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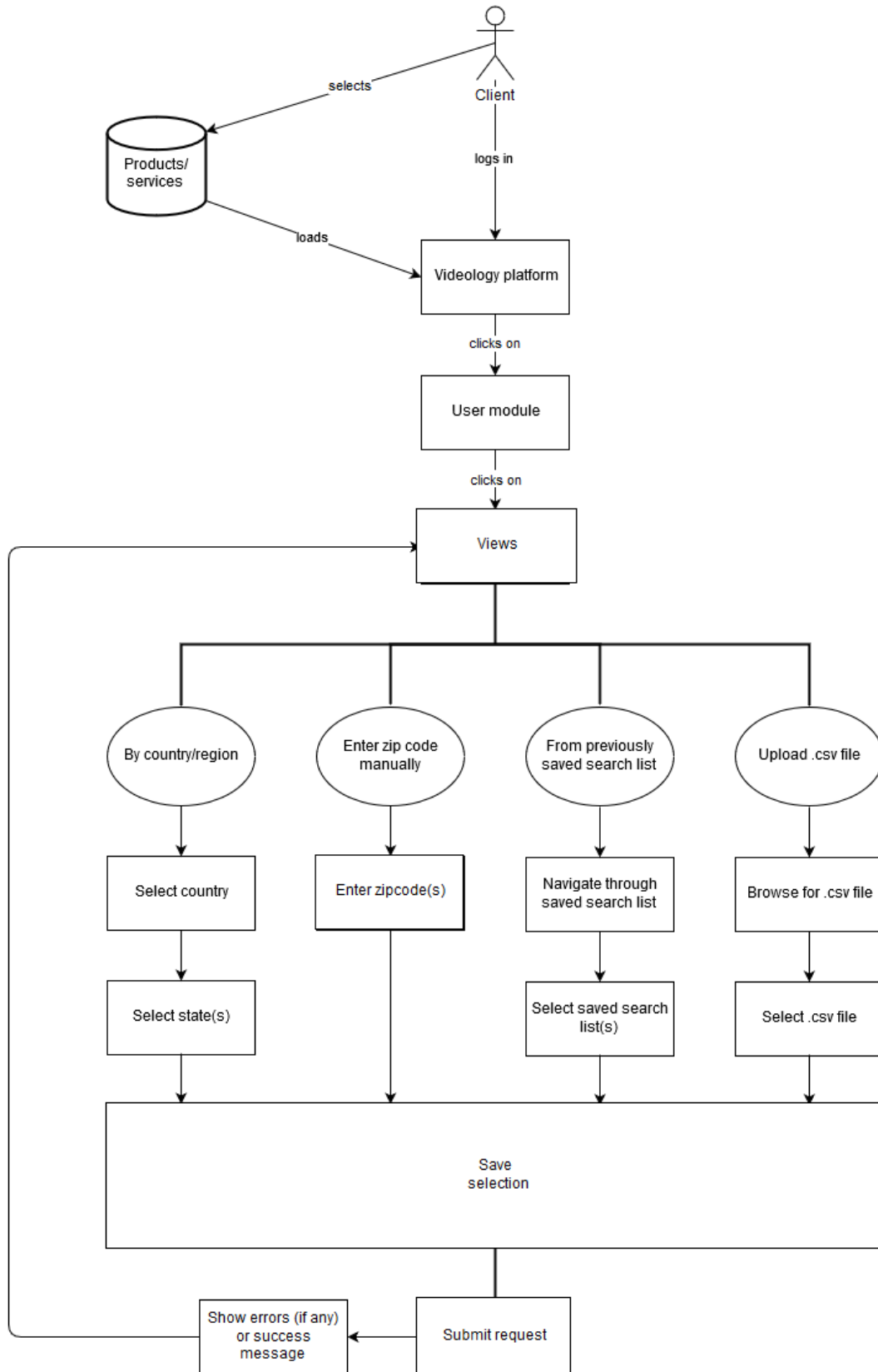
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Videology – The ‘Search By’ module

Goal

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

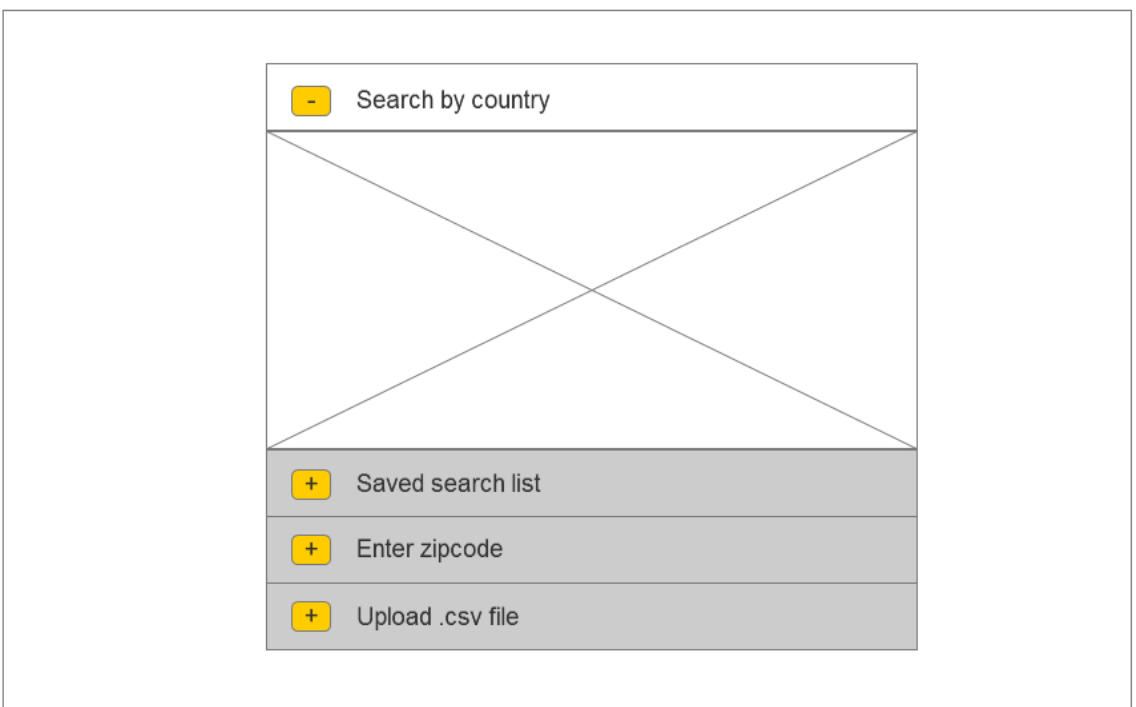
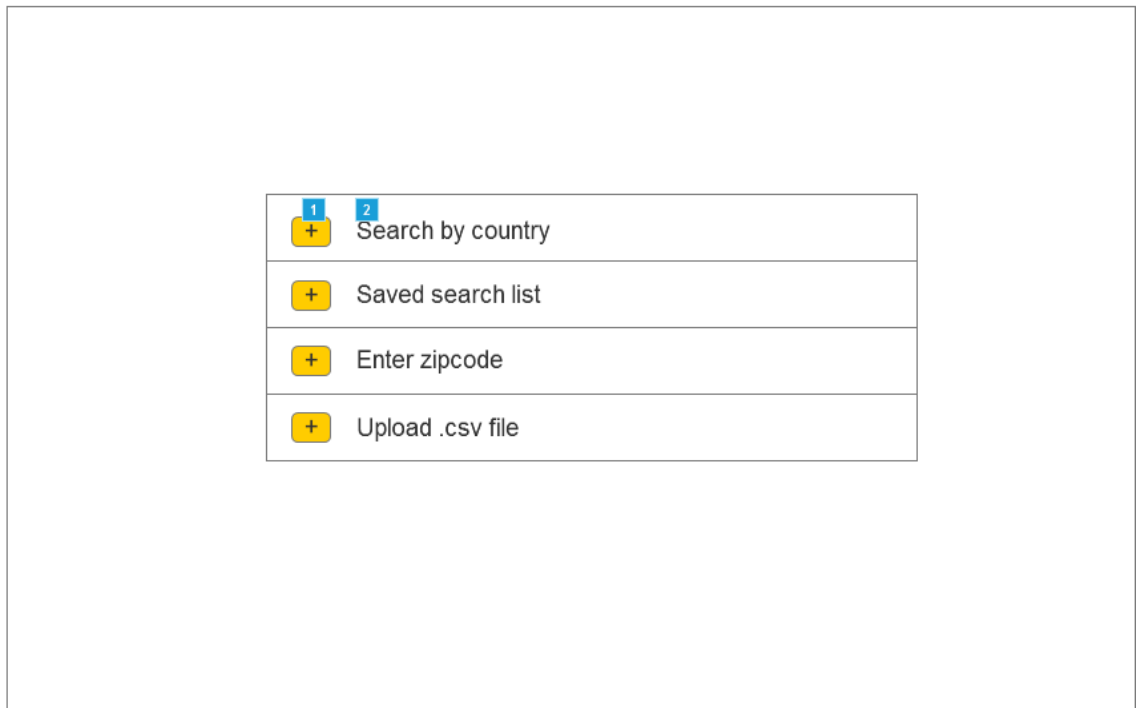
Flowchart



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 | All 4 are enabled. |
| 2 | Accordion list | Used to maximize/minimize search option(s) tab. | Accordion list | By default: All 4 are enabled. When one is selected (gets maximized), other 3 are disabled and minimized. |

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

The form is titled "Search by country" with a minus icon. It contains a dropdown menu for "United States" (labeled 1). Below it is an accordion list for "Select States" (labeled 2) which displays a list of US states (labeled 5): Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, and Iowa. At the bottom of the form are two buttons: "Save" (labeled 3) and "Cancel" (labeled 4). Below the form are three expandable sections: "Saved search list", "Enter zipcode", and "Upload .csv file".

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, a 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 enabled Select States 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 is titled 'Recently saved' with a dropdown arrow and a blue '2' indicating a menu. Below the title is a table with two columns: 'Title' and 'Saved on'. The table lists six saved searches, each with a checkbox, a title, and a date. To the right of the table is a grey box with the text 'Select a file to preview the contents here.' and a blue '4' indicating a file selection area. Below the table is a pagination control with a blue '3' indicating the number of pages. At the bottom of the table is a grey 'Save' button with a blue '1' indicating its function. 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. Allows multiple files to selected at once.</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 section with a yellow '+' icon.
- Saved search list**: A section with a yellow '-' icon.
- Recently saved**: A dropdown menu with a checkmark icon.
- Table of saved searches**: A table with columns 'Title', 'Saved on', and 'Zipcodes'. It lists six saved searches, with 'Saved_search3' selected (checked checkbox).
- Preview window**: A yellow box showing the zipcodes for the selected search (Saved_search3): 21227, 23123, 28001, 21228, 23144, 29410, 21229, 24510, 21240, 25910, 22500, 26100, 21228, 26101.
- Buttons**: 'Save' and 'Cancel' buttons, with 'Cancel' highlighted by a blue '3'.
- Enter zipcode**: A section with a yellow '+' icon.
- Upload .csv file**: A section with a yellow '+' icon.

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 form is a vertical stack of elements. At the top is a grey bar with a yellow '+' icon and the text 'Search by country'. Below that is another grey bar with a yellow '+' icon and the text 'Saved search list'. The main section has a white background and contains a yellow text input field with the placeholder text 'Enter zipcode' (labeled with a blue '1' in the top right corner) and a grey 'Save' button (labeled with a blue '2' in the top right corner). At the bottom is a grey bar with a yellow '+' icon and the text 'Upload .csv file'.

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

The form is titled "On-entering data design". It features a grey header with three sections: "Search by country" (with a yellow "+" button), "Saved search list" (with a yellow "+" button), and "Enter zipcode" (with a yellow "-" button). Below the header is a large white input area. Inside this area, there is a yellow input field containing the text "21227, 21228". To the right of this field is a yellow "Reset" button with a blue "1" in a square next to it. Below the input field is a yellow "Save" button. At the bottom of the form is a grey footer with a yellow "+" button and the text "Upload .csv file".

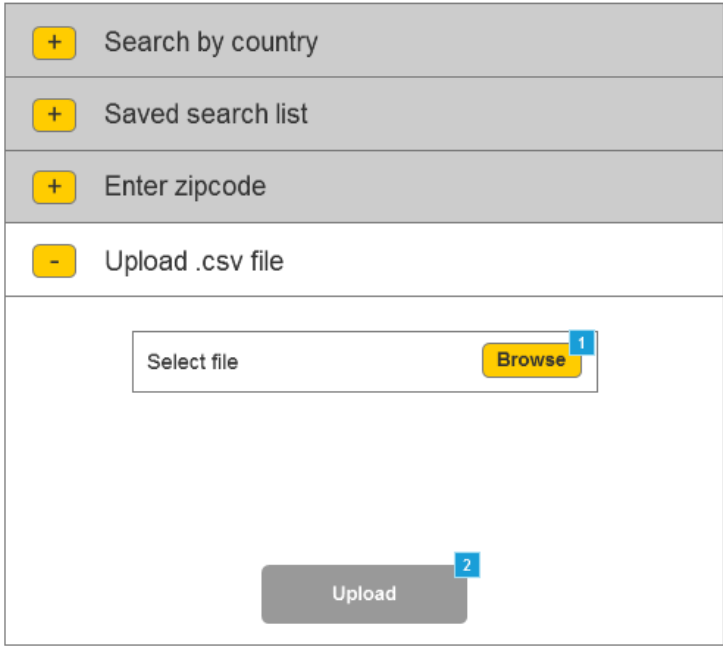
Description

| 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

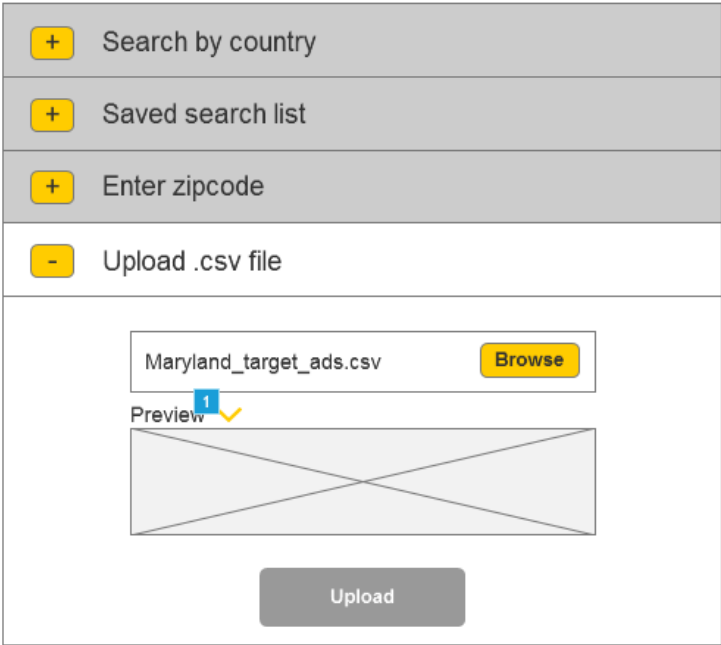


The image shows a user interface for uploading a .csv file. It consists of a list of options, each with a yellow button containing a plus or minus sign. The options are: 'Search by country', 'Saved search list', 'Enter zipcode', and 'Upload .csv file'. The 'Upload .csv file' option is selected, indicated by a minus sign. Below this list, there is a 'Select file' input field with a 'Browse' button (labeled 1) and an 'Upload' button (labeled 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

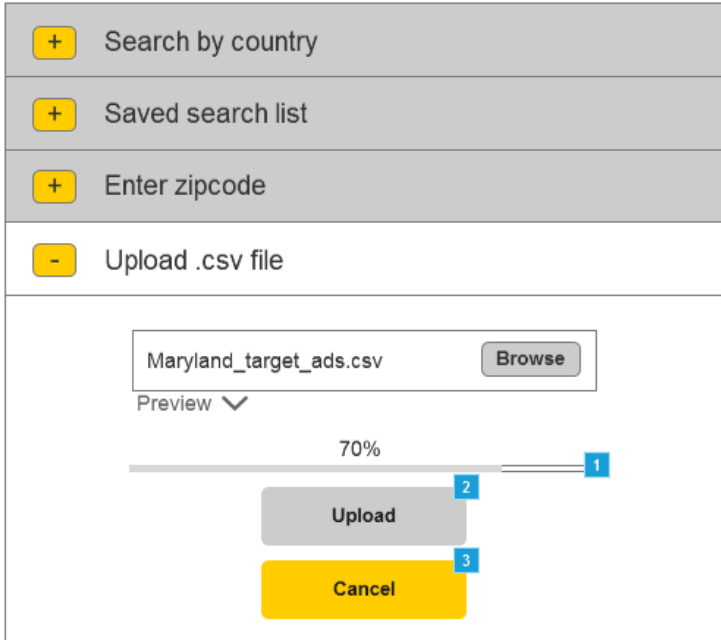


The mockup shows a vertical stack of four buttons with a yellow background and a black border. The first three buttons have a yellow square icon with a black plus sign and are labeled 'Search by country', 'Saved search list', and 'Enter zipcode'. The fourth button has a yellow square icon with a black 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 gray rectangular area with a black 'X' across it, indicating a preview window. At the bottom of the white 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 mockup shows a vertical list of four options, each with a yellow button containing a plus or minus sign. The options are: 'Search by country', 'Saved search list', 'Enter zipcode', and 'Upload .csv file'. The 'Upload .csv file' option is expanded, revealing a file selection interface. This interface includes a text input field containing 'Maryland_target_ads.csv', a 'Browse' button, and a 'Preview' label with a downward arrow. Below this is a progress bar showing '70%' completion. At the end of the progress bar is a blue square with the number '1'. Below the progress bar are two buttons: a grey 'Upload' button with a blue square containing the number '2' at its top right, and a yellow 'Cancel' button with a blue square containing the number '3' at its top right.

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. Disabled when the .csv file is uploading. |
| 3 | Cancel | Cancels the .csv file upload. | Button | Displayed when the .csv file is uploading or when the upload fails. |

Upload failed design

Search by country

Saved search list

Enter zipcode

Upload .csv file

Maryland_target_ads.csv **Browse**

Preview ▼

Upload failed.

1 **Retry**

Cancel

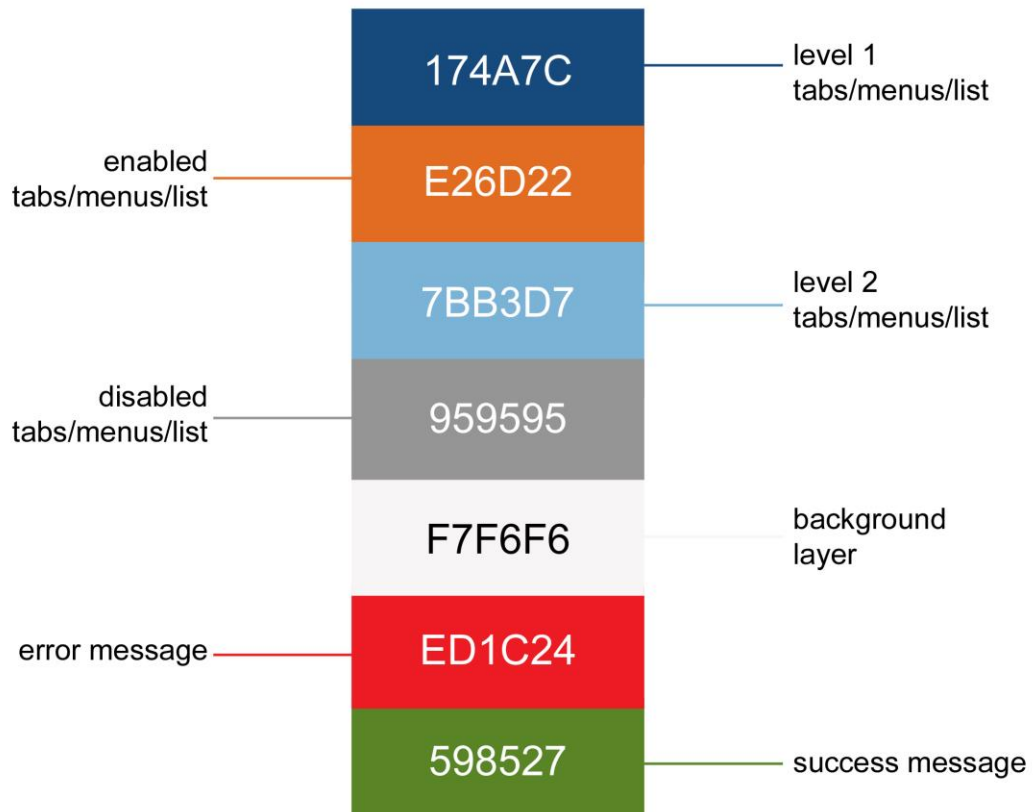
Description

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

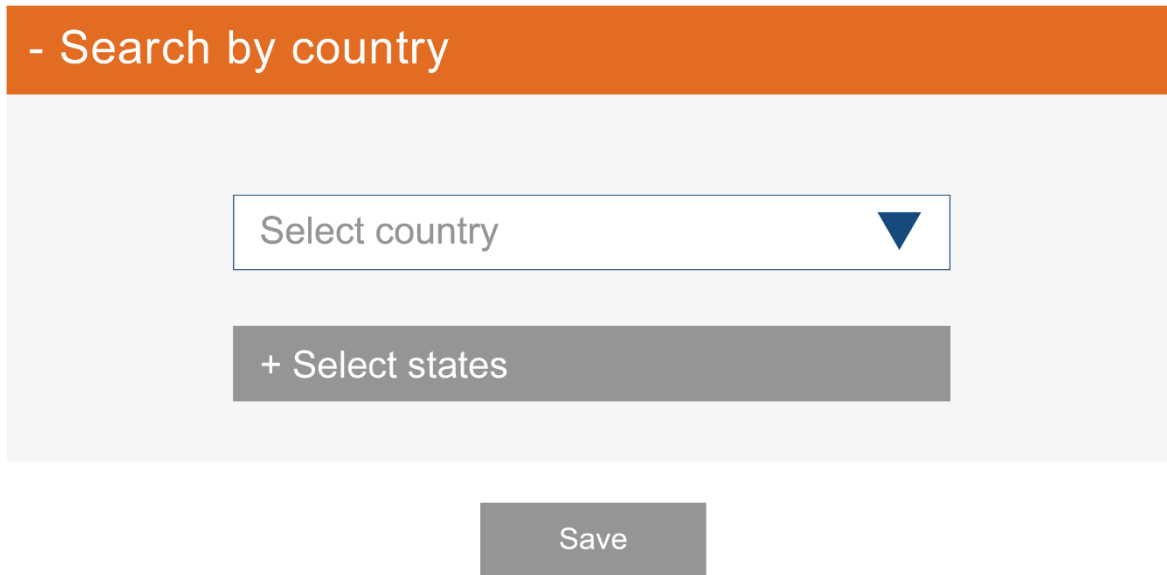
+ Enter zipcode

+ 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

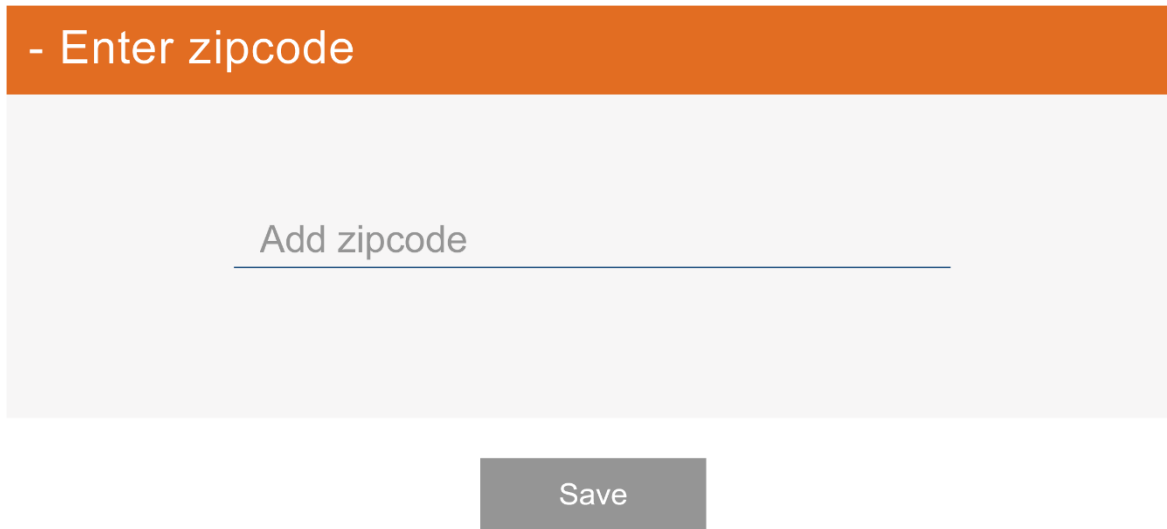
Save

Cancel

Module 3 – Enter zipcode

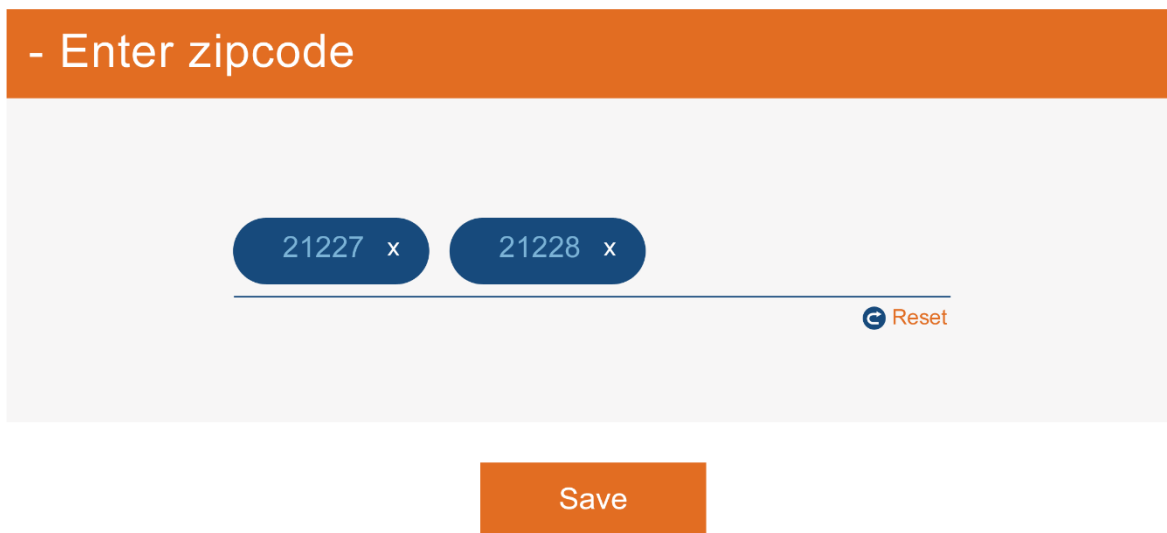
In this view the user would just want a space to enter in zip codes manually that they want to target.

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 |