

# 01

## fixing the search icon

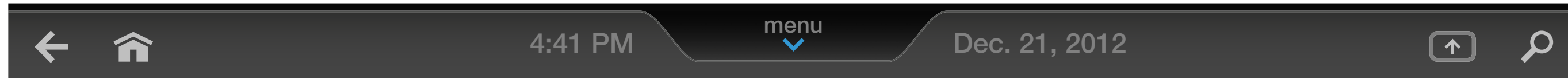
### THE PROBLEM

Users had a hard time finding the search button during testing.

### CAVEAT

Once found the search icon was understood.

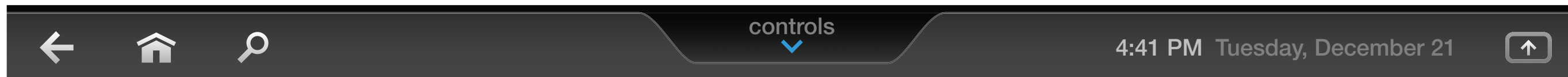
#### OLD ARRANGEMENT



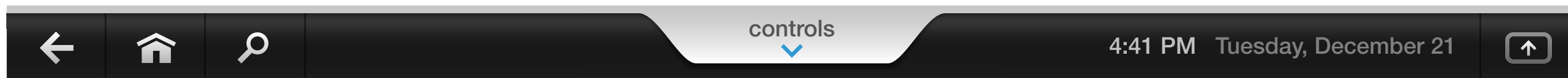
### SUGGESTED SOLUTION

Rather than redesigning the Search icon to look more like a text input (which it is not), move it to be grouped with the rest of the top-level navigation icons (back/home) and re-balance the top bar to accommodate.

#### SUGGESTED SOLUTION



#### SUGGESTED SOLUTION w/ VISUAL POLISH



# 02

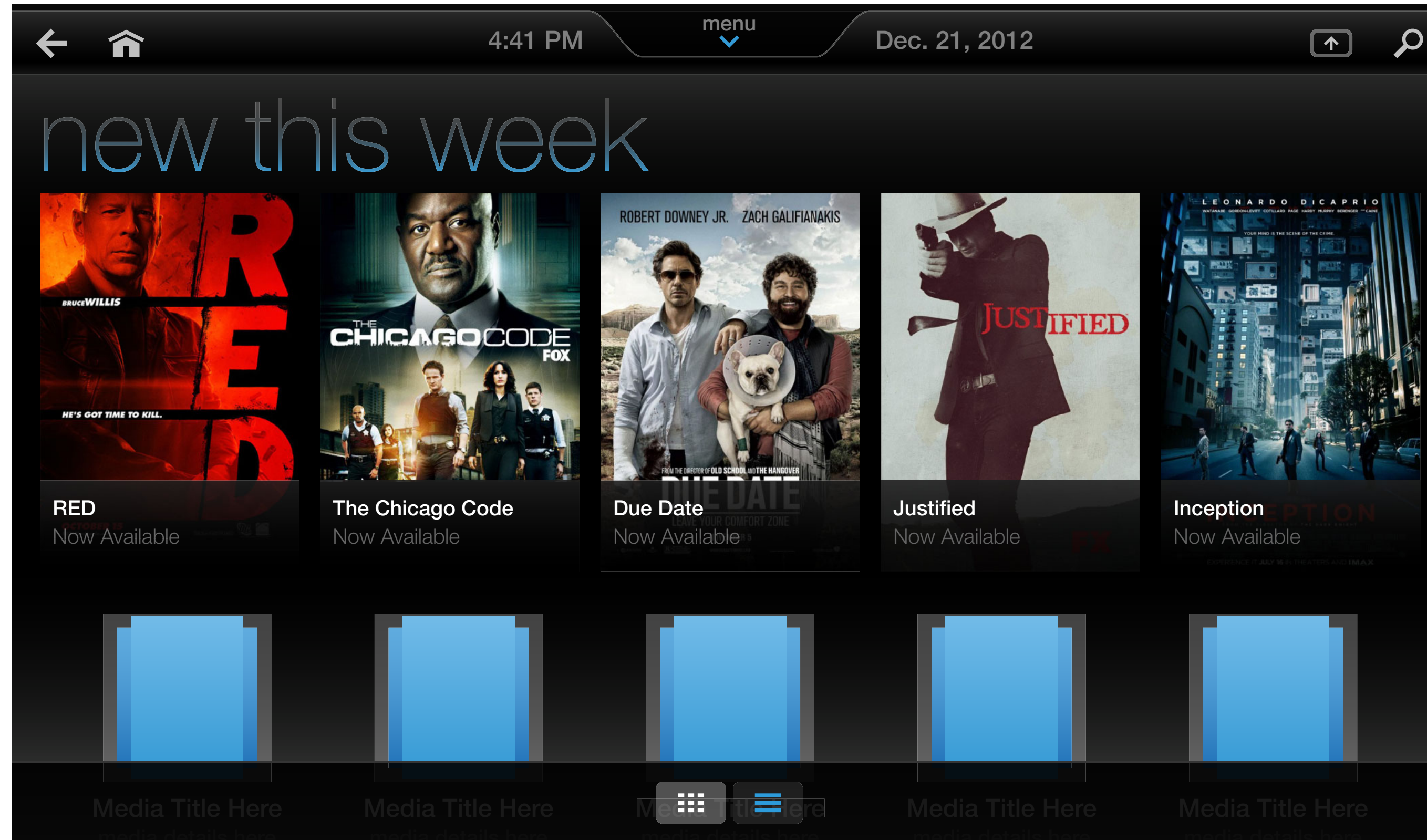
## editorial section layout

### THE PROBLEM

Need to find a way to balance EXTENSIBILITY with RICH, CURATED CONTENT that the NSP can push to the user within the Editorial section.

### SUGGESTED OPTION A

Leverage a limited selection of curated, richly presented media to head the familiar grid/list format. Very extensible.

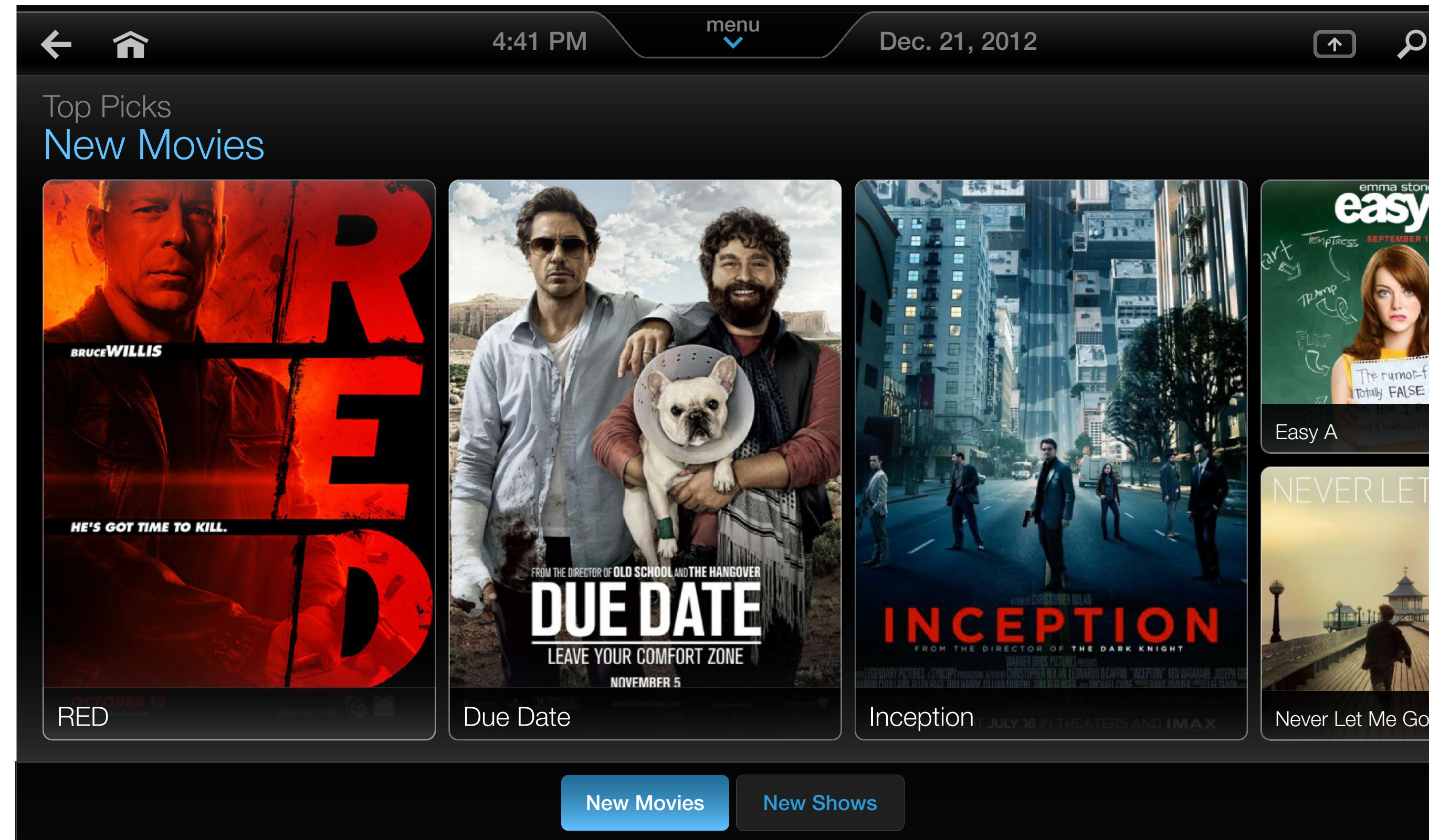


**THE PROBLEM**

Need to find a way to balance EXTENSIBILITY with RICH, CURATED CONTENT that the NSP can push to the user within the Editorial section.

**SUGGESTED OPTION B**

Limit the NSP to a fixed, highly curated set of media that is presented in a visually-rich manner (similar to backstage). Not extensible, but a richer/significant experience compared to the traditional grid/list format used elsewhere.



# 02

## editorial section layout

### THE PROBLEM

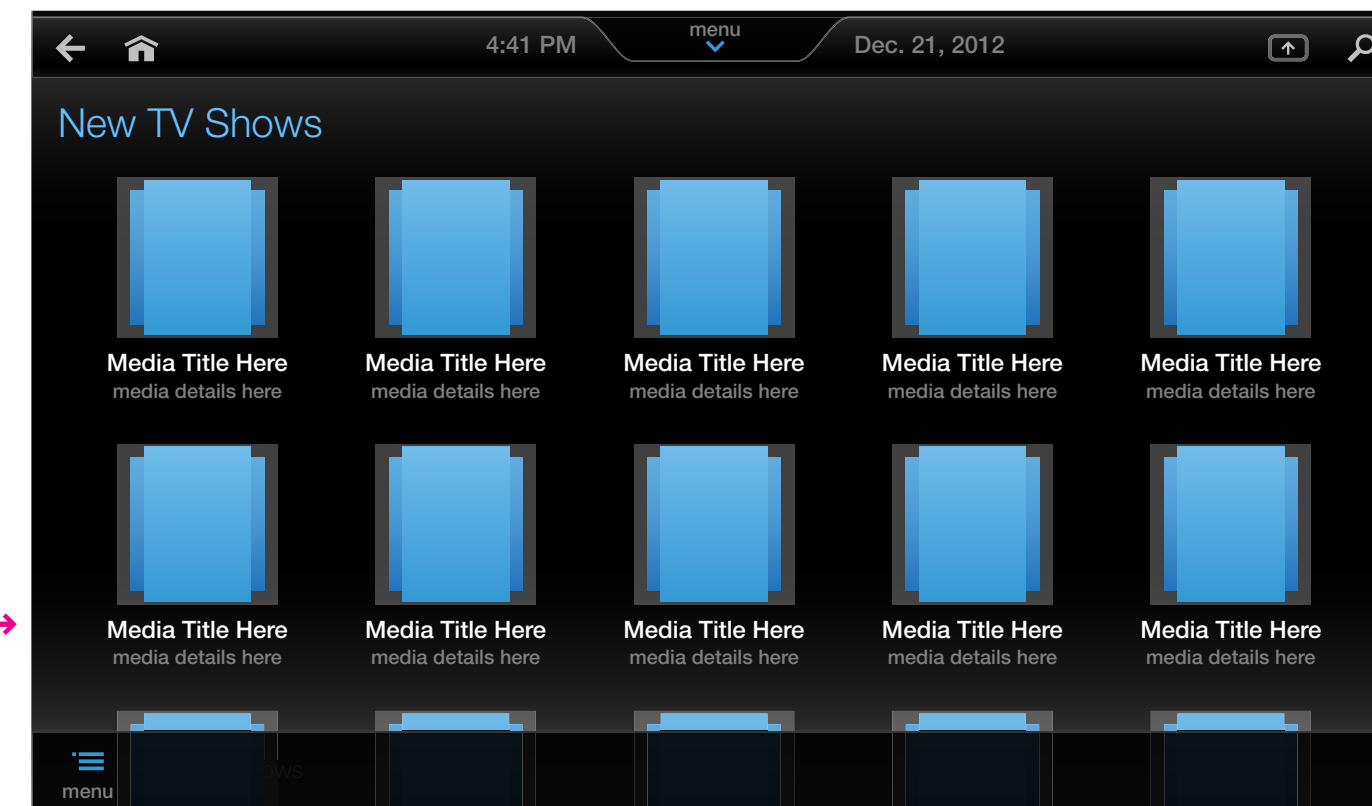
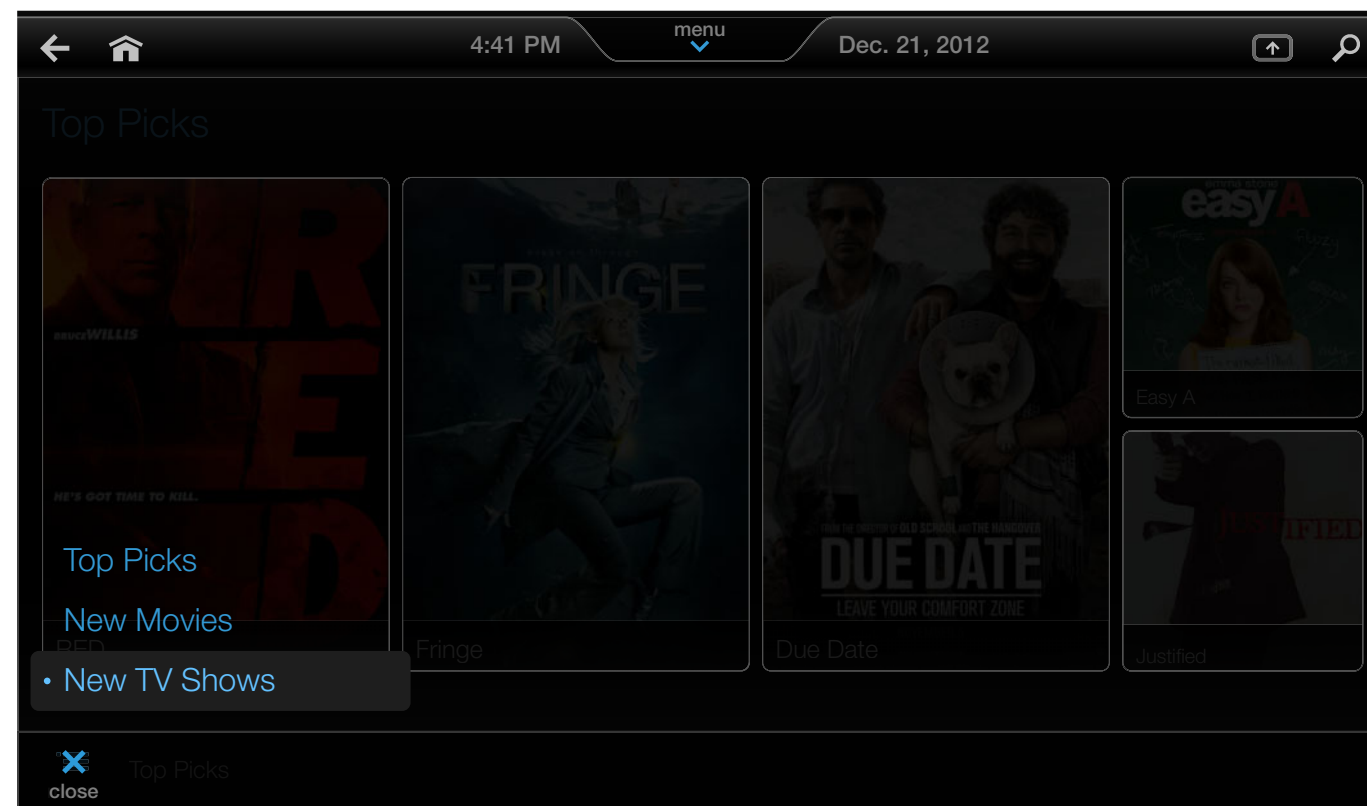
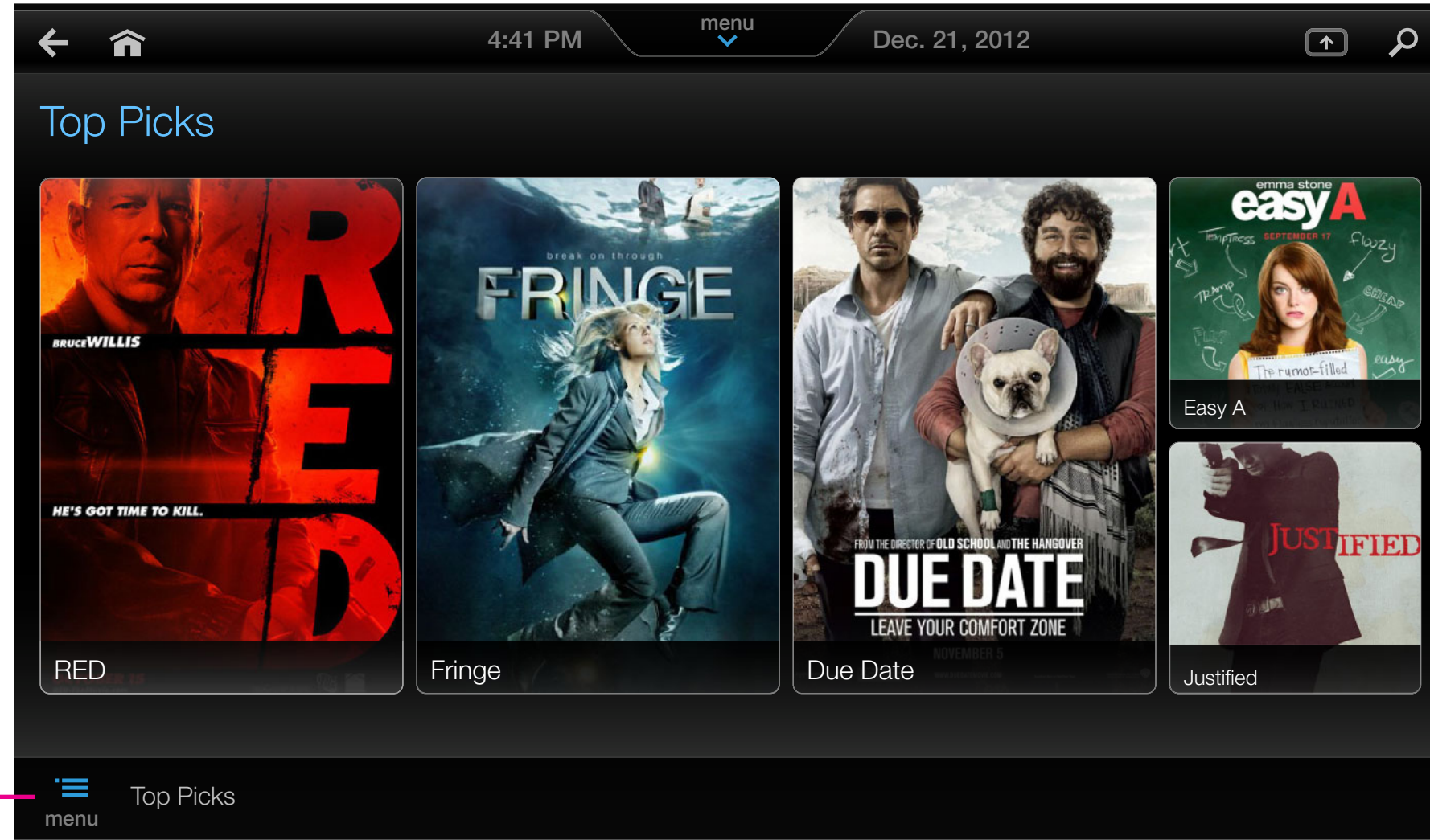
Need to find a way to balance EXTENSIBILITY with RICH, CURATED CONTENT that the NSP can push to the user within the Editorial section.

### SUGGESTED OPTION C

Format the editorial section “homepage” as a mixed-media spread of “top picks” from editorial. This section is curated and limited to a set number of selections.

Provide menu options for extensible sections organized by type/genere/etc. that allow a more extensive set of push content to be presented via the familiar grid/list format.

Rich experience up front, extensible/familiar system one layer down.



# 03

## editorial card

### THE PROBLEM

Need to find a way to allow the editorial card to differentiate from surrounding cards to provide a richer “push” to users from the NSP without breaking the established rules around cards.

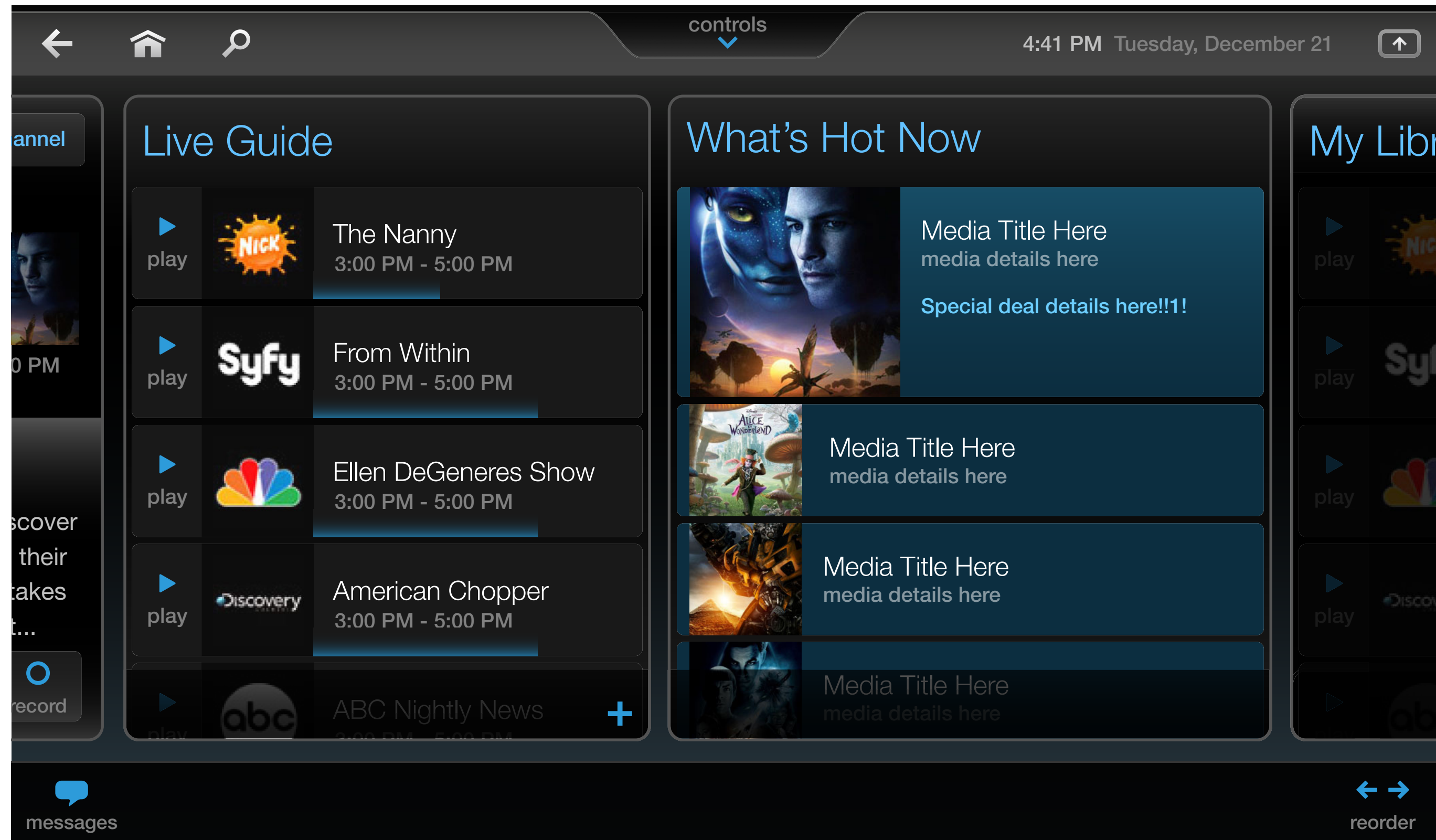
### SUGGESTED SOLUTION

Set consistent language that visually differentiates NSP pushed or system recommendation content.

Allow some flexibility in the content list structure to impart the idea of “presentation” within the list.

### ADDITIONAL THOUGHTS

In addition to needing to continue evolving the visual polish of this UI to a truly launch-ready level, we need to assess whether or not the current color scheme and UI treatment has provided us with sufficient tools to allow for structured differentiation. The editorial card is unlikely to be the last time we will need to be able to make a section or card “special” in some way. Having a system in place that allows such flexibility without allowing the UI to go “ugly christmas tree” on us would be to our advantage.



# 04

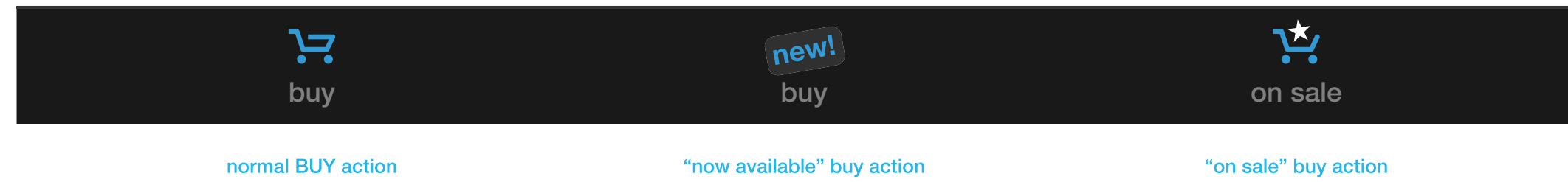
## merchandising iconography

### THE PROBLEM

Find a way to indicate newly purchaseable or sale items by differentiating their “buy” iconography accordingly.

### SUGGESTED SOLUTION

Let the icon and its label work together to communicate a unique or new purchase option.



### ADDITIONAL THOUGHTS

We might need to establish a “pop” color (in addition to our blue “pop” color) to help unique items to stand out.

