

# Cartoon Network Mobile Web Wireframes



**Cartoon Network**  
Mobile Web Wireframes

# Show Tab Concept

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## 1. Homepage





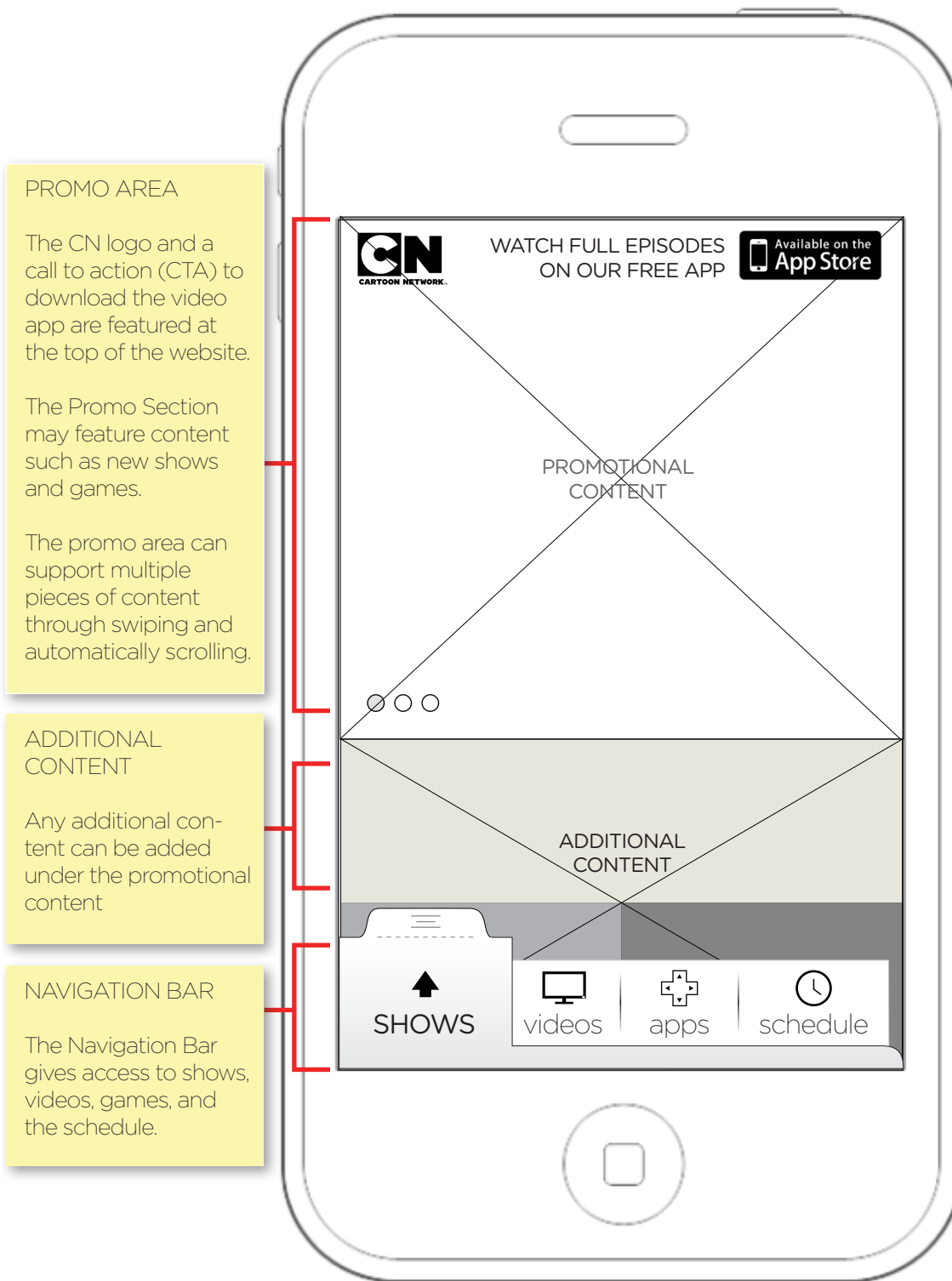
## LOADING SCREEN

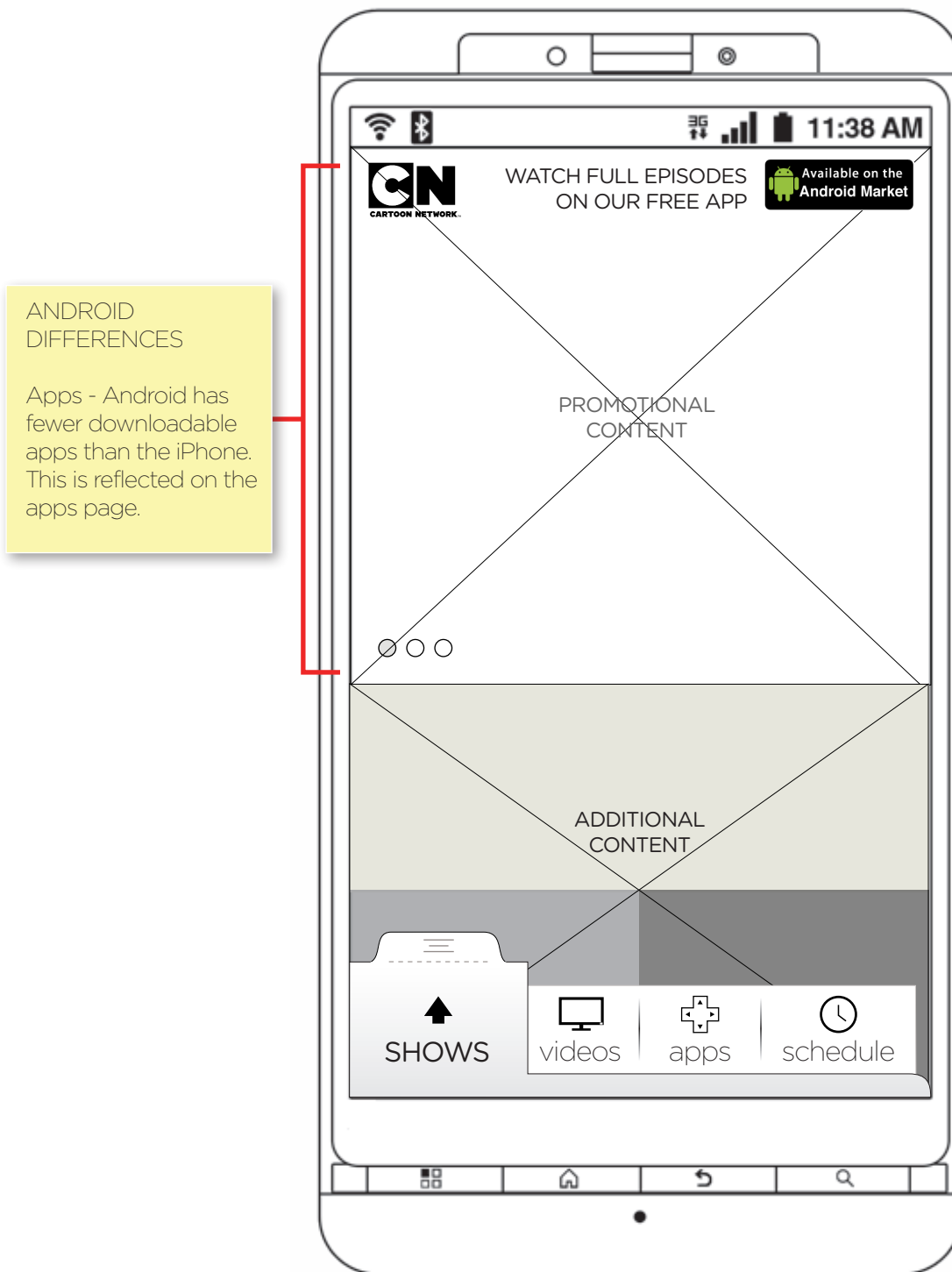
An animated GIF is shown on the loading page.

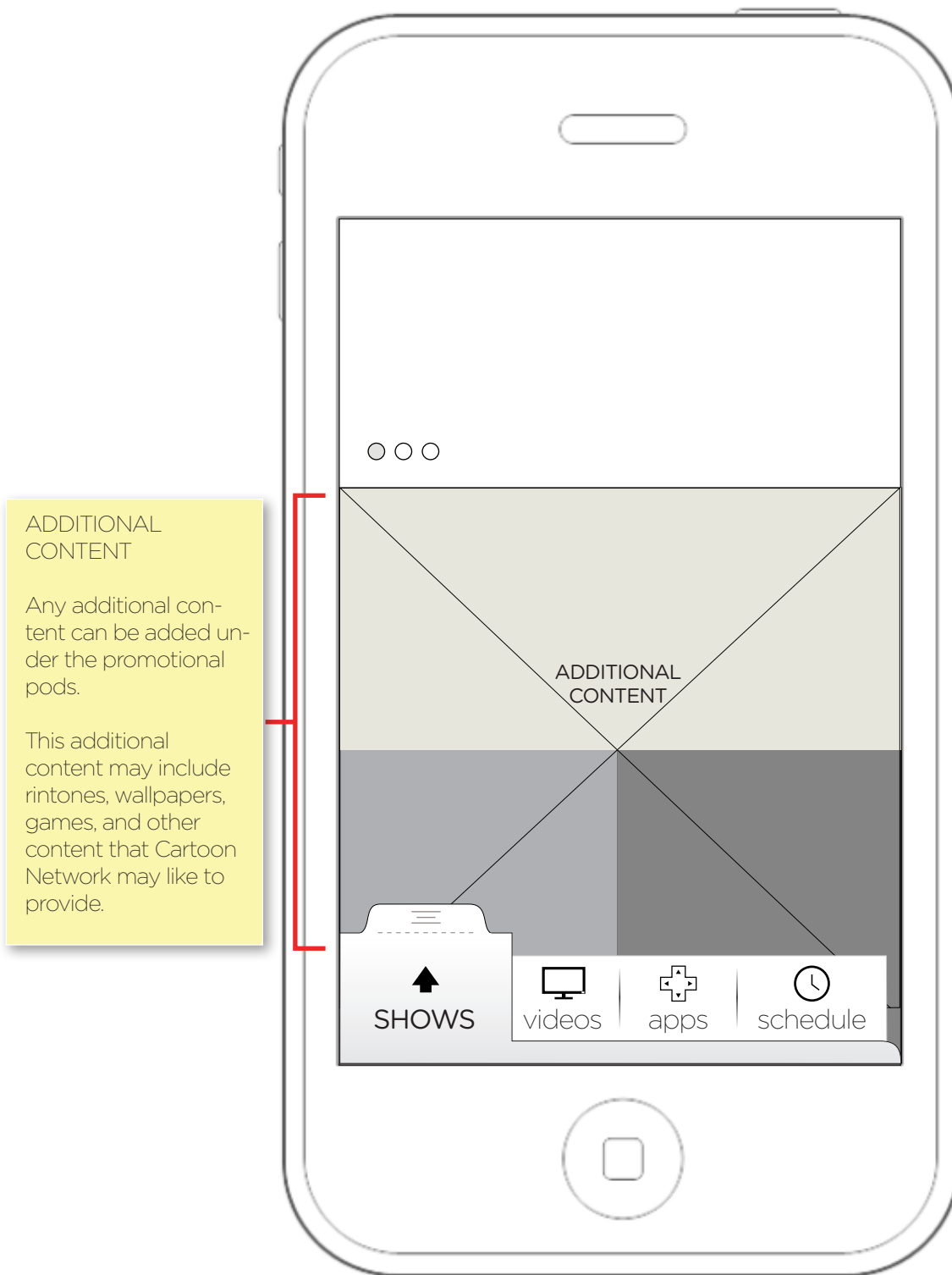
Instead of showing a boring rotating circle, we could show cartoon characters doing something funny.

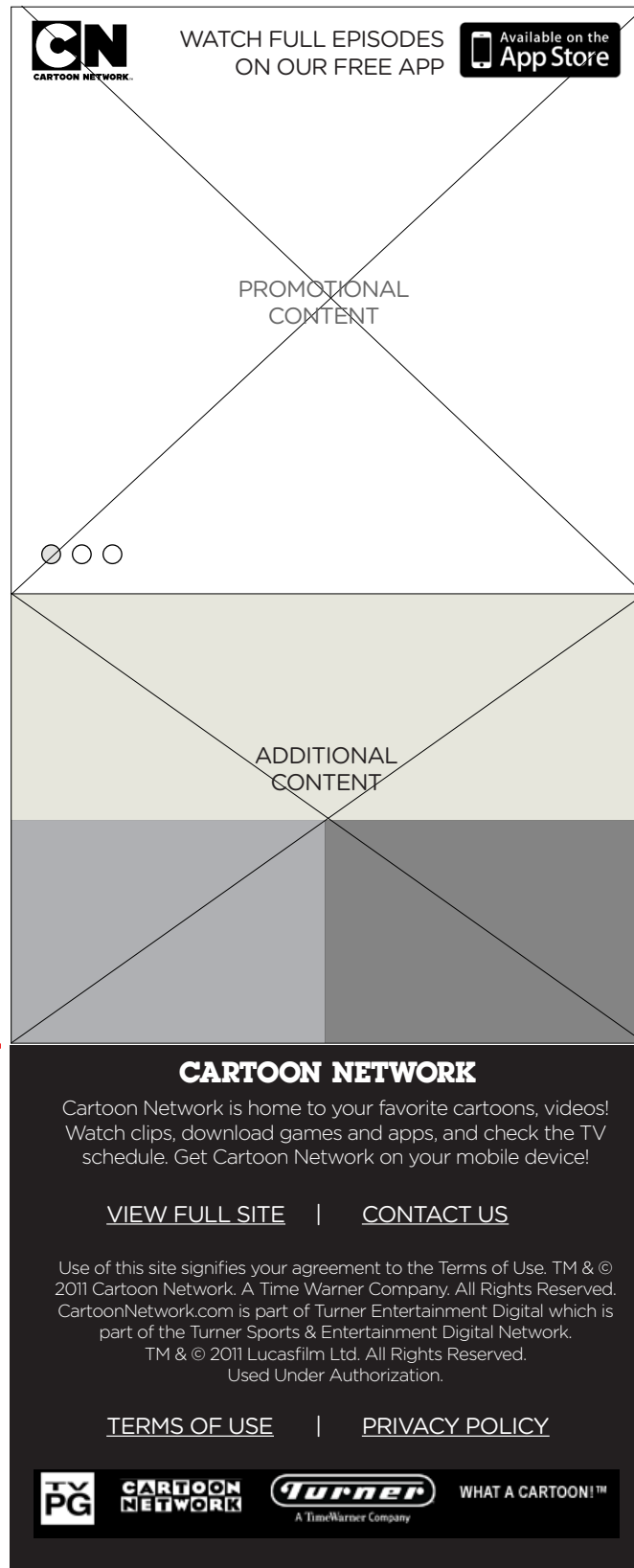
The example is of the famous Itchy and Scratchy pummeling each other, but we could do something similar.









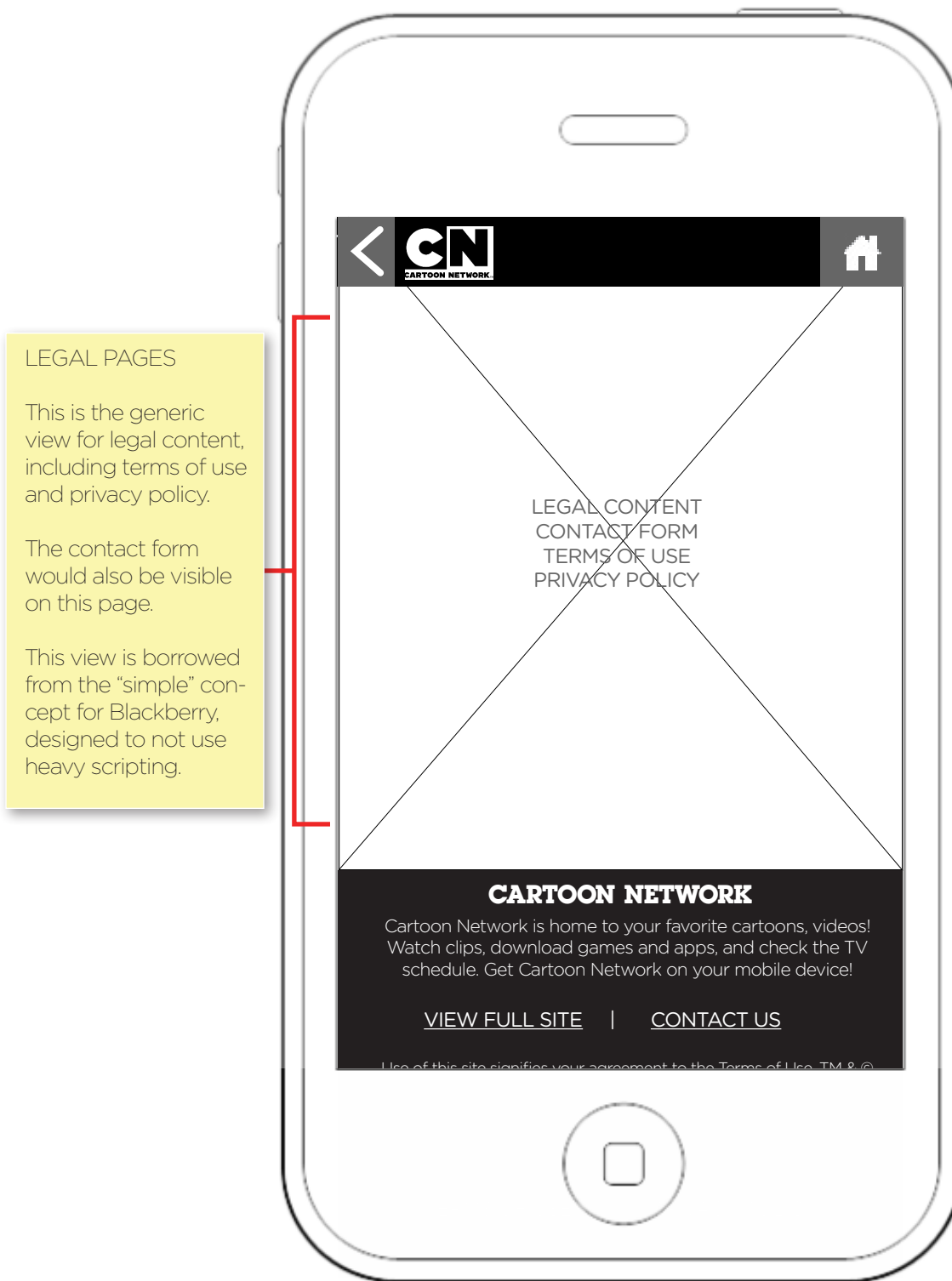


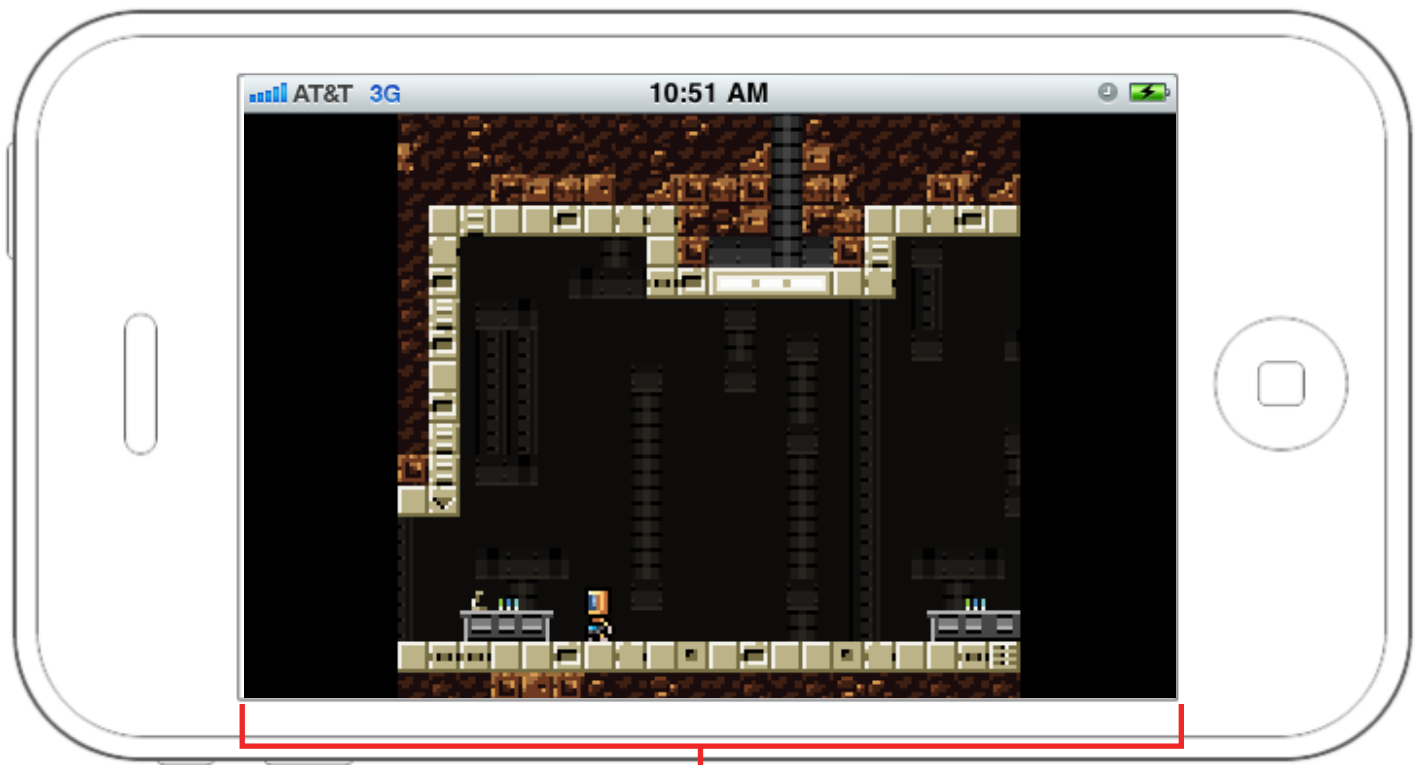
## FOOTER

Legal copy and functionality is mimicked from the Cartoon Network.com full site.

Any additional links and functionality can be added.







#### BROWSER GAME

Browser-based Javascript games are becoming very powerful , and are definitely a possibility for the Cartoon Network site.

Games like the Biolab Disaster ([www.playbiolab.com](http://www.playbiolab.com)) show what is capable.

**BANNER  
TRANSITION**

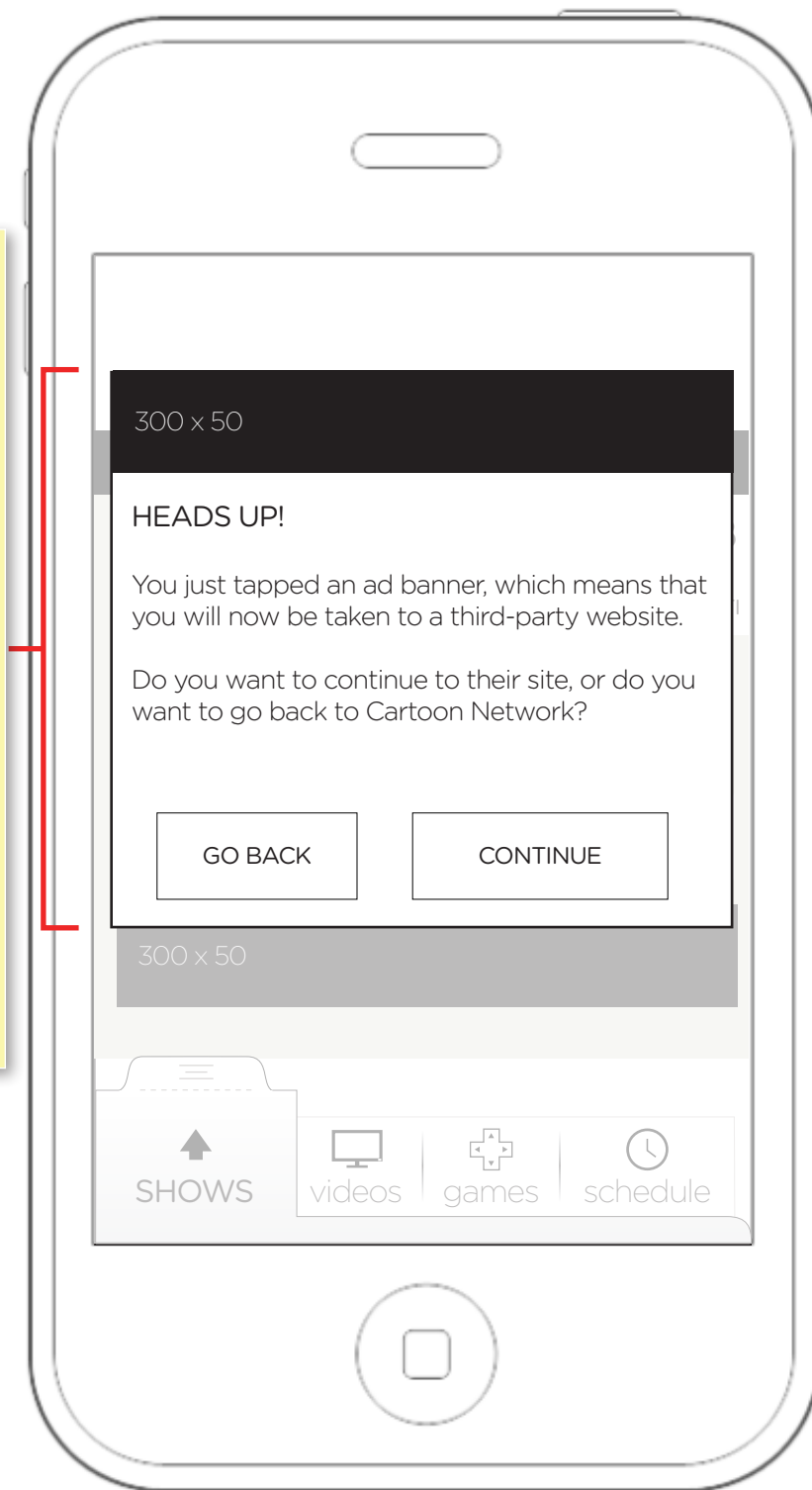
This screen is displayed when a user taps a banner.

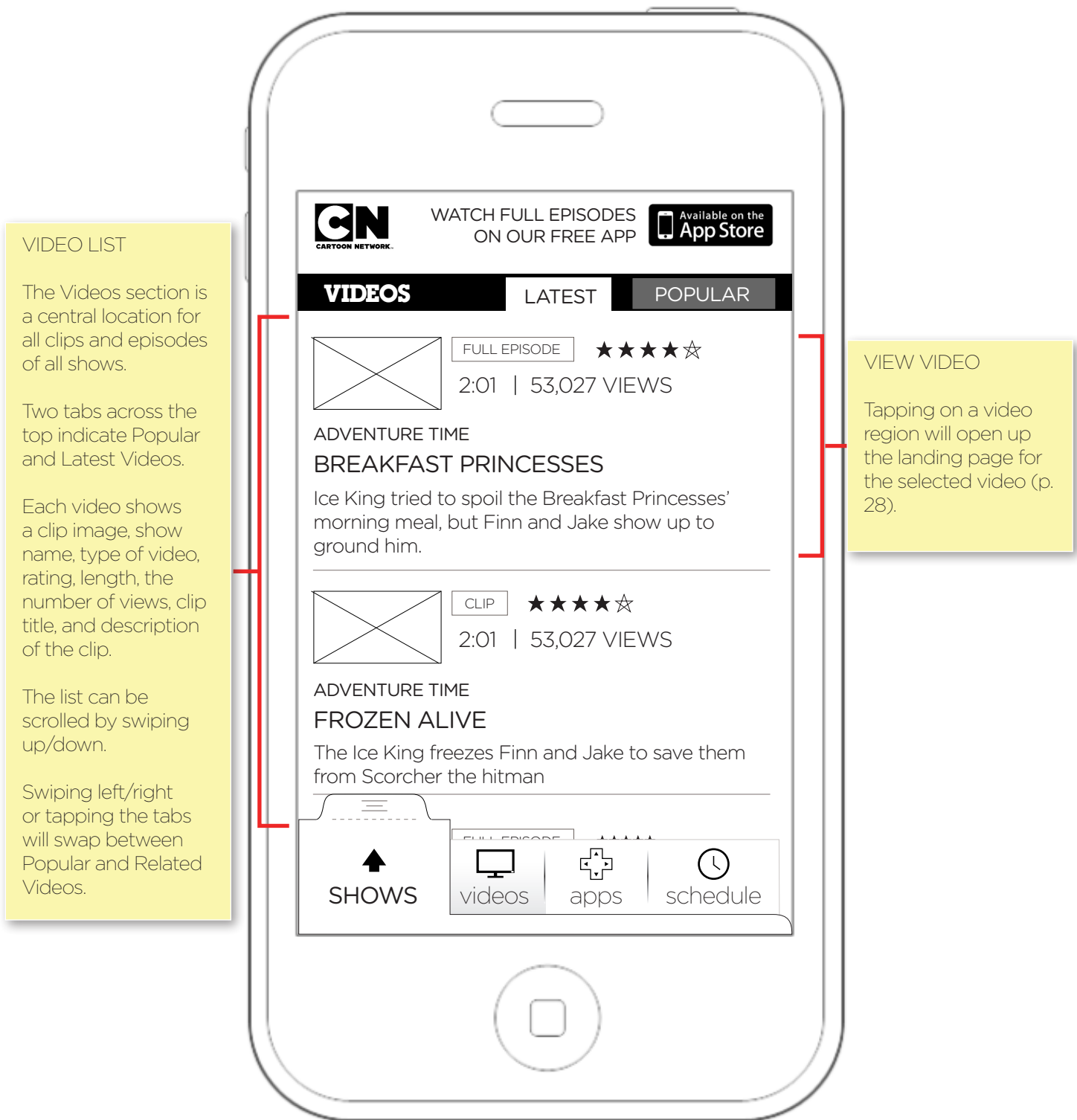
The purpose of this page is to warn users that they're leaving the site, and that the site is not under the control of Cartoon Network.

This page also prevents accidental taps.

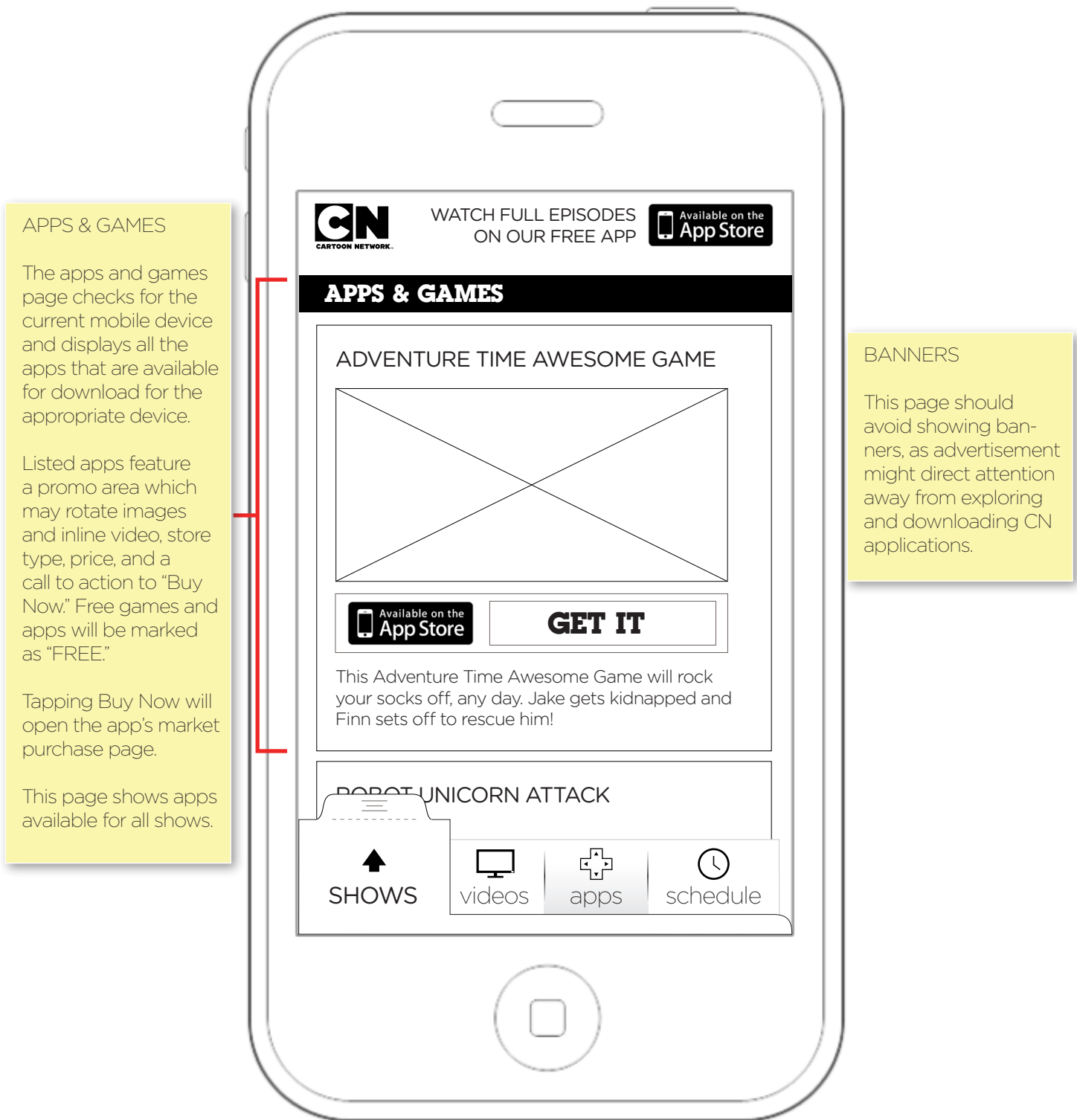
Tapping Go Back or anywhere outside the box will close the box.

Tapping Continue will open the banner in a new window.





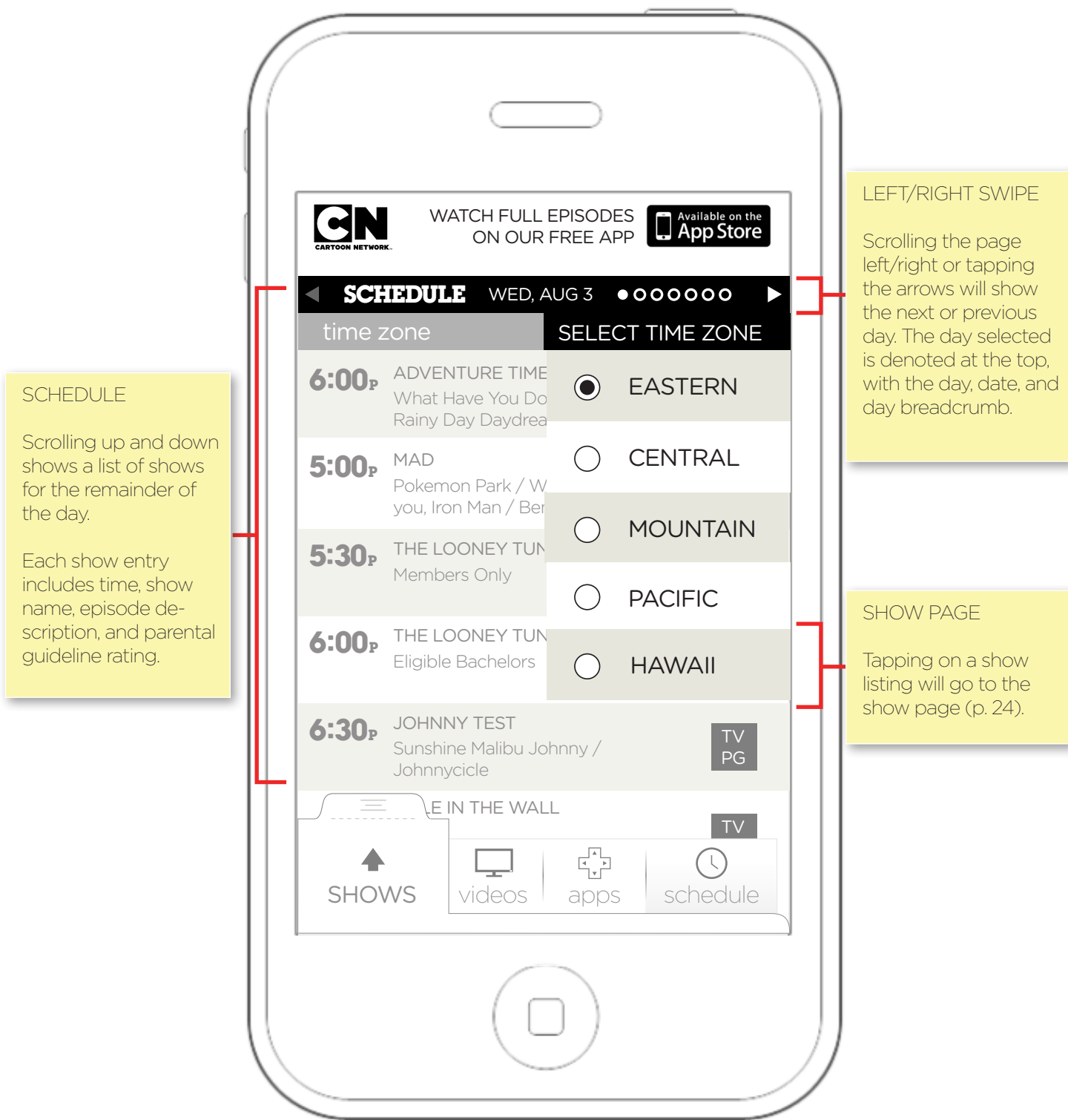














# Show Tab Concept

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## 2. Tab Popup



## INTERACTION TIP

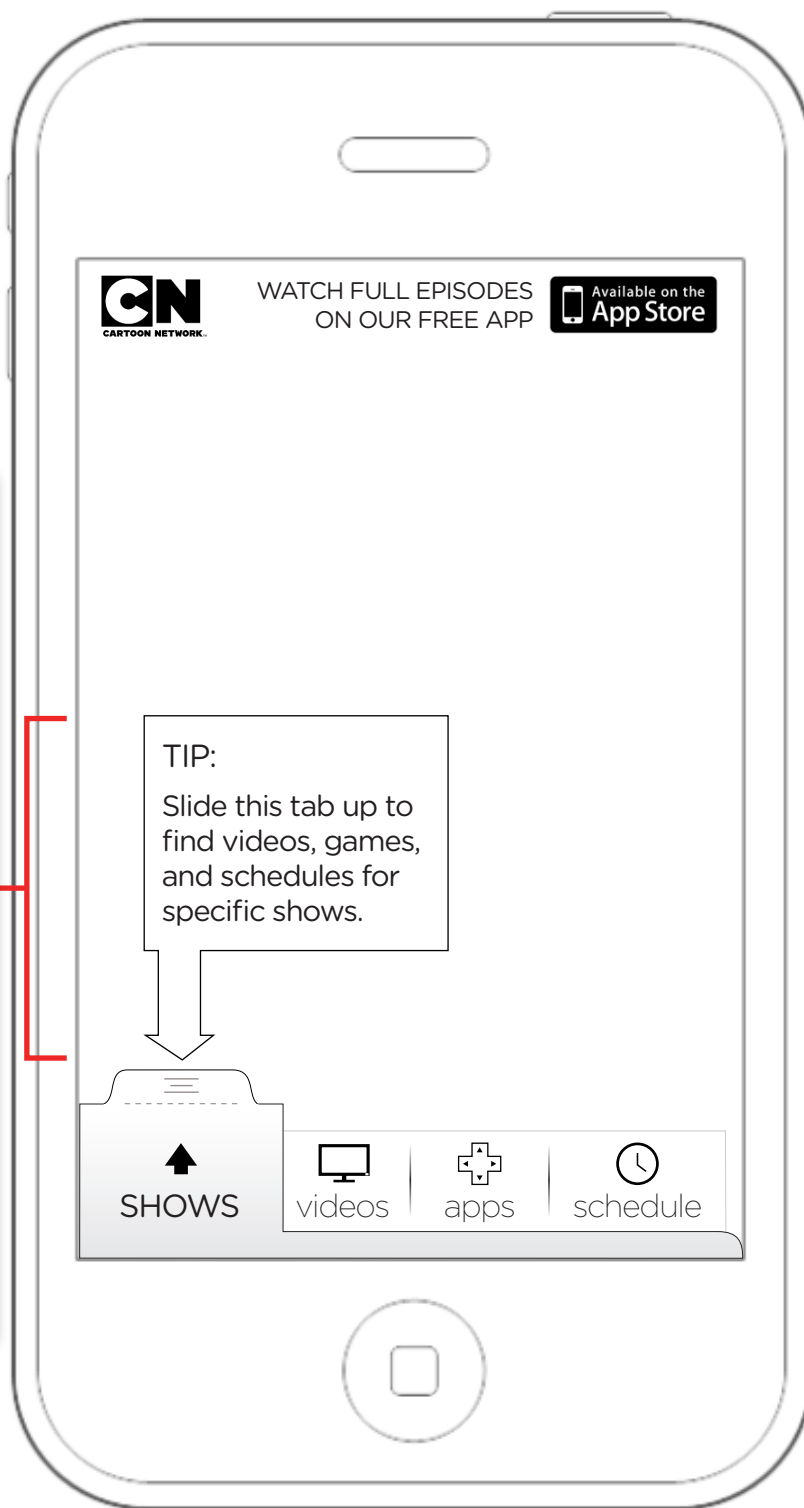
When a browser first arrives at the site, they get a tutorial tip about the show tab.

Users only receive this message the first time they arrive.

It tells them that they can slide the tab up to navigate to other Cartoon Network shows.

Tapping anywhere on the screen closes the tip.

The tab could also subtly "jiggle" or bounce up and down, to show that it can be played with.



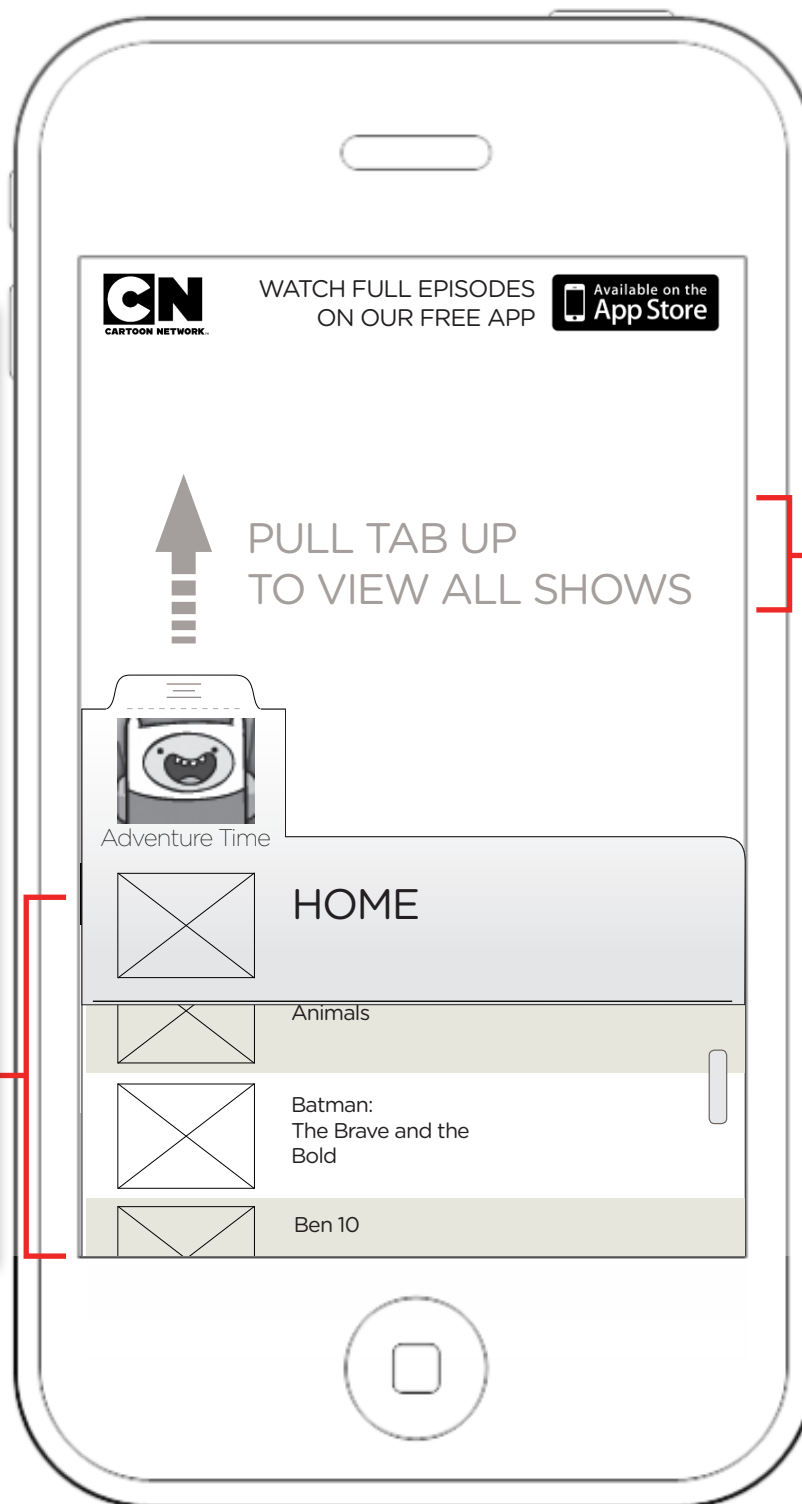
## SHOW PULL-UP TAB

To navigate to a show, users would drag the tab upwards, to reveal a list of shows.

When the tab is dragged upwards, the list is revealed; it will look like a slide that covers the rest of the content on the site.

When users continue dragging past the half-way mark, the tab will "click," and continue to roll up to the top when the user releases their finger.

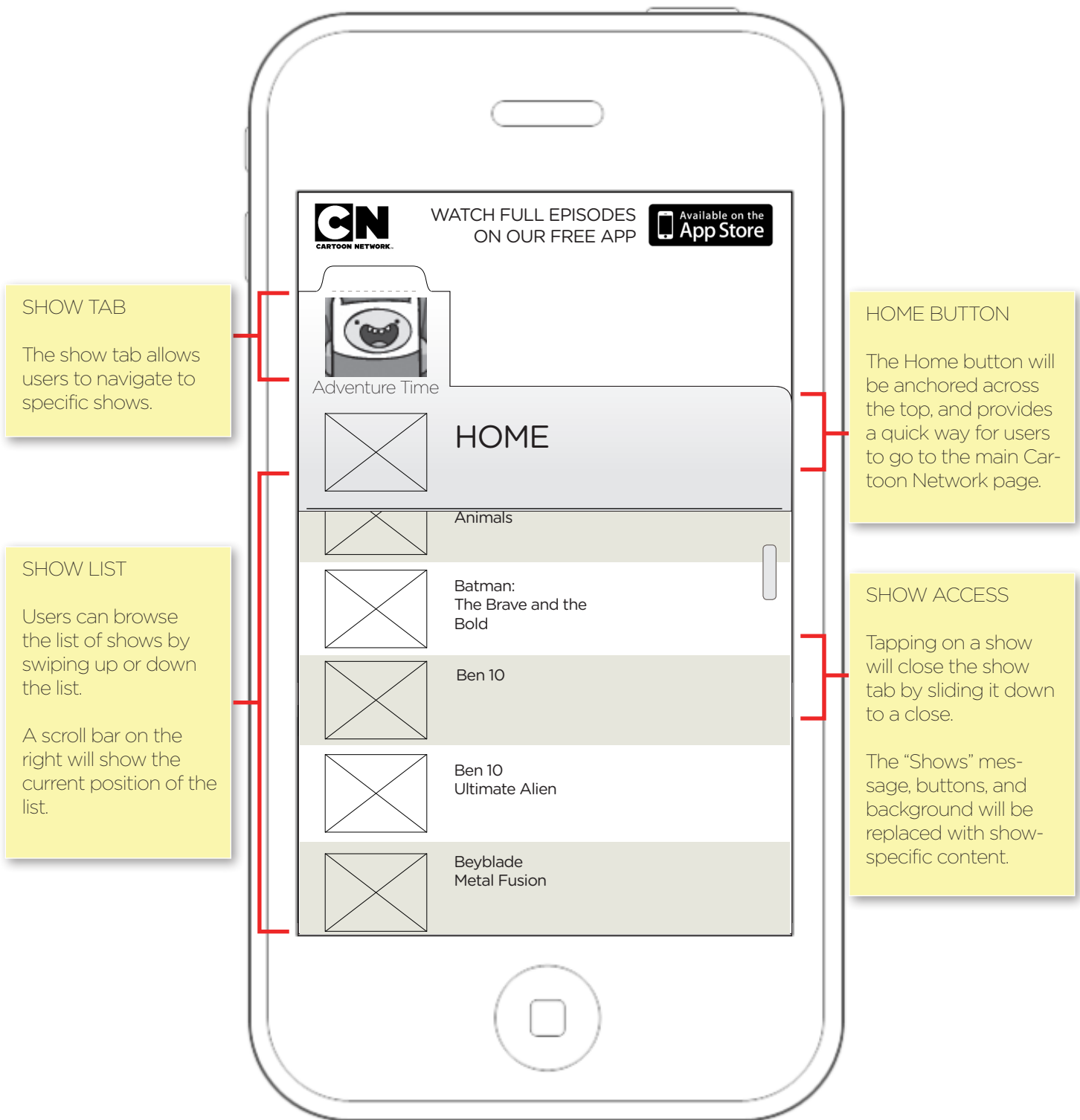
Similarly, if they drag the tab down past the halfway-mark, the tab will automatically slide all the way down to a close.



## PULL-UP HINT

When users start dragging the show-tab up, the background will fade out, and a hint to continue pulling up will be displayed.

This hint follows the tab as the user drags it. The number of dashed lines under the main arrow decreases.

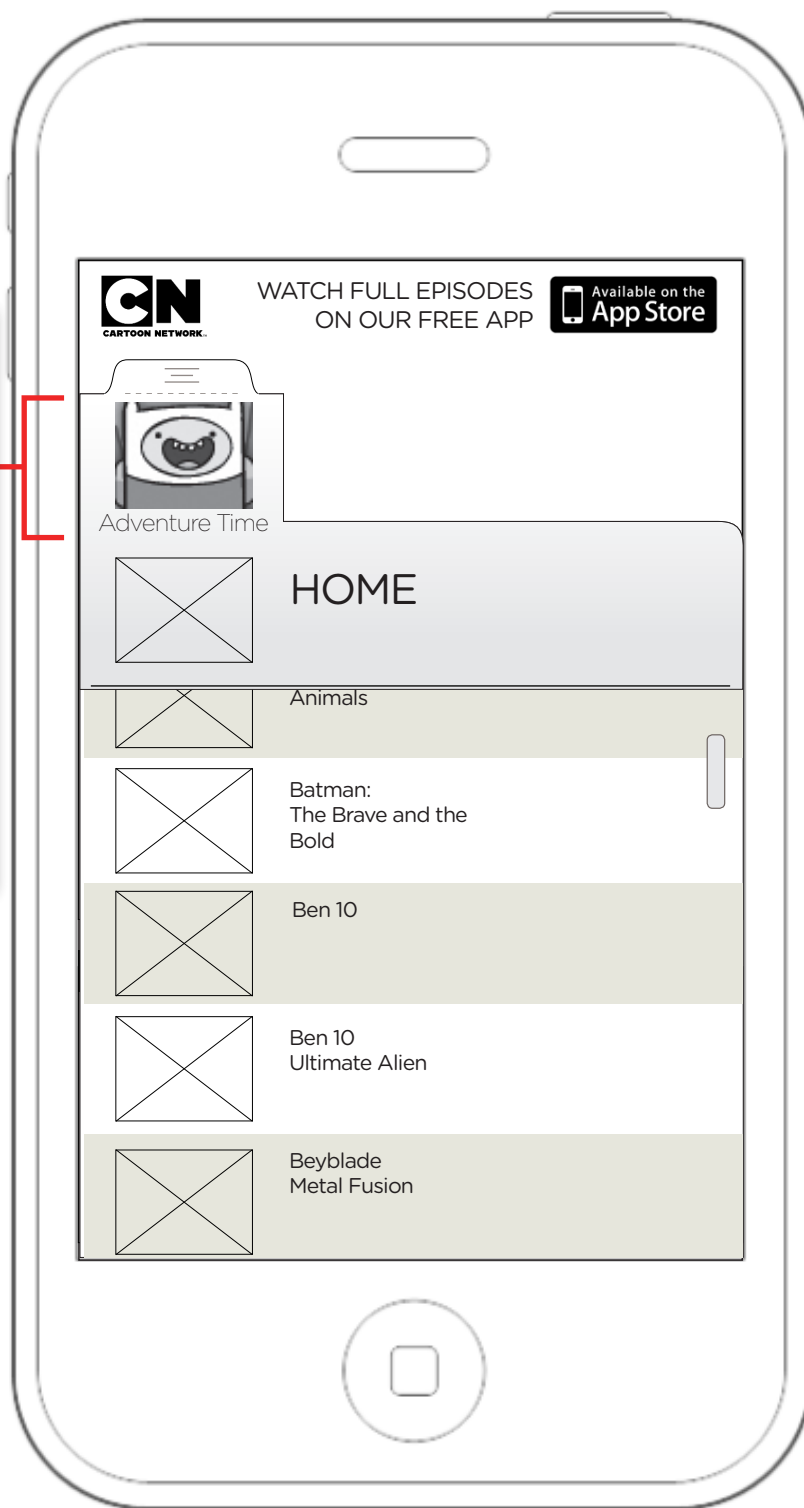


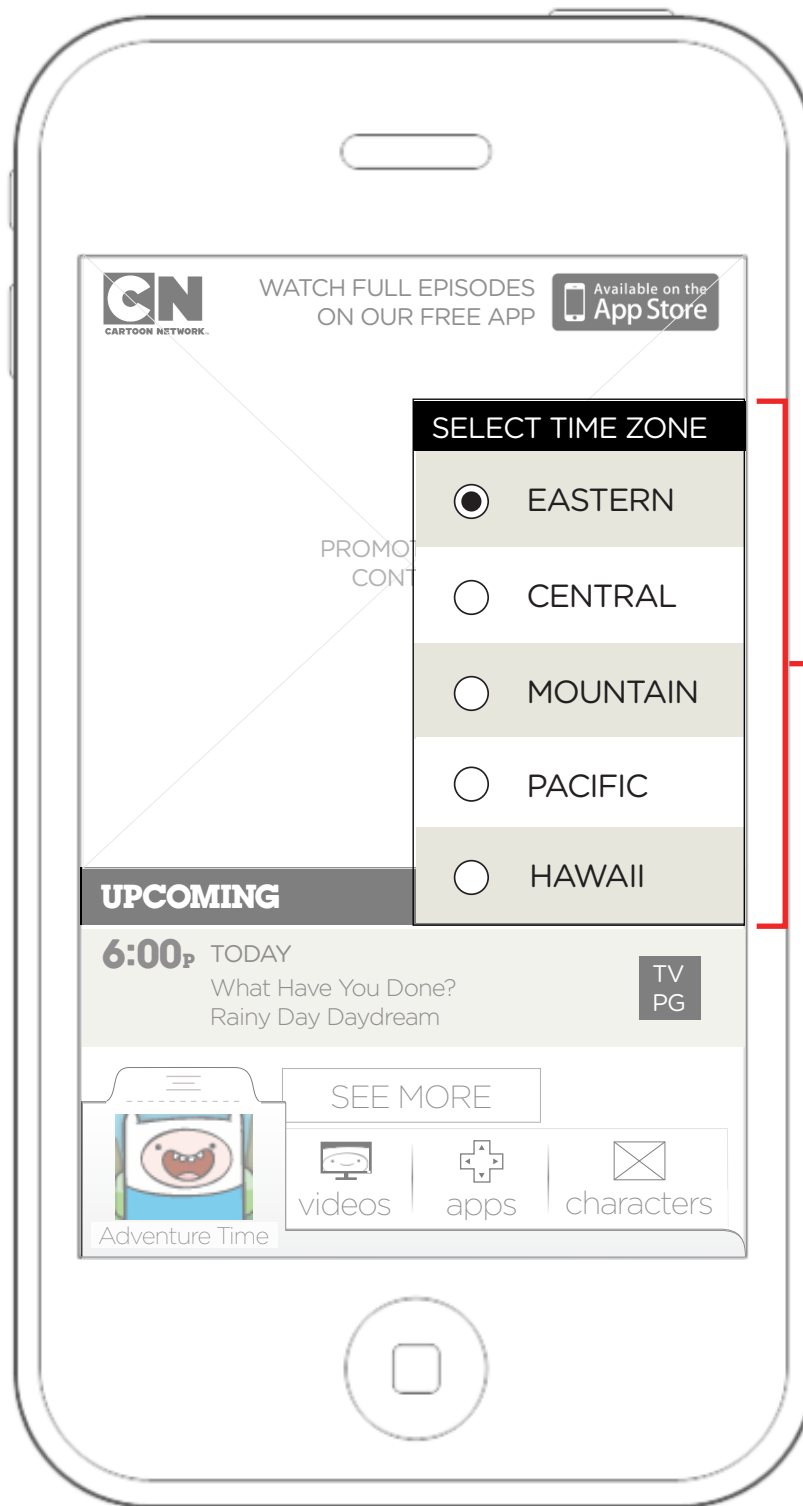
## SHOW BRANDING

When a show has been selected, the main character or icon of the show replaces the "Shows" message.

This emphasizes that the content has been replaced with show-related content.

When a user selects a show, the overlay collapses down to the bottom.



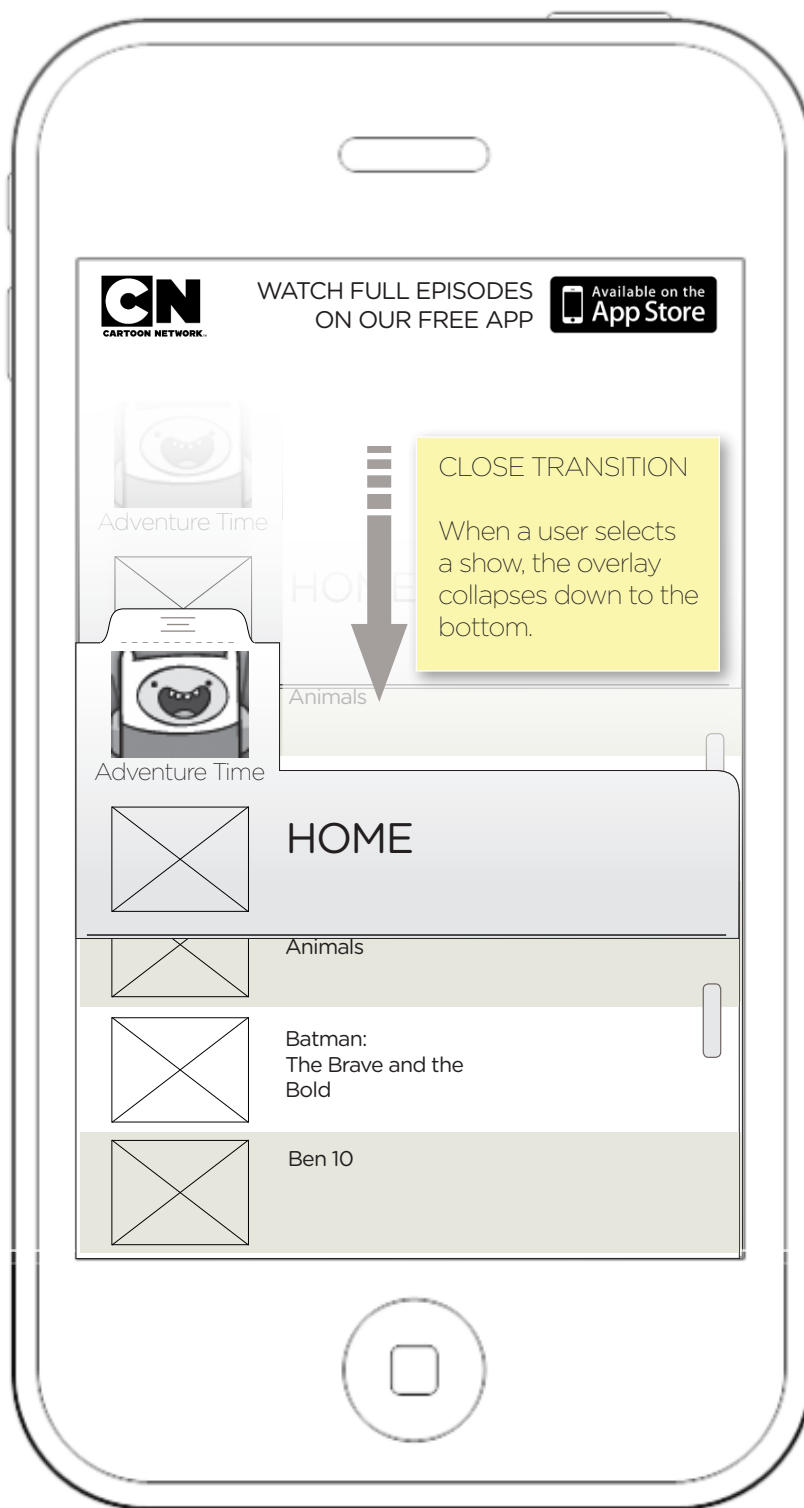


## TIME ZONE

When the time zone box is tapped, it expands into a radio-button list, where users can select their specific time zone.

Tapping a radio button or outside the selection box will close the box.



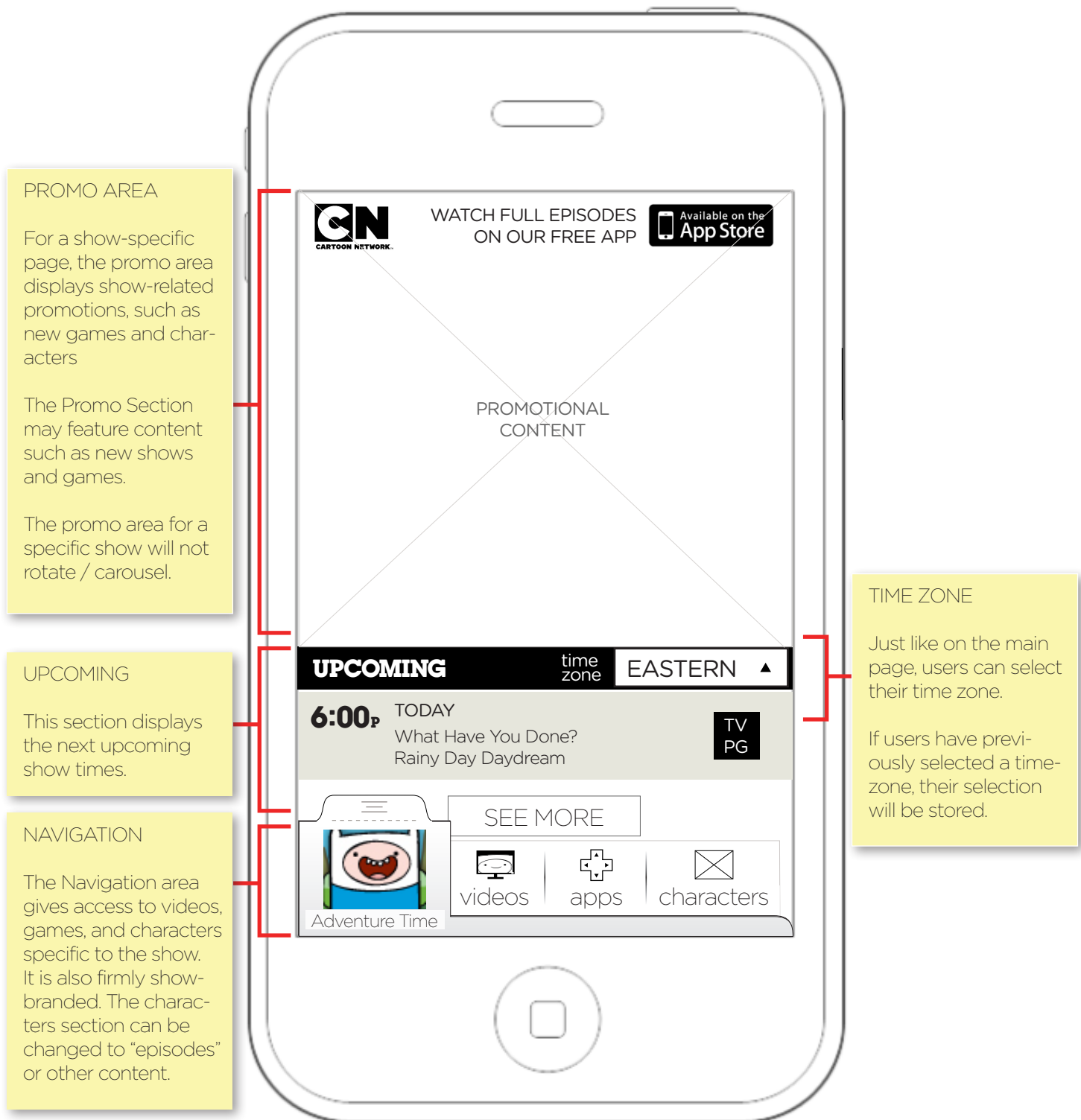


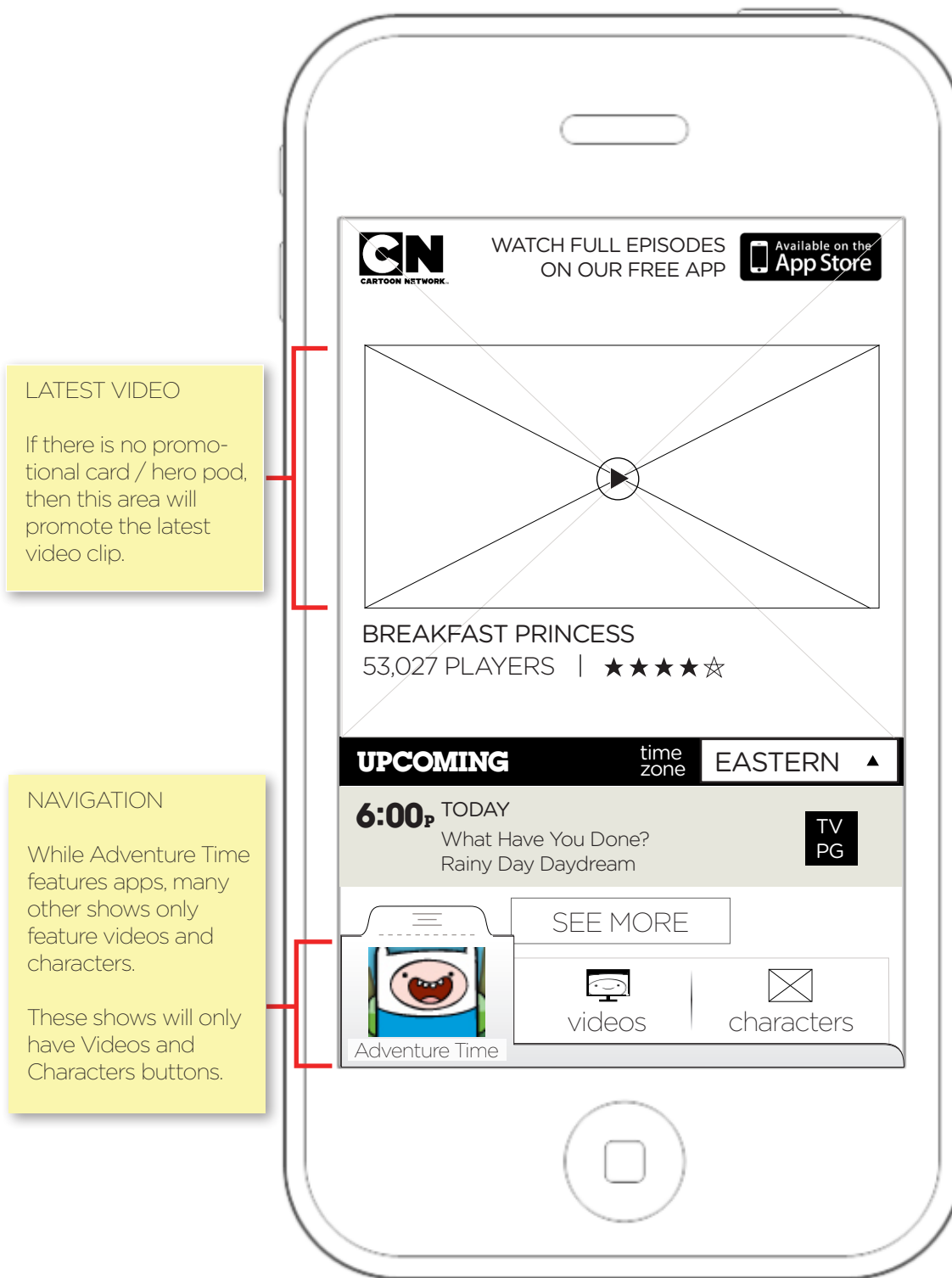
# Show Tab Concept

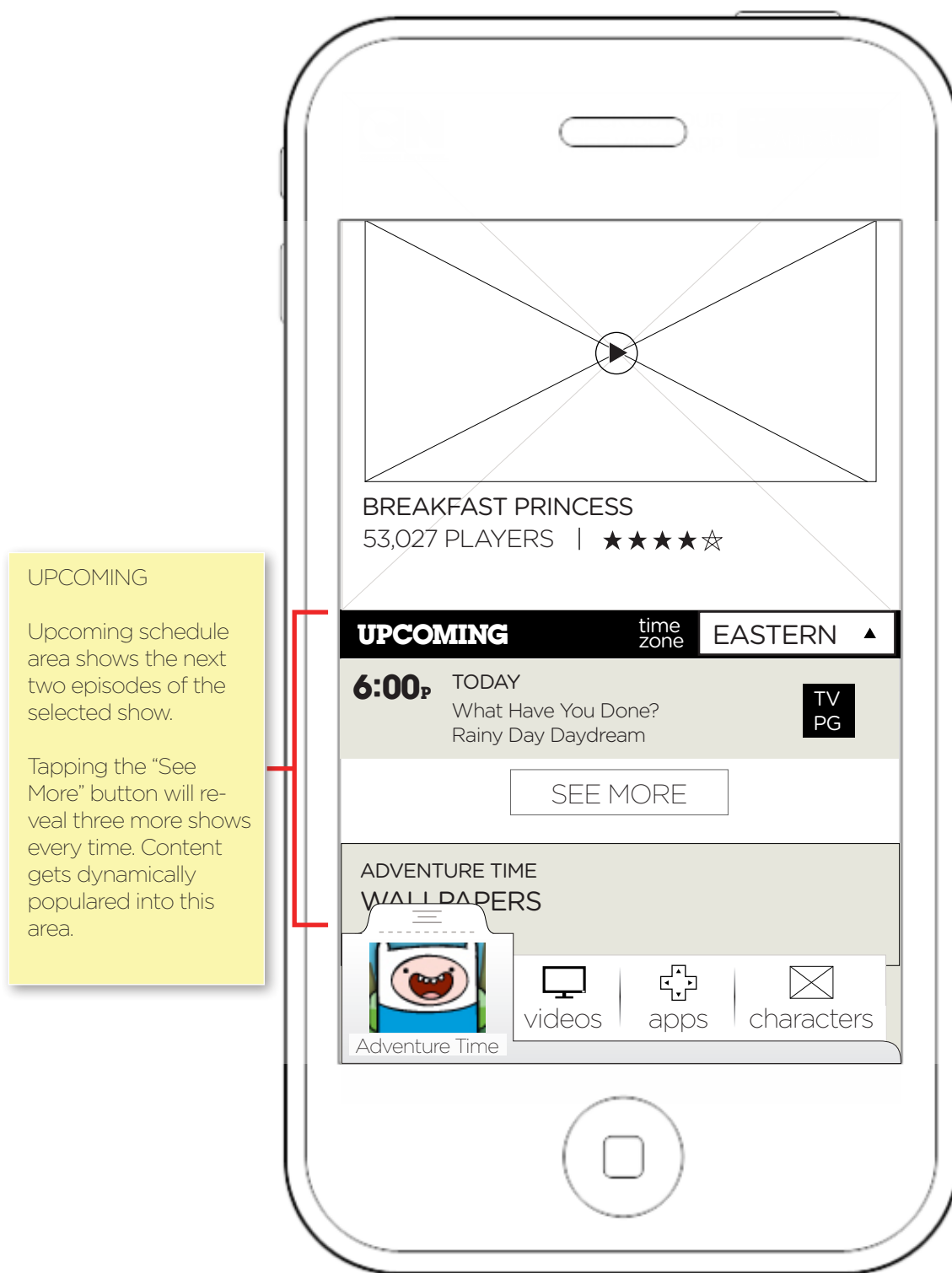
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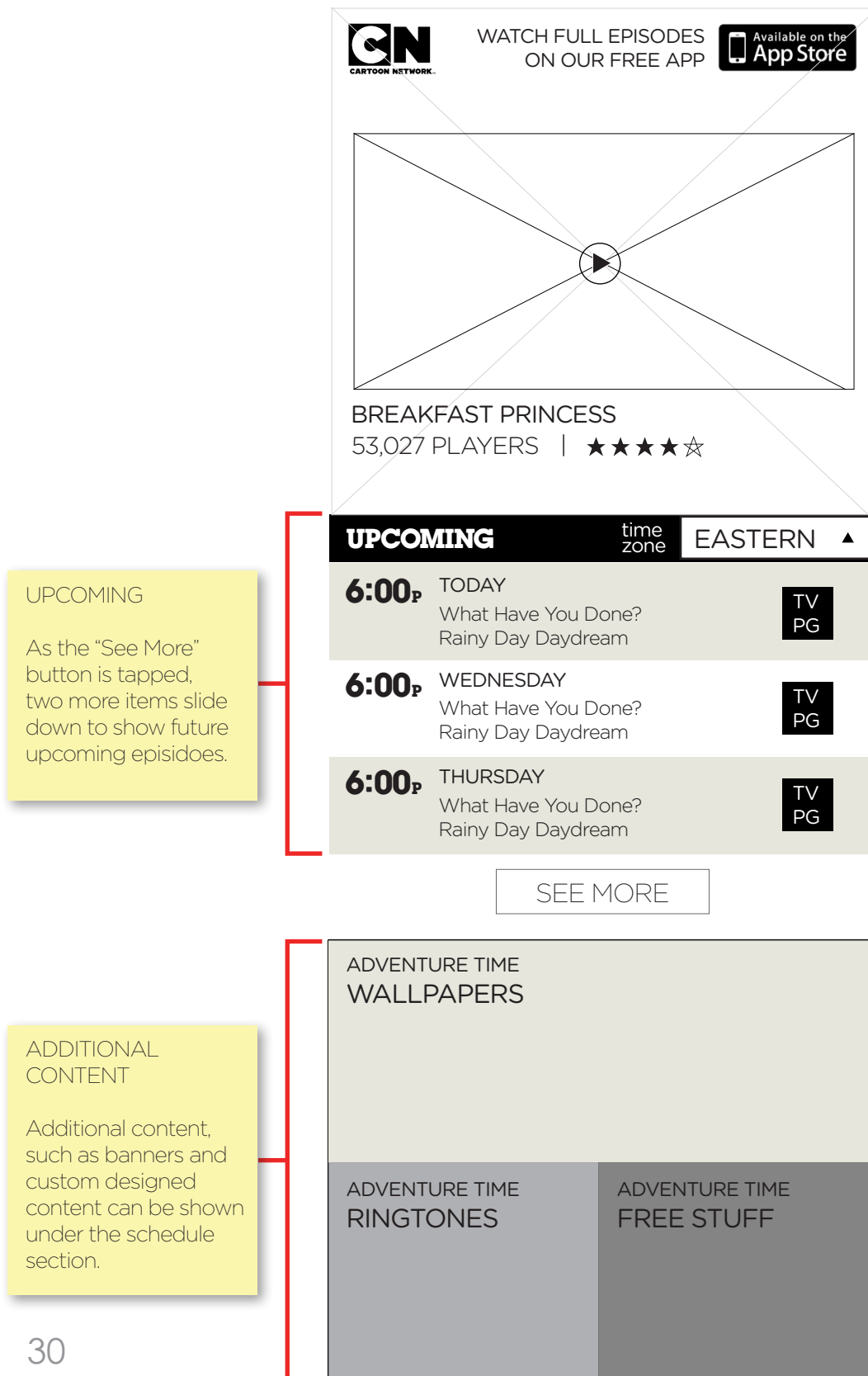
## 3, Selected Show Example (Adventure Time)

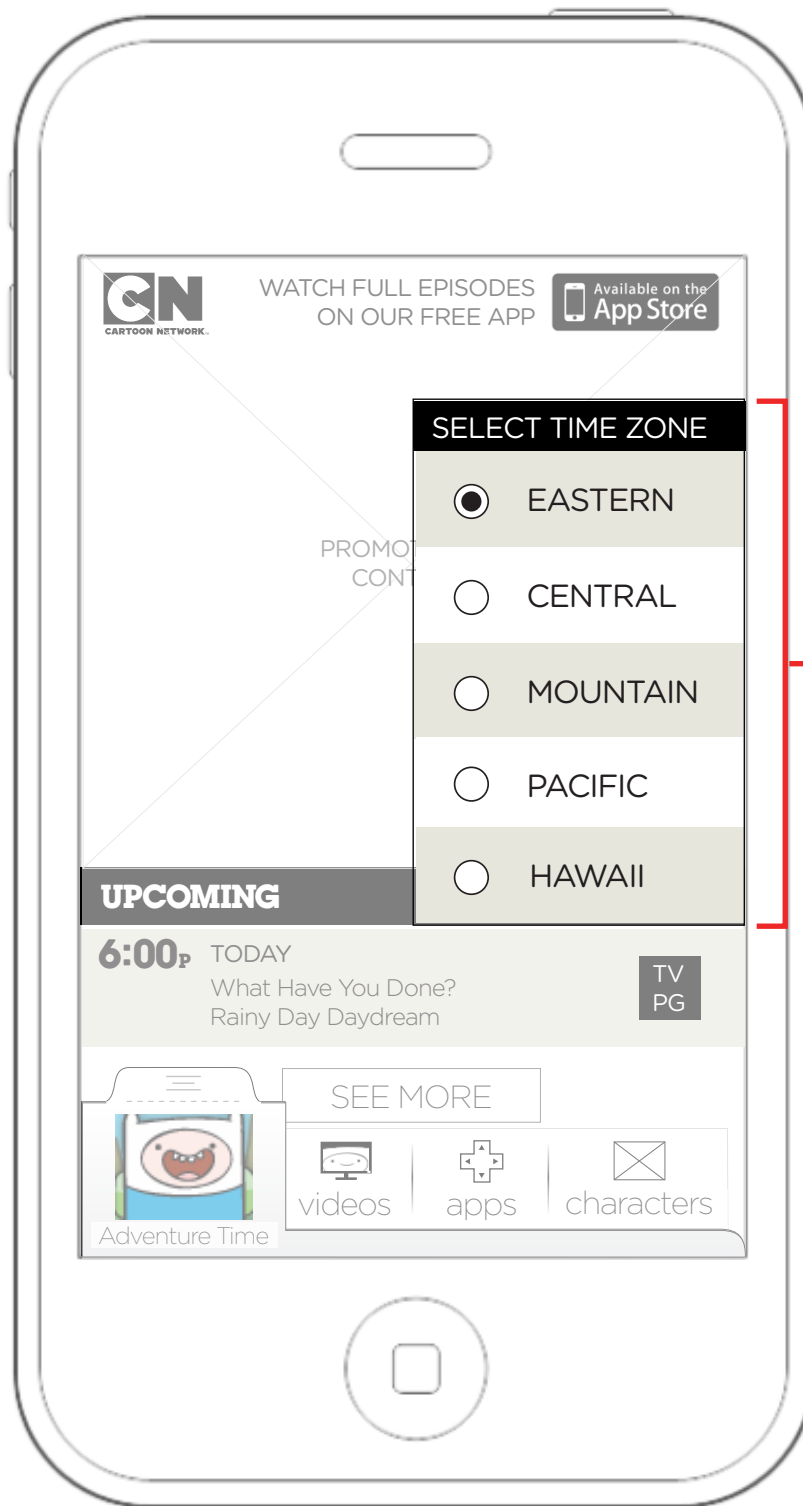








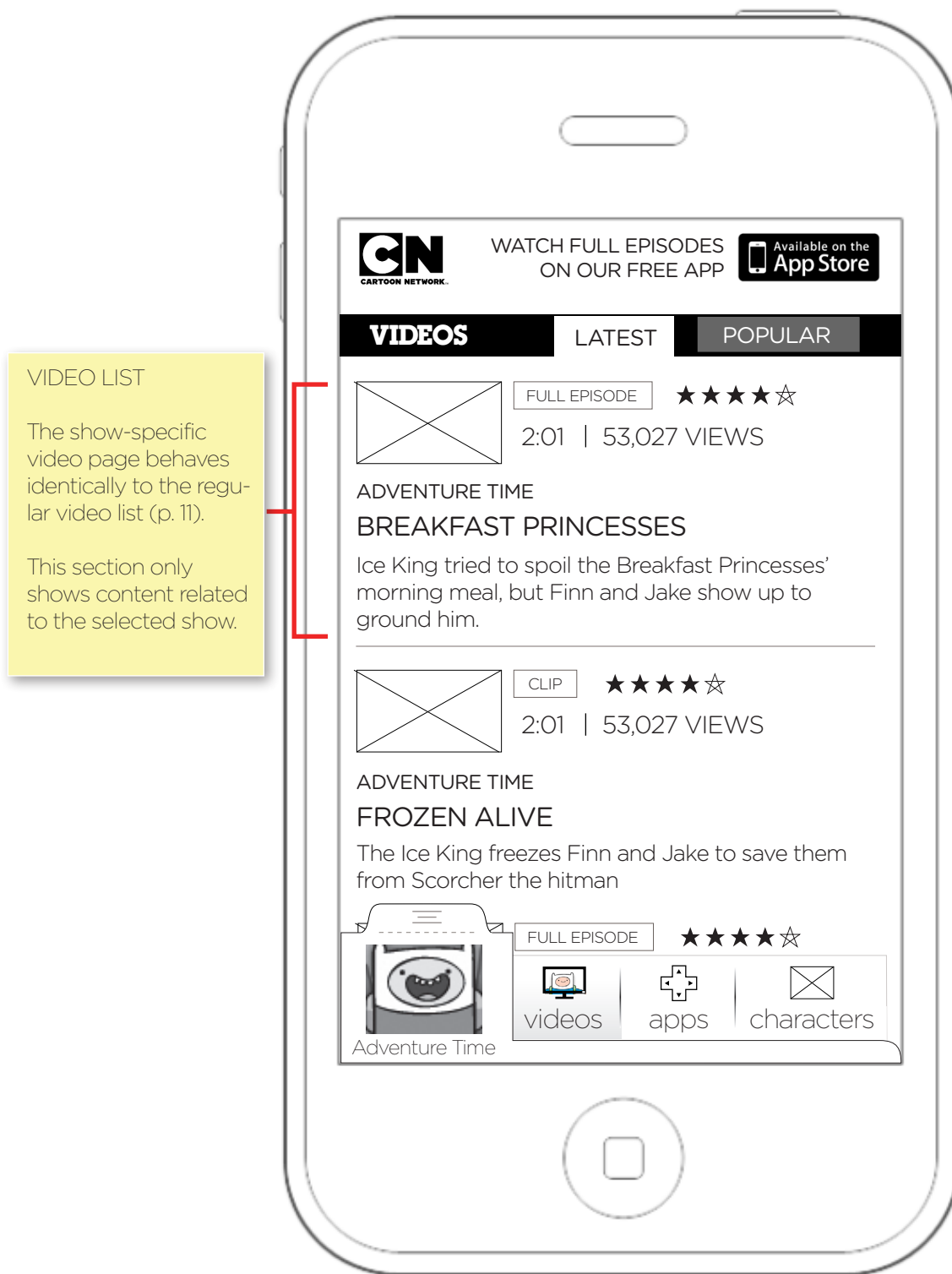




### TIME ZONE

When the time zone box is tapped, it expands into a radio-button list, where users can select their specific time zone.

Tapping a radio button or outside the selection box will close the box.







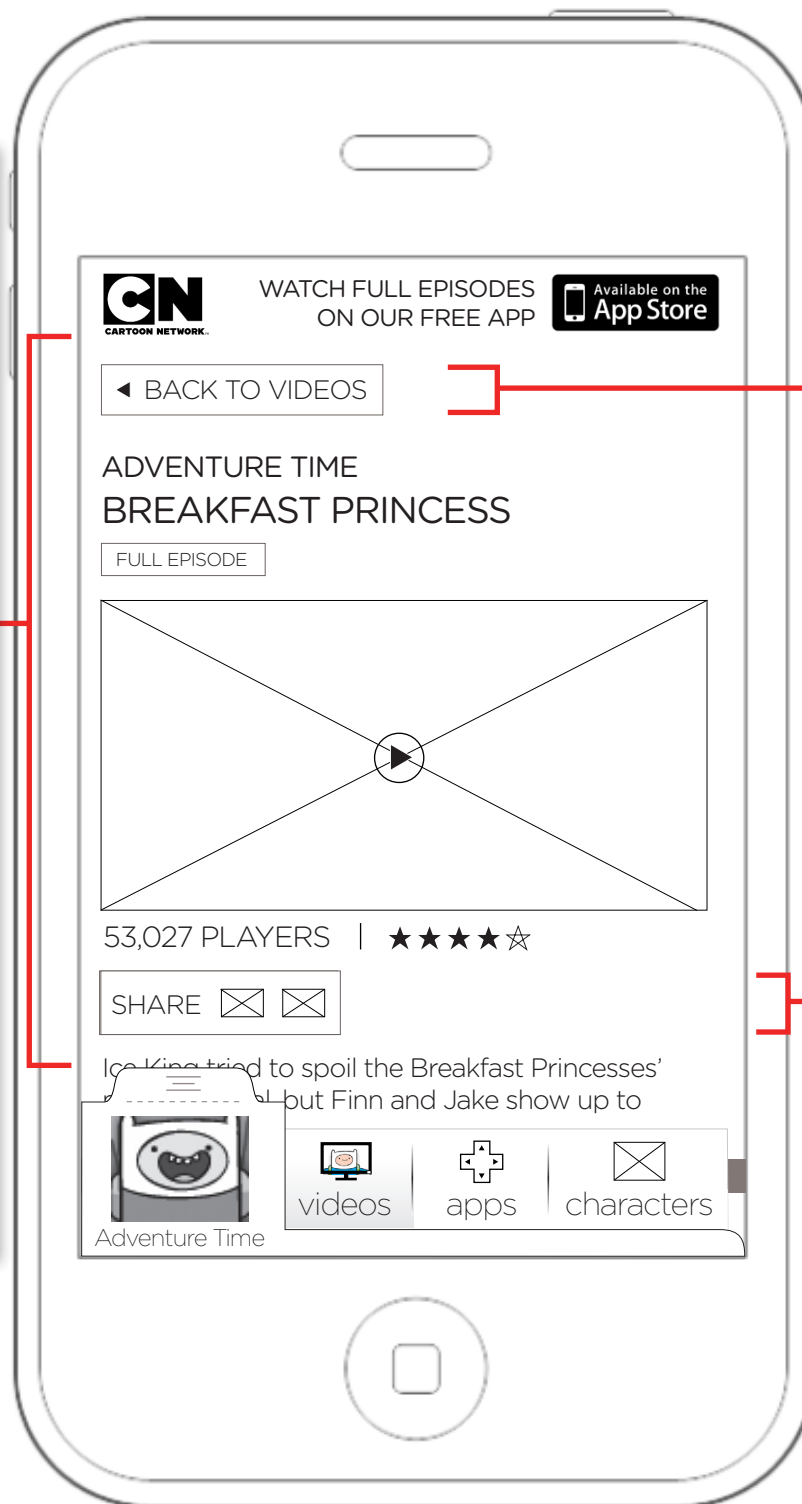
## VIDEO PAGE

Each video has its own landing page that displays show name, episode name, clip type, number of views, ratings, and a description.

Tapping on the main Video icon will play the video in the video player. Closing a video will return to this screen.

When a video plays until the end of the clip, it will automatically play the next clip, without returning to this screen. Closing out of the next clip will return to that clip's page.

Below the video description is a section of related videos, where users can navigate to similar videos.

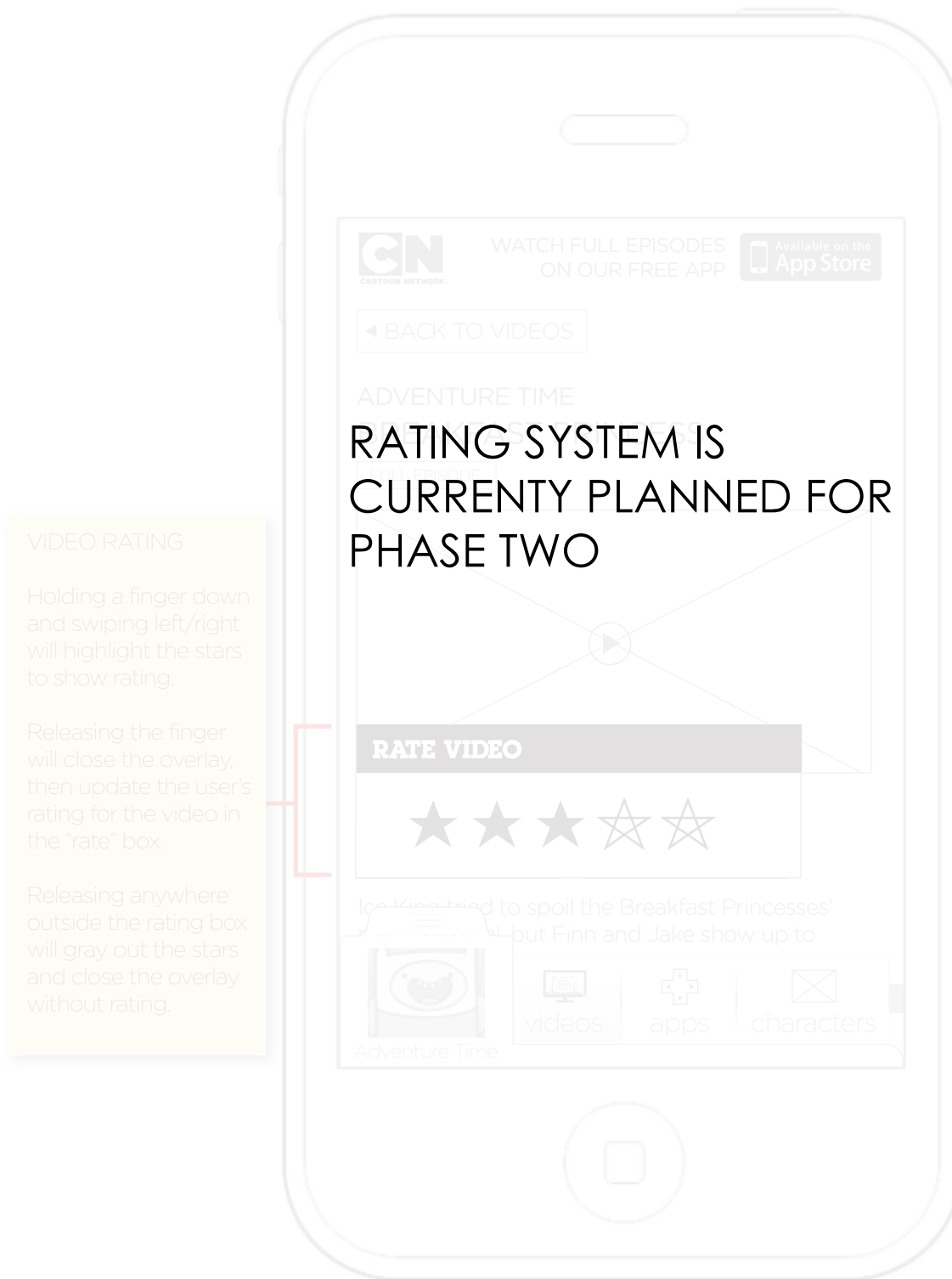


## BACK TO VIDEOS

Tapping the Back to Videos button returns to the video list.

## SHARING

Users can share this video page over E-mail or Facebook, similar to the current Cartoon Network website.





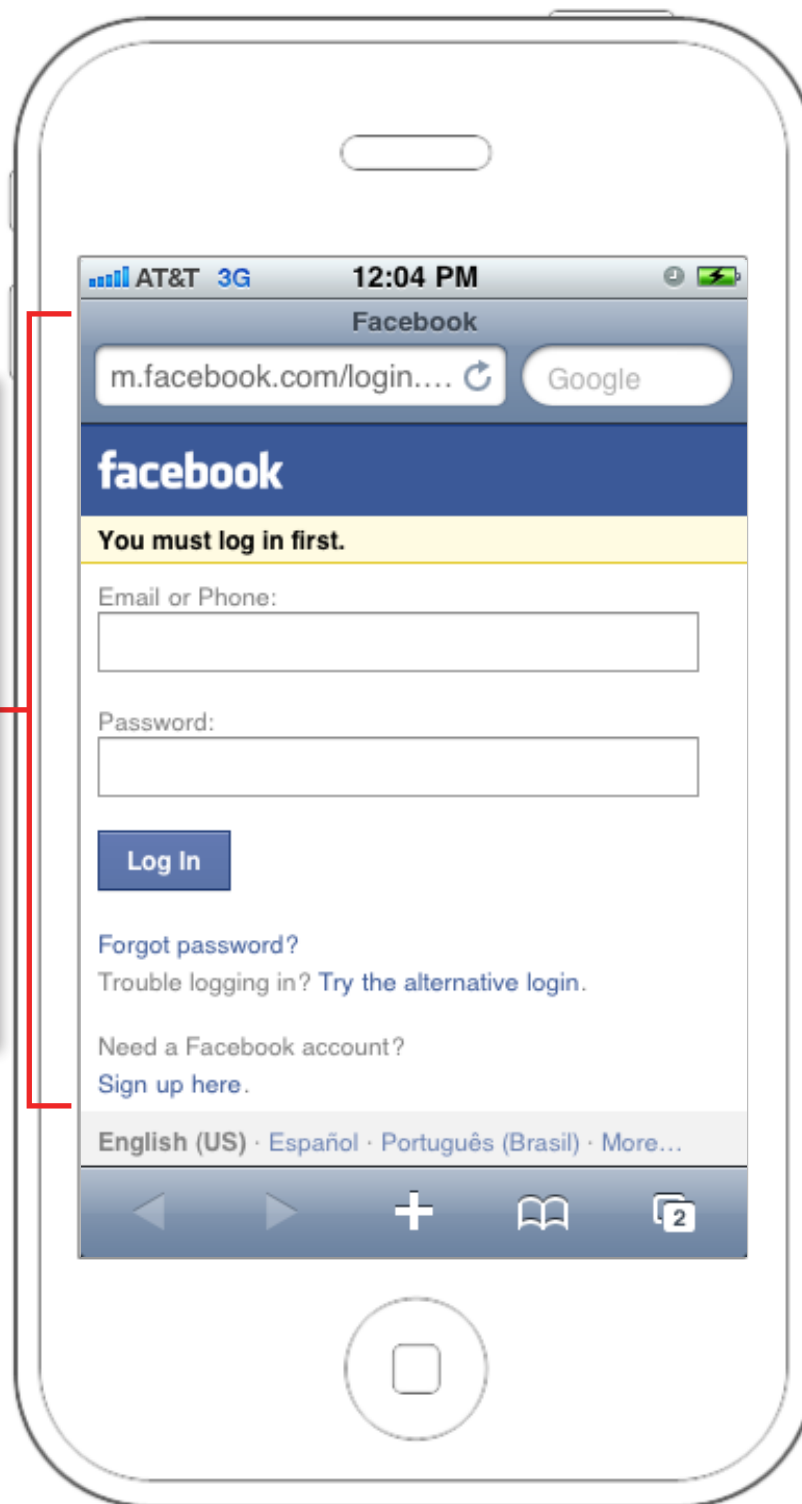


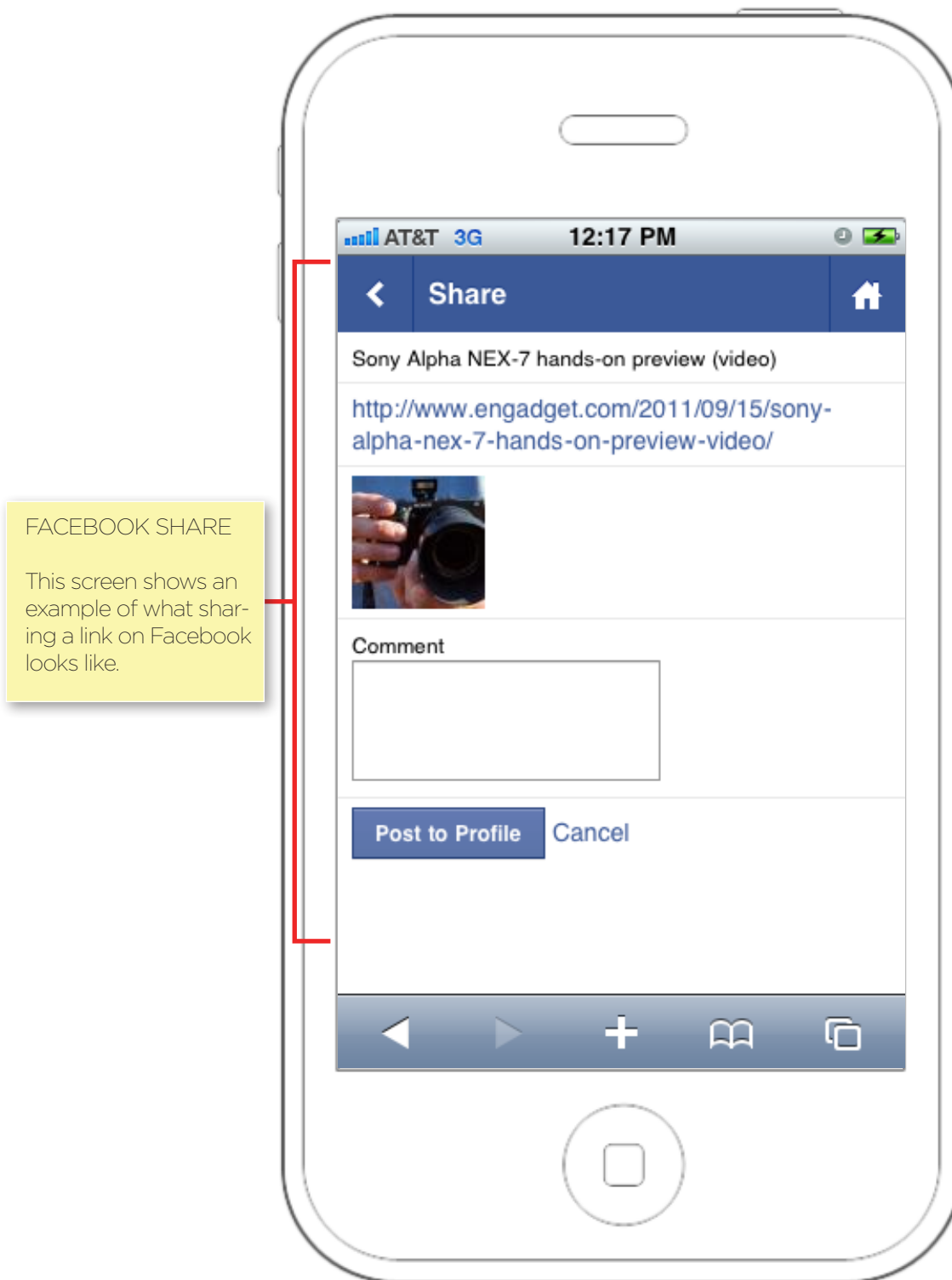
## LOGIN

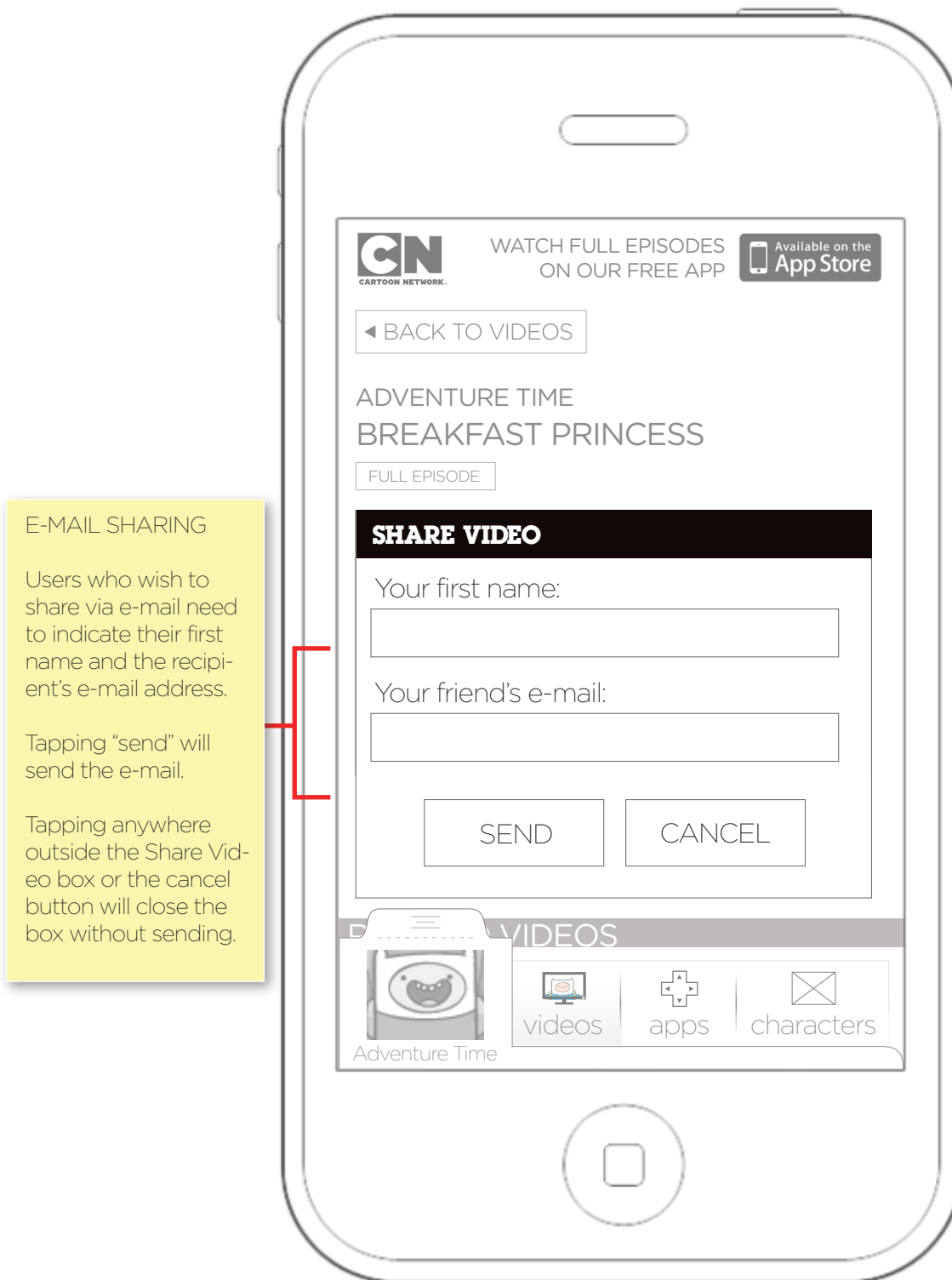
When a user taps Share on Facebook, the browser opens Facebook in a new window.

Users who have not previously logged into Facebook will need to input their login information.

Users who are under-age and don't have a Facebook login will not be able to share using Facebook.









## APPS

The apps and games page checks for the current mobile device and displays all the apps that are available for download for the appropriate device.

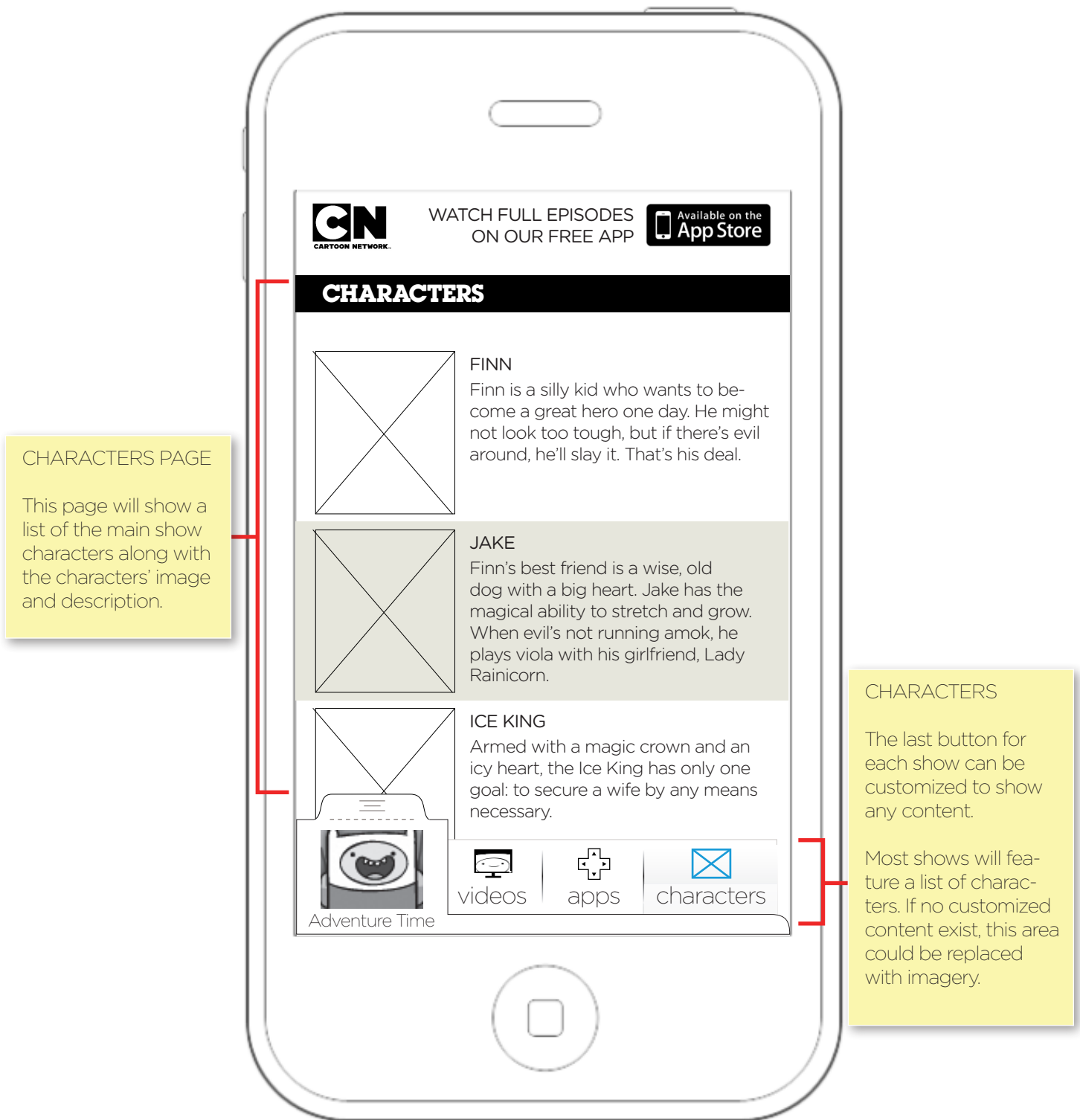
Listed apps feature a promo area which may rotate images and inline video, store type, price, and a call to action to "Buy Now." Free games and apps will be marked as "FREE."

Tapping Buy Now will open the app's market page.

This page shows all apps available for the selected show.

Shows that do not feature apps will not show an "apps" button.





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# Simple Concept

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For Blackberry



## HOMEPAGE

The Homepage mimics the functionality of the full concept.

## NAVIGATION

A promotional banner stretches across the top, with the logo and video app promotion.

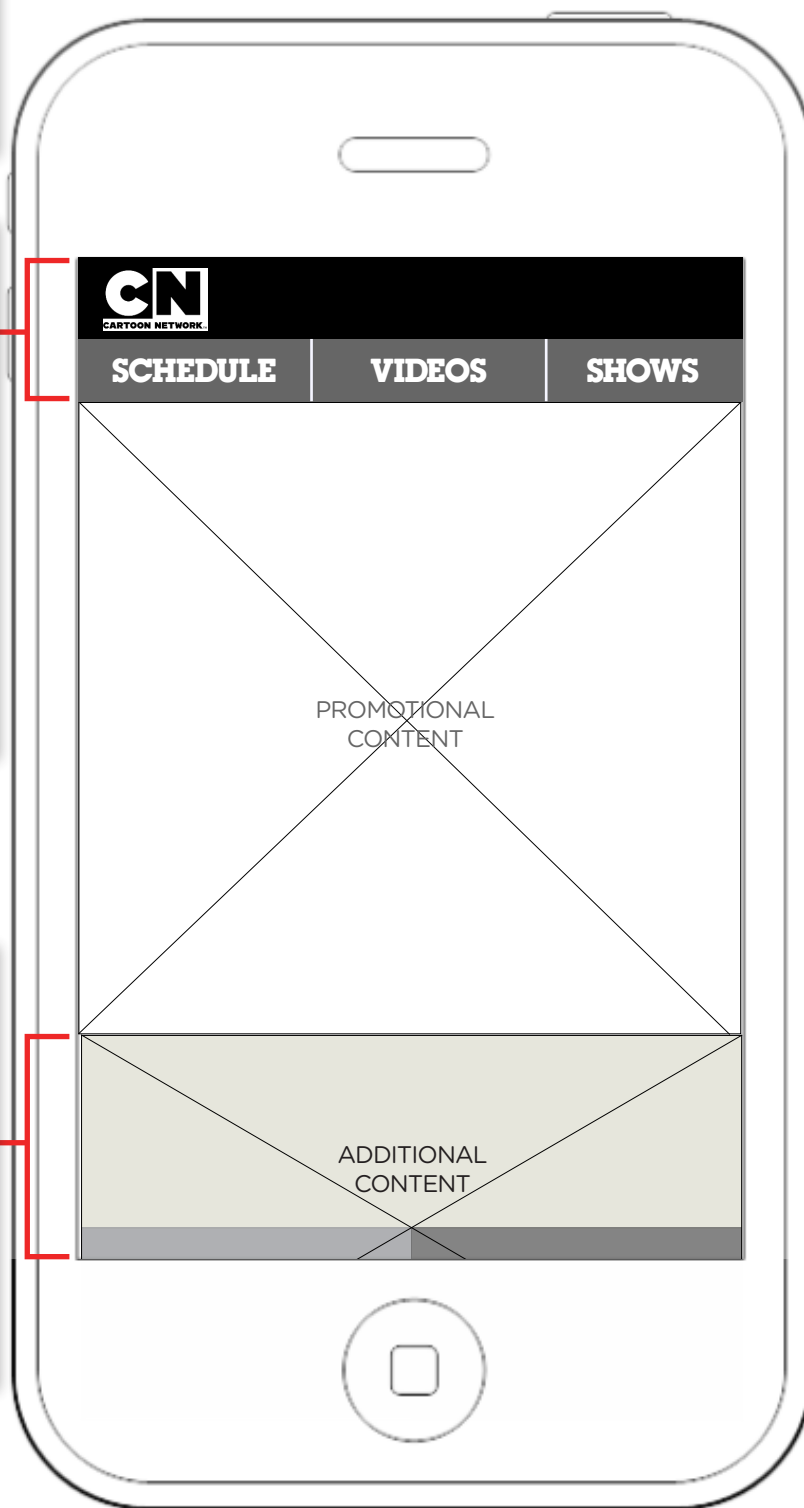
This bar also doubles as navigation in deeper pages.

Site navigation consists of three buttons: Schedule, Videos, and Shows.

## ON NEXT

This module is similar to the one in the Tab Concept.

This section only shows the next three playing shows, and does not allow for swiping for more shows.



## NAVIGATION

The top bar shows a navigation element to go back to the previous screen.

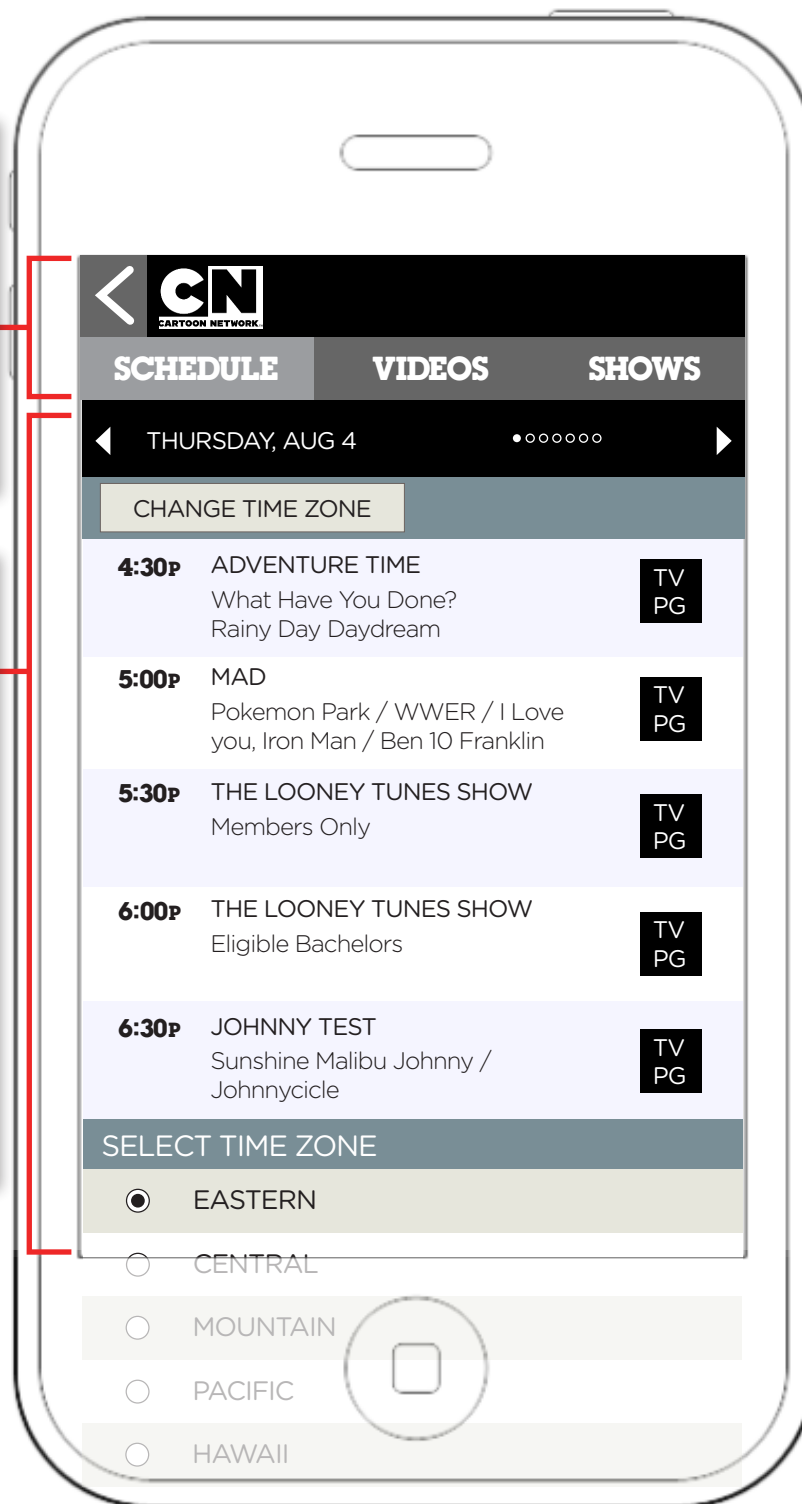
The current section button changes color when highlighted.

## SCHEDULE

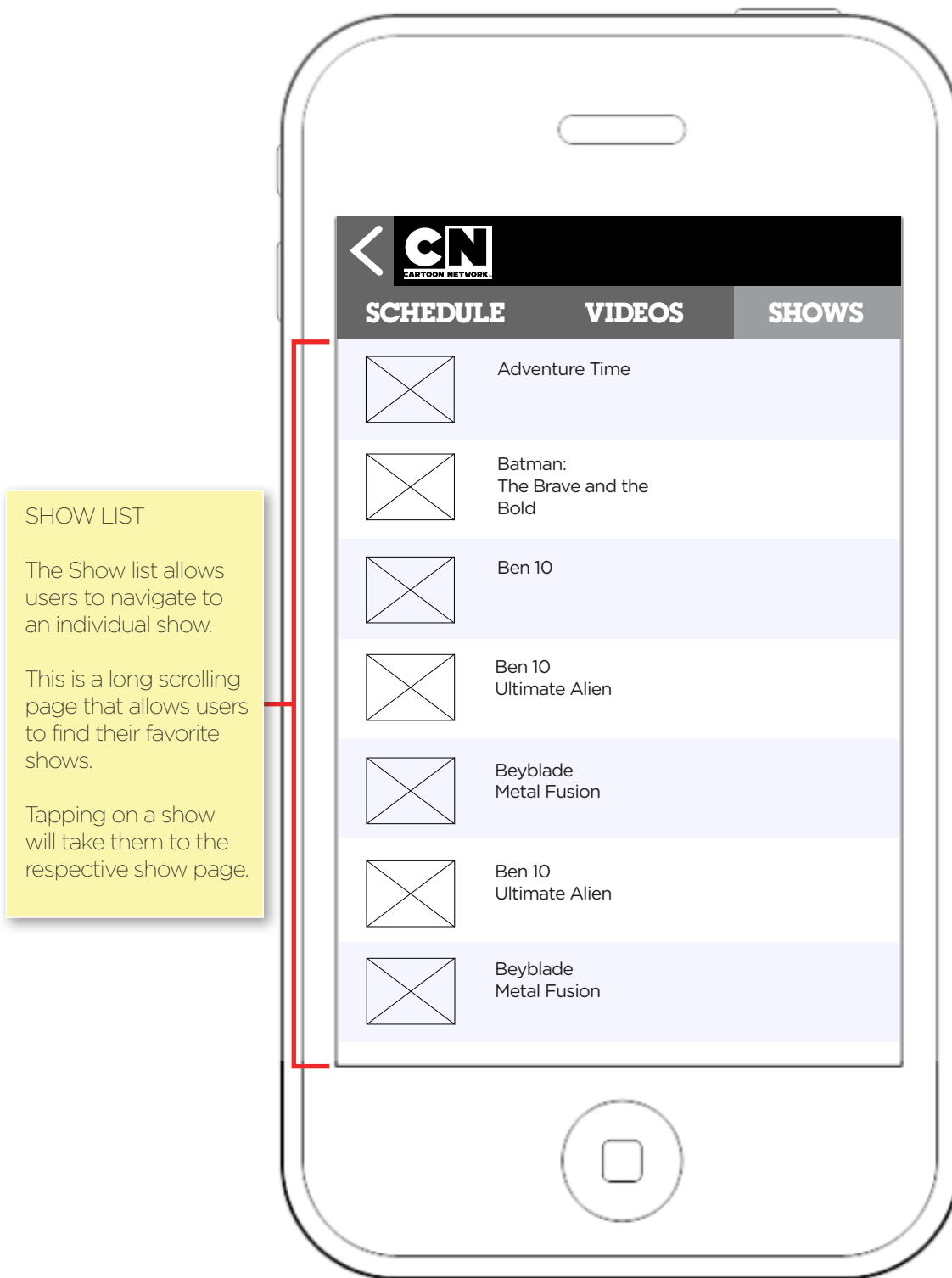
The schedule section is one long page, and features the schedule for each day.

Instead of swiping, users tap the arrows to navigate among the days.

To select time zone, users tap the time zone selector, which opens a new page with time zone options.











## CHANGE LOG & NOTES

9/23/2011

- Wireframes approved
- Last round of revisions
- Added Blackberry / simple wireframes
- Altered copy

9/14/2011

- "Check out our Free Video App" standardized across devices
- Modified main schedule and show schedules
- Added all the client requests

9/6/2011

- Copy review and updates
- Added Banner options
- Added Change Log
- Changed Check It functionality
- Updated interaction behaviors:
  - added arrows to "schedule"
  - slightly altered "What's On" functionality

9/1/2011

- Copy updates
- Added Android page
- Added Banner ads
- Added Footer
- Changed Games to Apps
- Removed Basic and Lisa's version
- Removed Games pages
- Added Apps pages