

# Home Page

1

nhl.com Utility Navigation

Ad Space

nhl.com Sign / Register

Banner: Canucks Logo3

40th Anniversary logo and sponsor logos4

Global Navigation2

Search Box

"Parent" Section Indicator: "Fan Zone"

Utility Navigation5

Current Section Indicator: "Fin"

Powersmart6

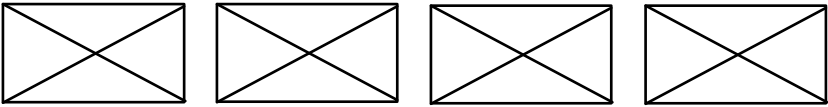
7

Fin's Place

8

Interactive Navigation:  
Fins Blog | Fin Fast Facts | Contact Fin | Fins Photo Gallery | Fins Green Challenge | Fins Colouring Book | Fins Videos

9

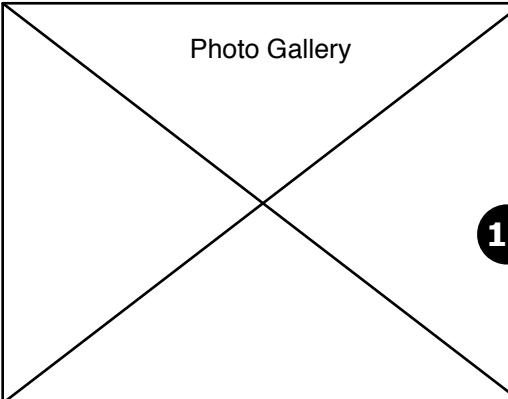
Photos  


Canucks TV

10

Link: Send to a Friend

11

Photo Gallery  


Out And About  
- Fin Request Form (Link and PDF download)  
- Mascot Hotline  
- Send Fin an Email

Fin Facts  
- Playing Favorites  
- Fin Online  
- Did You Know  
- Fast Facts  
- Images (2)

Footer Navigation

12

Tickets: Links  
Team: Links  
News: Links  
Multimedia: Links  
Fanzone: Links  
About Us: Links

Canucks Trademark and Copyright Policy

13

Footer Links:  
Contact Us, Map & Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use

Annotations

\* The link connections and layouts presented in the following wireframes are accurate as of March 12, 2011.

1. NHL Utility Navigation - Drop-down Search Sections:

a)Team Sites  
b)Affiliate Sites  
c) Player Sites

2. Global Navigation sections:

a) Tickets  
b) Team  
c) Schedule  
d) Stats  
e) News  
f) Canucks.TV  
g) Multimedia  
h) Fan Zone  
i)Community  
j) Shop

3. The Canucks logo leads to the Canucks.com home page.

4. 40th Anniversary logo links to 40th Anniversary section of Canucks.com

5. Utility Navigation links:

a) Print  
b) Share  
c) Email  
d) RSS

6. The BC Hydro Powersmart logo links externally to the BC Hydro Powersmart website.

7. The front page of Fin's Place is an interactive Flash animation.

8. Navigation sections are represented as interactive items scattered throughout the Flash animation - sometimes they change locations.

9. Clicking on a photo thumbnail opens up the full-sized photo. (See "Fin's Place Home Page - Action 1").

10. Link opens up into a pop-up with a "Submit" button, an x-button to exit out of the pop-up, and the following entry fields:

a.) Your E-mail  
b.) Your Name  
c.) Friend's E-mail

11. The Photo Gallery image links to a photo gallery in the Multimedia section of Canucks.com

12. Footer Navigation sections:

a) Tickets  
b) Teams  
c) News  
d) Multimedia  
e) Fan Zone  
f) About Us

13. Footer Utility Navigation links:

a) Contact Us  
b) Map and Parking  
c) Sponsorship  
d) Employment Opportunities  
e) Rogers Arena  
f) Ownership  
g) Privacy Policy  
h) NHL.com Terms of Use

# Home Page

### Action 1: User Clicks on Photo Thumbnail

nhl.com Utility Navigation		
Ad Space	nhl.com Sign / Register	
Banner: Canucks Logo	40th Anniversary logo and sponsor logos	
Global Navigation		Search Box
"Parent" Section Indicator: "Fan Zone"		
	Utility Navigation	
Current Section Indicator: "Fin"		Powersmart
<p>Fin's Place</p>		
<p>Interactive Navigation:</p> <p>Fins Blog   Fin Fast Facts   Contact Fin   Fins Photo Gallery   Fins Green Challenge   Fins Colouring Book   Fins Videos</p>		

Photos

hucks TV

[Send to a Friend](#)

Photo Gallery

Out And About

- Fin Request Form ([Link a](#))
- Mascot Hd
- Send Fin an

Fin Facts

- Playing Favorites
- Fin Online
- Did You Know
- Fast Facts
- Images (2)

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Footer Navigation

Tickets: [Links](#)  
Team: [Links](#)  
News: [Links](#)  
Multimedia: [Links](#)  
Fanzone: [Links](#)  
About Us: [Links](#)

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Canucks Trademark and Copyright Policy

Footer Links:  
Contact Us, Map & Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy,  
NHL.com Terms of Use

## Annotations

1. Clicking on a photo thumbnail opens up the full-sized photo on the page. Users can view more full-sized images by clicking the arrow buttons on either side of the photo. They can exit out of the photo by clicking the x-button.

## Photo Gallery

nhl.com Utility Navigation	
Ad Space	nhl.com Sign / Register
Banner: Canucks Logo	40th Anniversary logo and sponsor logos
Global Navigation	
<div>Search Box</div>	
"Parent" Section Indicator: "Fan Zone"	
Utility Navigation	
Current Section Indicator: "Fin"	Powersmart
<div> <div> <div>1</div> <div> <div>◀</div> <div>▶</div> </div> </div> <div>2</div> <div>Back</div> </div>	
<div>Photos</div> <div> <div></div> <div></div> <div></div> <div></div> </div>	<div>Canucks TV</div> <div>Link: Send to a Friend</div> <div>Photo Gallery</div>
<div>Out And About</div> <div> <div>- Fin Request Form (Link and PDF download)</div> <div>- Mascot Hotline</div> <div>- Send Fin an Email</div> </div>	
<div>Fin Facts</div> <div> <div>- Playing Favorites</div> <div>- Fin Online</div> <div>- Did You Know</div> <div>- Fast Facts</div> <div>- Images (2)</div> </div>	
Footer Navigation	
<div> <div>Tickets: Links</div> <div>Team: Links</div> <div>News: Links</div> <div>Multimedia: Links</div> <div>Fanzone: Links</div> <div>About Us: Links</div> </div>	
Canucks Trademark and Copyright Policy	
<div>Footer Links:</div> <div>Contact Us, Map &amp; Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use</div>	

## Annotations

1. The Photo Gallery showcases photos of Fin in a slideshow. Users can move forwards and backwards in the gallery by clicking the two arrows.
2. The "Back" graphic element leads users back to Fin's Place Home Page.

# Fin's Blog

nhl.com Banner Image

Ad Space

Canucks Logo / Banner

Global Navigation

Search Box

Current Section Indicator: "Fan Zone"

Utility Navigation

Fan Zone Local Navigation

Search Box

Canucks Community Breadcrumb Trail

Sub-Utility Navigation

Blog Post

Blog Post

Calendar

Blog Post

Blog Post

Recent Entries (5)

Blog Post

Blog Post

Blog Post

Blog Post

Recent Comments (5)

Two drop-down menus: Viewing option and Language option

Ad Space (Banner)

Footer Navigation

Single Game Tickets: *Links*  
Game Calendar: *Links*  
Canucks Features: *Links*  
Canucks.TV: *Links*  
Fan Zone: *Links*  
Contact Us: *Links*

Canucks Trademark and Copyright Policy

Footer Links:  
Contact Us, Map & Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use

Annotations

1. Utility Navigation:

- Sign In
- Register Now!
- Help

2. Fan Zone Local Navigation sections:

- Home
- Forums
- Members
- Blogs
- Gallery
- Videos
- Directory

3. Sub-utility Navigation includes:

- Board Rules - Please Read
- View New Content
- RSS feed icon

4. Canucks Community> Community Blog > Fin's Blog

5. Blog posts are organized by date. As of March 12, 2011, there are nine blog posts in total.

6. Two drop-down menu titles with the following options:  
Canucks 3.1: IP. Board, IP. Board Mobile, Canucks 3.1 Fluid English (USA): no other option

7. Footer navigation contains six columns of links with the following headings:

- Single Game Tickets
- Game Calendar
- Canucks Features
- Canucks.TV
- Fan Zone
- Contact Us

# Fin Fast Facts

nhl.com Utility Navigation	
Ad Space	nhl.com Sign / Register
Banner: Canucks Logo	40th Anniversary logo and sponsor logos
Global Navigation	
Search Box	
"Parent" Section Indicator: "Fan Zone"	
	Utility Navigation
Current Section Indicator: "Fin"	Powersmart
<div><div>1</div><div><div>Fin Fast Facts</div><div><div>- Birthday</div><div>- Home</div><div>- Resides</div><div>- Position</div><div>- Weight</div><div>- Height</div><div>- Shoots</div><div>- Years Pro</div><div>- First Game</div></div><div>CLOSE</div></div></div>	
<div><div>2</div><div><div>Interactive Navigation:</div><div>Fins Blog   Fin Fast Facts   Contact Fin   Fins Photo Gallery   Fins Green Challenge   Fins Colouring Book   Fins Videos</div></div></div>	
<div><div><div></div><div></div><div></div><div></div></div></div>	<div><div>Canucks TV</div><div>Link: Send to a Friend</div><div></div></div>
<div><div>Out And About</div><div><div>- Fin Request Form (Link and PDF download)</div><div>- Mascot Hotline</div><div>- Send Fin an Email</div></div></div>	
<div><div>Fin Facts</div><div><div>- Playing Favorites</div><div>- Fin Online</div><div>- Did You Know</div><div>- Fast Facts</div><div>- Images (2)</div></div></div>	
<div><div>Footer Navigation</div><div><div>Tickets: Links</div><div>Team: Links</div><div>News: Links</div><div>Multimedia: Links</div><div>Fanzone: Links</div><div>About Us: Links</div></div></div>	
<div><div>Canucks Trademark and Copyright Policy</div><div><div>Footer Links:</div><div>Contact Us, Map &amp; Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use</div></div></div>	

## Annotations

1.

From the Flash window in Fin's Place Home Page, a pop-up appears with facts about Fin. Users can exit out of the pop-up and return to the Home Page by clicking the "CLOSE" button.
- Users can exit out of the pop-up and redirect to another page by clicking on a graphical navigation element "behind" the pop-up - clicking the x-button is not necessary.
2.

Navigation sections are represented as interactive items scattered throughout the Flash animation - sometimes they change locations.

# Green Challenge

## Main Page

nhl.com Utility Navigation

Ad Space

nhl.com Sign / Register

Banner: Canucks Logo 3

40th Anniversary logo and sponsor logos

Global Navigation

Search Box

"Parent" Section Indicator: "Fan Zone"

Utility Navigation

Current Section Indicator: "Fin"

Powersmart

A

B

C

Back1

D

Game Instructions

Fin

E

F

Canucks TV

Link: Send to a Friend

Out And About

- Fin Request Form (Link and PDF download)

- Mascot Hotline

- Send Fin an Email

Fin Facts

- Playing Favorites

- Fin Online

- Did You Know

- Fast Facts

- Images (2)

Footer Navigation

Tickets: Links

Team: Links

News: Links

Multimedia: Links

Fanzone: Links

About Us: Links

Canucks Trademark and Copyright Policy

Footer Links:

Contact Us, Map & Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use

### Annotations

Excluding Fin, twelve interactive elements are presented on the page. Six elements are energy-consuming. Users must find the six by clicking on each item.

All six energy-consuming elements are represented by boxes A- F.

1. The "Back" graphic element leads users back to Fin's Place Home Page.

# Green Challenge

## Action 1: User Clicks on an Item

nhl.com Utility Navigation

Ad Space

nhl.com Sign / Register

Banner: Canucks Logo3

40th Anniversary logo and sponsor logos

Global Navigation

Search Box

"Parent" Section Indicator: "Fan Zone"

Utility Navigation

Current Section Indicator: "Fin"

Powersmart

Tip or Fun Fact1

A2

Fin

✓

C

Back3

D

E

F

Canucks TV

Link: Send to a Friend

Out And About

- Fin Request Form (Link and PDF download)

- Mascot Hotline

- Send Fin an Email

Fin Facts

- Playing Favorites

- Fin Online

- Did You Know

- Fast Facts

- Images (2)

Footer Navigation

Tickets: Links

Team: Links

News: Links

Multimedia: Links

Fanzone: Links

About Us: Links

Canucks Trademark and Copyright Policy

Footer Links:  
Contact Us, Map & Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use

### Annotations

- Excluding FIn, twelve interactive elements are presented on the page. Six elements are energy-consuming. Users must find the six by clicking on each item.
- A-F. All six energy-consuming elements are represented by the box shape
1. If a user clicks on an energy-consuming element (A-F), Fin's dialogue gives an energy-saving tip unique to the element. If a user clicks on a non-energy-consuming element, Fin's dialogue gives a fun fact about that element.
  2. After a user clicks on an energy-consuming element (A-F), a green check mark appears on top of the item.
  3. The "Back" graphic element leads users back to Fin's Place Home Page.



## Action 2: User Finds All Items

<p>Footer Navigation</p> <p>Tickets: <a href="#">Links</a></p> <p>Team: <a href="#">Links</a></p> <p>News: <a href="#">Links</a></p> <p>Multimedia: <a href="#">Links</a></p> <p>Fanzone: <a href="#">Links</a></p> <p>About Us: <a href="#">Links</a></p>
<p>Canucks Trademark and Copyright Policy</p> <p>Footer Links:</p> <p>Contact Us, Map &amp; Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use</p>

## Annotations

Excluding FIn, twelve interactive elements are presented on the page. Six elements are energy-consuming. Users must find the six by clicking on each item.

All six energy-consuming elements (A-F) have a green check mark above them to indicate that they have been found.

1. The tip associated with the last found element (A-F) is displayed.

2. A new dialogue appears, congratulating users on having found all six items. Also provided is a link to a PDF download of a Fin Power Smart Certificate.

3. The "Back" graphic element leads users back to Fin's Place Home Page.



# Fin's Colouring Book

## Main Page

nhl.com Utility Navigation

Ad Space

nhl.com Sign / Register

Banner: Canucks Logo

40th Anniversary logo and sponsor logos

Global Navigation

Search Box

"Parent" Section Indicator: "Fan Zone"

Utility Navigation

Current Section Indicator: "Fin"

Powersmart

Click Here

1

2

Fin

Canucks TV

Link: Send to a Friend

Photo Gallery

Out And About

- Fin Request Form (Internal link and PDF download)

- Mascot Hotline

- Send Fin an Email

Fin Facts

- Playing Favorites

- Fin Online

- Did You Know

- Fast Facts

- Images (2)

Footer Navigation

Tickets: Internal Links  
Team: Internal Links  
News: Internal Links  
Multimedia: Internal Links  
Fanzone: Internal Links  
About Us: Internal Links

Canucks Trademark and Copyright Policy

Footer Links:  
Contact Us, Map & Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use

Annotations

1. Fin's dialogue box includes a link to a PDF download of the colouring page.

2. Large image of Fin

# Fin Contact Form

nhl.com Utility Navigation

Ad Space

nhl.com Sign / Register

Banner: Canucks Logo

40th Anniversary logo and sponsor logos

Global Navigation

Search Box

"Parent" Section Indicator: "Fan Zone"

Utility Navigation

Current Section Indicator; "Contact Us"

Fin Contact Form

\*Your Name:

\*Your Email:

\*Message:

Send Message

Advertisement

Canucks Poll

Featured Stories (5)

▼ Schedule

< July 2007 >

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31

▶ Standings (15)

▶ Stats (12)

Advertisement

Advertisement

Facebook Ad: Link to sign up

Advertisement

## Annotations

After users click on "send Fin an e-mail" on Fin's Place, they are linked to this Fin Contact Form page.

- Asterisks mark required fields.
- The Canucks poll features a question and four possible responses. Users select only one answer by clicking on the radio button beside the response of their choice. They click the "Vote" button to submit.
- The titles of the five most recent articles are presented.
- The schedule shows the current month's game schedule, with days colour coded to reflect Home games, Away games, and Promotional games.

Clicking on a day within the calendar opens up a pop-up window that gives a recap of the game. Linked buttons (Recap, Boxscore, Stats, Video, Game Notes, Line Up, and Fantasy Hockey) lead users out of Fan Zone to their respective game, stats, and multimedia pages.

The Schedule can be collapsed and expanded by clicking on the arrow.

- Like Schedule, Standings is a collapsable and expandable section. When expanded, it displays a list of fifteen hockey teams and their standings in the Western Conference. A linked button ("Complete Standings") leads users out of Fan Zone to the Standings section of Canucks.com.
- Like Schedule and Standings, the Stats section is collapsable and expandable. When expanded, it displays a list of twelve Canucks players, organized by Skaters and Goalies. A linked button ("Full Team Stats") leads users out of Fan Zone to the Statistics section of Cancks.com.
- A Facebook "Like" button and "Sign Up" link lead users outside of Canucks.com to the Facebook website.

# Fin Appearance Request Form

nhl.com Utility Navigation

Ad Space

nhl.com Sign / Register

Banner: Canucks Logo

40th Anniversary logo and sponsor logos

Global Navigation

Search Box

"Parent" Section Indicator: "Fan Zone"

Utility Navigation

Fin Appearance Request Form

Completion of this form is a request only and does not guarantee an appearance. We must receive request forms **3 weeks prior to event**.

There is an appearance fee of \$250.00/hr. Payment can be cash, cheque (made out to Canucks Sports & Entertainment), or credit card. Payment is made at the completion of the appearance.

\*Organization Name:

\*Type:

☐ Charity

☐ School

☐ Business

☐ Other

\*Address:

\*City:

\*Province:

\*Postal Code:

Phone (Day)

Phone (Night)

Fax:

\*Email:

\*Contact Name:

\*Date Request Sent:

01

01

2008

\*Event Name:

\*Event Date:

01

01

2008

\*Event Start & End Time:

01

:

00

AM

01

:

00

AM

\*Event Location:

\*Event Address:

\*On-Site Contact Name & Phone:

Event Sponsor:

Media in Attendance?

\*Event Description:

\*Anticipated Audience Size:

\*Audience Age Range:

\*Form of Payment:

☐ Cash

☐ Cheque

☐ Credit Card

Attach brochure or other event information, if possible:

Browse

Submit form

\*Preference is given to events that are related to children's health & wellness, and/or grassroots hockey. Due to the volume of requests we receive, please allow a **minimum** of 2 weeks to respond.

For further information please call – 604-899-7888

Annotations

After users click the link, "fill out the form online" on Fin's Place, they are brought to this Fin Appearance Request Form.

Advertisement

Canucks Poll

Featured Stories (5)

Schedule

<

July 2007

>

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	1	11	1	1	7
1	1	1	1	2	2	2
2	2	2	2	2	2	2
2	3	3	5	6	7	8
9	0	1	1	2	3	4
5	6	7	8	9	1	11

Standings (15)

Stats (12)

Advertisement

Advertisement

Facebook Ad: [Link to sign up](#)

Advertisement

# Videos

## Main Page

nhl.com Utility Navigation	
Ad Space	nhl.com Sign / Register
Banner: Canucks Logo	40th Anniversary logo and sponsor logos
Global Navigation	
"Parent" Section Indicator: "Fan Zone"	
	Utility Navigation
Current Section Indicator: "Fin"	
<div><div><div>1</div><div><div>Video</div><div>Video</div><div>Video</div><div>Video</div><div>Video</div></div></div><div><div>2</div><div>Back</div></div></div>	
<div><div><div></div><div></div><div></div><div></div></div></div>	<div><div>Canucks TV</div><div>Link: Send to a Friend</div><div></div></div>
<div><div>Out And About</div><div><div>- Fin Request Form (Link and PDF download)</div><div>- Mascot Hotline</div><div>- Send Fin an Email</div></div></div>	
<div><div>Fin Facts</div><div><div>- Playing Favorites</div><div>- Fin Online</div><div>- Did You Know</div><div>- Fast Facts</div><div>- Images (2)</div></div></div>	
<div><div>Footer Navigation</div><div><div>Tickets: Links</div><div>Team: Links</div><div>News: Links</div><div>Multimedia: Links</div><div>Fanzone: Links</div><div>About Us: Links</div></div></div>	
<div><div>Canucks Trademark and Copyright Policy</div><div><div>Footer Links:</div><div>Contact Us, Map &amp; Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use</div></div></div>	

Annotations
<div>1. The Video page features five thumbnails of cartoons. Clicking on a thumbnail opens up a larger video player within the window (see "Action 1: User Clicks on Video Thumbnail."</div> <div>2. The "Back" graphic element leads users back to Fin's Place Home Page.</div>

# Videos

## Action 1: User Clicks on Video Thumbnail

nhl.com Utility Navigation	
Ad Space	nhl.com Sign / Register
Banner: Canucks Logo	40th Anniversary logo and sponsor logos
Global Navigation	
"Parent" Section Indicator: "Fan Zone"	
	Utility Navigation
Current Section Indicator: "Fin"	
<div><div><div><div><div></div><div></div></div><div>Video Title</div></div><div>Close</div><div>Back</div></div></div>	
<div><div><div></div><div></div><div></div><div></div></div></div>	<div>Canucks TV</div> <div>Link: Send to a Friend</div> <div></div>
<div><div>Out And About</div><div><div>- Fin Request Form (Link and PDF download)</div><div>- Mascot Hotline</div><div>- Send Fin an Email</div></div></div>	
<div><div>Fin Facts</div><div><div>- Playing Favorites</div><div>- Fin Online</div><div>- Did You Know</div><div>- Fast Facts</div><div>- Images (2)</div></div></div>	
<div>Footer Navigation</div> <div><div>Tickets: Links</div><div>Team: Links</div><div>News: Links</div><div>Multimedia: Links</div><div>Fanzone: Links</div><div>About Us: Links</div></div>	
<div>Canucks Trademark and Copyright Policy</div> <div><div>Footer Links:</div><div>Contact Us, Map &amp; Parking, Sponsorship, Employment Opportunities, Rogers Arena, Ownership, Privacy Policy, NHL.com Terms of Use</div></div>	

Annotations

1. After a user clicks on a video thumbnail, the full-sized video appears within the window, dwarfing the thumbnails behind it. The video's title appear underneath the video.

2. Clicking on the "Close" graphic element closes the full-sized video player and returns the user back to the main video page.

3. The "Back" graphic element leads users back to Fin's Place Home Page.