1 Registered dog #1

2 Registered dog #2

Registered dog #3

Registered dog #4

Registered dog #5

Other dogs **3** ▼

PROFILE BADGE

DOG'S NAME

4 HOME | NEWS | WALL OF FAME | MONTHLY GAMES | EXPERT ADVICE

5 THIS MONTH"S GAME: SPATIAL MEMORY

7 GAME BADGE

6 Copy about the monthly game description. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. Cras luctus lectus sit amet sapien eleifend auctor.

PLAY >

8 SEE LULU'S PROFILE

9 TRAINER PHOTO

10 TRAINER NAME, dog behaviorialist in NY, credentials, some fun, humanizing comment about here.

11 TIPS FOR LULU: TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. Cras luctus lectus sit amet sapien eleifend auctor. .

12 Read More >

ACTIVITY FOR LULU : TITLE

13 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. Cras luctus lectus sit amet sapien eleifend auctor.

14 Read More >

15 UPSELL AREA (e.g. gifting, +dogs)

16 FLEXIBLE PROMO AREA

FLEXIBLE PROMO AREA

	Label	Interaction	Notes
1	Registered dog menu - live state	Default	Shows live state for which dog
2	List of Registered Dogs	OnHover OnClick	Color shift indicates item is clickable. Refreshes page to show that dog's dynamic content
3	Other dogs dropdown (for more than 5 dogs)	OnHover OnClick	Color shift indicates item is clickable. Opens dropdown so user can select other dogs (menu is scrollable).
4	Sub nav for portal section	OnHover OnClick	Color shift indicates item is clickable. Takes user to that section of the portal, highlights that nav item to show what section the user is in
5	Monthly Game headline	Default	DYNAMIC: Monthly game headline same for all users
6	Monthly Game description	Default	DYNAMIC: Description is dynamic per Dognition profile -
7	Monthly Game badge	Default	DYNAMIC: Game badge matches the monthly game
8	Dog Profile Report	OnHover OnClick	Color shift to show item is clickable Goes to Dognition Profile Report page
9	Expert Advice section - image	Default	Shows image of expert giving the advice in highlighted section
10	Expert Advice section - name	Default	Shows name and short description of expert giving the advice in highlighted section
11	Tips headline	Default	DYNAMIC: Personalized with dog's name. Headline dynamic to the tip being shared.
12	Tips Read more link	OnHover OnClick	Color shift to show item is clickable Goes to individual Tip page
13	Activity headline	Default	DYNAMIC: Personalized with dog's name. Headline dynamic to the acitivity.
14	Activity Read more link	OnHover OnClick	Color shift to show item is clickable Goes to individual Activity page.
15	Upsell area	Default OnHover OnClick	DYNAMIC: Upsell offer relates to adding more dogs or gifting (when it becomes available). Color shift to show item is clickable Takes user to Add more dogs purchase page OR to gifting page (when available)
16	Flexible promo areas	Default OnHover OnClick	Shows whatever special offer or promo is available Color shift to show item is clickable Takes user to individual page for that promo or offer

Registered dog #1

Registered dog #2

Registered dog #3

PROFILE BADGE

DOG'S NAME

| HOME | NEWS | |WALL OF FAME | | MONTHLY GAMES | EXPERT ADVICE |

1

THIS MONTH"S GAME: SPATIAL MEMORY

GAME BADGE

2 **LOCKED MEMBERSHIP MONTHLY GAME - want to up-grade your account? go here>** **3**

PLAY >

SEE LULU'S PROFILE

TRAINER PHOTO

—TRAINER NAME, dog behavorialist in NY, credentials, some fun, humanizing comment about here.

TIPS FOR LULU: TITLE

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. Cras luctus lectus sit amet sapien eleifend auctor. .

Read More >

5 FLEXIBLE PROMO AREA

6 NEWS YOU CAN USE: TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. Cras luctus lectus sit amet sapien eleifend auctor.

7 Read More >

NEWS YOU CAN USE: TITLE

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Read More >

5 FLEXIBLE PROMO AREA

FLEXIBLE PROMO AREA

FLEXIBLE PROMO AREA

	Label	Interaction	Notes
1	Locked Monthly Game section	Default	A transparent overlay covers the monthly game content, but is locked.
2	Locked Monthly Game headline and copy	Default	Message about upgrading to a membership.
3	Link in locked section	OnHover OnClick	Color shift indicates item is clickable Takes user to BUY page with option to upgrade and add more dogs
4	Expert tips Section	Default	Shows content for Expert tips only.
5	Flexible Promo Area	Default OnHover OnClick	Shows flexible content area Color shift indicates item is clickable Takes user to relevant page
6	Featured News section	Default	Shows headlines of featured News articles
7	Featured News Read more link	OnHover OnClick	Color shift indicates item is clickable Takes user to individual News page

Registered dog #1
Registered dog #2
Registered dog #3

PROFILE
ICON

DOG'S NAME

	Label	Interaction	Notes
1	NEWS nav link	OnHover OnClick	Color shift to indicate that item is clickable Takes user to the News section (header with dog image, badge, etc is static)
2	Section headline	Default	Indicates this content is featured/new, etc.
3	Potential news article image	Default	Place for image to match news article
4	News article title	Default	Title of featured news article
5	Short article description	Default	Short copy description of the featured news article
6	Featured news article read more link	OnHover OnClick	Color shift to indicate item is clickable Takes user to individual featured news article page
7	Add as favorite	OnHover OnClick	Color shift to indicate item is clickable User clicks and adds selected article under a "Favorites" tag - this becomes a method of filtering
8	Tags	Default	Dognition has tagged artciles with certain keywords to enable filtering - this indicates which tags are available for filtering
9	Favorited news article	Default	This is the favorited state of the "add as favorite" tag
10	Filters list - See all	Default	Allows user to see all News articles in database
11	Other filters list	OnHover OnClick	Color shift indicates item is clickable and/or Live Filters news articles by tags and displays only those articles tagged
12	News title	Default	Title of featured news article
13	Short article description	Default	Short copy description of the featured news article
14	News article read more link	OnHover OnClick	Color shift to indicate item is clickable Takes user to individual featured news article page
15	Scroll bar	Click/Drag	User can scroll through lower section of news articles

HOME **1** NEWS |WALL OF FAME | MONTHLY GAMES | EXPERT ADVICE

2 FEATURED:

3

4 NEWS TITLE

5 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. **6** Read More >

7 add as favorite **8** tags: dog, love

NEWS TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. Read More >
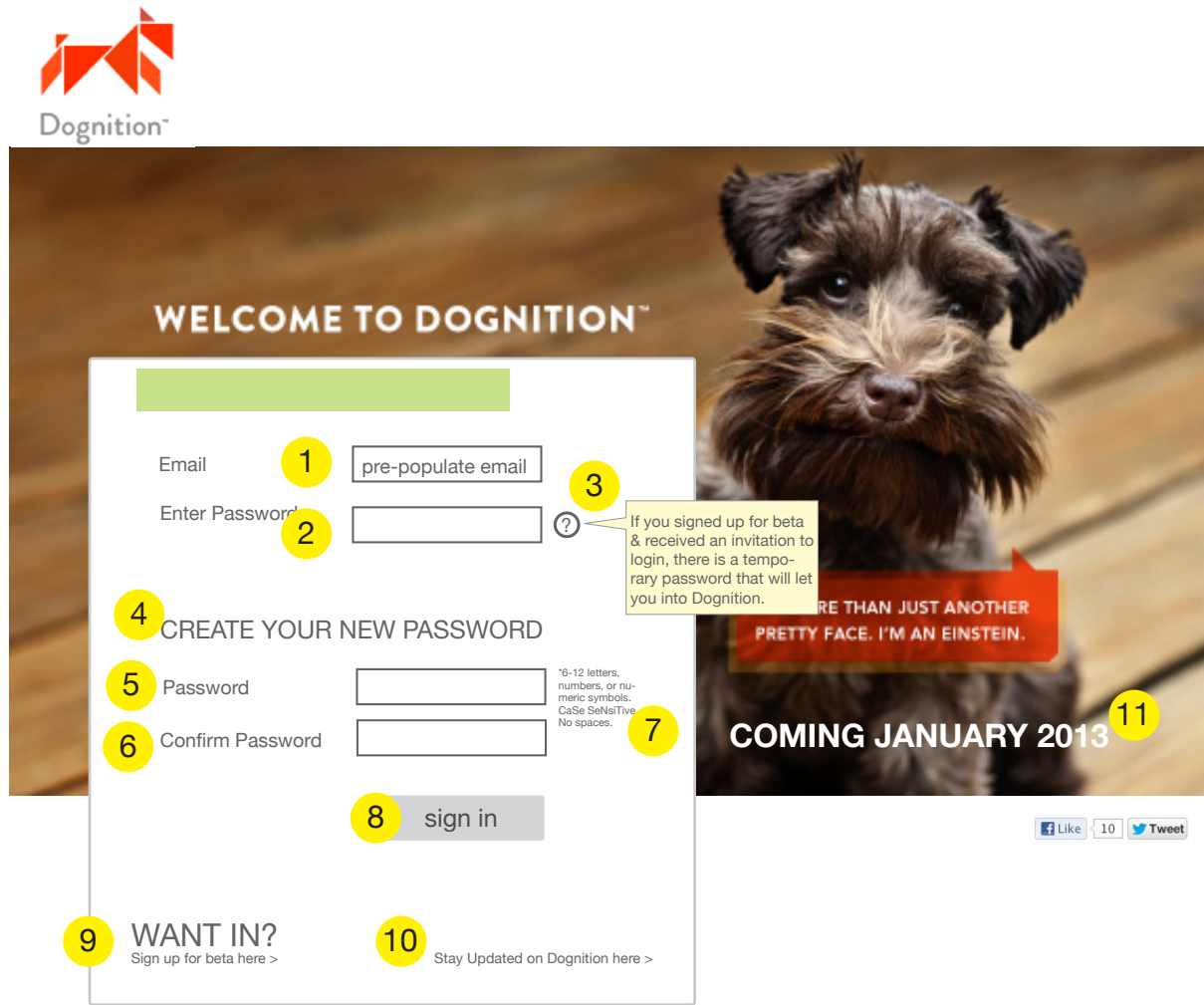
9 ♥ favorited tags: dog, love

SEE ALL

12 NEWS TITLE ♥ favorited

tags: dog, love

10 FAVORITES

13 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum.

11 TAG 1

14 Read More >

TAG 2

TAG 3

NEWS TITLE ♥ favorited

tags: dog, love

TAG 4

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tincidunt iaculis mauris ut dictum.

TAG 5

Read More >

15

Sign-in page wireframe

WELCOME TO DOGNITION™

Email **1** pre-populate email **3**
Enter Password **2**

If you signed up for beta & received an invitation to login, there is a temporary password that will let you into Dognition.

4 CREATE YOUR NEW PASSWORD

5 Password
6 Confirm Password

*6-12 letters, numbers, or numeric symbols. CaSe SeNsiTive. No spaces.

8 sign in

7

RE THAN JUST ANOTHER PRETTY FACE. I'M AN EINSTEIN.

11 COMING JANUARY 2013

9 WANT IN?
Sign up for beta here >

10 Stay Updated on Dognition here >

Like 10 Tweet

	Label	Interaction	Notes
1	Email input field	Default Enter	If user comes from beta email, pre-populate with registered email address Submits form. Returns error is entry structure is not: lorem@email.com
2	Password input field	Default	Once password is typed in, is recognized, section 4 appears. If password is not recognized, user did not enter correct temporary password, Error message should have same copy as Help icon window.
3	Help icon	OnHover	Window expands, icon changes color to active state. Once user rolls off icon, window closes and color reverts to default.
4	Create Password section	Default	Appears once recognized temporary password (only eligible one time) is entered in section 2.
5	Password setup entry	OnEnter	Submits form, returns error "Must confirm password"
6	Confirm Password entry	OnEnter	Submits forms just as Submit button would. Returns error message if password fields do not match "Passwords do not match, please try again"
7	Password requirements	Default OnEnter	Requirements always show. On incorrect password entry (does NOT match requirements), returns error message: "Please check that your password meets requirements". On correct entry, shows a 'check' or some positive feedback.
8	Sign In button	OnHover OnClick	Shows rollover state (e.g. change color).User rolls off, returns to default. Submits form. If there is an error, responds with specific error message.
9	Beta signup CTA	Default	Link changes color. User rolls off, reverts to default. Takes user to beta signup page.
10	Updates CTA	OnHover OnClick	Link changes color. User rolls off, reverts to default. Takes user to ***blog.
11	Coming Soon/Countdown	Default	First beta, may just say "Coming January 2013" - eventually MAY become a dynamic countdown.

SITE HEADER

logo

DOGNITION

(1) DAVE, YOUR JOURNEY OF DISCOVERING
(2) ROVER'S GENIUS STARTS HERE.

Welcome to Dognition! Here's what to expect as you lorem epsom. A line or two talking reassuring the user that these steps help discover their dog's genius.

(3) **1** COMPLETE REGISTRATION INFO
We need a little more info from you regarding your account info.
Update your temporary password, enter info about your dog, etc.

(4) `07:45` Takes 10-12 min.

2 ANSWER DOG PERSONALITY QUESTIONS
This is info about your dog's personality that will help us as we determine the unique intelligence of your best friend!

`07:45` Takes 15-20 min.

3 GAME SETUP & PROCESS
This is the fun part! We'll tell you what each game is determining and you get to spend some time with your best friend. If you need help, just find the ? and click it.

`07:45` Takes 2-3 hrs.
(over a few days)

4 REVIEW YOUR REPORT
We'll reveal your dog's genius in a full-length report. Here you'll see what each game told us about your best friend and some tips on how to continue to build your relationship.

`07:45` Takes 10-15 min.
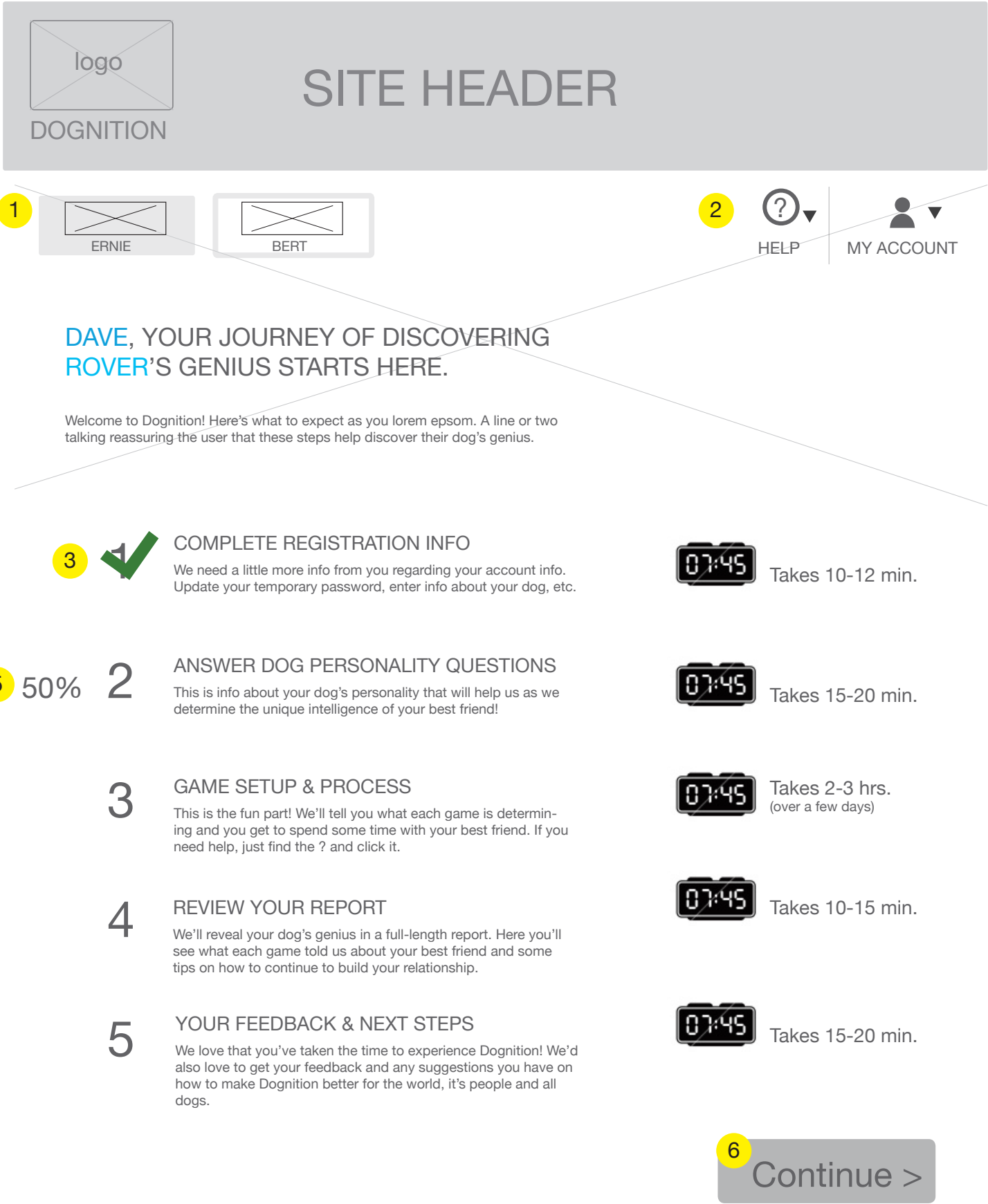
5 YOUR FEEDBACK & NEXT STEPS
We love that you've taken the time to experience Dognition! We'd also love to get your feedback and any suggestions you have on how to make Dognition better for the world, it's people and all dogs.

`07:45` Takes 15-20 min.

(5) GO >

	Label	Interaction	Notes
1	Dynamic User Name	Default	Color shift to indicate item is clickable Returns the user to the previous page of the site
2	Dynamic User's Dog(s) Name(s)	Default	Color shift to indicate item is clickable Takes user to associated promo panels
3	List of Steps	Default Completed	Static copy about each step of the process. Once a section is completed, state of step will change to reflect which is complete.
4	Time commitment for each step	Default	Static time measurement for time to complete each section.
5	Go Button	OnHover OnClick	Shows rollover state (e.g. change color).User rolls off, returns to default. Goes to saved location where user's last session ended.

SITE HEADER

logo

DOGNITION

 1 ERNIE | BERT

2 (?) HELP ▼ | 👤 MY ACCOUNT ▼

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ROVER'S GENIUS STARTS HERE.

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`07:45` Takes 15-20 min.

6 [Continue >]

Beta - what to expect page - comes after sign in - AFTER 1ST VISIT (user has set up dog(s))

	Label	Interaction	Notes
1	Registered dogs	Default	Color shift to indicate item is clickable Toggles to that dog's what to expect with relevant statuses.
2	Account & Help Info	Default	See later pages for functionality.
3	List of Steps	Default Completed	Static copy about each step of the process. Once a section is completed, state of step will change to reflect which is complete.
4	Time commitment for each step	Default	Static time measurement for time to complete each section.
5	Complete/Incomplete	Default	Shows whether section is complete or incomplete. Shows percentage complete for that section - LATER
6	Continue Button	OnHover OnClick	Shows rollover state (e.g. change color).User rolls off, returns to default. Goes to saved location where user's last session ended.