The Arrivals

Responsive Wireframes

Date: August 7, 2014

Draft: 1

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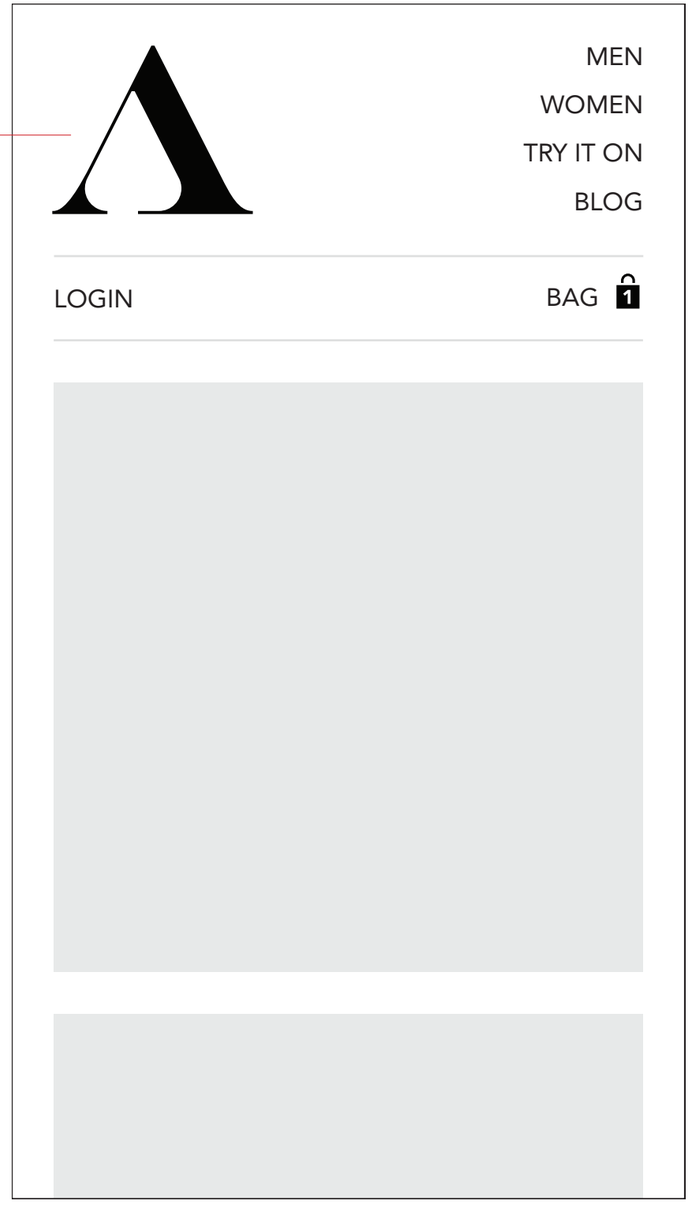
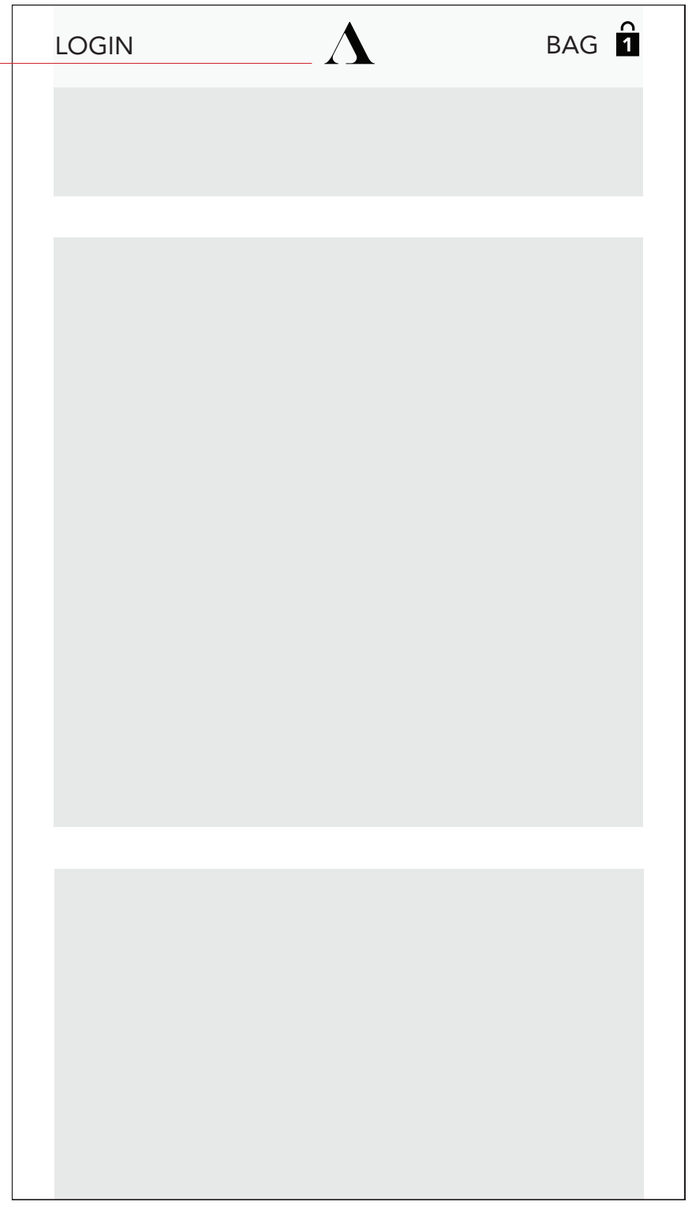


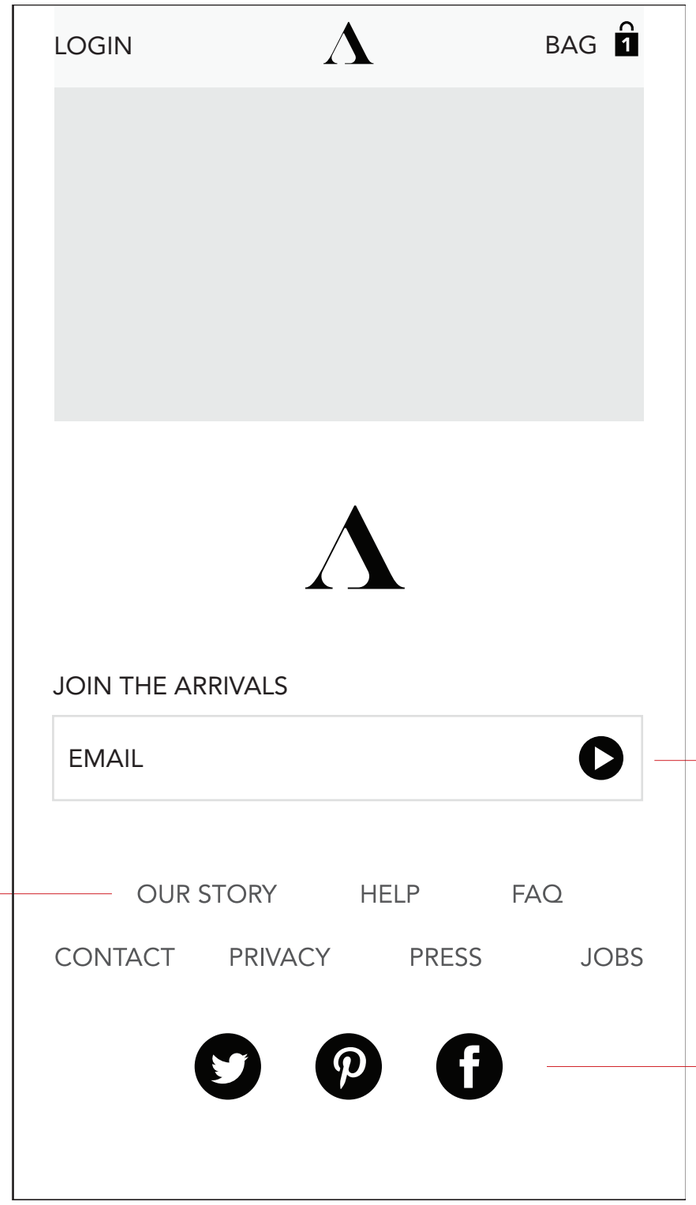
NOTES

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.



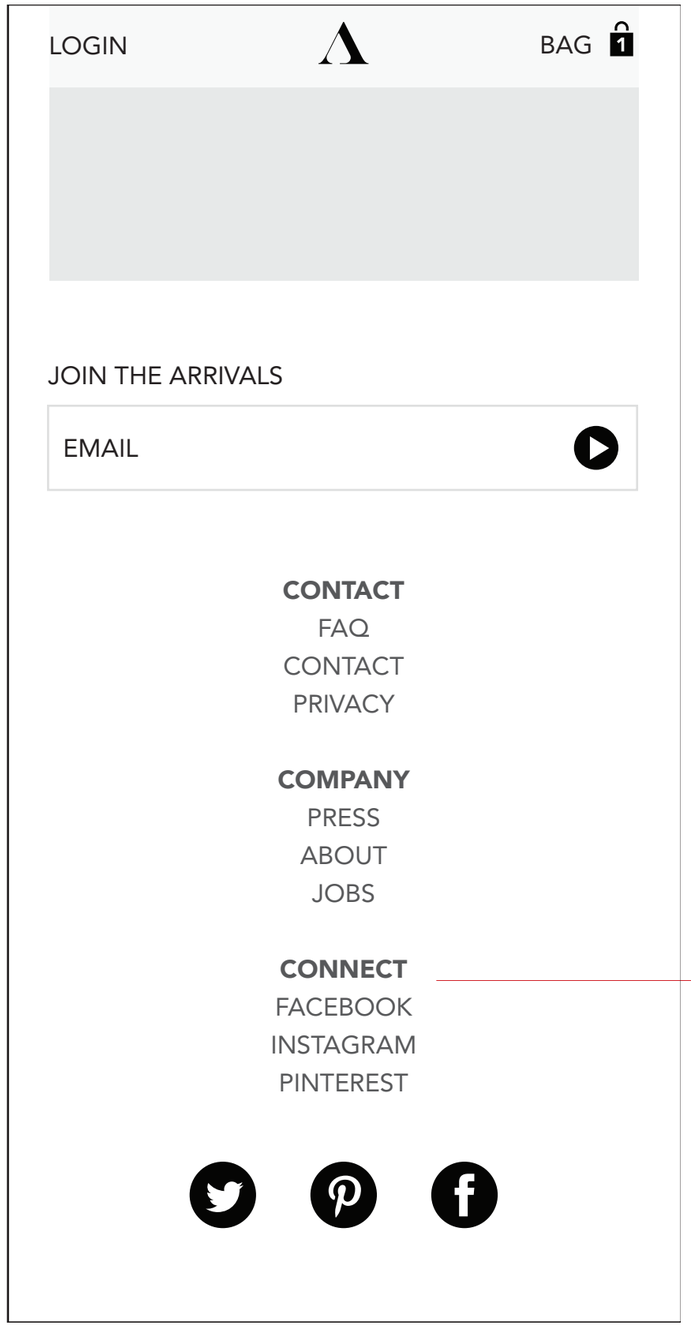
NOTES

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).



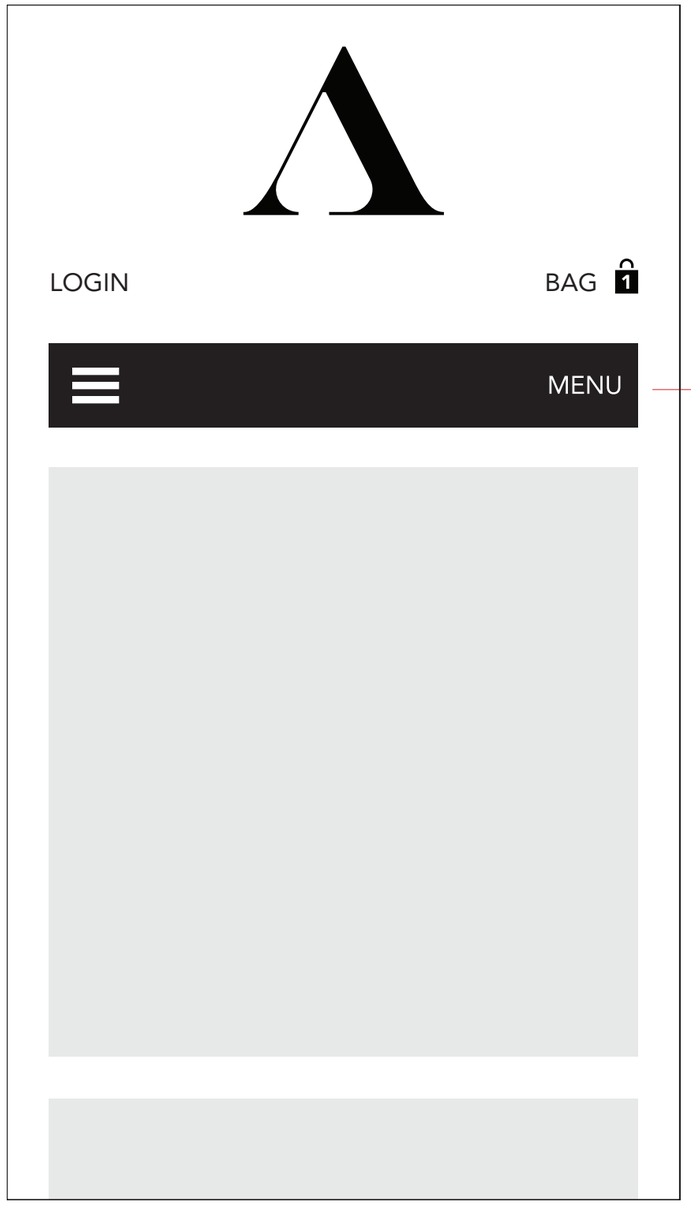
NOTES

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.



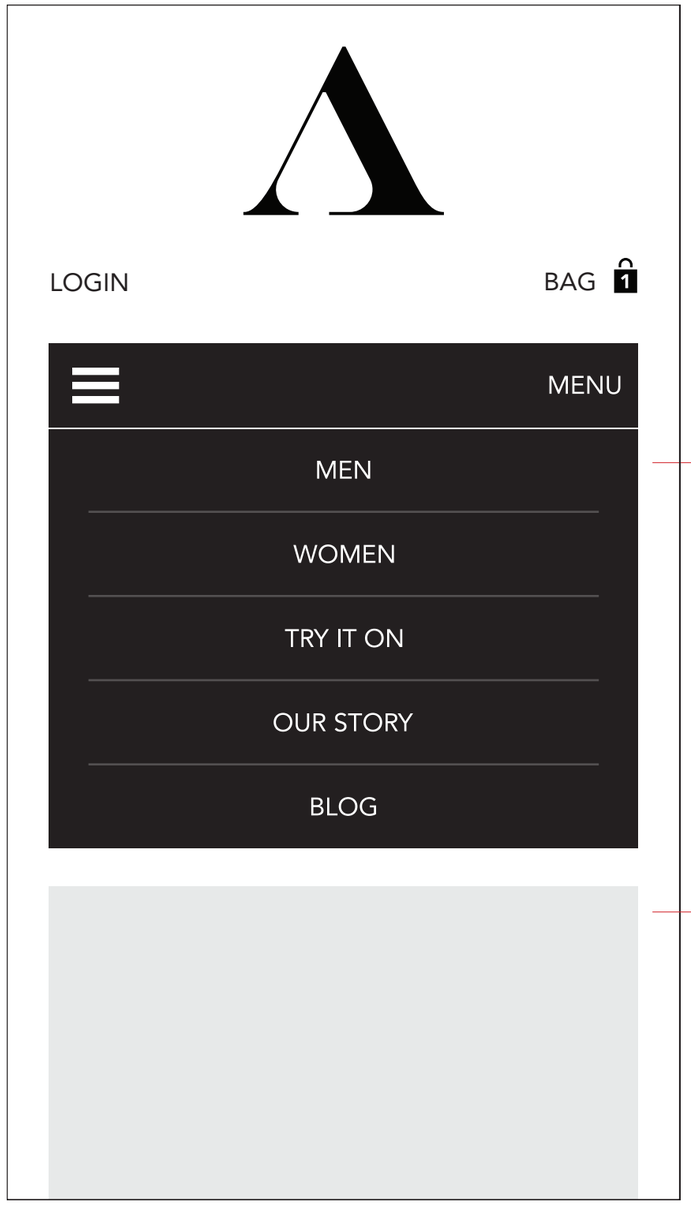
NOTES

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.



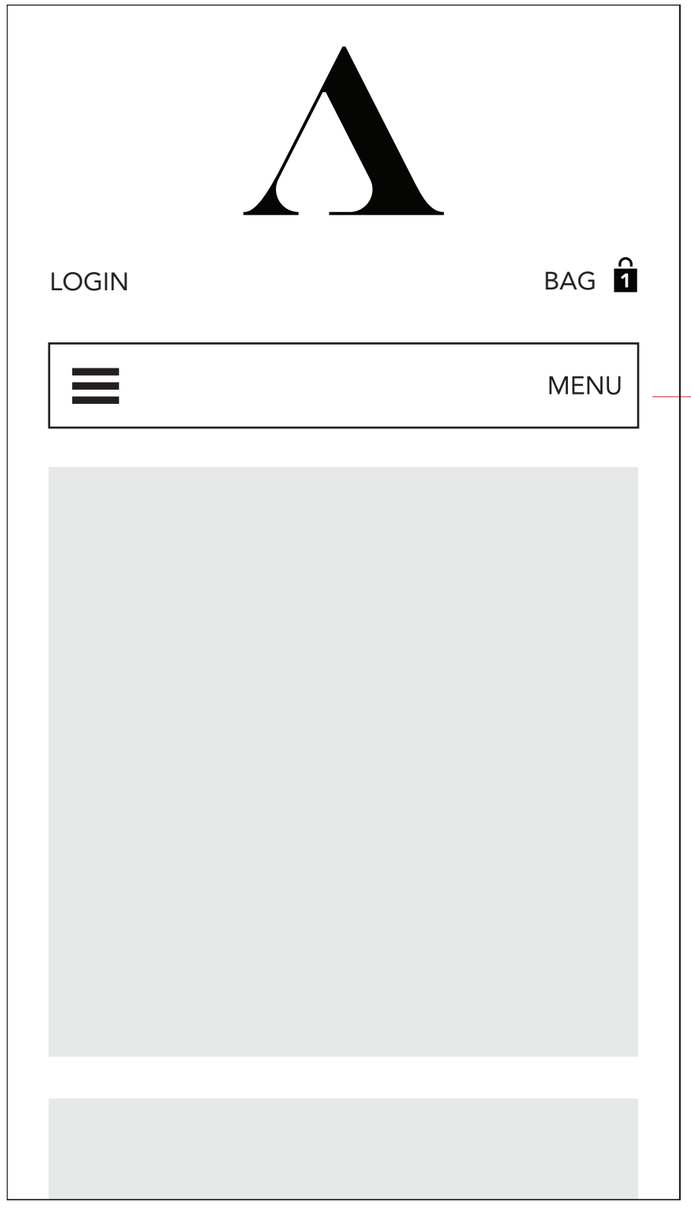
NOTES

1. Drop down navigation.



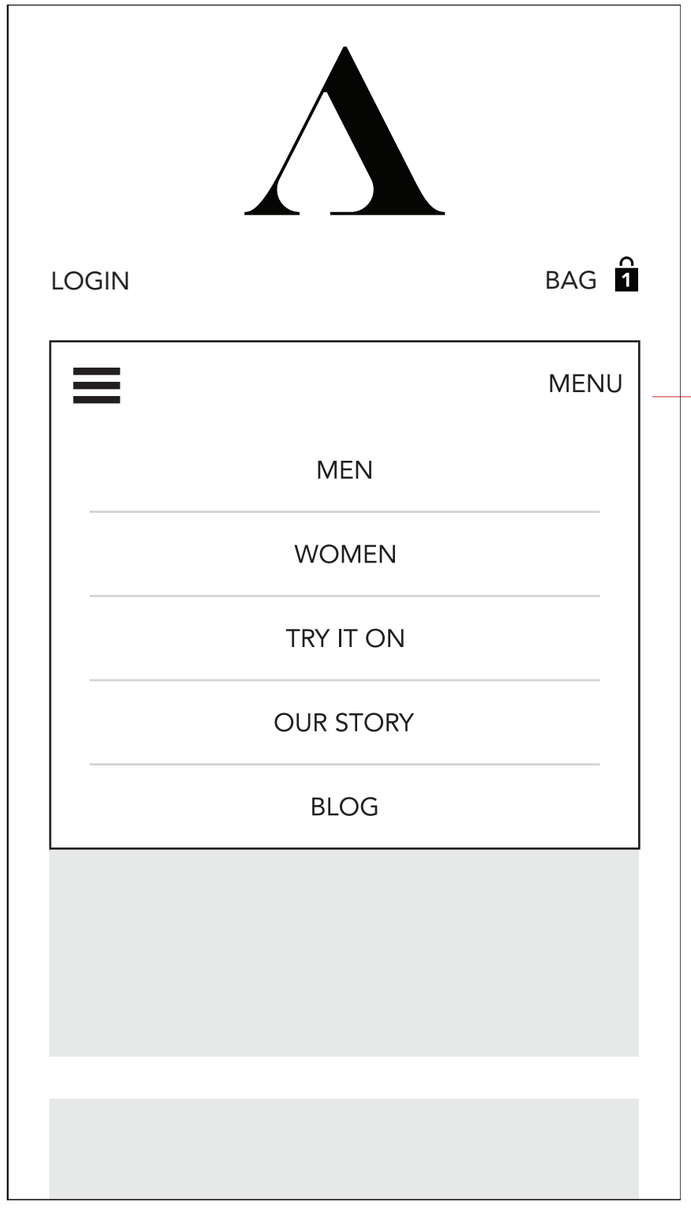
NOTES

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



NOTES

1. Alternative menu.



NOTES

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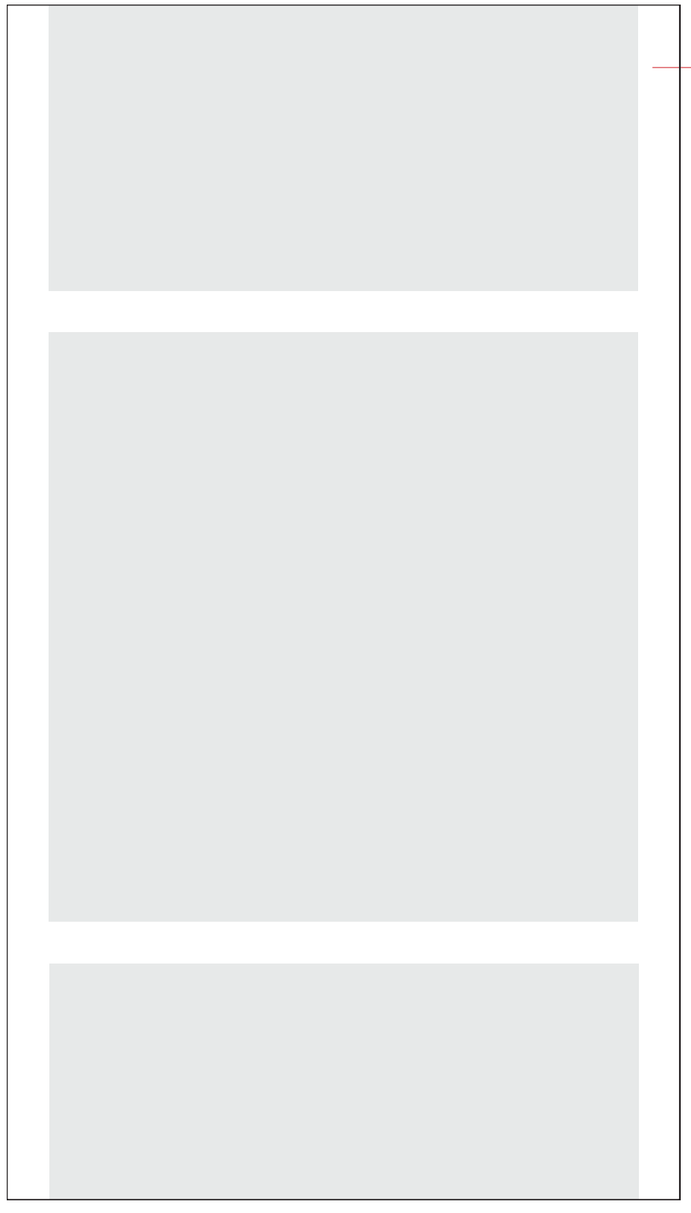
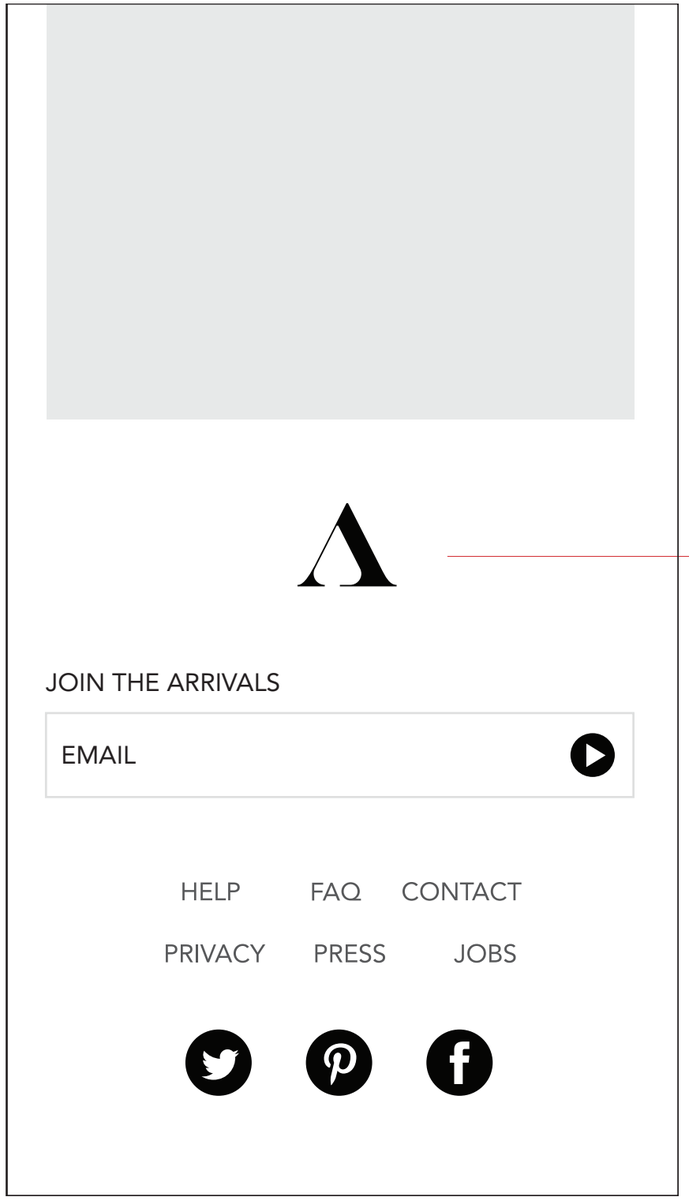


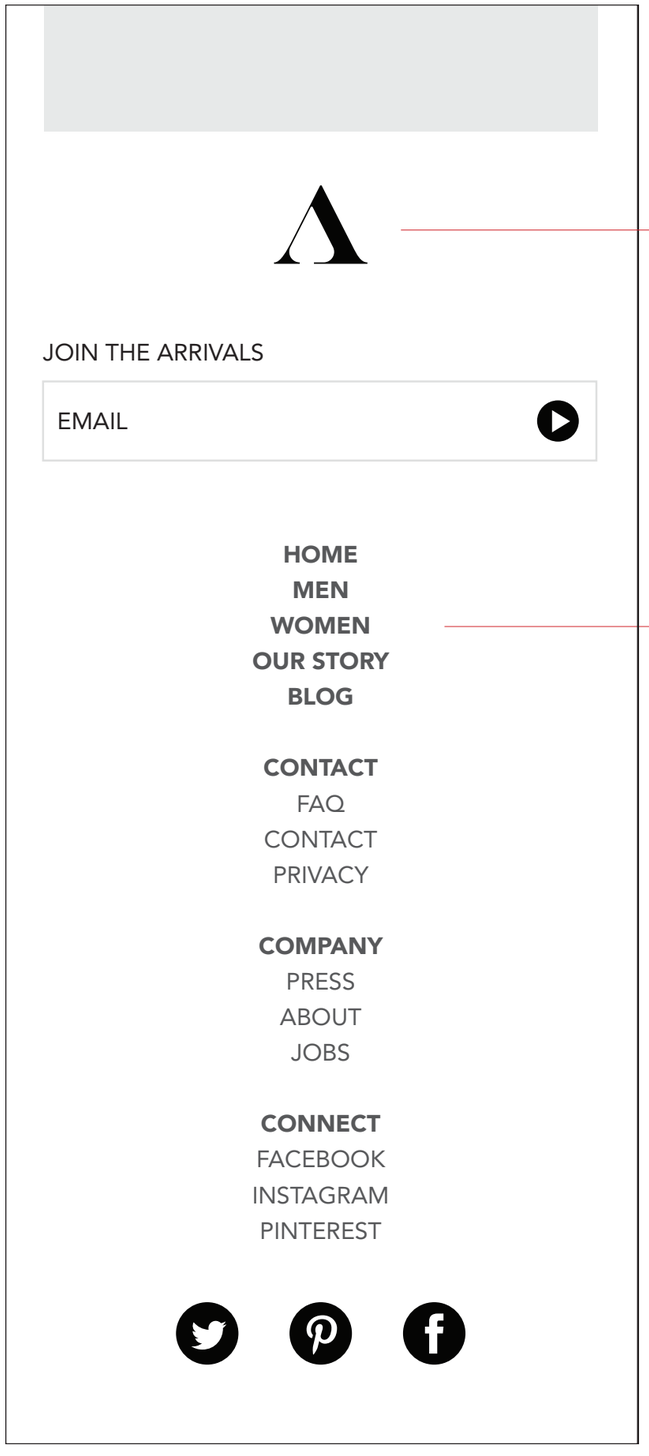
NOTES

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.



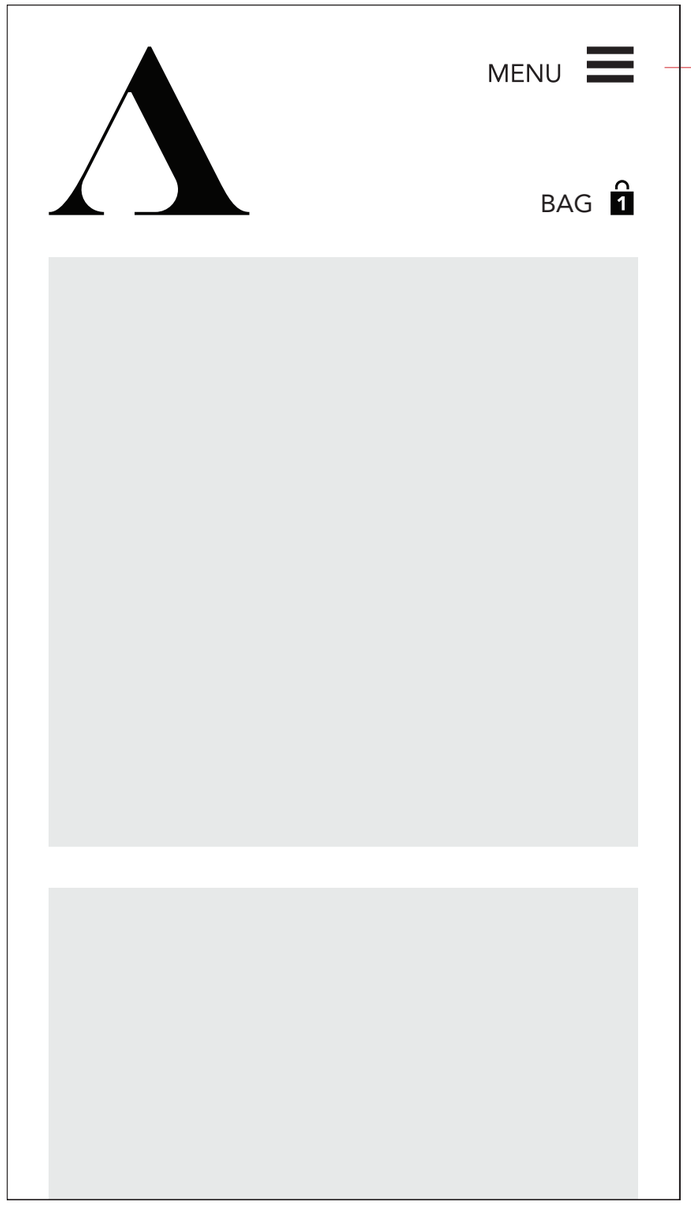
NOTES

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



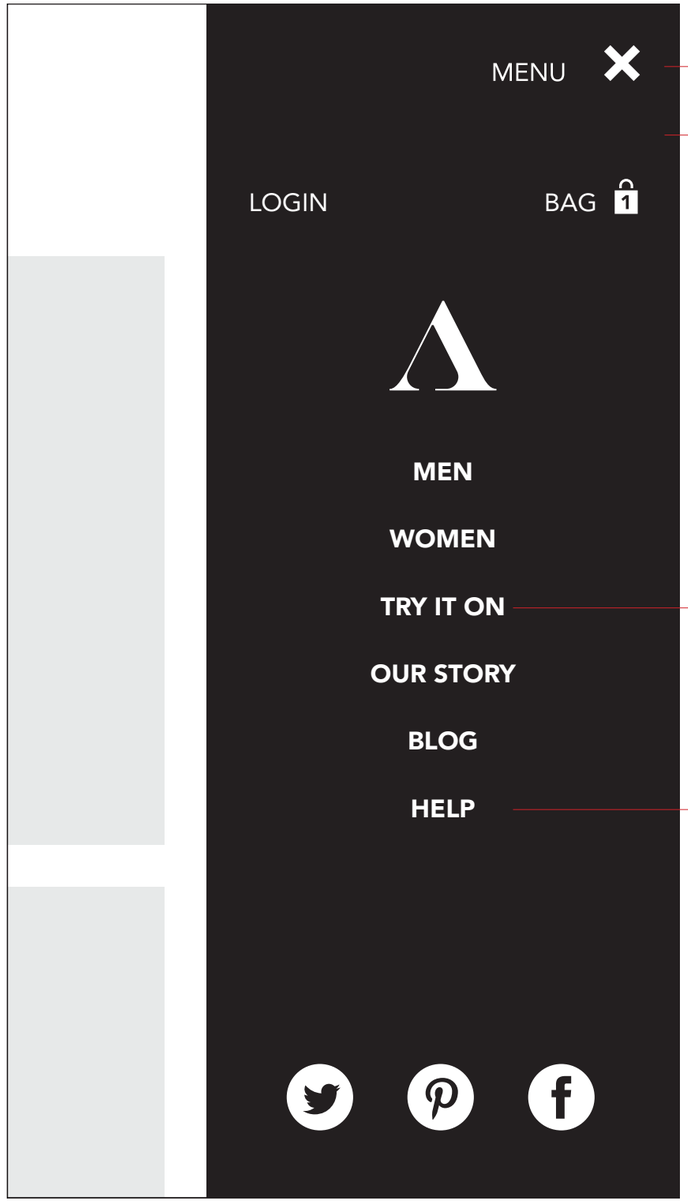
NOTES

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.



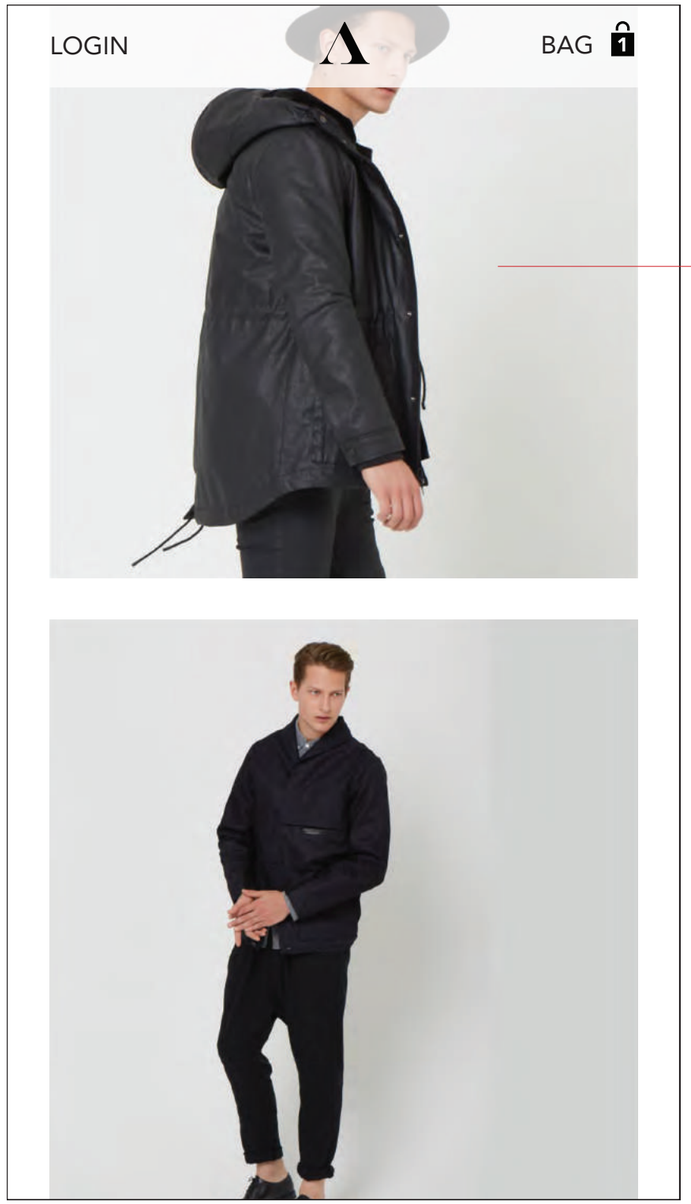
NOTES

1. Hit to slide out navigation.



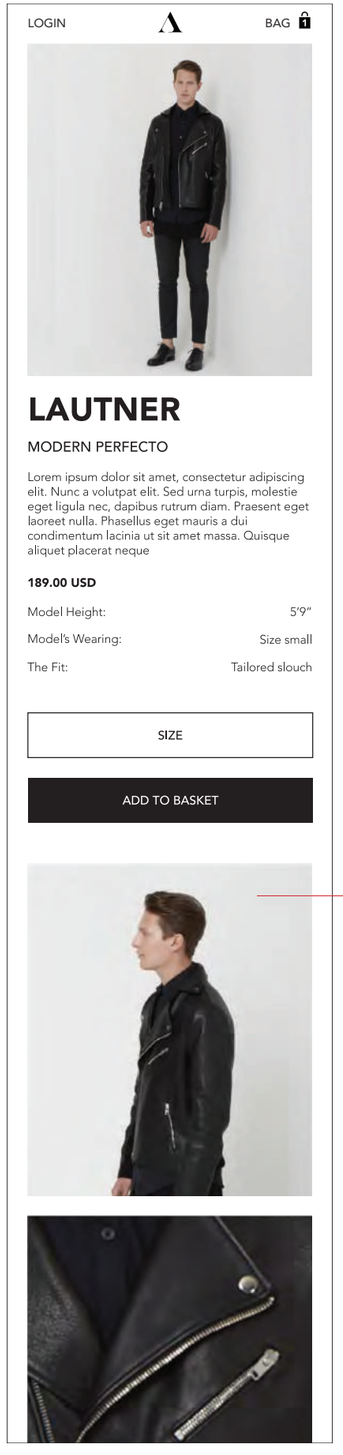
NOTES

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.



NOTES

1. Card layout for individual products.



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NOTES

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