

Dimensions: Form height 415px, Result area height 324px, Result area width 506px, Result area top margin 20px, Result area right margin 20px, Result area bottom margin 20px, Result area left margin 20px.

## DD10. Call to Action

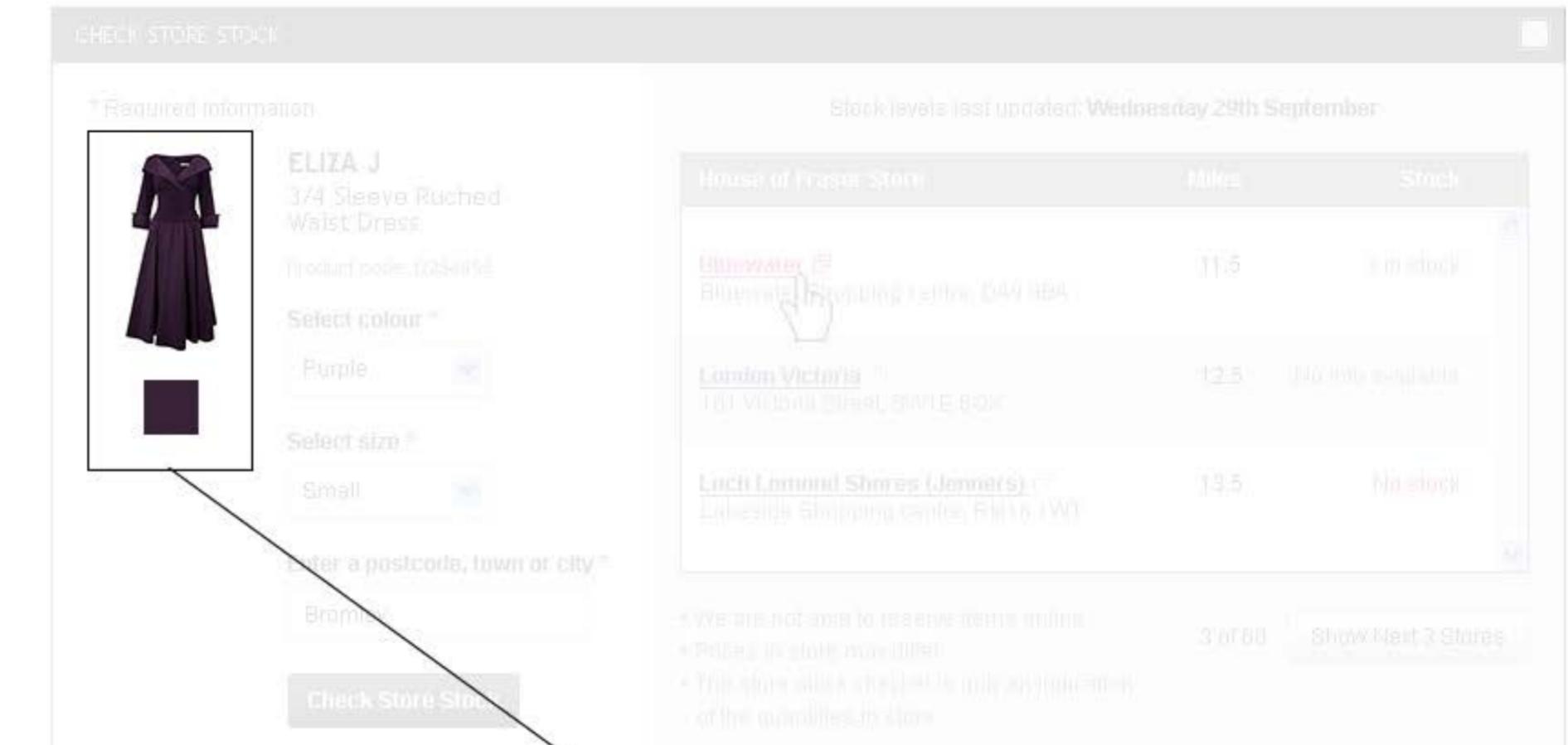


Messaging for concession products and system error



## DD11. Images

Desktop overlay - product image and colour swatch specifications



## DD12. Results Table

Desktop overlay - specifications for table showing 3 results

Desktop overlay - font colour specifications

Desktop overlay - specifications for table showing 6 or more results

## DM13. Call to Action

Default state

Active state

Standard product page content from this point

## DM14. Results Table

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
<a href="#">Loch Lomond Shores</a>	11.2	3 in stock
<a href="#">London Victoria</a>	12.5	No info available
<a href="#">Lakeside</a>	13.7	No stock
<a href="#">Croydon</a>	14.6	Finding info...
<a href="#">London City</a>	15.2	Finding info...
<a href="#">Birmingham</a>	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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[Privacy Policy](#)  
[Cookie Policy](#)  
[Switch to Non-mobile Website?](#)

GeoTrust  MasterCard  



Check Store Stock

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

House of Fraser Store	Miles	Stock
<a href="#">Loch Lomond Shores</a>	11.2	3 in stock
<a href="#">London Victoria</a>	12.5	No info available
<a href="#">Lakeside</a>	13.7	No stock
<a href="#">Croydon</a>	14.6	Finding info...
<a href="#">London City</a>	15.2	Finding info...
<a href="#">Birmingham</a>	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.