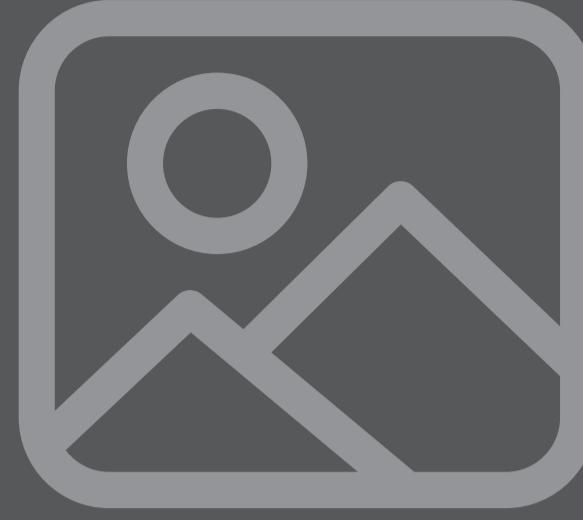


DESKTOP



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:

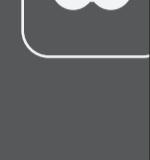
1. Complete Information Architecture (IA) study
 2. Describe event in top fold, reduce verbiage
 3. Emphasis on specific esports/people, not general description
 4. Use pictures to explain, not fill up browser space
 5. CTA should be near top
5. Remove "filler" content on desktop version (e.g. "find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

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLOM DOLORE EU FUGIAT NULLA pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

TICKET INFO

XPO 2017 Tickets on Sale Now!

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

Content
 doesn't
 match
 title

Register

This belongs
 in CTA at
 page top



This belongs
 in the
 header

Subscribe

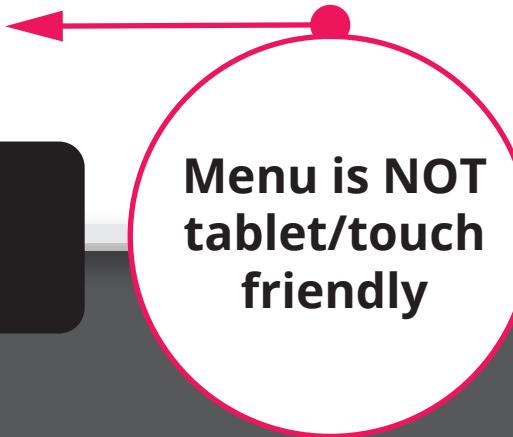
Footer
 should
 contain
 secondary
 menu



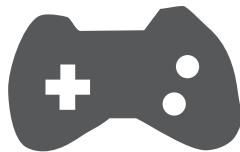
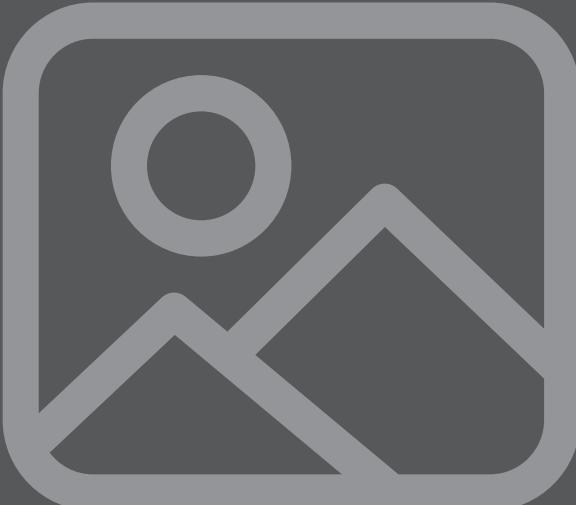
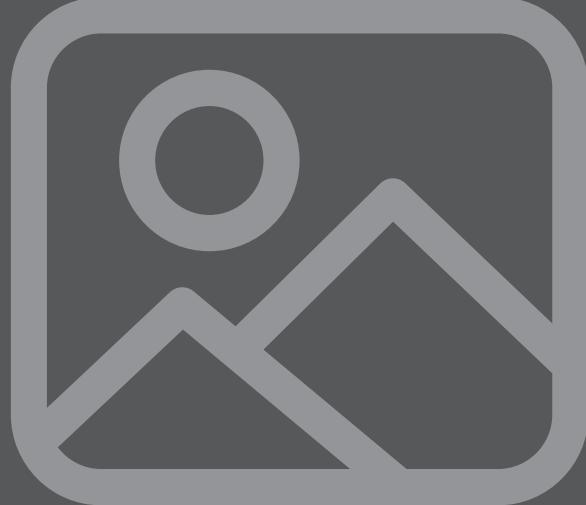
Buy Tickets About XPO Schedule Speakers & Guests Sponsors



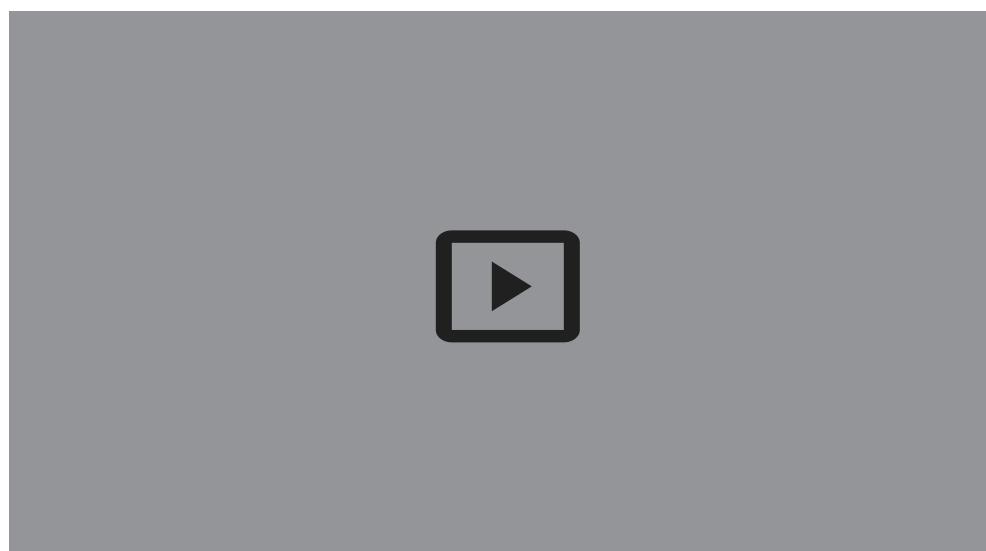
Exhibit Get Involved Hotels Media Registration



TABLET



WHAT IS XPO?



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Register &
Subscribe
should
be at top!

TICKET INFO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Register

Subscribe

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Exhibit

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Hotels

Media Registration



WHAT IS XPO?

Verbose,
break into CTA
at page top

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

TICKET INFO

Register &
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should
be at top!

Register

Subscribe

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