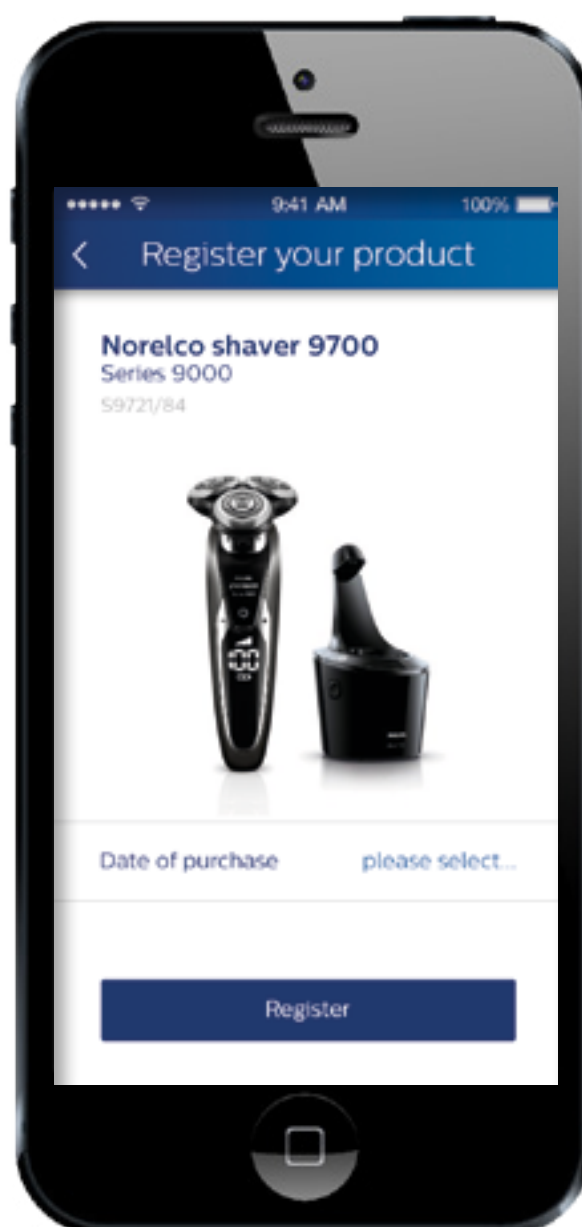# Product registration in mobile Apps Design Specifications v3.1

Connected Digital Propositions

June 6, 2016

Version History

Version	Date	Author	Comments	Reviewed
0.2	11 nov 2015	Yvon Peters	Draft, not finished	Matthijs Piek, Raymond Kloprogge, Admir Omeragic, Reinoud Bosman
0.3	04 dec 2015	Yvon Peters	Art direction review still required	
3.1	31 mei 2016	Bram Donkers	New visual designs fitting flow Version 0.8 added	

Table of Contents

Common Component

Product Registration Component

The product registration common component is developed by the Connected Digital Propositions team.
Within the CDP program, selected App components are being standardized in an effort to increase re–use, leading amongst others to reduced total cost of ownership and shortened time to market of the various digital propositions. The interface definition is not specific to any particular platform though iOS and Android will be the first carrier mobile platforms. The images in this document show the iOS version, deltas for Android will be described when necessary.

The first version of the product registration component, covers the following use cases:
Register one or more connected products
Manual input of date of purchase might be required
Product registration in app requires:
That the connected product or app provides the CTN number and serial number to the app
For all other product use cases, product registration has to take place in the web version.

The user interaction of the product registration component is worked out in an interaction flow. An abstract version is presented below.
The detailed version of the flow is available in pdf. This design specification document is related to version 1.0 of the interaction flow.

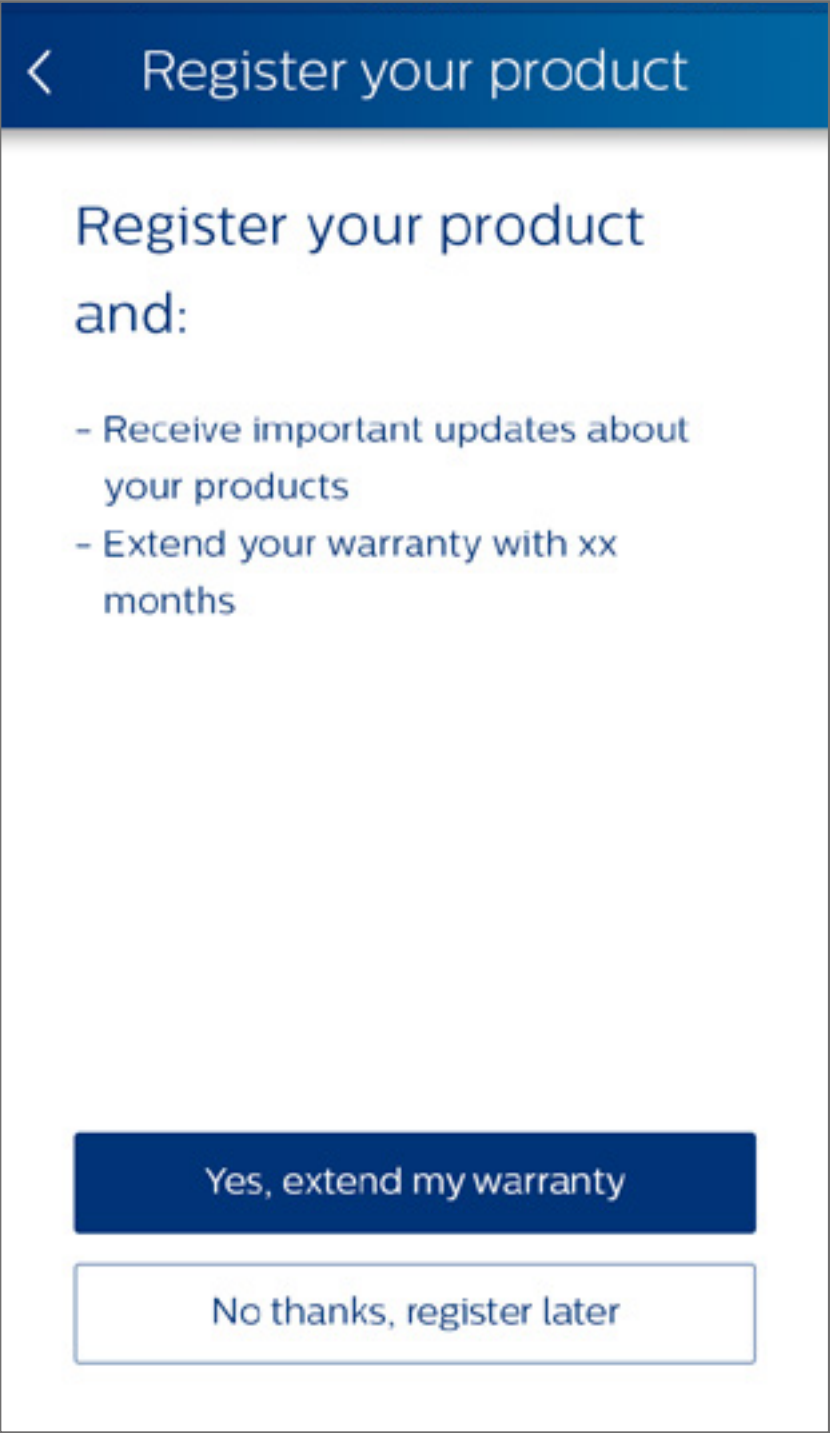The visual designs of this horizontal components are based on the Philips Brand Guidelines and Philips Guidelines for Mobile Apps, and will be build with Philips UI Kit.

Product registation interaction flow

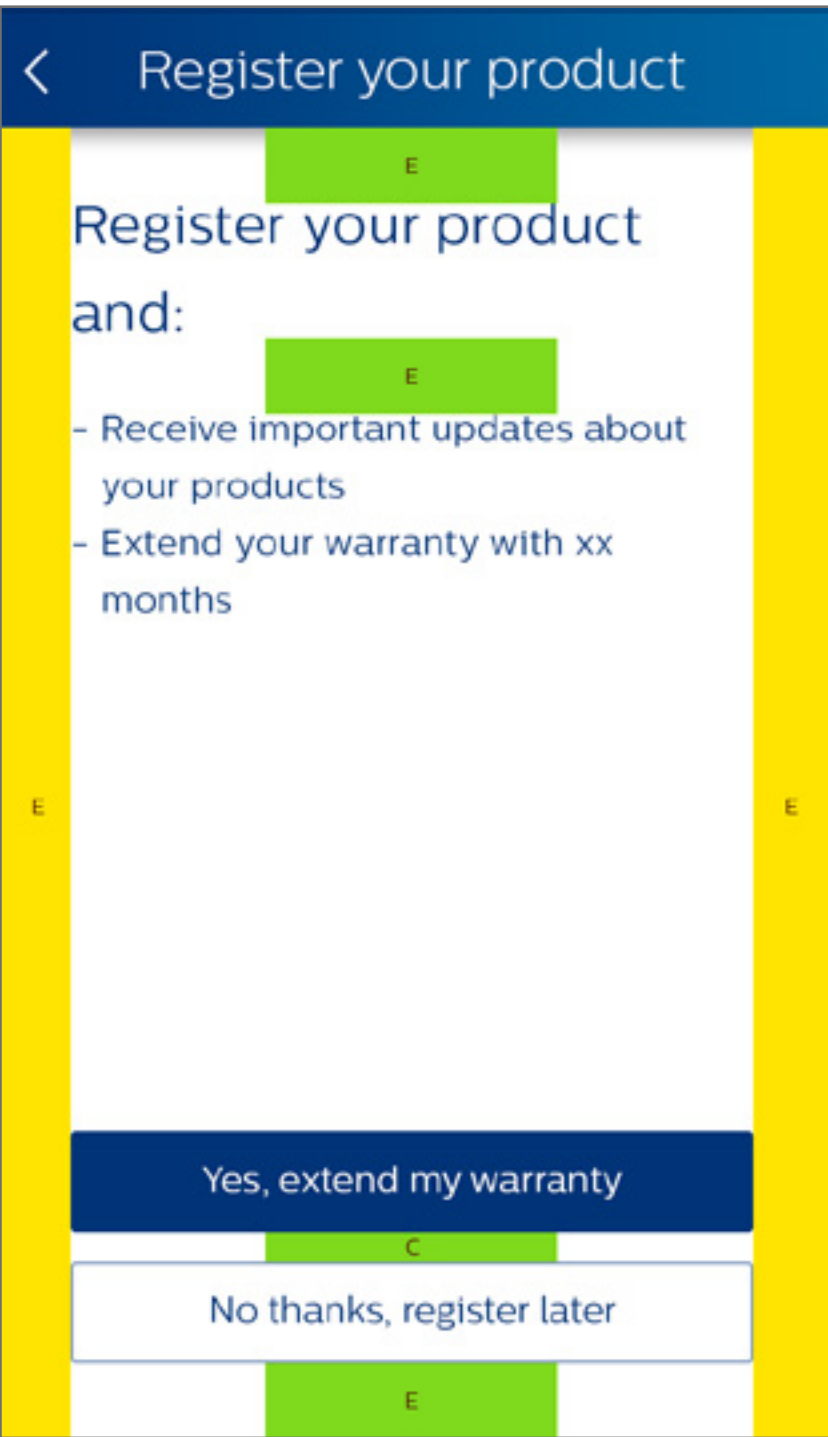# Designs

PR01a : Start screen - phone (no image)
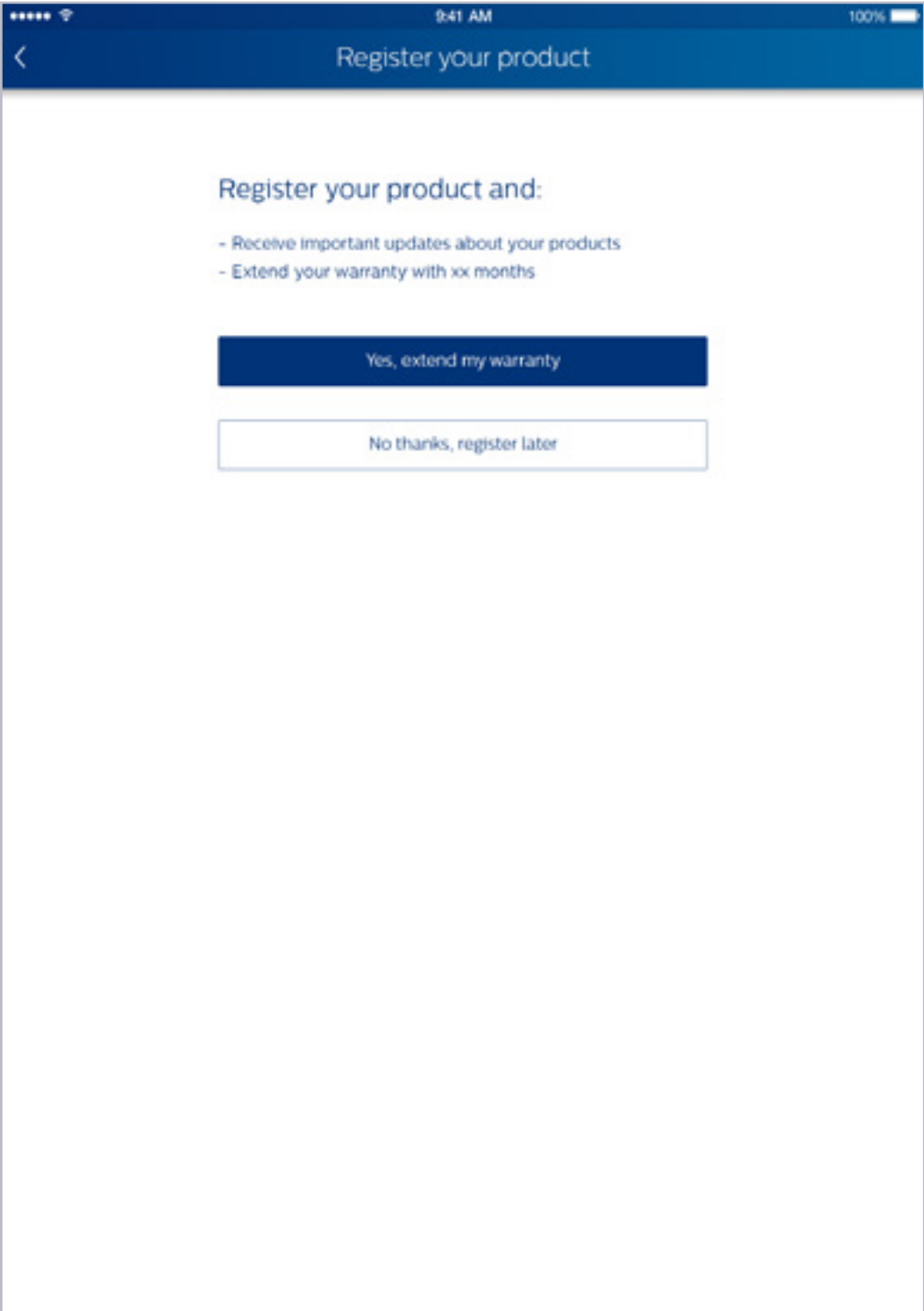
Phone - portrait - default image

Notes

In the first step, the benefits of product registration will be communicated to the user. Texts and image are configurable:

1 Header: Configurable text area for short call to action

2 Subtext: Configurable text area for communication of the benefit(s) to the user.

    Examples:
    – Extend your warranty with xx months
    – Receive 10% discount in the Philips webshop
    – Receive a free brush head
    – Receive updates about your product

3 Button label: The text on this button can be adjusted to the benefit mentioned above, to communicate the benefit once again briefly (in case the user does not read the whole text)

4 If the user doesn't want to register, they get the option to register their product at a later date. The product registration flow is abandoned and the user returns to the origi-nal context

5 Back button: If start=A Back to PR-1a
If start=B Back to step where PR was called.

Phone - portrait - guides (see table@end of document)

PR01a : Start screen - tablet (no image)

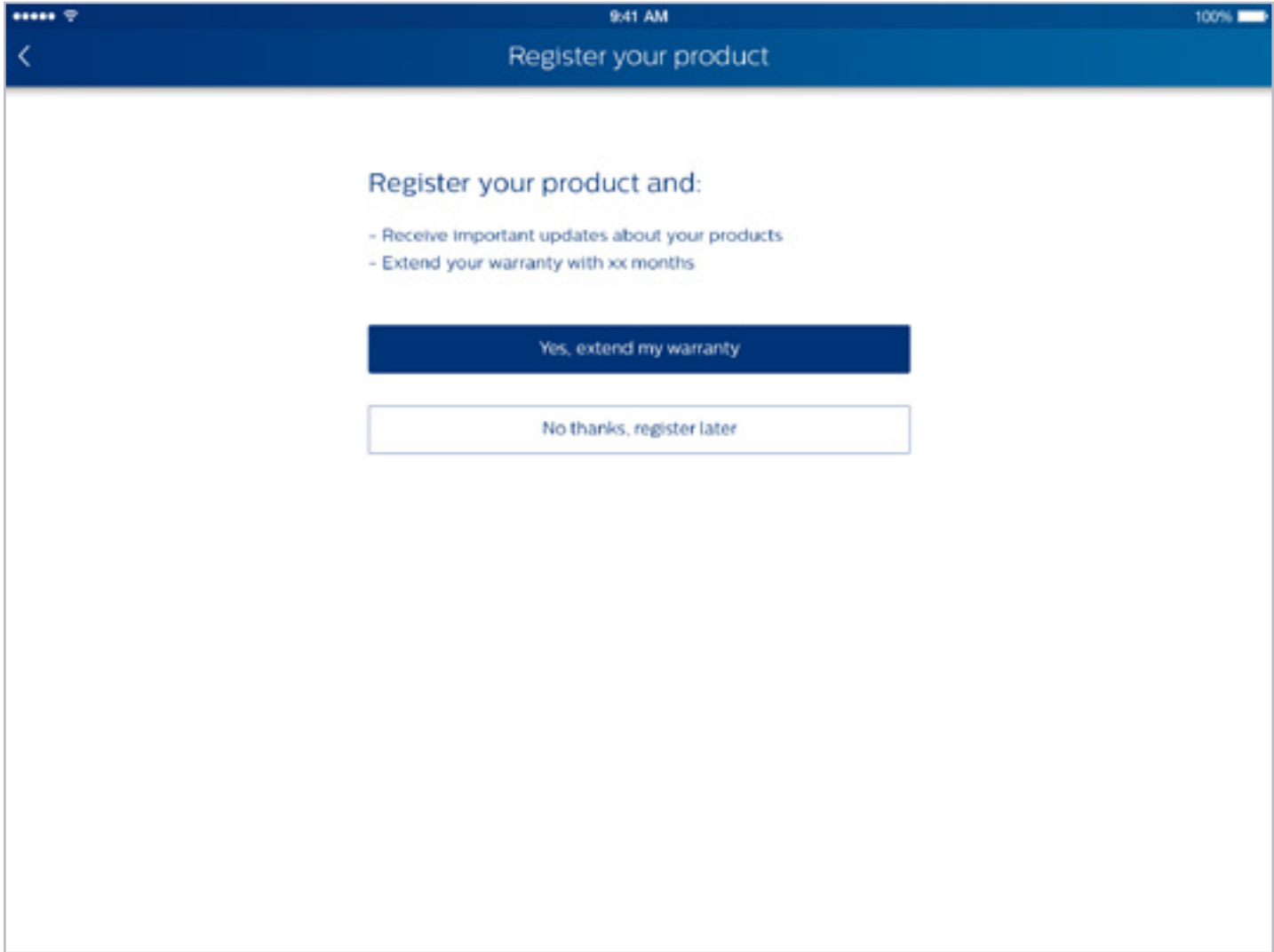PR- 1a - Tablet portrait

Notes

In the first step, the benefits of product registration will be communicated to the user. Texts and image are configurable:

1 **Header:** Configurable text area for short call to action

2 **Subtext:** Configurable text area for communication of the benefit(s) to the user.

Examples:
– Extend your warranty with xx months
– Receive 10% discount in the Philips webshop
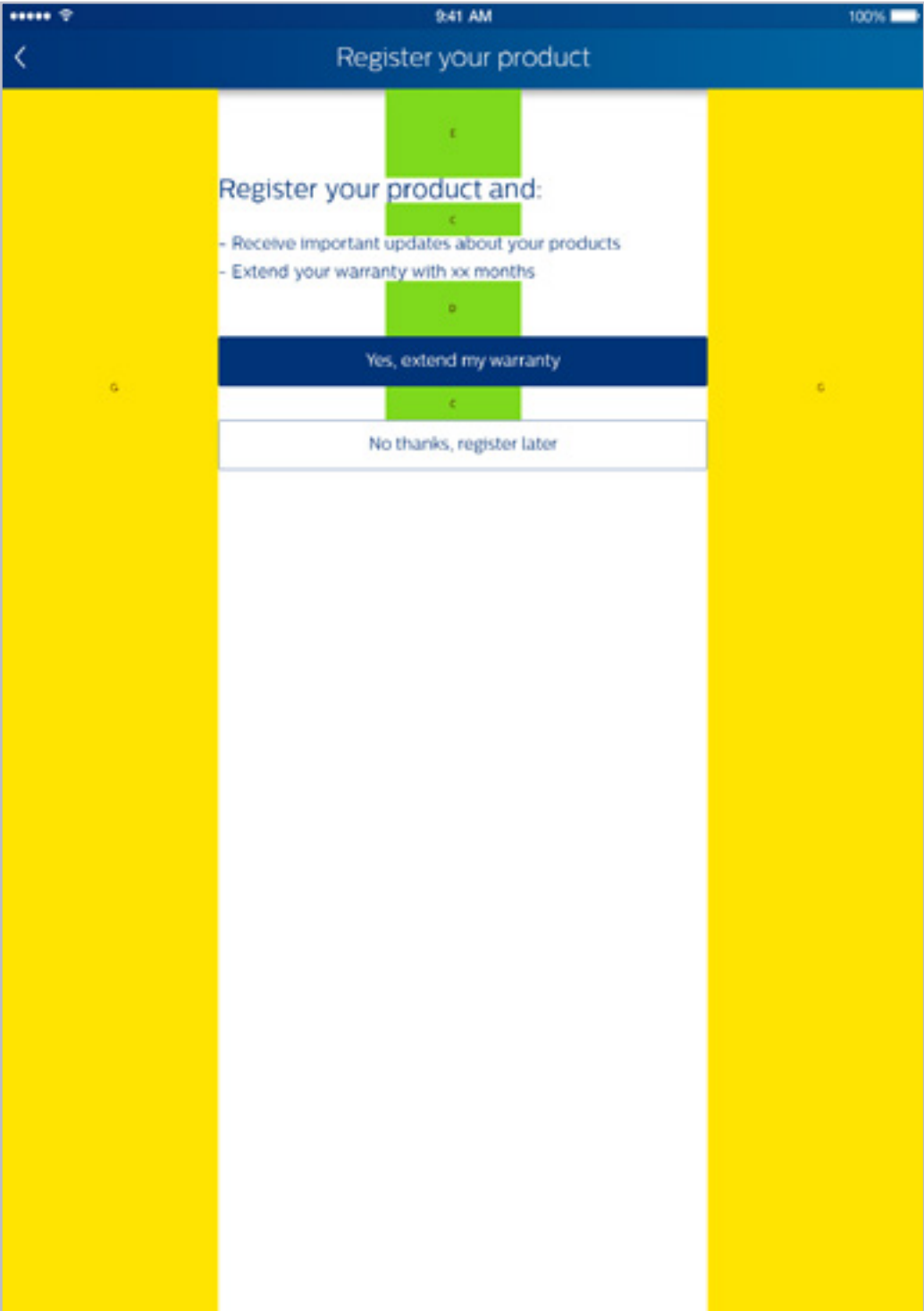– Receive a free brush head
– Receive updates about your product

3 **Button label:** The text on this button can be adjusted to the benefit mentioned above, to communicate the benefit once again briefly (in case the user does not read the whole text)

4 If the user doesn't want to register, they get the option to register their product at a later date. The product registration flow is abandoned and the user returns to the origi-nal context

5 **Back button:** If start=A Back to PR–1a
If start=B Back to step where PR was called.

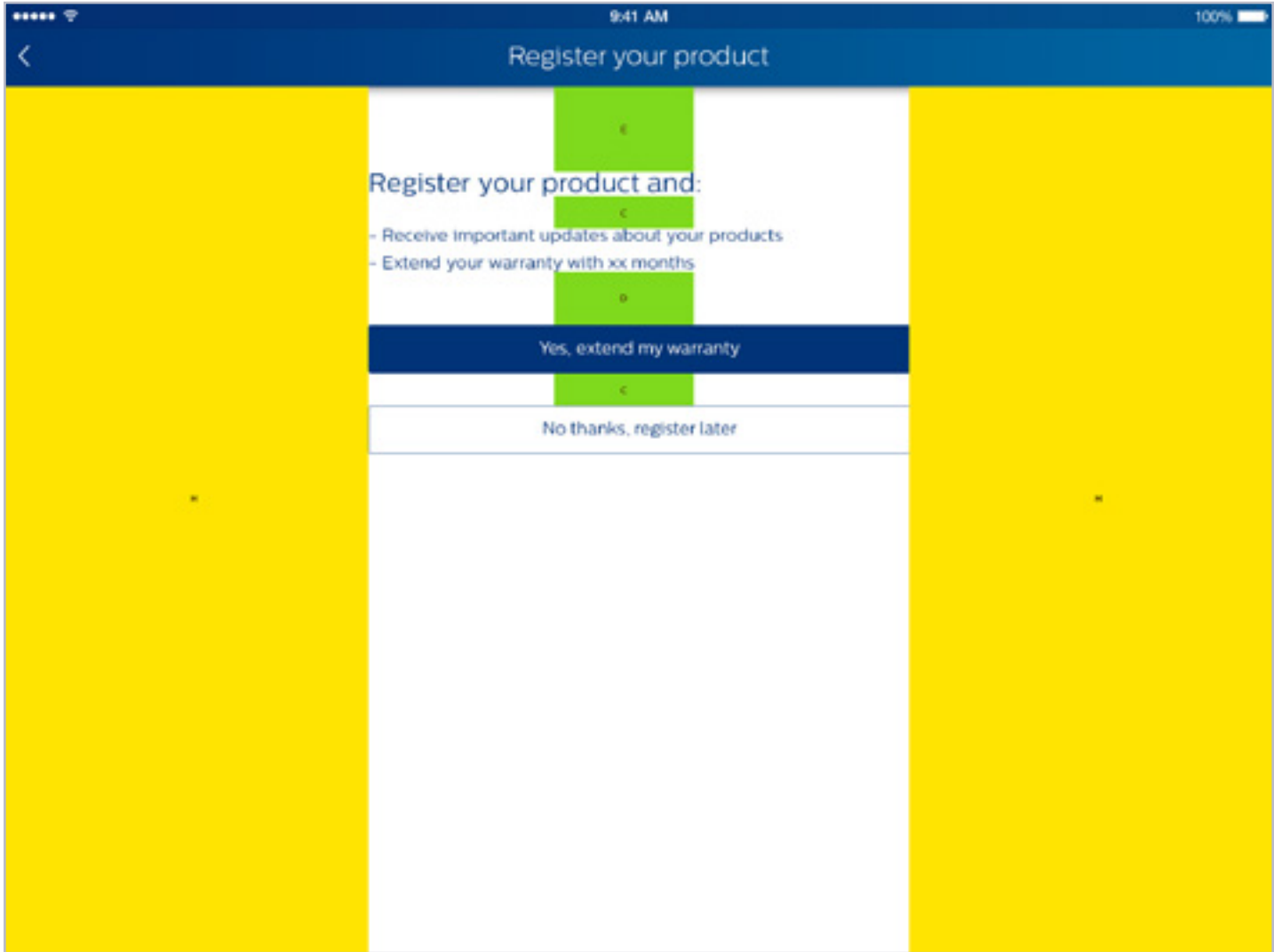PR- 1a - Tablet landscape

PR01a : Start screen - tablet guides (no image)

Tablet portrait Guides (see table@end of document)

Tablet landscape Guides (see table@end of document)

PR01a : Start screen - phone (with image)
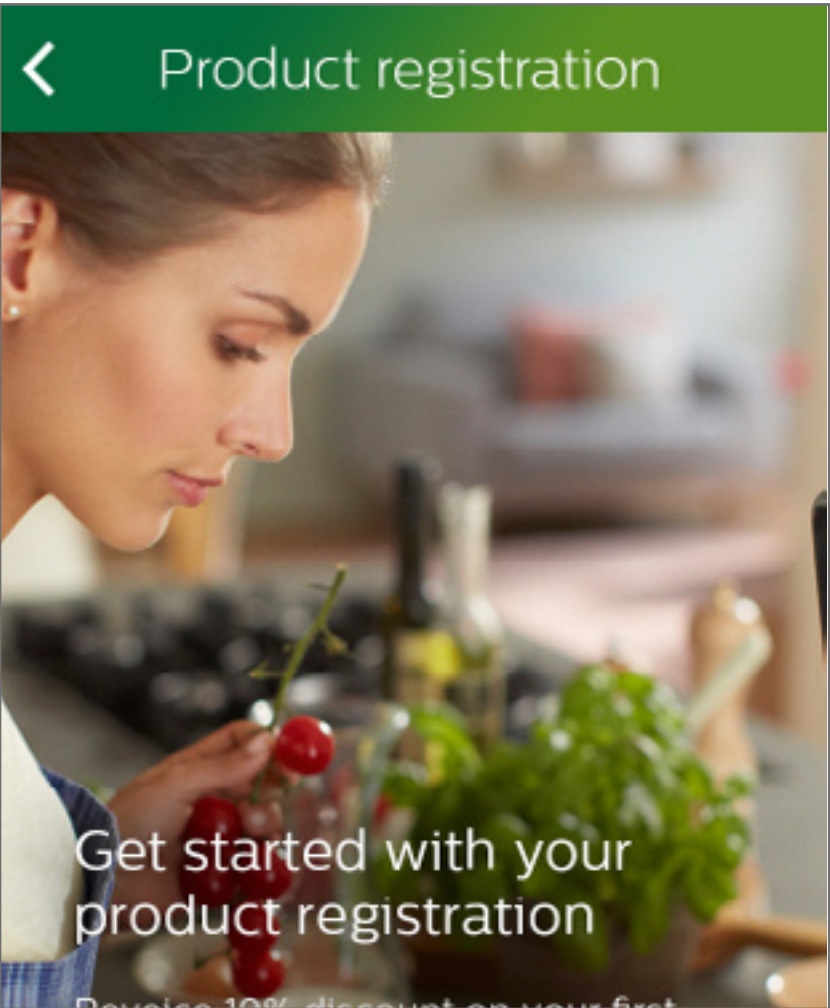
Phone - portrait - default image

Notes

In the first step, the benefits of product registration will be communicated to the user. Texts and image are configurable:

1 Header: Configurable text area for short call to action

2 Subtext: Configurable text area for communication of the benefit(s) to the user.

Examples:
– Extend your warranty with xx months
– Receive 10% discount in the Philips webshop
– Receive a free brush head
– Receive updates about your product

3 Button label: The text on this button can be adjusted to the benefit mentioned above, to communicate the benefit once again briefly (in case the user does not read the whole text)

4 Per app, a background image that matches the proposition (and color theme) can be chosen. If not, the a default will be used. See image requirements on page 8. The image will be centered on the screen.

5 If the user doesn't want to register, they get the option to register their product at a later date. The product registration flow is abandoned and the user returns to the original context

6 Back button: If start=A Back to PR-1a If start=B Back to step where PR was called.

Phone - portrait - example

Note:
This is an example, not designed nor approved for implementation.

PR01a : Start screen - tablet

PR- 1a - Tablet portrait

Notes

In the first step, the benefits of product registration will be communicated to the user. Texts and image are configurable, see notes on previous page.

Portrait: The image will be centered on the screen.
Landscape: the image will be centered on 1/4 of the screen (hortizontally). Image will be cropped at middle of the screen.

For image specifications, see next page.

PR- 1a - Tablet landscape
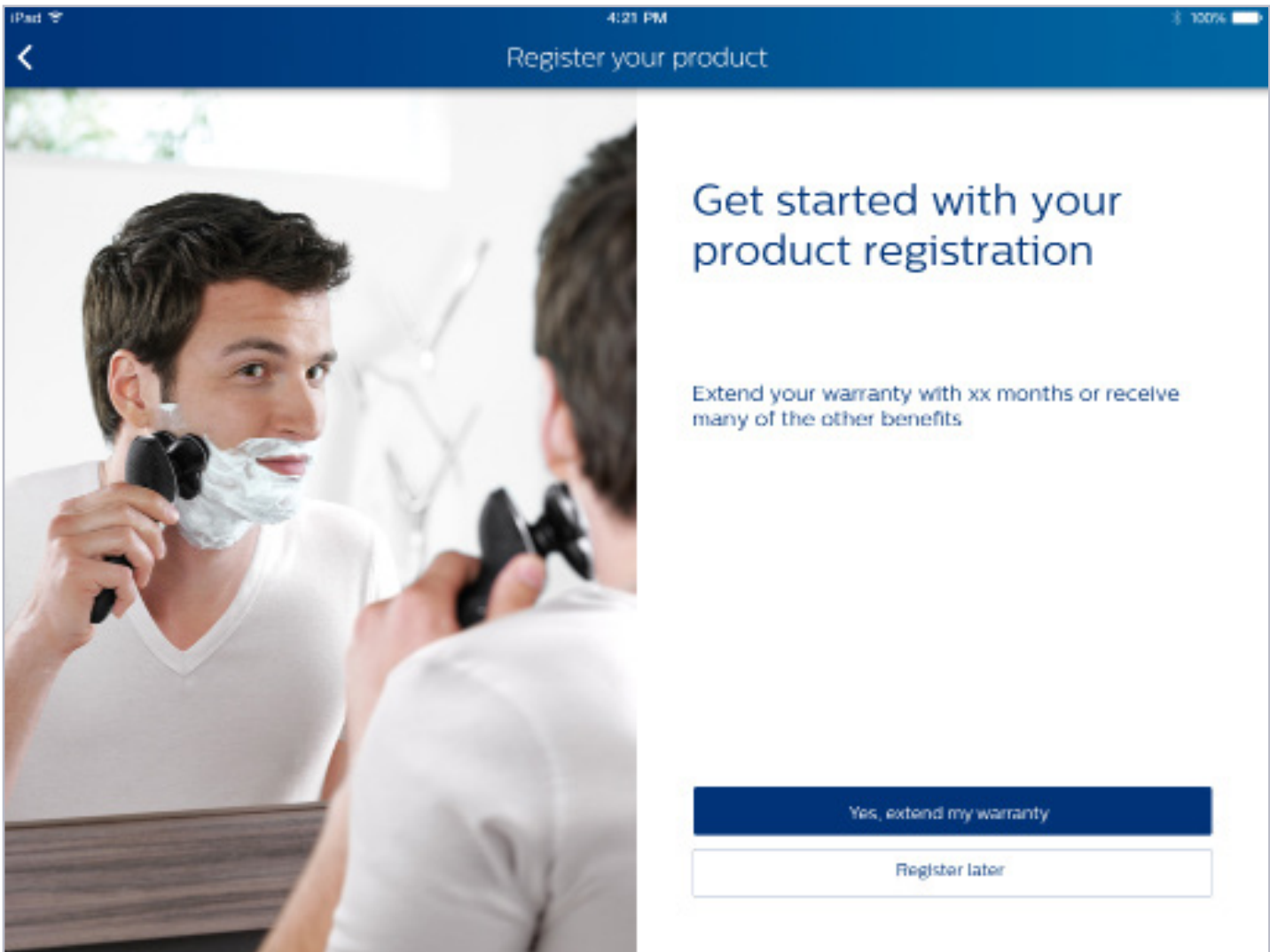
# PR01a : Start screen - image requirements

Example image

Notes

The image must meet the Philips photography guidelines.

The image must be portrait oriented

The minimal resolution is 3000*2200 px

The image will be cropped for use on different devices (= removing parts of the image. This may involve cutting some of the image from the left, right, top, bottom, or a combination)

This means that the essence of the image may not be displayed on the edges of the image.

The colors in the image must esthetically go along with the colors that will be used of the app.

Examples:

Crop lines Galaxy s5 portrait orientation

Crop lines Iphone5 portait orientation

Crop lines Ipad portait orientation

Crop lines Ipad landscape orientation

PR01b : Register your product
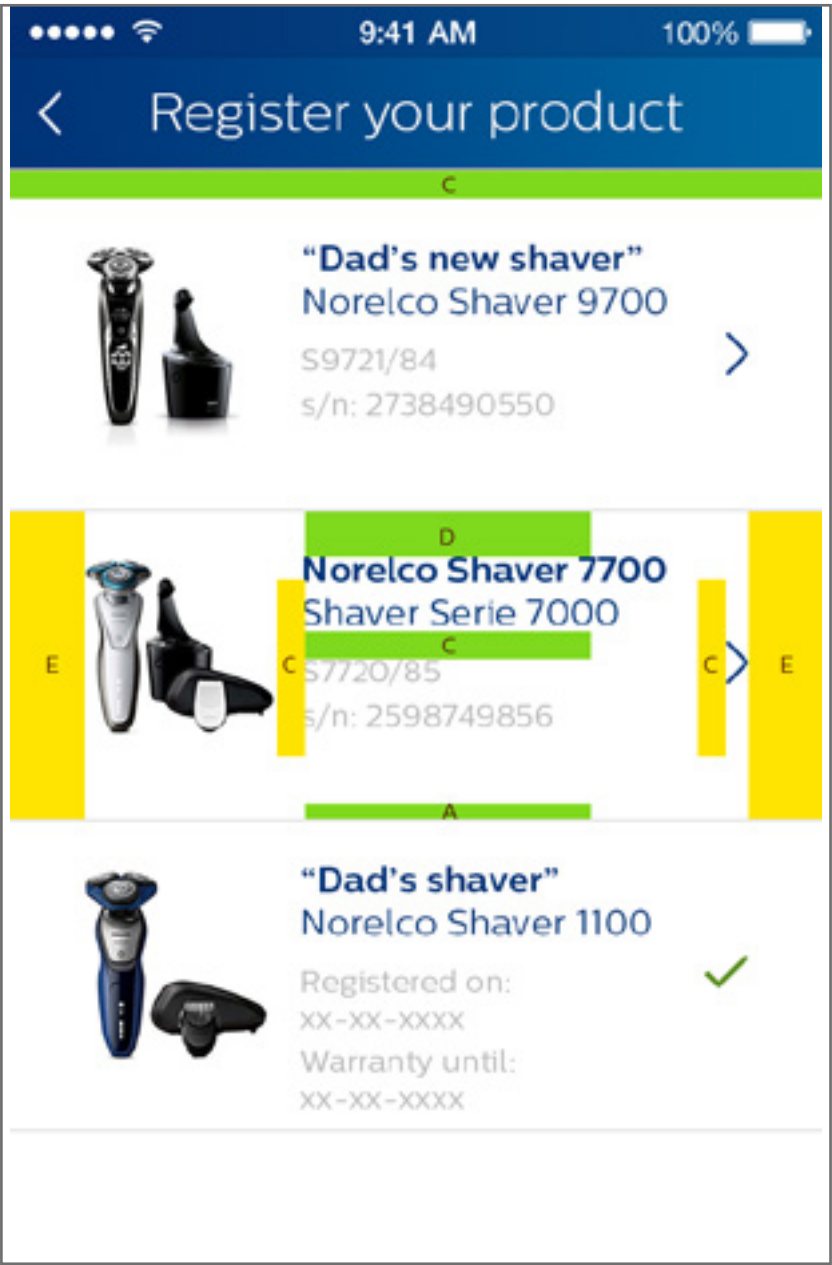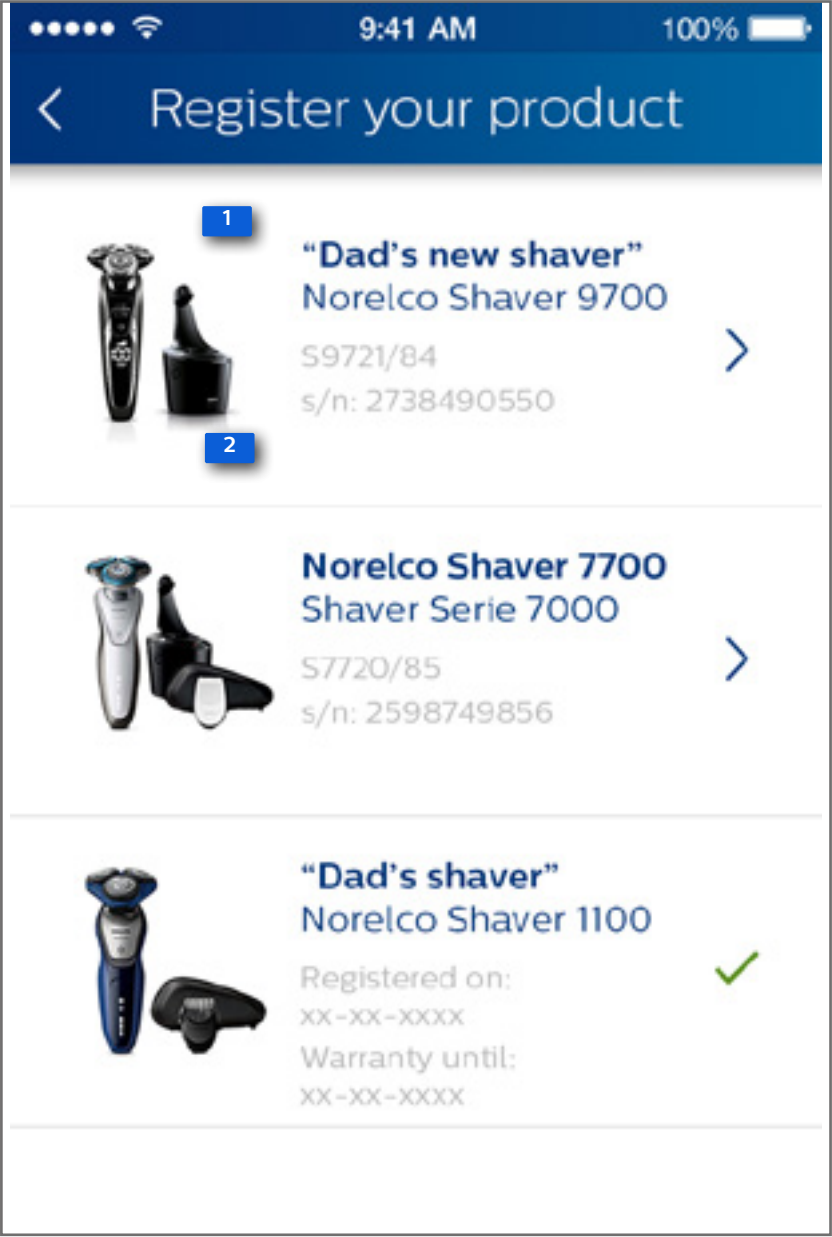
Phone - portrait
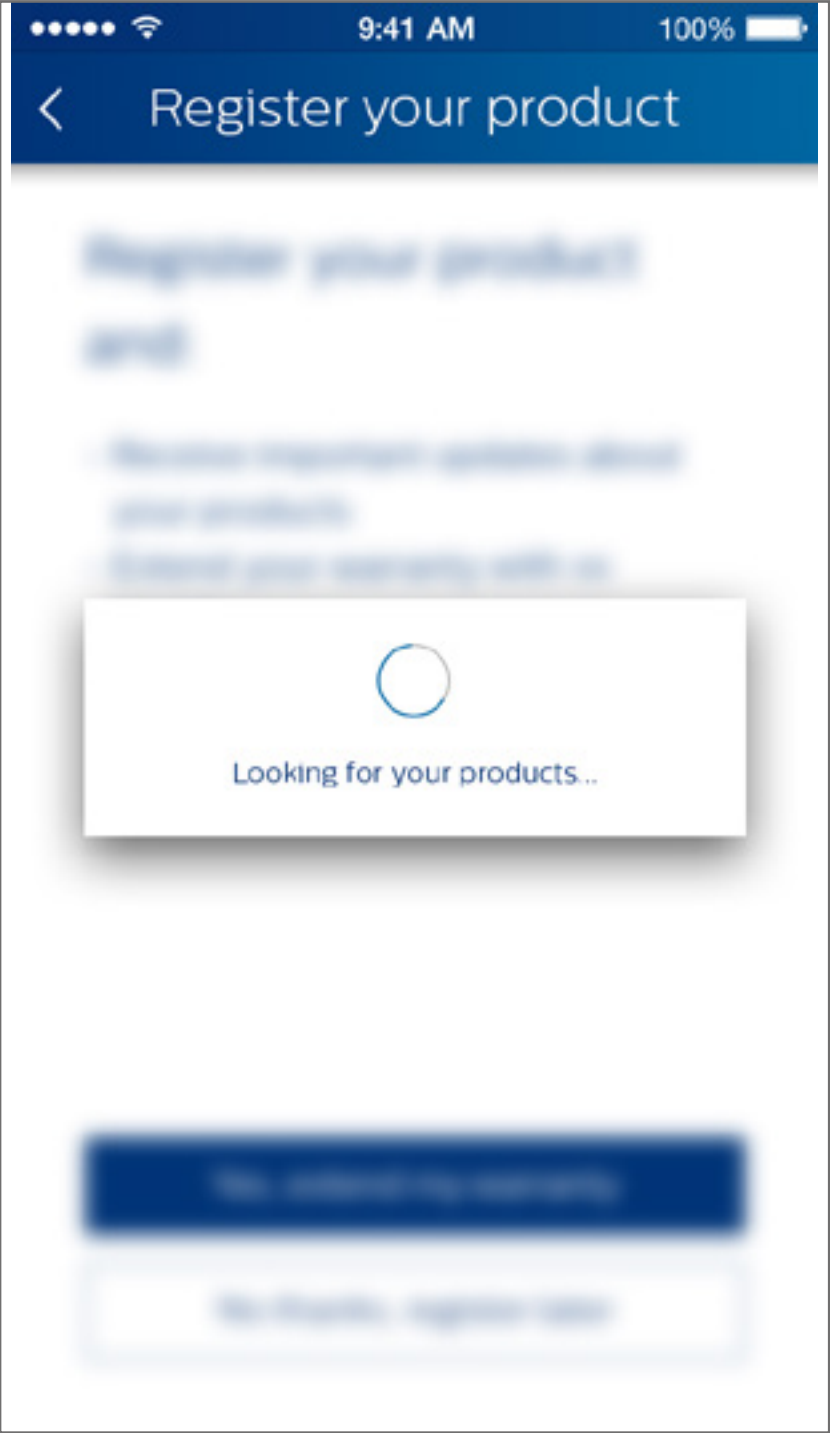
Notes

1 While the app is looking for the information that's required to populate the products list, an overlay will be shown, temporarily block-ing all user interactions

PR02 : Product list - phone

The product registration (PR) common component will present an overview of unregistered products. This list includes products that can be registered via the app. For more specifications related to product discovery and list order, see technical specification of the PR common component. When there is only one product to register, the list view (or grid view on tablets) will be skipped (see interaction flow).

Phone - portrait

Notes

1. After the PR component has received the product's CTN number, the product image will be loaded from PRX.
The product image must always be presented on a white background. Therefore, the whole list item's background must always be white.

2. Image size = 172*172 points/dp

3. Earlier, mostly during set-up, the user might have given the product(s) a new name, called 'friendly name'.

   If a friendly name is available, show:
   – Friendly name on top, in primary color, bold, and between ""
   – Product title in primary color
   – CTN number in grey
   – serial number in grey

   If the friendly name is not available, show:
   – Product title on top, in primary color, bold
   – Name of product series in primary color
   – CTN number in grey
   – serial number in grey

4. The whole list item is tappable, but the 'tap-pability" will be iluustrated to the user with an arrow icon.

5. Initially, only unregistered products will be presented in the list. When a user navigates back to the list view from a later step, registered products will be presented with:
   – a green checkmark
   – date of registration
   – expiration date of warranty
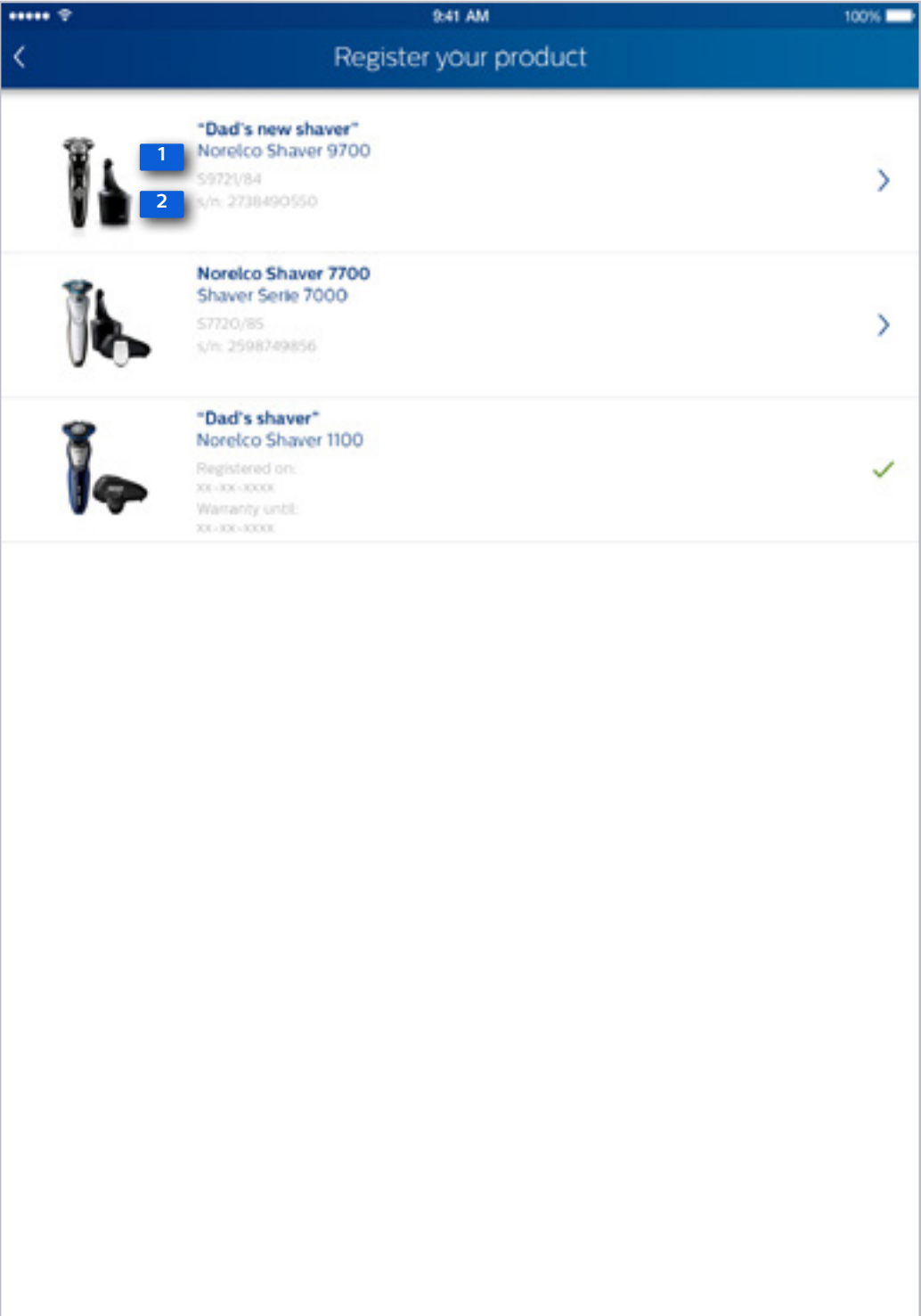
   The order of the list will not change.

   The PR common component is not available in phone landscape orientation.

PR02 : Product overview - tablet

The product registration (PR) common component will present an overview of unregistered products. This list includes products that are connected to and can be registered via the app. For more specifications related to product discovery and list order, see technical specification of the PR common component.

When there is only one product to register, the grid view (list view on phones) will be skipped (see interaction flow).

Tablet - portrait

Notes

1 After the PR component has received the product's CTN number, the product image will be loaded from PRX.
The product image must always be presented on a white background. Therefore, the whole list item's background must always be white.

2 Image size = 172*172 points/dp

3 Earlier, mostly during set-up, the user might have given the product(s) a new name, called 'friendly name'.

If a friendly name is available, show:
  – Friendly name on top, in primary color, bold, and between ""
  – Product title in primary color
  – CTN number in grey
  – serial number in grey

If the friendly name is not available, show:
  – Product title on top, in primary color, bold
  – Name of product series in primary color
  – CTN number in grey
  – serial number in grey

4 The whole list item is tappable, but the 'tappability" will be iluustrated to the user with an arrow icon.

5 Initially, only unregistered products will be presented in the list. When a user navigates back to the list view from a later step, registered products will be presented with:
  – a green checkmark
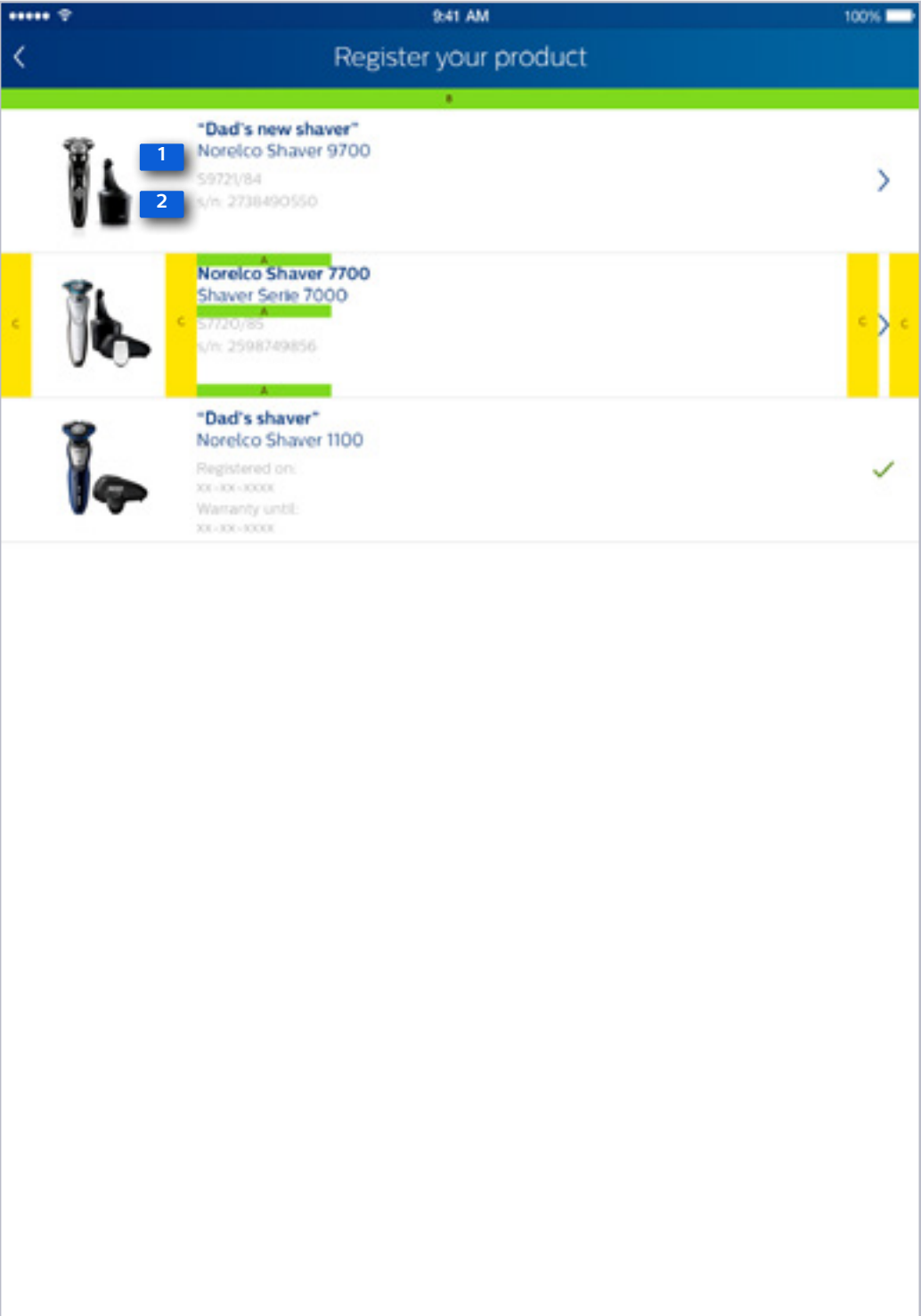 – date of registration
  – expiration date of warranty
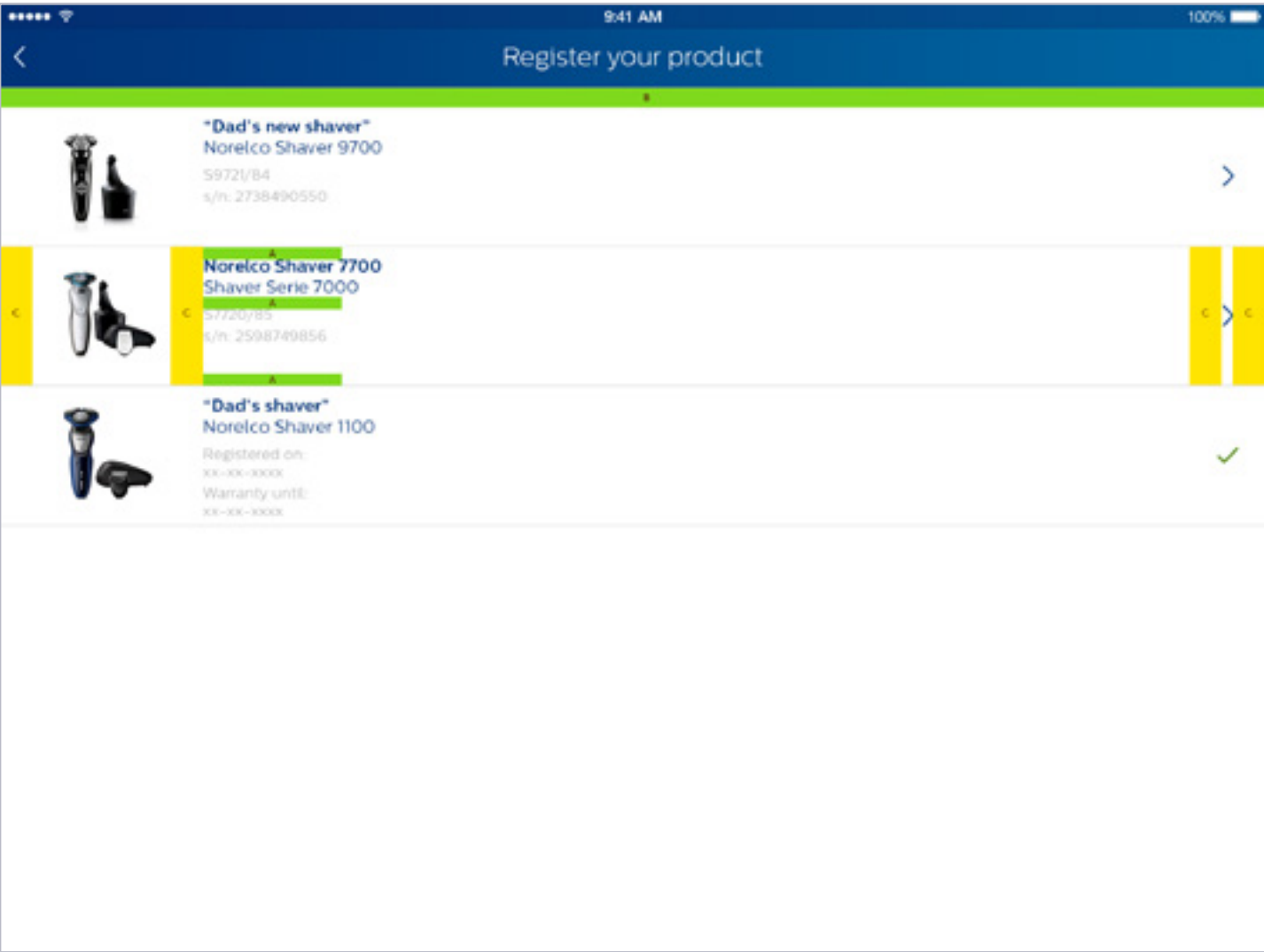
The order of the list will not change.

Tablet - tablet
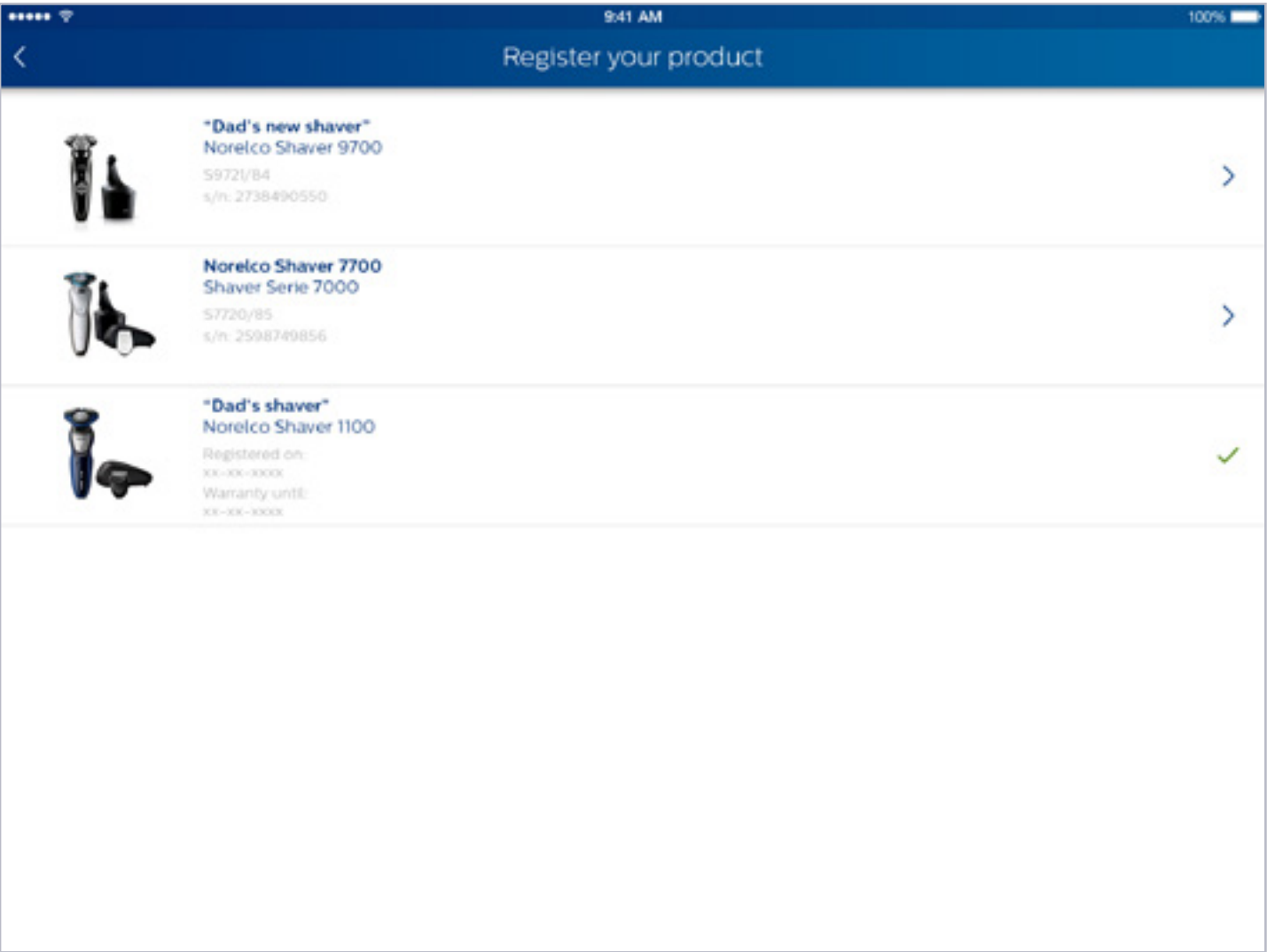
PR02 : Product overview - tablet (guides)

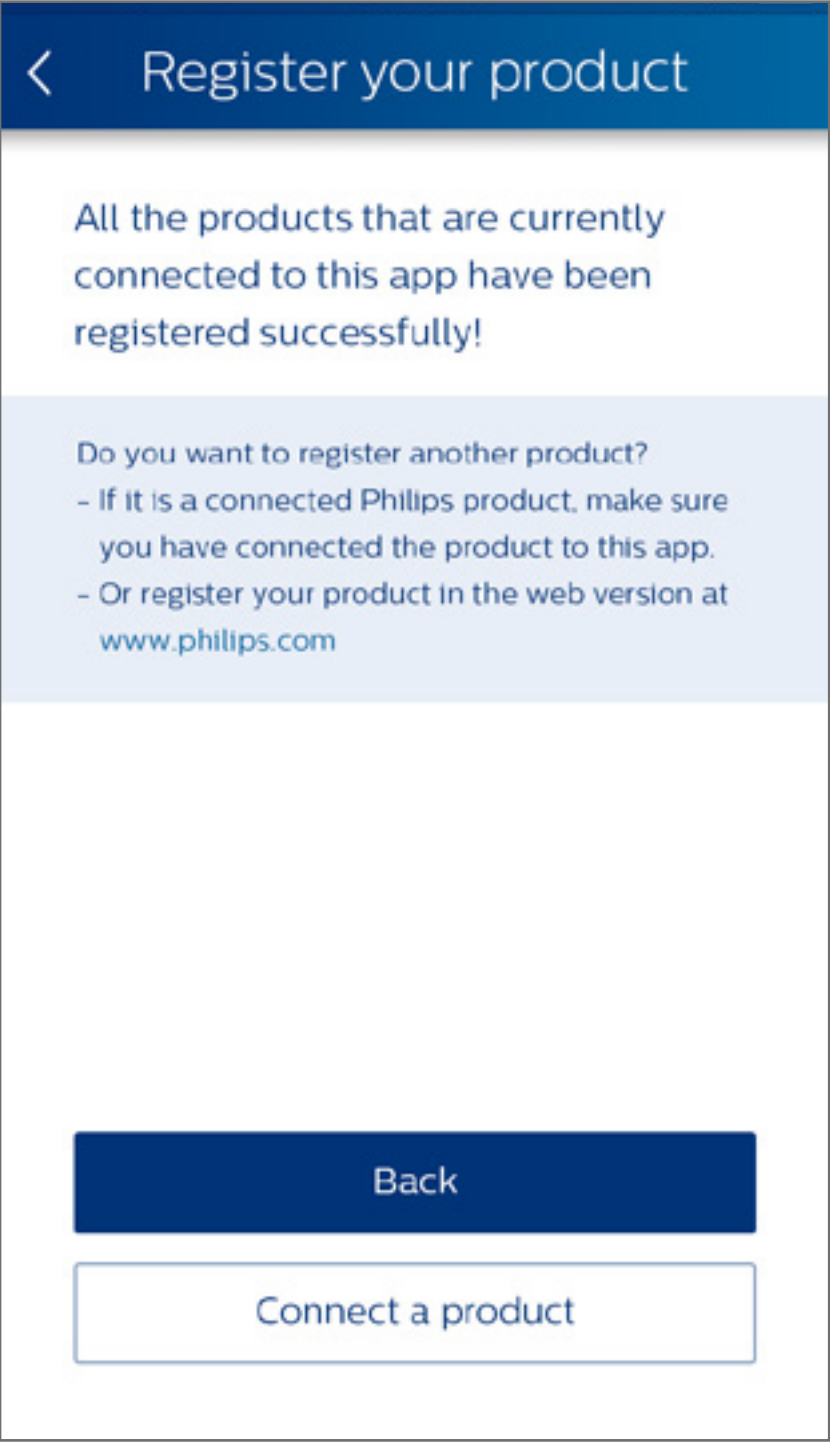**Tablet - portrait Guides (see table at end of document)**

Tablet - landscape Guides (see table at end of document)

PR02b : Register your product - all registered phone
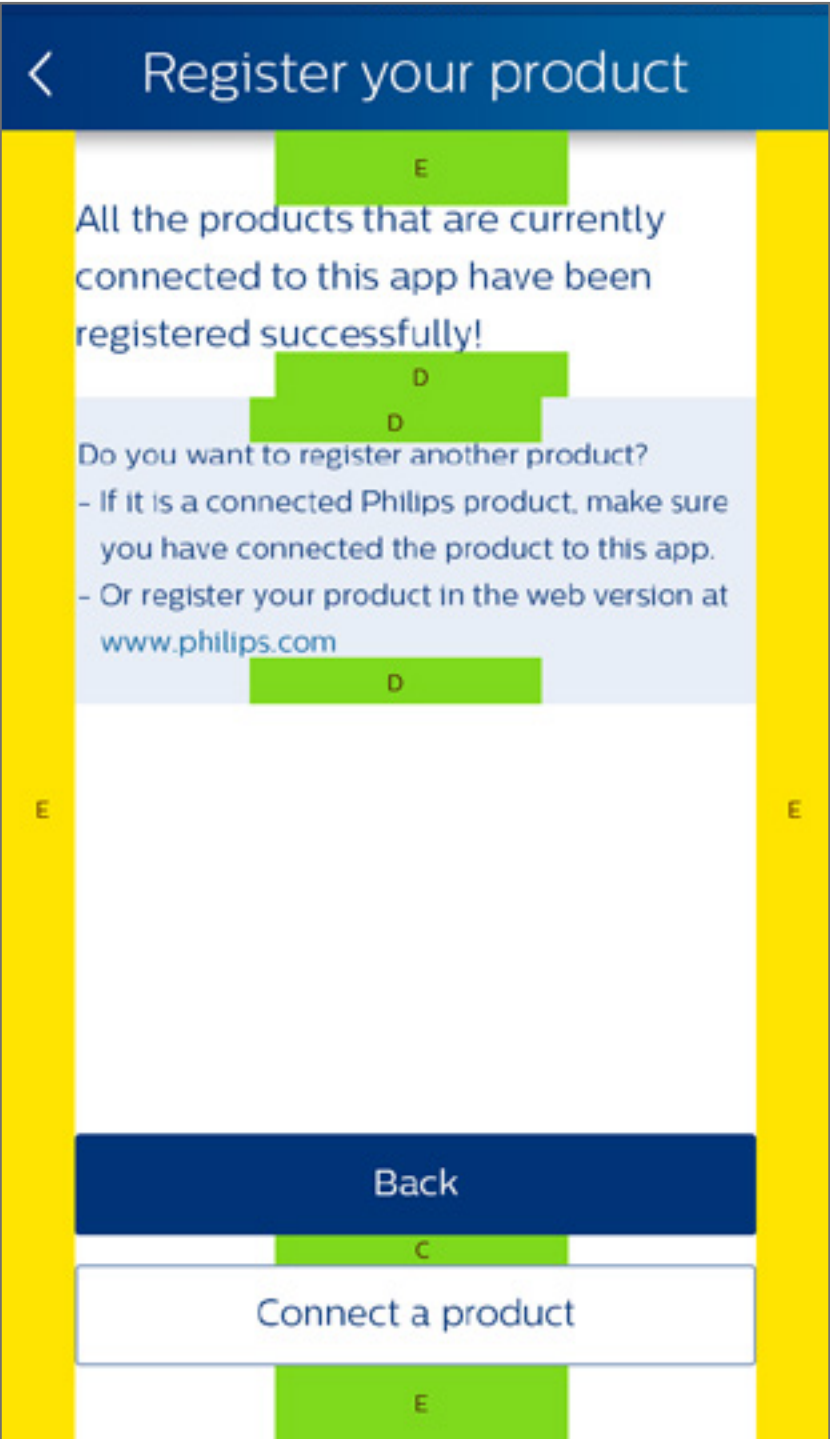
iphone - portrait

Notes

1 Feedback text

2 Link to product registration on MyPhilips. com

3 Link back to App Menu

4 Link to app's set up component

Guides (see table at end of document)

PR03a: Register your product automatic (phone)

iphone - portrait

Notes

1 Earlier, mostly during set-up, the user might have given the product(s) a new name, called 'friendly name'.

If a friendly name is available, show:
– Friendly name on top, in primary color,
  bold, and between ""
– Product title in primary color
– CTN number in grey
– serial number in grey

If the friendly name is not available, show:
– Product title on top, in primary color,
   bold
– Name of product series in primary color
– CTN number in grey
– serial number in grey

PR03b : Register your product manually (phone)

iphone - portrait

Notes

1 When the date of purchase is required input (e.g. for extended warranty contract), the field 'date of purchase' is available on this screen.
The user can change the date with the date picker. Dates in the future are not available.

Guides (see table at end of document)

PR03c : Register your product - [No date selected] phone

iphone - portrait

Notes

1 Error message if clicking on Register button without selecting a purchase date in the date picker

Guides (see table at end of document)

PR03b : Register your product manually (tablet)

Tablet - portrait

Notes

1 Earlier, mostly during set-up, the user might have given the product(s) a new name, called 'friendly name'.

If a friendly name is available, show:
– Friendly name on top, in primary color, bold, and between ""
– Product title in primary color
– CTN number in grey
– serial number in grey

If the friendly name is not available, show:
– Product title on top, in primary color, bold
– Name of product series in primary color
– CTN number in grey
– serial number in grey

2 When the date of purchase is required input (e.g. for extended warranty contract), the field 'date of purchase' is available on this screen.
The user can change the date with the date picker. Dates in the future are not available.

Tablet - landscape
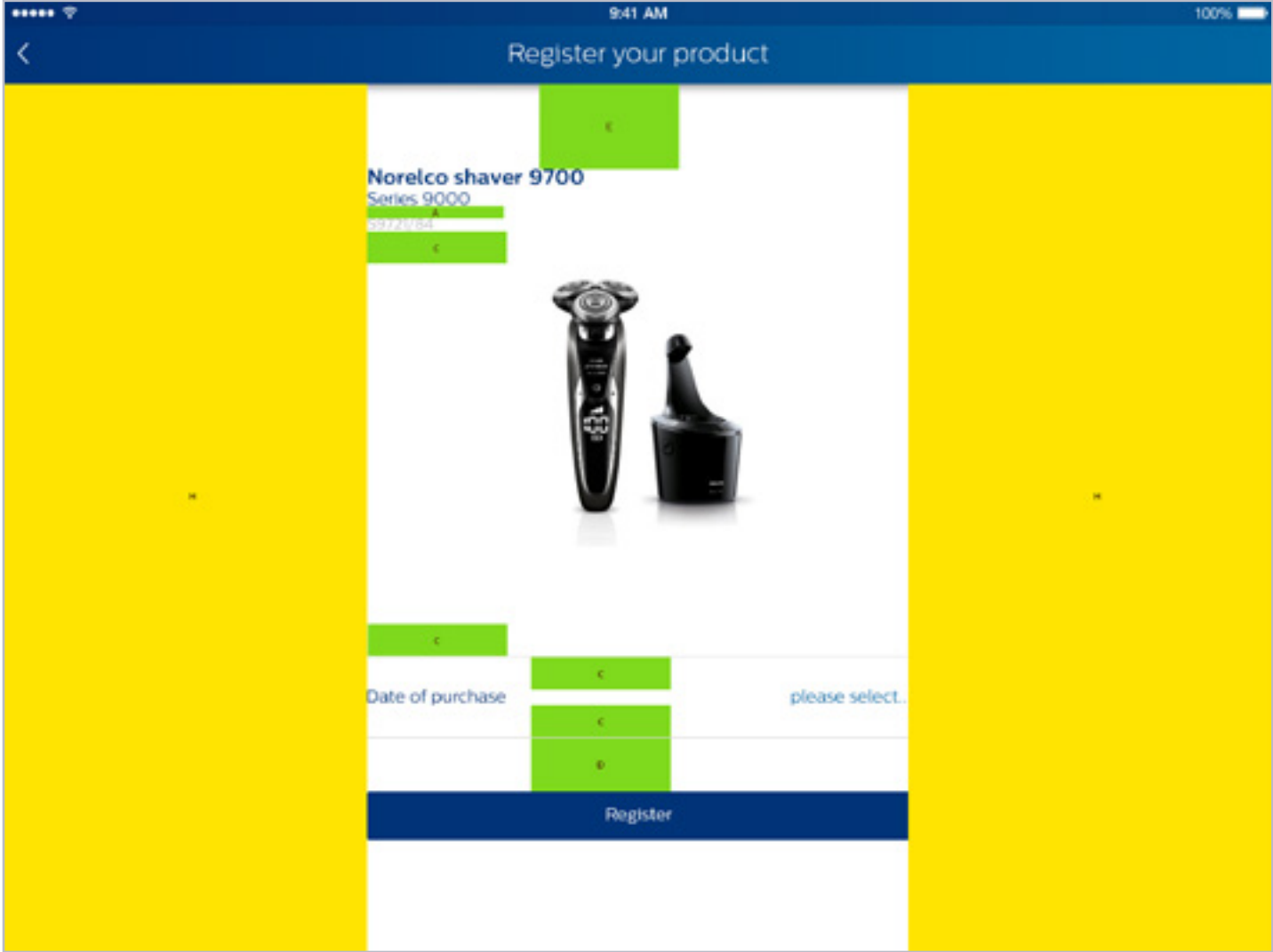
PR03b : Register your product manually guides (tablet)

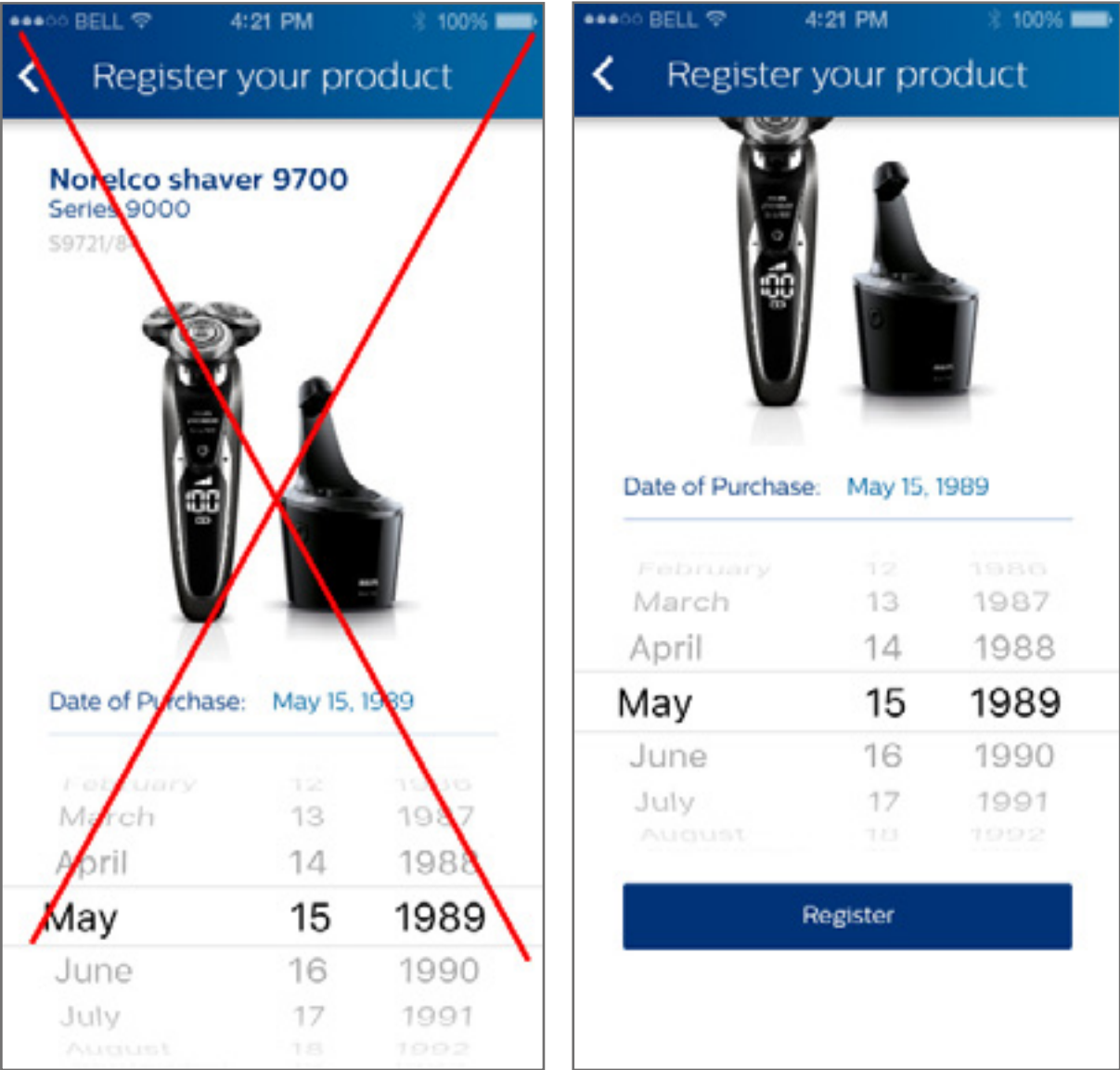**Tablet - portrait Guides (see table at end of document)**

Tablet - landscape Guides (see table at end of document)

PR03b : Product registration screen - date picker
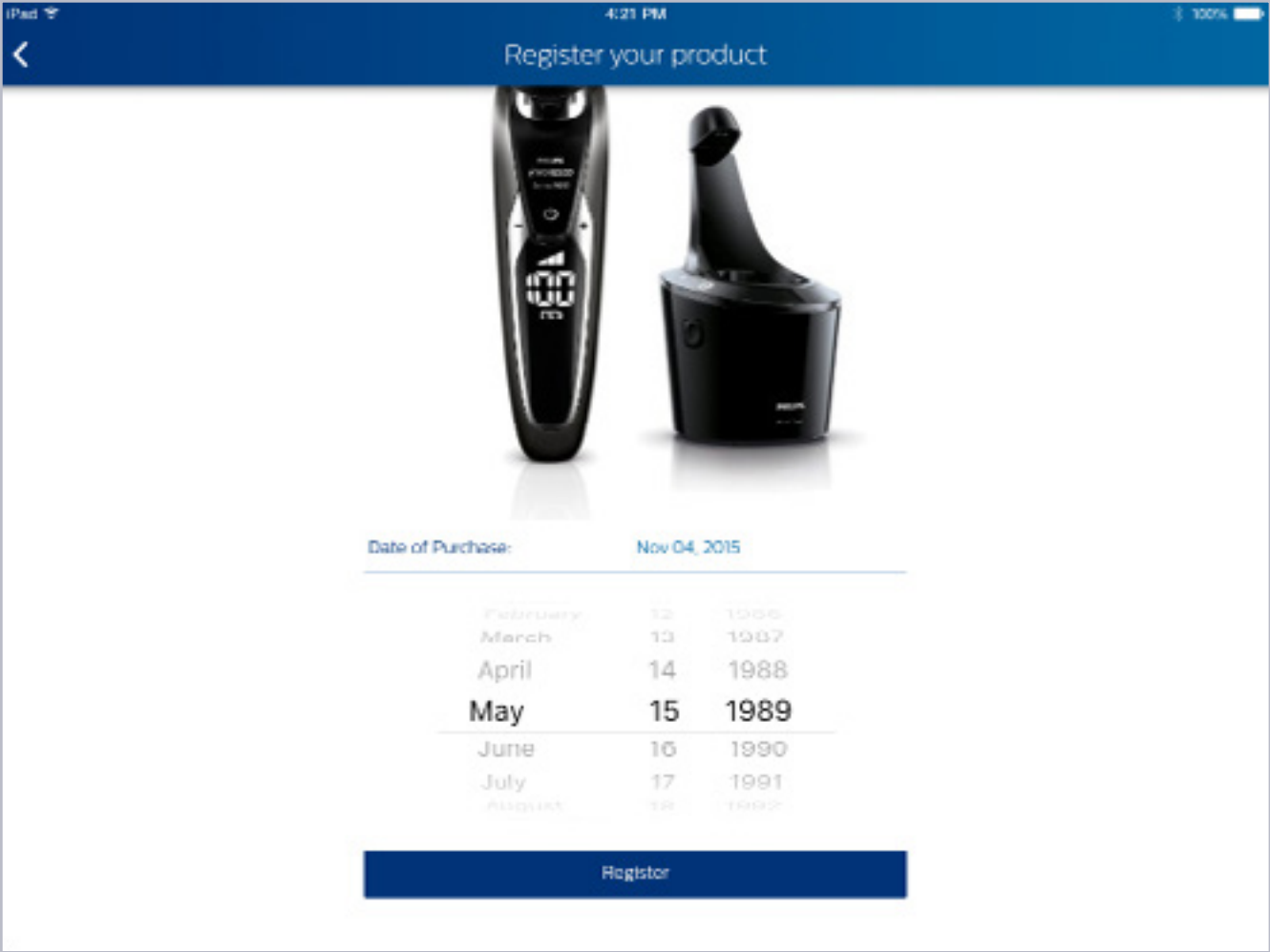
Phone iOS example

Notes

1 On iOS, the date picker (UI kit element) will open in the screen.
When the date picker is activated, the action button should not fall off the screen; the screen content should scroll

2 On Android, the date picker (UI kit element) will open in in a pop–up.upwards.
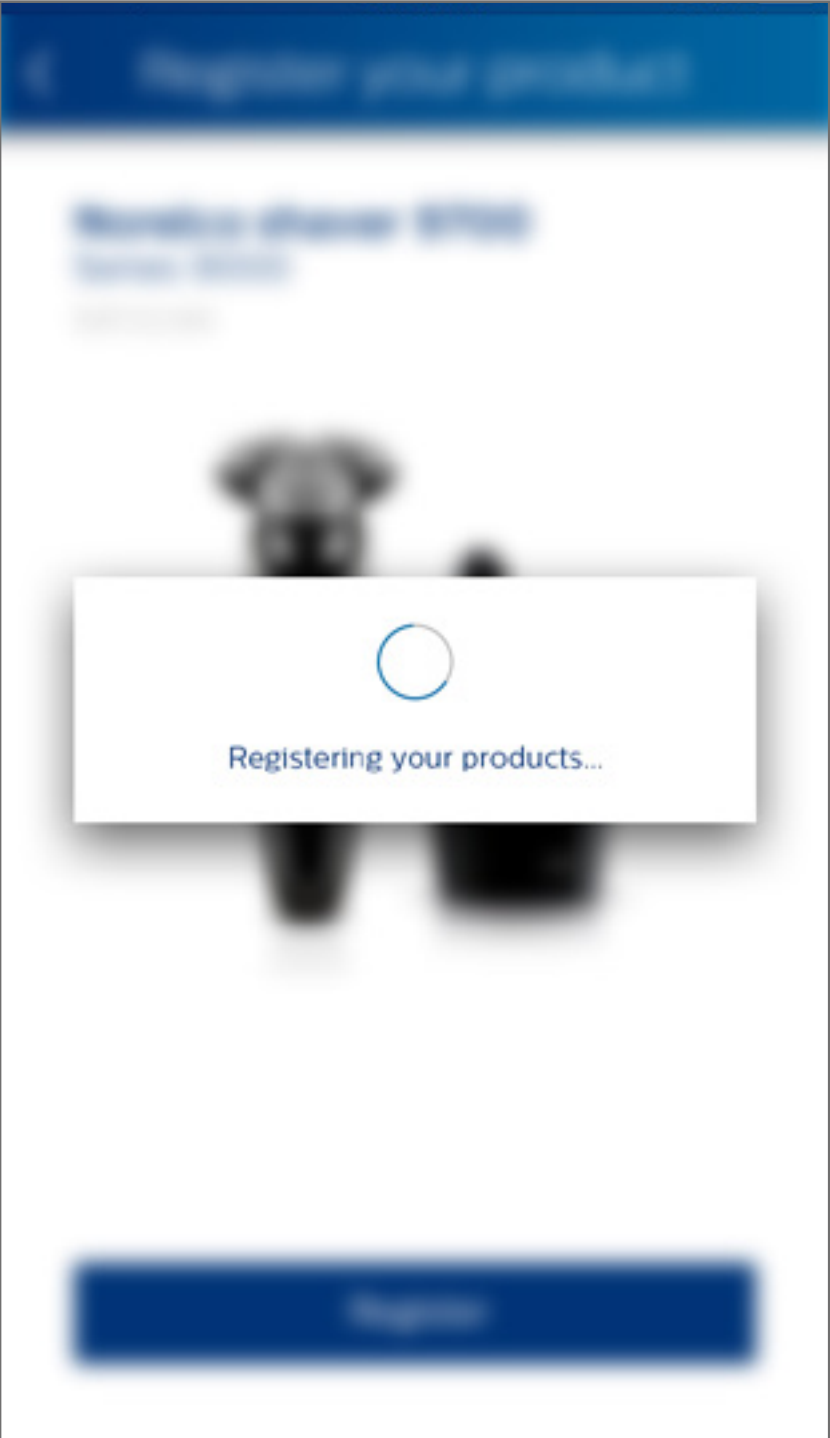
Tablet iOS example

Phone Android example

PR03c : Register your product - registering...
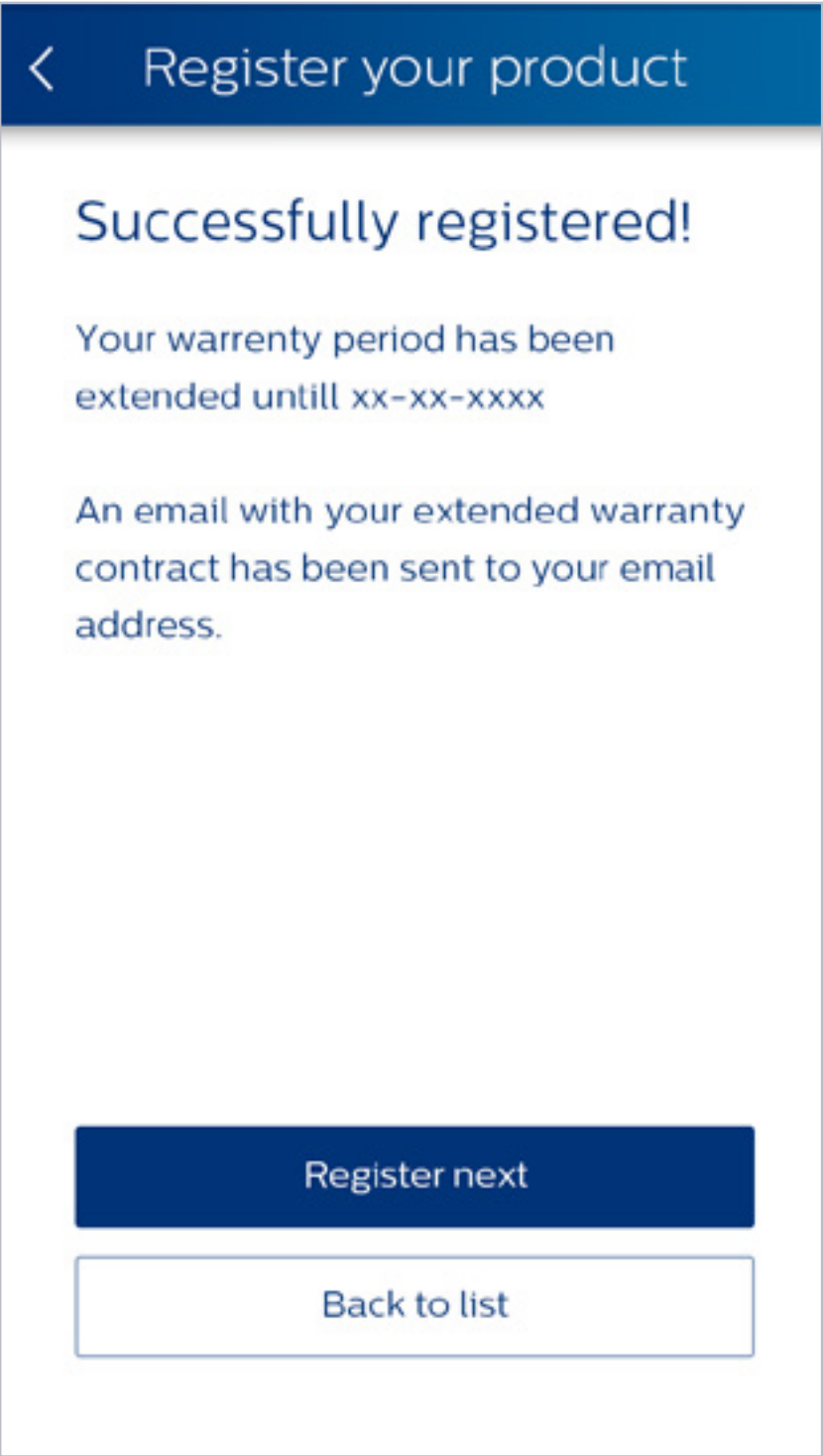
iphone - portrait

Notes

1 While app is communicating with the server to complete the registration pro–cess, an overlay is shown, blocking all user interactions.

PR04a, PR04b : Confirmation - phone
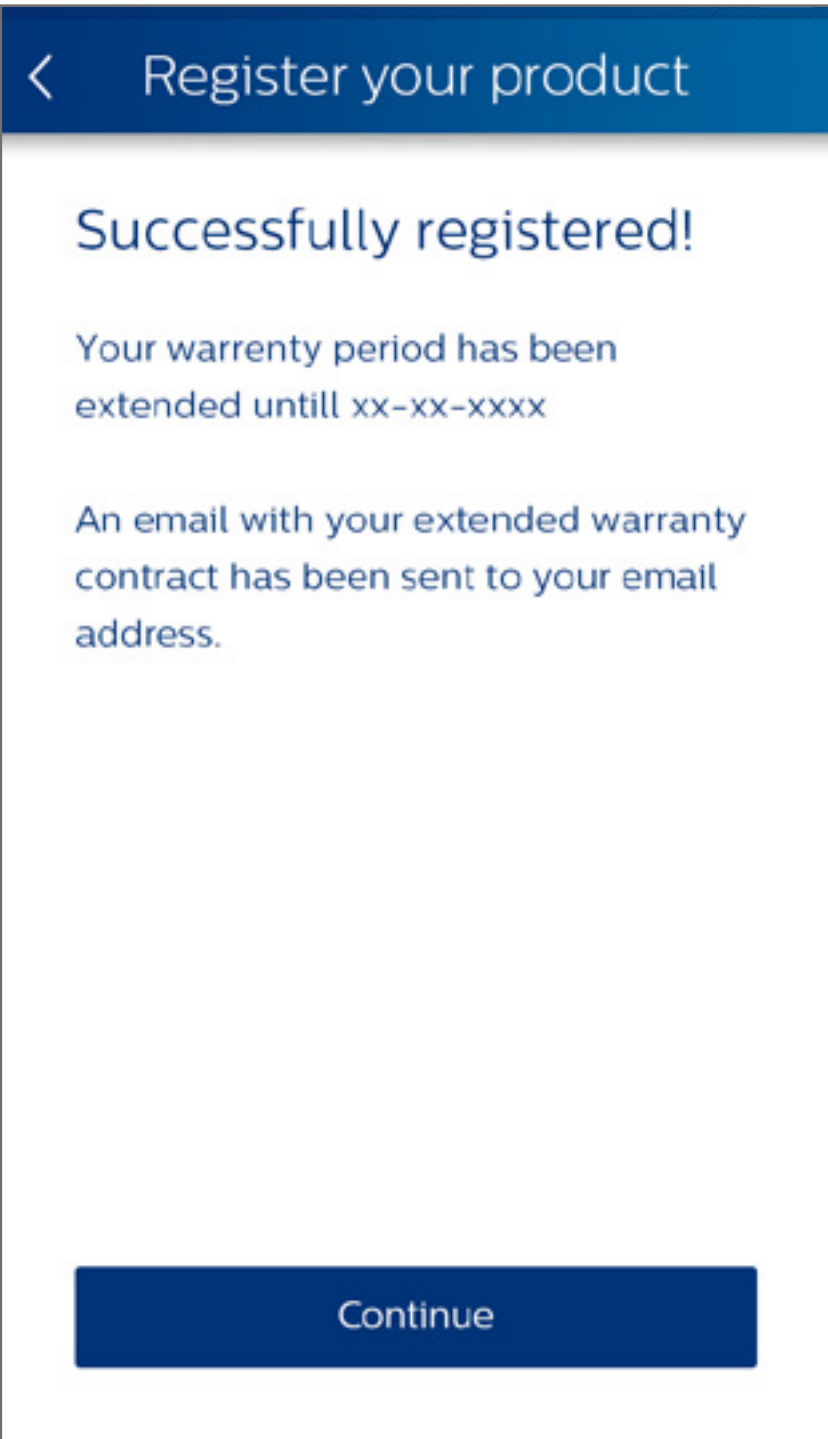
PR-4a More items to register

Notes

On the confirmation page, the following can be configured:

1 A brief sentence that communicates the in-centive the user gets – which is configurable by the vertical app.

2 If applicable, an instruction in case the user has to take action to redeem the incentive, and/or receive & save any related file. (con-figurable by the vertical app)

3 When there are more products to register, two buttons are present: [Register next] and [Back to list].

4 When there are no more product to register, only one [Continue] button is present.
This leads the user to:
– The next step in the set-up phase, or
– Back to the hamburger menu

PR-4b All products registered

PR04a, PR04b : Confirmation - tablet

Tablet - portrait

Notes

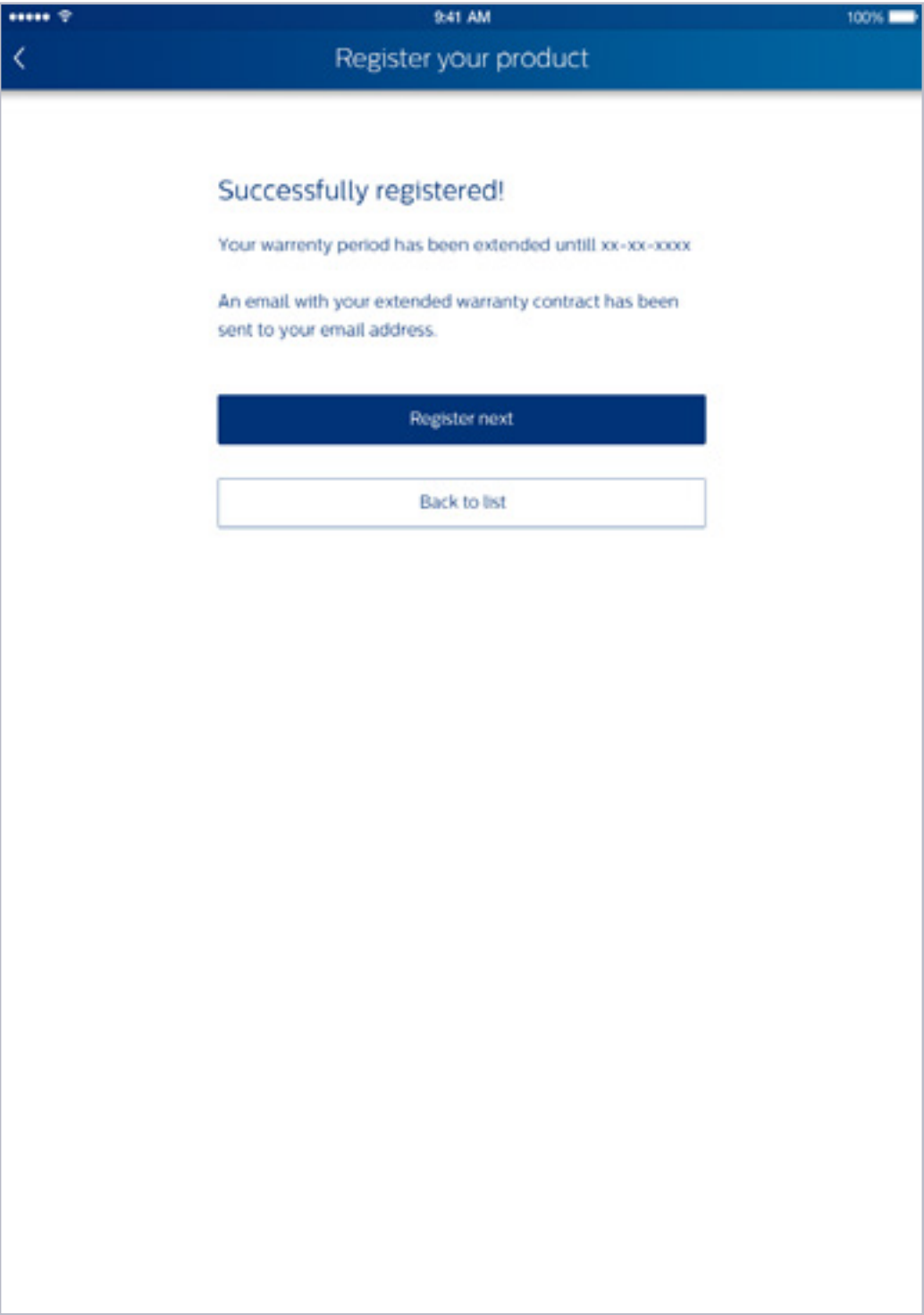On the confirmation page, the following can be configured:

1 A brief sentence that communicates the in–centive the user gets – which is configurable by the vertical app.

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3 When there are more products to register, two buttons are present: [Register next] and [Back to list].

When there are no more product to register, only one [Continue] button is present.
This leads the user to:
– The next step in the set–up phase, or
– Back to the hamburger menu

Tablet - landscape
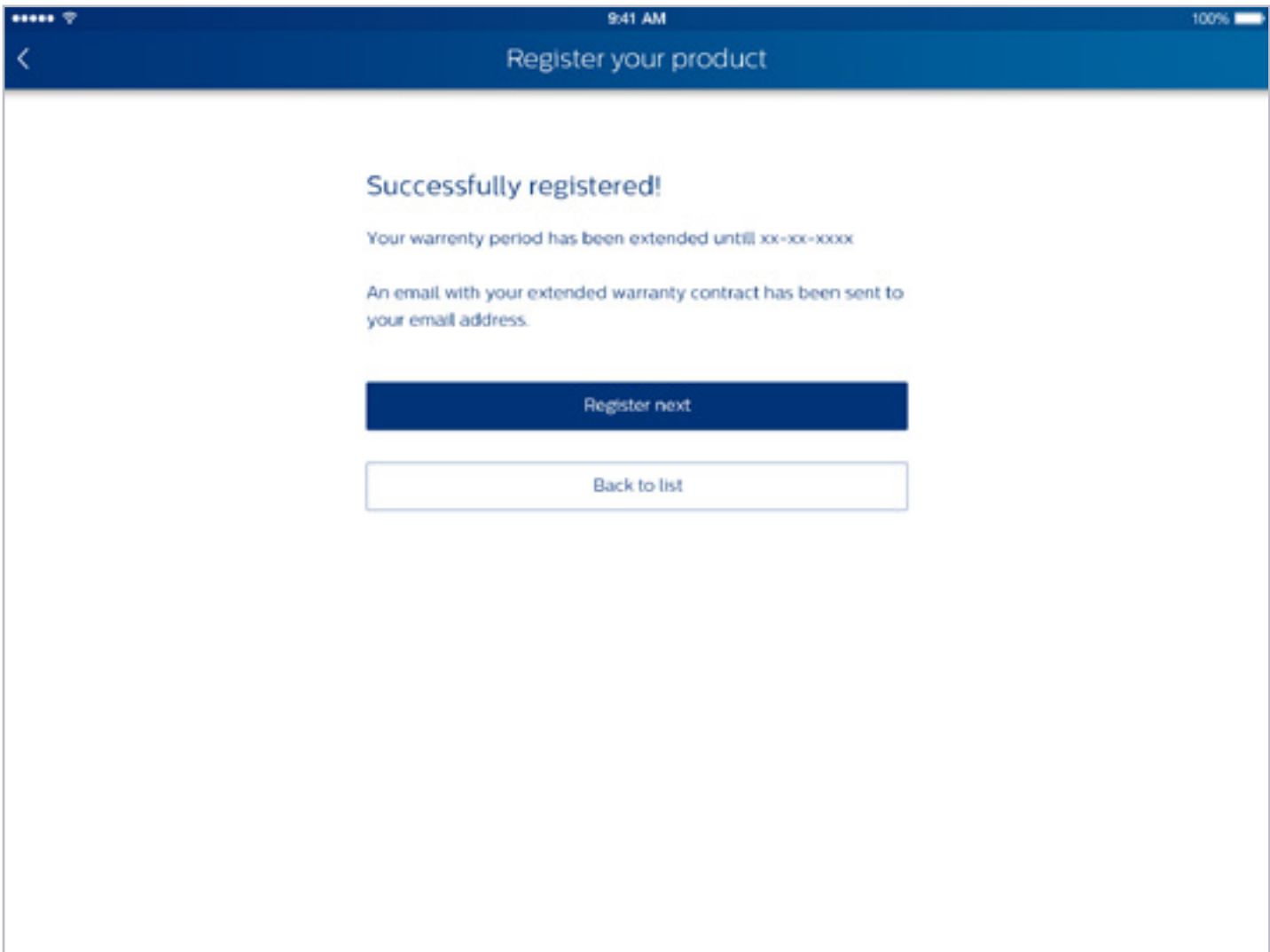
Conversion Table

Characters (A-J) refer to measurement in the Guides Screens:

	A	B	C	D	E	F	G	H	I	J
Android										
MDPI	4	7	12	20	33	53	85	138	223	360
HDPI	6	11	18	30	50	80	128	207	335	540
XHDPI	8	14	24	40	66	106	170	276	446	720
XXHDPI	12	21	36	60	99	159	255	414	669	1080
XXXHDPI	16	28	48	80	132	212	340	552	892	1440
iOS										
Baseline (1x)	4	7	11	18	29	47	76	122	198	320
iPhone 5&6 (2x)	8	14	22	36	58	94	152	244	396	640
iPhone 6+ (3x)	12	21	33	54	87	141	228	366	594	960
iPad										
Retina	20	32	52	86	138	224	362	586	948	1536
Android tablet										
Standard	10	16	28	44	72	116	188	304	494	800

Bram Donkers
Connected Digital Propositions, Eindhoven