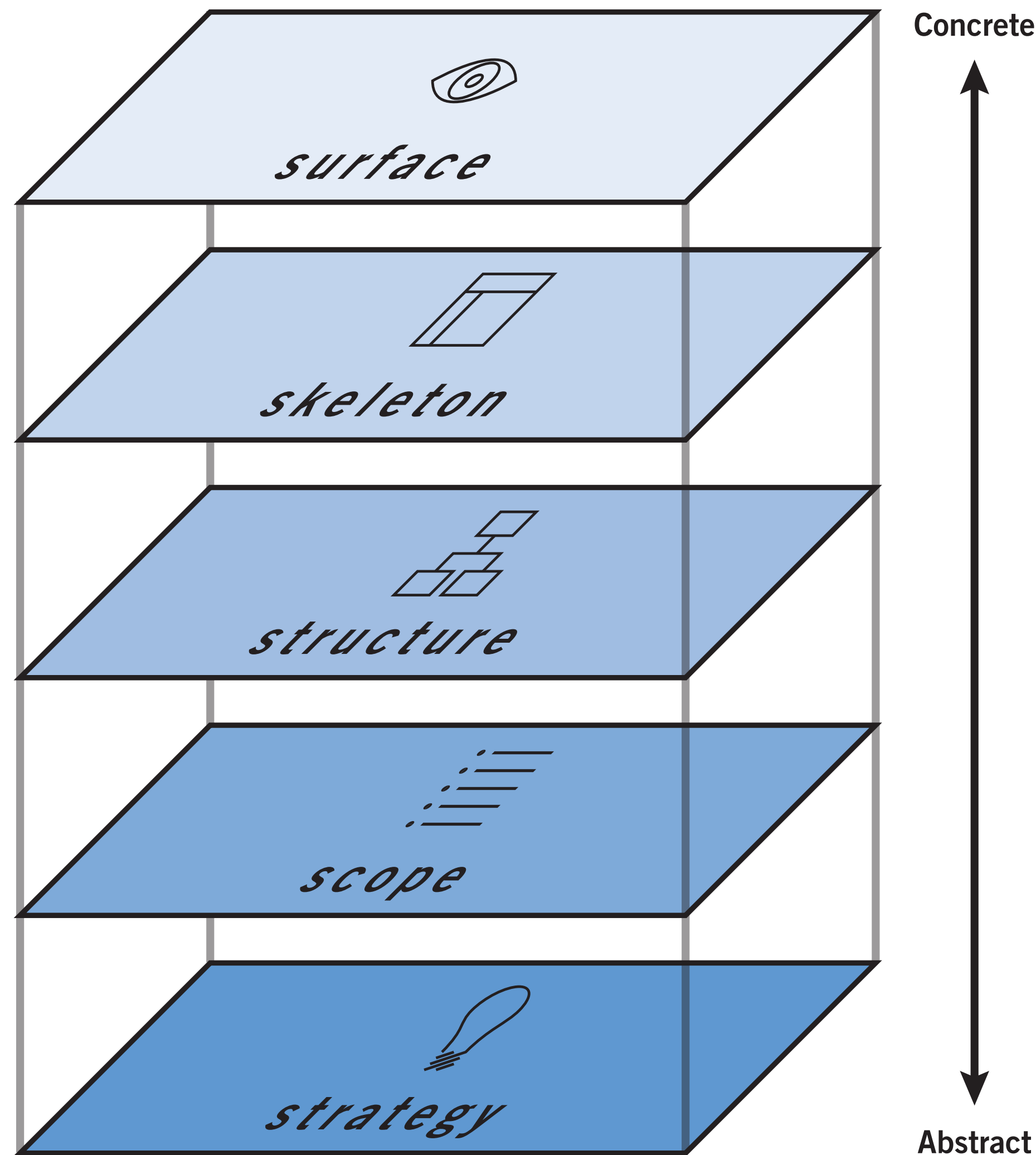


Personas, Task Flows, & Wireframes



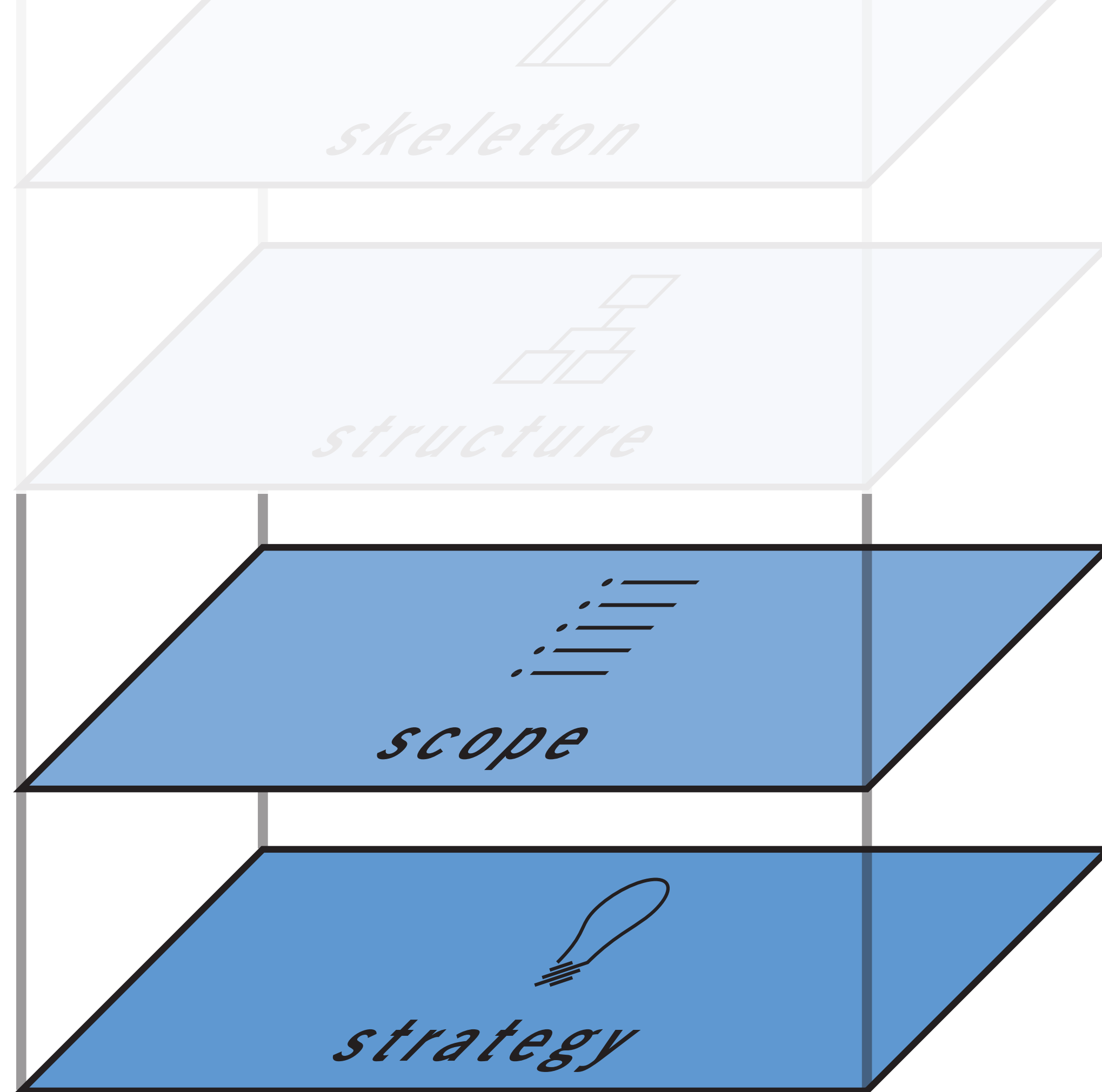
Surface brings everything together visually: What will the finished product look like?

Skeleton makes structure concrete: What components will enable people to use the site?

Structure gives shape to scope: How will the pieces of the site fit together and behave?

Scope transforms strategy into requirements: What features will the site need to include?

Strategy is where it all begins: What do we want to get out of the site? What do our users want?



Skeleton makes structure concrete:
What components will enable people
to use the site?

Structure gives shape to scope: How
will the pieces of the site fit together
and behave?

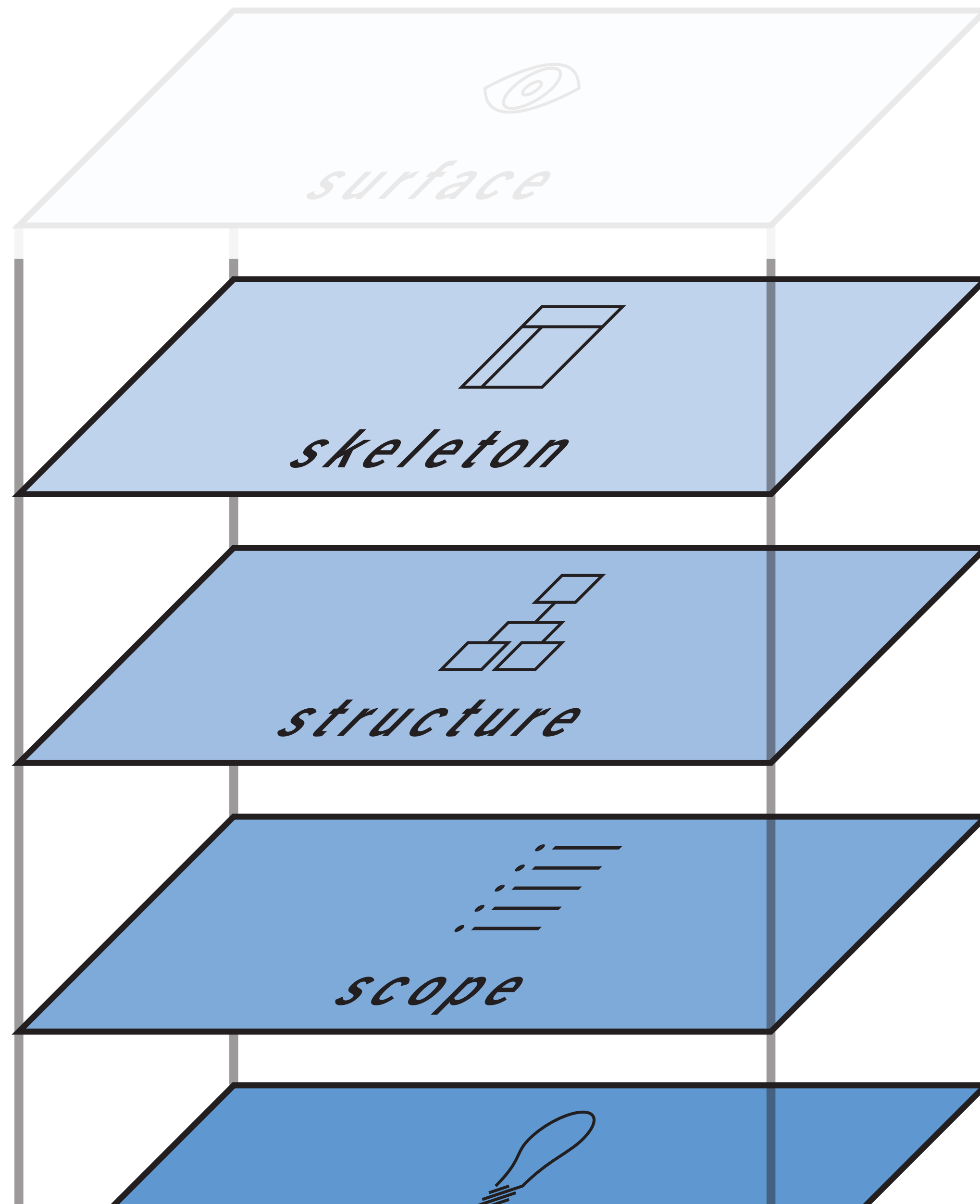
Scope transforms strategy into
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do we want to get out of the site?
What do our users want?

Abstract

Jesse James Garrett

jjg.net/elements



Concrete

Surface brings everything together visually: What will the finished product look like?

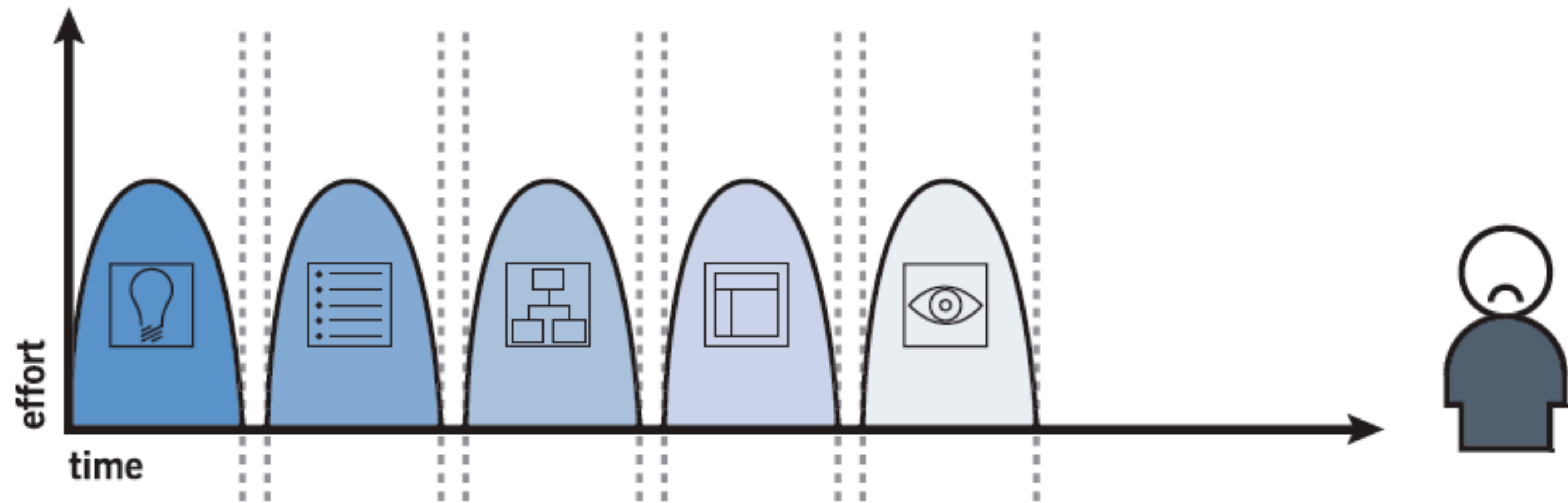
Skeleton makes structure concrete: What components will enable people to use the site?

Structure gives shape to scope: How will the pieces of the site fit together and behave?

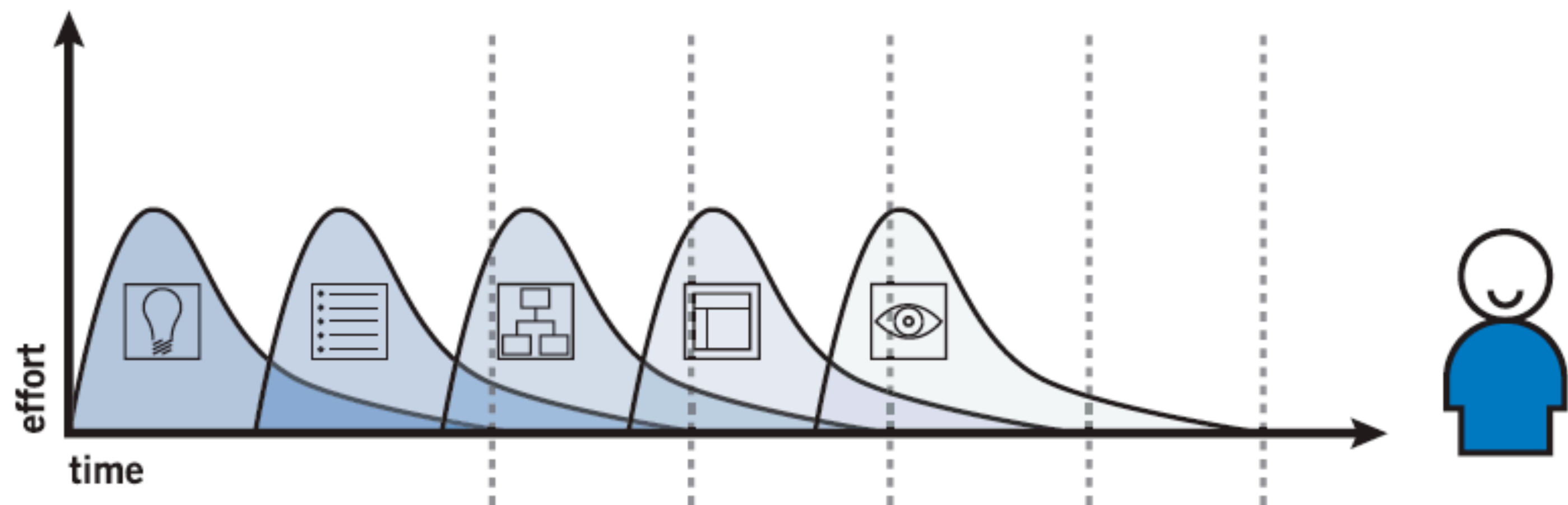
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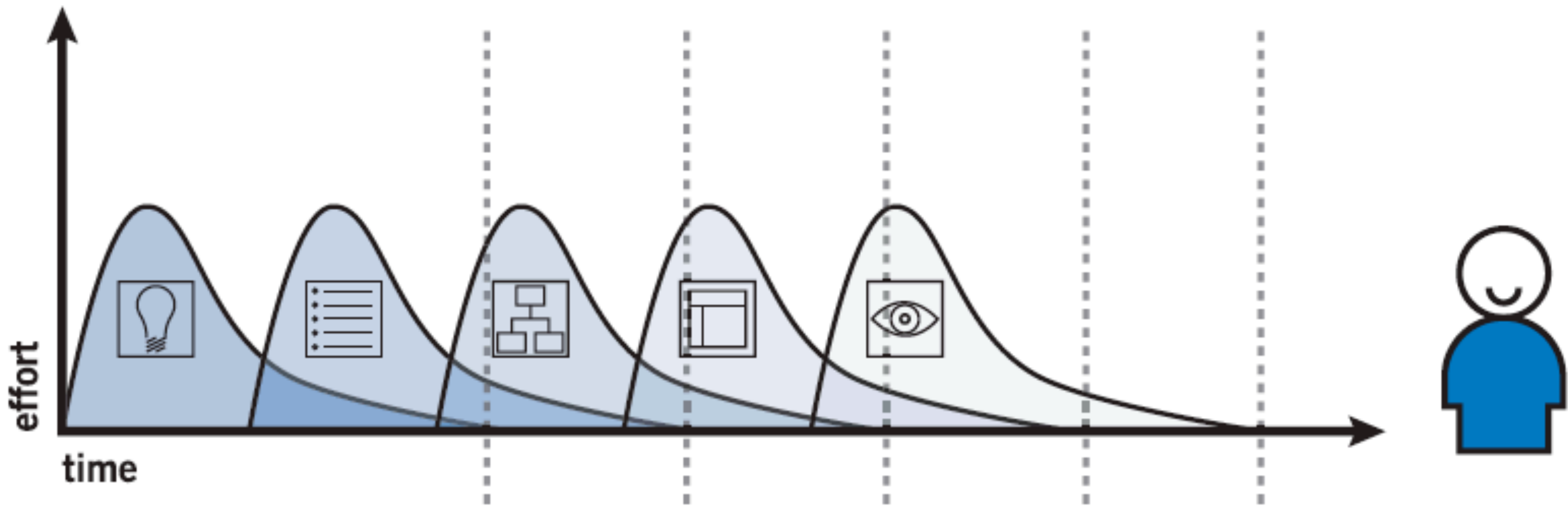
Waterfall Approach to a Project's Steps



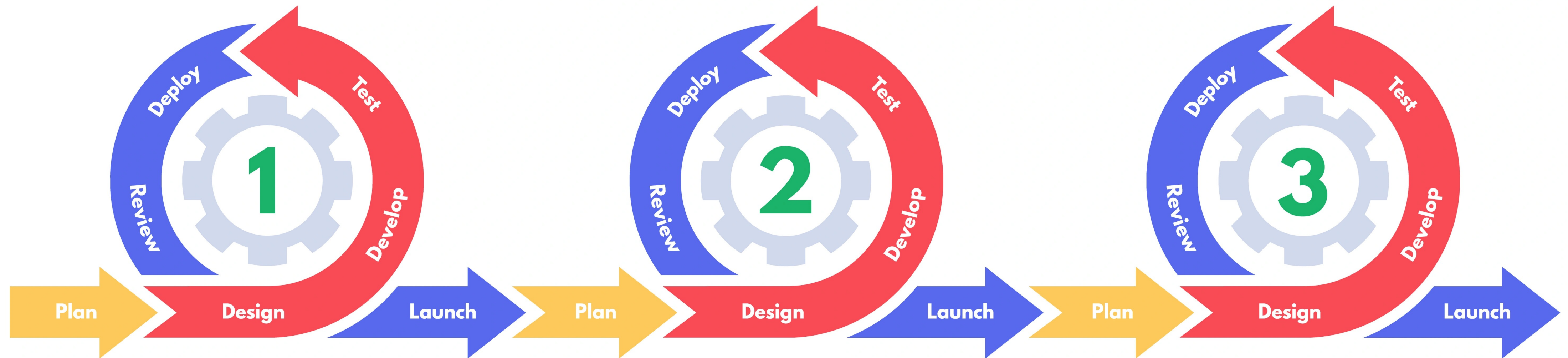
Requiring work on each plane to **finish** before work on the next can **start** leads to unsatisfactory results for you and your users.



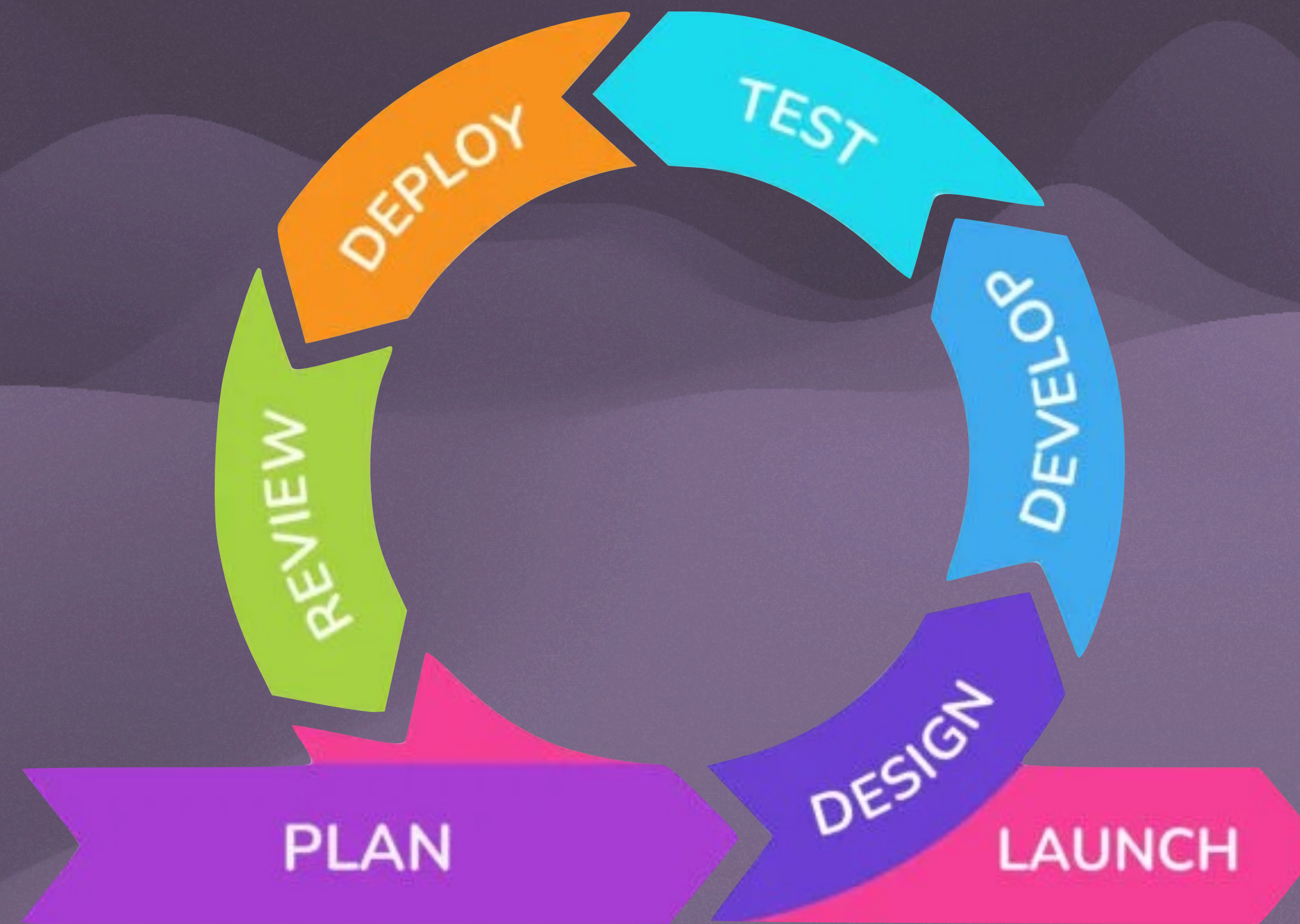
A better approach is to have work on each plane **finish** before work on the next can **finish**.



Agile Approach to a Project's Steps



Agile Approach to a Project's Steps



Design Principles for UX Design

Key Areas of Design Principles for UX Design

- **Visual Design—**

Visual design principles regarding the relationship between elements in a view (such as a web page). This includes concepts such as unity, hierarchy, and balance. They provide focus on how users may see your product.

- **Interaction Principles—**

Interaction principles regarding the way users move through the site's spaces. This includes flows within a page (such as through an online form), and navigation. They provide focus on how users may act within your product.

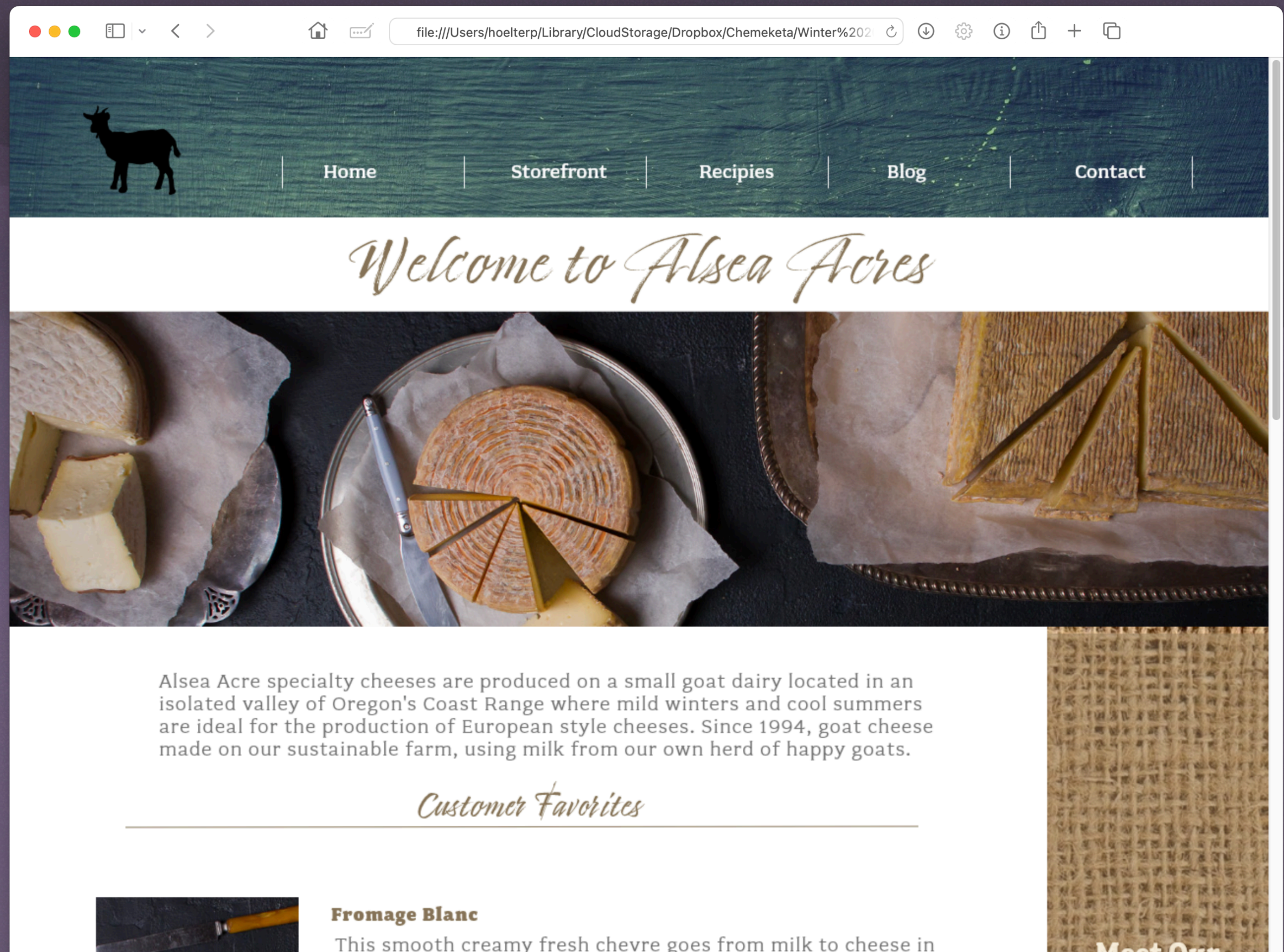
- **User Psychology—**

Psychology principles affecting the way users may perceive and engage with your design. This includes common perceptions that may influence if they trust your information, their engagement with other users, and their motivation to learn. They provide focus on how users may feel when using your product.

Visual Design

Design Principles for UX Design

- Unity and Variety
- Hierarchy and Dominance
- Economy of Elements
- Proportion and Balance



Interaction Design

Design Principles for UX Design

- Associations and Affordance
- Economy of Motion
 - How far is it from the where the user probably is?
 - Are you requiring users to with methods of input—for example, from keyboard to mouse?
 - How easy is it to action the object?
- Response



**PLACE HANDS UNDER
FAUCET TO WASH**

**PLACE HANDS TO SIDES
OF FAUCET TO DRY**

Response Example



Response Example



♡ 83 💬 📍 7

saxondrama Hadestown: pics from first dress rehearsal. All aboard !! We open THIS FRIDAY

10 hours ago



Psychology

Design Principles for UX Design

- The Emotional Effect of Attractive Design
- Flow & Game Design
- Social Proof



Game Example



❤️ 83 💬 📍 7

saxondrama Hadestown: pics from first dress rehearsal. All aboard !! We open THIS FRIDAY

10 hours ago



User-Centric Design

What is User-Centered Design?

- User-centered design is a product development methodology based on actual user needs, behaviors, abilities and perceptions.
- It is the practice of creating engaging, efficient user experiences.
- The concept of user-centered design is very simple: Take the user into account every step of the way as you develop your product.

“Everything the user experiences should be the result of a conscious decision on your part. Realistically, you might have to make a compromise here and there because of the time or expense involved in creating a better solution.

But a user-centered design process ensures that those compromises don't happen by accident. By thinking about the user experience, breaking it down into its component elements, and looking at it from several perspectives, you can ensure that you know all the ramifications of your decisions.”

—Jesse James Garrett



Copy Profile Error



The operation completed successfully.

OK



User interfaces are hard to design

- **You are not the user**
 - For programmers, most software engineering is about communicating with other programmers
 - UI is about communicating with *users*

User Research

User Research

Techniques for getting to know your visitors

- **User Interviews**

A one-on-one conversation with a participant who belongs to one of the site's primary user groups

- **Contextual Inquiry**

An on-site visit with participants to observe and learn about how they work in their normal, everyday environment

- **Surveys**

A series of questions consisting of mainly closed-end answers (multiple choice) used to identify patterns among a large number of people

- **Focus Groups**

A group discussion where a moderator leads participants through questions on a specific topic.

- **Card Sorting**

Participants are given items (such as topics) on cards and are asked to sort them into groups that are meaningful to them.

- **Usability Testing**

Users try to perform typical tasks on a site or application while a facilitator observes and, in some cases, asks questions to understand users' behavior.

Personas

“A *persona* is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design.”

— Kim Goodwin, Cooper

Personas

- Consolidates complex information into an (easy to remember) abstraction.
- Must still remember that these are *people*.

Why Use Personas?

- Personas put a human face on the amorphous “user” because they are based on actual user needs. They save time by focusing development toward real use cases and away from unlikely “edge” cases.
- Helps give **Focus** to the project, gain **Empathy** for the user, and **Gaining Consensus** about features and direction.

“User experience designers often see creating persona as a great exercise in *empathy*.”

—Russ Ungar



LISA VERTUDACHES

Goals in Developing Personas

- Focuses on understanding:
 - Who are the users?
 - What are their goals?
- Goals drive a person's actions
- Tasks are things a person does in order to accomplish his goals
 - What are their pain points?
 - What are their motivations?

Minimum Content Requirements for Personas

- Photo
- Name
- Age
- Location
- Occupation
- Biography
(the storytelling part)

Home Owner — Significant Event

Paul and Helen



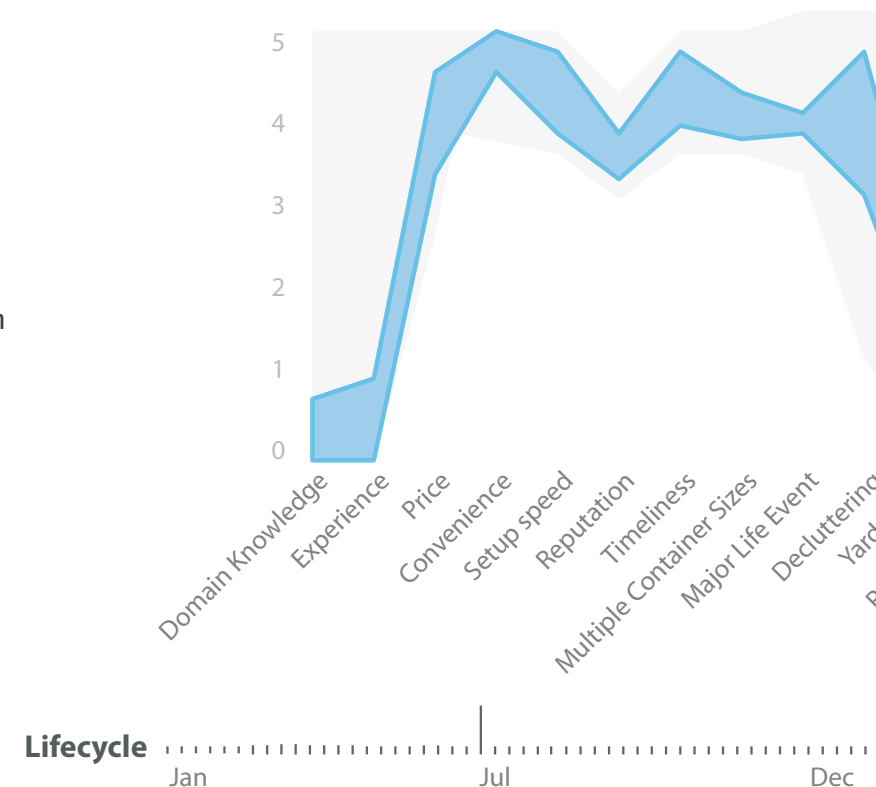
Age: 24-65

“I guess we can put anything in there. I’m just not sure how much will fit.”

Helen’s mother died a few weeks ago and they’re just now getting around to emptying the house. They plan on selling the house, but there’s quite a bit they’ll need to clean out first. The house also needs some renovation work in the master bathroom.

The basement is filled with stuff Helen’s mother collected over the past couple of decades. She never threw anything away. She has newspapers and Time magazines from the past 20 years. There are a few things Helen wants to keep. Most of the clothing and furniture will be donated to Goodwill. Unfortunately, most of her mother’s “collectables” have been ruined from water and mildew. She also has paint cans, but Paul and Helen don’t know if the paint contains lead or not.

This is the first time Paul and Helen have gone through something like this. They don’t even know where to begin. They just want this to be as easy as possible. They know they need a dumpster, but aren’t sure how much it will hold. And they assume just about anything can go in the dumpster, unless someone tells them otherwise. Their only other concern is that dumpsters tend to be unsightly. They’re hoping to find a company who won’t make the front yard look like a construction zone or ruin the yard when they deliver or pick up the dumpster.



Key Characteristics

- Single event like acquisition of a family estate or small remodeling job (e.g. bathroom).
- Little if any past experience with acquiring a dumpster.

Goals

- Get a dumpster quickly.
- Get rid of all the stuff they aren’t keeping or donating.
- Avoid destruction to the property during the process.
- Avoid an unsightly dumpster.
- Get rid of the dumpster quickly once it’s filled.

Questions

- Is there anything that can’t go in?
- How quickly can they deliver and pick up?
- Will they leave the property in the condition it was originally?
- How does this work?
- Is there a permit required?
- How much will it cost?
- How easily can I get a hold of someone if I need to?

Influencers

- Available when needed
- Price
- Vendor leaves the property how they found it
- Having the container size needed available
- Speed of setup and pickup once contacted
- On-line account access for scheduling and payment
- Quality and cleanliness of equipment
- Familiar brand

Frustrations & Pain Points

- Initial sticker shock
- Unfamiliar with the process
- Don’t know what they don’t know
- Making an apples to apples comparison

Home Owner — Significant Event

Paul and Helen



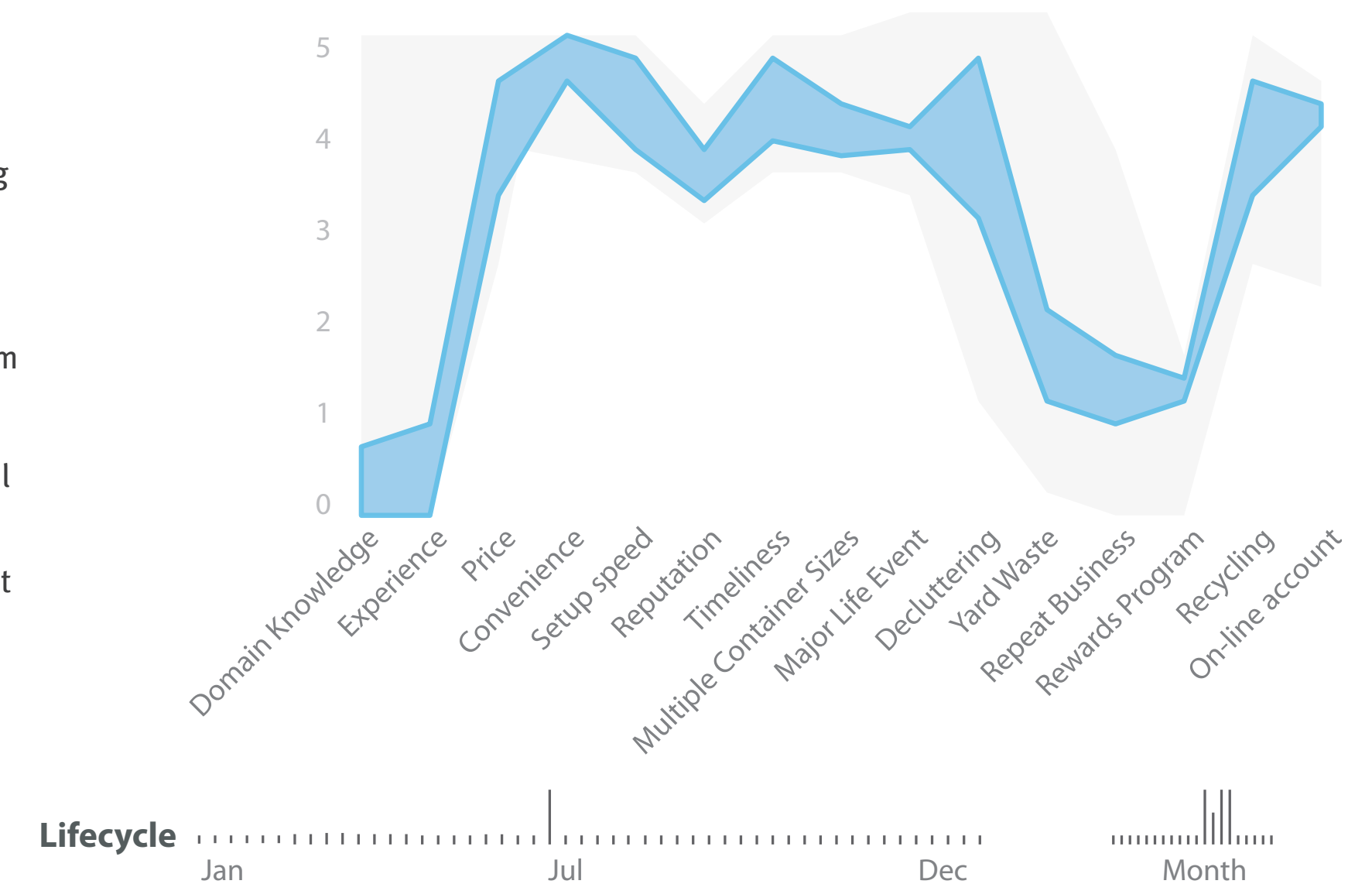
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Amanda Stone



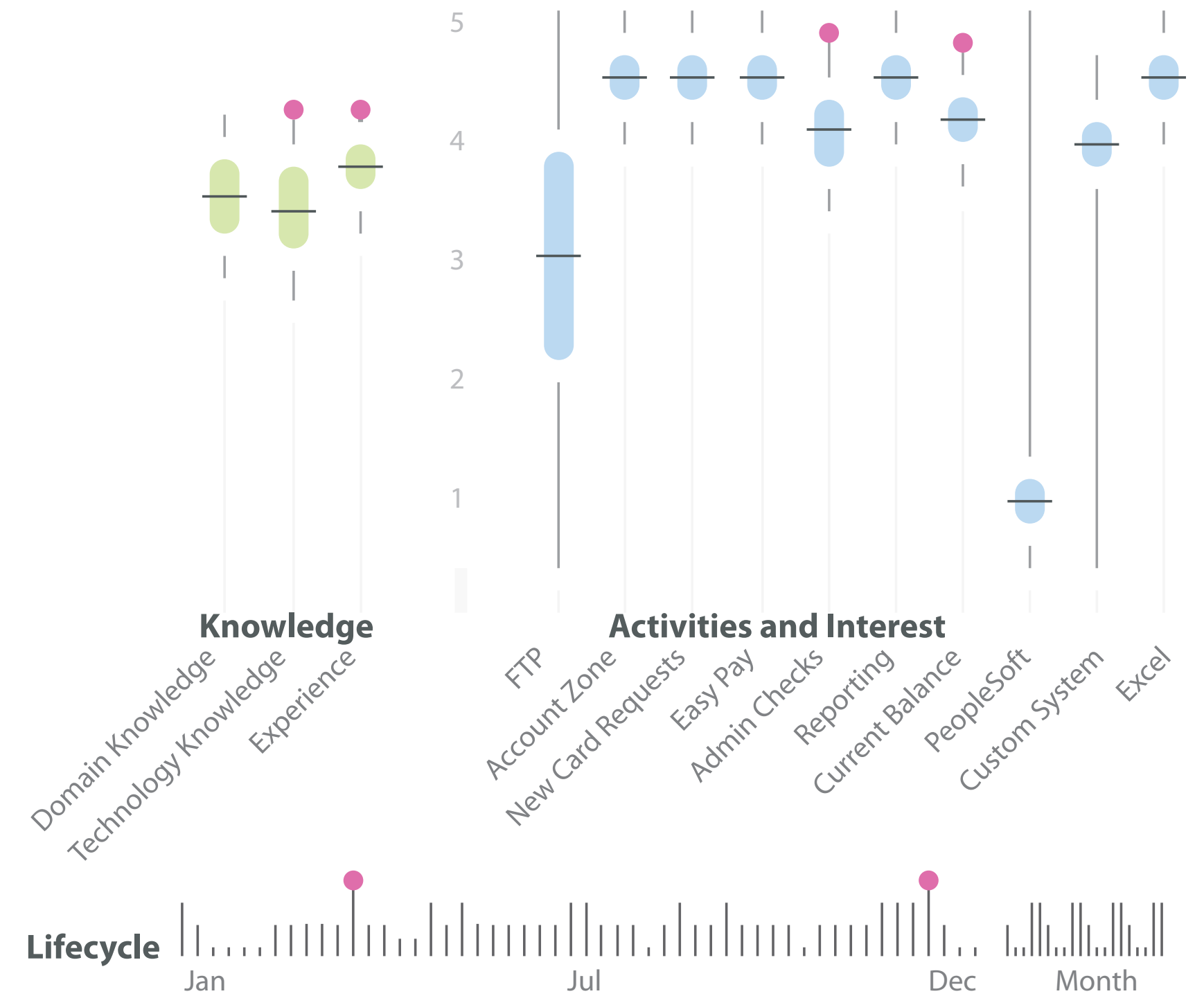
Age: 28-55

“I have to manage multiple programs for my clients.”

AMANDA SHARES THE INCENTIVE PROGRAM RESPONSIBILITIES WITH A FEW OTHER colleagues. They share access and manage multiple programs for clients. This can be particularly challenging to make sure she’s paying the right people on the right program. She needs to be able to switch between the different programs and know where she’s at at all times.

Account Zone really helps her issue new cards and make sure the program participants are paid quickly. The one thing she’s missing is the ability to look at each individual program as well as across all the programs she’s running to see how things are going. Her clients like to keep tabs on how the programs are performing. Right now she tracks that in Excel. She ends up either sending the Excel file to her clients, or sometimes exporting them and sending a PowerPoint with some nice charts in it. If Account Zone had a way to let her run reports on individual programs and across multiple programs that would be really awesome.

She uses Account Zone pretty regularly—several days a week. And since she’s managing multiple programs, she’s pretty active all year round.



Key Characteristics

- Manages multiple programs
- Medium to large company
- Moderate volume (50-2000+ orders at a time)
- Multiple people sharing a single role
- 70/30 Quick Pay and Admin Checks
- Weekly to bi-monthly usage
- Year round
- Very interested in reporting
- Wants to run reports across programs
- Heavy Excel use
- Custom internal system to interface with

Goals

- Pay employees quickly and easily.
- Prevent duplicated efforts.
- See what their current balance is to know if they need to wire money.
- Track transactions weekly, bi-monthly, month, quarter, and year.

Questions

- How do I run reports across all my programs?
- Is there a way to get my login info without having to call Ecount?
- Can we integrate with ClientZone some way so that we don’t have to go back and forth so much between different applications.
- Am I doing it right?

Influencers

- Integration with current system.
- Ability to pay employees quickly and easily.
- Cost (mostly time).
- Guided help.

Other Applications

- Excel
- PowerPoint
- Internet Explorer

Frustrations & Pain Points

- Can’t look across multiple programs at once.
- Can’t run reports across multiple programs at once.
- Correcting errors in the exception file “stinks”.
- Knowing what the exact problem is and how to fix it isn’t clear.
- Multiple steps with multiple applications isn’t efficient and makes it easy to “get lost” where she is.
- Multiple confirmation screens.
- Another username and password to remember.
- Finding email with her login information.

Using ChatGPT to Create Personas



Using ChatGPT to Create Personas



Persona Dos and Donts

Should:

- be based on user research
- be based primarily on qualitative research
- be focused on users' goals
- be based on common behavior patterns
- be specific to your design context or problem come to life, and seem like real people

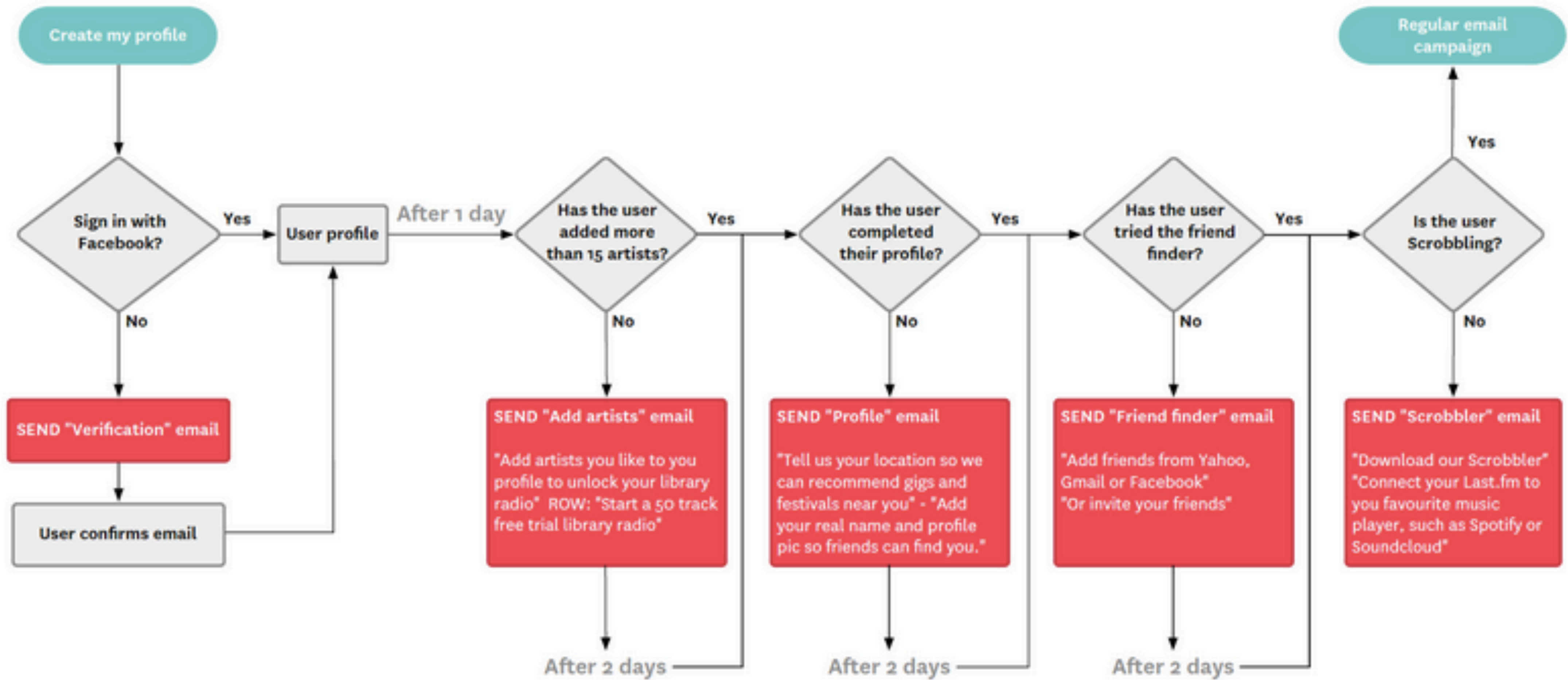
Should not:

- be focused on stereotypes or generalizations
- be an 'average' of observed behavior patterns
- be based only on user roles
- be based only on information gathered from subject matter experts, as they cannot completely represent end users

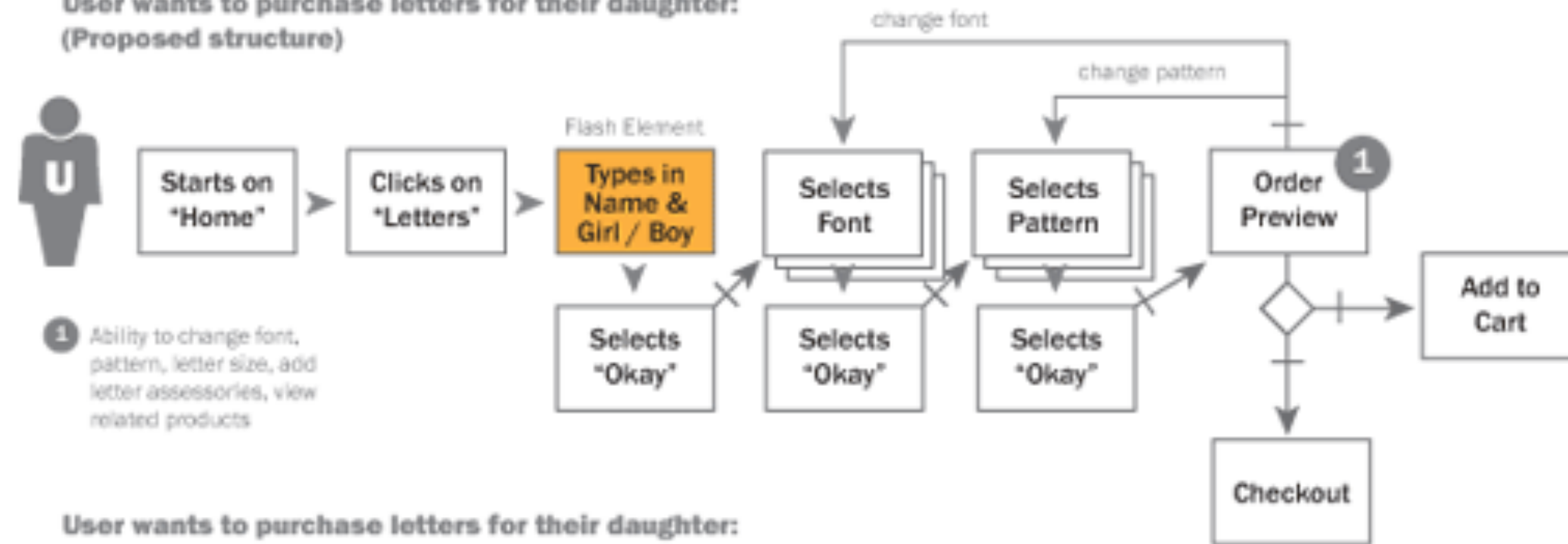
Task Flows

Last.fm New starter - sign-up email - wireflow

Feb 2012

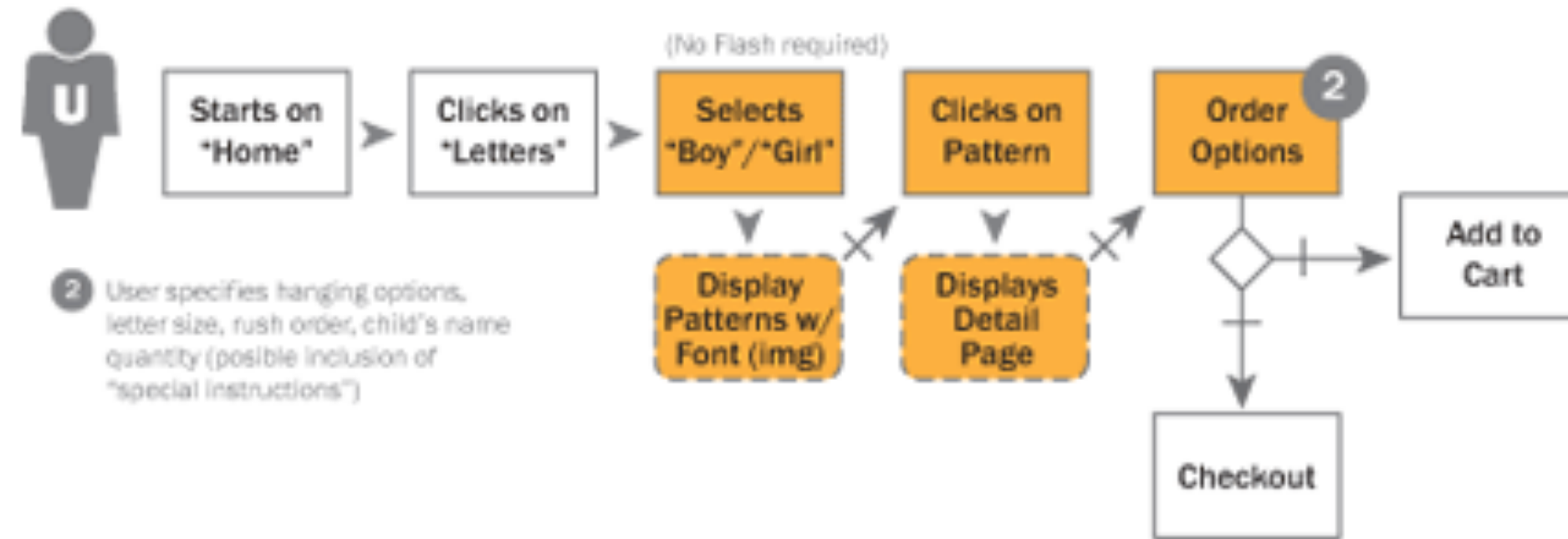


**User wants to purchase letters for their daughter:
(Proposed structure)**



1 Ability to change font, pattern, letter size, add letter accessories, view related products

**User wants to purchase letters for their daughter:
(Typical structure)**



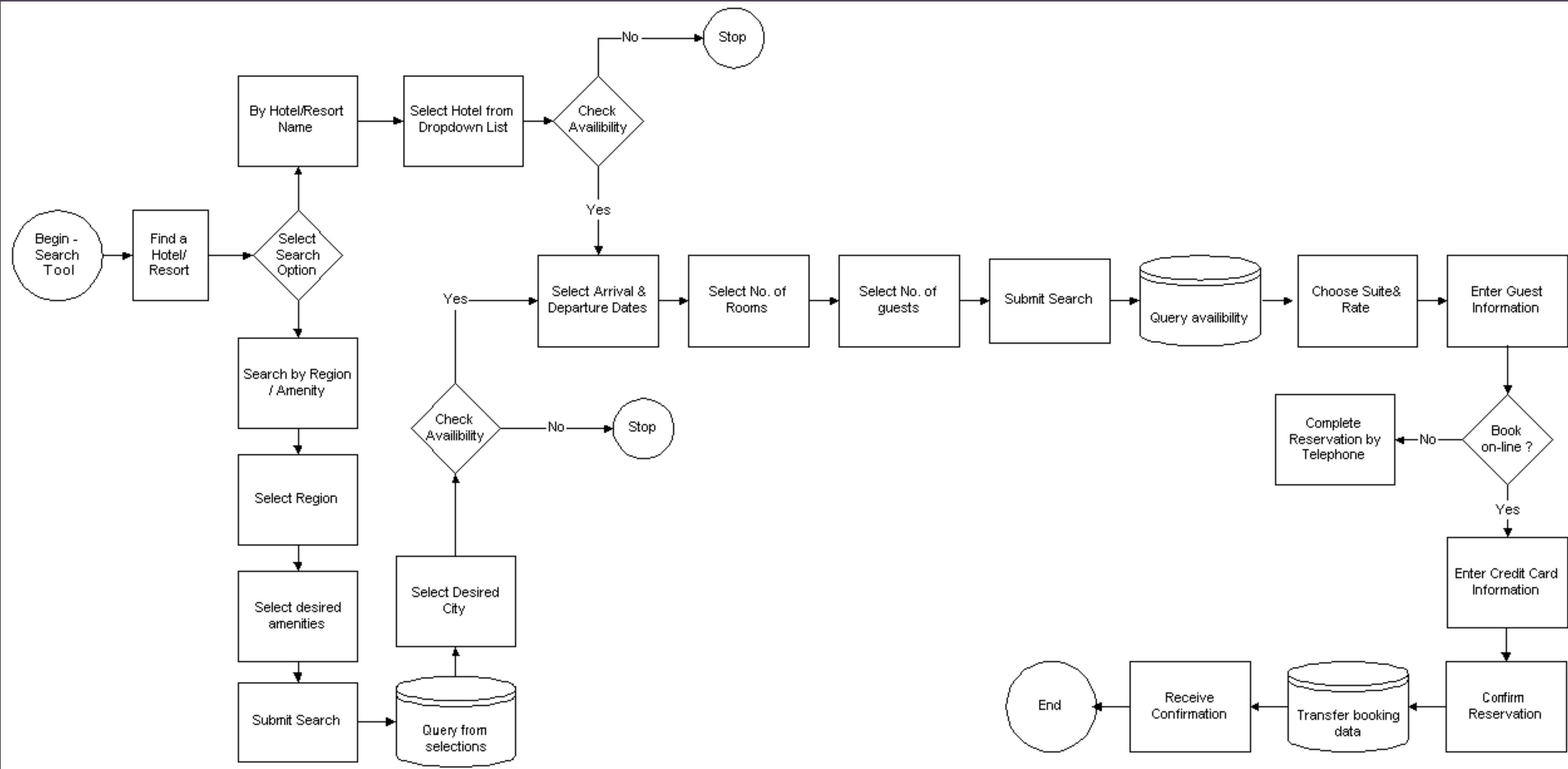
2 User specifies hanging options, letter size, rush order, child's name quantity (possible inclusion of "special instructions")

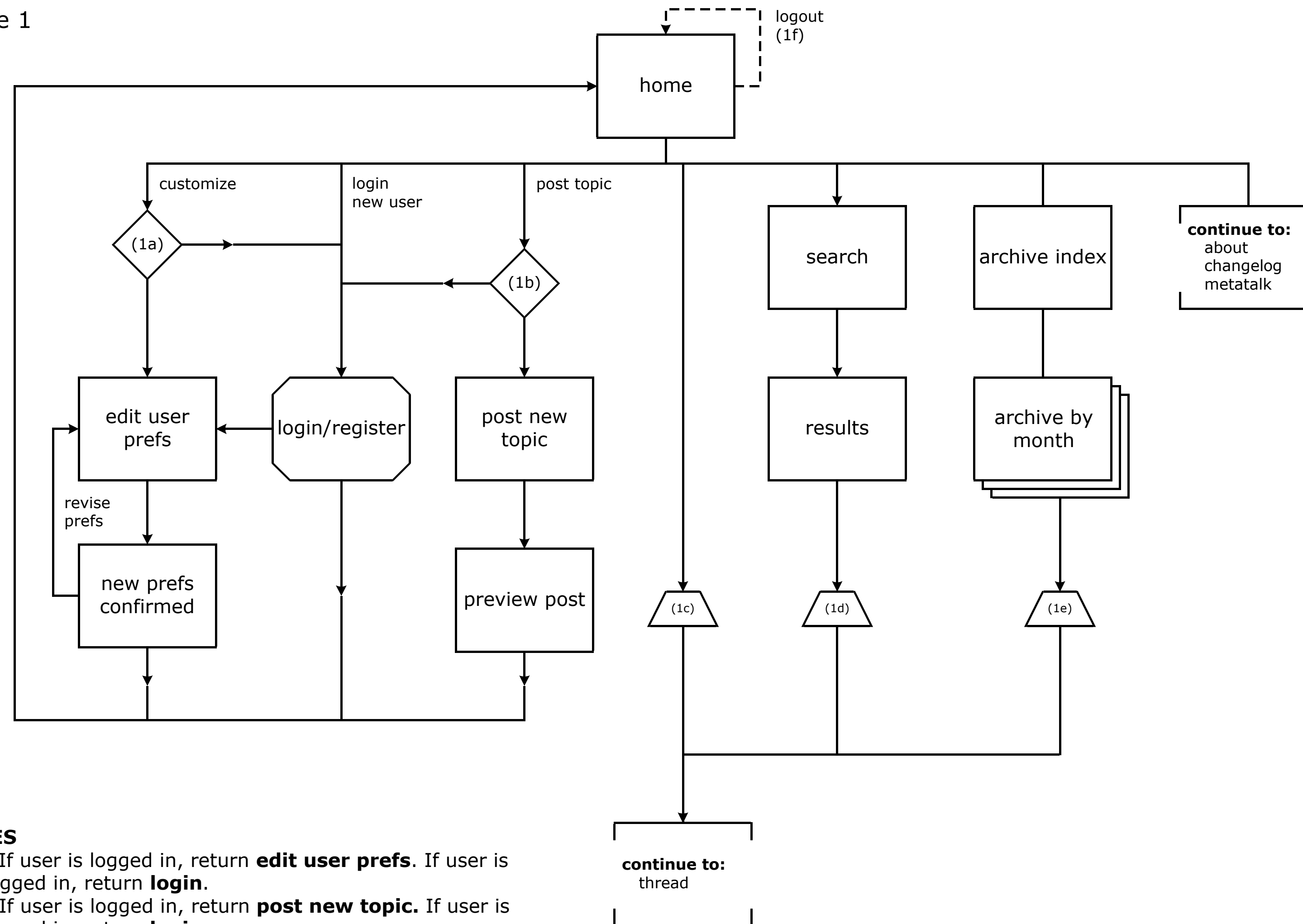
User is interested in an item and wants more information:



3 Detail page includes:

- Item description (ie: product name, price range, specs, time disclaimer)
- Ordering options (ie: pattern, font, letters, size, quantity, hanging options)
- Main image with available alternate img thumbnails
- List of related items for consideration (up sales)





NOTES

(1a) If user is logged in, return **edit user prefs**. If user is not logged in, return **login**.

(1b) If user is logged in, return **post new topic**. If user is not logged in, return **login**.

(1c) Display links to topics posted in the last n days, where n is defined in user prefs. For users not logged in, $n=7$.

(1d) Display links to topics matching search criteria.

(1e) Display links to topics posted in selected month.

(1f) If user is logged in, logout function is available.

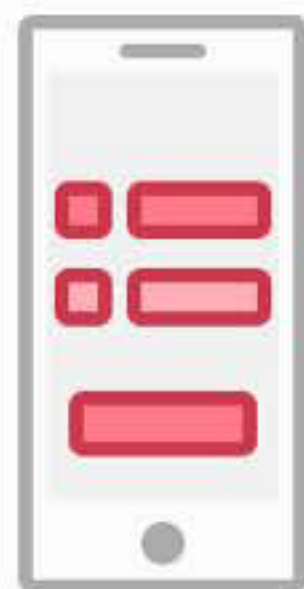
User Flow:

Subscribe to mailing list



Step 1:

Go to newsletter
page



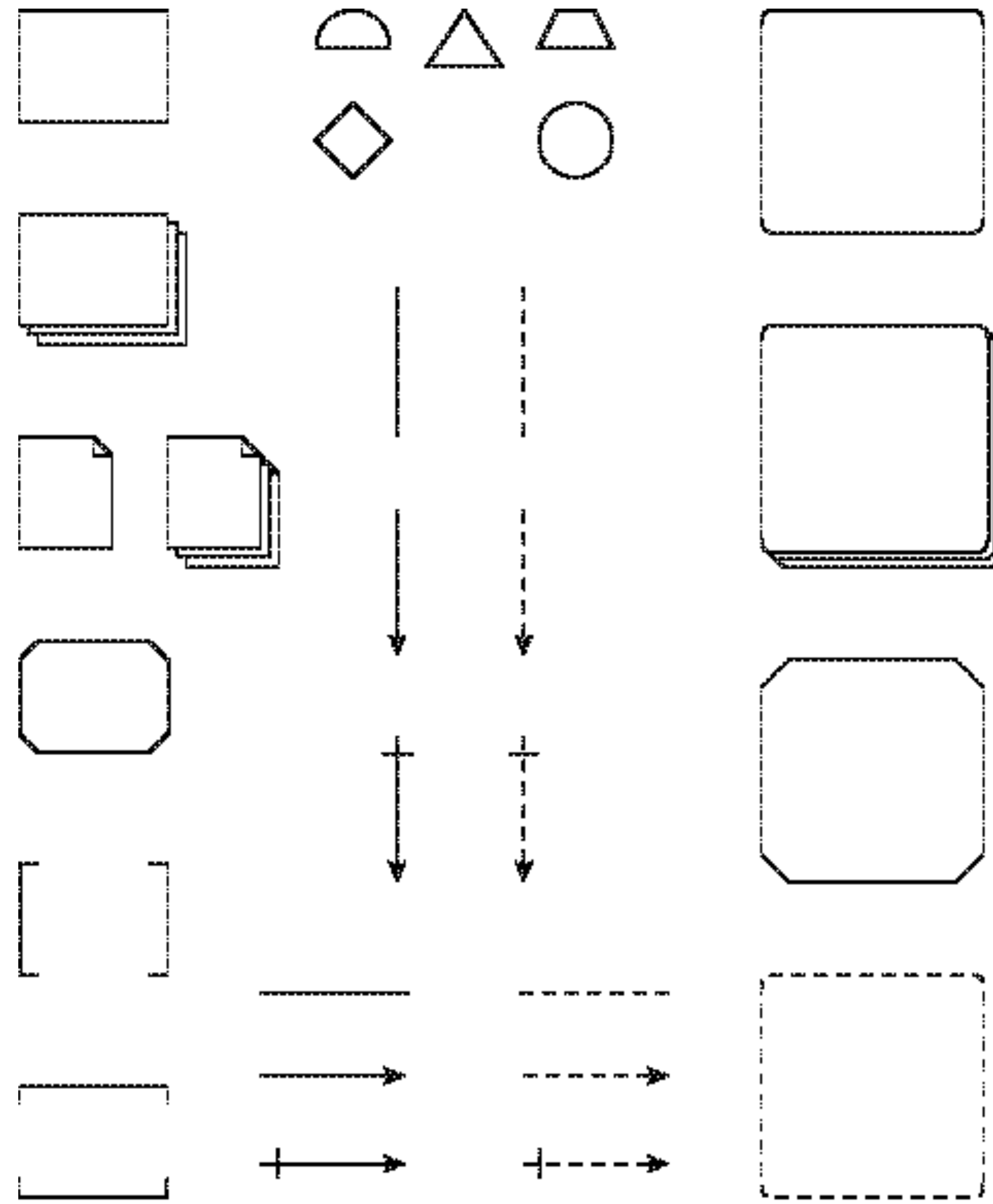
Step 2:

Enter email and
name



Step 3:

Receive
confirmation



Wireframes

728 x 90 banner



FEATURED SHOW
TITLE AND...
 Could be graphic, text, video or all the above.

◀ || ▶

Main Nav (Static Links)

SCHEDULE | SHOWS | VIDEO | BLOGS | FILTER | SHOP

SEARCH GO

FRESH!

POP CULTURE NEWS

- image/link (story 1) Wed 10:34am
TRISTIQUE SEMPER
 Lorem ipsum dolor galant un porta bello sandwich. Take the cannolis leave the gas. Lorem ipsum dolor bello sandwich.
- QUIS FEUDIAT SAPIEN IMPE... Wed 9:23am
- VESTIBULUM NONUMY NISL Wed 6:15am
- DUIS ODIO FRINGILLA AUGUE Wed 4:00am

PROMO
(DEEP LINK TO SHOWS OR BROADBAND CHANNELS)

PROMO
(DEEP LINK TO SHOWS)

PROMO
(DEEP LINK TO SHOWS)

TOP SHOWS

image/link **Project Runway**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. **FOOD**

image/link **Top Chef**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. **FOOD**

image/link **Real Housewives**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

image/link **Kathy Griffin**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.



300 x 250 banner

CELEBRITY BLOGS See All

STAFF FAVORITES

PEOPLE | STYLE | FOOD

- LOREM IPSUM DOLOR SIT AMET
- CONSECTETUER ADIPISCING ELIT
- image/link Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lectus. Nullam rutrum...
- QUISQUE LOREM METUS
- SUSCIPIT UT, TEMPOR QUIS
- QUISMOD SIT AMET, RISUS
- ARCHIVE

TODAYS POLL MODULE

Rotating Banner Feature

search

Secondary Feature
or Video Embed

FIND Programs: FIND a toolkit: FIND a group:

donate now promo
(other promos can be added on either left or right side. For instance, a Wellstone Legacy link to the archives?)

newsletter sign-up

from the blog
Blogpost Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas commodo est ac leo.
Blogpost Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas commodo est ac leo.

the latest

thumbnail for highlight
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upcoming events

- date** **event title**
Lorem ipsum dolor sit amet, consectetur
- date** **event title**
Lorem ipsum dolor sit amet, consectetur
- date** **event title**
Lorem ipsum dolor sit amet, consectetur
- date** **event title**
Lorem ipsum dolor sit amet, consectetur

recent news

- Title**
Lorem ipsum dolor sit amet, consectetur
- Title**
Lorem ipsum dolor sit amet, consectetur

Wireframe for Wellstone Action homepage



Wireframes for various Wellstone Action internal pages

LOGO

Lorem ipsum dolor Consectetur adipisicing elit Sed do eiusmod tempor

Home About Us Events Calendar Newsletter Careers Blog Contact Shop Online

Search

Large Headline

Tell us how awesome this website is!

IMAGE

Lorem ipsum dolor

Consectetur adipisicing elit

Sed do eiusmod tempor

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dol eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deser mollit anim id est laborum.

Lorem ipsum dolor

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> read more...



your **Logo**

Category 1	Category 2	Category 3	Category 4	Category 5	
------------	------------	------------	------------	------------	--



Category 1	Category 2	Category 3	Category 4	Category 5
------------	------------	------------	------------	------------

music store

[Home](#) --> [Music](#) --> [Genre](#) --> Artist

[Log out](#) [Your Cart](#) [Your account](#)

1 Search

2 Related Artists
[Artist 1](#)
[Artist 2](#)

Popular Tracks
Track 1 [Listen](#)
Track 2 [Listen](#)

3 ARTIST NAME
This is a description about the artist. This will talk about their bio and short listing of their discography

Album Art

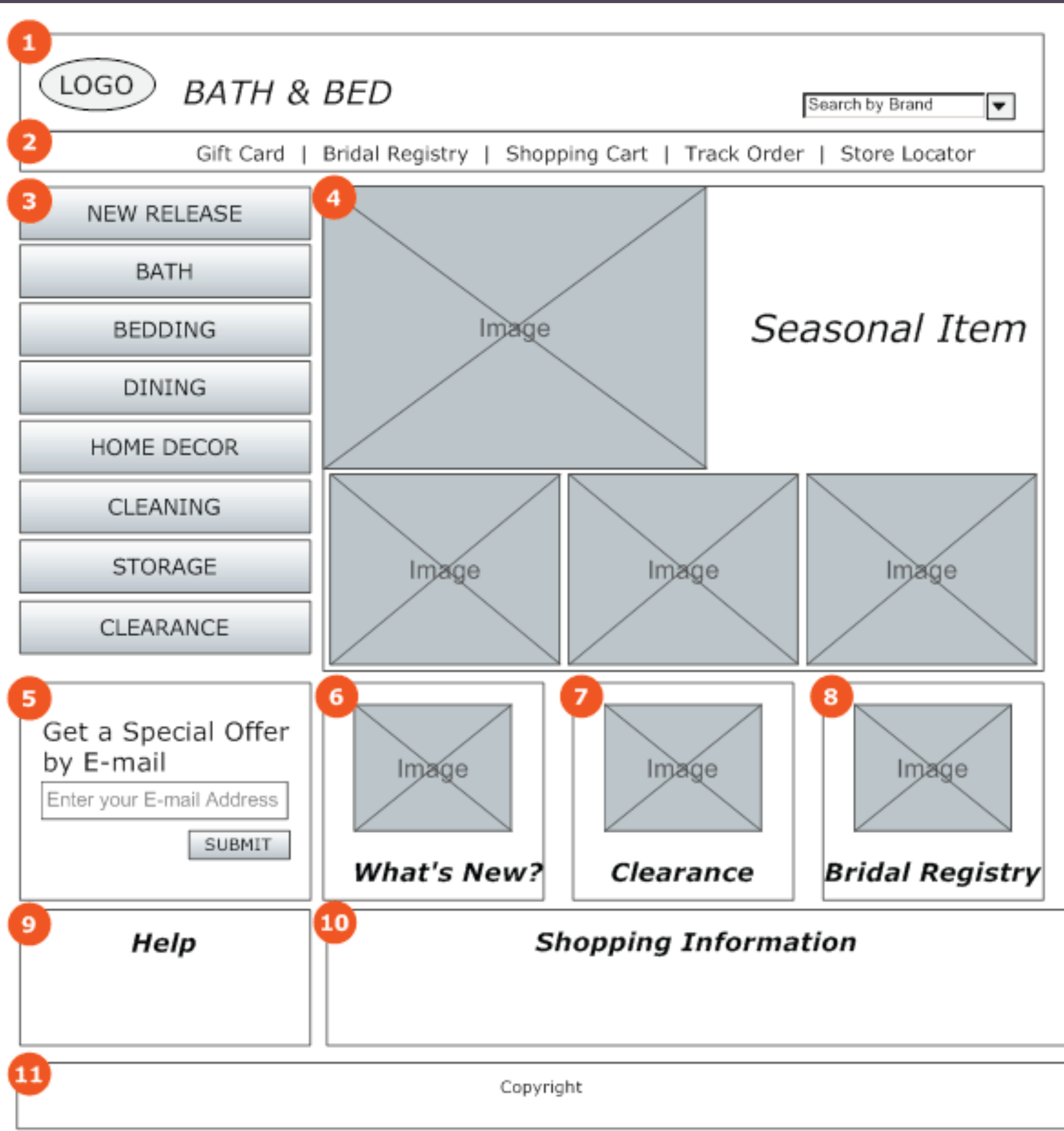
Choose an album:
Album Title 1
Album Title 2
Album Title 3

CD
 Tape
 LP

Price: \$16.99

send me updates on this artist

- 1** For Q1 release, music search only
- 2** Related artists determined by user purchasing data mining
- 3** Album art to be approved by legal



TITLE		PAGE I.D.
Bath & Bed - Home		
DATE	VERSION	

NOTE

No.	ELEMENT	TYPE	DESCRIPTION
1	Logo/ search engine	Drop down list	search by brand drop list
2	Navigation Buttons	Navigation	Direct links to relevant page
3	Navigation Buttons	Main Navigation	
4	Content	Area	Seasonal special offers
5	Special Offer	Text entry	
6	Content Link 1	Link	Link to New Release page
7	Content Link 1	Link	Link to Clearance page
8	Content Link 1	Link	Link to Bridal Registry page
9	Help	Link	
10	Shopping Information		
11	Footer		

- Phones
- Rates
- Services
- Special Offers
- Team
- Events
- Find us
- Join

Home > iPhone > Dolar 51 > Consectetur

Welcome Josh!

You have [1 new message](#) and [12 items](#) in the XXXX Marketplace!

XXXX Prepaid Broadband

XXXX Mobile [Settings](#)

Rate Plan: Super Cap 100+ [Change](#) / [Details](#)

TIME	22d
REVUP Credits	\$5
Handset Rewards	\$15
My Credit	\$49.15

- Recharge
- Send SOS
- Change Rate Plan
- Earn Credits
- Settings
- View Statements

Your Rewards

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus elementum enim vel quam consectetur posuere. Sed du enim, ullamcorper quis commodo eu, volutpat nec sem.

12 months

9 Months

6 Months

3 Months

Initial Rewards

Everytime you top up XXXX will add \$15

You have **15 Days** until you reach this level!

2 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus elementum enim vel quam consectetur posuere. Sed du enim, ullamcorper quis commodo eu, volutpat nec sem.

Current Credit : \$9.30

4 of your friends have joined the XXXX network which means \$9.30 extra credit for you!

[Recruit more friends](#)

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus elementum enim vel quam consectetur posuere. Sed du enim, ullamcorper quis commodo eu, volutpat nec sem.

Current Handset Rewards : \$25

Every time you recharge, XXXX will throw in \$5 towards your next handset purchase.

[View Handset](#)

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus elementum enim vel quam consectetur posuere. Sed du enim, ullamcorper quis commodo eu, volutpat nec sem.

Marketplace Credits: \$8.50

Every time one of your buddies downloads a wallpaper or ringtone made by you, you get credit!

[What's that?](#)

- Recharge
- Rewards
- Statements
- Change your Rate Plan
- FAQ

XXXX MARKETPLACE PROMO

EARN FREE CREDIT JUST BY PIMPING YOUR PHONE!

[More info](#)

1 | 2 | 3 | 4 | 5 | 6

XXXX Mobile Calendar

XXXX Mobile Calendar

Most popular events

January	Feb	Mar
Jan 5 th - Lorem ipsum	Feb 5 th - Lorem ipse	Mar 5 th - Lorem ipsum
Jan 5 th - Lorem ipsum	Feb 5 th - Lorem ipse	Mar 5 th - Lorem ipsum
Jan 5 th - Lorem ipsum	Feb 5 th - Lorem ipse	Mar 5 th - Lorem ipsum
Jan 5 th - Lorem ipsum	Feb 5 th - Lorem ipse	Mar 5 th - Lorem ipsum

Jan Feb Mar May June July Aug Sep Oct Nov Dec View by Month << Back | Next >>

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Event : MGMT Tickets on sale

Where: **Moshix (www.moshix.com.au)**

26 Other XXXX customers are attending this event

[Send me reminders](#) [Send to friend](#)

 **Rodrigo Soares**[Home](#)[Profile](#)[Mail](#)[Photos](#)[Gifts](#)

What are you up to?

1 new message

1 new photo comment

20 new gifts

Invite More Friends

Friend's name

Friend's email

Invite

Accept Invite

XXX-XXX-XXX

Enter Code

Invites Sent

tony yesterday

geroge yesterday

Latest...

[mr](#) received a gift from a friend

give gift

[mr](#) - 3 hours ago

me and my dancers are going to watch them and announce a contest soon. u could do it solo or in a group.

[mr](#) - 3 hours ago

me and my dancers are going to watch them and announce a contest soon. u could do it solo or in a group.

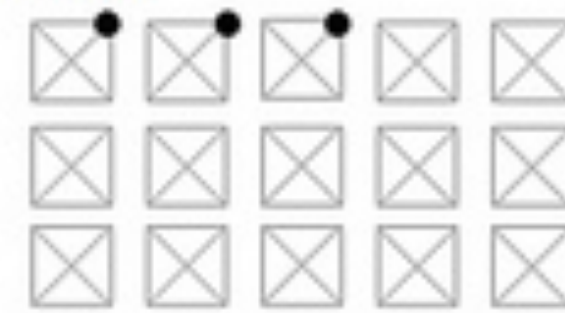
[mr](#) - 3 hours ago

me and my dancers are going to watch them and announce a contest soon. u could do it solo or in a group.

[mr](#) received a gift from a friend

Cool New Stuff

Friends



invite • view all

Fan of

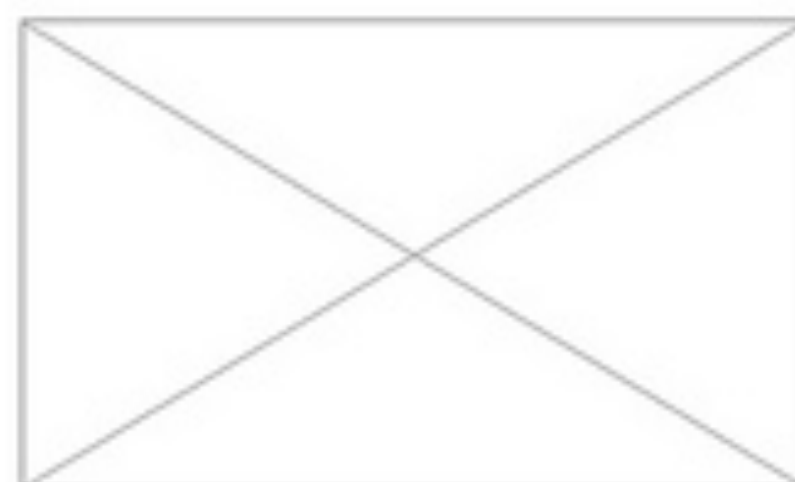


add more • view all

Boring stuff

[Report](#)[Jobs](#)[For parents](#)[Safety](#)[Terms](#)[Privacy](#)

Cool stuff

[Blog](#)[What's Giant Hello?](#)[Meet the team](#)[Contact us](#)[Help](#)[API](#)

Giant Hello

The Social Network for Kids!



Log In

Sign Up

Pages

Parental Controls

Cool New Games



Farm Ville

Farm Ville is a game where you can farm with your friends



Mall World

The place where you can be your own boss, run your own fashion boutique, and shop to your heart's content.



Sign Up

Choose Username

Password

Re-Type Password

Email (optional)

Birthday

Boy

Girl

Sign Up

What's Hot

Celebs updates

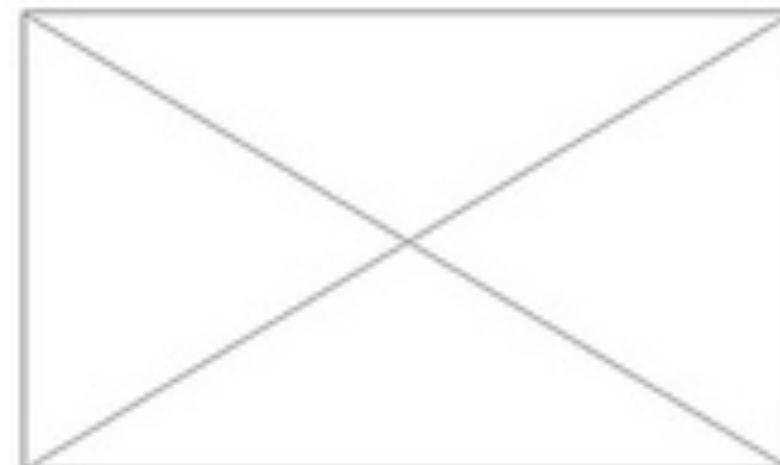
Boring stuff

Report
Jobs
For parents
Safety
Terms
Privacy

Cool stuff

Blog
What's Giant Hello?
Meet the team
Contact us
Help
API

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YouTube

Broadcast Yourself

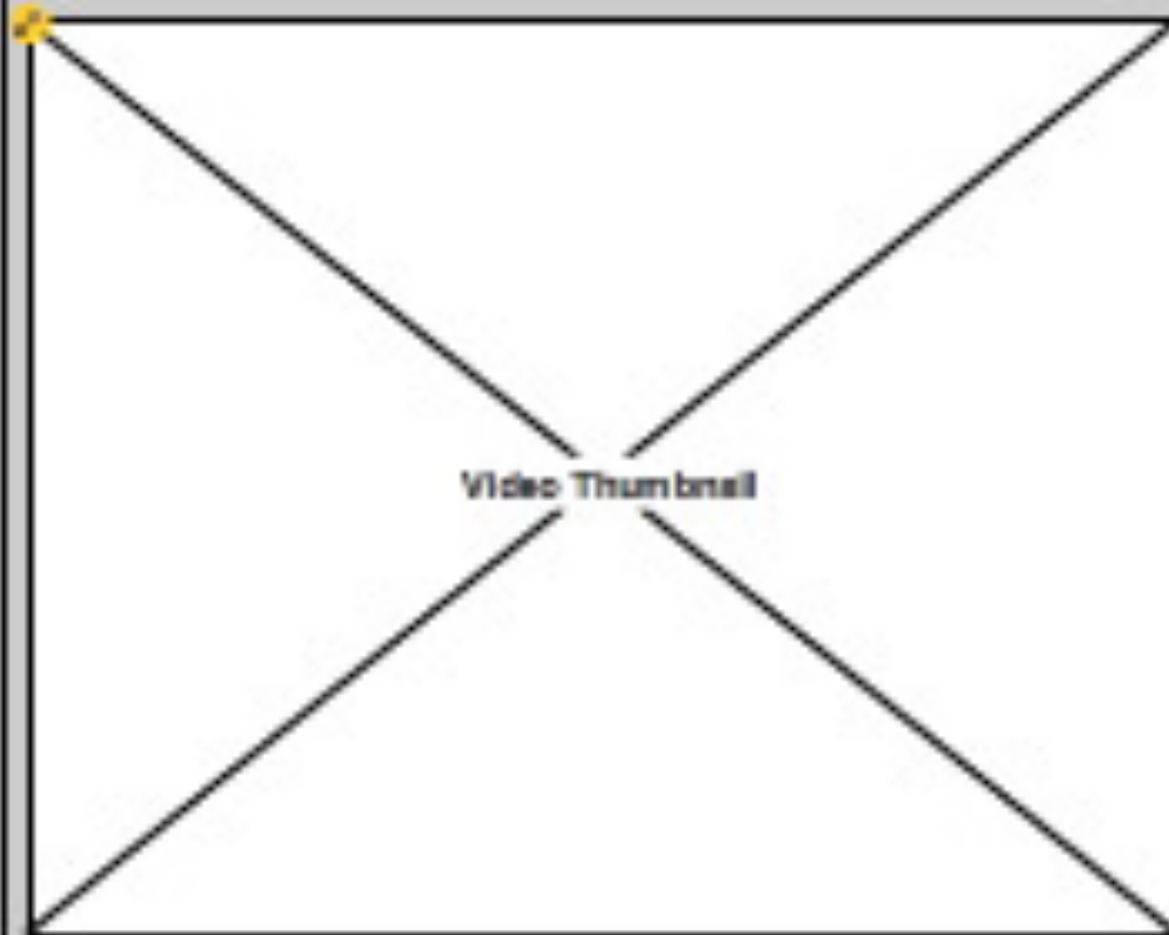
Search

[Create Account](#) or [Sign-In](#)

[Home](#) | [Videos](#) | [Channels](#)

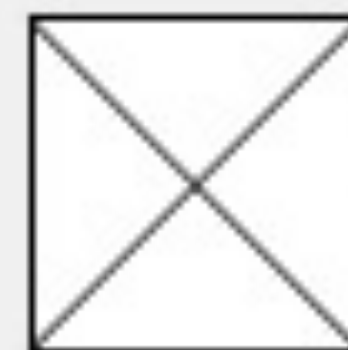
[Subscriptions](#) [History](#) [Upload](#)

Featured



Square Pop-Up
251x264

More Videos



LOG IN/SIGN UP 10

VOCALO LOGO

LISTEN LIVE CALL: 888.635.1112

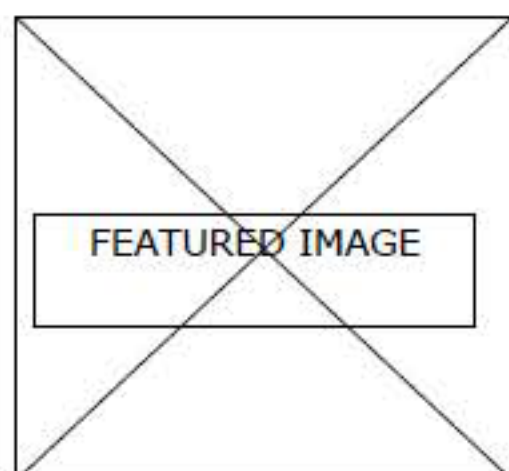
SEARCH:

[Profile](#) [Contact](#) [About](#)

[BLOGS](#) [AUDIO/VIDEO](#) [CONTRIBUTE](#) [USER MEDIA](#) [GROUPS](#) [OPPORTUNITIES](#) 1

FEATURED VOCALO CONTENT 2



Poker party 'desecrates' Tribune Tower shrine

Photos published on Facebook show top executives of Tribune Co. — led by CEO Randy Michaels — at a gambling, drinking and smoking party in the palatial Tribune Tower office once occupied by the company's patriarch, Col. Robert R. McCormick.

[Read more of Robert Feder's blog](#)



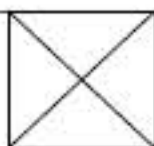
On Air Today

Live from Carter's: Budget cuts hit home 3



John Conroy

Burge trial: Former prosecutor and seven detectives to take the Fifth

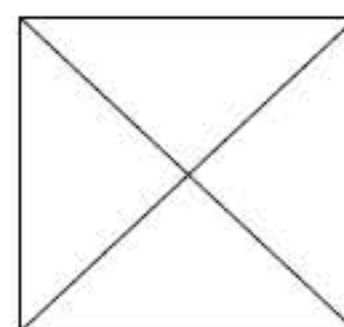


World Cup

Behold the Worldview World Cup Quiz challenge

PROMO SPACE

USER MEDIA 4



The Adventures of Justus and Esteban

Submitted by [JUSTUS](#)

5

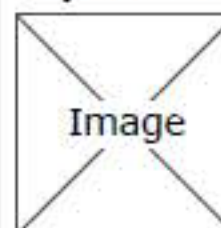
VIEW MORE USER-SUBMITTED VIDEOS, AUDIO AND PHOTOS

6

CREATE YOUR OWN UNIQUE CONTENT

DAILY THREAD 7

6/4 - Unhealthy habits in America



Here's a new heart-stopping report: Almost half of all Americans have at least one of the "big three" conditions that boost the risk of heart disease: high cholesterol, high blood pressure, diabetes.

What unhealthy habit have you tried to break?

Submit an audio response 8

Comment 9

PROMO SPACE

Approx. 600 pixels

Notes

1. Navigation: Menu options have been consolidated and clarified to offer better direction to the user. "Audio/Video" replaces "On Air" (and "Video" link on Blogs page). "Contribute" replaces "Create" - this leads to the page where users can upload content. "User Media" replaces "Explore" - this leads to top/recently uploaded audio, video and photo content. "Opportunities" replaces "Get Involved" - this leads to all studio hours, internship and event information.

2. Featured Vocalo Content: The biggest area on the homepage will feature the most recently created Vocalo content (blog posts, show playlists, videos, etc.). There will be one featured item with an associated image, title and descriptive paragraph, linking to that particular item or blog.

3. Secondary Content: Below the featured post are three areas to showcase other recent Vocalo content, with small associated images. The titles would link to those items. All of these content areas could rotate out depending on what should be showcased.

4. Featured User Content: "User Media" will feature a single user submission from across the site (chosen by user voting and/or frequency of sharing). This space will include a feature image and title (links to the actual submitted content) and the name of the user who submitted the content (links to user profile).

5. View More: Links to area featuring top/recently uploaded audio, video and photo content (i.e. "User Media" link).


6. Create: Links to page where users can upload content (i.e. "Contribute" link).

7. Daily Thread: Content updates daily with a new, news-related topic and a question (see [vocalo.org/dailythread](#) for examples). Main content area includes date and title, a featured image and a short description/question.

8. Submit an audio response: Links to [vocalo.org/threadstuff](#) for details on how to record and submit audio.

9. Comment. For users who don't want to record audio, this link goes to the comment list for that Daily Thread post, so they can add a text response.

10. Utilities: Log In/Sign Up changes to "Log Out" once user is logged in; persistent global search; user profile; contact details; About page (includes staff profiles and FAQ).



Thought Provoking Theatre Since 1982


Contact Us | Purchase Tickets

f t fr YouTube

> Current Season | Tickets | Getting Here | About Us | Participate | Support Us

1 > Here Where It's Safe | Show Two | Show Three

Here Where It's Safe

by [M.E.H. Lewis*](#)
directed by [Scott Bishop*](#)  2
Featuring ensemble members [Cat Dean](#),
[Cory Krebsbach](#) and [Kate Black](#)

February 13 – April 3, 2010
Fridays and Saturdays, 7:30 p.m.
Sundays, 3 p.m. [Purchase Tickets](#)


Poster or Show Image(s) 3

Zach and Abbie are an American couple desperate to have a child. Beena is a 19 year old Indian woman struggling to escape an abusive marriage and provide for her son. When financial concerns convince Abbie to hire a surrogate in India, the two women's lives become tangled with surprising and dangerous consequences.

Reviews

"an adept cast directed by Scott Bishop deftly dramatize the ways a host of sticky geopolitical issues ensnare and endanger all the characters."

-Justin Hayford, [Chicago Reader](#)
[Read all reviews.](#) 5

 4 Partner Information

Home | Contact Us | Terms of Use | Copyright 2010, Stage Left Theatre, Inc.

Wireframe Notes

This screen is a wireframe representation of a Show Detail page under the "Current Season" tab.

Logo is slightly smaller on sub navigation pages and "tabs" are slightly higher in placement affording a bit more "window space" for content..

1. User has clicked on "Here Where It's Safe" from the "Current Season" landing page. Sub navigation changes to reflect choice.
2. Names of ensemble members are linked to profiles located in the "People" section of "About Us".
3. Show images rotate, or user can choose to proceed to the next show image.
4. If a partner organization exists for this show, its logo and name will be displayed here. It could also be used as a promotional space for the Partnership program.
5. Only one review is shown, with external link to full review. The "Read all reviews" link at bottom expands this section to show all reviews.

Wireframes in Figma



Layers Assets Wirefra...

- # Sample Wireframe
- # Navigation
- # Hero
- # Sub-page Hero
- # Body Layouts
- # Testimonials
- # Signup
- # Footer
- Welcome

The wireframe set includes the following sections:

- Navigation:** A horizontal menu with several items.
- Hero:** A large section with a central heading and a call-to-action button.
- Sub-page Hero:** A smaller version of the hero section for sub-pages.
- Body Layouts:** A vertical stack of content blocks, each with a heading, body text, and a button.
- Testimonials:** A section featuring user testimonials with profile pictures and text.
- Signup:** A form for user registration with fields for email and password.
- Footer:** A bottom section with contact information and social media links.

Design Prototype

Page
E5E5E5 100%

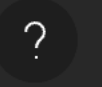
Local variables

Local styles

- Text styles
- Ag Hero H1 · 56/80
 - Ag Sub-page H1 · 48/72
 - Ag Body H4 · 24/36
 - Ag Body P · 18/30
 - Ag Body P Small · 14/22
 - Ag Body Text CTA Btn · 18/30
 - Ag Body P Large · 36/50

Color styles
Actionable Item

Export





- Layers
- Assets
- Wirefra...
- Sample Wireframe
- Navigation
- Hero
- Sub-page Hero
- Body Layouts
- Testimonials
- Signup
- Footer
- Welcome

Wireframing in Figma

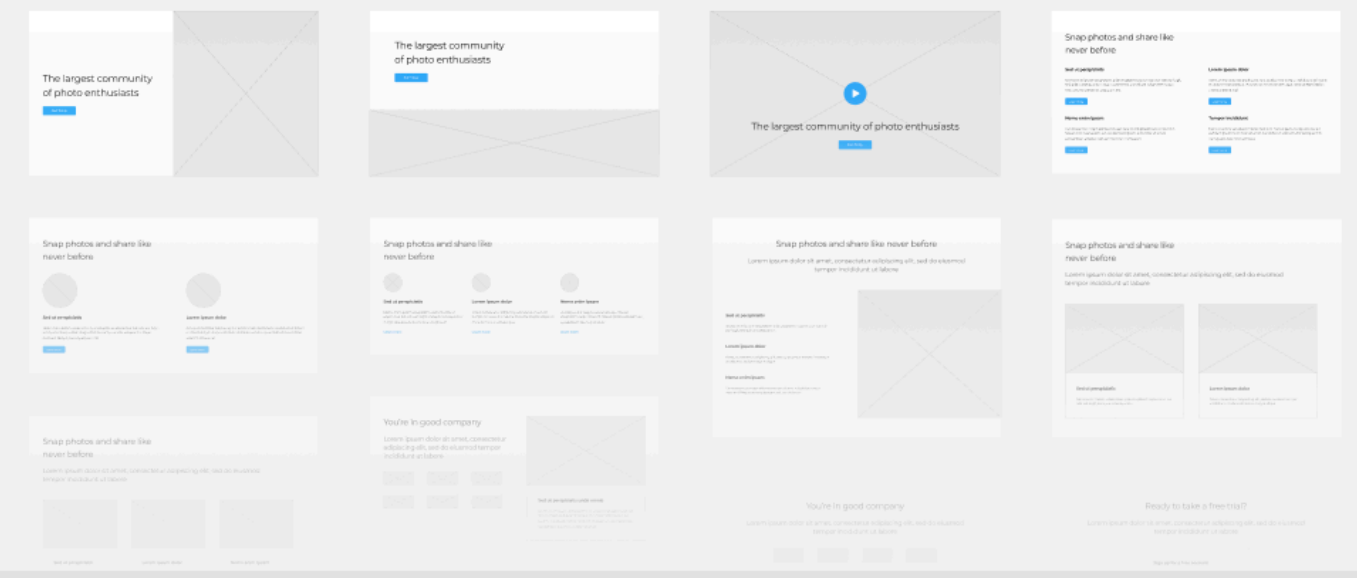
This file showcases examples on how you could easily build wireframes in Figma. For more tutorial content and features overview, visit help.figma.com.

Overview

This file contains common modular layouts that could be used to assemble web page wireframes. Choose from various navigation, hero, and body content modules.

Get started using this file

1. Create a new 1680px wide Frame which will serve as the container for your wireframe.
2. Duplicate a Frame you want to use from the assortment to the right. A sample wireframe is included.
3. Create custom modules using Components already included in this file by going to the **Assets** panel in the top-left.



Design | Prototype

Page
E5E5E5 100%

Local variables

Local styles

Text styles

Ag Hero H1 · 56/80

Ag Sub-page H1 · 48/72

Ag Body H4 · 24/36

Ag Body P · 18/30

Ag Body P Small · 14/22

Ag Body Text CTA Btn · 18/30

Ag Body P Large · 36/50

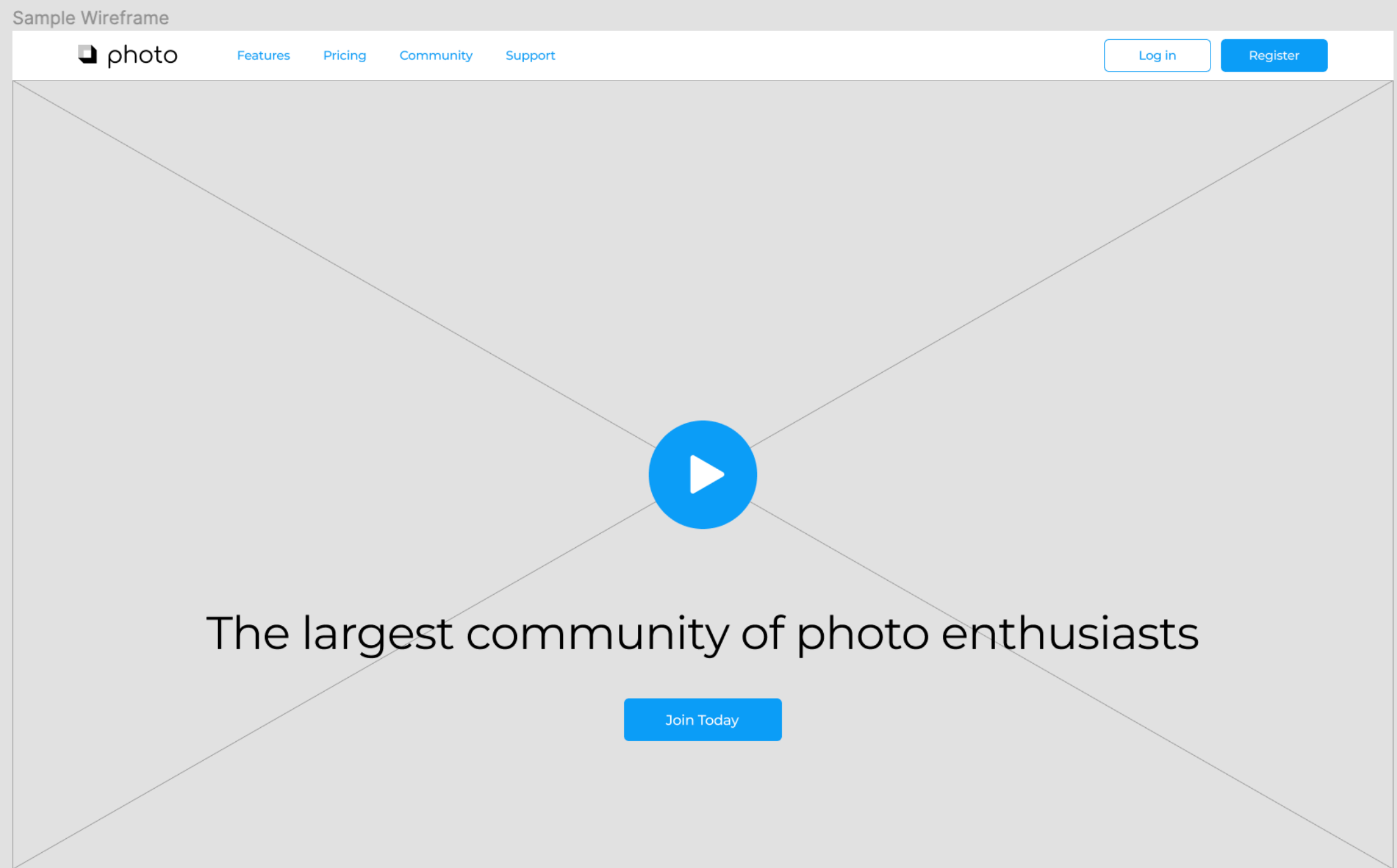
Color styles

Actionable Item

Export



- Layers
- Assets
- Wirefra...
- Sample Wireframe
- Navigation
- Hero
- Sub-page Hero
- Body Layouts
- Testimonials
- Signup
- Footer
- Welcome



Snap photos and share like never before

Sed ut perspiciatis
Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est.

[Learn more](#)

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Consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam.

[Learn more](#)

Lorem ipsum dolor
Amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi.

[Learn more](#)

Tempor incididunt
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[Learn more](#)

Design | Prototype

Page

E5E5E5 100%

Local variables

Local styles

Text styles

- Ag Hero H1 · 56/80
- Ag Sub-page H1 · 48/72
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Color styles

- Actionable Item

Export

