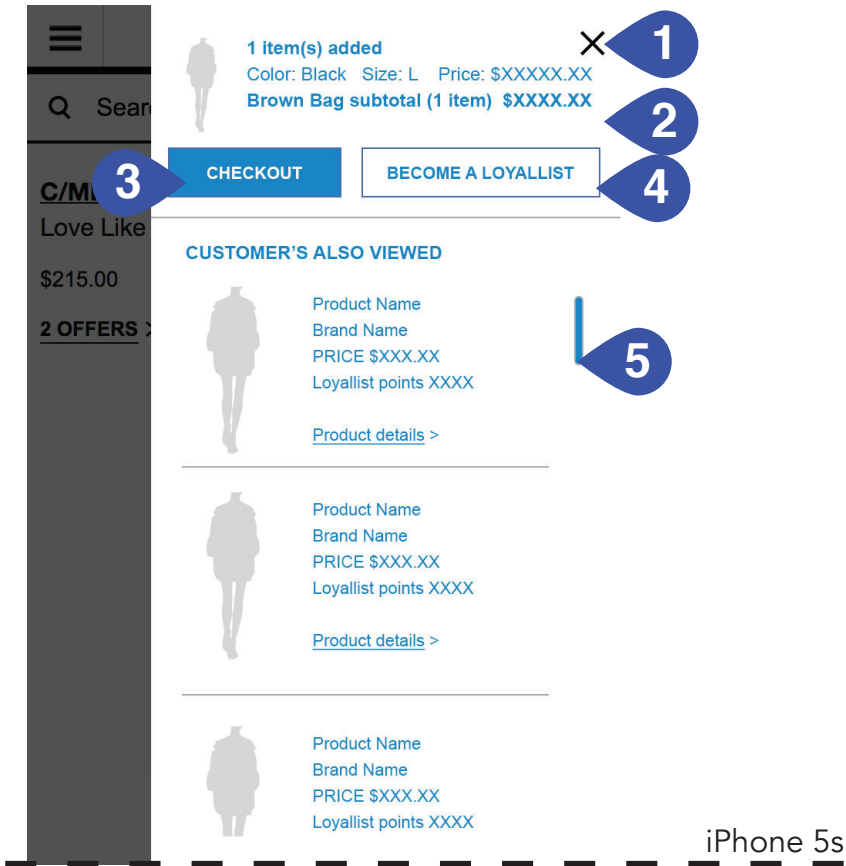


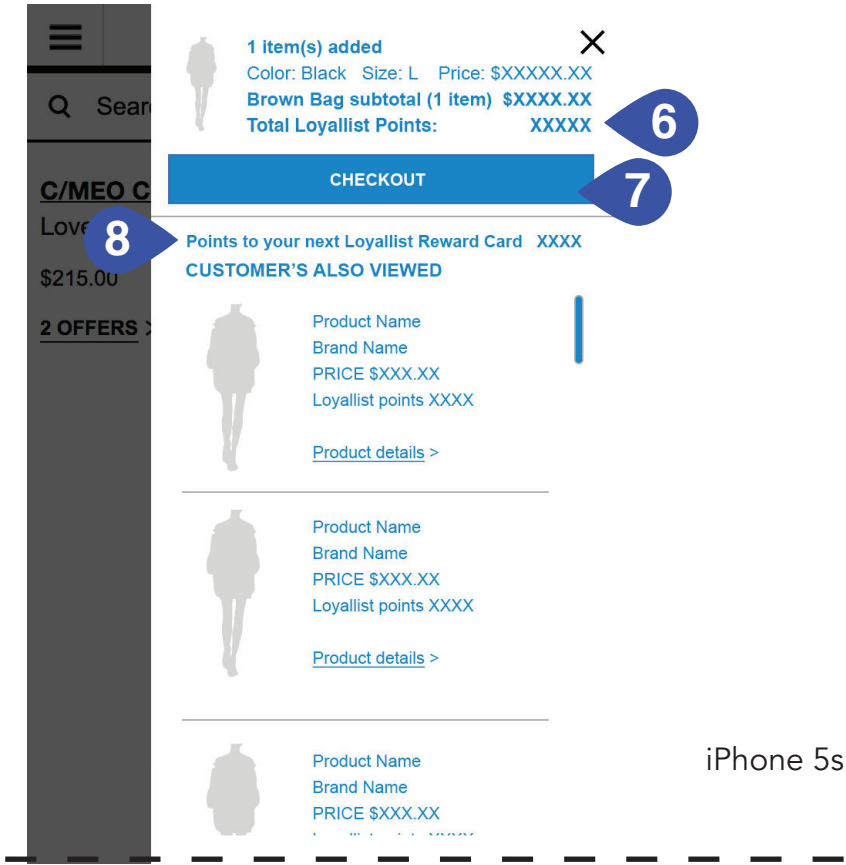
| UX Annotations

ATB Overlay from PDP

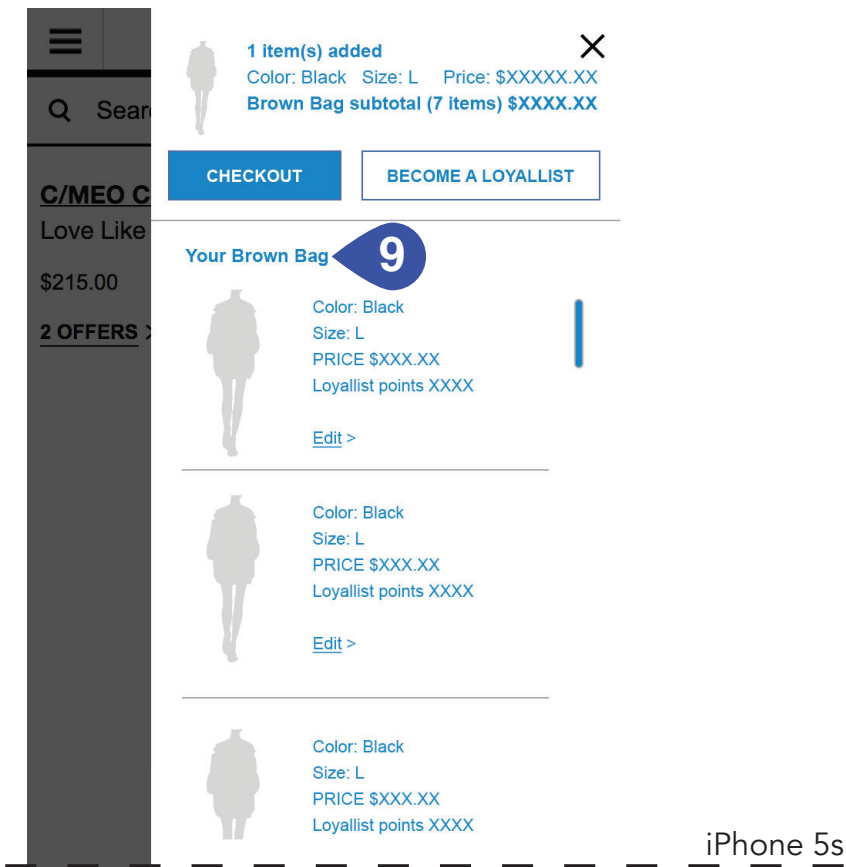
ATB from PDP - Guest View



ATB from PDP - Loyallist



ATB from PDP - No Pros Guest View



Annotations:

ATB Side Modal:

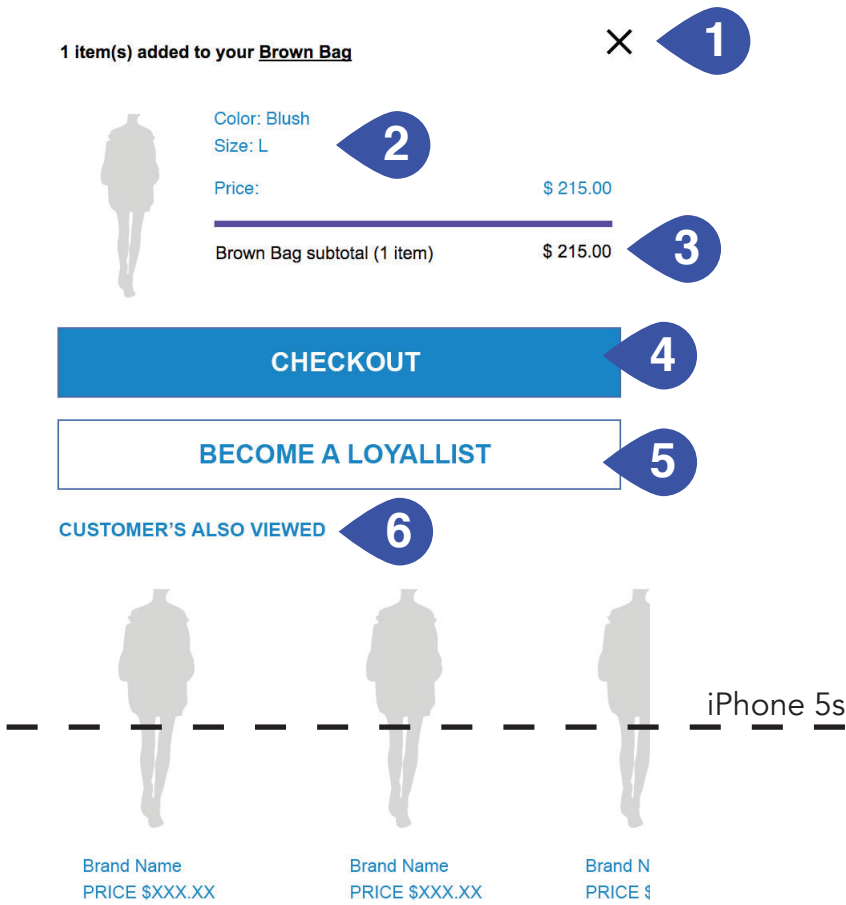
- 1 - Close button closes modal or if the user taps on the outside area of the modal.
- 2 - Content Update: Showing "1 item added to bag", Color, Size, and brown bag subtotals.
- 3 - Checkout button moved to the top. (takes you to the checkout process)
- 4 - Become a loyallist button added. (takes you to this page: <https://m.bloomingdales.com/account/signin>)
- 5 - Pros Panel: Vertical scroll. Max number of products is 6. You should see within the space 2 1/2 products.
- 6 - The total loyallist points in the bag appears under the bag subtotal.
- 7 - If the customer is a loyallist, the "become a loyallist" button goes away and the checkout button takes up the rest of the space.
- 8 - The points to your next rewards card appears above the pros panel.
- 9 - For the no pros test, we're going to pull in the items in your bag currently.

UX Notes/Recommendations: The top area with the "1 item added" information should remain in a fixed position so the customer has a quick way to get to checkout and becoming a loyallist. Simplify the copy to make it more "scanable"

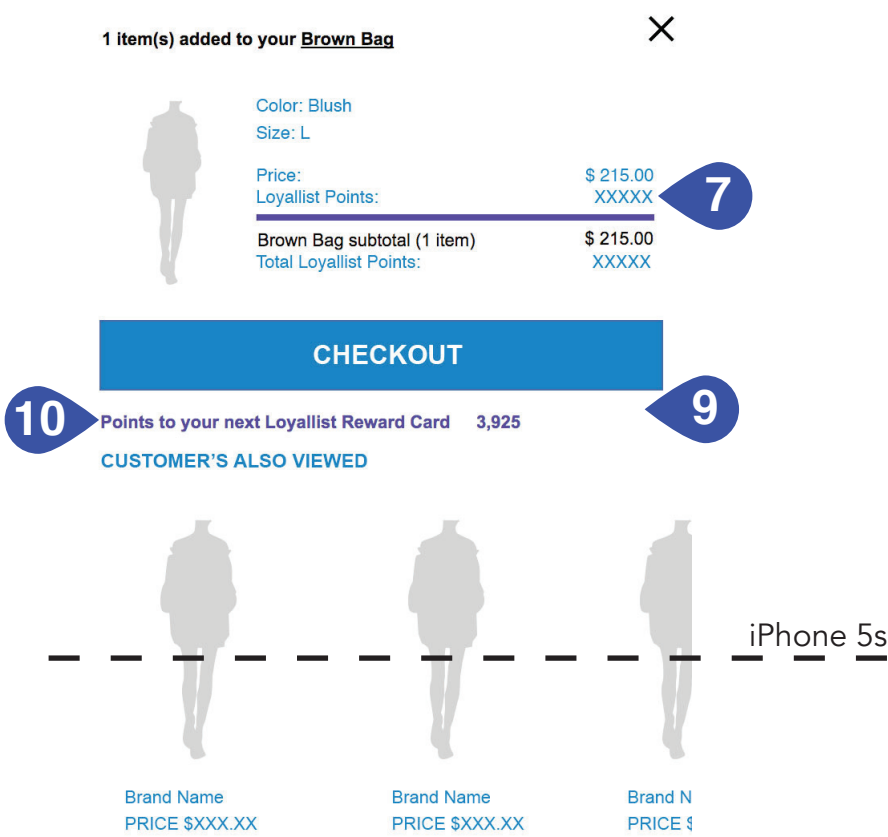
Items removed from current bag:

- Product Name & Brand Name
- Continue shopping link
- Loyallist copy (but replaced with a loyallist button if you're not a loyallist)

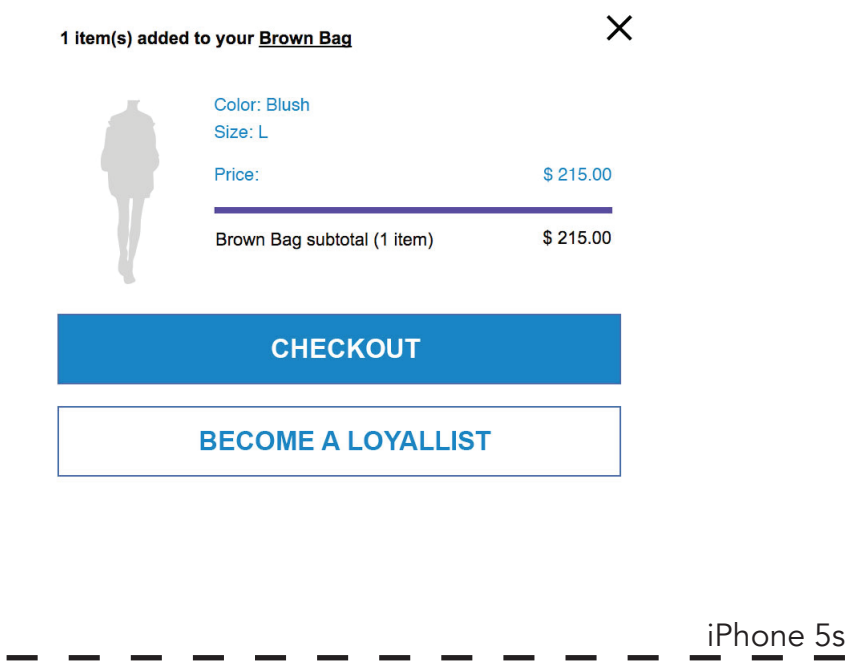
ATB from PDP - Guest View



ATB from PDP - Loyallist View



ATB from PDP - Guest View no Pros



Annotations:

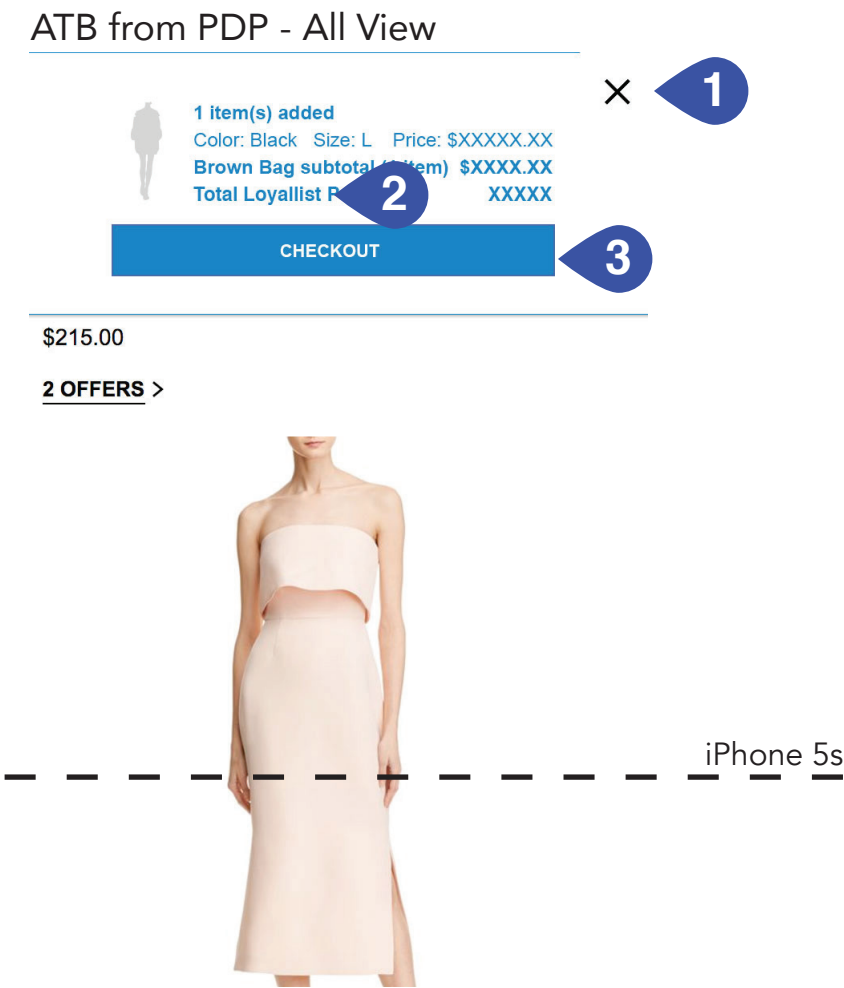
ATB Full Modal:

- 1 - Close button closes modal or if the user taps on the outside area of the modal.
- 2 - Content Update: Showing "1 item added to bag", Color, Size, & Price.
- 3 - Brown bag subtotals, Bag Loyallist points, and Loyallist rewards card points.
- 4 - Checkout button moved above the fold. (takes you to the checkout process)
- 5 - Become a loyallist button added. (takes you to this page: <https://m.bloomingdales.com/account/signin>)
- 6 - Pros Panel: Horizontal scroll panel. Max count of products is 6.
- 7 - The loyallist points for that product are added under the price point of the item.
- 8 - The total bag loyallist points also appear under the bag total.
- 9 - If you're a Loyallist with us already, the "become a loyallist" button disappears.
- 10 - Points to your next Loyallist Rewards card appears about the Pros panel.

UX Notes/Recommendations: Simplify the copy to make it more "scanable". Modal needs to cover the full screen.

Items removed from current bag:

- Product Name & Brand Name
- Continue shopping link
- Loyallist copy (but replaced with a loyallist button if you're not a loyallist)



Annotations:

ATB Fly Down Modal:

- 1 - Close button closes modal or if the user taps on the outside area of the modal.
- 2 - Content Update: Showing "1 item added to bag", Color, Size, Price, Brown bag subtotal and Total Loyallist points in the bag.
- 3 - Checkout takes the customer to the checkout process.

UX Notes/Recommendations: Simplify the copy to make it more "scanable". After the user taps on "add to bag", the user needs to be taken back to the top of the page and the Modal needs to animate downward (or fade in). It should cover the content not push it down.

Items removed from current bag:

- Product Name & Brand Name
- Continue shopping link
- Become a loyallist information
- Individual product loyallist points