

Project Clip It

Why We Clip!

COLLECTING

Allow users to collect or clip content. Reasons for clipping: Research, Comparison, Suggesting or Recommending, Building an itinerary, or just dreaming about that adventure someday.

REVIEWING

Once captured or clipped, users need the ability to: book or purchase, review, sort, locate, share, compare and the ability to interact with the data. We should offer multiple methods to consume the data. This can be accomplished via different conceptual models. Examples: a list view, a map view, and calendar view. In addition we should offer contextual deals, bargains, or other related options associated to the deal. More contextual options and interfaces could be inserted in specific clippings. Example: Viewing a flight clipping could reveal a map view and a layover view of the data.

ORGANIZING

While reviewing the content, we should allow users the options to organize the clippings. They could start creating an itinerary, or multiple variations of an itinerary, or create an 1 day dream event.

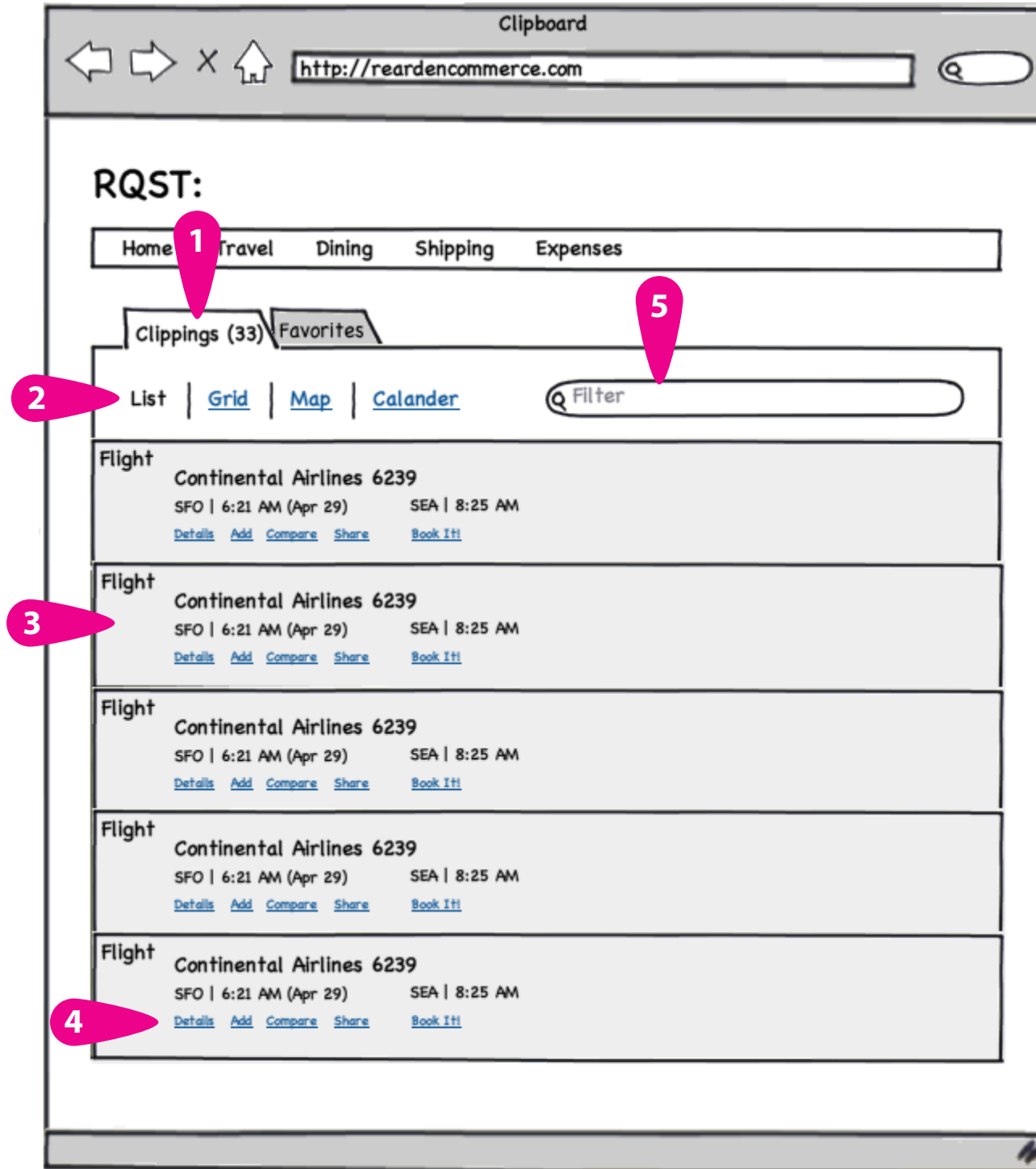
SHARING

Once choice content has been clipped, we need the ability to share, suggest or collaborate. We should provide the ability to send a single piece of content, an itinerary, multi-variations of an itinerary or that dreamy one day vacation. In addition, the ability to book now, add comments, suggestions or voting for collaboration, perhaps even a multiple choice selection of an itinerary.

UPSELL, JOIN & DEAL SUGGESTIONS

During each phase of the clipping process we have the opportunity to upsell contextual deals and the value of joining or creating an account with Rearden Commerce.

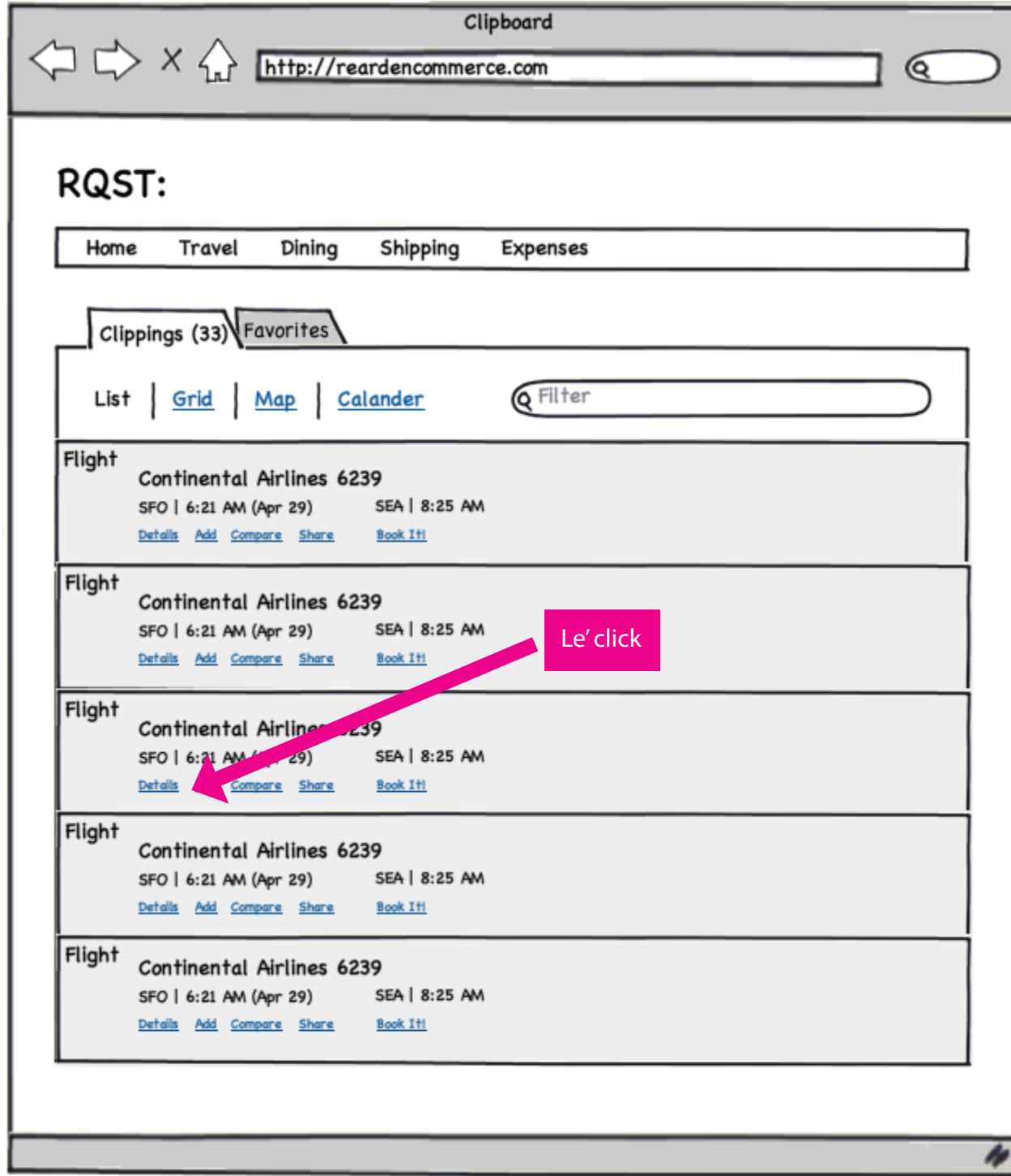
Clippings Page Layout



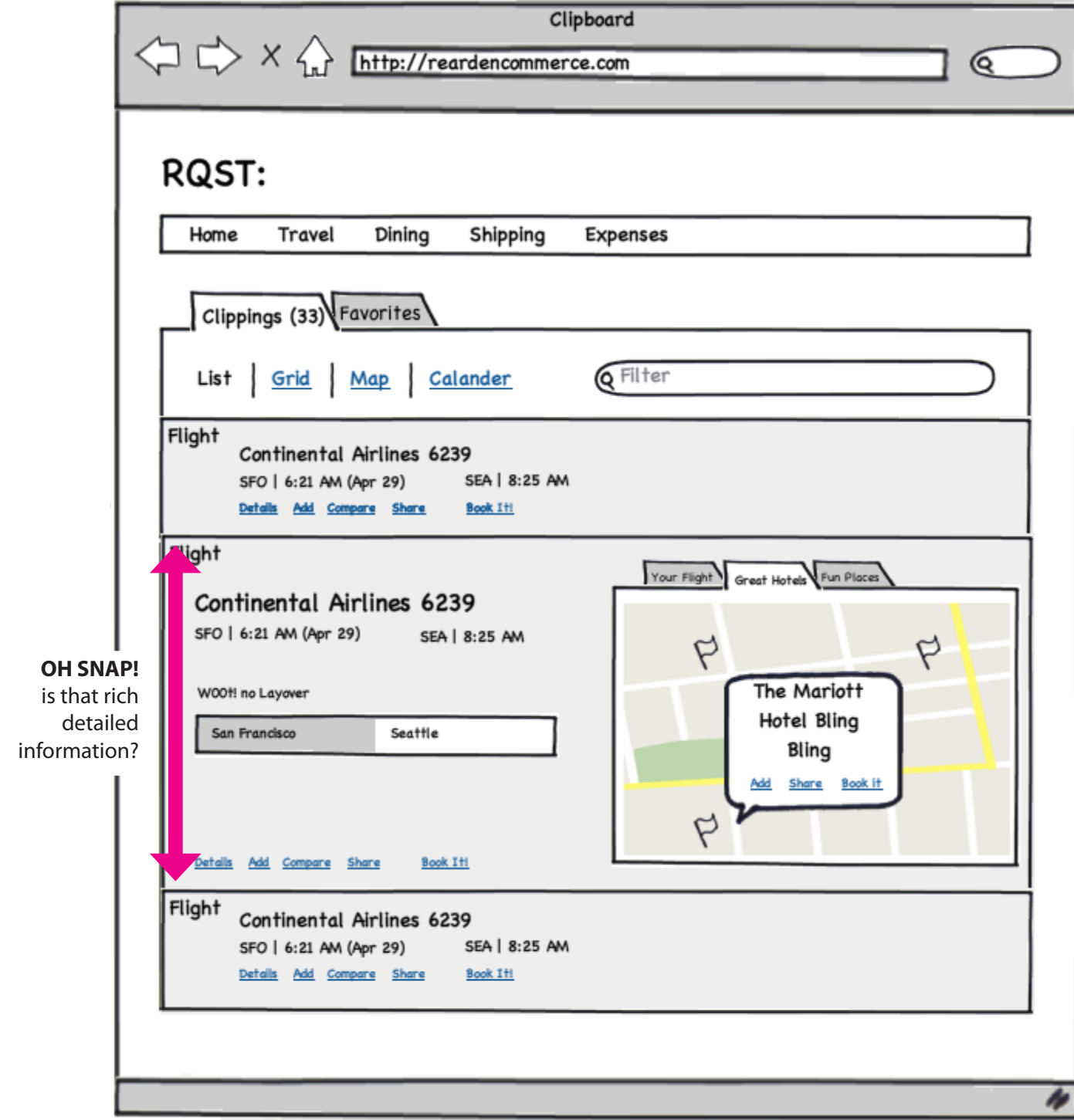
- 1 CLIPPING TAB**
This is where we store all our clippings.
- 2 SELECTABLE CLIPPINGS VIEWING MODES**
This allows the user to switch to different viewing models to consume the clippings content.
- 3 CLIPPING CONTENT**
This is the clipping content, its basic details.
- 4 CLIPPINGS UI**
The clippings UI allows users to access deeper details. Add to an itinerary, compare it to other related clippings, share or send it & the ability to book it.

Project Clip It

Clippings Page List View

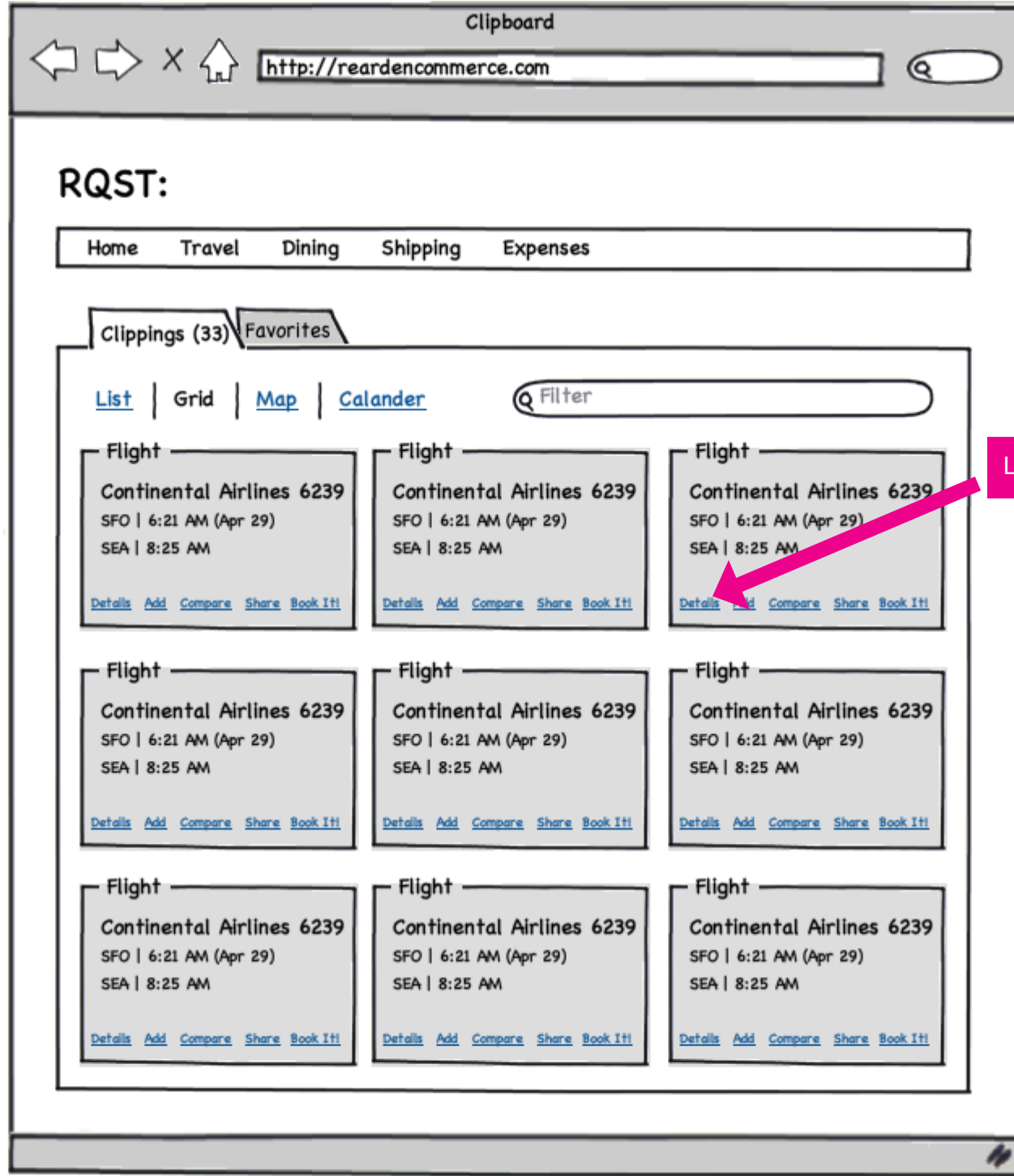


Clippings Page List View Expanded

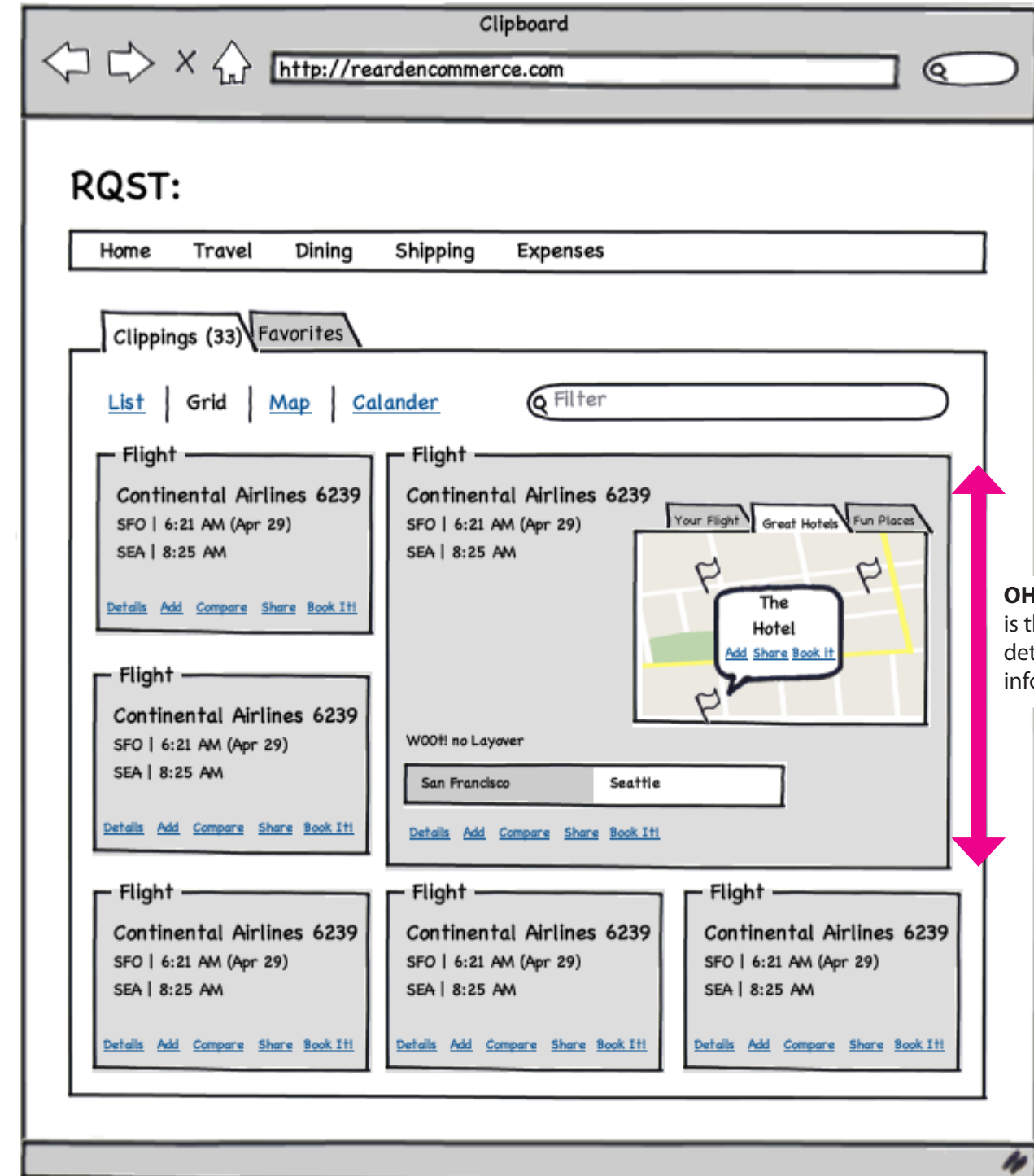


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Clippings Page Grid View

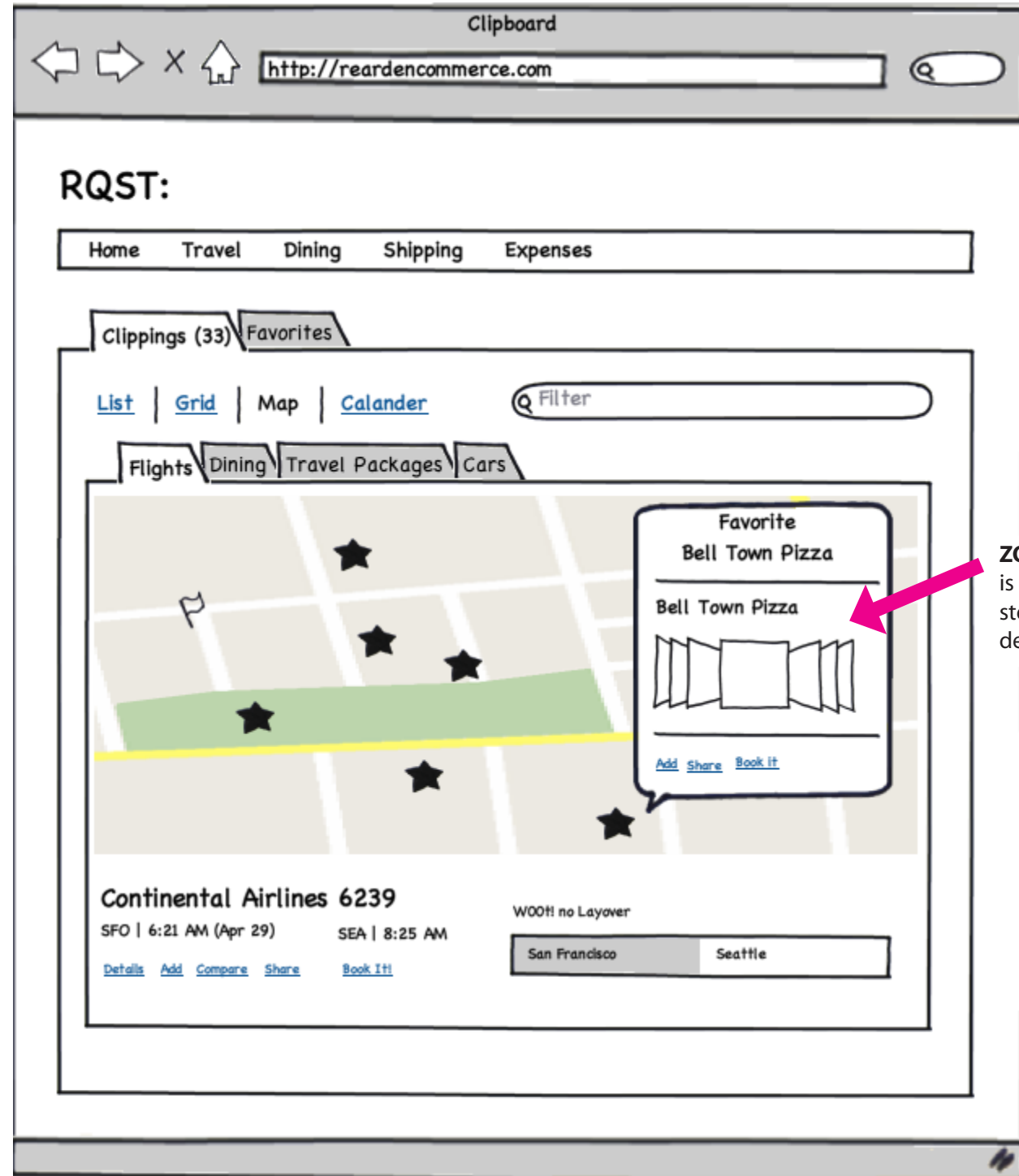


Clippings Page Grid View Expanded



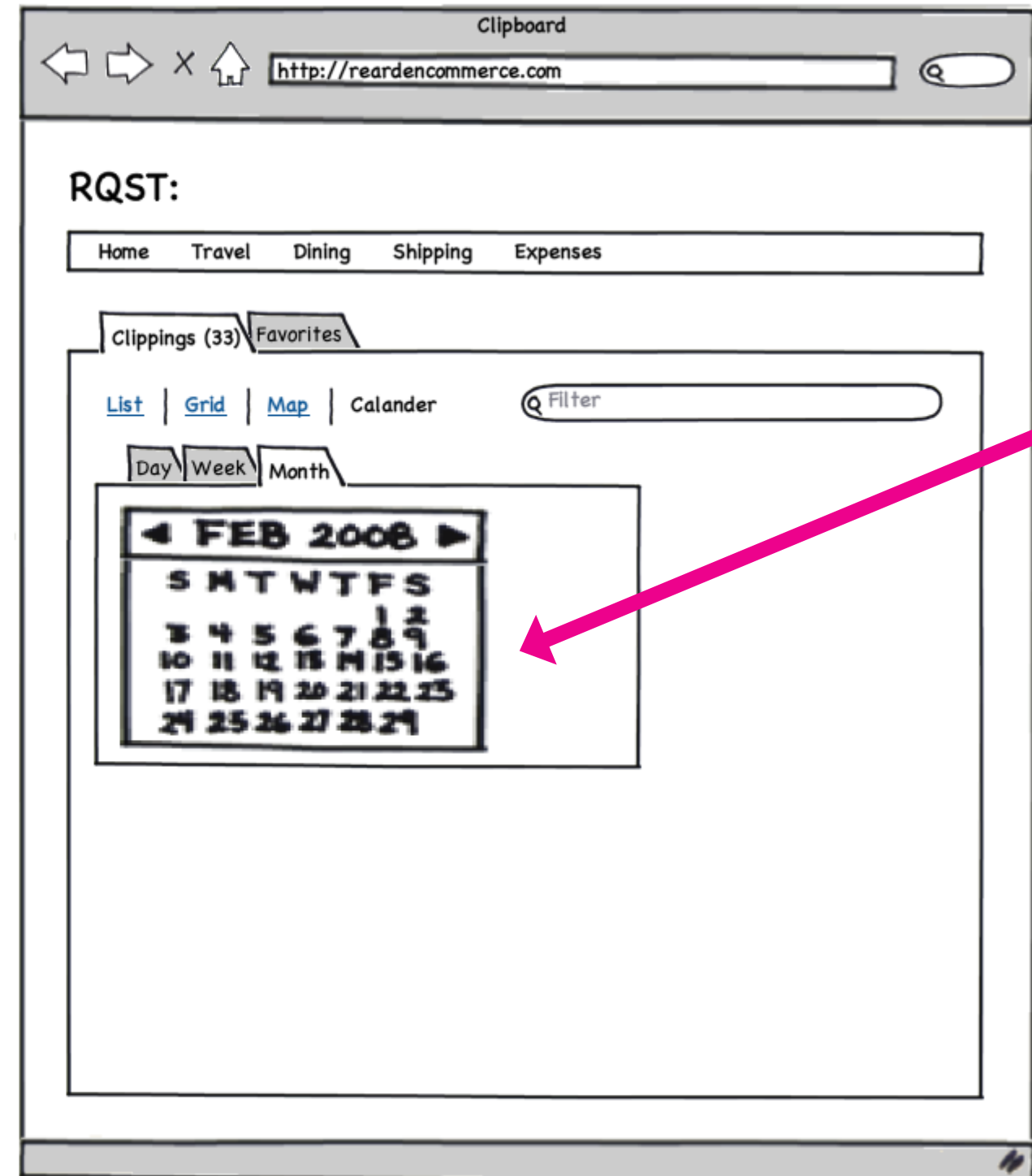
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Clippings Page Map View



ZOMG!!1
is that some
steals and
deals?!

Clippings Page Calendar View



Calendar View
of my clippings
good thing,
because
everything I do
based off my
calendar!