# moth

# MIT Alumni website

User experience specification including user flows, sitemap, and annotated wireframes for the MIT Alumni website.

#### Change Log:

#### Class Notes - Pages: 9, 13, 44, 45

Updated the date sorting controller to reflect a date range ranther than selecting a month/year.

#### Community List - Pages: 46, 47

Changed to a link list from a button menu to a slide-over menu.

#### Slice of MIT – Page: 25

Created "logged-in" version of search results in design. Search Results uses the generic category template

#### Slice of MIT - Page: 29

Removed topic list from branded header in design. Added search funcitonality to slice masthead in design.

#### Site Map - Pages: 6, 7

Replaced 3.4 Career coaching with 3.4 Career Advisory Added 3.6 Employee Relations Added 6.7 Social Media

Final Version
Published June 10, 2016
by Dan Rukas (dan@mothdesign.net)

## Contents

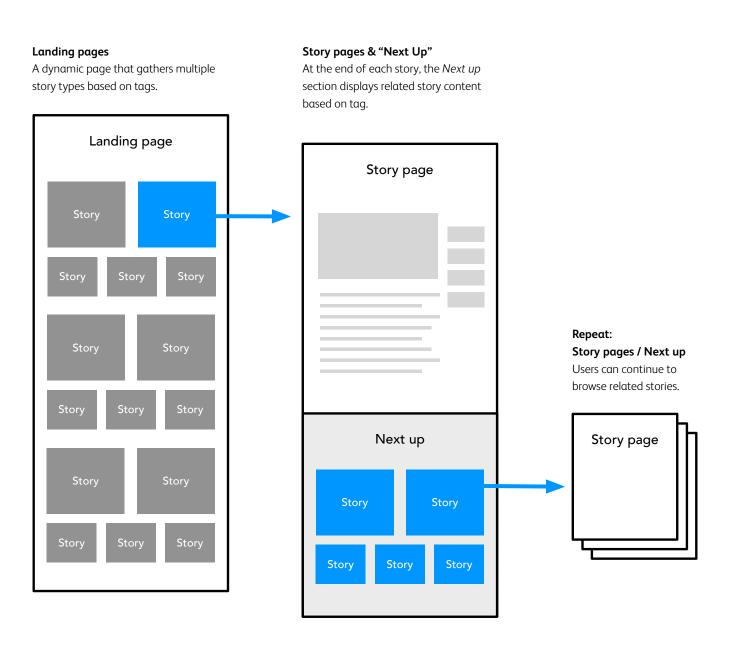
- **4** Design system
- 6 Sitemap and template map
- 9 Pattern library
- **14** Navigation
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- **30** Story pages
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Version 8 / published June 10, 2016 / by Dan Rukas

Design system: Visually explore flow

Overview

The "Visual story grid" pattern, used on landing pages and the "next up" section of story pages, allows users to explore related content around a topic without traditional navigation.



# Design system: Story types and tags

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#### Overview

Each story type uses a unique design template customized for that content.

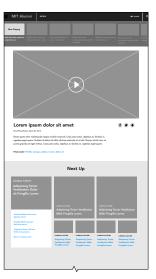
#### Article (or Podcast, Twitter chat)



#### Gallery



#### Video



#### Feature



## Tags

Stories can have multiple topic tags and multiple channel tags.

#### Topic tags:

represent what the story is about. "science", "hacks", "energy", etc.

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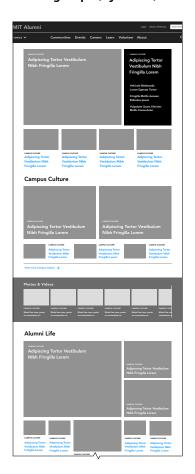
# Design system: Landing pages

**Dynamic landing pages** present stories in a visual grid. Tags are used to gather content around a topic, channel, or story type.

# **Content landing pages** provide an overview of section content



#### Visual groups (dynamic)



#### Category generic (dynamic)



#### Category enhanced (dynamic)

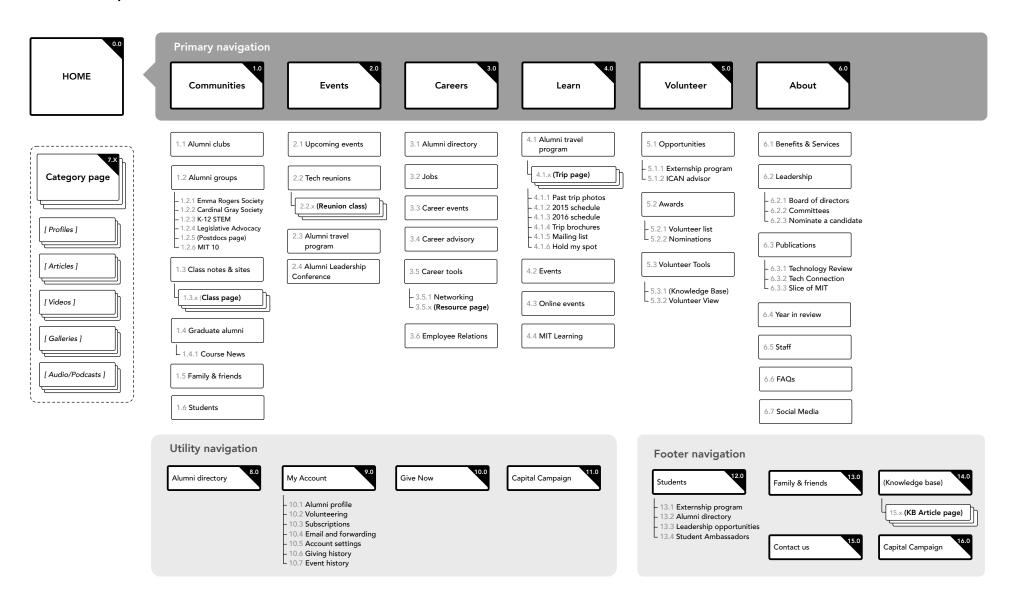


#### Landing page designs

A dynamic landing page can use one of 3 designs. Templates range from visually rich to generic story lists.

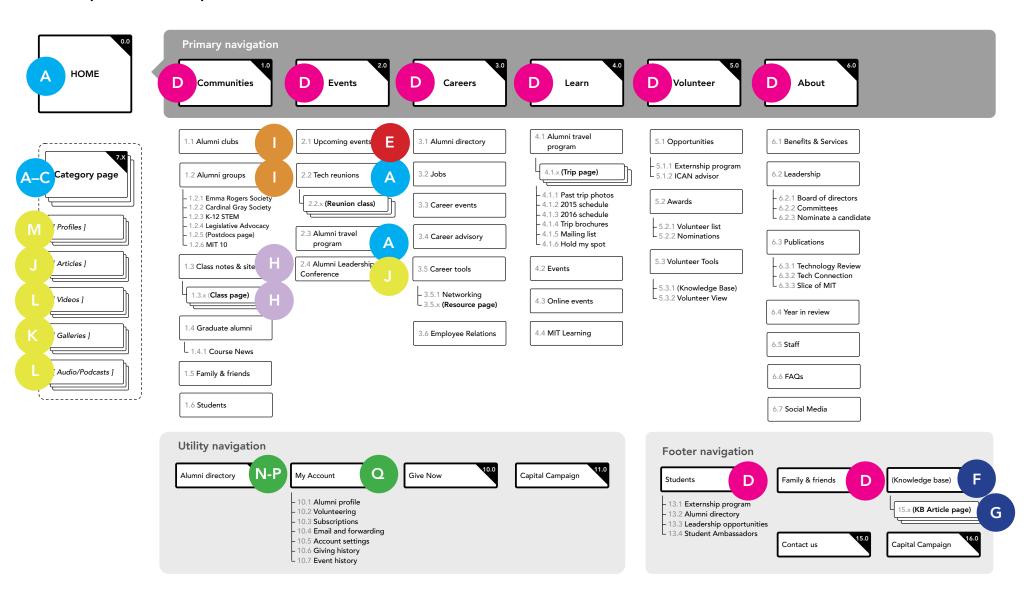


## Sitemap

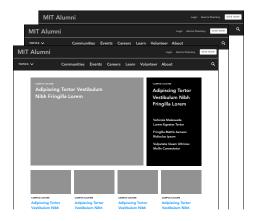


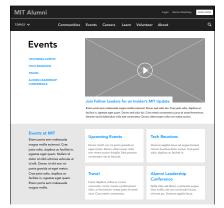
## тотп

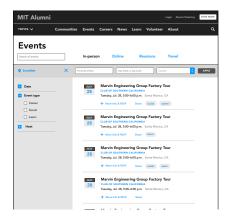
## Template map

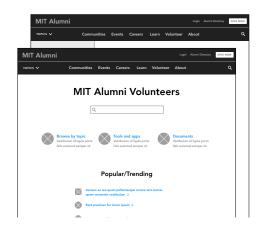


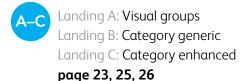






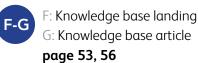


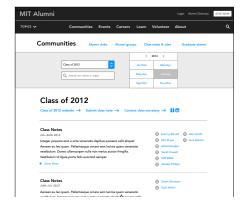


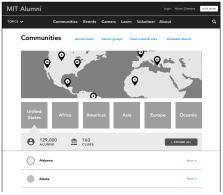


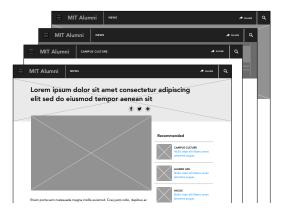


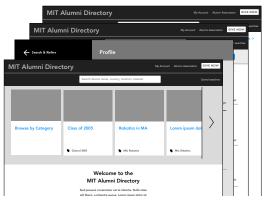




















N: Alumni landing page

O: Alumni list

P: Alumni profile

Q: Account

## Pattern library overview

**Navigation patterns** page: 14

Visual grid patterns: Used on landing pages and "Next Up" sections only.













Feature story page: 10

VISUAL GRID

Category summary Class note summary

page: 10

VISUAL GRID

Visual story page: 11

VISUAL GRID Short summary

page: 11

VISUAL GRID

Media carousel Call-to-action block

page: 11

Mar/Apr

VISUAL GRID

Media Flag

page: 12

## **Site patterns:** Reused across multiple templates



Featured entry points

page: 13



**Navigation summary** 

**Event list** 

page: 13

page: 40



Accordion

☐ Career

Social Leam

page: 43

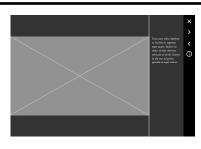
page: 13

Multiselect filters





Message banner page: 54

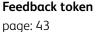




Fullscreen slideshow modal page: 35



Club of Southern California X







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## Pattern: Feature story

VISUAL GRID



The largest element in a visual story grid. Includes category link, headline, and a large photo.



Adipiscing Tortor Vestibulum Nibh Fringilla Lorem

## Pattern: Category summary

VISUAL GRID



Gives an overview of the latest content in a section. Top story is featured with larger typography. Links to the category landing page. Can also be used to display links in a section.



## Pattern: Class note summary

VISUAL GRID



Displays a list of alumni included in a class note, the class year, and published date. These will only appear if a user has access to view class notes and is logged in.



## Pattern: Visual story

VISUAL GRID



**Adipiscing Tortor Vestibulum** Nibh Fringilla Lorem

A standard story in a visual grid. Includes an image, category link, and headline.

CAMPUS CULTURE

**Adipiscing Tortor** 

Vestibulum Nibh Fringilla Lorem

**Adipiscing Tortor Vestibulum** Nibh Fringilla Lorem



## Pattern: Short summary



CAMPLIS CUITURE **Adipiscing Tortor Vestibulum** 

Nibh Fringilla Lorem Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nullam id dolor id nibh ultricies

vehicula ut id elit. Donec id elit non mi porta gravida at eget metus.

Includes a short summary of the story with

image, category link, and headline.

Fringilla Lorem

**Adipiscing Tortor Vestibulum Nibh** 

Cras justo odio, dapibus ac facilisis in, egestas eget guam. Nullam id dolor id nibh ultricies vehicula ut id elit. Donec id elit non mi porta gravida at eget metus.

**Adipiscing Tortor Vestibulum Nibh** Fringilla Lorem

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nullam id dolor id nibh ultricies vehicula ut id elit. Donec id elit non mi porta gravida at eget metus.

Pattern: Carousel and CTA

VISUAL GRID



A flexible pattern that allows any content type or category in a condensed scrollable space.





Lorem ipsum dolor sit

Give Now

## Pattern: Media flag

VISUAL GRID







A visual flag over any component to indicate a video, podcast, or gallery.



CAMPUS CULTURE

Adipiscing Tortor Vestibulum Nibh Fringilla Lorem



**CAMPUS CULTURE** 

Adipiscing Tortor Vestibulum Nibh Fringilla Lorem



CAMPUS CULTURE

Adipiscing Tortor Vestibulum Nibh Fringilla Lorem

## Pattern: Featured entry points



Cras justo odio, dapibus ac facilisis in, egestas eget quam. Sed posuere consectetur est at lobortis in, egestas eget quam. Sed posuere consectetur est at lobortis



in, egestas eget guam, Sed posuere consectetur est at lobortis

## Pattern: Navigation summary



Donec id elit non mi porta gravida at eget metus. Donec ullamcorper nulla non metus auctor fringilla. Sed posuere consectetur est at lobortis.

**Club of Southern California** 

Pattern: Feedback token

Includes an image (or illustration), link, and short description.

Includes page title and a short summary. Used primarily on content section landing pages.

Displays currently applied filters with an option to remove.

### Pattern: Event list

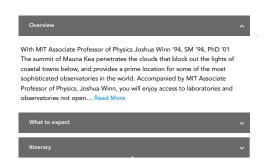
JULY

28

Marvin Engineering Group Factory Tour **CLUB OF SOUTHERN CALIFORNIA** Tuesday, Jul. 28, 5:00-6:00 p.m. Santa Monica, CA

+ More Info & Registration

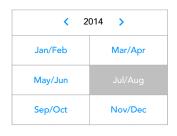
Pattern: Accordion



For detailed notes see "Events" template

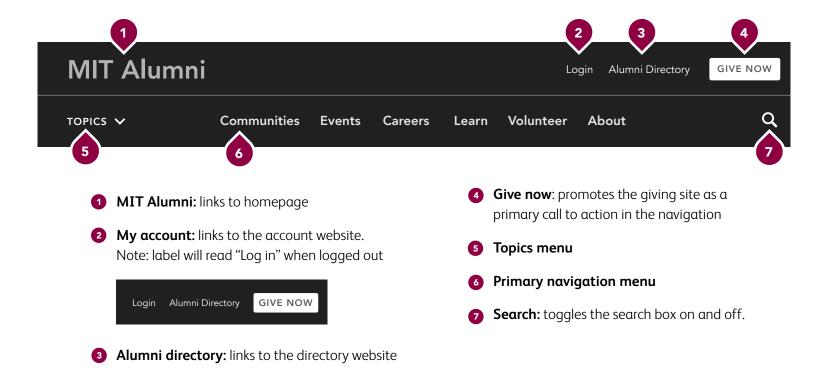
Tapping heading or arrows displays additional content.

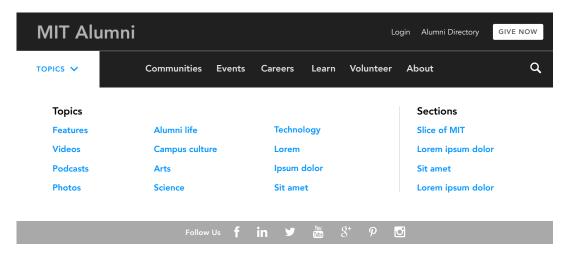
Pattern: Year & month selector



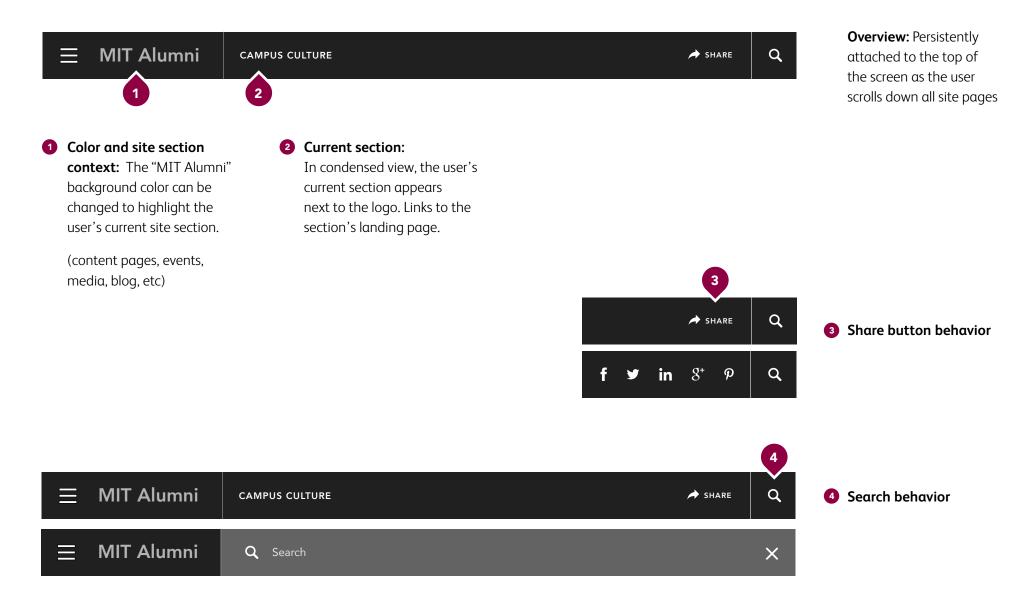
For detailed notes see "Class notes" template

## Pattern: Navigation



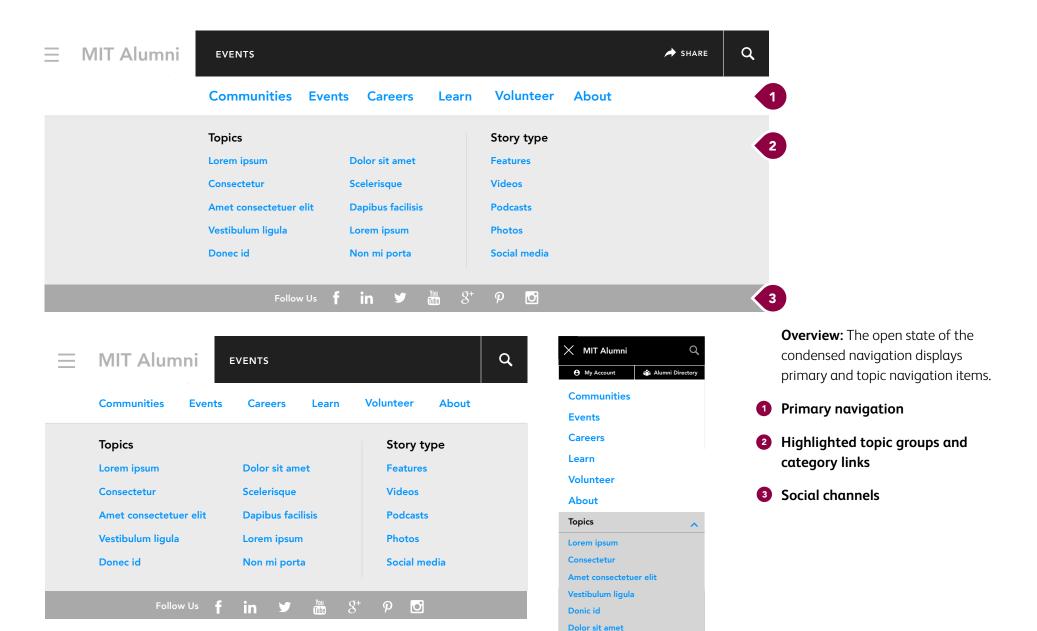


## Pattern: Condensed navigation



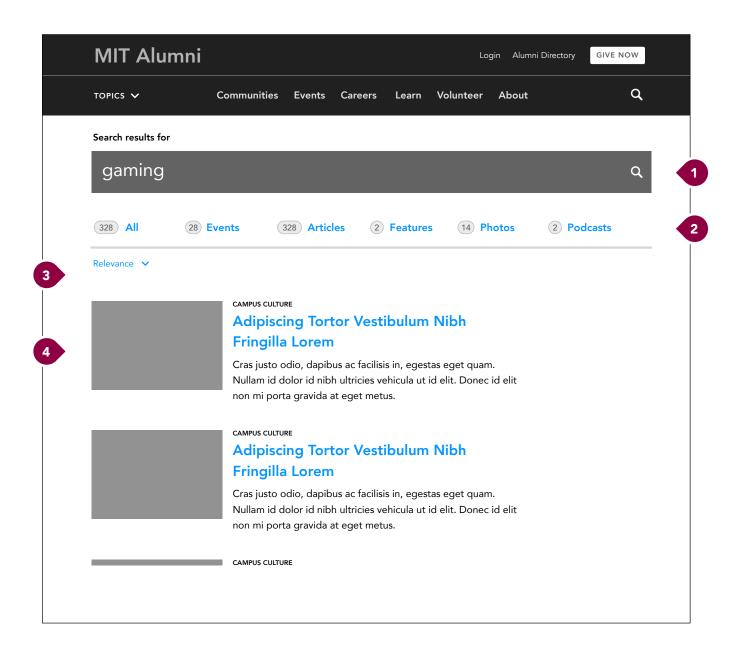
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## Pattern: Navigation open menu



Scelerisque

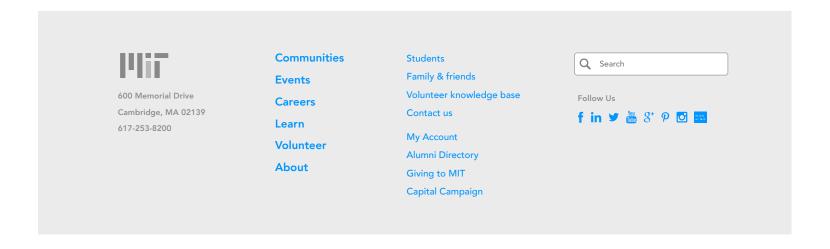
## Pattern: Search results list and behaviors



**Overview:** Displays search results with optional "type" filter.

- **1** Search field & title
- **Type filter:** Includes total number of results in a category.
- **Sort menu:** options include:
  - Relevance
  - Latest
- 4 Results list

# Pattern: Footer navigation



# 0.0 Homepage

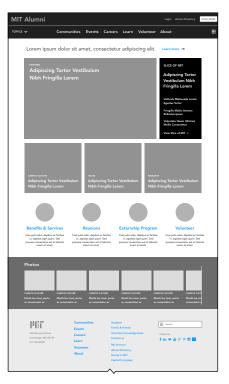
#### Overview

Large visual grids display current or promoted content from different site sections.

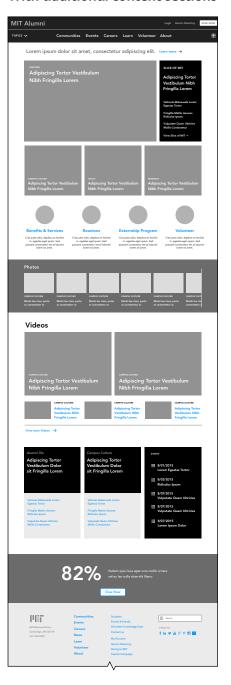
#### Flexible structure

Multiple visual grids can be used on the homepage to spotlight content in different site sections. See the pattern library for more details.

#### Homepage (basic)

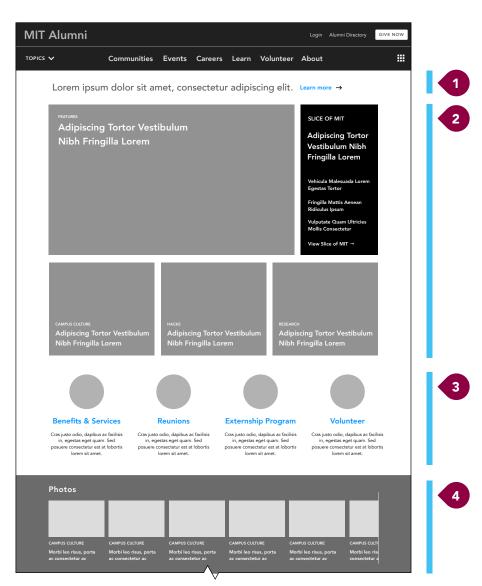


#### With additional content sections



## 0.0 Homepage

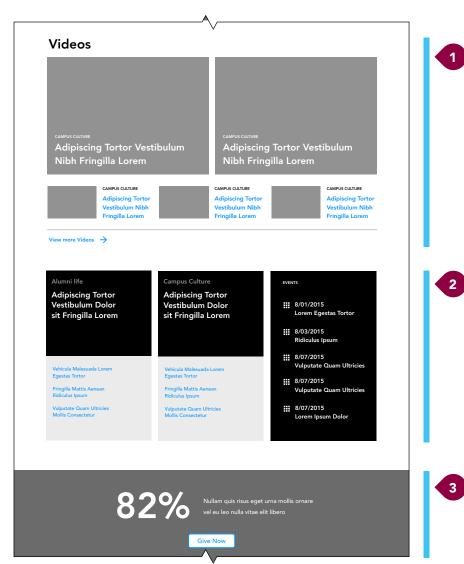




- **1 Introduction statement:** links to the about section, MIT students, and Friends & Family.
- **2 Visual grid:** links to featured and recent content.
- **Featured entry points:** Includes an image (or illustration), link, and short description. Updated based on time of year or cycle.
- **Content carousel:** Photo gallery examples shown.

## 0.0 Homepage (continued)





**1** Category visual grid: links to stories or content in the category.

Bottom link to category landing page:

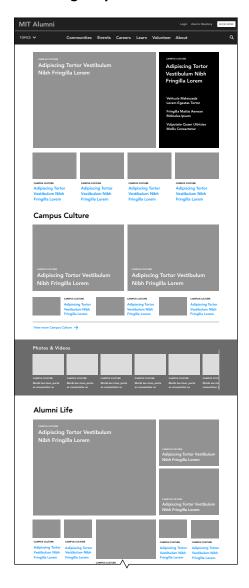


- **2 Category summary**: Includes a highlighted story, additional story links and a link to the category landing page.
- **3 CTA section (Giving example):** Impact statistic with "Give now" call-to-action.

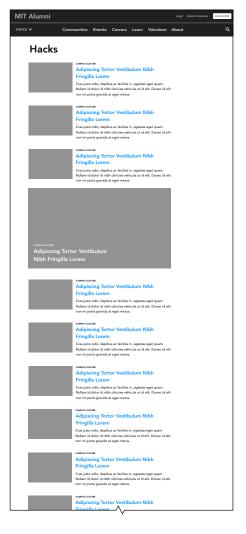
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Landing page types

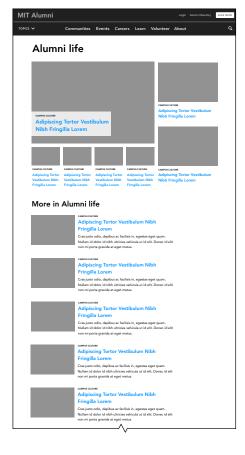
### Visual groups



## **Category generic**



### Category enhanced

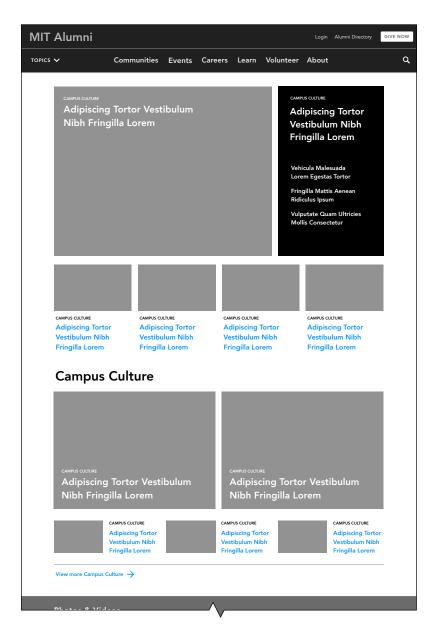


#### **Content landing page**



# Landing A: Visual groups





**1 2 Category visual grid:** links to stories or content in the category.

Bottom link to category landing page:



2

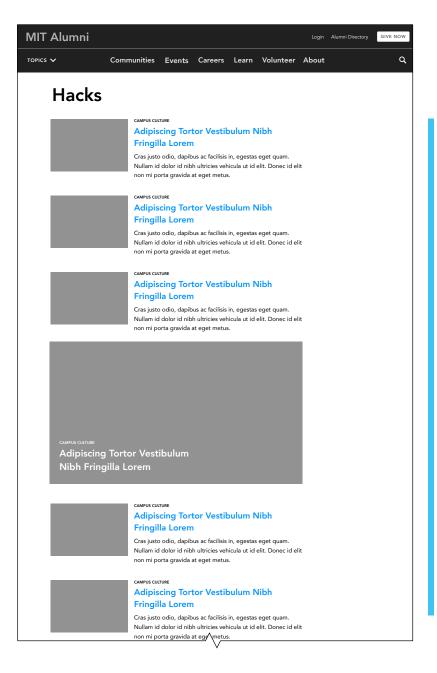
# Landing A: Visual groups (continued)





- **1 Multi-type carousel:** displays stories across multiple categories and media types.
- **Category visual grid:** links to stories or content in the category.
- **3 Category summary**: Includes a highlighted story, additional story links and a link to the category landing page.

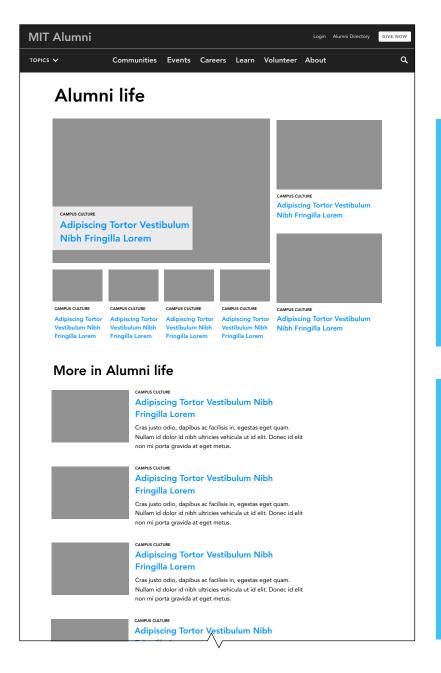
# Landing B: Category generic



Chronological listing of category content: each story includes a short summary.

Note: Featured content may appear using a different visual style.

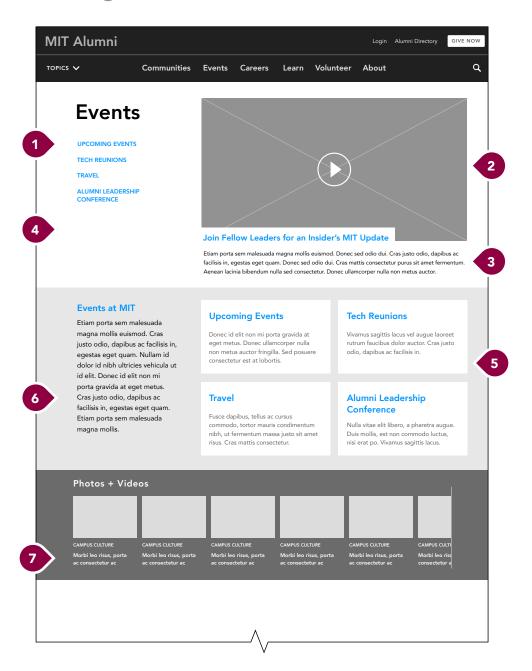
## Landing C: Category enhanced



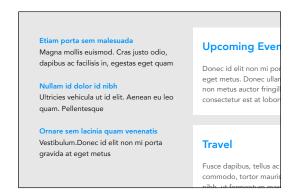
- 1 Visual grid: featured stories (not necessarily the most recent).
- **2** Chronological listing of category content: each story includes a short summary.

2

## Landing D: Content section



- Mavigation
- Primary video or image: Videos play in-line first.
- Introduction
- 4 Featured section link: unique "headline" and short summary to promote a page in the section.
- **Solution Summary:** page title and short summary
- Featured link or linked list:

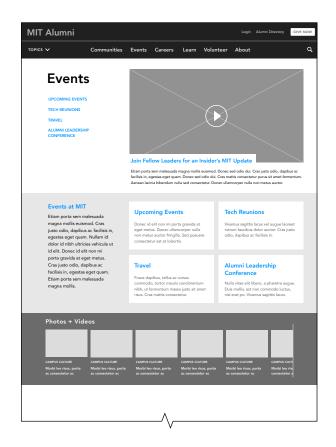


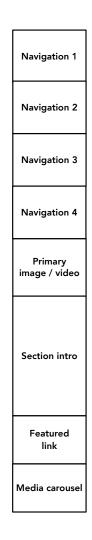
Content carousel

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# Content flow: Content section landing page

Navigation (desktop enhancement)	Primary image / video	
	Section intro	
Featured link	Navigation 1	Navigation 2
	Navigation 3	Navigation 4
Media carousel		







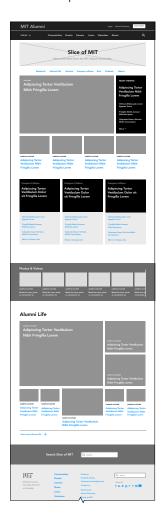
Etiam porta sem malesuada magna mollis euismod. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nullam id dolor id nibh ultricies vehicula ut id elit. Donec id elit non mi porta gravida at eget metus. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Etiam porta sem nalesuada magna mollis.

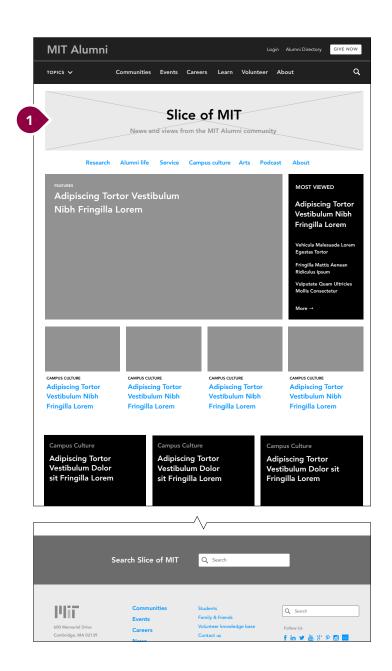
Vestibulum id ligula ports felis euismod semper. Nulla vitas e leit libero, a phaetra augue. Duis mollis, est non commodo luctus, nisi erat portitor ligula, eget lacinia dois sem nec elit. Sed posuere consectetur est at lobortis. Maecenas fueubus mollis interdum. Preseent commodo cursus magna, scelerisque nisi consectetur et Donce ullimcorper nulla non metus auctor fringilla. Curabitur blandit tempus portitor.

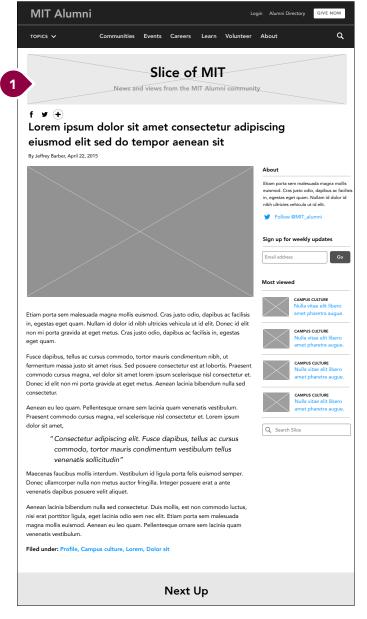
## Content example: Slice of MIT

# Slice of MIT is an example of a channel landing page.

Channel landing pages use a visual branding component at the top



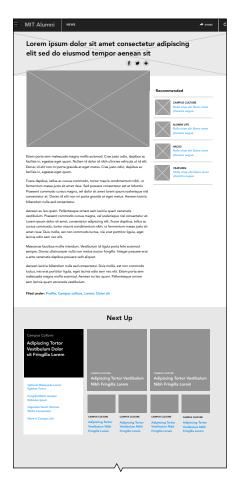




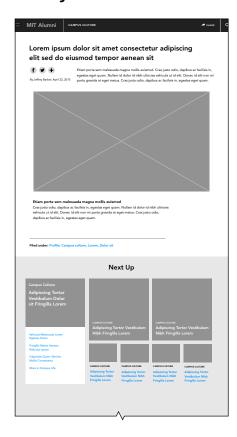


## Story page types

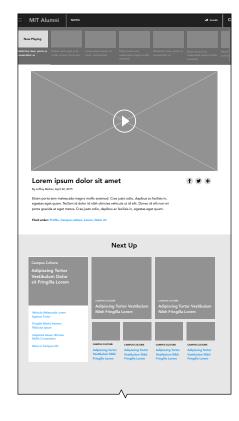
#### **Article**



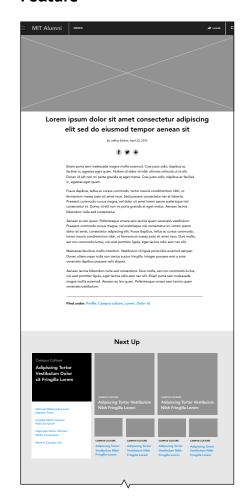
### Gallery



#### Video

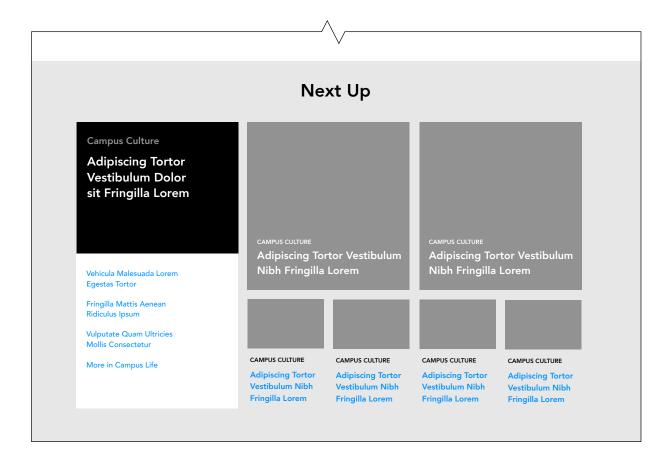


#### Feature





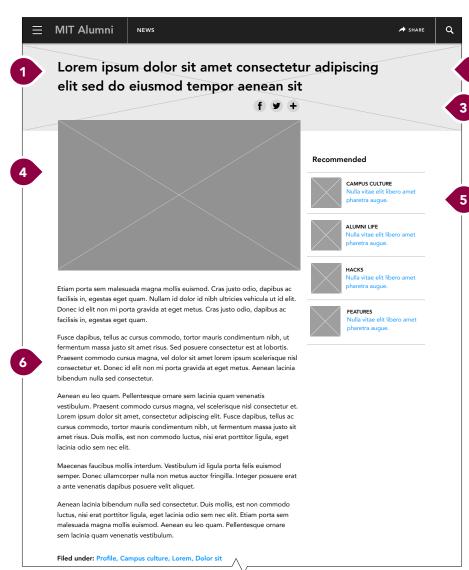
## Pattern: Next up



**Overview:** a visual grid that appears at the bottom of all content pages. Users can visually explore without the use of traditional navigation. Offers content related to the current story by topic, content type, series, etc.

## Template: Article page

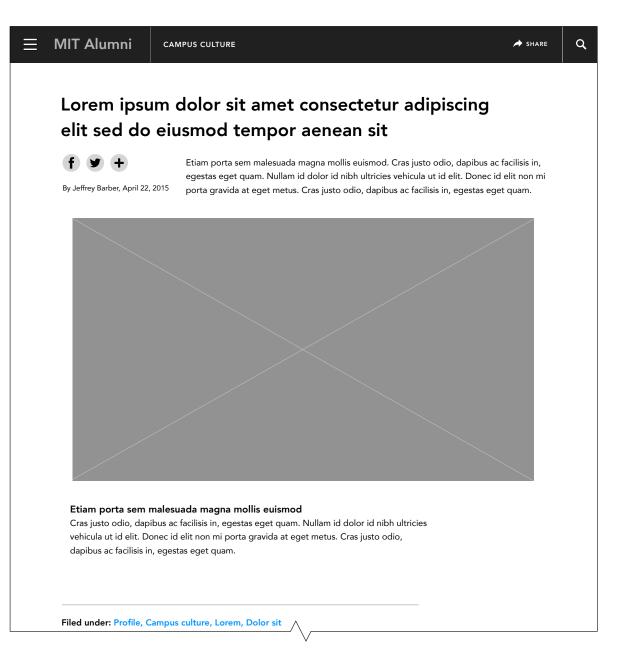




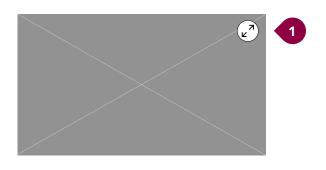
- Primary category, Article title, author, and date
- 2 Article specific full-width cover image (optional)
- **Social Sharing:** Two primary options. Extended options display up to 4 additional buttons (may included LinkedIn and Pinterest).
- 4 Primary article image
- Recommended or related content
- 5 Article body

## Template: Photo slideshow





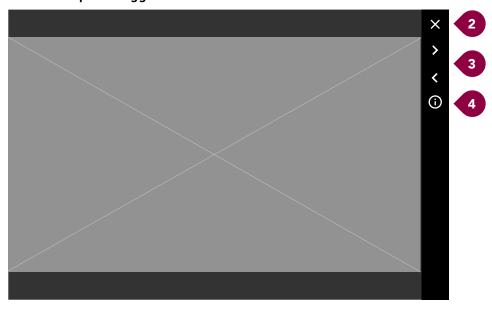
# Pattern: Photo slideshow (within any site page)



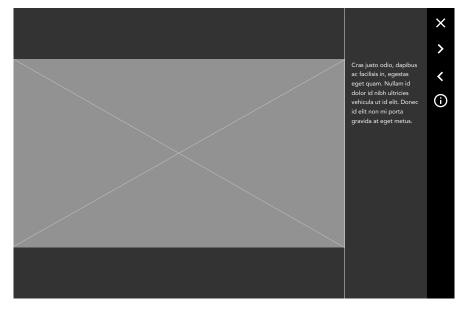
**Overview:** Photo slideshows can be launched from any content page and displayed in a modal window that fills the screen without leaving the current page.

- 1 Enlarge link
- Close
- Next / Previous
- Toggle caption display

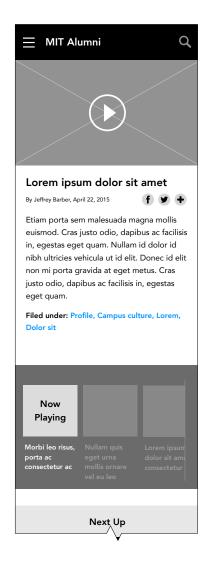
#### Without caption toggled

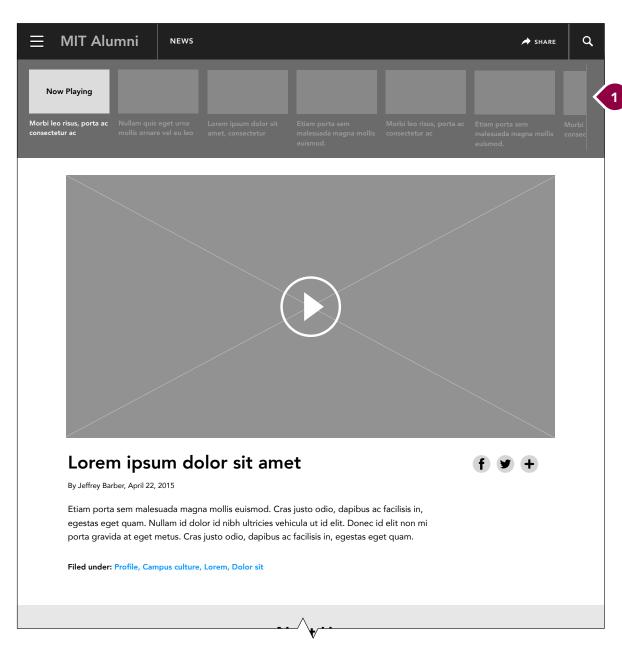


### With caption toggled



# Template: Video & audio page





1

**Carousel pattern:** Used to show next videos in a series or category.

## Template: Feature page



bibendum nulla sed consectetur.

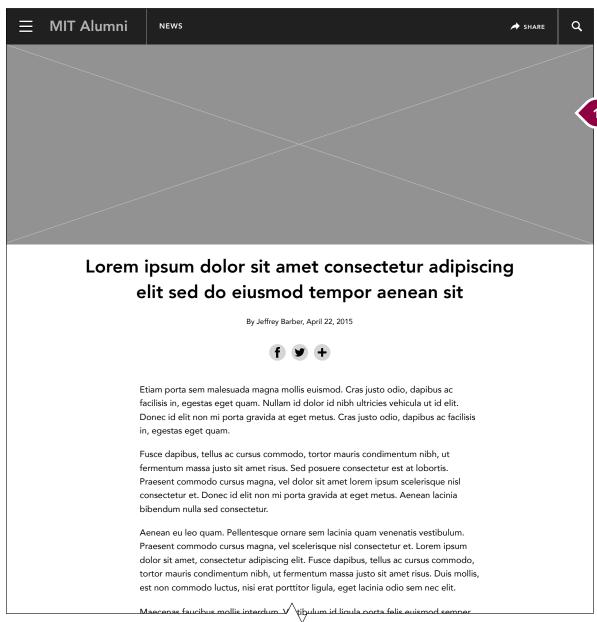
Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut

fermentum massa justo sit amet risus. Duis

consectetur et. Donec id elit non mi porta

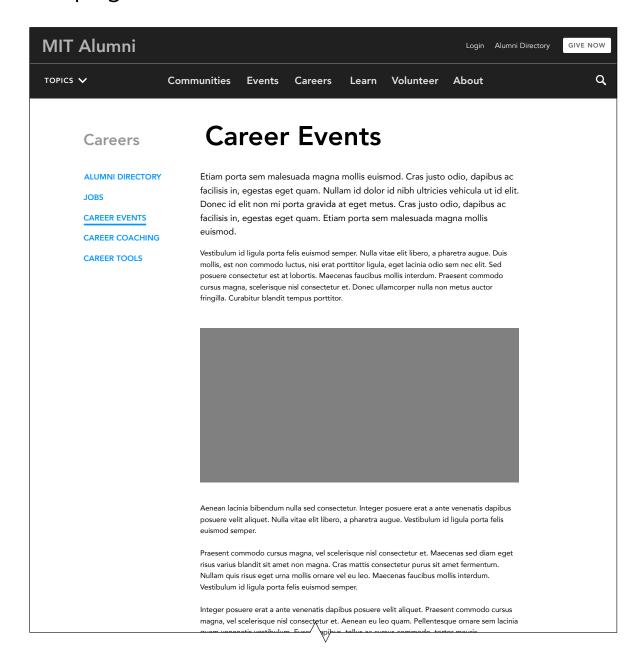
gravida at eget metus. Aenean lacinia



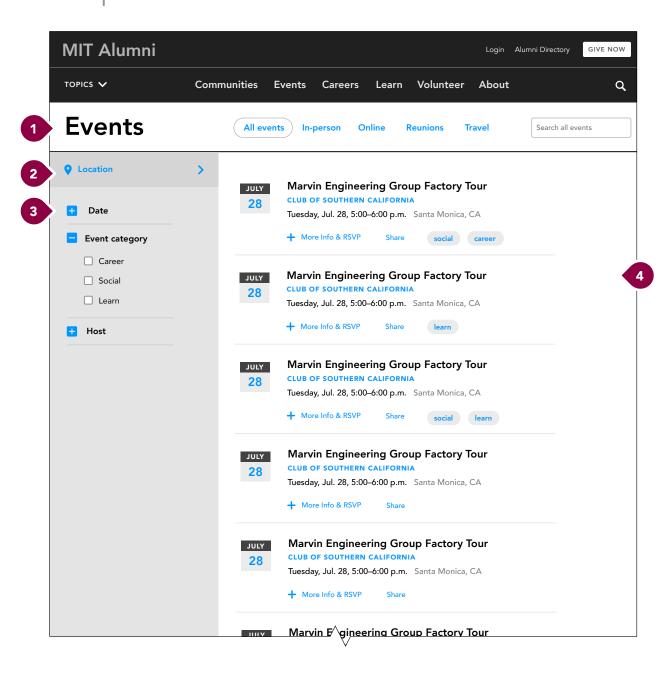
1

**Cover image:** Large scale image required at feature top.

#### Template: Content page



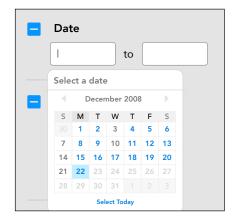
#### Template: Event list



**Overview:** The upcoming events list displays all club, group, online, and association events in one list. Users can filter content based on location, date ranges, event type, or by the club or group hosting the event.

- 1 Event search and section tabs
- 2 Show/hide location filters
- **Filter groups:** Each section includes a specialized set of filter groups.

Date picker calendar displays in date fields when a text field is active:



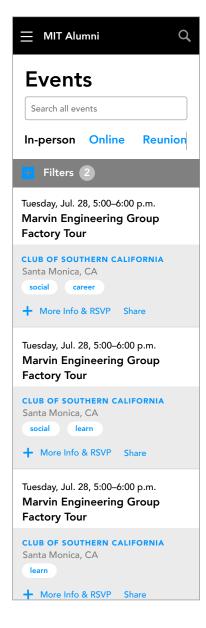
4 Event list: Updated with filter selections.



### Pattern: Highlighted events

#### Template: Event list (mobile)





#### Pattern: Event

#### Summary view state





Marvin Engineering Group Factory Tour

**CLUB OF SOUTHERN CALIFORNIA** 

Tuesday, Jul. 28, 5:00-6:00 p.m. Santa Monica, CA

→ More Info & RSVP









social

- Date summary
- **Event title**
- **Event host or online series**: Link filters the event list to content from this host or series.
- Day, date, time, and location summary
- View details
- Social sharing options
- Event type link

#### **Detail view state**



#### MIT Alumni Playdate: Santa Monica

**CLUB OF SOUTHERN CALIFORNIA** 

Tuesday, Jul. 28, 9:30 a.m.-12 p.m. Santa Monica, CA

Less Info

Share

career

#### **EVENT DETAILS:**



Finding time to network when you have young children can be tough. Come meet some alums at the second MIT Alumni playdate and breakfast at beautiful Douglas Park in Santa Monica!

Douglas Park has a full playground, a big cement oval for small bikes, scooters, and roller skates, a stream and pond with lots of ducks and turtles. A limited grassy area is great for tossing a frisbee or a ball around.

- LOCATION:
  - Douglas Park, 115 Main St. Santa Monica, CA 90403
- CONTACT:

Deirdre Scripture-Adams (deirdre@ucla.edu)

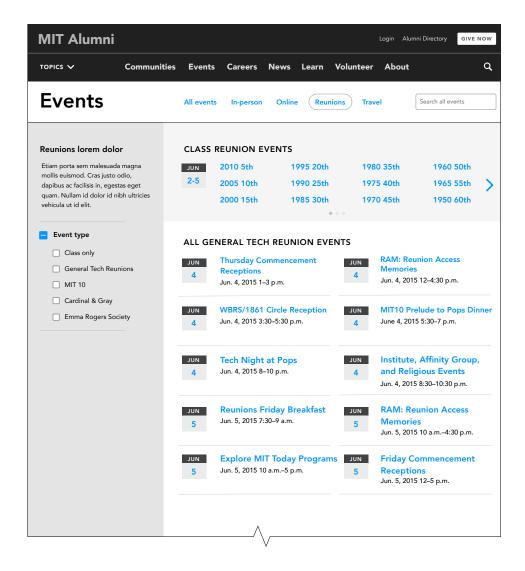
**RSVP** 

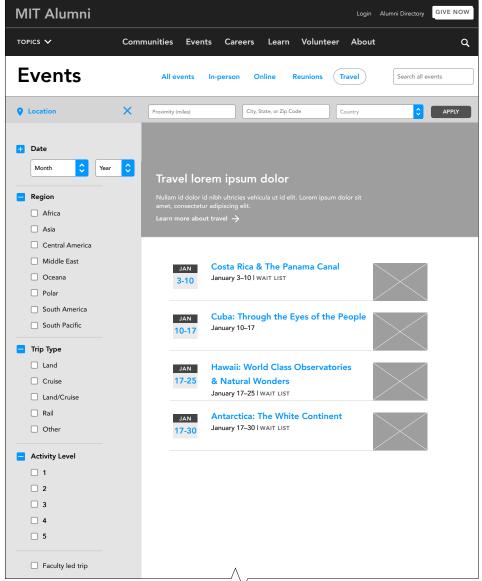


Add to my calendar

- Event details summary
- Location details
- Contact details
- Register link (if applicable)

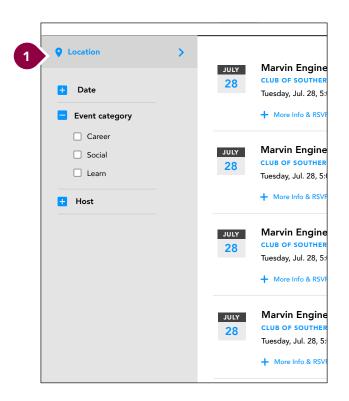
# Template: Event list (reunions & travel tabs)



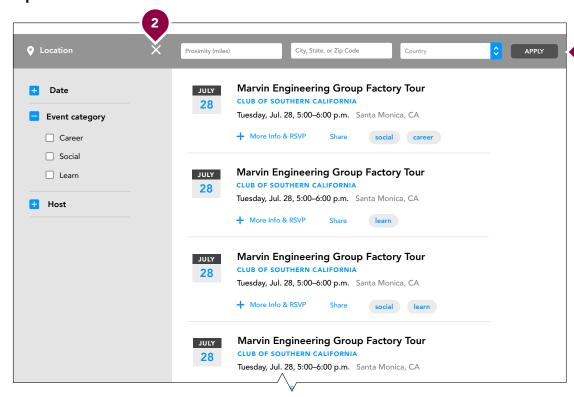


#### Pattern: Location filters

#### Closed state

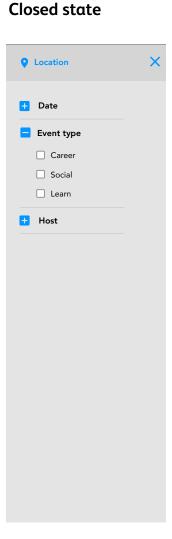


#### Open state

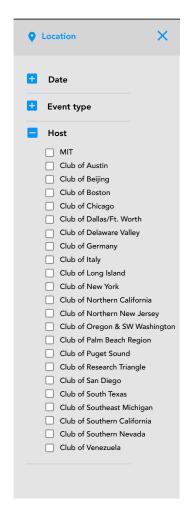


- 1 2 Show / hide location filters
  - 3 Location filter bar

#### Pattern: Multi-select filters

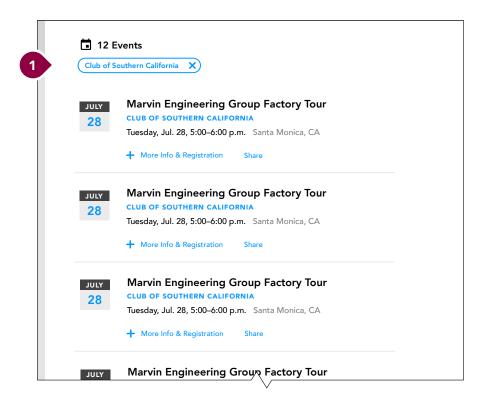


#### Open state



#### Pattern: Feedback tokens

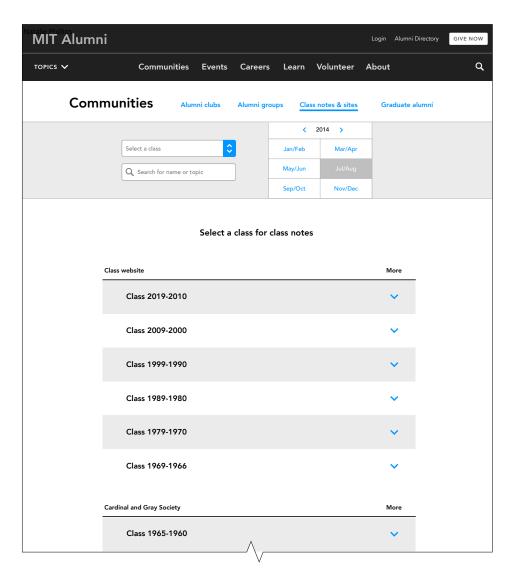
#### Filter selected

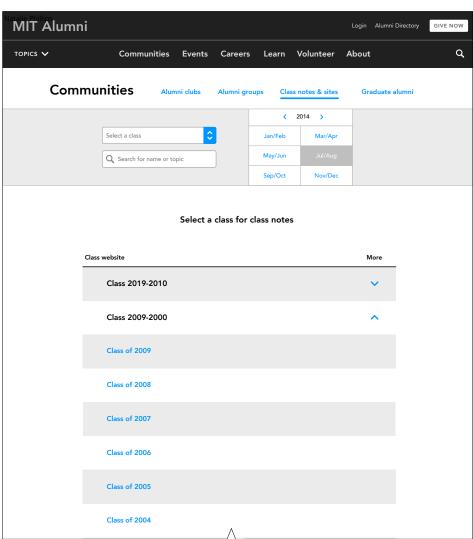


**1 Feedback token:** Displays current selected filters. "X" clears the selected filter.

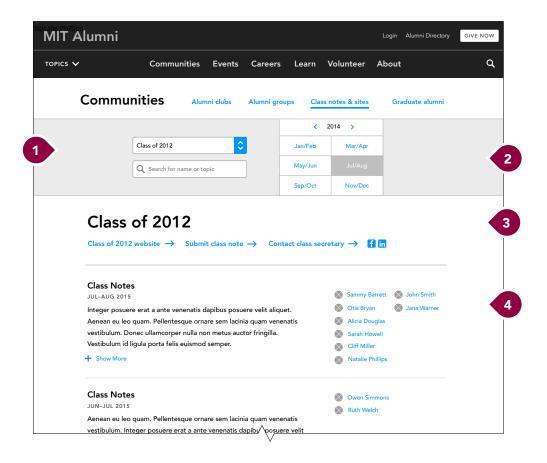


### Template: Class notes & sites (start state)





### Template: Class notes & sites (class selected)



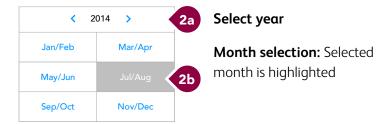
- **Class Notes**
- JUL-AUG 2015
- Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

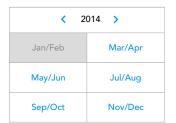
  Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Donec ullamcorper nulla non metus auctor fringilla.

  Vestihalum id ligula porta felis euismod semper.
  - 4b

Sammy Barrett
John Smith
John Smith
Jana Warner
Alicia Douglas
Sarah Howell
Cliff Miller

- 1 Class selection menu and search option (note: Course notes will list "Course number" instead of class.)
- 2 Year and month selectors



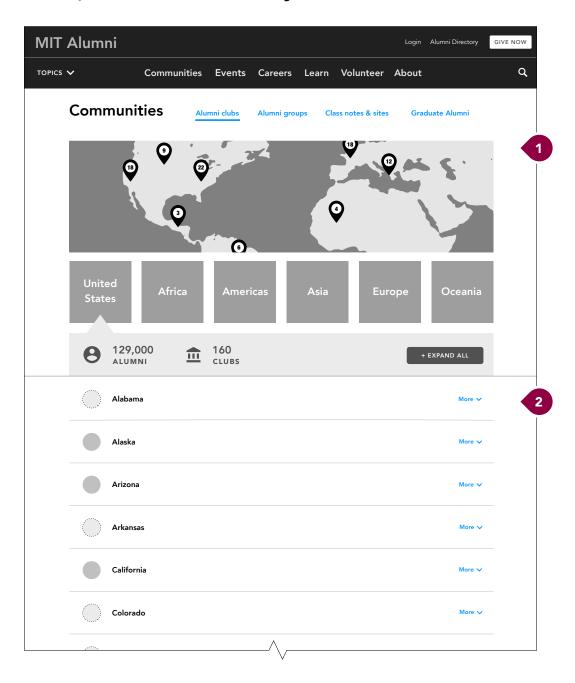


Inactive month state (No data available)

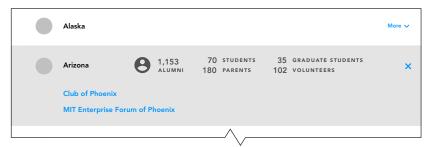
- 3 Class website link
- **Class note list:** Chronological order from selected date.
  - A Class note summary
  - **B Display full class note:** Accordion animation reveals the full class note text.
  - **© Mentioned alumni:** List of alumni mentioned in this class note with links to their alumni profiles

NOTE: Maximum of 12 names.

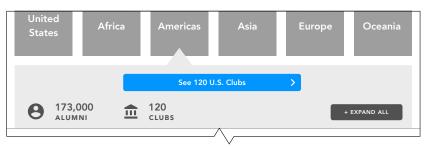
### Template: Community list (clubs)



- **Map & region buttons:** As a region is selected, the map will cluster alumni clubs in this region.
- **Sub-region rows:** When a region button is selected, the list will update and display accordions for sub regions. These expand to show region specific stats, links to region clubs, links to representatives, etc.

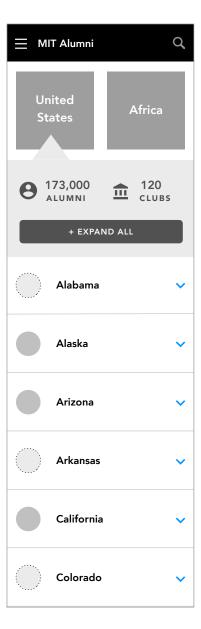


**US club link in "Americas" Region:** Links to US tab.

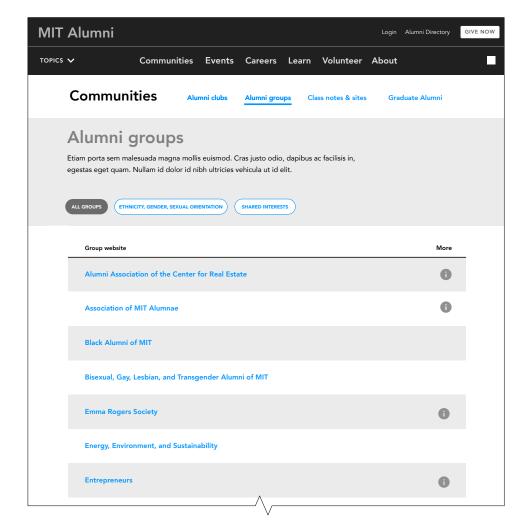


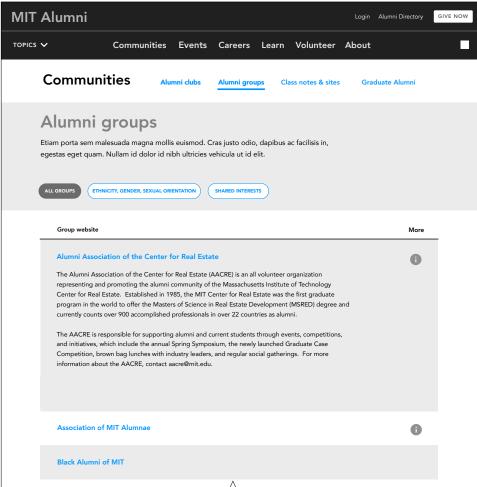
# Template: Community list (clubs) mobile



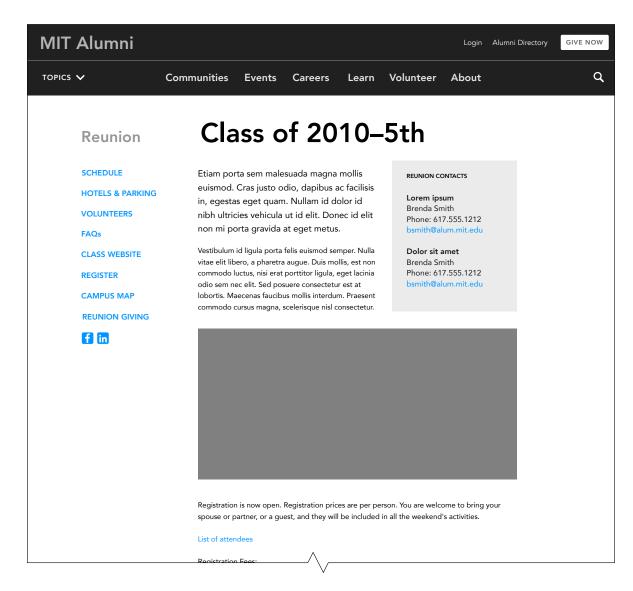


### Content example: Groups (community list template)

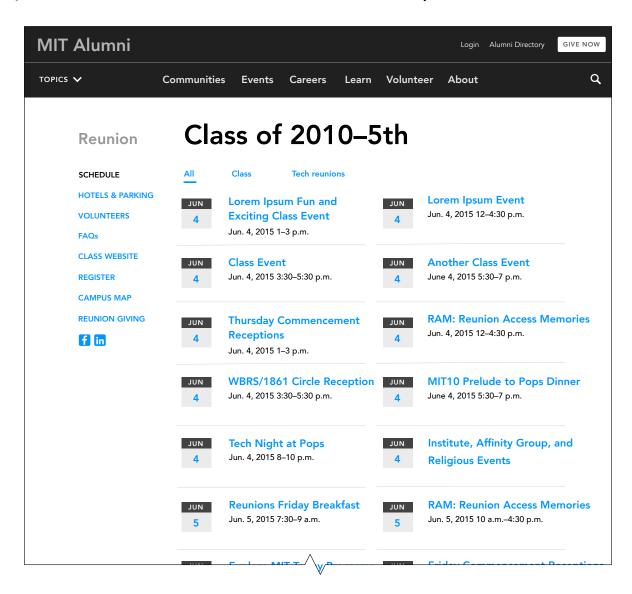




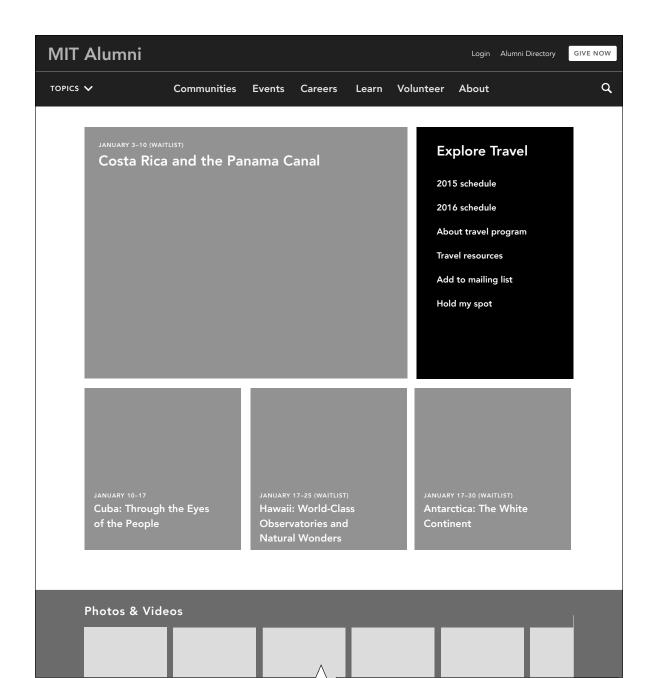
### Content example: Reunion (detail template)



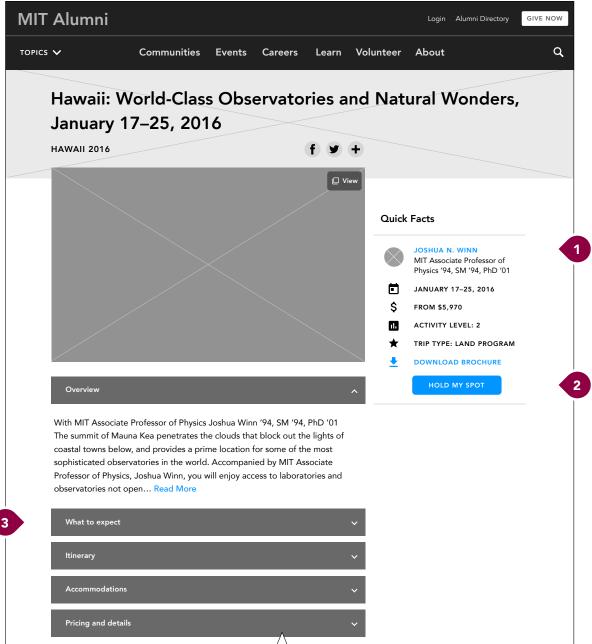
### Content example: Reunion schedule (detail template)



## Content example: Travel (Landing A template)



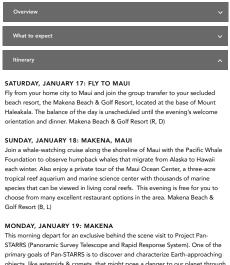
### Content example: Trip Page (Article template)



- 1 Trip summary: Includes a list of trip overview details including dates, locations, price, activity, brochure link, and expert link.
  - **Reserve my spot:** Links to the reserve my spot form with this trip's details pre-populated.

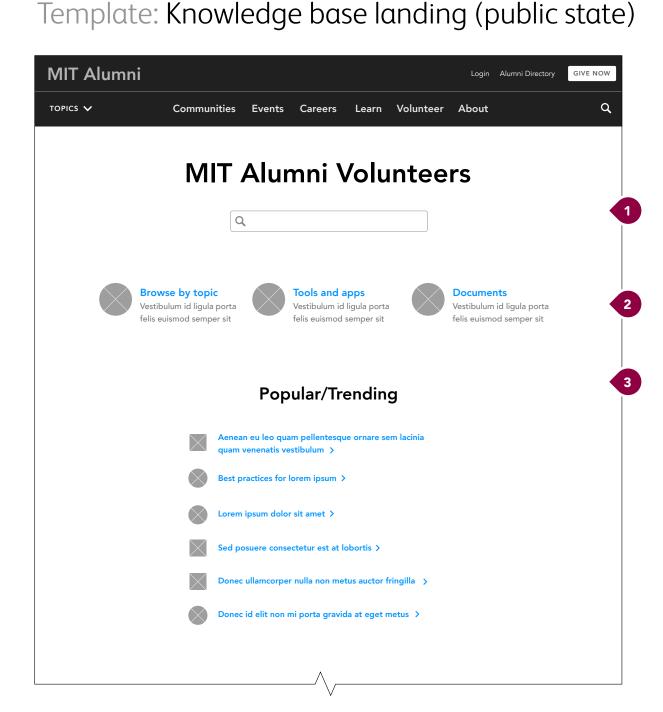
**Content accordion:** Further trip details are displayed in content accordions. Note: overview accordion is open by default with a maximum character count (approx 1-2 paragraphs). Read more displays all overview content.

Trip itinerary expanded state



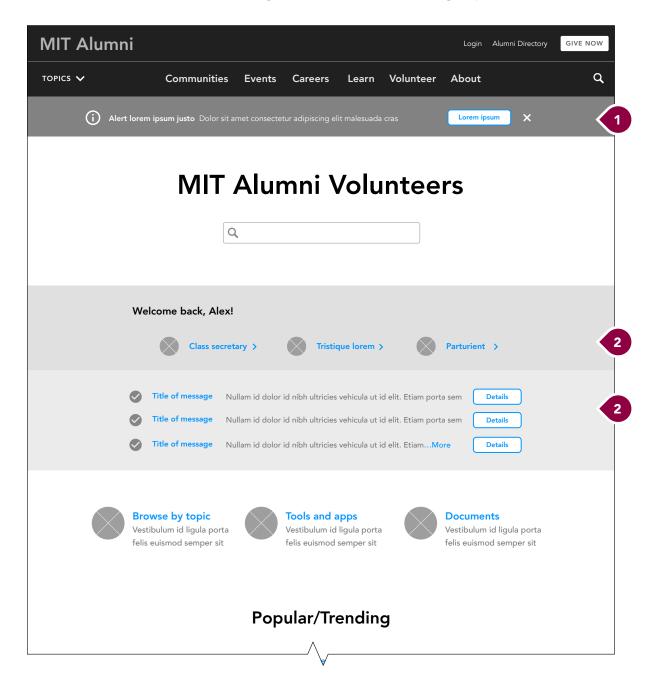
STARRS (Panoramic Survey Telescope and Rapid Response System). One of the primary goals of Pan-STARRS is to discover and characterize Earth-approaching objects, like asteroids & comets, that might pose a danger to our planet through the use of wide-field imaging with very large digital cameras that can observe the entire available sky several times each month. Then embark on a tour of Haleakala National Park with a local naturalist. Search for native birds and endemic plants such as the Silversword and Sandalwood. At the summit, marvel at the moon-like volcanic crater. Return to the hotel mid-afternoon and relax and enjoy the resort facilities, a walk on the beach, or a swim in the ocean or pool. Dinner is on your own. Makena Beach & Golf Resort (B.).

TUESDAY JANUARY 20: HAWAII VOLCANOES NATIONAL PARK Fly from Maui to the Big Island of Hawaii. During a curator-guided tour of the



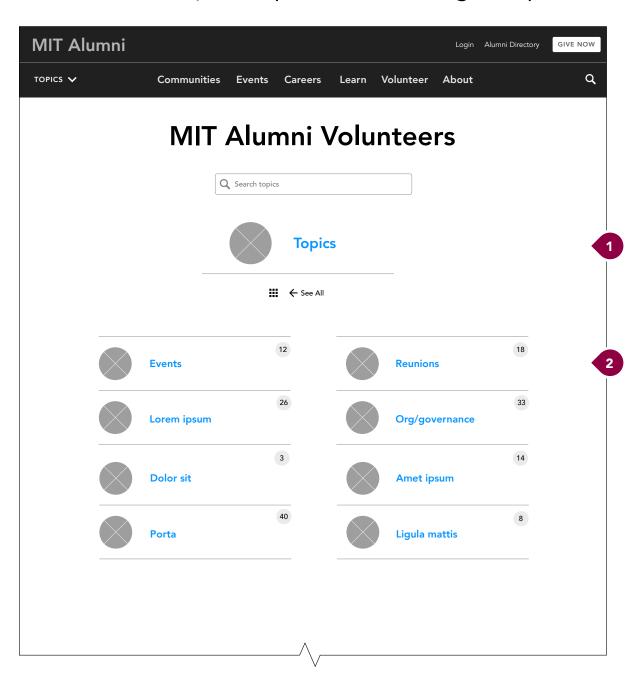
- Search
- **2 Category or topic navigation:** See next page for details.
- **Popular / Trending list:** highlights recently accessed and popular articles in the Knowledge base.

## Template: Knowledge base landing (personalized state)



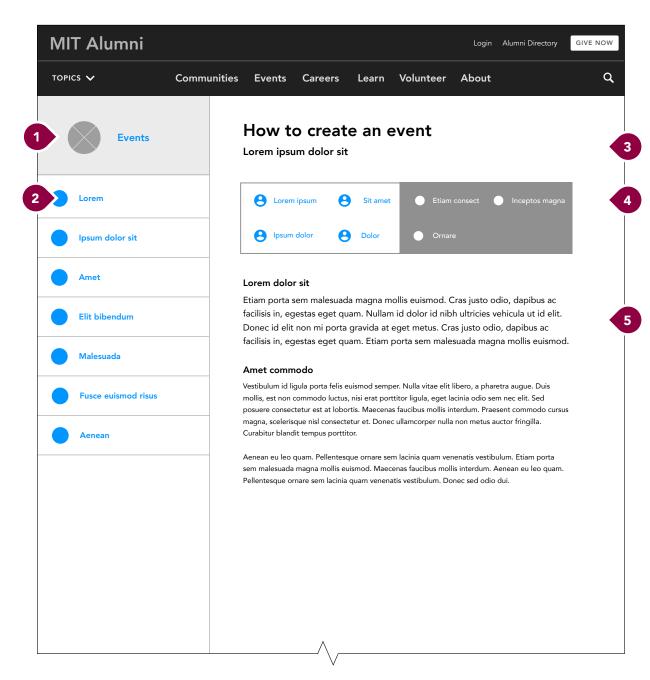
- **Site wide message banner:** Displays a short message with call to action. In this example: Volunteer role message
- 2 Links to specific role-based tools such as PMT, OMT, Encompass, Educational Council Toolkit: Users will see links to all of the tools they have access to.
- Message history list: Displays the last three messages with an option to display all previous messages. If message text is more than one line, a "more" link expands to display the full message.

## Content example: Topics (KB landing template)



- Section title and back to home link
- **Topics navigation:** highlights the number of articles in a section.

### Template: Knowledge base article



- Current topic
- 2 List of all topic articles
- Article title
- Content relationships

**Roll:** Displays a list of rolls this article is related to. Clicking the roll will link to this roll's section of the KB.

**Topic:** Displays a list of topics this article is related to. Clicking the topic will link to the topic's KB section.

Article body