

FLEX UI DESIGN

First Pass and Brainstorming

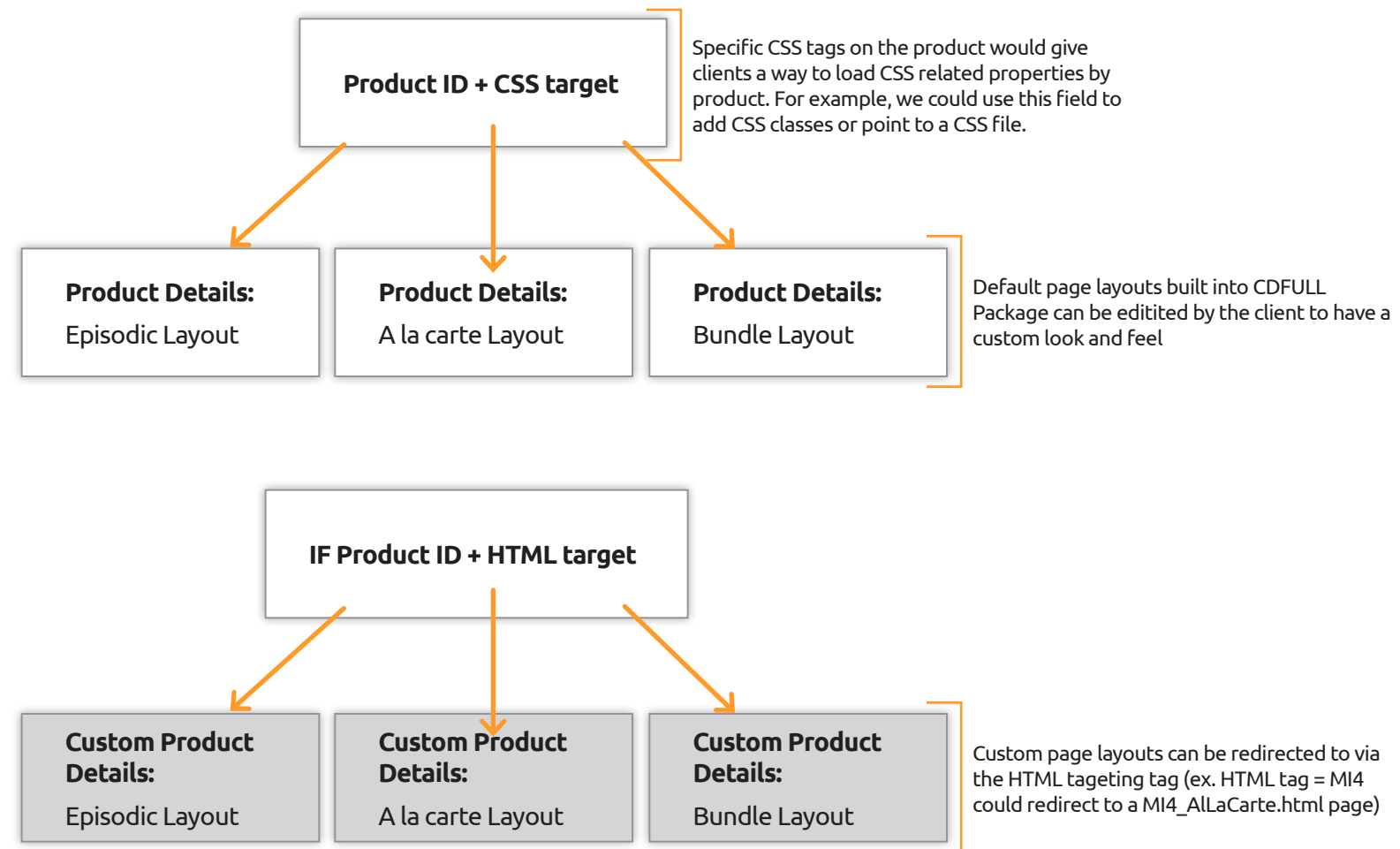
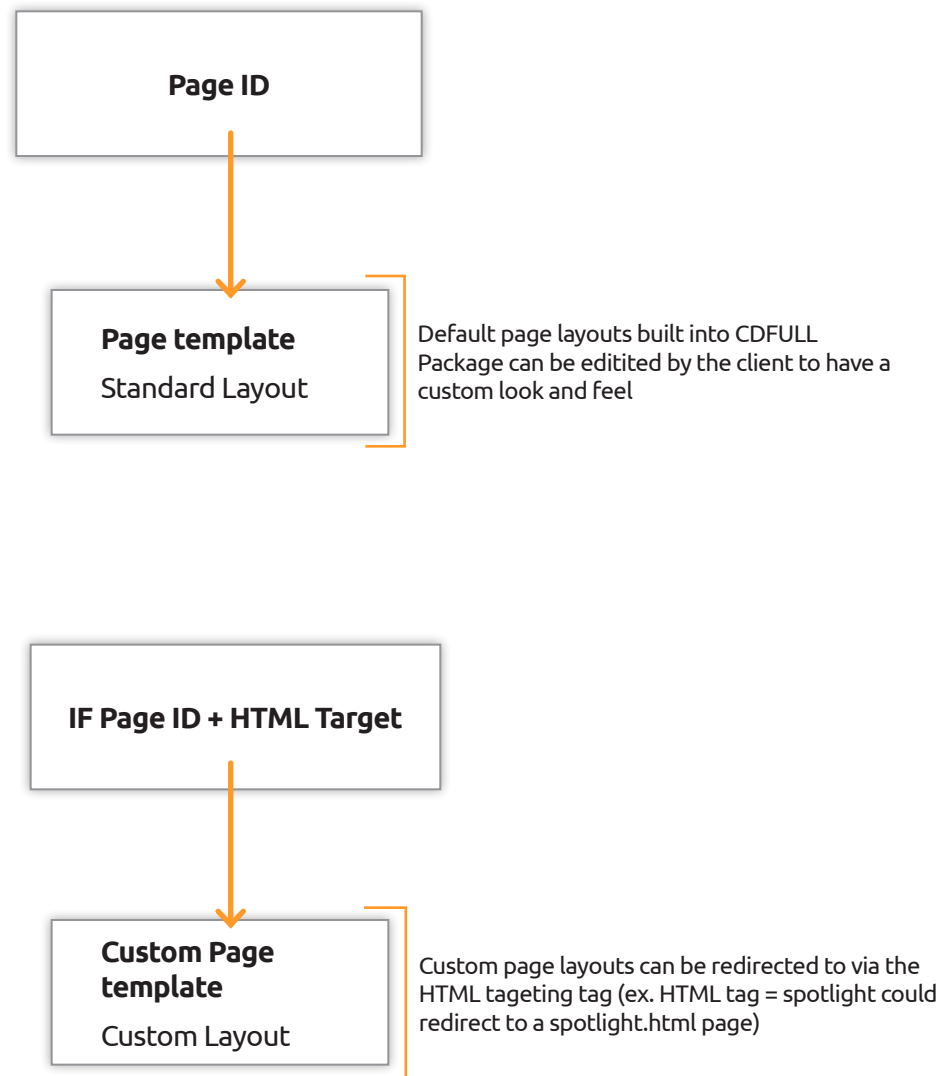
TABLE OF CONTENTS

DESIGN OBJECTIVES

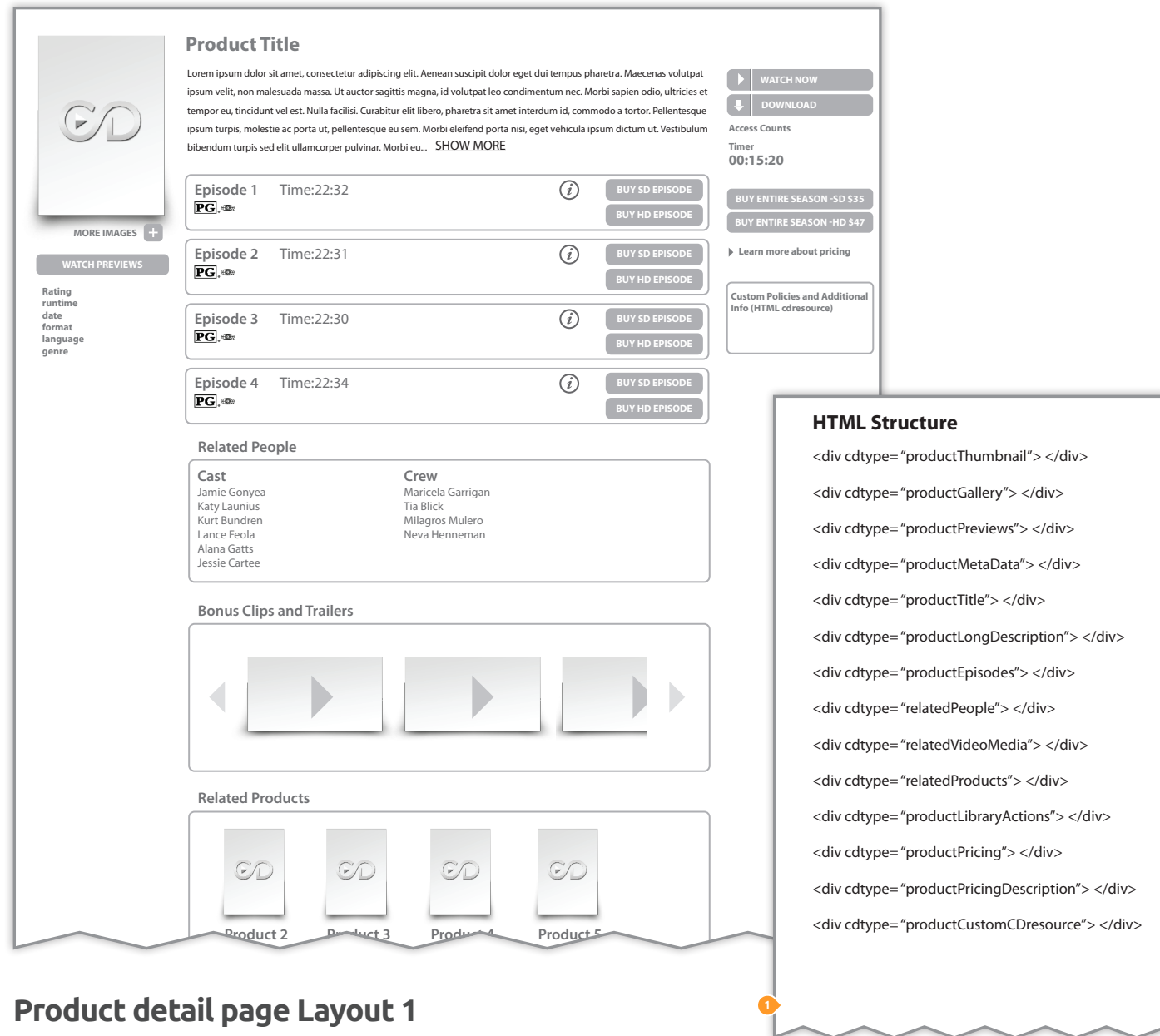
The design objective is to provide the client with more layout flexibility for feature pages and product details pages.

- 1 Currently, the client is locked into a fixed layout and has no flexibility in how their site looks. A widgetized framework will help to give them many more possibilities.
- 2 Give the client the ability to add custom widgets like a twitter feed inside the HTML storefront structure.

TARGETING A SPECIFIC LAYOUT



PRODUCT DETAIL VIEW WITH WIDGET COMPONENTS VERSION 1

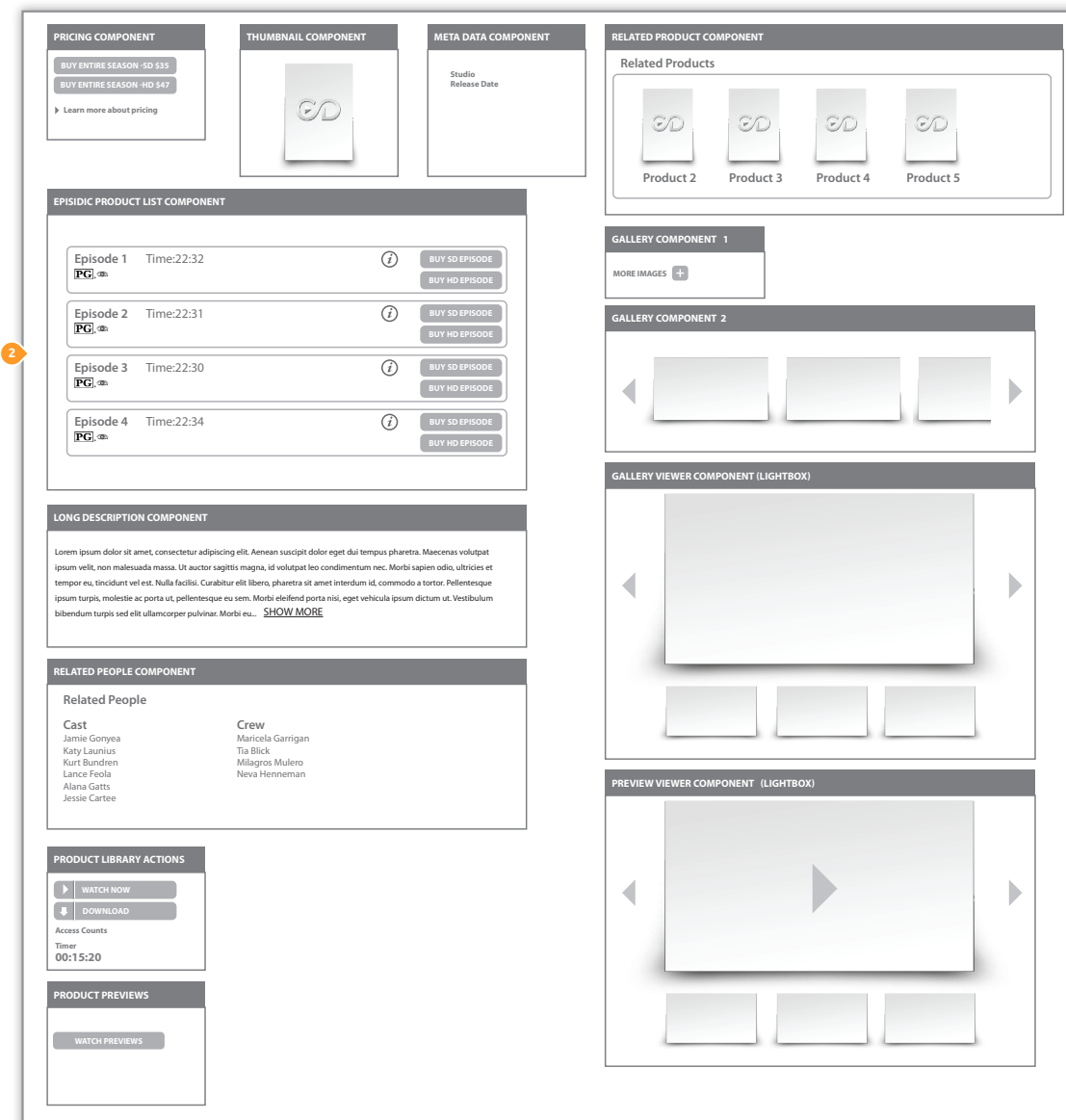


Product detail page Layout 1

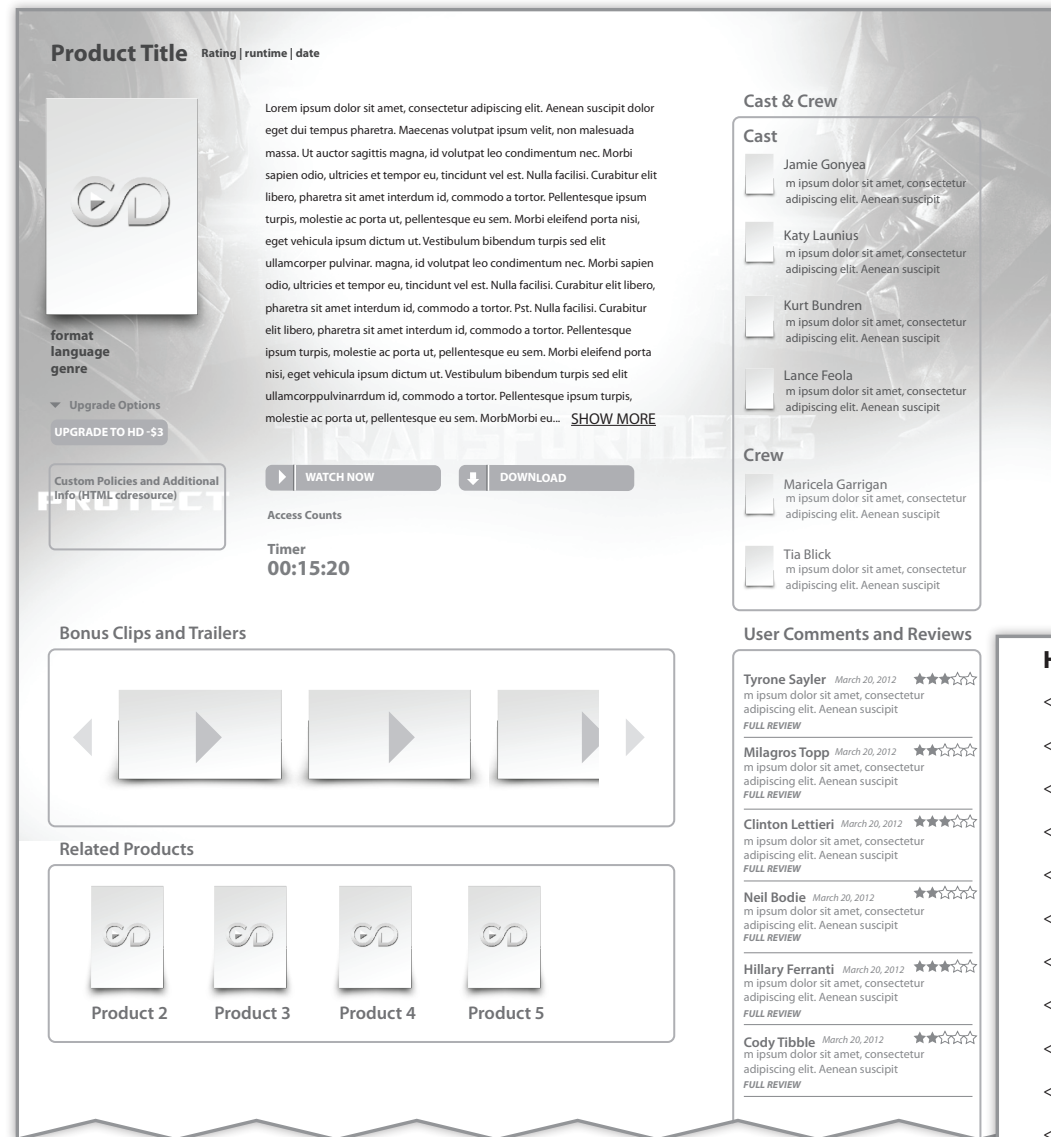
All widgets should listen to information from the context of the storefront. They should listen to authentication, purchased pricing plans, orientation of browser, device type, etc. Specifically, widgets should be able to show or hide themselves based on a purchase, or authentication.

Product Details Page

1. Example markup to produce this page.
2. Individual components making up the page layout



PRODUCT DETAIL VIEW WITH WIDGET COMPONENTS VERSION 2



Product detail page Layout 2

HTML Structure

```
<div "wrapper" (insert detail image from js) </div>

<div cdtype="productTitle"> </div>

<div cdtype="productMetaData"> </div>

<div cdtype="productThumbnail"> </div>

<div cdtype="productMetaData"> </div>

<div cdtype="productPricing"> </div>

<div cdtype="productCustomCDresource"> </div>

<div cdtype="productLongDescription"> </div>

<div cdtype="productLibraryActions"> </div>

<div cdtype="productPreviews"> </div>

<div cdtype="relatedProducts"> </div>

<div cdtype="relatedPeople"> </div>

<div cdtype="community"> </div>
```

Product Details Page

- Example markup to produce this page.
- Individual components making up the page layout



PRODUCT DETAILS INTERACTIONS



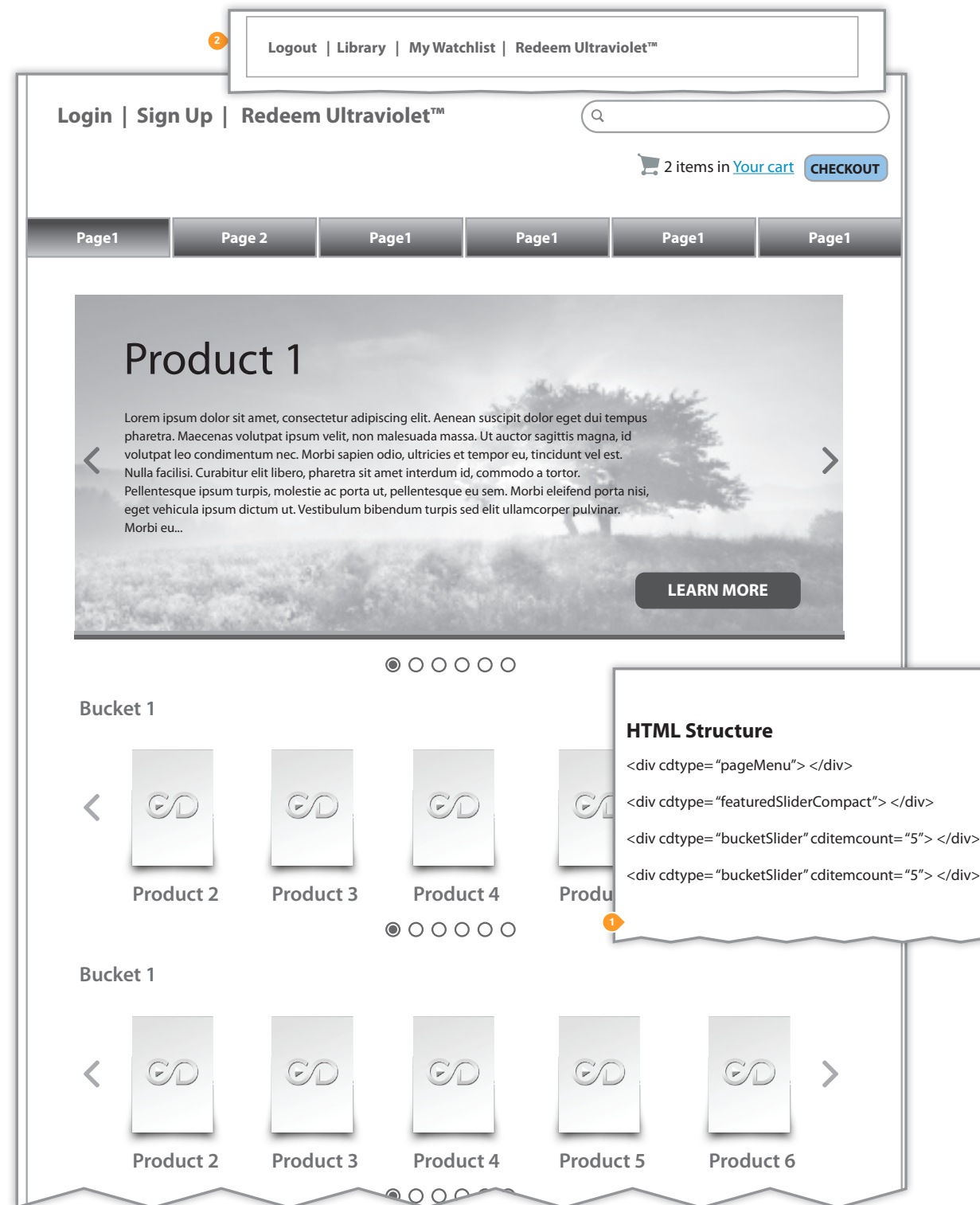
Some widgets will need to call other widgets into action. The example to the left shows what happens when the user clicks the gallery widget and launches the large photo viewer.

Product Details Page Interactions

1. Playing video from the content action button or the preview buttons
2. Download button invoking the download manager
3. Pricing plan buttons adding items to the cart
4. Product thumbnails taking the user to the product details page for that product ID

Product detail page Gallery images interaction

FEATURED PAGE VIEW WITH WIDGET COMPONENTS VERSION 1



The bucket contents would still come from invision and would appear in the order they are configured. For example, the featured item list shown here would have the contents of the first configured bucket and so-on down the page.

Page Layout

1. Example markup to produce this page.
2. Menu bar in an authenticated state

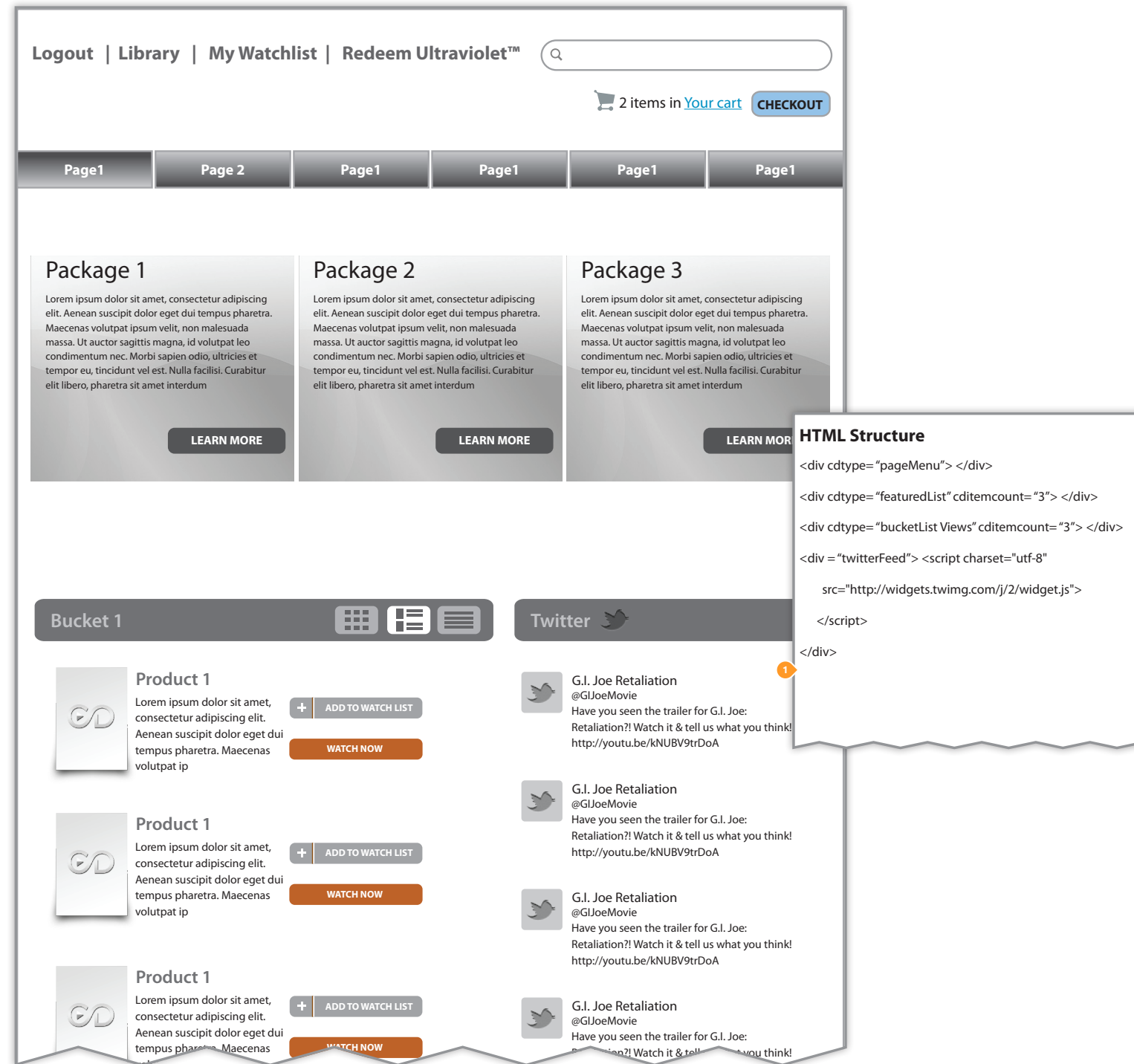
Product detail page Layout 2

The bucket contents would still come from Invision and would appear in the order they are configured. For example, the featured item list shown here would have the contents of the first configured bucket and so-on down the page.

1. Example markup to produce this page.



FEATURED PAGE VIEW WITH WIDGET COMPONENTS VERSION 3



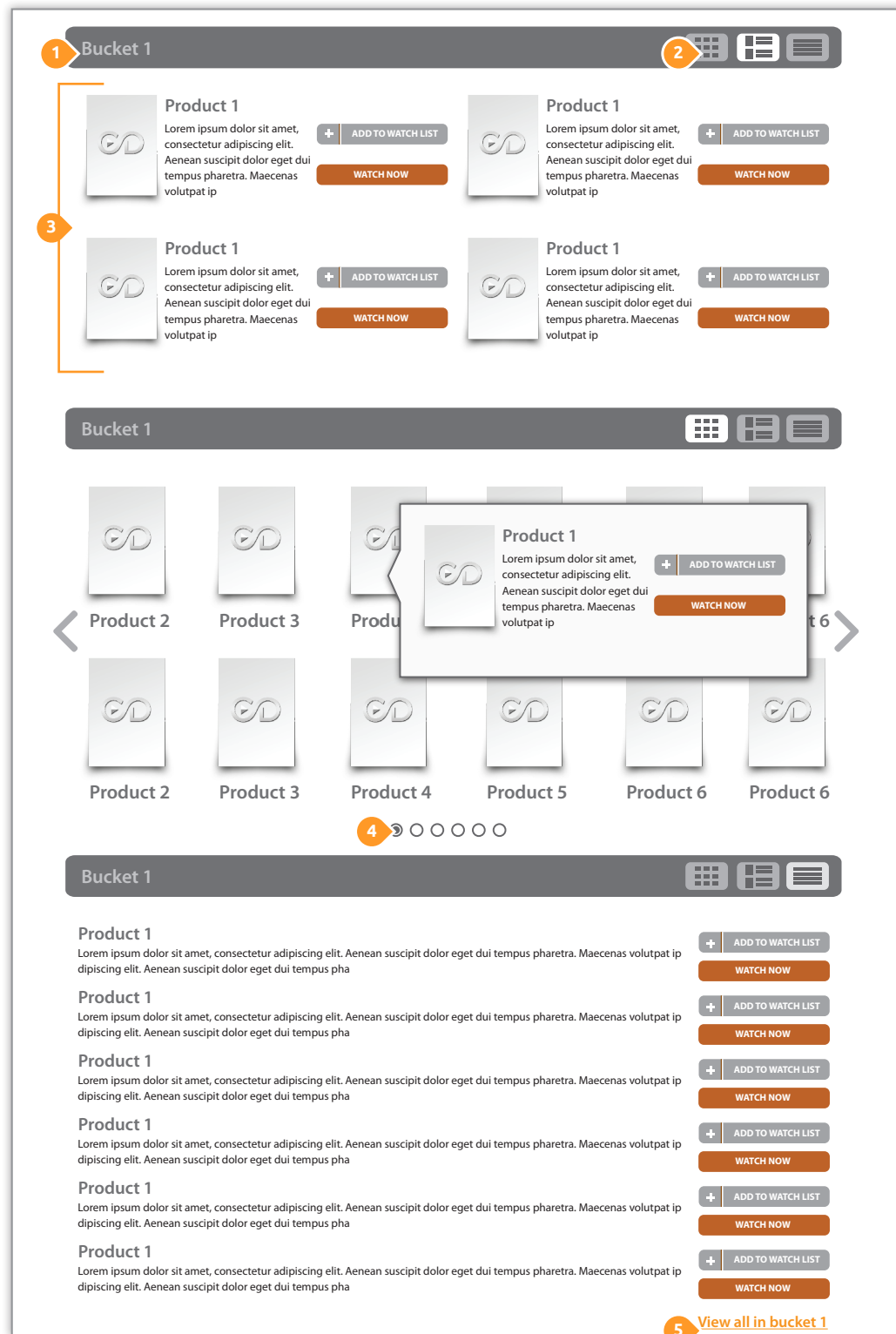
Product detail page Layout 2

The bucket contents would still come from invision and would appear in the order they are configured. For example, the featured item list shown here would have the contents of the first configured bucket and so-on down the page.

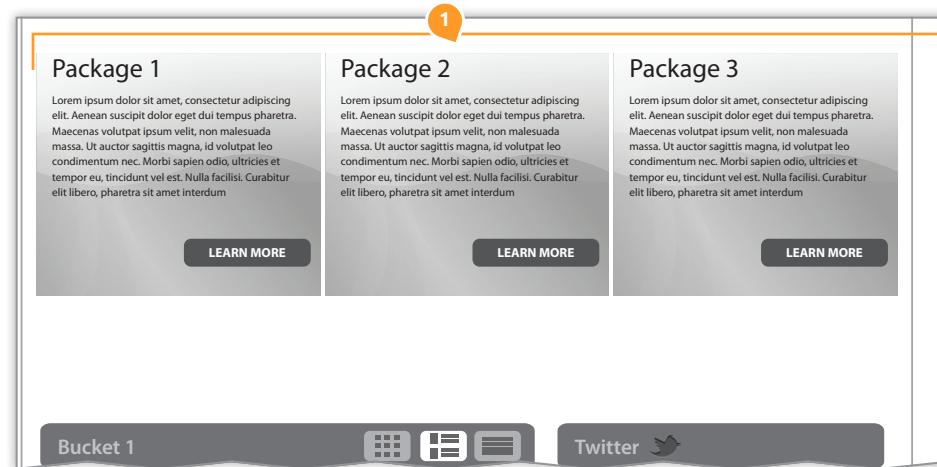
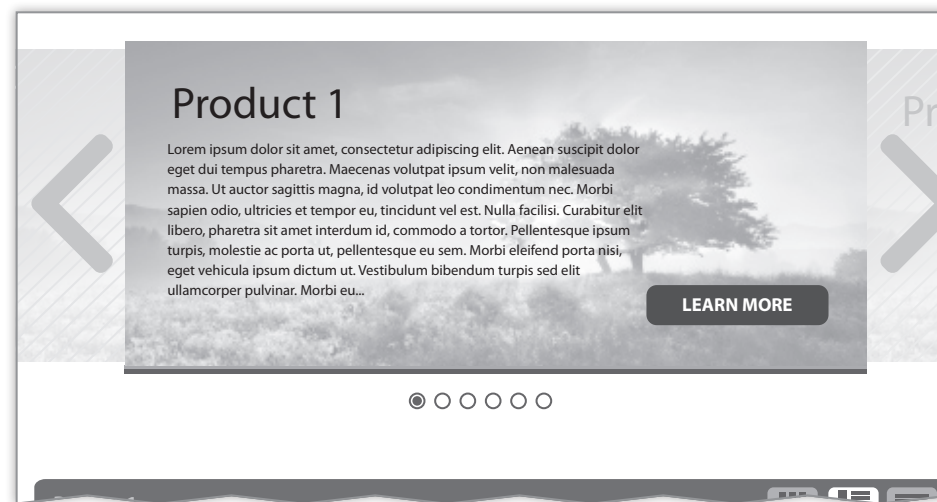
Page Layout

1. Example markup to produce this page.

WIDGET COMPONENTS FOR PAGES



Product Lists (Buckets)



Product Lists (Featured)

Product Lists (Buckets) Properties

1. Title
2. Display View (Grid, List with thumb, List no thumb)
3. Item count displayed in visible panel
4. jQuery scrolling enabled or not
5. "view all in..." link takes the user to the browse page and deep links them to the category that is configured in the bucket

Bucket Configuration (how do we determine the number of products coming back?)

- By Playlist
- By category
- By category + smart category (all "what's hot" in animation)

Product Lists (Featured) Properties

1. Items use the Image URL and the short description instead of the thumbnail URL
1. Item count displayed in visible panel area
2. jQuery scrolling enabled or not