

John Lewis

Kiosk Landing Page - Content Document

Version: 0.1

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Document history

Date	Version	Notes
14/09/11	0.1	Draft version
06/09/11	0.2	Consolidated sections together to create 10 landing pages. Made titles more conversational. Button titles Proof read by Caroline Beckett.
11/10/11	0.4	Added johnlewis.com homepage link.
11/10/11	0.5	Added revisions from Abby
13/10/11	0.6	Created revised landing pages per Meeting with Andrew.
26/10/11	11	Reordered Kitchenware and electrical.
31/10/11	12	Signed off by Abby and Andrew
31/10/11	13	Proof read by Caroline Beckett

1. Furniture

No	Button label	Landing page URL
1.1.	Shop Furniture	http://www.johnlewis.com/Home+and+Garden/All+Furniture/Category.aspx
1.2.	Shop Designer furniture	http://www.johnlewis.com/Home+and+Garden/All+Furniture/Designer+Furniture+/SubCategory.aspx
1.3.	Shop Decorative accessories	http://www.johnlewis.com/Home+and+Garden/Decorative+Accessories/Decorative+Accessories/SubCategory.aspx
1.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

2. Audio TV

No	Button label	Landing page URL
2.1.	Shop Televisions	http://www.johnlewis.com/Electricals/Televisions/Televisions/SubCategory.aspx
2.2.	Shop Audio Products	http://www.johnlewis.com/Electricals/Audio/Category.aspx
2.3.	Shop iPods & MP3 players	http://www.johnlewis.com/Electricals/Audio/iPods+and+MP3+Players/SubCategory.aspx
2.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

3. Linens, Beds and Baths

No	Button label	Landing page URL
3.1.	Shop Bathroom products	http://www.johnlewis.com/Home+and+Garden/Bathroom/Category.aspx
3.2.	Shop Bedding	http://www.johnlewis.com/Home+and+Garden/Bedding/Category.aspx
3.3.	Go to johnlewis.com home page	http://www.johnlewis.com/

4. Furnishings Fabrics

No	Button label	Landing page URL
4.1.	Shop for Furnishing fabrics	http://www.johnlewis.com/Home+and+Garden/Fabrics/Category.aspx
4.2.	Made to Order curtains in 7 Days	http://www.johnlewis.com/Home+and+Garden/Curtains+and+Poles+/Made+to+Order+Curtains+in+7+days/SubCategory.aspx
4.3.	Shop Curtains and Poles	http://www.johnlewis.com/Home+and+Garden/Curtains+and+Poles+/Category.aspx
4.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

5. Pictorials

No	Button label	Landing page URL
5.1.	Shop for Pictures	http://www.johnlewis.com/Home+and+Garden/Pictures/Pictures/SubCategory.aspx
5.2.	Shop for Made to Order prints	http://www.johnlewis.com/Home+and+Garden/Pictures/Pictures/Made+to+Order+Prints/4195/ProductCategory.aspx
5.3.	Shop for Mirrors	http://www.johnlewis.com/Home+and+Garden/Mirrors/Mirrors/Mirrors/185/ProductCategory.aspx
5.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

6. Women's Fashion and Lingerie

No	Button label	Landing page URL
6.1.	Shop Womenswear	http://www.johnlewis.com/Women/Area.aspx
6.2.	Shop for Women's accessories	http://www.johnlewis.com/Women/All+Women's+Accessories/Category.aspx
6.3.	Shop Lingerie	http://www.johnlewis.com/Women/Lingerie/Lingerie+/SubCategory.aspx
6.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

7. Menswear

No	Button label	Landing page URL
7.1.	Shop Menswear	http://www.johnlewis.com/Men/Area.aspx
7.2.	Shop Men's accessories	http://www.johnlewis.com/Men/All+Men's+Accessories/Category.aspx
7.3.	Shop Men's shoes	http://www.johnlewis.com/Men/Men's+Shoes/Men's+Shoes/Men's+Shoes/10310/ProductCategory.aspx
7.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

8. Kitchenware and Electricals

No	Button label	Landing page URL
8.1.	Shop for Electrical appliances	Bespoke landing page to be built by design
8.2.	Shop Kitchenware	http://www.johnlewis.com/Home+and+Garden/Kitchen/Category.aspx
8.3.	Shop all Electricals	http://www.johnlewis.com/Electricals/Area.aspx
8.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

9. School wear

No	Button label	Landing page URL
9.1.	Shop for School uniform	http://www.johnlewis.com/Baby+and+Child/Uniform+By+School/Category.aspx
9.2.	Shop School wear	http://www.johnlewis.com/Baby+and+Child/Schoolwear/Category.aspx
9.3.	Shop School footwear	http://www.johnlewis.com/Baby+and+Child/School+Footwear/School+Footwear/SubCategory.aspx
9.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

10. Children swear

No	Button label	Landing page URL
10.1.	Shop Boys wear	http://www.johnlewis.com/Baby+and+Child/Boyswear/Category.aspx
10.2.	Shop Girls wear	http://www.johnlewis.com/Baby+and+Child/Girlswear/Category.aspx
10.3.	Baby and toddler wear	http://www.johnlewis.com/Baby+and+Child/Baby+and+Toddlerwear/Baby+and+Toddlerwear/SubCategory.aspx
10.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

11. Toys

No	Button label	Landing page URL
11.1.	Shop Toys	http://www.johnlewis.com/Toys/Area.aspx
11.2.	Shop Boys' Toys	http://www.johnlewis.com/Toys/Boys'+Toys/Boys'+Toys/Boys'+Toys/8995/ProductCategory.aspx
11.3.	Shop Girls' Toys	http://www.johnlewis.com/Toys/Girls'+Toys/Girls'+Toys/Girls'+Toys/8961/ProductCategory.aspx
11.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

12. Nursery

No	Button label	Landing page URL
12.1.	Shop Baby Travel products	http://www.johnlewis.com/Baby+and+Child/Travelling/Travelling/SubCategory.aspx
12.2.	Shop Feeding and Caring products	http://www.johnlewis.com/Baby+and+Child/Feeding+and+Caring/Feeding+and+Caring/SubCategory.aspx
12.3.	Shop Nursery furniture	http://www.johnlewis.com/Baby+and+Child/Nursery+Furniture/Nursery+Furniture/SubCategory.aspx
12.4.	Go to johnlewis.com home page	http://www.johnlewis.com/

13. General

No	Button label	Landing page URL
13.1.	Shop Electricals	http://www.johnlewis.com/Electricals/Area.aspx
13.2.	Shop Womenswear	http://www.johnlewis.com/Women/Area.aspx
13.3.	Shop Home and Garden	http://www.johnlewis.com/Home+and+Garden/Area.aspx
13.4.	Shop Gifts	http://www.johnlewis.com/Gifts/Area.aspx
13.5.	Go to johnlewis.com home page	http://www.johnlewis.com/