

J W T INSIDE

ANN INC.

User Flows & Wireframes

Table of Contents

Change History	3
BFF App Job Alert	
Job Alert User Flow	5
Camera	
Camera User Flow	8
User Flows	
Home Page (0.0)	13
Mantras (1.0)	14
Trends (2.0)	15
Share Functionality (2.X, 3.1.X, 3.2.X, 4.5.X)	17
News (3.0)	18
Careers (4.0)	19
BFF Videos (4.1)	20
Careers Navigation (4.1, 4.2, 4.3, 4.4, 4.5, 4.2.X)	21
Interviews (4.2)	22
Interns (4.3)	23
FIT at ANN INC. (4.4)	24
Jobs (4.5)	25
My BFF (5.0)	27
User Settings (6.0)	28
Job Alerts (F2.0)	29
Job Alerts (7.0)	30
App Prompts	
App Prompts	33

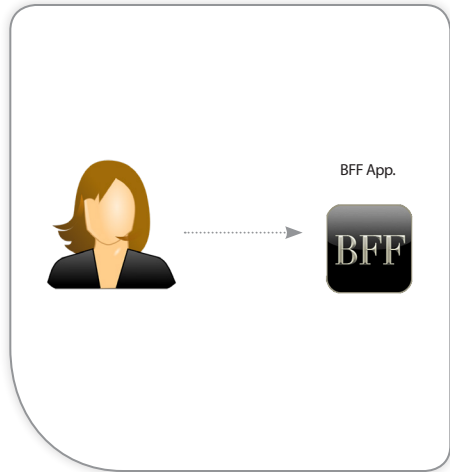
Change History

Version 7.0 :: April 5, 2013

- Initial Draft
- Second Draft
- Third Draft
- Fourth Draft
- Submitted Draft
- Final with Revisions
- Revisions Second Round

BFF App Job Alert

Job Alert User Flow



1. SMART PHONE VIEW

User looks at smart Phone



1. ALERT

User sees alert on smart phone



1. SPLASH PAGE

Opportunity to display a splash screen.

Splash screen appears momentarily with subtle animation. It displays ANN INC. branding, BFF app name and tagline. App content loads as a background process. User may see a "loading" icon.



2. HOME PAGE SCREEN

User sees an alert over the saved items widget in the top right hand corner of the screen.

The icon for the Job Alert needs to be created.

Job Alert User Flow



3. TAP ON Saved Items Widget

The user taps on the saved items widget.



4. SAVED LANDING SCREEN

The user is taken to the saved landing screen.



5. TAP ON JOB ALERT

The user taps on the job alert.

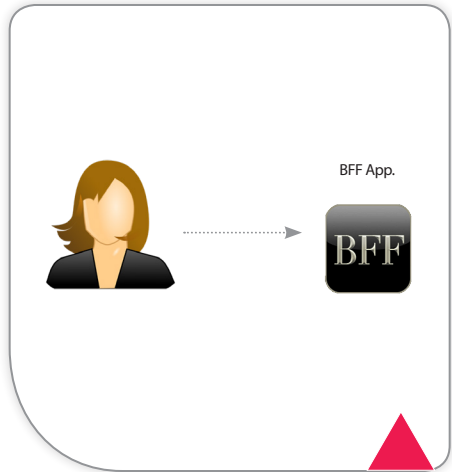


6. JOB DESCRIPTION

The user is taken to the job description screen and the alert disappears.

Camera

Camera User Flow



1. APP LAUNCH
User launches App.



2. SPLASH PAGE
Opportunity to display a splash screen.
Splash screen appears momentarily with subtle animation. It displays ANN INC. branding, BFF app name and tagline. App content loads as a background process. User may see a "loading" icon.



3. HOME PAGE SCREEN
User lands on the main page which serves as a landing screen for the apps different areas which are: Trends, Mantras, News and Careers.
In addition, there is navigation for the different main sections as well as Settings and My BFF (where users can save favorited items).
Lastly, there is a camera that enables the user to take pictures and upload them to Instagram and the Trends section.
This camera is device functionality. It needs to be created.



4. TAP ON CAMERA
The user taps on the camera widget, which is an in app widget, to either take or use a photo from their smart phone's photo library.

Key

-  BFF App
-  Device
-  Instagram

Camera User Flow



5. CHECK FOR INSTAGRAM

Smart phone detects whether or not the user has an Instagram account. If they do not, they are directed to the app store.

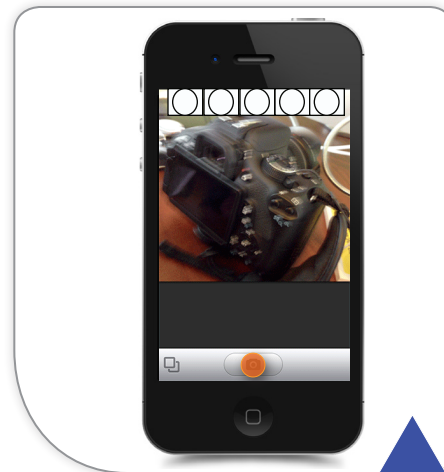
The app store opens to Instagram for the user to download the app. The user must manually return to app.



6. USER CHOOSES TO UPLOAD OR TAKE PHOTO

User chooses to upload or take a photo.

This step calls up either the camera or library.



7. TAKE PHOTO

The user has the option to take a photo. They have the option to take a photo with an image in front of them or to take an image of themselves by rotating the camera.

The ability to take a photo needs to be built.

The following widgets are on this screen:

1. Take Photo button
2. Cancel button
3. Ability to take your photo button
4. Flash button
5. Grid Lines button



8. CHOOSE PHOTO FROM LIBRARY

The user has the option to choose a photo from their smart phone's photo library. The icons within the user's smart phone are displayed.

The library is native to the user's smart phone.

Key

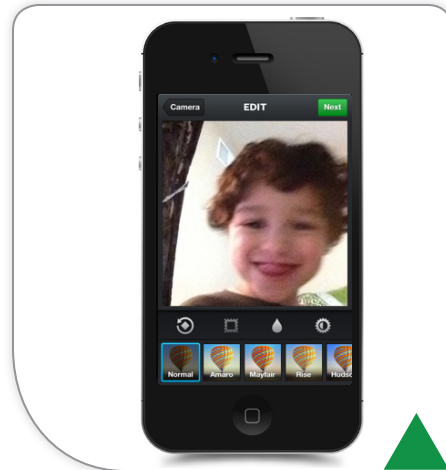
-  BFF App
-  Device
-  Instagram

Camera User Flow



9. USER CONFIRMS PHOTO

User confirms that they want to use this photo.



10. FILTERS

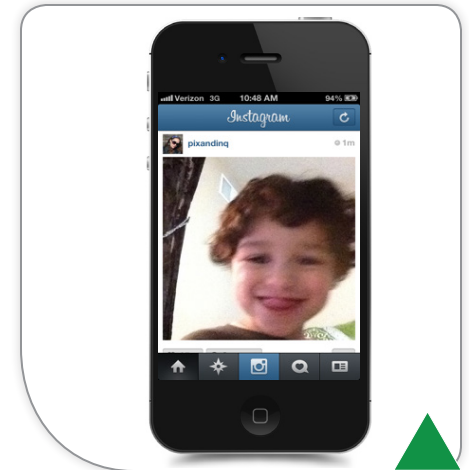
The user can then utilize Instagram's filters (external API) to alter their photo.

This screen contains both a cancel and a save button.



11. UPLOAD

Once the user is satisfied with their image, they tap on the "Save" button. This is built into the BFF app's API.



12. SAVE TO INSTAGRAM

Once the save button is tapped, the Instagram screen pops up that allows the user to enter text about the image as well as a button to post their image.

This screen contains two buttons. One to cancel and the other to post.

This functionality calls Instagram and is an external API.

Key

-  BFF App
-  Device
-  Instagram

Camera User Flow



13. INSTAGRAM ACCOUNT

Photo is dropped into Instagram account inside the Instagram app. User has to navigate back to the BFF app manually.

Key

-  BFF App
-  Device
-  Instagram

User Flows

Home Page (0.0)



Components

1. Settings navigational widget is displayed only on Home Page (0.0)
2. Camera widget. Refer to user functionality flow chapter.
3. My BFF (Saved) navigational widget.
4. On Home Page, there are modules that are tappable to go into the landing pages for Mantras, Trends, News and Careers.
5. Consistent navigation that remains in absolute positioning regardless of page is intended to scroll or not.

In camera mode, the user does not see the navigation.

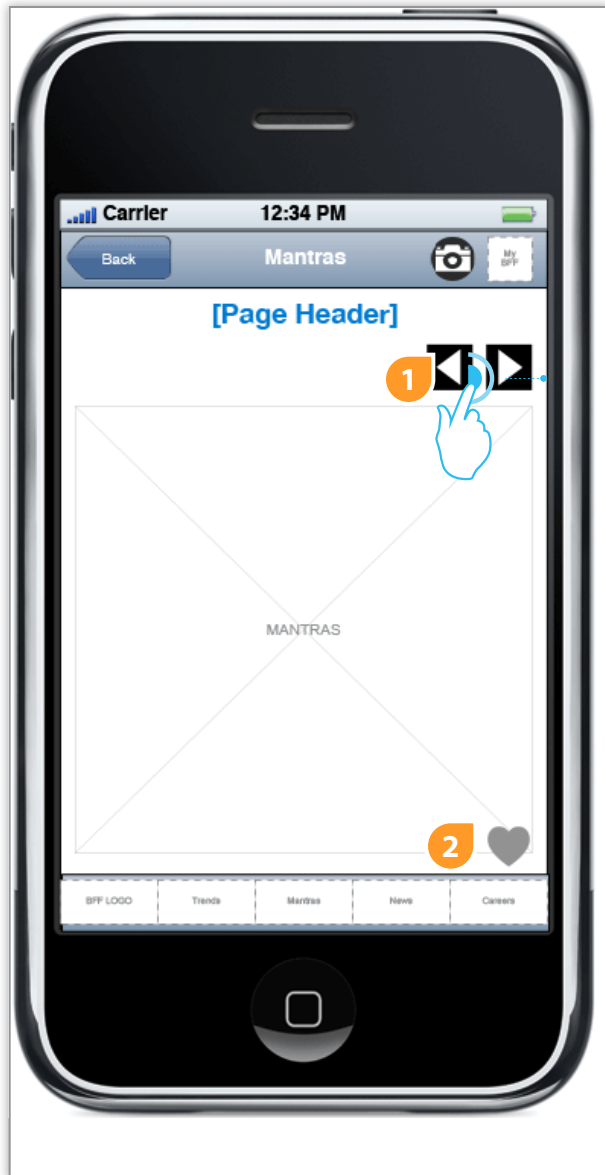
The Home Page screen pulls in the following content:

- Most recent Trends image
- Most recent News information image
- Most recent Career information image

The Home Page screen displays the following in app content

- Most recent Mantra

Mantras (1.0)



Components

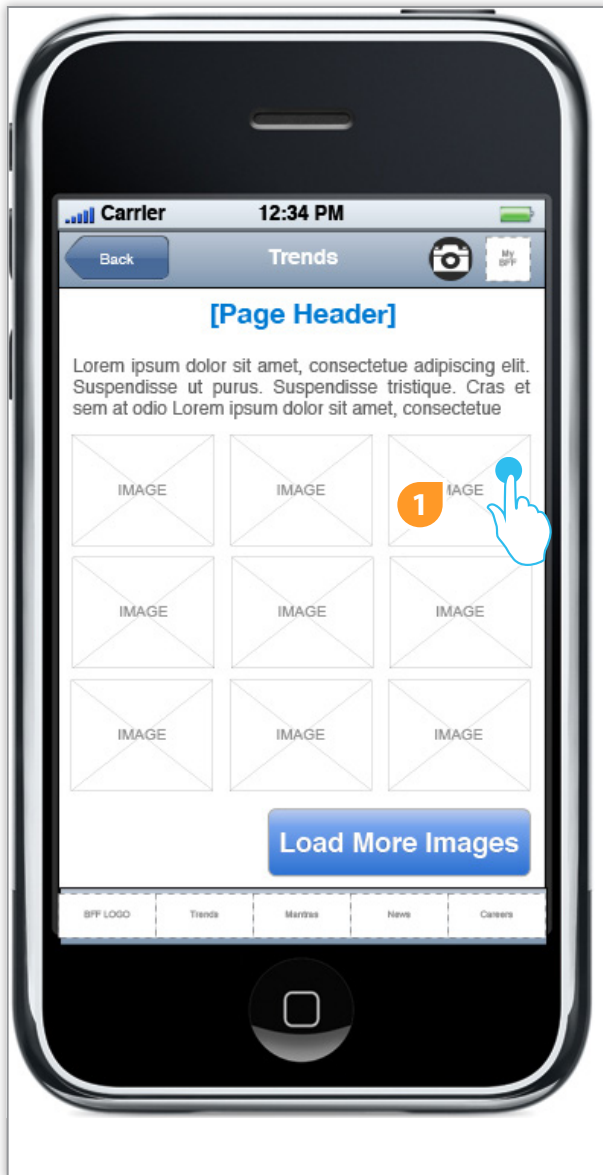
1. Mantras are swiped left to right within a carousel. Today's Mantra is displayed first, allowing user to only swipe left to advance screen. Thereafter user can swipe left or right through mantras. Carousel consists of 30 images.

2. Mantras can be saved to My BFF section. There is no mantra landing page so the mantra copy is saved onto the My BFF (saved) page

The unique aspect of the Mantras section is that it is both a 'Landing Page' and a 'Detail Page'.

The Mantras are in app and are not pulled from the CMS.

Trends (2.0)



Components

1. Tapping on an image will take the user to a detail page.
2. Trends are swiped left to right.
3. User can "Like" to Instagram, save to favorites or share.
4. User can read comments or add their own comment. (*refer to page 16)

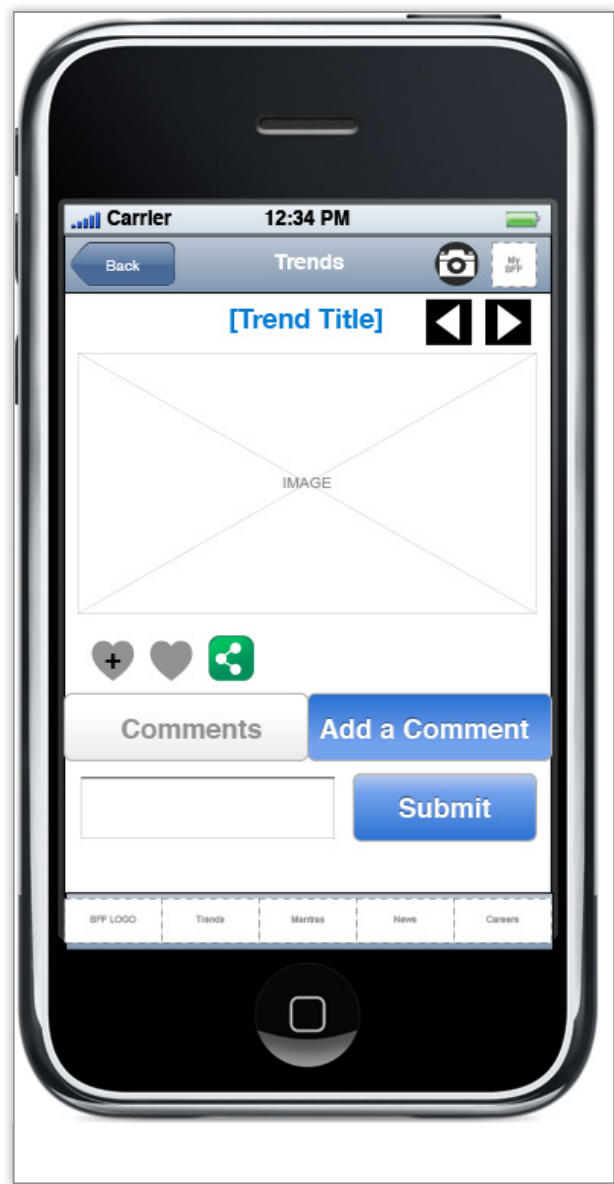
Only 20 images at once are displayed until the user chooses to reload.

If the user taps on the Instagram "Like" button, it increases both here and on Instagram dynamically.

The Trends section is pulled from an external CMS (Instagram). Images, related captions and number of Facebook likes are pulled in.

If the user is not connected to the internet, an error of "no connection" is displayed. The cached icons are displayed. If the user taps on an icon, the error message is displayed.

Trends (2.0)



Share Functionality (2.X, 3.1.X, 3.2.X, 4.5.X)



Components

1. If the Shared button is tapped, the Share Overlay appears. This appears on the following pages:

Trends Detail Page (2.X)

News Detail Page (T3.1.X and T3.2.X)

Jobs Detail Page (4.5.X)

Trends Detail page includes Facebook, Twitter, Pinterest, Instagram, LinkedIn and the ability to email.

News Detail page and Jobs Detail page includes the above except for Pinterest and Instagram.

2. When the user taps on the widget they get an in-app browser populated link to share. Depending on which share the user selects, the page may require a log in.

The ability to Share is an external function from the app.

If the user is not connected to the internet, an error of "no connection" is displayed.

* Note, preference is given to social media widget instead of in-browser sign up

News (3.0)



Components

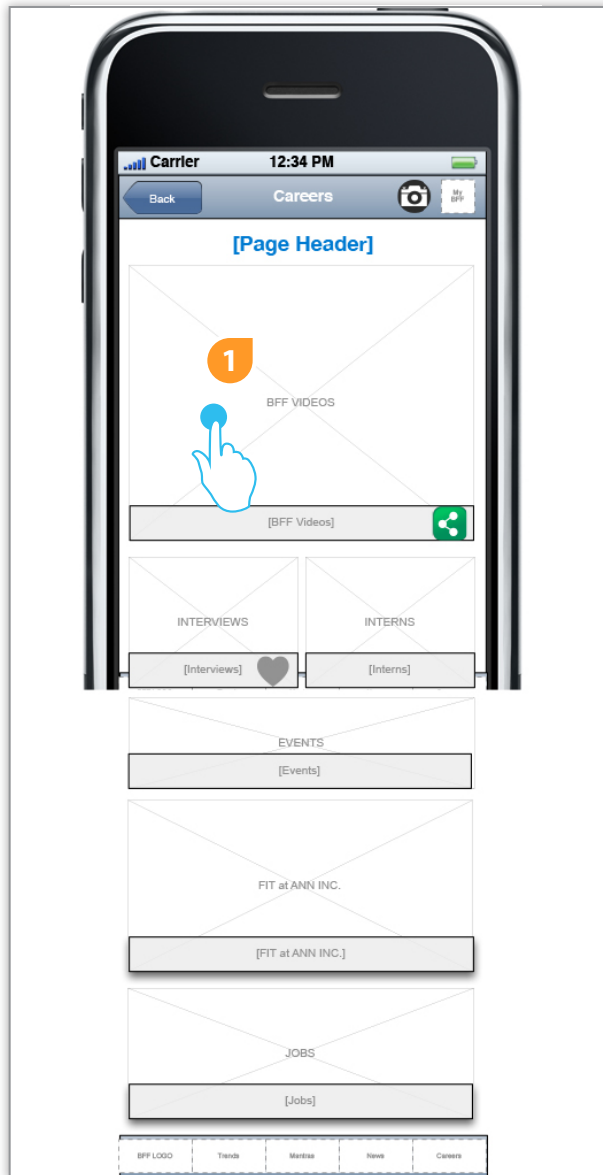
1. The Fashion and Careers News sections are filtered by a toggle button that is tapped in order to filter.
2. The navigation bars take the users to a detail page.
3. In order to refresh the screen, the user pulls down the screen to refresh and expose any recent RSS feeds.
4. The News section is pulled from an external RSS feed.

News items include: Image, article title, author, source and possibly a date

If the user is not connected to the internet, an error of “no connection” is displayed. Cached RSS feeds are displayed. Detailed page is not displayed.

This page will require a “refresh” transition widget.

Careers (4.0)



Components

1. The Careers landing screen functions the same way as the Home Page screen with the following modules:

- BFF Videos
- Interviews
- Interns
- Events (which will not be visible unless there is an Event)
- FIT for ANN INC.
- Jobs

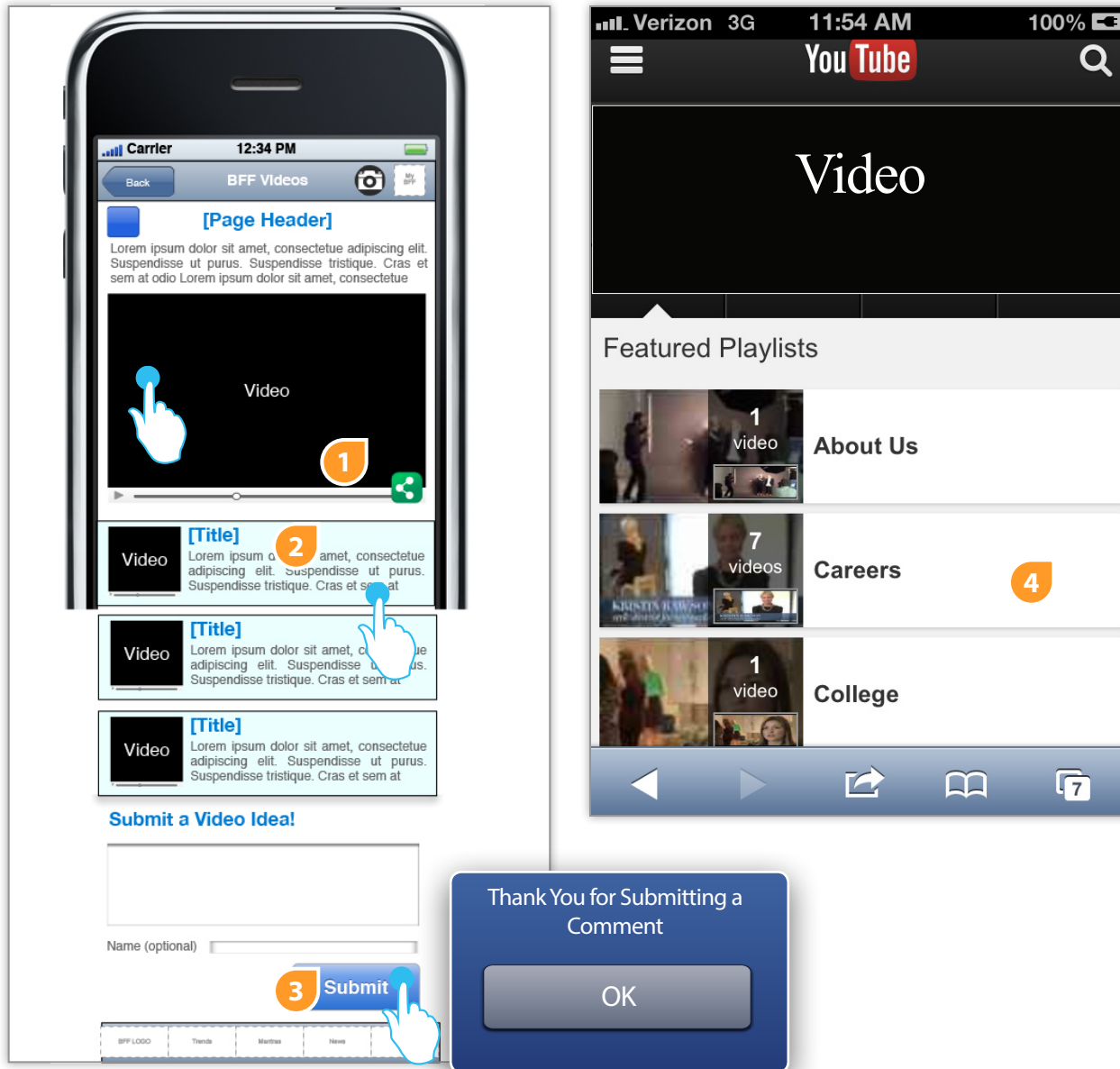
The Careers Landing screen pulls in the following content:

- Most recent BFF Videos image
- Most recent Event information image
- Most recent job information image

The Careers Landing screen displays the following in app content

- Most recent interview
- Most recent Intern information
- Most recent FIT for ANN INC. information

BFF Videos (4.1)



Components

1. The embedded video can play within the screen or appear full screen and operates with the same functionality as YouTube.
2. The navigation bars send the user to a video housed in YouTube.
3. The user has the ability to submit a video idea. Upon tapping the "Submit" button, the user sees a "Thank You" screen.
4. The user can see the full screen video within the BFF app wrapper.

The embedded video lives in app. The navigation bars pull in content from an external CMS (YouTube). The video image and related description are pulled in.

If the user is not connected to the internet, an error of "no connection" is displayed if they tap on any navigation bar. No new videos are displayed in the video list, only cached displayed navigation bars.

The wireframe represents in app and the YouTube screenshot represents leaving app to go to YouTube.

* Video controls will be TBD from developers (Casa)

Careers Navigation (4.1, 4.2, 4.3, 4.4, 4.5, 4.2.X)



Components

1. The Careers navigation bar is a shelf that pushes out once tapped and pushes the content to the right. The links include:

- BFF Videos
- Interviews
- Interns
- About ANN INC.
- Jobs

Interviews (4.2)



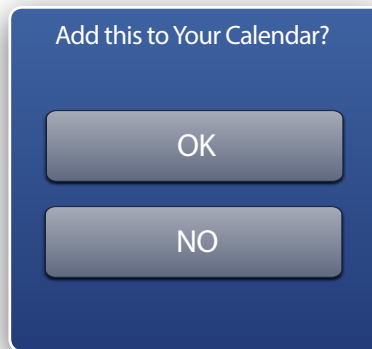
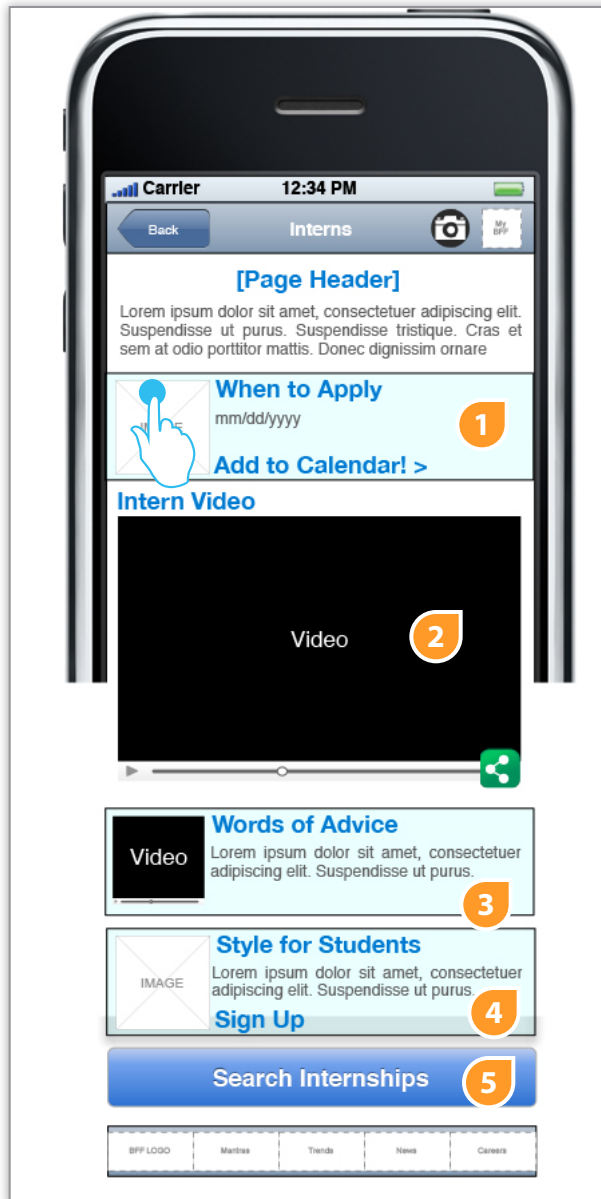
Components

1. Navigation bar to take user to detail page.
2. Comment on Interview and the ability to add a comment widget. Upon tapping the "Submit" button, the user sees a "Thank You" screen.

The comments are local to the app.

If the user is not connected to the internet, an error of "no connection" is displayed if they try to submit their comment.

Interns (4.3)



Components

1. The “When to Apply” navigation bar offers a pop-up window to add the “When to Apply” deadline to the user’s smart phone’s calendar. This comes from the Careers site API.
2. The “Intern Video” has the same functionality as the embedded “BFF Video.”
3. “Words of Advice” directs the user to the YouTube where it lives the same way “BFF Videos” navigation bars do.
4. “Style for Students” navigation bar sends the user to <http://www.anntaylor.com/womens/style-for-students.shtml>.
5. The “Search Internships” navigation bar takes the user to the filtered Job Blaster search for internships.

The following information on the Interns screen lives in app

- “When to Apply”
- Intern Video
- “Style for Students” (directs user to URL)
- Search Internships (directs user to Job Blaster (4.5) filtered search for internships)

The following is pulled from an CMS (YouTube):

- “Words of Advice.”

If the user is not connected to the internet, an error of “no connection” is displayed if they tap on “Words of Advice,” “Style for Students” or

FIT at ANN INC. (4.4)



Components

1. The Follow Us section widgets allow the user to tap on the icons (and go into in app browser) and follow the user on the following:

- Facebook
- Twitter
- Pinterest
- Instagram
- LinkedIn

2. The “Events” navigation bar takes the user to the Events module on Facebook.

3. The links take the user to the perspective web pages.

The “About” screen’s main copy content lives in app.

The Social widgets take the user to an external website and is controlled by the related external website.

The Events navigation bar takes the user to an external URL (Facebook module). Image and related description is pulled in.

The Jobs widget takes the user to the Job Blaster (in app).

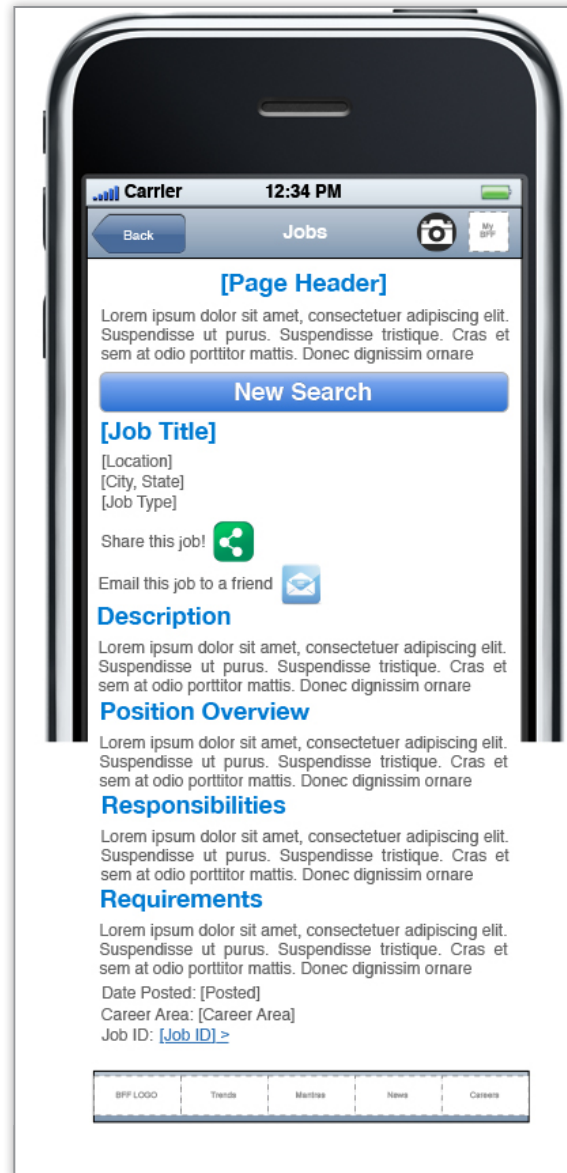
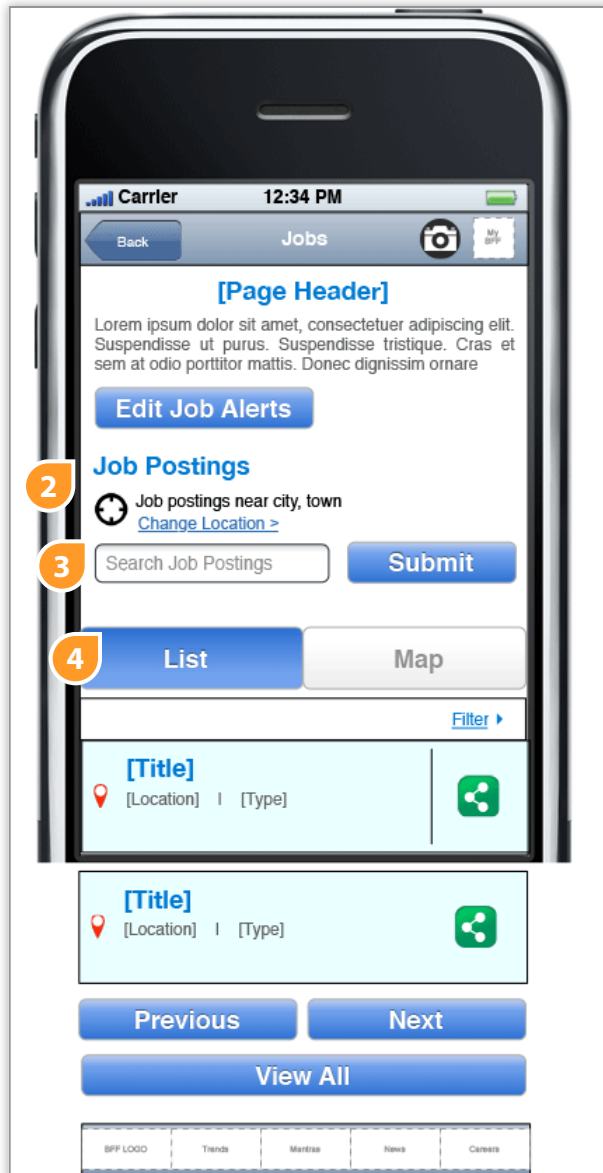
The website buttons take the user to the related external website.

If the user is not connected to the internet, an error of “no connection” is displayed if they tap on any button/widget on this screen.

The following items can be pulled in from the Facebook module. Kelly will need to decide what items will be pulled in.

- ID
- Owner
- Event Name
- Description
- Start Time
- End Time
- Location
- Venue
- Privacy (is it visible?)
- Updated Time
- Picture
- Ticket URL

Jobs (4.5)



Components

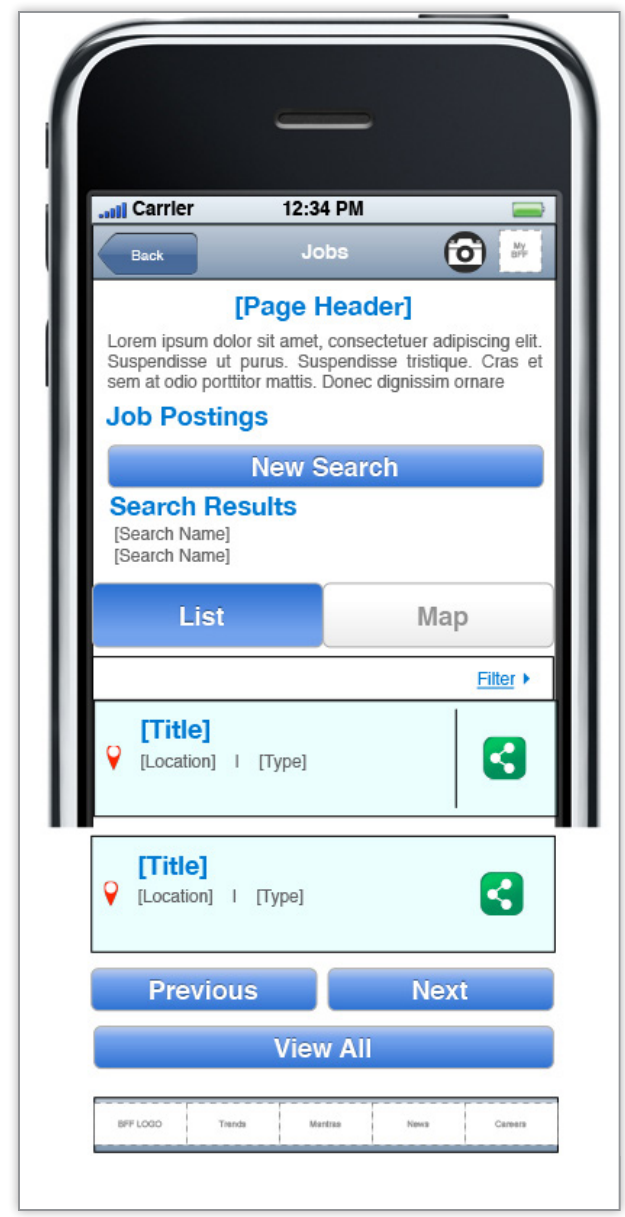
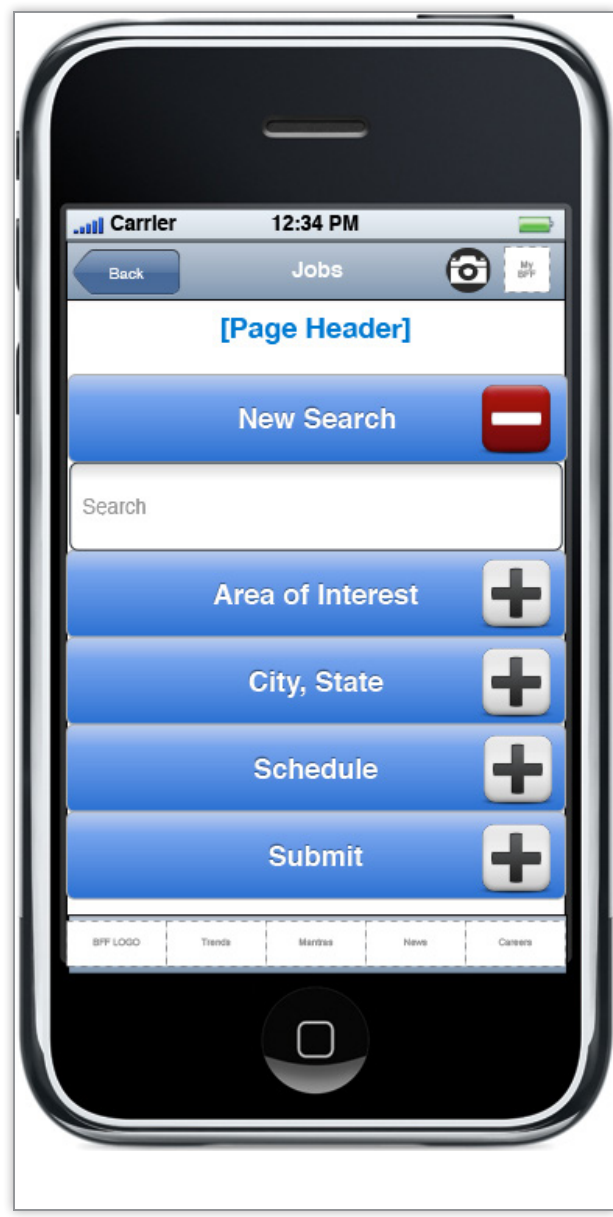
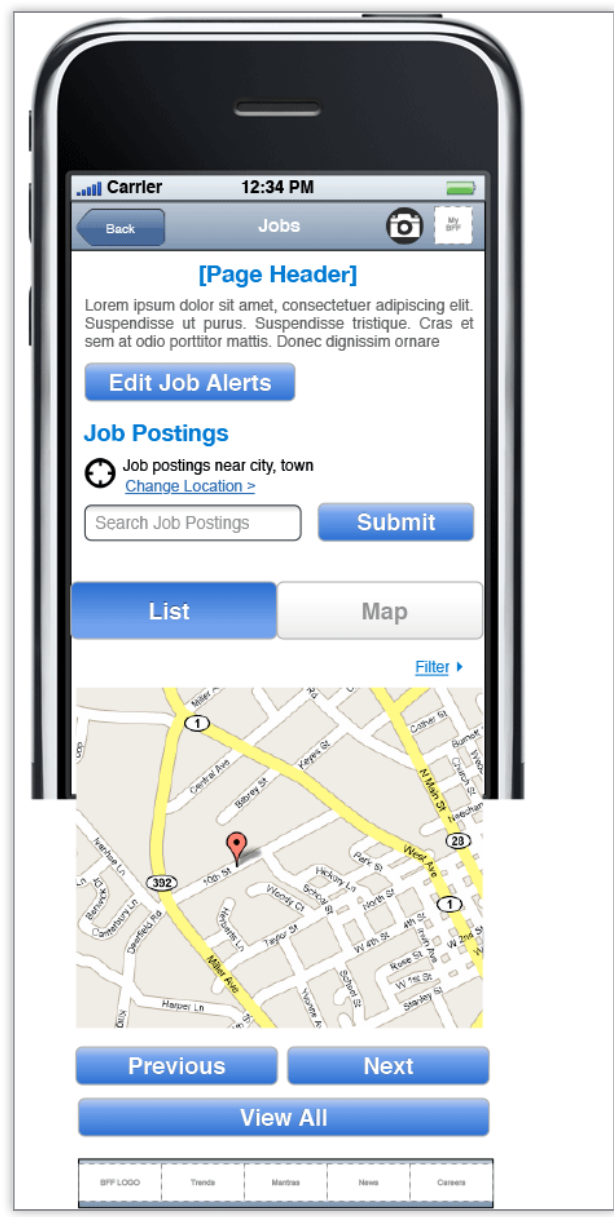
1. The user can edit their desired job alerts
2. If the user did not answer yes to allowing the app to access their GPS location when first logging in, the location will be NYC, NY unless the user prompts the app to change the location. This is the same as Job Blaster.
3. The user can search job postings. This is the same as Job Blaster.
4. The user can see a "List" or "Map" view. This is the same as Job Blaster.

The Job Blaster is pulled in from an external source (the ANN INC. careers website). All related content is being pulled in. Additional screen views are on page 26.

If the user is not connected to the internet, an error of "no connection" is displayed.

The browser can be skinned, but the Job Blaster features can not be changed.

Jobs (4.5)



My BFF (5.0)



Components

1. The navigation system works the same as the “Careers Shelf” navigation. However, each link is an anchor tag. Refer to annotation #3. The following is the navigation items in this section:

- Job Alerts (direct to Job page)
- Saved Trends (The user’s and Favorited)
- Saved Mantras (Displayed in screen)
- Saved News (Directed to in app browser)
- Saved Interviews (Interview detail page)
- Saved Jobs ((Job detail page)
- User Settings
- Job Alert Settings

If there are no saved items in a section, there is an alert statement stating that there are no saved items in the section.

The following content is pulled in from an external source:

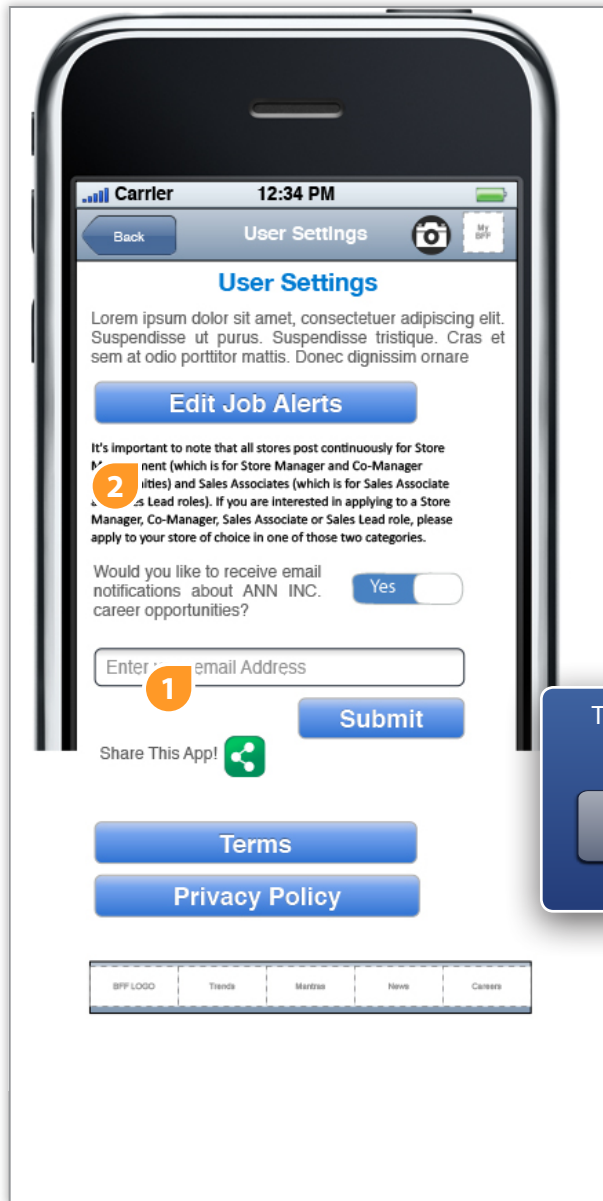
- Job Alerts
- Saved Trends
- Saved News
- Saved Jobs

The following content lives in app:

- Saved Mantras
- Saved Interviews
- Settings

If the user is not connected to the internet, an error of “no connection” is displayed. depending

User Settings (6.0)



Thank-you For Submitting
Your Email Address!

OK

Components

1. The User Settings page allows for the user to receive prompts via in app push alerts and email. Prompts are asked when user signs up for an account. This includes:

- Email notifications

2. Link to go to the "Edit Job Alerts" screen

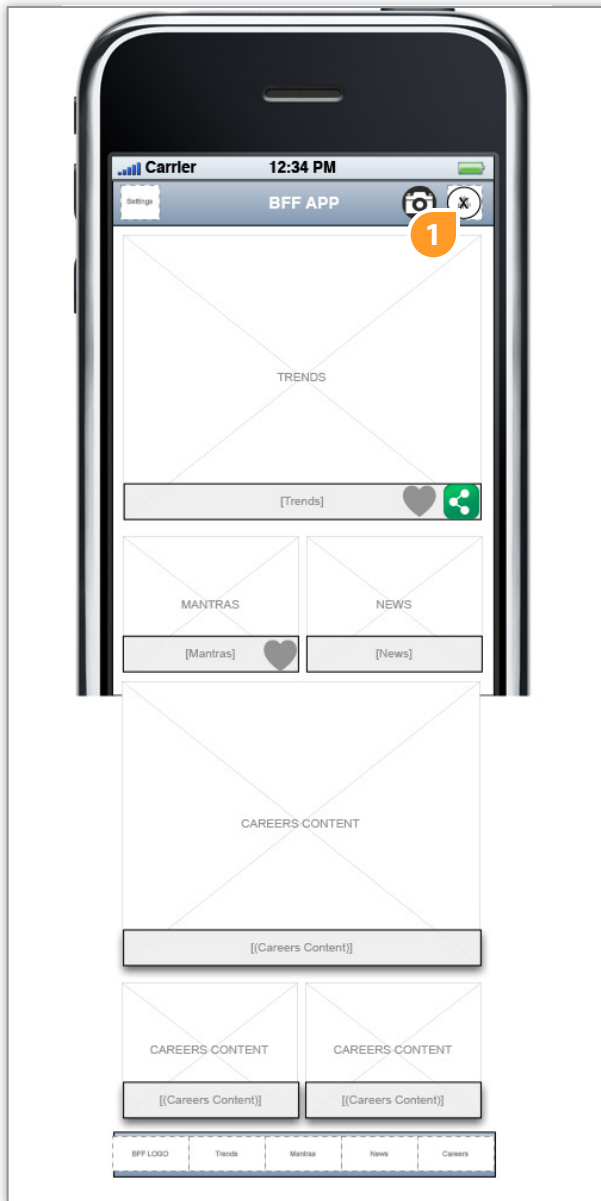
A third prompt for the user upon initial download is if they would like to allow GPS to access their phone.

The user can opt in for emails on this screen as well as opt out. In addition, the user can opt out of emails from the Email Unsubscribe button on every email that ANN INC. sends out.

User Settings content information lives in app.

If the user is not connected to the internet, an error of "no connection" is displayed if the user taps on "Terms" or "Privacy Policy."

Job Alerts (F2.0)



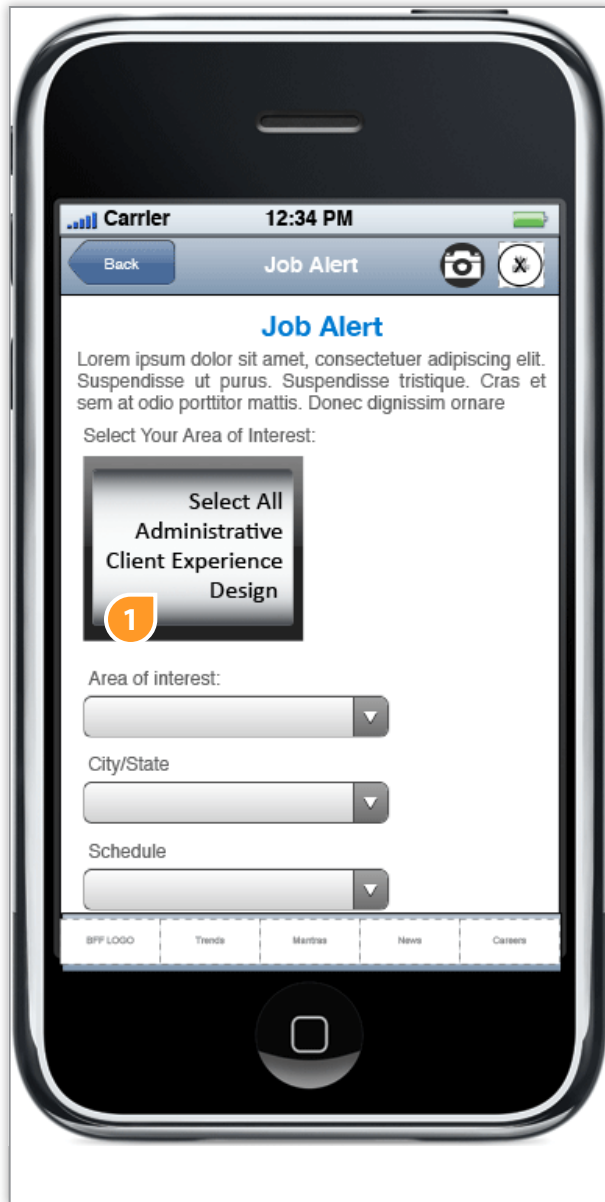
Components

1. When there are job alerts, the user sees a widget with a number for the total amount of job alerts displayed. Once the user taps on this widget, they go to the "My BFF" page and can see the job alerts.

Once tapped, the alert number is removed from widget.

The Alert is pulled from an external source (Job Blaster). This actual alert is device functionality. It is not be displayed if the user is not connected to the internet.

Job Alerts (7.0)



Components

1. To select a job interest, user taps on the job. To deselect, they tap on the job again. These are only corporate jobs. Refer to page 31.

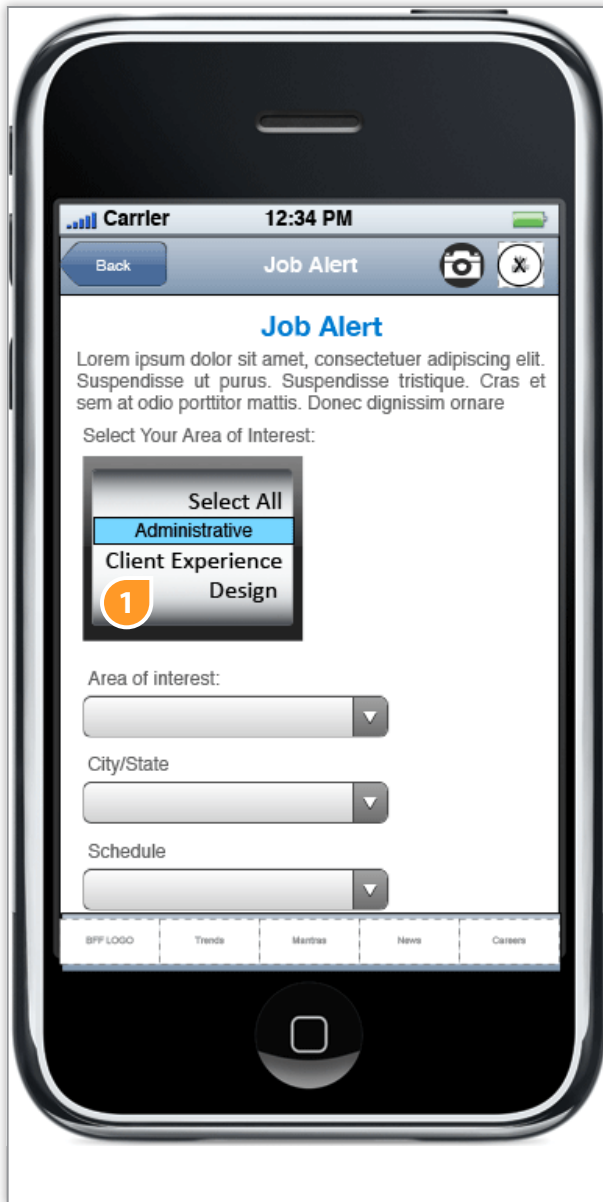
The following is the entire list of job notifications:

- * Administrative
- * Client Experience
- * Design
- * District Management
- * E-Commerce
- * Executive
- * Facilities
- * Finance
- * General Interest
- * Graphic Design
- * Human Resources
- * Information Services
- * Internal Audit
- * Internships
- * Legal
- * Logistics/Distribution
- * Loss Prevention
- * Marketing
- * Merchandising
- * Planning and Allocation
- * Procurement
- * Product Development
- * Real Estate, Purchasing, Construction
- * Sourcing, Production, QC, Technical Design
- * Strategic Operations

This screen needs to allow a user to save/edit/delete saved items.

Suggestion is to have a bank of added entries with editable fields.

Job Alert (7.0)



Components

1. To select a job interest, user taps on the job. To deselect, they tap on the job again. Refer to page 30.

App Prompts

App Prompts



Initial Prompts

The following are initial app prompts

1. Would you like to receive email notifications about ANN INC. career opportunities?

Trends Camera Prompts

The following are trends camera app prompts

1. Instagram needs to be downloaded
2. Access photos in library

No Internet Connectivity Prompts

The following are no internet connectivity app prompts

1. No internet connectivity

Intern Prompts

The following are intern app prompts

1. Access your calendar

Job Blaster Prompts

The following are job blaster app prompts

1. Use your GPS

Occasional Alerts

The following are occasional alert app prompts

1. Rate this app
2. Share this app