Plenty Migration – Plenty Website 2008
Wireframes

Version 2.0
01/12/2008

SCA

Document control

Project summary

Project	Plenty Migration
Job code	5901
Client stakeholders	
Chemistry Stakeholders	

Distribution list

SCA		
Name	**Email address**	**Notes**

Chemistry		
Name	**Email address**	**Notes**

Document History

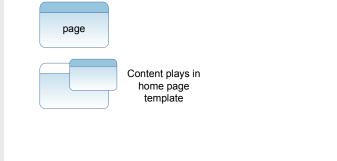| Date	Updated by	Updates made	
25/11/2008	Andy Moss	Initial site map, user journey and wireframes	
01/12/2008	Andy Moss	Delete Flash intro screen. Video screen amended to hold controls of multiple videos. Delete alternative home page layout as it was connected with the Flash screen.	

Site Map

Plenty home page

Product

Coupons

Competition

Promotion

Games

Video

Contact, Legal, Copyright and link to SCA

Terms and conditions

Confirmation

Video of Plenty TV commercial accessed from the home page.

page

Content plays in home page template

Chemistry

● User Journey

File name: 5901_Plenty_Website_2.0.vsd | | Orig. date: November 25, 2008
Client: SCA | Project: Plenty Migration | Owner: Andy Moss
Path: S:\Projects\SCA\Bounty\5901_Plenty_Website_Pitch\Planning\Plenty website\ | Page: 3 of 11

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User Journey

Plenty home page

Coupons page

Plenty TV commercial video

Coupons will be an element of the home page as well as included as a link in the navigation. The user is likely to enter the coupons page from the home page element.

Video of Plenty TV commercial accessed from the home page in a pop up or over lay.

Games page

Product page

Promotion page

Competion page

This is one possible user journey.

The competition and promotion pages will also be page elements in the home page. Depending on the user journey these will be selected from the navigation or the home page element.

home Page

This wire frame is intended to describe the layout of page elements. The only element that must be of a rectangular shape is that of panel 1. as it is intended to display video as well as Flash.

Plenty home   Plenty range   Coupons   Competition   Games

2. Coupons

1. Flash intro/brand

5. Video/TV ad link

4. Promotion

3. Competition graphic and text

Contact us, Copyright, Legal statement and SCA   Terms & conditions

600px

950 px

1. **Flash intro**

This Flash movie will promote the brand and will be replaced by a graphic if the user does not have Flash enabled. If more attention needs to be given to promotional element then the elements can be arranged to suit.

The Flash movie will contain a mute button if the movie contains audio.

2. **Coupon**

This area is for the promotion of the coupon, 'on click' it will link to the Coupons page. Creative have free reign, Chemistry suggest that if this is an animated element then consider the 'busyness' of the page with other animated elements.

3. **Competition**

This area is for the promotion of the competition, 'on click' it will link to the Competition page.
Creative have free reign, Chemistry suggest that if this is an animated element then consider the 'busyness' of the page with other animated elements.

4. **Promotion**

This area is for any promotion and for the Kim & Aggie page in the future, 'on click' it will link to the Promotion page.
Creative have free reign, Chemistry suggest that if this is an animated element then consider the 'busyness' of the page with other animated elements.

5. **Video**

This area is for video in this case the TV commercial. It should entice the user to click which will launch the video in panel 1. as described in page 7.

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

video panel

This wire frame is intended to describe the layout of page elements. The only element that must be of a rectangular shape is that of panel 1. as it is intended to display video as well as Flash.

1. **Video**

When the user clicks on the link/graphic promoting the TV commercial the video launches with usual controls, play, pause and mute. After playing the panel reverts to previous home page functionality. If other video content is available then player will remain on screen and prompt user to select another video from below.

Plenty home   Plenty range   Coupons   Competition   Games

1.

Coupons

Video launches here

Competition graphic and text

Promotion

Controls/thumbnails to select video to watch.
Player launches with latest video content.

Contact us, Copyright, Legal statement and SCA   Terms & conditions

600px

950 px

Please note that this wireframe is for information architecture only – it is not a design layout and copy is not definitive.
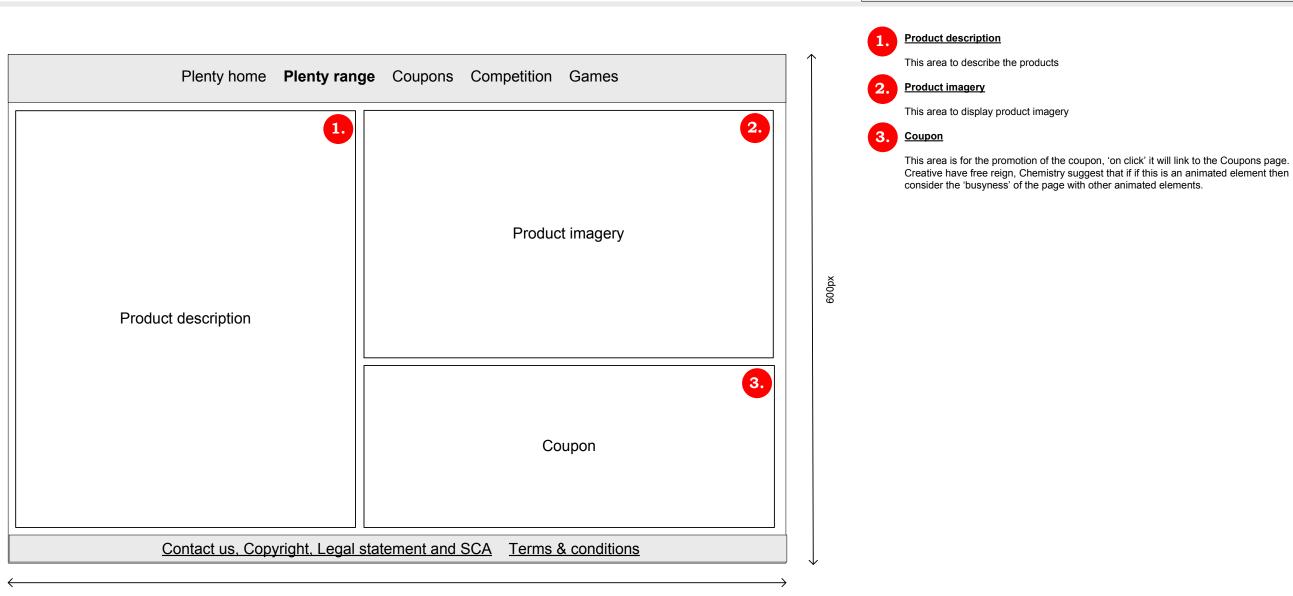
Page 5

product page

This wire frame is intended to describe the layout of page elements. The only element that must be of a rectangular shape is that of panel 2. as it is intended to display video as well as Flash.

Plenty home **Plenty range** Coupons Competition Games

1.

Product description

2.

Product imagery

3.

Coupon

Contact us, Copyright, Legal statement and SCA Terms & conditions

600px

950 px

1. **Product description**

This area to describe the products

2. **Product imagery**

This area to display product imagery

3. **Coupon**

This area is for the promotion of the coupon, 'on click' it will link to the Coupons page. Creative have free reign, Chemistry suggest that if this is an animated element then consider the 'busyness' of the page with other animated elements.

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

coupons page

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Orig. date: November 25, 2008

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Page: 7 of 11

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coupons page

This wire frame is intended to describe the layout of page elements. The only element that must be of a rectangular shape is that of panel 2. as it is intended to display video as well as Flash.

1. **Coupon**

Explanatory text and graphics. Fields to capture user details before directing users to the coupons website. Website to open in new window to avoid site abandonment.

2. **Brand**

Area to display brand piece as per home page, minus Bounty-Plenty intro.

3. **Competition**

This area is for the promotion of the competition, 'on click' it will link to the Competition page.
Creative have free reign, Chemistry suggest that if if this is an animated element then consider the 'busyness' of the page with other animated elements.

Plenty home   Plenty range   **Coupons**   Competition   Games

Register for your coupon   **1.**

2.

Brand

Sed interdum eleifend mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis in libero. Vivamus convallis risus venenatis sem. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam erat volutpat.

Mr ▼ | Your name

Your e-mail address

Mobile number

☐ I am happy to receive offers and competition information by e-mail.

☐ I have read the terms and conditions and agree.

Submit

On submission of this data you will be directed to the coupons website xxxxxxx which opens in a new browser window.

3.

Competition graphic and text

Contact us, Copyright, Legal statement and SCA   Terms & conditions

600px

950 px

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Page 7

competition page

This wire frame is intended to describe the layout of page elements. The only element that must be of a rectangular shape is that of panel 2. as it is intended to display video as well as Flash.

Plenty home   Plenty range   Coupons   **Competition**   Games

Competition   **1.**

Sed interdum eleifend mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis in libero. Vivamus convallis risus venenatis sem. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam erat volutpat. Duis in libero. Vivamus convallis risus venenatis sem. Cum sociis natoque penatibus et magnis.

Mr ▼ | Your name

Your e-mail address

Mobile number

☐ I am happy to receive offers and competition information by e-mail.

☐ I have read the terms and conditions and agree.

Submit

Brand   **2.**

Coupon   **3.**

Contact us, Copyright, Legal statement and SCA   Terms & conditions

600px

950 px

1. **Competition**

Fields to capture user details for competition entry and explanatory text and graphics.

2. **Brand**

Area to display brand piece as per home page, minus Bounty-Plenty intro.

3. **Coupon**

This area is for the promotion of the coupon, 'on click' it will link to the Coupons page. Creative have free reign, Chemistry suggest that if this is an animated element then consider the 'busyness' of the page with other animated elements.

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

Page 8

promotion page

This wire frame is intended to describe the layout of page elements. The only element that must be of a rectangular shape is that of panel 2. as it is intended to display video as well as Flash.

Plenty home   Plenty range   Coupons   Competition   Games

1.

Promotion

Sed interdum eleifend mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis in libero. Vivamus convallis risus venenatis sem. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam erat volutpat. Duis in libero. Vivamus convallis risus venenatis sem. Cum sociis natoque penatibus et magnis.

Quisque aliquam mattis ipsum. Aenean metus metus, laoreet adipiscing, posuere eget, pretium ut, ligula. Vestibulum vel nisi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed in libero. Fusce ipsum purus, sagittis et, accumsan vulputate, semper non, est. Nulla orci ipsum, accumsan sed, auctor ac, porta at, nibh. Aliquam erat volutpat. Aliquam augue lacus, pretium vel, aliquet in, placerat varius, nibh. Mauris ac lectus non tellus gravida fringilla. Morbi porta dolor a arcu. Maecenas dapibus lectus eu dui. Donec nec eros non sem iaculis interdum.

2.

Brand

3.

Competition graphic and text

Contact us, Copyright, Legal statement and SCA   Terms & conditions

600px

950 px

1. Promotion

This page is intended for any promotion and would also be the wire frame for the Kim & Aggie idea. This is a free page at this time to hold any additional content.

2. Brand

Area to display brand piece as per home page, minus Bounty-Plenty intro.

3. Competition

This area is for the promotion of the competition, 'on click' it will link to the Competition page.
Creative have free reign, Chemistry suggest that if if this is an animated element then consider the 'busyness' of the page with other animated elements.

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

Page 9

games page

1. **Game instructions and selection**

This panel displays the instructions for the games and the button to launch the game in panel 2. This panel is designed to hold two games although for launch only one will be present.

2. **Game screen**

The game once selected from panel 1. is launched in this panel/window.

Plenty home   Plenty range   Coupons   Competition   **Games**

Games **1.**

Sed interdum eleifend mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Game 1 title
Instructions

Sed interdum eleifend mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Etiam pellentesque lacus et dui. Sed quam. Duis eu dolor. Mauris eros. Ut ut nisi. Curabitur molestie neque sed est. Ut molestie diam.

Start game

Game 2 title
Instructions

Sed interdum eleifend mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Etiam pellentesque lacus et dui. Sed quam. Duis eu dolor. Mauris eros. Ut ut nisi. Curabitur molestie neque sed est. Ut molestie.

Start game

2.

Game launches here

Contact us, Copyright, Legal statement and SCA   Terms & conditions

600px

950 px

terms & conditions

This wire frame is intended to describe the layout of page elements. The only element that must be of a rectangular shape is that of panel 2. as it is intended to display video as well as Flash.
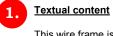
Plenty home   Plenty range   Coupons   Competition   Games

1

Terms & conditions

Sed interdum eleifend mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis in libero. Vivamus convallis risus venenatis sem. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam erat volutpat. Duis in libero. Vivamus convallis risus venenatis sem. Cum sociis natoque penatibus et magnis.

Quisque aliquam mattis ipsum. Aenean metus metus, laoreet adipiscing, posuere eget, pretium ut, ligula. Vestibulum vel nisi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed in libero. Fusce ipsum purus, sagittis et, accumsan vulputate, semper non, est. Nulla orci ipsum, accumsan sed, auctor ac, porta at, nibh. Aliquam erat volutpat. Aliquam augue lacus, pretium vel, aliquet in, placerat varius, nibh. Mauris ac lectus non tellus gravida fringilla. Morbi porta dolor a arcu. Maecenas dapibus lectus eu dui. Donec nec eros non sem iaculis interdum. Ut nunc libero, pretium tincidunt, facilisis vitae, sodales auctor.

2

Brand

3.

Competition graphic and text

Contact us, Copyright, Legal statement and SCA   Terms & conditions

600px

950 px

1. **Textual content**

This wire frame is to hold contextual content for Terms and Conditions and the 'Contact us, Copyright, Legal statement and SCA' page.

Brand

Area to display brand piece as per home page, minus Bounty-Plenty intro.

Competition

This area is for the promotion of the competition, 'on click' it will link to the Competition page.
Creative have free reign, Chemistry suggest that if if this is an animated element then consider the 'busyness' of the page with other animated elements.

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