

Baileys Euro Valentine’s Day eRM 2008
Wireframes



Version 2.0
19/11/2008

Document control

Project summary

Project	Baileys Euro Valentine's Day eRM
Job code	6004
Client stakeholders	
Chemistry Stakeholders	

Distribution list

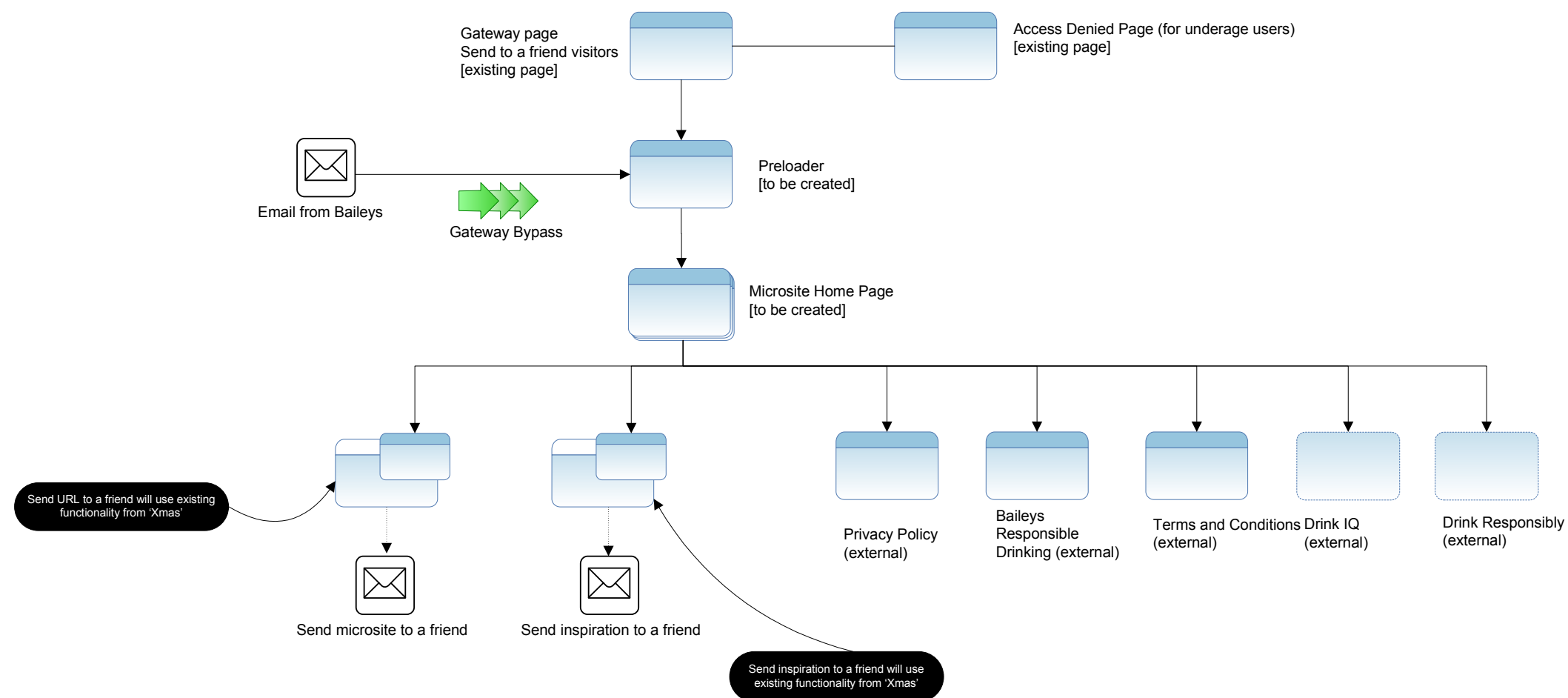
Baileys		
Name	Email address	Notes

Chemistry		
Name	Email address	Notes

Document History

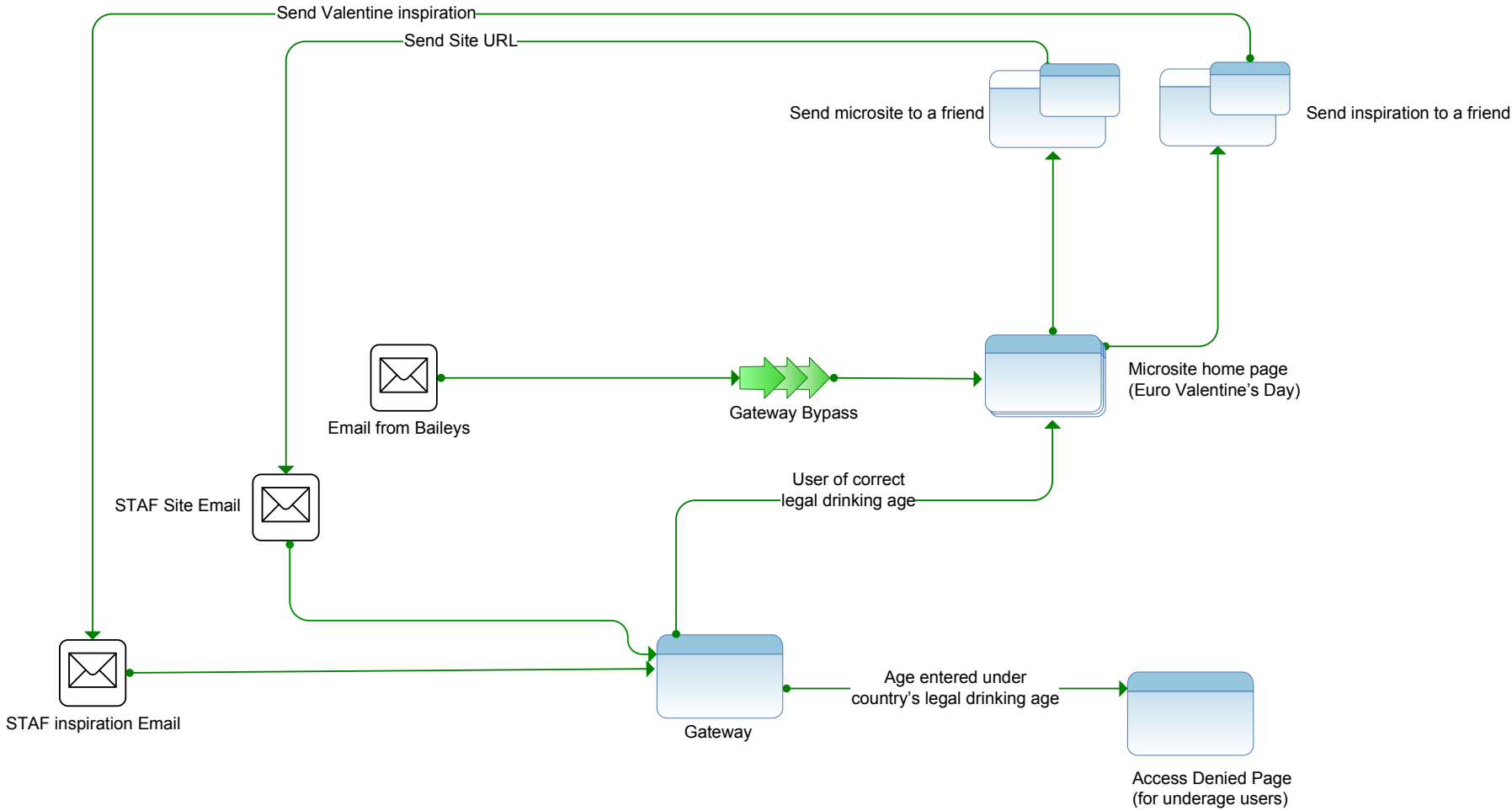
Date	Updated by	Updates made	
18/11/2008	Andy Moss	Initial site map, user journey and wireframes	
19/11/2008	Andy Moss	Amend functionality of send inspiration - Add multiple friends.	

Site Map



- page
- Page flow
- Pop-up

User Journey



[WF01] Preloader

Lounge
Logo

Loading 13%

PRELOADER

The Preloader will be a simple loading screen that the user will see once they have accessed the site through the gateway. Once the preloader has finished the user will be taken to the Valentine's day microsite home page.

The link which takes them to the preloader will be sent out in a personalised email.

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[WF02] Home Page

Lounge
Logo

Lounge Registration
Link

Email this site to a friend

☒ Sound On

Need Any Help?

Panel selected on roll-over
on roll-over panel expands displaying new content

Panel selected on roll-over
on roll-over panel expands displaying new content

Panel selected on roll-over
on roll-over panel expands displaying new content

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Microsite homepage

Home page consists of three content panels. When mouse roll-over panel the panel expands to display up to seven elements relating to inspiration messages.

Please note that this wireframe is for information architecture only – it is not a design layout and copy is not definitive.

Page 5

[WF03] Home page panel 1 expanded

Lounge
Logo

Lounge Registration
Link

Email this site to a friend

☒ Sound On

Need Any Help?

Panel selected
contains up to seven elements with on-click action
element to contain supplied copy (inspiration)

Panel selected on roll-over
on roll-over panel expands displaying new content

Microsite homepage left content panel selected

View shows the left panel, panel one expanded which displays the (up to) seven inspiration elements. On 'click' of the element the full inspiration message is displayed with the function of 'Send to a friend'.

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Page 6

[WF04] Home page panel 2 expanded

Lounge
Logo

Lounge Registration
Link

Email this site to a friend

☒ Sound On

Need Any Help?

Panel selected on
on roll-over panel expands dis

Panel selected
contains up to seven elements with on-click action
element to contain supplied copy (inspiration)

on roll-over
displaying new content

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Microsite homepage middle content panel selected

View shows the middle panel, panel two expanded which displays the (up to) seven inspiration elements. On 'click' of the element the full inspiration message is displayed with the function of 'Send to a friend'.

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Page 7

[WF05] Home page panel 3 expanded

Lounge
Logo

Lounge Registration
Link

Email this site to a friend

☒ Sound On

Need Any Help?

Panel selected on roll-over
on roll-over panel expands displaying new content

Panel selected
contains up to seven elements with on-click action
element to contain supplied copy (inspiration)

Microsite homepage right content panel selected

View shows the right panel, panel three expanded which displays the (up to) seven inspiration elements. On 'click' of the element the full inspiration message is displayed with the function of 'Send to a friend'.

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Page 8

Microsite homepage panel element selected

On 'click' of any panel element the full inspiration message is displayed with the function to 'Send to a friend'. This Flash functionality has already been developed and should be used for this microsite with the necessary text amendments made. The functionality displays as an overlay on the design so no graphical alteration should be needed.

Lounge Registration Link

Email this site to a a friend

☒ Sound On

Need Any Help?

Panel selected on roll-over
on roll-over panel expands displaying new content

image

Inspiration text Vestibulum feugiat. Pellentesque
 risus purus, aliquam at, dapibus sit amet, semper
 eget, nulla. Sed euismod quam sit amet velit. Nunc
 laoreet magna ac justo. Fusce metus nibh,
 vestibulum ut, lacinia eu, adipiscing at, velit.

Send to a friend

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[WF07] Site STAF Email select

Lounge
Logo

Lounge Registration
Link

Email this site to a friend

☒ Sound On

[Need Any Help?](#)

Step 1 - Send to many friends

Add e-mail addresses manually

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcoerper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Tollit occurreret reprimique eu mei. Sed no hinc commune, qui rebum timeam in. lus tota sonet docendi an.

Go

Add e-mail addresses from your personal address book

If you would like us to look up your friends email addresses for you please click here and use our address book look up function. Tollit occurreret reprimique eu mei. Sed no hinc commune, qui rebum timeam in. lus tota sonet docendi an.

Go

Microsite homepage send site to friend

On clicking the link 'Email this site to a friend' the Email friend functionality launches which has also been developed for a previous project. The screens overlay on the design, so no need for any graphical amendment.

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Page 10

[illegible]

[WF10] Site STAF Sent

[illegible]

[WF11] Send inspiration

Lounge Logo

Lounge Registration Link


Email this site to a friend

☒ Sound On

Need Any Help?

Step 1 - Send a Valentine's Day inspiration to a friend

Your Inspiration

☒ 

☐ Or... select another one

Inspiration sentence.....

Your Name

Your friends name

Your Message

Your email

Your friends email

Address Book Look Up

If you would like us to look up your friends email addresses for you please click here and use our address book look up function.

Look Up

Please make sure this is an appropriate message. [Click here](#) to see our acceptable usage policy.

☒ If you would like to use this feature, please read our [terms and conditions](#) and [privacy policy](#) and tick this box to confirm you accept them.

☒ I can confirm that all friends are over the age of 18

Preview

Send

DRINKA

Microsite homepage send inspiration to a friend step 1

First screen of 'Send inspiration to a friend'. Select and confirm inspiration and Email fields.

Please note that this wireframe is for information architecture only – it is not a design layout and copy is not definitive.

Page 14

[WF12] Send inspiration

Lounge
Logo

Lounge Registration
Link

Email this site to a friend

☒ Sound On

Need Any Help?

Step 2 - Send a Valentine's Day inspiration to a friend

✕

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Subject: Letraset sheets containing lorem Ipsum passages.

Dear Jane

Fusce vel nisl a nisl sodales auctor. Mauris mattis. Morbi porta, neque non porttitor iaculis, justo nulla fringilla mi, ac egestas purus purus dapibus nunc. In pellentesque, nulla vitae porta consequat, mauris lectus ultricies justo, ut pulvinar ante arcu ut nulla. Integer luctus dignissim eros. Phasellus ipsum. Maecenas bibendum lorem sit amet justo. Sed orci magna, vestibulum quis, dictum at, tempus in.

Andy.

Please make sure this is an appropriate message. [Click here](#) to see our acceptable usage policy.

☒ If you would like to use this feature, please read our [terms and conditions](#) and [privacy policy](#) and tick this box to confirm you accept them.

☒ I can confirm that all friends are over the age of 18

<< Back

Preview e-mail

Send e-mail

er
g new content

Microsite homepage send inspiration to a friend step 2

Preview of inspiration message.

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