



STAGE - Design rev-h

Search Enhancements



Document Purpose

This document explores rev-d of concepts for the UI flow for implementing the new search application on the handset, including the proposed information architecture and possible integrated or non-integrated purchase processes.

Design Challenges:

1. To make it easier for users to find and purchase content from Amp'd Live.
2. To create a paradigm that is extendable to future search domains on the handset, web, LBS, and more.

Assumptions:

1. Search will be limited in phase 1 to content on Amp'd Live only.
2. Content will be able to be associated with metadata within Amp'd Live (searching for Radiohead would be able to return songs and albums by them)

Table of Contents

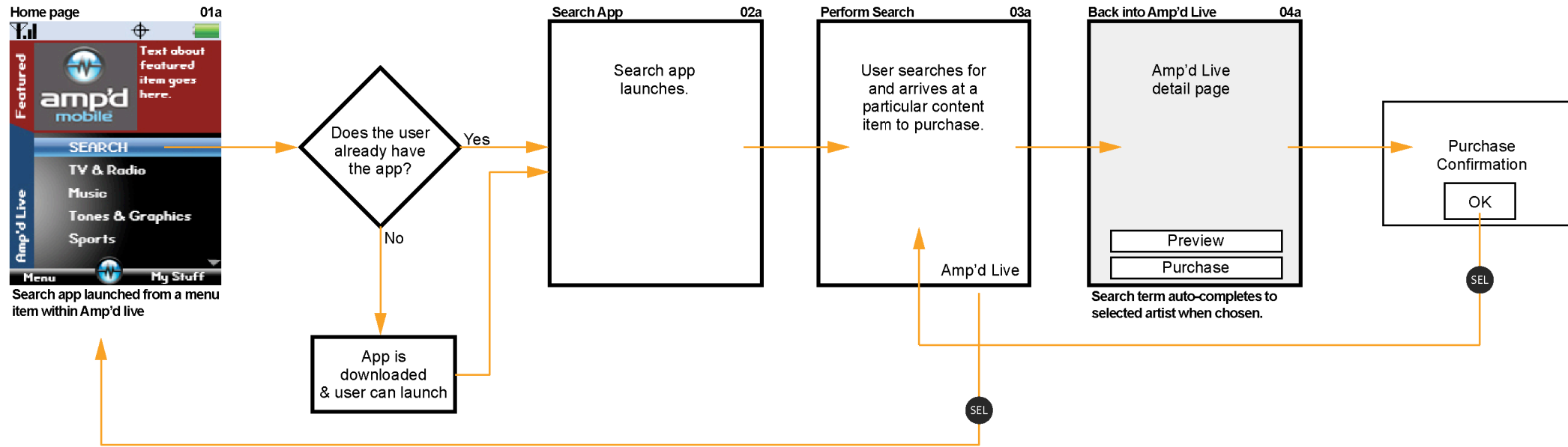
Purchase Process & Information Architecture	03
Search Amp'd Catalog	04
Visual Design screenshots.....	05
Visual asset diagrams.....	06

Document History:

06/09/06 rev-a
06/28/06 rev-b
07/07/06 rev-c
08/10/06 rev-d
08/18/06 rev-e
08/22/06 rev-f
10/23/06 rev-g
10/24/06 rev-g¹
12/19/06 rev-h

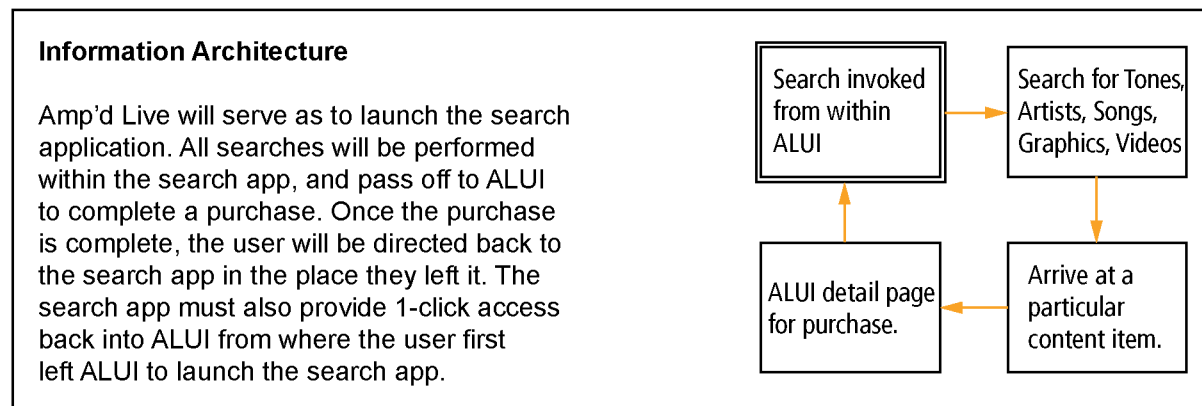
Symbol Key:

Single / Double Press Up	
Single / Double Press Down	
Press/Hold Up	
Press/Hold Down	
Single / Double Press Right	
Single / Double Press Left	
Press/Hold Right	
Press/Hold Left	
Select	
Press/Hold Select	
Left Soft Key	
Right Soft Key	
Back Key	
Begin Typing	

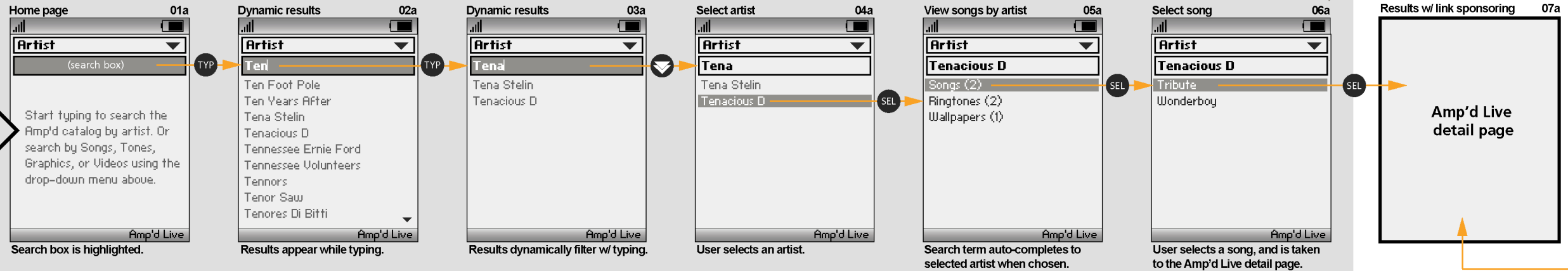


Notes:

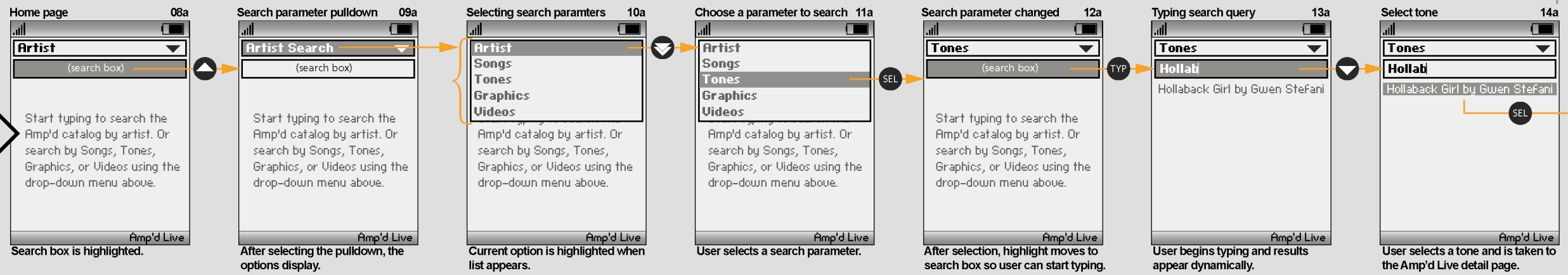
1. Search app will be launched from within Amp'd Live.
2. For Phase I, search app will NOT replace the built-in search mechanism in Amp'd Live, due to technical constraints.
3. Search app will be a free download from within Amp'd Live.
4. Search app will support deep-linking into Amp'd Live as well as returning the user back into Amp'd Live.



External App



External App



Requirements for quick implementation:

- Home page must be Amp'd customizable with graphics & text to reflect the Amp'd look and feel.
- Amp'd must also have control over soft key assignments, graphic display of soft key labels, search box, and results.
- All search results must be displayed within the application.
- Clicking on a result corresponding to an item in the Amp'd catalog must deep-link into Amp'd Live's detail page for that item, and allow returning to the search results quickly by hitting the 'back' button.
- Amp'd must have control over graphics and text to achieve Amp'd look and feel throughout the application.
- Users must be able to re-enter or edit a search term at any time. Search results should stay within the category originally chosen.
- Changing the search parameter from the drop-down should re-display results based on the newly-selected parameter. For instance, if viewing a list of songs based on the query "Crazy," choosing Tones from the menu would display ringtone results that match "Crazy."
- Content items associated with an artist should display with "by Artist Name" at the end. For instance, "Zooropa" would display as: "Zooropa by U2" (see 13a).
- Users should be able to initiate a new search at any point in the process (before getting to the Amp'd Live detail page) simply by changing the search query.
- Indexes must be always be up-to date.