

Sony Global Web Transformation

# “Handshake” Solution for WAVE 2

Ver 5.4

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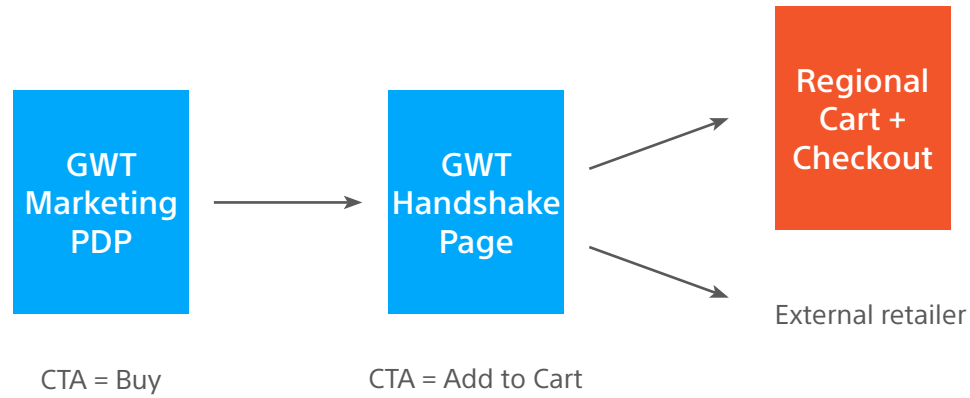
# Change Log

Document Ver.	Change Page No.	Wireframe Type (Category, PDP, etc.)	Change Description
5.1			
5.2			Changed Online Retailer availability section. Moved wireframe pages around for better flow. Added more detailed notes.
5.3			Added shipping information including expected shipping date, backordering, and urgency
			Preselection of color / SKU and hover / select interaction
			Promotions at the child model level
			Further explored differentiating features
5.4			Added more notes to clarify some points.
			Simplified "Notify me when available" label on button to "Notify Me"

# High-Level User Flow + Scenario

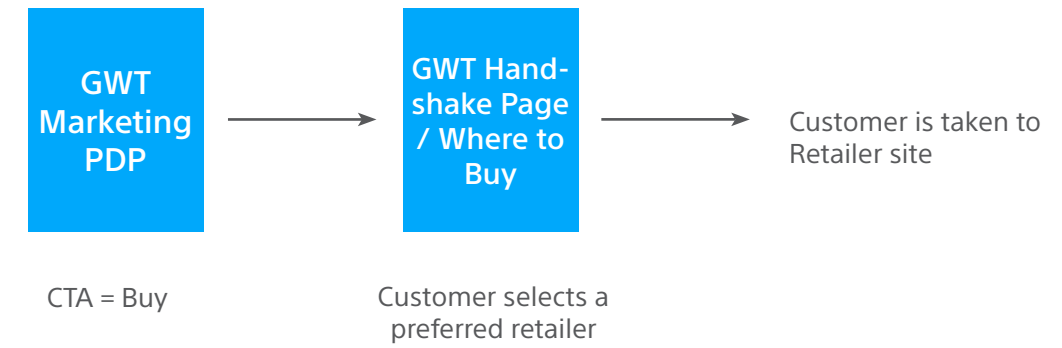
## eCommerce

### Scenario 1 - Standard 'Siblings' flow

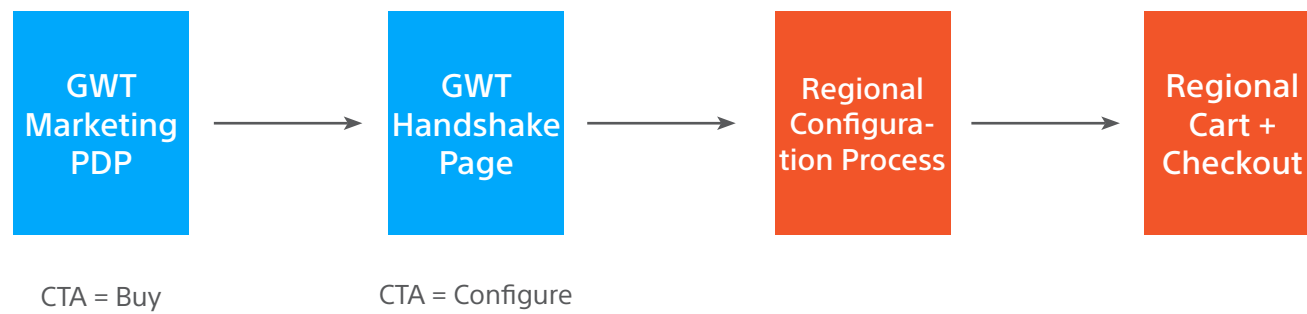


## Non eCommerce

### Scenario 1 - Standard flow



### Scenario 2 - Configure to Order



# Handshake Page Anatomy

## Page Notes

### A. Model Selector

User selects color and adds to cart. If the model in that color is not in stock, the CTA will change to reflect this.

See different column layouts for super models with 2 and 3 child models.

### B. Optional Promotional Banner

The promotional banner can contain regional eCommerce information when buying direct from Sony. The banner is for promotions at a super model level. For promos at the SKU level, the promotion will be shown underneath the shipping information. See example further in the document.

### C. Other Channel Options - More Ways to Buy

1. Optional Online Retailers
2. Physical Authorized Retail Stores and Sony Stores

The screenshot displays a Sony product page for model selection. At the top, there's a navigation bar with the Sony logo and links for Store, Electronics, Entertainment, and Support. Below the navigation, the page title is "Select your [Product Name] model".

The main content area is divided into four columns, each representing a different model. Each column includes a placeholder for a product image, a "Gallery" link, a "COLOUR" selection area with radio buttons, a price of "€ 000.00", an "Add to Cart" button, and shipping information ("Usually Ships within 1-2 Days"). Below the columns, there are feature/specification icons and a "COMPARE MORE SPECIFICATIONS" link.

At the bottom of the main content area, there are two promotional banners: "NEED HELP BUYING? Call 4003-8997 to talk to one of our representatives" and "FREE SHIPPING ON ALL ORDERS When you order from Sony, delivery is free."

The "MORE WAYS TO BUY" section follows, divided into "Online Retailers" and "Sony Stores / Authorized Retail Stores". The "Online Retailers" section shows three retailer logos with links to "Shop All [Product Name] Models", "Shop [Specific Model Name]", and "Shop All Sony Products". The "Sony Stores / Authorized Retail Stores" section includes a map of São Paulo, Brazil, and a table of nearby stores.

CITY	STORE	SERVICES	AVAILABILITY	HOURS / DISTANCE
SAO PAULO	Shopping Cidade Jardim Avenida Magalhães Castro, 12000 Shop 4-1 1º Floor Butantã São Paulo SP - CEP 05502-001 Phone (11) 2145-7150 (11) 2145-7151	Service Center Specialist Alpha Store	Specific Model Name Specific Model Name Specific Model Name	Mon - Sat 10am - 10pm Sun 2pm - 8pm 0.0 km <a href="#">Directions</a>
	Bourbon Shopping Street Turissol, F 2100 65 Floor Partridges Pompeia São Paulo SP - CEP 05505-000 Phone (11) 3675-5123	VAIO Retailer	All [Product Name] Models	Mon - Sat 10am - 10pm Sun 2pm - 8pm 0.2 km <a href="#">Directions</a>

The footer of the page contains the text "FOOTER".

A

B

C1

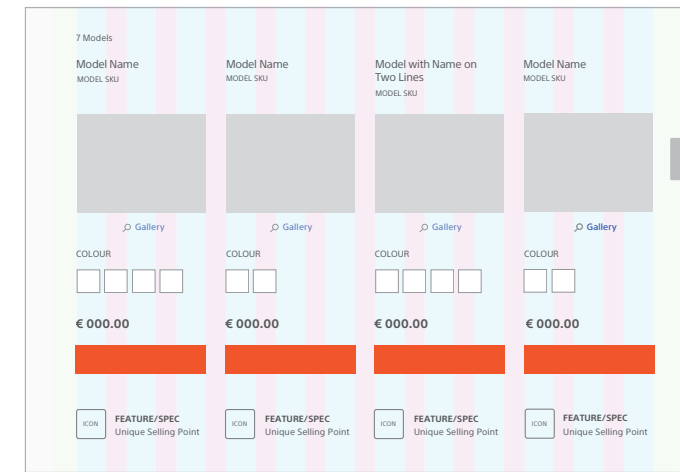
C2

# Model Selector Layouts for Different Number of Models

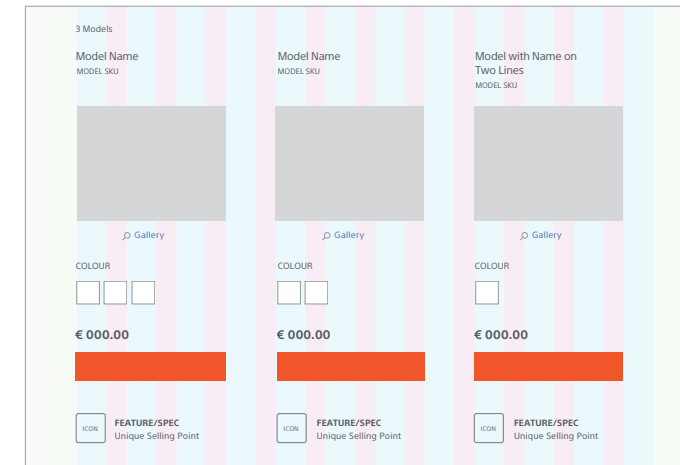
## Page Notes

The image to the right shows the grid and layout for super models with 4+, 3, and 2 child models. It also shows the layout of a non super model (single model).

Detailed views of these wireframes are found later in the document.



4+ Models



3 Models



2 Models



1 Model

# Super Model with eCommerce

## Page Notes

The user arrives at the "Handshake Page" from the marketing PDP. This example does not show a specific super model but is a "generic" template to show the structure of the page. Specific product examples are shown near the end of the document.

### 1. 4+ Models and Right/Left Paddles

Super models with 4 child models are presented in 4 columns. When there are more than 4 child models, a paddle is enabled on the right. Once the right paddle is selected, the left paddle is enabled. The user clicks on the paddles to browse through child models.

### 2. Product Image Gallery

When the user selects an image or the Gallery link, a light box is displayed. See wireframe later on in the document.

### 3. Colour Selection

The colours that a product comes in is displayed. Users can select a colour before adding to cart. See pages 10 and 11 for selection interaction.

### 4. Calls to Action

There are various call to action buttons. For a full list and examples of recommended CTA button variations, please see the last page of this document (before the appendix).

"Add to Cart" button - links user to cart and checkout

"Configure" button - links user to regional configuration page

"Out of Stock" button - button is disabled when specific product colours are not available.

### 5. Product Features / Unique Selling Points and Differentiators

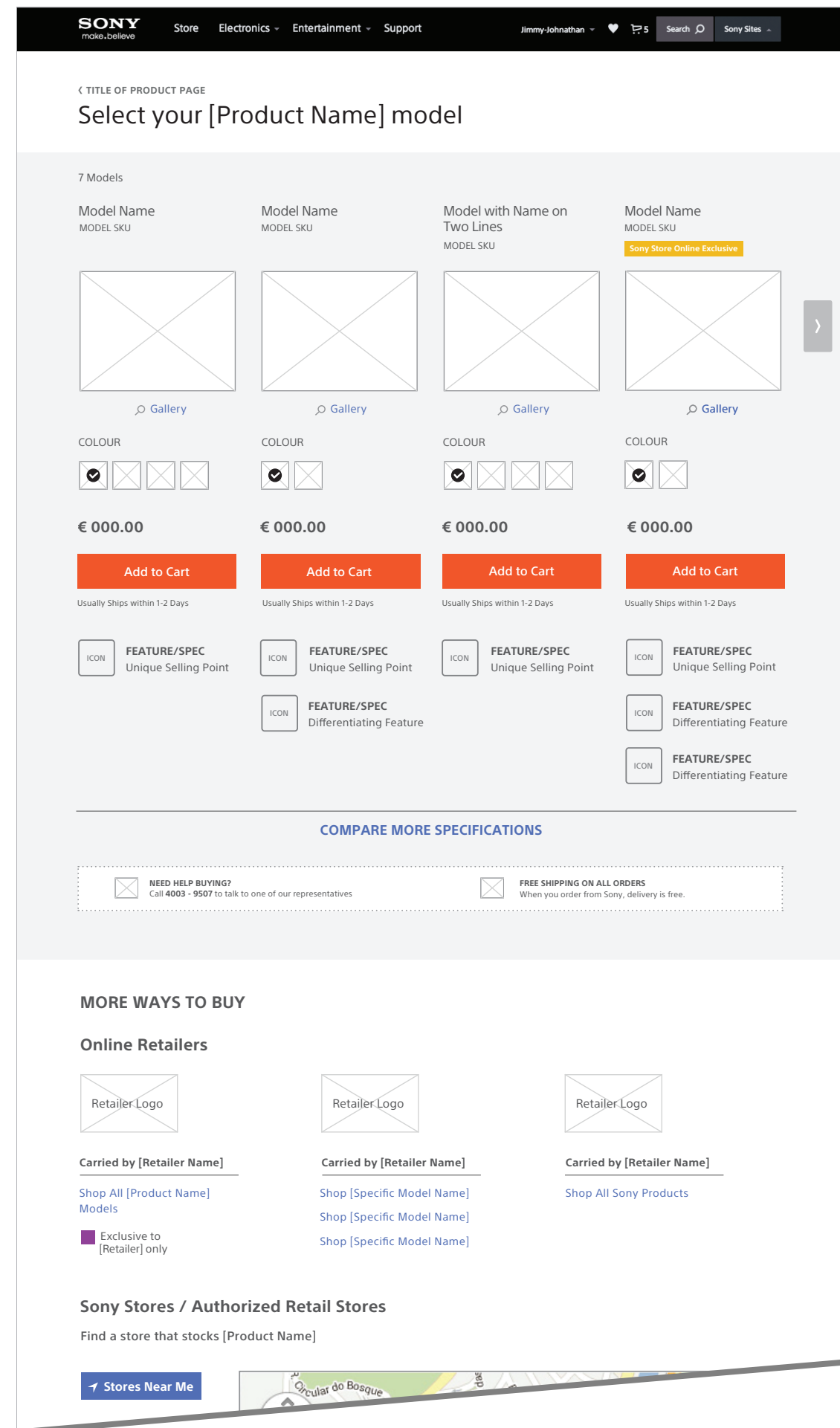
Differentiating features and unique selling points are listed underneath the CTA along with an icon for quick analysis and comparison.

### 6. Compare More Specifications

A "Compare More Specifications" link is placed under the features so users can further compare and analyze models and know exactly what they are buying. The interaction of this link is shown on a separate page.

### 7. Regional Promotional Banner (Optional)

The promotional banner is optional for each region and can display information such as free shipping, assistance, bundling, or other marketing messages to persuade the user to buy from the Sony Online Store. This banner is for products at the super model level.



1

2

3

4

5

6

7

# Super Model with eCommerce cont.

## Page Notes

The bottom section of the page is called "More Ways to Buy" and shows the user other channel options where they can buy the relevant super model.

### 1. Online Retailers and Product Links

All participating online retailers are listed under "More Ways to Buy." The retailer logo is displayed along with the availability information that links to the retailer site. Because every retailer gives us a different amount of availability information, there are a few variations:

Shop All Models - The retailer carries all child models within the super model. In this case, the link takes the user to the retailer's corresponding super model page.

Shop Specific Models - The retailer carries some child models within the super model but not all child models. In this case, the child models are listed as a link. The link takes the user directly to the corresponding child model page on the retailer site.

Shop All Sony Products - Some retailers may not supply specific availability information with links to specific child model product pages. In this case, the link takes the user to a Sony landing page within the retailer site.

### 2. Physical Sony and Retail Stores

If the user wants to visit a physical retail store, they can search for stores near them or in a specific area. A map displays stores in the region they entered. The availability/stock information is displayed below the map and is structured the same way as the online retailer information.

[COMPARE MORE SPECIFICATIONS](#)

✉
**NEED HELP BUYING?**  
Call 4003 - 9507 to talk to one of our representatives

✉
**FREE SHIPPING ON ALL ORDERS**  
When you order from Sony, delivery is free.

---

### MORE WAYS TO BUY

#### Online Retailers

Retailer Logo

Retailer Logo

Retailer Logo

**Carried by [Retailer Name]**

[Shop All \[Product Name\] Models](#)

■ Exclusive to [Retailer] only

**Carried by [Retailer Name]**

[Shop \[Specific Model Name\]](#)

[Shop \[Specific Model Name\]](#)

**Carried by [Retailer Name]**

[Shop All Sony Products](#)

---

#### Sony Stores / Authorized Retail Stores

Find a store that stocks [Product Name]

[Stores Near Me](#)

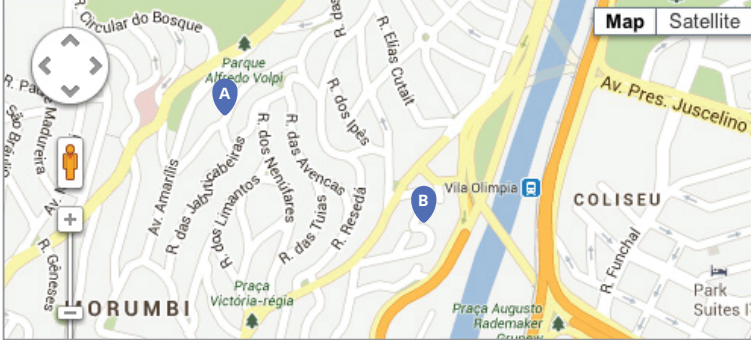
City, State / Region

or

Zip / Postcode

Find

[View all stores](#)



CITY	STORE	SERVICES	AVAILABILITY	HOURS / DISTANCE
SAO PAULO	<p><b>A</b> Shopping Cidade Jardim Avenida Magalhães Castro, 12000 Shop 4-1° Floor Butantã São Paulo SP - CEP. 05502-001 Phone (11) 2145-7150 (11) 2145-7151</p>	<p>Service Center Specialist Alpha Store</p>	<p>Specific Model Name Specific Model Name Specific Model Name Specific Model Name</p>	<p>Mon - Sat 10am - 10pm Sun 2pm - 8pm 0.0 km <a href="#">Directions</a></p>
	<p><b>B</b> Bourbon Shopping Street Turiassu, F 2100 65 Floor Partridges Pompeii São Paulo SP - CEP. 05505-000 Phone (11) 3675-5123</p>	<p>VAIO Retailer</p>	<p>All [Product Name] Models</p>	<p>Mon - Sat 10am - 10pm Sun 2pm - 8pm 0.2 km <a href="#">Directions</a></p>

FOOTER

1

2



# Super Model - Compare More Specs

## Page Notes

Once the user selects "Compare More Specifications," all of the specs for each child model will be displayed. Highest performing features are highlighted in yellow.

### 1. Less Specifications

The user can see less specifications and go back to the previous view by selecting the "Less Specifications" link.

The screenshot shows a product comparison interface for Sony laptops. At the top, there's a navigation bar with the Sony logo and links for Store, Electronics, Entertainment, and Support. Below that, the page title is "Select your [Product Name] model".

The main content area displays four product models in a grid. Each model card includes:

- Model Name / MODEL SKU**
- Image Placeholder** (with a Gallery link)
- COLOUR** selection (checkboxes)
- Price** (€ 000.00)
- Add to Cart** button
- Shipping** (Usually Ships within 1-2 Days)
- Feature/Spec Unique Selling Point** (with an icon)
- Feature/Spec Differentiating Feature** (with an icon)
- PROCESSOR TYPE**
- OPERATING SYSTEM**
- SPEED** (highlighted in yellow for the first two models)
- CACHE**
- NUMBER OF CORES**
- SUPPLIED SOFTWARE**
- RESOLUTION**
- TOUCH TECHNOLOGY**
- INSTALLED MEMORY** (highlighted in yellow for the first two models)

At the bottom of the grid, there is a link labeled "LESS SPECIFICATIONS" and a note: "Highlights indicate highest performance features".

1

# Super Model - Compare More Specs Scrolling

## Page Notes

If a user chooses to compare more specifications and scrolls down the page, a small product image, colour selector, and CTA is continuously displayed at the top while the specifications scroll (like sticky navigation).

The “Less Specifications” link is always displayed at the bottom so a user can quickly switch views. (Unless the user scrolls past the “Less Specifications” link.)

Model Name MODEL SKU	Model Name MODEL SKU	Model with Name on Two Lines MODEL SKU	Model Name MODEL SKU <span style="background-color: #FFD700;">Sony Store Online Exclusive</span>
<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>
Usually Ships within 1-2 Days	Usually Ships within 1-2 Days	Usually Ships within 1-2 Days	Usually Ships within 1-2 Days
<b>OPERATING SYSTEM</b> Windows 8	<b>OPERATING SYSTEM</b> Windows 8	<b>OPERATING SYSTEM</b> Windows 8	<b>OPERATING SYSTEM</b> Windows 8
<b>SPEED</b> 1.70 GHz	<b>SPEED</b> 1.70 GHz	<b>SPEED</b> 1.60 with Turbo Boost up to 2.60 GHz	<b>SPEED</b> 1.60 with Turbo Boost up to 2.60 GHz
<b>CACHE</b> 3 MB	<b>CACHE</b> 3 MB	<b>CACHE</b> 3 MB	<b>CACHE</b> 3 MB
<b>NUMBER OF CORES</b> 2	<b>NUMBER OF CORES</b> 2	<b>NUMBER OF CORES</b> 2	<b>NUMBER OF CORES</b> 2
<b>SUPPLIED SOFTWARE</b> VAIO Message Center, PlayMemories Home, VAIO Movie Creator, Album by Sony, Music by Sony, Imagination Studio™ - VAIO Edition, VAIO Care, VAIO Transfer Support, VAIO Update, VAIO Control Center, Buy Microsoft Office to activate Office software on this PC, Adobe® Reader® 11, VAIO Paper, VAIO Clip, McAfee LiveSafe™ 30 day subscription, One-touch listening with NFC, Xperia Link	<b>SUPPLIED SOFTWARE</b> VAIO Message Center, PlayMemories Home, VAIO Movie Creator, Album by Sony, Music by Sony, Imagination Studio™ - VAIO Edition, VAIO Care, VAIO Transfer Support, VAIO Update, VAIO Control Center, Buy Microsoft Office to activate Office software on this PC, Adobe® Reader® 11, VAIO Paper, VAIO Clip, McAfee LiveSafe™ 30 day subscription, One-touch listening with NFC, Xperia Link	<b>SUPPLIED SOFTWARE</b> VAIO Message Center, PlayMemories Home, VAIO Movie Creator, Album by Sony, Music by Sony, Imagination Studio™ - VAIO Edition, VAIO Care, VAIO Transfer Support, VAIO Update, VAIO Control Center, Buy Microsoft Office to activate Office software on this PC, Adobe® Reader® 11, VAIO Paper, VAIO Clip, McAfee LiveSafe™ 30 day subscription, One-touch listening with NFC, Xperia Link	<b>SUPPLIED SOFTWARE</b> VAIO Message Center, PlayMemories Home, VAIO Movie Creator, Album by Sony, Music by Sony, Imagination Studio™ - VAIO Edition, VAIO Care, VAIO Transfer Support, VAIO Update, VAIO Control Center, Buy Microsoft Office to activate Office software on this PC, Adobe® Reader® 11, VAIO Paper, VAIO Clip, McAfee LiveSafe™ 30 day subscription, One-touch listening with NFC, Xperia Link
<b>RESOLUTION</b> Full HD (1920x1080)	<b>RESOLUTION</b> Full HD (1920x1080)	<b>RESOLUTION</b> Full HD (1920x1080)	<b>RESOLUTION</b> Full HD (1920x1080)
<b>TOUCH TECHNOLOGY</b> Touchscreen	<b>TOUCH TECHNOLOGY</b> Touchscreen	<b>TOUCH TECHNOLOGY</b> Touchscreen	<b>TOUCH TECHNOLOGY</b> Touchscreen
<b>INSTALLED MEMORY</b> 8 GB (On Board)	<b>INSTALLED MEMORY</b> 8 GB (On Board)	<b>INSTALLED MEMORY</b> 4 GB (PC3L-12 GB8 GB00)	<b>INSTALLED MEMORY</b> 4 GB (PC3L-12 GB8 GB00)
<a href="#">LESS SPECIFICATIONS</a>			<span style="background-color: #FFD700; border: 1px solid #FFD700; padding: 2px;"> </span> Highlights indicate highest performance features

# SKU Level Promotions

## Page Notes

### 1. SKU Level Promotions (Optional)

Marketing messages at the SKU level can be displayed below the shipping information. Visual treatment of this promotion can be further explored in visual design.

The screenshot displays a Sony product page for selecting a model. The page features a navigation bar with the Sony logo and menu items like Store, Electronics, Entertainment, and Support. Below the navigation, there's a breadcrumb trail and a title 'Select your [Product Name] model'. A section titled '7 Models' shows four product cards. Each card includes a placeholder image, a 'Gallery' link, a 'COLOUR' selection area with checkboxes, a price of '€ 000.00', and an 'Add to Cart' button. Below the cards, there are shipping notices ('Usually Ships within 2-3 days') and promotional messages in dashed boxes, such as 'Save €300 when you bundle with HT-S17 sound bar' and 'Free 3D Blu-ray Disc Player with purchase (€139.99 value)'. A 'COMPARE MORE SPECIFICATIONS' link is also present. At the bottom, there's a 'MORE WAYS TO BUY' section with 'Online Retailers' and three columns showing retailer logos, 'Carried by [Retailer Name]', and links to shop all models or specific models. A small pink box with the number '1' is overlaid on the page, pointing to the promotional messages.

# SKU Selection Interaction

## Page Notes

This page and the following page shows the interaction of product selection.

### 1. Product Pre-Selection

In this example, the first colour chip is pre-selected. If the first colour is out of stock, the next colour chip that is in stock will be pre-selected. A second option for product selection is shown later on in this document.

### 2. Colour Hover / Selection and Dynamic Data

When the user hovers over an unselected colour chip, the model information dynamically changes. This includes the SKU, image, hover tick mark, color name, price, call to action / availability, and shipping information.

The same items change on click as well as the tick mark and a visual treatment that confirms SKU selection.

### 3. Out of Stock

If the product in the selected colour is out of stock, the CTA changes from "Add to Cart" to "Out of Stock"

### 4. Add to Cart

Once the user selects "Add to Cart", they will be taken to the first step in the cart + checkout experience in that region.

The "Add to Cart" button title will be regionalized for each country. For example, "Add to Basket" could be used for the UK.

SKU Selection Example 1

**Primary State**

Model Name  
MODEL SKU 001

COLOUR  
 Black  
 White

€ 100.00

Add to Cart

Usually Ships within 1-2 Days

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

**Hover State**

Model Name  
MODEL SKU 002

COLOUR  
 Black  
 White

€ 150.00

Add to Cart

Backorder. Ships within 8-9 Days

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

**Selected State**

Model Name  
MODEL SKU 002

COLOUR  
 Black  
 White

€ 150.00

Add to Cart

Backorder. Ships within 8-9 Days

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

SKU Selection Example 2

**Primary State**

Model Name  
MODEL SKU 001

COLOUR  
 Black  
 White

€ 100.00

Add to Cart

Usually Ships within 1-2 Days

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

**Hover State**

Model Name  
MODEL SKU 002

COLOUR  
 Black  
 White

€ 150.00

Out of Stock

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

**Selected State**

Model Name  
MODEL SKU 002

COLOUR  
 Black  
 White

€ 150.00

Out of Stock

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

FEATURE/SPEC  
Differentiating Feature

# SKU Selection Interaction Cont.

## Page Notes

This page and the following page shows the interaction of product selection.

### 1. Notify Me


This CTA is displayed if the SKU is currently out of stock but will be stocked at a later date (and not available for backordering).

If the region supports it, a form overlay is displayed and allows users to enter their email address so they can be notified when the product will be available.

SKU Selection Example 3

Primary State

Model Name  
MODEL SKU 001



Gallery

COLOUR

Black

€ 100.00

Add to Cart

Usually Ships within 1-2 Days


ICON FEATURE/SPEC  
Differentiating Feature

ICON FEATURE/SPEC  
Differentiating Feature

ICON FEATURE/SPEC  
Differentiating Feature

Hover State

Model Name  
MODEL SKU 002



Gallery

COLOUR

Black  White

€ 150.00

Notify Me


ICON FEATURE/SPEC  
Differentiating Feature

ICON FEATURE/SPEC  
Differentiating Feature

ICON FEATURE/SPEC  
Differentiating Feature

"Notify Me" Interaction

Model Name  
MODEL SKU 002



Gallery

COLOUR

Black  White

€ 150.00

Notify Me

Please Notify Me  
We can let you know when this product is available. Just sign up below.

Enter your email address

I'd like to receive email newsletters and special offers from Sony.

Cancel Submit

1

# SKU Selection Interaction, Option 2

## Page Notes

The second option for SKU selection practices the user centered design principles of user control, error prevention, and minimalist design.

## User Centered Design Principles

**User Control** - This design option gives the user a sense of control because they make the first selection.

**Error Prevention** - This option prevents the user from making a colour selection error. They must actively decide on the color they want, select it, and then add to cart. It allows the user to confirm their choice before moving on to the cart + checkout process.

**Minimalist Design** - With this option, the design is simplified. The main purpose for this page is to make one selection with one interaction. Pre-selection creates multiple selections on the page. Every extra unit of information competes with the relevant units of information and diminishes their relative visibility.

### 1. Colour Selection and Dynamic Stock Messaging

The user first selects the color that they want to buy. On hover, an orange check mark appears. Once clicked, the new colour is selected and the image, SKU, price, availability, and shipping information changes.

If all colors are out of stock, then the "Out of Stock" button is displayed.

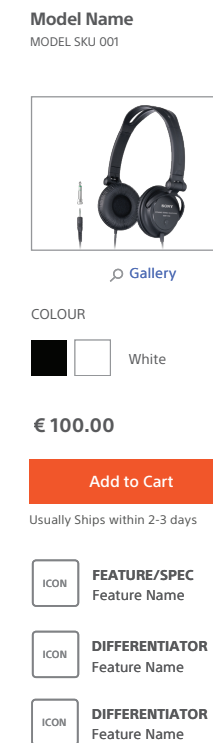
### 1. Add to Cart

The "Add to Cart" button title will be regionalized for each country. For example, "Add to Basket" could be used for the UK.

If the user selects "Add to Cart" or "Configure" without selecting a color, they will be instructed to first select a colour.

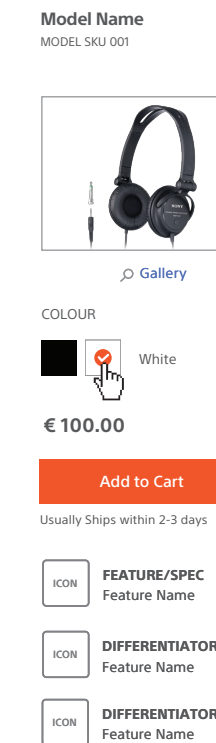
SKU Selection Option 2

Primary State

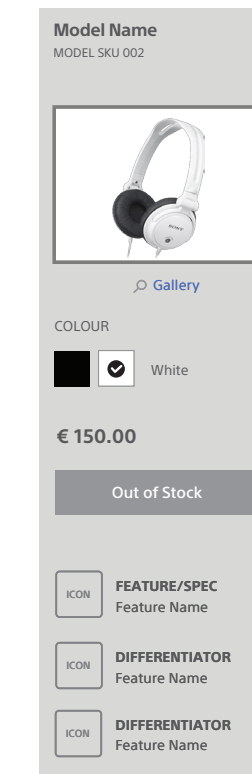


1

Hover State

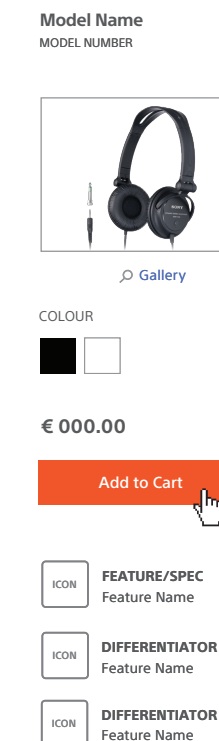


Selected State

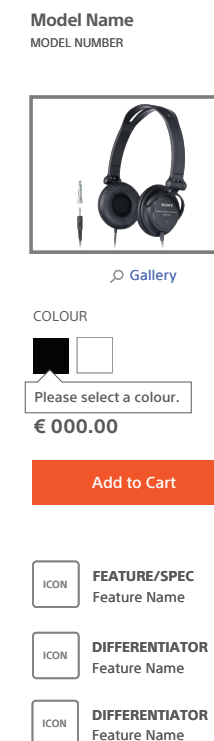


CTA Button Selection

Select CTA



Tool Tip



# Super Model Image Light Box

## Page Notes

The user arrives at the light box modal overlay after clicking on a child model thumbnail or Gallery link.

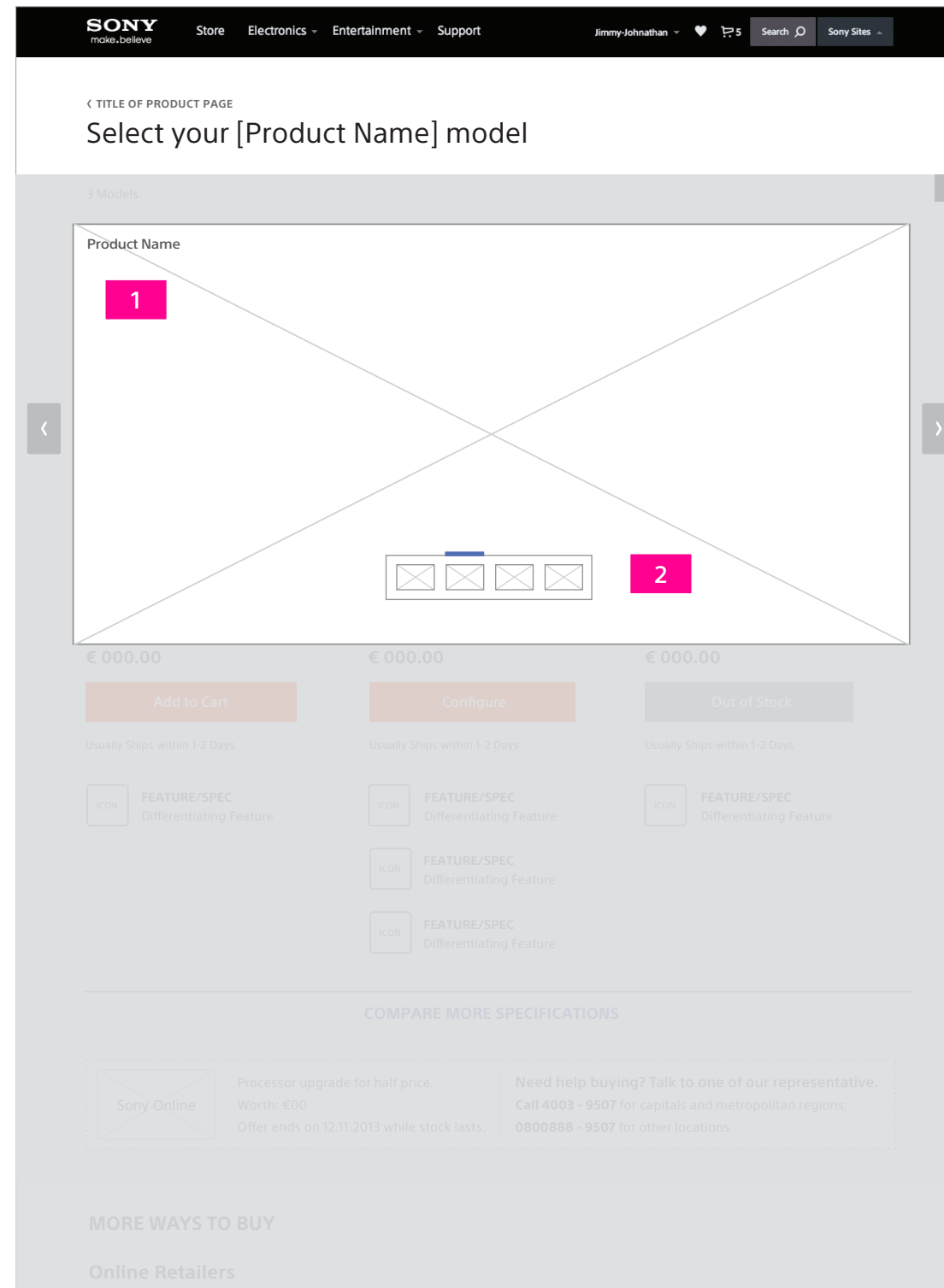
1. Larger Image
2. Thumbnails

User may choose to view a larger image by clicking on the thumbnail image.

3. Left/Right Paddles

By default, the first image will be shown.

User navigates via the left / right paddles.



# Super Model with 3 Child Models

## Page Notes

This example shows a super model with 3 child models displayed over 3 columns.

The screenshot displays a Sony product page for a 'Super Model' with three child models. The page layout is as follows:

- Header:** Sony logo with 'make.believe' tagline. Navigation links for Store, Electronics, Entertainment, and Support. User profile 'Jimmy-Johnathan', a heart icon, a shopping cart icon with '5' items, a search icon, and 'Sony Sites'.
- Product Title:** '< TITLE OF PRODUCT PAGE' followed by 'Select your [Product Name] model'.
- 3 Models Section:** A grid of three model cards.
  - Model 1:** 'Model Name' / 'MODEL SKU'. Placeholder image with 'Gallery' link. 'COLOUR' selection with 4 options (1 checked). Price '€ 000.00'. 'Add to Cart' button. Shipping: 'Usually Ships within 1-2 Days'. Features: 'FEATURE/SPEC Unique Selling Point'.
  - Model 2:** 'Model Name' / 'MODEL SKU'. Placeholder image with 'Gallery' link. 'COLOUR' selection with 2 options (1 checked). Price '€ 000.00'. 'Add to Cart' button. Shipping: 'Usually Ships within 1-2 Days'. Features: 'FEATURE/SPEC Unique Selling Point' and 'FEATURE/SPEC Differentiating Feature'.
  - Model 3:** 'Model with Name on Two Lines' / 'MODEL SKU'. Placeholder image with 'Gallery' link. 'COLOUR' selection with 1 option (1 checked). Price '€ 000.00'. 'Out of Stock' button. Shipping: 'Usually Ships within 1-2 Days'. Features: 'FEATURE/SPEC Unique Selling Point'.
- COMPARE MORE SPECIFICATIONS:** A link centered below the model cards.
- NEED HELP BUYING?** Call 4003 - 9507 to talk to one of our representatives.
- FREE SHIPPING ON ALL ORDERS:** When you order from Sony, delivery is free.
- MORE WAYS TO BUY:** Section header for 'Online Retailers' with three placeholder boxes labeled 'Retailer Logo'.



# Super Model with 2 Child Models

## Page Notes

This example shows a super model with 2 child models displayed over 2 columns.

The screenshot displays a Sony product page layout for a 'Super Model' with two child models. The page features a dark navigation bar at the top with the Sony logo, 'make.believe' tagline, and menu items for Store, Electronics, Entertainment, and Support. User information for Jimmy-Johnathan and a search bar are also present.

The main content area is titled 'Select your [Product Name] model' and contains two columns for different models. Each column includes a placeholder image for the product, a 'Gallery' link, a 'COLOUR' selection area with four color swatches (the first is selected), a price of '€ 000.00', and an action button ('Add to Cart' for the first model, 'Out of Stock' for the second). Below the price and button, there is a shipping notice: 'Usually Ships within 1-2 Days'. Each model also has a 'FEATURE/SPEC' section with an icon and text: 'Unique Selling Point' for the first model and 'Differentiating Feature' for the second.

A horizontal separator is followed by a 'COMPARE MORE SPECIFICATIONS' link. Below this, a dashed box contains two service notices: 'NEED HELP BUYING? Call 4003 - 9507 to talk to one of our representatives' and 'FREE SHIPPING ON ALL ORDERS When you order from Sony, delivery is free.'

The bottom section is titled 'MORE WAYS TO BUY' and includes 'Online Retailers' with three placeholder boxes for 'Retailer Logo'. At the very bottom, it says 'Carried by [Retailer Name]'.

# Non Super Model

## Page Notes

This example shows a non super model (single model).

### 1. Image Thumbnails

For non super models, thumbnails are displayed instead of a gallery link with a light box overlay.

1

SONY make.believe Store Electronics Entertainment Support Jimmy-Johnathan 5 Search Sony Sites

< TITLE OF PRODUCT PAGE  
Select your [Product Name] model

Sony Store Online Exclusive

Model Name  
MODEL SKU

COLOUR

€ 000.00

Add to Cart

Usually Ships within 1-2 Days

VIEW FULL DETAILS

NEED HELP BUYING?  
Call 4003 - 9507 to talk to one of our representatives

FREE SHIPPING ON ALL ORDERS  
When you order from Sony, delivery is free.

MORE WAYS TO BUY

Online Retailers

Retailer Logo

Carried by [Retailer Name]

Shop All [Product Name] Models

Retailer Logo

Carried by [Retailer Name]

Shop [Specific Model Name]

Retailer Logo

Carried by [Retailer Name]

Shop All Sony Products

Exclusive to

# Non Super Model - View Full Specifications

## Page Notes

A user can view the full product specifications by selecting "View Full Details." Once it is selected, the page expands to reveal all specifications.

### 1. Less Details

To see less details and go back to the previous view, the user selects "Less Details" and the page section collapses.

The screenshot shows a Sony product page for a laptop. The top navigation bar includes the Sony logo, 'Store', 'Electronics', 'Entertainment', and 'Support'. The user's name 'Jimmy Johnathan' and a shopping cart icon with '5' items are visible. The main heading is 'Select your [Product Name] model'. Below this, there's a 'Model Name' field with 'MODEL SKU' and a large placeholder image for the product. To the right, there are color selection options, a price of '€ 000.00', and an 'Add to Cart' button. Below the product image are five small thumbnail icons. Further down, there are three 'FEATURE/SPEC' boxes, each with an 'ICON' and the text 'Unique Selling Point'. The 'Product Specifications' section is partially collapsed, showing a table with the following details:

Processor Type	Intel® Core™ i3-4005U Processor
Operating System	Windows 8
Speed	1.70 GHz
Cache	3 MB
Number Of Cores	2
Supplied Software	VAIO Message Center, PlayMemories Home, VAIO Movie Creator, Album by Sony, Music by Sony, Imagination Studio™ - VAIO Edition, VAIO Care, VAIO Transfer Support, VAIO Update, VAIO Control Center, Buy Microsoft Office to activate Office software on this PC, Adobe® Reader® 11, VAIO Paper, VAIO Clip, McAfee LiveSafe™ 30 day subscription, One-touch listening with NFC, Xperia Link
Resolution	Full HD (1920x1080)
Touch Technology	Touchscreen
Installed Memory	8 GB (On Board)

At the bottom of the specifications table, there is a blue button labeled 'LESS DETAILS'. A pink box with the number '1' is positioned to the left of this button. Below the specifications table, there are two promotional banners: 'NEED HELP BUYING? Call 4003 - 9507 to talk to one of our representatives' and 'FREE SHIPPING ON ALL ORDERS'.

# NEX-6 E-Mount Camera

## Page Notes

This wireframe shows what the NEX-6 E-mount Camera super model handshake page would look like.

## Hard Bundles vs. Promotional Bundles

The NEX-6 E-mount Camera is an example of a hard bundle where the product is sold together as a kit with its own child model and SKU. Bundles that are purely promotional (customers get products at a lesser price when they buy them together) will not be displayed as a separate column or child model / SKU.

SONY  
make.believe
Store Electronics Entertainment Support
Jimmy-Johnathan
Search
Sony Sites


← NEX-6 E-MOUNT CAMERA

## Select your NEX-6 E-mount Camera model

3 Models

Body Only

NEX-6



[Gallery](#)

**€ 000.00**


Add to Cart

Usually Ships within 1-2 Days  
Only 6 left in stock

IMAGE SENSOR  
CMOS sensor

Body + 16-50mm Power Zoom Lens

NEX-6L



[Gallery](#)

**€ 000.00**

Add to Cart


Usually Ships within 1-2 Days

IMAGE SENSOR  
CMOS sensor

WHAT'S IN THE BOX  
Body and 16-50mm Kit Lens

Body + Zoom Lenses (16-50mm & 55-210mm)

NEX-6Y



[Gallery](#)

**€ 000.00**

Out of Stock

Usually Ships within 1-2 Days

IMAGE SENSOR  
CMOS sensor

WHAT'S IN THE BOX  
Body and 2 Lenses

[COMPARE MORE SPECIFICATIONS](#)

NEED HELP BUYING?


Call 4003 - 9507 to talk to one of our representatives

FREE SHIPPING ON ALL ORDERS

When you order from Sony, delivery is free.

### MORE WAYS TO BUY

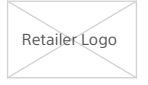
#### Online Retailers



Carried by Best Buy


Shop All NEX-6 E-mount Camera Models

Exclusive to [Retailer] only



Carried by Sears

Shop All Sony Products



Carried by Fry's Electronics

Shop NEX-6 Camera Body only

Shop NEX-6 Camera 16-50mm Zoom Lens Kit

#### Sony Stores / Authorized Retail Stores

Find a store that stocks NEX-6 E-Mount Cameras

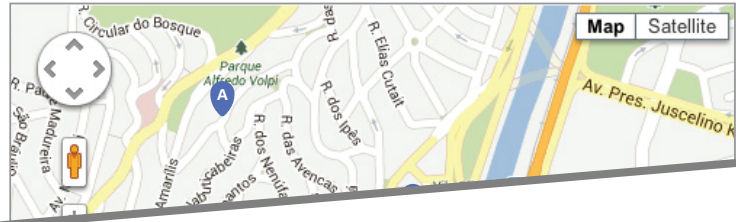
Stores Near Me

City, State / Region

or

Zip / Postcode

Find



# W6 LED TV Series

## Page Notes

This wireframe shows what the W6 LED TV super model handshake page would look like.

SONY  
make.believe
Store Electronics Entertainment Support Jimmy-Johnathan Search 5 Sony Sites

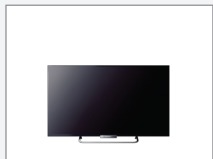
W6 LED TV

### Select your W680A / W650A / W600A Series Model

4 Models

W60 LED TV  
61cm / 24"

KDL-24W605A



[Gallery](#)

COLOUR

White

€ 000.00

[Add to Cart](#)


Usually Ships within 1-2 Days

4K PICTURE PROCESSING  
X-Reality PRO™

SCREEN SIZE  
61cm / 24" Screen

W65 LED TV  
80cm / 32"

KDL-32W654A



[Gallery](#)

COLOUR

Silver

€ 000.00

[Add to Cart](#)


Usually Ships within 1-2 Days

4K PICTURE PROCESSING  
X-Reality PRO™

SCREEN SIZE  
80cm / 32" Screen

W65 LED TV  
107cm / 42"

KDL-42W653A



[Gallery](#)

COLOUR

Black

€ 000.00

[Add to Cart](#)


Usually Ships within 1-2 Days

4K PICTURE PROCESSING  
X-Reality PRO™

SCREEN SIZE  
107cm / 42" Screen

W685 3D LED TV  
126cm / 50"

KDL-50W656A



[Gallery](#)

COLOUR

Silver

€ 000.00

[Add to Cart](#)

Backorder. Ships within 8-9 days

4K PICTURE PROCESSING  
X-Reality PRO™

SCREEN SIZE  
126cm / 50" Screen

3D  
Passive 3D


[COMPARE MORE SPECIFICATIONS](#)

NEED HELP BUYING?  
Call 4003 - 9507 to talk to one of our representatives

FREE SHIPPING ON ALL ORDERS  
When you order from Sony, delivery is free.


### MORE WAYS TO BUY

#### Online Retailers



Carried by Best Buy

[Shop All W6 LED TV Models](#)




Carried by Sears

[Shop W60 LED TV 61cm / 24"](#)

[Shop W65 LED TV 80cm / 32"](#)

[Shop W65 LED TV 107cm / 42"](#)




Carried by [Retailer Name]

[Shop All Sony Products](#)

#### Sony Stores / Authorized Retail Stores

Find a store that stocks W6 LED TVs

[Stores Near Me](#)



# VAIO Pro 11 / 13

## Page Notes

This wireframe shows what the VAIO Pro 11 / 13 super model handshake page would look like.

### 1. Partner Messaging

Partner messages are displayed in the top right area of the screen.

The wireframe depicts a product selection page for the VAIO Pro 11 / 13. At the top, a navigation bar includes the Sony logo, menu items (Store, Electronics, Entertainment, Support), a user profile (Jimmy-Johnathan), a shopping cart with 5 items, and a search function. The main heading is "Select your VAIO® Pro 11 / 13 model" with a sub-note "VAIO recommends Windows 8." A pink callout box with the number "1" is positioned to the right of the heading.

Below the heading, two product models are presented side-by-side:

- VAIO® Pro 13 (SVP112165T):** Features a 33.7 / 13" screen, 7-8 hours battery life, and responsive touch technology. Price starts at € 000.00.
- VAIO® Pro 11 (SVP1121M1E):** Features a 29.4cm / 11" screen, 7-10 hours battery life, and responsive touch technology. Price starts at € 000.00.

Each model includes a "Gallery" link, a "COLOUR" selector, a "Configure" button, and a shipping notice: "Usually Ships within 8-9 Days". A "COMPARE MORE SPECIFICATIONS" link is located below the product cards.

A dashed box contains two service messages:

- NEED HELP BUYING?** Call 4003 - 9507 to talk to one of our representatives.
- FREE SHIPPING ON ALL ORDERS** When you order from Sony, delivery is free.

The "MORE WAYS TO BUY" section is divided into "Online Retailers" and "Sony Stores / Authorized Retail Stores".

**Online Retailers:** Three placeholder boxes for "Retailer Logo" are shown, each with a corresponding link: "Carried by Best Buy" (Shop All VAIO® Pro 11 / 13 Models), "Carried by Sears" (Shop VAIO® Pro 13), and "Carried by Fry's Electronics" (Shop All Sony Products). A note indicates "Exclusive to [Retailer] only".

**Sony Stores / Authorized Retail Stores:** A link to "Find a store that stocks VAIO Pro 11 / 12" is provided.

# VAIO Fit 14E / 15E

## Page Notes

This wireframe shows what the VAIO Fit 14E / 15E super model handshake page would look like.

### 1. Partner Messaging

Partner messages are displayed in the top right area of the screen.

SONY make.believe Store Electronics Entertainment Support Jimmy-Johnathan 5 Search Sony Sites

< VAIO® COMPUTERS  
Select your VAIO® Fit 14E / 15E model VAIO recommends Windows 8.

2 Models

VAIO® Fit 15E  
SVF15Z1A1E

VAIO® Fit 14E  
SVF14Z1P2E

Gallery

Gallery

COLOUR

COLOUR

starting at € 000.00

starting at € 000.00

Configure

Configure

Usually Ships within 8-9 Days

Usually Ships within 8-9 Days

TOUCH TECHNOLOGY  
Responsive Touch Screen

TOUCH TECHNOLOGY  
Responsive Touch Screen

PROCESSOR NAME (GHZ)  
Up to Intel® Core™ i7

PROCESSOR NAME (GHZ)  
Up to Intel® Core™ i5

STORAGE CAPACITY  
Up to 1.5 TB hard drive

STORAGE CAPACITY  
Up to 750 GB hard drive

SCREEN SIZE  
39.5 cm (15.5") screen

SCREEN SIZE  
35.5 cm (14") screen

COMPARE MORE SPECIFICATIONS

NEED HELP BUYING?  
Call 4003 - 9507 to talk to one of our representatives

FREE SHIPPING ON ALL ORDERS  
When you order from Sony, delivery is free.

MORE WAYS TO BUY

Online Retailers

Retailer Logo

Retailer Logo

Retailer Logo

Carried by Best Buy

Carried by Sears

Carried by Fry's Electronics

Shop All VAIO® Pro 11 / 13 Models

Shop VAIO® Pro 13

Shop All Sony Products

Exclusive to [Retailer] only

Sony Stores / Authorized

# Exploring Differentiating Features

## Page Notes

### Differentiating Feature Content

Including differentiating features on the handshake page is recommended. These features offer a point of comparison amongst similar child models. Displaying these features would require additional content creation.

After reviewing the specifications data, we recommend including differentiation features for a subset of products. Some products may not need them, while others would benefit from listing key features/specs. To really dig into the content and determine the differentiating features for each product, further investigation with a content specialist and subject matter expert is suggested.

### Differentiating Feature Visual Representation

Some differentiating features may not have a corresponding icon that already exists. The example to the right demonstrates a visual way to represent differentiating features without using icons.

The screenshot displays the Sony VAIO website interface for selecting a VAIO Fit 14E / 15E model. The page is structured as follows:

- Navigation:** Top bar with Sony logo, Store, Electronics, Entertainment, Support, user name (Jimmy-Johnathan), cart (5 items), search, and Sony Sites.
- Breadcrumbs:** < VAIO® COMPUTERS
- Product Selection:** "Select your VAIO® Fit 14E / 15E model" with a note "VAIO recommends Windows 8."
- Product Grid:** Two columns for "2 Models":
  - VAIO® Fit 15E (SVF15Z1A1E):** Features a gallery image, color selection (black, pink), starting price of €000.00, a "Configure" button, shipping info ("Usually Ships within 8-9 Days"), "TOUCH TECHNOLOGY Responsive Touch Screen", and specs: "Up to 1.5TB", "Up to Intel® Core™ i7", "15 INCH 39.5 CM SCREEN".
  - VAIO® Fit 14E (SVF14Z1P2E):** Features a gallery image, color selection (black), starting price of €000.00, a "Configure" button, shipping info ("Usually Ships within 8-9 Days"), "TOUCH TECHNOLOGY Responsive Touch Screen", and specs: "Up to 750GB", "Up to Intel® Core™ i5", "14 INCH 35.5 CM SCREEN".
- Comparison:** A "COMPARE MORE SPECIFICATIONS" link.
- Support:** "NEED HELP BUYING? Call 4003 - 9507 to talk to one of our representatives" and "FREE SHIPPING ON ALL ORDERS When you order from Sony, delivery is free."
- More Ways to Buy:** "Online Retailers" section with three placeholder boxes for "Retailer Logo".
  - Carried by Best Buy:** "Shop All VAIO® Pro 11 / 13 Models".
  - Carried by Sears:** "Shop VAIO® Pro 13".
  - Carried by Fry's Electronics:** "Shop All Sony Products".
- Footer:** "Sony Stores / Authorized Retail Stores" with a "Find a store that stocks VAIO Pro 11 / 12" button and a "Stores Near Me" button.



# Example without Differentiating Features

## Page Notes

As mentioned in the previous page, we may decide not to display differentiating features for all child models. Here is an example of what a page may look like without differentiating features/specs.

The screenshot displays a Sony product page for W6 LED TVs. At the top, the navigation bar includes the Sony logo, 'Store', 'Electronics', 'Entertainment', and 'Support'. The user's name 'Jimmy-Johnathan' and a shopping cart icon with '5' items are visible. The main heading is 'Select your W680A / W650A / W600A Series Model'. Below this, four TV models are presented in a grid:

- W60 LED TV (61cm / 24")**: Model KDL-24W605A, available in White.
- W65 LED TV (80cm / 32")**: Model KDL-32W654A, available in Silver.
- W65 LED TV (107cm / 42")**: Model KDL-42W653A, available in Black.
- W685 3D LED TV (126cm / 50")**: Model KDL-50W656A, available in Silver.

Each model includes a gallery image, a 'COLOUR' selection area with radio buttons, a price of '€ 000.00', an 'Add to Cart' button, and a note 'Usually Ships within 1-2 Days'. A 'COMPARE SPECIFICATIONS' link is centered below the grid. Below this, two promotional banners are shown: 'NEED HELP BUYING? Call 4003 - 9507 to talk to one of our representatives' and 'FREE SHIPPING ON ALL ORDERS When you order from Sony, delivery is free.' The 'MORE WAYS TO BUY' section features three retailer logos with links: 'Carried by Best Buy' (Shop All W6 LED TV Models), 'Carried by Sears' (Shop W60 LED TV 61cm / 24", Shop W65 LED TV 80cm / 32", Shop W65 LED TV 107cm / 42"), and 'Carried by [Retailer Name]' (Shop All Sony Products). The 'Sony Stores / Authorized Retail Stores' section includes a search form for 'Stores Near Me' with fields for 'City, State / Region' or 'Zip / Postcode', a 'Find' button, and a 'View all stores' link. A map shows store locations near a 'COLISEU'.

1

# Super Model without eCommerce

## Page Notes

User arrives at the "Handshake Page" from the marketing PDP.

Users in regions that do not have eCommerce on the Sony site will be taken to a "Where to Buy" screen where they will see availability information relevant to the super model they wish to buy.

**SONY** make.believe | Store | Electronics | Entertainment | Support | Jimmy-Johnathan | 5 | Search | Sony Sites

< TITLE OF PRODUCT PAGE  
**Where to Buy**

**Online Retailers**

Carried by [Retailer Name]	Carried by [Retailer Name]	Carried by [Retailer Name]
Shop All [Product Name] Models	Shop [Specific Model Name]	Shop All Sony Products
Exclusive to [Retailer] only	Shop [Specific Model Name]	

**Sony Stores / Authorized Retail Stores**  
Find a store that stocks [Product Name]

**Stores Near Me**

City, State / Region  
or  
Zip / Postcode  
**Find**  
[View all stores](#)

**Map** | **Satellite**

CITY	STORE	SERVICES	AVAILABILITY	HOURS / DISTANCE
SAO PAULO	<b>A</b> Shopping Cidade Jardim Avenida Magalhães Castro, 12000 Shop 4-1 1º Floor Butantã São Paulo SP - CEP. 05502-001 Phone (11) 2145-7150 (11) 2145-7151	Service Center Specialist Alpha Store	Specific Model Name Specific Model Name Specific Model Name	Mon - Sat 10am - 10pm Sun 2pm - 8pm 0.0 km <a href="#">Directions</a>
	<b>B</b> Bourbon Shopping Street Turiassu, F 2100 65 Floor Partridges Pompeii São Paulo SP - CEP. 05505-000 Phone (11) 3675-5123	VAIO Retailer	All [Product Name] Models	Mon - Sat 10am - 10pm Sun 2pm - 8pm 0.2 km <a href="#">Directions</a>

**FOOTER**

# Handshake Page, Mobile

## Page Notes

The mobile version of the super model handshake page displays the models in a stacked accordion format. Once one of the child models is selected, the page expands to reveal more information. From this expanded view, a user selects a colour and adds to cart.

### 1. Accordion Style Model Selection

When the user selects a child model, the area expands to show more information about the product. From here, the user chooses a colour and taps "Add to Cart."

In front-end development, we may want to explore an option where the image is displayed larger in the expanded view, or possibly display an image carousel.

### 2. View Product Image Gallery (New Page)

When the user selects a product image from the expanded view, they are taken to a new page that shows a full screen gallery of product shots. See next page for wireframe.

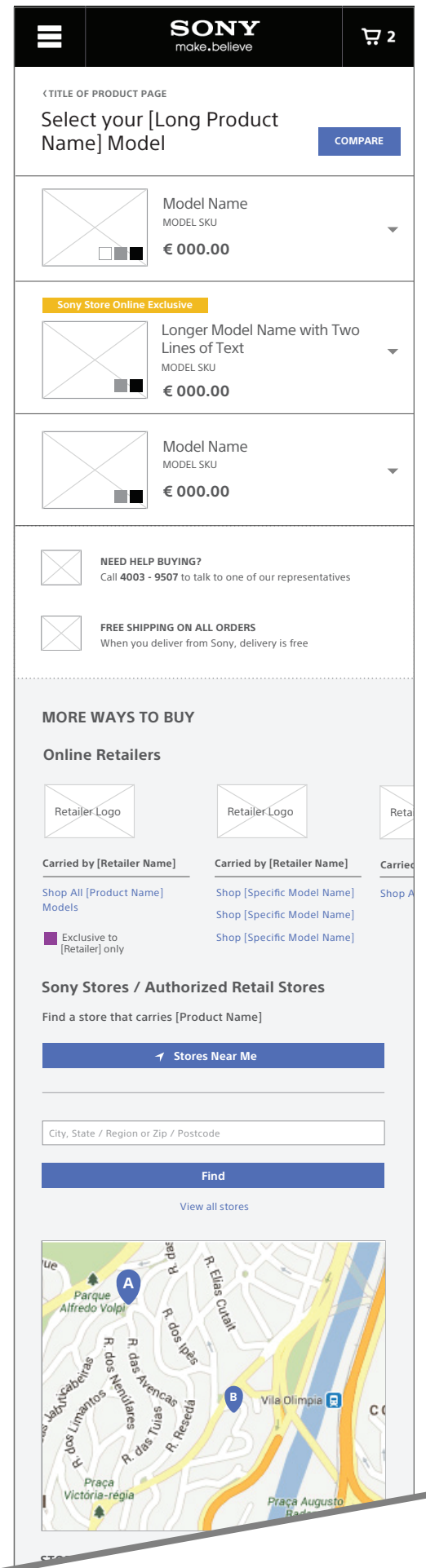
### 3. View Full Details (New Page)

When the user selects "View full details," they are taken to a new page that shows the full product specifications. See next page for wireframe.

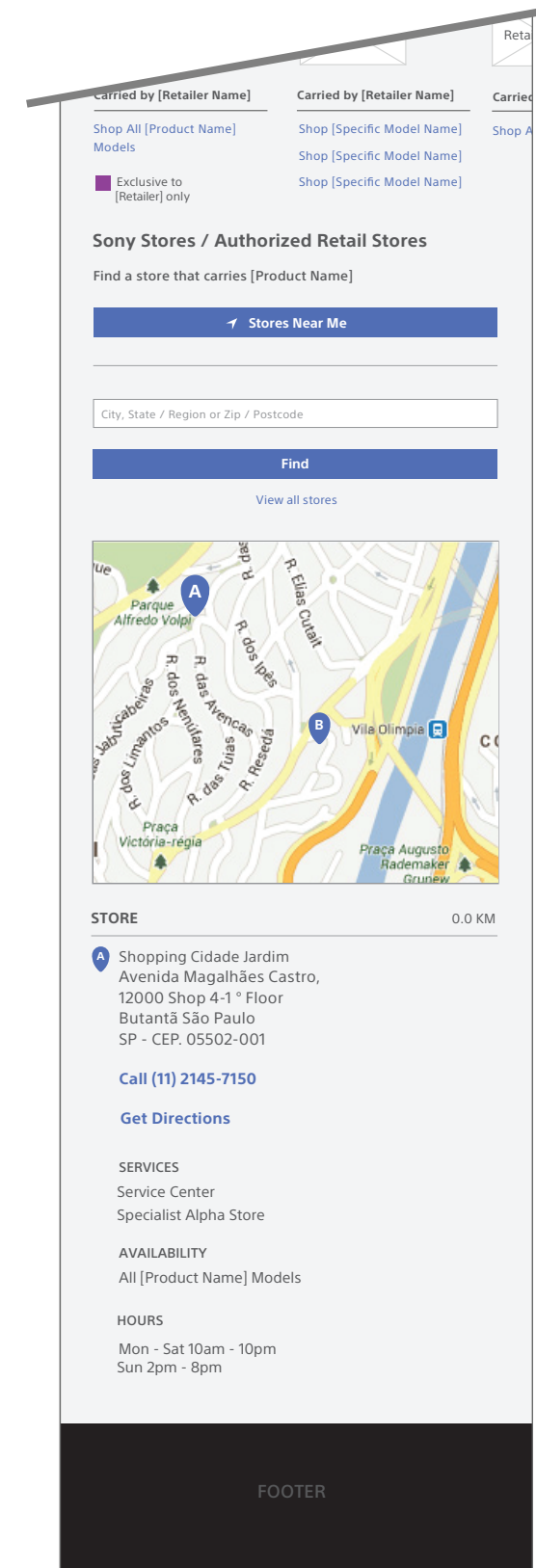
### 4. Physical Store Finder

In some regions, it may be more beneficial to place the Sony Stores / Authorized Retail Store section above the Online Retailers on the mobile view of the site.

1



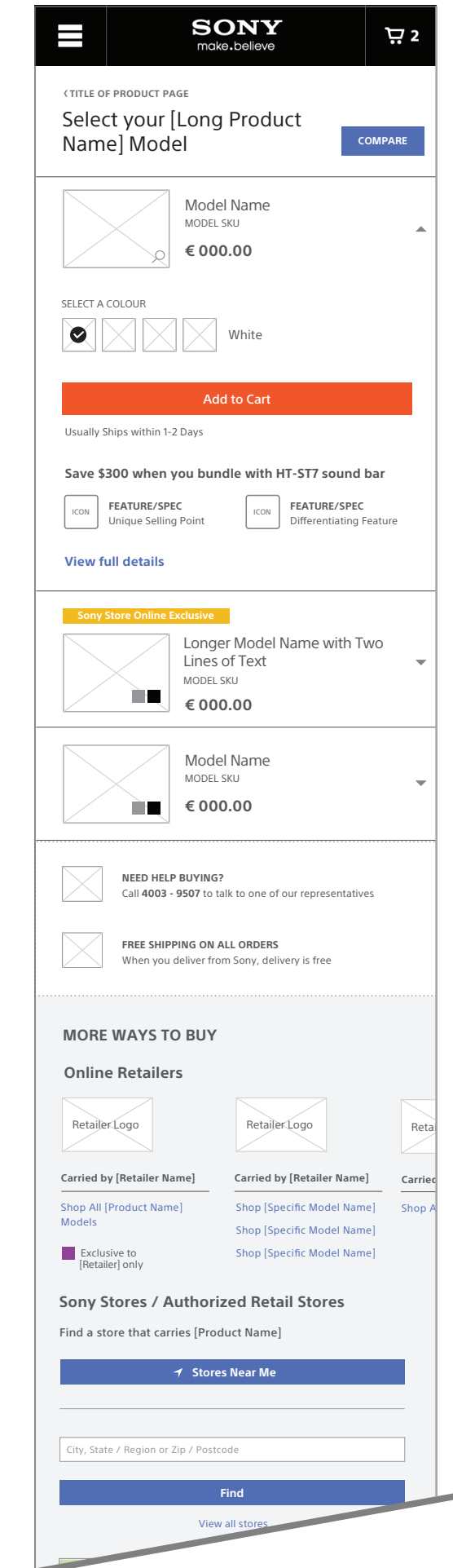
4



1

2

3



# Handshake Page, Mobile, Linked Pages

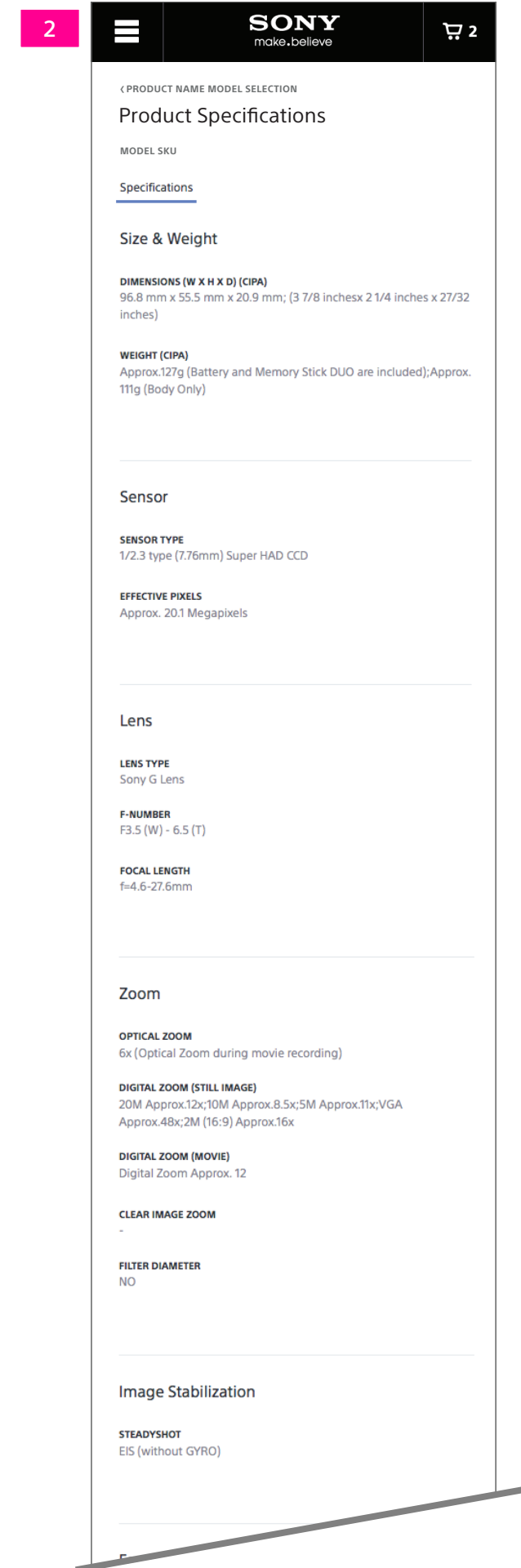
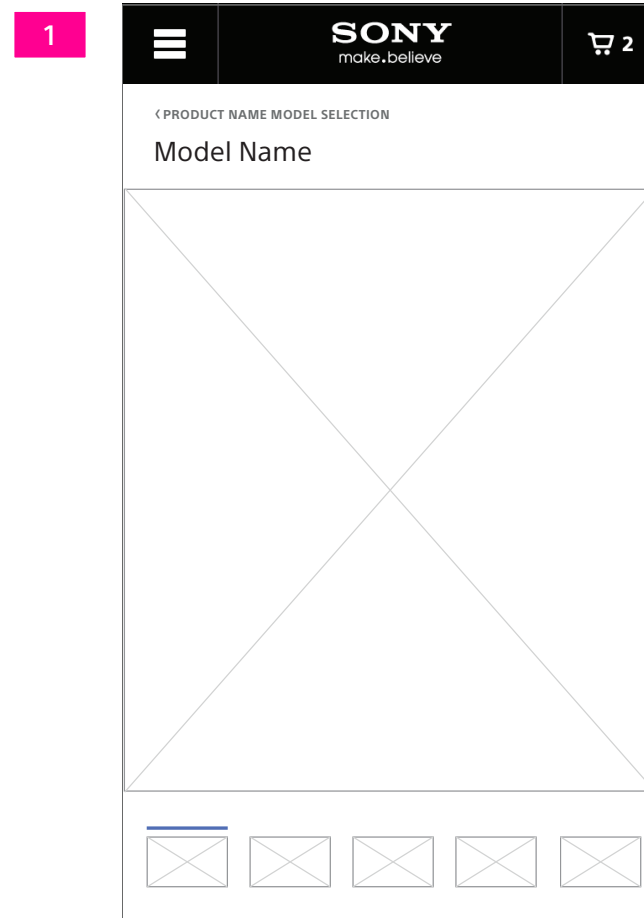
## Page Notes

### 1. Full Page Image Gallery

When the user selects a product image from the mobile handshake page (accordion option), they are taken to a new page that shows a full screen gallery of product shots.

### 2. View Full Details (New Page)

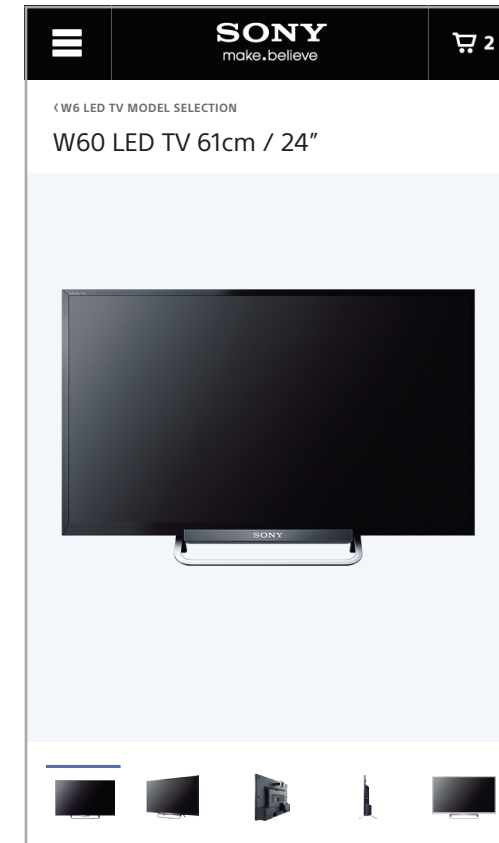
When the user selects "View full details" from the mobile handshake page (accordion option), they are taken to a new page that shows the full list of product specifications.



# W6 LED TV Series, Mobile Version

## Page Notes

This wireframe shows what the mobile version of the W6 LED TV super model handshake page would look like. When the user selects the product image from the expanded view, the user will be taken to a full screen image gallery page.



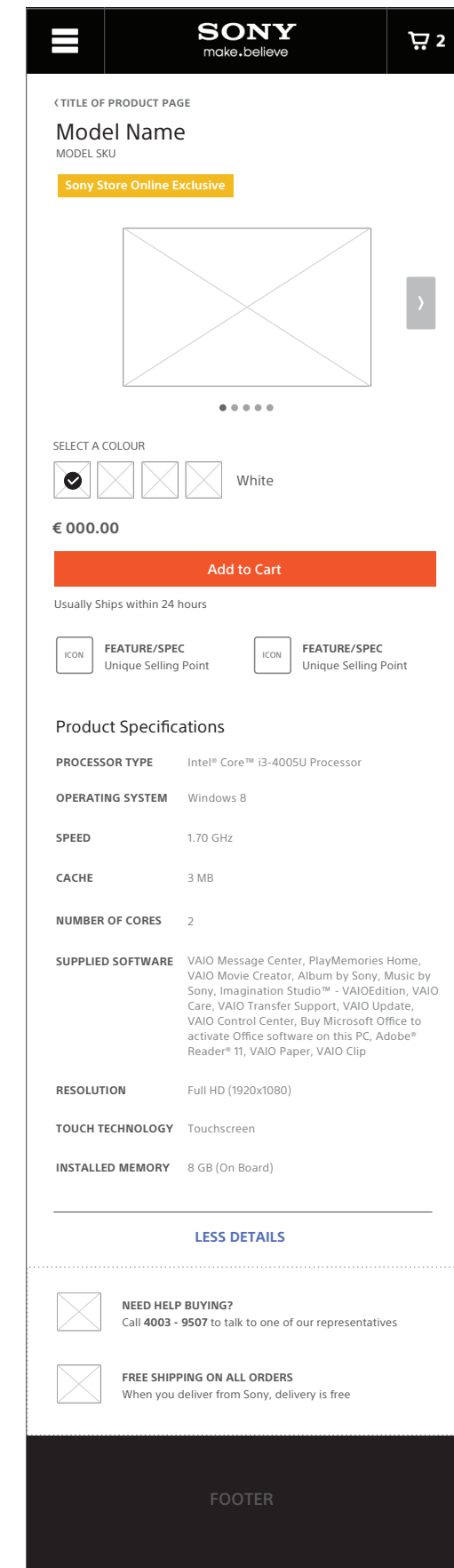
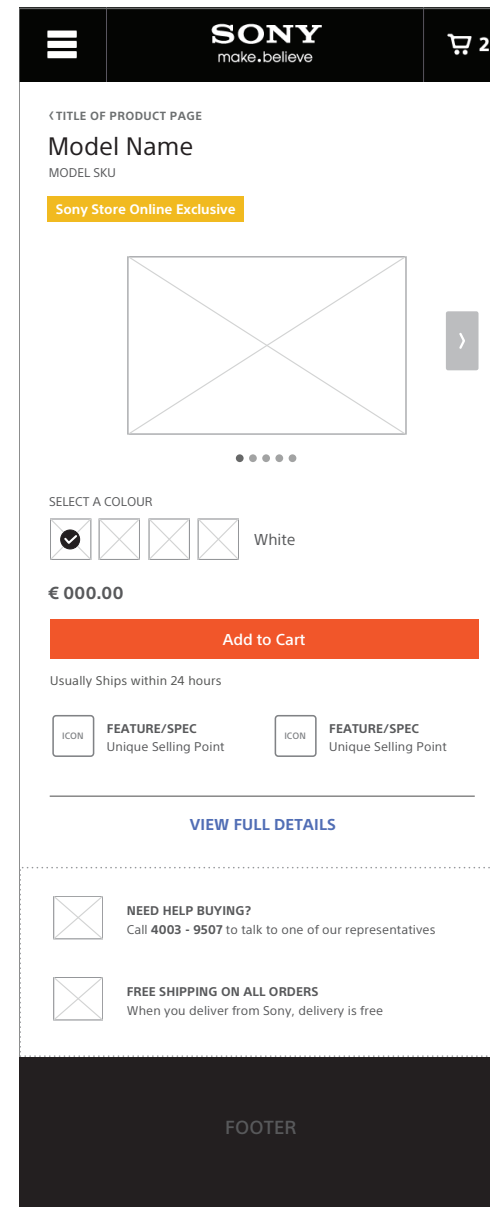
# Handshake Page, Non Super Model, Mobile

## Page Notes

For single models, the page will display with an image carousel, colour selector, price, CTA, shipping info, and unique features. Promotional messaging is optional and displayed at the bottom of the page. A user can view the full product specifications by selecting "View Full Details." Once it is selected, the page expands to reveal all specifications.

### 1. Less Details

To see less details and go back to the previous view, the user selects "Less Details" and the page section collapses.



# Handshake Page, Super Model without eCommerce, Mobile

## Page Notes

### 1. Mobile Map View and Selection

Mobile map views will only display information for one retailer at a time. Retailer information is displayed directly below the map. A user can select markers on the map to review the corresponding information below the map.

SONY  
make.believe

2

< TITLE OF PRODUCT PAGE

## Where to Buy

### Online Retailers

Retailer Logo Retailer Logo Retailer Logo

Carried by [Retailer Name] Carried by [Retailer Name] Carried by [Retailer Name]

Shop All [Product Name] Models Shop [Specific Model Name] Shop [Specific Model Name] Shop [Specific Model Name]

Exclusive to [Retailer] only

### Sony Stores / Authorized Retail Stores

Find a store that carries [Product Name]

Stores Near Me

City, State / Region or Zip / Postcode

Find

View all stores

STORE 0.0 KM

A Shopping Cidade Jardim  
Avenida Magalhães Castro,  
12000 Shop 4-1 ° Floor  
Butantã São Paulo  
SP - CEP. 05502-001

Call (11) 2145-7150

Get Directions

SERVICES  
Service Center  
Specialist Alpha Store

AVAILABILITY  
All [Product Name] Models

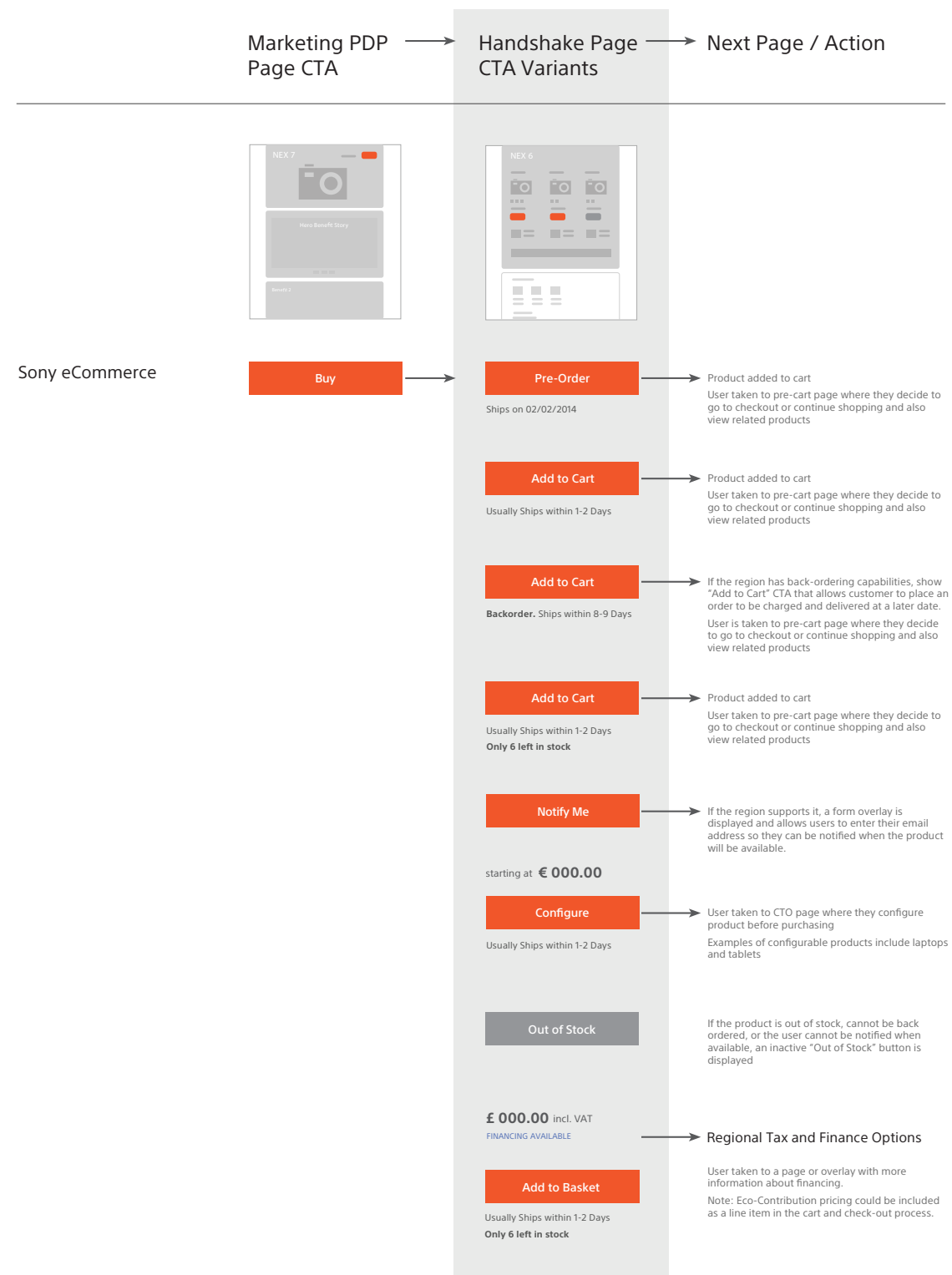
HOURS  
Mon - Sat 10am - 10pm  
Sun 2pm - 8pm

FOOTER

# Handshake Page, CTA Variations

## Page Notes

There are several different variations of the CTA buttons that exist in the regions today. The chart to the right shows the recommended CTAs for the handshake page.



Sony eCommerce

## Coming Soon Product Landing Page CTA



Coming Soon products have landing pages with Register Interest CTAs (Handshake page does not exist for Coming Soon Products.)