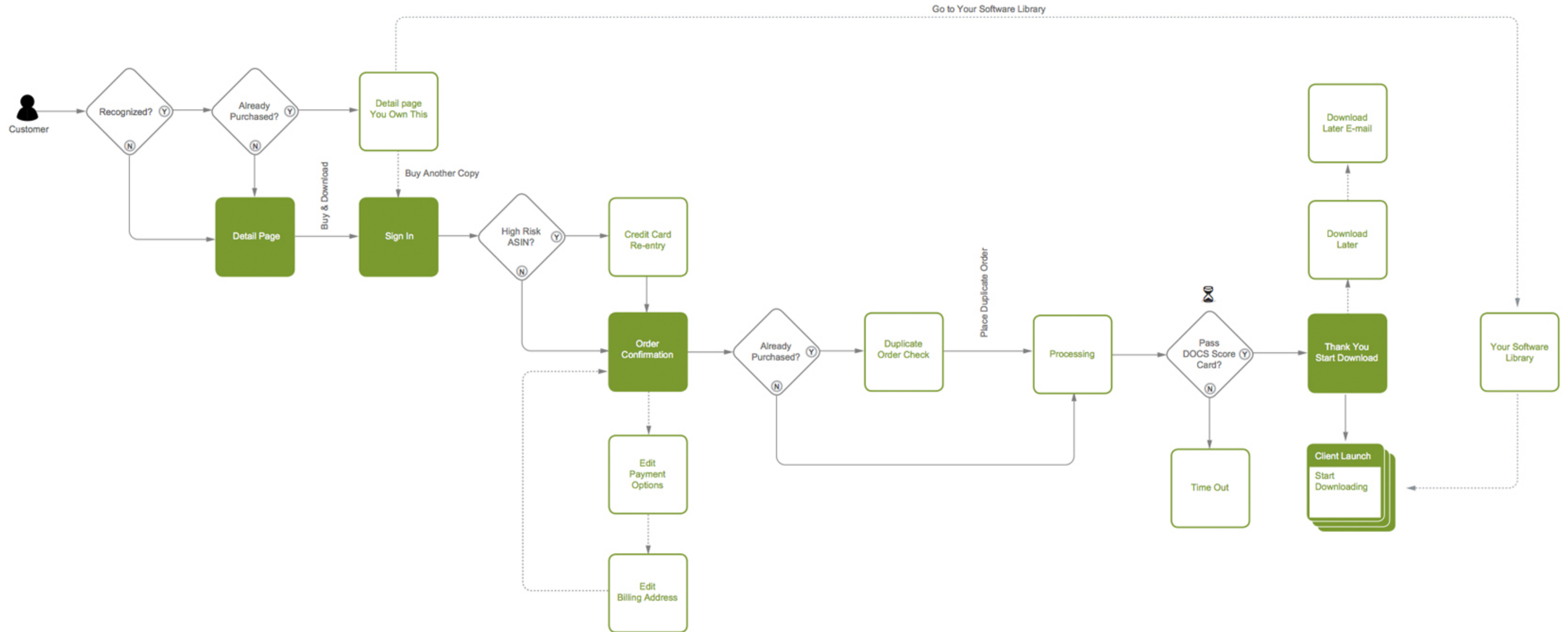


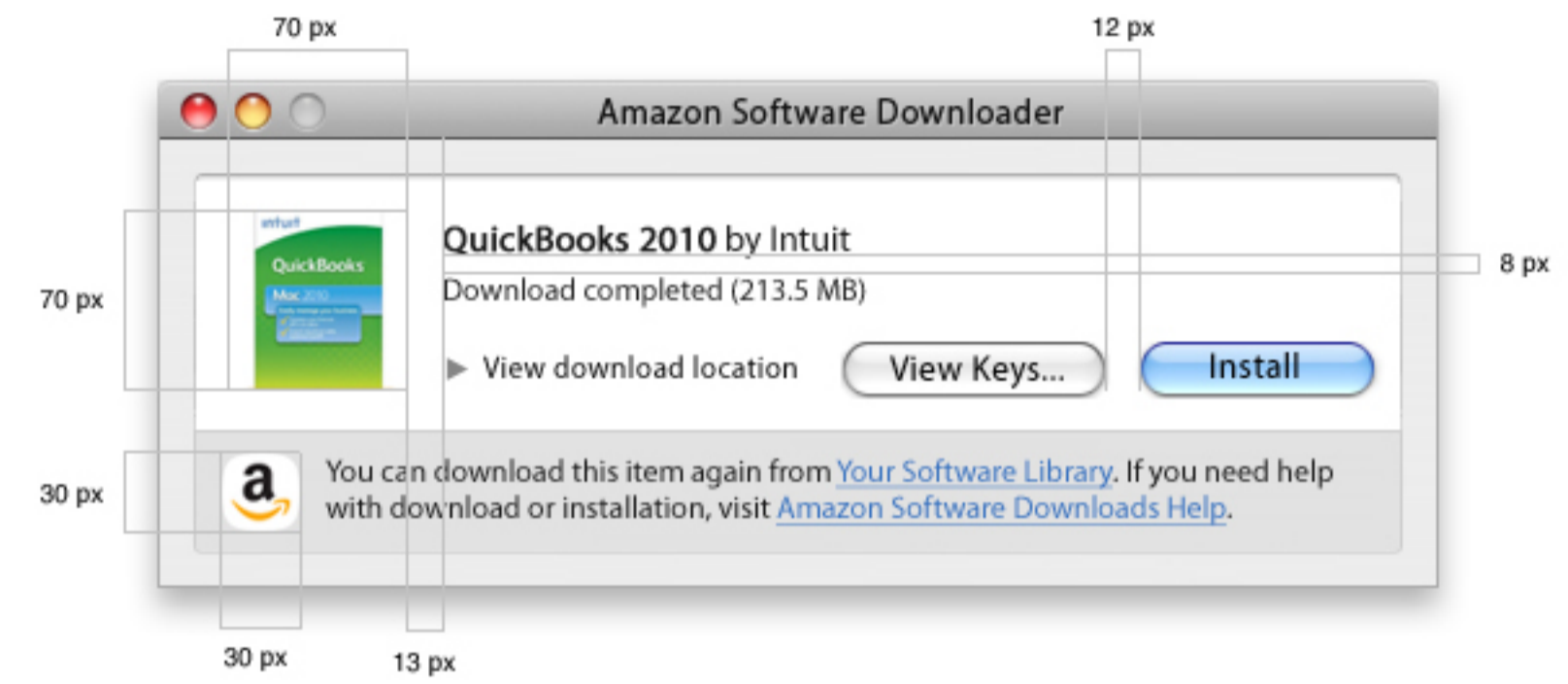
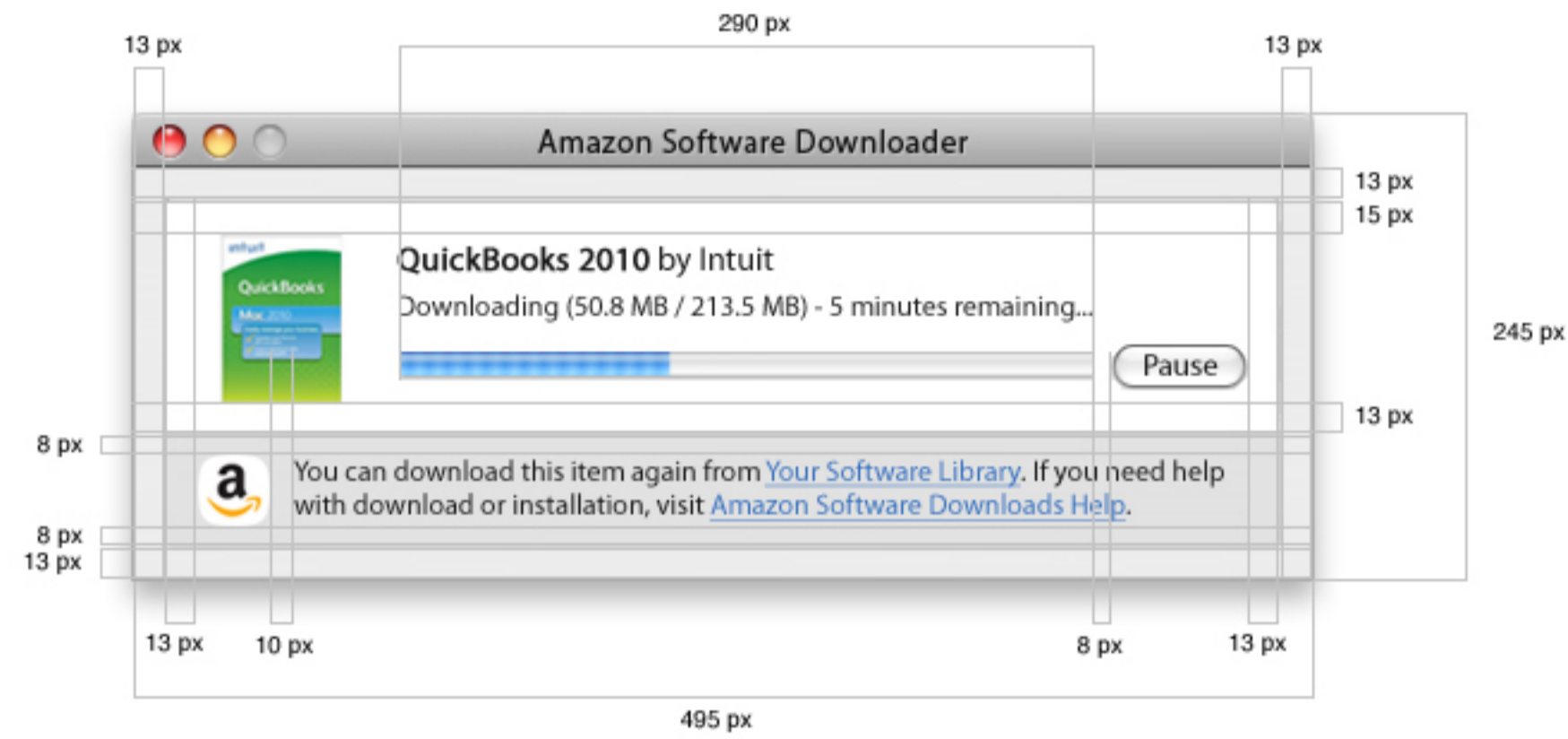
Micro Download Client for Mac UX

CONFIDENTIAL • PREPARED BY ETHAN KIM • LAST UPDATED ON AUGUST 24, 2010

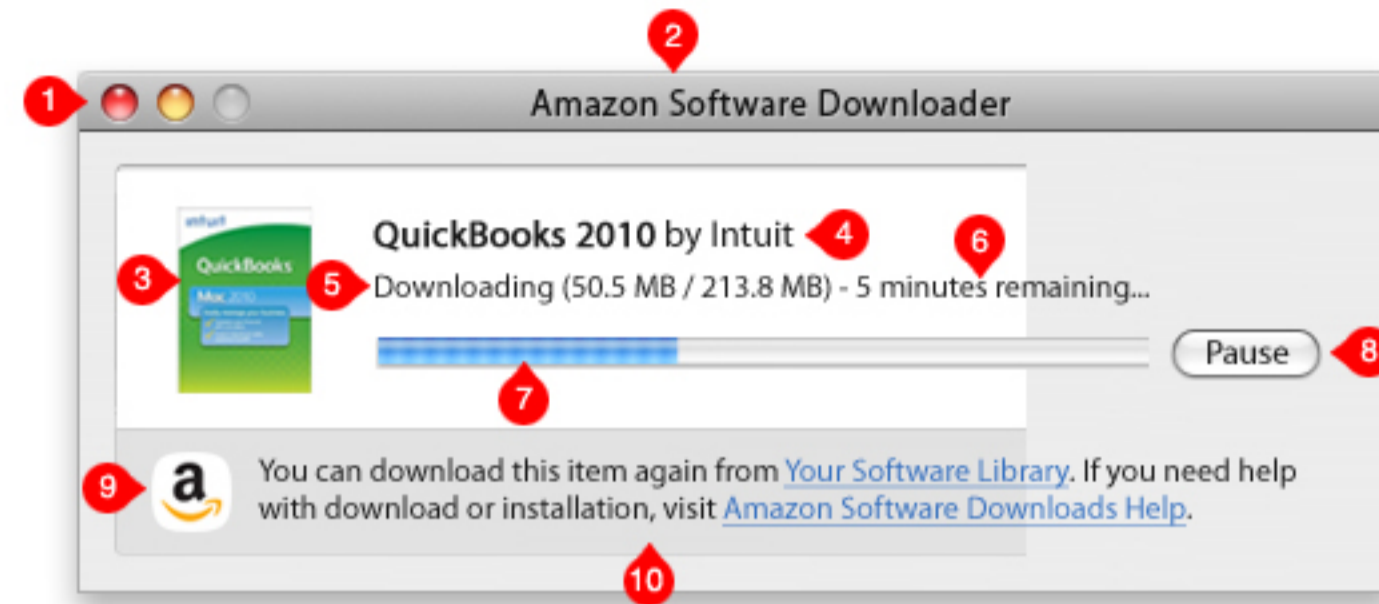
1.1 DOWNLOAD UX FLOW

Software (Game) Download Purchase Process





Download In Progress



Download Completed



View Download Location



- 1 Title Bar Buttons**
Display active close and minimize buttons
Display inactive zoon button
- 2 Window Title**
Display <Amazon Software Downloader> or <Amazon Game Downloader>
depending on an individual ASIN's access method
- 3 Product Image**
Display a 70x70 product image
If there is no image, display Amazon standard <No Image Available> image
Use the folloing tags: SL160 for Client and SL360 for product key HTML
- 4 Product Title + Vendor Name**
Truncate with maximum height of 1 row and use elipsis
- 5 Download Size**
Display 1 to 3 digits before the decimal and 1 digit after the dicimal (e.g., 123.0 KB, 25.5 MB, 5.3 GB)
Update download size at the speed of 0.1 second
- 6 Download Time**
Use three different time duration formats: 1 - 59 seconds, 1 - 59 minutes, and 1 - 999 hours (no combination of formats)
Update download time at the speed of 1.0 second
- 7 Progress Bar**
Update progress bar at the speed of 0.1 second
- 8 Pause/Resume Buttons**
Do not highlight the pause button
Highlight the resume button when paused
- 9 Brand**
Display the A-smile icon
Do not hyperlink it
- 10 Footer Text**
Display a correct reference text - either <Software> or <Game>
Use the same hyperlinked destinations for the Library and Help

- 11 Download Size**
Display total download size for verification
- 12 Disclosure Triangle**
Display the closed disclosure triangle
- 13 View Keys Button**
Display the button only when there are prdocut keys
Open a product key HTML document when clicked
- 14 Install Button**
Highlight the install button
- 15 Disclosure Triangle**
The triangle points down and the download location is displayed when clicked
The label changes depending on the position of the disclosure triangle: when closed <View download location> and when open, <Hide download location>
- 16 Download Location Info**
Display <Your download and keys can be found at:> when there are product keys
Display <Your download can be found at> when there are no product keys
- 17 Open Button**
Open the Finder with download item highlighted

4.1 CORE DOWNLOAD STEPS

Downloading / Extracting / Completed

Download In Progress

Software Download

The Client displays "Amazon Software Downloader" for software ASINs



Download Completed

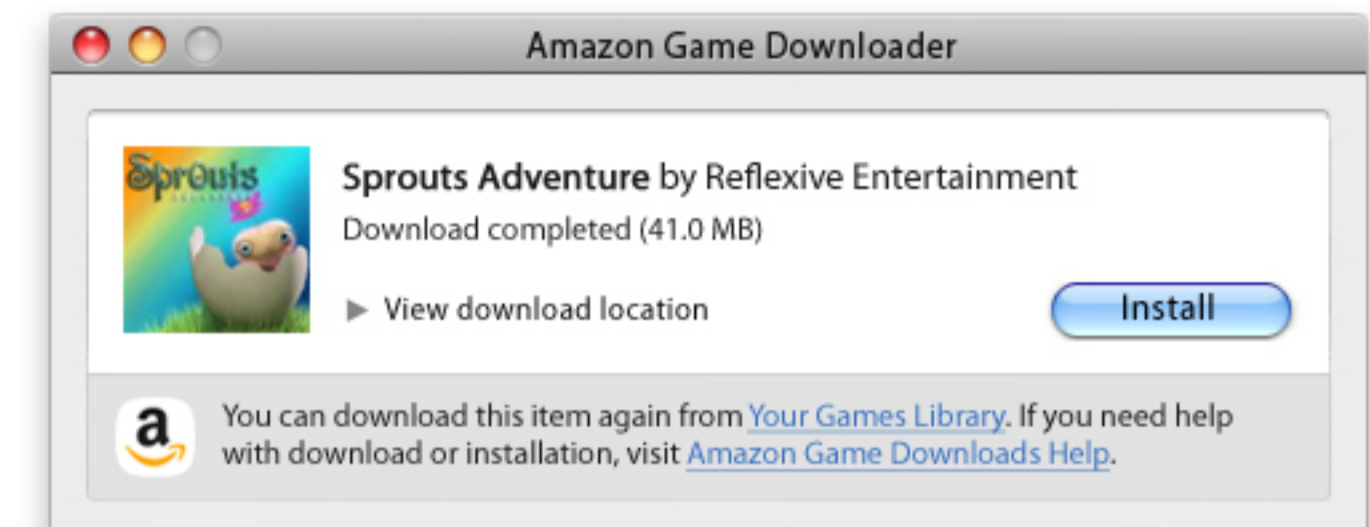
With Product Keys

Download location disclosure triangle closed



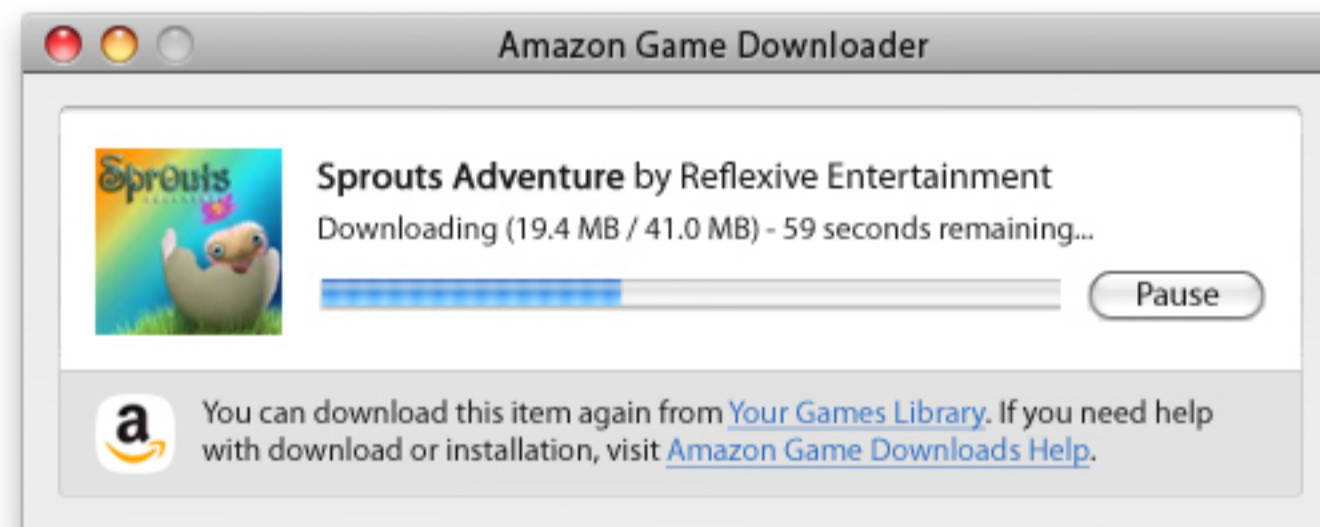
Without Product Keys

Download location disclosure triangle closed



Game Download

The Client displays "Amazon Game Downloader" for game ASINs



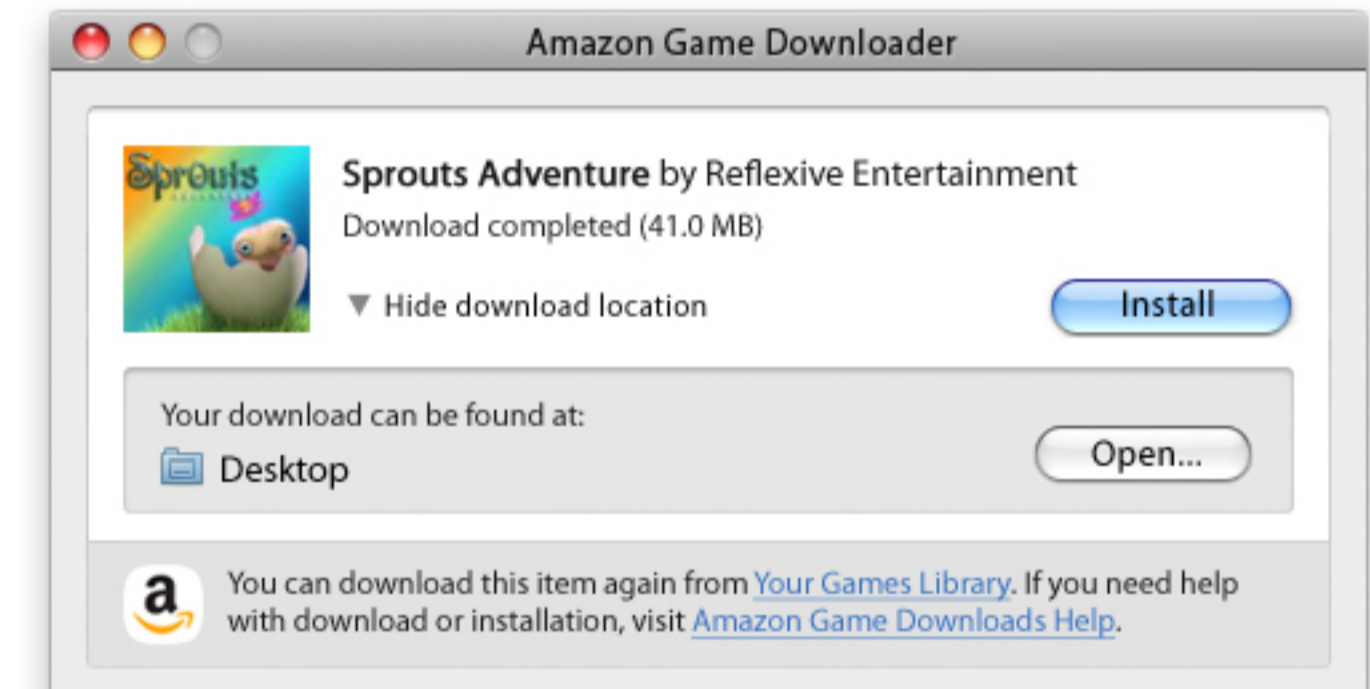
With Product Keys

Download location disclosure triangle open



Without Product Keys

Download location disclosure triangle open



Extracting In Progress

Multiple File Download

The Client extracts multiple files to a folder at the end of download process



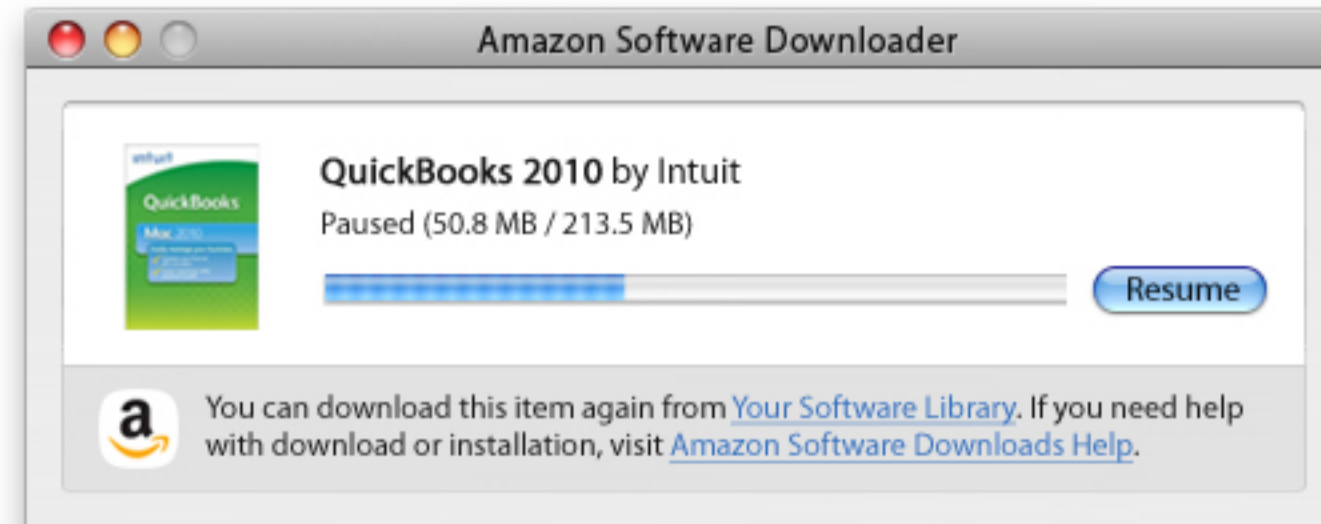
4.2 CORE DOWNLOAD STEPS

Pause / Stop

Download Paused

Paused

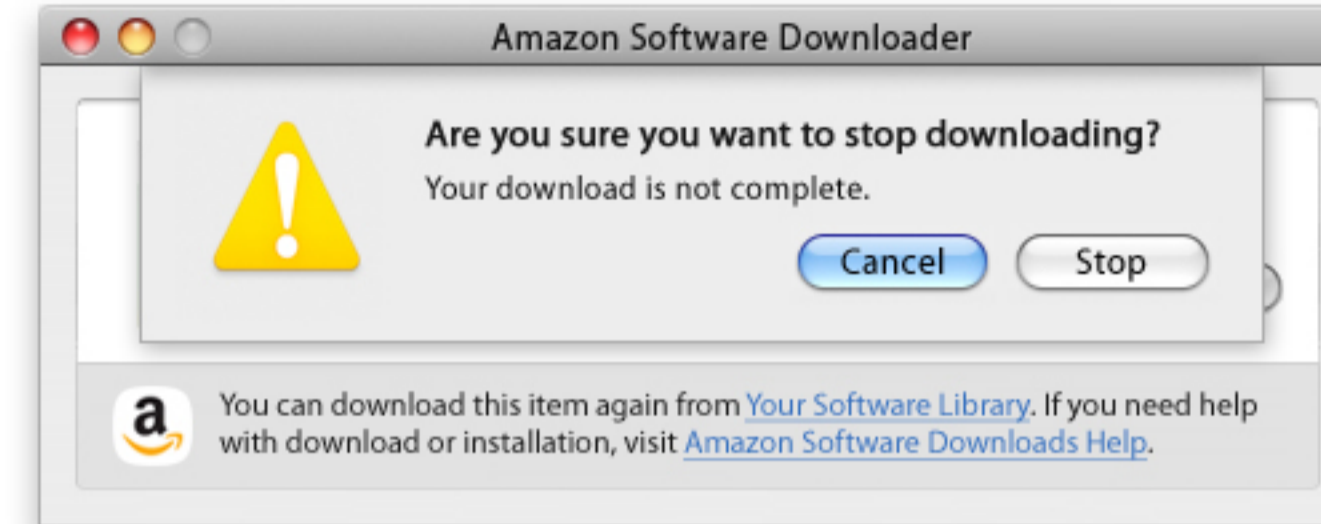
The Client is paused



Download Stopped

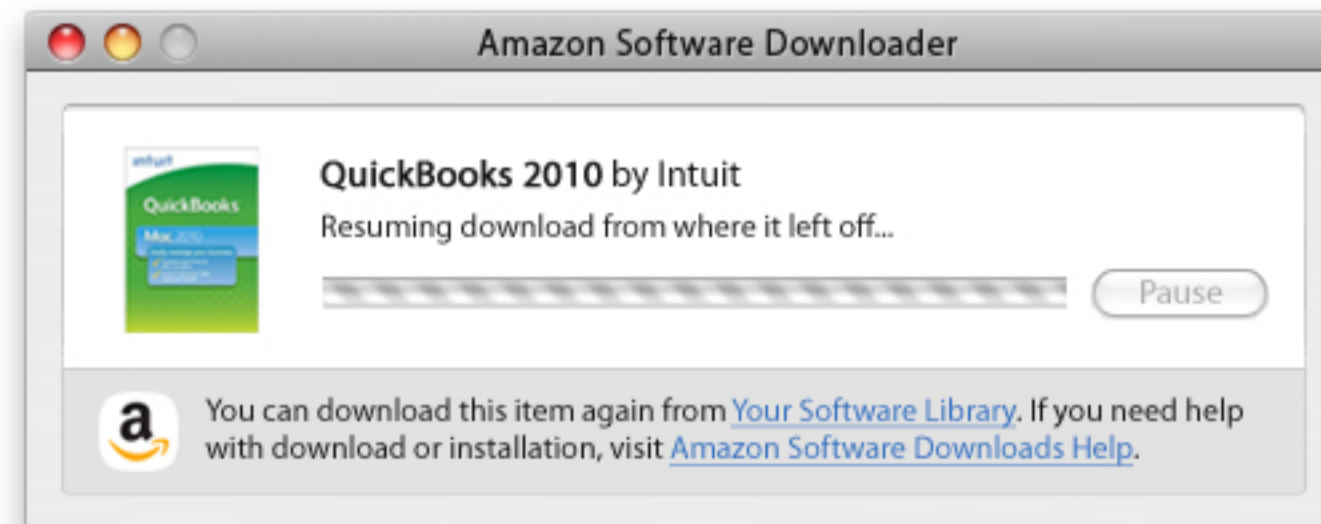
Stop Downloading

The Client prompts confirmation when the Close button gets clicked



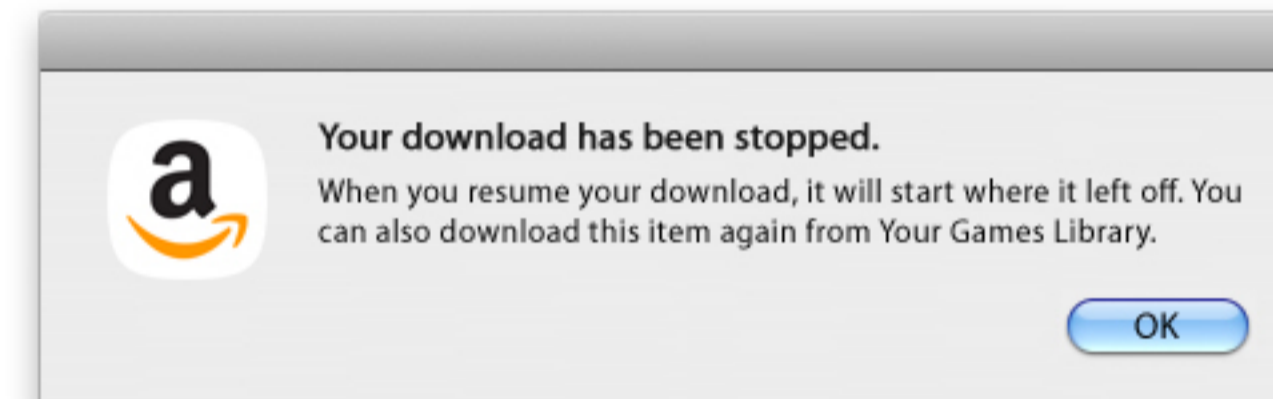
Resuming

The Client calculates previous download and then starts resuming download



Stopped Downloading

The Client informs when download completely stops



4.3 ERRORS

Network / Disk Space / Permission / Others

Download Errors - Modal

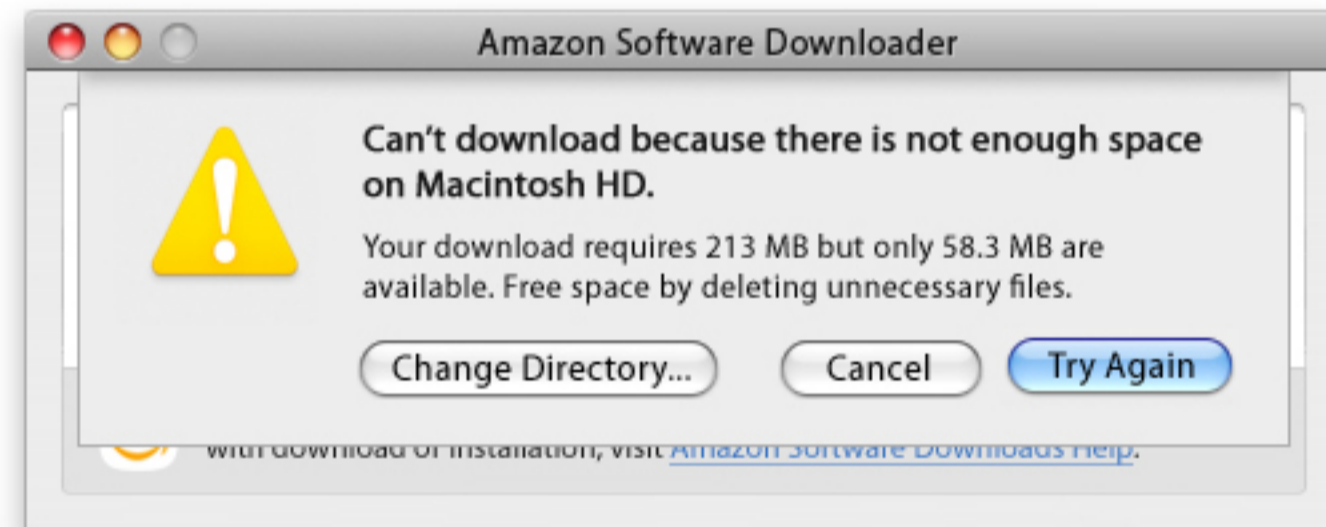
Network Down

The Client stops downloading due to network outage / Loop network availability check



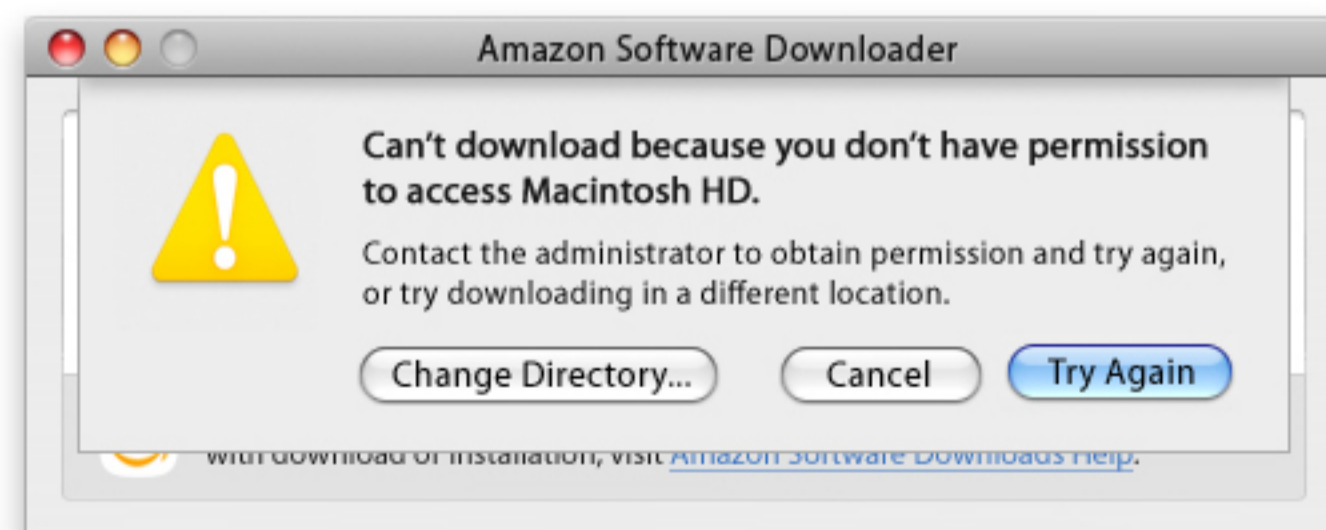
Insufficient Disk Space

The Client stops downloading because there is not enough hard disk drive space



Permission Error

The Client can't start downloading because computer doesn't have access to Desktop



Download Errors - Modeless

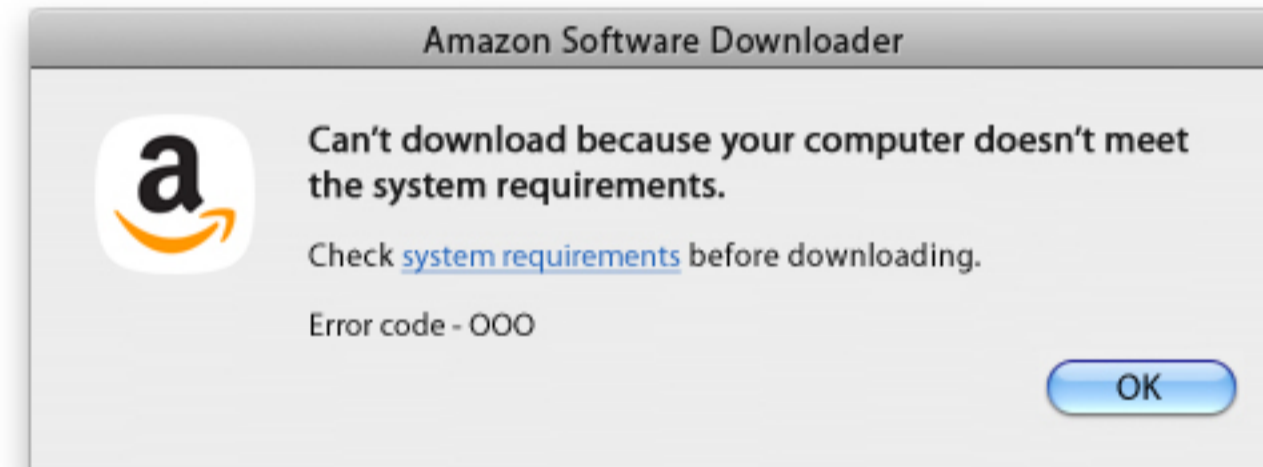
Service Down

The Client stops downloading because Amazon service is down



Unsupported OS

The Client cannot run due to an unsupported OS



Upgrade Required

The Client stops running because its version is outdated



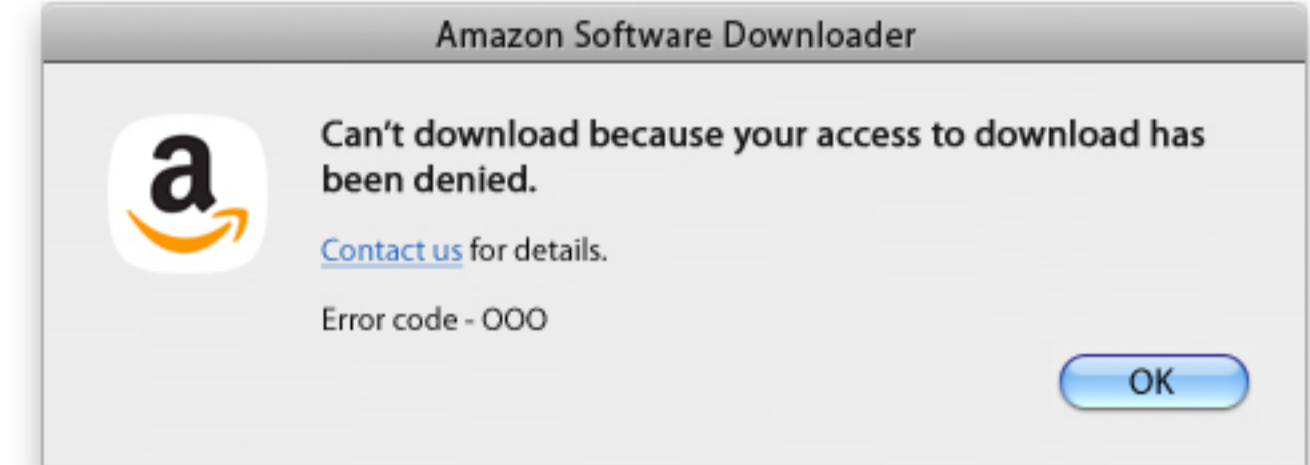
User Not Authenticated

The Client cannot run because user is not signed into Amazon.com



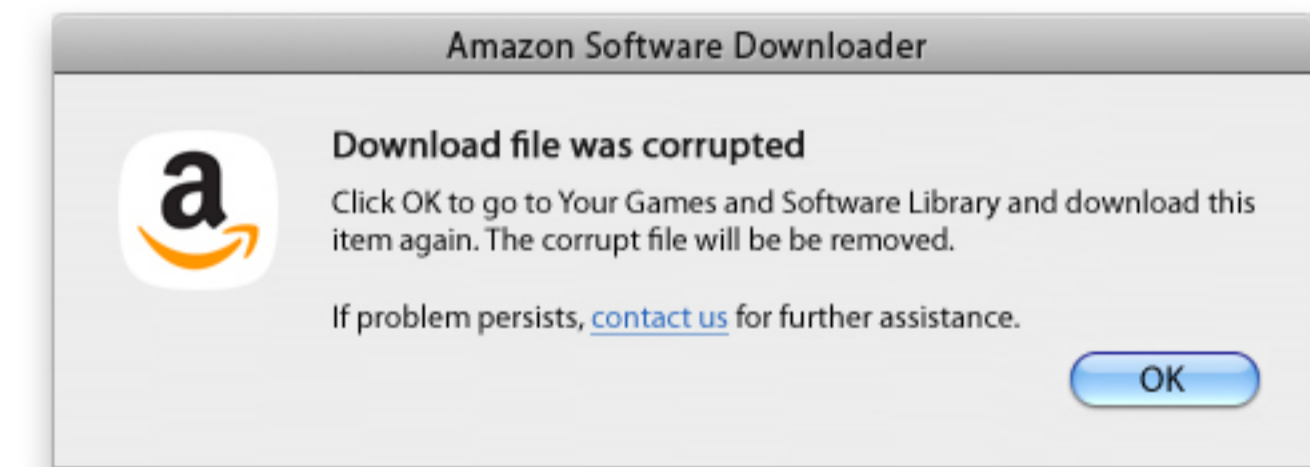
User Blacklisted

The Client cannot run because the user is blacklisted



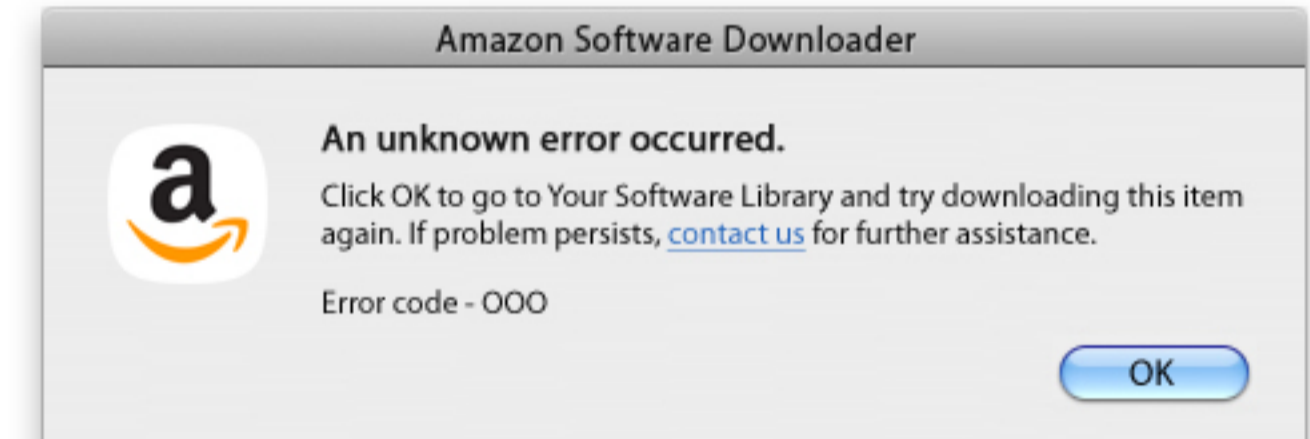
File Corrupt

The Client cannot complete download

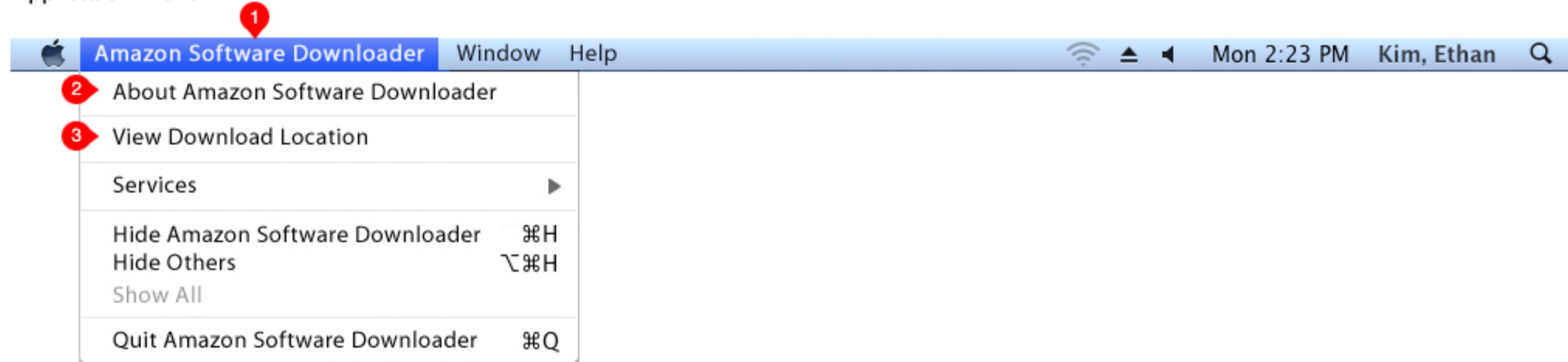


Unknown Errors

The Client stops running because undefined errors occur



Application Menu



1 Application Title
Display either <Amazon Software Downloader> or <Amazon Game Downloader>
Keep two binary files (one for software and the other one for games)
Apply a correct Client name consistently to all menu system

2 About
Display the about window

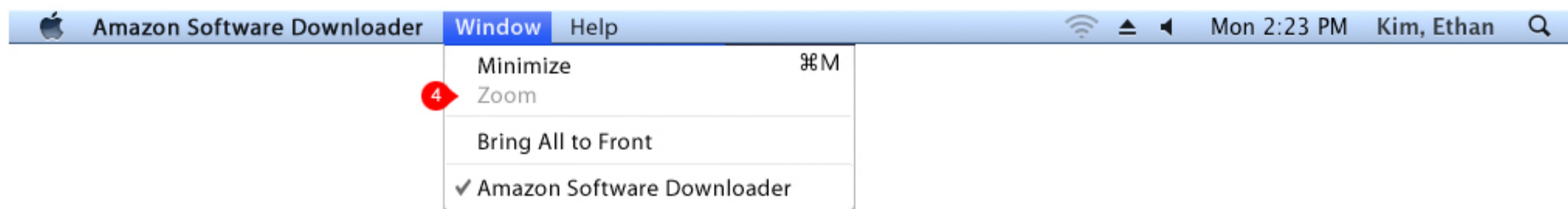


3 View Download Location
Open the Finder with download item highlighted

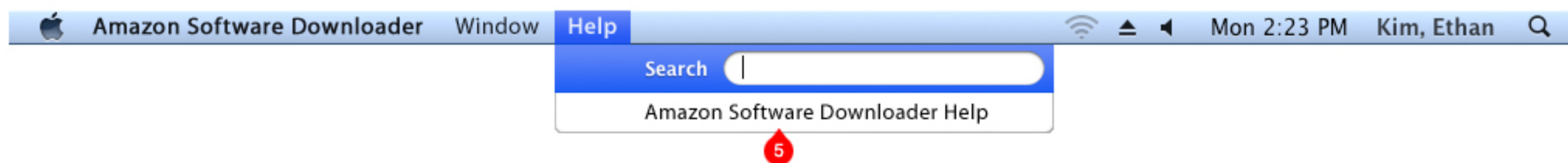
4 Zoom
Display inactive zoom menu - Client UI cannot be maximized

5 Help
Open up a browser and go to amazon.com > Digital > Games & Software Downloads

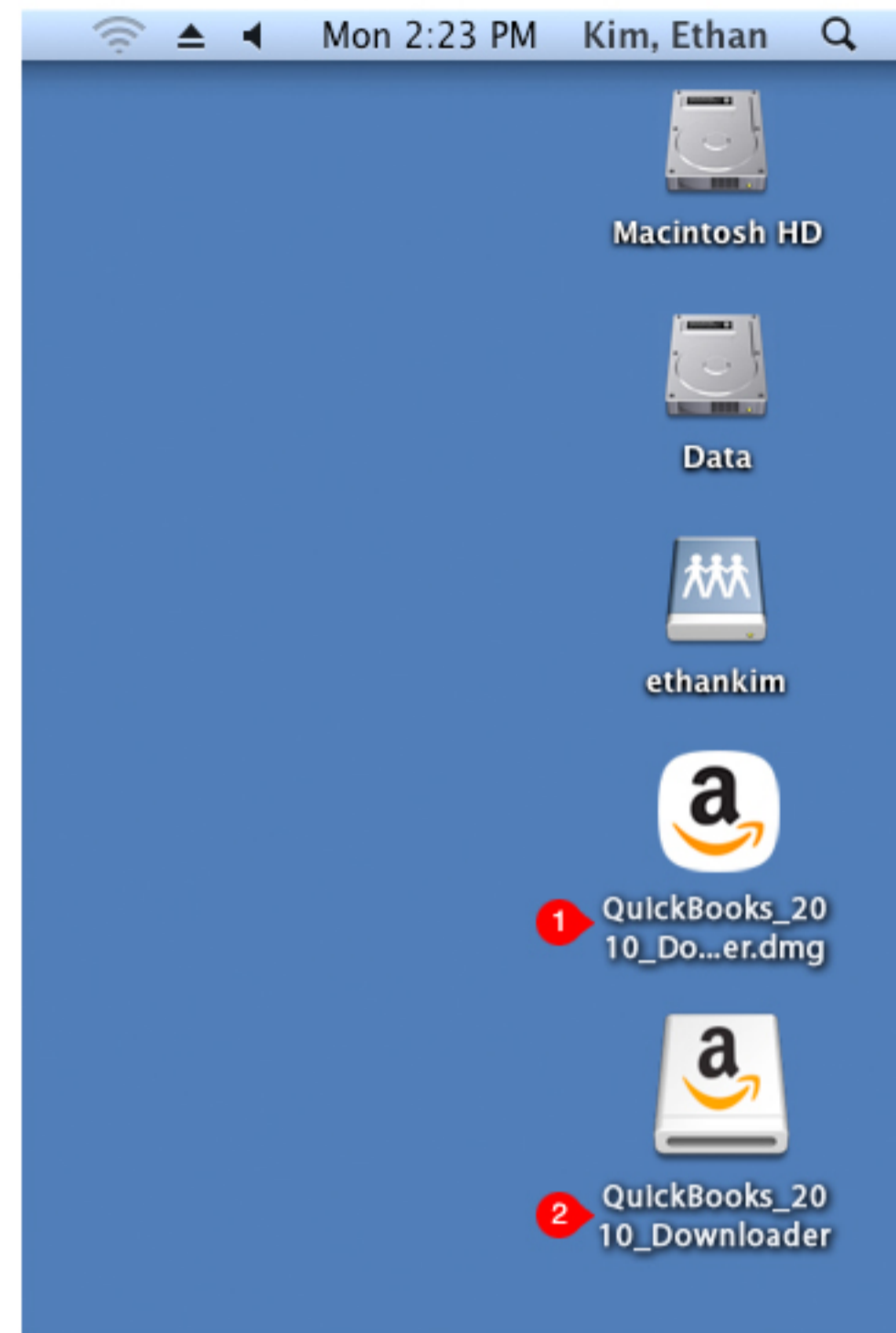
Window Menu



Help Menu



Files on Desktop



Disk Image



Application



- 1 Seed File (.dmg) Name**
Use a specific download title name and add "_Downloader" at the end of file name
Replace spaces with underscores
- 2 Disk Image Name**
Apply the same rule for the seed file name
- 3 Disk Image Title**
Apply the same rule for the seed file name
- 4 Application Name on Disk Image**
Apply the same rule for the seed file name
- 5 Application Title**
Display either "Amazon Software Downloader" or "Amazon Game Downloader"

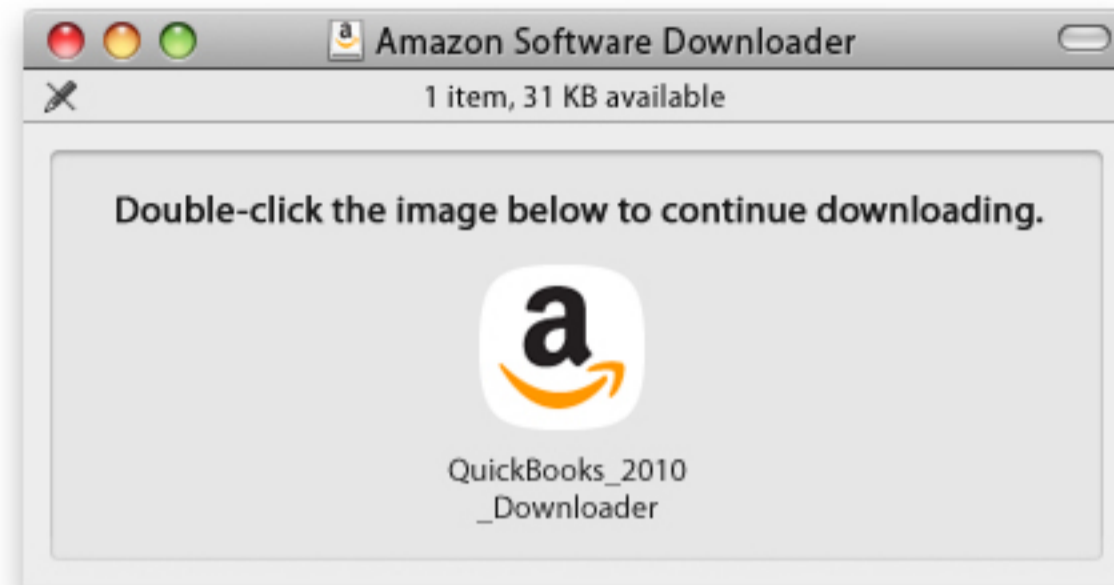
6.1 LAUNCH FLOW

Safari Browser

MICRO DOWNLOAD CLIENT UX

Retail Website

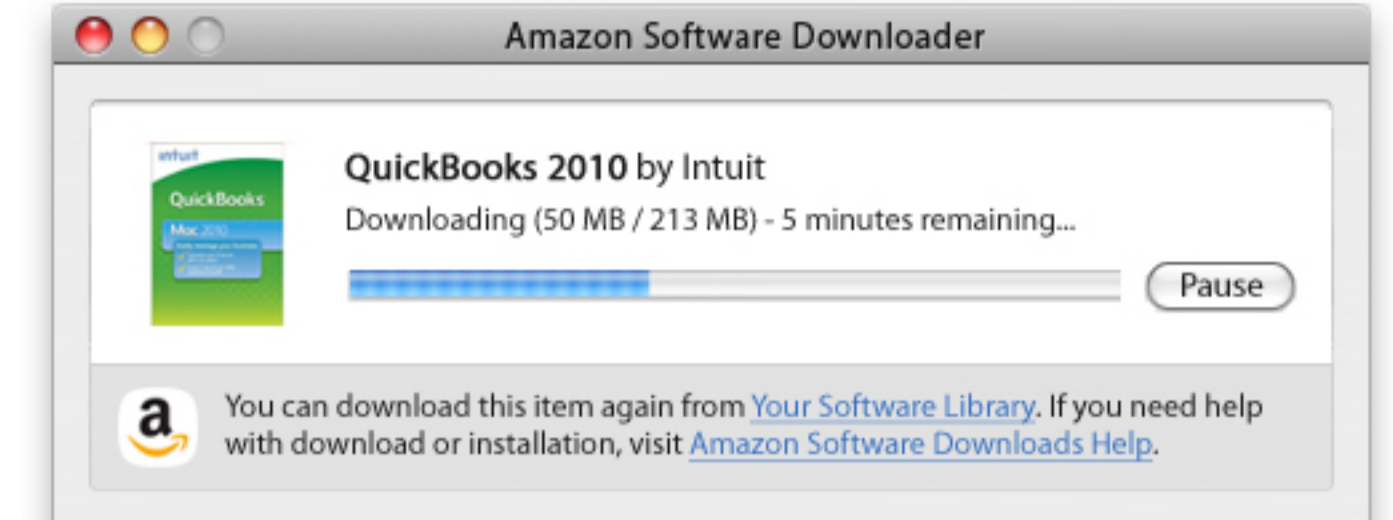
Step 1
Double-click application icon



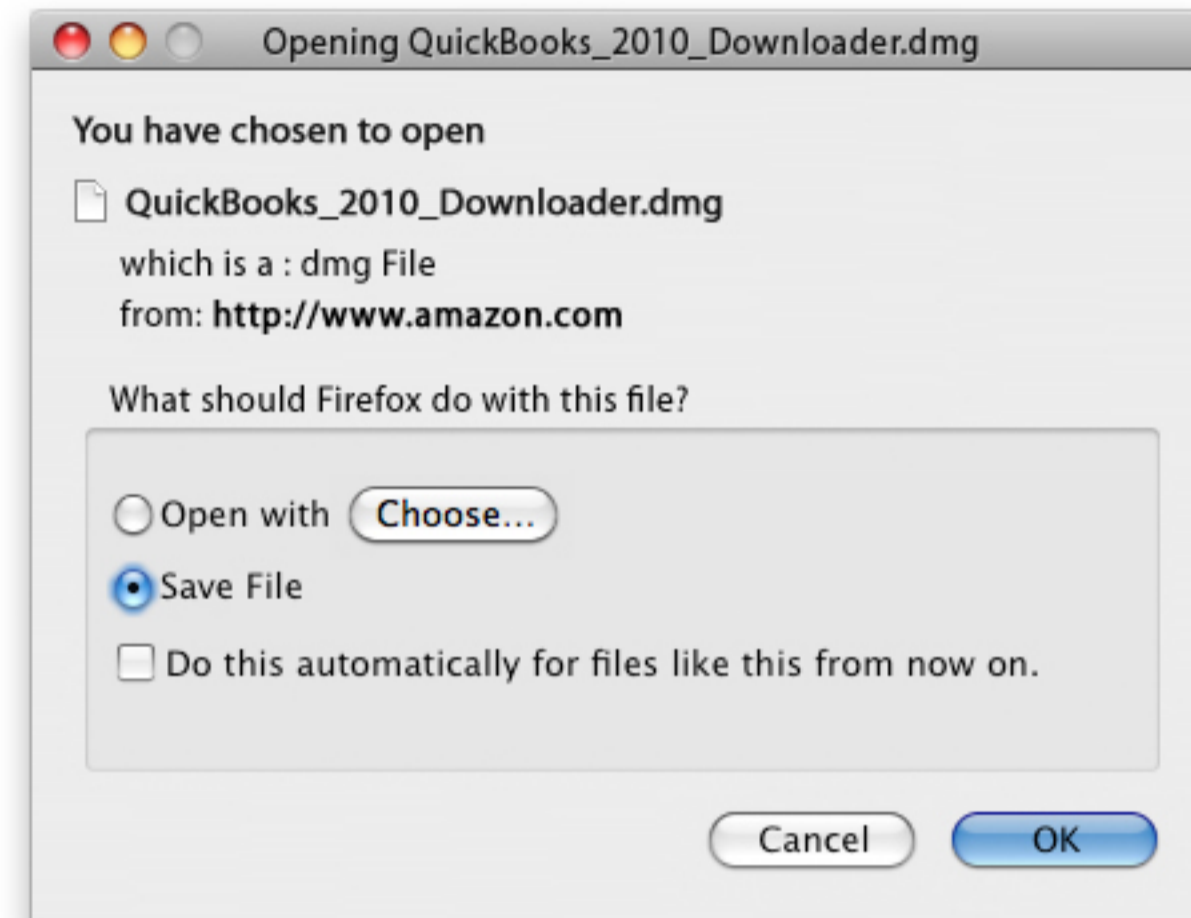
Step 2
Click Open



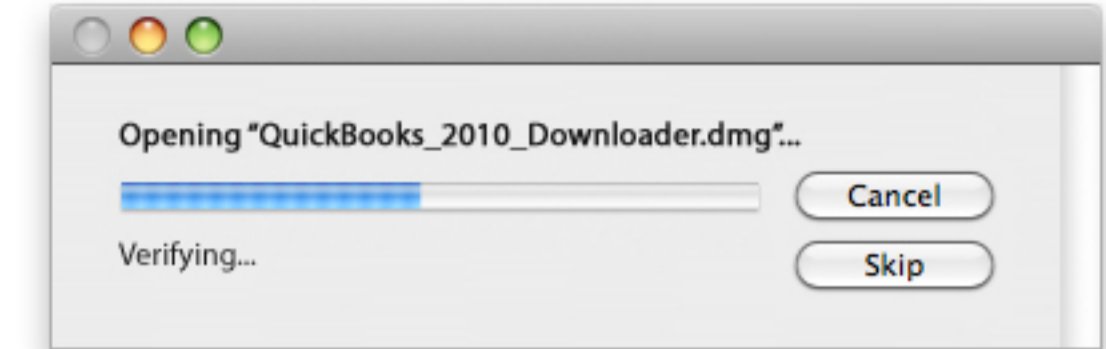
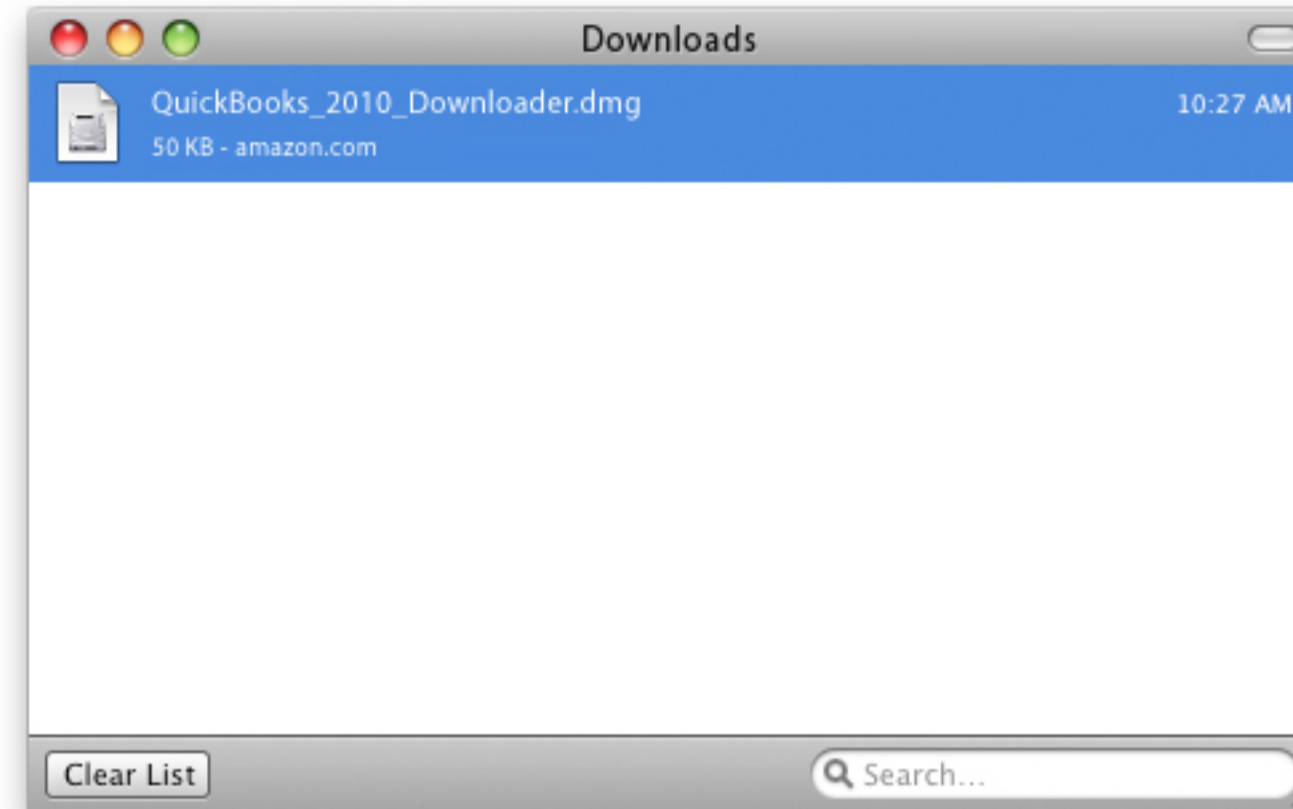
Step 3
Client launches and starts downloading



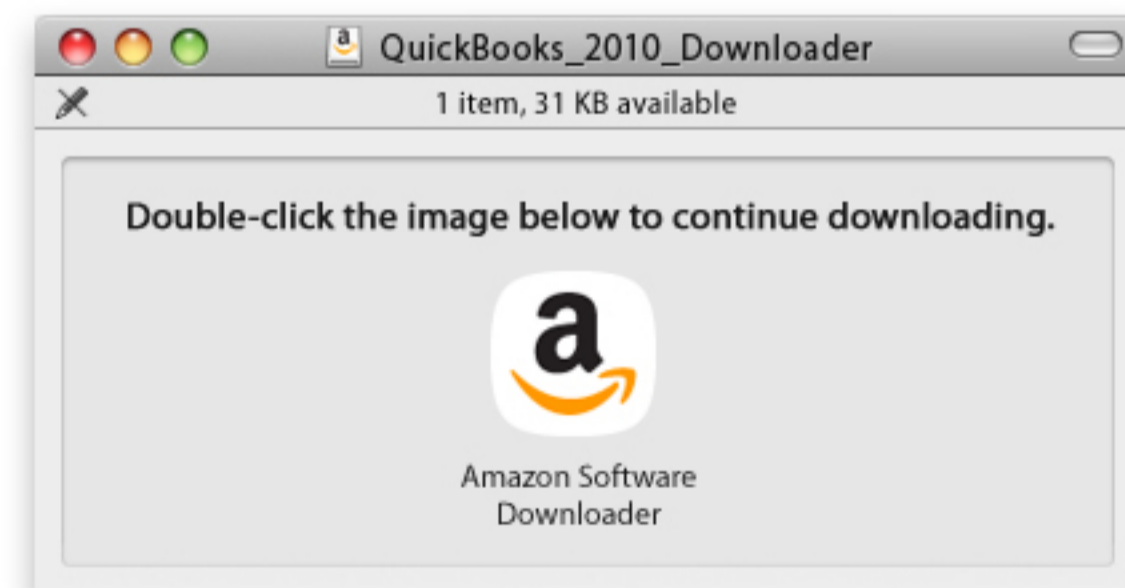
Step 1
Select to Save File and click OK



Step 2
Double-click file



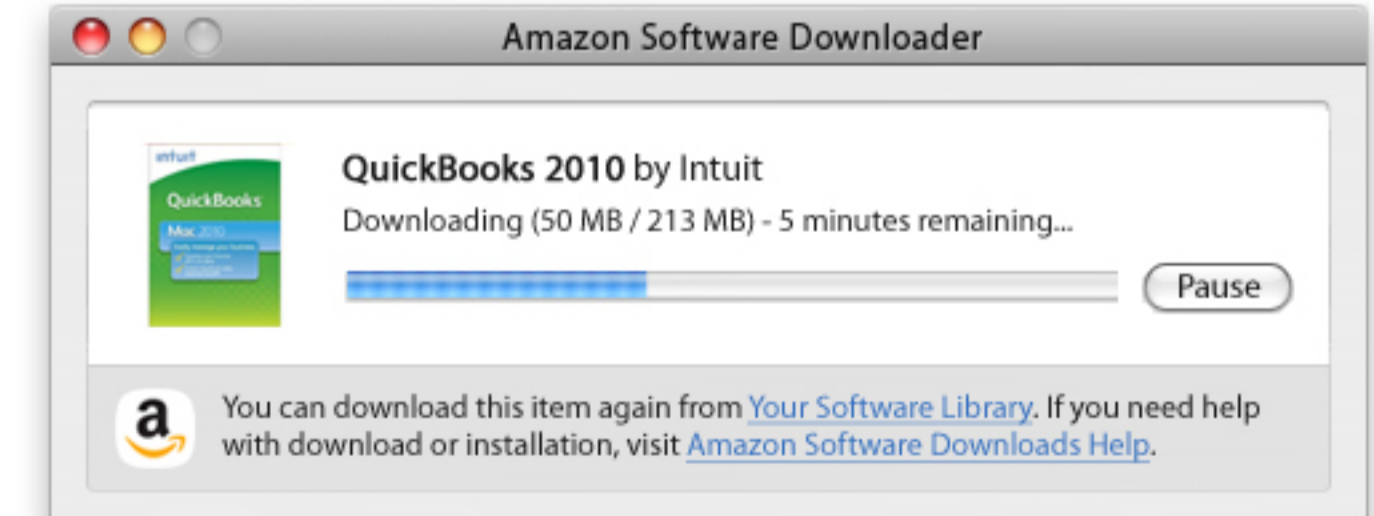
Step 3
Double-click application icon



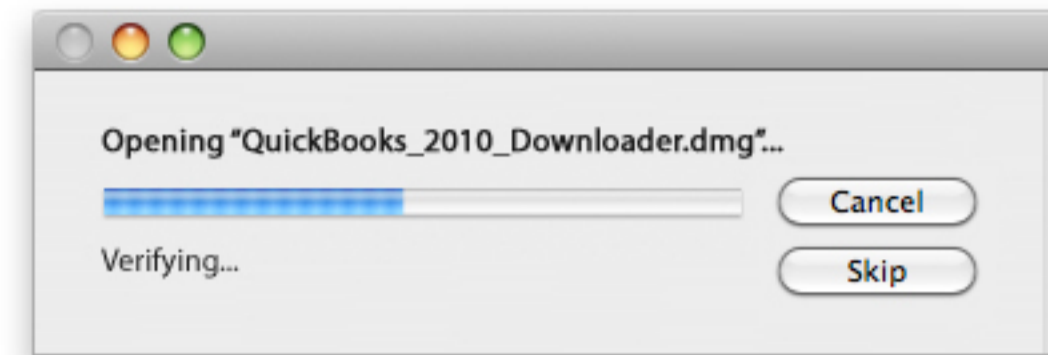
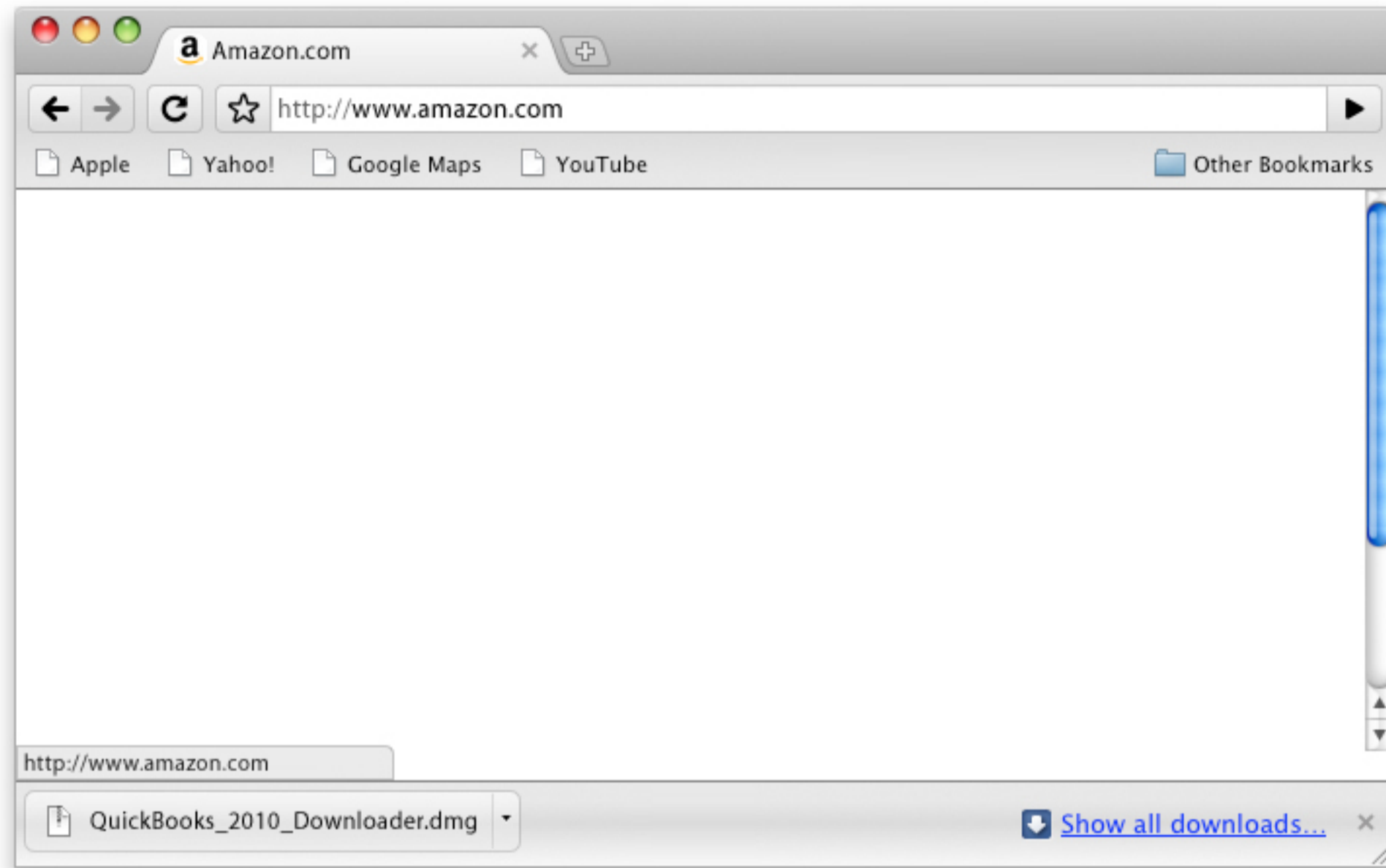
Step 4
Click Open



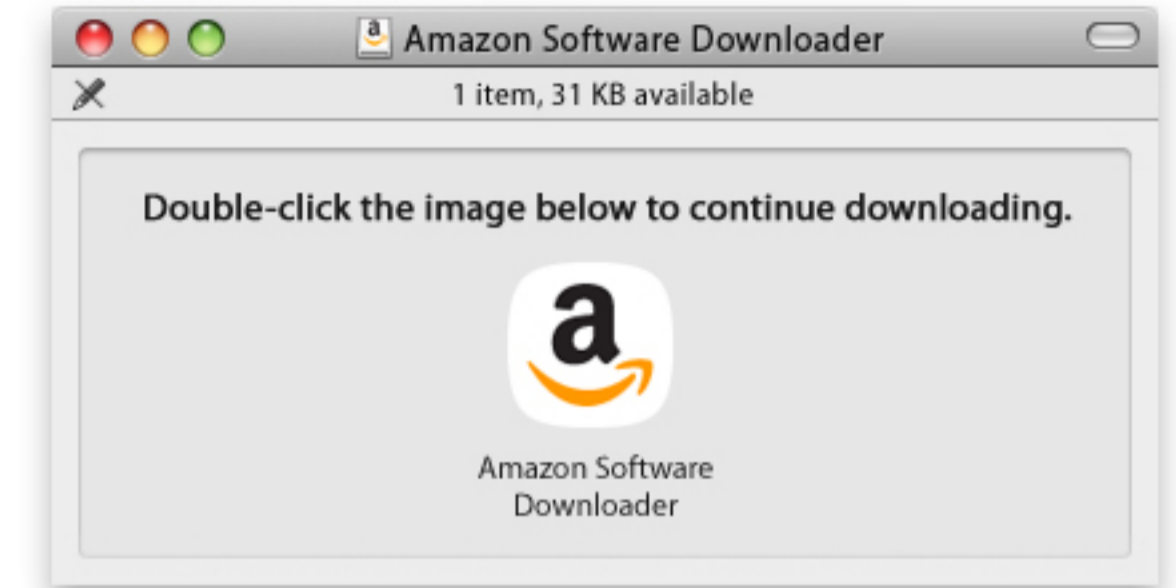
Step 5
Client launches and starts downloading



Step 1
Click .dmg file



Step 2
Double-click application icon



Step 3
Click Open



Step 4
Client launches and starts downloading





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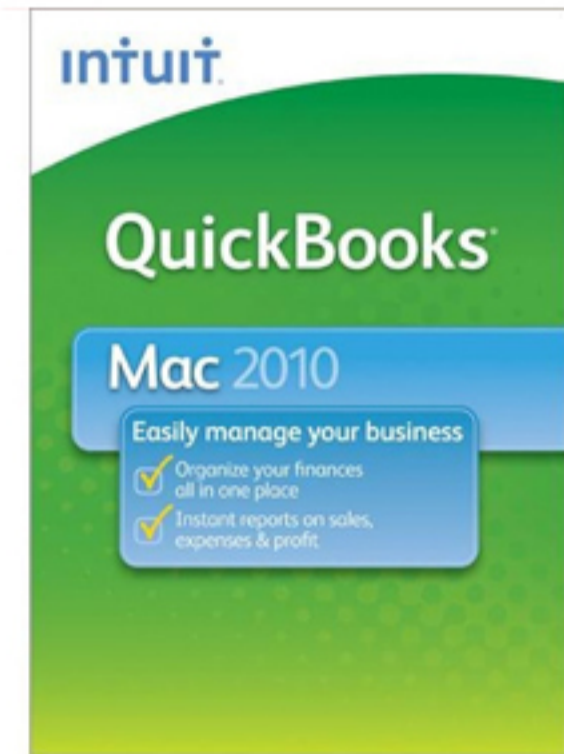
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- 1 **Client Launch**
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1. Save the Downloader file

A window may open asking if you want to save the file. Click "Save File." Double-click on the file from the location you saved it.



2. Double-click the image

Double-click on the image to continue.



3. Click "Open"

A window will open asking if you want to open the file. Click "Open."

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1 Client Launch Flow

Client launches by following the browser-specific on-screen instruction (See 6-1 through 6-3 for details). On Safari browser, customer goes through minimum steps as follows:



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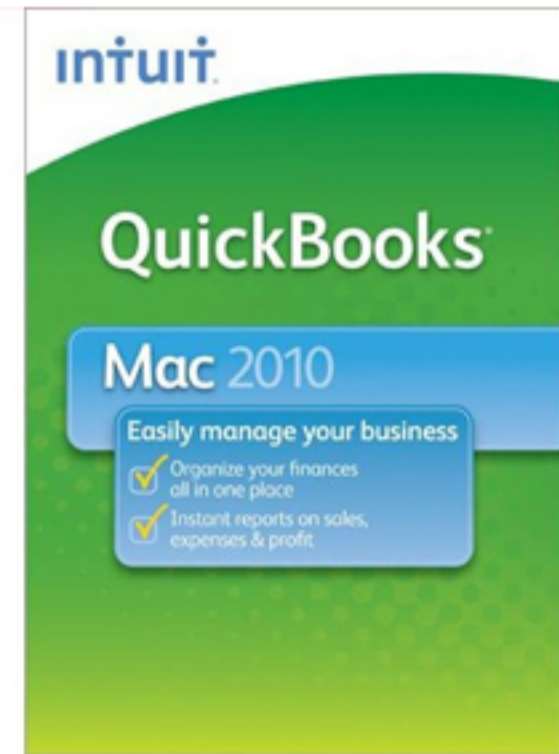
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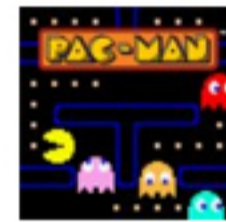
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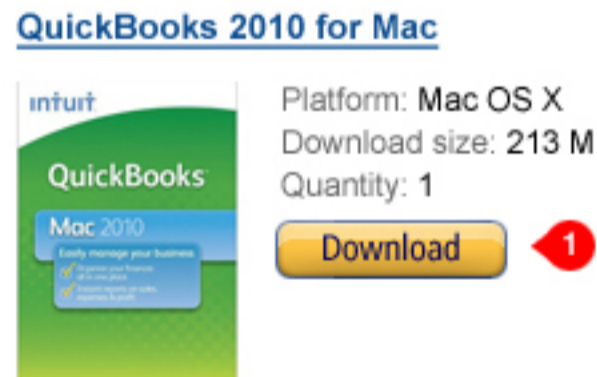
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