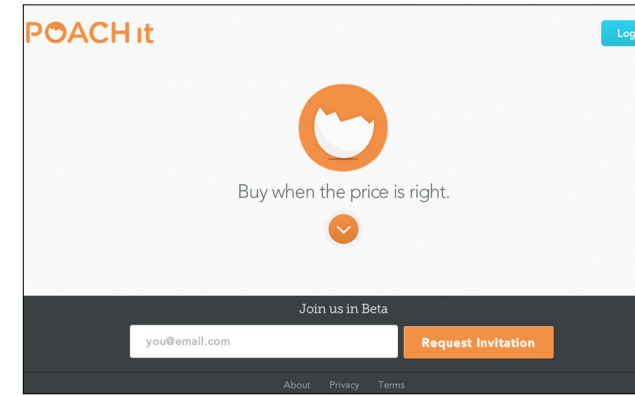


# Mobile

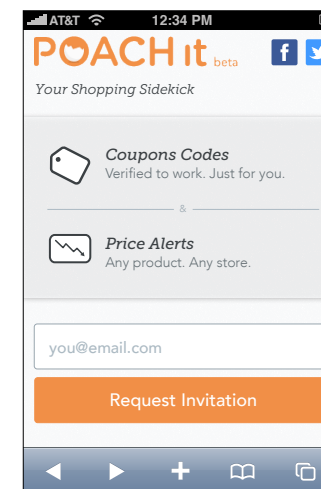
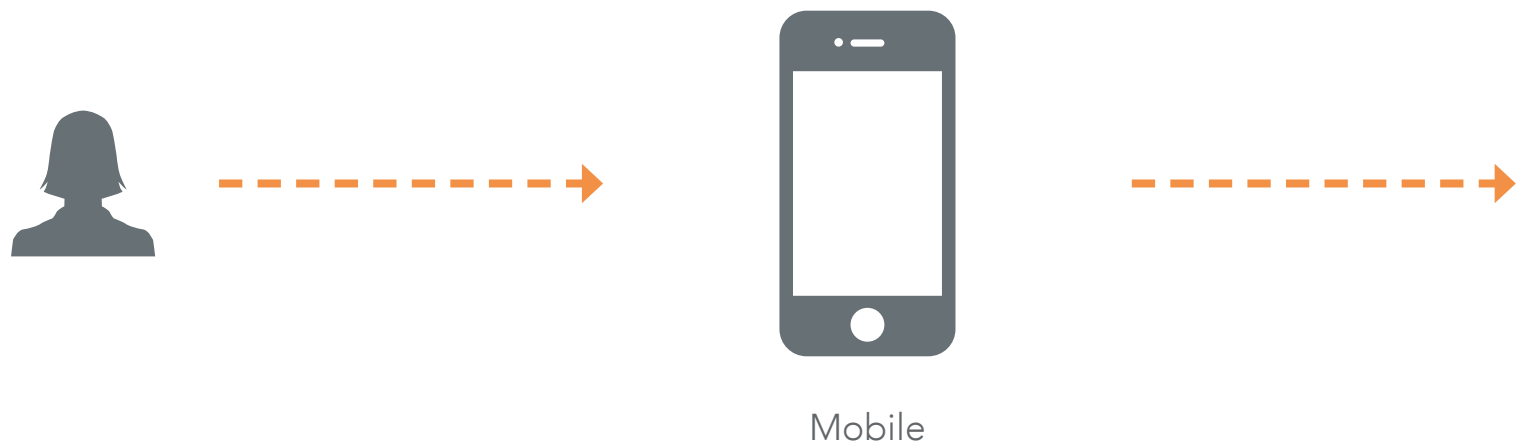
# V1

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

# Device detection serves simplified experience



poachit.com (full site)

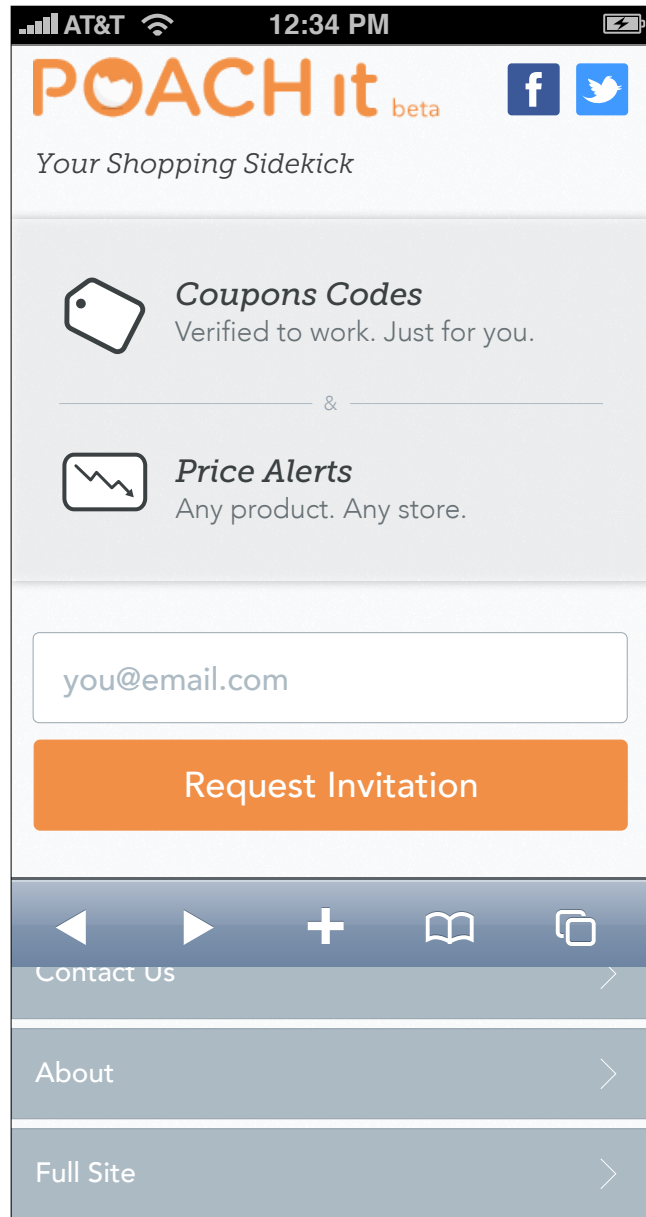


poachit.com - detect user agent with media queries or js and load mobile specific CSS

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

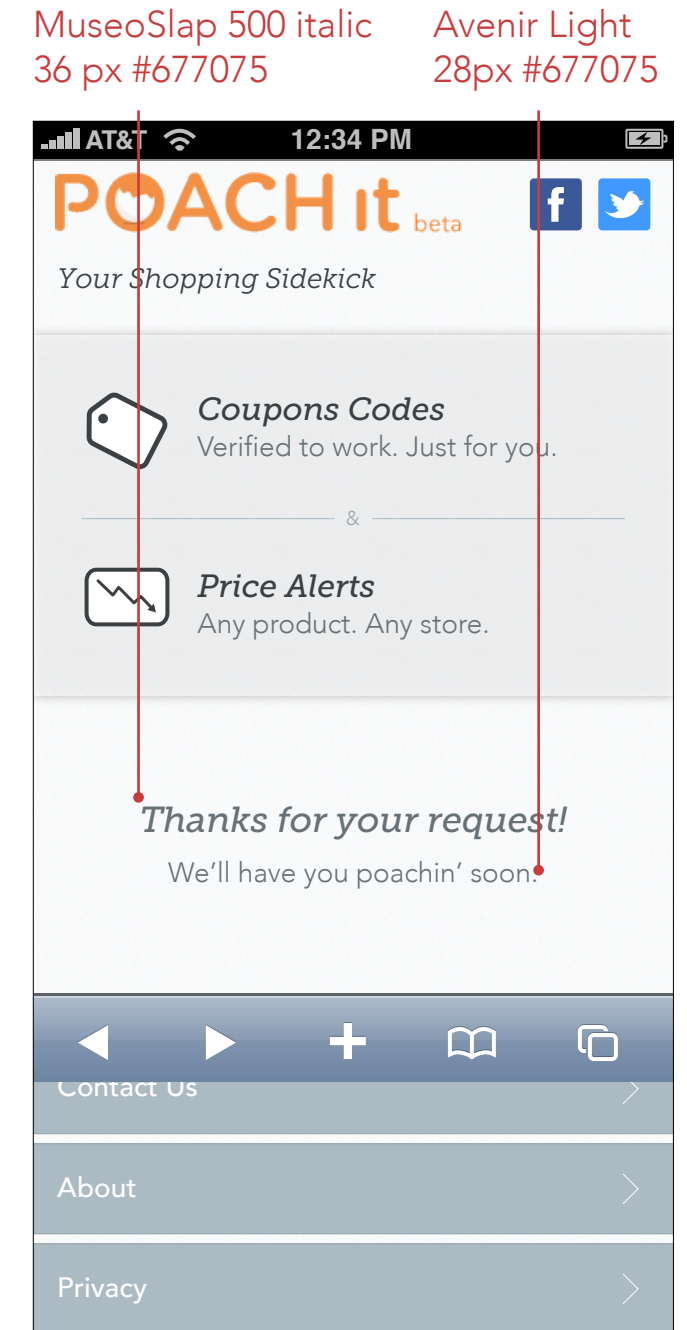
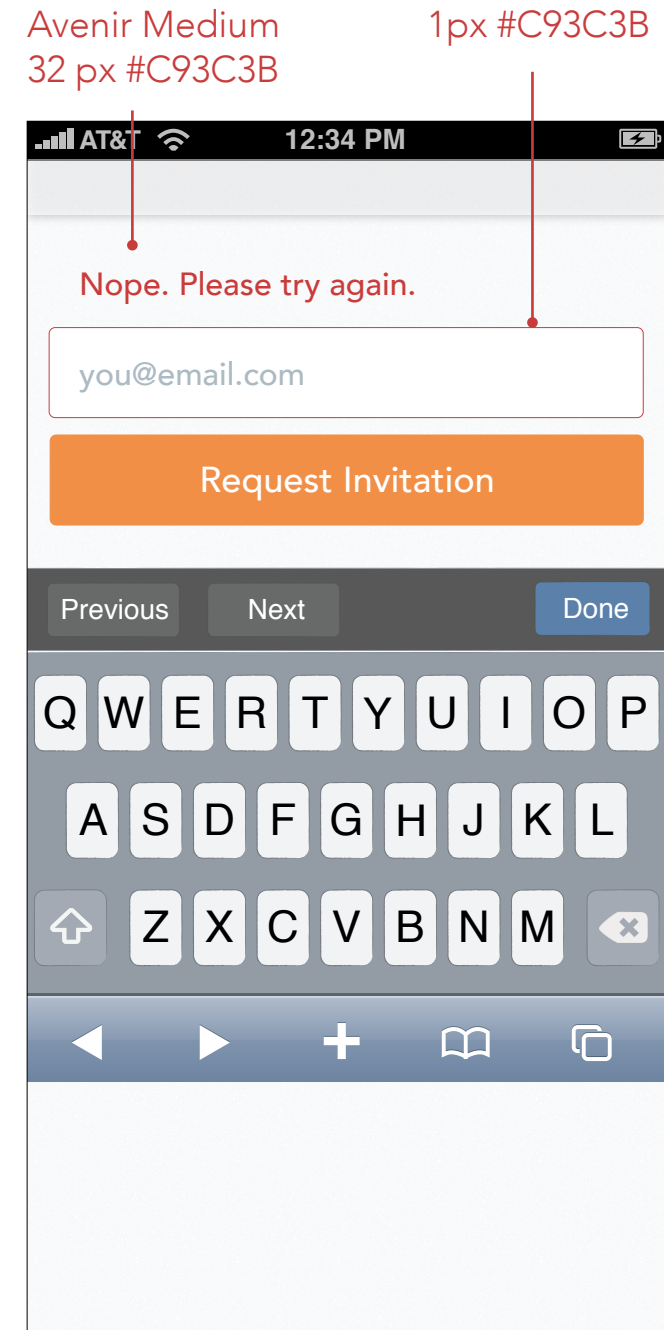
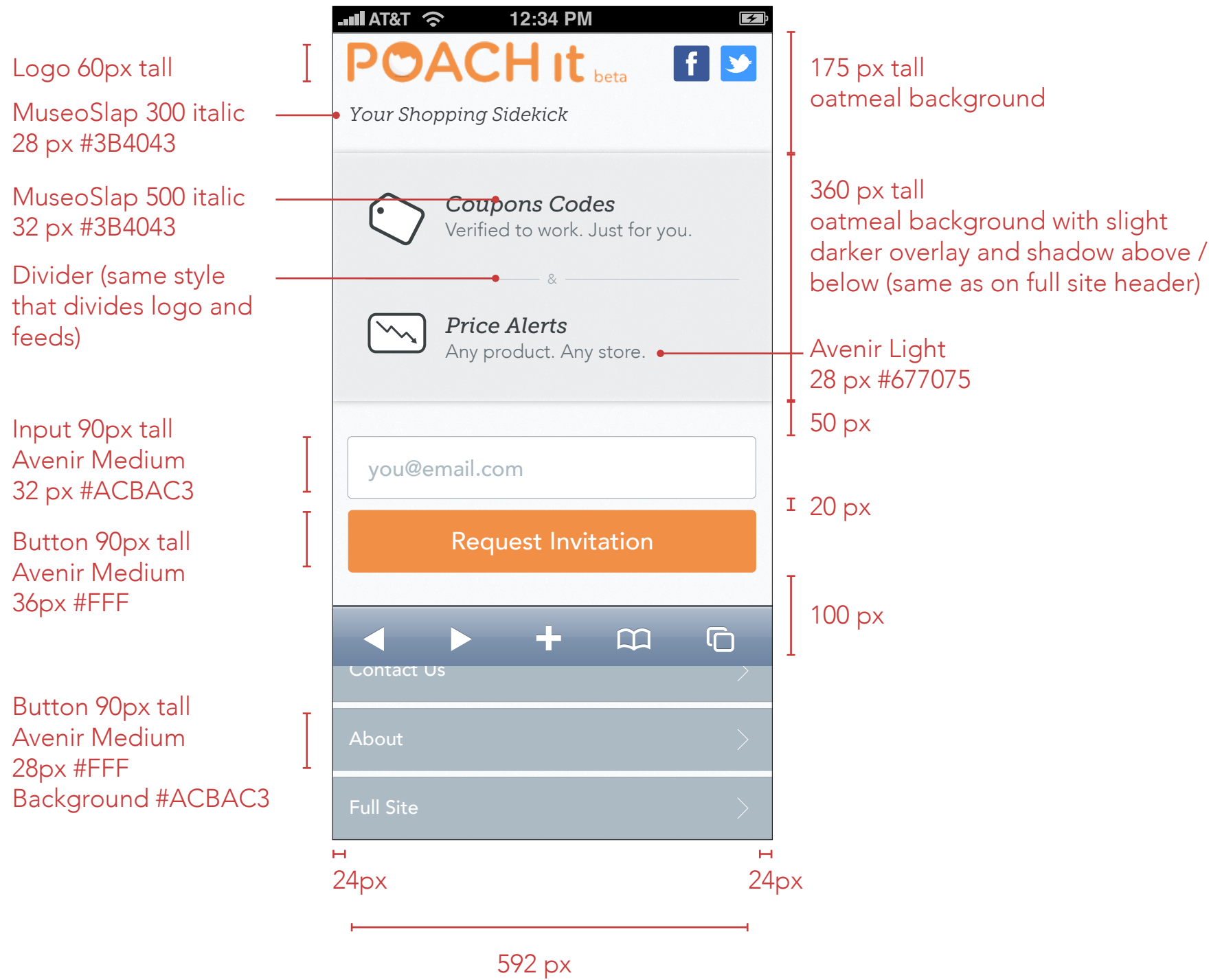
About text

Full site link

# Interactions



# Styling based on iPhone Retina display- 640 x 960 px



# Styling based on iPhone Retina display- 640 x 960 px

592 px

24px 24px

Logo 60px tall

Avenir Heavy  
32 px #3B4043

Avenir Light  
32 px #3B4043

124 px tall  
oatmeal background

About background:  
oatmeal background with slight  
darker overlay and shadow above /  
below (same as on full site header)

Request input and footer:  
Same as main page, excluding link  
to "About"

you@email.com

Request Invitation

Contact Us >

Full Site >

AT&T 12:34 PM

POACH it beta

f t

**About**

PoachIt was built to make your life easier and happier.

You know the drill -- you browse, find an item you like, and begin your tiring search for that rare coupon code that might work. You open a new tab, run a few of searches, visit a bunch of different coupon sites, and copy-paste-copy-paste to no avail. The whole process is frustrating and wastes your time.

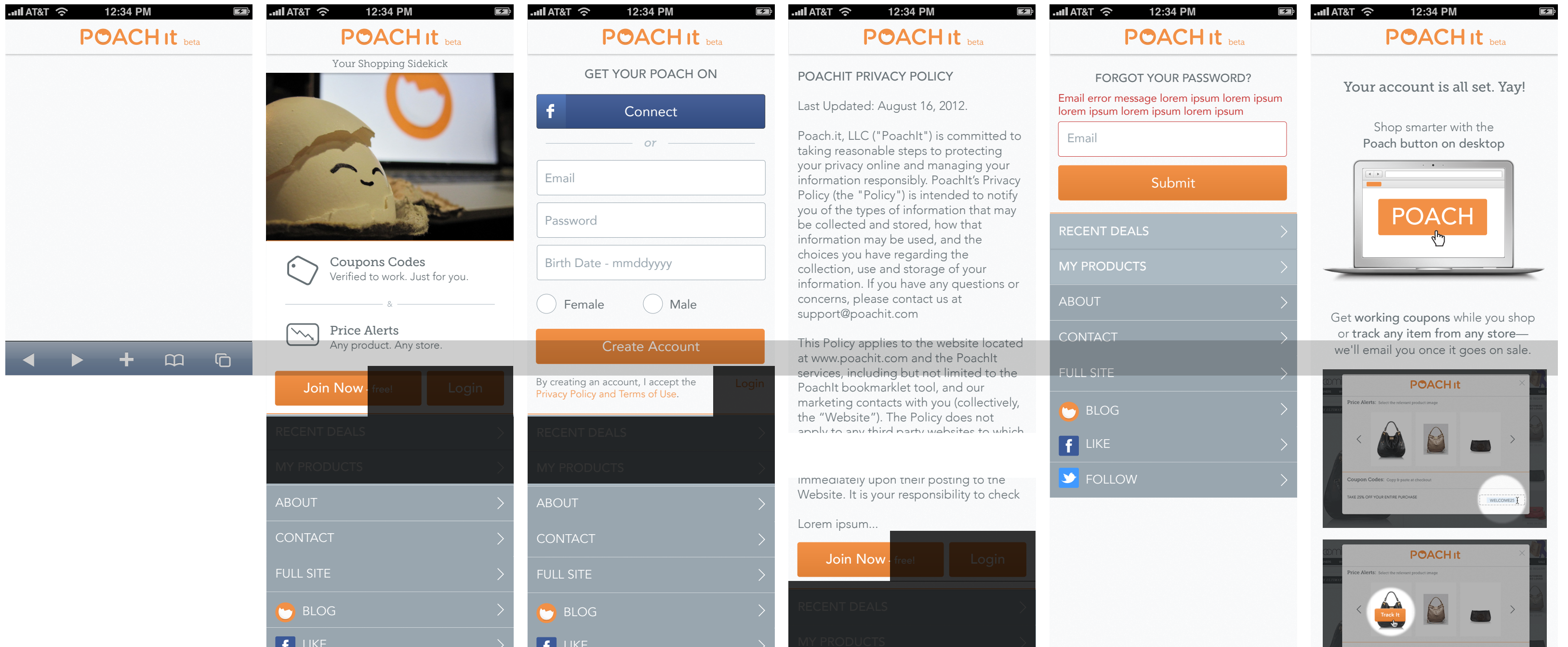
The big decision: To buy or not to buy? If the price is right - you pull out the plastic. Otherwise, you close the browser tab and move on. How sad!

Well, we're here to help. We find and display relevant coupon codes just for you. They're guaranteed to work, so you can poach it and move on with your life. Not quite ready to buy? That's fine. We'll track that product and email you once its price drops, so you can poach it. Quick and easy just like you like it!

# 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)

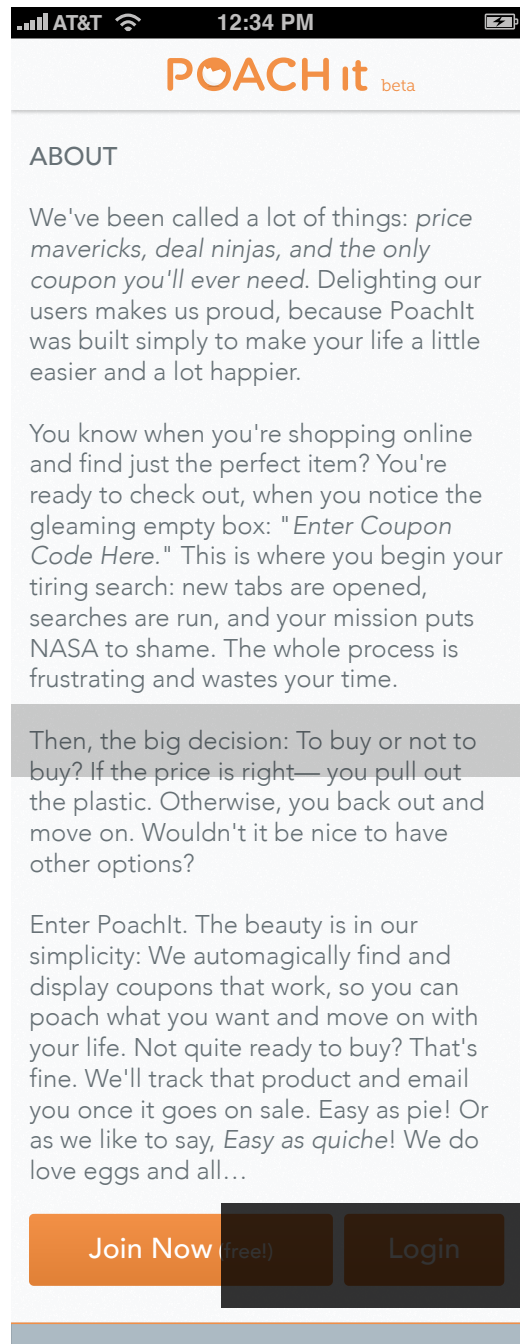
Join Confirmation

Here's the "fold" in mobile Safari too

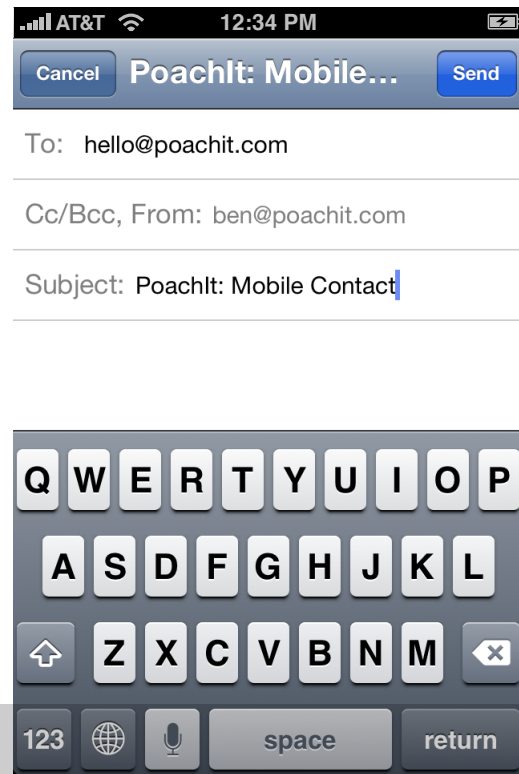
Displays static feel good image and basic messaging

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

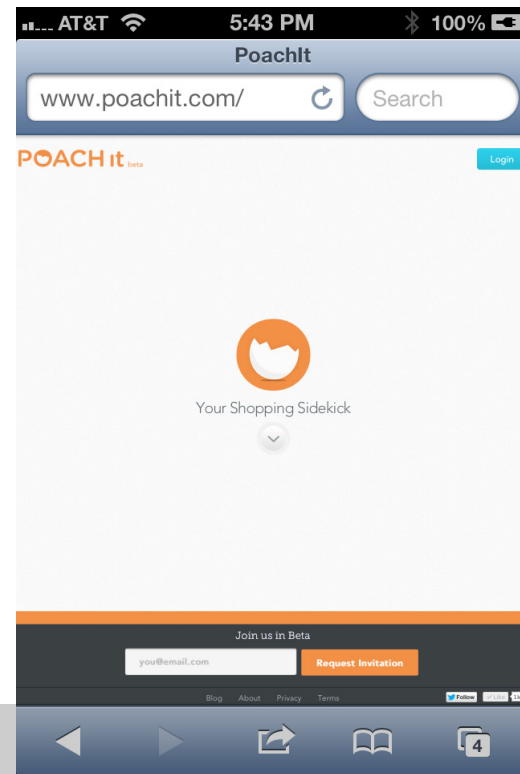
# Updated footer links



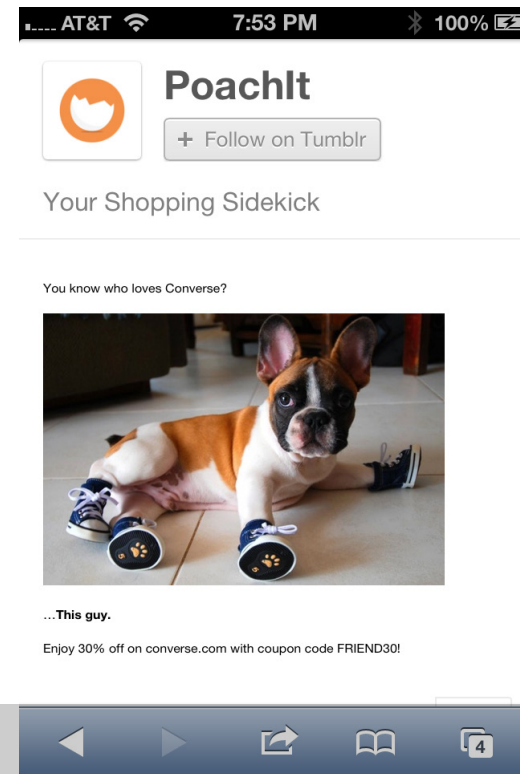
About



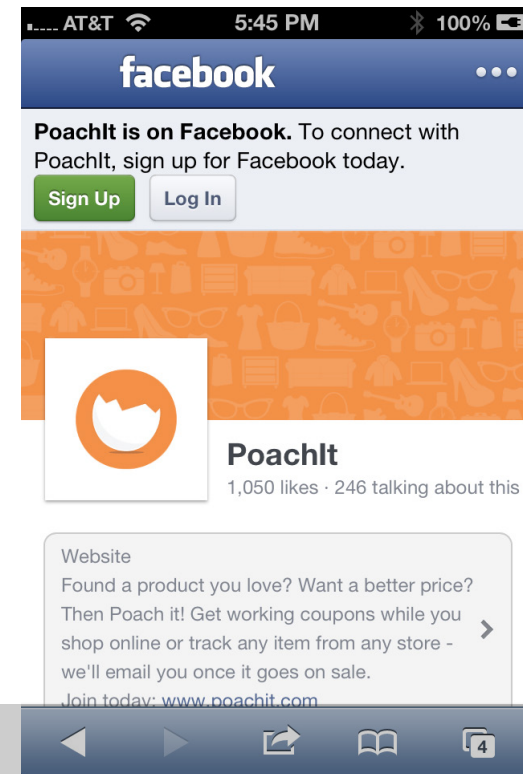
Contact



Full Site



Blog



Facebook Page



Twitter

# V3 "Full Experience"

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

## PLAN:

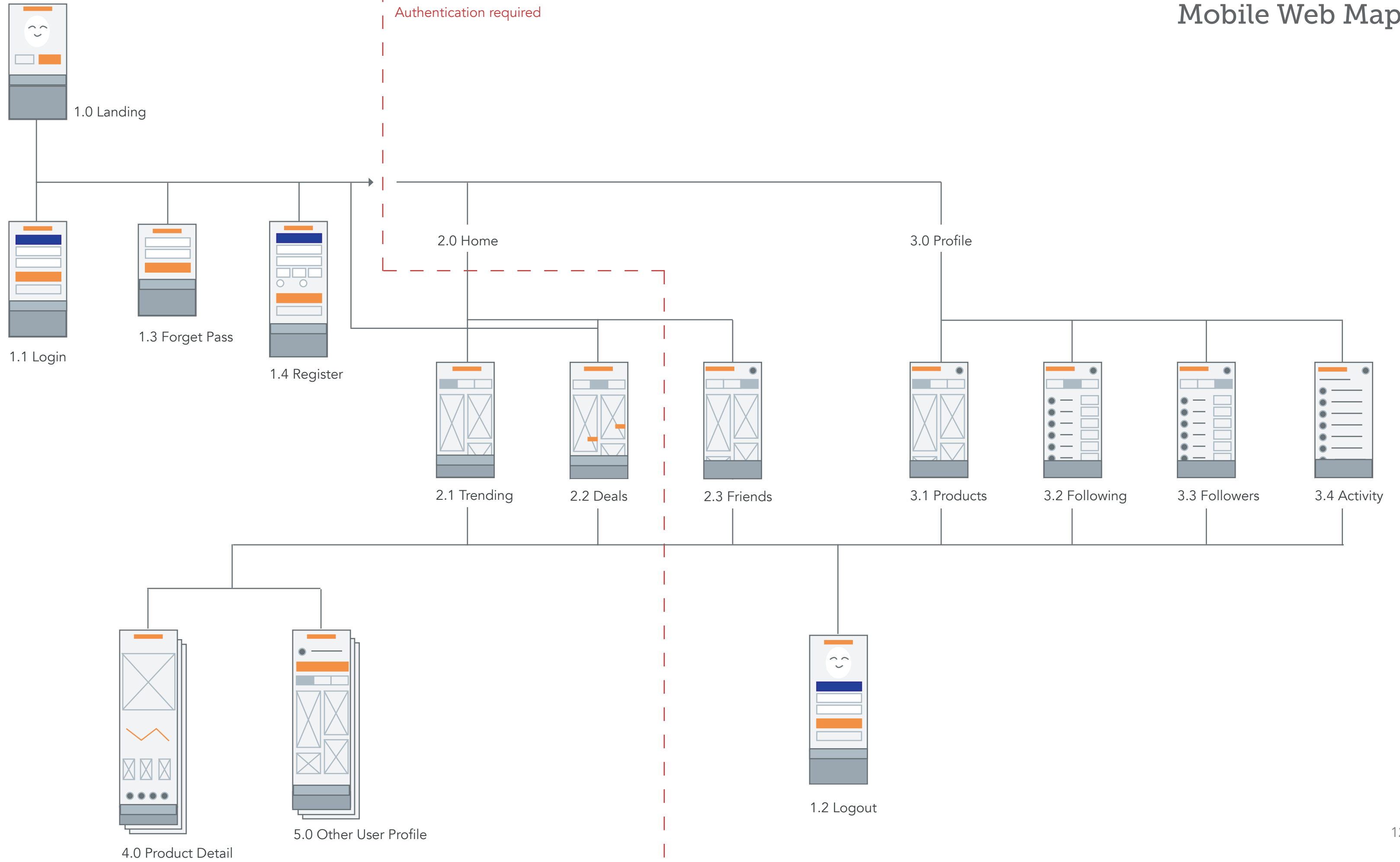
### 1. Quick and dirty mobile web

Status: 95% design time done

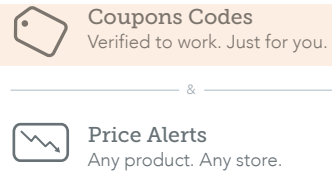
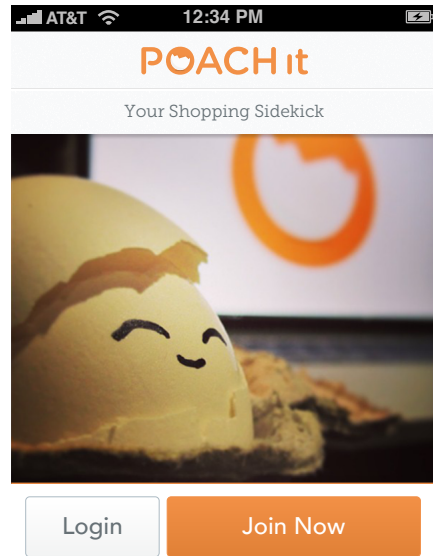
Not supporting: Settings, Set Target Price, Search, Learn, Make Private, Remove, Flag, Like/Pi

### 2. Native iPad app (which gets us 80% of the way to an iPhone app)

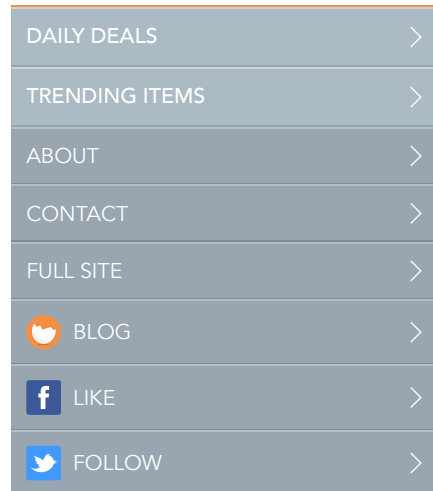
# Mobile Web Map



# 1.0 Landing



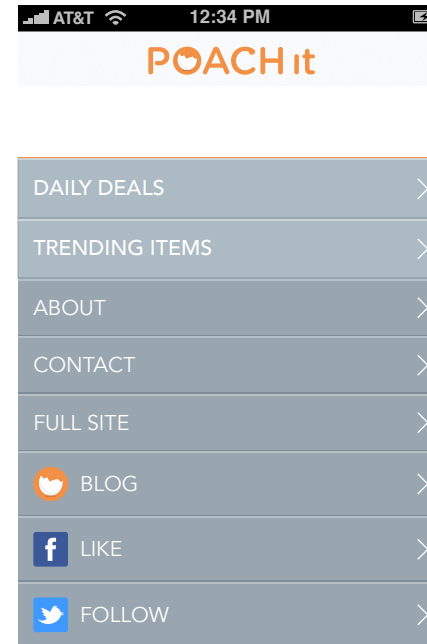
Mobile Safari tab bar position



Landing as is today with the following additions:

1. Login Button
2. Deals
3. Trending

## NAV: Not Authenticated



When users are not authenticated, the Header contains only the logo, which directs to Landing.

The footer contains 2 feeds (Trending, Deals, not Friends) in order to allow non-members to browse. These feeds are differentiated from the other footer bars by a lighter shade of grey.

The more explicit labels (Daily Deals and Trending Items) are intended to give new users more context before selecting.

### FIXED VS NON-FIXED HEADER (TBD)

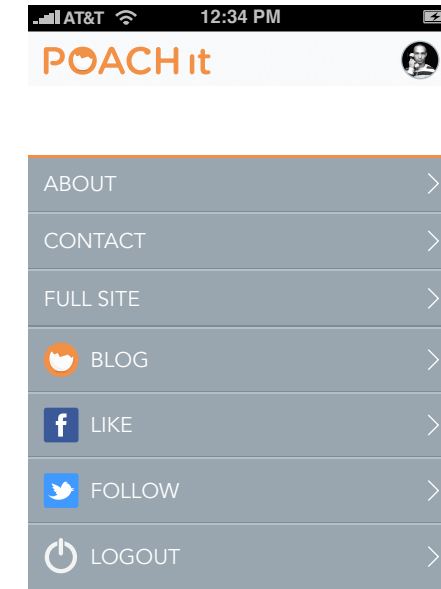
**FIXED**

- Allows for persistent navigation between Home and Profile
- Allows us to avoid "Back" functionality
- Decreases screen real-estate for browsing products

**NON-FIXED**

- Creates a greater need to add "Trending, Deals, Friends, Profile" and potentially other links to the footer menu.
- Increases screen real-estate for more "open" browsing experience

## NAV: Authenticated

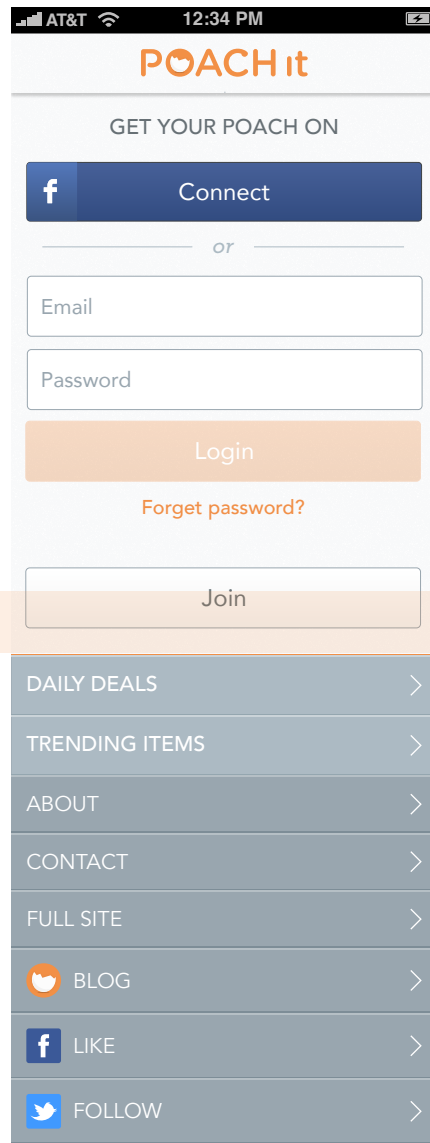


When users are authenticated, the Header contains the logo (left aligned) and the user avatar or default egg (right aligned). The logo links to home. The avatar links to profile.

The footer now contains a Logout bar.

Feed navigation (Trending, Deals, Friends) may be included in the footer navigation as well, but it becomes less necessary due to tabs on the Home view.

# 1.1 Login

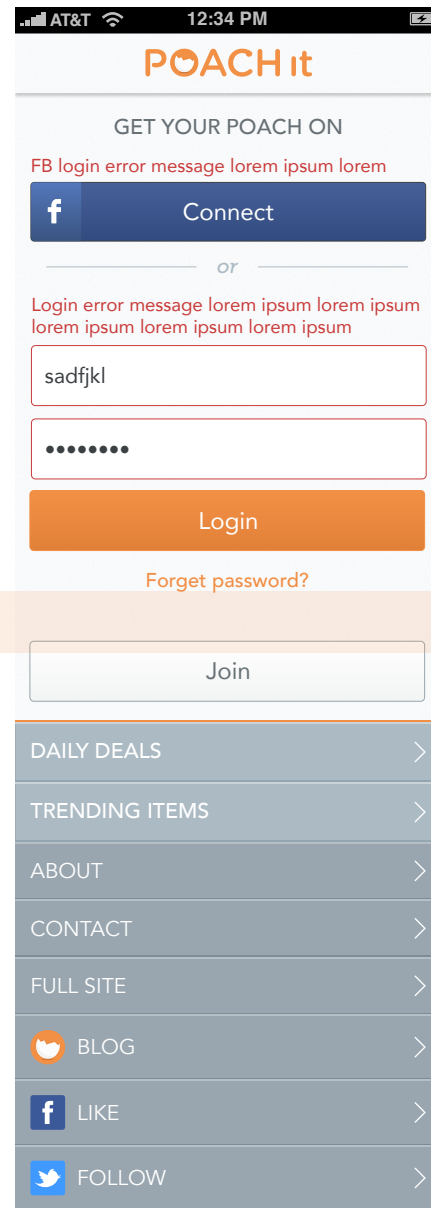


Upon tapping "Login" from Landing, we display the Login view.

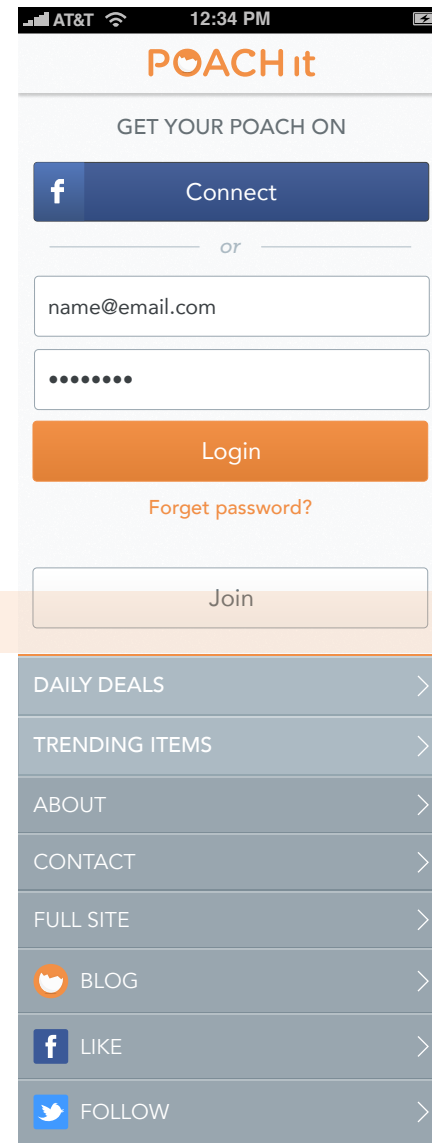
Users may connect directly with Facebook or via email.

Login button is not enabled until Email and Password fields contain data.

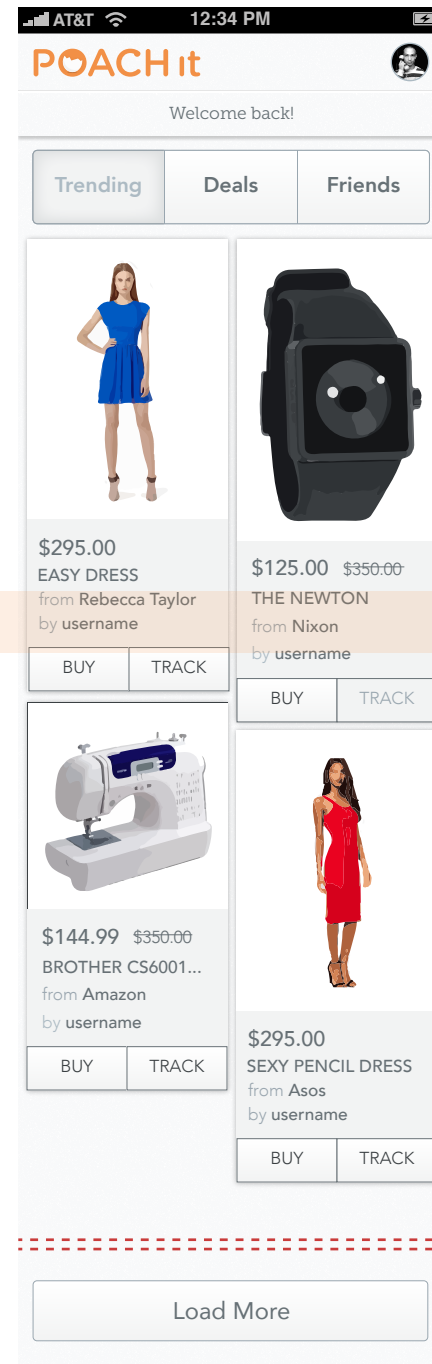
Forget password? link and Join button allow users to navigate to those views.



Error states may be triggered from Facebook or from incorrect email / password credentials.



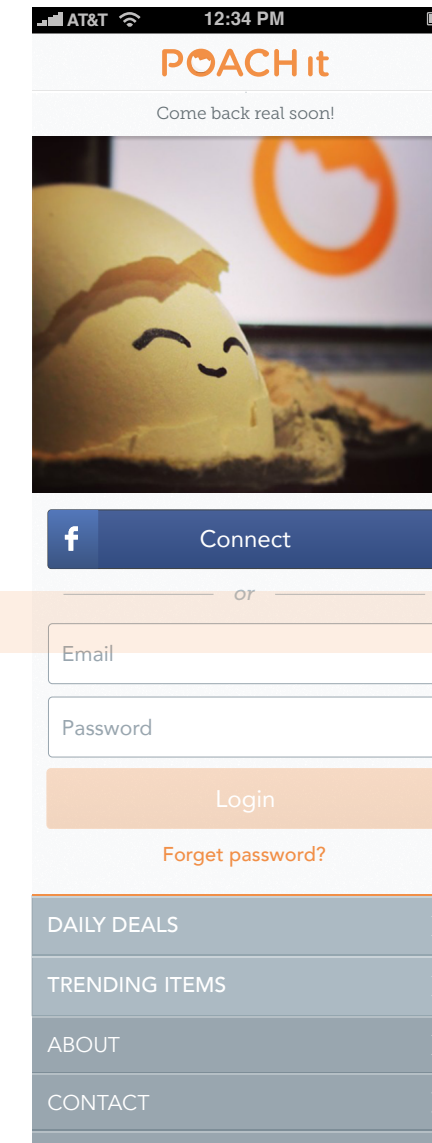
This illustrates the view when valid data is entered.



Upon successful login, existing users land on Home and are greeted with a brief message "Welcome back" in the same style as the secondary bar on Landing that reads "Your Shopping Sidekick". This bar only appears on initial view (i.e. if navigating away from Home and back, the bar would no longer be visible).

(Home is detailed later.)

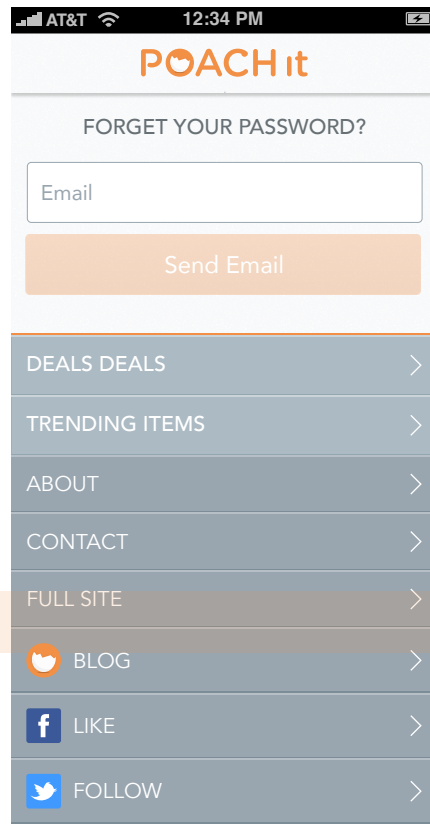
# 1.2 Logout Confirmation



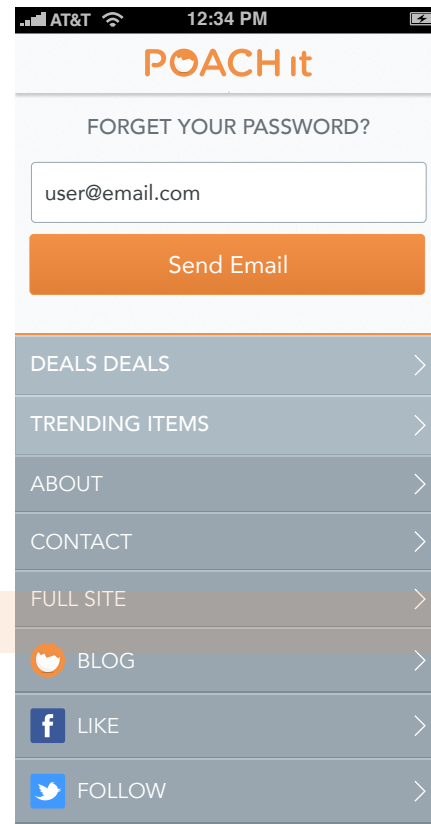
Upon successful logout, the view is like a mix between landing and Login:

- Non-authenticated header
- "Come back real soon!" messaging
- Poachie's cute face
- Login view

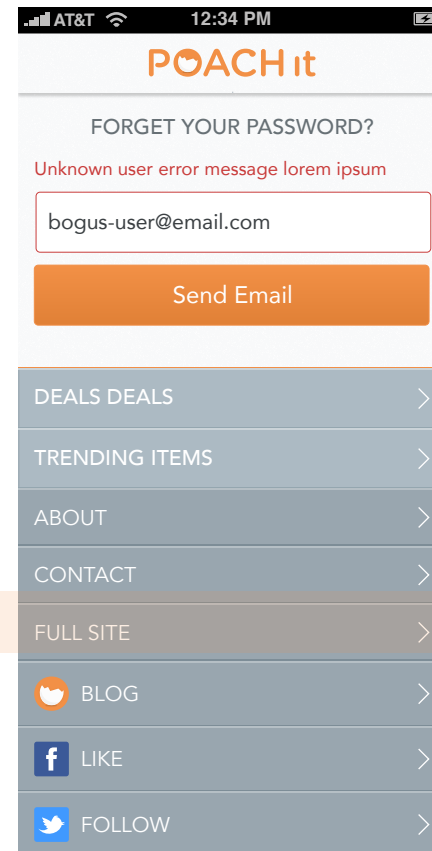
# 1.3 Forget Password



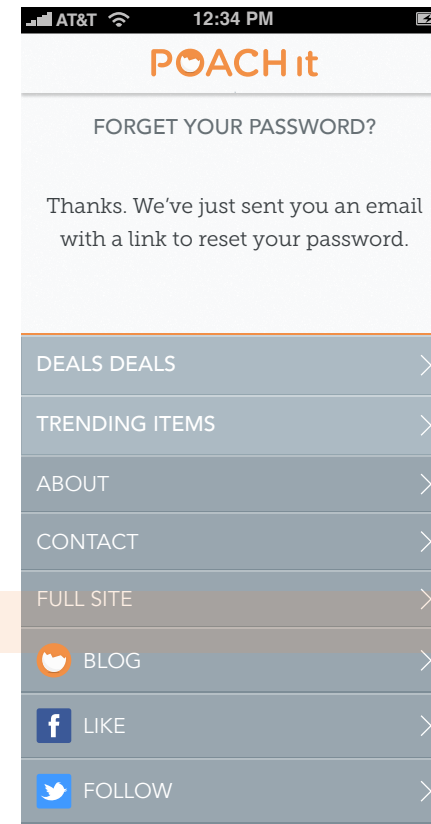
Upon tapping "Forget password?" users are prompted to enter their email.



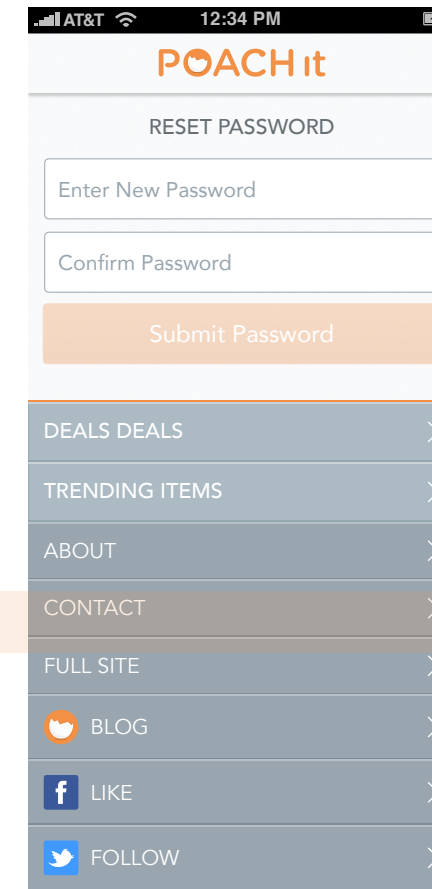
Once entered, the Send Email button is enabled.



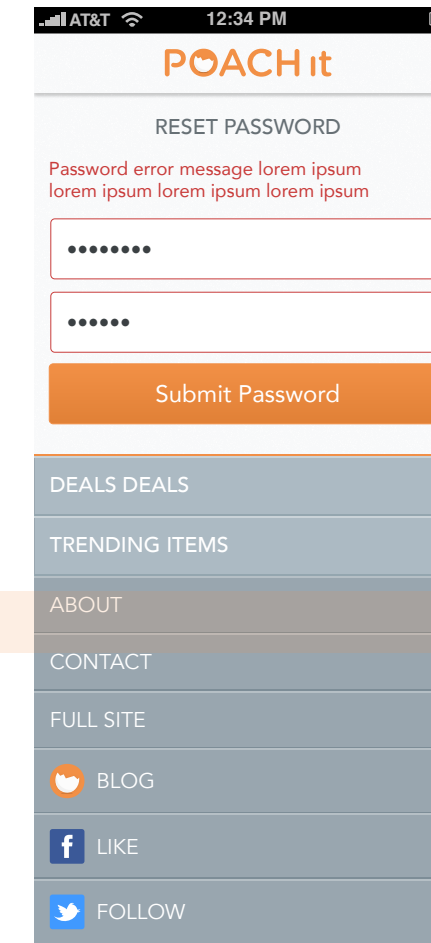
If the email is not in our database, we display an error.



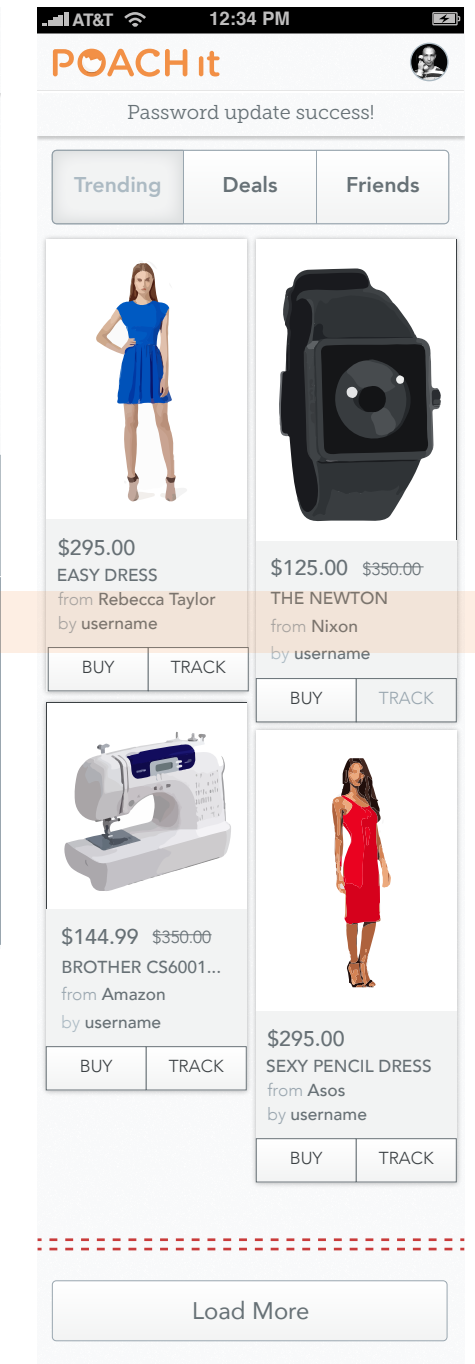
If the email is in our database, we send that email and display a confirmation message.



Upon selecting the link for that email, the user is prompted to enter a new password.

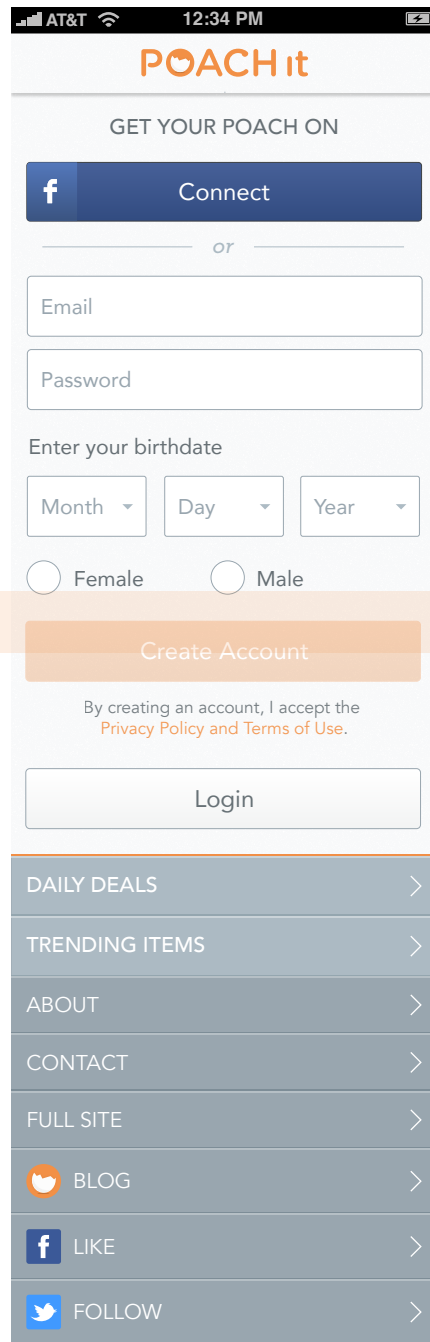


If the passwords fail to match or meet our criteria (I believe it's just 5+ characters), we display and error).



Upon submitting a good new password, we login them in. They land on Home and are greeted with a message "Password update success!" (same style as other messaging such as Welcome back, and Your Shopping Sidekick)

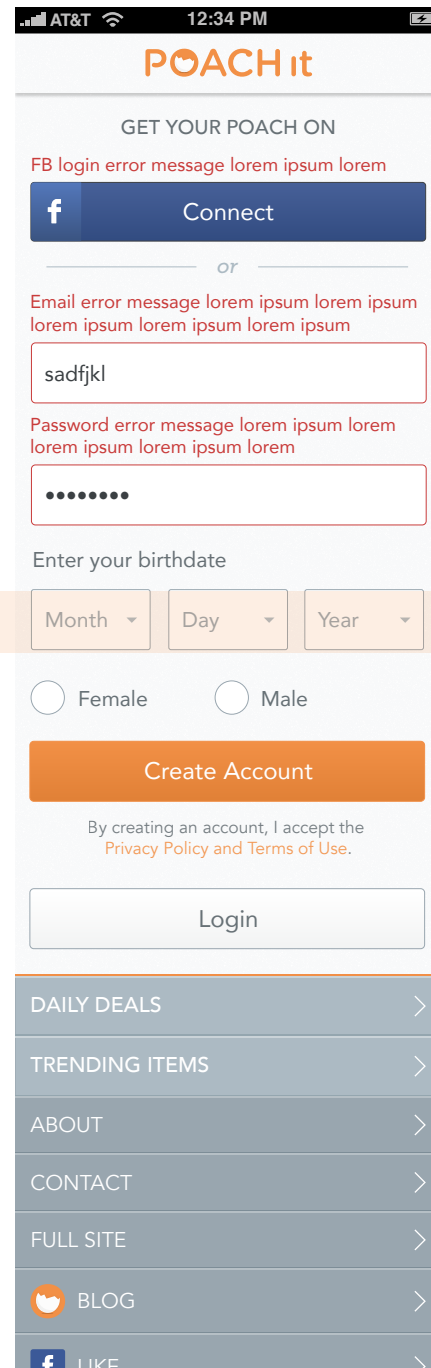
# 1.4 Register



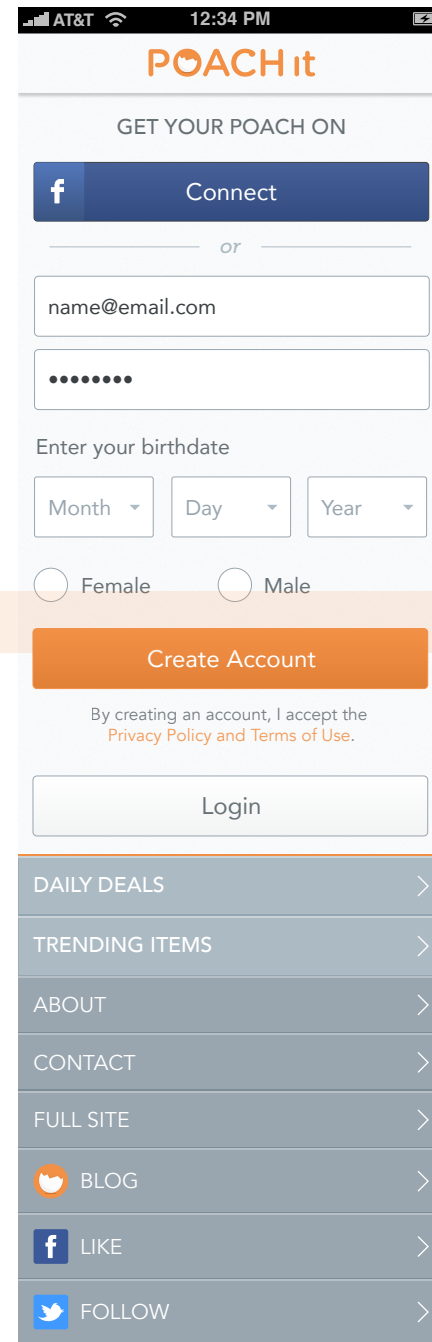
Upon tapping "Join Now" from landing, we display the Register view. This is the same as today with the following enhancements:

- bigger birthdate button styling
- Login button
- Deals, Trending bars

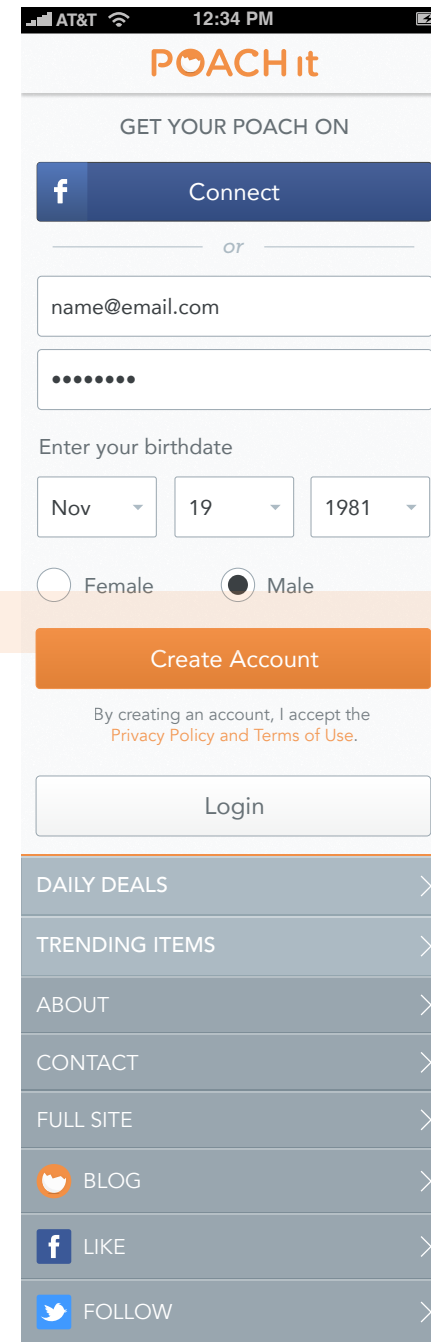
Concerns around required v. optional fields have been raised. May need a discussion.



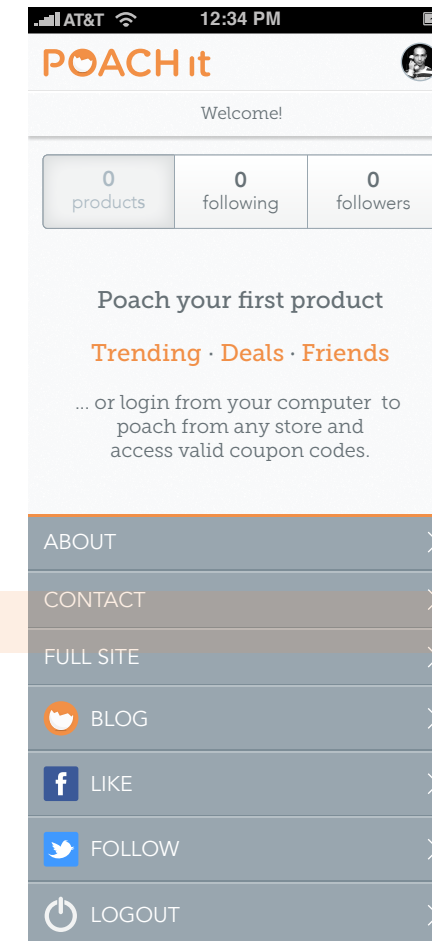
Error states. I believe this is the same as today, but it may be affected by the "required/optional" discussion.



Upon valid data being entered for required fields, our Create Account button is enabled.

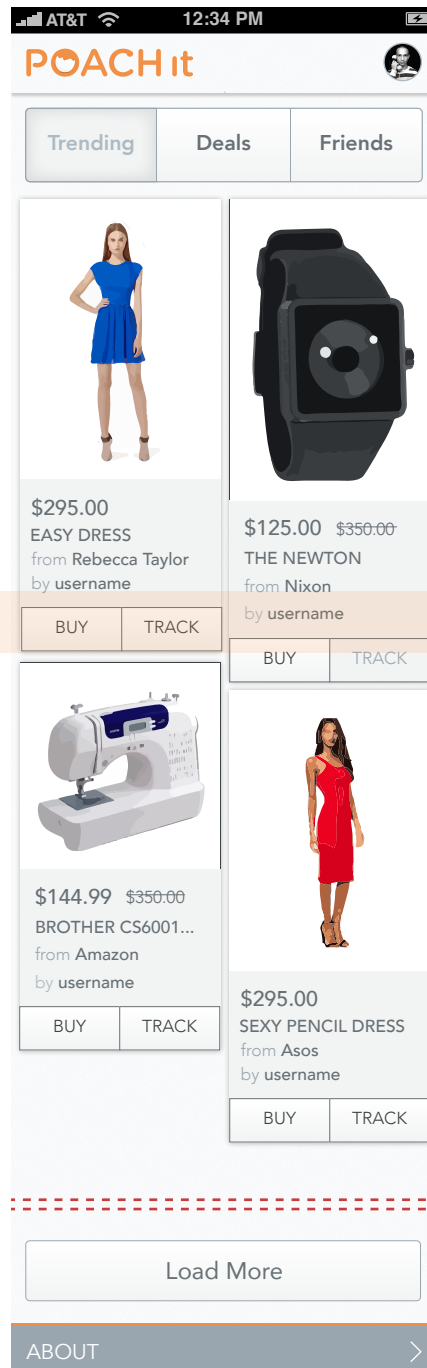


With birthdate and gender selected.

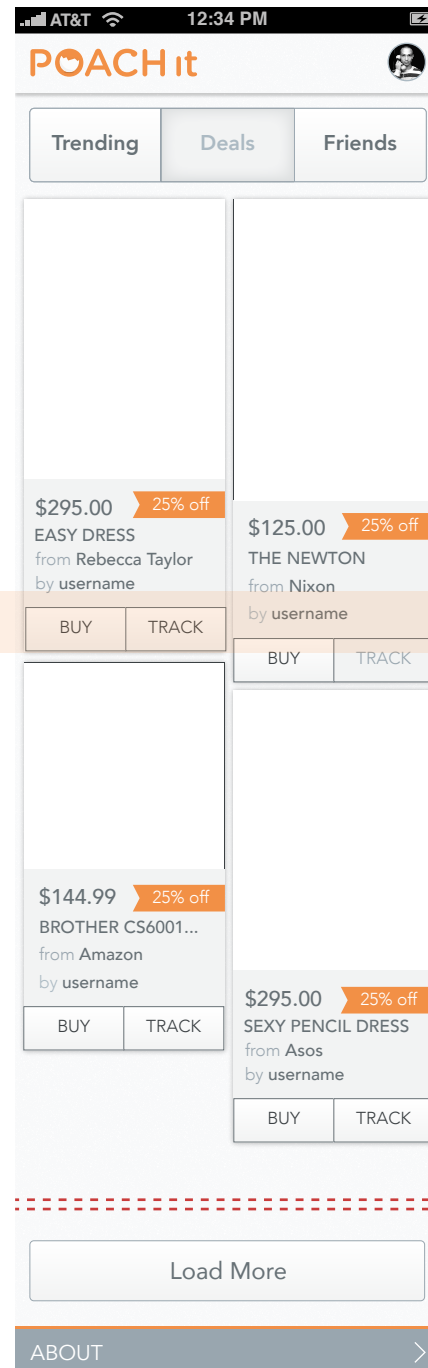


Upon registration, we direct users to their Profile and display a "Welcome" message. This is different than subsequent logins. We want to introduce users to their profile and message them to fill it up, primarily from the feeds available on mobile, and secondarily via the button that is available on desktop.

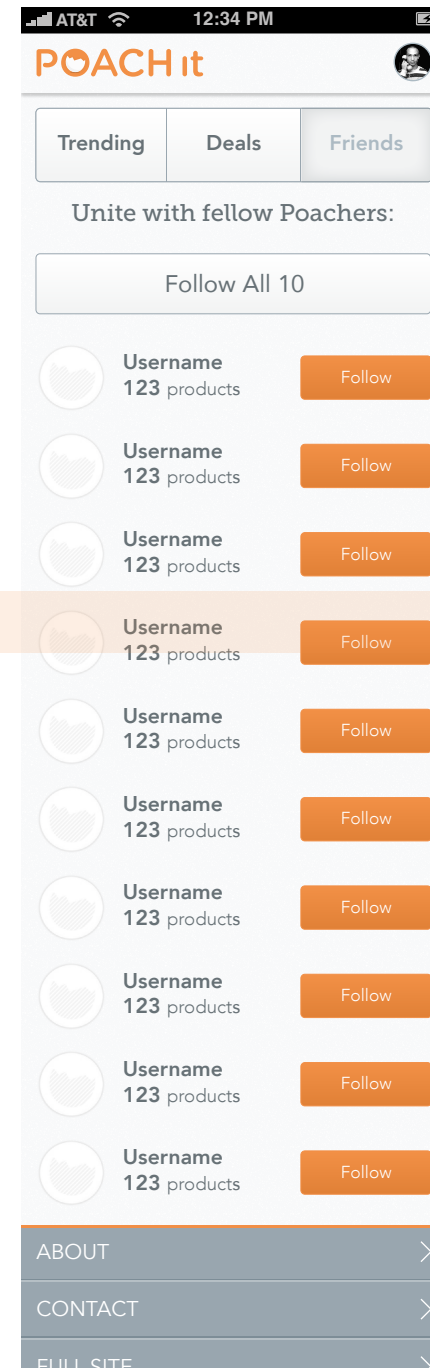
# 2.0 Home



Home is accessed by tapping the logo. There are three tabs that are NOT fixed. Our grid is currently 2 columns for a couple reasons. Our feeds are not super personalized, and of course we would like the content to be more relevant. Until then, we would like to show more products and minimize flicking fatigue. We sacrifice real-estate for product info and potentially load time.



Users may tap BUY, TRACK, or the Product image / info. BUY opens merchant detail page in new window. Track adds the product to profile and updates styling of that button. Trending and Deals are populated with different logic. Deals treats price visually with a "savings flag" whereas Trending and Friends displays current price and original price with strike through..

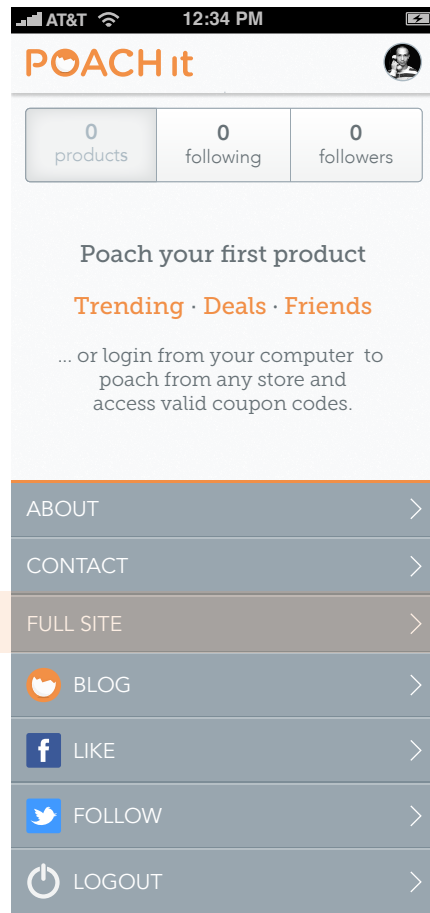


When users are following other users, a feed of products appears. If a user is not following anyone, we can populate a set of existing users. If these can be Top Poachers (defined by product count, recent poaching activity, have an avatar, and/or potential savings), that would be ideal.



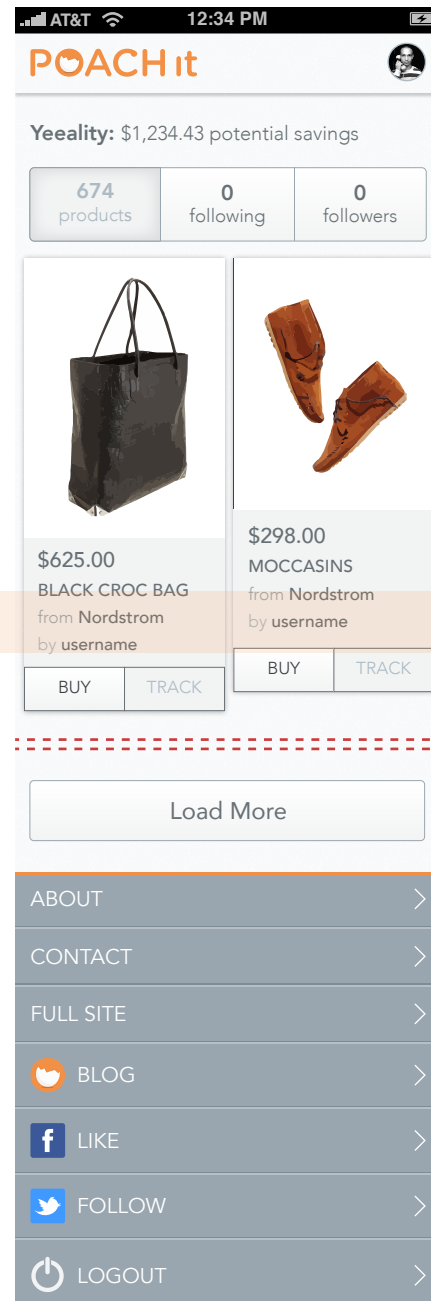
In order to preserve navigation at the bottom of a long product feed or user list, and to minimize load time on devices with limited bandwidth, we should utilize a "load more" button rather than infinite scroll for mobile web. The count of products or users should clearly be more than 4 before displaying this button. The range should be based on load time and "feel." Estimated counts are 20-40 products and 50 - 100 users.

# 3.0 Profile



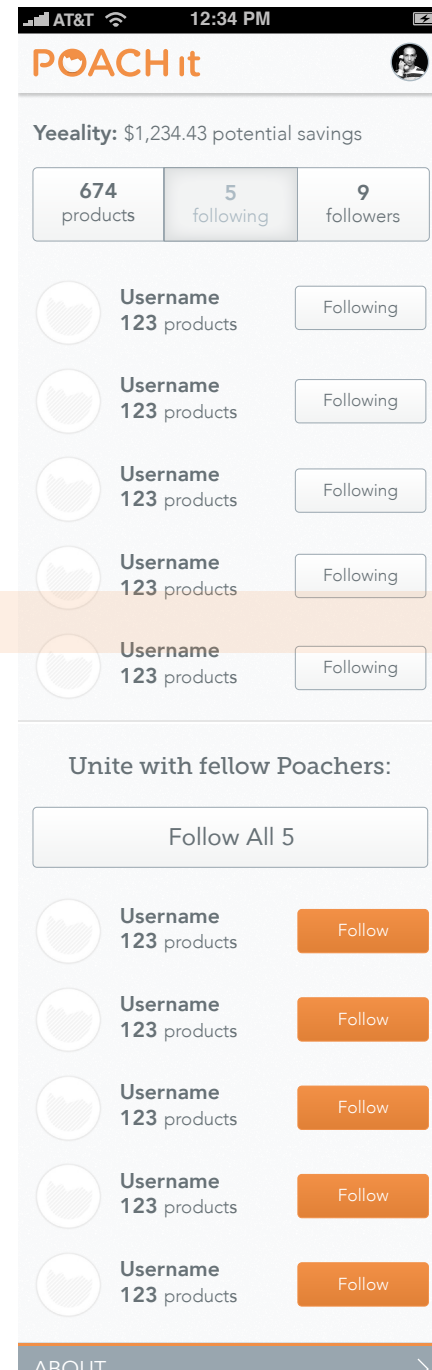
Profile is accessed by tapping the avatar in the top right corner. Empty profiles encourage users to poach from the feeds or from their computer.

Three tabs mirror the navigation on Home. This navigation serves as a status / count as well for Products, Following, and Followers.



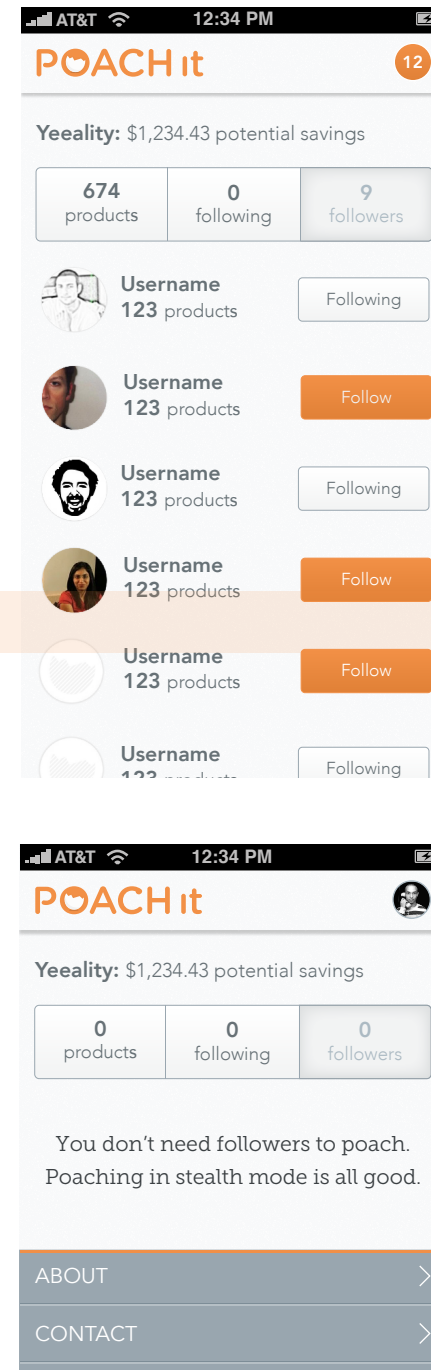
Once potential savings exist, we display these savings along with the username for a little added context. Because the avatar is already in the header, we do not display it here again.

Products on "my profile" all have the "track" button selected. We could display only the buy button on "my profile," but we then lose ability to remove from grid view.



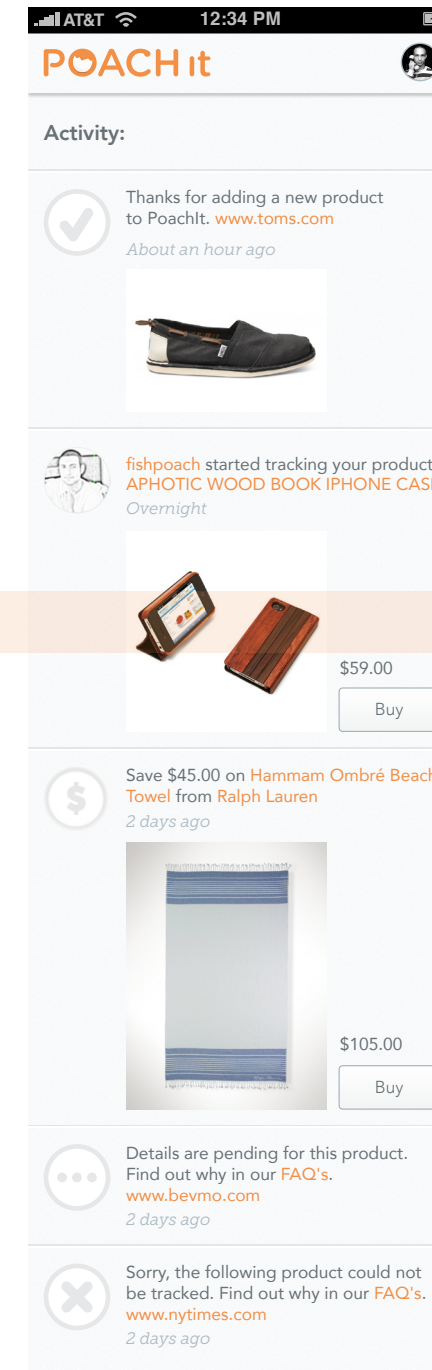
If a user is not following anyone, we display this list at the top of the view to encourage following. When followers are added, we add them above this list.

Follow buttons toggle state.



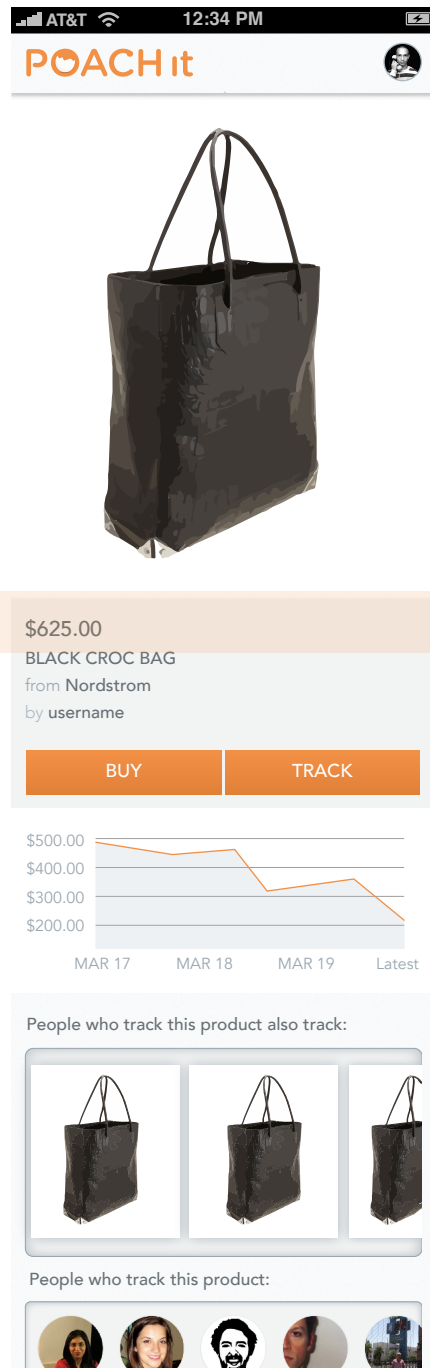
If a user has followers, they are displayed. If s/he doesn't we display a reassuring message of some kind.

If new activity is present, the avatar is replaced with a counter.



Upon tapping the activity counter, we direct the user to their activity feed. This include the same content and logic as current activity; however, it is less accessible here in this mobile design.

## 4.0 Product Detail

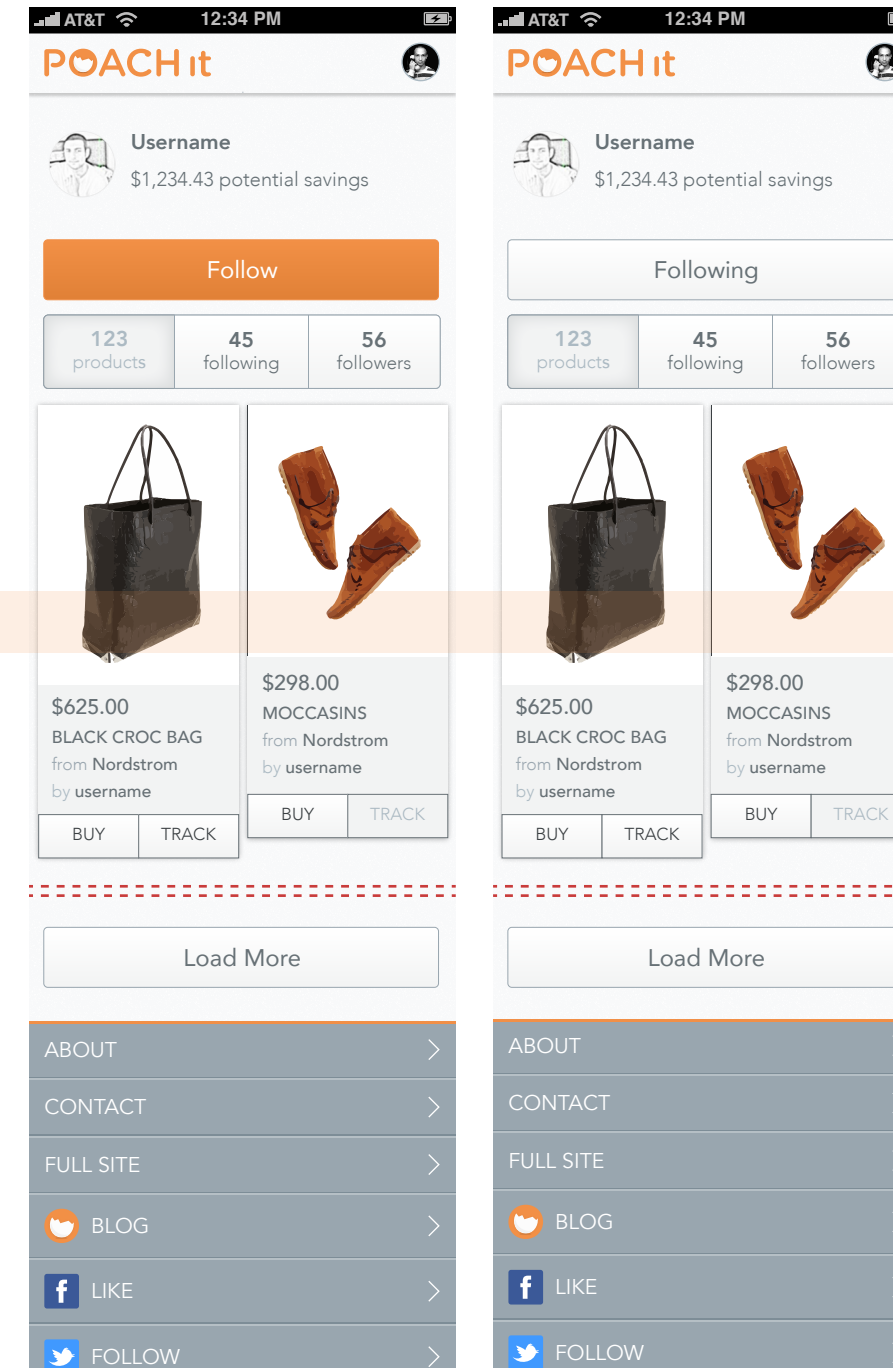


Product detail includes larger image, same info, and same buy/track cta's. New features may include:

- People who track this product also track (limit to N products)
- People who track this product (limit to N users)

We can use a horizontal "slideshow" interaction. Product tap to another product. User tap to user

## 5.0 Other User's Profile

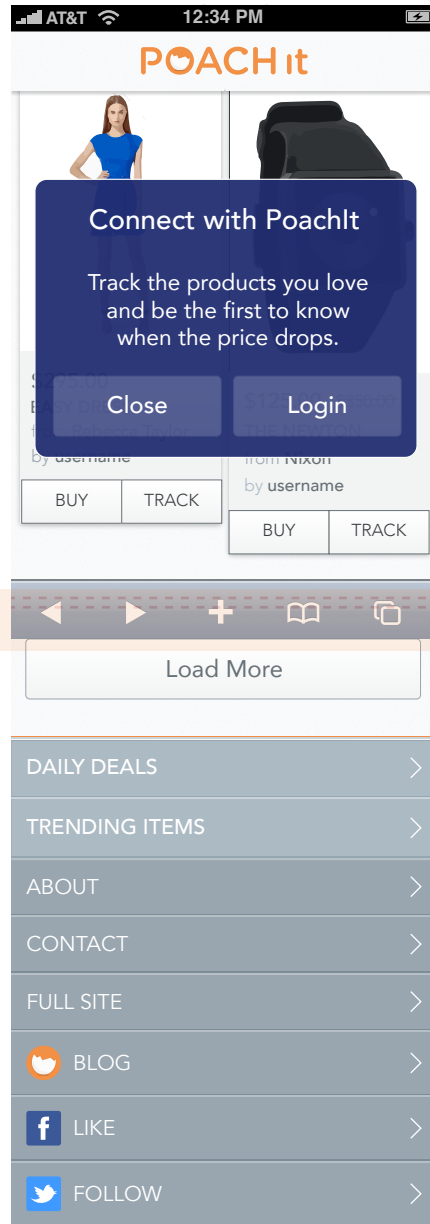


Other profiles are very similar to "my profile." Differences include:

- Avatar is shown next to username and potential savings (if !=0).
- Follow toggle

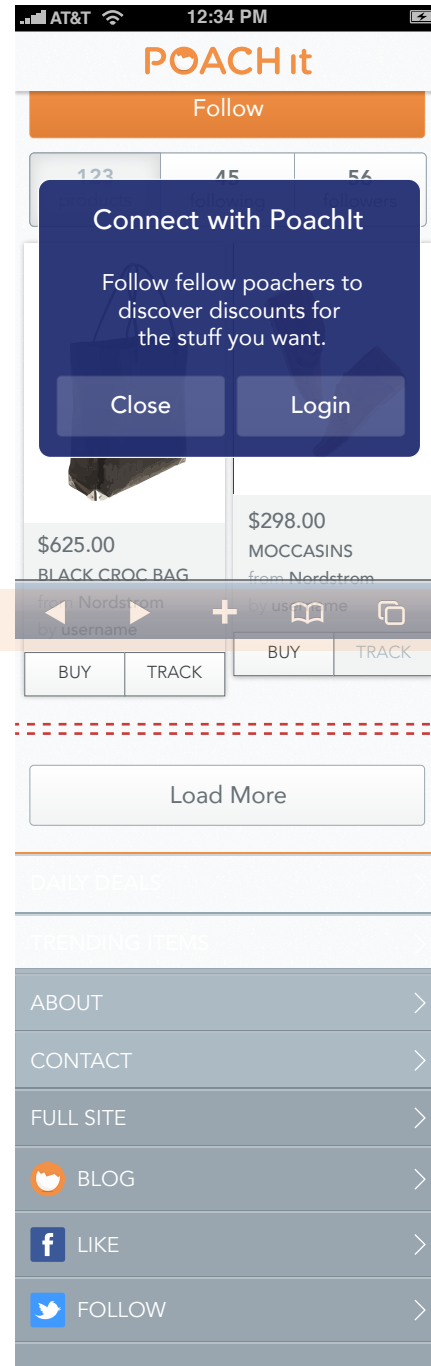
Illustrating alternate state for Follow/Following button

# Need to Login



Non-authenticated users may view feeds (trending and deals), product detail pages, and user profiles that are public.

If a user attempts to Track a product, we trigger a system message and direct them to Login view. If they do not have an account, Join is available on that view.

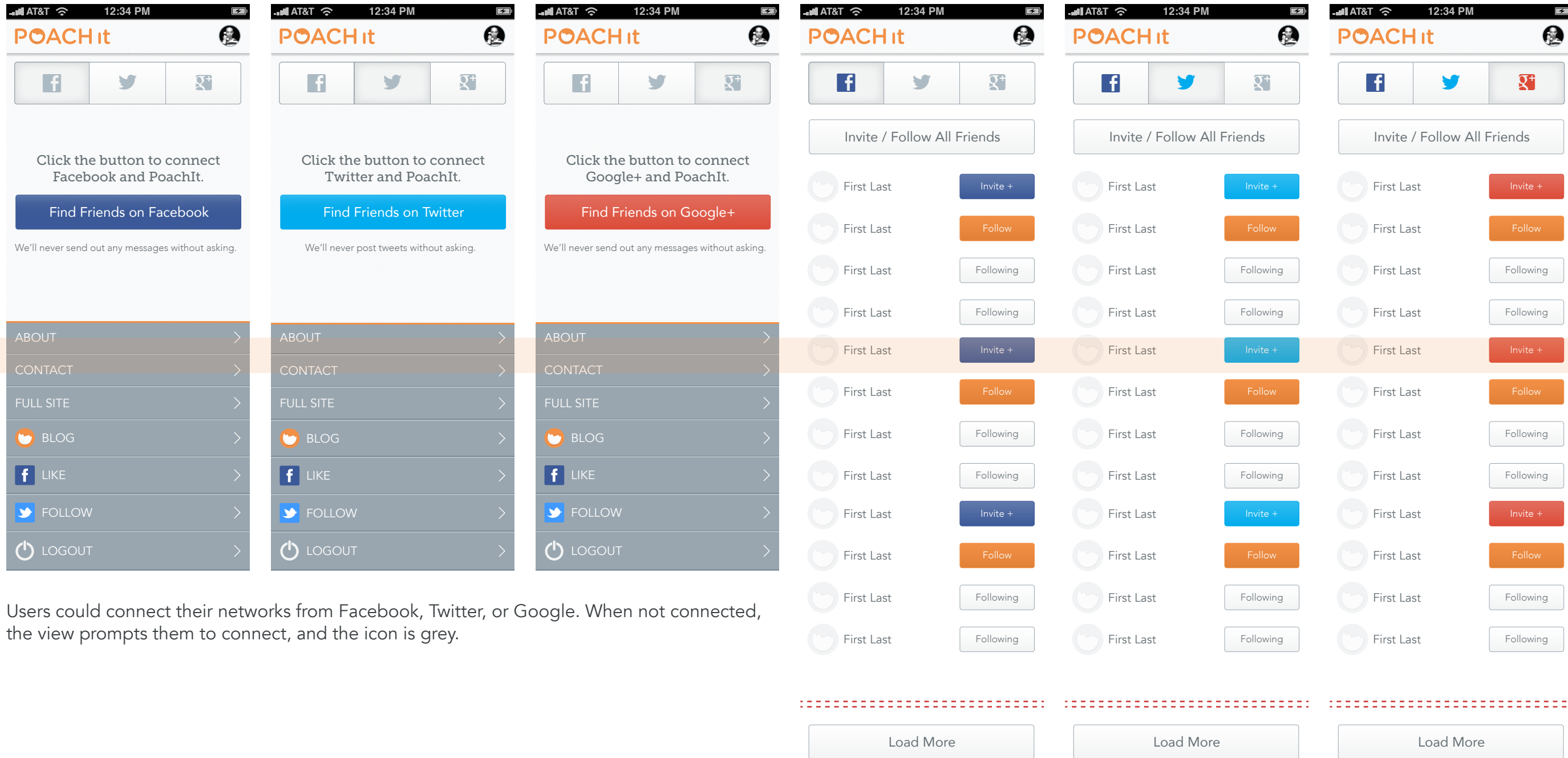


If a user attempts to Follow a user, same thing.

# Invite / Follow Friends ( potentially for the future )

The CTA for this can live in several areas, mainly:

- Home>Friends
- Profile>Following
- Footer Navigation

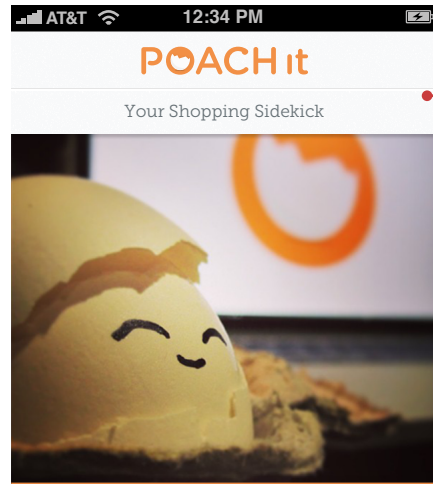


Users could connect their networks from Facebook, Twitter, or Google. When not connected, the view prompts them to connect, and the icon is grey.

When connected to a network, the icon takes on it's color. Users can be followed if they're in our database. Users can be unfollowed if already following (maybe not a desired feature, so hide "Following rows." Users can invite users not currently in our database. For Google, probably email instead of sms (maybe both).

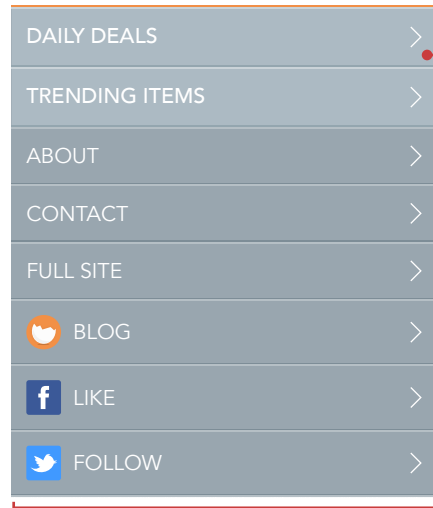
# Landing

Retina based styles



hairline {  
border: none;  
border-top: 1px solid #e5e5e5;  
background-color: #fff;  
color: #fff;  
height: 1px;  
opacity: 1!important; }

Login: 200px wide in portrait on retina  
(gradient top #ffffff, bottom #f2f3f4)  
Join Now: 380px wide in portrait on retina  
20px padding (left, right and between buttons)



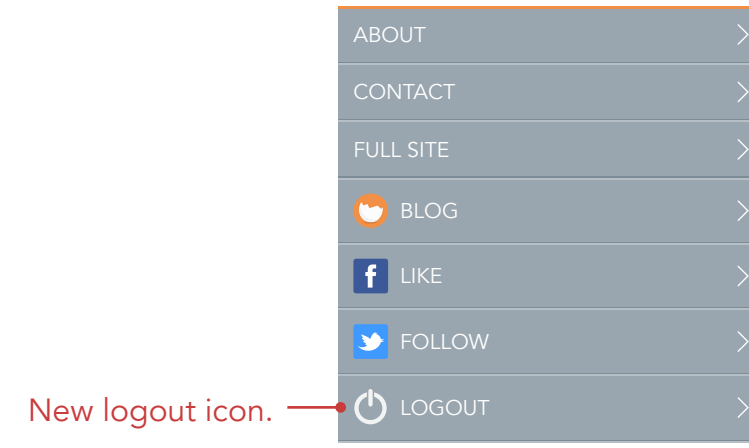
Deals/Trending: #acbac3

640px

# Auth'd Nav



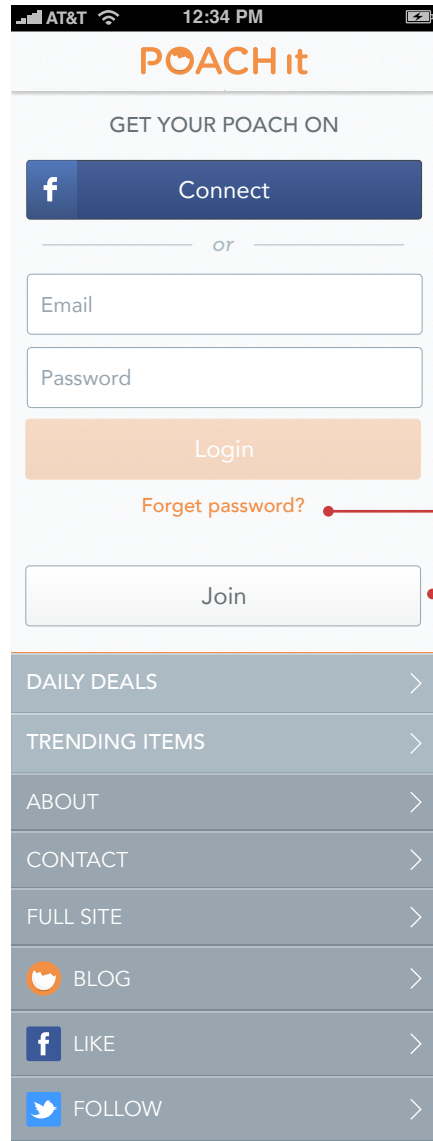
20px padding, 58 x 58 px  
Shadow when no message / not hairline (i.e. Your Shopping Sidekick, Welcome, Come back soon, etc.)



New logout icon.

Arrows are no on appearing on live site, but we've seen them before.

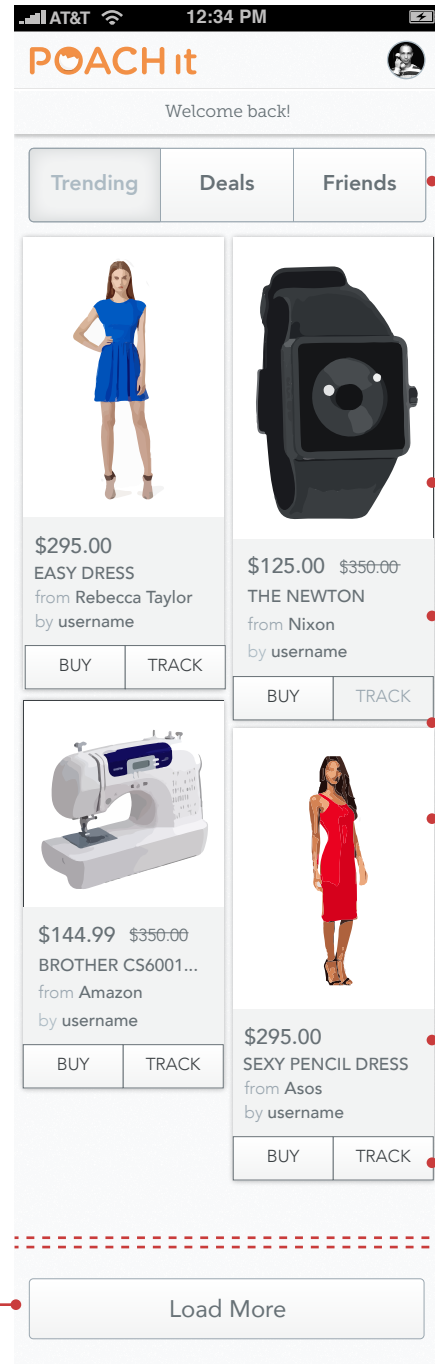
# Login



Forget password? Avenir Medium 30px #f29046

Join (gradient top #ffffff, bottom #f2f3f4), 1 px border #9ba7b0

# Feed / Home



Tab bar 612px wide on portrait retina, leaving 14px padding on each side. 110 px tall.

Selected tab: Avenir Heavy 32 px, #adb9c4. Inner shadow of some sort.

Non-selected: #677075, (gradient top #ffffff, bottom #f2f3f4)

Super light box shadow on entire tile?

Tile info background # f2f3f3

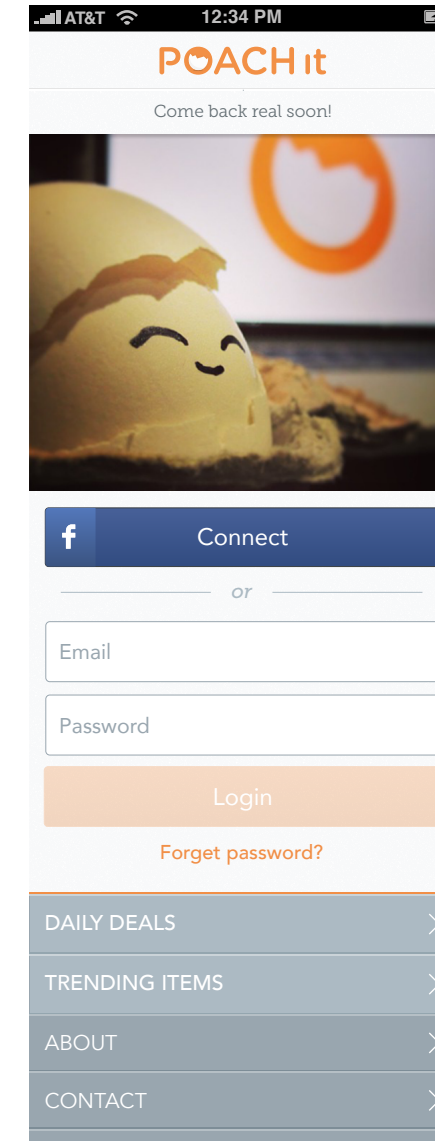
14px space

Tiles 300px wide in portrait retina, with 14px padding left, middle, right.

Price: Avenir Medium 32px, #677075  
Product Name, Merchant, User: same but 26px from/by: Ave Light 26px, #9ba7b0

BUY/TRACK: Ave Lt, caps, #3b4043, (gradient top #ffffff, bottom #f2f3f4).  
When tracking, track #adb9c4, with background color #f2f3f3

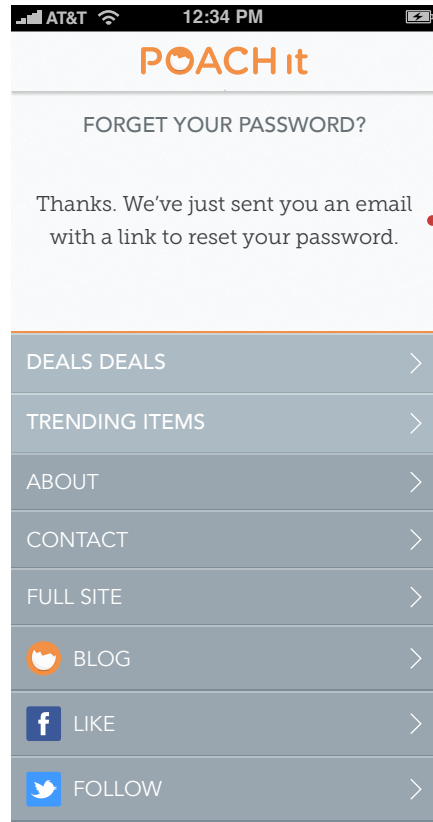
# Logout



Similar style as Landing updated message

Login form replaces messaging and Login / Join buttons.

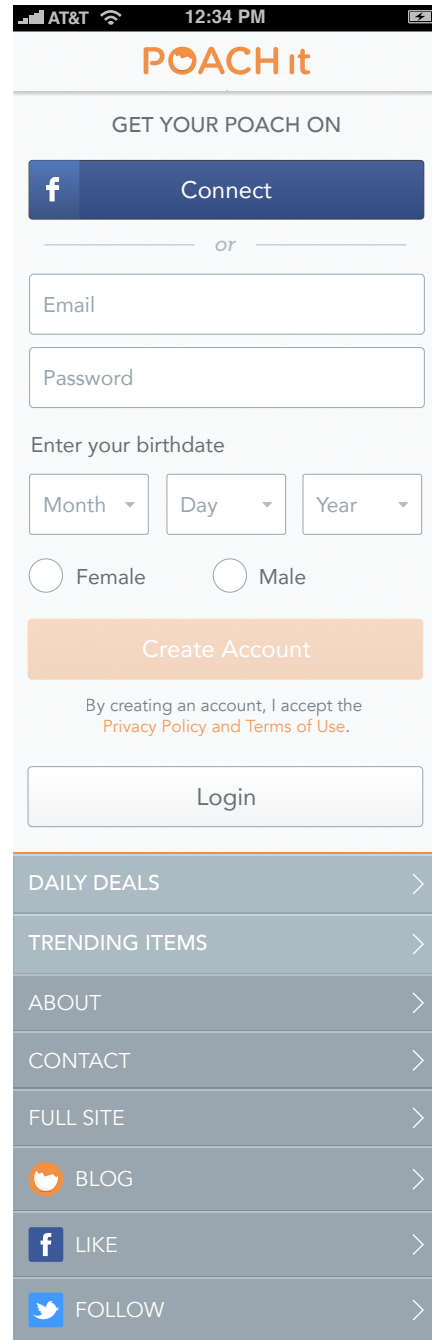
# Forget pass



All same patterns

Museo Slab 300, 32px, # 3b4043

# Register

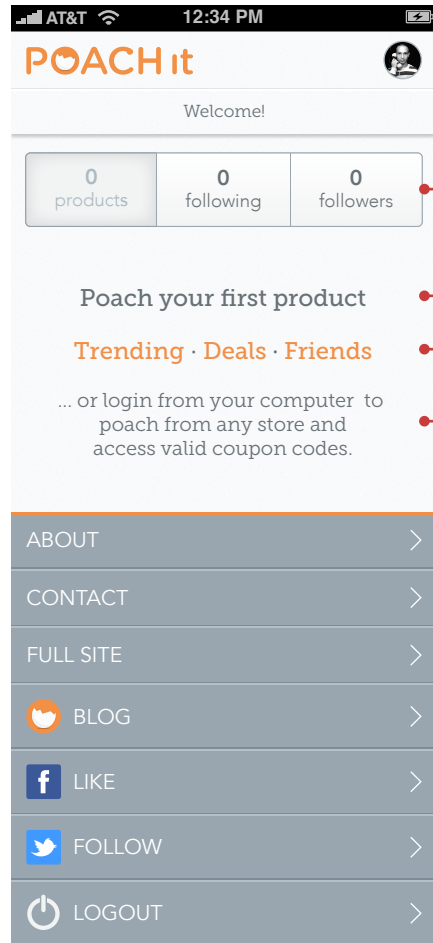


All same patterns

Except that height

And that button.

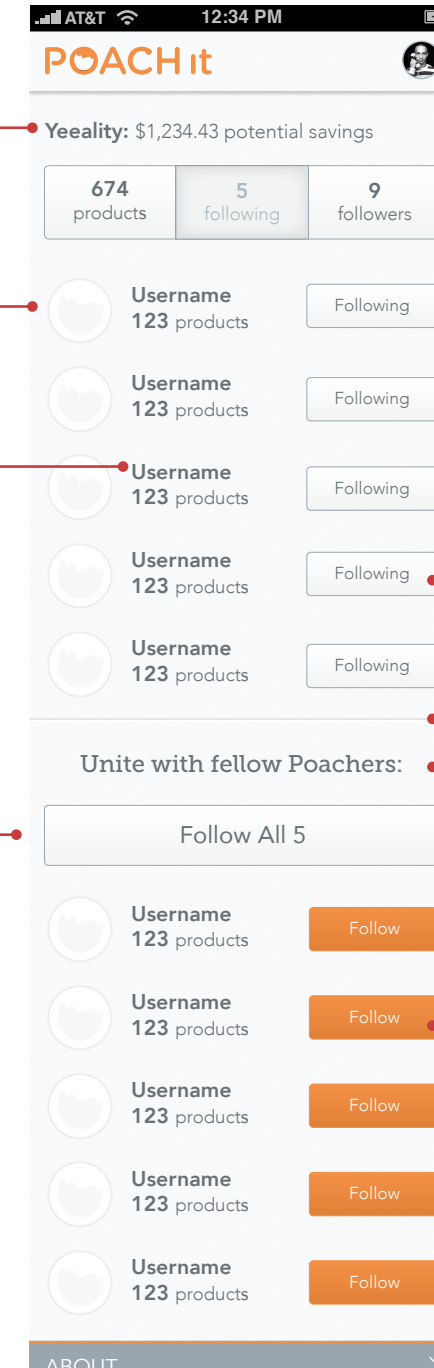
# Profile Empty



Tab bar just like Home tab bar.  
 Count same type: Avenir Heavy 32px.  
 products, following, followers: Avenir Light 28px

Museo Slab 500, 36px #677075  
 Museo Slab 500, 36px #f29046  
 Museo Slab 300, 30px #677075

# My Profile



User: Avenir Heavy 32px, #677075  
 Savings: Avenir Light 30px #677075

Avatar 100px

User: Avenir Heavy 32px, #677075  
 Product: Avenir Light 28px, #677075

Same as other buttons  
 (gradient top #ffffff, bottom #f2f3f4), 1 px border #9ba7b0

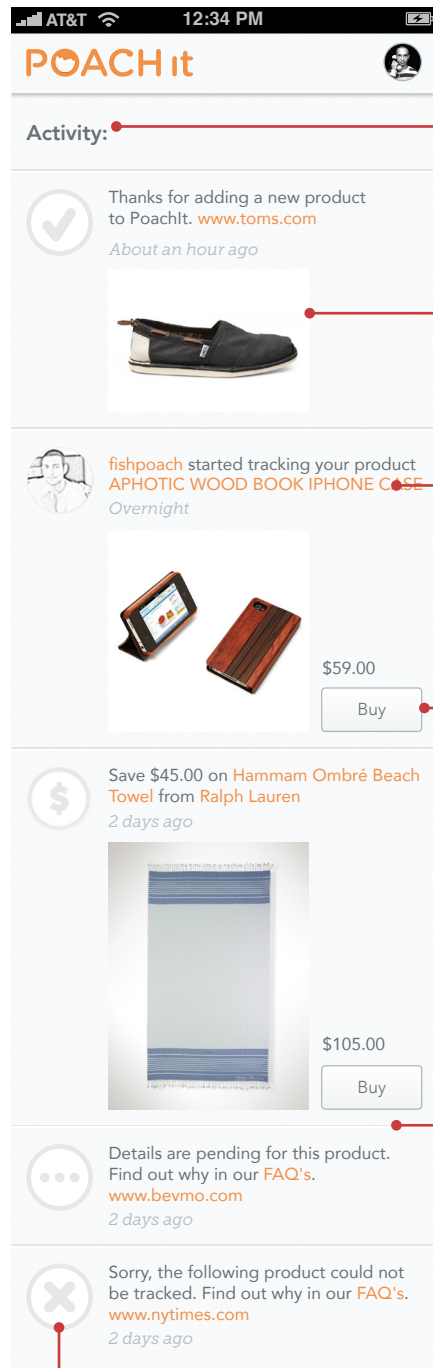
200px wide, 65 px tall (gradient top #ffffff, bottom #f2f3f4), 1 px border #9ba7b0

hairline {  
 border: none;  
 border-top: 1px solid #e5e5e5;  
 background-color: #fff;  
 color: #fff;  
 height: 1px;  
 opacity: 1!important; }

Museo Slab 500, 36px #677075

200px wide, 65 px tall same gradient as current orange buttons

# Activity



Activity: Avenir Heavy 32px, #677075

300px wide images

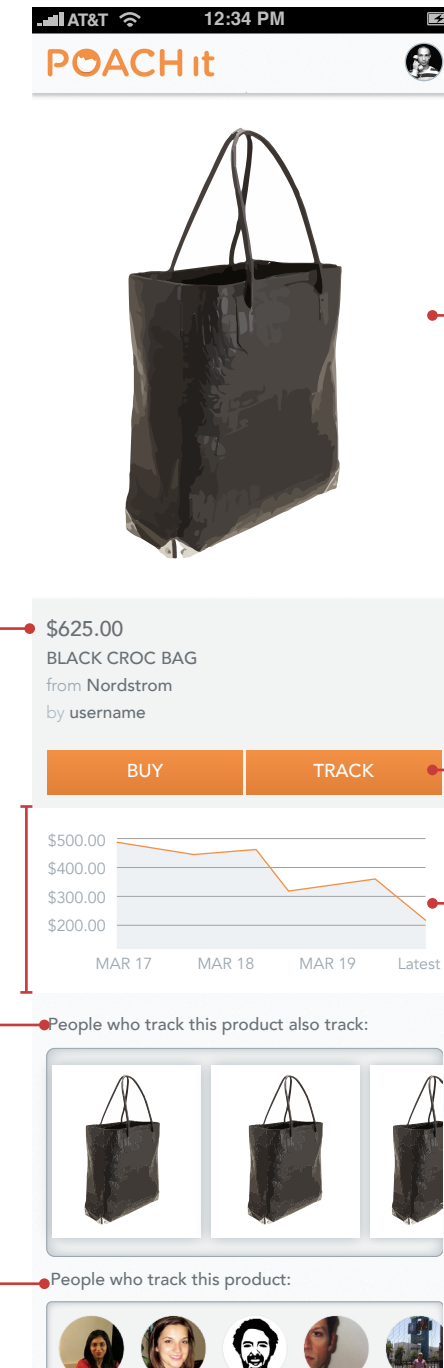
Avenir Roman 26px #677075  
Link #f29046

200px wide, 65 px tall (gradient top #ffffff, bottom #f2f3f4), 1 px border #9ba7b0

hairlines {  
border: none;  
border-top: 1px solid #e5e5e5;  
background-color: #fff;  
color: #fff;  
height: 1px;  
opacity: 1!important; }

Icons 100px

# Product Detail



Full width 100%

BUY/TRACK: Ave Lt, caps, #ffffff, (gradient orange).  
292px wide, 65px height  
When tracking, track #adbbc4, with background color #f2f3f3

280 px

Background: #ffffff  
Axis labels: Avenir book 24px, #9ba7b0  
Chart background: #adbbc4 20%  
Top line: 2px, #f29046  
Price lines: 1px, #9ba7b0

Avenir Medium 32px, #677075

Image height 260 px (width may differ or scale down image to fit in box that is 260px tall by 220px wide).  
20px padding

Avenir Medium 32px, #677075

Containers intended to have radius 12px and inner glow/shadow.

Avatars 100px

20px padding