

UX Annotations

MVP 1 - Bag

User signed in and applied promo

BCOM HEADER

BANNER SPACE

Your Brown Bag

BAG ID: XXXX-XXXX

LIVE CHAT

BOPS BANNER

ITEM	DELIVERY	UNIT PRICE	QTY	TOTAL
BRAND NAME PRODUCT NAME PRODUCT NAME COLOR: COLOR SIZE: SIZE WEB ID: XXXXX SHIP In Stock. Leaves facility within 3 business days. PICK UP IN STORE Available Today. If order by 5:30PM. \$XXX.XX 1 Remove Move to Wish List \$XXX.XX				
PROMO #1 COPY COPY				~ \$XXX.XX \$XXX.XX
BRAND NAME PRODUCT NAME PRODUCT NAME COLOR: COLOR SIZE: SIZE WEB ID: XXXXX SHIP In Stock. Leaves facility within 3 business days. PICK UP IN STORE Available Today. If order by 5:30PM. \$XXX.XX 1 Remove Move to Wish List \$XXX.XX				
PROMO #1 COPY COPY				~ \$XXX.XX \$XXX.XX
BRAND NAME PRODUCT NAME PRODUCT NAME COLOR: COLOR SIZE: SIZE WEB ID: XXXXX SHIP In Stock. Leaves facility within 3 business days. PICK UP IN STORE Available Today. If order by 5:30PM. \$XXX.XX 1 Remove Move to Wish List \$XXX.XX				
PROMO #1 COPY COPY				~ \$XXX.XX \$XXX.XX
BRAND NAME PRODUCT NAME PRODUCT NAME COLOR: COLOR SIZE: SIZE WEB ID: XXXXX SHIP In Stock. Leaves facility within 3 business days. PICK UP IN STORE Available Today. If order by 5:30PM. \$XXX.XX 1 Remove Move to Wish List \$XXX.XX				
PROMO #1 COPY COPY				~ \$XXX.XX \$XXX.XX
PROMO #2 COPY COPY				\$XXX.XX
BRAND NAME PRODUCT NAME PRODUCT NAME COLOR: COLOR SIZE: SIZE WEB ID: XXXXX SHIP In Stock. Leaves facility within 3 business days. PICK UP IN STORE Available Today. If order by 5:30PM. \$XXX.XX 1 Remove Move to Wish List \$XXX.XX				
PROMO #1 COPY COPY				~ \$XXX.XX \$XXX.XX
PROMO #1 COPY COPY				\$XXX.XX

CUSTOMER'S VIEWED PANEL

AD SPACE

ELIGIBLE OFFERS

You must [sign in](#) to check out using a promo code.

There are no valid offers available in your [location](#). Any offers that you saved previously may have expired.

Please note: Items are not reserved until checkout is complete. Prices are subject to change based on [low price](#) in effect the day you checkout.

ORDER SUMMARY

HAVE A PROMO CODE?

APPLY

Order Subtotal

\$XXXX.XX

In-Store Pickup

FREE

Estimated Shipping

\$XXX.XX

Estimated Tax

\$XXX.XX

ORDER TOTAL

\$XXX.XX

Total Promotional Savings

\$XXX.XX

icon

[Sign In](#) or [Become a Loyallist](#) to get points with this purchase!

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with

PayPal

[Shipping Internationally?](#)

BCOM FOOTER

Annotations:

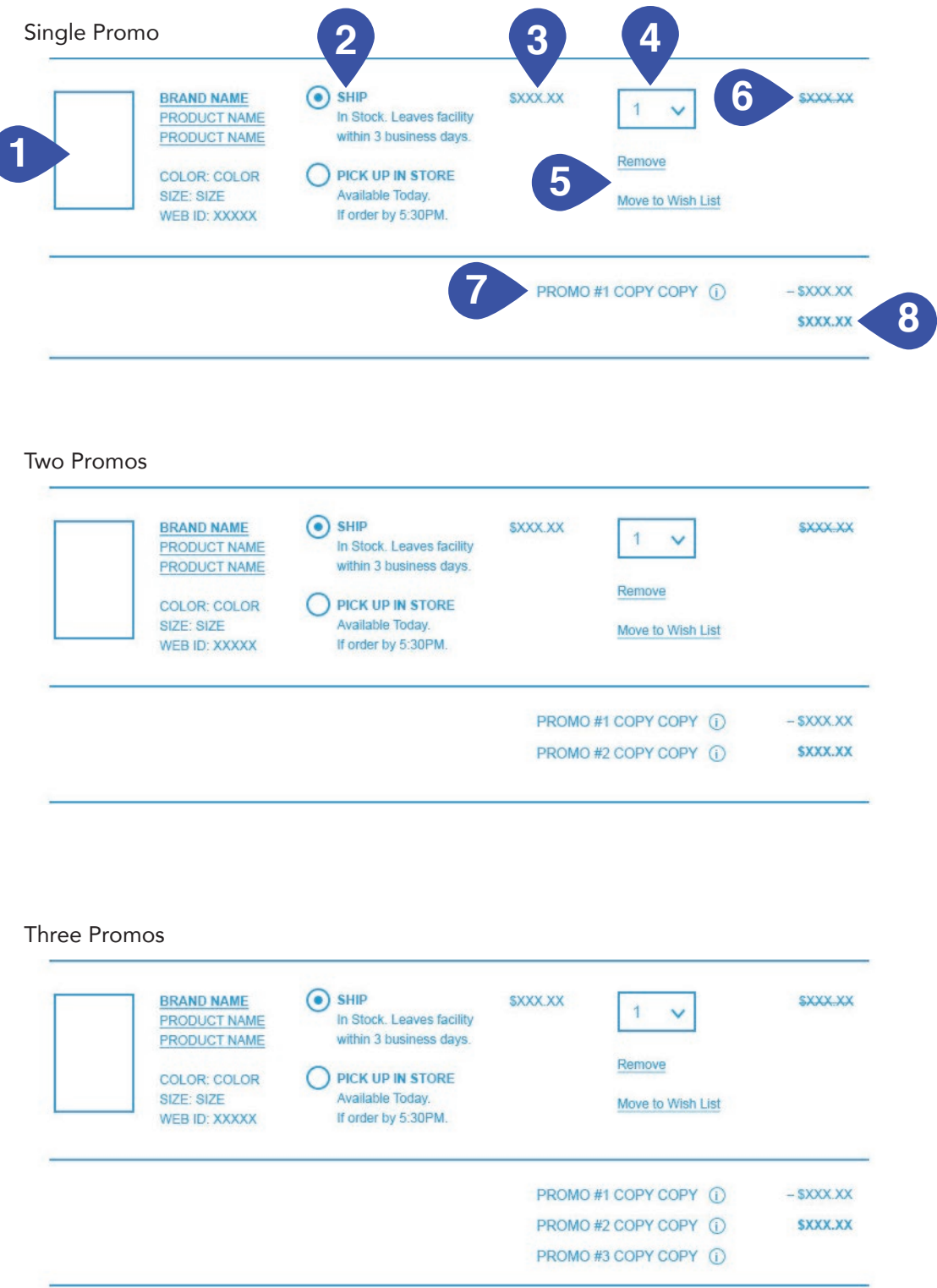
1

User Flow

- Overall bag updates - Updating the styles (CSS) to the current bag.
- Adding promotional messaging on the individual items (line item level).
- Adding the subtraction in price (if there are promotions on the line item).

bloomingdale's

2



Annotations:

User Flow

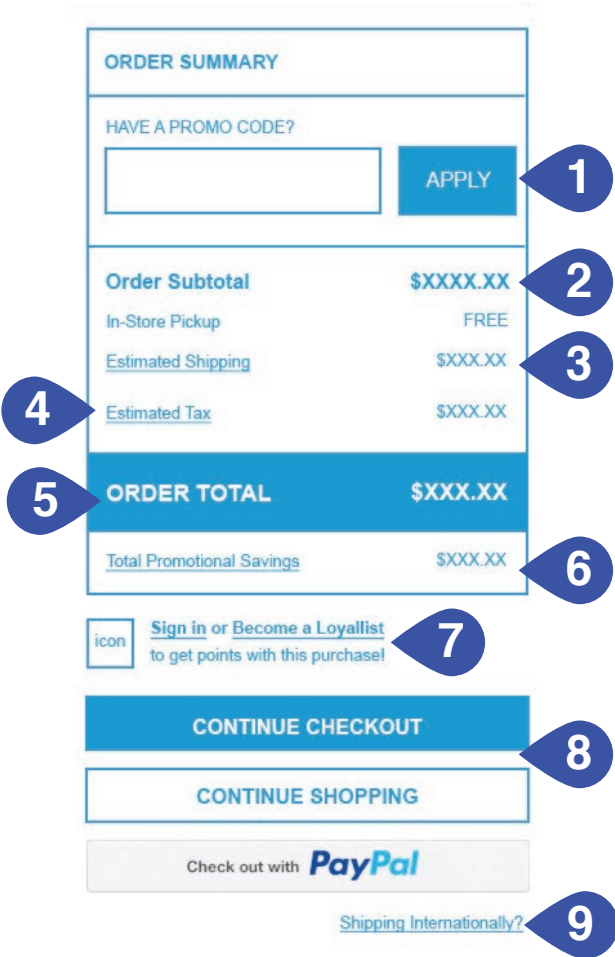
- 1 - Image with product information to the right. Hierarchy: Brand Name, Product Name, Color, Size, & Web ID.
- 2 - Ship and Bops Information. This function remains the same as is today.
- 3 - Unit Price Point.
- 4 - Quantity Drop Down. User can add more of the same item to their bag.
- 5 - "Remove" and "Move to Wish List" will function as they do today.
- 6 - Total Price: If there's a promotion that applies, the total price will have a "strike" through the price point. If the item does not have promotion, then the price will reflect the current price of the item (sale, reg, etc)
- 7 - Under the line item, the promotions will be listed with the price reduction to the right of the promotion.
- 8 - Final price will be listed below the reduction.

IMPORTANT:

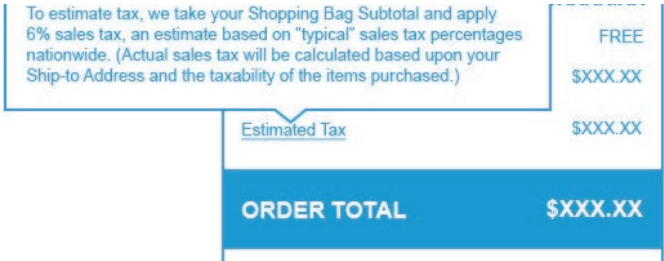
Promotional Messaging Priority

- Promotional Pricing
- Tiered Pricing
- Percent Off Order
- Dollar Off Order
- Bmoney (hardcoded message)
- Loyalty Offer Fixed
- Loyalty Offer Multiplier
- Bundled GWP
- PWP

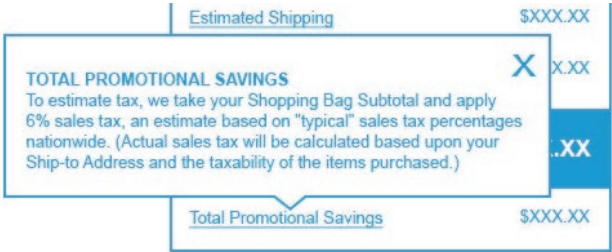
Signed Out Order Summary



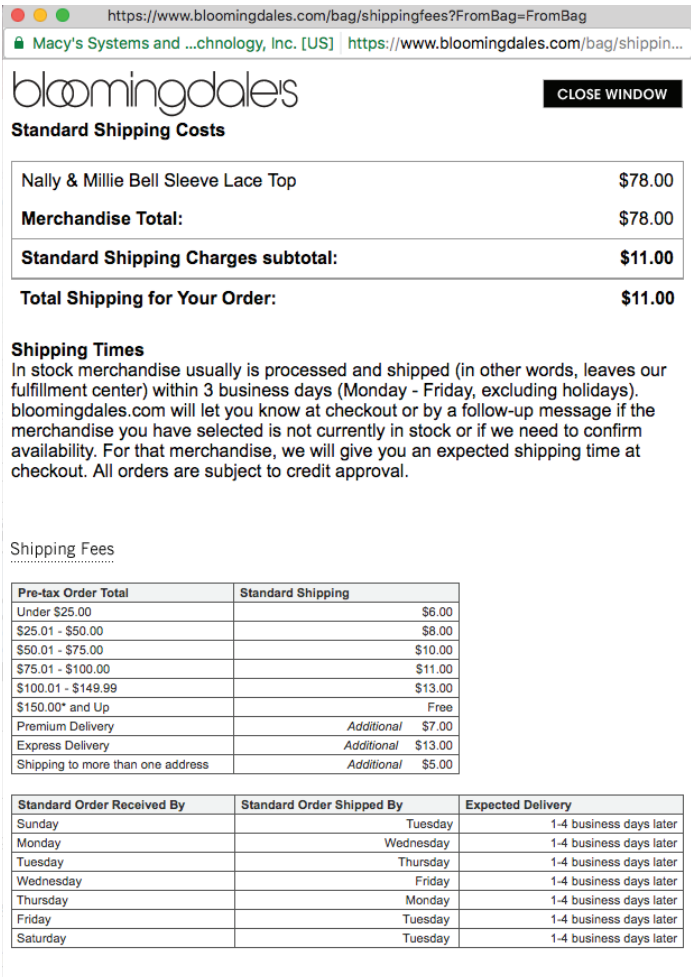
Estimated Tax - Tooltip



Promotional Savings Tooltip



Shipping & Handling New Window



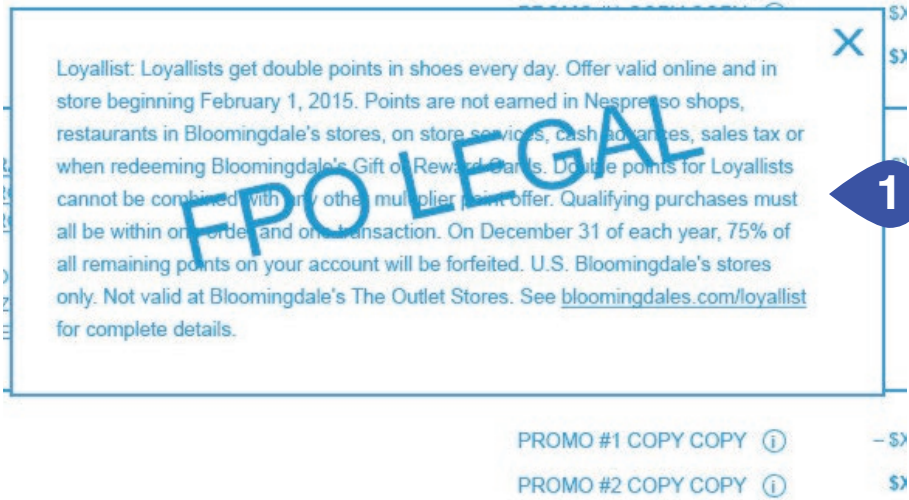
Annotations:

Signed Out Order Summary Hierarchy:

- 1 **Promo Code:** If the customer doesn't have a promo code, they can apply one with the input field in this section.
- 2 **Subtotal:** Price in the subtotal should reflect the items Total prices added together.
- 3 **Shipping & Handling:** Reflects the cost of the shipping. If the Shipping is free, then the copy will say "FREE". The shipping and handling link will open a new window with all the shipping information. (instore pickup and delivery will be listed above if they apply to the order).
- 4 **Estimated Tax:** The estimated tax reflects adding a 6% tax to the subtotal of the bag. If the user taps on the link, it will open a standard tooltip that explains how the estimated tax works.
- 5 **Order Total:** The total after all the calculations of the order summary.
- 6 **Total Promotional Savings:** All of the promotions added up for what the customer has saved on the order. This should also link to a tooltip.
- 7 **Loyallist:** If you're not signed in, the copy should state you can "sign in" or "become a loyallist". Sign in should take the customer to the "sign in" page. Once they sign in, it will lead them back to the bag.

"Become a loyallist" should go to the loyallist information page: https://www.bloomingdales.com/account/signin?-fromLoyalty=loyaltySignIn&cm_sp=loyal-list_-bag_-become_a_loyallist
- 8 **CTAs:** Continue Checkout (Primary button), Continue Shopping (secondary button), and Paypal button.
- 9 **Shipping Internationally:** Will take the customer to this page: <https://www.bloomingdales.com/international/context>

Legal Modal



Annotations:

Function:

1 **Modal:** Max Character count 4,000 (with spaces). Modal should close on tapping outside the modal or on tap of the close button (tap for tablet, click for desktop). If content exceeds the height of the max height of the modal, then the content should scroll within.

Signed in Not Loyal

ORDER SUMMARY

HAVE A PROMO CODE?

APPLY

Order Subtotal

\$XXXX.XX

In-Store Pickup

FREE

Estimated Shipping

\$XXX.XX

Estimated Tax

\$XXX.XX

ORDER TOTAL

\$XXX.XX

Total Promotional Savings

\$XXX.XX

icon

EARN POINTS WHEN YOU SHOP!

Become a Loyallist

1

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with

PayPal

Shipping Internationally?

Annotations:

Signed In Not Loyal
Order Summary Hierarchy:

1 **Note:** Hierarchy will remain the same. Only difference in a “signed in non loyal” customer is the messaging in the loyallist section. Copy should say: “Earn Points When You Shop! Become a Loyallist” Become a loyallist is a link to the loyallist page.

Signed In Loyallist Customer

ORDER SUMMARY

HAVE A PROMO CODE?

APPLY

Order Subtotal

\$XXXX.XX

In-Store Pickup

FREE

Estimated Shipping

\$XXX.XX

Estimated Tax

\$XXX.XX

ORDER TOTAL

\$XXX.XX

Total Promotional Savings

\$XXX.XX

icon

This Order's Loyallist Points

XXXXXX

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with

PayPal

[Shipping Internationally?](#)

Annotations:

Signed In Loyallist Customer
Order Summary Hierarchy:

1 **Note:** Hierarchy will remain the same. Only difference in a “signed in loyallist customer” is they will see the points they can earn per that order.

Signed In Loyallist Customer

ORDER SUMMARY

PROMO CODE APPLIED:

%PROMO CODE NAME% [REMOVE](#)

– \$XXX.XX

%PROMO CODE NAME%

– \$XXX.XX

Order Subtotal

\$XXXX.XX

In-Store Pickup

FREE

[Estimated Shipping](#)

\$XXX.XX

[Estimated Tax](#)

\$XXX.XX

ORDER TOTAL

\$XXX.XX

[Total Promotional Savings](#)

\$XXX.XX

bMoney Earned

\$XXXX.XX

icon

This Order's Loyallist Points

XXXXXX

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with 

[Shipping Internationally?](#)

Annotations:

Signed In Loyallist Customer With Applied Promos and bMoney Order Summary Hierarchy:

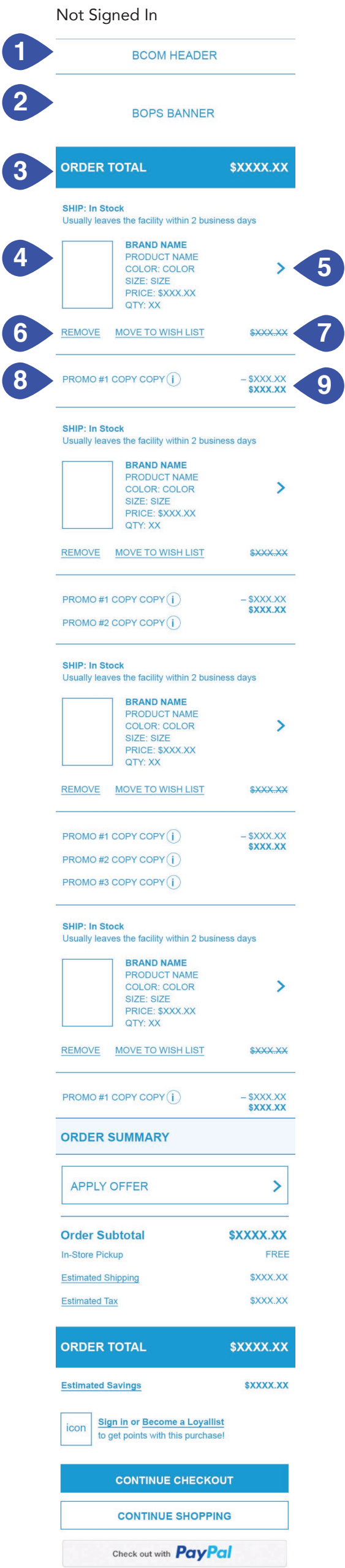
Note: Hierarchy will remain the same.

Differences:

- 1

- Promo Code was Applied by the customer.
- 2

- Customer has earned “bMoney”



Not Signed In

ORDER SUMMARY

APPLY OFFER >

Order Subtotal\$XXXX.XX

In-Store PickupFREE

Estimated Shipping\$XXX.XX

Estimated Tax\$XXX.XX

ORDER TOTAL\$XXXX.XX

Estimated Savings\$XXXX.XX

1

icon

Sign in or Become a Loyallist to get points with this purchase!

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with

Signed In - Not Loyal

PROMO #1 COPY COPY ⓘ - \$XXX.XX
\$XXX.XX

ORDER SUMMARY

APPLY OFFER >

Order Subtotal\$XXXX.XX

In-Store PickupFREE

Estimated Shipping\$XXX.XX

Estimated Tax\$XXX.XX

ORDER TOTAL\$XXXX.XX

Estimated Savings\$XXXX.XX

2

icon

EARN POINTS WHEN YOU SHOP!
Become a Loyallist

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with

Annotations:

User Flow (differences in bags)

1 - Not signed in Loyallist Message.

2 - Signed in “Non Loyallist” message

3 - Signed In and Loyallist. Points earned on the order.

4 - Offer Applied to the Bag

5 - bMoney Earned

*Hierachy is the same as desktop and tablet. “estimated savings” is the same as “total promotional savings” and should open a standard modal.

Signed in - Loyal & bMoney

ORDER SUMMARY

APPLY OFFER >

Order Subtotal\$XXXX.XX

Estimated Shipping\$XXX.XX

Estimated Tax\$XXX.XX

ORDER TOTAL\$XXXX.XX

Estimated Savings\$XXXX.XX

bMoney EarnedXXXXXX

3

icon

This Order's Loyallist Points XXXXXX

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with

Signed in - Loyal, bMoney, & offer applied

\$XXX.XX

ORDER SUMMARY

4

OFFER APPLIED: XXXXXX - \$XXX.XXX >

PROMO CODE(S) APPLIED:
%PROMO CODE NAME%
%PROMO CODE NAME%

Order Subtotal\$XXXX.XX

In-Store PickupFREE

White Glove Delivery(Big Ticket)\$XXX.XX

Estimated Shipping\$XXX.XX

Estimated Tax\$XXX.XX

ORDER TOTAL\$XXXX.XX

Estimated Savings\$XXXX.XX

bMoney EarnedXXXXXX

5

icon

This Order's Loyallist Points XXXXXX

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with

BAG ID: XXXXXXXXXXXXXXXX

Prices are subject to change based on the price in effect the day you checkout. These items may be delivered in multiple shipments and will be noted on the invoice. If your items is not available to ship within the estimated ship window, you may be contacted via email to reconfirm your order. Please add customer-service@bloomingdales.com to your address book so that you will receive our updates.

Items and promotional pricing in your Brown Bag are not reserved until checkout is complete.

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Bag Line Item

ITEM	DELIVERY	UNIT PRICE	QTY	TOTAL
IMG BRAND NAME PRODUCT NAME PRODUCT NAME COLOR: COLOR SIZE: SIZE WEB ID: XXXXX SHIP In Stock. Leaves facility within 3 business days. PICK UP IN STORE Available Today. If order by 5:30PM.		\$XXX.XX	1 Remove Move to Wish List	\$XXX.XX
PROMO #1 COPY COPY				- \$XXX.XX
				\$XXX.XX

ORDER SUMMARY

HAVE A PROMO CODE?

APPLY

Order Subtotal

\$XXXX.XX

In-Store Pickup

FREE

Estimated Shipping

\$XXX.XX

Estimated Tax

\$XXX.XX

ORDER TOTAL

\$XXX.XX

Total Promotional Savings

\$XXX.XX

icon

Sign in or Become a Loyallist

to get points with this purchase!

CONTINUE CHECKOUT

CONTINUE SHOPPING

Check out with

PayPal

1

2

Annotations:

User Flow

1 The promo code information should link and anchor down the page to the promo code input field in the Order summary section.

Animation speed should be the same as the reviews link on the pdp: (example - https://www.bloomingdales.com/shop/product/rebecca-minkoff-mini-mac-cross-body?ID=1067850&CategoryId=17310&LinkType=#fn=ppp%3D%26spp%3DNULL%26sp%3DNULL%26rid%3DNULL%26rsid%3Dundefined%26pn%3D1I9I1I755)

2 **Note:** Mobile does **NOT anchor**. Instead of anchoring down the page to the “apply offer” link, the modal should open if the user taps on the “apply promo” copy. The modal is the current modal we have on mobile today. No changes needed in the modal.

Mobile Experience

Mobile Bag Line Item

SHIP: In Stock

Usually leaves the facility within 2 business days.

IMG

Brand Name

Product name Product name

COLOR: COLOR NAME

SIZE: SIZE

PRICE: \$XXXXX.XX

QTY: 1

REMOVE

MOVE TO WISH LIST

\$XXXXX.XX

APPLY PROMO CODE:

?

PROMOCODE

- \$XXXXX.XX

\$XXXXX.XX

Apply Offer Modal

Back

Apply Offer

Enter promo code

APPLY

ELIGIBLE OFFERS

Sign in to see offers.

SIGN IN

Line item in bag

SHIP: In Stock
Usually leaves the facility within 2 business days.

IMG

Brand Name

Product name Product name

COLOR: COLOR NAME

SIZE: SIZE

PRICE: \$XXXXX.XX

QTY: 1

>

REMOVE

MOVE TO WISH LIST

PROMO COPY PROMO COPY 1

1

XXX.XX

\$XXXXX.XX



Modal for Offer Info

BACK

OFFER INFORMATION

Promo copy goes here. Promo copy goes here.

Promo copy goes here. Promo copy goes here.

Annotations:

1

User Flow
Mobile Modal - If the user taps on the promo space or the “i” icon, it will open a modal with information about the promotion. There’s no set character limit due to the fact it covers the whole page. If the user flips the phone to landscape, all functionality should remain as is today.