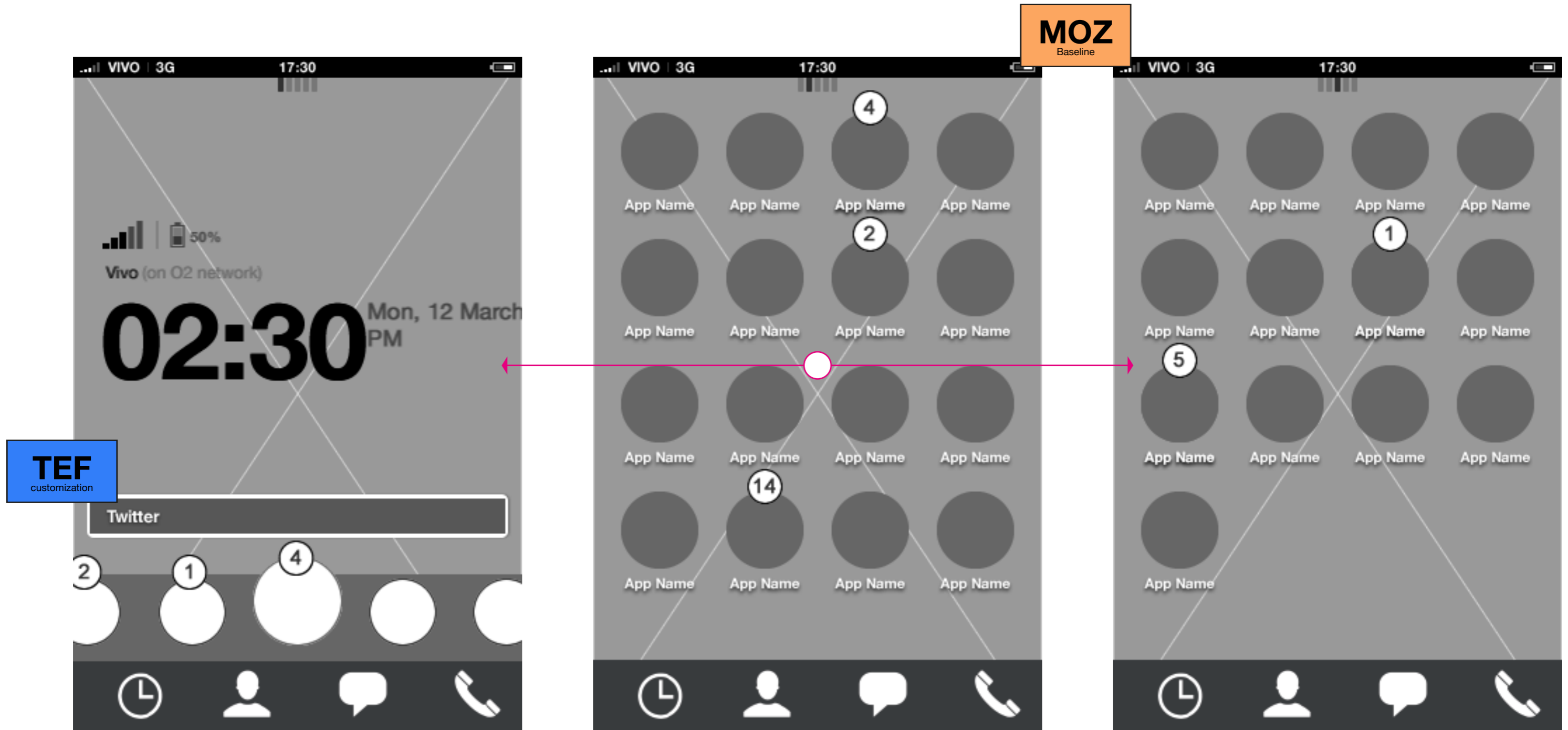


Home: TF grid view modifications

Home screen

Apps are just one swipe away



TEF
customization

MOZ
Baseline

Home to the left

Home is holding battery indicator, clock and date, RSSI and network. In addition to these indicators, home is giving access to carousel content and the four key apps.

App launcher to the right

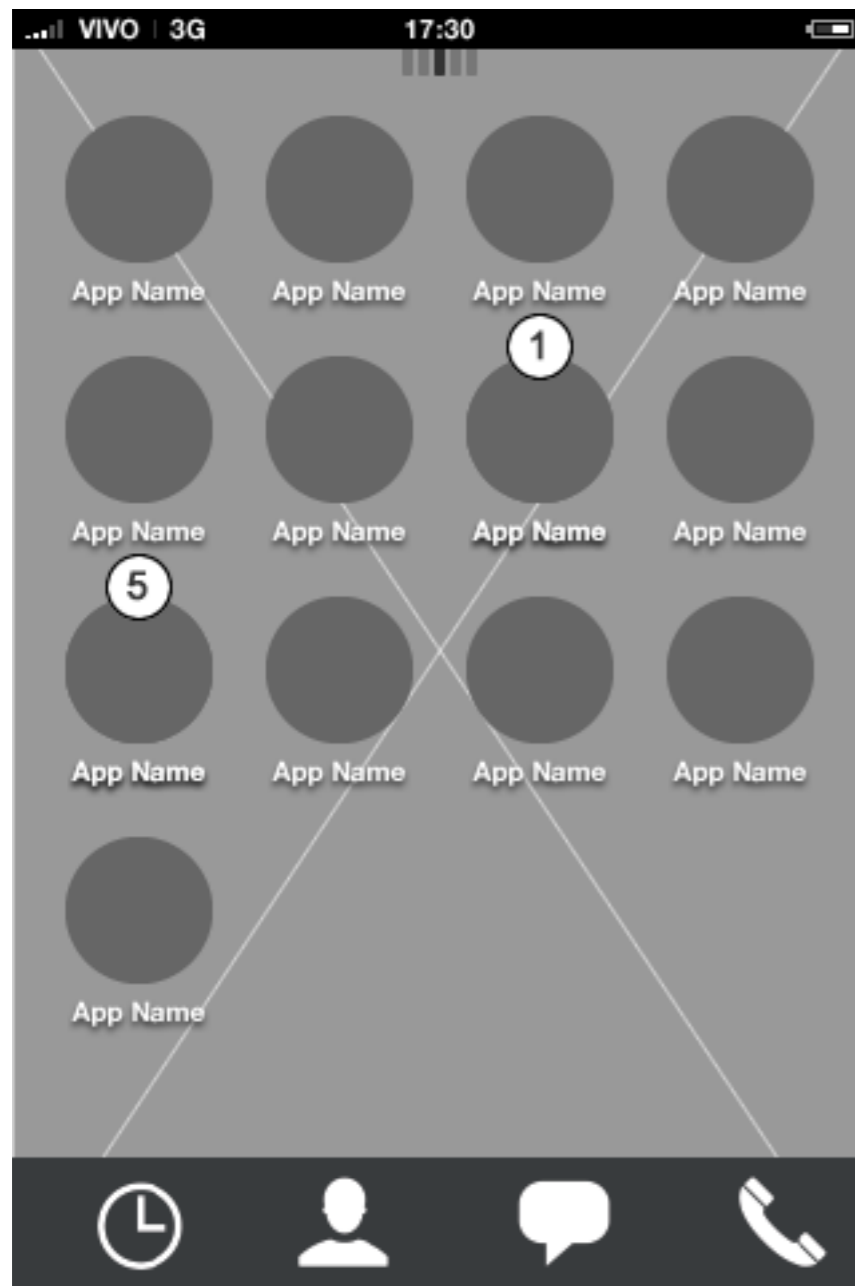
Grid of apps launching app upon tap.

App launcher to the right

App launcher continues to the right holding all other apps.

Home screen

App launcher: application types and appearance



Application launcher

The application launcher can hold a combination of the four application types.

4 Application types

1. Core apps

Are Telefonica apps, all with a very elaborated preview experience. The Telefonica application icons are clearly identified as the Telefonica brand and cannot be deleted, only rearranged.

2. Special/Partner apps

Are favoured 3rd party applications such as “.....”, “.....”, “.....”, etc. Special and partner apps can also be a simple link to the app market (not yet installed apps). Even though they are granted benefits, these applications can be deleted in opposite to the core Telefonica apps. Partner apps are also allowed to use a more customized icon style (still with the same icon size).

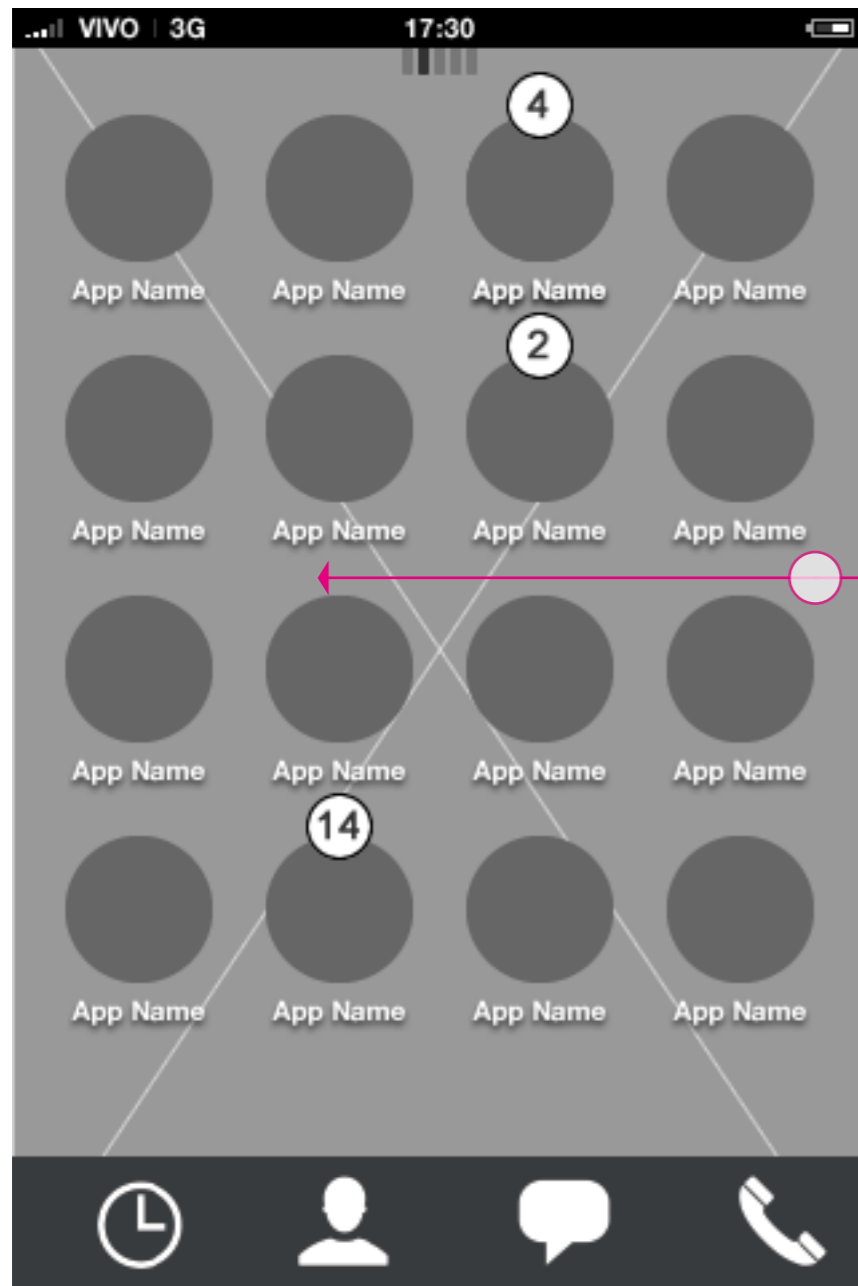
3. Favorites

Can be of several types of content (contacts, playlists, media albums, etc.), favourites can be pre-loaded to the grid or the carousel in order to teach users how favorites can be used for quick access.

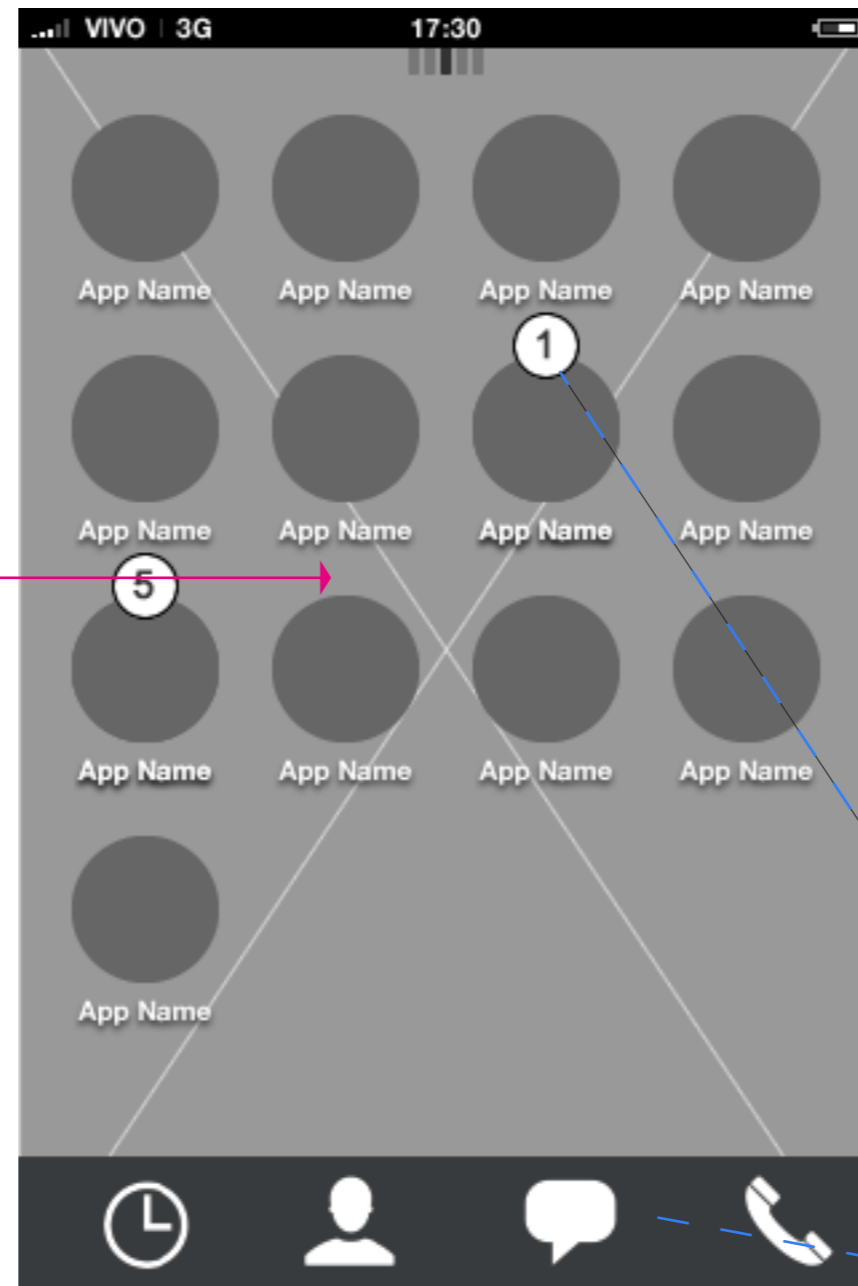
4. 3rd party apps:

Are similar to special partner apps but without the benefits of breaking the UX style guide. 3rd party apps can be deleted and can hold any type of preview.

Home screen App launcher



App launcher: first page
Horizontal swiping takes the user to next/previous page



App launcher: second page

Description

Pages

The app launcher can hold infinite number of pages. Each page needs to hold a minimum of one application.

Apps will automatically be sorted in western reading format (left to right, top to bottom).

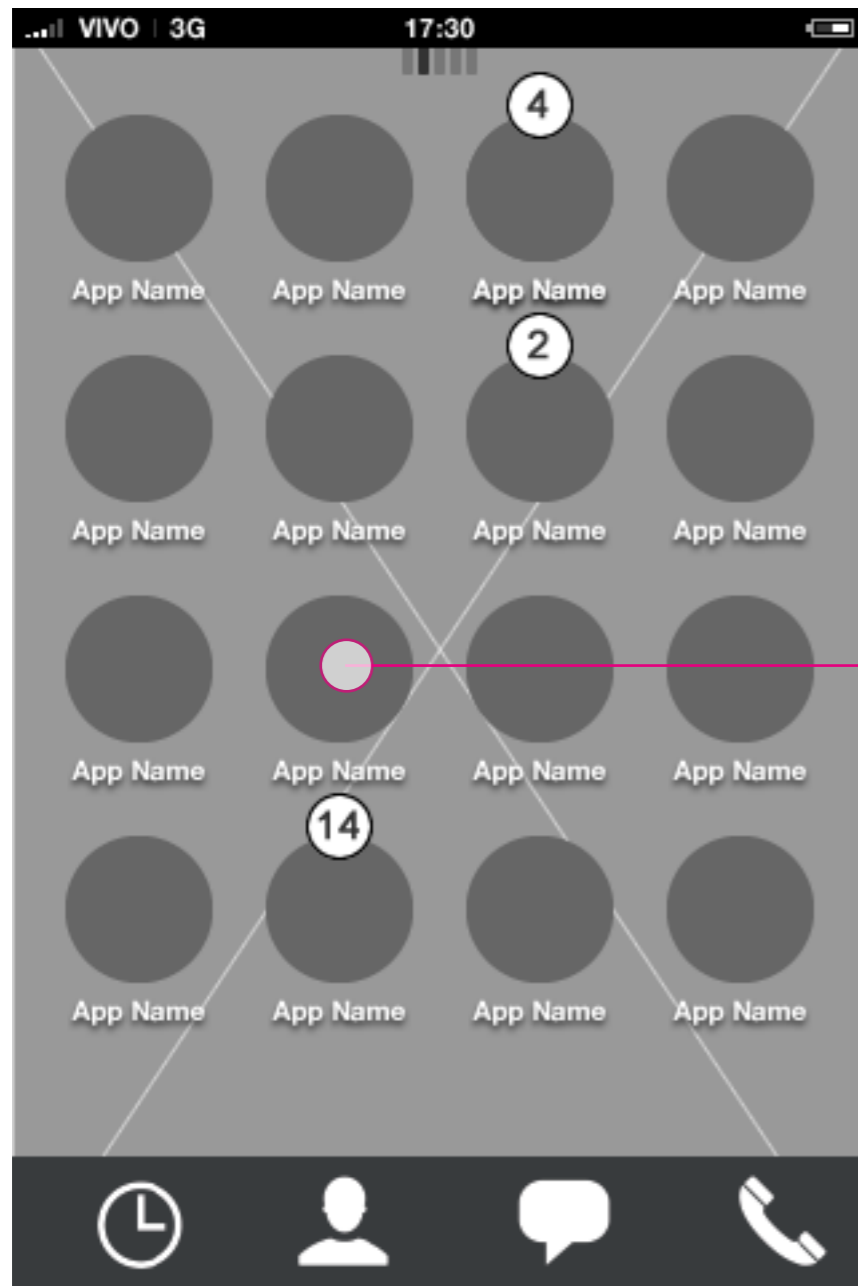
Notification badge icons indicate number of notifications that haven't yet been acknowledged.

Swiping horizontally moves to next/previous page.



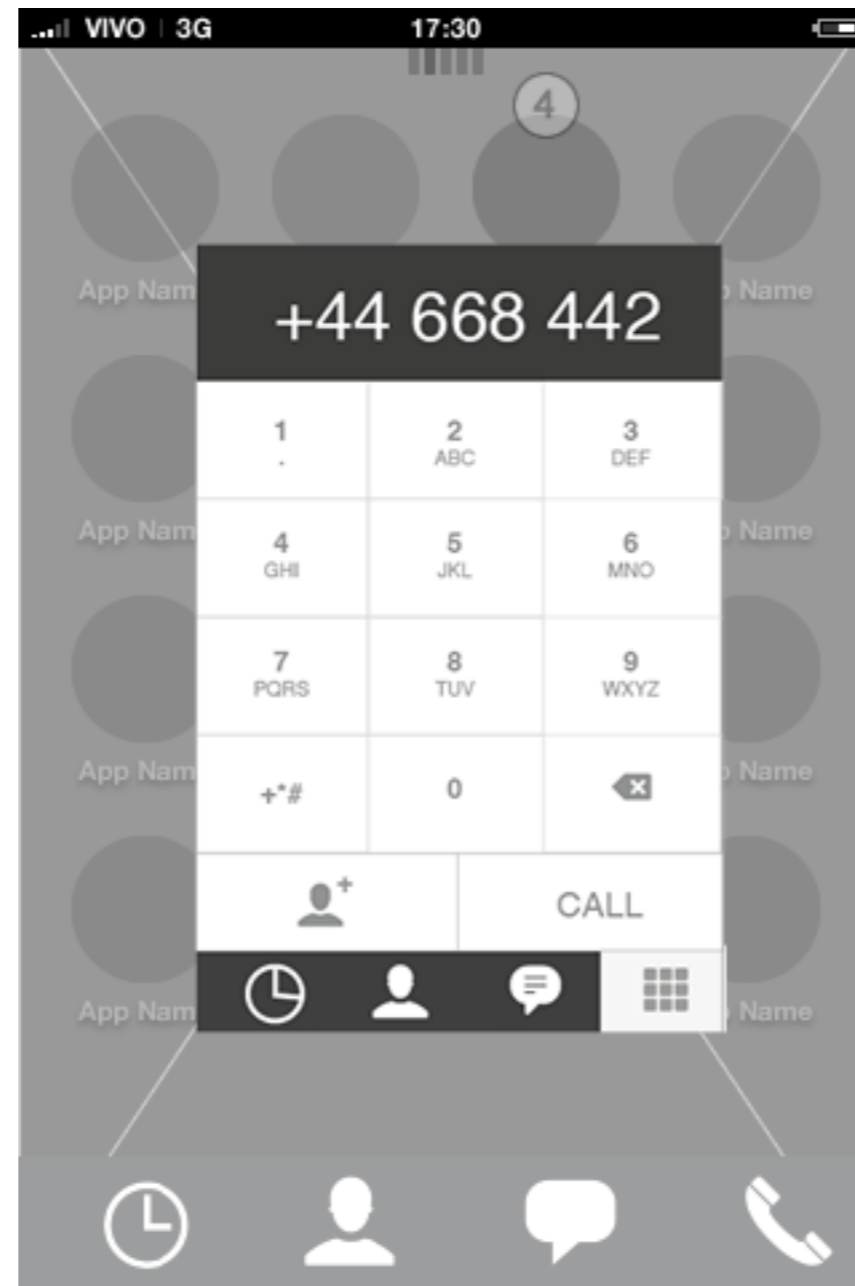
Home screen

App launcher: open app animation



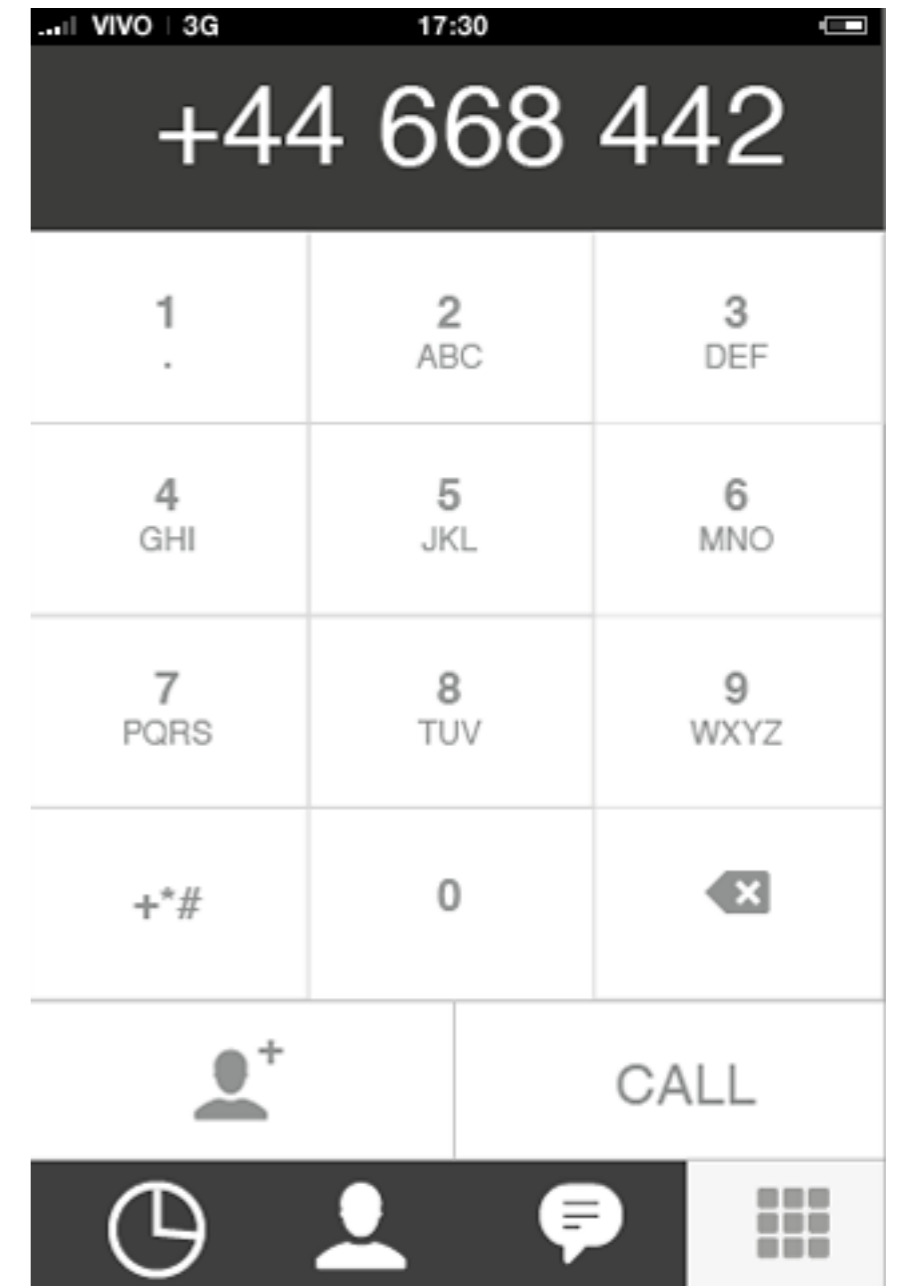
App launcher

Tap app in launcher or key app dock.



App launcher: open app animation

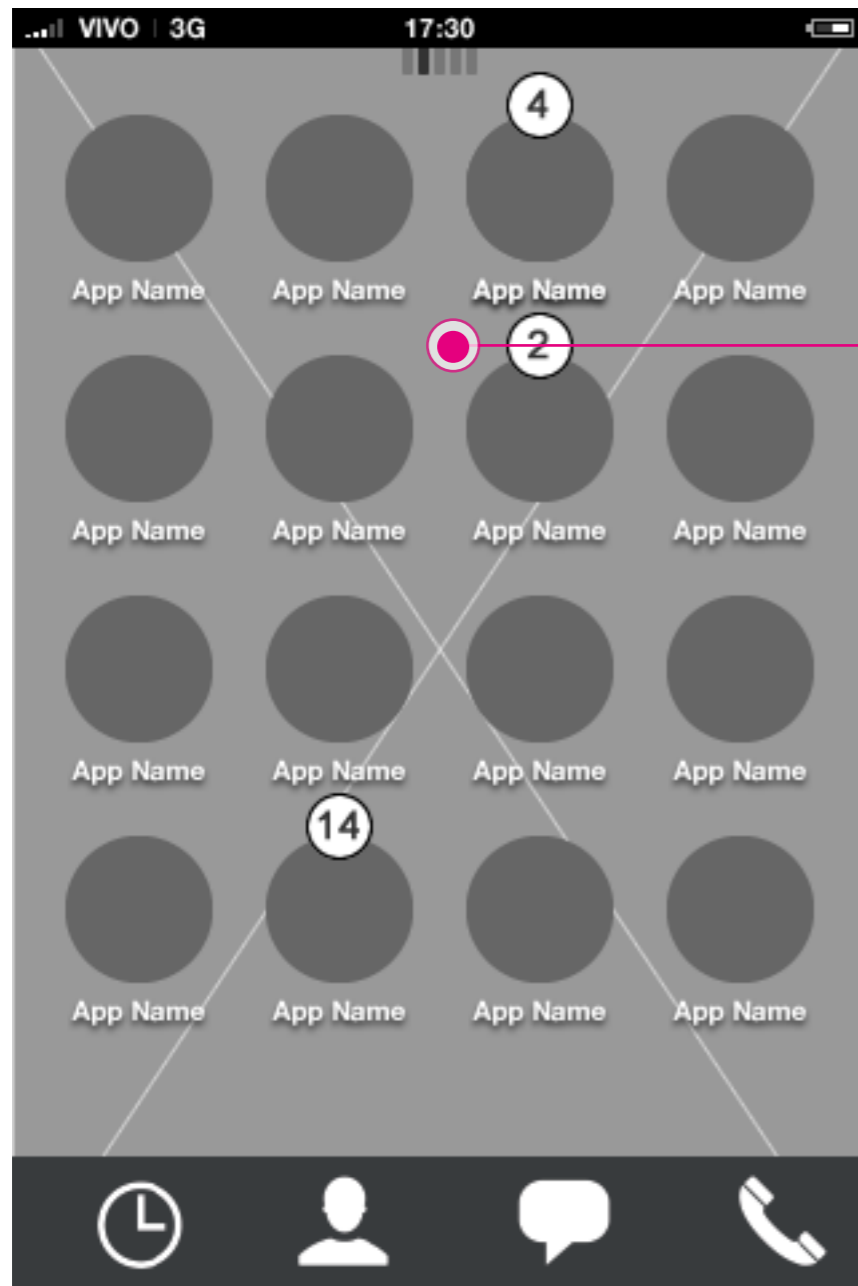
(note that same animation will take place when opening an app from the carousel or the key app dock)



Full app open

Home screen

App launcher: edit mode



App launcher: first page

Long press anywhere in the app launcher to start the edit mode.



App launcher: edit mode

In edit mode the user can re-arrange applications and access the application specific more menu from the badge icon. (for more details see edit mode document)

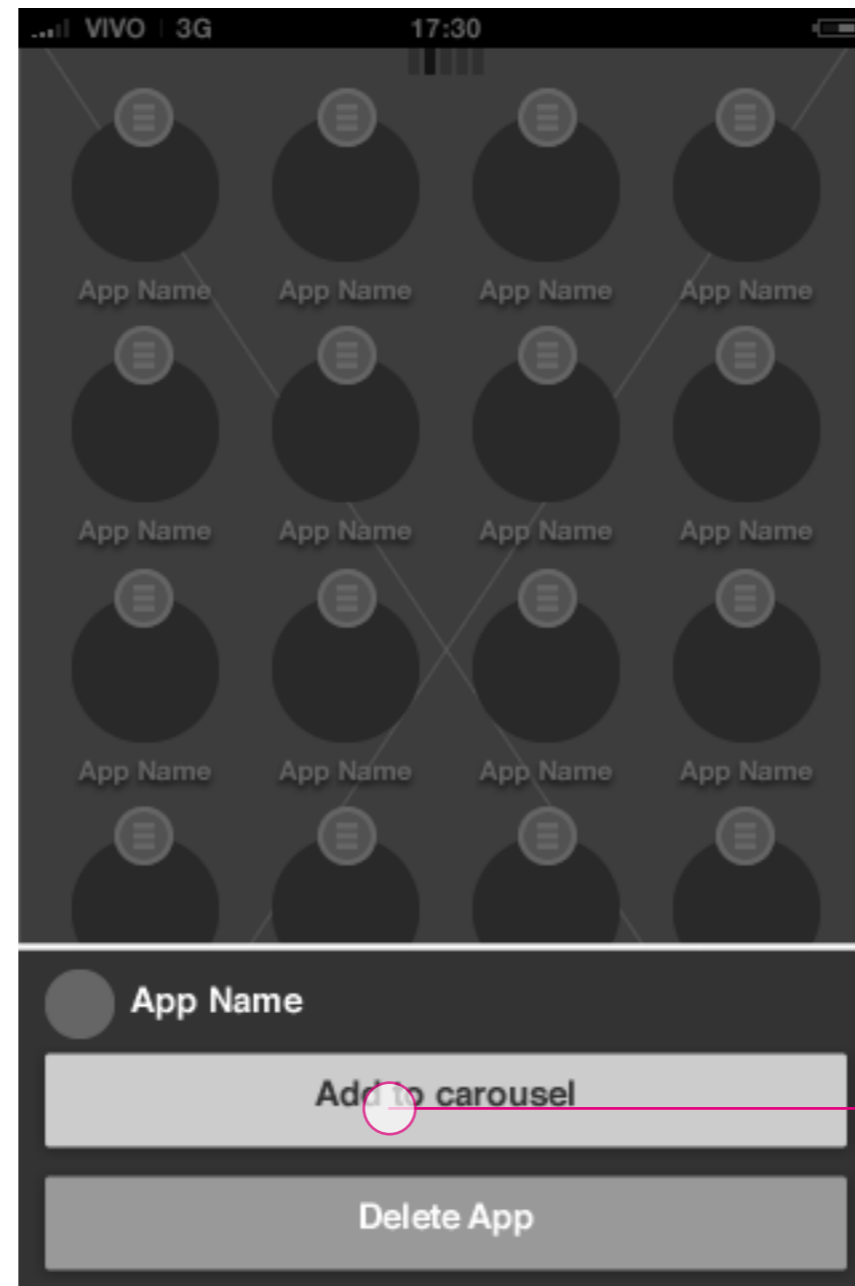
Home screen

App launcher: edit mode - add to carousel

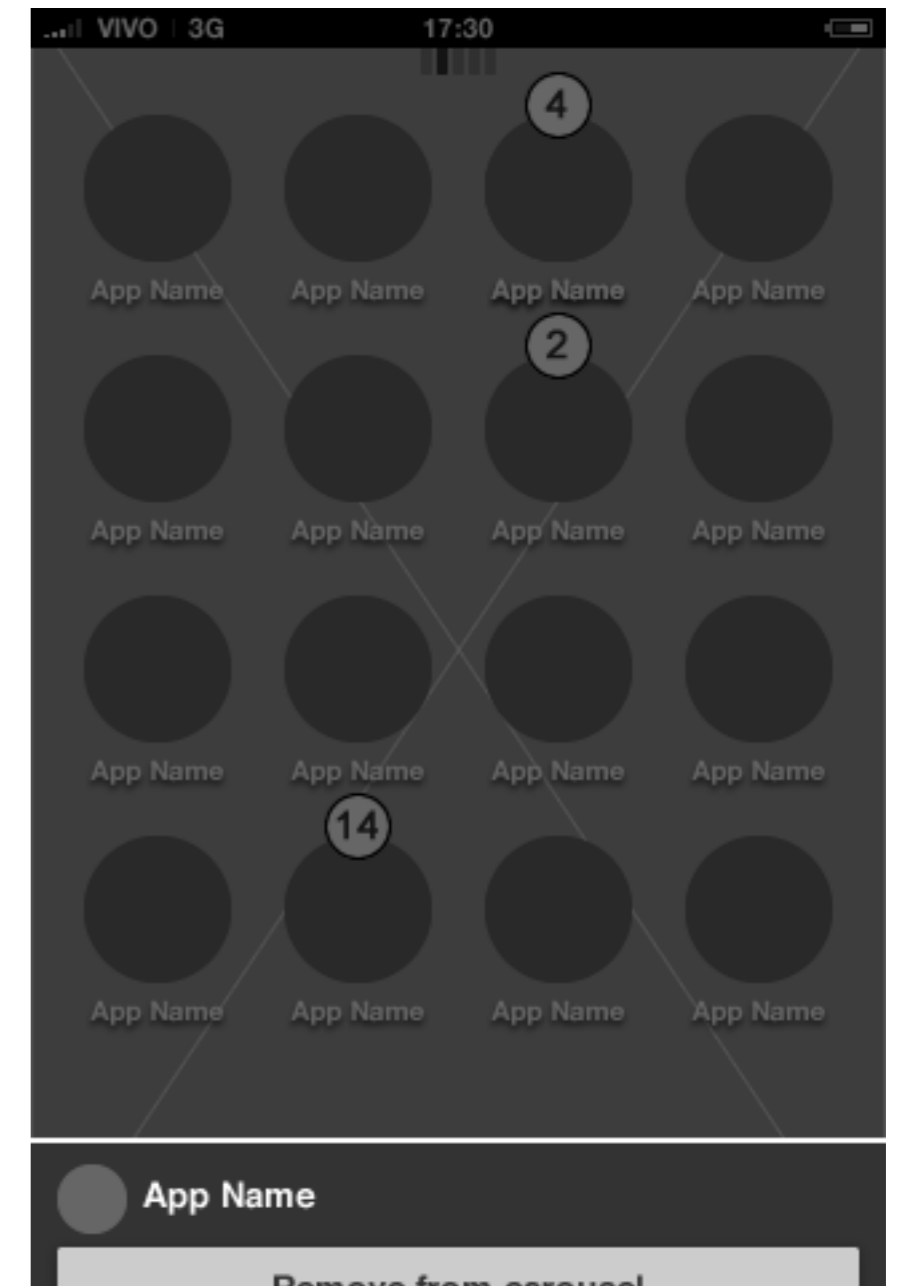


App launcher: edit mode

Tap edit menu for a specific app to take application actions.



App launcher: edit mode menu

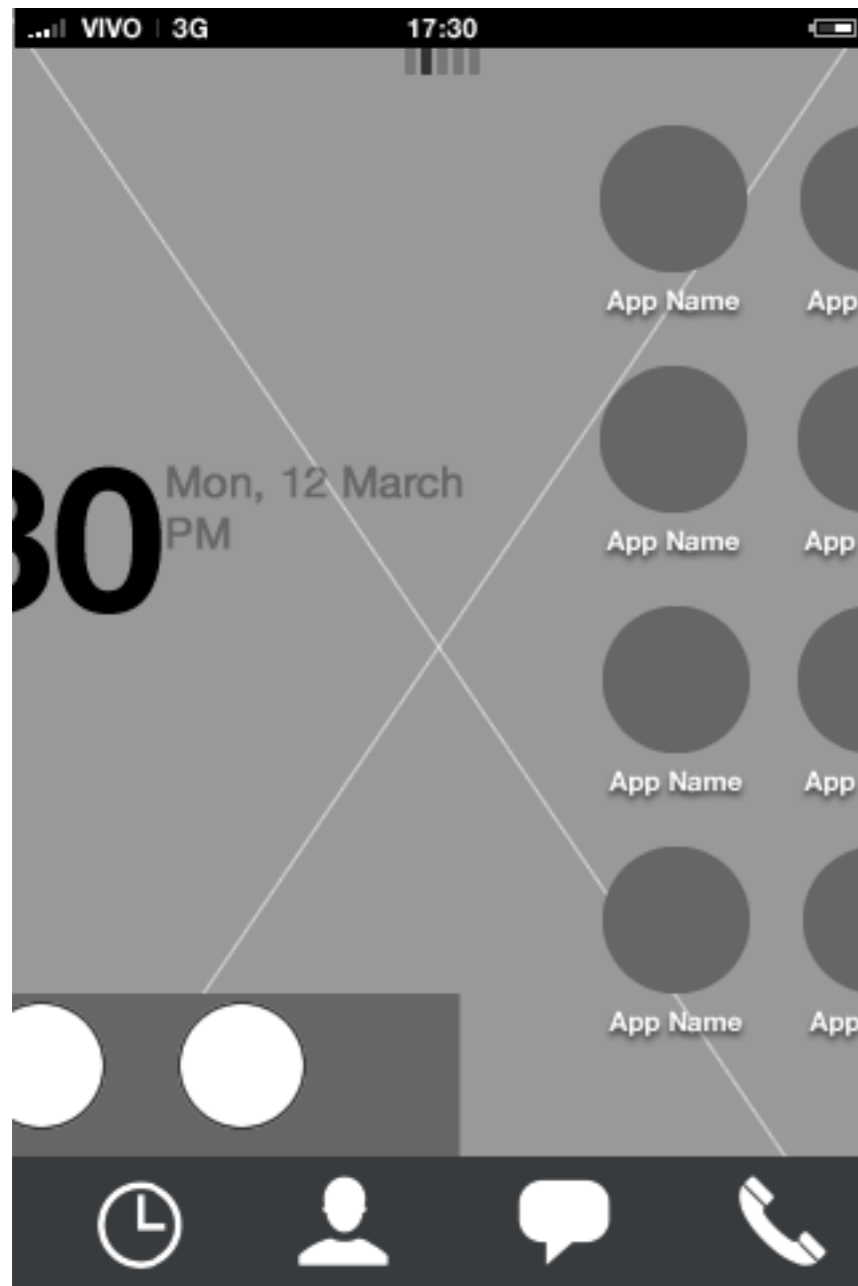


App launcher: edit mode - add to carousel animation

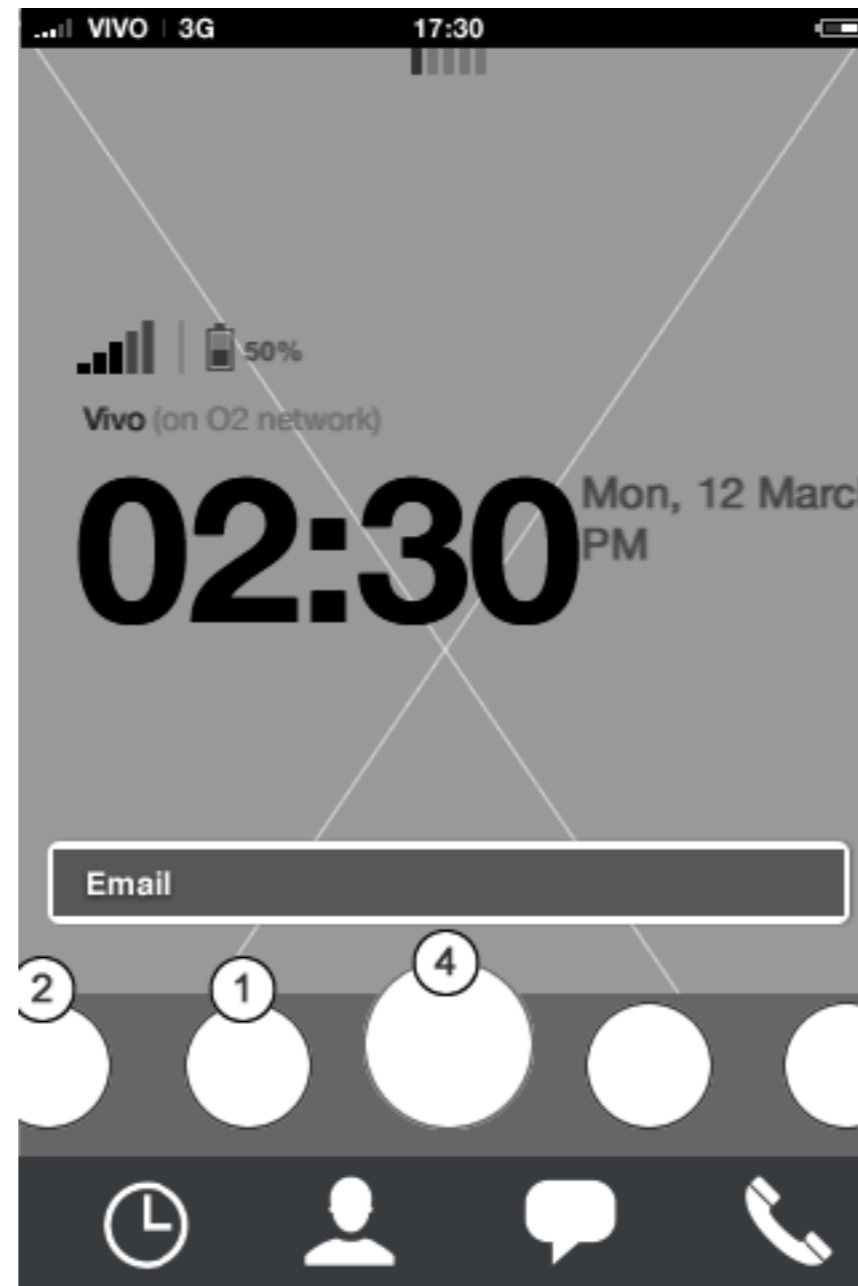
Add to carousel animation started

Home screen

App launcher: edit mode - add to carousel



App launcher: edit mode - add to carousel animation



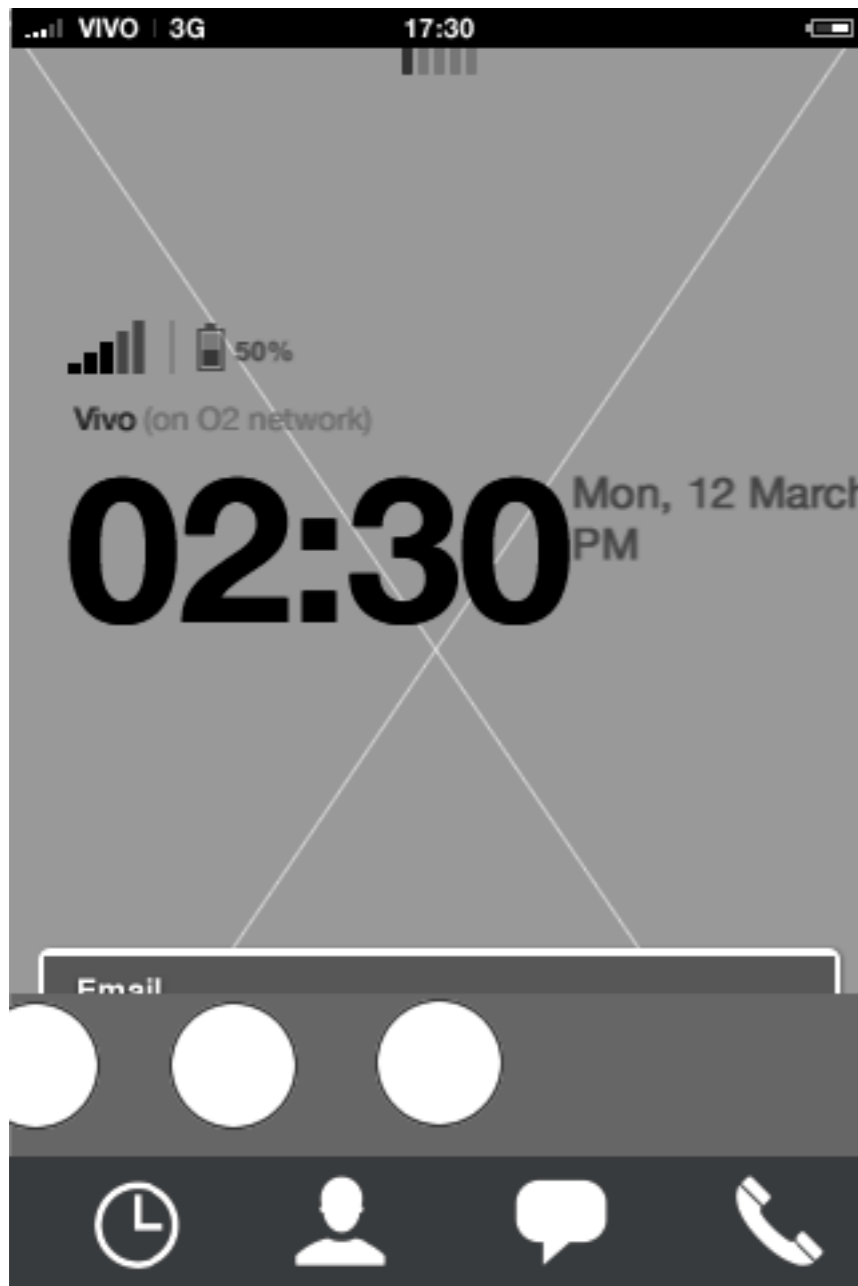
App launcher: edit mode - add to carousel animation



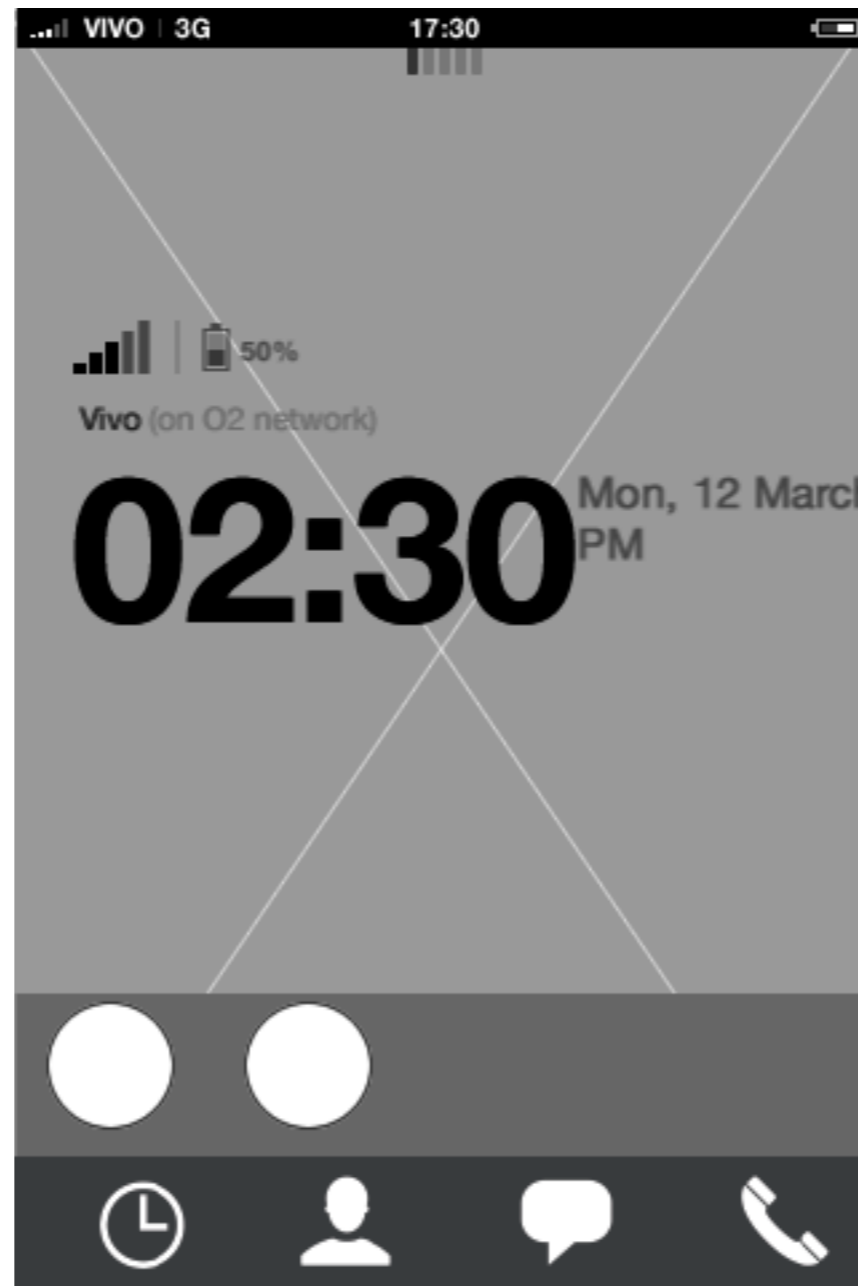
App launcher: edit mode - add to carousel animation

Home screen

App launcher: edit mode - add to carousel



App launcher: edit mode - add to carousel animation



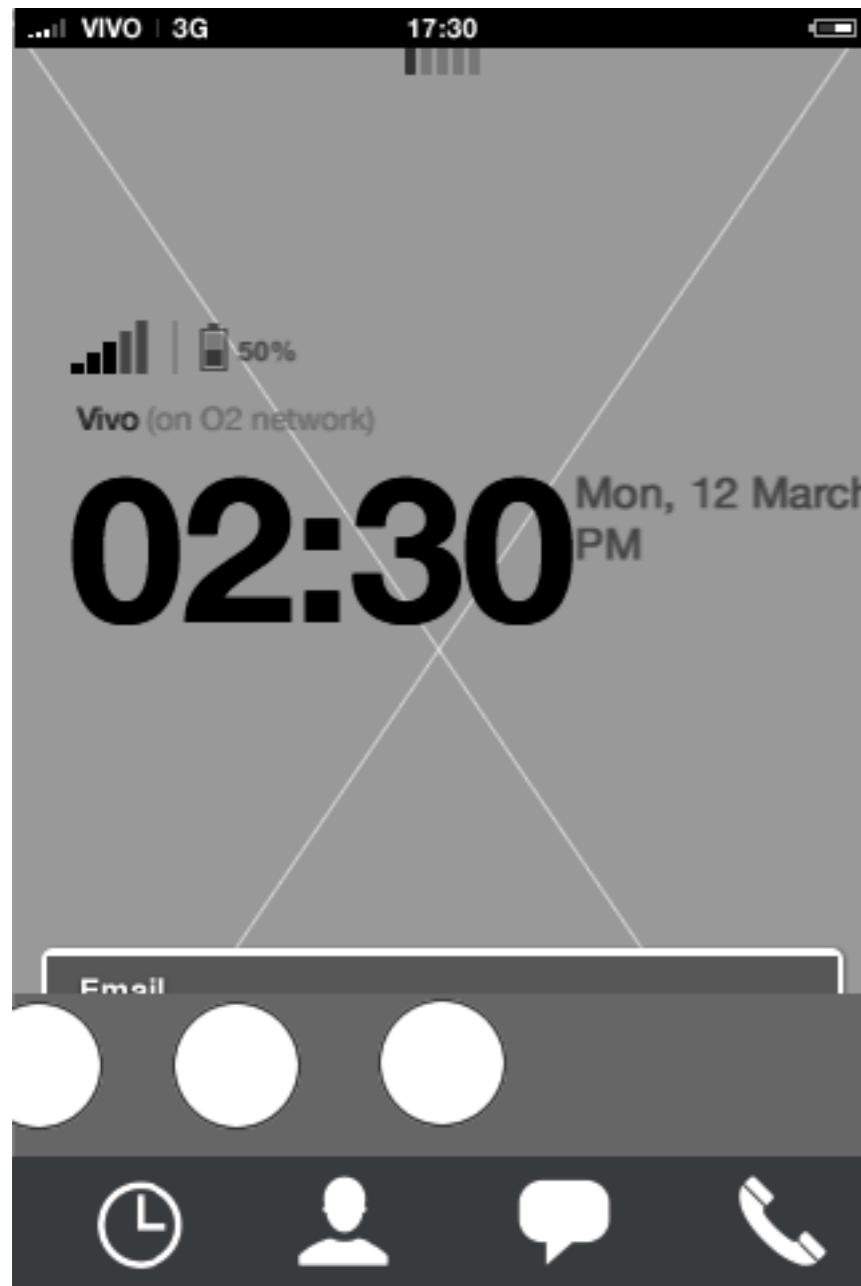
App launcher: edit mode - add to carousel animation



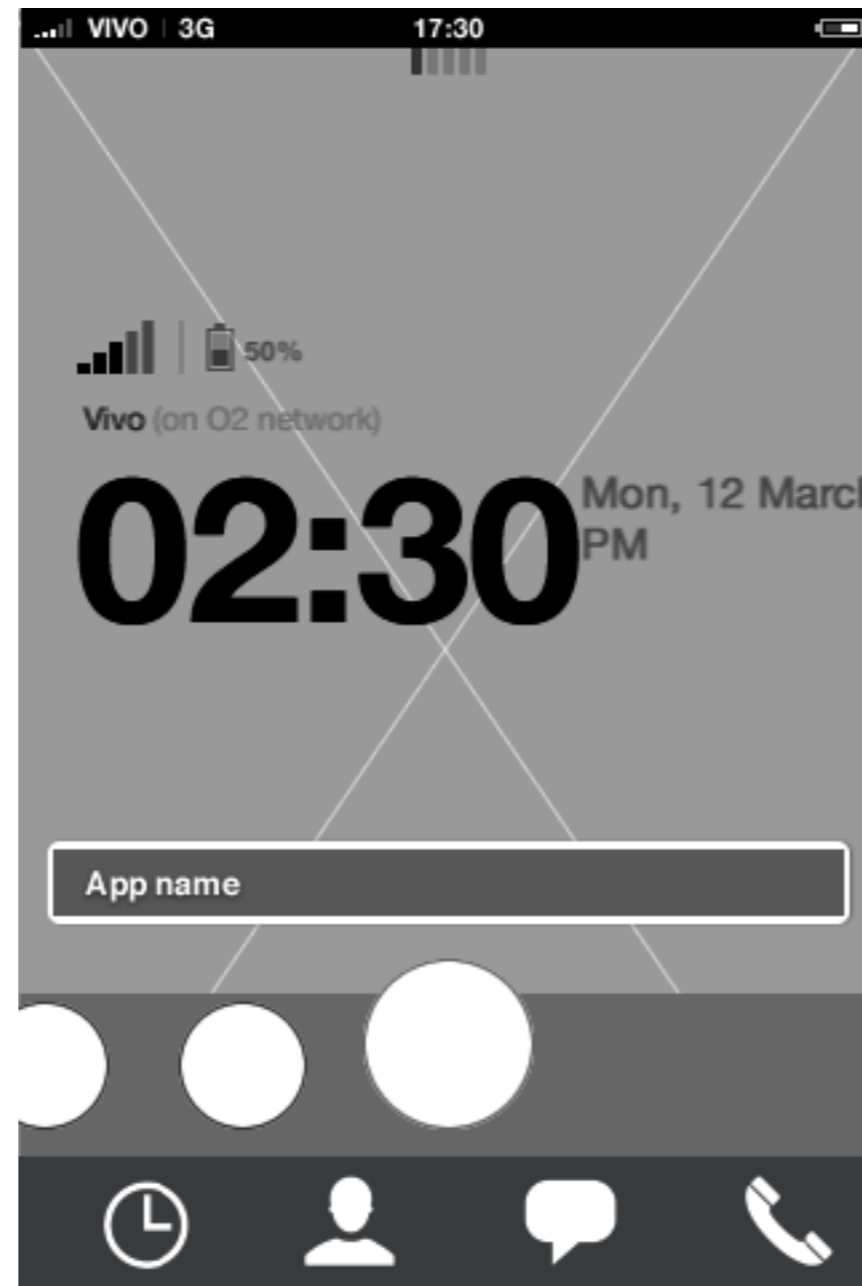
App launcher: edit mode - add to carousel animation

Home screen

App launcher: edit mode - add to carousel



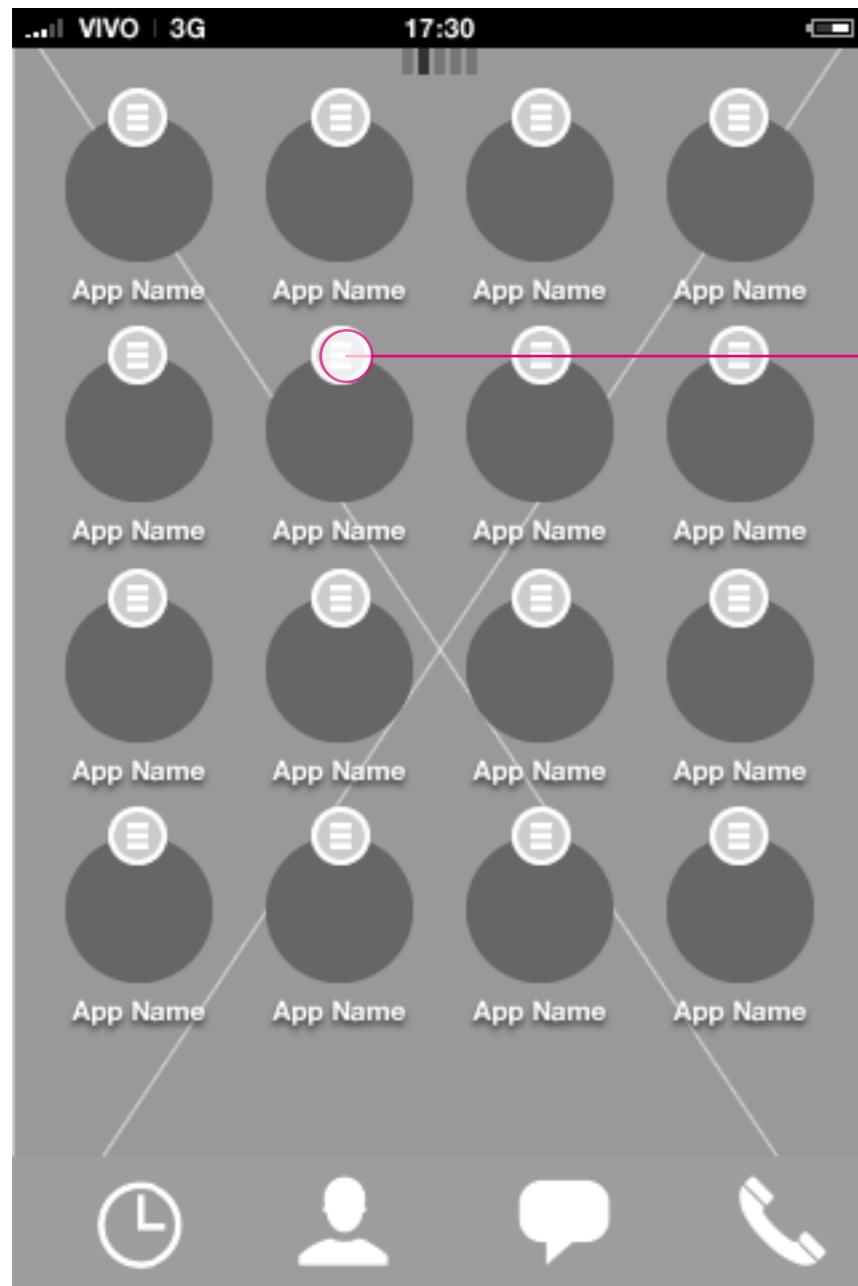
App launcher: edit mode - add to carousel animation



App launcher: edit mode - add to carousel animation
When animation finishes, the application added to the carousel gets in focus and is located in the last available carousel slot. In order to re-position the application, the user needs to enter edit mode.

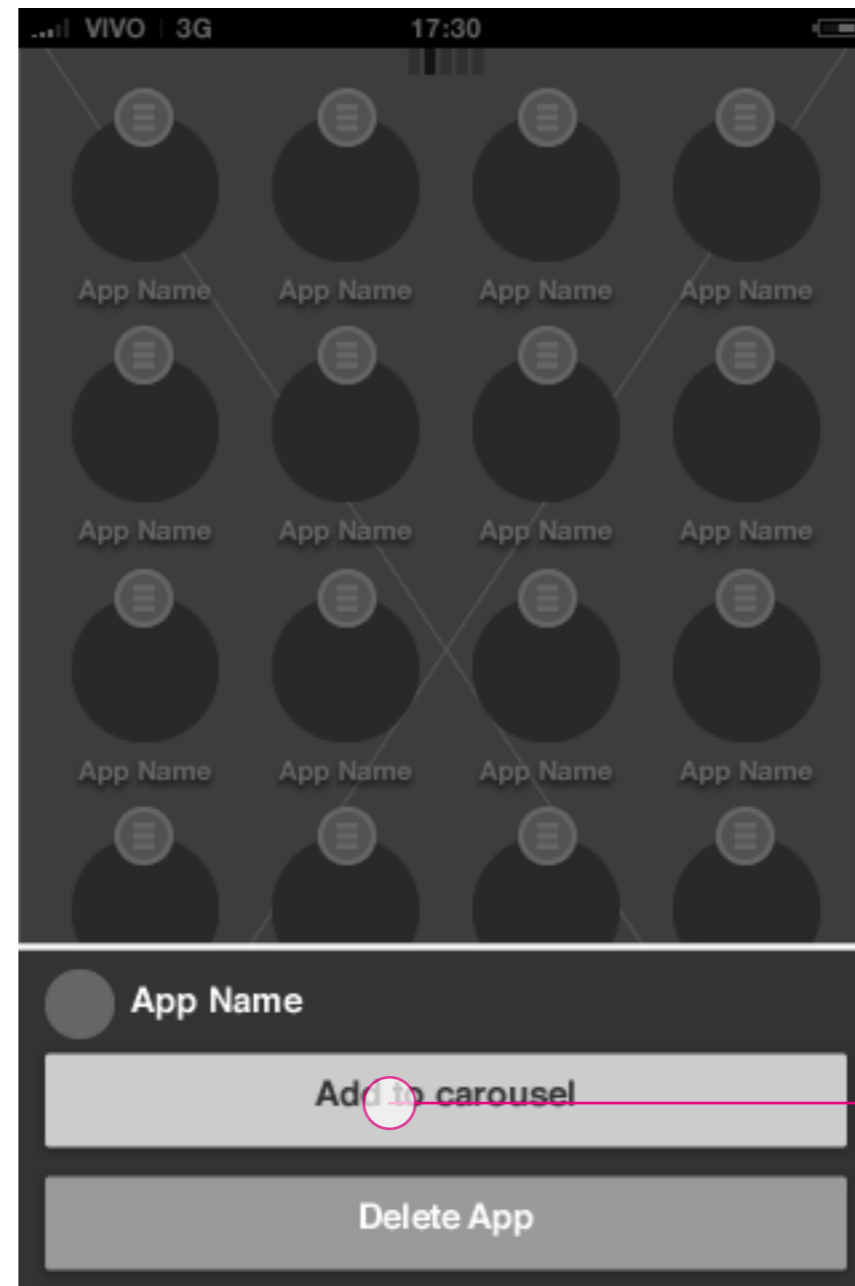
Home screen

App launcher: edit mode - add to full carousel

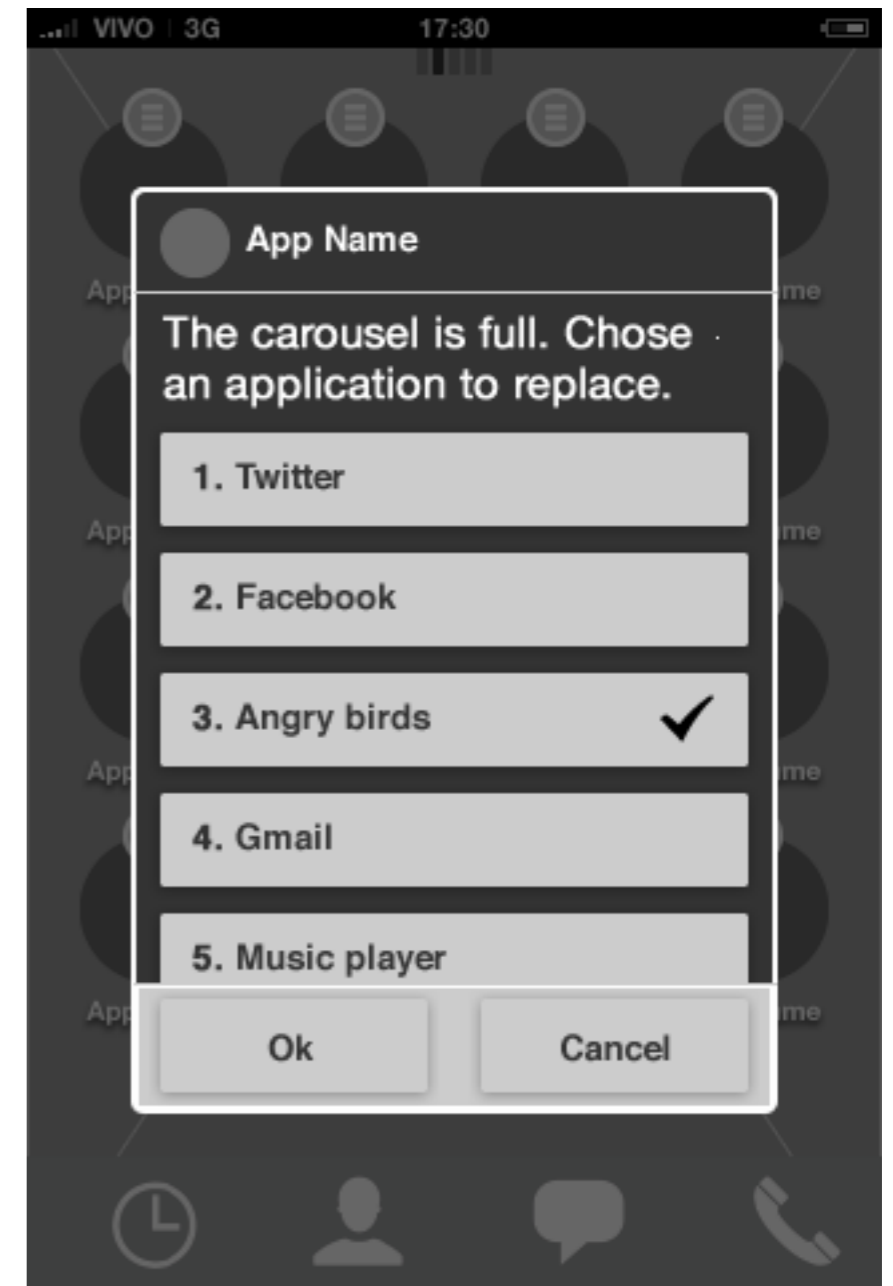


App launcher: edit mode

Tap edit menu for a specific app to take application actions.



App launcher: edit mode menu

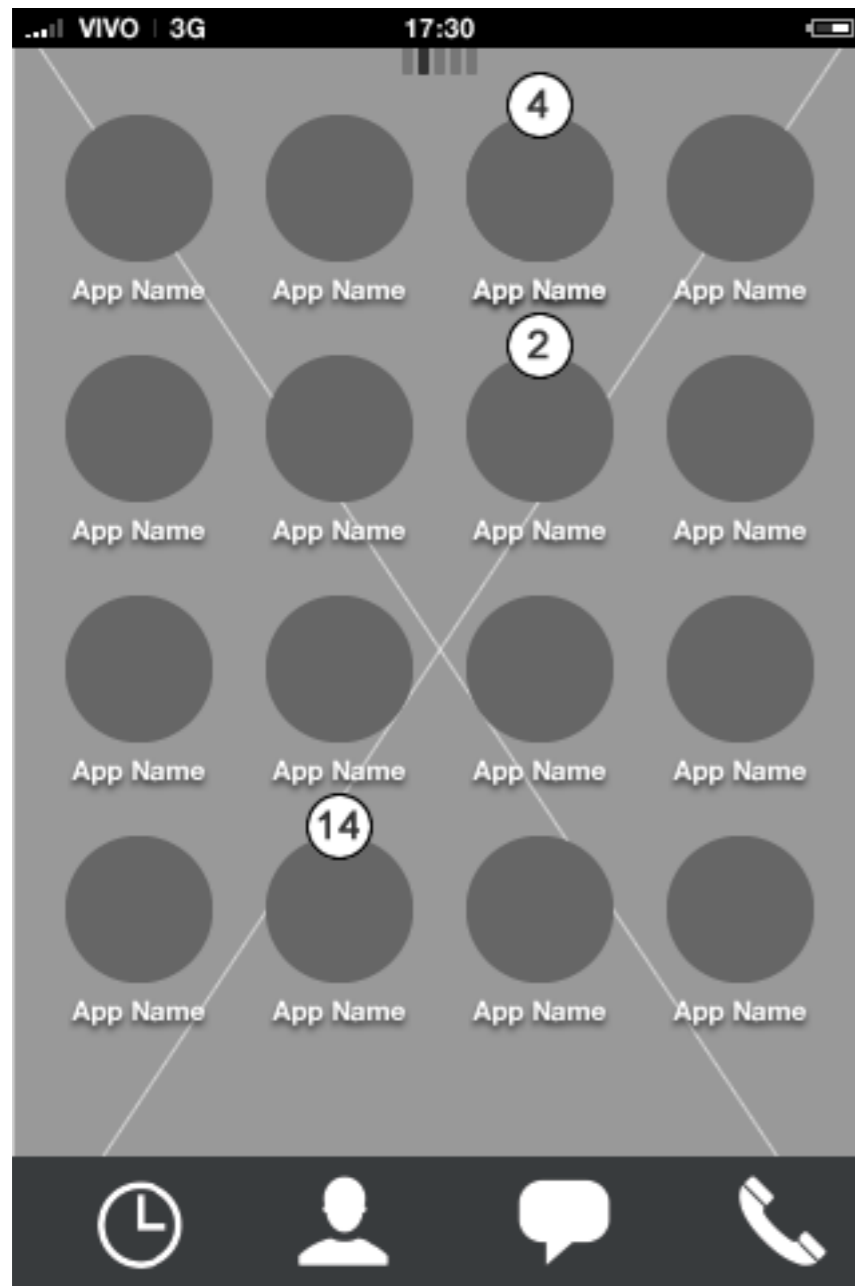


App launcher: edit mode - add to carousel

When adding an app when the carousel is full, the user needs to replace an app since only 9 apps can fit the carousel. Upon confirming, the add app animation starts showing the position of the app.

Idle screen

Badge behavior: App launcher



App launcher: first page

Horizontal swiping takes the user to next/previous page

Description

Badge notifications in the app launcher will reflect the number of “unmarked” notifications from the application.

As different third party applications will be located in the app launcher, all with different needs regarding the badge notification, its up to the app to determine the behavior of the badge.

I.E. an email application will require the user to mark individual messages as read in the application. Comparing a third party email application with a third party turn based game, the game will most likely to prefer to mark the badge notification as read after taking turn in the game.

Based on this rationale, its up to each application to determine the badge behavior.