

Table of Contents

Goal	3
Flowchart	4
Wireframe	5
Landing page	5
Default and on-click design	5
Description	6
Module 1 – Search by country	7
Default design	7
On-select design	8
Module 2 – Saved search list	10
Default design	10
On-select design	12
Module 3 – Enter zipcode	13
Default design	13
On-entering data design	14
Module 4 – Upload .csv file	15
Default design	15
Upload file design	16
Uploading file design	17
Upload failed design	18
High fidelity	19
Color Palette	19
Landing page	20
Default visual	20
On-click visual	20
Module 1 – Search by country	21
Default visual	21
On-select visual	22
Module 2 – Saved search list	23

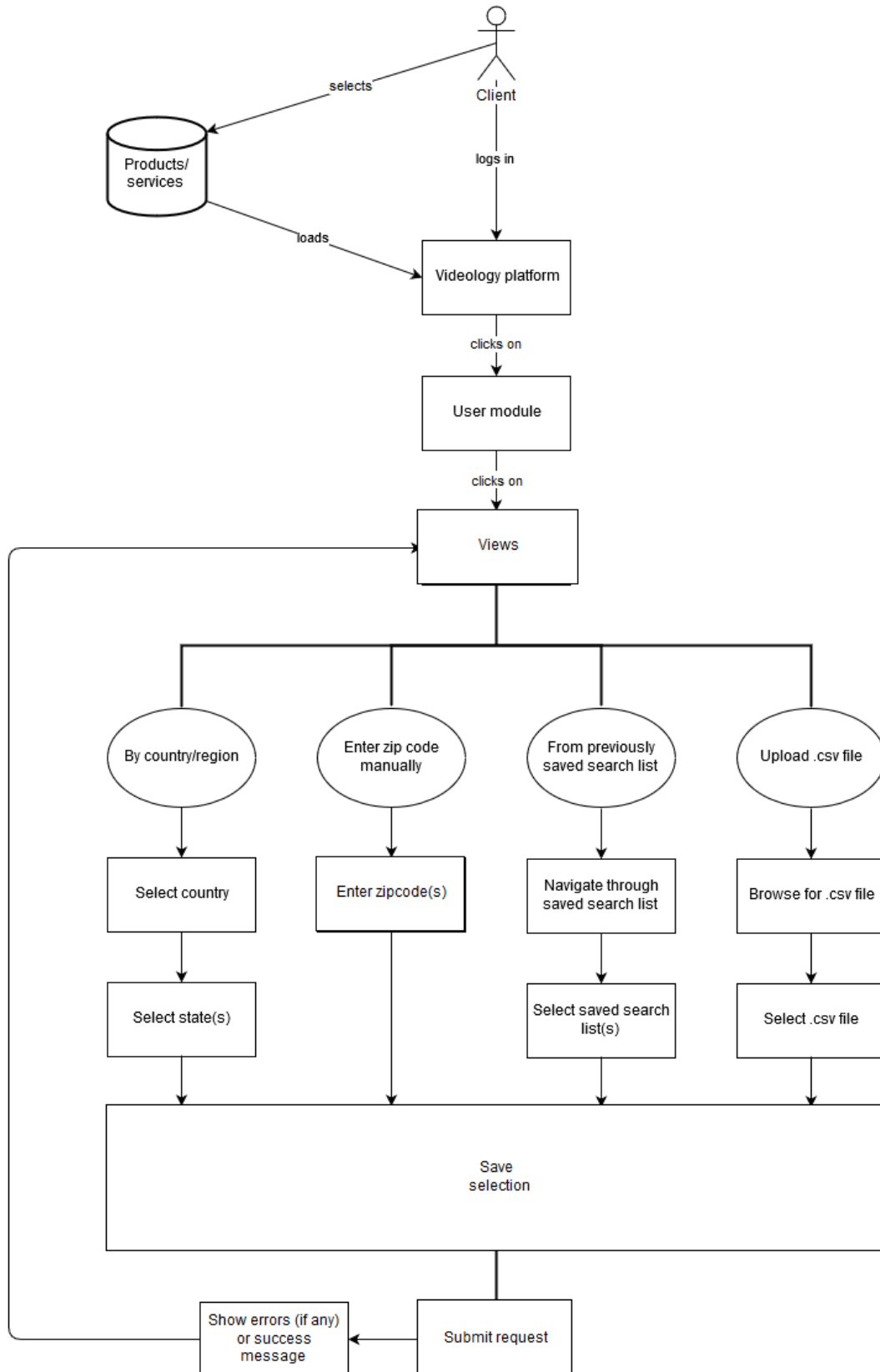
Default visual	23
On-select visual	24
Module 3 – Enter zipcode	25
Default visual	25
On-entering data visual.....	25
Module 4 – Upload .csv file	26
Default visual	26
Upload file visual.....	26
Uploading file visual.....	27
Upload failed.....	27
Task completion	28
Success	28
Failure	28

Videology – The ‘Search By’ module

Goal

Design a module for our client to target their advertising to internet users based on location.

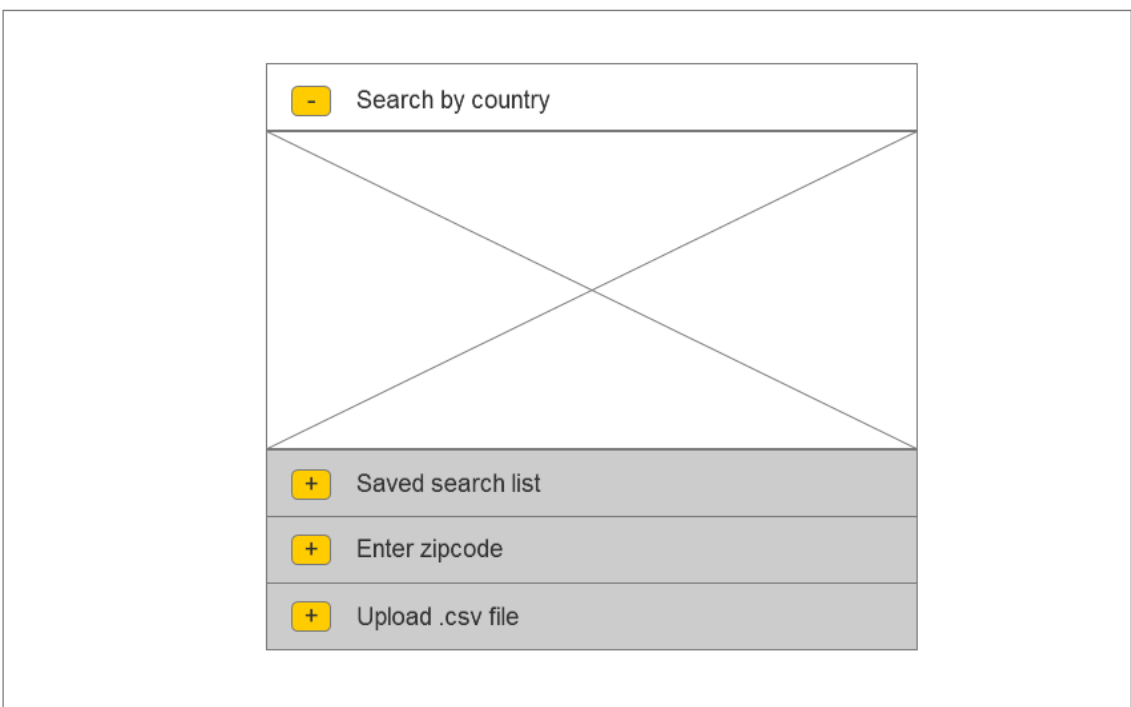
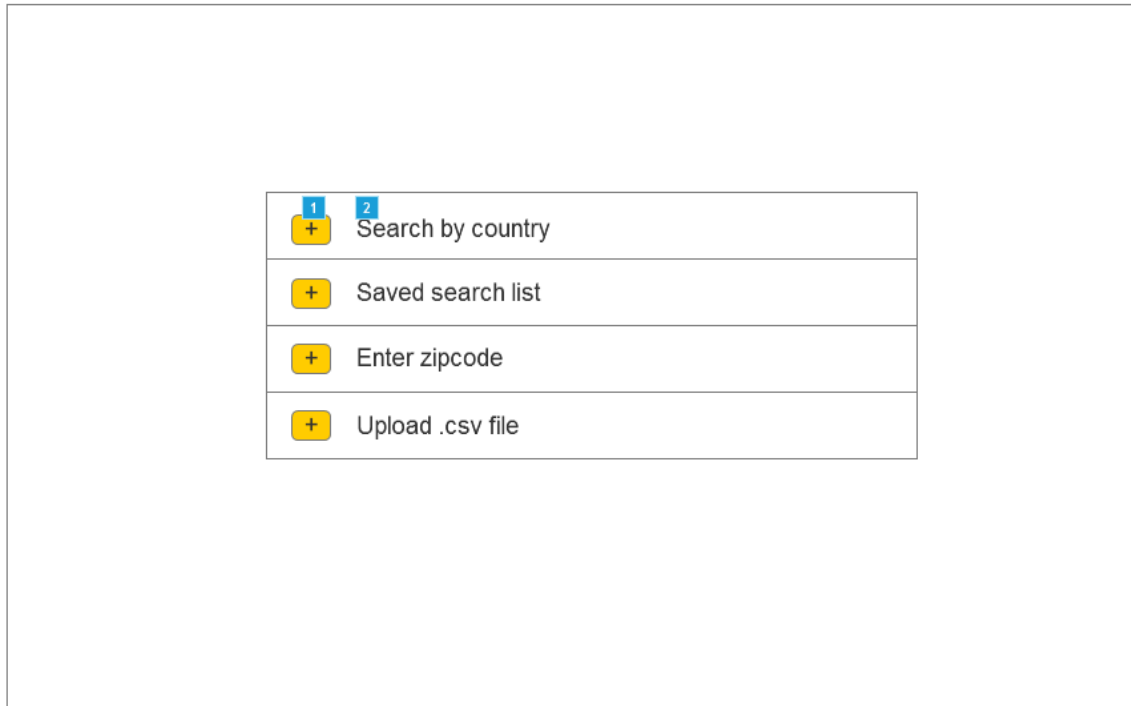
Flowchart



Wireframe

Landing page

Default and on-click design



Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Accordion button	Used to maximize/minimize between different 'Search by' views.	Button	By default: All 4 are enabled. When one is selected, other 3 gets disabled.
2	Accordion list	Used to maximize/minimize search option(s) tab.	Accordion list	By default: All 4 are enabled. When one is selected, other 3 gets disabled.

Module 1 – Search by country

Default design

-

Search by country

Select country

Select States

Save

+ Saved search list

+ Enter zipcode

+ Upload .csv file

On-select design

Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Select country	Lists the different countries	Drop-down list	Always enabled.
2	Select States	Displays a list of states based on the country selected. If the number of states exceeds 15 x 3 table scroll bar will appear.	Accordion list	Enabled when the country is selected, else disabled.

3	Save	Saves the current search preference.	Icon button	Enabled when one or more states are selected.
4	Cancel	Cancels the current search preference.	Button	Enabled when one or more states are selected.
5	Selection hot spot	Selects one or more states.	Hot spot	Clicking on non-selected states, selects it. Clicking on selected states, deselects it. Displayed with the select state list.

Module 2 – Saved search list

Default design

The screenshot displays a web interface for managing saved searches. At the top, there is a grey bar with a yellow '+' icon and the text 'Search by country'. Below this is another grey bar with a yellow '-' icon and the text 'Saved search list'. The main content area features a table titled 'Recently saved' with a dropdown arrow and a blue '2' label. The table has two columns: 'Title' and 'Saved on'. It lists six saved searches, each with a checkbox, a title, and a date. A blue '4' label points to the table header. To the right of the table is a grey box with the text 'Select a file to preview the contents here.' Below the table is a pagination control with a blue '3' label. At the bottom of the table is a grey 'Save' button with a blue '1' label. The interface also includes two additional grey bars at the bottom: one with a yellow '+' icon and the text 'Enter zipcode', and another with a yellow '+' icon and the text 'Upload .csv file'.

Recently saved	
Title	Saved on
<input type="checkbox"/> Saved_search1	Date1
<input type="checkbox"/> Saved_search2	Date2
<input type="checkbox"/> Saved_search3	Date3
<input type="checkbox"/> Saved_search4	Date5
<input type="checkbox"/> Saved_search5	Date5
<input type="checkbox"/> Saved_search6	Date6

Save

Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Save	Saves the selected saved search from the list.	Button	Enabled when a saved search list is selected.
2	Sort by	Possible values: <ul style="list-style-type: none">Recently savedAlphabetical order	Sorting menu	Always enabled.
3	Pagination	Displays the number of pages and the navigation button.	Pagination	Enabled when there is more than one page.

4	Recently saved search list	<p>Displays the list of saved search along with the timestamp.</p> <p>Default sorting:</p> <p>Saved on (most recent to least)</p> <p>Secondary sorting:</p> <p>Title (alphabetically A to Z)</p>	List box	<p>Enabled when there is at least one saved search. Else displays a message saying 'No saved search available.'</p>
---	----------------------------	--	----------	---

On-select design

The mockup shows a search interface with the following components:

- Search by country**: A button with a plus icon.
- Saved search list**: A section with a minus icon.
- Recently saved**: A dropdown menu.
- Search List Table**:

Title	Saved on	Zipcodes
<input type="checkbox"/> Saved_search1	Date1	
<input type="checkbox"/> Saved_search2	Date2	
<input checked="" type="checkbox"/> Saved_search3	Date3	21227 23123 28001
<input type="checkbox"/> Saved_search4	Date5	21228 23144 29410
<input checked="" type="checkbox"/> Saved_search5	Date5	21229 24510
<input checked="" type="checkbox"/> Saved_search6	Date6	21240 25910
		22500 26100
		21228 26101
- Navigation**: A set of three dots with left and right arrows.
- Buttons**: 'Save' and 'Cancel' buttons.
- Footer**: Two buttons: 'Enter zipcode' and 'Upload .csv file'.

Callouts in the image:

- 1**: Points to the 'Saved_search3' row in the search list table.
- 2**: Points to the 'Zipcodes' column in the search list table.
- 3**: Points to the 'Cancel' button.

Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Search list hot spot	Selection to display to preview of the file.	Hot spot	Displayed when the file is selected.
2	Preview window	Provides a preview of the saved search list file	Static text field	Displayed when the file is selected.
3	Cancel	Cancels the selection.	Button	Enabled when a saved search list is selected.

Module 3 – Enter zipcode

Default design

The image shows a user interface for a 'Module 3 – Enter zipcode' section. It consists of a vertical stack of four grey buttons with yellow icons: a '+' for 'Search by country', a '+' for 'Saved search list', a '-' for 'Enter zipcode', and a '+' for 'Upload .csv file'. Below the 'Enter zipcode' button is a large white text input field with a yellow border and the placeholder text 'Enter zipcode'. A blue square with the number '1' is positioned at the right end of the input field. Below the input field is a grey 'Save' button with a blue square containing the number '2' at its top right corner.

Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Enter zipcode	To enter the zip codes.	Text input field	Always enabled
2	Save	Saves the current search preference.	Button	Enabled when all the required input fields are entered correctly.

On-entering data design

+

 Search by country

+

 Saved search list

-

 Enter zipcode

21227, 21228

Reset ¹

Save

+

 Upload .csv file

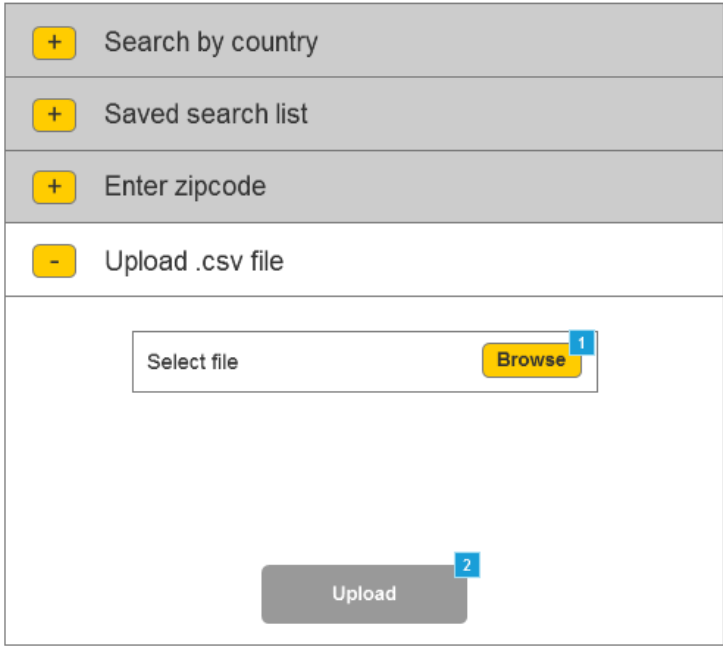
Description

Footnote	Name	Type	Enabled/Disabled
1	Reset	Button	Enabled when there is one or more input in the Enter zipcode input field.

Module 4 – Upload .csv file

In this view, or option, the client just wants to upload a .csv file with zip codes in it

Default design

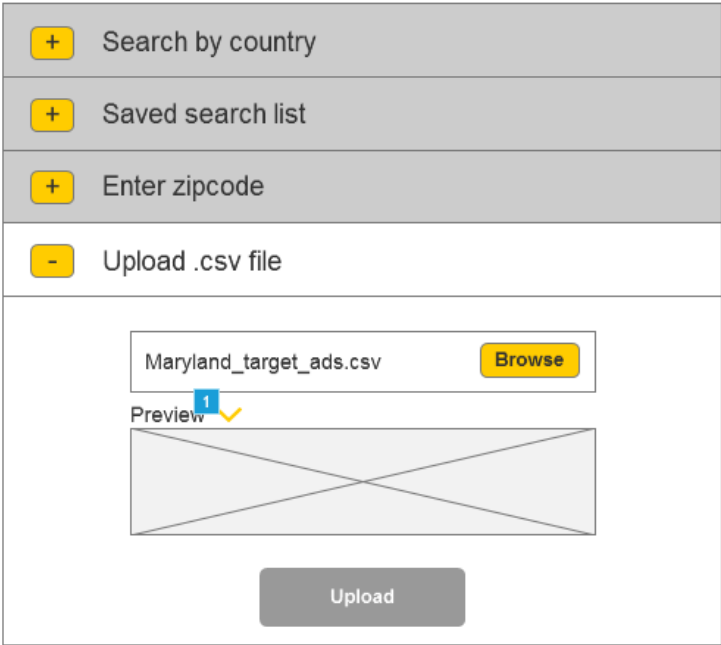


The image shows a user interface for uploading a .csv file. It features a list of options with expand/collapse icons (+/-). The 'Upload .csv file' option is selected. Below the list, there is a file selection area with a 'Select file' input, a 'Browse' button (annotated with a blue square and the number 1), and an 'Upload' button (annotated with a blue square and the number 2).

Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Browse	On click opens a directory for browsing .csv files	Button	Always enabled except when the file is being uploaded.
2	Upload	Loads the selected saved search from the list.	Button	Enabled when the .csv file is selected

Upload file design



The mockup shows a vertical stack of four buttons with a yellow background and a black border. The first three buttons have a yellow square icon with a black plus sign and are labeled 'Search by country', 'Saved search list', and 'Enter zipcode' respectively. The fourth button has a yellow square icon with a black minus sign and is labeled 'Upload .csv file'. Below these buttons is a white rectangular area containing a file upload interface. At the top of this area is a text input field with the placeholder text 'Maryland_target_ads.csv' and a yellow 'Browse' button to its right. Below the input field is a small blue square icon with a white number '1' and a yellow checkmark, followed by the word 'Preview'. Below this is a large rectangular area with a light gray background and a black 'X' across it, indicating a preview window. At the bottom of this area is a gray 'Upload' button.

Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Preview window	Gives a preview of the content inside the .csv file.	Static text field	Displayed when the file to be uploaded is selected.

Uploading file design

The image shows a UI design for a file upload interface. It features a vertical list of actions on the left, each with a yellow button containing a plus or minus sign. The actions are: 'Search by country', 'Saved search list', 'Enter zipcode', and 'Upload .csv file'. The 'Upload .csv file' action is expanded, showing a file selection area with a text input containing 'Maryland_target_ads.csv' and a 'Browse' button. Below this is a 'Preview' label with a downward arrow. A progress bar is shown with a label '70%' and a blue square marker labeled '1'. Below the progress bar are two buttons: 'Upload' (gray) and 'Cancel' (yellow). The 'Upload' button is labeled with a blue square marker '2' and the 'Cancel' button is labeled with a blue square marker '3'.

Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Progress bar	Displays the % of upload completion.	Progress bar	Displayed when the .csv file is being uploaded.
2	Upload	Uploads the selected .csv file.	Button	Enabled when the .csv file is selected.
3	Cancel	Cancels the .csv file upload.	Button	Displayed when the .csv file is being uploaded.

Upload failed design

The screenshot shows a web interface with a sidebar on the left containing four menu items: 'Search by country', 'Saved search list', 'Enter zipcode', and 'Upload .csv file'. The 'Upload .csv file' item is selected and expanded, showing a file upload area. In this area, the filename 'Maryland_target_ads.csv' is displayed next to a 'Browse' button. Below the filename is a 'Preview' label with a downward arrow. A red error message 'Upload failed.' is shown in a box. Below the error message are two buttons: 'Retry' and 'Cancel'. A small blue square with the number '1' is positioned to the right of the 'Retry' button, indicating a footnote.

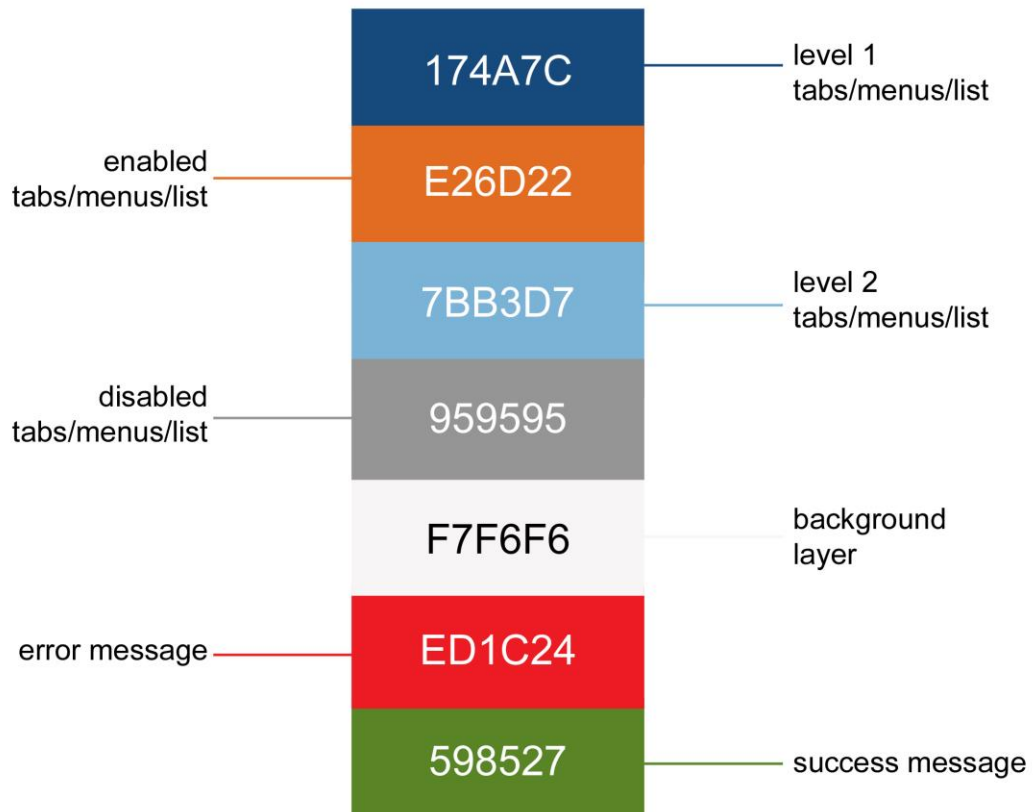
Description

Footnote	Name	Description	Type	Enabled/Disabled
1	Retry	Restarts uploading of the failed .csv file.	Button	Enabled when uploading of the .csv file fails.

High fidelity

Color Palette

The color palette was inspired by the colors used in Videology's logo.



Landing page

This would be the page once the client logs in to the 'Users - Search by' module.

Default visual

+ Search by country

+ Saved search list

+ Enter zipcode

+ Upload .csv file

On-click visual

- Search by country

Select country

+ Select states

Save

+ Saved search list

+ Enter zipcode

+ Upload .csv file

Module 1 – Search by country

In this view the client would select a country, which would populate specific regions within that country.

Default visual

- Search by country

Select country ▼

+ Select states

Save

On-select visual

- Search by country

United States

- Select states

Alabama	Massachusetts	Tennessee
Alaska	Michigan	Texas
Arizona	Minnesota	Utah
Arkansas	Mississippi	Vermont
California	Missouri	Virginia
Colorado	Montana	Washington
Connecticut	Nebraska	West Virginia
Delaware	New Hampshire	Wisconsin
Florida	New Jersey	Wyoming
Georgia	New Mexico	
Hawaii	New York	
Idaho	North Carolina	
Illinois	North Dakota	
Indiana	Ohio	
Iowa	Oklahoma	

Save

Cancel

Module 2 – Saved search list

The client would be presented with a list of saved files that contain zip codes that have previously been created. When they select a file to target, they would see what zip codes are in that list. They have the ability to select multiple files.

Default visual

- Saved search list

Recently saved ^

Title	Saved on	
<input type="checkbox"/> Minnesota_users_2	Oct 13, 2016	Select a file to preview the contents.
<input type="checkbox"/> Minnesota_users_1	Sep 13, 2016	
<input type="checkbox"/> Georgia_team_b	Aug 12, 2016	
<input type="checkbox"/> Maryland_target_ads	Aug 09, 2016	
<input type="checkbox"/> Georgia_team_a	Aug 04, 2016	
<input type="checkbox"/> Maryland_internal	May 13, 2016	
<input type="checkbox"/> NYC_marketing_03	May 12, 2016	
<input type="checkbox"/> NYC_marketing_02	May 09, 2016	
<input type="checkbox"/> DC_target_ads	Apr 04, 2015	
<input type="checkbox"/> Saved search 11	Mar 02, 2015	

First Previous 1 2 3 4 Next Last

Save

On-select visual

- Saved search list

Recently saved ^

Title	Saved on	Zipcodes
<input type="checkbox"/> Minnesota_users_2	Oct 13, 2016	21227 23123 28001
<input type="checkbox"/> Minnesota_users_1	Sep 13, 2016	21228 23144 29410
<input type="checkbox"/> Georgia_team_b	Aug 12, 2016	21229 24510
<input checked="" type="checkbox"/> Maryland_target_ads	Aug 09, 2016	21240 25910
<input type="checkbox"/> Georgia_team_a	Aug 04, 2016	22500 26100
<input type="checkbox"/> Maryland_internal	May 13, 2016	21228 26101
<input type="checkbox"/> NYC_marketing_03	May 12, 2016	21229 26102
<input type="checkbox"/> NYC_marketing_02	May 09, 2016	21240 26013
<input checked="" type="checkbox"/> DC_target_ads	Apr 04, 2015	22500 27001
<input type="checkbox"/> Saved search 11	Mar 02, 2015	22511 27036

First

Previous

1

2

3

4

Next

Last

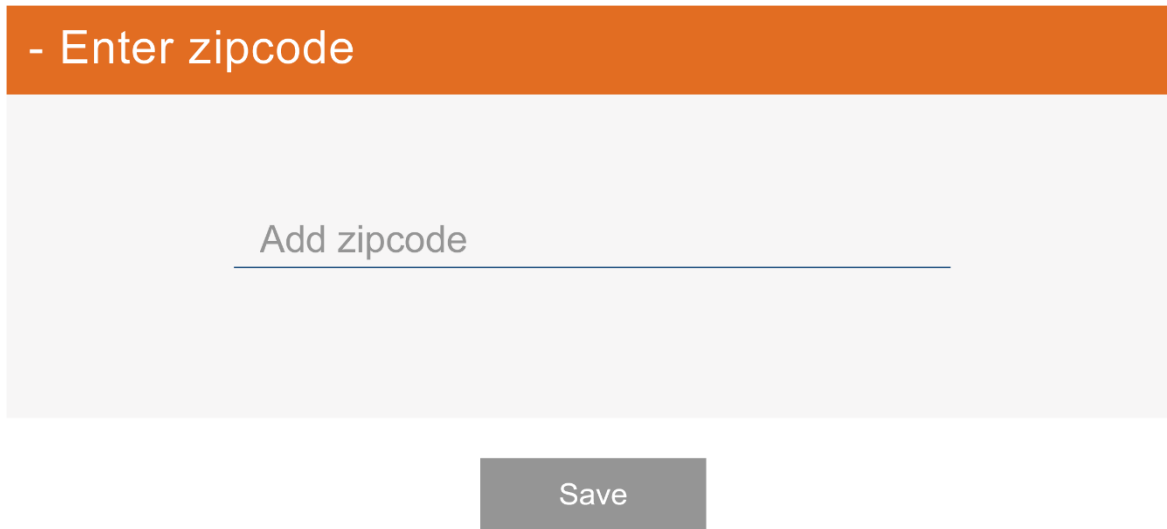
Save

Cancel

Module 3 – Enter zipcode

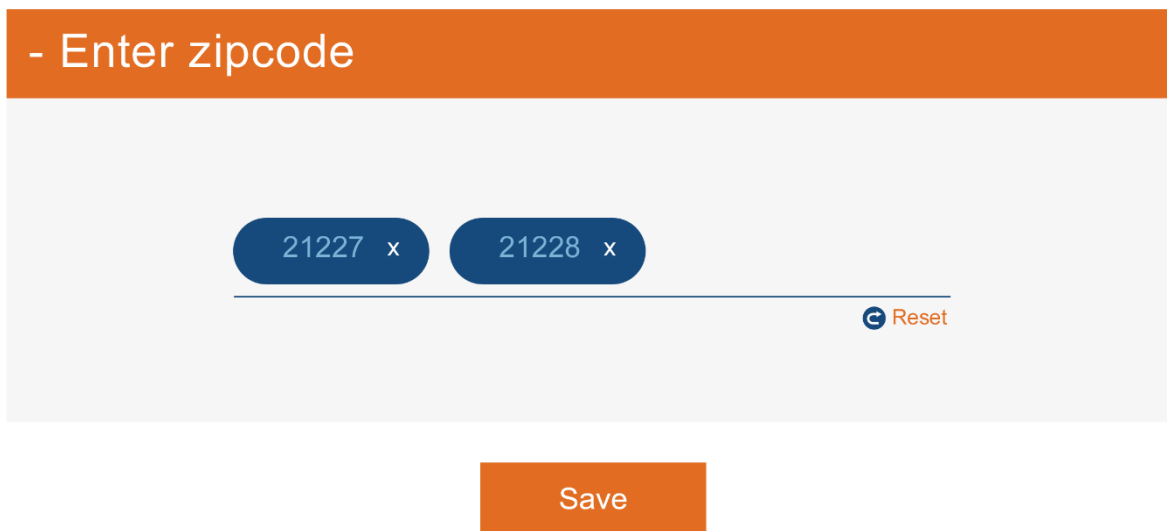
In this view the user would just want a space to enter in zip codes manually that they want to target.

Default visual



The form has an orange header bar with the text "- Enter zipcode". Below the header is a light gray area containing a text input field with the placeholder text "Add zipcode". Below the input field is a gray "Save" button.

On-entering data visual



The form has an orange header bar with the text "- Enter zipcode". Below the header is a light gray area containing two dark blue rounded buttons with the text "21227 x" and "21228 x". Below these buttons is a text input field with a blue underline. To the right of the input field is a "Reset" button with a circular icon and the text "Reset". Below the input field is an orange "Save" button.

Module 4 – Upload .csv file

In this view, or option, the client just wants to upload a .csv file with zip codes in it.

Default visual

- Upload .csv file

Select file

Browse

Upload

Upload file visual

- Upload .csv file

Maryland_target_ads.csv

Browse

Preview ^

Zipcodes		
21227	23123	28001
21228	23144	29410
21229	24510	
21240	25910	
22500	26100	

Upload

Uploading file visual

- Upload .csv file

Maryland_target_ads.csv

Browse

Preview ▾

70%

Upload

Cancel

Upload failed

- Upload .csv file

Maryland_target_ads.csv

Browse

Preview ▾

Upload failed.

Retry

Cancel

Task completion

On completion of a particular task, either of the following two messages will be displayed on the View module.

Success

Your request was successfully submitted.

+ Search by country
+ Enter zipcode
+ Saved search list
+ Upload .csv file

Failure

Error while submitting your request.

+ Search by country
+ Enter zipcode
+ Saved search list
+ Upload .csv file