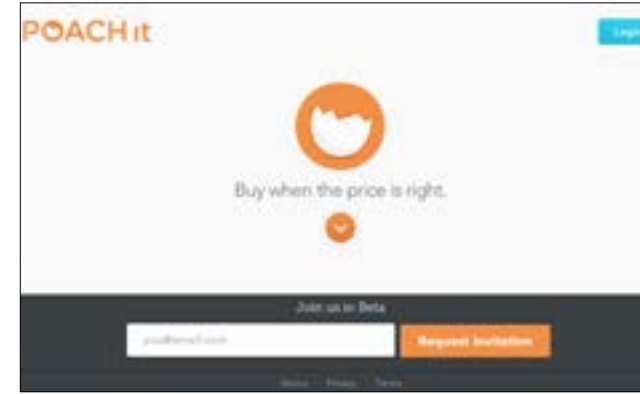


Mobile

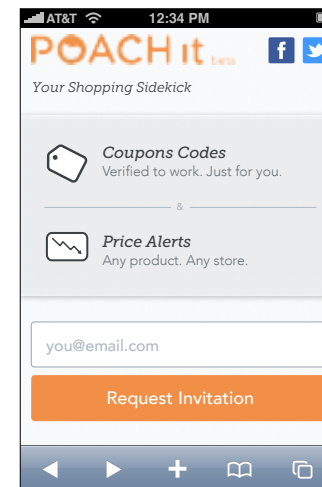
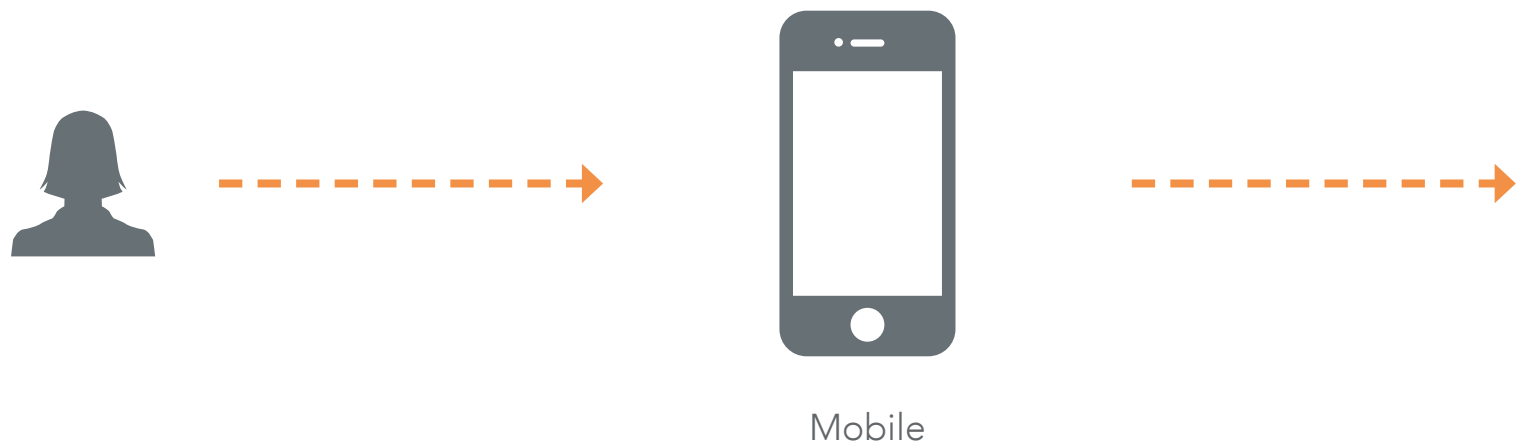
V1

Goals: Provide branding messaging, request invitation, and links to mobile formatted properties.

Device detection serves simplified experience



poachit.com (full site)

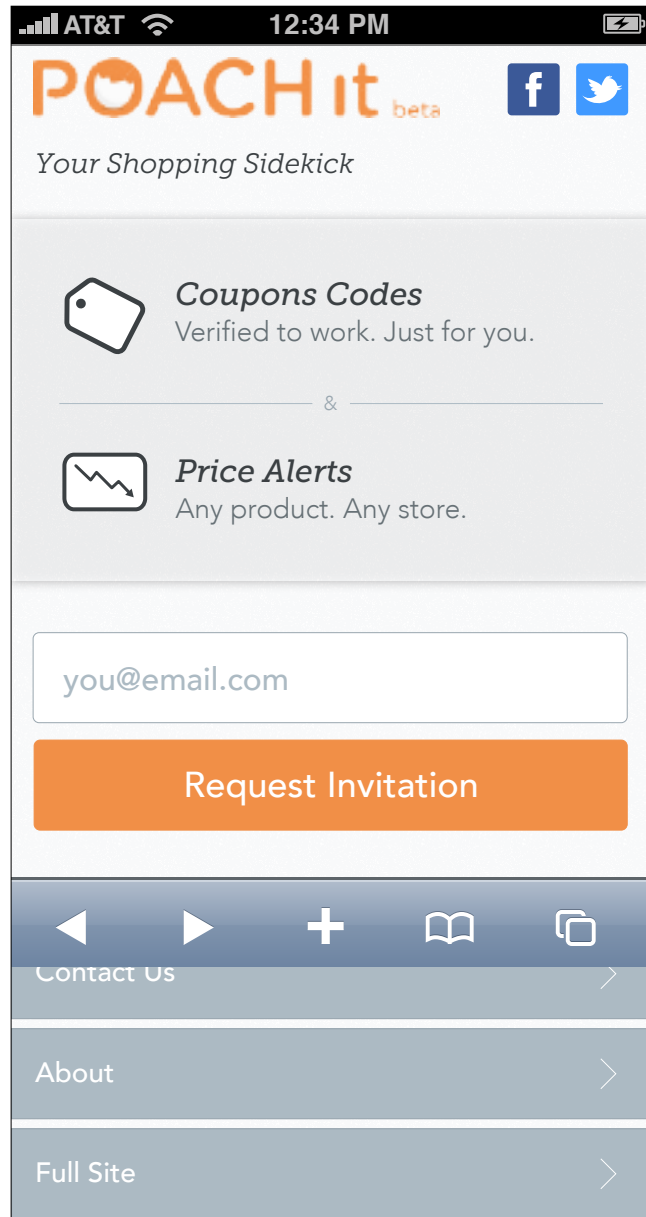


poachit.com - detect user agent with media queries or js and load mobile specific CSS

OR

m.poachit.com - redirect to subdomain for mobile (seems heavier / more complex)

V1



Home link, Facebook link, Twitter link

Static content:

Icons, background textures, Text

Email input field with validation

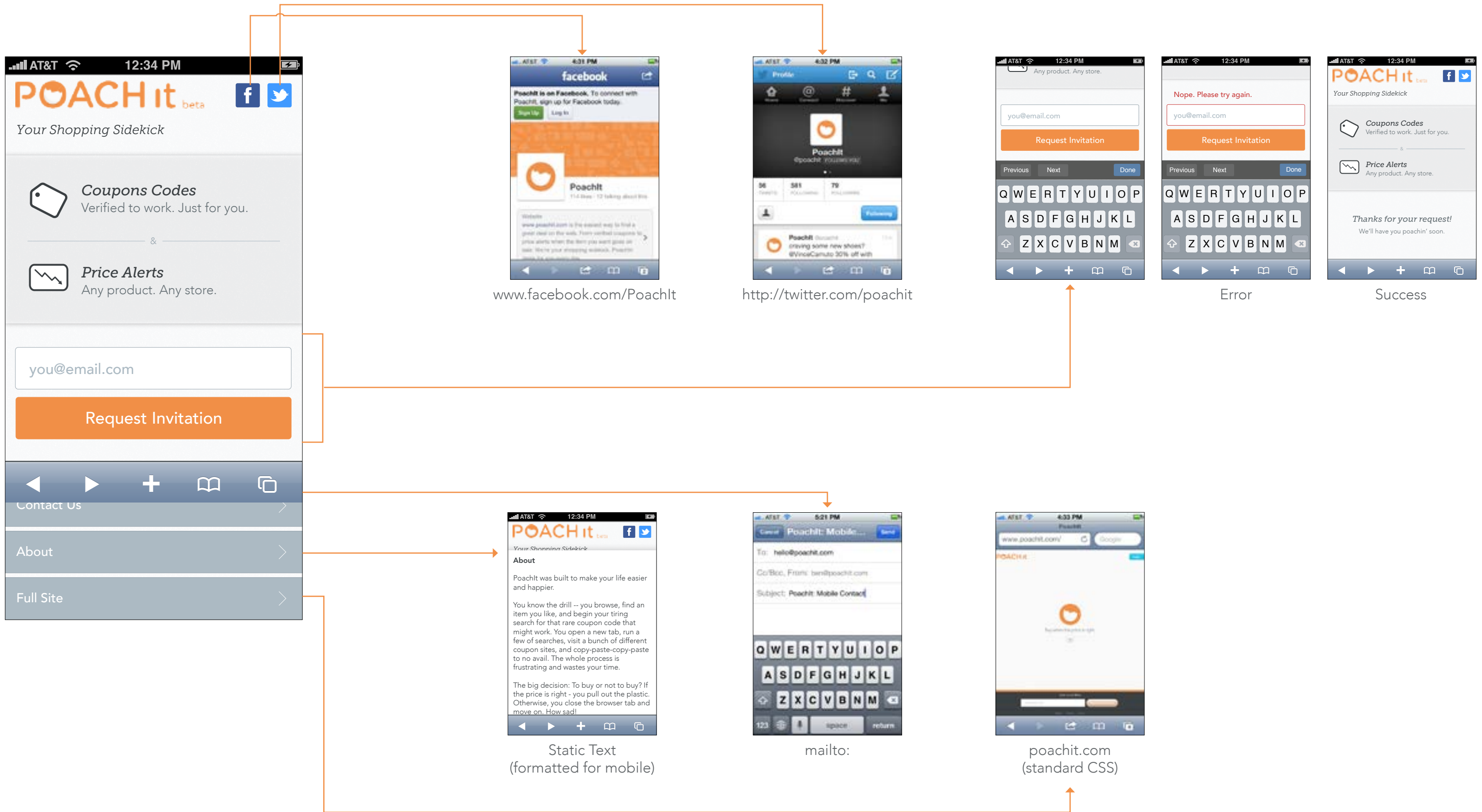
Request Invitation button

Contact us

About text

Full site link

Interactions



Styling based on iPhone Retina display- 640 x 960 px

Logo 60px tall
 MuseoSlap 300 italic
 28 px #3B4043

MuseoSlap 500 italic
 32 px #3B4043

Divider (same style that divides logo and feeds)

Input 90px tall
 Avenir Medium
 32 px #ACBAC3

Button 90px tall
 Avenir Medium
 36px #FFF

Button 90px tall
 Avenir Medium
 28px #FFF
 Background #ACBAC3

175 px tall oatmeal background

360 px tall oatmeal background with slight darker overlay and shadow above / below (same as on full site header)

Avenir Light
 28 px #677075

50 px

20 px

100 px

24px

24px

592 px

Avenir Medium
 32 px #C93C3B

1px #C93C3B

None. Please try again.

you@email.com

Request Invitation

Previous Next Done

Q W E R T Y U I O P
 A S D F G H J K L
 ↑ Z X C V B N M ↵

MuseoSlap 500 italic
 36 px #677075

Avenir Light
 28px #677075

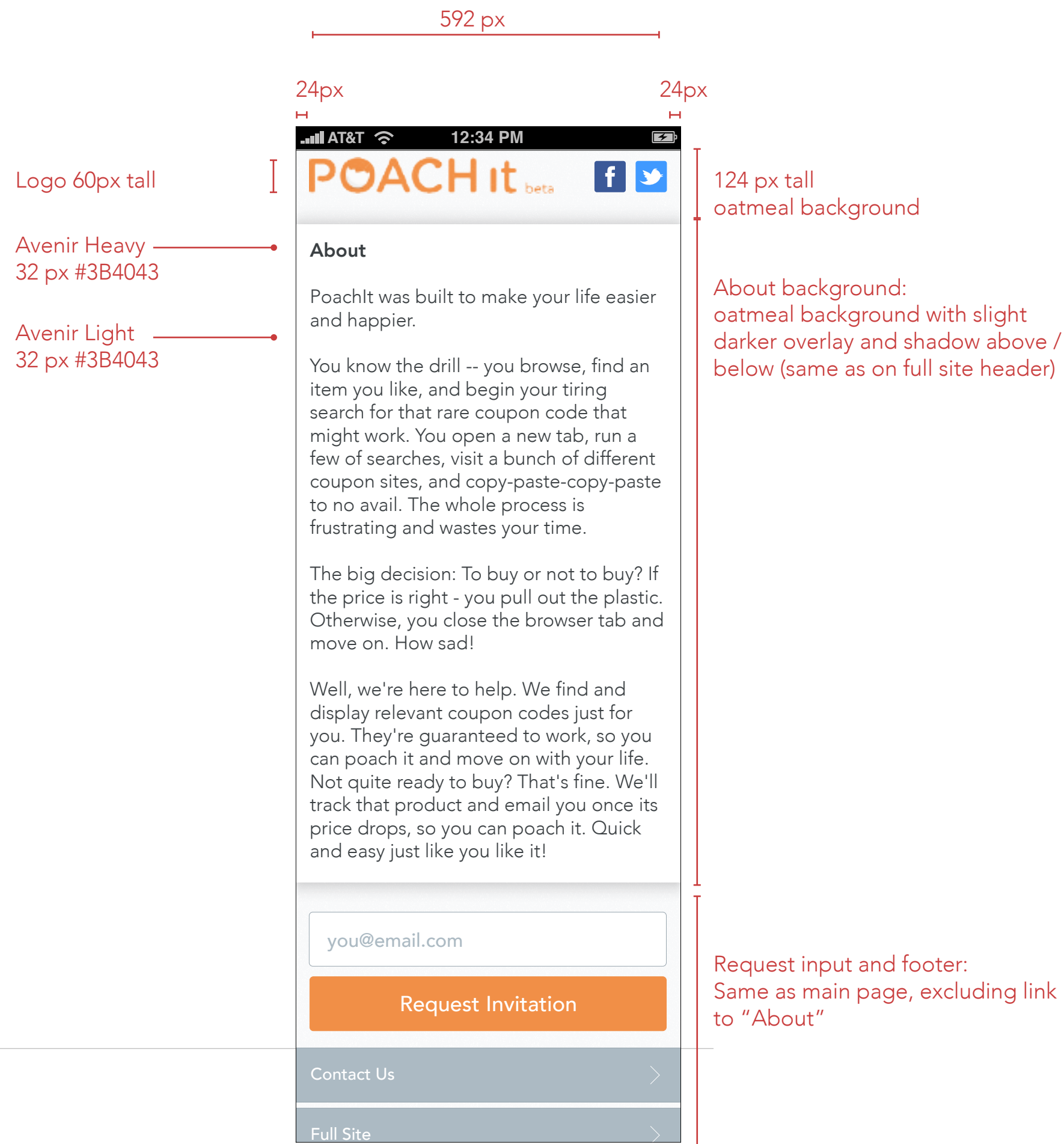
Thanks for your request!
 We'll have you poachin' soon.

Contact Us >

About >

Privacy >

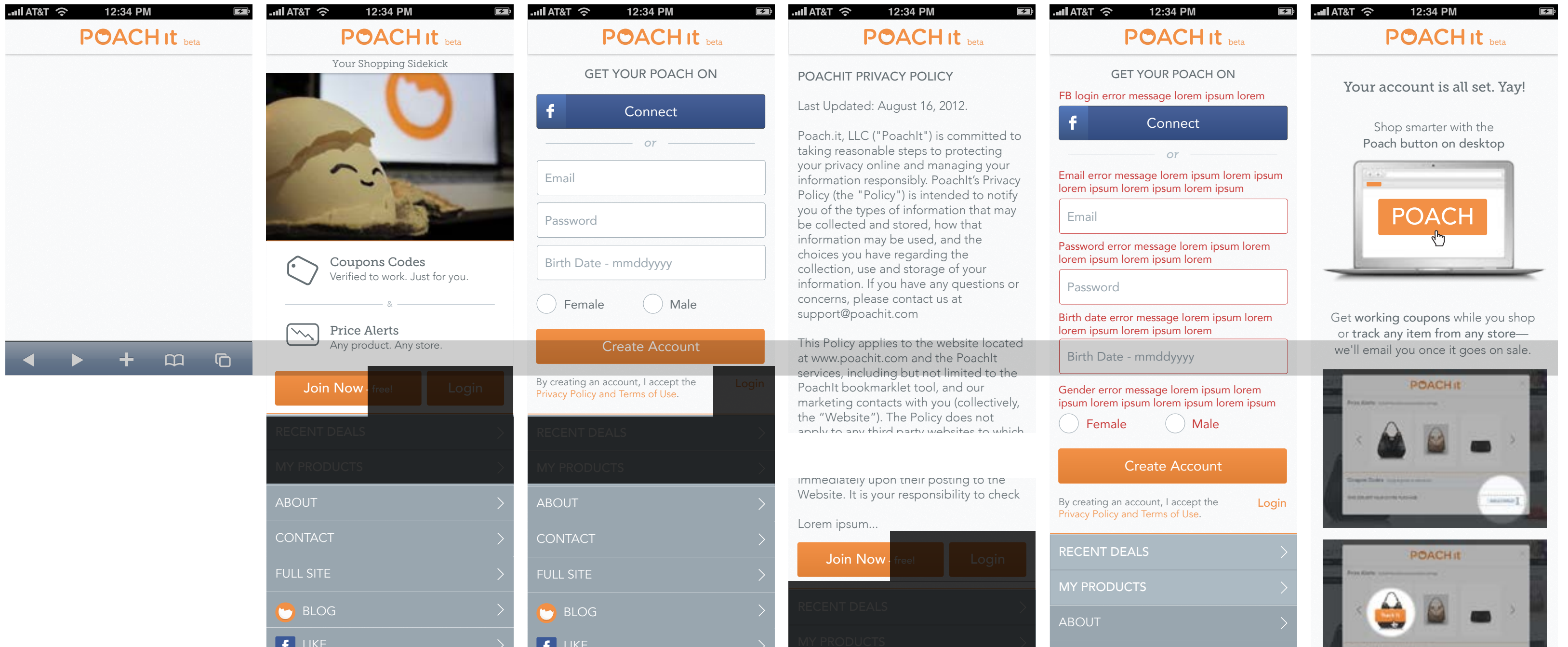
Styling based on iPhone Retina display- 640 x 960 px



V2

Goals: Rebuild V1 connecting to API, allow users to register, direct users to bookmarklet on desktop.

Rebuild V1 + Registration Flow



Logo directs users home

Landing

Join

Privacy and Terms

Join Errors (field specific)

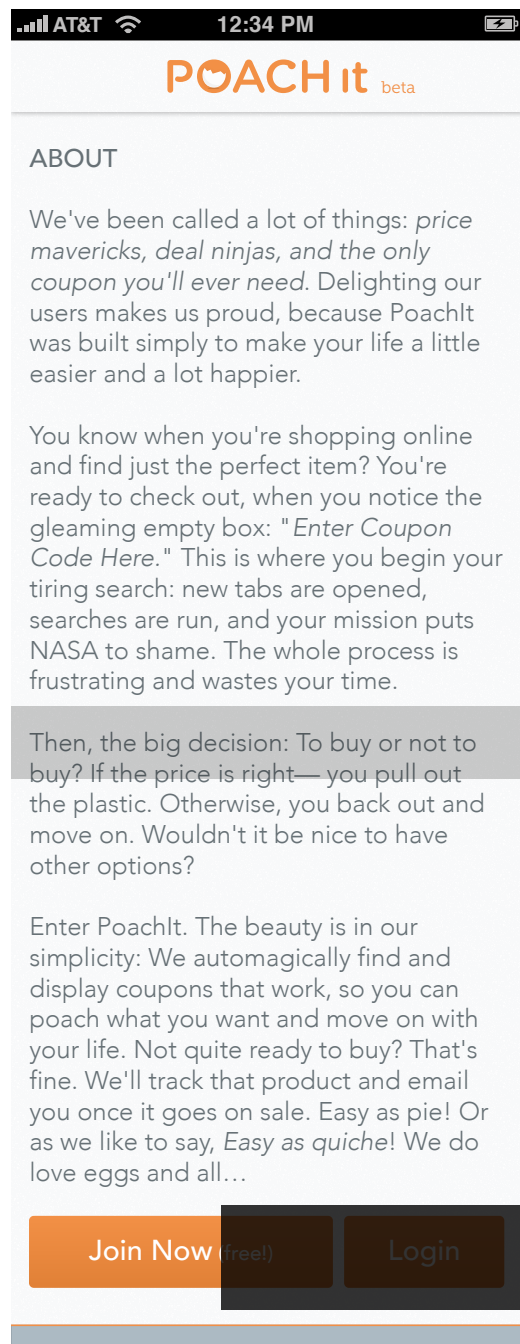
Join Confirmation

Here's the "fold" in mobile Safari too

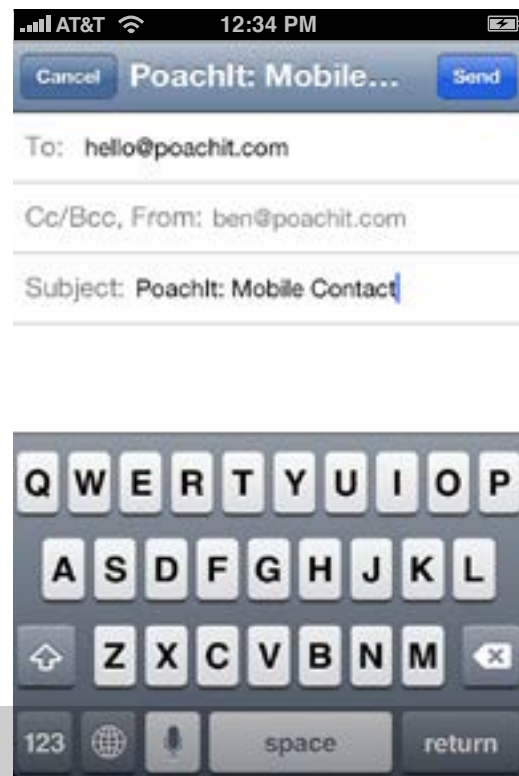
Displays static feel good image and basic messaging

CTA: Join /Login
Recent Deals and My Products and the rest

Updated footer links



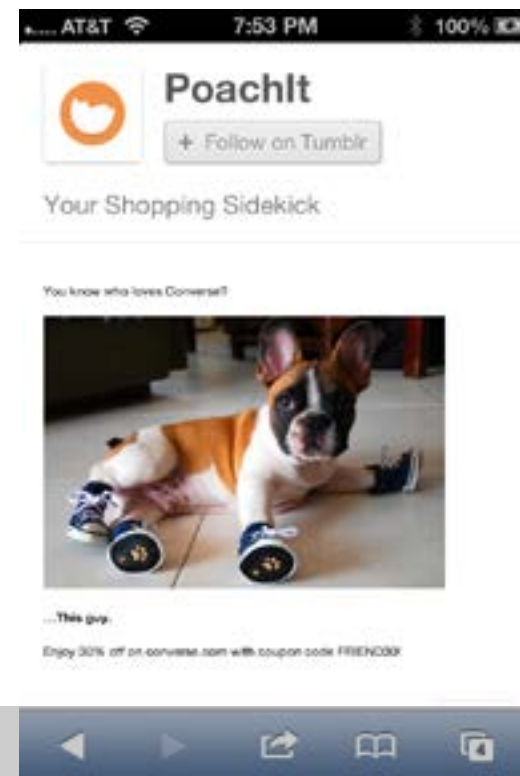
About



Contact



Full Site



Blog



Facebook Page



Twitter

V3 "Full Experience"

Goals: Give users a meaningful / valuable experience on their mobile device.

Considerations

Platforms:

Mobile Web for 320x480

Mobile Web for 1024x768

Native iPhone App

Native iPad App

(Other Apps)

Mind sets:

Get a deal I've been wanting / check activity

Browse deals

Kill time

Be social

Be narcissistic

Actions:

...