

JAMISON WIESER

USER EXPERIENCE DESIGN + CONSULTING

# EXAMPLE DOCUMENTS

SAMPLING OF TASKFLOW AND WIREFRAME DOCUMENTATION

# INTUIT - INNER CIRCLE

DESIGN OF A COMMUNITY SITE

# Concept & Wireframes

# TurboTax Inner Circle Redesign

December 8, 2009 • Version 6

## *Tangible UX project team*

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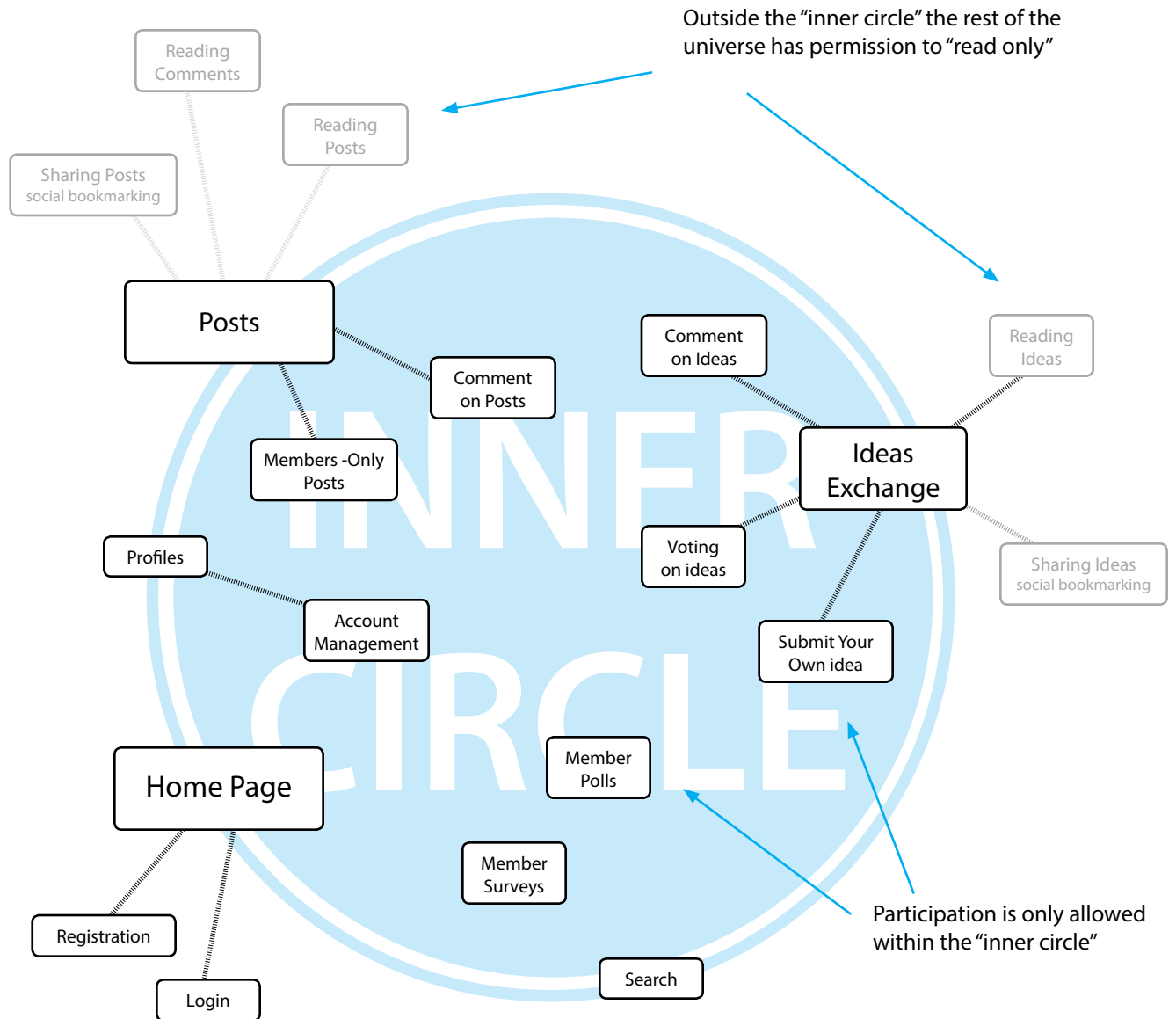
## *Table of Contents*

- 2. Concept Diagram
- 3. Module Index
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- 7. Home Page (signed out)
  
- 10. Profile, Account and Settings**
- 11. Your Profile (new and not filled out)
- 13. Your Profile (fully filled out)
- 14. Multi-page Questionnaire Template
- 16. Contact Info Settings Page
- 17. Profile Link Edit Page
  
- 18. Blog Page**
- 19. Blog Main Page
- 21. Individual Blog Post
- 23. Recent Blog Comments
- 25. Monthly Blog Archive
- 27. Category Archive/Tag Cloud
  
- 29. Idea Exchange**
- 30. Idea Exchange Main Page (signed in)
- 32. Idea Exchange Main Page (signed out)
- 34. Recent Idea Exchange Comments
- 36. Individual Idea Detail Page
- 38. Add New Idea

# Key Concept: Non-members can see inside, but can't participate

The best way to show non-members what it's like inside the community is to show them.


Ideally, everything would be visible (there where would be exceptions for "members only" content/tools) but any time a user tries to participate they run into the registration wall.





Social bookmarking (posting to Facebook or, more likely, to twitter) is a way for users can virally spready the Inner Circle, but will require content first be visible to non-members first.


# Index of Sidebar Modules Used Throughout Inner Circle


### Recent Blog Comments

 **Bob Jones** on What do you like/dislike about how Inner Circle is set-up now?

 **John Smith** on Hot Ideas in the Idea Exchange

 **Beth\_ASAP** on What do you like/dislike about how Inner Circle is set-up now?

 **Bob Jones** on What do you like/dislike about how Inner Circle is set-up now?

 **John Smith** on Hot Ideas in the Idea Exchange

[More Blog Comments »](#)

### Idea Exchange Latest

**Lorem Ipsum Dolor Sit Amet Non Consectatur Que Eum**  
120 points | 1 Comments

**Esequatque Non Eum Que**  
980 points | 7 Comments

**Esequatque Non Eum Lorem Ipsum**  
940 points | 0 Comments

**Esequatque Non Eum Que Lorem Ipsum Eum Amet Consectatur**  
980 points | 3 Comments

**Lorem Ipsum Dolor Sit Amet Que Figitur nus te Consectatur**  
940 points | 1 Comments

[More Member Ideas »](#)

### Recent Blog Posts

**Hottest Ideas in the Idea Exchange This Week**  
Nov 16, 2009 | 2 Comments

**What do you like/dislike about how Inner Circle is set-up now?**  
Nov 7, 2009 | 34 Comments

**6th Annual Inner Circle Webinar - TurboTax Sneak Peek**  
Oct 29, 2009 | 0 Comments

**Better Because of You: Tax Year 2009**  
Sept 17, 2009 | 14 Comments

**Lorem Ipsum Dolor Sit Amet**  
Sept 6, 2009 | 14 Comments

[More Recent Posts »](#)

**Note:** Recent comments is used exclusively for blog comments, not for idea comments to keep confusion minimal and focus in the Idea Exchange on ideas more than their comments. (thought there is a recent Idea Exchange comment page)

### Need TurboTax Help?

[Live Community](#)  
Get and share help with other customers and TurboTax experts.

[Contact TurboTax Support](#)

**Priority Inner Circle Member Support**  
Phone: 1 (877) 682-4254

### Give Us Your Feedback

TurboTax Usage Feedback  
Installation Feedback  
Future Tax Planning Feedback  
Filing Feedback  
Social Networking Feedback  
Software Updates Feedback  
Suggestion Box

**Note:** The checkbox (and all other icons) are placeholder for real art. A check would actually be more appropriate

### Categories

About the Inner Circle  
Best of the Idea Exchange  
Deductions & Credits  
News & Updates  
TurboTax for Mac  
Up & Running  
Printing and Filing

[More Categories »](#)

**Note:** Blog Categories are actually tags because the system does not support true categories. A handful of selected tags are linked to from the module and treated as the major categories while a link to more goes to the tag cloud page.

# Inner Circle Home Page (signed in view)

## TurboTax Inner Circle

Inner Circle Home | Blog/Discuss | Idea Exchange


Welcome back Rob Jones | [Your Profile](#) | [Sign Out](#)


**Theme Area:** Congratulations on completing another Tax Year! While you were busy filing, we were busy hearing your feedback and are already making changes for next year.


Now it's time for you to tell us how to make the Inner Circle itself better - after all, it's YOUR community. Have an idea for a different way to interact with us? See something we could do better? Want to see more of what you love?


This is your chance to tell us.

- [TurboTax Ali](#)

 Share your bright about how to improve TurboTax  
[Add an Idea >](#)

 Vote on other member's ideas you think are good  
[View top rated ideas >](#)

 Lorem ipsum dolor sit comment and discuss

 Lorem ipsum dolor sit amet consectetur member feedback

**Member Poll:** Lorem ipsum dolor sit amet consectetur? 1

- Lorem Ipsum Dolor
- Esequatque Non Eum
- Sit Amet Consectutar
- Ipsum Eum Lorem
- Non Esequatque Que

[Vote](#)

2

### Latest Blog Post

---


#### Hot Ideas in the Idea Exchange this Week

November 16, 2009 10:40 AM | Posted by [TurboTax Ali](#)

We have been receiving such great ideas from Inner Circle members and I wanted to take a moment to call out some of those you have voted as the best. Cum fugitatur aut voloreium nus vel iliqui diorem. Ut abo. Odisincturis doles si ommosam, sim cori aut recaae. Itae nesequisto dolor ant moluptio te voluptas-piet lictur sandita sperem ne sint etur alitatur. Here are the top 10 as of this post:

1. <a href="#">Lorem Ipsum Dolor</a> (1240 points)	6. <a href="#">Amet Consectutar Sit</a> (850 points)
2. <a href="#">Esequatque Non Eum Que</a> (1050 points)	7. <a href="#">Fugitaque Prata Arum Imil Esci</a> (770 points)
3. <a href="#">Sit Amet Consectutar</a> (980 points)	8. <a href="#">Lorem Ipsum Eum Que Nonseri</a> (720 points)
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Keep them coming and if you've got a great idea for TurboTax, post it to the [Idea Exchange](#). And be sure to vote for your favorites so we know what you want to see in TurboTax.

 [2 Comments](#)

### Idea Exchange Latest

Lorem Ipsum Dolor Sit Amet Non Consectutar Que Eum  
120 points | 1 Comments 3

Esequatque Non Eum Que  
980 points | 7 Comments

Esequatque Non Eum Lorem Ipsum  
940 points | 0 Comments

Esequatque Non Eum Que Lorem Ipsum Eum Amet Consectutar  
980 points | 3 Comments

Lorem Ipsum Dolor Sit Amet Que Figitur nus te Consectutar  
940 points | 1 Comments

[View More >](#)

### Recent Posts

#### What do you like/dislike about how Inner Circle is set-up now?

November 7, 2009 | 34 Comments


#### 6th Annual Inner Circle Webinar - TurboTax Sneak Peek

October 29, 2009 1:58 PM | 0 Comments

#### Better Because of You: Tax Year 2009


September 17, 2009 | 14 Comments

#### Give Us Feedback



- TurboTax Usage Feedback
- Installation Feedback
- Future Tax Planning Feedback
- Filing Feedback
- Social Networking Feedback
- Software Updates Feedback
- Suggestion Box

4

Wireframe continues on next page 

4 Wireframes represent functionality, hierarchy, and basic page layout and not final copy or a visual design direction.

Tangible UX

# Home Page (continued)

Continued from Page 4

## 6th Annual Inner Circle Webinar - TurboTax Sneak Peek







Posted by [TurboTax\\_Ali](#) | 11/16/2009 at 10:30 AM

## Is there anything you want to do from your mobile device related to your tax return experience?

Posted by [TurboTax\\_Ali](#) | 11/16/2009 at 10:30 AM

[More Posts >](#)

## Your Recent Activity

-  Commented on [What do you like/dislike about how Inner Circle is set-up now?](#)
-  Added the idea [What about a TurboTax desktop gadget for the windows 7?](#)
-  Commented on [What do you like/dislike about how Inner Circle is set-up now?](#)
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Get and share help with other customers and TurboTax experts.






[Contact TurboTax Support](#)

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Phone: 1 (877) 682-4254

## Recent Comments



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-  [Bob Jones](#) on [What do you like/dislike about how Inner Circle is set-up now?](#)
-  [John Smith](#) on [Hot Ideas in the Idea Exchange](#)

[More Blog Comments »](#)

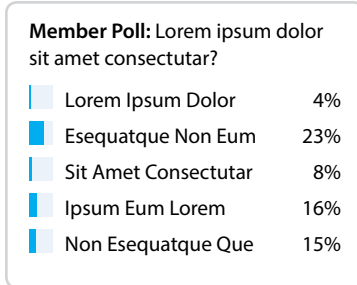
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- 1 Because members can only vote for a poll once, the poll will be shown for the rest of the theme period with the current results.



- 2 While not technically part of the theme area, the four iconic promo buttons are grouped with it to provide a permanent home for these reminders of how we want users to interact with the site.

Part of the reason for this is that the theme doesn't change that often and once a user has read it they can pretty much ignore it until it's changed. The iconic promos won't change at all and this makes them a visual anchor that members who visit often can use to "skip down the page" to where frequently changing content starts right underneath. (in other words, they can tune it out)

Thumbs up - links to latest

- 3 Latest ideas module displays title, point and comment count, but does not allow the user to vote because it would be based on the title alone.

- 4 Sidebar modules could be placed a different order. Survey module was placed where it was primarily to have something separate the Latest Ideas from latest blog comments so they aren't perceived as running into each other.

# Inner Circle Home Page (signed out/non-member view)

## TurboTax Inner Circle

Already an Inner Circle member? [Sign in](#) or [Join Now](#)


[Inner Circle Home](#) [Blog/Discuss](#) [Idea Exchange](#)


### Help shape the future of TurboTax


The Inner Circle is a community of individuals who help make tax preparation easier for millions of Americans by improving TurboTax. They are invited to exclusive events and discussions to provide valuable feedback and ideas on all areas of the product. In a nutshell:


- Receive invitations to work side-by-side with TurboTax teams to create new features and products
- Participate in our feedback sessions and let us know what is most important to you
- Participate in our Idea Exchange and contribute your ideas and opinions about TurboTax products and services

[Join the Inner Circle](#)

 Share your bright about how to improve TurboTax [Add an Idea >](#)

 Vote on other member's ideas you think are good [View top rated ideas >](#)

 Lorem ipsum dolor sit comment and discuss

 Lorem ipsum dolor sit amet consectetur member feedback

### Member Sign In

Email Address

Password

[Sign In](#)

[Forgot your password?](#)

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 [2 Comments](#) 1

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[Lorem Ipsum Dolor Sit Amet Que Figitur nus te Consectutar](#)  
940 points | 1 Comments

[More Ideas >](#)

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 [Beth ASAP](#) on [What do you like/dislike about how Inner](#)

[Wireframe continues on next page](#)

# Home Page (continued)

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[More Blog Comments »](#)

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# INTUIT - TURBOTAX

FULL REDESIGN OF THE CHECKOUT EXPERIENCE

# TurboTax Shopping Cart & Checkout Redesign

*Version 13*

*January 13, 2010*

**Prepared by:**

Jamison Wieser  
Bruce Charonnat  
Tangible UX, LLC

2. Shopping Cart - CD-ROM
4. Shopping Cart - Download
6. Error, information messaging and progress indicator
7. Checkout Task Flow
8. Begin Checkout/Sign in
10. Billing & Shipping
12. Full Page Sign In
14. Payment
16. TurboTax Advantage Opt-in
18. Create Account (required)
20. Create Account (optional)
22. Review Order
24. Failed Credit Card
26. Thank You (Order Complete)

# Shopping Cart - with CD-ROM selected

**TurboTax** [My Account](#) [Cart](#)

[Home](#) [Personal Taxes](#) [Small Business Taxes](#) [Why Choose TurboTax](#) [Tax Calculator & Tips](#) [Support](#)

[Home](#) > Shopping Cart

## Shopping Cart

Item	Delivery Method	Qty	Price	Total
<b>TurboTax Deluxe 2009 CD for Windows w/ Free State Download</b>	Ship CD to me ▼	1 ▼ <a href="#">Remove</a>	\$59.95	\$59.95

1 Enter ZIP code to calculate tax:

2 Shipping Method: **Standard: \$3.95** ▼

3-5 Business Days (after shipping)  
Estimated arrival: 9/14/09-9/21/09


You will have a chance to review your order.

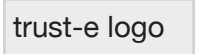
[Continue Shopping](#)

### About our Store

[Common Ordering Questions](#)

[View Our Privacy Statement](#)





### You may also be interested in:

#### Schedule C Filers

Self-employed and running a business? TurboTax Home & Business provides you with extra guidance for Schedule C preparation and business deductions. Also, includes a FREE State download — a \$34.95 value! [Learn more](#)

#### Most tax-saving help for Investments

TurboTax Premier software includes all the features of TurboTax Deluxe, plus even more help for investments and rental property. Also, includes a FREE State download — a \$34.95 value! [Learn more](#)

**TurboTax State** products become available for download mid-January to mid-February 2010 and vary by state. TurboTax State products include access to all 45 states that require an income tax return to be filed and will provide you access to one State product. Additional State products can be purchased from within the State CD-ROM for \$34.95. [More info](#)

Terms, conditions, features, pricing, service and support subject to change without notice.

## Notes for the preceding page

\* Selecting a download will change the display inline to the download view (see next page) which does not include the shipping method dropdown.

1 ZIP code is not checked until user has entered 5 digits and uses AJAX to avoid page refresh. Field has a limit of 5 characters.

Step 1. Prior to ZIP code being entered:

Enter ZIP code to calculate tax: <input type="text"/>	Tax: \$0.00
---	-------------

Step 2. While ZIP code is being checked (via AJAX) with temporary “updating...” text

Enter ZIP code to calculate tax: <input type="text" value="12345"/> updating...	Tax: \$0.00
---	-------------

Step 3. After a valid zip code is entered tax is highlighted (before fading to normal)

Enter ZIP code to calculate tax: <input type="text" value="12345"/>	Tax: <b>\$3.95</b>
---	--------------------

Enter ZIP code to calculate tax: <input type="text" value="12345"/>	Tax: \$3.95
---	-------------

Error condition. Check occurs after user has entered 5 digits, events onmouseout and onblur, or after user has paused for a while (test to determine exact delay)

Enter ZIP code to calculate tax: <input type="text" value="1234"/> Invalid ZIP code	Tax: \$0.00
---	-------------

2 Instead of a standard select menu, custom menu displays estimated arrival times for each shipping option

Standard: \$3.95 ▼
<b>Standard: \$3.95</b> 3-5 Business Days (after shipping) Estimated arrival: 9/14/09-9/21/09
<b>Express: \$10.00</b> 2 Business Days (after shipping) Estimated arrival: 9/11/09-9/15/09
<b>Expedited: \$15.95</b> 1 Business Day (after shipping) Estimated arrival: 9/10/09-9/14/09

# Shopping Cart - with download selected for delivery option

**TurboTax** [My Account](#) [Cart](#)

[Home](#) [Personal Taxes](#) [Small Business Taxes](#) [Why Choose TurboTax](#) [Tax Calculator & Tips](#) [Support](#)

[Home](#) > Shopping Cart

## Shopping Cart

Item	Delivery Method	Qty	Price	Total
<b>TurboTax Deluxe 2009 CD for Windows w/ Free State Download</b>	Download (win) ▼	1 ▼ <a href="#">Remove</a>	\$59.95	\$59.95

Enter ZIP code to calculate tax:

Shipping Method: Download

Subtotal: \$59.95  
Discount: -\$5.00  
Shipping: \$3.95  
Tax: \$0.00  
**Total: \$58.90**

You will have a chance to review your order.

[Continue Shopping](#)

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Self-employed and running a business? TurboTax Home & Business provides you with extra guidance for Schedule C preparation and business deductions. Also, includes a FREE State download — a \$34.95 value! [Learn more](#)

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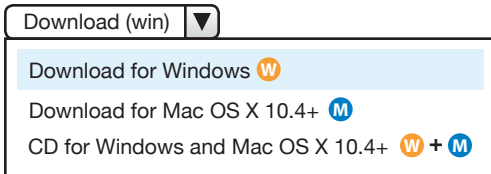
Terms, conditions, features, pricing, service and support subject to change without notice.



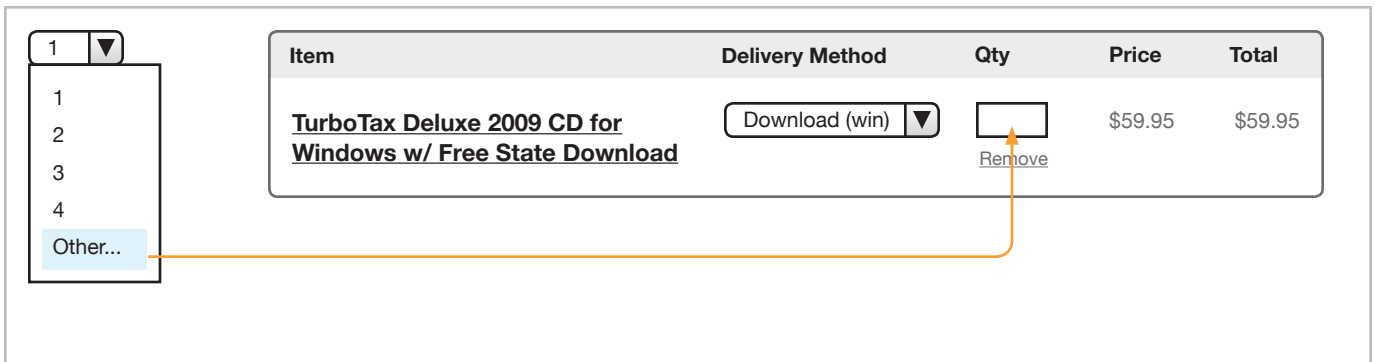
## Notes for the preceding page

- 1 Suggestion: Include OS logos in the delivery method menu to visually reinforce which operating system is selected.

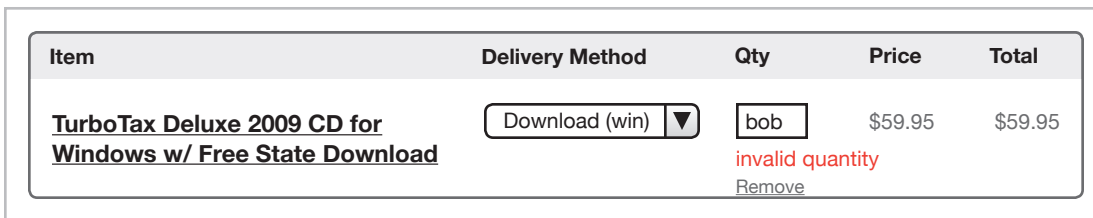
Shown here with placeholder icons, menu would also display longer/full titles for each delivery option than the condensed text listed.



- 2 Quantity will allow selection up to 4 (more choices can be added if necessary) with a final option of "Other..." which replaces the menu with a text box. Note: There is no way to go back to a menu selection once user has selected "Other"



Quantity will be validated when user stops typing and will either update the total to the appropriate price or display an error.



If user presses "proceed to checkout" when there is an invalid quantity, page will scroll to the top (#top) and an error message will be shown at the top of the screen in addition to the inline message. User will not be allowed to check out until there is a valid quantity.



## Error, Informational Messaging, and Progress indicator

In general, error messaging is handled first with a message beside the field causing the issue, checked after the user has clicked to the next field or typed up to the maxlength of the field

Field Label

 Error message to the side

In all cases, a user will not be able to continue to the next page until all error conditions have been fixed. The continue button will not be disabled (it will still be clickable) but will take the user to the top of the page (#top when the page does not need to be refreshed/reloaded) with an error message at the top of the box in question.

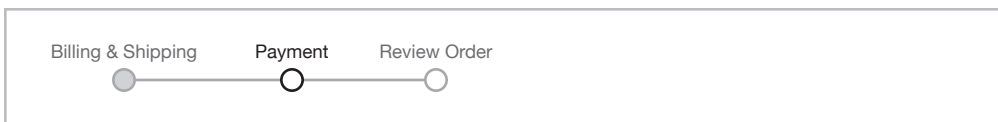
The message at the top can be specific to what field is causing the issue, or general saying there's an error below that needs to be fixed.

**Title of Module**

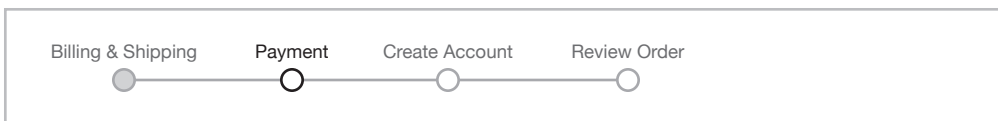
▲ You need to fix something below to continue

Users who sign in at the beginning of checkout will be shown a progress indicator which does not include the Create Account step. The flow is otherwise the same, with any information saved in their account being pre-populated in the forms allowing the user to review or change.

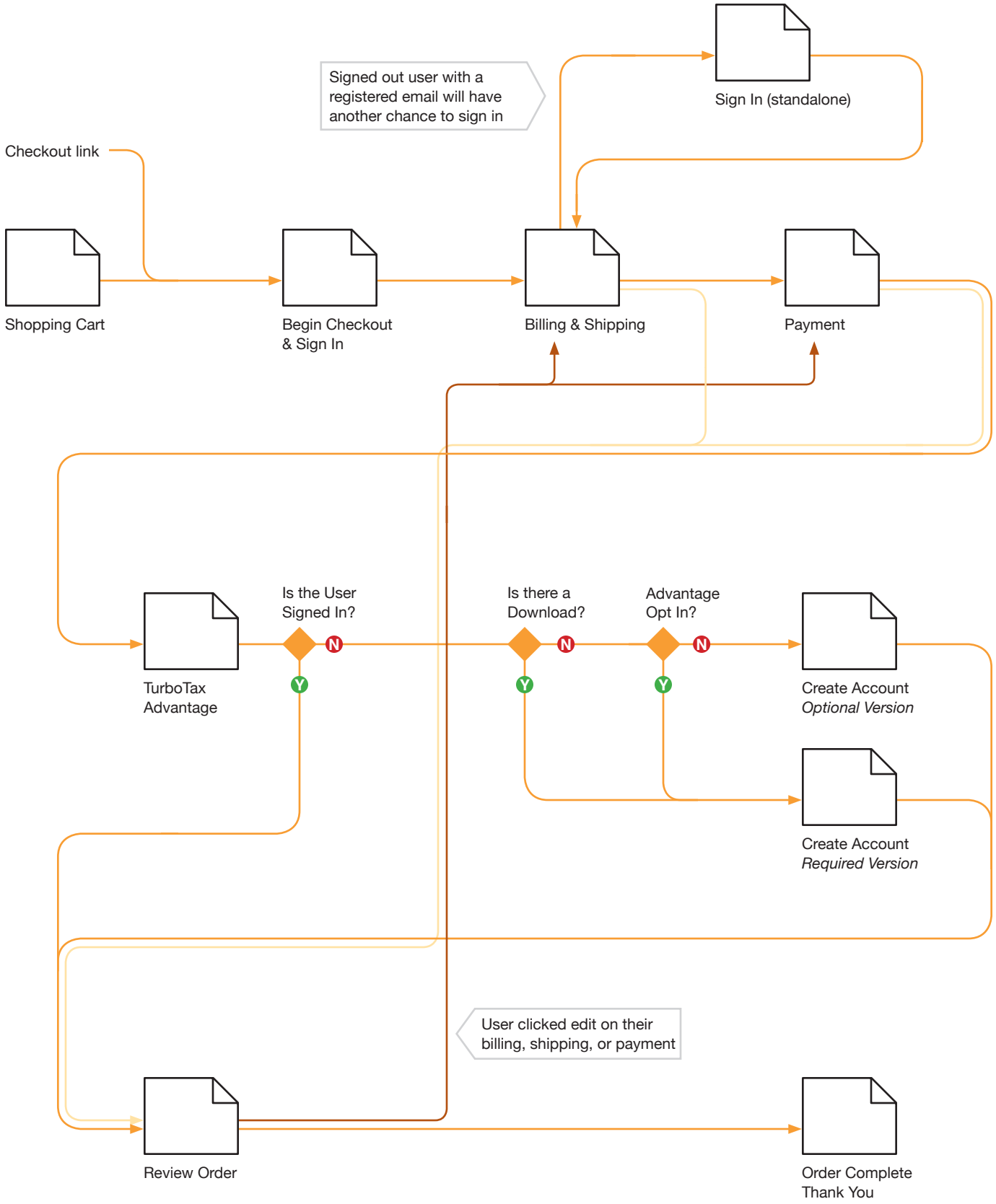
The current page of the checkout flow is highlighted (in this document shown in black as opposed to gray, actual visual design TBD) with completed steps shown filled in.



This document will only show the non-registered case which is otherwise the same except where noted.



# Shopping Cart Task Flow



# Sign In

**TurboTax**  
Choose Easy

[Return to Cart](#)

## Sign In or Proceed as New Customer

### New Customers

Your email address is required so we can send you a confirmation of your order. No spam.

Email Address

1

**Begin Checkout**

### Returning Customers

If you already have an account, sign in to access your saved information

User ID

[Forgot your ID?](#)

Password

[Forgot your password?](#)

**Sign In**

Already have an account with Quicken, QuickBooks, or other Intuit products?

[Learn how to use your User ID here](#)

Footer

## Notes for the preceding page



Users have an option to sign in to an existing account or begin checkout by providing their email address.

If the email is already registered to a User ID, they will be shown a message on the next page (billing and shipping addresses)

Because multiple Intuit products share the User ID and purchasing TurboTax is only a once-a-year task for most customers, User ID and password may well have been forgotten or those who've only used other Intuit products until now might be confused why they're being told they have an account already because they don't make the connection.



Email is checked for validity when the user clicks out of the field (make sure it has at least an "@" and a ".")

Email Address

 Invalid e-mail

Clicking begin button without fixing the mistake steps up the messaging to an alert

**New Customers**

▲ A valid email is required to check out

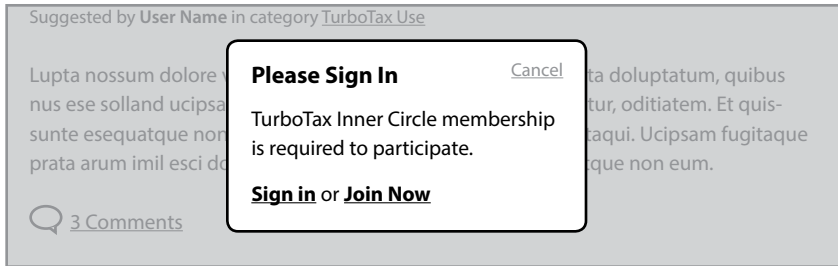
Your email address is required so we can send you a confirmation of your order. No spam.

Email Address

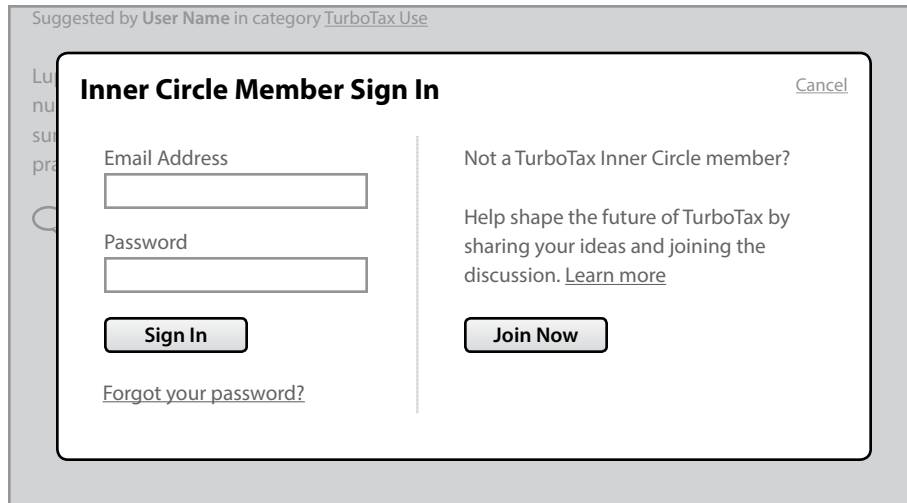
 Invalid e-mail

## Notes for the preceding page

- 1 Clicking any link (comment, vote, etc.) which require membership display an inline dialog/thickbox promoting. Note the background has been darkened when the dialog box is visible.



If the platform supports it, take the dialog a step further and incorporate the sign in form itself into the dialog.



# BLURB - HOME PAGE

HOME PAGE REDESIGN

---

# Blurb

**Home Page 0.5.2**

user experience / wireframes

**jamison wieser**  
user experience

[jamison.wieser.propanestudio.com](http://jamison.wieser.propanestudio.com)  
<http://propanestudio.com>

**Document Version 0.5.2**  
Created: March 26, 2014  
Last Modified: May 2, 2014



# ABOUT THIS DOCUMENT

Feedback and document standards

## Feedback

1. Feedback and constructive criticism should be focused on user interactions, high-level content strategy, general screen layout, and the user experience as a whole.
2. Feedback should NOT be focused on visual design or look and feel; this will be represented in visual design comps that will be provided separately.

## Changes & Updates

Subsequent revisions will use small “flags” in the upper right corners of each page to help call out what pages have been changed or added since this document’s last revision.



## Annotations

Text and shapes shown in **shades of gray** will be rendered to the screen, visible to the user.

Text and shapes shown in **blue** or **green** are annotations for functionality and content strategy respectively, and will not be rendered to the screen.

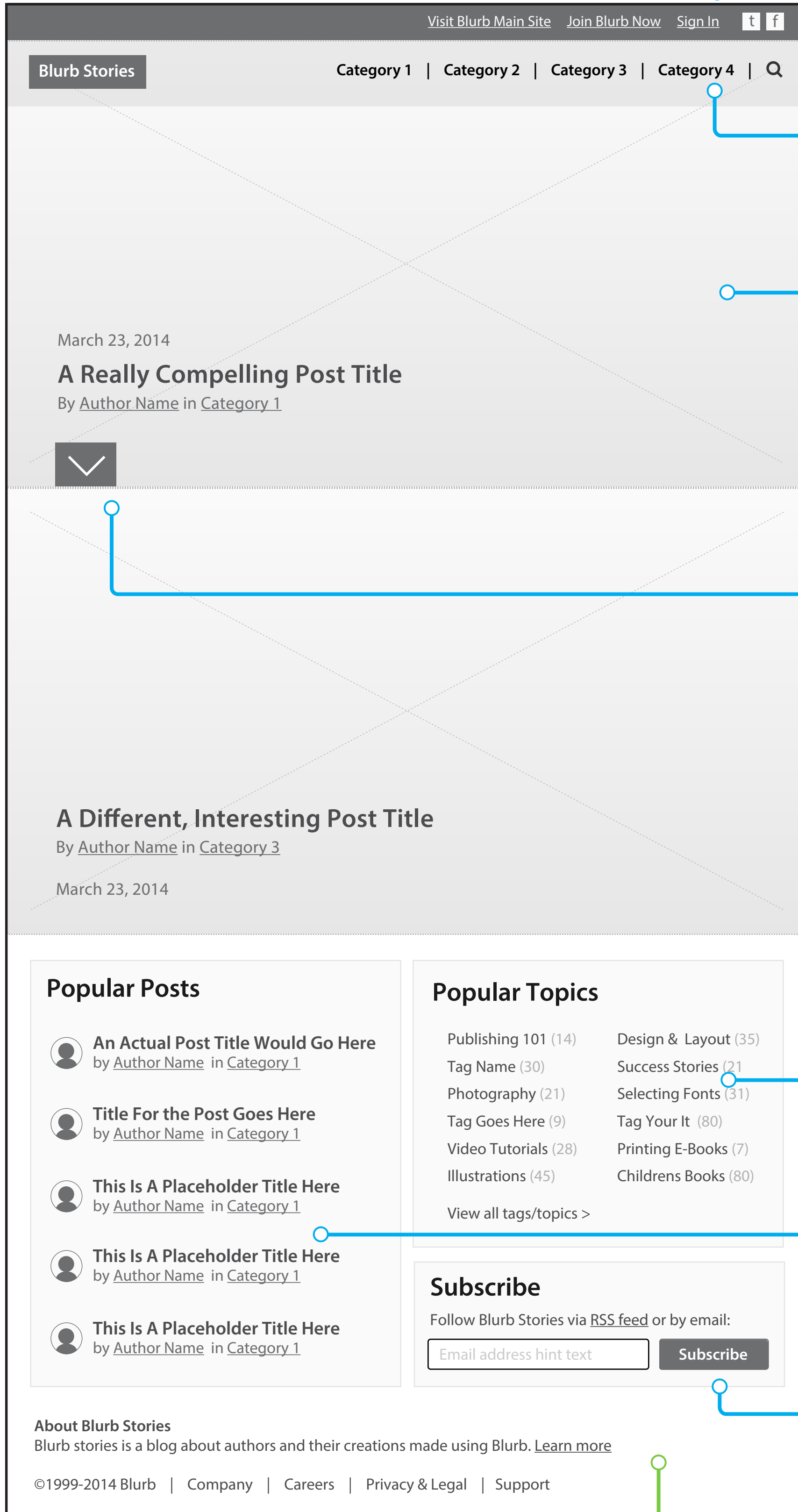
Boxes with an “x” through them indicate a photo or video which a gray box simply indicates groupings

As with all UX design deliverables, none of the wireframes in this document are intended to imply a final visual design, look and feel, or final copy.

# 1.0 Home Page

UPDATED

Scale: 1pt = 2px (1"=144px) | Display shown measures 1280 x 800px



## Blurb.com Navigation Strip

Minimal navigation to the Blurb.com website. There will be versions for signed in and signed out cases. Also contains links or buttons for Blurb's social media channels.

## Blog Navigation

Main navigation bar contains the blog logo (home link), a search icon which expands into a form. Four categories serve as the main blog navigation. *Categories to be decided later.*

## Posts as full-screen photography.

The new blog has a magazine-style, responsive design with photos filling the browser viewport (automatically resizing the layout to fit exactly the size of the browser window).

Post title, date, author name, and category overlaid on background photo.

Four featured posts will be displayed on the home page and will be "sticky" so editorial staff may curate the page instead of automatically showing the latest post.

## Jump Navigation

A "next" arrow at the bottom of each featured post will automatically scroll the page to exactly fit the next post. The page will scroll normally.

The fourth and final post will not have a jump navigation arrow since there is no next post to go to.

## Footer Navigation and Exploration

Main navigation at the top of the page provides customers a way to browse posts by category, while the footer provides two alternative methods to explore blog content.

## Popular Topics

Curated or SEO driven list of popular post tags. This list is global and will not change depending upon which page the customer is viewing.

## Popular and Related Posts

Additional posts are exposed in the footer, on an individual post this is a list of related posts, on other pages this is a lot of popular or trending posts. Exact selection criteria for "popular" is still to be decided and likely depend upon technical capabilities.

## Blog Subscription

Link to the RSS feed and an input form for customers to subscribe to the blog by email.

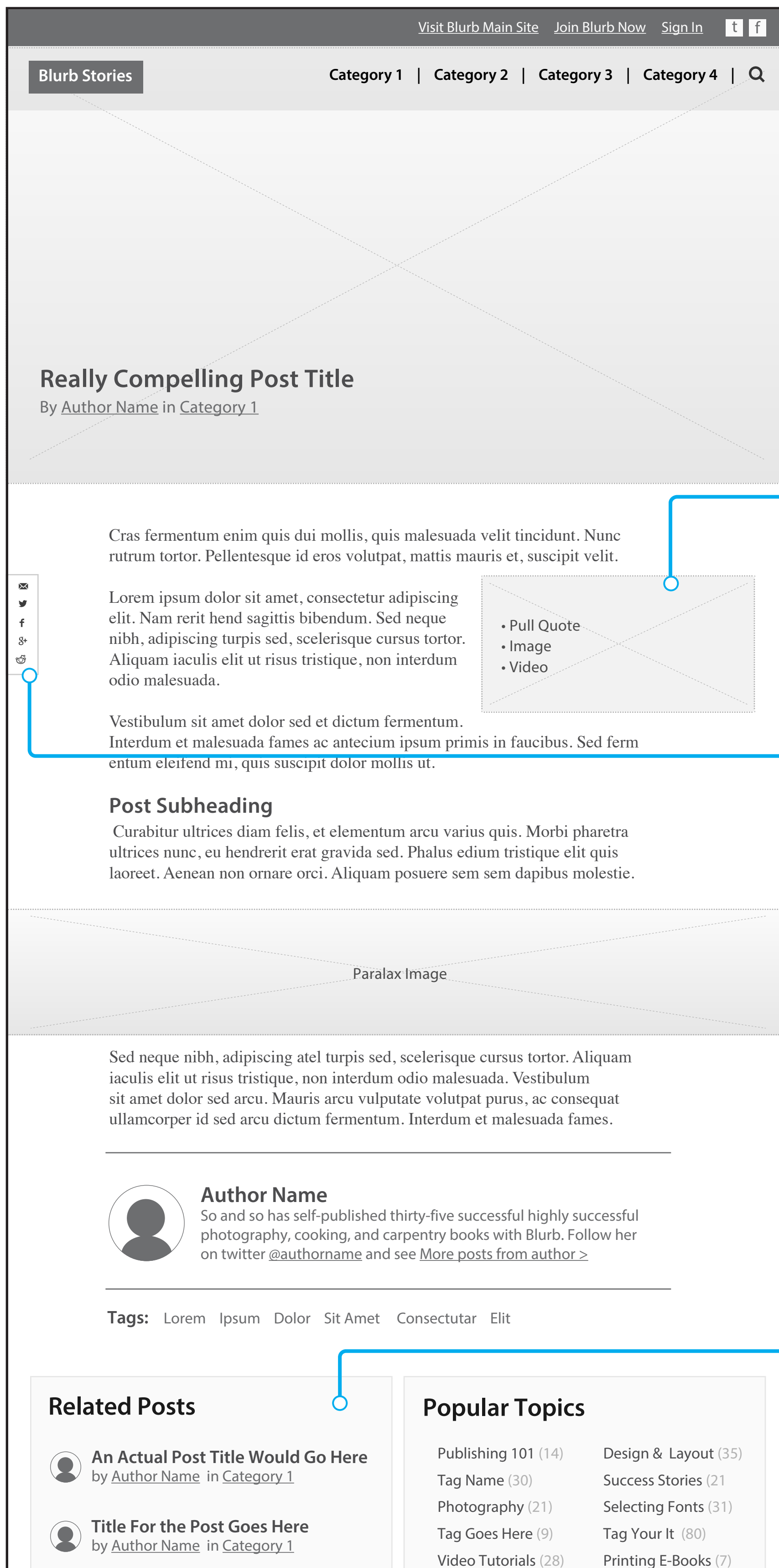
## Important Note

The footer shown here will not be displayed on all wireframes for space purposes. Please refer to this page for footer details.



# 2.0 Individual Post

Scale: 1pt = 2px (1"=144px) | Display shown measures 1280 x 800px



### Pullquotes, Videos and Photos

To enrich the article and reinforce the "magazine" feel on large screens, rich media elements will be floated beside the article with text wrapping around it.

For small screens the responsive design will lay these out inline or stacked.

### Social Sharing Sidebar module

On the left of the screen in a module with social sharing links which will remain fixed as the customer scrolls down the posts, making it accessible at all times.

This will include icons/buttons for email, twitter, facebook pinterest and other tools Blurb wishes to support.

### Popular and Related Posts

Additional posts are exposed in the footer, on an individual post this is a list of related posts, on other pages this is a lot of popular or trending posts.

Exact selection criteria for "popular" is still to be decided and likely depend upon technical capabilities.

Content management system should filter out the author

# BLURB - BLOG

DESIGN OF A BLOG TO SHOWCASE CUSTOMER EXAMPLES,  
INSPIRATION AND PROVIDE TIPS

# ABOUT THIS DOCUMENT

Feedback and document standards

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2. Feedback should NOT be focused on visual design or look and feel; this will be represented in visual design comps that will be provided separately.
3. Feedback should NOT focus on copy or exact wording, placeholder text will be sometimes be directed copy explaining what the final text should contain.

## Changes & Updates

Subsequent revisions will use small “flags” in the upper right corners of each page to help call out what pages have been changed or added since this document’s last revision.



## Annotations

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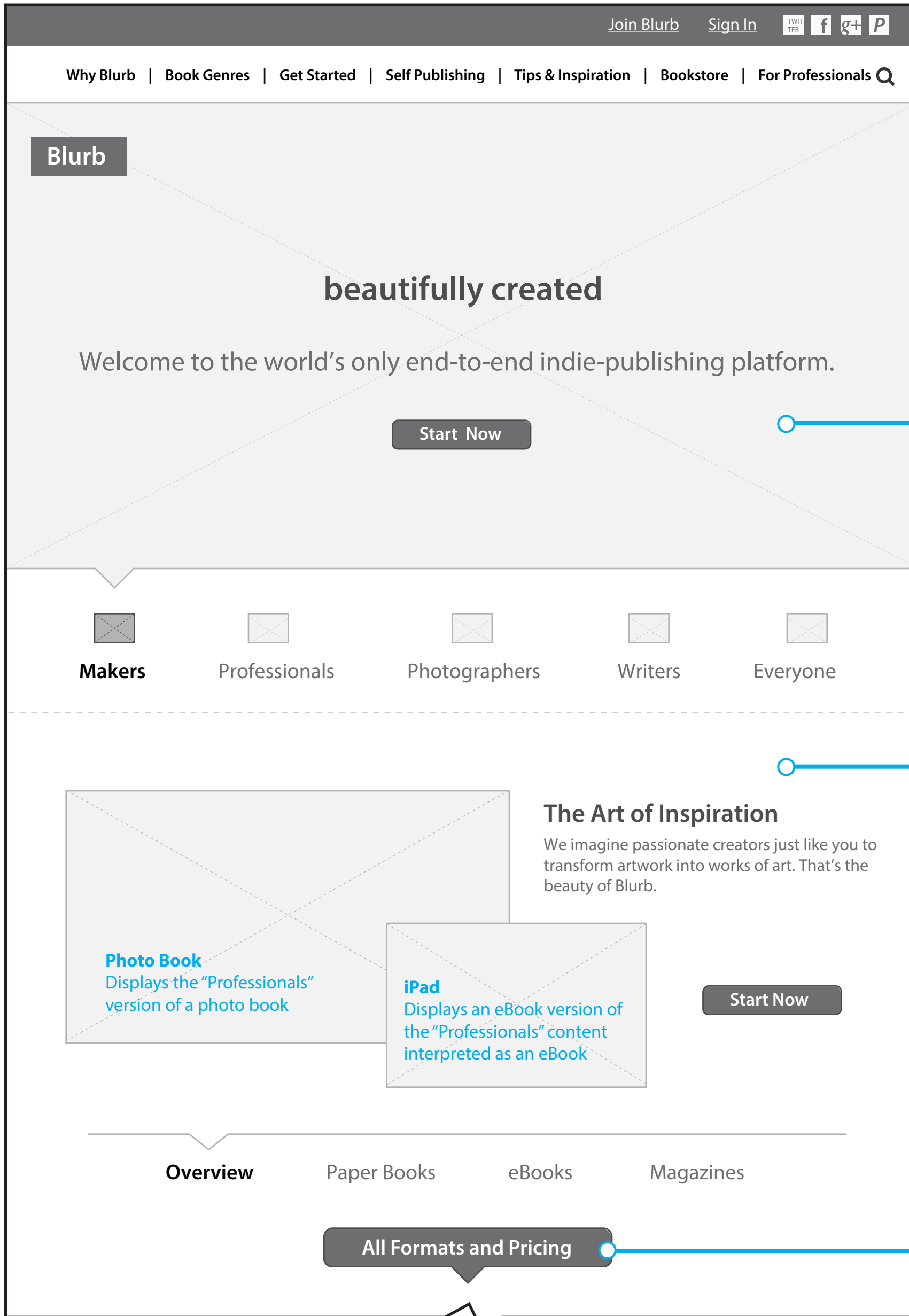
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Boxes with an “x” through them indicate a photo or video which a gray box simply indicates groupings

# 1.0 Home Page (Page 1 of 2)

UPDATED

Scale: 1pt = 2px (1"=144px) | Display shown measures 1280 x 800px



CONTINUED ON NEXT PAGE

## GLOBAL UTILITY BAR

Join, sign in and social media icons live in a visually distinct utility bar, with social media channels. See page 2.0

## SIMPLIFIED HEADER NAVIGATION

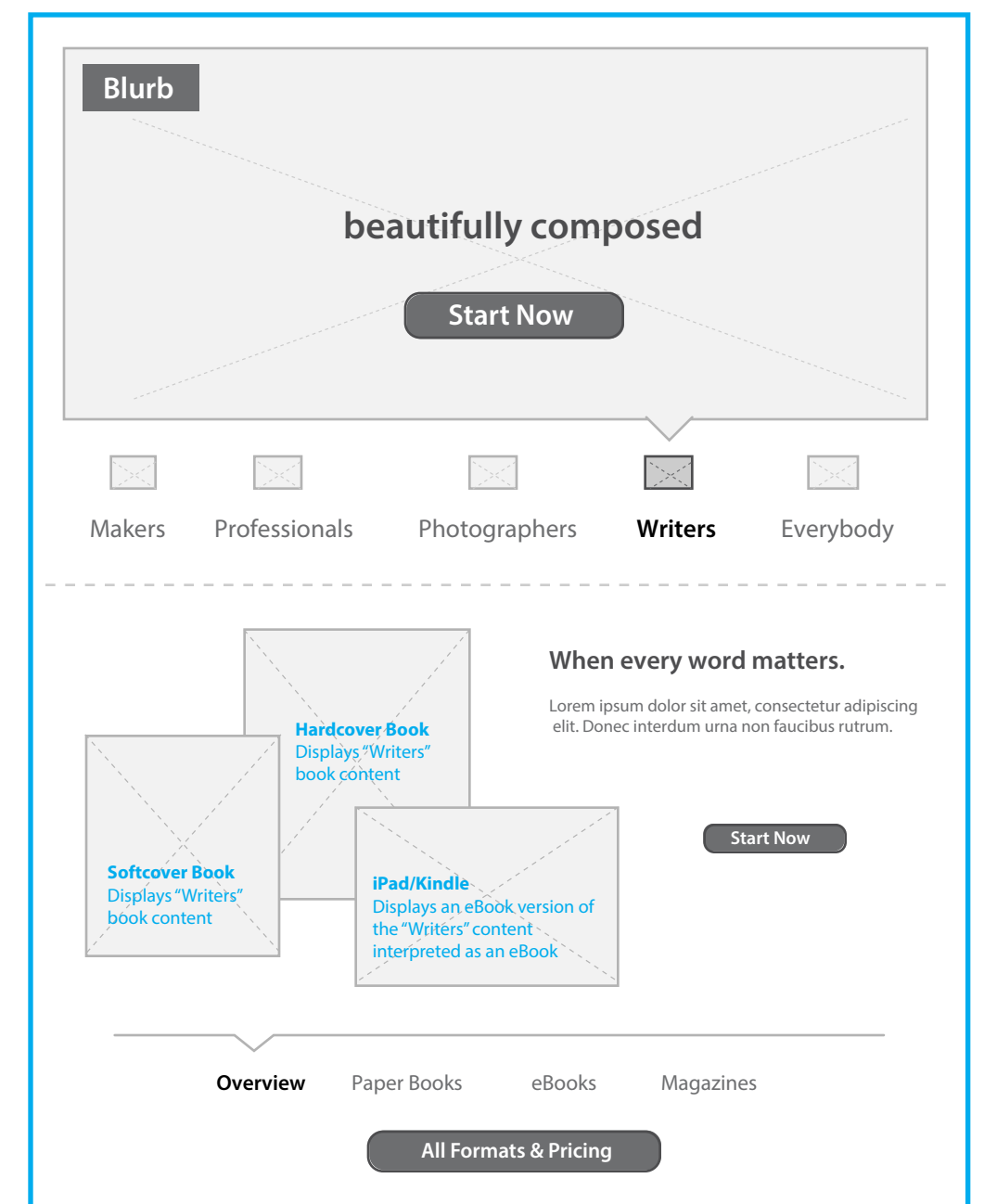
Only surfaces the main navigation links without the rest of the header elements of the current site.

For the interim home page there will be no changes to the order and labeling of the primary navigation bar, only to the visual presentation. Navigation changes will address as part of the larger site redesign

## CUSTOMER CATEGORIES & BOOK FORMATS

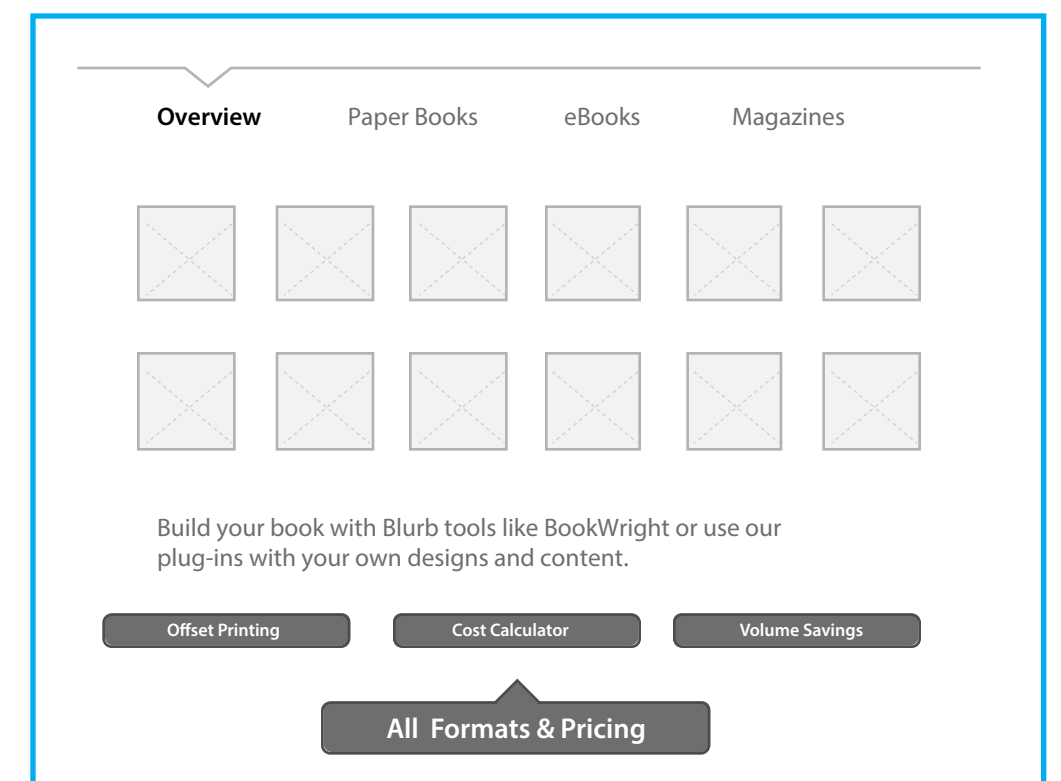
Starting with the overview, customers can tap/click to toggle both the splash area above and Featured Formats area below.

Note this will not be an automated slideshow/carrusel because the selection effects content on the entire page.



## FORMAT DRAWER

The format button expands a drawer which shows different book sizes and dimensions with calls to action for more information.



## CALLS TO ACTION:

### START NOW

<http://www.blurb.com/bookmaking-tools>

### OFFSET PRINTING

<http://www.blurb.com/offset-printing>

### COST CALCULATOR

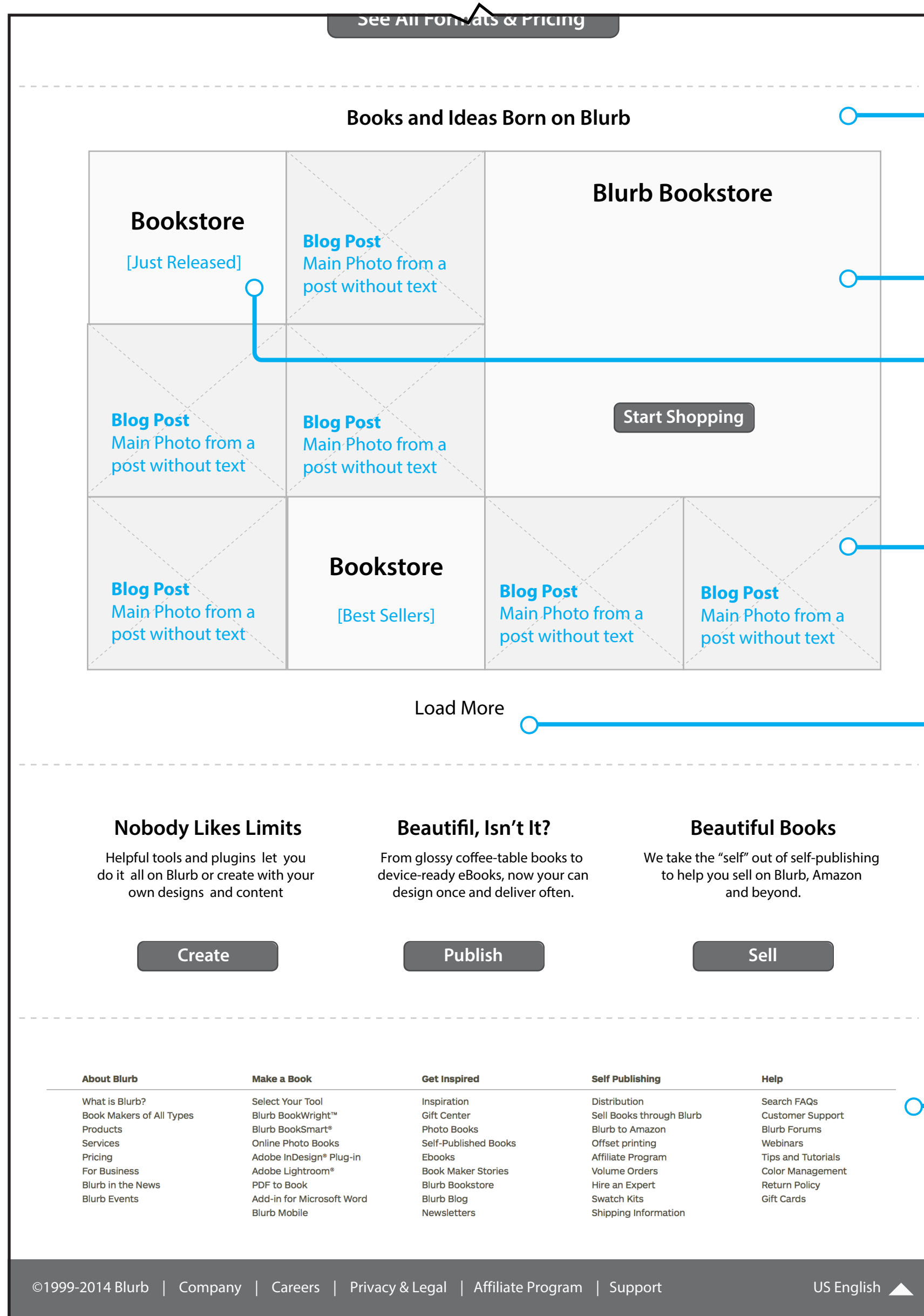
<http://www.blurb.com/pricing>

### VOLUME SAVINGS

<http://www.blurb.com/volume-orders>



CONTINUED FROM PREVIOUS PAGE



### CUSTOMER CREATIONS

Exposes, promotes, and displays a range of customer creations shared through either blog posts or in the Bookstore.

### BLURB BOOKSTORE OR OTHER PROMOS

Largest module is a promotion for the book store along with modules for bestsellers and newly published books/authors. These modules can also be used other promotions besides blog posts or book store links.

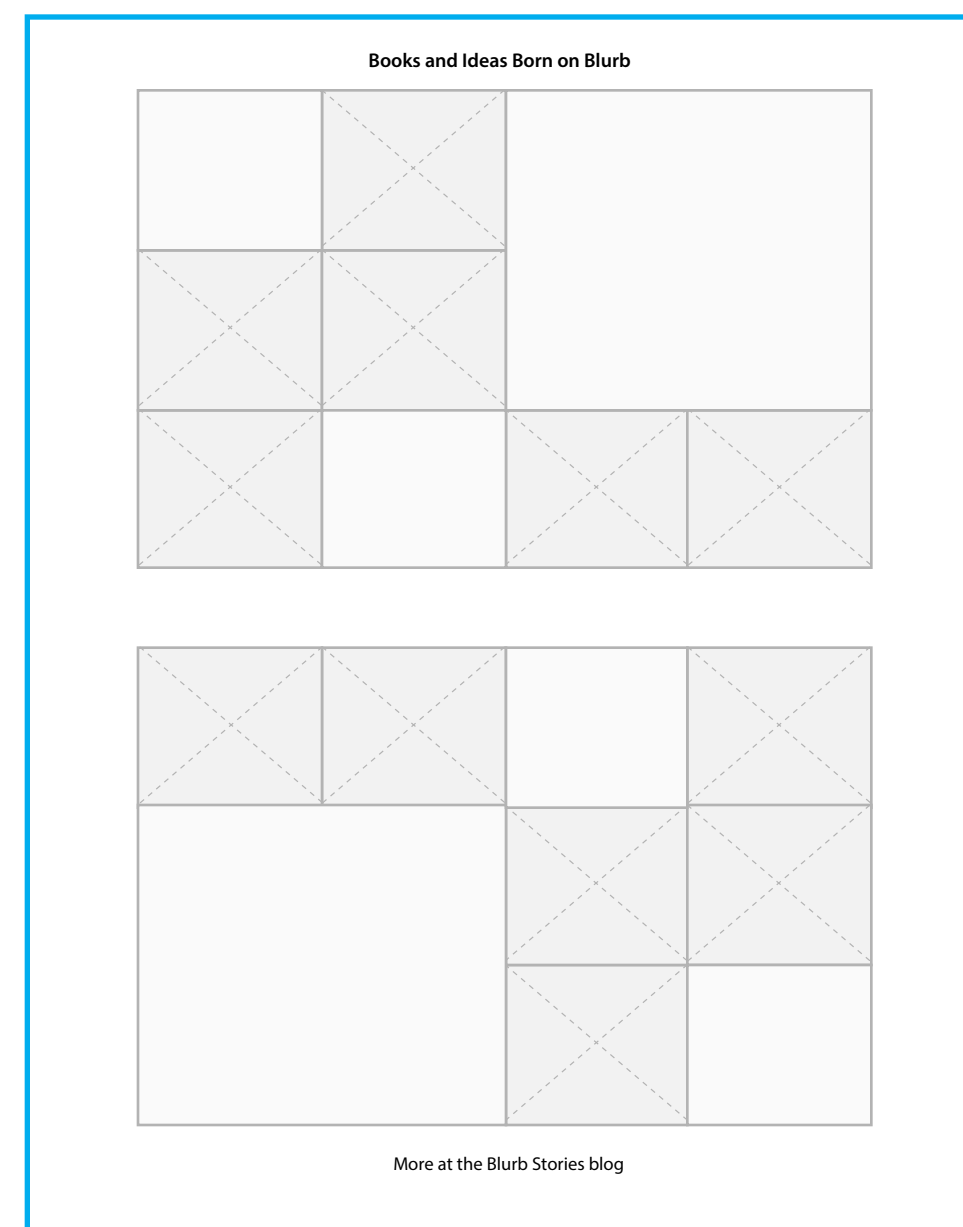
### BLURB BLOG POSTS

Displays cover photos from six blog posts. Posts will be hand selected/curated to make sure the selected posts/photos are still legible at small sizes and avoid jarring visual combinations.

### LOAD MORE

Displays a second set of promotional modules which will be hand selected/curated to make sure there is no duplication.

Note these will only be displayed when the user clicks "more" and should not contain important messaging that we want to show all users.



### MAINTAIN EXISTING SITEMAP

During the interim period between launch of the new home page and the full site redesign the existing sitemap and footer will only receive a visual refresh. The footer and sitemap will be redesigned with the complete site redesign.

### CALLS TO ACTION:

#### START SHOPPING

<http://www.blurb.com/bookstore>

#### CREATE

<http://www.blurb.com/bookmaking-tools>

#### CREATE

<http://www.blurb.com/pricing>

#### SELL

<http://www.blurb.com/self-publishing>

#### MORE STORIES AT THE BLURB STORIES BLOG

[Blog Home Page Link](#)

# 2.0 GLOBAL NAVIGATION

UPDATED

## NAVIGATION (SIGNED OUT)



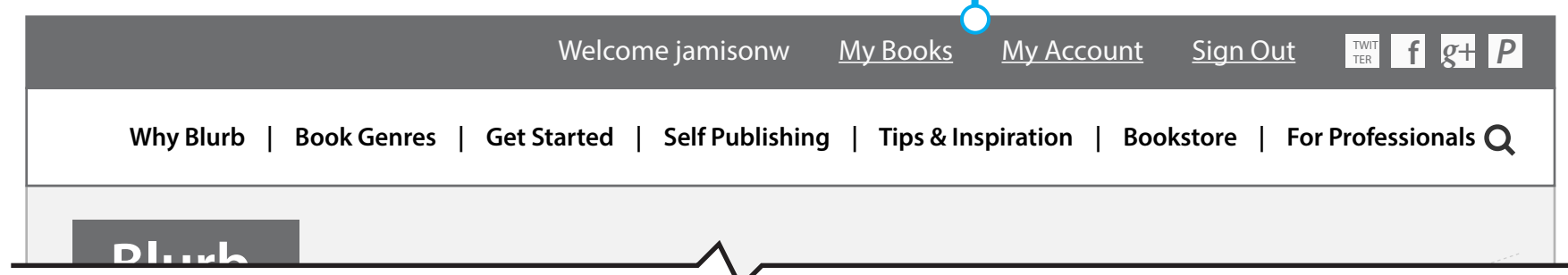
### GLOBAL UTILITY BAR - SIGNED OUT

Above the primary site navigation, customer sign in and join links have been moved into a separate, dedicated strip at the top of the page. Utility bar also contains links to social media channels.

### PRIMARY NAVIGATION

During the interim period between the home page launch and the full site redesign, the existing navigation bar will remain mostly unchanged to avoid breaking navigation with the rest of the site. See create for visual treatment of expanded menus.

## NAVIGATION (SIGNED IN)



### GLOBAL UTILITY BAR - SIGNED IN

When logged in the join and sign in options are replaced with the customer name, and links to manage their books and their account.

## BLURB MAIN SITE

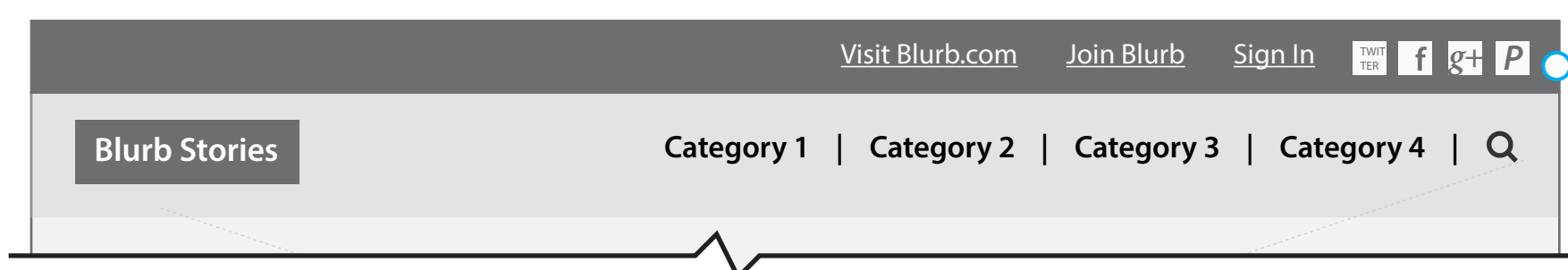


### GLOBAL UTILITY BAR ACROSS PROPERTIES

Part of the reason for moving customer-centric sign in and account into a dedicated area is to allow the utility bar to span multiple Blurb properties.

This will allow customers reading the blog to join or to sign in and access their account. On the blog the utility bar will also contain a link to the main site.

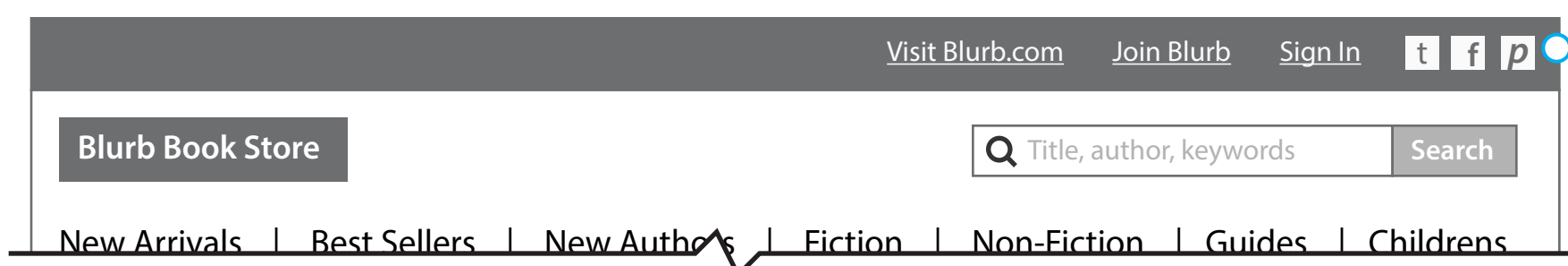
## BLURB STORIES BLOG



### BOOKSTORE

In addition to the main site and blog, the utility bar can also be used on any additional Blurb properties or mini-sites, such as the Blurb bookstore.

## BLURB BOOKSTORE (CONCEPT ONLY)





# WORKR

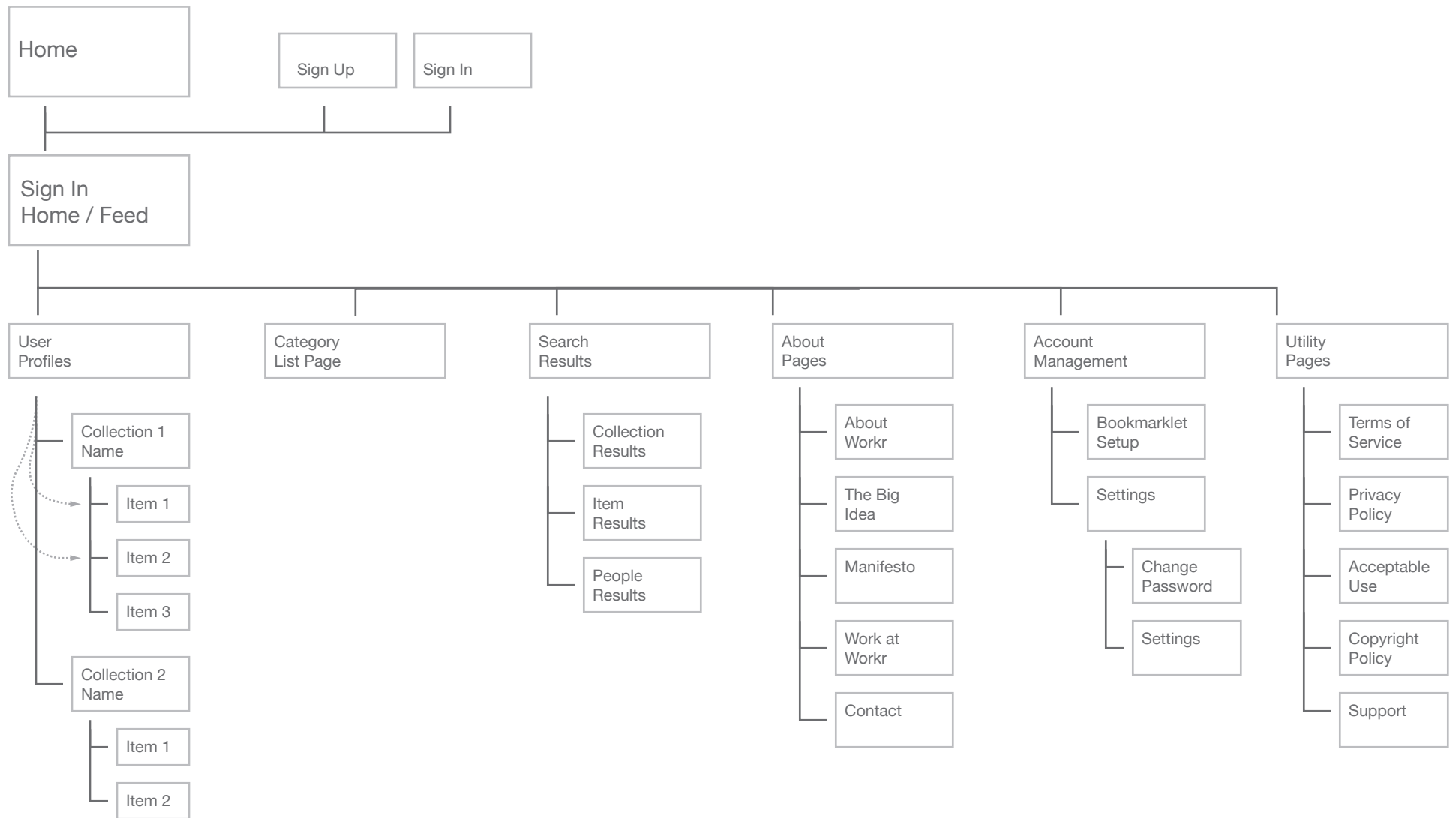
GROUND UP DESIGN FOR A HOW-TO/KNOWLEDGE BASE SITE



**Workr Wireframes**

October 6, 2014  
Version 10.0

Fourth Draft Wireframes

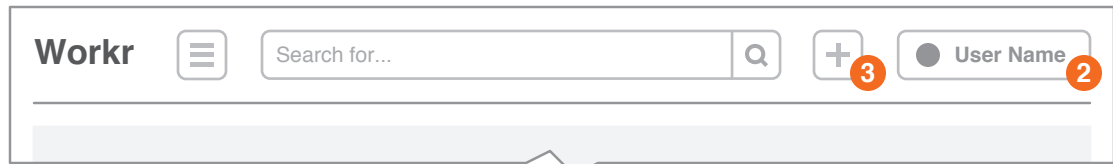


Signed Out

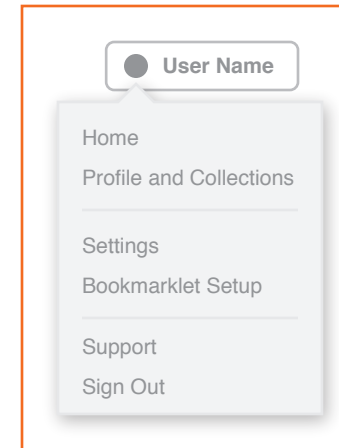


1 Signed out navigation includes links to sign in or create and account. See page 30 & 31 for Sign In & Sign Up.

Signed In

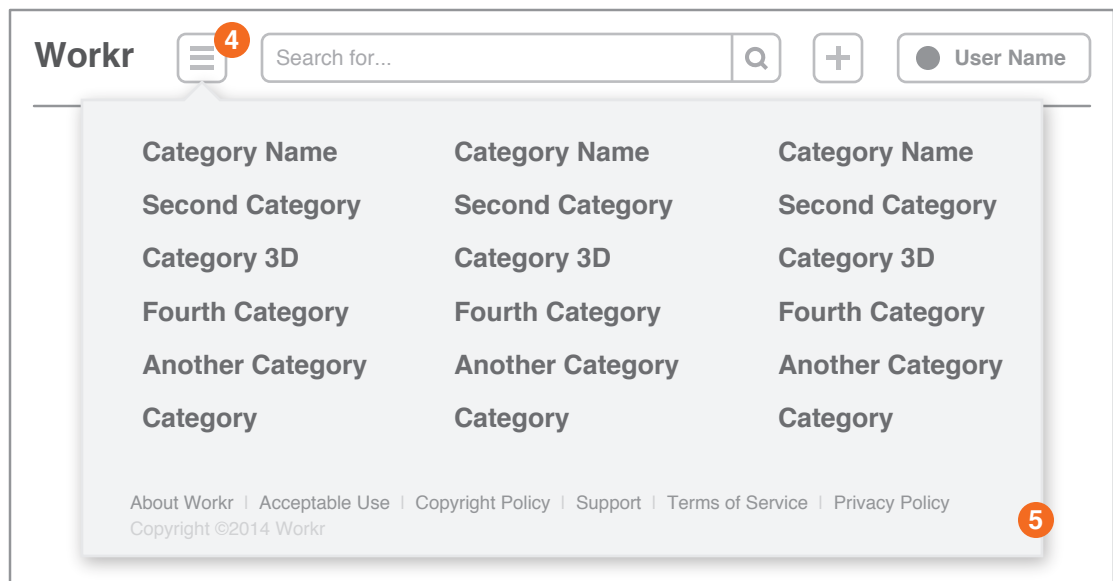


2 Signed in navigation bar includes an add button and the user's first and last name with a thumbnail image.



The name/thumbnail triggers a menu with user related pages, tools, settings and actions.

Signed In With Menu Open

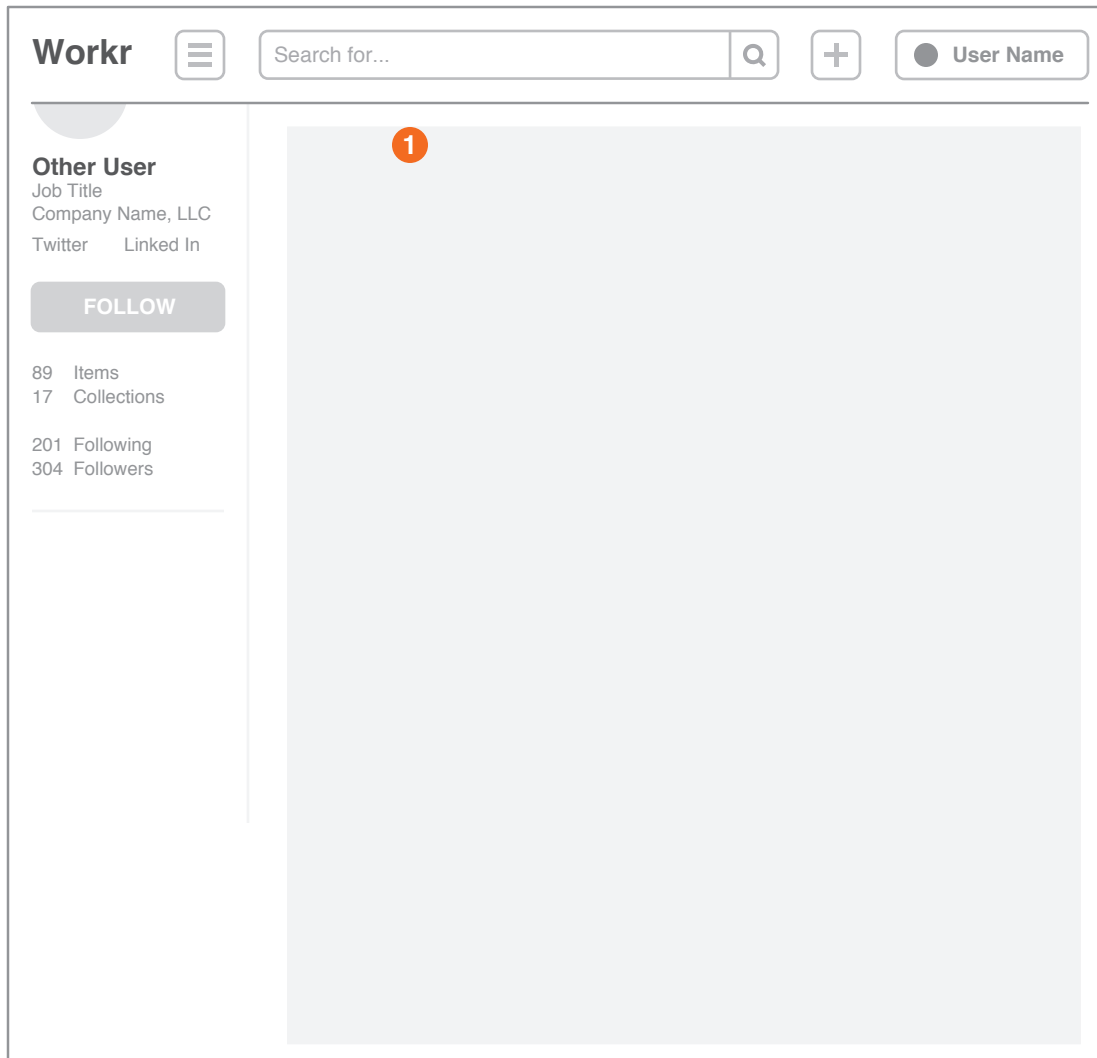


3 Add item will link to the full page, add new item form. Please refer to page 20 for more on adding items.

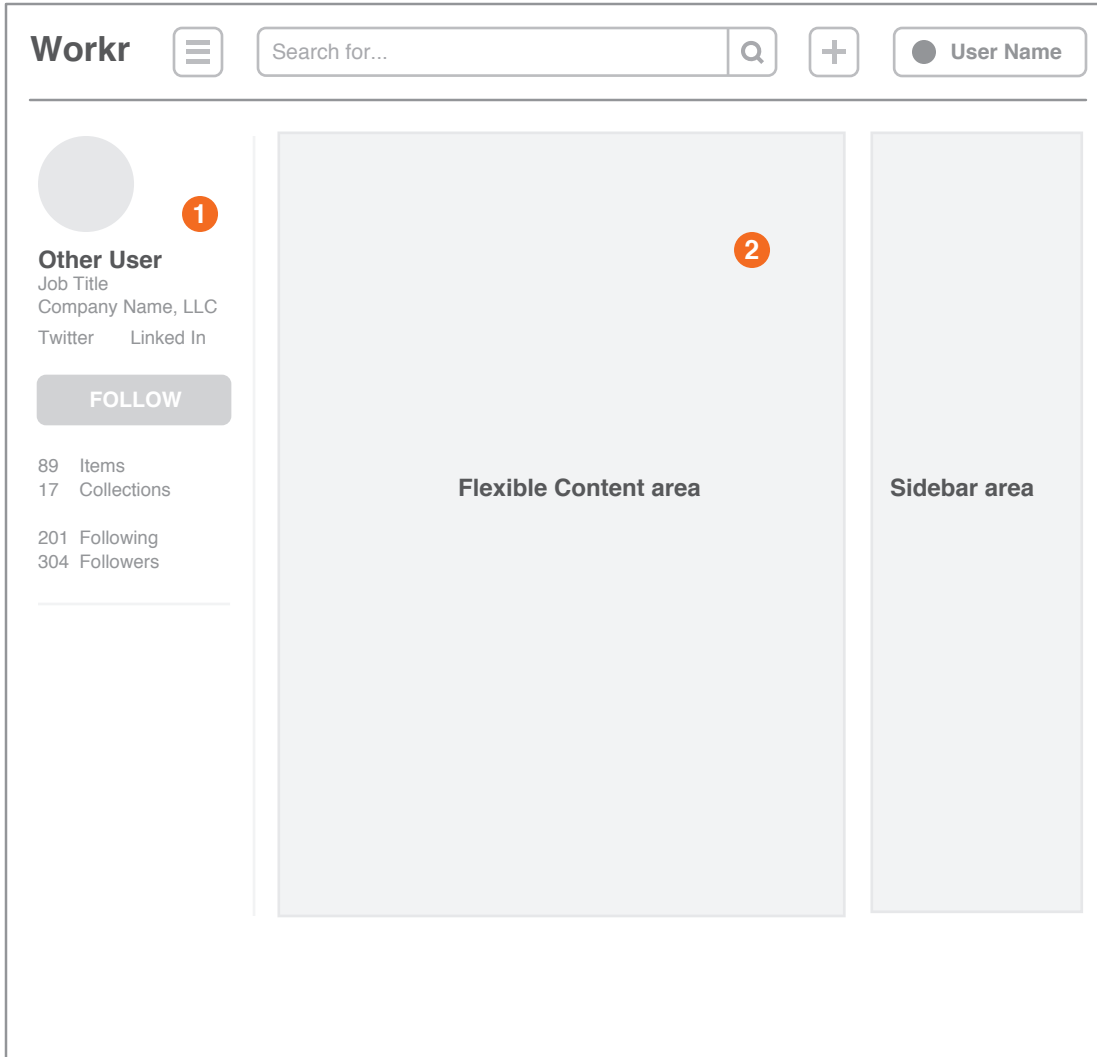
4 Workr menu lists Categories in a multi-column view to maximize screen real estate. Category links each go to a page generated of items and collections in that category (to be completed by Workr team). [There should be a logical reason for why an item is shown in a specific category since this isn't a user selected organization.]

5 Because infinitely-scrolling pages will never reach the end of the page, what is normally contained in the footer is shown in the menu

## Scrolling and Fixed Navigation



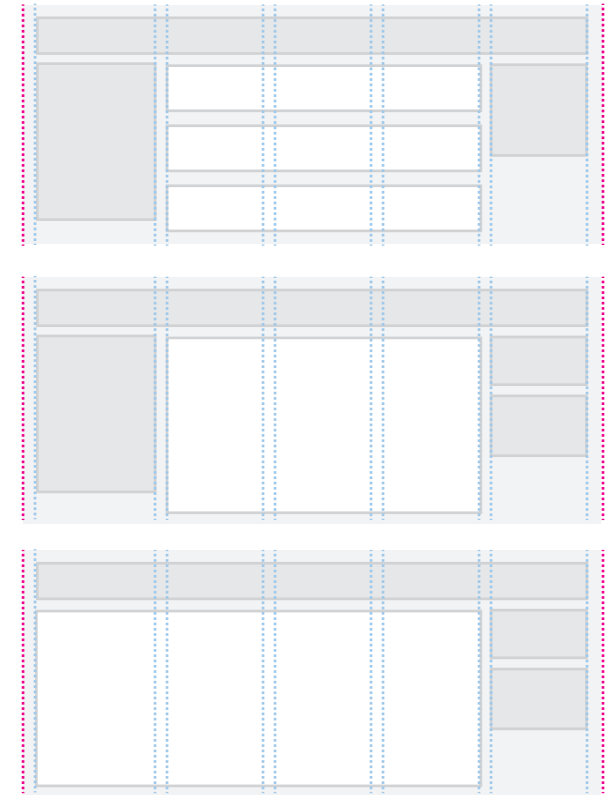
- 1 Navigation bar remains fixed to the top of the screen creating persistent access to the menu, search, adding items, and the user menu.  
  
The menu will always remain visible and will not slide up or fade away on scrolling.

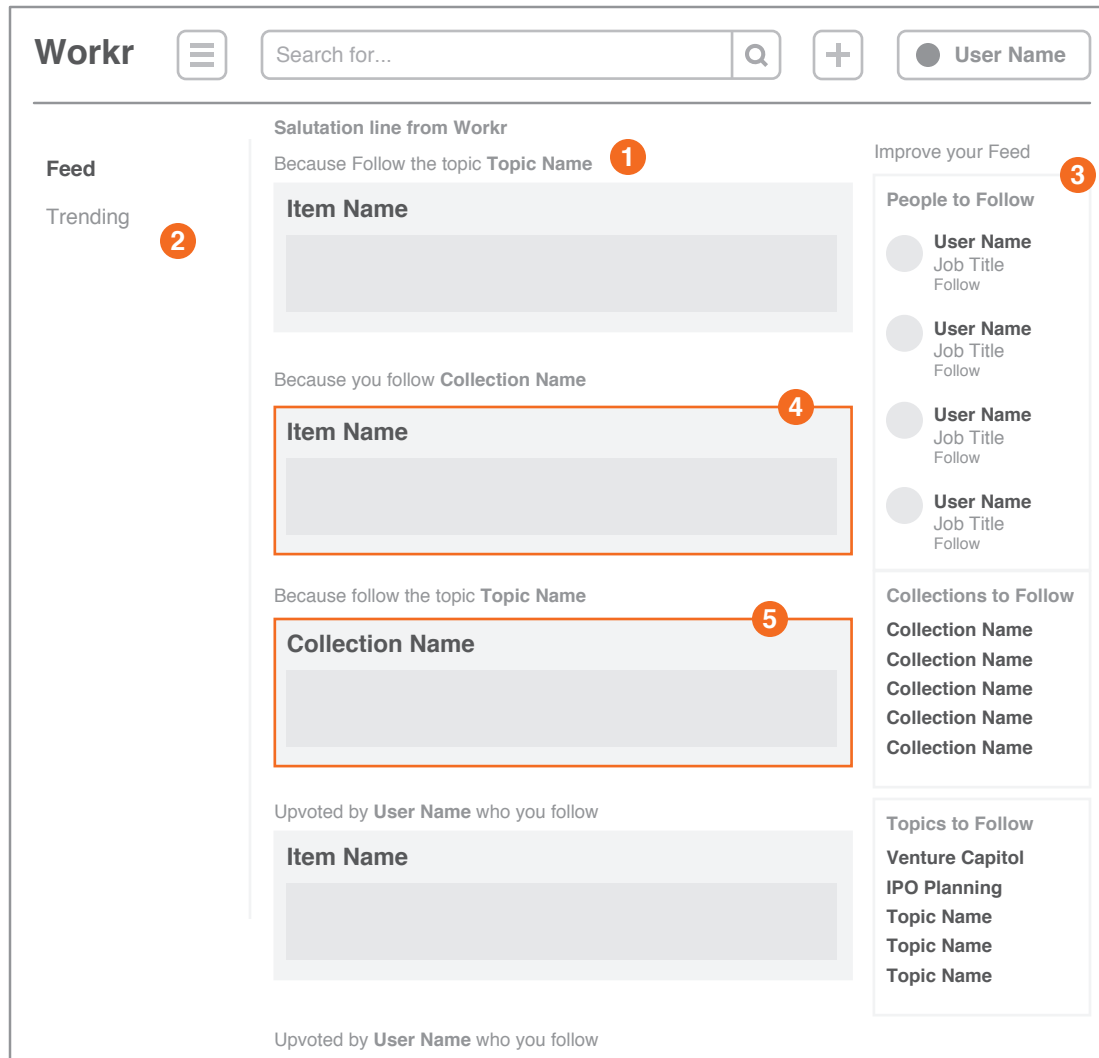


1 Profile sidebar will appear in many if not most pages signed in. Shown here is a user view different page.

On some pages the left sidebar will instead show filters (see home page on the page before) or related content.

2 Bulk of the page is taken up with a content area based on a grid that's designed to allow different layouts within the same system.





- 1 Activity feed can contain both collections and individual items accompanied by the reason why the collection was placed in the feed.  
  
Home page will scroll infinitely, loading more items as the user scrolls down.
- 2 Filtering options in the left sidebar changes the feed view in the center to either be suggested content tailored to the user or trending content across all of Workr.
- 3 Suggested content includes recommendation modules for collections, topics and user. Please note only a few are shown in these examples and the exact number will depend on the design and how much space is needed.
- 4 Please see the following two pages for details of each module. Throughout this document the modules will be represented as placeholders
- 5 Please see page 7 (item module) and 8 (collection module) for more.

## Item Module Detail


Collection Module / Reader View

RECOMMENDED BECAUSE YOU FOLLOW INTERESTING TOPIC NAME 1 FILE TYPE

### This is an article heading from an article clipped from the web

URL: www.articlesource.com 2 KNOWLEDGE TYPE

Excerpt description taken from the original source article. It might be a couple of lines long and could be up to 255 characters in length. It should show enough of the article for someone to be enticed to click and read it.

+ Add (142) 4 Upvote (317) Share 3  UserName in Collection Name

5 317 Upvotes by UserName1, UserName2, UserName3 More >

RECOMMENDED BECAUSE YOU FOLLOW 6  USER NAME FILE TYPE

### This is an article heading from an article clipped

URL: www.articlesource.com KNOWLEDGE TYPE

Excerpt description taken from the original source article. It might be a couple of lines long and could be up to 255 characters in length. It should show enough of the article for someone to be enticed to click and read it.

+ Add (142) Upvote (317) Share 7  UserName in Collection Name

317 Upvotes by UserName1, UserName2, UserName3 More >

RECOMMENDED BECAUSE YOU FOLLOW  USER NAME FILE TYPE

### This is an article heading from an article clipped

URL: www.articlesource.com KNOWLEDGE TYPE

Excerpt description taken from the original source article. It might be a couple of lines long and could be up to 255 characters in length. It should show enough of the article for someone to be enticed to click and read it.

+ Add (142) Upvote (317) Share  UserName in Collection Name

317 Upvotes by  UserName1, UserName2, UserName3 More >

- 1 When a collection has been displayed as recommended content there will be a brief explanation why it was suggested
- 2 In a module there is a small subset of information shown.
  - Item Name
  - Source URL (no button)
  - Excerpt
  - Knowledge Type
  - File Type
  - Collection posting attribution
  - Social Actions and counters
  - Share capabilities
  - Social proof - community presence
- 3 See Share menu on page 27.
- 4 Add and Upvotes - should indicate the # of Adds and Upvotes respectively. Each time the item is clicked increment the count by one. The initial state shows no count and only on 1st action does the number show.
- 5 Show Upvotes count with N number of User-names to indicate social proof and community presence. (Optionally show an avatar for the first user.)
- 6 When showing a User Name recommendation also include a small avatar - see visual design specs for size.
- 7 Show posting attribution with avatar and include the Collection name.

GENERAL NOTE: Final presentation of ITEM module should be followed from Visual Design Mocks.



# CONTACT

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- [fattrash.com](http://fattrash.com)