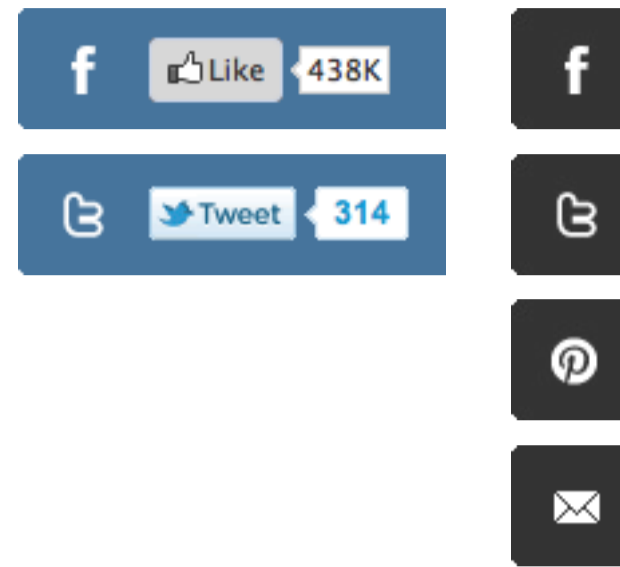
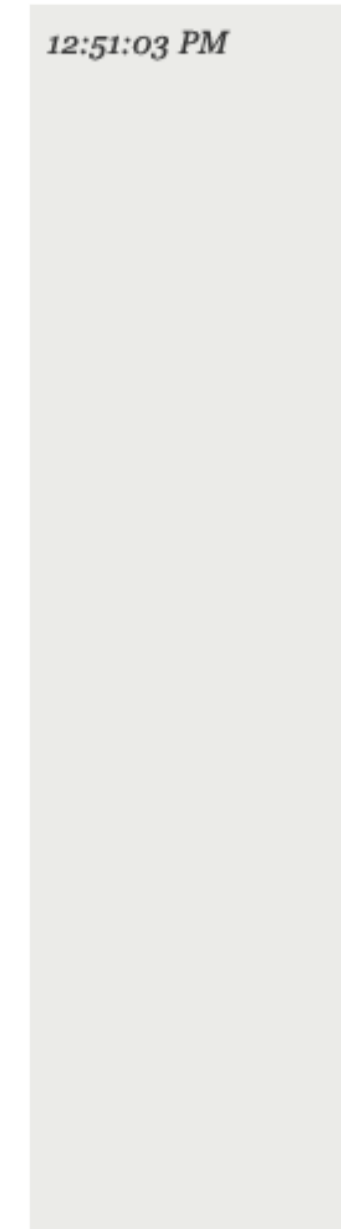


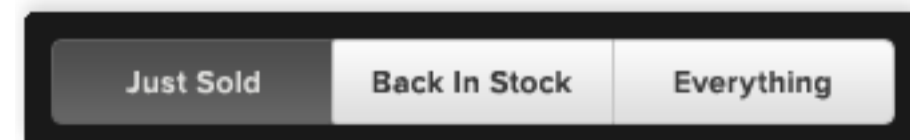
Hover States



Share Feed



Time Stamp

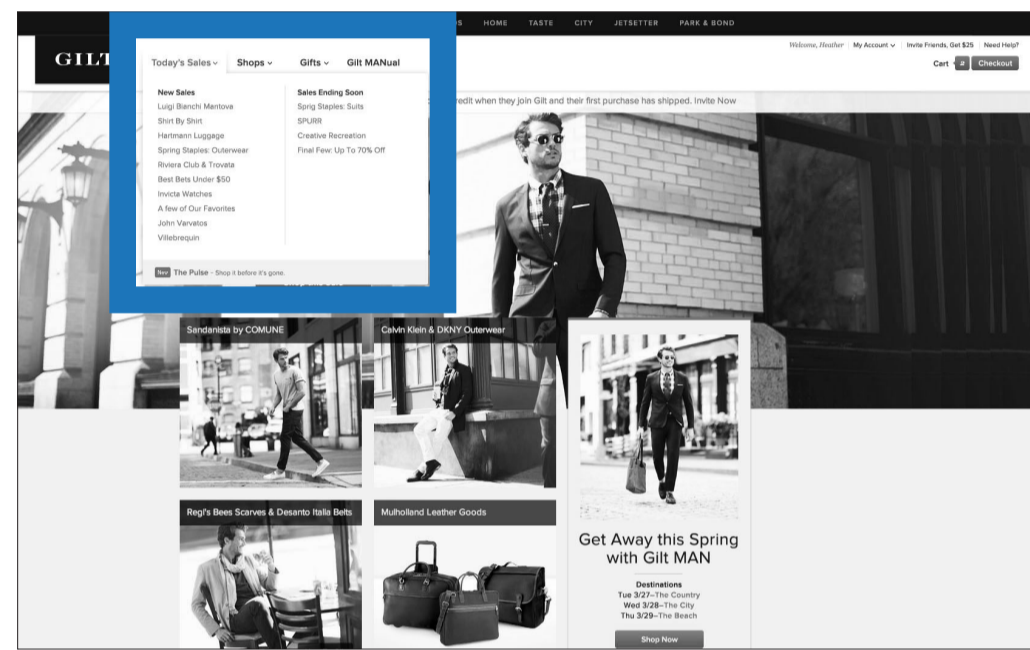


Filter Menu

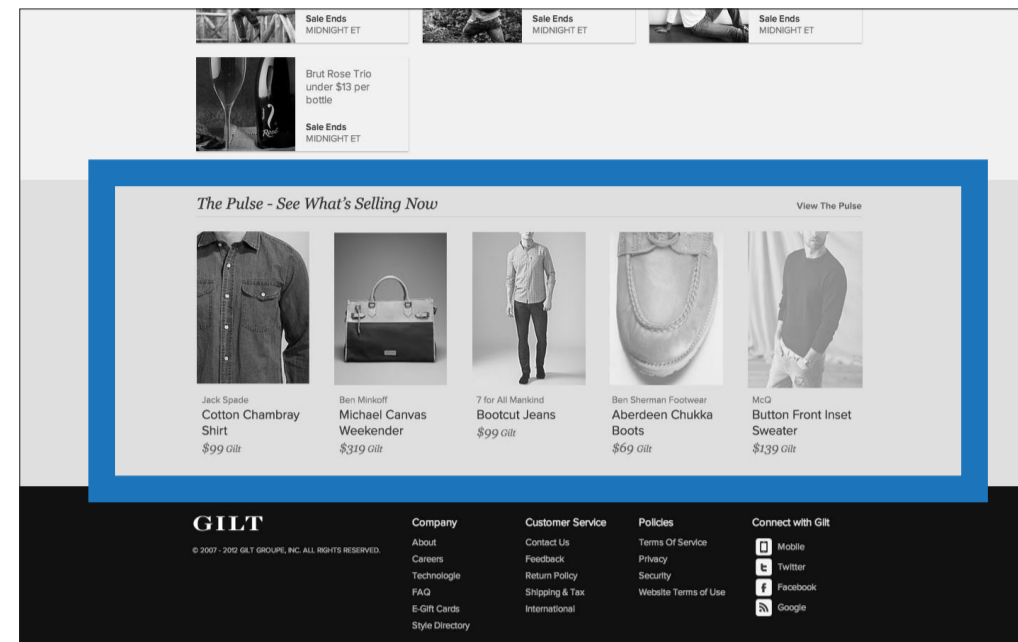


Activity Meter

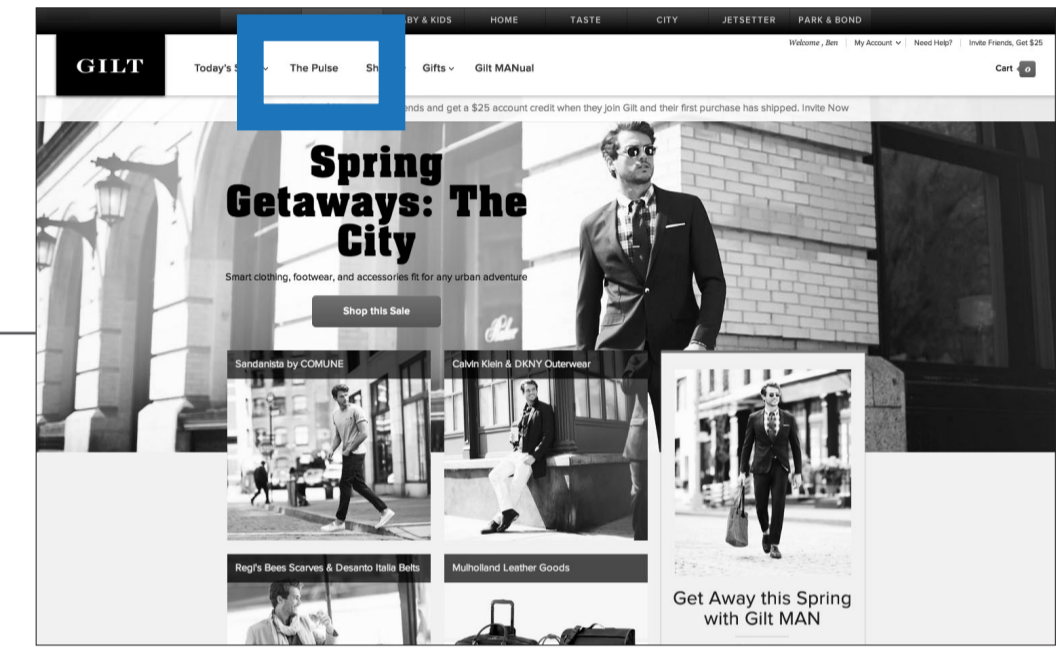
1.0 Overview : Entry Points



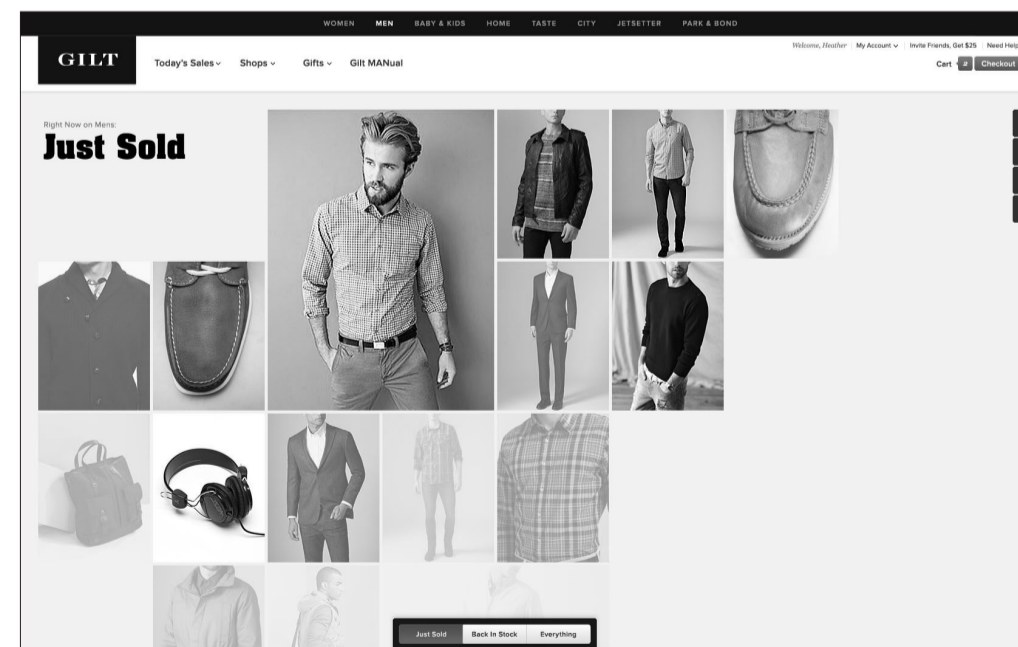
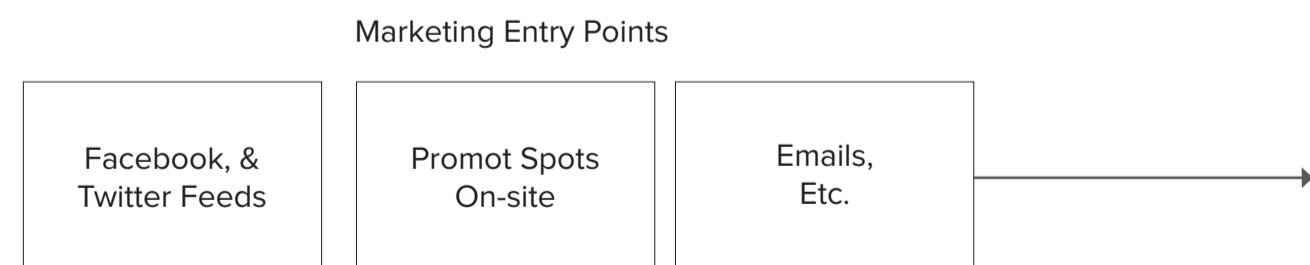
1.1 Drop Down Entry



1.2 Mosaic Entry



1.3 Primary Navigation Entry



2.1 Mosaic Entry



The screenshot displays the Gilt website's navigation and promotional content. At the top, a dark navigation bar contains the following categories: WOMEN, MEN, BABY & KIDS, HOME, TASTE, CITY, JETSETTER, and PARK & BOND. The Gilt logo is positioned on the left side of the header. On the right, user information includes 'Welcome, Heather', 'My Account', 'Invite Friends, Get \$25', and 'Need Help?'. A shopping cart icon shows '2' items, and a 'Checkout' button is visible.





A dropdown menu is open under 'Today's Sales', listing two columns of items:

- New Sales**
  - Luigi Bianchi Mantova
  - Shirt By Shirt
  - Hartmann Luggage
  - Spring Staples: Outerwear
  - Riviera Club & Trovata
  - Best Bets Under \$50
  - Invicta Watches
  - A few of Our Favorites
  - John Varvatos
  - Villebrequin
- Sales Ending Soon**
  - Spring Staples: Suits
  - SPURR
  - Creative Recreation
  - Final Few: Up To 70% Off

Below the dropdown, a large hero image features a man in a suit. A text overlay reads: '...unt credit when they join Gilt and their first purchase has shipped. Invite Now'. Below this are several smaller product tiles:

- Sandanista by COMUNE**: Image of a man in a light-colored shirt and dark pants walking.
- Calvin Klein & DKNY Outerwear**: Image of a man in a dark suit sitting on a ledge.
- Regl's Bees Scarves & Desanto Italia Belts**: Image of a man sitting at a table with a scarf.
- Mulholland Leather Goods**: Image of three leather bags.
- Get Away this Spring with Gilt MAN**: A promotional banner with a man in a suit carrying a bag. It lists destinations: Tue 3/27-The Country, Wed 3/28-The City, Thu 3/29-The Beach, and a 'Shop Now' button.

From the Women, Men, or Baby & Kids landing page, users may access the Feed from the Today's Sales drop down menu.

From the Women, Men, or Baby & Kids landing page, users may access the Feed from a new strip which replaces "Discover More On Gilt"

Products will animate in sets of 5. Clicking a product directs users directly to a detail page.

*The Pulse - See What's Selling Now*

[View The Pulse](#)



Jack Spade  
Cotton Chambray  
Shirt  
\$99 Gilt



Ben Minkoff  
Michael Canvas  
Weekender  
\$319 Gilt



7 for All Mankind  
Bootcut Jeans  
\$99 Gilt



Ben Sherman Footwear  
Aberdeen Chukka  
Boots  
\$69 Gilt



McQ  
Button Front Inset  
Sweater  
\$139 Gilt

**GILT**

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**Company**

- About
- Careers
- Technologie
- FAQ
- E-Gift Cards
- Style Directory





**Customer Service**

- Contact Us
- Feedback
- Return Policy
- Shipping & Tax
- International

**Policies**

- Terms Of Service
- Privacy
- Security
- Website Terms of Use

**Connect with Gilt**

-  Mobile
-  Twitter
-  Facebook
-  Google



WOMEN MEN BABY & KIDS HOME TASTE CITY JETSETTER PARK & BOND

Welcome, Ben | My Account | Need Help? | Invite Friends, Get \$25

**GILT** Today's Sales **The Pulse** Shops Gifts Gilt MANual Cart

Love Gilt? Get \$25 Invite your friends and get a \$25 account credit when they join Gilt and their first purchase has shipped. Invite Now

# Spring Getaways: The City

Smart clothing, footwear, and accessories fit for any urban adventure

Shop this Sale

Sandanista by COMUNE

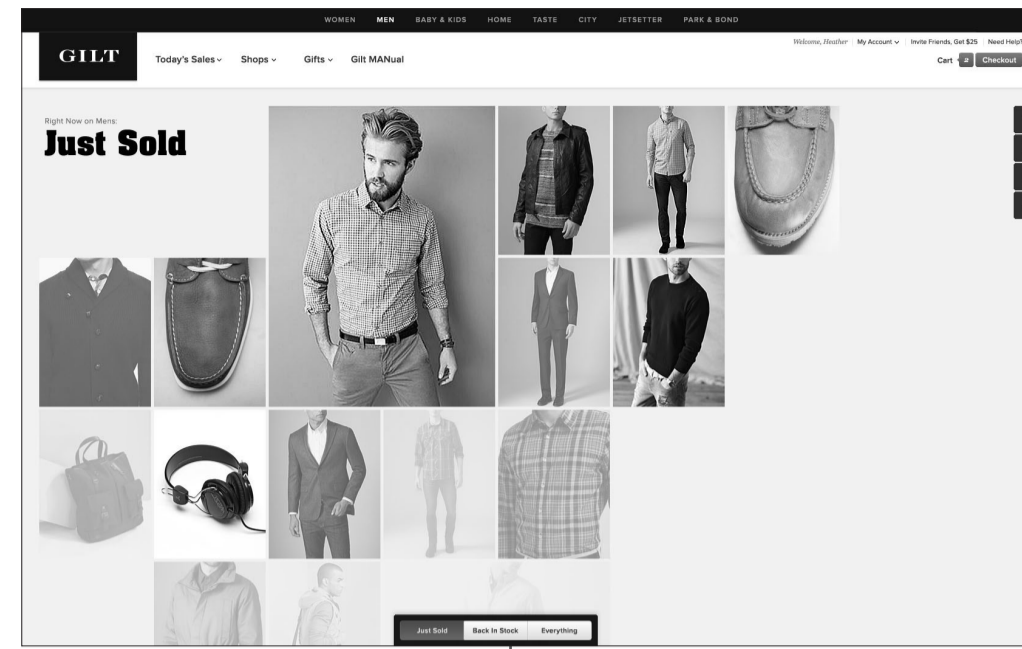
Calvin Klein & DKNY Outerwear

Reg's Bees Scarves & Desanto Italia Belts

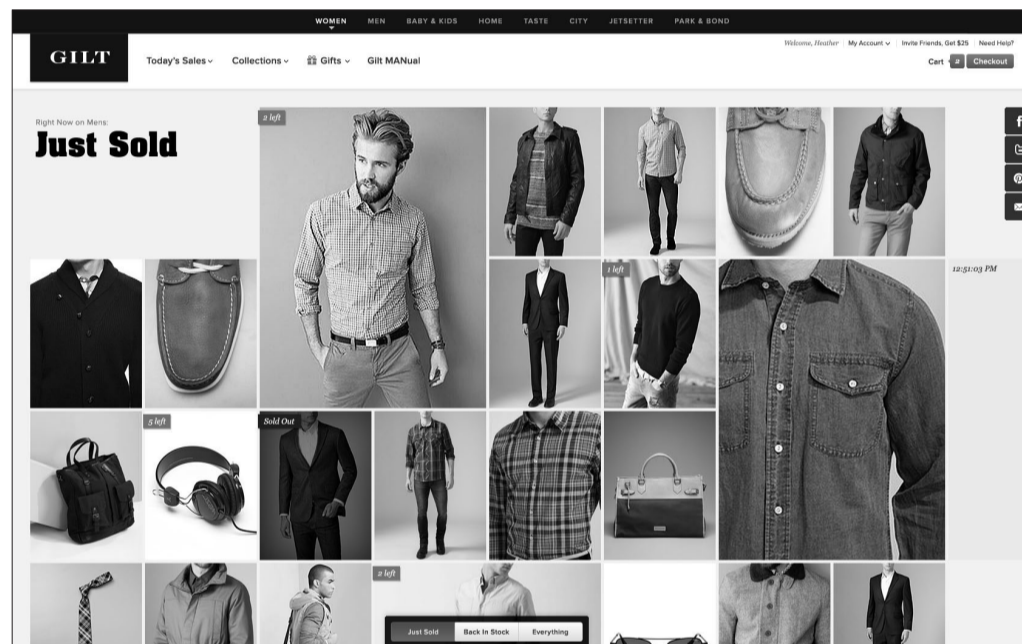
Mulholland Leather Goods

Get Away this Spring with Gilt MAN

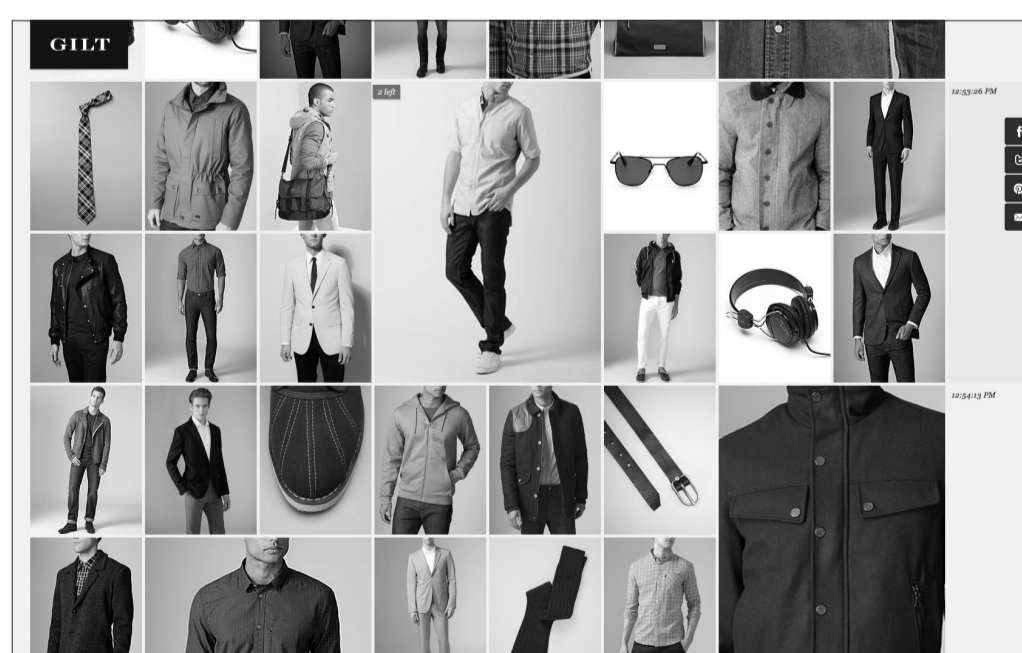
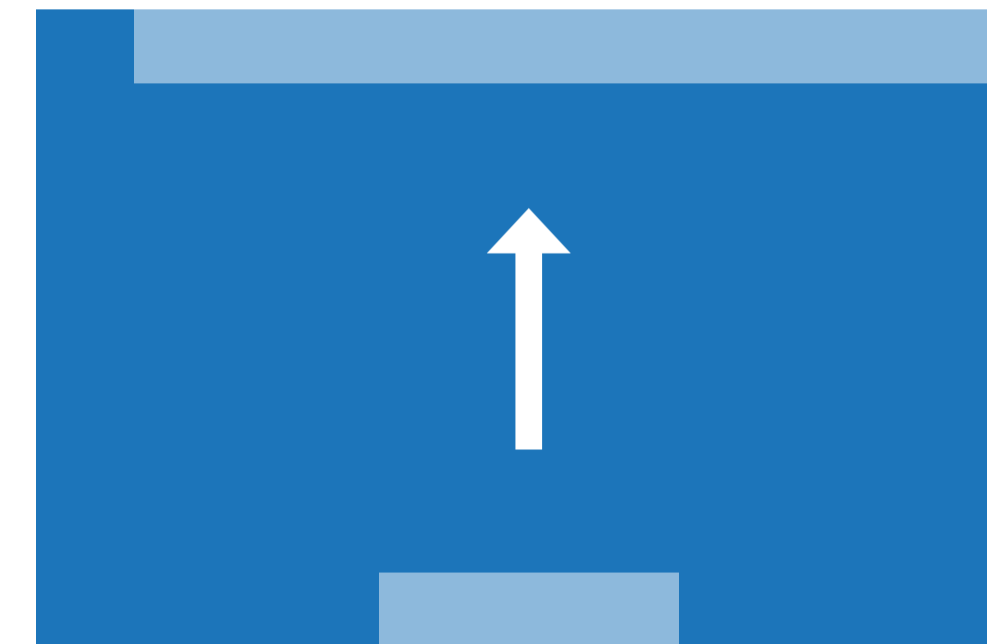
From the Women, Men, or Baby & Kids landing page, users may access the Feed with a single click from the Primary Navigation.



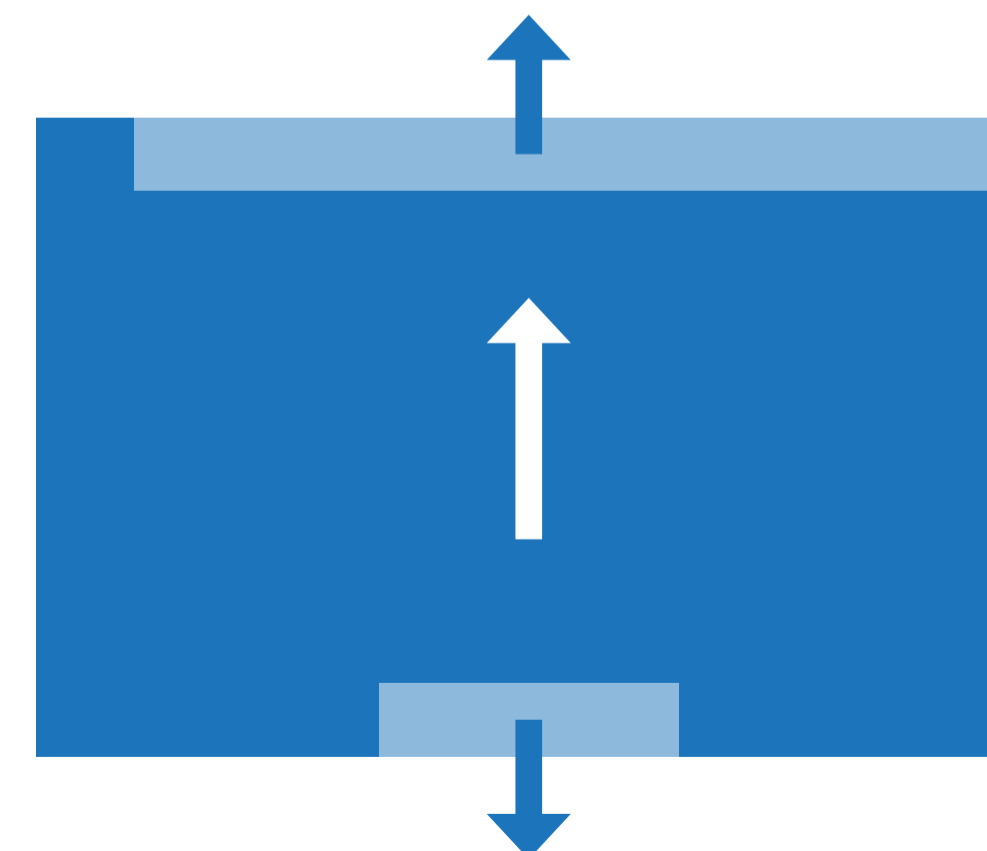
2.1 Initial Load Sequence



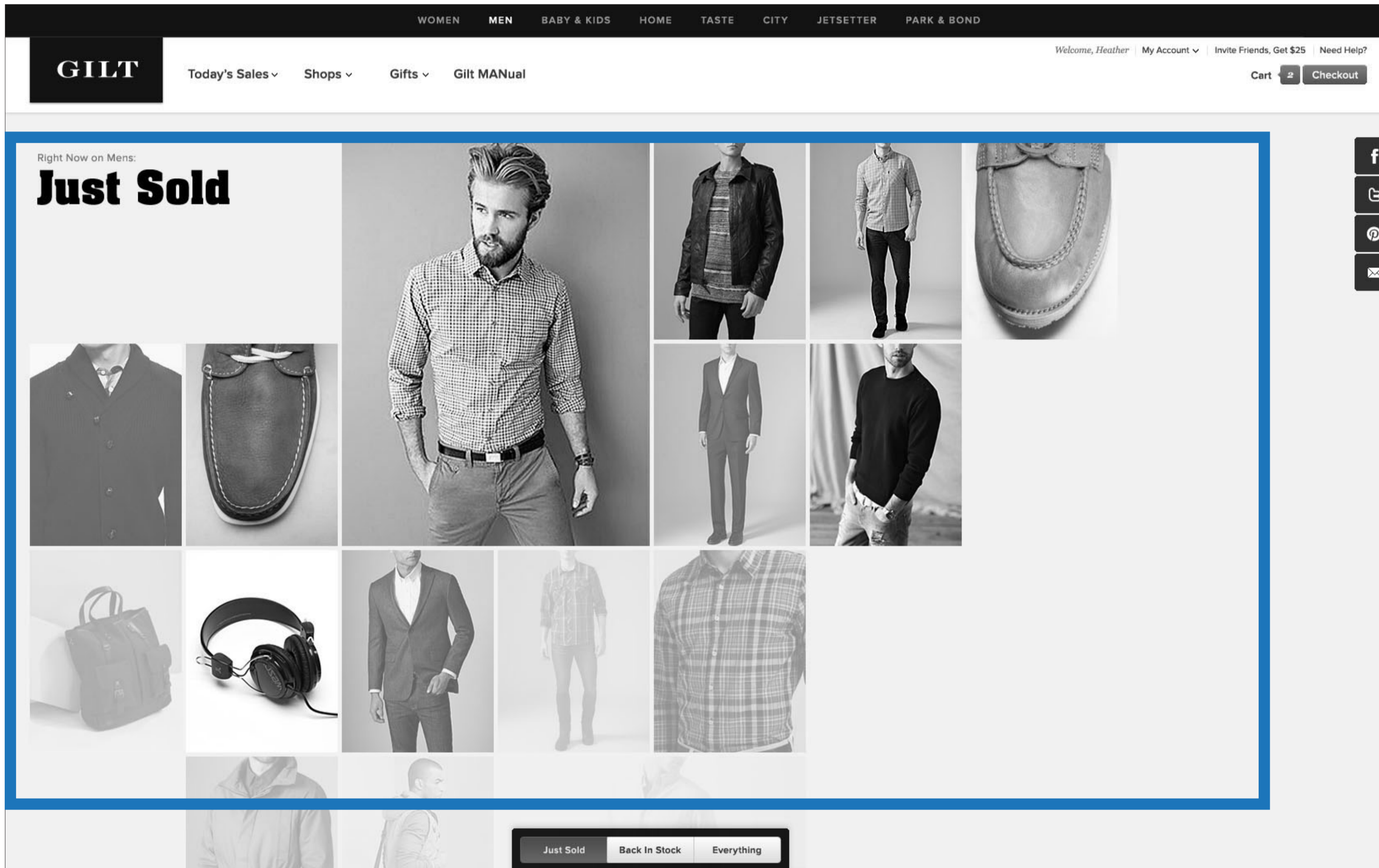
2.2 Screen Filled (Play)



2.3 Sticky Logo, Filter Menu Hide (Play)



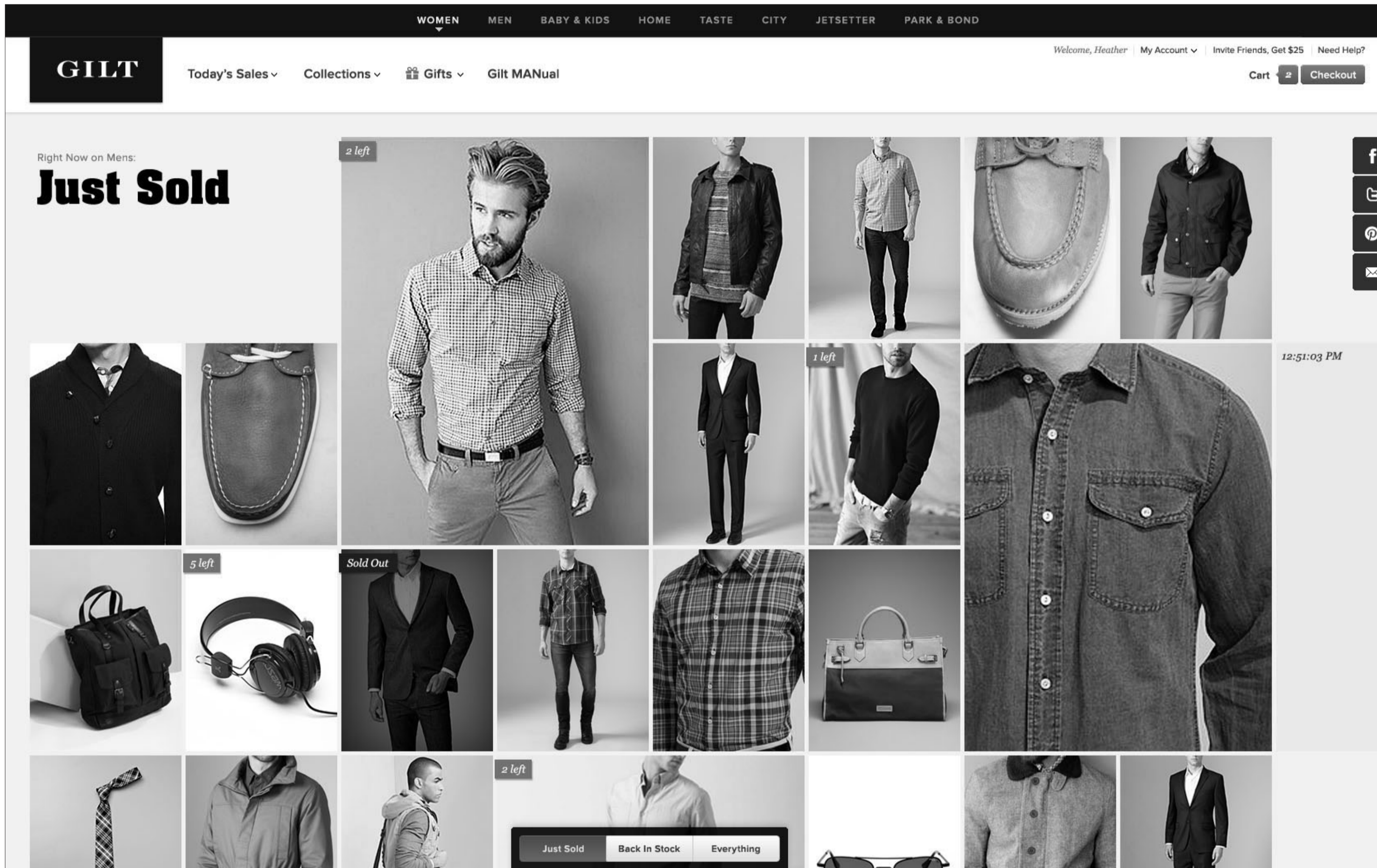




Upon landing on the Feed, products quickly animate into the viewable area on a flexible width grid.

Two images sizes exist: Large 289 x 385, Small 189 x 252



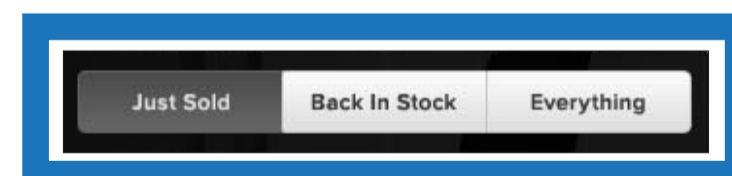
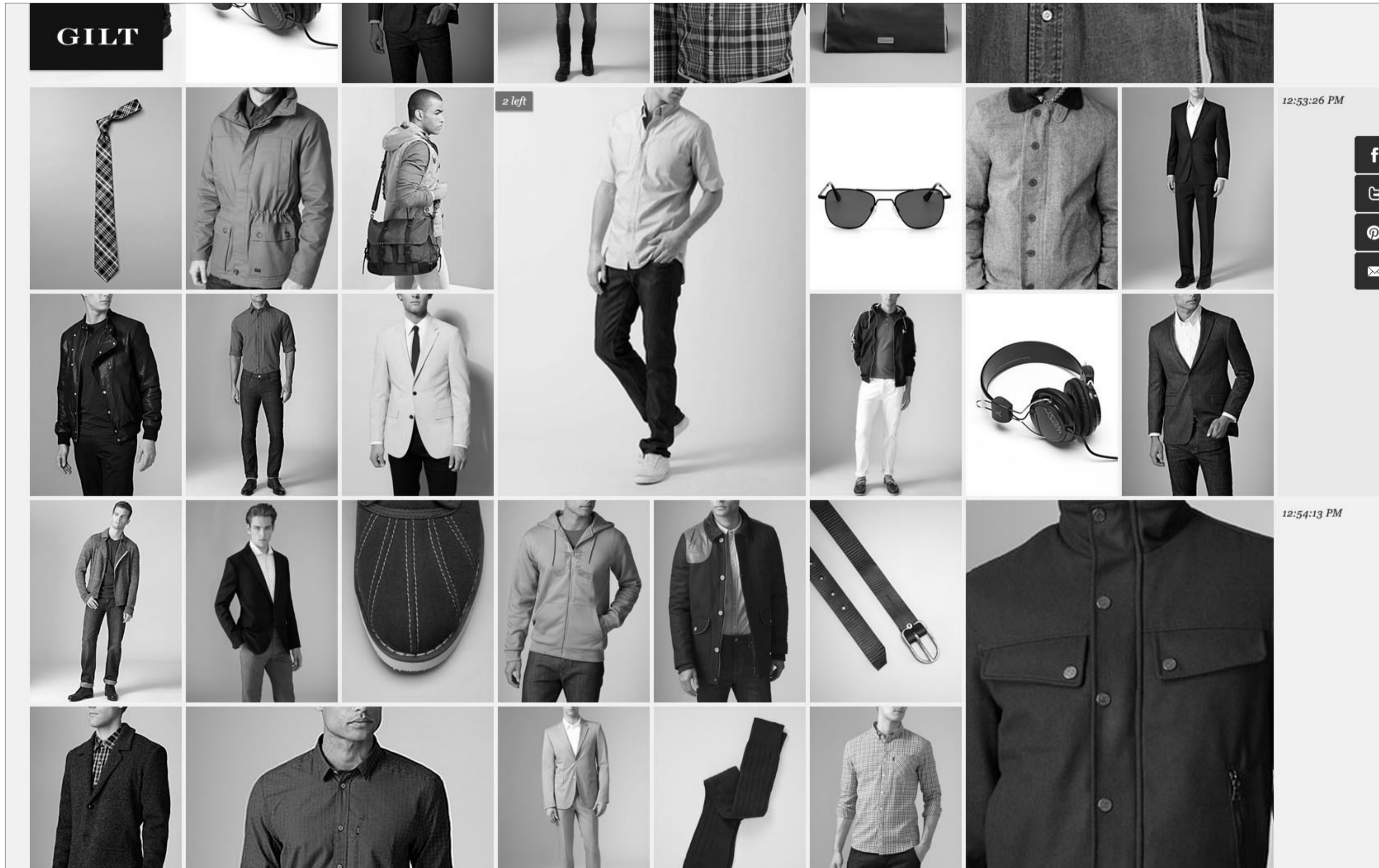
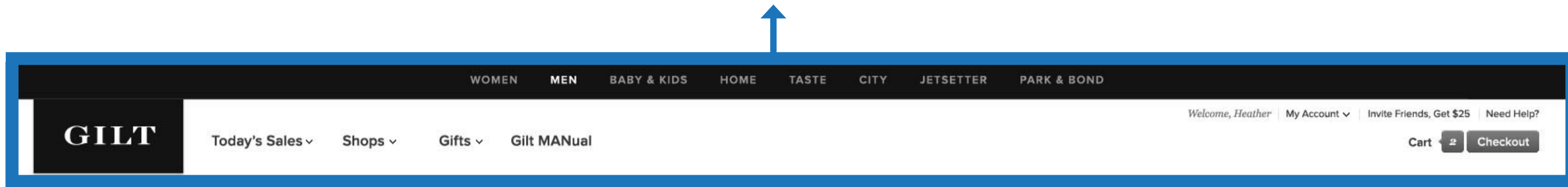


When the viewport has filled with images, the grid begins to animate upward.

When the user moves the mouse over a product, the grid pauses.



2.3 Stick Logo, Filter Menu Hide (Play)



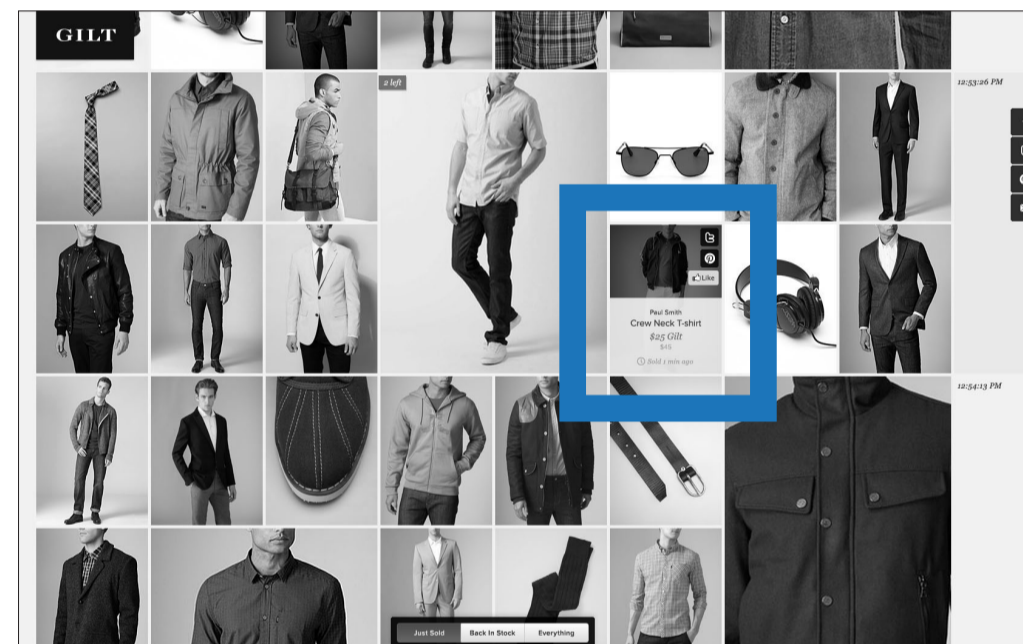
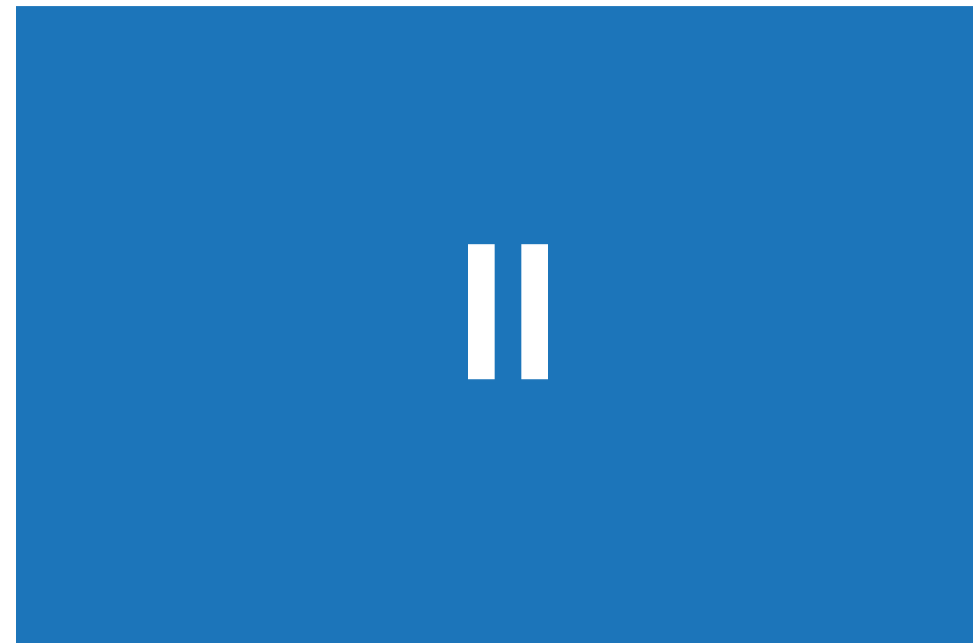
As a user continues to watch the feed, both the navigation (primary and global) and filter menu exit the screen.

The Gilt Logo (hangtag) is sticky.

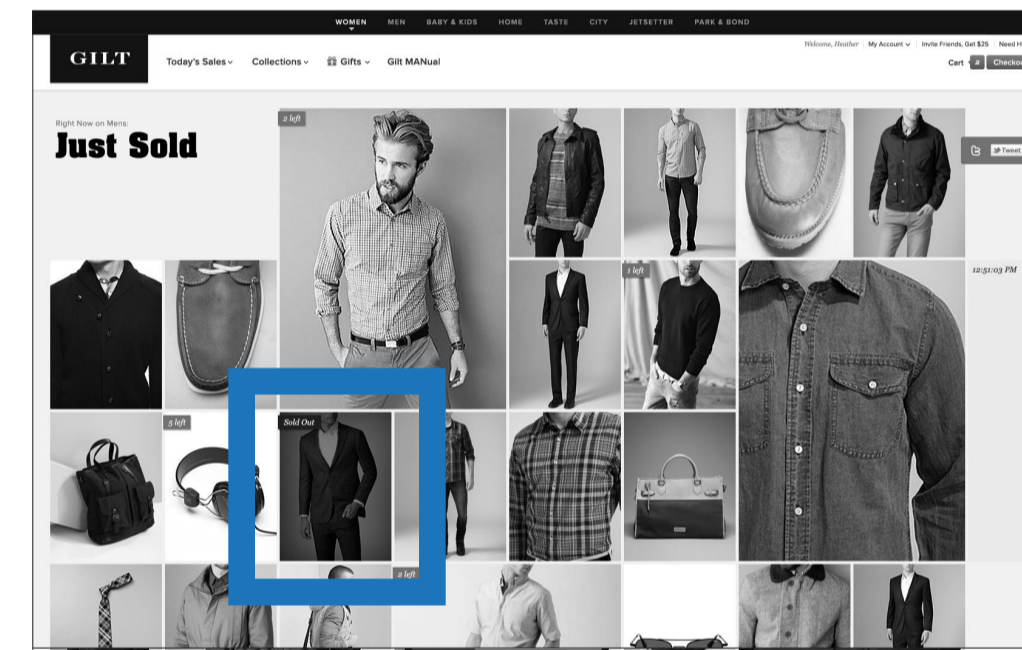
On hover of a product in the grid, the filter menu returns to the screen. However, the top navigation (primary and global) may return only by clicking the Gilt logo or scrolling back to the top of the page.



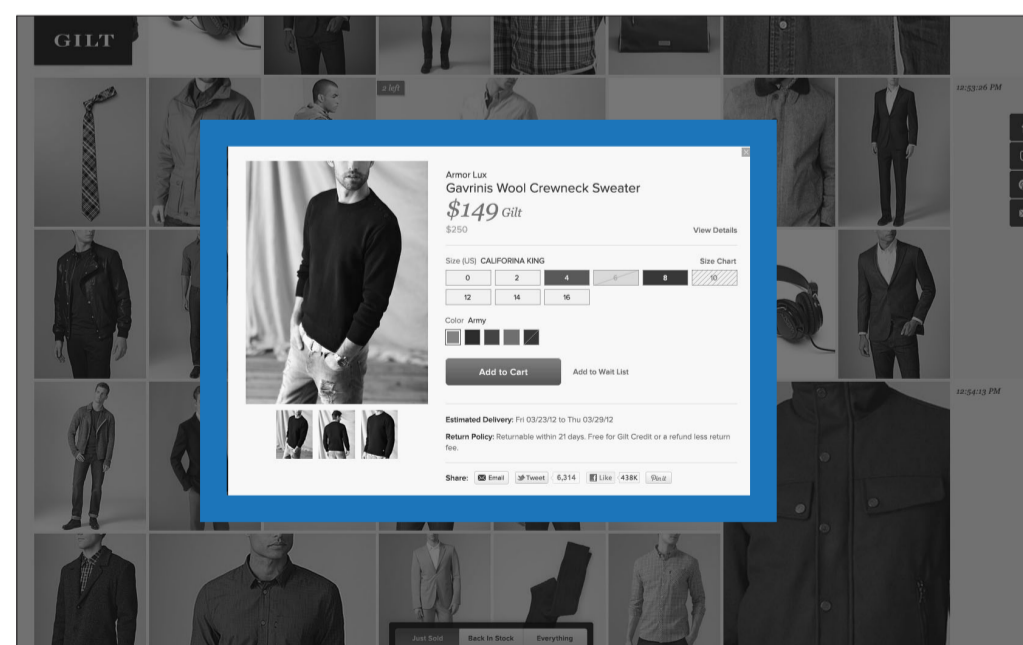




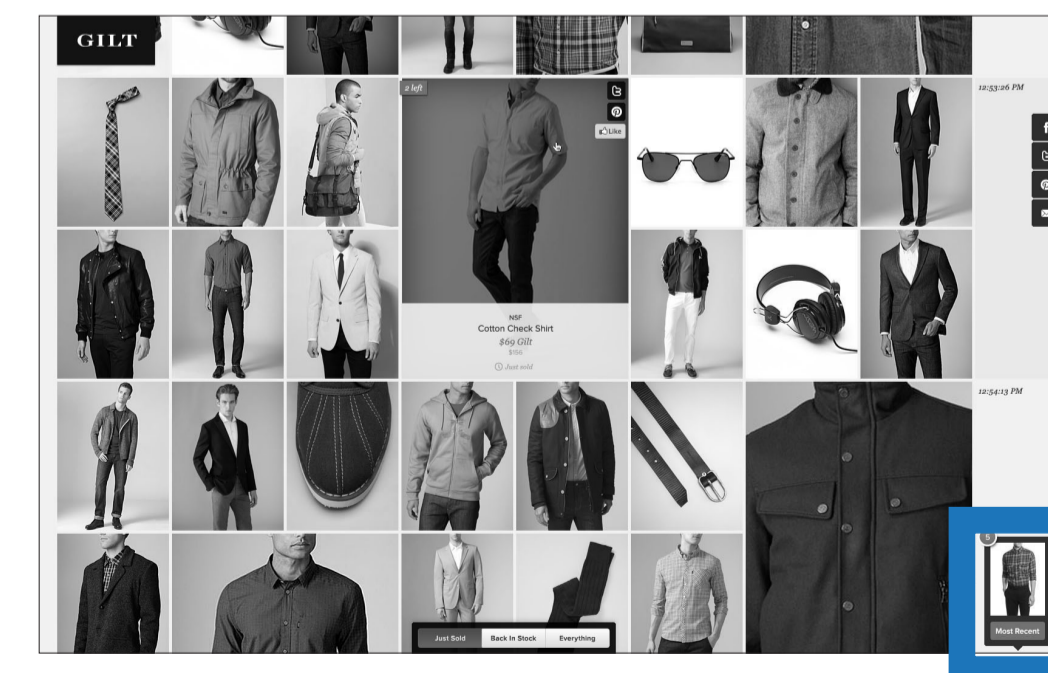
3.1 Hover Small / Large (Pause)  
Tweet, Pin, Like, Add to Wait List



3.2 Sold Out / # Left (Pause)

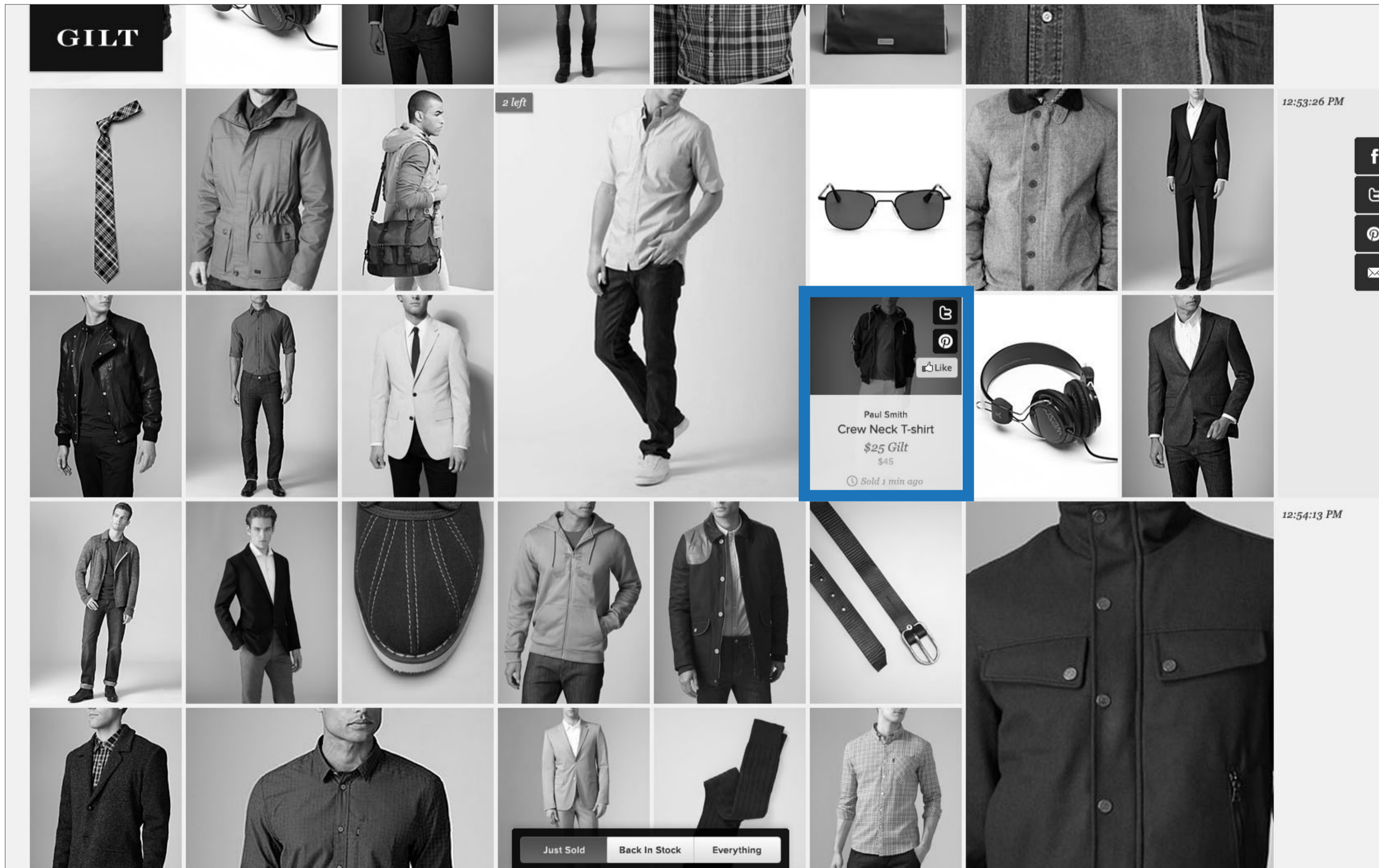


3.3 Click for Quick View (Pause)  
Add to Cart, Add to Wait List, Email, Tweet, Pin, Like



3.4 Activity Meter (Pause)



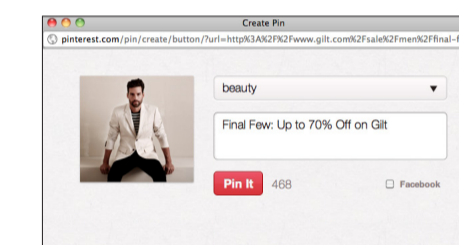


When hovering over a small or large product, basic details and sharing options (for this individual product) appear in a lightweight overlay including:

- Tweet : triggers a new popup that loads a pre-populated tweet with text "TBD." If a user is not logged in to Twitter, the login form will be displayed first.



- Pin : triggers a new popup that loads a pre-populated pin with the product image. If a user is not logged in to Pinterest, the login form will be displayed first.



- Like : triggers the Facebook like event. If a user is not logged in to Facebook, a new popup loads the Facebook login form.

- Brand Name
- Product Name
- Gilt Price
- MSRP
- Time of purchase (or added to Wait List, no longer reserved...)



WOMEN MEN BABY & KIDS HOME TASTE CITY JETSETTER PARK & BOND

WELCOME, Heather | My Account | Invite Friends, Get \$25 | Need Help?

GILT Today's Sales Collections Gifts Gilt MANUAL Cart 2 Checkout

Right Now on Mens: **Just Sold**

2 left

5 left

Sold Out

John Varbatos Star Collection Green Tweed Spring...  
\$25 Gilt  
\$45  
Add to Wait List

1 left

12:51:03 PM

2 left

Products with low quantities (e.g. < 5) will display a small tag with the # left. This number will update real-time. When 0 are available, the number is replaced by "Sold Out" with a slightly different visual treatment.

The animation will be a simple crossfade, but because the scarcity changes before a user's eyes, the feed will feel alive.

When products are sold out, the hover state includes an "Add to Wait List" link, which triggers the existing modal.

Add to Wait List

Sorry, this item is unavailable right now.  
Add it to your Wait List and we can notify you if more items become available.

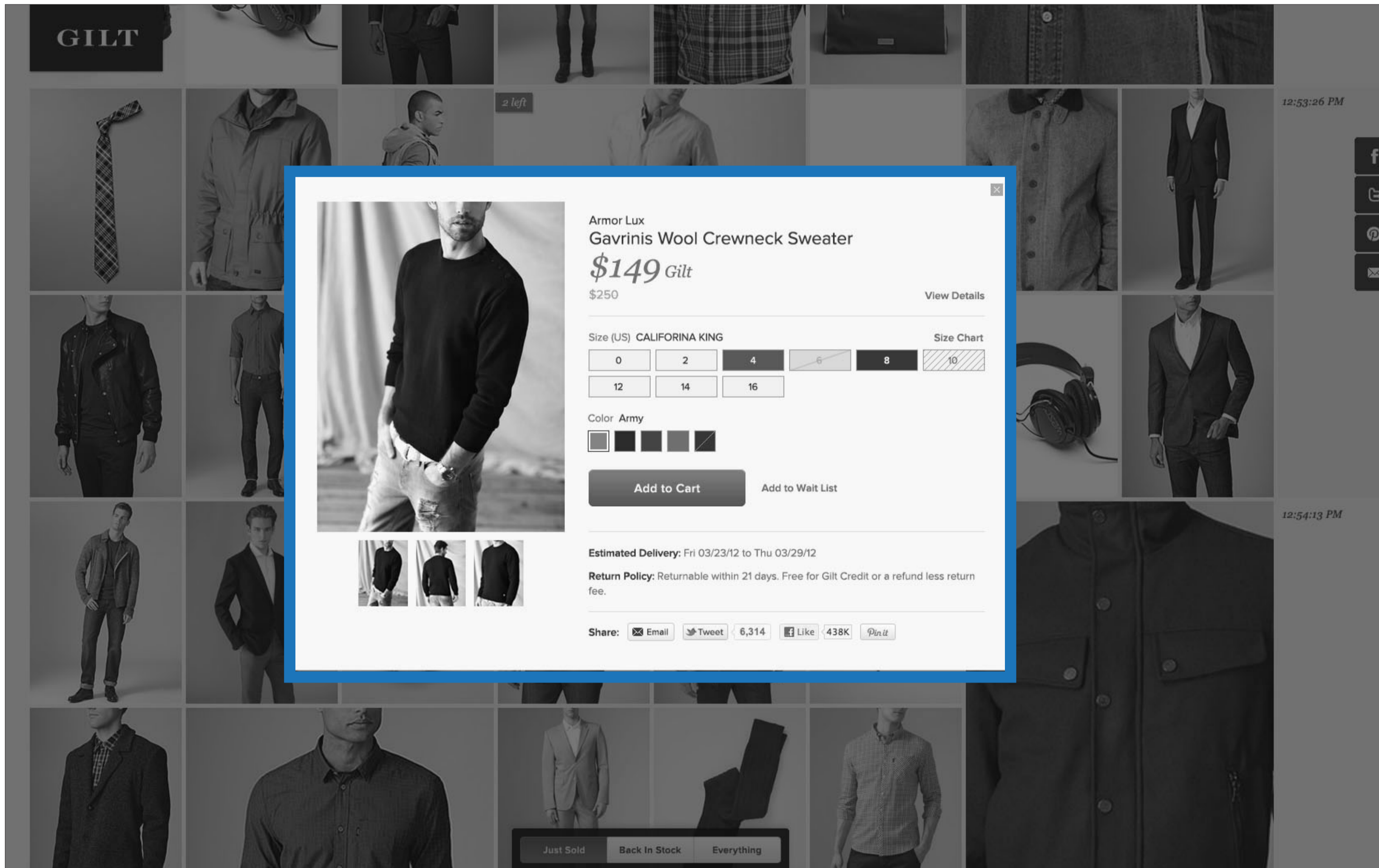
The Weekend Pant  
Bogart High Waisted Trousers

Color: black Size: 0

Add to Wait List

Continue Shopping



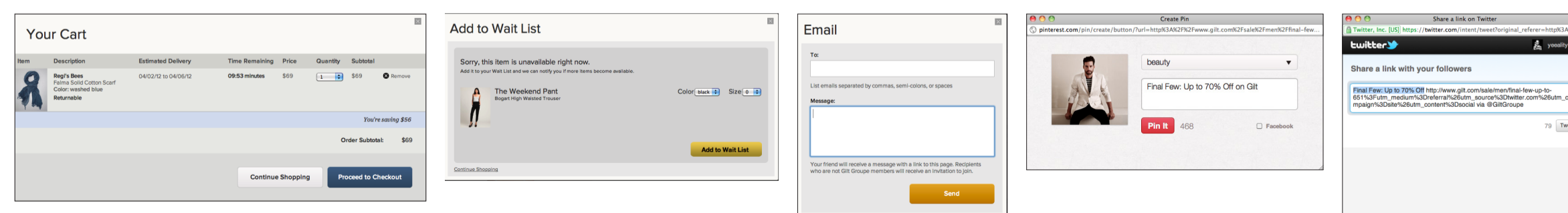


On click of a product, the feed remains paused and a Quick View overlay appears, which provides:

- Brand Name
- Product Name
- Gilt Price
- MSRP
- Link to full Product Detail Page
- Product Views
- Size selection (when applicable)
- Color selection (when applicable)
- Add to Cart button (if available)
- Add to Wait List (link / button)
- Delivery window
- Return policy
- Sharing links: Email, Tweet, Like, Pin
- Link to Parent Sale page (possibly)

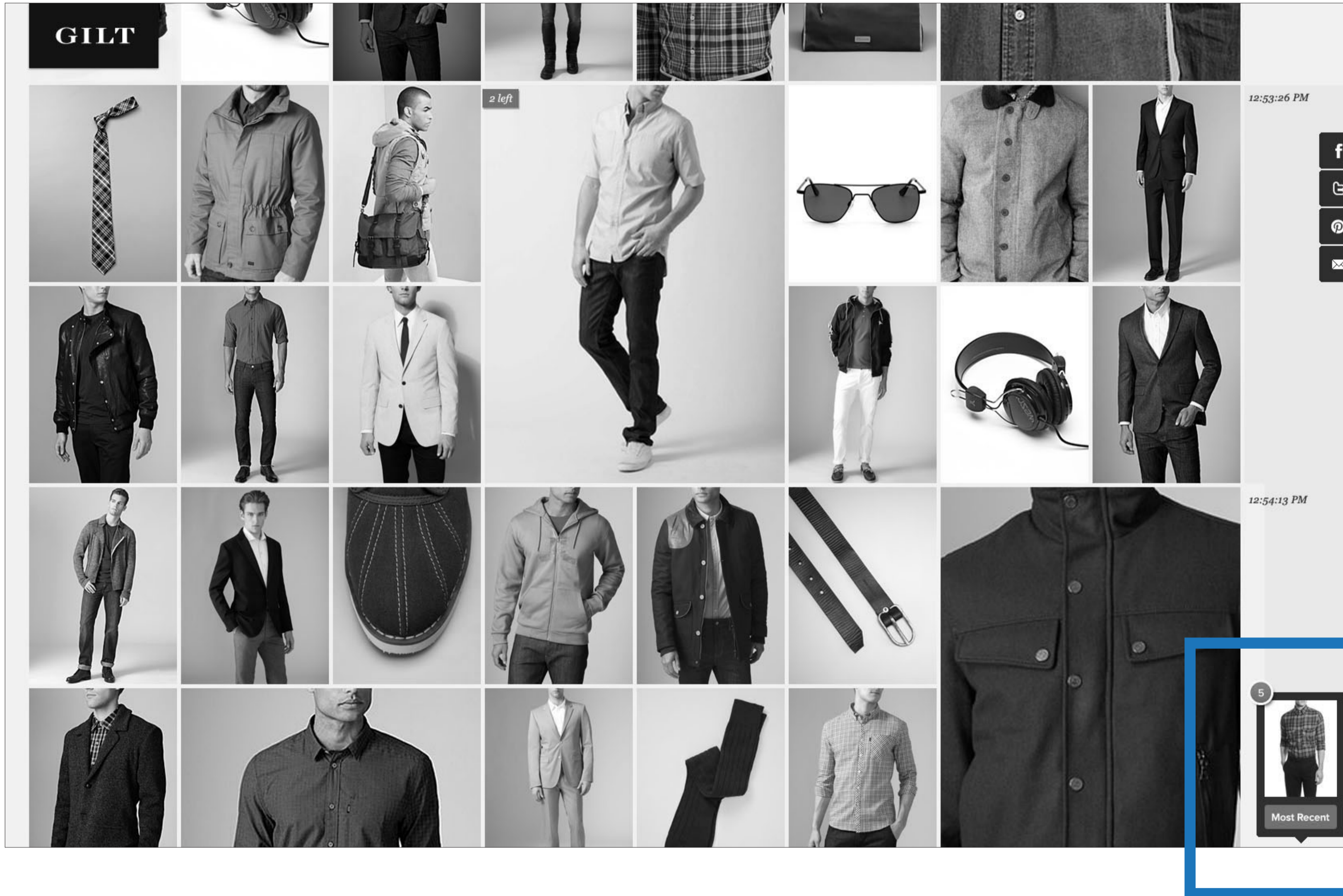
Not full description, not zoom.

On Add to Cart, Add to Waitlist, or Email, the Quick View dissolves as any of these modal views animates down. Upon close of the modal view, that modal view animates away (and the Quick view reappears or return directly to the feed).





### 3.4 Activity Meter (Pause)



When a user is not at the bottom of the feed page, the feed appears paused although new products will continue to be added to the bottom.

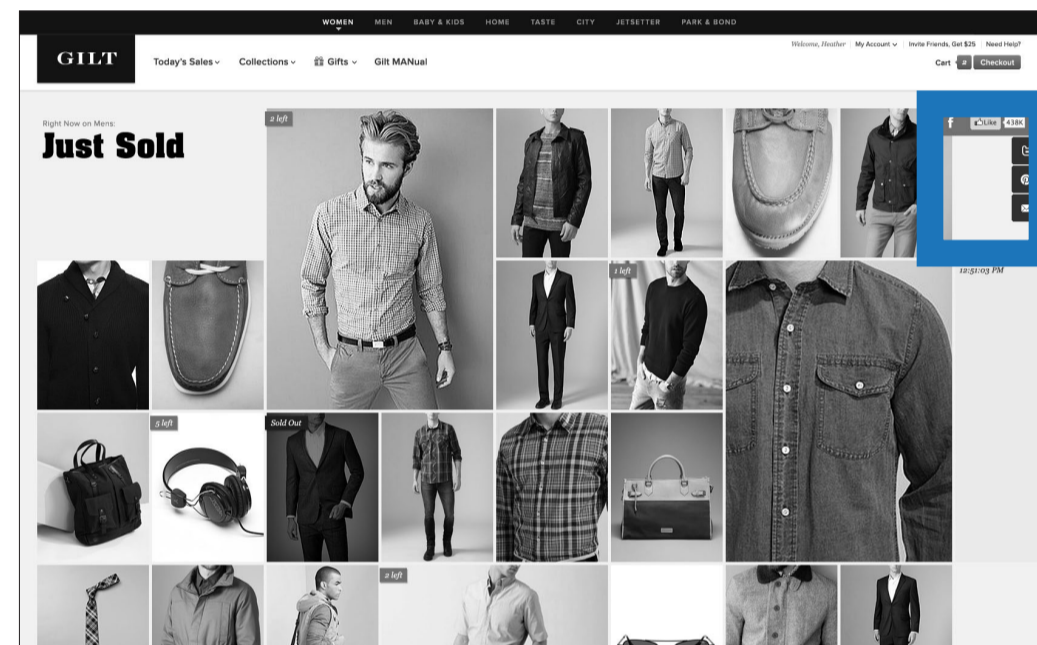
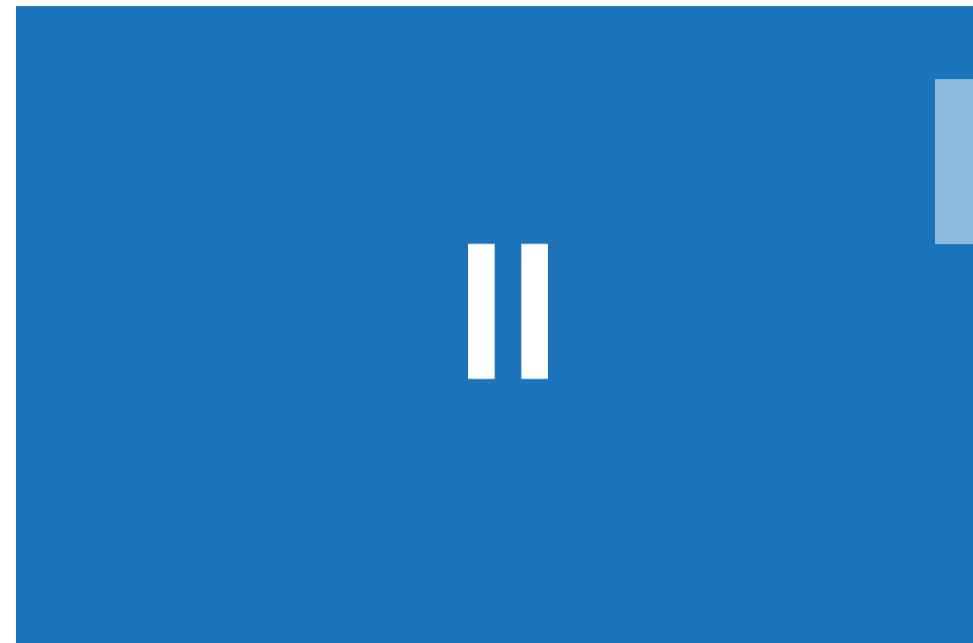
Before new products enter the feed, they appear in the Activity Meter in the lower right corner.

The meter contains a counter, which increments as newly purchased products are added to the feed.

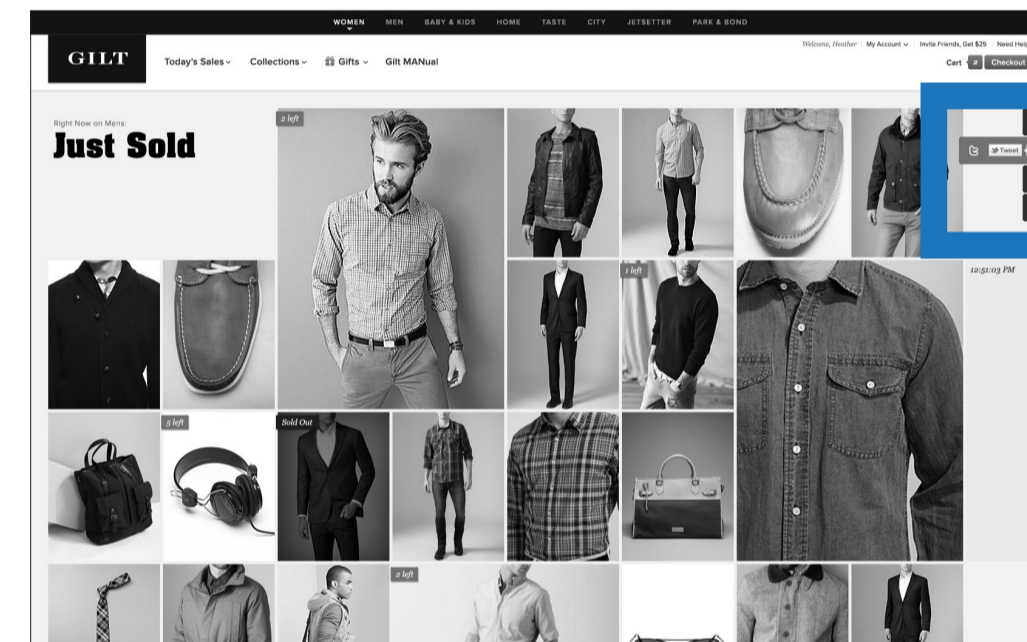
The meter contains a Most Recent button that functions like a "reverse back to top" button. Upon clicking this button, the counter resets to 0, the activity meter disappears, and the viewport shifts to the bottom of the feed. Unless the user scroll back upward, the view remains locked at the bottom, so new products will be appended and motion continues (play).

In addition to clicking the Activity Meter, a user may scroll to the bottom of the page. This also resets the counter to 0, hides the Activity Meter, and brings newly appended products into view.

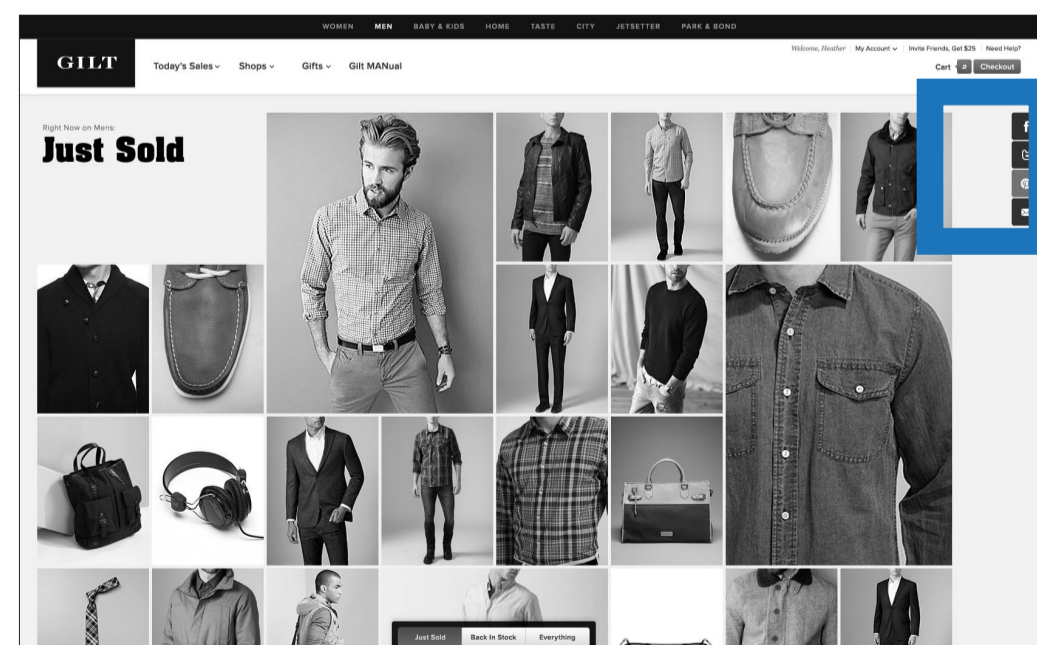




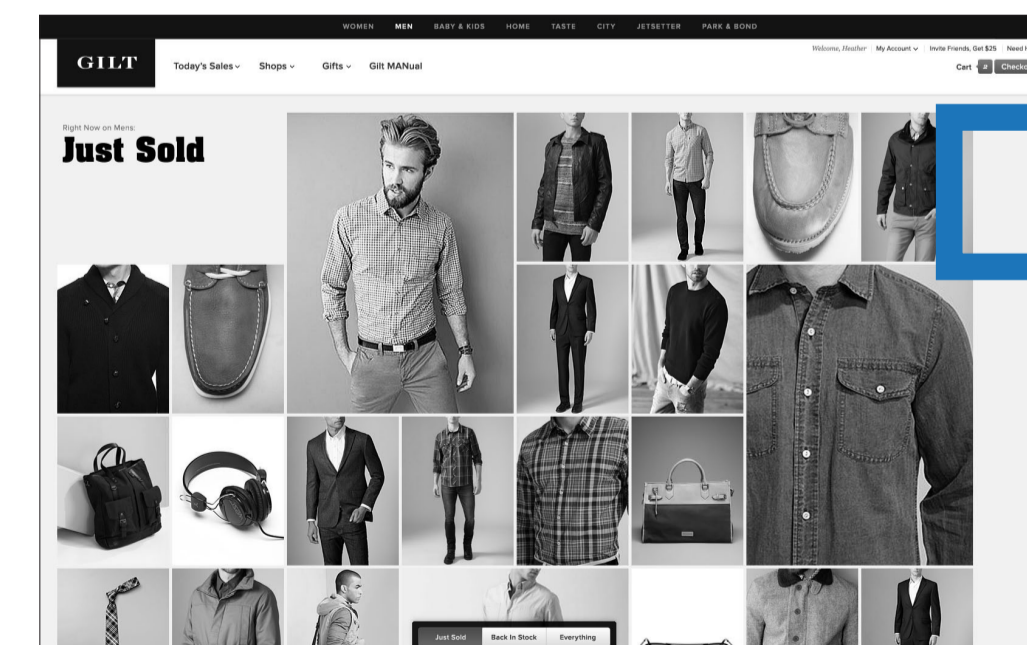
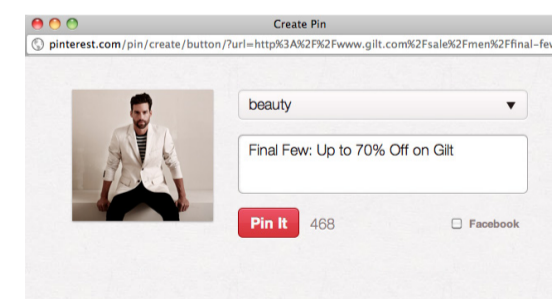
4.1 Facebook Like



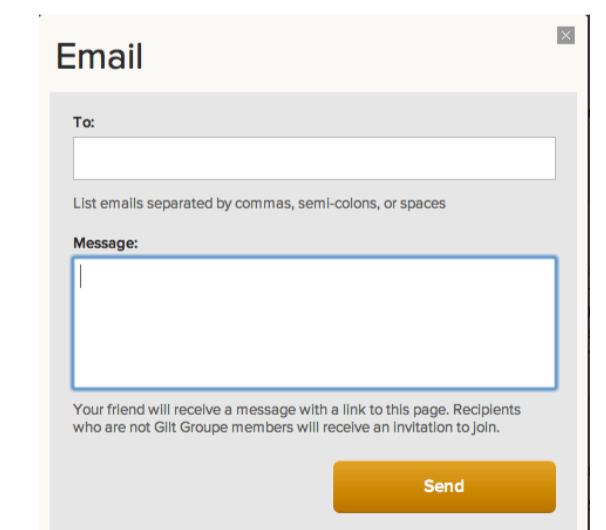
4.2 Twitter Share



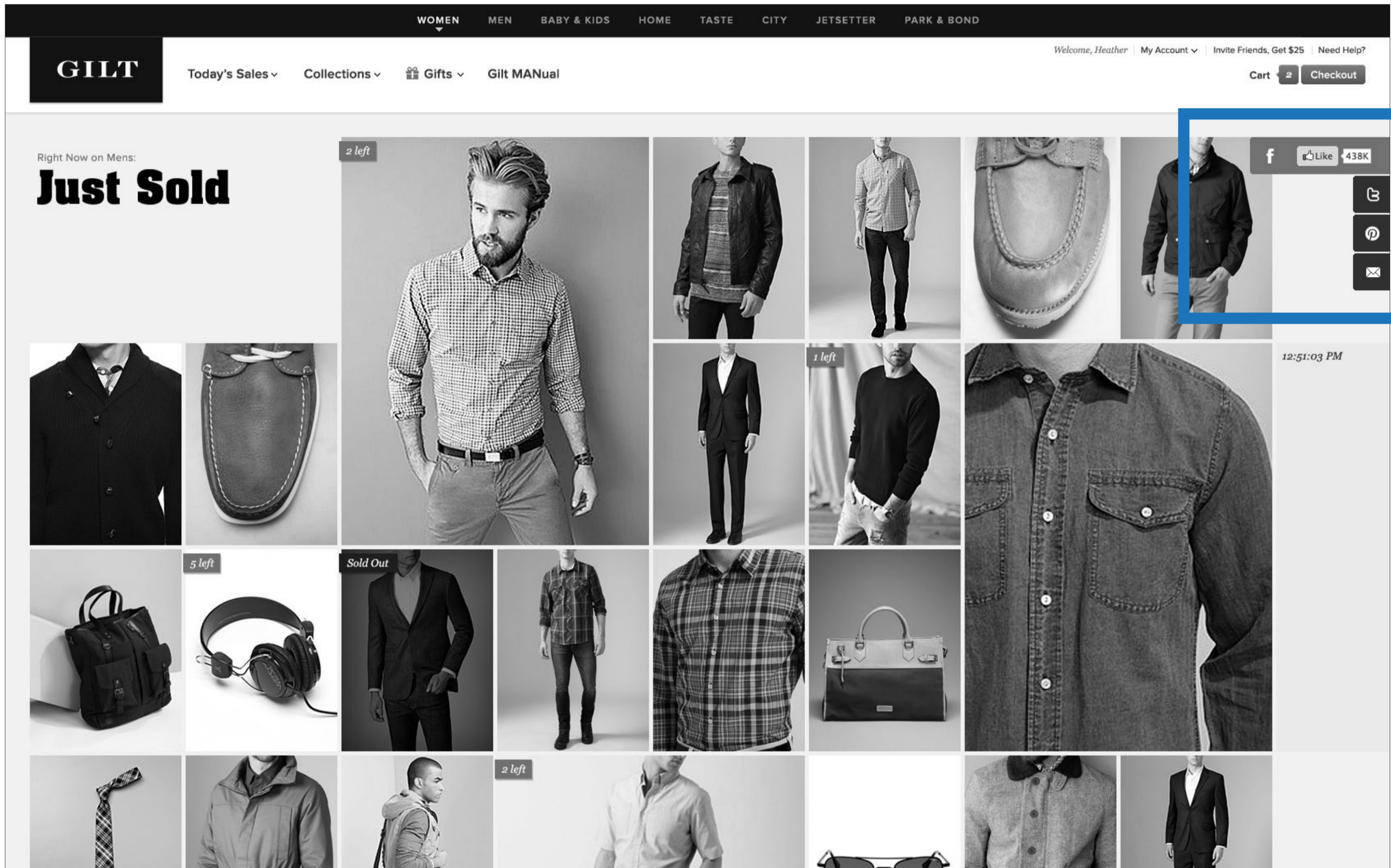
4.3 Pinterest



4.4 Email



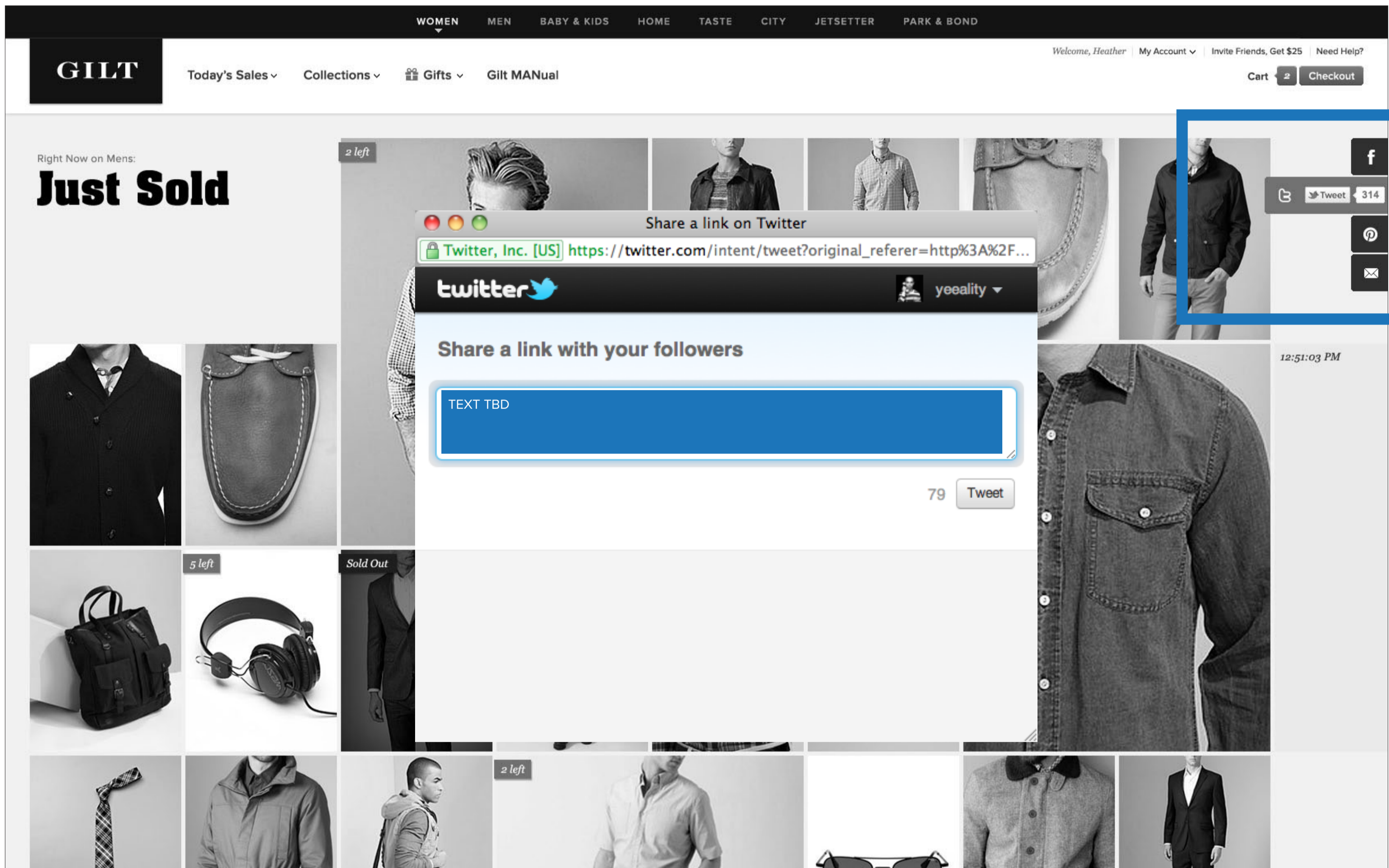




Social icons for the Feed are persistent.

On hover of the Facebook icon, a hover state expands to reveal the Facebook Like button. On click of this button, the count will update for a logged in Facebook user. If a user is not logged in, a popup window with Facebook's login screen will appear. Upon successful login, the count of the button will update. Hovering off the Facebook area hides the button and returns to the previous Facebook icon.



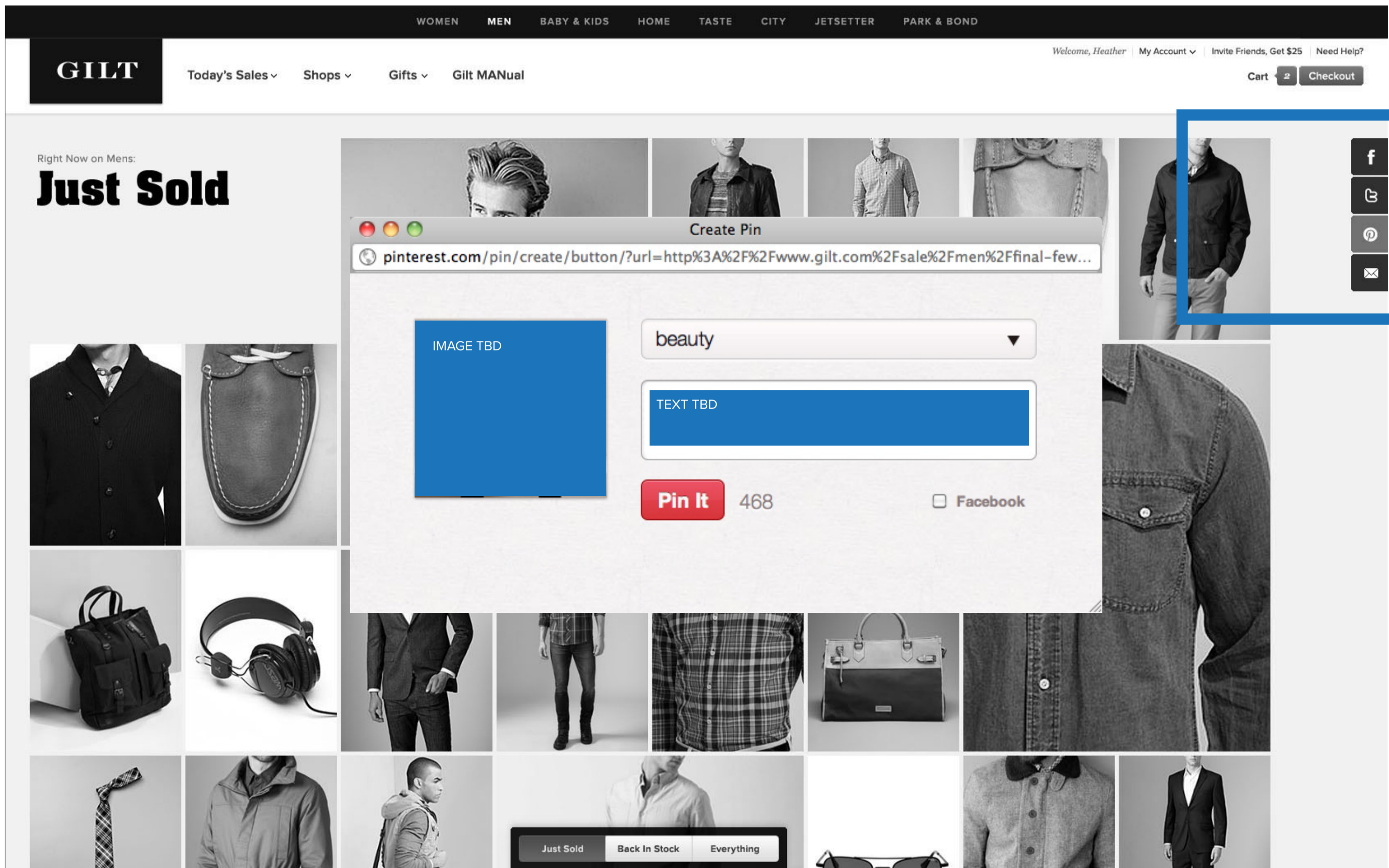


On hover of the Twitter icon, a hover state expands to reveal the Tweet button. On click of this button for a logged in Twitter user, the Twitter prompt will appear prepopulated with the following text:

“ TBD “

In addition, the count will increment. If a user is not logged in, a popup window with Twitter's login screen will appear. Upon successful login, the prompt and count update accordingly. Hovering off the Twitter area hides the button and returns to the previous Twitter icon.





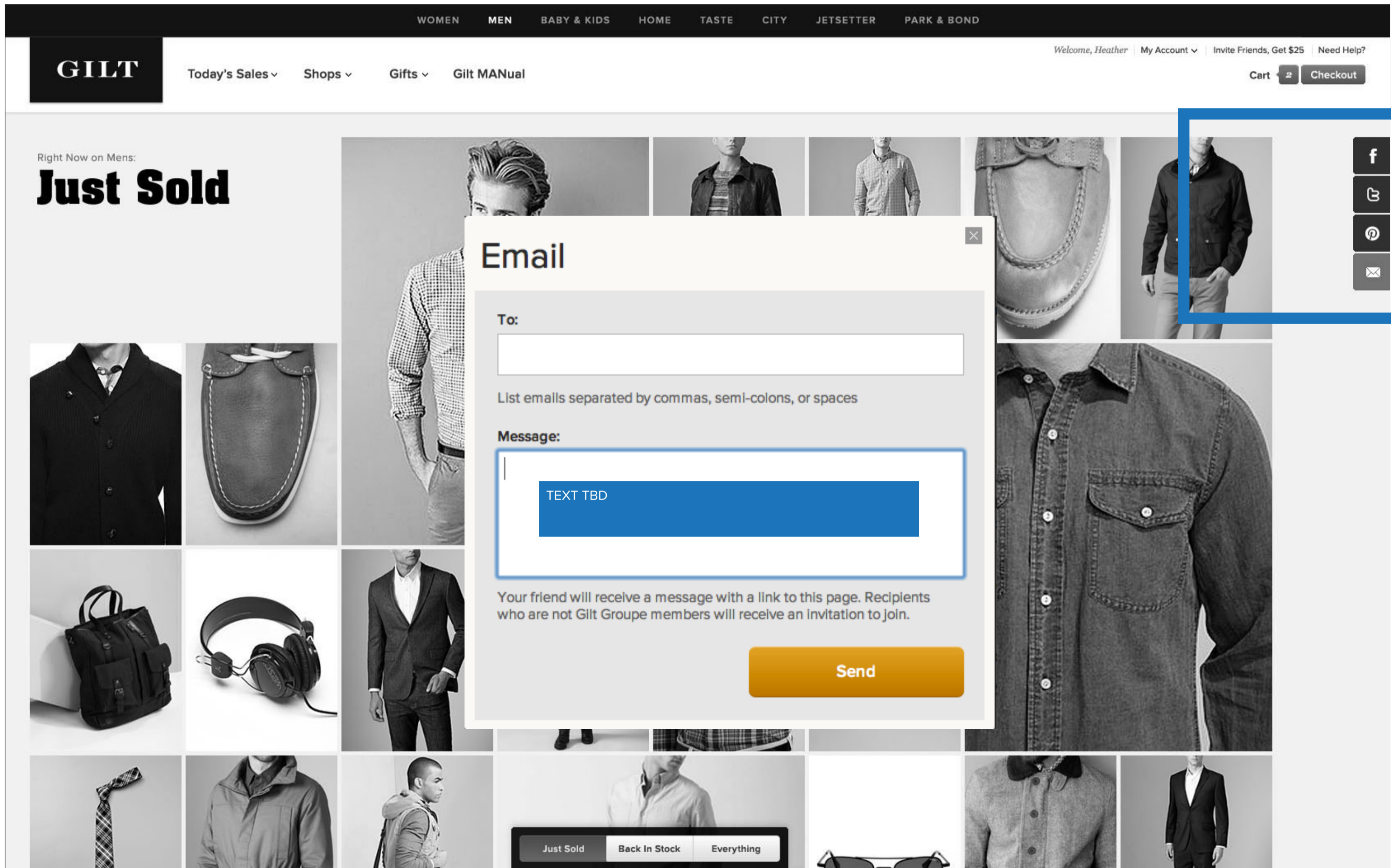
On hover of the Pinterest icon, a hover state (accent color) displays. On click for a logged in Pinterest user, the Pinterest prompt will appear prepopulated with the following text:

“ TBD “

and “Feed Image” :

If a user is not logged in, a popup window with Pinterest’s login screen will appear. Hovering off the Pinterest button hides the button and returns to the previous Twitter icon.





On hover of the Email icon, a hover state (accent color) displays. On click, the Gilt prompt will appear prepopulated with text (if possible). The text:

“ TBD “



WOMEN MEN BABY & KIDS HOME TASTE CITY JETSETTER PARK & BOND

**GILT** Today's Sales ▾ Collections ▾ Gifts ▾ Gilt MANual

Welcome, Heather | My Account ▾ | Invite Friends, Get \$25 | Need Help?

Cart 2 Checkout

Right Now on Mens:

# Just Sold

2 left

Still shopping the Pulse?

Continue Shopping

5 left

Sold Out

2 left

12:51:03 PM