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Menu

Shop

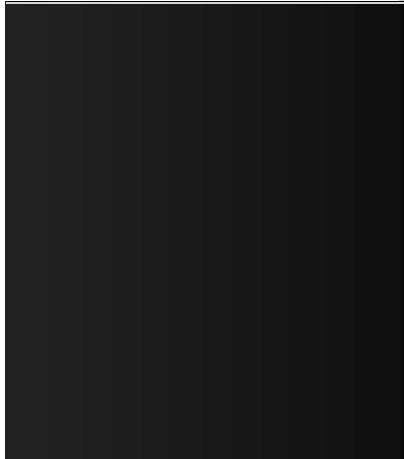
Jewelry

Item 1

Item 2

Build A Ring

Item 3



Search or enter web ID



Banner 1

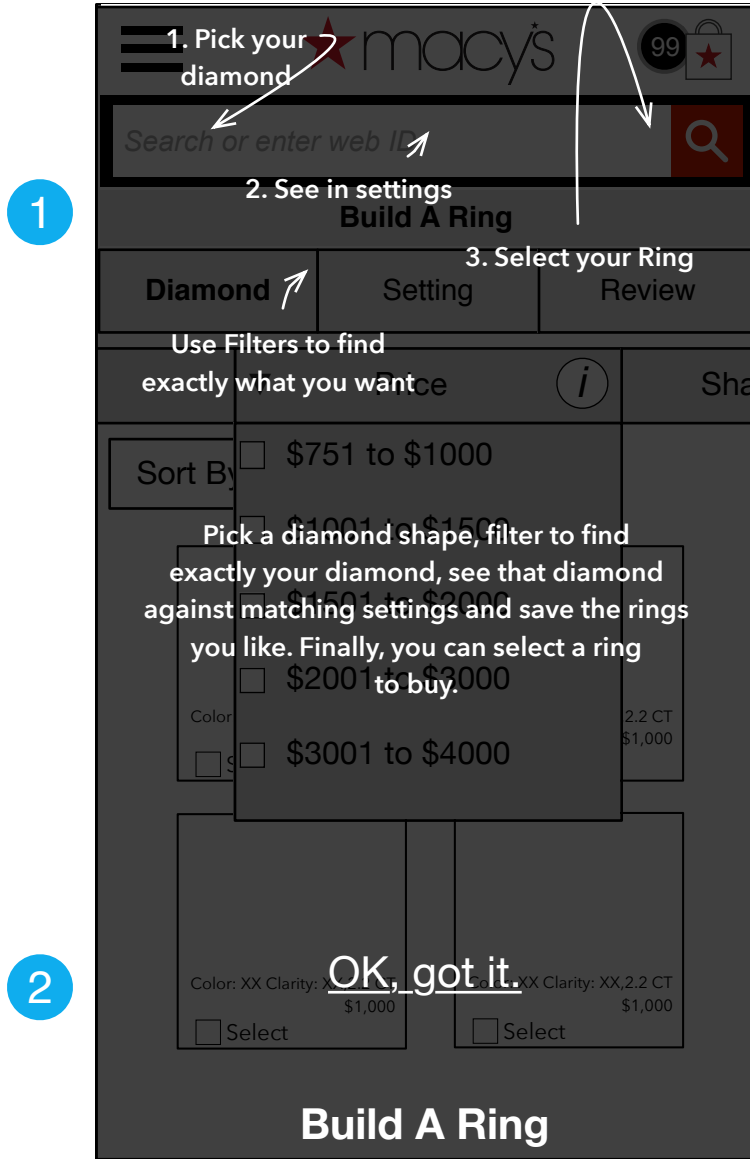
Build A Ring

Start with Diamond >

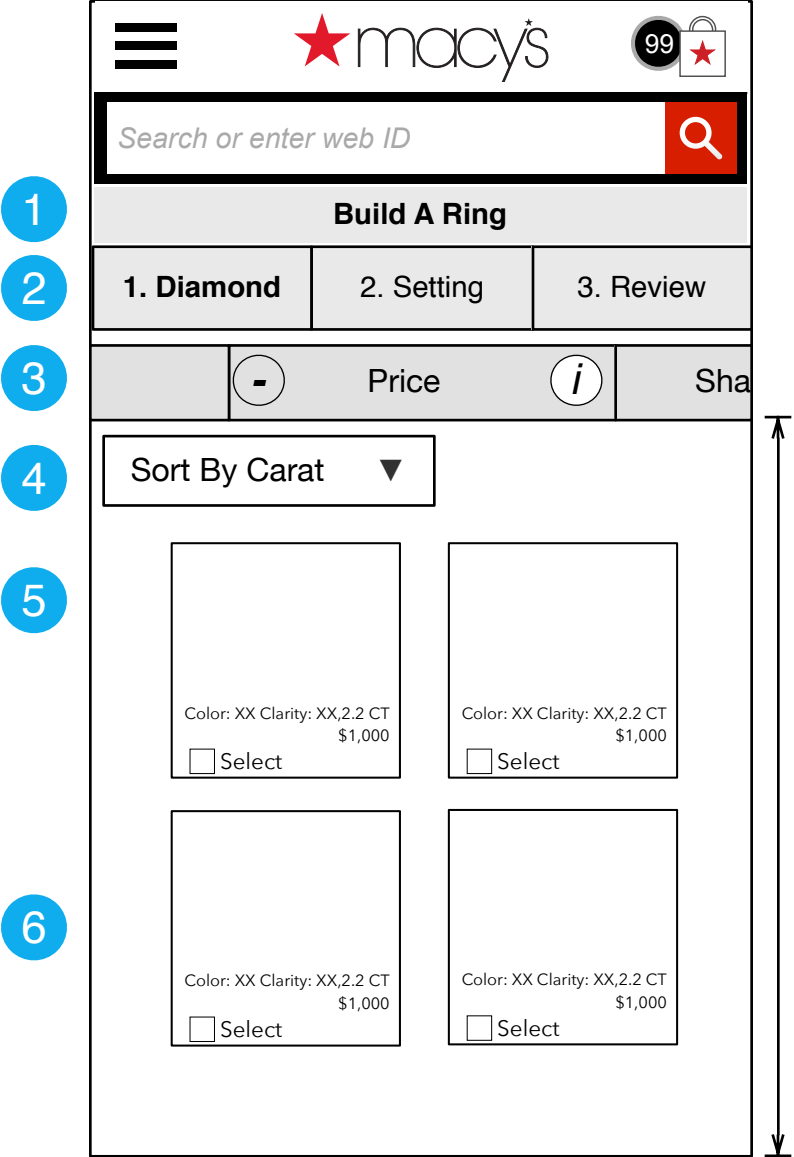
Buy loose diamonds >

Start with Setting >

Banner 3



1.0.1 First Run		
First Run - the user has landed on the home page for the first time.		
Page Notes		
#	Interface Description	Interaction
1	First Run	On first view of app, an overlay is shown with instructions on how to use the app.
2	OK, got it	On press of anywhere on screen, First Run screen is removed and app is active.

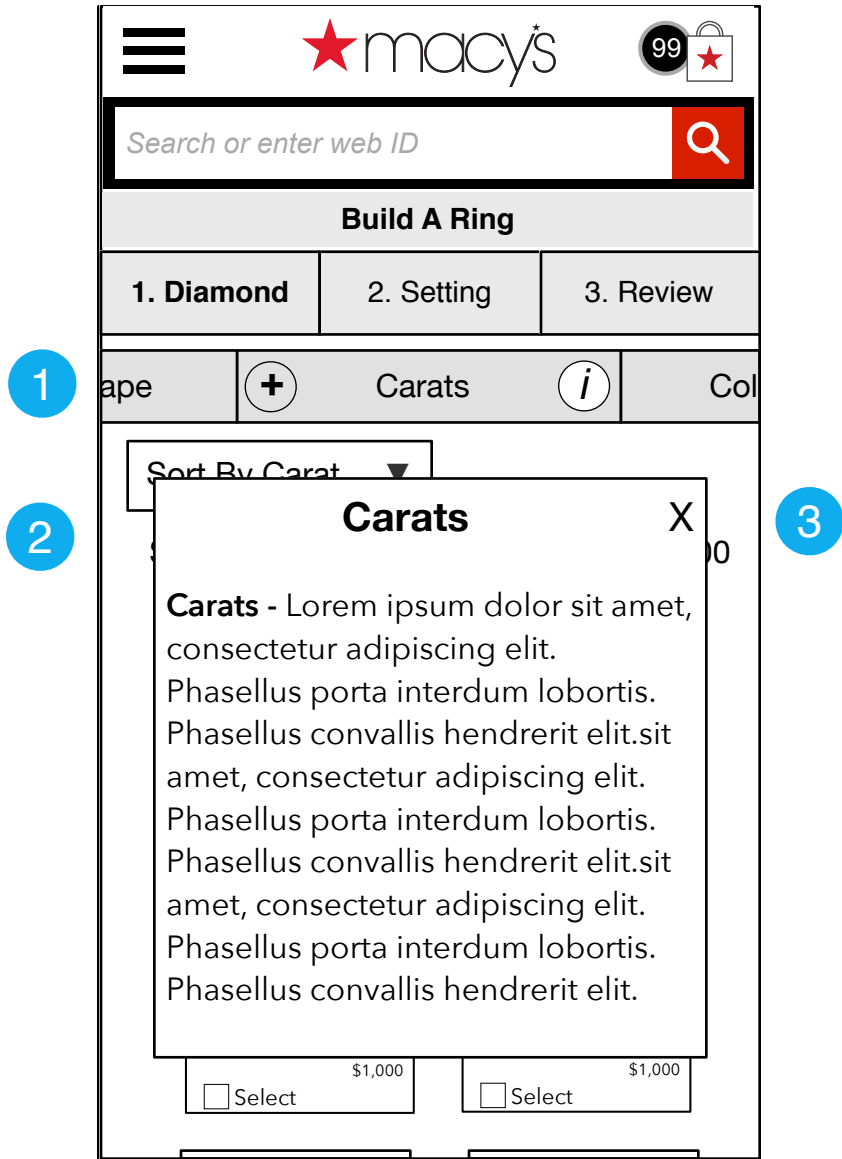


Basic Interface		
This is the Diamond Choosing page, but in this diagram it is being used to illustrate all views, to explain the sections.		
Page Notes		
#	Interface Description	Interaction
1	Title Section	Title Section includes the text "Build a Ring" - no interaction.
2	Section Navigation	Each section of the flow, Choosing a Diamond, Choosing a Setting and Review are represented by buttons. On press of each the user goes to the requested view.
3	Filter carousel	The filters are shown in a horizontal one-way carousel. On drag, the filters slide right/left and if user taps on filter name/+, that dropdown is shown.
4	Sort	On press, sort options are shown as a menu. On choice of menu, products are sorted by chosen order.
5	Filter tool	Each filter is a dropdown list of checkboxes. The list item and checkbox are an affordance. On click, items are filtered and dropdown is closed.
5	Diamond/Ring carousel	The diamonds are shown in a VERTICAL carousel. On swipe, the diamonds slide up/down in the order chosen in Sort.
6	Diamonds	Each diamond is shown as a card. On press of Diamond, a single PDP is shown. On press of select, that diamond is set aside for review against settings (2.0).

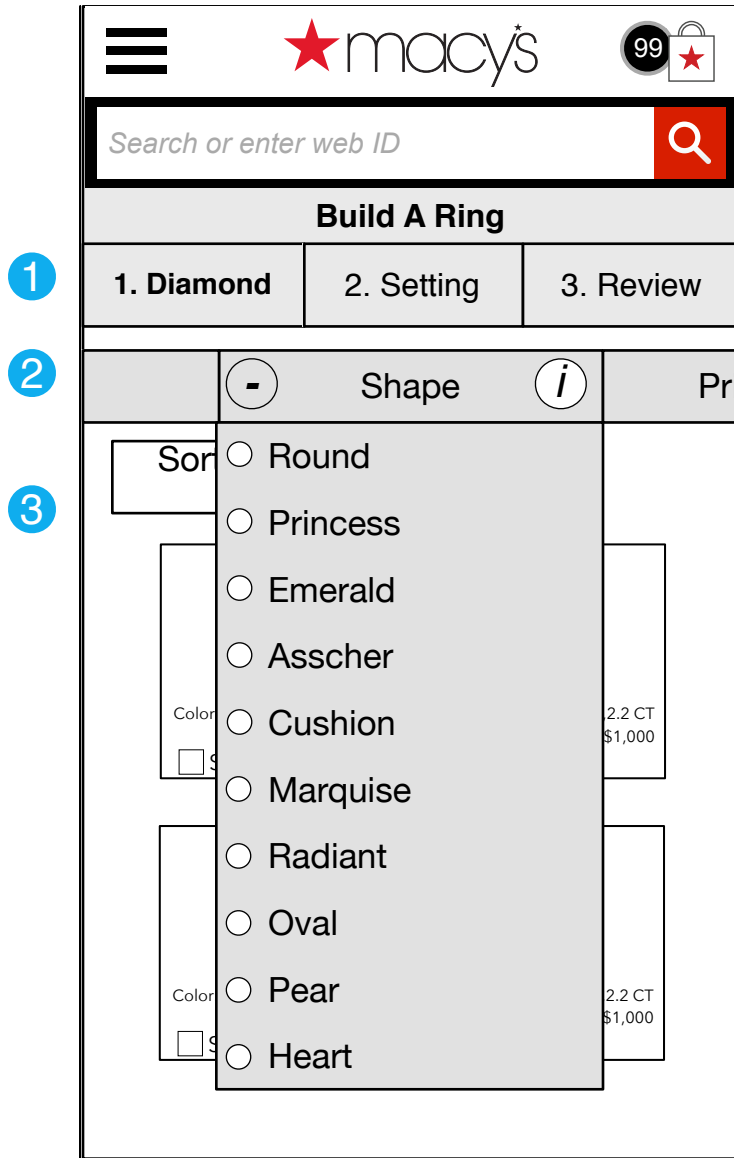
- 1
- 2
- 3
- 4
- 5
- 6

The wireframe shows the 'Build A Ring' page layout. At the top is the Macy's logo and a search bar. Below is a 'Build A Ring' header with three tabs: '1. Diamond', '2. Setting', and '3. Review'. A filter carousel is visible with a minus sign, filter name, and share icon. A 'Sort By' dropdown menu is open, showing options: 'Highest Value', 'Lorem Ipsum', 'Lorem Ipsum', 'Lorem Ipsum', and 'Lowest Value'. Below the carousel are two diamond cards, each with a 'Color: XX Clarity: XX, 2.2 CT \$1,000' label and a 'Select' button. A vertical double-headed arrow on the right side of the wireframe is labeled 'Scrolling Area'.

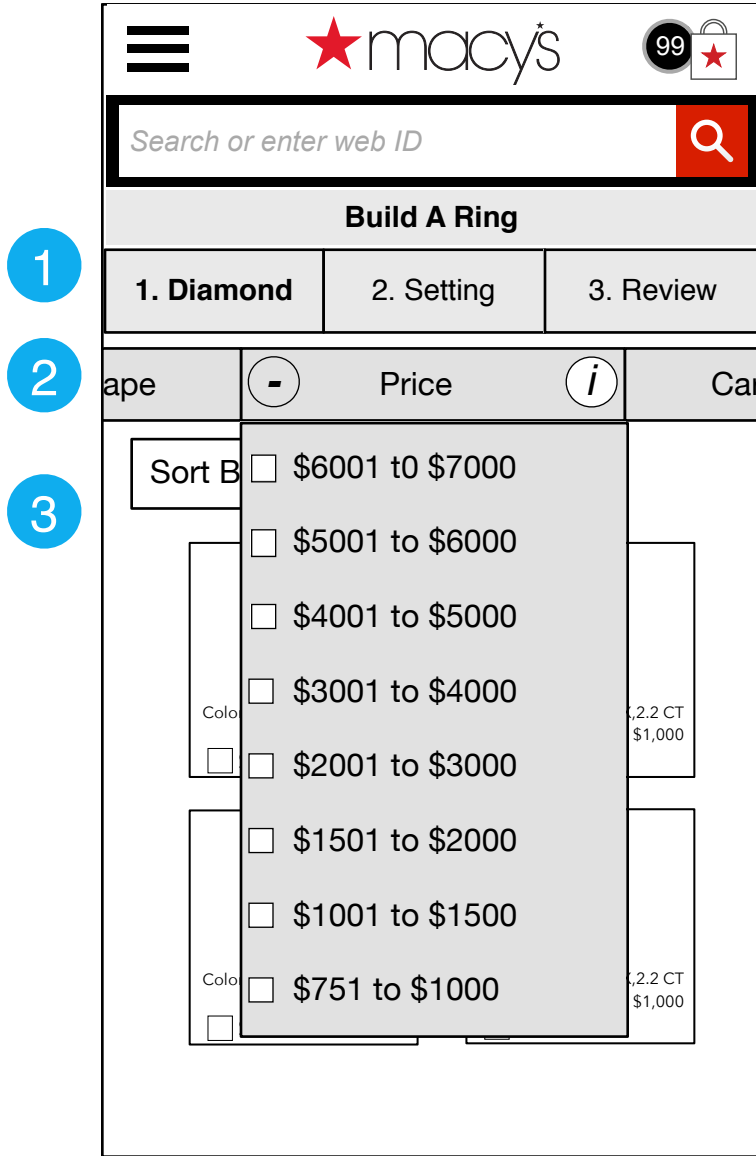
Filter Dropdown		
This is a Diamond Choosing page, but in this diagram it is being used to illustrate all views, to explain the sections.		
Page Notes		
#	Interface Description	Interaction
1	Title Section	Title Section includes the text "Build a Ring" - no interaction.
2	Section Navigation	Each section of the flow, Choosing a Diamond, Choosing a Setting and Review are represented by buttons. On press of each the user goes to the requested view.
3	Filter carousel	The filters are shown in a horizontal one-way carousel. On drag, the filters slide right/left and if user taps on filter name/+, that dropdown is shown.
4	Sort	On press, sort options are shown as a menu. On choice of menu, products are sorted by chosen order.
5	Filter tool	Each filter is a dropdown list of checkboxes. The list item and checkbox are an affordance. On click, items are filtered and dropdown is closed.
5	Diamond/Ring carousel	The diamonds are shown in a VERTICAL carousel. On swipe, the diamonds slide up/down in the order chosen in Sort.
6	Diamonds	Each diamond is shown as a card. On press of Diamond, a single PDP is shown. On press of select, that diamond is set aside for review against settings (2.0).



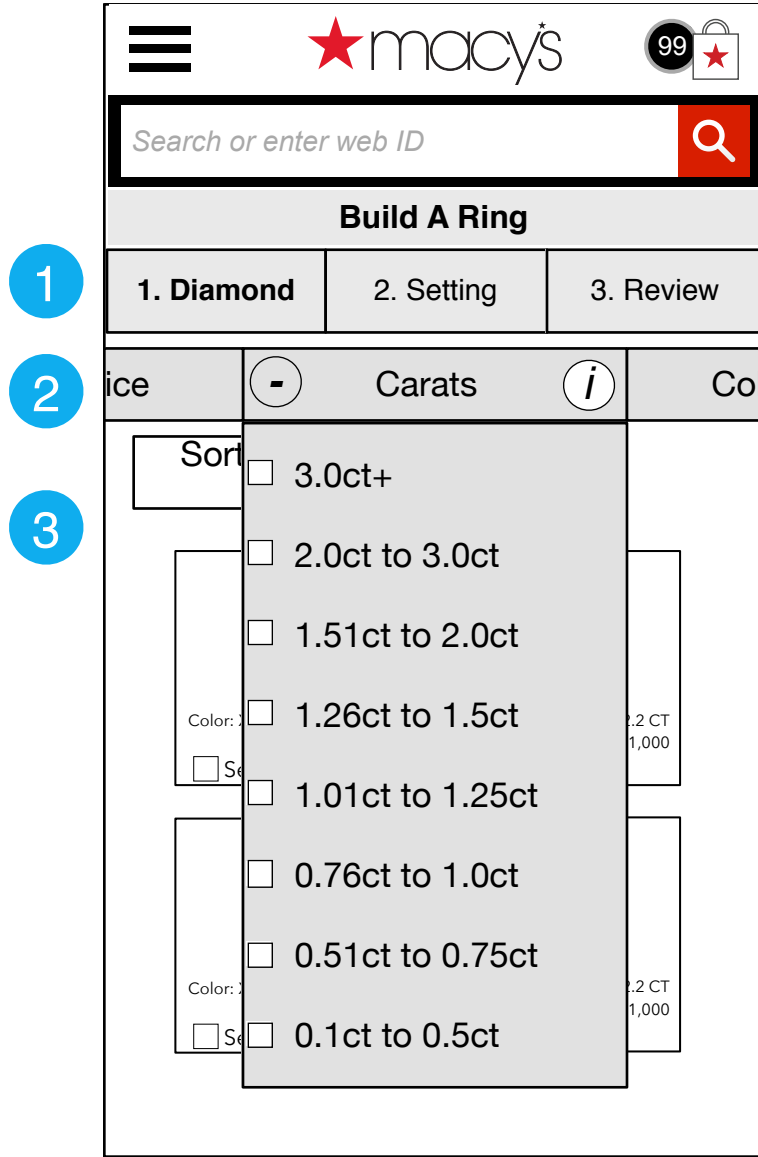
1.0.2 Info Overlay		
This is an example of an info page for a filter. The user has pressed the i on the right side of the filter button.		
Page Notes		
#	Interface Description	Interaction
1	i button	On press of i, the info overlay is shown.
2	Info overlay	The info overlay explains the filter to the user. It includes definitions of any uncommon words (e.g. carat). The overlay is scrollable if need be.
3	Close X	On press, overlay is removed and user returns to previous view.



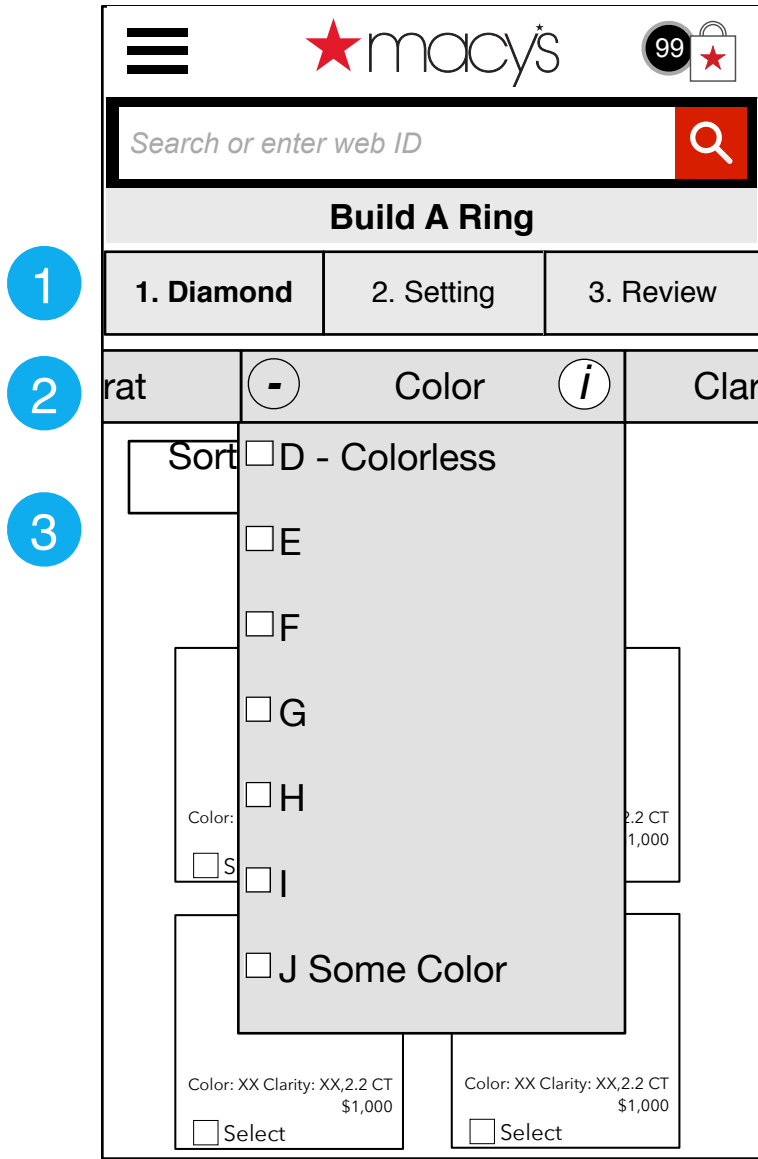
1.1 Choosing Diamond, Shape		
The user has swiped left and pressed on Shape +, the Shape filter is brought into view.		
Page Notes		
#	Interface Description	Interaction
1	Section	Still in the Diamond Section.
2	Shape	By default, the Shape filter is brought into view when the user lands on 1.0 Diamond. On press of + or title, dropdown is shown/hidden. When it does this the shape options are shown for selection. Diamond Shapes Round Princess Emerald Asscher Cushion Marquise Radiant Oval Pear Heart
3	Shapes	On press, the shape selected is highlighted and the diamonds are filtered by the selected shape(s). ONLY ONE SHAPE IS ALLOWED AT A TIME. On press, dropdown menu is removed.



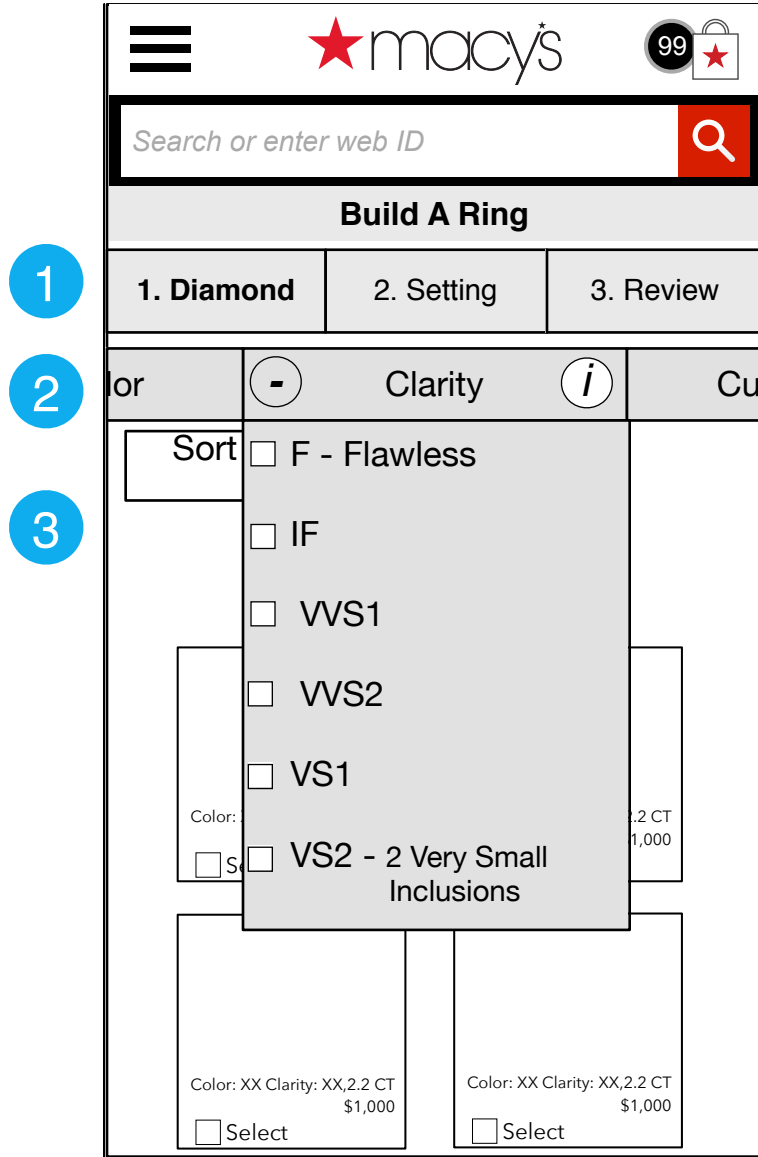
1.2 Choosing Diamond, Price		
The user has swiped left and pressed on Price/+, the Price filter is brought into view.		
Page Notes		
#	Interface Description	Interaction
1	Section	On press, user goes to selected section. Section title (diamond) is bolded to show selection.
2	Filter	The user has swiped the filter to Price and On press of + or title, the price filter is shown. On send press of triangle, dropdown is removed.
3	Price options	On press of price range, diamonds are filtered by that range. User can choose as many as they want. On deselect of all price ranges, all diamond prices are shown.



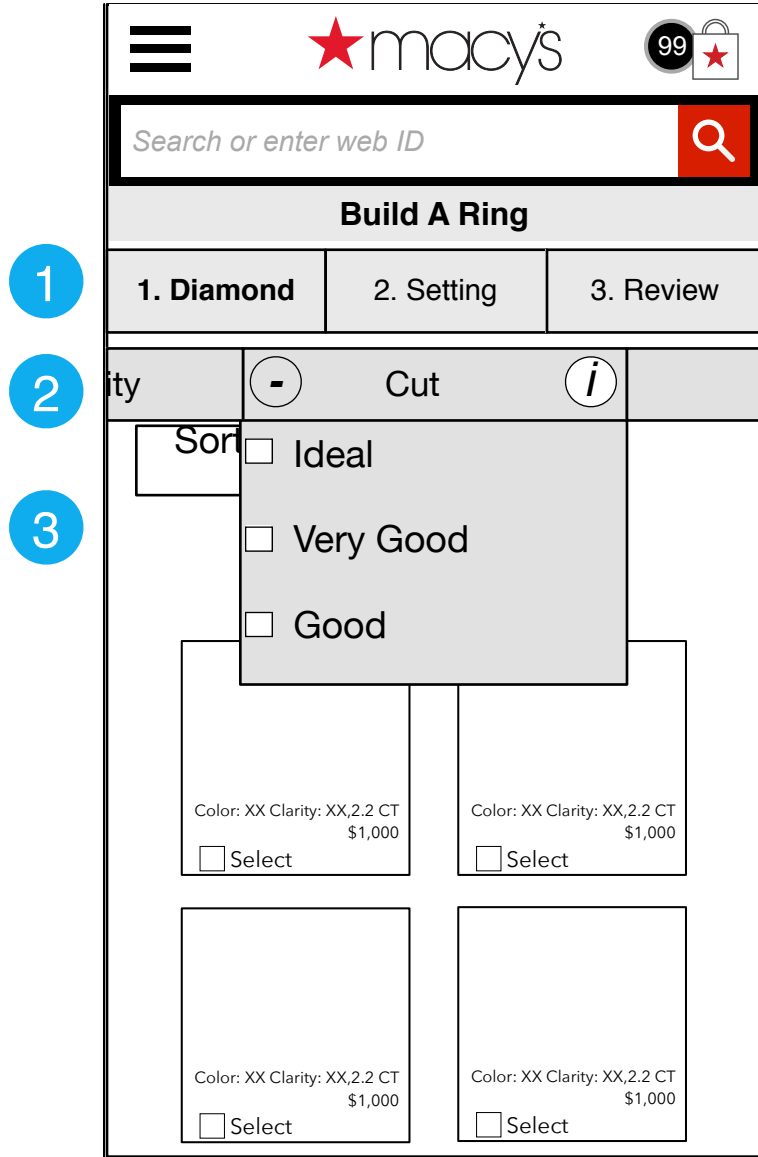
1.3 Choosing Diamond, Carat		
The user has swiped left and the Carat filter is brought into view on press of Carats/+.		
Page Notes		
#	Interface Description	Interaction
1	Section	Still in the Diamond Section.
2	Carats	Carats - this section allows the user to filter diamonds by carat weight. (full range TBD jewelry experts).
3	Dropdown	On press of + or title, dropdown is shown/hidden. On press of option, diamonds are filtered by that selection.



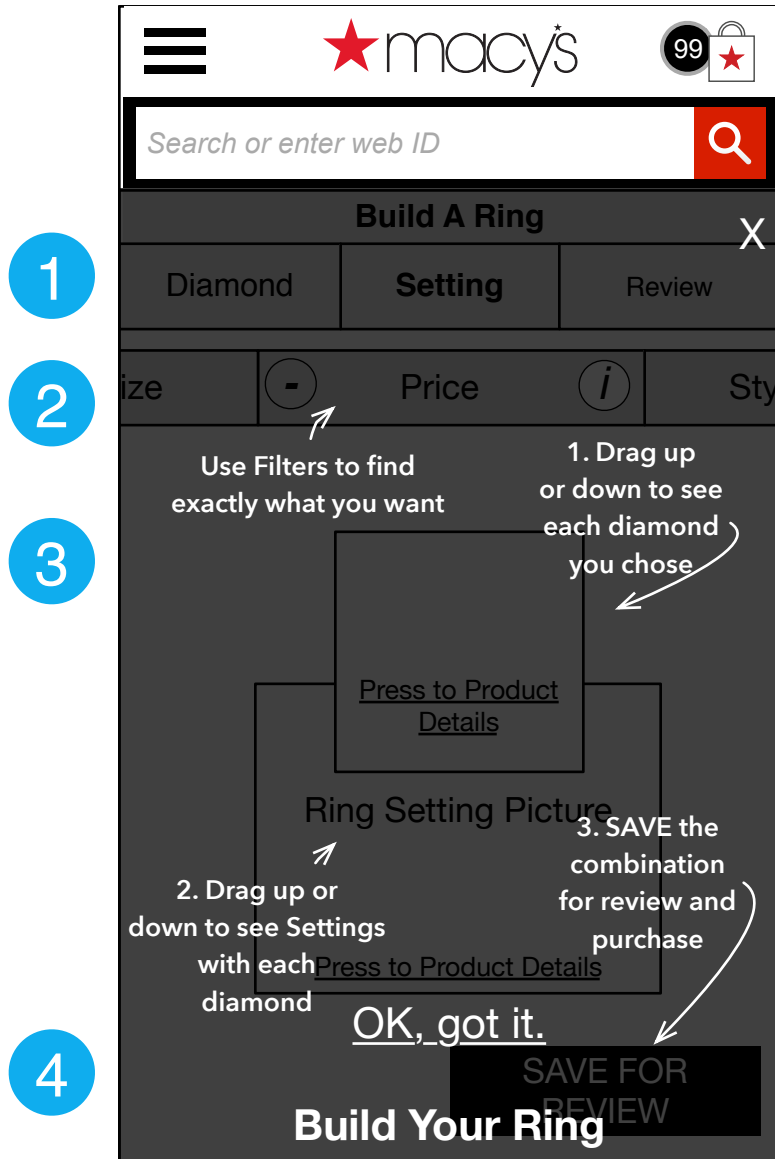
1.4 Choosing Diamond, Color		
The user is still choosing a diamond and has swiped the filters to the left to get to Color filter. Note color does not denote hue, it denotes amount of color.		
Page Notes		
#	Interface Description	Interaction
1	Section	Still in the Diamond Section.
2	Color	Color options will be determined by Jewelry experts. The range will run from high (top) to low (bottom). Industry standard starts at D (no color) and runs through the alphabet to Z (most colored). On press of + or title, dropdown is shown/hidden.
3	Color Chooser	On press, the selection is highlighted and diamonds are filtered by the chosen color grade.



1.5 Choosing Diamond, Clarity		
The user is still choosing a diamond and has swiped the filters to the left to get to Clarity filter.		
Page Notes		
#	Interface Description	Interaction
1	Section	Still in the Diamond Section.
2	Clarity	Clarity is an idiosyncratic measure, starting at FL (Flawless) and going to I3 (many inclusions). The full scale will be determined by Jewelry experts: FL-IF, VVS1-VVS2, VS1-VS2, SI1-SI2, I2-I3. On press of + or title, dropdown is shown.
3	Clarity Chooser	On press, the selection is highlighted and diamonds are filtered by the chosen clarity grade.



1.6 Choosing Diamond, Cut		
The user is still choosing a diamond and has swiped the filters to the left to get to Clarity filter.		
Page Notes		
#	Interface Description	Interaction
1	Section	Still in the Diamond Section.
2	Cut	Cut is a simple measure of cut quality. On press of + or title, dropdown is shown/hidden.
3	Clarity Chooser	On press, the selection is highlighted and diamonds are filtered by the chosen clarity grade.

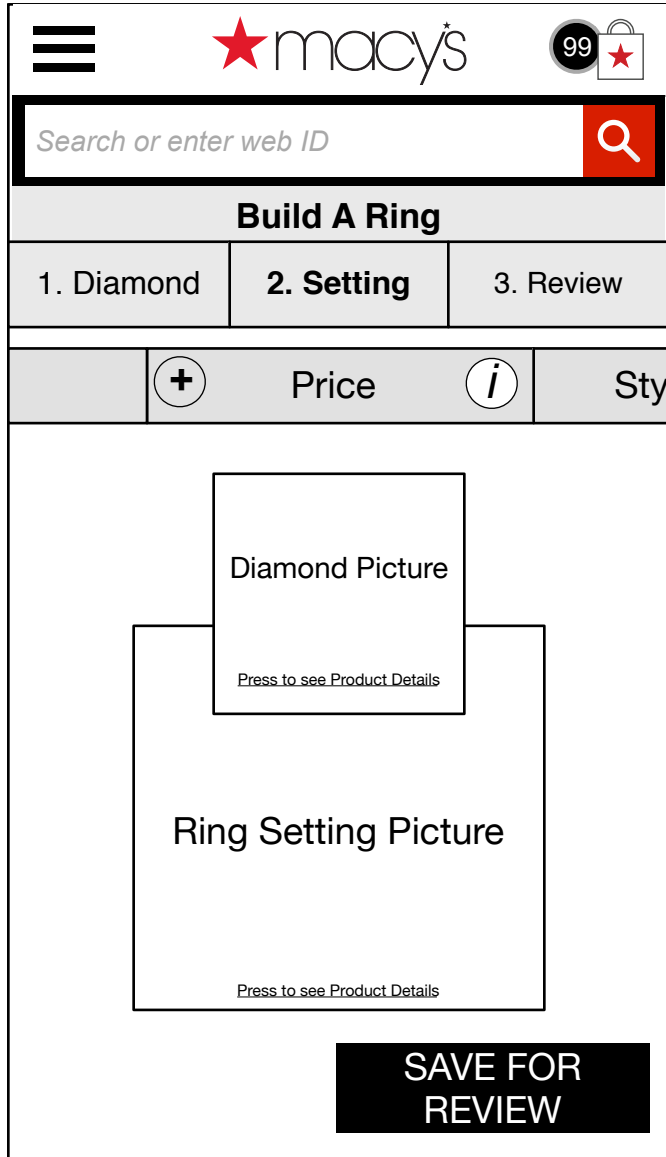


2.0.1 Settings First Run		
The user is seeing the Settings section for the first time, so they are shown a 'first run' screen to explain how to use the various tools.		
Page Notes		
#	Interface Description	Interaction
1	Dark screen	Screen is darkened to highlight instructions. (Instruction text is TBD) The interface below is still slightly visible.
2	OK, got it, X	On press anywhere on screen, dark screen and text are removed and user can proceed to use interface.

1

2

3

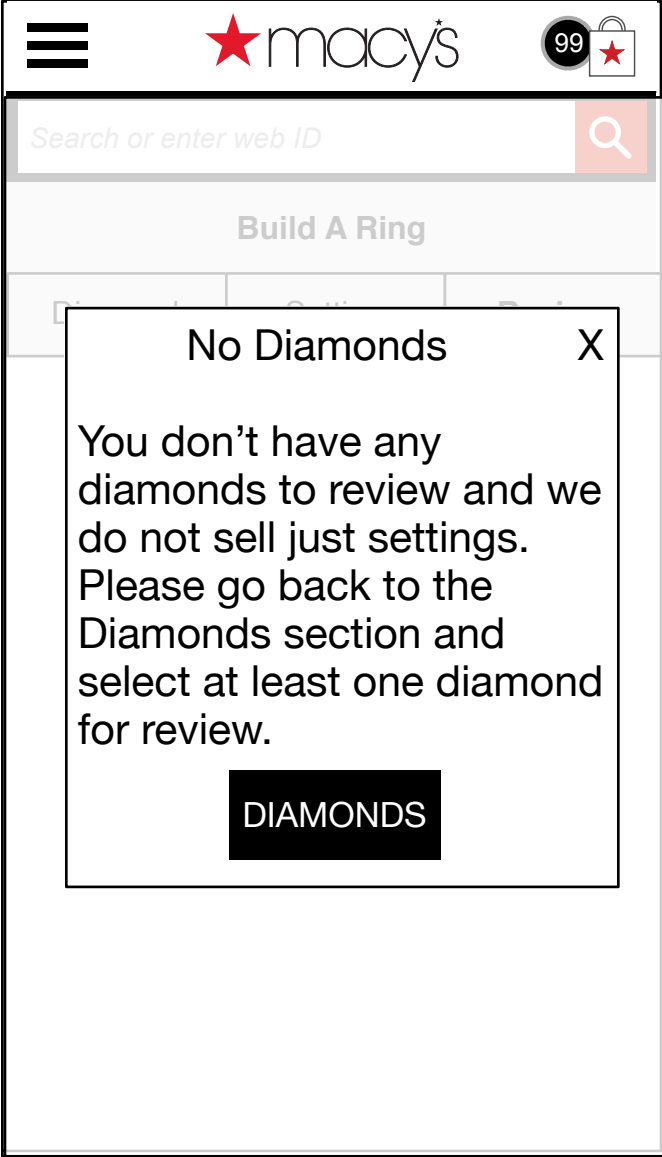


2.0 Settings

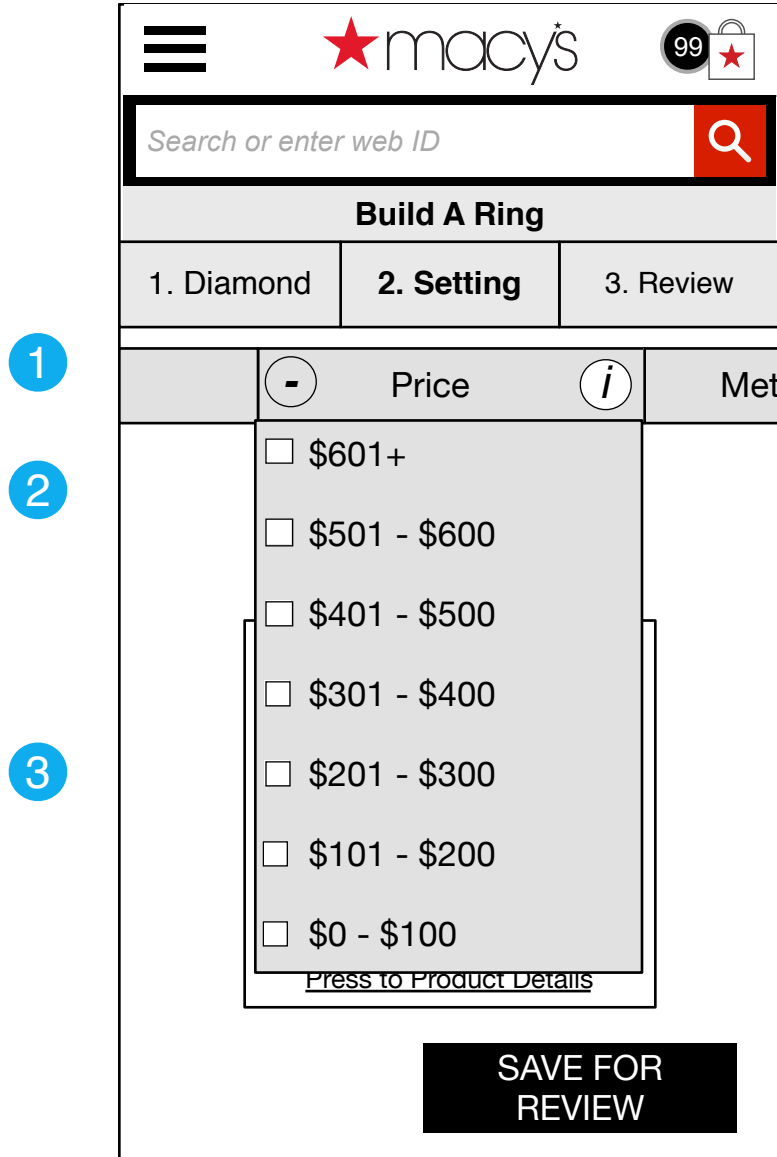
The user has pressed on Setting to choose a ring/ setting. By default the filters land on Price.

Page Notes

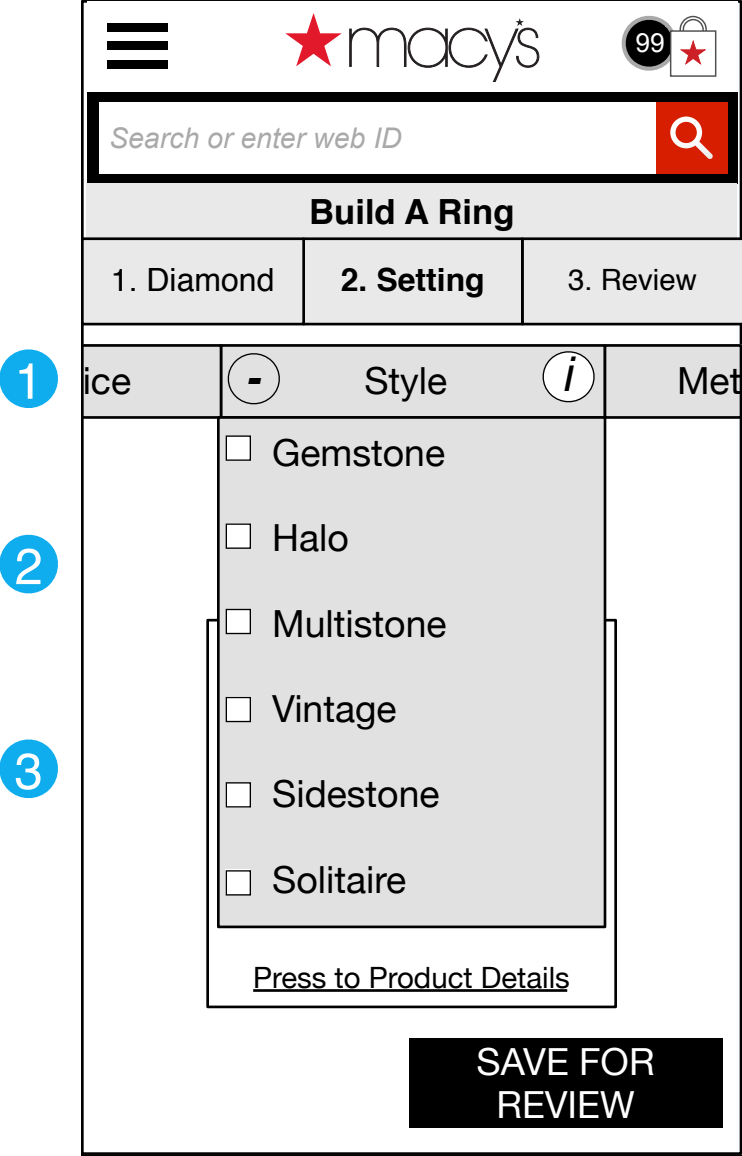
#	Interface Description	Interaction
1	Section	The user is in the Setting section so Setting is highlighted.
2	Interface basics	The user can slide the diamonds he/she has chosen vertically to see diamond against the matching settings. Diamonds are sorted by carat, largest to smallest. Settings can be filtered by the filters above, Settings are also on a carousel, allowing the user to see the settings with a specific diamond.
3	Save for Review	On press, diamond and ring combination are saved to the Review section.



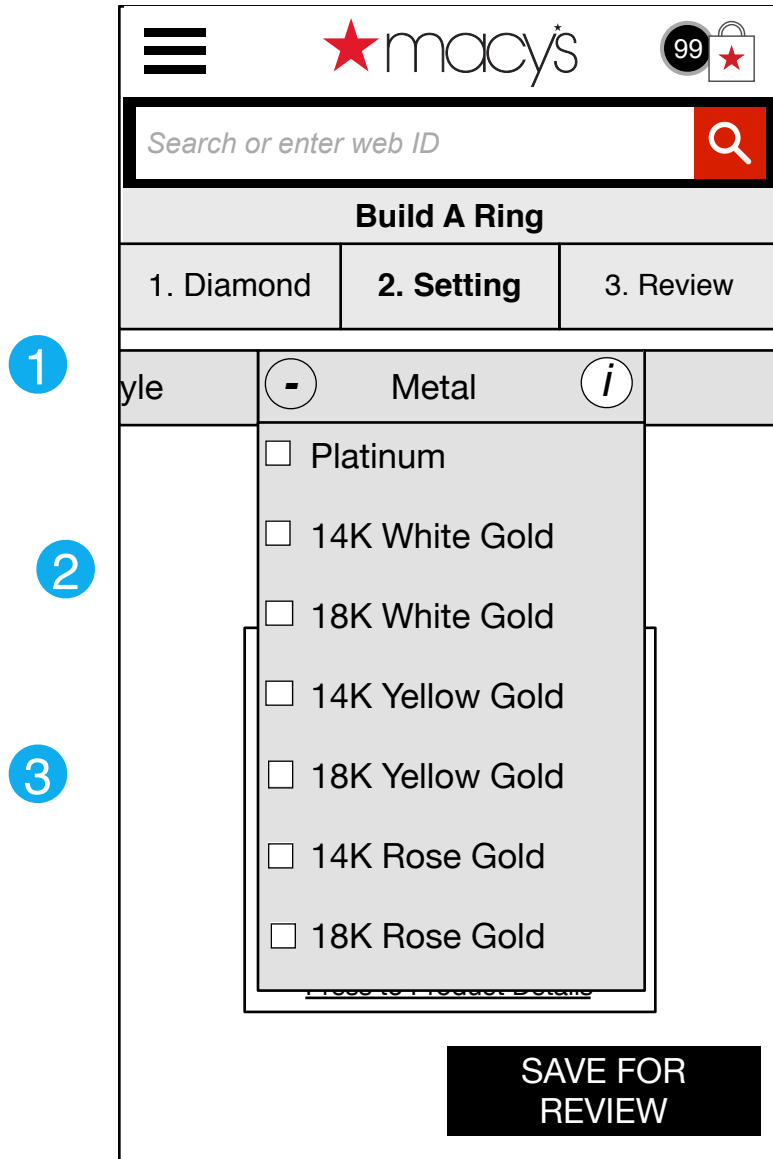
2.0.2 No Diamonds		
The user has pressed on Settings to continue without first choosing diamonds.		
Page Notes		
#	Interface Description	Interaction
1	Overlay	This should be a standard overlay (see CSG)
2	X	On press, overlay closes and user returns to previous view.
3	Diamonds	On press, overlay closes and user continues to 1.0 Diamonds



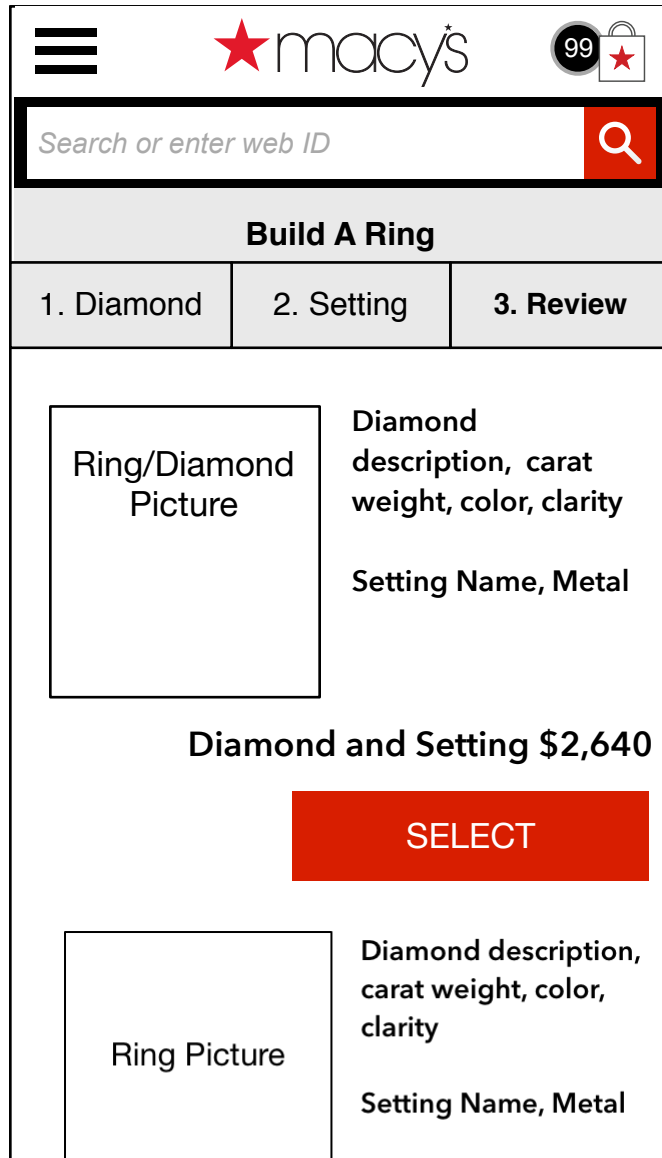
2.1 Choosing Setting Price		
The user is choosing a Setting and has swiped to bring up the Style menu.		
Page Notes		
#	Interface Description	Interaction
1	Section	Still in the Setting Section, with the Price Filter showing.
2	Price	Prices are listed in \$ order, smallest price first. On press of + or title, dropdown is shown/hidden.
3	Price Range Chooser	On press of option, that option is used as a filter on the underlying settings.
4	Save for Review	On press, current diamond/setting combo is saved for review.



2.2 Choosing Setting, Style		
The user is choosing a Setting and has swiped to the left to bring up the Style menu.		
Page Notes		
#	Interface Description	Interaction
1	Section	Still in the Setting Section, with the Style Filter showing.
2	Style	Style is an idiosyncratic measure, listed by popularity. The full Set will be determined by Jewelry experts: Solitaire Vintage Gemstone Sidestone Halo Multi-Stone
3	Style Chooser	On press, the selection is highlighted and rings are filtered by the chosen style.

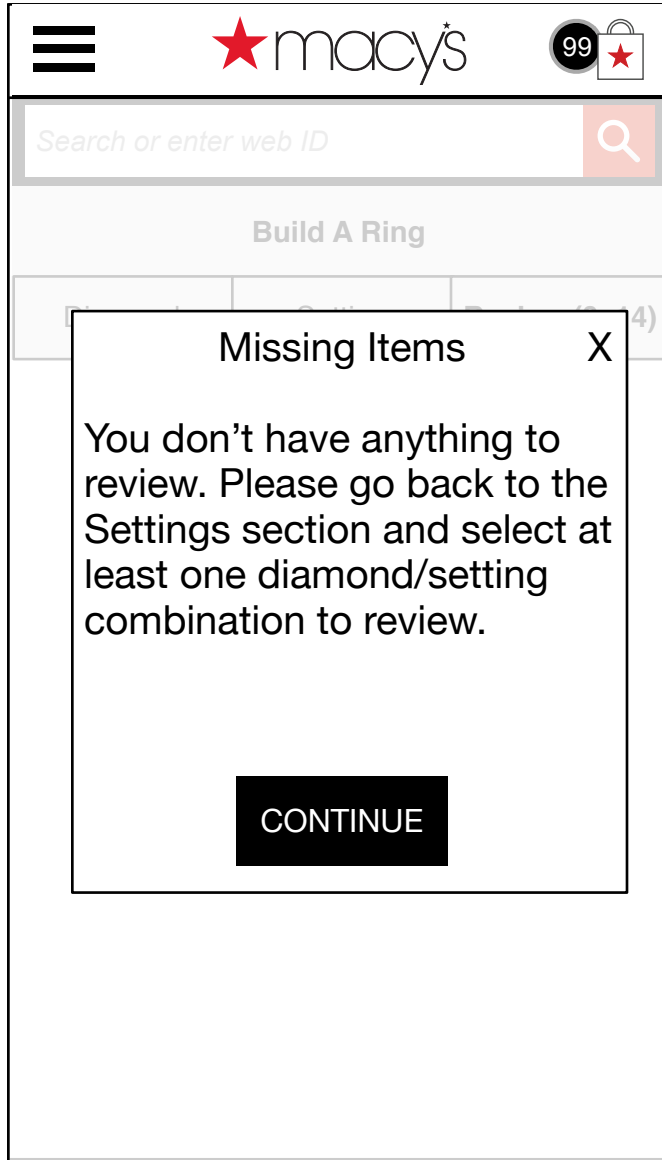


2.3 Choosing Setting, Metal		
The user is choosing a Setting and has swiped to the left to bring up the Metal menu.		
Page Notes		
#	Interface Description	Interaction
1	Section	Still in the Setting Section in the metals filter.
2	Metal	Metal is a list selector. The order of items is in approximate value, but is certainly keeping metals together and then showing 14K then 18K. On press of + or title, dropdown opens, closes.
3	Metals Chooser	On press, the selection is highlighted and rings are filtered by the chosen metal(s).



3.0 Review Diamonds and Rings		
The user has pressed on Review to review all the diamonds/rings they have saved for this review.		
Page Notes		
#	Interface Description	Interaction
1	Section	Review section is highlighted and the number is now a reflection of the number of saved (diamonds, rings)
2	Ring/Diamond Carousel	All of the ring/diamond combinations saved by the user are now shown in total Price order (highest first). Each item is represented by a picture of the combination and two short descriptions, one for the diamond and one for the setting. Total price is listed at bottom.
3	Select	On press, item is selected and viewed in 5.0 PDP. If "diamond" selected represents many diamonds, they go to 4.0 Pick Diamond.

1



3

2

3.0.1 Review (missing diamonds and settings)		
The user has pressed on Review prior to selecting anything to review		
Page Notes		
#	Interface Description	Interaction
1	Overlay	This should be a standard overlay (see CSG)
2	X	On press, overlay closes and user returns to previous view.
3	Continue	On press, overlay closes and user returns to previous view.

1 Search bar

2 Select column


3 Shape and Clarity filters


4 Checkmark in Select column


5 continue button

Select	Image	Price	Carat	Cut	Clarity	Color	Shape	Certificate
<input type="radio"/>		\$1200	1.0ct	Very Good	VVS1	E	Round	123456
<input type="radio"/>		\$1225	1.0ct	Very Good	VVS1	E	Round	123457
<input type="radio"/>		\$1230	1.0ct	Very Good	VVS1	E	Round	123458
<input type="radio"/>		\$1250	1.0ct	Very Good	VVS1	E	Round	123459
<input checked="" type="radio"/>		\$1250	1.0ct	Ideal	VVS1	E	Round	123460

4.0 Pick Diamond		
In between Review and PDP, if diamond selected represents more than one diamond, user goes to 4.0 Pick Diamond on the way to PDP.		
Page Notes		
#	Interface Description	Interaction
1	Filters	Filters are still usable on the diamonds. If possible, they should only allow narrowing of choices made in Diamonds section.
2	Spreadsheet	Diamonds are shown in a spreadsheet. They are sorted by price by default.
3	Headings	Headings, on press, sort the table by that criterion. On second press, order reverses.
4	Select	On press, a checkmark shows in the select square. That diamond is then saved to bag on press of continue.
5	continue	On press, selected diamond(s) are added to bag.



99 

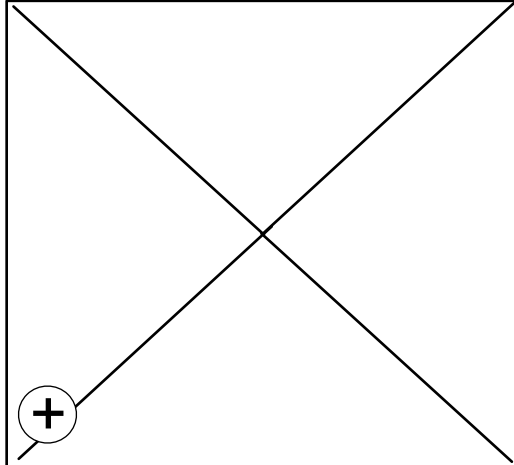
Search or enter web ID 

< **WEB ID: 2338672**

Certified Diamond Cut, Color, Clarity, Carat

★★★★★ (5)

\$1,320

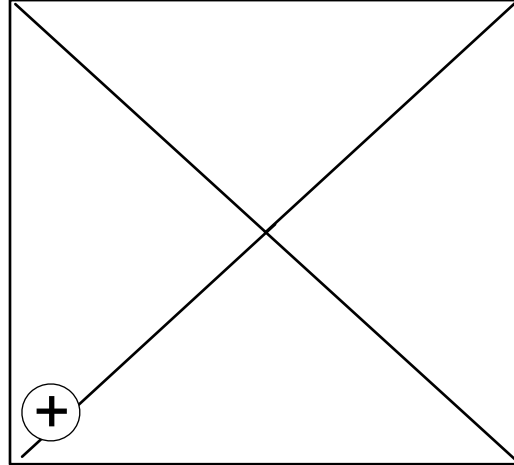


Setting Name, 14K Gold

Setting Name, 14K Gold

★★★★★ (5)

\$653



Size: Please select

[More](#)

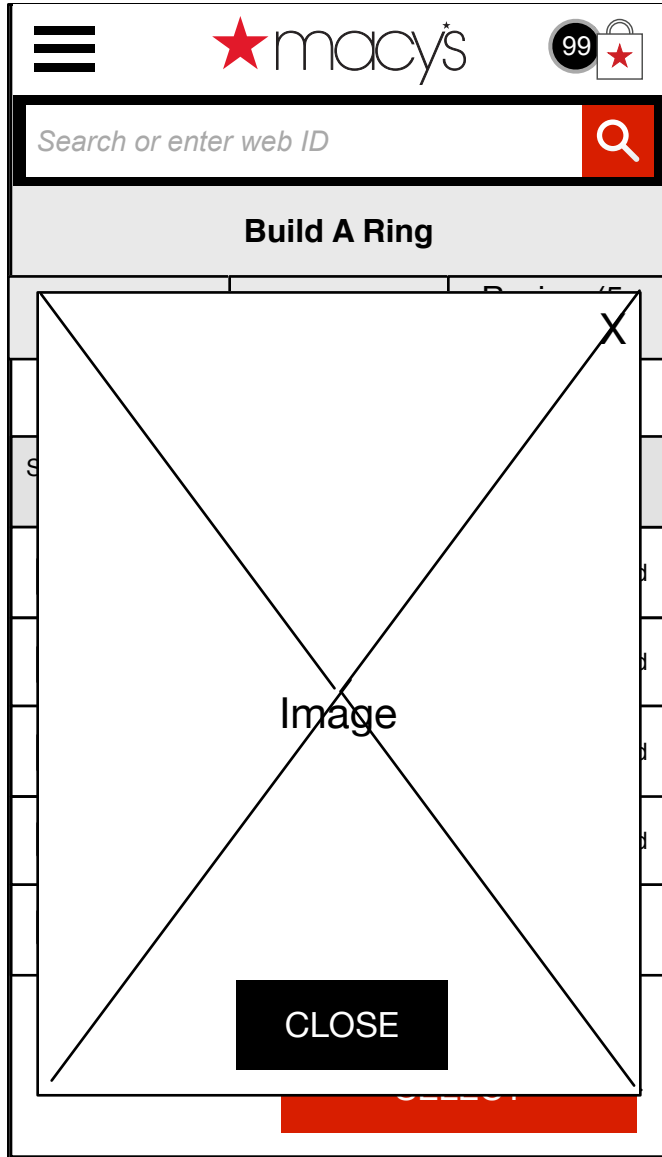
5.0 Dual PDP

This is Macy's normal mobile PDP but with two products (diamond and setting).

The screenshot shows the Macy's mobile app interface for buying loose diamonds. At the top is the Macy's logo and a shopping bag icon with '99' items. Below is a search bar with the placeholder text 'Search or enter web ID'. The main heading is 'Buy Loose Diamonds'. Below this are filter buttons for '+', 'Shape', 'i', and 'Clar'. A table of diamonds is displayed with columns: Select, Image, Price, Carat, Cut, Clarity, Color, Shape, and Certificate. The first five rows show diamonds with 'Very Good' cut and 'VVS1' clarity. The last row is selected with a checkmark. Below the table is a red 'add to bag' button.

Select	Image	Price	Carat	Cut	Clarity	Color	Shape	Certificate
<input type="checkbox"/>		\$1200	1.0ct	Very Good	VVS1	E	Round	123456
<input type="checkbox"/>		\$1225	1.0ct	Very Good	VVS1	E	Round	123457
<input type="checkbox"/>		\$1230	1.0ct	Very Good	VVS1	E	Round	123458
<input type="checkbox"/>		\$1250	1.0ct	Very Good	VVS1	E	Round	123459
<input checked="" type="checkbox"/>		\$1250	1.0ct	Ideal	VVS1	E	Round	123460

10.0 Buy Diamonds		
THIS IS THE INTERFACE TO BUY LOOSE DIAMONDS. IT IS NOT PART OF THE NORMAL FLOW.		
Page Notes		
#	Interface Description	Interaction
1	Filters	Filters are still usable on the diamonds. If possible, they should only allow narrowing of choices made in Diamonds section.
2	Spreadsheet	Diamonds are shown in a spreadsheet. They are sorted by price by default.
3	Headings	Headings, on press, sort the table by that criterion. On second press, order reverses.
4	Select	On press, a checkmark shows in the select square. That diamond is then saved to bag on press of continue.
5	continue	On press, selected diamond(s) are added to bag.



1

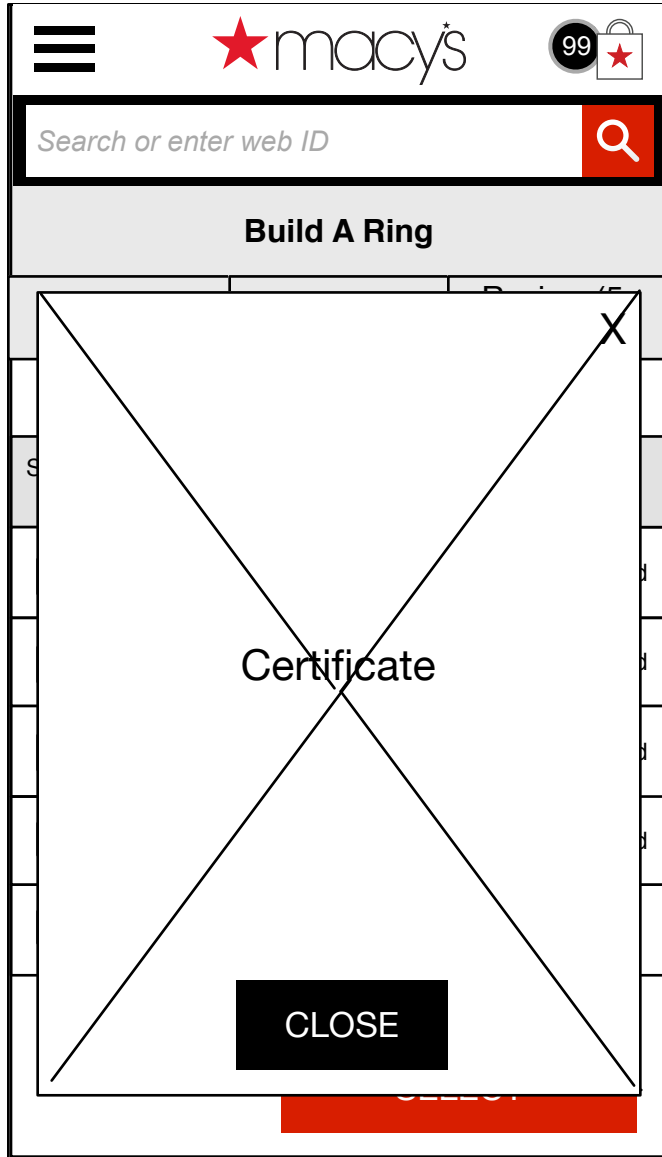
10.0.1 Diamond Closeup

The user has pressed on a diamond image in 4.0 Choose Diamond, 10 Buy Diamonds. This is an overlay with a closeup of the diamond.

Page Notes

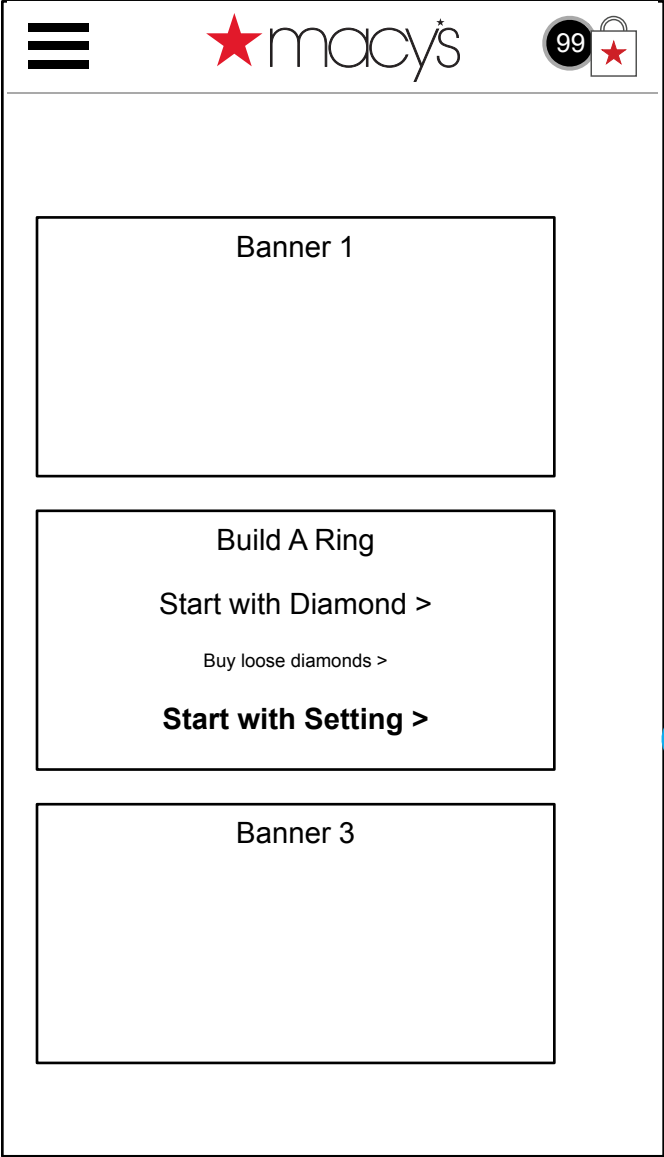
#	Interface Description	Interaction
1	X, Close	On press, overlay is closed and user returns to 4.0 Choose Diamond.
2	Animated Close?	If possible, On close of overlay, it should shrink back to the diamond it represents to let user know which diamond they just reviewed.

2

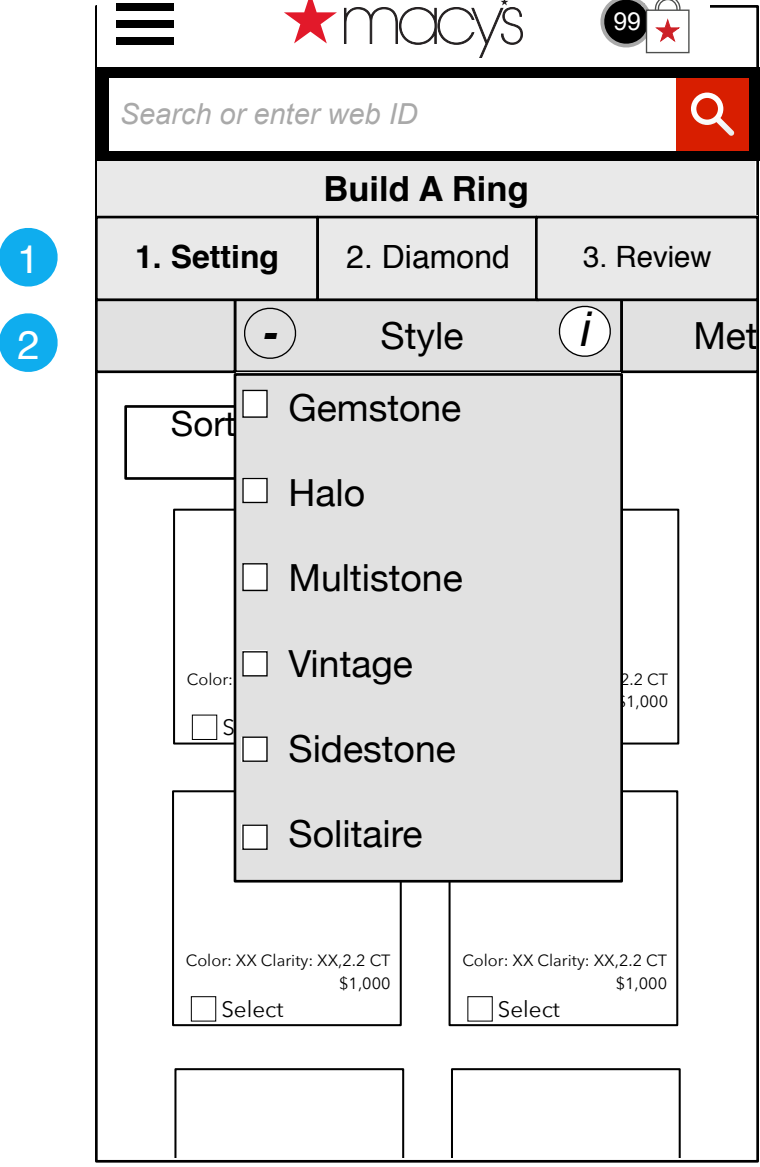


1

10.0.2 Diamond Certificate		
User has clicked on Diamond Certificate in 4.0 Choose Diamond, 10 Buy Diamonds. Certificate is shown as an overlay with scrollbars as necessary		
Page Notes		
#	Interface Description	Interaction
1	X, Close	On press, overlay is closed and user returns to 4.0 Choose Diamond.
2	Animated Close?	If possible, On close of overlay, it should shrink back to the diamond it represents to let user know which diamond they just reviewed.

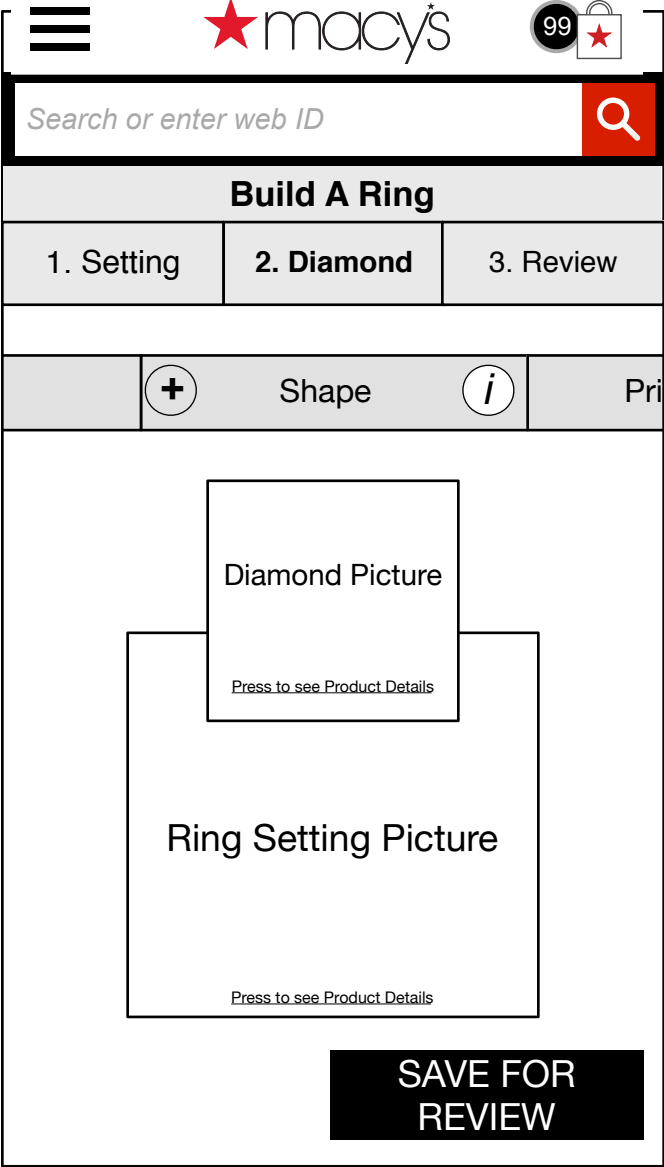


Appendix A: Setting First		
This is the Jewelry Page (mobile). This is just to show where the customer can start with Settings rather than with Diamonds.		
Page Notes		
#	Interface Description	Interaction
1	Settings	On press user continues on to next page.

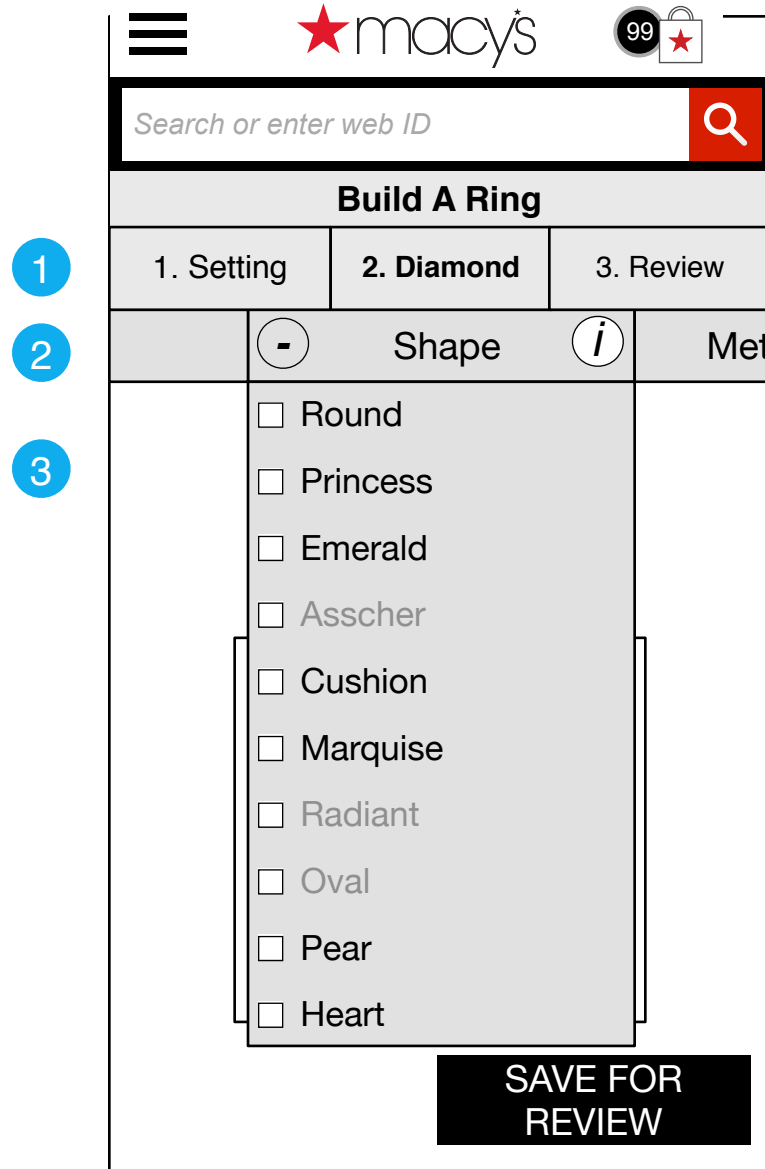


Appendix A: 1. Settings		
Settings landing page - the settings-first flow will start with Style. Unlike the diamonds-first flow, the user can start with many Styles (diamonds-first are limited to one Shape).		
Page Notes		
#	Interface Description	Interaction
1	Navigation	The flow will run Setting, Diamond, Review. The user can press navigation buttons at will, but will be shown warnings (no settings, no items, etc.) as in the diamonds-first flow.
2	Filters	Filters operate as normal, with +/- opening and closing. The primary difference in this flow is that (Diamond) Shape is not an exclusive (one pick) filter (see next page).

NOTE: There would normally be a "first run" screen just like the Diamonds-first flow.



Appendix A: 2. Diamonds		
This is the Diamond step in the Setting-first flow. It operates exactly as the counterpart Settings page in the Diamond-first flow.		
Page Notes		
#	Interface Description	Interaction
1	Filters	Filters operate the same as in previous flow, with the exception of Shape (see next page)
2	Sliding area	As with Settings in previous flow, the second step is to see the diamonds on settings and to choose those items for review.



Appendix A: Diamond Shape		
The Diamond Shape filter will be a multi-select, allowing the user to choose		
Page Notes		
#	Interface Description	Interaction
1	Navigation	The flow will run Setting, Diamond, Review. The user can press navigation buttons at will, but will be shown warnings (no settings, no items, etc.) as in the diamonds-first flow.
2	Filters	Filters operate as normal, with +/- opening and closing. The primary difference in this flow is that (Diamond) Shape is not an exclusive (one pick) filter. In addition, depending on the setting shown, some shapes are not available (gray)

NOTE: There would normally be a "first run" screen just like the Diamonds-first flow.