Mobile Search Sketches

Mobile Search Sketches 24Aug12c.vsd

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Prepared by David Modjeska

▌Document Overview

- Sketches emphasize simplicity of UX.
- The templates take advantage of dynamic approaches to query input and browsing context. Some templates are shown — further work would be needed to identify other inputs and contexts for dynamic treatment.
- Detailed assessment of technical feasibility can presumably take place at a later stage. The goal of the current exercise is thinking about possibilities and exploring the design space.
- As a design goal, the templates seek to offer a search UX that provides full access to mobile features in all towers, as far as possible.
- The templates leverage industry best-practice design patterns for mobile and search.

Mobile Search Sketches
A concept-level set of templates to illustrate one possible approach to mobile search.

at&t

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Product:	
Project:	
Date:	{<200>}
Author:	**David Modjeska**

Platform(s):	**(add platforms)**	Page ID:	
Version(s):	**(all/ # / N/A)**	Tech Code:	
Agile Sprint:	**(Add Sprint # or NA)**	Team:	**(add Team)**
User Story:	**(Add US # or NA)**	Task:	**(add Task)**

File Name:	**Mobile Search Sketches 24Aug12c.vsd**	
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Content:	**(approved/ suggested)**	Business:	**(BA or doc)**
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Product:
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Agile Sprint: (Add Sprint # or NA)	Team: (add Team)	Content: (approved/ suggested)	Business: (BA or doc)
User Story: (Add US # or NA)	Task: (add Task)	Content Ref: (add Content doc ID)	Usability: (UA or doc)

■ BGND -WF LARGE PAGE - (EDIT THIS)
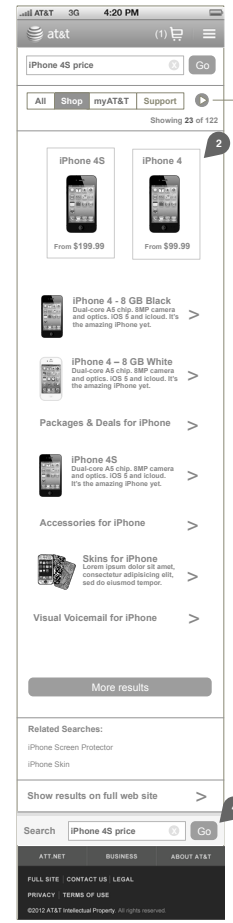
1.1
From: front door (unauth)
Query: general
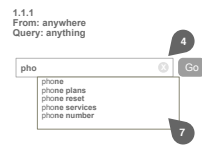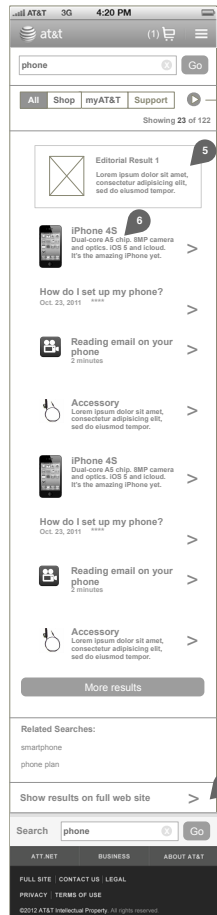
1 Consider form factors for different modes of entry, such as voice,
picture, bar/QBR code scanning

2 Question how Sorting, Filters are displayed *as a state* are displayed on the SR screen view,
and how it may persist. (PP-22,23, 24, 28)

3 Having multiple means of sorting/filtering can help
distinguish different levels, e.g. Brand vs. Model, but
also allow for different reminders to the user as to
their state, e.g. "I am searching for Samsung Phones
that run Android" (PP 30) (PP 44) - what Sort and
Filter settings are indicated as "on" to the user.

1.1.1
From: anywhere
Query: anything

4 Confirm specific best practices for auto-complete and/or auto-suggest -
direct research for how it impacts mobile use and usability

5 1/25 Notes about "**Custom collections**" can be considered relevant to search results beyond just
products, but also be brought to bear for the location-based results, if a user knows an Item or
Model Number. (PP32)   For example, a search for Store Locations should naturally incline
towards showing locations nearest to the user based on whatever location services the user has
active for the site or app.   (PP 42.2)

6 Other variables besides location can play in as well. For example, for a General/All Search is a
mobile user doing a Search for 'iPhone 5' more or less likely to be looking to buy one vs trying to
find troubleshooting? How about further if they already are searching on their *AT&T iPhone 5*?

7 Also need to confirm usability of dynamic results/type ahead results.
Need to get both industry and client context for specific terminology:
type-ahead, auto-complete, auto-suggest, dynamic results; provide our
POV if not immediately clear from client expectation.

8 Related Searches is useful; there needs to be Recent Searches somehow incorporated into this
as well.   What naturally flows from the hierarchy: Category - Current Search - (More results) -
Related Searches? (PP 40.4) AM comment: [Results] then [Related Searches] then [Recent
Searches]

9 Full web site access remains important, but effective mobile design should aim to negate almost
any *reason* for a user to go there unless it's personal preference. (PP 42.1)

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1.2.1
From: front door (unauth)
Query: shop - phone

1 Clear visual indicators of sort/filter state should be apparent and available to users in context.
Recommendation to include a means to indicate this surfaced on results screen without having to open selection overlay.

2 Content for Shop will be more product-based - categories will be separated contextually due to user-input - it should *also* apply to information we can discern from the specific user: their platform and device as far as can be detected, if authenticated what we know of their device, plan, history and features.
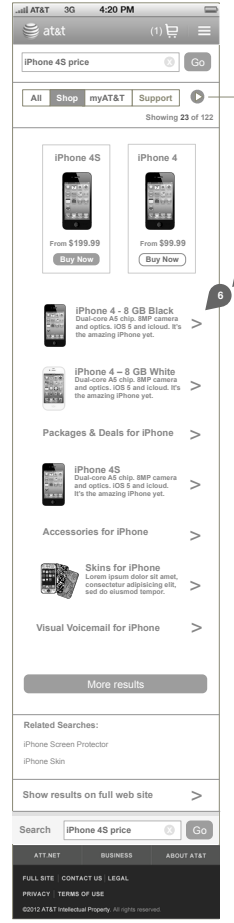
3 Layout of interactive elements, overlays and results are arranged and optimized for a vertical experience for current page states - branching off of results is implied by a horizontal shift, such as tapping the iPhone 4S Package Deal will shift the current screen left and the more detailed view will slide over, implying a conceptual hierarchy a user will understand.

4 Clear and easy access to primary actions a user will desire are present, especially Search on top and bottom of view.

1.2.2
From: front door (auth)
Query: shop - phone

5 Sort and filter options are widely used as very contextual - not only can you sort or filter results as a search condition, but you can drill down based on those results, e.g. Dell allows for sort/filter by processor type and RAM for laptop product results, but by screen size and resolution for LCD monitors.

As noted for future potential: Authenticated experiences, even if not provided for directly with this release, should be considered as natural next steps for a more meaningful experience. This will proceed naturally into buy flows, pre-populated form information and search results.

6 Should show examples of how contextually relevant results can be shown, such as location-based. Also answering how this would be indicated, or if inline text would suffice.
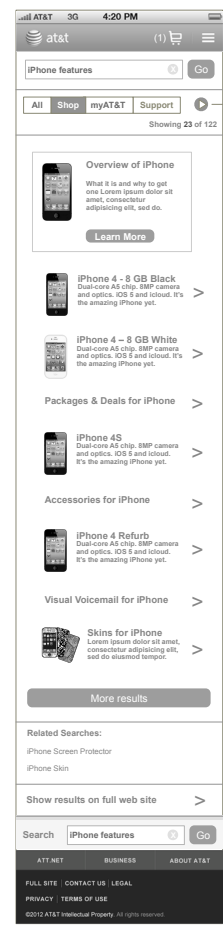
7 Also need means of seeking active user approval for location-based services and results.

2.1.1
From: shop (unauth)   (Use Template 1.2.1)
Query: phone

2.1.2
From: shop (auth)   (Use Template 1.2.2)
Query: phone

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1.2.3
From: front door (unauth)
Query: shop – phone - features

1.2.4
From: front door (unauth)
Query: shop – phone - accessories
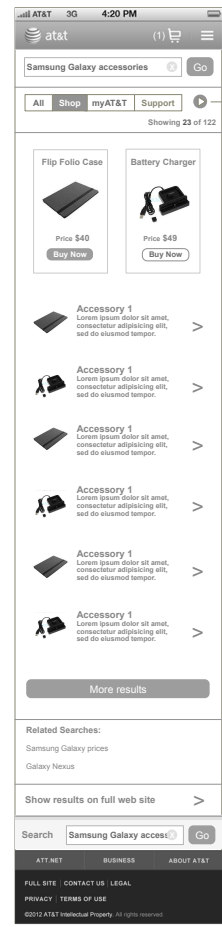
1 Clear visual indicators of sort/filter state should be apparent and available to users in context.

Are these selections all on-screen for most mobile resolutions? Can this be changed for device types?

Recommendation to include a means to indicate this surfaced on results screen without having to open selection overlay.

Perhaps becomes new screen for sorting instead of overlay, especially for larger array of choices. Special consideration for responsive design solution.

Wireframe design note: Sort/filter options merited enough annotation to merit its own WF page and focus

2.1.3
From: shop (unauth)   **(Use Template 1.2.3)**
Query: phone - features

2.1.4
From: shop (unauth)   **(Use Template 1.2.4)**
Query: phone - accessories

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1.3.1
From: front door (unauth)
Query: pay bill

1.3.2
From: front door (auth)
Query: pay bill
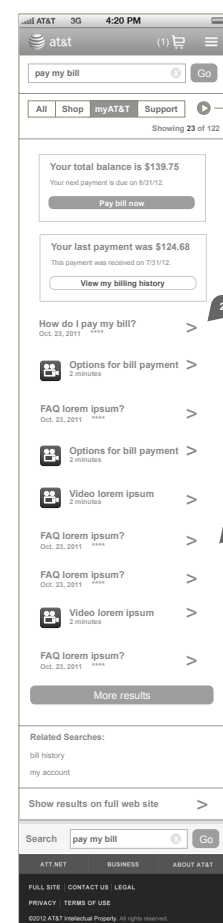
1 Clear Search fields, buttons and cancel elements featured prominently.
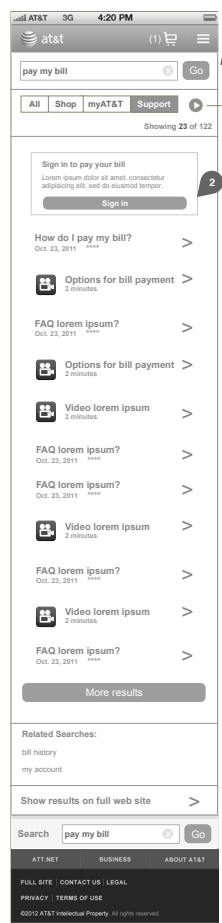
2 Controls not needed for all scenarios are accessible but not surfaced on initial screens; this allows for minimal clutter and distraction.

1 Active filter and sort options are clearly distinguished from overall selection options. Simple controls and display 'drawer' used to convey relevant options.

2 Are there scenarios where users will want more options? e.g. Shop - Products, Accessories, etc. Support - Help articles, Contact AT&T, etc.

3 Display (and recommend if not already considered a possible outcome based on current project plans and search engine): Access to AT&T Service Map and store/help maps for location-based services.

Note from Anthony re: how Sort/Filter works with the system.
Faceted results vs. "true" Sort/Filter - meta-data based versus Results > Results + Filter.
Results default to ALL based on current search query; if Sort/Filter, then re-queries based on meta-data.
Facets ++ - keyword suggestions that user may not have considered by system-side association. Users more likely to re-enter search string.
Facets show up under query that suggest keywords not entered so user will have context for what AT&T can offer them.

3.1
From: myAT&T   (Use template 1.3.2)
Query: bill

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1.4.1
From: front door (unauth)
Query: reset phone


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│ reset phone      ⊗  │ [Go]
└─────────────────────┘
 All │ Shop │ myAT&T │ Support  ▶
                  Showing 23 of 122

How do I reset my phone?          >
Oct. 23, 2011  ****

   📹 How to reset your            >
      phone
      2 minutes

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

   📄 Resetting a phone            >
      Jan. 16, 2009  *****

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

   📹 Video lorem ipsum            >
      2 minutes

   🎞 Video lorem ipsum            >
      2 minutes

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

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      2 minutes

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

   📹 Video lorem ipsum            >
      2 minutes

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

        More results

Related Searches:
set up phone
troubleshoot phone

Show results on full web site    >

Search [ reset phone    ⊗ ] [Go]

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Content Type | Sort by:
✓ ANY | ✓ Relevance
Document | Popularity
Video | Most Recent
Forum

[Cancel] [Continue]

1.4.2
From: front door (auth)
Query: reset


```
.ıll AT&T   3G    4:20 PM
≋ at&t          (1) 🛒  ≡
┌─────────────────────┐
│ reset           ⊗  │ [Go]
└─────────────────────┘
 All │ Shop │ myAT&T │ Support  ▶

Focus on my phone       [ On ]
                  Showing 23 of 122

How do I reset my phone?          >
Oct. 23, 2011  ****

   📹 How to reset your            >
      phone
      2 minutes

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

   📄 Resetting a phone            >
      Jan. 16, 2009  *****

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

   📹 Video lorem ipsum            >
      2 minutes

   🎞 Video lorem ipsum            >
      2 minutes

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

   📹 Video lorem ipsum            >
      2 minutes

FAQ lorem ipsum?                  >
Oct. 23, 2011  ****

   📹 Video lorem ipsum            >
      2 minutes

        More results

Related Searches:
set up phone
troubleshoot phone

Show results on full web site    >

Search [ reset        ⊗ ] [Go]

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 FULL SITE │ CONTACT US │ LEGAL
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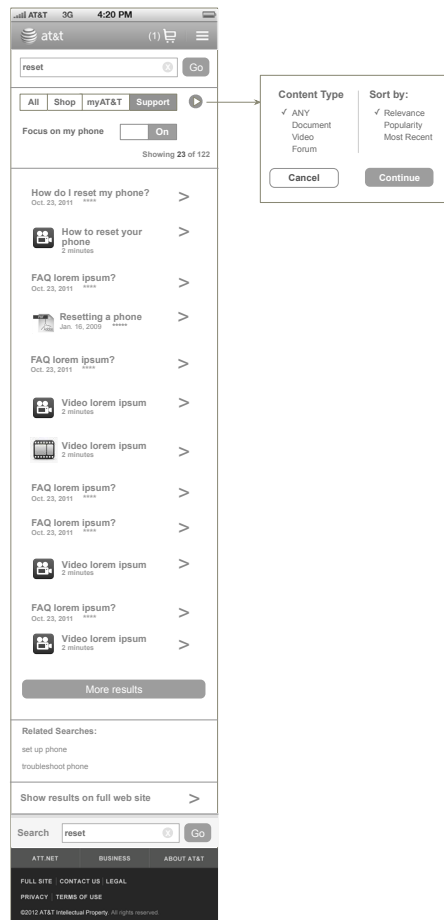
Content Type | Sort by:
✓ ANY | ✓ Relevance
Document | Popularity
Video | Most Recent
Forum

[Cancel] [Continue]

4.1.1
From: support (unauth)   (Use template 1.4.1)
Query: reset phone

[reset phone   ⊗] [Go]

4.1.2
From: support (auth)   (Use template 1.4.2)
Query: reset

[reset   ⊗] [Go]