# PROJECT LILY APPLICATION FLOWS

**SAINT LAURENT** 

# **FLOW DIAGRAM KEY:**

Screen

Screen with Specific User Access

Native iPhone or 3rd party app function

Repeated Template of Screens

High-level Container For Complex Process

Continuation Point

Process

Group



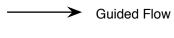
Decision point



Conditional branch

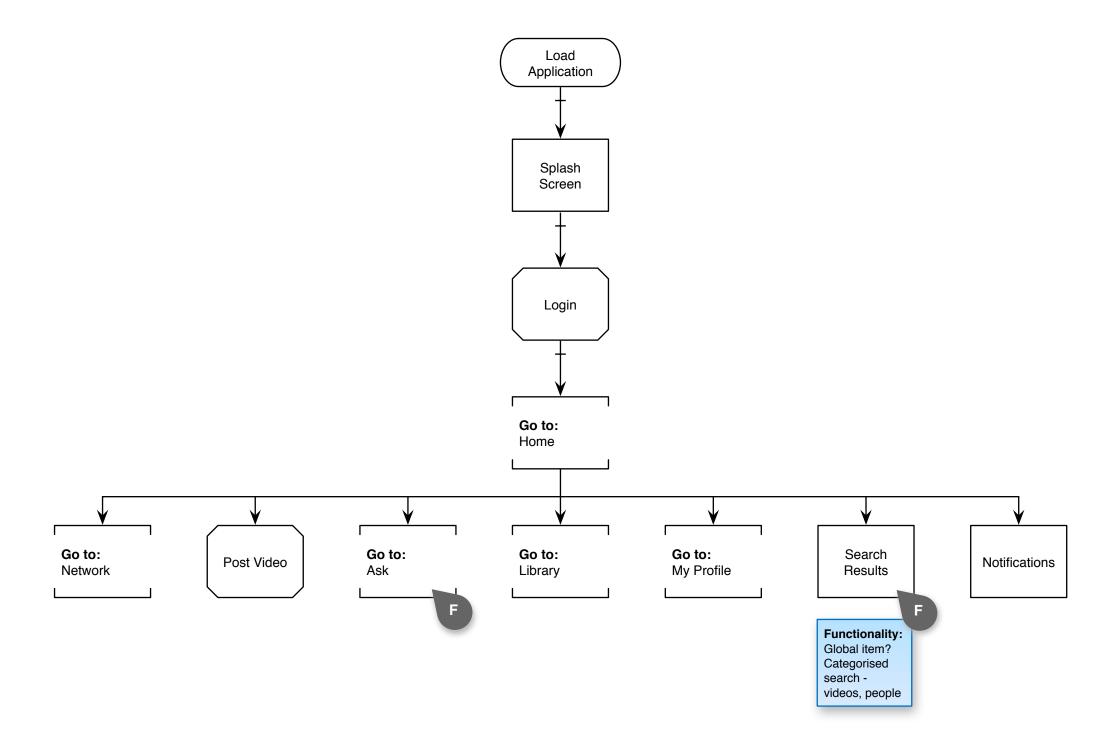


Future Scope

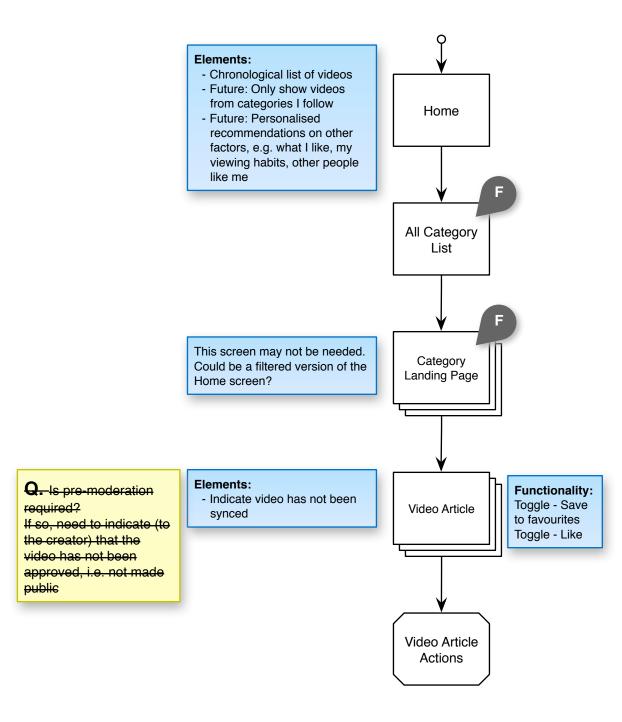


One Way User Flow

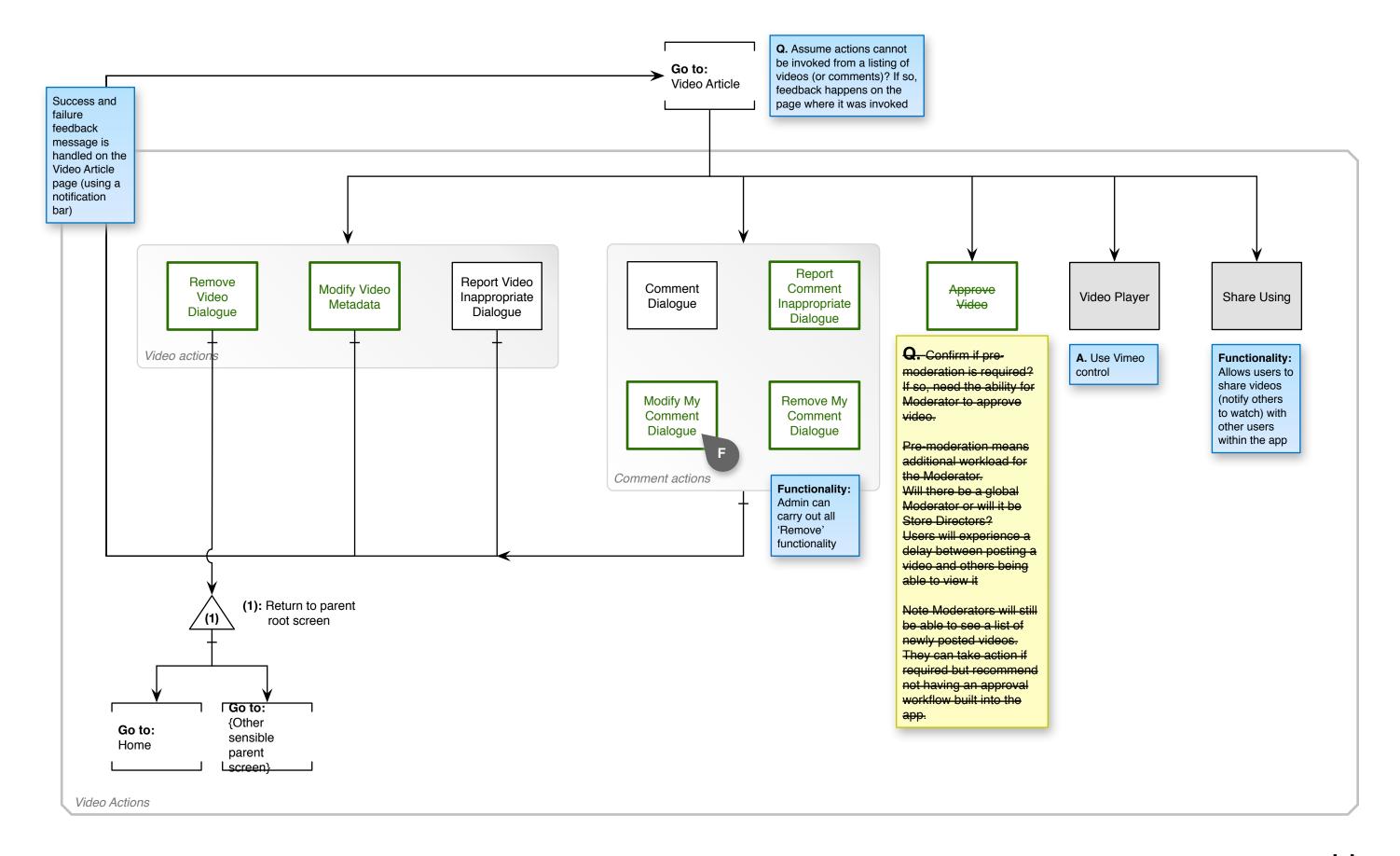
# **AF01 - HIGH LEVEL APPLICATION FLOW**



# AF02 - HOME



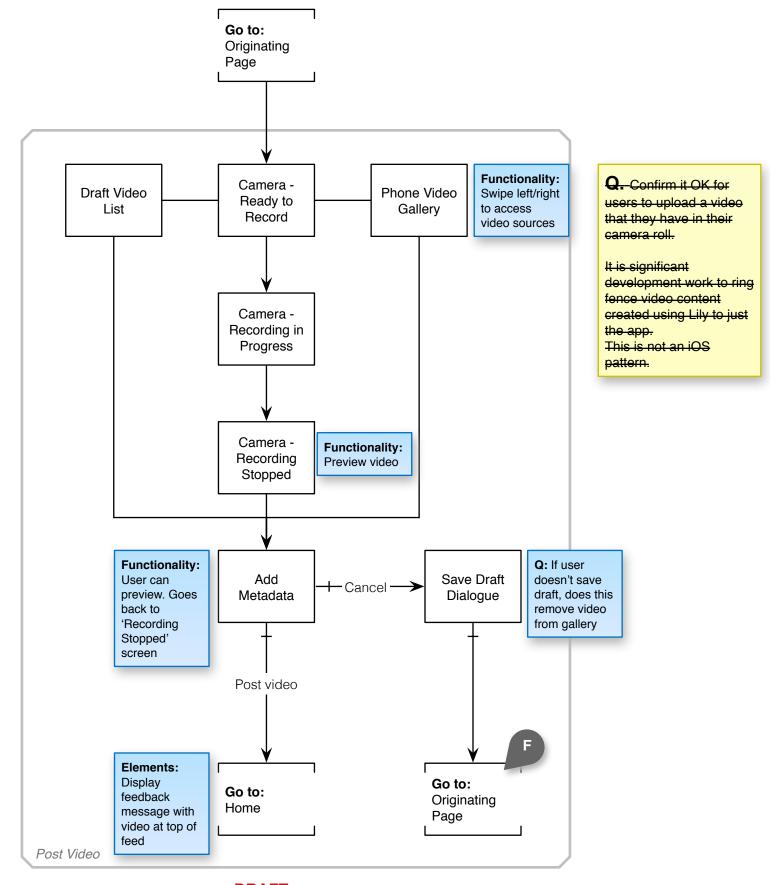
#### **AF03 - VIDEO ARTICLE ACTIONS**



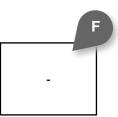
#### **AF04 - NETWORK**

Q: Need another page to **Q.** Assume actions (e.g. archive all report video) cannot be videos create invoked from a listing of by SA who videos (or comments)? If so, Elements: **NB:** This is not meant to be an employee belonged to feedback happens on the **Activity Feed** Network (aka directory. Users connect through this store at page where it was invoked the time? Video listing My Store) content, i.e. you might follow a user whose content you found interesting Go to: My Network Video Article Elements: Favourited users? Elements: A. Photo, Name, Role, Store+Location, Tenure, email, First Name phone number, (other comm channels?) **User Profiles** Last Name Usage statistics: # of videos uploaded, # of comments, Email (# of questions) Functionality: Store Name (Un)Follow toggle City Mobile Number nb. users cannot create own usernames Questions Videos Asked/ **User Activity** Uploaded List Answered Feed List

# **AF05 - POST VIDEO**



# AF06 - ASK

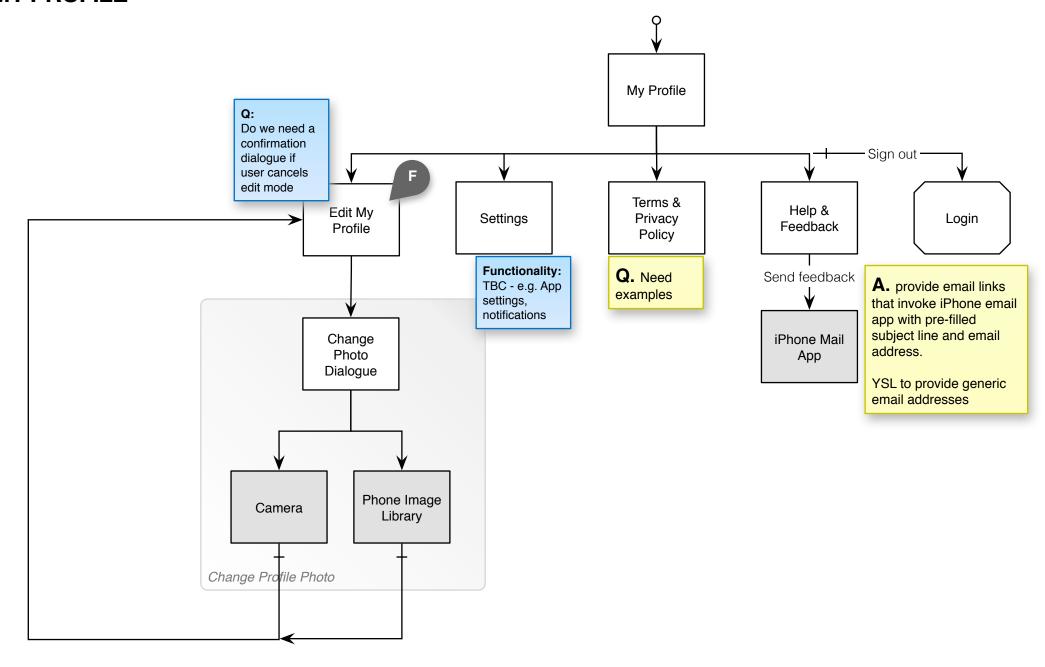


~~ TO DO ~~

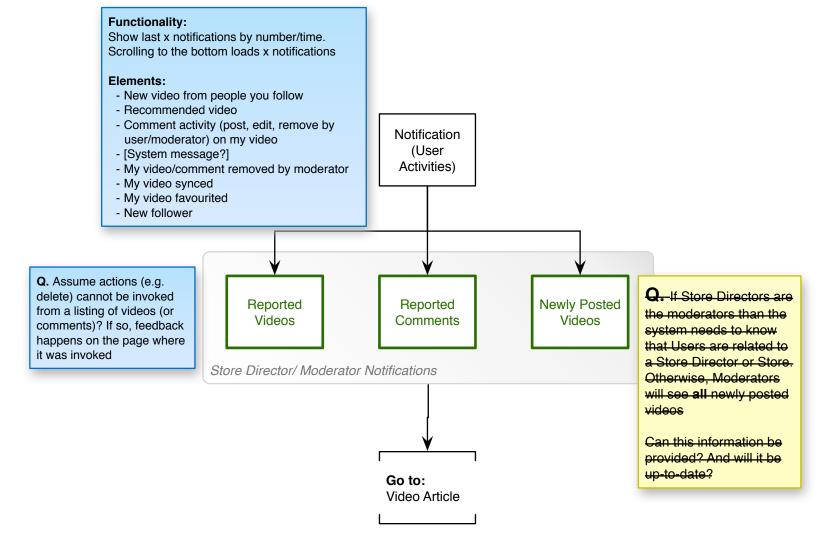
# **AF07 - LIBRARY**

**Q.** Assume actions (e.g. delete, report video) cannot be invoked from a listing of Shared With Watch History My Videos Favourites videos (or comments)? If so, Me feedback happens on the Q. Is this in scope and page where it was invoked should this live here or just be a notification? Video Listing Functionality Allow users to remove Favourites?, Watch History?, Shared With Me videos from the respective lists. (This is not Delete Go to: video!) Video Article

# **AF08 - MY PROFILE**



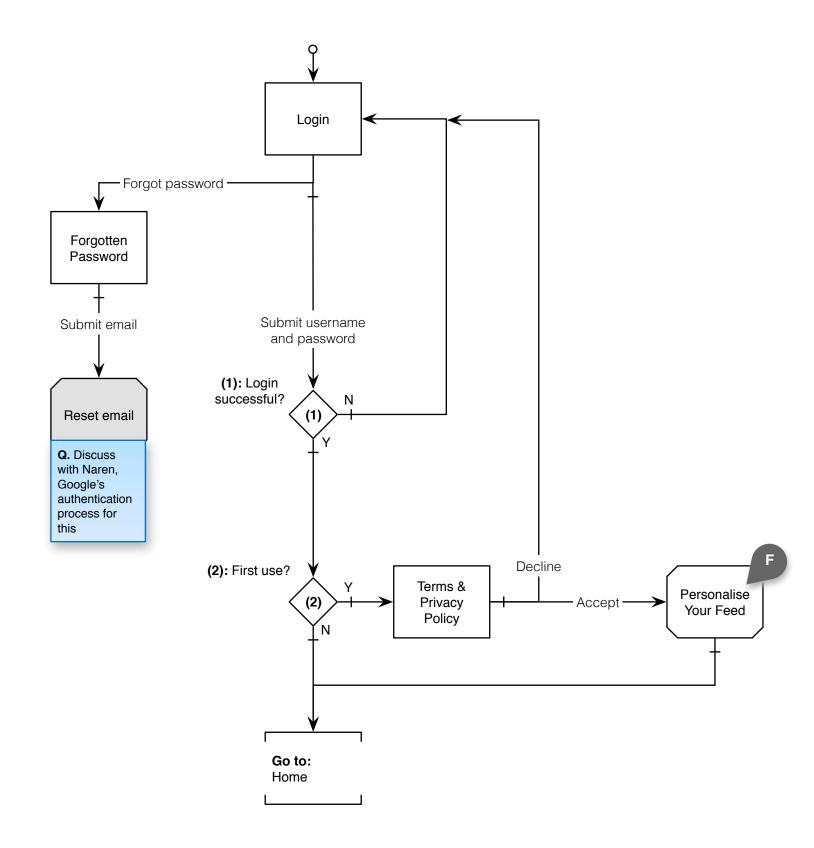
#### **AF09 - NOTIFICATIONS**



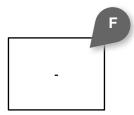
# AF010 - LOGIN

# Q. What are the Kering specifications?

A. There will be no integration with Active Directory. YSL to provide a list of users and relevant user information



# **AF011 - PERSONALISE YOUR FEED**



~~ TO DO ~~

# **AF012 - ADMIN?**

-

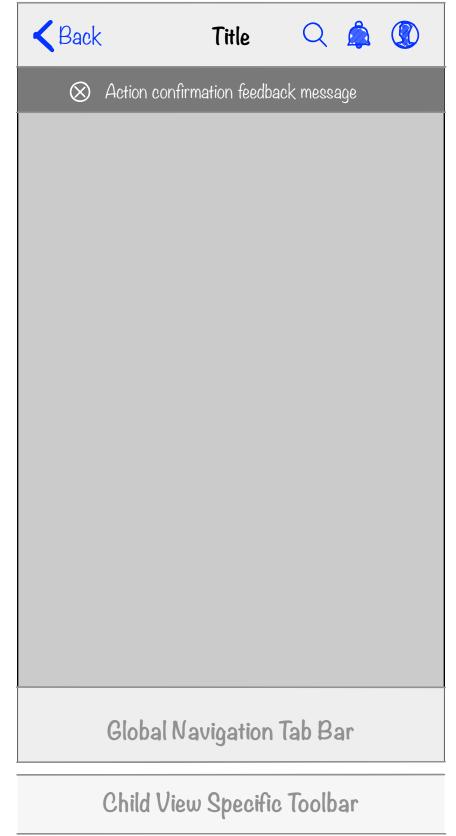
~~ TO DO ~~

# **GLOBAL ELEMENTS - EXPLORATION**

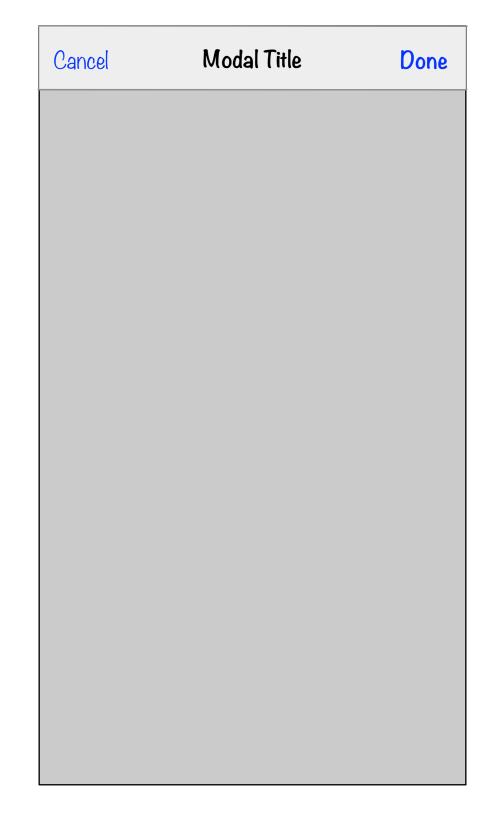
#### **TABBED APP / PARENT VIEW**

# Title Action confirmation feedback message Global Navigation Tab Bar Library Home

#### **CHILD VIEW**



#### **MODAL SHEET**



#### **VIDEO ARTICLE - EXPLORATION**

#### A.

#Show&Sell - UPTs

#sayhello - client engagement / connecting

#Whatsnew - new products

Product info - product information

#CRM Clienteling tips - how to develop a

clientelling business

#Crossselling - selling multiple categories conversation - great store conversation

#Francescamemo - head office

#PR - PR updates and season vids

#Celebrity

#exceptionalsales

#operations

#Hosting

#Training

#HRnews

#VIC #LOVE

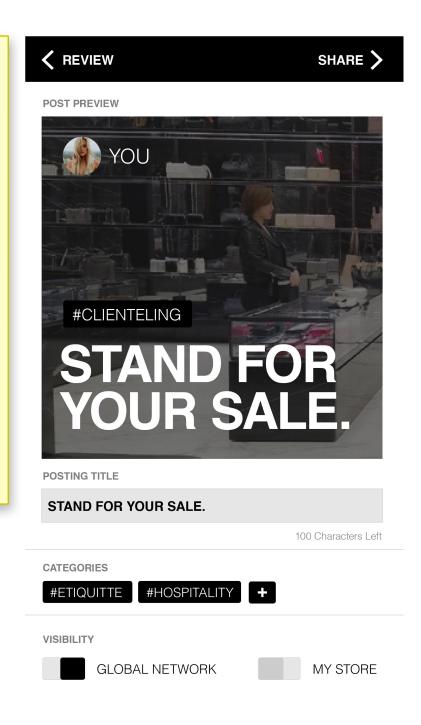
?Not cool - new product issues or call

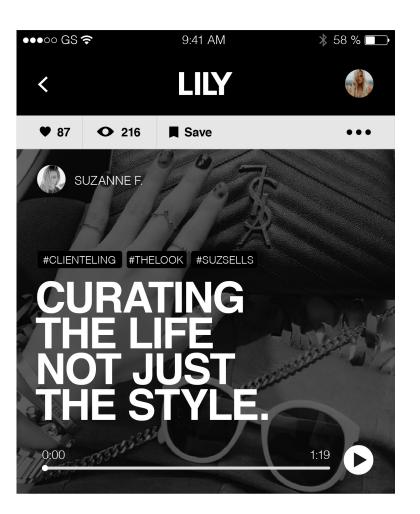
High ticket - how do you sell high end products.?

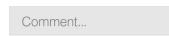
Limit description to 140 characters — keep it short (maybe 280?)

Q. Do you have any feedback on the look and feel of the app that we presented to Francesca?

For speed of development, we will need to follow the iOS UI Kit however, there is still room to apply styling to make it feel more like a YSL app. We believe that we can more or less match the overall look we have established here.







MIGUEL B Great approach, Suzanne. 

Does this only work with clients who you've had a long standing relationship with? How would you do this with someone new to the store?

**SUZANNE F** I have not actually tried this with a new customer yet. I think you have to have someone's personal contact details in order to make this work.

**\*** 

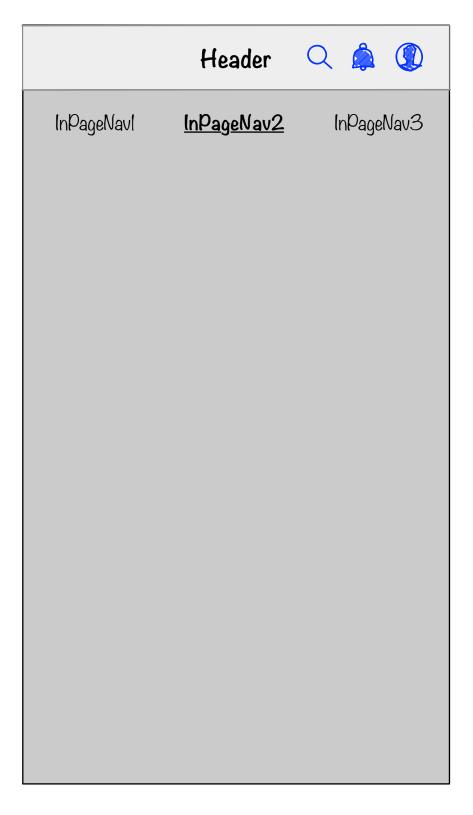
**MIGUEL B** Cool. Thanks, Suzanne. I may talk to my team during tomorrow morning's briefing about how we might get this type of behavior happening earlier in the relationship. Follow up with me next week if you're interested.





# **INTERACTION PATTERNS**

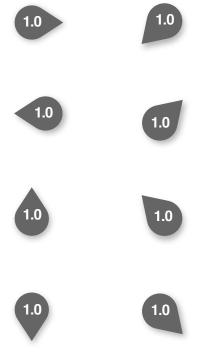
#### **IN-PAGE TABS W/ OVERFLOW**



InPageNavX



-



---- DRAFT ----

Sticky Notes

Q. Lorem ipsum dolor sticky note