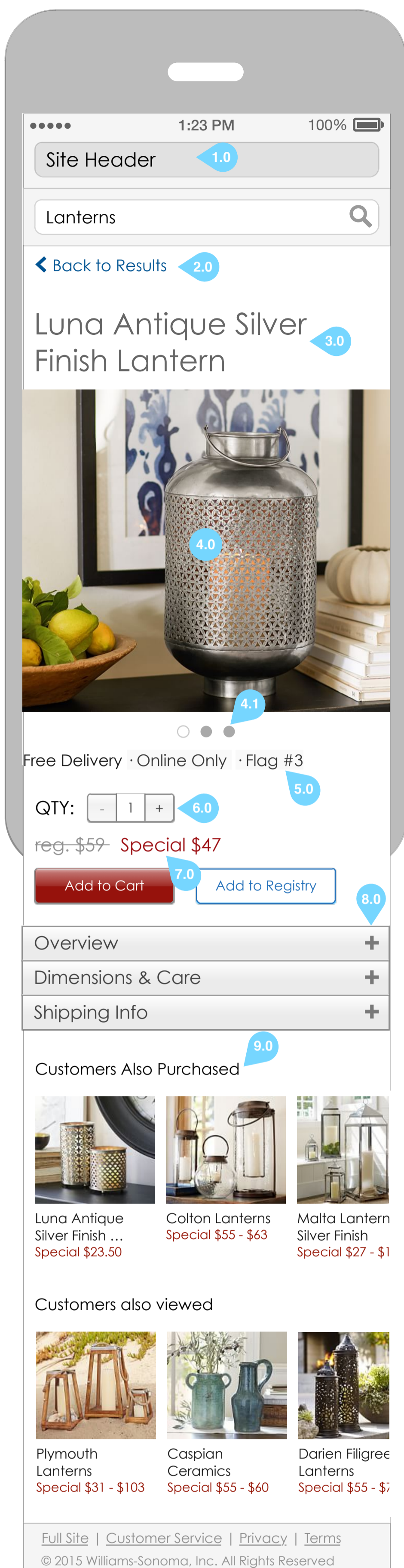


WSI	Page Title: 01a Simple PIP - No Options - Portrait		
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			Page No.: 1



1.0 Generic Site Header

This section will be replaced by each, individual site's branded header. For Example, Pottery Barn Kids.

2.0 Back to Results

This should take the user back to the search or browse page results they were on. In the case of infinite scroll, it should remember where they were in the page and drop them back to that section of the page.

3.0 Product Title

These titles should not be in all caps. They appear to be screaming and feel less pleasant. They also take up more space and cause to wrap to more lines. Whenever possible, try to keep the titles to less than 3 lines (This goes for desktop as well). Titles are not meant to be paragraphs of information.

4.0 Image Carousel

- Standard 1-open multi-closed dot paradigm used on iOS to show how many images are available and to let users know "you are here". These could stand to be a bit darker than they are on the current site, as they are hard to see on a few of the brands.

5.0 Flags

A maximum of 3 flags will be allowed on the mobile PIP. These will be on the same line, separated by the raised dot. If the 3 flags combine are longer than a single line, they may wrap to a second line, but if they should wrap to a 3rd, the 3rd flag should be removed to keep the flags to 2 lines.

6.0 Counter

For simple (single) product pages, this will default to 1. Minus will decrease quantity by 1, Plus will increase quantity by 1. Center area is text box. Setting focus on the center area will bring up the keyboard control with the number pad active.

7.0 Price

- When on Sale - Strike price will be shown in mid grey with the abbreviation reg before.
- When on Sale - Strike price will be shown with mid grey line through the center to emphasis the discount
- When on Sale - Sale price is shown in red with the word "Special" in front to emphasis the sale.

8.0

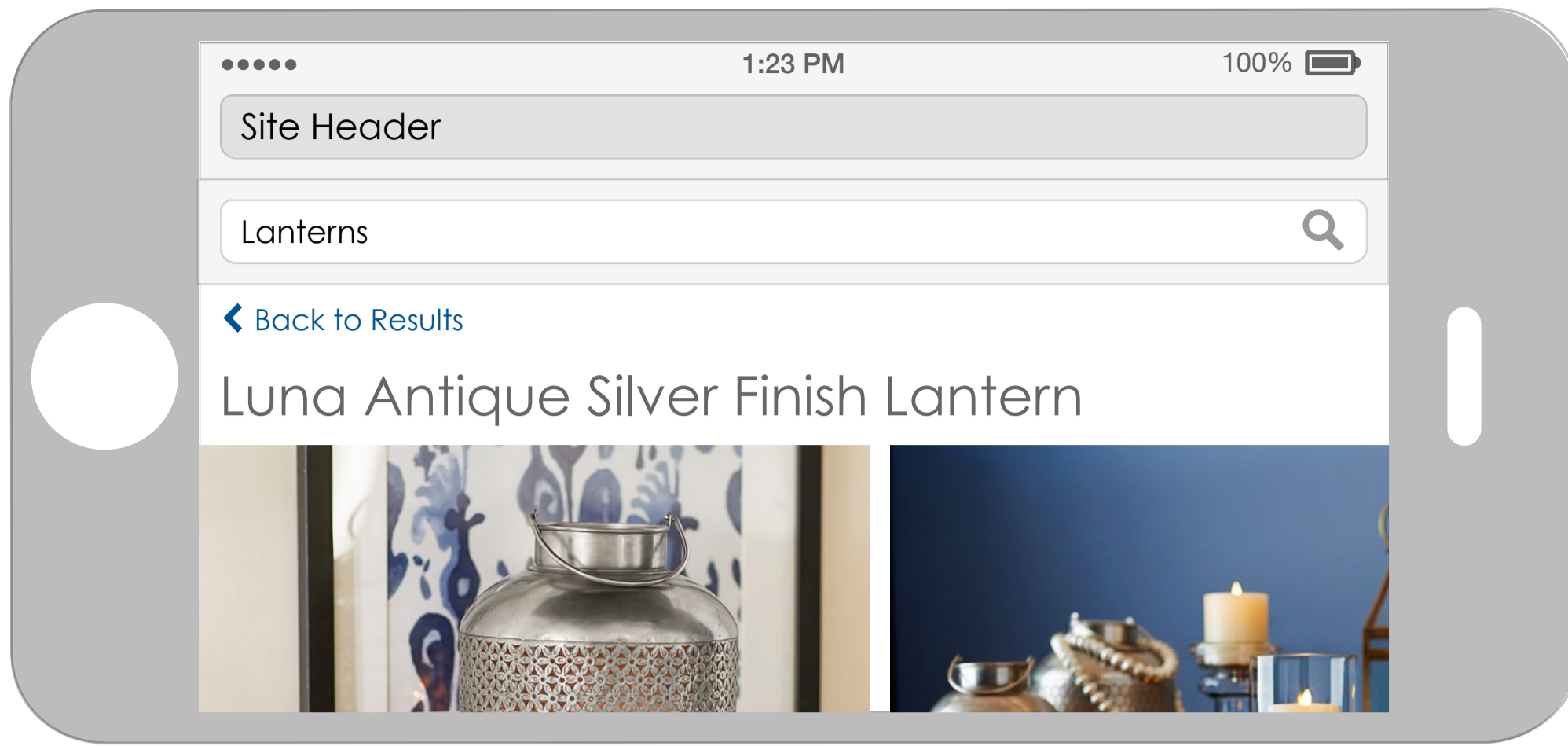
Overview, Dimensions & Care and Shipping Info are displayed in accordions that are closed by default (Shown open in later slide).

9.0 Sims

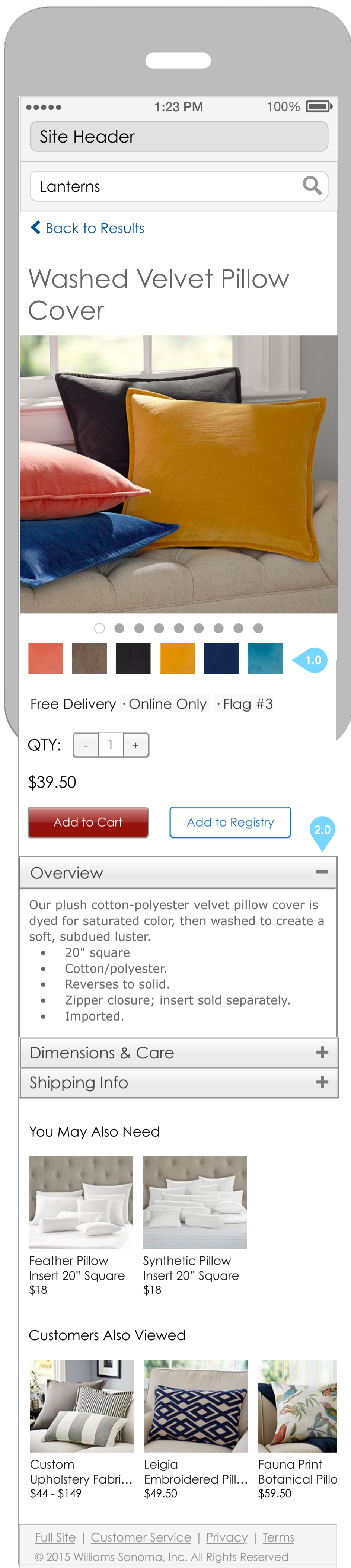
The rest of the pages is shown as I would love to see it redesigned. However, this is currently out of scope for this version. This is all a nice to have. Please reach out to me if you would like to chat about the functionality of these carousels.

tclarson@wsgc.com

WSI	Page Title: 01b Simple PIP - No Options - Landscape		
	Page ID:	Last Revision Date: Fri Apr 17 2015	Filename / Version: mobilePipRedesign.graffle



WSI	Page Title: 02a One Option PIP		
	Page ID:	Last Revision Date: Fri Apr 17 2015	Filename / Version: mobilePipRedesign.graffle



1.0 Color Swatches

Color Swatches are tap friendly and enable image swapping (selected color shown in a later slide). When more colors are available than can fit on one line, then they will be swipe-able with a "show all" option (shown in a later slide).

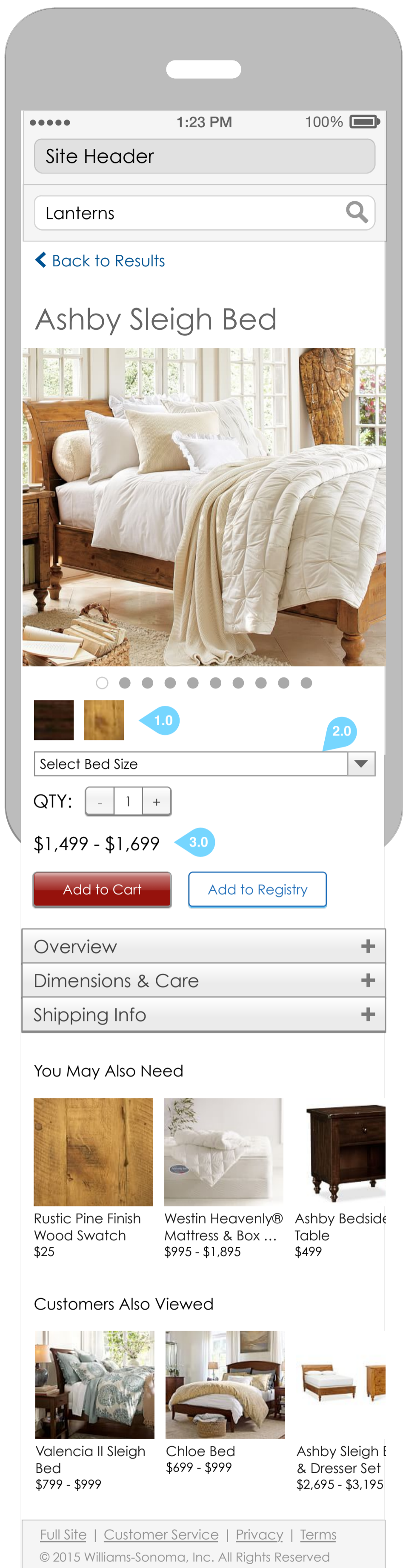
2.0 Accordion Panels

These are closed by default with Plus Signs to indicate they can be opened. When a user taps one, they will slide (animate) open, replacing the plus sign with a minus sign.

Should the user tap the same accordion, it will animate closed.

Should the user tap a different panel, the first panel will slide closed before the second slides open.

WSI	Page Title: 03a Two Option PIP		
	Page ID:	Last Revision Date: Fri Apr 17 2015	Filename / Version: mobilePipRedesign.graffle
		Page No.: 4	



1.0 Color Swatches

These are not Selected by default

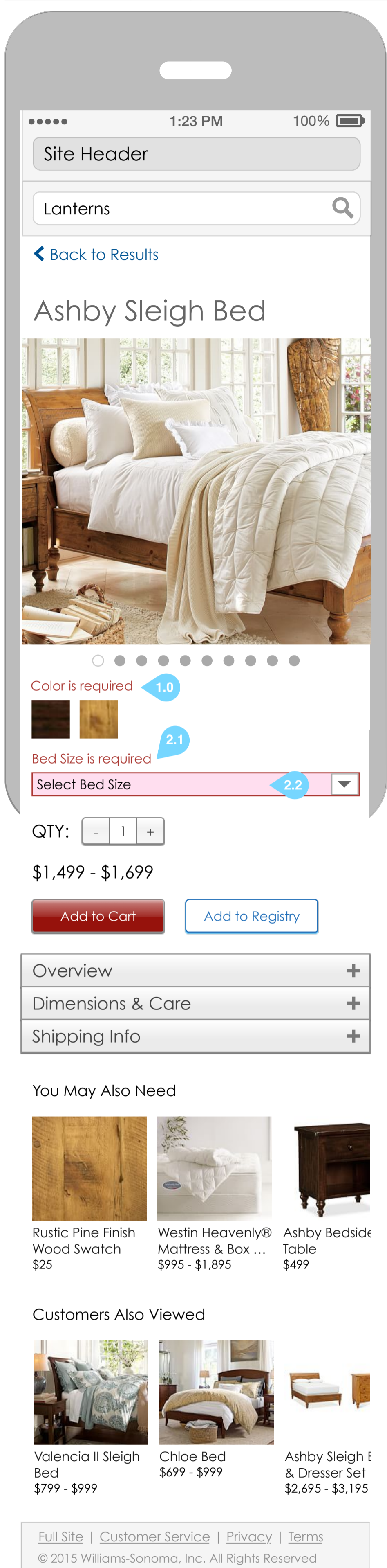
2.0 Dropdowns

Whenever possible, we should not make selections for the user. Obviously, there are some times when we will need to because of old code and data reasons, and for this release it would be out of scope to change this. But in the longterm, we should be aiming not to guess what size bed our customers wish to purchase.

3.0 Price Ranges

When the page first loads, the entire price range will show. As they make selections, the price range should narrow to only show the items they have selected until a single price is shown for the solitary item they have selected.

WSI	Page Title: 03b Two Option PIP Error State		
	Page ID:	Last Revision Date: Fri Apr 17 2015	Filename / Version: mobilePipRedesign.graffle
			Page No.: 5



1.0 Color Swatches - Error

When the user fails to select a color, all we can do is put a message above. The message should be clear that this is a required item to move forward rather than a simple "Please select a color."

2.0 Drop-down - Error

- 2.1 Standard Error Message above the drop-down - "Fieldname is required."
- 2.2 Change style of drop-down to red/pink error look so that it stands out easily against the page.

General Error State Behavior

Set the focus for the user to the first field that has received an error.

Do not use Please/Thank you in error messages. Simply state the problem.
 X is a required field.
 Y is not a valid postal code.
 Enter a valid credit card.
 Simple. Direct. No Frilly language.

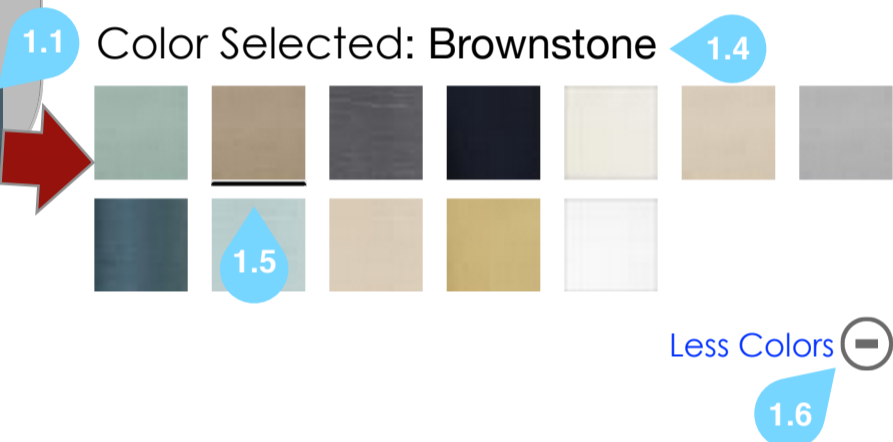
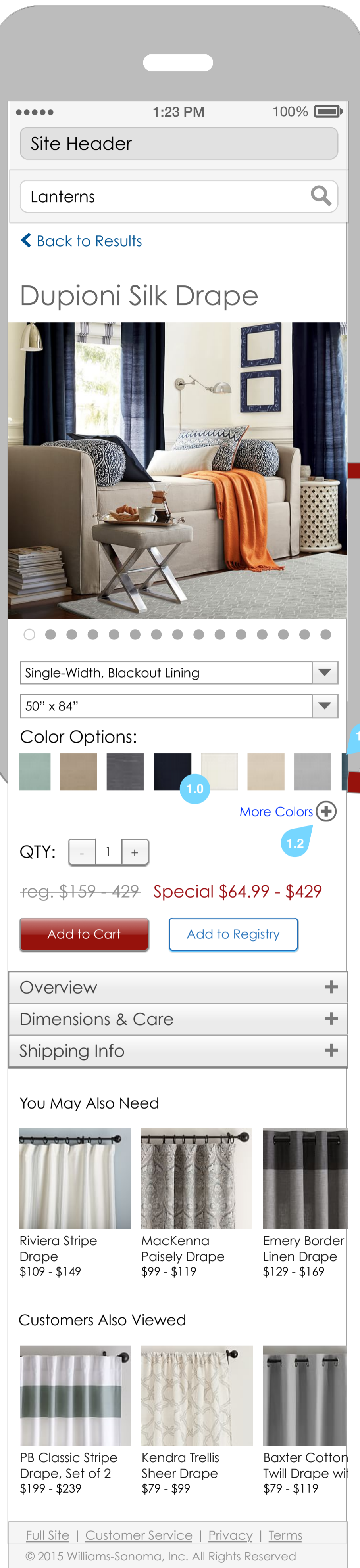
Do not state the obvious. It is not necessary to say "Enter your Address" as an error message on the Address field. This makes people feel stupid and angry, or it makes them think that we are stupid. Instead "Address is a required field" let's them know why they can't move forward without restating the obvious.

State Patterns Every Brand Needs

An **error message** is not an informational message or a warning message. An error message means quite simply the user cannot proceed. Only use the error message pattern for error messages. The pattern should be a little scary and red and irritated. Something has gone terribly wrong and no one gets to move on until it's fixed.

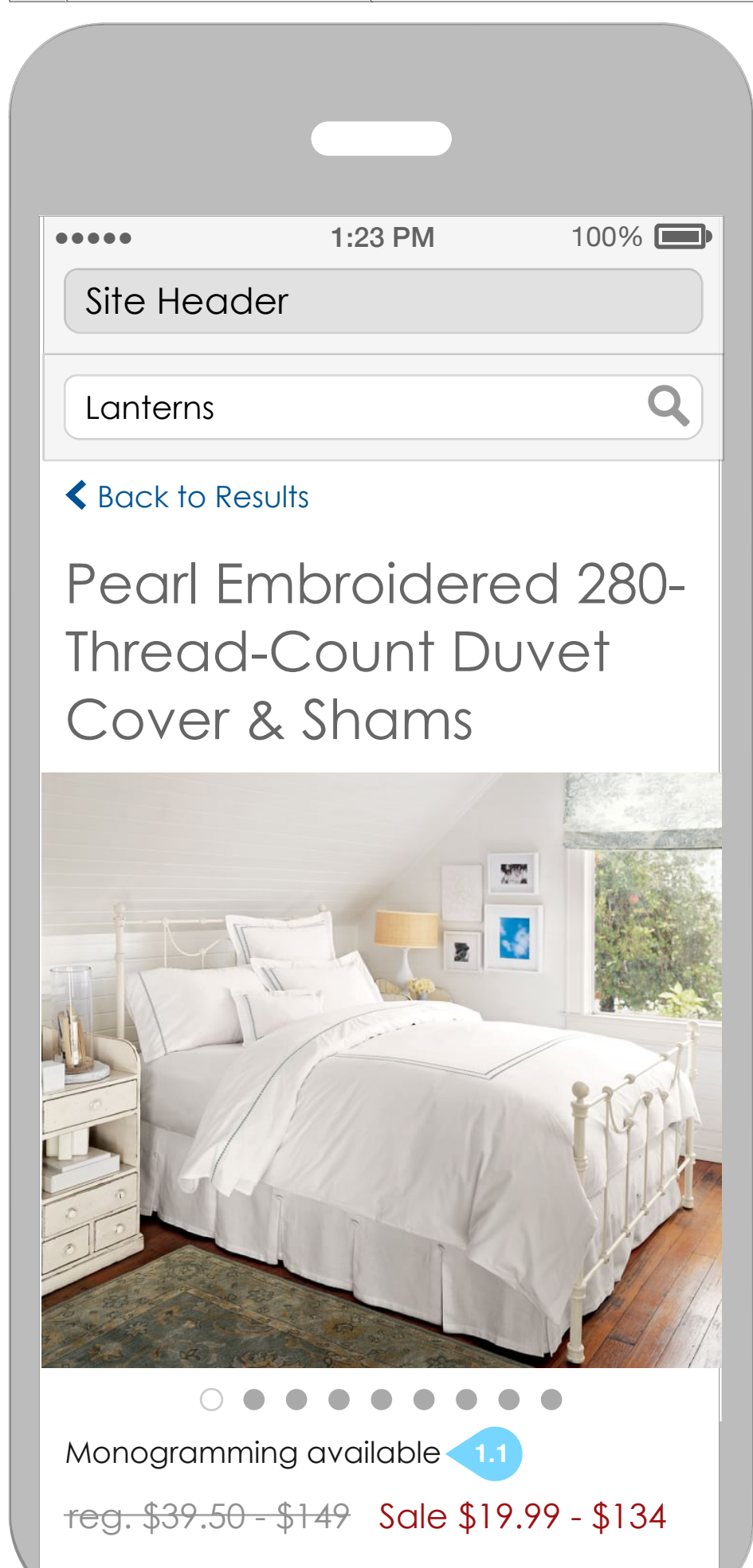
A **warning message** means Hey, look out. Something looks fishy. You could move forward, IF YOU WANT... but if I were you, I'd take a look. This is for stuff like "we're not sure you entered the right address. It's not a great thing. You should check it out. But it's not required. You could move on if you want. You want to ignore it, hey, that's up to you. This is not an error message, and it shouldn't look like one. It should still be a little scary, but more like a roadside caution sign than a screaming flare.

An **informational message** is just that. It's an FYI. Hey, we updated the way we do a thing. Or we're going to be down for maintenance next week. It's more like when Google fixes your spelling for you. It's a nice to know, but not a bash in the head. You don't really need to know it, but you might want to. This should be a subtle pattern.



1.0 Color Swatches

- 1.1 When there are more swatches than will fit on a single row, they flow off the side of the screen and become "swipe-able". To hint that they can be swiped, a tease of the next color should always be visible to the right of the screen.
- 1.2 In case the user wants to compare all colors or chooses not to swipe, we will also show the "More Colors" Option which will open like an accordion to fill the rest of the colors in to additional rows beneath the first. (for an example of this in action, see Sephora on the smart phone).
- 1.3 After a color is selected, the hero image will swap above showing the product in the selected color.
- 1.4 After a color is selected, the name of the selected color will appear as a name above the color swatches.
- 1.5 When the color is selected, a dark bar appears beneath the color swatch identifying it as the selected color.
- 1.6 After the colors are expanded from the single swipe-able row to multiple, all visible rows, the "More Colors +" is replaced with a "Less Colors -" option.



1.0 Monograms

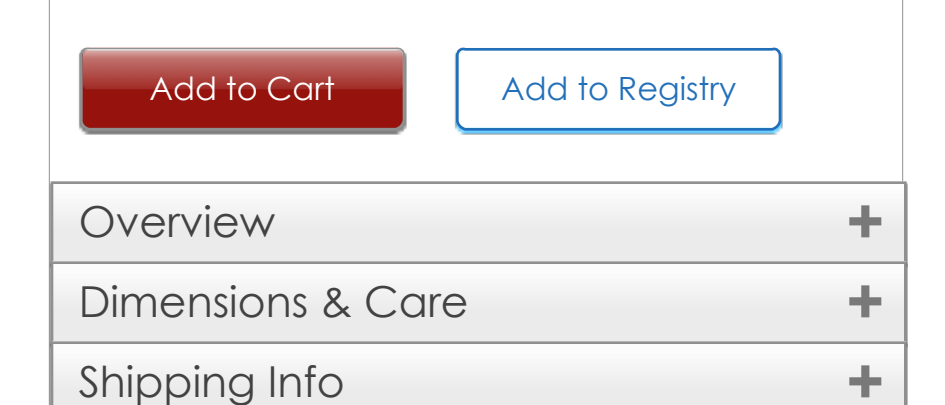
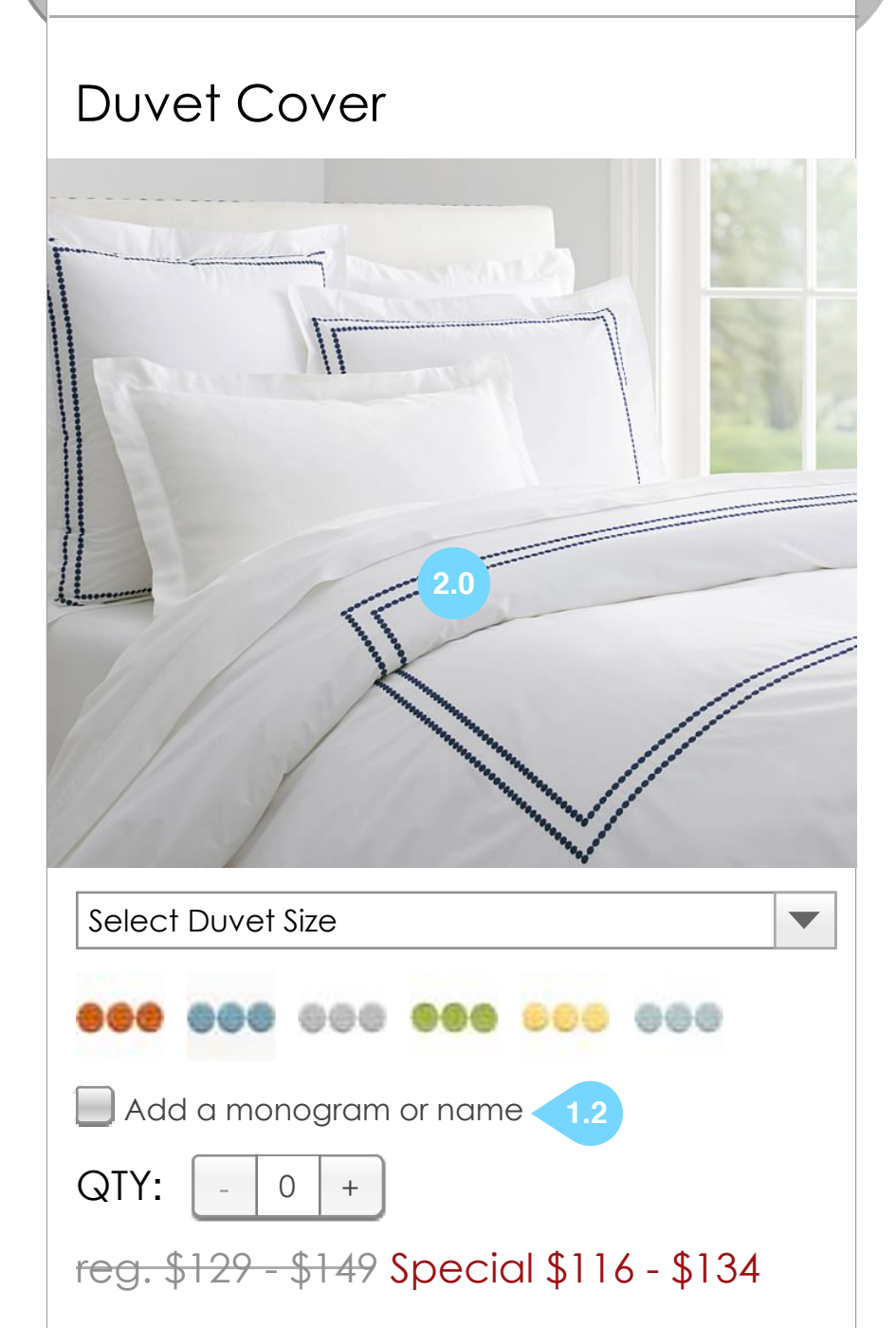
- 1.1 Notification that monogramming is available can be handled like any other flag on the Parent product.
- 1.2 During the selection portion of the product comes the call to action. At this point, you are required to add the product to cart before you can select your monogram. Only some products allow you to preview your monogramming. It would be far out of scope to bring it forward. However, it makes sense that while you are choosing the rest of the variations for your purchase, you would also choose your monogram options. "I want a king size duvet with espresso trim and the Times Roman monogram in Espresso thread should have my last initial 'L.'"

2.0 Larger child product images

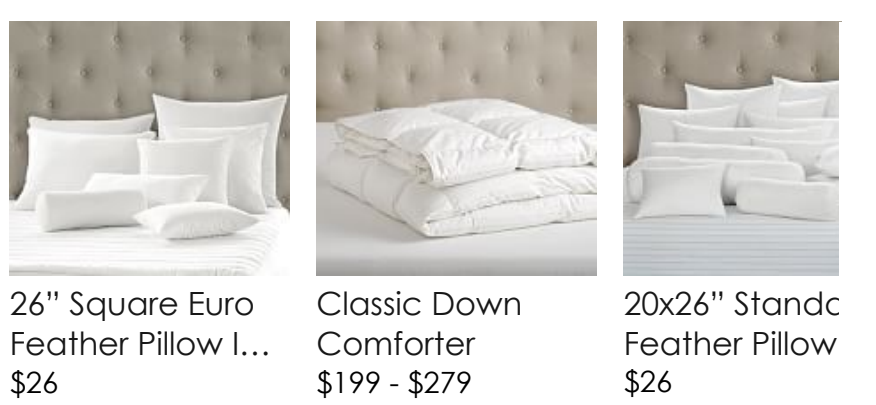
In order to create a more visual shopping experience, we will be using the larger images on the child products as well as the hero. Any image swapping that would normally take place in the hero based on child product selections will now take place in the child. Even on the desktop, the user is unlikely to notice an image swap in the hero based on a selection in the child. Also, the change should happen immediately. currently, I am noticing that selecting "Euro Sham" will not display the euro picture, but then selecting a color will show the Euro sham in that color. The picture should swap on both selections... Euro sham to the default color and color selection to that color version of the euro sham.

3.0 Color Swatch Management

Even in the child products, we should be handling color swatches the same as we would in a single product page or on a hero. Therefore, we would have swipe-able single row of colors with a "more colors" link + that expands to show all colors in multiple lines.



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