

Supplementary (Footer) Navigation
Repeat Top Level Navigation

**Carnation Mall Home
(with Logo)**
1.0

See home page modules sub-section (Figure B).

Home Page
Modules
(Figure B)

Search
1.5

Search by
Product,
Store or All
(See Figure
E).

Top Level Navigation

Our Stores
1.1

Programs &
Events
1.2

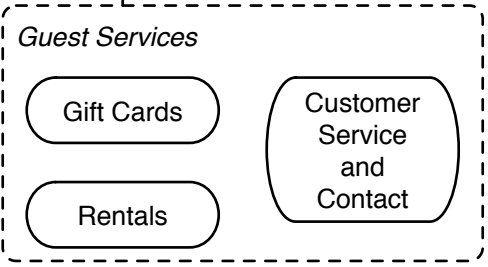
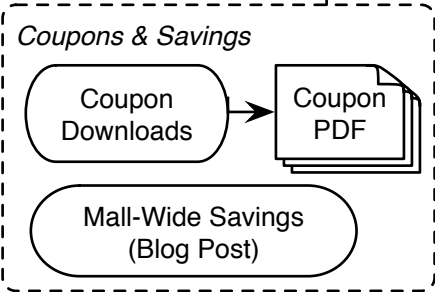
Coupons &
Savings
1.3

Guest
Services
1.4

Store Filter (Figure C)

Individual
Store Pages

Programs & Events
(Figure D)



See Programs & Events subsection (Figure D.)

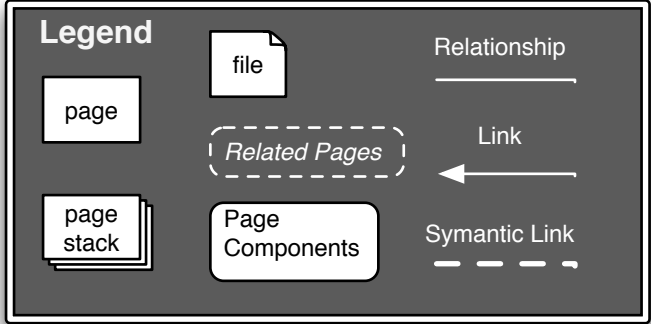
Carnation City Mall: High-Level Blueprint Notes

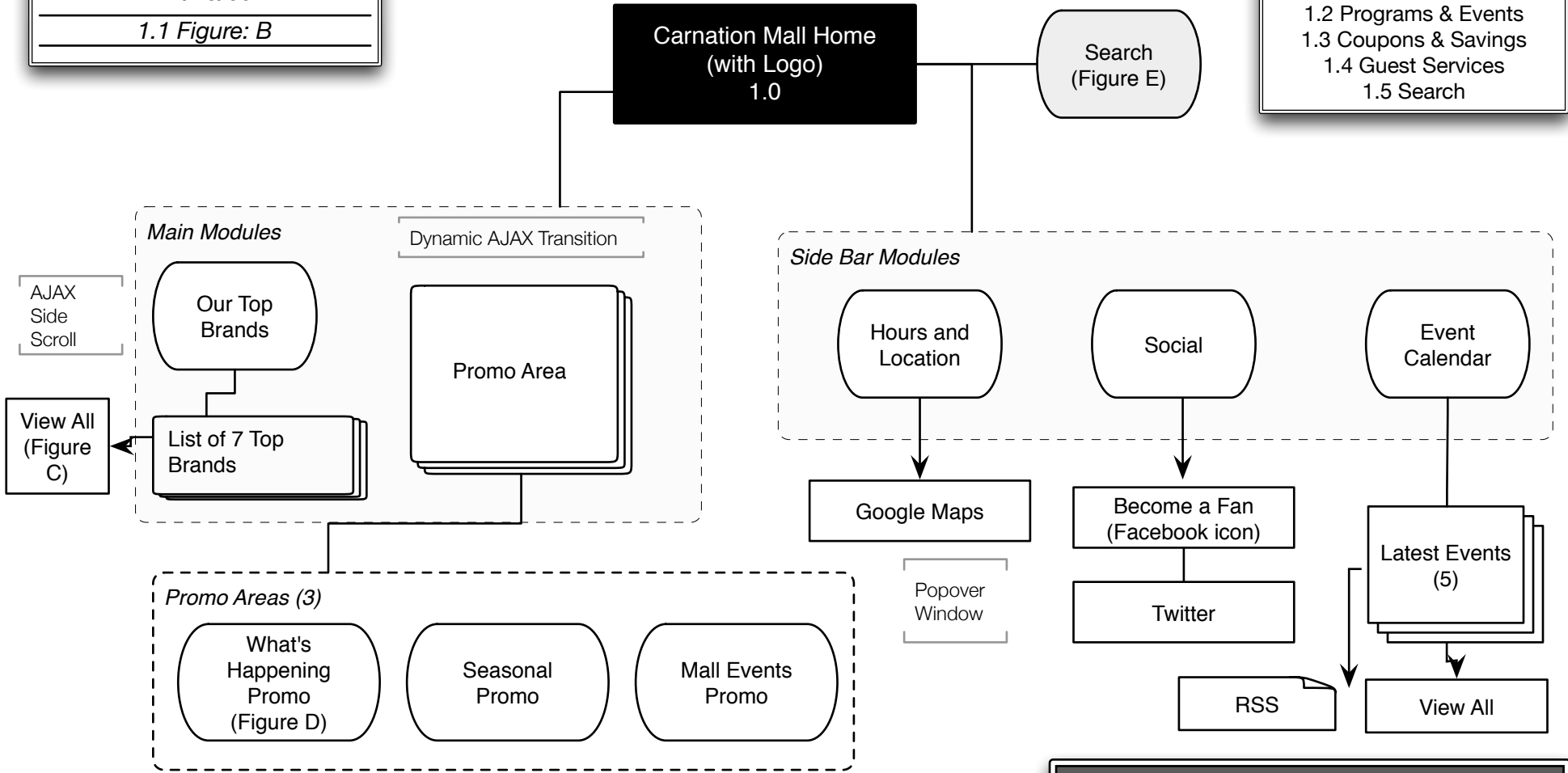
Top Level Navigation appears in a horizontal navigation bar. Pages are self-contained and only contain one level

A Central Database feeds information for Store Listings, What's Happening and Search

More detailed **subgroups** (contained in dotted boxes) are detailed in attached blueprints.

Search and **Persistent Navigation** appear on every page across the site.





Carnation City Mall: Home Page Sub-section Notes

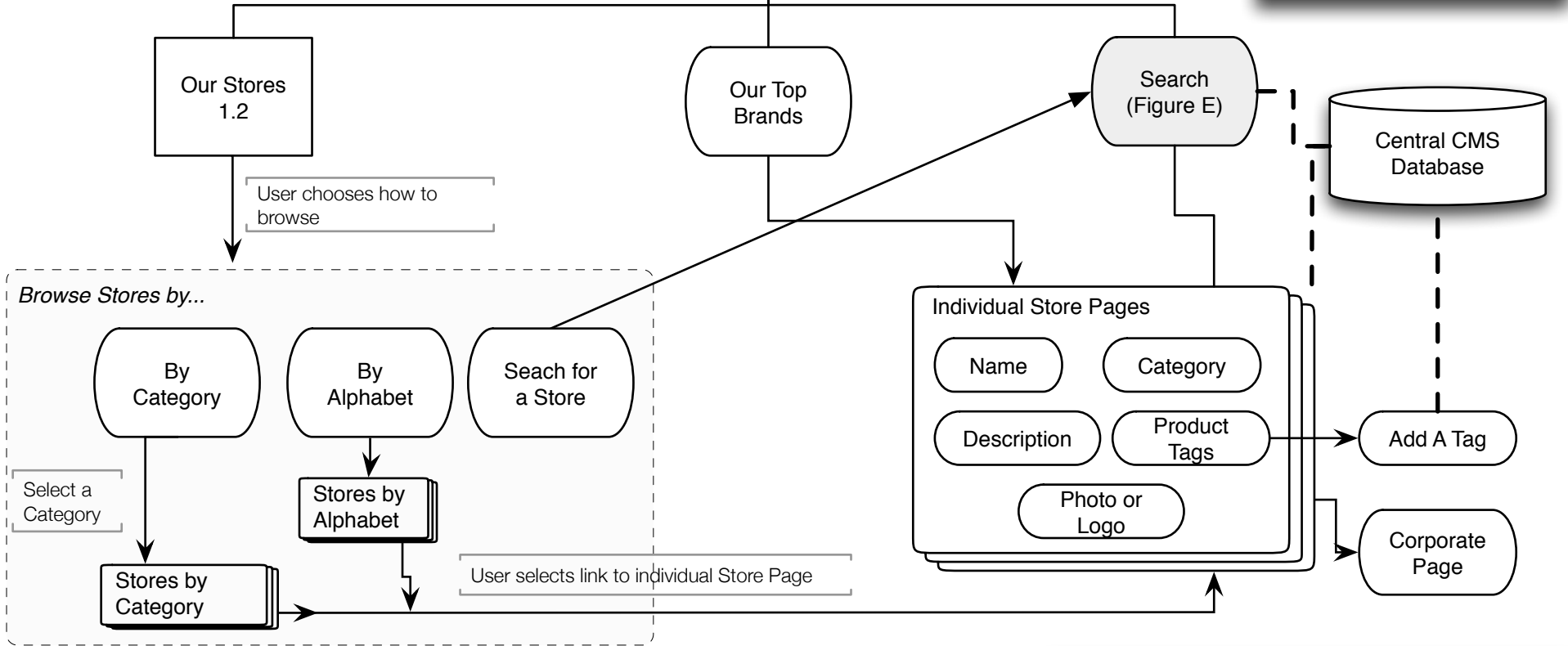
Our Top Brands scrolls through logos of top retailers. **Latest Events** (Event Calendar) content is fed from Programs/Events (Figure D) and contains and RSS link.

Promo Area transitions through three dynamic promotions on the home page. Promotions are full-graphics and link to specific section of site.

Legend

- page
- page stack
- file
- Page Components
- Relationship
- Link
- Symantic Link

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 1.0

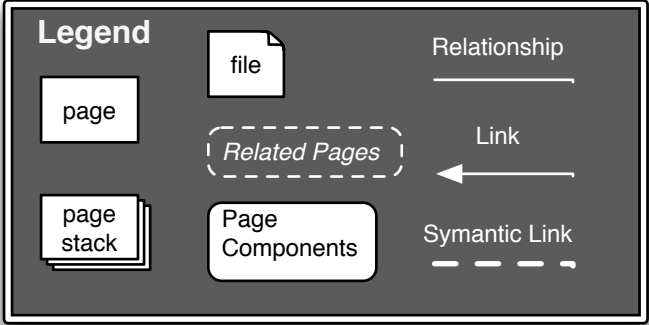


Carnation City Mall: Our Stores - Finding a Store Notes

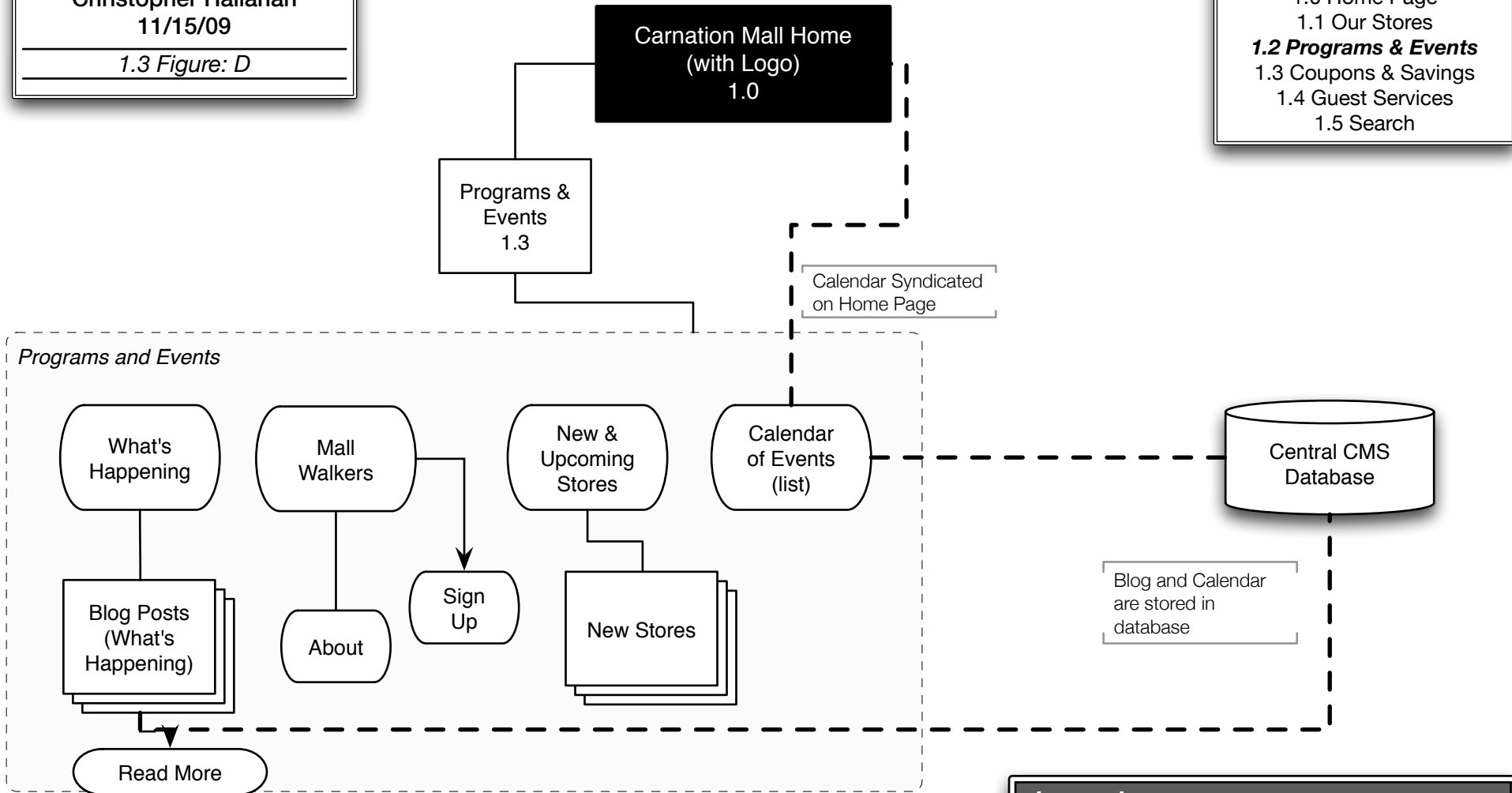
Browse or Find Stores by using the Our Stores Page, Our Top Brands or the site-wide Search

Tags may be added by users to any store that will aid in search optimization

Each store has an individual page, containing the listed elements. Store pages contain link to corporate web site if available.



- 1.0 Home Page
- 1.1 Our Stores
- 1.2 Programs & Events**
- 1.3 Coupons & Savings
- 1.4 Guest Services
- 1.5 Search

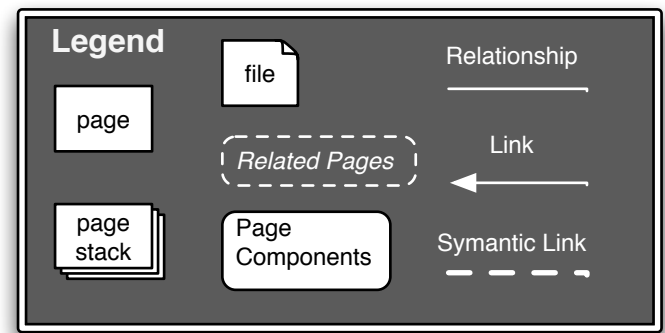


Carnation City Mall: Programs & Events Notes

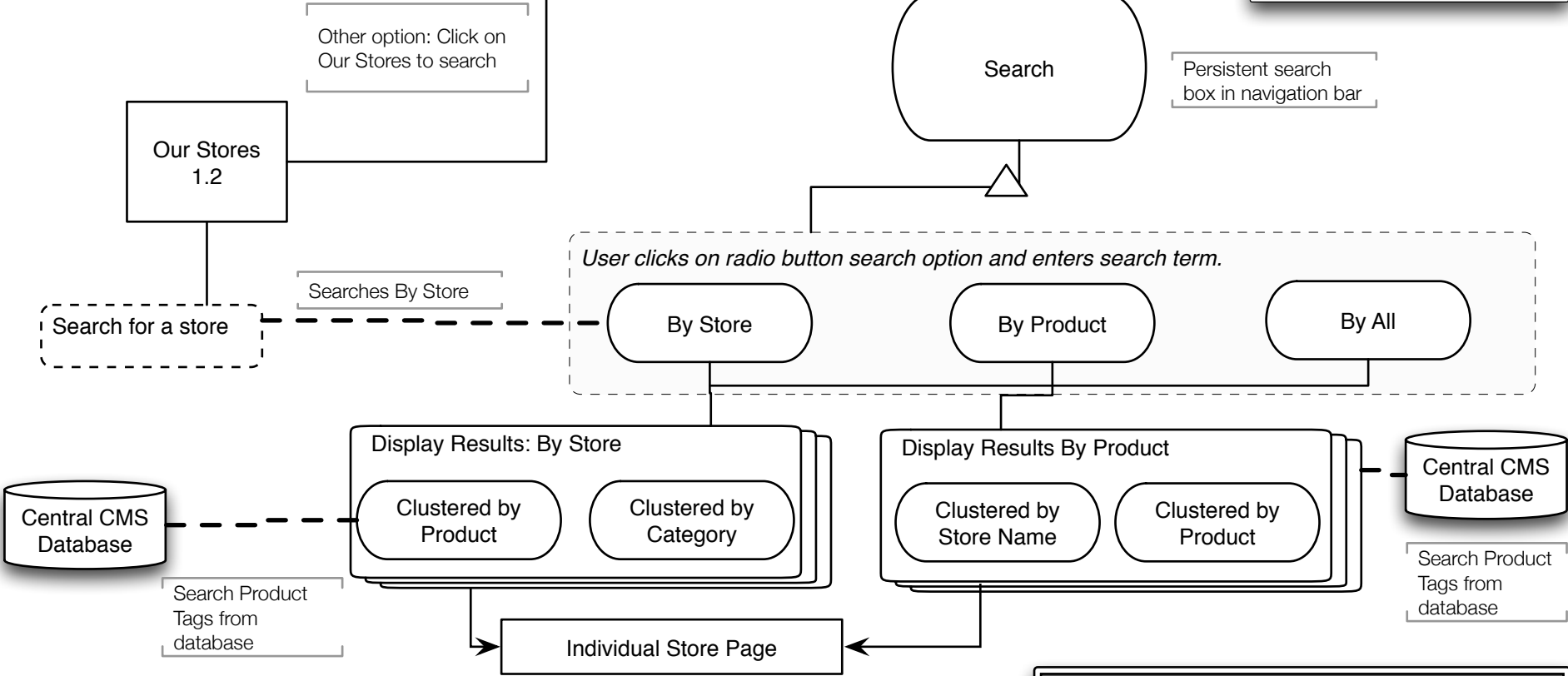
What's Happening section is in blog format and runs in reverse chronological order. Posts over one paragraph are continued on a READ MORE link

Mall Walkers (sidebar) includes an online link to sign up for the program

Calendar of Events displays more detail than on the home; 10 latest events total.



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Carnation City Mall: Search (Process Flow) Notes

Search can be conducted in two ways; by using the embedded search at the top of the navigation bar or by clicking Our Stores and searching for a store. Both use the same search engine.

Clustering Product results are generated by user generated tags, found in the CMS database.

Triange indicates conditional option

Legend

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