ASOS xmas campaign

Wireframes ID numbers

User journey

Legend

- ☐ screen
- ☐ overlay
- ◇ user decision
- ⬡ system decision
- —— linked screens/ovelays
- ---- indicates logic link
- ⬭ external source

Flow

Preload (1) → *display latest media (by date/cms)*

Filter/change Collection (user decision)

Look finder (4) ← **Visualiser (2)** → **change skin**

Promo spotlight (10) → **asos.com/ external info**

Tastemaker spotlight (5)

Look spotlight (3)

Bag view (8)

Look remix #1 (6) — **Look info**

asos.com ecommerce

Saved items view (9)

Look remix #2
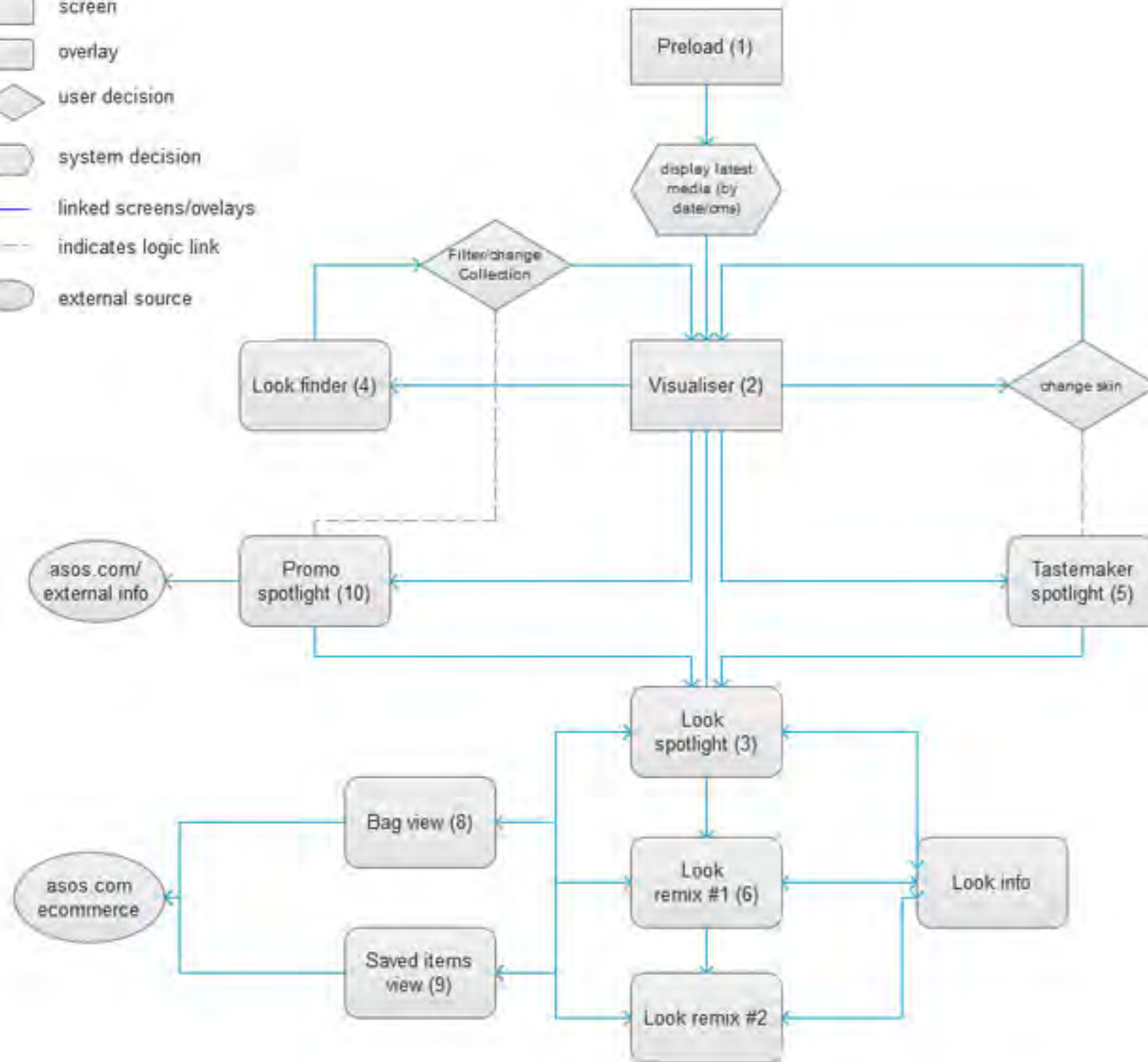
Persistent page elements

3 **4**

VIEW SAVED ITEMS (1) | FB | TW

6

Alexa's party playlist

Hells bells - AC/DC ▼ | Get ▶

🔊 | ◀◀ ▶ ▶▶

Annotations

1. Functionality to change the local - hyperlinks to the altermtive domain. ?DOMAINS?

2. ASOS logo - hyperlinked to ASOS.com

3. 'View saved items' button fires asos.com Saved items screen in a new tab/window. There is an index displayed when items are added from the visualiser. The item number is added to incrementally as items are added.

4. Share with Facebook/Twitter.

5. Subscribe link to ASOS.com subscription screens.
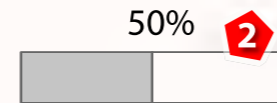
6. Audio player control. see page 7.

2

asos
discover fashion online

5

SUBSCR BE

1

CHOOSE REGION ▼

Preloader

Annotations

During preload messaging appears communicating the concept of the visualiser.

1. Blurb about visualiser.

2. Loading animation illustrating percentage loaded and associated figure.

3. User's location identified by IP and appropriate version is loaded. Message and functionality provided to prompt user to correct format if not appropriate. Dropdown links to appropriate domain.

Currently loading the ASOS Tastemaker xmas warm up sessions

50% **2**

Each week we release an xmas theme collection accompanied by a playlist from an ASOS tastemaker., so you can rock out & shop before you rock up to your xmas bash.. **1**

Collections
- Little black dress
- Jewellery
- Bordelle
- Action dresses

Tastemakers
- Alexa Chung
- tastemaker #2
- tastemaker #3
- tastemaker #4

We have identified you location as the UK. If this not correct please choose your locale:

CHOOSE REGION ▼ **3**

asos
discover fashion online
SUBSCR BE   CHOOSE REGION ▼

Project	ASOS XMAS PROJECT	
Version	1	Page	1
Author	Stuart Hopper	
STINKDIGITAL		

Visualiser

Alexa Chung

2 Alexa Chung 21.12.11 ▼

1

Alexa's party playlist

Hells bells - AC/DC ▼   Get ▶

🔊   ◀◀ ▶ ▶▶

3

+ Look finder

4

Alexa

6

5

Special offer

black dress
20% off

Annotations

By default current tastemaker & collection load however user can change either the collection, which alters the products displayed, or the tastemaker which switches the playlist & skin. A click on an active visualiser element fires a spotlight view, which follow a similar design but contain 3 types of content (4, 5, 6 here).

1. Audio control. See page 7.

2. 'Tastemaker' creative & skin/playlist switcher. When new tastemaker is selected the skin is updated and the playlist is changed. Tastemaker spotlight (see 4) & adverts (see 5) are updated. Week 1 – do not display switcher.

3. Expands look finder widget on click. See page 4.

4. Fires Tastemaker's spotlight view. See page 5. This element updates with skin switcher. 30 secs inactivity fires this screen.

5. Special offer/promo spotlight. CMS enabled? Display logic could be linked to tastemaker or collection. See page 10

6. Standard spotlight - See page 3

asos discover fashion online

SUBSCR BE   CHOOSE REGION ▼

Project	ASOS XMAS PROJECT	
Version	1	Page 2
Author	Stuart Hopper	
STINKDIGITAL		

VIEW SAVED ITEMS (1)   FB   TW

Alexa Chung

Alexa Chung 21.12.11 ▼

Alexa's party playlist

Hells bells - AC/DC ▼   Get ▶

◀◀ ▶ ▶▶   **1**

+ Look finder

6 👍 Like   FB   TW   **7**

X

look_name

£139.00   **4**

Look_blurb lorem ipsum
dolor sit amet lorem

SAVE   **5**

REMIX LOOK ◀   **3**

2

▶ REMIX LOOK   exa

Special
offer

black dress
20% off

Annotations

The standard 'look' overlay triggered by clicking a standard active Look element in the visualiser. Background greys out when this view is fired.

1. Any click outside active area or click on 'X' closes overlay

2. Video plays on load showing model dressing. Click to toggle play/pause video. When video finishes a play icon is overlaid. If paused, by a click, the same play icon is overlaid.

3. 'Remix look' button animates the overlay and takes you to the first remix look overlay (page 6).

4. Look price - cost of entire look. Currency specific to locale

5. Click 'Save' button adds incrementally to saved items widget. Records number of garments - not Looks.

6. FB Like buttons allow user to like the Look

7. Post look to social media channels

asos
discover fashion online

SUBSCR BE   CHOOSE REGION ▼

Project	ASOS XMAS PROJECT	
Version	1	Page 3
Author	Stuart Hopper	
STINKDIGITAL		

Simplified look finder

VIEW SAVED ITEMS   FB   TW

Alexa Chung

Alexa Chung 21.12.11 ▼

Alexa's party playlist
Hells bells - AC/DC ▼   Get ▶

1

- **Look finder**

Find looks

2
LITTLE BLACK DRESS ▼

3
GENDER ▼

Price range
£25   £125

4

Color

5

Alexa

Special offer

black dress
20% off

Annotations

This is a simplified version of the filter. The thinking behind this is that this application is not a garment search engine, but a way of browsing Looks. Widget enables user to filter Looks populating the visualiser.
Filtered items are greyed out/de-activated as user interacts. Filter field amends & greying out persists when widget is minimised.
Filter fields only show deminsions that are relevant to current result set - don't show Levi's if no Levi's products are in the result set (as per ASOS.com).

1. Click vertical strip to minimise widget
2. 'Collection selector' field. Current loaded collection highlighted by default. Does not render if only 1 collection available. Archived collections retained chronologically.
3. 'Gender' field. Looks where 0 garments match gender selected are filtered out.
4. 'Price range' field. Include Looks where total cost of garments in look match the specified price range. Min & max values displayed is defined by the min/max Look cost values found in current result set. Values updated as filters are updated (as demo'd on asos.com).
5. 'Colour filter. Filter matches any look where a constituent garment has colour. Default - none & indicator arrow not visible. Click on slider adds visual indicator arrow & fires filtering. Lightness & hue filters mutually exclusive.

SUBSCR BE   CHOOSE REGION ▼

asos

Tastemaker Spotlight

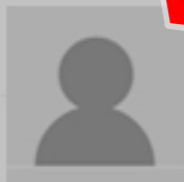VIEW SAVED ITEMS   FB   TW

Alexa Chung

Alexa Chung 21.12.11 ▼

Alexa's party playlist
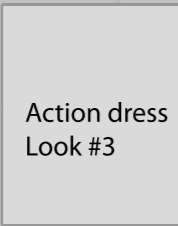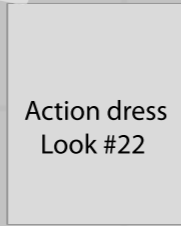Hells bells - AC/DC ▼   Get ▶
◀◀ ▶ ▶▶

X

1 Alexa's playlist **2**
Alexa choose this artist because whe likes to listen to tracks with lots of energy before she goes out to party with her showbiz pals etc
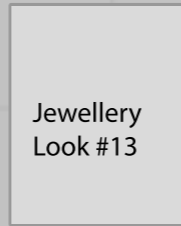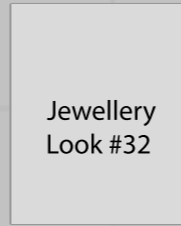
Alexa

Alexa's looks **3**

| Action dress Look #3 | Action dress Look #22 | Jewellery Look #13 | Jewellery Look #32 |

special offer

black dress 20% off

Upcoming Tastemaker events

4
Kate Bosworth 6.12.11
Rihanna 13.12.11
Kate Moss 20.12.11

Look finder

+

Annotations

The tastemaker is the celebrity/personality curating the playlist.

This screen provides the connection between the music and the fashion. Displaying a short blurb from the tastemaker about their playlist and including some of the looks they 'Liked'. This view is fired by clicking the Tastemaker element in the visualiser.

1. Tastemaker's image

2. Tastemakers blurb about her playllist.

3. Looks that tastemaker liked in each collection, added weekly as collections are released. On click fires the spotlight view for that look and loads associated collection in visualiser view.

4. Messaging about upcoming playlist releases

Project	ASOS XMAS PROJECT	
Version	1	Page 5
Author	Stuart Hopper	
STINKDIGITAL		

asos discover fashion online

SUBSCRIBE   CHOOSE REGION ▼

Remix Look

VIEW SAVED ITEMS   FB   TW

Alexa
Chung

Alexa Chung 21.12.11 ▼

Alexa's party playlist

Hells bells - AC/DC ▼   Get ►

◄◄ ▷ ▷▷

+ Look finder

👍 Like   FB   TW

3

X

REMIX LOOK ◄

2

look_name

£39.00

4

Look_blurb lorem ipsum dolor sit amet lorem

1

▶

SAVE

► REMIX LOOK

exa

Special offer

black dress 20% off

Annotations

A remix is a variation on the Look achieved by adding or replacing an accessory/garment.

Unless specified otherwise functions common to spotlight screen behave same.

1. Video shows model adding the accessory or changing the garment

2. Remix button animates/flips the overlay to the next remix . The remix functionality cycles through the available remixes for that look until it arrives back at the original Look.

3. Social media buttons act on the orignal look - not the remixed look.

4. Price updated to reflect new item.

asos
discover fashion online

SUBSCR BE   CHOOSE REGION ▼

Audio control

FB | TW
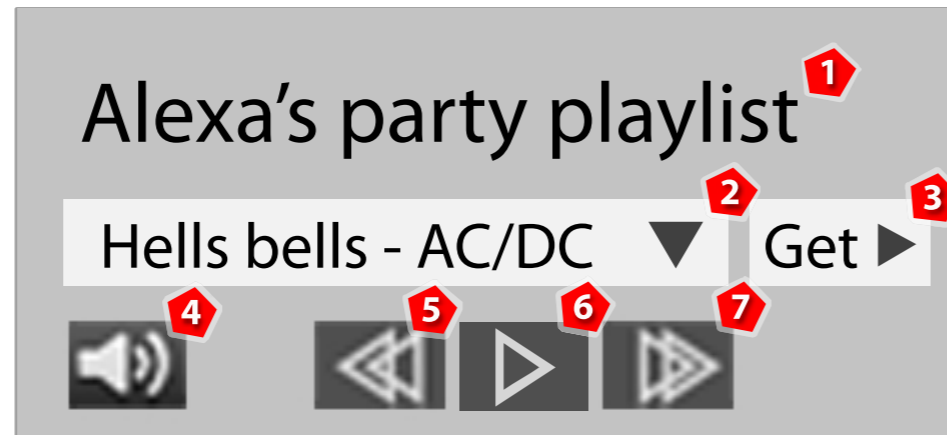
Annotations

The audio player is loaded playing by default. Playlist is set to loop when reaches end.

1. Text identifying playlist.

2. 'Track selector' field. Drop down that allows user to choose track from current playlist, on selection player stops current track and loads & plays selected

3. 'Get' button. Fires a download process for track currently loaded in 'Track selector' field in new window/tab. ?POSSIBLE? WHAT PROVIDER?

4. Volume. Hover icon to display volume slider - click slider to adjust volume. Click icon to toggle mute/unmute.

5. Back button. Plays beginning of current track, if at beginning of track (? first 2 secs?) takes to previous track.

6. Play button. Toggles play/pause.

7. Forward button. Plays next track in playlist, if at end goes back to track 1.

Alexa's party playlist ①

Hells bells - AC/DC ▼ ② Get ▶ ③

④ ⑤ ⑥ ⑦

Project	ASOS XMAS PROJECT	
Version	1	Page	7
Author	Stuart Hopper	
STINKDIGITAL		

asos
discover fashion online

SUBSCR BE | CHOOSE REGION ▼

Promo spotlight

FB   TW

Alexa Chung 21.12.11 ▼

Alexa Chung

Alexa's party playlist

Hells bells - AC/DC ▼   Get ►

◄◄ ► ►►

+ Look finder

X **①**

② 30% off little black dresses

③ We have 30% off these great little black numbers. lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum dolor sit amet

| Outfit #13 | **④** Outfit #32 |

Alexa

⑤ Your promtion code to enter at checkout is XMASBLACKDRESS

Special offer

black dress 20% off

Annotations

The promo slot is fired from an element in the visualiser.

CMS promo slot can be driven by the date, the tastemaker currently selected, or the look collection currently loaded.

1. Close overlay

2. Displays promo title

3. Displays promo blurb

4. Display garments in offer. Fires look that includes garment.

5. Promo code for ASOS.com checkout

Qs

Is the experience launching the Look satisfactory when discount at the garment level.

asos
discover fashion online

CHOOSE REGION ▼

Project	ASOS XMAS PROJECT	
Version	1	Page 8
Author	Stuart Hopper	
STINKDIGITAL		