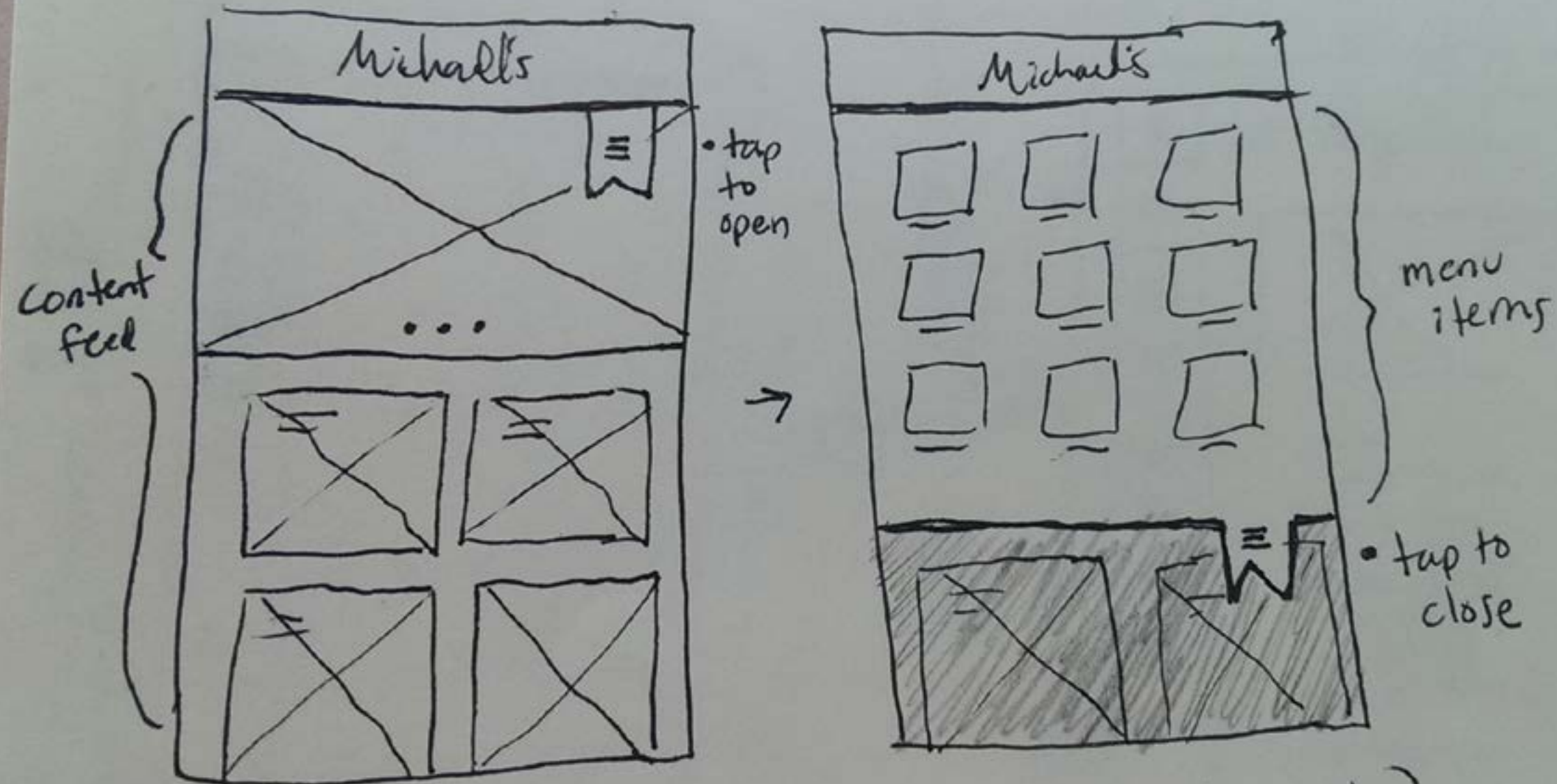


Sara's App Sketches

#1 a - Vertical Ribbon

I know they like their ribbon, so I started off trying to work with that. Noticed that we had not tried, that I saw anyway, using it as a more vertical element. Using it here and on some iterations as a pull for a drawer-style menu.

Vertical Ribbon #1a



(pretty much like the reliant app, honestly)

Using ribbon as drawer pull for menu.
User can tap on ribbon to open.
Menu slides out from below top bar.
Tap to close.

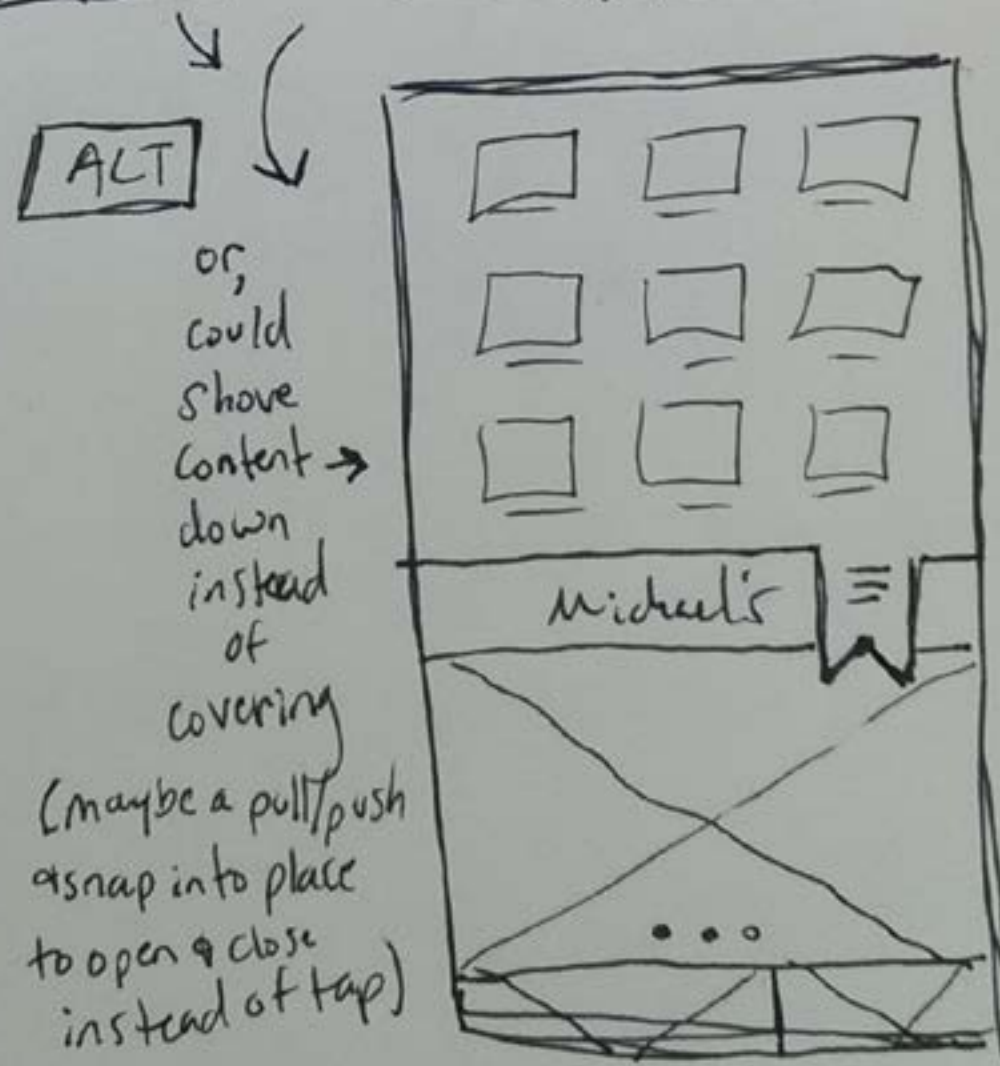
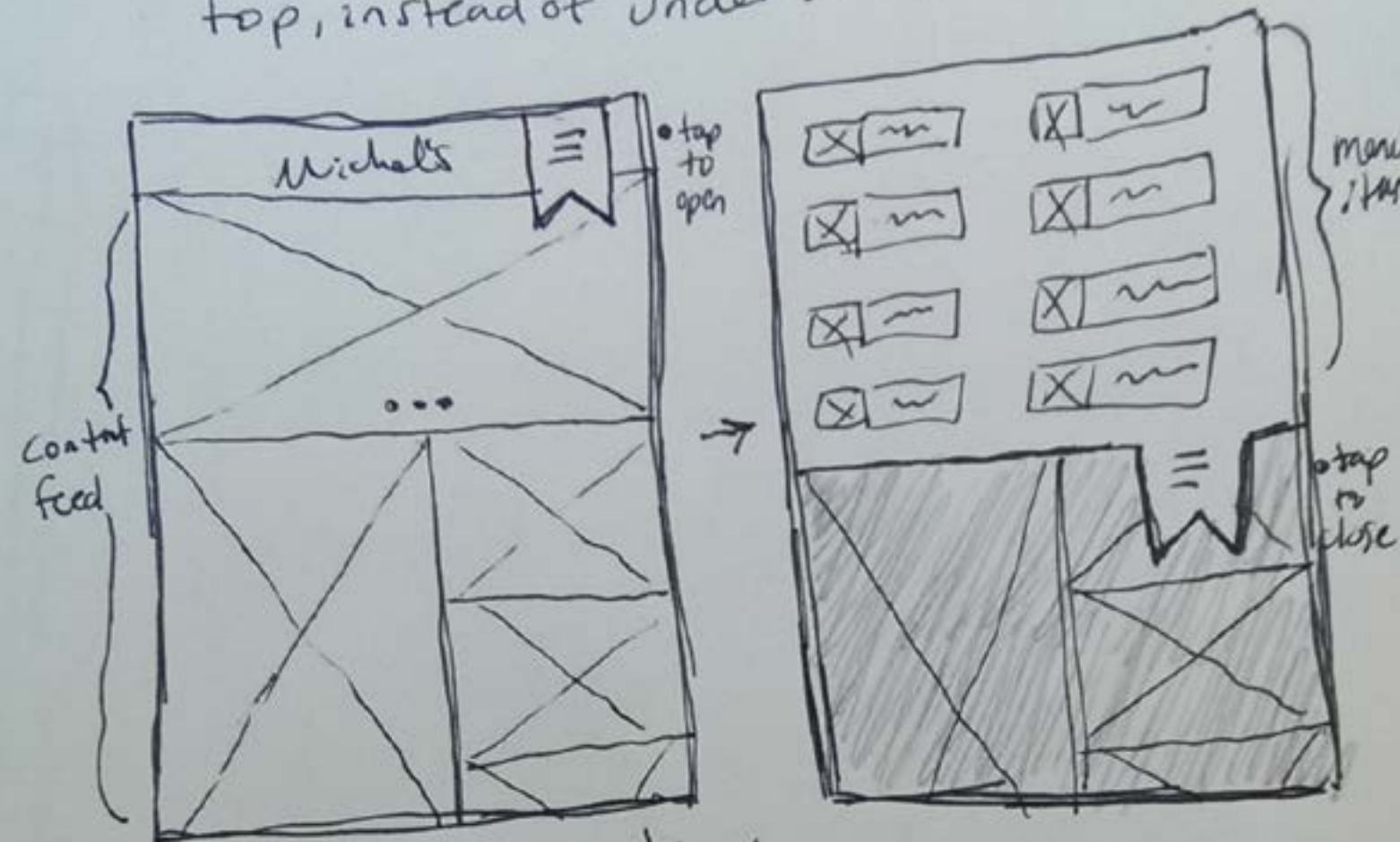
Honestly, this is pretty much the same as the Reliant app.
Guess that's probably how I ended up here first.

#1 b - Vertical Ribbon

Same as 1a, but ribbon tab control is anchored to very top of screen.

Vertical Ribbon #1b

- this just anchors ribbon at very top, instead of under a top nav bar



or, could shove content down instead of covering
(maybe a pull/push & snap into place to open & close instead of tap)

Using ribbon as drawer pull for menu.

User can tap ribbon tab control to open & close.

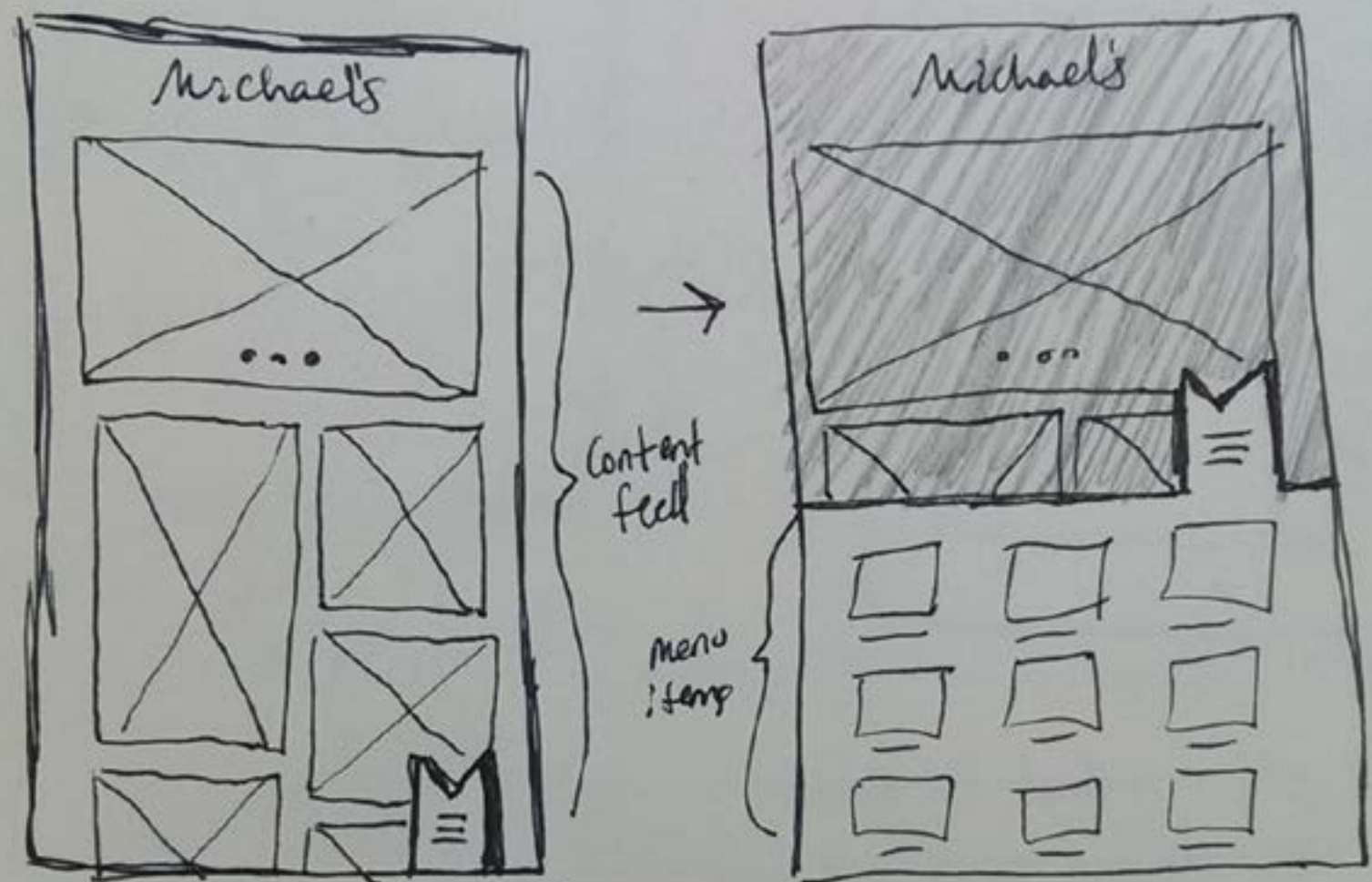
Menu could slide down from top of screen and cover page content, or page content could slide down screen with menu to keep logo visible, etc.

#1 c - Vertical Ribbon

Like 1b, but ribbon is anchored to bottom of screen, menu slides up from bottom.

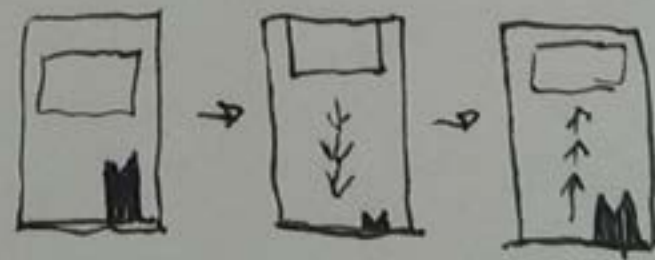
Vertical Ribbon #1c

- like 1b, but place the ribbon on bottom of screen



- tap or swipe up to open menu

This bottom ribbon could be like bottom bar on Pinterest iPad app - when you start scrolling down through content, it disappears to get out of the way, but as soon as you start scrolling up again, it reappears.

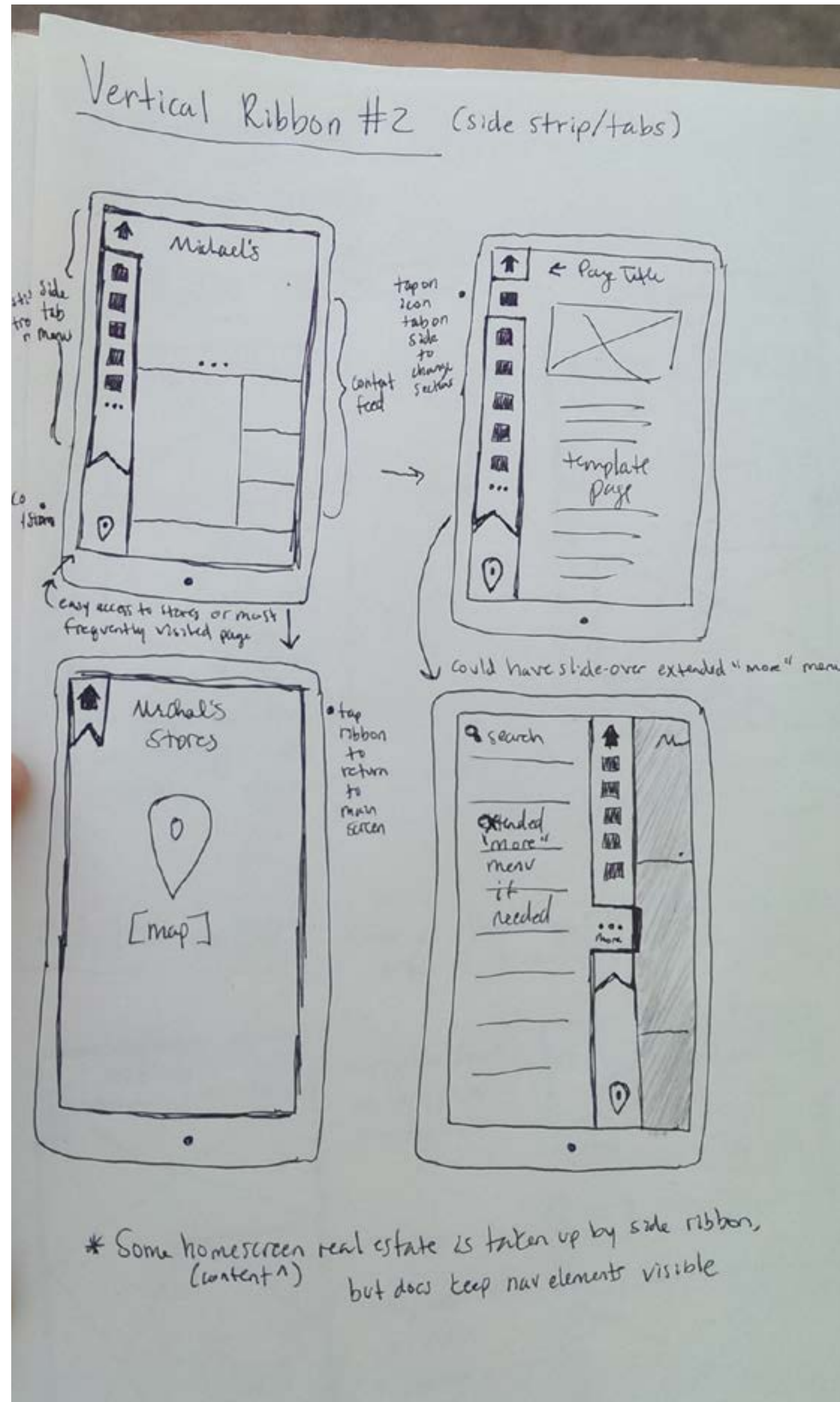


User could tap or swipe up on ribbon tab control to open & close menu.

The ribbon tab control could behave like the bottom bar on the Pinterest iPad app - when you start scrolling down through content it disappears, but as soon as you start scrolling up again it reappears.

#2 - Vertical Ribbon

This idea uses a vertical ribbon as a side strip / side tab navigational tool. This allows for more items to fit than would horizontally on a nav.



Ribbon navigation bar runs down left side.

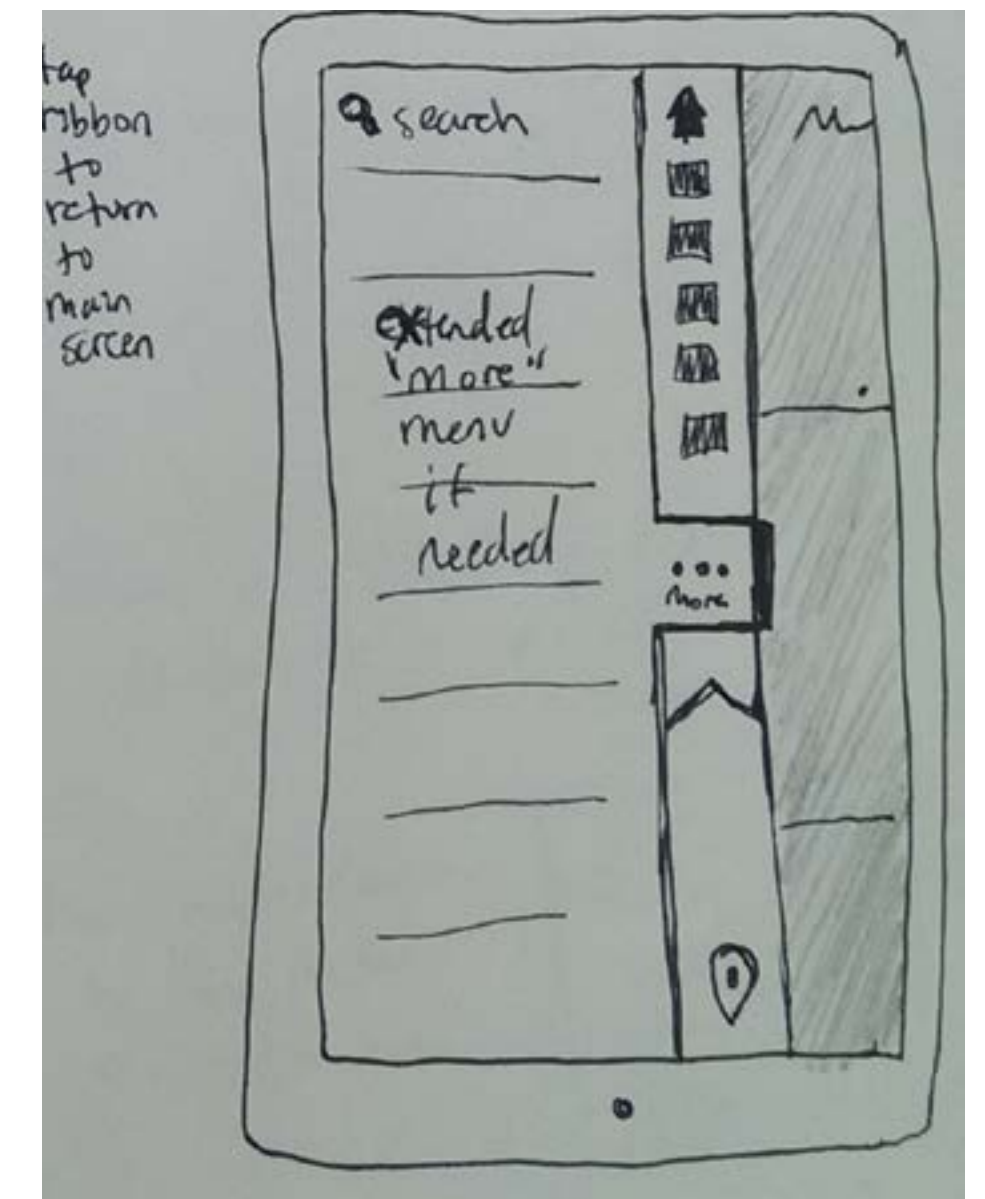
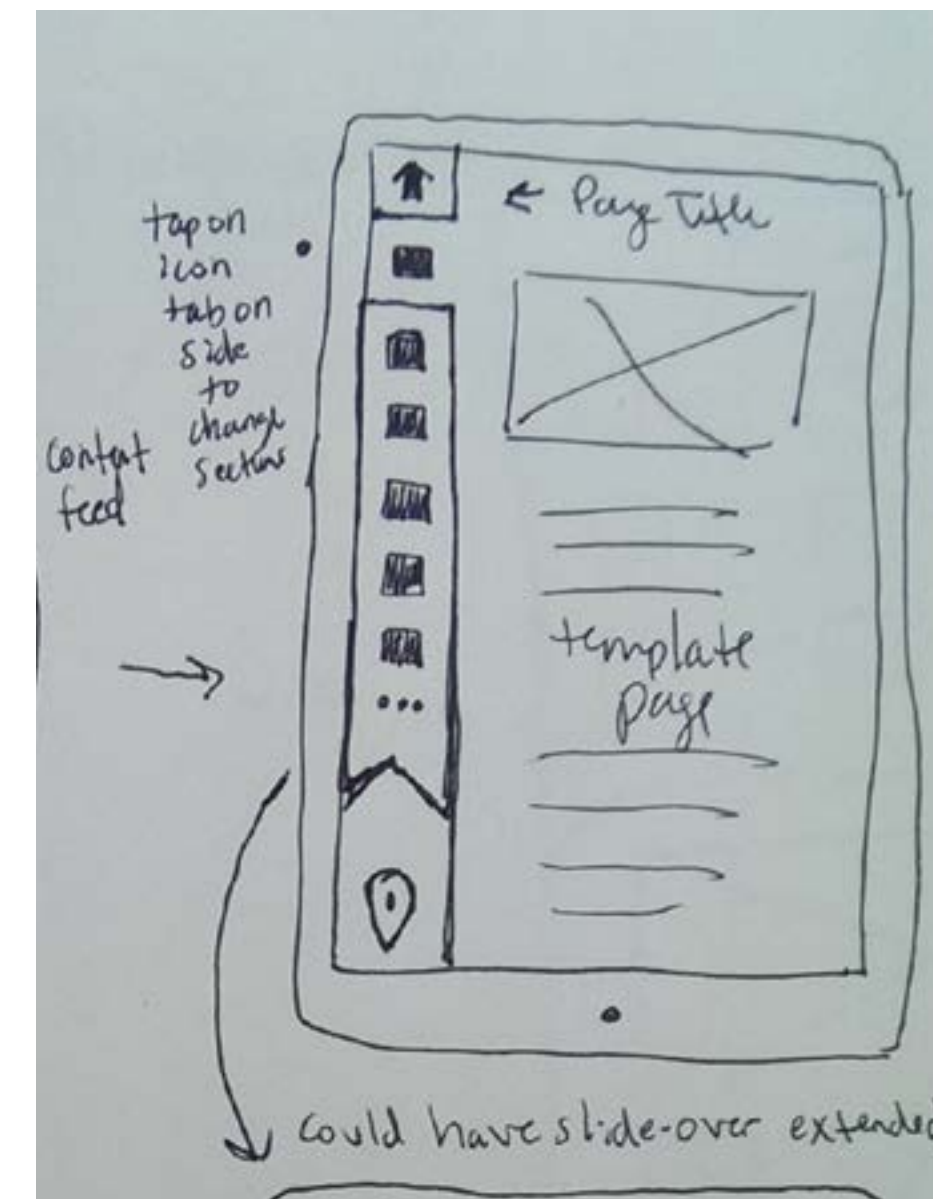
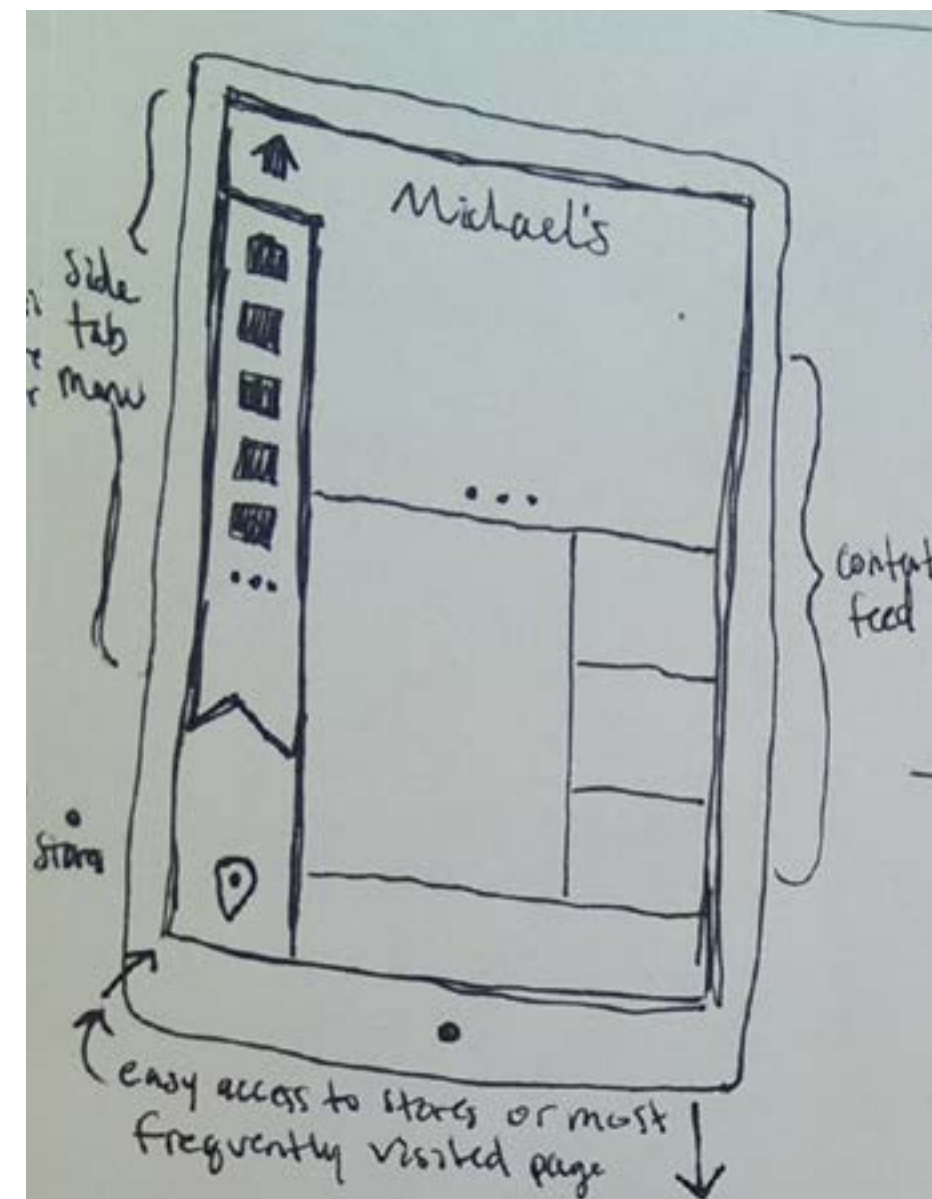
User can tap along ribbon to change app sections.

Free space in bottom left could be reserved for VIP mobile destination, like store finder or maybe coupons.

Could still have a slide-out left "more" menu for additional menu items (like search) and other things that maybe do not need to clutter up main nav.

If user taps bottom-left element, that screen would expand to fill page from bottom left, pushing ribbon menu up in to corner.

User can tap on ribbon control to return to home screen.



#3 - Stitching idea

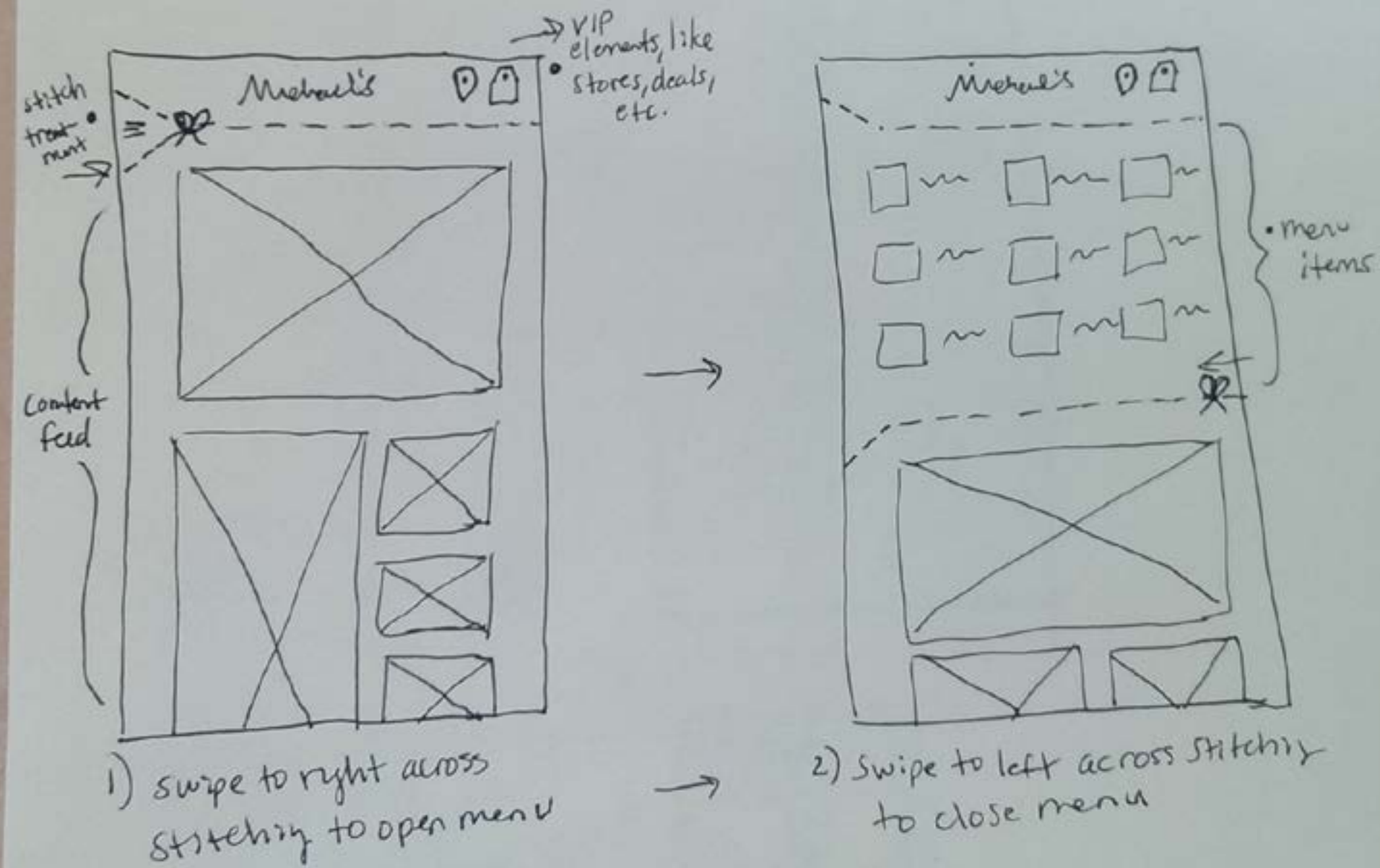
Trying to push playing with the textures and crafty elements that Michael's adores, I wanted to experiment with the idea of using stitching (like they have on their ribbon) as a navigational element.

The idea is that user would swipe along the switch to "undo" it and reveal nav menu, swipe back to close it.

Feeling like this gets into gimmicky territory. I'm not sure if that is something like would love or hate.

#3 - stitching idea

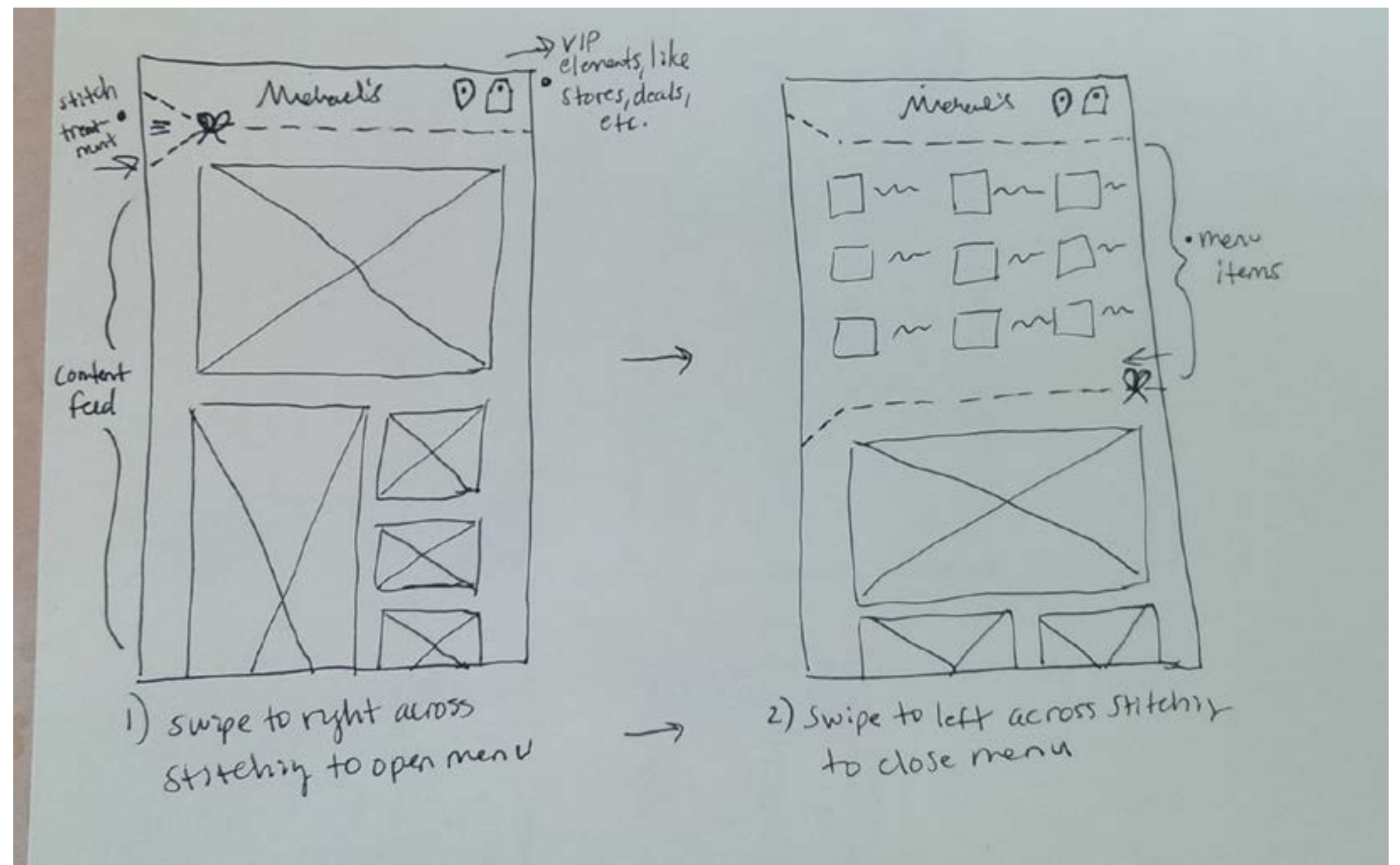
(pardon my horrible sketch)



User would swipe across stitch (maybe also tap on the "bow" part of the stitch) to open nav menu.

Stitch line would come apart, revealing menu, pushing page content below it as if a seam has opened up.

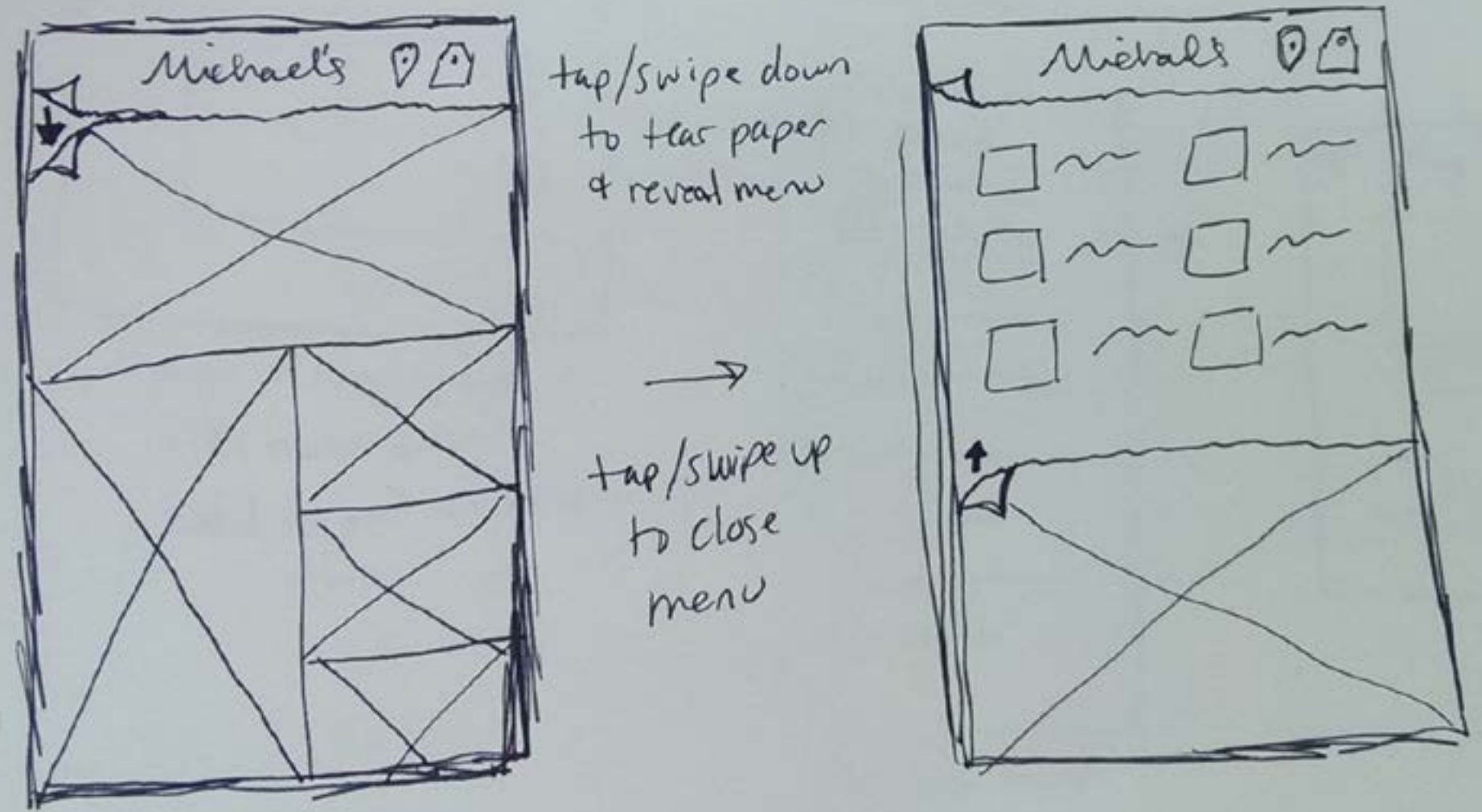
User swipes or taps back on bow element to close menu.



#4 - Torn paper

This is essentially the same interaction/idea as the stitch, but using an alternate material. Idea is that user would tear away paper to reveal menu.

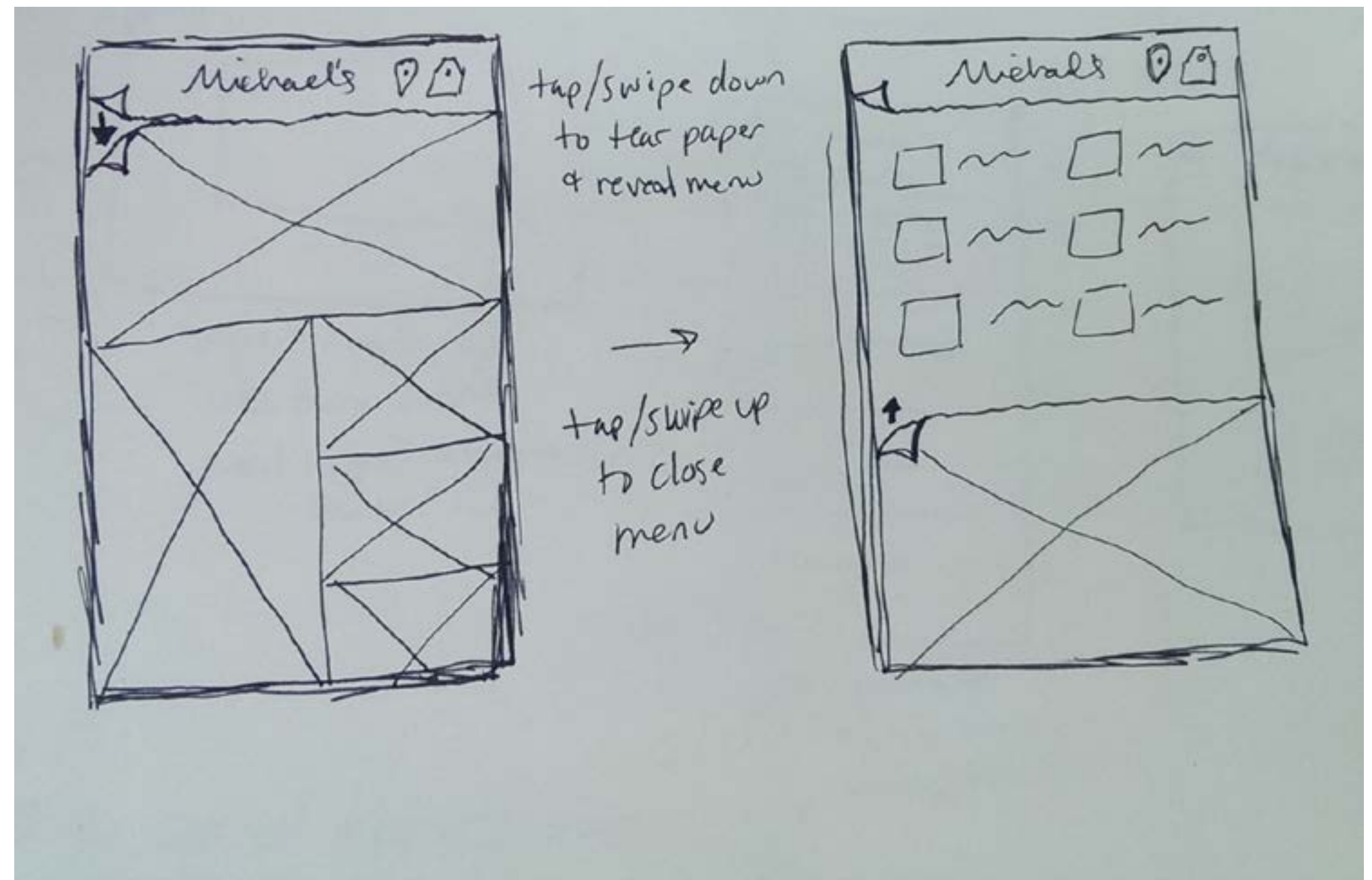
#4 torn paper - same as stitching, essentially just using a different material for interaction



User would tear the paper to reveal menu by tapping or swiping down on the curled up corner or paper.

Page content would push down screen.

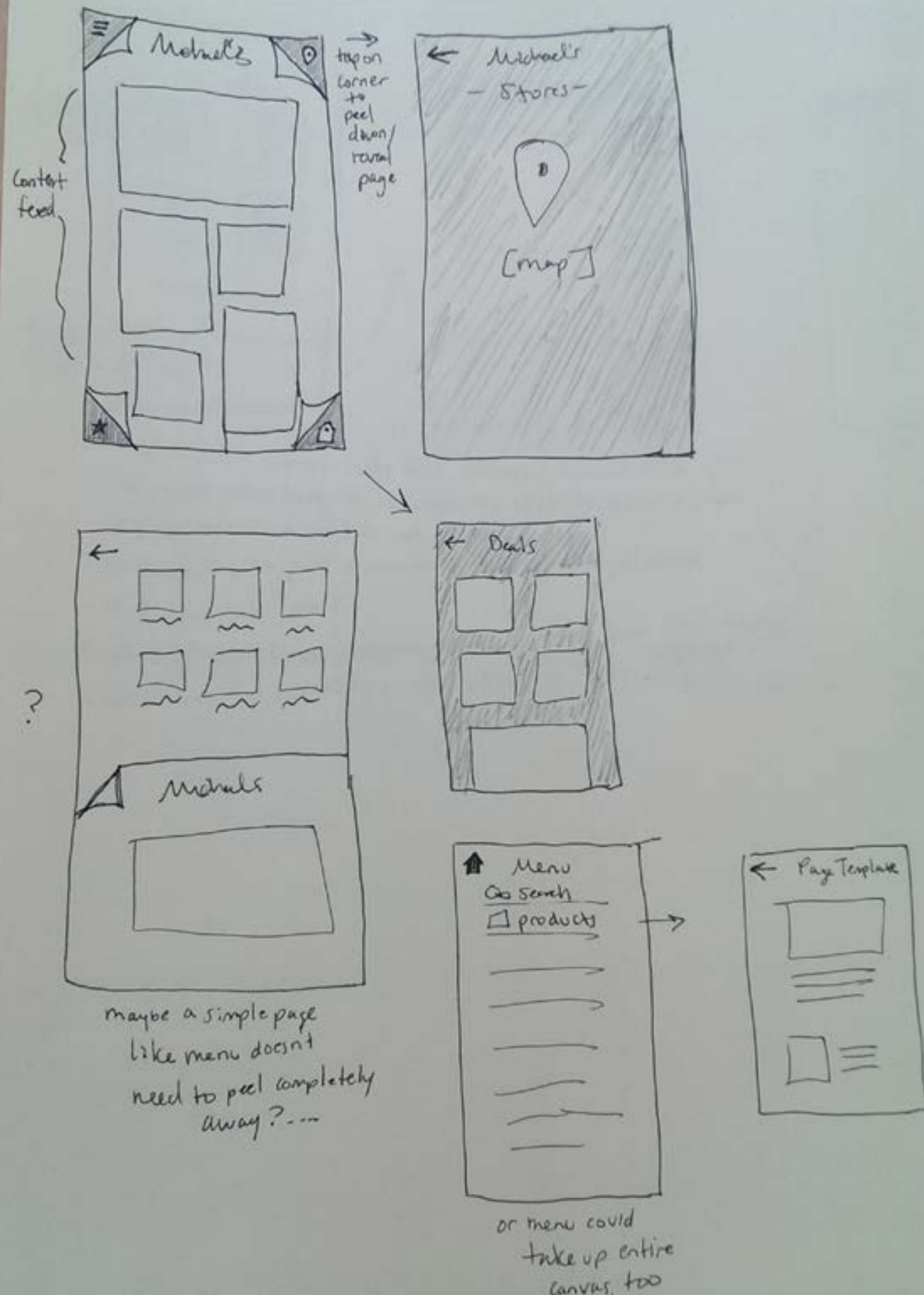
User would tap or swipe up to close menu.



#5 - Curled paper corners (all)

Each corner of the home screen would have a curled up paper edge that would have an icon for a primary navigation element like mega menu, store locator, deals/coupon and maybe my lists or whatever is next important/most frequently accessed on mobile.

#5 curled paper corners (all)



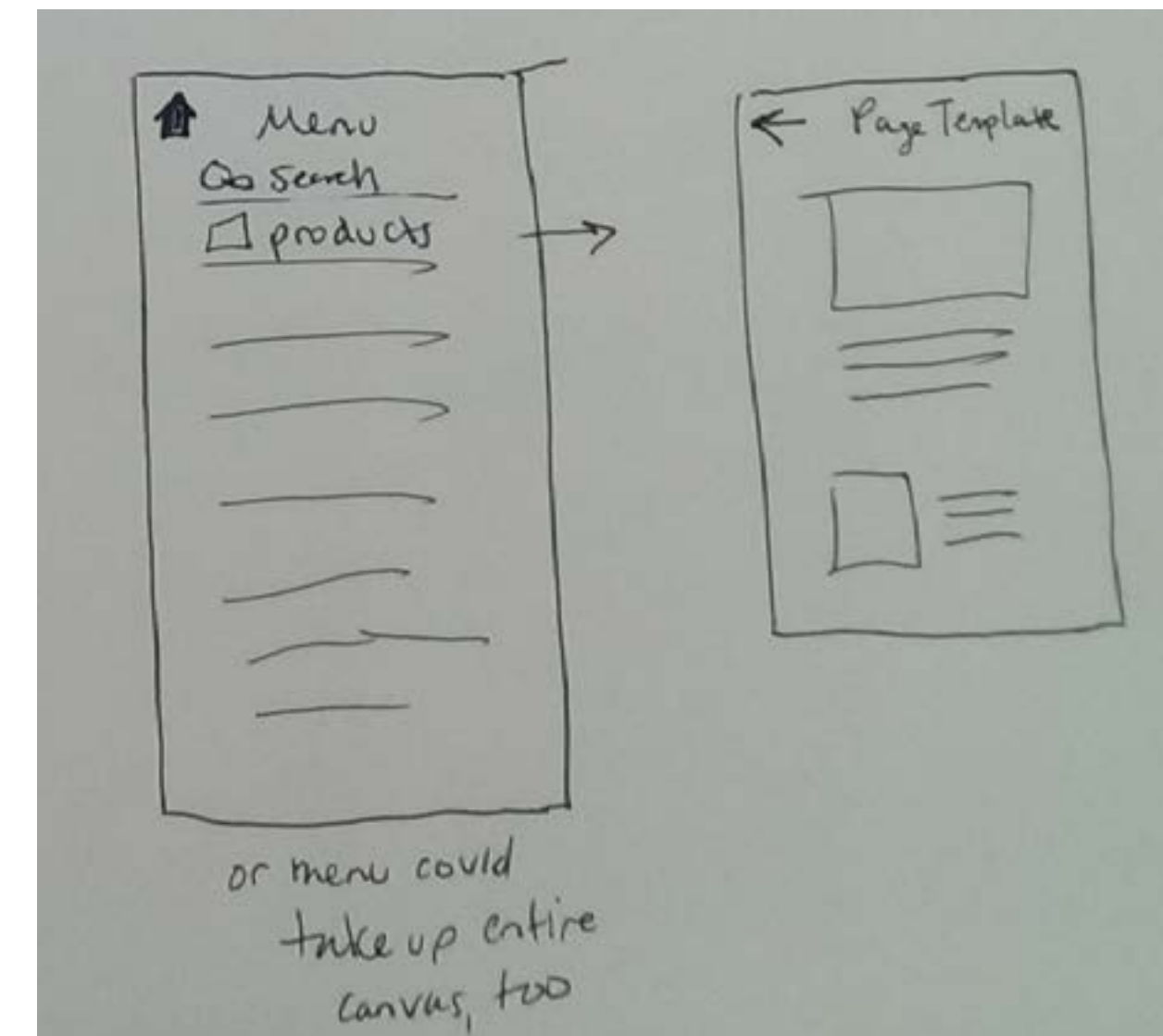
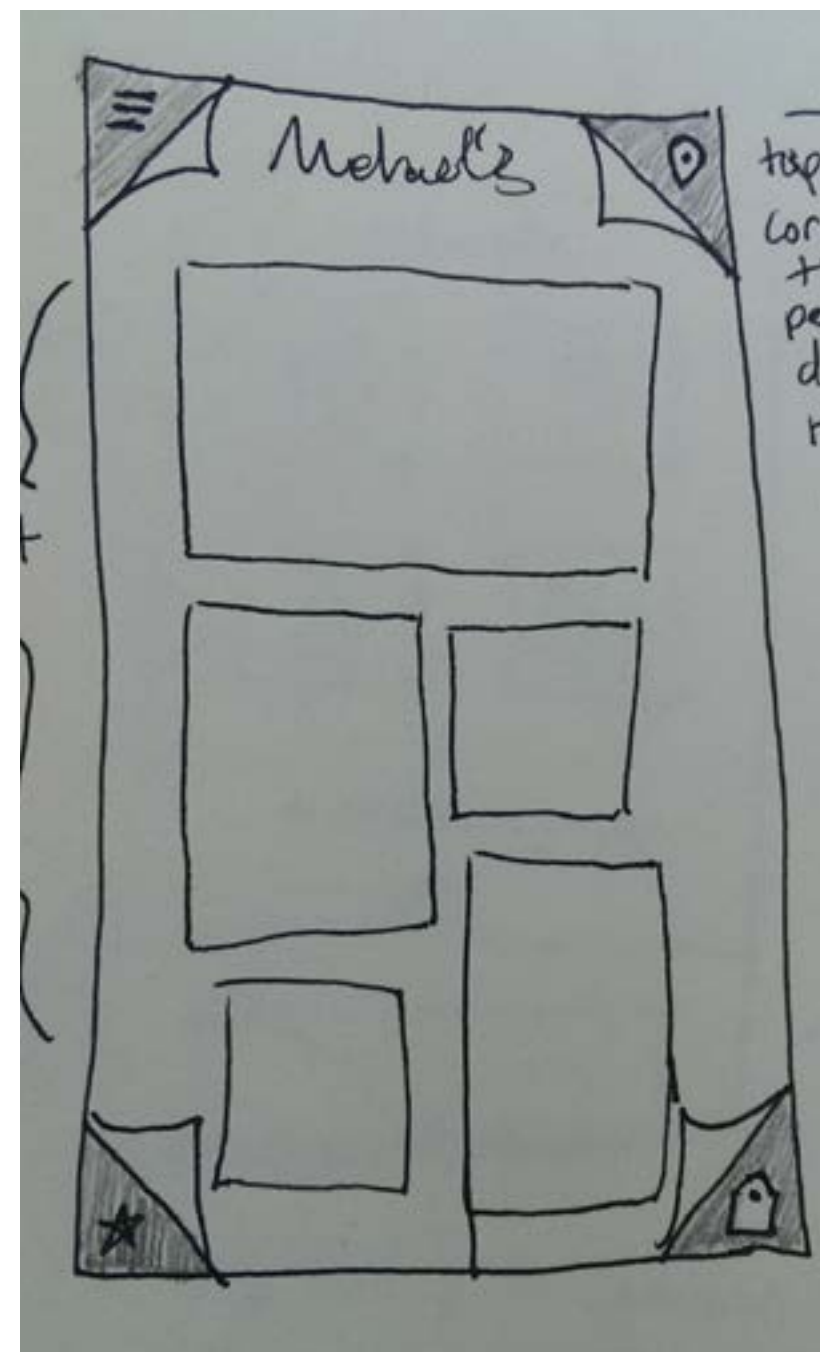
Homescreen would have an editorial feed and 4 primary navigation elements.

User can scroll through feed to explore the app, or go directly to something via one of the 4 main nav elements.

When a primary nav element is tapped, that app section would overtake screen and would have a back arrow to return to homescreen.

Possibly the menu wouldn't need to overtake full screen, but might be cleaner if it does.

This way, might have real estate to show intelligent search results, drill down, etc.



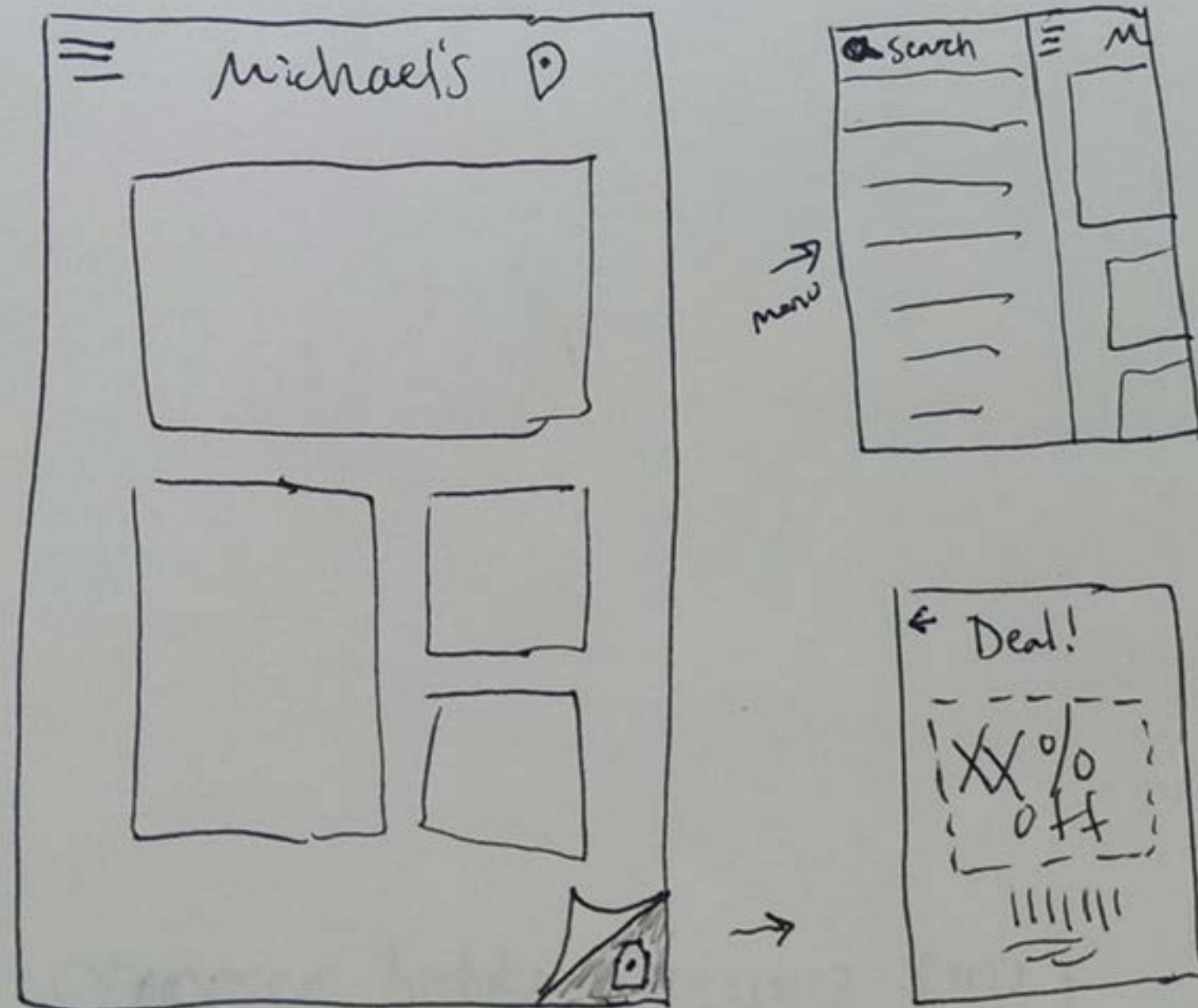
#6 - Curled paper corners (single)

Similar idea to previous, but this would just have one curled corner to be more subtle with the paper thing.

Could be used for most accessed app section (like store locator or deals), or an easter egg like thing.

6 curled paper corners (single)

- Similar idea, but just have one to be more subtle.
- Could use for VIP item (weekly deal) or easter-egs.



Single curled corner to access most visited spot, like stores or deals.

Other navigation done by side menu.

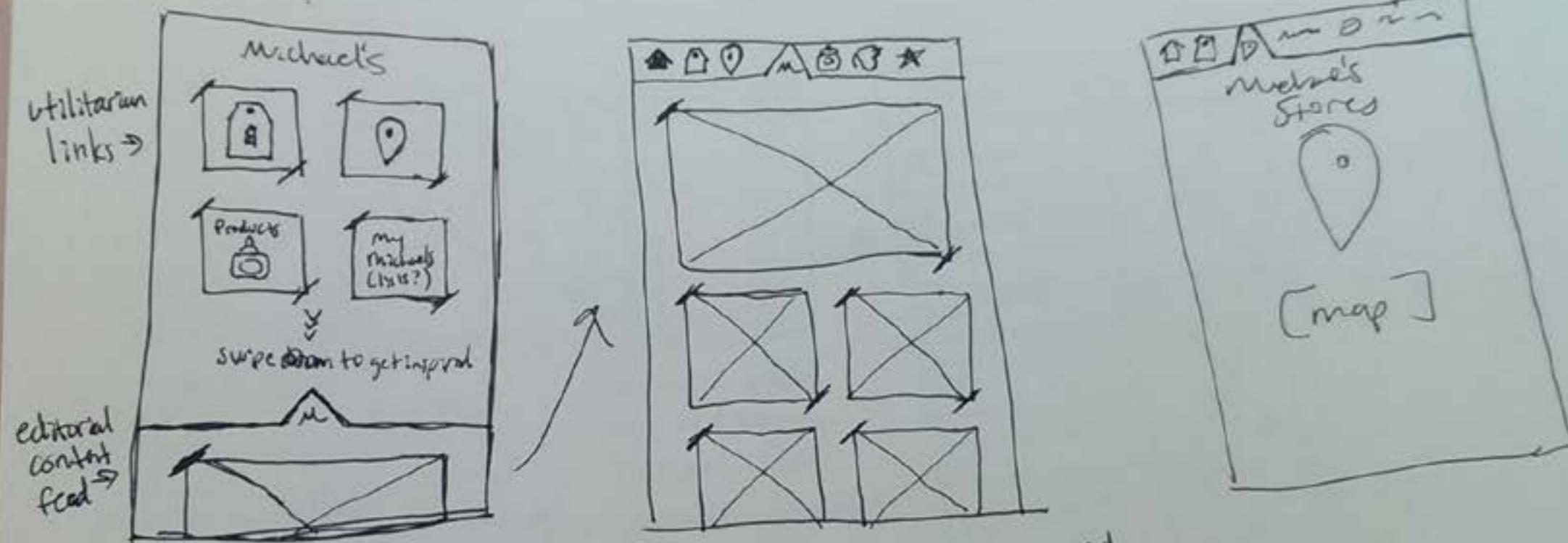
User would tap to reveal what's below the corner or to open side menu.

#7 - like reverse Zing app idea

Similar idea to previous, but this would just have one curled corner to be more subtle with the paper thing.

Could be used for most accessed app section (like store locator or deals), or an easter egg like thing.

#7 Kind of a reverse Zing-style



- this one puts common links first, editorial content feed 2nd
- ppl maybe more likely to be accessing store locator + deals or shopping lists on mobile vs. editorial content
- user swipes to pull up content feed, it will slide up and lock into place
- other destinations become icons in top bar for easy access
- user can tap directly in to primary links on home screen

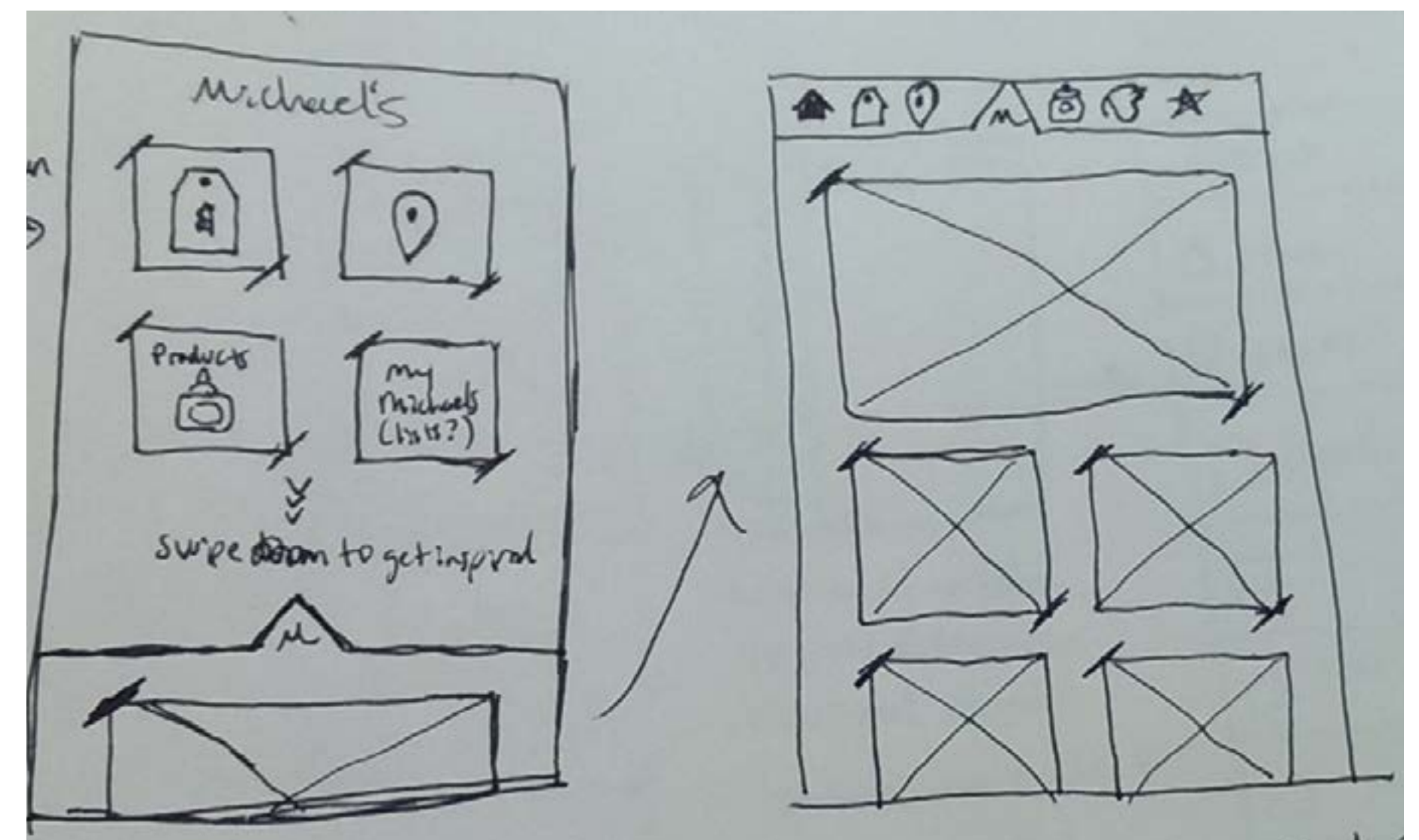
Homescreen on this one features primary nav items before editorial content.

Thinking that on a mobile app, people may be there to access store locator info or store coupons over inspirational content (on small screen, not necessarily tablet).

So user is met with main nav items like deals, stores, products, maybe My Lists, and then there is a preview of the editorial feed that user can scroll through.

Idea is that user can go directly to one of those sections or swipe to explore ("swipe to get inspired").

When user swipes, editorial content moves up and docks into place and other nav elements are shown on top bar so user can easily switch to another app section or go back home.

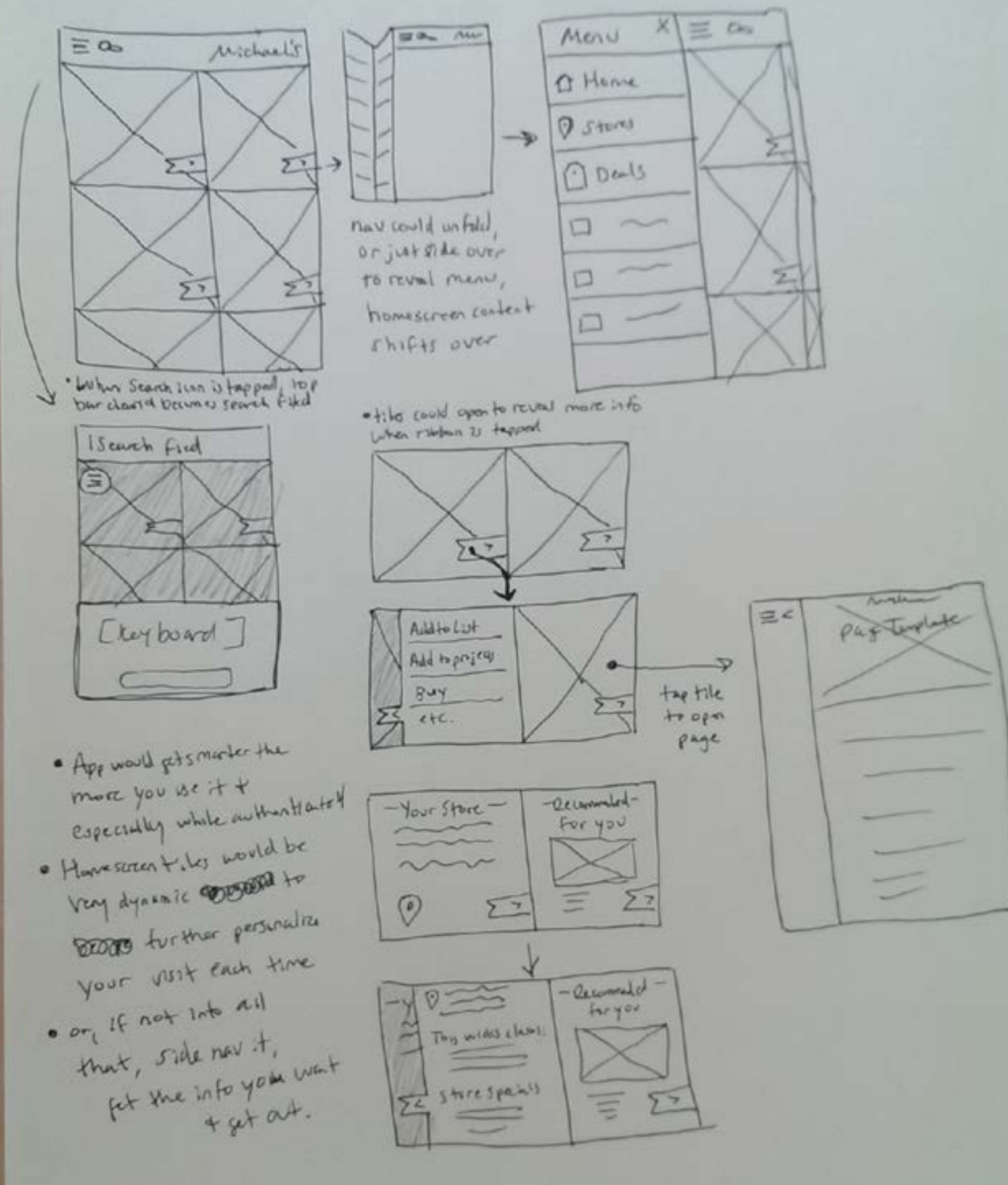


#8 Multi Nav

The idea with this one is to give users the option to easily navigate to what they know they want through tried and true ui elements, but also give them the option to explore, get inspired, meander a bit through the feed.

#8 Multi-Nav (Direct & Exploratory)

- this option provides user ability to quickly navigate to something w/ side menu, but also nav site in a more explorational way through feed



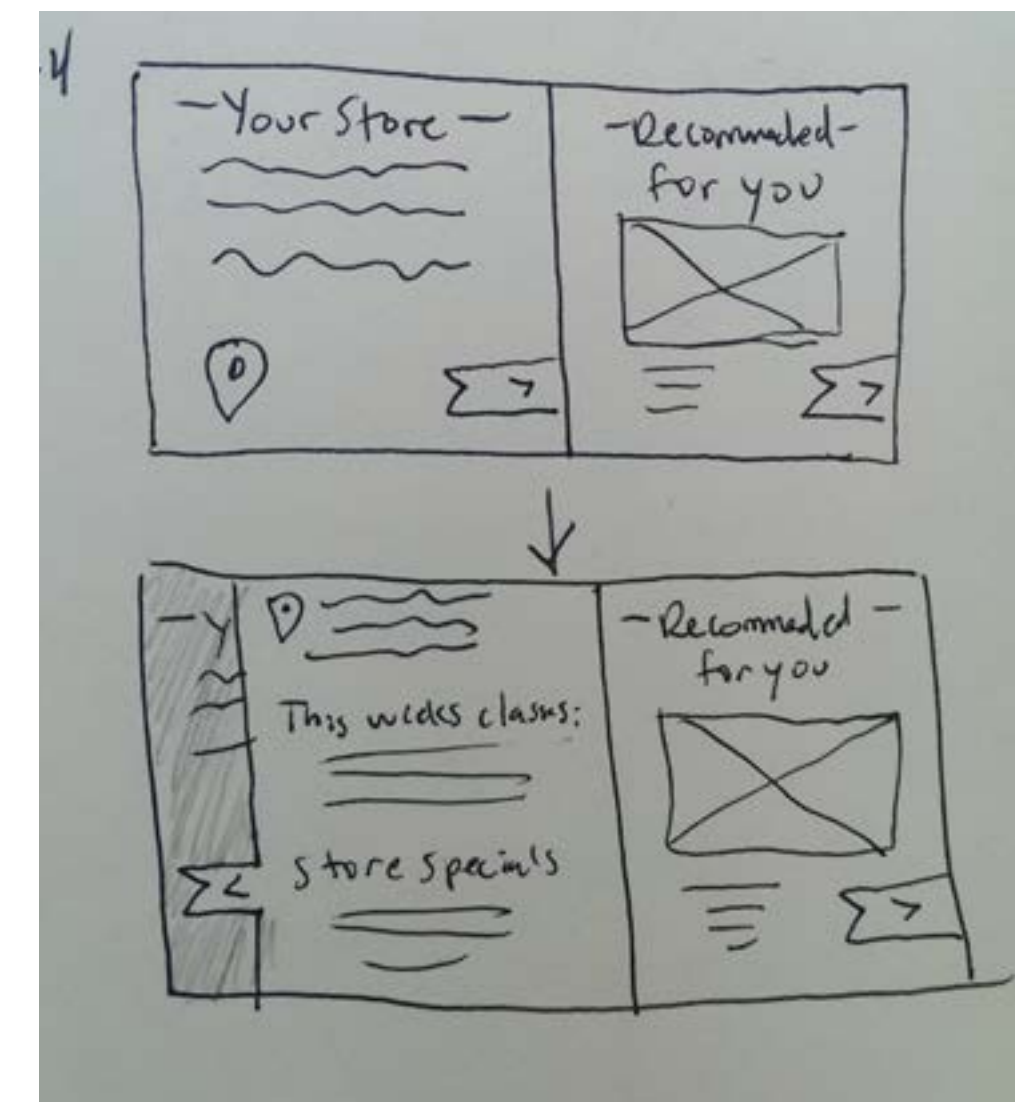
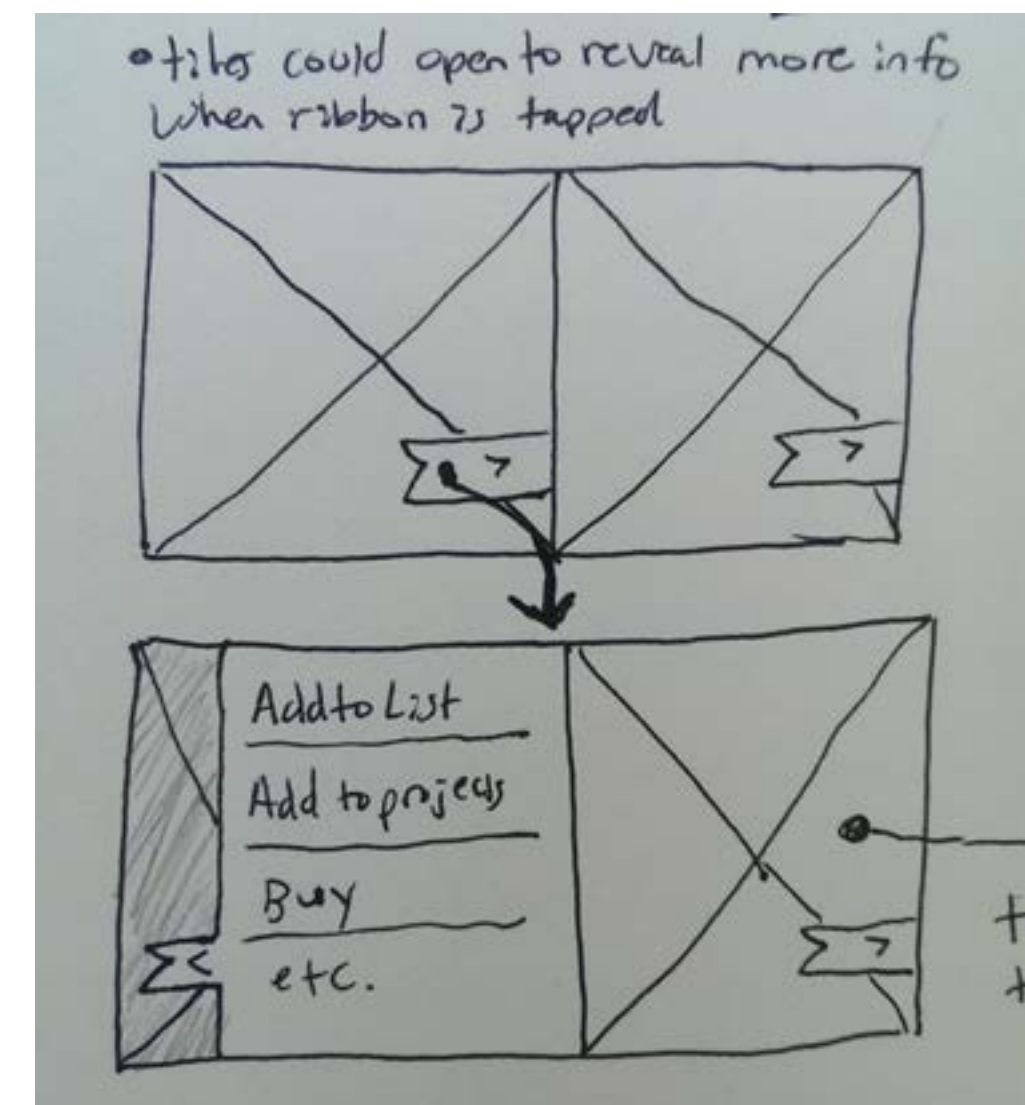
Homescreen has a simple feed of tiles and side menu nav. Menu icon is tapped to expand, homescreen content is pushed over to right. Here, user can jump directly to any section of the app.

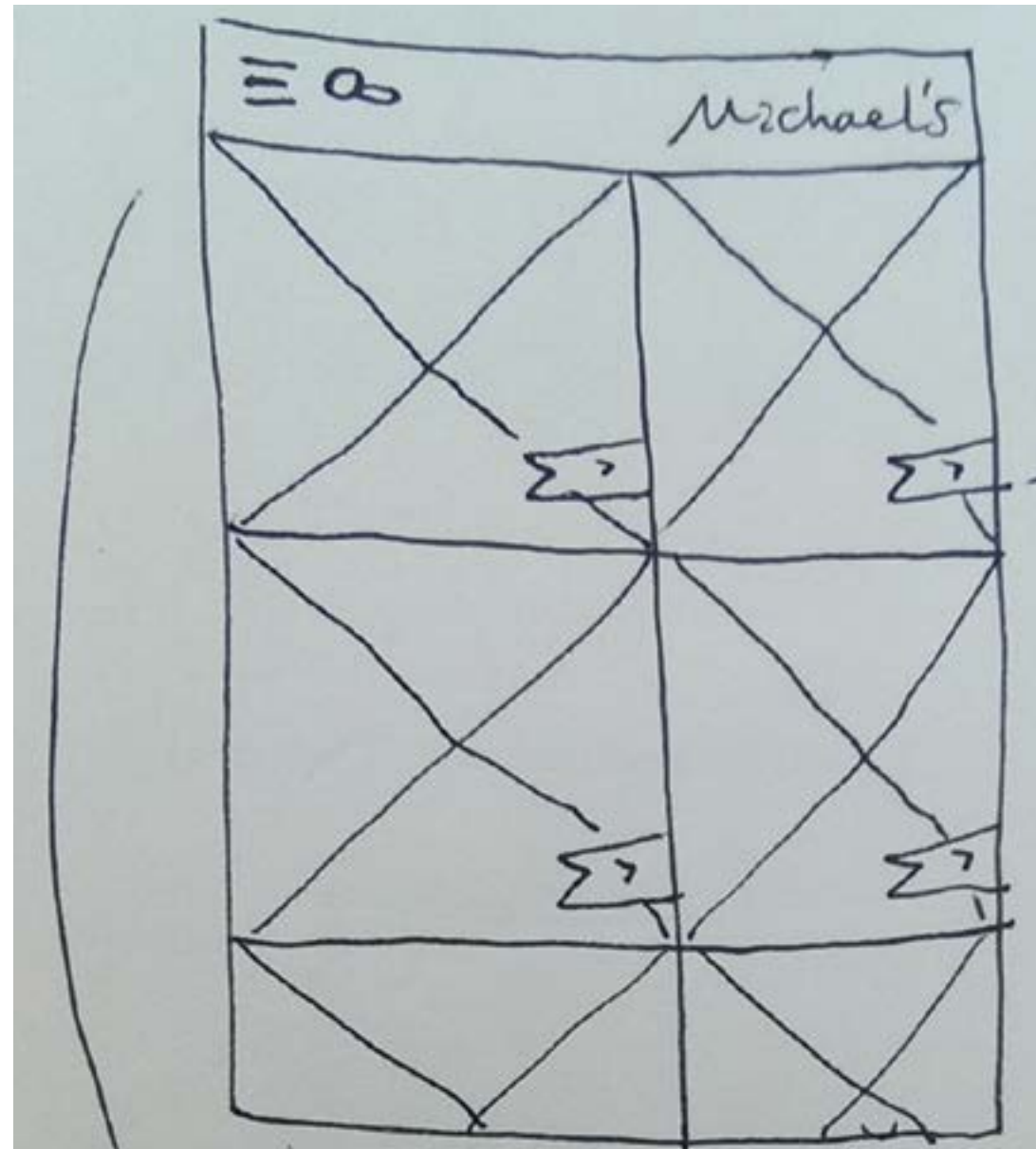
Tiles on app can be tapped on the main area to go directly to that product page, article, project page, etc. The ribbon on each tile can also be tapped to reveal more info or actions.

For example, tapping on ribbon on a product could show a menu of "add to list", "add to project", "buy", "find in store", etc., or show a quick-view sort of thing.

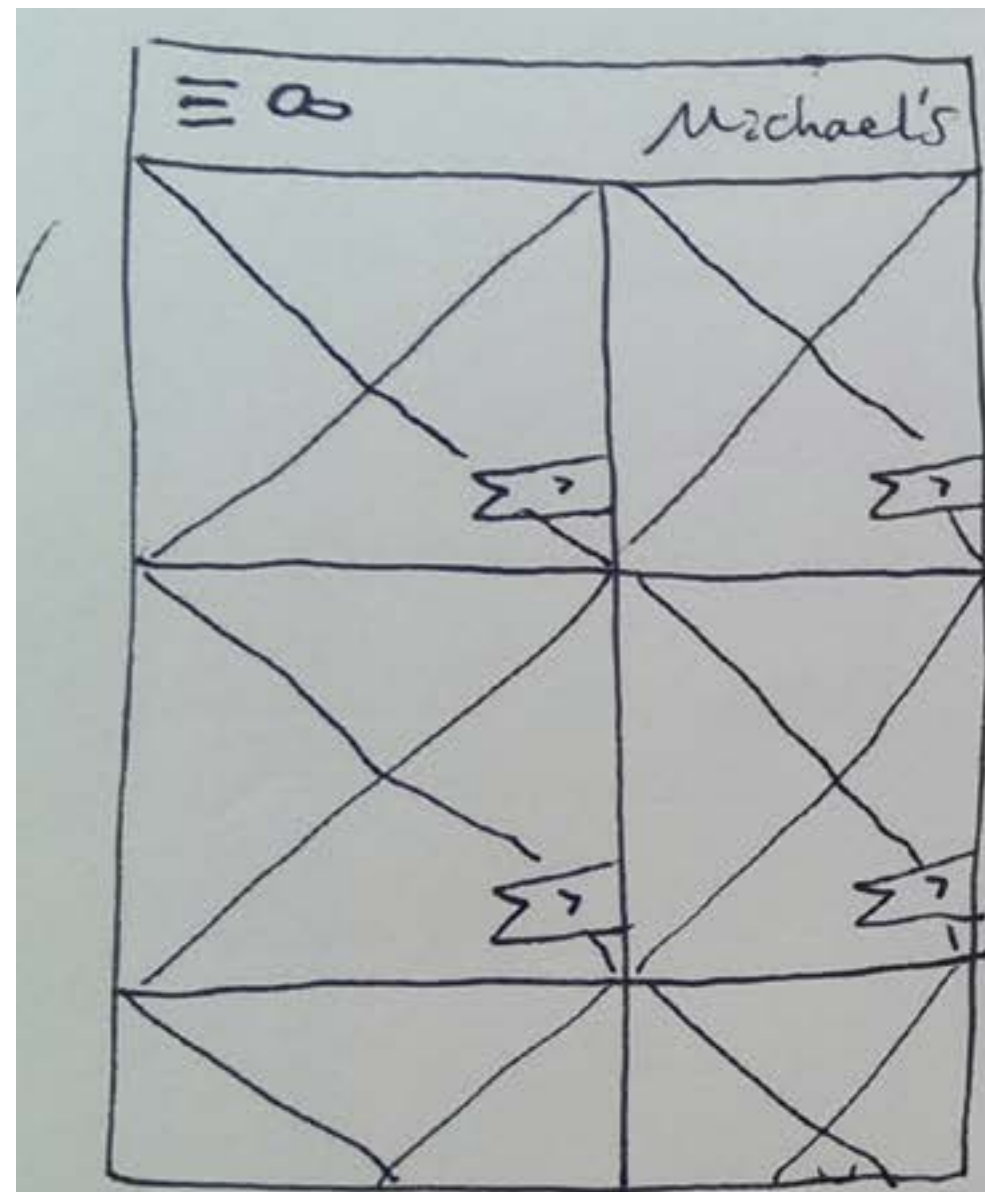
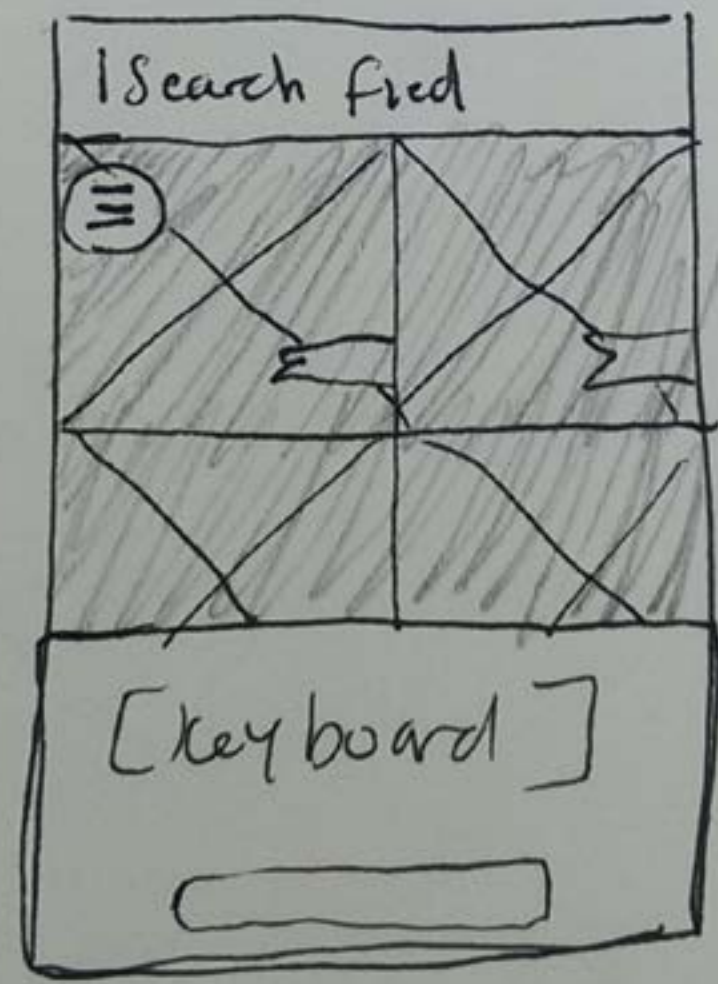
Feed would be a mix of products, news, ideas as well as frequently accessed items like a callout for store locator, deals, etc. As app gets smarter about user (and especially after multiple authenticated sessions), store locator tile could be a "your store" tile, your weekly deal, recommended products, projects or how-to's based on what we think you like.

So users can explore and spend a lot of time (like we do on Pinterest), or easily get to the info they want & get out. Would also scale nicely for tablet without feeling too dumbed-down.



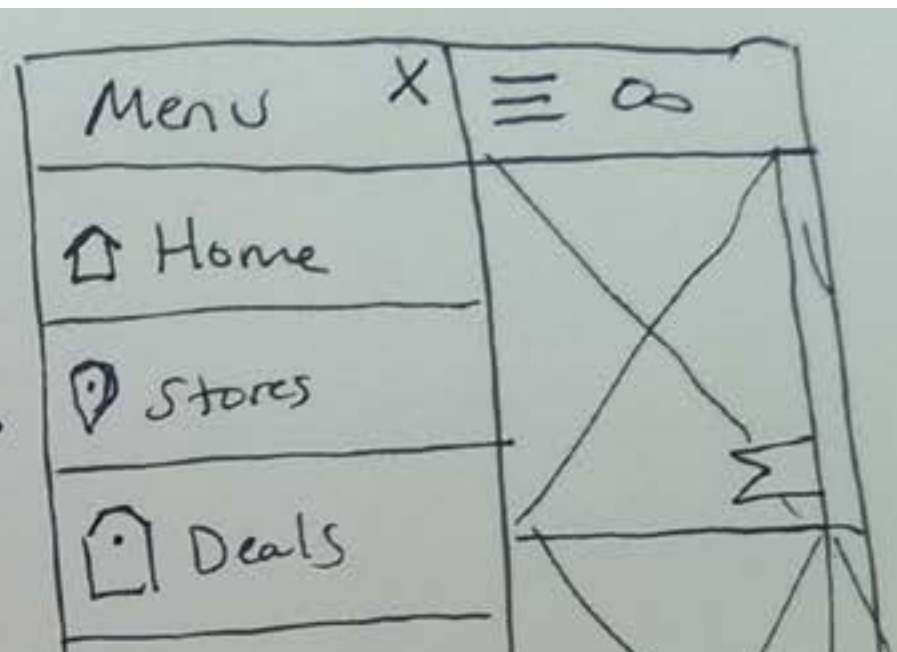


• When Search icon is tapped, top bar clears & becomes search field

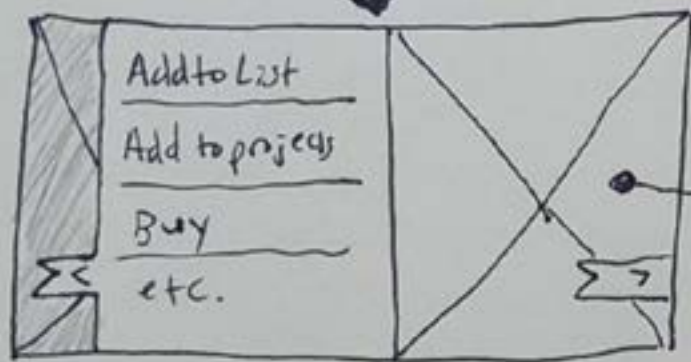
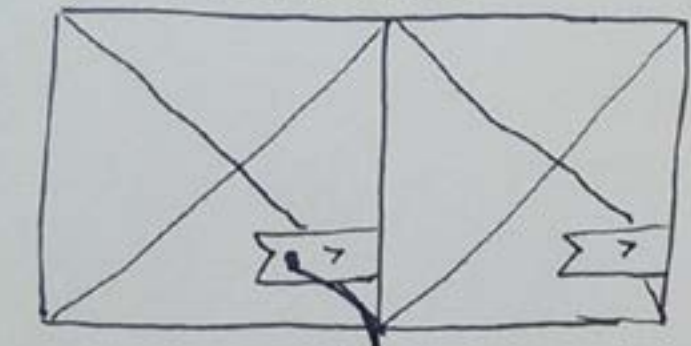


nav could unfold, or just slide over to reveal menu, homescreen content shifts over

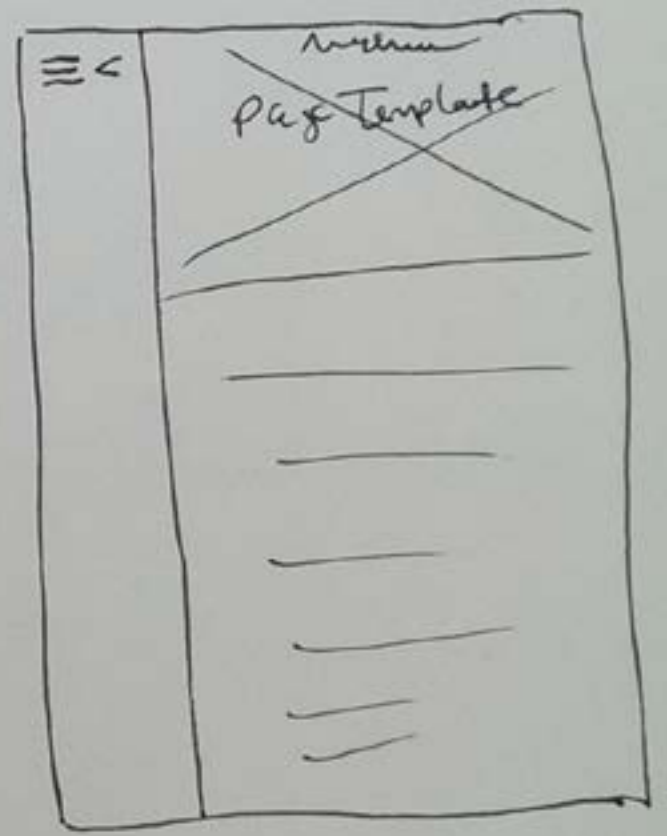
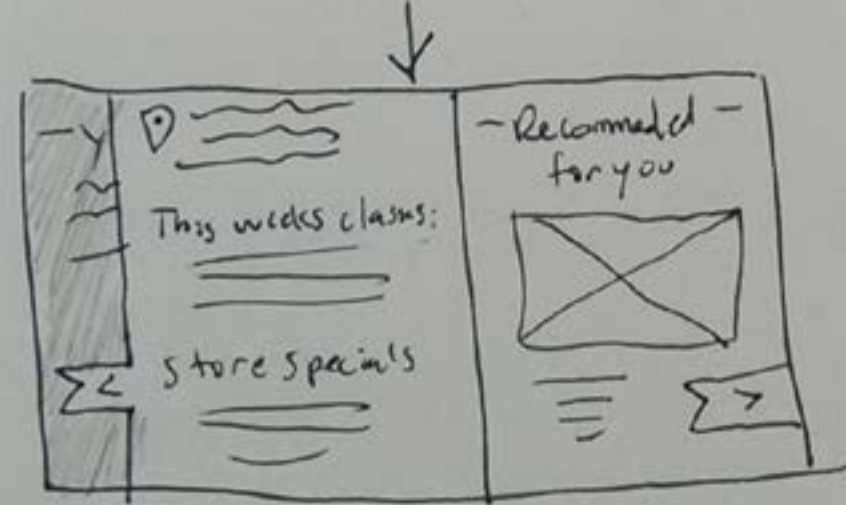
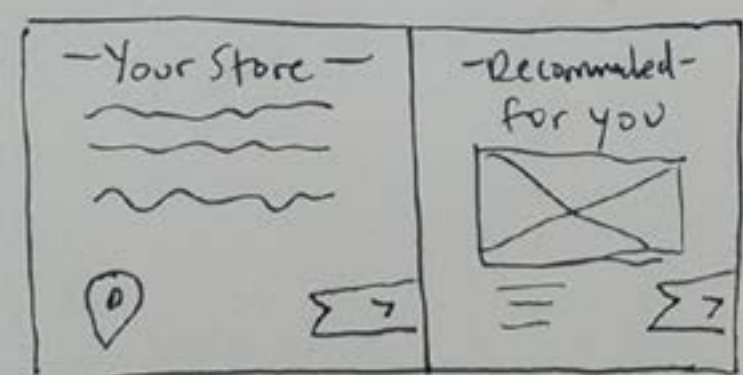
• When Search icon is tapped, top bar...



• tiles could open to reveal more info when ribbon is tapped



tap tile to open page



The end.

Thanks!