



1.1 brief



Goals

- Release a subcom platform that is in line with venture backed best practice (i.e. barkbox, everlane, manpacks, etc; see larger list in appendix). More detail on what we consider best practices during each individual slide.
- Capable of scaling up for A/B testing (optional; TBD)
- If you asked *"If nothing else, what would the site look and act most like?"* **A: Barkbox.com**

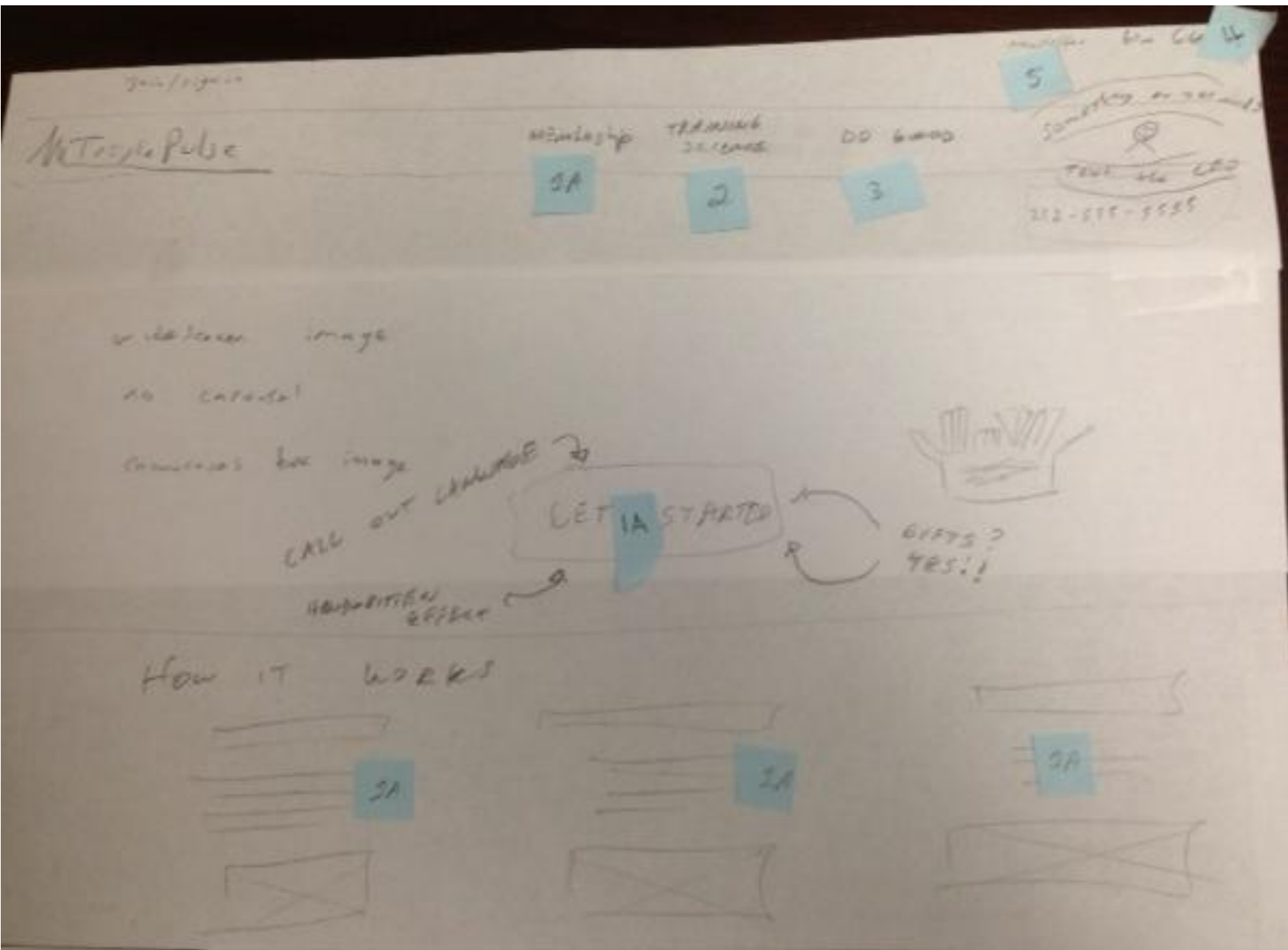


Context/Notes

- We will also have an optional vimeo video that provides more color commentary and a visio that outlines a high level mapping
- We love twitter bootstrap's front end template, as way to not reinvent the wheel; unless you can provide a convincing argument for an alternative, use that.

[landing page]

Landing page – top portion (formerly known as “above the fold”)



Landing page – top portion (formerly known as “above the fold”)

Example from venture backed
world-class comparable

TRUNK CLUB®
MEN'S OUTFITTERS

[FEATURES](#) [PRICING](#) [VISIT US](#) [GIFTS](#)

[LOG IN](#)

[SIGN UP](#)

BECOME THE
BEST-DRESSED GUY
IN THE ROOM.

[GET STARTED NOW](#)



Your Own Personal Stylist

A dedicated style expert, who works directly with you, will pack your trunk with hand-selected clothes.

[LEARN MORE »](#)



Clothes You'll Love

With a huge variety of high-end men's casual wear, we've got everything you need to look great.

[LEARN MORE »](#)



Free Shipping and No Fees

There are no membership fees, minimums, or long-term commitments, and every trunk includes free shipping both ways.

[LEARN MORE »](#)

Landing page – top portion (formerly known as “above the fold”)

Technical wireframe

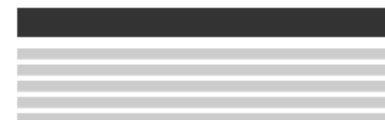
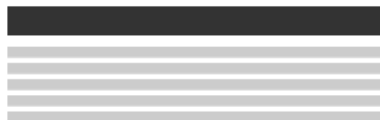
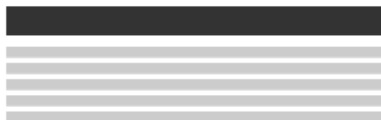


trunkclub.com

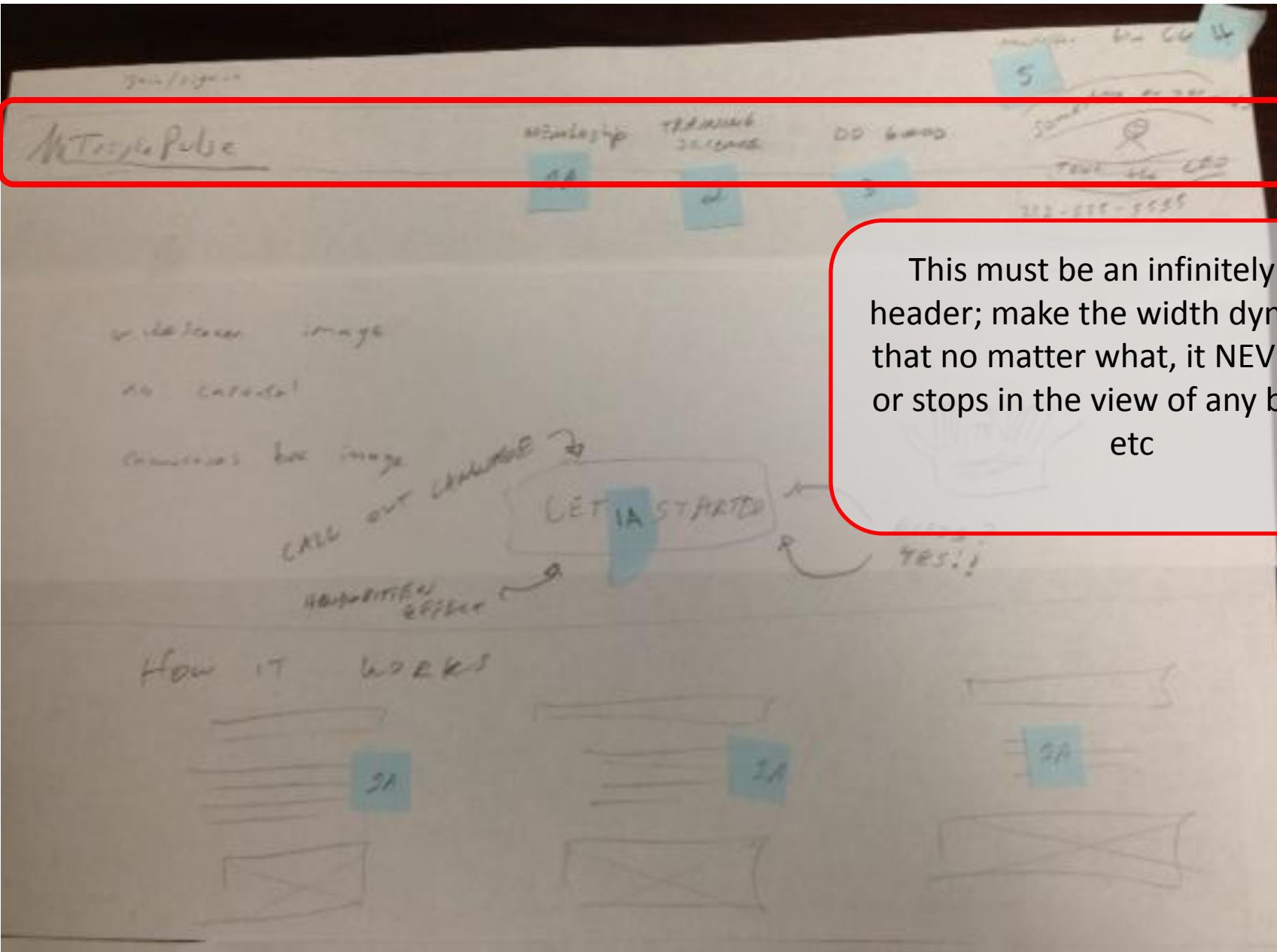
Wireframe created with [Virify](#) by [Vc](#)
[Check out Naview](#), our *IA prototyping*

▼ Virify

© Page layout and structure

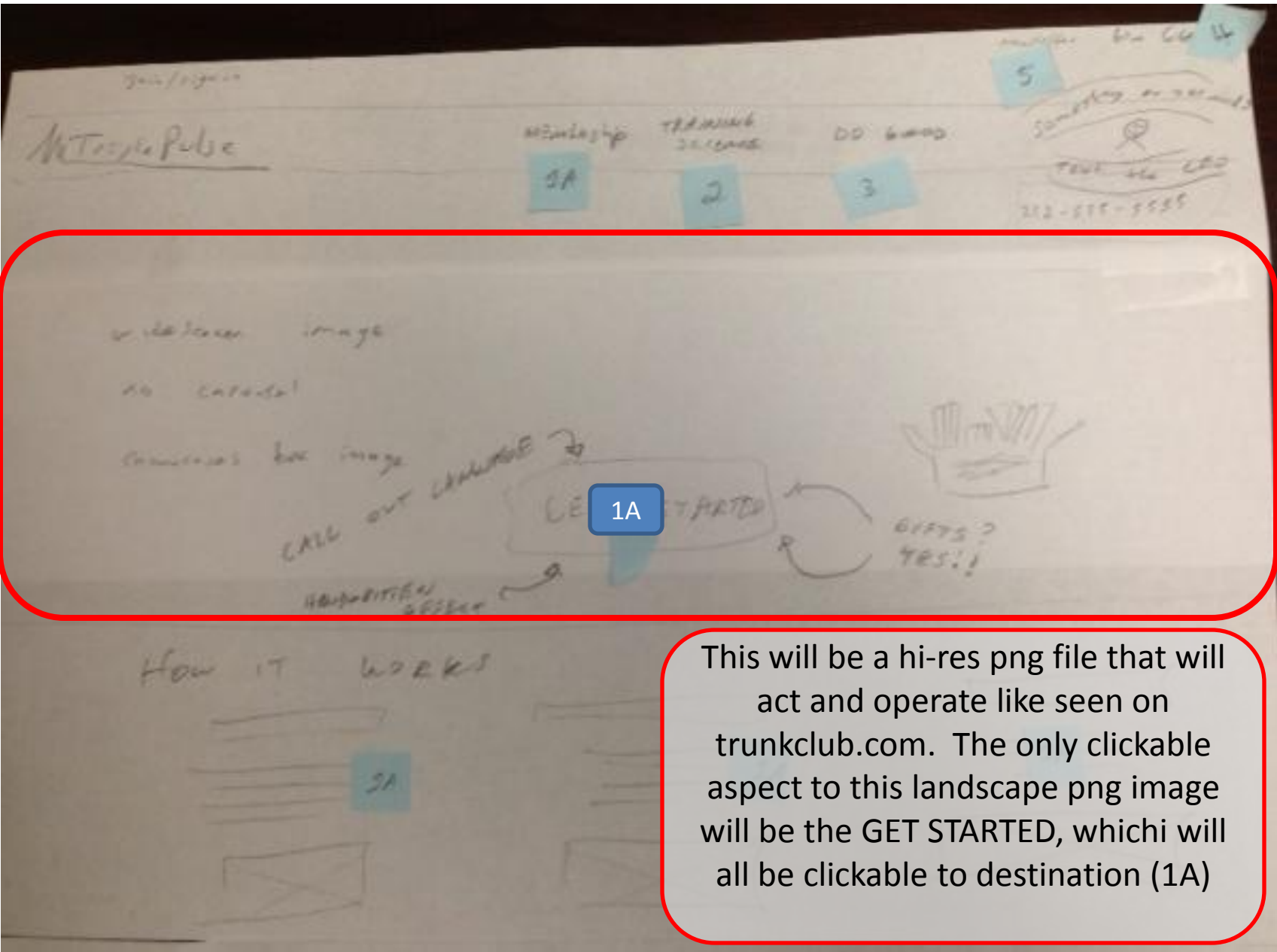


infinite wide header



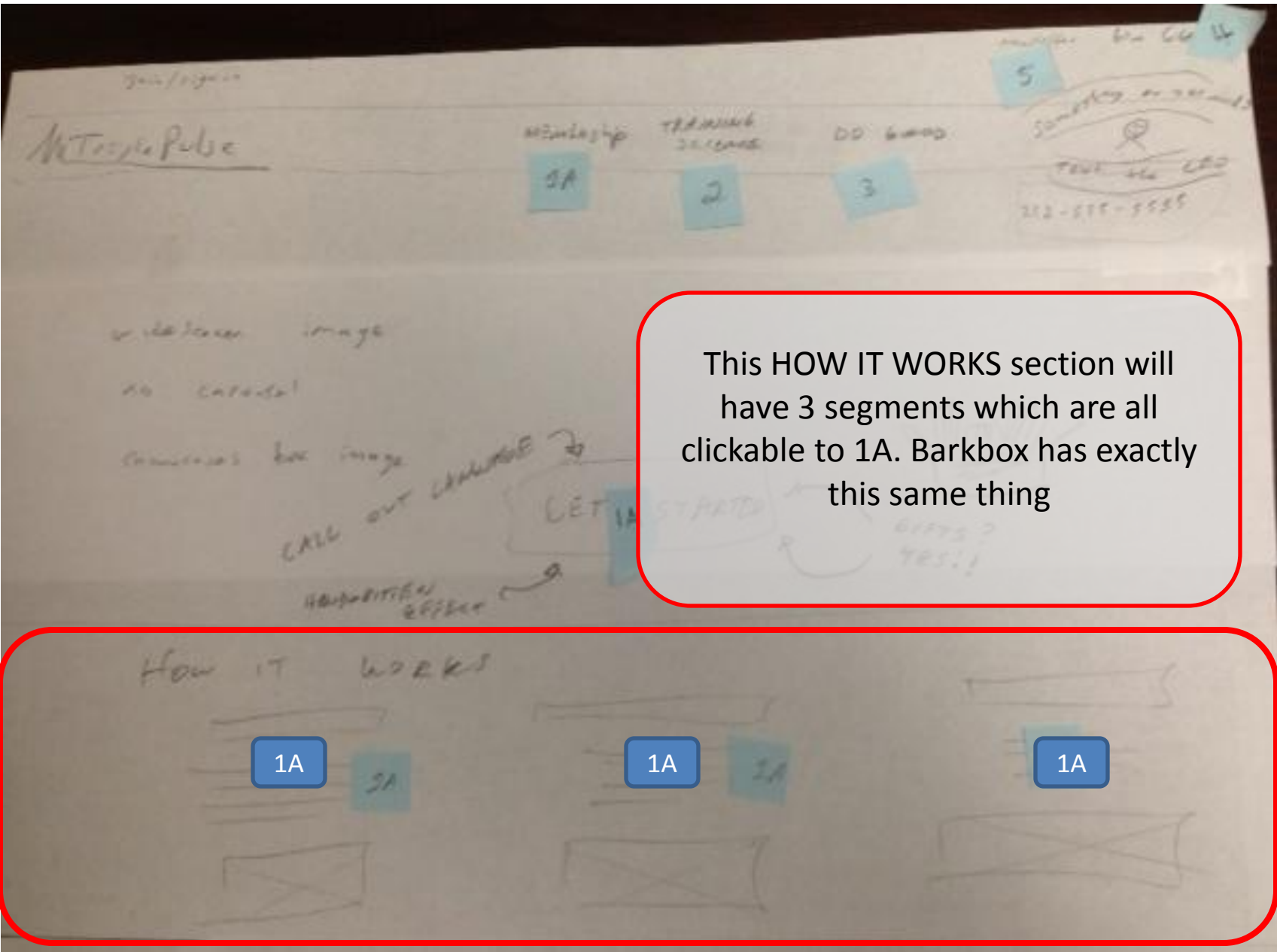
This must be an infinitely wide header; make the width dynamic so that no matter what, it NEVER ends or stops in the view of any browser, etc

showcased hi-res png landscape image

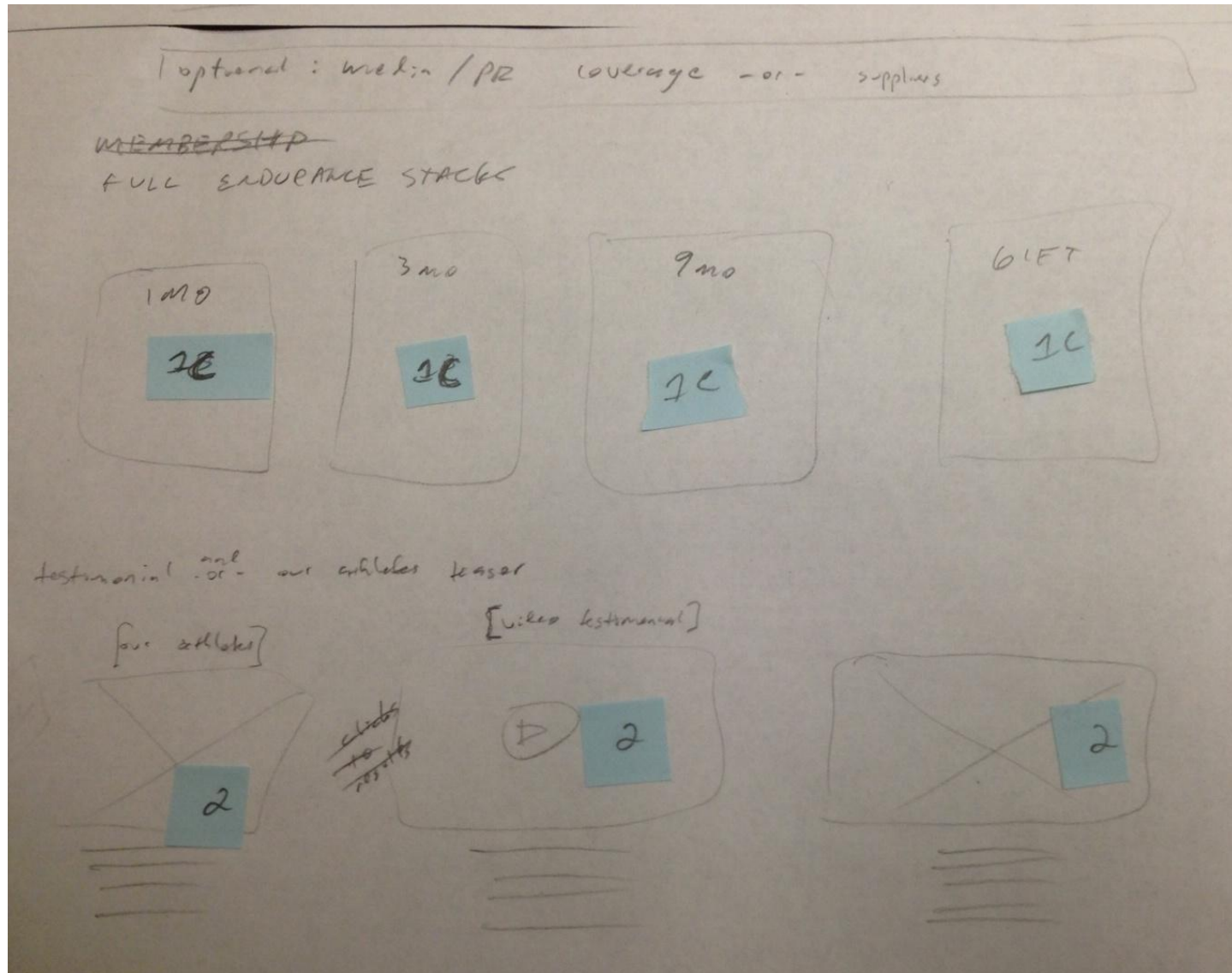


This will be a hi-res png file that will act and operate like seen on trunkclub.com. The only clickable aspect to this landscape png image will be the GET STARTED, whichi will all be clickable to destination (1A)

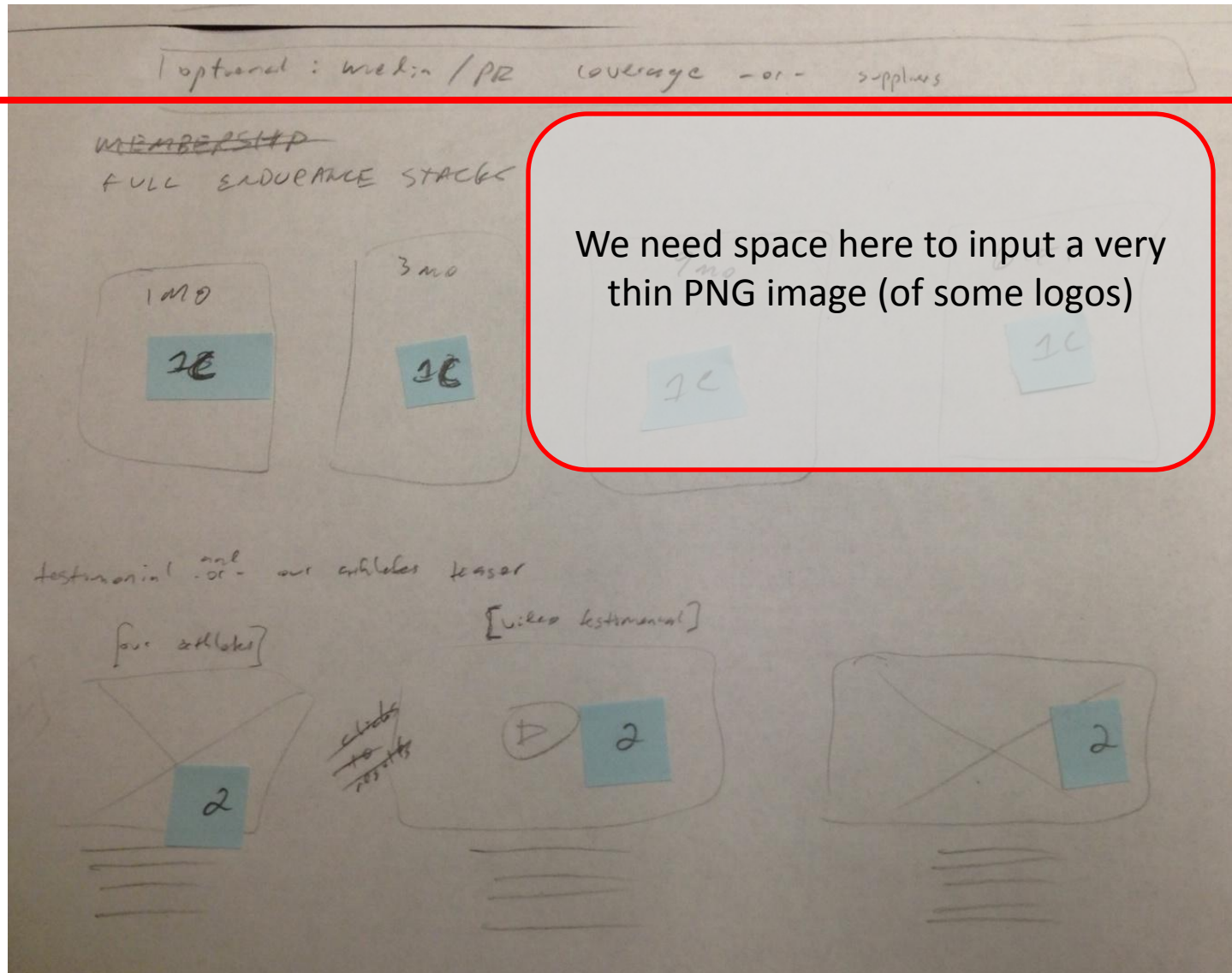
showcased hi-res png landscape image



Landing page – middle portion (formerly known as “below the fold”)



Landing page – middle portion (formerly known as “below the fold”)



Landing page – middle portion (formerly known as “below the fold”)

Example from venture backed
world-class comparable



The screenshot shows the middle portion of a landing page. At the top, there are three circular icons in blue: a pencil, a truck, and a smartphone. Below each icon is a short paragraph of text. The first icon (pencil) is for a personalized diet plan. The second icon (truck) is for a daily nutrition box. The third icon (smartphone) is for an iPhone app. Below these three sections is a horizontal line with a small infinity symbol in the center. Below the line is the heading "What They Say About Us". Under this heading are three columns, each featuring a small portrait photo of a woman and a quote. The first quote is from "Dorothy C." and the second is from "Alicia B.". The third column has a quote from "Gloria M." but the name is partially obscured. Below the quotes is another horizontal line with a small infinity symbol in the center.

Take our quiz and get a personalized
Fibro recommendation from top-tier
doctors free of charge

Receive daily nutrition information to
eat and enjoy convenient monthly
shipping to make your Fibro easier

Use our iPhone app which
delivers up daily reminders
to take your OB

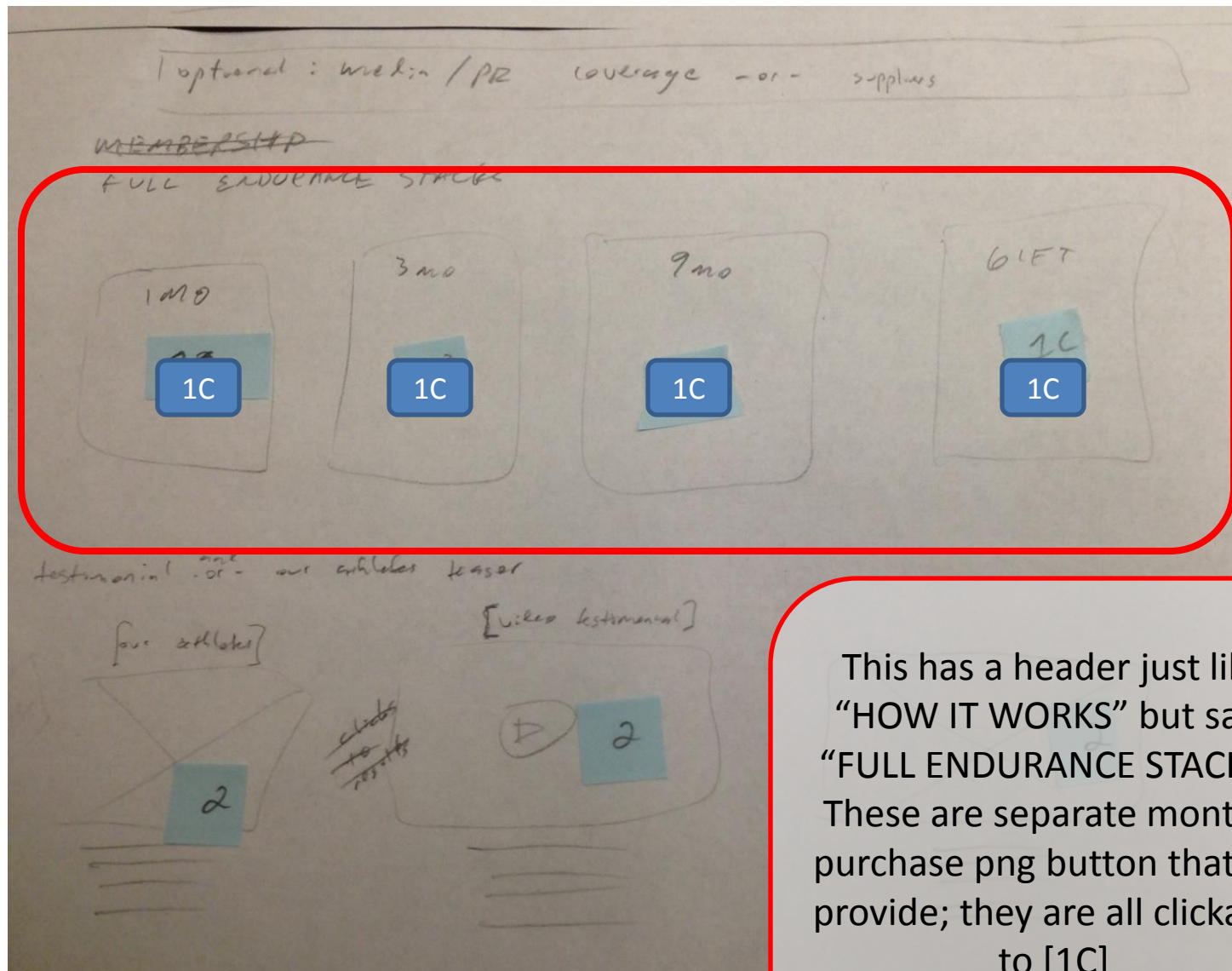
What They Say About Us

"Fibro is a great opportunity for
you to learn more about your
eating habits and to learn
how you get your supplements
every month!"
-Dorothy C.

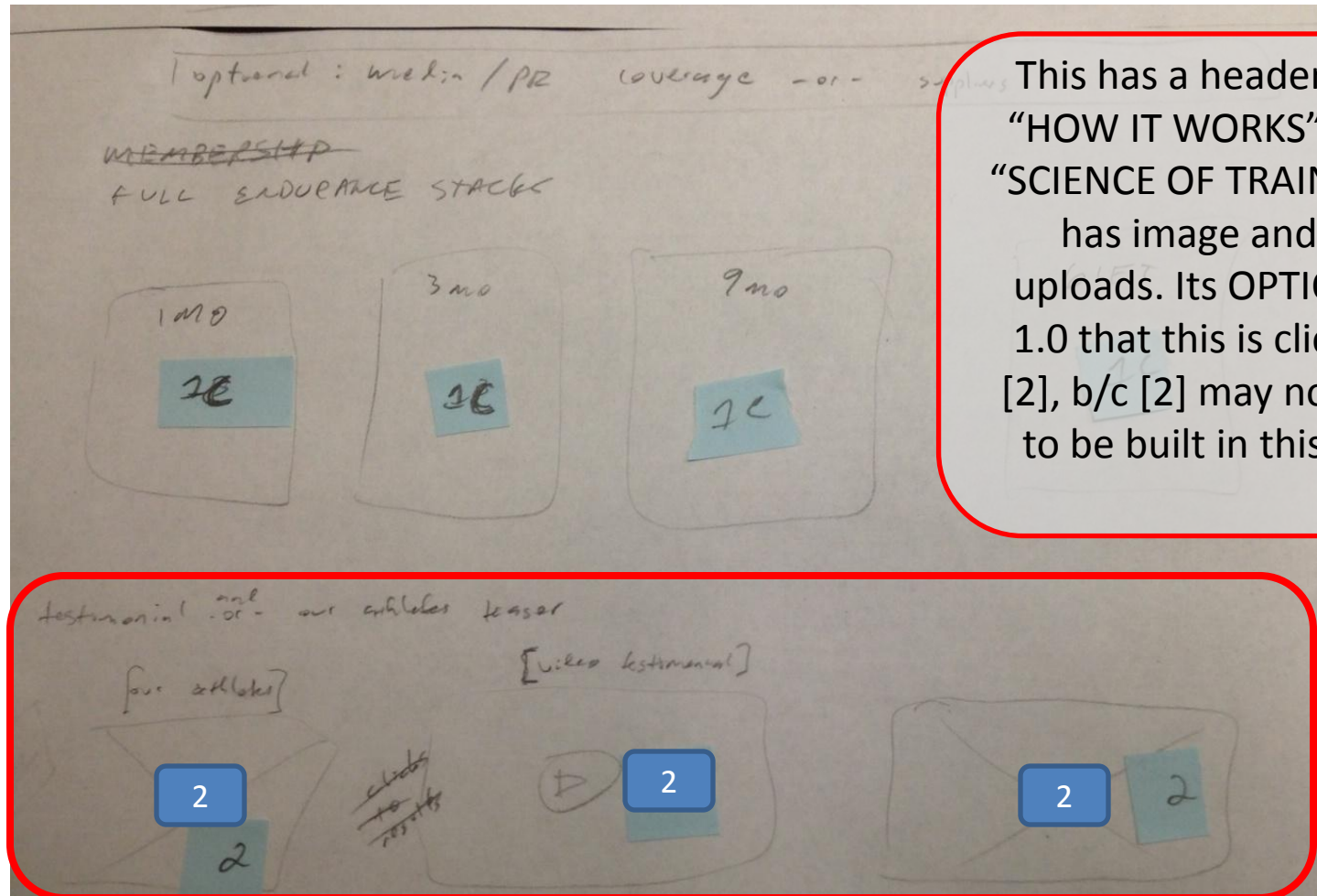
"I love how FIBRO works with
my Fibro and helps me better
understand my lifestyle and
determine what I may be lacking.
FIBRO provides a service that can
help people to identify the things
they may be lacking, and then
offer a delivery of recommended
supplements that does help to
helping me live better."
-Alicia B.

"Fibro has helped me get my
Fibro needs and suggests the
nutritional supplements you
should be taking for optimal
Fibro. I love the fact that I can
see what I'm taking more
FIBRO and Protein - Check and
check!"
-Gloria M.

Landing page – middle portion (formerly known as “below the fold”)



Landing page – middle portion (formerly known as “below the fold”)



This has a header just like “HOW IT WORKS” but says “SCIENCE OF TRAINING” and has image and video uploads. Its OPTIONAL for 1.0 that this is clickable to [2], b/c [2] may not be able to be built in this version

Landing page – bottom portion

This are basic footer items
that click to a text page or
refer to another page
briefed later in this deck.
More on this later.

We Make Tummies Happy!



DONATED MEALS 17,440

[How It Works](#) | [For Businesses](#) | [Meals Donated](#) | [About Us](#) | [Press & Blog](#) | [FAQ](#) | [Earn Cash](#) | [Terms & Privacy](#) | [Contact Us](#)

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Landing page – bottom portion

Put placeholder text for our
tagline

We Make Tummies Happy!



DONATED MEALS 17,440

Landing page – bottom portion

Links to our the TriplePulse
social pages

We Make Tummies Happy!



DONATED MEALS 17,440

Landing page – bottom portion

Simple png file input

We Make Tummies Happy!



DONATED MEALS

17,440

[How It Works](#) | [For Businesses](#) | [Meals Donated](#) | [About Us](#) | [Press & Blog](#) | [FAQ](#) | [Earn Cash](#) | [Terms & Privacy](#) | [Contact Us](#)

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1A (longer how it works)

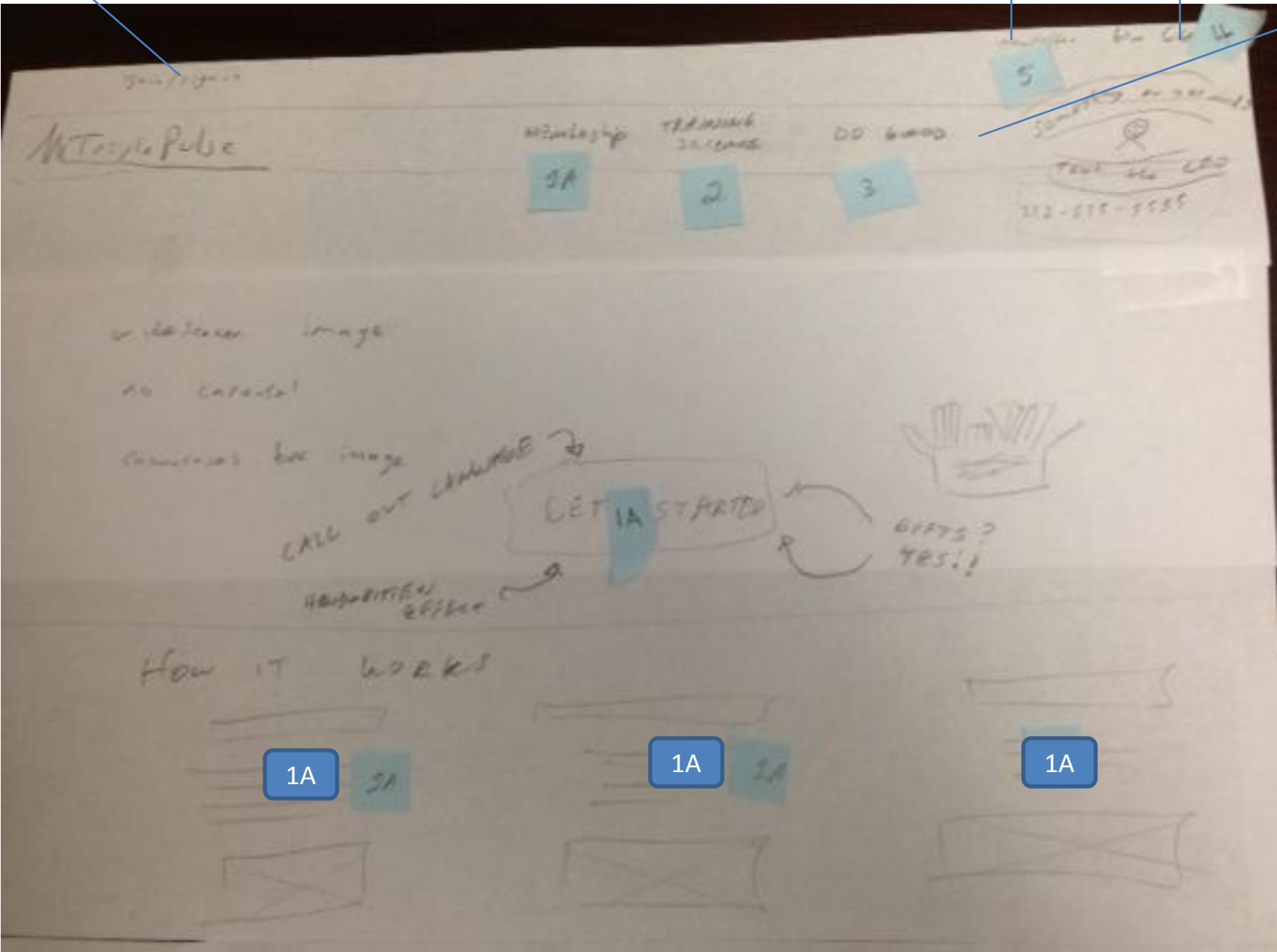
Newsletter

Clicking 1A from Landing Page

Give as Gift

Login

Infinite
width
header



Large PNG file
that fills the
entire width
ALWAYS

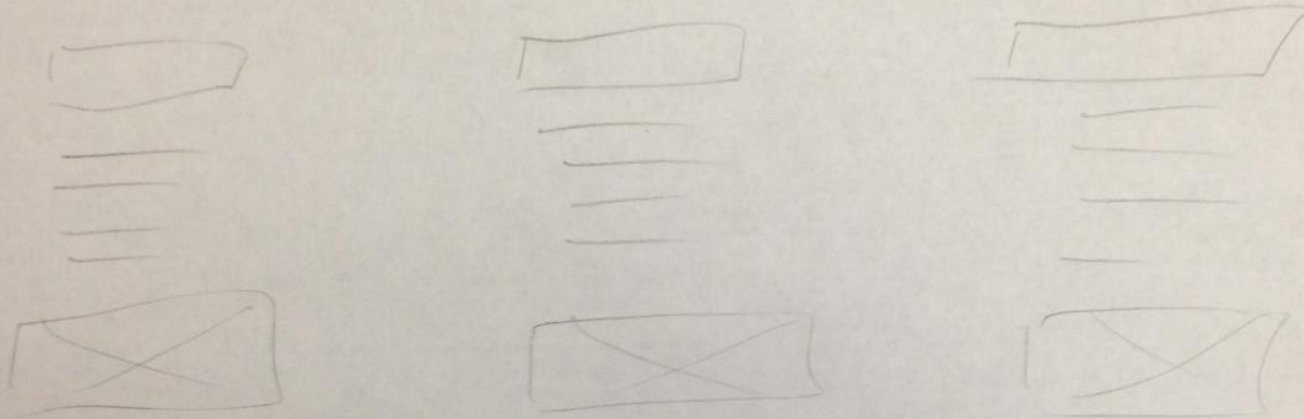
Infinite
header

Infinite
header

Infinite
header

1A (longer how it works) - destination from all clicks marked [1A]

How it works (repeat)



Science

2

result

2

Start your trial

1b

1A (longer how it works) - destination from all clicks marked [1A]

Example from venture backed world-class comparable

BarkBox

HOW IT WORKS

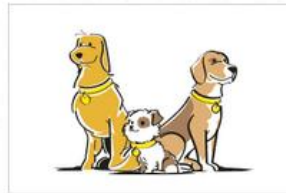
FOR A GOOD CAUSE

JOIN NOW

Log In

How it works

1. Choose dog size.



2. Choose plan.



3. Get BarkBox.



When you sign up for BarkBox, every month you will receive a box in the mail with four or more carefully selected products and presents for your dog – anything from bones and treats to shampoos, leashes and innovative new gadgets!

If your dog is begging for more or you want to gift a favorite item to a friend, we'll give you exclusive opportunities to order more products at a great rate.

A portion of proceeds from each box will go to help doggies-in-need. To learn more about our causes, read about our giving program.

Whether you've known your furry friend for years or have a new special canine in your life, BarkBox is the monthly necessity for keeping your pup entertained and feeling well loved.

To get a better idea of what's in the box (and to see some cute and happy dogs), [visit our Facebook Page](#).

Start your BarkBox

As low as \$17/month. 10% goes towards supporting a rescue group.

[Get Started](#)

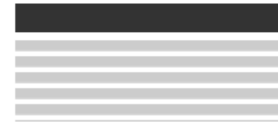
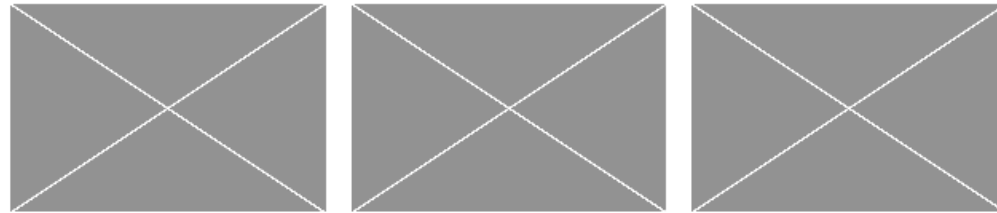
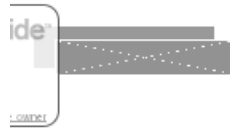
[Give a Gift](#)

Have a question?

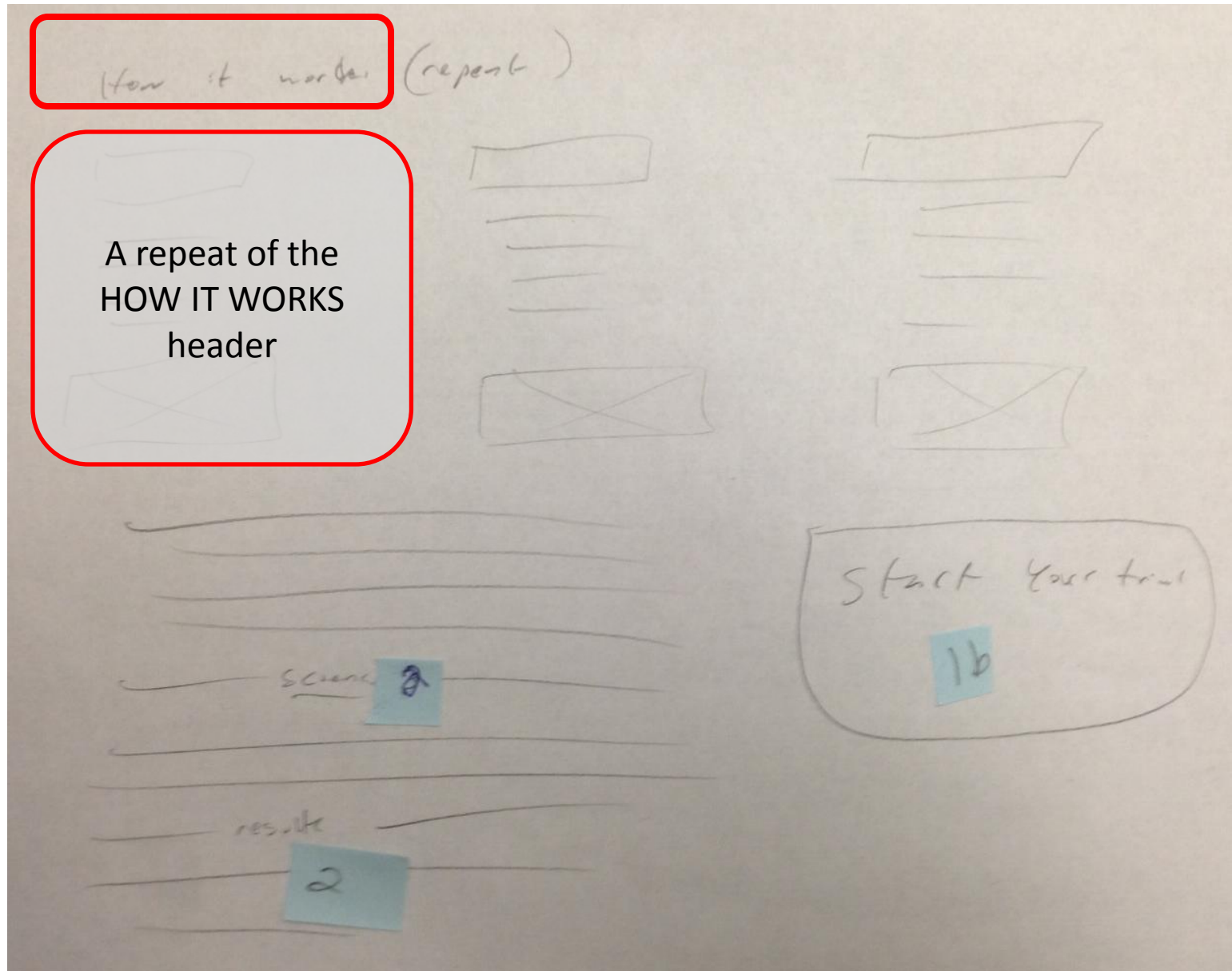
[Check out our FAQ](#) to find a pile of answers, or [contact us](#) to send Team BarkBox a note.

1A (longer how it works) - destination from all clicks marked [1A]

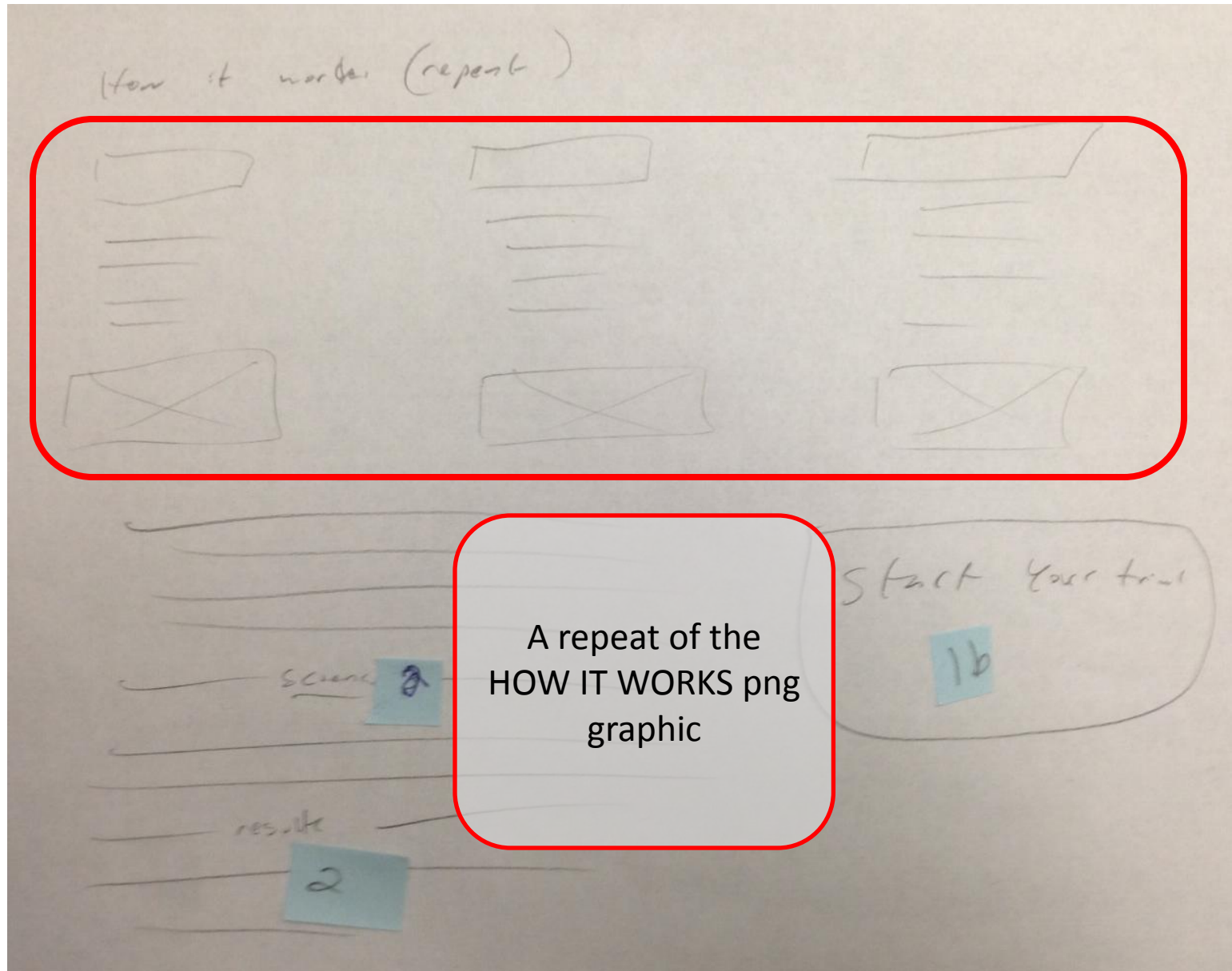
wireframe



1A (longer how it works) - destination from all clicks marked [1A]



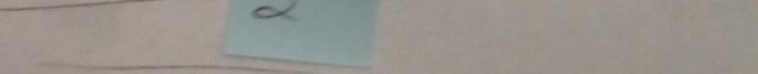
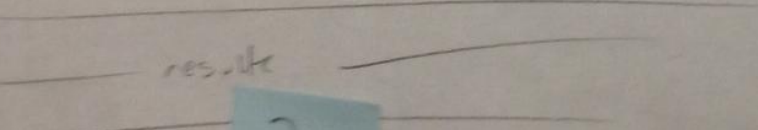
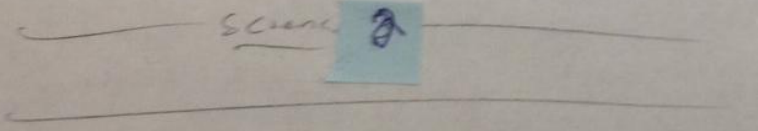
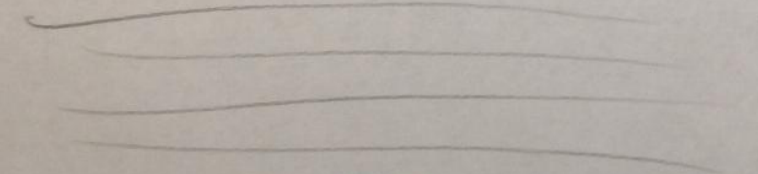
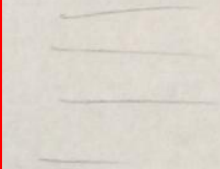
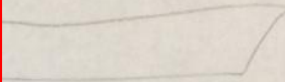
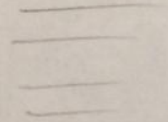
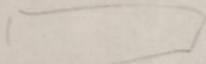
1A (longer how it works) - destination from all clicks marked [1A]



1A (longer how it works) - destination from all clicks marked [1A]

Text block position just like the barkbox example which has words in orange and bold which are clickable to [2], just like Barkbox has clickable words in blue.

How it works (repeat)



Science 2

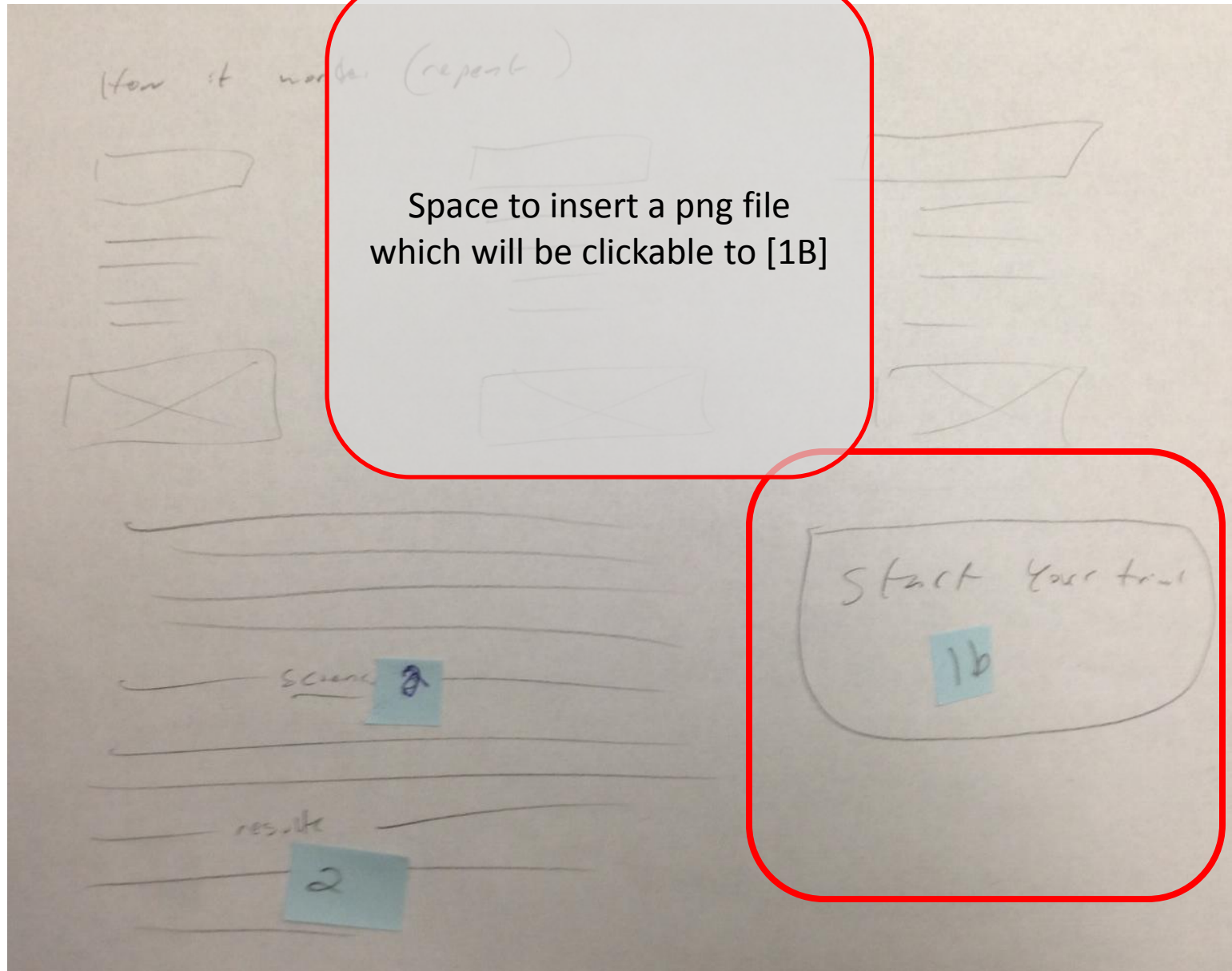
results

2

Start your trial

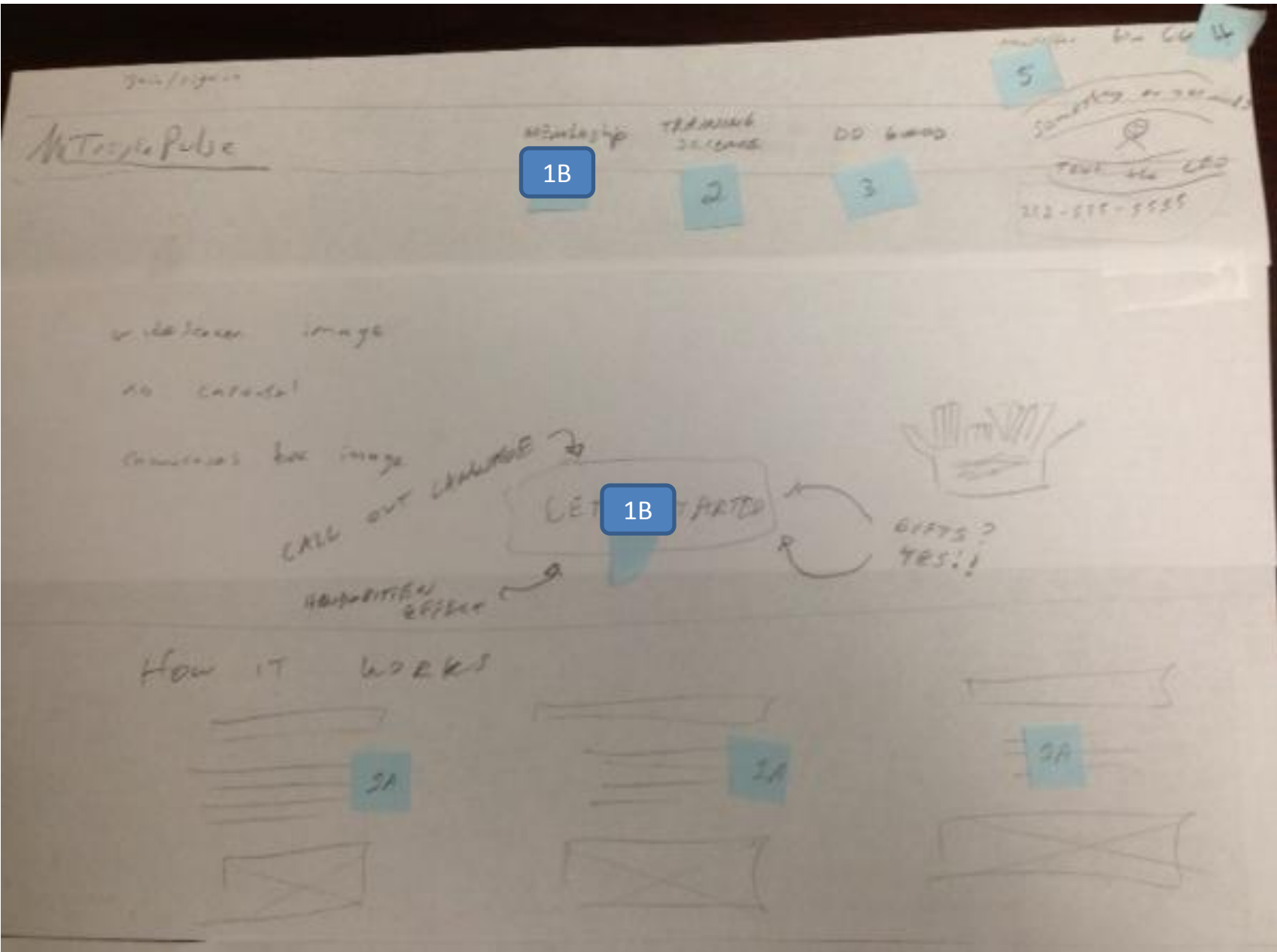
1b

1A (longer how it works) - destination from all clicks marked [1A]

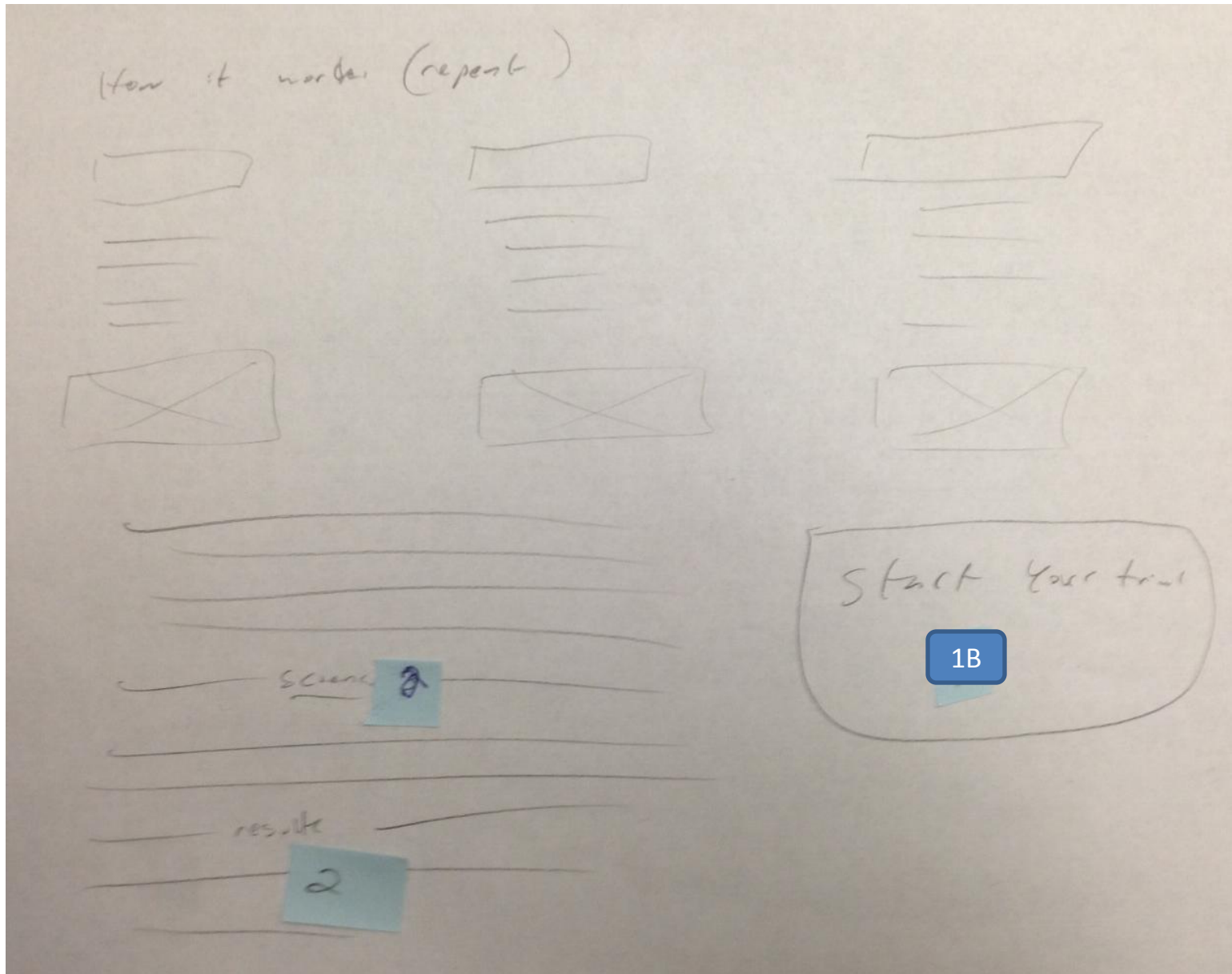


1B (User Selection Interface)

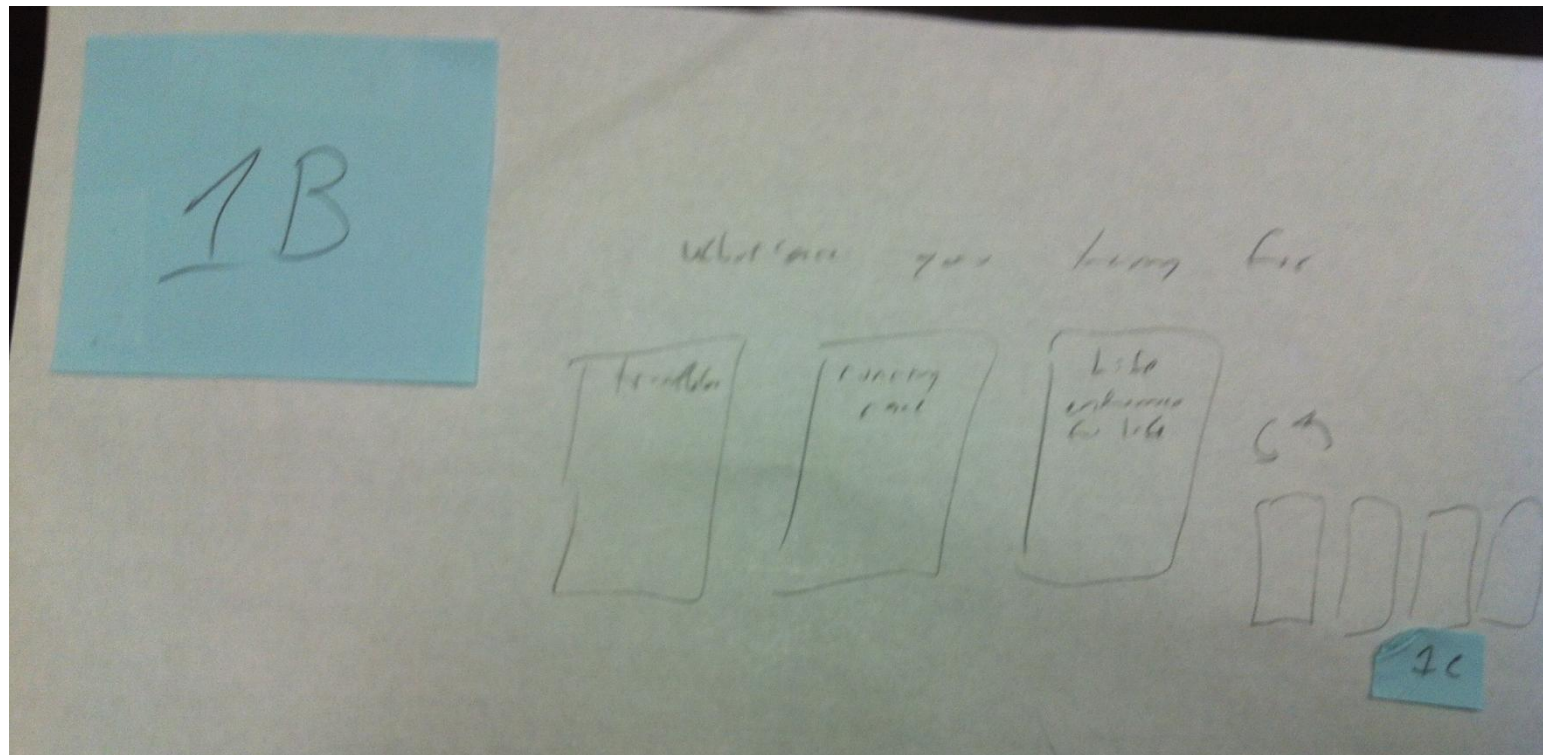
Clicking 1B from Landing Page



Clicking 1B from Page [1A]



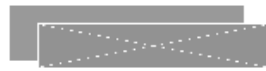
1B (User Selection Interface) - destination from all clicks marked [1B]



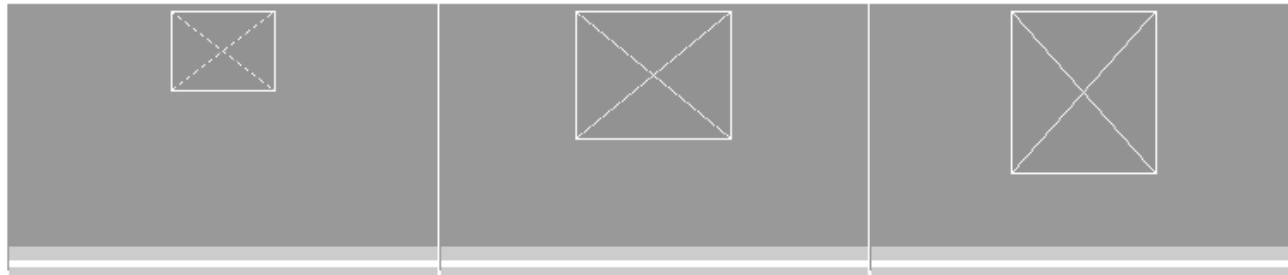
Example from venture backed
world-class comparable



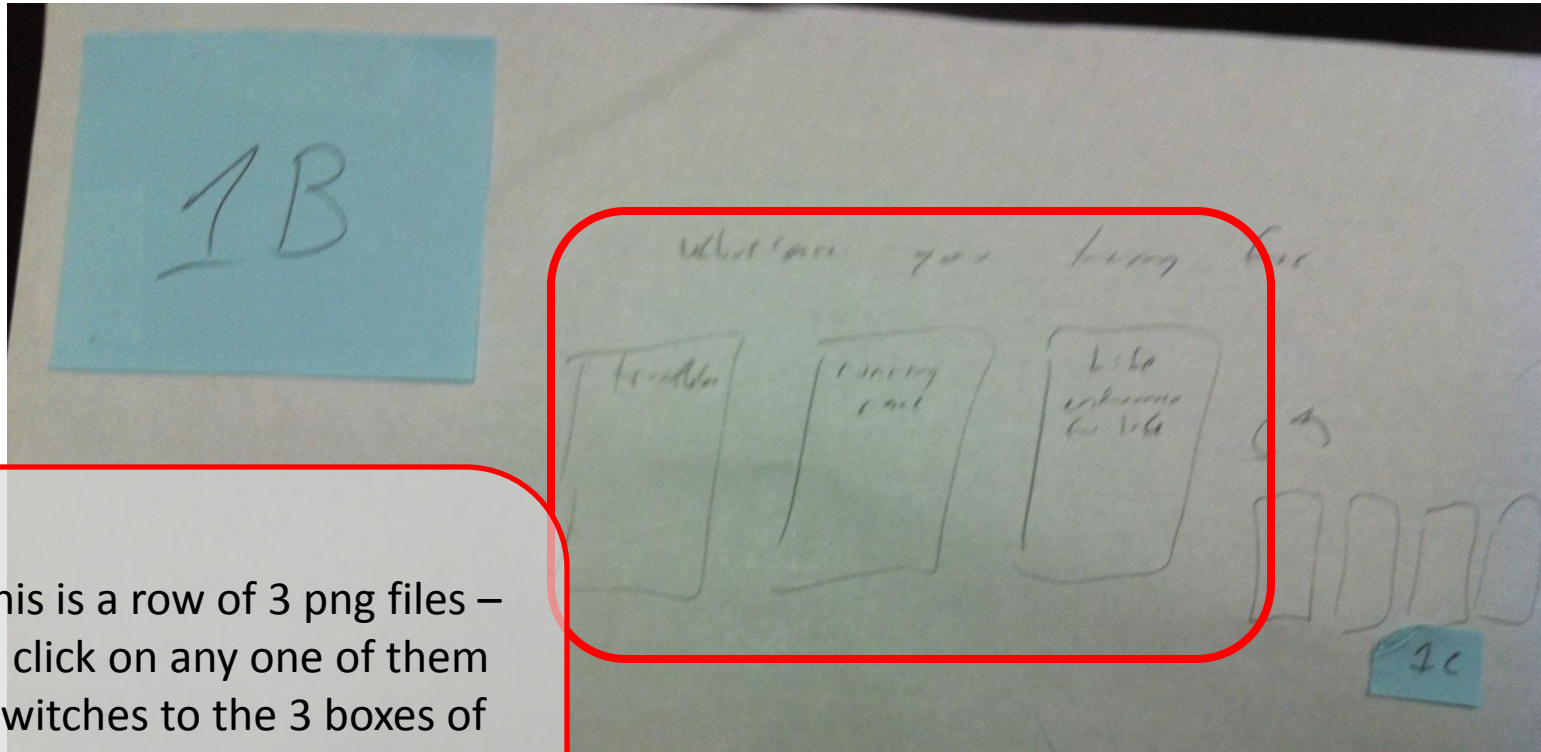
1B (User Selection Interface) - destination from all clicks marked [1B]



wireframe

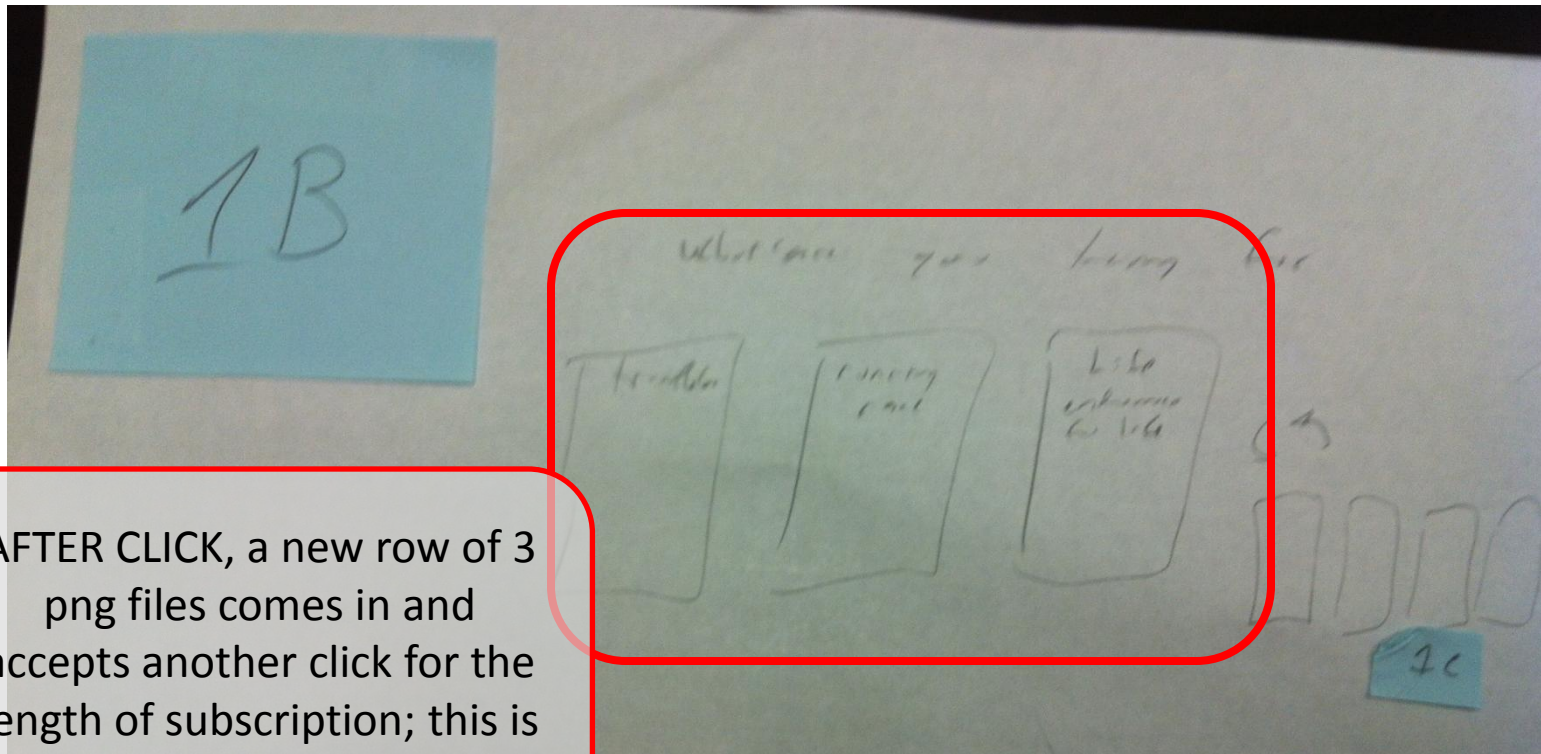


1B (User Selection Interface) - destination from all clicks marked [1B]



This is a row of 3 png files – a click on any one of them switches to the 3 boxes of subscription length; please see this in action at barkbox.com/subscribe/

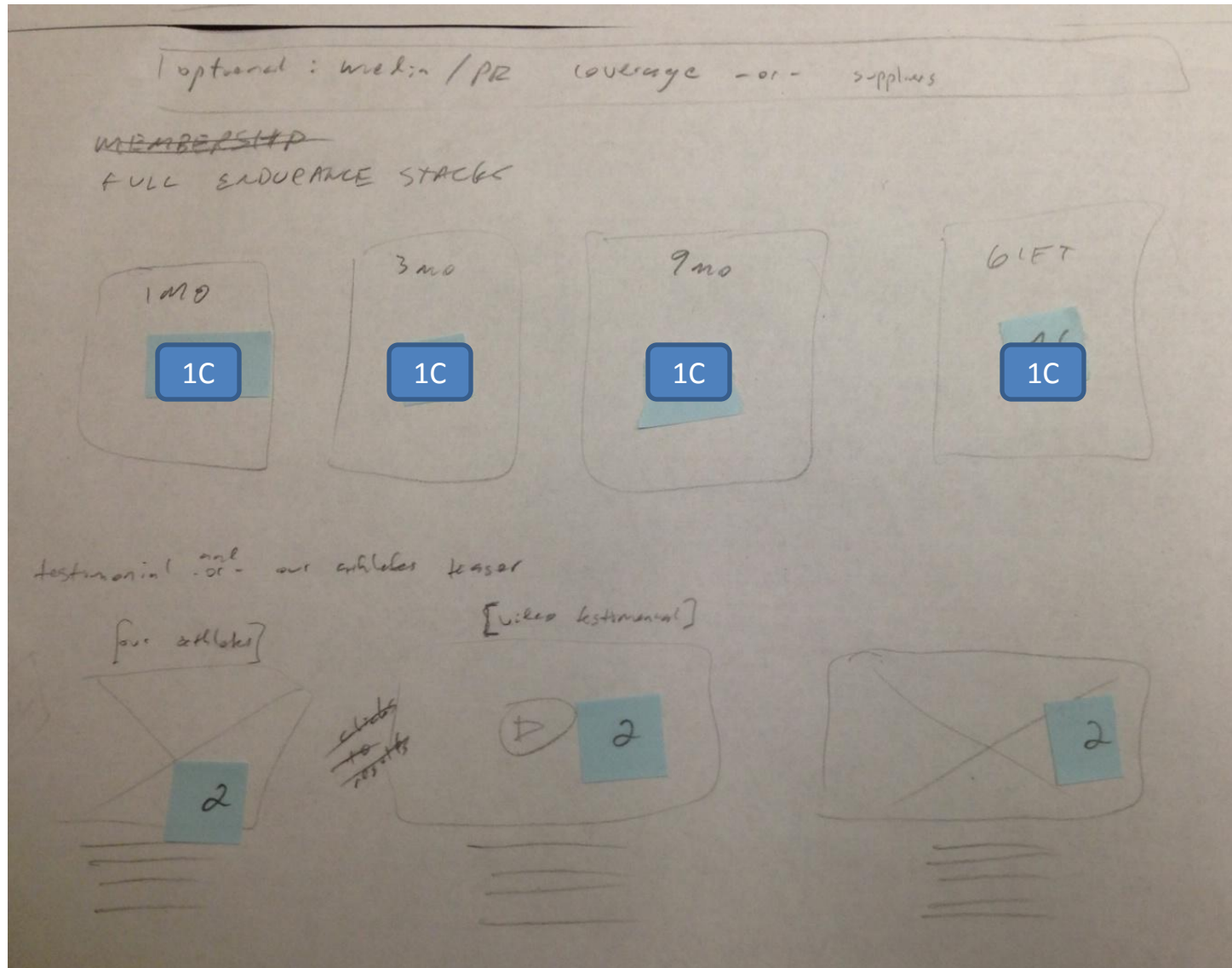
1B (User Selection Interface) - destination from all clicks marked [1B]



AFTER CLICK, a new row of 3 png files comes in and accepts another click for the length of subscription; this is now clickable to [1C]

1C (shopping cart)

Clicking 1C from Landing Page



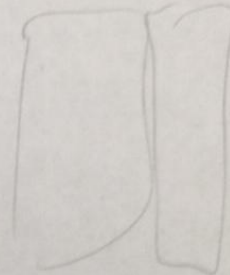
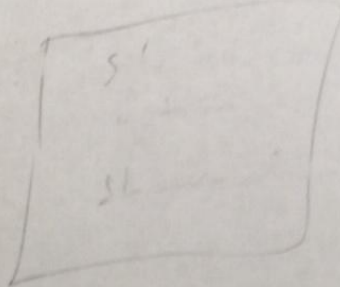
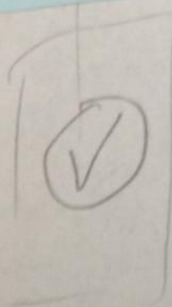
1C (shopping cart) - destination from all clicks marked [1C]

1C

YOUR CART

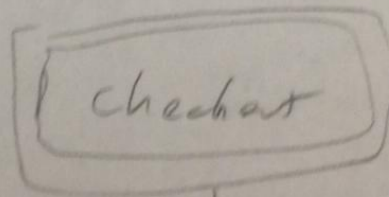
W/ ITEM IN IT!

click



TOTAL = 149.00


* option: show boxes + aid
stations (show exactly what you get)



1C (shopping cart) - destination from all clicks marked [1C]

Example from venture backed
world-class comparable

Annual Subscription




\$10/MONTH

**SAVE OVER 30% PER MONTH BY
PAYING \$120 TODAY.**

TEAS SHIPPED BI-MONTHLY
(6 SHIPMENTS TOTAL)

FREE SHIPPING
RECURRING, CANCEL ANYTIME



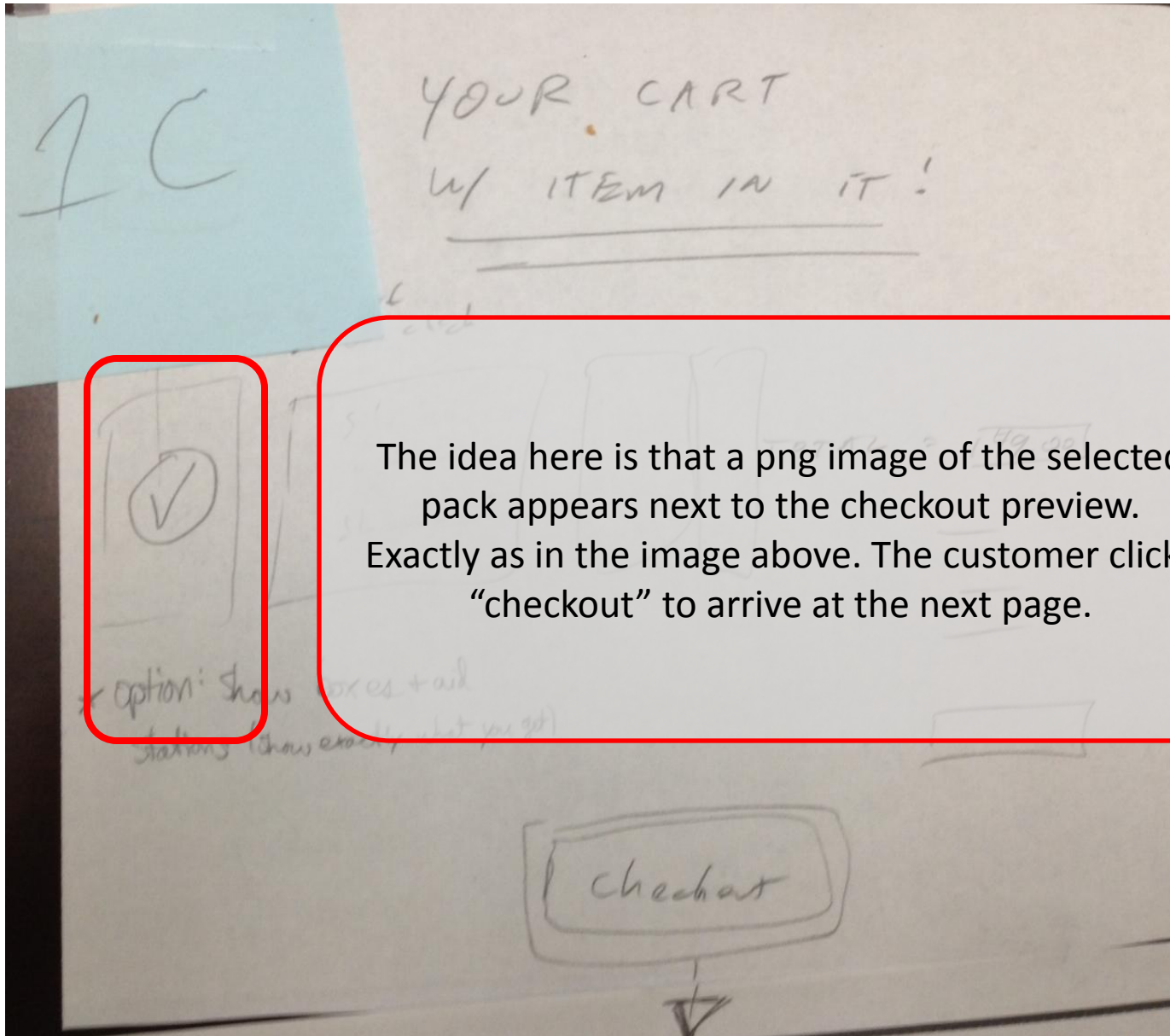
Login to your account or create one.
Shopping Cart (1)

PLANS & PRICING **GIFTS** TEAS GROWERS REGIONS

Your shopping cart.

ITEM	QTY	UNIT PRICE	TOTAL
Six-Month Subscription <small>You will be billed immediately for the current shipment and on the 1st of every shipment month that your subscription needs to be renewed.</small>	1	\$75.00	\$75.00
Shipping & Handling			Free
UPDATE CART			Subtotal: \$75.00
CHECKOUT			

1C (shopping cart) - destination from all clicks marked [1C]



Shipping Info

Standard shipping
input fields

YOUR ORDER

Six-Month Subscription

Qty 1 \$75.00

Two-Month Subscription

Qty 2 \$60.00

Total \$135.00

Shipping Information

NAME

ADDRESS

CITY

STATE/PROVINCE

POSTAL/ZIP CODE


COUNTRY

PHONE

CONTINUE TO BILLING

Payment Info

Standard payment
input fields

constantine
Shopping Cart (3) | Logout

PLANS & PRICINGGIFTS TEAS GROWERS REGIONS

YOUR ORDER

Six-Month Subscription	
Qty 1	\$75.00
<hr/>	
Two-Month Subscription	
Qty 2	\$60.00
<hr/>	
Total \$135.00	

CARD NUMBER*

CCV*

EXPIRATION*

[Click here to use same address as shipping.](#)

NAME

ADDRESS

CITY

STATE/PROVINCE







POSTAL/ZIP CODE


COUNTRY

PHONE

[CONTINUE TO CONFIRMATION](#)

Connect with us:

 STEEPSTER  FACEBOOK  TWITTER  GOOGLE+  PINTEREST  VIMEO

 YOUTUBE

Login/Signup post-checkout

After the customer pays they are prompted to sign in/signup before their package can be shipped.

✓ Dog Size ▶ ✓ Monthly Plan ▶ ✓ Billing ▶ Account Info

Payment Confirmed!

Now tell us where to ship your BarkBox, a little info on your dog and create a password.

Shipping Address

☒ My shipping address is the same as my billing address

Account

Dog name

Dog birthday

Password

Repeat password

Finish →

Standard payment
input fields

Post checkout lightbox
of [3]

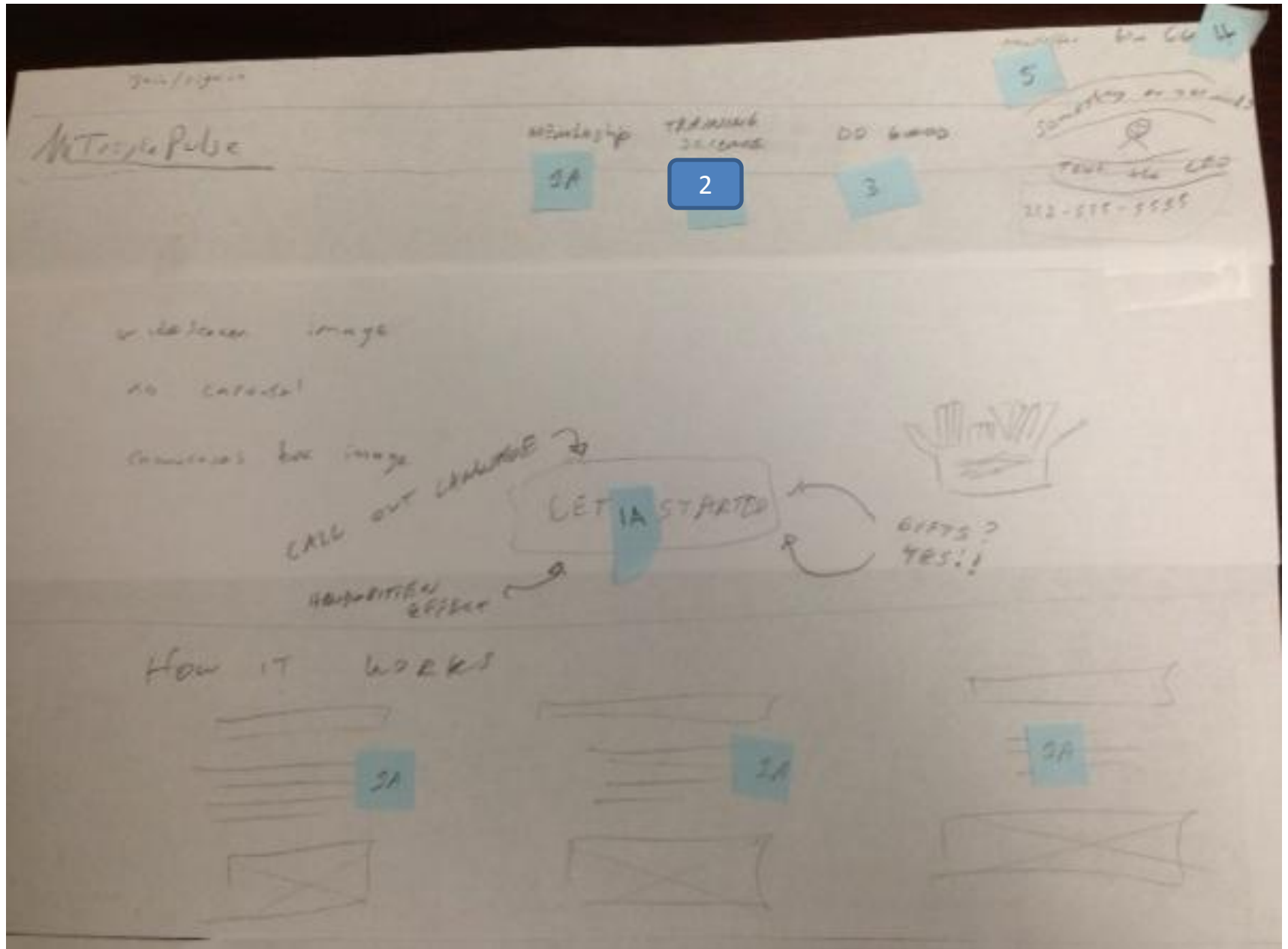
Do Good

3

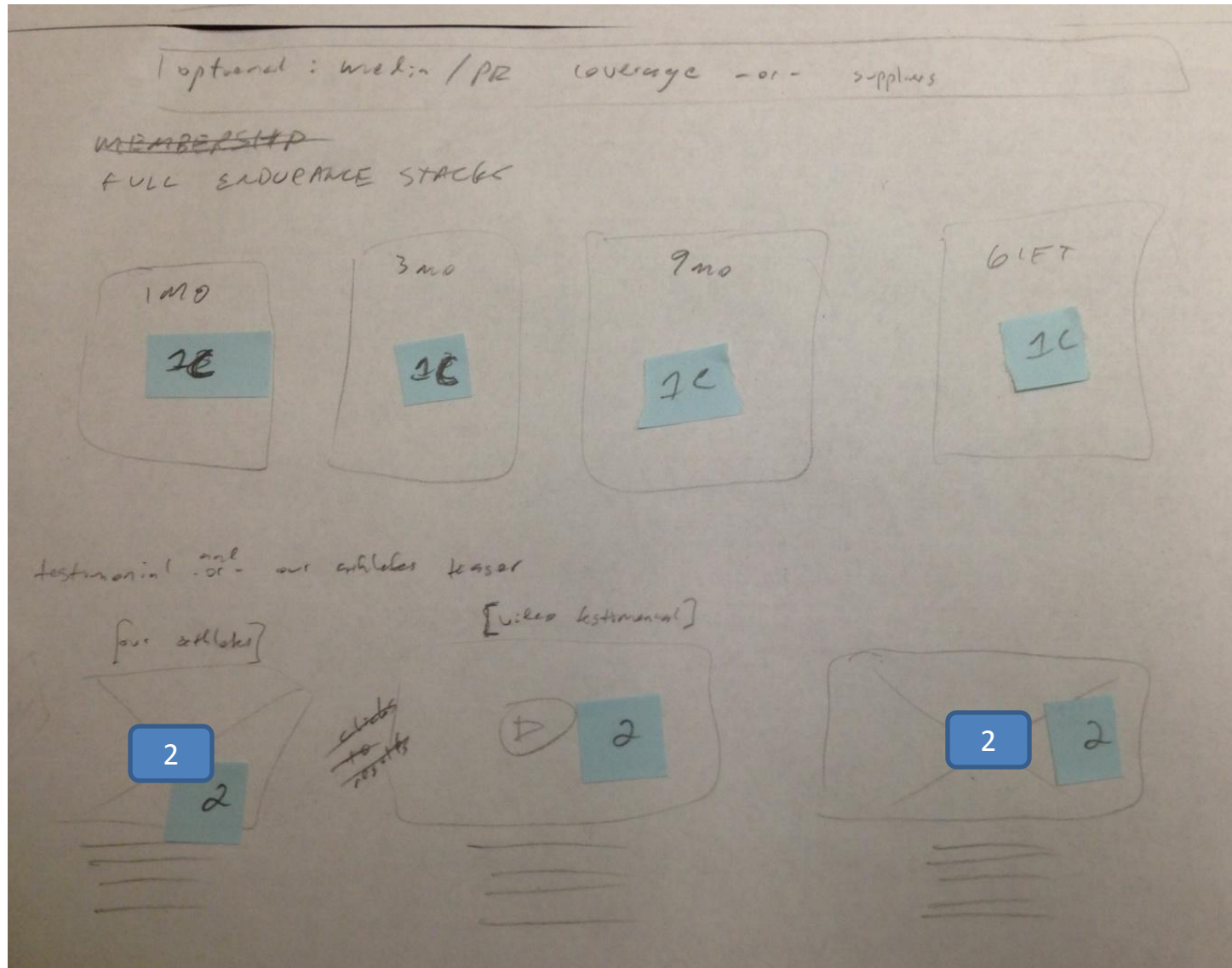
+ confirmation code of order

[2] (the social pinboard)

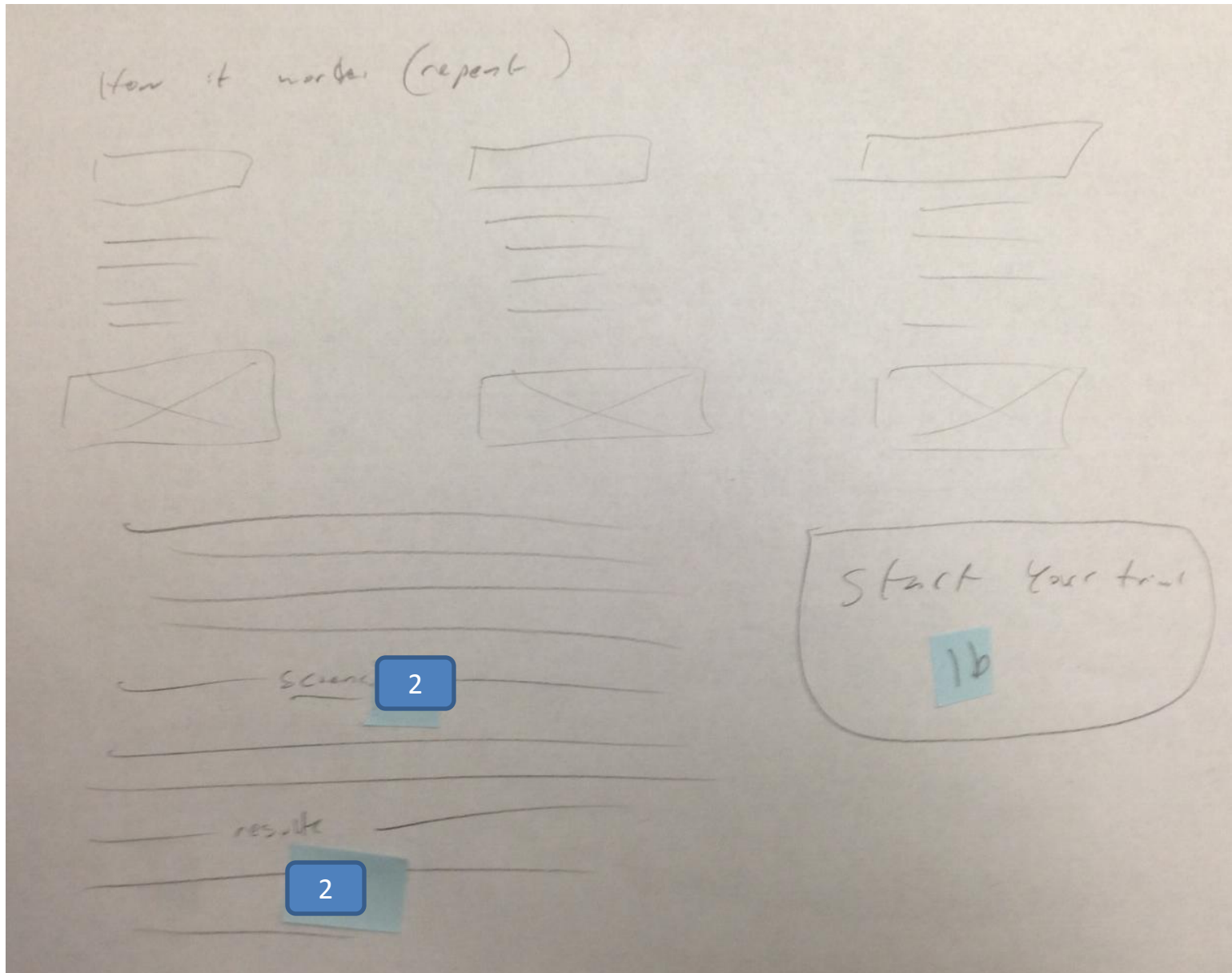
Clicking [2] from Landing Page



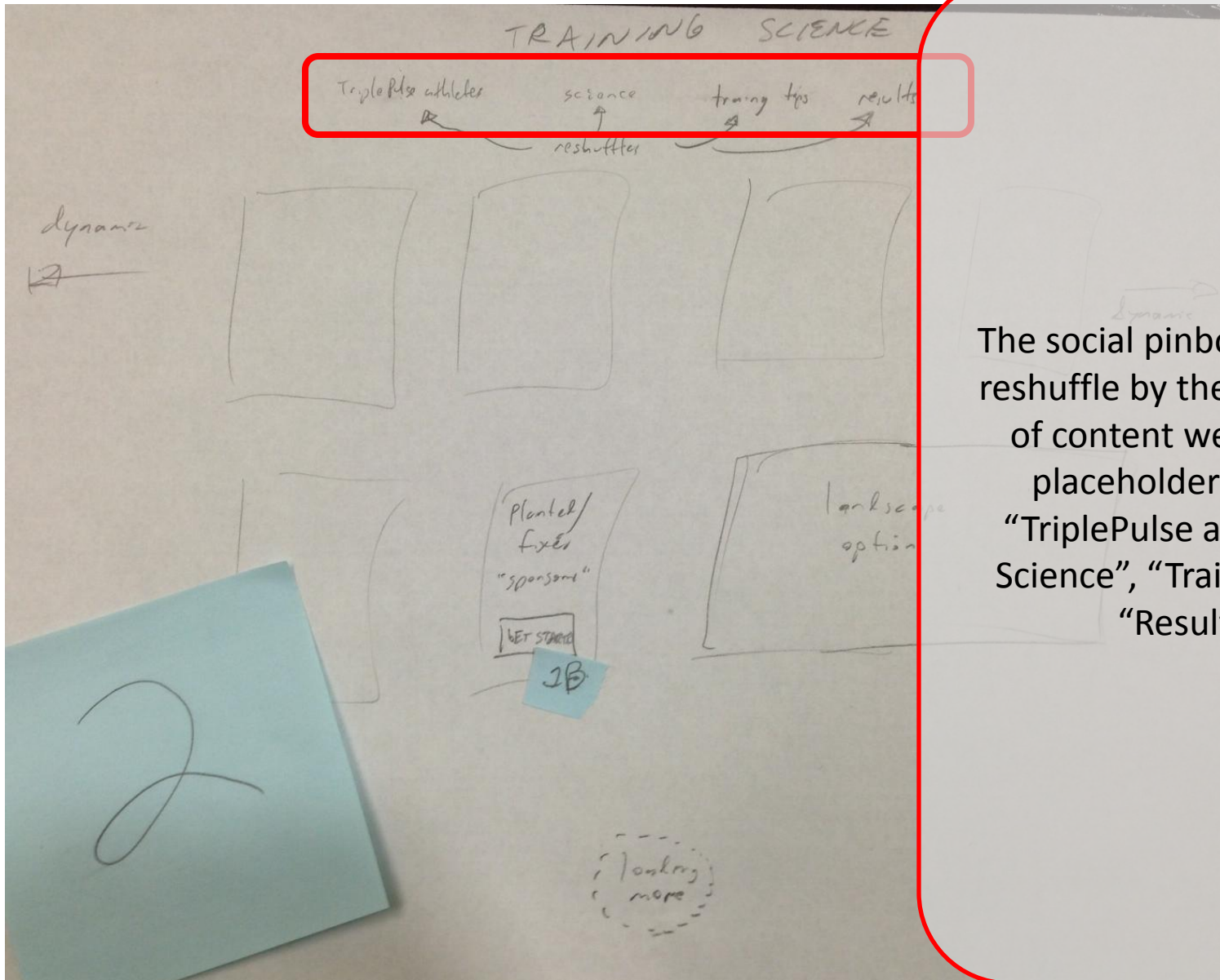
Clicking [2] from Landing Page



Clicking [2] from Landing Page



[2] (social pinboard) - destination from all clicks marked [2]



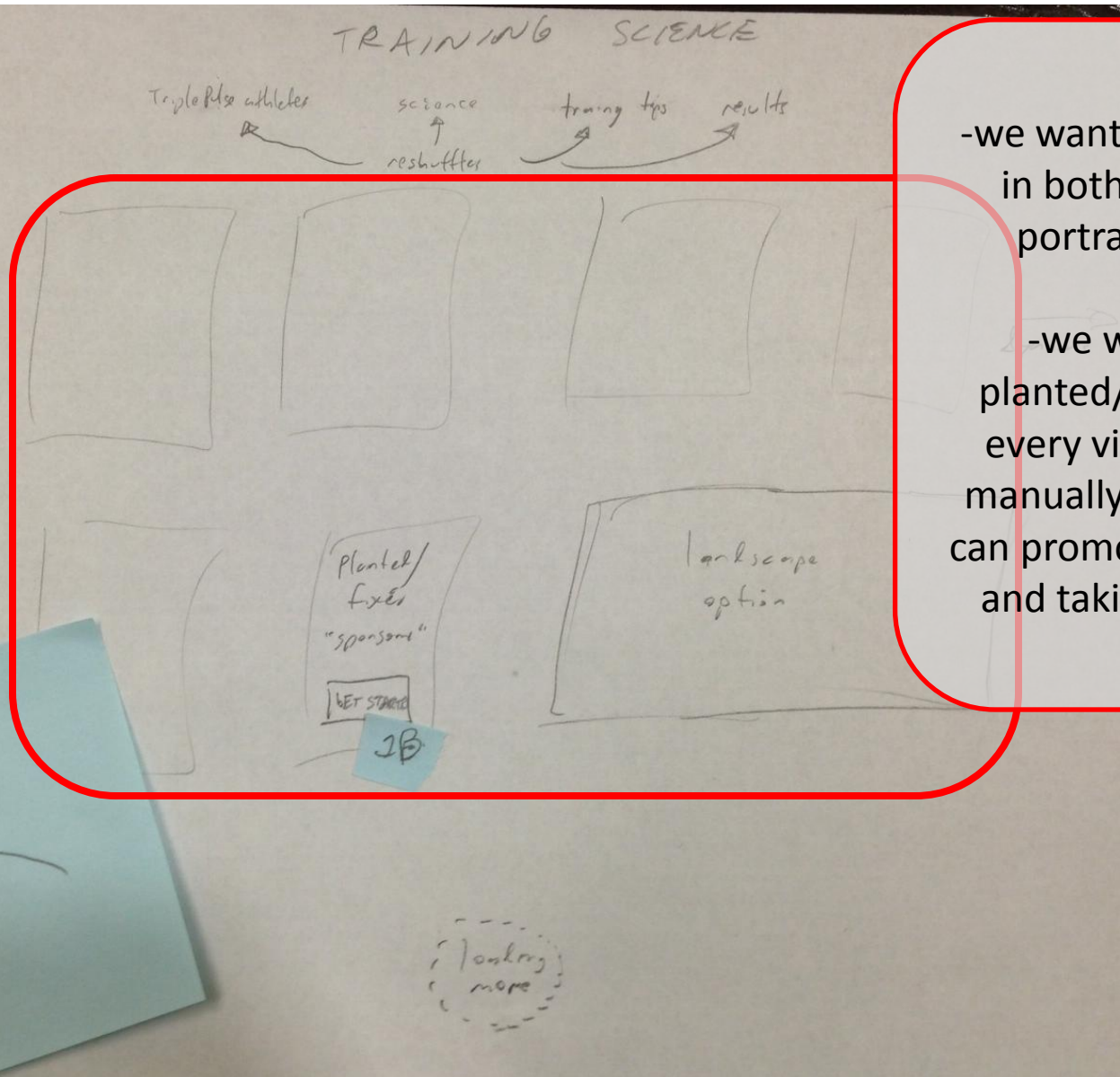
The social pinboard should reshuffle by the categories of content we provide; placeholders are for "TriplePulse athletes", "Science", "Training Tips", "Results"

[2] (social pinboard) - destination from all clicks marked [2]

Example from venture backed world-class comparable



[2] (social pinboard) - destination from all clicks marked [2]



-we want the ability to mix in both landscape and portrait png formats

-we want to have a planted/fixed png within every view or where we manually choose so that it can promote getting started and taking a click to [1B]

[2] (social pinboard) - destination from all clicks marked [2]

Example from a previous venture we ran with the lightbox functionality to display more content without going to a separate page

ABOVE
LIVE
FOR A SUSTAINABLE EARTH

Discover Videos Connect Take Action

Join the first social network dedicated to preserving the beauty of the world

Request With Facebook

Login

HEALTHY AND BEAUTY
INTO NATURE
MODEL AND ECO-WARRIOR SUMMER RAYNE OAKES' BEAUTY PICKS FOR THE GREAT OUTDOORS
BY SUMMER RAYNE OAKES
PHOTOGRAPHY GILLES BENSIMON
THE BOWEN

SUMMER RAYNE OAKES
Does being a foe of global warming mean being a friend of nuclear power?...

21 Loves 5 Groups

Take Action

FRIENDS
my environment

HEAR FROM OUR FOUNDER
NICOLAS RACHLIN
Beauty will save the world...

TED COMMANDER

7 Loves 5 Groups

Take Action

FRIENDS
my environment

Model and Eco-Warrior Summer Rayne Oakes' Beauty Picks for the Great Outdoors By Summer Rayne Oakes
PHOTOGRAPHY Gilles Bensimon
If you had told me when I was younger that I'd advise women on cosmetics or write a book on sustainable fashion and beauty, I probably would have thought you were crazy. When I was four years old my mother would apply layers of makeup on my face for my ballet recitals. I hated the flowery aromas of her foundation and would cry as soon as she pulled out the mascara wand from her old leather handbag. The thick black pigment clumped to my eyelashes was too much for a little girl to bear. She soon acquiesced to my pleas and I don't think another cosmetic product, aside from the usual soap, shampoo and conditioner, touched my face until I was 17 years old. I'll never become a makeup junkie, although given the filming and the photo shoots I've probably worn more makeup in the latter half of my career than most people have in a lifetime. Shutting between the makeup chair and my personal preference for low-maintenance living, I've settled on a much more conservative approach to cosmetics: keep it natural. I mean two things when I say that.
1. Makeup should be used to accentuate your looks – not cover up what you feel you're lacking. It should be an effortless part of your day and never take up the lion's share of your morning routine.
2. Apply the most nourishing, naturally derived products to your skin. Your skin breathes, it protects and absorbs, so you owe it to yourself to take care of it.

7 Loves 5 Groups

Take Action

FRIENDS
my environment

Comments

Dayna
Even worse for the foot to be sneak off the bed! Lol.. Too cute.

Mitchello
This speaks to my "heart" with the color transitions..I LOVE THIS!

Dayna
Even worse for the foot to be sneak off the bed! Lol.. Too cute.

Mitchello
This speaks to my "heart" with the color transitions..I LOVE THIS!

7 Loves 5 Groups

Take Action

IMAGINE AND BUILD
with the color transitions to solve the challenges of complex interconnected...

7 Loves 5 Groups

Take Action

Invite Friends

Friends

SOCIAL MEDIA

Follow

ABOVE
LIVE
ABOVE LIVE

AboveLive Hey guys. @AboveLive is headed to #sxsw. Who is going to be there?
5 days ago

AboveLive American Beauty, Written by Above Live's Executive Editor, is Chock full of women making the world a better place ow.ly/9xikV
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AboveLive American Beauty, Written by Above Live's Executive Editor, is Chock full of women making the world a better place ow.ly/9xikV
5 days ago

ABOVE LOVES

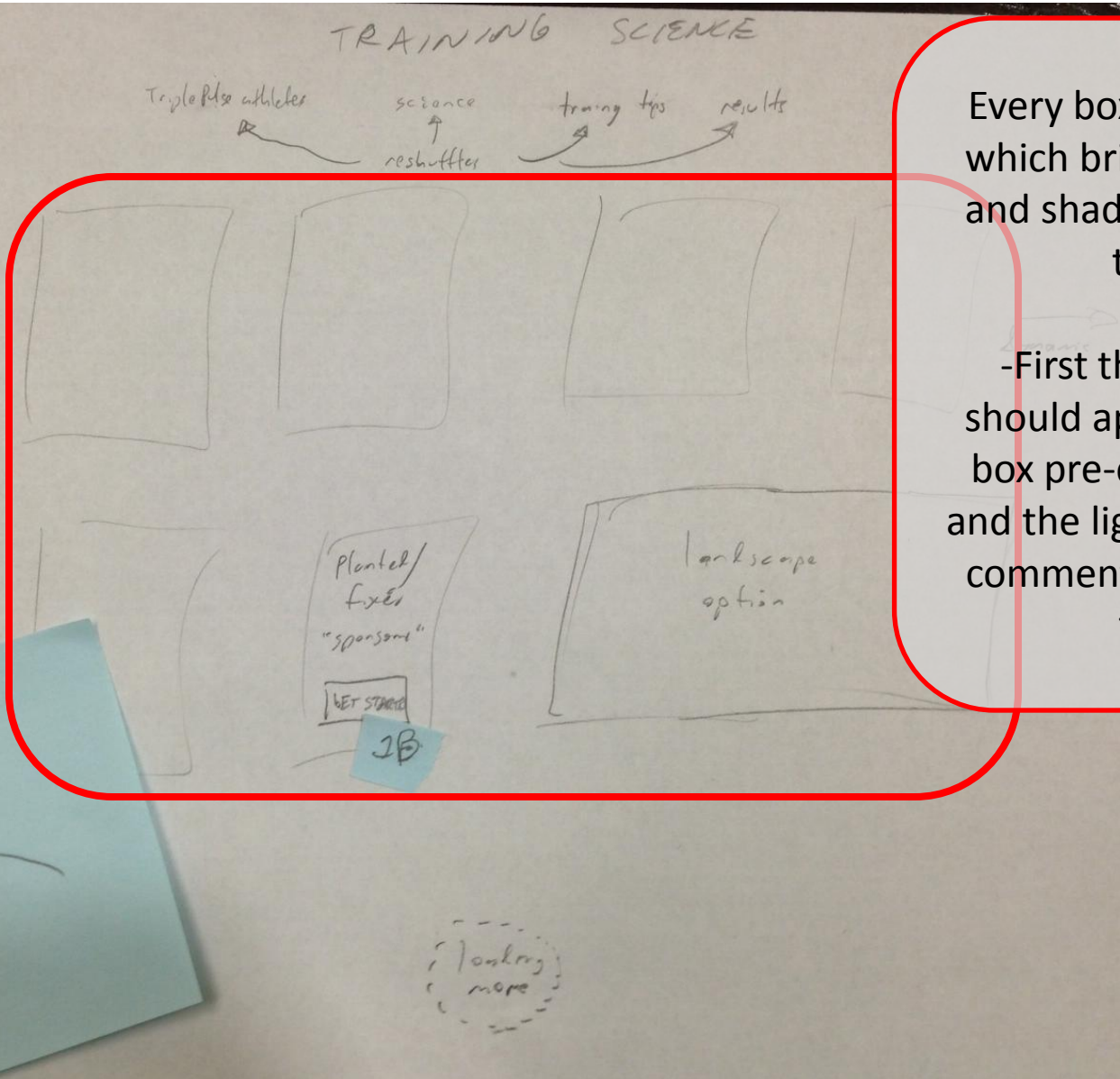
COOL SHADES
With a million brands to choose from...

21 Loves 5 Groups

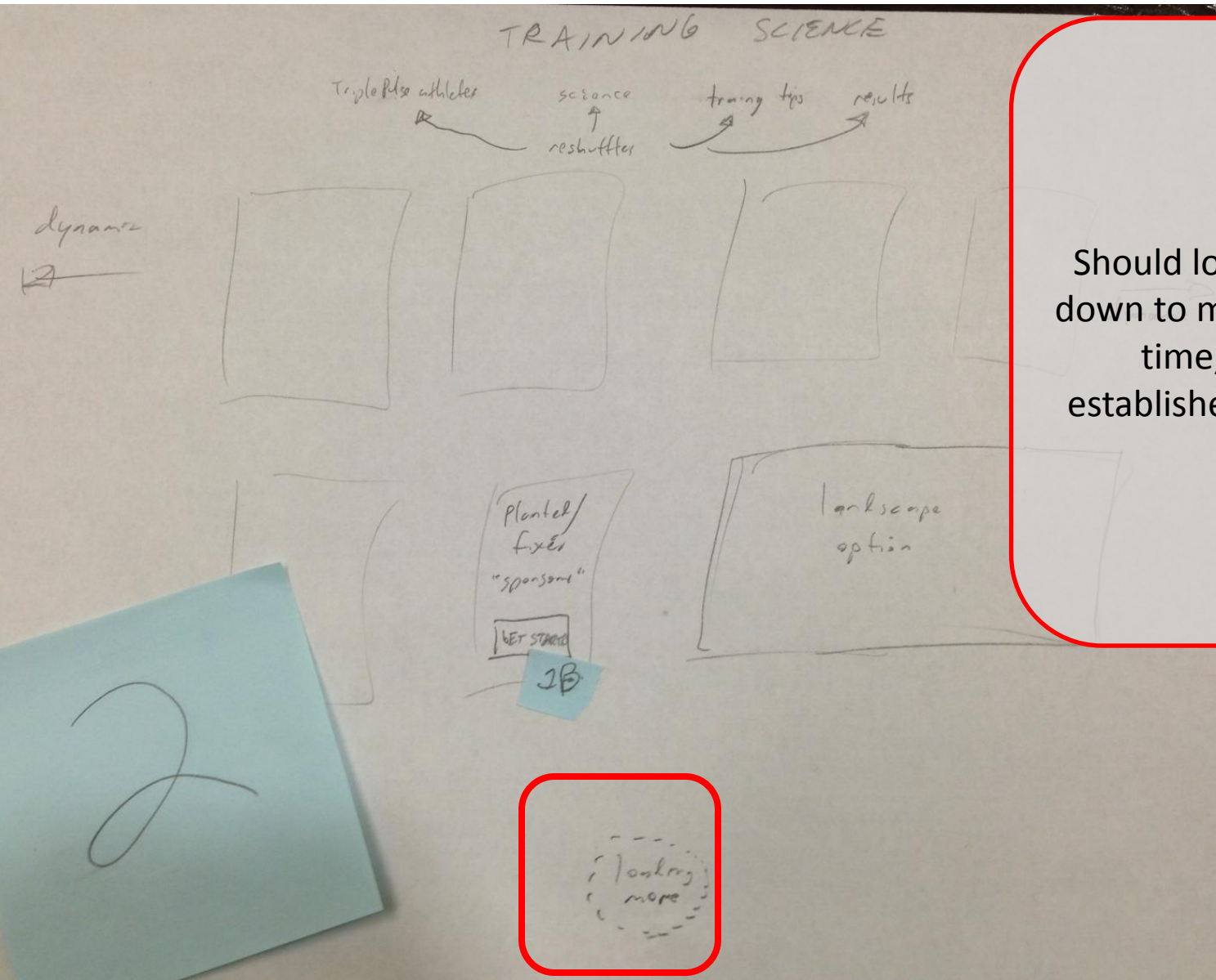
[2] (social pinboard) - destination from all clicks marked [2]

Every box will be clickable which brings up a lightbox and shades out the rest of the page.

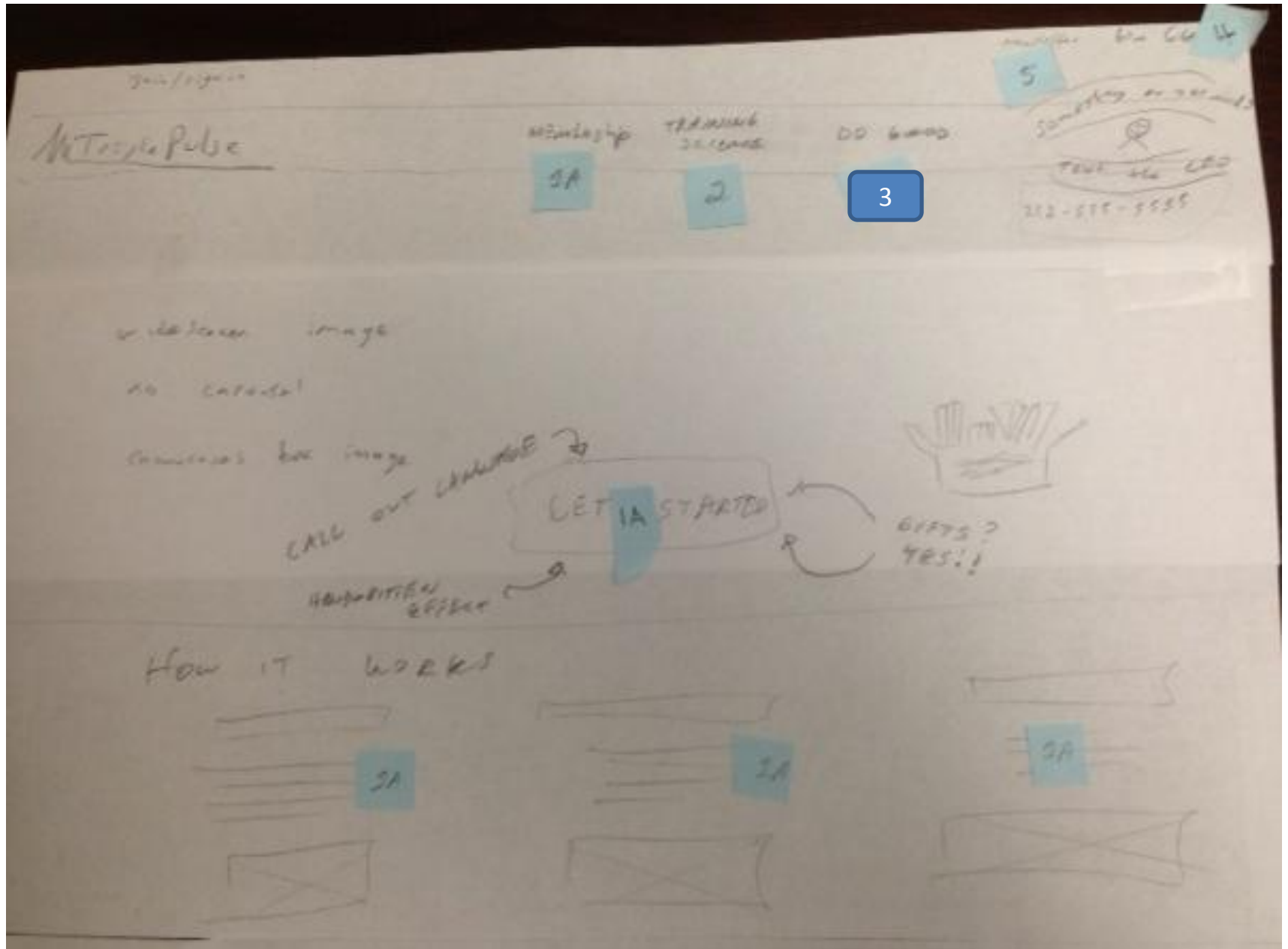
-First three comments should appear under each box pre-click. After a click and the lightbox appears, all comments can be scrolled through.



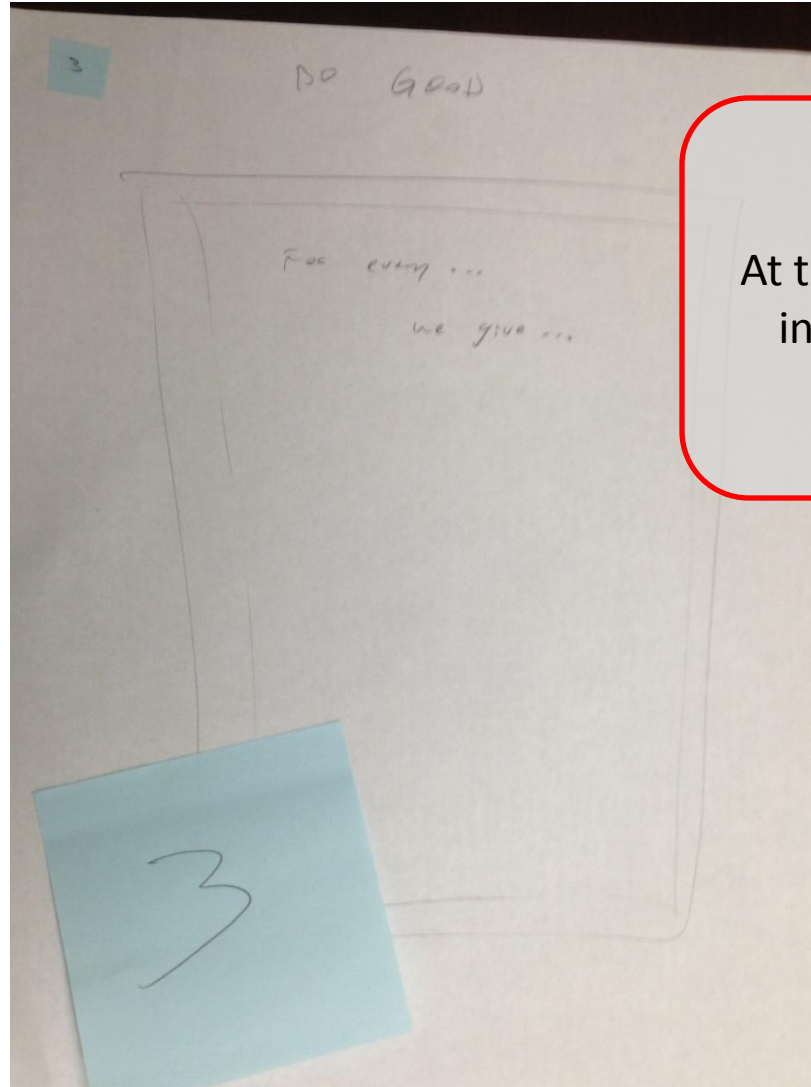
[2] (social pinboard) - destination from all clicks marked [2]



[3] (do good)



[3] do good page



At this point we just want to
input a large infographic

[3] do good page

Example from venture backed
world-class comparable

WARBY PARKER

MEN WOMEN BUY A PAIR, GIVE A PAIR OUR STORY MONOCLE HELP/FAQ

HOME / DO GOOD

DO GOOD. Buy a Pair, Give a Pair Good Company WP Stories

Like 1.3k Tweet 263

LET'S DO GOOD.
We're building a company
to do good in the world.

WE'RE BUILDING A COMPANY TO DO GOOD IN THE WORLD
See how we're working to make a positive impact.

BUY A PAIR, GIVE A PAIR
For every pair of glasses we sell, we provide a pair to someone in need. We partner with non-profits that train low-income entrepreneurs to sell affordable

GOOD COMPANY
We're trying to build a company where we're excited and proud to come to work every day. We think it's good business to do good.

WP STORIES
Learn about how we're trying to create change through stories about ourselves and our partners.

[4] (redeem gift)

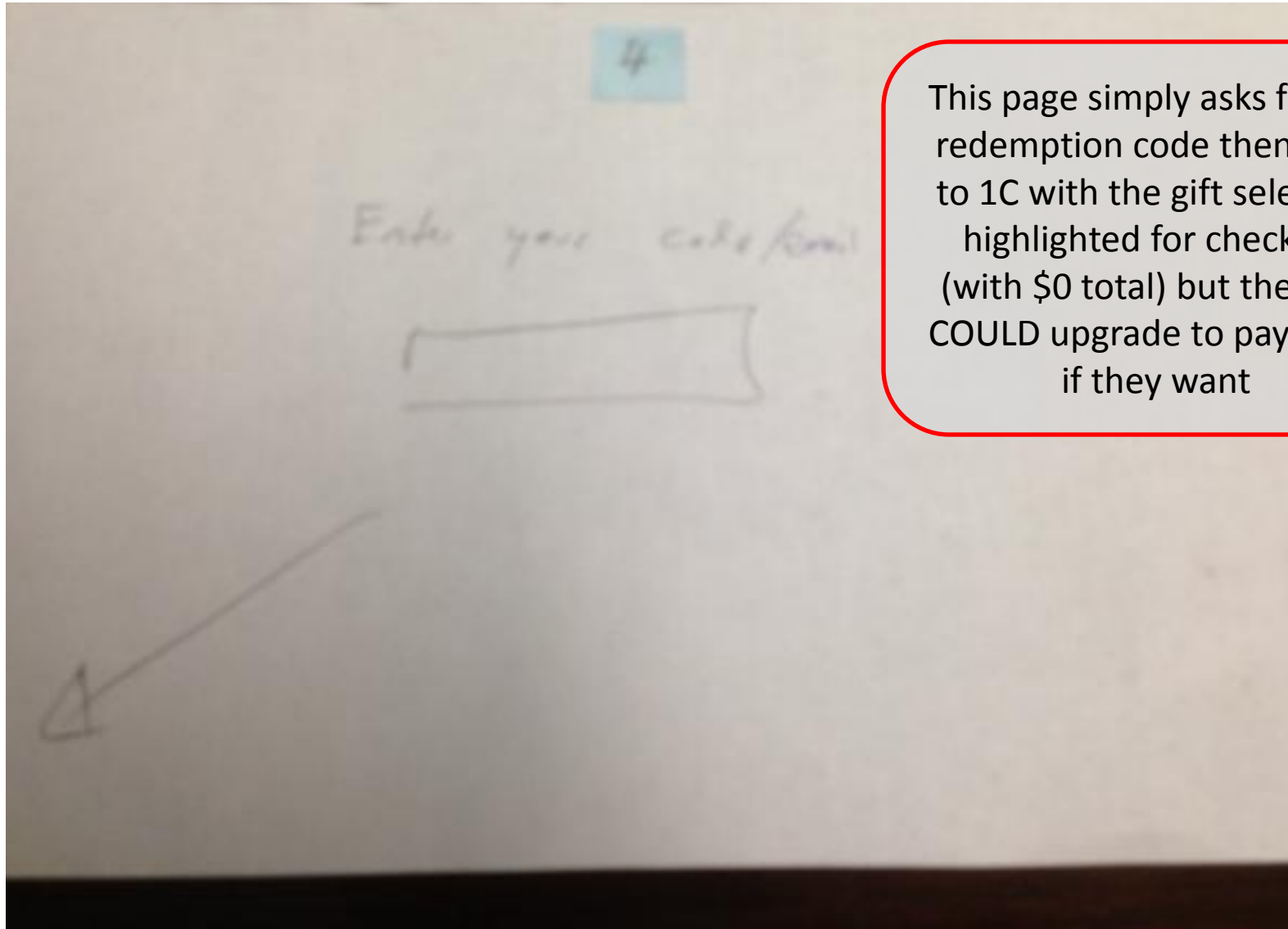
One of the footer items will be different than the others which will be simple text pages. One will open to have a ‘

We Make Tummies Happy!



DONATED MEALS **17,440**

[4] redeem gift page



This page simply asks for the redemption code then goes to 1C with the gift selection highlighted for checkout (with \$0 total) but the user **COULD** upgrade to pay more if they want

[5] (newsletter)

5

McTosya Pulse

membership

3A

training
science

2

DD 6-000

3

5

Sanctuary for 3000
Test the CEO
212-555-5555

wide screen image

no content

continuous box image

CALL OUT CHALLENGE

ADAPTATION
EFFECT

LET IA STARTED



GIFTS?
YES!!

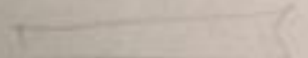
How IT WORKS



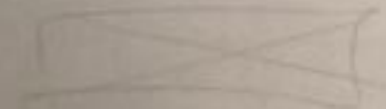
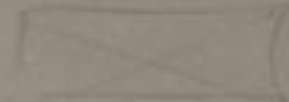
3A



3A



3A



[5] clicked from Landing Page

McTosya Pulse

membership

3A

training
science

2

DD 6000

3

Sanctuary for 3000
Tosya 46 600
212-515-5555

wildscreen image

no capital

continuous box image

CALL OUT CHANGE

HANDWRITING EFFECT

LET IA STARTED



GIFTS?
YES!!

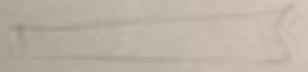
How IT WORKS



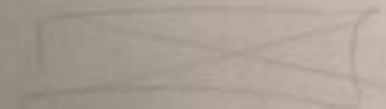
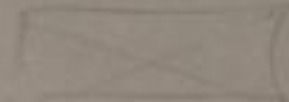
3A



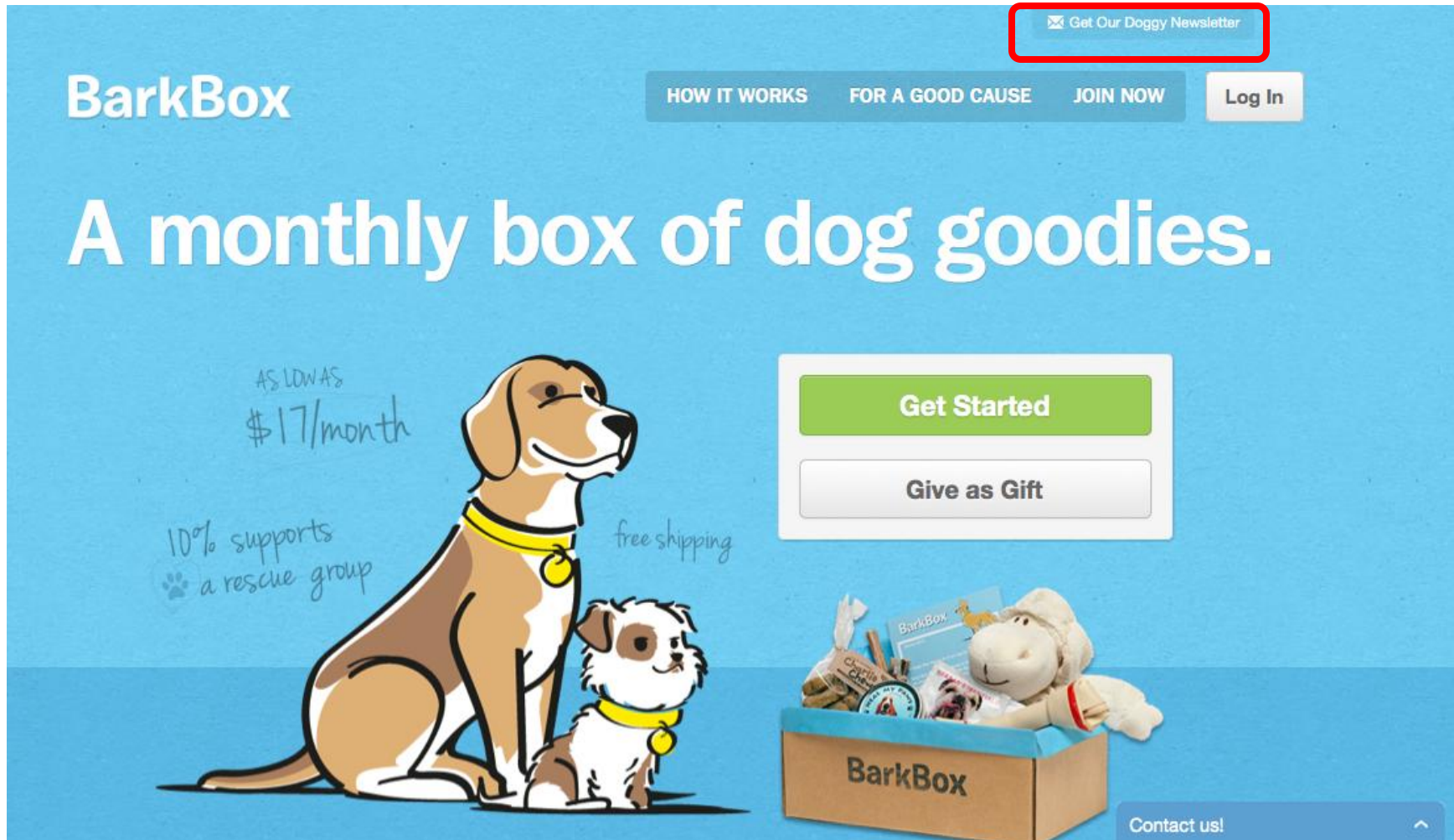
3A



3A



Example from venture backed
world-class comparable



The image shows the BarkBox website landing page. At the top right, there is a red-bordered box containing the text "Example from venture backed world-class comparable". Below this, on the website, is a blue header with the "BarkBox" logo on the left. To the right of the logo are three navigation links: "HOW IT WORKS", "FOR A GOOD CAUSE", and "JOIN NOW", each in a blue button. Further right is a "Log In" button in a white box. In the top right corner of the header area, there is a red-bordered box containing a link that says "Get Our Doggy Newsletter" with an envelope icon. The main body of the page has a light blue background. On the left, there is a cartoon illustration of a large brown and white dog and a smaller white dog with brown spots, both wearing yellow collars. Handwritten-style text around them says "AS LOW AS \$17/month", "10% supports a rescue group" (with a paw print icon), and "free shipping". In the center, there are two buttons: a green "Get Started" button and a white "Give as Gift" button. On the right, there is an illustration of a BarkBox filled with dog treats, toys, and a stuffed animal. The box is labeled "BarkBox". At the bottom right, there is a blue bar with the text "Contact us!" and an upward-pointing arrow.

BarkBox

HOW IT WORKS FOR A GOOD CAUSE JOIN NOW Log In

Get Our Doggy Newsletter

A monthly box of dog goodies.

AS LOW AS \$17/month

10% supports a rescue group

free shipping

Get Started

Give as Gift

BarkBox

Contact us!

[5] newsletter

Example from venture backed
world-class comparable

BarkBox

Get Our Doggy Newsletter

HOW IT WORKS FOR A GOOD CAUSE JOIN NOW Log In

Get Great Doggy Updates!

Top 5 lists, videos and photos to make you smile.


Email:

Dog's name:

Dog's birthday:

[Sign Up Today](#)

We promise not to spam you.



A mon... bodies.

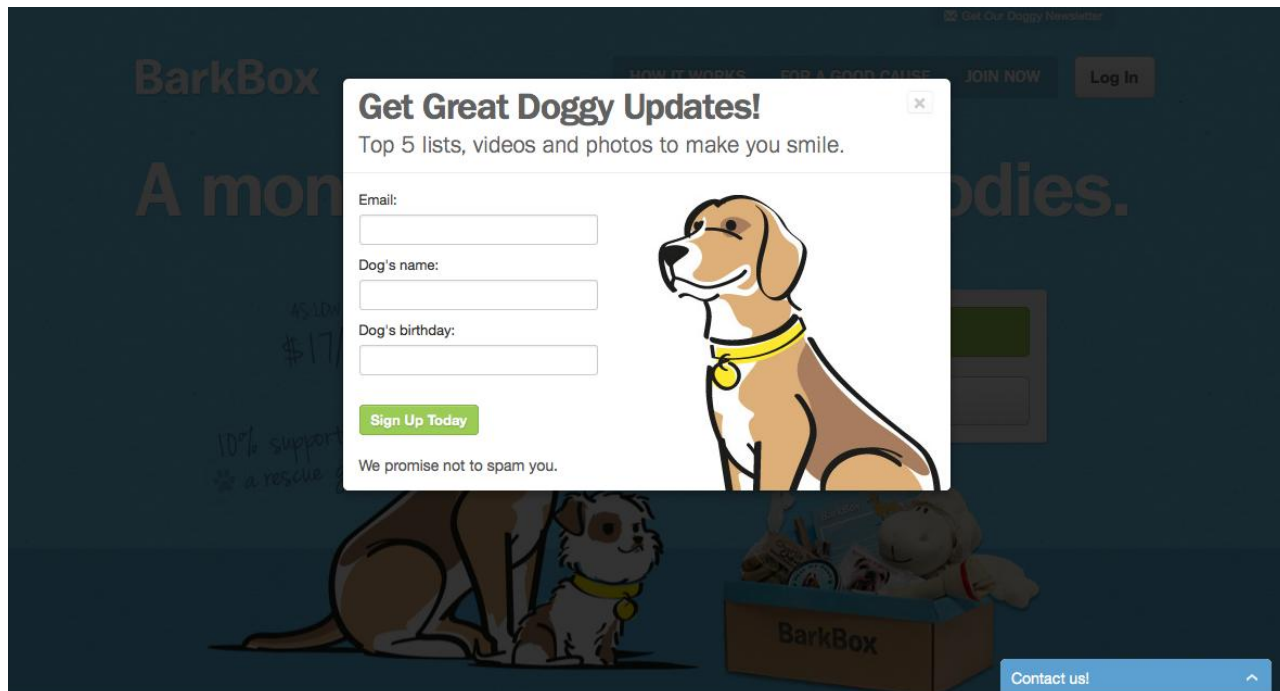
10% support a rescue

BarkBox

Contact us! ^

[5] newsletter

This lightbox requesting e-mail address will appear after a user clicks the “get our newsletter” button in the uppermost right hand corner. (We may decide to test this lightbox/email collection functionality at other points in the site.)



The screenshot shows the BarkBox website with a dark blue background. A white lightbox is centered on the screen, titled "Get Great Doggy Updates!" with a close button (X) in the top right corner. Below the title is the text "Top 5 lists, videos and photos to make you smile." The lightbox contains three input fields: "Email:", "Dog's name:", and "Dog's birthday:". To the right of these fields is a cartoon illustration of a beagle dog sitting and looking to the left. Below the input fields is a green button labeled "Sign Up Today". At the bottom of the lightbox, it says "We promise not to spam you." The background website shows the BarkBox logo, navigation links like "HOME", "ABOUT", "BLOG & GOOD CAUSES", "JOIN NOW", and "Log In". There is also a "Contact us!" button in the bottom right corner.

Get Great Doggy Updates! ✕

Top 5 lists, videos and photos to make you smile.

Email:

Dog's name:

Dog's birthday:

[Sign Up Today](#)

We promise not to spam you.

[6] (login)

McTosya Pulse

membership

3A

training
science

2

DO 6000

3

5

Sandberg, or 30000
Test the CEO
212-575-5555

wildscreen image

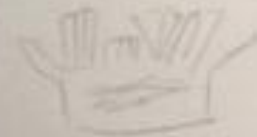
no capital

continuous box image

CALL OUT CHANGE

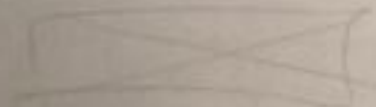
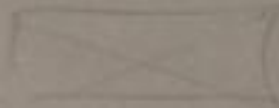
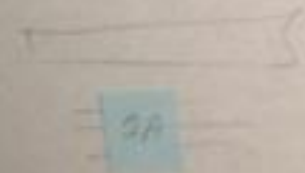
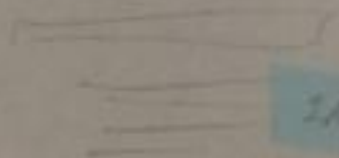
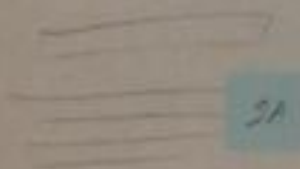
HANDWRITING
EFFECT

LET IA STARTED



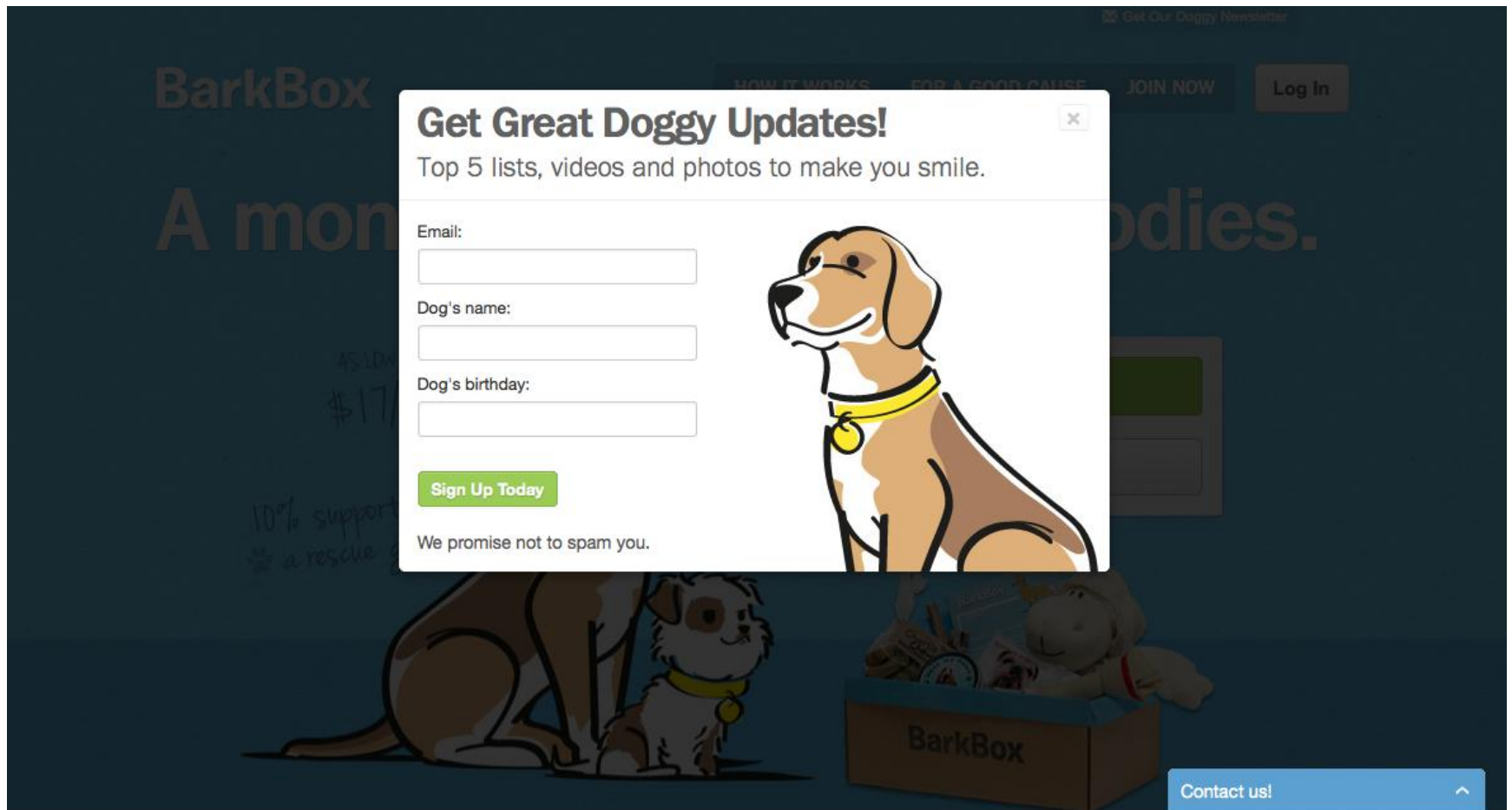
GIFTS?
YES!!

How IT WORKS



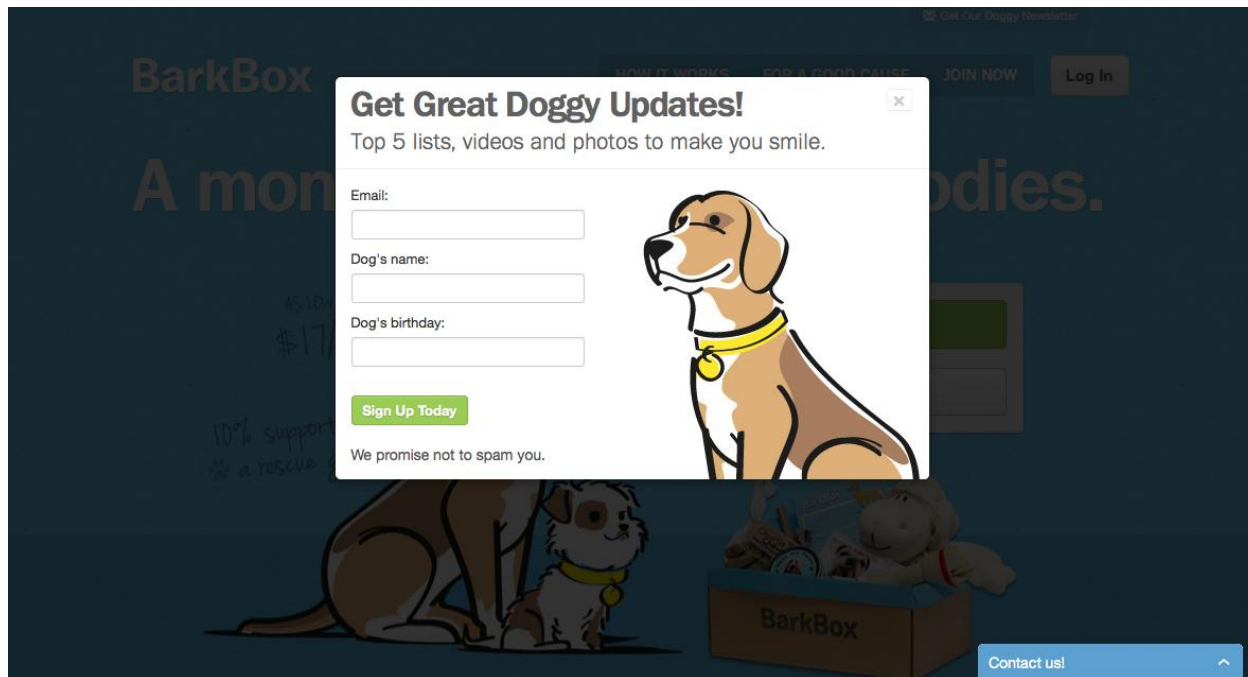
[6] clicked from Landing Page

Example from venture backed
world-class comparable

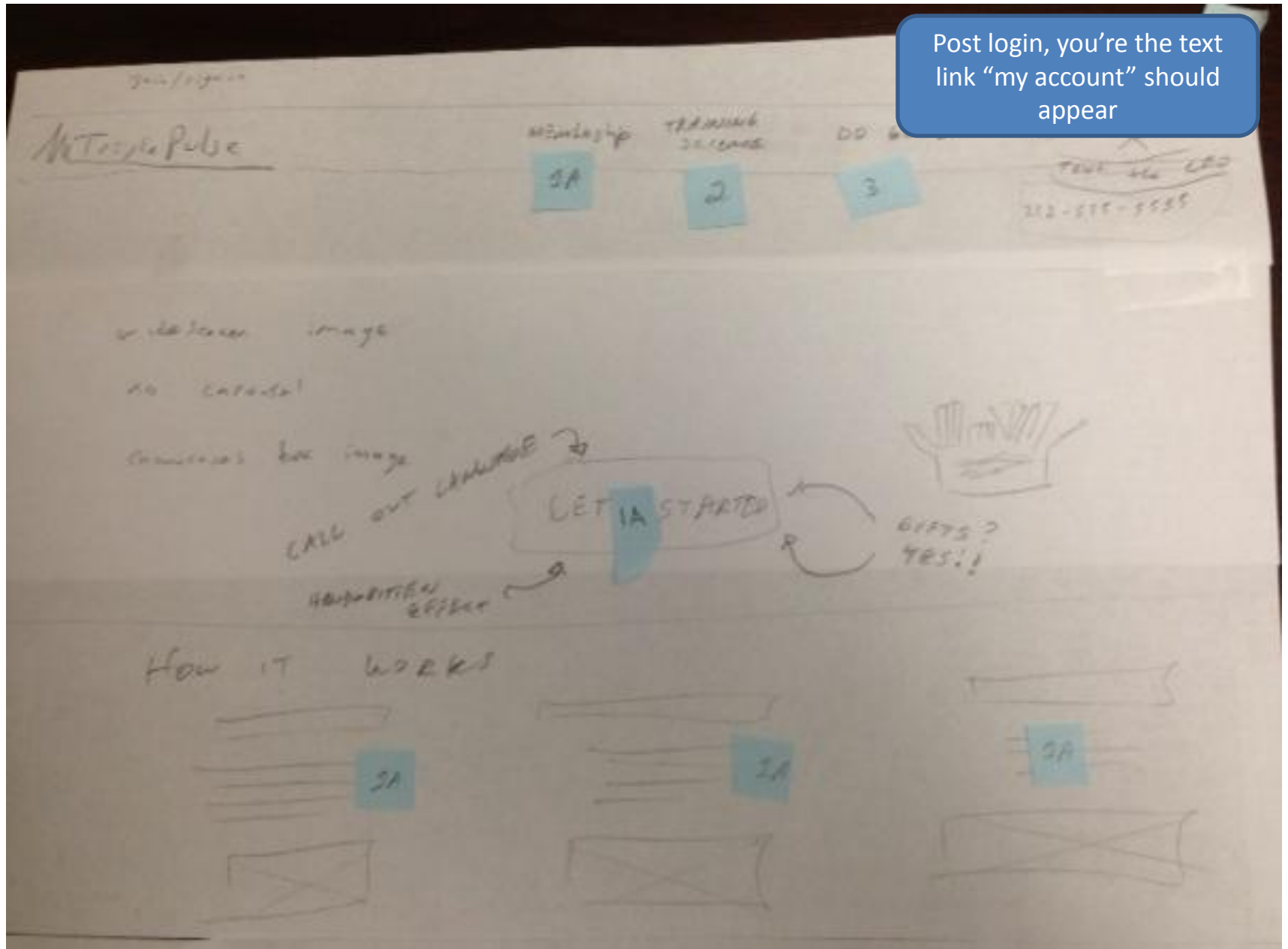


[6] clicked from Landing Page

Same lightbox functionality due for this,
but a modified PNG file



Post login, you're the text link "my account" should appear



[7] (my account)

McTosky Pulse

membership

3A

training
science

2

DD 6-000

3

5

Sanctuary or 3000

Test the CEO

212-575-5555

wilderness image

no capital

continuous box image

CALL OUT CHANGE

ADAPTATION
EFFECT

LET IA STARTED



GIFTS?
YES!!

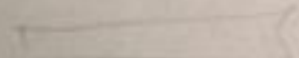
How IT WORKS



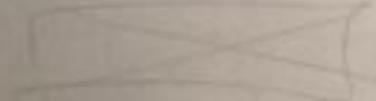
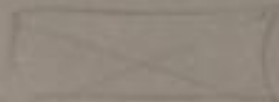
3A



3A



3A



[7] (my account)

Account

Profile

Subscriptions

Gifts

Payment

Invite

Basic Information

First name

Constantine

Last name

Anastasakis

E-mail address

ca@triplepulse.com

Phone

Save changes

Cancel

Password

Old password

••••••••

New password

New password
confirmation

Save password

Cancel

we are going to select the boiler plate functionality on the tabs of 'profile' 'subscriptions' and 'payment' as seen on barkbox here


[7] my account

Account

Invite Friends &
Earn Free Boxes

[Profile](#) [Subscriptions](#) [Gifts](#) [Payment](#) [Invite](#)

Add a New BarkBox



TriplePulse

PLAN
small, 1 month

[Manage Subscription](#)

we are going to select the boiler plate functionality on the tabs of 'profile' 'subscriptions' and 'payment' as seen on barkbox here

[7] my account

we are going to select the boiler plate functionality on the tabs of 'profile' 'subscriptions' and 'payment' as seen on barkbox here

[Profile](#) [Subscriptions](#) [Gifts](#) [Payment](#) [Invite](#)

Payment Information

First Name

Last Name

Card Number

CW

Month

Year

Country

Postal Code

Address

Apt/Suite

City

State/Province

[Save changes](#)

[Cancel](#)