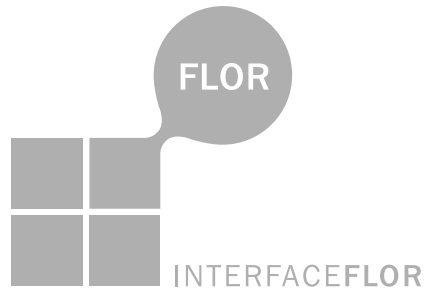


Splash Screen

For information flow only not intended as a visual design



<< **REGULAR SITE** >>

No plug-in required

<< **ENHANCED SITE** >>

Requires the Java 1.4.2 plug-in

>> GO GET IT!

Entry point to Flor's site. The user may choose their site preference:

- 1) Regular site - Grokker is only used in the Gallery section using current applet technology
- 2) Enhanced site - Grokker is used in the store and gallery section. The customer must download the newest Java plug-in if they don't already have it. The applet for this site takes advantage of the latest java technology.

There should be a test on this page that verifies their browser and plug-in can handle the technology. This can be done with a little java applet animation.

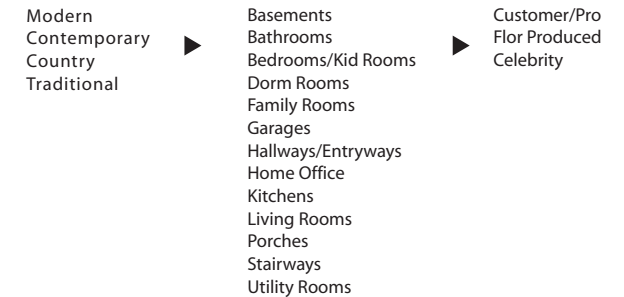
Gallery (Part Two)

For information flow only not intended as a visual design

Customer selects Gallery and is given these options:

1) Customer can select a genre. Once it is selected such as modern then the applications are revealed such as bathrooms, etc. Then when an application is selected there would be gallery/use cases from customers/pros, Flor, and celebrities based on the application. Inside each of these profiles would be gallery/use cases

FLOR Finder Flow



Gallery (Part Three)

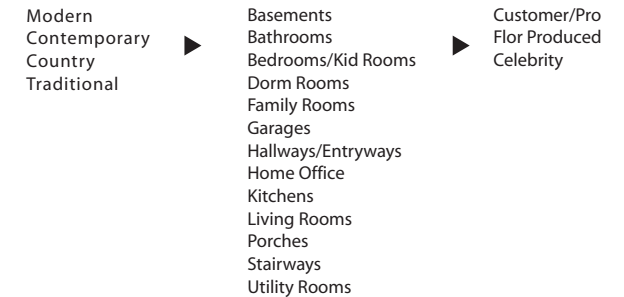
For information flow only not intended as a visual design

The wireframe shows a web interface for a gallery. At the top, there is a navigation bar with the date 'November 28, 2003' and links for 'CATALOG', 'CUSTOMER SERVICE', 'MY ACCOUNT', and 'LOG IN/LOG OUT'. Below this is a secondary navigation bar with 'SHOPPING CART', 'CHECKOUT', 'CONFIGURE YOUR FLOR', and 'ROOM CALCULATOR'. The main navigation includes 'Shop', 'FLOR at Work', 'FLOR at Home', and '[Gallery]'. On the left, there are three filter sections: 'Select a color' with a grid of color swatches, 'Select a pattern' with a dropdown menu, and 'Select a genre' with a dropdown menu. A 'Reset' button is located below the filters. The main content area contains three large grey placeholder boxes. The first is labeled 'Customers' and has '< select a profile' to its right. The second is labeled 'Celebrities' and has '<< COPY>>' to its right. The third is labeled 'Flor' and 'Bedrooms' below it. The footer contains copyright information and links: '© 2003 InterfaceFLOR | CATALOG | SURVEY | ABOUT US | CUSTOMER SERVICE | LEGAL | PRIVACY | TERMS OF USE | INTERFACE INC.'

Customer selects Gallery and is given these options:

1) Customer can select a genre. Once it is selected such as modern then the applications are revealed such as bathrooms, etc. Then when an application is selected there would be gallery/use cases from customers/pros, Flor, and celebrities based on the application. Inside each of these profiles would be gallery/use cases

FLOR Finder Flow



Gallery (Part Four)

For information flow only not intended as a visual design

The wireframe shows a web interface for a gallery. At the top, there is a navigation bar with the date "November 28, 2003" and links for "CATALOG", "CUSTOMER SERVICE", "MY ACCOUNT", and "LOG IN/LOG OUT". Below this is a secondary bar with "SHOPPING CART", "CHECKOUT", "CONFIGURE YOUR FLOR", and "ROOM CALCULATOR". The main navigation includes "Shop", "FLOR at Work", "FLOR at Home", and "[Gallery]".

On the left side, there are three filter sections: "Select a color" with a grid of color swatches, "Select a pattern" with a dropdown menu, and "Select a genre" with a dropdown menu. A "Reset" button is located below these filters.

The main content area displays four customer profiles, each represented by a large grey placeholder box. The profiles are labeled "Customer 1", "Customer 2", "Customer 3", and "Customer 4". To the right of the first two profiles, there are text elements: "< select an image" and "<< COPY>>".

At the bottom of the main content area, the word "Customers" is centered. The footer contains copyright information: "© 2003 InterfaceFLOR" and a series of links: "CATALOG | SURVEY | ABOUT US | CUSTOMER SERVICE | LEGAL | PRIVACY | TERMS OF USE | INTERFACE INC."

Customer selects Gallery and is given these options:

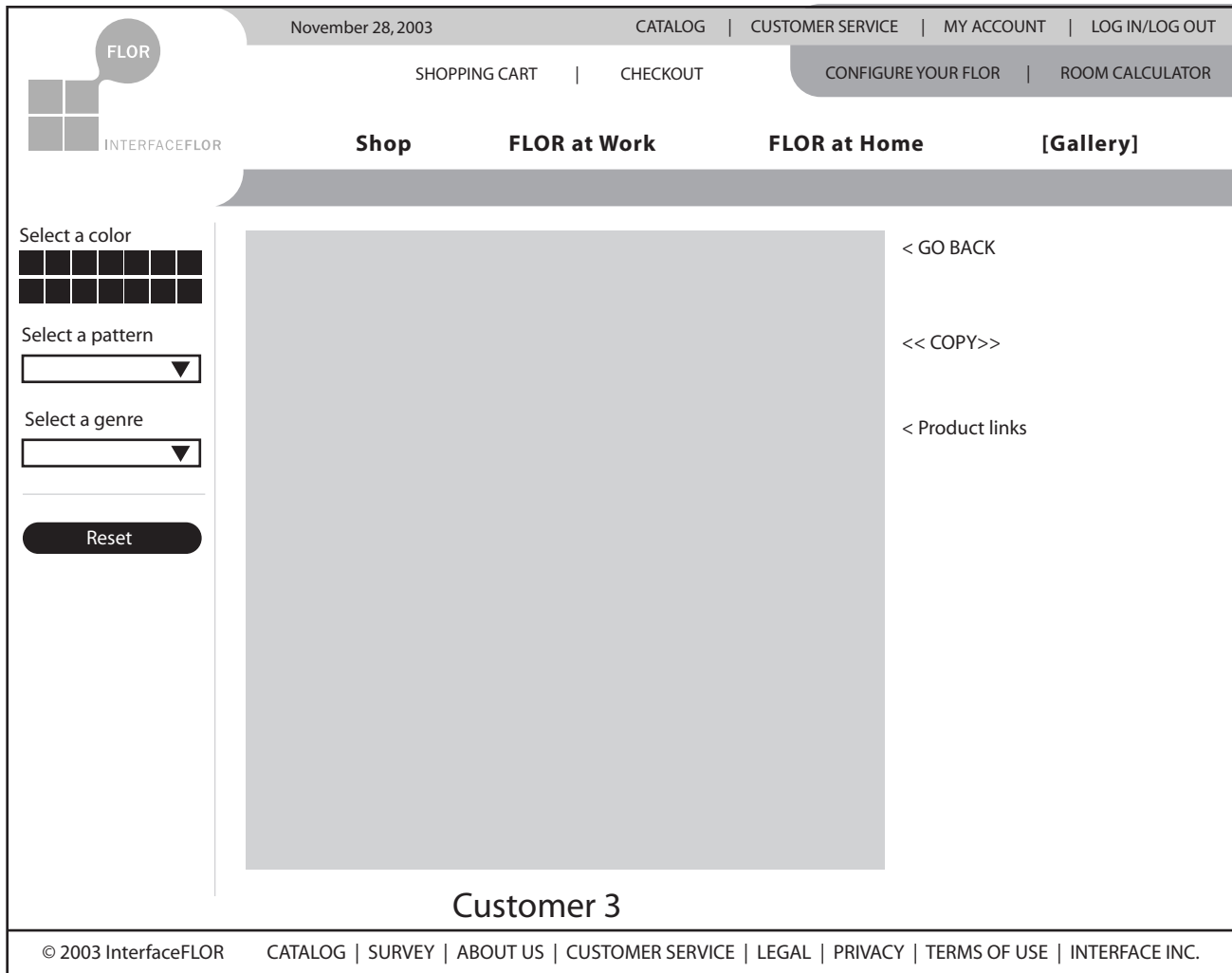
1) Customer can select a genre. Once it is selected such as modern then the applications are revealed such as bathrooms, etc. Then when an application is selected there would be gallery/use cases from customers/pros, Flor, and celebrities based on the application. Inside each of these profiles would be gallery/use cases

FLOR Finder Flow



Gallery (Part Five)

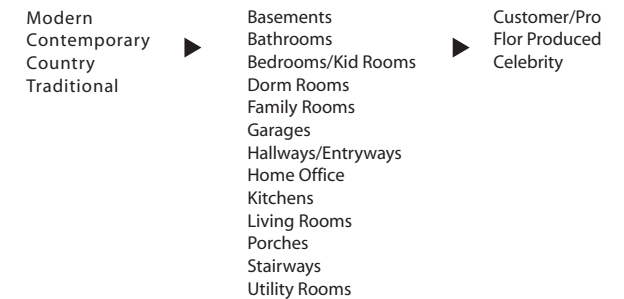
For information flow only not intended as a visual design



Customer selects Gallery and is given these options:

- 1) Gallery image blows up
- 2) Copy in use case style
- 3) links to products being used

FLOR Finder Flow



Customer Service

For information flow only not intended as a visual design

November 28, 2003

CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT

SHOPPING CART | CHECKOUT | CONFIGURE YOUR FLOR | ROOM CALCULATOR

Shop FLOR at Work FLOR at Home Gallery

>> Contacts

- Phone numbers
- Emails
- Reseller Program/Design Affiliate (contact/sign-up)

>> Link to Help Desk

- Knowledgebase
- FAQs
- Support Request form

>> Policies

- Returns Policy
- Shipping Policy

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Customer goes to customer service and is given the options noted to the left.

My Account

For information flow only not intended as a visual design

November 28, 2003

CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT

SHOPPING CART | CHECKOUT | CONFIGURE YOUR FLOR | ROOM CALCULATOR

Shop FLOR at Work FLOR at Home Gallery

>> Create/Edit Account Profile Info
Save account info for faster checkout

>> Change Password
for security reasons

>> Check Orders
Check the status of an order in process

****Reseller/Design Pro Only****

>> Sales/Marketing Tools

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Customer goes to My account and is given the options noted to the left.

If a Reseller/Designer is logged-in they will have access to sales/marketing tools produced by Flor. If the customer wants these tools they will come here click on the link and then a pop-up mini site/extranet will have all the necessary docs etc.

Configurator

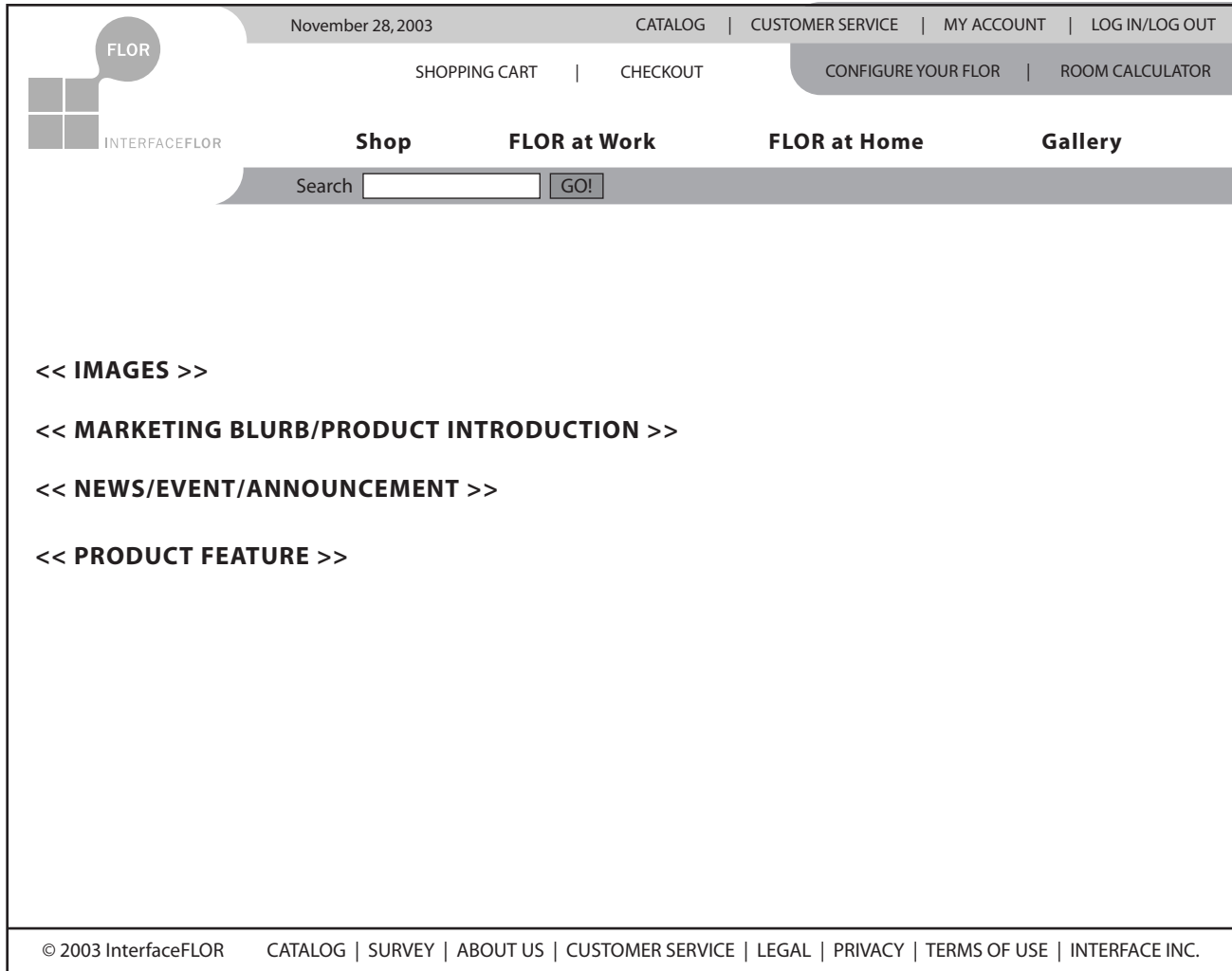
For information flow only not intended as a visual design

The wireframe shows a web interface for a floor configurator. At the top left is the InterfaceFLOR logo, a 2x2 grid of squares. To its right is a date: November 28, 2003. A navigation bar contains links: CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT. Below this is a secondary navigation bar with: SHOPPING CART | CHECKOUT | CONFIGURE YOUR FLOR | ROOM CALCULATOR. A main menu below features four categories: Shop, FLOR at Work, FLOR at Home, and Gallery. The main content area is mostly empty, with the text '>> TBD' on the left side. At the bottom is a footer with: © 2003 InterfaceFLOR | CATALOG | SURVEY | ABOUT US | CUSTOMER SERVICE | LEGAL | PRIVACY | TERMS OF USE | INTERFACE INC.

It is unclear how this will work presently

Home Page

For information flow only not intended as a visual design



Entry point to Flor's site. The user may go any direction at this point but the home page content area should do these things:

- 1) Show general gallery/product shots
- 2) Introduce the idea of modular flooring through copy
- 3) Highlight new products/campaigns such as designer program
- 4) Highlight recent press or event

NOTE: There is no search on the enhanced site

Log-in/out

For information flow only not intended as a visual design

November 28, 2003 CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT
SHOPPING CART | CHECKOUT CONFIGURE YOUR FLOR | ROOM CALCULATOR

Shop **FLOR at Work** **FLOR at Home** **Gallery**

>> Customers with an account
> Create an account

>> Partners/Affiliates

>> Reseller/Desinger
> Create an account

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Customers who have created an account with Flor may log-in here to access their account info (My Account)

Partners/Affiliate will also log-in here to get to their special pricing/promotions from Flor. These customers will need a valid email account from the participating partner ie. someone@statefarm.com or someone@ingeo.com. These people will be taken to a new home page that is co-branded for that partner.

Resellers and/or Professional designers who have already signed up with Flor and have been approved for discounts will log-in here. Once logged in they will receive a different home page geared toward the professional profile. They will also have special pricing and access to sales and marketing tools produced by Flor.

Reseller/Professional Designer

For information flow only not intended as a visual design

The wireframe shows a website header with a date of November 28, 2003, and navigation links: CATALOG, CUSTOMER SERVICE, MY ACCOUNT, LOG IN/LOG OUT, SHOPPING CART, CHECKOUT, CONFIGURE YOUR FLOR, and ROOM CALCULATOR. Below the header are four main navigation tabs: Shop, FLOR at Work, FLOR at Home, and Gallery. The main content area contains five placeholder sections: << IMAGES >>, << MARKETING BLURB/PRODUCT INTRODUCTION >>, << NEWS/EVENT/ANNOUNCEMENT >>, << PRODUCT FEATURE >>, and << SALES/MARKETING TOOLS >>. The footer contains copyright information and additional navigation links: CATALOG, SURVEY, ABOUT US, CUSTOMER SERVICE, LEGAL, PRIVACY, TERMS OF USE, and INTERFACE INC.

Resellers and/or Professional designers who have already signed up with Flor and have been approved will be issued a log-in and password. Once logged-in they will be taken to a new home page/site.

- 1) Special pricing
- 2) Marketing copy on home page geared toward the Professional which includes news and announcements
- 3) Sales and marketing tools become available to the user in the My Account section with a link to that section on the home page highlighting their existence


Partner/Affiliate

For information flow only not intended as a visual design

November 28, 2003 CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT

SHOPPING CART | CHECKOUT CONFIGURE YOUR FLOR | ROOM CALCULATOR

FLOR INTERFACEFLOR **Shop** **FLOR at Work** **FLOR at Home** **Gallery**

 COMPANY X LOGO

<< **IMAGES** >>

<< **MARKETING BLURB/PRODUCT INTRODUCTION** >>

<< **NEWS/EVENT/ANNOUNCEMENT** >>

<< **PRODUCT FEATURE** >>

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Partners/Affiliates may access special pricing from Flor. Once logged-in they will be taken to a new home page/site.

- 1) Special pricing
- 2) Marketing copy on home page geared toward that partner which includes news and announcements

Shop (Basic)

For information flow only not intended as a visual design

The wireframe shows a top navigation bar with the date "November 28, 2003" on the left and links for "CATALOG", "CUSTOMER SERVICE", "MY ACCOUNT", and "LOG IN/LOG OUT" on the right. Below this is a secondary bar with "SHOPPING CART" and "CHECKOUT" on the left, and "CONFIGURE YOUR FLOR" and "ROOM CALCULATOR" on the right. The main navigation area features the "INTERFACEFLOR" logo on the left and four menu items: "[Shop]", "FLOR at Work", "FLOR at Home", and "Gallery". Below the navigation is a search bar with the text "Search" and a "GO!" button. The main content area contains four sections, each with a heading in all caps and double angle brackets: "<< IMAGES >>", "<< MARKETING BLURB/PRODUCT INTRODUCTION >>", "<< PRODUCT FEATURE >>", and "<< PRODUCT FAMILIES >>". The footer contains the copyright notice "© 2003 InterfaceFLOR" and a series of links: "CATALOG | SURVEY | ABOUT US | CUSTOMER SERVICE | LEGAL | PRIVACY | TERMS OF USE | INTERFACE INC."

Customer selects Shop and is given these options:

- 1) Show general gallery/product shots
- 2) Expand the idea of modular flooring through copy (Rugs vs. W2W)
- 3) Highlight new products
- 4) Introduce product families ie. Fast Forward, Patio, etc.

NOTE: There is no search on the enhanced site

Shop (Enhanced)

For information flow only not intended as a visual design

The wireframe shows a web page layout for the 'Shop' section. At the top left is the 'FLOR' logo. The top navigation bar includes the date 'November 28, 2003' and links for 'CATALOG', 'CUSTOMER SERVICE', 'MY ACCOUNT', and 'LOG IN/LOG OUT'. A secondary navigation bar contains 'SHOPPING CART', 'CHECKOUT', 'CONFIGURE YOUR FLOR', and 'ROOM CALCULATOR'. Below this is a sub-navigation bar with tabs for '[Shop]', 'FLOR at Work', 'FLOR at Home', and 'Gallery'. The main content area features a grid of product thumbnails, each labeled 'Flor FamilyName'. To the right of the grid are two columns of text: '< Select a product' and '<<MARKETING COPY>>'. On the left side, there are three filter sections: 'Select a color' with a grid of color swatches, 'Select a pattern' with a dropdown menu, and 'Select a texture' with a dropdown menu. A 'Reset' button is located below the filters. The footer contains copyright information and additional navigation links: '© 2003 InterfaceFLOR | CATALOG | SURVEY | ABOUT US | CUSTOMER SERVICE | LEGAL | PRIVACY | TERMS OF USE | INTERFACE INC.'

Customer loads FLOR Finder:

- 1) Level one of FF are all of the product families plus a pre-configured rug category
- 2) There is marketing copy next to FF describing Flor and rugs vs. W2W

Shop (Basic - Part 2)

For information flow only not intended as a visual design

November 28, 2003 CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT

SHOPPING CART | CHECKOUT CONFIGURE YOUR FLOR | ROOM CALCULATOR

INTERFACEFLOR [Shop] FLOR at Work FLOR at Home Gallery

Search

<<GALLERY IMAGES >> << MARKETING BLURB/PRODUCT INTRODUCTION >>

<< FAMILY COLORS >>

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Customer selects a product family and is given these options:

- 1) Marketing and gallery images tailored to product
- 2) All colors for family are displayed

NOTE: There is no search on the enhanced site

Shop (Enhanced - Part 2)

For information flow only not intended as a visual design

The wireframe shows a web page layout for a shop. At the top, there is a navigation bar with the date "November 28, 2003" and links for "CATALOG", "CUSTOMER SERVICE", "MY ACCOUNT", and "LOG IN/LOG OUT". Below this is a secondary navigation bar with "SHOPPING CART", "CHECKOUT", "CONFIGURE YOUR FLOR", and "ROOM CALCULATOR". The main content area has a header with "INTERFACEFLOR" and four tabs: "[Shop]", "FLOR at Work", "FLOR at Home", and "Gallery". On the left side, there are three selection menus: "Select a color" (a grid of 12 squares), "Select a pattern" (a dropdown menu), and "Select a texture" (a dropdown menu). Below these is a "Reset" button. The main content area displays a grid of 9 product thumbnails, each labeled "Flor ColorName". To the right of the grid are two links: "< SEE ALL FAMILIES" and "<<MARKETING COPY>>". At the bottom of the grid is the text "Flor FamilyName". The footer contains copyright information: "© 2003 InterfaceFLOR" and links for "CATALOG", "SURVEY", "ABOUT US", "CUSTOMER SERVICE", "LEGAL", "PRIVACY", "TERMS OF USE", and "INTERFACE INC."

Customer selects a product family in the FLOR Finder:

- 1) The FF reveals all the colors associated with that family
- 2) Marketing copy is tailored to that product

Shop (Basic - Part 3)

For information flow only not intended as a visual design

November 28, 2003 CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT


SHIPPING CART | CHECKOUT CONFIGURE YOUR FLOR | ROOM CALCULATOR

FLOR

INTERFACEFLOR [Shop] FLOR at Work FLOR at Home Gallery

Search

<<GALLERY IMAGES >> << MARKETING BLURB/PRODUCT INFO >>



Price Qty

CONFIGURE YOUR FLOR | ROOM CALCULATOR

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Customer selects a color and is given these options:

- 1) Marketing and gallery images tailored to that color. The images should show the product as a rug, as wall 2 wall and combined with another product as a rug or wall 2 wall.
- 2) large product image
- 3) add to cart functionality - sample or real order
- 4) Flor tools - configurator and room calculator

NOTE: There is no search on the enhanced site

Shop (Enhanced - Part 3)

For information flow only not intended as a visual design

The wireframe shows a top navigation bar with the date "November 28, 2003" and links for "CATALOG", "CUSTOMER SERVICE", "MY ACCOUNT", and "LOG IN/LOG OUT". Below this is a secondary bar with "SHOPPING CART", "CHECKOUT", "CONFIGURE YOUR FLOR", and "ROOM CALCULATOR".

The main content area features a breadcrumb trail: "[Shop] FLOR at Work FLOR at Home Gallery". On the left, there are three selection menus: "Select a color" (with a 2x8 grid of color swatches), "Select a pattern" (with a dropdown arrow), and "Select a texture" (with a dropdown arrow). A "Reset" button is located below these menus.

The central product display area contains a 2x2 grid of placeholder images. The top-left image is labeled "Color Swatch", the top-right "Color as Rug", the bottom-left "Color Wall 2 Wall", and the bottom-right "Color combined". Below the grid is the text "Flor ColorName".

On the right side of the product area, there are several interactive elements: a link "< SEE ALL colors", a placeholder "<<MARKETING COPY>>", a "Price" field with an input box, a "Qty" field with an input box, and a "BUY" button. Below these is a prominent "ORDER A SAMPLE" button. At the bottom right, there are two links: "> CONFIGURE YOUR FLOR" and "> ROOM CALCULATOR".

The footer contains the copyright notice "© 2003 InterfaceFLOR" and a series of links: "CATALOG | SURVEY | ABOUT US | CUSTOMER SERVICE | LEGAL | PRIVACY | TERMS OF USE | INTERFACE INC."

Customer selects a color in the FLOR Finder:

- 1) The FF reveals all the color swatch plus in-location shots of it as a rug, as wall to wall, and combined with another color or colors either as a rug or wall to wall
- 2) copy tailored to color
- 3) no matter what node gets clicked on in the flor finder at this level in this category the add to cart functionality will always be present.

Flor at Work

For information flow only not intended as a visual design

November 28, 2003

CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT

SHOPPING CART | CHECKOUT | CONFIGURE YOUR FLOR | ROOM CALCULATOR

FLOR

INTERFACEFLOR

Shop [FLOR at Work] FLOR at Home Gallery

Search GO!

<< MARKETING BLURB/PRODUCT INFO >>

<<GALLERY IMAGES >>

- Stores >
- Hotels >
- Restaurants/Bars >
- Offices >

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Customer selects Flor at Work and is given these options:

- 1) Marketing and gallery images tailored to Flor outside the home.
- 2) links to more imagery and copy for Stores, Hotels, Restaurants/Bars, and Offices

NOTE: There is no search on the enhanced site

Flor at Home

For information flow only not intended as a visual design

The wireframe shows a website header with a date of November 28, 2003, and navigation links for CATALOG, CUSTOMER SERVICE, MY ACCOUNT, and LOG IN/LOG OUT. Below this is a secondary navigation bar with SHOPPING CART, CHECKOUT, CONFIGURE YOUR FLOR, and ROOM CALCULATOR. A main navigation bar features Shop, FLOR at Work, [FLOR at Home], and Gallery. A search bar with a GO! button is positioned below the navigation. The main content area contains a placeholder for marketing blurb/product info and a gallery section with categories: Modern, Contemporary, Country, and Traditional. The footer includes copyright information for 2003 InterfaceFLOR and additional navigation links: CATALOG, SURVEY, ABOUT US, CUSTOMER SERVICE, LEGAL, PRIVACY, TERMS OF USE, and INTERFACE INC.

Customer selects Flor at Home and is given these options:

- 1) Marketing and gallery images tailored to Flor for the home.
- 2) links to more imagery and copy for modern, contemporary, country, and traditional applications

NOTE: There is no search on the enhanced site

Flor at Home (Part 2)

For information flow only not intended as a visual design

The wireframe shows a website header with the date "November 28, 2003" and navigation links: CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT. Below this is a secondary navigation bar with SHOPPING CART | CHECKOUT | CONFIGURE YOUR FLOR | ROOM CALCULATOR. The main navigation includes Shop, FLOR at Work, [FLOR at Home], and Gallery. A search bar with a "GO!" button is present. The main content area features a "MARKETING BLURB/PRODUCT INFO" section and a "GALLERY IMAGES" section with a dropdown menu for "Modern" containing: Basements, Bathrooms, Bedrooms/Kid Rooms, Dorm Rooms, Family Rooms, Garages, Hallways/Entryways, Home Office, Kitchens, Living Rooms, Porches, Stairways, and Utility Rooms. The footer contains copyright information and additional links: © 2003 InterfaceFLOR | CATALOG | SURVEY | ABOUT US | CUSTOMER SERVICE | LEGAL | PRIVACY | TERMS OF USE | INTERFACE INC.

Customer selects Flor at Home and is given these options:

- 1) Marketing and gallery images tailored to Flor for the home for a particular style such as modern.
- 2) links to more imagery and copy based on application like bathroom, kitchen, basement, etc.

NOTE: There is no search on the enhanced site

Gallery (Part One)

For information flow only not intended as a visual design

November 28, 2003 CATALOG | CUSTOMER SERVICE | MY ACCOUNT | LOG IN/LOG OUT

SHOPPING CART | CHECKOUT CONFIGURE YOUR FLOR | ROOM CALCULATOR

Shop FLOR at Work FLOR at Home [Gallery]

Select a color
Select a pattern
Select a genre
Reset

Modern Contemporary
Traditional Country

< select a genre
<< COPY>>

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Customer selects Gallery and is given these options:

1) Customer can select a genre. Once it is selected such as modern then the applications are revealed such as bathrooms, etc. Then when an application is selected there would be gallery/use cases from customers/pros, Flor, and celebrities based on the application. Inside each of these profiles would be gallery/use cases

FLOR Finder Flow

