

Fossil Fossil

Sprint 1 Deliverables

From: Darshan Sonde

Date: Fri, 17 Sep 2010 at 1:20pm

Hello Rob/James,

Please find the attached universal build for iPhone and iPad.

Features Supported:

- Catalog Menu View
- Catalog Grid View (*long tap on image to select*)
- Toolbars with home,grid functionality only (*other items are stubs*)

Known Issues:

- iPad : popover or catalog menu would not popout (functionality not done for this sprint)
- iPhone4: toolbar icons look pixelated.

Important Notes:

- Main screen will be pixelated. Need internet to load high resolution cover page. (*will fix to load from bundle in next sprint*)
- UIInterfaceOrientationLandscapeLeft is the only supported orientation.

We are looking forward for your feedback and suggestions.

Thanks.

Darshan



[Fossil Sprint 1.zip](#)

2407K



James Hatfield Fri, 17 Sep at 11:26pm via email

Received. Will review over the weekend and provide feedback.

James Hatfield, User Interface Manager Ecommerce Department, Fossil Inc. t:
972.889.5860 | f: 972.638.2764



Victor Khanna Mon, 20 Sep at 12:08pm

James, here are few queries from our end based on our observations, kindly provide your thoughts to the same along with feedback.



[Queries1.0.pdf](#)

369K



James Hatfield Mon, 20 Sep at 8:35pm

Hey Victor, I have responses for you in a few minutes. Also I will add feedback from testing the App on my device.



James Hatfield Wed, 22 Sep at 11:46am

Apologies for delay.

First notes on testing.

Generally looks good so far.

1) touch delay to receive alert for page is too long. Feels unresponsive and you have to touch and hold for too long to get the alert to display.

2) Specific copy for the menu item labels will be provided in a followup response. Looks good but the wording will be updated.

3) Fossil logo is not sized correctly.

4) icons in bottom menu / toolbar are not sized correctly.

So again overall looks good, functions as expected, etc. shadows look good on the thumbnails. Just the few minor visual updates.

Queries

1) Will review and provide an answer or alternate. Some kind of visual feedback does seem to be called for.

2) note: if not mentioned, your assumptions are correct.

menu: The menu/cover page is intended to be visible in the grid view as a thumbnail that can be selected. This may not have been clear from wireframes or comps. Think of it as the cover page of the catalog. So pressing info will bring up the product listing for the cover page, left can be disabled, right would go to page 2 in the catalog. Also a swipe would go to page 2.

grid: left/right disabled, info - is it possible to list all products in the catalog in product view? ordered by page. This may be out of scope but if easy to do would be great.

watch list:grid enabled - any reason it should not be? Info disabled.

3) I agree, show icons as disabled rather than removed.

4) If it's not possible to shorten the long tap delay then yes a double tap would work. Prefer to keep it a single tap/hold but with shorter delay.

5) Include the pop over in all non-webkit views, even the menu page. Not sure about the border. It is a little hidden as a functional component but this may not be a problem. It is a simple thing to show in screen shots on app store.

6) Will provide. Can you confirm the pixel dimensions for the icons... they look too big currently - did we provide them incorrect size? We will correct and resend at higher res.

7) NEW - when you get to the spread/page view can we add double tap for zoom then double tap again to zoom out.



James Hatfield Wed, 22 Sep at 11:48am

Oh Fossil logo should be larger, toolbar icons should be smaller. Sorry - I just said sized incorrectly... wanted to be more clear. The design comps should have the correct size/proportions. Again let me know if we can resend image files to correct this directly.



James Hatfield Wed, 22 Sep at 11:52am

BTW I have not had a chance to review for iPad. Will get a device soon and send over provisioning profile.

We were not able to identify an existing Apple ID for our corporation (we have Apple Developer account premium for purposes of beta testing early OS X builds on corporate machines - so I had hoped to re-use that ID... no luck.)

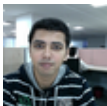
I do have our legal counsel up to speed on this however so I will be creating the account tomorrow and getting the verification process started. Should be pretty quick.



James Hatfield Wed, 22 Sep at 11:57am

Finally - `UIInterfaceOrientationLandscapeLeft` - if we are limited to one orientation, would prefer `UIInterfaceOrientationLandscapeRight` - sorry if you're left handed ;-p

If not limited - can it swap `LandscapeLeft` `LandscapeRight` on rotation? skip portrait.



Darshan Sonde Wed, 22 Sep at 5:45pm

Hi James,

Thanks for the feedback.

1. We will change the touch delay to a shorter duration.
3. We will resize the fossil logo on the main screen.
4. We will resize the toolbar to be a little smaller. it was displayed in the resolution given to us (close to 40x40 i think). will get back if we need different toolbar icons.
—
2. How should the cover page be displayed in grid?
is the following way acceptable? (please ignore the ordering of pages)

(test coverpage in grid view image attached)

what should happen on long tap on cover page? should it go back to main page?

NEW 8. There is also a end cover image. should that also be displayed?

watch list: grid would be disabled , as the watch list would be shown in a flow manner and grid would not be presented; as specified in the wireframes.

the watch list would have a custom toolbar different from all other view toolbars.

5. Will include the popover in all views for ipad.

6. As mentioned above(4). we will reduce toolbar size and check if pixelation happens with reduced size . will get back with the desired resolution for toolbar icons if necessary. but for now i think current icons should be okay . The pixelation should reduce when we reduce the toolbar size.

7. We will add the double tap for zooming in/out of the image.

NEW 9. For try on watch, we would require alpha cleared WATCH ONLY images. added this item to action items.

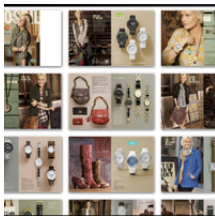
#. We will change to support both UIInterfaceOrientationLandscapeLeft and UIInterfaceOrientationRight.

Action Items

a. 2. Updated menu item labels

1. Visual feedback for item selection in menu

9. Watch images without background (clear bg).



James Hatfield Thu, 23 Sep at 11:19pm

4) really it's just the icons that are too big - see comps for sizing. I'll look again and see if I can give you better direction.

--

2) Anyway possible to show it with the menu on right side?

8) Will get back to you on this.

9) Will send recipe for this... the same image path can be used but with extra arguments applied for a clip path and transparency.

Will follow up this comment later today with Action items



James Hatfield Fri, 24 Sep at 11:17am

1) visual feedback - change text color of menu items to RGB(197,97, 70) or HEX(#CC6148)

4) The reason the icons are too big is that they are sized for iPhone 4 @ 2x resolution. For iPhone 3/3gs they should only be 20px tall, for iPhone 4 40px. All other UI Art files are the same.

Our comps also have the toolbars top and bottom at 50px tall for 3/3gs.

9) The image recipe arguments for transparent background on images is: `&clipPathE=Path%201&fmt=png-alpha`

10) NEW - We are not going to support a promotion for this phase, that backlog task (webkit view for promotion) can be dropped for Phase 1.

11) NEW - below is the correct wording and order for the menu TOC

----iPhone-----

Browse Catalog
Fossil Videos
Store Locator
Try On A Watch
Visit Our Blog
Shop Fossil.com

----iPad-----

Browse Catalog
Fossil Videos
Store Locator
Visit Our Blog
Shop Fossil.com