

PROJECT

Condé Nast: Topsy

SECTION

Wireframes

LAST EDITED BY

Lance M. Love

DOCUMENT

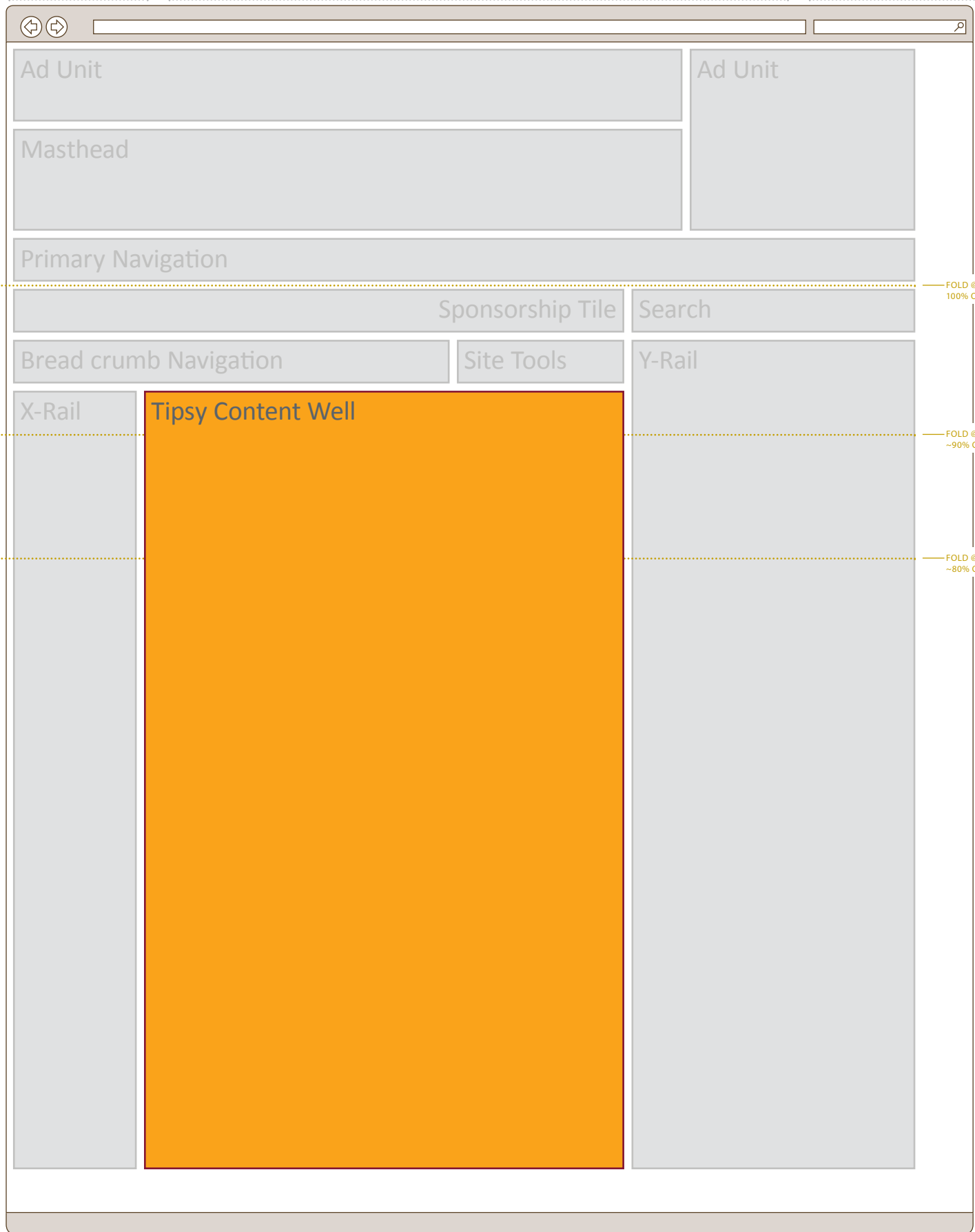
TopsyWireframes_V6

LAST MODIFIED

09 Jan 2009 @ 5:52 PM

NOTES / CHANGE LOG

Document is complete.

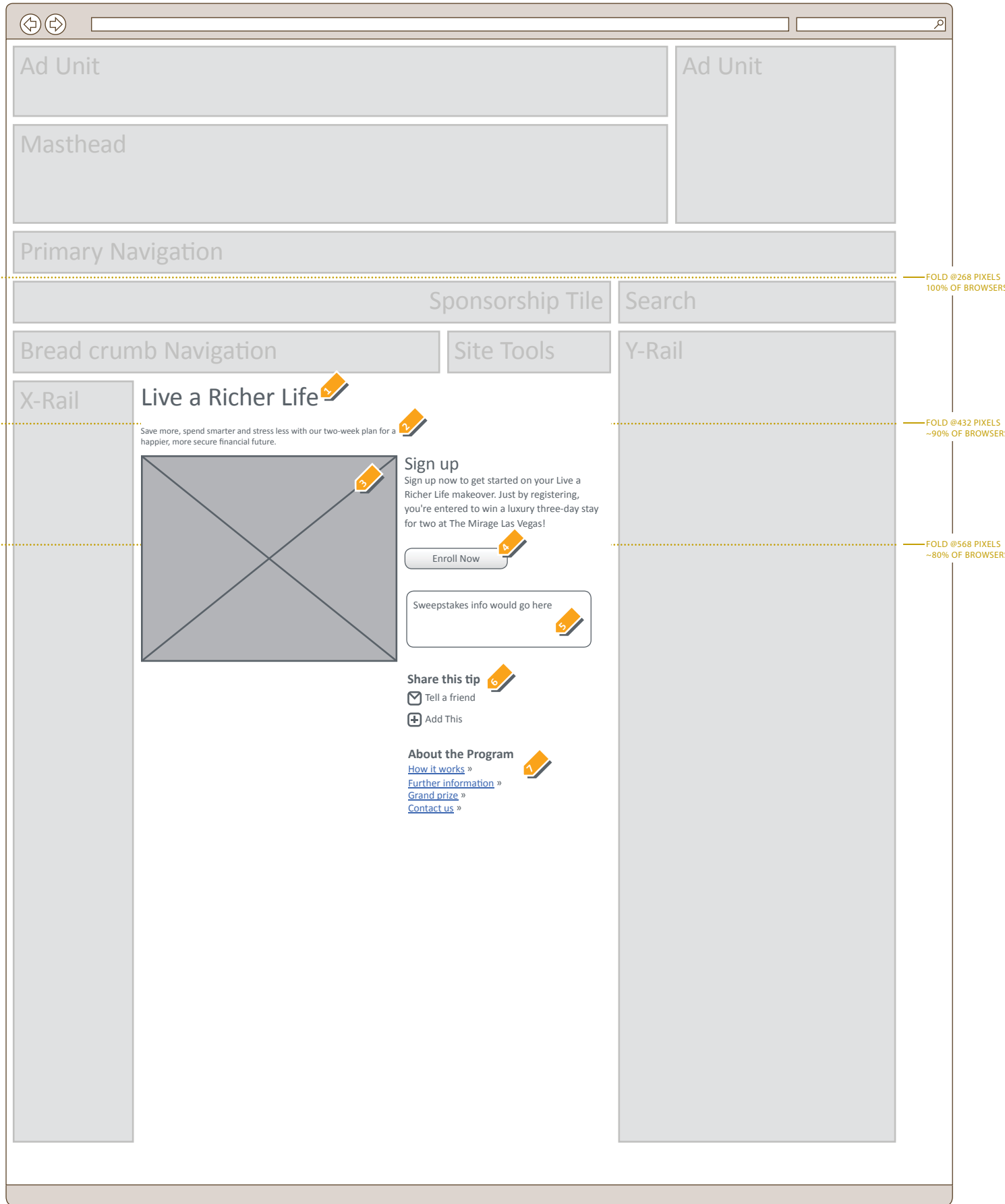


PROJECT

Condé Nast: Topsy

SECTION

Partial Reg Wireframes



This wireframe when the user is fully logged in, redirect to 101 and show the most recent tip the user has access to

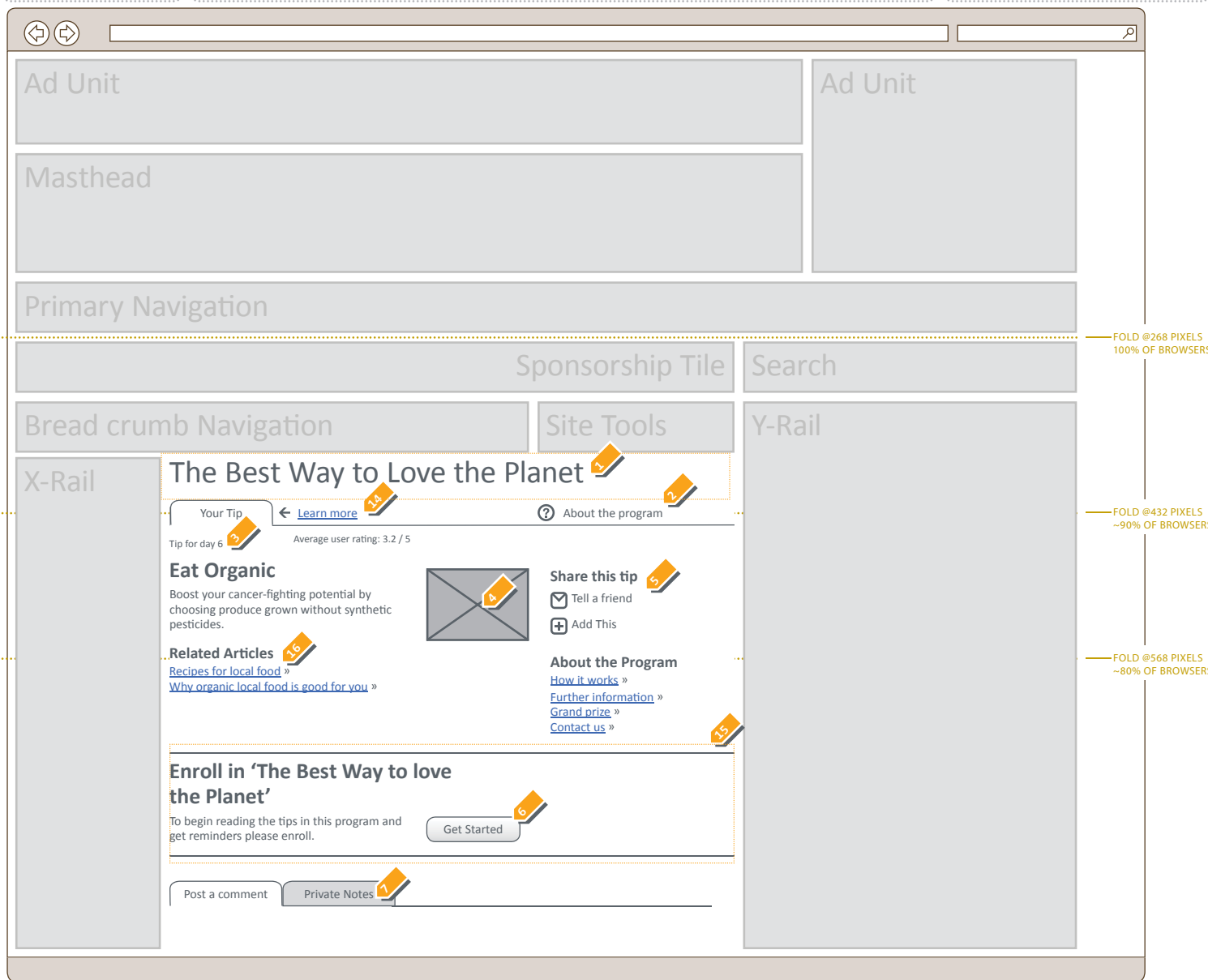
This wireframe when the user is not logged in: 110

- 01 Title of the tips program.
- 02 Description of the tips program
- 03 Introduction image for the tips program.
- 04 [Enroll Now] results in an interaction identical to the one outlined in 104.
- 05 Optional, if a sweeps is present
- 05 Site's "share" module.
- 06 Introduction image for the tips program.

104

Tipsy Initial View: Part Reg

Complete



104

Tipsy Initial View: Part Reg

Complete

If a part reg user loads a url for a single tip. (from a 'send to a friend' email or a blog post, this is the view that should be presented. to a partial reg user)

If a part reg user loads a url for any other view, they should be directed to [109]

This wireframe when the user is fully logged in: [101]

This wireframe when the user is not logged in: [107]

01 Title of the tips program. Reference [101] for placement of optional sweeps info and descriptive text

02 Interaction is documented on wireframe [103]

03 Part reg dates always use relative dates. So dates are show as Day X, where X is the number of days from the first.

04 small image for the tip being viewed

05 Interaction documented on XXX.XXX

07 Use the site's standard commenting module

14 'Learn more' link goes to [109]

15 Module to display when the user is at partial reg. This module should be used on [101] if the full text of the tips is to be displayed for all users, but with some content alterations

114.1

Topsy Enrollment from Part Reg

Complete

Ad Unit

Masthead

Primary Navigation

Enroll In <Tip Program Name>

About the program u facipsum volor sectet acilit dolessisl et alisci blaor suscilisil essi tat nostrud minibh eu feugueru commolor sequamet, qui eum eui el iureet enim zrril dio diat. Sandre do euisit nullan henisis eum aciliqui blaor si. Amcorero odit luptat nonsequamet, se molorero odion ullandre do odolum in henisi.

Please Confirm or Edit Your Profile Information

* = Required Fields

* User Name:

* Password:
password must be at least six characters

* Confirm Password:

* Email Address:
valid format: yourname@yourisp.com

* First Name:

* Last Name:

* Country:

* Address:

Address Line 2:

* City:

* State:

* Zip Code:

Sweepstakes info would go here

Additional Promotions would go here

CONTINUED ON WIRE ID 114.2 »

114.1

Topsy Enrollment from Part Reg

Complete

This form brings the user from part reg to full reg.
It is cast as enrollment in the tips program

- 01 Tips program name
- 02 Promotional program text may be added via DCT but should have an ATG override.
- 03 Note: Country is moved to the beginning of the address fields. This is because country selection affects the required fields and the state drop down.
- 04 Sweeps info for the tips program
- 05 Additional Promotions

« CONTINUED FROM WIRE ID 114.1

Special Offer



* Yes! Send me 12 issues (one year) of SELF for just \$10...a savings of 79% off the newsstand price and like getting 9 issues FREE! plus applicable sales tax

Yes No



Cell Phone Preferences

* Send me weekly mobile tips from <publication name>

Yes No



Email Preferences

* Send me the daily newsletter for <tip program name>

Yes No

* Registration for or use of this site constitutes acceptance of our [User Agreement](#), [Privacy Policy](#) and [Mobile Terms and Conditions](#).

Submit



Site Footer

This form brings the user from part reg to full reg.
It is cast as enrollment in the tips program

- 05** Subscription upsell
- 06** Messaging preferences that relate to the tips program the user is enrolling in. Should allow for more than one third party opt-in as well as allowing for flexibility to change within Topsy date ranges.
- 07** Submit button.

The wireframe shows a browser window with the following layout:

- Header:** Ad Unit, Masthead, Primary Navigation.
- Navigation:** Sponsorship Tile, Search, Bread crumb Navigation, Site Tools, Y-Rail.
- Main Content:**
 - Tell Your Friends!**
 - Text: Tell your friends about The Best Ways to Love the Planet with our e-cards. [Skip this page](#)
 - 1. Select a Card:** Three cards labeled Card A, Card B, and Card C, each with a "Select" button.
 - 2. Send to a Friend!**
 - Form fields: * Your name (with auto-fill), * Your e-mail address (with auto-fill), * Your friends e-mail (with Manual and Address Lookup tabs), Subject (with auto-fill from card), Message.
 - Buttons: Send, [Skip this page](#)
 - Text: <After sending you will receive the incentive>, * Required Fields

Fold Lines:

- FOLD @268 PIXELS 100% OF BROWSERS (between Primary Navigation and Sponsorship Tile)
- FOLD @432 PIXELS ~90% OF BROWSERS (between Tell Your Friends! and 1. Select a Card)
- FOLD @568 PIXELS ~80% OF BROWSERS (between 1. Select a Card and 2. Send to a Friend!)

This is the ecards page. It is displayed after the registration screens.

- 01 This link skips the ecard submission and goes back to the tips program, current tip page.
- 02 The user needs to select an eCard to continue. There should be a clear button on each eCard.
- 03 A dialog is shown to the user if they attempt to submit the form without an eCard selected that reads "Please select an eCard to continue"
- 04 This link skips the ecard submission and goes back to the tips program, current tip page.

UNIQUE ID

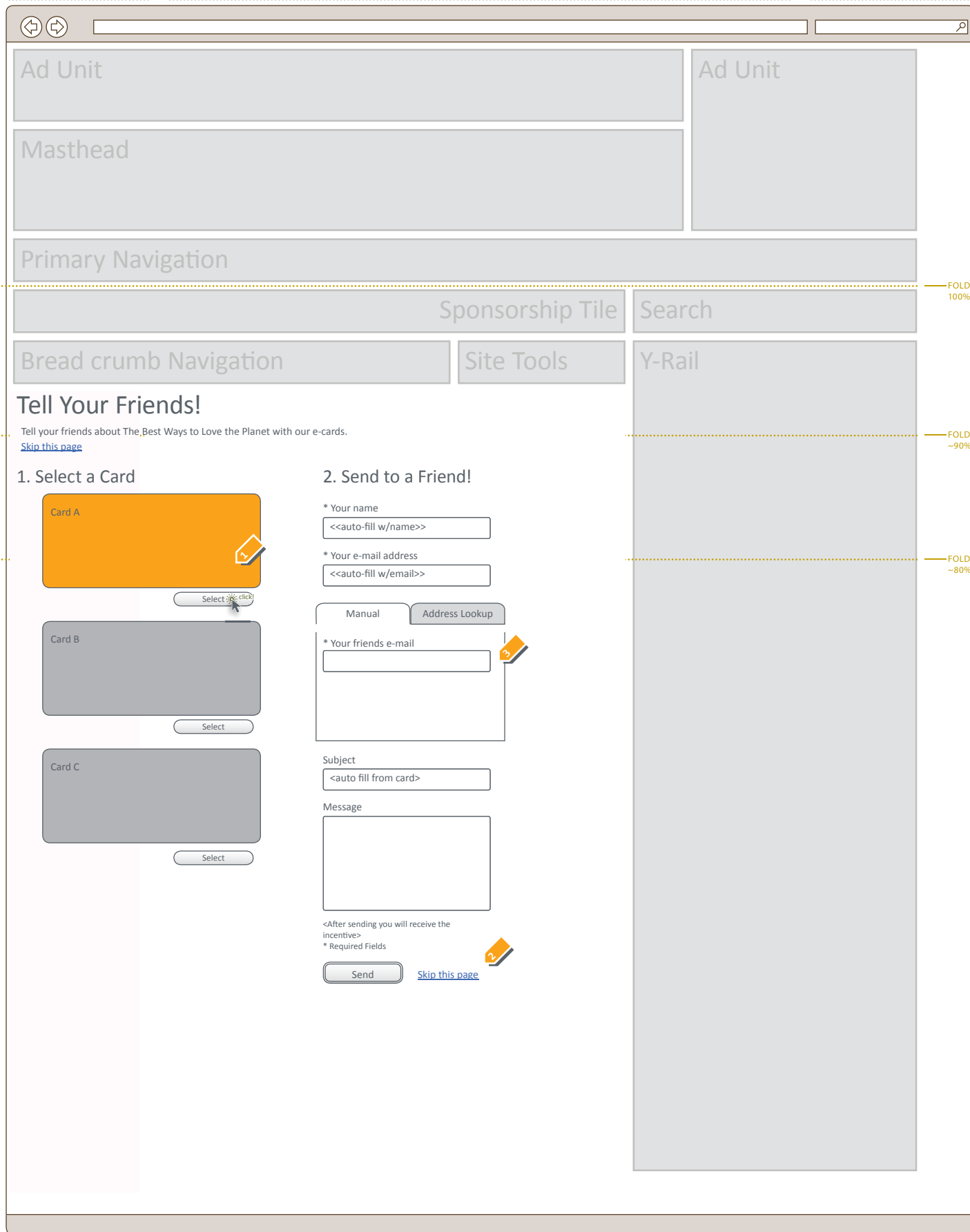
WIREFRAME TITLE

STATUS

115.2

Tipsy eCards

Complete



UNIQUE ID

WIREFRAME TITLE


STATUS

115.2

Tipsy eCards

Complete

This is a page description

- 01 There should be a visible change when an eCard is selected
- 02 The user can only submit the form if a card has been selected.
- 03 Import address books documented on  125

PROJECT

Condé Nast: Tipsy

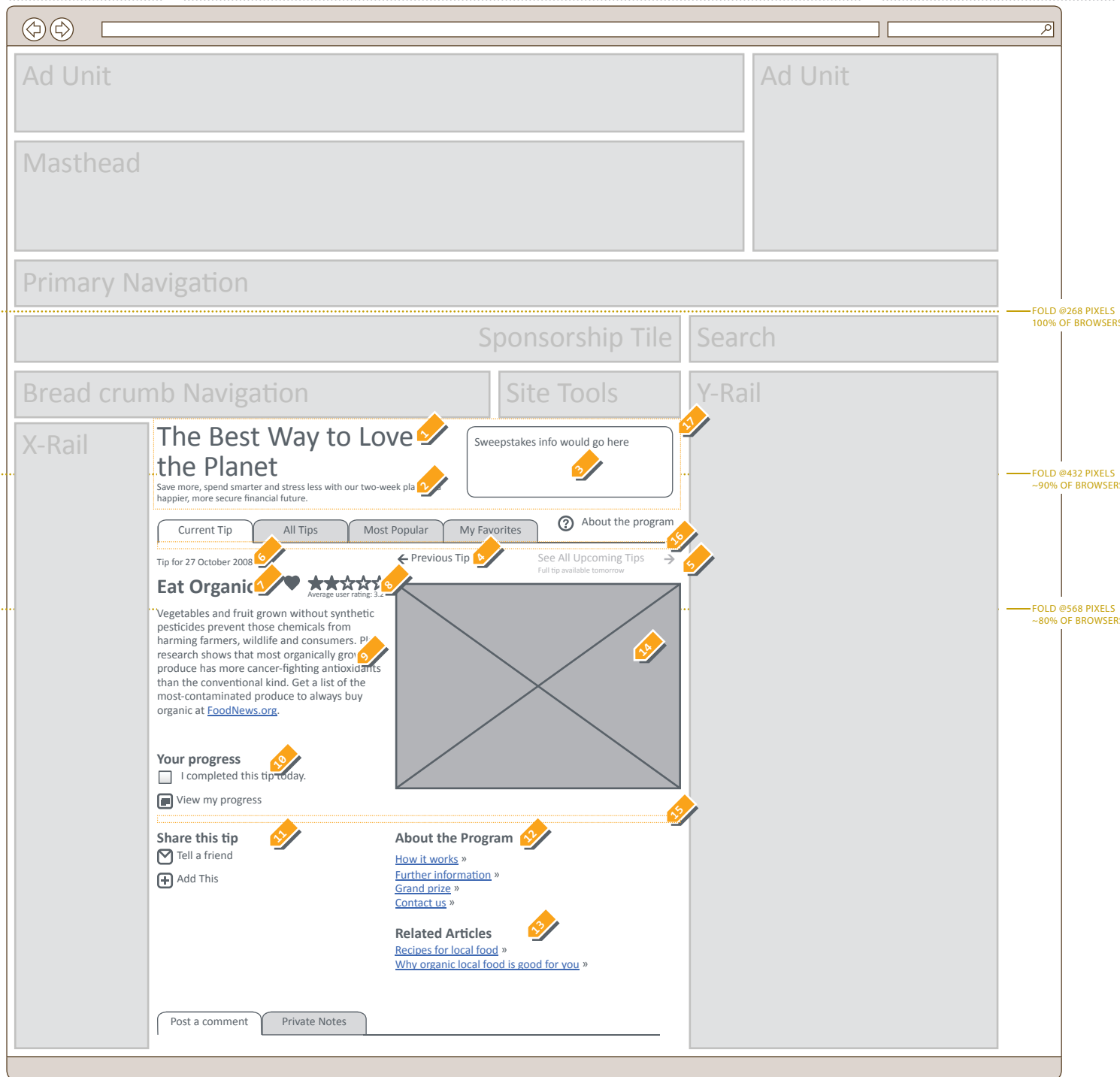
SECTION

Full Reg Wireframes

101

Tipsy Initial View: Logged In

Complete



FOLD @268 PIXELS
100% OF BROWSERS

FOLD @432 PIXELS
~90% OF BROWSERS

FOLD @568 PIXELS
~80% OF BROWSERS

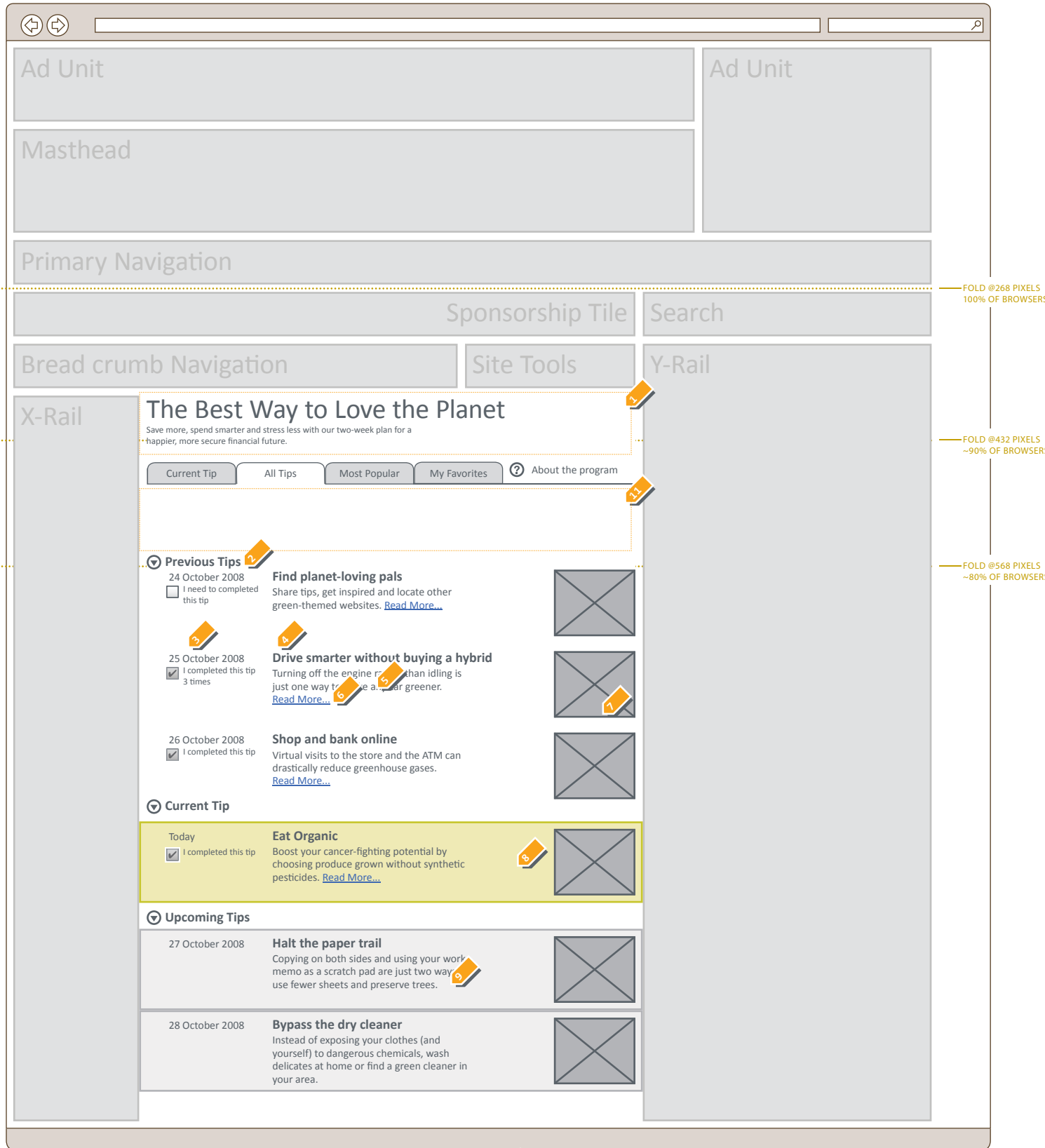
101

Tipsy Initial View: Logged In

Complete

Single tip view for the fully registered user, or if the tips program allows for a non-reg user to access all tips.

- 01 Tips program title
- 02 Tips program descriptive text
- 03 Sweeps information, if applicable
- 04 Links to the previous tip. This link is hidden if the user is viewing the first tip.
- 05 Links to the next tip. If the user does not have access to the next tip, it links to the All tips page and messages when the next tip will be available. If on the last tip, this link is hidden.
- 06 Dates for logged in users are always absolute dates. Dates for part or no-reg users are relative (example: Day 4)
- 07 The tip title
- 08 The rating and favoriting module. Documented on 113
- 09 The tip content
- 10 Progress tools. Documented on 105
- 11 Sharing tools. Documented on 124 106 125
- 12 Reminder tools. Documented on 103
- 12 Content pages associated with the tips program
- 13 Related Articles for this tip
- 14 Media for this tip
- 15 Message to be placed here when the user is on the last tip.
- 16 Place module from 102, flags 11 here if this page is displayed to a no or part reg user.
- 17 Standard header for all tip or listing pages.



Enroll in 'The Best Way to love the Planet'
 To personalize the tips in this program and get reminders please enroll. [Get Started](#)

Enroll in 'The Best Way to love the Planet'
 To personalize the tips in this program and get reminders please enroll. [Register Now](#) Or, [Login now](#)

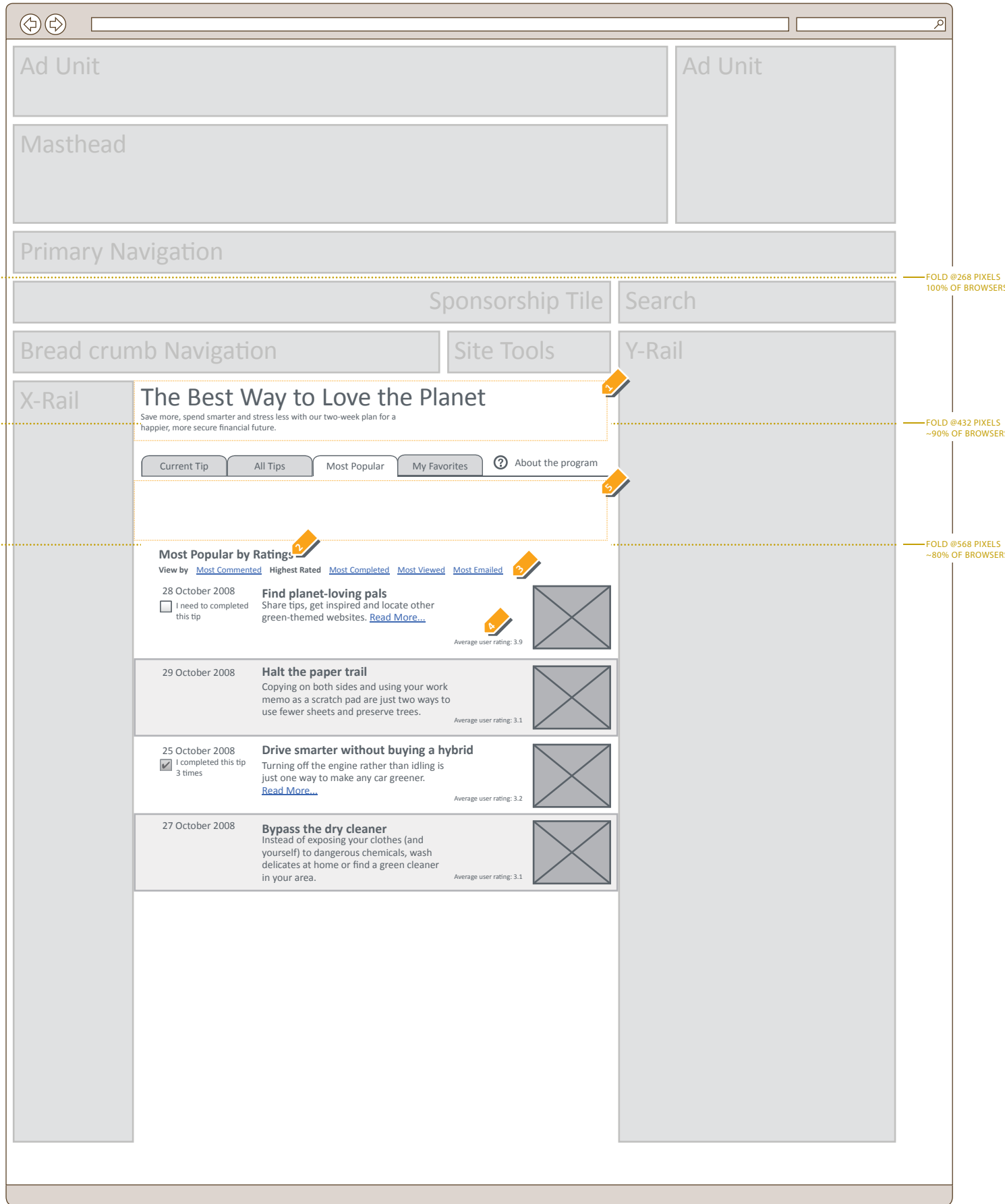
This is a page description

- 01 Use header from 101
- 02 The last previous tips. Not shown for non or no reg users. This section will be collapsed if the user navigated to the page from a 'Show upcoming tips' link.
- 03 Date the user consumed the tip. No/no reg users see relative dates (ie. Day 2)
- 04 Tip title
- 05 Tip abstract
- 06 Read more link takes user to the single tip view 101
- 07 Small image associated with tip
- 08 A discreet visual style to highlight the current tip
- 09 A discreet visual style for the future tips
- 10 Place module from bottom of wire, flags 10 or 11 here if this page is displayed to a no or part reg user.
- 11 See flag 10, this is the no reg state.

108

Tipsy Most Popular

Complete



108

Tipsy Most Popular

Complete

Most popular / favorites listing page.

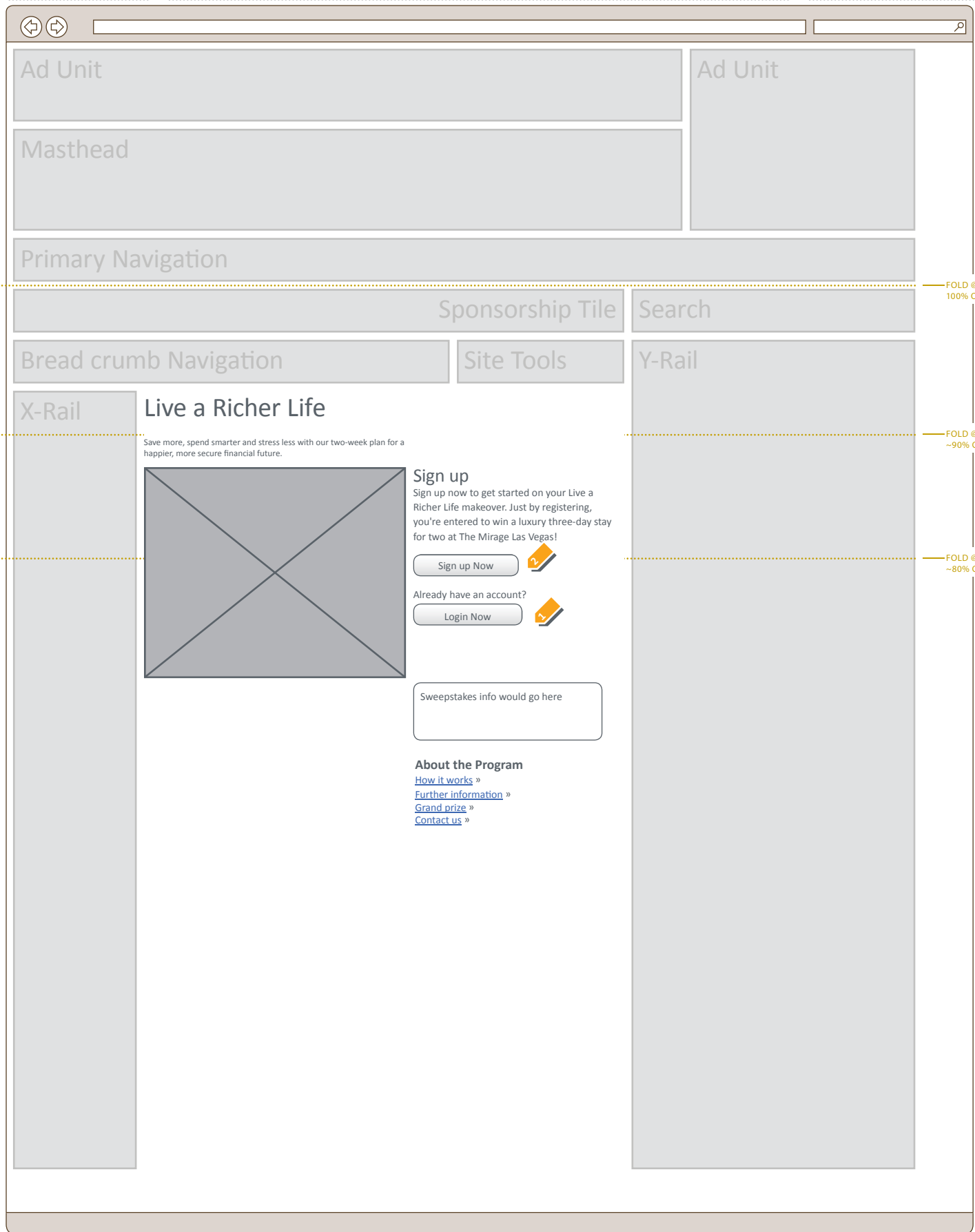
- 01 Use header from 101
- 02 Page title. Changes based on how the tips are sorted. May also be 'My Favorites' if the user asks to see their favorite tips.
- 03 Options for sorting the popular tips. Any number of these options may be revealed.
- 04 This text should reflect information about the tip that is relevant to the sorting.
- 05 Place module from 102, flags 11 or 12 here if this page is displayed to a no or part reg user.

PROJECT

Condé Nast: Tipsy

SECTION

No Reg Wireframes



This is a duplicate of [109](#), except for some copy differences

- 01 This copy is different for the no reg user
- 02 CTA goes to full reg flow.

UNIQUE ID

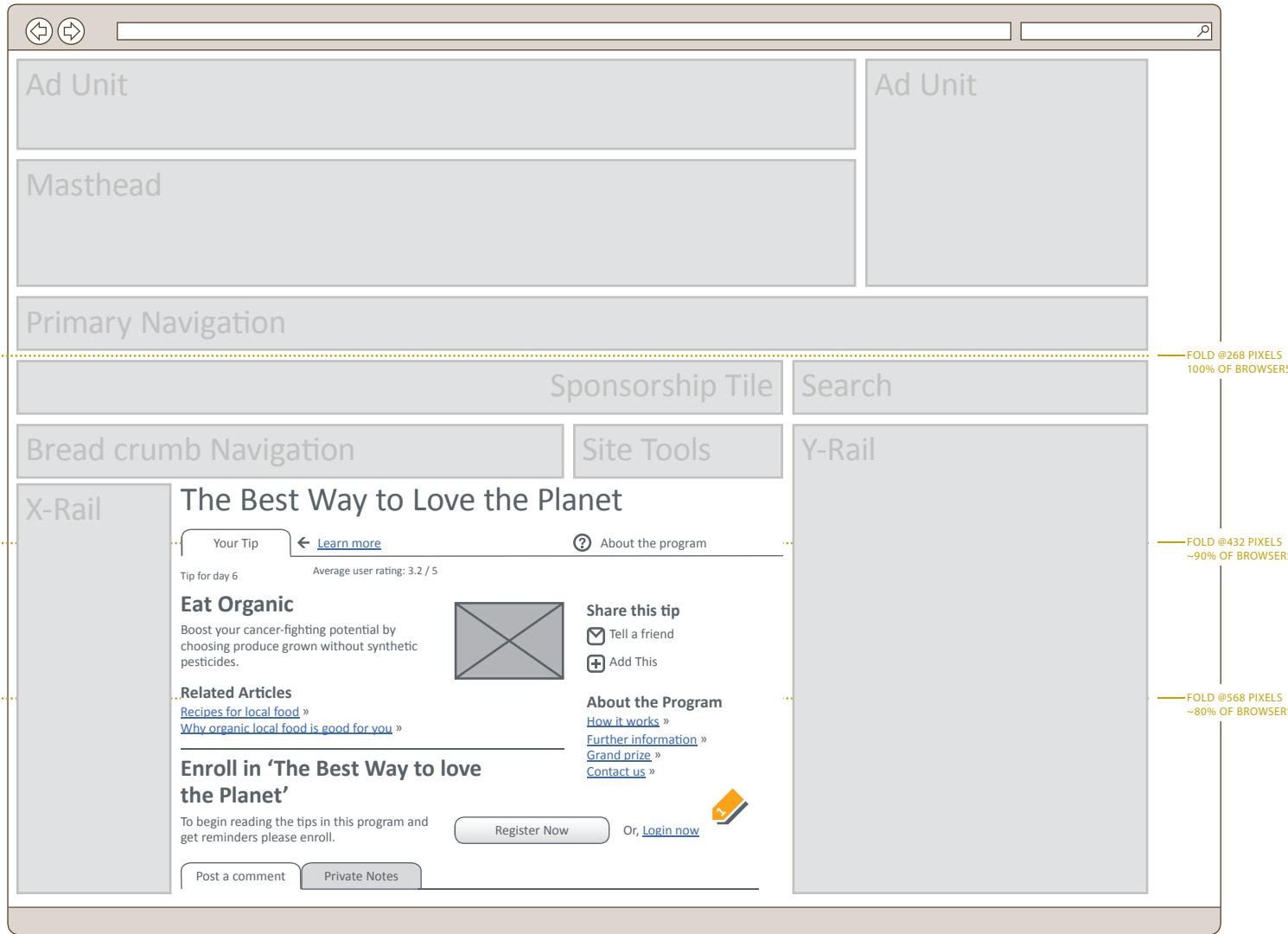
WIREFRAME TITLE

STATUS

107

Tipsy Initial View: No Reg

Complete



UNIQUE ID

WIREFRAME TITLE

STATUS

107

Tipsy Initial View: No Reg

Complete

This is a duplicate of 104, except for what is noted below

01 Display an option to login

119.1

Tipsy Initial View: No Reg

Complete

Ad Unit

Masthead

Primary Navigation

Sign Up for <This Publication> & <Tip Program Name>

Becoming a member of the <This Publication> community is easy and free. You'll gain immediate access to your own personal profile, where you can upload photos, keep a blog and connect with other users. You'll also be able to comment on our articles and blogs, create or join a group or forum, and join any of our get-fit, weight loss and makeover programs. Just choose a username and password, then answer the questions that follow.

[Forgot your username and password?](#)

* = Required Fields

User Information

* User Name:
Your username is public and will be associated with your profile

* Password:
password must be at least six characters

* Confirm Password:

* Email Address:
valid format: yourname@yourisp.com

Your Information

* First Name:

* Last Name:

* Country:

* Address:

Address Line 2:

* City:

* State:

* Zip Code:

Special Offer

* Yes! Send me 12 issues (one year) of SELF for just \$10...a savings of 79% off the newsstand price and like getting 9 issues FREE! plus applicable sales tax

Yes No

Sweepstakes info would go here

Additional Promotions would go here

CONTINUED ON WIRE ID 119.2 »

119.1

Tipsy Initial View: No Reg

Complete

Full Reg flow

- 01 Publication and Tips program name
- 02 Promotional program text may be added via DCT but should have an ATG override.
- 03 Note: Country is moved to the beginning of the address fields. This is because country selection affects the required fields and the state drop down.
- 04 Sweeps info for the tips program
- 05 Additional Promotions

« CONTINUED FROM WIRE ID 119.1

Cell Phone Preferences

* Send me weekly mobile tips from <publication name> Yes No

Email Preferences

* Please send me occasional e-mail updates about new features and special offers from <publication name>. Yes No

* Send me the daily newsletter for <tip program name> Yes No

* Please contact me with special offers from <publication name>'s affiliated websites and publications, and carefully selected companies. Yes No

* <Newsletter A> Yes No

* <Newsletter B> Yes No


* <Newsletter C> Yes No

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Create Account 

Site Footer

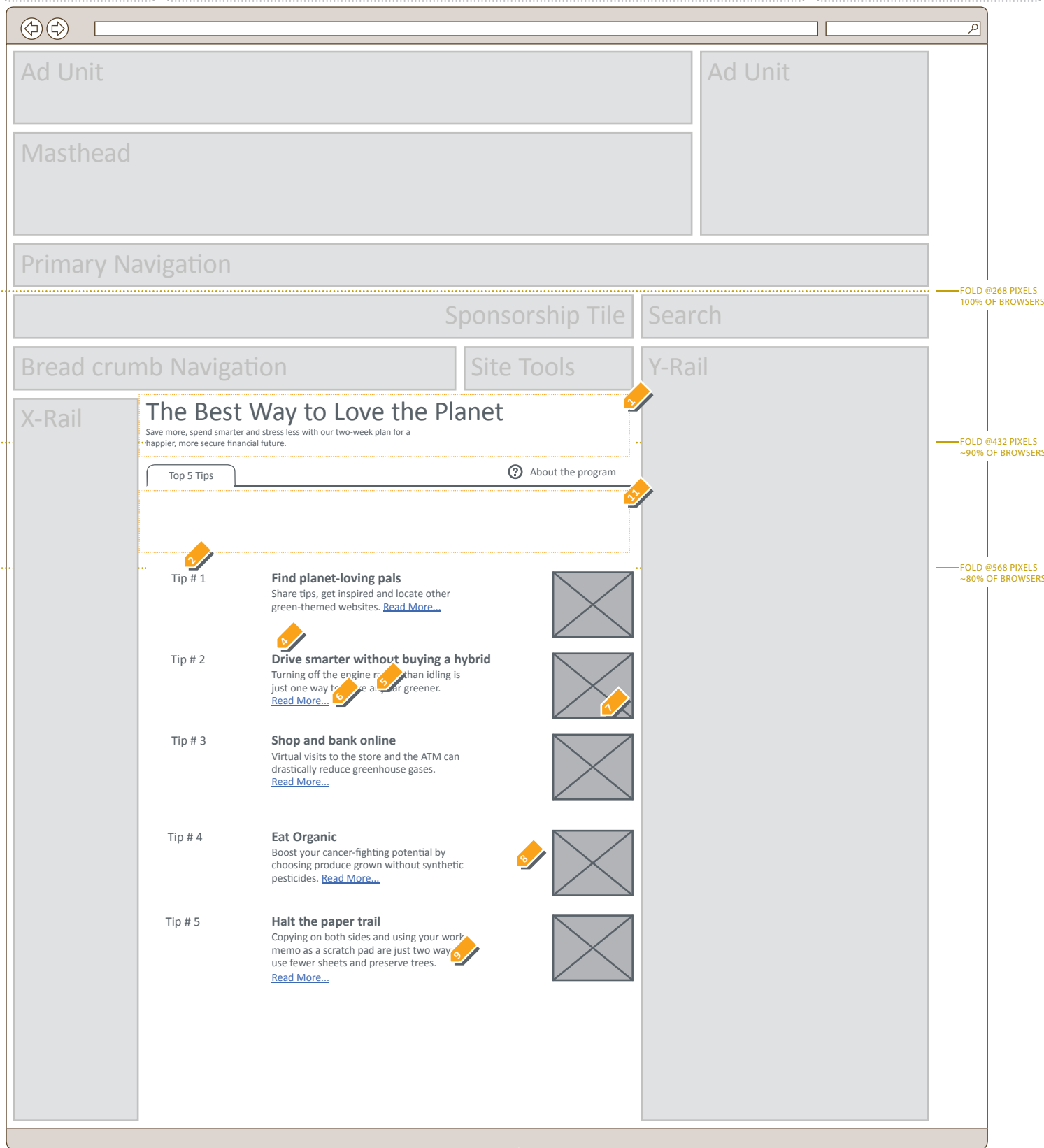
The full registration flow

01 Successful submissions goes to the ecards page 

120

List View: No Reg or Part Reg

Complete



FOLD @268 PIXELS
100% OF BROWSERS

FOLD @432 PIXELS
~90% OF BROWSERS

FOLD @568 PIXELS
~80% OF BROWSERS

120

List View: No Reg or Part Reg

Complete

This is a page description

- 01 Use header from 101
- 02 The number of the tip, in order of popularity (most popular at the top to fifth most popular at the bottom; "popularity"= by number of completions by all users).
- 04 Tip title
- 05 Tip abstract
- 06 Read more link takes user to the single tip view 101
- 07 Small image associated with tip
- 08 A discreet visual style to highlight the current tip
- 09 A discreet visual style for the future tips
- 10 Place module from bottom of wire, flags 10 or 11 here if this page is displayed to a no or part reg user.
- 11 See flag 10, this is the no reg state.

Enroll in 'The Best Way to love the Planet'
To personalize the tips in this program and get reminders please enroll. [Get Started](#)

Enroll in 'The Best Way to love the Planet'
To personalize the tips in this program and get reminders please enroll. [Register Now](#) Or, [Login now](#)

PROJECT

Condé Nast: Topsy

SECTION

Micro Interactions

Ad Unit

Masthead

Primary Navigation

Enroll In <Tip Program Name>

About the program u facipsum volor sectet acilit dolessisl et alisci blaor suscilisit essi tat nostrud minih eu feuguero commolor sequamet, qui eum eui el iureet enim zzril dio diat. Sandre do euisit nullan henisis eum aciliqui blaor si. Amcorero odit luptat nonsequamet, se molorero odion ullandre do odolum in henisi.

Special Offer

* Yes! Send me 12 issues (one year) of SELF for just \$10...a savings of 79% off the newsstand price and like getting 9 issues FREE! plus applicable sales tax

Yes No

Cell Phone Preferences

* Send me weekly mobile tips from <publication name>

Yes No

Email Preferences

* Send me the daily newsletter for <tip program name>

Yes No

* Registration for or use of this site constitutes acceptance of our [User Agreement](#), [Privacy Policy](#) and [Mobile Terms and Conditions](#).

Enroll

Confirm or Edit Your Profile Information

User Information

* = Required Fields

* Email Address

CONTINUED ON WIRE ID 114.2 »

This form brings the user from part reg to full reg. It is cast as enrollment in the tips program

- 01 Tips program name
- 02 Tips program about text
- 03 Tips program image
- 04 Sweeps info for the tips program
- 05 Subscription upsell
- 06 Messaging preferences that relate to the tips program the user is enrolling in.
- 07 The first of 2 submit buttons on this form.

PROJECT

Condé Nast: Topsy

SECTION

Micro Interactions

001 Module Title
Action Label A
Action Label B
Action Label C

STANDARD INTERACTION

002 Module Title
Action Label A
Action Label B
Action Label C

STANDARD INTERACTION

003 Module Title
Action Label A
Something 01
Something 02
Advanced...

STANDARD INTERACTION

004 Module Title
Add tip reminders to my calendar
Something 01
Something 02
Advanced...
Submit

STANDARD INTERACTION

005 Module Title
Add tip reminders to my calendar
Something 01
Something 02
Advanced...
Puppies
Submit

STANDARD INTERACTION

006 Module Title
Action Label A
Success Message Here
Done

STANDARD INTERACTION

007 Module Title
Action Label A
Success Message Here
Done
subscription offer here

OPTIONAL SUBSCRIPTION UPSELL (IDEAL)

008 Module Title
Action Label A
Something 01
Something 02
Advanced...
subscription offer here

OPTIONAL SUBSCRIPTION UPSELL (NON IDEAL)

009 Module Title
Action Label A
Action Label B
Action Label C
Compelling reason to complete the action the user is hovering over

OPTIONAL INCENTIVISE INTERACTION

010 Module Title
Action Label A
Submit
Information about the incentive with optional link to more information and possible legal disclaimers.

OPTIONAL INCENTIVISE INTERACTION

011 Module Title
Action Label A
Success Message Here
Done
conformation that the user received the incentive they were offered

OPTIONAL INCENTIVISE INTERACTION

012

OPTIONAL INCENTIVISE INTERACTION

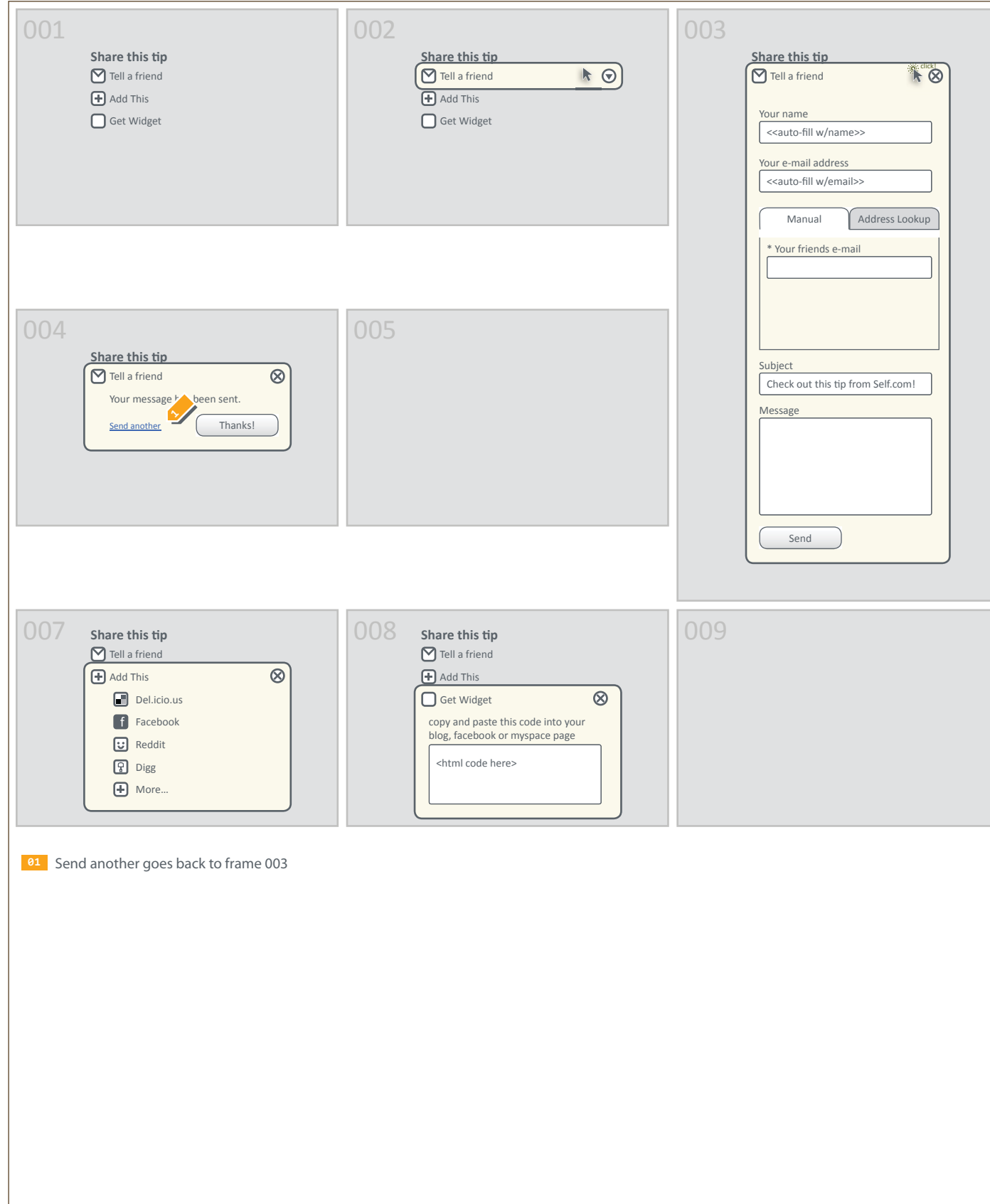
This schematic describes how the modules behave.

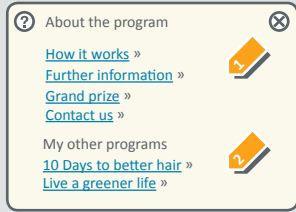
- 01 Normal state.
- 02 On rollover, the action shows a highlighted state with a visual affordance describing there is more functionality behind a click.
- 03 The modules may have additional functionality contained behind another link
- 04 If the module contains a form, the submission happens in-page and a success message is displayed.
- 05 The success page may show a subscription upsell panel
- 06 An upsell may happen on a module without a form and success message. This upsell must open an additional window if the user engages the upsell module.
- 07 Modules with forms may be incentivized. An incentive is shown like a tool tip when the user hovers over an action.
- 08 The incentive rules and regulations are displayed on the module's form.
- 09 The success message displays information about the state of the incentive.

106

Tipsy Sharing Interaction

Complete



<p>001</p> 	<p>002</p>	<p>003</p>
<p>004</p>	<p>005</p>	<p>006</p>

01 Links to supplemental pages in the tips program

02 Links to all the other tips programs the user is enrolled in.

113

Favorites and Rating

Complete



001

Manual Address Lookup

* Your friends e-mail

002

Manual Address Lookup

Login to your Gmail or Yahoo account and select addresses from your address book!

Your Gmail, or Yahoo login

<auto fill w/email if valid>

Your Password

login

003

Manual Address Lookup

Login to your Gmail, Yahoo or MSN account and select addresses from your address book!

Loading your address book...

004

Manual Address Lookup

! There was a problem with your login. Please try again

Your Gmail, Yahoo or MSN email

<auto fill w/email if valid>

Your Password

login

005

Manual Address Lookup

Select your friend's email addresses

Select All

- James Spahr james@spahr.org
- James Spahr james.spahr@razemail@domain.com
- First Last email@domain.com
- First Last email@domain.com
- First Last email@domain.com

006

Manual Address Lookup

Select your friend's email addresses

De-Select All

- James Spahr james@spahr.org
- James Spahr james.spahr@razemail@domain.com
- First Last email@domain.com
- First Last email@domain.com
- First Last email@domain.com

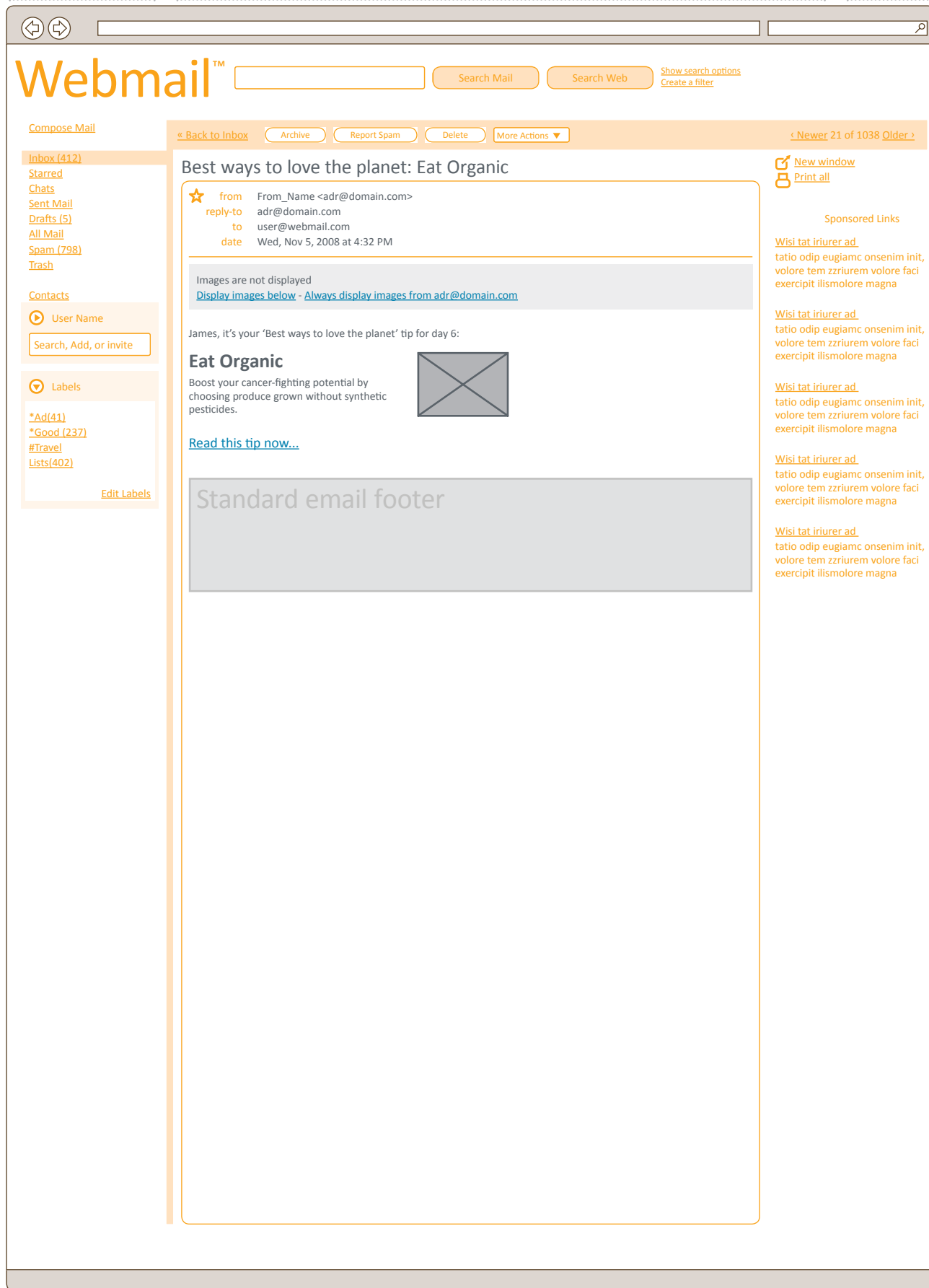
01 Button acts as toggle once all addresses are selected.

PROJECT

Condé Nast: Topsy

SECTION

Non-browser Wireframes



This is a page description

01 This is an annotation

02 And another annotation .

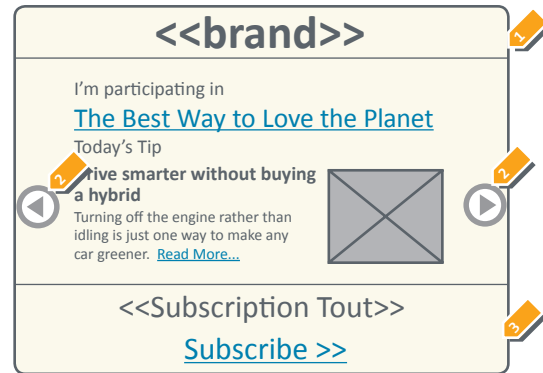
PROJECT

Condé Nast: Topsy

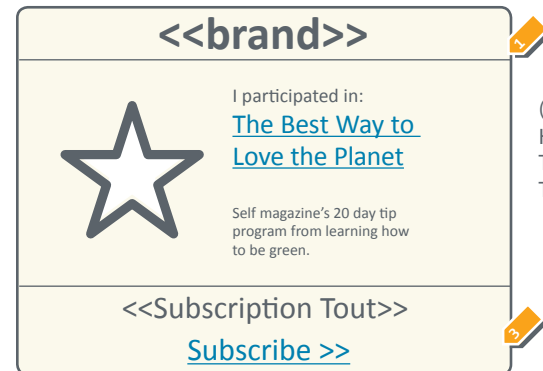
SECTION

Widgets

STATE: TIP PROGRAM IN PROGRESS



STATE: TIP PROGRAM FINISHED



(NOTE: THIS WOULD DISPLAY EVEN IF THE USER HAS NOT CHECKED OFF ALL OF THE TIPS IN THEIR PROGRAM, SINCE WE ARE ONLY USING THE START DATE TO CALCULATE THE DISPLAY)

- 01 Widget will be topped with magazine branded header
- 02 On click user navigates through the list of items contained in the feed. Left navigates to a previous item, right to a subsequent item
- 03 A widget will contain a footer that is a link to subscriptions. Note: Is it possible to open an additional window or modal if the user clicks the link?