# Mobile Store (HVGA 320 x 480) **User Experience Specification**

AUTHOR Dæ{ & } Ù[ |[ { [ } FILE NAME Mobile\_Store\_HVGA\_UI\_Spec\_0.6\_DRAFT

DESCRIPTION This User Experience specification documents the detailed interaction design of the mobile store application. For details on the visual design of this application, please refer to the mobile store Visual Design A 3 8 2 2 2

VERSION HISTORY 0.1 :: DRAFT for 1st checkpoint review with PM/UE

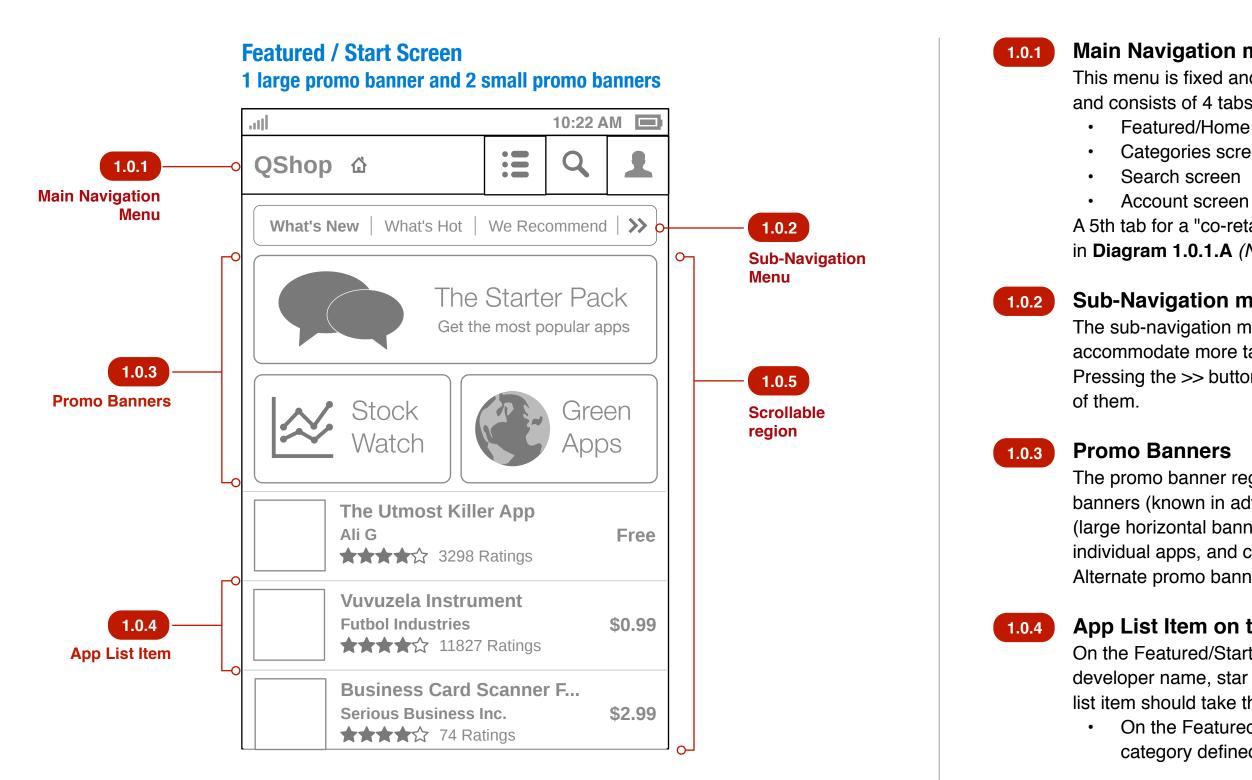
• Featured Screen, Categories & Subcategories screens, Product Details screen 0.2 :: DRAFT for 2nd checkpoint review with PM/UE

- Added Search screens, Sign In screens, Account Registration screen, Install screens 0.3 :: DRAFT for 3rd checkpoint review with PM/UE
- Updated Product Details screens to account for Pre-purchase, Downloading, Installed, and Purchased states.
- Added Download/Install flow screens.
- Added Downloads screens
- Added Updates screens
- Updated the More Menu to now be a full fledged Account screen.
- Added multiple variations of the Featured/Start screen showing different promo banner layout options. 0.4 :: DRAFT for review with engineering teams.
- 0.5 :: DRAFT for review with engineering teams.

• Updated many screens with more detail including Featured/Start, Categories, Sub-categories, Categories List, Product Details, Flag As Inappropriate, Reviews List, and Rate & Review.

• Updated screens with more detail: Search screen, Search Results screen, Account screen, and Account Registration screen using username, password & security questions.

Note: Changes between versions of this document are indicated using dark blue dots on the wireframes and accompanying text. = changes have been made here compared to previous version



1.0.5 scrollable canvas.

to scroll.

# Main Navigation menu

This menu is fixed and persists on most screens (there may be exceptions)

- and consists of 4 tabs.
- Featured/Home screen
- Categories screen
- Search screen

A 5th tab for a "co-retailer" may appear and an example of such is described in **Diagram 1.0.1.A** (Note: this may be for a June 2.0 release).

# Sub-Navigation menu for Featured/Start screen

The sub-navigation menu style here is expandable, so that it could accommodate more tabs/links than are shown in the example wireframe. Pressing the >> button would scroll the list of tabs horizontally to reveal more

The promo banner region should be flexible to handle varying sizes of banners (known in advance). The wireframe indicates two example sizes, (large horizontal banner and small banner). Promo banners may be linked to individual apps, and categories within the store including "smart" categories. Alternate promo banner layouts are described in **Diagram 1.0.3.A.** 

# App List Item on the Featured Screen

On the Featured/Start screen, app list items will consist of an app's icon, title, developer name, star rating, rating count, and price. Clicking anywhere on the list item should take the user to the Product Details screen for that app. • On the Featured Screen, the app list items are coming from a smart category defined in the QC Portal.

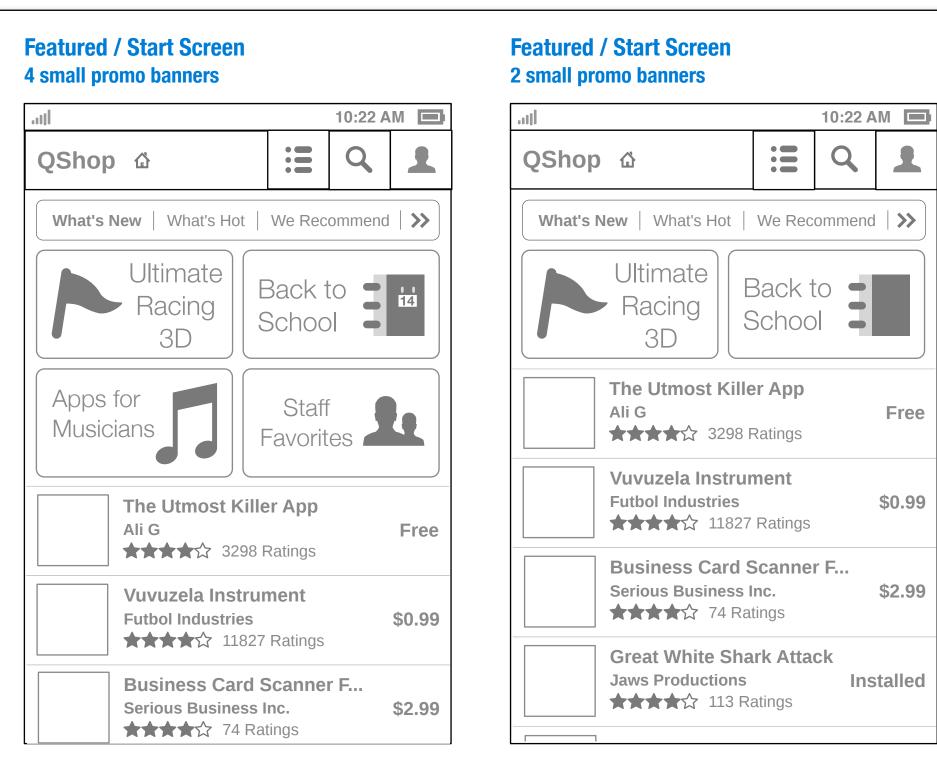
# Scrollable region for Featured/Start screen

The region underneath the Sub-Navigation menu is considered one large

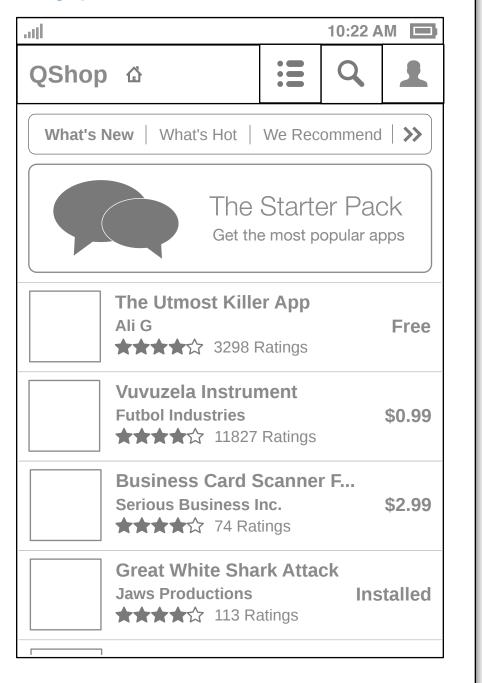
Scrollbar animation: A scrollbar overlay should appear briefly as soon as the screen finishes loading and then disappear. The scrollbar overlay should appear again when the user puts their finger down on this region and begins

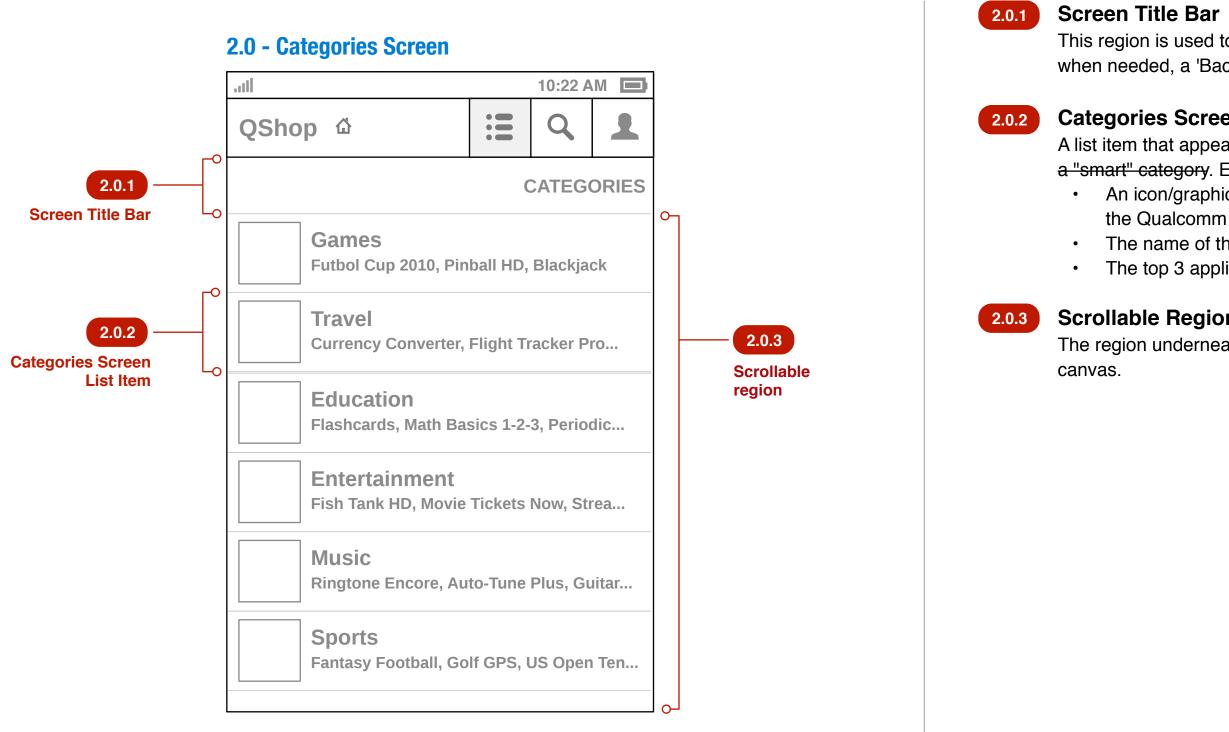


# **1.0.3.A** Alternate promo banner layouts



# **Featured / Start Screen 1 large promo banner**





This region is used to display the title of the screen (e.g. 'Categories') and when needed, a 'Back' button that will return the user to the previous screen.

# 2.0.2 Categories Screen List item

A list item that appears on the Categories screen may be link to a category, or a "smart" category. Each list item consists of:

 An icon/graphic to represent it that will be assigned to the category in the Qualcomm Portal.

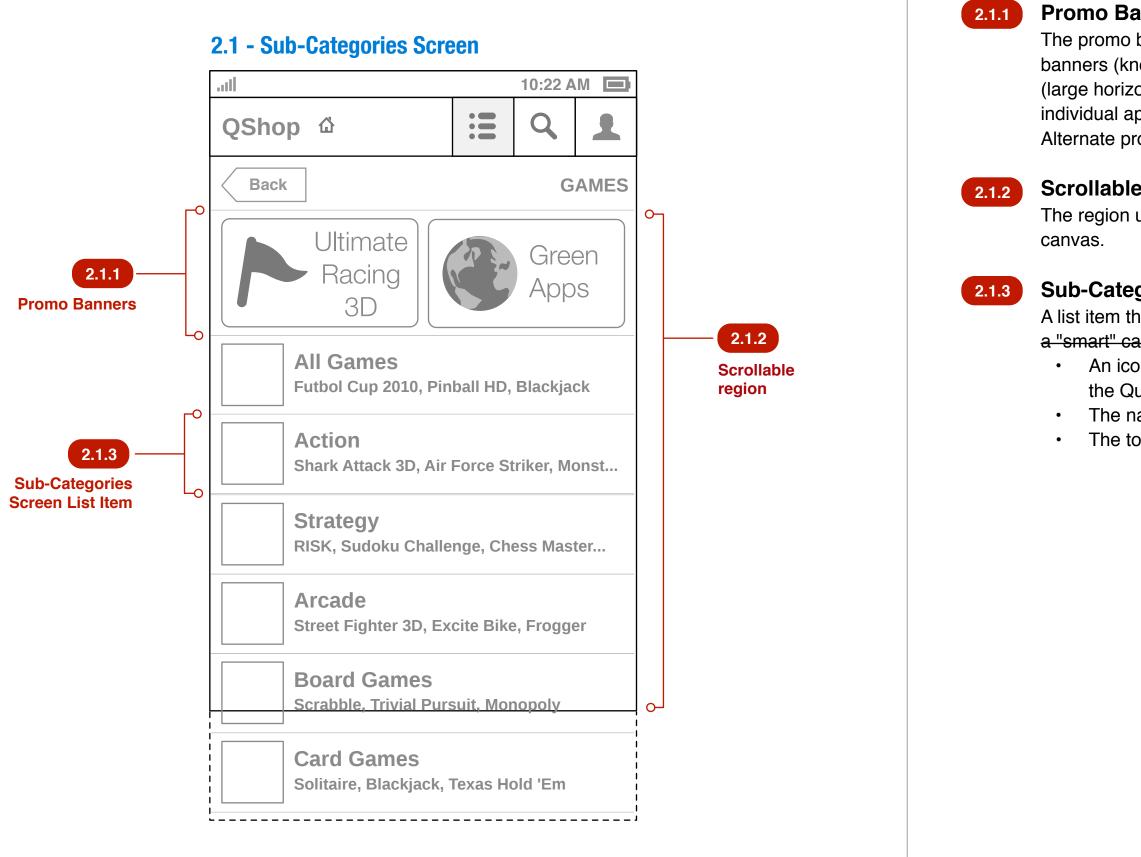
• The name of the category

• The top 3 application titles that appear within that category.

# 2.0.3 Scrollable Region for Categories Screen

The region underneath the screen title bar is considered one large scrollable

# 2.1 | Subcategories Screen



# 2.1.1 Promo Banners for Sub-Categories Screen

The promo banner region should be flexible to handle varying sizes of banners (known in advance). The wireframe indicates two example sizes, (large horizontal banner and small banner). Promo banners may be linked to individual apps, and categories within the store including "smart" categories. Alternate promo banner layouts are described in **Diagram 1.0.3.A.** 

# 2.1.2 Scrollable Region for Sub-Categories Screen

The region underneath the screen title bar is considered one large scrollable

# Sub-Categories Screen List item

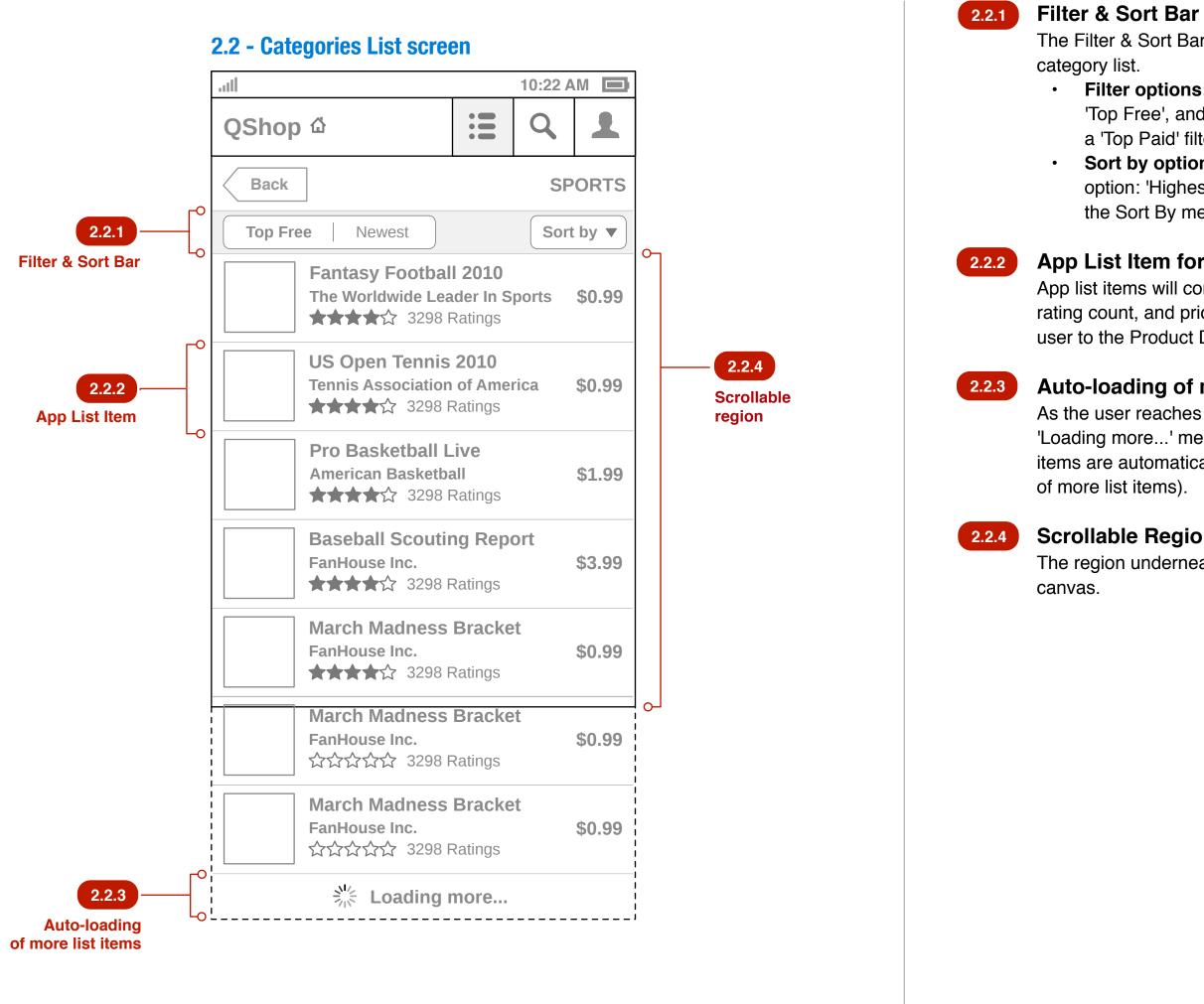
A list item that appears on the Categories screen may be link to a category, or a "smart" category. Each list item consists of:

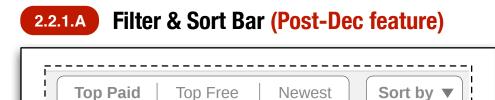
 An icon/graphic to represent it that will be assigned to the category in the Qualcomm Portal.

• The name of the category.

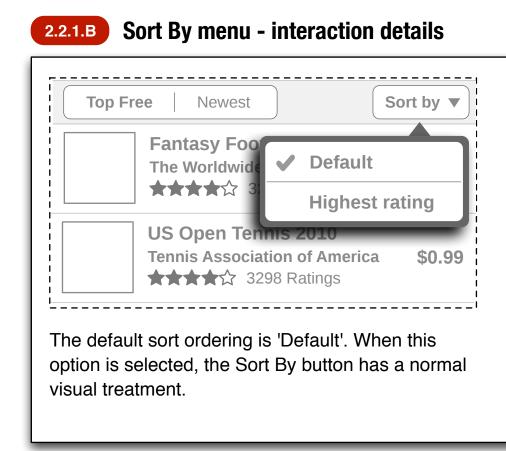
• The top 3 application titles that appear within that category.

# 2.2 | Categories List Screen





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The Filter & Sort Bar allows the user to change the view of apps within a

**Filter options:** For the Dec 1.0 release, there are only 2 filter options: 'Top Free', and 'Newest'. As paid apps are introduced in the 2.0 release, a 'Top Paid' filter will be added as depicted in **Diagram 2.2.1.A**. **Sort by options:** For the Dec 1.0 release, there is only one Sort By option: 'Highest rating' other than the default sort order. More details on the Sort By menu are depicted in **Diagram 2.2.1.B**.

# 2.2.2 App List Item for Categories List Screen

App list items will consist of an app's icon, title, developer name, star rating, rating count, and price. Clicking anywhere on the list item should take the user to the Product Details screen for that app.

# Auto-loading of more list items

As the user reaches the end of the set of list items that have been fetched, a 'Loading more...' message and spinner graphic should appear as more list items are automatically fetched (e.g. works like Android Market's auto-loading

# Scrollable Region for Categories List Screen

The region underneath the Filter & Sort Bar is considered one large scrollable

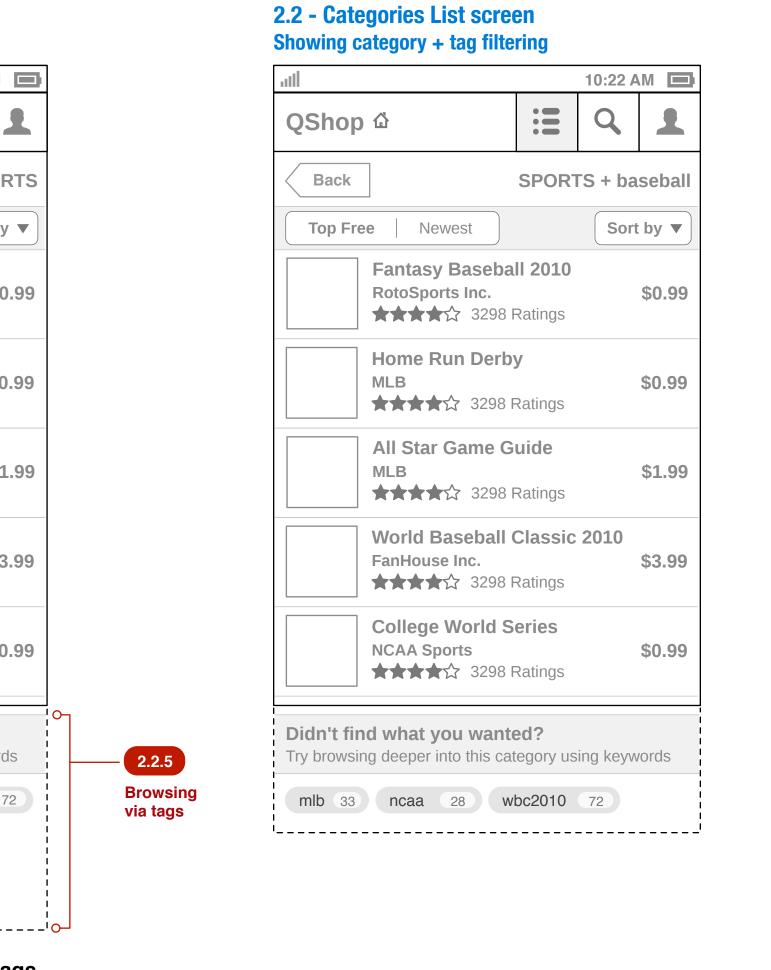
Top F	r <b>ee</b> Newest	S	ort by 🔻
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	] ★★★★☆ 3.	Highest rate	ating
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	Tennis Associatio		\$0.99

When a sort option other than 'Default' is selected, the Sort By button has a different "active state" visual treatment that serves as a reminder to the user that the list is sorted using their choice.

# Browsing deeper into a category via tags (Post-December feature)

ull			10:22	AM
QShop	) <sup>(1)</sup>	:=	Q	
Back			SI	201
Top Fre	ee Newest		Soi	rt by
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	US Open Tennis Tennis Association ★★★★☆ 3298 F	of Ame	rica	\$0
	Pro Basketball L American Basketba	all		\$1
	Baseball Scoutin FanHouse Inc.	•	ort	\$3
	March Madness FanHouse Inc. ★★★★☆ 3298 F		et	\$0
	nd what you want ng deeper into this cat		ing key	word
baseball	122 basketball	91	tennis	7
football	68 futbol 67	socce	er 61	
ufc 58	golf 67 nas	scar (47		
boxing	33			

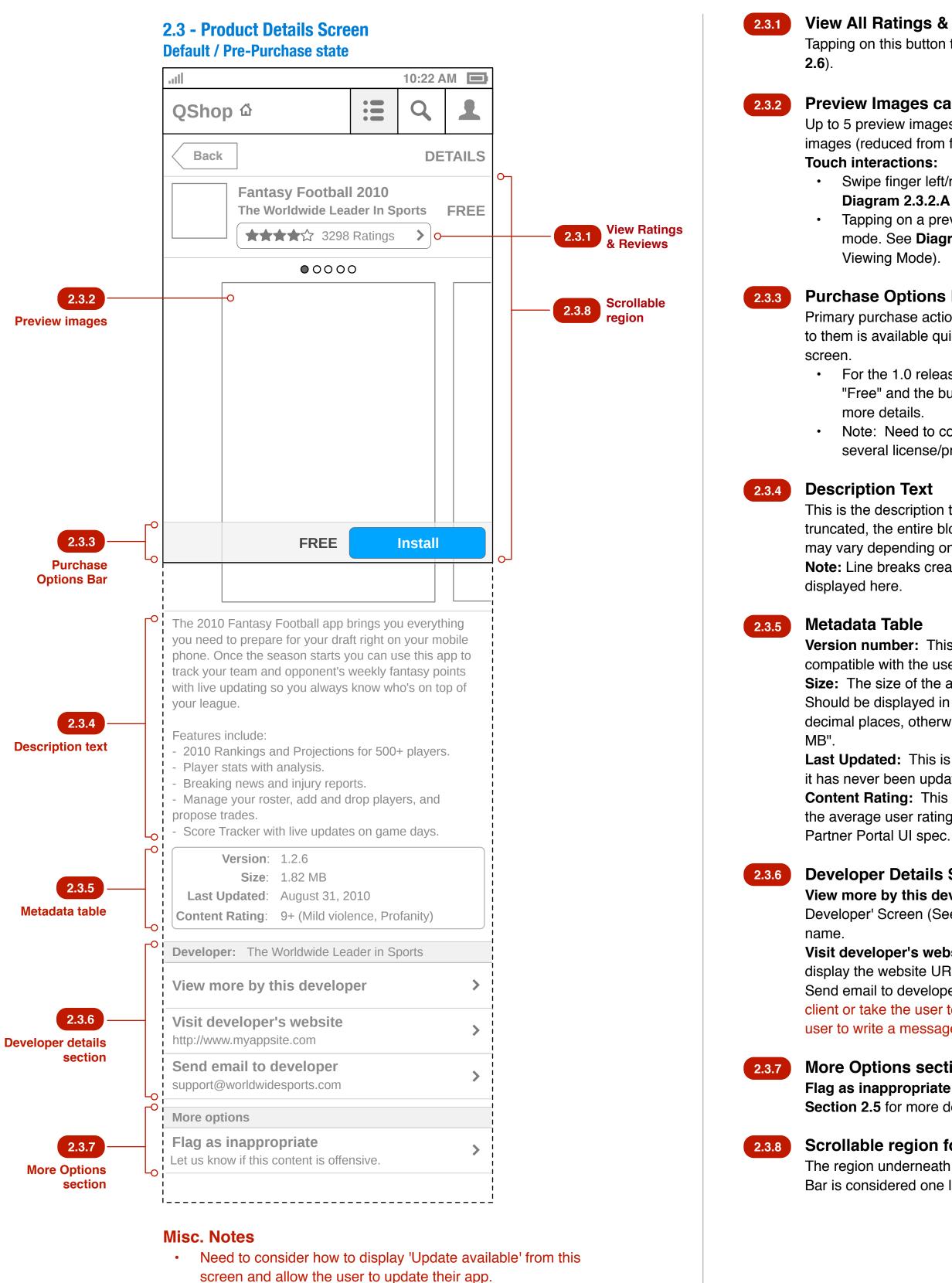
ig doop ·90. j When the user reaches the end of the list within a category we could offer them an alternative method to browse deeper into the category. The idea is that we may want to restrict the user from loading more than say 100 items at which point we would offer them this method of drilling deeper into the category. • A list of the top tags that appear within this category are offered (ordered from most occurrences to least). The user may click on one of these tags to filter to show only apps within this category that have this tag. E.g. the wireframes depict the example where the user taps on the 'baseball' tag to arrive at a list 'SPORTS + baseball' showing only the apps within the category tagged with 'baseball'.



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# Mobile Store | HVGA 320 x 480 | User Experience Specification

**2.3 | Product Details Screen - Default / Pre-purchase state** 



• TBD: Don't show the Main Navigation Bar when viewing the Product Details screen to provide more real estate since this is a longer screen with a lot more content?

# View All Ratings & Reviews

Tapping on this button takes the user to the All Reviews Screen (See Section

# Preview Images carousel

Up to 5 preview images (screenshots) will appear in a carousel as thumbnail images (reduced from full size).

Swipe finger left/right to bring off-screen preview images into view. See **Diagram 2.3.2.A** for more interaction details.

Tapping on a preview thumbnail takes the user into a full-screen viewing mode. See **Diagram 2.3.2.B** for more interaction details on Full-screen Viewing Mode).

# Purchase Options Bar

Primary purchase actions are fixed at the bottom of the screen so that access to them is available guickly no matter how far down the user has scrolled the

For the 1.0 release which only has free apps, the price string will be "Free" and the button will be labeled "Install". See **Diagram 2.3.3.A** for more details.

• Note: Need to consider how this region will work when there are several license/price options in the 2.0 release.

This is the description text entered by the developer in Partner Portal. It is not truncated, the entire block of text will be displayed here thus this region's size may vary depending on how much text the developer entered.

**Note:** Line breaks created in Partner Portal must be retained when the text is

Version number: This is the "short" version number of the binary that's compatible with the user's device.

Size: The size of the application binary to be downloaded and installed. Should be displayed in megabytes if the size is a megabyte or higher to 2 decimal places, otherwise it is displayed in kilobytes. E.g. "431 KB" or "5.43

Last Updated: This is the date that the application binary was last updated. If it has never been updated, it will be the date it was added to the store catalog. **Content Rating:** This is the content maturity rating, not to be confused with the average user rating. The content rating specification is defined in the

# **Developer Details Section**

View more by this developer: This takes the user to the 'More By This Developer' Screen (See X.Y.Z) which is a search query on the developer

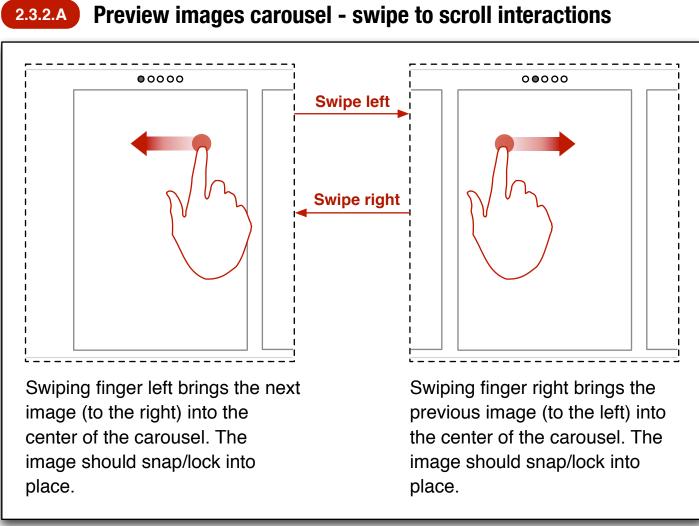
**Visit developer's website:** This opens the web browser on the device to display the website URL the developer entered in Partner Portal. Send email to developer: TBD: Do we want to open the device's native email client or take the user to a dialog internal to the mobile store that allows the user to write a message?

# More Options section

Flag as inappropriate: This displays the Flag As Inappropriate Screen (See Section 2.5 for more details).

# Scrollable region for Product Details Screen

The region underneath between the Screen Title Bar and Purchase Options Bar is considered one large scrollable canvas.



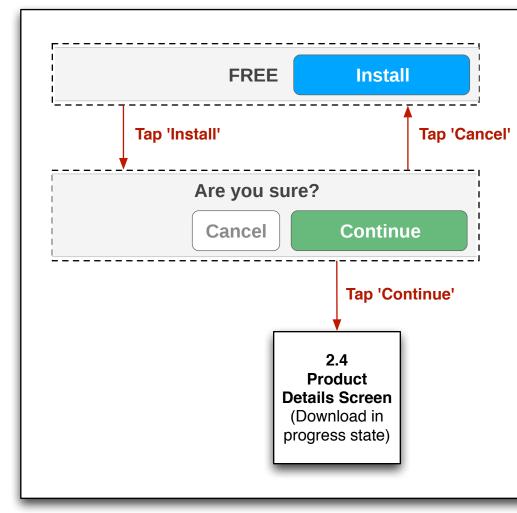
# 2.3.2.B Preview images carousel - full-screen viewing mode

# **Preview images carousel** Full-screen mode w/ controls

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С	+⁄-	÷	×
7	8	9	-
4	5	6	+
1	2	3	
<b>~</b> <sup>0</sup>		,	-

**Overlay controls:** Thes initially visible but shoul disappear after 5 secon no input is received fron user. They also disappe the user swipes to anoth image. Note: the annun bar should be considered of the overlay controls a should disappear as we Back button: Returns Product Details screen. Next/Prev buttons: Tap these advances to the r previous image within f screen viewing mode, w overlay controls still visi

# **2.3.3.A** Purchase Options Bar - interaction details



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# **Preview images carousel Full-screen mode w/out controls**

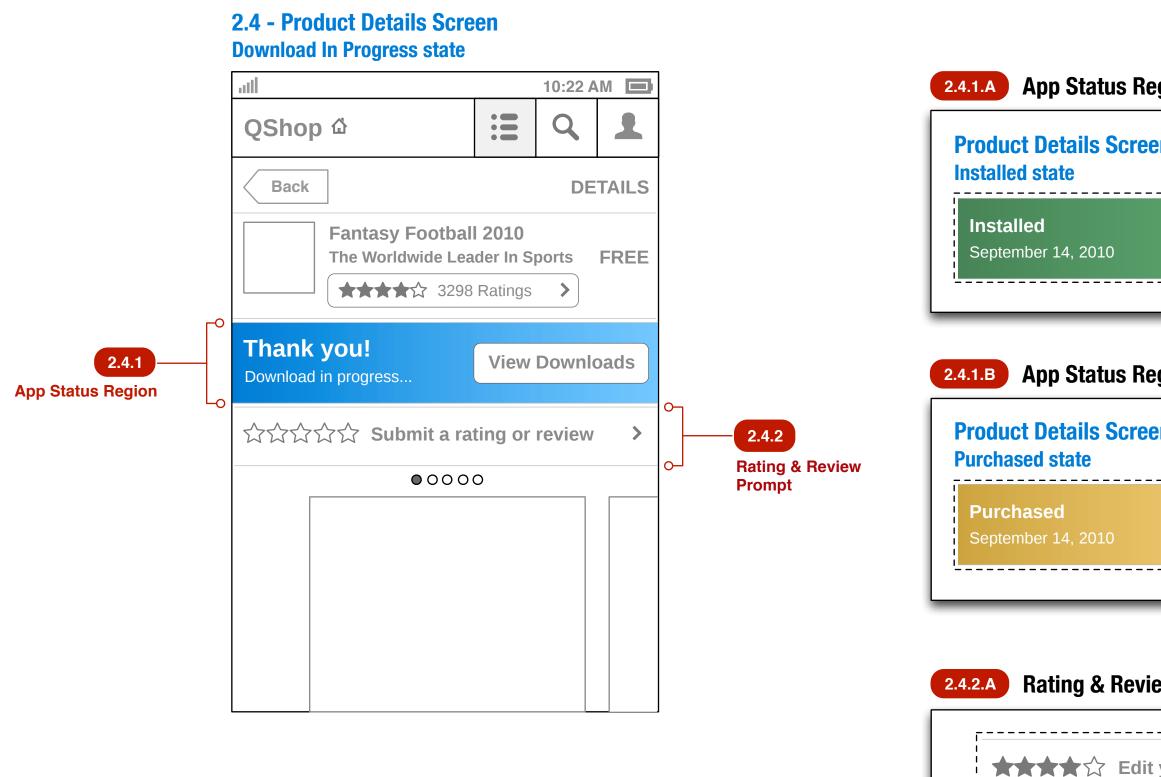
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7	8	9	-
4	5	6	+
1	2	3	
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Tapping anywhere on the screen should reveal the overlay controls.

Available from <b>\$2.99</b>	See price options

# Mobile Store | HVGA 320 x 480 | User Experience Specification

2.4 | Product Details Screen - Additional screen states



Launch app	
Installed Launch app	
September 14, 2010	
1.B App Status Region - Purchased (2.0 release) roduct Details Screen	)
Purchased September 14, 2010 Re-install	
2.A Rating & Review Prompt - User has rated ap	p
★★★★☆ Edit your rating or review >	

# 2.4.1 App Status Region

The App Status region will appear on the Product Details Screen for any app that the user has chosen to install (generically called 'post-purchase' even if the app was free).

In the 1.0 release there are 2 possible states for the App Status Region: Download In Progress state:

The wireframe depicts it in this state which is fairly transitional in that this state is only shown here when the app has been queued for download.

- A 'thank you' message is displayed along with a message indicating that the app download has begun.
- A 'View Downloads' button takes the user to the Downloads Screen (See Section X.Y.Z).

# Installed state:

Diagram 2.4.1.A depicts this state which is when an app is currently installed on the user's device.

- A message indicating that the app is installed is displayed along with the date that the app was installed.
- A 'Launch app' button allows the user to open this application.

In the post-December release there will be 1 more state:

# Purchased state:

Diagram 2.4.1.B depicts this state and it occurs when the user has purchased an app but has removed it from their device. They retain ownership rights to it and may re-install it (digital locker concept).

- A message indicating that the app has been purchased is displayed along with the date that it was purchased.
- A 'Re-install' button allows the user to install the app again.

# **2.4.2** Rating & Review Prompt

The Rating & Review Prompt will appear on the Product Details Screen if the user app's status is 'download in progress', 'purchased' or 'installed'.

- If the user hasn't rated or reviewed the app, this prompt appears as depicted in the main wireframe with "empty" stars.
- If the user has provided a rating or review, this prompt appears as depicted in **Diagram 2.4.2.A** showing the rating the user has given to the app.
- Tapping on this region takes the user to the Rate & Review Screen (See Section X.Y.Z).



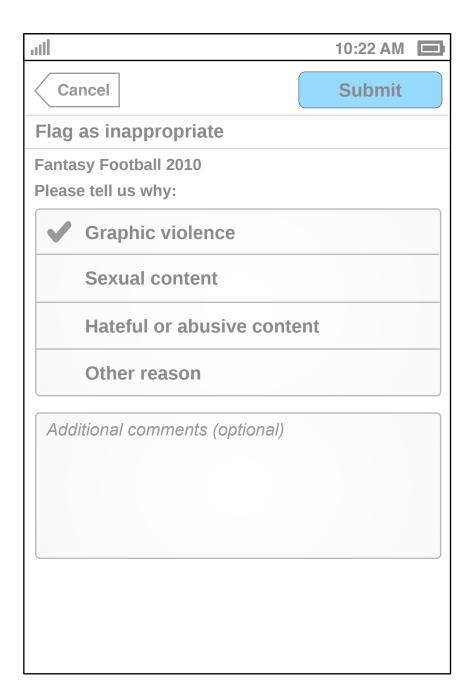
# **2.4.3** Recommendations based on this app (Post-Dec feature)

When a recommendations engine is available, there will be a section on the post-purchase Product Details Screen called "You might also like..." which will show the top 3 applications that we recommend to the user based on their interest in this app they have downloaded. **Diagram 2.4.3.A** depicts how this might look.

			10:22	
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Back			DE	TAILS
	<b>Fantasy Footb</b> The Worldwide L	eader In S	-	FREE
		98 Ratings	>	
<b>Installe</b> Septemb	<b>d</b> er 14, 2010	La	unch a	рр
6	යියි Submit a	rating or	review	>
	な会 Submit a	rating or	review	>
	な会 Submit a ht also like Baseball Scou FanHouse Inc. ★★★★☆ 329	ting Rep		\$0.99
	ht also like Baseball Scou FanHouse Inc.	Iting Rep 8 Ratings e HD		
	ht also like Baseball Scou FanHouse Inc. ★★★★☆ 329 Blitz Challenge SportGames LLC	ating Rep 8 Ratings e HD 2 8 Ratings Draft Kit orts Netwo	ort	\$0.99

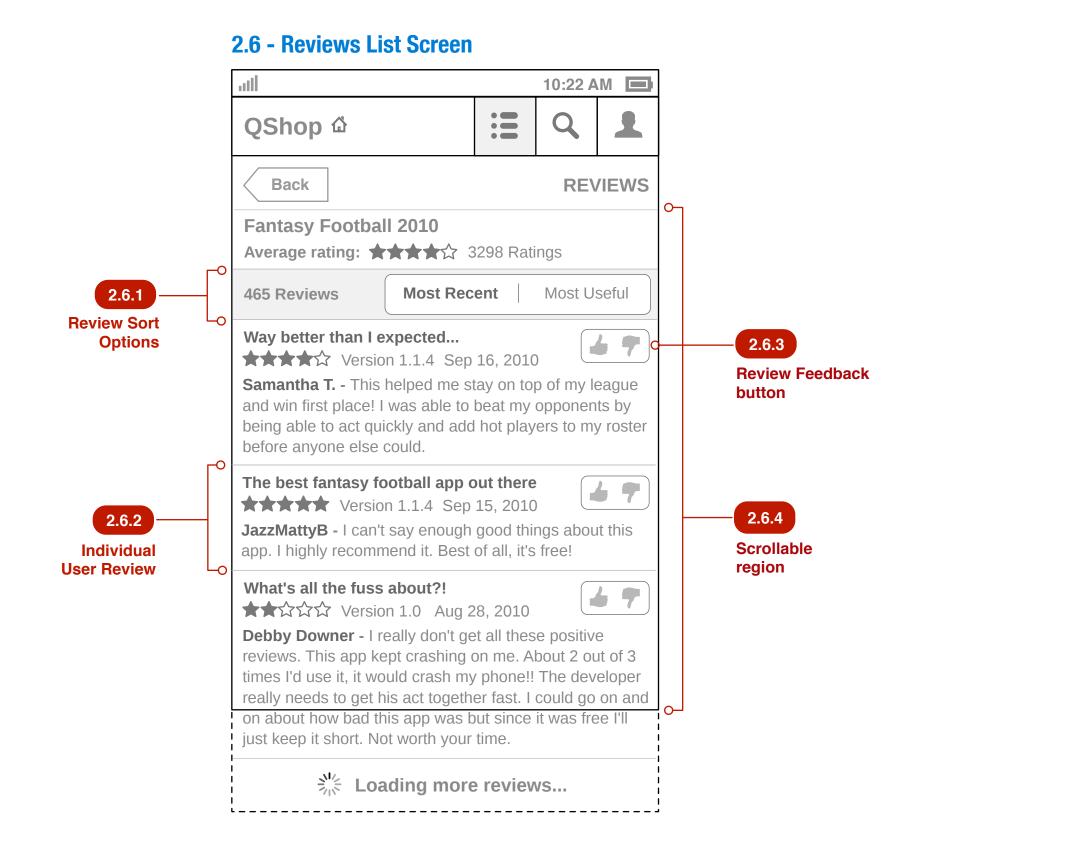
# st-Dec)

# 2.5 - Flag As Inappropriate Screen





2.5.1 Note Goes Here Notes details





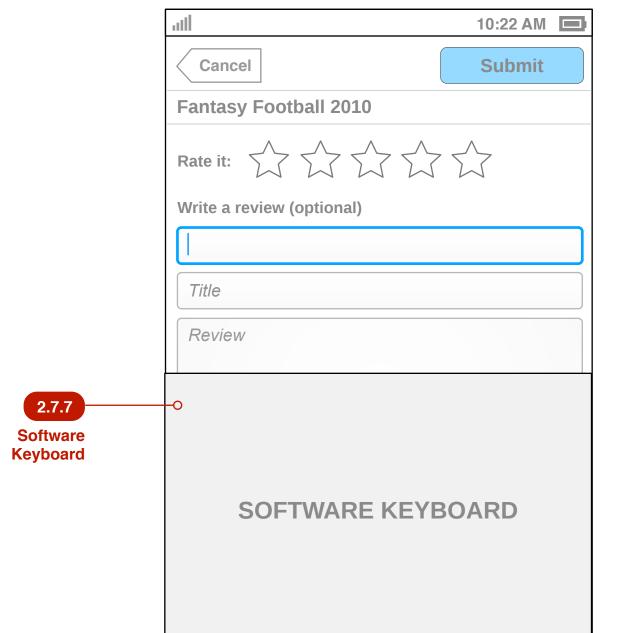
atl					10:22 A	
QSh	ор			AT&T	0	
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465		This rev	iew is u	seful		ul
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★★ Sam		Report a	s offen	sive or §	Spam	gue
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				<b>out there</b> 15, 2010		67
	-	-	Ŭ	good thiı of all, it's		it this
		<b>fuss abc</b> ′ersion 1.		28, 2010		
Debby	Downe		/ don't ge	et all thes		



2.6.1	<ul> <li>Review Sort Options</li> <li>The user has two options for sorting the list of reviews: <ul> <li>Most Recent: This is the default sort ordering which shows the list of reviews in order of their posting date/time with most recent shown first.</li> <li>Most Useful: This shows the list of reviews in order of their usefulness score with reviews having the highest scoring shown first.</li> </ul> </li> </ul>
2.6.2	<ul> <li>Individual User Review</li> <li>Each review consists of the following elements: title of the review, the individual user rating, the version number corresponding to the review, the date of the review, the reviewer's display name, the review text, and a Review Feedback button.</li> <li>In some cases the reviewer's display name may not be available (it is optionally provided). In that case the reviewer's display name will be displayed as "Anonymous".</li> </ul>
2.6.3	Review Feedback button Tapping this button displays the Review Feedback Dialog described in Diagram 2.6.3.A. The button has several states which are described in Diagram 2.6.3.B.
2.6.4	Scrollable region for Reviews List Screen The region underneath the screen title bar is considered one large scrollable canvas.

	2.7 - Rate and Review s Initial state (no rating or re			
	att	10:22 AM		
	Cancel	Submit o	2.7.5	
	Fantasy Football 2010	°	Submit button	
2.7.1	Rate it:			
Rating Selection	Write a review (optional)			
2.7.2	Display name (optional)			
Display Name field	Title		2.7.3	
2.7.4	• Review		Title field	
Review field				
			2.7.6	
			Scrollable	
			region	

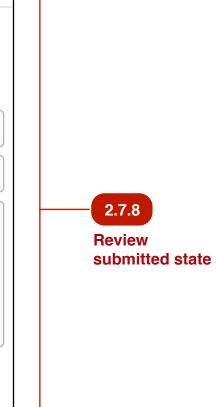
# 2.7 - Rate and Review screen Initial state, w/ software keyboard visible



# 2.7 - Rate and Review screen **Review submitted state**

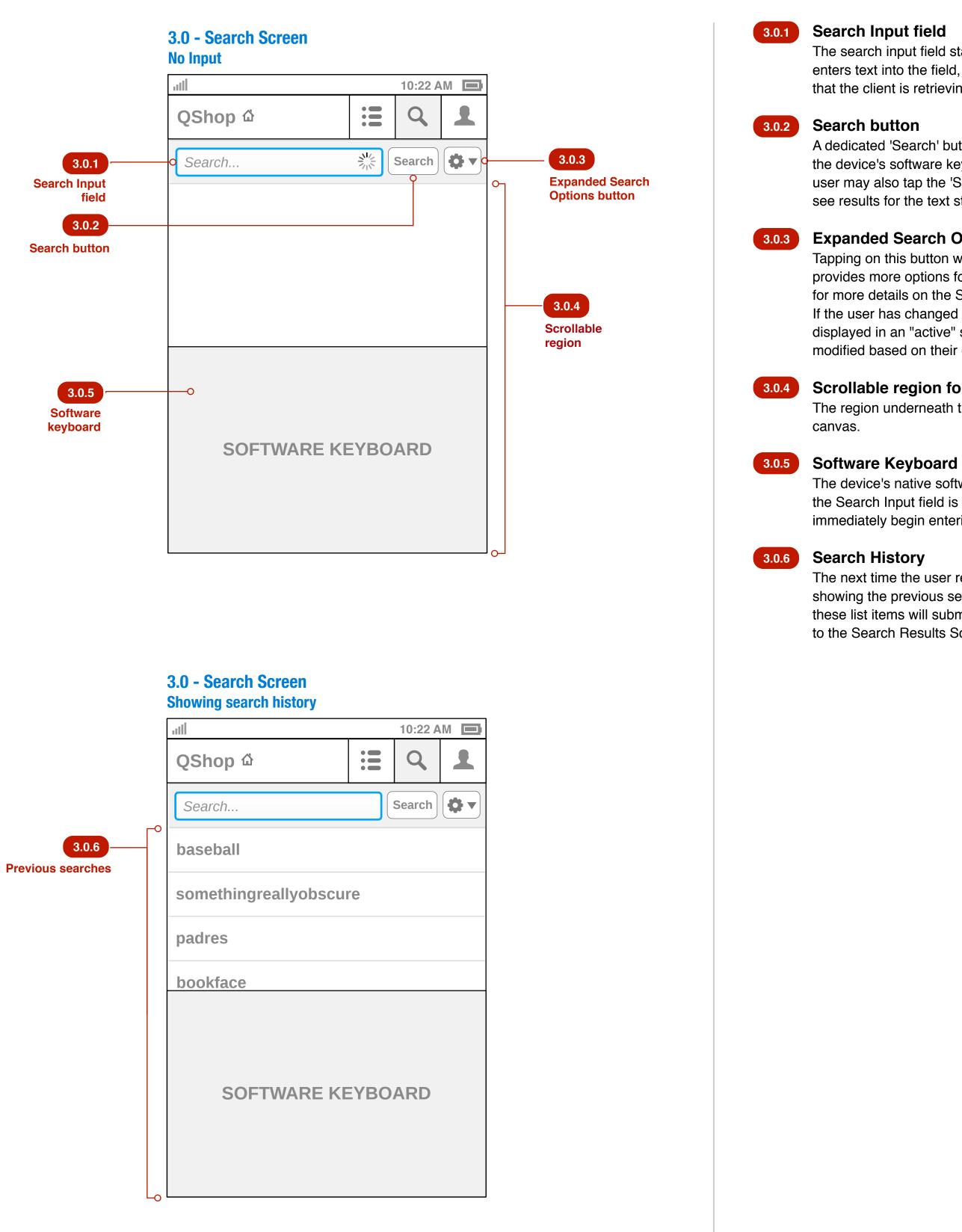
atl	10:22 AM 🔲
Cancel	Submit
Fantasy Football 2010	
Rate it:	
Write a review (optional)	
Samantha T.	
Way better than I expected	
This helped me stay on top of my first place! I was able to beat my o being able to act quickly and add my roster before anyone else cou	opponents by hot players to

2.7.1	<b>Rating Selection</b> The user may tap on the star corresponding to the rating they would like to give the app. E.g. Tapping on the 5th star should cause all 5 stars to "light up", tapping on the 4th star causes the first four stars to "light up", etc. No mechanism is provided for clearing the rating.
2.7.2	<b>Display Name field</b> The user may input a display name that will be used to indicate the author of the review when it is displayed to other users. This field is optional. If it is left blank, the user's review will be displayed with the author string as "Anonymous". Max. character limit is TBD.
2.7.3	<b>Title field</b> TBD: Do we want to have a title field? Might get rid of it.
2.7.4	<b>Review field</b> The user may input a review of the app in this field. Max. character limit is TBD.
2.7.5	<ul> <li>Submit button</li> <li>Tapping the Submit button will submit the user's review. The submit button will be in a disabled state in the following conditions: <ul> <li>If the user hasn't made a rating selection.</li> <li>If the user has made a rating selection but hasn't entered text in both of the required fields (Title or Review fields).</li> </ul> </li> </ul>
2.7.6	Scrollable region for Rate & Review Screen The region underneath the screen title bar is considered one large scrollable canvas.
2.7.7	<b>Software keyboard</b> When the user taps on either the Display Name, Title, or Review fields, the device's native software keyboard will be displayed as indicated.
2.7.8	Review submitted state Once the user has submitted a rating & review, they may return to it from either the Product Details screen or the My Reviews screen. All fields are editable so the user may change their rating, display name, title, and review text at any time.



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# Search Input field

The search input field starts out empty but is selected by default. As the user enters text into the field, the "spinner" animated graphic appears to indicate that the client is retrieving search suggestions.

A dedicated 'Search' button next to the Search Input field is provided in case the device's software keyboard doesn't have a button to submit the query. The user may also tap the 'Search' button to bypass the search suggestions and see results for the text string they have entered.

# Expanded Search Options button

Tapping on this button will display the Expanded Search Options Dialog that provides more options for constructing a search query. See **Diagram 3.0.3.A** for more details on the Search Options Dialog.

If the user has changed from the default search settings, this button will be displayed in an "active" state to remind users that their search results are modified based on their expanded search option choices.

# Scrollable region for Search Screen

The region underneath the Search bar is considered one large scrollable

The device's native software keyboard should be visible by default because the Search Input field is selected by default. This allows the user to immediately begin entering text into the Search Input field.

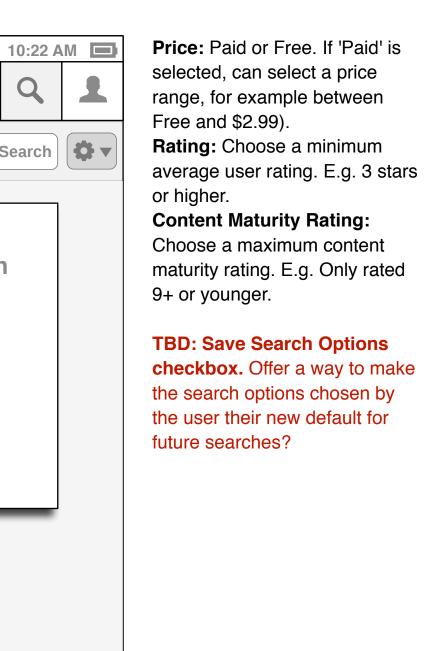
The next time the user returns to the Search Screen, the list should be showing the previous search terms submitted by the user. Tapping on one of these list items will submit the search query using that term and take the user to the Search Results Screen (See Section 3.1) to display the results.

3.0.3.A Expanded Search (	Options
3.0 - Search Screen Expanded Search Options Dia	alog
ll	
QShop 쇼	:=
Search	S
Expanded S Options	Search

# Search Suggestions (Post-December feature)

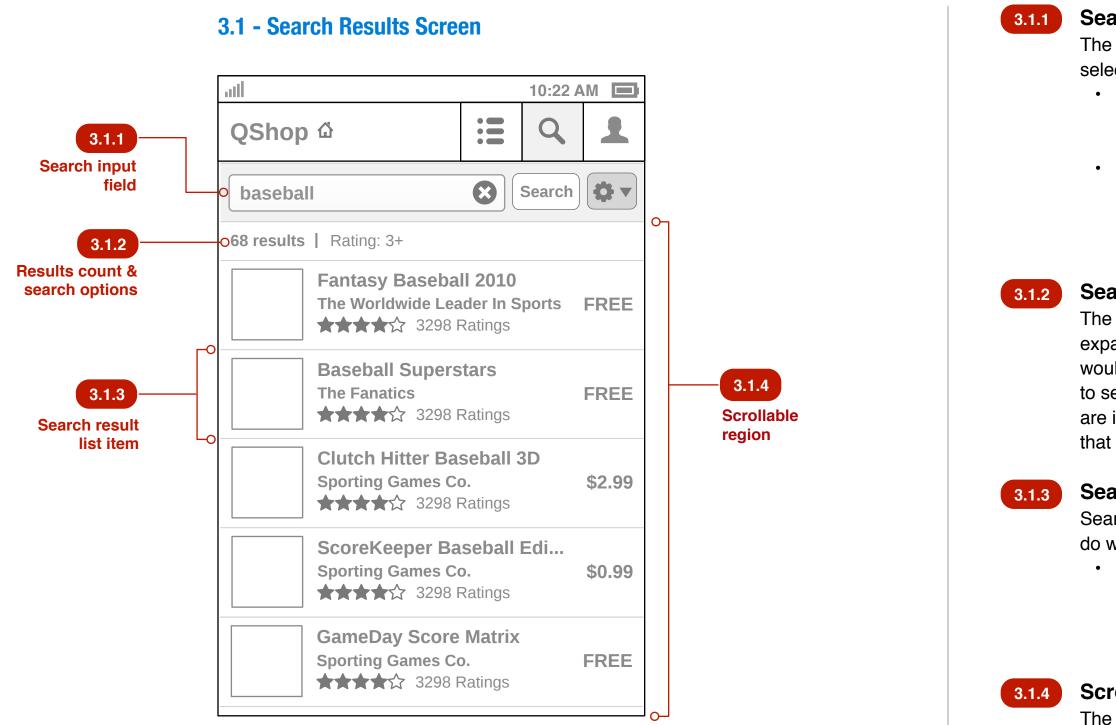
3.0 - Search Screen Search suggestions based on user input							
atl		10:22 A	M				
QShop ଘ		Q	1				
baseball	8	Search	••				
Fantasy Baseball 2010							
College Baseball Chall	enge						
San Diego Padres Fan	Center	1					
Home Run Derby Slugg	ger						
SOFTWARE KE	ΕΥΒΟ	ARD					

# 5 Dialog

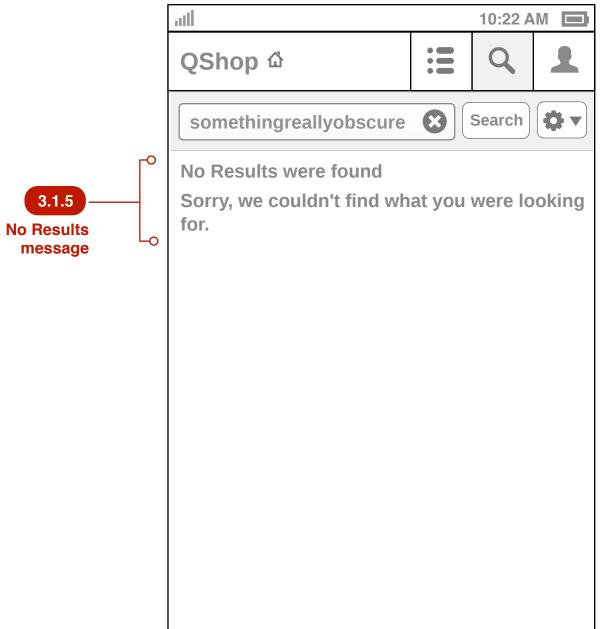


As the user types their query they should begin to receive suggested search terms in a list. The software keyboard should remain visible.

# 3.1 | Search Results Screen



# **3.1 - Search Results Screen No Results**



# canvas.

In the case when there are zero results for a user's search query, a message stating such will appear where the list of results normally would. TBD: Do we want to use the No Search Results screen to show some content? E.g. featured apps, promo banner, etc? I think that seeing the No Search Results screen will be infrequent. In the future we could put a list of top apps (charts) here so the screen isn't a complete "dead end".

# **3.1.1** Search Input field

The search input field should be showing the text of the query but isn't selected, thus the software keyboard would not be visible by default. • The user may initiate another search by tapping on the Search Input field, which will place the cursor at the end of the previously entered text string and bring up the software keyboard.

• The user may clear the search query by clicking on the (x) button within the Search Input field, which clears the text in this field and returns the user to the Search Screen in the "No Input" state as described in Section 3.0.

# **3.1.2** Search Results Count & Search Option Descriptors

The number of search results are displayed here. If the user has chosen any expanded search options, they will be indicated here as well. E.g. Descriptors would be something like "Rating: 3+" which means that the user has chosen to search only for apps that have a 3-star rating or higher. When paid apps are introduced another descriptor could be "Price: Free to \$2.99" indicating that the user searched only for apps within that price range.

# Search Result list item

Search result list items will appear as depicted elsewhere (i.e. same as they do within a category listing).

• Tapping on an app list item takes the user to the Product Details Screen for that app but it will be shown as being "under" the Search tab. When the user navigates Back from the Product Details Screen they will be returned to the Search Results Screen.

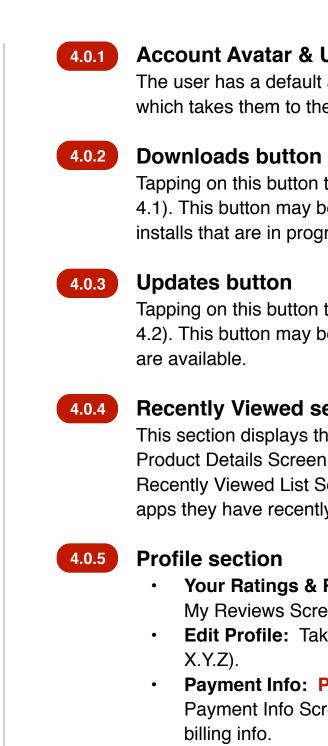
# 3.1.4 Scrollable region for Search Results Screen

The region underneath the Search bar is considered one large scrollable

# **3.1.5** No Results message

# 4.0 - Account screen

atl			10:22 A	
QShop			Q	•
Change	RogerFed Downloads 1	Upo	lates	3
Recently V	Tewed			
	Fantasy FootbalThe Worldwide Lea★★★☆☆☆ 3298 F	der In S	ports	\$0.99
	Ask a Ninja Ninja Corp. ★★★★☆ 129 Ra	atings		\$0.99
	Vuvuzela Instrur Futbol Industries ★★★★☆ 11827			\$0.99
			Ν	lore >
Profile				
	ings & Reviews nodify your ratings and	d reviews	6	>
Edit Prof	ile			
	ır photo, email addres	s, passw	vord, etc	<b></b>
Payment Change yo	Info ur billing methods for	purchas	es	>
Sign Out				>



Downloads If app download or install fails, a warning icon is displayed in place of number badge.

# Account Avatar & Username

The user has a default avatar but can change their avatar by tapping on it which takes them to the Change Avatar Screen (See Section X.Y.Z).

Tapping on this button takes the user to the Downloads Screen (See Section 4.1). This button may be "badged" with the number of application downloads/ installs that are in progress.

Tapping on this button takes the user to the Updates Screen (See Section 4.2). This button may be "badged" with the number of application updates that

# 4.0.4 Recently Viewed section

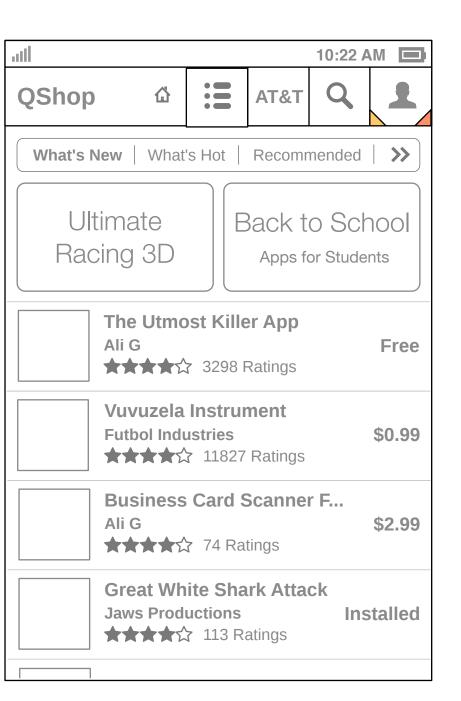
This section displays the last 3 applications that the user has viewed the Product Details Screen for. There is a 'More' button that takes the user to the Recently Viewed List Screen (See Section X.Y.Z) so that they can see more apps they have recently viewed (max number for this list is TBD).

• Your Ratings & Reviews: Tapping this list item takes the user to the My Reviews Screen (See Section 4.3).

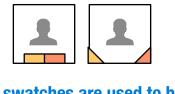
• Edit Profile: Takes the user to the Edit Profile Screen (See Section X.Y.Z).

• Payment Info: Post-December feature. Takes the user to the Payment Info Screen (See Section X.Y.Z) where they can change their billing info.

• Sign Out: Tapping this list item signs the user out of the store, making them anonymous. The Account Screen transitions to the signed-out state.



# Account tab with micro-badges



**Colored swatches are used to badge** the 'More' button to indicate whether there are active downloads or app updates available.

# Downloads screen showing active download/install progress

atl				10:22 A	M
QShop			AT&T	Q	•••
Back			D	OWNL	OADS
	Fantasy F			.86 MB	
	Tecmo Bo		downloac	I	
Application	ns you own				
	Ask a Nin Ninja Corp A		Ratings	In	stalled
	Baseball FanHouse ★★★★☆	Inc.	•		stalled
	San Diego SD Transit	Authorit	ÿ	Pur	chased

1. TBD: Can we browse the store while a download/install is in progress? If so, we could take the user to a list of downloads in progress as shown above. Downloads can happen one at a time but are in a queue.

# **Downloads screen - no active downloads/** installs

att				10:22 A	
QShop			AT&T	ď	•
Back	]		D	OWNL	OADS
Application	ns you own				
	Ask a Nin Ninja Corp. ★★★★☆☆		Ratings	In	stalled
	Baseball FanHouse ★★★★☆☆	Inc.			stalled
San Diego Trolley Sche         SD Transit Authority         ★★★★☆ 3298 Ratings					
	Blitz Chal SportGame	es LLC		In	stalled
	2010 Fant Internation ★★★★☆	al Sport	s Netwo	rk In	stalled

# 1. App list item

Tapping on an app the user has installed or purchased takes them to the Product Details screen in the correct state (Installed, Purchased). From the Product Details screen they will be able to Launch the app, Rate/ Review, Install (if deleted), Change price plan or cancel subscription, and view the full product details.

# **Updates screen**

atl	10:22 AM
QShop 습	
Back	UPDATES
6 updates available	
Ask a Nin Ninja Corp Version 1.3	September 15, 2010
Baseball FanHouse Version 2.1	September 14, 2010
SD Transit	September 12, 2010
Blitz Cha SportGame Version 1.0	LC >
	/ Draft Kit ports Network >
version 1.0.	Update all

# 1. App list item

Tapping on an app list item takes the user to the Update Details screen for that app.

# 2. Update all button (Not for Dec - 1.0)

Tapping on the Update all button should cause the Actions bar at the bottom to display a prompt to confirm the action. Note: This button and action bar will not appear in the Dec 1.0 release.

# **Updates screen**

Update all button is replaced by Continue & Cancel buttons

atl				10:22 A	
QShop			AT&T	ď	•••
Back	]			UPE	DATES
6 updates a	available				
	Ask a Nin Ninja Corp Version 1.3.		Septembe	er 15, 20	<b>&gt;</b> 10
	Baseball FanHouse Version 2.1	Inc.	0		<b>&gt;</b> 10
	San Diego SD Transit Version 1.4	Authorit	.y		<b>&gt;</b> 10
	Blitz Chal SportGame Version 1.0.	es LLC		st 30, 20	<b>&gt;</b> 10
	2010 Fan	tasy Dr	aft Kit		
	Internation	al Upda	ate all a	pplica	tions?
	Version 1 0 Ca	ncel	С	ontinu	e

# 1. Continue

Tapping the Continue button should take the user to the Downloads screen which would be showing a queue of app download/installs.

# 2. Cancel

Tapping on the Cancel button should return the Action bar to the previous state. Tapping anywhere else on the screen should also have the same effect.

all			10:22 A			
QShop රු						
Back		UPD/	ATE DE	TAILS		
Ask a Nin Ninja Corp Version 1.3		Septembe	er 15, 20	10		
This version includes m to update for.	any new	features	that you	'll want		
<ul> <li>Ask a question and pointing as.</li> <li>Video chat with a ning</li> <li>Learn how to make you</li> <li>Submit photos of ning</li> <li>Techniques for battling</li> <li>Fixed bug related to a</li> </ul>	a. bur own t as you've g with pir	hrowing seen (ye ates.	stars.			

# **Update Details screen**

Update

# 1. Update button

Tapping on the Update button should cause the Actions bar at the bottom to display a prompt to confirm the action.

# **Update Details screen**

all				10:22 A	
QShop			AT&T	ď	•••
Back			UPD/	ATE DE	TAILS
	Ask a Nin Ninja Corp Version 1.3		Septembe	er 15, 20	10
to update f - Ask a qu ninjas. - Video ch - Learn ho - Submit p - Techniqu	n includes m or. estion and po at with a ninja w to make yo hotos of ninja es for battling g related to a	ose it to a a. our own t as you've g with pir	an expert hrowing s seen (ye ates.	panel of stars.	12
			A	re you	sure?
	Са	ncel	С	ontinu	е

# 1. Continue

Tapping the Continue button should take the user to the Downloads screen which would be showing a queue of app download/installs.

# 2. Cancel

Tapping on the Cancel button should return the Action bar to the previous state. Tapping anywhere else on the screen should also have the same effect.

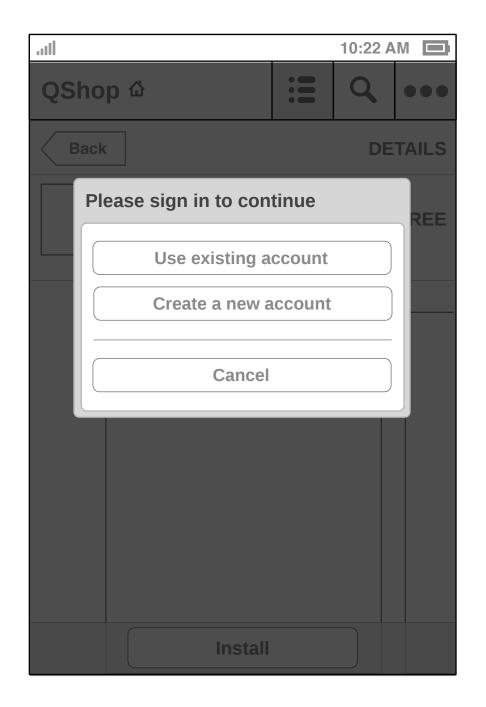
# My Reviews screen

atl	ull 10:22 AM						
QShop							
Back YOUR REVIEWS (8)							
		S S	show ap	ps I've	rated		
Fan	tasy F	ootbal	l 2010				
	Edit		🖸 Del	ete			
★★★★☆ Ver Samantha T Th and win first place	<ul> <li>Way better than I expected</li> <li>★★★★☆ Version 1.1.4 Sep 16, 2010</li> <li>Samantha T This helped me stay on top of my league and win first place! I was able to beat my opponents by being able to act quickly and add hot players to my roster before anyone clea could</li> </ul>						
San	Dieg	o Trolle	y Sche	dule			
	Edit		🗴 Del	ete			
Now I'm never la		•		aver!			
<b>Samantha T.</b> - What a pleasant surprise to find such a useful application for my phone that I use every single day. Now I have essential trolley schedule and maps at my							
fingertips and I think my friends have noticed that I'm much more punctual as a result. I give this 4 stars though because I think they really need to improve the speed at which the application loads.							
Ask a Ninja							
Edit Delete							
★★★★☆ Ver	sion 1.	1.4 Sep	16, 2010	)	   		
		ading I	nore		     		

# **Create New Account Screen**

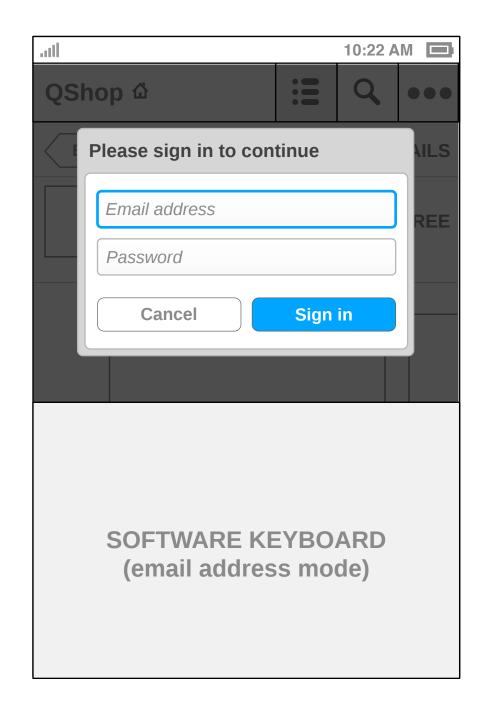
atl		10:22 A	M
QShop		Q	
Back	EATE A	N ACC	OUNT
Username			
Required			
You'll use this to sign in.			
Password			
Required			
Must be at least 7 characters.			
Re-type your password		_	
Required			
Just making sure we got it right!			
Display name		_	
Optional			
This name will be shown to other us for an application.	sers if you	u write a r	eview
Choose a security question			
- Select one -			
Your answer (Required)			
Choose another security qu	estion		
- Select one -			
Your answer (Required)			
Continue			

# Sign In or Register dialog



1. Sign In or Register dialog Displayed when the user attempts to perform an action that requires authentication (e.g. download an app, update an app, etc).

# Sign In dialog



- 1. Sign In dialog Displayed when the user chooses "Use existing account" from the Sign In or Register dialog.
- 2. Error cases - Incorrect email address or password. Don't say which is incorrect.
- 3. Forgot password prompt TBD: Display this on the Sign In dialog at all times or only after an attempted sign-in fails?



- TBD).
- 2. Error cases

- 5. Password field

# **Password Required dialog**

	10:22 AM		
) <b>ப</b>		Q	•••
sword required to	o contir	nue	AILS
ger.federer@tennisle	egend.co	om	REE
assword			
Cancel	Contir	nue	
OFTWARE KE	EYBO	ARD	

# 1. Password Required dialog

Displayed when the user attempts to perform an action that requires authentication and they have previously signed in but have not entered their password in the past X minutes (length

- Incorrect email address or password. Don't say which is incorrect.

# 3. Forgot password prompt

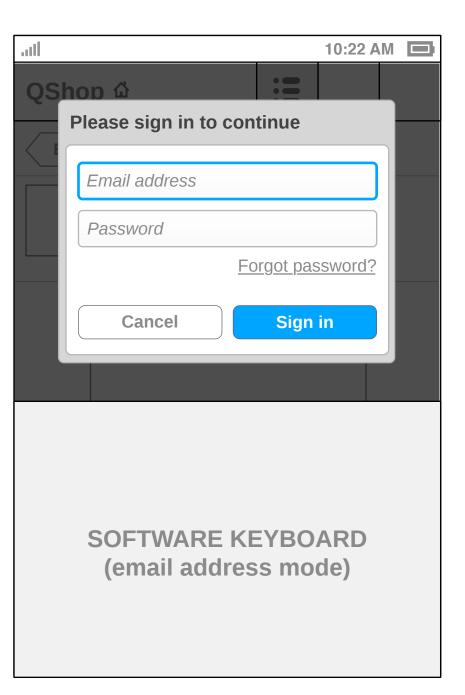
TBD: Display this on the Sign In dialog at all times or only after an attempted sign-in fails?

# 4. Non-editable Email address field

TBD: Should the Email address field be editable? In some cases where we want to show this dialog (e.g. app updates, My Profile changes, etc) the user must sign in using a specific email address so it makes sense to have the field non-editable.

This field should obscure the character entered after X seconds (length TBD).

# Sign In dialog w/ forgot password prompt



# 1. Forgot password prompt TBD: Display this on the Sign In dialog at all times or only after an attempted sign-in fails? Or force them to use the My Profile/Account screen?