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1:Definitions & Alerts












1.1: definitions

   
 Header Subhead
 Label >
 Label ▶
 Label [Enter]
 Label [Date]
 Label [choice 1]
 Label []
 Submit
Back Home

element	usage
>	Inactive item containing more information
▶	Active item containing more information
▶ ◀	Actionable item
<	Item selected
▼	More information below
[Enter]	Alpha numeric text input
[Date]	Date selection/ input
[Choice 1]	Multiple choice selection
[]	Non required text input
 Submit	Button action. Will most likely be making a network call.

1.2: alerts

1.2a

   
 Header Subhead
 Label >
 Label >
 Label >
 Label >
 Label >
 Submit
Back Home

network call is initiated








1.2b

   
 Header
Loading...

 Submit
Cancel Ok

Alert pops into focus, covering majority of the screen; status icon begins animating; left soft key: cancels action

1.2c

   
 Header

More text below the fold
 Submit
Cancel Ok

down: scrolls text down; all other joystick actions are disabled; after load time alert disappears and new page is displayed

2:Text Input

2.1: free text input

2.1a

Header Subhead	
Label	[Enter]
Label	[Enter]
Label	[Date]
Label	[choice 1]
Label	[choice 1]
Label	[]
Back	Home

focus: transparent highlight;
up & down: move focus within list
center & right: transition to 2.1b
left: back

2.1b

Today is sunny and beautiful! I think i'll shoot my gun.	
Back	Done

system screen with native
text entry

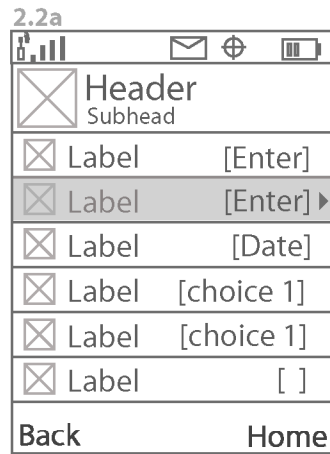
2.1c

Header Subhead	
Label	[Today is a beautiful day. I think I'll ...]
Label	[Enter]
Label	[Date]
Label	[choice 1]
Label	[choice 1]
Label	[]
Back	Home

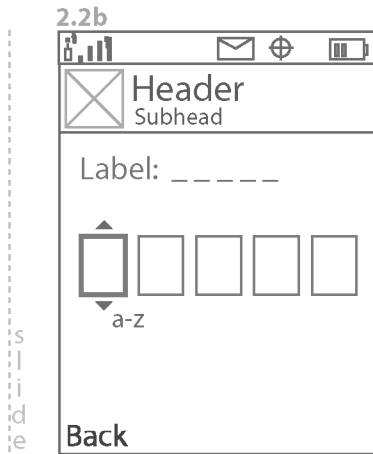
fill entry field upto one line
larger, then add an elipses...;
use a smaller font size to
populate the filled field;
retain 2.1a key mappings

2:Text Input

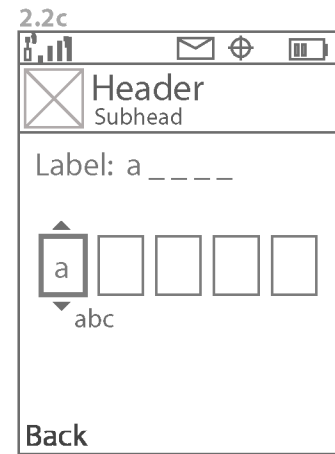
2.2: constrained alpha-numeric text input



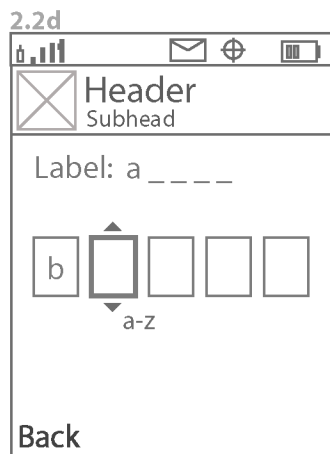
focus: transparent highlight and right arrow;
 up & down: move focus within list center & right: transition to 2.2b
 left: back



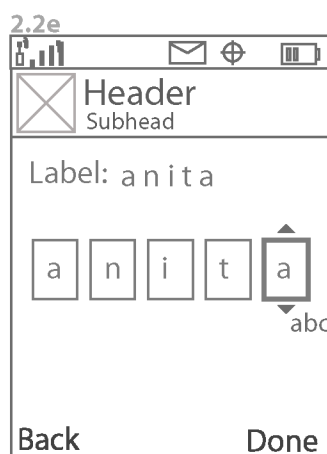
empty focus: a-z is scrollable with up & down;
 the scrollable sequence is always a-z then 0-9;
 right & left: move btwn entry cells;
 clear [if avail]: deletes text in cell;
 selected cell in label string, underline or letter pulses



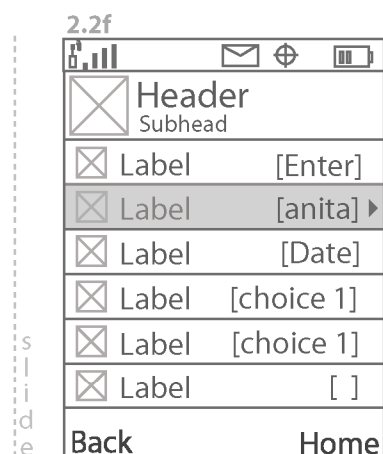
on numeric key press, first letter in triple tap sequence appears;
 each subsequent key press changes the alpha value;
 the fourth key press maps to that number;
 up & down continue to scroll the sequence from that char



2 sec pause or left key change focus;
 if password: stars appear after focus has moved to next field;
 string at top builds as characters are entered



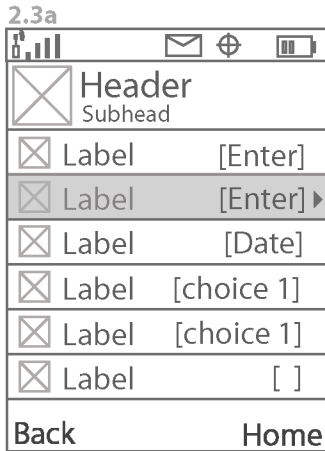
done: appears only after all fields are filled;
 done: enters value and slides page left to previous page



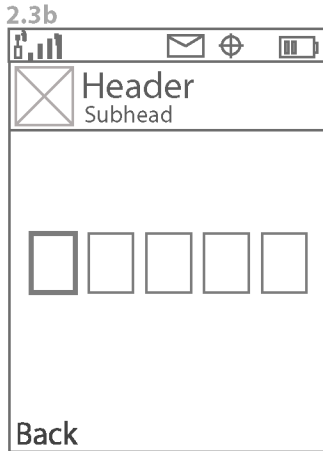
fill entry field with text;
 retain 2.2a key mappings

2:Text Input

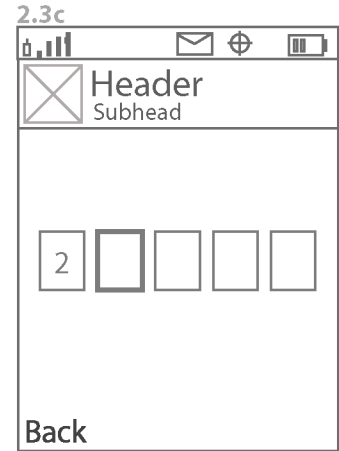
2.3: constrained numeric text input



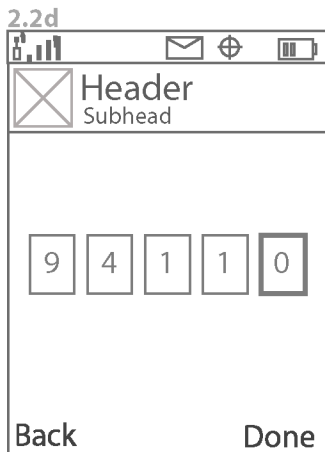
focus: transparent highlight and right arrow;
 up & down: move focus within list
 center & right: transition to 2.2b
 left: back



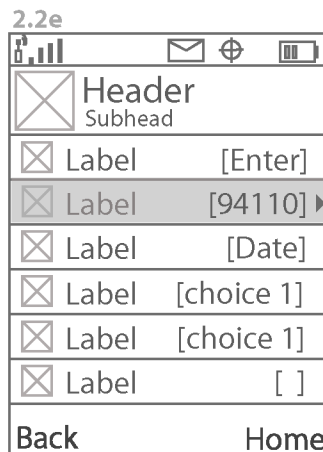
empty focus: bolded borders
 right & left: move btwn entry cells
 clear: deletes text in cell
 input constrained to numbers only



2 sec pause or left key change focus



Done: enters value and slides page left to previous page
 Done: appears only after all fields are filled;



fill entry field with text;
 retain 2.3a key mappings

2:Text Input

2.4: date picker input

2.4a

Header Subhead	
Label	[Enter]
Label	[Enter]
Label	[Date] ▶
Label	[choice 1]
Label	[choice 1]
Label	[]
Back	Home

focus: transparent highlight and right arrow;
 up & down: move focus within list
 center & right: transition to 2.4b
 left: back

2.4b

Header Subhead						
Month						
S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
Back	Done					

right/ left/ up and down
 navigate grid;
 when scroll up from top or
 down from bottom, smooth
 scroll brings up new month;
 center or done: enters value
 and slides page left to
 previous page

2.4c

Header Subhead	
Label	[Enter]
Label	[Enter]
Label	[wed3.29.06] ▶
Label	[choice 1]
Label	[choice 1]
Label	[]
Back	Home

fill entry field with text;
 make date format specific to
 country;
 retain 2.4a key mappings

2.5 inline choice selection

2.4a

Header Subhead	
Label	[Enter]
Label	[Enter]
Label	[Date]
Label	▶[choice 1] ◀
Label	[choice 1]
Label	[]
Back	Home

focus: transparent highlight and
 left arrow;
 up & down: move focus within list
 center & right: rotate items through
 the list
 left: back

2.4b

Header Subhead	
Label	[Enter]
Label	[Enter]
Label	[Date]
Label	▶[choice 2] ◀
Label	[choice 1]
Label	[]
Back	Home

2:Text Input

2.6: single choice selection

2.6a

<input type="checkbox"/> Header Subhead
<input type="checkbox"/> Label [Enter]
<input type="checkbox"/> Label [Enter]
<input type="checkbox"/> Label [Date]
<input type="checkbox"/> Label [choice 1]
<input type="checkbox"/> Label [choice 1] ▶
<input type="checkbox"/> Label []
Back Home

focus: transparent highlight and right arrow;
up & down: move focus within list
center & right: transition to 2.4b
left: back

2.6b

<input type="checkbox"/> Header Subhead
Choice 1
Choice 2
Choice 3
▶ Choice 4
Choice 5
Choice 6
Back

center: enters value and slides page left to previous page

2.6c

<input type="checkbox"/> Header Subhead
<input type="checkbox"/> Label [Enter]
<input type="checkbox"/> Label [Enter]
<input type="checkbox"/> Label [Date]
<input type="checkbox"/> Label [choice 1]
<input type="checkbox"/> Label [choice 4] ▶
<input type="checkbox"/> Label []
Back Home

fill entry field with text;
retain 2.6a key mappings

2.7: multiple choice selection

2.7a

<input type="checkbox"/> Header Subhead
<input type="checkbox"/> Label [Enter]
<input type="checkbox"/> Label [Enter]
<input type="checkbox"/> Label [Date]
<input type="checkbox"/> Label [choice 1]
<input type="checkbox"/> Label [choice 1] ▶
<input type="checkbox"/> Label []
Back Home

focus: transparent highlight and right arrow;
up & down: move focus within list
center & right: transition to 2.4b
left: back

2.7b

<input type="checkbox"/> Header Subhead
Choice 1
Choice 2 <
Choice 3
▶ Choice 4
Choice 5
Choice 6
Back Done

center: marks an item with a left colored arrow
center, on a marked item: unmarks;
done: enters value and slides page left to previous page;
done: appears only after a selection has been made

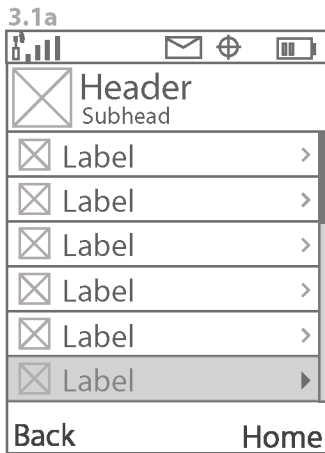
2.7c

<input type="checkbox"/> Header Subhead
<input type="checkbox"/> Label [Enter]
<input type="checkbox"/> Label [Enter]
<input type="checkbox"/> Label [Date]
<input type="checkbox"/> Label [choice 1]
<input type="checkbox"/> Label [choice 1, choice 2 ...] ▶
<input type="checkbox"/> Label []
Back Home

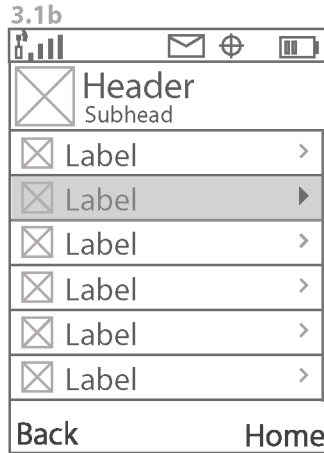
fill entry field upto one line larger, then add an ellipses...
user smaller font when filled
retain 2.7a key mappings

3: Scrolling and Paging

3.1: scrolling

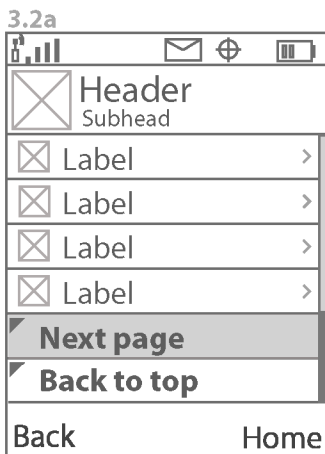


scrolling fill based on percentage of content viewable;
banner remains fixed;
at last item: smooth scrolling action initiates

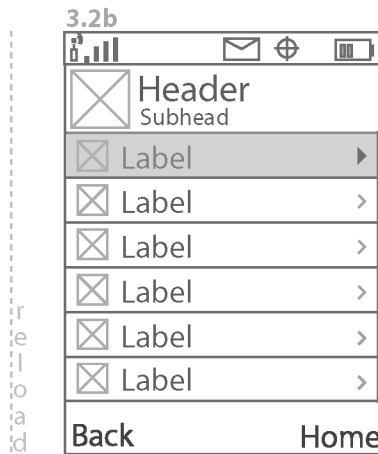


smooth scrolling: page animates up at once leaving focused item, one item from the top of the screen for context;
scroll bar on right moves highlight portion downward proportionally

3.2 paging



button items can be used to prompt the user to load the next page in the result set or return to an intermediate point within their searching

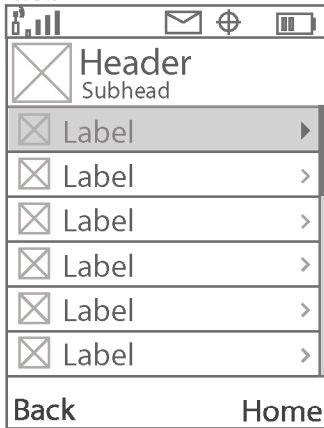


new page is loaded

4: Media Player

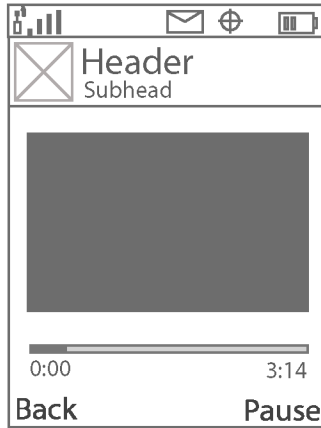
4.1: video player

4.1a



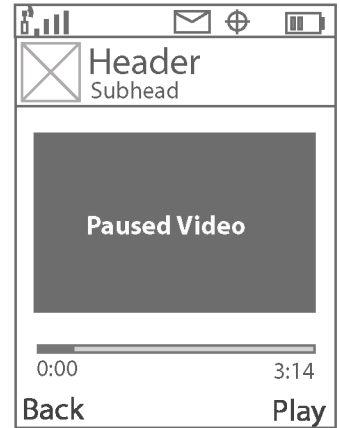
focus: transparent highlight and right arrow;
up & down: move focus within list
center & right: transition to 4.1b
left: back

4.1b



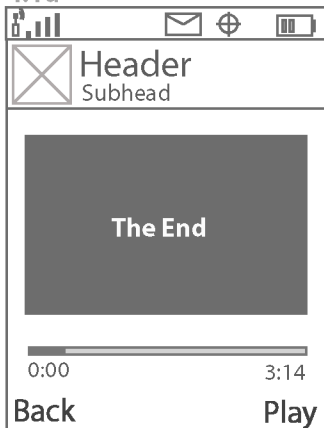
progress bar is also used as download bar;
play upon download;
play button does not appear until download has finished;
up & down: disabled;
center, right, & right soft key: pause/play

4.1c



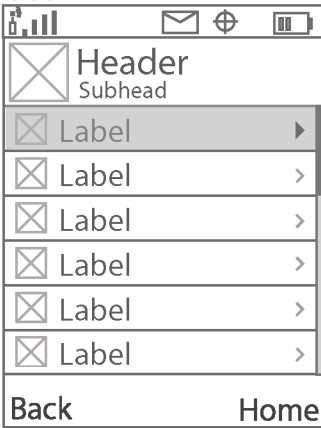
after selecting pause: video is paused and
center, right, & right soft key toggle to play;
at end of video, replay automatically

4.1d



at end of video, pause for 2 sec and replay automatically

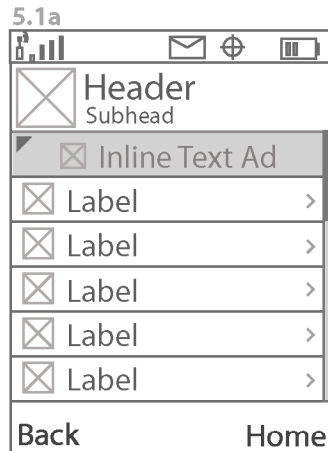
4.1e



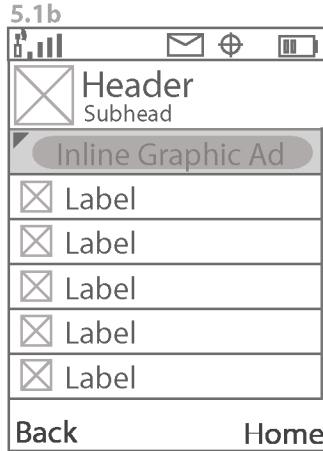
back returns to same initiating page;
retain 4.1a key mappings

5: Advertising

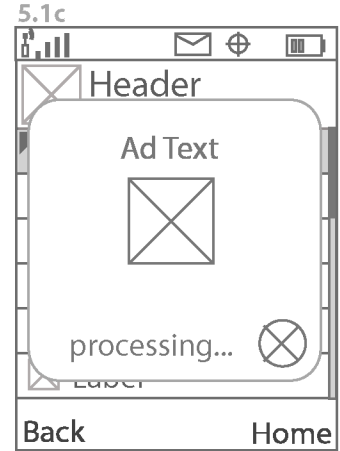
5.1: inline & interstitial



Inline Text Ad: selection loads one of 3 full page choices, see 5.2

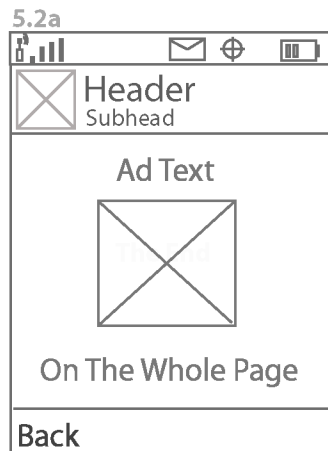


Inline Graphic Ad: selection loads one of 3 full page choices, see 5.2



Interstitial Ad: seen during any use of an interstitial screen

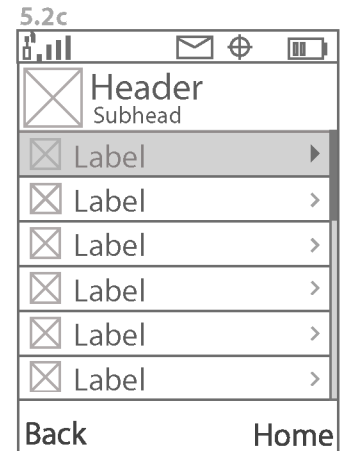
5.2: full page modules



Full Page Text: The entire page contains a full page ad.
Back: returns the user to the previous position in the app.



1/2 Page Interactive: 1/2 of the page holds an interactive module launching subsequent pages



Full Page Interactive: the ad module is a full app with all interactive line items
Branding can be achieved with background, font, etc colors and imagery