

LOGO LOGIN/ REGISTER search go VIEW BASKET
items subtotal CHECKOUT
email sign-up go

shop extras | dr. love | enhanced | parties | customers services | wish list

lingerie sex toys bondage dvds books/ cds novelties lotions uncut special offres new

breadcrumb trail

title view all page 1 2 3
<next previous>

affiliates | returns | policies | AS HQ | help | contact
company address

Notes:

Primary navigation:

Site tools

- **Logo** - home
- **Login** - to login page
- **Search field** and go button to search results template

Shopping tools

- **Wish list** to create a shopping list
- **Basket** - visual representation top right

Shop categories

all main shop categories are placed as primary navigation

shop extras

placed as second level primary navigation

Community

- **Dr. love** - community area 1
- **Enhanced** - Community area 2

Company

- **AS HQ** - Company information quick link as footer
- **AS parties** - party planning information as second level primary

Customer Services

- Housing all help & guides and cross references in footer quick links as second level primary

Email newsletter sign-up

- to opt in for newsletter

Footer Quick links

- To house all company/ business information links and policies
- Address to be clearly visible on all pages

Main page area for intro and merchandising slots



Notes:

Primary navigation:

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- **Login** - to login page
- **Search field** and go button to search results template

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- **AS HQ** - Company information quick link as footer
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Main page area for intro and merchandising slots



Notes:

Category page:

Featuring breadcrumb trail under primary navigation.

Hero product illustration featuring best seller. Sub-category title link under each image.

Page may accommodate 12 thumb sub-categories plus 1 hero sub-category.

Below illustrated categories is featured an area to house information, incentives or cross-merchandising slots - e.g.

- our gift service

- special free delivery offer on orders over £50

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

view all page 1 2 3

hero product illustration
(best seller)

product illustration

sub-category

product illustration

sub-category

product illustration

sub-category

sub-category (best sellers)

Information slot (e.g. about our products)

Incentive slot 1 (e.g. about our gift service)

Incentive slot 2 (e.g. about our delivery offer)

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Sub-category page:

Featuring breadcrumb trail under primary navigation.

Hero product illustration featuring best seller.

Product details, price & **BUY NOW** button below all products.

Page may accommodate 6 thumb sub-categories plus 1 hero sub-category.

User has choice to expand number of thumbs or view by page. This facility is top right.

To the right of the thumbnails, a quick link text menu offers the user the facility to jump between sub-categories without needing to re-visit primary navigation.

Below illustrated categories is featured an area to house incentives or cross-merchandising slots - e.g.

- Related Items
- We recommend
- our gift service

- special free delivery offer on orders over £50

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

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dvds

books/ cds

novelties

lotions

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breadcrumb trail

title

view all page 1 2 3

<next previous>

hero product

product

details & price
ADD TO WISH LIST
ADD TO BASKET

product

details & price
ADD TO WISH LIST
ADD TO BASKET

product

details & price
ADD TO WISH LIST
ADD TO BASKET

product

details & price
ADD TO WISH LIST
ADD TO BASKET

product

details & price
ADD TO WISH LIST
ADD TO BASKET

product

details & price
ADD TO WISH LIST
ADD TO BASKET

sub cat quick links
 link 1
 link 2
 link 3
 link 4
 link 5
 link 6
 link 7
 link 8
 link 9
 link 10
 link 11
 link 12

details & price
ADD TO BASKET
ADD TO WISH LIST

details & price
ADD TO WISH LIST
ADD TO BASKET

details & price
ADD TO WISH LIST
ADD TO BASKET

details & price
ADD TO WISH LIST
ADD TO BASKET

cross-merchandising (e.g. related items)

Incentive slot 1 (e.g. about our gift service)

Incentive slot 2 (e.g. about our delivery offer)

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Product detail page

Featuring breadcrumb trail under primary navigation.

Large product illustration featuring good quality image of main product. Additionally includes menu items to look at various views of the product and product details.

To the right of the image product details, size, quantity & price, with an add to basket button.

This is followed by any matching items featured, with details, size, quantity & price, with an add to basket button.

Under the merchandise will be shopping aids:

- size guide link
- further information link
- send this to a friend link
- customer star rating

Additionally there will be thumbnail shots of related items.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

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books/ cds

novelties

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breadcrumb trail

title
 view all page 1 2 3
 <next previous>

product illustration - large

product title & description

product price

product size

▼

quantity

add to wish list

ADD TO BASKET

size guide

more product information

send to a friend

customer reviews

matching and related items

related items
(image)

product size

▼

quantity

▼

ADD TO WISH LIST

ADD TO BASKET

product title

related items
(image)

product size

▼

quantity

▼

ADD TO WISH LIST

ADD TO BASKET

product title

related items
(image)

product size

▼

quantity

▼

ADD TO WISH LIST

ADD TO BASKET

product title

PROCEED TO CHECKOUT

front

back

detail one

detail two

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Sub-category page:

Featuring breadcrumb trail under primary navigation.

Hero product illustration featuring best seller.

Product details, price & **BUY NOW** button below all products.

Page may accommodate 4 offers plus 1 hero offer.

Below illustrated categories is featured an area to house incentives or cross-merchandising slots - e.g.

- Delivery offer
- Buy this get free gift
- Related merchandise

All primary navigation and basket clearly visible.

Notes:

Search results:

Featuring breadcrumb trail under primary navigation.

Search results should be listed as per merchandising score, therefore the opportunity to use a hero product illustration featuring the best seller should be used.

Product details, price featured below all products.

User has choice to expand number of thumbs or view by page. This facility is top right.

All primary navigation and basket clearly visible.

LOGO		MY ACCOUNT	search	go	VIEW BASKET items subtotal CHECKOUT				
		email sign-up	go	shop extras dr. love enhanced parties customers services wish list					
lingerie	sex toys	bondage	dvds	books/ cds	novelties	lotions	uncut	special offres	new
breadcrumb trail									
title, number of items found and number of items displayed on this page ie; 1 items 1 - 20 of									view all page 1 2 3 <next previous>
image	result: description: price link								
image	result: description: price link								
image	result: description: price link								
image	result: description: price link								
image	result: description: price link								
image	result: description: price link								
affiliates returns policies AS HQ help contact									
company address									

Notes:

Null search results:

Featuring breadcrumb trail under primary navigation.

Null search results page will include an error/ sorry message, and offer helpful hints on achieving a successful search. It will point a user back to the search box at the top of the page.

All primary navigation and basket clearly visible.

The wireframe shows a page layout for a null search result. At the top left is a **LOGO** box. To its right are navigation links: **MY ACCOUNT**, a search input field with a **go** button, and an **email sign-up** link with a **go** button. In the top right corner is a **VIEW BASKET** box containing **items**, **subtotal**, and **CHECKOUT**. Below these is a horizontal navigation bar with links: **shop extras**, **dr. love**, **enhanced**, **parties**, **customers services**, and **wish list**. Underneath is a primary navigation bar with buttons for **lingerie**, **sex toys**, **bondage**, **dvds**, **books/ cds**, **novelties**, **lotions**, **uncut**, **special offres**, and **new**. A **breadcrumb trail** box follows. Below that is a **title** box. The main content area is a large rectangle containing a **null search result apology message:** and **tips on searching & how to achieve better results**. At the bottom is a footer with links: **affiliates**, **returns**, **policies**, **AS HQ**, **help**, and **contact**. A **company address** box is located at the very bottom.

Notes:

Featuring breadcrumb trail under primary navigation.

Below the titel bar a promotions area is housed for advertising e.g. delivery offer/ free gift over £50 etc.

Shopping basket area should be clearly layed out, and in columns that are of a logical order and easy to scan.

Availability information should be apparent, and any discount of a product should be detailed here also. This will be displayed/ updated on the submission of a promotional code.

Links to delivery & returns policies to be featured, and summary of delivery information.

User may select delivery type here with opportunity to amend and add additional information later on. Quantities may be amended and the order recalculated.

Should a delivery offer be in place the delivery cost standard choice will be automatically updated with FREE.

Information on payment methods should be displayed at this juncture.

Basket builder promotions to feature at foot of page to encourage shopping process and AOV.

All primary navigation clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

view all page 1 2 3

<next previous>

Promotional area - *FREE GIFT WHEN YOU SPEND OVER £45 - SELECT YOUR FREE GIFT [HERE](#)*

REF NO.	PRODUCT DESCRIPTION	AVAILABILITY	QUANTITY	ITEM PRICE	DISCOUNT	TOTAL	REMOVE
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

PROMOTIONAL/GIFT CODES (dialogue prompt)

delivery information summary & prices inc. VAT
[link to delivery policy](#)

notification of free delivery over £50
[link to returns policy](#)

SUB-TOTAL
 UK DELIVERY:
 STANDARD £X.XX
 NEXT DAY £X.XX
 NON-UK £X.XX

PROCEED
 to checkout

we accept the following cards:

please ensure you are not blocking pop-ups
 ORDER TOTAL

CONTINUE
 SHOIPING

basket builder 1

ADD TO WISH LIST

ADD TO BASKET

basket builder 2

ADD TO WISH LIST

ADD TO BASKET

basket builder 3

ADD TO WISH LIST

ADD TO BASKET

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

This page is valid only in conjunction with an offer.

Upon submit the user will return to the basket page where the free gift will be displayed at zero cost.

It will feature image & details for a series of gift products with the facility to add to basket for no cost.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title
 view all page 1 2 3
 <next previous>

product image	REF. NO.	product description	CHOOSE GIFT
product image	REF NO.	product description	CHOOSE GIFT
product image	REF NO.	product description	CHOOSE GIFT
product image	REF NO.	product description	CHOOSE GIFT

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

The login page will cater for new & existing users.

Email will be used as username to avoid complication of separate login information, and a password will be created.

The facility to reclaim a forgotten password will be accommodated as part of the login process.

A registered user may change existing details at this juncture via a link.

Should a user check "NEW CUSTOMER" and enter an existing email, an error message will be delivered with information on password recovery.

A link to privacy and security policy will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

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breadcrumb trail

title
[view all](#) [page 1 2 3](#)
[<next](#) [previous>](#)

I am an existing customer and my email address is...

EMAIL ADDRESS

PASSWORD

CONTINUE LOGIN

FORGOTTEN PASSWORD?
 FOLLOW THIS [LINK](#)

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

NOTE: If you have changed your email recently, you may amend this within any account once you have logged in.
 Please log in with the email address you registered with

I am a new customer and my email address is...

EMAIL ADDRESS

CREATE ACCOUNT

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

NOTE: If you have changed your email recently, you may amend this within any account once you have logged in.
 Please log in with the email address you registered with

if you have difficulty filling in this form, please contact us by telephone on 000 000000
[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

An unregistered user will continue by entering the relevant details in order to create an account.

Once details have been entered the user has the option of ticking a opt-in box and adding security details to automatically register.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

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uncut

special offres

new

breadcrumb trail

title

TITLE v

FIRST NAME *

LAST NAME *

ADDRESS 1 *

ADDRESS 2 *

TOWN/CITY *

POST CODE *

COUNTRY v

* COUNTRY v

CONTACT PHONE NUMBER *

EMAIL ADDRESS (PRE-FILLED) *

Fields marked * are mandatory

[SEE OUR PRIVACY POLICY](#)

[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

Yes, I would like to be notified of news and happenings at Annsummers via this email address.

I am over 18 and may view and purchase products from Ann Summers Uncut.

PASSWORD

CONFIRM PASSWORD

WHERE DID YOU HEAR ABOUT Ann Summers? v

CREATE ACCOUNT

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

The error message will be generated in response to the error that occurred on the previous page.

The example shown on this wireframe is for a login error, where the error is displayed above the main content of the page.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

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special offres

new

breadcrumb trail

title

ERROR MESSAGE - PLEASE CHECK YOUR PASSWORD. If you have forgotten your password, please click the link below

I am an existing customer and my email address is...

EMAIL ADDRESS

PASSWORD

CONTINUE LOGIN

FORGOTTEN PASSWORD?
FOLLOW THIS [LINK](#)

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

NOTE: If you have changed your email recently, you may amend this within ~~any~~ my accounti once you have logged in.
Please log in with the email addressyou registered with

I am a new customer and my email address is...

EMAIL ADDRESS

CREATE ACCOUNT

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

NOTE: If you have changed your email recently, you may amend this within ~~any~~ my accounti once you have logged in.
Please log in with the email addressyou registered with

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

The forgotten password page will enable a user to request their password to be delivered in an email to their registered email address.

A link to privacy and security policy will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

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breadcrumb trail

title

Enter your email that you use for your account here and your password will be emailed to you.

EMAIL ADDRESS

CONTINUE

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

A thank-you message will be displayed and confirmation that the password has been delivered.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET

items

subtotal

CHECKOUT

email sign-up

go

shop extras | dr. love | enhanced | parties | customers services | wish list

lingerie | sex toys | bondage | dvds | books/ cds | novelties | lotions | uncut | special offres | new

breadcrumb trail

title

THANK YOU FOR YOUR REQUEST.YOUR PASSWORD HAS BEEN SENT

Please follow the link in the email or click below to continue

CONTINUE

if you have difficulty filling in this form, please contact us by telephone on 000 000000

affiliates | returns | policies | AS HQ | help | contact

company address

Notes:

Featuring breadcrumb trail under primary navigation.

This page will allow the user to indicate whether or not he is registered with Ann Summers with relation the purchase procedure.

If he is registered he will enter his details in order to continue to the checkout using captured data fields.

If he is not registered he can proceed through the basket process.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

shop extras | dr. love | enhanced | parties | customers services | wish list

lingerie

sex toys

bondage

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books/ cds

novelties

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new

breadcrumb trail

title

Intro copy for returning account customers

If you have saved your information by registering at annsummers.com, access it by logging in below.

Intro copy guests and/or new account customers

You don't need an account to shop at annsummers.com. But if you would like to start one, you can do so later in the checkout process.

EMAIL ADDRESS

PASSWORD

CONTINUE LOGIN

FORGOTTEN PASSWORD?
FOLLOW THIS [LINK](#)

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

NOTE: If you have changed your email recently, you may amend this within any account once you have logged in. Please log in with the email address you registered with

CONTINUE CHECKOUT

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

At this point the bread crumb trail changes into a specific breadcrumb trail for the checkout process. This will illustrate to the user where he is in the process and how much further he has to go.

An unregistered user will continue by entering the relevant details in order to purchase.

Once details have been entered the user has the option of ticking a opt-in box and adding security details to automatically register. Registration will be completed and confirmed once the checkout process has been authorised.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
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 CHECKOUT

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new

breadcrumb trail

title

billing intro: Please enter your billing information.

v

*

*

*

*

*

v *

v *

*

*

Fields marked * are mandatory

[SEE OUR PRIVACY POLICY](#)

[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

Yes, I would like to be notified of news and happenings at Annsummers via this email address.

Deliver this entire order to my billing address.

I am over 18 and may view and purchase products from Ann Summers Uncut.

Yes, I would like to create an account at annsummers.com

Save Information for Next Time

You can save time next time you shop at annsummers.com by saving your address information. Simply choose a password and a Security Question/Answer for your new account and we'll do the rest.

v

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring checkout process breadcrumb trail under primary navigation.

Enter post code look up page. User will be able to automatically pre-fill the address form by entering the post code for their address.

Non-UK addresses will be directed to the manual delivery address page.

A link to privacy and security policy will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

shop extras | dr. love | enhanced | parties | customers services | wish list

lingerie

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breadcrumb trail

title

ENTER POSTCODE

CONTINUE

[SEE OUR PRIVACY POLICY](#)

[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

Please enter your postcode in order for us to find your address.

IF YOUR ADDRESS IS OUTSIDE THE UK, OR IF YOU WOULD PREFER TO ENTER YOUR ADDRESS MANUALLY, PLEASE FOLLOW THIS [LINK](#)

if you have difficulty filling in this form, please contact us by telephone on 000 000000

affiliates | returns | policies | AS HQ | help | contact

company address

Notes:

Featuring checkout breadcrumb trail under primary navigation.

Enter post code list return page. User will select their 1st line of address from the list presented.

Non-UK addresses will be directed to the manual delivery address page.

A link to privacy and security policy will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket-clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

POSTCODE ENTERED

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

SELECT ADDRESS 1
 SELECT ADDRESS 2
 SELECT ADDRESS 3
 SELECT ADDRESS 4
 SELECT ADDRESS 5
 SELECT ADDRESS 6

^

 v

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

 IF YOUR ADDRESS IS OUTSIDE THE UK, OR IF YOU WOULD PREFER TO ENTER YOUR ADDRESS MANUALLY, PLEASE FOLLOW THIS [LINK](#)

CONTINUE

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring checkout breadcrumb trail under primary navigation.

This page displays selected delivery address and items chosen and enables the user to select delivery method and enter a gift message where applicable.

The user can edit the delivery address.

The user can select gift boxing (if applicable).

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

Intro: Please select/review delivery methods

DELIVER TO: v

EDIT ADDRESS

SPLIT ORDER TO MULTIPLE ADDRESSES

ITEMS WITH QUANTITY(List view)

Enter Gift message (limit 25 characters per line)

GIFT BOX

DELIVERY

DELIVERY VIA
v

Please Note:
 Please include your name with your message to indicate the gift is from you.

CONTINUE TO PAYMENT

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring checkout breadcrumb trail under primary navigation.

This page enables the user to select delivery addresses for each item.

New addresses can be added.

The basket is visible in the main section of the page and therefore at this stage now disappears from the bottom of the page.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

Intro:
 Please select a delivery address for each item from the pull down menu below. If you need to add a new shipping address, click on "Add New Address."

PRODUCT DESCRIPTION	DELIVER TO	v	QUANTITY	ITEM PRICE	TOTAL
PRODUCT DESCRIPTION	DELIVER TO	v	QUANTITY	ITEM PRICE	TOTAL
PRODUCT DESCRIPTION	DELIVER TO	v	QUANTITY	ITEM PRICE	TOTAL
PRODUCT DESCRIPTION	DELIVER TO	v	QUANTITY	ITEM PRICE	TOTAL

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

BUTTON: ADD NEW ADDRESS

CONTINUE TO DELIVERY METHOD

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring checkout breadcrumb trail under primary navigation.

This page displays the order total with a message instructing the customer that the itemised order is below.

This page also confirms the billing address and allows the customer to edit this.

The customer is then asked for payment details and any discount information that may be relevant.

The customer is reminded for the last time that they can review the order before finalising the transaction.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

ORDER TOTAL: £ XXX.XX

VAT, Delivery and Gift Boxing (if applicable) details itemised below

[SEE OUR PRIVACY POLICY](#) | [SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

DELIVER TO:

EDIT ADDRESS

title: Enter your credit card information

NAME AS IT APPEARS ON YOUR CARD *

Fields marked * are mandatory

CARD TYPE *

CARD TYPE *

CARD NUMBER *

EXPIRY MONTH

▼

*

EXPIRY YEAR

▼

*

ISSUE DATE

▼

SECURITY NUMBER

CREDIT CARD VALIDATION (OPTIONAL)

What is this?

PROMOTIONAL/GIFT CODES
(dialogue prompt)

Please carefully review your order one last time before submitting.
Clicking "Place Your Order" will finalize your transaction. Please click only once.

PLACE YOUR ORDER

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring checkout breadcrumb trail under primary navigation.

This page displays the order total with a message instructing the customer that the itemised order is below.

This page also confirms the billing address and allows the customer to edit this.

The customer is then asked for payment at this juncture.

The customer is reminded for the last time that they can review the order before finalising the transaction.

BUTTON: PLACE YOUR ORDER

title: Recipient 1

DELIVER TO:

EDIT ADDRESS

GIFT MESSAGE:

EDIT MESSAGE

PRODUCT DESCRIPTION
PRODUCT DESCRIPTION
EDIT ITEMS

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

DELIVERY METHOD

EDIT DELIVERY METHOD

QUANTITY	PRICE	TOTAL	GIFT
QUANTITY	PRICE	TOTAL	GIFT
		ITEM(S) TOTAL	£XXX.XX
		GIFT BOXING	£XXX.XX
		DELIVERY	£XXX.XX
		VAT	£XXX.XX
		TOTAL	£XXX.XX

Please carefully review your order one last time before submitting. Clicking "Place Your Order" will finalize your transaction. Please click only once.

PLACE YOUR ORDER

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

The change items area is designed to secure a checkout. Should a user decide that the basket cost is too high at this juncture, the option of changing or removing items is presented to avoid abandoning the basket.

This page will display the core basket elements, and delivery charges, with the opportunity to amend & recalculate the order.

The user has a prominent button to return to the review order page to continue.

Should a user have proceeded thus far and wants to add a gift message or promotional code, the options may be re-presented to avoid abandoning basket.

A link to delivery and returns policies will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

REF NO.	PRODUCT DESCRIPTION	AVAILABILITY	QUANTITY	ITEM PRICE	DISCOUNT	TOTAL	REMOVE
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

PROMOTIONAL/GIFT CODES (dialogue prompt)

SUB-TOTAL

BACK TO REVIEW ORDER

we accept the following cards:

delivery information summary & prices inc. VAT
[link to delivery policy](#)

notification of free delivery over £50
[link to returns policy](#)

YOUR DELIVERY:
 UK STANDARD EX.XX
 ORDER TOTAL

recalculate order

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Users should have the option to amend details in full. This form will contain all login and delivery information on one template and should be pre-filled with the current data.

It is recommended that users add card details at each purchase to avoid confusion (many people change their credit cards frequently) and avoid issues of card data security.

It is possible to store card details should this be necessary, these would be amended within this template.

The user has a prominent button to return to the review order page to continue.

Explanations will be clearly displayed to define obligatory information.

A link to privacy and security policy will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

The 'Continue' label will change if returning to this page from Order Review, to 'Back to Order Review'.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

checkout breadcrumb trail

title

TITLE (PRE-FILLED) v *

FIRST NAME (PRE-FILLED)

LAST NAME (PRE-FILLED)

PHONE NUMBER (PRE-FILLED) *

HOUSE NAME OR NUMBER (PRE-FILLED) *

ADDRESS LINE 1(PRE-FILLED)

ADDRESS LINE 2 (PRE-FILLED)

TOWN OR CITY (PRE-FILLED) *

COUNTY (PRE-FILLED)

POST CODE (PRE-FILLED) *

COUNTRY (PRE-FILLED) v *

EMAIL (PRE-FILLED)

[SEE OUR PRIVACY & SECURITY POLICY](#)

Fields marked * are mandatory

Your phone number will only be used should there be a query on your delivery

Enter your post code only for UK addresses, or ZIP code for USA

Enter the email address used here to access your account next time you shop at AnnSummers.com to avoid re-submitting your details

BACK TO
 REVIEW
 ORDER

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

The introduction copy will confirm the order was successful and that it has been received, and is to be processed.

Confirmation that an email with the order confirmation details will be displayed as part of the introduction copy.

Quick links would provide links to customer help and information, including a link to change personal details.

The help section will provide information on changing the order.

Order tracking information should be supplied at this point if available with a link to the tracking site.

Print page button will link to a page formatted for printing, without graphics excluding the logo. It will be formatted to be printed on A4 paper.

A link to privacy and security, delivery & returns policy will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

checkout breadcrumb trail

title

THANK-YOU MESSAGE: Your order has been received and will be processed. You will receive an email to your nominated email account containing the confirmation details below. thank-you for shopping with Ann Summers. In addition you can print this page for future reference

CONTINUE SHOPPING

PRINTER FRIENDLY PAGE

REF NO.	PRODUCT DESCRIPTION	AVAILABILITY	QUANTITY	ITEM PRICE	DISCOUNT	TOTAL
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

GIFT MESSAGE

Customer details
 billing address

Recipient address

payment method selected

ORDER TRACKING DIALOGUE

SUB-TOTAL

YOUR DELIVERY:

UK STANDARD EX.XX

ORDER TOTAL

delivery policy

returns policy

quick links:
[help](#)
[faq's](#)
[order tracking](#)
[delivery policy](#)
[returns policy](#)
[privacy policy](#)
[security policy](#)

if you have queries with regards to your order, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

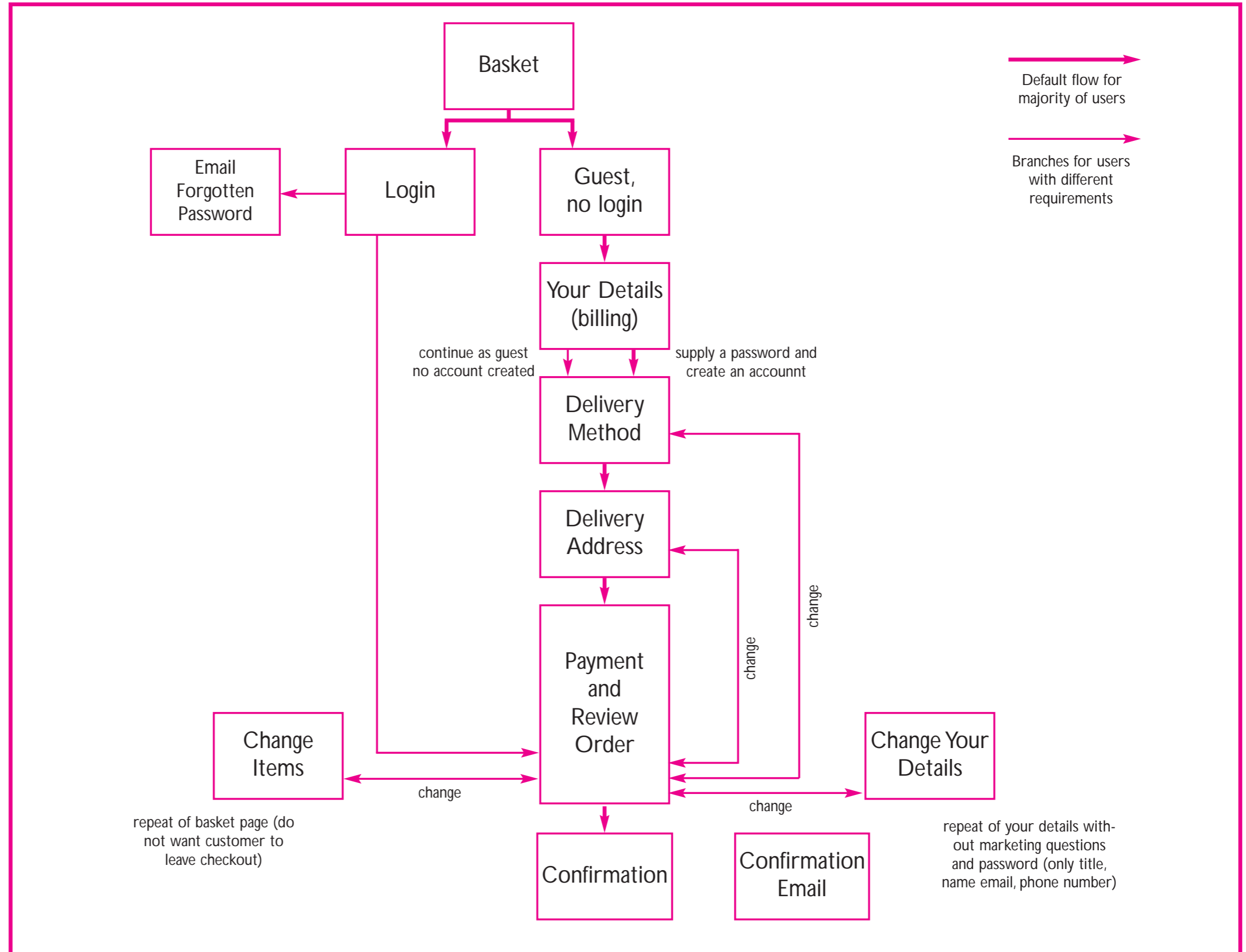
Notes:

This page is formatted for printing, without graphics excluding the logo. It will be formatted to be printed on A4 paper.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

<i>LOGO</i>						
title						
THANK-YOU MESSAGE: Your order has been received and will be processed. You will receive an email to your nominated email account containing the confirmation details below. thank-you for shopping with Ann Summers.						
REF NO.	PRODUCT DESCRIPTION	AVAILABILITY	QUANTITY	ITEM PRICE	DISCOUNT	TOTAL
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
GIFT MESSAGE					SUB-TOTAL	
Customer details billing address			Recipient address		YOUR DELIVERY: UK STANDARD EX.XX	
payment method selected					ORDER TOTAL	
if you have queries with regards to your order, please contact us by telephone on 000 000000						
address and telephone number						

Checkout Flow



Notes:

Featuring breadcrumb trail under primary navigation.

The main content area will scroll as required to accommodate all sub-sections under Customer Service, including:

- FAQ,
- Help,
- Privacy & Cookies,
- Security, Returns,
- Delivery Policy,
- International,
- Order a Catalogue,
- Tis & Cis
- Contact us

Quick links will utilise anchor links to each of the aforementioned sub-sections.

Short descriptions will feature a paragraph describing section features, and a link to that area via a 'more' link.

if space allows the short description could cover the section's FAQs, with detailed description on the following pages.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

[view all](#) | [page 1 2 3](#)
[<next](#) | [previous>](#)

section intro

quick links

a short description of sub section more

illustration/image area

a short description of sub section more

illustration/image area

a short description of sub section more

illustration/image area

a short description of sub section more

illustration/image area

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Quick links will utilise anchor links to each of the aforementioned sub-titles in this document.

All primary navigation and basket clearly visible.

The wireframe layout for the Policies page is structured as follows:

- Header:** Contains the *LOGO*, [LOGIN/ REGISTER](#), a search bar with a [go](#) button, and an [email sign-up](#) button with a [go](#) button. On the right, there is a [VIEW BASKET](#) button with sub-links for [items](#), [subtotal](#), and [CHECKOUT](#).
- Secondary Navigation:** A horizontal list of links: [shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#).
- Primary Navigation:** A row of buttons for [lingerie](#), [sex toys](#), [bondage](#), [dvds](#), [books/ cds](#), [novelties](#), [lotions](#), [uncut](#), [special offres](#), and [new](#).
- Breadcrumb Trail:** A box labeled "breadcrumb trail".
- Title:** A box labeled "title".
- Page Controls:** On the right side of the title box, there are buttons for [view all](#), [page 1 2 3](#), [<next](#), and [previous>](#).
- Main Content Area:** A large central box labeled "content area".
- Section Intro:** A box labeled "section intro" positioned above the content area.
- Quick Links:** A box labeled "quick links" positioned to the right of the section intro.
- Illustration/Image Area:** A box labeled "illustration/image area" positioned to the right of the content area.
- Footer:** A row of links: [affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#). Below this is a box labeled "company address".

Notes:

Featuring breadcrumb trail under primary navigation.

The help section on the right side of the form will give tips on how to use forms, for example how to format the email address, or how to use the postcode search fields to populate the address.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr.love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

section intro

image of current catalogue/s

Title

Forename*

Date of Birth (dd/mm/yyyy)*

House Name or Number

Surname*

E-mail*

Postcode

From time to time annsummers.com, or our 3rd party partners, may wish to keep you informed, by email of promotional offers. Please check this box if you wish to receive future offers.

FIND ADDRESS

help

receive a PDF catalogue

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
items
subtotal
CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

Title

Forename*

Date of Birth (dd/mm/yyyy)*

House Name or Number

From time to time annsummers.com, or our 3rd party partners, may wish to keep you informed, by email of promotional offers. Please check this box if you wish to receive future offers.

FIND ADDRESS

Fields marked * are mandatory

Surname*

E-mail*

Postcode

help area

DISPLAY POSTCODE ENTERED

SELECT DELIVERY ADDRESS 1 ^

SELECT DELIVERY ADDRESS 2

SELECT DELIVERY ADDRESS 3

SELECT DELIVERY ADDRESS 4

SELECT DELIVERY ADDRESS 5

SELECT DELIVERY ADDRESS 6 v

CONTINUE

[SEE OUR PRIVACY POLICY](#)

[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

IF YOUR ADDRESS IS OUTSIDE THE UK, OR IF YOU WOULD PREFER TO ENTER YOUR ADDRESS MANUALLY, PLEASE FOLLOW THIS [LINK](#)

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

This simple template houses text fields and image slots and is applicable for various different areas.

All primary navigation and basket clearly visible.

The wireframe illustrates the layout of an information template page. At the top left is the **LOGO**. To its right are utility links: **LOGIN/ REGISTER**, a search field with a **go** button, and **email sign-up** with a **go** button. In the top right corner is a **VIEW BASKET** box containing **items**, **subtotal**, and **CHECKOUT**. Below these is a secondary navigation bar with links: **shop extras** | **dr. love** | **enhanced** | **parties** | **customers services** | **wish list**. The primary navigation consists of a row of buttons: **lingerie**, **sex toys**, **bondage**, **dvds**, **books/ cds**, **novelties**, **lotions**, **uncut**, **special offres**, and **new**. A **breadcrumb trail** is located below the primary navigation. The main content area is titled **title** and includes **view all**, **page 1 2 3**, and **<next previous>** navigation. The content is divided into a **section intro** and a large **content area**. On the right side, there is a **quick links** sidebar. At the bottom, there is a footer with links: **affiliates** | **returns** | **policies** | **AS HQ** | **help** | **contact**, and a **company address** field.

Notes:

Featuring breadcrumb trail under primary navigation.

The newsletter section would show signup details as well as an example of the current newsletter with information on how to unsubscribe, the privacy policy and other relevant information.

All primary navigation and basket clearly visible.

The wireframe shows a homepage layout with the following elements:

- Header:** Includes a *LOGO* placeholder, a **LOGIN/ REGISTER** button, a search bar with a **go** button, and an **email sign-up** button with a **go** button. On the right, there is a **VIEW BASKET** button with sub-items **items**, **subtotal**, and **CHECKOUT**.
- Navigation:** A horizontal menu with links: **shop extras** | **dr. love** | **enhanced** | **parties** | **customers services** | **wish list**.
- Category Navigation:** A row of buttons for **lingerie**, **sex toys**, **bondage**, **dvds**, **books/ cds**, **novelties**, **lotions**, **uncut**, **special offres**, and **new**.
- Breadcrumb Trail:** A box labeled **breadcrumb trail**.
- Title:** A large box labeled **title**.
- Section Intro:** A large box labeled **section intro**.
- Content Grid:** A 2x3 grid of content boxes:
 - Top row: **Horoscopes**, **Quiz/Survey**, **Newsletter**
 - Bottom row: **Wallpapers**, **Postcards**, **Video (links)**
- Footer:** A row of links: **affiliates** | **returns** | **policies** | **AS HQ** | **help** | **contact**. Below this is a box for **company address**.

Notes:

Featuring breadcrumb trail under primary navigation.

Information about Ann Summers parties clearly displayed in the optimum territory.

Additional information includes graphic promotional links to being a hostess, hen nights and terms and conditions.

Additional territory is assigned to microsite promotions.

Within the middle of the page an area is allocated for the customer to search for her local organiser through postcode or town.

LOGO	LOGIN/ REGISTER	search	go	VIEW BASKET items subtotal CHECKOUT						
email sign-up				go						
shop extras dr. love enhanced parties customers services wish list										
lingerie	sex toys	bondage	dvds	books/ cds	novelties	lotions	uncut	special offres	new	
breadcrumb trail										
title										
about AS parties										
find your local organiser text and or graphic					POSTCODE	or			TOWN	v
					ENTER					
being a hostess text and or graphic			hen nights text and or graphic			terms and conditions text and or graphic				
affiliates returns policies AS HQ help contact										
company address										

Notes:

Featuring breadcrumb trail under primary navigation.

Organisers in the customers area (to be specified) are listed alphabetically with link to the organisers microsite.

Additional information includes graphic promotional links to being a hostess, hen nights and terms and conditions.

Additional territory is assigned to microsite promotions.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

ORGANISERS IN YOUR AREA (TOWN OR POSTCODE SHOWN)

ORGANISER (NAME AND AREA) ONE	GO TO MICROSITE
ORGANISER (NAME AND AREA) TWO	GO TO MICROSITE
ORGANISER (NAME AND AREA) THREE	GO TO MICROSITE
ORGANISER (NAME AND AREA) FOUR	GO TO MICROSITE
ORGANISER (NAME AND AREA) FIVE	GO TO MICROSITE
ORGANISER (NAME AND AREA) SIX	GO TO MICROSITE
ORGANISER (NAME AND AREA) SEVEN	GO TO MICROSITE
ORGANISER (NAME AND AREA) EIGHT	GO TO MICROSITE

being a hostess
 text and or graphic

hen nights
 text and or graphic

terms and conditions
 text and or graphic

microsite promotion area

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Intro space has been designed to accommodate for a short paragraph with an email link.

this template accomodates letters, position of the month, sext tips, stories etc. Also a link to submit econfessions; the template for this submission will mirror the enquiries form template for this section.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
items
subtotal
CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

intro with email link for enquiries

sex tips

this months letters

position of the month

stories intro

erotic confessions (previews)

erotic confessions submit

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Intro space has been designed to accommodate for a short paragraph.

The enquiry form accomodates data capture in the form of name, DOB, email and message box with a submit button. A thank-you message will be displayed on submission.

A feature box to the left displays top sex tips.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

intro

Fields marked * are mandatory

Name*

Date of Birth (dd/mm/yyyy)*

Email address

multiline message box

SEND MESSAGE

sex tips

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

AS HQ will house company information and links to relevant sites. These will open in a new window to avoid directing traffic away from the main site.

All primary navigation and basket clearly visible.

<i>LOGO</i>		LOGIN/ REGISTER	search	go	VIEW BASKET items subtotal CHECKOUT						
email sign-up		go		shop extras dr.love enhanced parties customers services wish list							
lingerie	sex toys	bondage	dvds	books/ cds	novelties	lotions	uncut	special offres	new		
breadcrumb trail											
title											
section intro							illustration/image area				
history of AS				more		latest campaign			more		illustration/image area
contact intro/details							more			illustration/image area	
careers intro							more			illustration/image area	
FAQ intro							more			illustration/image area	
Knickerbox graphic link			Jacqueline Gold graphic link			Gold brothers graphic link					
affiliates returns policies AS HQ help contact											
company address											

Notes:

Featuring breadcrumb trail under primary navigation.

The my account login page will cater for new & existing users.

Email will be used as username to avoid complication of separate login information, and a password will be created.

The facility to reclaim a forgotten password will be accommodated as part of the login process.

A registered user may change existing details through my account home page.

Should a user check "NEW CUSTOMER" and enter an existing email, an error message will be delivered with information on password recovery.

A link to privacy and security policy will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

I am an existing customer and my email address is...

EMAIL ADDRESS

PASSWORD

CONTINUE LOGIN

FORGOTTEN PASSWORD?
 FOLLOW THIS [LINK](#)

I am a new customer and my email address is...

EMAIL ADDRESS

CREATE ACCOUNT

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

NOTE: If you have changed your email recently, you may amend this within any account once you have logged in.
 Please log in with the email address you registered with

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Category page:

Featuring breadcrumb trail under primary navigation.

Once logged into my account, the home page will offer four options; view my details, track my order, create my wishlist, change my wish-list, and quick buy.

It will also contain introductory text outlining the purpose of these functions.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

view my details

track my order

view my wishlist

quick buy

section intro with instructions

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Users should have the option to amend details in full. This form will contain all login and delivery information on one template and should be pre-filled with the current data.

It is recommended that users add card details at each purchase to avoid confusion (many people change their credit cards frequently) and avoid issues of card data security.

It is possible to store card details should this be necessary, these would be amended within this template.

Explanations will be clearly displayed to define obligatory information.

A link to privacy and security policy will be available to reinforce trust.

All form process pages will include access to customer support via a phone number clearly stated at the foot of the page.

All primary navigation and basket clearly visible.

The 'Continue' label will change if returning to this page from Order Review, to 'Back to Order Review'.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

TITLE (PRE-FILLED) v

FIRST NAME (PRE-FILLED)

LAST NAME (PRE-FILLED)

PHONE NUMBER (PRE-FILLED)

HOUSE NAME OR NUMBER (PRE-FILLED)

ADDRESS LINE 1(PRE-FILLED)

ADDRESS LINE 2 (PRE-FILLED)

TOWN OR CITY (PRE-FILLED)

COUNTY (PRE-FILLED)

POST CODE (PRE-FILLED)

COUNTRY (PRE-FILLED) v

EMAIL (PRE-FILLED)

SUBMIT

[SEE OUR PRIVACY POLICY](#)
[SEE OUR SECURITY POLICY](#)

NOTE: The above will open in a pop-up window, please ensure that you are not blocking pop-ups in your browser window

NOTE: If you have changed your email recently, you may amend this within any account once you have logged in.
 Please log in with the email address you registered with

if you have difficulty filling in this form, please contact us by telephone on 000 000000

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Should there be a limit/ expiration period associated with a wish list the user must be made aware with-in the introduction copy.

Wish list basket will show the products added in a list format. The user can remove items or add them to their basket on this page.

Top selling products section of this page allows space for additional merchandising slots.

Top sellers area currently provides space for 4 products, however this area could be expanded to show more products.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

view all page 1 2 3
 <next previous>

section intro with instructions

top sellers title

add items to wish list

top 1
 ADD TO BASKET
 ADD TO WISH LIST

product reference input field	product name with short description	price	ADD TO WISH LIST
-------------------------------	-------------------------------------	-------	------------------

top 2
 ADD TO BASKET
 ADD TO WISH LIST

my wish list

top 3
 ADD TO BASKET
 ADD TO WISH LIST

product reference	product name with short description	price	ADD TO BASKET	REMOVE FROM WISHLIST
product reference	product name with short description	price	ADD TO BASKET	REMOVE FROM WISHLIST
product reference	product name with short description	price	ADD TO BASKET	REMOVE FROM WISHLIST
product reference	product name with short description	price	ADD TO BASKET	REMOVE FROM WISHLIST

top 4
 ADD TO BASKET
 ADD TO WISH LIST

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

This page enables the user to send their wishlist to friends. At the bottom of the wish list is the facility to enter an email address, a to and from specification and a short message.

The user can send multiple emails by adding emails to the list.

LOGO

MY ACCOUNT

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title
 view all page 1 2 3
 <next previous>

my wish list

product reference	product name with short description	price
product reference	product name with short description	price
product reference	product name with short description	price
product reference	product name with short description	price

top sellers title

top 1

ADD TO BASKET
 ADD TO WISHLIST

top 2

ADD TO BASKET
 ADD TO WISHLIST

top 3

ADD TO BASKET
 ADD TO WISHLIST

top 4

ADD TO BASKET
 ADD TO WISHLIST

email my wish list

email address one

to:

short message

from:

ADD EMAIL

SEND EMAILS

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Users may use the drop-down date range box to view the last 6 months, last year, or all previous orders. Should there be less options, this drop-down may be replaced with radio buttons.

Scrolling may be necessary on this page dependant on the amount of options selected by the user.

This is the reason for managing the list via a drop down filter option.

All primary navigation and basket clearly visible.

Order details expanded will show product code, name and price with quantity ordered as well as delivery status.

LOGO

[LOGIN/ REGISTER](#)

[VIEW BASKET](#)
[items](#)
[subtotal](#)
[CHECKOUT](#)

[email sign-up](#)

[shop extras](#) | [dr.love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

[view all](#) [page 1 2 3](#)
[<next](#) [previous>](#)

section intro with instructions

illustration/image

date range selection drop down list box

date	order reference number	VIEW DETAILS
product order details expanded and status product order details expanded and status product order details expanded and status product order details expanded and status		
date	order reference number	VIEW DETAILS
date	order reference number	VIEW DETAILS
date	order reference number	VIEW DETAILS

help and tips

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

This area is to be trialled within and accessed via eMyAccount.

Animated help area may be utilised to show an example of how the quick buy works, flick through catalogue, find reference number, type into box provided, enter quantity and click add to basket.

If product is active and available it will be added to basket, allowing user to continue shopping/browsing until ready to complete the purchase, which they will do using the regular checkout process.

If animated help area does contain animation it will need to have pause/play controls to conform to accessibility guidelines regarding animations and flashing multimedia objects, as well as a static image to replace the multimedia object for users without flash players.

The site would detect if user has a flash player installed and display appropriate object without user intervention. A message would inform the user of this process.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER search go

email sign-up go

shop extras | dr. love | enhanced | parties | customers services | wish list

lingerie sex toys bondage dvds books/ cds novelties lotions uncut special offres new

breadcrumb trail

title

section intro

image of current catalogue/s

product reference input field product name quantity input field ADD TO BASKET

PROCEED TO PAYMENT

help area

animated help area

affiliates | returns | policies | AS HQ | help | contact

company address

VIEW BASKET
items
subtotal
CHECKOUT

Notes:

Featuring breadcrumb trail under primary navigation.

The illustrated map of the UK would have clickable areas to help refine the store list, which would update in the content area. The areas could be divided by national regions, counties

If the store locations expand into Europe the illustrated image would be updated and could still work in the same way.

On the right had side of the page there will be an alphabetical list of all stores, organised to that only the letters show at first until they are expanded to show the list for each letter.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
items
subtotal
CHECKOUT

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

section intro with instructions

illustrated map

content area

alphabetical
list of stores available
(html-live text)

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Thank you message will be customised to show a response relative to where it originates, e.g. if the user has subscribed to the newsletter it may read:

Thank you, for subscribing to our newsletter. An email confirmation should follow this immediately.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER

search

go

VIEW BASKET
 items
 subtotal
 CHECKOUT

email sign-up

go

[shop extras](#) | [dr. love](#) | [enhanced](#) | [parties](#) | [customers services](#) | [wish list](#)

lingerie

sex toys

bondage

dvds

books/ cds

novelties

lotions

uncut

special offres

new

breadcrumb trail

title

Thank you,
additional message (if applicable)

CONTINUE

illustration/image

top sellers title

top 1	top 2	top 3	top 4	top 5
ADD TO BASKET ADD TO WISHLIST	ADD TO BASKET ADD TO WISH LIST	ADD TO BASKET ADD TO WISHLIST	ADD TO BASKET ADD TO WISHLIST	ADD TO BASKET ADD TO WISHLIST

[affiliates](#) | [returns](#) | [policies](#) | [AS HQ](#) | [help](#) | [contact](#)

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Quick links would utilise hyperlinks to the privacy policy, terms and contact us. If there are any other areas that would be of benefit they could be added here.

Thank you message will be customised to show a response relative to where it originates, e.g. if the user has unsubscribed to the newsletter it may read:

Your details have been removed from our system, i.e. An email confirmation should follow this immediately.

All primary navigation and basket clearly visible.

LOGO

LOGIN/ REGISTER search go

email sign-up go

VIEW BASKET
items
subtotal
CHECKOUT

shop extras | dr. love | enhanced | parties | customers services | wish list

lingerie sex toys bondage dvds books/ cds novelties lotions uncut special offres new

breadcrumb trail

title

intro copy

quick links

email address field

confirm email address field

UNSUBSCRIBE

illustration/image

affiliates | returns | policies | AS HQ | help | contact

company address

Notes:

Featuring breadcrumb trail under primary navigation.

Quick links will utilise anchor links to each of the detailed subtitles in this page.

Giving the user instant access to the information they require as the content might require the page to scroll.

All primary navigation and basket clearly visible.

The wireframe shows a page layout with a pink border. At the top left is a **LOGO** box. To its right are **LOGIN/ REGISTER**, a search box with **search** and **go** buttons, and an **email sign-up** box with a **go** button. In the top right corner is a **VIEW BASKET** box containing **items**, **subtotal**, and **CHECKOUT**. Below these is a horizontal navigation bar with links: **shop extras** | **dr. love** | **enhanced** | **parties** | **customers services** | **wish list**. A secondary navigation bar contains boxes for **lingerie**, **sex toys**, **bondage**, **dvds**, **books/ cds**, **novelties**, **lotions**, **uncut**, **special offres**, and **new**. Below this is a **breadcrumb trail** box. The main content area is divided into three columns: **illustration/image**, **intro copy**, and **quick links**. Below the **intro copy** and **quick links** columns is a large **content area** box and a **illustration/image** box. At the bottom is a footer with links: **affiliates** | **returns** | **policies** | **AS HQ** | **help** | **contact**, and a **company address** box.