Platform – DudaOne

Wireframes

Many designers love flat design because of its modern look, clean lines, and lack of embellishment. In flat design, the impression is one of simplicity; there's nothing too showy, nothing too complex or distracting - just a straight-forward design with a central purpose of helping users do what they came to do quickly and easily. And for this reason, some companies have found that a switch to flat design results in significantly higher conversions.

WIREFRAMES

SITE STRUCTURE

- Homepage
- Internal page
- Contact

PAGE LAYOUT

- Header & Footer
- Hero section
- Content

DEVICES

- Desktop
- Tablet
- Mobile

Process

Template		Wireframe		Design		Q&A
(Content)	▶	(Guidance)	▶	(Visual)	▶	(Production)

WIREFRAMES

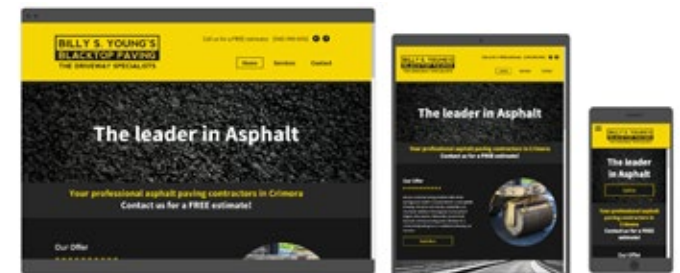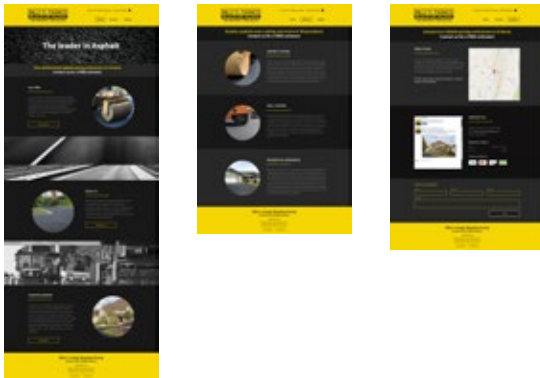## SITE STRUCTURE
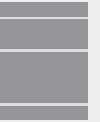
- Homepage
- Internal page
- Contact

PAGE LAYOUT

- Header & Footer
- Hero section
- Content

DEVICES

- Desktop
- Tablet
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1. HEADER & FOOTER

Please include all elements in the header and footer and space them correctly so the design looks balanced. (Color, fonts, spacings, alignments etc.) These will appear throughout the entire site.

ELEMENTS HEADER
- Logo
- Navigation
- Call to Action
- Social icons

ELEMENTS FOOTER
- Company Name
- Company Address
- E-mail
- Phone
- Social icons
- Berry links (Built by Berry, Privacy Policy)

LOGO

Call Us: 555-555-5555

HOME   INTERNAL   CONTACT

Company Name
Address line 1
Address line 2

Email: name@company.com   Phone: 555-555-5555

BUILT BY BERRY | PRIVACY POLICY

2. HERO SECTION

ELEMENTS

- Hero image. Find an engaging image that works well with the header and CTA.
- Main title should stand out from background image.
- The CTA should be clear and stand out.

MAIN TITLE HERE

Call Now! 555-555-5555

2. HERO 2 columns

PNG as background image covers half the width of the screen. The background color of the row is set in the editor. On mobile there are two individual rows.

MAIN TITLE HERE
LOREM IPSUM

Call Now! 555-555-5555
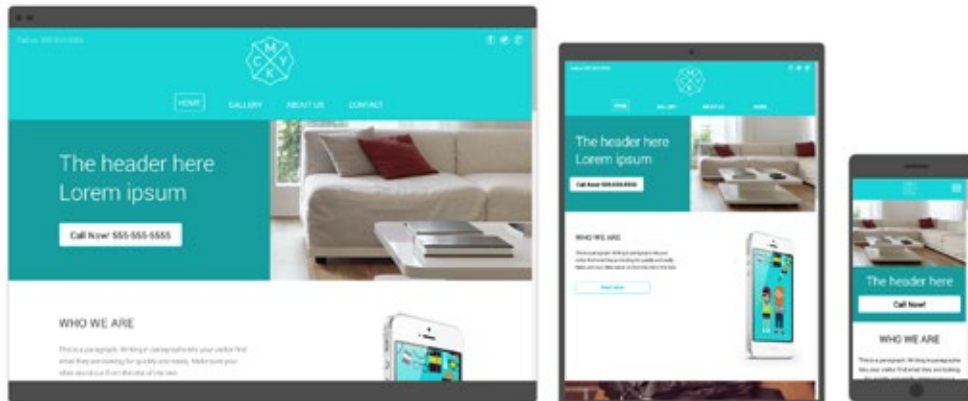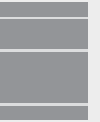
3. CONTENT

Main content like, sub headers, USP's, additional images, rows, highlights need to be well defined and placed here in terms of design and hierachy. These will vary on the different pages. Use only one layout for all internal pages to create consistency.

INSERT A HEADLINE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut accumsan augue quis commodo commodo. Nunc adipiscing pulvinar pulvinar. Mauris ullamcorper elementum arcu sed varius. Nunc adipiscing pulvinar pulvinar. Mauris ullamcorper elementum arcu sed varius.

MULTI DEVICE CONSISTENCY

Main content like, sub headers, USP's, additional images, rows, highlights need to be well defined and placed here in terms of design and hierachy.

Desktop

Tablet

Mobile

Wireframe – N1

Panel 1

Call Us: 555-555-5555

HOME   INTERNAL   CONTACT

MAIN TITLE HERE
LOREM IPSUM

Call Now! 555-555-5555

INSERT A HEADLINE HERE

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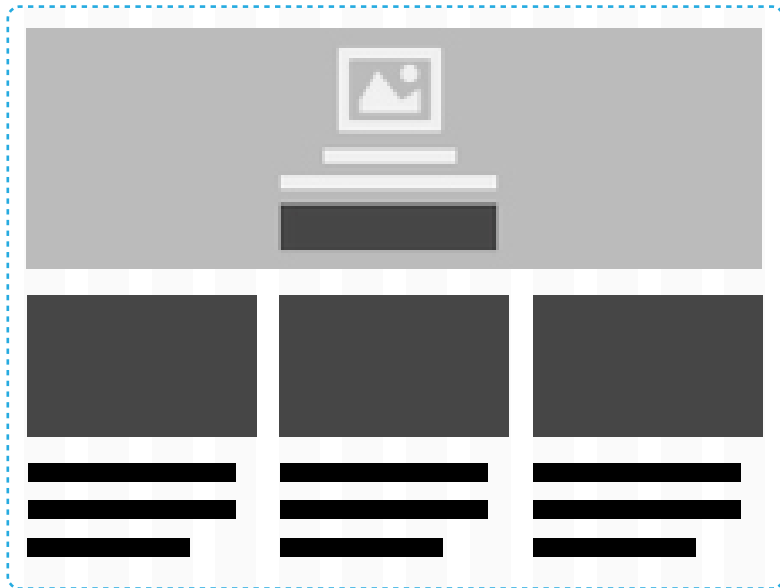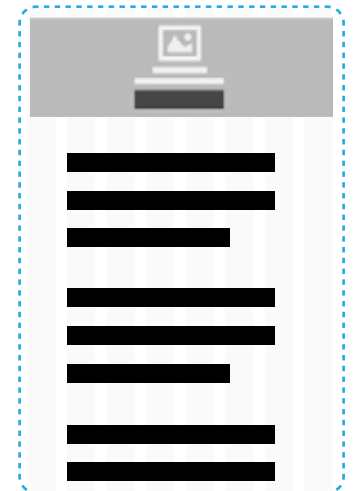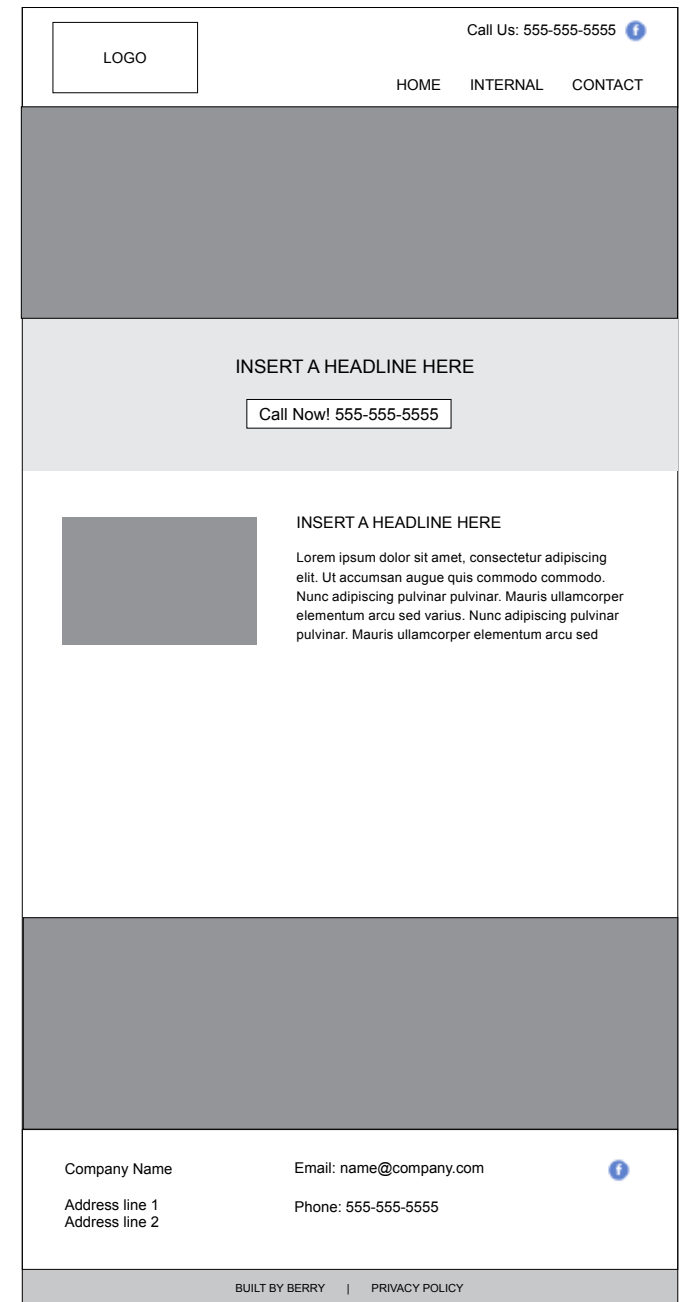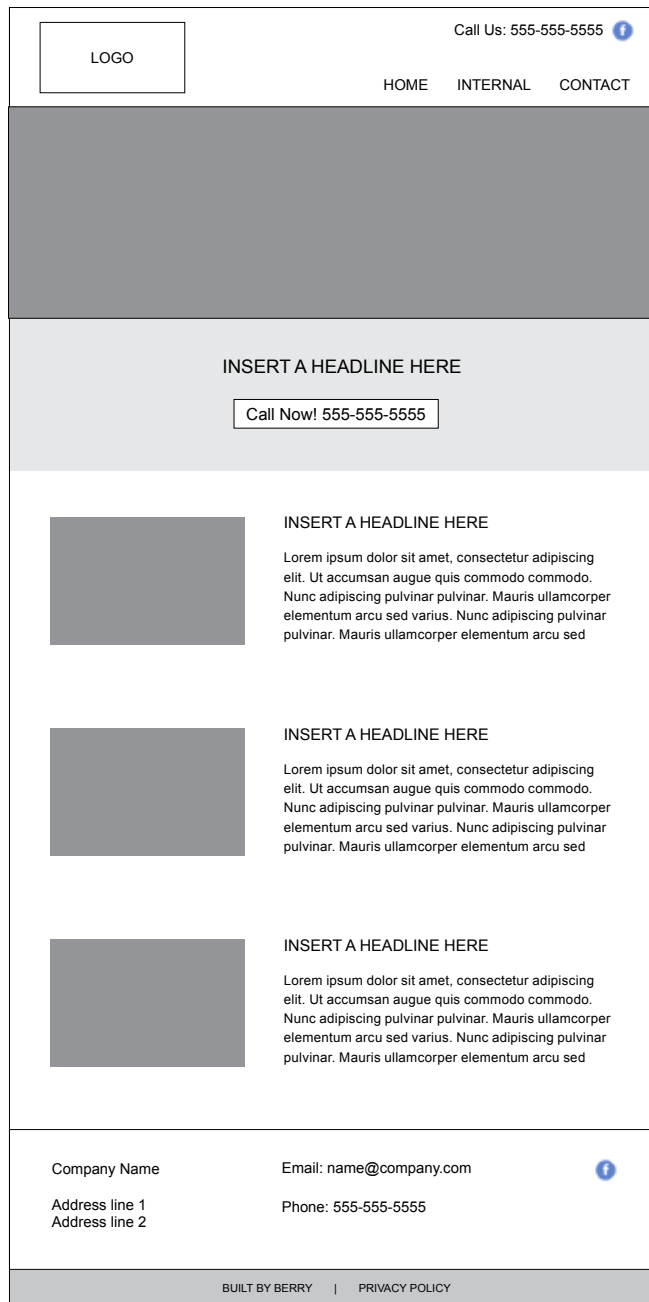
INSERT A HEADLINE HERE A HEADLINE HERE

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Company Name

Address line 1
Address line 2

Email: name@company.com

Phone: 555-555-5555

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Panel 2

LOGO

Call Us: 555-555-5555

HOME   INTERNAL   CONTACT

INSERT A HEADLINE HERE

Call Now! 555-555-5555

INSERT A HEADLINE HERE

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Company Name

Address line 1
Address line 2

Email: name@company.com

Phone: 555-555-5555

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Panel 3

LOGO

Call Us: 555-555-5555

HOME   INTERNAL   CONTACT

INSERT A HEADLINE HERE

Call Now! 555-555-5555

INSERT A HEADLINE HERE

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Reference design: http://focuslabllc.com/

Templates

Currently we have three templates families. In each family we we have variations which differ in the images, color scheme and the design of the elements. In each family all variations have the same pages, a similar layout and the same set of elements for the corresponding pages.

The families are:

PARALLAX

Focused on effects and images – not as text heavy. User is required to scroll through the site to see the content. Templates in this family: **Parallax, Pinocchio, Sepia, App.**

ROWS

Similar to Parallax templates, **the images at the site's background are constant.**
Templates in this family: **Gummy Bears, Spa, Sushi, and Blank Rows.**

REGULAR

More traditional site layouts and navigation options. Focused more on content than design.
This has the most flexibility and options. Templates in this family: **Black Coffee, Midnight Snack, Popsicle, Rocky Road, Yellow Brick Road, Purple Dreams, Milk and Cookies, Blank Template, Liquorice, Italiano, and Broadway, Medical, Libra.**
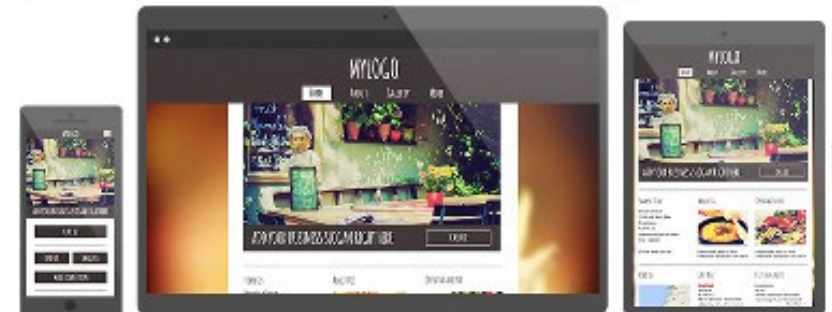
Platform – Template overview

Broadway

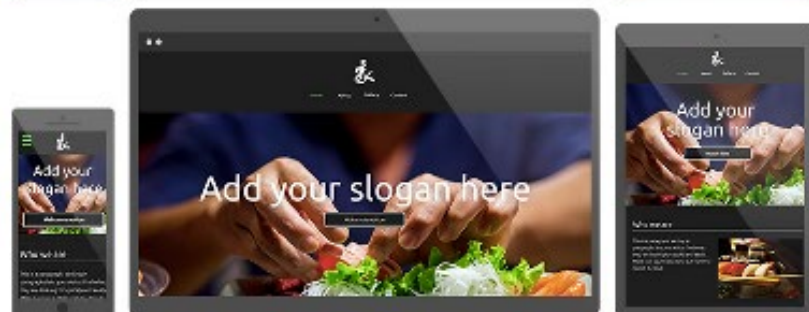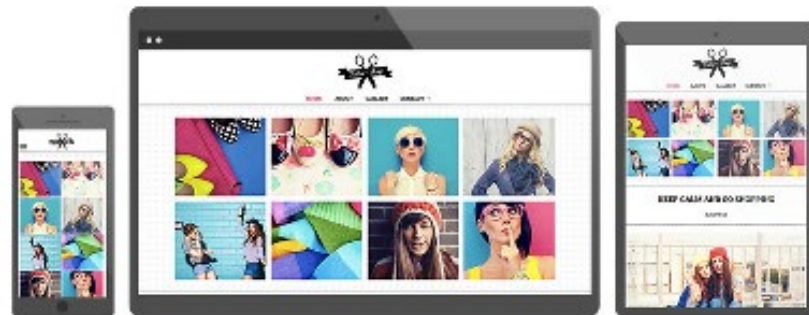Blank Template

Sushi

Pinocchio

Spa

Italiano

Blank Rows
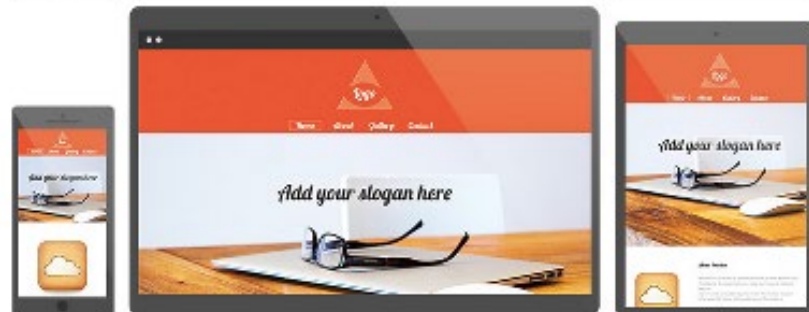
Amelie Photography

Platform – Template overview

Tailor Shop

App

Libra

Medical

Milk And Cookies

Liquorice

Black Coffee

Midnight Snack

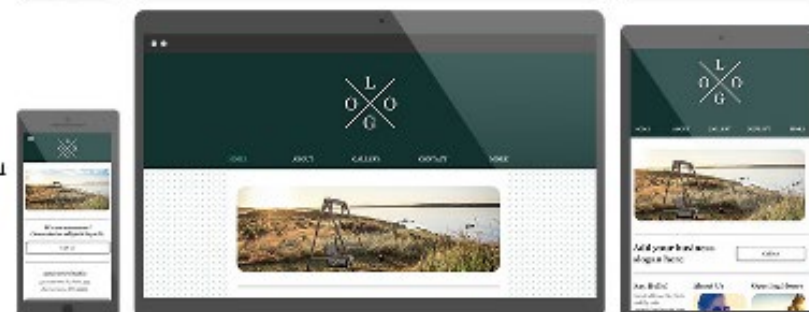# Platform – Template overview

Purple Dreams

Rocky Road

Sepia

Parallax

Breakfast

Yellow Brick Road

Gummy Bears

Popsicle

spotzer
we deliver calls.

Thanks