

MODIFICATION DATE 10/26/2011

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FILE NAME DellMobileWireframes.vsd

DESCRIPTION Dell Mobile : m-commerce Android App Wireframes

VERSION HISTORY	0.1	09/22/2010	SD	Initial draft
	0.2	10/07/2010	SD	Updates for 10/7 mtg
	0.3-0.4	10/07-10/19	SD	Internal Revisions
	0.5	10/21/2010	SD	Release to Extranet
	0.6	10/25/2010	SD	Updated #'s and UX Guidelines
	0.7	10/26/2010	SD	Revision

All external references to this document should be preceded with a “W”, for example “W1.3 Dashboard”

TABLE OF CONTENTS	FA	Name	Page(s)
	0	Load	1
	1	Home	3-4
	2	Search	5-12
	3	Product	13-25
	4	Cart	26-35
	5	Support	36-39
	6	More	40
	7	Account	41-42
	8	Deals	43-44
	9	Compare	45-48
	10	Nearby	19-21 **3.5 in Wireframes**
	11	System Advisor	Future State, not included.
	12	Activity	Future State, not included.
	13	Targeting	Future State, not included.
	14	Advertising	Use Case only.
	-	Suggested UX Guidelines	49-50



0.1 Loading...



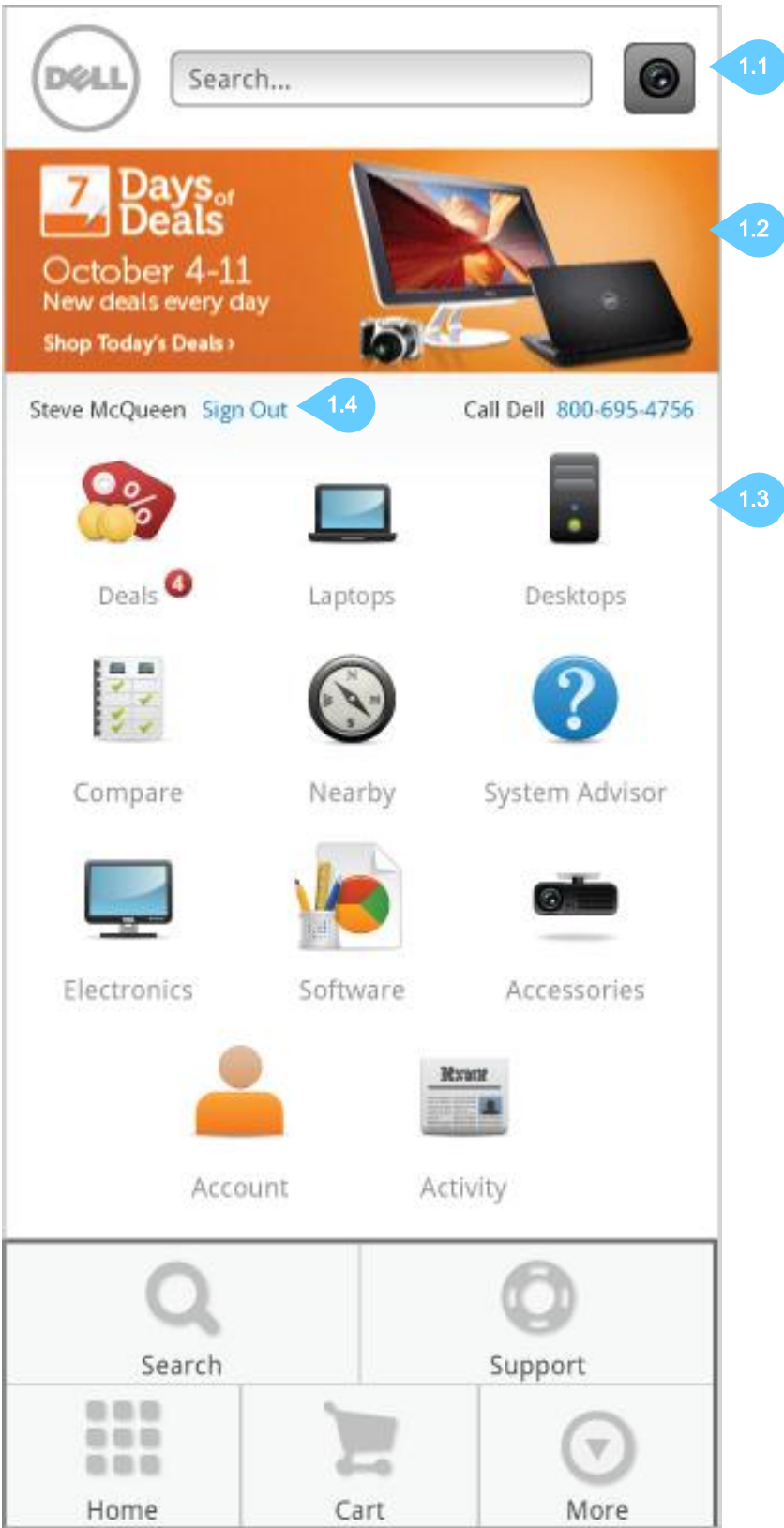
0. Loading Page & Device

- 0.1 On app launch system will retrieve the following data prior to displaying 1.0-Home.
- Alerts
  - User credentials

Note: User location should only be captured when triggered (i.e., user selects "Nearby" icon on dashboard)

- 0.2 **Menu Button** The application menu can be toggled by the device's "Menu" button. *Subsequent wireframes in this document do not illustrate the menu.*
- 0.3 **Search Button** The search page can be recalled by pressing the device's "Search" button.

\*\* If possible, the search button should be contextual as well, similar to the Search function in the masthead \*\*



- 1.0 Home
- 1.1 Masthead

Facilitates 2.0 Search. Will search Products dataset.
- 1.2 Promo/Ad

Facilitates 1.2 Promo/Ad. User can expand collapse CMS-based promotion. Ad is also CMS-based (see FA Advertising for additional details).
- 1.3 Dashboard

Facilitates Functional Areas/Micro-Apps. The dashboard should answer “What does this app do?” and “What’s new”.  
Deals – See Page 30, alert capable.  
  
Laptops, Desktops, Electronics, Software, Accessories – See Page 10, directs user to respective faceted search/sub-category  
  
Compare – See Page 26  
  
Nearby – See Page 19  
  
System Advisor – See Page XX (requirements needed)  
  
Account – See Page XX (will be last to be defined)  
  
Activity – See Page XX (requirements needed)
- 1.4 User Account

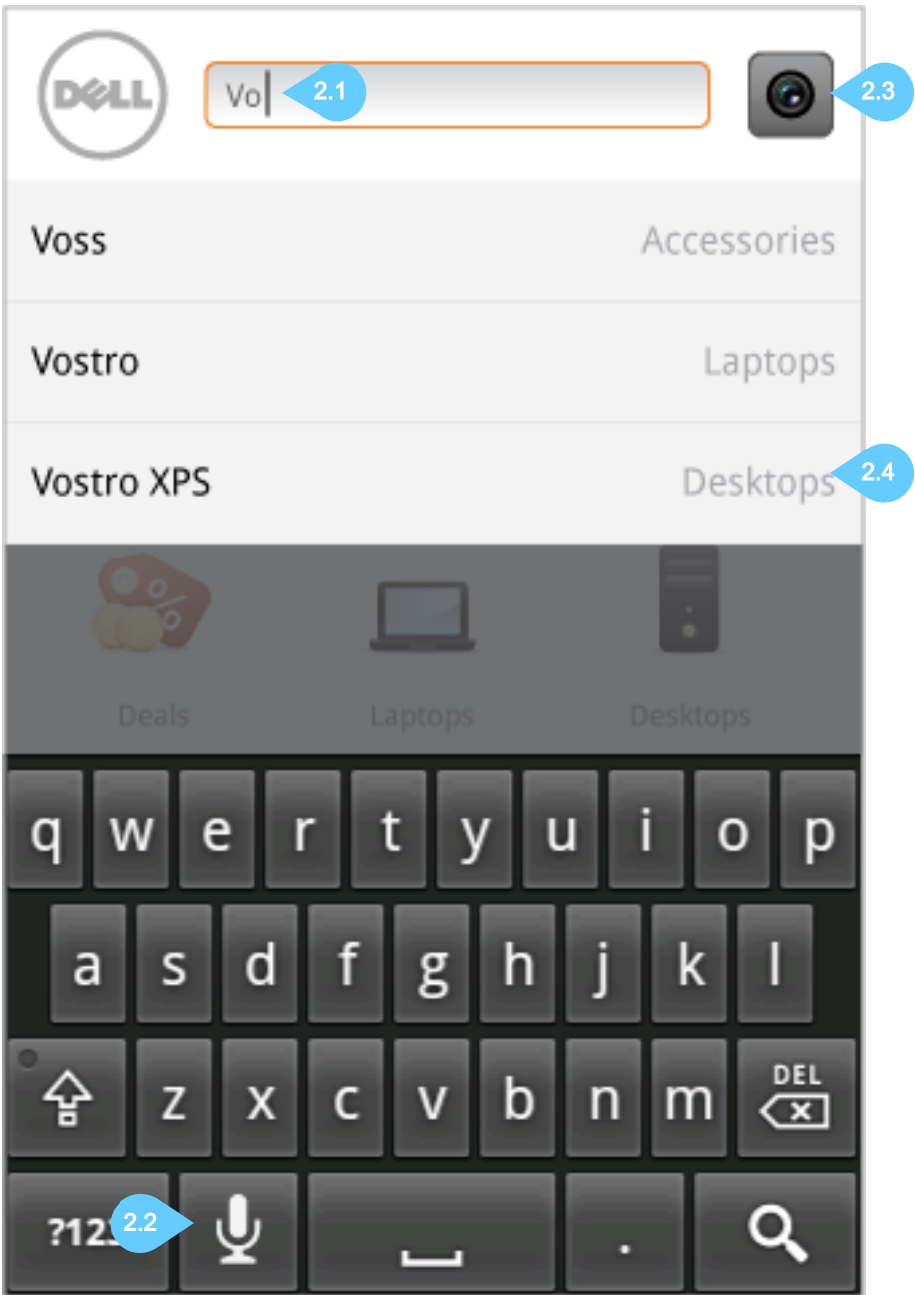
If authenticated, display Name and Sign Out, otherwise display “Welcome” and link to Sign In or Register.  
  
On first install, app should display Welcome message with the ability to navigate to Account Registration, if so desired.



1.3 Dashboard

- 1.3.1 Activity/Task Each activity/task icon can either be a self-contained “micro-app” or a trigger for a faceted search. For example, the “Laptops” icon would trigger UC:Search returning all Laptops matching the parameters.
- 1.3.2 Dashboard Edit User may execute a “long-press” command to activate the edit function. When in edit mode the icons may be rearranged (system should clearly indicate a state contrasting to the default), tapping the “Done” button will save the state and exit edit mode.

*Each Activity/Task has it's own Use Case and/or wireframe associated to it.*

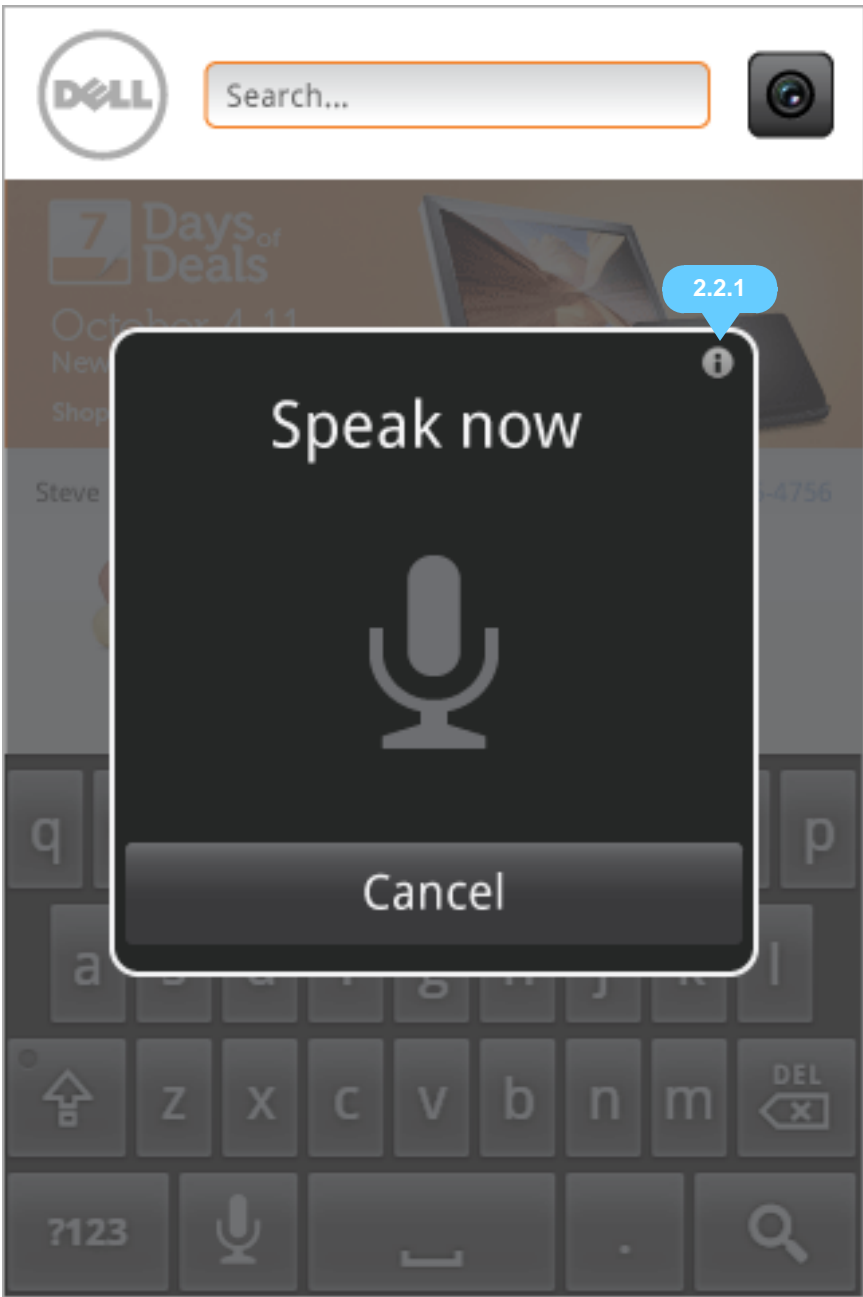


- 2 Search
- 2.0 Home Masthead is a shared module and, depending on context, will facilitate three primary search methods:
- 2.1 Auto-Suggest System will return results after *n* matching characters have been entered.

1.0 Home masthead queries the Products dataset.
- 2.2 Voice Search User may query using Text-to-Speech (See Page 6).
- 2.3 OCR/Scan Search If supported by device/environment, this function will facilitate multiple scanning methods (See Pages 7-8)
- 2.4 Product View Directs user to W4.0-Product View (See Page 13).

*These functions are further explained in the following pages.*





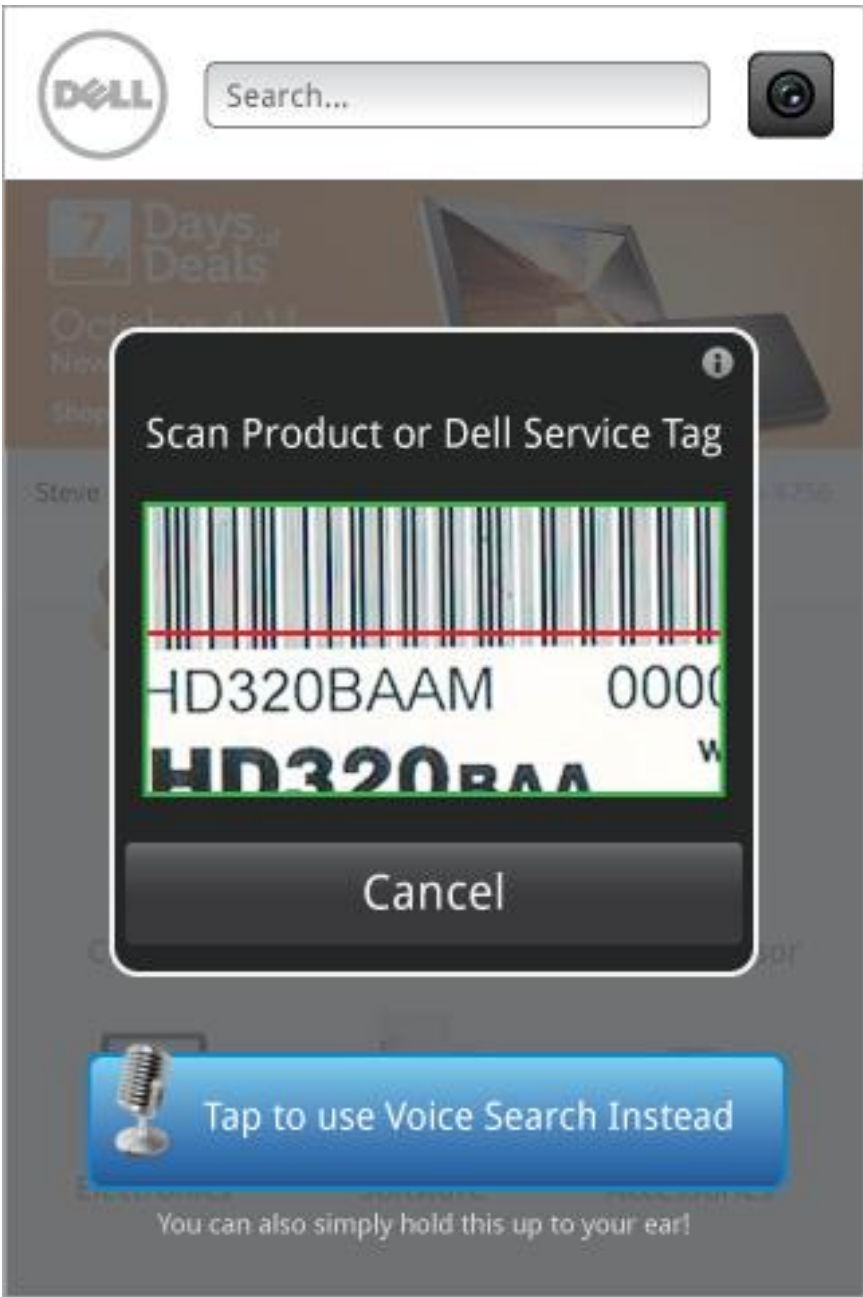
2.2 Voice Search

2.2.0 Voice search is an alternate entry method to the current search input (similar context).

Once system detects voice entry has concluded, return respective results.

Example, if the voice-function is activated while browsing in the “Desktops > Gaming” node, the system will return the matching results, if any (see Product Results)

2.2.1 Information/Help to view specific function help.



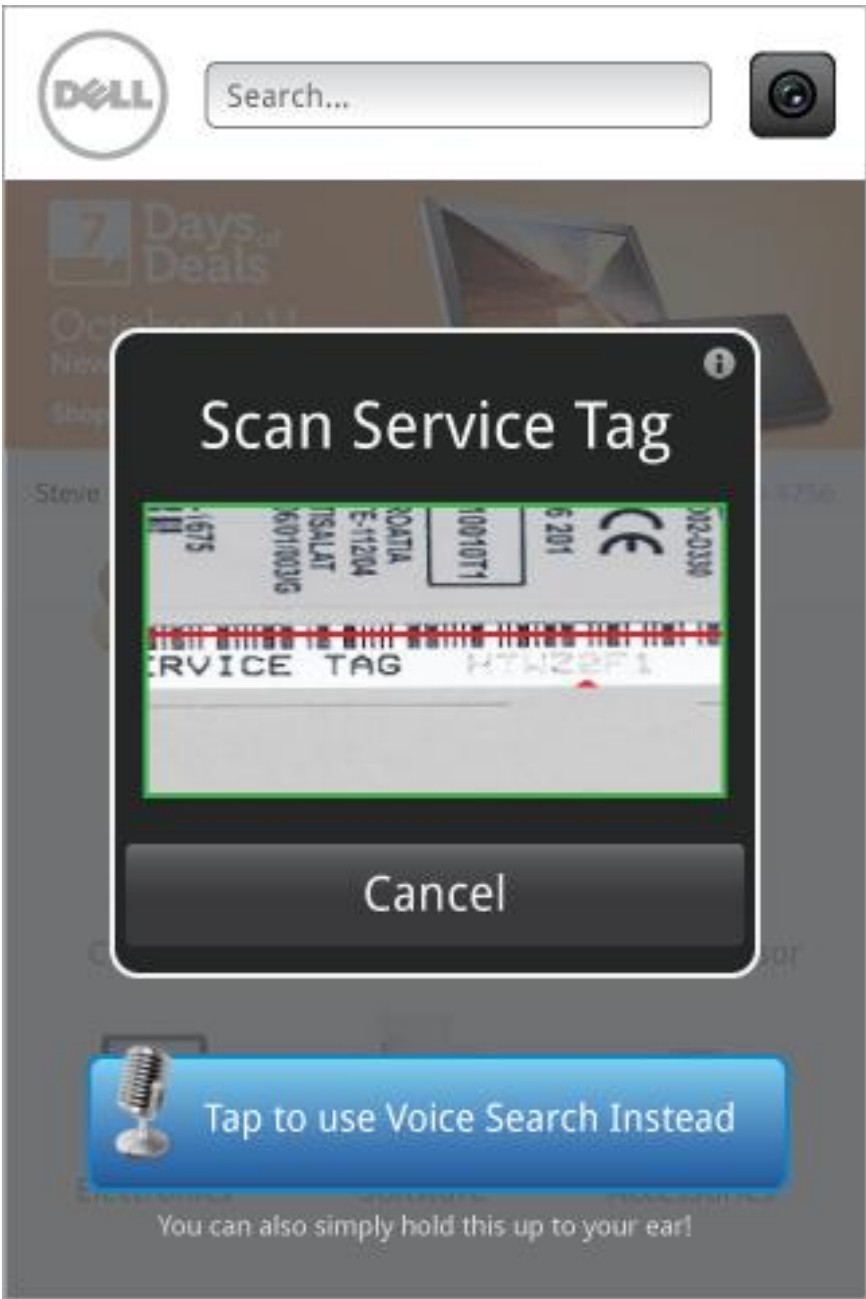
2.3 Scan

2.3.0 Scan function will support the following targets:

- 2.3.1 Barcode Traditional packaging SKU returning Product result.
- 2.3.2 QRCode Popular matrix barcode returning Product result..
- 2.3.3 ObjectTag High-capacity color barcode from Microsoft returning Product result..
- 2.3.4 Service Tag Dell Service Tag returning Support result.

Context

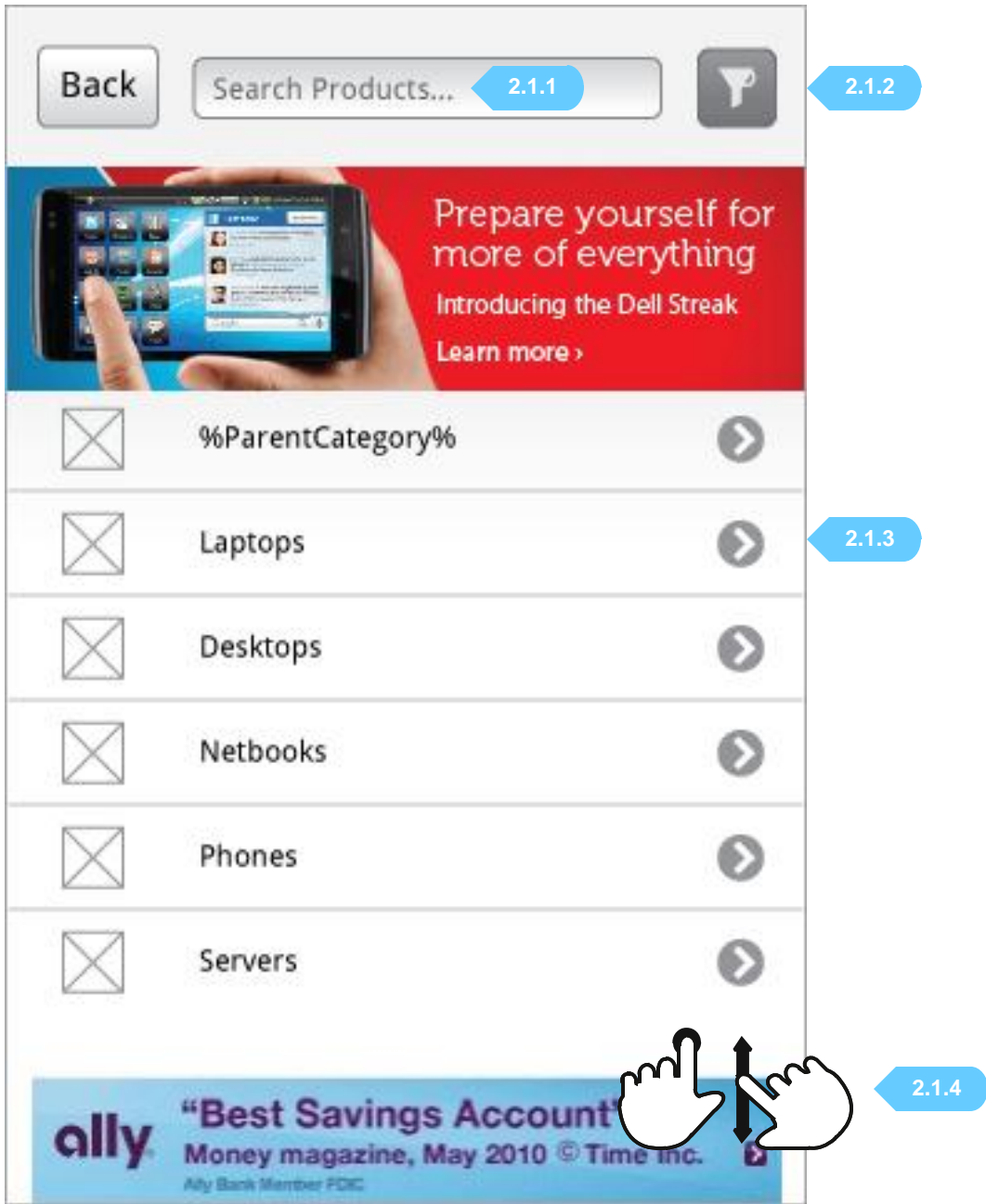
Functional Area	Description
Home	Barcode, QRCode, ObjectTag > Product Result Service Tag > Support Result
Search	Barcode, QRCode, ObjectTag > Product Result
Cart	Not Applicable
Support	Service Tag > Support Result
More	Not Applicable



2.4 Scan - Support

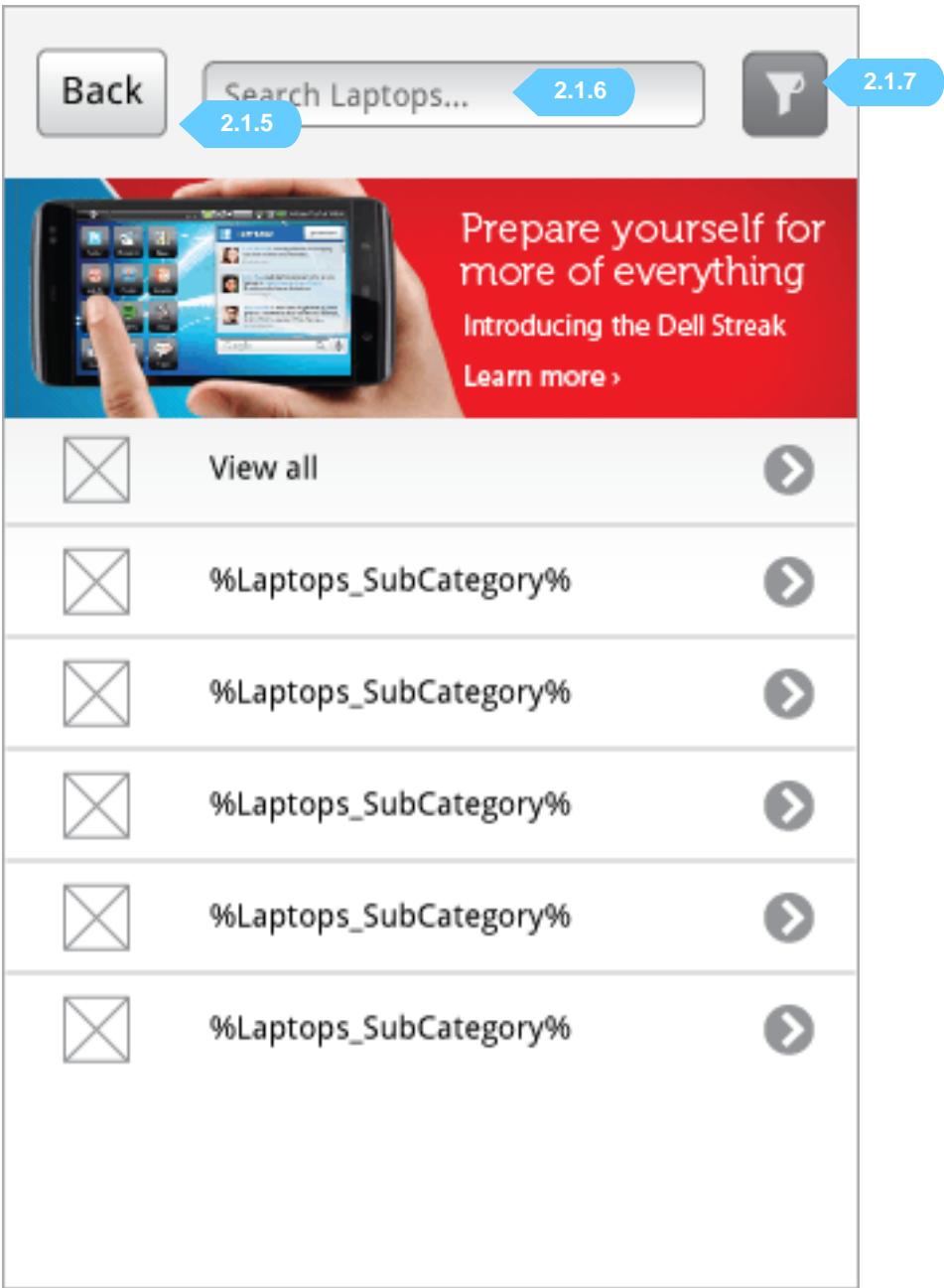
2.3.0 Scan When a Dell Service Tag has been recognized, system will return Support – Product results view (See page XXX).





2.1 Browse

- 2.1.1 Displays 2 Search – Text Input (See page 5)  
Search is contextual to the current level when browsing.
- 2.1.2 Filter Displays Result Filter modal (See page 12)
- 2.1.3 Category Node Navigates product taxonomy (See page 10) until Product Results are returned (See page 11). Includes Category Image (Optional) and Label.  
*Note: Images are recommended only for parent level nodes.*
- 2.1.4 Paging In all result views, the top *N* records will be returned. The user may load the next set (*N* records) by dragging the screen to the bottom, this is called **Kinetic Scrolling**.

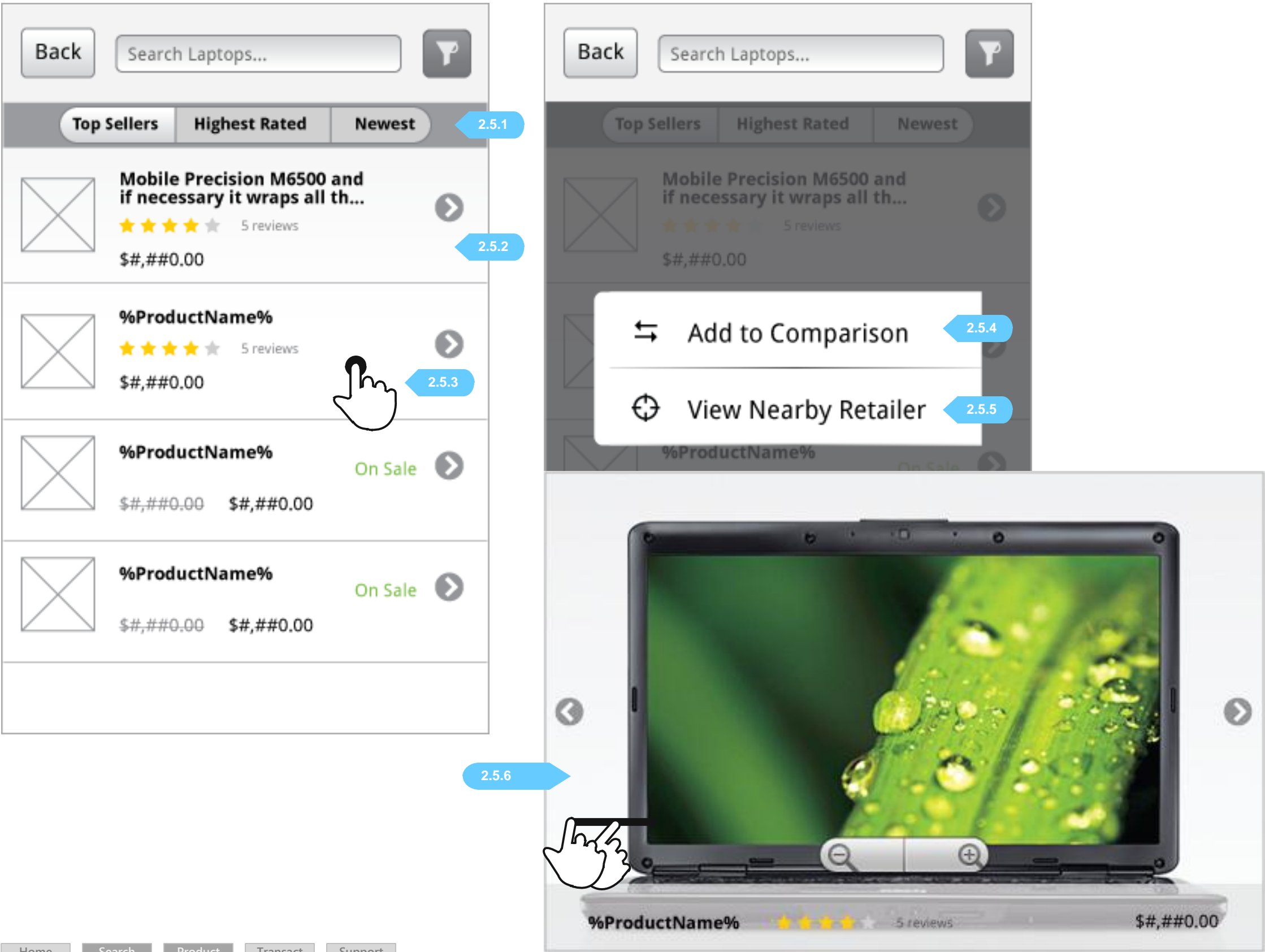


2.1 Browse (cont.)

2.1.5 Back Return to the previous view (in this example, page 9).

2.1.6 Input Displays current contextual facet applied.

2.1.7 Filter Displays Result Filter modal (See page 12)



2.5 Product Results

2.5.1 Sort User can quickly toggle the various sort options for the current view.

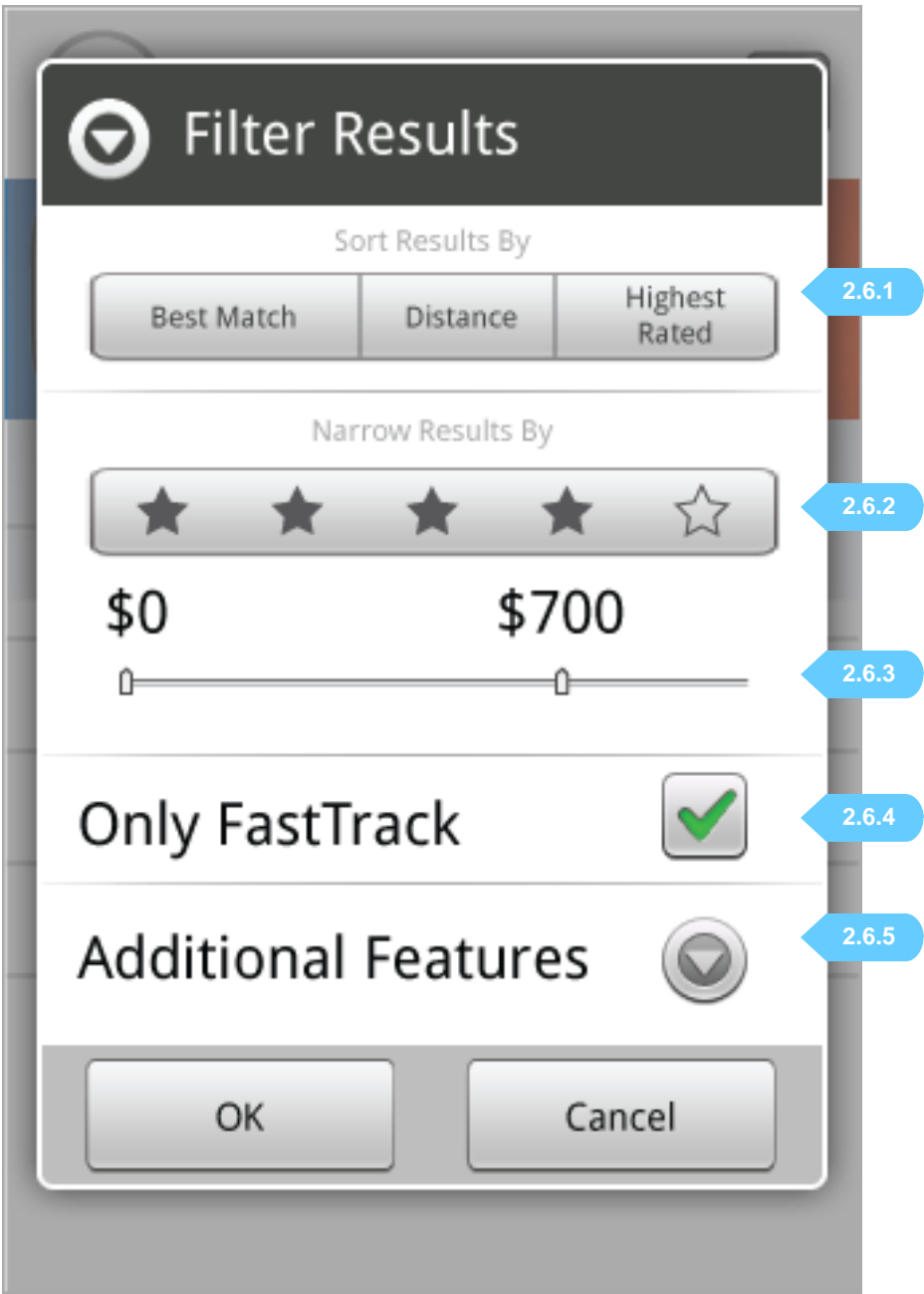
2.5.2 Product Result Node Displays Product Thumbnail, Name, Rating, Review Count, Price, and Discounted Price (if applicable).

2.5.3 Contextual Menu (Shortcut Menu) OnLongClick, displays a shortcut menu allowing user to complete tasks without navigating to detail view.

2.5.4 Add To Comparison List Shortcut Adds currently selected Product to the Comparison List (See page XX). System will display a dialog prompting user of action and, if desired, ability to navigate to Comparison.

2.5.5 View Nearby Retailer Shortcut Dialog prompts user if they choose to view retailers that sell the currently selected product (See page 19).

2.5.6 Gallery Browse When device is rotated, results will be displayed in Gallery Mode. (Large Product Image with respective product information overlay).

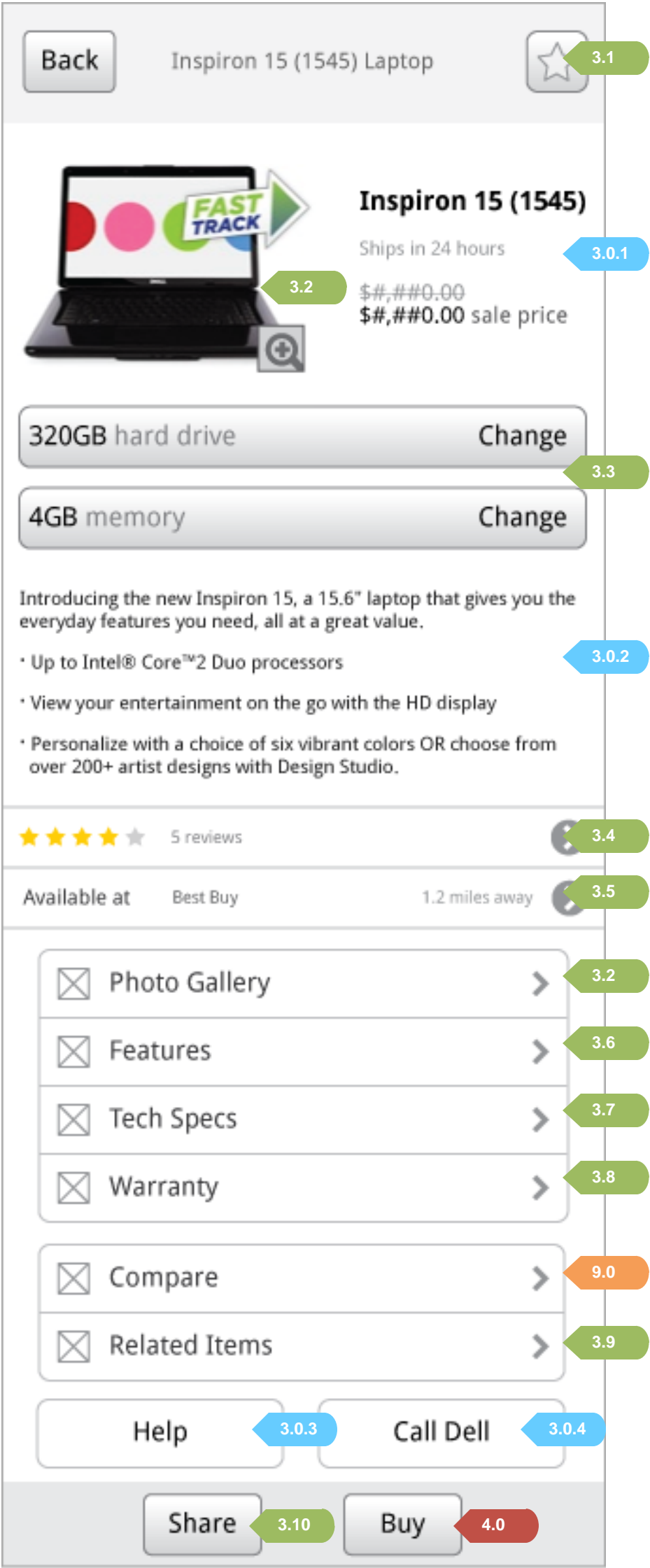


2.6 Result Filter

This dialog can be displayed at anytime throughout the application Browse and Result activities to further refine the current view.

- 2.6.1 Additional Sort Additional (secondary) sort options.
- 2.6.2 Narrow by Rating User can select the minimum Product rating required for results.
- 2.6.3 Narrow by Price User can select the minimum and maximum Product price.
- 2.6.4 Only FastTrack Displays only FastTrack products.
- 2.6.5 Additional Features If required, user can expand to select from a list of parameters for the current view. For example, if dialog is displayed while browsing the Laptops category, expanding this will display a list of facets that apply to Laptops.





3.0 Product View

- 3.0.1 Product Price and Ship Info Includes Product Name, Anticipated Ship Date, Price, Sale Price (if applicable).
- 3.0.2 Product Description/Summary Copy describing current product
- 3.0.3 Help Displays App Help content (similar to accessing the Help function from "7 More").  
  
*Recommendation:* Should deep-link to specific help content. For example, if selected while in Product View, app should display help chapter for Product View...if selected while in Cart, app should display help chapter for Cart.
- 3.0.4 Call Dell Allows user to call Dell, bypassing phone tree.  
  
*Recommendation:* Similar to help, this function should also be contextual. For example, if selected while in Product View, app should dial Web Sales Representative directly, bypassing phone tree.

- 3.1 Product Actions: Add To  
Displays 3.1 "Product (Actions: Add To)", page 17
- 3.2 Product Gallery  
User can tap image to display Photo Gallery, or select from menu.
- 3.3 Product Fake Config  
See page 15 for further elaboration on this function.
- 3.4 Product Ratings & Reviews  
See page 18
- 3.5 Nearby Retailers  
See pages 19-21. Displays closest retailer information.  
If distance is greater than *N* miles, system displays
- 3.6 Product Features  
See page 22
- 3.7 Product Tech Specs  
See page 22
- 3.8 Product Warranty  
See page 22
- 3.9 Related Items  
%Add description here%
- 3.10 Product Actions: Share  
See XXX

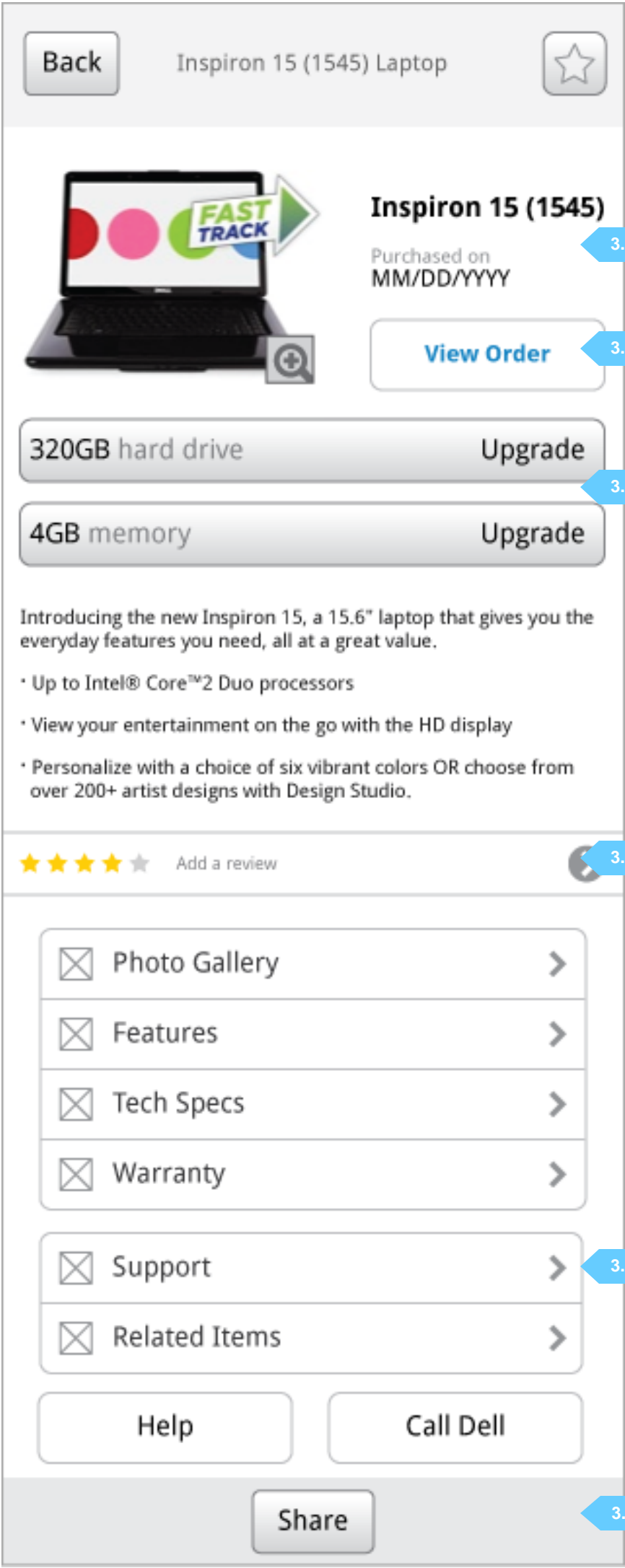
4.0 Cart

Adds item to and calls 4.0 Cart

9.0 Compare

Calls 9.0 Compare feature

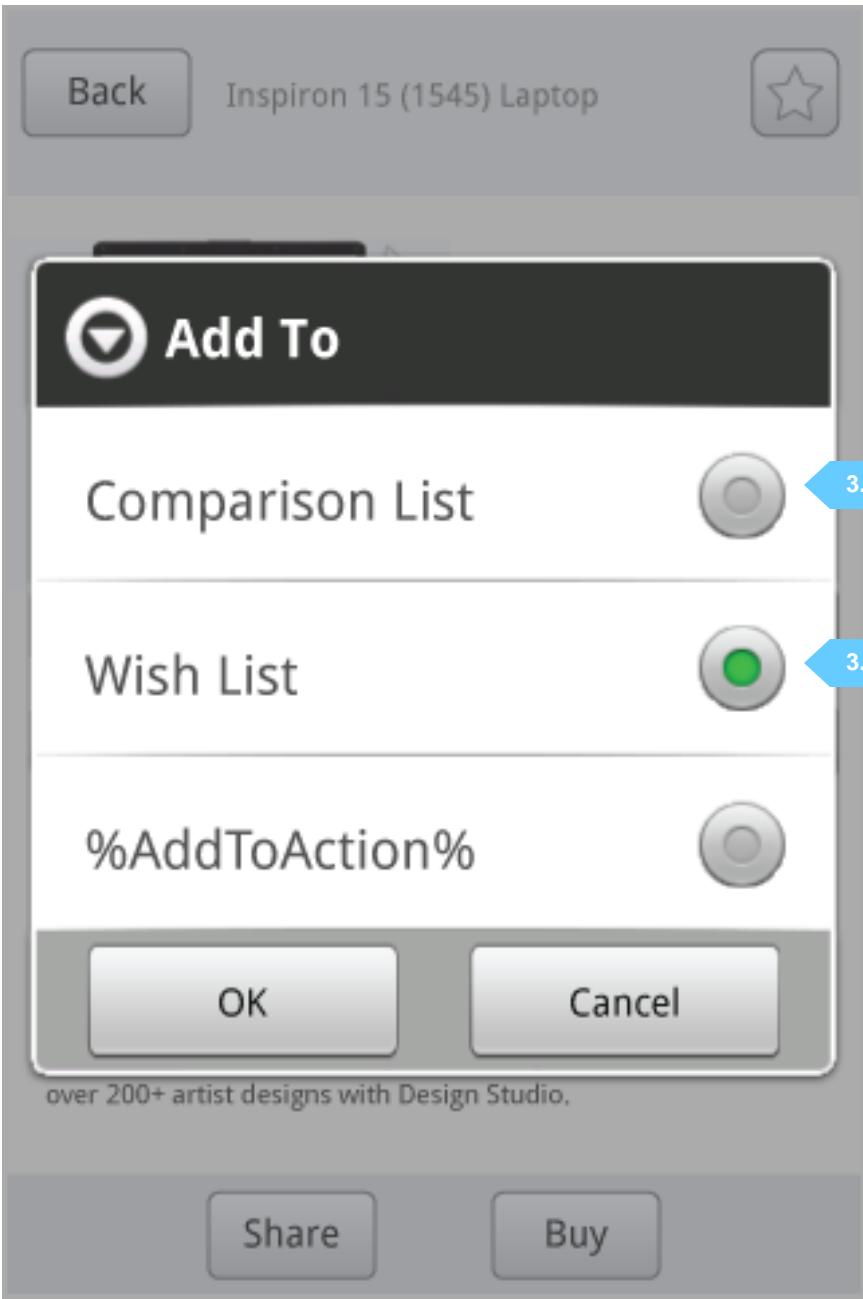




3.0 Product View (Owned)

- 3.0.5 **Product Info** Includes Product Name and Original Purchase Date
- 3.0.6 **View Order** Link to Order Receipt, see page 40
- 3.0.7 **Product “Config” Alternate View: Upgrade** Displays “config” alternate view which enables user to quickly view upgrade options for the respective device.
- 3.0.8 **Product Ratings & Reviews** Displays Ratings & Reviews view inviting user to contribute.
- 3.0.9 **Product Support** Displays “5.4.3 Support – Product Information”, see page 45.
- 3.0.10 Hide “Buy” button.

*Optional:* Can also display the “View Order” button here instead

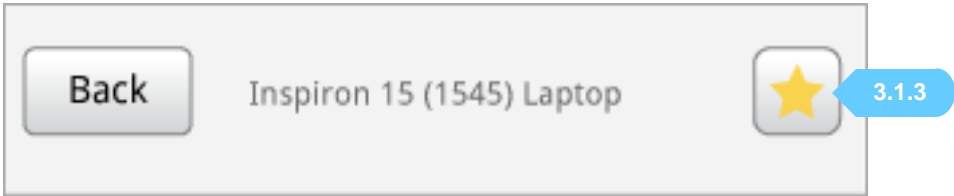


3.1 Product Actions: Add To

Dialog displays the following available actions:

- 3.1.1 **Comparison List** If selected, current product will be added to “Compare (Existing Items”, see page 27. If comparison list has at least one other existing product, system will prompt user if they wish to navigate to comparison list view or remain in current view. Otherwise, notify user of success/failure.
- 3.1.2 **Wish List** Similar in behavior to Comparison List, except item is added to Wish List (see Account).
- 3.1.3 **Current State** Indicator informing user current item exists in any of the “Add To” sources.

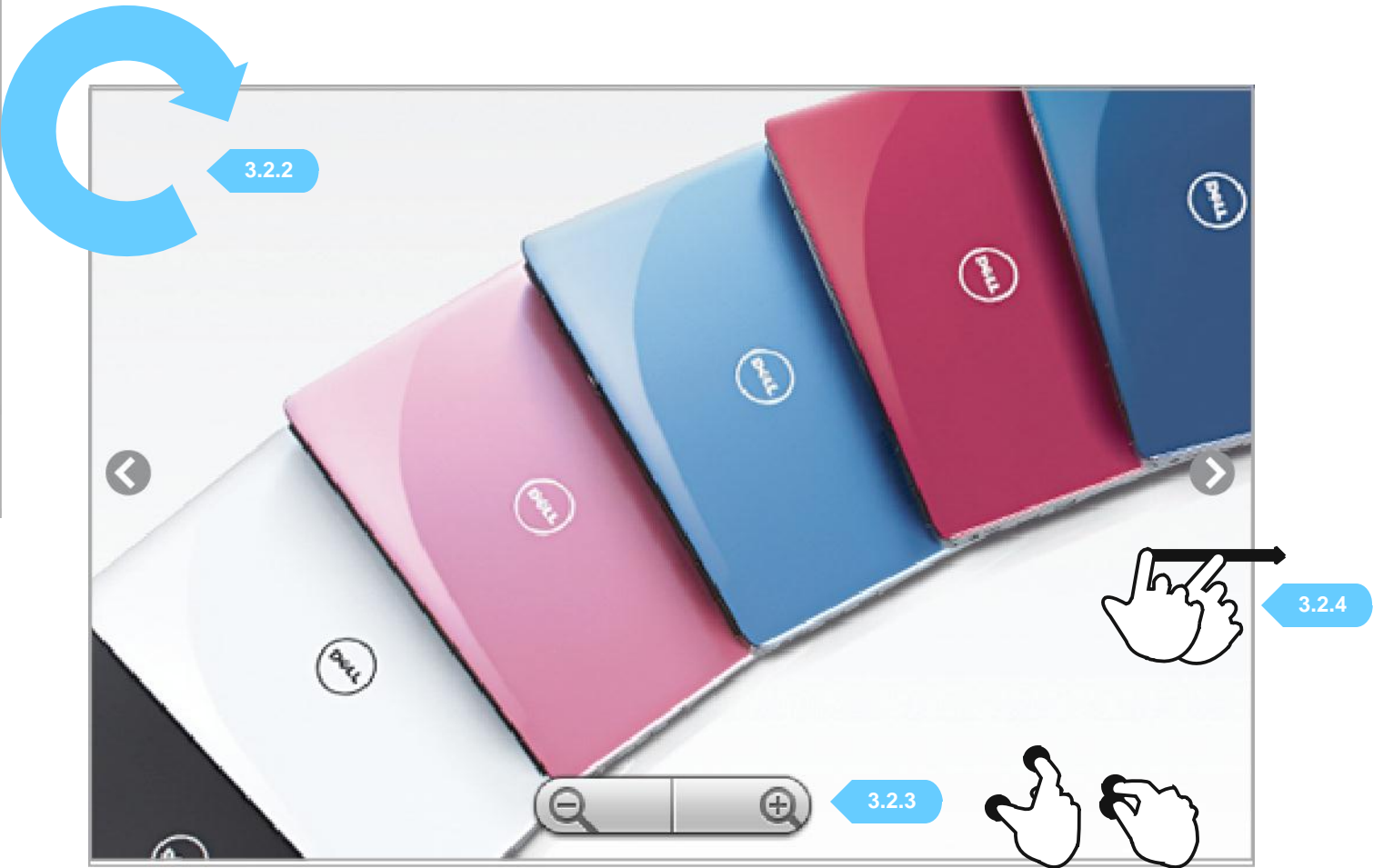
Add To : State Indicator

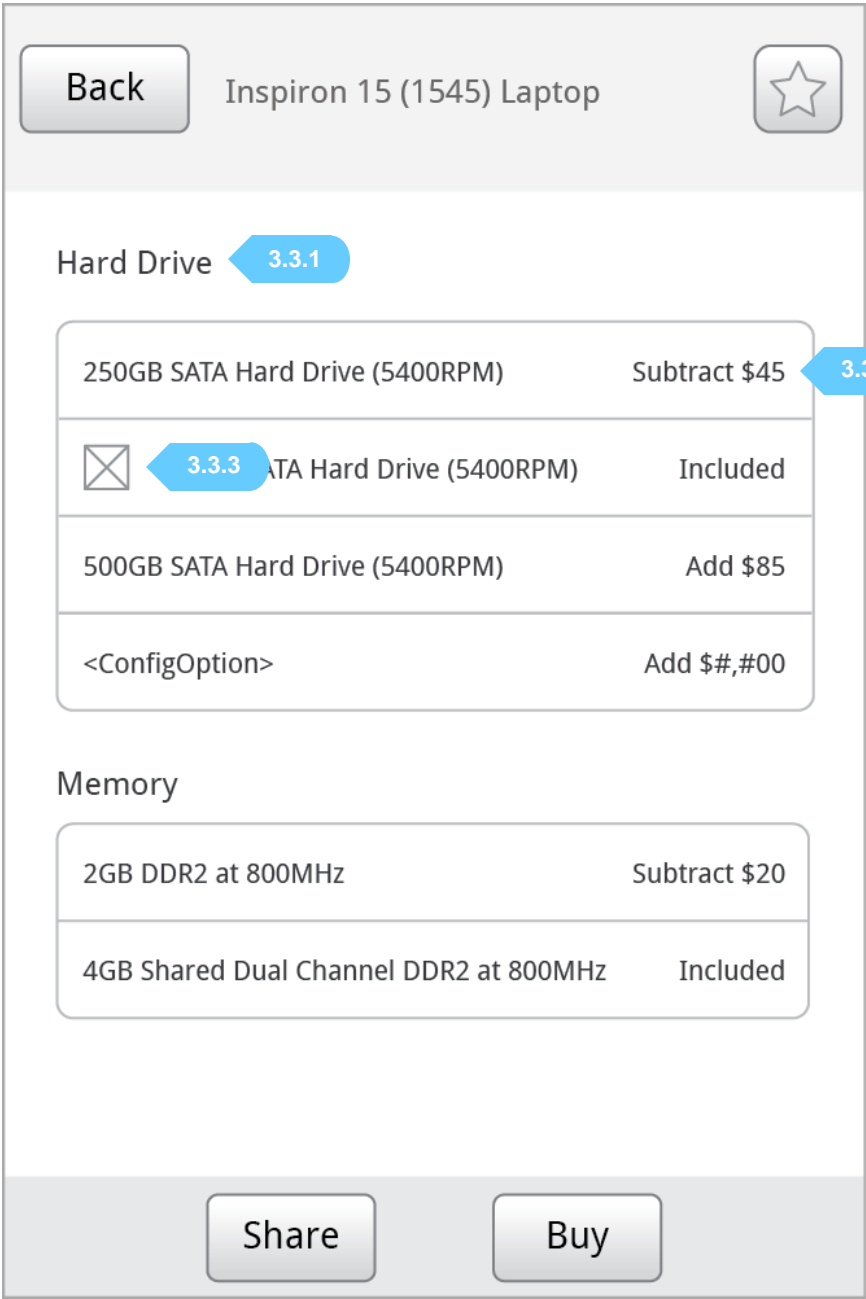




3.2 Product Photo Gallery

- 3.2.1 **Grid View: Thumbnail** A two-column grid will facilitate product thumbnails, which when tapped, will display image in Full Screen Mode.
- 3.2.2 **Device Rotate** When device is in landscape mode, Photo Gallery will be rendered in Full Screen Mode. Rotating to portrait orientation returns to grid view.
- 3.2.3 **Full Screen Mode** Allows user to zoom/pan image. If supported by device, multi-touch native gestures should be utilized.
- 3.2.4 **Navigate** Forward/Previous navigation of gallery. If supported by device, multi-touch native gestures should be utilized.





3.3 Product Fake Config

Individual SKUs (Product Results) will be joined on similar Processor and Display features resulting in an individual Product Collection./Product View.

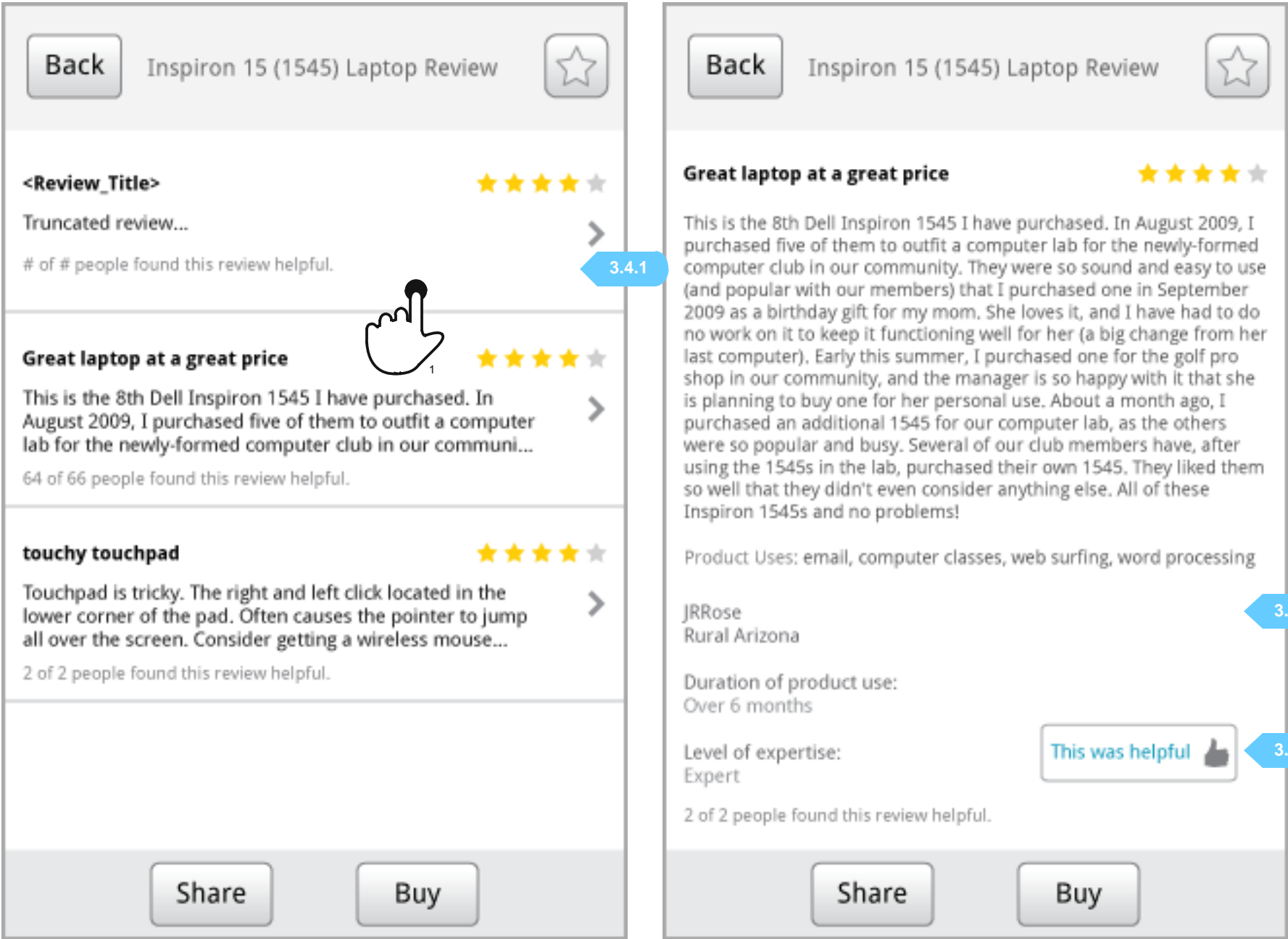
Example,  
When a user browses for an Inspiron 15 laptop, the catalog may have 6 pre-configured SKUs available:

SKU	Price	CPU	Display	Memory	Hard Drive	Collection
1	200	i3	15.6"	2GB DDR2 SDRAMM 800MHz	250GB / 5400 RPM	1
2	300	i3	15.6"	4GB DDR2 SDRAMM 800MHz	320GB / 5400 RPM	1
3	400	i3	15.6"	4GB DDR2 SDRAMM 800MHz	500GB / 5400 RPM	1
4	500	i7	15.6"	2GB DDR2 SDRAMM 800MHz	320GB / 5400 RPM	2
5	600	i7	15.6"	2GB DDR2 SDRAMM 800MHz	500GB / 5400 RPM	2

Instead of returning 6 individual results, the system will group them into Product Collections, in this case 2 have been identified (thus 2 results).

If the user selected Product Result : Collection 1, the Config View would be similar to the one currently illustrated.

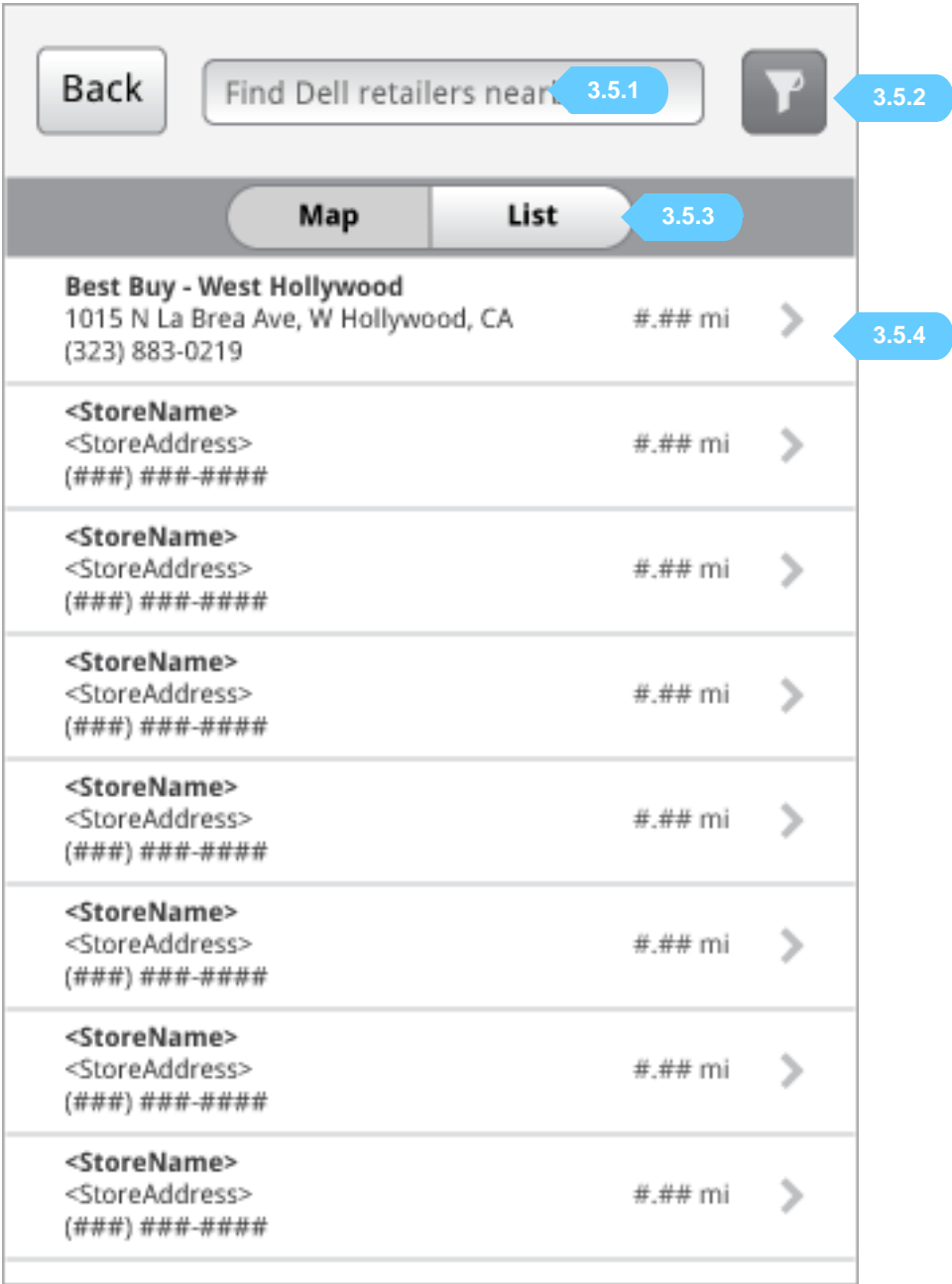
- 3.3.1 Option Group Dynamically generated depending on Product Collection..
- 3.3.2 Price Variance Price Increase/Decrease from currently selected product for all available SKUs within the Product Collection
- 3.3.3 Recommended Indicate suggested/recommended upgrade/configuration.



3.4 Product Ratings & Reviews

- 3.4.1 Summary Displays Review Title, Review (140 chars max), Helpful Count, Rating. On tap, display Review Detail
- 3.4.2 Review Detail Full text of Review, including Rating.
- 3.4.3 Helpful Users can indicate if current review was helpful, incrementing Helpful Count.



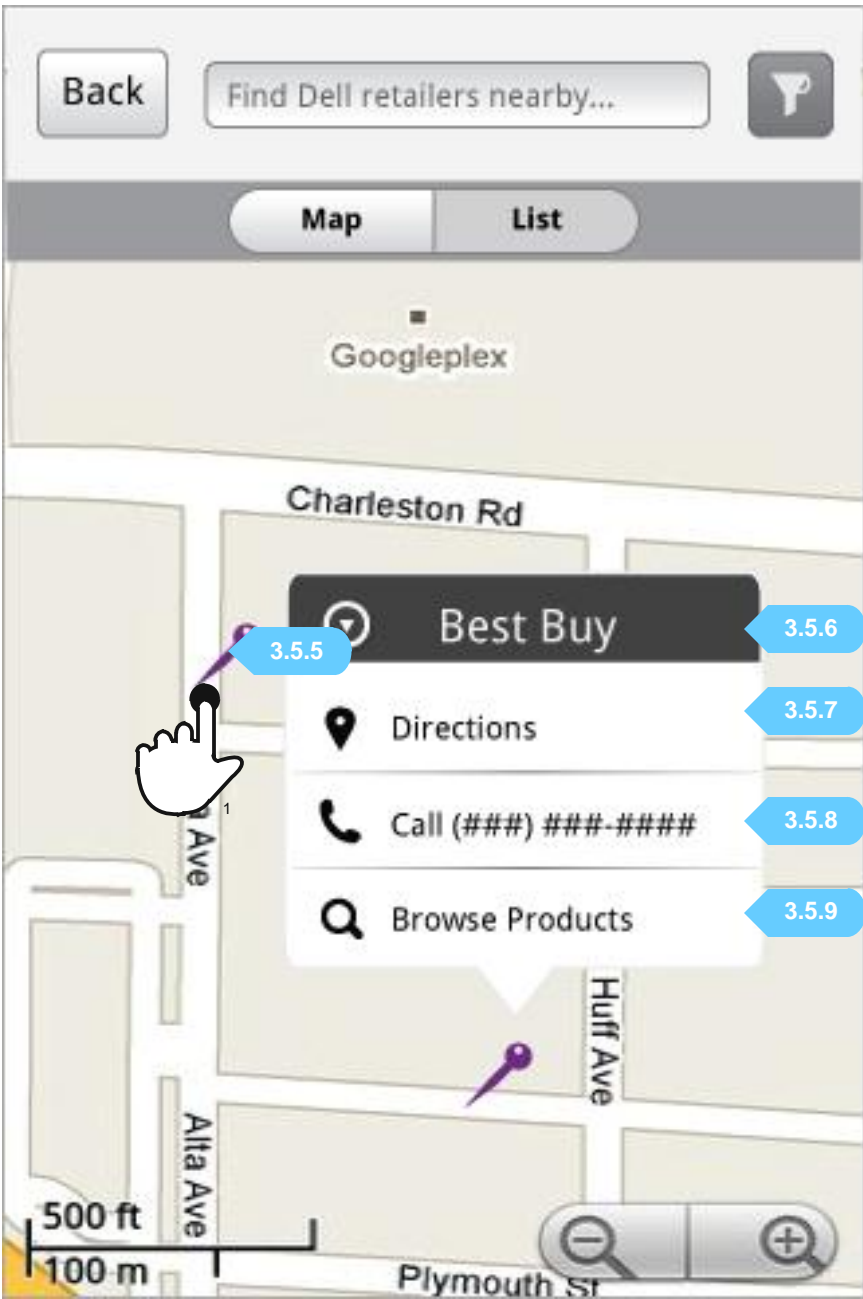


3.5 Nearby Retailers

When this view is initiated, app will prompt for permission to use current location information.

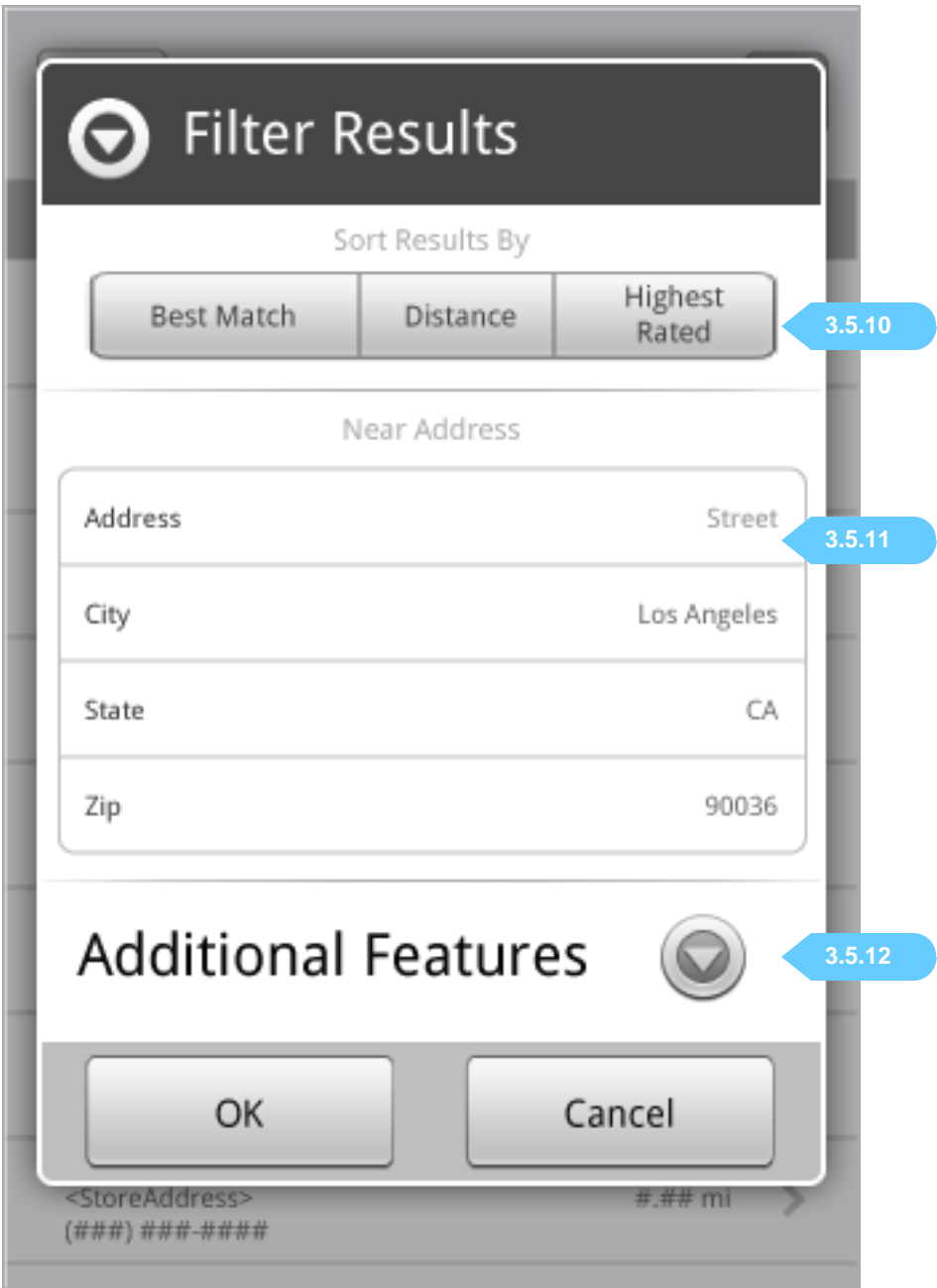
If denied, display 3.5.2 – Filter to allow manual location input.

- 3.5.1 Search User may search by Retailer Name, updates displayed directly below.
- 3.5.2 Filter Displays filter dialog, see page 21.
- 3.5.3 Toggle View Allows user to view results either in list view (default mode), or all results as pins in map view.
- 3.5.4 Retailer List View Displays retail location name, branch, address, phone, and distance from current location. On tap display list of Products at location.



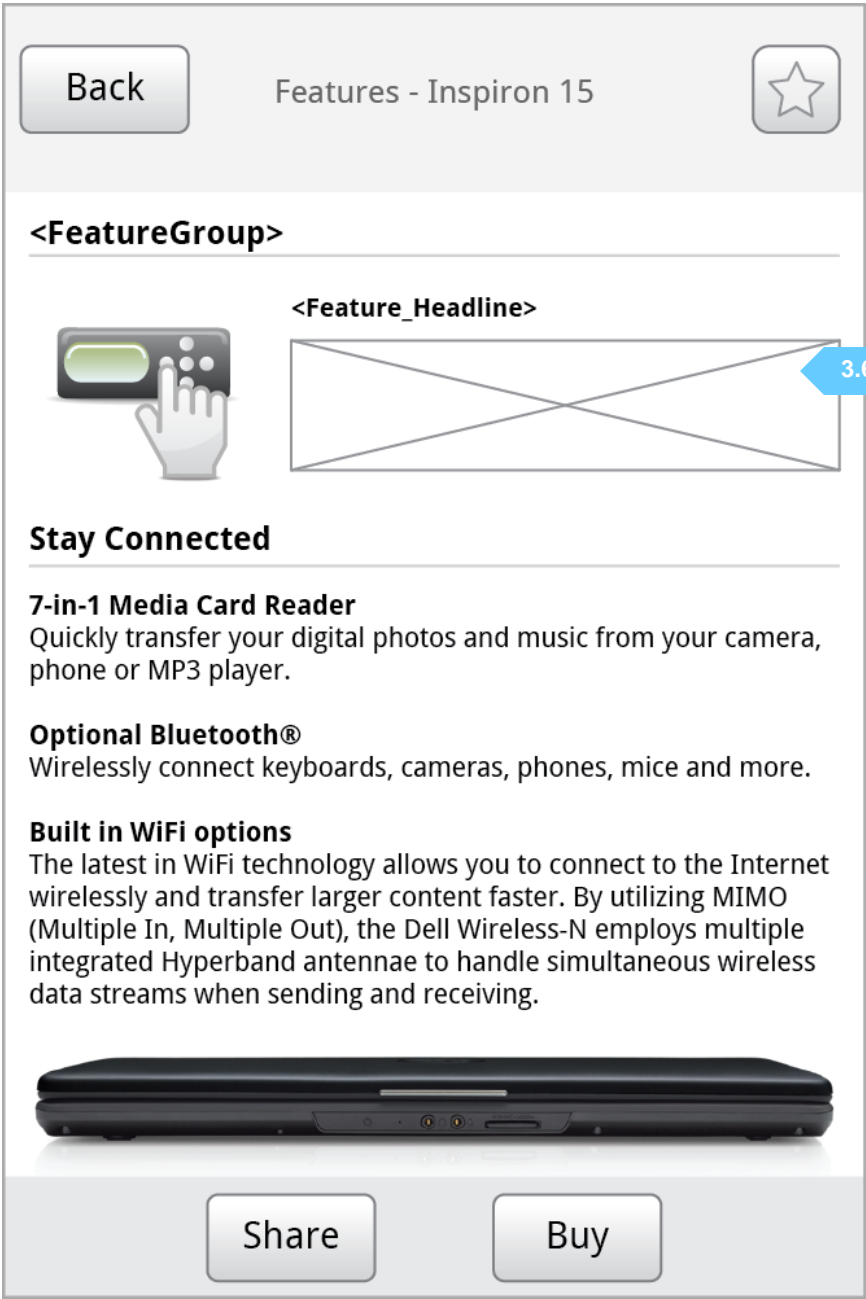
3.5 Nearby Retailers (cont.)

- 3.5.5 Location Pin On tap, displays Location Card.
- 3.5.6 Location Card Displays Store Name and related actions.
- 3.5.7 Location Card Action: Directions On tap, system displays navigation route from current location or user provided address.
- 3.5.8 Location Card Action: Call Allows user to immediately dial location.
- 3.5.9 Location Card Action: Browse Executes search for retailer Dell-product inventory.



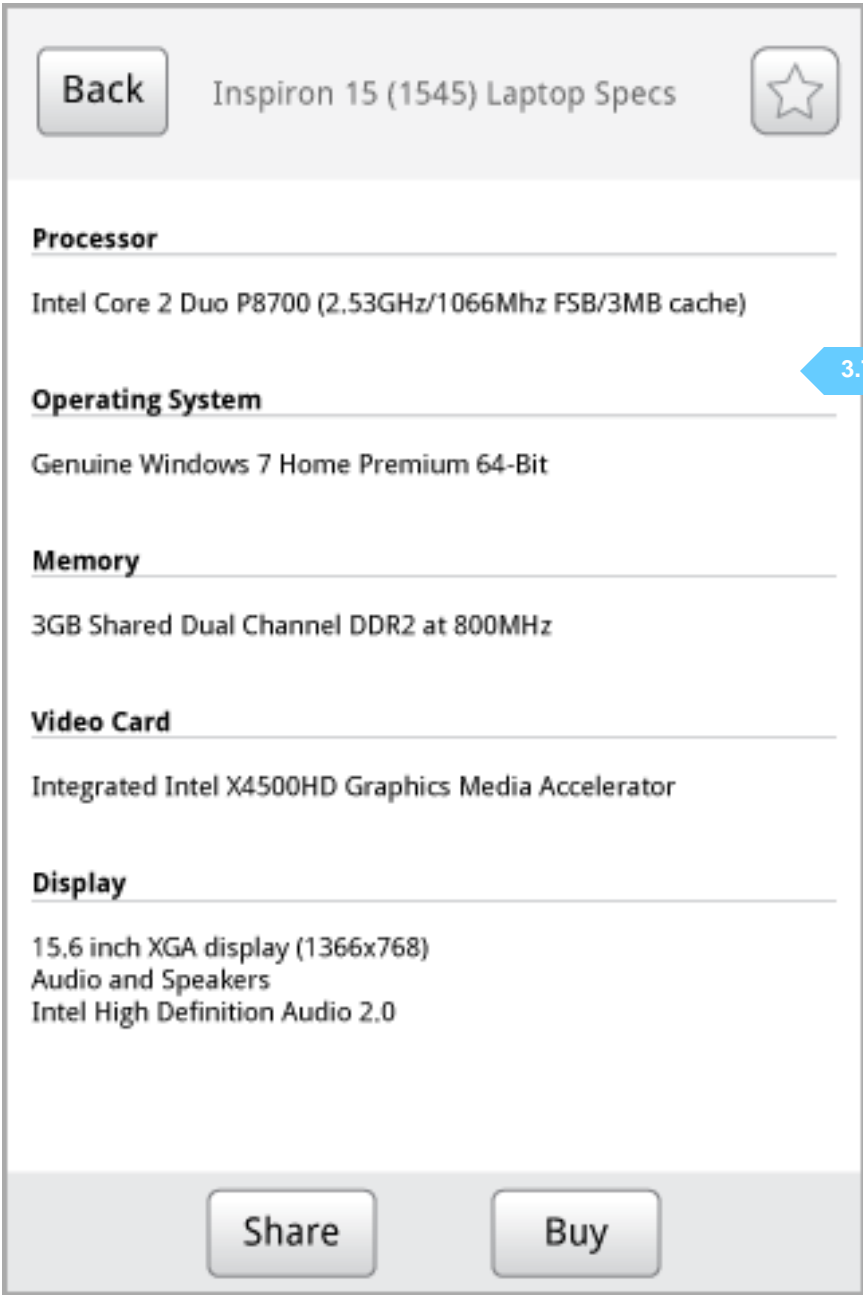
3.5 Nearby Retailers (cont.)

- 3.5.10 Sort Updates Retailer List View with the respective sort parameter.
- 3.5.11 Address Minimum required input is City or Zip.
- 3.5.12 Additional Features List of options that may extend/apply to Retail.



3.6 Product Features

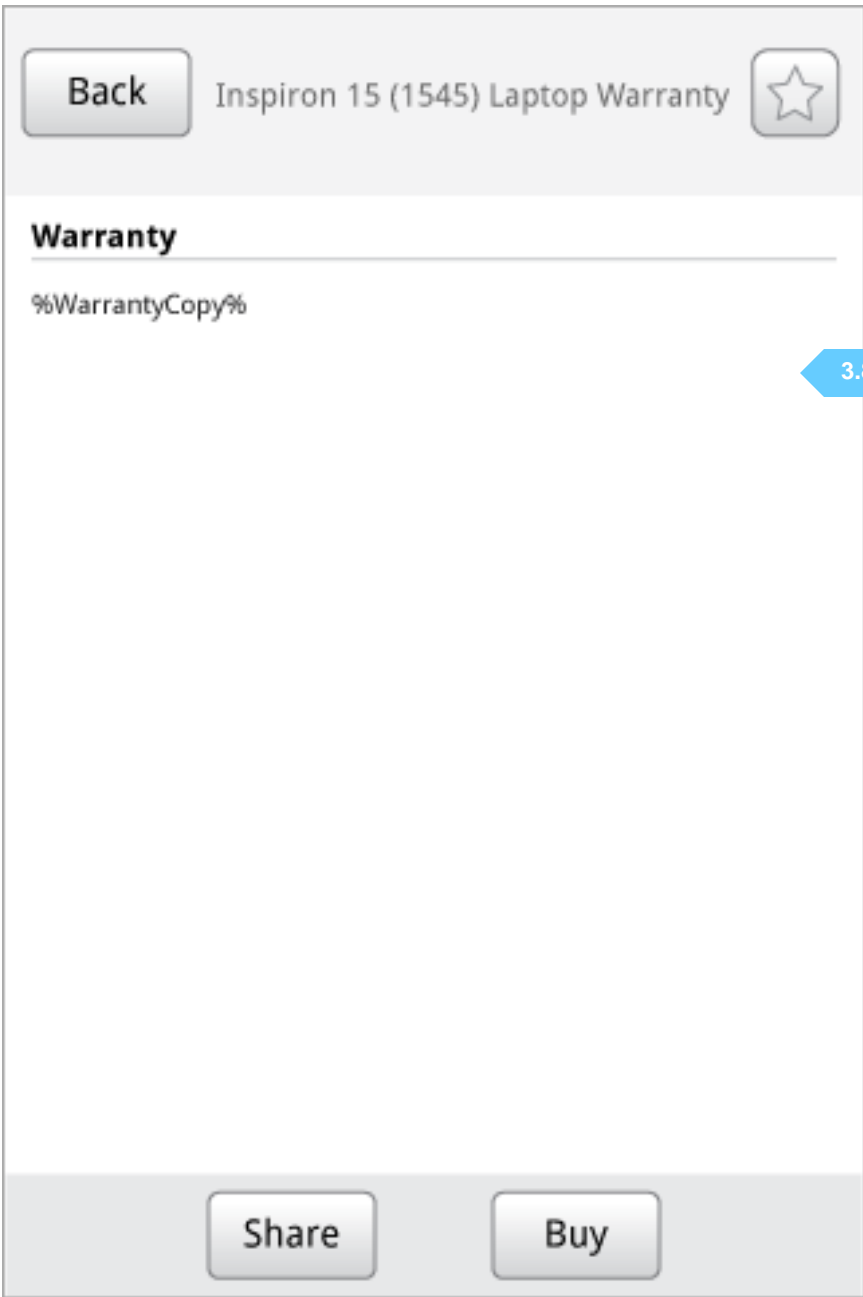
- 3.6.1 Feature Group Content displaying Group Title, Headline, Copy, and Image. Similar to existing Feature Content from Dell.com
- 3.6.2 Device Rotate: Feature Gallery Displayed when rotated to landscape mode; returned to previous view when in portrait orientation.
- 3.6.3 Full Screen Mode Allows user to zoom/pan image. If supported by device, multi-touch native gestures should be utilized.
- 3.6.4 Navigate Forward/Previous navigation of gallery. If supported by device, multi-touch native gestures should be utilized.



3.7 Product Tech Specs

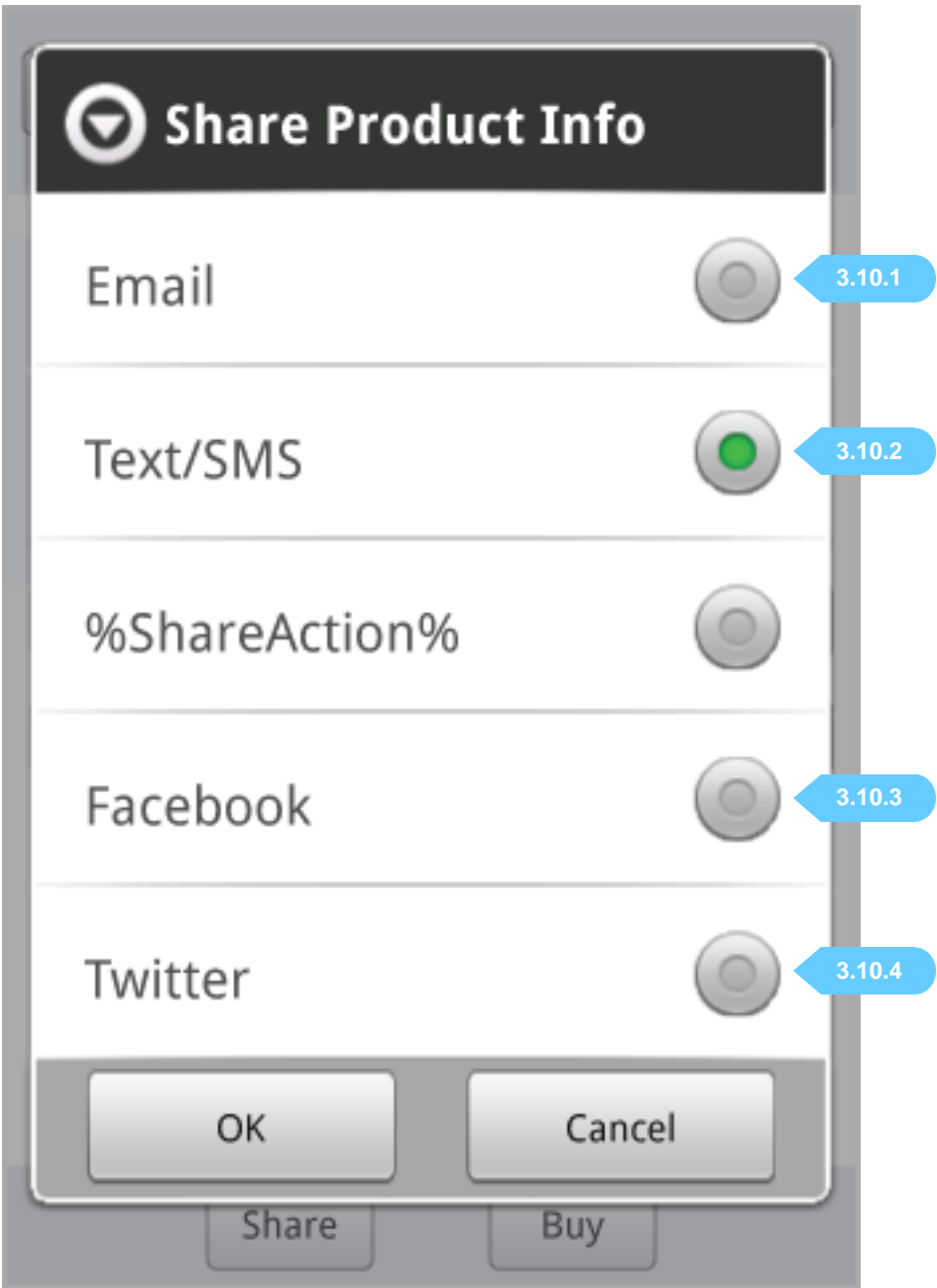
3.7.1 Tech Spec Copy List of all specs for current product/configuration.





3.8 Product Warranty

3.8.1 **Warranty Copy** Content of respective product warranty. If current product is Owned, Warranty Status information is also displayed.

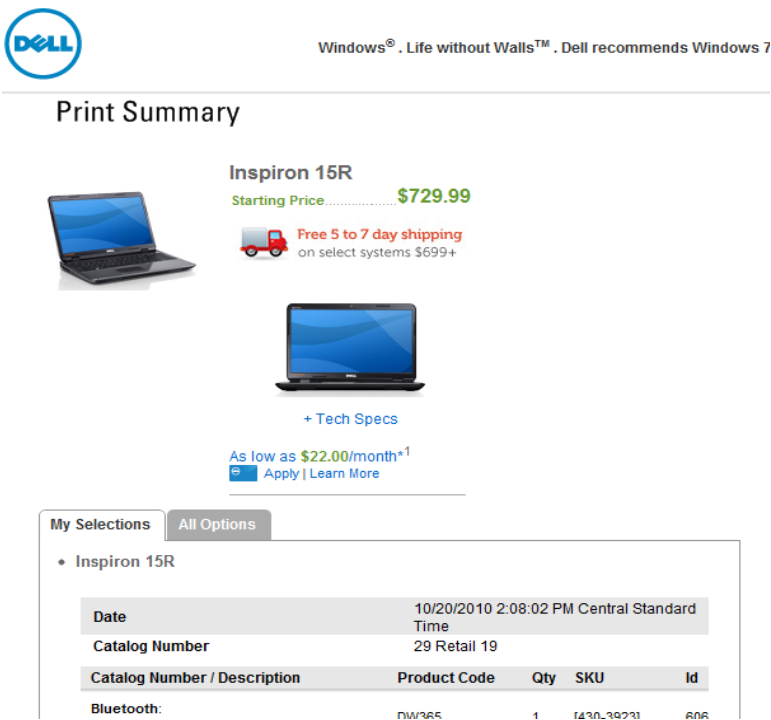


3.10 Product Actions: Share

Dialog displays the following available actions:

- 3.10.1 **Email** Collects relevant Product Summary and launches the device’s native “new message” compose view with the content in the body. Content can be similar to that of the current Print Summary feature on Dell.com
- 3.10.2 **Text/SMS** Sends an SMS with the Product Summary to the current device number.
- 3.10.3 **Facebook** Shares the Product Summary to the users’ Facebook profile. If no account has been added, system will prompt user whether they would like to add a Facebook at this time or not, and proceed accordingly.
- 3.10.4 **Twitter** Similar to Facebook action, except posts Product Summary to Twitter.

Email - Dell.com Print Summary, for example



Edit Cart

Back

Cart

Edit

Mobile Precision M6500 and if necessary it wraps all th...

\$#,##0.00

Ships in 2 days

1

%ProductName%

\$#,##0.00

Ships in XX

1

Subtotal

\$#,##0.00

Help

Call Dell

Proceed to Checkout

Only displayed if user session exists, password challenge required.

Back

Cart

Edit

Mobile Precision M6500 and if necessary it wraps all th...

\$#,##0.00

Ships in 2 days

1

%ProductName%

\$#,##0.00

Ships in XX

1

Subtotal

\$#,##0.00

Help

Call Dell

Dell Account

Steve McQueen

Password

Cancel

Sign In

Cancel to proceed as guest or register for a new account...

Displayed if cancelled, or no active session

Back

Sign In

Email

Password

Register

Password Help

Proceed to Guest Checkout

Sign In

If Dell Account, retrieve Profile Billing and Shipping information (if exists).

Back

Confirm Payment

Mobile Precision M6500 and if necessary it wraps all th...

\$#,##0.00

Ships in 2 days

1

%ProductName%

\$#,##0.00

Ships in XX

1

Billing

Card ending in 2512

\$#,##0.00 tax

Shipping

123 Somewhere St...

Free!

Discounts/Gift Cards

(\$#,##0.00)

Total

\$#,##0.00

Help

Call Dell

Pay Now

Edit Cart (Authenticated, OnePay)

Back

Cart

Edit

Mobile Precision M6500 and if necessary it wraps all th...

\$#,##0.00

Ships in 2 days

1

%ProductName%

\$#,##0.00

Ships in XX

1

Subtotal

\$#,##0.00

Help

Call Dell

Checkout

OnePay

Password challenge, ability to select OnePay profile. Pay Now completes transaction.

Back

Cart

Edit

Mobile Precision M6500 and if necessary it wraps all th...

\$#,##0.00

Ships in 2 days

1

%ProductName%

\$#,##0.00

Ships in XX

1

Subtotal

\$#,##0.00

Help

Call Dell

Dell OnePay

Steve McQueen

Password

Home

Visa

0214

Cancel

Pay Now

Transaction completed, receipt automatically emailed to User.

Back

Order 102-7325843-9232238

Dell order number

102-7325843-9232238

Track Order

Order Placed

MMMM DD, YYYY

Delivery Estimate

MMMM DD, YYYY

Mobile Precision M6500 and if necessary it wraps all th...

\$#,##0.00

1

%ProductName%

\$#,##0.00

1

Billing

Card ending in 2512

\$#,##0.00 tax

Shipping

123 Somewhere St...

Free!

Discounts/Gift Cards

(\$#,##0.00)

Total

\$#,##0.00

Need to return an item?

Help

Call Dell

Email Receipt

Home Search Product Transact Support

Creator Angel Schatz

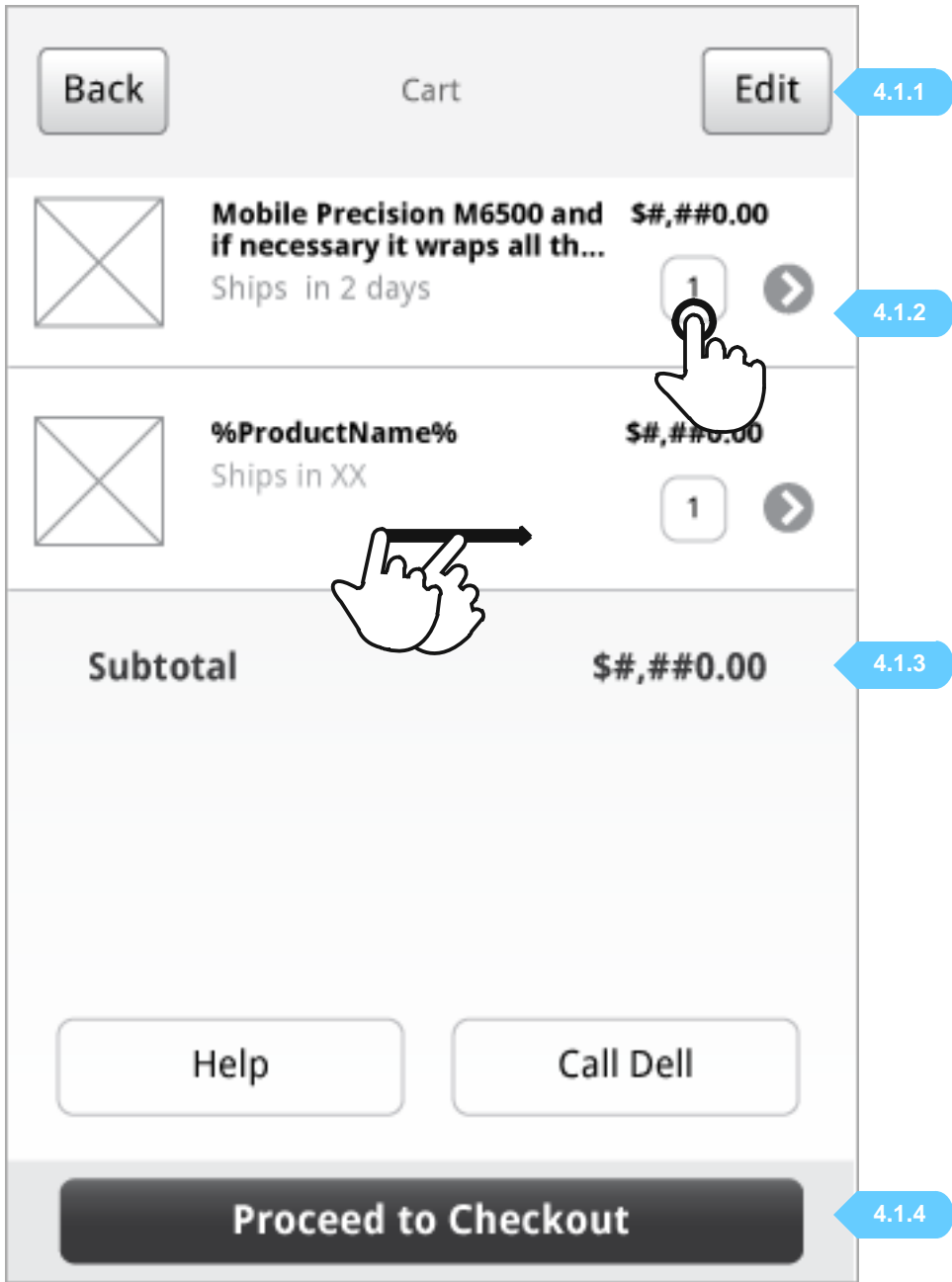
Version 0.7

Client Dell  
Project m-commerce Android App

Property of speakTECH – Private and Confidential – Do Not Reproduce Without Permission

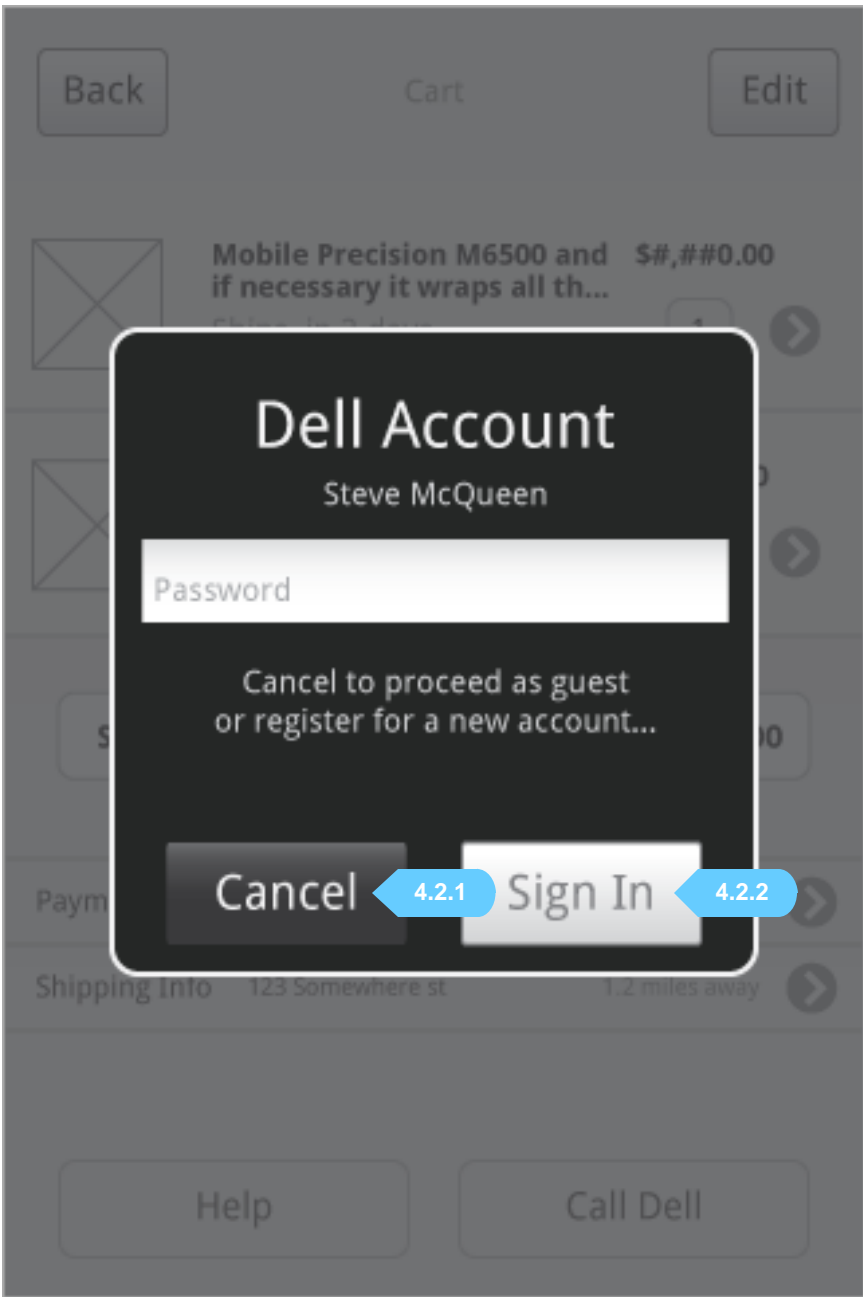
speakTECH  
Interactive Design & Technology

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4.1 Cart (Edit)

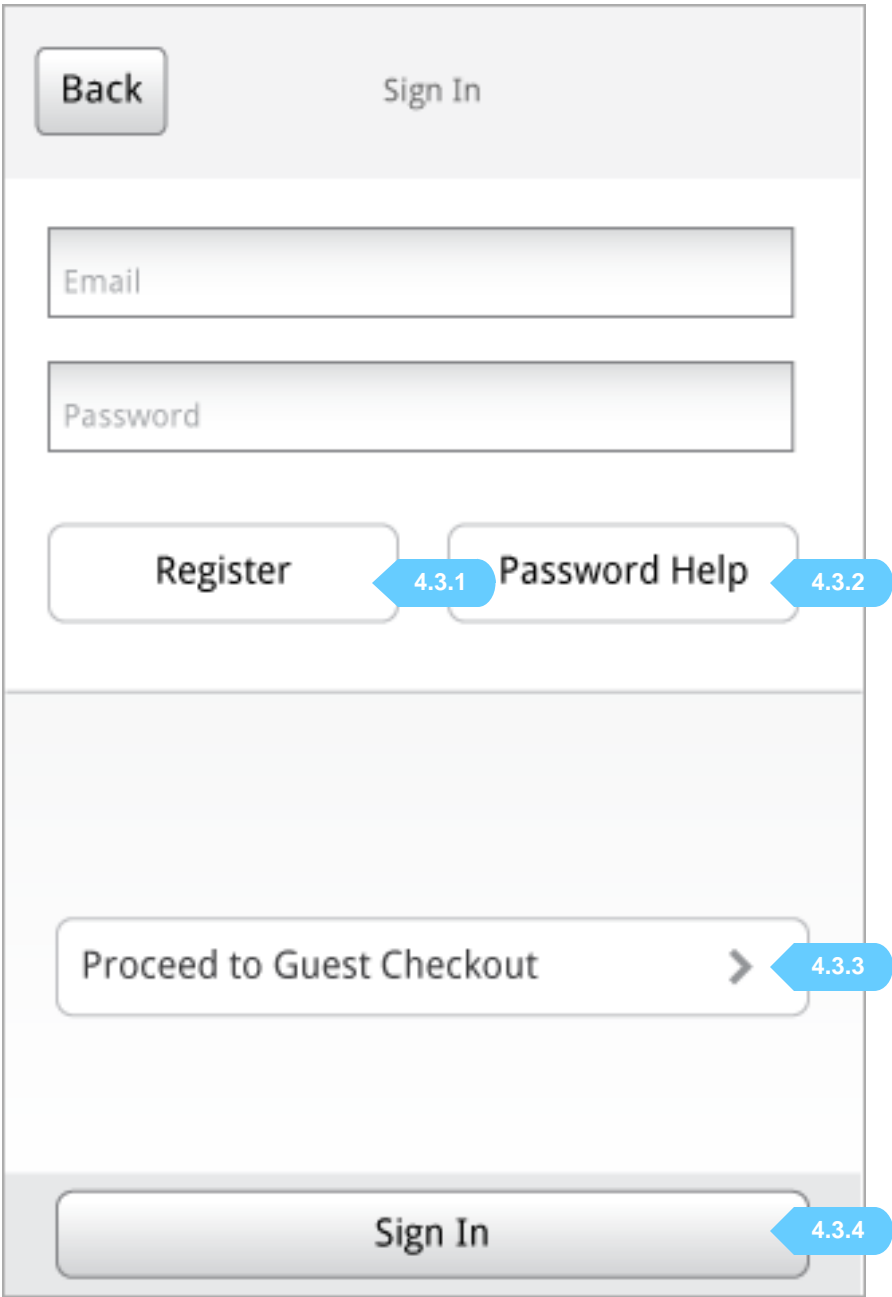
- 4.1.1 **Edit Mode** Displays list with delete actions available. If supported by device, flick gesture will display similar action for current record.
- 4.1.2 **Cart Product Node** Displays Product Thumbnail, Name/Title, Estimated Shipping, Price, and Quantity. When quantity is tapped, numeric selector/keyboard is displayed. When node is tapped, display Product View.
- 4.1.3 **Subtotal** Current cart subtotal, and if user session is active, any calculated tax is displayed in advance based on Billing Address in profile.
- 4.1.4 **Proceed to Checkout** If user session exists, display "4.2 Cart (Authenticate)", otherwise display "4.3 Cart (Sign In or Register)"



4.2 Cart (Authenticate)

- 4.2.1 **Cancel** If user requires password assistance, or new account registration. Display "4.3 Cart (Sign In or Register)"
- 4.2.2 **Sign In** Allow user to proceed to "4.4 Cart (Pay Now)" once password has been provided.

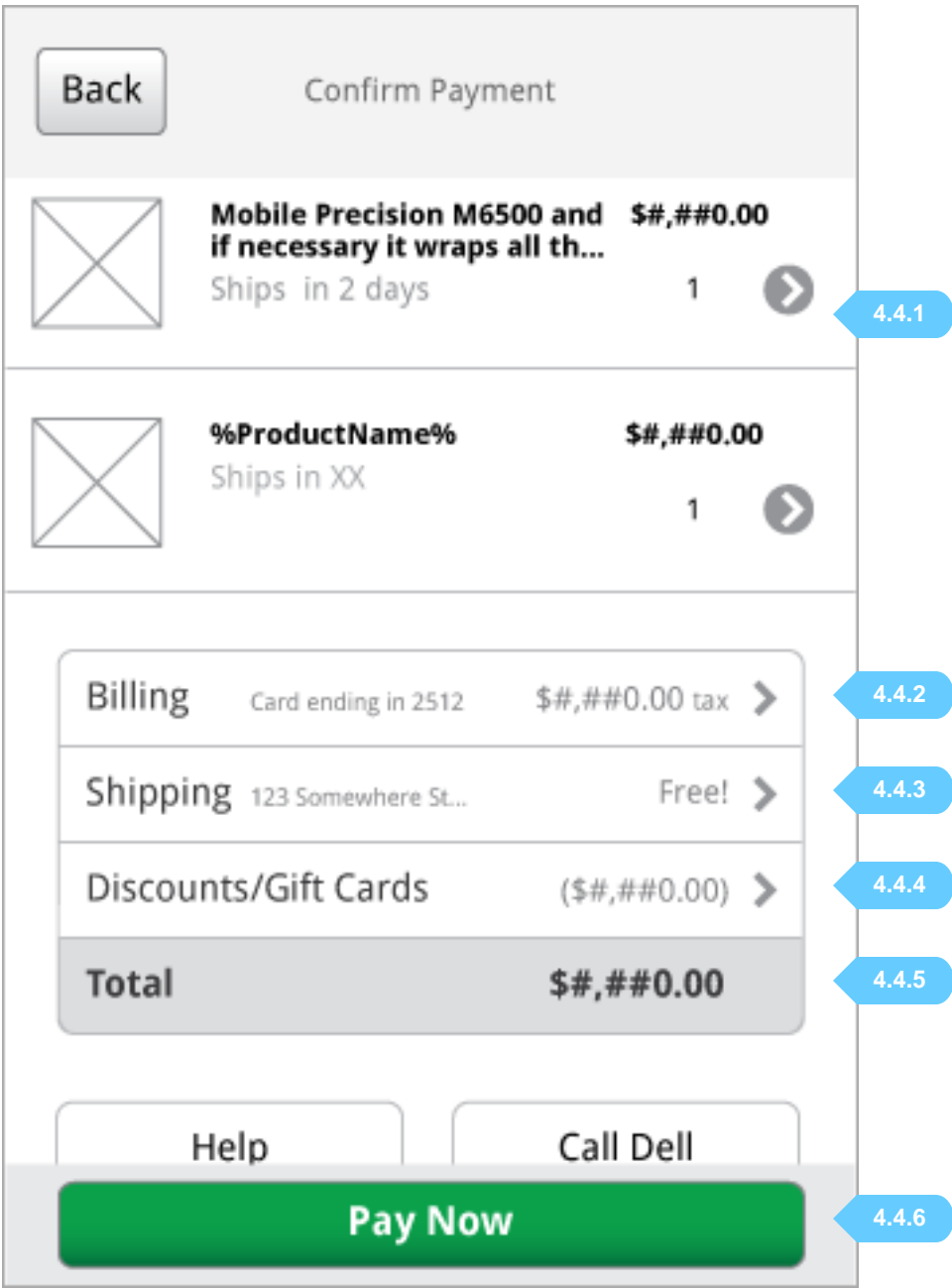




4.3 Cart (Sign In or Register)

This view will facilitate both Cart and Application authorization.

- 4.3.1 Register Displays “7 Account (Register)” view.
- 4.3.2 Password Help Provides assistance in resetting/reminding password. *GUI not defined in wireframes.*
- 4.3.3 Proceed as Guest Only displayed during Cart activity, allows user to proceed to “4.4 Cart (Pay Now)” without entering any user credentials.
- 4.3.4 Sign In Proceeds to “4.4 Cart (Pay Now)” and retrieves respective Billing/Shipping information from Account/Profile, if any.



4.4 Cart (Pay Now)

- 4.4.1 **Cart Product Node** Displayed in read-only mode, preserving link to Product View.
- 4.4.2 **Billing Summary** Displays truncated Payment Method and applicable Sales Tax. On Tap, display "4.5 Cart (Pay Now : Billing)".
- 4.4.3 **Shipping Summary** Displays truncated Shipping Address information and applicable shipping charges. On Tap, display "4.6 Cart (Pay Now : Shipping)".
- 4.4.4 **Discount Summary** Sum of all Discounts/Gift Cards entered, negative total adjustment. On Tap, display "4.7 Cart (Pay Now : Discounts)".
- 4.4.5 **Total Summary** Total Amount to be charged.
- 4.4.6 **Pay Now** Completes transaction and displays "4.8 Cart (Receipt)".

Cancel

Billing Info

Done

4.5.1

4.5.2

Edit Payment Information

Credit Card

American Express

Card Number

\*\*\*\* \* 0214

Security Code

\*\*\*\*

Expiration

MM/YYYY

Edit Billing Address

Salutation

Mr.

First Name

Steve

Last Name

McQueen

Address

123 Somewhere St

Address

Street

City

Los Angeles

State

CA

Zip

90036

Phone

(888) 555-1212

Home

Search

Product

Transact

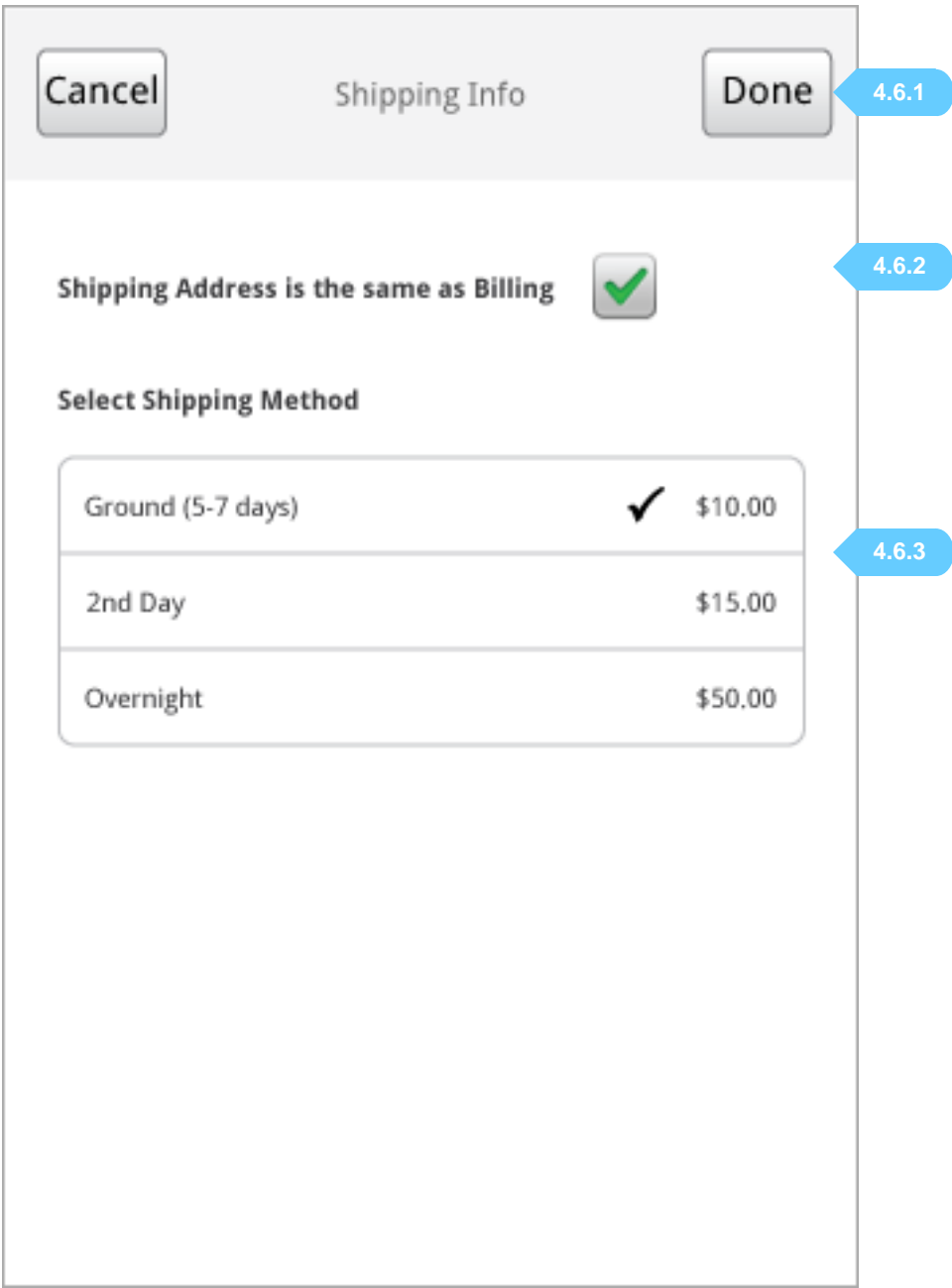
Support

4.5 Cart (Pay Now : Billing)

- 4.5.1 Done Commits any changes and returns to previous view; "4.4 Cart (Pay Now)".
- 4.5.2 Payment Information and Address If additional Payment Methods are supported, system will display Payment Method Select control, adjusting input form accordingly.

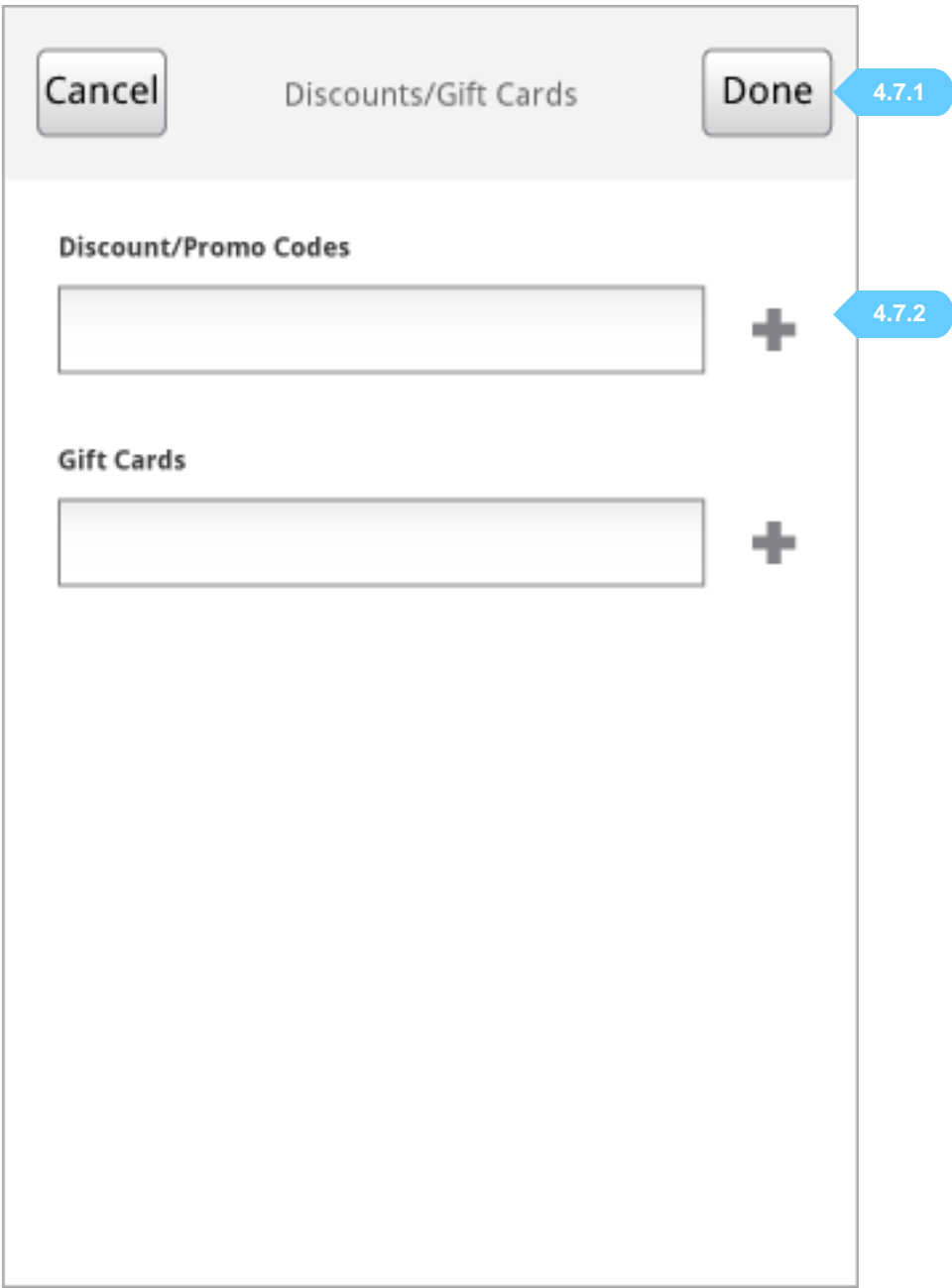
Input is facilitated by native OS capability and allows user to navigate to Next/ Previous fields quickly without collapsing the keyboard or requiring tapping into every field.

This information is saved with the User Profile/Account for future use.



4.6 Cart (Pay Now : Shipping)

- 4.6.1 **Done** Commits any changes and returns to previous view; "4.4 Cart (Pay Now)".
- 4.6.2 **Shipping Address** If unchecked, display Shipping Address fieldset similar to Billing Address. If Billing Address does not yet exist, display Shipping Address fieldset by default.
- 4.6.3 **Shipping Method** Lists all available shipping options, delivery window and associated costs, if applicable.

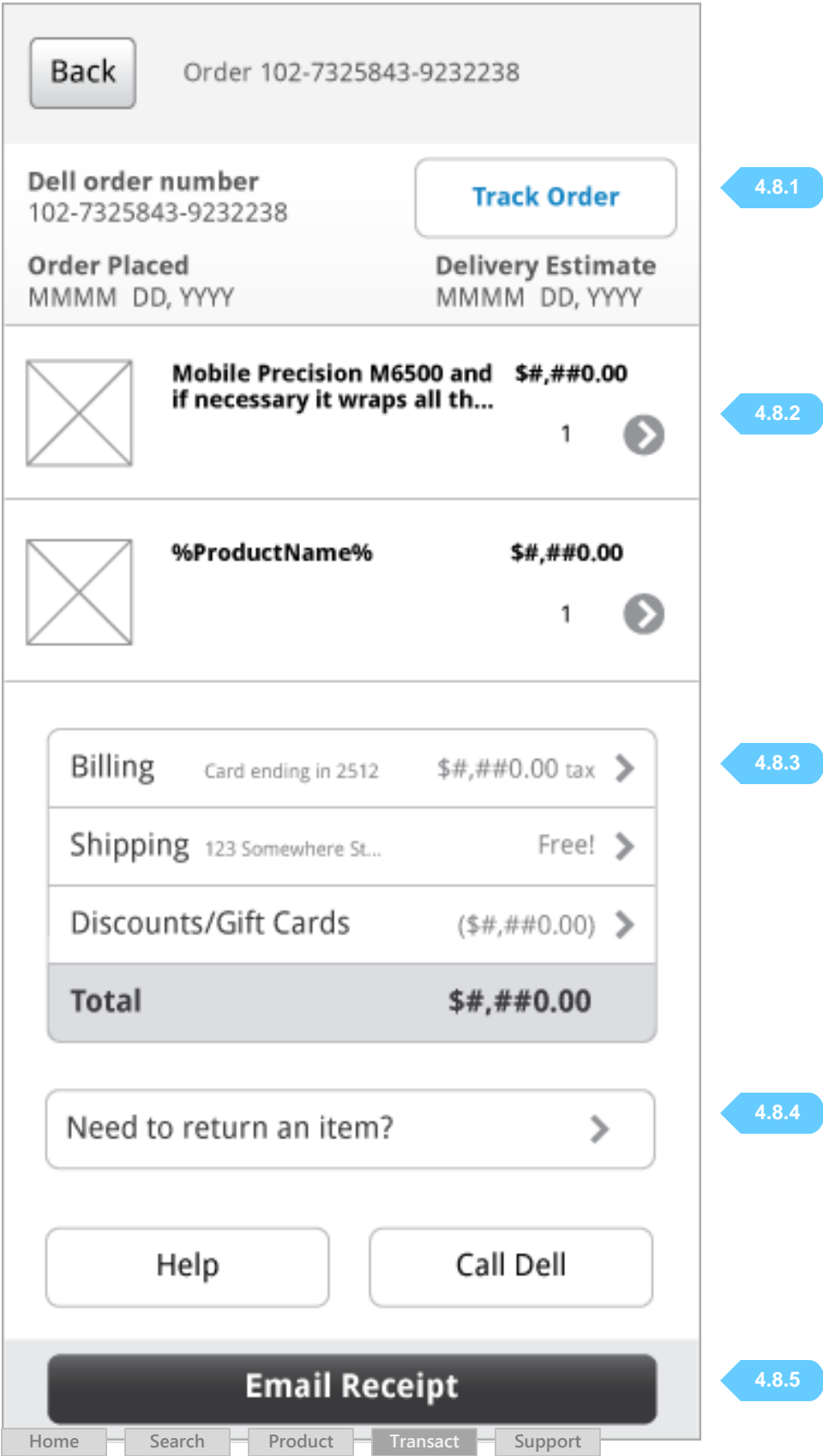


4.7 Cart (Pay Now : Discounts)

4.7.1 Done Commits any changes and returns to previous view; “4.4 Cart (Pay Now)”.

4.7.2 Adjustment Group Key/Value pair repeater control allows user to enter any coupons, discounts, gift cards, credit, etc.





4.8 Cart (Receipt)

This is also the master order detail view.

4.8.1 Order Summary Displays Order Number, Original Order Date, Anticipated/ Estimated Delivery Date and Track Order function.

Recommendation: Consider creating a rich UI for order tracking. For example, function can display a full screen map with Origin/Destination routed with pins indicating delivery points/gates.

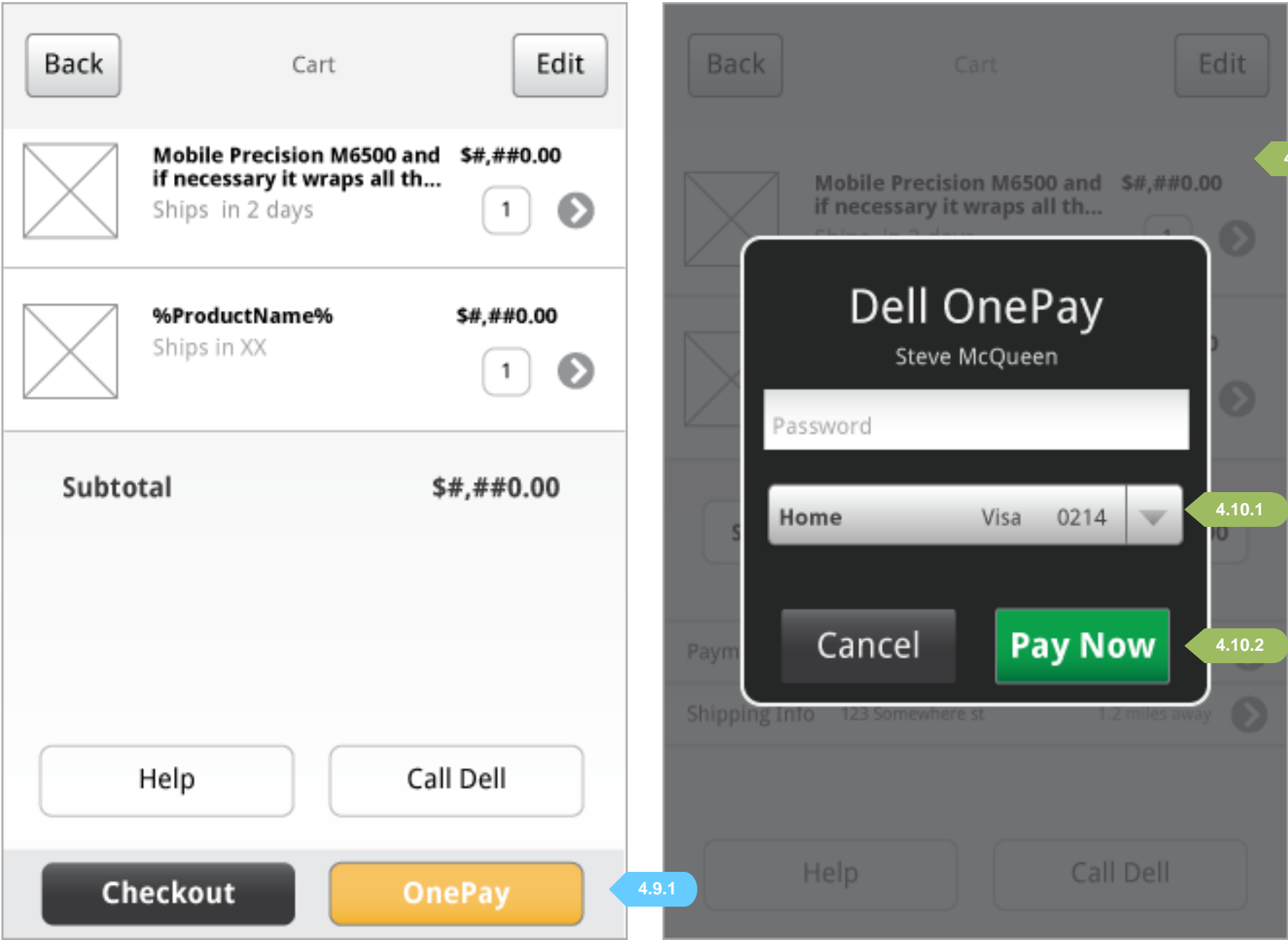
4.8.2 Product Node Links to "Product View (Owned)", page 14.

Recommendation: Can add contextual menu (shortcut menu) with Return Product, Product Support, Related Items, etc. actions immediately accessible.

4.8.3 Order Details All original information in read-only mode, preserving master/detail view capability.

4.8.4 Product Returns Displays relevant Product Support options, RMA form, etc. Future State, no additional requirements defined.

4.8.5 Email Receipt Action Resends receipt to user email (server side).



4.9 Cart (OnePay)

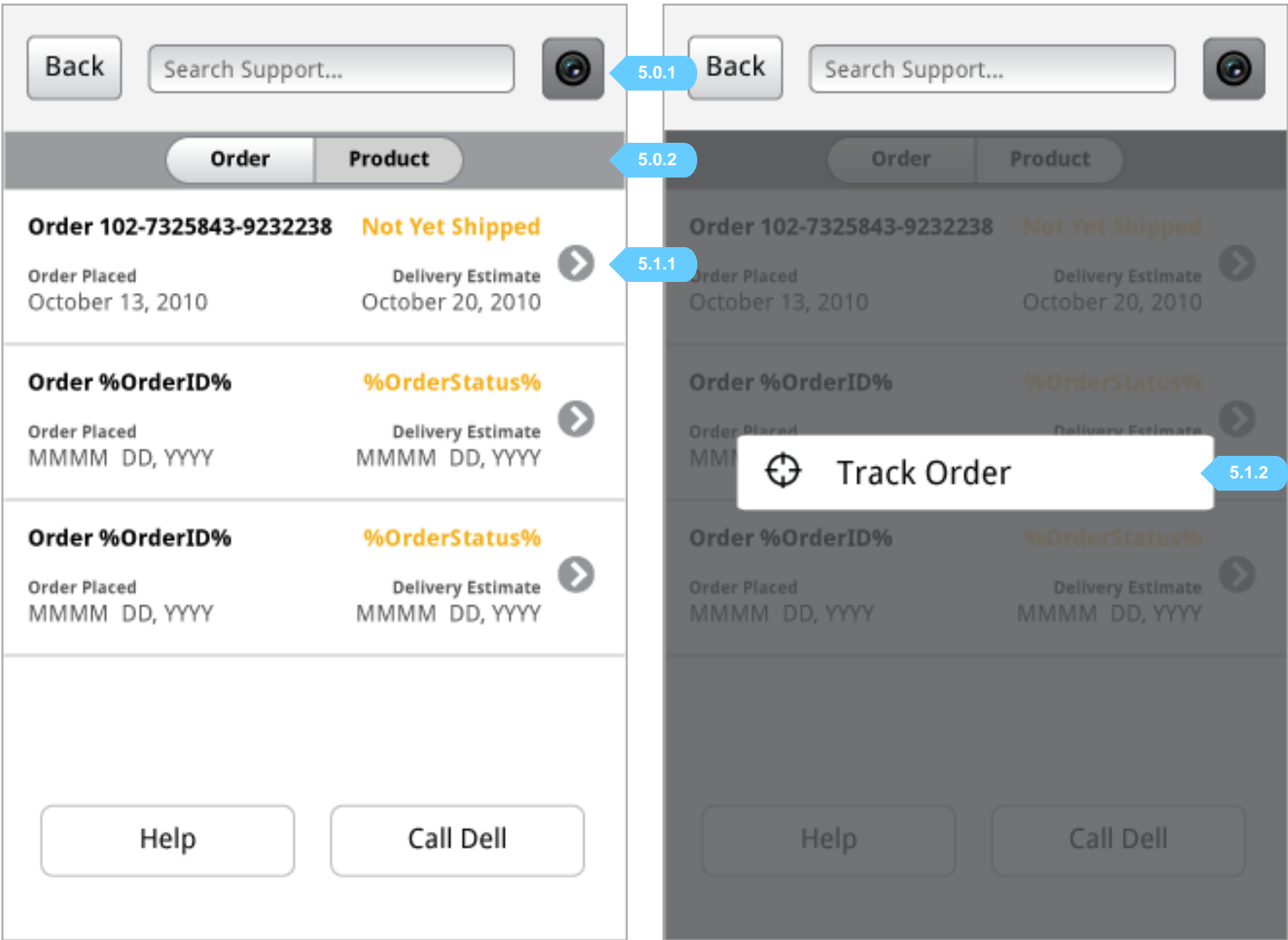
4.9.1 OnePay Action Displayed only if active user session exists and user is enrolled in OnePay (with valid/active OnePay profile).

On Tap display "4.10 OnePay Dialog"

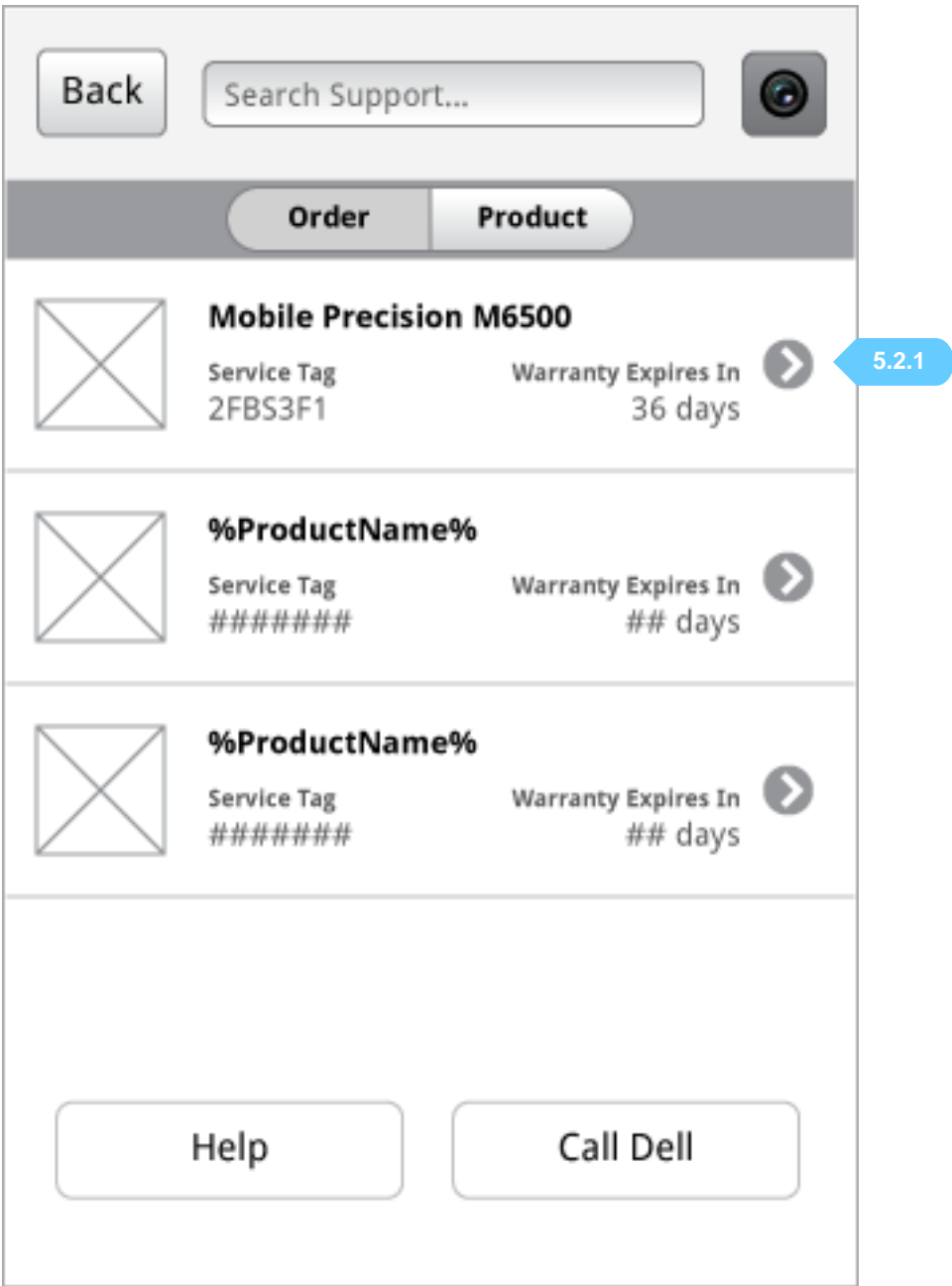
4.10 OnePay Dialog

4.10.1 OnePay Profile Allows user to change profile within the current task.

4.10.2 Pay Now Completes transaction and displays "4.8 Cart (Receipt)".



- 5 Support
  - 5.0.1 Support Scan Displays Scan Service Tag dialog and scope set to Support.
  - 5.0.2 Toggle View Displays either Support: Order or Support: Product view.
- 5.1 Support (Order - Authenticated)  
Displayed if active user session exists, otherwise "5.3 Support (Order – NonAuthenticated)" is displayed
  - 5.1.1 Order Summary Node System returns all Orders for User within N Period. Displays Order Number, Original Order Date, Anticipated/ Estimated Delivery Date, and Order Status.
  - 5.1.2 Order Summary Shortcut Contextual (shortcut) menu displaying applicable actions, for example, Track Order.



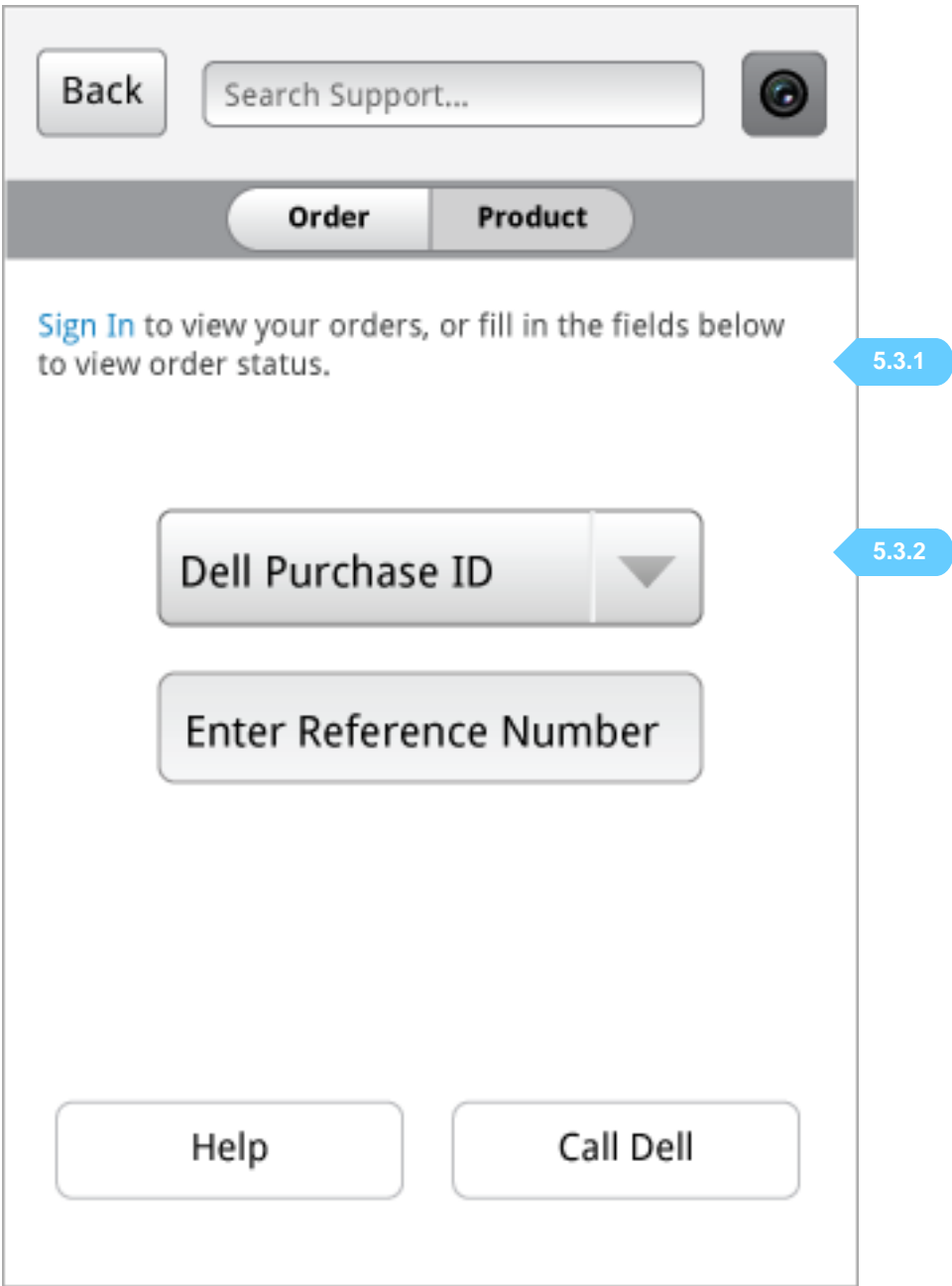
5.2 Support (Product - Authenticated)

Displayed if active user session exists, otherwise “5.4 Support (Order – NonAuthenticated)” is displayed

5.2.1 **Product Node** Returns all products purchased for orders in “5.1 Support: Order” view. Displays Product Thumbnail, Name/Title, Dell ServiceTag (if applicable), Warranty Status.

On Tap, display “Product View (Owned)”, page 14.

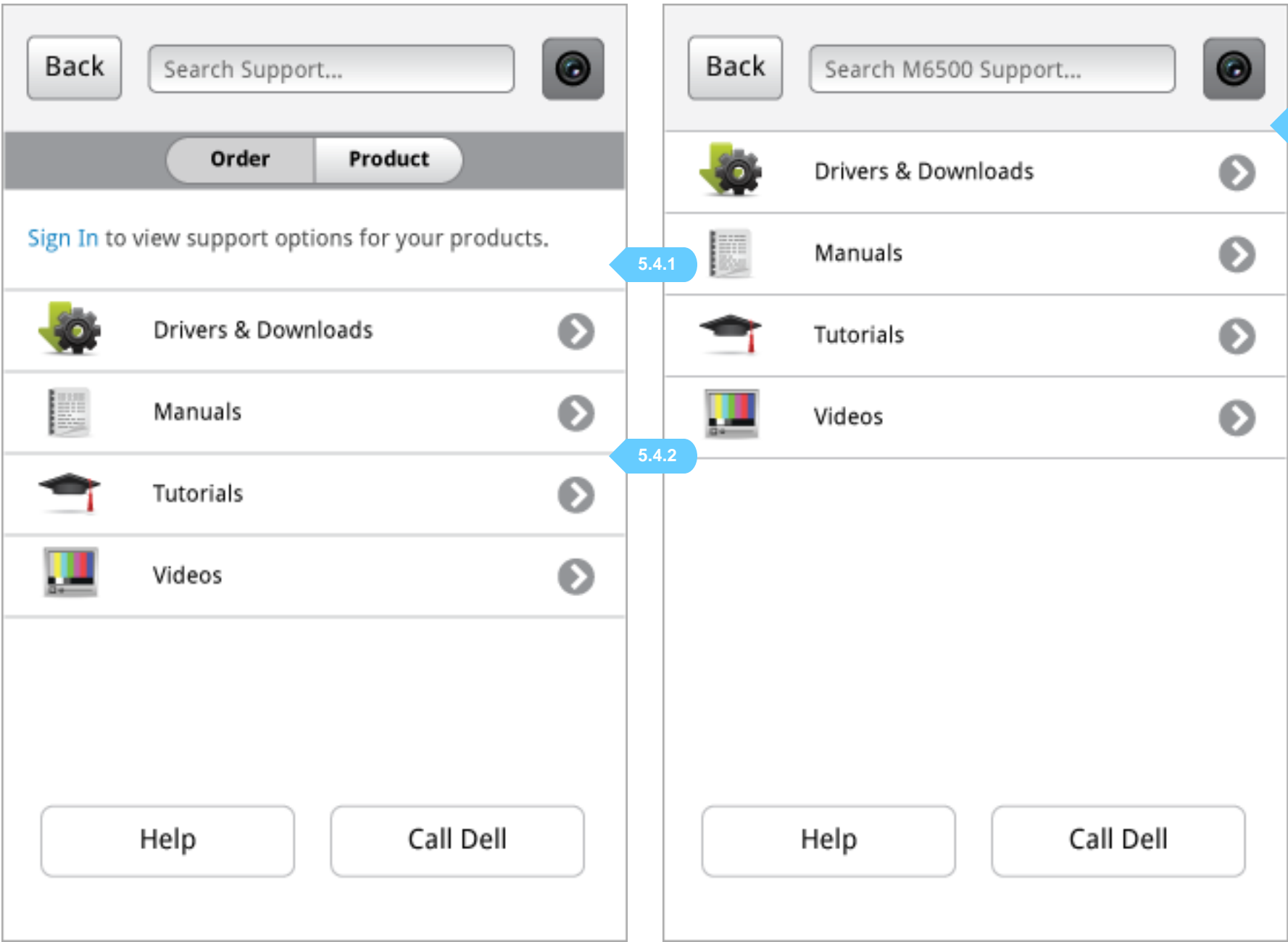
*Recommendation:* Can add contextual menu (shortcut menu) with Return Product, Product Support, Related Items, etc. actions immediately accessible.



5.3 Support (Order - NonAuthenticated)  
Displayed if no active user session exists.

- 5.3.1 User Session Display Sign In function while informing user the benefit of doing so.
- 5.3.2 Order Lookup If unable to load user Order History, display Order Lookup controls (similar to Order Status function on Dell.com), including any applicable Verification Controls.



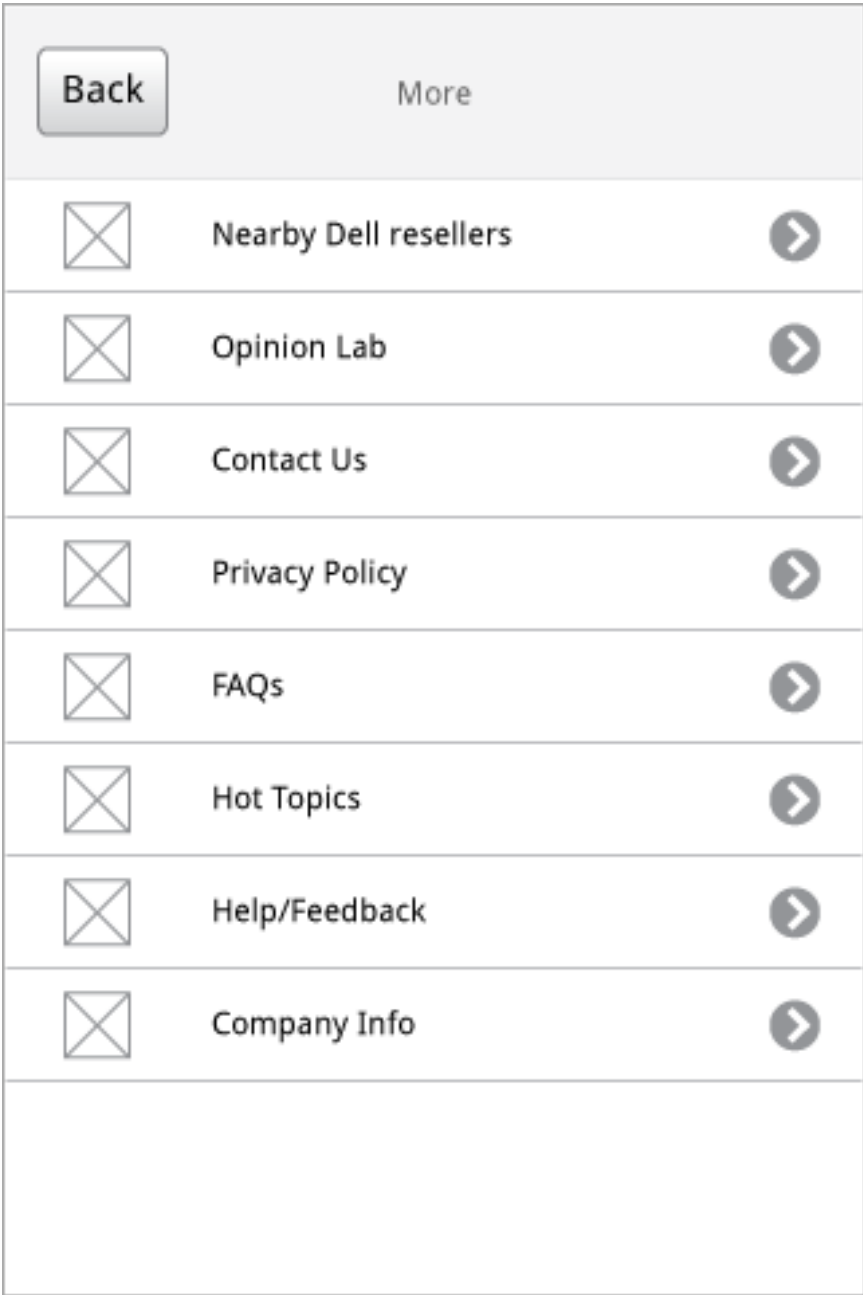


5.4 Support (Product - NonAuthenticated)

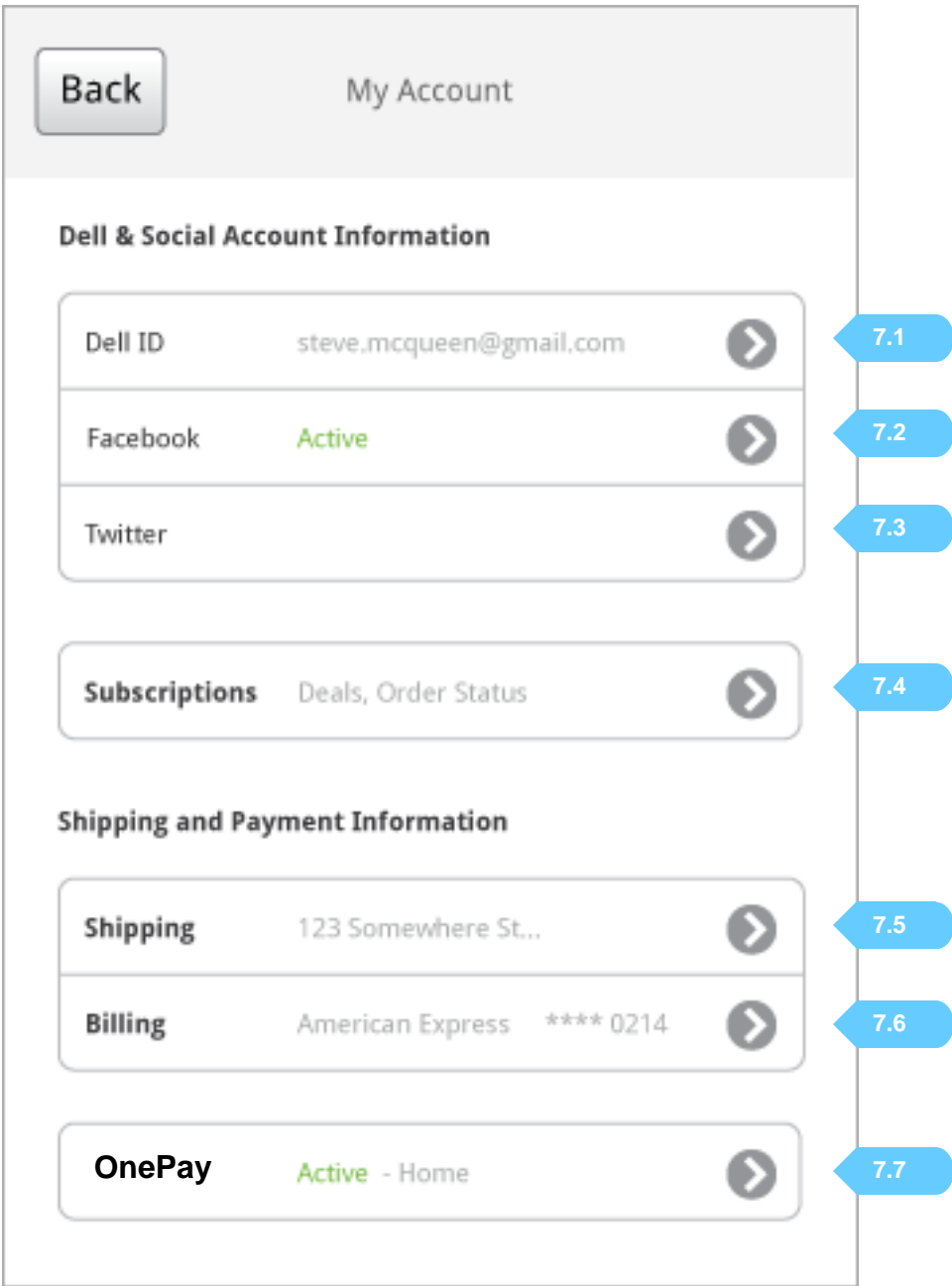
Displayed if no active user session exists.

- 5.4.1 **User Session** Display Sign In function while informing user the benefit of doing so.
- 5.4.2 **Browse Support Categories** Similar to Product Browse with Parent/ Subcategory navigation capabilities, Support Results displays list of applicable content/artifacts (i.e., Manuals > Laptop Owners Manual.pdf).
- 5.4.3 **Product Support Browse** Can also be displayed from “3.0.7 Product View (Owned)” or searched/browsed directly. Displays all applicable categories and content/artifacts.

*Recommendation:* Android supports data transfer to external memory. This capability can come in handy to users that may wish to download a driver or file directly to their device, in case their primary machine is having technical issues; or a Tech Support Rep needs to email an employee while on the go...



- 6 More
- A generic master/detail view list to all other non-catalog (product/support) information.
- 6.1 Nearby Alternative navigation option to display “3.5 Nearby Retailers”.
- 6.2 Opinion Lab Future State, no additional requirements defined.
- 6.3 Contact Us Content displaying relevant information.
- 6.4 Privacy Policy Content displaying relevant information.
- 6.5 FAQs Content displaying relevant information.
- 6.6 Hot Topics Future State, no additional requirements defined.
- 6.7 Help/Feedback Content displaying relevant information.
- 6.8 Company Info Content displaying relevant information, including Company Financials.



- 7 Account
  - 7.1 Dell ID User’s Dell registration information.
  - 7.2 Facebook Future State, no additional requirements defined.
  - 7.3 Twitter Future State, no additional requirements defined.
  - 7.4 Subscriptions Listing of all available services a user may subscribe to be notified (badge/home screen widget notification).
  - 7.5 Shipping Information Displays Shipping Address and Preferred Shipping Method, see also “4.6 Cart (Pay Now : Shipping)”. Enhanced to allow multiple Shipping Addresses to be saved (repeater).
  - 7.6 Billing Information Displays Billing Address and Preferred Payment Method, see also “4.5 Cart (Pay Now : Billing)”. Enhanced to allow multiple billing information to be saved (repeater).
  - 7.7 OnePay Manager User can create OnePay profiles based on existing Shipping and Billing Information.

Back

Register

Dell Account Registration

Name

Email

Password

Stay signed in?

7.8.1

Register

Home

Search

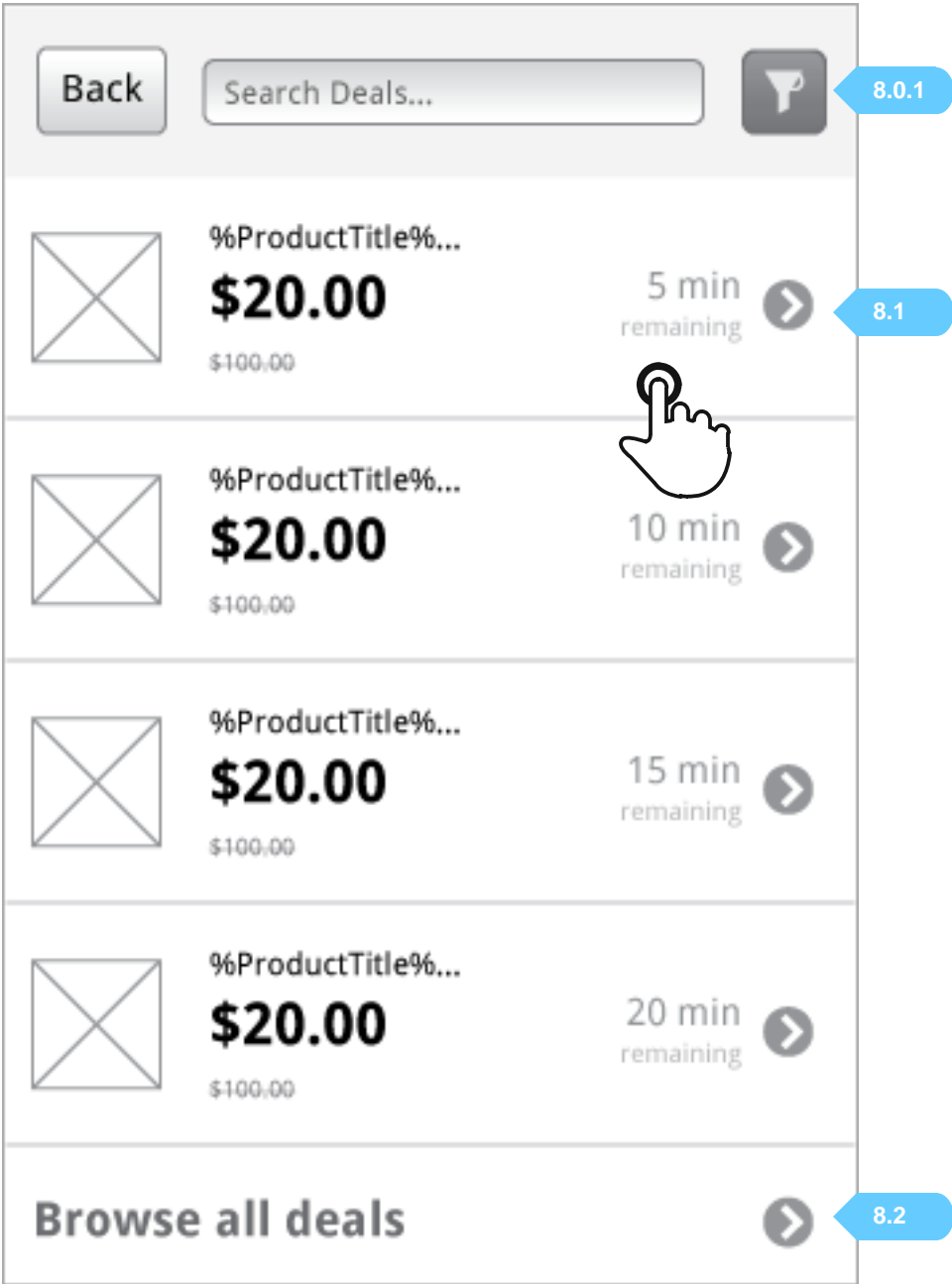
Product

Transact

Support

7.8 Account - Register

7.8.1 Allows user to persist user profile information until Signed Out.



- 8 Deals
- 8.0.1 Search & Filter

Similar to Product Search and Filter functionality, limited to Deals scope.
- 8.1 Daily Deal

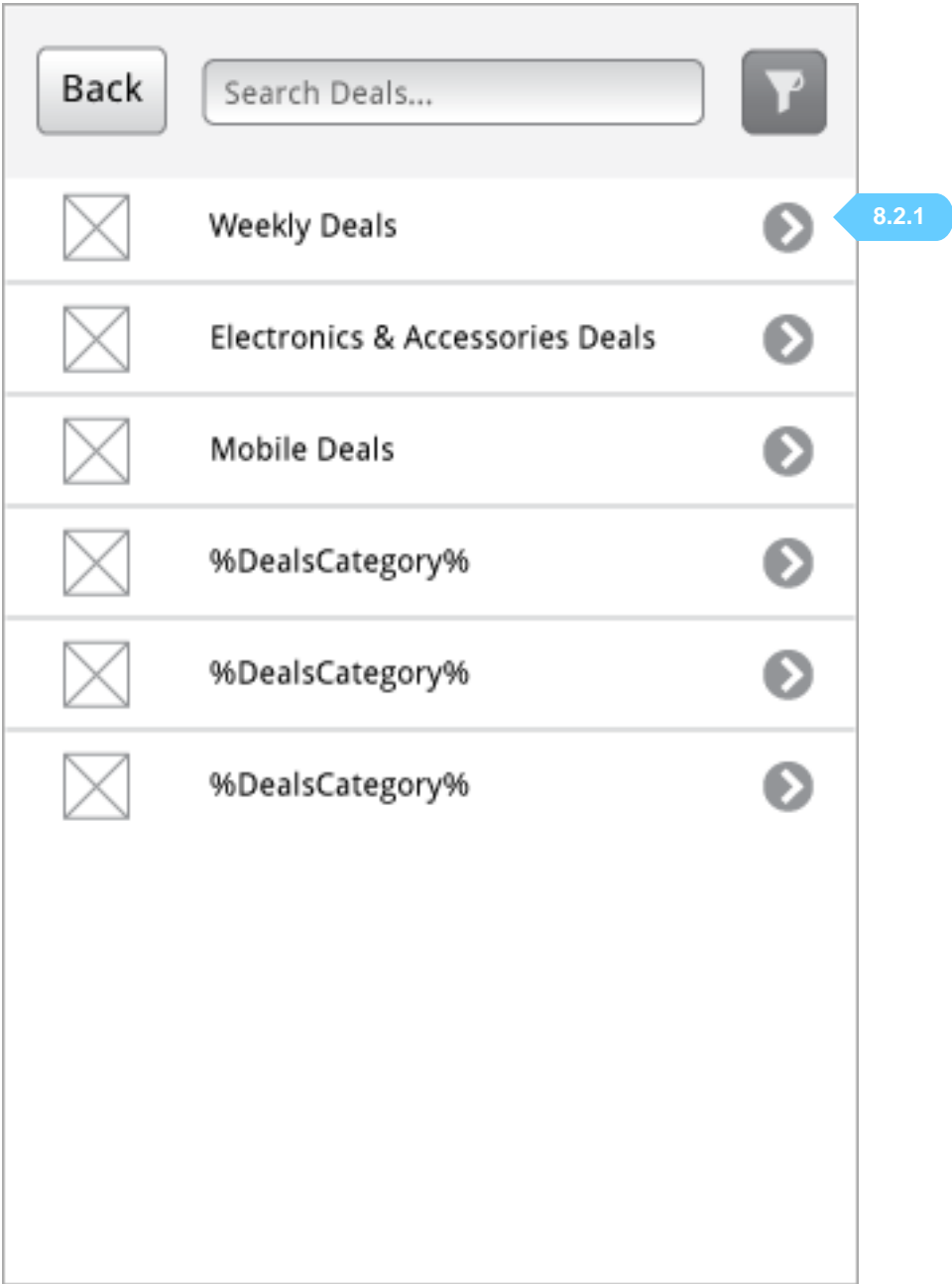
Deals that expire within 24 hours. Count of Total Active Daily Deals updates notification badge on dashboard/home screen widget.

Node displays Product Image, Title/Name, Sale Price, Regular Price, and Time Remaining.

On tap, display Product View.
- 8.2 Browse

Displays Deals Browse view.

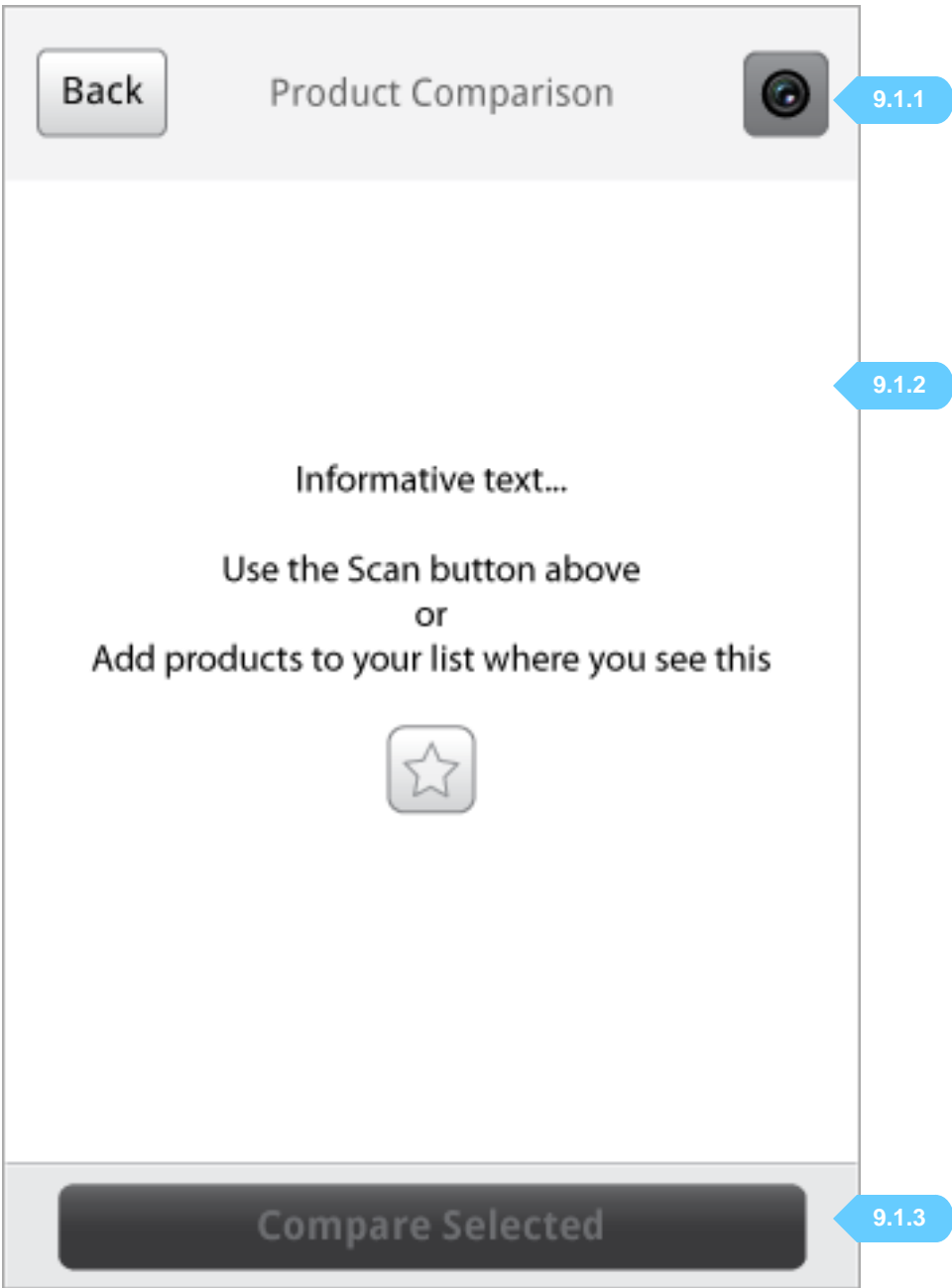




8.2 Deals (Browse)

8.2.1 Category Node Similar to Product Browse functionality, limited to Deals scope.

*Recommendation:* As with all deals and Product Browse views, categories can be dynamic based on current user or marketing profile. This offers a more personalized/targeted experience.



9.1 Compare (No Items)

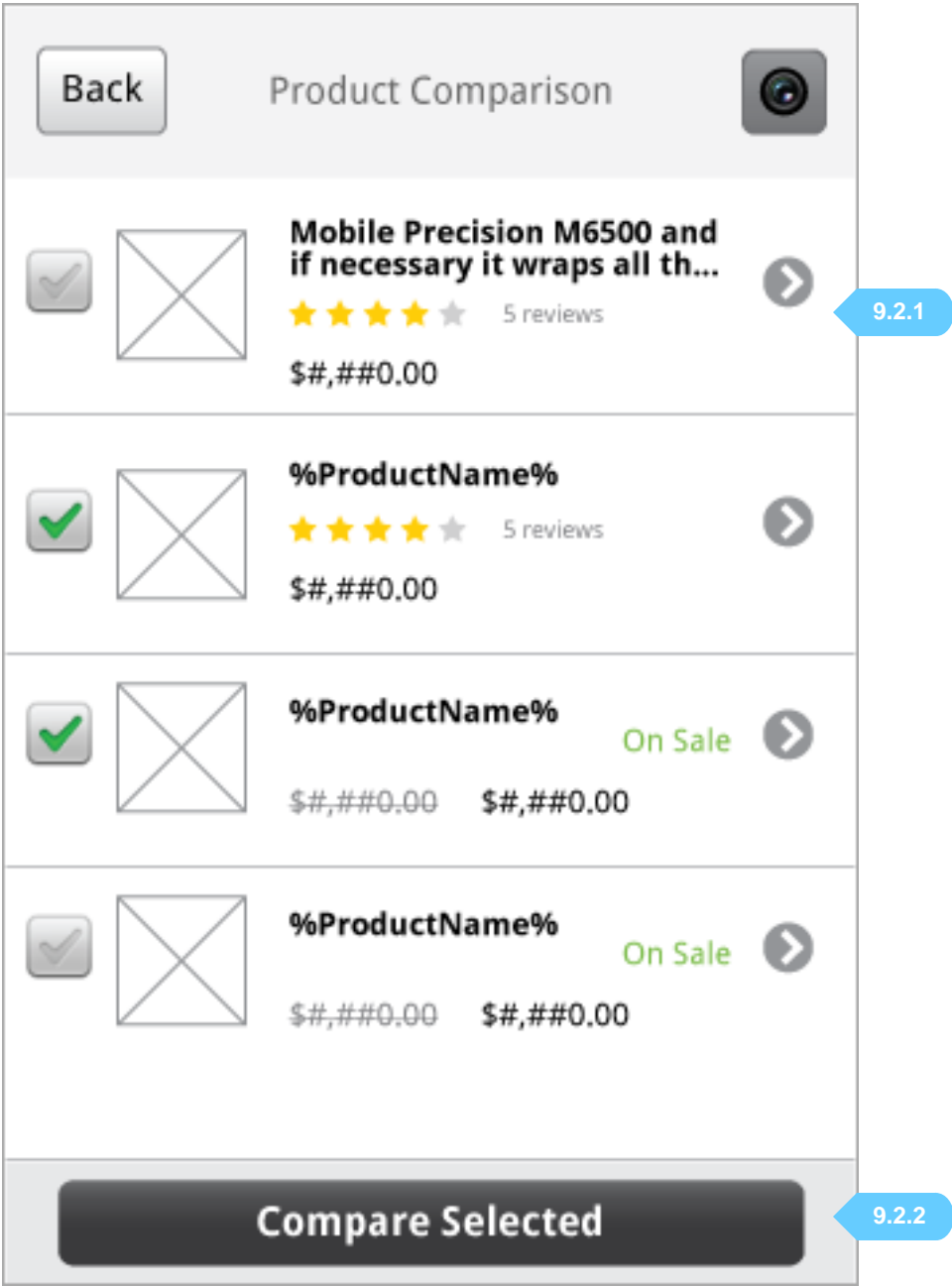
Displayed if user has no items in Comparison List.

9.1.1 Scan User can utilize Scan function to add items to comparison list.

*Recommendation:* If Non-Dell product is scanned, system can bypass comparison list and immediately present related products that exceed the current product (price, features, etc.) in comparison view. Can also be integrated with Promotion/Advertising to enable time/location sensitive coupons.

9.1.2 Copy Informative message explaining current view and available options.

9.1.3 Footer Disabled in current view.

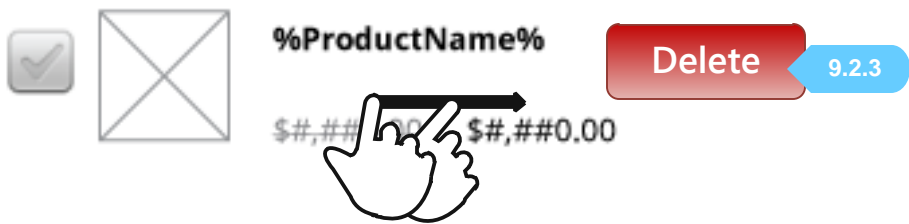


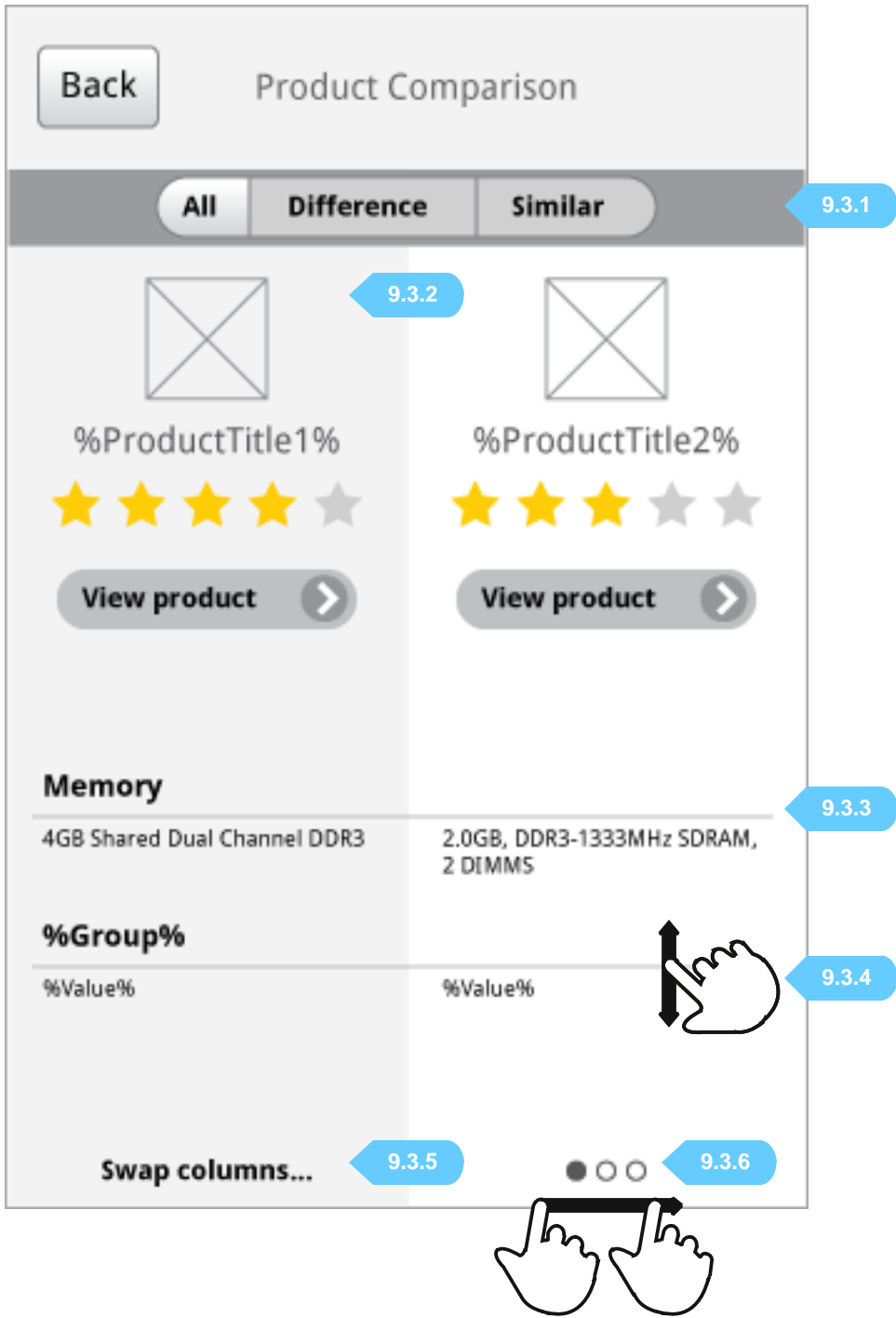
9.2 Compare (Has Items)

Displayed if user has already added items to Comparison List.

- 9.2.1 **Product Result Node** Displays similar Product Result Node as in Search Results, links to Product View, extended with checkbox for comparison selection..
- 9.2.2 **Compare Selected** If more than one product is selected, button will be enabled; displays 9.3 Comparison view. If only one product is selected, display 9.4 Compare (Recommended/Related) view. Otherwise, disable.
- 9.2.3 **Delete Node** When a swipe gesture is used, the node will display a "Delete" button until deleted or cancelled by clicking anywhere else.

Delete Comparison Item

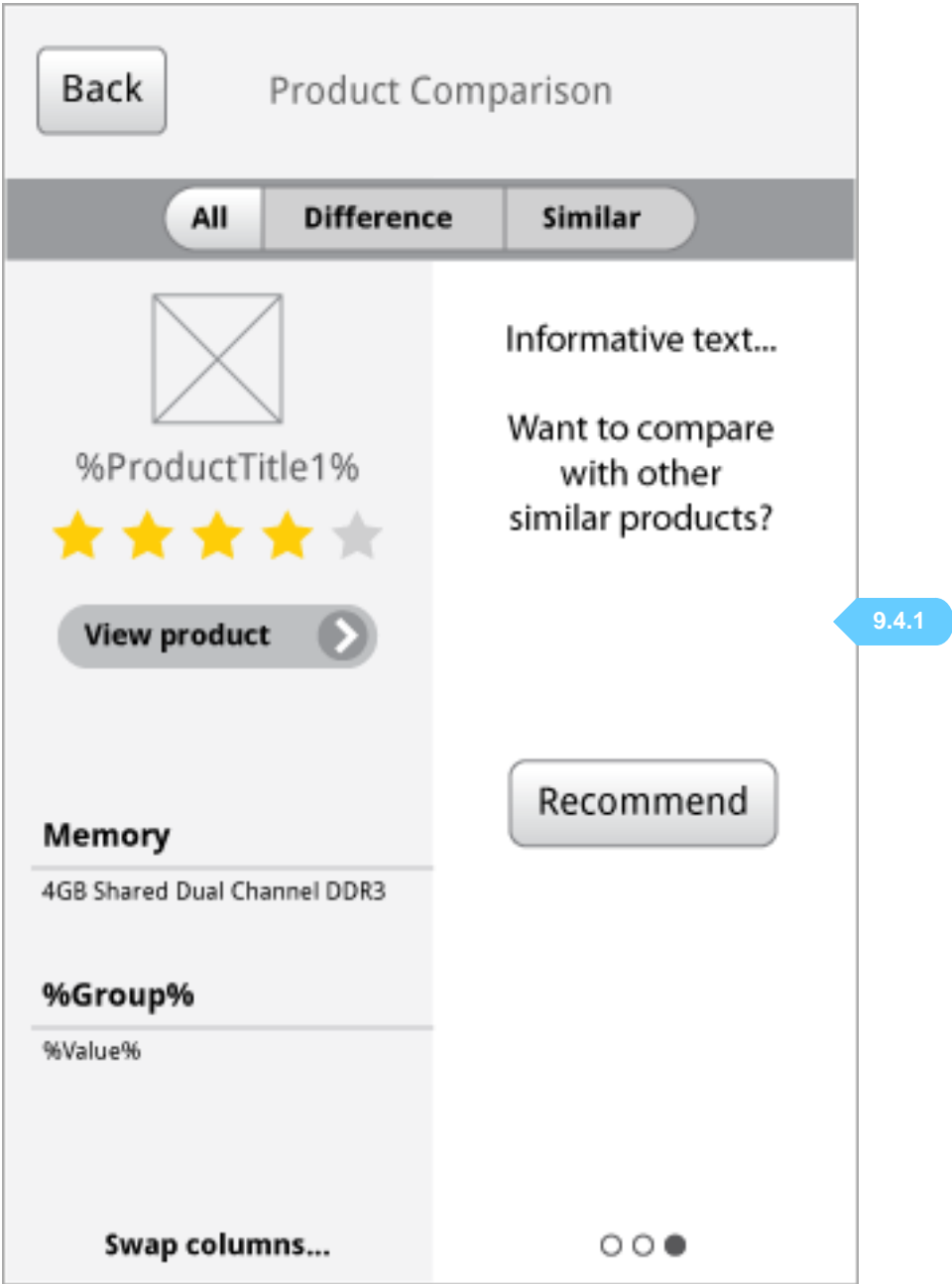




9.3 Compare (Comparison)

Displayed after Non-Dell Product Scan or Compare Selected action.

- 9.3.1 **Highlighter** Clearly indicates differences/similarities (optional, can also consider hiding elements instead of highlighting).
- 9.3.2 **Target Product** Clearly differentiated column displaying Product Image, Name/ Title, Rating, Link to Product View.
- 9.3.3 **Tech Specs** Product Features/Specs for respective configuration/product; similar to pre-builder comparison view on Dell.com
- 9.3.4 **Vertical Scroll** Entire view is scrollable vertically.
- 9.3.5 **Swap Column** Allows user to swap adjacent column.
- 9.3.6 **Horizontal Scroll** User can navigate additional targets into view by swiping left-to-right/right-to-left. Highlighted target column remains fixed and appears as the top-most layer.



9.4 Compare (Recommended/Related)

9.4.1 Recommend Action Always displayed as the last column in the comparison view. On tap, system will return the top N similar products (rating, price, specs).



1 **Toast Notification** for brief messages that come from the background.

The notification automatically fades in and out, and does not accept interaction events. A toast is best for short text messages, such as "File saved," when you're fairly certain the user is paying attention to the screen. A toast can not accept user interaction events; if you'd like the user to respond and take action, consider using a Status Bar Notification instead.

2 **Status Bar Notification** for persistent reminders that come from the background and request the user's response A status bar notification adds an icon to the system's status bar (with an optional ticker-text message) and an expanded message in the "Notifications" window. When the user selects the expanded message, Android fires an Intent that is defined by the notification (usually to launch an Activity). You can also configure the notification to alert the user with a sound, a vibration, and flashing lights on the device.

This kind of notification is ideal when your application is working in a background Service and needs to notify the user about an event.

3 **Dialog Notification** for Activity-related notifications.

A dialog is usually a small window that appears in front of the current Activity. The underlying Activity loses focus and the dialog accepts all user interaction. Dialogs are normally used for notifications and short activities that directly relate to the application in progress.

Most dialogs will be custom to the application.

4 **Selector** All interactive UI elements must have at least 4 states (default, disabled, focused, pressed)

5 **Event Listeners** all event listeners should result in a consistent, predictive experience. For example, if using a onLongClick event to display a context menu in a product results list; the same experience should be extended to the support results view.

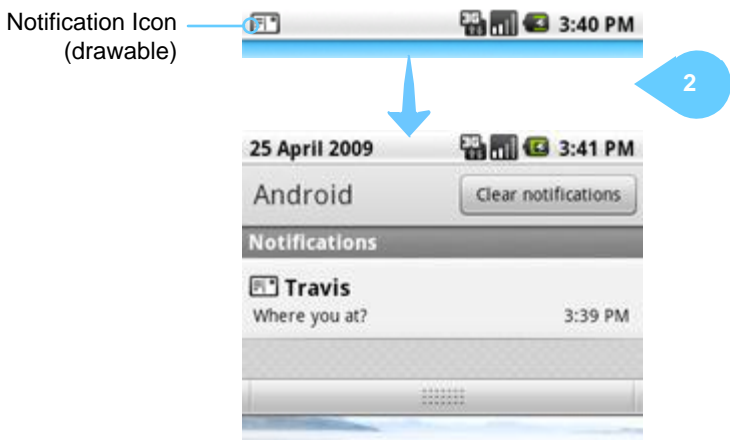
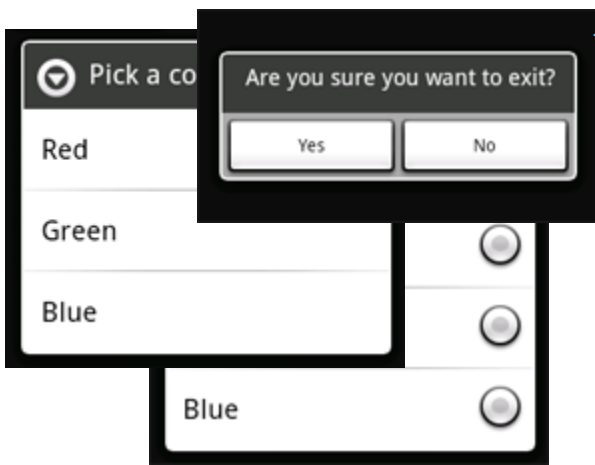
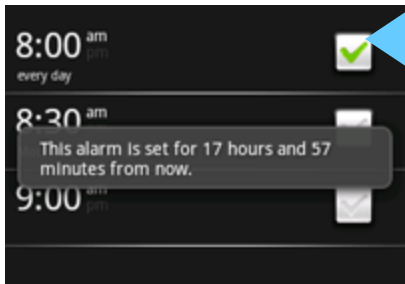
6 **Touch Mode** is automatically activated when a user touches the screen. Offer support when a user chooses to use directional keys or a trackball, reentering Touch Mode when applicable.

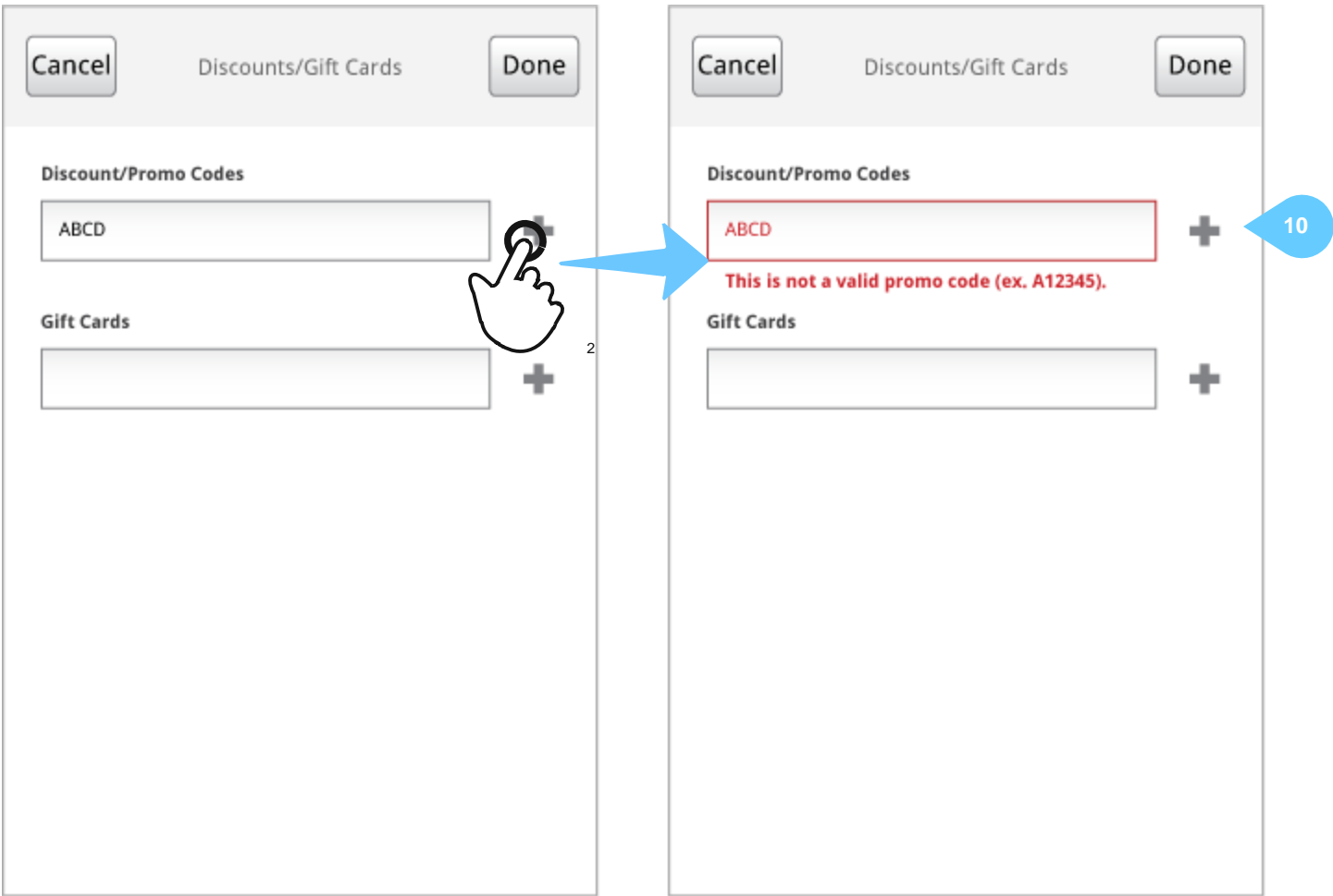
7 **Haptic Feedback** Consider adding tactile (vibrate) feedback to help reinforce non-visual activity.

Example use cases may be when the user reaches the end of kinetic scrolling view or a background event not currently active (ie, if a new deal becomes available, or order status changes).

8 **Affordances** If something is clickable, make sure it looks clickable.

9 **Drawables** Utilize 9-patch for raster images that need to stretch and create both mdpi and hdpi versions of all assets.





- 10
- Forms The use of forms should be limited in a mobile context. Inline multi-step (accordion) forms do not effect conversion rates.  
  
Usability tests show that people were fastest with the inline multi-step form and do not inherently have more usability issues than single or multi-page forms.  
  
Layout should utilize a top-aligned label (vertical) format.
- 11
- Unnecessary Inputs every input requires the user to parse and formulate a response. The app developer should always ask “Can it be removed?”; “Can it be postponed?” and “Can it be inferred?”

Vertical Labels

Label

Longer Label

Even Longer Label

One More Label

Value 1

Value 2

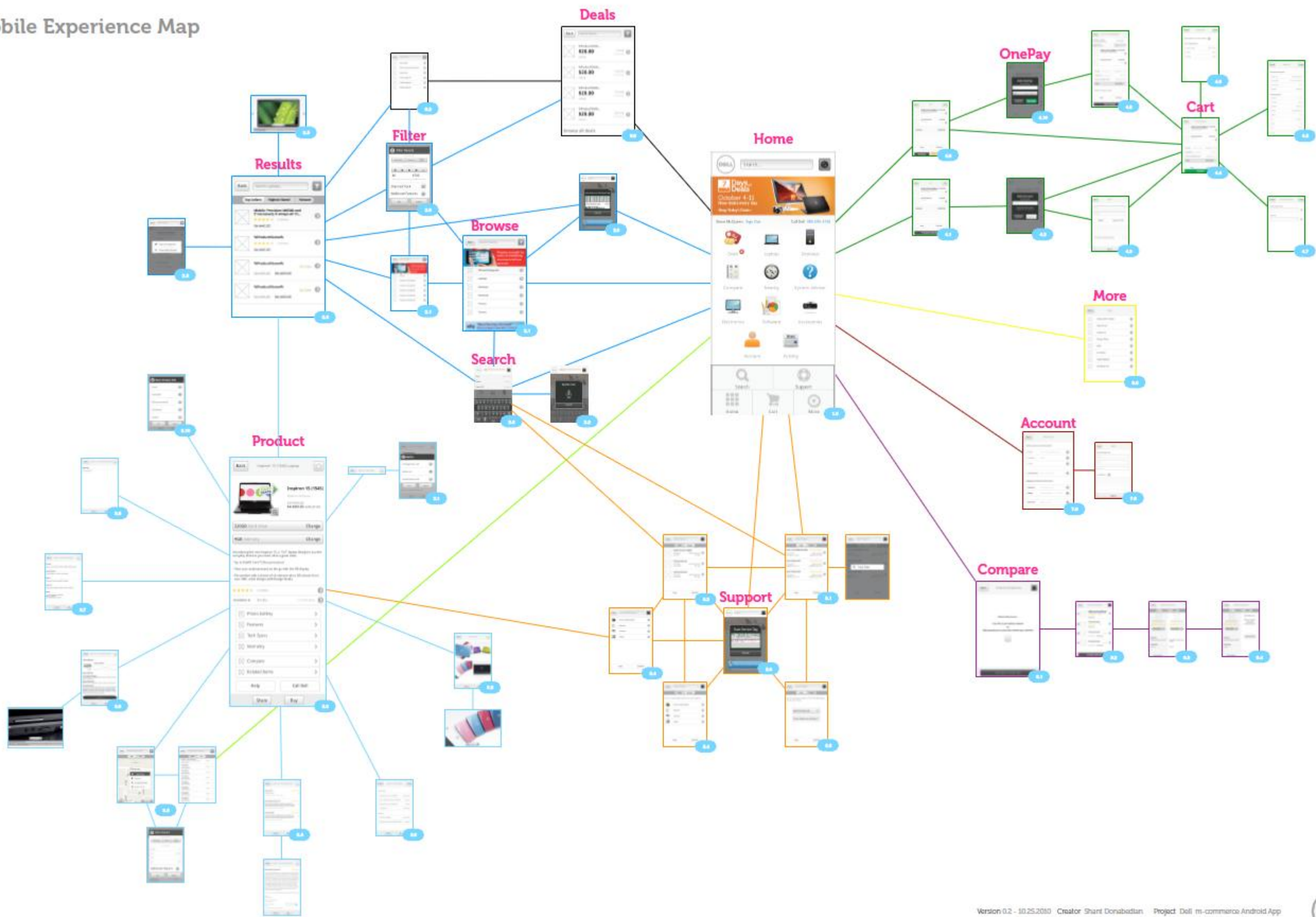
Primary Action

Advantage: Rapid Processing

Advantage: Adjacent Label and corresponding Input field

Disadvantage: Increased vertical space

Dell Mobile Experience Map



Version 0.2 - 10.25.2010 Creator Shant Donabedian Project Dell m-commerce Android App

