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Gray Shading indicates Changes from R1 Release

▲ = Changes from previous Document Version



cservice/ph_order

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All the orders you have placed by date and order number. To see details on a specific order, click "View Order Details" to the right of the order.

Order Date	Status	Order Number	Total Items	Order Total	View Order Details
01/22/2004	Shipped	267704427224	2	\$44.78	View Order Details
01/22/2004	Shipped	267704427224	2	\$44.78	View Order Details
01/22/2004	Shipped	267704427224	2	\$44.78	View Order Details
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01/22/2004	Shipped	267704427224	2	\$44.78	View Order Details

1. STATUS

- use same behavior as in current "photo storage" which uses terminology: "shipped" to indicate that the order has been fulfilled.
- A customer's music downloads will be considered "shipped" when the customer completes checkout and we deliver the links to download on the My Downloads page

2. MUSIC DOWNLOADS LINE ITEMS

- Item: In Purchase History Details and Limited Details, the line items will pull the name of the song or album, the artist, and whether or not it was a "song" file or a "full release" or "partial release" (i.e. songs file).
- Rest of the line item: qty, price, gift options, and status will pull data similar to photo storage (price does not display in LIMITED DETAIL)

3. CUSTOM CD LINE ITEMS

- Item: In Purchase History Details and Limited Details, the line item will pull: **GENERIC** custom cd name (see copy doc), the customer-entered CD name, and the total length of the CD
- Rest of the line item: will use the same functionality to display appropriate information

3. YOUR ACCOUNT FOR CUSTOM CD ITEMS

- Per engineering scope, will use the same logic on this page as current behavior for regular items. Song download items would NOT be considered the same as other Electronic items (online shopping cards), but would instead be treated the same as regular items. See example in section 3.
- Pitfalls include:
 - Song downloads would say they shipped immediately, versus the custom cd items would appear like they would arrive 2 weeks out
 - We would not be able to classify the song download items with the same header as with checkout. E.g. Downloads on a Disc: Songs on your CD
- Note: in the 8-9 version, had to change the line items for songs on DOAD. Because checkout, email, purchase history, and My purchased music would need to be consistent, had to pull the track # from song title (line 1) so that it would not display in My purchased music with that number.

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Order Delivery Status

To see the full details of this order or view your Purchase History you will need to log in.

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Shipping Information

Billing Information: Kelly Eng, 1500 Jefferson Street, San Francisco, CA 94123, (555) 555-5555, keng@walmart.com

Payment Method: **WMT** XXXX-XXXX-XXXX-XXXX

Ship To: Kelly Eng

Shipping Address: Kelly Eng, 1500 Jefferson Street, San Francisco, CA 94123, (555) 555-5555

Item(s) Subtotal: \$44.78
Shipping & Handling: \$4.78
Sales Tax: \$1.76
Total for this Shipment: \$51.32

Items

Item	Qty	Price	Gift Options	Status
Kelly's Road Tunes 3 songs Downloads on a Disc	1	\$5.04	Gift Wrap Not Selected	Processing
Disc Party 3 songs Downloads on a Disc	1	\$2.77	Gift Wrap Not Selected	Processing

Should arrive between Tuesday, 02/17/2004 and Wednesday, 02/25/2004

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cservice/ph_limiteddetail

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4. Cservice/ph_detail for CUSTOM CDS

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Search [Enter] [Go] [Find]

Your Account
[Track Order](#) | [Purchase History](#) | [Online Order History](#) | [Shipping Order History](#) | [Credit Card Information](#)
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1. GLOBAL HEADER: logo, global navigation, tabs

- Will be the same as on our current site, with similar behavior
- Session authentication (for Your Account) will be the same as current (e.g. if customer goes into their Purchased Downloads after signing in, then goes back to the Liquid Audio browse library pages, and then attempts to go back into Your Account, they will already be authenticated for that session)

2. GLOBAL SEARCH

- Will be located in same area as our 'regular' search bar
- See copy doc for revised field label and dropdown values
- Default dropdown to 'Artist' selection; will also include 'song' and 'album' searches in that order
- Find will take the customer to the Search Results page for Music Downloads - SEE SEARCH RESULTS PAGES FOR DETAILS
- NULL SEARCH TERM
 - If the customer does not enter any characters into the search field and clicks 'find' or hits 'enter', will take the customer to the Search Results Page - NULL Search Terms (Search Results - Error Page)
 - If the customer enters a single character and clicks 'enter' or 'find', will take customer to (Search Results - Error Page - see details on that page)
 - Null search matches: will take customer to the (Search Results - Error Page) - see details on that page

Search Assumptions:

- Based on analysis of our Music Category search results, customers primarily search for 'Artist'; customers are familiar with using the dropdown for their searches
- Rather than including search in the left hand navigation or in more prominent locations, wanted to keep it in the global search area for consistency
- Single parameter searches will likely yield sufficient results for customers for lower LOE (search results also allows sorting by different columns so customers are able to filter results themselves); Search research also indicated that customers are likely to receive better results when they restrict their search term LESS (Music and Movies Kiosk Research)

3. SUB-TABS

- Will be located on every single Music Download page (not including checkout nor popups)
- The tab should indicate the what section the customer is in (if on the Purchased Downloads page, tab appears in the 'selected' state); should be consistent with the way Photocenter handles their tabs (i.e. deep into browse path, will continue to keep the 'Music Library' in the selected state)

3a. MUSIC DOWNLOADS LOGO

- The logo will be 'clickable' and link the customer back to the Music Downloads Landing Page (music_downloads/main.jsp page)

3b. BROWSE MUSIC LIBRARY TAB

- Tab will take customer to the Music Library Main page (music_downloads/library/home.jsp page)

3c. HELP TAB

- Tab will take customer to the Help section for Music Downloads (TBD)

3d. PURCHASED DOWNLOADS TAB

- If the customer has NOT yet signed in with a password, this tab will first take customers to the Walmart.com login page (cservicecli_index.jsp) specific to Music Downloads (see page 10 for details) before taking the customer to the music_downloads/purchased_downloads.jsp page
- If the customer has already been authenticated during this session, the tab can take the customer directly to the music_downloads/purchased_downloads page

3e. VIEW MUSIC ORDER TAB

- This tab will take the customer to the music_downloads/cart page (the music downloads cart is based on a visitor cookie, not any particular customer)

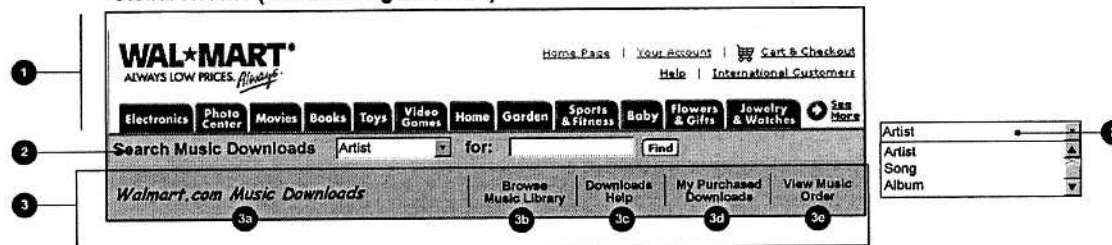
4. GLOBAL FOOTER - where spec'd

- The top half of the global footer will be linking to Help Sections for Music Downloads TBD; the bottom half is similar to what is on the regular walmart.com site - SEE COPY DOC
- Link to customer service will take customer to help section for customer service music downloads
- See individual pages for details on which footer to use (Cart, Checkout, Global, etc.)

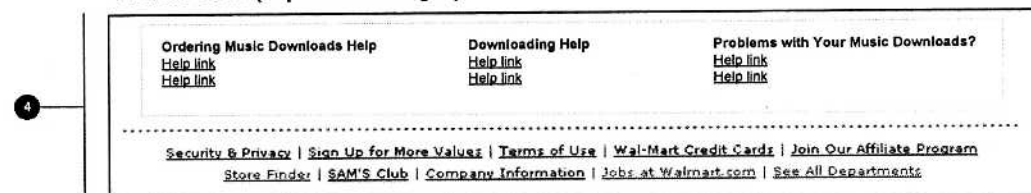
5. BREADCRUMBS

- per LIQUID AUDIO recommendation, we can not trace breadcrumbs by user session or path, therefore, we can only use static logic - where they currently ARE and does not support multiple sub-genres
 - All Breadcrumb trails start with:
Home > Music > Music Downloads > Music Library >
 - Path A: adds [Genre] > [Sub-Genre]
Path B: adds [Artist] > [Album]
Path C: adds Search Results
 - Normal browsing takes people through Path A. When users click through to an artist or album, they are switched to path B (discards genre/subgenre in trail).
 - Artist and Album exact search matches and merch links will take people through Path B.
 - Exact song matches and all inexact search result pages end up in Path C. Clicking through puts people into path B.

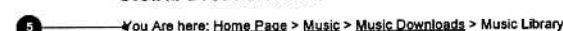
Global Header (not including checkout)



Global Footer (Liquid Audio Pages)



Global Breadcrumbs



Services Create Account

Cservice/create_account.gsp

- GENERAL
- Use the Generic Services Create Account Page, with some special logic for Music Downloads
 - The Generic Services login page has been created flexible to accommodate different Service needs, however, where specified below, there is some additional logic for Digital Music specifically
- 1a. WALMART.COM LOGO AND GLOBAL NAVIGATION/TABS
- The current page for cservice/create_account pulls the BeginNav which includes the regular walmart.com search - WE WANT TO USE THE LA/ MUSIC DOWNLOADS SEARCH HERE
- 1a. MUSIC DOWNLOADS SEARCH
- Because the customer can get to this page by choosing to view their Music Downloads account, will want to make sure we provide the standard music downloads section top navigation which includes the MUSIC DOWNLOADS SEARCH BAR (SEE GLOBAL HEADER AND SEARCH RESULTS PAGES IN THIS DOCUMENT FOR DETAILS)
2. SERVICES BRANDING: MUSIC DOWNLOADS TAB
- Where we normally put the services branding graphic, we would pull the MUSIC DOWNLOADS TABS
3. INSTRUCTIONAL COPY
- See copy doc
 - We have ability to customize this copy for this service; will still have link to 'sign in' bringing customers back to 'cservice/ll_index'
4. CREATE ACCOUNT FUNCTIONALITY
- see copy doc for any new or changed custom copy for digital music
 - SPECIFIC CONDITIONS SAME AS IN REST OF SITE (including Newsletter rules)
 - see GIFT REGISTRY R72003 AND ASSOCIATE DISCOUNT R72003 PROJECTS FOR DETAILED SPECS ON CONDITIONAL ELEMENTS
 - Create account will authenticate customer and continue them to the MY PURCHASED DOWNLOADS (music_downloads/purchased_downloads) page where they will get NO RESULTS (if new, will not have history saved for them)
5. SAFE SHOPPING BANNER
- same as current
6. CUSTOM ACCOUNT BENEFITS COPY
- May want to change copy to be specific for MUSIC DOWNLOADS?
 - see copy doc
7. CUSTOMER SERVICE FOOTER
- Will pull static copy regarding customer service and Liquid Audio's customer service phone number (SIMILAR TO CHECKOUT FOOTER)
8. GLOBAL FOOTER
- See footer as described on the Global Header/Global Footer spec page ('Global Header Footer' Section 4)

1a

1b

2

3

4

5

6

8

WALMART®
ALWAYS LOW PRICES *Always!*

Home Page | Your Account | Cart & Checkout
Help | International Customers

Electronics | Photo Center | Movies | Books | Toys | Video Games | Home | Garden | Sports & Fitness | Baby | Flowers & Gifts | Jewelry & Watches | See More

Search Music Downloads Artist for Find

Walmart.com Music Downloads

Browse Music Library | Downloads Help | My Purchased Downloads | Downloads Order

Please take a few moments to create an account.
Your account provides you with access to a variety of benefits, such as Order Status and Purchase History. It's easy and costs nothing.

If you already have a Walmart.com account, please sign in.

First Name
Last Name
Email Address
Confirm Email Address
Create Password (8-11 characters)
Confirm Password

Newsletter Subscriptions
Sign up to receive Wal-Mart online newsletters about new items and ideas, Rollbacks, and more.
☒ Walmart wire
☐ Photocenter Flash
☐ The Gardener
☐ Send as a text-only newsletter, with no pictures. (Recommended for AOL, Eudora, Juno, and most addresses ending in .edu).

Continue

Safe shopping
Privacy Policy
Online Security

Account Benefits
Order status
Receive email confirmations when your items are shipped, as well as email notifications in case Customer Service needs to contact you about your order.
Purchase History
Review your current and past orders, and get instant updates on order status.
Address Book
Store unlimited names and addresses and access them for easy checkout.
Photo Center
Upload, store and share your photos online.
Saved List
Keep a running list of your favorite items and planned purchases.
Pharmacy
Refill your prescriptions online, see your online prescription history and set up refill reminders.

GLOBAL FOOTER

Music Download Library #1

1. GLOBAL HEADER

- See specifications for global header on 'Global Header Footer'
- Music Library Tab is in the 'selected' state

2. BREADCRUMBS - see 'Global Header Footer' section 5 for spec details

- Behaves similarly to current-walmart.com site
- Home Page: takes customer back to walmart.com
- Music: takes customer back to the walmart.com Music Department Page
- Music Downloads: takes customer back to the Music Downloads landing page music_downloads/main.jsp
- Music Library: (for reference only to customer) (does not link)

3. NAVIGATION

3a. Top Custom URLS

- Allow the merchant to insert up to 9 custom URLS, linking to any URL defined (LA, WMT, or other), custom URLS defined here are independent from any other Custom URL set on any other pages (will be for this page only)
- If none are specified, entire section does not display and rest of page moves up

3b. Taxonomy

- Allow the merchant to set the order of the genre links (will usually pull 5 popular genres as determined by merchant, and the rest of the genres in alpha order) - do not hard code on page, but allow the genres to be in any order that the merchant sets but display the same on the page regardless of the order (e.g. genres 1-5 in first column, genres 6-10 in second column, etc.)
- The order of the genre list will be in the same order as on the TOUR pages where we list the genres in the left hand nav
- Will include 2 sub-genre categories always - merchant has ability to set those 2 sub-genre links (the 'ordered' list in the left hand navigation on the genre pages can be 'connected' to the list on this page - can put the first two links in the taxonomy which displays on the genre page left hand navigation
- Refer to design comp and copy doc for formatting, rules for wrapping and links.
- 'See more' link takes customer to the Genre page for that category

3c. Other Custom URLS

- Merchant can set another 9 custom URLS to display below the taxonomy; if no URLS are defined, nothing will display
- note: custom URLS in Section 3c are independent from custom URLS in 3a (can have 0 URLS in Section 3a and still have 2 URLS in 3c, and vice versa)

4. MANUAL 4-ITEM MODULE - replaced by manual 3-item module

- Will be manually managed by merchant
- If this module is totally blank, will not display and the rest of the page will slide up

MANUAL 3 ITEM MODULE

- Will be manually managed by merchant
- If this module is totally blank, will not display and the rest of the page will slide up

4a. CUSTOMIZABLE HEADER

- Customized by merchant
- Allow for [x number of] characters; header can be blank

4b. INSTRUCTIONAL COPY

- Customized by merchant
- Allow for [x number of] characters; instructional copy can be blank

4c. ITEMS

- Merchant should be able to set up to 3 items in rank order - items here will be albums (or partial albums) only; will only display the number that the merchant assigns
- Based on the item, the module will pull:
 - Image: album image - links to item page
 - Item Name: will be the album name and link to the item page
 - Artist
 - Album 'description' - full album or partial album: [# songs]
 - Price: album price pulled here
 - Button: will add item to the order (upon pressing button will send that item to Walmart.com to place in 'cart')
- If the album is marked as a Walmart exclusive album, then display graphic flag (see 'Global Rules' for details - see design)

4d. SEE MORE LINK

- optional 'see more' link
- would be customized by merchant; allowed to define the specific URL that it would link to
- can be blank

4e. MANUAL ALBUM MODULES: TRACKS SOLD INDIVIDUALLY ONLY

- If album is not available, replace price and album description with message for sale as individual songs only
- Merchant is not technically prevented from featuring an album whose tracks can only be purchased individually
- See matrix on 'Global Rules'

Business Rules for Album Merchandising:

- Manual Album Modules: MERCHANT WILL NOT TECHNICALLY BE PREVENTED FROM FEATURING AN ALBUM WHOSE TRACKS CAN ONLY BE PURCHASED INDIVIDUALLY (however, Price and Add to Order should be replaced by message 'tracks sold individually' (copy TBD), and there would be NO album description (e.g. 'Full Album 12 songs')

5. MANUAL 3 NON-ITEMS MODULE

- Will be manually managed by merchant
- If this module is totally blank, will not display and the rest of the page will slide up

5a. CUSTOMIZABLE HEADER

- Customized by merchant
- Allow for [x number of] characters; header can be blank

5b. INSTRUCTIONAL COPY

- Customized by merchant
- Allow for [x number of] characters; instructional copy can be blank

5c. NON-ITEMS

- clickable image: allow the merchant to select any [100x100] image to be pulled here; allow merchant to set link to any URL defined that the image will link
- Non-item name: allow merchant to customize the non-item name
- Optional copy: can be blank, but allow merchant to enter in copy below non-item name with ability to link to any URL defined

6. PAGE HEADER

- See copy doc for header name
- Will be static for this page

7. STATIC/CUSTOM SYSTEM REQUIREMENTS MODULE (same across ALL pages this module appears)

- Header: see copy doc
- Copy: see copy doc
- Links:
 - The link to 'see all system requirements' will take the customer to the music_downloads/tour/gettingstarted page
 - The link to 'get Media Player' will take the customer to http://www.windowsmedia.com/9/seeing/download/download.asp - will open in new browser window
 - The link to the 'portable player' will take the customer to static-Walmart.com shelf to MP3 pages (TBD by merchant)
 - TBD - learn more link to help (see copy doc for destination)

8. WALMART EXCLUSIVES MODULE - MERCHANT MANAGED

- Provide ability for merchant to manually manage this module for up to three non-item links (these links are different than the module located on the Landing page or any other page this module appears)
- Merchant has ability to set 0-3 features; if nothing is set for this area, module will not display and rest of right column slides up
- Desktop: custom desktop for this module
- Link: ability to any URL (on LA or Walmart.com)
- Clickable Image: be able to set any image to display with each link
- See all link: optional link to see all exclusives - will take customer to any URL defined

9. DYNAMIC TOP SONG DOWNLOADS MODULE

- Module will pull the top 11-15 song downloads (from 'All Genres' genre)
- Time frame of ranking pulled within last 3 months (time TBD and controlled in setting by LA)
- Merchant can specify the number of songs up to 5 to display - will be in rank order always
- Header: see copy doc; header would be static (not merchant managed)
- Item Information:
 - Song Name
 - Artist
 - File type for song: (shown here as 'song file')
 - Listen link: would begin the audio clip process
 - Song Price
 - Link to Album page (or item page) where this item lives
- Button: adds song to cart and initiates the music_downloads/search_results/top_downloads.jsp page
- See top 100 downloads: links to the Music_downloads/search_results/top_downloads.jsp page
- Because this module is pulling dynamically 'top downloads' we should not have the scenario where 'song not available' or 'song on album not sold individually' - See matrix 'Global Rules'
- If the merchant overrides this module by inserting a non-sellable track, may replace price and add to cart button with text:
 - Track only sold as part of album: 'songs on album not sold individually'
 - Track not sellable: 'song not available. Why?' (do not display listen link)

10. DYNAMIC TOP ALBUM DOWNLOADS MODULE

- Module will pull the top 1-3 album downloads (from 'All Genres' genre)
- Time frame of ranking pulled within last 3 months (time TBD and controlled in setting by LA)
- Merchant can specify the number of albums to display up to 3 - will be in rank order always
- Header: see copy doc; header would be static (not merchant managed)
- Item Information:
 - Image and album name - links to item page
 - Artist
 - Album 'description' - full album or partial album: [# songs]
 - Download Type: since this module will ONLY pull albums, will always pull the description associated with album files (copy TBD)
 - Price: album price pulled here
- Because this module is pulling dynamically 'top downloads' we should not have the scenario where Album not sellable for sale as individual songs only - See matrix 'Global Rules'
- If the merchant overrides this module by inserting a non-sellable album, may replace price and add to cart button and album description with text: 'For sale as individual songs only'

11. CUSTOM CD MODULE

- graphic desktop header
- see copy doc; will link to custom CD landing page
- Module will be exactly the same when displayed throughout site on different pages
- Due to business assessment of risk, need to be able to turn off and on this module quickly - if possible, some sort of 'display on/off' switch

12. GLOBAL FOOTER

- See footer as described on the Global Header/Footer spec page ('Global Header Footer' Section 4)

13. STATIC MODULE

- For R2, will be a static module linking to walmart.com MP3 players - see copy doc and design
- For R3: NON-ITEM MERCHANDISING MODULE - MERCHANT MANAGED
 - Provide ability for WMT.com merchant to manually manage any links
 - Header: allow merchant to customize header
 - Image: be able to set any image - links to same as text link
 - Link and copy: allow merchant to customize the copy and set links to any URL defined

14. NON-ITEM MERCHANDISING MODULE - MERCHANT MANAGED

- Provide ability for WMT.com merchant to manually manage any links
- Header: allow merchant to customize header
- Image: be able to set any image - links to same as text link
- Link and copy: allow merchant to customize the copy and set links to any URL defined

Music_downloads/library/home.jsp

The screenshot shows the Walmart Music Downloads Library page. It features a navigation bar at the top with categories like Electronics, Photo Center, Movies, Books, Toys, Video Games, Home, Garden, Sports & Fitness, Baby, Flowers & Gifts, and Jewelry & Watches. Below this is a search bar and a list of links: Browse Music Library, Downloads Help, My Purchased Downloads, and Downloads Order. The main content area is titled 'Music Downloads Library' and includes sections for 'Rock Hits', 'Recommended Playlists', 'Walmart Exclusives', and 'Today's Pop'. There are also sections for 'Grammy Winners', 'Hot Country', and 'The Rest of 2003'. The page is annotated with numbers 1 through 12, corresponding to the requirements listed on the left.

Library: Genre



1. GLOBAL HEADER
 - See specifications for global header on 'Global Header Footer'
 - Music Library Tab is in the 'selected' state
2. BREADCRUMBS - see 'Global Header Footer' section 5 for spec details
 - Behaves similarly to current-walmart.com site
 - Home Page: takes customer back to walmart.com
 - Music: takes customer back to the walmart.com Music Department Page
 - Music Downloads: takes customer back to the Music Downloads landing page music_downloads/main.jsp
 - Music Library: takes customer to Music Library Landing Page (music_downloads/library/home.jsp)
 - [Genre] (for reference only to customer (does not link))
3. LEFT HAND NAVIGATION
 - See navigation specs (Left Hand Navigation) on page 13 - custom URLs unique for each genre - default is having NO custom URLs set (rest of nav slides up if no custom URLs)
 - Sub-Genre categories will be dynamic based on data set - taxonomy header dynamic based on genre
 - Merchant can manage custom URLs
4. MANUAL 3 ITEM MODULE
 - Provide ability to display Top 3 Album Downloads for the Genre. Also provide ability to manually override the dynamic display with selections by WM.com merchant.
- 4a. HEADER
 - Refer to Copy Doc for final text.
- 4b. TOP ITEM
 - For each of the three slots in the 3 Item Module, display:
 - Album image (linked to Artist Shelf Result of Artists for that album)
 - Artist Name (linked to Artist Shelf Result of Artists for that album)
5. TOP SONG DOWNLOADS MODULE - DYNAMIC MODULE
 - Provide ability for WM.com merchant to pull Top 10 downloaded songs. Also, provide ability to manually override items in that list with WM.com merchant selections.
 - Refer to 5b for information to display for each track.
- 5a. MODULE HEADER
 - Refer to Copy Doc for final module header text - dynamically pull genre name in header
 - Refer to Design Spec for header formatting.
- 5b. SONG INFORMATION
 - For each song in the module display:
 - Song Name
 - Artist Name (linked to Artist Search Result for that artist)
 - Listen link: would begin the audio clip process
 - Song Price
 - If the song is marked as a walmart exclusive song in database, then display graphic flag (see 'Global Rules' for details - see design)
 - Button: adds song to cart and initiates the music_downloads/item_added POPUP
 - Because this module is pulling dynamically 'top downloads' we should not have the scenario where 'song not available' or 'song on album not sold individually' - See matrix 'Global Rules'
 - If the merchant overrides this module by inserting a non-sellable track, may replace price and add to cart button with text:
 - Track only sold as part of album; 'songs on album not sold individually'
 - Track not sellable; 'song not available. Why?' (do not display listen link)
- 5c. DYNAMIC TOP SONG DOWNLOADS link
 - See top 100 downloads: links to the Music_downloads/search_results/top_downloads.jsp page which will display Top 100 songs (including manual overrides) for the selected Category.
6. PAGE HEADER (DYNAMIC)
 - Dynamically display GENRE name for the header
7. GLOBAL FOOTER
 - See footer as described on the Global Header/Global Footer spec page ('Global Header Footer' Section 4)

Music_downloads/library/genre.jsp

WALMART
ALWAYS LOW PRICES *Always*

Home Page | Your Account | [Cart & Checkout](#)
Help | International Customers

Electronics Photo Center Movies Books Toys Video Games Home Garden Sports & Fitness Baby Flowers & Gifts Jewelry & Watches [See More](#)

Search Music Downloads for: Find

Music Downloads Browse Music Downloads Help My Download History [Buy Music Cart](#)

You are here: [Homepage](#) > [Music Downloads](#) > [Pop](#) > [Dance Pop](#)

Pop

Custom Link 1
Custom Link 2
Custom Link 3

Browse Within Pop
Pop Rock
Adult Contemporary
Dance Pop
Disco
Easy Listening
Lounge
New Wave

Featured Artists in [Pop]

Madonna
Beyoncé
Jennifer Lopez

This Weeks Top 10 in [Pop]

1	Give It To Them In Right Listen	Pearl Jam	\$0.88	Add to Music Cart
2	Born In The USA Listen	Bruce Springsteen	\$0.88	Add to Music Cart
3	Give It To Me Listen	Give It To Me	\$0.88	Add to Music Cart
4	Give It To Me This Night Listen	Madonna	\$0.88	Add to Music Cart
5	Give It To Me Listen	Bruce Springsteen	\$0.88	Add to Music Cart
6	Give It To Me Today Listen	Prince	\$0.88	Add to Music Cart
7	Give It To Me Listen	Nora Jones	\$0.88	Add to Music Cart
8	Rock On With Me Listen	Van Morrison	\$0.88	Add to Music Cart
9	Give It To Me Listen	Bobby Brown	\$0.88	Add to Music Cart
10	Give It To Me Listen	Bobby Brown	\$0.88	Add to Music Cart

★ See This Weeks Top 100

GLOBAL FOOTER

1. GLOBAL HEADER

- See specifications for global header on 'Global Header Footer'
- Music Library Tab in the 'selected' state (regardless if the customer came to this page from Search)

2. BREADCRUMBS - see 'Global Header Footer' section 5 for spec details

- Home Page: takes customer back to walmart.com
- Music: takes customer back to the walmart.com Music Department Page
- Music Downloads: takes customer back to the Music Downloads landing page music_downloads/main.jsp
- Music Library: takes customer to Music Library Landing Page (music_downloads/library/home.jsp)

3. SECTION HEADER

- See copy doc for headers shown here: Album, Time, Price

4a. ALBUM INFORMATION: PARTIAL OR Full Album ALBUMS

- Pull album image and album name
- Album 'description' - Full Album (no number of songs), Partial Album [# songs] see copy doc for exact nomenclature
- Pull Artist Name
- Link Artist Name to the Search Result - Artist page for that artist
- Display 'Release Date' label and pull Release Date for original album release (not downloaded release date)
- Pull total play time of the downloadable tracks on this album
- Album Price
- Button: adds album to cart as a line item with album name AND the songs in that album (see spec for cart and checkout) and initiates the music_downloads/item_added POPUP
- If the album is marked as a Wal-Mart exclusive album, display graphic flag; in this case, the song, although all flagged as exclusive, would not display the flag (see 'Global Rules' for details)

4b. ALBUM INFORMATION: TRACKS WITHOUT ALBUMS

- If the track does not technically have an 'album' in that they are exclusive to Walmart.com, etc., will treat that single track or exclusive as though it were an album with only a single track
- Pull album image and album name
 - As part of the album name, may have whether it's an EXCLUSIVE single album
- Since it is treated as an album, it will also pull description of the album, likely 'Full Album' (does not display number of songs); see copy doc for exact nomenclature
- Will pull Artist name, release date, downloadable play time, and album price with button exactly as specified in Section 4a

4c. ALBUM INFORMATION: Album Not Sellable, Tracks Available for Sale

- If the album is not sold at the album level and only by each track, will display as shown in 4a, except for the following:
 - Will NOT pull any reference to full or Partial Album
 - Replace line, price and add to order button with conditional copy stating that tracks for sale individually - see copy doc
 - see 'Global Rules' for the matrix

4d. ALBUM ONLY (TRACKS NOT available for individual sale. Sold as part of album)

- If the album is sold ONLY at the album level and not by each track, will display as shown in 4d
 - Replace the price and add to order button with conditional copy stating that tracks not for individual sale - see copy doc
 - See 'Global Rules' for matrix

4e. MORE BY THIS ARTIST link

- If the artist has more than one album (item page), link will display and take the customer to the Artist Search Results (exact match) page
- If there is no more than one album for this artist, will NOT display link

4f. SEE CD link

- Link Dynamically displays if the album is recognized as a CD that is sold on Walmart.com (does not display when we do NOT have that CD)
- Link does not depend on actual inventory availability on Walmart.com, but just 'existence' of item
- Link will take customer back to the appropriate album page on Walmart.com

5. SECTION HEADER

- See copy doc for headers shown here: Song, Time, Price

6. ALBUM TRACKS

- List all tracks regardless if we have the download available in the list
- Track listing based on actual album order
- Will display:
 - song icon
 - name of song
 - listen link to 30 second clip
 - time of song
 - price
- Button: adds track to cart and initiates the music_downloads/item_added POPUP
- If the song is marked as a Wal-Mart exclusive song display graphic flag; in the case where the entire ALBUM is exclusive, then do not display individual song flag (see 'Global Rules' for details)

6a. TRACK UNAVAILABLE

- If the track is on the album but unavailable for download sale, will replace the add to order button with a link stating Track Unavailable (see copy doc) which upon clicking will bring the popup music_downloads/track_unavailable explaining why they can not buy this track
- Do not display price: see copy doc if price is replaced by any 'na' copy
- NO LISTEN LINK: see copy doc if price is replaced by 'na' copy

6b. SECONDARY ARTIST

- If secondary artist exists, display 'Guest Artist' field label (see copy doc) plus the secondary artist names
 - If the name has an artist Search Results page associated with it, link to that page
- Assumptions:
 - some secondary artist names will be listed within the track title - redundancy will be expected
 - For albums that are by 'Various Artists', we are assuming that those titles will particularly include the primary track artist and even secondary artist in the name; we will continue to display secondary artist as described above
 - Per rough look at data, approximately 95% of all songs with secondary artists, have less than 3 secondary artists associated - since this number is so small, do not build in additional code to handle exception cases; maximum number of secondary artists from query as of 3-4-04 was 35 characters

7. COPY

- On every item page below the track listings, will display static copy regarding download time
- Copy: see copy doc

8a. ABOUT THE ALBUM COPY

- Static header 'About the Album', displayed if Album info is available.
- If album info exists, then display here.

8b. ABOUT THE ARTIST COPY

- Static header 'About the Artist', displayed if Biography info is available.
- If there is a primary artist associated with this album that we have a biography on, will display here
- Section does not appear with Various Artist Albums

9. STATIC MODULE

- Will be a custom module that will have a link to 'learn More' taking the customer to the first page of the Tour: music_downloads/tour/index page

10. STATIC CUSTOM SYSTEM REQUIREMENTS MODULE (same across ALL pages this module appears)

- Header: see copy doc
- Copy: see copy doc
- Links:
 - The link to 'see all system requirements' will take the customer to the music_downloads/tour/gettingstarted page
 - The link to 'get Media Player' will take the customer to http://www.wm.com/downloads/gettingstarted page
 - The link to the 'portable players' will take the customer to static Walmart.com shelf to MP3 pages (TBD by merchant)
 - The link to the 'portable players' will take the customer to static Walmart.com shelf to MP3 pages (TBD by merchant)
 - TBD - learn more link to help (see copy doc for destination)

11a. MORE BY THIS ARTIST MODULE

- Will pull up to 3 of the top songs downloaded by this same artist, that is NOT on the current album that is displayed (pull song name, artist, listen link, price, link to album page)

- See more link would take the customer to the SHELF page for that artist - see copy doc for generic link and box top name

- Because this module is pulling dynamically 'top downloads' we should not have the scenario where 'song not available' or 'song on album not sold individually' - See matrix 'Global Rules'

- If the merchant overrides this module by inserting a non-sellable track, may replace price and add to cart button with text:
 - Track only sold as part of album: 'songs on album not sold individually'
 - Track not sellable: 'song not available. Why?' (do not display listen link)

- If the song is marked as a Wal-Mart exclusive song display graphic flag (see 'Global Rules' for details)

11b. FALLBACK MODULE: PWB ARTIST

- also bought these artists' top song download
- If the MORE BY THIS ARTIST module is blank (essentially there are NO other albums by this artist, instead based on this item page artist, display #1 song download by the top 3 artists 'matching' (PWB this artist, also bought these other artists)

- Item Information (show three songs)
 - Song Name
 - Artist
 - Listen link: would begin the audio clip process
 - Song Price
 - Link to Album page (or item page) where this item lives

- Because this module is pulling dynamically 'top downloads' we should not have the scenario where 'song not available' or 'song on album not sold individually' - See matrix 'Global Rules'

- If the merchant overrides this module by inserting a non-sellable track, may replace price and add to cart button with text:
 - Track only sold as part of album: 'songs on album not sold individually'
 - Track not sellable: 'song not available. Why?' (do not display listen link)

- If the song is marked as a Wal-Mart exclusive song display graphic flag (see 'Global Rules' for details)

11c. PWBAS MODULE

- Will pull the top 1-3 artists matched against the artist of the current album (people who bought this artist, also bought these other artists)

- See copy doc for generic module name for this module (will be same for all item pages)

- Pull and display artist name

- Display the album image of that particular artist's #1 album

- note: we will NOT be linking the image to the artist shelf page only for this module because customers would believe they were going to that artist's shelf page

- Default to showing 3 artists, with ability for merchant to want to show 1-3 for that particular item page

12. GLOBAL FOOTER

- See footer as described on the Global Header/Global Footer spec page (Global Header Footer Section 4)

Music_downloads/library/album_item.jsp

The screenshot shows the Walmart.com Music Downloads library page for an album. The page layout includes a top navigation bar, a main content area with album details and track listings, and a right sidebar with promotional banners. Annotations 1 through 12 point to specific UI elements corresponding to the requirements on the left.

Annotations:

- 1: Global Header
- 2: Breadcrumbs
- 3: Section Header
- 4a: Album Information: Partial or Full Album
- 4b: Album Information: Tracks without Album
- 4c: Album Information: Album Not Sellable, Tracks Available for Sale
- 4d: Album Only (Tracks Not available for individual sale. Sold as part of album)
- 4e: More by this Artist link
- 4f: See CD link
- 5: Section Header
- 6: Album Tracks
- 6a: Track Unavailable
- 6b: Secondary Artist
- 7: Copy
- 8a: About the Album Copy
- 8b: About the Artist Copy
- 9: Static Module
- 10: Static Custom System Requirements Module
- 11a: More by this Artist Module
- 11b: Fallback Module: PWB Artist
- 11c: PWBAS Module
- 12: Global Footer

13. CUSTOM CD MODULE

- graphic desktop header
- see copy doc; will link to custom CD landing page
- Module will be exactly the same when displayed throughout site on different pages
- Due to business assessment of risk, need to be able to turn off and on this module quickly - if possible, some sort of 'display on/off' switch

14. STATIC MODULE

- For R2, will be a static module linking to walmart.com MP3 players - see copy doc and design
- For R3, NON-ITEM MERCHANDISING MODULE - MERCHANT MANAGED

- Provide ability for WM.com merchant to manually manage any links
- Header: allow merchant to customize header
- Image: be able to set any image - links to same as text link
- Link and copy: allow merchant to customize the copy and set links to any URL defined

15. (P) AND (C) DATA

- pull data associated for this album and tracks on the album
- Will pull information as follows:
 - If album P&C information available, will display: (p data) and (c data) for that album (see copy and design docs for specific layout and any parties to separate the data (e.g. 'and'))
 - If P and C information available for a song, will display: (song x name); (track P&C, if available)

16. NON-ITEM MERCHANDISING MODULE - MERCHANT MANAGED

- Provide ability for WM.com merchant to manually manage any links
- Header: allow merchant to customize header
- Image: be able to set any image - links to same as text link
- Link and copy: allow merchant to customize the copy and set links to any URL defined

Assumptions:

- We will create 'album' IDs for all Singles/Exclusives (songs without albums)
- Per Team will not include POPUP for tracks sold individually - may be too confusing in the browse path context to describe why this is unavailable

Search Results - Error Page

GENERAL: SEARCH RELEVANCY

- SEE NEW SEARCH RULES
- Relevancy may include returning items by release date, alpha order, track order, etc. - TBD

TOO MANY RESULTS

GENERAL

- If there are more than 500 Song, 200 Album matches OR more than 50 Artist matches, return this page
- *note: if the customer enters a single character and clicks 'enter' or 'find', we will do the search, and if there are more than 500 matches, then we give the 'too many results' page. Otherwise, will pull relevant matches.*

1. GLOBAL HEADER

- See specifications for global header on 'Global Header Footer'
- NO tab in selected state
- SEARCH: will maintain the search record searched on and the dropdown used

2. BREADCRUMBS - see 'Global Header Footer' section 5 for spec details

- Behaves similarly to current walmart.com site
- Home Page: takes customer back to walmart.com
- Music: takes customer back to the walmart.com Music Department Page
- Music Downloads: takes customer back to the Music Downloads landing page music_downloads/main.jsp
- Search Results: for reference only (does not link)

3. RESULTS MESSAGE

- see copy doc
- Within message, dynamically pull the search parameter and the maximum number of results (500 song/album) or (50 artist)

3b. NO RESULTS

- see copy doc
- if the search resulted in NO matches, will replace sections 3 and the message in 4a with one message
- Will still have search fields defaulted to previous search term/parameter
- Pull in message the search parameter and term
- Will not display 4b message

3c. CUSTOMER ENTERS ONLY 1 CHARACTER IN SEARCH

- see copy doc
- if the search resulted in NO matches, will replace sections 3 and the message in 4a with one message
- Will still have search fields defaulted to previous search term/parameter
- Will not display 4b message

3d. EXACT MATCH ON 'KNOWN NO MATCH' TERM

- Within copy, pull search parameter and term.
- See copy doc for special message
- See page 57 for new Search Rules
- Since we are not going to do '3e: Classical Terms', need to re-write copy on message so that is inclusive of 'classical music'
- Note: not doing 3e because would be a hit to performance since having to run another step in search; also, increase problems when managing another

3e. EXACT MATCH ON 'KNOWN NO MATCH CLASSICAL' TERM

- Within copy, pull search parameter and term.
- See copy doc for special message relevant to no matches on Classical Musician terms

4a. COPY AND SEARCH FIELDS

- Display search parameter dropdown and text field with the search terms/ dropdown prepopulated

4b. VIEW MATCHES

- See copy doc
- will return the search results matches up to the maximum number
- PER LA, REMOVE LINK
- Search is built where we do not retain the data when we re-sort or go through new page views; likewise, the search results are pulling results of the first [x] number that are relevant; however, if the customer chooses to resort that list alphabetically, will not pull the first [x] results sorted alphabetically, but rather the first [x] results from the alphabetical results list (i.e. may be only the a-p, but not the rest of the alphabet)

5. GLOBAL FOOTER

- See footer as described on the Global Header/Global Footer spec page ('Global Header Footer' Section 4)

NULL SEARCH TERM

GENERAL

- If the customer does not enter any characters into the search field and clicks 'find' or his 'enter' from any page with Digital Music Search, will take customer to this page view of the Search Results page

6. GLOBAL HEADER

- See specifications for global header on 'Global Header Footer'
- NO tab in selected state
- SEARCH: will maintain the search parameter selected in the dropdown

7. BREADCRUMBS

- Behaves similarly to current walmart.com site
- Home Page: takes customer back to walmart.com
- Music: takes customer back to the walmart.com Music Department Page
- Music Downloads: takes customer back to the Music Downloads landing page music_downloads/main.jsp
- Search Results: for reference only (does not link)

8. ENTER SEARCH TERM MESSAGE

- see copy doc

9. SEARCH FIELDS

- Display search parameter dropdown defaulted to what was originally selected

10. GLOBAL FOOTER

- See footer as described on the Global Header/Global Footer spec page ('Global Header Footer' Section 4)

Music_downloads/search_results.jsp

Too Many Matches / NO MATCHES

The screenshot shows the Walmart.com Music Downloads search results page. The search term 'Love' has resulted in more than 500 matches. The page displays a message: 'Your search for the the [Song] 'Love' resulted in more than [500] matches. We recommend you search again to narrow your search.' Below this, there is a search bar with 'Song' selected and 'Love' entered. A link 'Or View the closest [500] matches' is highlighted. The page also shows a 'GLOBAL FOOTER' section. On the left, there are numbered callouts (1, 2, 3, 4a, 4b, 5, 3b, 3c, 3d, 3e) pointing to specific elements of the page layout.

Music_downloads/search_results.jsp

NULL search term

The screenshot shows the Walmart.com Music Downloads search results page for a null search term. The page displays a message: 'Please enter a search term'. Below this, there is a search bar with 'Song' selected and an empty text field. A link 'Or View the closest [500] matches' is highlighted. The page also shows a 'GLOBAL FOOTER' section. On the left, there are numbered callouts (6, 7, 8, 9, 10) pointing to specific elements of the page layout.

Regular Checkout Ship

WMT

CLOSED v7
4/15/2004 11:26:14
AM

GENERAL

- Page will behave as current, except where specified below

1. CONDITIONAL COPY

- Display conditional copy for this order type (custom CD)
- See copy doc

2. Split Shipments

- Will force shipment to all same address - therefore, both the cd fulfillment option item and any song downloads will be grouped in same address shipment
- Within each address shipment, will bucket items based on shipment method options (similar to current) where cd fulfillment options are grouped in one bucket and all downloads grouped in another bucket
- Within each 'address' shipment will display the CD Fulfillment option items in first section, CD 1 listed first followed by any other cds; the song download bucket is below the cd fulfillment option item bucket listing songs in CD song order (first CD songs first) (e.g. CD1 song 1, CD1 song 2, CD2 song 1, CD2 song 2, etc.)

2a. SHIP TO HEADER

- As in current behavior, will pull the shipment address into the header
- All items forced to same address shipment

3. DOWNLOADS ON A DISC - CD Fulfillment Option ITEM

- Pull icon for this item - IS BASED ON DEPARTMENT
- Pull name of CD as customized by Customer during creation process - both Line 1 and Line 2 as same line
- Pull number of songs that is contained on this cd
- Pull static name for the CD Fulfillment Option (e.g. 'Downloads on a Disc CD')
- see copy doc
- Rest of item is handled in same way as current (e.g. pulling qty of this item and unit price) and shipment methods available

4. SONG DOWNLOAD ITEMS

- NOTE: information displayed slightly different than the information displayed for these items going through 'Download' Checkout
- Songs are listed in order of how it will be burned onto the CD
- If the song is put onto different cds, will display that item in the two different song buckets for each CD
- Pull icon for this item - IS BASED ON DEPARTMENT
- Pull the 'track-order'-and-song name - BOLD
 - Because my purchased downloads would pull the # in the title of the song, had to remove track number here and rest of checkout to be put next to CD name
- Pull song artist - regular text
- Pull the song number on the cd and the name of the cd (e.g. 'Song [x]: [custom name]')
- see copy doc
- Rest of item is handled in same way as current (e.g. pulling qty of this item and unit price) and shipment methods available
- If customer got more than one of the exact cd, the qty here would change to reflect the number of cds (e.g. make sure that if the song got put onto DIFFERENT cds, the qty here only reflects the number of times the customer is purchasing this particular CD)

5. SHIPMENT METHOD: SONG DOWNLOAD ITEMS

- Currently, if electronic item, pulls 'Only one shipping option is available. Electronic Delivery \$0.00'
- For Song Downloads Items, will NOT DISPLAY anything in this column (including the Gift Options HEADER in the gray bar)

WAL-MART®

★ Ship

Select Shipping Options

Items that have different shipping options may be sent in **split shipments**.
Delivery times may vary based on the **availability and processing time** of an item.
Learn more about **shipping options and prices**.

1 [Add the cost of each song download plus \$2.97 for each CD burn to get the total cost of each of your CDs.]

2a

Ship To: Kelly Eng, Walmart.com, 7000 Marina Boulevard, Brisbane, CA, 94005

Edit Address

Items	Qty	Price	Shipping Method
3 Kelly's Road Tunes Downloads on a Disc Should arrive between Monday, 02/09/2004 and Tuesday, 02/17/2004	2	\$2.97	Shipping methods available for the item(s) on left (Please select one): ☐ Standard (3 to 7 business days for shipping, plus processing time*) \$4.71 ☐ Priority (2 to 3 business days for shipping, plus processing time*) \$8.22 ☐ Express (1 business day for shipping, plus processing time*) \$13.29 * Processing time varies by item. The expected delivery time is listed by each item.
3 Disco Party Downloads on a Disc Should arrive between Monday, 02/09/2004 and Tuesday, 02/17/2004	1	\$2.97	

Items	Qty	Price
4 Crazy in Love - featuring Jay Z... Beyonce Song 1: Kelly's Road Tunes	2	\$0.88
5 East Of The Sun (And West Of The Moon) Diana Krall Song 2: Kelly's Road Tunes	2	\$0.88
4 Naughty Girl Beyonce Song 3: Kelly's Road Tunes	2	\$0.88
4 Hey Ya! (Radio Mix/Club Mix) Outkast Song 4: Kelly's Road Tunes	2	\$0.88
4 Crazy in Love - featuring Jay Z... Beyonce Song 1: Disco Party	1	\$0.88
4 East Of The Sun (And West Of The Moon) Diana Krall Song 2: Disco Party	1	\$0.88
4 Naughty Girl Beyonce Song 3: Disco Party	1	\$0.88

Items may be shipped by a variety of carriers.
Please note: We cannot ship Priority or Express to
 • P.O. Boxes
 • APO/FPO addresses
 • Addresses served by the USPS as domestic destinations,
 including Guam and the U.S. Virgin Islands.



Is this a gift?

☐ Check this box to select a gift
 message, gift receipt or to
 have your items gift wrapped.

Continue

Do you have questions?

If you have any questions or need help during checkout, please contact one of our knowledgeable Customer Service Associates at
 1-800-966-6546 from 6 a.m. to 1 a.m. (CT), 7 days a week.