




# Target.ca






MODIFICATION DATE Thu Mar 08 2012  
CREATOR Patrick Jordan  
FILE NAME TargetCanada\_ArchitectureWireframes\_v2.9.graffle









 This document is best viewed at 50% size on-screen or printed on 11 x 17 paper

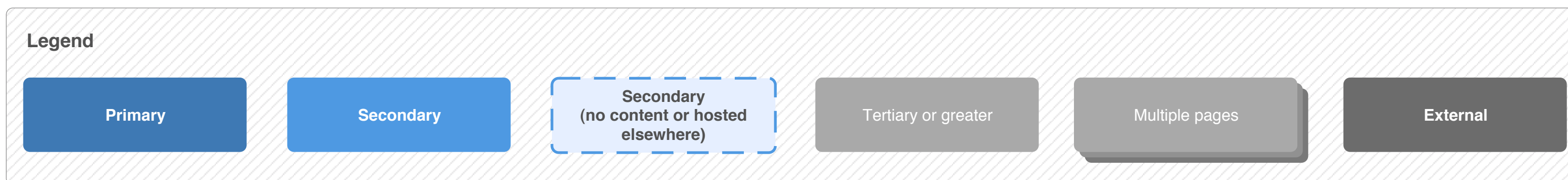
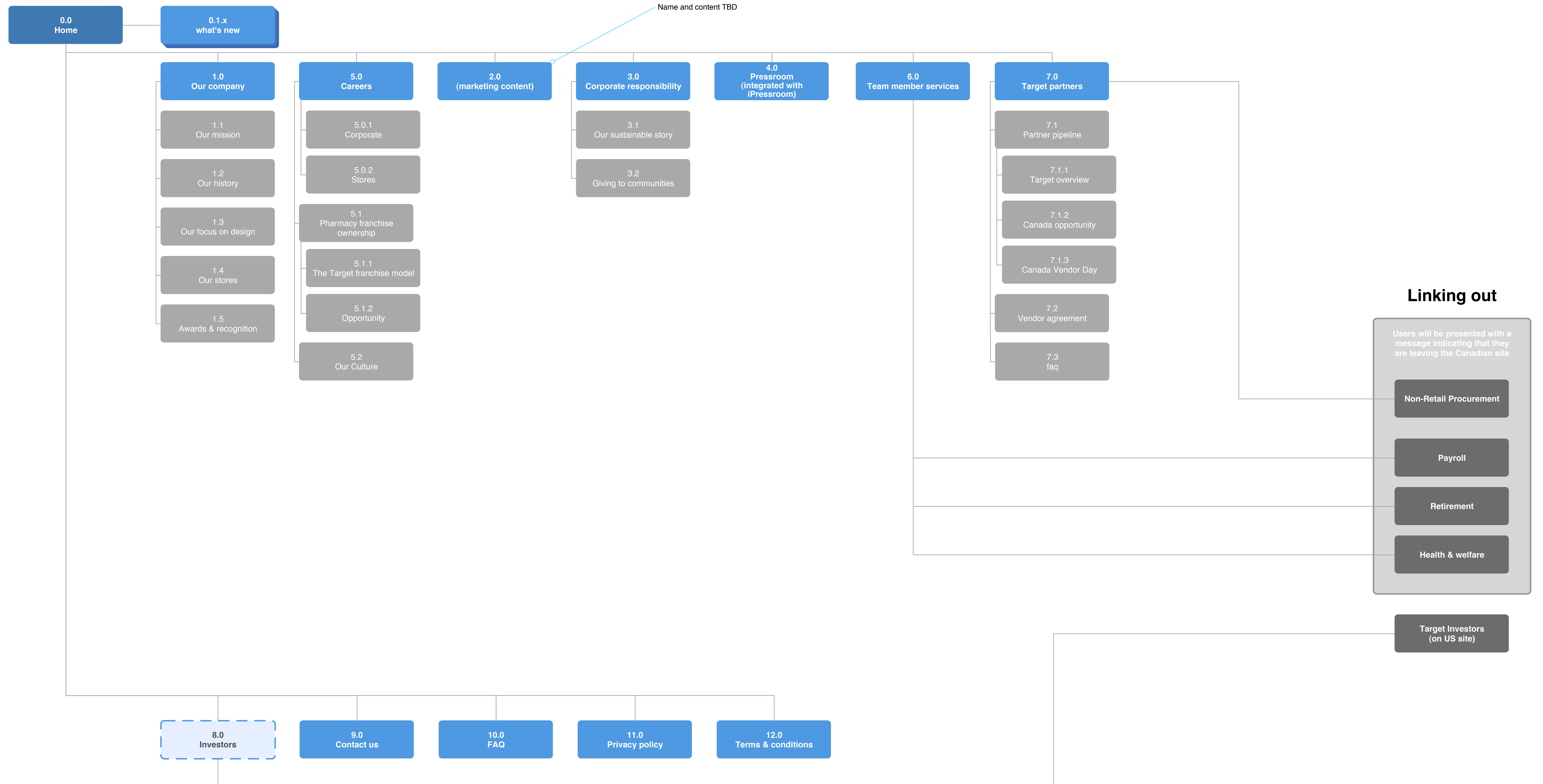
DESCRIPTION This document outlines the proposed architecture for the R1 through R4 releases of target.ca as well as the proposed wireframes for R1 instance of the target.ca site.

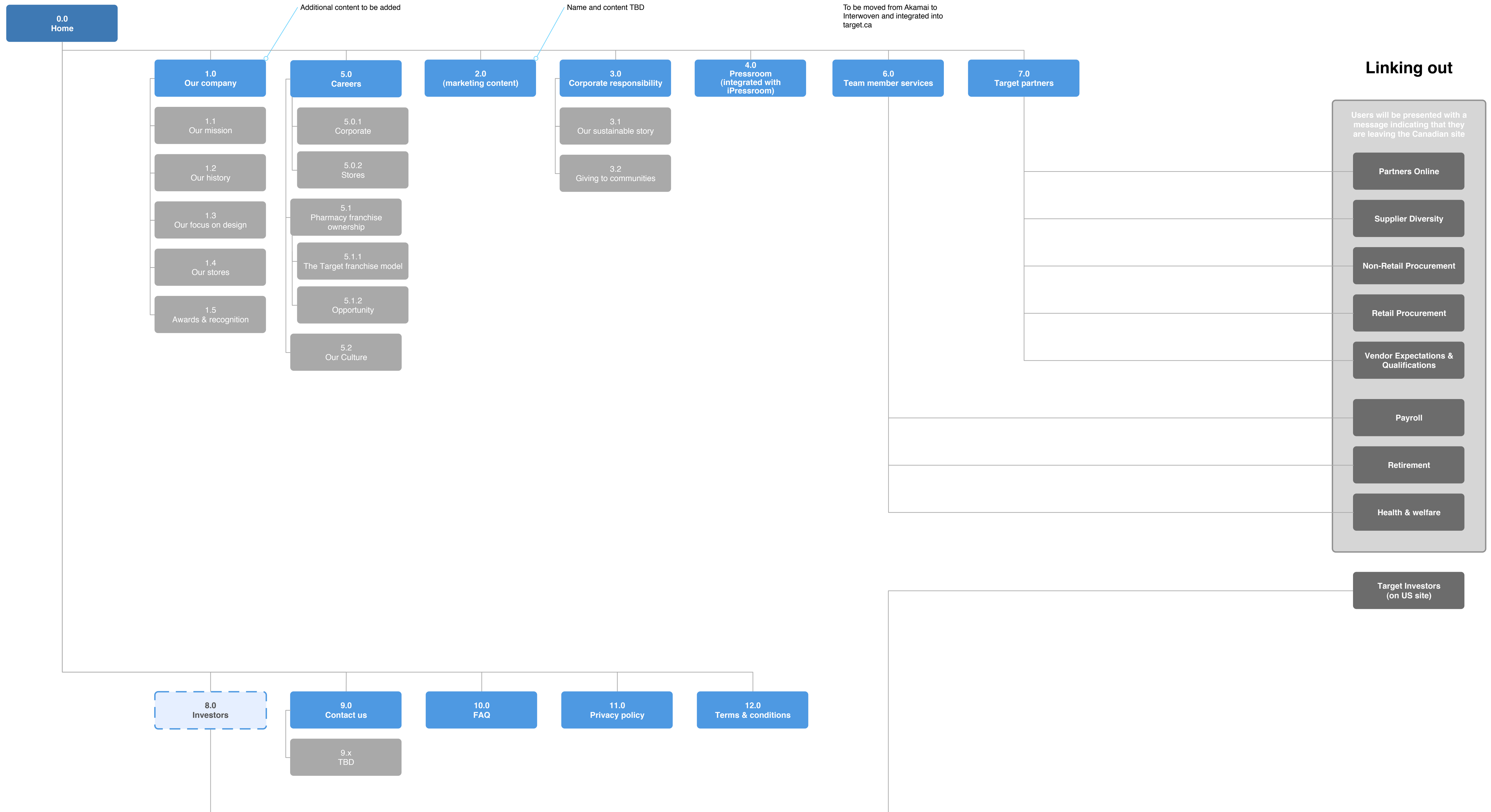
VERSION HISTORY

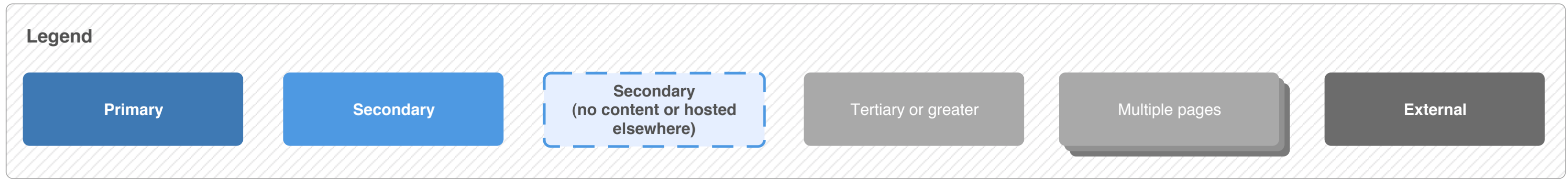
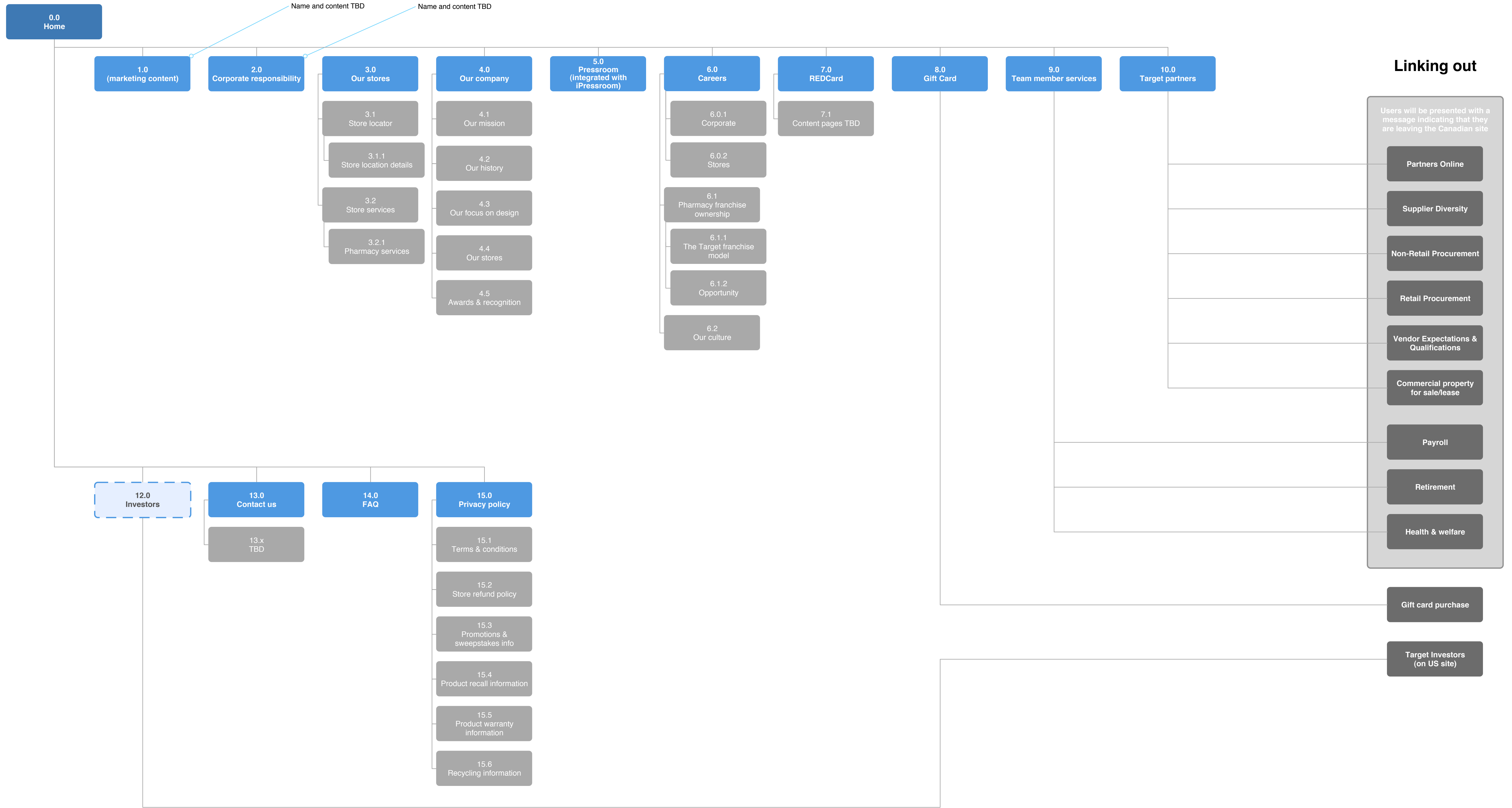
- 1.0 Initial site map for discussion
- 1.1 Initial wireframes for discussion
- 2.0 Added architectures for R2 and R3  
Changed the file name to reflect the included R2 through R3 architectures—from 'Target\_r1\_ArchitectureWireframes\_vX.X.pdf' to 'TargetCanada\_ArchitectureWireframes\_vX.X.pdf'
- 2.1 Revisions made throughout based on wireframe and design feedback
- 2.2 Revisions to the R1 through R3 architectures and the site-wide main navigation made after reviewing the initial site content received from Target
- 2.3 Notes and updates throughout
- 2.4 Minor updates throughout including:
  - Removed environment page from R1
  - Moved environment page to 3.1 under 3.0 Corporate responsibility in R2 and R3
  - Added Merchandising partners to R1 through R3
- 2.5 Added details for currently known site components in Appendix  
Updated site map to reflect careers section content and integration with target.ca
- 2.6 Removed address fields and notes from 9.0 contact us
- 2.7 Moved careers to the 2nd position. Added Pharmacy faq to 10.0 faq. Included wireframes for careers.
- 2.8 Added details of 'Corporate Responsibility'. Added 'what's new' orphaned pages for articles from the what's new widget on the home page.
- 2.9 Updated the Target partners section to reflect the new name of latest news (partner pipeline) and the content within that sub-section.

Canadian Guest Personas					
					
Name	<b>Cross-border shopper</b>	<b>Target fanatic</b>	<b>Curious about Target</b>	<b>Never heard of Target</b>	<b>Impress me</b>
Age Occupation Gear	Age: 38 Occupation: HR Director Gear: Desktop, Windows 7, Chrome, high-speed internet, BlackBerry	Age: 29 Occupation: Teacher Gear: iMac, Leopard, Safari, high-speed internet, iPhone 3G	Age: 57 Occupation: Accountant Gear: Laptop, Windows XP, IE, high-speed internet, home phone, iPad	Age: 46 Occupation: Mechanic Gear: Desktop, Windows 2000, IE, internet, flip phone	Age: 51 Occupation: Executive Gear: MacBook Air, Mac OS X Lion, Chrome, high-speed internet, iPhone, iPad
Quote	<i>"I always include a visit to a Target during my weekend shopping trips in the US."</i>	<i>"I already know when and where a Target will be opening near to me."</i>	<i>"My daughter says the deals at Target are amazing."</i>	<i>"I've never heard of them. What's the big deal?"</i>	<i>"What is Target going to do for me?"</i>
Goals	I want the Target Canada experience to be as rewarding as the one I have in the US. It doesn't have to be the same, but I really want it to be great.	I can't wait for Target to open near to me. I want to be the first person in the door. Between now and then I want to know every detail I can about Target and Canada! And if there's some way I can be involved, count me in!	I'm always looking for a way to save money, but I hate cheap crap. My daughter shops at Target in the US and says that the prices are good, and she loves the products. When a store opens near to me, I will take a look.	I just want to know how these guys are different from the rest. There seems to be a lot of talk about Target, I just want to find out what all the talk is about.	A lot of people say they deliver great products at great prices. Until I see it for my self, I don't believe it.

Target Guest Personas								
								
Name	<b>Basic Value</b>	<b>Critical Explorer</b>	<b>Deal Addict</b>	<b>Flexible Learner</b>	<b>Inspire me</b>	<b>Job Candidate</b>	<b>Journalist</b>	<b>Policy Influencer</b>
Age Occupation Gear	Age: 38 Occupation: Financial Advisor Gear: Desktop, Windows XP, IE, basic internet, flip phone	Age: 43 Occupation: Real estate agent Gear: Laptop, Windows 7, Chrome, high-speed internet, BlackBerry	Age: 26 Occupation: Sales associate Gear: MacBook, Mac OS X Snow Leopard, FireFox, high-speed internet, iPhone	Age: 62 Occupation: Electrician Gear: Desktop, Windows Vista, IE, basic internet, home phone	Age: 35 Occupation: Lawyer Gear: MacBook Air, Mac OS X Lion, Safari, high-speed internet, iPhone, iPad	Age: 35 Occupation: Marketing associate Gear: MacBook Air, Mac OS X Lion, FireFox, high-speed internet, iPhone	Age: 49 Occupation: Business journalist Gear: Laptop, Windows 7, Chrome, high-speed internet, BlackBerry	Age: 39 Occupation: Consultant for the CCER Gear: Laptop, Windows XP, FireFox, BlackBerry
Quote	<i>"I'm interested in quality, getting the best stuff for the right price."</i>	<i>"I know what I'm looking for and how to find it."</i>	<i>"I feel a sense of personal accomplishment at finding the best deal."</i>	<i>"I need just enough information to feel confident about my decision."</i>	<i>"I go shopping online for a pleasurable experience."</i>	<i>"I'm looking for a workplace where I fit in and feel energized and challenged."</i>	<i>"Waiting an hour for someone to get back to me can turn a potentially impact-full story into an insignificant one."</i>	<i>"Our children deserve to live on a healthy, thriving planet. I can play a part in ensuring that happens"</i>
Goals	I want shopping to be easy—I want to just go in, find the best value and be done. I don't have the time or the interest to hunt for it. I stick to my budget because shopping for me is about being efficient with my money.	I think I'm pretty good at using the search tool to get what I'm looking for. I also use Google or Buy.com to find items—which means I can bypass a retailer's home page and go straight to the product.	When shopping, I'll throw my lists and budgets out the window for a deal that's too good to pass up. I know when all the sales are held and how to use coupons and other techniques to save every penny possible.	I am just starting to use the internet to shop. I still prefer to talk to friends and family to find out about stuff. I get overwhelmed by the amount of information out there, friends can steer me in the right direction.	Whenever I go shopping, either online or in a store, I want to be entertained. I want to be enveloped by the experience; I don't want to have to think.	I want to learn everything I can about Target so I can nail the job interview. I want it to be easy to find a job I am interested in and to apply for that job.	I need to find information, lots of it and quickly. I also want to be able to know who to speak to about what I'm writing about. I would love to subscribe to a news feed and have access to images that support my writing.	It is important to me to understand how a company behaves. Everything from the biggest motions to the smallest gestures tells me a story. I need information in a variety of formats.

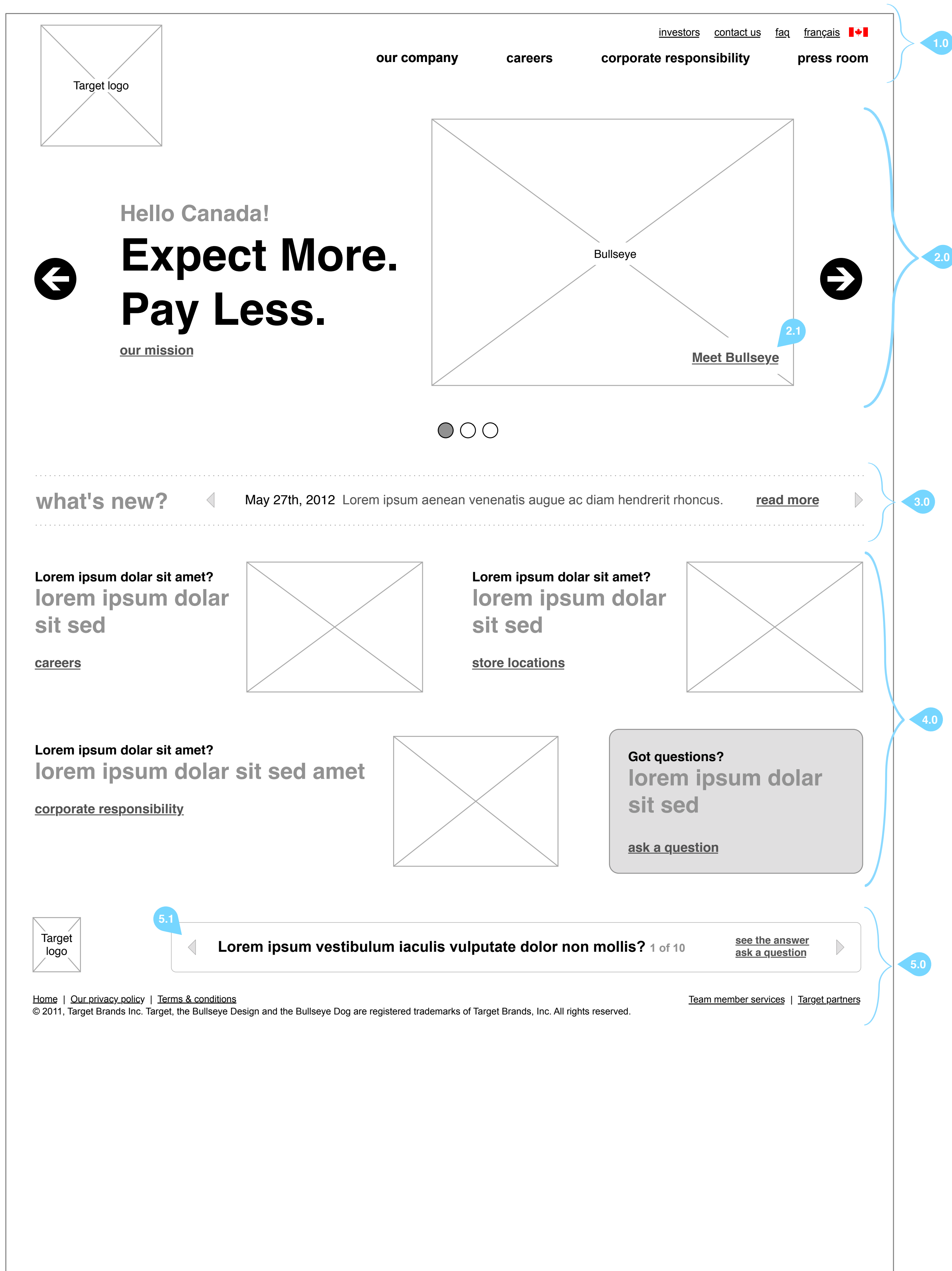








# R1 Wireframes



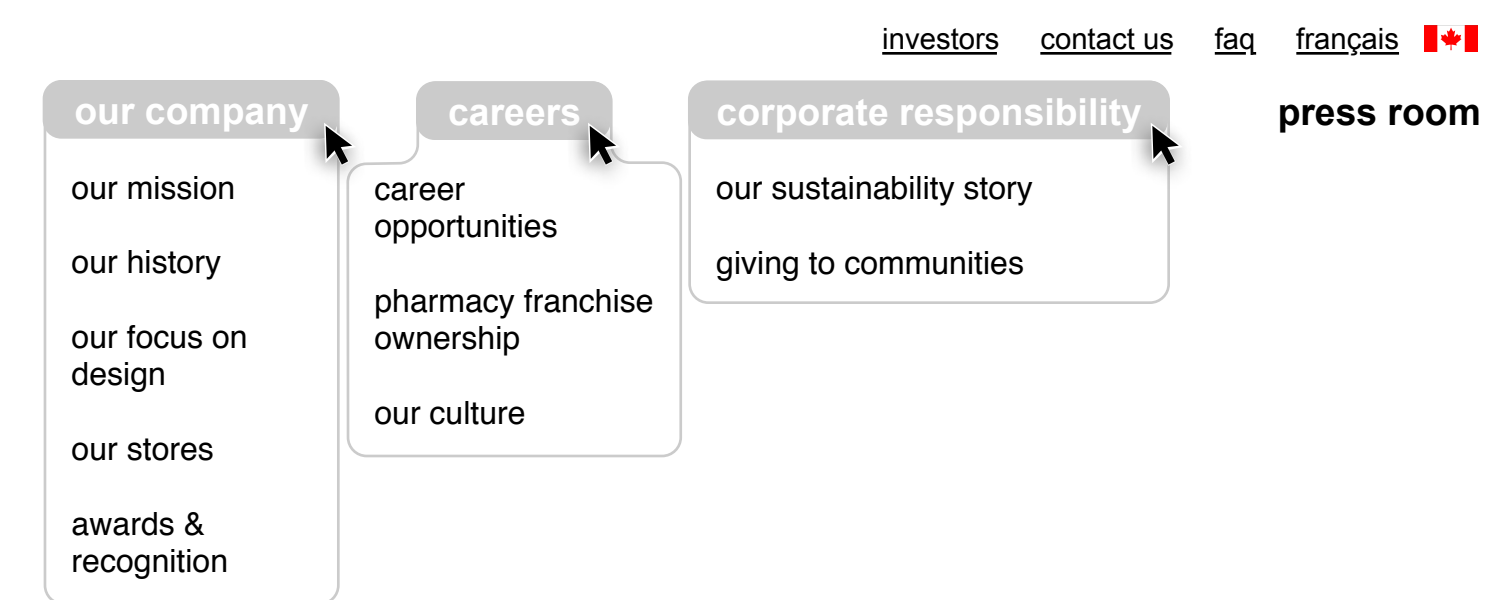
1.0

**Header**  
The header of this site will contain the Target logo, the main navigation with drop-down menus, secondary links and the language toggle.

**Interactions**

Item [Type]	User Action	Behaviour/Response	Destination
Logo	Click	Return 0.0 Home	Current browser window
our company	Hover	Display hover state, display drop-down menu	On page
	Click	Return 1.0 Target Canada	Current browser window
careers	Hover	Display hover state	On page
	Click	Return 5.0 careers	Current browser window
corporate responsibility	Hover	Display hover state	On page
	Click	Return 3.0 corporate responsibility	Current browser window
press room	Hover	Display hover state	On page
	Click	Return 4.0 press room	Current browser window
investors	Hover	Display hover state	On page
	Click	Return 8.0 investors	Current browser window
contact us	Hover	Display hover state	On page
	Click	Return 9.0 contact us	Current browser window
faq	Hover	Display hover state	On page
	Click	Return 10.0 FAQ	Current browser window
language toggle	Hover	Display hover state	On page
	Click	Return current page in alternate language	Current browser window

**Drop-down menu interactions**



**Interactions**

Item [Type]	User Action	Behaviour/Response	Destination
our mission	Hover	Display hover state	On page
	Click	Return 1.1 our mission	Current browser window
history	Hover	Display hover state	On page
	Click	Return 1.2 history	Current browser window
focus on design	Hover	Display hover state	On page
	Click	Return 1.3 focus on design	Current browser window
our stores	Hover	Display hover state	On page
	Click	Return 1.4 our stores	Current browser window
environment	Hover	Display hover state	On page
	Click	Return 1.5 environment	Current browser window
awards & recognition	Hover	Display hover state	On page
	Click	Return 1.6 awards & recognition	Current browser window
career opportunities	Hover	Display hover state	On page
	Click	Return 5.0 careers	Current browser window
pharmacy franchise ownership	Hover	Display hover state	On page
	Click	Return 5.1 pharmacy franchise ownership	Current browser window
our culture	Hover	Display hover state	On page
	Click	Return 5.2 our culture	Current browser window
our sustainable story	Hover	Display hover state	On page
	Click	Return 3.1 our sustainable story	Current browser window
giving to communities	Hover	Display hover state	On page
	Click	Return 3.2 giving to communities	Current browser window

2.0

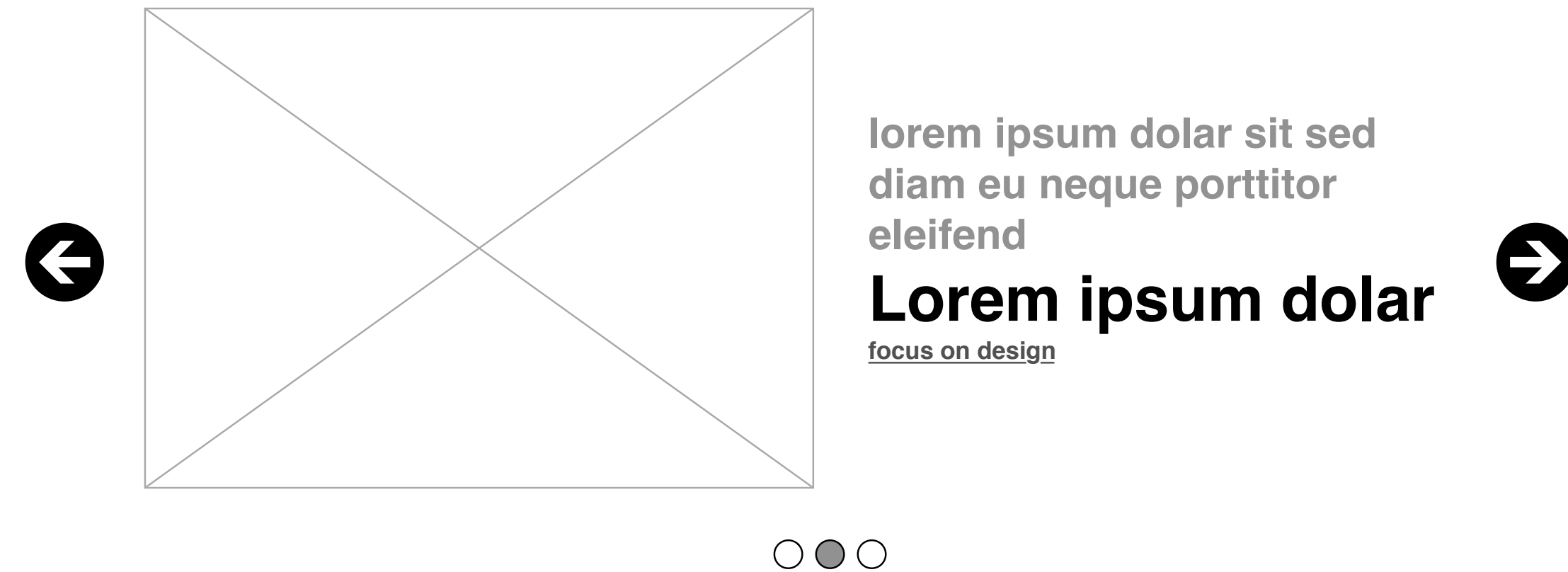
Multiple content features

Users will be able to toggle through multiple content messages (features) by clicking the left and right arrows. The circular indicators beneath the content area will update as users move between features. If a user clicks the right arrow, the features will scroll forwards (from right to left) one item. If the user is at the last item and clicks the right arrow, the features will quickly scroll backwards (moving from left to right) to the beginning. If a user clicks the left arrow, the features will scroll backwards (from left to right) one item. If the user is at the first item and clicks the left arrow, the features will quickly scroll forwards (moving from right to left) to the end.

2.1 Meet Bullseye

For the launch of R1, there will be content featuring the introduction of Bullseye to Canada. This content will open in a layer above the existing site. The layer will 'black-out' the content of the site restricting the user to interacting only with the content in the layer. The layer will feature a 'close' button which will remove the layer and return all functionality of the site to the user. Please see the design compositions for more details.

**Additional features** (Note: these are the proposed features for launch. Features can and will be added or removed at future dates. The feature in the third position is TBD at this time and may not be included at launch.)



Interactions

Item [Type]	User Action	Behaviour/Response	Destination
previous/next arrows	Hover	Display hover state	On page
	Click	Display previous/next content panel in sequence	Current browser window
circular indicators	Hover	Display hover state	On page
	Click	Display corresponding panel	Current browser window

3.0

What's new

The "What's new" section will feature updates, manually added to the site and linked to full articles which appear on 'orphaned' pages (i.e. pages with no listing in the navigation).

Interactions

Item [Type]	User Action	Behaviour/Response	Destination
previous/next arrows	Hover	Display hover state	On page
	Click	Display previous/next content panel in sequence	Current browser window
article link	Hover	Display hover state	On page
	Click	Corresponding page (0.1.x what's new)	Current browser window

4.0

Main content

Interactions

Item [Type]	User Action	Behaviour/Response	Destination
careers	Hover	Display hover state	On page
	Click	Return 5.0 careers	Current browser window
store locations	Hover	Display hover state	On page
	Click	Return 1.4 our stores	Current browser window
corporate responsibility	Hover	Display hover state	On page
	Click	Return 3.0 corporate responsibility	Current browser window
environmental commitment	Hover	Display hover state	On page
	Click	Return 1.5 environment	Current browser window
ask a question	Hover	Display hover state	On page
	Click	Return 10.0 FAQ and display the question widget as open	Current browser window

5.0

Footer

The footer contains minor site links as well as the question widget.

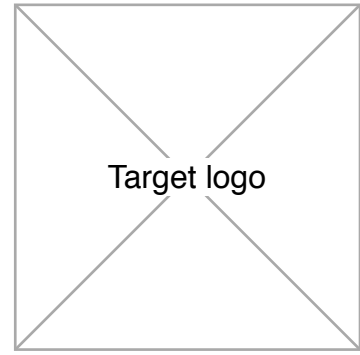
5.1 Question widget

This widget will display several questions which users will be able to scroll through using the left and right arrows. Content found in this widget will initially be taken from content within this site, but over time will be influenced and directed by questions being asked by users through the form found on '10.0 faq'. Users will be taken to the content that answers the question through the 'see the answer' link. This link may take users to another page on the site or to a specific FAQ question on the '10.0 faq' page, anchored to the corresponding question with its answer displayed. Users will also be able to ask their own question through the 'ask a question' link which will take users to '10.0 faq'.

Interactions

Item [Type]	User Action	Behaviour/Response	Destination
Home	Hover	Display hover state	On page
	Click	Return 5.0 careers	Current browser window
Our privacy policy	Hover	Display hover state	On page
	Click	Return 11.0 privacy policy	Current browser window
Terms & conditions	Hover	Display hover state	On page
	Click	Return 12.0 terms & conditions	Current browser window
Team member services	Hover	Display hover state	On page
	Click	Return 6.0 Team members services	Current browser window
Target partners	Hover	Display hover state	On page
	Click	Return 7.0 Target partners	Current browser window
question widget previous/next arrows	Hover	Display hover state	On page
	Click	Display previous/next question in sequence	Current browser window
see the answer	Hover	Display hover state	On page
	Click	Corresponding page	Current browser window
ask a question	Hover	Display hover state	On page
	Click	Return 10.0 FAQ and display the question widget as open	Current browser window





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## what's new

[Home](#) > lorem ipsum dolar

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May 27, 2012

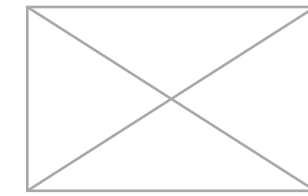
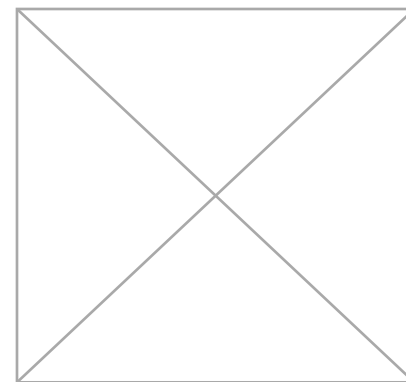
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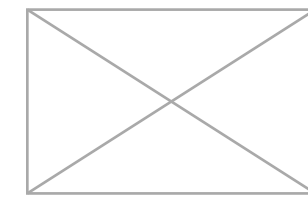
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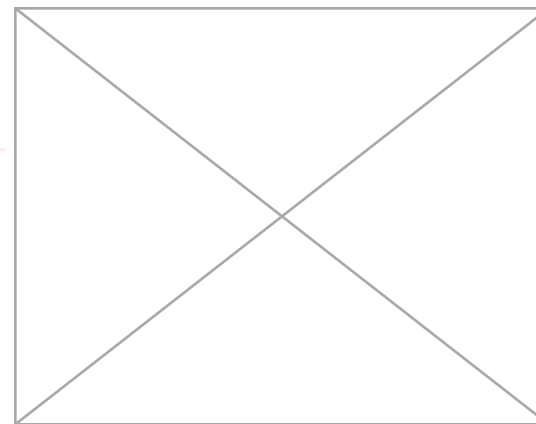
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Target logo

our company
careers
corporate responsibility
press room

# our company

Home > our company

- our company
- our mission
- our history
- our focus on design
- our stores
- awards & recognition

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Target logo

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**1.0 Breadcrumb**

**Interactions**

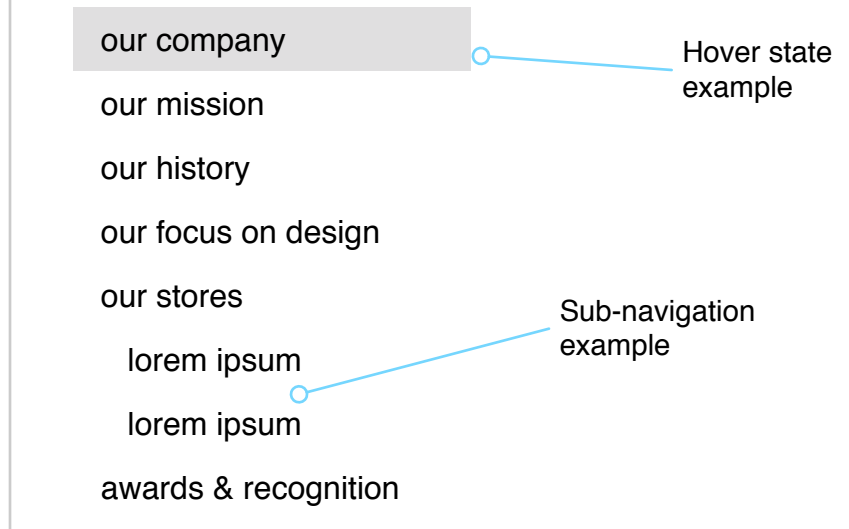
Item [Type]	User Action	Behaviour/Response	Destination
Link	Hover	Display hover state	On page
	Click	Return corresponding page	Current browser window

**2.0 Secondary navigation**

The secondary navigation may have one additional level of sub-navigation (see example below).

**Interactions**

Item [Type]	User Action	Behaviour/Response	Destination
Target Canada	Hover	Display hover state	On page
	Click	Return 1.0 Target Canada	Current browser window
our mission	Hover	Display hover state	On page
	Click	Return 1.1 our mission	Current browser window
our history	Hover	Display hover state	On page
	Click	Return 1.2 history	Current browser window
focus on design	Hover	Display hover state	On page
	Click	Return 1.3 focus on design	Current browser window
our stores	Hover	Display hover state	On page
	Click	Return 1.4 our stores	Current browser window
awards & recognition	Hover	Display hover state	On page
	Click	Return 1.5 awards & recognition	Current browser window



**3.0 Interesting facts**

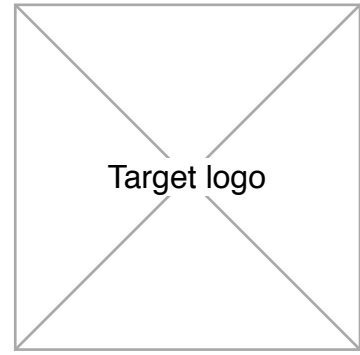
Interesting facts will be highlighted in a 'pull-quote' style throughout the content.

**4.0 Related content**

Each page will have 2 call-outs to related content found elsewhere on the site. Please see the copy deck for specific links.

**Interactions**

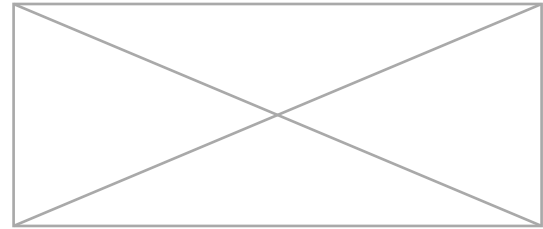
Item [Type]	User Action	Behaviour/Response	Destination
Links	Hover	Display hover state	On page
	Click	Return corresponding page	Current browser window



# our mission

[Home](#) > [our company](#) > our mission

- our company
- our mission**
- our history
- our focus on design
- our stores
- awards & recognition



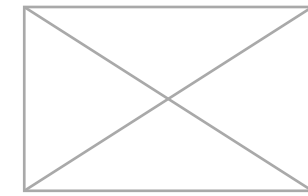
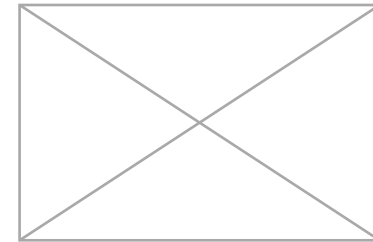
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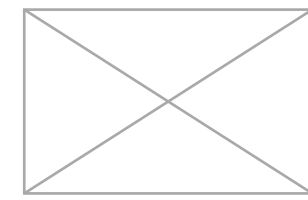
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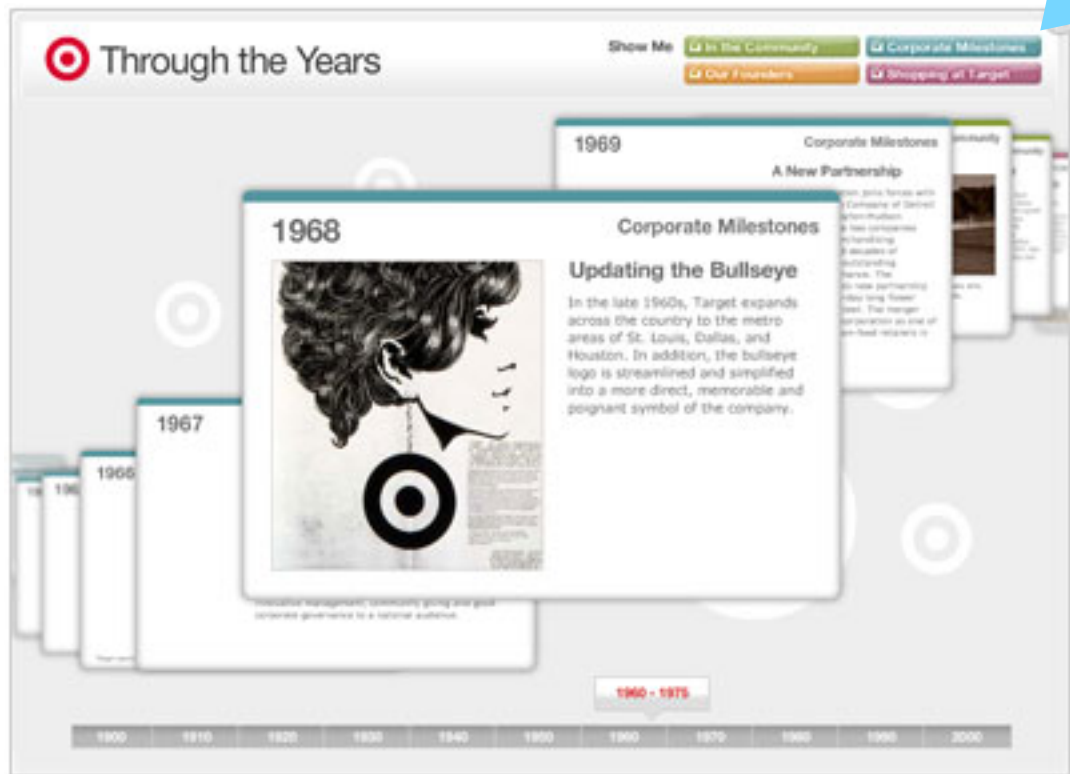
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our company careers corporate responsibility press room

# our history

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- our mission
- our history
- our focus on design
- our stores
- awards & recognition



**1968**  
Updating the Bullseye  
In the late 1960s, Target expands across the country to the metro areas of St. Louis, Dallas, and Houston. In addition, the bullseye logo is streamlined and amplified into a more direct, memorable and poignant symbol of the company.

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start exploring



Target logo

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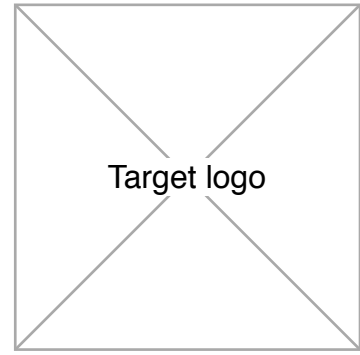
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1.0

History interactive element

This Flash based interactive element will be repurposed from the existing sites.target.com site.





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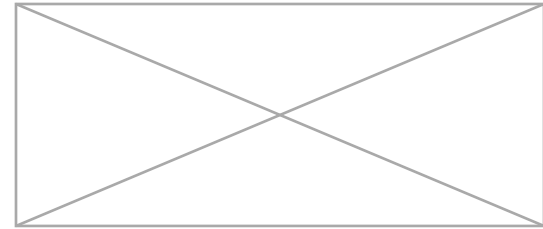
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# our focus on design

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- [our company](#)
- [our mission](#)
- [our history](#)
- [our focus on design](#)**
- [our stores](#)
- [awards & recognition](#)



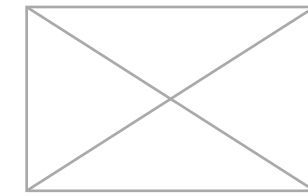
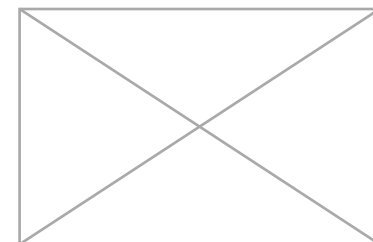
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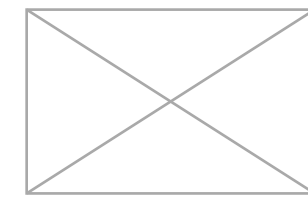
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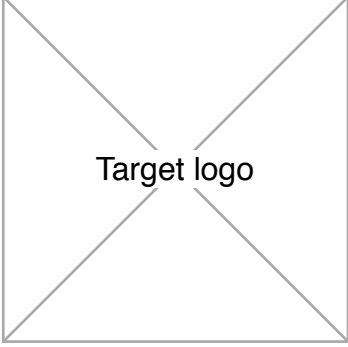
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# our stores

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- our company
- our mission
- our history
- our focus on design
- our stores
- awards & recognition

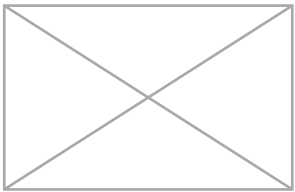
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- Alberta ▼
- British Columbia ▼
- Manitoba ▼
- New Brunswick ▼
- Newfoundland & Labrador ▼
- Northwest Territories ▼
- Nova Scotia ▼
- Nunavut ▼
- Ontario ▼
- Prince Edward Island ▼
- Quebec ▼
- Saskatchewan ▼
- Yukon ▼




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1.0

### Store locations by province/territory

Each box will display the name of a province or territory aligned to the left and an icon to indicate the display state of the question aligned to the right. Clicking the province/territory name or the icon will show or hide the list of store locations for the corresponding province/territory.

Interactions			
Item [Type]	User Action	Behaviour/Response	Destination
Province/territory name	Hover	Display hover state (see example below)	On page
	Click	If stores are hidden, show stores. If stores are visible, hide stores.	On page
Icon	Hover	Display hover state (see example below)	On page
	Click	If stores are hidden, show stores. If stores are visible, hide stores.	On page

**States**

Closed state

Alberta ▼

Open state

Alberta ▲
 

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- Sit amet consectetur, Calgary, AB
- Lorem ipsum dolor, Edmonton, AB
- Sit amet consectetur, Edmonton, AB
- Lorem ipsum dolor, Edmonton, AB
- Sit amet consectetur, Medicine Hat, AB

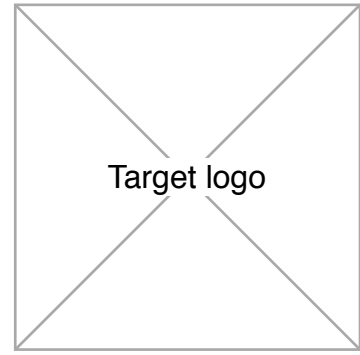
Hover state, closed

Alberta ▼

Hover state, open

Alberta ▲
 

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# awards & recognition

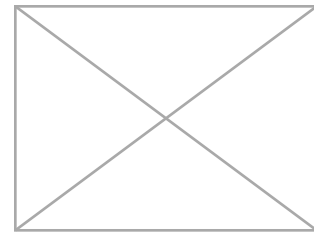
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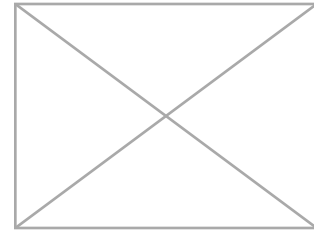
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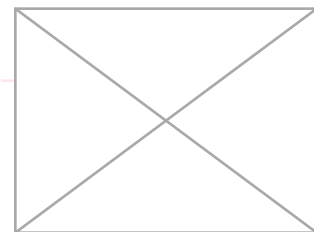
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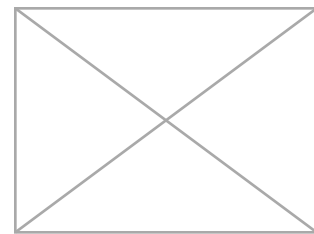
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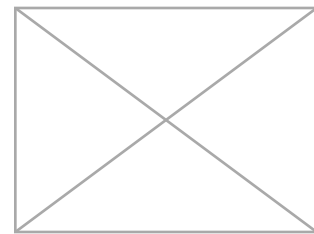
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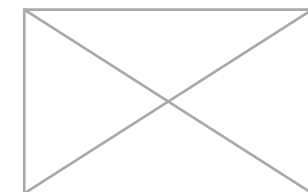
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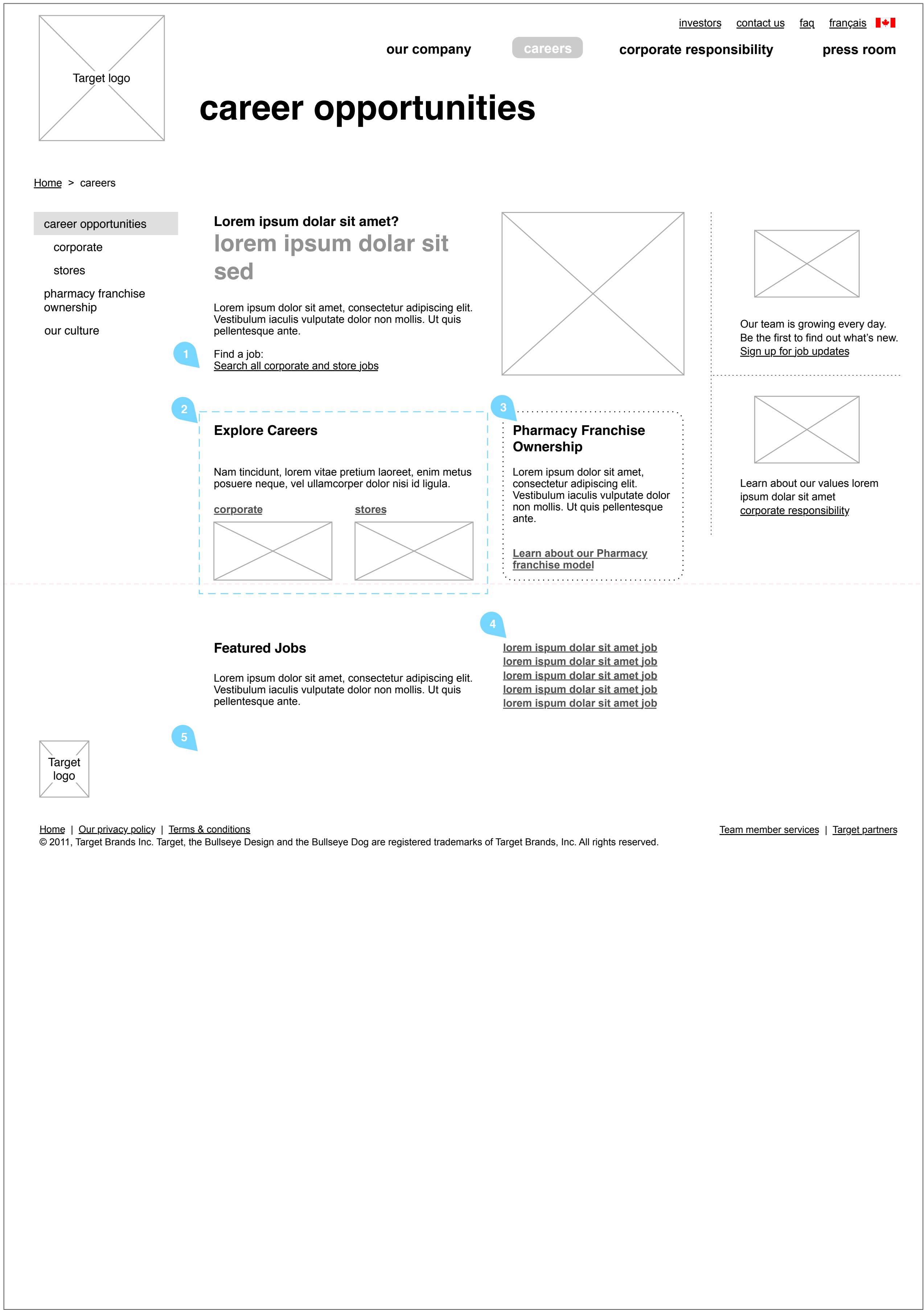
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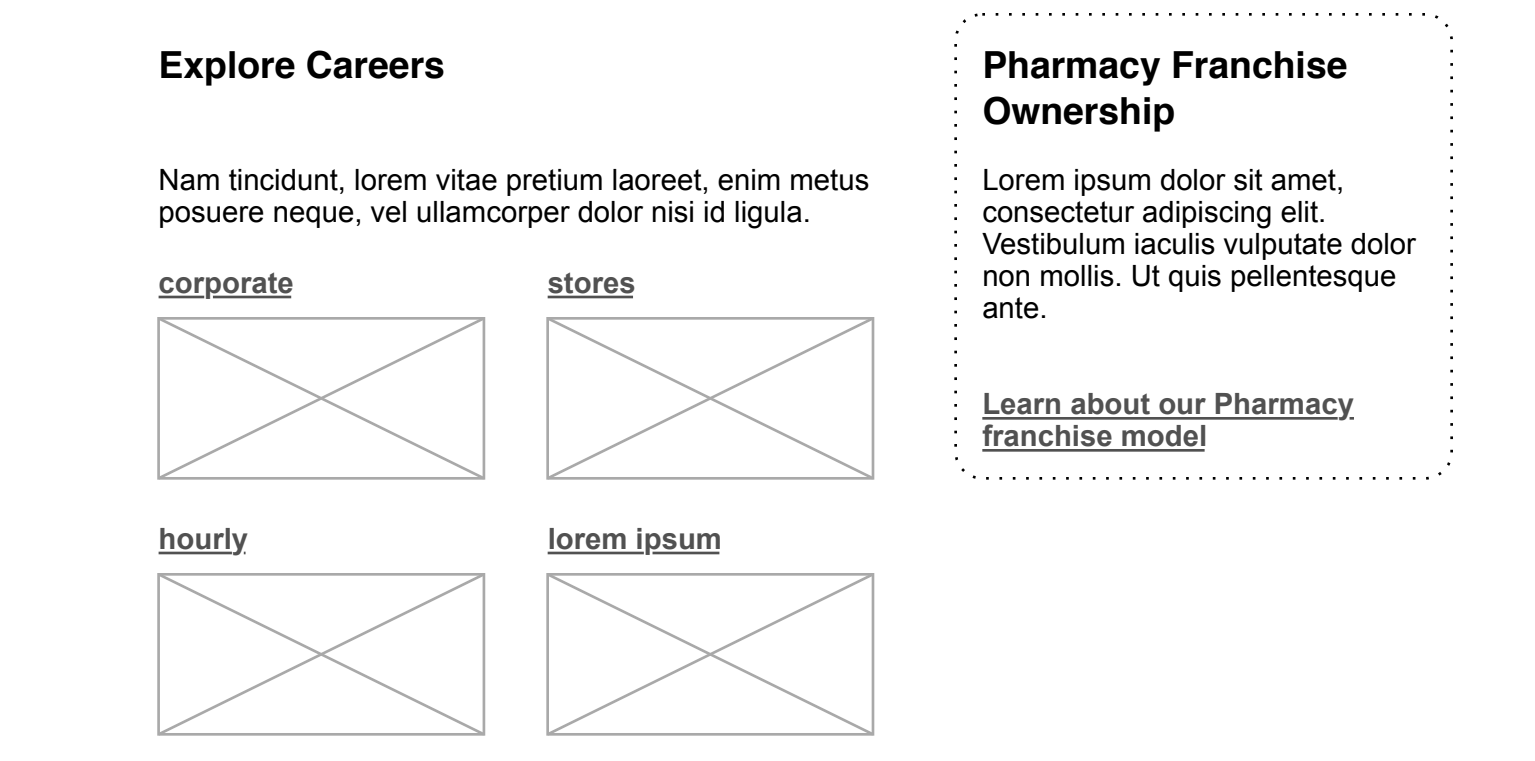


1 This link may be expanded in the future to allow users to search all job listings within multiple categories. E.g.:

Find a job: [Search all corporate and store jobs at Target](#) → Find a job: [Search all corporate jobs at Target](#) | [Search all hourly jobs at Target](#)

2 This area can expand to include additional job categories. E.g.:

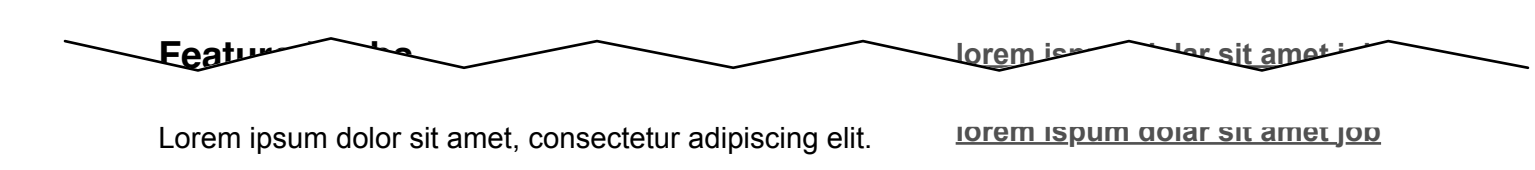
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3 Links to "5.1 Pharmacy franchise ownership"

4 A list of the top 5 featured jobs. Each will link to their corresponding job description page on the Telao site.

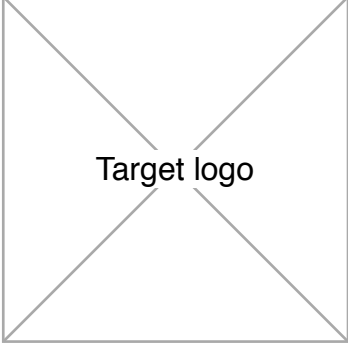
5 The footer throughout the 5.0 careers section will lack the Question Widget.





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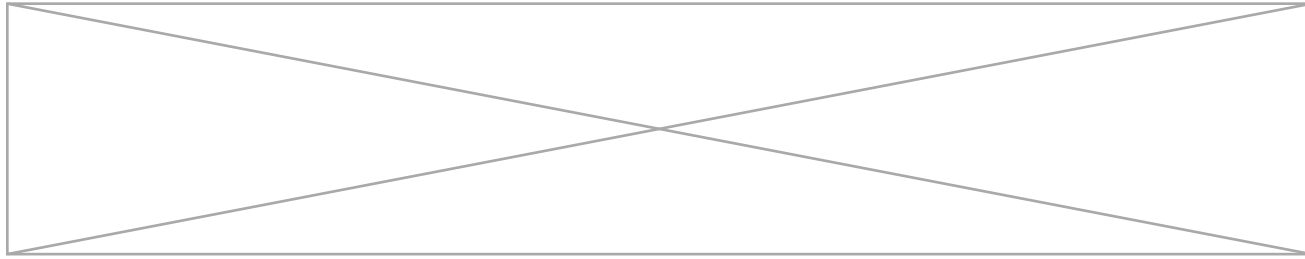
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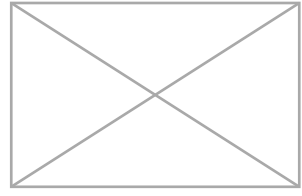
# corporate

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- career opportunities
- corporate**
- stores
- pharmacy franchise ownership
- our culture



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2

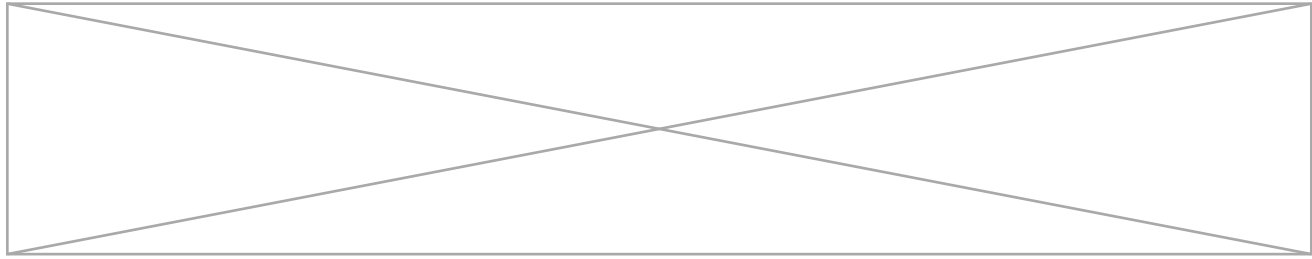
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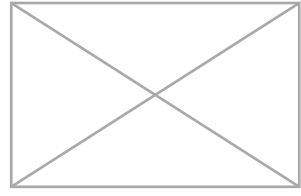
# stores

Home > careers > stores

- career opportunities
- corporate
- stores**
- pharmacy franchise ownership
- our culture



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1

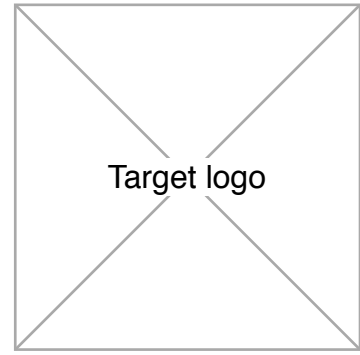
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2



# pharmacy franchise ownership

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- [career opportunities](#)
- [pharmacy franchise ownership](#)
- [the Target franchise model](#)
- [opportunity](#)
- [our culture](#)

## Pharmacy franchise ownership

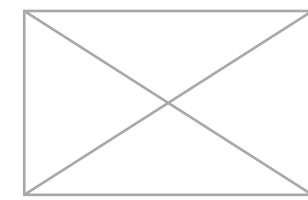
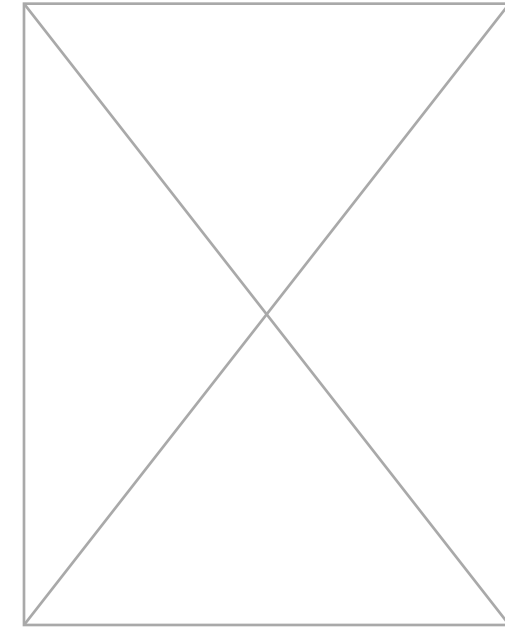
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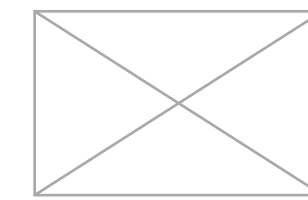
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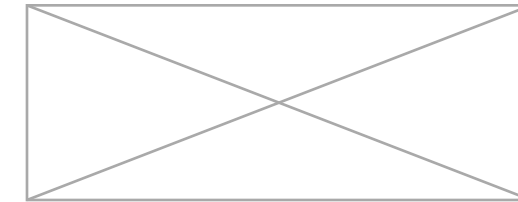
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Learn about our culture lorem ipsum dolar amet [Target culture](#)



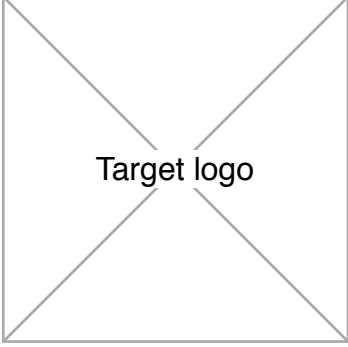
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# the Target franchise model

[Home](#) > [careers](#) > [pharmacy franchise ownership](#) > the Target franchise model

- career opportunities
- pharmacy franchise ownership
- the Target franchise model**
- opportunity
- our culture

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We strongly believe this patient-centered philosophy should extend to our Canadian pharmacies, with franchisees able to focus their attention on healthcare, patient services and the guest experience.

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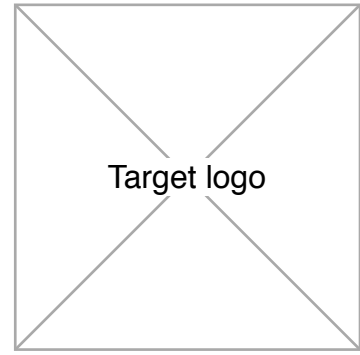
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# opportunity

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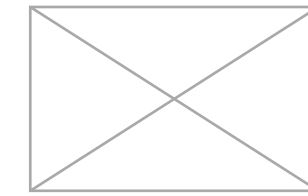
- career opportunities
- pharmacy franchise ownership
- the Target franchise model
- opportunity**
- our culture

## Easy start-up

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The pharmacy franchise model at Target is designed to offer you an easy start-up, potential for financial success and a compelling balance between risk and reward.

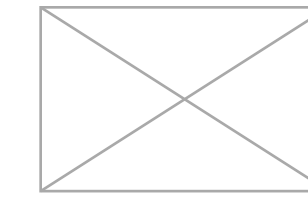


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## Beneficial revenue model

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- Si quaedam nimis antique.
- Duis id est sit amet urna venenatis accumsan.
- Aliquam tempus feugiat nunc, sed scelerisque sapien vestibulum commodo.



Looking for other answers? Read the [pharmacy franchise ownership faq](#)

## Low expenses

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## Support when you need it

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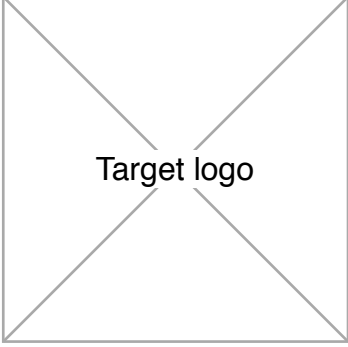
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# our culture

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- career opportunities
- pharmacy franchise ownership
- our culture**

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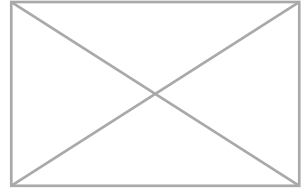
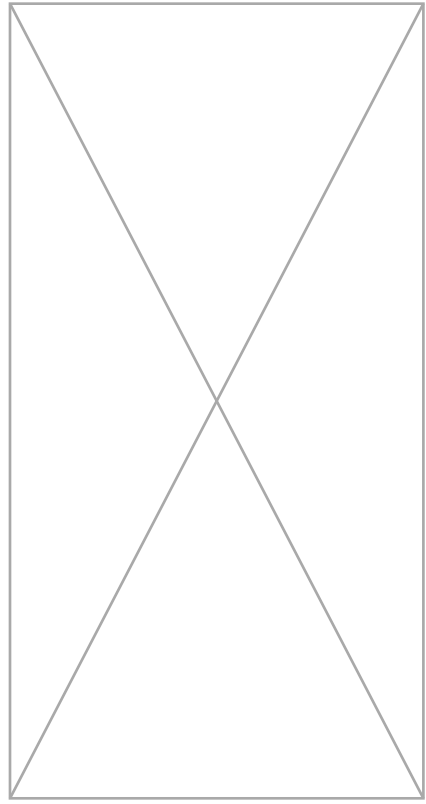
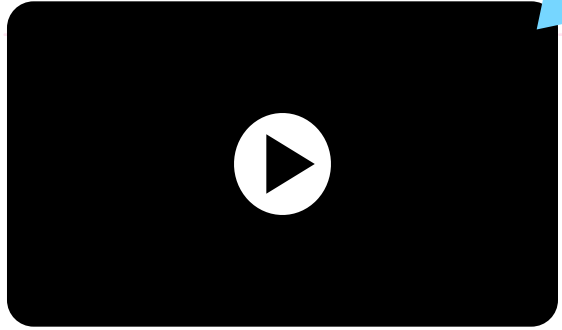
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### Meet our team

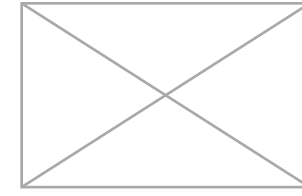
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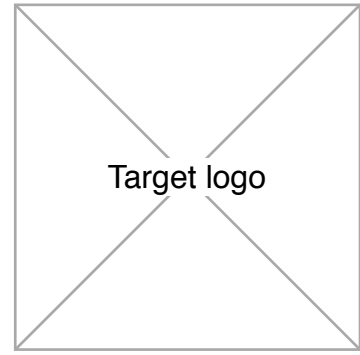
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# corporate responsibility

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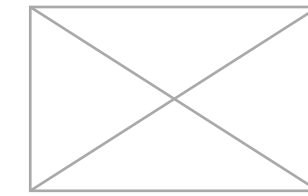
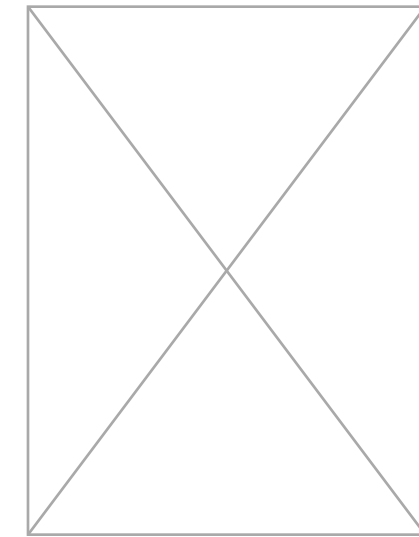
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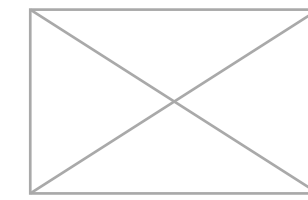
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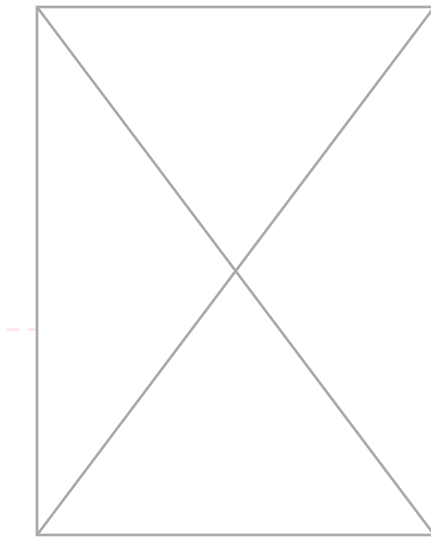
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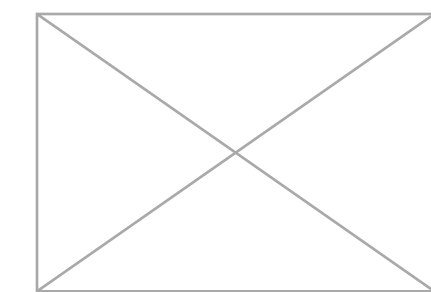
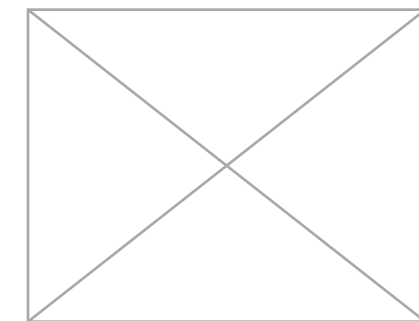
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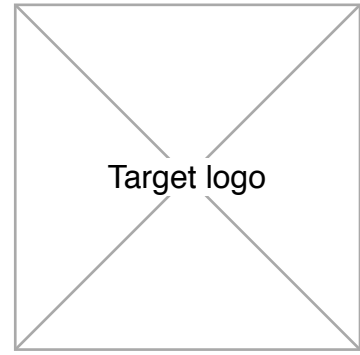


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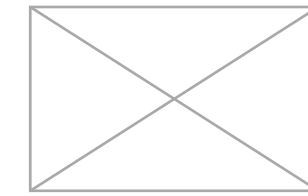
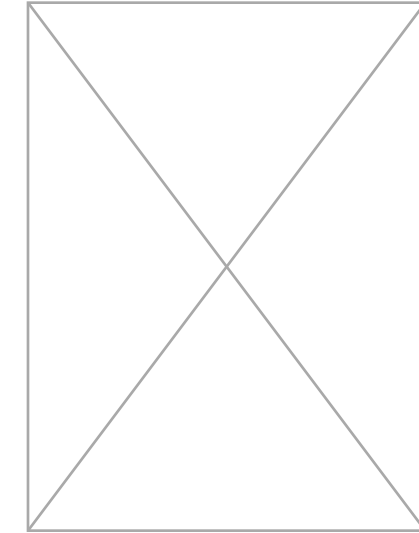
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- our sustainable story**
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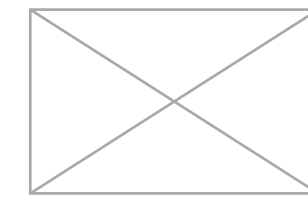
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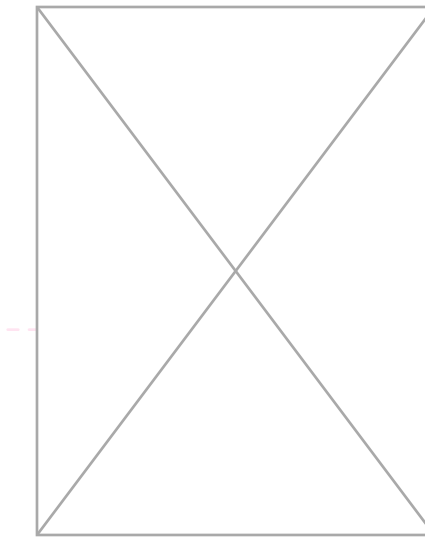
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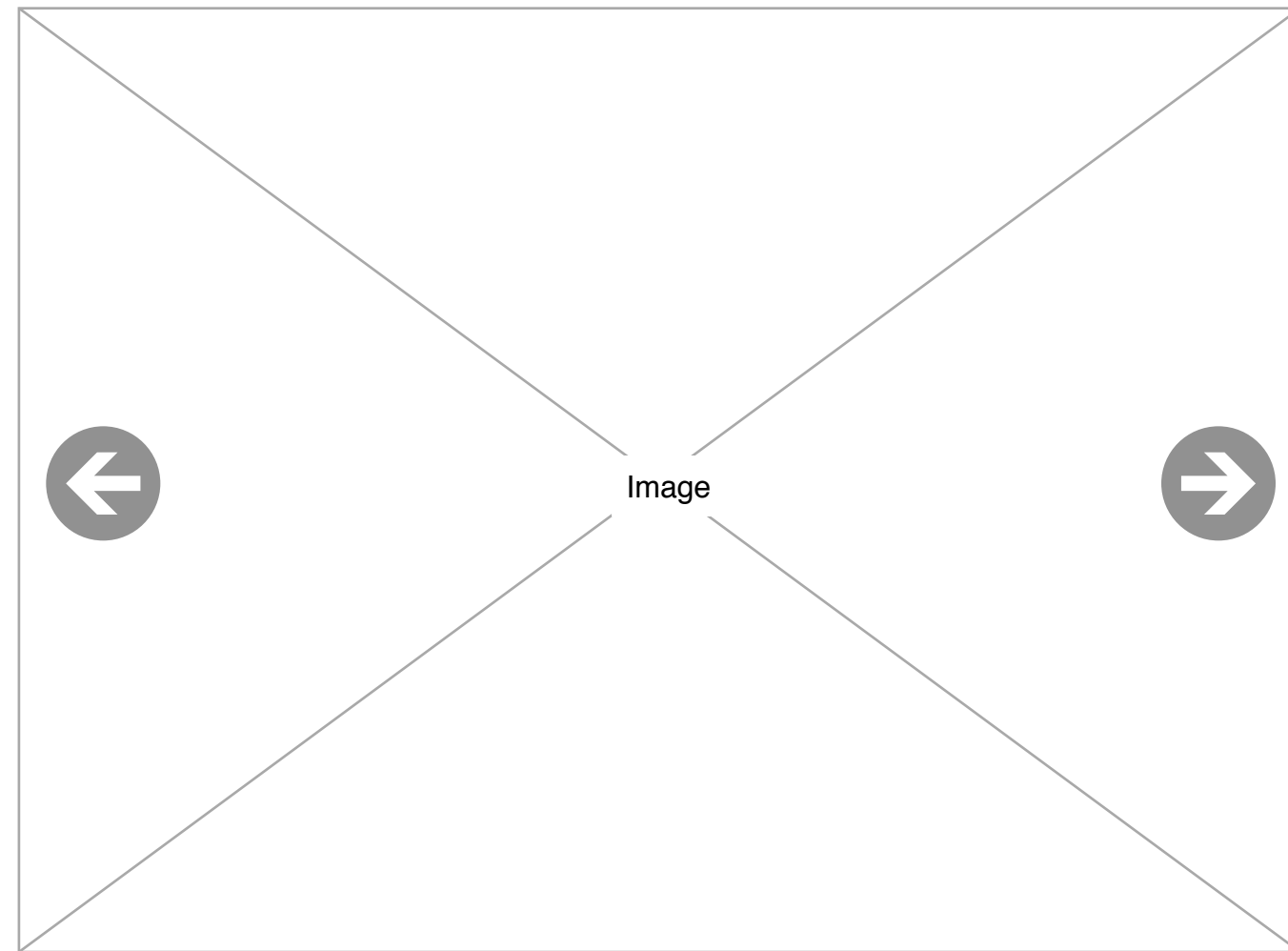


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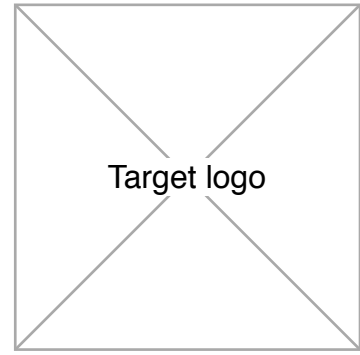


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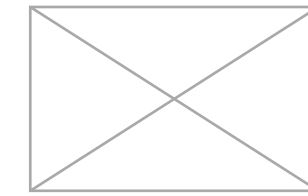
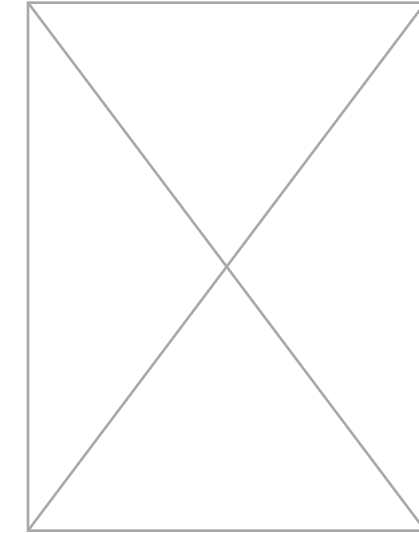
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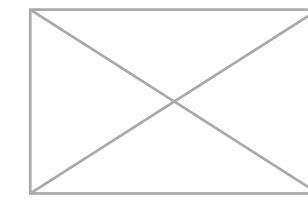
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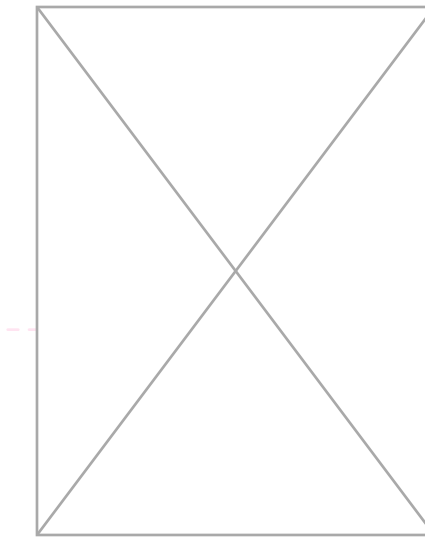
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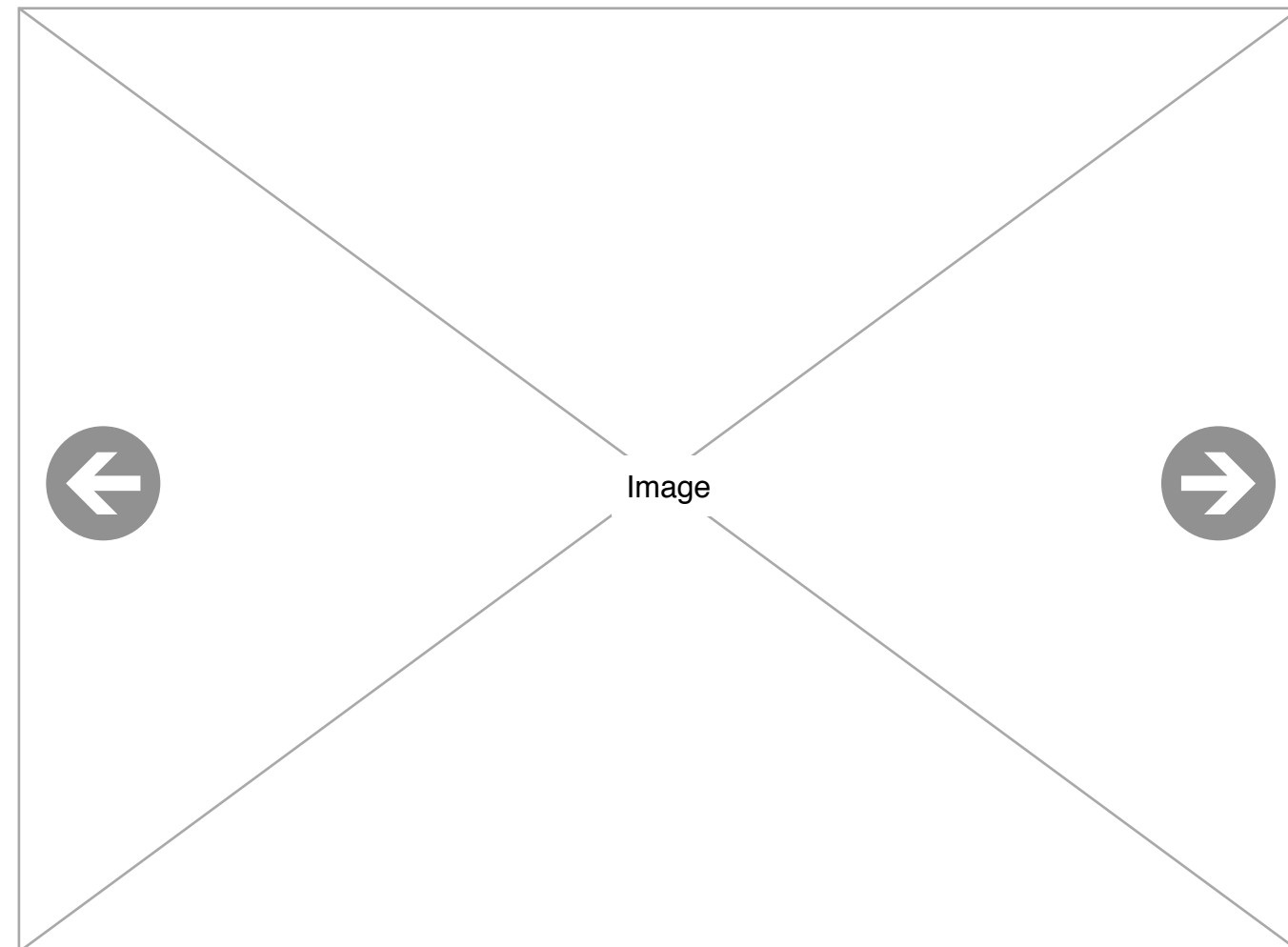


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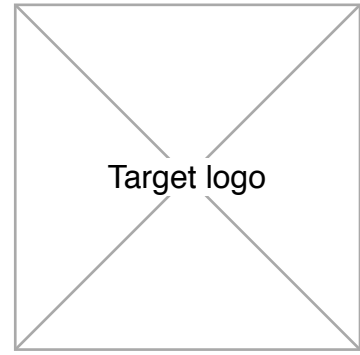
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Interactions			
Item [Type]	User Action	Behaviour/Response	Destination
Links	Hover	Display hover state	On page
	Click	Return corresponding page	New browser window

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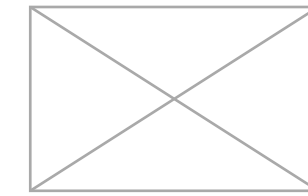
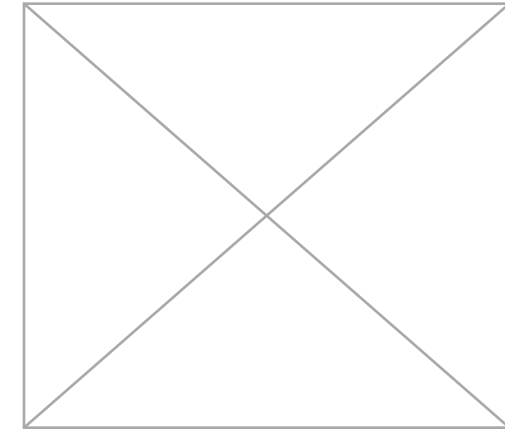
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- partner pipeline
- vendor agreement
- vendor frequently asked questions

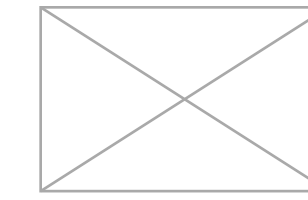
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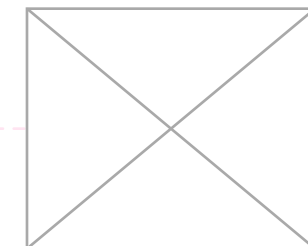
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### Target Non-Retail Procurement Group

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The Target Non-Retail Procurement Group buys non-retail equipment, materials, services, energy and supplies for our stores, distribution centers and headquarters locations. It also sells retired fixed assets and unsaleable merchandise (guest returns, damaged items and overstocks).

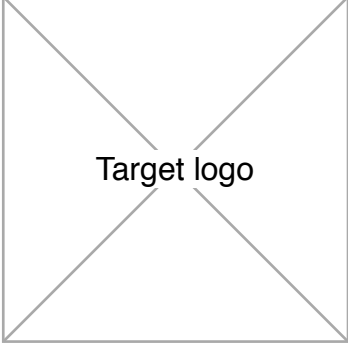
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# partner pipeline

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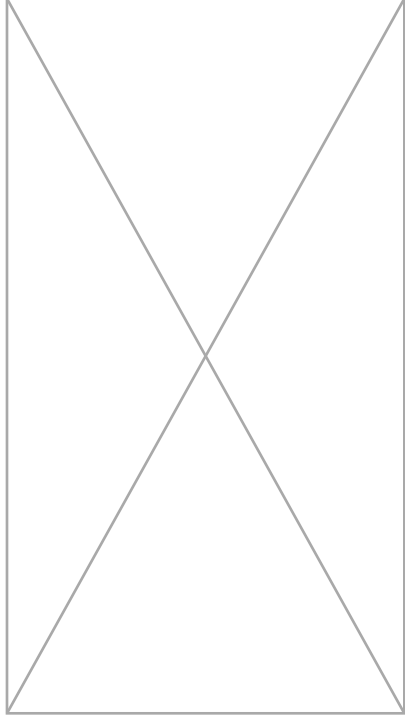
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- partner pipeline**
- Target overview
- Canada opportunity
- Canada Vendor Day
- vendor agreement
- vendor frequently asked questions

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## Canada opportunity

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## Stores update

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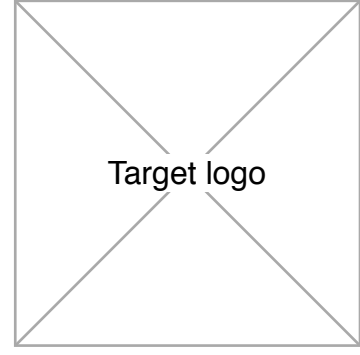
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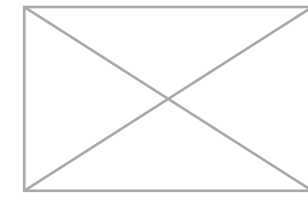
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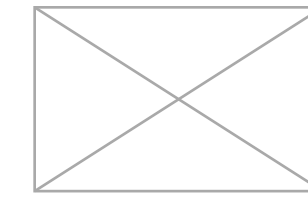
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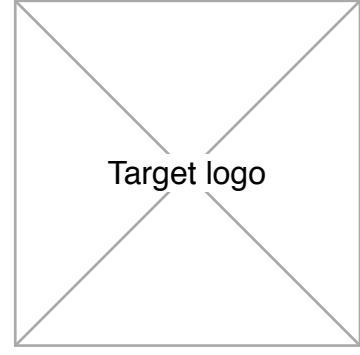


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# vendor agreement

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[Target partners](#)

[partner pipeline](#)

**[vendor agreement](#)**

[vendor frequently](#)

[asked questions](#)

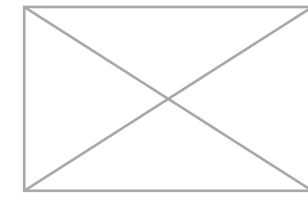
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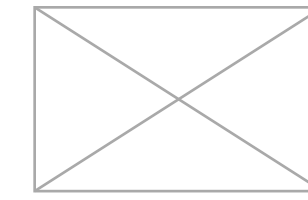
[Vendor agreement](#) (pdf) 

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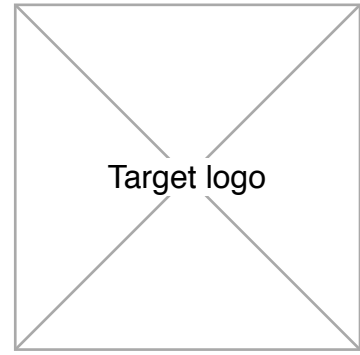
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# vendor frequently asked questions

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Target partners

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vendor frequently asked questions

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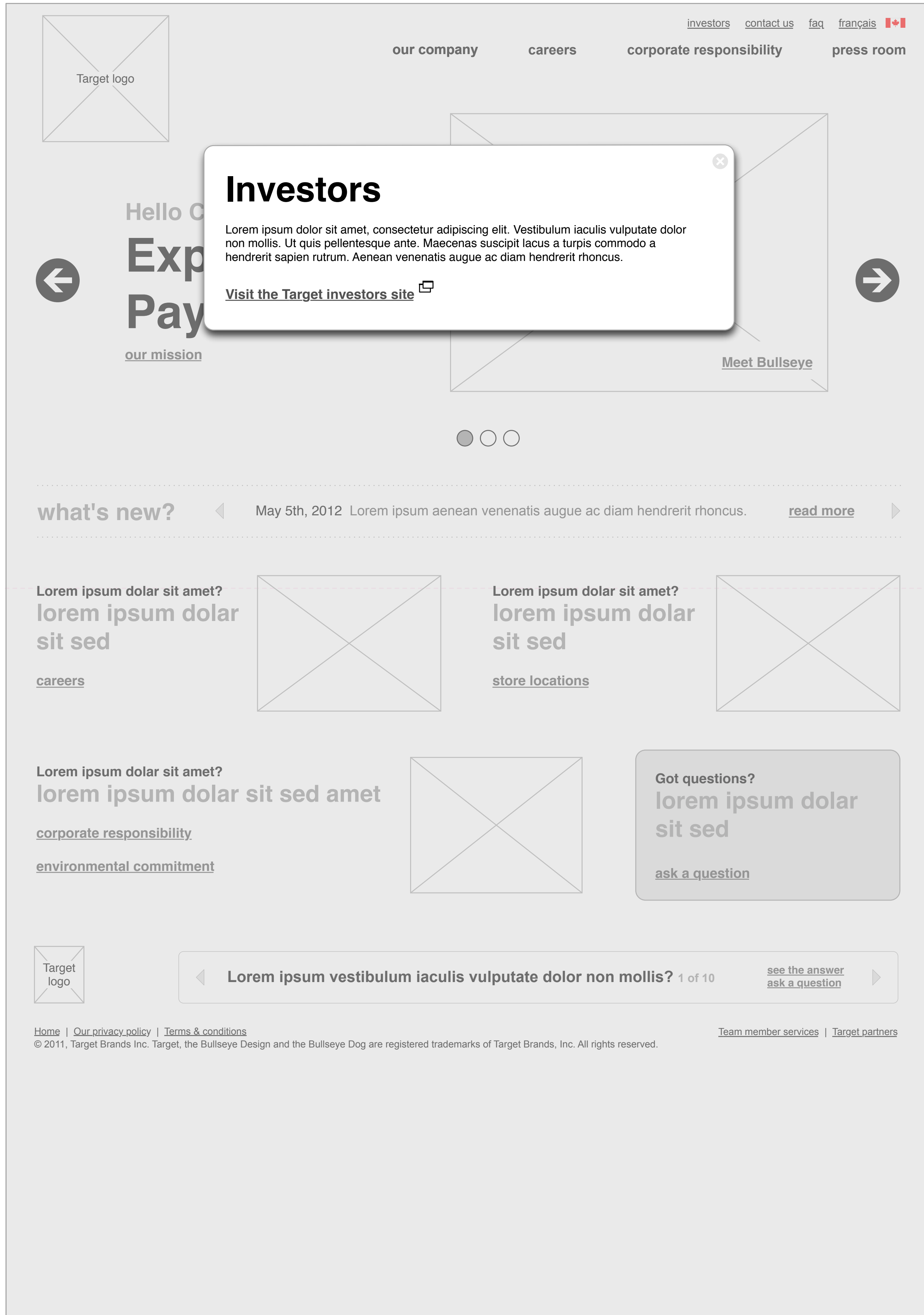
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1.0

Link-out layer			
The link to the investors site will handled in a layer			
Interactions			
Item [Type]	User Action	Behaviour/Response	Destination
Close button	Hover	Display hover state	On page
	Click	Close link-out layer	Current browser window
Links	Hover	Display hover state	On page
	Click	http://investors.target.com/	New browser window

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# contact us

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First name:

Last name:

Email:

Confirm Email:

Phone number (optional):

Your comments:

◀  **Lorem ipsum vestibulum iaculis vulputate dolor non mollis? 1 of 10** [see the answer](#) [ask a question](#) ▶

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2.0

Contact form

Interactions			
Item [Type]	User Action	Behaviour/Response	Destination
Send button	Hover	Display hover state	On page
	Click	Submit form	Current browser window

Errors		
Item [Type]	User Action	Error message
First name	Missing first name	Missing
Last name	Missing last name	Missing
Email	Missing or malformed email	Missing
Confirm Email	Email does not match previously entered email	Doesn't match address above
Phone number	Malformed	Invalid format

Error states

*Success state:*

First name:

*Error state:*

First name: Error message

Thank you state

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**Thank you**

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Creator Patrick Jordan  
Modified Thu Mar 08 2012

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Target logo

# faq

Home > frequently asked questions

1.0 View all

View top 10

Filter by topic:

- Target careers
- Target in Canada
- Shopping at Target
- Target locations
- Target in the community
- Target pharmacy franchise ownership

2.0 Have a question?

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Name

Location (optional)

Email

Your question

I accept the [terms & conditions](#) of this site. (Learn about how we protect your [privacy](#).)

3.0 Target careers

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Target in Canada

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1.0 Filter

The user will be able to select a topic from this menu. upon doing so, only the questions related to the subject will be displayed.

Interactions

Item [Type]	User Action	Behaviour/Response	Destination
'View all' link	Hover	Display hover state	On page
	Click	Display all FAQ	On page
Other filter links	Hover	Display hover state	On page
	Click	Display only the corresponding FAQ	On page

2.0 Question box

Interactions

Item [Type]	User Action	Behaviour/Response	Destination
'Ask' button	Hover	Display hover state	On page
	Click	Submit form	Current browser window

Errors

Item [Type]	User Action	Error message
Name	Missing name	Please provide your name so that we may address you
Email	Missing/malformed email	Please provide a valid email address
Your question	Missing question	Please provide a question for us to answer

Error states

Success state:

Error state:

Various states

Question box, closed:

Question box, 'thank you' state:

Thank you! consectetur adipiscing elit. Vestibulum iaculis vulputate dolor non mollis. Ask another question.

Name

Location (optional)

Email

Your question

I accept the [terms & conditions](#) of this site. (Learn about how we protect your [privacy](#).)

Ask a question tab

This tab appears once the "Have a question?" form is out of the viewport. As a user scrolls down, the position of this tab remains fixed. If a user clicks it, they are anchored to the top of the page revealing the form.

3.0

FAQ boxes

Each FAQ box will display a question aligned to the left and an icon to indicate the display state of the question aligned to the right. Clicking the question or the icon will show or hide the answer to the question.

Interactions

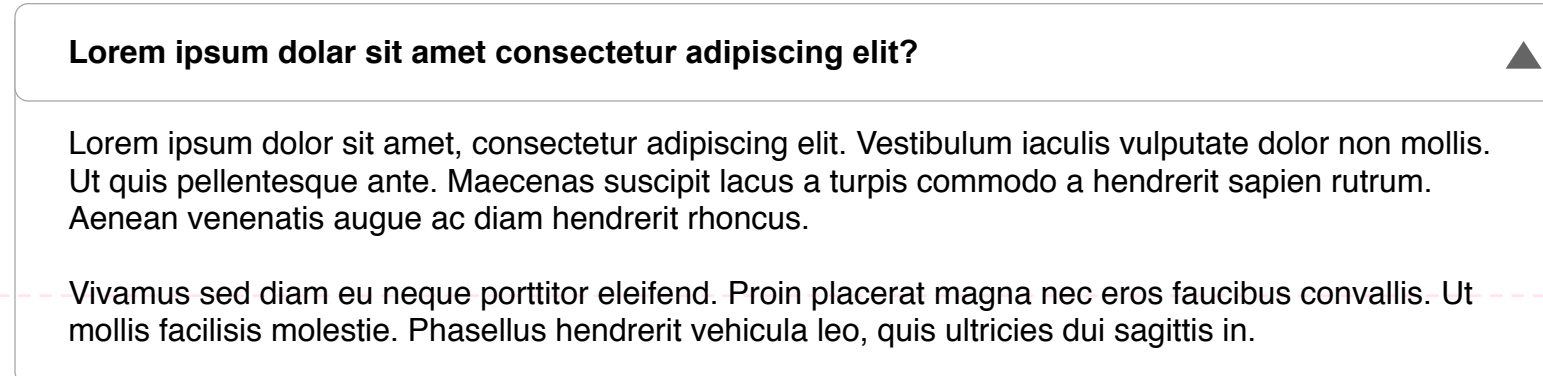
Item [Type]	User Action	Behaviour/Response	Destination
Question	Hover	Display hover state (see example below)	On page
	Click	If answer is hidden, show answer. If answer is visible, hide answer.	On page
Icon	Hover	Display hover state (see example below)	On page
	Click	If answer is hidden, show answer. If answer is visible, hide answer.	On page

States

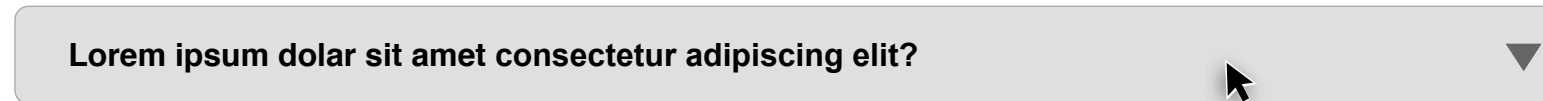
Closed state



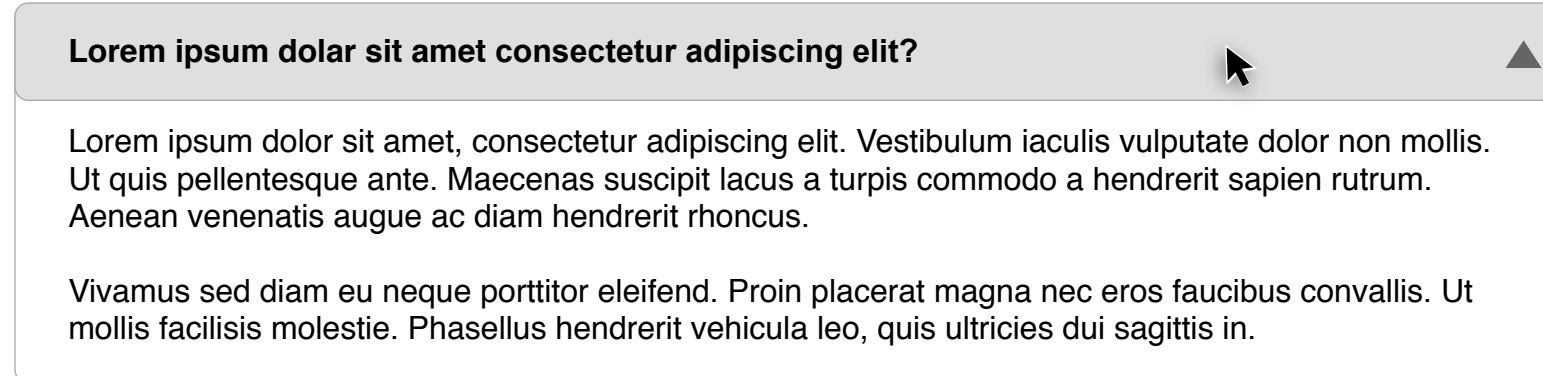
Open state



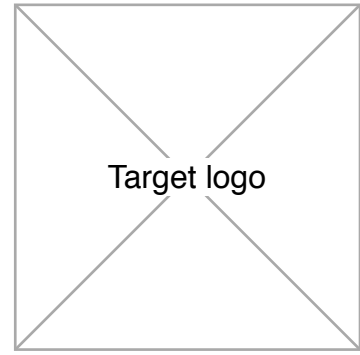
Hover state, closed



Hover state, open








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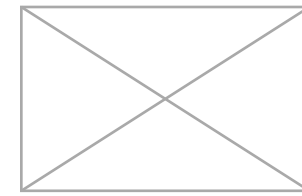
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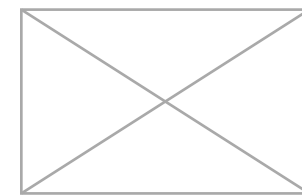
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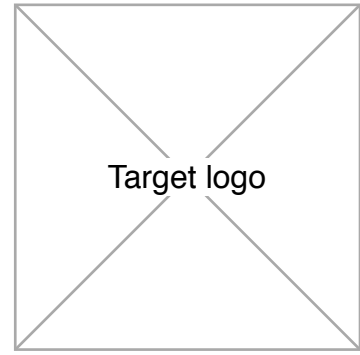
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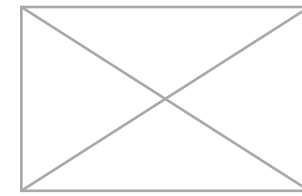
Quisque sollicitudin accumsan est quis malesuada. Nam tincidunt, lorem vitae pretium laoreet, enim metus posuere neque, vel ullamcorper dolor nisi id ligula. Duis id est sit amet urna venenatis accumsan. Aliquam tempus feugiat nunc, sed scelerisque sapien vestibulum commodo. Suspendisse potenti. Vivamus tincidunt laoreet tincidunt.

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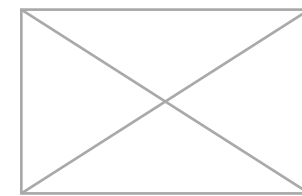
Vivamus sed diam eu neque porttitor eleifend. Proin placerat magna nec eros faucibus convallis. Ut mollis facilisis molestie. Phasellus hendrerit vehicula leo, quis ultricies dui sagittis in. Nulla facilisi. Duis ante tortor, ultricies euismod convallis vitae, suscipit nec sapien.

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**Feature Content Panel**

Overview		
Item	Location	Description/Attributes
Feature Content Panel	0.0 Home	Each panel will have a unique and free-form design which may break out of its container

**'What's new' item**

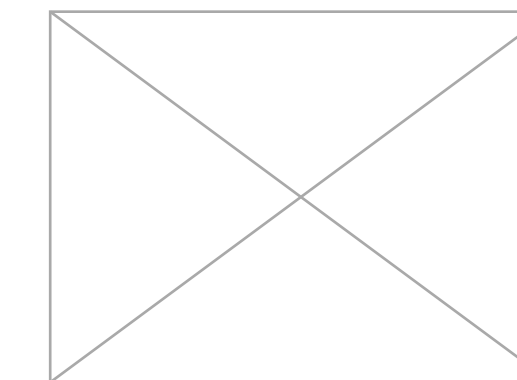
Overview		
Item	Location	Description/Attributes
'What's new' item	0.0 Home	Each item will contain a date, a short description and an action to bring the user to the corresponding content. <b>Date:</b> This will appear in the format of: "[NameOfMonth] [DayOfMonth(ordinal)], [Year]" <b>Short description:</b> This will have a character limit of 40 characters (to be tested and confirmed with final code). <b>Action:</b> This will be a text-based link. By default it will be "read more".

**Homepage callouts**

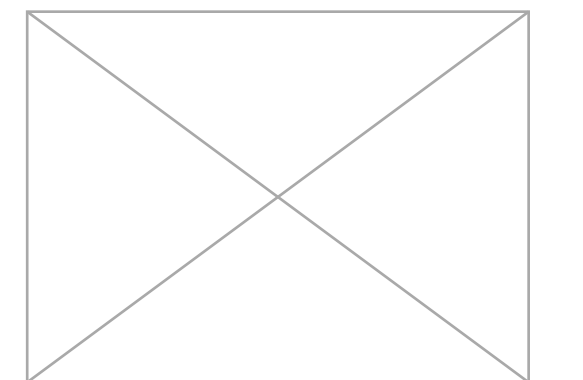
Overview		
Item	Location	Description/Attributes
Callout	0.0 Home	The homepage will feature several callouts. These callouts will follow a standard design but may also feature occasional custom elements.  The standard design will have these standard attributes: a <b>title</b> , a <b>subhead</b> , an <b>action</b> and an <b>image</b> . The total height of the text should not exceed the total height of the image. The image may break out of its container.  The width of each of these callouts will vary – as a result, determining character counts for each will be difficult. They will always appear 1 or 2 to a row occupying the full width of the row.

50%/50% width example:

**Lorem ipsum dolor sit amet?  
 lorem ipsum dolor  
 sit sed**  
[careers](#)

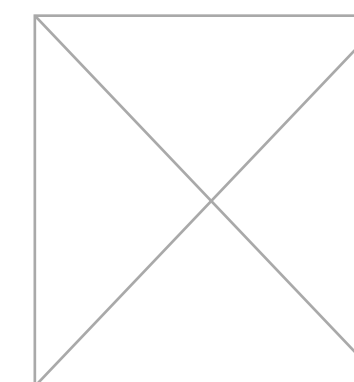


**Lorem ipsum dolor sit amet?  
 lorem ipsum dolor  
 sit sed**  
[store locations](#)

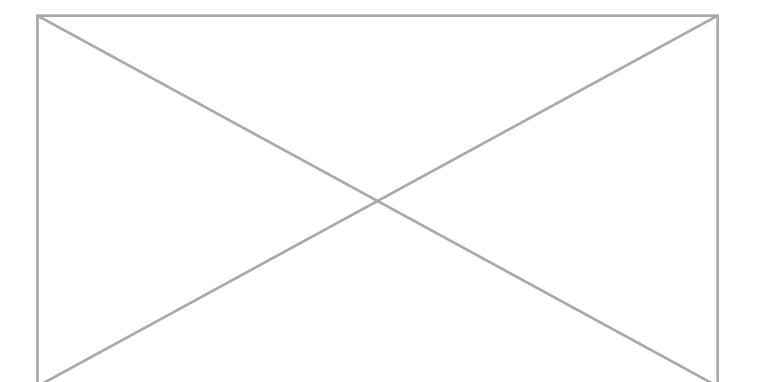


33%/66% width example:

**Lorem ipsum dolor sit  
 amet?  
 lorem ipsum  
 dolor sit**  
[careers](#)

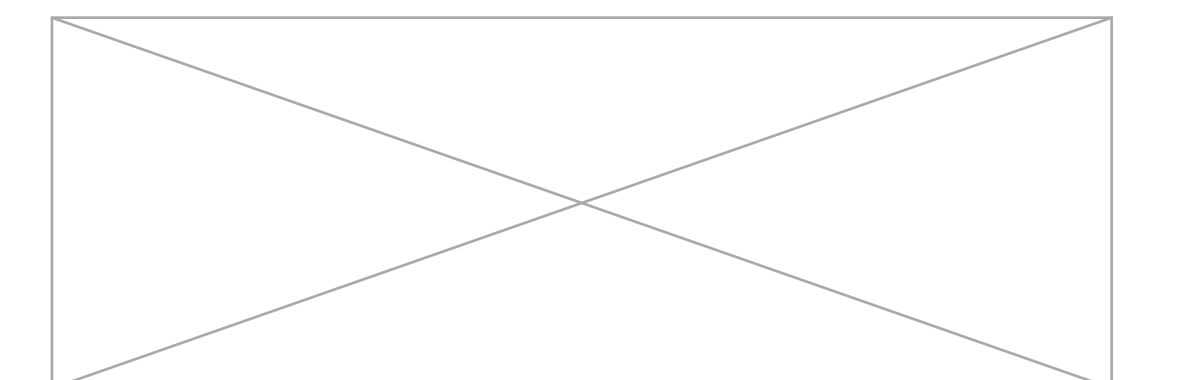


**Lorem ipsum dolor sit amet?  
 lorem ipsum dolor sit sed  
 amet, con sectetur**  
[store locations](#)



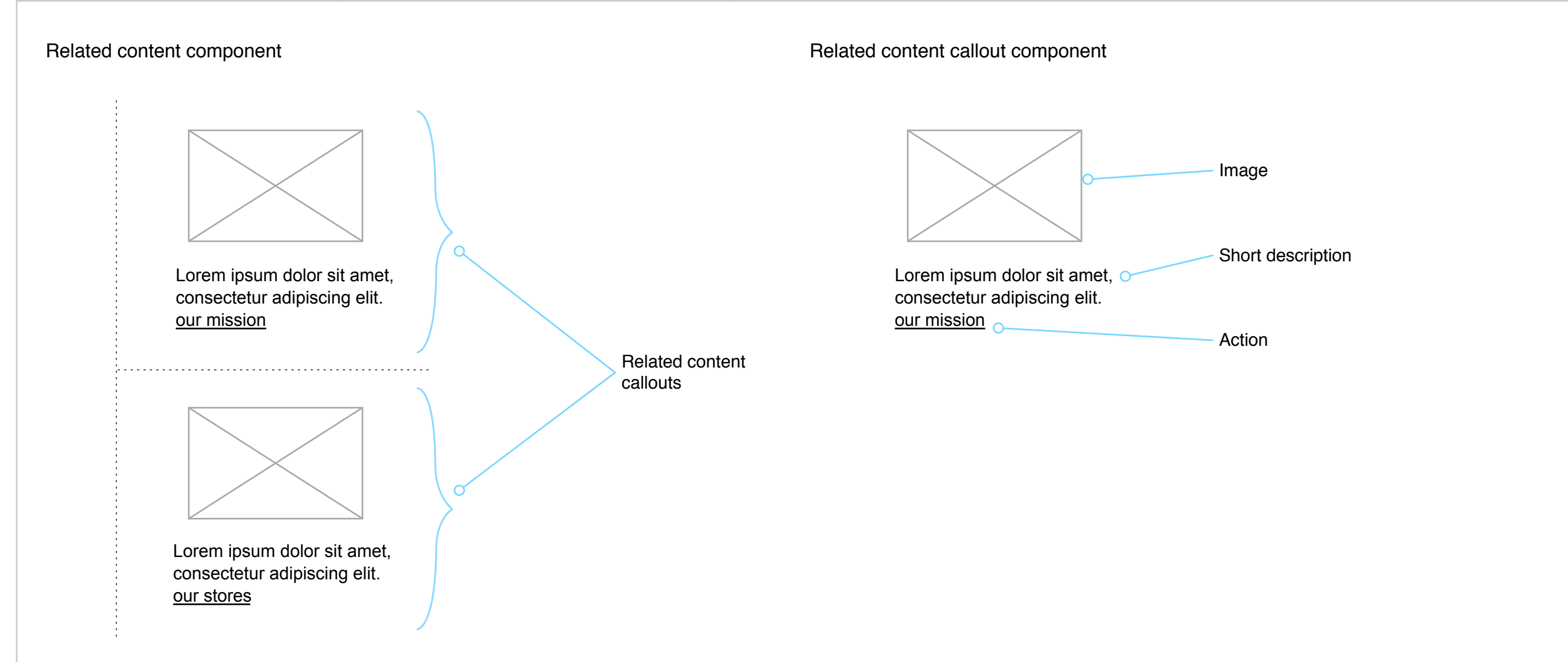
100% width example:

**Vivamus sed diam eu neque porttitor eleifend facilisis molestie?  
 Lorem ipsum dolor sit amet, con  
 sectetur adipiscing elit**  
[careers](#)





Related content		
Overview		
Item	Location	Description/Attributes
Related content	Most secondary and tertiary pages	Each related content component will feature two related content callouts. They will appear on the right-hand side of the page, aligned to the top of the page's content.
Related content callout	Within the related content component	Each related content callout will feature an <b>image</b> , a <b>short description</b> , and an <b>action</b> .  <b>Image:</b> The image will never be wider than the width of the surrounding Related content component.  <b>Short description:</b> This will have a character limit of 30 characters and wrap once to no more than 2 lines (to be tested and confirmed with final code).  <b>Action:</b> This will be a text-based link with a character limit of 20 characters (to be tested and confirmed with final code).



Question widget		
Overview		
Item	Location	Description/Attributes
Question widget	Every page, in the footer	This component features a <b>question</b> and 2 <b>actions</b> .  <b>Question:</b> This will have a character limit of 80 characters and wrap once to no more than 2 lines (to be tested and confirmed with final code).  <b>Actions:</b> These will always read: "see the answer" and "ask a question". "See the answer" could go to any page of the target.ca site depending on which page features the content that next answers the question. "Ask a question" will always bring the user to the FAQ page with the question widget open.

1 line of copy example:



2 lines of copy example:

