

# New Website 2016

## Devereux

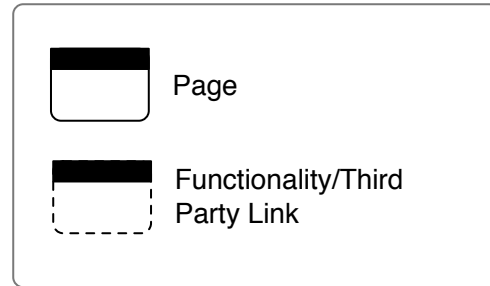
# User Experience Documentation

### Document History

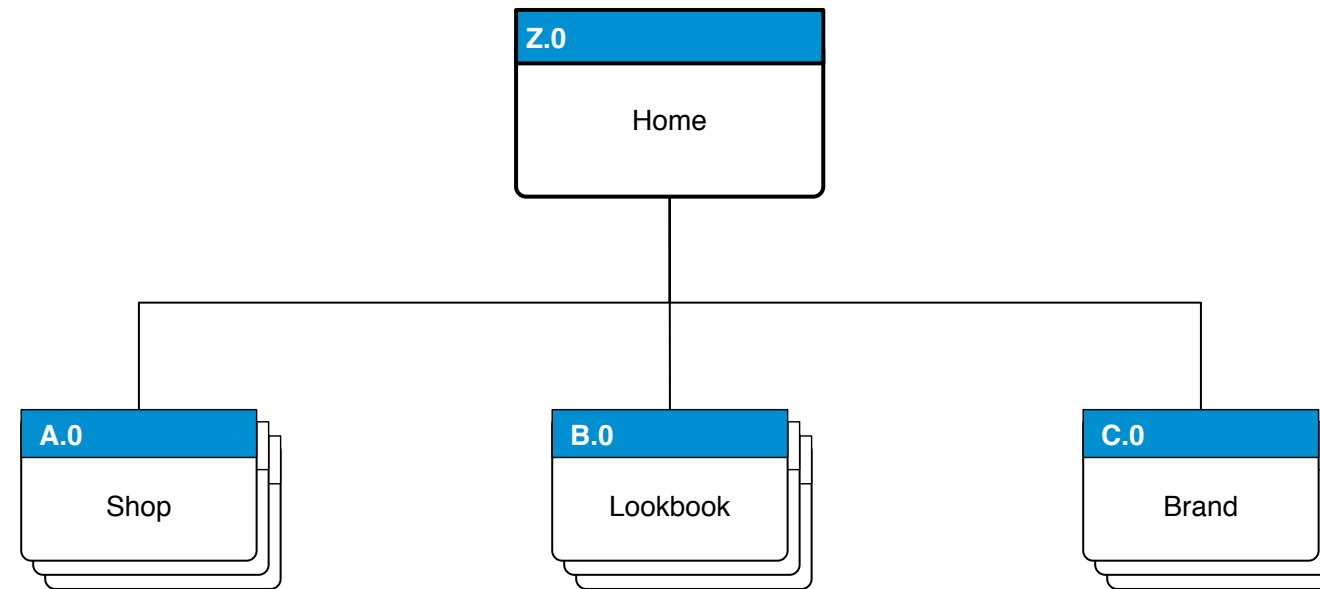
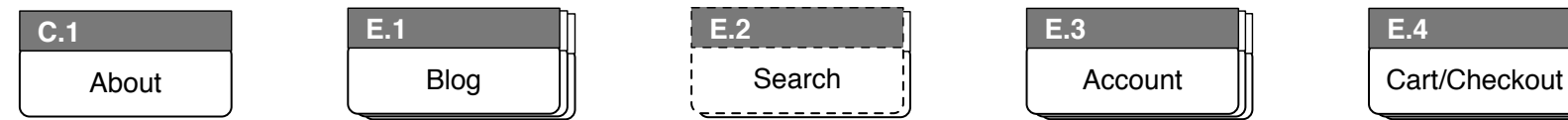
Date	Description	Author
31 May 16	Initial draft	k.winsor
01 Jun 16	Updates based on internal review	k.winsor
02 Jun 16	Updates based on internal review	k.winsor
15 Jun 16	Updates based on client review	k.winsor

# Devereux Site Map

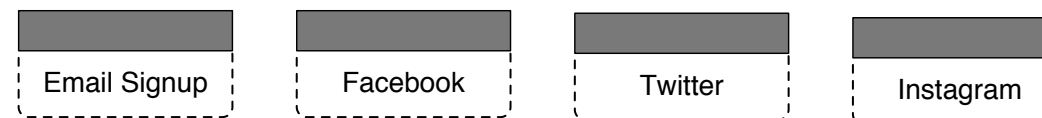
## Key



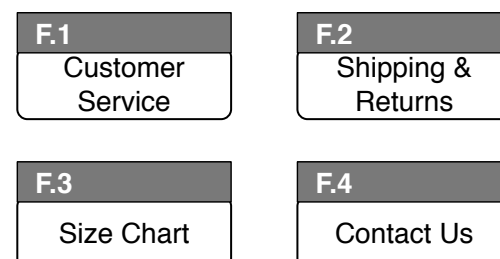
## Eyebrow Navigation



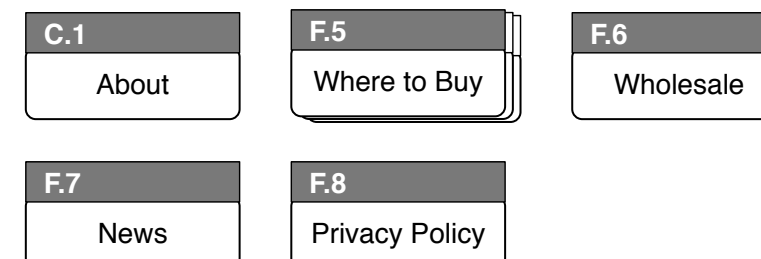
## Footer Navigation



## Need Help?

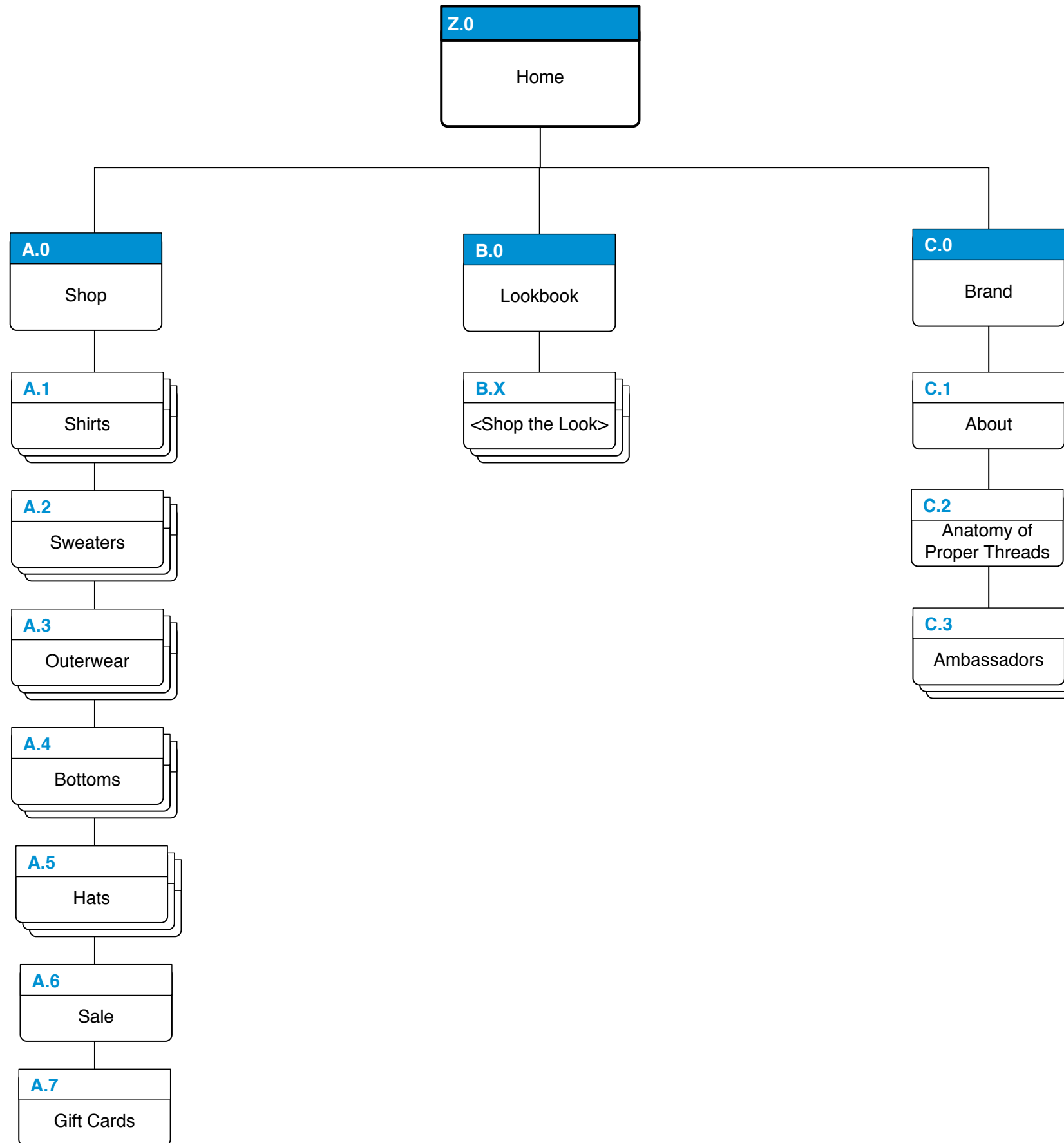


## Our Company

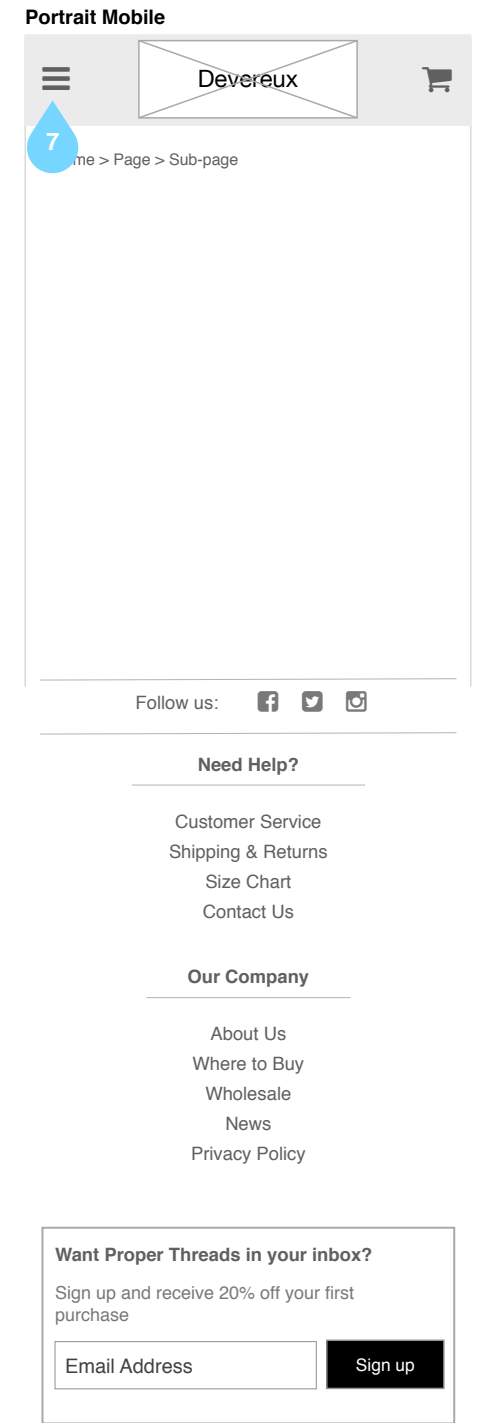
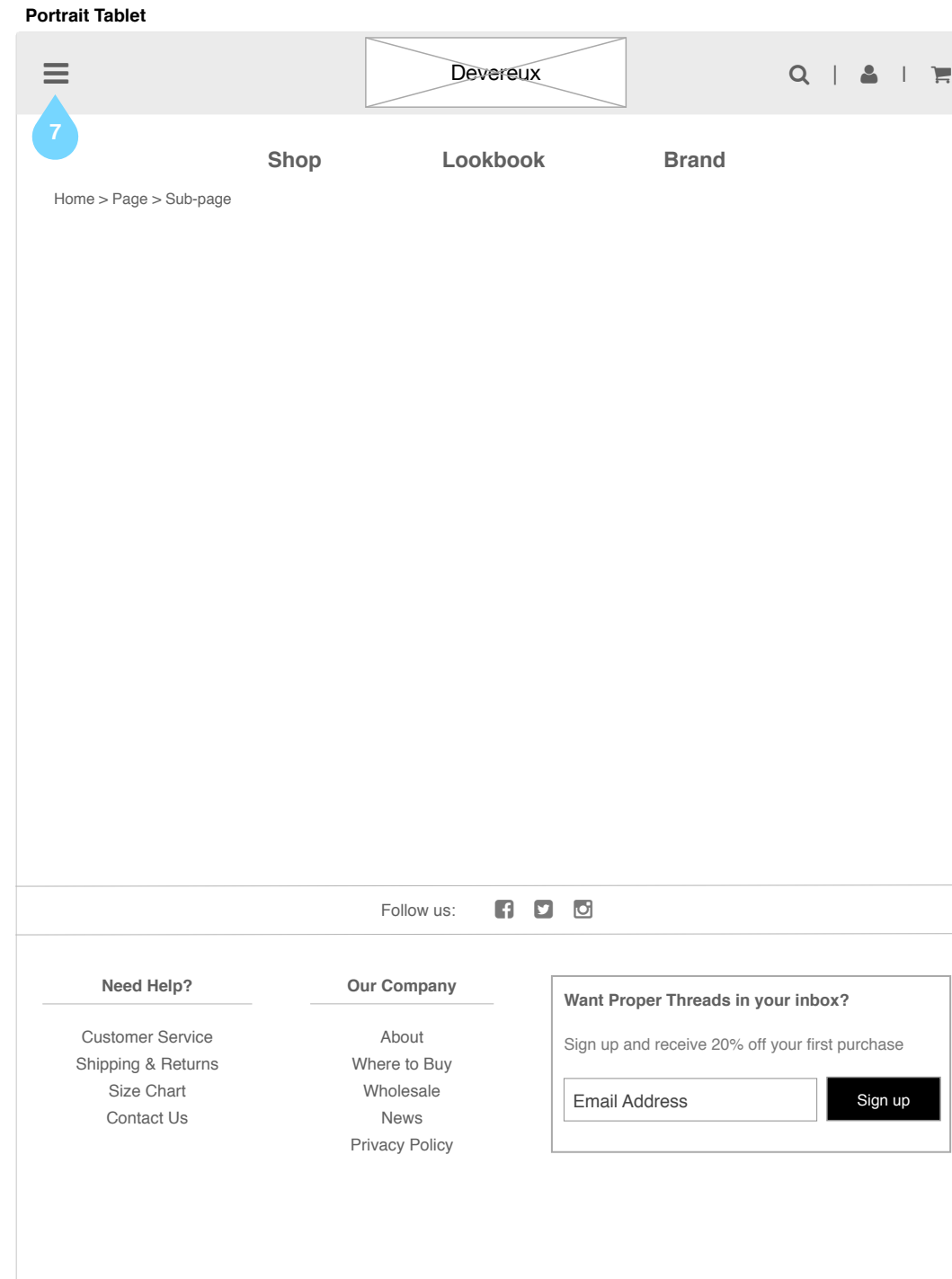
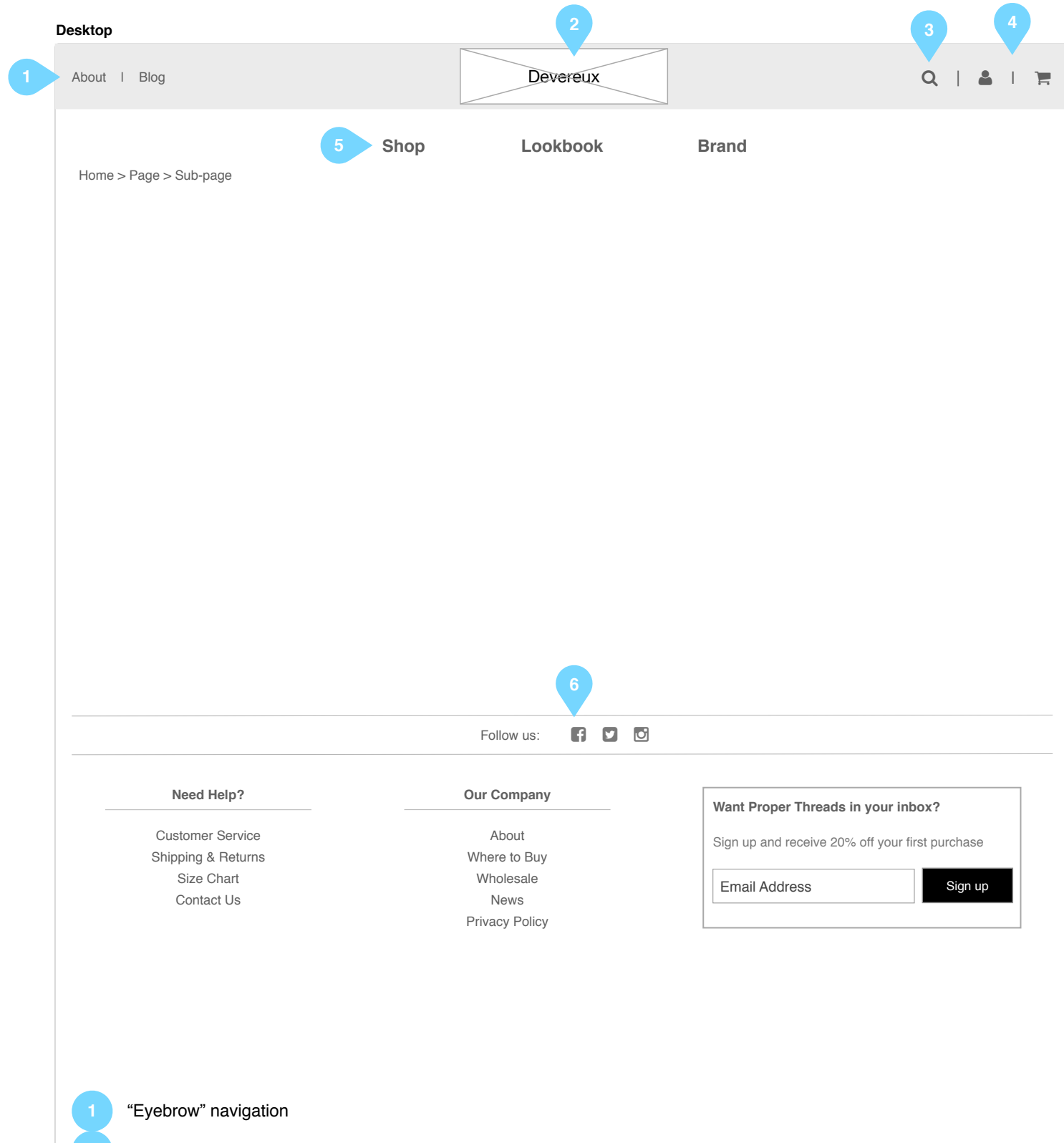


# Primary Navigation Expanded

Key



# Navigation - Header and Footer

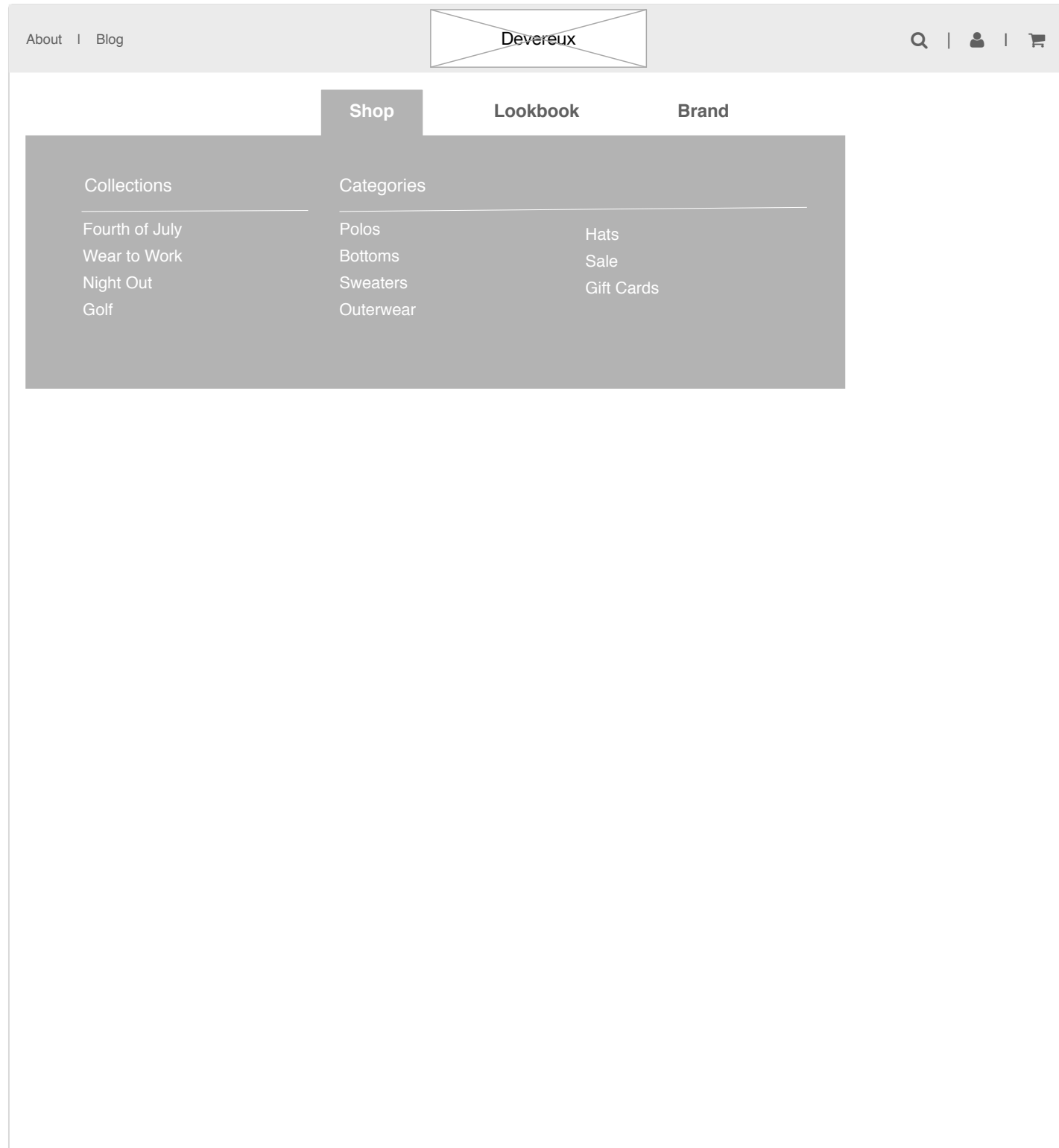


- 1 "Eyebrow" navigation
- 2 Logo: from anywhere in the site, a user can click on the logo to return to the homepage
- 3 Search
- 4 E-commerce functionality: login/account management and shopping cart/checkout
- 5 Primary navigation
- 6 Footer: social media icons, customer service information, company information and newsletter signup

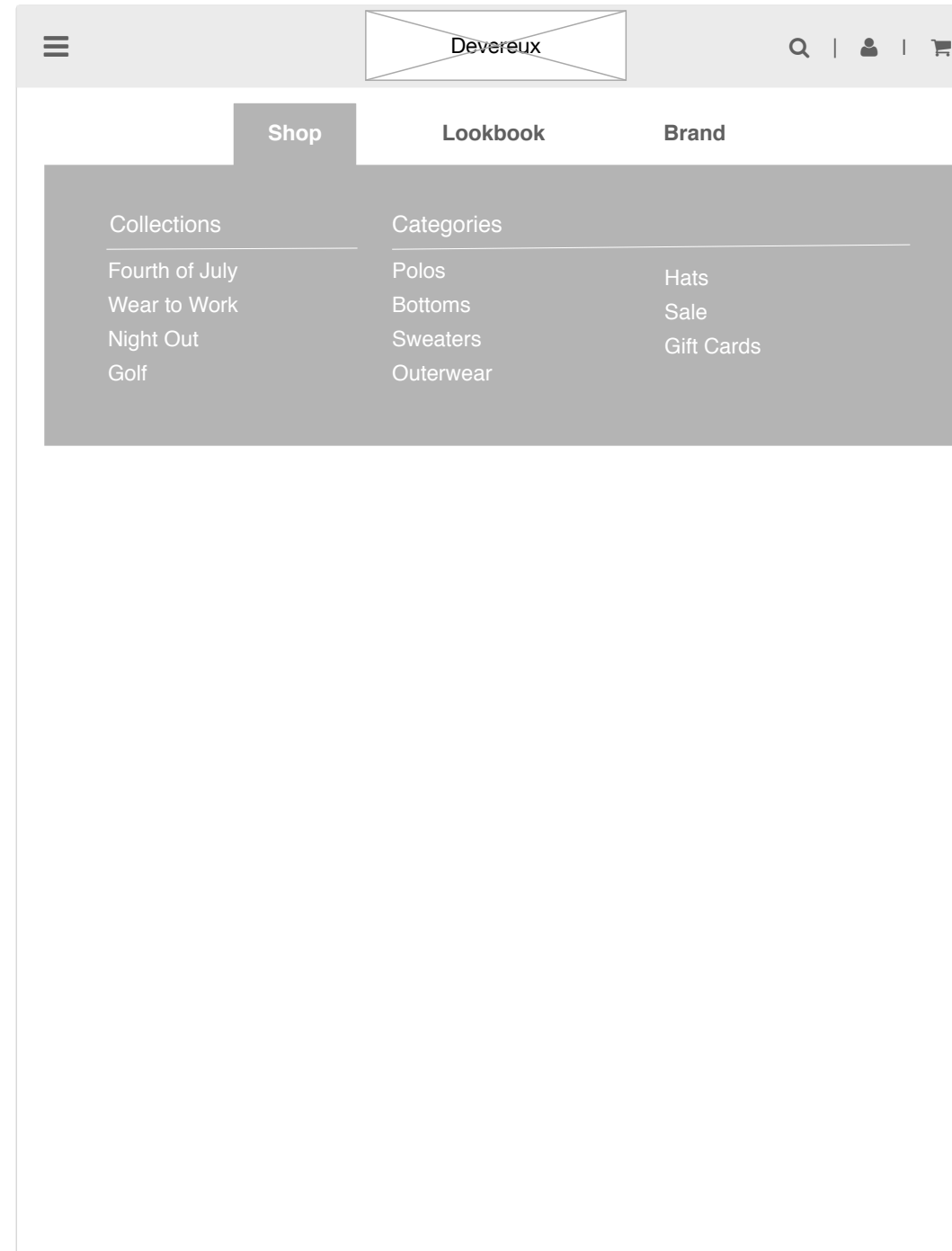
- 7 "Hamburger" navigation: as the screen size begins to shrink, some of the eyebrow navigation elements are tucked up into a hamburger navigation to allow more real estate for e-commerce functionality and primary navigation

# Navigation - Secondary

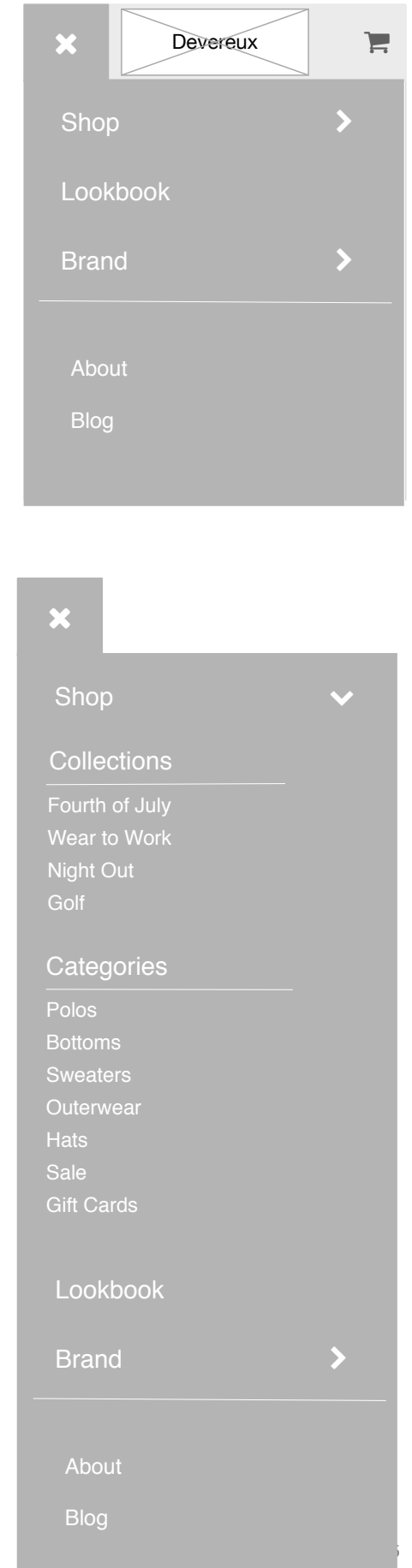
Desktop

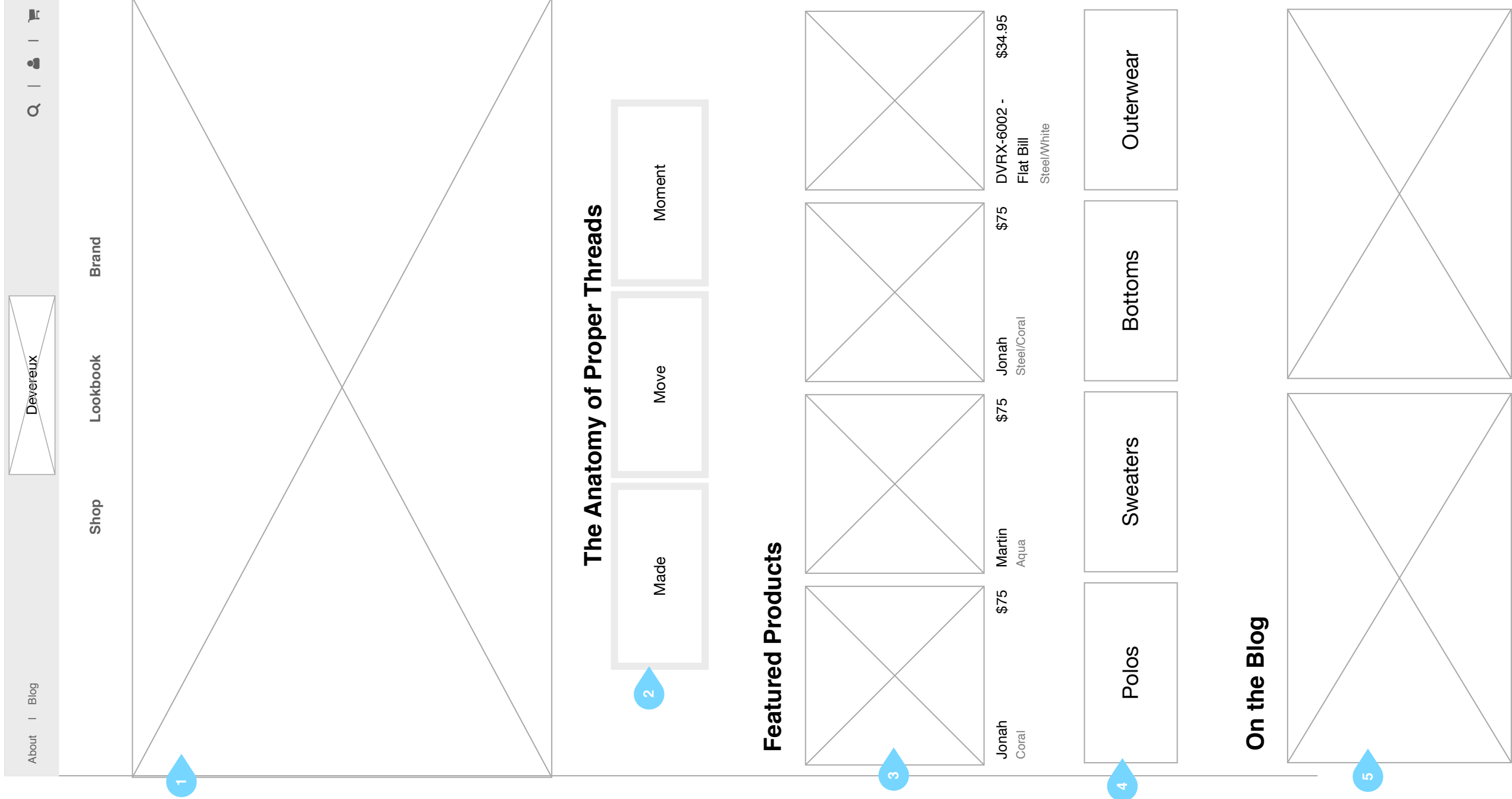


Portrait Tablet



Portrait Mobile





## Notes & Specifications

- 1 Hero Image**  
The homepage of the website leads with a hero image that reflects the brand and the quality of the products offered. This could be a subtle video that shows Devereux style transitioning from the office to the golf course to the restaurant, or that sets up the lifestyle of the target audience. Or this could be a compelling static image.
- 2 Brand Pillars**  
Following the hero image is the three brand pillars. Each of these boxes is a link to learn more about each of the pillars.
- 3 Featured Products/Just Arrived**  
This space is arrived to highlight popular or new products.
- 4 Product Category Highlights**  
An alternate way to access the major product categories. Clicking on a box will take the user to the appropriate product listing page
- 5 Blog/News Content**  
Shows the two most recent publications on the blog. A link to the blog is provided for easy access to similar content.
- 6 Footer**

### The Anatomy of Proper Threads

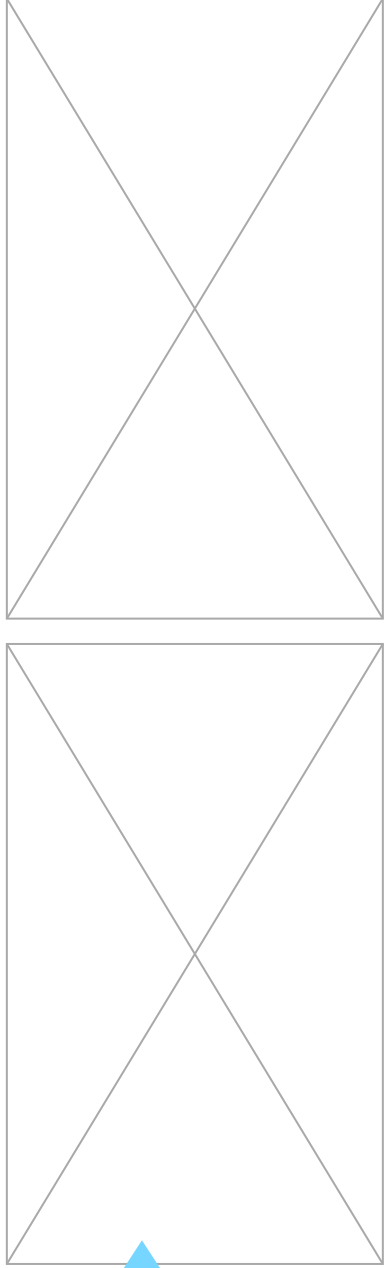


### Featured Products

Jonah Coral	Jonah Steel/Coral	Martin Aqua	DVRX-6002 - Flat Bill Steel/White
\$75	\$75	\$75	\$34.95

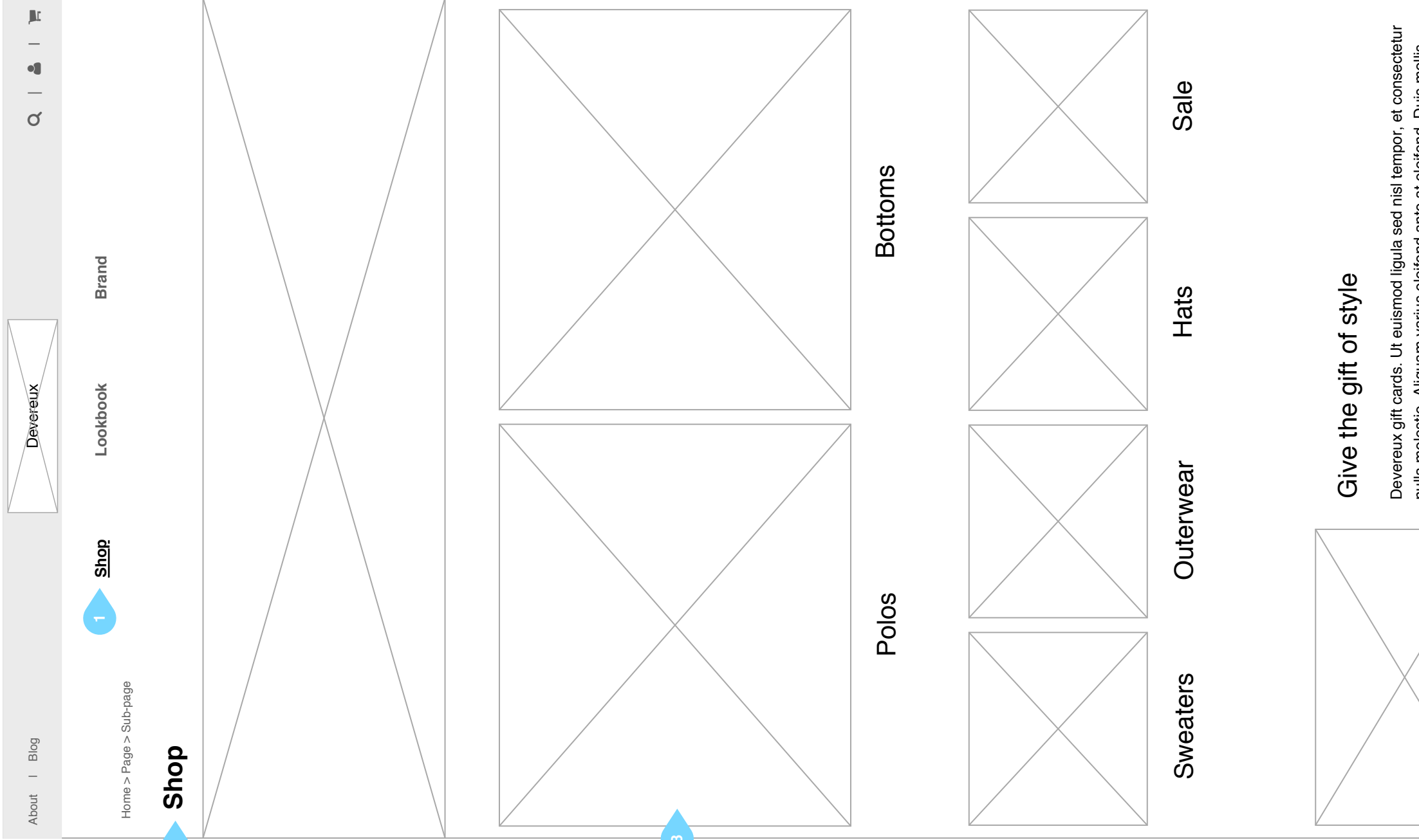
- Polos
- Sweaters
- Bottoms
- Outerwear

### On the Blog



[Danny Lee leaps to top of Byron Nelson Classic leaderboard](#) | [Danny Lee Chooses Devereux As Official Apparel Provider](#)

[Read more >](#)



### Notes & Specifications

- 1 The primary navigation element for the section is highlighted for visual affordance.
- 2 Page headline and header image
- 3 Representative images and names are provided for each of the major product categories. The image and names are links to the product listing page.



# Polo Shirts

Engineered to perform. Designed for style.

1

## Collections

- Fourth of July
- Wear to Work
- Night Out
- Golf

## Categories

Polos 2

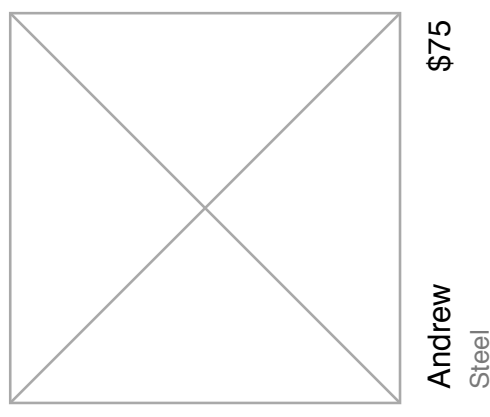
- Bottoms
- Sweaters
- Outerwear
- Hats
- Sale
- Gift Cards

3

	Andrew Steel	\$75	Andrew Navy	\$75		Andrew Coral	\$75
	Andrew Aqua	\$75	Brunner Aqua	\$75		Brunner Calypto Coral	\$75
	Cole White/Aqua/Steel	\$75	Cole Navy/Aqua/White	\$75		Cole White/Navy/Coral	\$75
	Cole Steel/Coral/White	\$75	Jonah Aqua/Navy	\$80		Jonah Steel/Aqua	\$80
	Jonah Navy/Coral	\$80	Jonah Steel/Coral	\$80		Reed Steel/Aqua	\$80
	Reed Navy/Aqua	\$80	Reed Aqua/Steel	\$80		Reed Coral/Navy	\$80

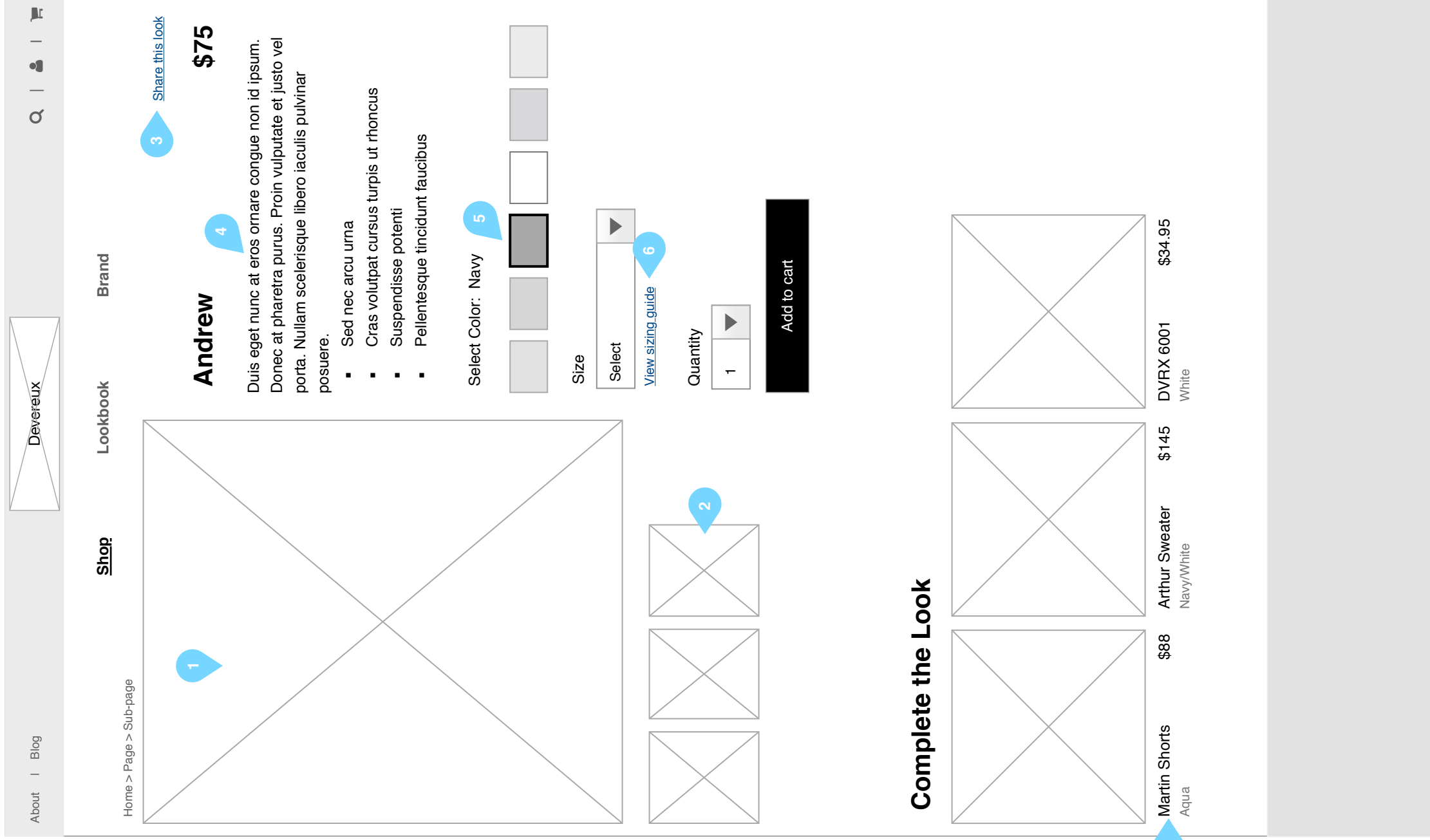
## Notes & Specifications

- Secondary Navigation**  
The user can click around to the different curated collection and product listing pages within the 'Shop' section from here.
- The secondary navigation element is highlighted for visual affordance.
- Product Card**  
Each product card is made up of an image, the collection name, price and the color displayed in the image. Clicking the product card will take the user to the product detail page with the appropriate color pre-selected.



**Note on the Product Listing Page**  
In order to make the selection seem larger than it actually is, it is recommended that all of the different variations of the items in each collection be displayed on the Product Listing Page. However, for SEO purpose, there will be one Product Detail Page per collection.



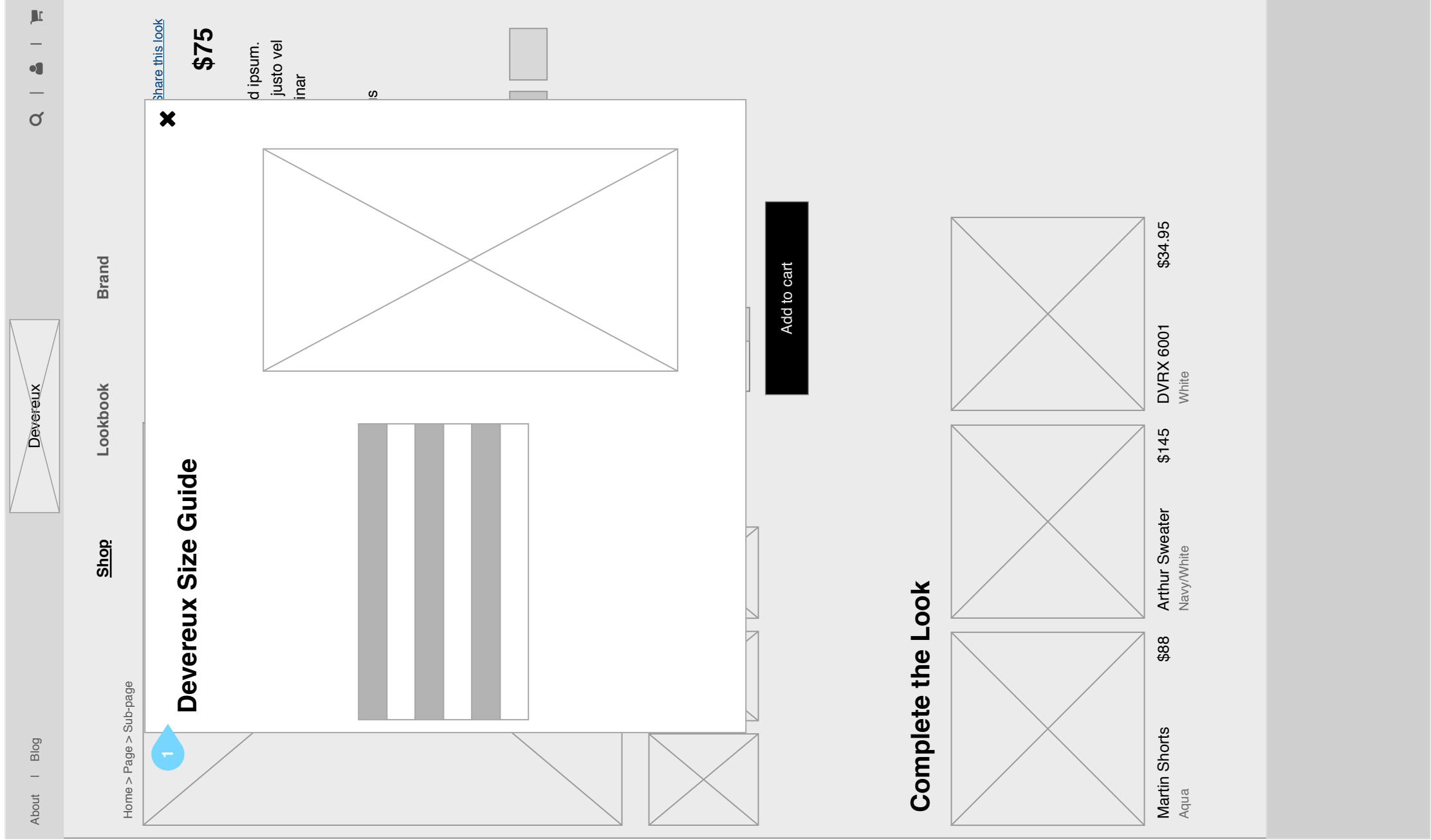


Notes & Specifications

- 1 **Primary Product Image**
- 2 **Secondary Product Image**  
Clicking on one of these images will replace the primary product image to allow the user a larger view.
- 3 Social sharing functionality
- 4 Product description and additional details
- 5 **Selected Visual Affordance**  
When a user enters this page from a source where a color has been pre-selected for them, the Product Listing page for example, a visual indicator is used to indicate which color has been selected. The user has the ability to make a different selection, the selected visual affordance will change accordingly.
- 6 The name of the selected color appears next to the "Select Color" label.
- 7 **Sizing Guide link**  
Clicking this will launch an overlay with the size guide information
- 8 **Complete the Look**  
Opportunity for up-sell/cross-sell- feature other Devereux pieces used on the model in the product images on this page and/or include accessories that would go well with the featured product. Clicking on one of these cards will take the user to the appropriate product detail page to view details.

Notes & Specifications

- 1 Size guide overlay acts like a lightbox: user can click outside the overlay or the "X" in the upper right corner to close.



Notes & Specifications

Error message best practices suggest telling the user there is an error at the top of the input space as well as providing a specific error message at the site of the error. Seen here is a generic "Please correct" message above the selection inputs as well as a more specific "Please select a size" message inline with the size selection inputs.

Devereux

Home > Page > Sub-page

Shop | Lookbook | Brand

Share this link

## Andrew

\$75

Duis eget nunc at eros ornare congue non id ipsum. Donec at pharetra purus. Proin vulputate et justo vel porta. Nullam scelerisque libero iaculis pulvinar posuere.

- Sed nec arcu urna
- Cras volutpat cursus turpis ut rhoncus
- Suspendisse potenti
- Pellentesque tincidunt faucibus

Please correct the error(s) identified below.

Select Color: Navy

Select

Size

Please select a size

Quantity: 1

Add to cart

### Complete the Look

- Martin Shorts Aqua \$88
- Arthur Sweater Navy/White \$145
- DVRX 6001 White \$34.95



Shop

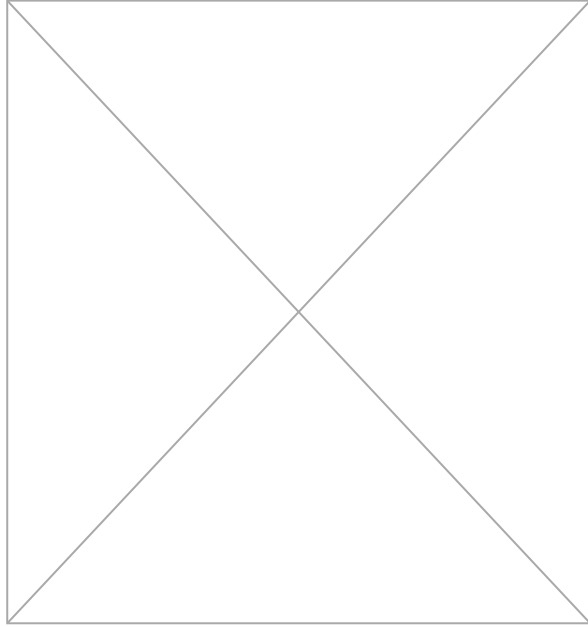
Lookbook

Brand

Home > Page > Sub-page

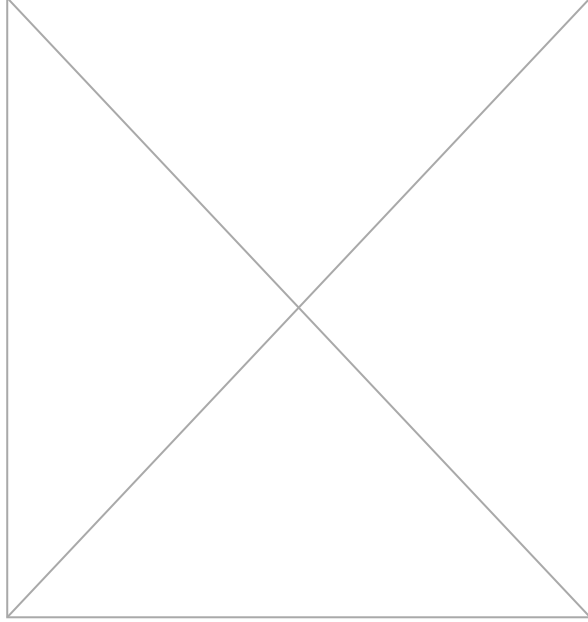
# Lookbook

Lorem ipsum lookbook sub-head.



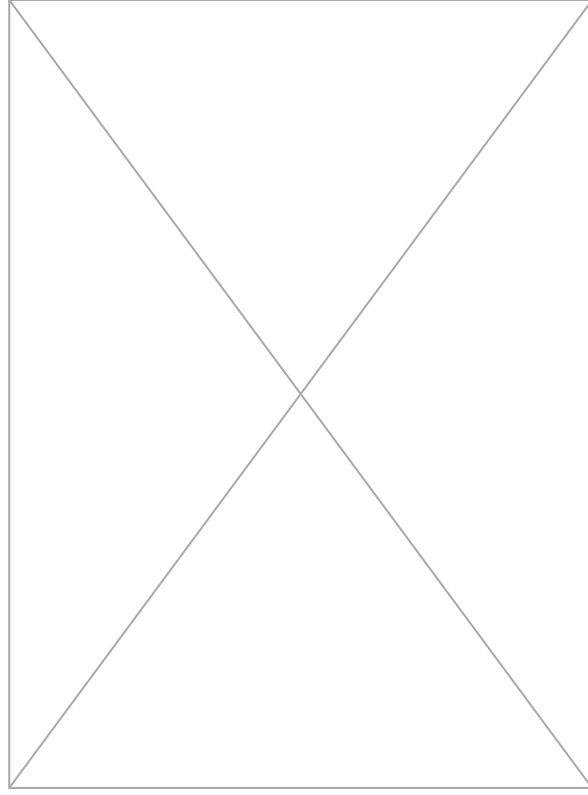
Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

Shop the Look



Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur. Curabitur ac felis purus.

Shop the Look

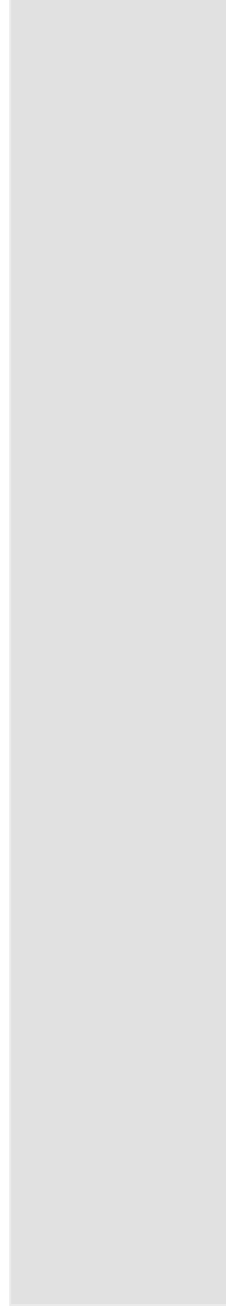
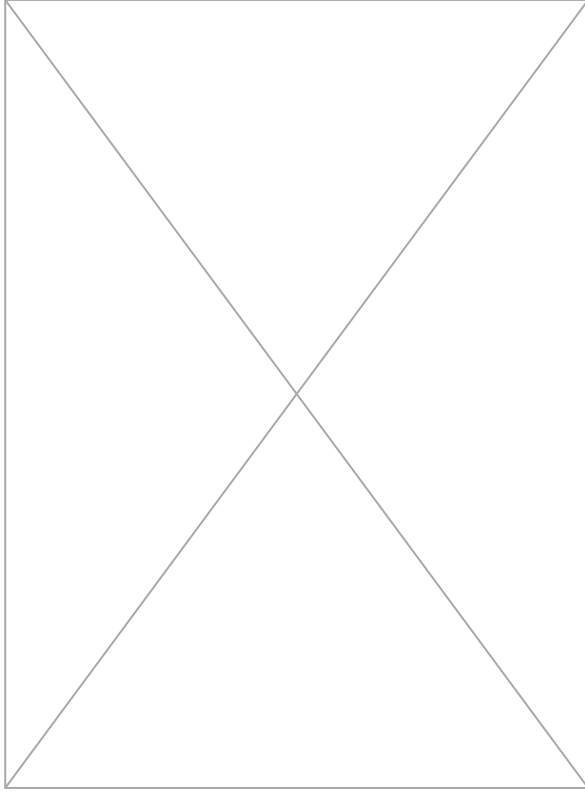


Nullam mattis cursus efficitur. Curabitur ac felis purus. Nam lacinia vel odio ac posuere.

Shop the Look

Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

Shop the Look



## Notes & Specifications

A curated collection of looks.

Clicking "Shop the Look" or the image will take the user to the appropriate Shop the Look landing page where the user can make color, size and quantity selections and add all available pieces from the look to their cart.

## Notes & Specifications

- 1 The main look image anchors to the browser and moves up and down the page as the user scrolls to view all products in the look.
- 2 Each of the items featured in the look are listed on the page so user can select the size, color and quantity to add to their cart.
- 3 A link to view the full product detail page is provided for each item in the look. Clicking this link will take the user away from this page.

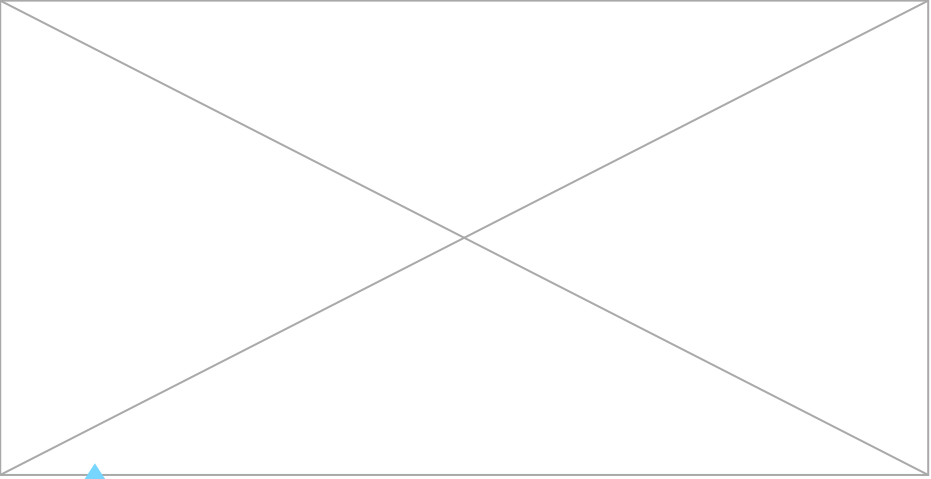
About | Blog

Home > Page > Sub-page

Shop | **Shop the Look** | Lookbook | Brand

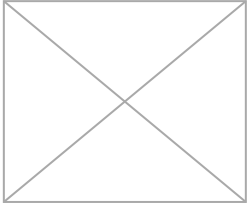

Devereux

Q | | |



Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

Items in this look

**Andrew**  [View full details](#) 

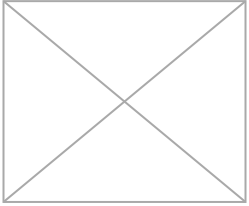
\$75

Color:

Size:  [View sizing guide](#)

Quantity:

**Add to cart**

**Martin**  [View full details](#)

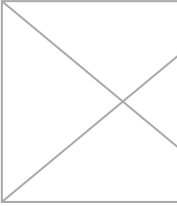
\$88

Color:

Size:  [View sizing guide](#)

Quantity:

**Add to cart**

**DVRX 6001**  [View full details](#)

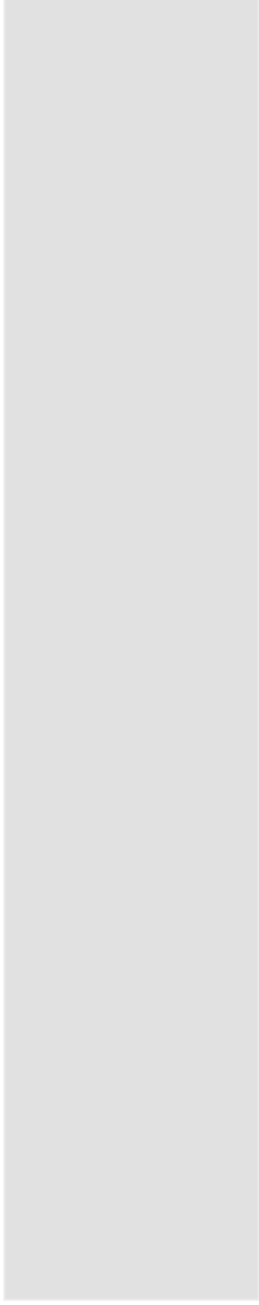
\$34.95

Color:

Quantity:

**Add to cart**

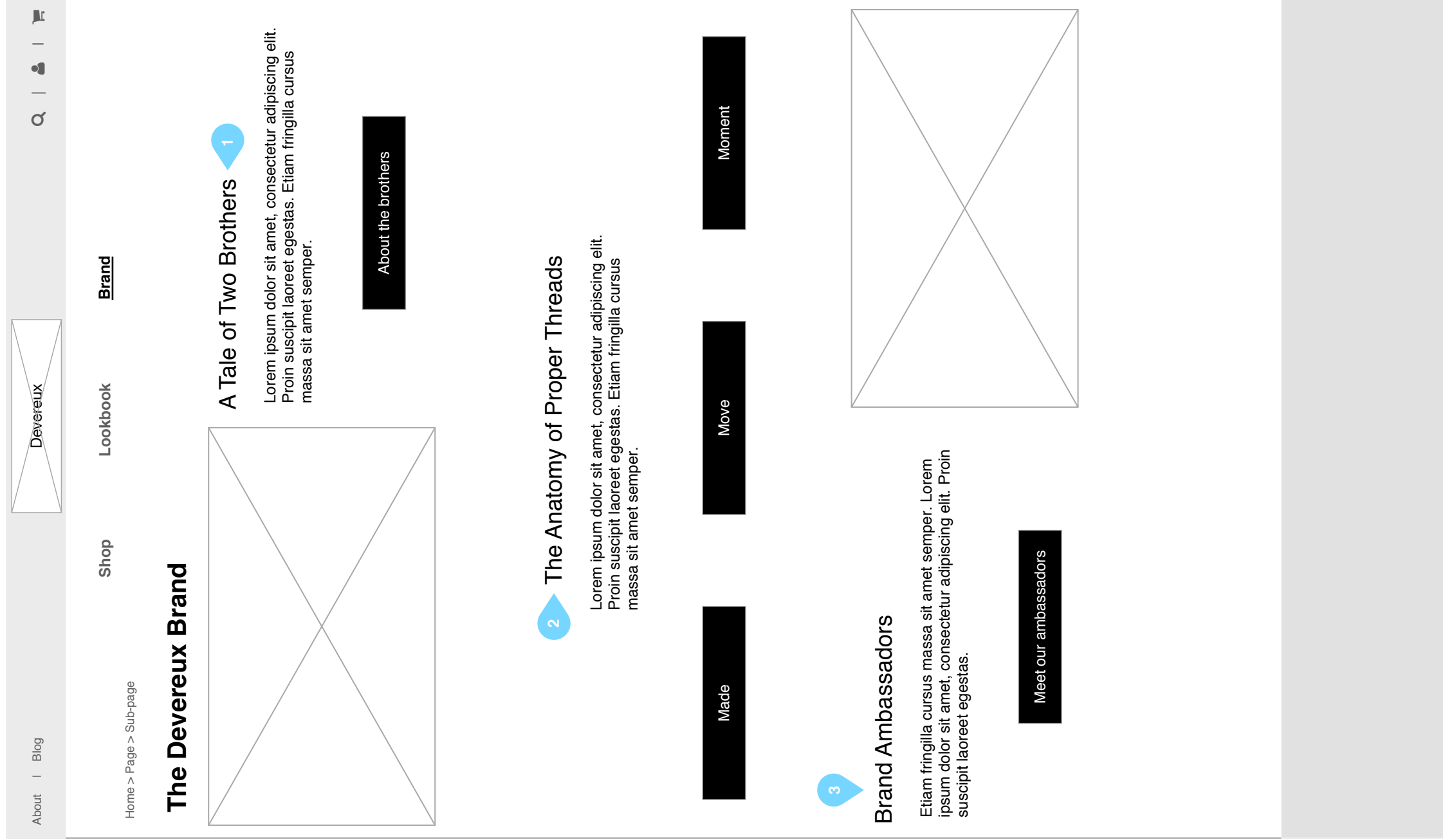
[Share this look](#)



## Notes & Specifications

The Brand landing page is divided into three sections:

- 1 **About**  
Clicking the call to action takes the user to a page with text/images about the history of the brand and the brothers behind it.
- 2 **Brand Pillars (Made, Move, Moment)**  
This section will take the user to a page with information about the pillars.
- 3 **Brand Ambassadors**  
Clicking the call to action will take the user to a landing page that features all of the brand ambassadors.



An example of how the "Anatomy of Proper Threads" page content could be laid out. Actual layout will be determined by content.

About | Blog

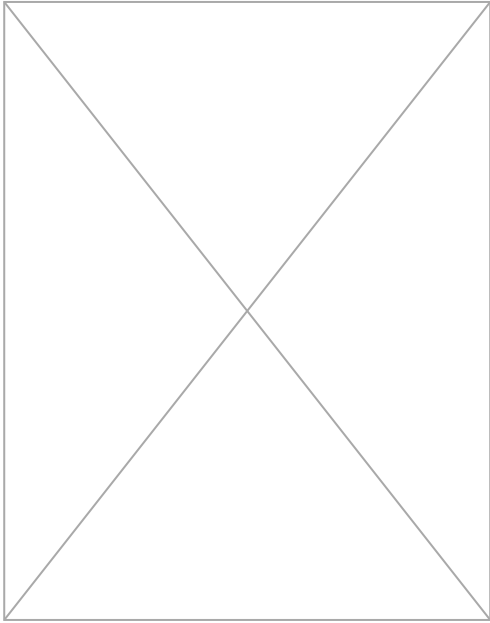
Home > Page > Sub-page

Devereux

Shop | Lookbook | Brand

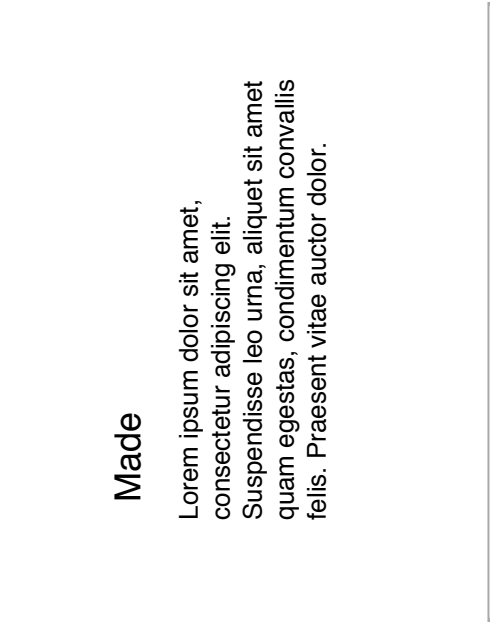
## The Anatomy of Proper Threads

Our products are crafted to perform



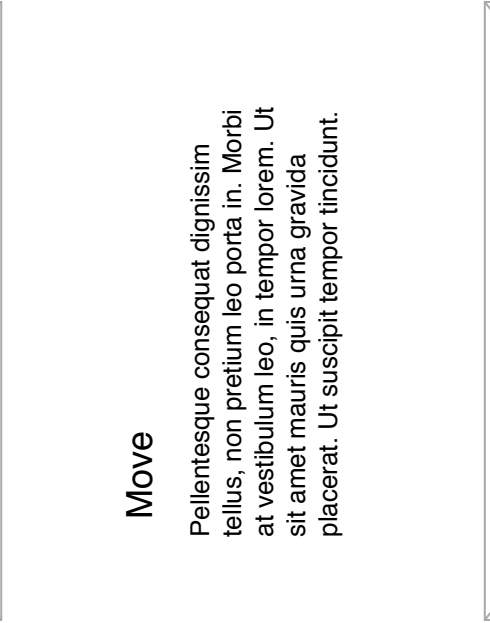
### Move

Pellentesque consequat dignissim tellus, non pretium leo porta in. Morbi at vestibulum leo, in tempor lorem. Ut sit amet mauris quis urna gravida placerat. Ut suscipit tempor tincidunt.



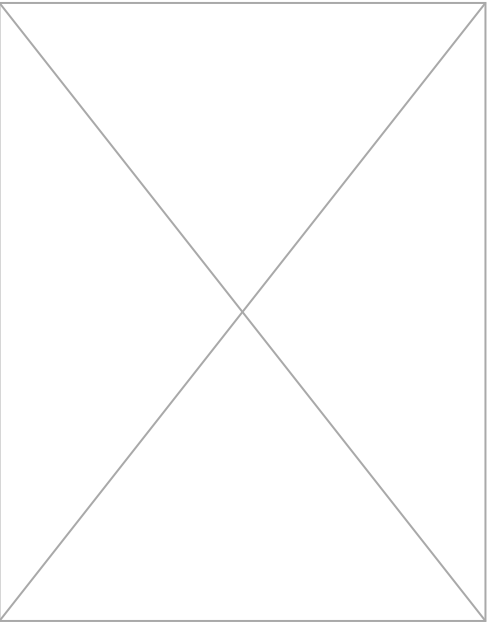
### Made

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse leo urna, aliquet sit amet quam egestas, condimentum convallis felis. Praesent vitae auctor dolor.



### Moment

Aliquam accumsan interdum enim nec viverra. Morbi malesuada efficitur dui, et tristique augue commodo sed. Duis egestas vel quam sit amet accumsan. Proin non magna ipsum.



Devereux

UX Documentation

Prepared by: Kate Winsor

Page 15

Notes & Specifications

- 1 Brand Ambassador video
- 2 Each ambassador is listed on the page. Clicking the image/name will take the user to a detail page.

About | Blog

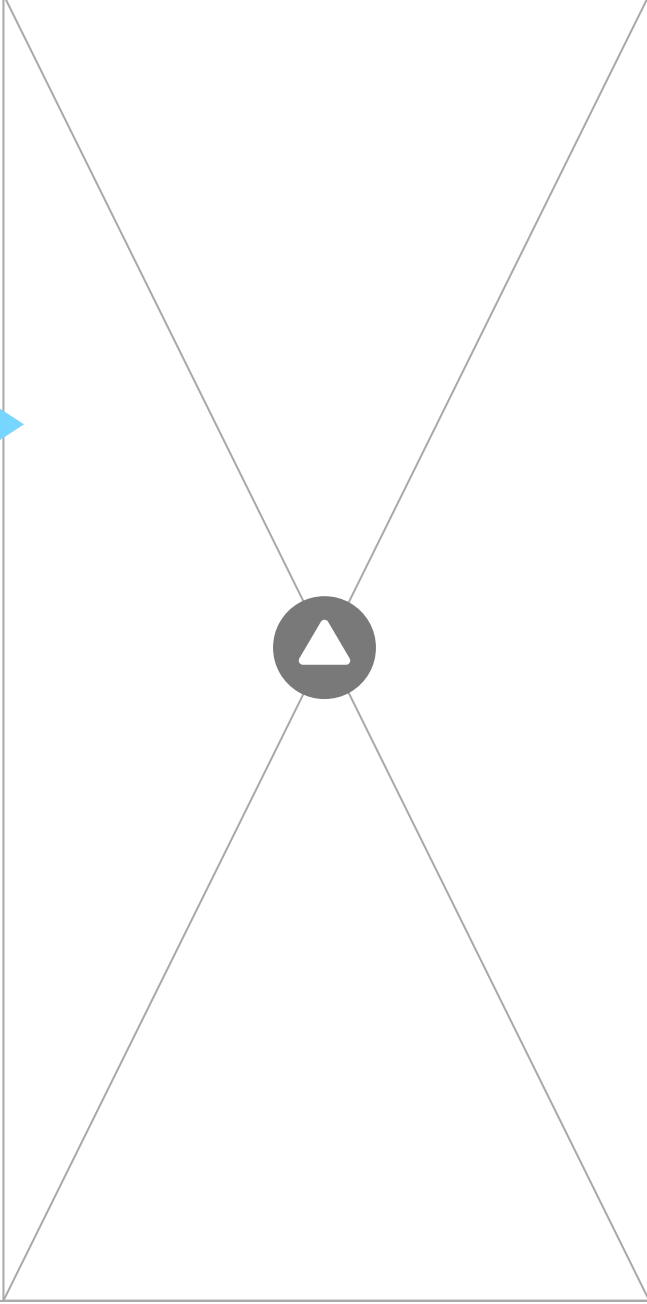
Devereux

Shop | Lookbook | Brand

Home > Page > Sub-page

# The Devereux Ambassadors

Lorem ipsum ambassadors sub-headline.



Danny Lee

Todd Greene

Zach Sucher

Ian Davis

Jimmy Brandt

Stephan Yager



## Notes & Specifications

- 1 Headshot/ profile information
- 2 Products the ambassador has been seen in recently, or prefers
- 3 The most recent news/blog posting tagged with the ambassador will appear here

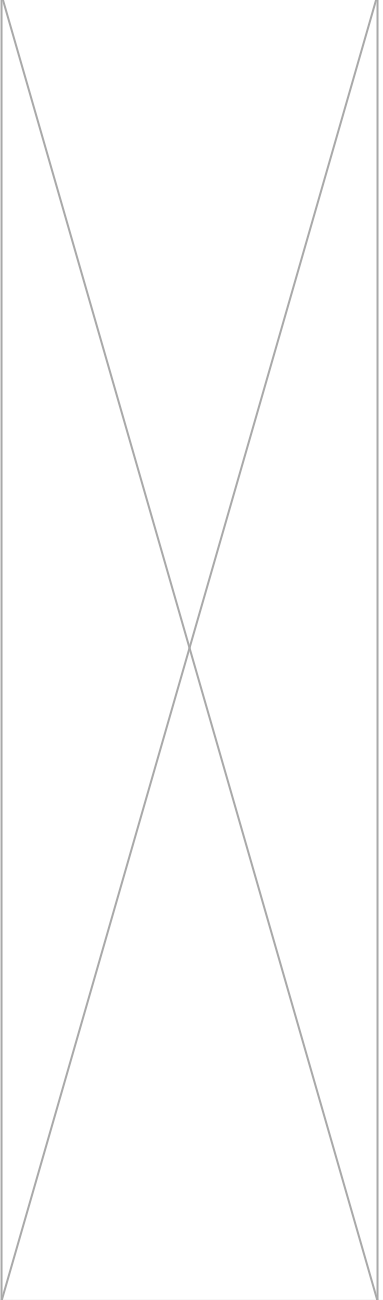
About | Blog

Devereux

Shop | Lookbook | Brand

Home > Page > Sub-page

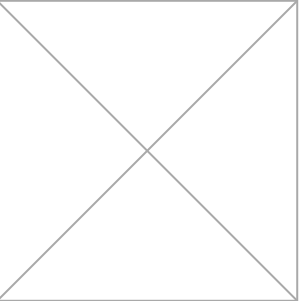
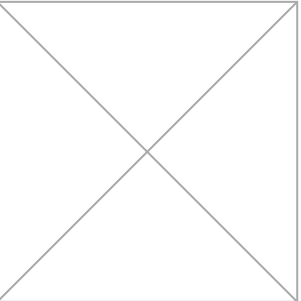
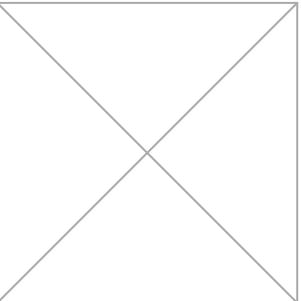
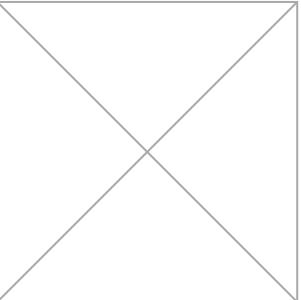
### Danny Lee



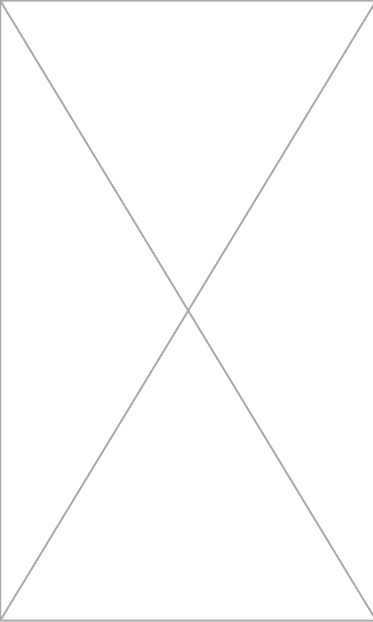
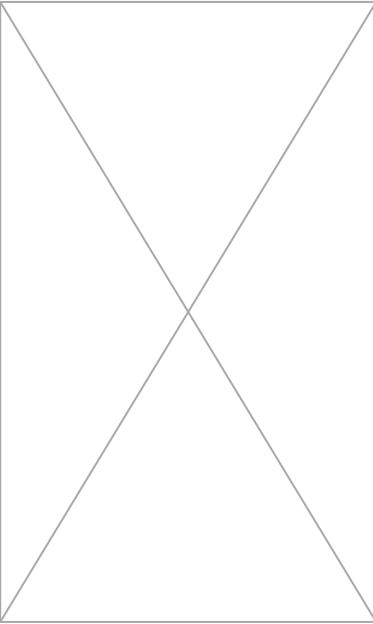
Duis mollis pharetra fringilla. Integer et faucibus risus, id vulputate ante. Ut euismod ligula sed nisl tempor, et consectetur nulla molestie. Aliquam varius eleifend ante at eleifend.

- Aenean metus enim, tincidunt vel quam nec, dignissim accumsan justo.
- Suspendisse dapibus ornare dolor, rutrum pulvinar magna laoreet in.
- Nunc bibendum purus quis tempor bibendum.

### Get Danny's Look

							
Jonah Coral	\$75	Martin Aqua	\$75	Jonah Steel/Coral	\$75	DVRX-6002 - Flat Bill Steel/White	\$34.95

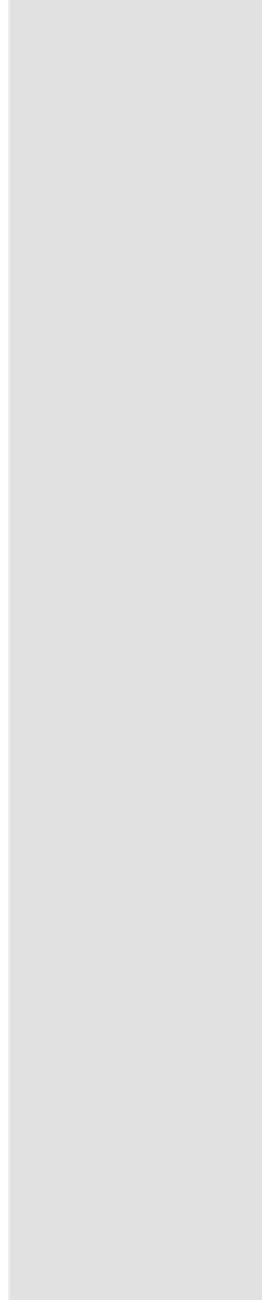
### Danny in the News



[Danny Lee leaps to top of Byron Nelson Classic leaderboard](#)

[Danny Lee Chooses Devereux As Official Apparel Provider](#)

[More Danny Lee in the news >](#)

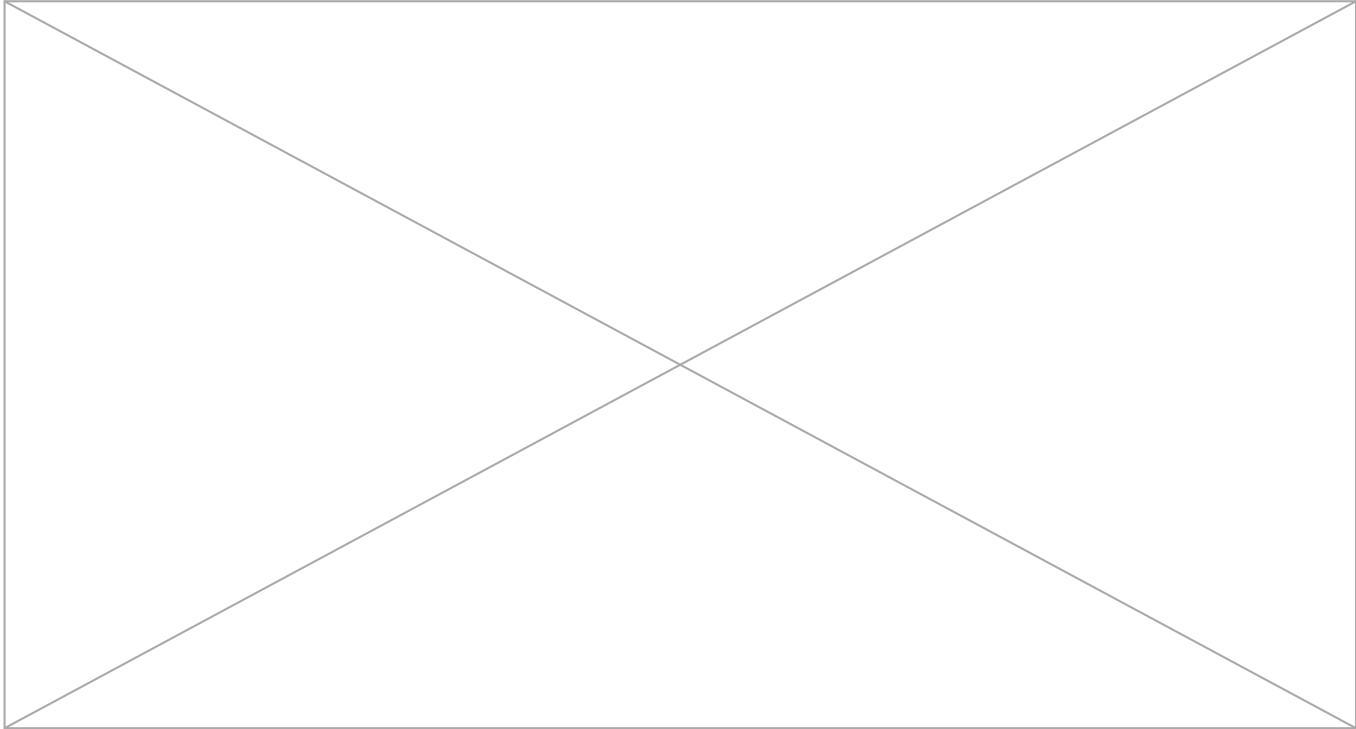


# Z.0: Home - Cross Device Display

Desktop

About | Blog Devereux Q | U | C

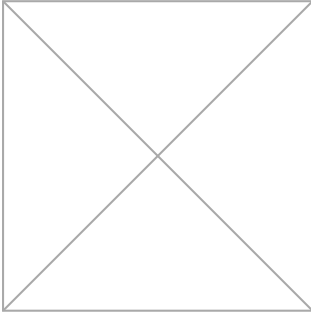
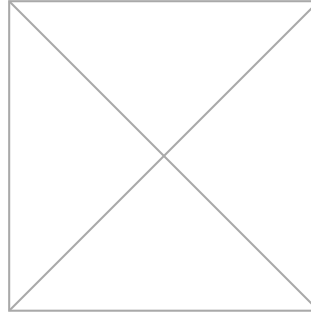
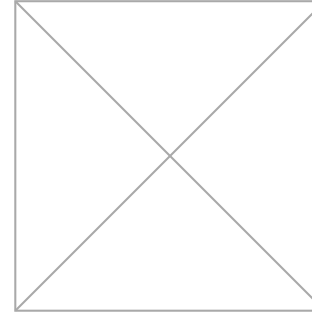
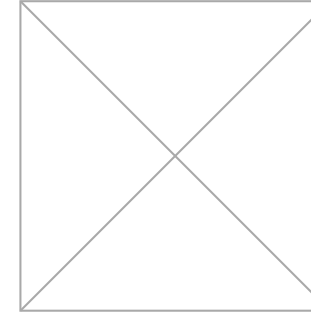

Shop Lookbook Brand



### The Anatomy of Proper Threads

Made Move Moment

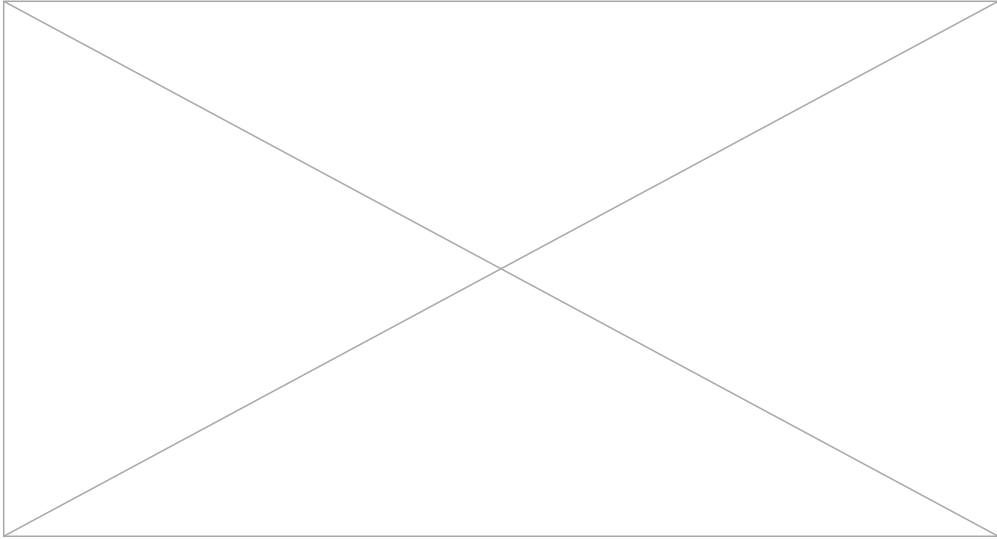
### Featured Products

 Jonah Coral	 \$75 Martin Aqua	 \$75 Jonah Steel/Coral	 \$75 DVRX-6002 - Flat Bill Steel/White	 \$34.95
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Portrait Tablet

☰ Devereux Q | U | C

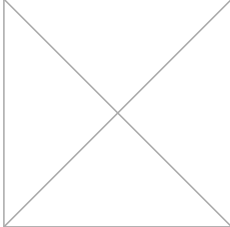
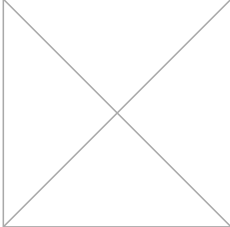
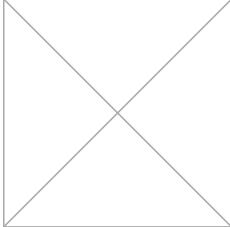
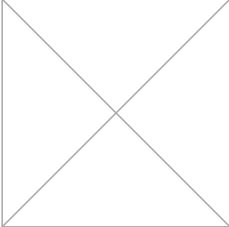
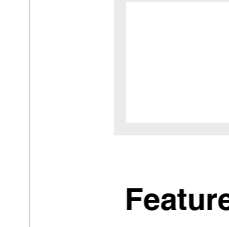
Shop Lookbook Brand



### The Anatomy of Proper Threads

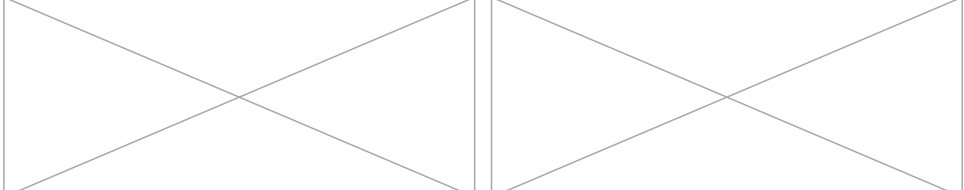
Made Move Moment

### Featured Products

 Jonah Coral	 \$75 Martin Aqua	 \$75 Jonah Steel/Coral	 \$75 DVRX-6002 - Flat Bill Steel/White	 \$34.95
---	---	---	--	--

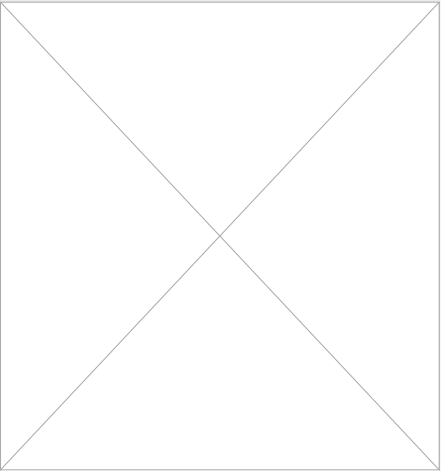
Shirts Sweaters Bottoms Outerwear

### On the Blog



Portrait Mobile

☰ Devereux C



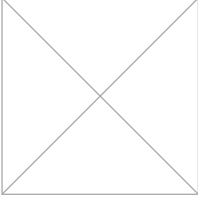
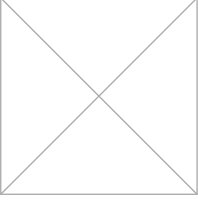
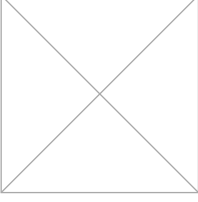
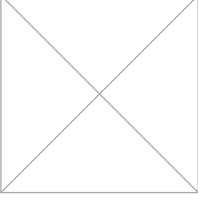
### The Anatomy of Proper Threads

Made

Move

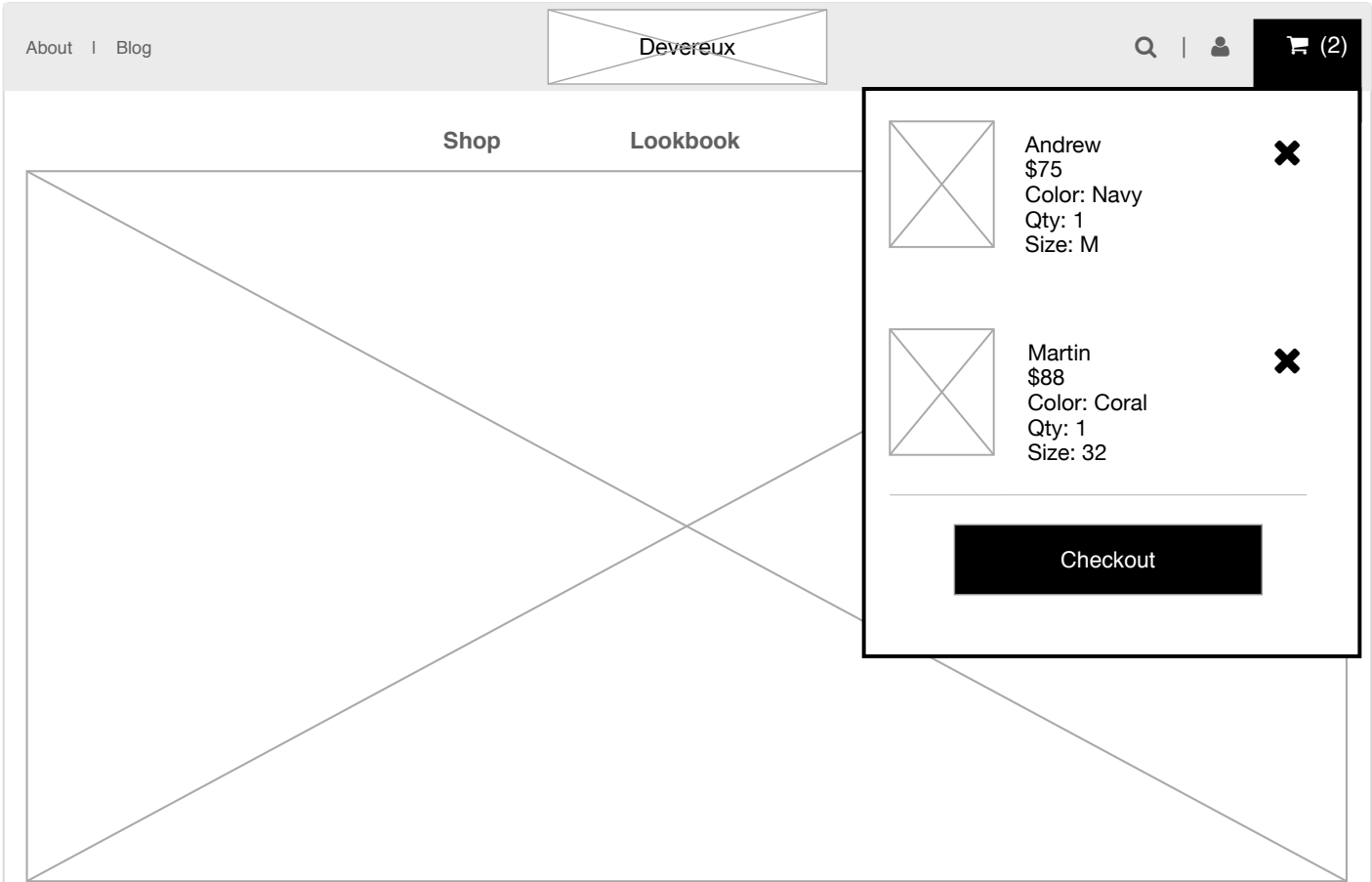
Moment

### Featured Products

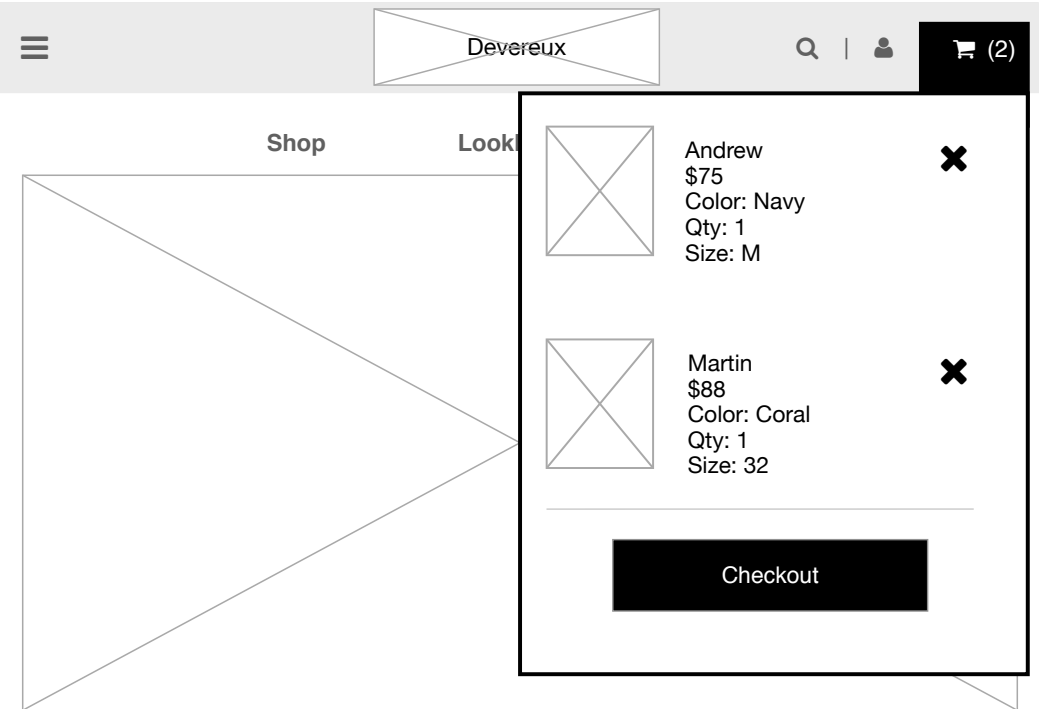
 Jonah Coral	 \$75 Martin Aqua	 \$75 Jonah Steel/Coral	 \$34.95 DVRX-6002 - Flat Bill Steel/White
---	---	---	---

# Z.0.a: Mini Cart- Cross Device Display

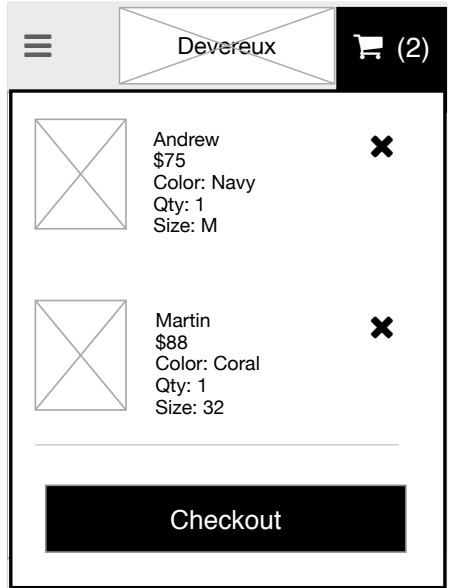
Desktop



Portrait Tablet



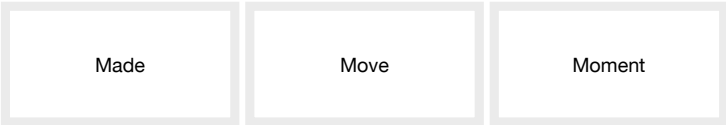
Portrait Mobile



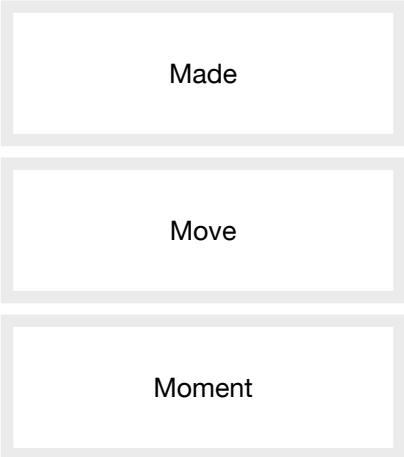
## The Anatomy of Proper Threads



## The Anatomy of Proper Threads



## The Anatomy of Proper Threads



## Featured Products



## Featured Products

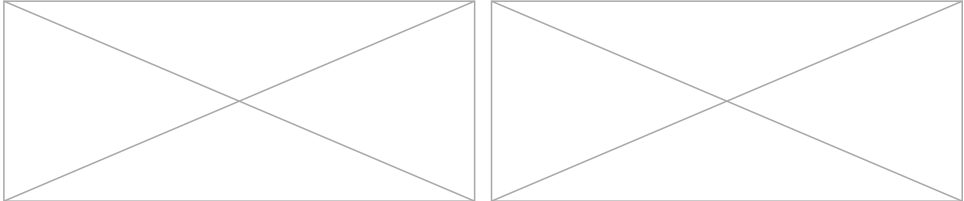


## Featured Products



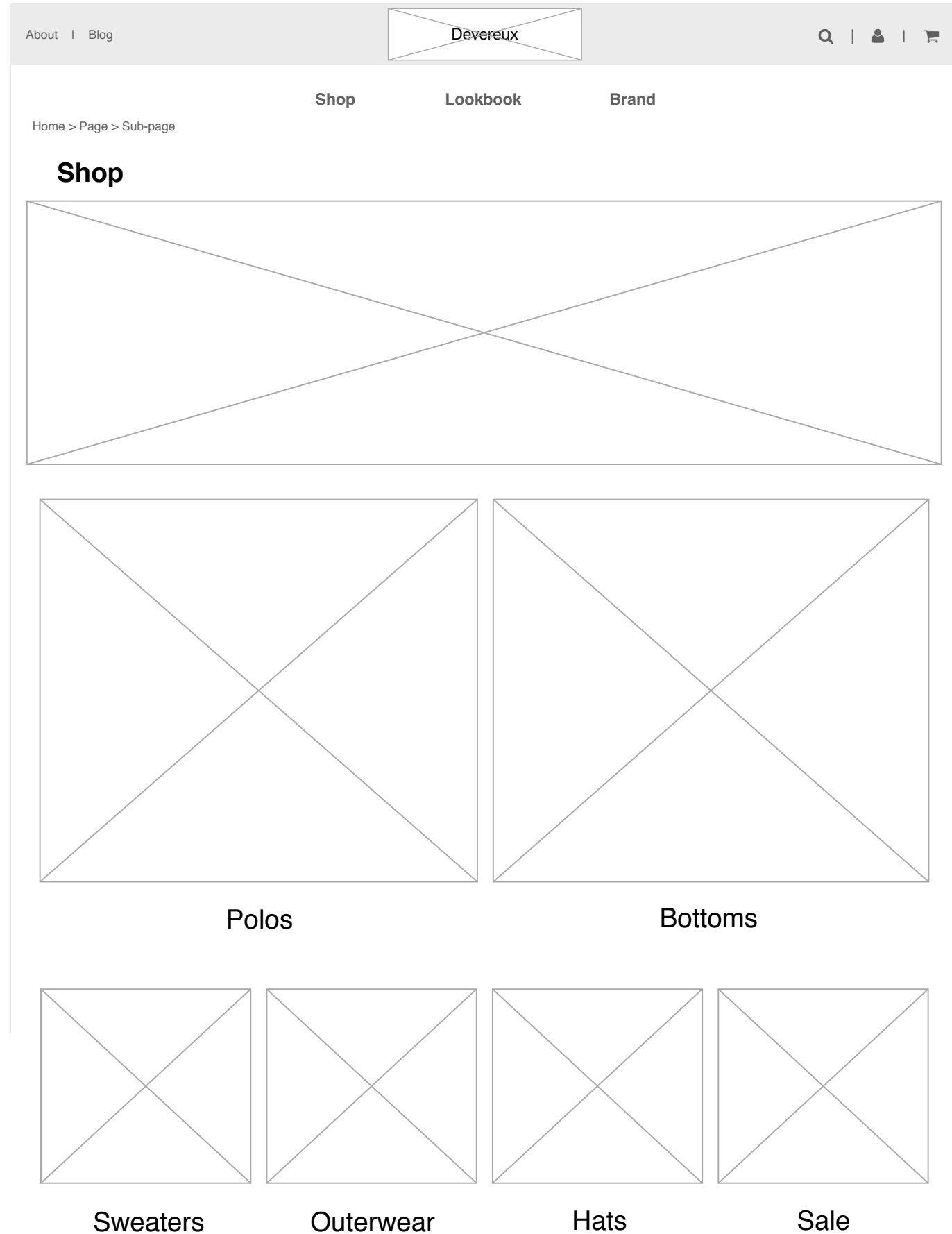
Shirts Sweaters Bottoms Outerwear

## On the Blog

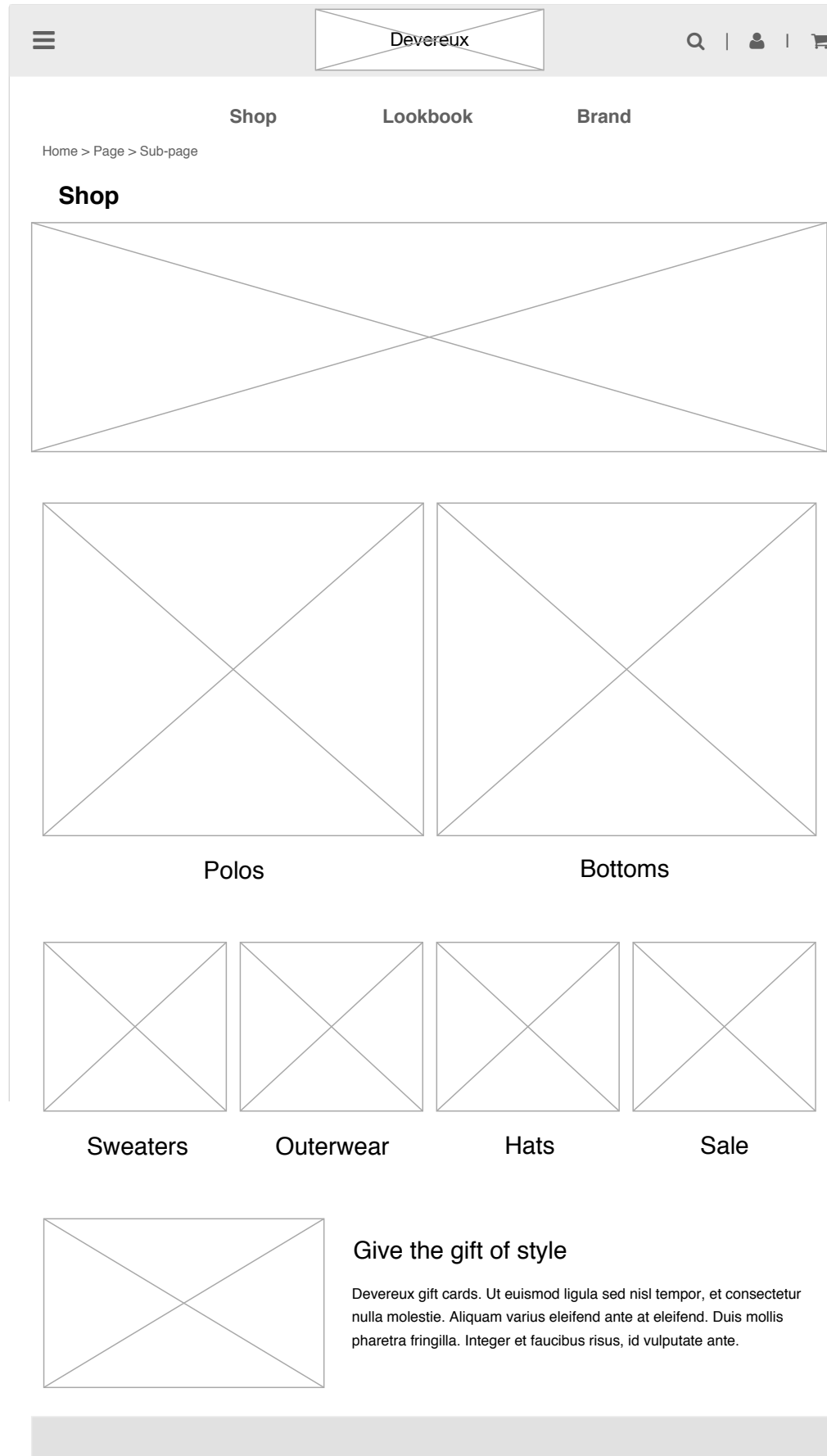


# A.0: Shop - Cross Device Display

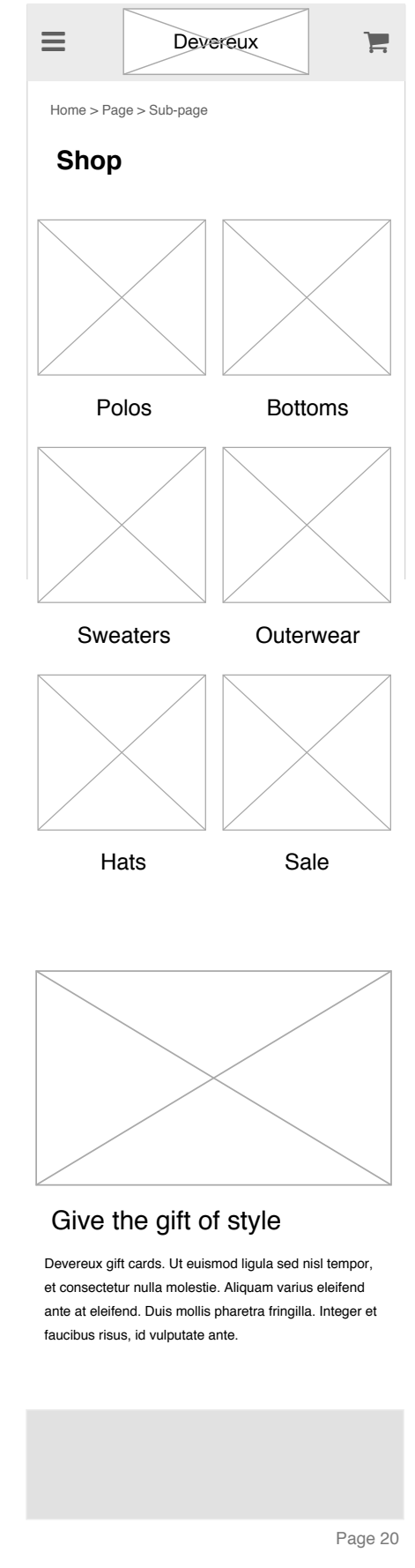
Desktop



Portrait Tablet



Portrait Mobile



# A.X: Product Listing - Cross Device Display

Desktop

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## Polo Shirts

Engineered to perform. Designed for style.

**Collections**

- Fourth of July
- Wear to Work
- Night Out
- Golf

**Categories**

- Polos
- Bottoms
- Sweaters
- Outerwear
- Hats
- Sale
- Gift Cards

Andrew Steel \$75	Andrew Aqua \$75	Andrew Black \$75
Andrew Red \$75	Andrew Green \$75	Andrew Pink \$75
Andrew Red \$75	Andrew Green \$75	Andrew Pink \$75

Portrait Tablet

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## Polo Shirts

Engineered to perform. Designed for style.

**Collections**

- Fourth of July
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**Categories**

- Polos
- Bottoms
- Sweaters
- Outerwear
- Hats
- Sale
- Gift Cards

Andrew Steel \$75	Andrew Aqua \$75	Andrew Black \$75
Andrew Red \$75	Andrew Green \$75	Andrew Pink \$75
Andrew Coral \$75	Andrew White \$75	Andrew Lavender \$75
Andrew Steel \$75	Andrew Aqua \$75	Andrew Black \$75

Portrait Mobile

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## Polo Shirts

Engineered to perform. Designed for style.

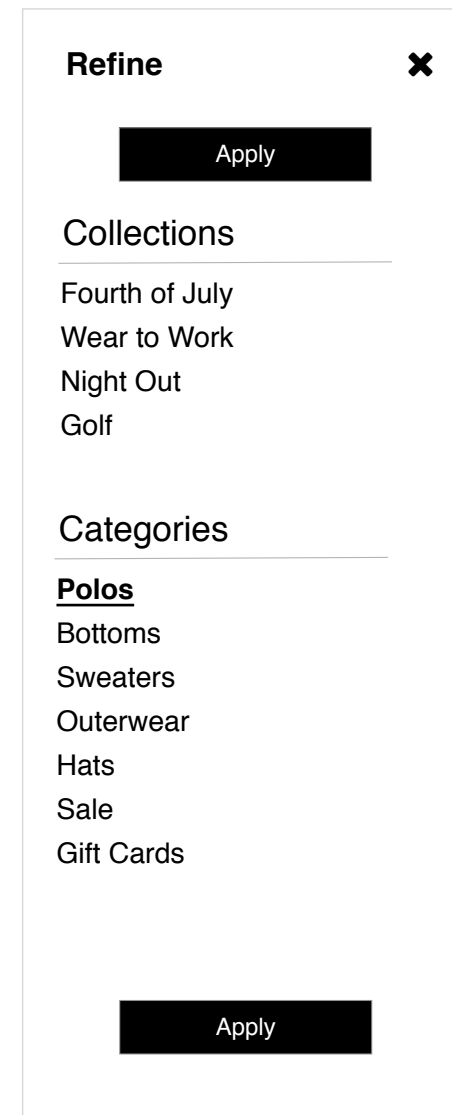
**Refine**

Andrew Steel \$75	Andrew Aqua \$75
Andrew Black \$75	Andrew Red \$75
Andrew Green \$75	Andrew Pink \$75
Andrew Steel \$75	Andrew Aqua \$75
Andrew Black \$75	Andrew Red \$75

Page 21

# A.X.a: Mobile Refine Overlay

Portrait Mobile



# A.X.X: Product Detail - Cross Device Display

Desktop

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## Andrew \$75

Duis eget nunc at eros ornare congue non id ipsum. Donec at pharetra purus. Proin vulputate et justo vel porta. Nullam scelerisque libero iaculis pulvinar posuere.

- Sed nec arcu urna
- Cras volutpat cursus turpis ut rhoncus
- Suspendisse potenti
- Pellentesque tincidunt faucibus

Select Color: Navy

Size

Select
▼

[View sizing guide](#)

Quantity

1
▼

Add to cart

### Complete the Look

Portrait Tablet

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## Andrew \$75

Duis eget nunc at eros ornare congue non id ipsum. Donec at pharetra purus. Proin vulputate et justo vel porta. Nullam scelerisque libero iaculis pulvinar posuere.

- Sed nec arcu urna
- Cras volutpat cursus turpis ut rhoncus
- Suspendisse potenti
- Pellentesque tincidunt faucibus

Select Color: Navy

Size

Select
▼

[View sizing guide](#)

Quantity

1
▼

Add to cart

### Complete the Look

Martin Shorts  
Aqua

\$88

Arthur Sweater  
Navy/White

\$145

DVRX 6001  
White

\$34.95

Portrait Mobile

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[Share this look](#)

## Andrew \$75

Duis eget nunc at eros ornare congue non id ipsum. Donec at pharetra purus. Proin vulputate et justo vel porta. Nullam scelerisque libero iaculis pulvinar posuere.

- Sed nec arcu urna
- Cras volutpat cursus turpis ut rhoncus

Select Color: Navy

Size

Select
▼

[View sizing guide](#)

Quantity

1
▼

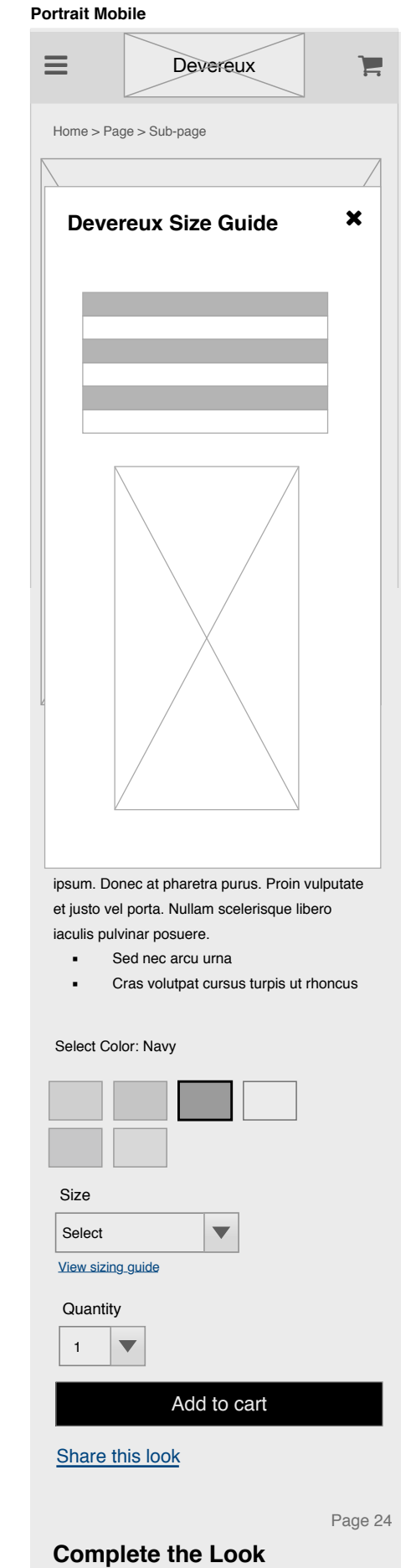
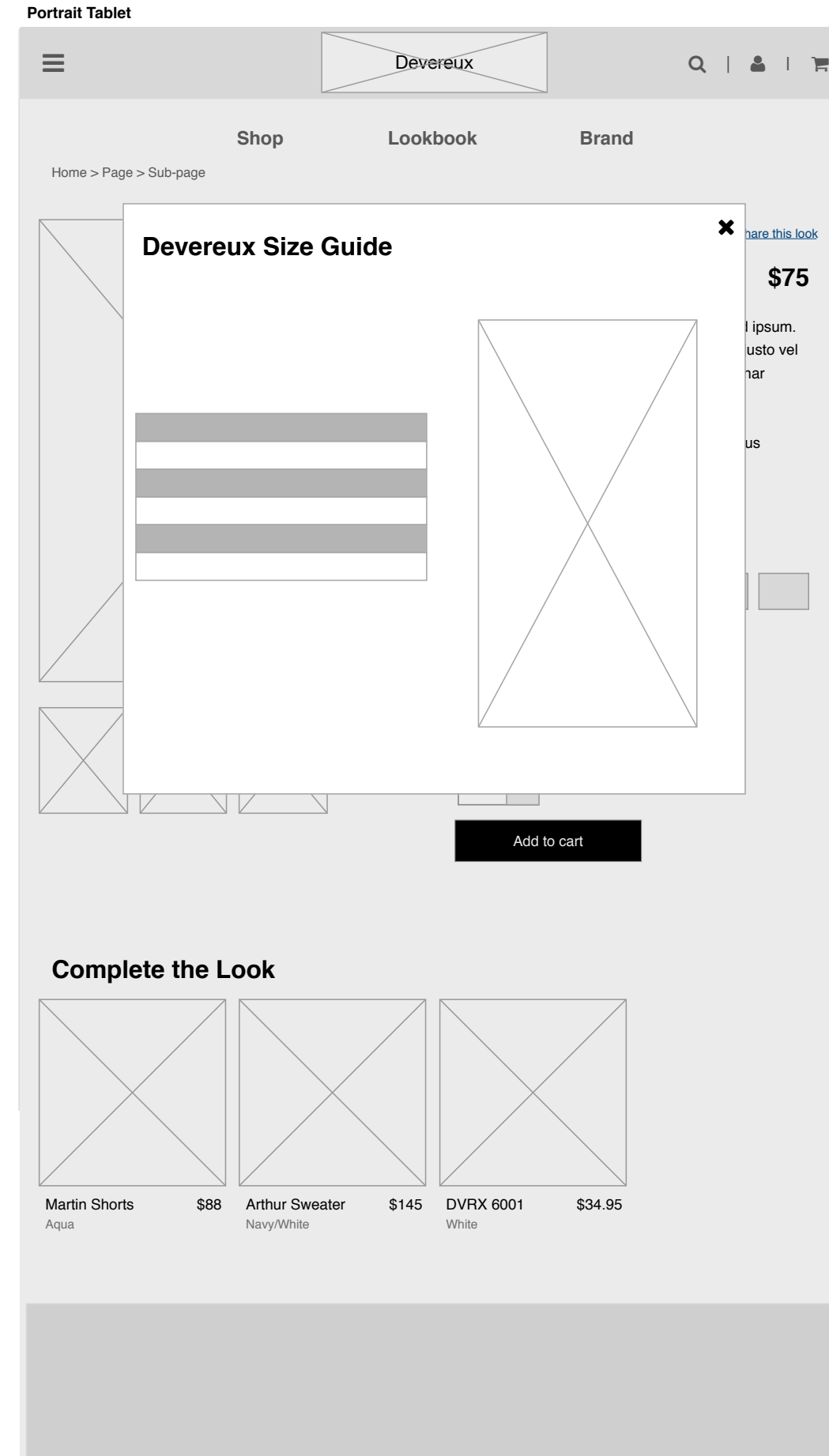
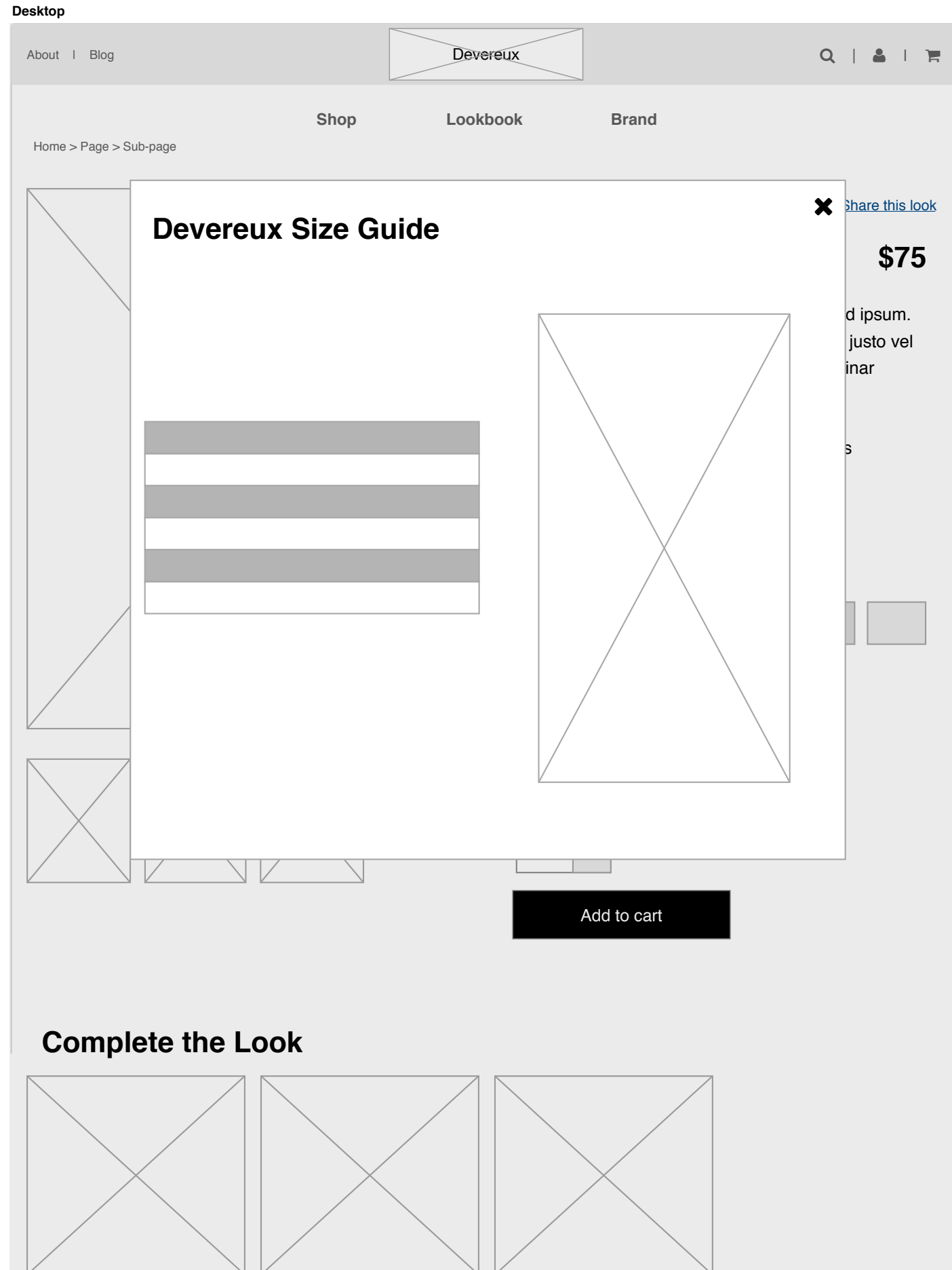
Add to cart

### Complete the Look

Add to cart

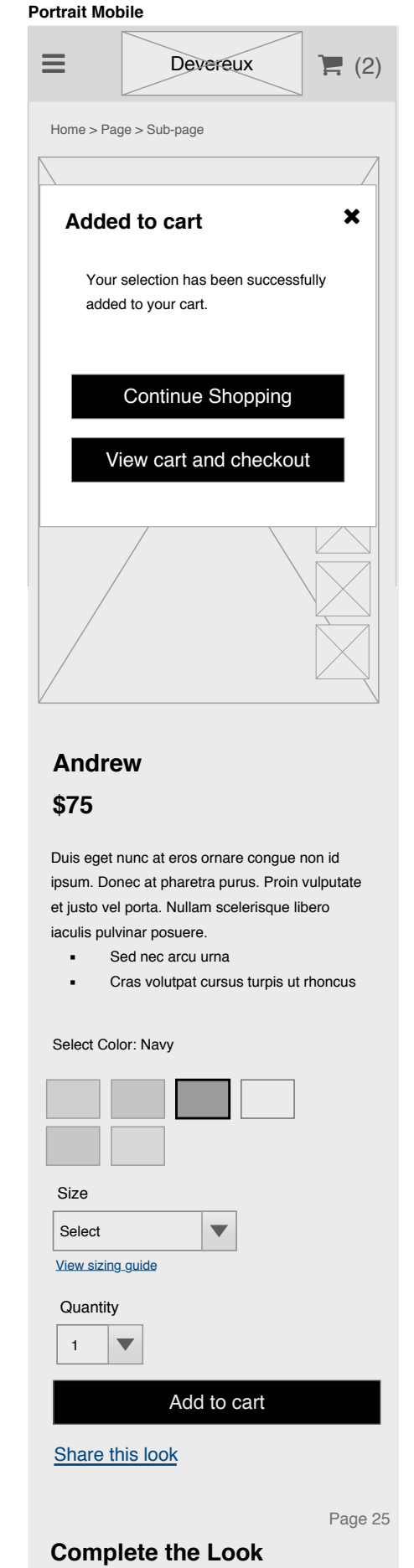
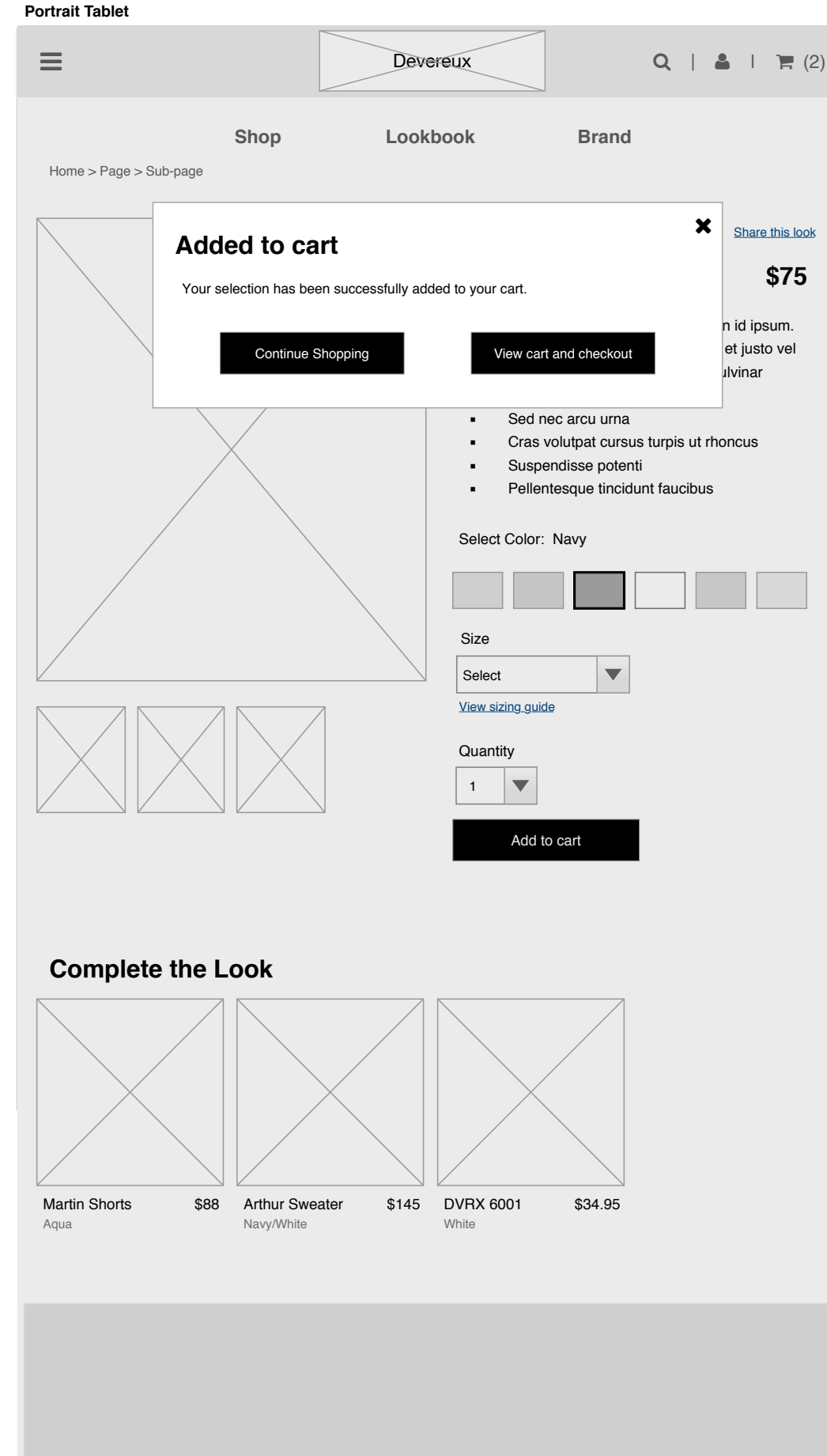
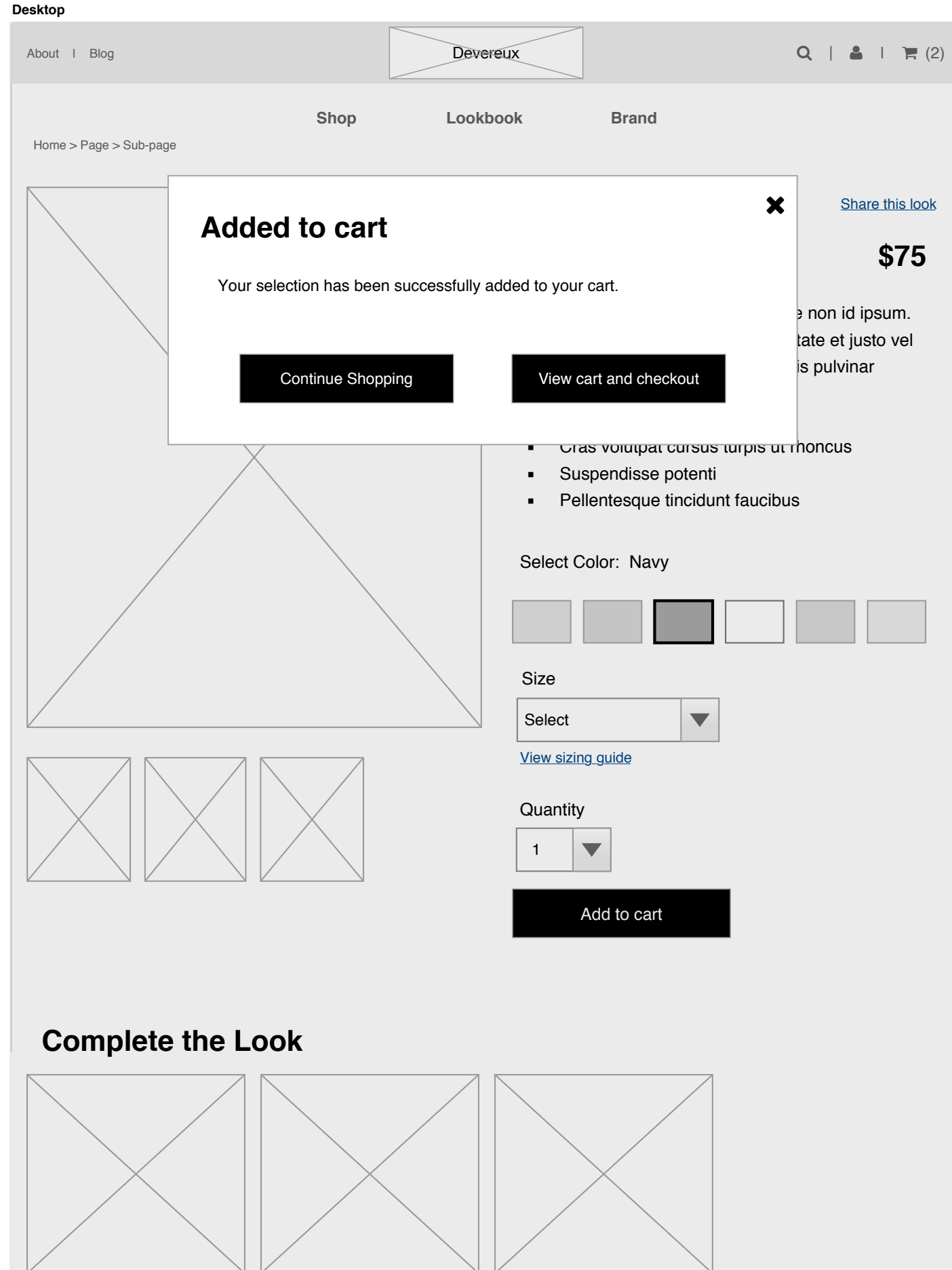
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# A.X.X.a: Sizing Overlay - Cross Device Display





# A.X.X.b: Added to Cart - Cross Device Display



# B.0: Lookbook - Cross Device Display

Desktop

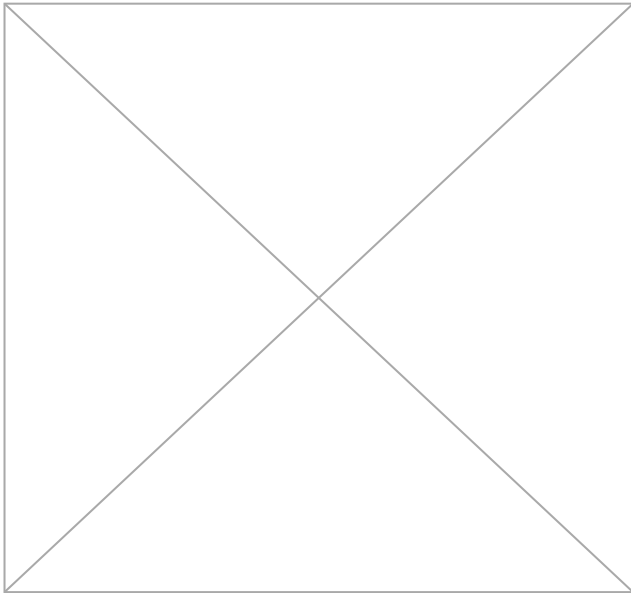
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Shop   Lookbook   Brand

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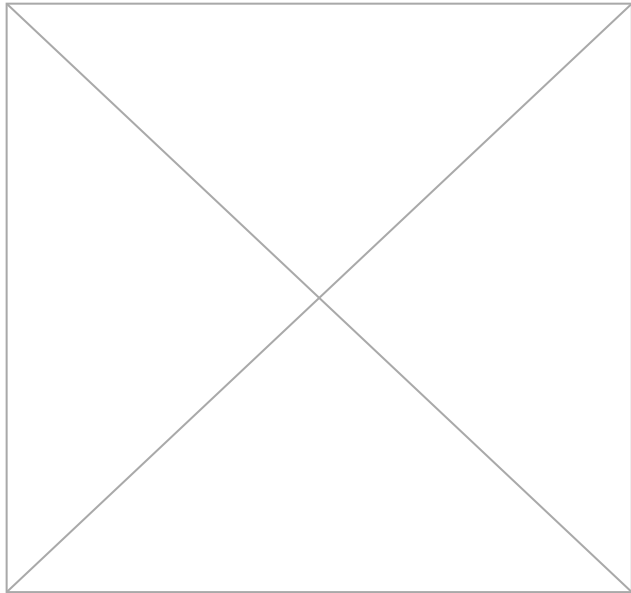
## Lookbook

Lorem ipsum lookbook sub-head.



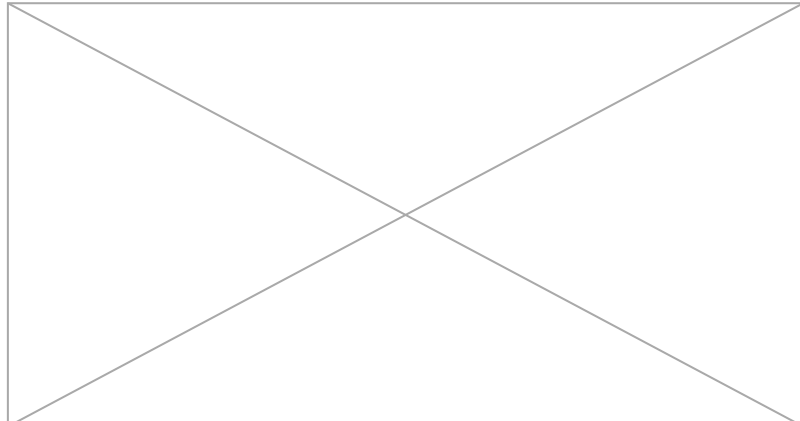
Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

[Shop the Look](#)



Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur. Curabitur ac felis purus.

[Shop the Look](#)



Nullam mattis cursus efficitur. Curabitur ac felis purus. Nam lacinia vel odio ac posuere.

[Shop the Look](#)

Portrait Tablet

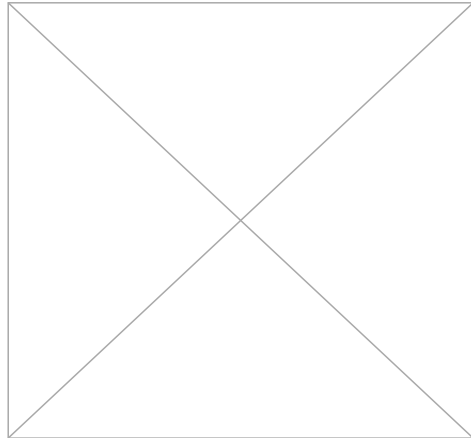
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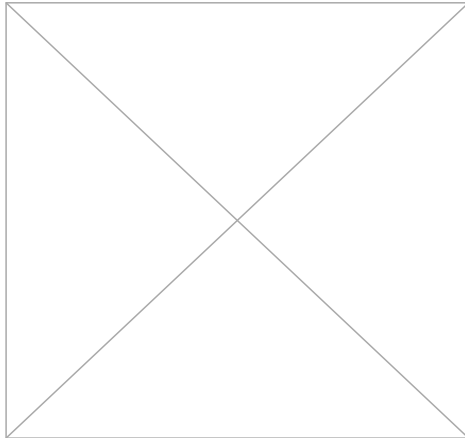
## Lookbook

Lorem ipsum lookbook sub-head.



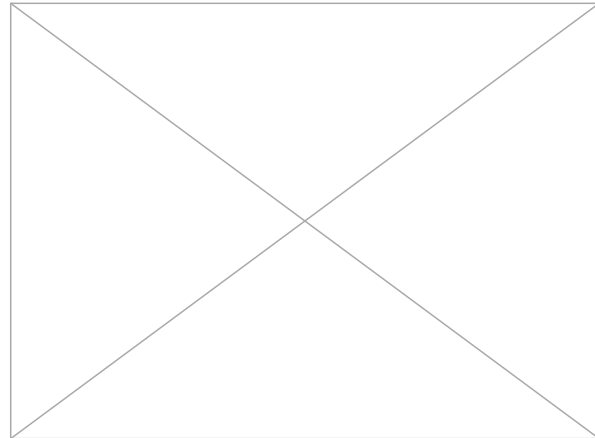
Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

[Shop the Look](#)



Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur. Curabitur ac felis purus.

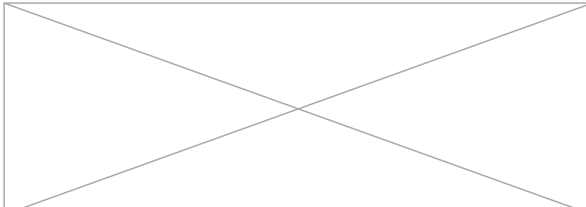
[Shop the Look](#)



Nullam mattis cursus efficitur. Curabitur ac felis purus. Nam lacinia vel odio ac posuere.

[Shop the Look](#)

Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.



[Shop the Look](#)

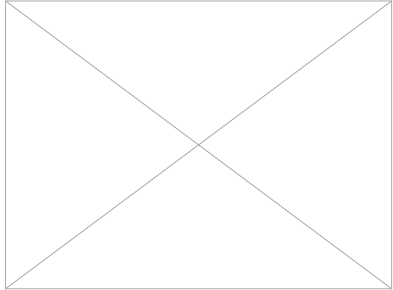
Portrait Mobile

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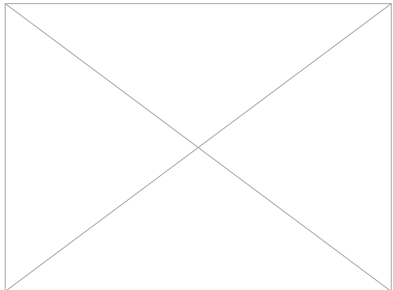
## Lookbook

Lorem ipsum lookbook sub-head.



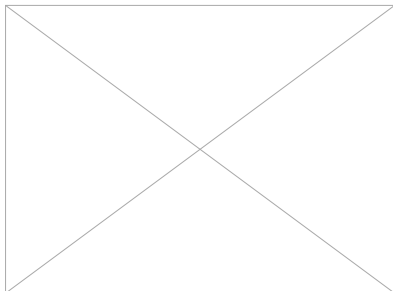
Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

[Shop the Look](#)



Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur. Curabitur ac felis purus.

[Shop the Look](#)



Nullam mattis cursus efficitur.

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# B.X: Shop the Look - Cross Device Display

Desktop

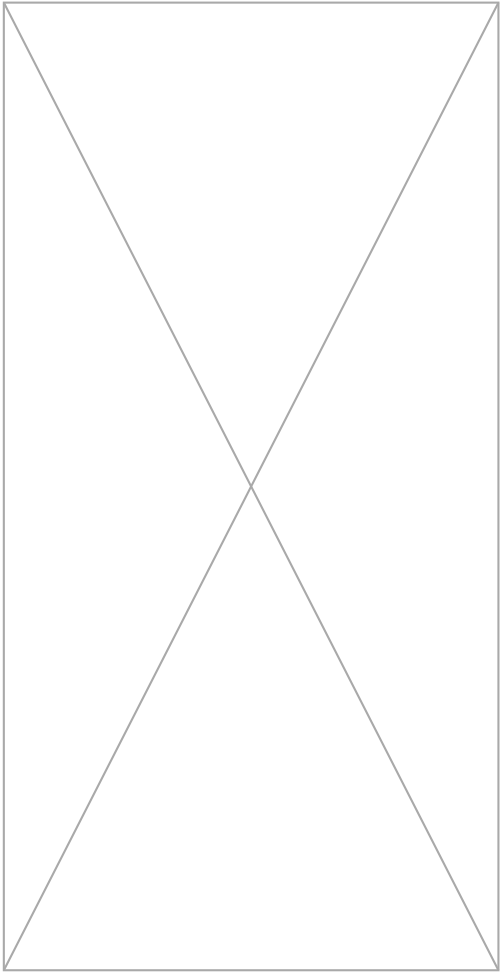
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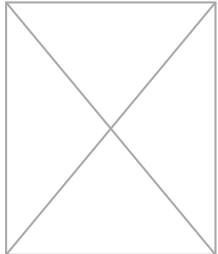
## Shop the Look



Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

### Items in this look

Andrew \$75



Color: Navy

Size: Select

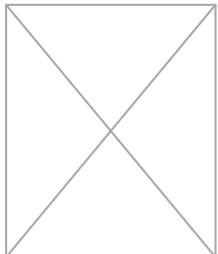
[View sizing guide](#)

Quantity: 1

[View full details](#)

[Add to cart](#)

Martin \$88



Color: Aqua

Size: Select

[View sizing guide](#)

Quantity: 1

[View full details](#)

[Share this look](#)

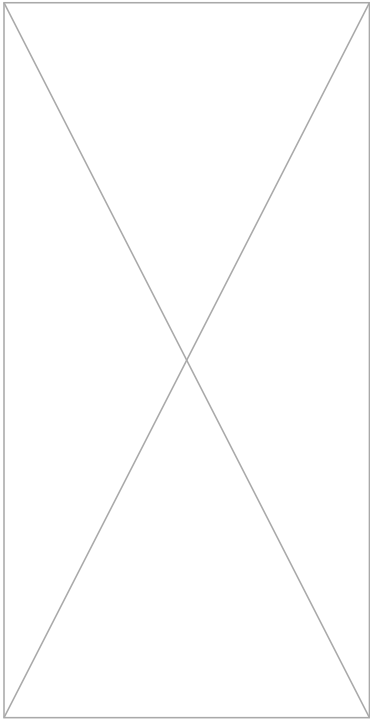
Portrait Tablet

Devereux

Shop Lookbook Brand

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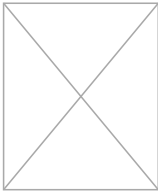
## Shop the Look



Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

### Items in this look

Andrew \$75



Color: Navy

Size: Select

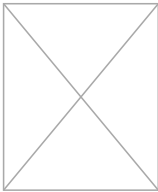
[View sizing guide](#)

Quantity: 1

[View full details](#)

[Add to cart](#)

Martin \$88



Color: Aqua

Size: Select

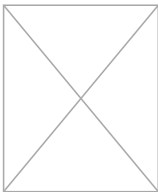
[View sizing guide](#)

Quantity: 1

[View full details](#)

[Add to cart](#)

DVRX 6001 \$34.95



Color: White

Quantity: 1

[View full details](#)

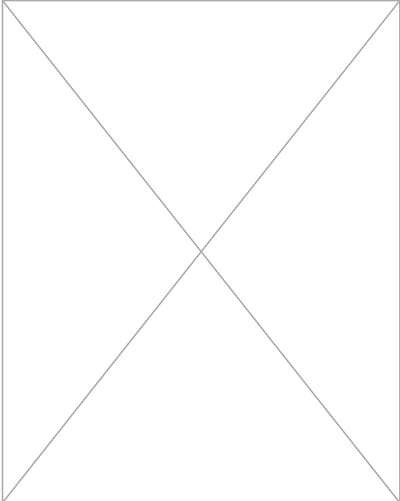
[Add to cart](#)

Portrait Mobile

Devereux

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## Shop the Look

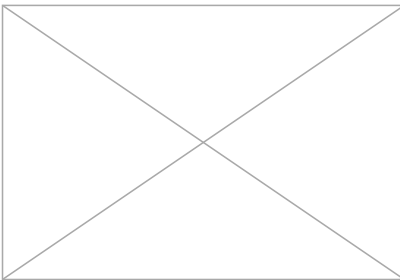


[Share this look](#)

Curabitur ac felis purus. Nam lacinia vel odio ac posuere. Nullam mattis cursus efficitur.

### Items in this look

Andrew \$75



[View full details](#)

Color: Navy

Size: Select

[View sizing guide](#)

Quantity: 1

[Add to cart](#)

# C.0: Brand - Cross Device Display

Desktop

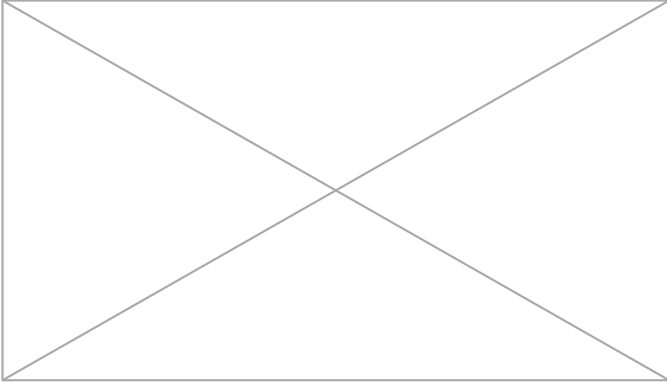
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## The Devereux Brand



### A Tale of Two Brothers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas. Etiam fringilla cursus massa sit amet semper.

About the brothers

### The Anatomy of Proper Threads

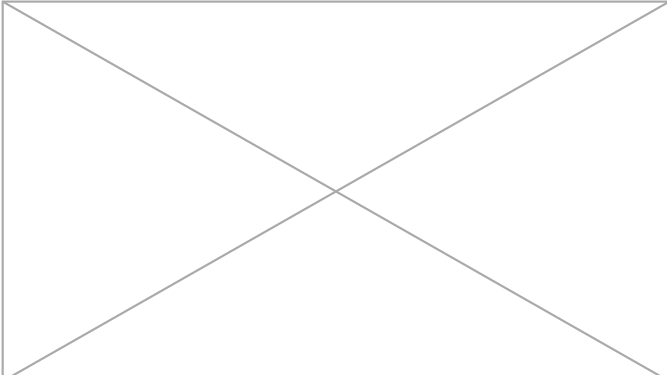
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas. Etiam fringilla cursus massa sit amet semper.

Made Move Moment

### Brand Ambassadors

Etiam fringilla cursus massa sit amet semper. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas.

Meet our ambassadors



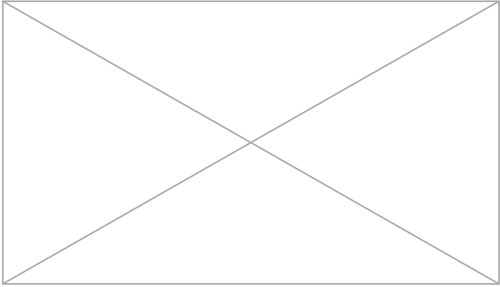
Portrait Tablet

Devereux

Shop Lookbook Brand

Home > Page > Sub-page

## The Devereux Brand



### A Tale of Two Brothers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas. Etiam fringilla cursus massa sit amet semper.

About the brothers

### The Anatomy of Proper Threads

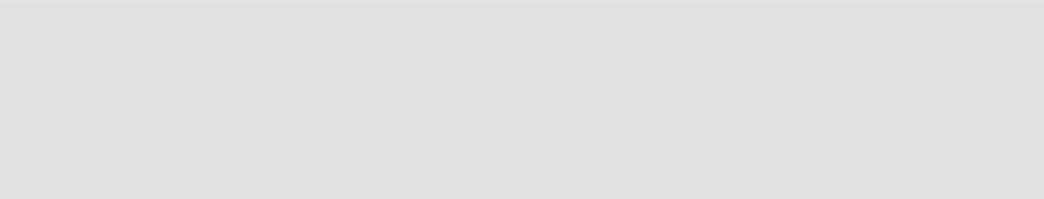
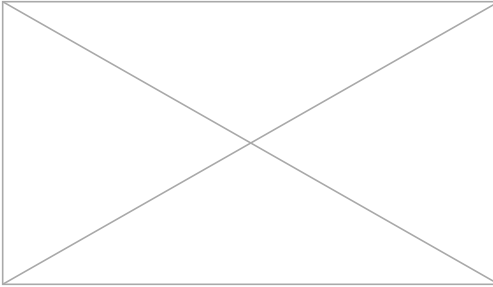
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas. Etiam fringilla cursus massa sit amet semper.

Made Move Moment

### Brand Ambassadors

Etiam fringilla cursus massa sit amet semper. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas.

Meet our ambassadors

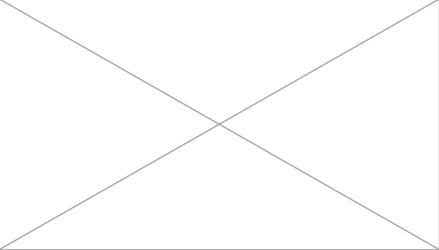


Portrait Mobile

Devereux

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## The Devereux Brand



### A Tale of Two Brothers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas. Etiam fringilla cursus massa sit amet semper.

About the brothers

### The Anatomy of Proper Threads

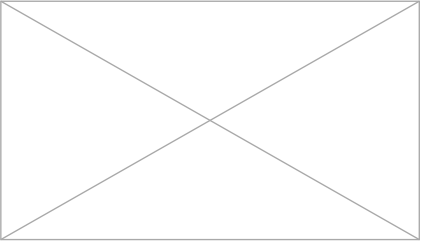
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas. Etiam fringilla cursus massa sit amet semper.

Made Move Moment

### Brand Ambassadors

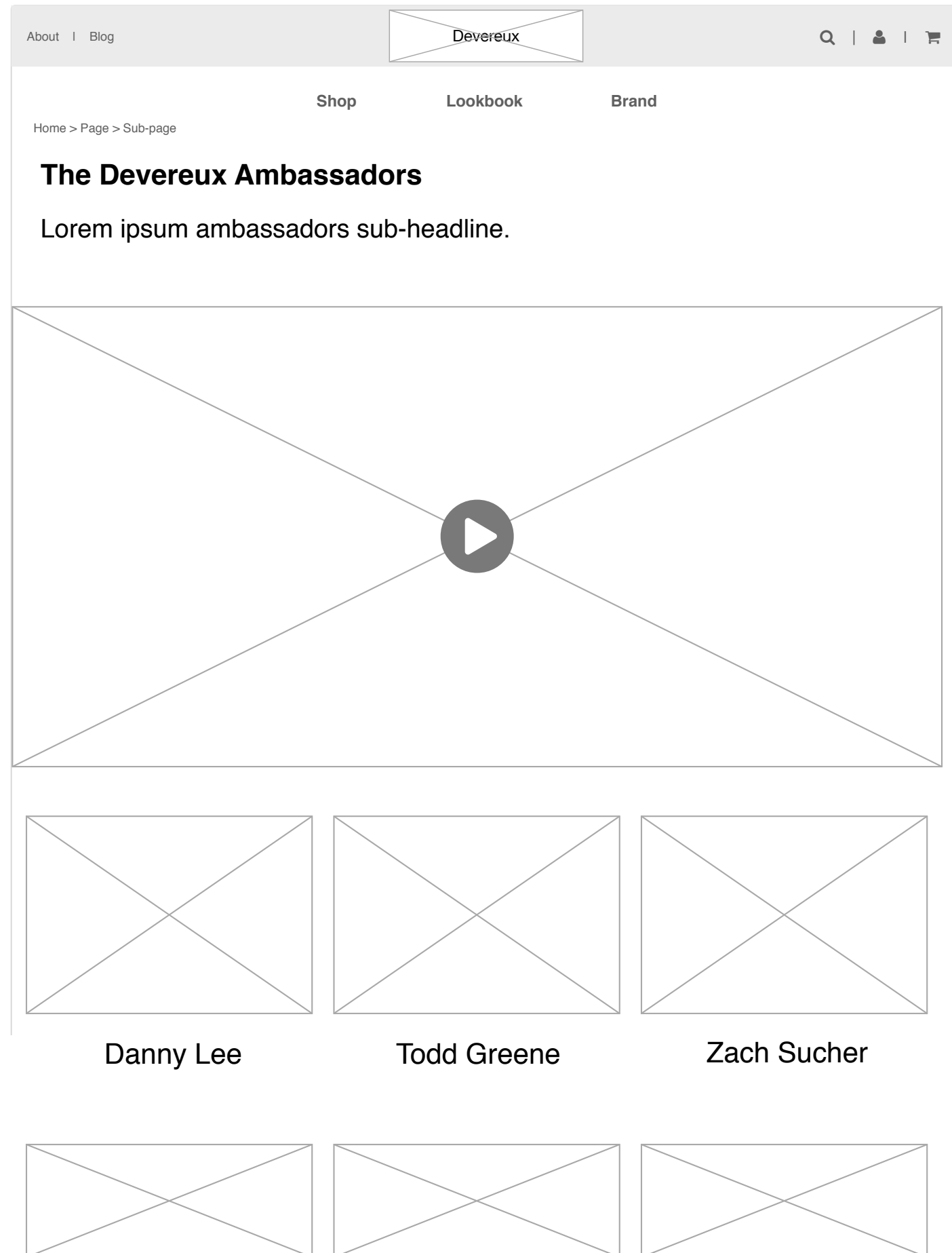
Etiam fringilla cursus massa sit amet semper. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit laoreet egestas.

Meet our ambassadors

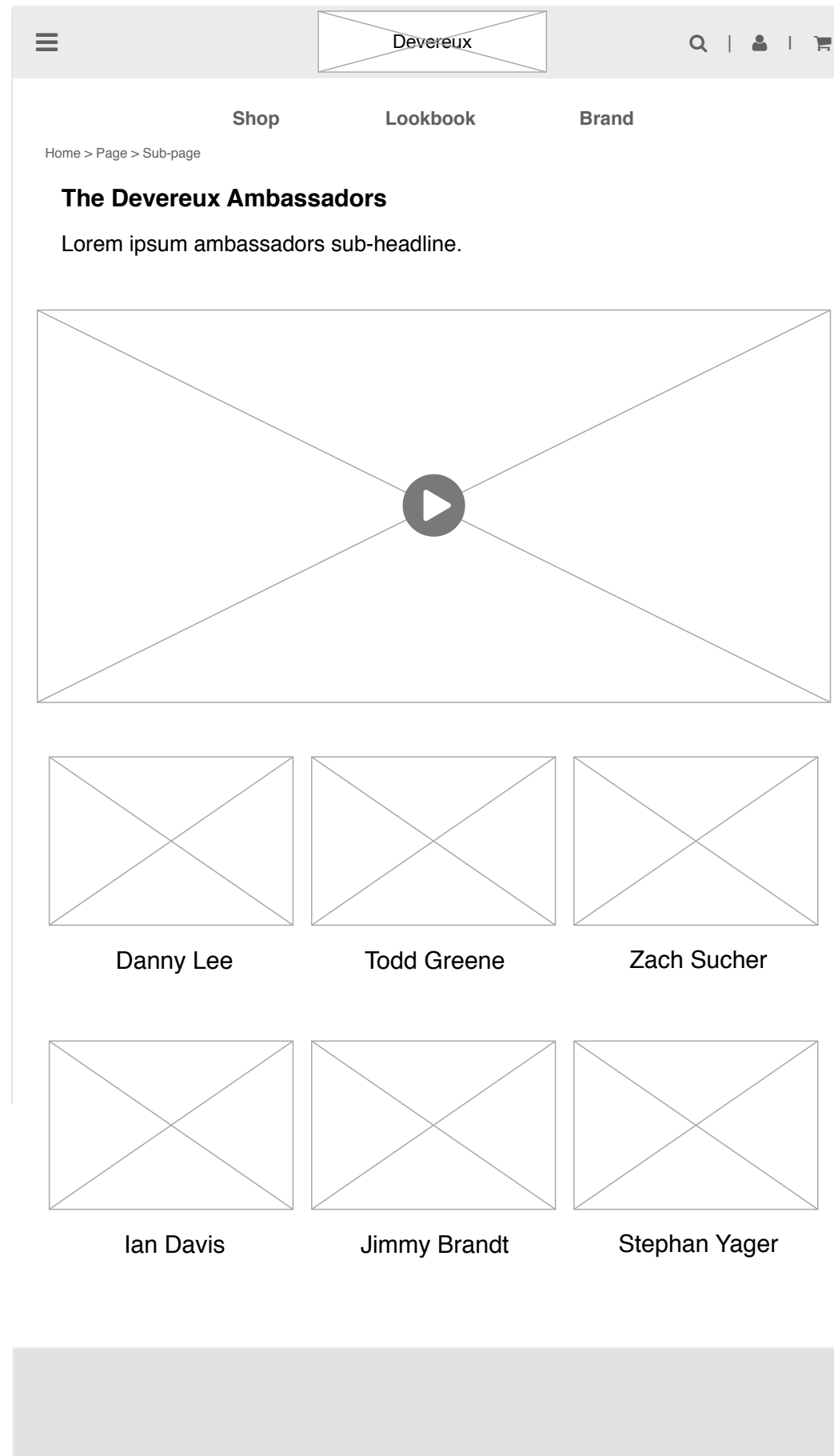


# C.3: Ambassadors - Cross Device Display

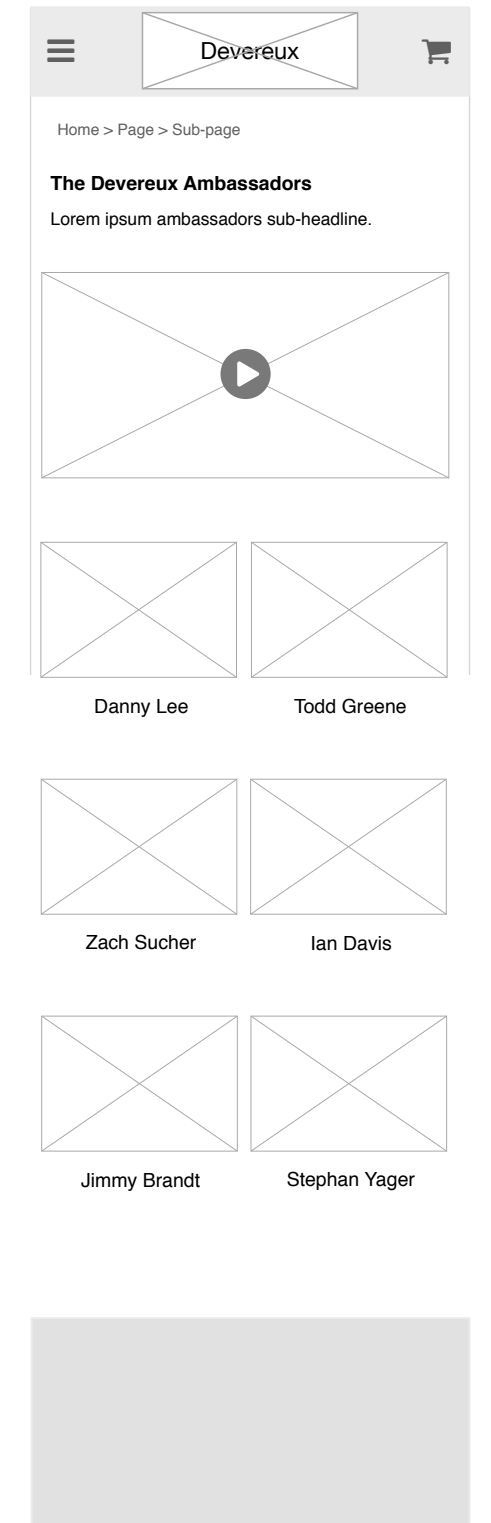
Desktop



Portrait Tablet



Portrait Mobile



# C.3.X: Ambassador Detail - Cross Device Display

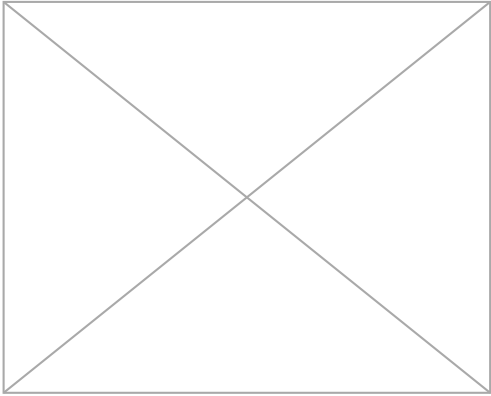
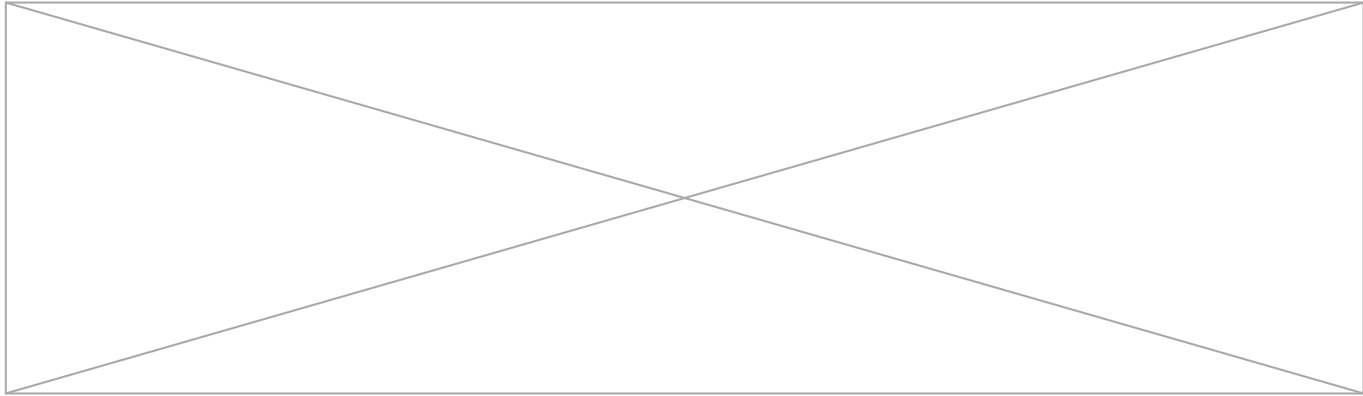
Desktop

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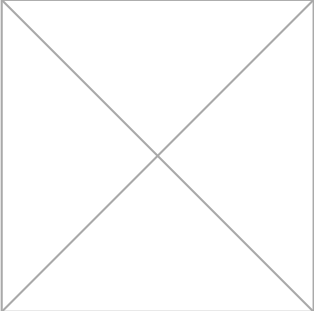
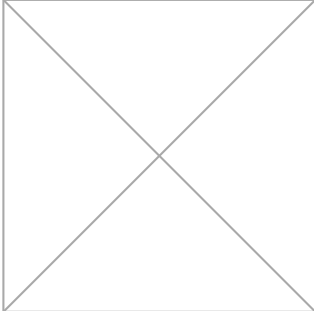
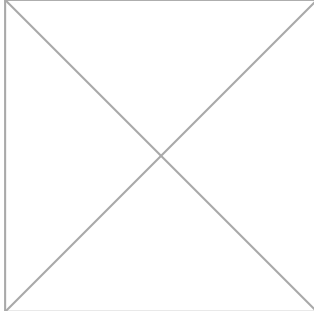
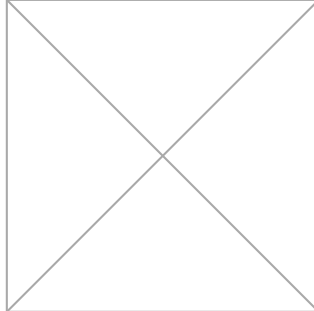
## Danny Lee



Duis mollis pharetra fringilla. Integer et faucibus risus, id vulputate ante. Ut euismod ligula sed nisl tempor, et consectetur nulla molestie. Aliquam varius eleifend ante at eleifend.

- Aenean metus enim, tincidunt vel quam nec, dignissim accumsan justo.
- Suspendisse dapibus ornare dolor, rutrum pulvinar magna laoreet in.
- Nunc bibendum purus quis tempor bibendum.

### Get Danny's Look

 Jonah Coral	\$75	 Martin Aqua	\$75	 Jonah Steel/Coral	\$75	 DVRX-6002 - Flat Bill Steel/White	\$34.95
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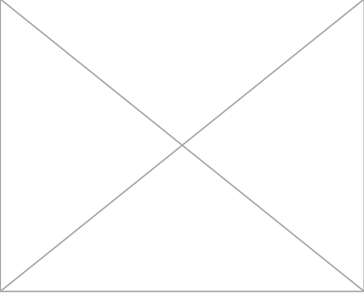
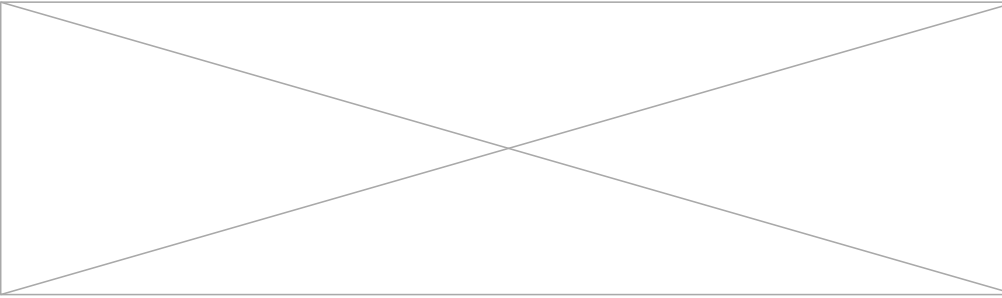
Portrait Tablet

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**Shop    Lookbook    Brand**

Home > Page > Sub-page

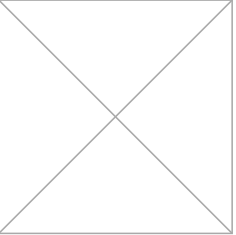
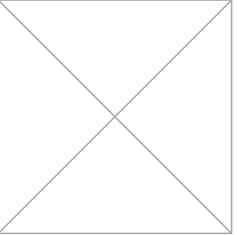
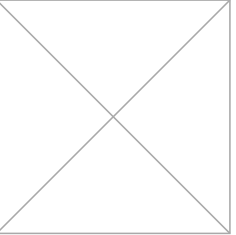
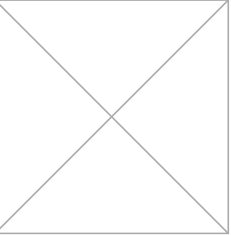
## Danny Lee



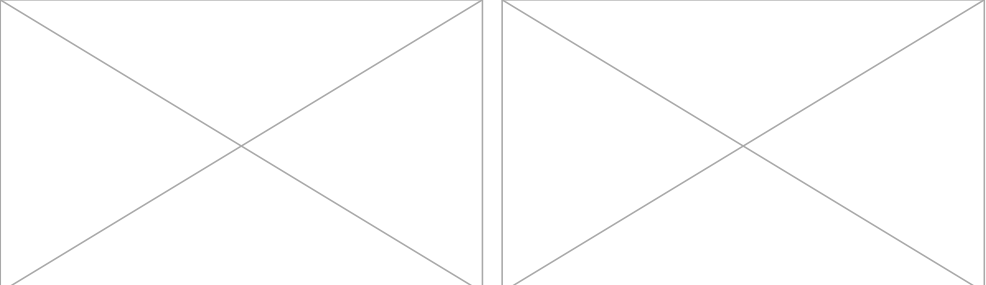
Duis mollis pharetra fringilla. Integer et faucibus risus, id vulputate ante. Ut euismod ligula sed nisl tempor, et consectetur nulla molestie. Aliquam varius eleifend ante at eleifend.

- Aenean metus enim, tincidunt vel quam nec, dignissim accumsan justo.
- Suspendisse dapibus ornare dolor, rutrum pulvinar magna laoreet in.
- Nunc bibendum purus quis tempor bibendum.

### Get Danny's Look

 Jonah Coral	\$75	 Martin Aqua	\$75	 Jonah Steel/Coral	\$75	 DVRX-6002 - Flat Bill Steel/White	\$34.95
---	------	---	------	---	------	--	---------

### Danny in the News

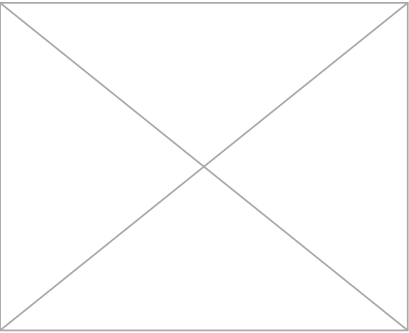
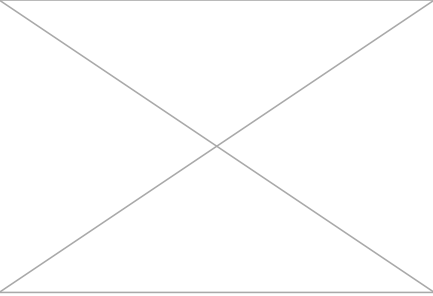


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Home > Page > Sub-page

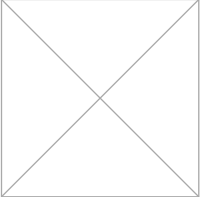
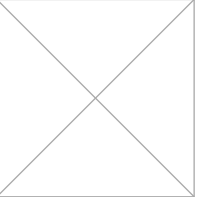


## Danny Lee



Duis mollis pharetra fringilla. Integer et faucibus risus, id vulputate ante. Ut euismod ligula sed nisl tempor, et consectetur nulla molestie. Aliquam varius eleifend ante at eleifend.

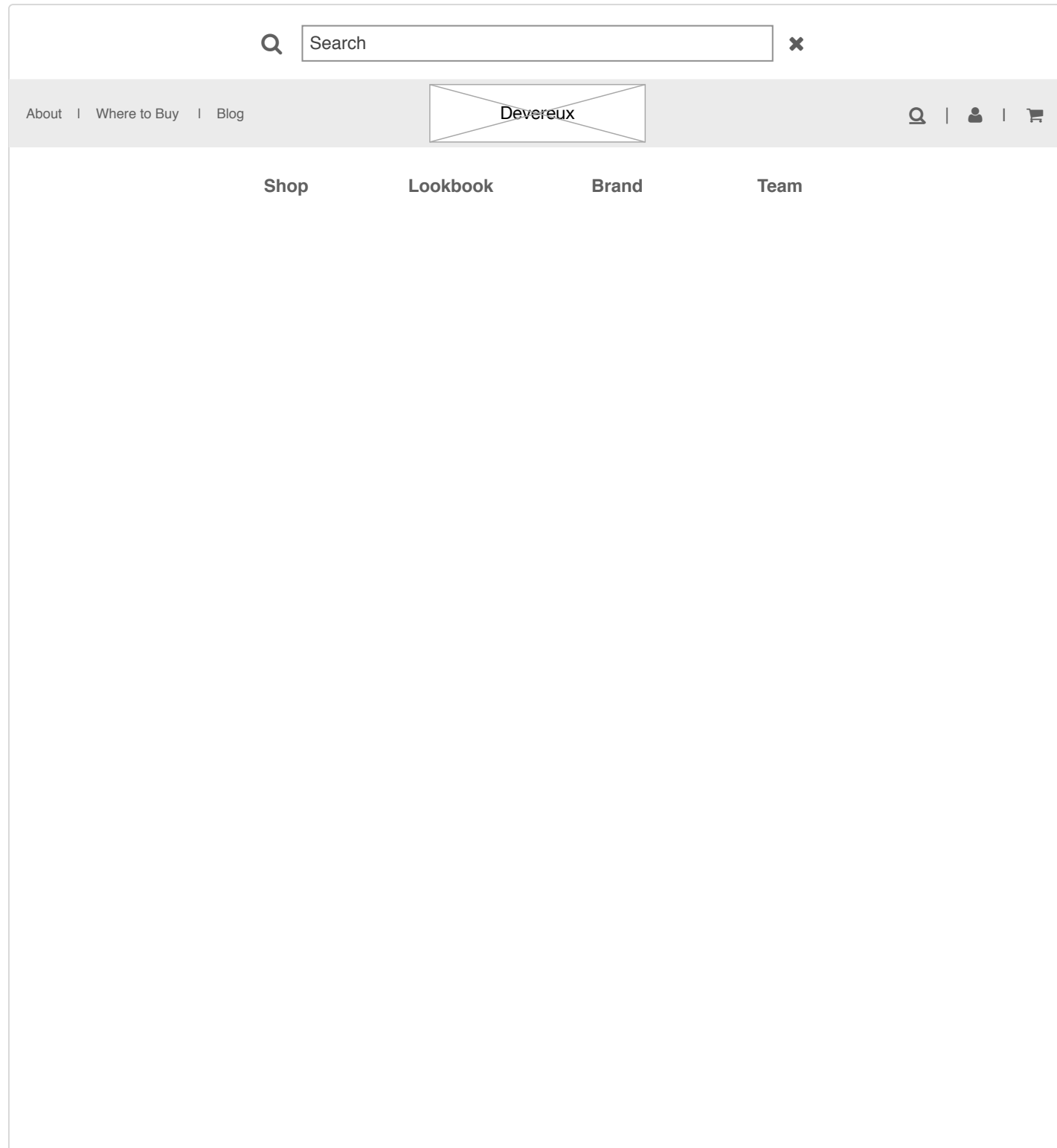
- Aenean metus enim, tincidunt vel quam nec, dignissim accumsan justo.
- Suspendisse dapibus ornare dolor, rutrum pulvinar magna laoreet in.
- Nunc bibendum purus quis tempor bibendum.

### Get Danny's Look

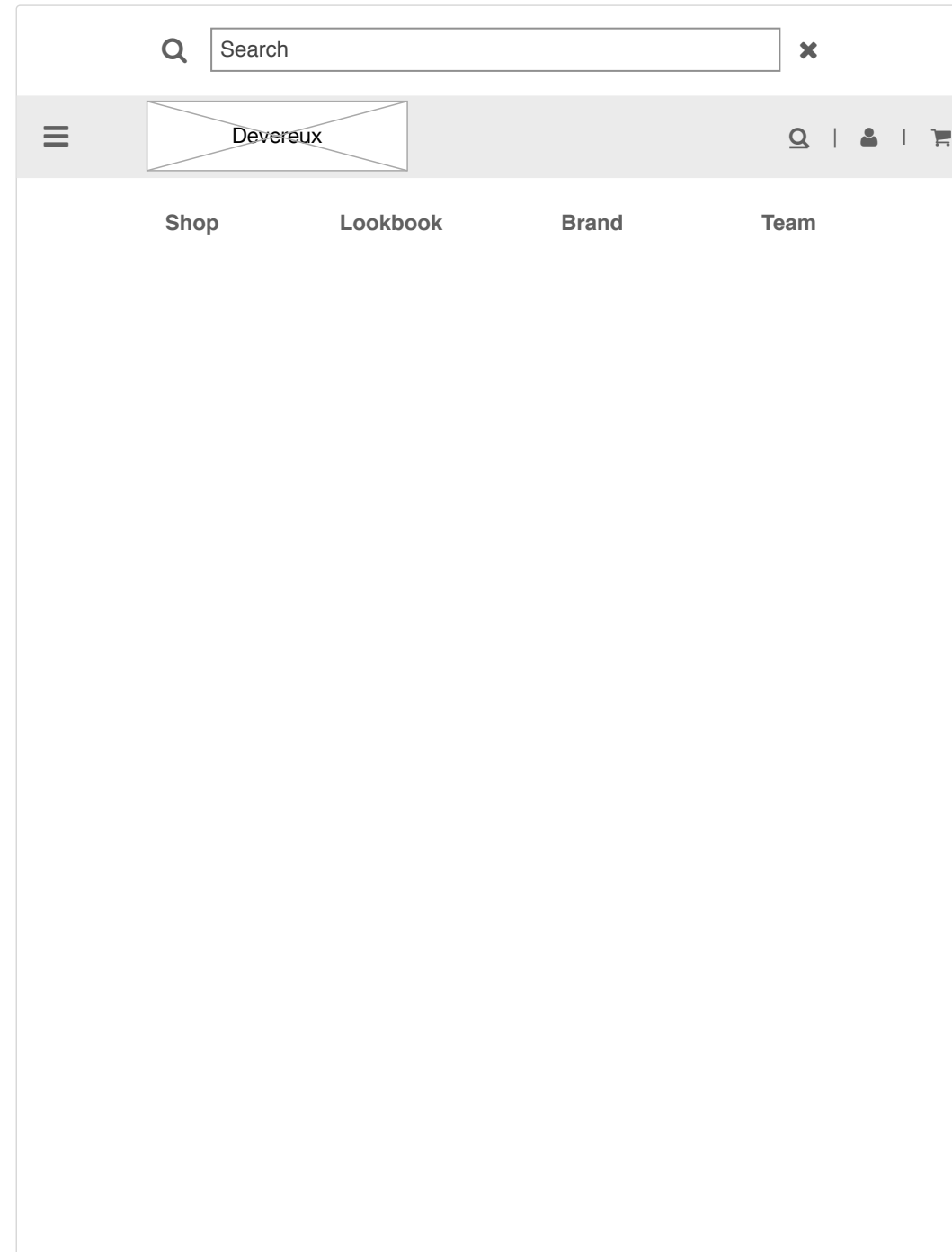
 Jonah Coral	\$75	 Martin Aqua	\$75
 Jonah Coral	\$75	 Martin Aqua	\$75

# E.2: Search - Cross Device Display

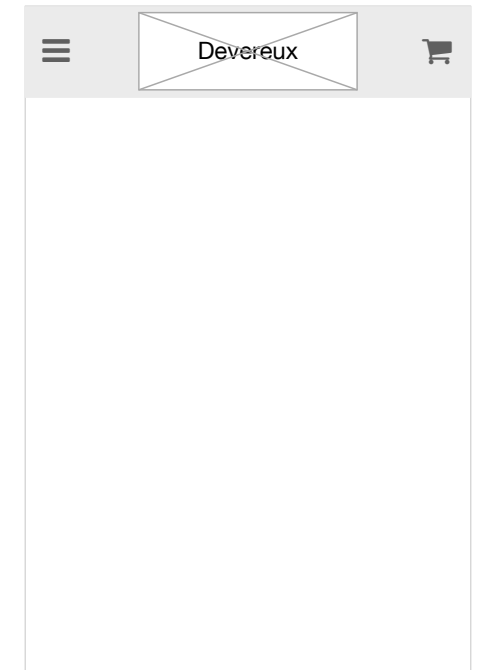
Desktop



Portrait Tablet



Portrait Mobile



# E.2.1: Search Results - Cross Device Display

Desktop

About | Blog Devereux Q | |

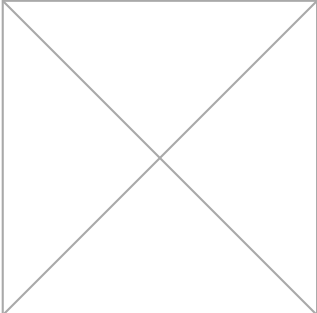
Shop   Lookbook   Brand

Home > Page > Sub-page

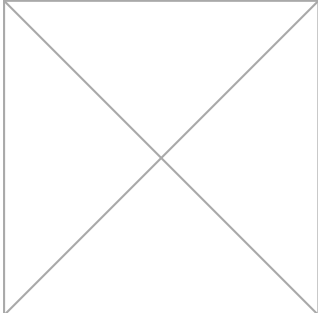
## Search Results for "Danny Lee"

Search

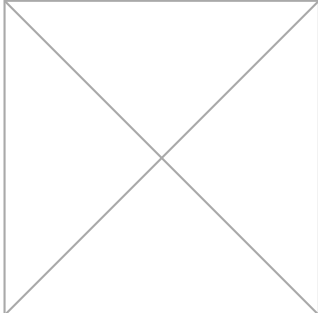
### Shop



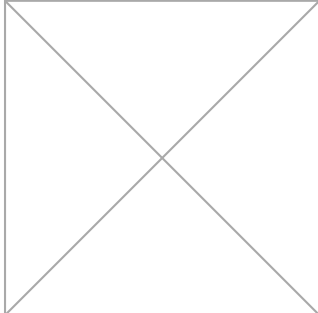
Andrew  
Steel



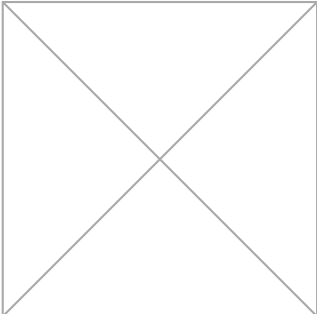
Andrew  
Aqua



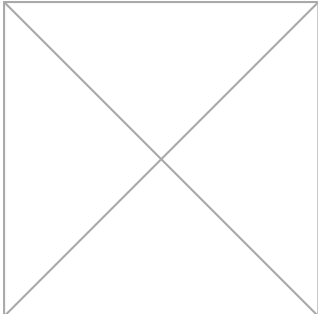
Andrew  
Black



Andrew  
Red



Andrew  
Green



Andrew  
Pink

### Read

[Lorem ipsum dolor sit amet, consectetur adipiscing elit](#)

[Proin suscipit laoreet egestas](#)

[Etiam fringilla cursus massa sit amet semper](#)

[Vivamus massa nisl, consequat faucibus nisl in, facilisis facilisis tortor](#)

[Phasellus tristique est sit amet lobortis varius](#)

Portrait Tablet

Devereux

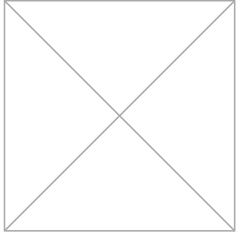
Shop   Lookbook   Brand

Home > Page > Sub-page

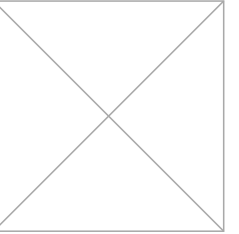
## Search results for "Danny Lee"

Search

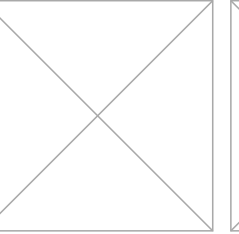
### Shop



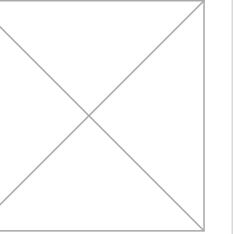
Andrew  
Steel



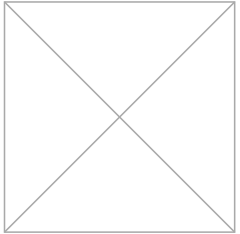
Andrew  
Aqua



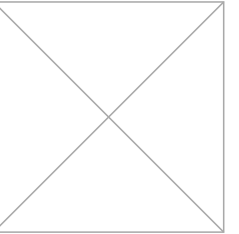
Andrew  
Black



Andrew  
Red



Andrew  
Green



Andrew  
Pink

### Read

[Lorem ipsum dolor sit amet, consectetur adipiscing elit](#)

[Proin suscipit laoreet egestas](#)

[Etiam fringilla cursus massa sit amet semper](#)

[Vivamus massa nisl, consequat faucibus nisl in, facilisis facilisis tortor](#)

[Phasellus tristique est sit amet lobortis varius](#)

Portrait Mobile

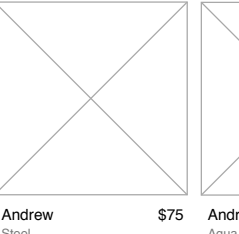
Devereux

Home > Page > Sub-page


## Search results for "Danny Lee"

Search


### Shop




Andrew  
Steel



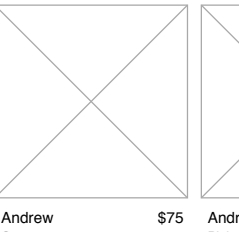
Andrew  
Aqua




Andrew  
Black



Andrew  
Red



Andrew  
Green



Andrew  
Pink

### Read

[Lorem ipsum dolor sit amet, consectetur adipiscing elit](#)

[Proin suscipit laoreet egestas](#)

[Etiam fringilla cursus massa sit amet semper](#)

[Vivamus massa nisl, consequat faucibus nisl in, facilisis facilisis tortor](#)

[Phasellus tristique est sit amet lobortis varius](#)



Desktop

The screenshot shows a desktop view of a contact form on the Devereux website. The header includes navigation links for 'About' and 'Blog', the 'Devereux' logo, and icons for search, user profile, and shopping cart. Below the header are navigation tabs for 'Shop', 'Lookbook', and 'Brand'. The breadcrumb trail reads 'Home > Page > Sub-page'. The main heading is 'Contact Us' with a sub-heading 'Questions? Comments?'. The form contains the following elements: a message 'Fill out the form and we'll get back in touch with you soon. Cheers.', contact information for Jared Kelowitz (jaredk@jdpr.com), and a form with fields for Name, Email Address, Phone Number (optional), and a Message text area. A 'Submit' button is located at the bottom of the form.

## Form Best Practices

### Top Aligned Labels

Placing the label and input field in such close proximity reduces processing effort because a single eye fixation is required to take in both label and field.

### Field Lengths

Adjusting the size of a field to provide enough space for inputs can provide valuable visual affordance to the user. However, random field lengths may add visual noise to a form.

### Required Fields

When a form has lots of input fields but only a few are optional, indicating which are optional rather than indicating which are required reduces the amount of visual clutter around a form.

### Flexible inputs

When there is more than one valid way to format an answer, using a flexible input field allows the user to enter the information how they'd like. If a specific format is required, be sure to inform the user of the requirement upfront rather than issuing an error after.

### Primary Action Button Placement

The most effective designs place the primary action button left-aligned with the input fields and labels above them

### Tab Order

Ensure that the tab order of form elements on a page follow a logical progression. This typically follows the order the elements were placed in the code.

## Form Field Validation and Error Messaging

This can either be done as the user moves from field to field within the form, or when the user selects the primary action button (Submit, Next, etc) If a field has not been correctly completed, either it was left blank and is required or the input did not meet the validation criteria, an error message must be displayed to inform the user that something has gone wrong. If possible, an explicit error message should be displayed for each error, if not, a generic message will display.

Name

Please enter a valid name in this field.

# F.4: Contact Us - Cross Device Display

Desktop

About | Blog Devereux Q | | |

**Shop    Lookbook    Brand**

Home > Page > Sub-page

## Contact Us

Questions? Comments?

Fill out the form and we'll get back in touch with you soon.

Cheers.

For Media Relations inquiries, please contact:

Jared Kelowitz  
jaredk@jdpr.com

Name

Email Address

Phone Number (optional)

Message

**Submit**

Portrait Tablet

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**Shop    Lookbook    Brand**

Home > Page > Sub-page

## Contact Us

Questions? Comments?

Fill out the form and we'll get back in touch with you soon.

Cheers.

For Media Relations inquiries, please contact:

Jared Kelowitz  
jaredk@jdpr.com

Name

Email Address

Phone Number (optional)

Message

**Submit**

Portrait Mobile

☰ Devereux ☰

Home > Page > Sub-page

## Contact Us

Questions? Comments?

Fill out the form and we'll get back in touch with you soon.

Cheers.

For Media Relations inquiries, please contact:

Jared Kelowitz  
jaredk@jdpr.com

Name

Email Address

Phone Number (optional)

Message

**Submit**

# F.5: Where to Buy - Cross Device Display

Desktop

About | Blog Devereux Q U C









**Shop**   **Lookbook**   **Brand**









Home > Page > Sub-page









## Where to Buy









Lorem ipsum where to buy sub-headline.

### National Retailers









### Local Retailers

<b>Arizona</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name	<b>Colorado</b> City: Store Name City: Store Name City: Store Name	<b>Hawaii</b> City: Store Name City: Store Name	<b>Tennessee</b> City: Store Name City: Store Name City: Store Name City: Store Name
<b>California</b> City: Store Name	<b>Connecticut</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name	<b>Kentucky</b> City: Store Name City: Store Name	<b>Texas</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name
	<b>Florida</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name	<b>Nevada</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name	<b>Virginia</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name
		<b>Oklahoma</b> City: Store Name City: Store Name City: Store Name City: Store Name	

Portrait Tablet

☰ Devereux Q U C









**Shop**   **Lookbook**   **Brand**









Home > Page > Sub-page









## Where to Buy









Lorem ipsum where to buy sub-headline.

### National Retailers









### Local Retailers

<b>Arizona</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name	<b>Colorado</b> City: Store Name City: Store Name City: Store Name	<b>Hawaii</b> City: Store Name City: Store Name	<b>Tennessee</b> City: Store Name City: Store Name City: Store Name City: Store Name
<b>California</b> City: Store Name	<b>Connecticut</b> City: Store Name City: Store Name City: Store Name City: Store Name	<b>Kentucky</b> City: Store Name City: Store Name	<b>Texas</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name
	<b>Florida</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name	<b>Nevada</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name	<b>Virginia</b> City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name City: Store Name
		<b>Oklahoma</b> City: Store Name City: Store Name City: Store Name City: Store Name	

Portrait Mobile




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Home > Page > Sub-page



## Where to Buy

Lorem ipsum where to buy sub-headline.

### National Retailers







### Local Retailers

Select a state

California ▼

### California

City: Store Name  
City: Store Name  
City: Store Name  
City: Store Name  
City: Store Name  
City: Store Name  
City: Store Name  
City: Store Name  
City: Store Name  
City: Store Name  
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City: Store Name