

Document Summary

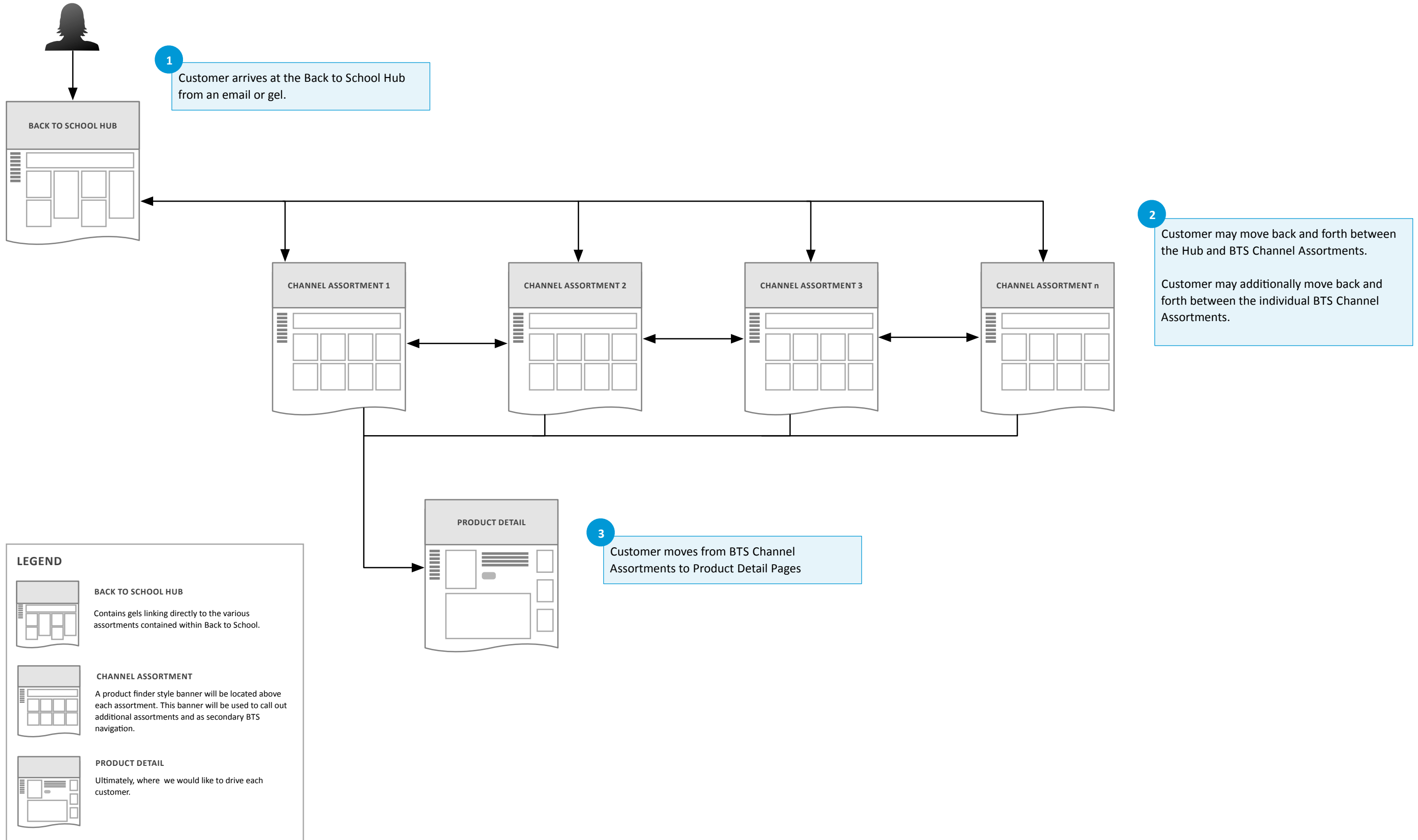
Description	Name
Site Name	Belk.com
Project	Back to School 2013
Category	

Page	#	Requirements Covered

Revision History

Version	Date	Author	Notes
v0.1	05/21/2013	Omari A. Brandt	Initial Draft
v2	05/23/2013	Omari A. Brandt	Added assortment banner strategy

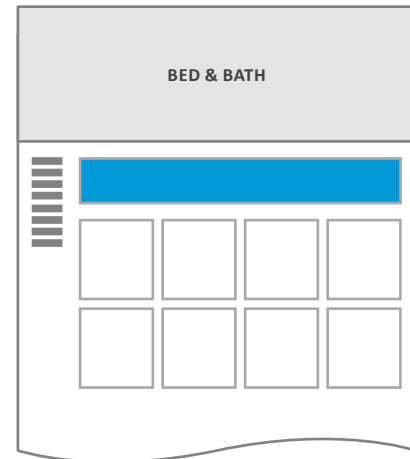
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BACK TO SCHOOL PRODUCT FINDER

Provides a opportunity to tell a more detailed story for those categories requiring it. Product Finder will simultaneously allow the customer to go directly to product assortments as with other categories.



May contain up to 5 sub-categories.

Assumptions

Merchants will boost merchandise where available; providing the customer with a more desirable product assortment.

DEFAULT BACK TO SCHOOL BANNER

Provides the customer to move laterally across categories as well as back to the Back to School hub.

