

CART – NEW FUNCTIONALITY (cont'd)

All current Cart functionality should be maintained. Only new and changed functionality are noted here.

- Cart shipping price is calculated based on several variables.
- Shipping price display is composed of several variant elements.
- Estimated Shipping Cost messaging and link target are based on several variants.

2a. Estimated shipping cost for Site to Store order-All Orders: [Design, Copy TBD]

- NEW COPY: Display link messaging similar to "estimated shipping cost to home". NEW TARGET of link is NEW popup D J which explains the difference between shipping to home and Site to Store.
- Display messaging to explain the difference between this price and the Ship to Store price-POPUPS CHANGED
- Display estimated price. Same functionality that currently exists on site.

V3

2b. DURING ROLLOUT, ALL items in cart are Site to Store eligible:

[Design, Copy TBD]

- Display Site to Store graphic.
- Display message that all items in cart are eligible.
- Display link messaging similar to "Not available in all stores". TARGET of link is NEW Site to Store Popup B which explains both the Site to Store rollout status and that Site to Store will not be available in Alaska or Hawaii.
- Display link messaging similar to "How does Site to Store work?". TARGET of link is Site to Store Popup A.
- Display price label similar to "Site to Store Shipping"
- Display messaging that shipping is free AND display shipping savings. Shipping savings matches the amount in the "estimated shipping cost to home" line.

2c. DURING ROLLOUT, SOME items in cart are Site to Store eligible:

[Design, Copy TBD]

- Display Site to Store graphic.
- Display message that SOME items in cart are eligible.
- Display link messaging similar to "Not available in all stores". TARGET of link is NEW Site to Store Popup B.
- Display link messaging similar to "Why aren't all items eligible?". TARGET of link is NEW Site to Store Popup C which explains logic behind item eligibility.
- Display link messaging similar to "How does Site to Store work?". TARGET of link is Site to Store Popup A.
- Display price label similar to "Site to Store Shipping"
- Display messaging that you can save on shipping (i.e. "save"), indicated in such a way that it is clear that this amount would be subtracted from the estimated shipping cost shown above it. Display cost savings of using Site to Store.

2d. Estimated shipping cost for NON Site to Store order: [Design, Copy TBD] SAME AS 2A

- NEW COPY: Display link messaging similar to what is currently on the site, i.e. "estimated shipping cost".
- NEW TARGET of link is popup E WITH NEW COPY (which is the currently existing popup, with some copy changes).
- Display estimated price. Same functionality that currently exists on site.

V3

2e. AFTER ROLLOUT, ALL items in cart are Site to Store eligible:

[Design, Copy TBD]

- Display Site to Store graphic.
- Display message that all items in cart are eligible.
- ~~Display messaging that Site to Store is not available in Alaska or Hawaii. REMOVED PER COPY~~
- Display link messaging similar to "How does Site to Store work?". Target of link is Site to Store Popup A.
- Display price label similar to "Site to Store Shipping"

V3

2e. AFTER ROLLOUT, ALL items in cart are Site to Store eligible

(CONTINUED): [Design, Copy TBD]

- Display messaging that shipping is free AND display shipping savings. Shipping savings matches the amount in the "estimated shipping cost to home" line.

2f. AFTER ROLLOUT, SOME items in cart are Site to Store eligible:

[Design, Copy TBD]

- Display Site to Store graphic.
- Display message that SOME items in cart are eligible.
- ~~Display messaging that Site to Store is not available in Alaska or Hawaii. REMOVED PER COPY~~
- Display link messaging similar to "Why aren't all items eligible?". Target of link is NEW Site to Store Popup C.
- Display link messaging similar to "How does Site to Store work?". Target of link is Site to Store Popup A.
- Display link messaging similar to "Which shipping method is best for me?". Target of link is NEW Site to Store Popup K.
- Display price label similar to "Site to Store Shipping"
- Display messaging that you can save on shipping (i.e. "save"), indicated in such a way that it is clear that this amount would be subtracted from the estimated shipping cost shown above it. Display cost savings of using Site to Store.

2g. Beyond Ship Zone Shipping Calculator: [Design, Copy TBD]

- Display Beyond Ship Zone Shipping Calculator. SEE DETAILS NEXT PAGE.

2h. Estimated shipping cost for Site to Store order that INCLUDES a Beyond Ship Zone item: [Design, Copy TBD] NOT IMPLEMENTED: SAME AS 2A

- NEW COPY: Display link messaging similar to "estimated shipping cost to home".
- NEW TARGET of link is NEW popup F, which explains the shipping cost calculator and the difference between shipping to home and Site to Store.
- Display messaging to explain the difference between this price and the Ship to Store price.
- Do NOT display estimated price.

2i. Estimated shipping cost for NON Site to Store order that INCLUDES a Beyond Ship Zone item: [Design, Copy TBD] SAME AS 2A

- NEW COPY: Display link messaging similar to "estimated shipping cost".
- NEW TARGET of link is NEW popup G, which explains the concept of the shipping cost calculator. [Contact Andrew Bowerman for explanation.]
- Do NOT display estimated price.

2j. AFTER ROLLOUT, SOME items in cart are Site to Store eligible & contains a Beyond Ship Zone item: [Design, Copy TBD]

- Display Site to Store graphic.
- Display message that SOME items in cart are eligible.
- Display link messaging similar to "Why aren't all items eligible?". TARGET of link is NEW Site to Store Popup C.
- Display link messaging similar to "How does Site to Store work?". TARGET of link is Site to Store Popup A.
- Display link messaging similar to "Which shipping method is best for me?". Target of link is NEW Site to Store Popup K.
- Display price label similar to "Site to Store Shipping"
- Display messaging that you can save on shipping (i.e. "save"), indicated in such a way that it is clear that this amount would be subtracted from the estimated shipping cost shown above it. Display cost savings of using Site to Store.
- If the user has not entered a valid ZIP code during the session then do not display Site to Store savings, but do display the empty visual cue (underscore). FOLLOW DISPLAY CONVENTIONS FOR BEYOND SHIP ZONE ITEMS SHOWN ON NEXT PAGE.
- if user has entered a valid zip code during the session then display the subtotal using the zip code in memory to calculate the S & H.

Cart Shipping Price Display Variants DURING ROLLOUT

Subtotals based on \$30 cost of item(s)

ALL items in Cart are eligible for Site to StoreSM

2a. Estimated Shipping Cost to Home \$6.97
Based on lowest cost shipping available to ship to home.

2b. All items in your cart are eligible for Site to StoreSM
• Not available in all stores.
• How does Site to StoreSM work?
Site to StoreSM FREE shipping (save \$6.97)

3a. Subtotal \$ 30.00

SUBSET of items in Cart are eligible for Site to StoreSM

2a. Estimated Shipping Cost to Home \$6.97
Based on lowest cost shipping available to ship to home.

2c. Some items in your cart are eligible for Site to StoreSM
• Not available in all stores.
• Why aren't all items eligible?
• How does Site to StoreSM work?
Site to StoreSM shipping (save \$1.97)

3b. Subtotal \$ 35.00

NO items in Cart are eligible for Site to StoreSM

2d. Estimated Shipping Cost \$6.97
Based on lowest cost shipping available.

3c. Subtotal \$ 36.97

SUBTOTAL CALCULATIONS

- 3a. Subtotal when ALL items in cart are Site to store eligible:**
- No changes to Layout or Copy.
 - Display price label, i.e. "Subtotal".
 - Calculate and display price of all items in order. DO NOT ADD estimated shipping cost to Subtotal.
- 3b. Subtotal when SOME items in cart are Site to store eligible:**
- No changes to Layout or Copy.
 - Display price label, i.e. "Subtotal".
 - Calculate price as follows: [total price of items in order] + [estimated shipping cost] – [Site to Store savings]. Display resulting price.
- 3c. Subtotal when NO items in cart are Site to store eligible:**
- No changes to Layout or Copy.
 - Display price label, i.e. "Subtotal".
 - Calculate and display price of all items in order and add estimated shipping cost to Subtotal. Same functionality currently exists on site.
- 3d. Subtotal when cart contains a Beyond Ship Zone item and a Site to Store item:**
- No changes to Layout or Copy.
 - Calculate price as follows: [total price of items in order] + [estimated shipping cost] – [Site to Store savings]. Display resulting price. DISPLAY BEHAVIOR INDICATED ON NEXT PAGE
- 3e. Subtotal when cart contains a Beyond Ship Zone item and NO Site to Store item:**
- No changes to Layout or Copy.
 - Functionality indicated on next page.

Cart Shipping Price Display Variants AFTER ROLLOUT

Subtotals based on \$30 cost of item(s)

ALL items in Cart are eligible for Site to StoreSM

2a. Estimated Shipping Cost to Home \$6.97
Based on lowest cost shipping available to ship to home.

2e. All items in your cart are eligible for Site to StoreSM
• How does Site to StoreSM work?
(Not available in AK or HI)
Site to StoreSM FREE shipping - \$6.97

3a. Subtotal \$ 30.00

SUBSET of items in Cart are eligible for Site to StoreSM

2a. Estimated Shipping Cost to Home \$6.97
Based on lowest cost shipping available to ship to home.

2f. Some items in your cart are eligible for Site to StoreSM
• How does Site to StoreSM work?
• Why aren't all items eligible?
(Not available in AK or HI)
• Which shipping method is right for me?
Site to StoreSM shipping - \$1.97

3b. Subtotal \$ 35.00

NO items in Cart are eligible for Site to StoreSM

2d. Estimated Shipping Cost to Home \$6.97
Based on lowest cost shipping available to ship to home.

3c. Subtotal \$ 36.97

These elements do not vary depending on Site to Store Rollout Status.

SUBSET of items in Cart are eligible for Site to StoreSM and at least one is a Beyond Ship Zone item

2g. Calculate Shipping and Handling to Ship to Home
Please enter a 5-digit ZIP Code.
Enter ZIP Code [] Calculate \$. .

2h. Estimated Shipping Cost to Home
Based on lowest cost shipping available to ship to home.

2j. Some items in your cart are eligible for Site to StoreSM
• How does Site to StoreSM work?
• Why aren't all items eligible?
(Not available in AK or HI)
• Which shipping method is right for me?
Site to StoreSM shipping \$. .

3d. Subtotal \$. .

NO items in Cart are eligible for Site to StoreSM and at least one is a Beyond Ship Zone item

2g. Calculate Shipping and Handling to Ship to Home
Please enter a 5-digit ZIP Code.
Enter ZIP Code [] Calculate \$. .

2i. Estimated Shipping Cost
Based on lowest cost shipping available

3e. Subtotal \$. .