

Homepage Mockup

(1)The Logo of Parry Sound. At any point, the user may tap this logo to be taken back to the home-page.

(2) The “extra content” menu button may be tapped to see the navigation menu.

(3) The most pertinent buttons have been placed on the home-screen to allow users fast access to the most used menu features.

“Contact” will take the user to the bottom of the home-page, eliminating the need to load a new page on the device. (a waste of both time and data)

(4)The homepage of the mobile website for townofparrysound.com will showcase large high-resolution photographs of areas in Parry Sound. A scrolling slideshow will ensure that mobile users don’t miss out on any imagery.

(5) Arrows on either edge of the images will allow users to navigate through the slideshow, in case they want to see the previous image or read an interesting sounding article.

(6) Below the images will be a teaser headline and an indication that the user may tap to read more about the location pictured. Tapping on this area will take the users to a related article page.

(See Article Mockup)

(7) A series of coloured rectangles will hint to the users where they are in the image slideshow. Tapping a rectangle will allow the users to jump to another section of the slideshow.

(8) Current News and Events related to Parry Sound will be displayed on the homepage. Short titles and the first paragraph of the articles will be displayed, allowing residents and visitors to quickly scan all recent news.

Users may swipe to scroll through a limited number of recent events, or tap “News & Events Archive” (9) to see older articles.

Upcoming events, public meetings, and other related notices may be posted on the news ticker.

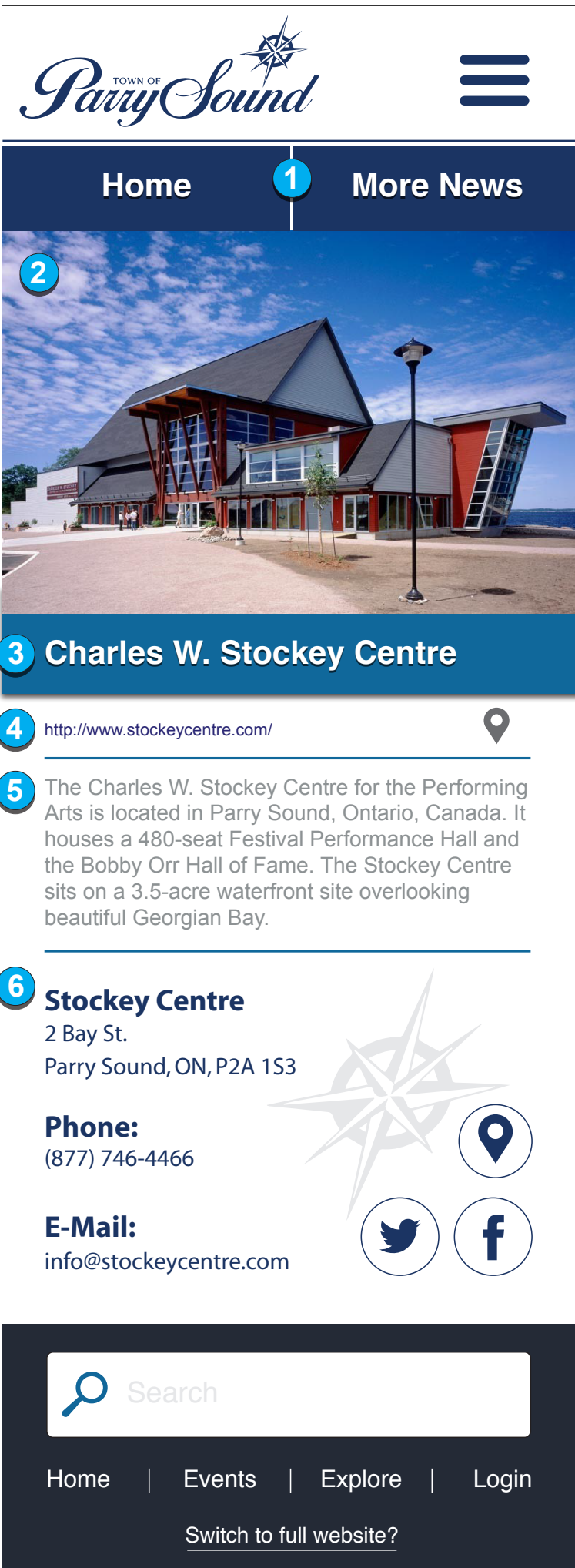
(9) A link to older articles is available in case users need to reference older information.

(10) Contact information for Parry Sound is available for users who are more comfortable speaking with a person over the phone, sending an e-mail, or through social networking. The mobile website will cater to all user needs.

Included is an icon that could pinpoint Parry Sound on the user’s preferred GPS app.

(11) The search capabilities of TownOfParrySound.com are very important and will be a main feature on the footer of each page. Accurate, targeted results will be easy to find!

(12) Menu links reiterated to ensure users will find where they need to go.



Article Mockup

(1) Once the user navigates to an article the two main-screen buttons change to accommodate the needs of the page. In this case the buttons have changed from “Menu” and “Contact” to a “home” button and a “more news” button .

The user will be able to get to the “Homepage” via the logo on the top left, but in many cases that is not the first instinct of every user.

Hak Studio ensures that all users will have an enjoyable experience browsing the web.

(2) The large image from the homepage stays with us but no longer scrolls unless there are multiple images related to the article, where we will use the image slideshow again.

(3) A big, bold title ensuring that users will know what they are looking at.

(4) If the business has a website we are able to link directly to their own page. The location icon on the right could also show the user the location of the featured business via the user’s preferred GPS application.

(5) A short blurb, or a long detailed description of the business can be placed here.

(6) Similar to the home-page, we have a section at the bottom where users may contact the featured business. Icons may be switched out if the business prefers other social networks or means of contact.

Navigation Menus Mockup

(1) When the user taps the extra-content button the menu will drop down from the top with menu options readily available.

(2) The click-able links are very clear. The tappable area is large and allows for any user to easily choose a menu option. Large buttons mean users with visual issues or larger hands will be able to easily navigate the menus. The large buttons could hold iconography or extra information.

(3) The search bar is readily available for the users who prefer that method of website navigation.

(4) The user may access Parry Sound's social networks using the icons below the search bar.

(5) Tapping anywhere on the darkened background will allow users to close the menu. Some users may prefer to tap the “extra content button” (1) to close the menu.

(6) Once a menu link is tapped, the sub-menu is revealed. A header and a blurb can be seen on the left side of the menu.

(7) The user may tap any of the sub-menu options to be taken to a related page.

(8) The user may tap “Back” to return to the main menu.

