

Client CVS – Weekly Ad	Page 1 of 7	Prepared by Lisa Mullinaux	Date 6/6/07
Deliverable Competitive - learnings		Approved by	Date 6/6/07

Challenge: How to avoid confusion between shopping on line and in a physical store?

Current flows that can cause confusion:

- shopping list to take to a store (via weekly ad) vs. shopping lists for online purchases
- Ads/promos and pricing – prices for only in-store specials vs. online shopping only
- Links that can take the user out of the weekly ads, to other online experiences (ie, ExtraCare Program enrollment, “free shipping” promo)



Office Depot's clearly labels their 2 shopping experiences as “online” and “instore”; also, the Call to Action is “shop” and “view”.

Office Depot's weekly ad opens in a new window. The abbreviated navigation gets the user back to the site.



Walgreen's weekly ad opens in the same window, but the global navigation disappears, and a link to the site helps the user get back to it.



Tab navigation implies exclusive areas of content – if one tab is “this weeks ad”, the other tabs are not in-store ad related.

Clear label: my “in-store” shopping list



Best Buy's ad opens in a new window, doesn't have a global nav. They count on users knowing that the logo will take them back to the main website.



This featured product takes full advantage of the pop up window. It also offers “advice” with the Buyer's Guide.



Client CVS – Weekly Ad	Page 2 of 7	Prepared by Lisa Mullinaux	Date 6/6/07
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Challenge: Currently, on CVS.com, when you search for the local ad, you get a list of 50 stores returned with links to the local weekly ad, and map/directions.

In the screenshot below, you'll see that for the zip code "96734", 50 stores show up in the results. However, there are no CVS Pharmacies in Kailua, Hawaii, so the 50 closest stores are in California.

We are targeting a demographic whose behaviors include traveling to see family, friends and new places.

50 locations closest to ZIP code 96734 | [find locations near another ZIP code or city](#)

1-10 | [11-20](#) | [21-30](#) | [31-40](#) | [41-50](#)

Now showing 1-10 of 50 locations << prev | next >>

CVS/pharmacy 3960 Broad Street, San Luis Obispo, CA Tel: 805-783-2903 Map & driving directions Mon-Sun 7AM-10PM	View Weekly Store Ads at this location
CVS/pharmacy 610 West Tefft Street, Nipomo, CA Tel: 805-929-2740 Map & driving directions Mon-Sat 7AM-10PM, Sun 7AM-8PM	View Weekly Store Ads at this location
CVS/pharmacy 1830 North Broadway, Santa Maria, CA Tel: 805-348-3555 Map & driving directions Mon-Sat 7AM-10PM, Sun 8AM-8PM	View Weekly Store Ads at this location

Target.com

Weekly Ad

We're sorry, but we currently do not include ads for stores in Hawaii.

To view your local Target Weekly Ad, please enter your Zip code, or city, state.

examples: 55403 or Minneapolis, MN

View the Weekly Circular for your local Staples store.
We're sorry, but we currently do not include ads for stores in Hawaii.
 Enter your ZIP CODE or CITY, STATE to find local savings.

Staples.com

Zip Code or City, State:
 Example: 01702 or Framingham, MA

Publix.com

Sorry, No Stores Found at "96734"

Please try entering another Zip Code:

Or Select a State: and then a City:

Client CVS – Weekly Ad	Page 3 of 7	Prepared by Lisa Mullinaux	Date 6/6/07
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Get \$4 off \$20

This message states that these ads are only for the store location you've chosen; however, it is small, and not highlighted to show importance.

ExtraCare!*

Weekly Store Ads

Please note: Offers, products and pricing in the advertised Weekly Store Ads are available only for the store location you have chosen, and may vary from CVS.com and/or other stores.

Weekly Store Ad for this CVS/pharmacy store:
3960 Broad Street
San Luis Obispo, CA 93401

[Map & driving directions](#)
[Select another location](#)

Printable Shopping List

4 Ads on your list
[Print and view your list](#)

Sign up for Email Alerts of new Weekly Store Ads:
email address here

Search Weekly Store Ads:

View all

More ways to browse:

Categories
-- click to select --

Brands
-- click to select --

[Take our Spring Survey](#)

Start Browsing >

Prices effective Sunday, Jun 3rd - Saturday, Jun 9th

1-800-SHOP CVS
For a 24-hour pharmacy store near you

WWW.CVS.COM
Online shopping 24 hours a day

Start Browsing >

Online Only Specials:

- LIMITED TIME - *FREE*** STANDARD SHIPPING ON NONPRESCRIPTION ORDERS OF \$30 OR MORE!
- get \$5 off** nonprescription orders of \$30 or more. PLUS SHIP FREE!
- Earn Triple Extra Bucks* Rewards!** SHOP MORE EARN MORE. Get the details >
- FREE Rx SHIPPING!*** Busy? Try Rx home delivery! Get details >

These promotions are "online only", but the user is looking at ads geared toward an in-store experience.

To change store location and view that store's weekly ad, the user can click on "select another location". The list of 50 stores comes up, based on the zip code originally entered.

Weekly Store Ads

[Weekly Store Ad Home](#) | [Select Another Location](#)

Please note: Offers, products and pricing in the advertised Weekly Store Ads are available only for the store location you have chosen, and may vary from CVS.com and/or other stores.

Weekly Store Ad for this CVS/pharmacy store:
3960 Broad Street
San Luis Obispo, CA 93401

[Map & driving directions](#)
[Select another location](#)
[Printable Shopping List](#)

50 locations closest to ZIP code 96734 | [find locations near another ZIP code or city](#)

Now showing 1-10 of 50 locations

16 | 11-20 | 21-30 | 31-40 | 41-50
<< prev | next >>

CVS/pharmacy
3960 Broad Street, San Luis Obispo, CA
Tel: 805-783-2903 | [Map & driving directions](#)
Mon-Sun 7AM-10PM
[View Weekly Store Ads at this location](#)

CVS/pharmacy
610 West Tefft Street, Nipomo, CA
Tel: 805-929-2740 | [Map & driving directions](#)
Mon-Sat 7AM-10PM, Sun 7AM-8PM
[View Weekly Store Ads at this location](#)

CVS/pharmacy
1830 North Broadway, Santa Maria, CA
Tel: 805-348-3555 | [Map & driving directions](#)
[View Weekly Store Ads at this location](#)

Weekly Store Ads

[Weekly Store Ad Home](#) | [Select Another Zip Code or City](#)

Please note: Offers, products and pricing in the advertised Weekly Store Ads are available only for the store location you have chosen, and may vary from CVS.com and/or other stores.

Weekly Store Ad for this CVS/pharmacy store:
3960 Broad Street
San Luis Obispo, CA 93401

[Map & driving directions](#)
[Select another location](#)
[Printable Shopping List](#)

4 Ads on your list
[Print and view your list](#)

enter new ZIP Code or City, State

Online Only Specials:

- LIMITED TIME - *FREE*** STANDARD SHIPPING ON NONPRESCRIPTION ORDERS OF \$30 OR MORE!
- get \$5 off** nonprescription orders of \$30 or more. PLUS SHIP FREE!
- Earn Triple Extra Bucks* Rewards!** SHOP MORE EARN MORE. Get the details >
- FREE Rx SHIPPING!*** Busy? Try Rx home delivery! Get details >

Challenge: To make it simple for the user to find a store and store circular, and to know when there are no stores in the area. Not only is it very possible that the user is traveling and not familiar with CVSs locations, but consider the user who is moving to another area of the US and does not realize that there will be no CVSs in the area to take care of refills.

Denotes change from current structure on CVS.com

Open Weekly Ad in new browser window with limited navigation (ie, layer), at 800x600 (smaller than new browser resolution 1024x768)

CVS Pharmacy Logo

[Back to CVS.com](#)

Do not have any global navigation that can distract the user from viewing the in-store weekly ads. Allow them a way back by clicking on the CVS Pharmacy logo. A link will also reinforce the messaging.

Prices effective Sunday, **Jun 3rd - Saturday, Jun 9th** (except as noted)

Offers, products and pricing in the advertised Weekly Store Ads are **available only for the store location you have chosen**, and may vary from CVS.com and/or other stores.

Emphasize both the Ad dates as well as the reminder that this is only for this specific location.

Weekly Store Ad for:

10241 W. Broward Blvd.
Plantation, FL 33324

[Map & driving directions](#)

[Select another location](#)

Mon-Fri 7AM-10PM,
Sat-Sun 8AM-10PM

[Not your store? Search for it now by zip or city](#)

Start browsing my store's Weekly Ads >

Placeholder - Weekly Ad Graphic

- Add store details (time, services, etc.)
- Allow the user to start a new search without having to click on "Select Another Location"

Consider starting the user experience on the next page (see wireframe Ad_hm).

Shopping List

You have 0 items on your list

To add items to your list, [browse Weekly Store Ads](#) and click the "Add to Shopping List" link below any item.

This message is currently on the "list" page when all items are removed.

Browse by:

Categories

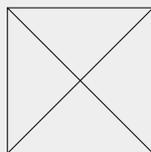
Brands

Search Ads:

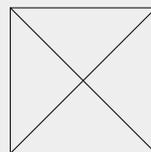
[View all ads](#)

Receive Weekly In-Store Ads via email:

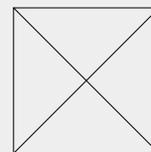
Promo slot 1



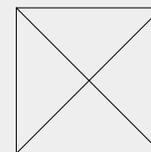
Promo slot 2



Promo slot 3



Promo slot 4



4 slots for promos – make sure that there are no promotions that are only for online benefit or purchase, or always use nomenclature that references "online" or "instore", "view" or "shop".



Denotes change from current structure on CVS.com

CVS Pharmacy Logo

[Back to CVS.com](#)

Prices effective Sunday, **Jun 3rd - Saturday, Jun 9th** (except as noted)

Offers, products and pricing in the advertised Weekly Store Ads are **available only for the store location you have chosen**, and may vary from CVS.com and/or other stores.

Weekly Store Ad for:

10241 W. Broward Blvd.
Plantation, FL 33324

[Map & driving directions](#)

[Select another location](#)

Mon-Fri 7AM-10PM,
Sat-Sun 8AM-10PM

[Not your store? Search for it now by zip or city](#)

Shopping List

You have 0 items on your list

To add items to your list, [browse Weekly Store Ads](#) and click the "Add to Shopping List" link below any item.

Browse by:

Categories

Brands

Search Ads:

[View all ads](#)

Receive Weekly In-Store Ads via email:

How to Shop Our Weekly Store Ad

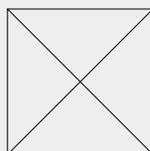
1. Click [Back](#) or [Next](#) to turn pages.
2. Move your mouse over items on the page to quickly see product information.
3. Click on an item for more details and purchasing information.

For more help, [click here](#).

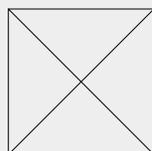
Placeholder - Weekly Ad Graphic

Placeholder - Weekly Ad Graphic

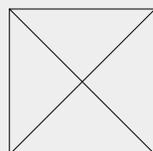
Promo slot 1



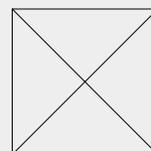
Promo slot 2



Promo slot 3



Promo slot 4



4 slots for promos – make sure that there are no promotions that are only for online benefit or purchase, or always use nomenclature that references “online” or “instore”, “view” or “shop”.



Denotes change from current structure on CVS.com

CVS Pharmacy Logo

[Back to CVS.com](#)Prices effective Sunday, **Jun 3rd - Saturday, Jun 9th** (except as noted)Offers, products and pricing in the advertised Weekly Store Ads are **available only for the store location you have chosen**, and may vary from CVS.com and/or other stores.

Give the user clear calls to action – either to go back to viewing the weekly ads, or to add this to a shopping list.

Weekly Store Ad for:

10241 W. Broward Blvd.
Plantation, FL 33324[Map & driving directions](#)[Select another location](#)Mon-Fri 7AM-10PM,
Sat-Sun 8AM-10PM[Not your store? Search for it now by zip or city](#)

Shopping List

You have 0 items on your list

To add items to your list, [browse Weekly Store Ads](#) and click the "Add to Shopping List" link below any item.

Browse by:

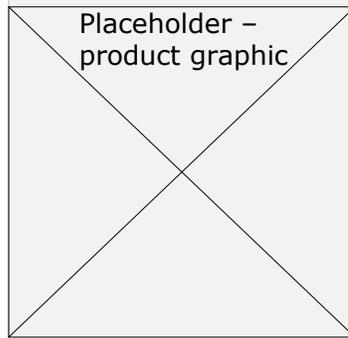
Categories

Brands

Search Ads:

 [View all ads](#)

Receive Weekly In-Store Ads via email:

 [< Back to previous page](#)[ADD TO SHOPPING LIST >](#)[View Larger Image](#)

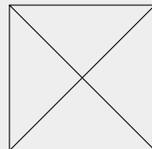
Product Details

Price

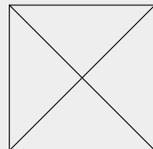
[< Back to previous page](#)[ADD TO SHOPPING LIST >](#)

Placeholder - Weekly Ad Graphic

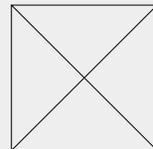
Promo slot 1



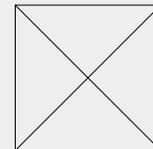
Promo slot 2



Promo slot 3



Promo slot 4



Denotes change from current structure on CVS.com

CVS Pharmacy Logo

[Back to CVS.com](#)

Prices effective Sunday, **Jun 3rd - Saturday, Jun 9th** (except as noted)

Offers, products and pricing in the advertised Weekly Store Ads are **available only for the store location you have chosen**, and may vary from CVS.com and/or other stores.

Offer user ways to view their list.

Weekly Store Ad for:

10241 W. Broward Blvd.
Plantation, FL 33324

[Map & driving directions](#)

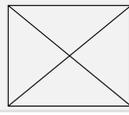
[Select another location](#)

Mon-Fri 7AM-10PM,
Sat-Sun 8AM-10PM

[Not your store? Search for it now by zip or city](#)

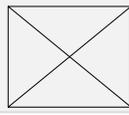
You have 8 items saved to your shopping list.

1-5 | 6-8 | [view all](#) [Print Preview](#)



Product Details

Price



Product Details

Price



Product Details

Price

Currently, there is no way to get back to the viewing experience once on the "list/print" page, except to start over via the breadcrumb link. Add links plus a brief description of how each is laid out.

Back to Weekly Ad:

[Facing pages \(2 at a time\)](#)

[Large image \(1 page at a time\)](#)

[All Pages \(mini views of all pages\)](#)

Shopping List

8 items on your list, including:

This Item just added
Tide
Twizzlers
Passport picture
[View full shopping list](#)

Show that the shopping list is now updated. To maintain placement consistency, limit to X items on list, with a link to view full list.

[Print your list](#)

Browse by:

Categories

Brands

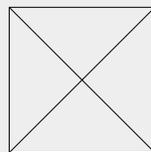
Search Ads:

[View all ads](#)

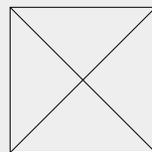
Receive Weekly In-Store Ads via email:

1-5 | 6-8 | [view all](#) [Print Preview](#)

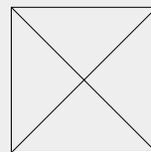
Promo slot 1



Promo slot 2



Promo slot 3



Promo slot 4

