#### 1. Header

• Phone Features (Signal Strength, Battery, etc...)

#### Search Bar 2.

- Prominent placing
- Results appear below search bar
- Search is fastest way to content

#### 3. Category Selector

- Implemented as a standard option object
- Clicking anywhere in the row reveals all available categories

#### 4. Sorting Toggles

• Tap-on / tap-off functionality

#### Main Content 5.

- Scrollable
- Changes based on content
- Default view could be alpha list of items, most recent, most popular, etc.

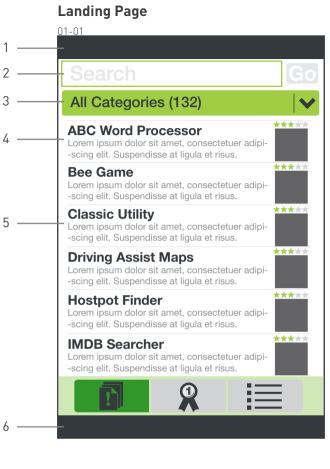
#### 6. Footer

Reserved for Nova OS

#### 7. Transition Effect

• While categories are revealed, 'down arrow' becomes 'up arrow' to return to the previous view without affecting any changes.

• Reveal of categories is animated (quick slide downwards/upwards).



5

**Begin state** In transition 01-03 01-02 01-04 All Categories (132) All Categories (132) ABC Word Processor Business (23) Development (19) Bee Game ABC Word Processor Classic Utility Bee Game Driving Assist Maps Classic Utility Hotspot Finder Driving Assist Maps IMDB Searcher Hotspot Finder Bee Game categories animate all categories sliding down revealed 01-05 ABC / List View Top Rated



#### **Available categories**



#### Example icons for sorting applications

Header

 Phone Features (Signal, etc...)

#### 2. Screenshot

• One screenshot is 'primary' and is larger than the other two.

## 3. Extra Screenshots

• Up to 3 total

#### 4. User Comments

• Expands to show comments.

## 5. Footer

#### 6. Date added & version number

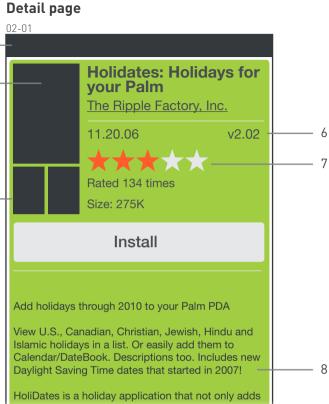
## 7. Rating

• Star Rating System shows collective ratings or user's own rating if there is one (similar to netflix.com)

### 8. Description & Tags

• Tags and categories are labeled beneath the description. Apps can be seeded with categories, and users can add their own tags.

• Description & tags can expand.



2

3 —

5

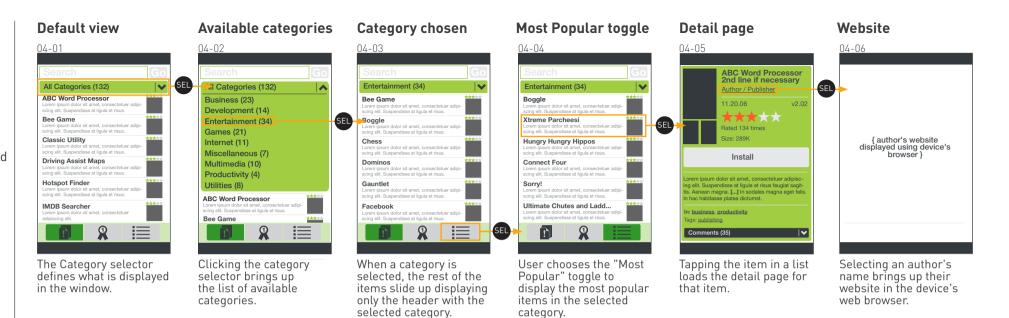
holidays to your Palm OS device, but allows you to see upcoming, past and distant future holidays ap

sion directly on top of your current version. It uses the same unlock key as previously provided. In: <u>business</u>, <u>productivity</u> Tags: <u>publishing</u>, <u>calendar</u>, <u>work</u>

Comments (35)

✓

• Changing the category should have no effect on the sort method. For instance, if a user sorts by Most Popular, and then changes the category from "All" to "Entertainment" they would see all the entertainment applications sorted by Most Popular.



#### Empty list view



available in a particular category / filter, a message indicates this.

- If comments are to be moderated or if there is a delay between when they're posted to when they appear, the user interface should reflect this.
- Users will have the option of posting comments anonymously (05-03).
- Screens 05-02 thru 05-05 include actual comments taken from currently available applications. The size of these comments (and of the Lorem Ipsum text used elsewhere in this document) is typical of most of the other comments, so this appears to be a good indicator of relative size.
- Users can only comment one time on a given app. If they tap "add comment" when they've already commented, their previous comment will appear and they will be able to edit it. A duplicate will not be created.
- A button to "Add a comment" appears at the top of the comments list.

#### Detail page

ABC Word Processor

2nd line if necessary

Author / Publisher

Rated 134 times

Install

orem ipsum dolor sit amet, consectetuer adipisc o elit. Suspendisse at ligula et risus feugiat sagil

s. Aenean magna. [...] In sodales magna eget felis

The comments appear

near the bottom of the

No comments

hac habitasse platea dictumst

n: business. productivity

Tags: publishing

Comments (35)

detail page.

1.20.06

ize: 289K

05-01

Scrolling comments

Add a Comment

Junk. Why should I have to pay 24.95 to put mp3

my phone. Other cell phones already have

hat option. The songs to download are not the

eal songs. It's to hard to put mp3's on there. Yo

n't hear the mp3 very well. I missed several

calls. I put the regular ring back on so I could he

I wasted my money. I don't even use it

his is exactly what I needed to use MP3

The contents bar

expands downward to

reveal all comments.

The rest of the page is

pushed up out of view.

Add new comment

ingtones. I have no issue with volume unless m

urst. Seriously it is a great program and worth

05-02

Comments (35)

Full Name

\*\*\*\*

\*\*\*\*

ull Name

SEL

#### Add new comment

05-03

SEL

SEL

10.05.0

10.02.07

Comments (35)

Add a Comment

\*\*\*\*

Post anonymously

Full Name

loads.

++++

Cancel Add

real songs. It's to hard to put mp3's on there. Yo

. I wasted my money. I don't even use it.

On the Add Comment

screen the user can rate

the application and give

comments. If the user

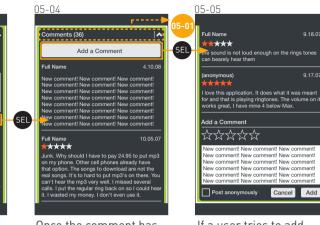
has already rated the

app, that rating is pre-

populated when the page

Comment is added

#### Edit comment



Once the comment has been posted, it appears at the top of the list. If no rating is given, no rating is displayed. If a user tries to add a new comment when they've already added a comment, their previous comment appears and they are free to edit it.

05-07 05-06 ABC Word Processor No comments, add yours now 2nd line if necessary Author / Publisher Add a Comment \*\*\*\* 1.20.06  $\star\star\star\star\star$ Rated 134 times : 289K Install Post anonymously prem ipsum dolor sit amet, consectetuer adipiso g elit. Suspendisse at ligula et risus feugiat sagi . Aenean magna. [...] In sodales magna eget felis hac habitasse platea dictumst n: business, productivity No comments, add yours now SEL |♥ If there are no comments

on an app, the user is prompted to add a comment.

On the Add Comment screen the user can rate the application and give comments.

Cancel Add

#### 1. Title Area

#### 2. Search bar

#### 3. Featured Applications

- 2 featured apps chosen by Palm
- Featured apps can shuffle based on search results or category views.

#### 4. Rating

• Green stars indicate group ratings, Orange stars are personal ratings.

#### 5. List area

• Applications appear in a 3x4 grid. If there are no applications in a given view, a message indicating there are no applications to display appears instead.

#### 6. "Add" button

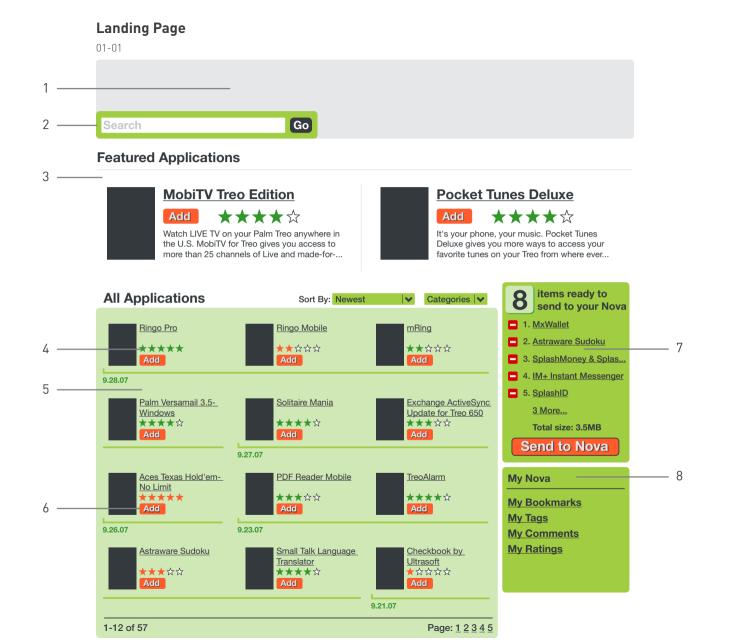
• Adds items to the queue.

#### 7. Queue

- Displays the number of apps ready to be pushed to your device.
- 'Send to Nova' sends apps directly to the device.

### 8. My Nova (working title)

- Bookmarks: A list of apps.
- My Tags: Tag management
- My Comments: All comments you've made.
- My Ratings: All items you've rated.



#### 1. Rollover Effect

• Displays on top of background content

• Item being rolled over also exhibits a subtle background highlight

• Rollover should display the first portion of the description, but probably won't have enough room to display the entire description. It should be enough to know whether to click on the title to go to the detail page.

#### Landing Page with Rollover

Add

Astraware Sudoku

**★★★**☆☆

Add

9.26.07

1-12 of 57

02-01 Go Search **Featured Applications MobiTV Treo Edition Pocket Tunes Deluxe** \*\*\*\*\* \*\*\*\*\* Add Add Watch LIVE TV on your Palm Treo anywhere in It's your phone, your music. Pocket Tunes the U.S. MobiTV for Treo gives you access to Deluxe gives you more ways to access your more than 25 channels of Live and made-for-.. favorite tunes on your Treo from where ever.. 8 items ready to send to your Nova **All Applications** Sort By: Newest ✓ Categories ✓ **Ringo Pro 1**. MxWallet Ringo Pro mRing Bring your Treo 2. Astraware Sudoku ringtones to life -\*\*\*\*\* \*\*\*\* Add Add 3. SplashMoney & Splas.. MP3 ringtones and personal ringtones 4. IM+ Instant Messenger 9.28.07 and pictures for 5. SplashID friends and caller Palm Versamail Exchange ActiveSync Ringo Pro for Treo 3 More... Update for Treo 650 Windows \*\*\*\*\* \*\*\*\* offers: Total size: 3.5MB Add amazing MP3 ringtones to Add Add vour Treo Send to Nova Set personal ringtones and pictures Set personal message tones for.. Aces Texas Hold TreoAlarm My Nova cool, fun, addicting, puzzle, No Limit **★★★**★☆ time\_waster \*\*\*\*

Add

Small Talk Language

Translator

Add

\*\*\*\*

9.23.07

Add

Ultrasoft

Add

9.21.07

\*\*\*\*

Checkbook by

Page: 1 2 3 4 5

**My Bookmarks** My Tags **My Comments** 

**My Ratings** 

#### 1. Date & Version

• Applications are presented with a stamp of their most recent update

#### 2. Screenshot Thumbnails

• Clicking on the screenshots (any of them) will display a full-resolution version in a pop-up window which can be dismissed.

#### 3. Category & Show All Buttons

• While viewing a detail page, these buttons will take you back to the list view.

• 'Show All' returns to the list view with no category selected and the last-used sort method applied.

• 'Categories' displays the Category pop-up and after a choice has been made takes the user to the list view with that category selected, sorted in the last-used sort method.

#### 4. User Comments

• User comments are presented with partial descriptions, username (if available) or some other kind of identifying moniker, and the rating given by that person.

#### **Detail Page**

03-01

Search

2

Go





- Browsing mechanisms include:
  - + Page by page
  - + Categories

+ Sorting by newest, most

popular, alphabetical, or highest rated.

#### List view 04-01 All Applications so



Users can browse through various methods. They can browse page to page, by changing the category, or by changing the sort method.

# Browse to 3rd page



At the top is a pulldown for changing the category.

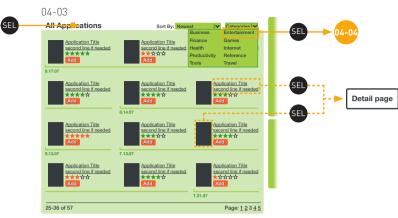
## Changing the sort method

SEL



When a new sort method is selected, the visible items are reordered as dictated by the chosen parameters.

#### Selecting a new category



When a new category is selected, only items in that category are displayed in the list view.

#### List reflects new sort method



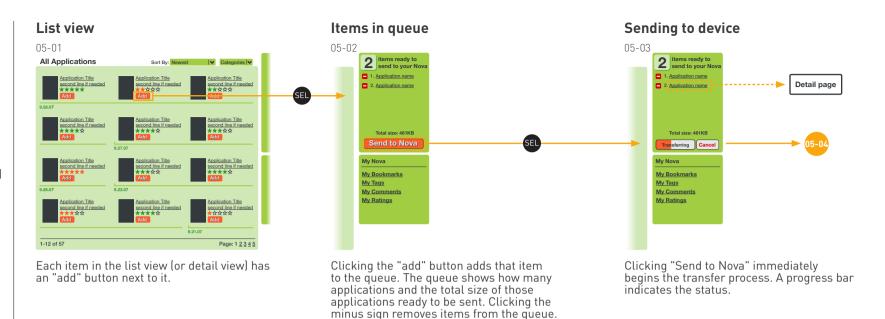
The sort method and category pulldowns can be used in conjunction to compound their effects for a more powerful browsing experience.

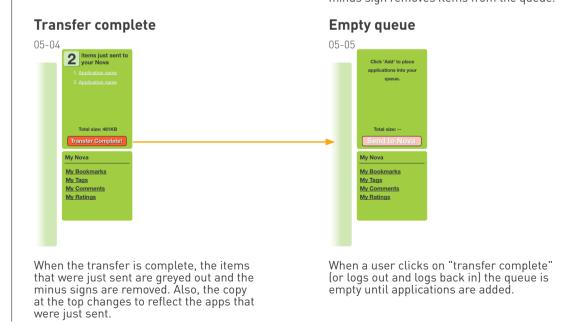
### List reflects new category



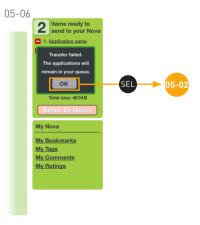
At the top is also a pulldown for changing the sort method.

- This design presumes that there is a one-step process for sending applications from the web to the device.
- If there is no noticeable lag in the 'send to Nova' process, this step (05-03) is skipped; the process would then continue with 05-04.



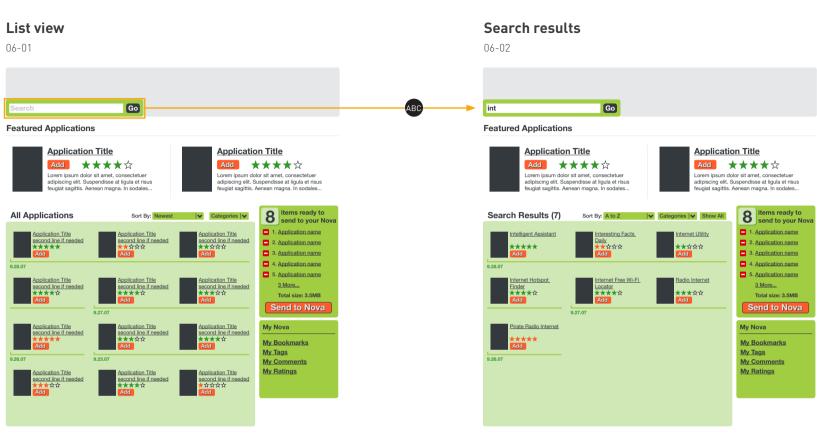


Transfer fails



If a transfer fails, a message appears and the applications remain in the queue.

- We are working under the assumption that Palm is coordinating the rules that define the search results
- These designs are only meant to show the framework within which the search results would appear given the overall page style.



The search bar is available on all pages for quick access to finding a parcticular application from anywhere.

As the user begins typing, the results appear in the main list area of the page. The "Show All" button clears the search results and displays the default list view again.

- This design assumes that comments • will not be subject to moderation or a significant delay for them to appear in the list of comments.
- This page uses real comments to approximate how the screen might look when it goes live.
- There will be an option to post • comment anonymously. If a user is not logged in, the comment will be posted anonymously by default.



abbreviated comments list that extends as far down as the description.

#### Add comments



at the top of the page with a field to enter a rating for the application. If a user has already rated the application, that rating will be pre-populated.

#### All Comments



Clicking 'Read all comments' displays all the comments in the main area of the page. If there more than about 10, the comments will be split onto multiple pages.

8.18.07

#### Save comments

\*\*\*\*\*



Users can save or cancel a comment they've entered as well as enter a rating for the application. There is also an option to post anonymously; which is checked automatically if the user is not logged in.

#### **Bottom of comments page**



Pagination links as well as a button to add new comments appear at both the top and bottom of comment lists.

#### New comments displayed

developer: Palm		Add Commen
1-20 of 35 Next		
New comment New comment comment New comment New New comment New comment	t New comment New	nent New comment New comme comment New comment New
Great product for my 755p. Us	sed the free trial version and paid the no voice training required. Just have t this product.	
Had an early version of this pr	that didn't work this version is y knee and swerving all over the road	
It's far from perfect. I would ha	★☆☆☆ ave been happy have a built in app I s with voice recognition even after pla	
playback showed distortion ar	nd announcements were too low volu not work with Bluetooth, so what's th	

When a comment is saved, it appears at the top of the list of comments.

• This design assumes that comments will not be subject to moderation or a significant delay for them to appear in the list of comments.

#### Detail page



On the detail page is displayed an abbreviated comments list (most recent perhaps)

#### Save comments

07-10	
Application Name Comments (34)	Show All
Author Name goes here	Add Comment
Add Comment	
Rating: $\star \star \star \star \star$	
Comments:	
New comment New co	comment New comment New
Post anonymously	XXX characters left
1-20 of 34 <u>Next</u>	
Username 大大大大 Lorem ipsum dölor at annak. consectetiver adipiucing alt. Suspendisse at ligula agittis, Arenei angana, in sodies magna siget felis, in hac habitase platea di sagittis, magna eget dignissim cursus, tellus augus ornare mauris, gravida tinci	ictumst. Sed auctor liet diam. Nulla
Username 大大大☆ Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse at ligula	9.29.07 et risus feugiat
llears can save or cancel a com	ment the

Users can save or cancel a comment they've entered as well as enter a rating for the application.

#### All Comments



Clicking 'Read all comments' displays all the comments in the main area of the page. If there more than about 20, the comments will be split onto multiple pages.

#### Comment failed to save



If there is an error trying to save the comment, a message appears alerting the user and allowing her to re-submit or cancel.

#### Single user view

07-09 A. Johnson's Comments (4) Show All 1-20 of 34 Next Treo Voice Dialing \*\*\*\* 9.16.07 Great product for my 755p. Used the free trial version and paid the one time fee for the full version. No problems with setup and no voice training required. Just have to learn to wait for beeps before speaking. Highly recommend this product Detail page Lorem ipsum golor sit amet, consectetuer adipiscing elit, Suspendisse at ligula et risus feugiat sagittis. Aenean magna. In sodales magna eget felis. In hac habitasse platea dictumst. Sed auctor sollicitudin dui. Quisque elit. Vivamus tristique varius dui. Duis hendrerit imperdiet diam. Nulla sagittis, magna eget dignissim cursus, tellus augue ornare mauris, gravida tincidunt dolor elit id nisi. Application Name 📩 📩 📩 🖄 7.17.07 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse at ligula et risus feugiat sagittis. Aenean magna. In sodales magna eget felis. In hac habitasse at liguia et nous Application Name 🔺 🛧 ☆ ☆ ☆ 7.11.07 orem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse at ligula et risus feugiat sagittis. Aenean magna. In sodales magna eget felis. In hac habitasse platea dictumst. Sed auctor sollicitudin dui, Quisque elit, Vivamus tristique varius dui, Duis hendrerit imperdiet diam, Nulla agittis, magna eget dignissim cursus, tellus augue ornare mauris, gravida tincidunt dolor elit id nisi. Allentesque habitant morbi tristique senectus et natus et malesuada fames ac turnis enestas Application Name 大会会会 7 10 07 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse at ligula et risus feugiat sagi

Clicking on a commenter's username will display all the comments made by that person in a single view. The username will appear at the top of the list.