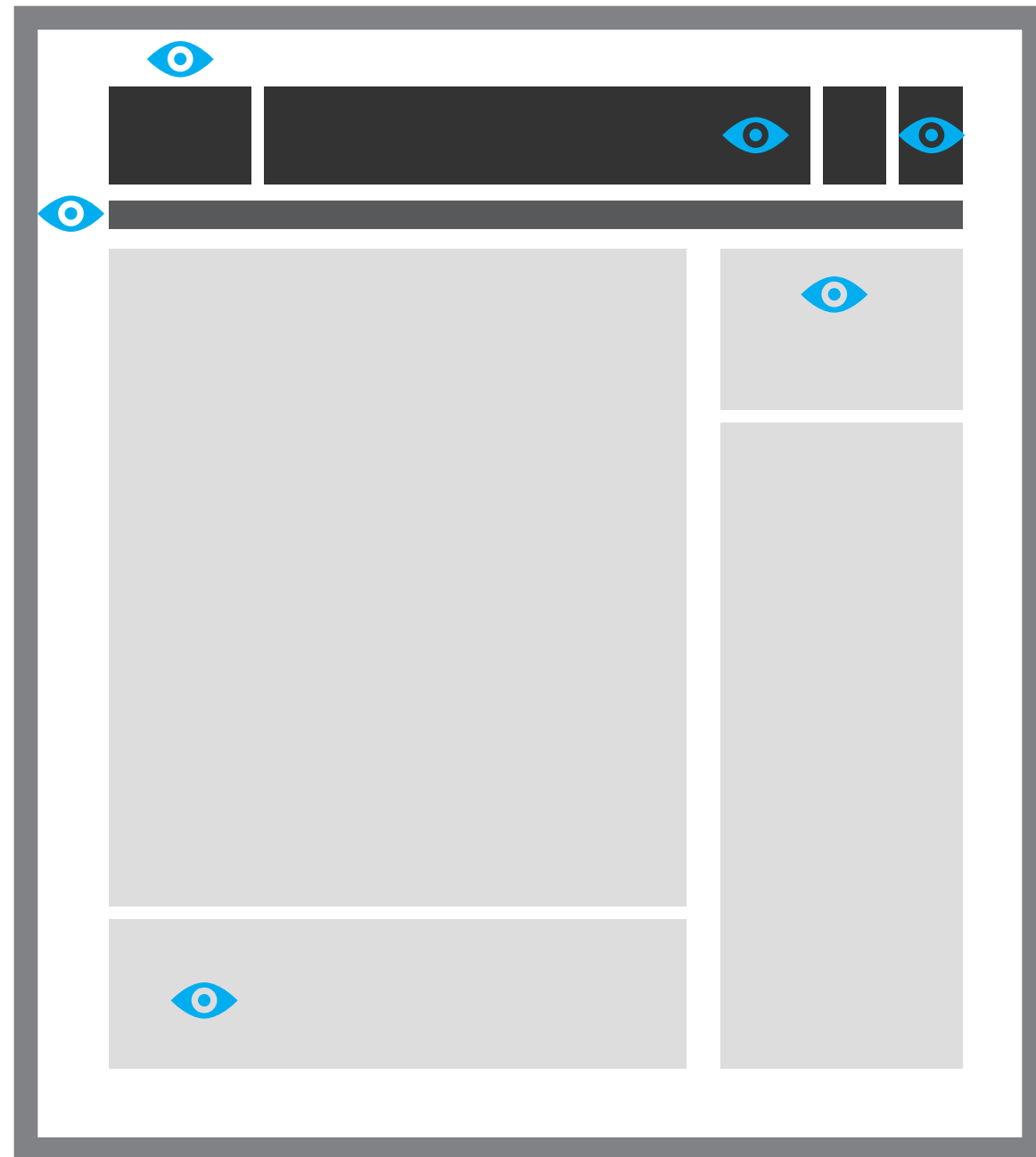# Unified Product Pattern

This is where a users looks, this is where a user expects to see this type of content, this is where a user imagines their stuff might be at.

• This is stuff I want to buy goes
• This is where stuff I bought is stored
• This is where I go to search for stuff
• This is where I look to filter my search results
• This is where I look to sort my results
• This is how I create something new
• This is where I look to know where I am in a task process
• This is where I look to navigate to another area
• This is where I browse recommended stuff

The goal is: Define the core patterns and create predictable or familiar patterns users know where to look. Don't make me think.

Basic Page Types

Hub Pages (Aggregated)

• Deem Home
• Trip Planner
• Flights
• Hotels
• Rental Car
• Airport Parking
• Purchase
• Dining
• Shipping???
• *Offers*
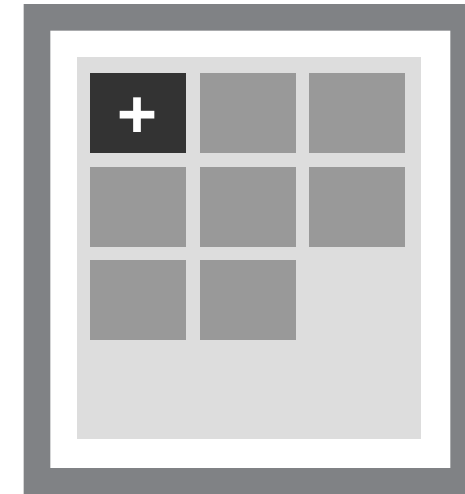• *Activities*
• *Events*

Search Results

Search

• Trip Planner
• Flights
• Hotels
• Rental Car
• Airport Parking
• Purchase
• Dining
• Shipping???
• *Offers*
• *Activities*
• *Events*

Detail Pages

• A Hotel
• A Product
• A Restaurant
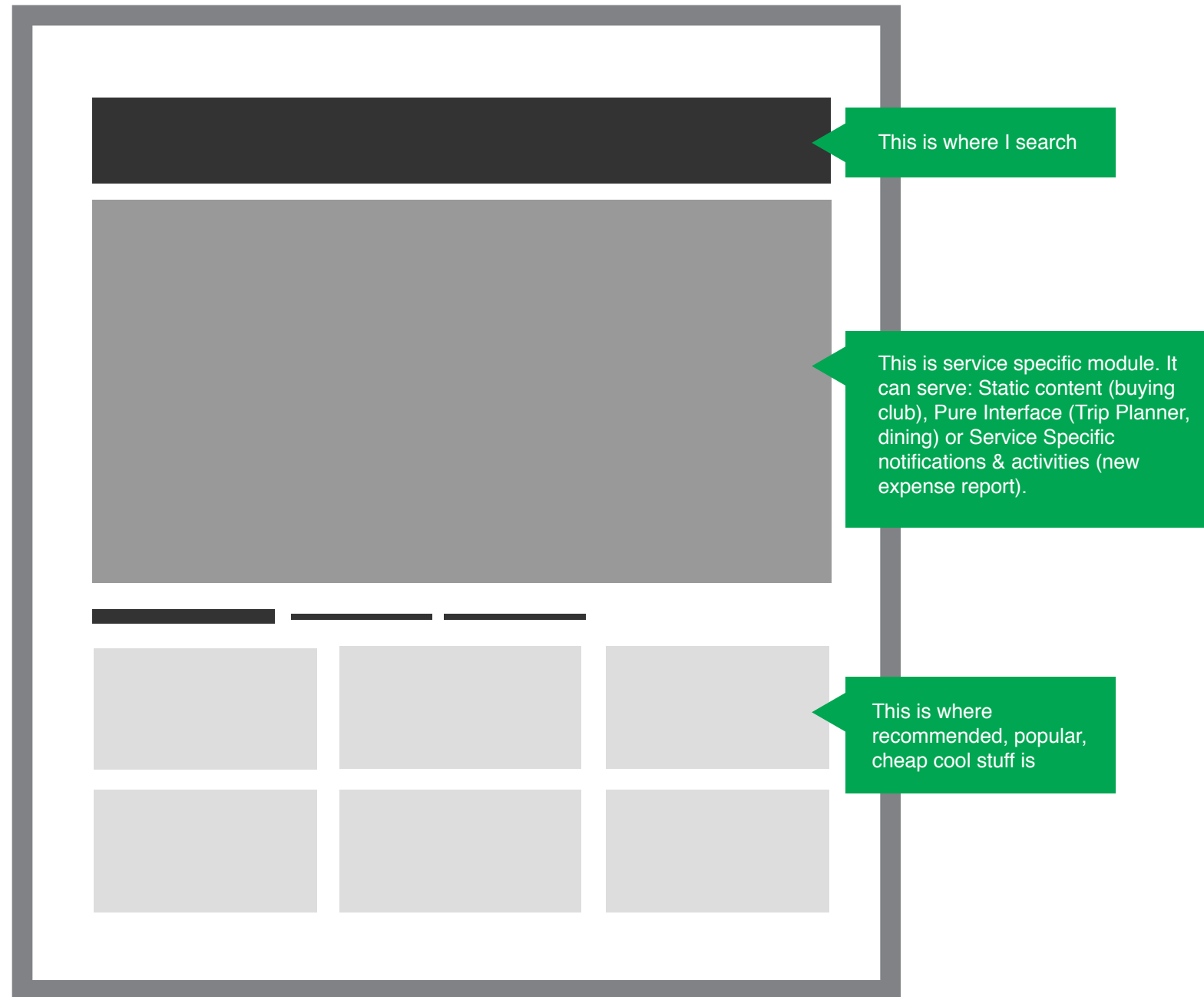• A Black Car?
• *An Offers*
• *An Activities*
• *An Events*

Applications

• Expense
• Storyboard
• Shipping??

Don't forget about mobile!

Alignment - Service Hub Pages

This is where I search

This is service specific module. It can serve: Static content (buying club), Pure Interface (Trip Planner, dining) or Service Specific notifications & activities (new expense report).

This is where recommended, popular, cheap cool stuff is

Homepages content & communication should be unique to the services.

Hub Page basics

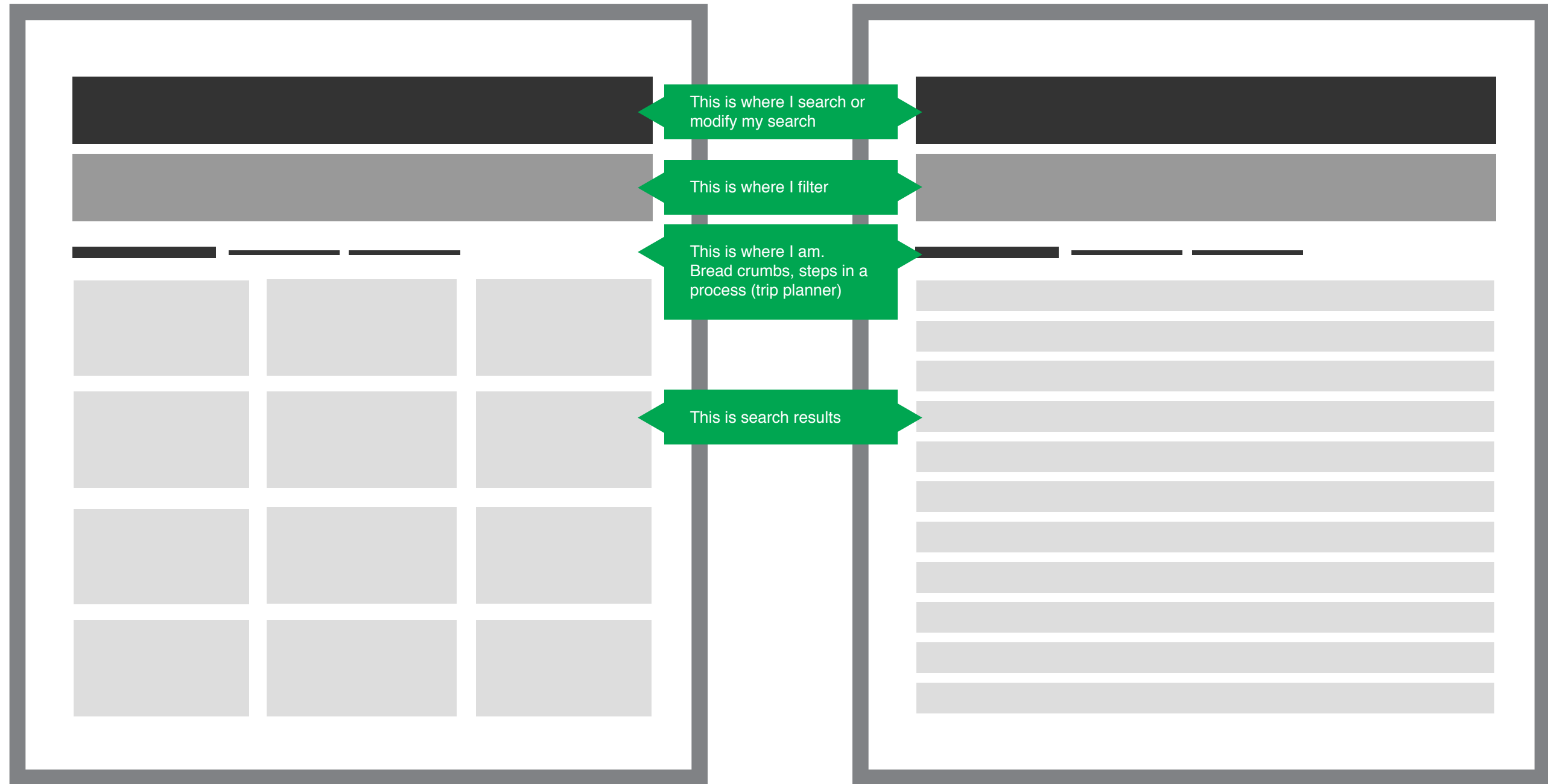What do I need to know? How or Where do I find stuff? Is there something I can browse?

• Homepage
• Trip Planner
• Flights
• Hotels
• Rental Car
• Airport Parking
• Purchase
• Dining
• Shipping???
• *Offers*
• *Activities*
• *Events*

Alignment - Service Search Results Pages

Grid search results

List search results

This is where I search or modify my search

This is where I filter

This is where I am. Bread crumbs, steps in a process (trip planner)

This is search results

Search Results
Each service has the ability to search, the results pattern has several renderings. List, Grid, or List Grid with RUI.

- Trip Planner
- Flights
- Hotels

- Rental Car
- Airport Parking
- Purchase

- Dining
- Shipping???
- *Offers*

- *Activities*
- *Events*

Alignment - Detail Pages

This is where I search or modify my search

This is where I am. Bread crumbs, steps in a process (trip planner)

This is detail information

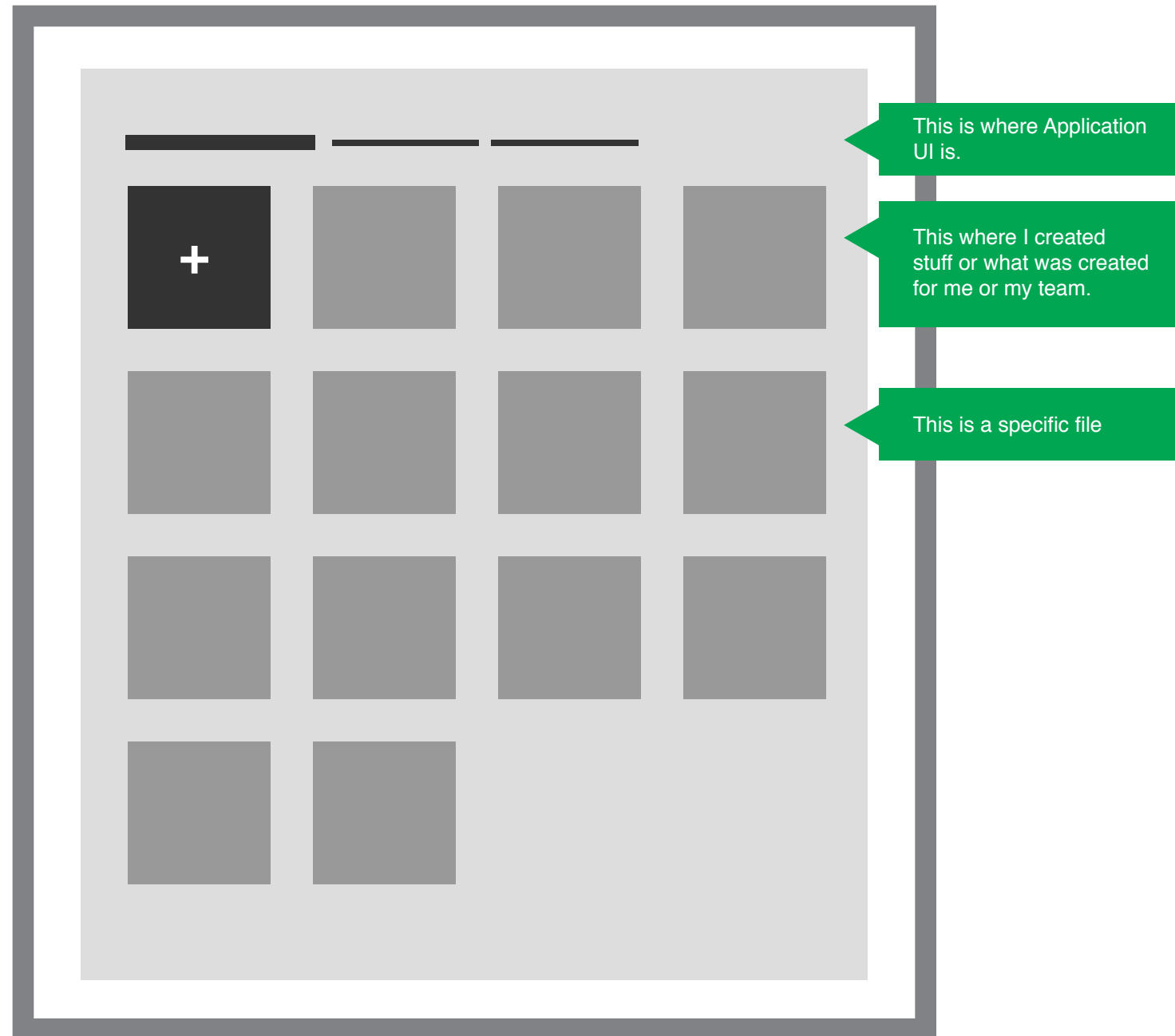Details pages layouts are based by content.

Detail Pages

What type of content would appear on these pages?

- A Hotel
- A Product
- A Restaurant
- A Black Car?
- *An Offers*
- *An Activity*
- *An Event*

Alignment - Application Pages

This is where Application UI is.

This where I created stuff or what was created for me or my team.
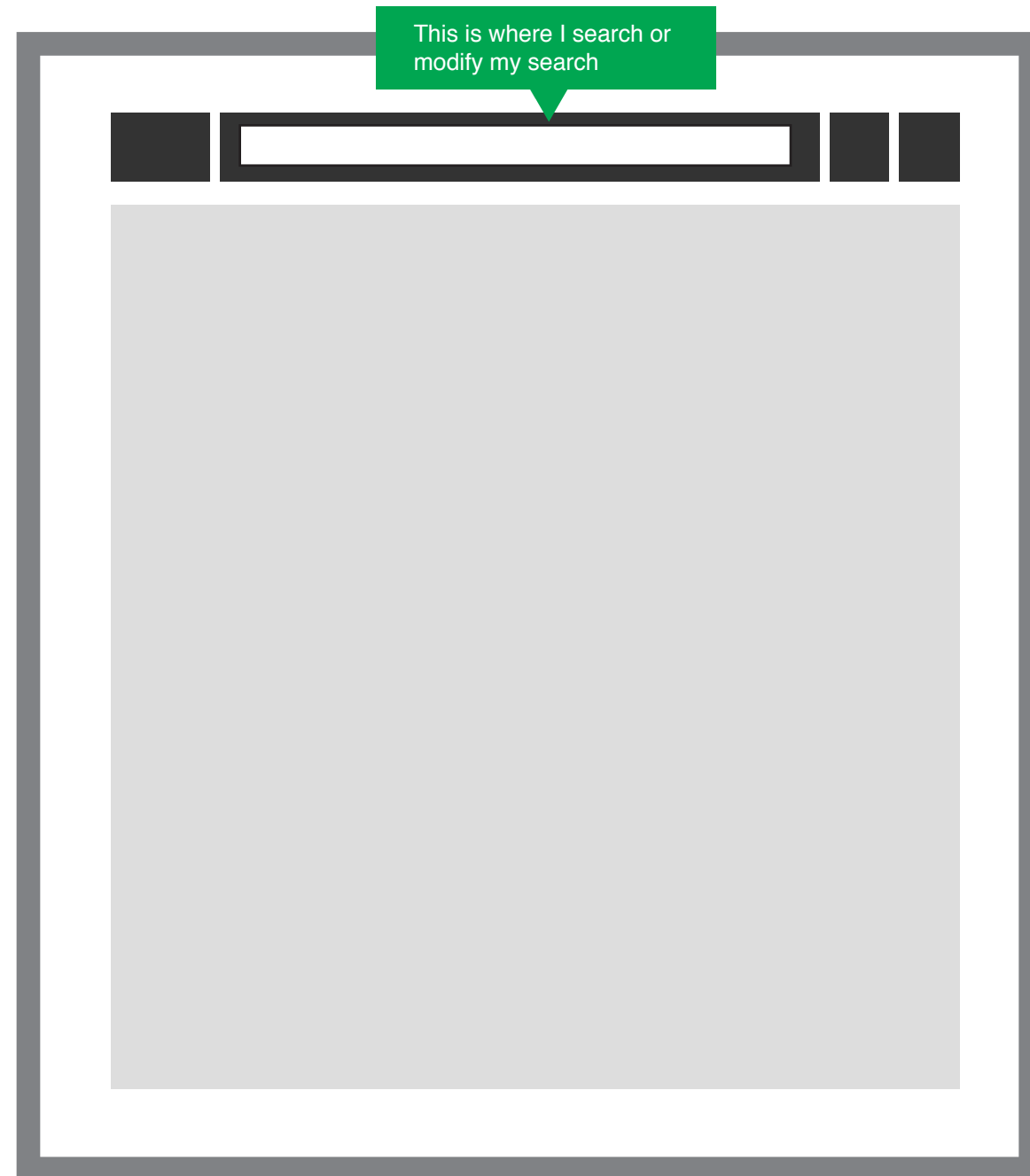
This is a specific file

Application Pages

Defined by a user creating a new page. This page could be shared, deleted, managed or revisited often.

- Expense
- Storyboard
- Shipping??

Details pages layouts are based by content.

Alignment - The Sub Nav & Search Bar

This is where I search or modify my search
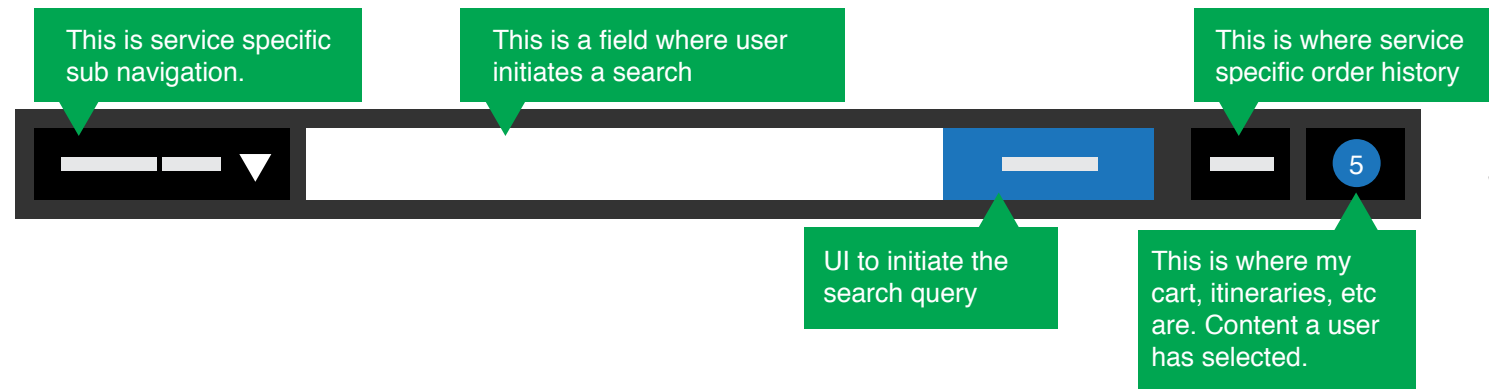
What would should this piece of UI do?

• Service specific subn avigation
• Initiating or modify a search
• Show whats in my cart
• Show me my recent or purchase history
• Deposite selected items into a storyboard
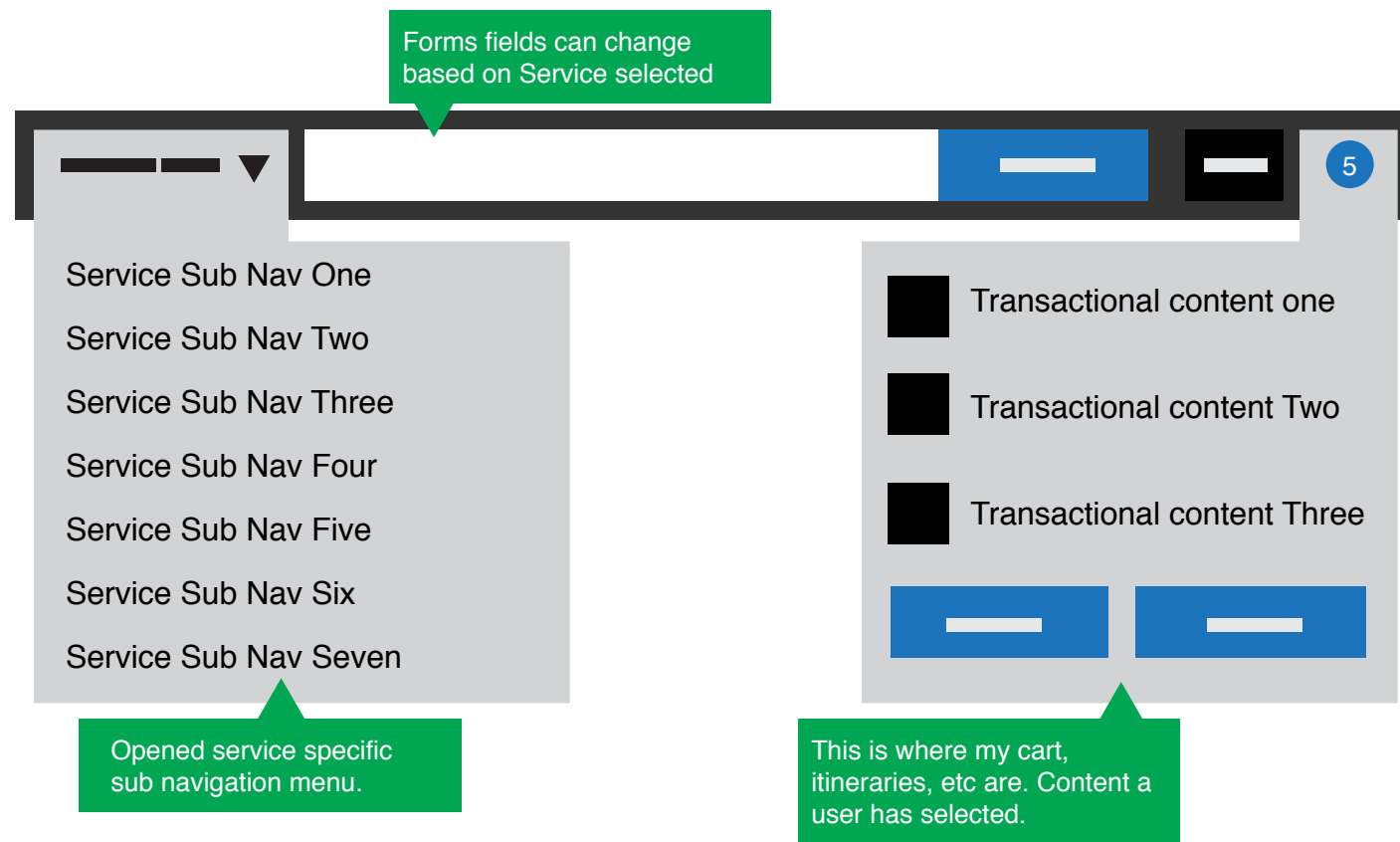
Any page with the search bar.

Alignment - The Sub Nav & Search Bar Abstract

Sub Nav & Search Bar

This is service specific sub navigation.

This is a field where user initiates a search

This is where service specific order history

Sub Nav & Search Bar Details

UI to initiate the search query

This is where my cart, itineraries, etc are. Content a user has selected.

Forms fields can change based on Service selected

Sub Nav & Search Bar Menu Flyout Details

Service Sub Nav One

Service Sub Nav Two

Service Sub Nav Three

Service Sub Nav Four

Service Sub Nav Five

Service Sub Nav Six

Service Sub Nav Seven

Transactional content one

Transactional content Two

Transactional content Three

Opened service specific sub navigation menu.

This is where my cart, itineraries, etc are. Content a user has selected.
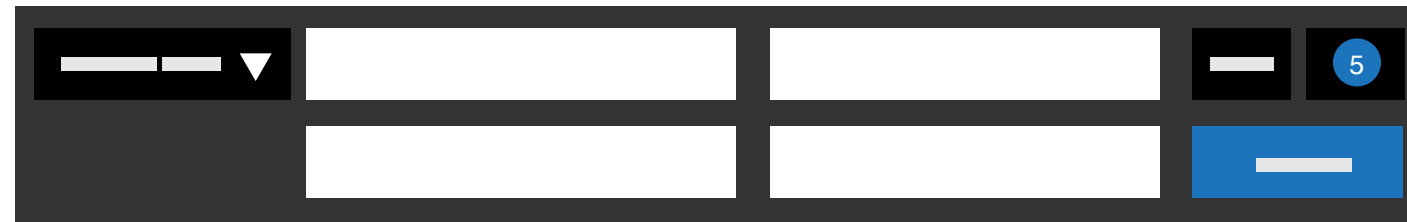
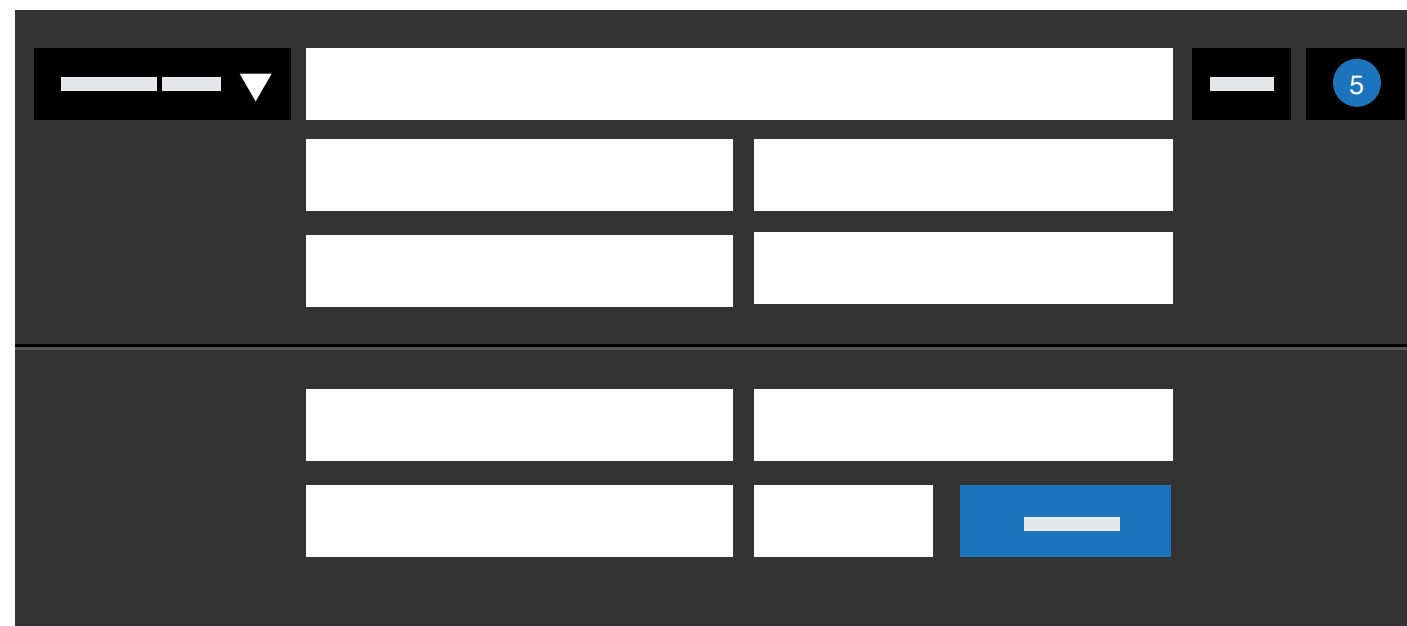# Alignment - The Sub Nav & Search Bar Abstract

Small

Small variation

Medium

Medium Variation

Large

Large Variation

Alignment - Sub Nav & Search Optimized

Minimal empty search bar.

Text query is entered into search bar. This initiates revealing the complete search form.

All search fields are revealed since user is interacting with the search fields.

Complete search query fields are collapsed in search results view

Complete search query fields are revealed when field is in focus state or reveal UI is clicked

Alignment - The Sub Nav & Search Bar Details (Gravel Flight)

| Flight ▼ | From: San Francisco (SFO) | Depart: 3/15/2012 | to | To: New York (JFK) | Return: 3/15/2012 | Reservations | ● Itinerary ▼ |

| Flight ▼ | From: San Francisco (SFO) | Depart: 3/15/2012 | to | To: New York (JFK) | Return: 3/15/2012 | Reservations | ● Itinerary ▼ |

Trip Planner
Flight
Hotel
Rental Car
Airport Parking
Car Service

| Travel ▼ | From: San Francisco (SFO) | Depart: 3/15/2012 | to | To: New York (JFK) | Return: 3/15/2012 | Reservations | ● Itinerary ▼ |

Flight Options | Travelers: 2 | Select Class ▼ | Disabilities ▼ | Seating ▼ | Search Flights

Alignment - The Sub Nav & Search Bar Details (Gravel Hotel)

| Hotel ▼ | Location: John F. Kennedy Airport | Check in: 3/15/2012 | Check out: 3/15/2012 | Reservations | ● Itinerary ▼ |

| Hotel ▼ | Location: John F. Kennedy Airport | Check in: 3/15/2012 | Check out: 3/15/2012 | Reservations | ● Itinerary ▼ |

Trip Planner
Flight
Hotel
Rental Car
Airport Parking
Car Service

| Hotel ▼ | Location: John F. Kennedy Airport | Check in: 3/15/2012 | Check out: 3/15/2012 | Reservations | ● Itinerary ▼ |

Rooms: 2   Guests: 4   Check in time: 11:30 AM   Check out time: 11:30 AM   Search Hotels

Alignment - The Sub Nav & Search Bar Details (Dining)

| Dining ▼ | Search: All Restaurants | Near: John F. Kennedy Airport 📍 | Reservations 🔵 Cart ▼ |

| Dining ▼ | Search: All Restaurants | Near: John F. Kennedy Airport 📍 | Reservations 🔵 Cart ▼ |

My Restaurants
Dining Preferences

Non transactional content is where the add to cart model starts to break down. Its also the mechanic to get items into storyboard. Future Features: guide pages that offer hikes or free museums could get laborious when tying to capture into a storyboard

| Dining ▼ | Search: All Restaurants | Near: John F. Kennedy Airport 📍 | Reservations 🔵 Cart ▼ |

Open Table Reservations   Date: 12/22/2012   Party Size: 4   Time: 11:00 PM   Search Dining

Alignment - Tradeoffs, Considerations & Iterations

Creating a common pattern across the different services.

- This is a homepage
- This is a search result
- This is a detail page
- This is an application.

Creating a common navigation pattern

- How do I navigate to service sub navigation
- Where is the stuff I placed in the shopping cart
- Where is that order I just placed
- Where do I go to search
- Where am I in this service (bread crumbs)
- Where am I in this process (trip planner)
- How do I get stuff into storyboard
- Where are my favorites for this service

Service specific homepages address

- What do I need to know.
- How do I find something.
- What is there to browse.

Defines Patterns for Future Services

- What will offers, activities, etc.. look like as a stand alone service.
- This is the content we need for a service homepage
- Is this new feature/service defined as a service or an application

Add to Storyboard & Cart menu

- Unified approach to purchasing
- Problems when dealing with non transaction items, Dining reservations, hikes or parks to see (travel guides), free museums, etc...
- Getting off platform content into the storyboard.
- Approach is optimized for genesis creation of storyboards versus searching
- Once items are clicked into a storyboard via the menu is the user transported to the storyboard?
- Unorganized or item left overs in the shopping cart and then user selects more items that might not be aligned to placed into the storyboard. (UI for editing and removal of the cart menu)

Future Iterations

- Removal of service specific shopping carts and shooting for a global cart.
- Removal of service specific items purchased and for a global purchased area.