

GOALS OF THIS PAGE

- Drive conversion by surfacing products quickly with hero photography
- Simplify navigation categories based on customer goals and surface sub-nav
- Provide interactive features to enhance stickiness

NOTES

- 1 For store area, introduce truncated Guggenheim.org header to make more vertical space available
- 2 Constant main navigation. On rollover, sub-navigation categories appear and pushes remainder of nav downward
- 3 Constant call to action to drive to membership. Use also to promote member discounts
- 4 User selects language from dropdown. Defaults to English
- 5 Constant store header area. Floating. Shopping cart updates as user adds items to cart. Rolling over filled cart shows preview of items in cart.
- 6 Dynamic product display area. Text is link to individual product description page. Area rotates on time to show new product or user can select buttons to advance
- 7 Dedicated sub-areas for what's new, on sale and current exhibitions. Area starts as hero image and as user rolls over area, descriptive text appears which is link to individual product description



Vertically truncated Guggenheim.org header

1

The Store

2 **Exhibitions**
[Home > Exhibitions](#)
 Current Exhibition 1
 Current Exhibition 2
 Current Exhibition 3
 Catalogues
 Past Exhibitions

Gifts
 Apparel
 For the Collector
 Books
 Jewelry/Watches
 Kids
 On Sale

*Physical Store
 Location/Hours*

3 **Membership
 Call to Action**

Exhibitions

Current Exhibition 1

Current Exhibition 2

4 ←

Current Exhibition 3

Catalogs

Past Exhibitions

Product Name
 \$ Price
 \$ Member Price

*Short Product Description Lorem ipsum dolor illum nos trud
 sino illum paratus iustum. Paratus ex, neo paratus mauris
 paulatim.*

[View Item](#) **Add to Cart**

Guggenheim.org footer

GOALS OF THIS PAGE

- Drive conversion by making products more attractive through visual design and layout
- Surface navigation clearly
- Drive cross-sell by providing featured product descriptions in as many points in navigation path as possible

NOTES

- 1** Persistent navigation crumbs help users remember where they are in store
- 2** Persistent main navigation changes visual state to indicate user's location
- 3** Hero photography of featured product within navigation sub-category to drive conversion. Also provides short description, link to full product description and call to action to buy.
- 4** All sub-categories available in this navigation section. Each area contains hero image of product available for that section and links to list of products for that sub-category.



Vertically truncated Guggenheim.org header

The Store

English ▼ [Customer Service](#) | [My Account](#) | [My Cart \(0 items\)](#)

Search the Store

Exhibitions
 Current Exhibition 1
 Current Exhibition 2
 Current Exhibition 3

Catalogues
 Past Exhibitions

Gifts

Apparel

For the Collector

Books

Jewelry/Watches

Kids

On Sale

Physical Store
Location/Hours

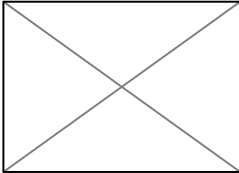
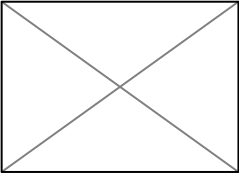
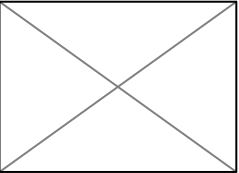
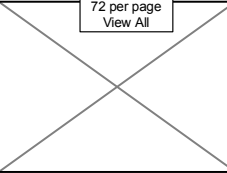
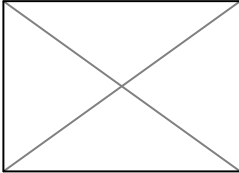
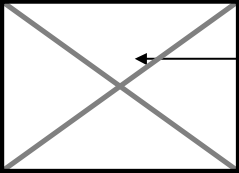
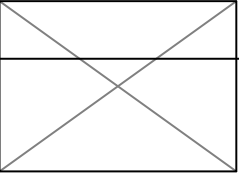
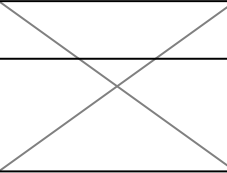
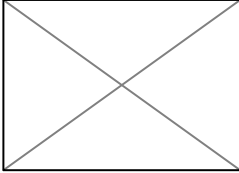
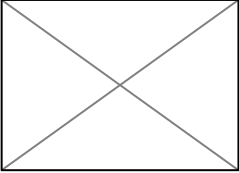
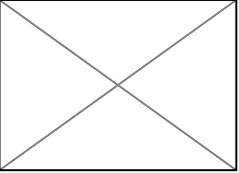
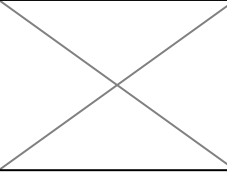
Membership
Call to Action

Home > Exhibitions > Catalogues

Catalogues

Sort by: **Most Popular** | Name | Price

Page: < 1 | 2 | **3** | 4 | 5 | ... | 11 > View: 12 per page | 36 per page | 72 per page | View All

 Title Lorem Ipsum \$XX.XX	 Title Lorem Ipsum \$XX.XX	 Title Lorem Ipsum \$XX.XX	 Title Lorem Ipsum \$XX.XX
 Title Lorem Ipsum \$XX.XX	 Title Lorem Ipsum \$XX.XX	 Title Lorem Ipsum \$XX.XX	 Title Lorem Ipsum \$XX.XX
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GOALS OF THIS PAGE

- Drive conversion by making products more attractive through visual design and layout
- Allow users to view the type and quantity of products they want as quickly and intuitively as possible through page navigation

NOTES

- 1** Sort functionality allows users to view products by most popular (default; order is Guggenheim determined), product name or price
- 2** Page navigation allows users to move through paginated products. Dropdown control allows choice of number of products per page, including viewing all products at once.
- 3** Hero photography of featured product within navigation to drive conversion. Also provides short description and link to full product. Rolling over product causes change of state providing additional information, such as additional image view.

1

2

3



Vertically truncated Guggenheim.org header

The Store

English | Customer Service | My Account | **My Cart (0 items)**

Search the Store **GO**

Home > Exhibitions > Catalogues > Product Name

Exhibitions

- Current Exhibition 1
- Current Exhibition 2
- Current Exhibition 3
- Catalogues**
- Past Exhibitions

Gifts

Apparel

For the Collector

Books

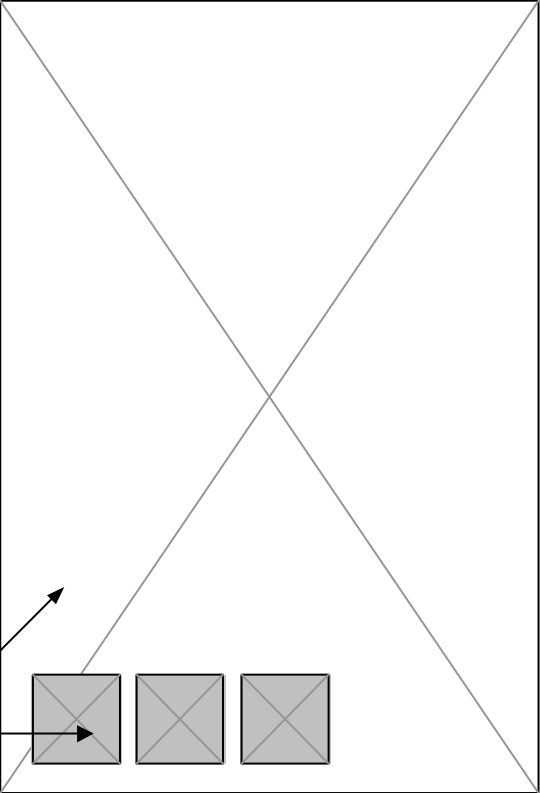
Jewelry/Watches

Kids

On Sale

Physical Store
Location/Hours

Membership
Call to Action



Product Name

\$ Price

\$ Member Price

Size/Option Selector ▼

Product Description Lorem ipsum dolor illum nostrud sino illum paratus iustum. Paratus ex, neo paratus mauris paulatim.

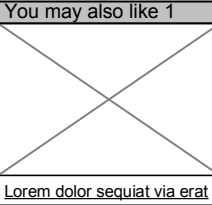
Obruo distineo inhibeo premo quis decet saluto. Et, valde caecus gemino facilisi ullamcorper, mos validus. Feugiat, nulla refero appellatio comis feugait melior diam importunus tation.

Add to Cart

SHARE

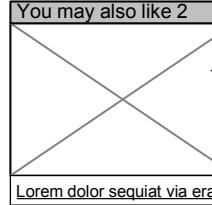
Email
Delicious
Facebook
Google
> Twitter

You may also like 1



Lorem dolor sequiat via erat

You may also like 2



Lorem dolor sequiat via erat

GOALS OF THIS PAGE

- Drive conversion by making products more attractive through visual design and layout
- Enable cross-sell by providing recommended alternative products
- Provide interactive features to increase dialogue and stickiness

NOTES

- 1** Hero photography of product drives conversion. Additional views of product are also shown. Clicking on the thumbnail additional view swaps main image with alternate image.
- 2** Product description area. Also includes pricing, prose description, size/option dropdown selector and ability to add to cart.
- 3** Ability to share product to social media. Dynamic rollover.
- 4** Recommended alternate product areas (2). Contains main hero image and short description as link. Clicking on link takes user to respective individual product page.

1

2

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