

Mobile Spring Update : Kmart Fashion/ Stylesip Phase 2

4/1/2012 ■ Mobile UX Team

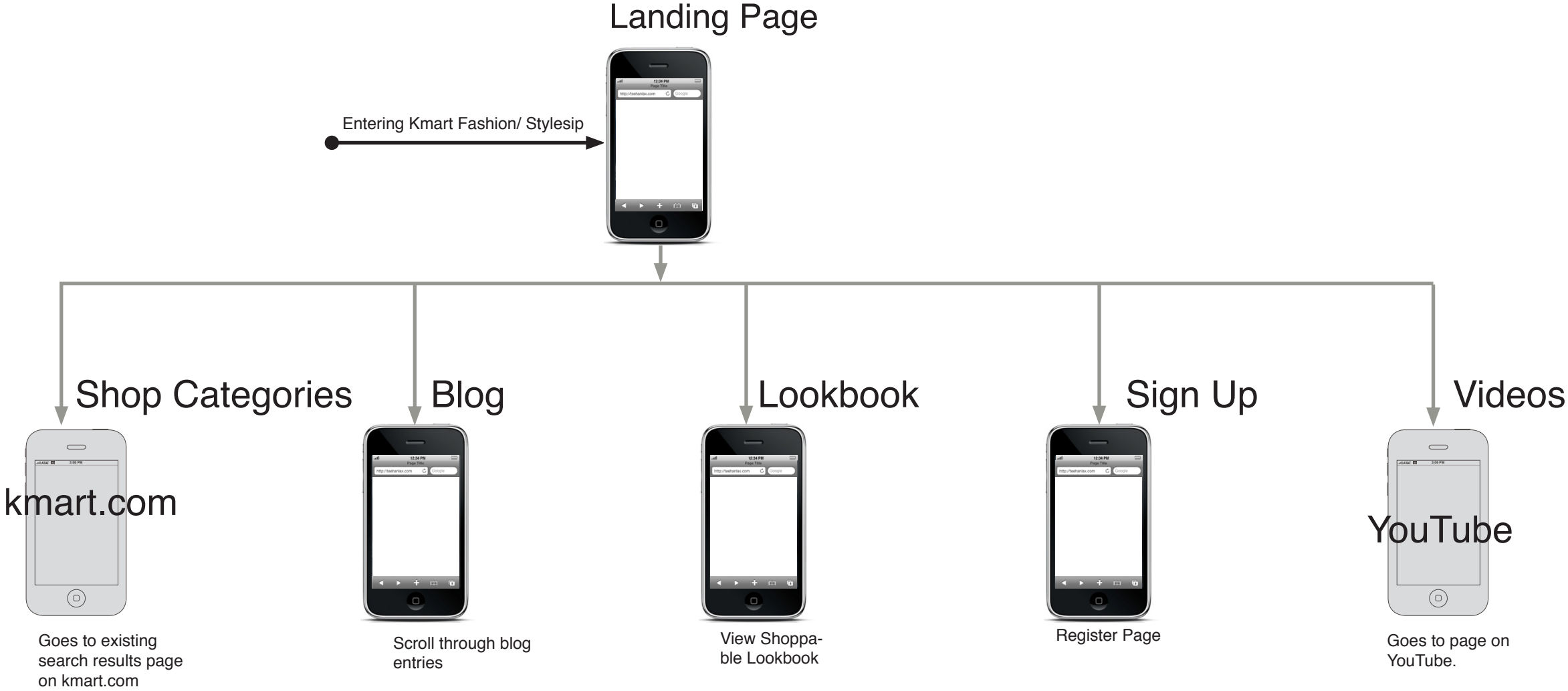
This document is for both Kmart Fashion and Stylesip. It is conditional, based on Kmart Fashion and Stylesip having different Brands.

Versions

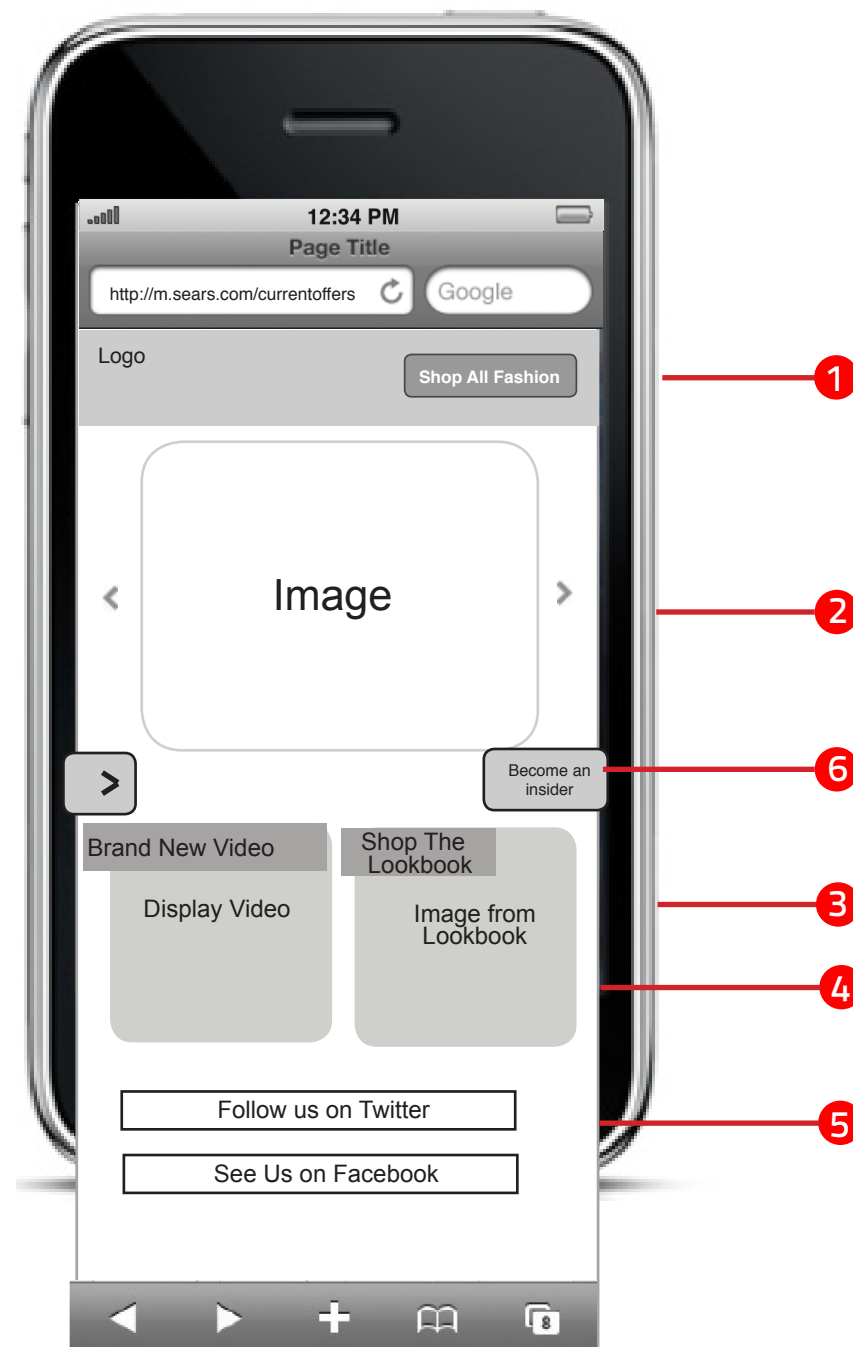
Only published versions are listed in this log. Numerous revisions are created to carry out changes between published versions, but those changes are not tract individually.

Version	Date	Status
020812	2/08/12	Phase 2 delivered
040112	4/01/12	Changed Brand Picker to go to Search Results page within Kmart that shows all products within categories (p. 4,6) Copy Options (p.4) Pagination (p.6)

Architectural Overview



Landing Page

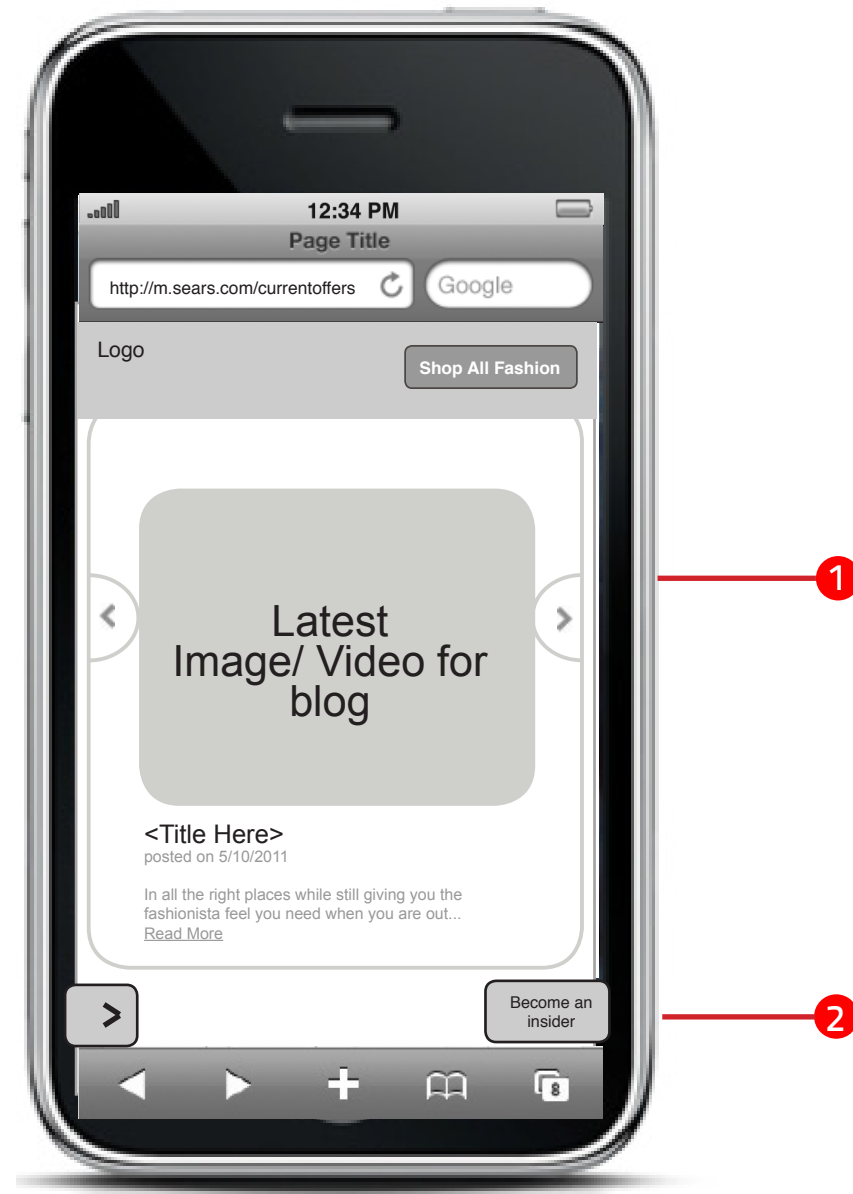


Copy Options:

see more!
shop all fashion
show me more!
shop more looks
shop all looks
more looks

- 1 **Category Picker** - Will display across all pages.
(See page 6 for categories to display) . When a category is chosen, all products from that category will display within Kmart.com.
- 2 **Blog Container** - The customer has the ability to browse through blog entries. Tapping will load blog page (see Blog Page for details).
- 3 **Video Container** - Displays most recent uploaded video. Upon tapping will load YouTube video page.
- 4 **LookBook** - The customer has the ability to browse through shoppable looks.
- 5 **Social** - Links at bottom to view Stylesip's Facebook & Twitter pages.
- 6 **Sliding out buttons** - Upon tapping the arrow on the left will display a way to share this page via Facebook, Twitter, and email. Arrow on the right takes you to register to become a member.

Blog Page



- 1 **Blog Container** - An image plus content will display. Title and date of post along with two lines of content. "Read More" is displayed and will expand to view the whole post.
- 2 **Social** - Users have ability to share blog post to Twitter, Facebook or email it to a friend.

LookBook



- 1 Kmart Fashion Categories:**
Activewear
Dresses
Jackets & Blazers
Jeans
Outerwear
Pants
Shorts & Capris
Skirts
Sweaters
Swimwear

- StyleSip Categories:**
Activewear
Dresses
Graphic Tees
Jackets & Blazers
Jeans
Outerwear
Pants
Shorts & Capris
Skirts
Sweaters
Swimwear
Tops

- 1 Category Picker** - Will display categories (See list near image) . When one category is chose will load all products from that category within Kmart.com.
- 2 Pagination** - Only will display up to 12 looks.
- 3 Image** - Image will take up whole display.
- 4 Images of products in this look** - are displayed below image. Tapping on products will load product page. See below for three different conditions.

Original Price




Product Name
\$XX.XX \$XX.XX
[See Details](#)

Sale Price



Product Name
\$XX.XX \$XX.XX
[See Details](#)

Out of Stock



Product Name
\$XX.XX
Out of Stock
[See Details](#)

Become an Insider

****For Stylesip site please note any copy is to be changed from "Kmart Fashion" to "Stlyesip."**

12:34 PM
Page Title

http://m.sears.com/currentoffers Google

Logo

You must be 13 years or older to enter Kmart Fashion.

To Subscribe to Kmart Fashion emails:

Email:

Name:

Zip Code:

To Subscribe to Kmart Fashion mobile:

Mobile:

Message & data rates apply. Text STOP to quit or HELP for more information. You will receive up to 8 message a month.

Confirm your subscription

Birthdate (mm-dd-yyyy)

☐ By signing I am confirming I want to receive Kmart Fashion messages.

[Kmart Privacy Policy](#)

Register

1 Not of Age - Content is displayed at top of page for each case:

A user is under 13 Message will read :

"You must be 13 or older to enter Kmart Fashion"

A user does not accept terms and conditions:

"Please confirm that you would like to receive Kmart Fashion messages."

A user does not enter an email or mobile number:

"Please enter a valid email address, and/or a mobile phone number."

2 More information - will populate below the text input field. Will read "** Message & data rates apply. Text STOP to quit or HELP for more information. You will receive up to 8 messages a month."