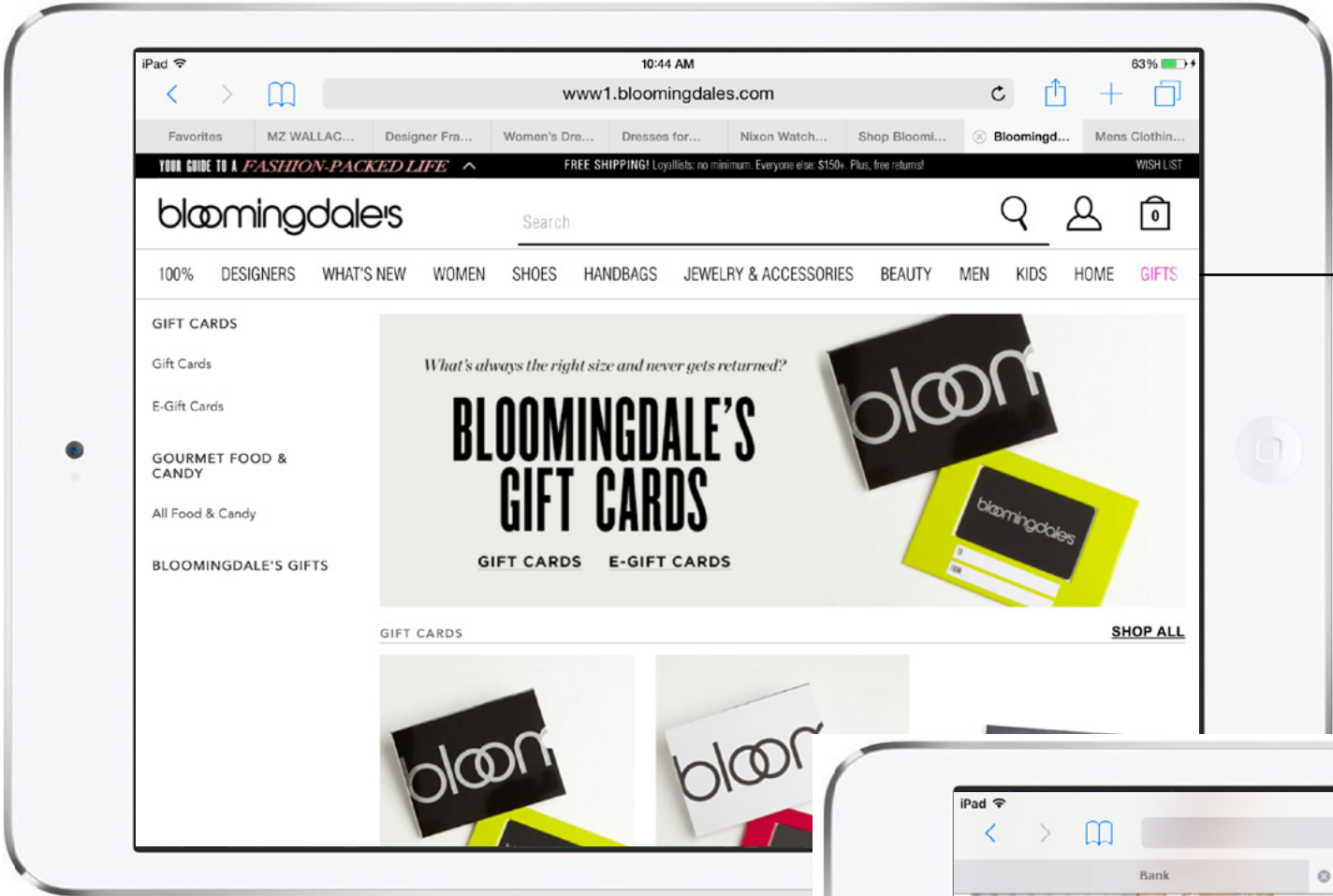
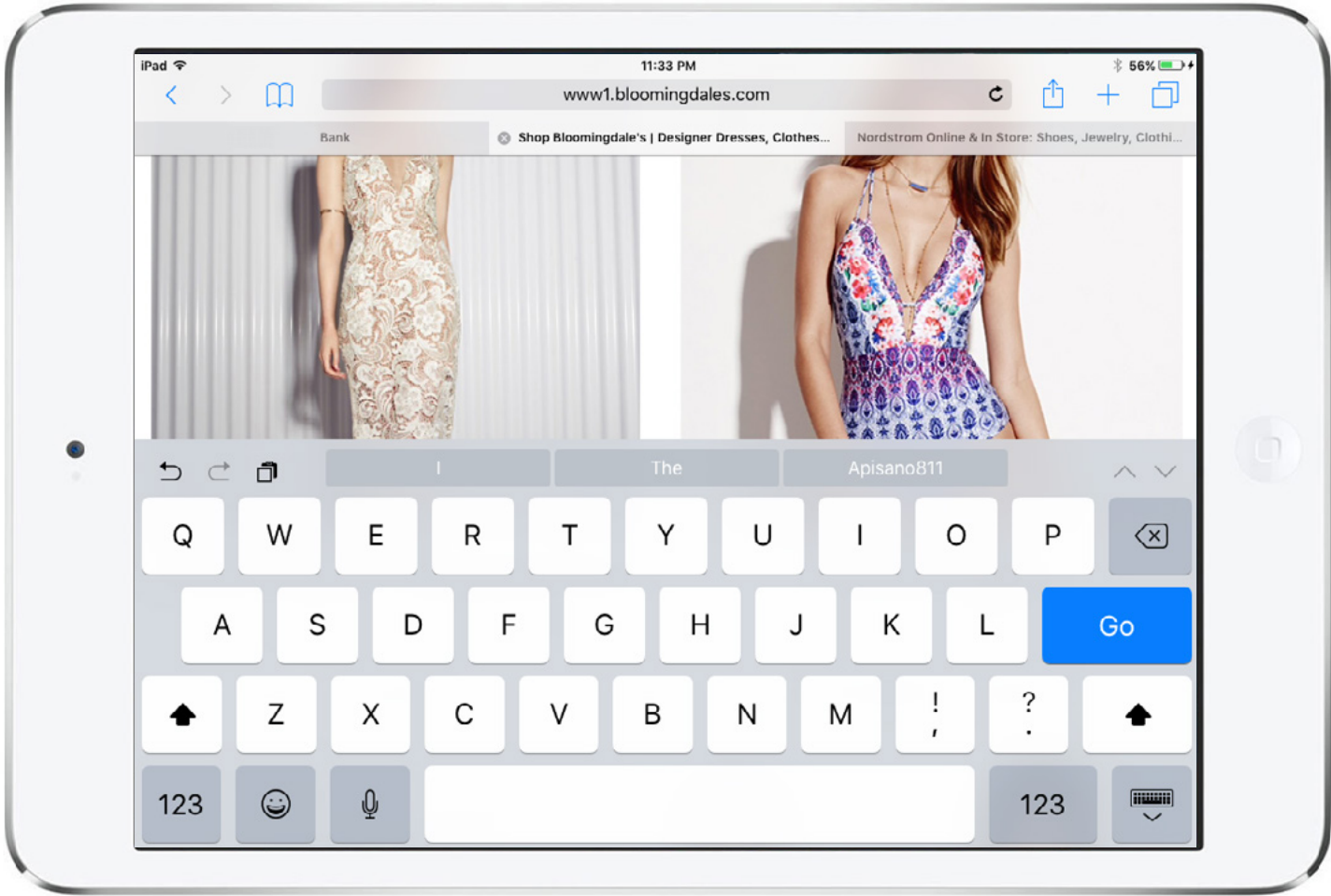


Tablet - Header updates

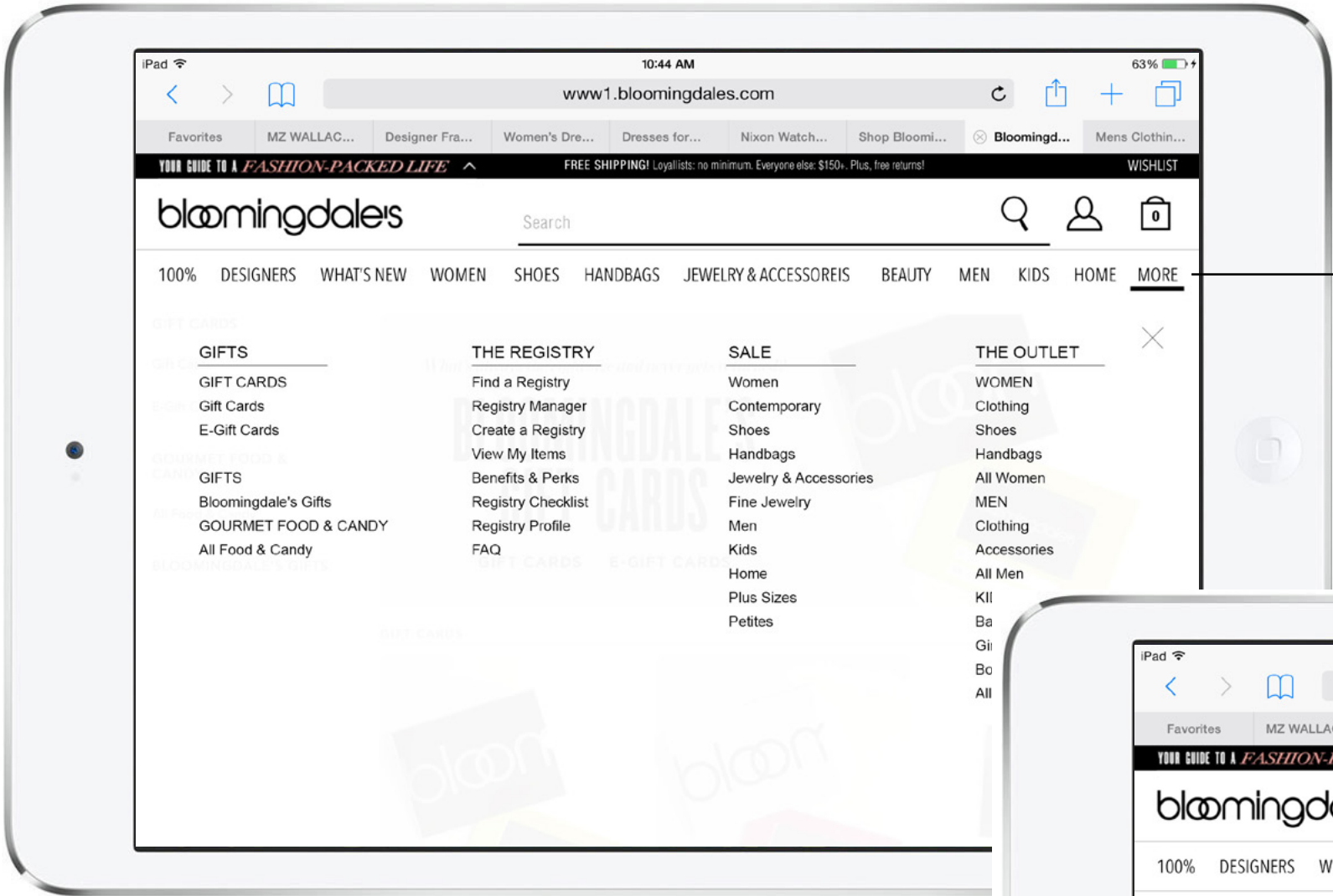


Current Problem: Customers are not aware the tablet navigation swipes making it difficult to get to the other categories (Registry, The Outlet, & Sale)



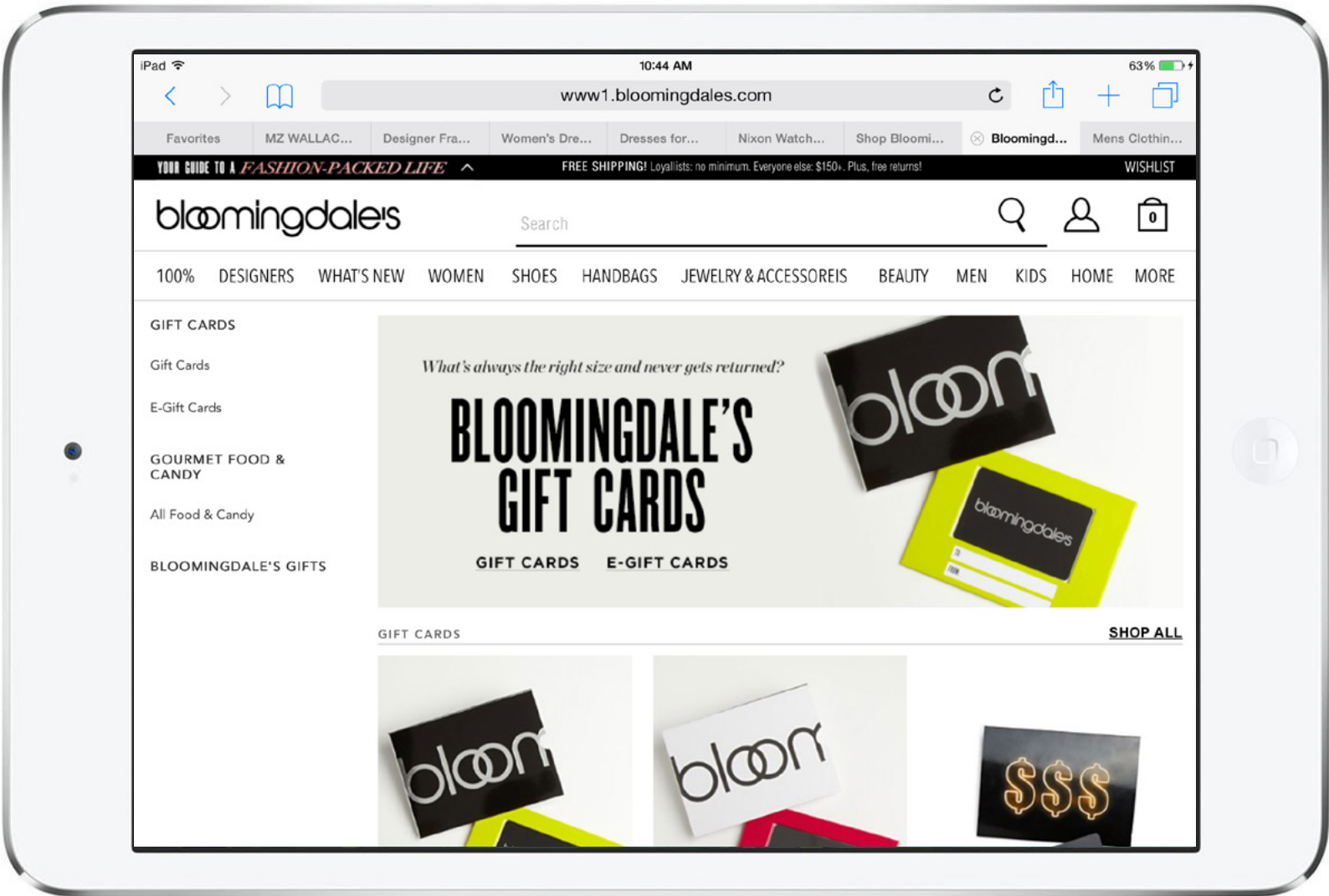
Another issue we currently have is the customer taps on the input field and it disappears until they start to engage with the keyboard. Then they are taken back to the top of the page to type into search.

Tablet - Option 1

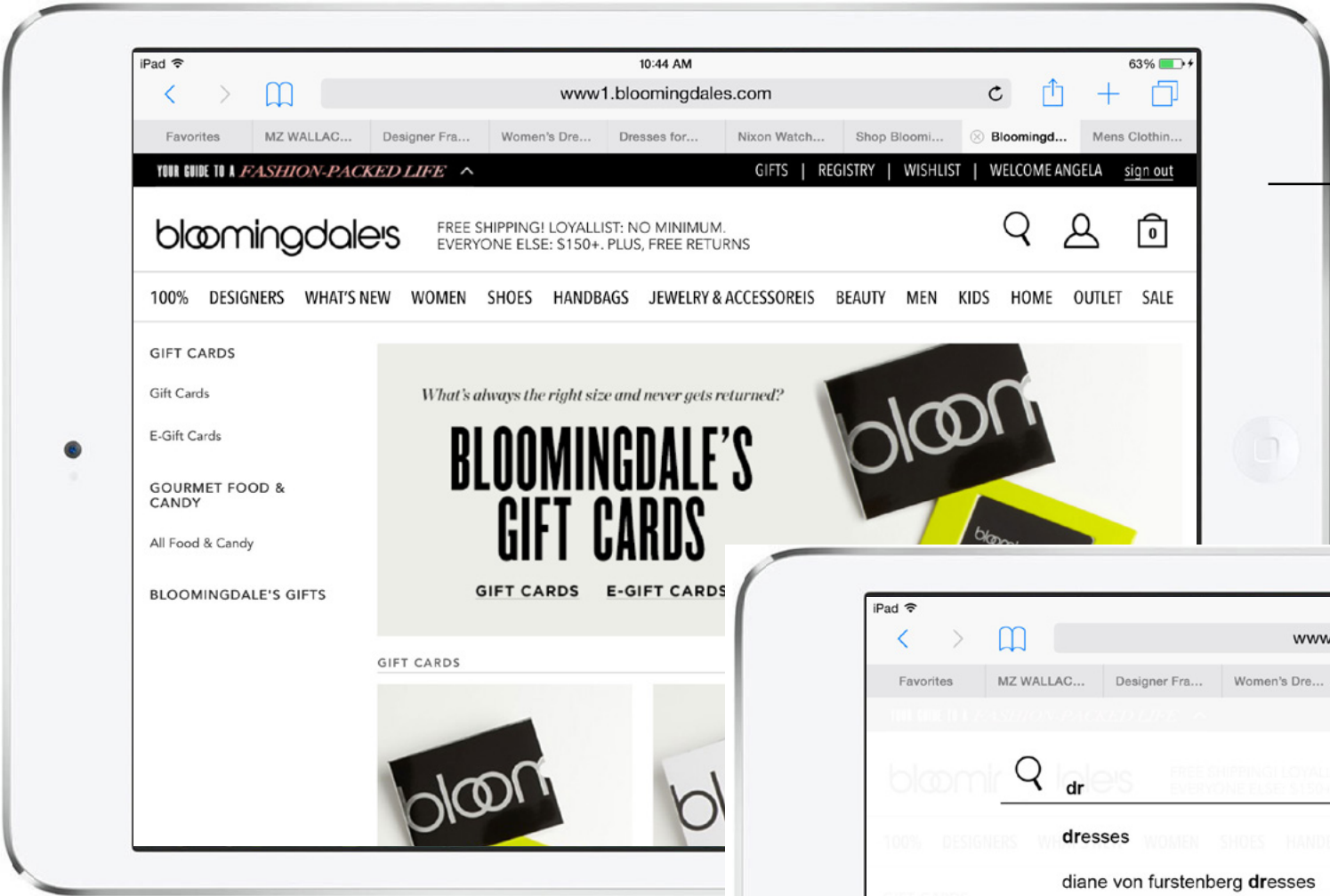


In this option, we'll add a more button. Under more, we'll include all other category links that the customer can not currently view with the swipe navigation. The swipe navigation will be removed and we'll keep the current flyout. UX also recommends removing the persistent navigation due to the current search bug on iOS devices. We'll also add the close functionality on all flyouts.

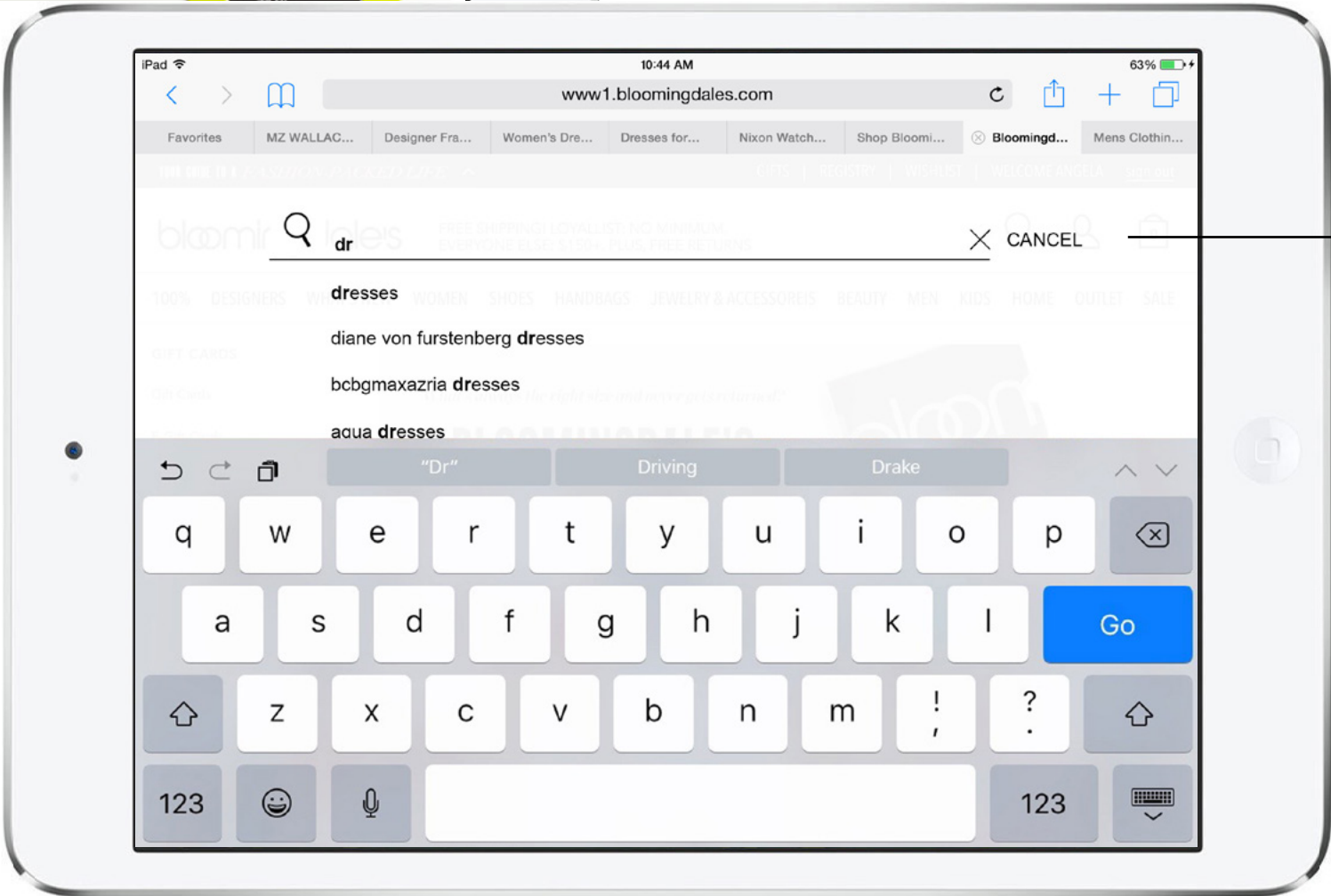
Note: We'll need to discuss with business what links are higher in priority.



Tablet - Option 2

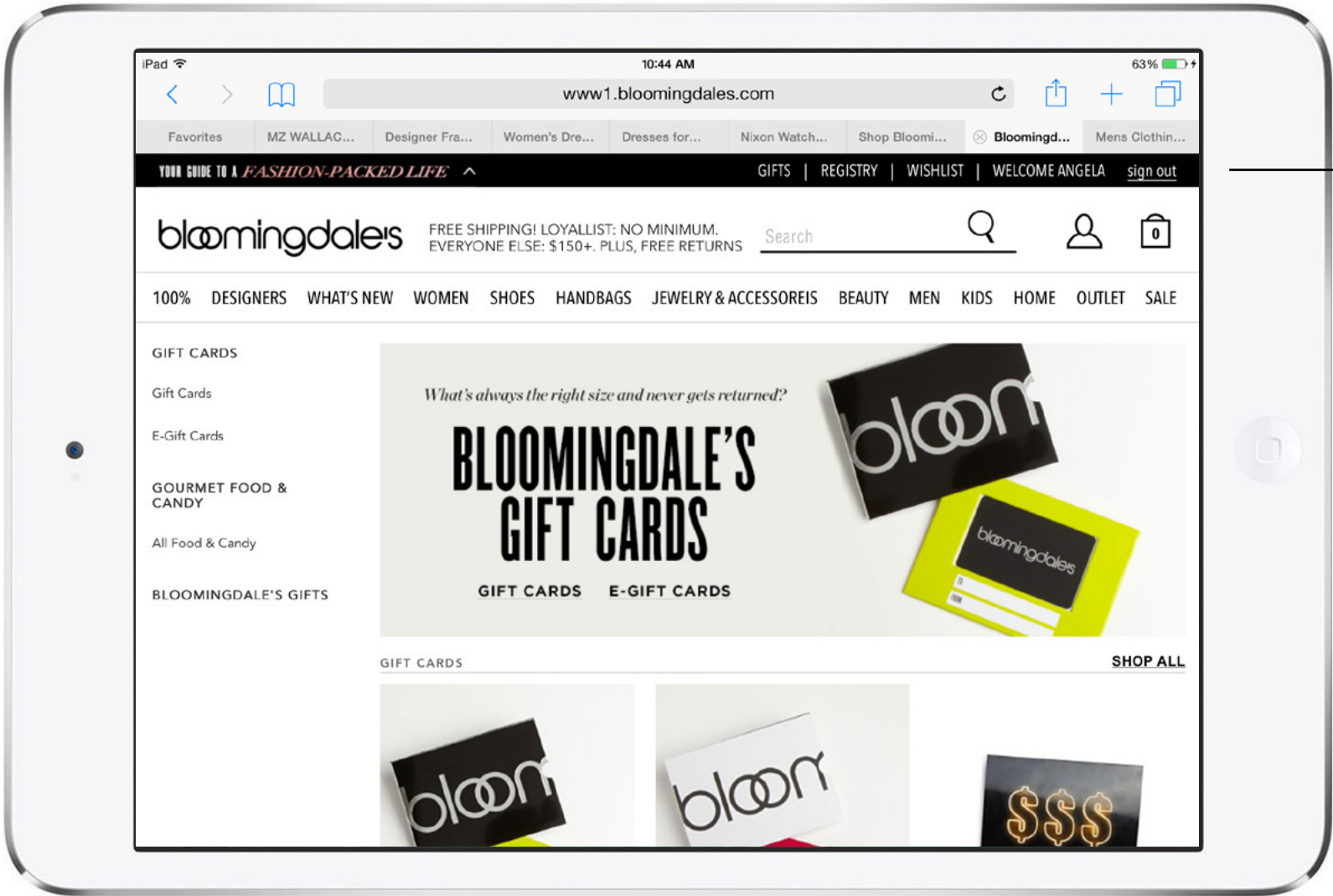


In option 2, we'll re-arrange where some of the category links are. The links that were moved were Gifts and Registry next to wishlist. We're also taking an opportunity to condense the search and fix the bug we currently have. The marketing message will move next to the logo (similar to Neiman Marcus).



Once you tap on the search icon, you'll get this overlay that is search focused. You'll still get the auto-fill experience. We'll add a cancel button to close out of the overlay and a clear/X button to clear the input field.

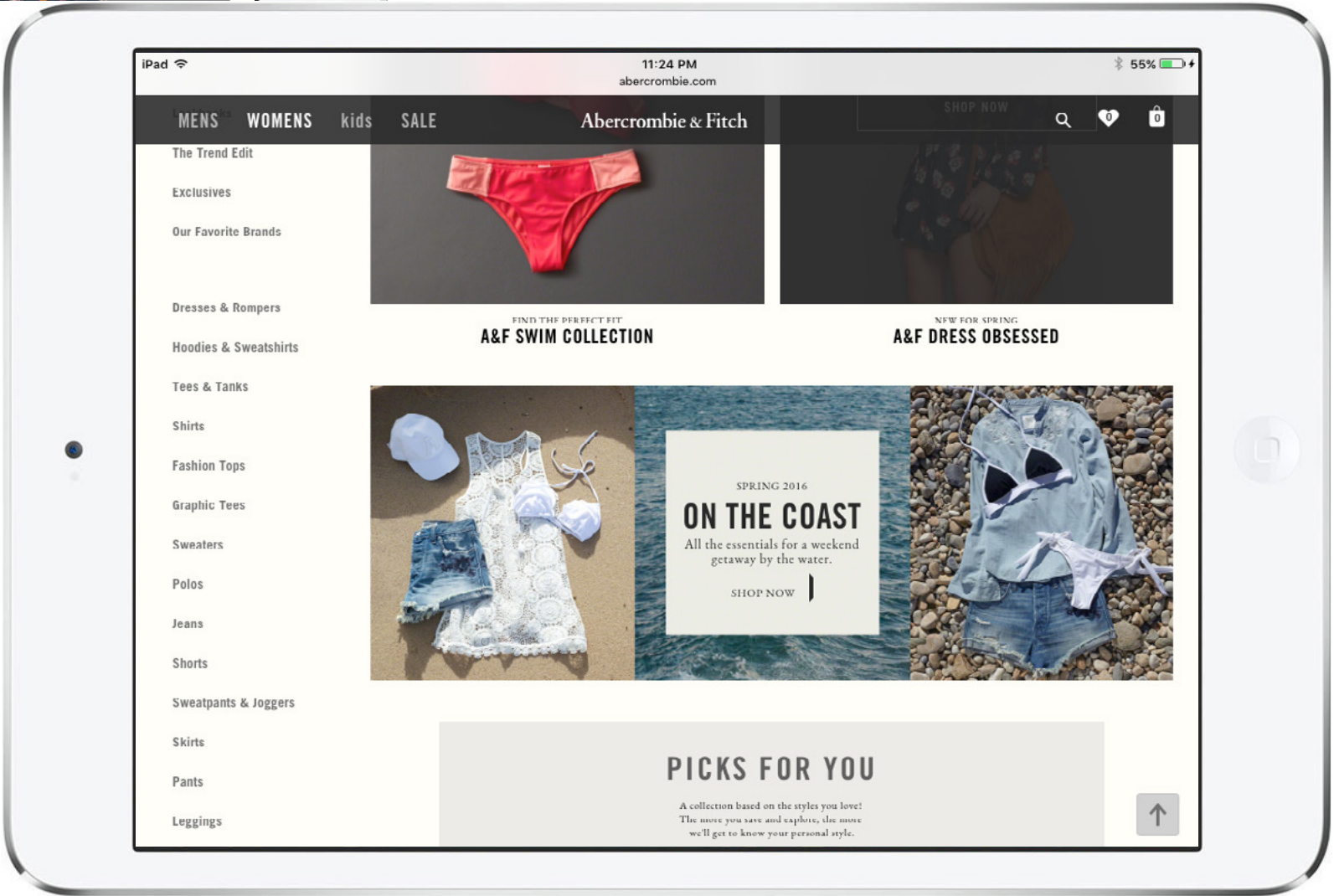
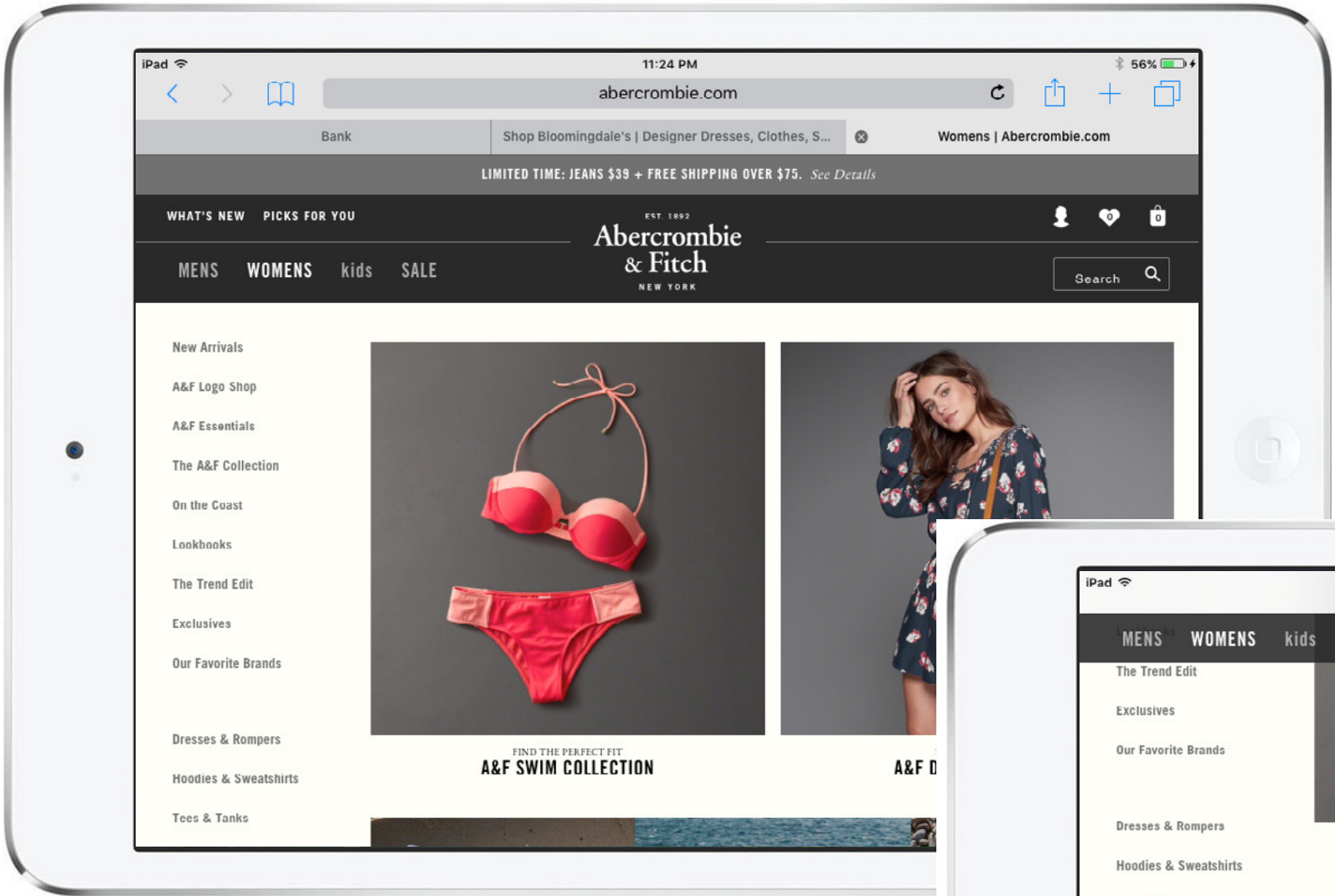
Tablet - Option 3



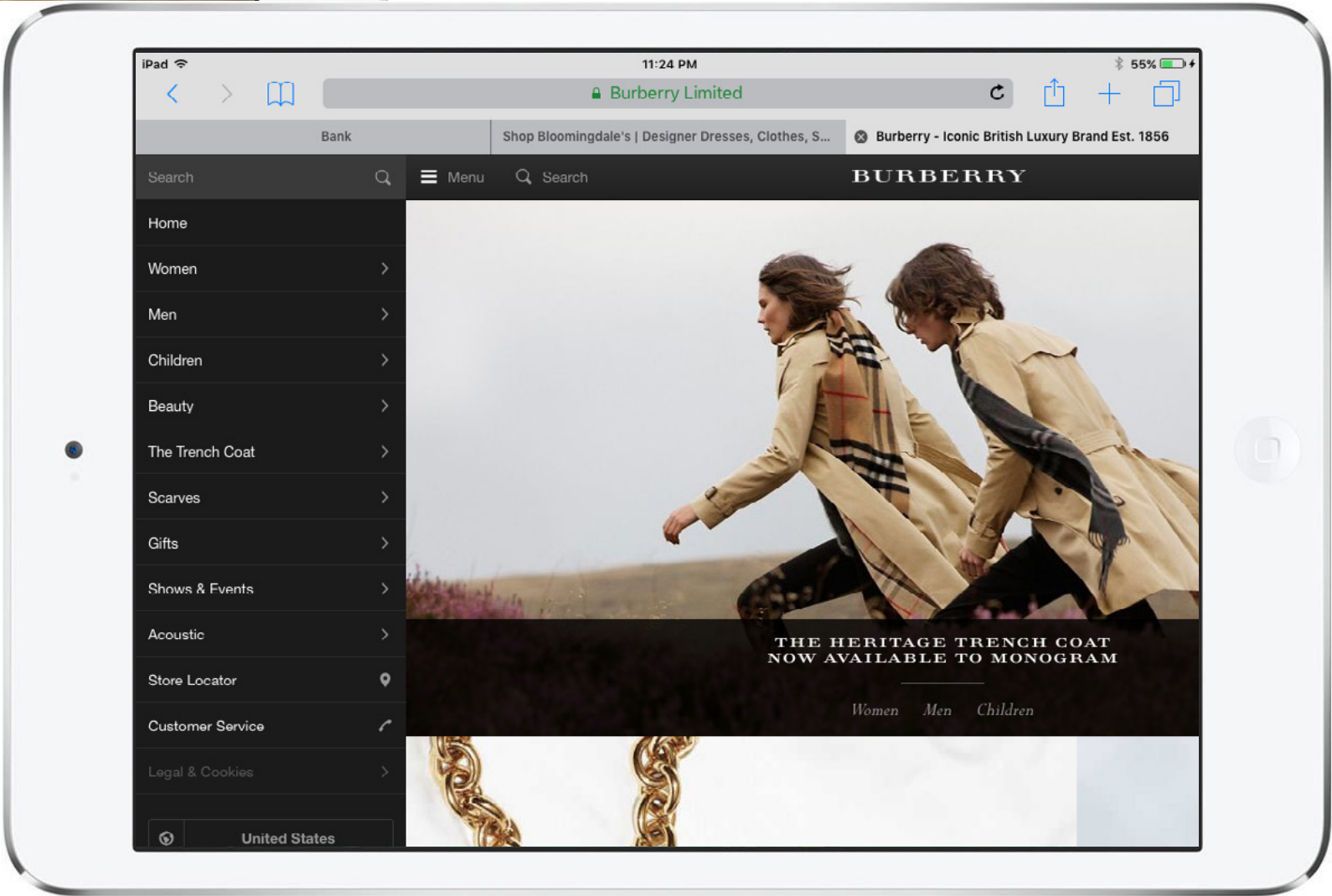
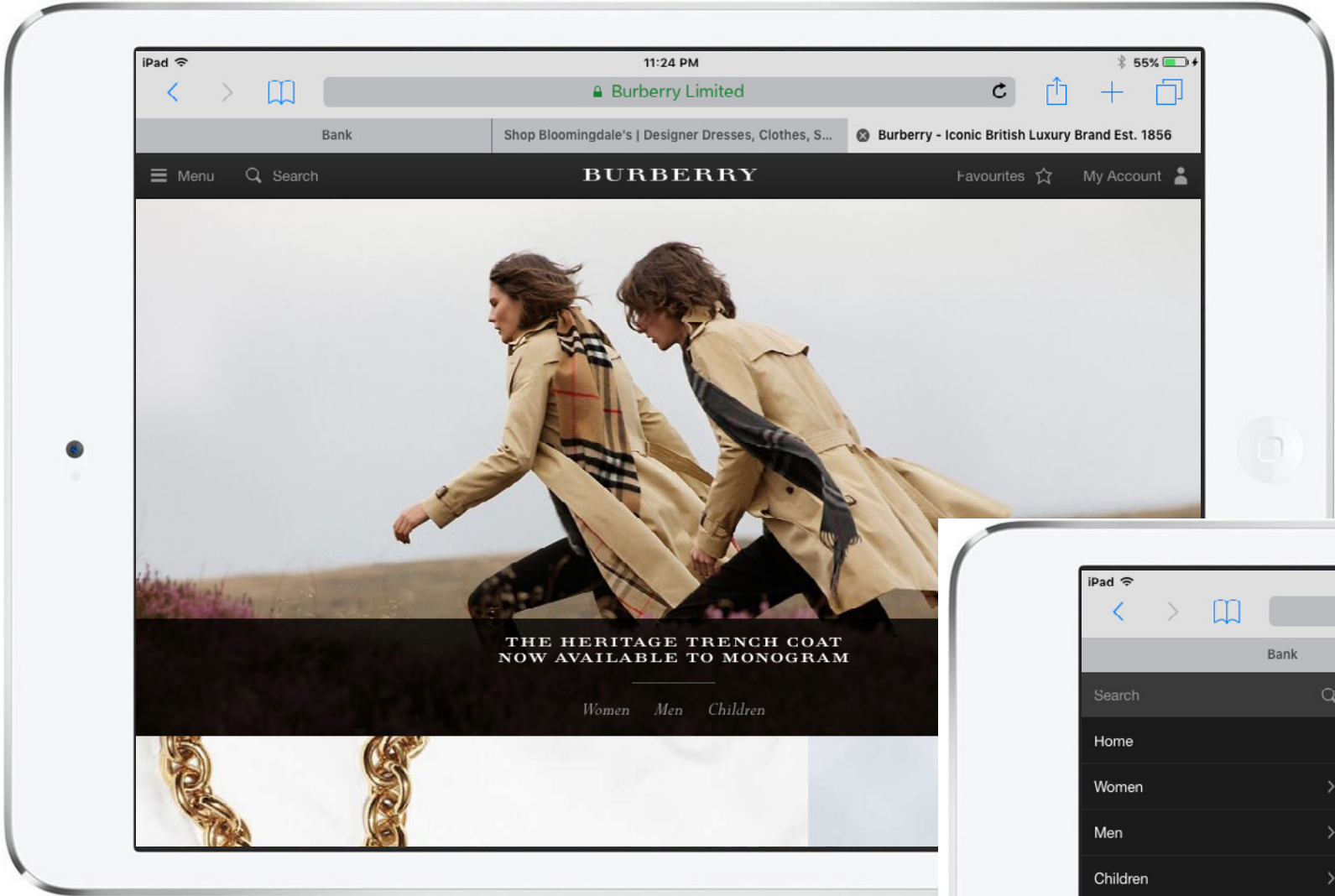
In option 3, we're just re-organizing the links similar to option 2. We will remove swipe in this option as well and adjust the search to be smaller so we can fit the marketing message.

UX will recommend to still remove persistent navigation in order to not have the search input field bug.

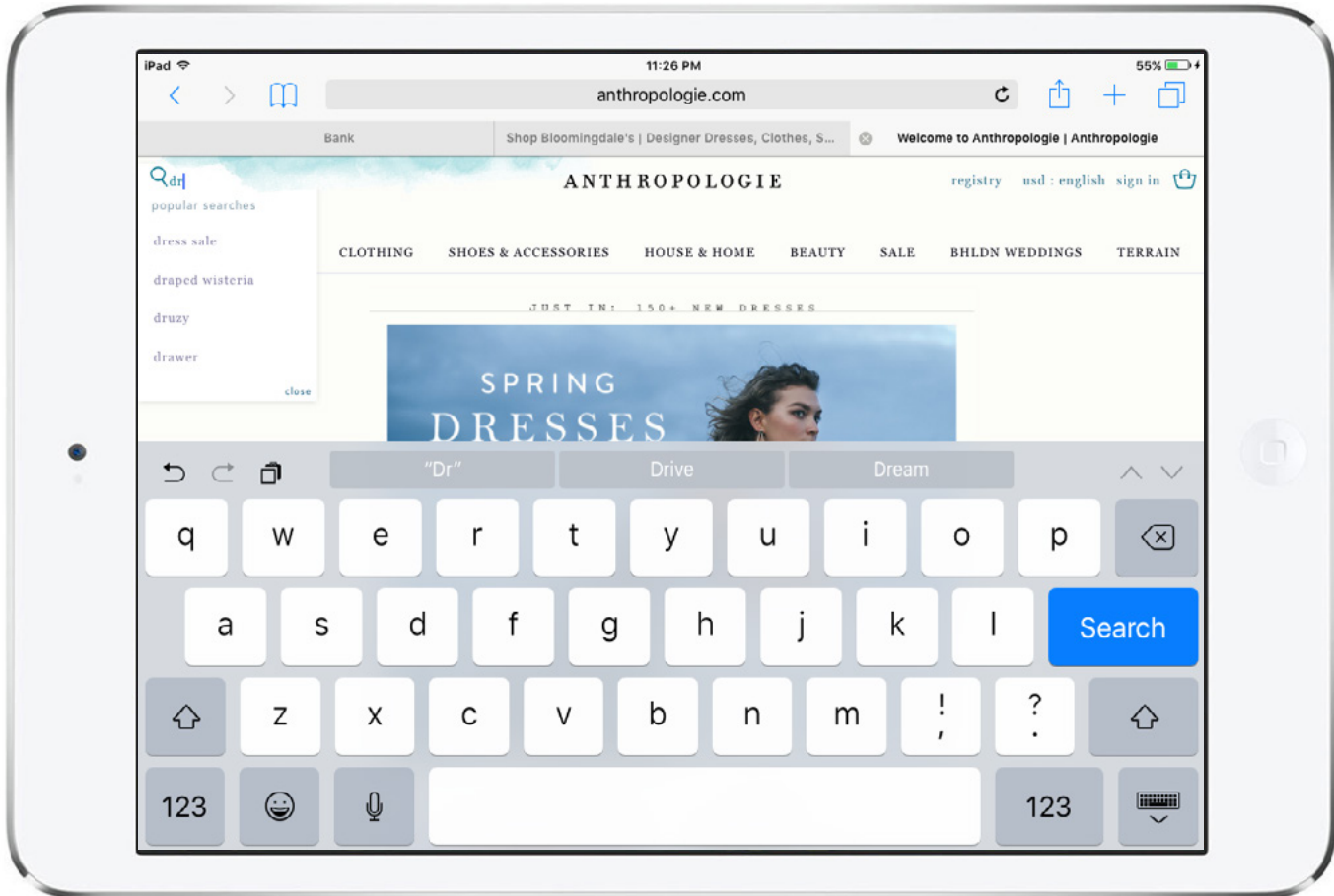
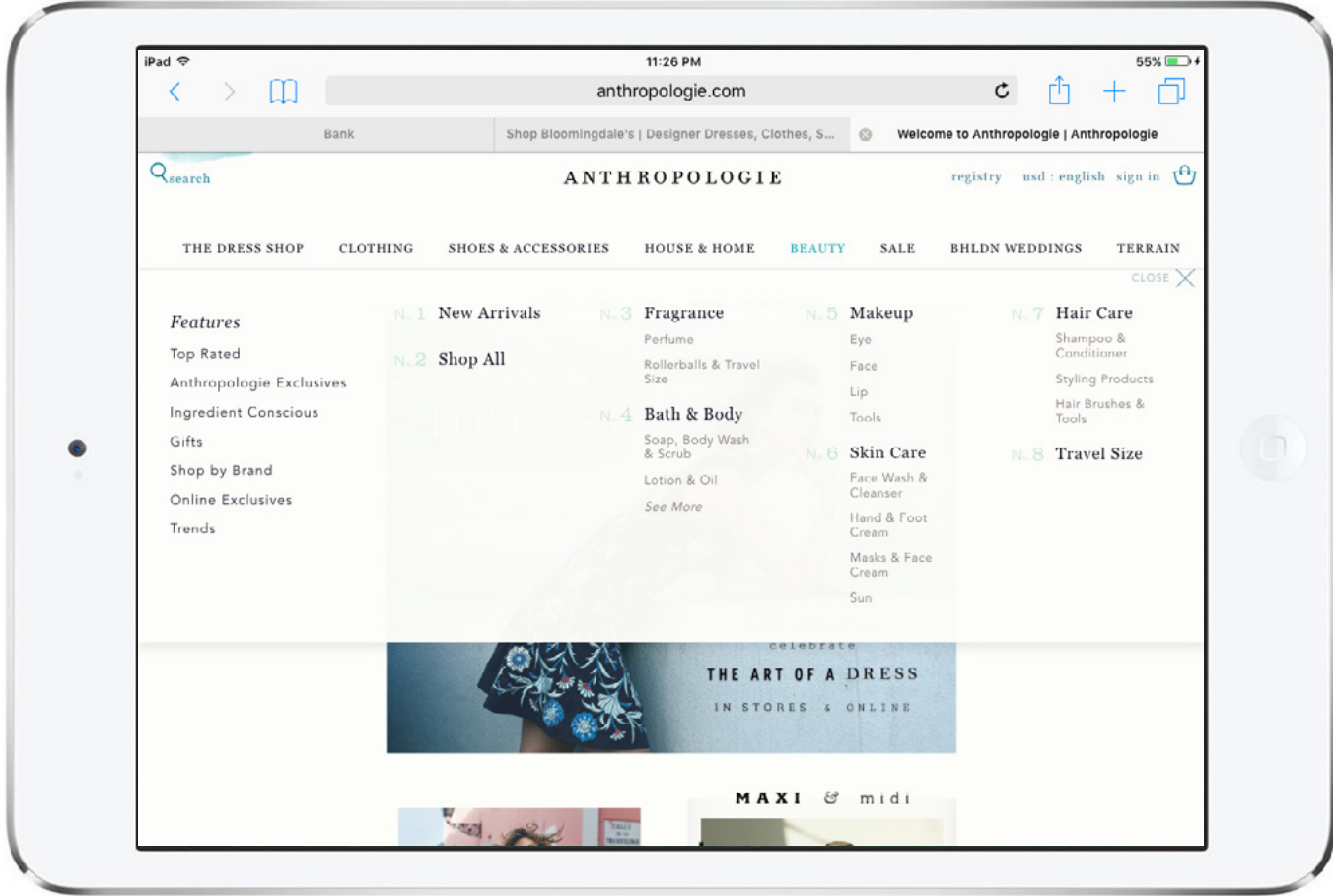
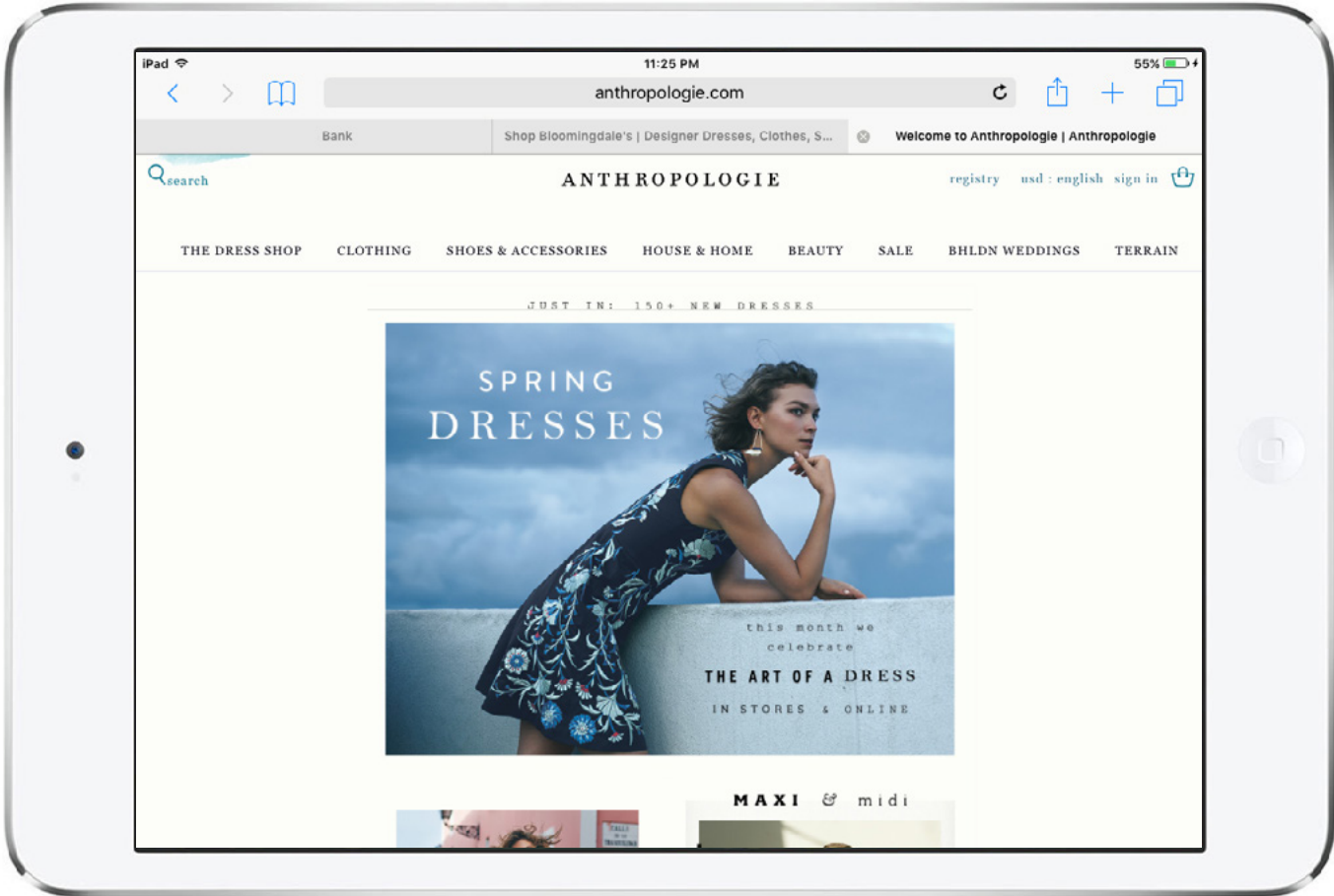
Competitors - Abercrombie



Competitors - Burberry



Competitors - Anthropologie



Competitors - Neiman Marcus

