

The Arrivals

Responsive Wireframes

Date: August 7, 2014

Draft: 1

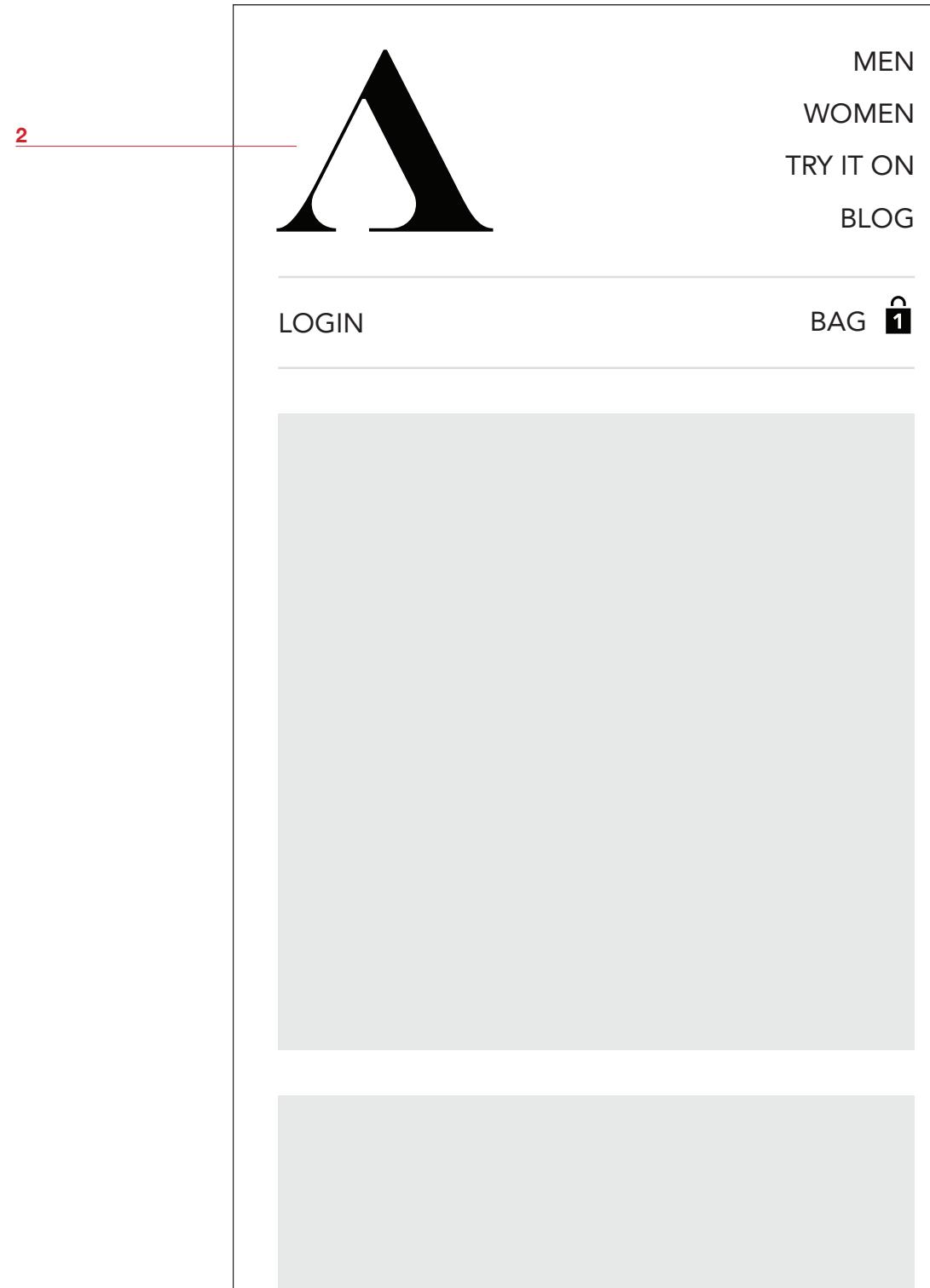
Prepared by: Kimi Spencer

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[Navigation](#) | Version 1

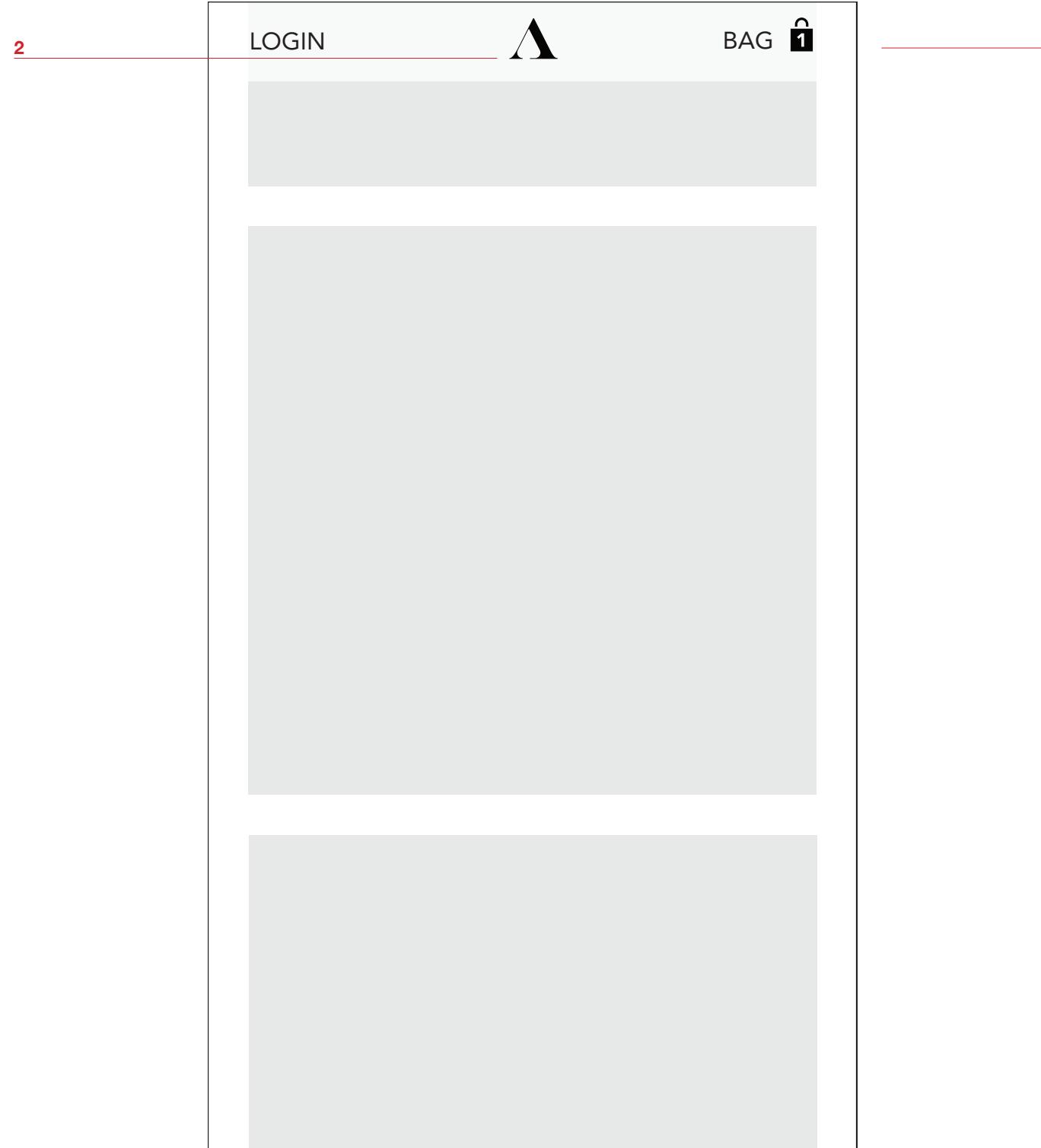
NAVIGATION | ON LOAD



NOTES

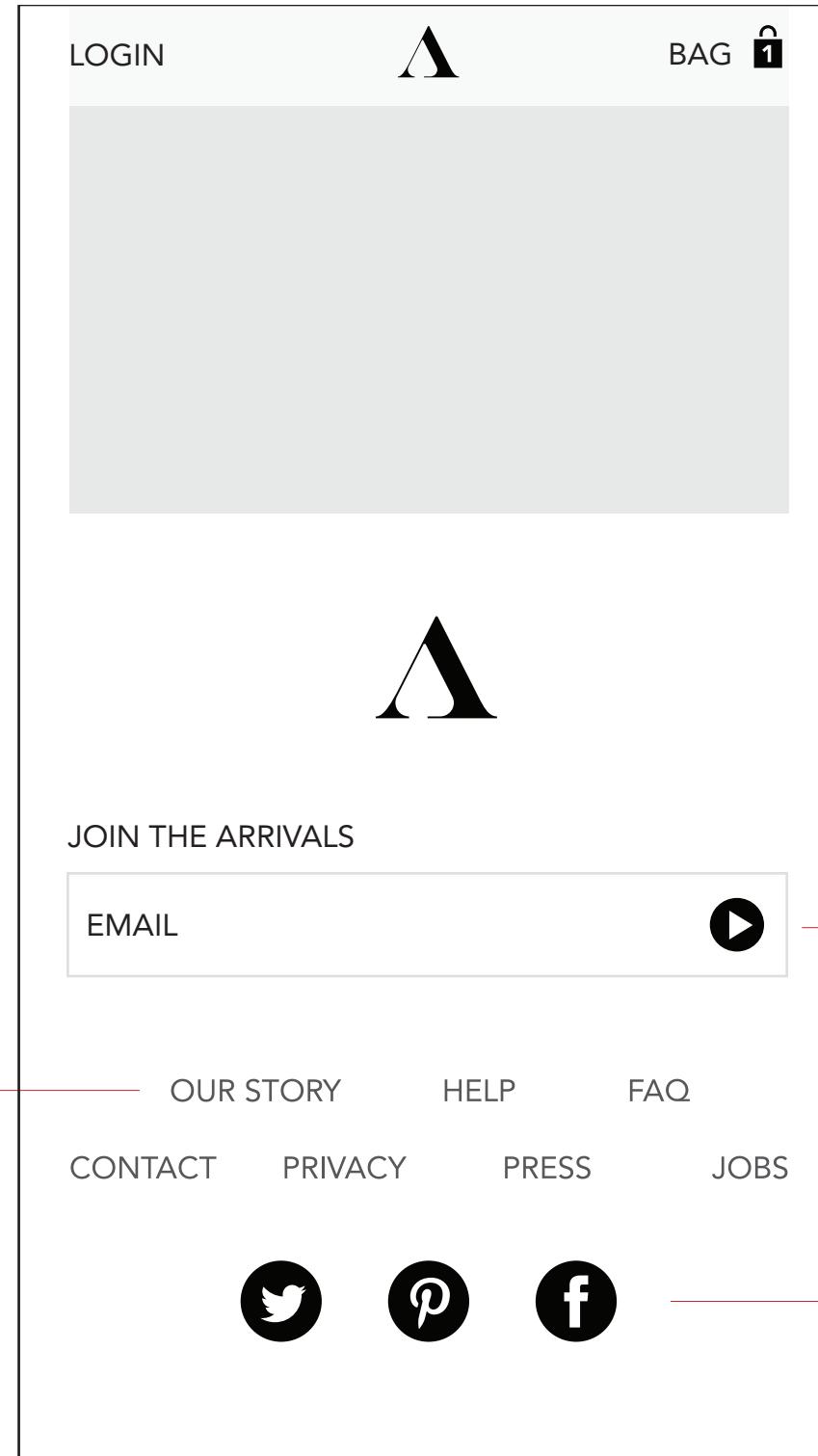
1. Remove "Our Story" and "Help" from top level navigation on mobile. These links are usually associated with footer navigation, and with reduced screen space on mobile devices top level navigation should be limited to primary actions and CTAs. (*Note, I'm not certain of the difference between "Our Story" and "About". Perhaps the "Our Story" is a high level action, but I think it might distract from the ultimate goal: getting users to the purchase point.)
2. Logo also serves as link to home/landing page.
3. Distinguish "Login" and "Bag" from exploratory navigation links.

NAVIGATION | ON SCROLL



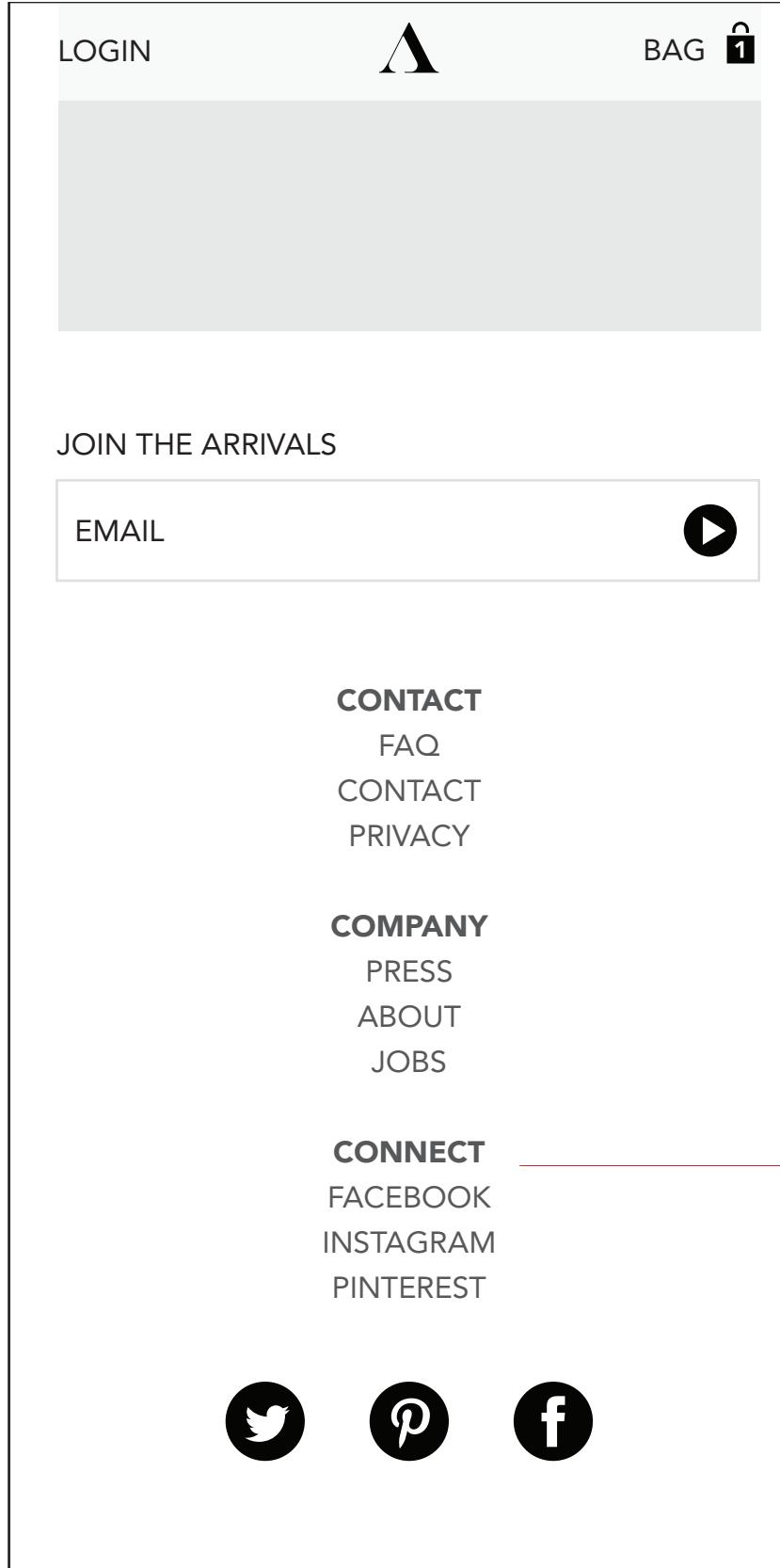
NOTES

1. On scroll menu clips to the top of screen (e.g. becomes a fixed position element), and the Arrivals logo fades in to the center of the menu.
2. Logo icon when hit scrolls user back to top of page (and thus to full navigation menu).



NOTES

1. Email subscription above the footer links. Alternatively, if email subscription is of less import than it should sit below the footer links.
2. "Our Story" and "About" consolidated in the footer.
3. Use social icons only (remove social media text links) to reduce page length and redundancy.



A wireframe of a mobile application's navigation and footer sections. At the top left is a 'LOGIN' button. In the center is a stylized logo consisting of a triangle. At the top right is a 'BAG' button with a small red box containing the number '1'. Below this is a large, light gray rectangular area. Underneath is a section titled 'JOIN THE ARRIVALS' with a 'EMAIL' input field and a black play button icon. At the bottom are three social media icons: Twitter, Pinterest, and Facebook.

LOGIN

BAG 1

JOIN THE ARRIVALS

EMAIL 

CONTACT

FAQ
CONTACT
PRIVACY

COMPANY

PRESS
ABOUT
JOBS

CONNECT

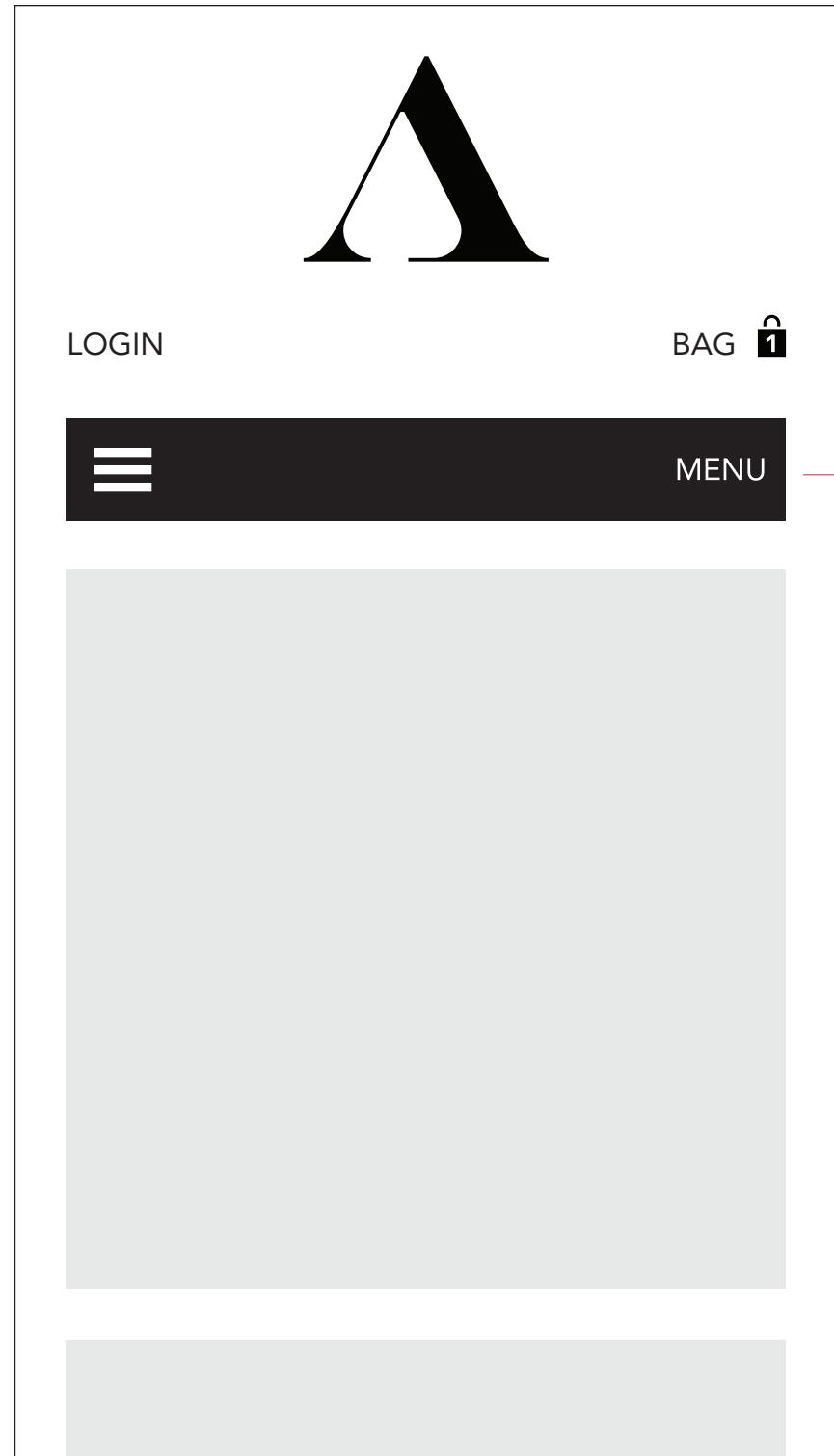
FACEBOOK  1
INSTAGRAM
PINTEREST

NOTES

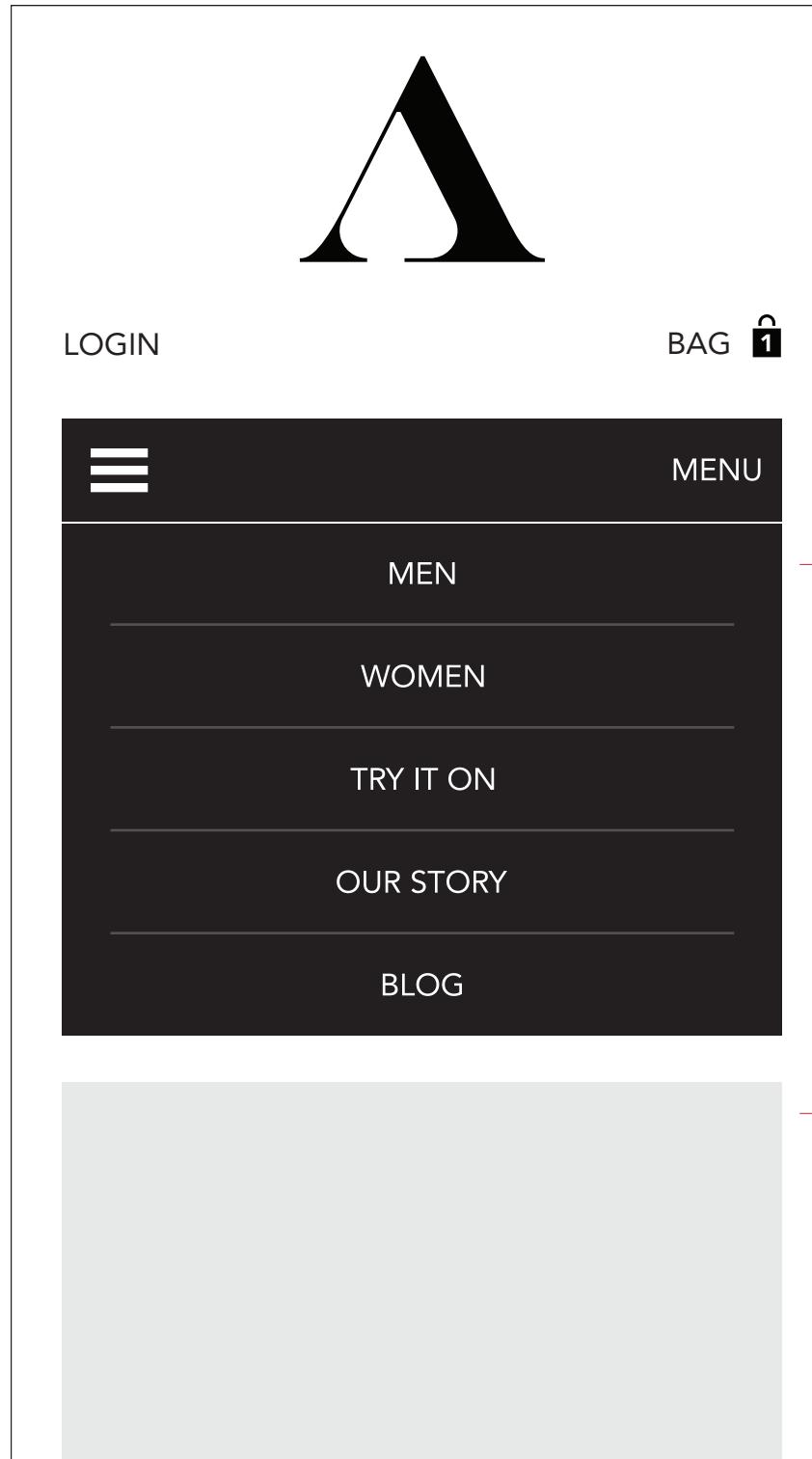
1. This version uses the same navigation links as the desktop mockup, but it has a discrepancy between the text social links and icons (Instagram vs. Twitter). Would suggest keeping them uniform.

[Navigation](#) | Version 2



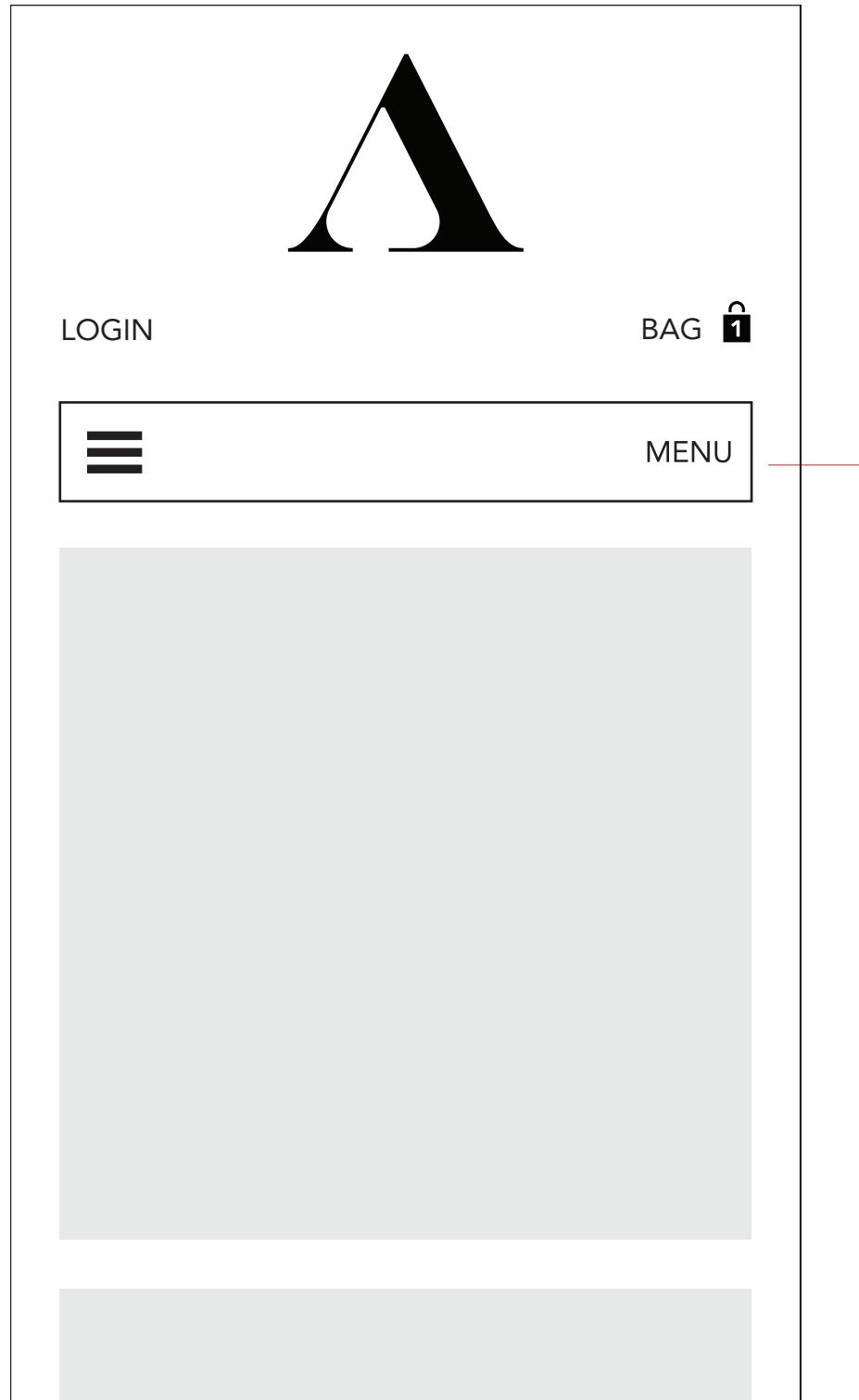
NOTES

1. Drop down navigation.



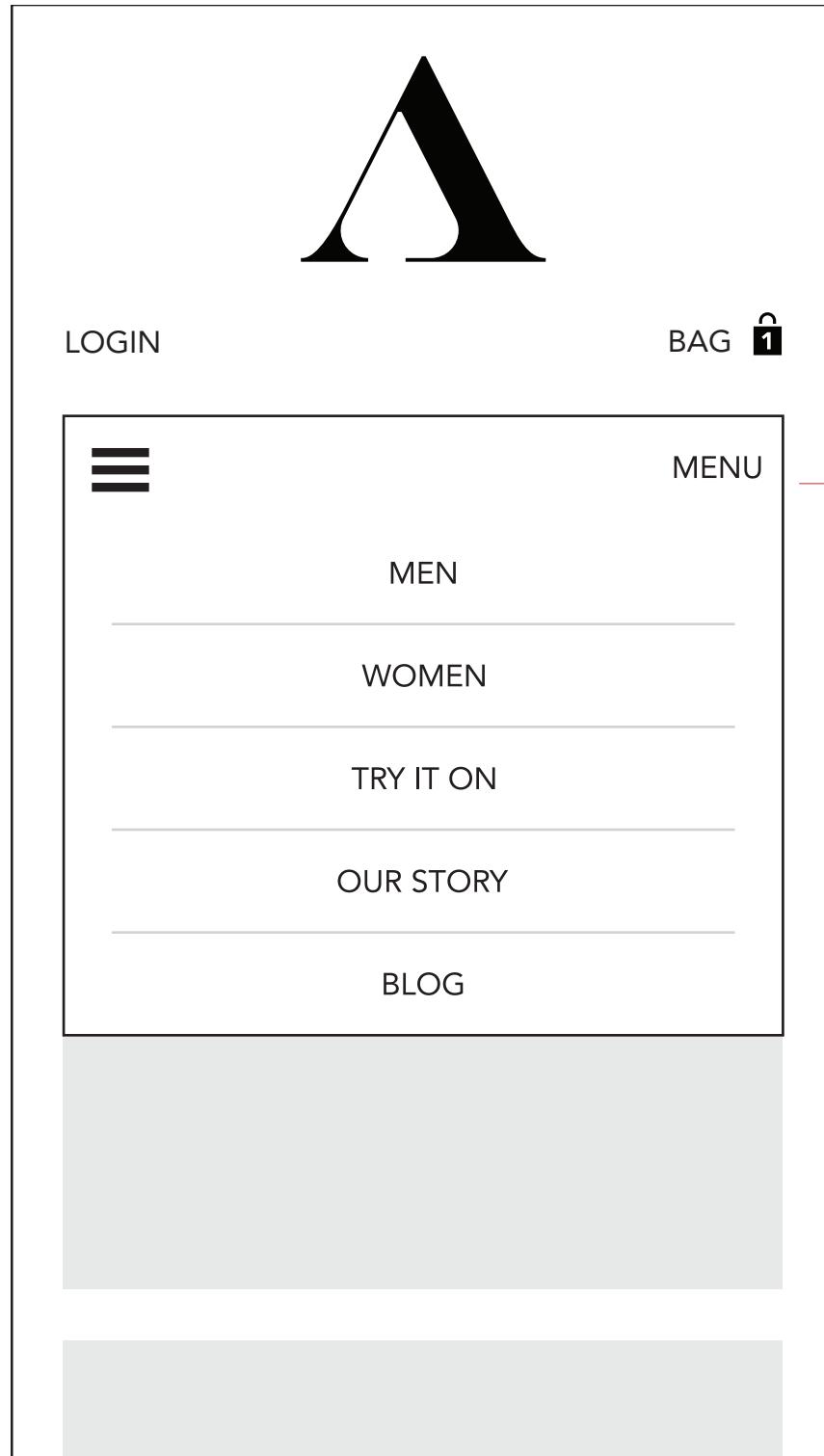
NOTES

1. Expanded menu. Animates open and pushes page content down (so it is not obscured by the open menu).



NOTES

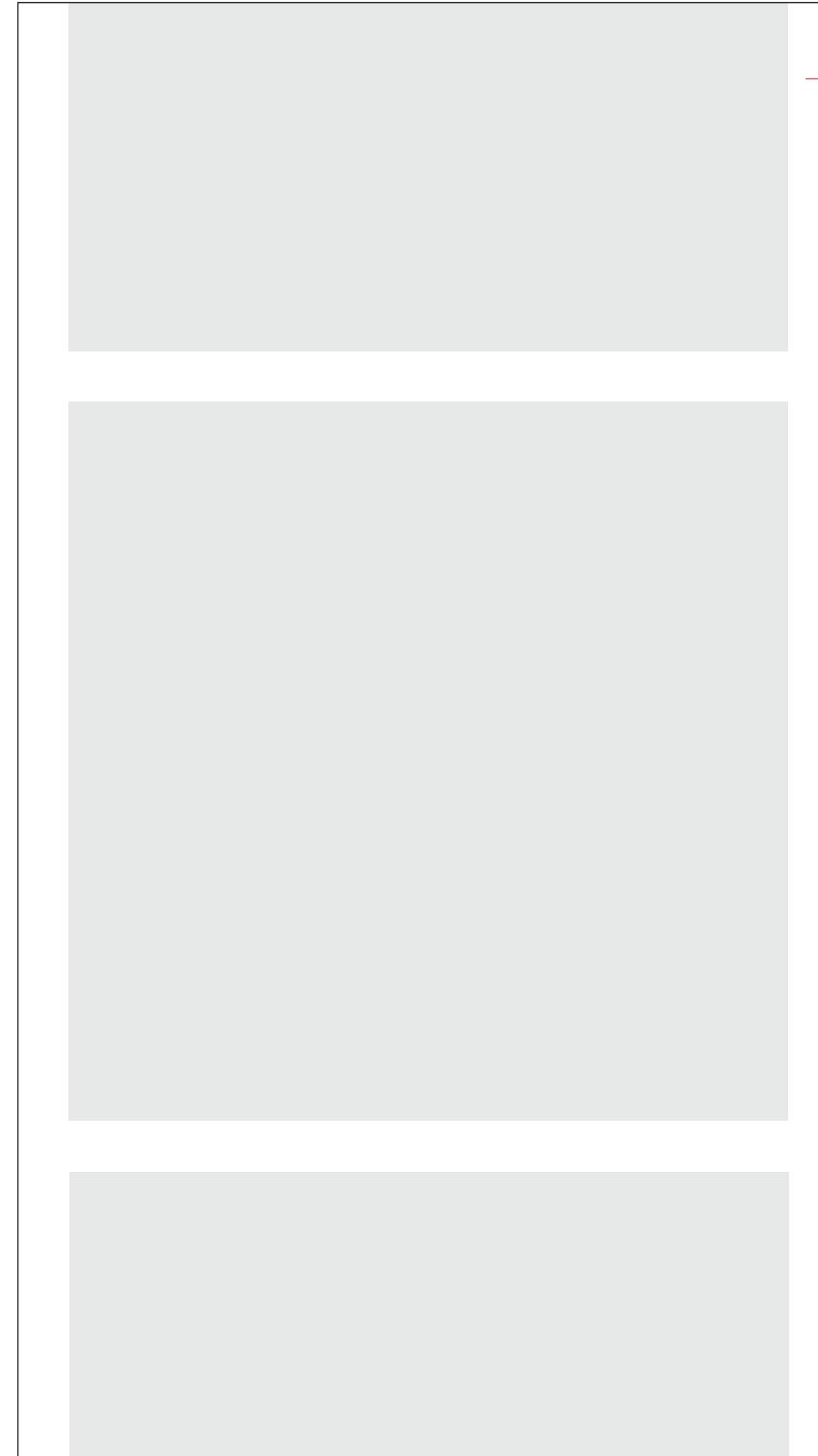
1. Alternative menu.



NOTES

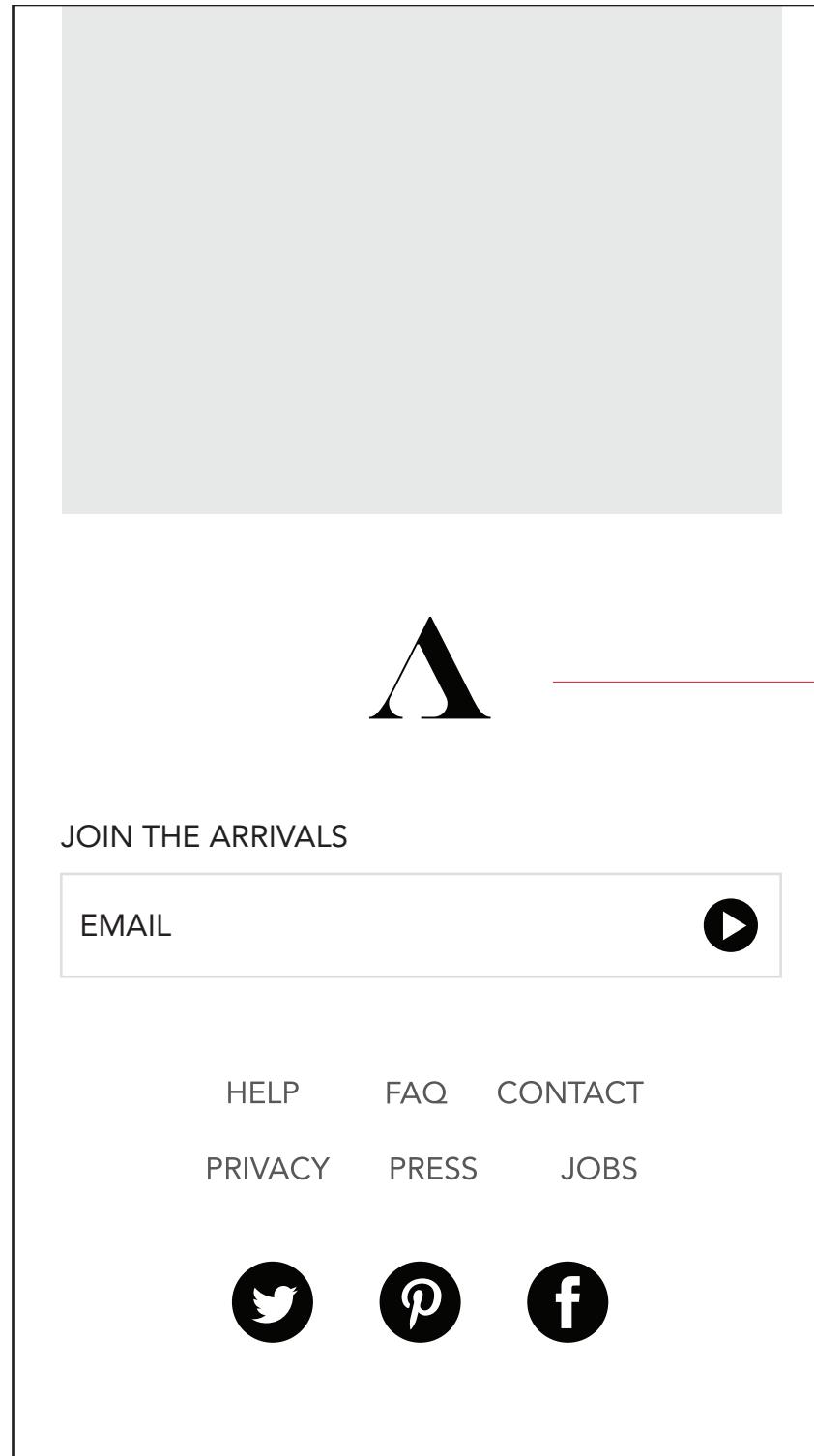
1. Alternative menu.

NAVIGATION | ON SCROLL



NOTES

1. In this version top navigation is not a fixed position element and so on scroll will be off screen. Fixed position elements often have problems on iOS devices (which can lead to a poor user experience). Also, because the product line is relatively small, page lengths will not be exceedingly long and the need for a persistent navigation isn't as crucial.



NOTES

1. Logo returns users to top of page (and menu).

The wireframe shows a footer area with a light gray header bar at the top. Below it is a white main content area. On the left side of the content area, there is a large black Greek letter 'Δ'. To its right is a horizontal red line with a small red '1' at its end. Below the 'Δ' is a section titled 'JOIN THE ARRIVALS' containing a 'EMAIL' button with a play icon. To the right of this is another horizontal red line with a small red '2' at its end. Below this line are several navigation categories: 'HOME', 'MEN', 'WOMEN', 'OUR STORY', 'BLOG', 'CONTACT', 'FAQ', 'CONTACT', and 'PRIVACY'. Further down are 'COMPANY', 'PRESS', 'ABOUT', and 'JOBS'. At the bottom, there is a 'CONNECT' section with links to 'FACEBOOK', 'INSTAGRAM', and 'PINTEREST'. At the very bottom are three circular social media icons: Twitter, Pinterest, and Facebook.

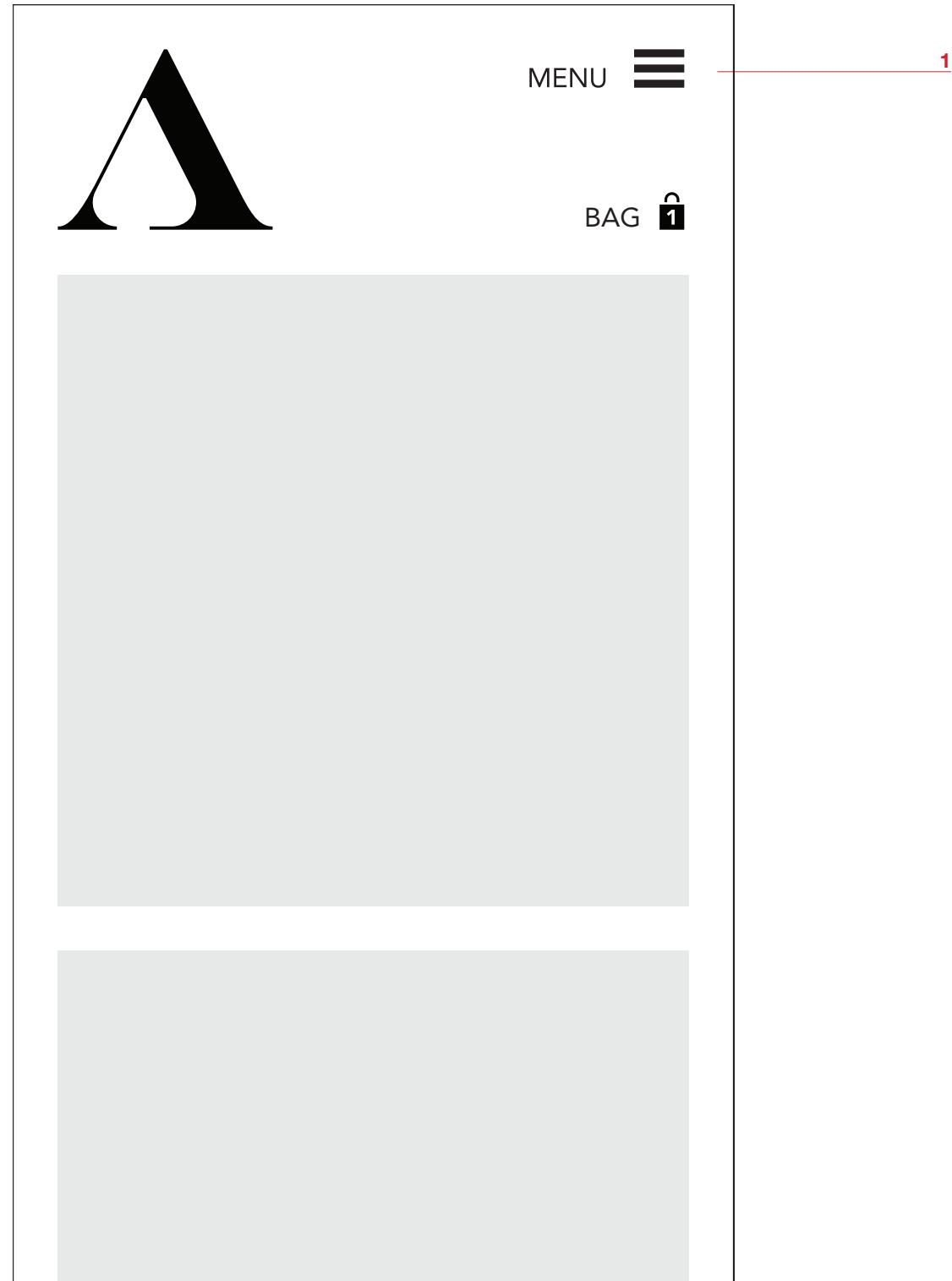
- EMAIL
- HOME
- MEN
- WOMEN
- OUR STORY
- BLOG
- CONTACT
- FAQ
- CONTACT
- PRIVACY
- COMPANY
- PRESS
- ABOUT
- JOBS
- CONNECT
- FACEBOOK
- INSTAGRAM
- PINTEREST

NOTES

1. Scrolls to top of page when hit.
2. With no persistent top navigation in this version, repeating the top level navigation in the footer menu allows users to navigate when they hit the page bottom.

[Navigation](#) | Version 3

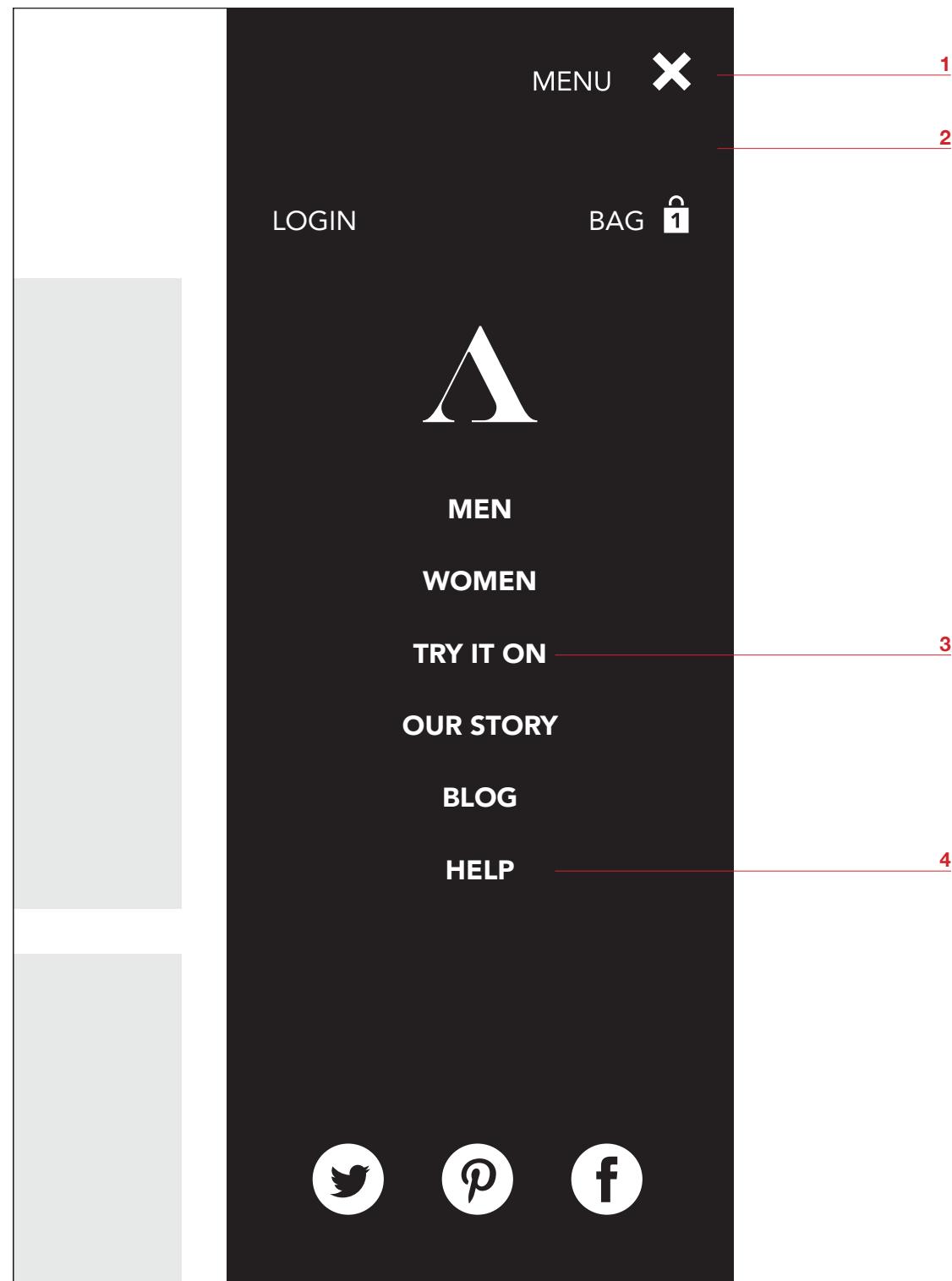
NAVIGATION | ON LOAD



NOTES

1. Hit to slide out navigation.

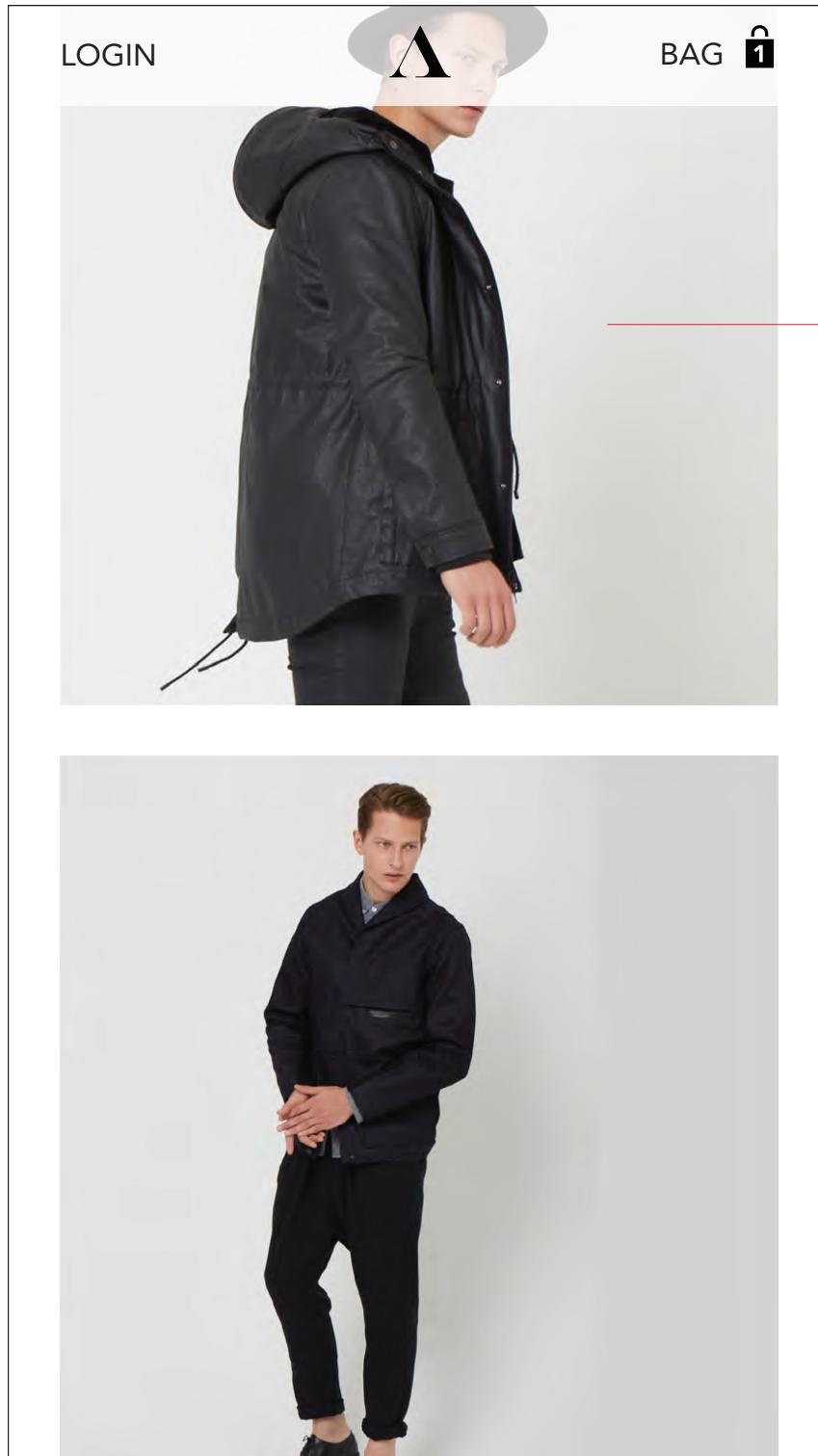
NAVIGATION | EXPANDED MENU



NOTES

1. Hamburger button transitions into a close button on slide out.
2. Menu slides out left, pushing page content.
3. Group navigation links by type of activity.
4. "Help" link in top level navigation.

Layout



NOTES

1. Card layout for individual products.

The wireframe shows a product page layout. At the top right are 'LOGIN' and 'BAG' buttons. The main image is a full-body shot of a man in a black leather jacket and trousers. Below it is a section titled 'LAUTNER' and 'MODERN PERFECTO'. A paragraph of placeholder text follows. Price is listed as '189.00 USD'. Technical details include Model Height: 5'9", Model's Wearing: Size small, and The Fit: Tailored slouch. Buttons for 'SIZE' and 'ADD TO BASKET' are present. Below the main image is a side profile of the jacket, and at the bottom is a close-up of the zipper area.

NOTES

1. Slide shows work poorly on mobile devices; I'd suggest a vertical layout of images for the product gallery.