Product Detail Page: Upsell

Examples

Examples demonstrating elements that would appear with various types of products

Examples 1-2: product with freshness rating / product with customer review

Even Better!

Altobelli Family Farm Local Bicolor Corn **$0.79/ea** 6 for $1.98

SAVE 58%

☆☆☆☆☆

☐ fd coupon **Save $0.75** (details)

Nestlé Nesquik Chocolate Milk, 100 Calories 4pk, 8oz ea **$2.49/ea** ($3.99) **Any 2 Nesquik drinks for $4.00**

SAVE 25%

★★★★★

☐ fd coupon **Save $1.00** (details)

Even Better!

Altobelli Family Farm Local Bicolor Corn **$0.79/ea** 6 for $1.98

SAVE 58%

☆☆☆☆☆

learn more 🔍

Nestlé Nesquik Chocolate Milk, 100 Calories 4pk, 8oz ea **$2.49/ea** ($3.99) **Any 2 Nesquik drinks for $4.00**

SAVE 25%

★★★★★

☐ fd coupon **Save $1.00** (details)

− 0 + [add to cart] ▤

Examples 3-4: seafood product / customizable product

Even Better!

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

SAVE 25%

🐟 ★★★☆

☐ fd coupon **Save $0.95** (details)

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

SAVE 25%

☐ fd coupon **Save $2.10** (details)

Even Better!

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

SAVE 25%

🐟 ★★★☆

☐ fd coupon **Save $0.95** (details)

learn more 🔍

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

SAVE 25%

☐ fd coupon **Save $2.10** (details)

[customize] ▤

Examples 5-6: product with minimal info / product with availability message

Even Better!

Nesquik Chocolate Chunk Cake, 9" cake **$15.99/ea**

The Pinot Project Pinot Noir 750ml **$8.99/ea** ($9.99) **Any 2 Pint Project Wines for $18.00**

SAVE 25%

WE 88 WS 86

☐ fd coupon **Save $2.50** (details)

Even Better!

Nesquik Chocolate Chunk Cake, 9" cake **$15.99/ea**

The Pinot Project Pinot Noir 750ml **$8.99/ea** ($9.99) **Any 2 Pint Project Wines for $18.00**

SAVE 25%

learn more 🔍

WE 88 WS 86

☐ fd coupon **Save $2.50** (details)

⚠ **LOREM IPSUM DOLOR** – Sit Amet Consectetuer Adipiscing Elit

− 0 + [add to cart] ▤

Product Detail Page: Upsell

Functionality: Desktop: Hover

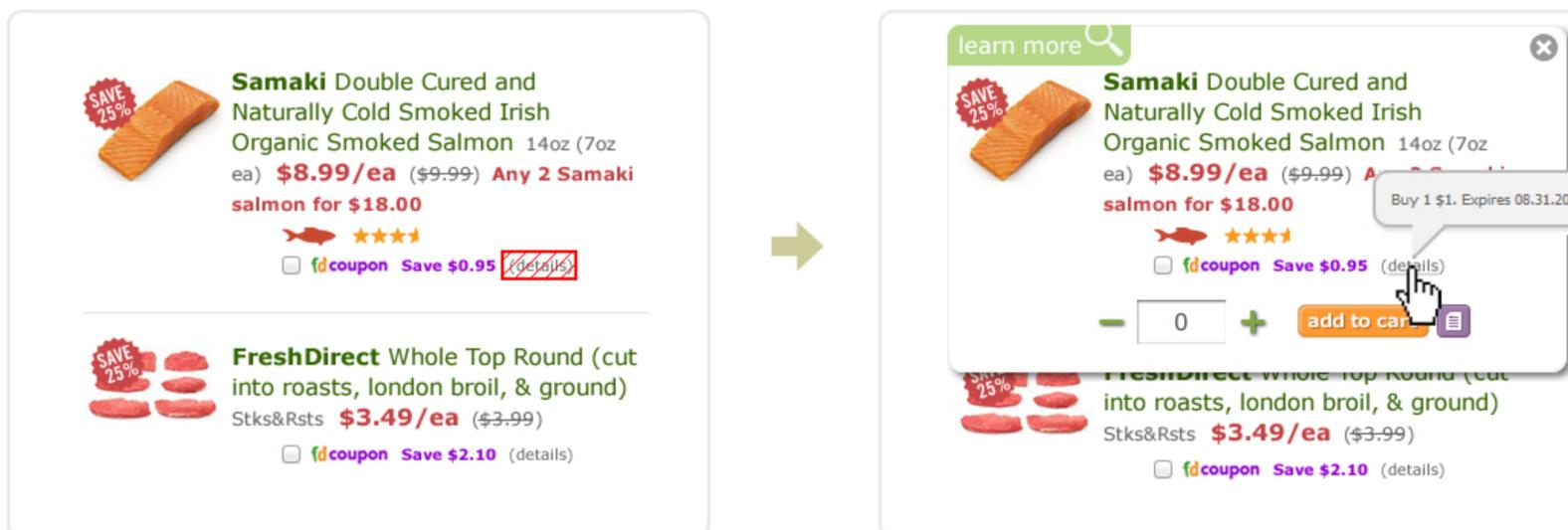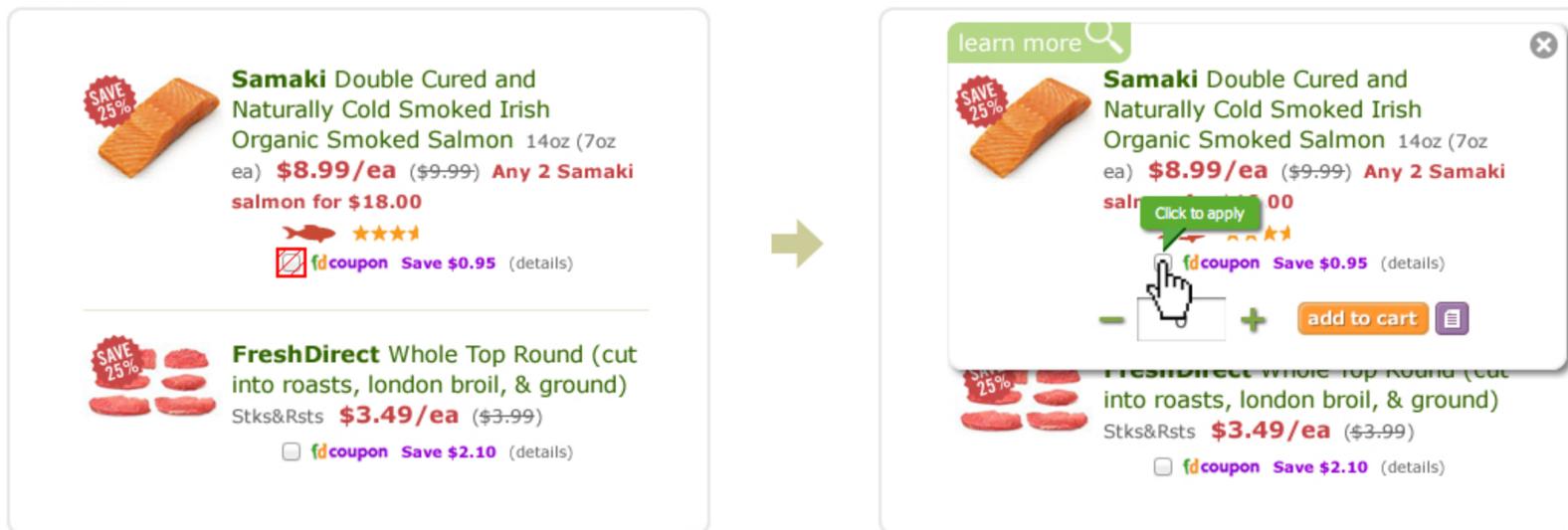Examples demonstrating hover behavior in a desktop browser

Hover Area: hovering over any part of the entire product listing opens the transactional drawer.

Product Name: hovering over product name underlines the link and opens the transactional drawer.
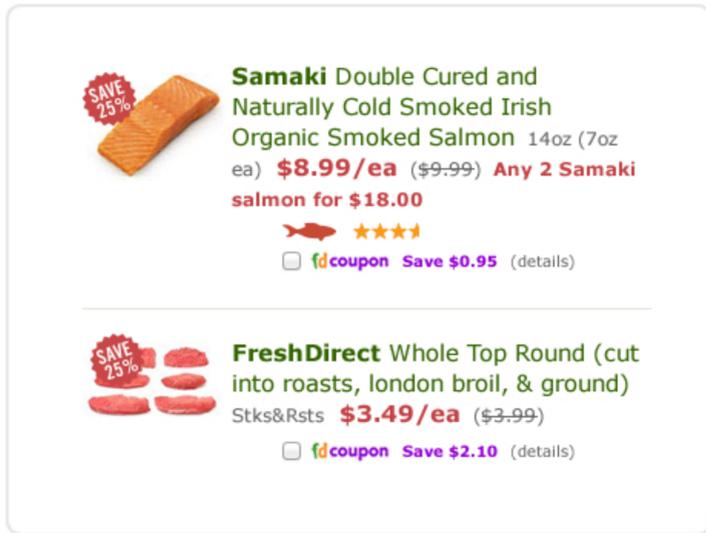

Ecoupon: hovering over ecoupon checkbox or details link reveals the tooltip and opens transactional drawer.
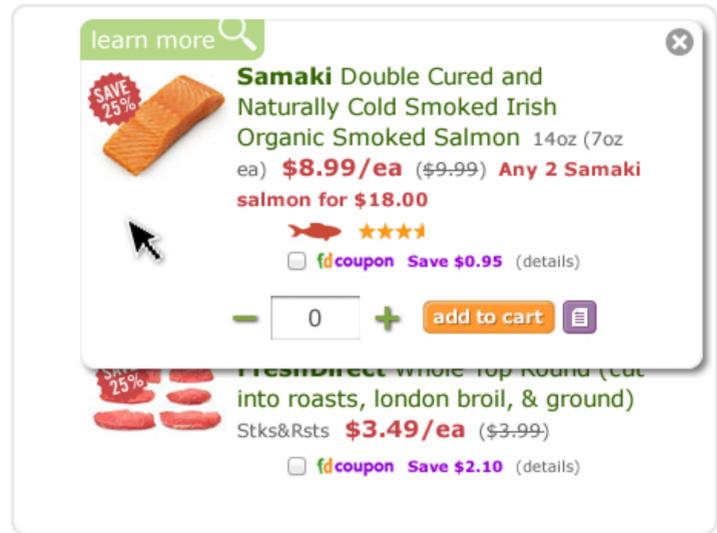
Product Detail Page: Upsell

Functionality: Desktop: Transaction Flow

Example demonstrating user transaction from start to finish.

1: Upsell default state.

SAVE 25%
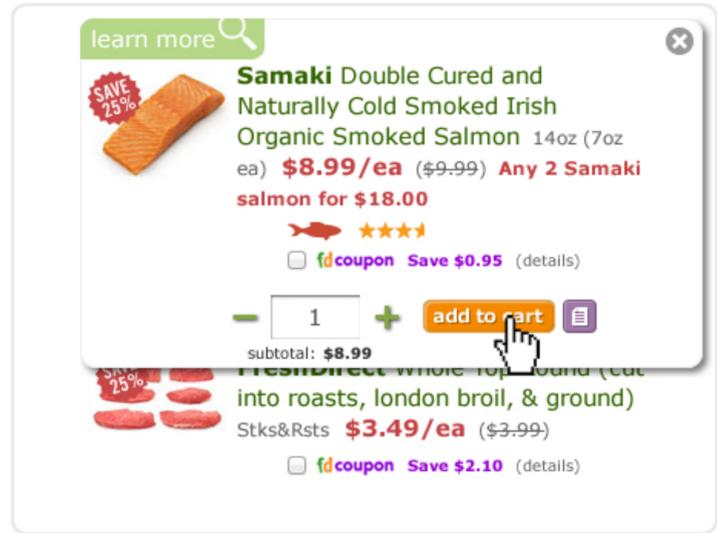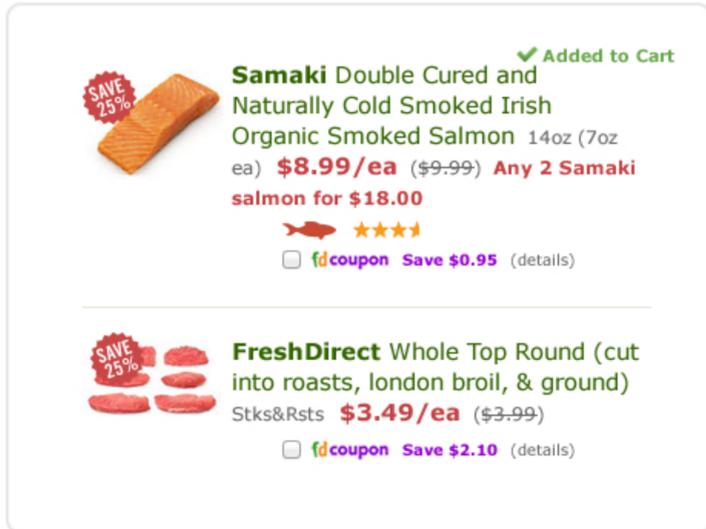
Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

★★★☆ fdcoupon **Save $0.95** (details)

SAVE 25%

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon **Save $2.10** (details)

2: Hover over a product.

learn more

SAVE 25%

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

★★★☆ fdcoupon **Save $0.95** (details)

− 0 + add to cart

SAVE 25%

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon **Save $2.10** (details)

3: Select quantity.

learn more

SAVE 25%

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

★★★☆ fdcoupon **Save $0.95** (details)

− 1 + add to cart

subtotal: $8.99

SAVE 25%

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon **Save $2.10** (details)

4: Click "add to cart" button

learn more

SAVE 25%

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

★★★☆ fdcoupon **Save $0.95** (details)

− 1 + add to cart

subtotal: $8.99

SAVE 25%

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon **Save $2.10** (details)

5: Drawer closes. "Added to Cart" message.

✔ Added to Cart

SAVE 25%

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

★★★☆ fdcoupon **Save $0.95** (details)

SAVE 25%

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon **Save $2.10** (details)

6: Message changes to "[qty.] in cart"

1 in cart

SAVE 25%

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

★★★☆ fdcoupon **Save $0.95** (details)

SAVE 25%

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon **Save $2.10** (details)

Product Detail Page: Upsell
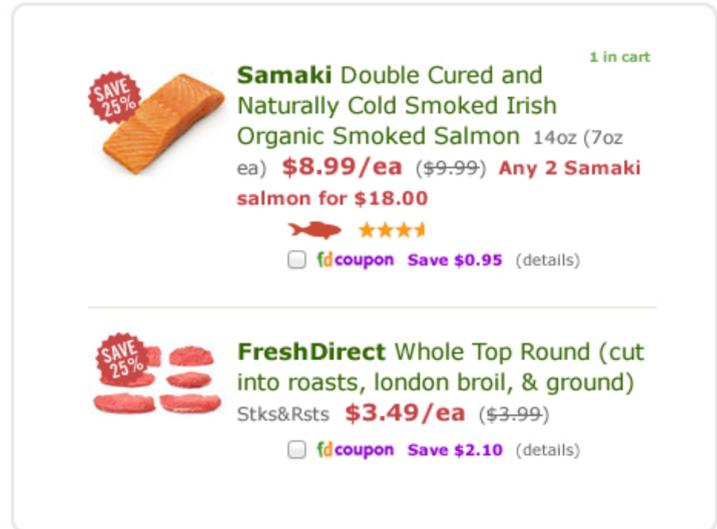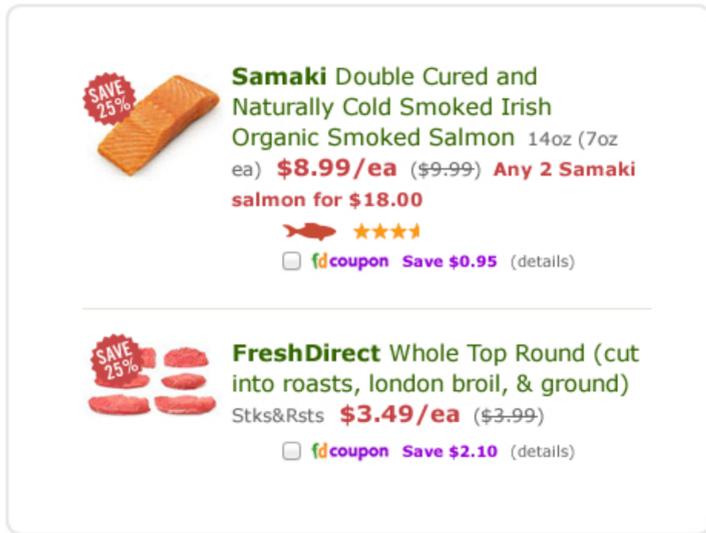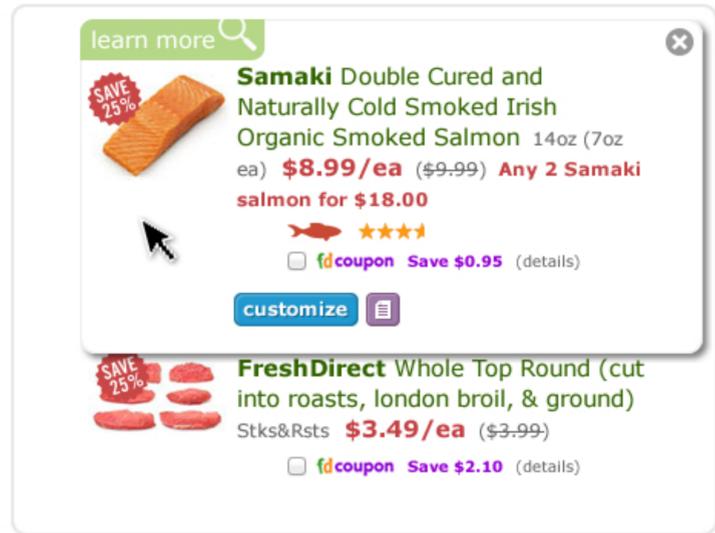
Functionality: Desktop: Transaction Flow (Customizable Product)

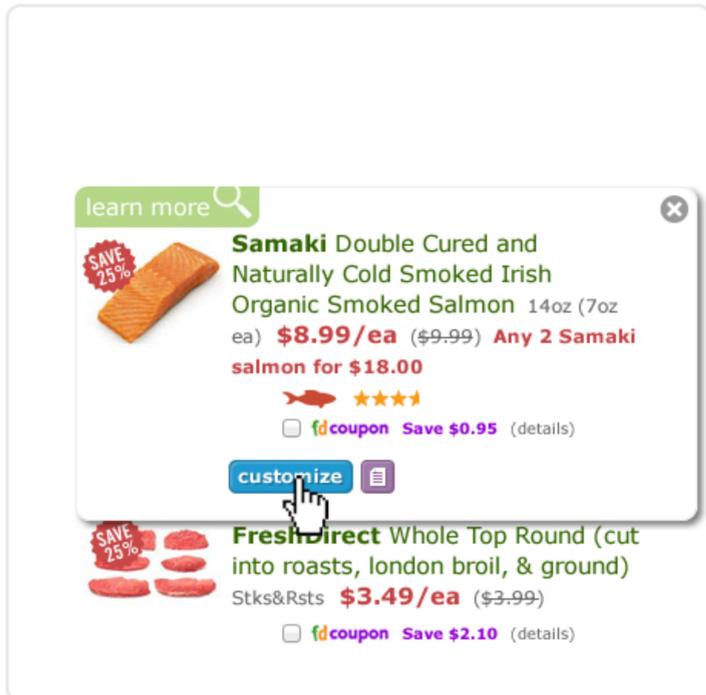Example demonstrating user transaction for a customizable product from start to finish.
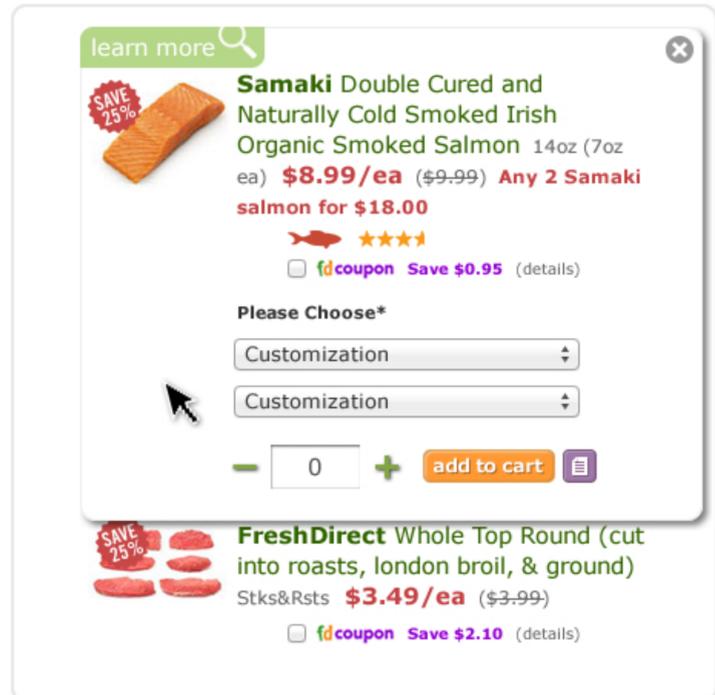
1: Upsell default state.

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

fdcoupon Save $0.95 (details)

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon Save $2.10 (details)

2: Hover over a product.

learn more

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

fdcoupon Save $0.95 (details)

customize

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon Save $2.10 (details)

3: Click "customize" button.

learn more

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

fdcoupon Save $0.95 (details)

customize

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon Save $2.10 (details)

4: Drawer expands upwards. Proceeds as on previous page.

learn more

Samaki Double Cured and Naturally Cold Smoked Irish Organic Smoked Salmon 14oz (7oz ea) **$8.99/ea** ($9.99) **Any 2 Samaki salmon for $18.00**

fdcoupon Save $0.95 (details)

Please Choose*

Customization

Customization

— 0 + add to cart

FreshDirect Whole Top Round (cut into roasts, london broil, & ground) Stks&Rsts **$3.49/ea** ($3.99)

fdcoupon Save $2.10 (details)

Functionality: Touchscreen Device (cont'd on following page)

Examples demonstrating functionality in a touchscreen browser

Active Area: Tapping any part of the entire product listing ghosts the page 50%, opens the transactional drawer, and underlines the text link. All "stick" until tapping on the close button (or anywhere else outside the drawer) to close the drawer.

Product Name: Tapping the thumbnail or product name ghosts the page 50%, underlines the link, and opens the transactional drawer, but **does not** link to the PDP. The customer must tap a second time: on the thumbnail, product name, or "learn more" button.

Functionality: Touchscreen Device (cont'd)

Examples demonstrating functionality in a touchscreen browser

Ecoupon: Tapping the ecoupon checkbox applies the coupon and opens transactional drawer.

Ecoupon: Tapping the "fdcoupon" graphic or "Save $XXX" text displays tooltip and opens transactional drawer. Tapping elsewhere within the drawer closes the tooltip. Tapping the close button or outside the drawer closes the drawer.

Ecoupon: Tapping the "details" link displays tooltip and opens transactional drawer. Tapping elsewhere within the drawer closes the tooltip. Tapping the close button or outside the drawer closes the drawer.