

ASTRO GAMING

DROP #1
VERSION 1.2



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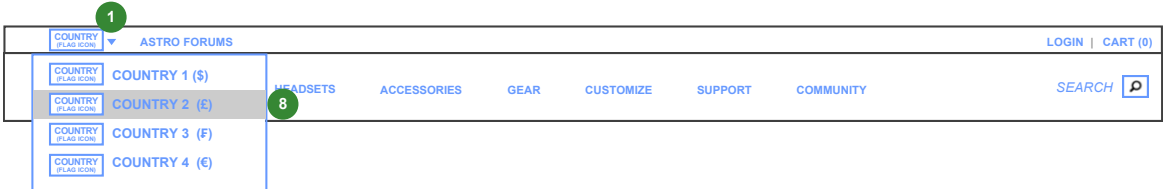
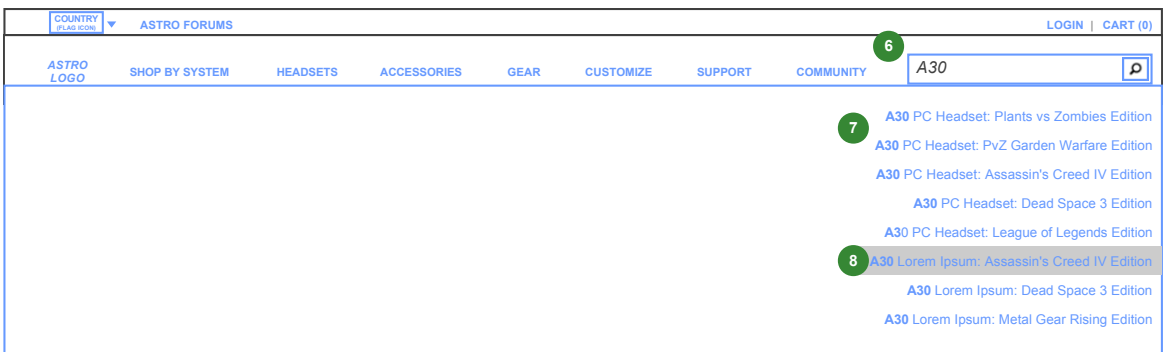
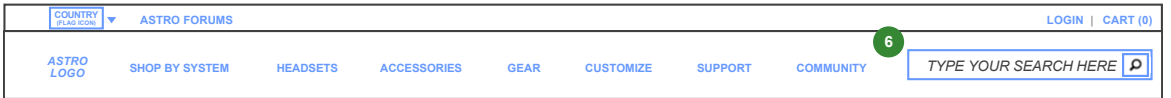
1.0 GLOBAL ELEMENTS

1.1 HEADER & FOOTER (D)

HEADER



SEARCH SUGGESTIONS



FUNCTIONALITY

As the user selects a menu item:

- 1) The menu item highlights to indicate a change status.

- 2) If the user clicks from one menu item to another item, the current content fades out very quickly and the new content fades in. (see 1.4 Navigation (D) wireframe).

1. Country Selection

This drop down allows the user to select a country; the US is the default. The selection changes the currency and language of the website.

2. Astro Forums

Links to Astro Forums

3. My Account

Main wireframe shows logged out / default state. *Logged in state is shown as #5*. Clicking "My Account" takes user to the login page.

4. Cart status

Number of items in the cart displays here. Mini-cart displays on click. If the cart contains zero items, the mini-cart displays a message such as "Your cart is empty" when open.

6. Search Input

As the customer clicks on the word "search" an entry field with the words "type your search here" appears and the user is able to enter their text. Focus is automatically applied to the search field.

The search suggestions do not appear until the user has typed at least three characters.

Suggestions appear after a short delay to handle fast entry. The characters that the customer entered should appear as bold in the search suggestions.

7. Search Suggestion Display

The list of search suggestions automatically display in descending order of product hits for the suggested search phrase. The number of suggestions that display is 8.

Target zones for links should have a height of at least 40 pixels to avoid usability problems on tablets and other touch devices.

8. Mouseover State

On mouseover, the item in a list is highlighted.

1.2 FOOTER (D)



FUNCTIONALITY

The target zone for links should have a height of at least 40 pixels to avoid usability problems.

1. Email Sign-Up

In the case of an invalid e-mail the user gets an error message that indicates their email is invalid in smaller text below the entry field

The user should get a confirmation message in smaller text below the entry field.

2. Social Links

These social links open in a new tab.

3. Logo

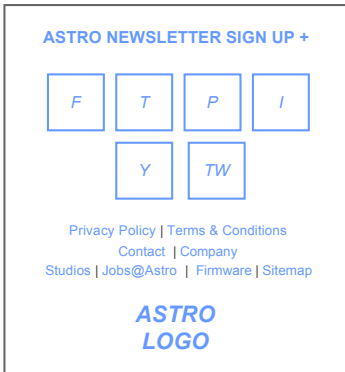
Links back to the homepage

1.3 HEADER & FOOTER (M) Unless otherwise noted, features and functionality match the Desktop version.

DEFAULT HEADER & FOOTER

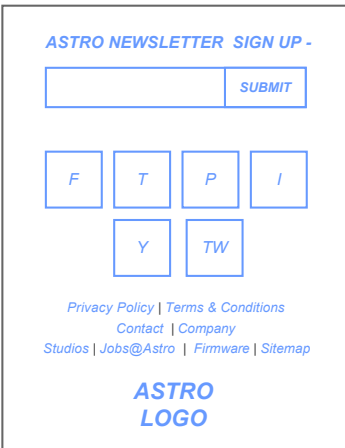
When the navigation and cart are not visible, the header is in its default state.

The newsletter in the footer is collapsed by default. Clicking "Astro Newsletter +" expands a drawer with a form field and submit button.



FOOTER EMAIL SIGNUP

This is the state when the newsletter signup is revealed. Error messages and confirmation messages go below the entry field.

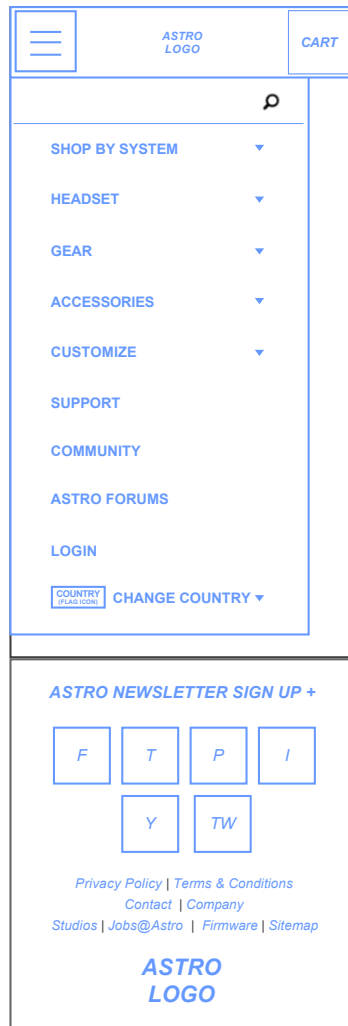


NAVIGATION EXPOSED

Tapping the navigation icon triggers the off-canvas navigation to slide in from the left and changes the navigation icon to its active state.

Wireframe shows logged out / default state. When the user is logged in, both My Account and Log Out are shown.

The country selector is an expanding drawer like the product menus.



ITEMS IN CART

If the cart is empty, the default icon displays. When there are items in the cart, the number of items in the cart displays as shown here. When users add an item to the cart, the header updates the cart icon to show the number of items as below



MINI-CART EXPOSED

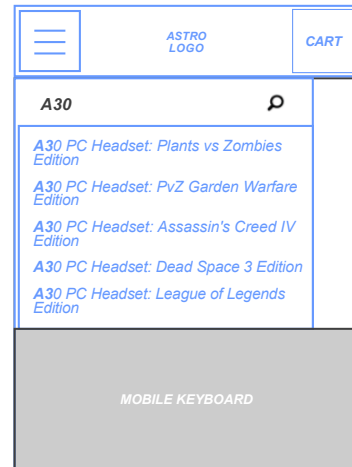
See Mini-Cart (m) for wireframe

SEARCH SUGGESTIONS

On the mobile viewport, the maximum number of suggested items is **EIGHT**.

Hit zone for links should have a 40 pixel height. If a link wraps to a second line, the spacing for the second line of the link can be minimal.

On smaller devices such as older iPhones, the keyboard may cover some search suggestions.



1.4 NAVIGATION (D)

SHOP BY SYSTEM

HEADSETS

ACCESSORIES

GEAR

CUSTOMIZE

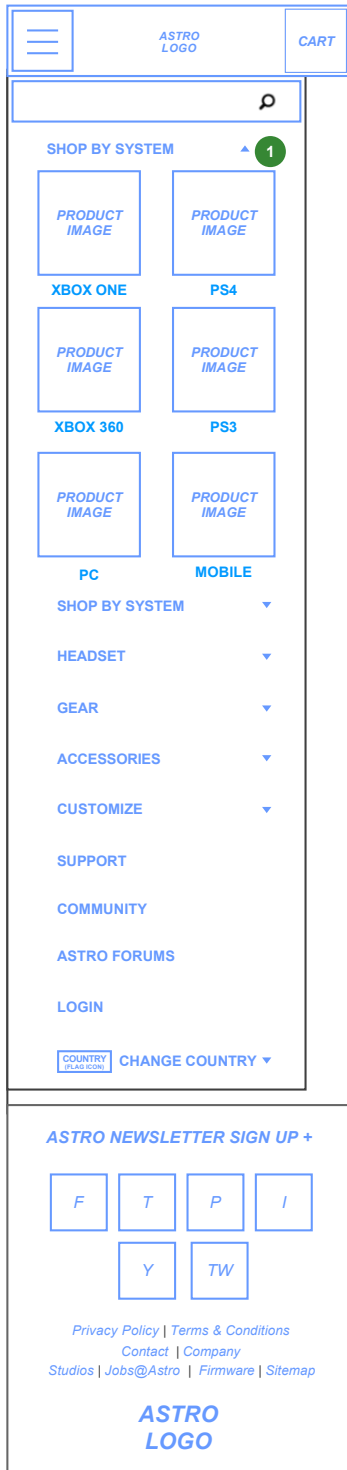
CONTENT

The navigation is broken in to seven categories. There are separate sub-categories within each category. All content is configurable in DemandWare Business Manager.

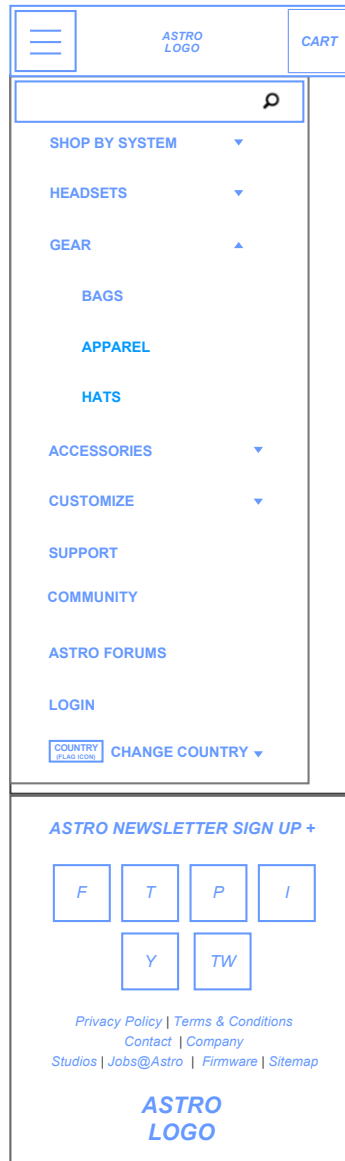
1 & 2. Support & Community
These sections do not have menus. On click, the links go to those sections of the site.

1.5 NAVIGATION (M)

SHOP BY SYSTEM



OTHER NAV ITEMS



MINI-CART EXPOSED



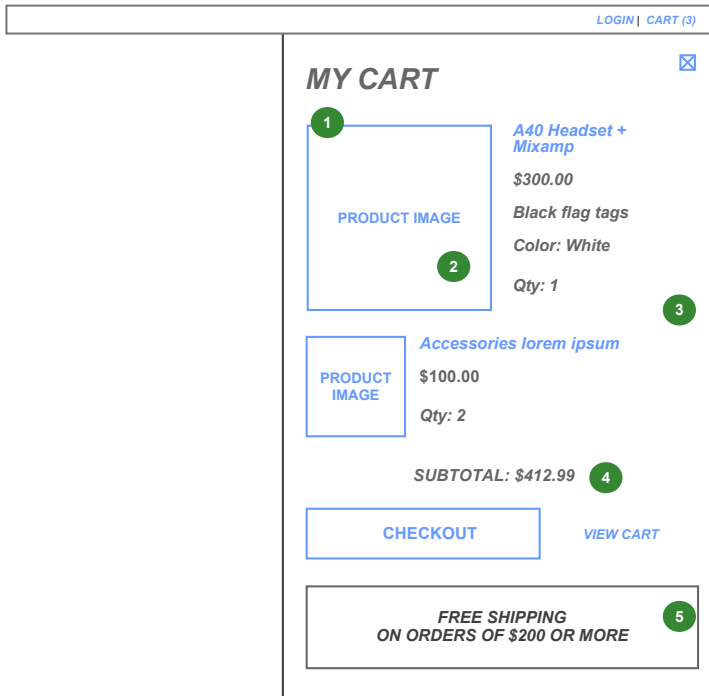
FUNCTIONALITY

Unless otherwise noted, features and functionality match the Desktop version.

1. Selection of content

The arrow rotates from pointing down to pointing up as the menu opens. Clicking on the link again closes the menu. Clicking on a different link closes the current menu as the newly selected menu opens.

1.6 MINI-CART (D)



FUNCTIONALITY

When triggered, the desktop mini-cart rolls down from the top left of the header. The mini-cart is triggered either by clicking the "Cart" CTA in the header or by adding an item to their cart. In the latter case, the roll-down acts visual confirmation that the item has been successfully added to the cart.

The user is not scrolled back to the top of the page after adding an item to the cart. The automatic closing behavior of the mini-cart follows the SiteGenesis defaults.

1. Product tile: Headsets

Headsets will be displayed in the mini-cart with a large thumbnail. Information displayed will include the product title (linked to product page), tags, color, quantity, and total.

Note: To stay in line with the premium product story, the product total does not display markdowns or other deals.

2. Headset product image

The product image will preview the user's configuration including selected color and tags. Tapping the image takes the user to the product page, with all attributes preselected.

3. Product tile: Other products

Other products like accessories, cases, cables, add-ons and tags will be displayed with a smaller thumbnail.

4. Subtotal

Total for all products listed thus far. Does not include taxes and shipping.

5. Promotional content slot

Special shipping rates and other promotional offers are shown here. This content slot is configurable and can be hidden.

1.7 MINI-CART (M)



FUNCTIONALITY

Unless otherwise noted, features and functionality match the Desktop version.

1. Mini-Cart Motion

The mini-cart is an off-canvas menu that slides in from the right whenever the user taps the "cart" button in the main navigation.

2. Added Item

The mini-cart opens when the user adds an item to the cart as a visual indication that they have added the item. The user is not scrolled back to the top of the page.

2.0 LANDING PAGES

2.1 SPECIAL EDITIONS LANDING PAGE (D)

HEADER

FEATURED SPECIAL EDITION 1

COPY IPSUM
[LINK](#)

GAME SPECIAL EDITIONS

LORUM IPSUM DELORUM IPSUM. LORUM IPSUM DOLORUM.

TITLE 2

IMAGE

LINK 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TITLE

IMAGE

LINK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TITLE

IMAGE

LINK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TITLE

IMAGE

LINK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

PAGE CONTINUES

FEATURED SPECIAL EDITION

1. Featured special edition
A full-width content slots is provided for the most popular special edition, or any special edition to which Astro wants to drive traffic. Entire tile is clickable and links to the individual landing page for that edition.

GAME SPECIAL EDITIONS

2. Special Edition: Smaller tiles
The remaining special editions are listed in half-width tiles. Entire tile is clickable and links to the individual landing page for that special edition.

3. Copy
Copy should be brief.

2.1 SPECIAL EDITIONS LANDING PAGE CONTINUED (D)

CONTINUED FROM PREVIOUS PAGE

CULTURE SPECIAL EDITIONS⁴

LORUM IPSUM DELORUM IPSUM. LORUM IPSUM DOLORUM.

TITLE



LINK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TITLE



LINK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

TEAM NAME



5

TEAM NAME



TEAM NAME



TEAM NAME



FOOTER

CULTURE SPECIAL EDITIONS

4. Other Editions

The copy "Culture" is FPO. This section lists out non-game special editions, such as sponsored teams and the Penny Arcade headsets.

5. Teams

Team names and team logos are linked to the Teams landing page.

2.2 SPECIAL EDITIONS LANDING PAGE (M)



CONTENT

Unless otherwise noted, features and functionality match the Desktop version.

- 1. Changes to Display in Mobile**
In the mobile viewport, the sub-head and additional copy is suppressed. Otherwise, all features and functionality are present.

2.2 SPECIAL EDITIONS LANDING PAGE CONTINUED (M)

CONTINUED FROM PREVIOUS PAGE

CULTURE SPECIAL EDITIONS

SPECIAL EDITION NAME 1

IMAGE

LINK

SPECIAL EDITION NAME

IMAGE

LINK

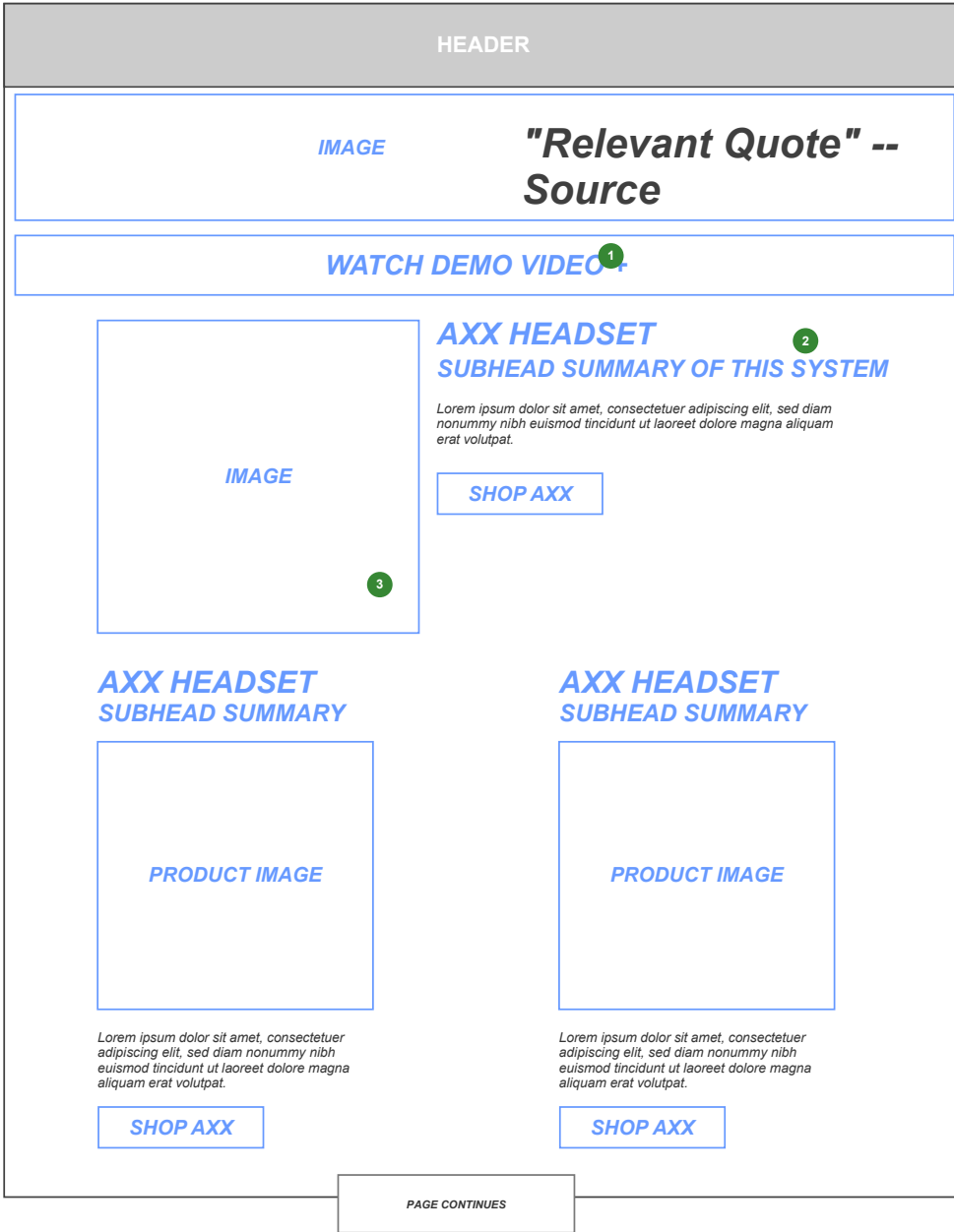
SPONSORED TEAMS

TEAM NAME	TEAM NAME
TEAM LOGO	TEAM LOGO

TEAM NAME	TEAM NAME
TEAM LOGO	TEAM LOGO

FOOTER

2.3 SHOP BY SYSTEM LANDING PAGE (D)



LINKING BEHAVIOR

When the user goes to a headset product page from this system page, the system on the PDP is pre-selected appropriately. For example, users clicking on this link from this XBOX One system page will land on the A50 page with "XBOX One" pre-selected as the system.

DEMO VIDEO

1. Demo video drawer
Collapsed by default. When the user clicks anywhere in the drawer, it expands to display a system demo video, which starts playing. Users can close the drawer by clicking anywhere in the drawer area. Closing the drawer stops the video.

PRODUCTS

2. Featured Product Tile (full-width)
Full-width tile can be used for the headset Astro most wants to feature for this system.

3. Headset Product Image
Default product image is displayed. When the user mouses over the product image, the image rotates following the mouse, showing different angles. Mousing out of the image causes the product image to rotate back to its default display state.

2.3 SHOP BY SYSTEM LANDING PAGE CONTINUED (D)

CONTINUED FROM PREVIOUS PAGE

SYSTEM GAME EDITIONS

HEADSETS CUSTOM BUILT JUST FOR YOUR SPECIAL GAME

SPECIAL EDITION



[LINK](#)

SPECIAL EDITION



[LINK](#)

SPECIAL EDITION



[LINK](#)

SYSTEM ACCESSORIES

CABLES, WIDGETS, LOREM IPSUM AND MORE

SPECIAL EDITION



[LINK](#)

SPECIAL EDITION



[LINK](#)

SPECIAL EDITION



[LINK](#)

FOOTER

2.4 SHOP BY SYSTEM (M)

FUNCTIONALITY

Unless otherwise indicated, features and functionality match that of the desktop version.

HEADER

"Relevant quote"
-- Source

WATCH DEMO VIDEO +

AXX HEADSET
SUBHEAD SUMMARY OF THIS SYSTEM

PRODUCT IMAGE

Subhead summary. Lorem ipsum dolorum. Lorem ipsum dolorum.
[SHOP AXX](#)

PRODUCT IMAGE

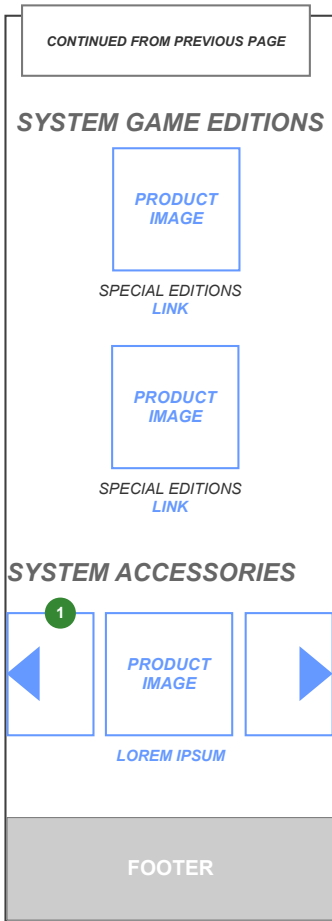
Subhead summary. Lorem ipsum dolorum. Lorem ipsum dolorum.
[SHOP AXX](#)

PRODUCT IMAGE

Subhead summary. Lorem ipsum dolorum. Lorem ipsum dolorum.
[SHOP AXX](#)

PAGE CONTINUES

2.4 SHOP BY SYSTEM CONTINUED (M)

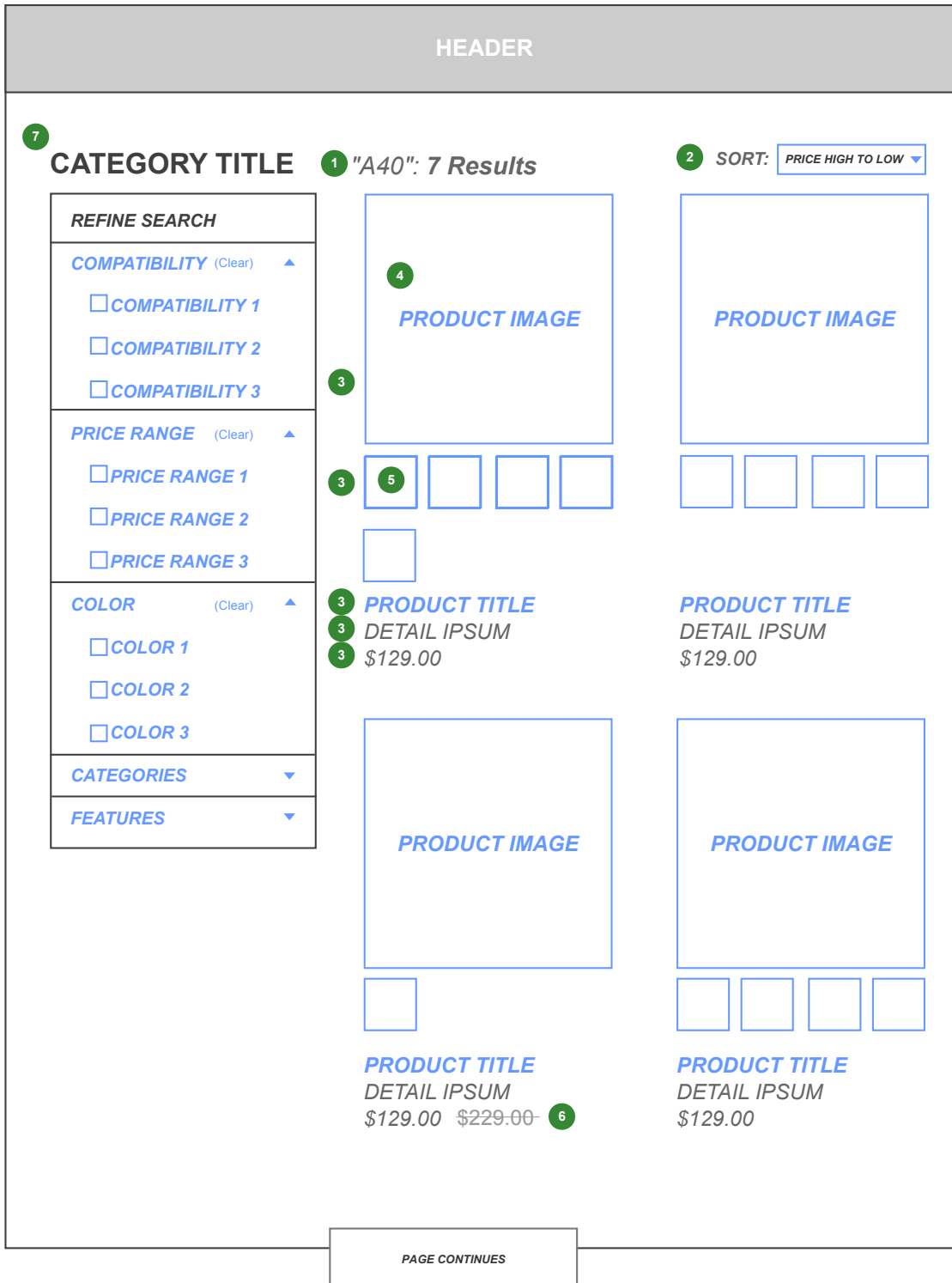


FUNCTIONALITY

1. System Accessories
The accessories are in a carousel.

3.0 CATALOG PAGES

3.1 PRODUCT GRID (D)



FUNCTIONALITY

The product catalog grid is used for a diverse group of products including gear, accessories, tags. The product catalog page and the search page share template and functionality, including filter values.

Products are displayed two across in the search results. Due to the small product set, the product grid will not have pagination functionality, but will default to displaying all items. If there are more than 30 items, "lazy load" will expose additional items as the user scrolls to the bottom of the page.

PRODUCT FILTERS

1. Filtering products

As filters are applied, the page updates dynamically. For detailed information on filter functionality, see the 3.3 *Filters (D)* wireframe.

PRODUCT GRID

2. Sorting

The drop down shows the price options of "Price High to Low" or "Price Low to High". The sort that is applied by default on page load will be preselected.

3. Product Title

Contains the product image, product title, price and colors. The edition title and colors are shown if applicable. The product image and product title link to the PDP.

4. Product image

Where assets are available, when the user mouses over the product image, it smoothly rotates to show an alternative view. If 360 assets are not available, it just shows an alternate image with a quick fade transition.

Mousing out of the image causes with a quick fade transition the product image to rotate back for images with 360 views or change back for non-360 images to its default display image.

5. Colors

The product color options are below the hero image. When the user clicks on a color swatch, the thumbnail changes to preview the selected color option. Minimum color swatch size is 40x40 pixels.

The color swatches wrap to the next row.

6. Discounted pricing

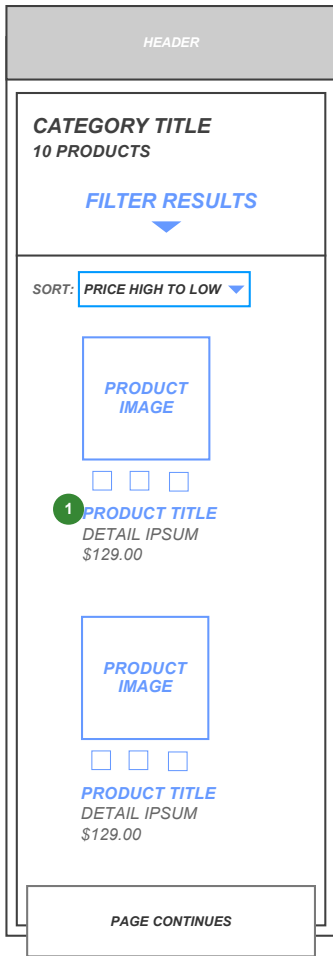
When a product is discounted, the new price is bolded and appears to the left. The old price is moved to the right, it is not bold, and has a "strikethrough" on it.

7. Category Title

Category title is replaced with the static label "Search Results" on the search results page.

3.2 PRODUCT GRID (M)

FUNCTIONALITY



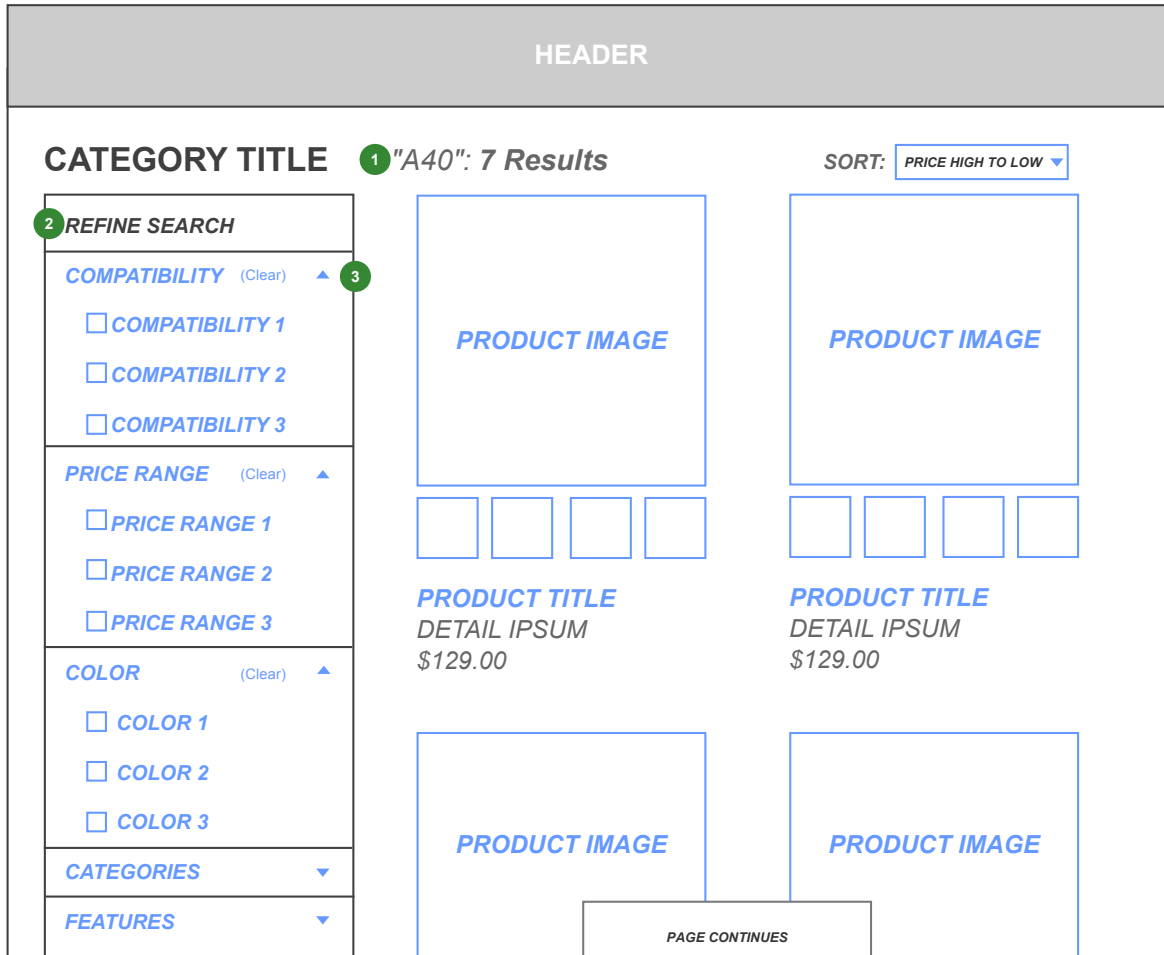
Unless otherwise noted, features and functionality are identical to that annotated on 3.1 *Catalog Grid (D)*.

For detailed filter functionality, see 3.4. *Filters (M)*.

1. Target Zone

Target zone for a color swatch must be at least 40x40 pixels.

3.3 FILTERS (D)



FUNCTIONALITY

Filtering options appear when there is more than 1 product in the grid page or search page.

The filtering uses the standard Demand Ware interactions.

1. The Search Results

The search results are displayed at the top of the page.

2. Refine Search

The filtering refinements are displayed to the left.

3. Filter States

For desktop, I recommend having compatibility, price range and color open on page load. Category and features would be closed by default.

The category values will be links without checkboxes. Compatibility will be multi-selects with checkboxes. Price will be multi-selects with checkboxes. Color will be swatches with selected and unselected states. Features will be multi-selects with checkboxes.

For multi-selects clicking on either the value label or checkbox will apply the filter.

If the user selects features or categories, the accordion opens and exposes the filtering options. Both the category title and the triangle control will make the drawer open and close.

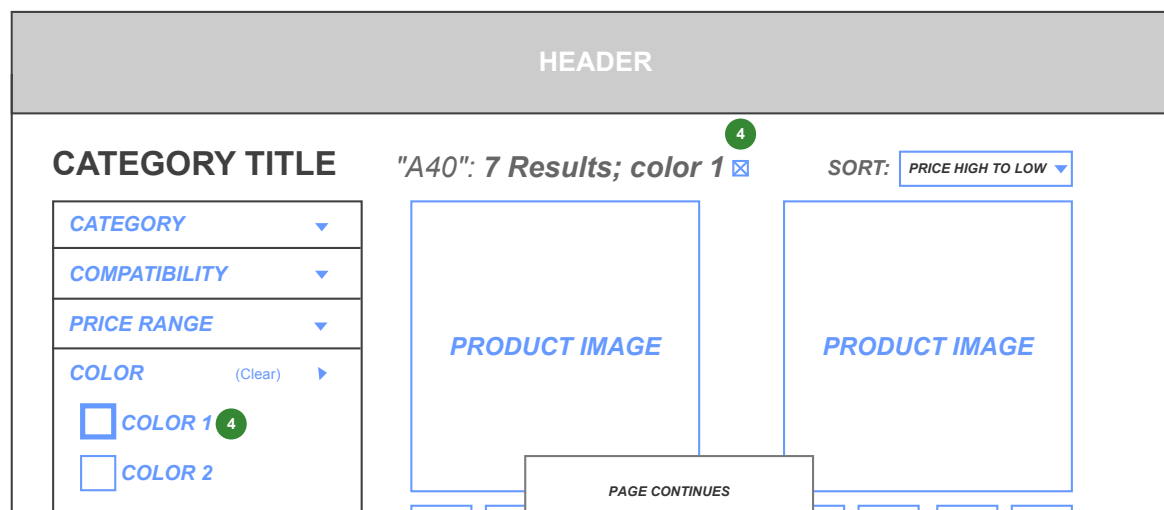
At this point the arrow to the left of the filtering label moves from down to an arrow pointing right.

The word "clear" also appears as a link so that all the selections within that category will be cleared.

4. Making selections

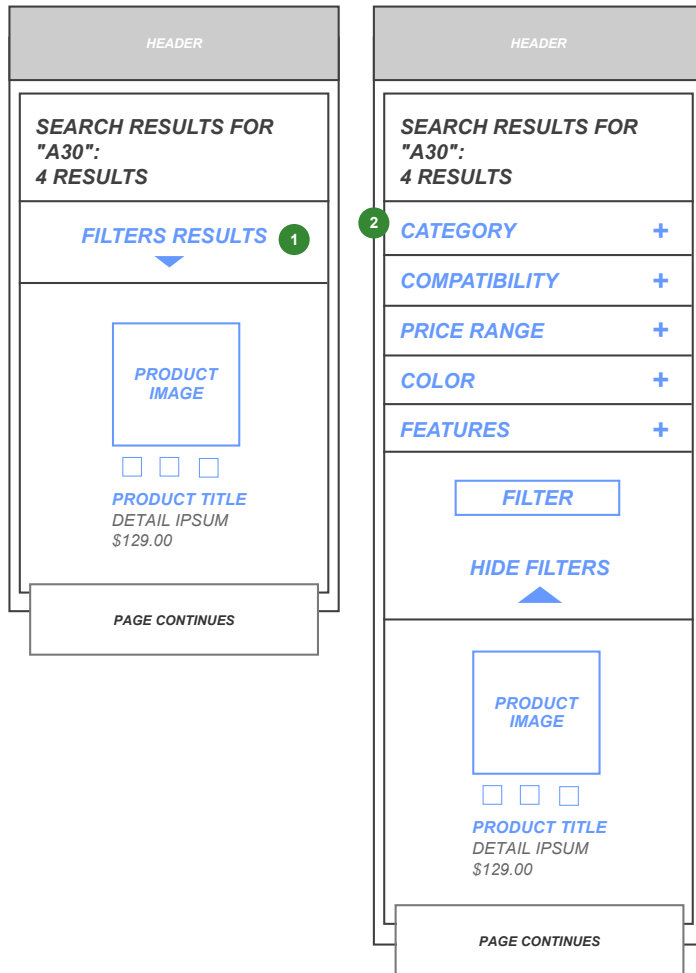
When the user selects the individual refinement, the selections changes visually. The selection is also added to the results at the top of the page.

The listing at the top of the page also has an "x" next to it to indicate that the user can remove that selection by clicking on the "x".



3.4 FILTERS (M)

DEFAULT SEARCH FILTERING



FILTERING BY COLOR



SEARCH FILTERING FUNCTIONALITY

Unless otherwise noted, features and functionality are identical to that annotated on 3.3 Filters (D).

1. Filtering Option

When the user gets their search result it is revealed with the filtering options rolled up in a "drawer" format. When the user clicks on the filtering label (for example, "filter") the drawer opens and the filtering functionality is shown.

2. Filtering Selections

After the user opens the first drawer ("filter"), the individual refinements are shown ("category", "compatibility", "color", ...).

The user selects one of these refinements (for example "color") with plus signs next to them.

3. More Filtering Selections

Another level of refinements drawer out (for example, "color 1", "color 2", "color 3", ...) and the plus sign turns to a minus sign.

4. Filter Button

Once the user has selected all their filtering options, they click on the "filter" button and the search results are refined by their criteria.

5. Hide Filter

If the user wants to leave the filtering process prior to making a selection or hide the filtering options, they can click on the "hide filter" link.

3.4 FILTERS CONTINUED (M)

FILTERING RESULTS



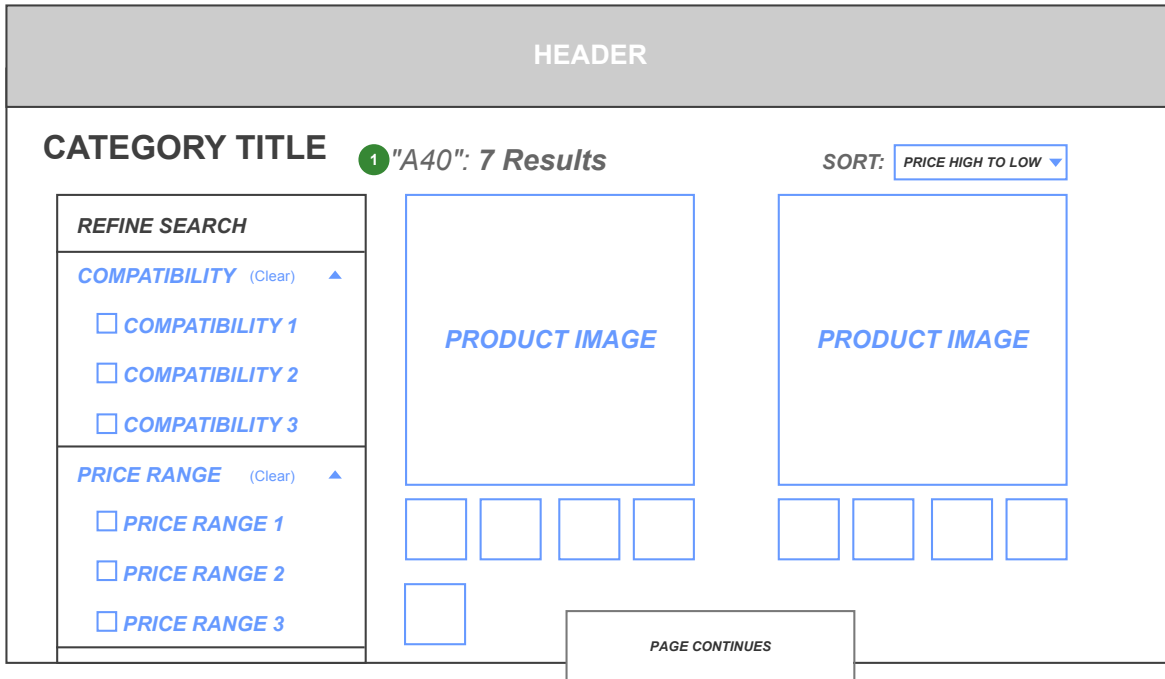
FILTERING CONTINUED...

6. Refinement Results

Each refinement value displays as text with an "x" icon to its right. Clicking the "x" removes that refinement from the breadcrumb and causes the search results to refresh. The page is then refreshed with the updated refinement breadcrumb.

The target zone for the "x" must be at least 40x40 pixels.

3.5 SEARCH RESULTS (D)

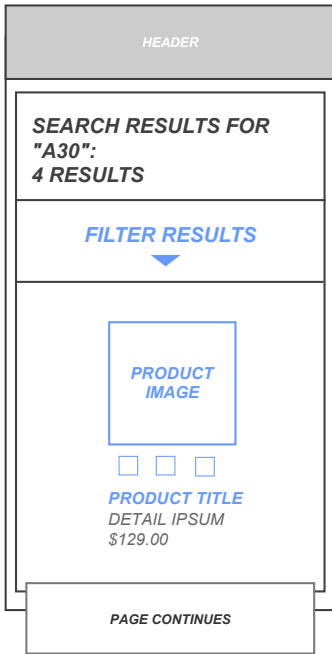


SEARCH RESULTS

1. Label of Search Results
The search results show the term the user initially entered in to the search field in quote-marks; in this case "A40". Then the number of results found for that search term are listed in bold, after a colon, (in this case 7 Results).

For detailed information on filter functionality, see the 3.3 *Filters (D)* wireframe. Search results containing articles follow the defaults for SiteGenesis.

3.6 SEARCH RESULTS (M)



SEARCH RESULTS

Unless otherwise noted, features and functionality match the Desktop version.

3.7 NO SEARCH RESULTS (D)

NO RESULTS: "DID YOU MEAN...?"

HEADER

SEARCH RESULTS

"A44": *We're sorry; No results were found.*

- 1 **Did you mean: "A40" ?**
- 2 **Try your search again using these tips:**
 - Double-check the spelling and try varying the spelling.
 - Limit the search to one or two words.
 - Use general terms; generalized language can lead you to similar products.

Try a new search:

Need help? [Contact us.](#)

NO RESULTS: "DID YOU MEAN...?"

1. Did you mean... ?
If there are no results because of a misspelled word, the application uses the spelling index to find a replacement for the misspelled word. Clicking this word causes the search results for the word selected to be refreshed. Only one suggested word appears.

2. Tips for searching again
These tips appear to help the user. A search box is added there and some contact information to send the users to the contact page.

NO RESULTS

HEADER

SEARCH RESULTS

- 3 "A93": *We're sorry; No results were found.*

Try your search again using these tips:

- Double-check the spelling and try varying the spelling.
- Limit the search to one or two words.
- Use general terms; generalized language can lead you to similar products.

Try a new search:

Need help? [Contact us.](#)

NO RESULTS

3. No Results
If the user has entered information for which the system cannot find a clear match, these suggestions appear to help the user.

The "Contact Us" link goes to the contact us page.

3.8 NO SEARCH RESULTS (M)

"DID YOU MEAN...?"

HEADER

1

"A44": We're sorry; No results were found.

Did you mean: "A40" ?

Try a new search:

SEARCH

Need help? [Contact us.](#)

NO RESULTS

HEADER

2

"A44": We're sorry; No results were found.

Try your search again using these tips:

- Double-check the spelling and try varying the spelling.
- Limit the search to one or two words.
- Use general terms; generalized language can lead you to similar products.
-
- Try a new search:

SEARCH

Need help? [Contact us.](#)

NO SEARCH RESULTS

Unless otherwise noted, features and functionality are identical to that annotated on 3.3 Filters (D).