

# The SportingNews iPad App Up-Sell Wireframes

MODIFICATION DATE: Wed Jul 11 2012

COMPANY: SportingNews.com

CREATOR: Mohit SantRam / Omnigon Communications, LLC

VERSION HISTORY: 1.3

DESCRIPTION: This document outlines the Up-Sell Wireframes for The SportingNews iPad App.

DOCUMENT HISTORY: Mohit SantRam | v1.3 - Additional Revisions.

Mohit SantRam | v1.2 - Client Revisions & Feedback.

Mohit SantRam | v1.1 - Updates.

Mohit SantRam | v1.0 - Initial Concepts.

1.0



2.0



**NOTES:**

**UP-SELL WIREFRAMES**

Omnigon was tasked to incorporate a Store & Library into the existing SportingNews iPad app.

**1.0) UPDATED TOP NAVIGATION**

Personalize is moved to the Top Navigation bar as it relates to the current issue.

**2.0) UPDATED BOTTOM NAVIGATION**

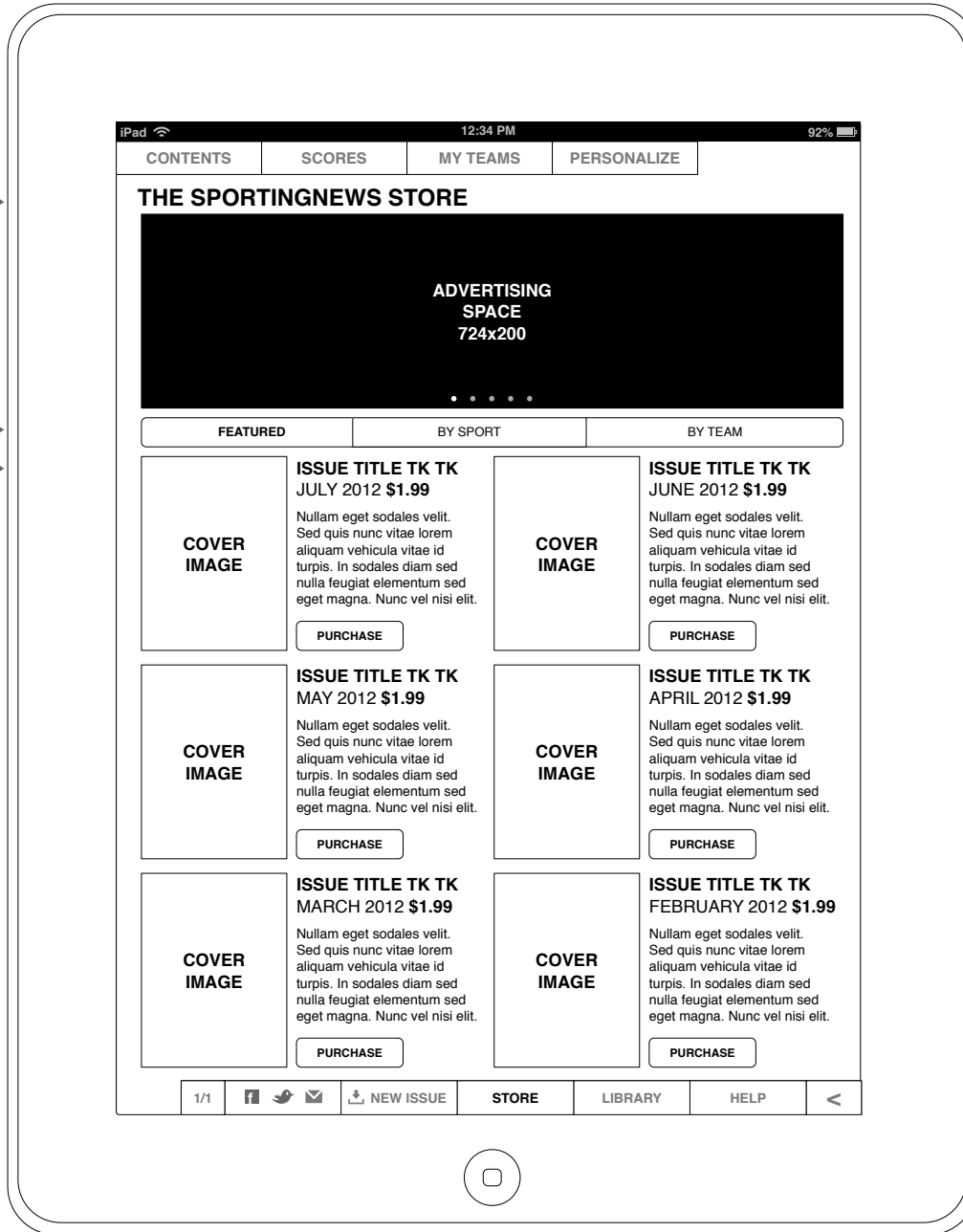
Store & Library have been added into the Bottom Navigation Bar.

**3.0) WIREFRAMES**

- My Issue Wireframe
- Store Wireframe
- Issue Detail
- Purchase Confirmation Yes/No
- Progress Icon

**4.0) UPDATED NOMENCLATURE**

- Library
- Store



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**1.0) STORE**

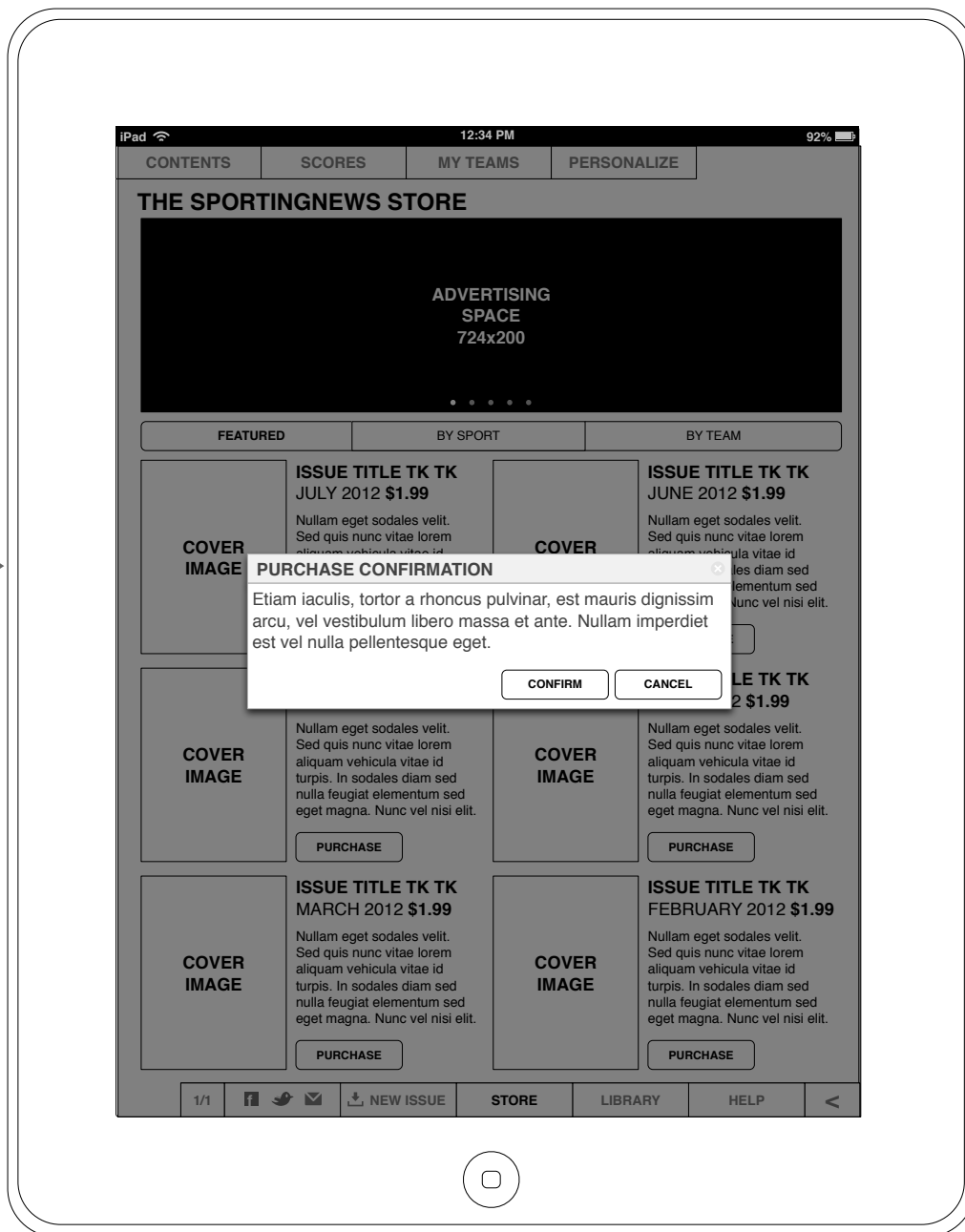
The SportingNews Store features a large 724x200 pixel advertising area, which can swiped across to reveal additional advertisements. This area remains locked in position as the user can scroll vertically through the displayed issues.

**2.0) NAVIGATION TABS**

The issues are divided into three tabs, Featured, By Sport, and By Team. Each button, when selected, can display by default a set of sorted issues which scrolls vertically. When tapped, a Popover Menu may be revealed to allow users to sort through subsets of issues based upon specific categories.

**3.0) ISSUES**

The issues are sorted by the most recent with a Cover Image, Issue Title, Publishing Date, Price, Description, and a Purchase button.



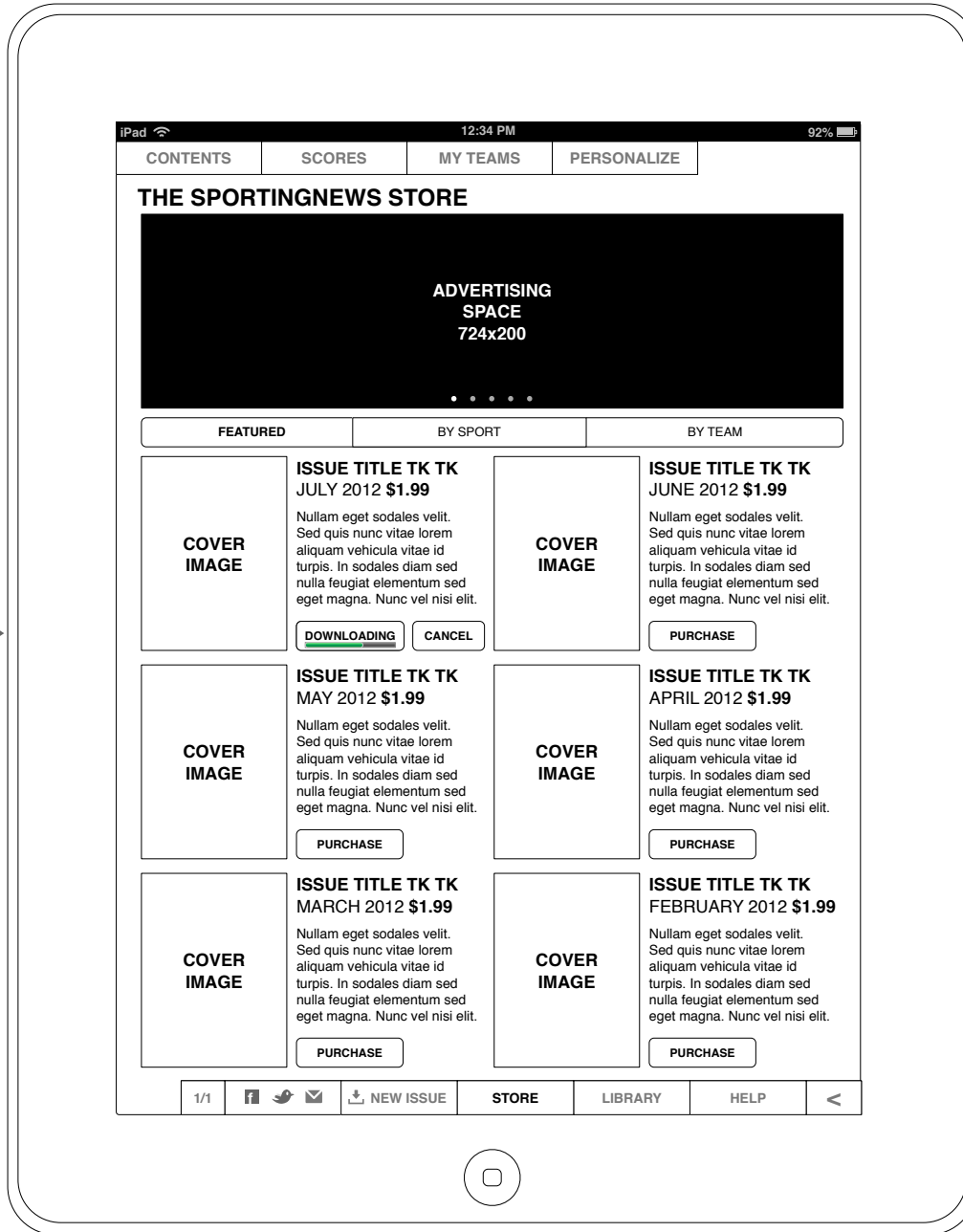
**NOTES:**

**UP-SELL WIREFRAMES**

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**1.0) PURCHASE CONFIRMATION**

The user must confirm the purchase by clicking the Confirm button or Cancel the purchase.



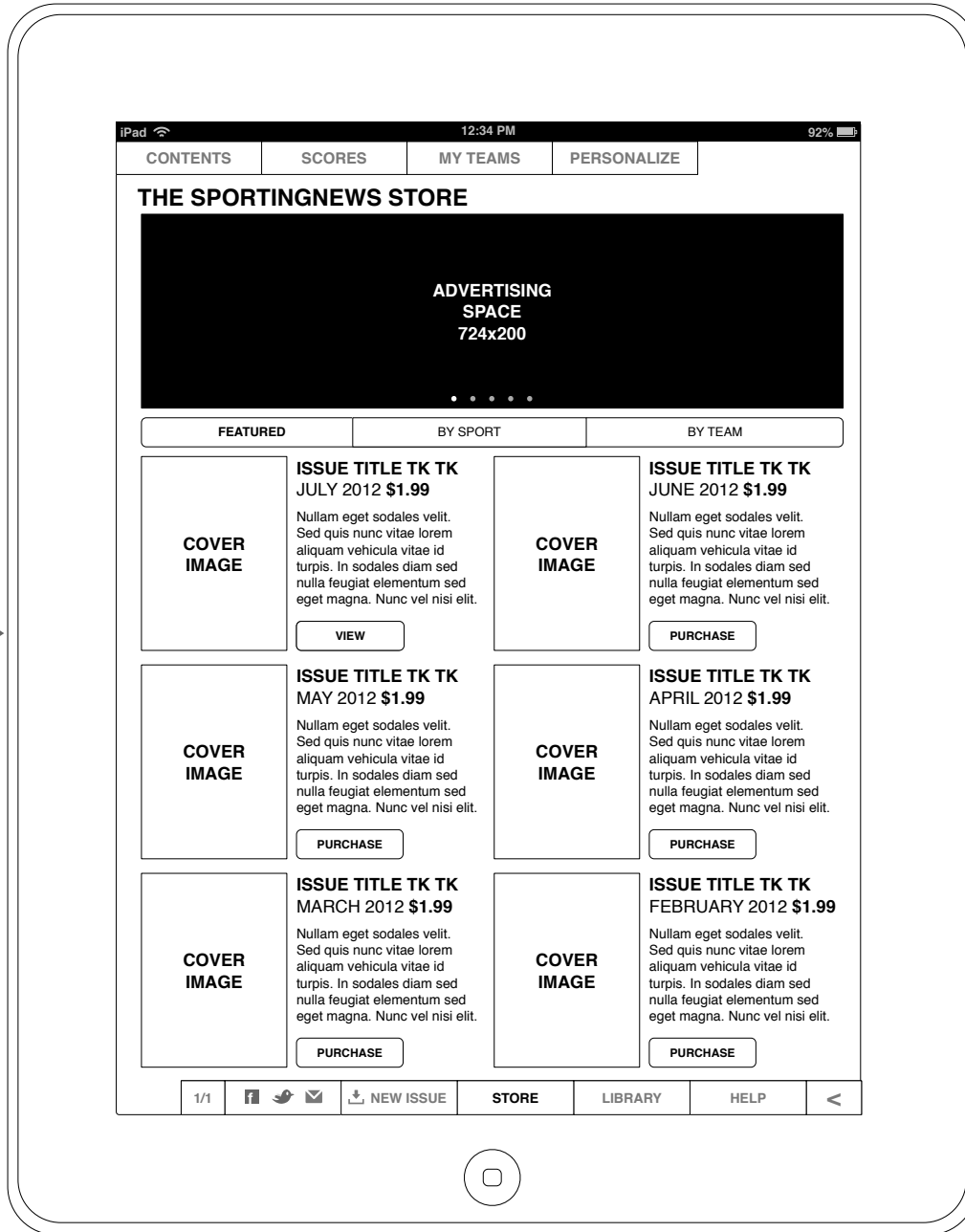
**NOTES:**

**UP-SELL WIREFRAMES**

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**1.0) DOWNLOAD PROGRESS**

The Download Progress bar will be displayed to the user once they have confirmed purchase of an issue. If the issue download is cancelled, the button will revert to Download. Download will be displayed to the user once they have confirmed purchase of an issue, but not downloaded. Once download is complete, the button changes to View.



**NOTES:**

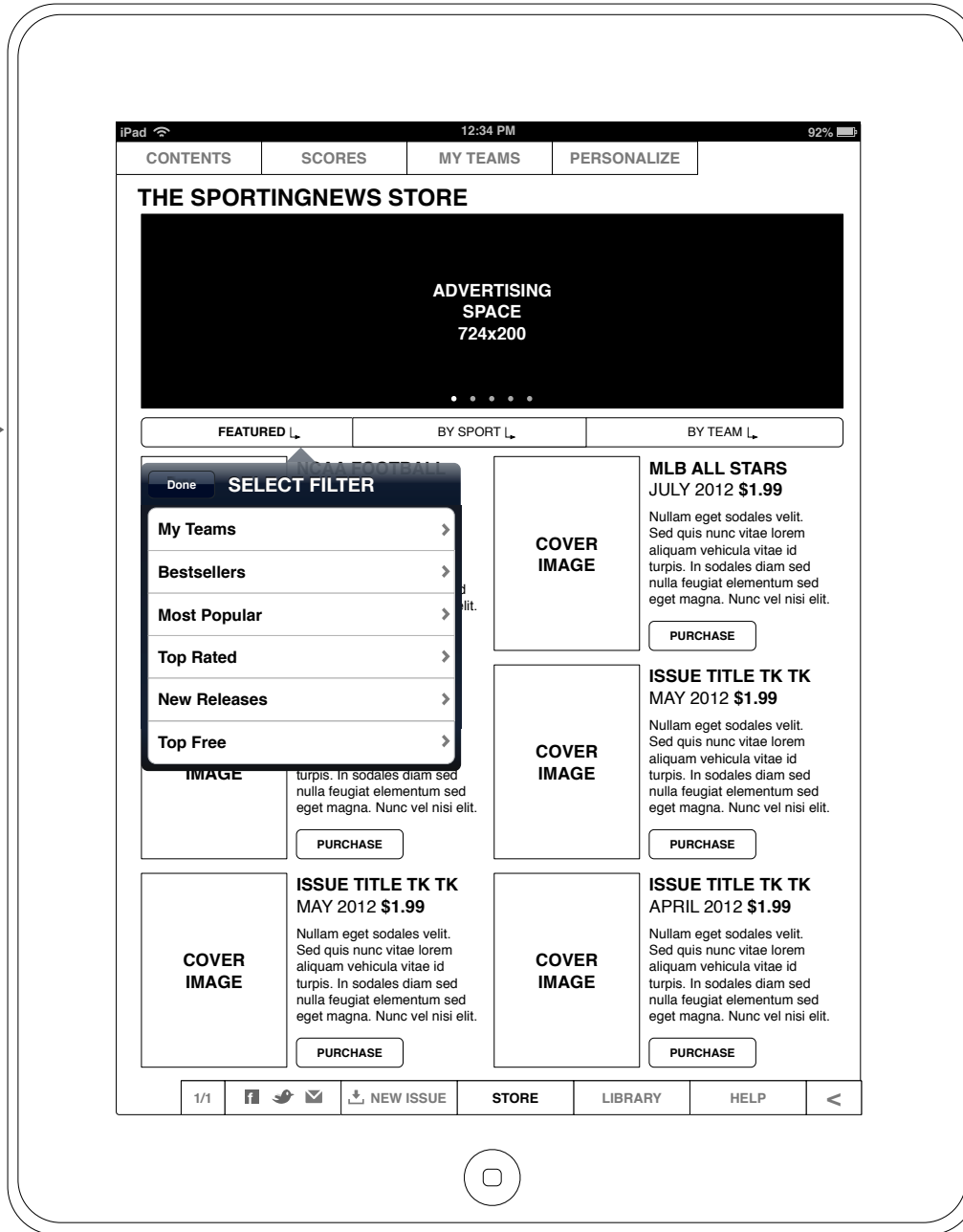
**UP-SELL WIREFRAMES**

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**1.0) VIEW**

Once the issue has been downloaded, the Downloading button is replaced with the View button.

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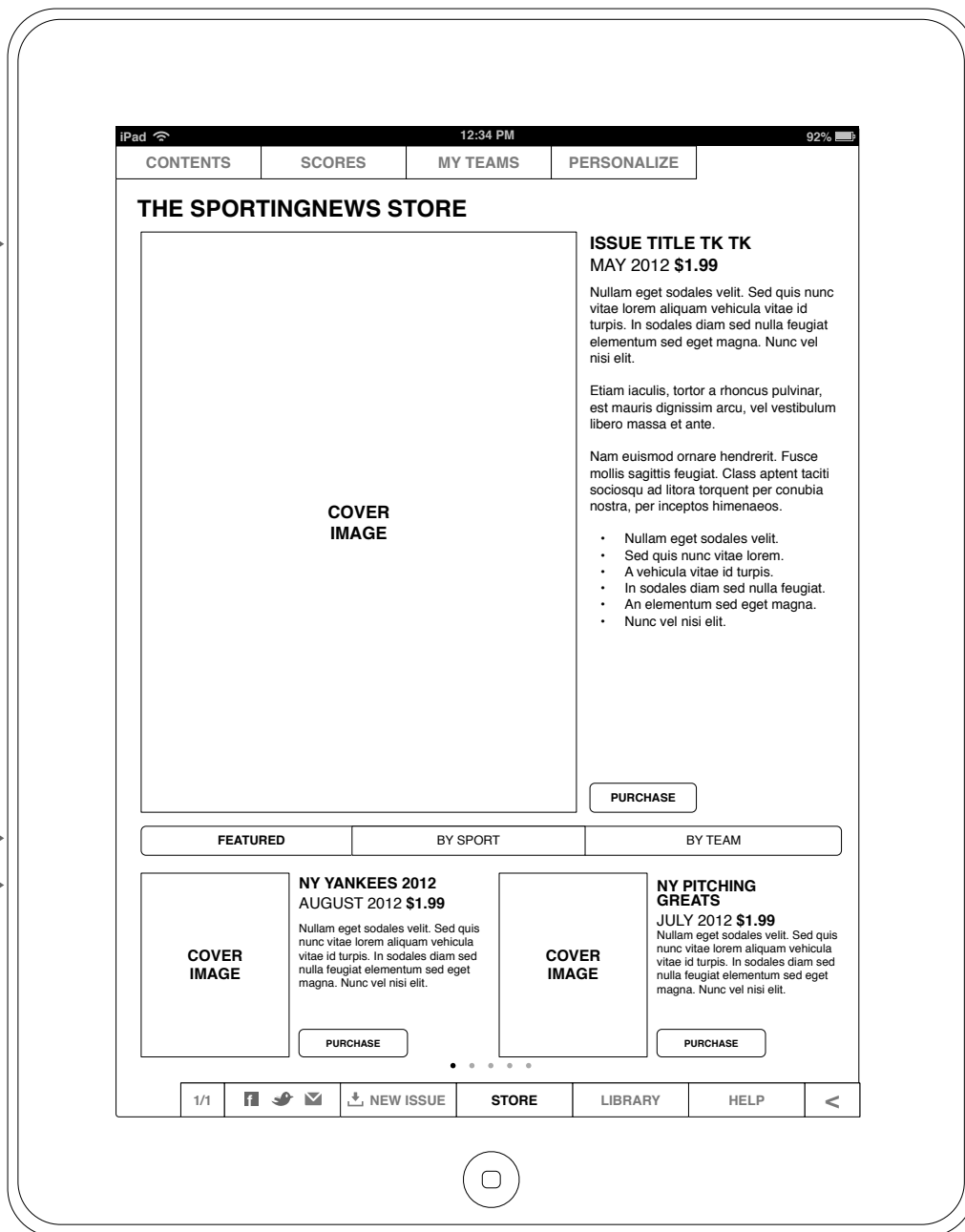
**NOTES:**

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**1.0) FEATURED**

The issues are divided into three tabs, Featured, By Sport, and By Team. Each button, when selected, can display by default a set of sorted issues which scrolls vertically. When tapped, a Popover Menu may be revealed to allow users to sort through subsets of issues based upon specific categories. This page highlights a paired down tab structure with all selection filters displayed within the popover.



**NOTES:**

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**1.0) ISSUE DETAIL**

The SportingNews Issue Detail page can be accessed by clicking on a Cover Image from the Store. The large format Cover Image will be accompanied with the Issue Title, Publishing Date, Price, Description, and a Purchase button. The issues are sorted by the most recent, and the user can swipe through additional issues.

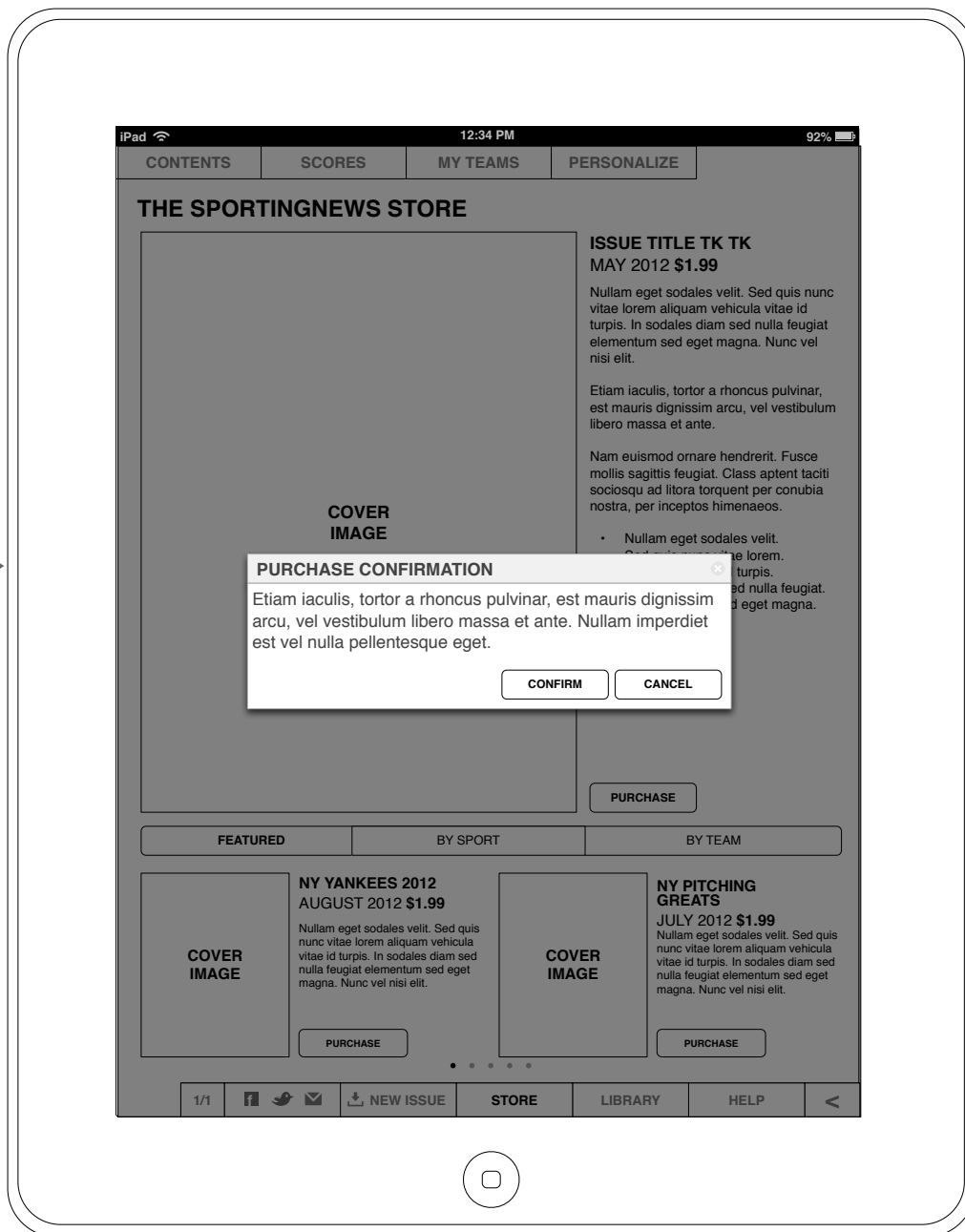
**2.0) NAVIGATION TABS**

The issues are divided into three tabs, Featured, By Sport, and By Team. Each button, when selected, can refresh the featured issue and the subset of Additional Issues.

**3.0) ADDITIONAL ISSUES**

Additional issues are sorted by the most recent with a Cover Image, Issue Title, Publishing Date, Price, Description, and a Purchase button.





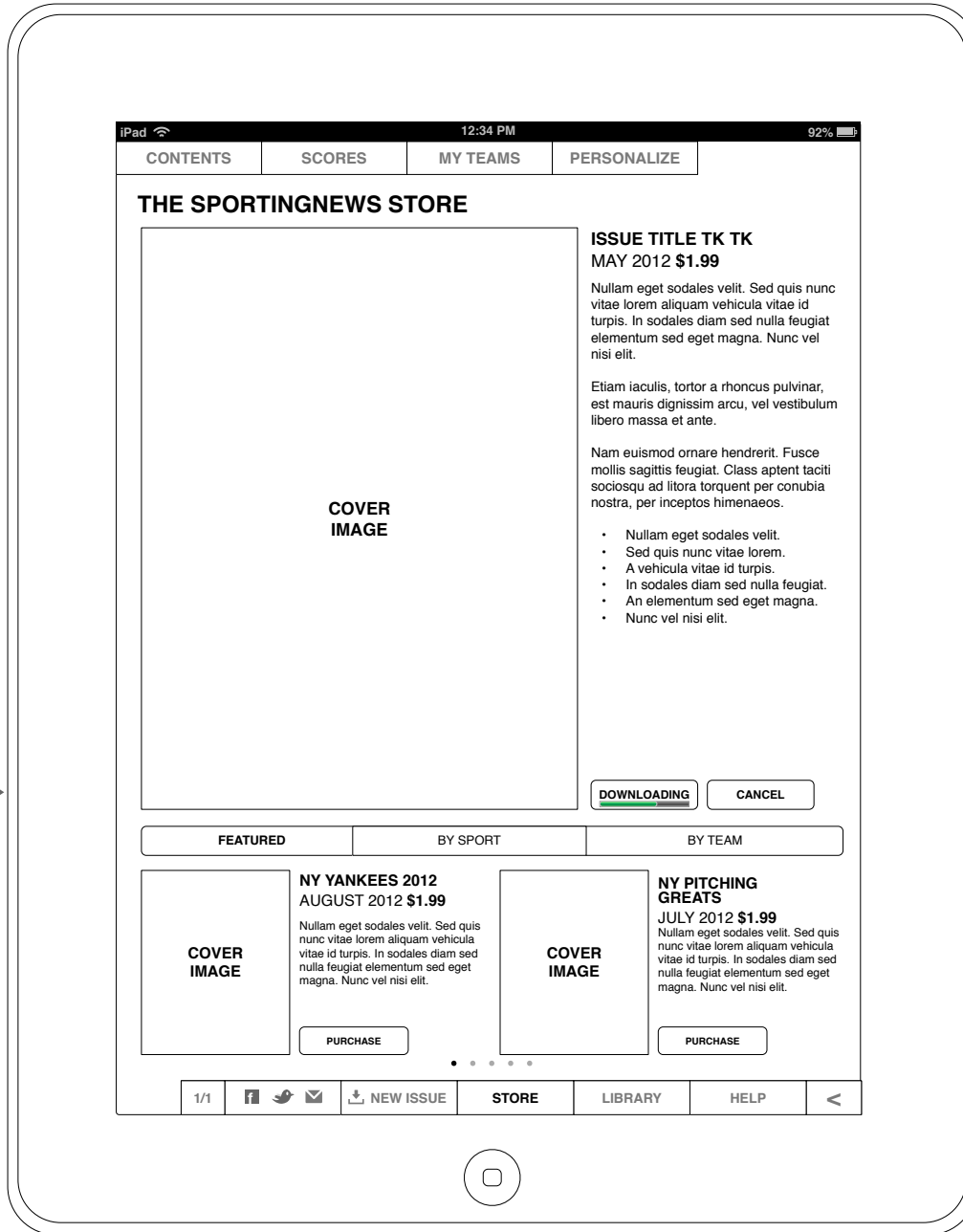
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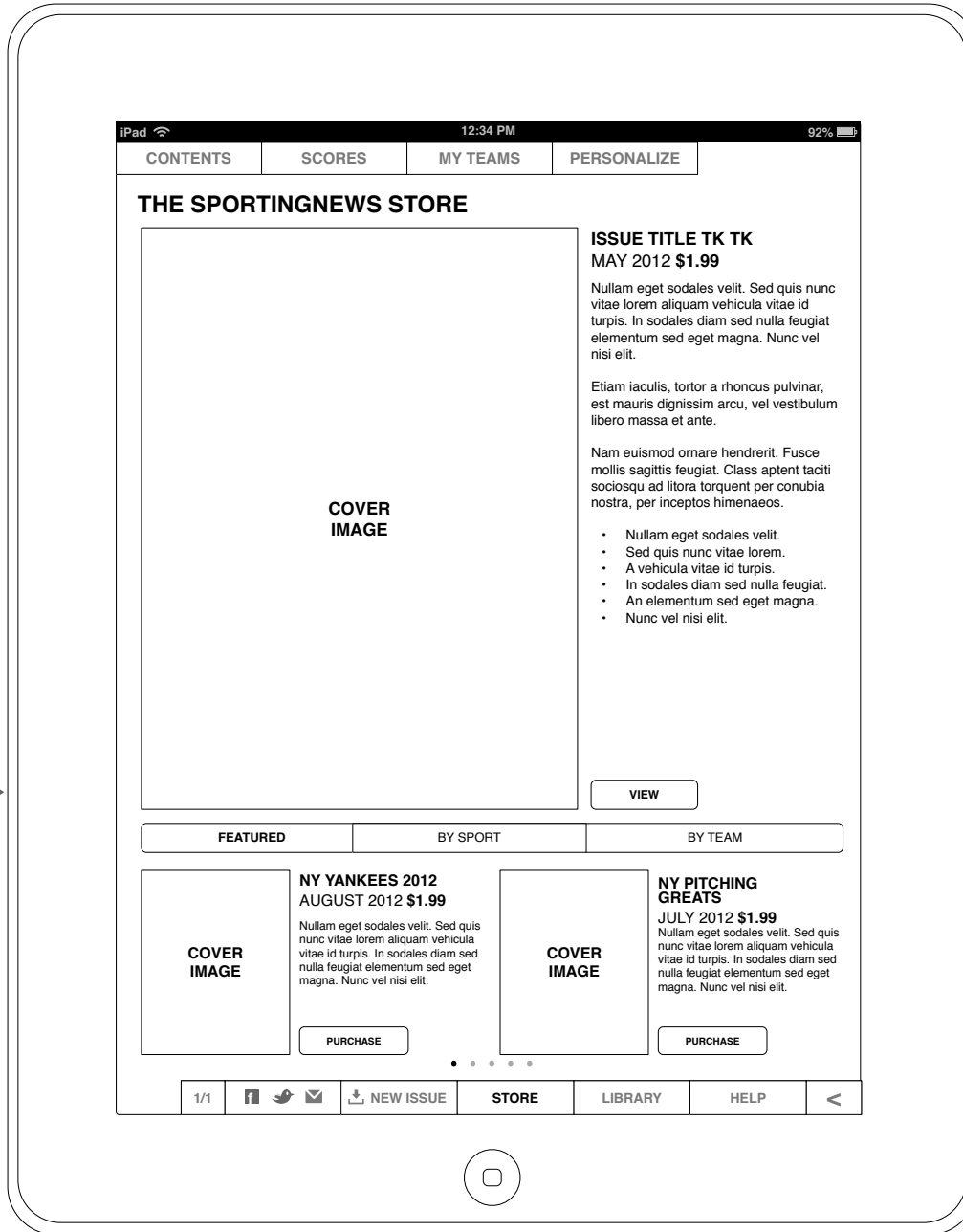
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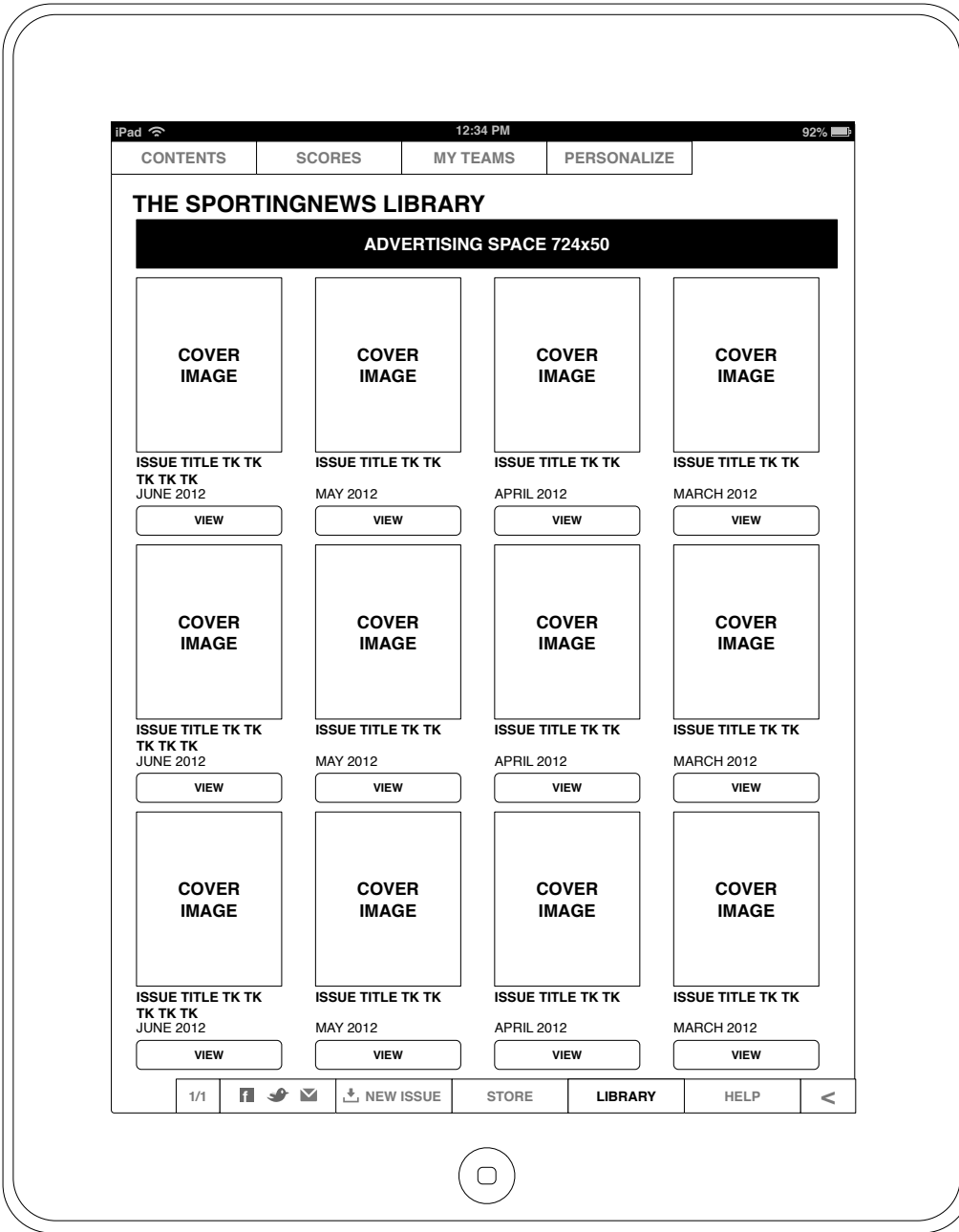
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**1.0) LIBRARY**

The SportingNews Library will display issues sorted by the most recent with a Cover Image, Issue Title, Publishing Date, Price, Description, and a Purchase button. When an issue is purchased, it will be placed in the user's Library. Clicking View will display the Issue.

**2.0) PROMOTIONAL AREA**

Based upon a user's purchase history, favorite teams, or location, Promotional items can be advertised within the Library.