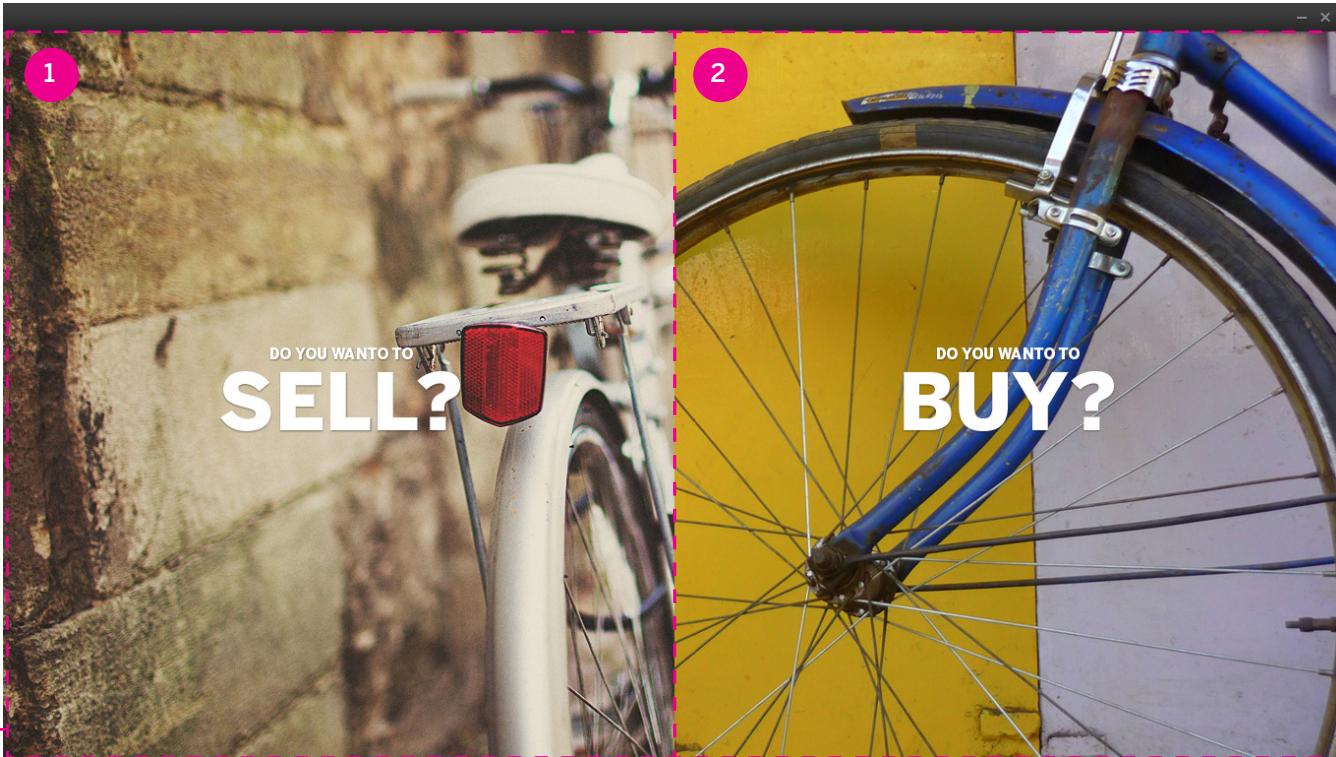


ENDLESS  MOBILE

1 - HOME (WXGA)

A



B



C



Only two options, SELL and BUY.

1 - Hit area SELL:

- On mouse-over [C]. The frame slides to the right and reveals a little bit more of the background image
- The call to action "Create your Ad" appears below the title
- The opposite title, in this case, "Do you want to BUY?" fades to 50%

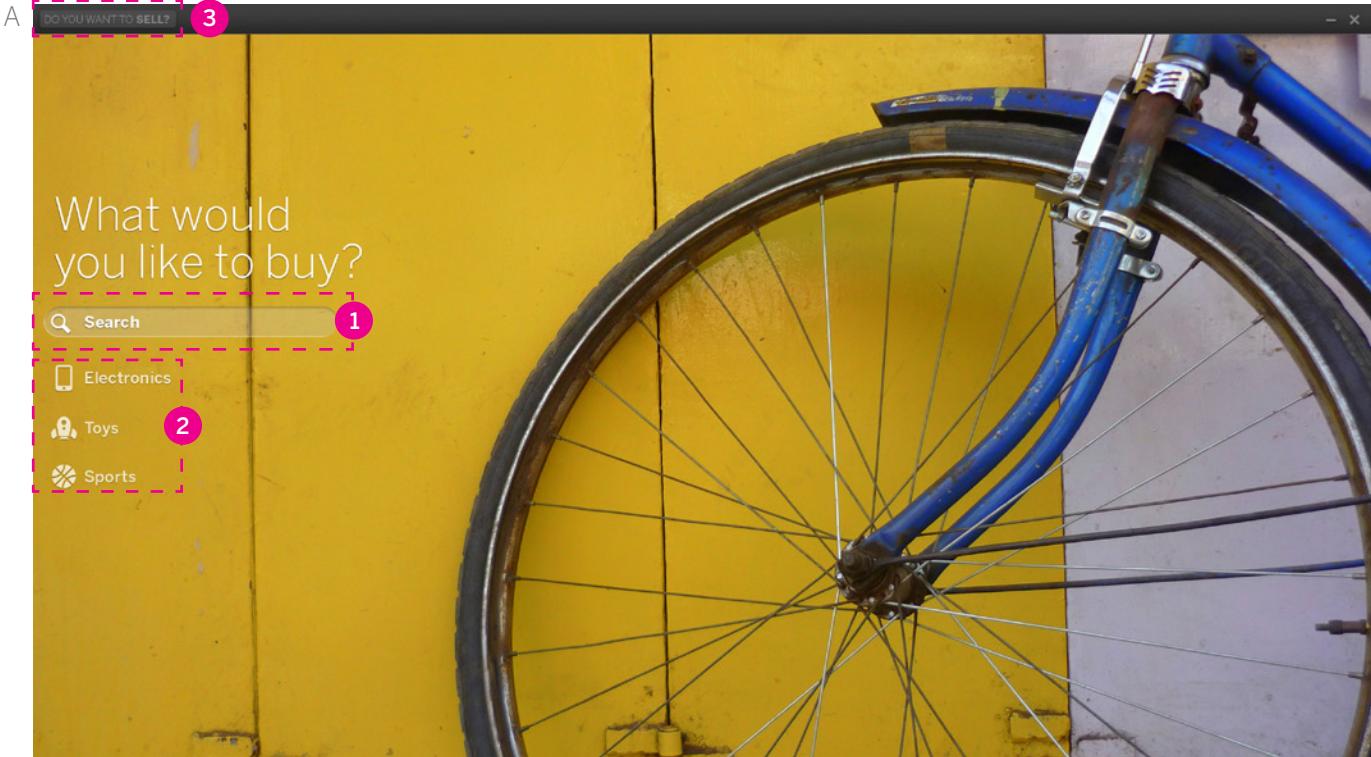
2 - Hit area BUY:

- On mouse-over [B]. The frame slides to the left and reveals a little bit more of the background image
- The call to action "Browse Offers" appears below the title
- The opposite title, in this case, "Do you want to SELL?" fades to 50%

Note

- If the cursor is not moving or at top bar [A]

2 - BUY, SEARCH



Home Page for BUY, The user can browse/filter the product by category or search using keywords.

1 - Search bar

- Search ads by keyword (title or description), or by seller.
- mouse-over [B]

2 - Category menu

- Filter / browse products by categories.
- mouse-over [C]

3 - "Do you want to SELL?" button

- On click: Sends the user to "5 Sell Login" (page 6)



3 - SEARCH RESULTS

A

DO YOU WANT TO SELL?

Bikes

Electronics

Toys

Sports

1

2

3

4

5

RS 250,00 Runner 10 - 20"

RS 550,00 Women's Biria Citibikes

RS 80,00 Mountain bike Gallo 21 gears

RS 525,00 Bianchi Volpe Road/Touring/Commuter Bicycle 55cm

RS 80,00 Mountain bike Gallo 21 gears

RS 550,00 Women's Biria Citibikes

RS 80,00 Mountain bike Gallo 21 gears

RS 550,00 Electrical folding bike

RS 550,00 Women's Biria Citibikes

RS 40,00 East High Bicycle

RS 550,00 Electrical folding bike

RS 150,00 Vintage Womens Hercules Made in England

RS 525,00 Bianchi Volpe Road/Touring/Commuter Bicycle 55cm

RS 80,00 Mountain bike Gallo 21 gears

RS 550,00 Electrical folding bike

RS 250,00 Runner 10 - 20"

RS 150,00 Vintage Womens Hercules Made in England

RS 550,00 Women's Biria Citibikes

RS 550,00 Electrical folding bike

Results Displayed on a responsive grid view. The ads cells adapts to the screen width, and add a new column when possible.

1 - Search bar

- Indicates the result expression or the default “Search”

2 - Category menu

- User can filter by category
- Mouse-over [D]

3 - “Do you want to SELL?” button

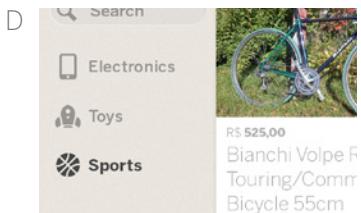
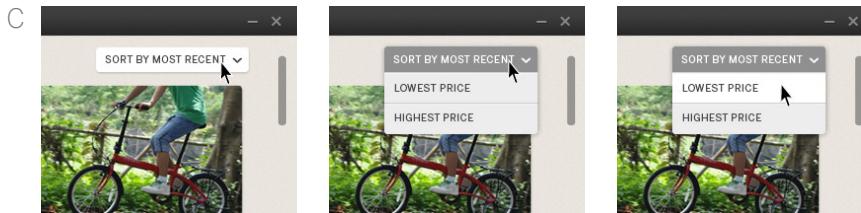
- Mouse-over [B]
- On click: Sends the user to “5 Sell Login” (page 6)

4 - Sort list drop-down

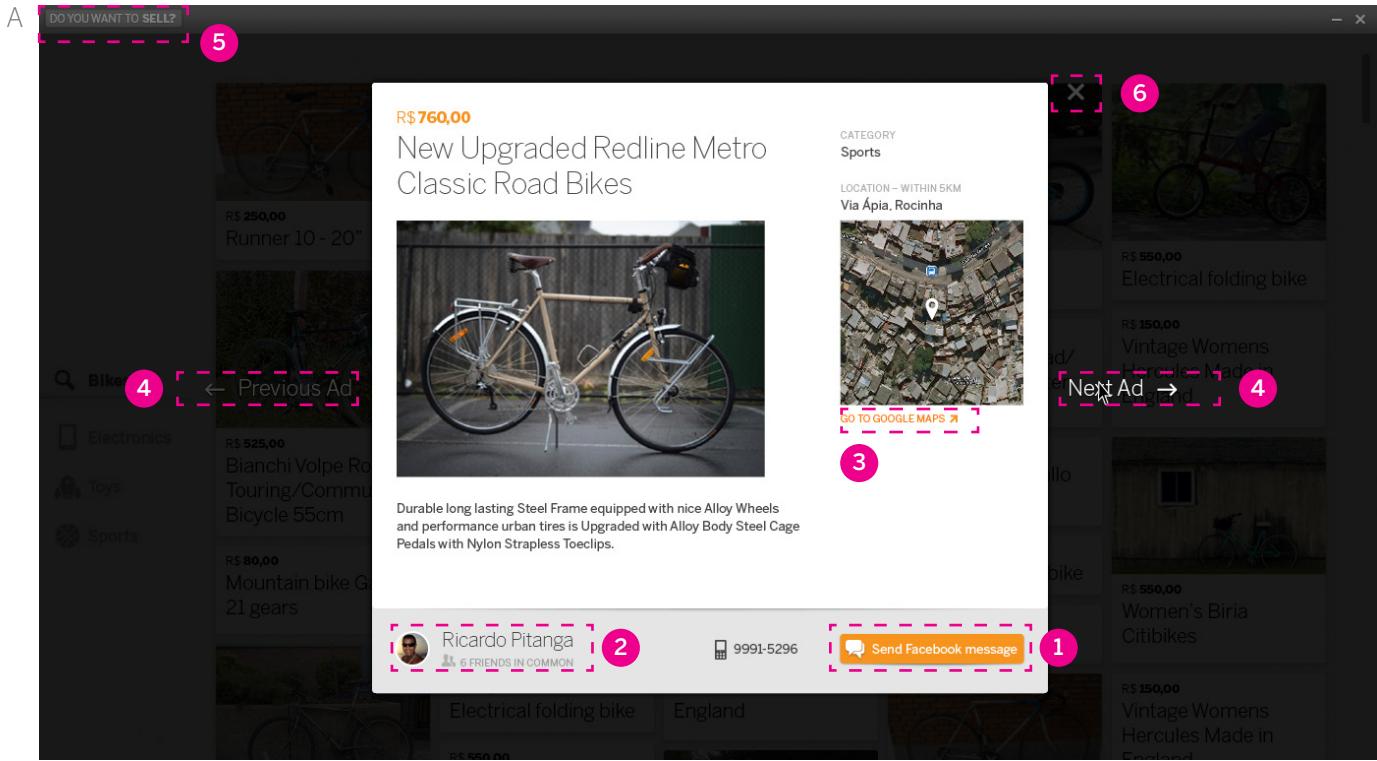
- Mouse-over, mouse-down [C]

5 - Ad preview on mouse-over

- The box white background becomes orange
- The text becomes white
- Reference for the shadow of the box:
- `-webkit-box-shadow: rgba(0,0,0,0.1) 0px 2px 5px;`
- `moz-border-radius: 3px;`



4 - AD PAGE



The selected ad shows as a lightbox. The user can contact the seller or navigate between other ads.

1 - "Send Facebook Message" button

- On click: Opens Facebook message page on browser
- On mouse-over [B]

2 - Hit area - Facebook Profile and mutual friends

- On click: Opens seller's profile on Facebook

3 - "Go to Google Maps" button

- Mouse-over [C]
- On click: Google Maps opens on the browser with the location of the Ad

4 - Hit area - Navigation between Ads

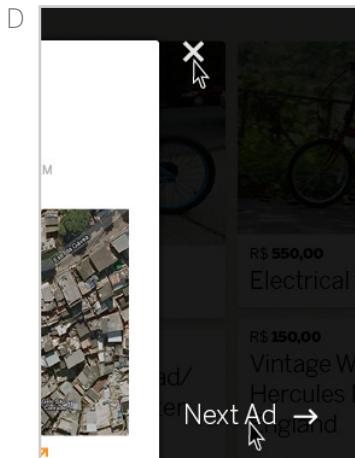
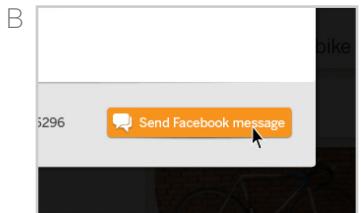
- mouse-over [D]

5 - "Do you want to SELL?" button

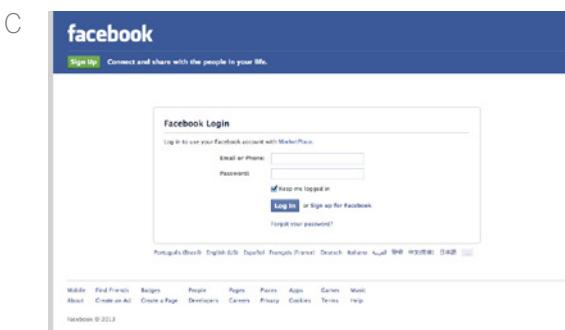
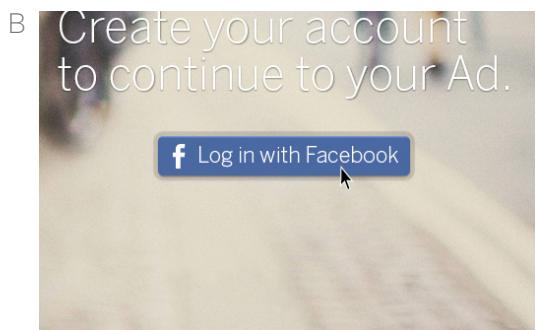
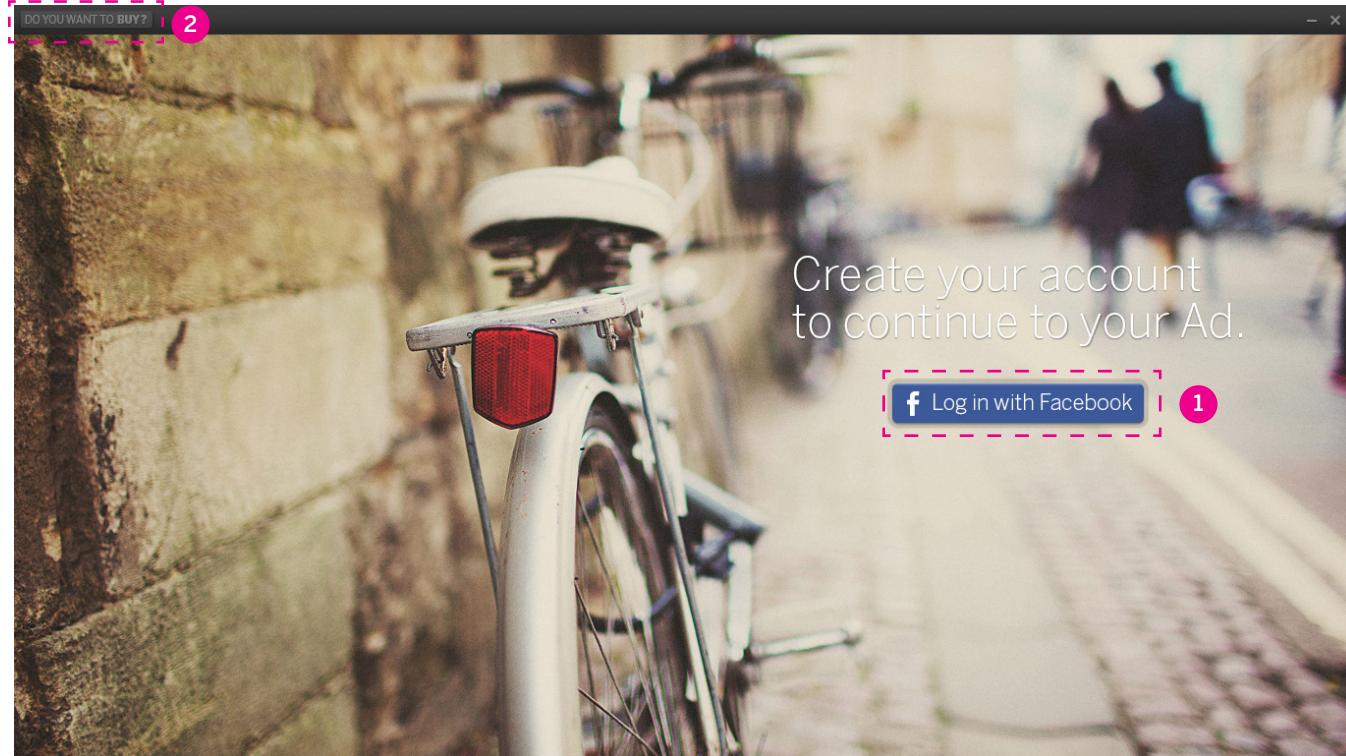
- On click: Sends the user to "5 Sell Login" (page 6)

6 - Close Ad button

- Same behavior for click on the dark background.
- mouse-over [D]



5 - SELL LOGIN



Home Page for SELL, The user must login to Facebook in order to announce his product or service.

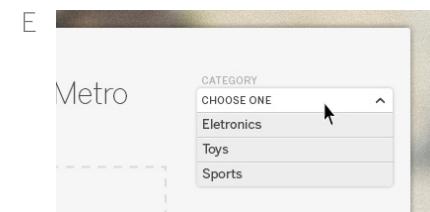
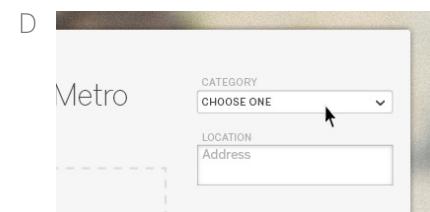
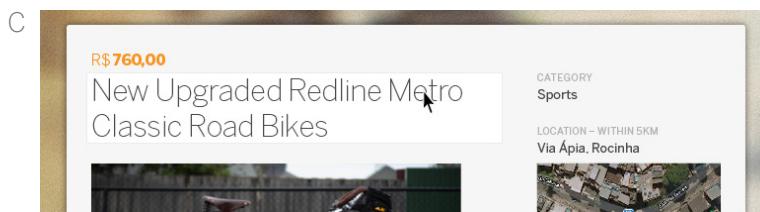
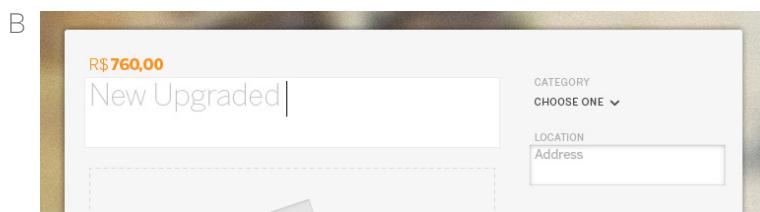
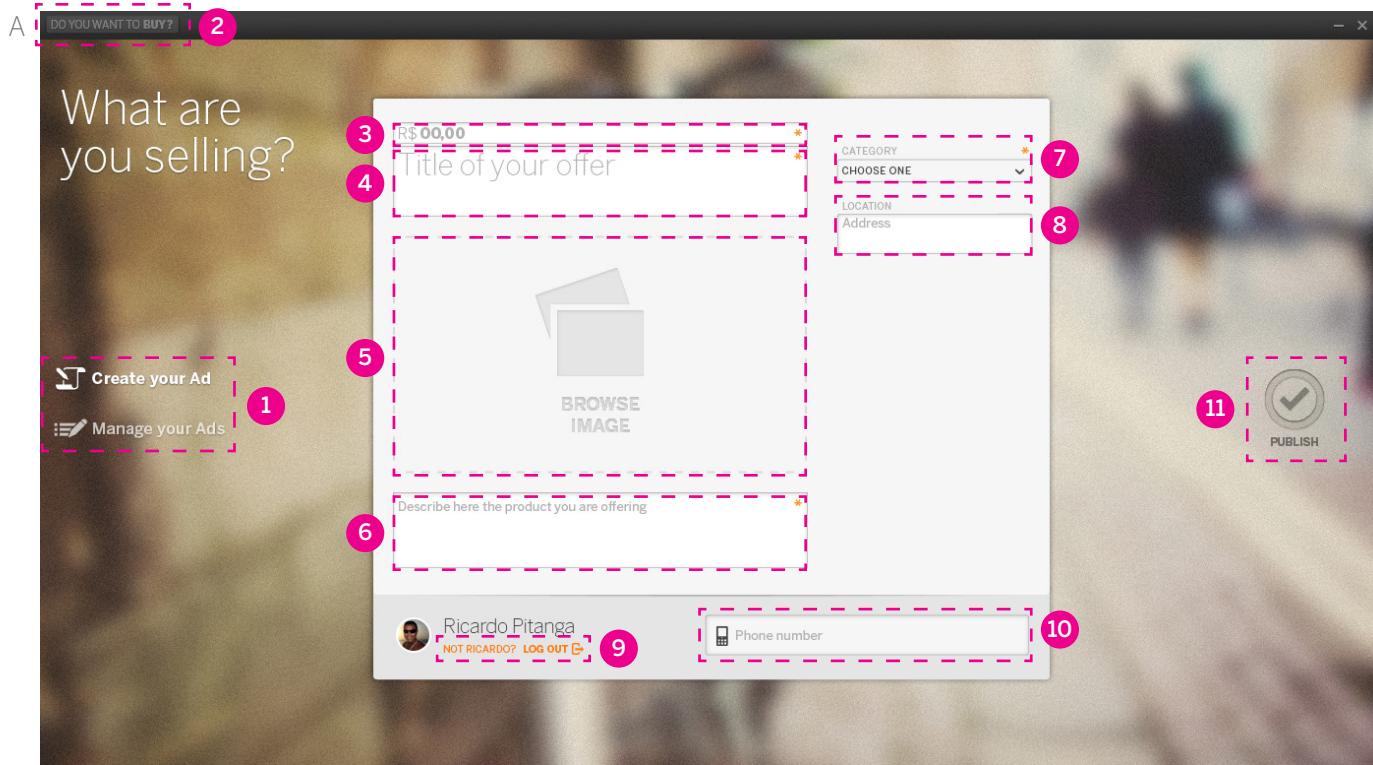
1 - "Login with Facebook" button

- On mouse-over [B]
- On click: Opens Facebook login page [C]

2 - "Do you want to BUY?" button

- Sends the user to the page "2 Buy, Search"

6 - CREATE AD



1 - Navigation

- Create your Ad
- Manage your Ads: Goes to page "Manage your Ads" (page 10)

2 - "Do you want to BUY?" button

3 - Input field - Price

- "R\$ 00,00" Default text. Once the user clicks on the field, the 00,00 is replaced by the amount [B]

4 - Input field - Title

- "Title of your offer" Default text. Once the user clicks on the field, this text is replaced by the custom title [B, C]

5 - Hit Area - Browse Image

- On click: Opens system window to select one image only.
- Only one image per Ad for now. Multiple images available on future versions.

6 - Input field - Product description

- "Describe here the product you are offering" Default text. Once the user clicks on the field it disappears

7 - Category field: The user needs to select one of the three categories available.

- mouse-over [D], mouse-down [E]

8 - Input field - Location

- "Address" Default text. Once the user clicks on the field it disappears
- A small frame with a map should appear below the location [F]

9 - Hit Area - Log out

- On click: Sign out from Facebook and goes to "Sell Login" (page 6)

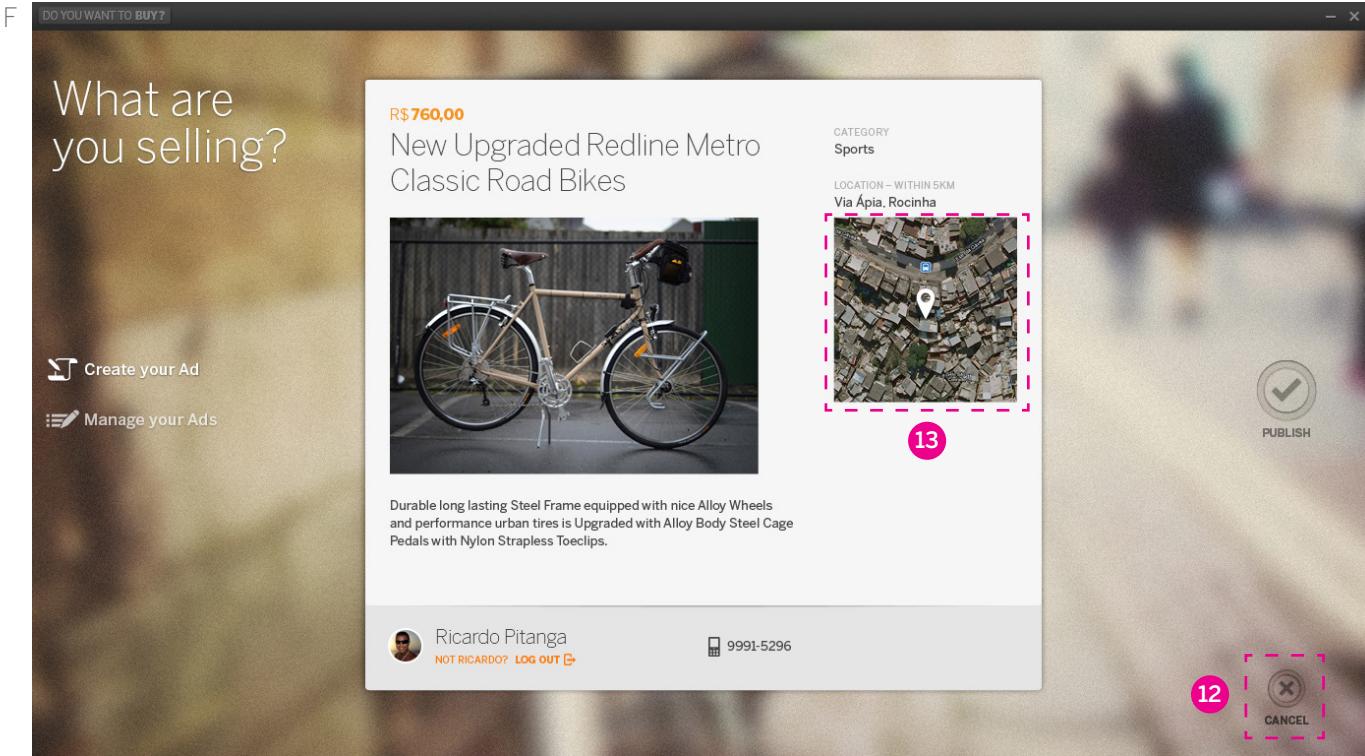
10 - Input field - Phone number

- "Phone number" Default text. Once the user clicks on the field it disappears

11 - "Publish" button

- Only goes active when the user fills in the required fields tagged

6 - CREATE AD



12 - "Cancel" button

- Only appears after the user fills in one form field
- On click: Clears the Ad information

13 - Hit Area - Adjust Map Position

- On mouse-over [H]
- The user is able to adjust the map position in case the address doesn't match the real location. Only the map is draggable [H, I]. The user must set the location no the center, right below the point of the white arrow (e.g.: taxi beat iOS app).

14 - "Cancel" button

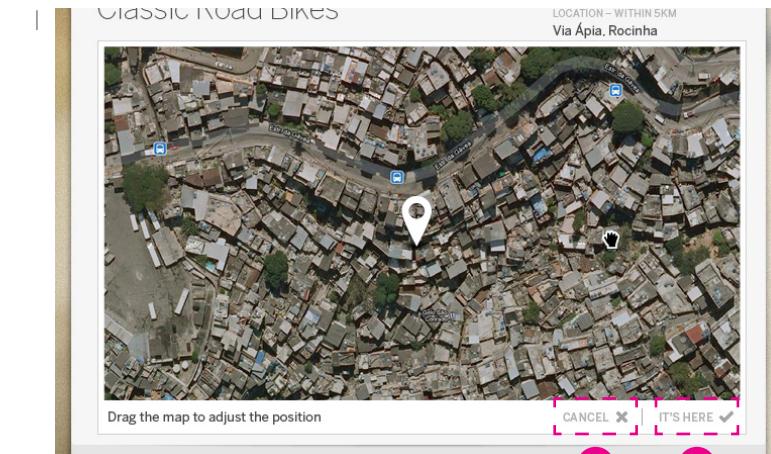
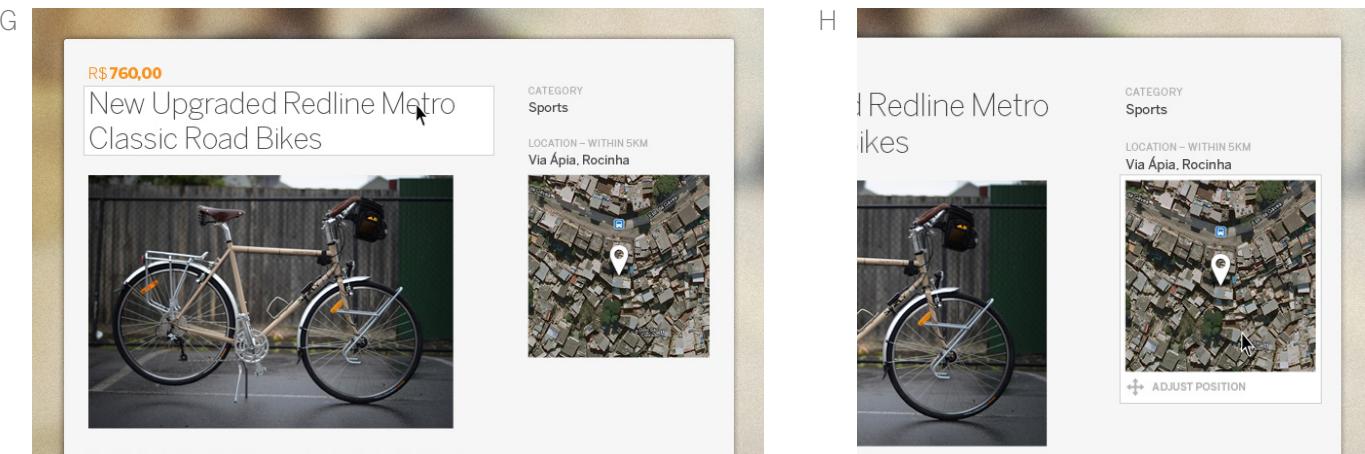
- Close map panel and discard any change on the map position

15 - "It's Here" button

- Close map panel and keep new map position

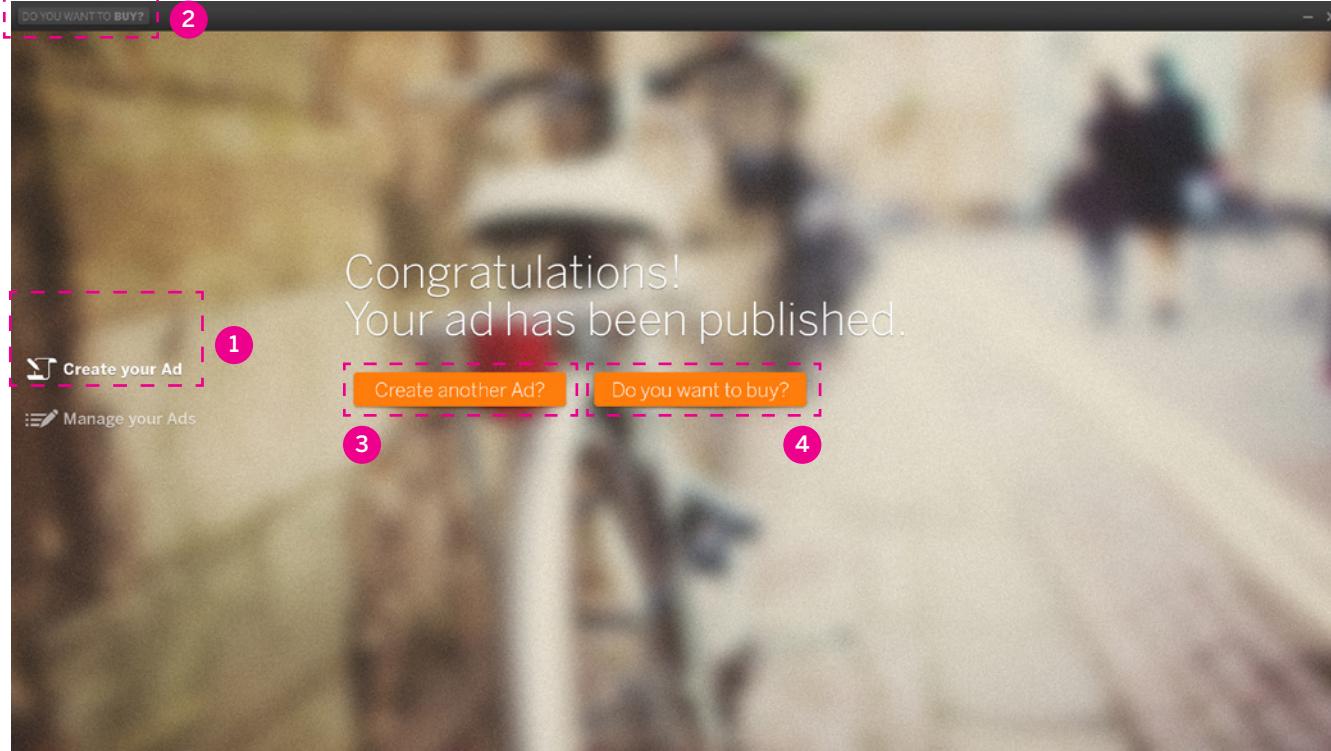
Note

- The user is able to edit the information. Hovering any information will reveal the field behind it [G].
- On click: Only the field selected goes to Edit mode.



7 - PUBLISHED AD CONFIRMATION

A [2



1 - Navigation

- Create your Ad
- Manage your Ads: On click goes to page "8 Manage your Ads"

2 - "Do you want to BUY?" button

- On click: Goes to page "Buy, Search"

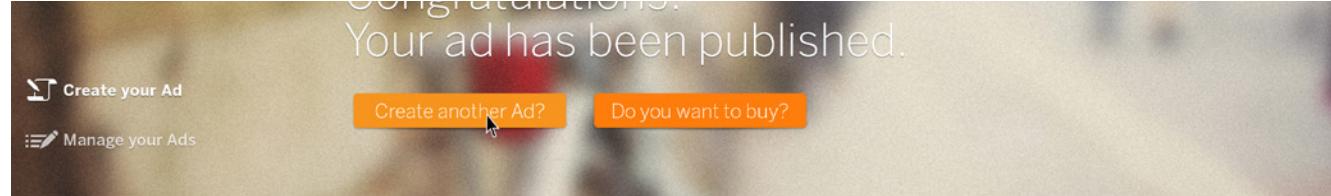
3 - "Create another Ad?"

- On click: Goes to page "Create Ad" (page 7)
- mouse-over [B]

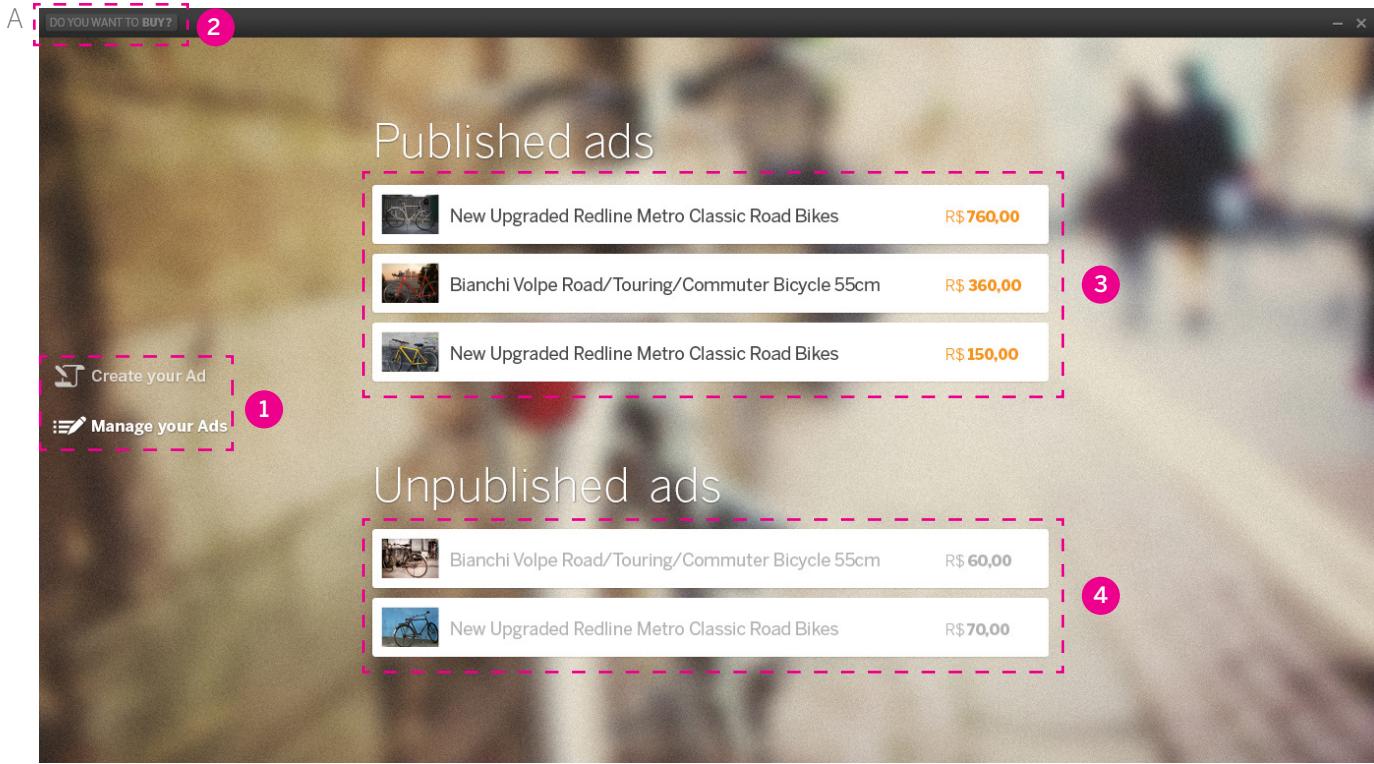
4 - "Do you want to buy?"

- On click: Goes to page "Buy, Search"
- mouse-over [B]

B



8 - MANAGE YOUR ADS



1 - Navigation

- Create your Ad
- Manage your Ads: On click goes to page “8 Manage your Ads”

2 - “Do you want to BUY?” button

- On click: Goes to page “2 Buy, Search”

3 - “Published ads” list

- On mouse-over: white background #f7941d and type turns to white.
- On mouse-down: turns to #ff7d0d [B]

4 - “Unpublished Ads” list

- A list of all Ads that are no longer active.

5 - “Edit” button

- Goes to edit page “8 Manage your Ads - Edit”

6 - “Unpublish” button

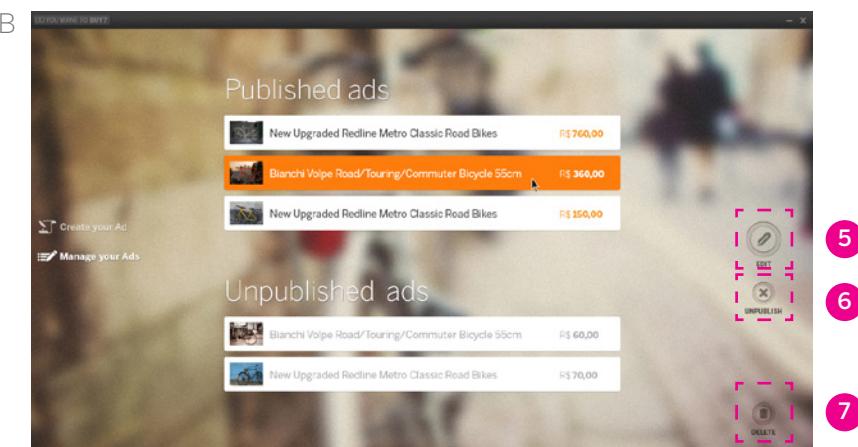
- Moves the selected Ad to the “Unpublished ads” list

7 - “Delete” button

- Goes to confirmation page “8 Manage your Ads - Delete Ad”

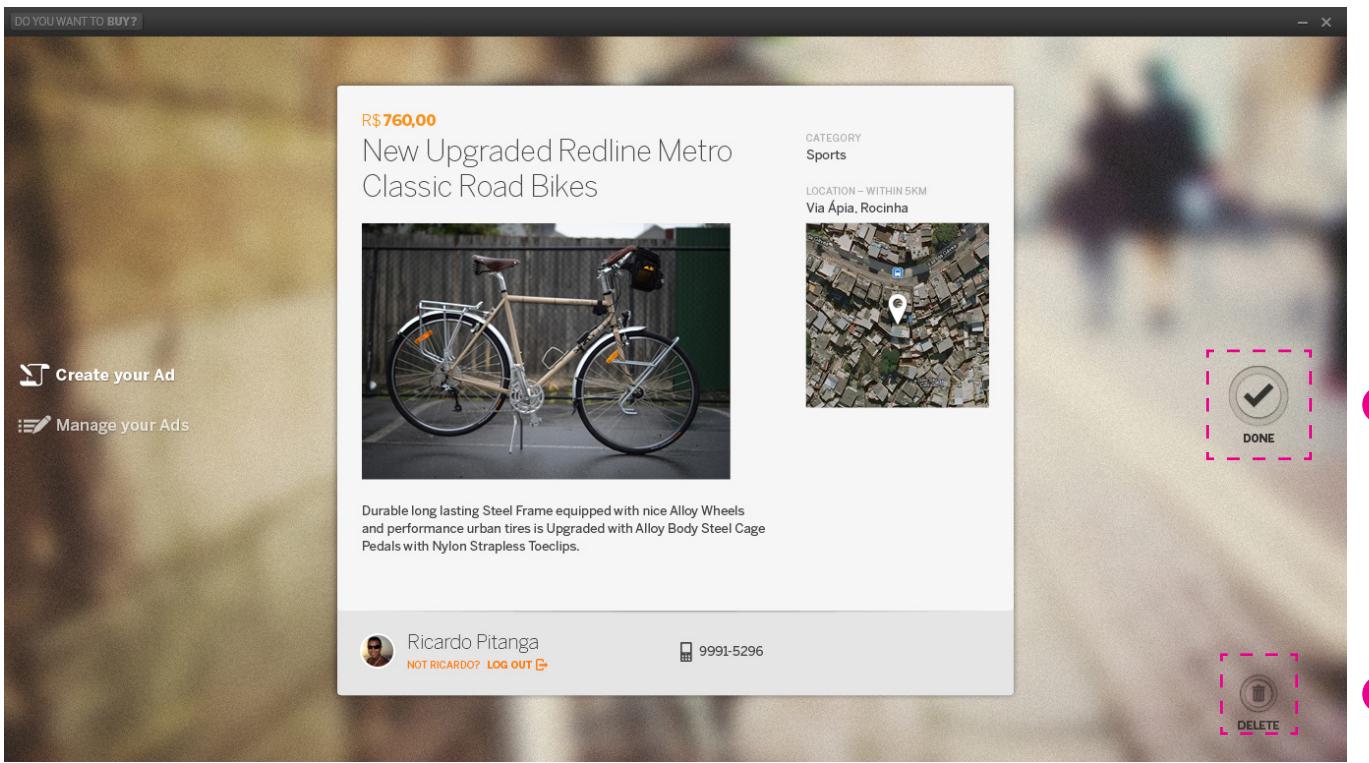
Note

- The Edit, Unpublish and Delete buttons only appears after selecting (by clicking on) one Ad.



8 - MANAGE YOUR ADS - EDIT

A



1 - "Done" button

- On mouse-over [C]

2 - "Delete" button

- On click: Goes to "8 Manage your Ads - Delete"
-

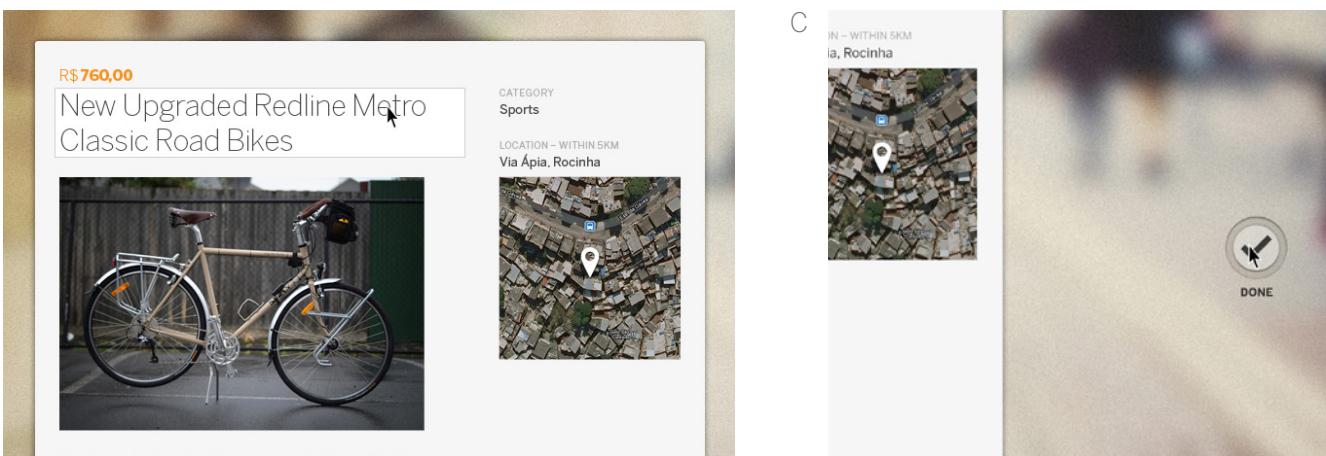
3 - "Cancel" button

- On click: Goes to "8 Manage your Ads" and discard any changes

Note

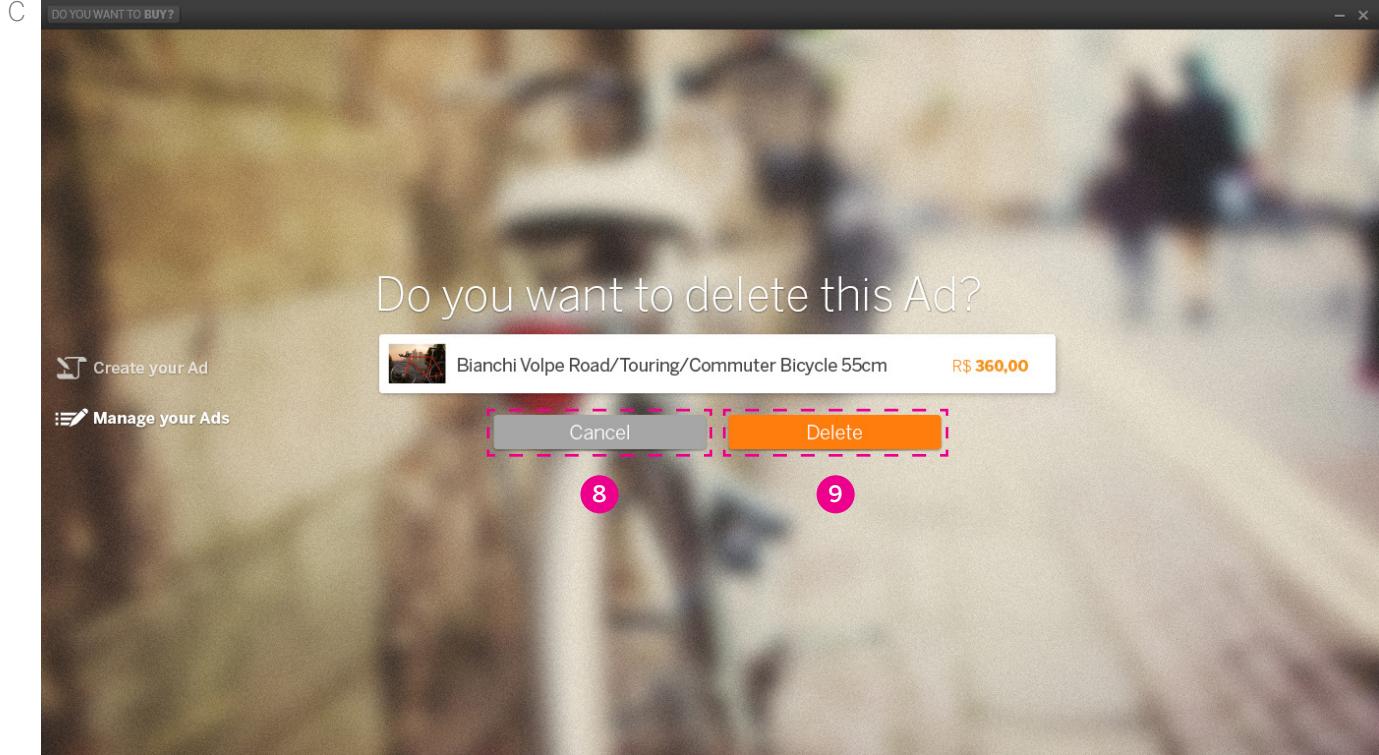
- The user is able to edit the information. Hovering any information will reveal the field behind it [B].
- On click: Only the field selected goes to Edit mode.

B



DONE

8 - MANAGE YOUR ADS - DELETE



8 - Cancel button

- Goes back to “8 Manage your Ads”
- mouse-over [D]

9 - Delete

- Delete Ad and goes back to “8 Manage your Ads”
- mouse-over [E]

