



## MYC CONTENT ENGINE

Responsive Wireframes | Content Hierarchy | Tech Specs

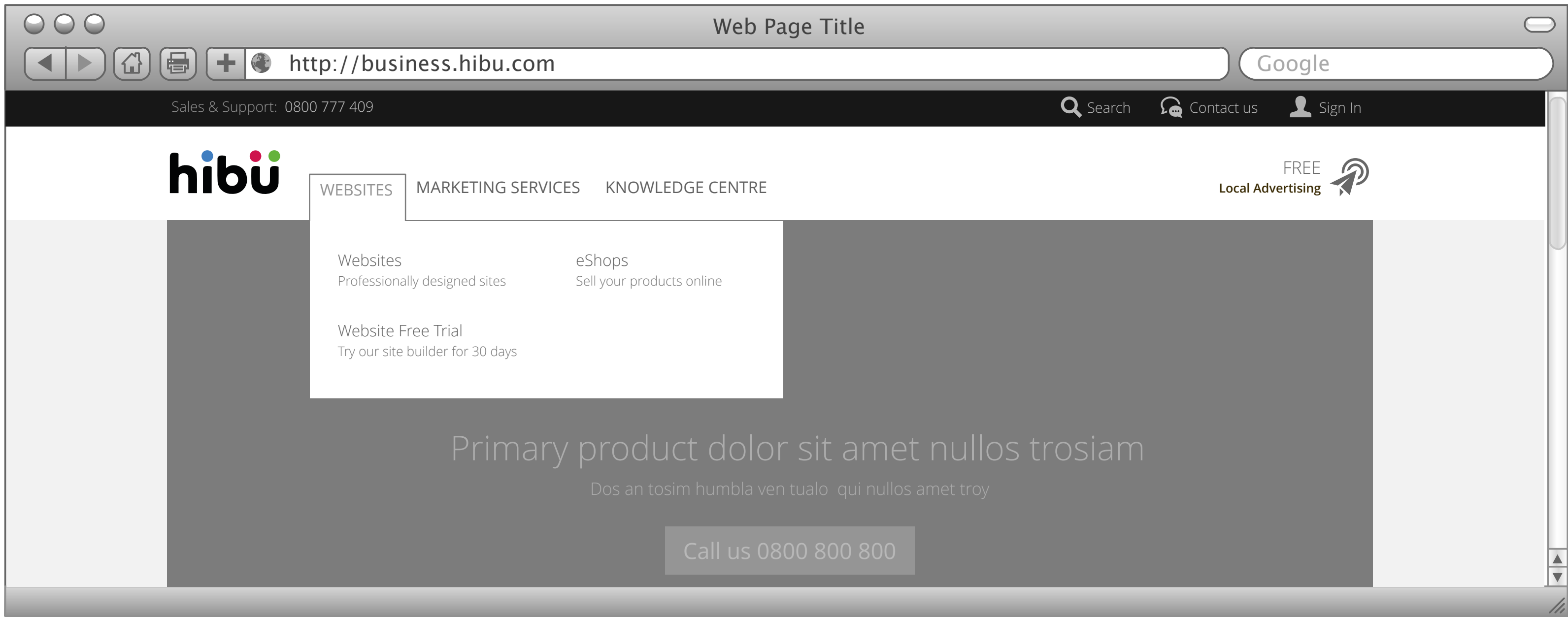
MONDAY 30th JUNE 2014

DUX

SHAY RAHMAN  
LONDON, UK

# Navigation

This is not a wireframe - it is only to suggest the content hierarchy. Please ignore sizes / positions of elements and focus only on the order in which they are presented and how that would translate to a mobile device.



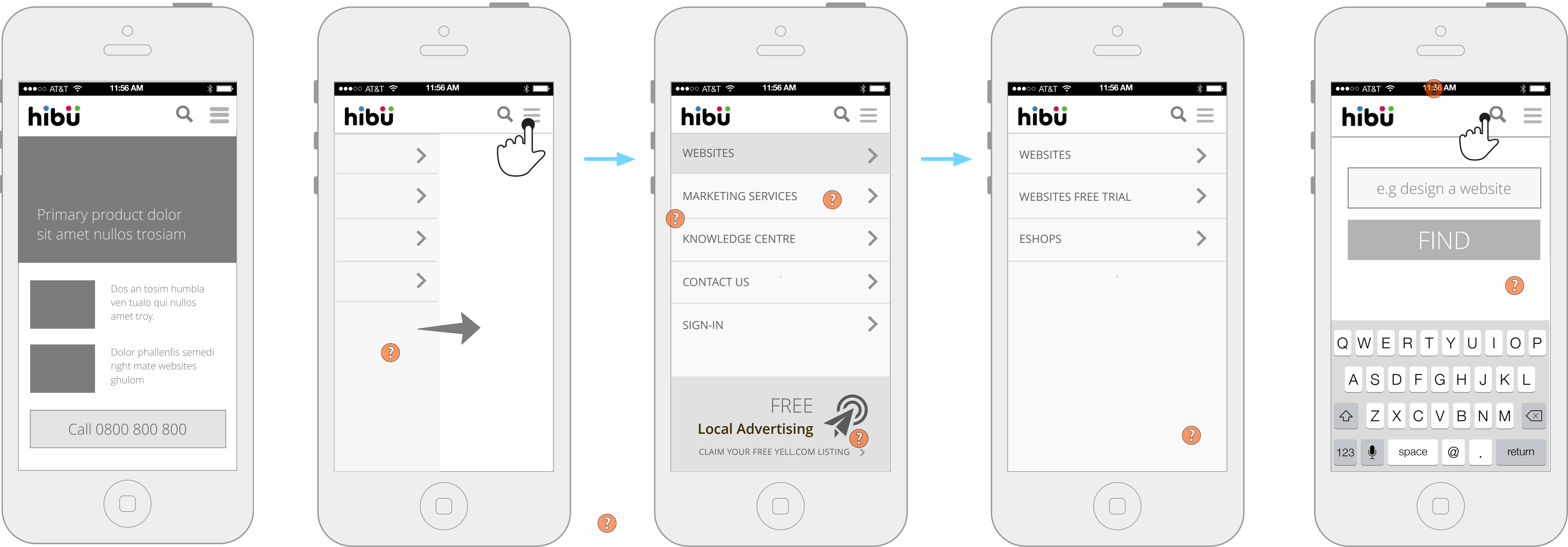
## Header / Navigation

The navigation will remain within current constraints and requirements to accommodate the desktop version of hibu.co.uk i.e. a maximum of **5 top level items** and **10 sub-level items**.

### Sign-in / Account

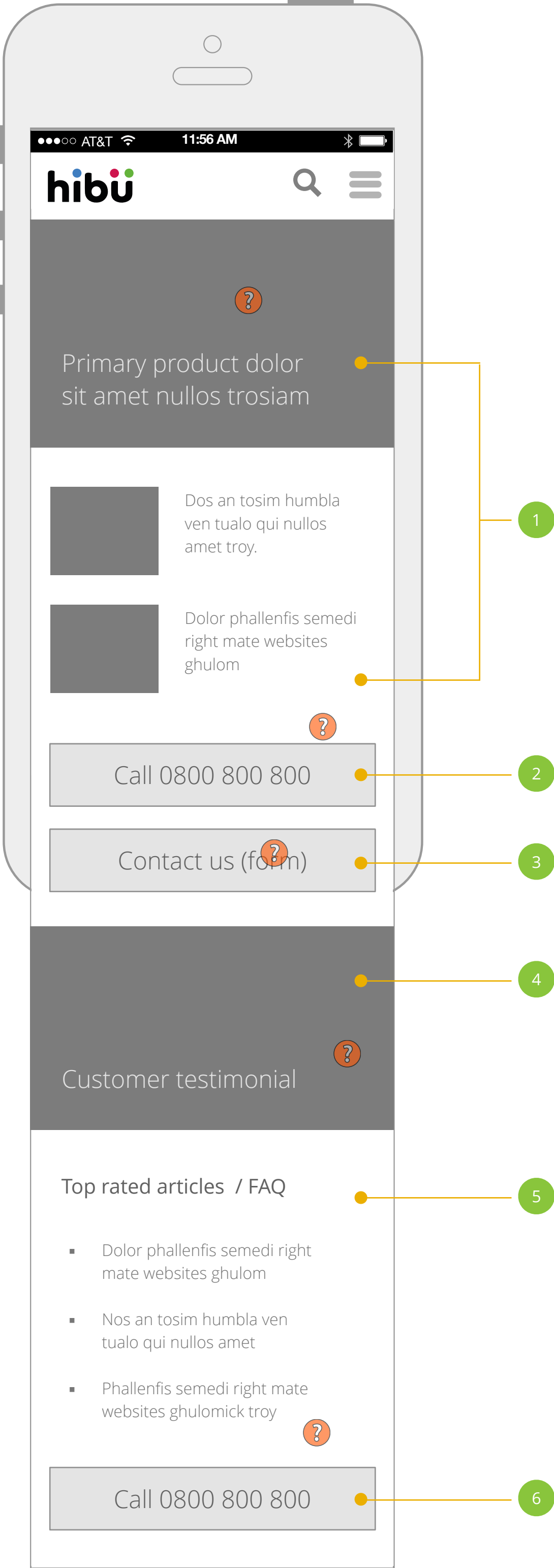
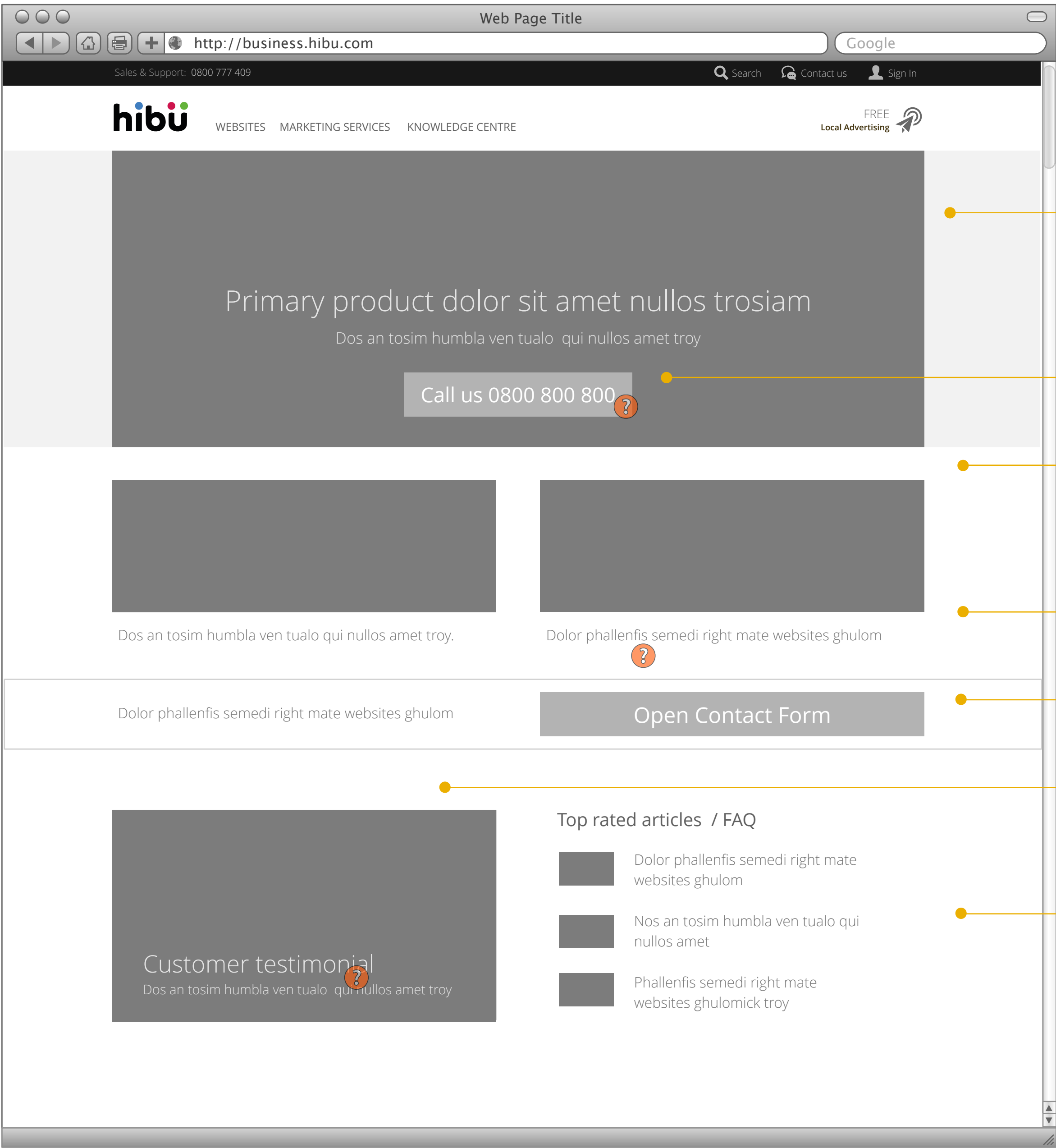
Business decision required in regards to the level of activity offered to customers accessing their account on mobile devices. Initially, this may be a case of directing customers to a non-responsive MyAccount experience.

- 1 Initial view before navigation is opened.
- 2 Tapping the burger icon will slide the navigation overlay from the left.
- 3 Top level navigation items as they are currently on hibu.co.uk + promo space
- 4 Sub-level navigation items (showing items under "websites").
- 5 Tapping the search icon in the header will open the screen below.



# Homepage

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## Content hierarchy (desktop)

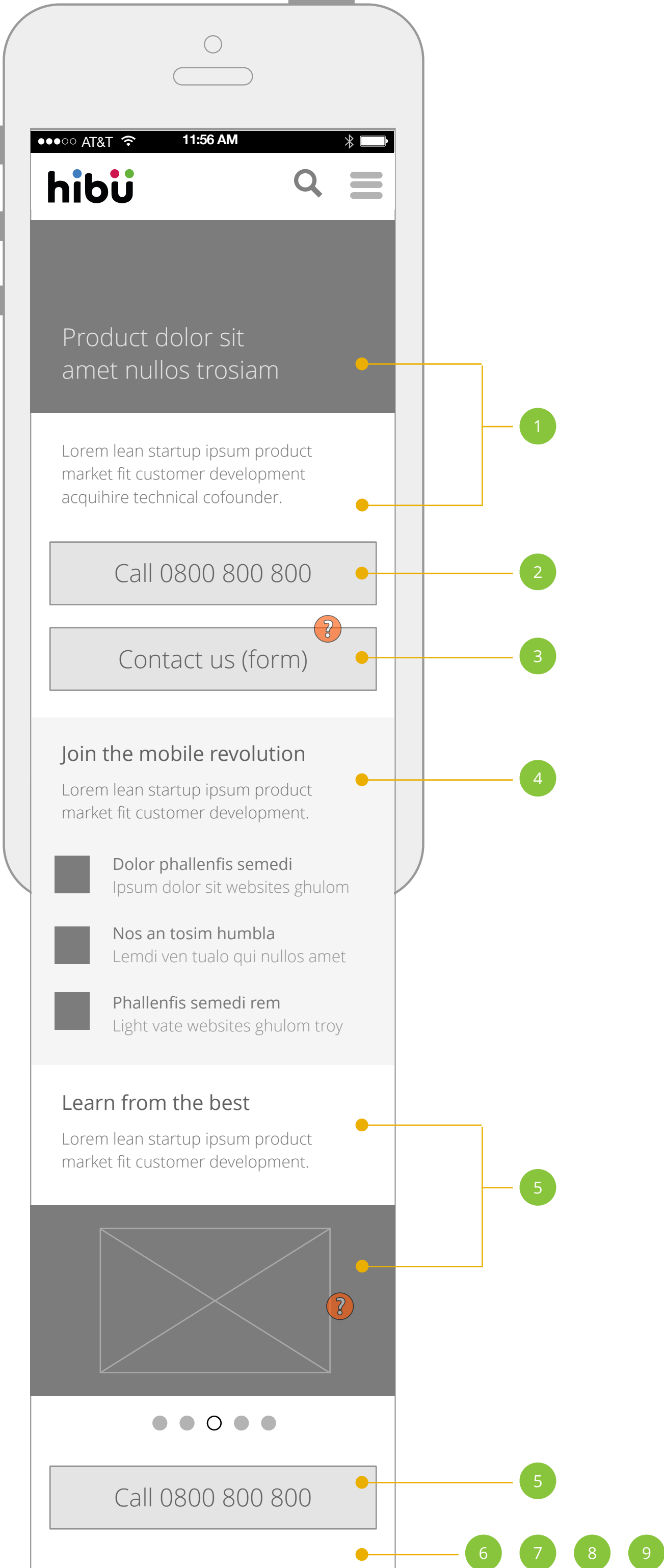
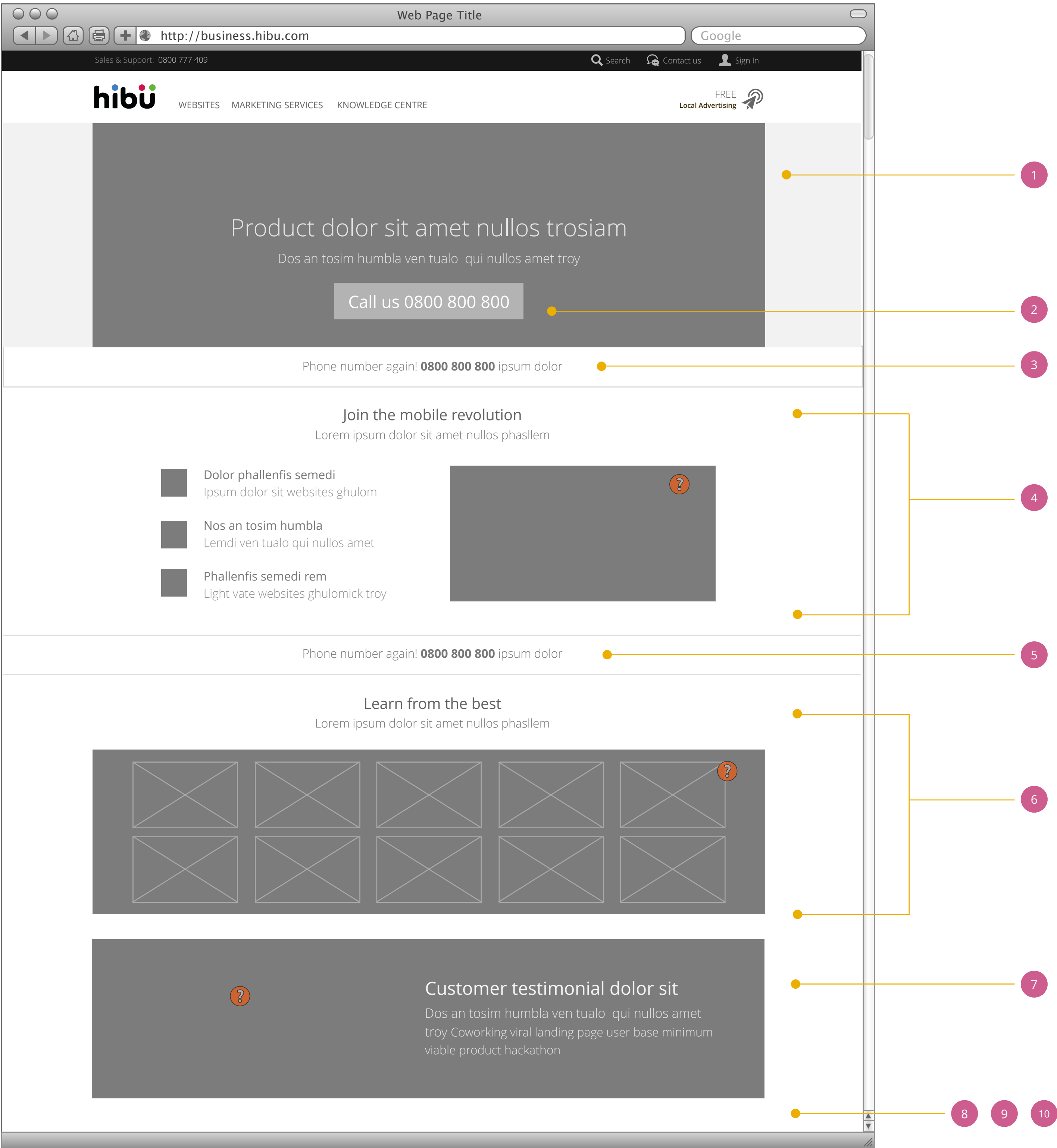
- 1 Primary product
- 2 Call to action (phone)
- 3 Secondary & tertiary products
- 4 Call to action (contact us - form)
- 5 Customer testimonial
- 6 Articles / blog posts or FAQs

## Content hierarchy (mobile)

- 1 Products (1, 2 & 3)
- 2 Call to action (tap to call)
- 3 Call to action (contact us - form)
- 4 Customer testimonial
- 5 Articles / blog posts or FAQs
- 6 Call to action (tap to call)

# New Products Page

This is not a wireframe - it is only to suggest the content hierarchy. Please ignore sizes / positions of elements and focus only on the order in which they are presented and how that would translate to a mobile device.  
**This page (wireframe) is based off the current products page being designed.**



## Content hierarchy (desktop)

- 1 Product image / intro
- 2 Call to action (phone)
- 3 Call to action (phone)
- 4 Product benefits / information
- 5 Call to action (phone)
- 6 Extended product info (examples)
- 7 Customer testimonial
- 8 Product delivery process
- 9 FAQ
- 9 Call to action (phone)

## Content hierarchy (mobile)

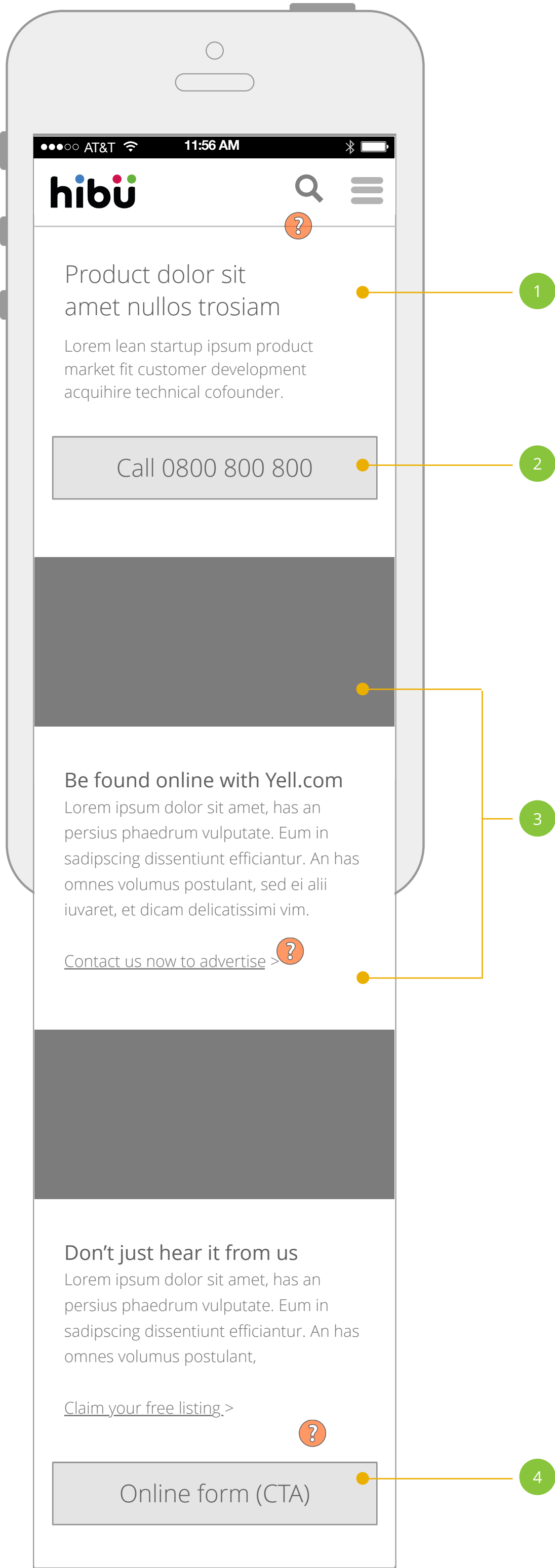
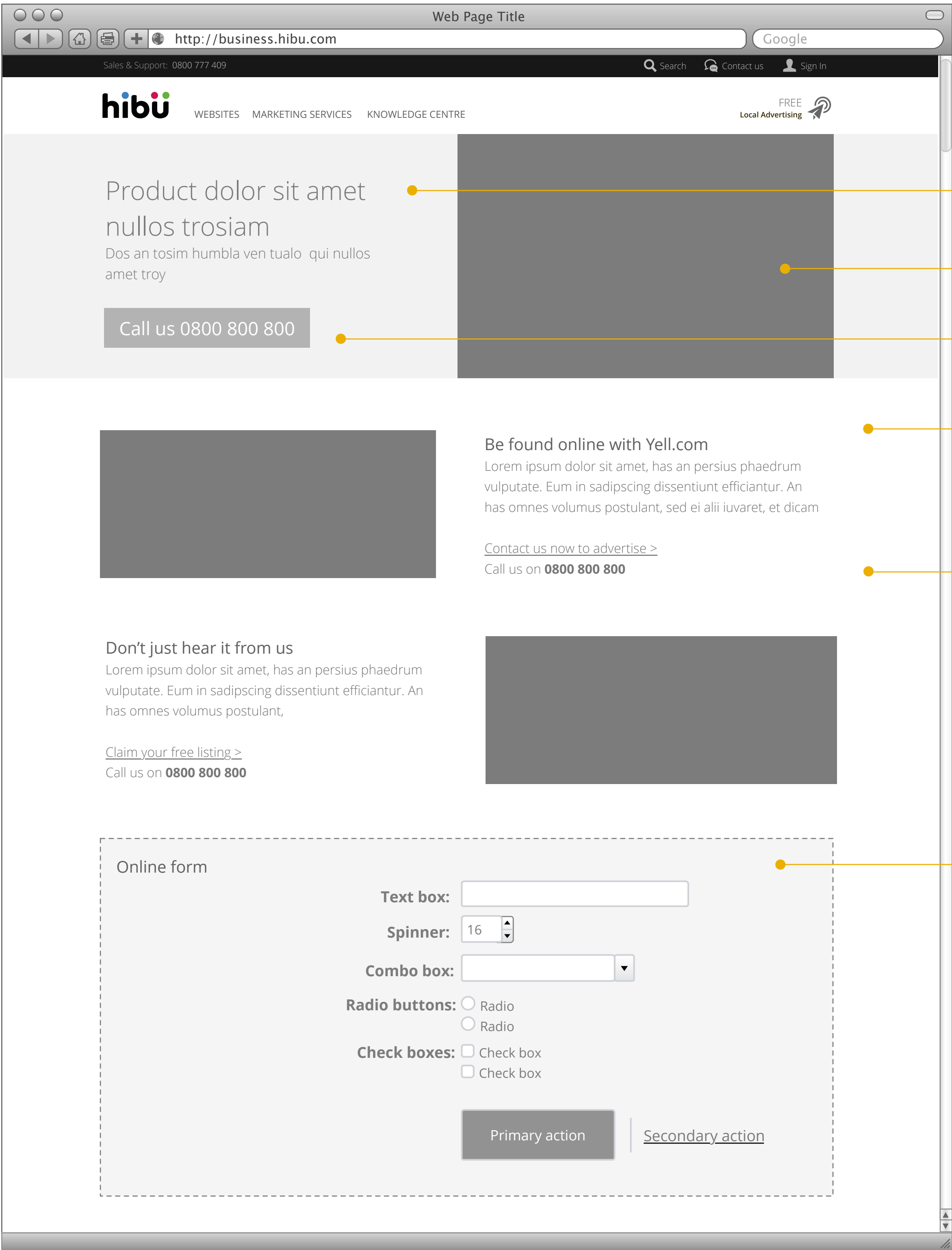
- 1 Product image / intro
- 2 Call to action (tap to call)
- 3 Call to action (contact us - form)
- 4 Product benefits / information
- 5 Extended product info (examples)
- 6 Call to action (tap to call)
- 7 Customer testimonial
- 8 Product delivery process
- 9 FAQ
- 10 Call to action (tap to call)



# Legacy Products Page

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**This page (wireframe) is based off the legacy products page.**



## Content hierarchy (desktop)

- 1 Product intro
- 2 Call to action (phone)
- 3 Product image
- 4 Product benefits / supporting image
- 5 Online form-fill

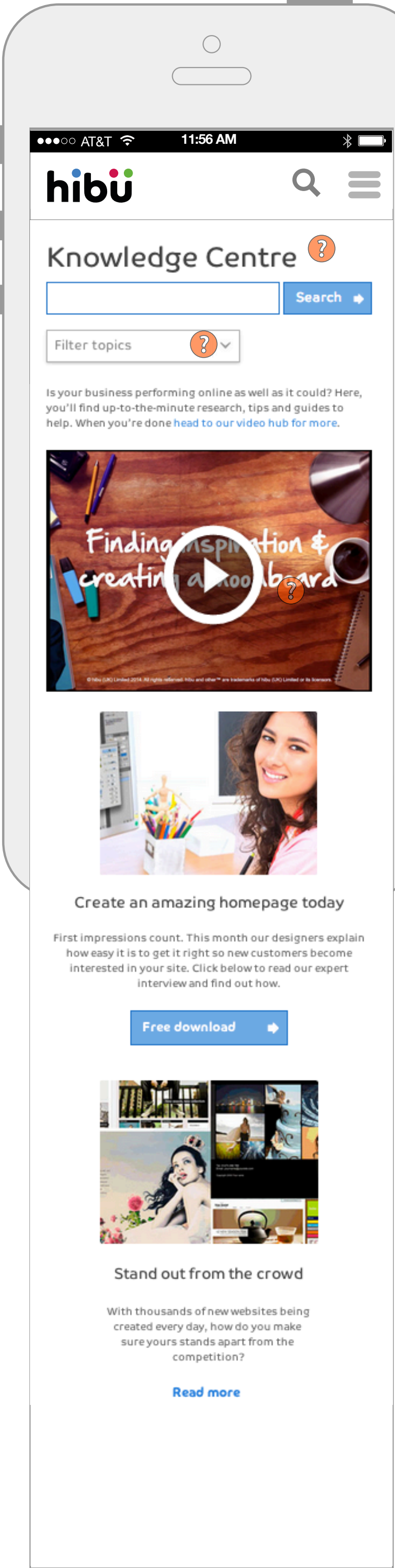
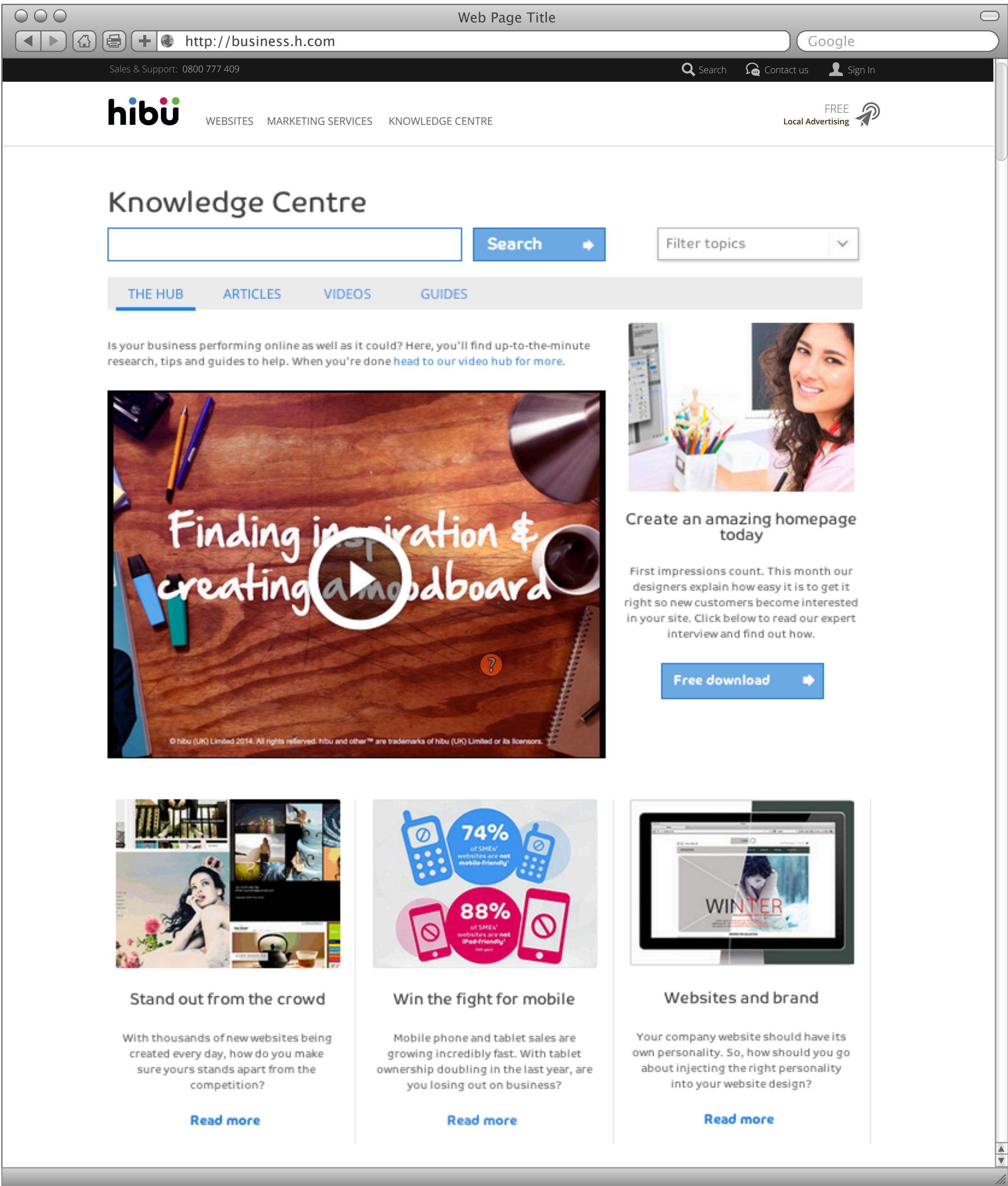
## Content hierarchy (mobile)

- 1 Product intro
- 2 Call to action (tap to call)
- 3 Product benefits / supporting image
- 4 Call to action (loads form page)



# Entry to Content Engine

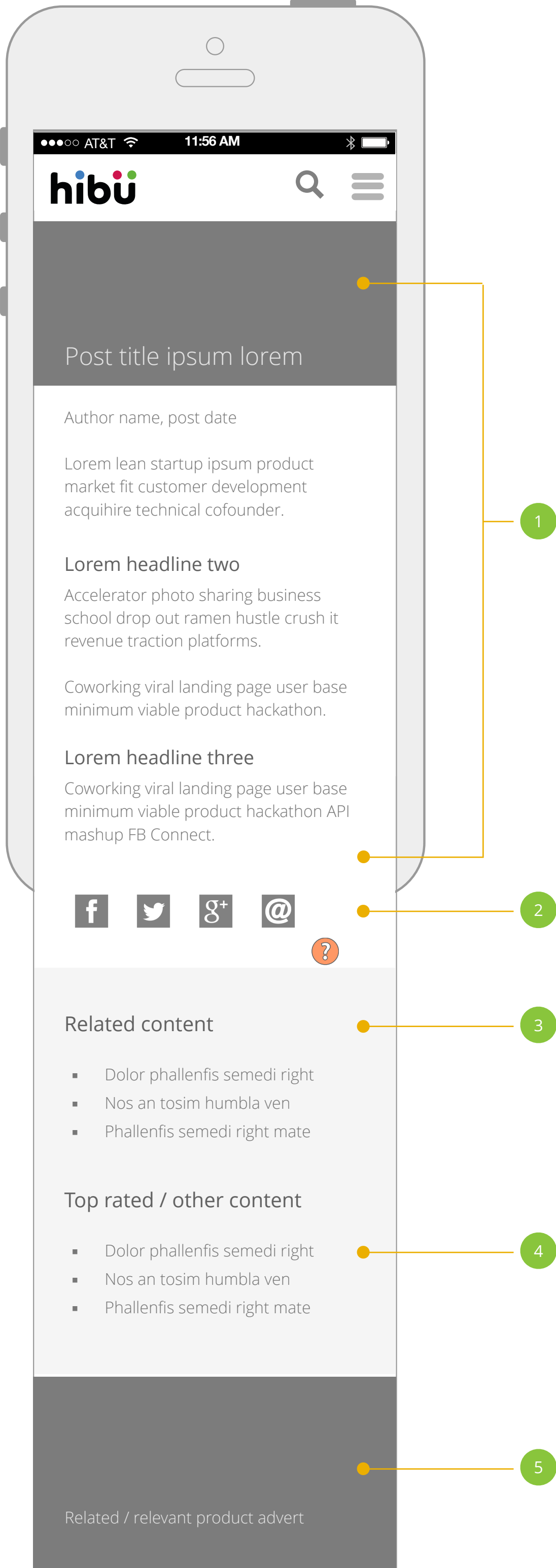
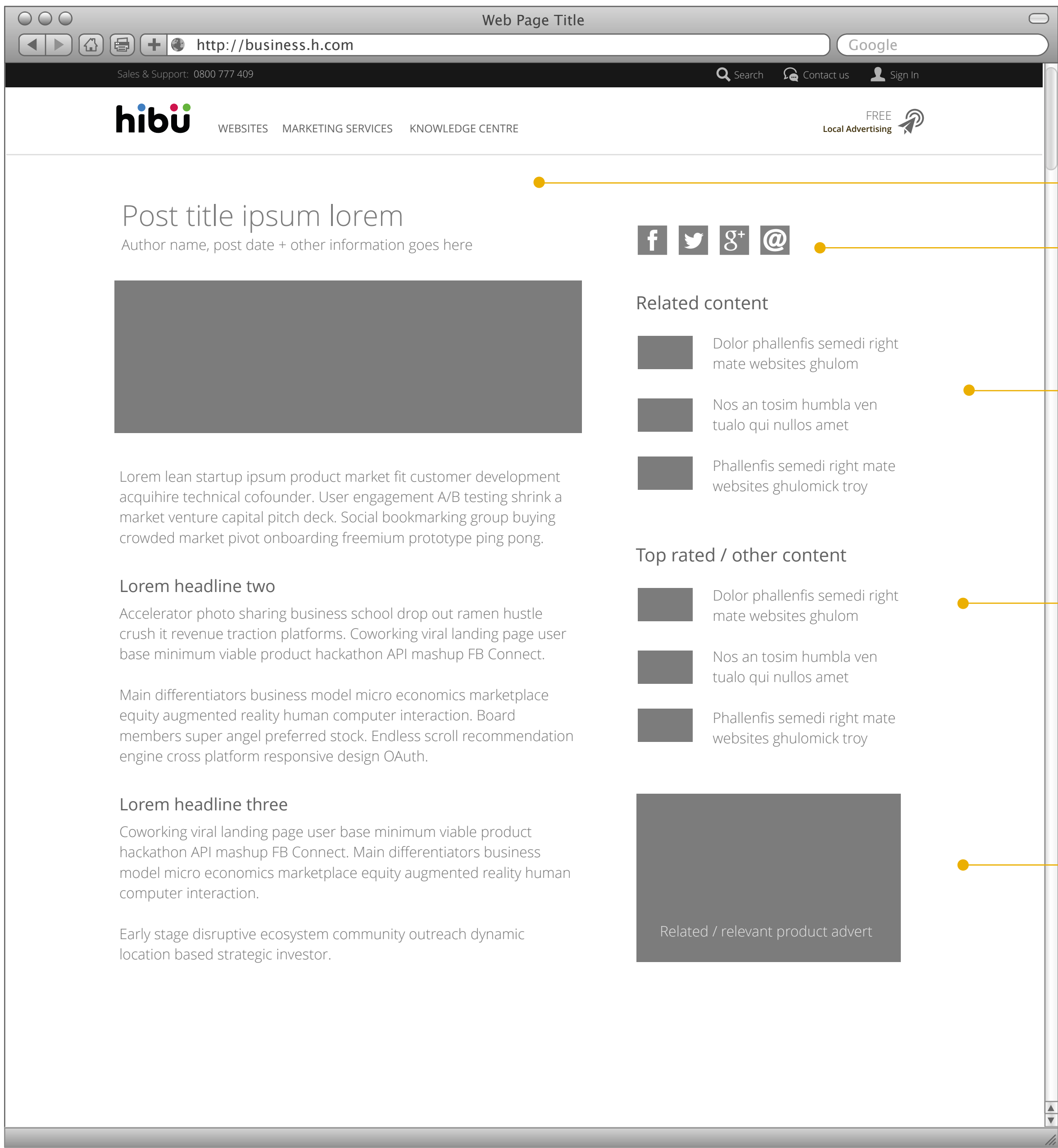
This page already exists and is fully responsive. This template can be re-used with some very subtle modifications in order to repurpose it as an entry point for the content engine.





# Articles Page

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## Content hierarchy (desktop)

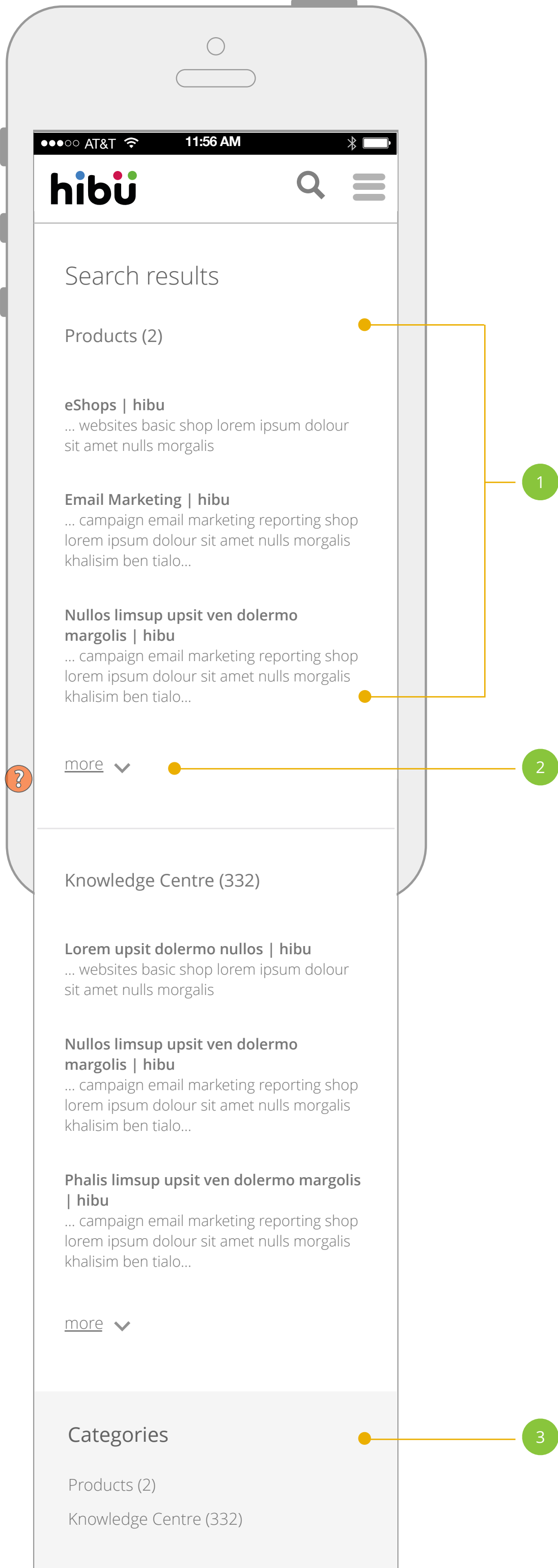
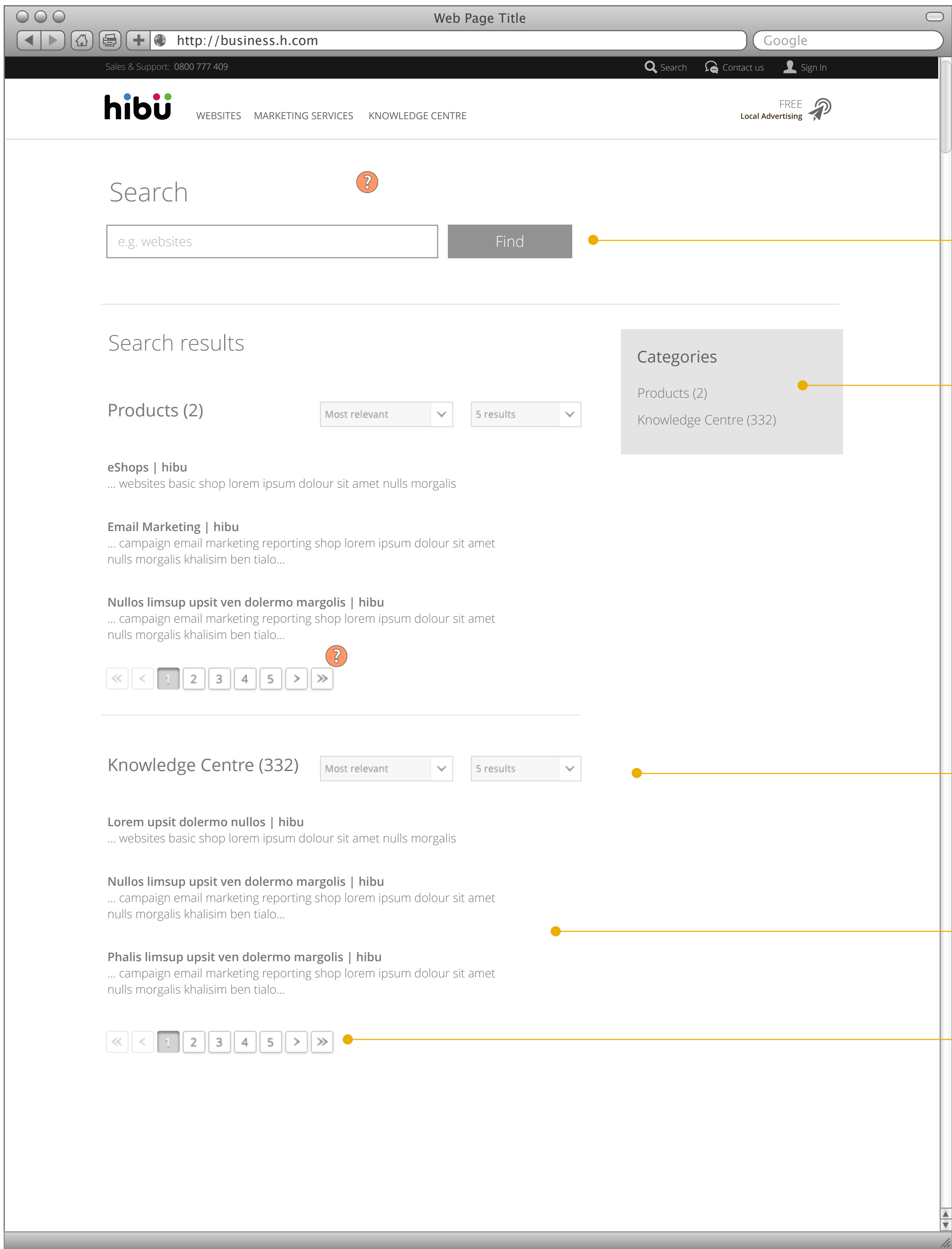
- 1 Post / article content
- 2 Social sharing
- 3 Related content
- 4 Other content (top rated / videos)
- 5 Related product advert

## Content hierarchy (mobile)

- 1 Products (1, 2 & 3)
- 2 Social sharing
- 3 Related content
- 4 Other content (top rated / videos)
- 5 Related product advert

# Search Results

This is not a wireframe - it is only to suggest the content hierarchy. Please ignore sizes / positions of elements and focus only on the order in which they are presented and how that would translate to a mobile device.



## Content hierarchy (desktop)

- 1 Search field
- 2 Search results: filters
- 3 Search results
- 4 Pagination (view more results)
- 5 Categories

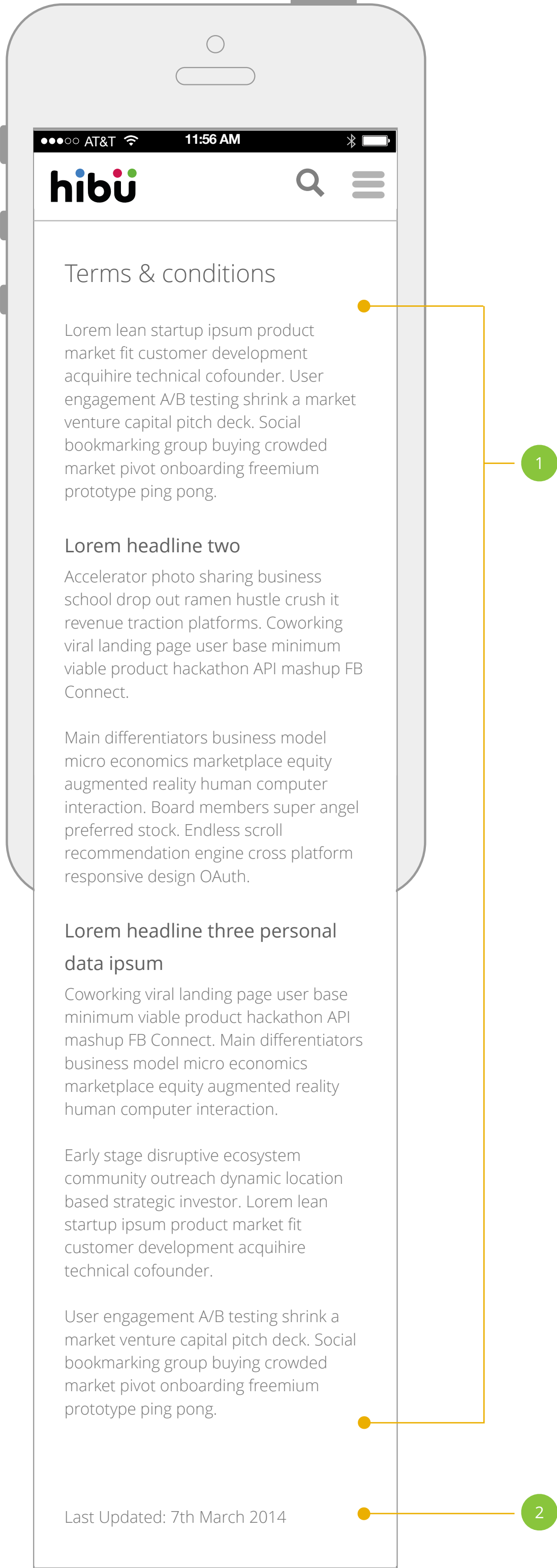
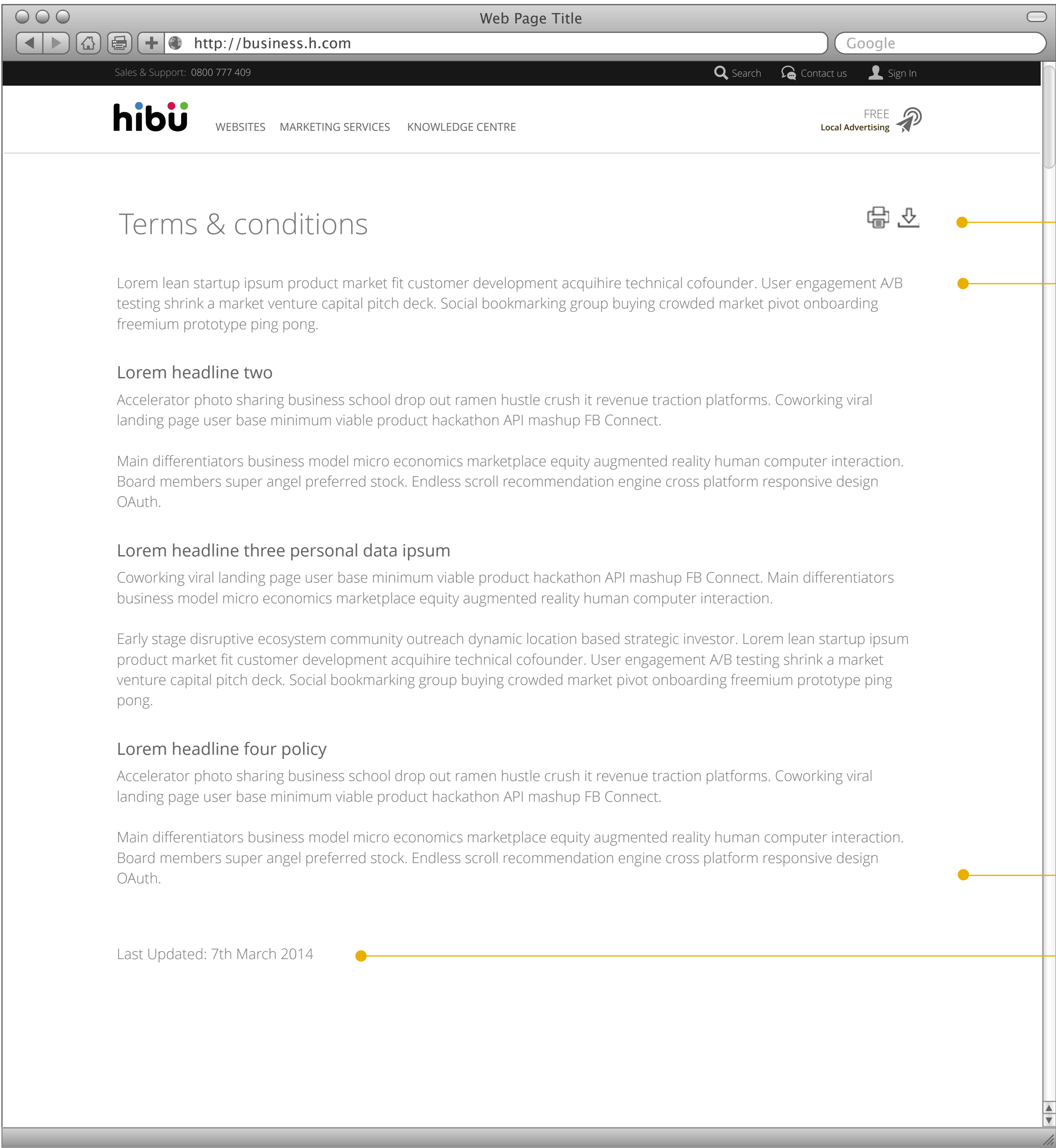
## Content hierarchy (mobile)

- 1 Search results
- 2 Expand to see more from category
- 3 Categories



# Legal Pages

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## Content hierarchy (desktop)

- 1 Legal Content
- 2 Last Updated
- 2 Print / Download

## Content hierarchy (mobile)

- 1 Legal Content
- 2 Last Updated