

louvre-wireframes.graffle

WIREFRAMES

Version: 1.0

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Last Updated

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What is a wireframe?

Wireframes are part of the information architecture, defining page structures for individual web pages. The wireframe's main focus is on the application's structure, information design and interaction design.

A wireframe is an abstract diagram illustrating the structural aspects of a page or page template. The purpose and use of each section within a page or the overall rationale for the page structure may complement the wireframe. A wireframe defines the types of information (content elements) and services (including navigation) generally required for each page-type. It does not contain the actual copy or visual design elements, keeping the focus on information, interaction, and navigation.

The actual copy, including links and image file names, will be stored in the master content document. Colours, stylesheets, shapes, aesthetics, and other visual design elements are addressed in a design style guide. For more detail on how the user navigates through site, refer to the user flow document. Also refer to the site map to see a hierarchical illustration of all pages on the site.

How should this document be used?

When updating web sites, this document will help the Channel, Design, and UX teams determine: the structure (required elements, navigation, etc.) of a new page that is added to the sites, and / or how new pages, functionality, and/or page elements affect the overall information structure of existing page types (and the extent, if any, of changes that should be made to related page-types).

Key to annotation icons within this document

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IA:	Yosem Sweet	Date:	09/24/11

Value

- ☐ 1. Does the page provide evidence that user goals can be completed?
- ☐ 2. Is essential content available where needed?
- ☐ 3. Is essential function available where needed?
- ☐ 4. Are essential content and function given priority on the page?

Navigation

- ☐ 5. Are category and subcategory names clear and mutually exclusive?
- ☐ 6. Do menu categories immediately expose or describe their categories?
- ☐ 7. Are items classified logically?
- ☐ 8. Is the task flow efficient?
- ☐ 9. Are hyperlinks clear and informative?

Presentation

- ☐ 10. Are keyword-based searches comprehensive and precise?
- ☐ 11. Do page layouts use space effectively?
- ☐ 12. Are formatting and layout support easy scanning?
- ☐ 13. Are interactive elements placed logically on the page?
- ☐ 14. Are interactive elements consistent?
- ☐ 15. Does the site accommodate the user's range of hand-eye coordination?

Trust

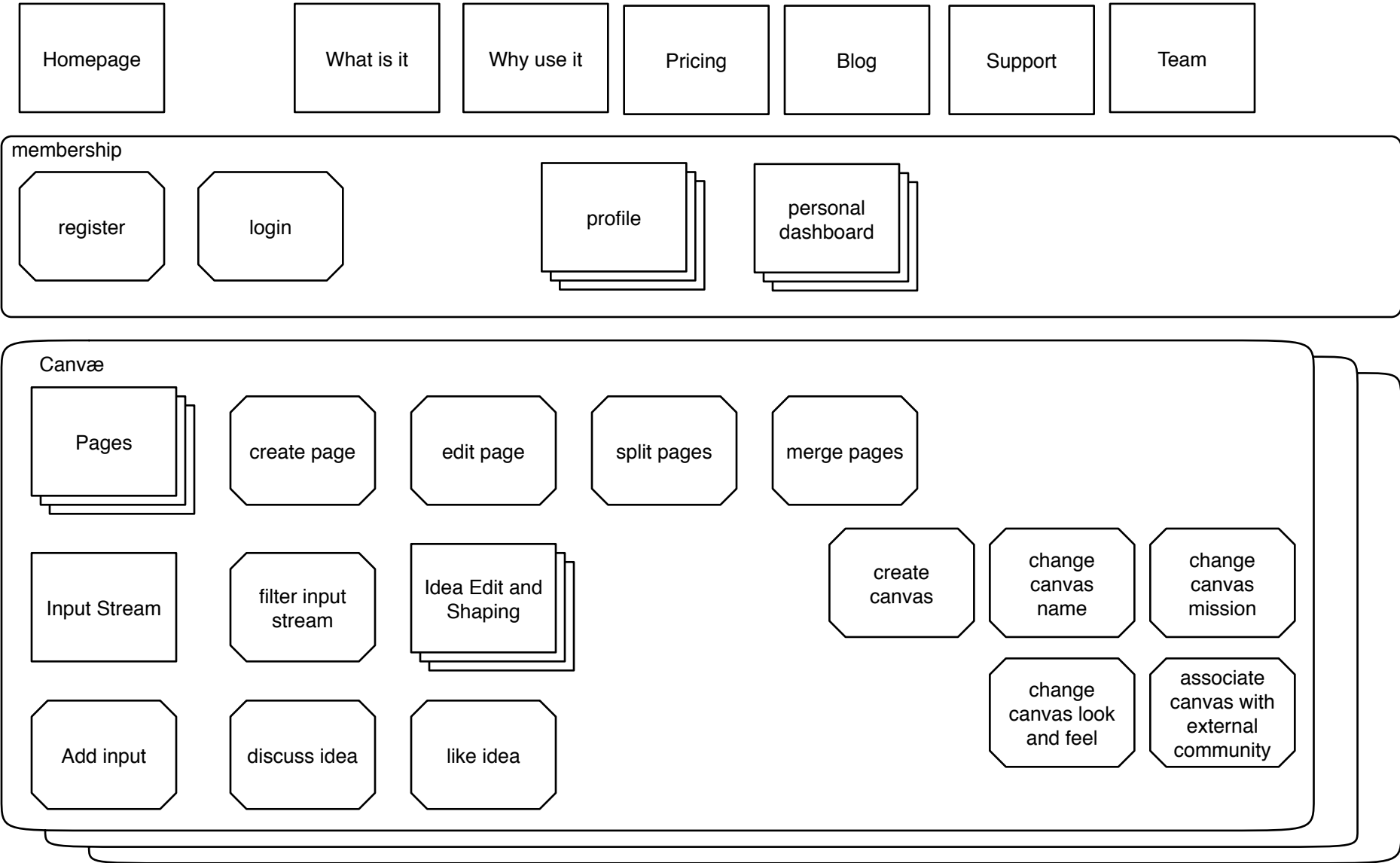
- ☐ 16. Does the site present privacy and security policies in context?
- ☐ 17. Does pages provide location cues?
- ☐ 18. Does site functionality provide clear feedback in response to user actions?
- ☐ 19. Is contextual help available at key points?
- ☐ 20. Does the site help users recover from errors?

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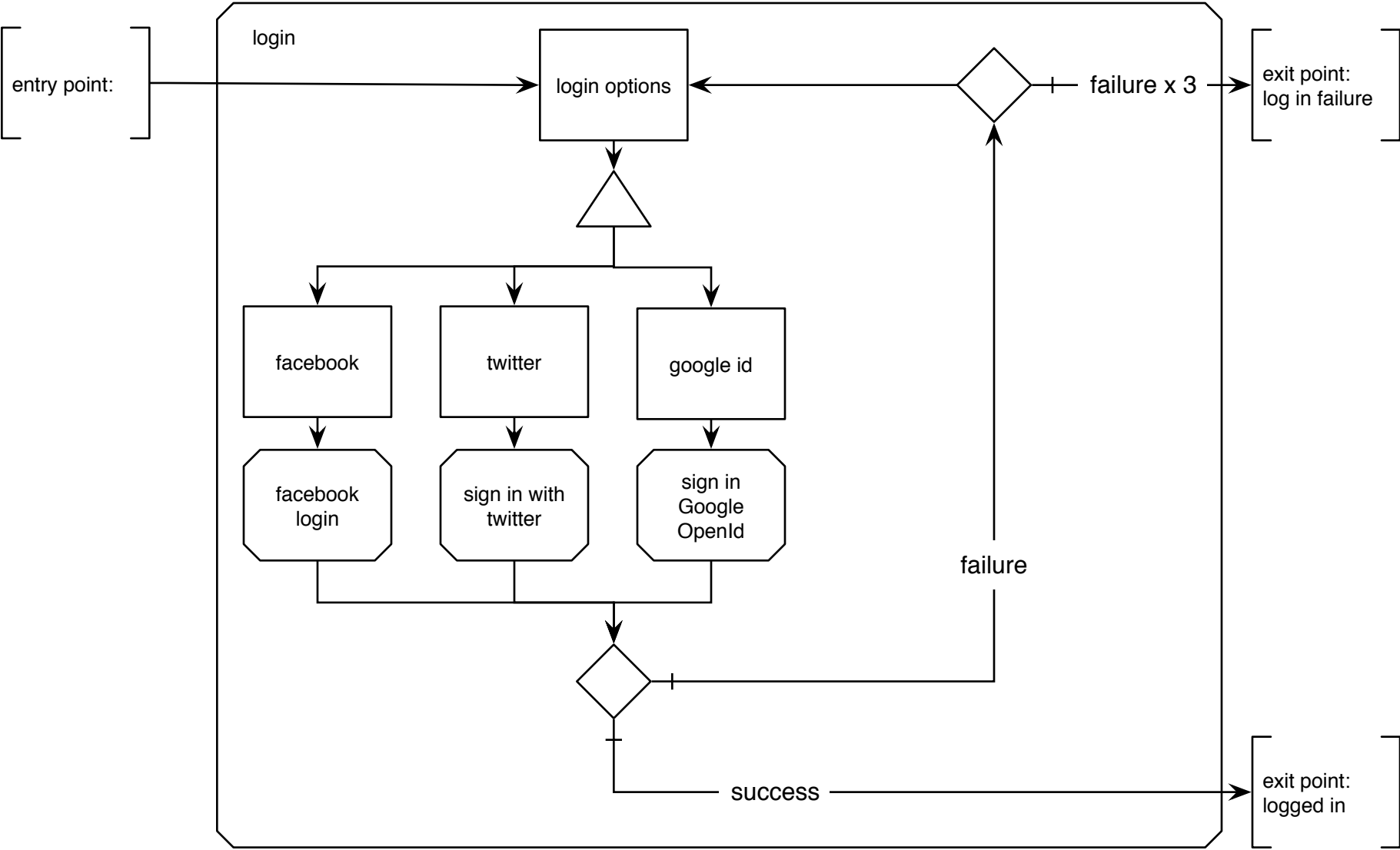
Change Tracking

Version	Date	Page Name	Change
1.0		All Pages	None

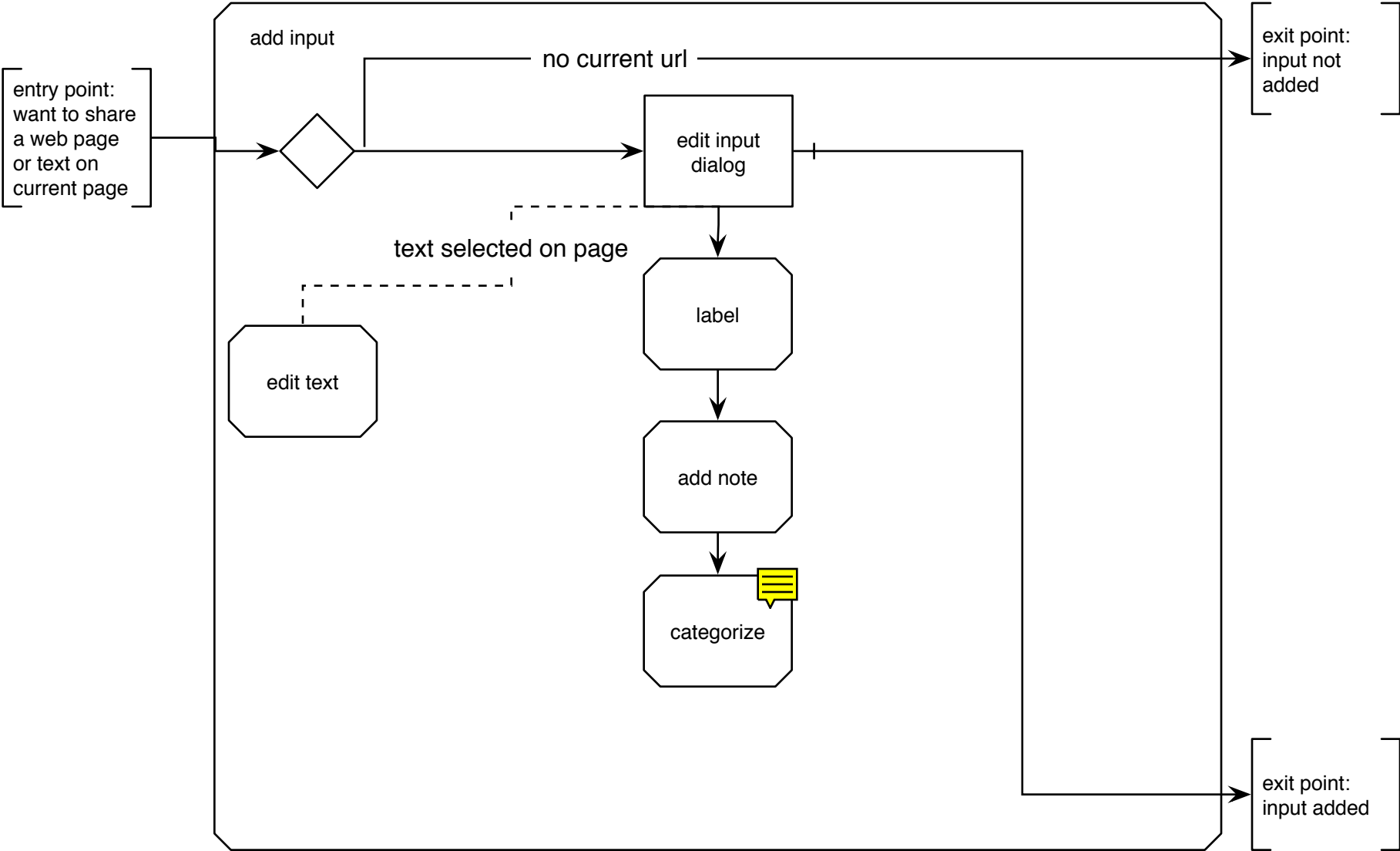
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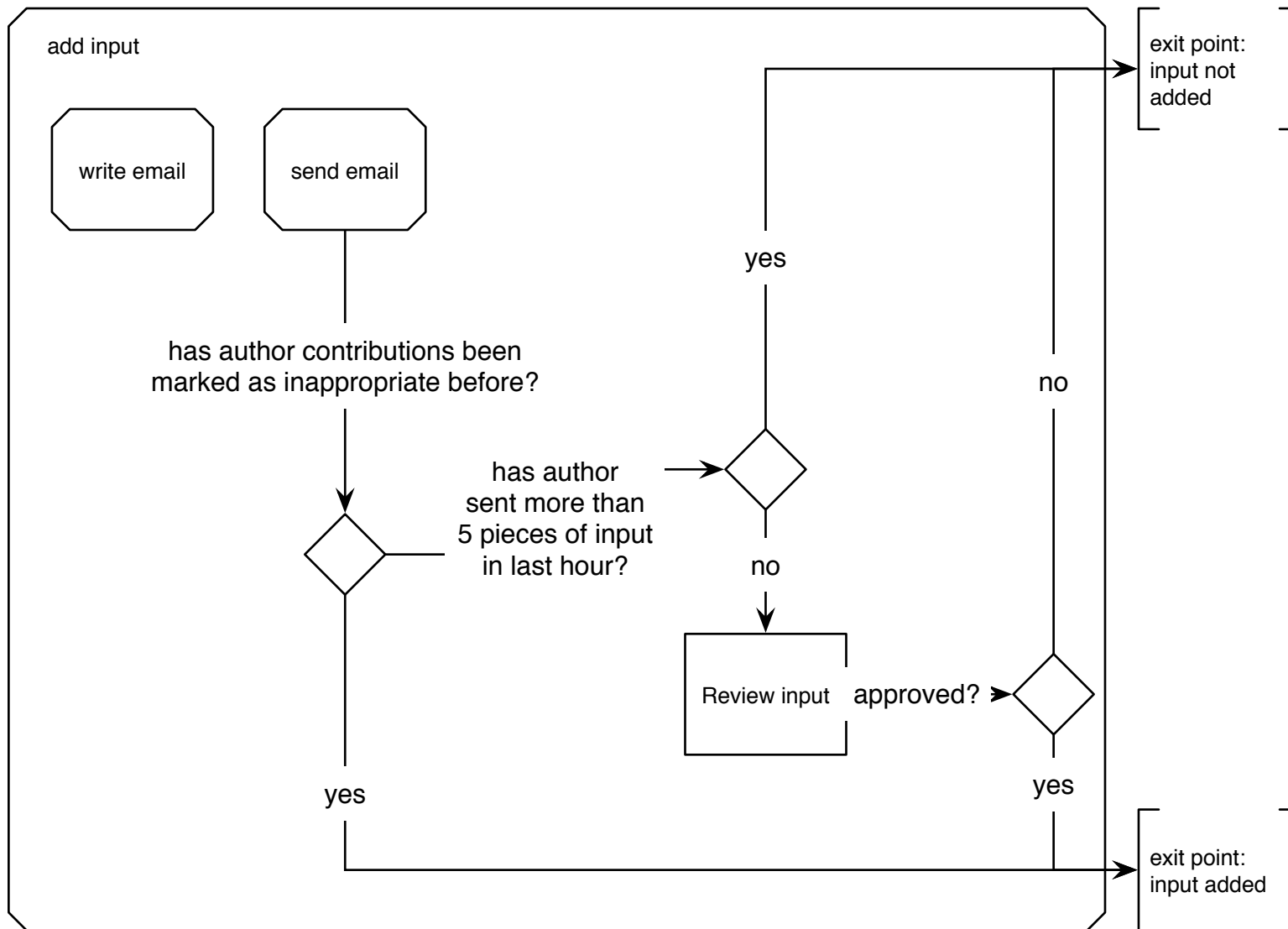


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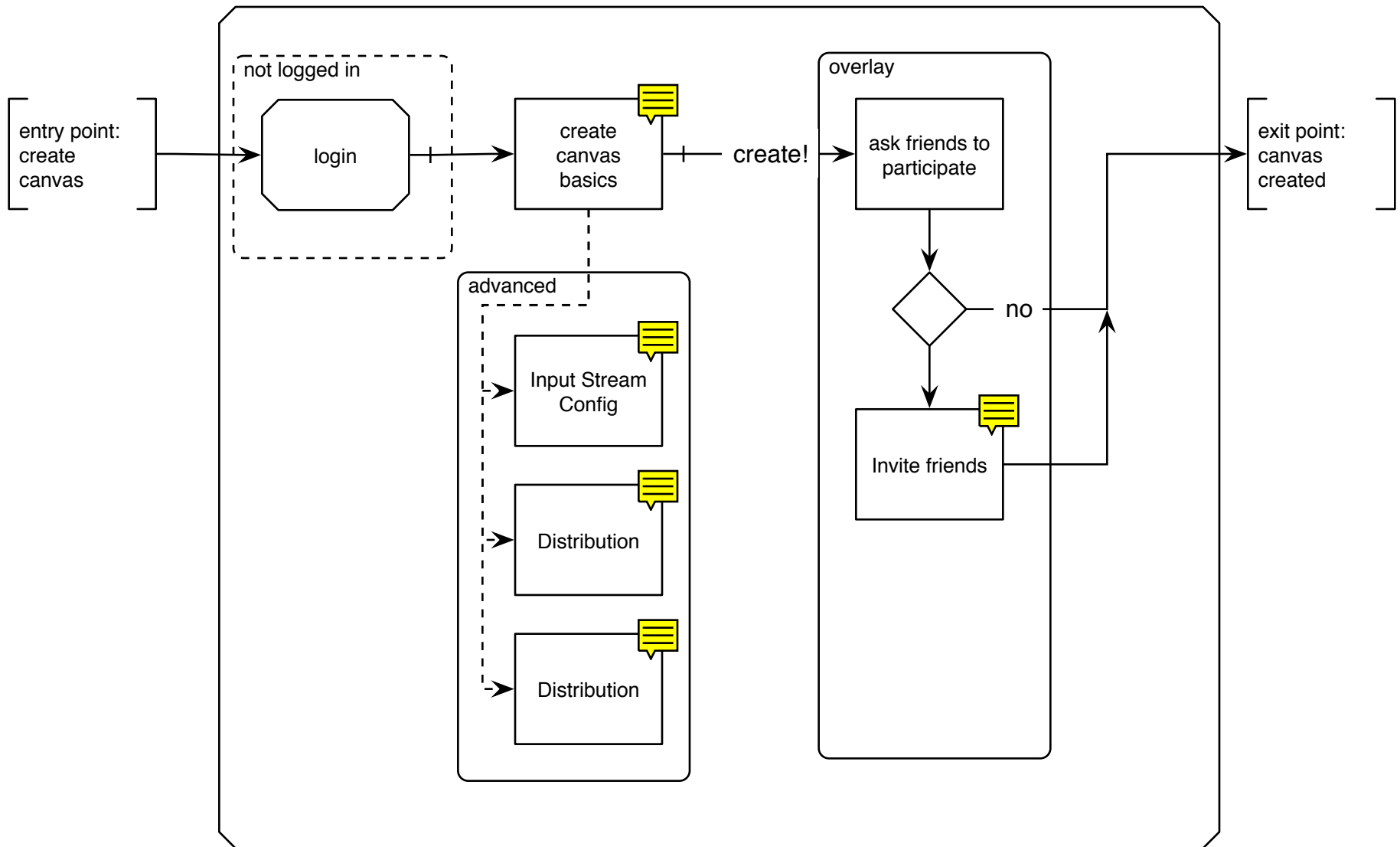


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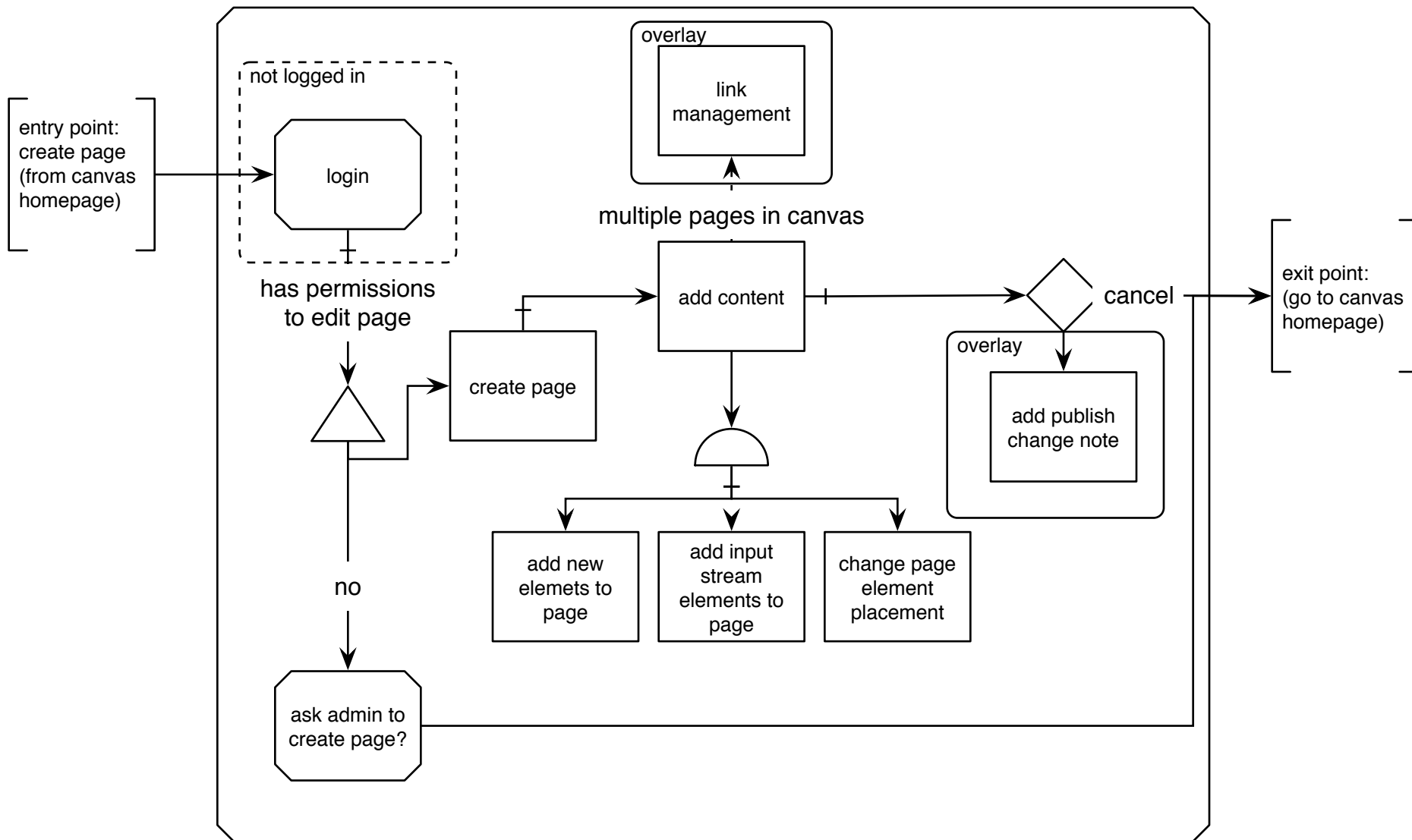
entry point:
want to share
something via
email



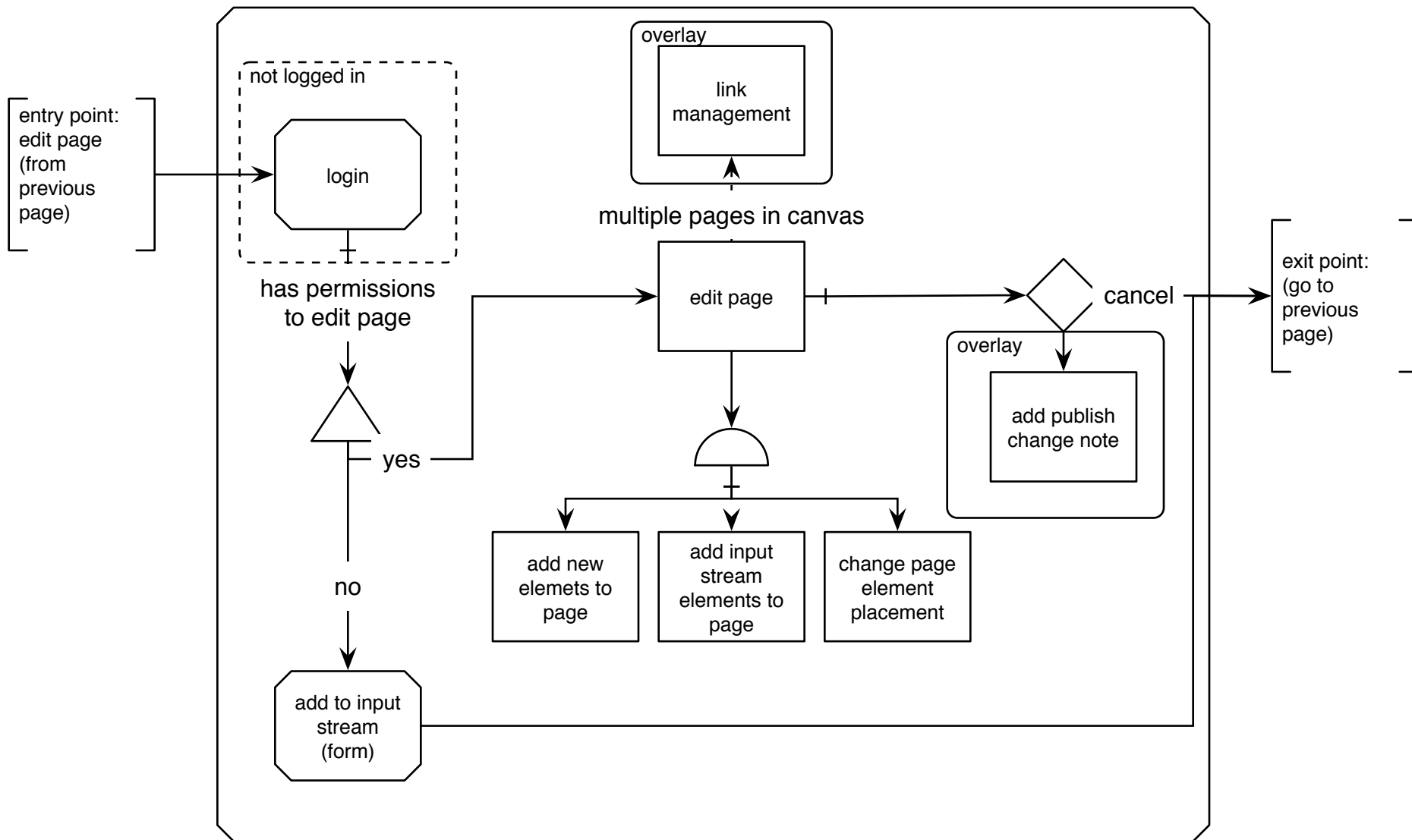
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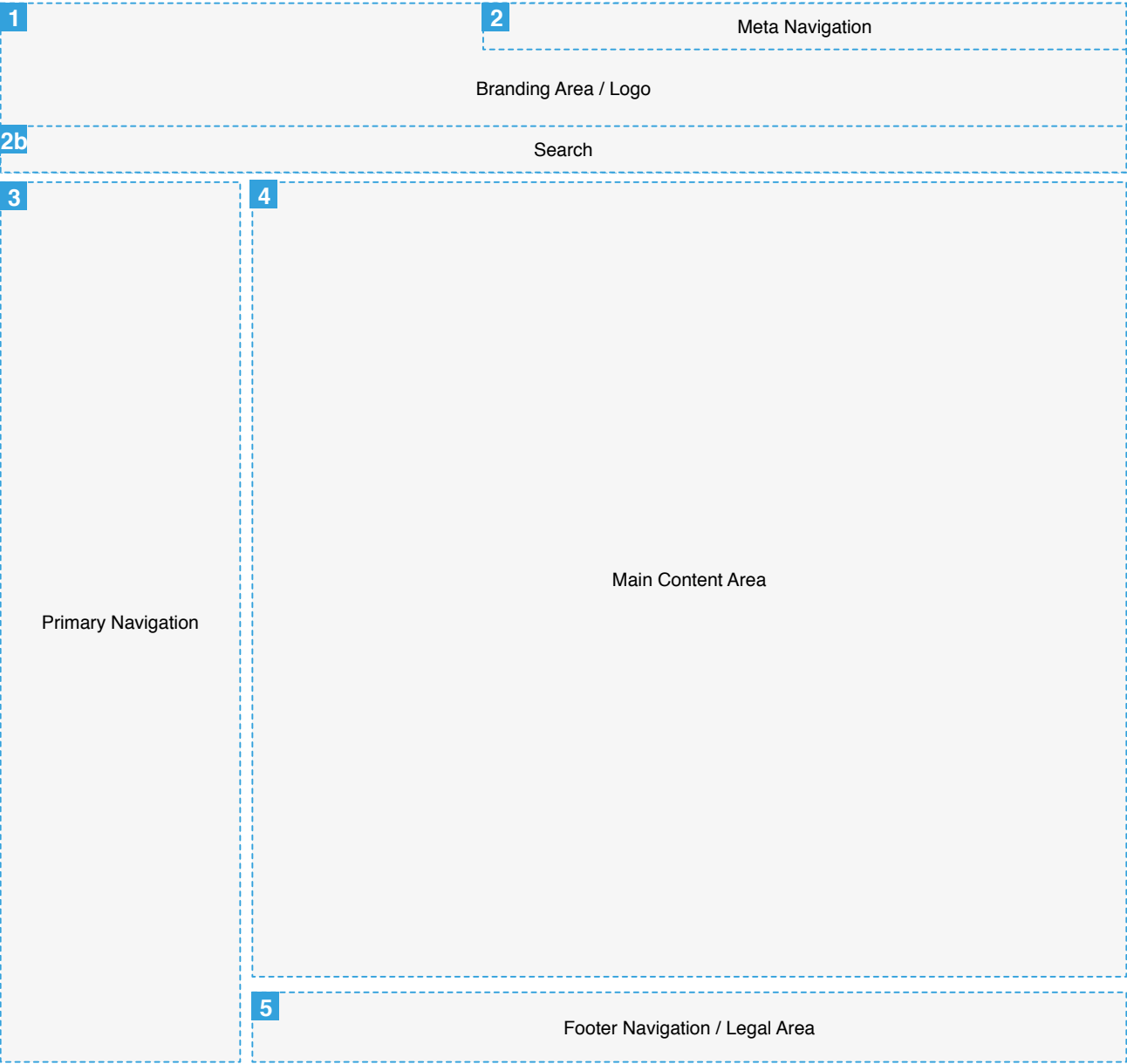


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entry point:

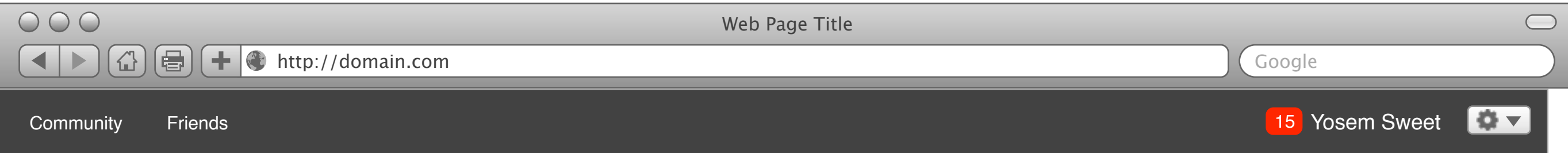


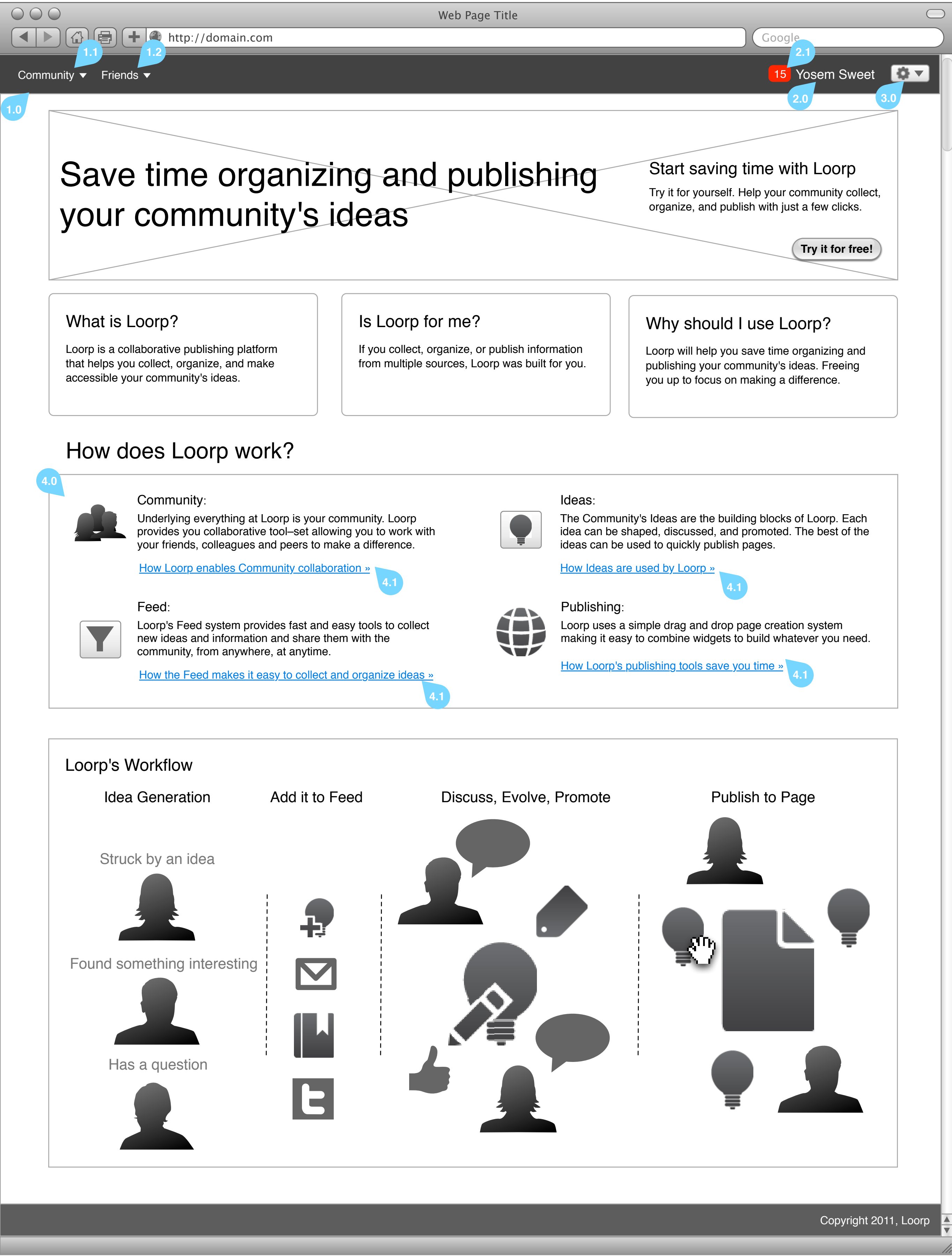
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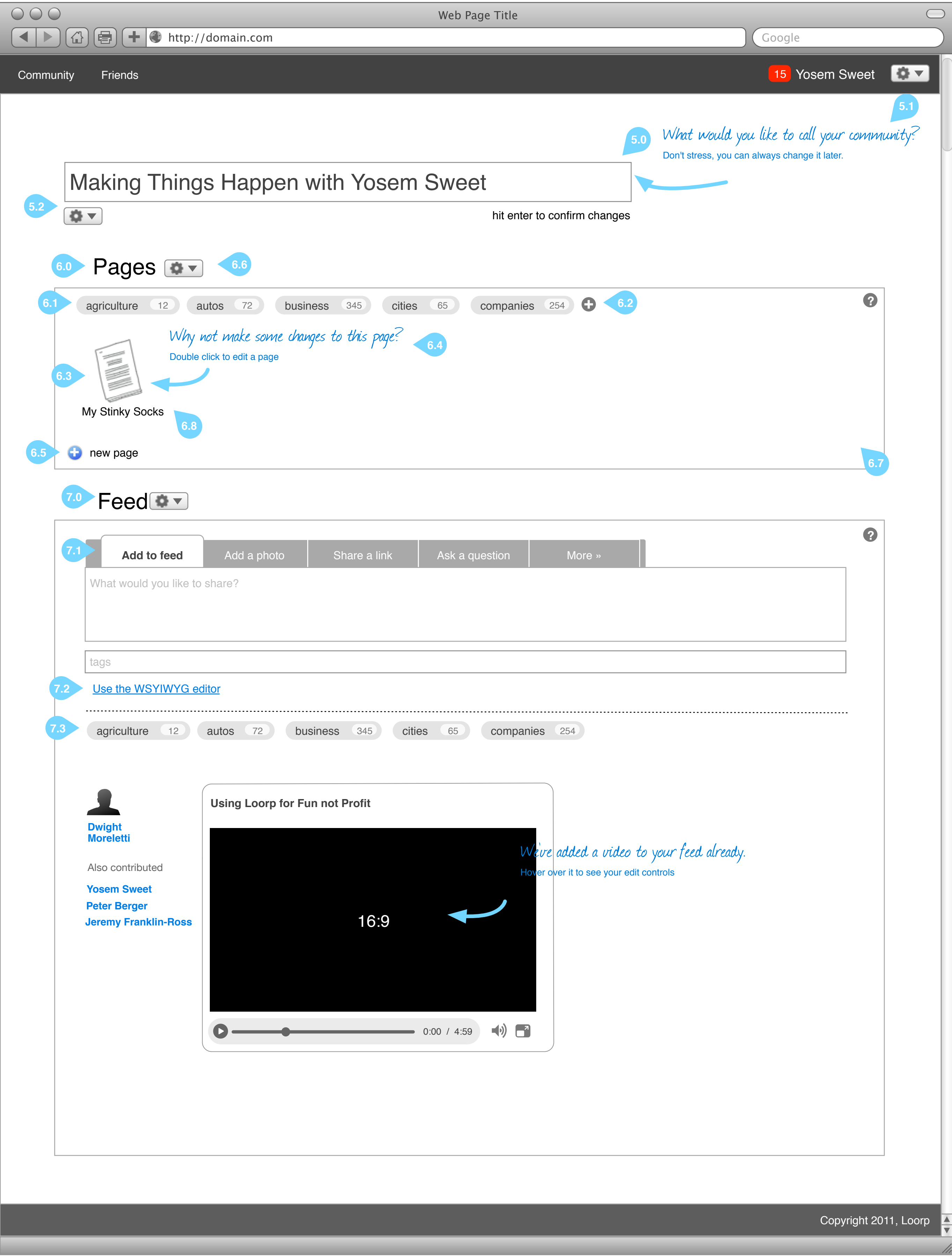
- 1. Branding Area:**
This is where the logo and specific branding elements are positioned.
- 2. Meta Navigation Area:**
Consists of meta links (i.e profile name, mysuite, today's articles, sign out).
- 3. Primary Navigation Area:**
Lists the content topics of the site. Plus Writer's Tools + member's tools
- 4. Main Content Area:**
These are page specific elements.
Always refer to the Content Documentation for actual page structure.
- 5. Footer Navigation / Legal Area:**
Mirrors the 'utility navigation' but as simple text links.

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- 1.0 Provide a consistent menu across the top of every screen. Commands will always be available. First guess at useful menus are: communities and friends.
- 1.1 Communities will list all communities you are following (in alphabetical order). It will also provide a search link to find other communities. Selecting a community will take you to the community homepage.
- 1.2 Friends would provide easy ways of messaging every other loop member you have friended. It will also provide a search mechanism to find and friends (facebook friends connections first stab). Friends currently on loop should be indicated It will also provide an invite link as a menu item
- 2.0 Member name always shown for logged in members - link to member profile page?
- 2.1 Indicator identifying new/unread notifications. Clicking drops down notifications menu
- 3.0 Preferences menu - provides access to notification preferences. Member display name. Owned community management.
- 4.0 Loop's key concepts - Test different orders and layouts here. We may well be able to drop some of these concepts entirely.
- 4.1 Interest links - we need to measure these to see which of them



- 5.0 Community Name - default to something fun-ish
When first creating a community this should have focus, be prepopulated with the default, and be in edit mode
- 5.1 When first creating a community this CTA indicator should be shown until the user hits enter
- 5.2 this instructional text should be shown whenever the user is editing the community name
- 5.3 this call to action shown when user isn't editing
- 6.0 Pages area provides access to all pages in the community. The pages area should be large enough to imply space and room for multiple pages.
- 6.1 Pages can be organized into groups. Each group indicated the number of pages in the group. Pages can belong to multiple groups. Clicking on a group filters the pages shown in the pages area. We always show a union of all selected groups. Pages can be added to groups via drag and drop.
- 6.2 A new group can be added by clicking the + button, typing a name, and then hitting enter. Hitting esc will cancel group creation.
- 6.3 Pages are shown visually with a title. Hover provides access to tools for editing or viewing a page
- 6.4 When first creating a community, this CTA indicator will be shown until user views page.
- 6.5 Clicking new page takes user to new page form.
- 6.6 Within pages option the owners can manage page groups.
- 6.7 As new pages are created they will show up here via ajax. The area will grow according to page count.
- 6.8 Dropping a widget onto a page will add it to the page at the bottom.

