

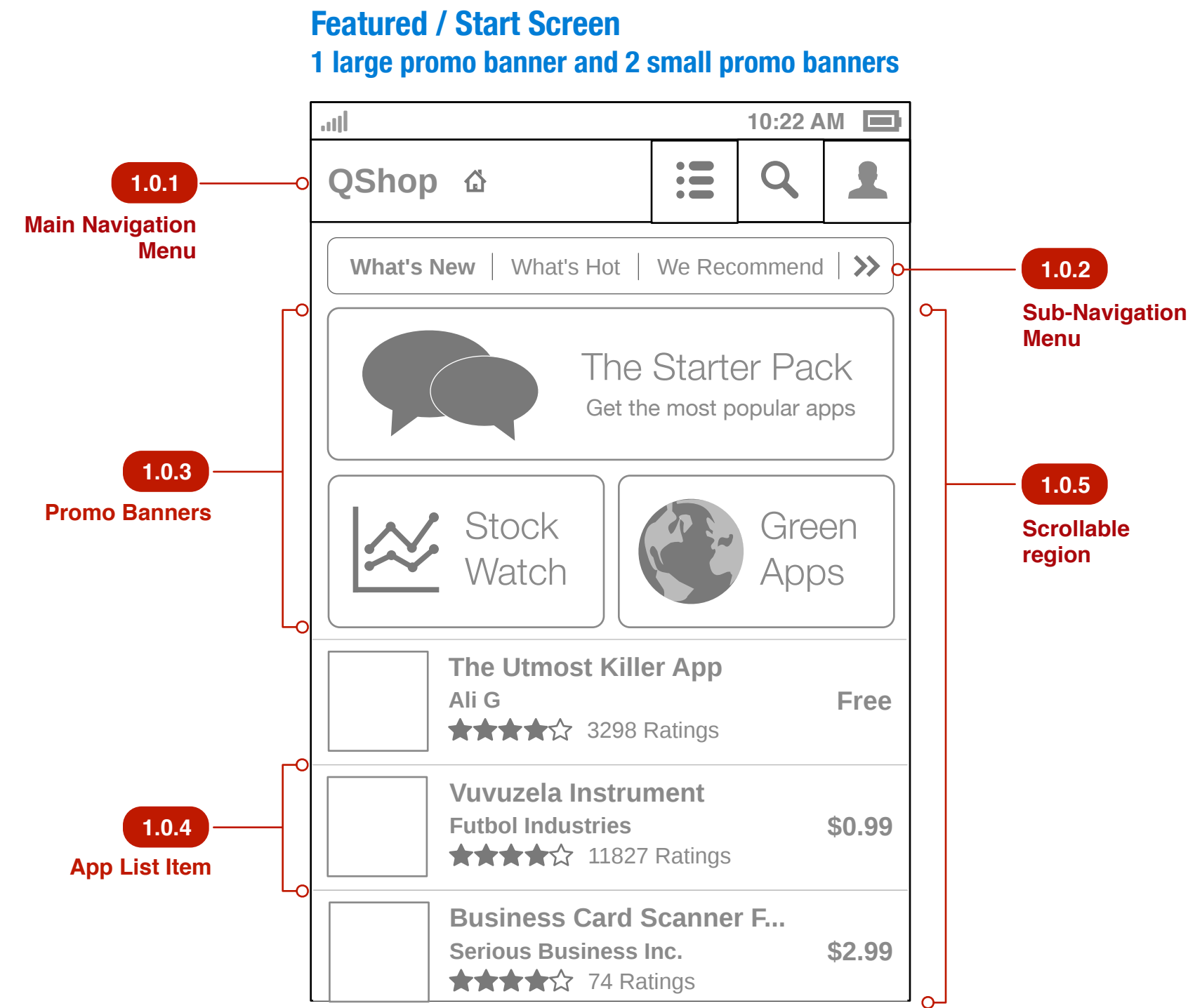
# Mobile Store (HVGA 320 x 480)

## User Experience Specification

AUTHOR	Dæ æ } Û[ [ { [ }
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 ^&acirc; ) È
VERSION HISTORY	<div><div>0.1 :: DRAFT for 1st checkpoint review with PM/UE</div><div><div>• Featured Screen, Categories &amp; Subcategories screens, Product Details screen</div></div></div> <div><div>0.2 :: DRAFT for 2nd checkpoint review with PM/UE</div><div><div>• Added Search screens, Sign In screens, Account Registration screen, Install screens</div></div></div> <div><div>0.3 :: DRAFT for 3rd checkpoint review with PM/UE</div><div><div>• Updated Product Details screens to account for Pre-purchase, Downloading, Installed, and Purchased states.</div><div>• Added Download/Install flow screens.</div><div>• Added Downloads screens</div><div>• Added Updates screens</div><div>• Updated the More Menu to now be a full fledged Account screen.</div><div>• Added multiple variations of the Featured/Start screen showing different promo banner layout options.</div></div></div> <div><div>0.4 :: DRAFT for review with engineering teams.</div><div><div>• Updated many screens with more detail including Featured/Start, Categories, Sub-categories, Categories List, Product Details, Flag As Inappropriate, Reviews List, and Rate &amp; Review.</div></div></div> <div><div>0.5 :: DRAFT for review with engineering teams.</div><div><div>• Updated screens with more detail: Search screen, Search Results screen, Account screen, and Account Registration screen using username, password &amp; security questions.</div></div></div>

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



**1.0.1 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
- Account 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*).

**1.0.2 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 of them.

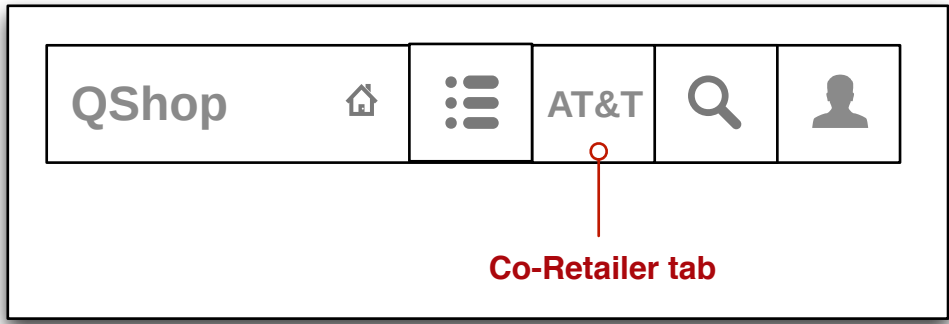
**1.0.3 Promo Banners**  
The promo banner region should be flexible to handle varying sizes of banners (known in advance). The wireframe indicates two example sizes, (large horizontal banner and small banner). Promo banners may be linked to individual apps, and categories within the store including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

**1.0.4 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.

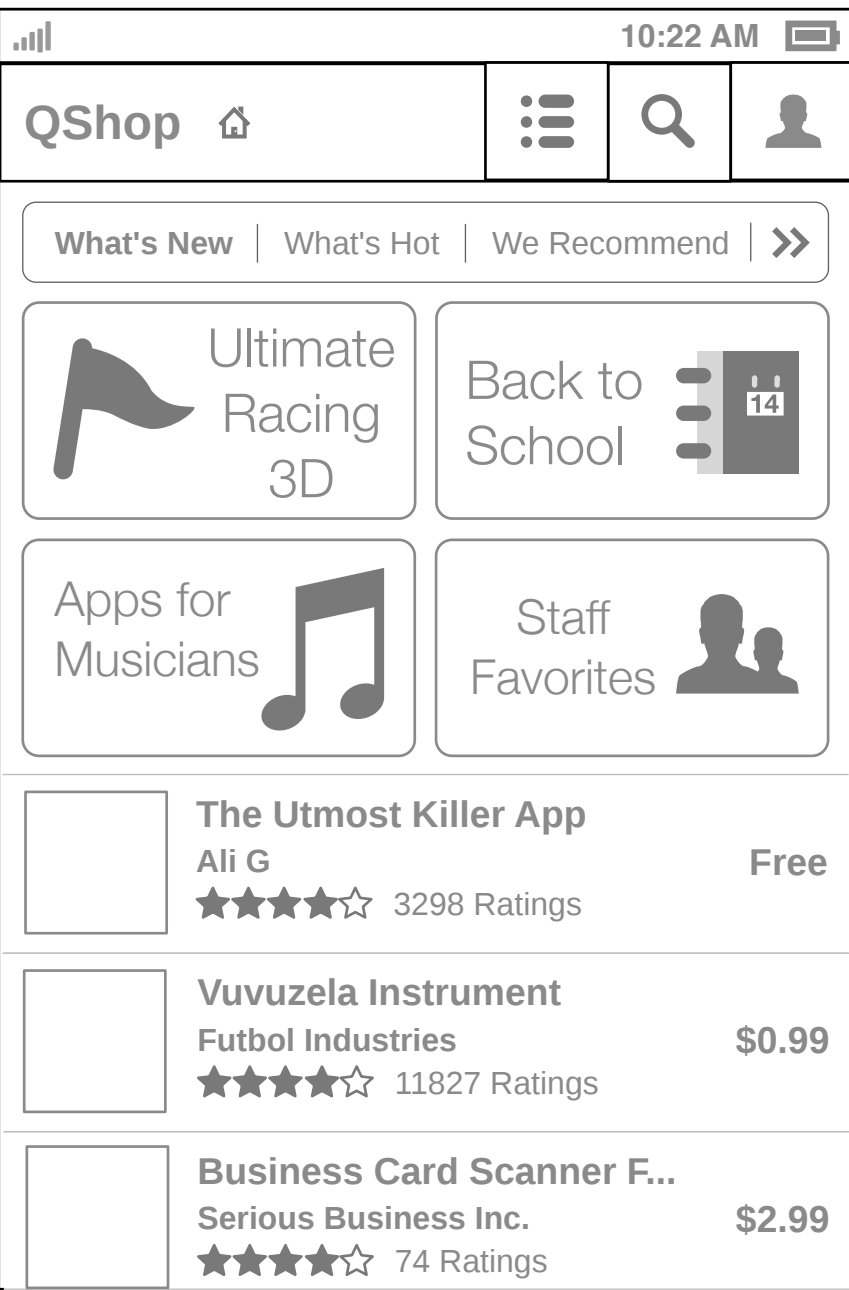
**1.0.5 Scrollable region for Featured/Start screen**  
The region underneath the Sub-Navigation menu is considered one large scrollable canvas.  
**Scrollbar animation:** A scrollbar overlay should appear briefly as soon as the screen finishes loading and then disappear. The scrollbar overlay should appear again when the user puts their finger down on this region and begins to scroll.

1.0.1.A Co-Retailer tab in Main Nav Menu (2.0 release)

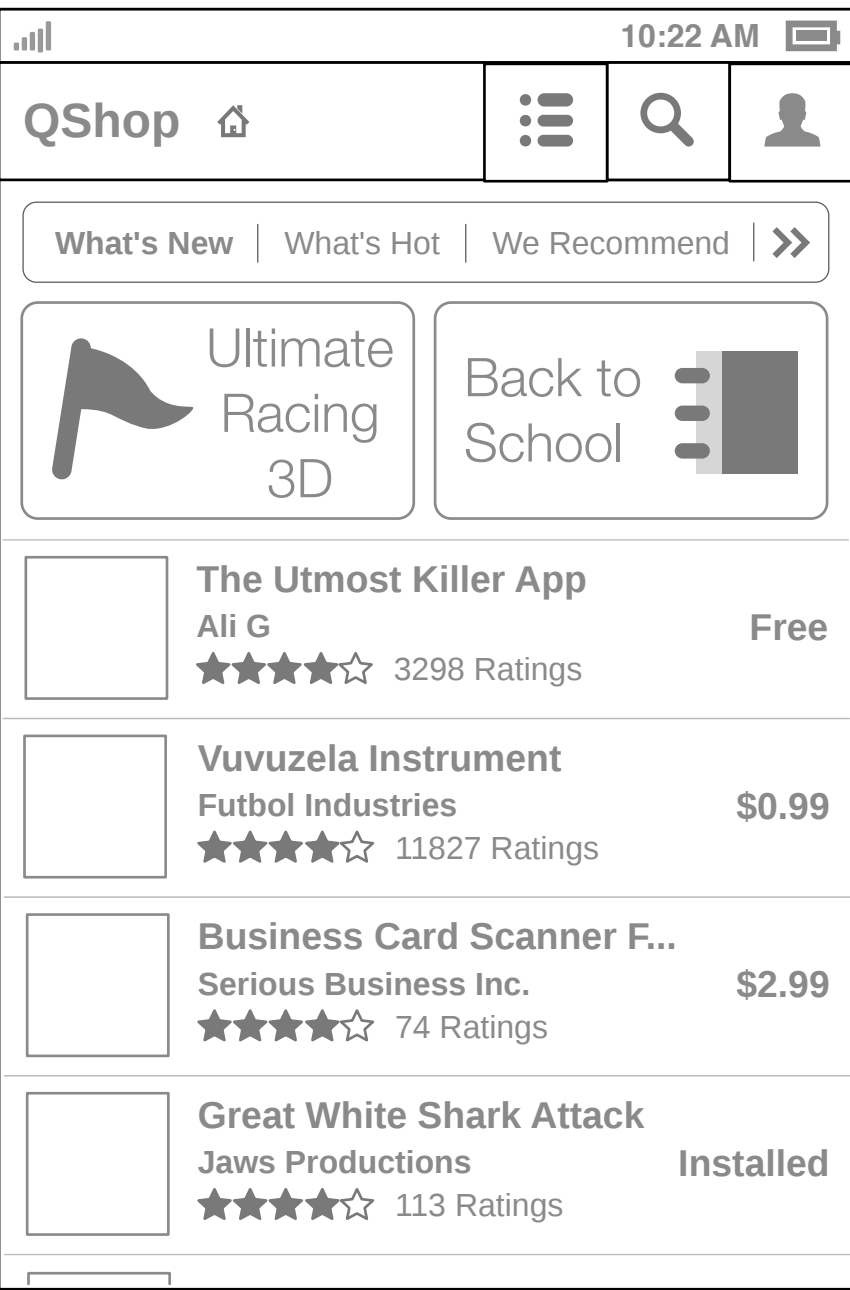


1.0.3.A Alternate promo banner layouts

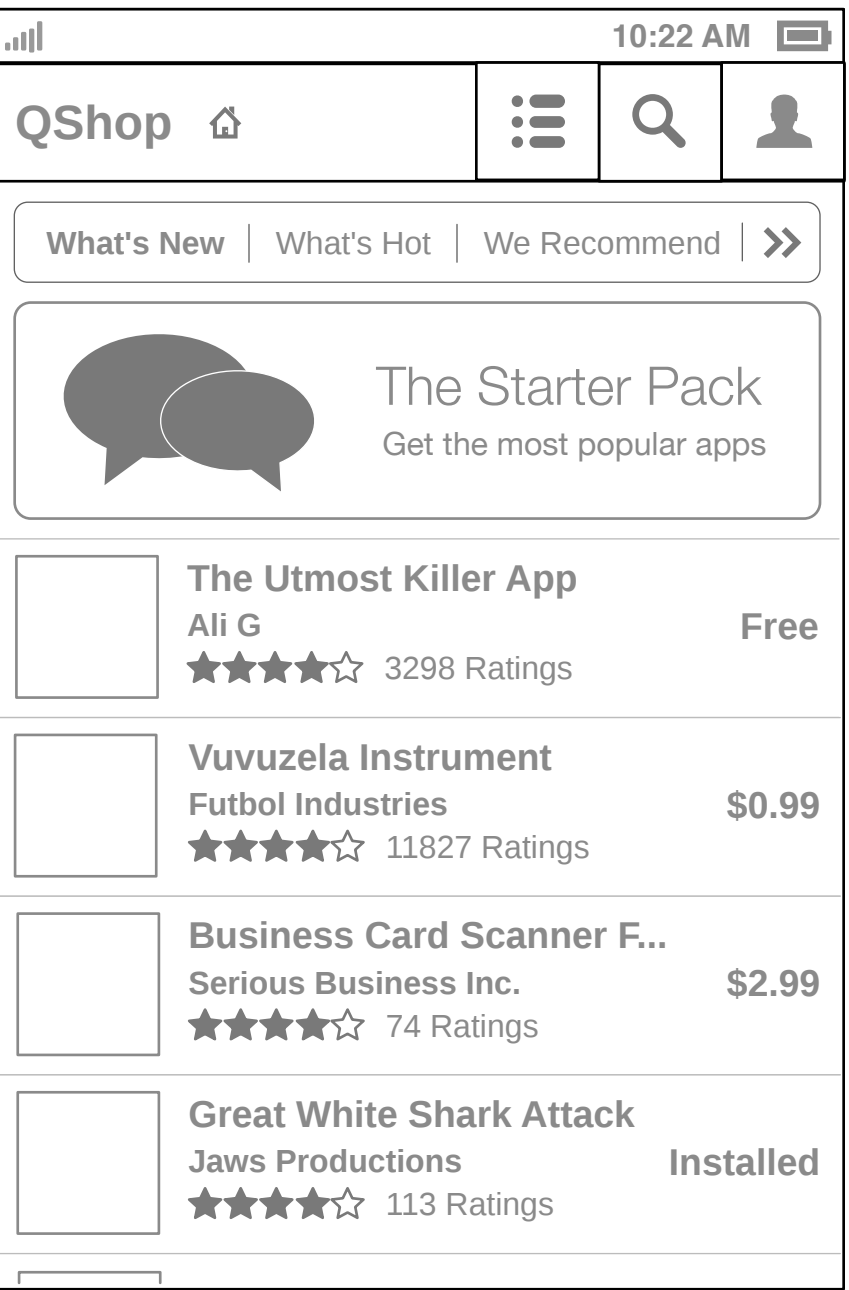
Featured / Start Screen  
4 small promo banners

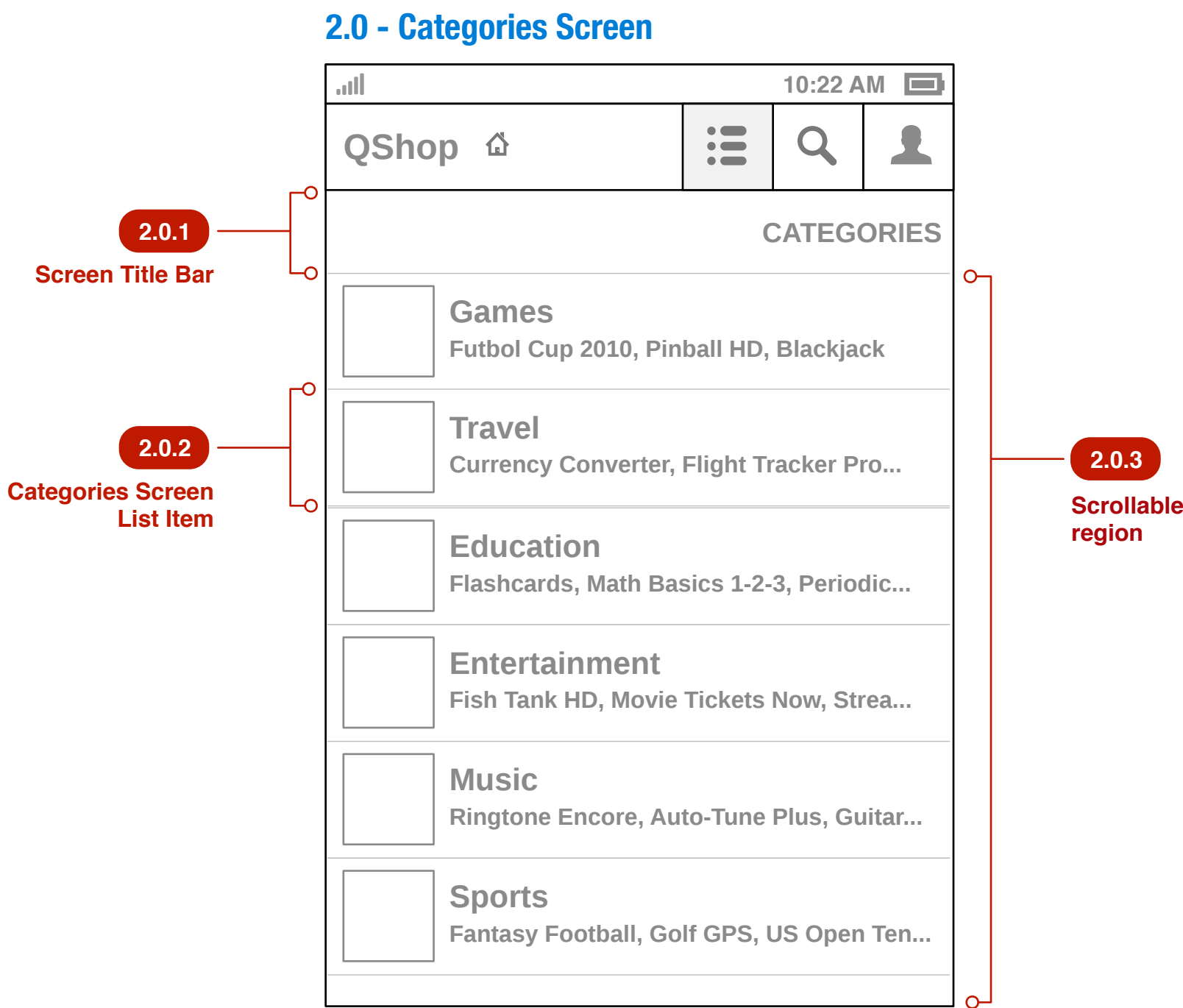


Featured / Start Screen  
2 small promo banners



Featured / Start Screen  
1 large promo banner



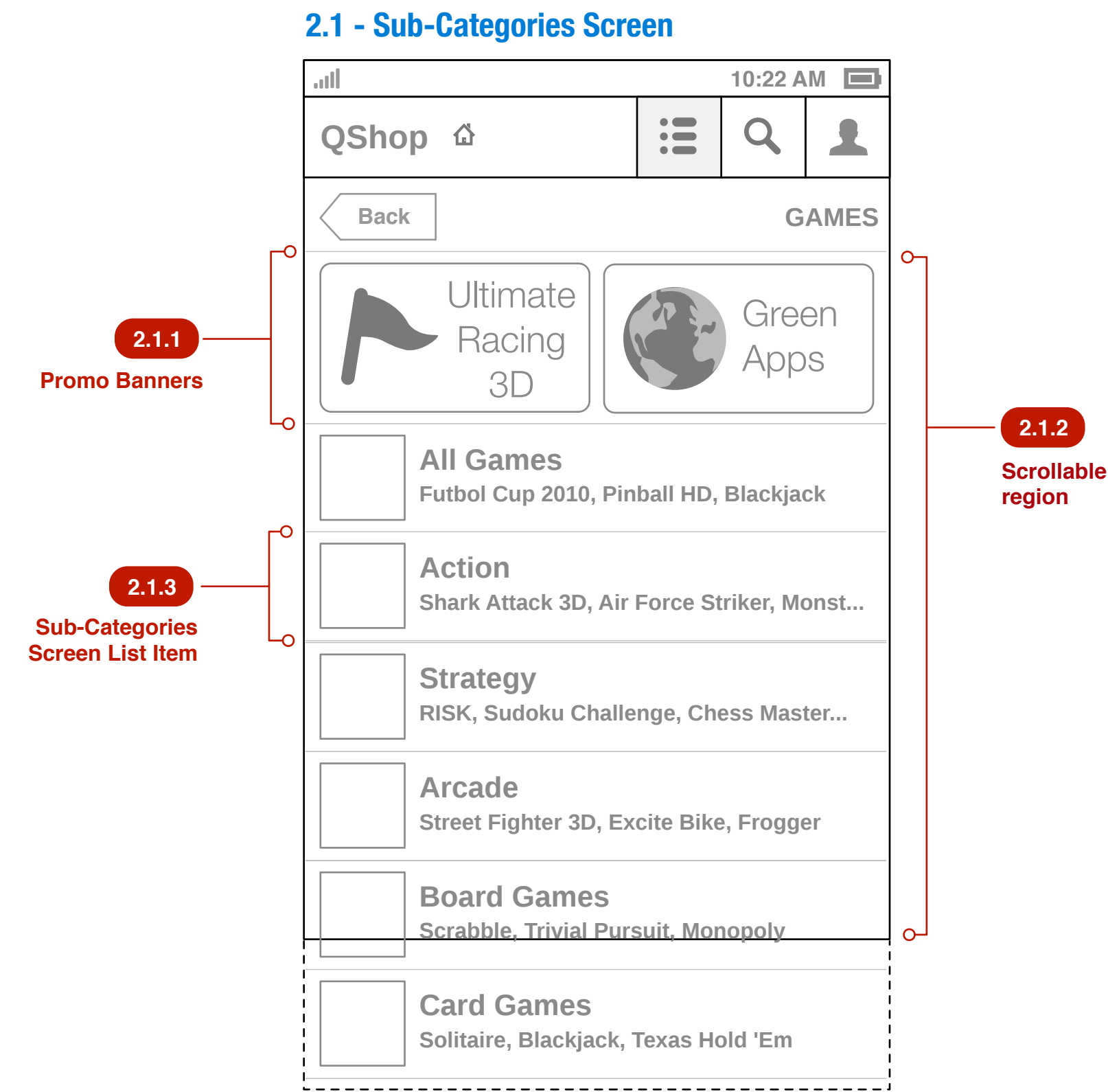


- 2.0.1

**Screen Title Bar**  
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 canvas.



- 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**

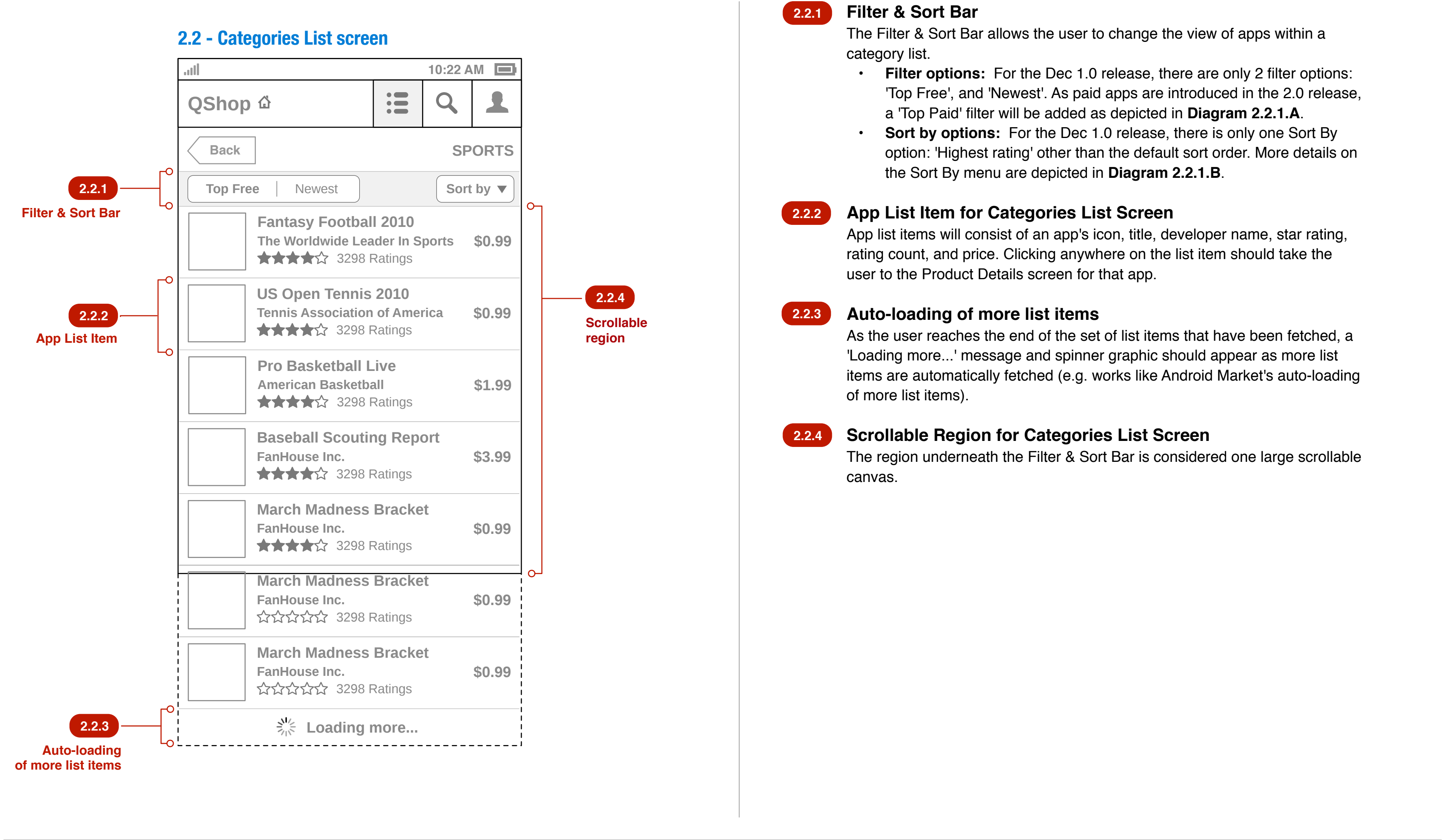
The region underneath the screen title bar is considered one large scrollable canvas.
- 2.1.3

**Sub-Categories Screen List item**

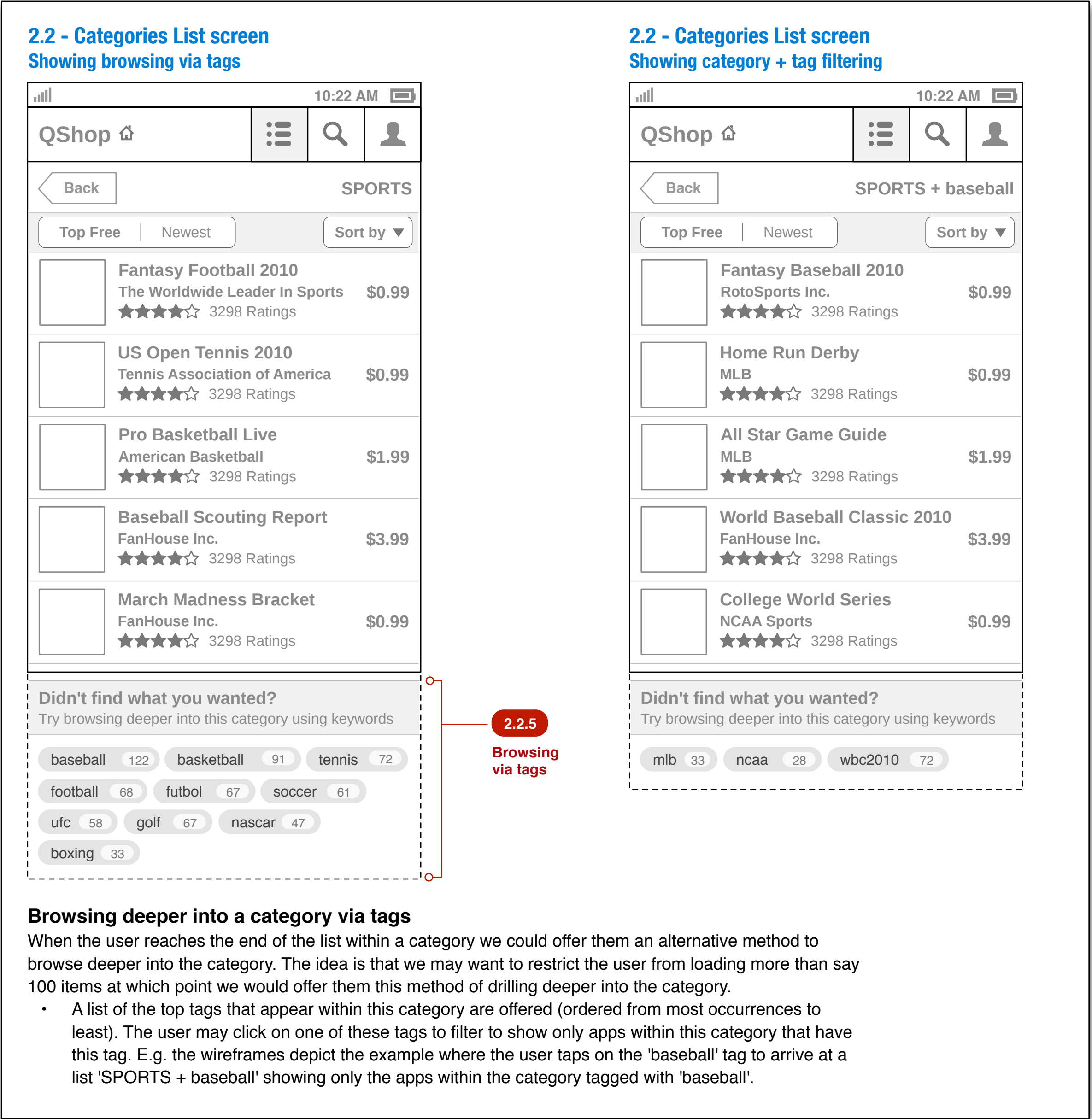
A list item that appears on the Categories screen may be link to a category, or a "smart" category. Each list item consists of:

  - 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.

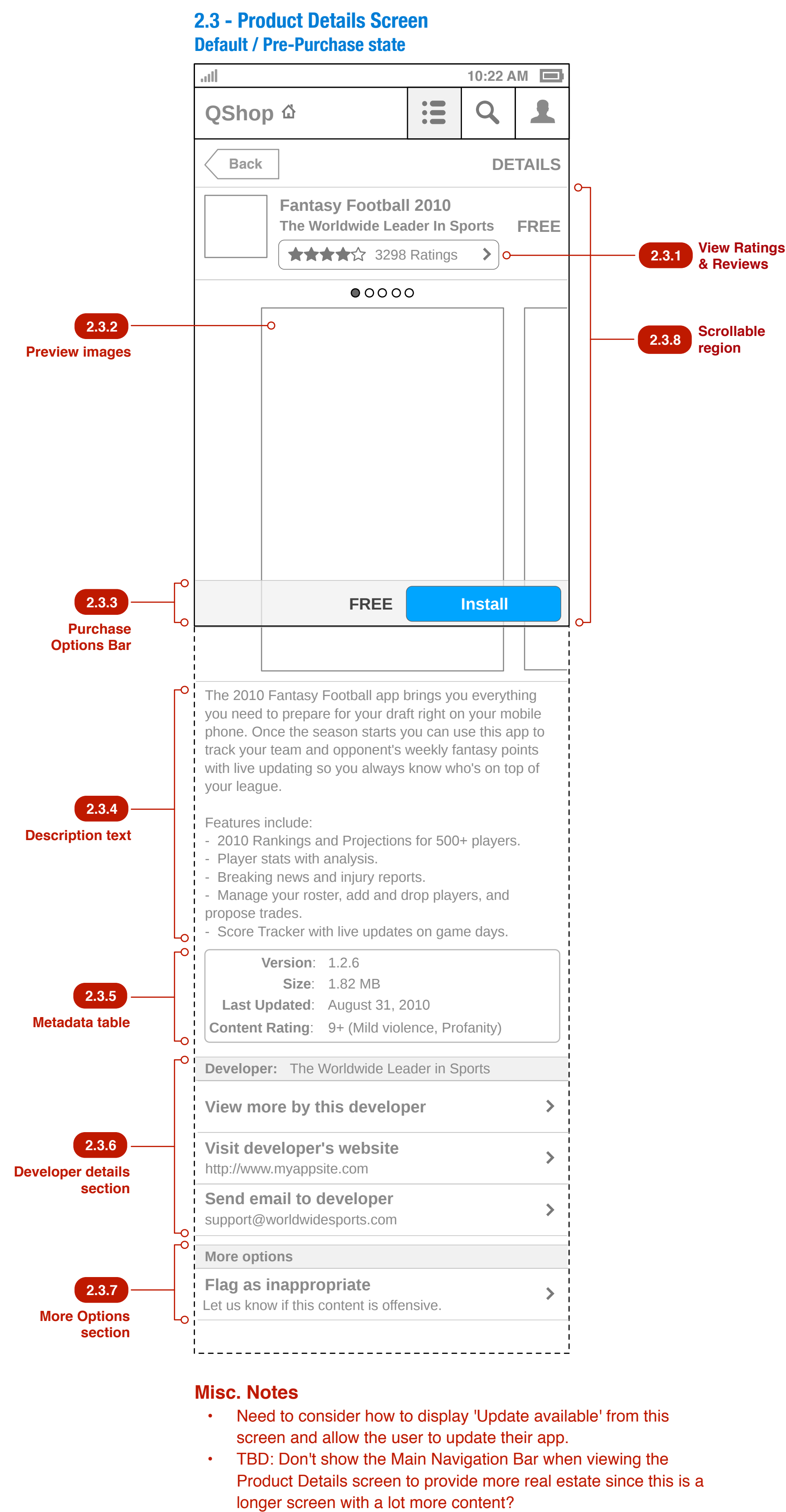


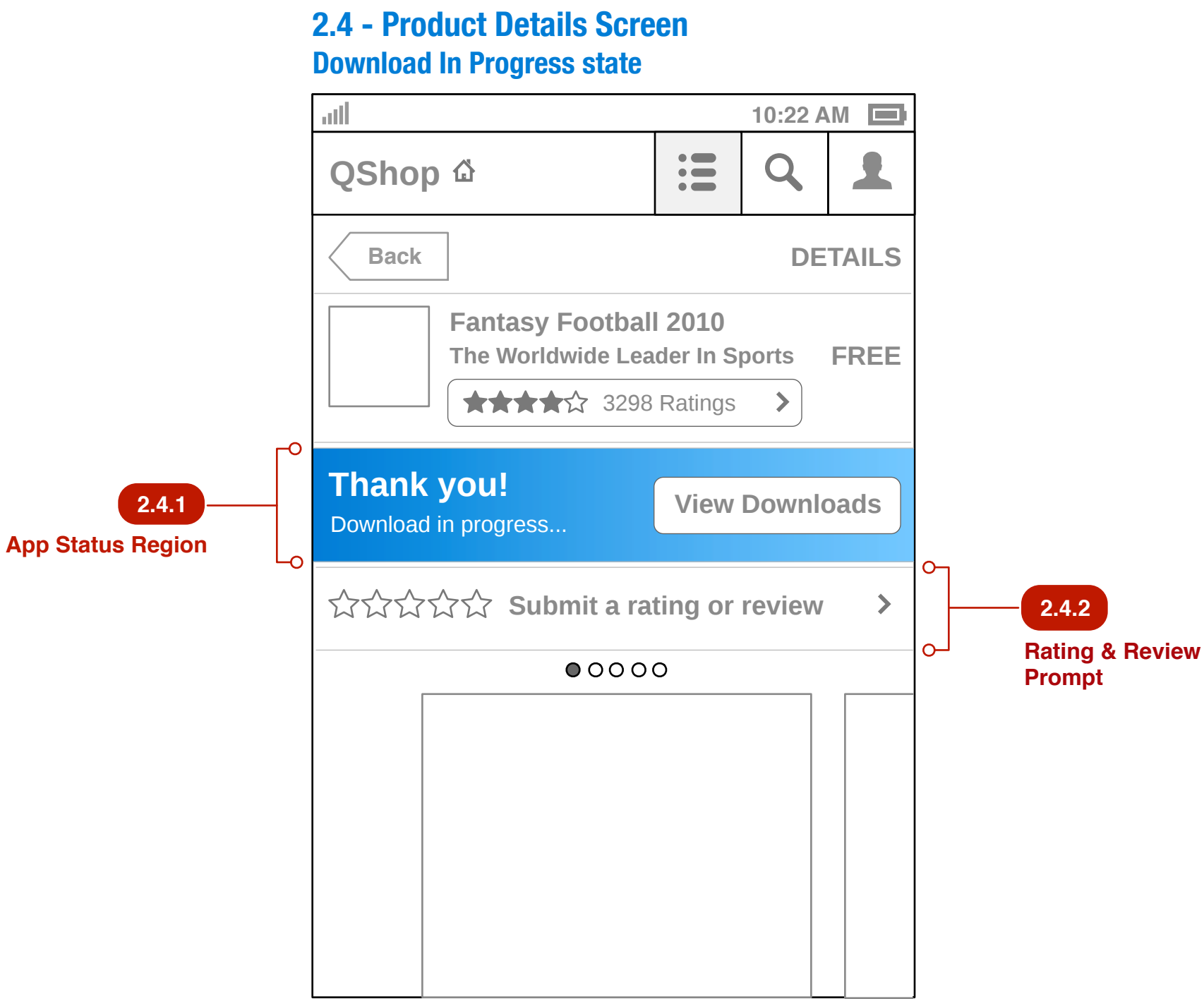


Browsing deeper into a category via tags (Post-December feature)





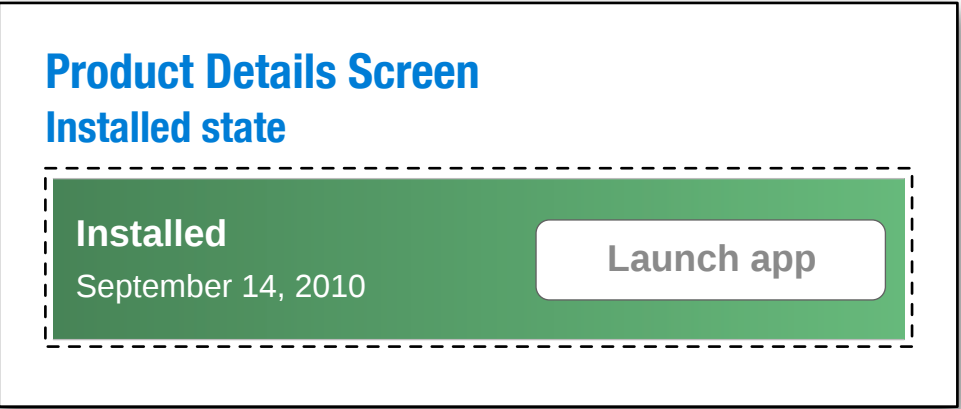




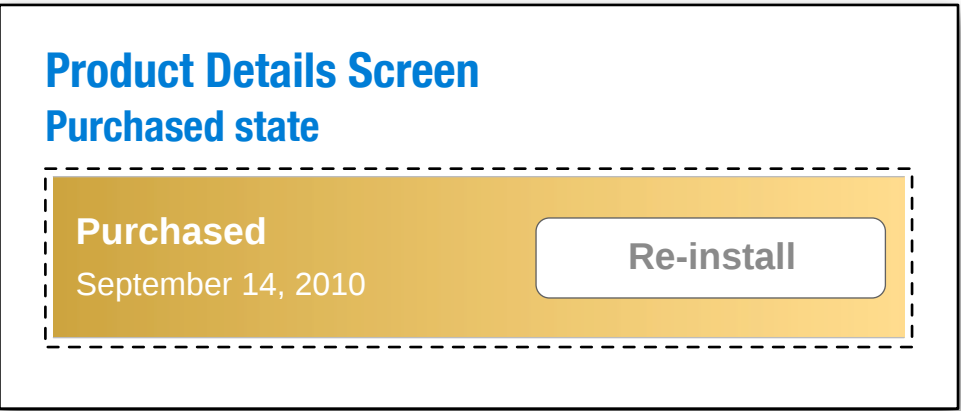
2.4.1  
App Status Region

2.4.2  
Rating & Review Prompt

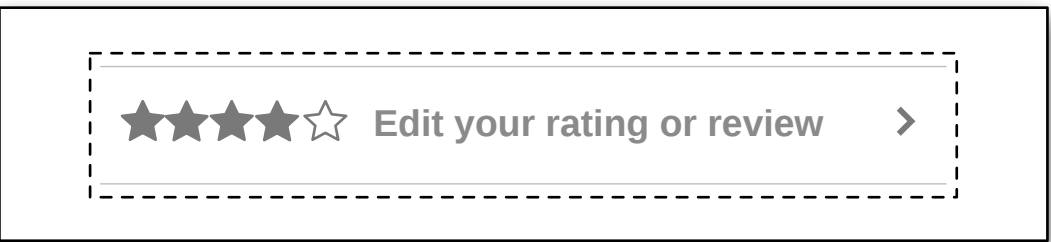
2.4.1.A App Status Region - Installed



2.4.1.B App Status Region - Purchased (2.0 release)



2.4.2.A Rating & Review Prompt - User has rated app



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

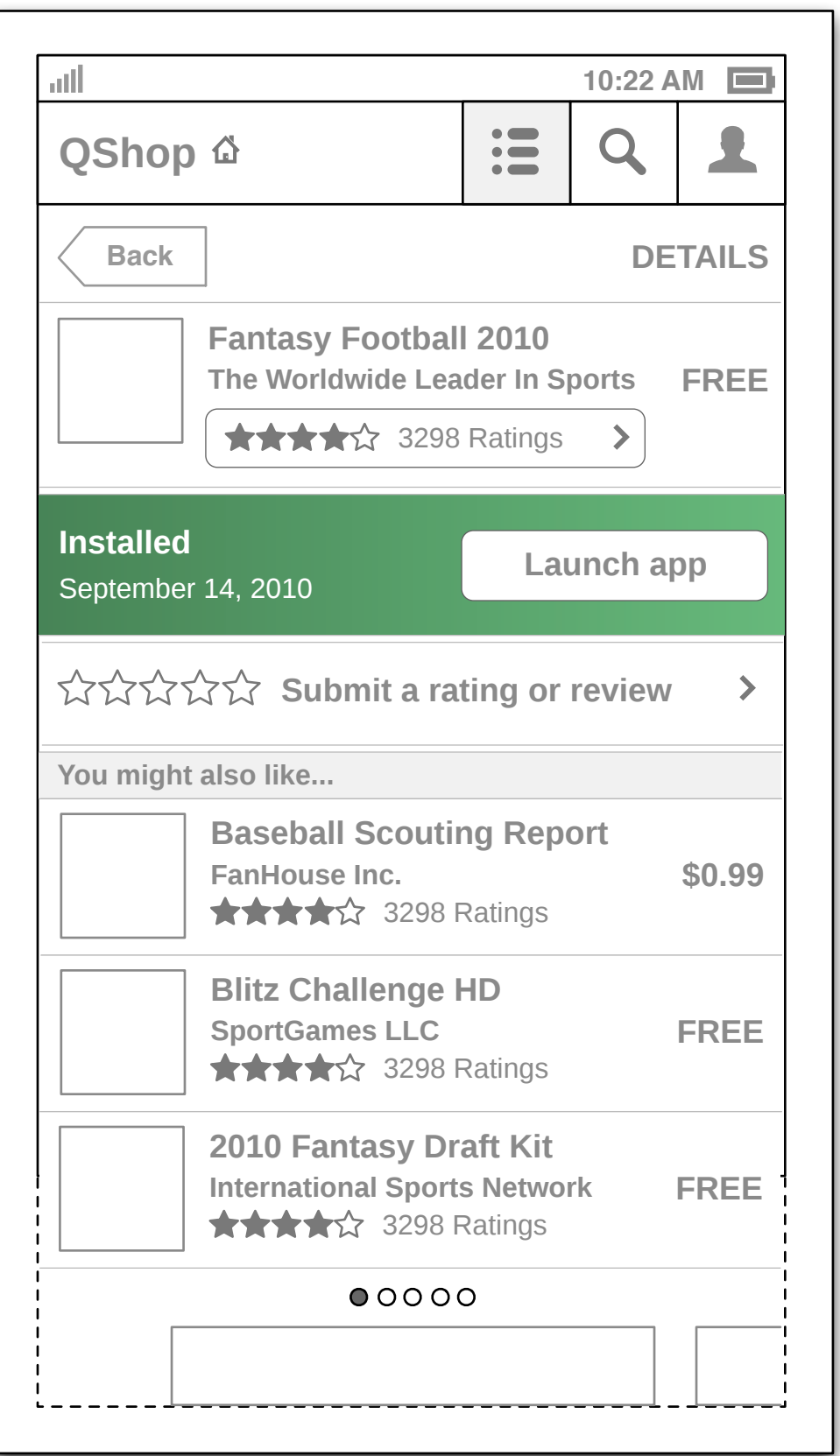
The Rating & Review Prompt will appear on the Product Details Screen if the user app's status is 'download in progress', 'purchased' or 'installed'.

- 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.

2.4.3.A Recommendations based on this app (Post-Dec)



2.5 - Flag As Inappropriate Screen

10:22 AM

Cancel

Submit

Flag as inappropriate

Fantasy Football 2010

Please tell us why:

Graphic violence

Sexual content

Hateful or abusive content

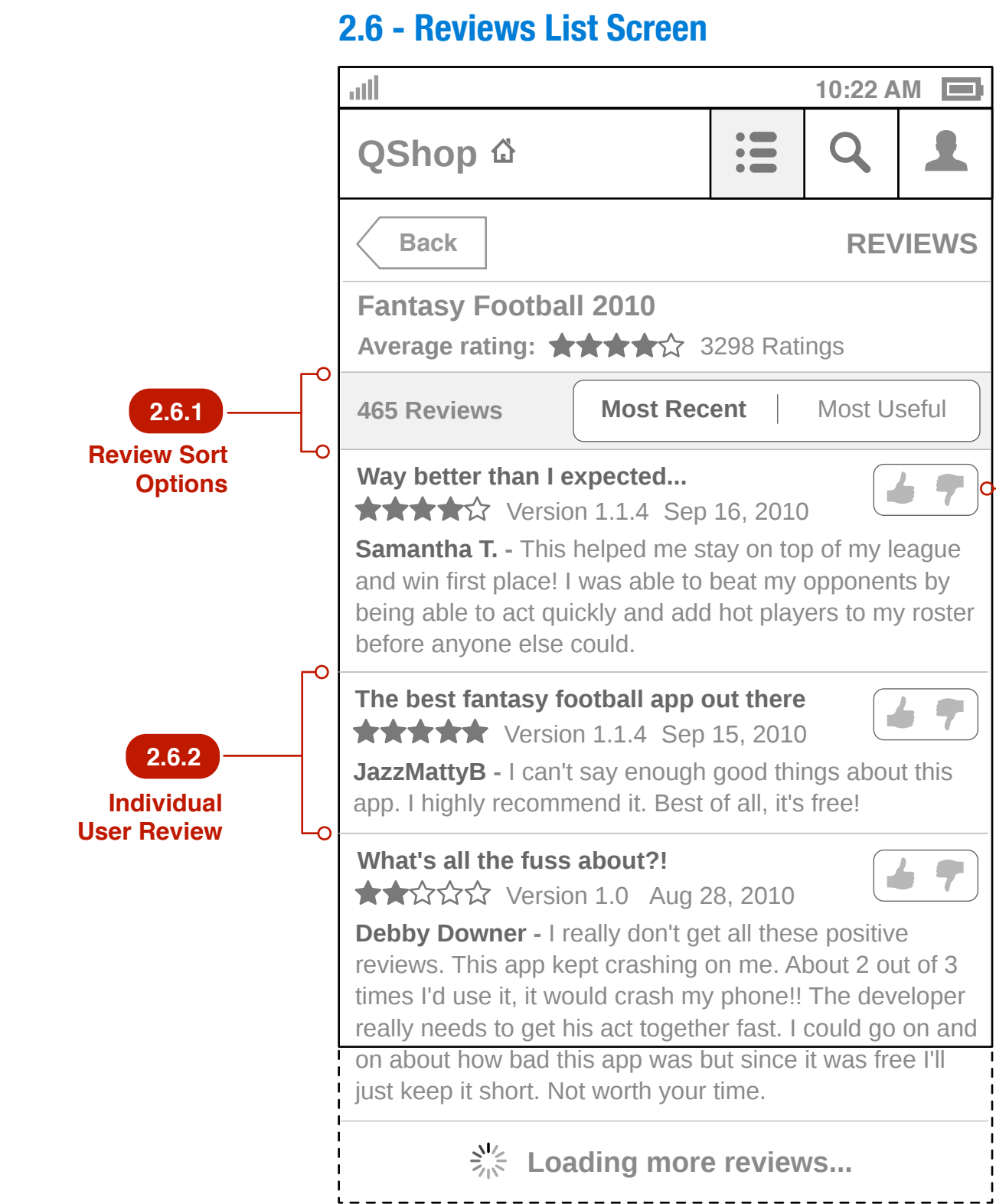
Other reason

Additional comments (optional)

2.5.1

Note Goes Here  
Notes details





2.6.1 Review Sort Options

- The user has two options for sorting the list of reviews:
- 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.
  - Most Useful: This shows the list of reviews in order of their usefulness score with reviews having the highest scoring shown first.

2.6.2 Individual User Review

- 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.
- 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".

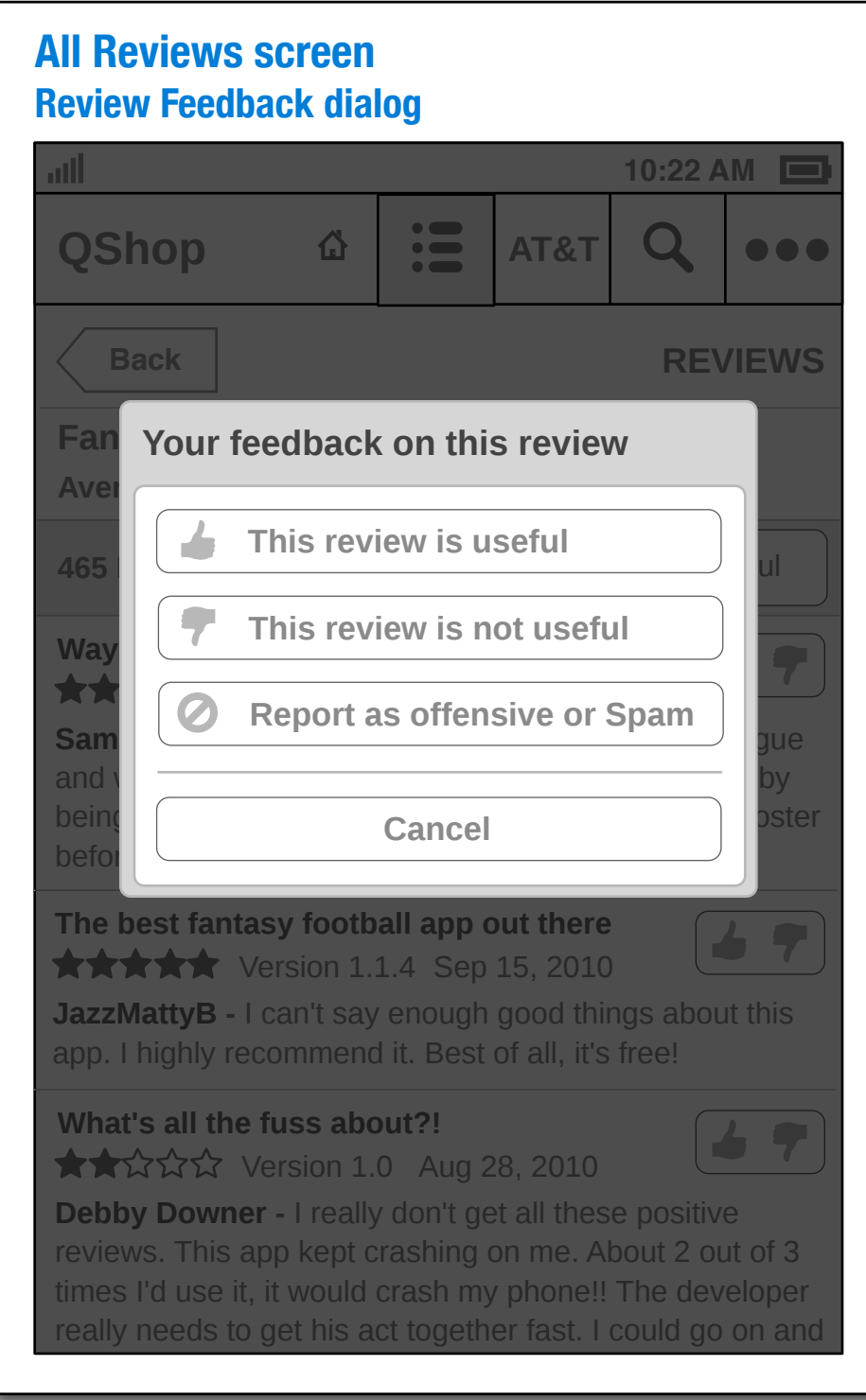
2.6.3 Review Feedback button

- 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.

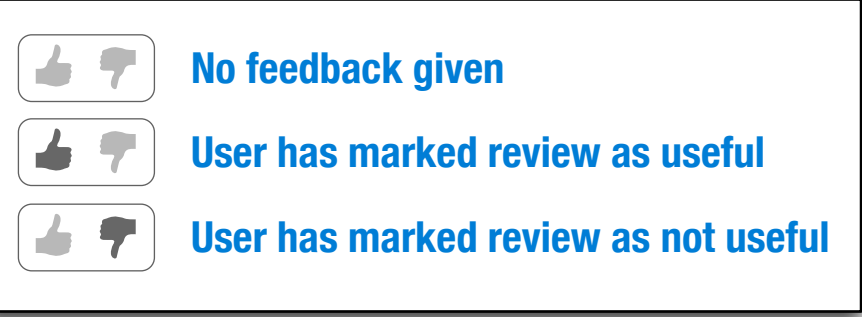
2.6.4 Scrollable region for Reviews List Screen

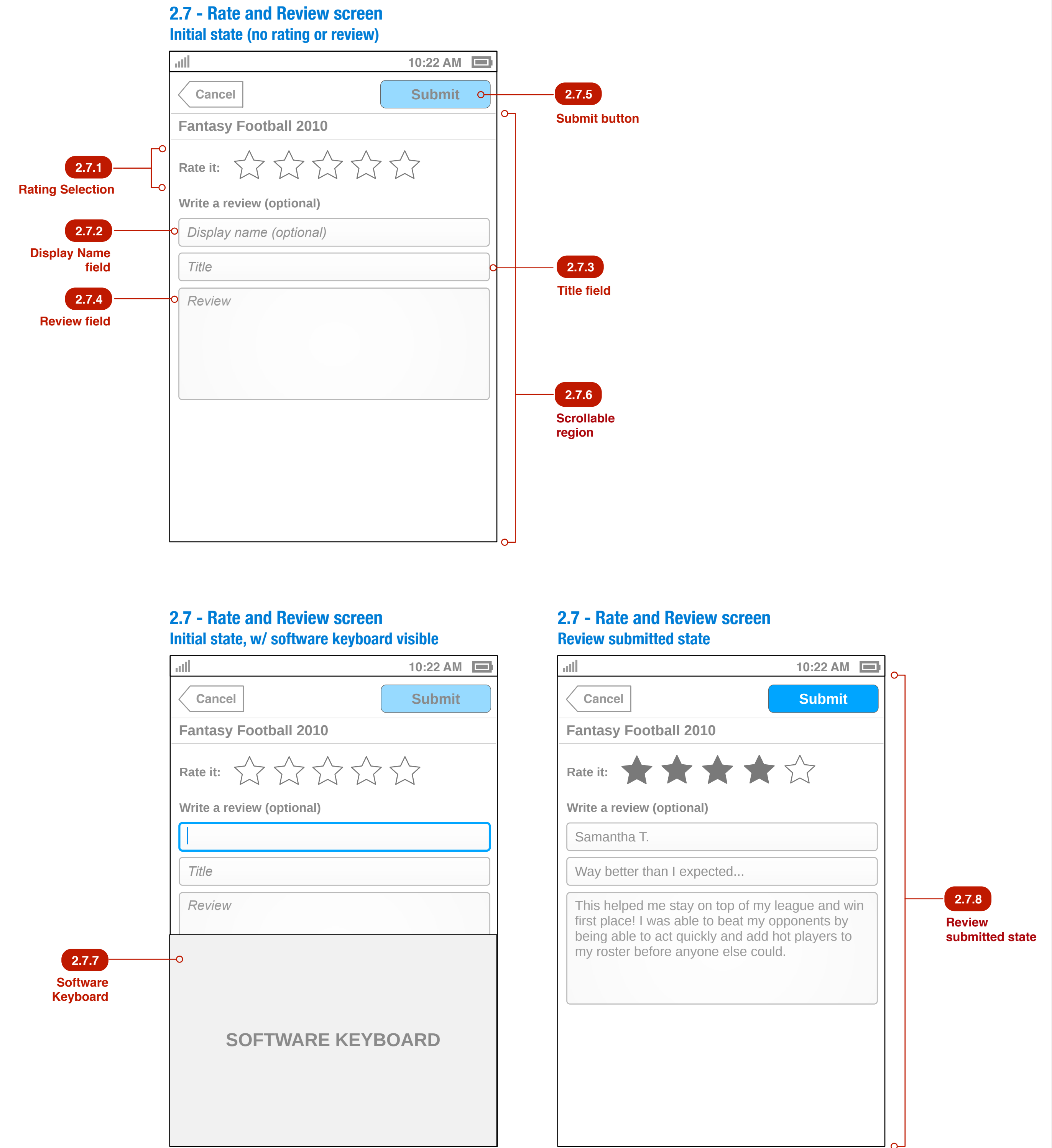
- The region underneath the screen title bar is considered one large scrollable canvas.

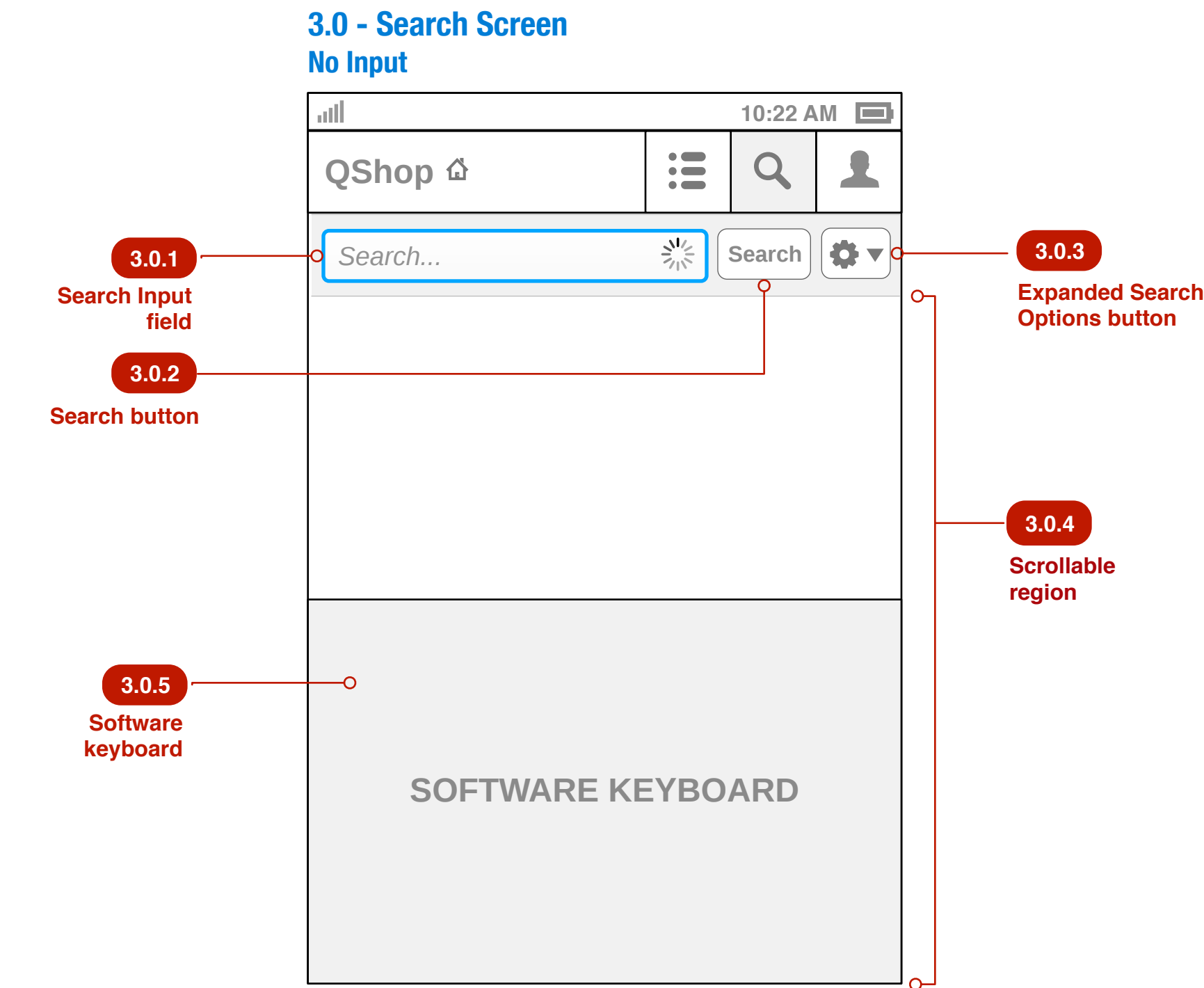
2.6.3.A Review Feedback Dialog



2.6.3.B Review Feedback button states







- 3.0.1

**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.
- 3.0.2

**Search button**  
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.
- 3.0.3

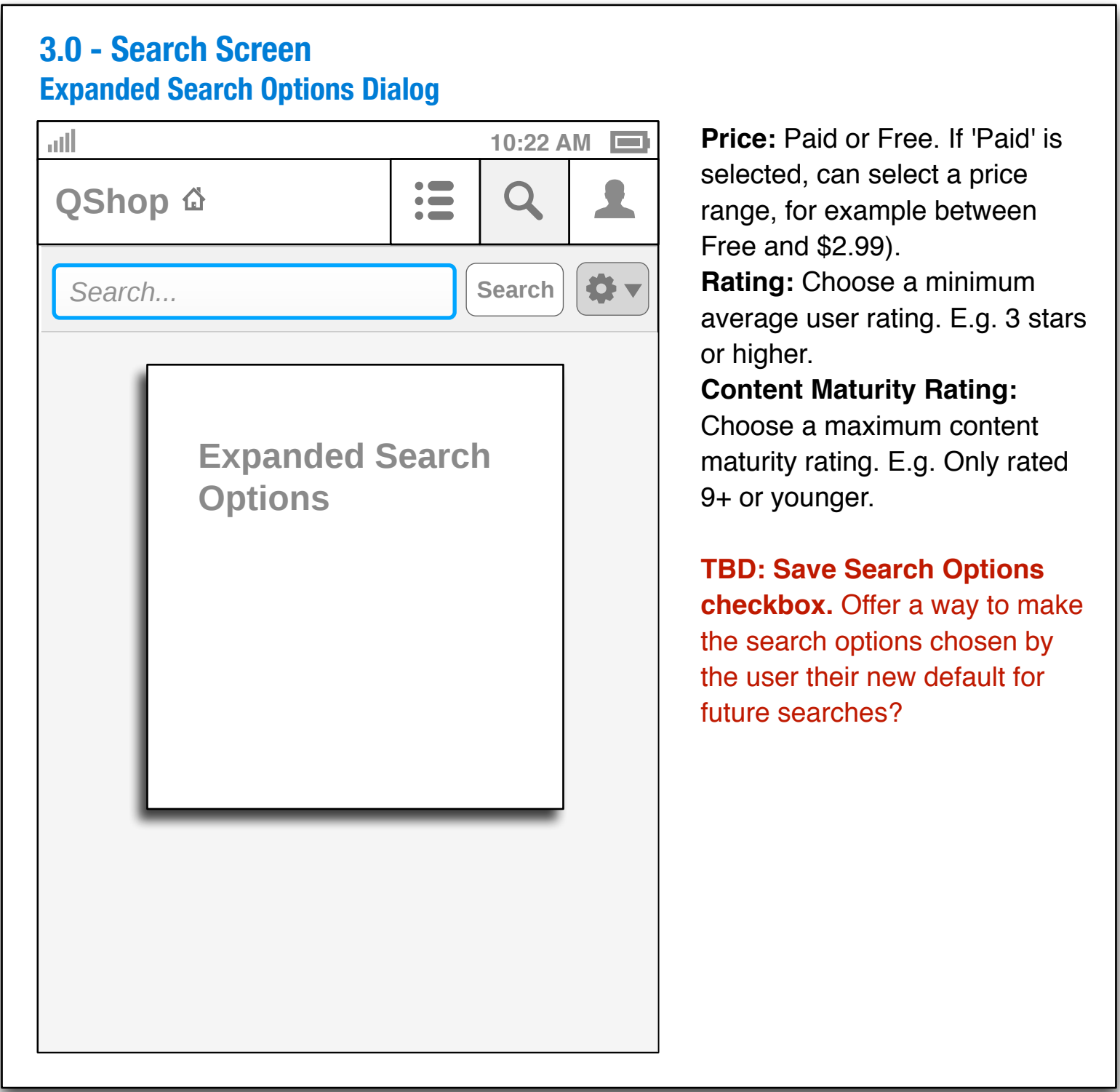
**Expanded Search Options button**  
Tapping on this button will display the Expanded Search Options Dialog that provides more options for constructing a search query. See **Diagram 3.0.3.A** for more details on the Search Options Dialog.  
If the user has changed from the default search settings, this button will be displayed in an "active" state to remind users that their search results are modified based on their expanded search option choices.
- 3.0.4

**Scrollable region for Search Screen**  
The region underneath the Search bar is considered one large scrollable canvas.
- 3.0.5

**Software Keyboard**  
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.
- 3.0.6

**Search History**  
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.

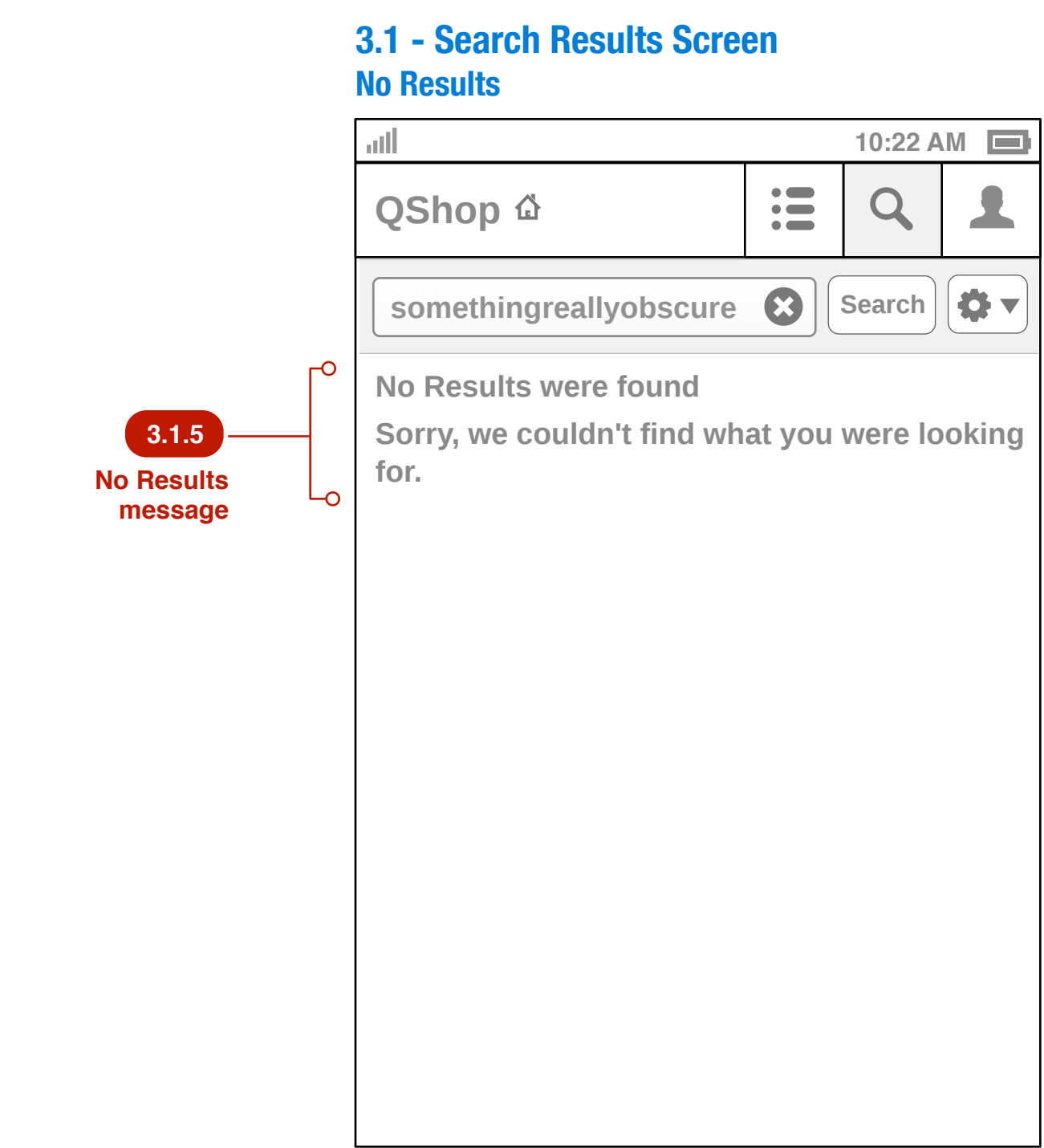
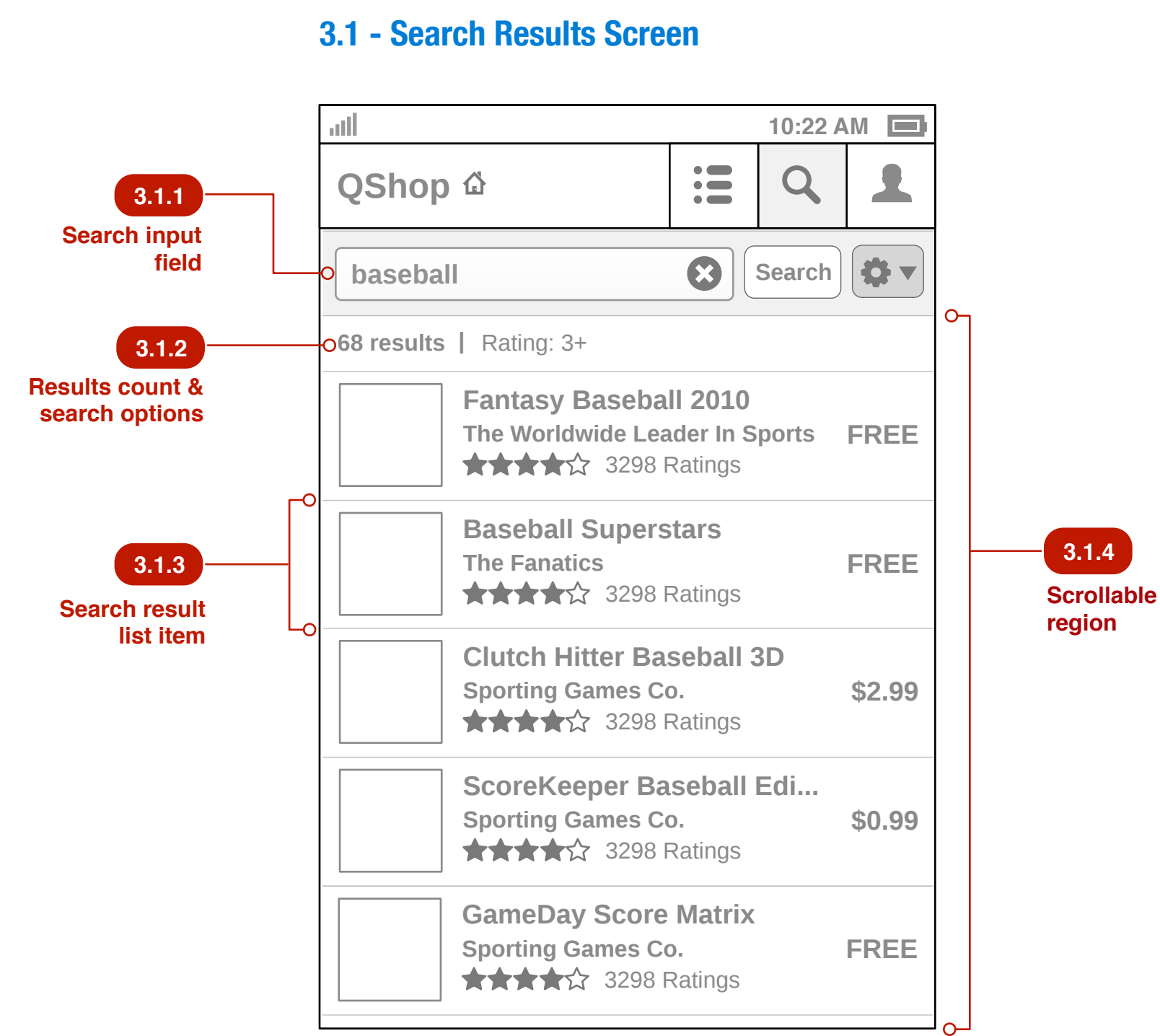
3.0.3.A Expanded Search Options Dialog



Search Suggestions (Post-December feature)







**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.

**3.1.3 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**

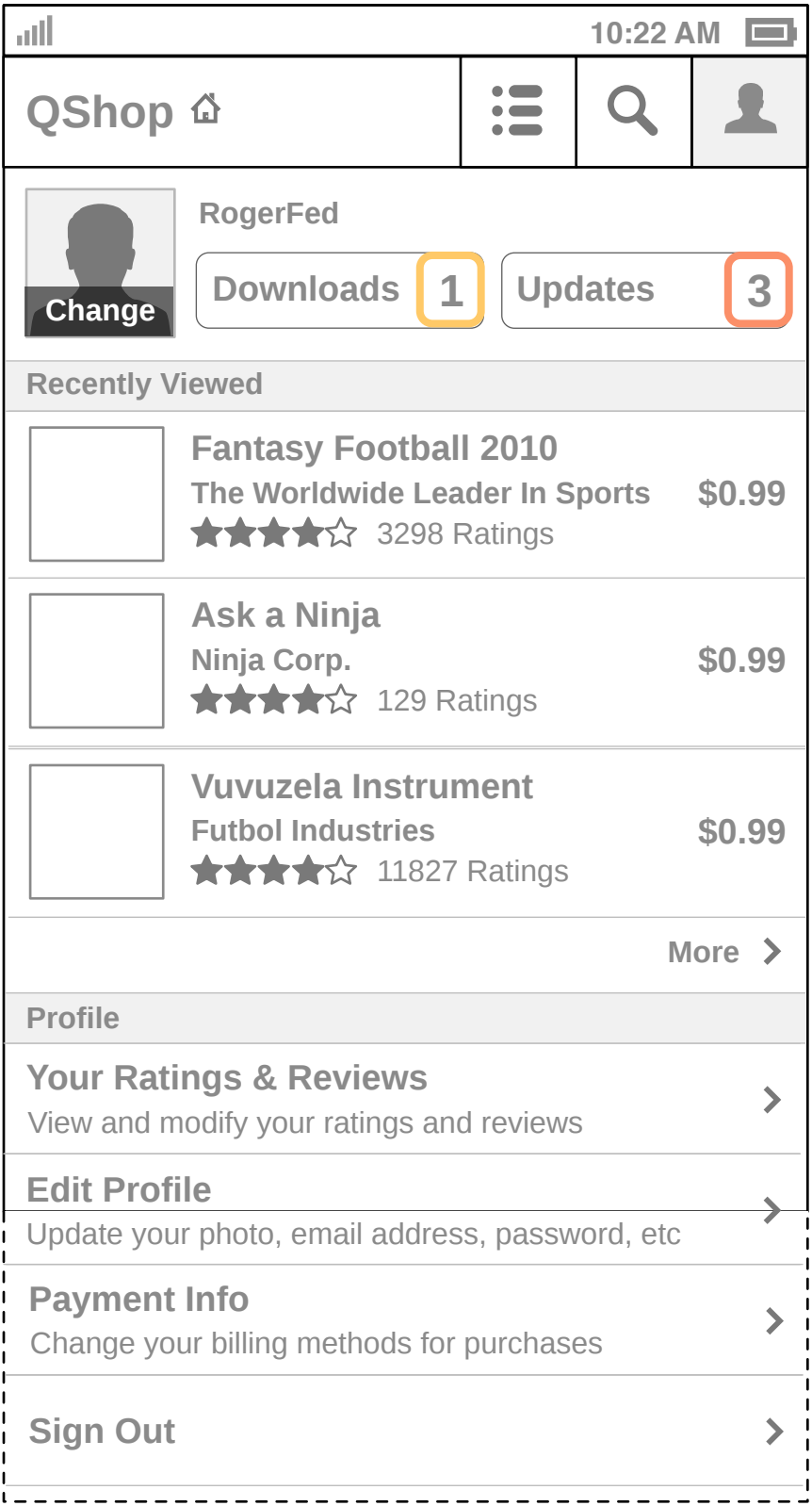
The region underneath the Search bar is considered one large scrollable canvas.

**3.1.5 No Results message**

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".

4.0 - Account screen



Downloads

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

4.0.1 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).

4.0.2 Downloads button

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.

4.0.3 Updates button

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 are available.

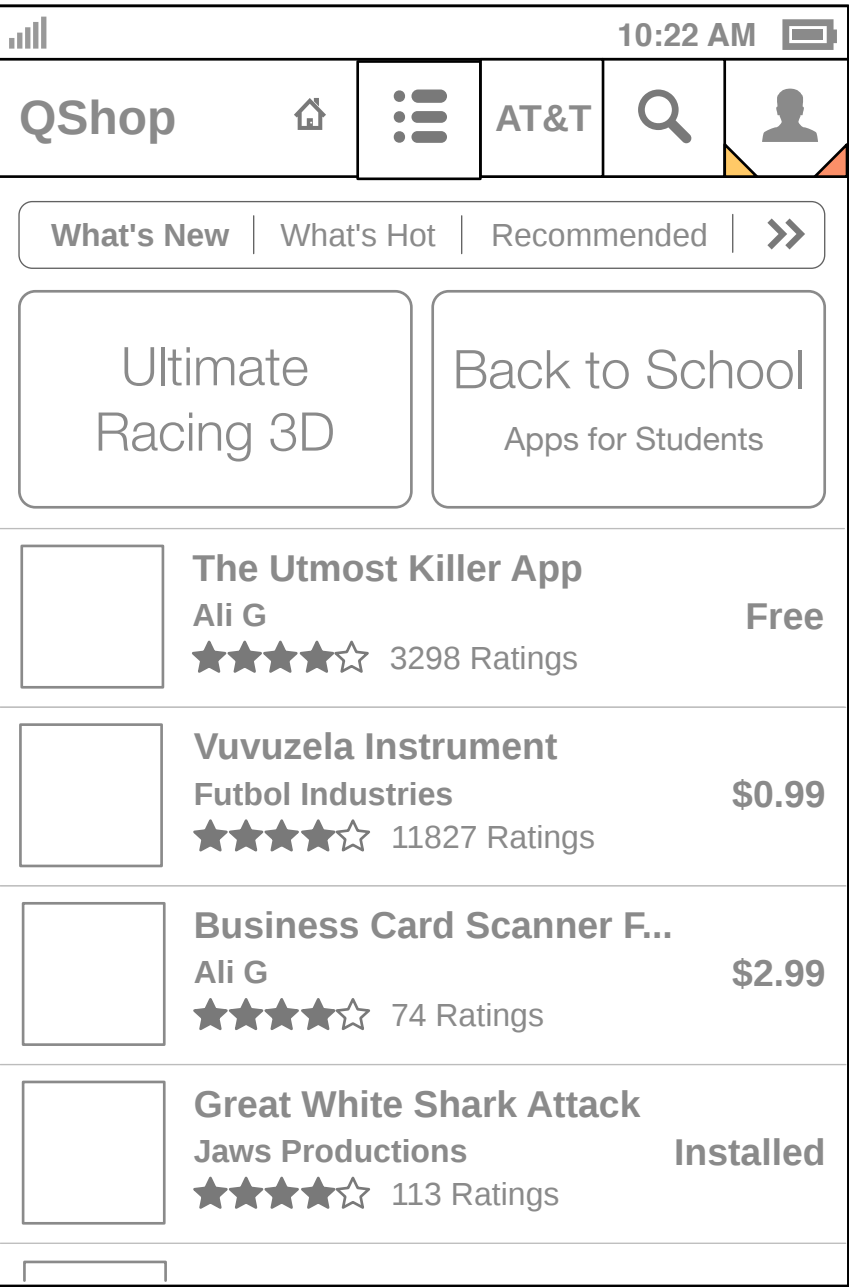
4.0.4 Recently Viewed section

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).

4.0.5 Profile section

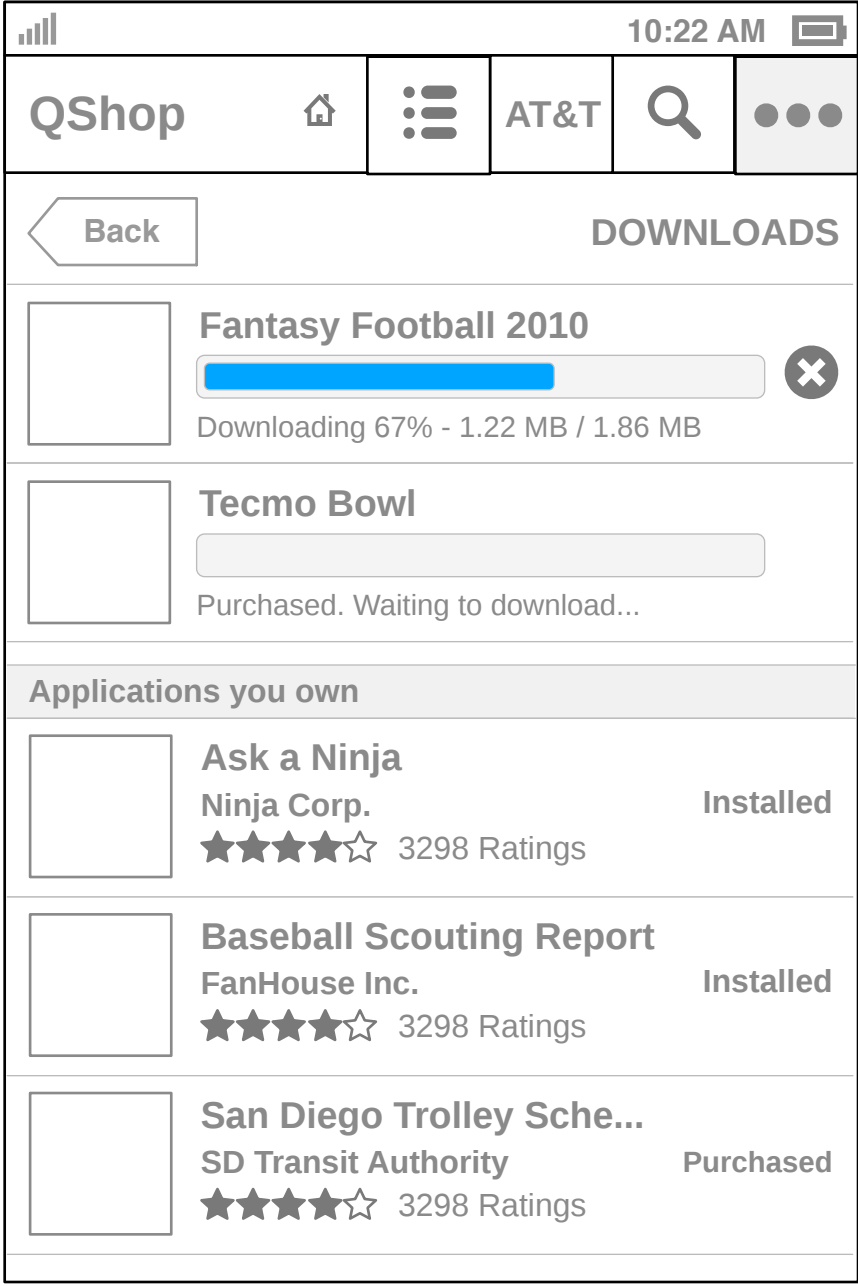
- Your Ratings & Reviews:** Tapping this list item takes the user to the My Reviews Screen (See **Section 4.3**).
- Edit Profile:** Takes the user to the Edit Profile Screen (See Section X.Y.Z).
- Payment Info:** **Post-December feature.** Takes the user to the Payment Info Screen (See Section X.Y.Z) 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



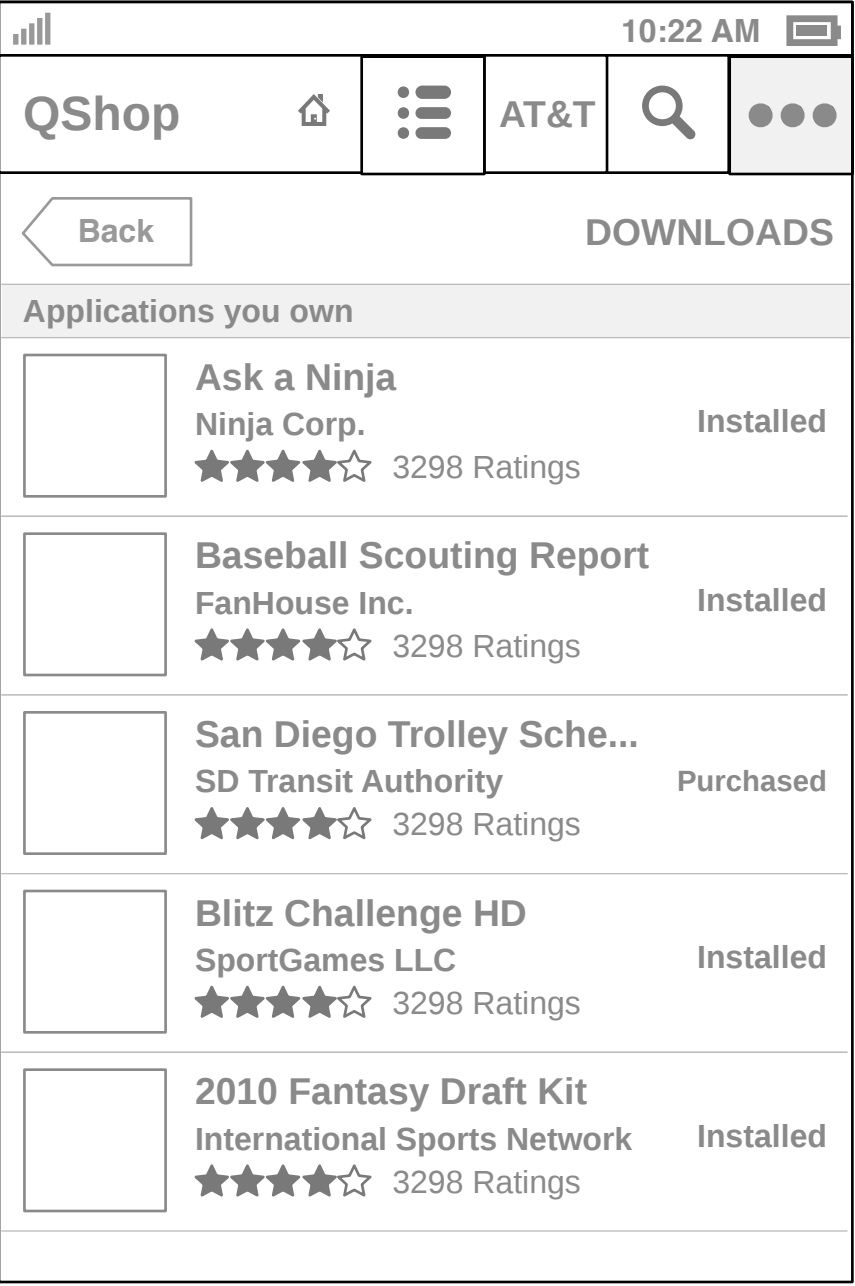
Colored swatches are used to badge the 'More' button to indicate whether there are active downloads or app updates available.

Downloads screen showing active download/install progress



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.

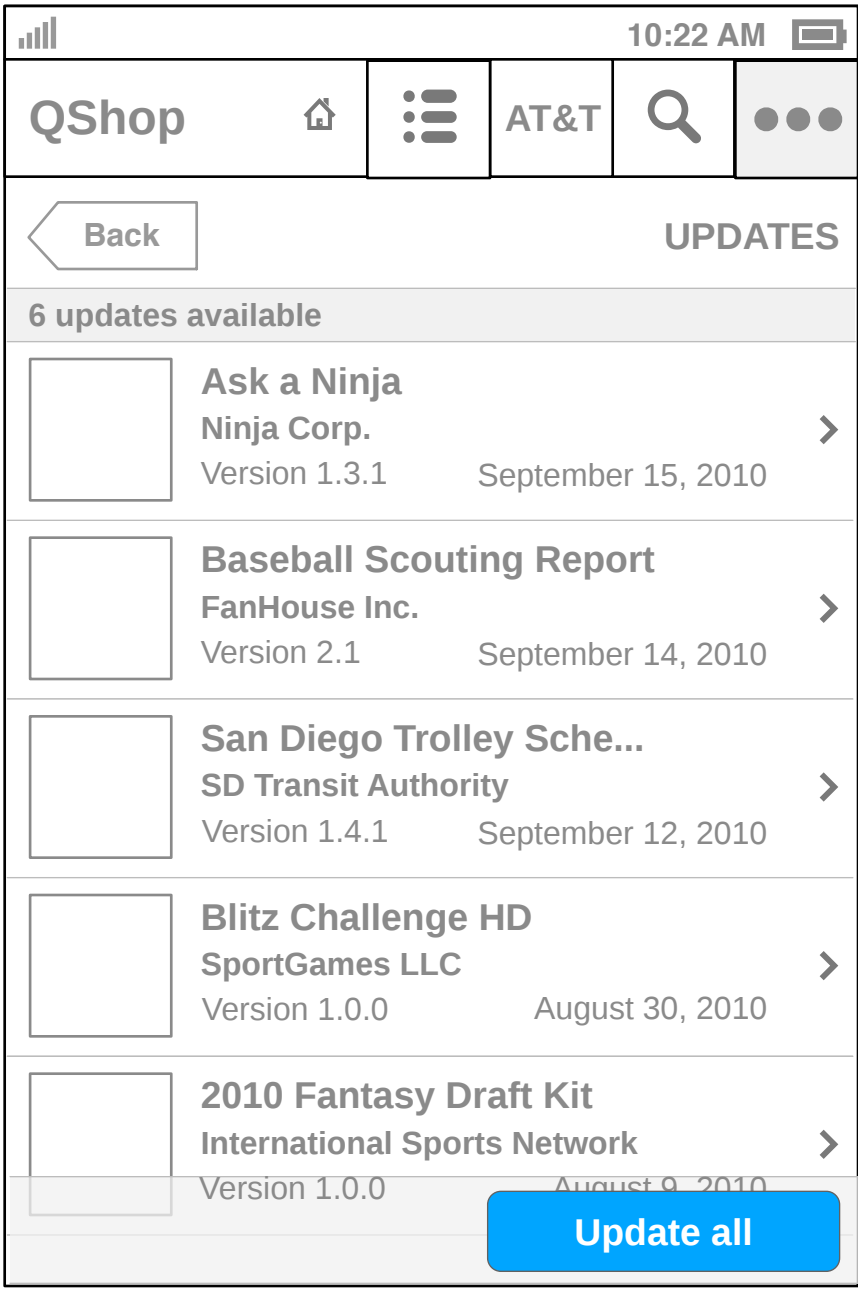
Downloads screen - no active downloads/installs



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



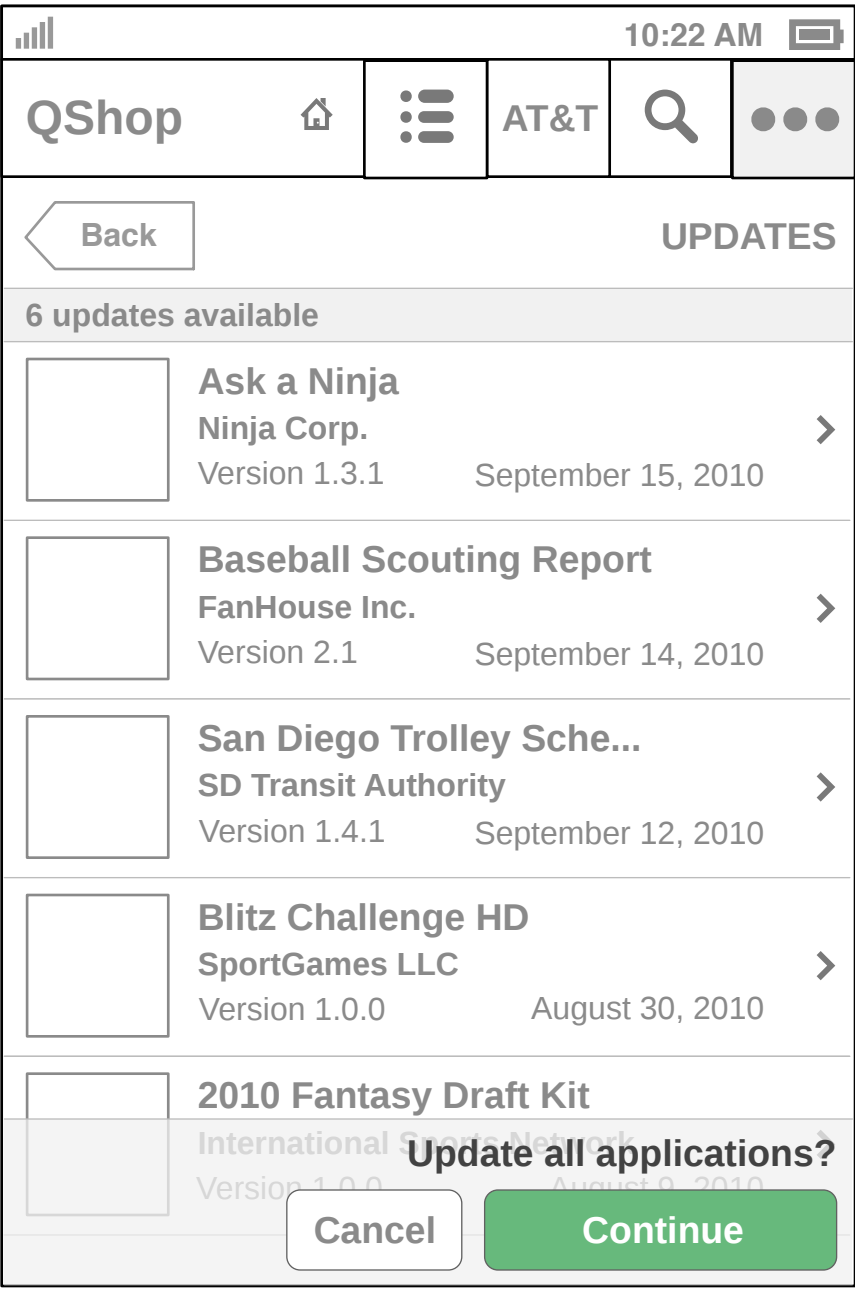
1. App list item

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

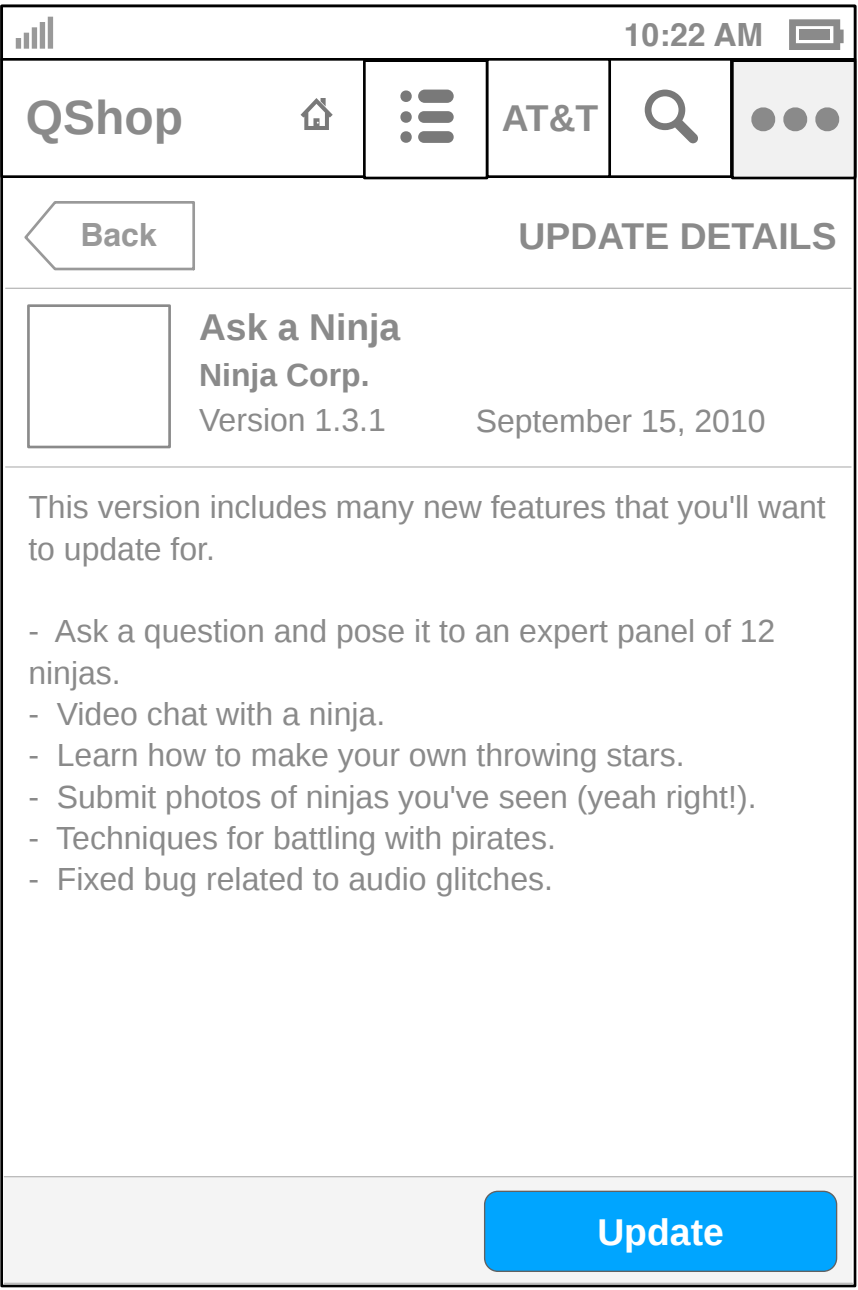


1. Continue

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.

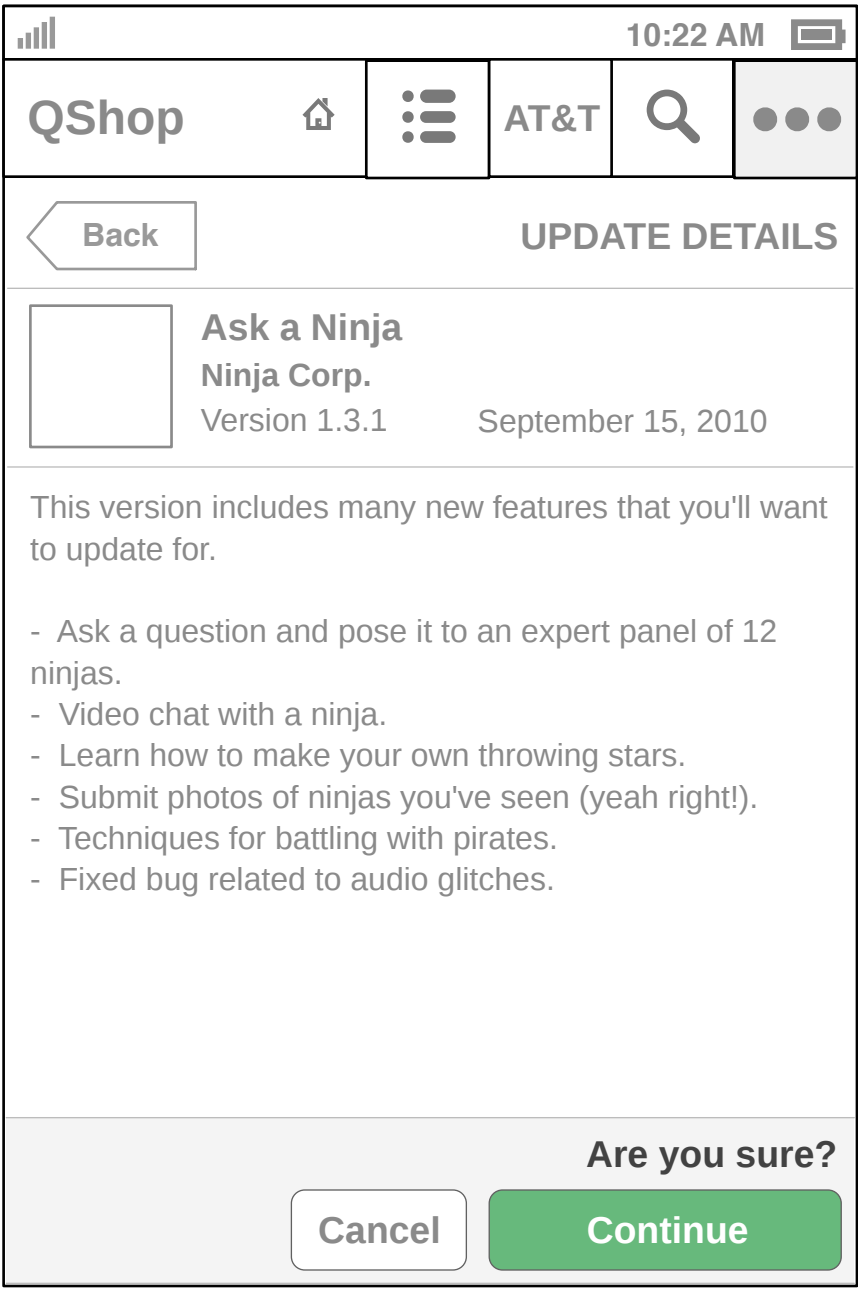
Update Details screen



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

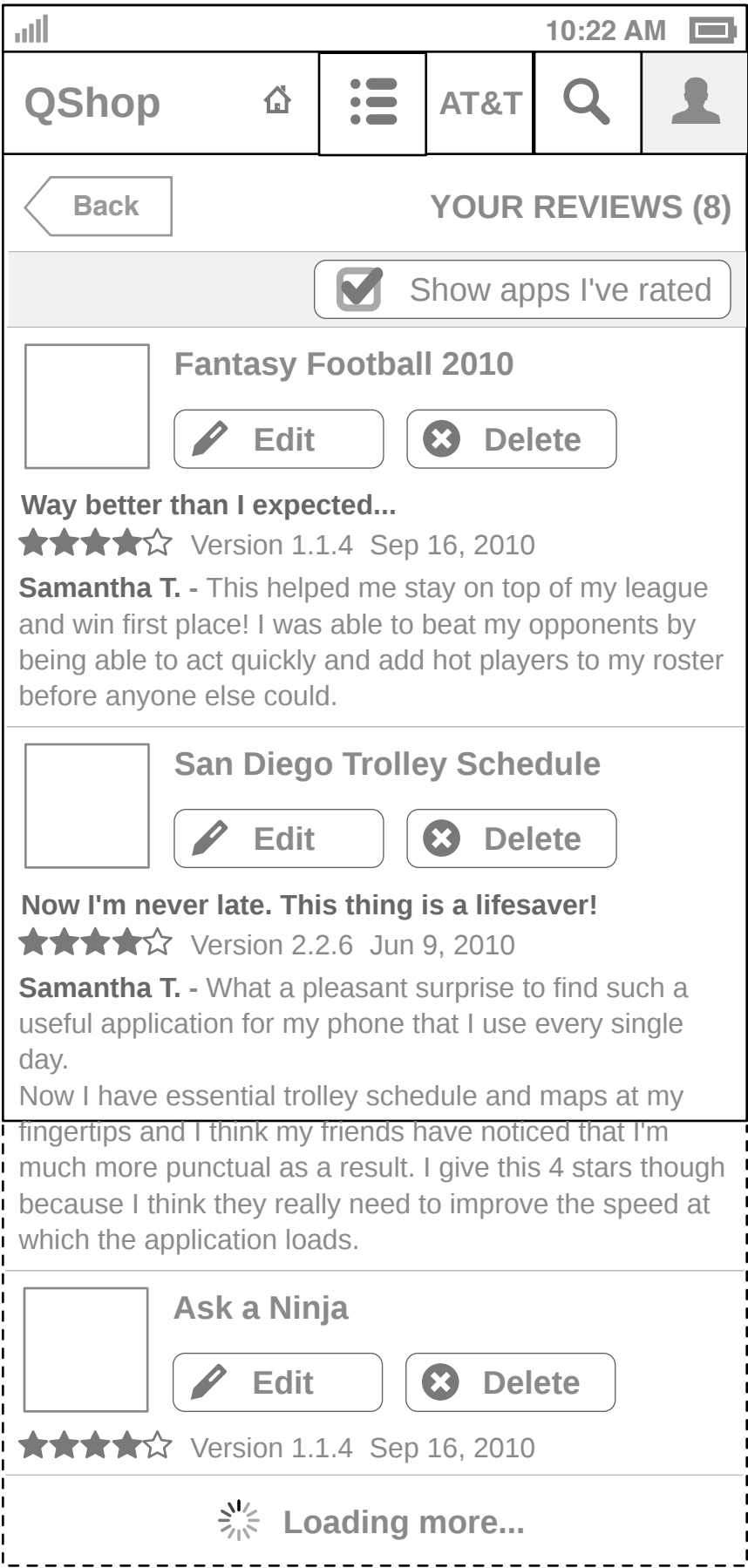


1. Continue

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



Create New Account Screen

QShop

10:22 AM

Back

CREATE AN ACCOUNT

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 users if you write a review for an application.

Choose a security question

- Select one -

Your answer (Required)

Choose another security question

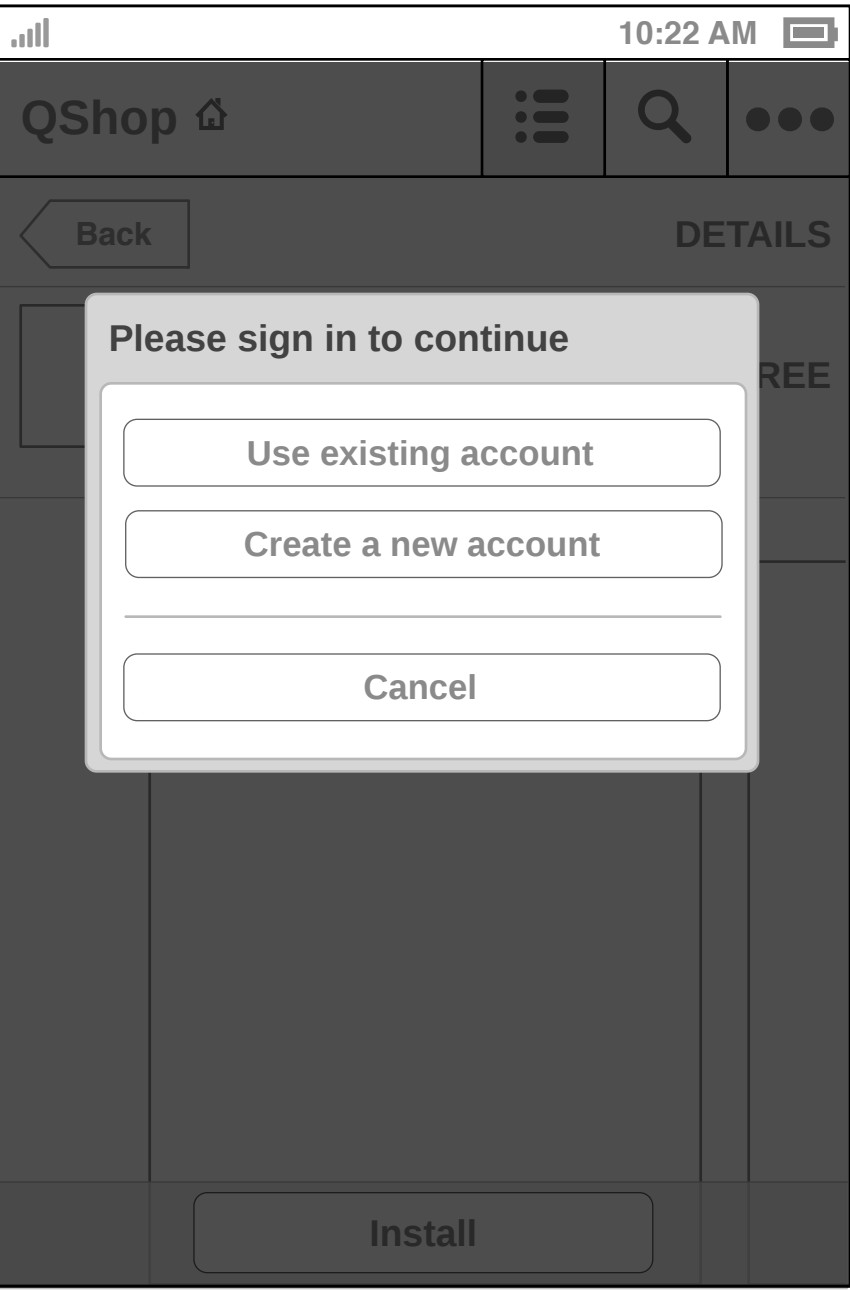
- Select one -

Your answer (Required)

Continue

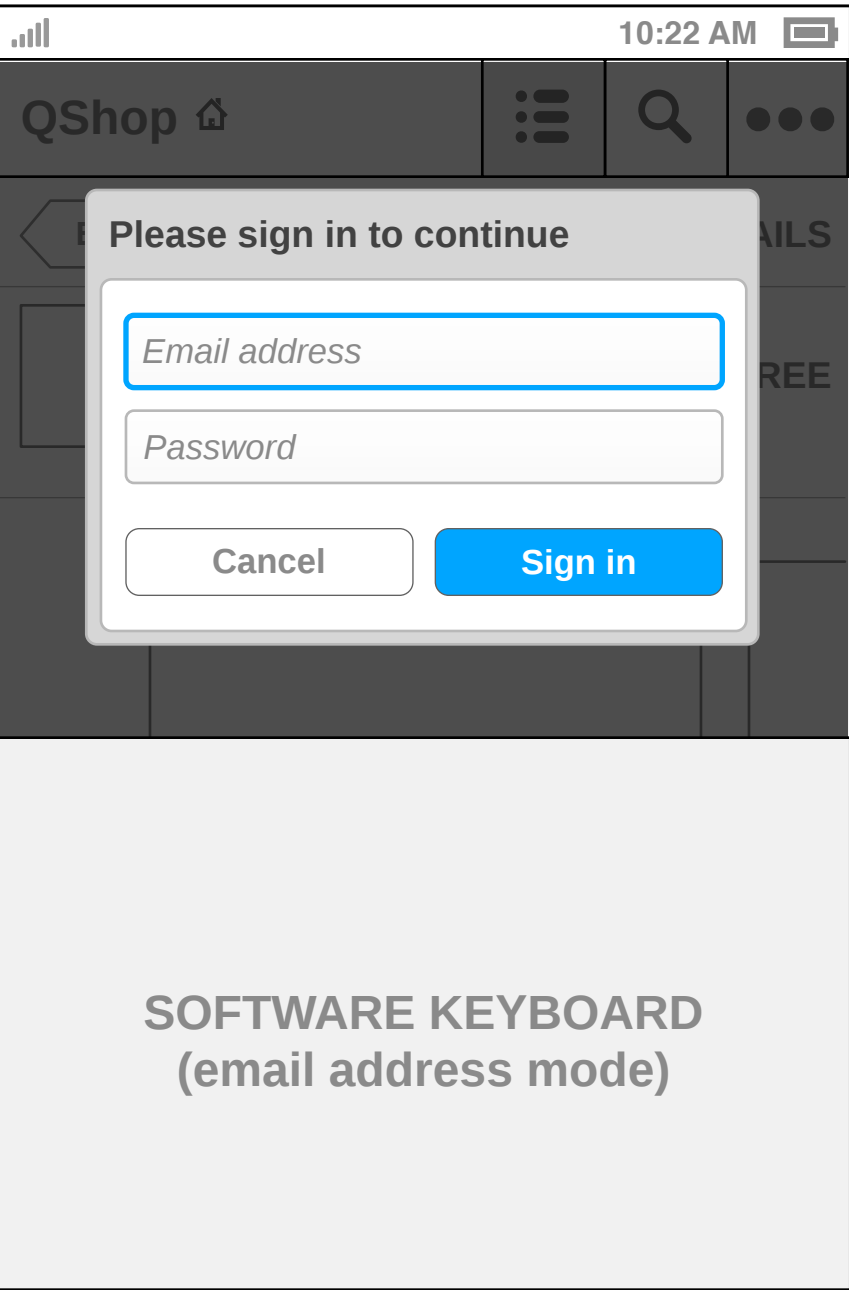


Sign In or Register dialog



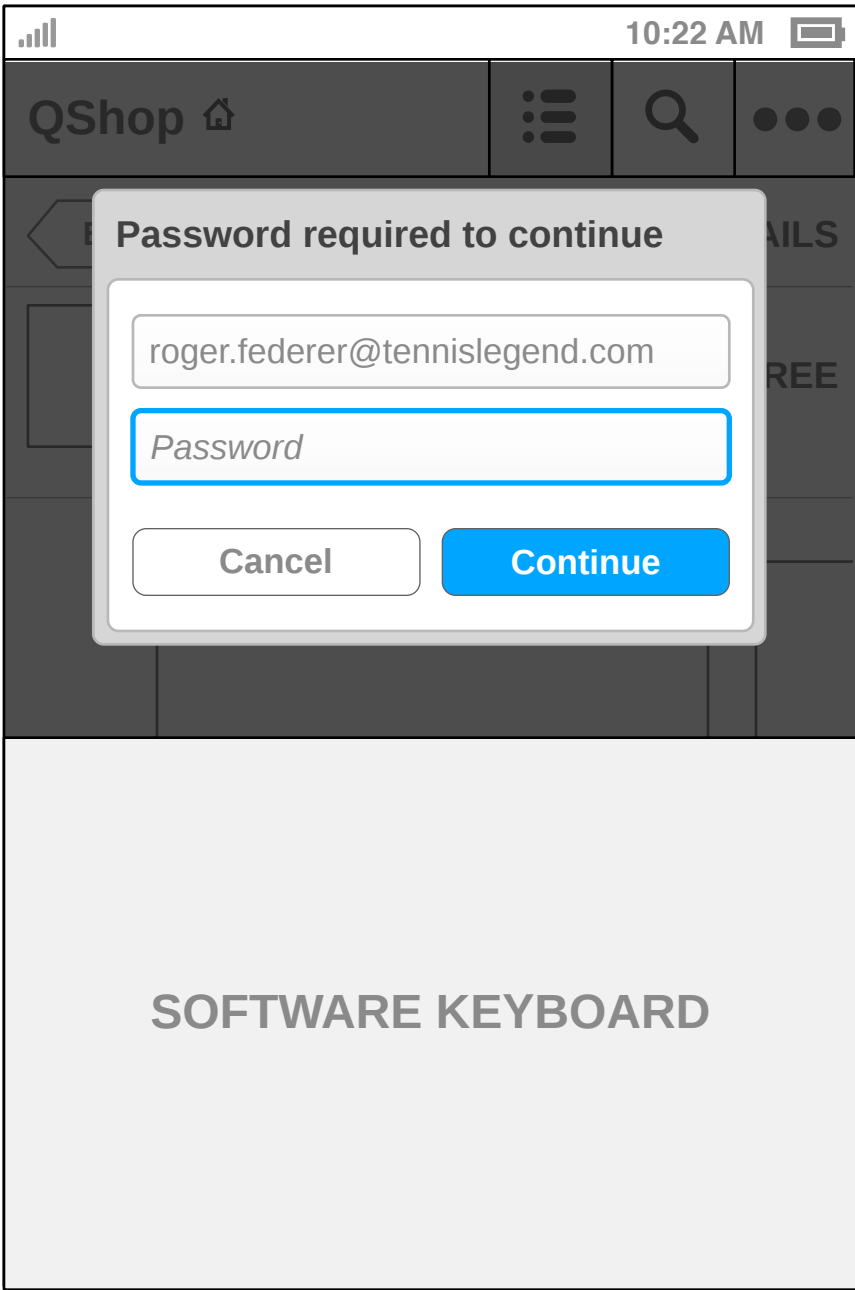
1. Sign In or Register dialog
- Displayed when the user attempts to perform an action that requires authentication (e.g. download an app, update an app, etc).

Sign In dialog



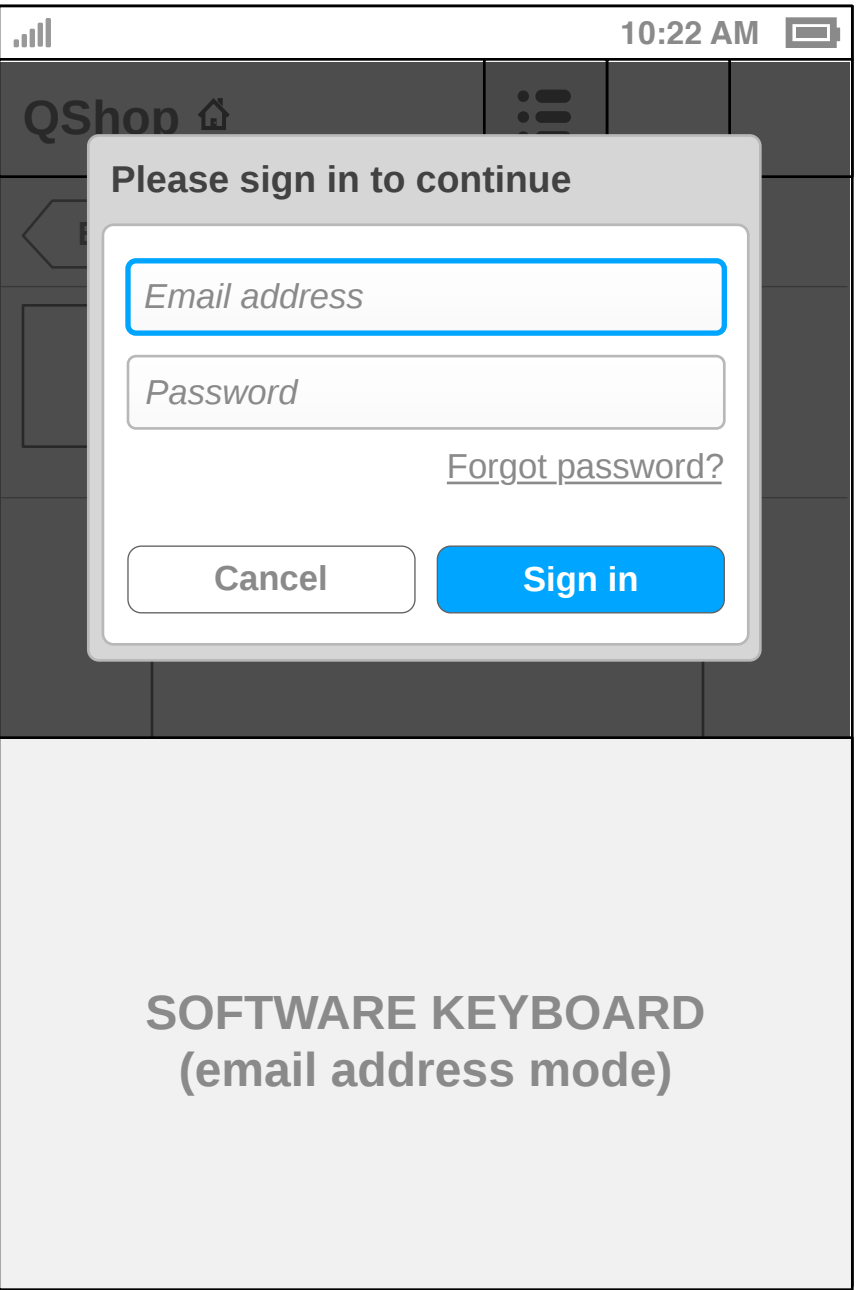
1. Sign In dialog
- Displayed when the user chooses "Use existing account" from the Sign In or Register dialog.
2. Error cases
- Incorrect email address or password. Don't say which is incorrect.
3. Forgot password prompt
- TBD: Display this on the Sign In dialog at all times or only after an attempted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

Password Required dialog



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 TBD).
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?
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.
5. Password field
- 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?