BESPIN - Ecosystem Marketplace - Low Fidelity Prototype

Low Fidelity Wireframes

TOTAL 9 Desktop Layouts

- Homepage
 -Subpages: FAQ, Contact Us
- BESPIN Apps
 -Subpage: Sample Application Page
- Platform 327
- Air Force UX
 -Subpages: Resources, Design System

Notes:

Feedback and approval of this deliverable will be used towards development of

- -CLIN 012 Wireframes Document
- -CLIN 013 Minimal Viable Working Prototype
- -CLIN 014 Usability Test Report

General Content Writing Guidance

• The BESPIN Ecosystem Marketplace serves skilled UX practitioners and novices alike. It's important for the website's written content to effectively communicate best UX practices, services, capabilities, and resources to users with a wide range of UX experience. While it's important to highlight BESPIN's expertise, it's also necessary to write content with user empathy, education, and collaboration in mind.

Beyond the information conveyed on each page, the clarity, tone, and structure of written content play an essential role in successfully communicating with users. The following suggestions are intended to serve as guidelines for writing

- Keep information organized,
 focused, and concise. Ensure that
 the information provided on each
 subpage directly supports the overall
 intention of that subpage. For
 example, if a piece of information on
 the Mission page doesn't relate to
 the purpose of the BESPIN
 Ecosystem Marketplace, consider
 eliminating it or moving it to the
 relevant subpage. Similarly, break up
 different areas of focus within each
 subpage into separate, focused
 sections.
- Avoid making assumptions while writing. As this website serves users with different levels of UX expertise, it's important to avoid making assumptions about user knowledge. Clearly state any information that a user should know or actions users should take to achieve specific results.
- Write with an authoritative voice, maintain a supportive tone. To foster collaboration both virtually and (eventually) in-person, highlight the UX expertise and services and expertise that BESPIN offers. Stress that this is a space for sharing UX best practices and resources for both skilled users and novices. Keep in mind that one of the objectives for this website is to position BESPIN as a trusted, long-term partner.
- Use plain language. Writing web content with plain language best practices in mind increases the likelihood that users will easily comprehend important information quickly and thoroughly. It eliminates jargon, overly complicated language, and lengthy sentences.

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Grammar Guidelines

- Active voice: Writing in the active voice is preferred because it makes subjects and actions clear, eliminating ambiguity about who should complete which tasks or responsibilities. In the active voice, the person or agency that's acting is the subject of the sentence. In the passive voice, the person or item that is acted upon is the subject of the sentence. Passive sentences often include a form of the verb "to be," e.g. was, were, could be, or have been
- **Present tense:** Verbs are direct and straightforward when written in the present tense. This is why sentences sound clearer and more urgent when they're written in the present tense. This makes it easier for users to comprehend calls to action and other important information.

Examples:

Active: You must sign the form. Passive: The form must be signed.

Active: You must include the following information in your application.

Passive: The following information must be included in the application for it to be considered complete.

Examples:

Instead of writing: These sections describe types of information that would satisfy the application requirements as it would apply to this grant program.

Write it as: These sections tell you how to meet the requirements for this grant program.

Content Recommendations

- Each subpage of the Marketplace website will feature a combination of some or all of these components. The aforementioned content writing and tone recommendations should be applied to each component, but the following recommendations include writing suggestions, word counts, and examples specific to each component.
- Hero Image: Choose a relevant image (.png or .jpg) measuring [dimensions].
 When possible, select images that portray BESPIN's collaborative values, UX expertise, resources, or team.

Headers: State the title of the overall page (5 words max). In the case of a page that's as focused as a contact page, the header serves as the page's primary call to action. This is why it's important to keep this header very clear and direct. Examples: Contact Us, Connect With Us, Send Us A Message. For a broader page featuring more written content, such as the mission page, the header should be 1-2 words that sum up the page's purpose or the focus of the rest of the content on the page. Examples: Mission, Mission Statement, Purpose, Our Objective, BESPIN Overview.

Subheaders: Concisely describe the focus of the page (15 words max). Keep language plain, focused, and to-the-point. This is a good place to state the most important piece of information that the user should take away from this page. Examples:

Subsection Content: Keep the content focused on the page's overall purpose (# words max). For a page dedicated to BESPIN's mission statement for the platform, any content on the page should serve the purpose of explaining or supporting the mission statement. If the page is dedicated to a specific project or resource, all information featured in the subsection should support the user's understanding of that project or resource. For longer sections with multiple pieces of important information, break the information into focused paragraphs to assist the reader's comprehension.



Platform 327

Air Force UX





Hero Header

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Mission

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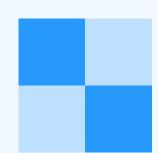
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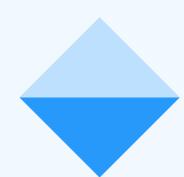
CONTACT US

Partners

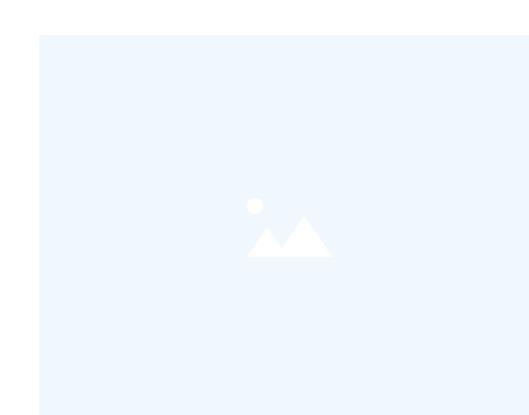








Contact Us



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FAQs





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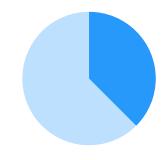


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Home > Projects

Projects

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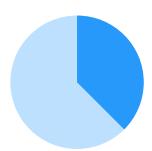
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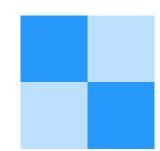
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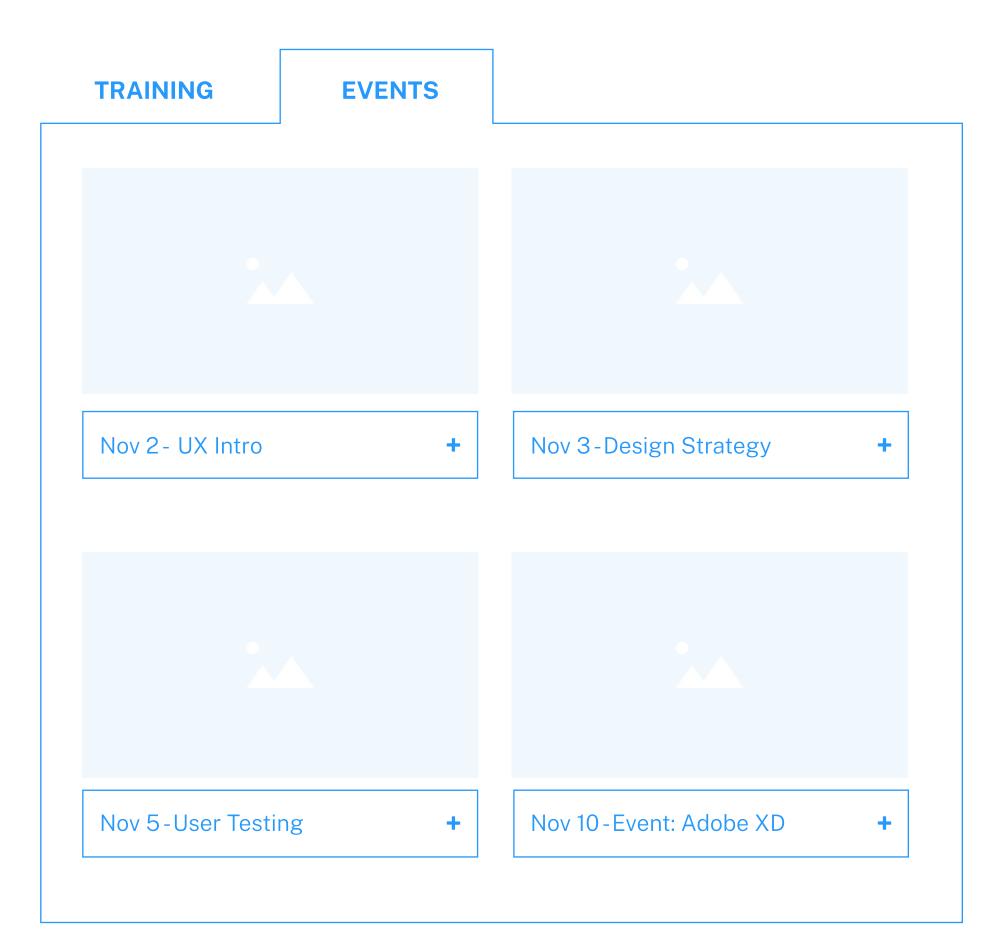


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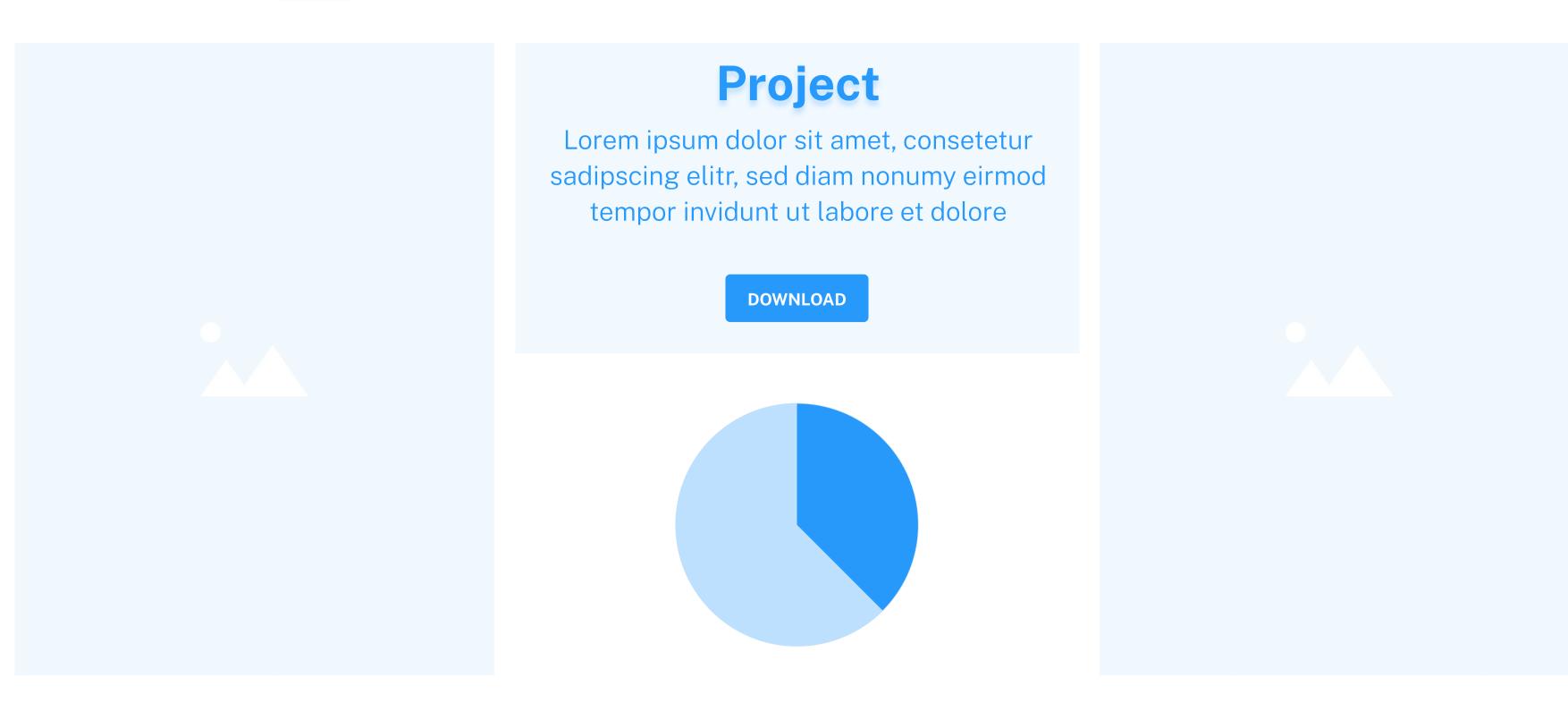




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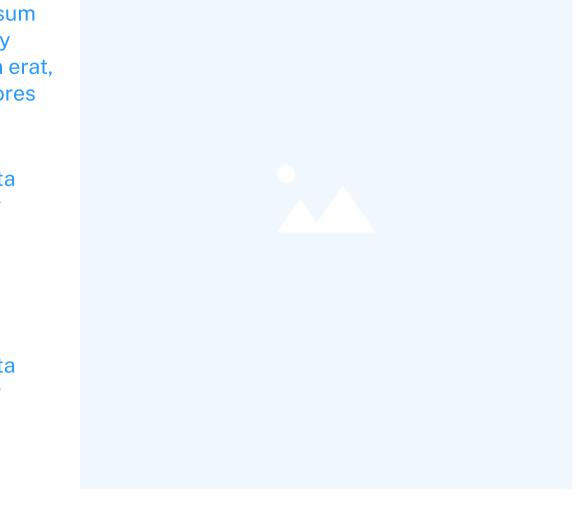
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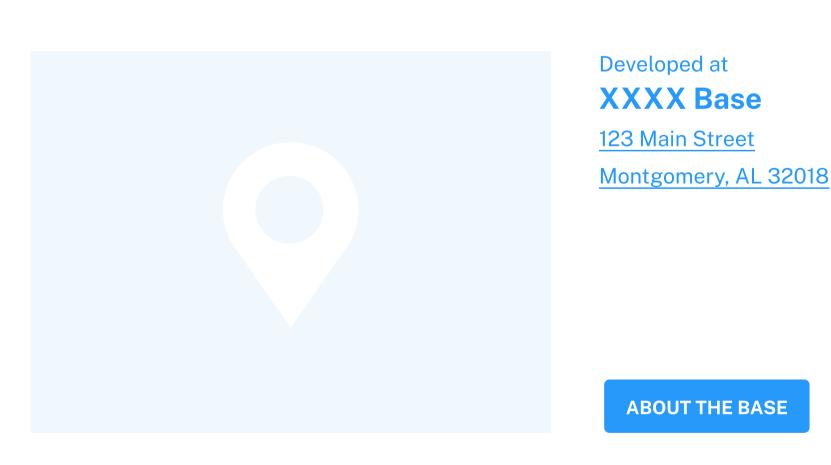
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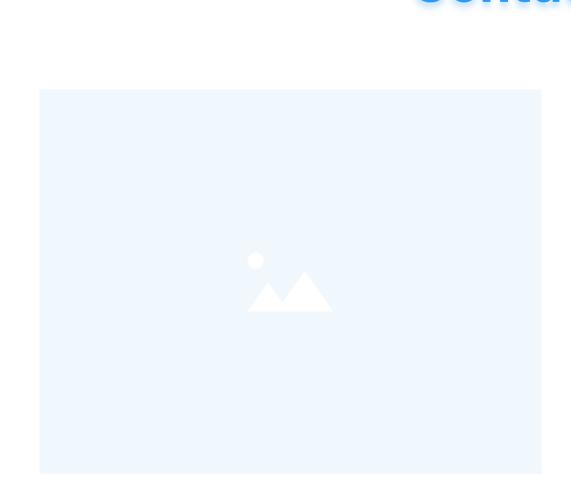
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First Last Rank // Job on Project



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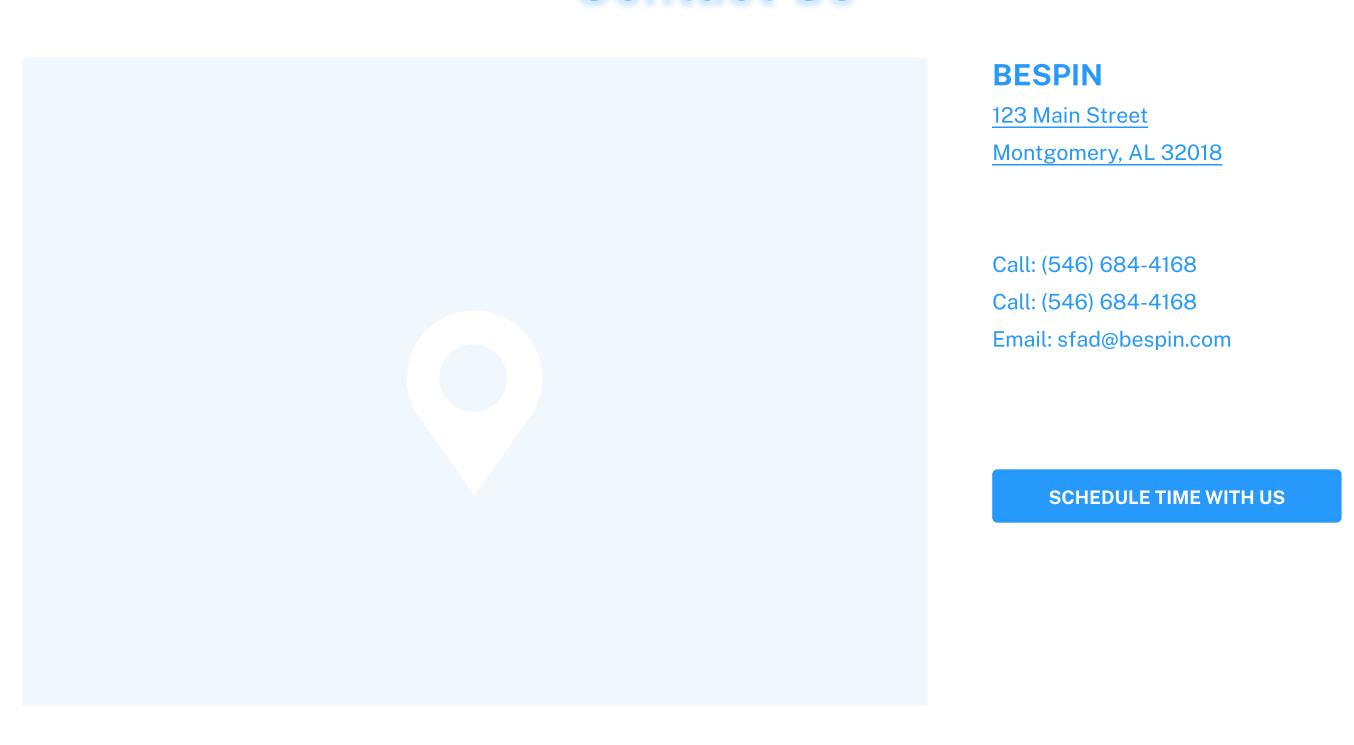
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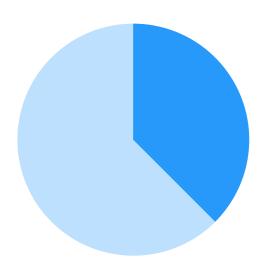
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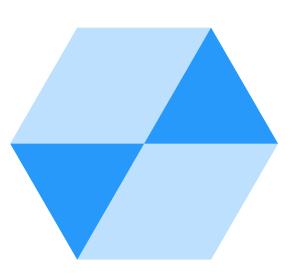
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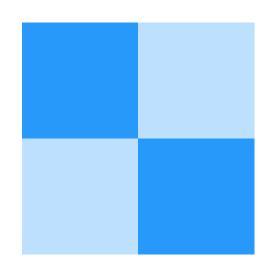
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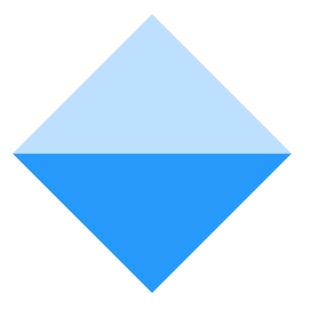
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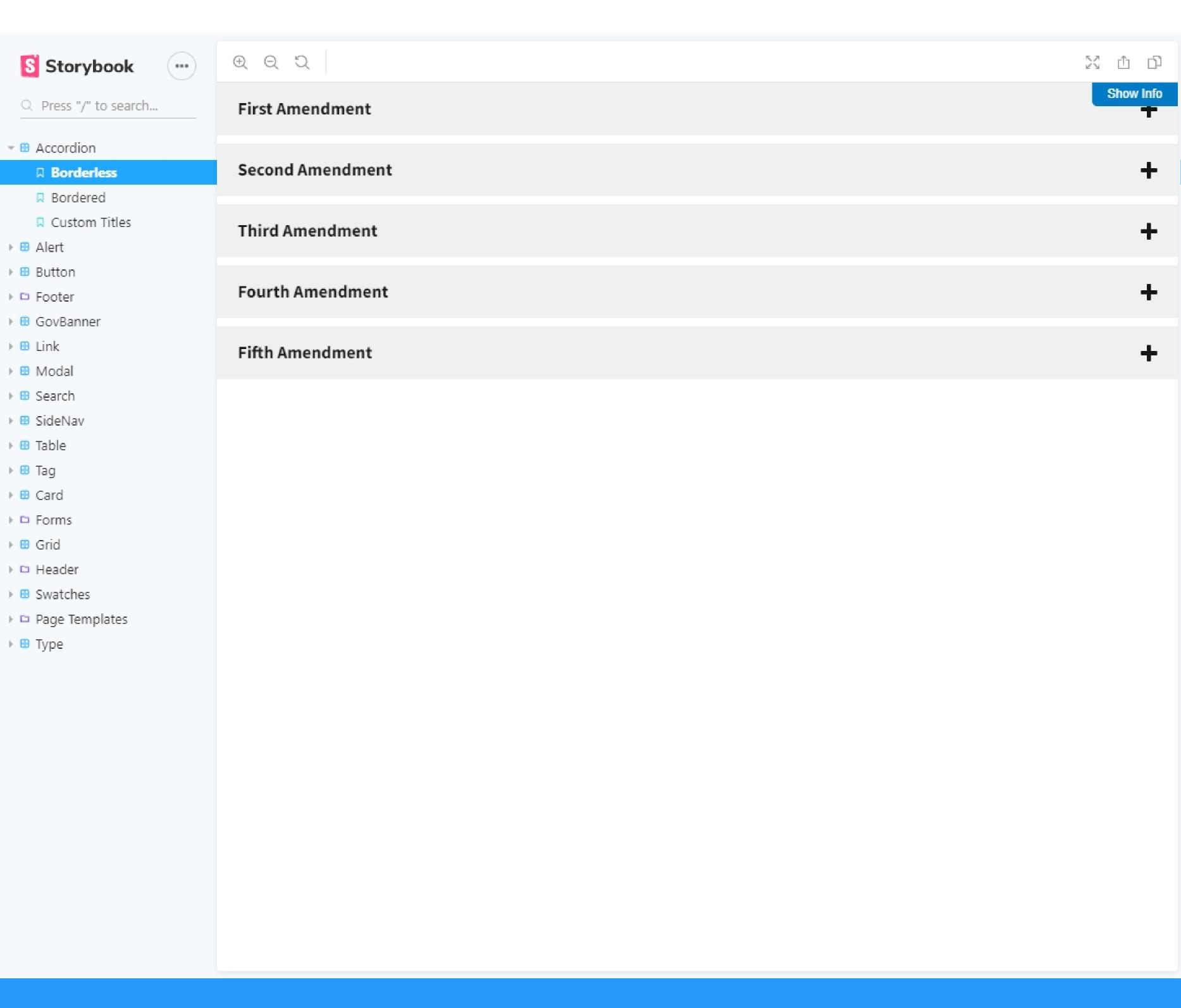
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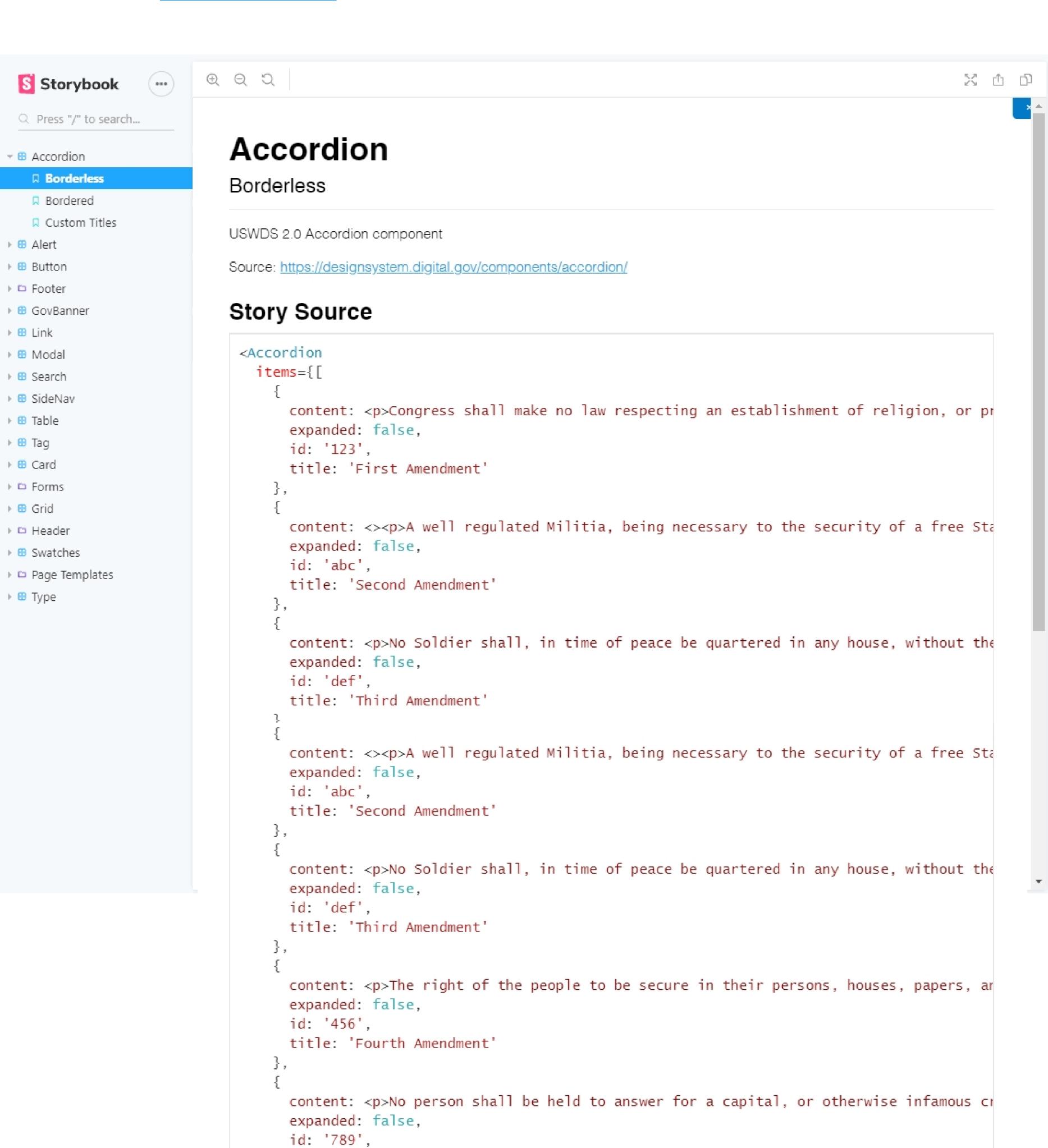
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Prop Types

"Accordion" Component

title: 'Fifth Amendment'

property	propType	required	default	description
bordered	boolean	-	-	
items	AccordionItem[]	yes	-	
className	string	_	_	



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Learning Resources

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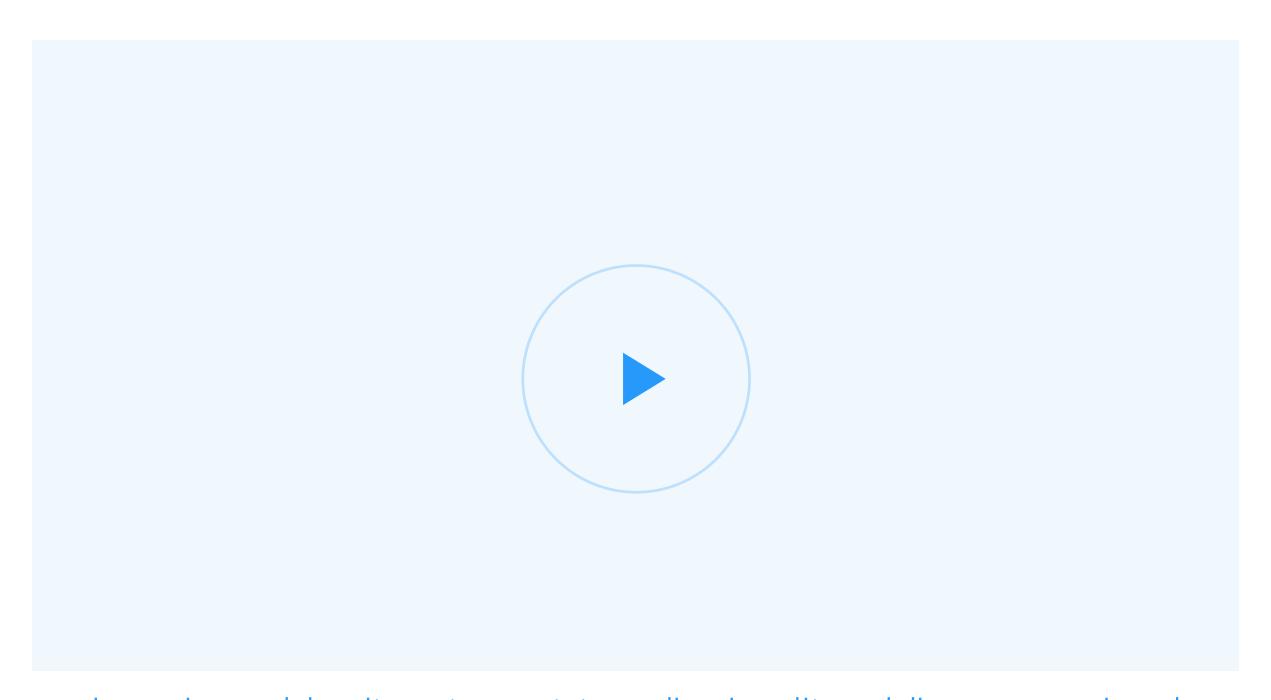
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