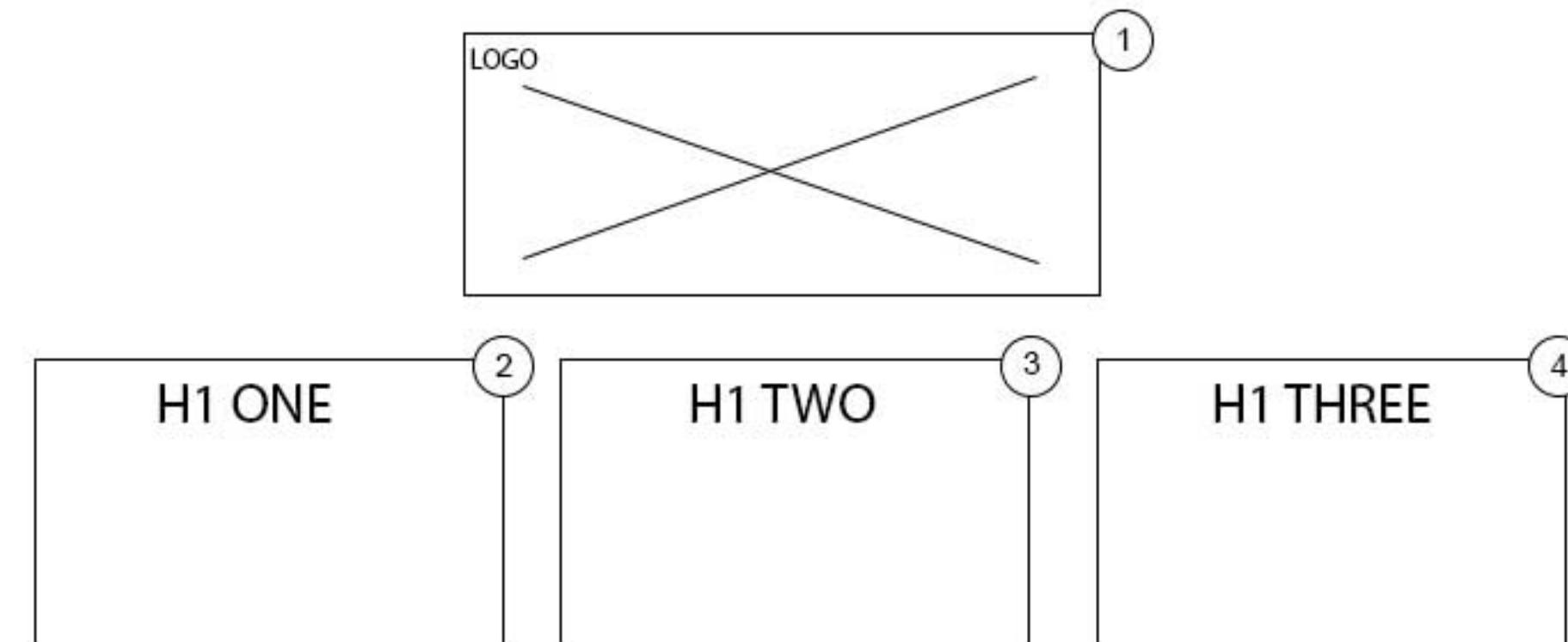


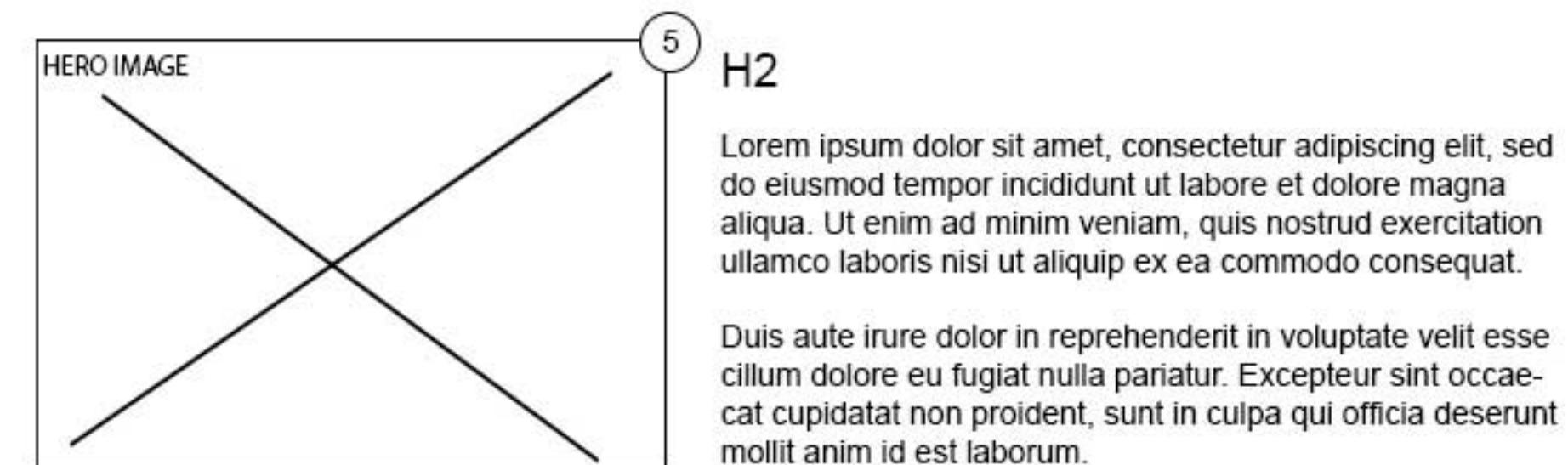
Wireframe Examples

Sketches, Ideas, Concepts





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1 Per white-labeling guidelines, logo can be any size or shape. Prefer the format to be SVG for maximum scalability.

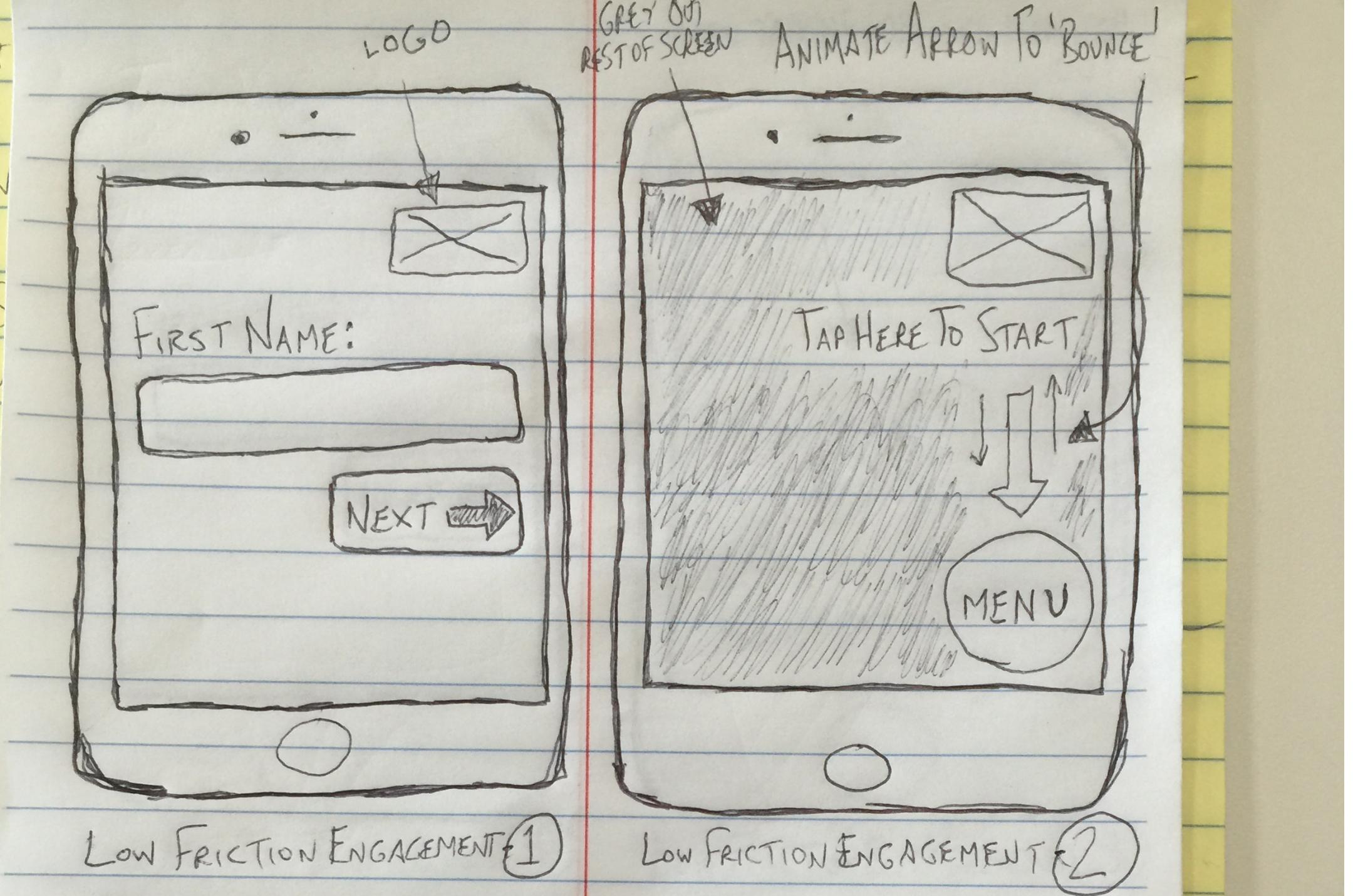
2 First block of standard 3 box home page layout; information architecture and user testing shall dictate wording and placement.

3 Second block of standard 3 box home page layout; information architecture and user testing shall dictate wording and placement.

4 Third block of standard 3 box home page layout; information architecture and user testing shall dictate wording and placement.

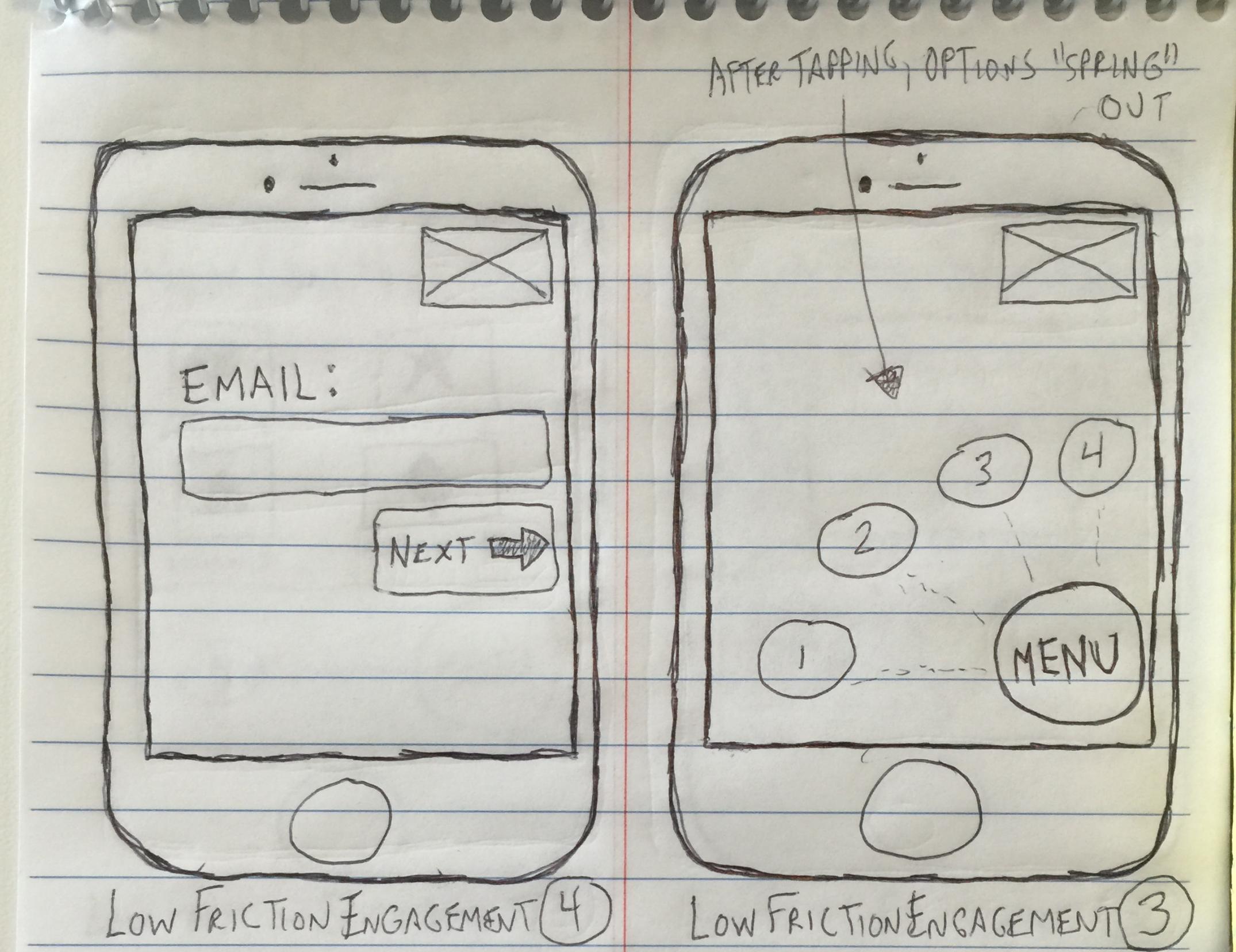
5 Hero image section is flexible enough to meet either promotional or informational needs. Image size can vary thanks to responsiveness.

6 Generic H3 section; can be used or removed on desktop, tablet or mobile views, or simply minimized by suppression of data on smaller screens.



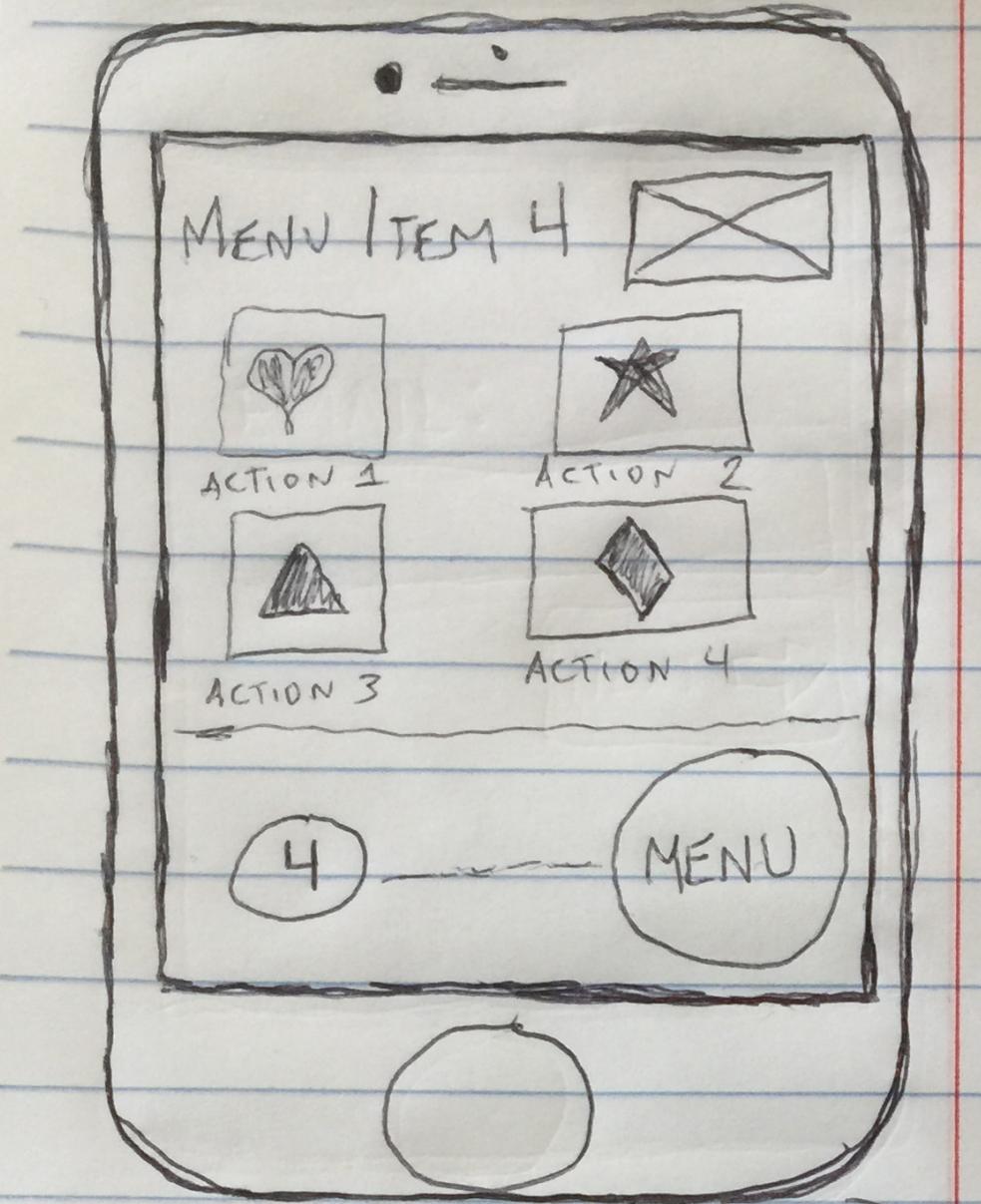
- ASK ONLY FOR A FIRST NAME
- NON-INTIMIDATING 1ST STEP
- GREY OUT 'NEXT' BUTTON UNTIL FIELD IS FILLED

- AGAIN, VERY MINIMAL
- ONLY ONE OPTION
- SIMPLE, NARROW PATH TO 'SUCCESS'
- ENTIRE SCREEN OBSCURED EXCEPT ACTION ITEM
- ANIMATED ARROW SELLS THE DEAL



- AGAIN, ONE FIELD, NON INTIMIDATING
- GREY 'NEXT' BUTTON UNTIL FIELD IS FILLED

- MENU OPTIONS SPRING AFTER TAPPING MENU
- ANY OPTION SELECTED NAVIGATES TO EMAIL CARD



LOW FRICTION ENGAGEMENT ⑤



LOW FRICTION ENGAGEMENT ⑥

- AFTER EMAIL IS COLLECTED, ALLOW USER TO SEE SCREEN
- ANIMATE MENU OPTION TO PAIR IN LINE WITH MAIN MENU (IN AN ARC'D DIRECTION)
- WHEN ANY ACTION IS TAPPED, THEN REQUEST CONFIRMATION OF EMAIL ADDRESS
- THIS CREATES ANTICIPATION AND MOTIVATES USER TO CONFIRM EMAIL ADDRESS, THUS FINALIZING INITIAL ADOPTION

Mobile Menu Treatments - Thinking "Outside Of The Bun"

