

iVillage Baby Names- iPhone UI

IA 1, v.1, updated on 09.19.11

This document only contains Information Architecture for iPhone UI.

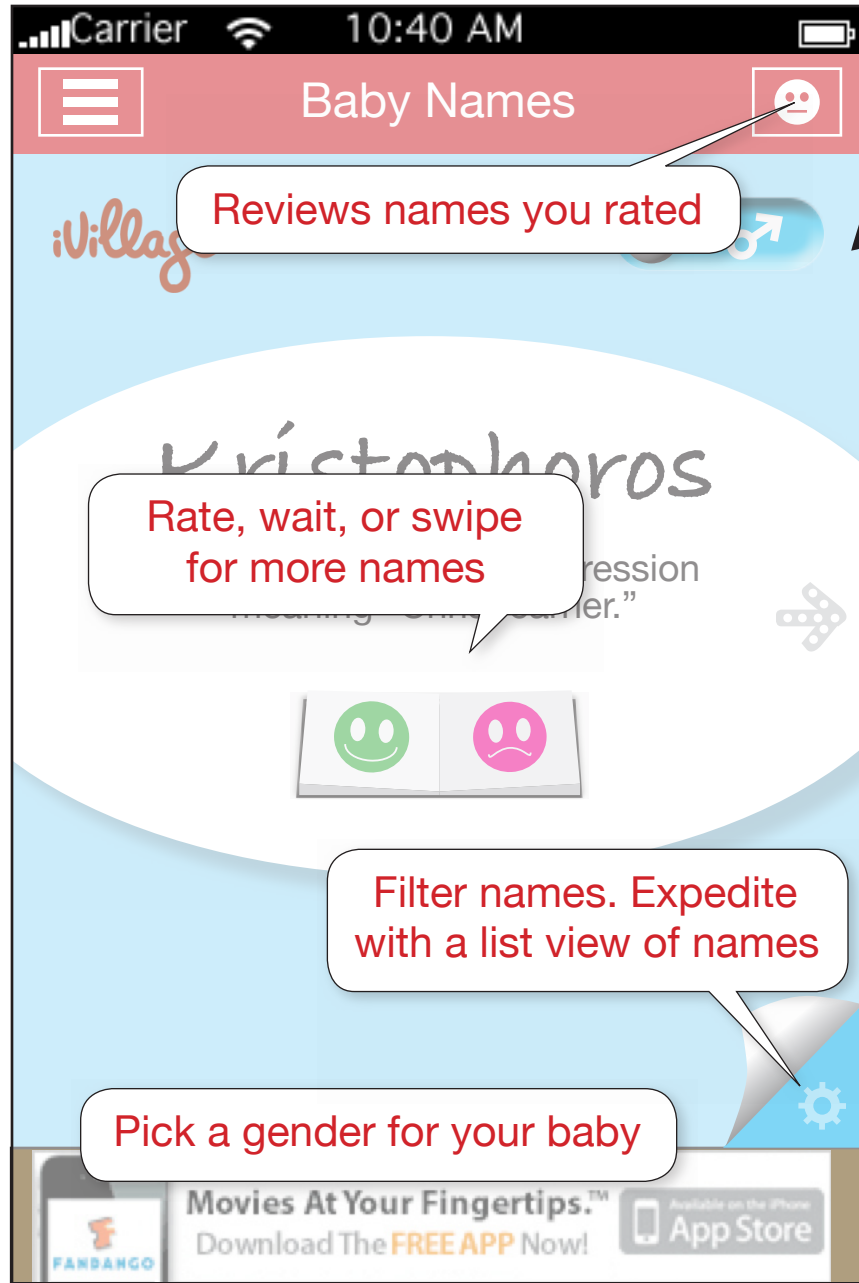
This document is not intended to suggest design directions. Its goal is to convey a lively, lighthearted, and experiential experience that would be appropriate for this product



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User Experience Keywords

- Lively
- Whimsical
- Animated
- Exploratory



Call out of core features in the app

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- Names slide in. Under three conditions would the names be refreshed:
 - User swipes horizontally to reveal the next name, in random order, or the previous name
 - User does nothing. Name refreshes after a few seconds
 - User rates a name, as like or dislike
- Tap on name or arrow to see name details
- If a user dislikes a name, the name should be removed from the shuffle until user remove the name from the dislike list

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Name Browser - first few seconds of every launch



When launch, fade in a bubble informing users the current filters applied.

Bubble stays for a few seconds and fade out

Default filters should be common or American name beginning in all letters

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Name Details



1. Once a name has been rated, the rating should be shown if the name appears again. Rating button is a toggle. User could unrate a name, or change the rating.
2. Users could share the name via facebook, twitter or email

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1. In list view the rating icon triggers a custom overlay UI for rating while the rest of the column takes users to the details screen
 - Unrated names are shown in a neutral icon
 - Liked names remains in list and shown as such
 - Disliked names are removed from the list until the user removed them from the dislike list

Global Note:

In cloud view, names are randomized within the filtered parameters. But in list view, names appear in alphabetical order

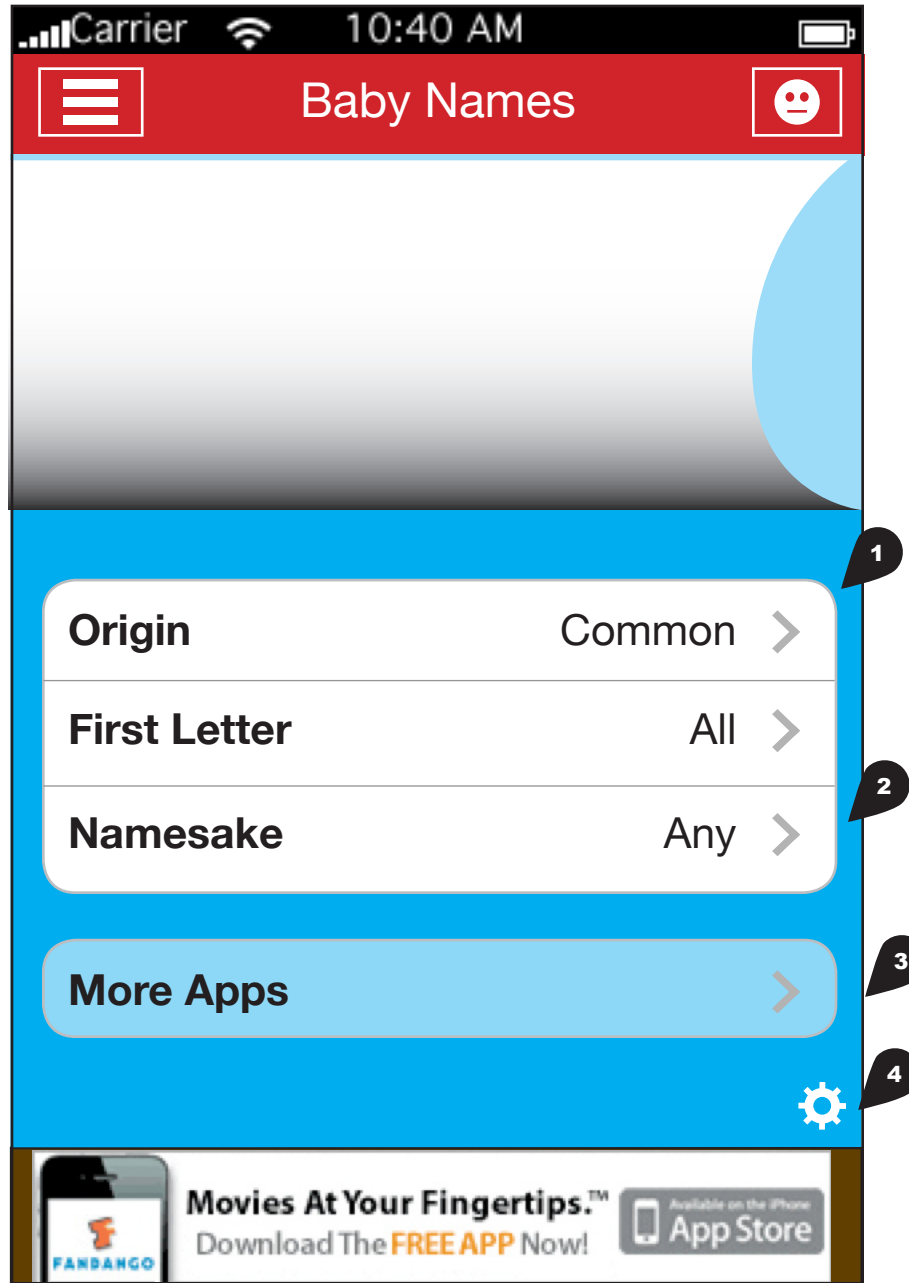
2. Basic list-loading technique should be used. Only preload a certain number and load additional names as user scrolls

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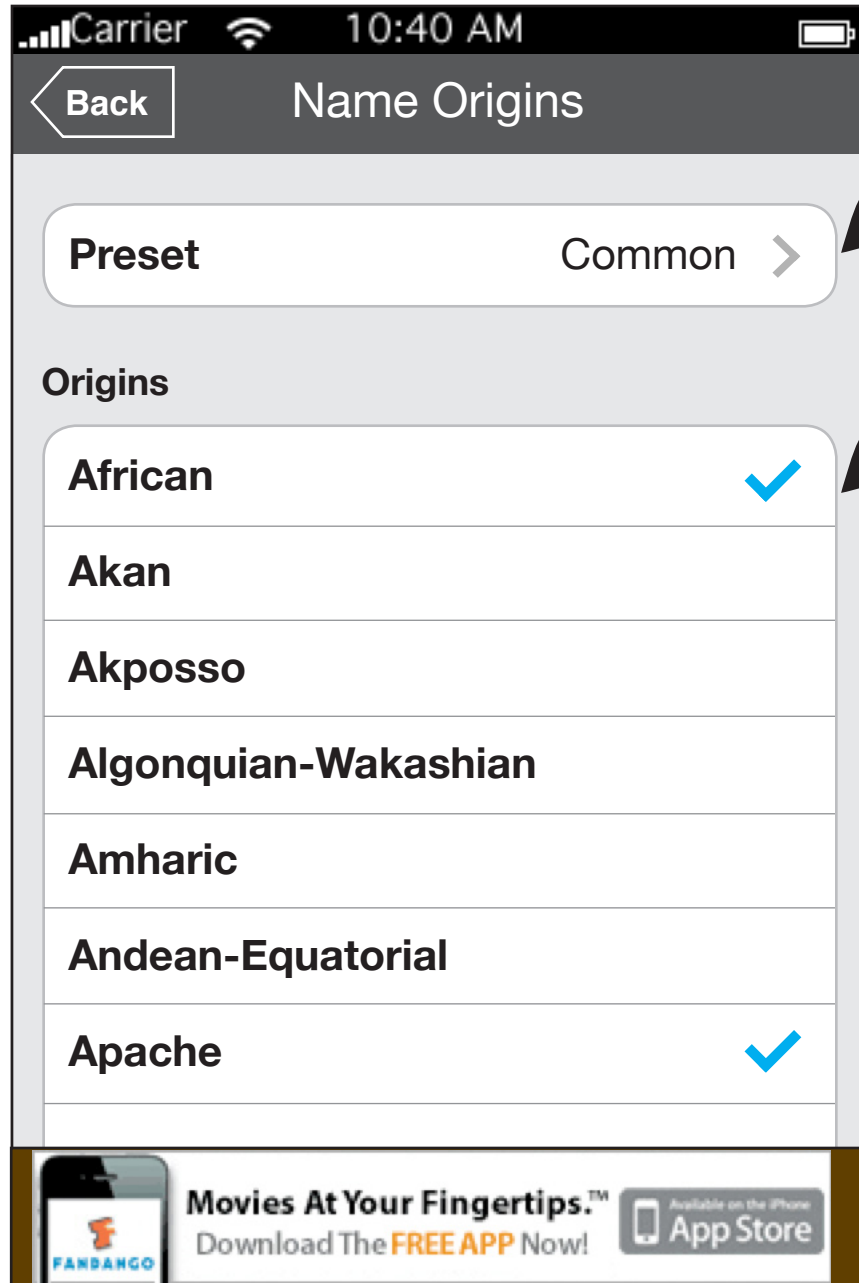
1. Lists all names that user rated as "like". Standard function to remove item from list.
2. User could send entire list of Likes or Dislike names to facebook, twitter or email

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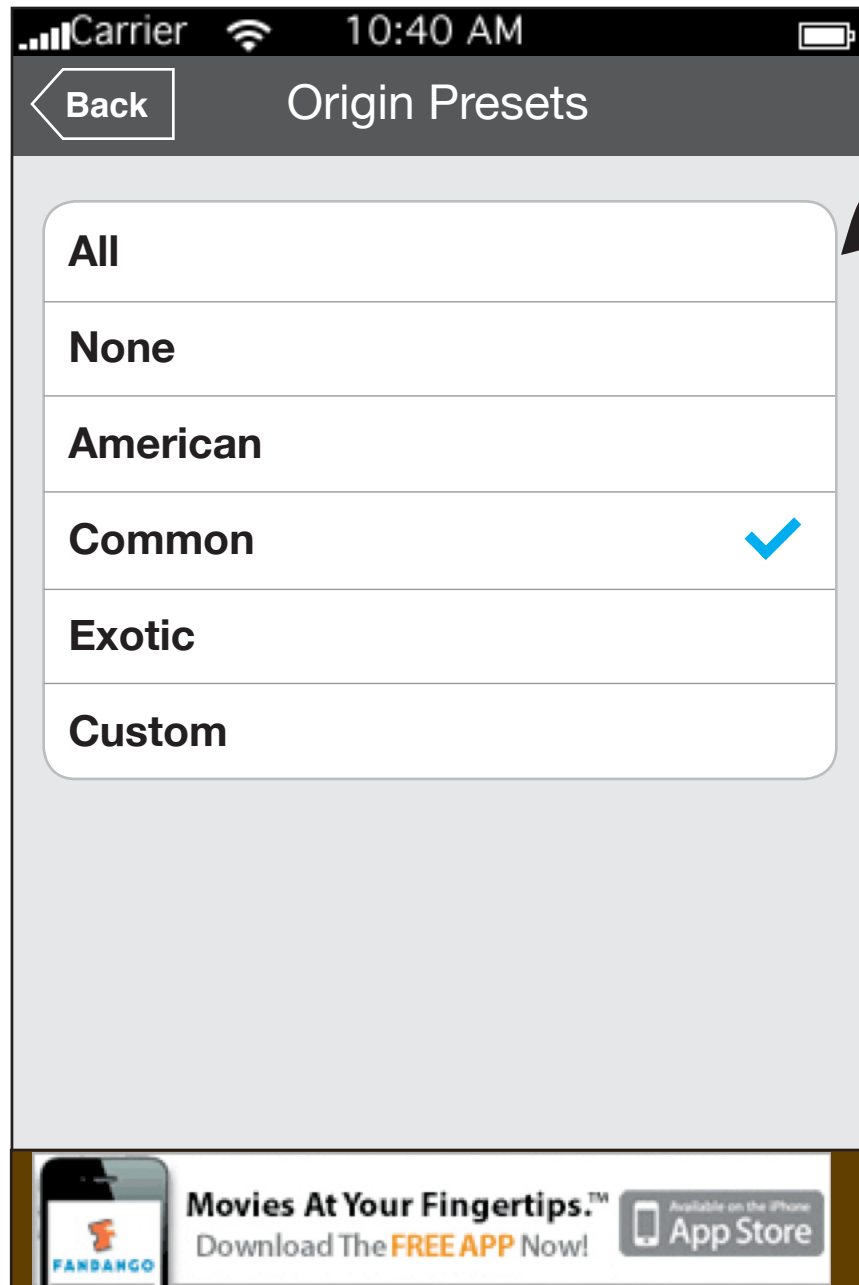
1. See this document for origin filter functionality.
Letters uses a standard list for letters
2. Once turned off, landing screen uses standard list view (*wires to come*)
3. Standard iVillage/NBC apps screen
4. Button toggles. Press again to close area

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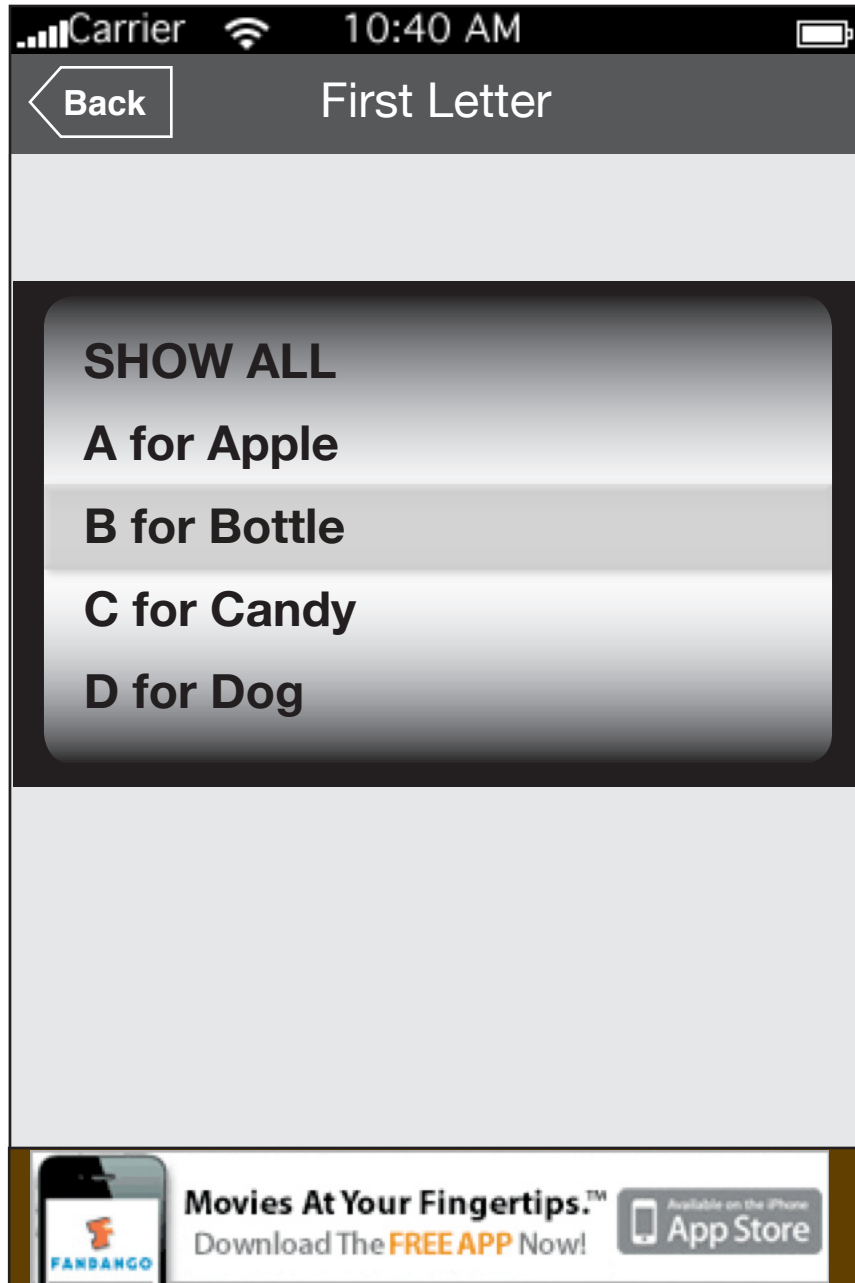
- 1 Preset changes the selection below
2. Once a user changes a selection from a preset, the preset becomes “custom”

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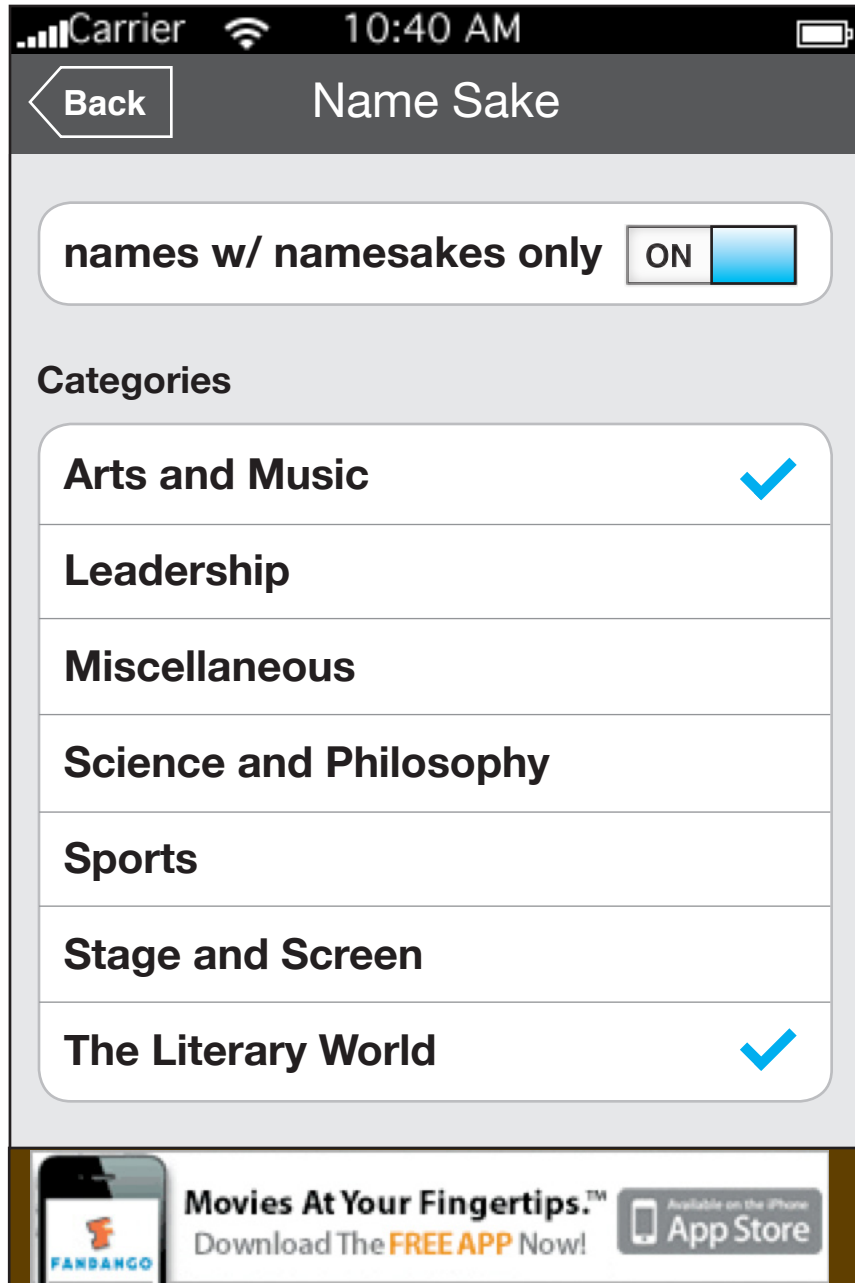


1. Preset examples. Must cater to groups of common choices. Content to define presets and origin selections
2. if a user attempts to leave the settings area with “none” selected, a pop-up alert should appear. None is a selection that’ll help users if they only want to select a single origin

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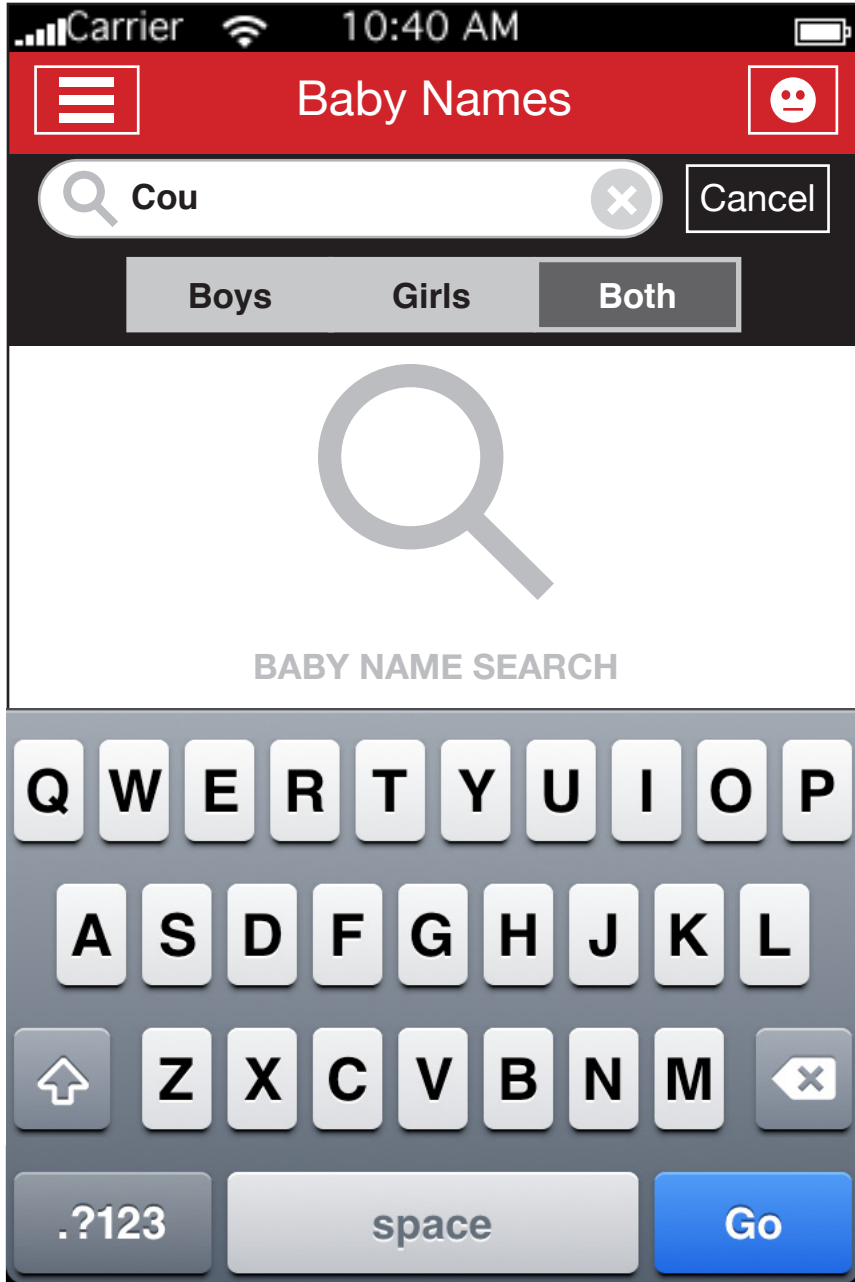


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Search default



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Search



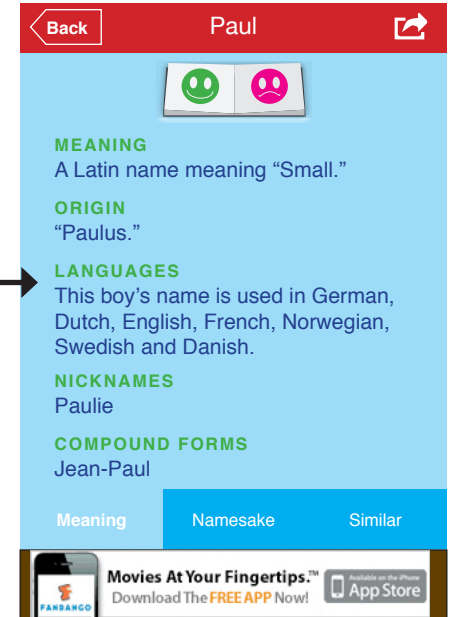
Search UI is exposed by user swiping down while in the name cloud or list views

Begin to show results after 3 characters

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Flows & Transitions

Flow - Accessing Name screen

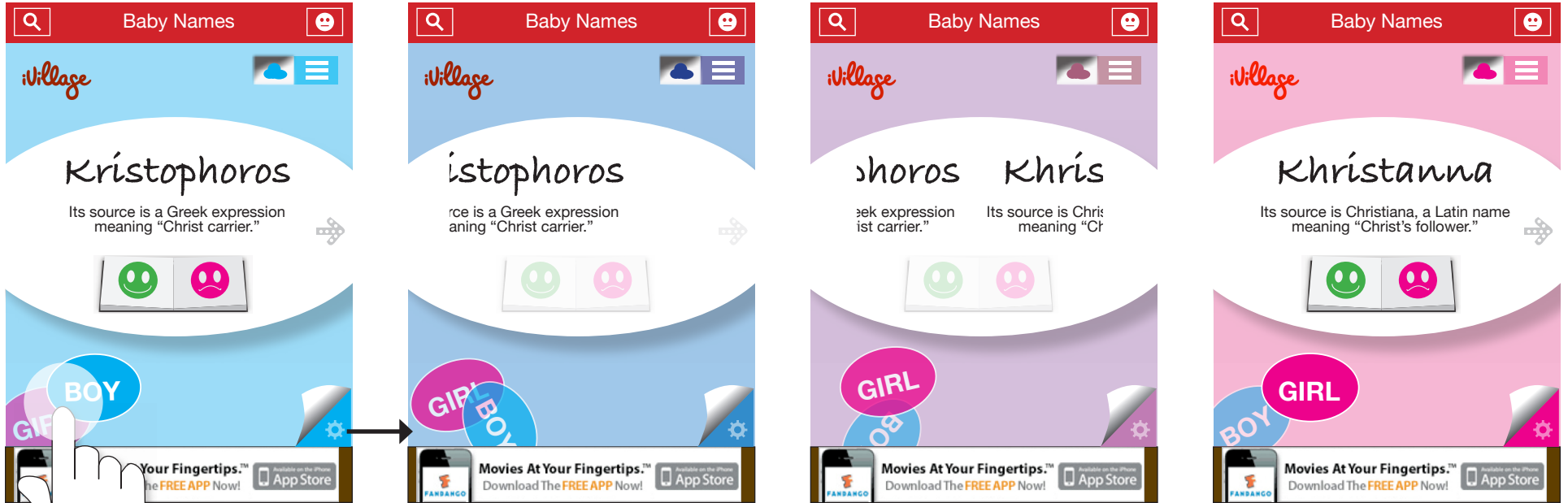


Rating a name



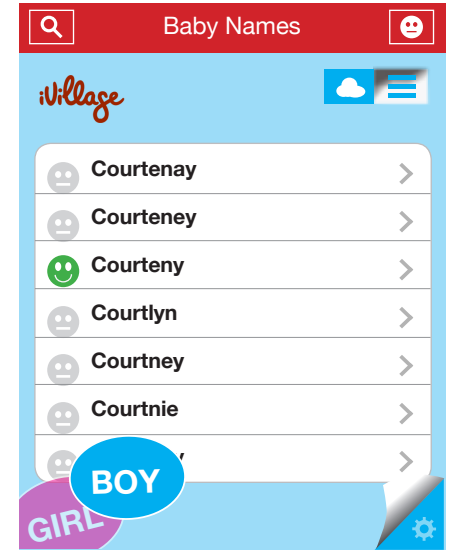
(transition sequence)

Switching Gender



(transition sequence)

Settings - Switch View



Settings - Origin

