A Web Page

https://

Title of Website

Home | News Articles | Forums | Games | Online Blog | Social Media

Explanation of what the purpose of this application is and why its it important. Additional details include information on how to navigate the site and where to continue after the home page.

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.
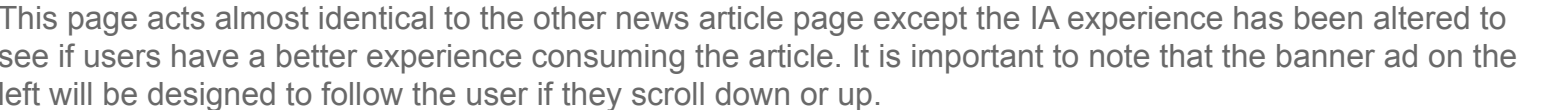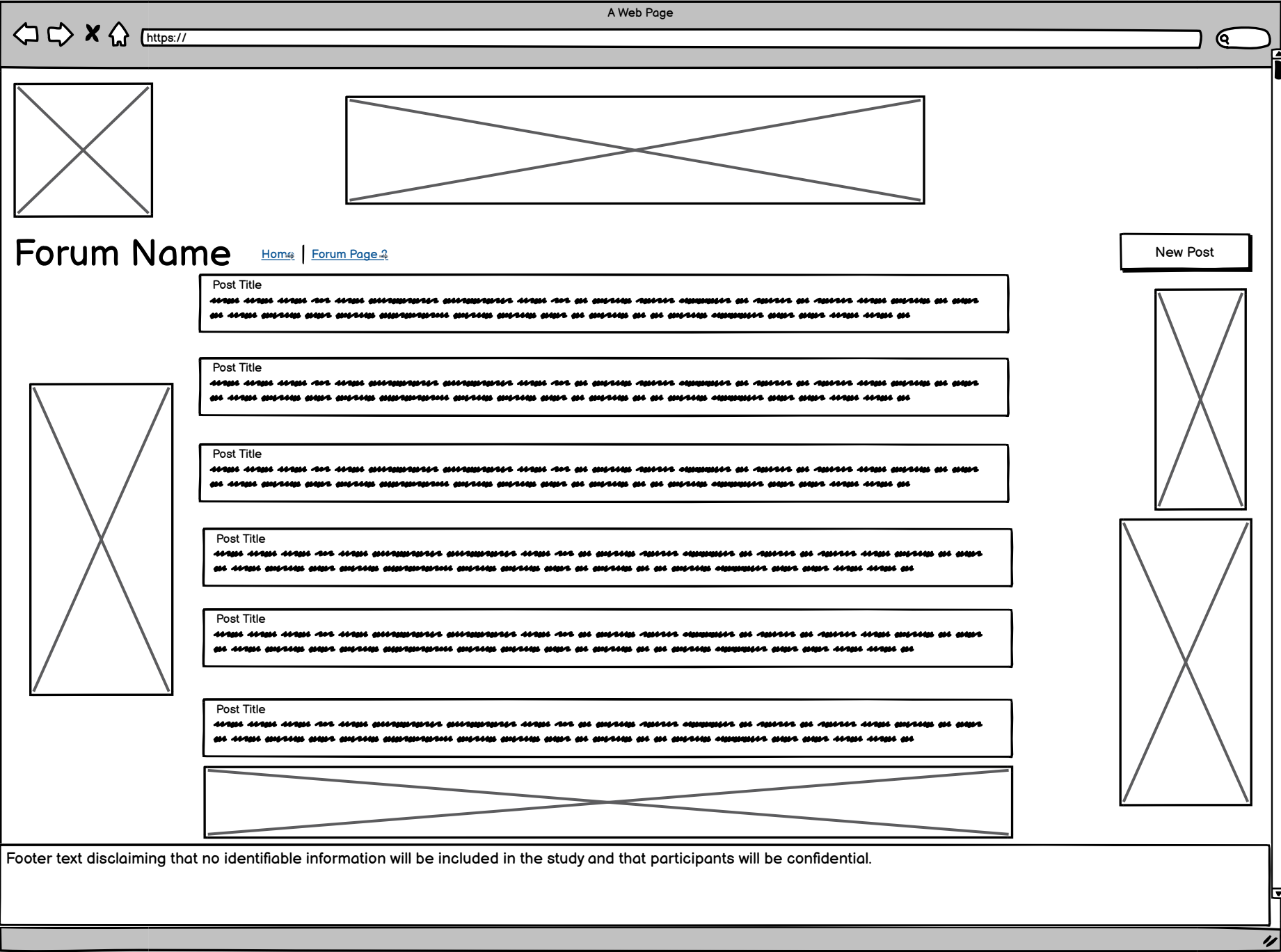
This is the home page. Its purpose is to inform the user of why this application exists and the purpose it serves. The instructions will be written here so that the user knows what I, the researcher, am expecting of them. The user would read this page and have a general idea of what needs to be accomplished. The navigation tabs have been switched out for a row of buttons that take users to that topic. This keeps the same functionality as before but take up less space and looks more professional.
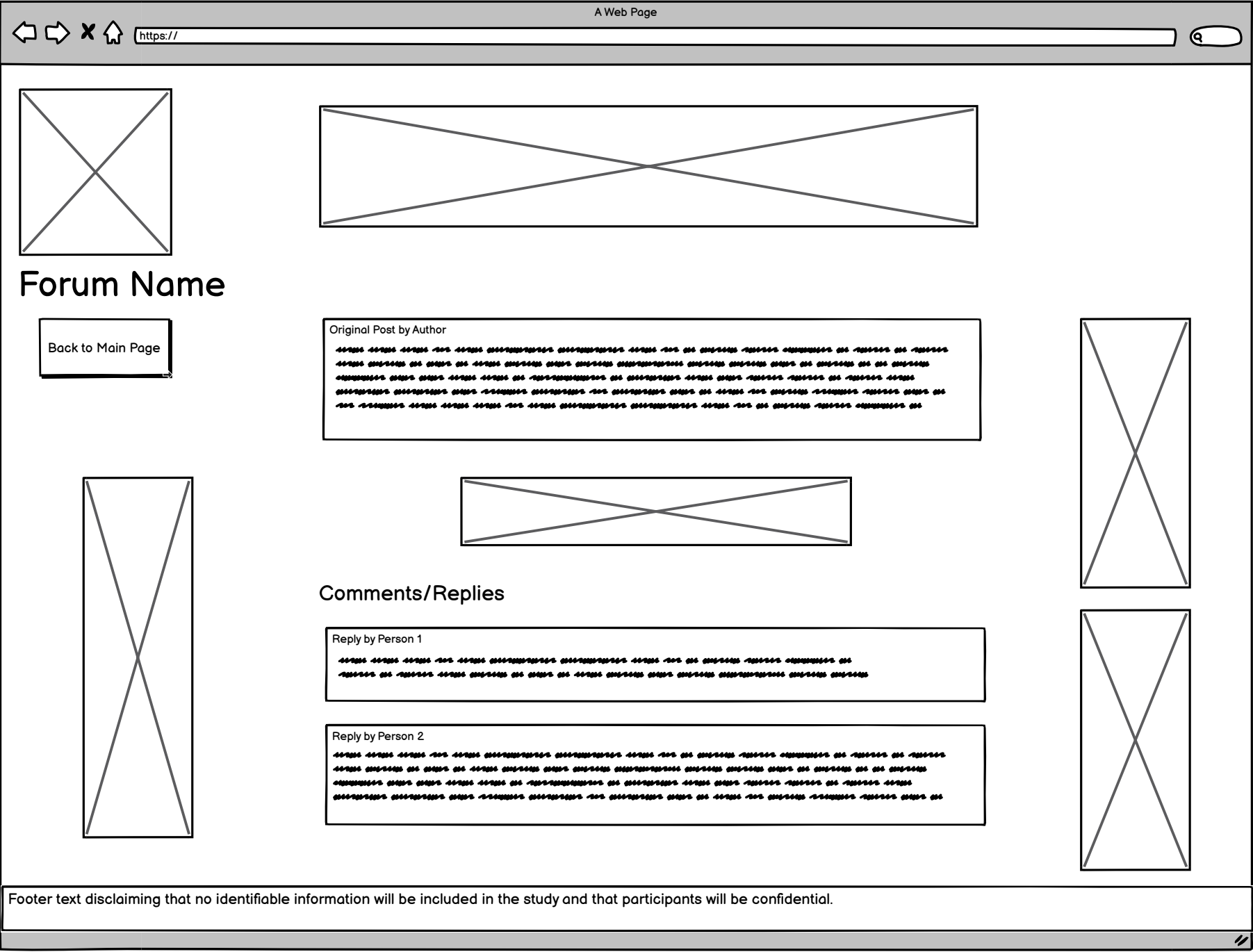
A Big Title
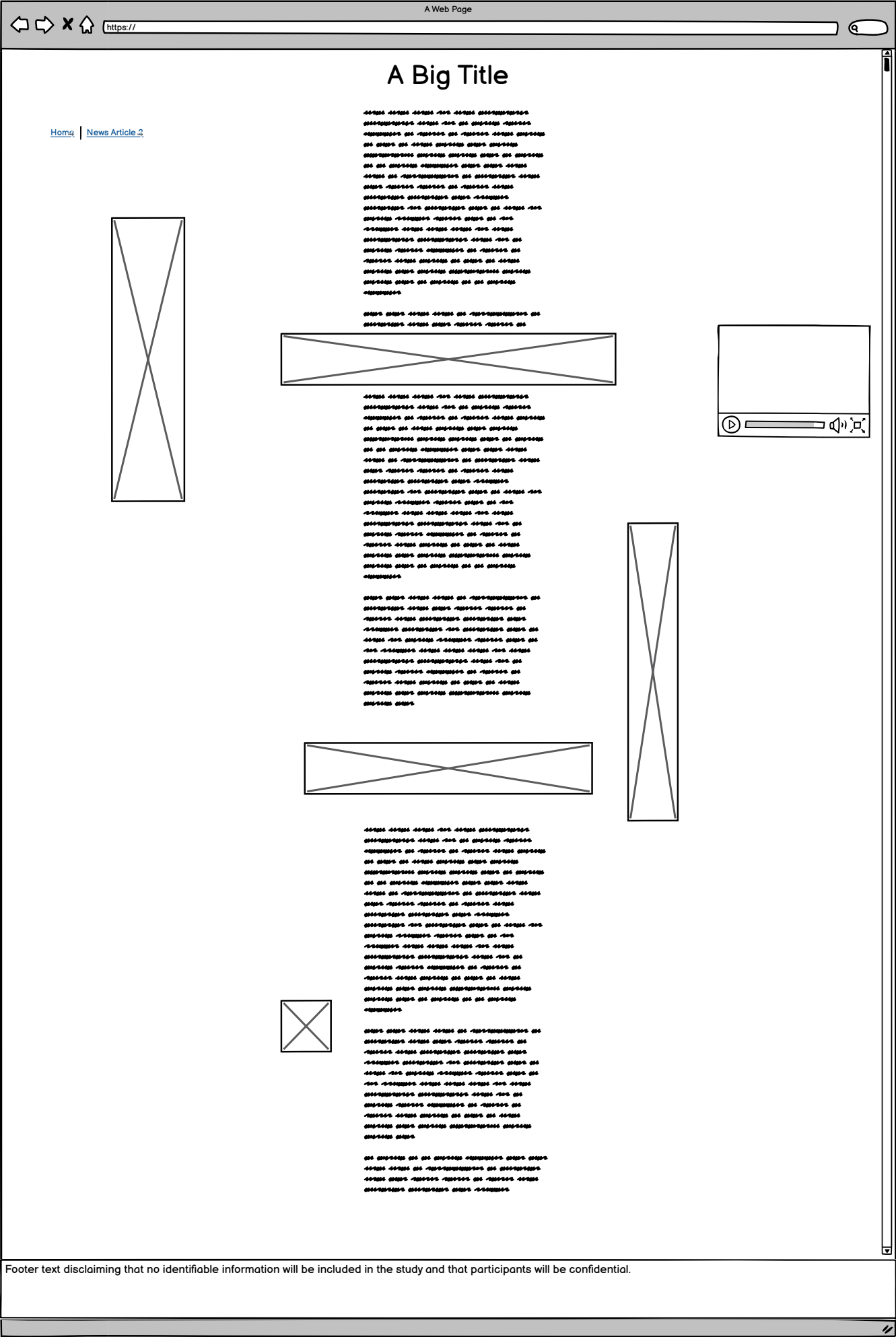
This is one of two webpages designed to look like a standard news article that a person would encounter whilst browsing the internet. The user would read the article like a normal one and interact with a normal ad experience similar to that of an actual news site.

A Web Page

https://

A Big Title

Home | News Article

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This page acts almost identical to the other news article page except the IA experience has been altered to see if users have a better experience consuming the article. It is important to note that the banner ad on the left will be designed to follow the user if they scroll down or up.

A Web Page

https://

Forum Name   Home | Forum Page 2

New Post

Post Title
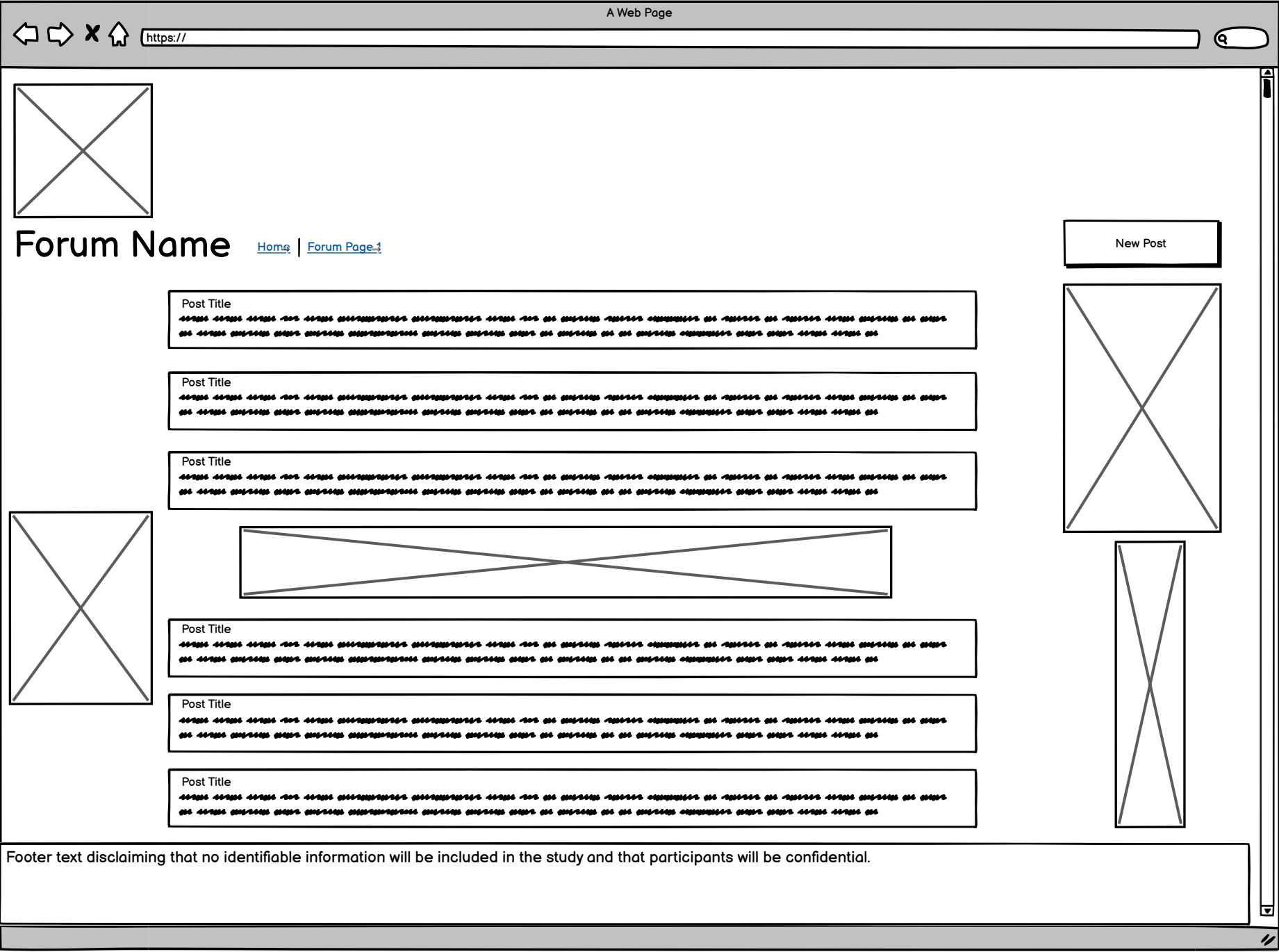
Post Title

Post Title

Post Title

Post Title

Post Title

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

This is the first forum page that again is modeled to look like a real forum website on the internet. The digital marketing experience is also supposed to closely follow that of an actual forum site. The user would need to view and interact with the page as if they were visiting this site.

A Web Page

https://

Forum Name

Back to Main Page

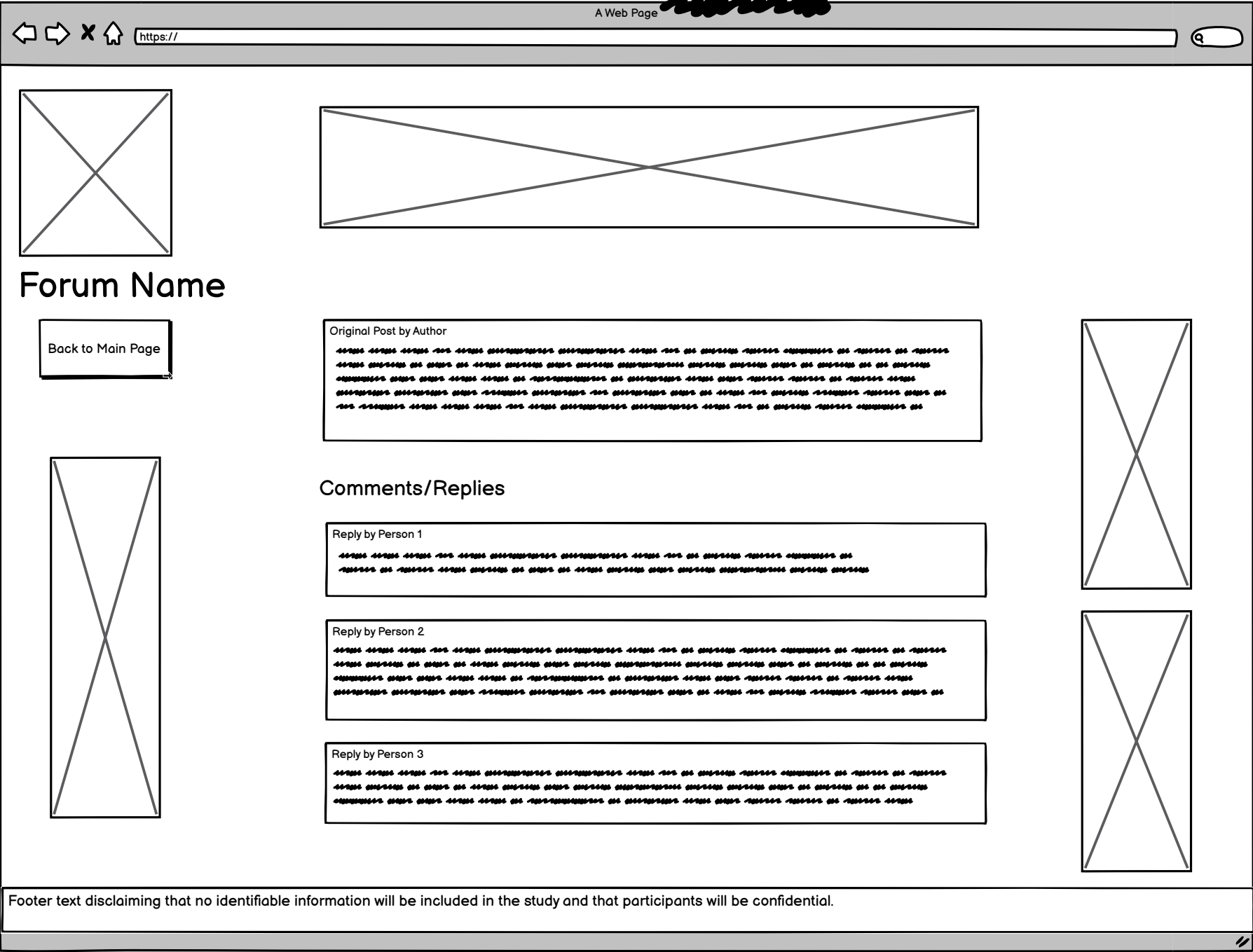Original Post by Author

Comments/Replies

Reply by Person 1

Reply by Person 2

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

This page demonstrates how the user would look at a post plus its replies on the first version of the website. I made a separate page for each type because I was unsure if I could switch the types based off of the previous page the user came from.

A Web Page

https://

Forum Name

Title of Post

Back

Body of Post

Post

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

This is the page where the user can make a new post to the "forum". They can title their post in the upper text box and write the body of their post in the bigger textbox just below. If they choose not to write a post they can click the "back" button to go back to the main page. The post button will "post" their new post to the top of the main page.

A Web Page

https://

Forum Name   Home | Forum Page 1

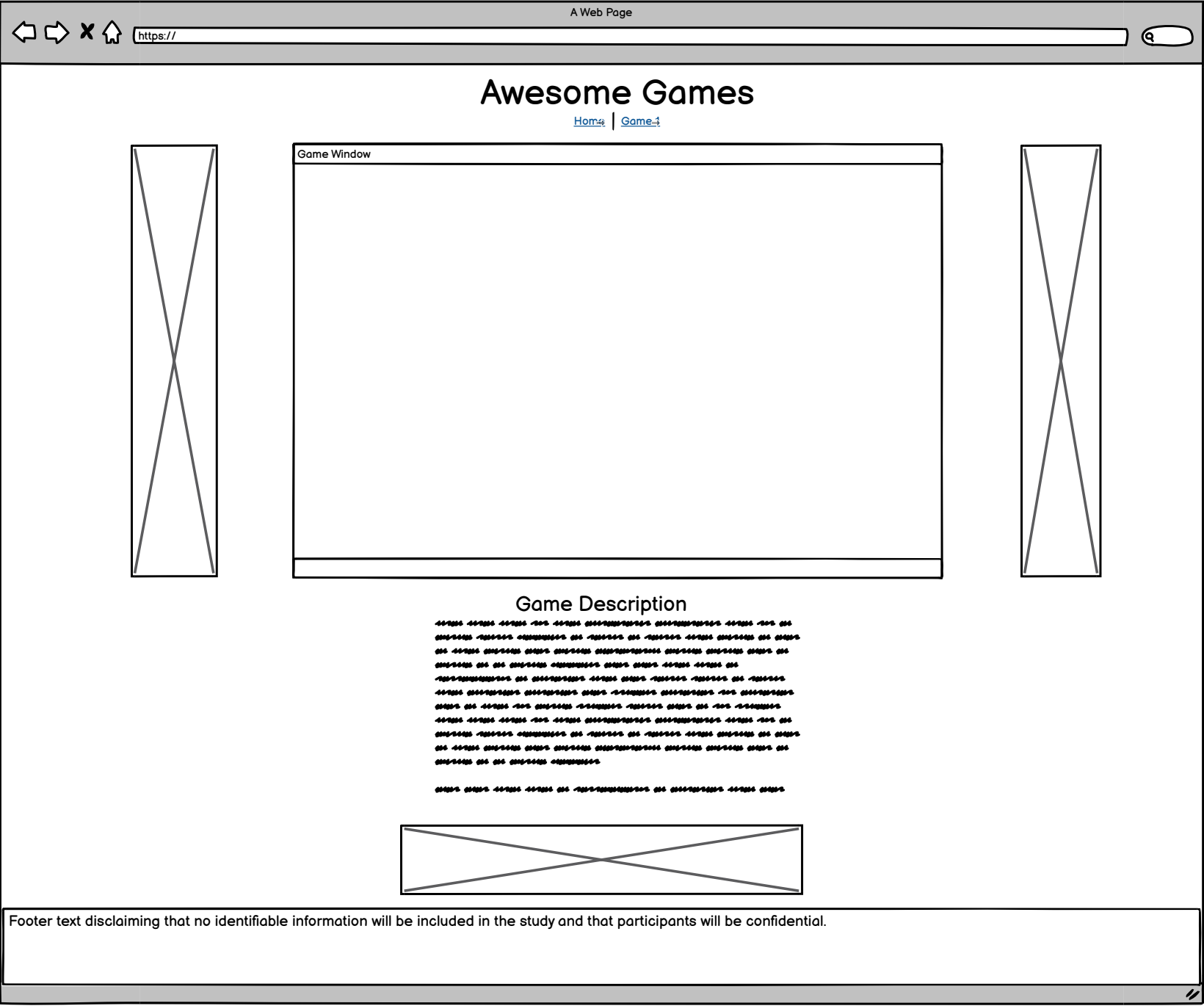New Post

Post Title

Post Title

Post Title

Post Title

Post Title

Post Title

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

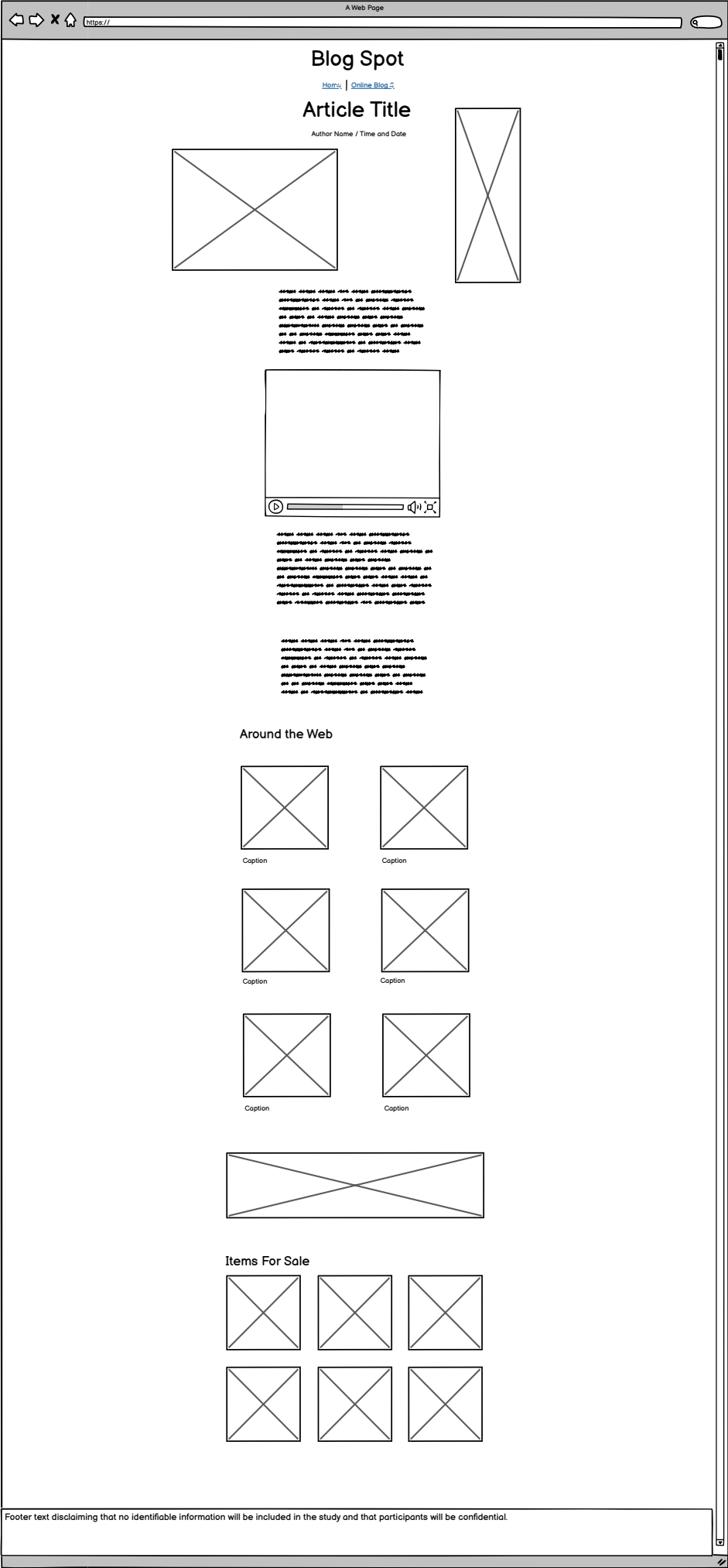Similarly to the second news article page this page has also had its IA experience changed to an altered version to see if the user has a better experience whilst visiting this site.

A Web Page

https://

Forum Name

Back to Main Page

Original Post by Author

~~~~~~

Comments/Replies

Reply by Person 1

~~~~~~

Reply by Person 2

~~~~~~

Reply by Person 3

~~~~~~

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

This is the post view page for the second version of the forum page. This version gets rid of the ad in between the original post and the replies to that original post.

A Web Page

https://

Forum Name

Title of Post

Body of Post

Back

Post

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

This page is not different at all from the other version simply because nothing really needed to be changed from the other version except for the button to be linked to the different version.

A Web Page

https://

Awesome Games

Home | Game 2

Game Window

Game Description

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.
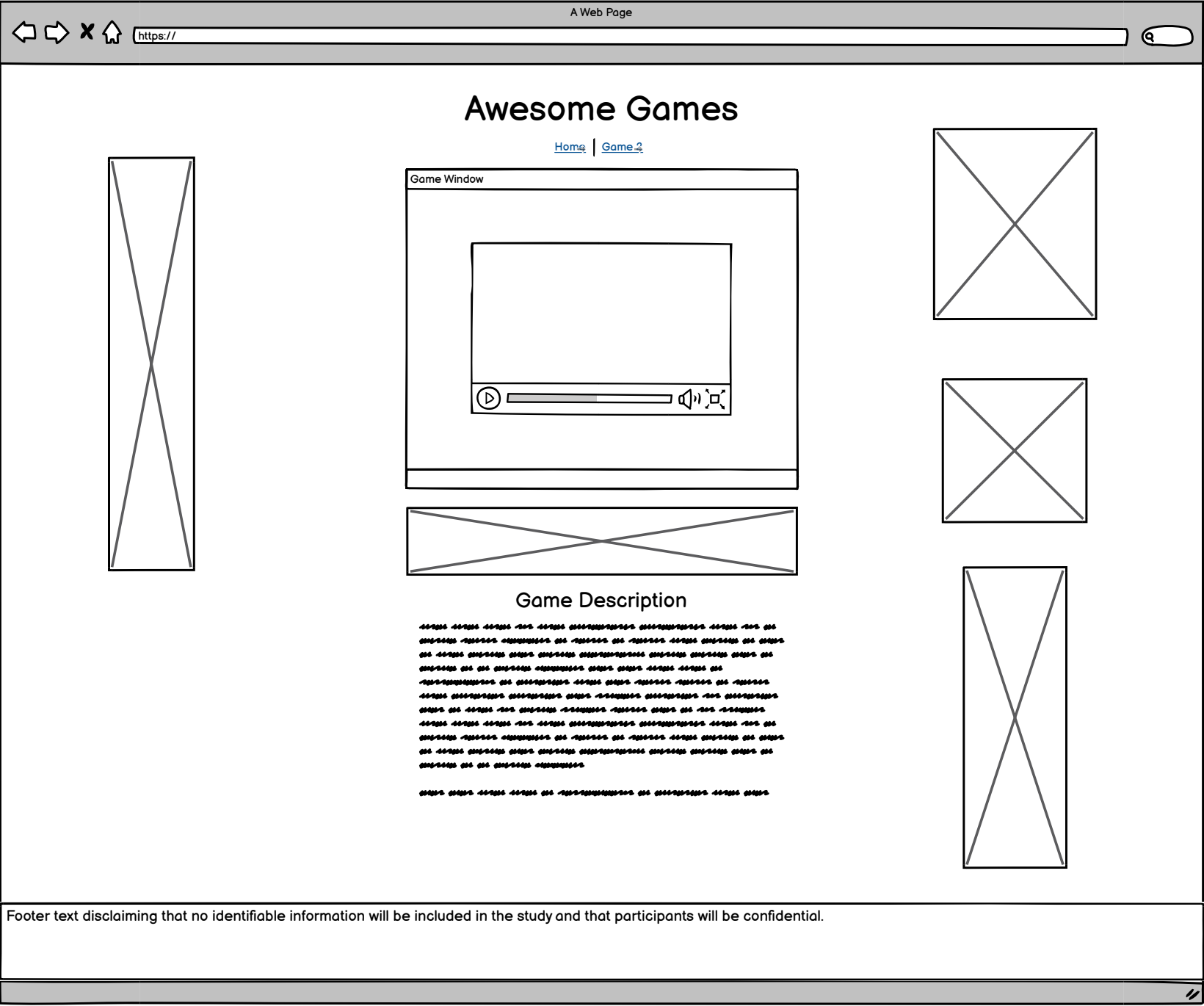
This is the first game page where a user will play a game as the ads on the screen change. The goal is to have the ads change every 30-45 seconds. The video player within the game window is supposed to represent a video that will play before the user can play the game.

A Web Page

https://

Awesome Games

Home | Game

Game Window

Game Description

ʬʬʬ ʬʬʬ ʬʬʬ ʬʬ ʬʬʬ ʬʬʬʬʬʬ ʬʬʬʬʬʬʬ ʬʬʬ ʬʬ ʬʬ ʬʬʬʬ ʬʬʬ ʬʬʬʬʬ ʬʬ ʬʬʬʬ ʬʬ ʬʬʬʬ ʬʬʬ ʬʬʬ ʬʬ ʬʬʬ ʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬʬʬʬ ʬʬʬ ʬʬʬʬ ʬʬ ʬʬ ʬʬʬʬ ʬʬ ʬʬ ʬʬʬʬ ʬʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬ ʬʬʬʬʬʬʬʬ ʬʬ ʬʬʬʬʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬʬ ʬʬʬʬ ʬʬ ʬʬʬ ʬʬʬ ʬʬʬʬʬʬʬ ʬʬʬʬʬ ʬʬʬ ʬʬʬʬʬ ʬʬʬʬʬʬ ʬʬʬ ʬʬʬʬʬ ʬʬʬ ʬʬ ʬʬʬʬ ʬʬ ʬʬʬʬʬ ʬʬʬʬʬ ʬʬʬʬ ʬʬʬ ʬʬ ʬʬ ʬʬʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬ ʬʬʬ ʬʬʬʬʬʬ ʬʬʬʬʬʬʬ ʬʬʬ ʬʬ ʬʬ ʬʬʬʬʬ ʬʬʬʬ ʬʬʬʬʬʬ ʬʬ ʬʬʬʬ ʬʬ ʬʬʬʬ ʬʬʬ ʬʬʬ ʬʬ ʬʬʬ ʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬ ʬʬʬʬʬʬ ʬʬʬ ʬʬ ʬʬʬʬ ʬʬ ʬʬ ʬʬʬʬ ʬʬʬʬʬʬ

ʬʬʬ ʬʬʬ ʬʬʬ ʬʬʬ ʬʬ ʬʬʬʬʬʬʬ ʬʬ ʬʬʬʬʬʬ ʬʬʬ ʬʬʬ

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

Again, this page aims to see the difference in attitude/satisfaction when interacting with internet advertising. The goal is to observe the difference between the attitude towards current IA methods vs. altered versions.

A Web Page

https://

Blog Spot

Home | Online Blog

Article Title

Author Name / Time and Date

Around the Web

Caption

Caption

Caption

Caption

Caption

Caption

Items For Sale

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

This is the blog page with altered ads. The goal was to try and see if the experience was improved compared to the normal version base on user feedback.

A Web Page

https://

Blog Spot

Home | Online Blog 1

Article Title

Author Name / Time and Date

(body text)

(body text)

(body text)

Around the Web
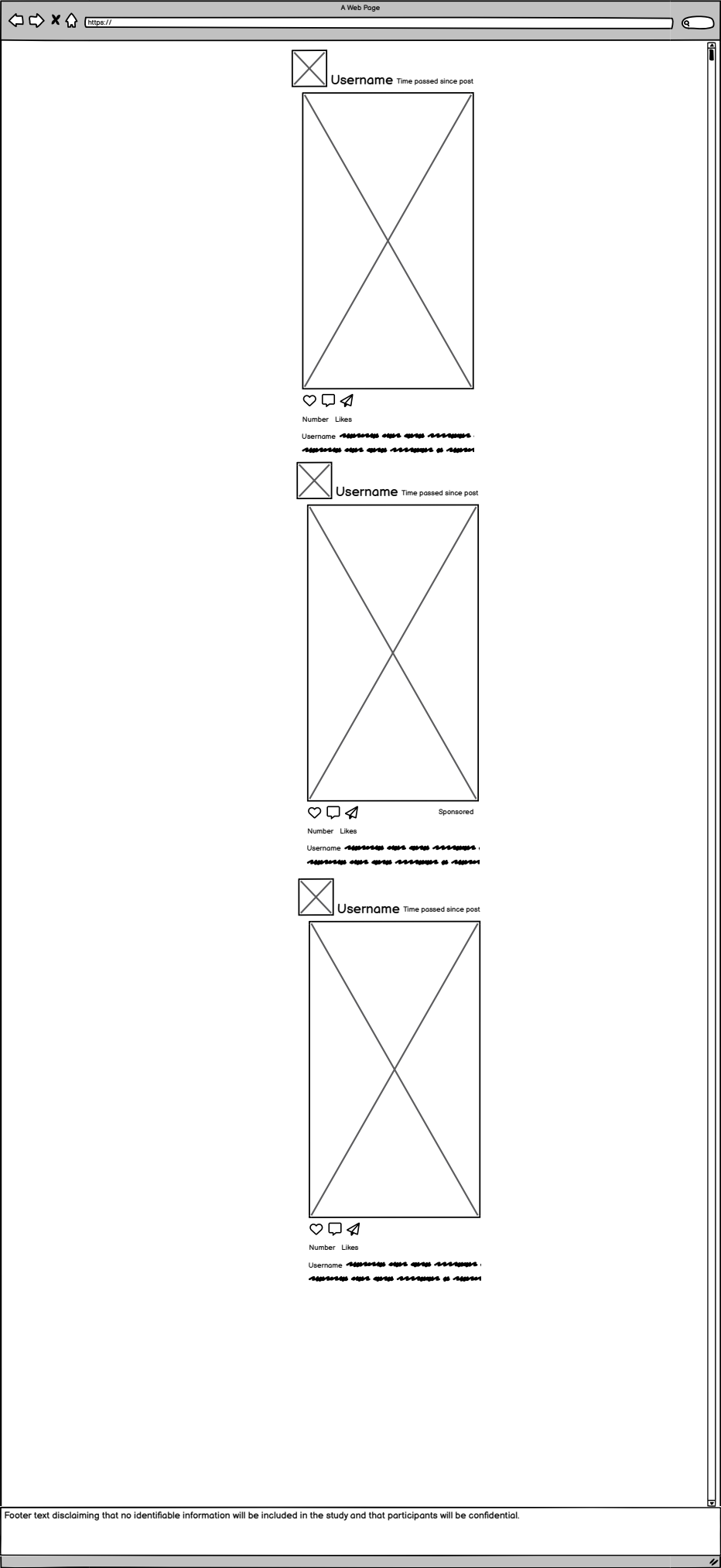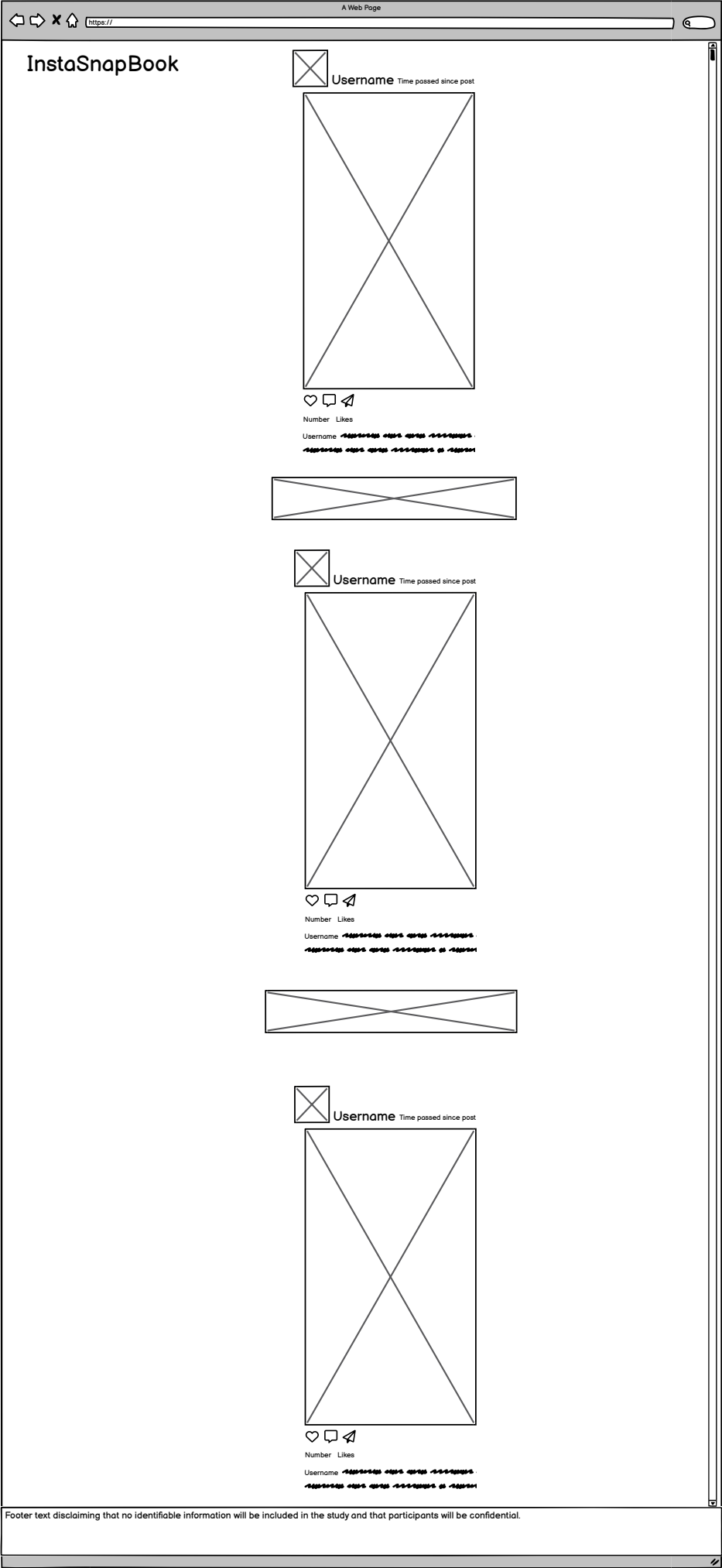

Caption

Caption

Caption

Caption

Caption

Caption

Footer text disclaiming that no identifiable information will be included in the study and that participants will be confidential.

This is the blog page with altered ads. The goal was to try and see if the experience was improved compared to the normal version base on user feedback.

This is the the first social media page. This is the unaltered version so users would interact with the page normally and base the comparisons off of it.

A Web Page

https://

InstaSnapBook

Username Time passed since post

Number Likes

Username

Username Time passed since post

Number Likes

Username

Username Time passed since post

Number Likes

Username

This is the altered social media page. It was designed with Instagram in mind to provide familiarity to the user. The altered ad experience its goal is to see if this version is better than the current way of advertising.