

PAGE NOTES

1. The landing section of this website is intended to responsively fill the user's browser window, with a large graphic and video 'play' button overlay. This functionality can be seen in this example:

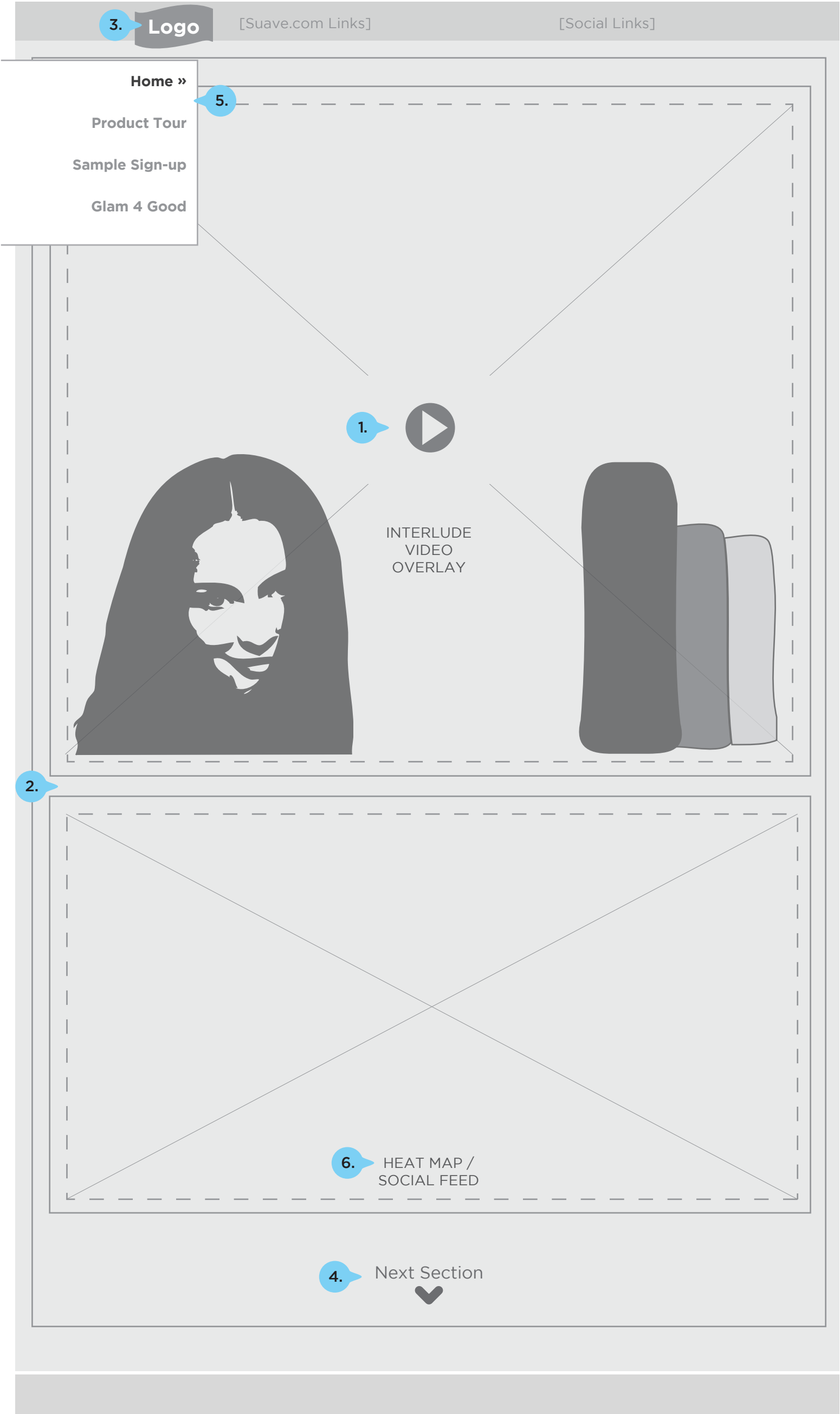
<http://ultimateears.com/en-us/story>
2. It's important to understand that these boxes seen in the wireframes won't actually display as boxes, but rather visual sections which the user would scroll through. An example of these 'breaks' in content can be seen in this example:

<http://activatedrinks.com>
3. In an effort to connect this microsite with the existing Suave.com brand site, we will use the new header from Suave.com on the microsite.
4. Between the major sections (seen in the floating navigation on the top left), a "Next Section" call to action, when clicked, would progress / scroll the user to the next section.
5. An omnipresent navigation, separate from the brand navigation found at the top, would persistently follow the user as they navigate the site. An example of this can be seen here:

<http://www.ultimateears.com/en-us/boom>

As the user scrolls to different sections, both the navigation and the url found in the browser's address bar should update automatically, as seen here:

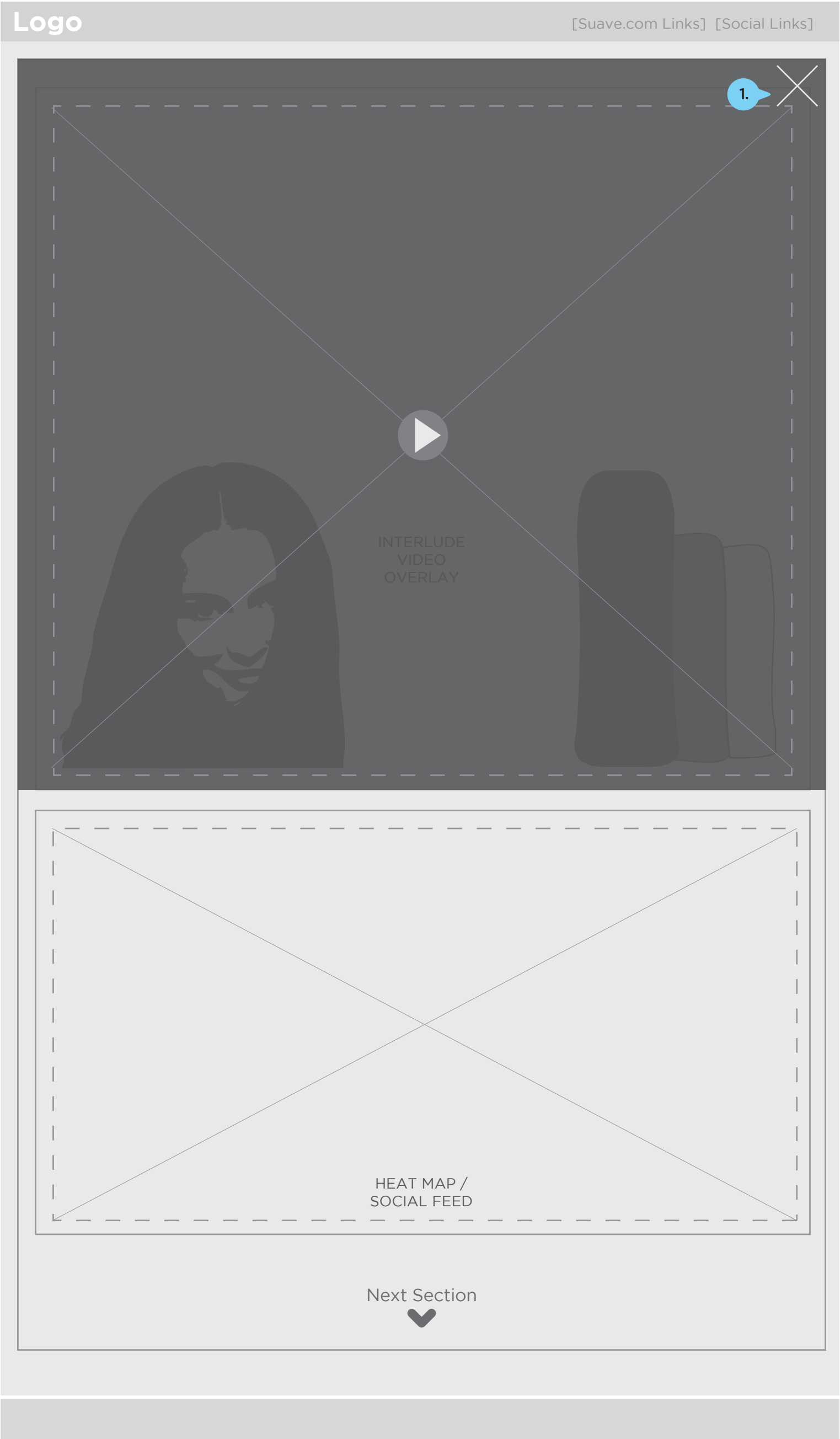
<http://activatedrinks.com/>
6. This section is still TBD until we determine the abilities within the Interlude experience.





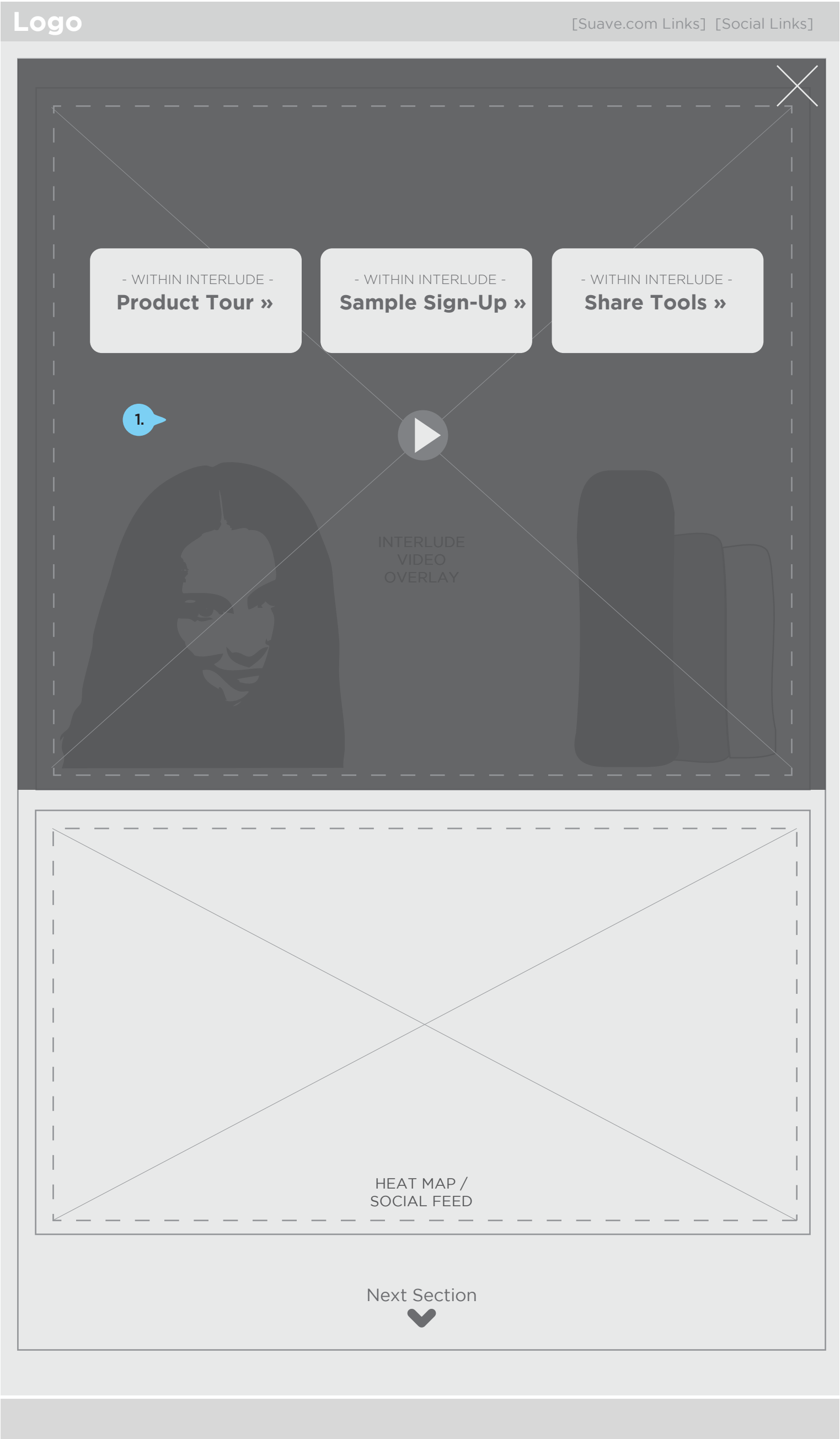
PAGE NOTES

- 1. When a user activates the Interlude Video Player, the entire screen will act as a lightbox, filled with a semi-transparent black box and full-width player embedded. The user can close the lightbox at any time by either clicking the "X" in the top-right, or pressing "ESC" on their keyboard.



PAGE NOTES

1.
- Upon the final screen of the video experience, the user would be presented with two or more calls-to-action: one which will direct the user to the next section, the Product Tour. The second call-to-action should take them directly to the Sample Sign-Up section of the website.



PAGE NOTES

1.

As the user scrolls, it's important to show motion via the entrance of the products into the page. Perhaps refer to the direction of this website:
<http://zensorium.com/tinke/>
2.

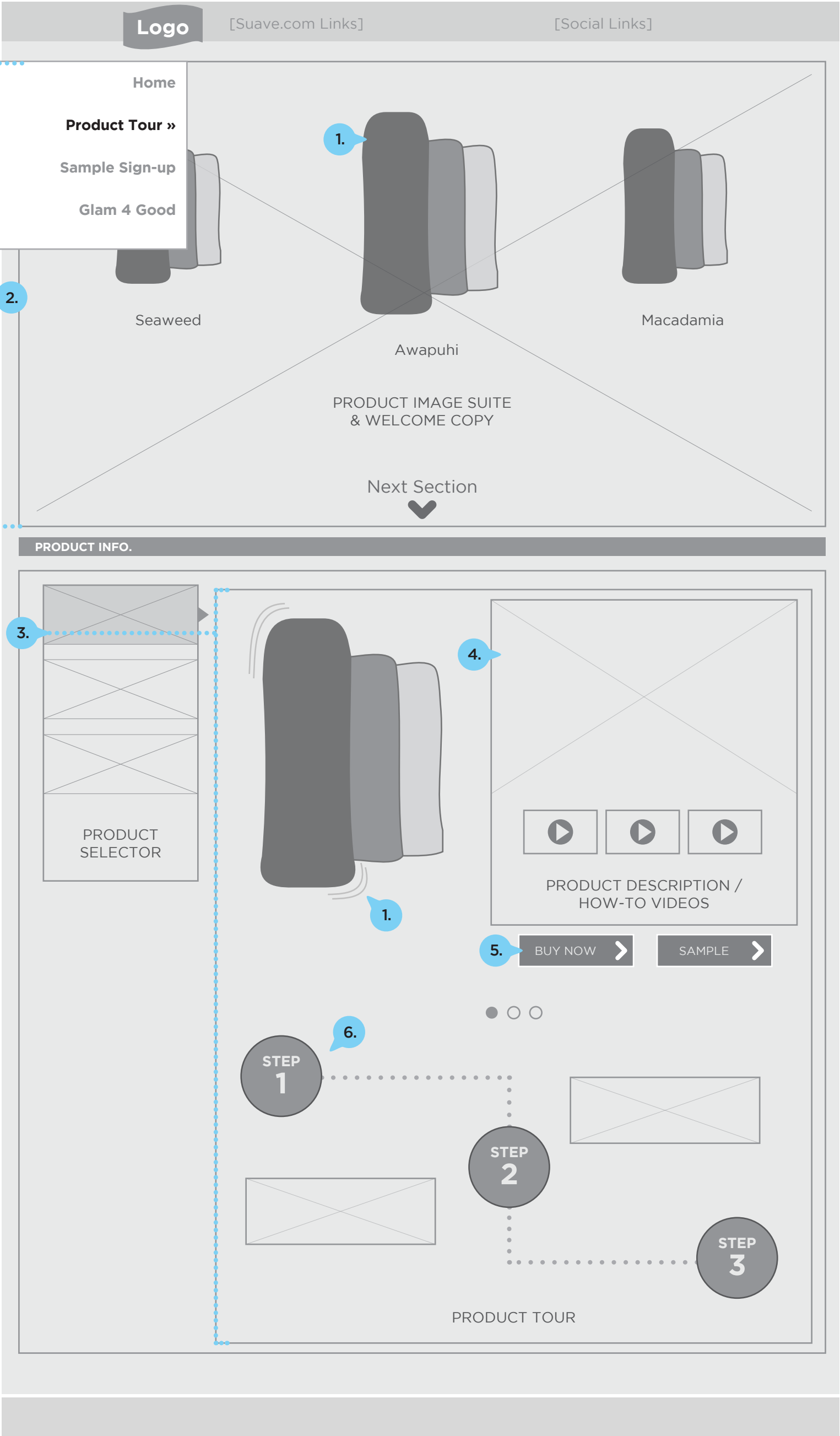
This opening section of the "Product Tour" would take-up the user's screen (height / width, responsively). The user could continue to scroll which would take them to the 1st product section (out of 3), or they could click on a product type which would automatically scroll them to that group (out of 3).
3.

Once the user navigates down to the product-detail view, an omnipresent sub-navigation for the product types (out of 3) would persistently display beneath the sitewide navigation. Each of the 3 product sections would include the product details.
4.

The product description area will house static copy about the product. There may be thumbnails of either photos / videos which would call the same full-screen video experience as seen in the Interlude video player.
5.

The two product-specific CTAs here will direct the user to:
 - Suave.com Product Link
 - Sample Sign-Up
6.

The product tour, specific for each product, could animate when the user scrolls (or gets to this section). Here we could reinforce the product "regiment" through animation, also seen in the following example:
<http://zensorium.com/tinke/>



WIREFRAMES 11/06/2013

1. The sample form will tie directly into the Epsilon product sampling database. The form should have validation built-in, with room to show fields with errors during validation.
2. A static area next to the form can display information about what will be included in the samples, as well as links to Terms & Conditions / Official Rules.
3. A highly-designed banner could welcome the final section of the website, Glam 4 Good. Perhaps upon coming into focus, the banner could animate or 'shimmer.' By clicking into the banner (or automatic upon scroll to this section), a sub-section with Glam 4 Good content would appear, perhaps coming from the sides of the screen. An example of content coming in like this can be seen in the "How It Works" section, here: <http://www.browzr.io/en/>

Logo [Suave.com Links] [Social Links]

Home
Product Tour
Sample Sign-Up »
Glam 4 Good

1.

2.

CLEAR **SUBMIT**

SAMPLE SIGN-UP FORM

ADDITIONAL FORM CONTENT

GOOD 4 GLAM

3.

GLAM 4 GOOD PROMOTIONAL CALL-OUT (EXPANDING SECTION)

GLAM 4 GOOD (expanded to show testimonial stories / videos)

PAGE NOTES

1. This layout simply shows Full-Page view of the site. There are details missing from this, as this is more of a top-level look at the site.

Logo

[Suave.com Links]

[Social Links]

Home »

Product Tour

Sample Sign-up

Glam 4 Good

INTERLUDE VIDEO OVERLAY

HEAT MAP / SOCIAL FEED

Seaweed

Awapuhi

Macadamia

PRODUCT IMAGE SUITE & WELCOME COPY

PRODUCT SELECTOR

PRODUCT DESCRIPTION / HOW-TO VIDEOS

BUY NOW

SAMPLE

STEP 1

STEP 2

STEP 3

PRODUCT TOUR

CLEAR

SUBMIT

SAMPLE SIGN-UP FORM

ADDITIONAL FORM CONTENT

GLAM 4 GOOD PROMOTIONAL CALL-OUT (EXPANDING SECTION)

GLAM 4 GOOD (expanded to show testimonial stories / videos)