

DESKTOP



Menu is NOT Responsive

XPO Tulsa website

Reverse-wireframing of existing website 4.2017
Pete Markiewicz pindiespace@gmail.com

Take-home: problems with the site layout are due to reactive organization within a WordPress theme. The site needs to be redesigned according to information needed on an event site:

1. Complete Information Architecture (IA) study
2. Describe event in top fold, reduce verbiage
3. Emphasis on specific esports/people, not general description
4. Use pictures to explain, not fill up browser space
5. CTA should be near top

Remove "filler" content on desktop version (e.g. "find your level")



Tulsa, Oklahoma
Cox Business Center



XPO 2017 is
Coming!
Cox Business Center



WHAT IS XPO?

Verbose, break into CTA at page top

Video & Slideshow should be grouped

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TICKET INFO

XPO 2017 Tickets on Sale Now!

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Content doesn't match title

Register

This belongs in CTA at page top

Find Your Level

RETRO

Lounge

TABLE TOP

This belongs in the header

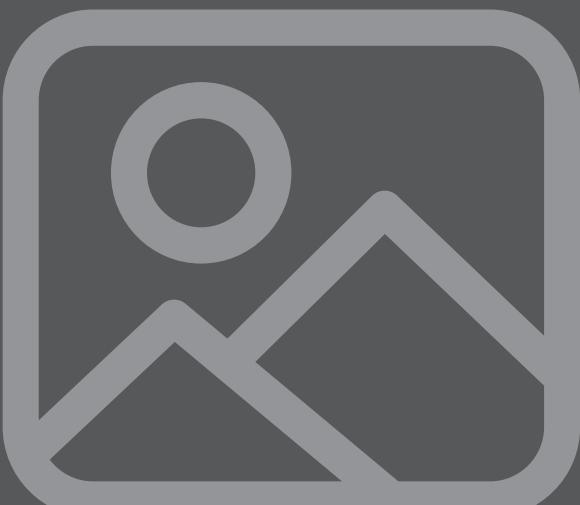
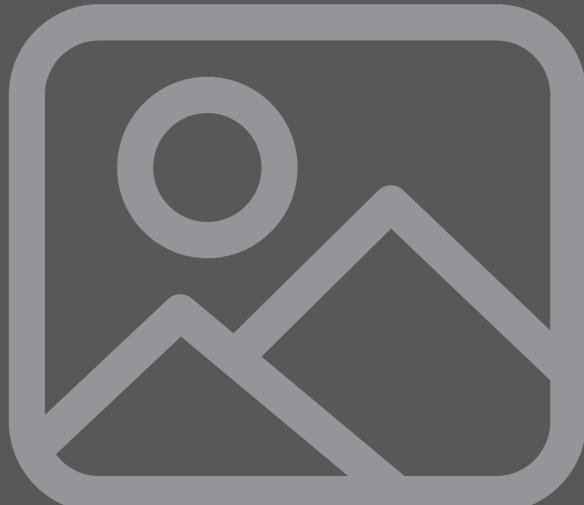
Subscribe

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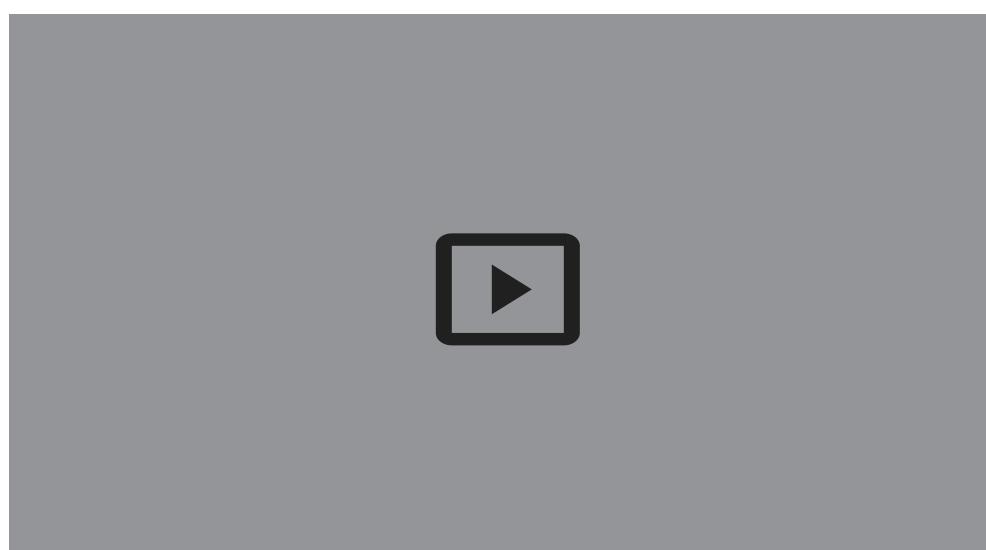
Footer should contain secondary menu

TABLET

Menu is NOT
tablet/touch
friendly



WHAT IS XPO?



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**Register &
Subscribe
should
be at top!**

TICKET INFO

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Register

Subscribe

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Verbose,
break into CTA
at page top

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Register

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