

GILT

P&B Integration into Gilt App | Wireframes

November 29, 2011

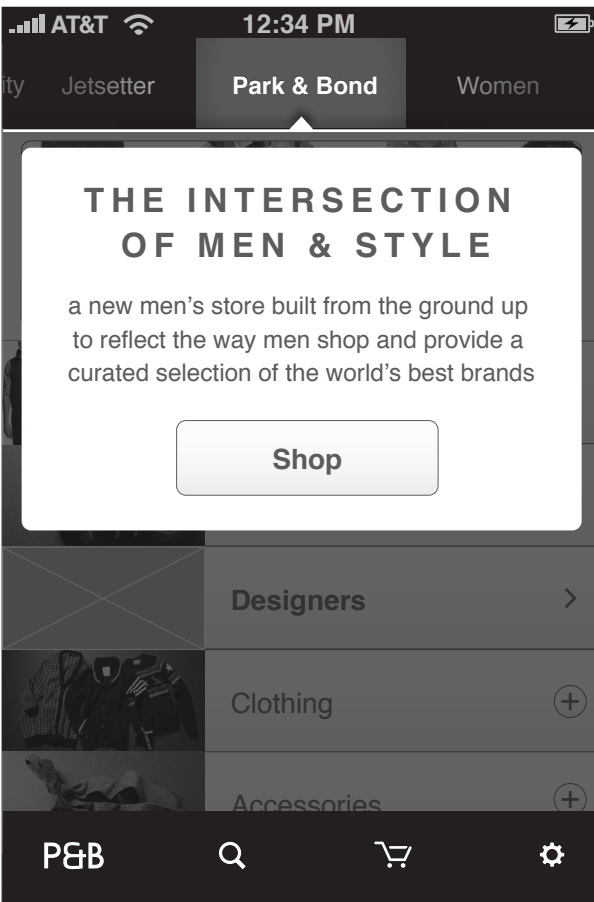
KEY OBJECTIVES

- Expand Gilt App to include Park & Bond
- Keep it simple (i.e. maintain the Gilt App's feel)
- Support search, faceted navigation & filtering
- Make strong use of photography

THE GUYS

- New Guy
- Budget Guy
- Search Guy
- Designer Guy
- Category Guy

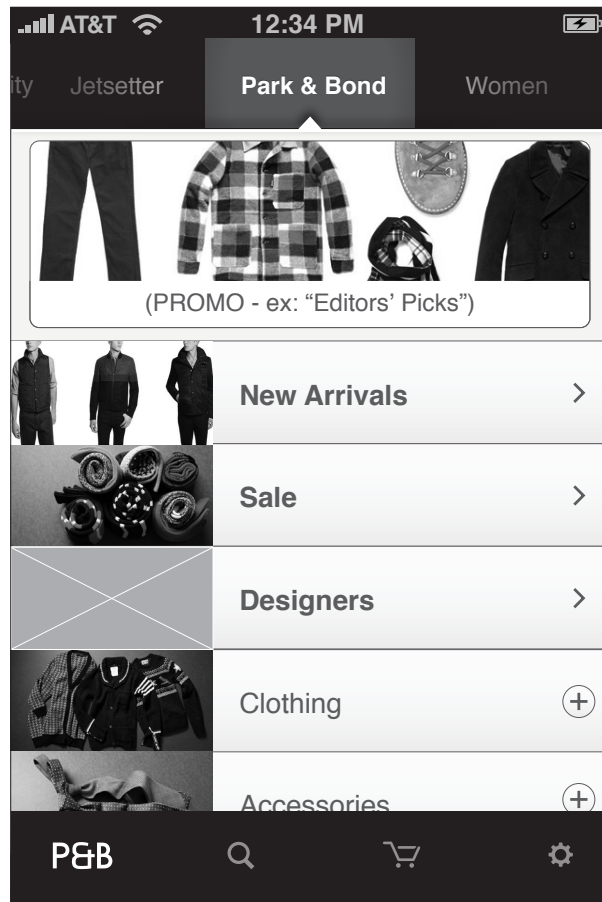
FIRST-TIME VIEW



The first time the P&B tab is open, an overlay with a brief introduction appears. Users can tap Shop or outside the overlay to dismiss.

Copy is FPO

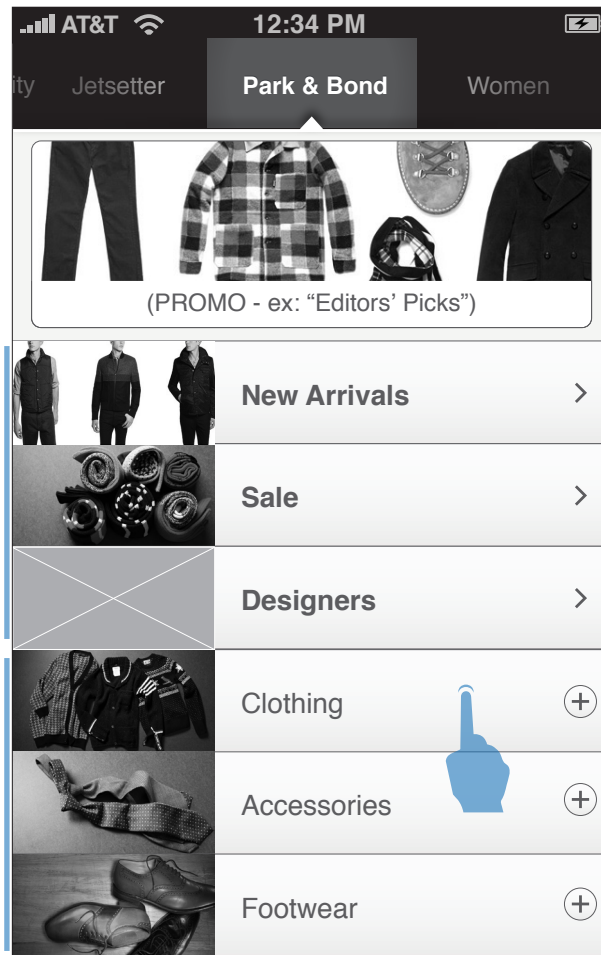
HOME



Search / Designer Index

P&B Home

HOME - FULL VIEW



Promo, New Arrivals, Sale > Listing

Sale is in its primary position. It can be hidden or repositioned to the bottom of the screen (pending existence / priority of sale items).

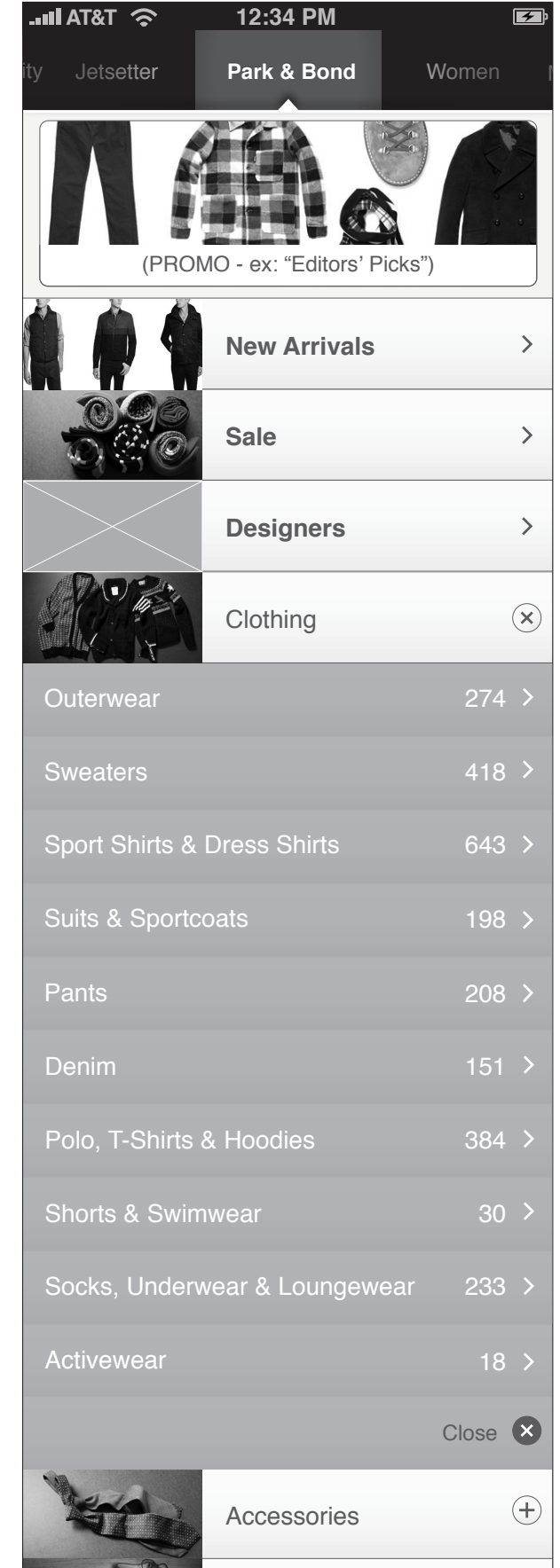
Designers > Search / Designer Index

Top-level categories expand

2nd-level categories (on right) > Listing

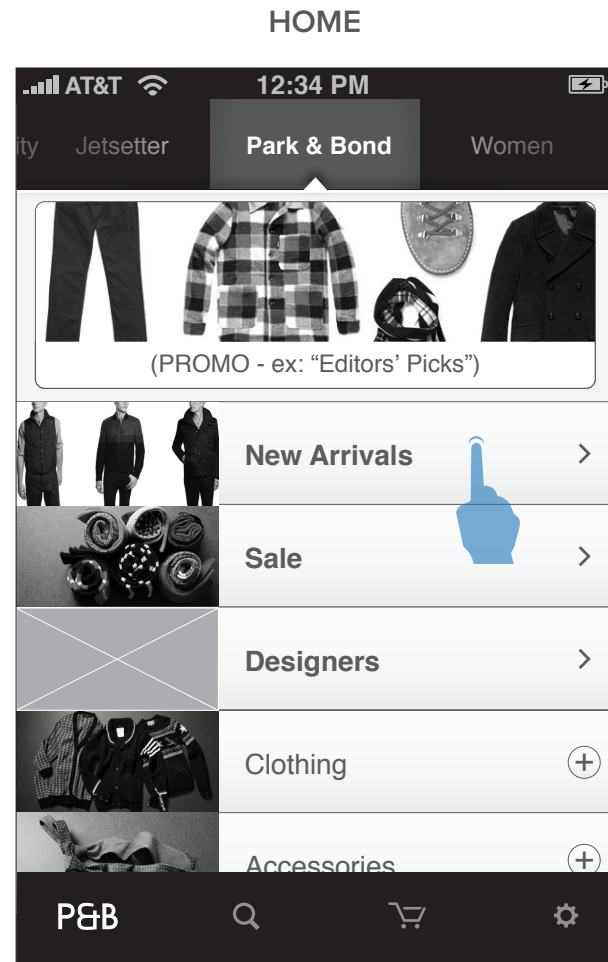
P&B Shops > Listing

EXPANDED: CLOTHING

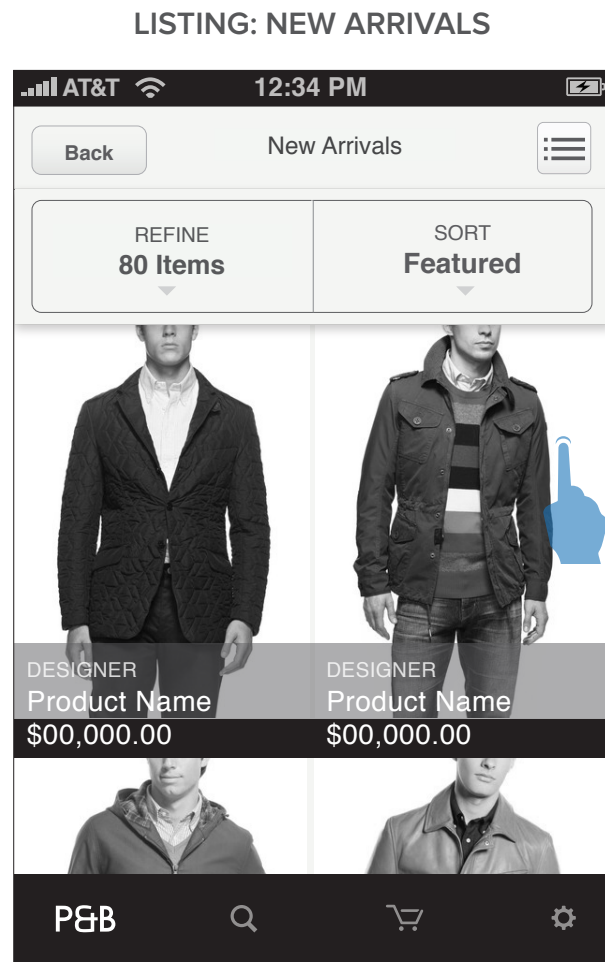


NEW GUY

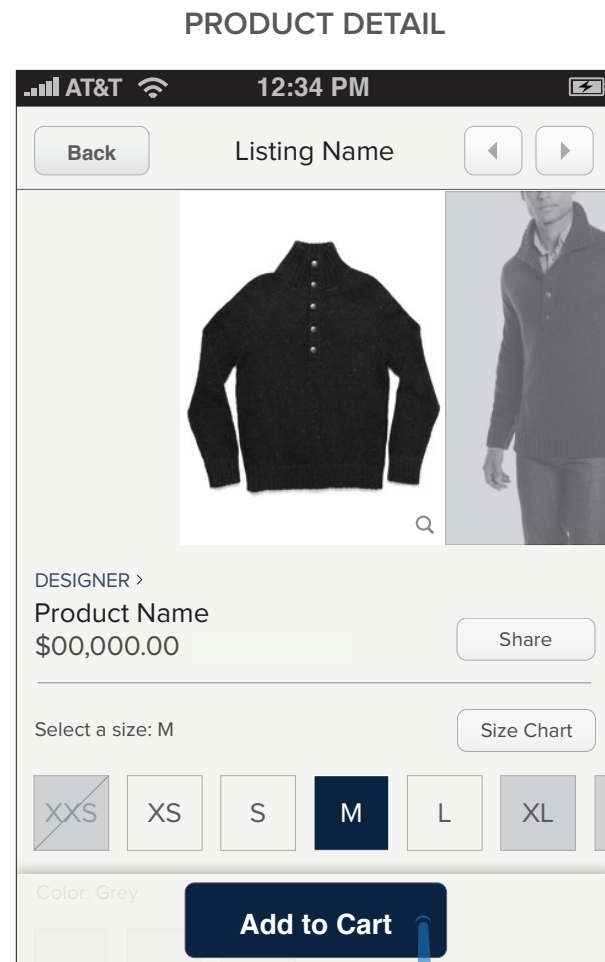
- wants to see what's new
- price is not a concern



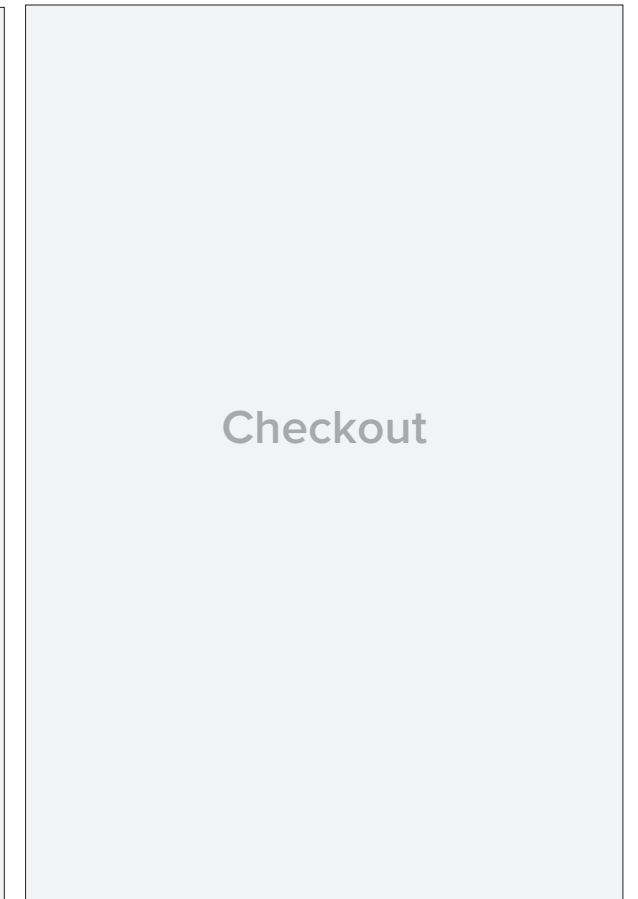
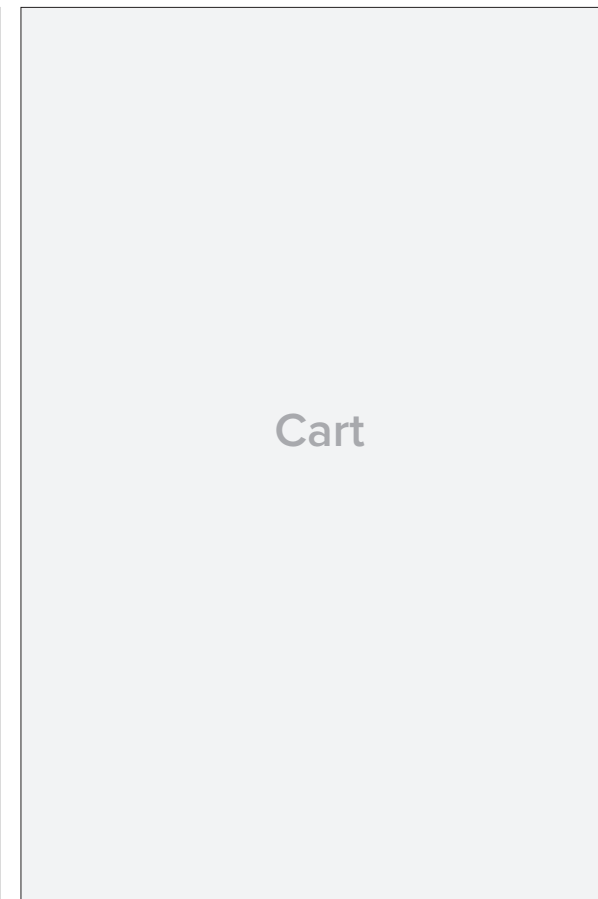
New Guy taps New Arrivals



New Guy taps a product



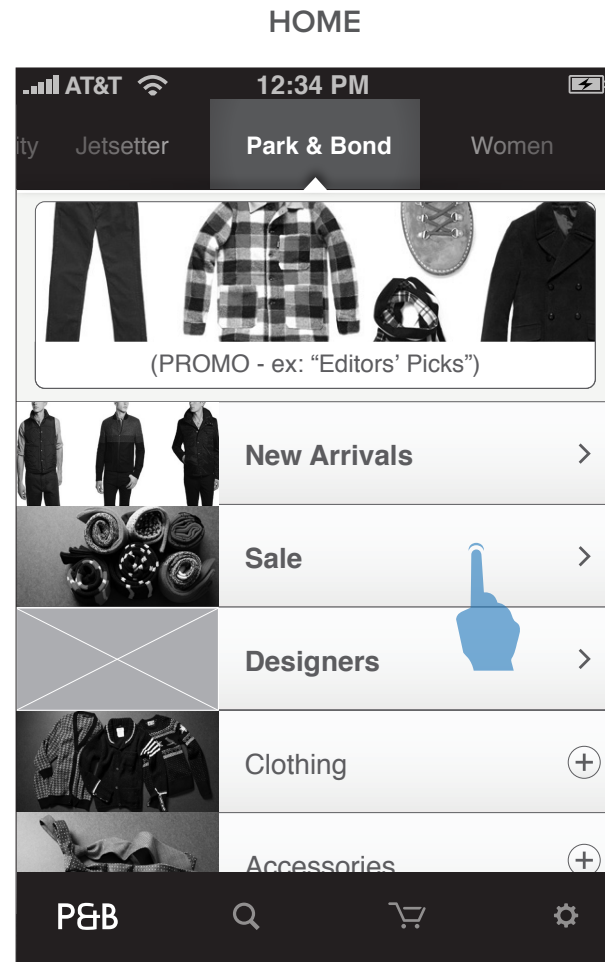
New Guy adds a product to cart



BUDGET GUY

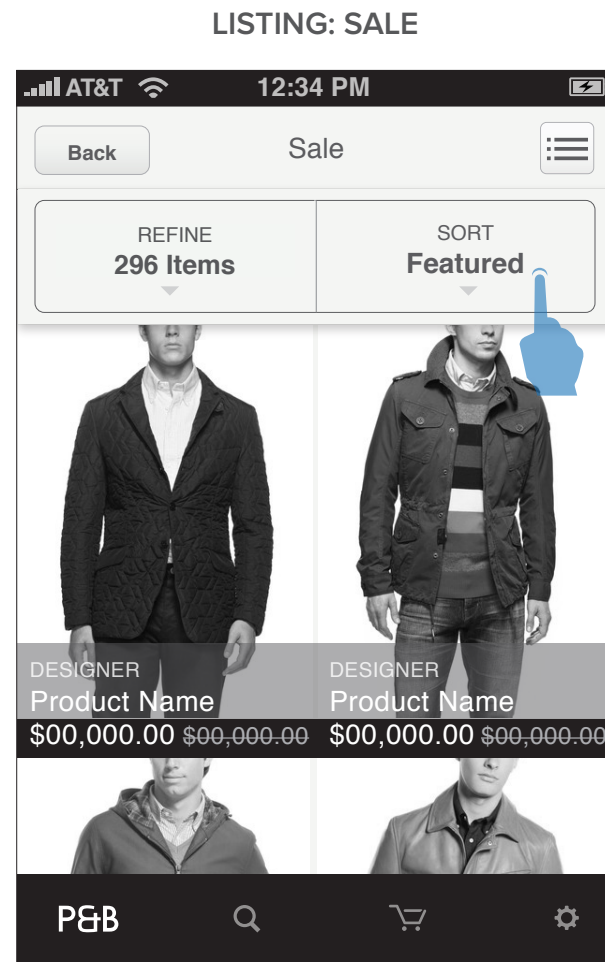
- shops sale merchandise
- sorts by price

Cart Next 

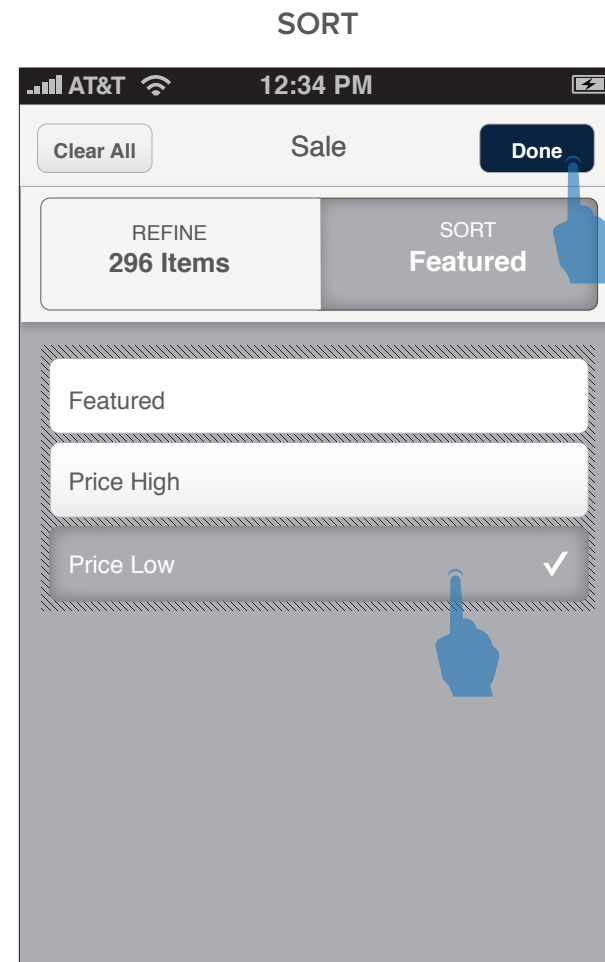


Budget Guy taps Sale

If no sale items exist, Sale does not appear.
If Sale is not a current P&B priority, Sale may appear at the bottom of the Home view.



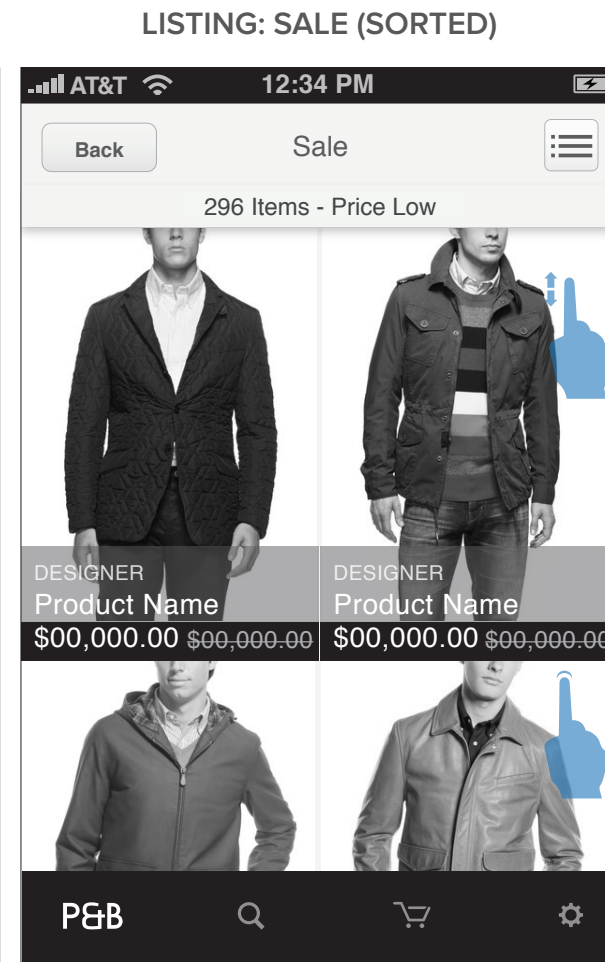
Budget Guy taps Sort



Budget Guy selects Price Low and Done.

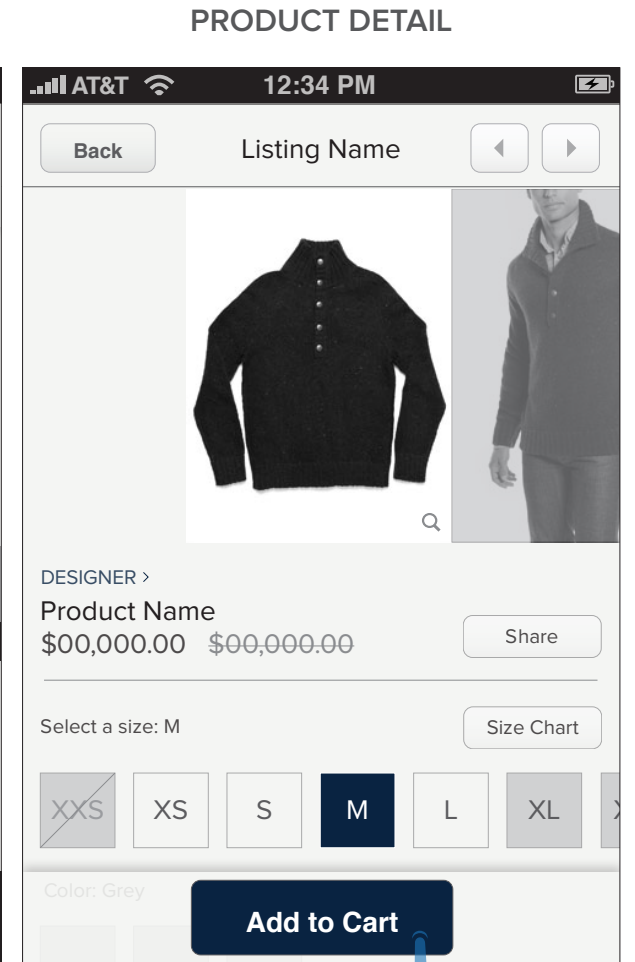
Budget Guy could have tapped Refine as well to select filters, Clear All to reset filters and sort.

Clear All and Done apply to both Refine and Sort.



Filter & Sort bar condenses on scroll or when filters or sort are changed.

The notion to ease the Refine / Sort control from expanded to condensed state after x time is a possibility as well.

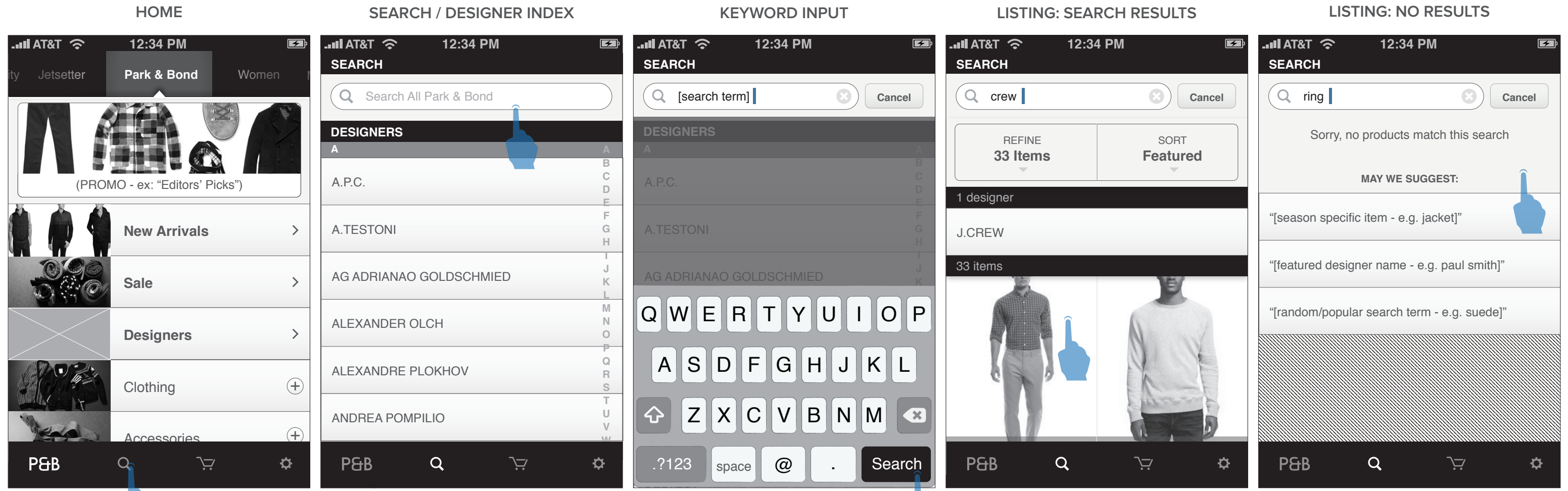


Budget Guy adds a product to cart

SEARCH GUY

- desires a specific known-item

Designer Listing or Product Detail Next



Search Guy taps the magnifying glass to switch to Search / Designers view.

Upon tapping the search input field, the keyboard enters the screen.

Alternatively, the keyboard input could be the default view upon tapping the magnifying glass control. If not,

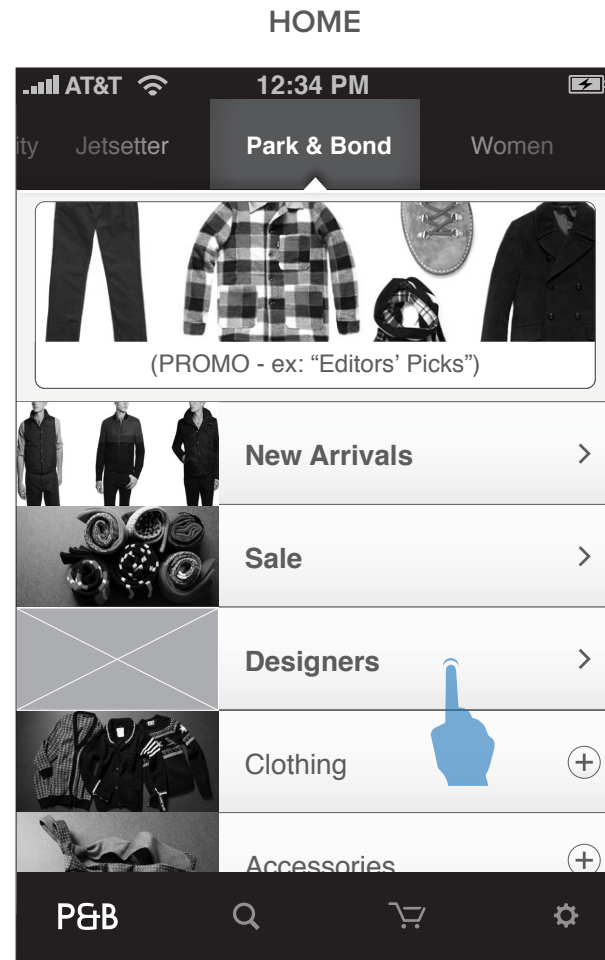
Search Guy taps search and views results. If < n results appear, filters and sort should be shown in condensed state (n ~ 10)

If Search Guy enters a term that produces 0 results, we offer instruction, search alternatives, and/or other paths. The main goal here is to avoid a "dead end."

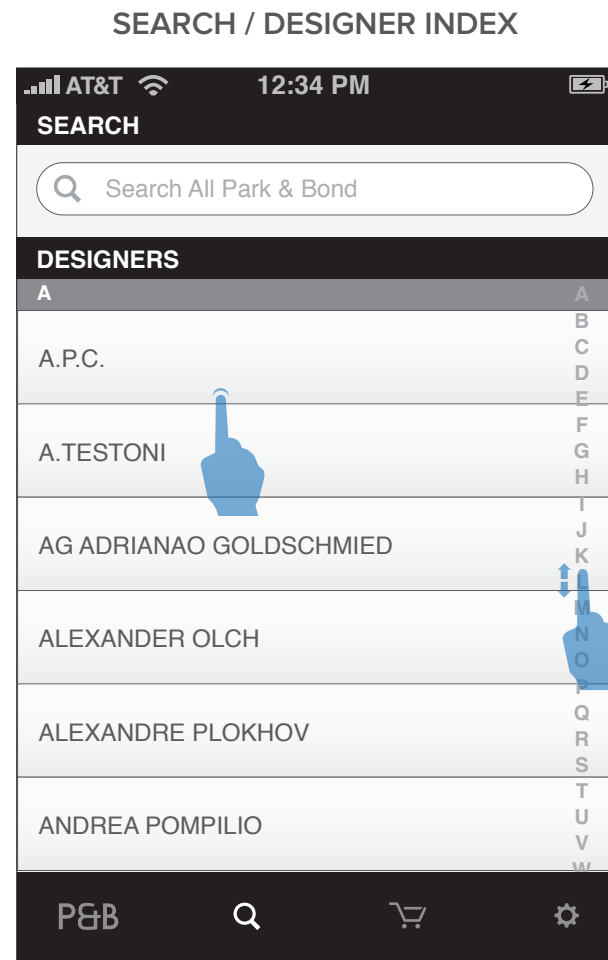
DESIGNER GUY

- shops his favorite designers

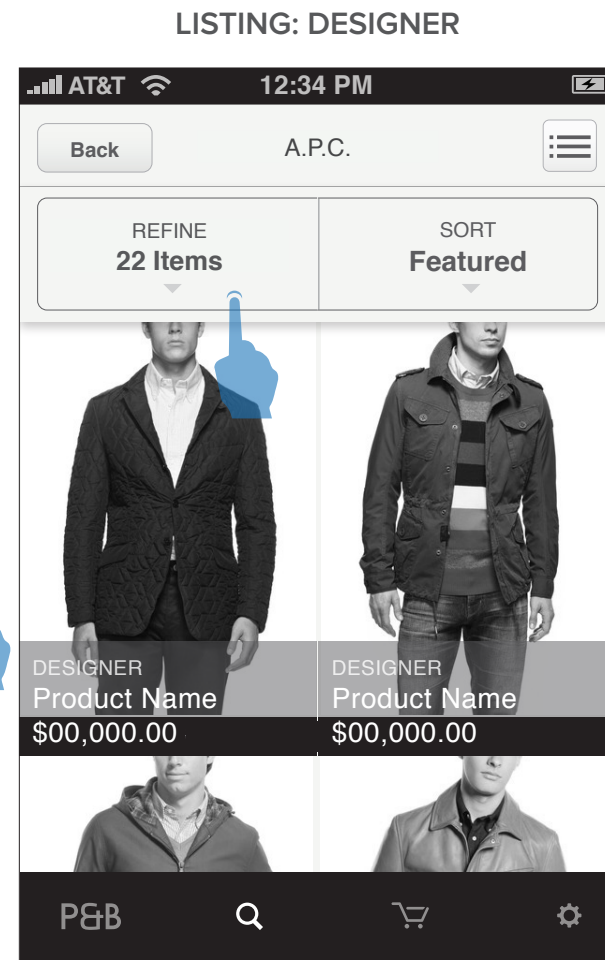
Product Detail Next



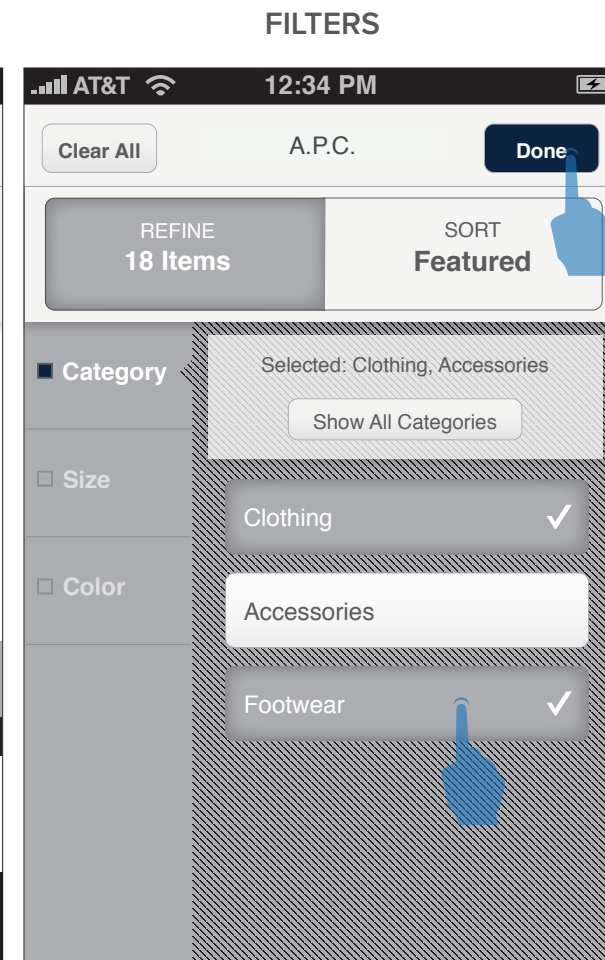
Designer Guy taps the Designers to switch to Search / Designers view.



ABC scrollbar appears once Designers header locks up with Search header.



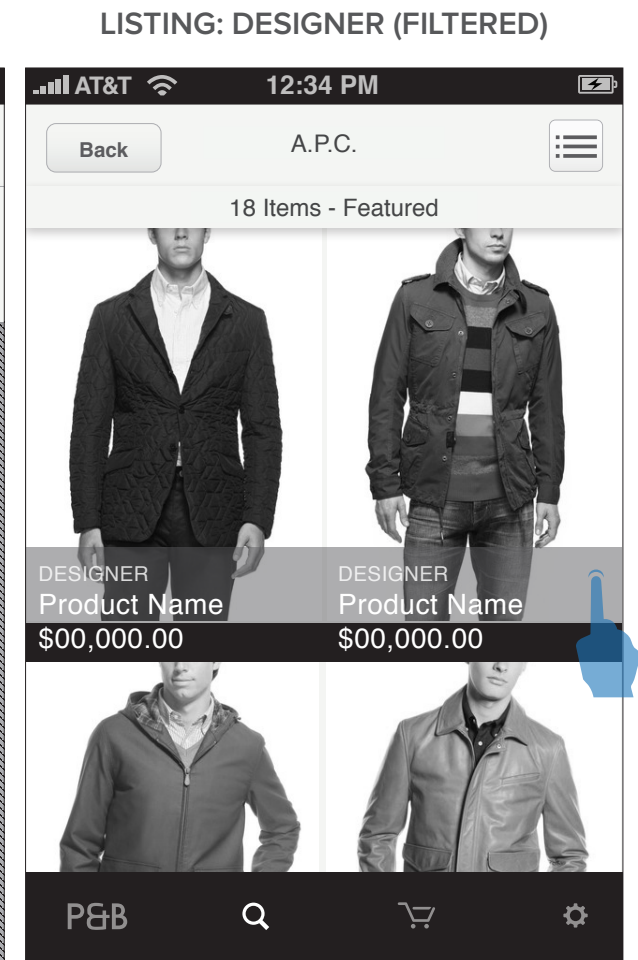
Upon tapping a designer name, a product listing with refine/sort controls appears. Designer Guy chooses to refine the results.



Designer Guy selects two categories and taps done.

He knows he has activated categories because of the filled in square next to the Category label.

He knows he has activated Clothing and Accessories due to the descriptive module above the buttons and the pressed button states. The module can grow downward if needed.

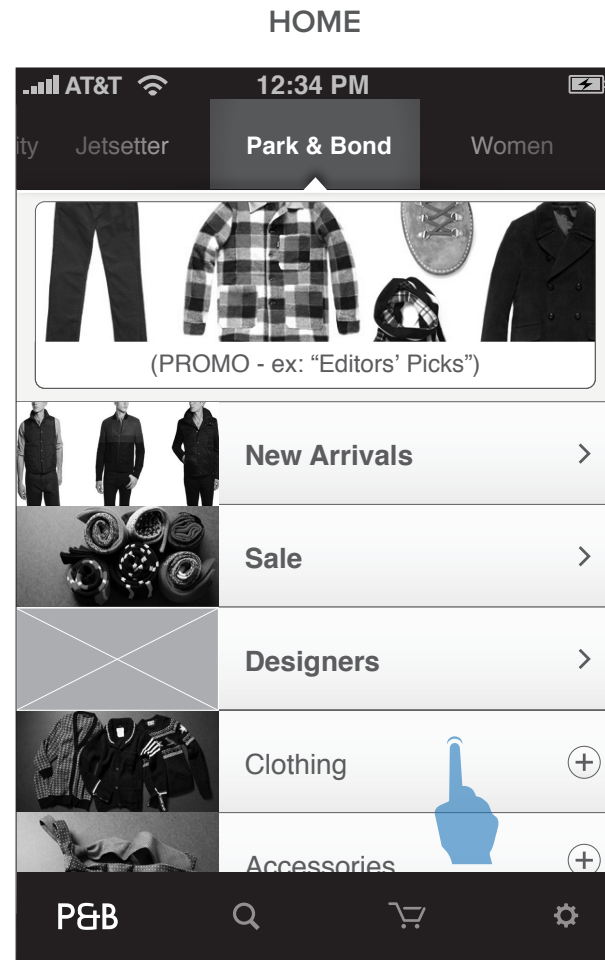


Filter & Sort bar condenses on scroll or when filters or sort are changed. Designer Guy taps a product to continue to the product detail.

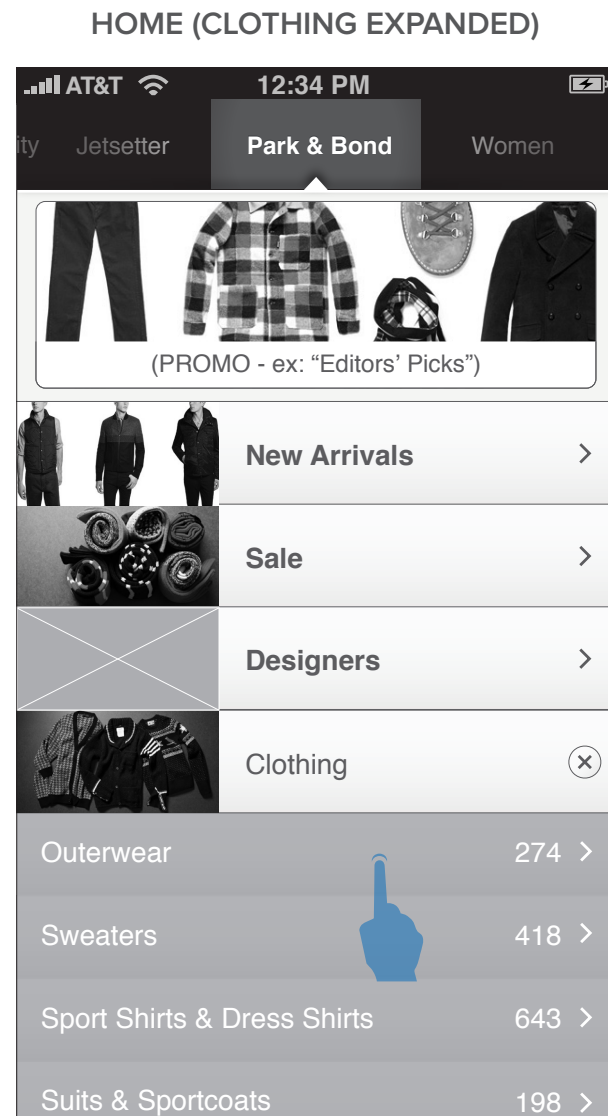
CATEGORY GUY

- browses categories
- wants to see what is relevant to him

Product Detail Next



Category Guy taps Clothing



Category Guy taps Outerwear.

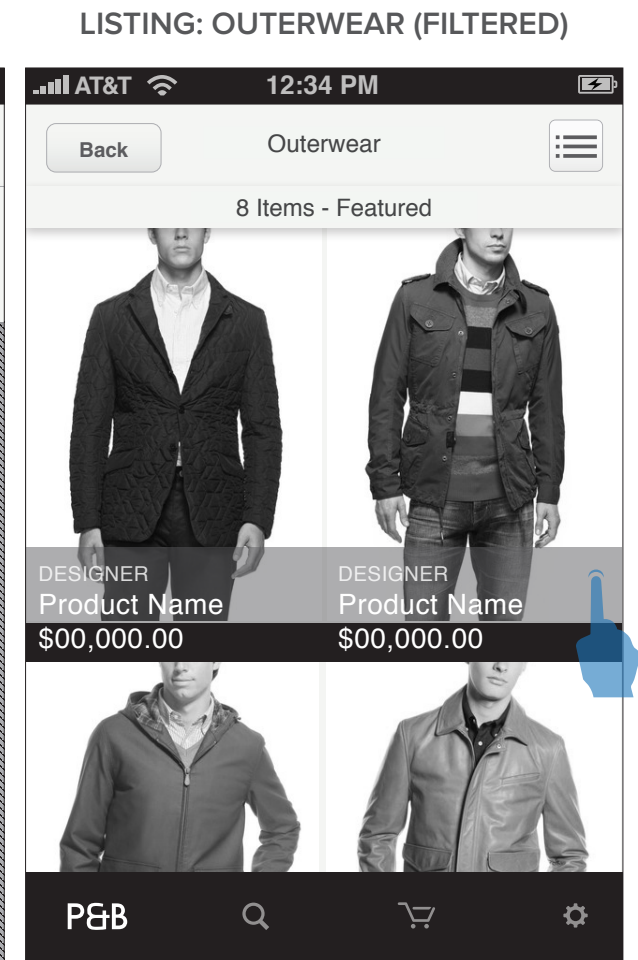
The plus (+) icon rotates to X icon. Tapping Clothing again or tapping the close row below (not shown here) collapses the expanded menu.



Category Guy taps Refine



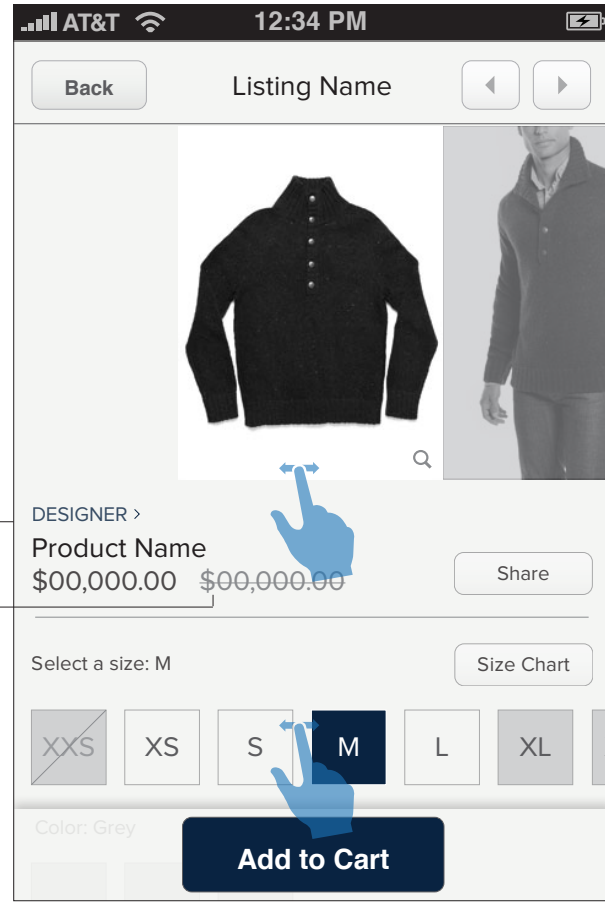
Because Category Guy entered the listing via a Category drill-down menu, the Top-level category filters are not shown. Filter by Clothing and Accessories sub-categories is an option. Footwear will not have a sub-category though.



Filter & Sort bar condenses on scroll or when filters or sort are changed. Category Guy taps a product to continue to the product detail.

PRODUCT DETAIL

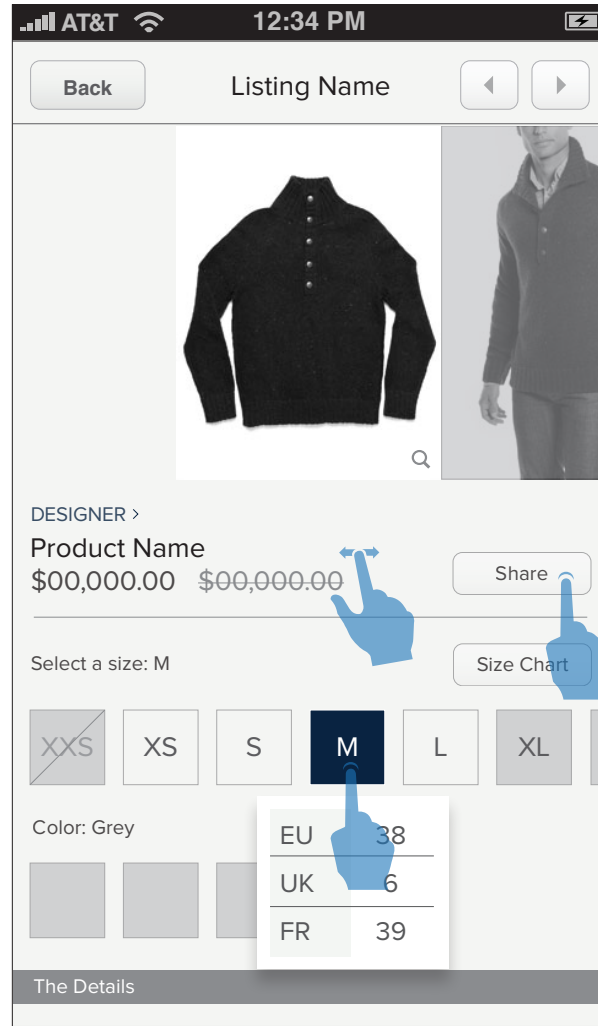
PRODUCT DETAIL



Add to Waitlist

The call to action changes to "Add to Waitlist" if a product is sold out. "Pre-Buy" may be an option going forward as well.

PRODUCT DETAIL - FULL VIEW

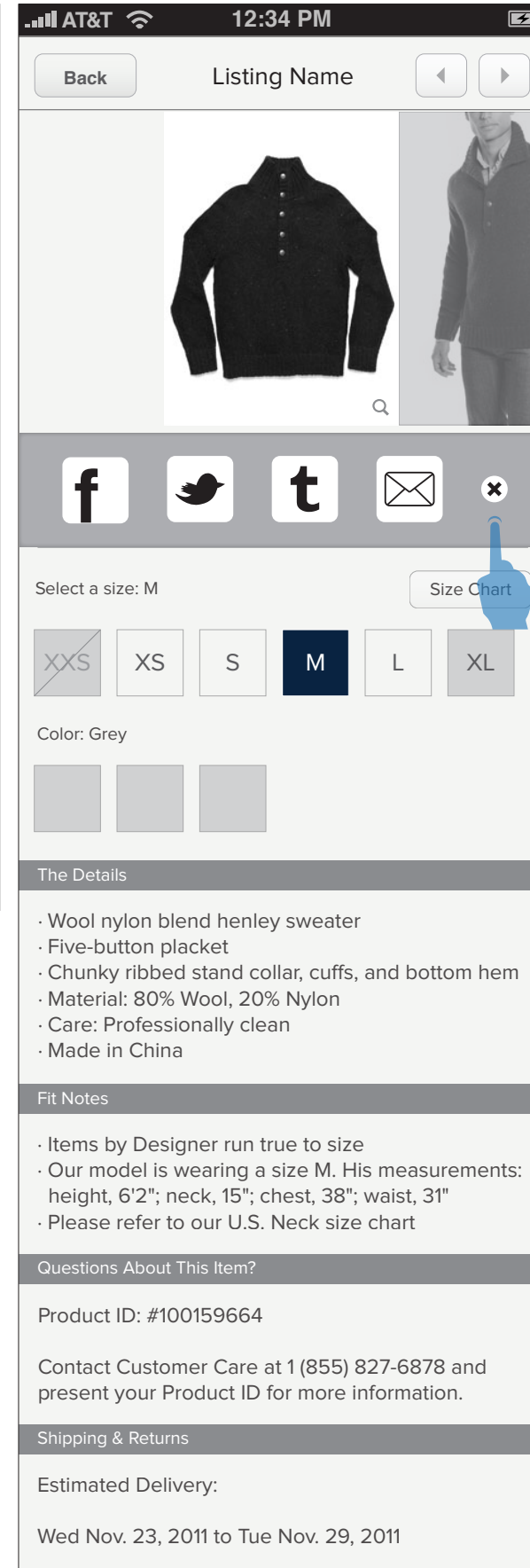


Users may swipe the area between images and size/color selection to reveal sharing options. S/he may also tap the Share target to trigger this reveal.

If Size or Color options exceed the width of the view, additional options live in a horizontal row beyond the bounds of the screen, just as the alternate product image views do.

When applicable, a size conversion overlay appears on tap of a given size. Tapping Size Chart triggers the same modal that we use today.

SHARE EXPOSED



Including a product carousel on pull-down is a possible feature.

Details, Fit Notes, Questions, and Shipping>Returns information is exposed in the product detail view.

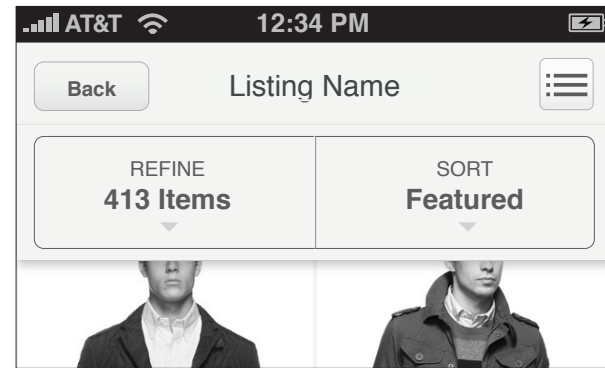
Additional content including "How to Wear It" and "May We Also Suggest" are not included in the Gilt App.

Tapping Designer directs user to listing of all products by this designer.

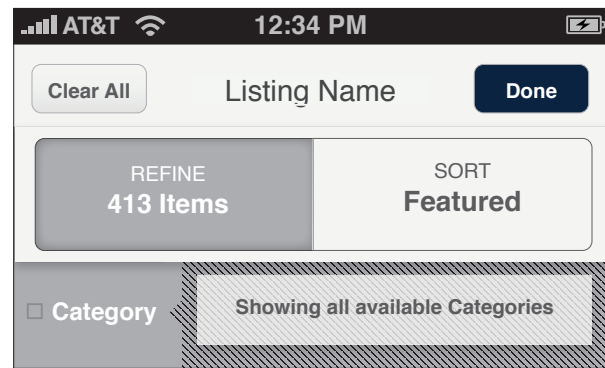
Original price shown for Sale items only.

FILTERS

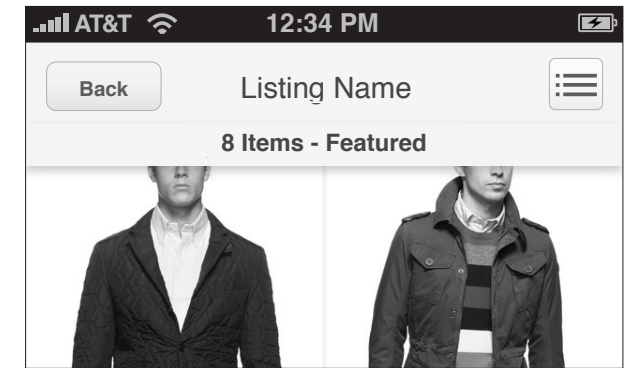
LISTING



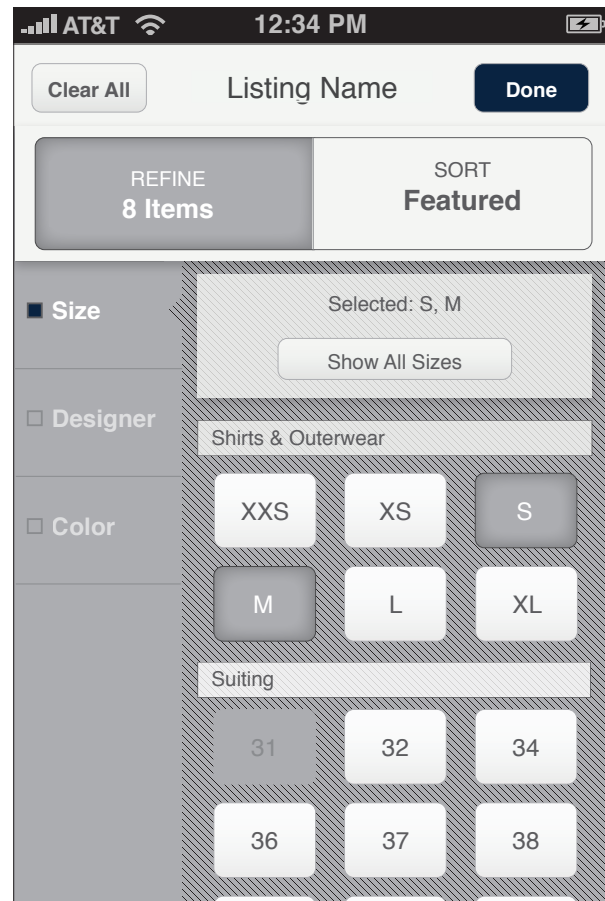
DEFAULT FILTER STATE



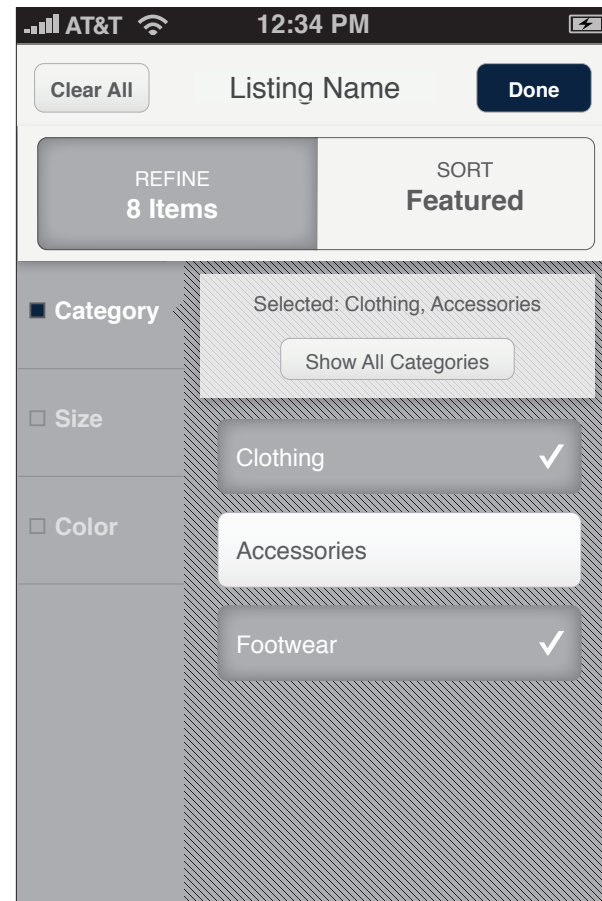
APPLIED STATE



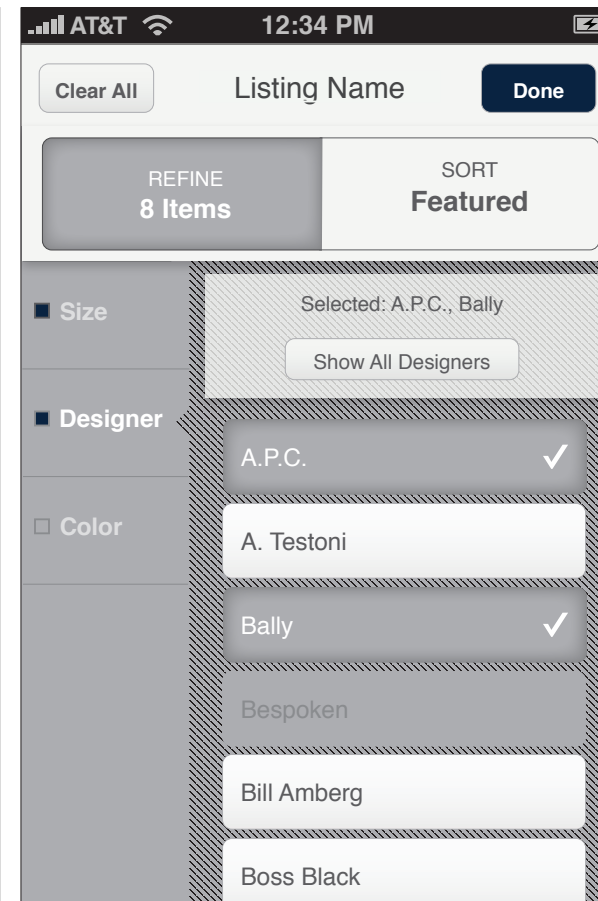
SIZE



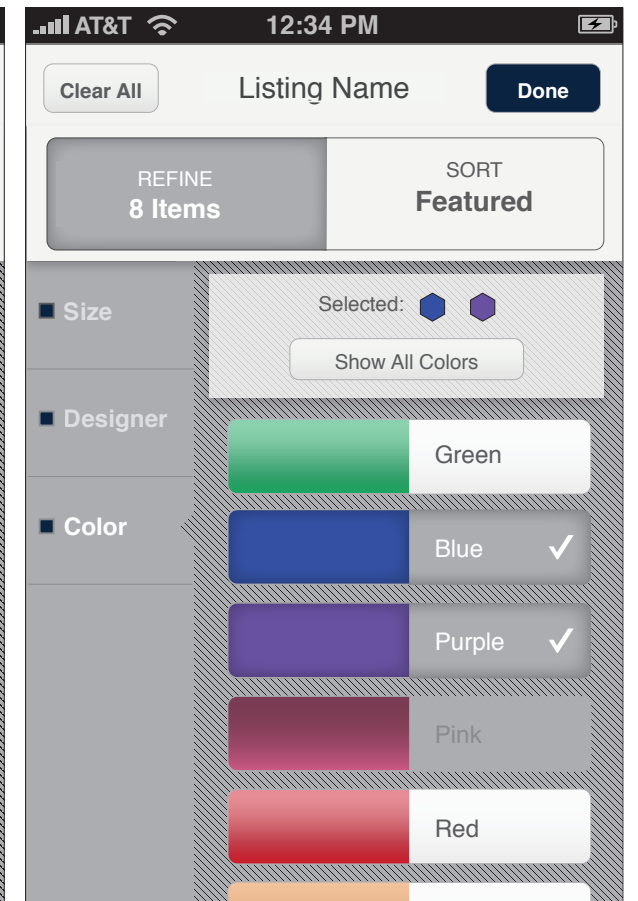
CATEGORY



DESIGNER



COLOR



FILTERS FROM DIFFERENT PATHS

Only relevant filters are shown according to the listing being refined.

Example: If New Arrivals only includes Boots by Alexander McQueen, Category and Designer would NOT be relevant.

