

Project Homepage

Initial goals of project homepage.

- Collectively wrapping our heads around the concept of the homepage, modules, feeds, and the general strategy of how homepage modules are generated.
- Rendering enough of the concept to align and empower UE design, Content Strategy, Engineering & Front end development to properly scope this project.
- Providing a framework or visions on the depths of the services API's to aid in their development
- Defining the specific homepage modules we wish to start exploring

Overview

- Defining what makes a good homepage
- Homepage module layout & customization.
- API or Feed categories
- How API or Feeds work on a homepage module
- Components of a homepage module
- Samples of homepage modules at work & possible v1 modules
- Deeper look into a homepage module & seeing the API or feeds in action.

homepage - for proposal only

Brand X

Home

Nav Item

Nav Item

Nav Item

The Deem Homepage Experience

What are the core components of a good homepage experience.

- What needs my attention or what should I know?
Inbox, recent activity, alerts, errors, problems, new reports, information graphic, etc...
- I need to find something
Searching for travel, dining, offers, specific storyboard, or specific expense report.
- What can I browse
Browsing content, offers, editorial content, recommended content, partner content

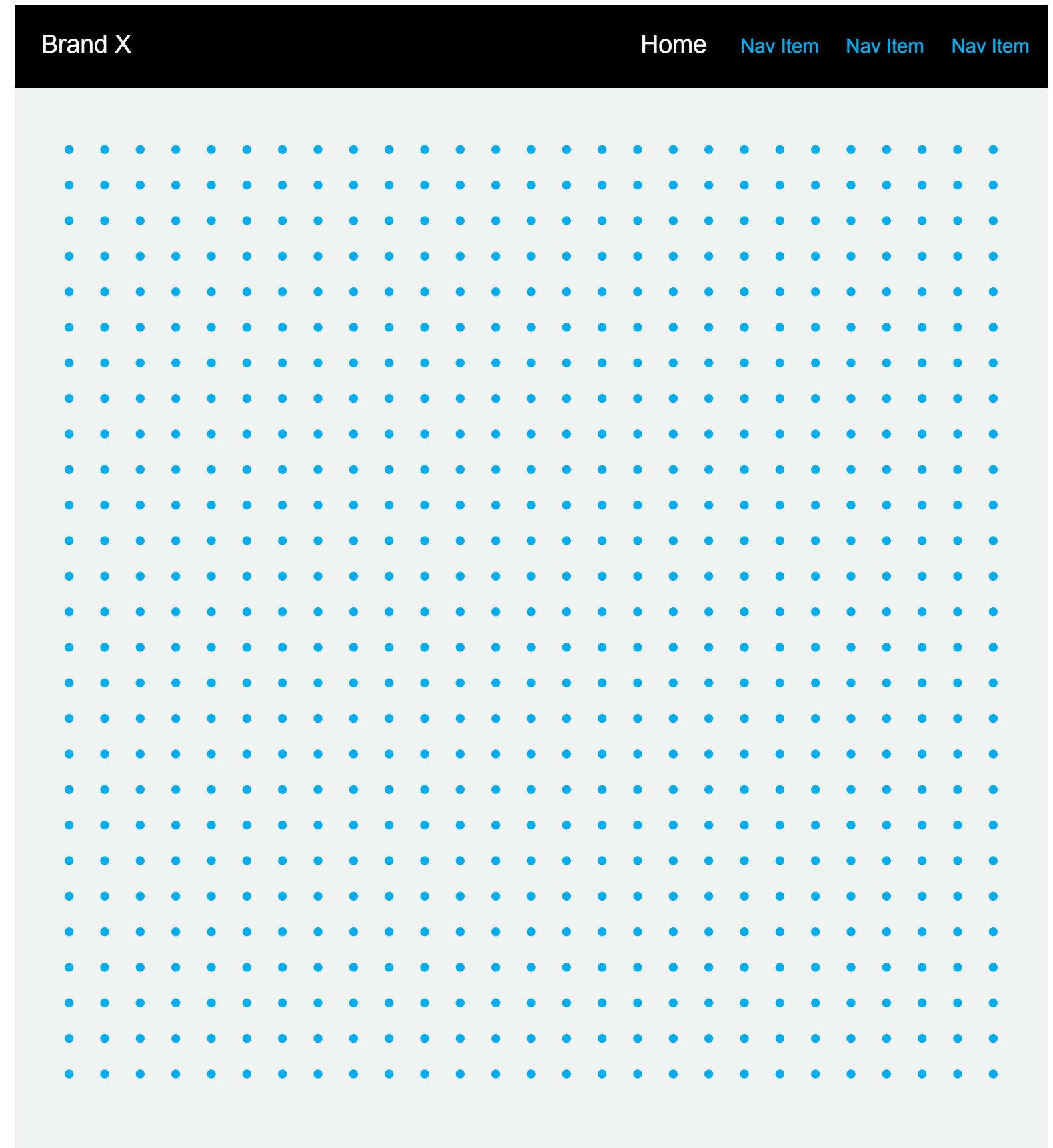
Who will be experiencing the homepage

- Administrators
business owners, or people empowered with admin permissions. Could also be the sole user of the product.
- Employees of a business
Standard users of the product, no admin abilities
- Delegates
Standard users of the product that do tasks for other users. Could have admin permissions
- Consumers
A user in a non SMB context, this could also be a standard user or sole user with no policies set.
- Anonymous Users
Users that have not registered or have an account created. Do we surface a homepage for that user?

Optimize features and services regularly used by people

Some user might just focus on travel, others might be all about using expense. Some fact finding & analytics is needed to better ascertain a viable strategy for homepage modules being contextual to what a user interacts with.

homepage matrix - for proposal only

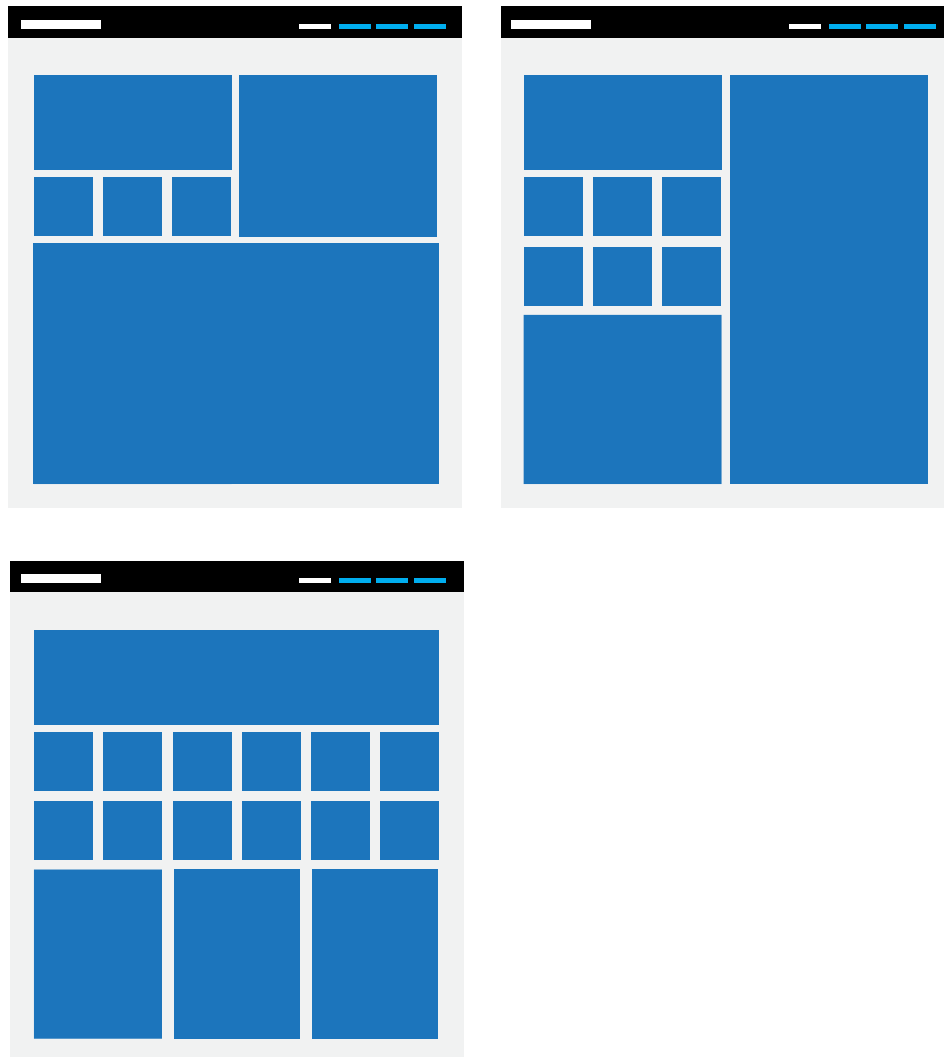


The Homepage Layout

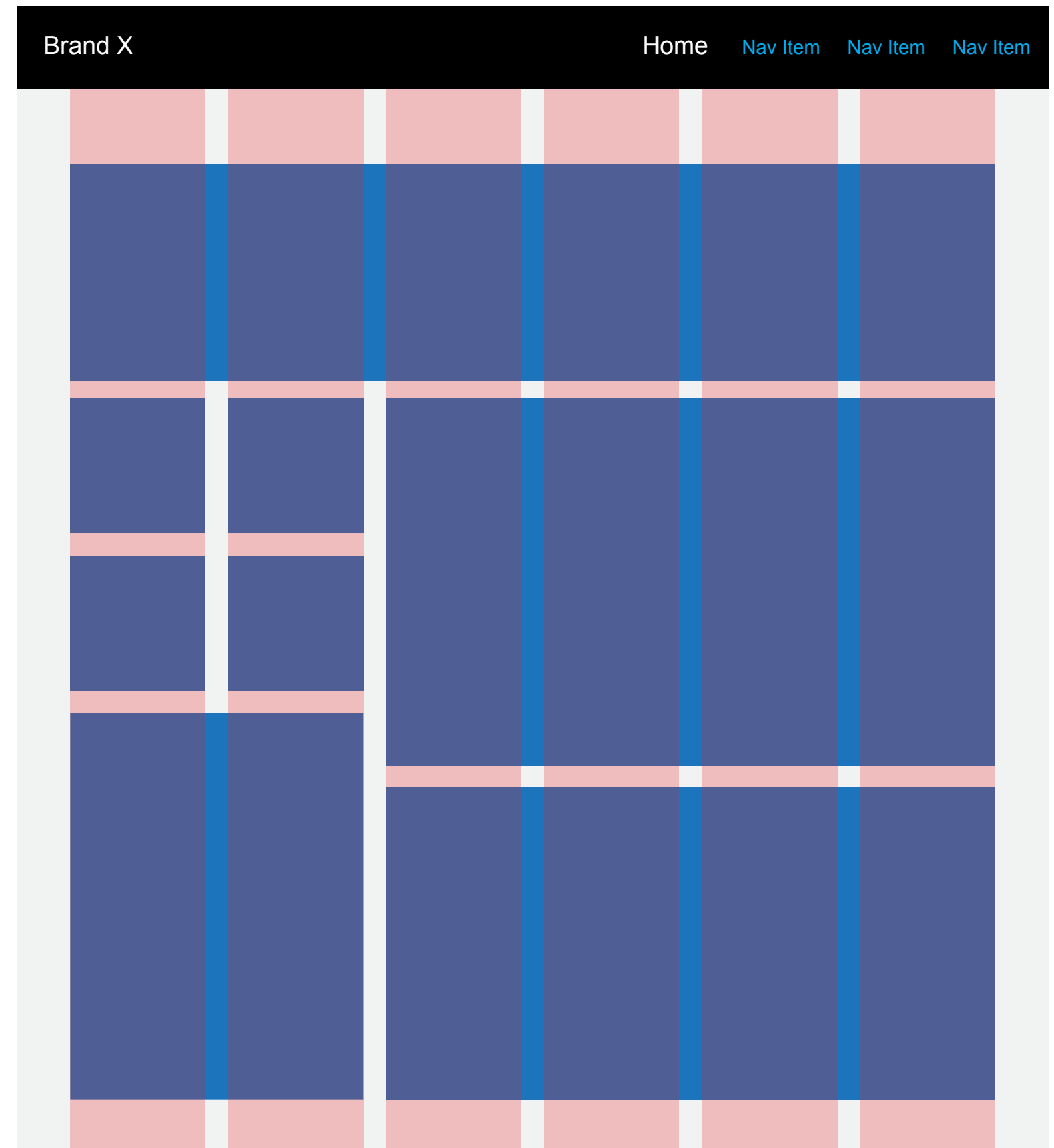
Ideally the layout would contain multiple modules. These modules could be reorganized, adjusted, removed, resized & personalized. This will aid our partners & white labeling in having a unique user experience.

The layout and content should also be personalized for the various types of users. Admins, heavy expense users, delegates focused on maintaining travel arrangements etc...

Homepage layout & modules should be customizable - *for proposal only*



homepage grid structure - *for proposal only*



Feed Categories

a System Chatter

What needs my attention?

Information we monitor about a user's data, profile information & activity. (system chatter)

EXAMPLES

- Canceled Flight
- Offer has expired
- Credit card expired
- Passport has expired
- Merchandise order has been canceled.

- fully define this list

b Service Feature or UI

I need to find something

Quick search feature or UI that is feature based.

EXAMPLES

- Quick search for travel
- Quick search for dining
- Create an expense report
- Create a new storyboard
- Ship a package

- fully define this list

c User Activity

What needs my attention?

Activity a user or their connected colleagues generates while interacting with our product.

EXAMPLES

- Storyboard invite received
- A new clipping comment
- Deletion of a shared clipboard
- New expense report submitted
- User just purchased something

- fully define this list

d Content

What can I browse?

Content that is surfaced to the user for recommendation, context or browsing.

EXAMPLES

- Curated or editorial content
- Specific Travel Flight, Car, Hotel etc..
- A specific offer
- A specific restaurant
- A relevancy recommendation for savings

- fully define this list

Feed categories power the homepage modules

a System Chatter

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c User Activity

What needs my attention?

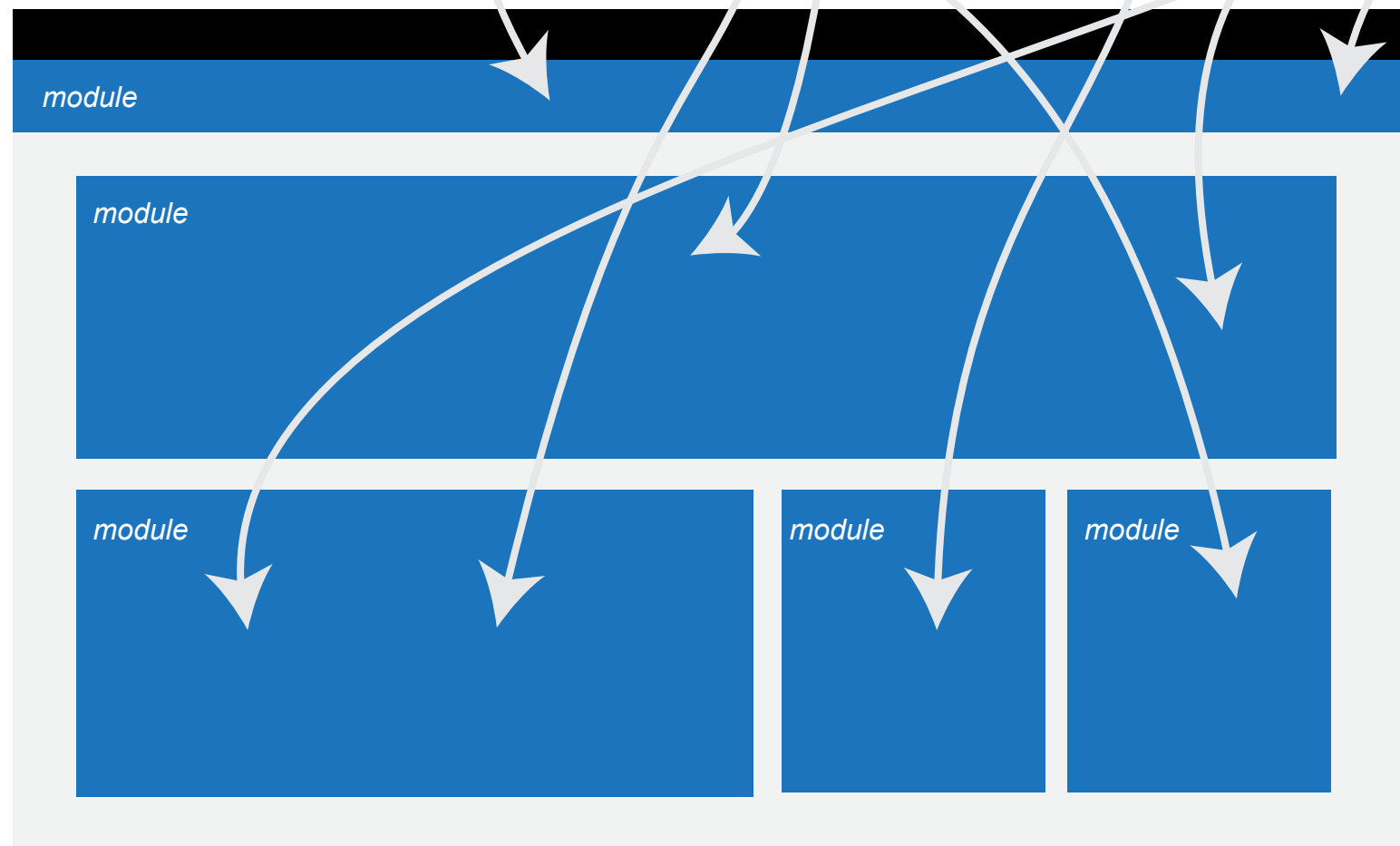
Activity a user or their connected colleagues generates while interacting with our product.

d Content

What can I browse?

Content that is surfaced to the user for recommendation, context or browsing.

Homepage Modules



Approach to Module Flexibility

These categories can be served alone to create a single module, such as a Quick search. In addition these categories can be combined to create rich interactive modules such as Recent Activity.

Examples of category combination

a = Creates an alert module

c + **d** = Creates a Homepage City Guide Module

a + **b** + **c** = Creates a Homepage Recent Activity

Example of Feed Categories in action

- a System Chatter** - *What needs my attention?*
Information we monitor about a user's data, profile information & activity.
- b Service Feature or UI** - *I need to find something*
Quick search feature or UI that is feature based.
- c User Activity** - *What needs my attention?*
Activity a user or their colleagues generates while interacting with our product.
- d Content** - *What can I browse?*
Content that is surfaced to the user for recommendation, context or browsing.

Examples of the different types of feeds in action - *for proposal only*

Brand X
Home [Nav Item](#) [Nav Item](#) [Nav Item](#)

a Alert: Your credit card has expired.
[update credit card](#)

b Flight quick search

Search

a All Recent Activity

b David Soloman has commented on: Budget Rental Car on the Seattle Summer Meeting Clipboard.

c Your Credit Card has expired, you need to update your records.

Sarah Connor has booked: United Flight, SFO to CLE on the Cleveland Ohio Mixer Clipboard.

David Soloman has added: United Flight SFO to CLE to the

David Soloman has commented on: Budget Rental Car on the Seattle Summer Meeting Clipboard.

Erica Zomg has accepted the invite: Seattle Summer Meeting Clipboard.

Sarah Connor has booked: United Flight, SFO to CLE on the Cleveland Ohio Mixer Clipboard.

a Overall
1 month 3 months 6 months

	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Total
Offers purchased	322	2	0	0	4	21	43	3	1	5
Travel purchased	96	1	2	23	0	21	2	0	0	3
Products purchased	34	7	0	3	12	1	3	7	9	0

Jan 2012 - Sep 2012

\$7,169.03 Offers

\$11,768.00 Travel

\$16,223.19 Products

\$35,160.22 Total

Offers purchased	322 total	2 jan 2012	0 feb 2012	0 mar 2012	4 apr 2012	21 may 2012	43 jun 2012	3 jul 2012	1 aug 2012	5 sep 2012	save up to \$956 per month >
Travel purchased	96 total	1 jan 2012	2 feb 2012	23 mar 2012	0 apr 2012	21 may 2012	2 jun 2012	0 jul 2012	0 aug 2012	3 sep 2012	save up to \$654 per month >
Products purchased	34 total	7 jan 2012	0 feb 2012	3 mar 2012	12 apr 2012	1 may 2012	3 jun 2012	7 jul 2012	9 aug 2012	0 sep 2012	save up to \$109 per month >

d Los Angeles Events Tickets

20% OFF LAX Fairmont Hotel

25% off Kraftwerk Concert Tickets

\$30 a Day Budget Rental Car

5% off LA Lakers Basketball Tickets.

Reserve Table Fish Market Restaurant

Desired Modules (need to define)

Alerts

Very important information that the user needs exposed to immediately.

- *define requirements & specs*

Order History

Module that archives all purchases, dates, charts, content and their details by the user.

- *define requirements & specs*

Upcoming Reservations

Module that contains upcoming reservations, their content, details and contextual UI to modify cancel or reschedule.

- *define requirements & specs*

Recent Activity Notifications

A record of all users recent activity, also included is the activity of certain colleagues involved in collaboration. Contextual UI and links are also involved driving traffic towards area's that need the users attention.

- *define requirements & specs*

Quick Search

A service search form and UI that drives users to search results. This could be multiple services from: dining, products, offers and travel.

- *define requirements & specs*

Calendar Feature

Module dedicated to importing a users calendar or viewing upcoming reservations via a calendar view.

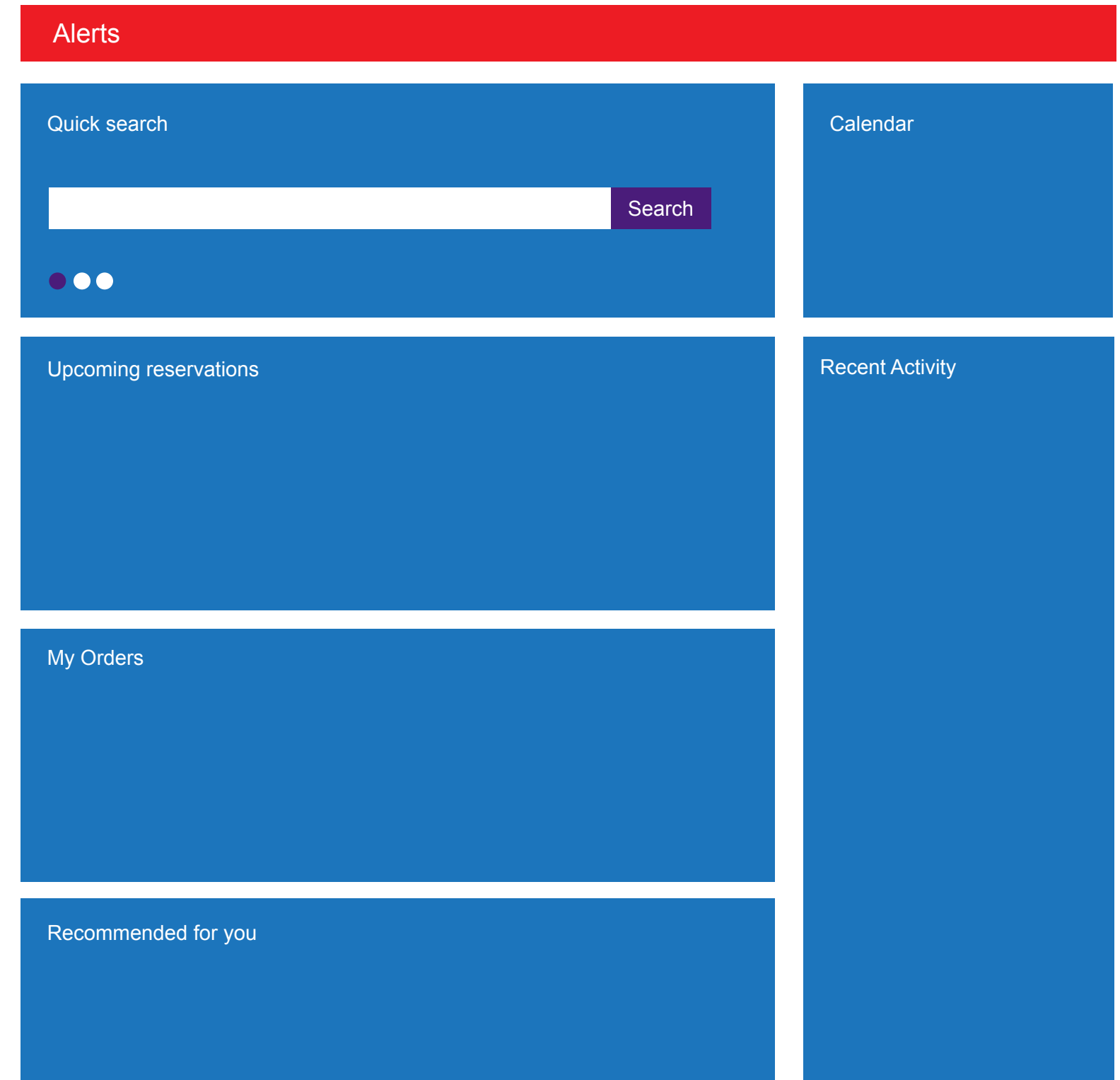
- *define requirements & specs*

Recommended Content

Modules dedicated to serving recommended content, this could be based on knowledge of an upcoming trip, or a local city guide.

- *define requirements & specs*

desired homepage modules - *for proposal only*



Module - Alerts

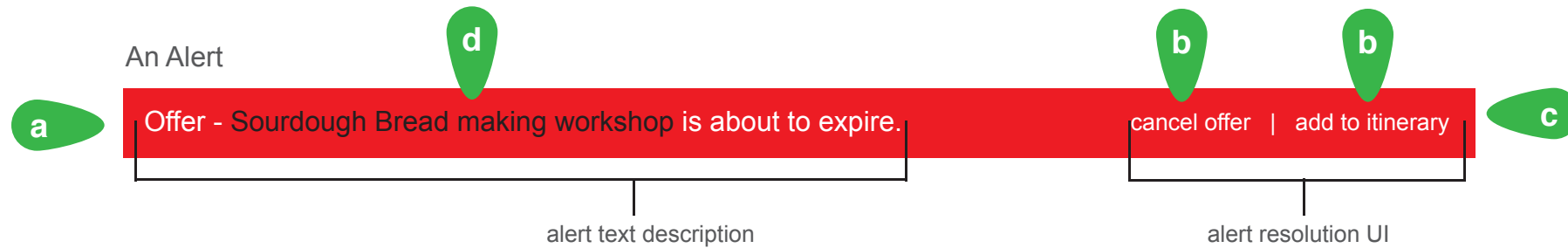
Alerts

Alerts are shown immediately when the problem arises. Alerts should also appear throughout the site. The language should be obvious, the alert bar should be persistent until the alert has been resolved. Alerts are also initiated with an email. The email should also contain the UI to resolved the issue. Users should be able to configure the delivery method of alerts: Email, SMS, Push, etc...

Basic components of an alert.

- Obvious text description of the problem
- UI that directs users to resolve the problem.

An Alert



Possible other types of alerts

Your credit card ending with "3456" has expired.	Update your credit card details
Your American passport has expired.	Update your credit card details
Flight Canceled: American Airlines #231 JFK to SFO	find flight
Hotel Reservation Canceled: Hyatt Summerfield, Denver Airport	find hotel
Offer - Sourdough Bread making workshop is about to expire.	cancel offer add to itinerary

Multiple occurrences of alerts. Do we stack alerts, show and resolve one alert at a time?

Hotel Reservation Canceled: Hyatt Summerfield, Denver Airport	find hotel
Offer - Sourdough Bread making workshop is about to expire.	cancel offer add to itinerary

Possible location or positioning for alerts. - for proposal only

The screenshot shows a website header with "Brand X" on the left and "Home Nav Item Nav Item Nav Item" on the right. A red alert bar is positioned below the header, containing the text "Your credit card has expired." and "Update your credit card details".

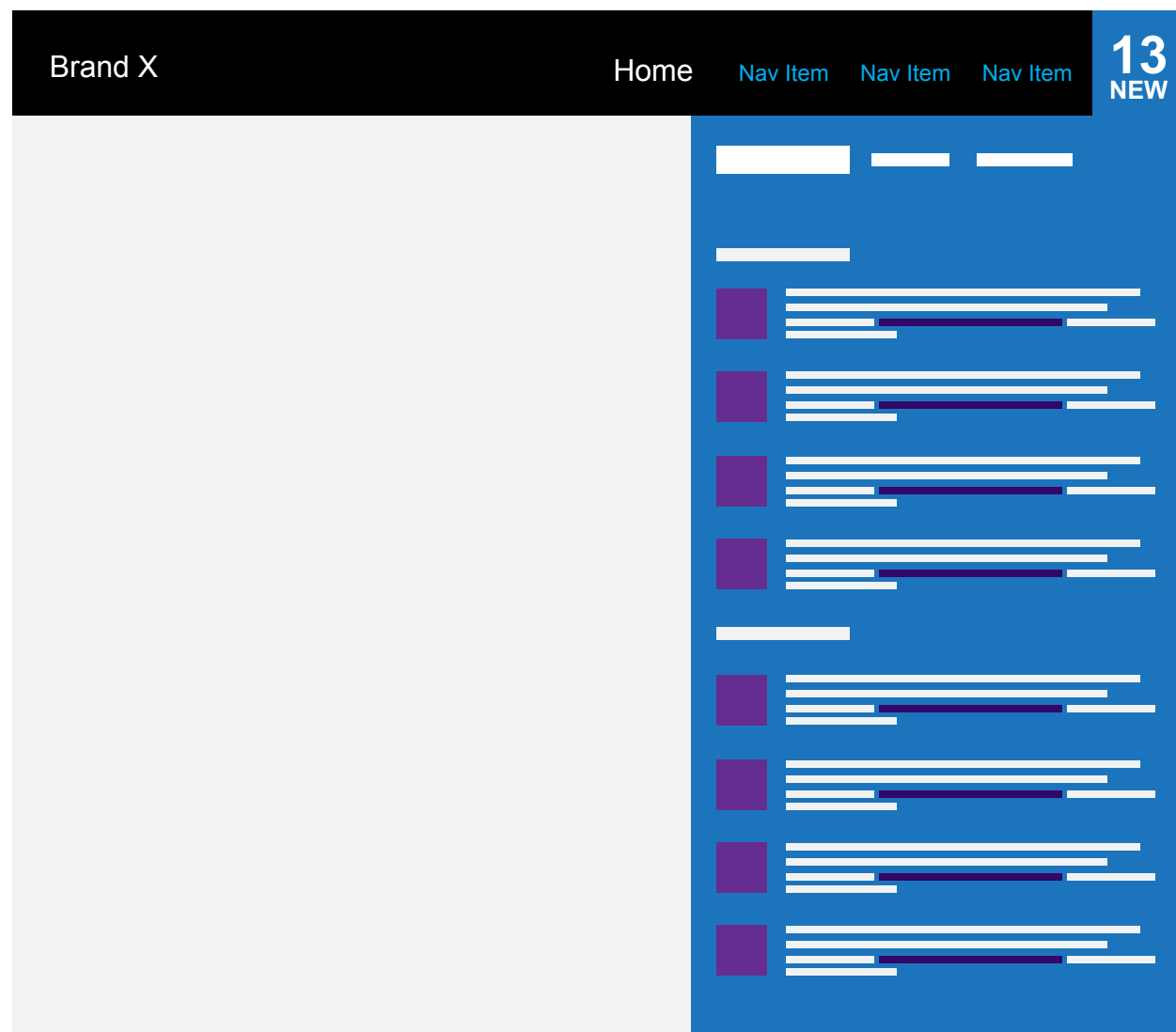
Module - Recent Activity

Recent activity would contain user generated content and task based activity. Recent activity should be easily discoverable and accessible everywhere where chrome is rendered.

Components of recent activities.

- Discoverable UI on chrome
- Quantity of recent activity
- Dates recent activity took place
- Text Description of activity
- UI that directs user to the activity
- Graphics or icons describing activity
- Sort or Filter UI on activity

possible location or positioning for recent activity



Recent Activity - for proposal only

quantity of recent activity UI

