

Carnation City Mall: Wireframes

1.0 All Pages: Content Only

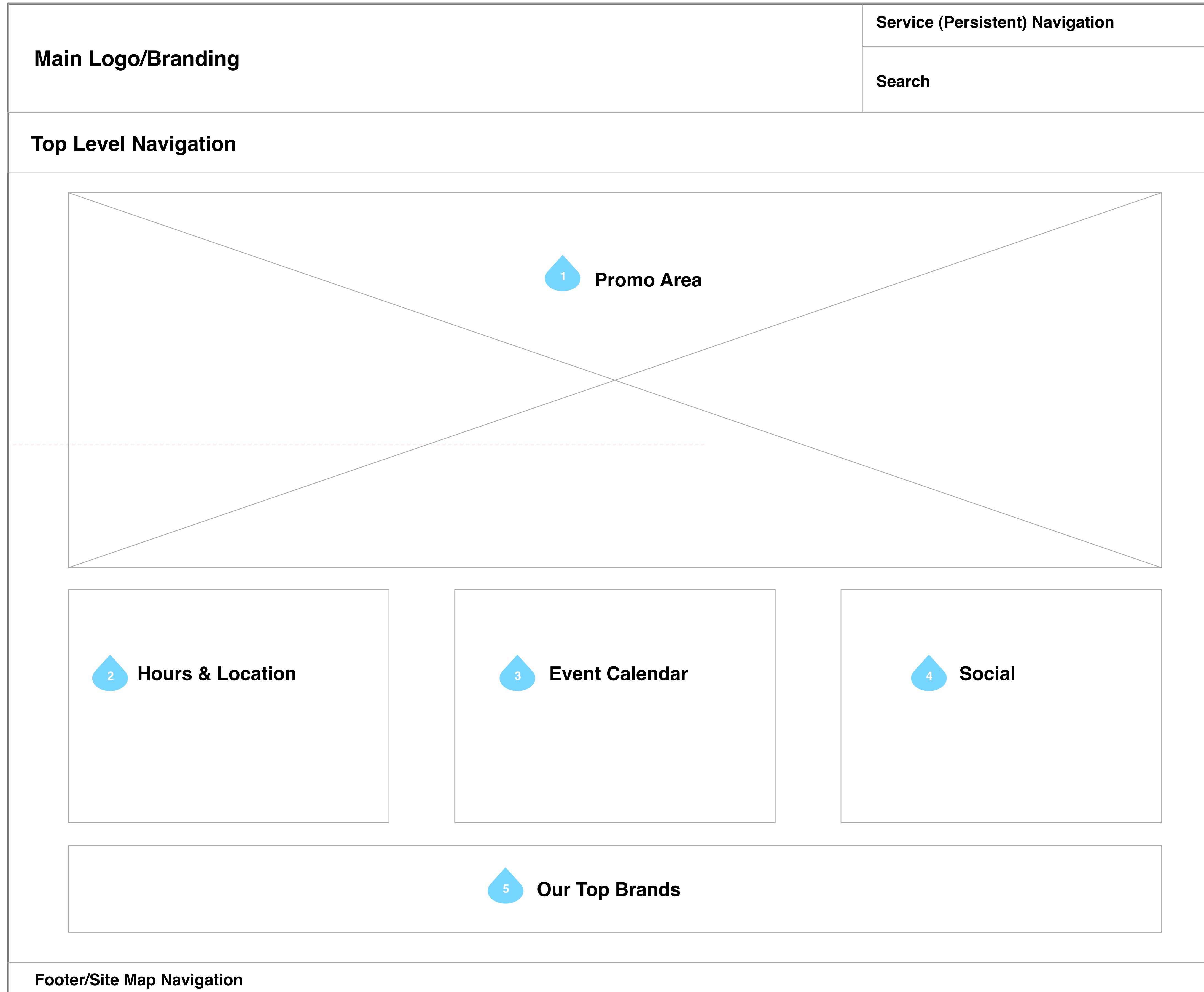
HIGH PRIORITY

LOW PRIORITY

HOME PAGE <ul style="list-style-type: none">▪ Promo Area (3 promotional items)▪ Our Top Brands (with link to View All)▪ Main Branding/Logo	<ul style="list-style-type: none">▪ Hours and Location▪ Latest Events▪ Search Carnation City (in header)	<ul style="list-style-type: none">▪ Top Level Navigation▪ Service (Support) Navigation▪ Social (Facebook, Twitter)▪ Footer Navigation and Legal
PROGRAMS & EVENTS (CONTENT PAGE) <ul style="list-style-type: none">▪ What's Happening (Blog)▪ Event Calendar▪ Page Title	<ul style="list-style-type: none">▪ Mall Walkers▪ New and Upcoming Stores▪ RSS Feed (Calendar)	<ul style="list-style-type: none">▪ Top Level Navigation▪ Service (Support) Navigation▪ Our Top Brands▪ Search Carnation City
STORE PAGE <ul style="list-style-type: none">▪ Store Name▪ Photo/Logo▪ Description	<ul style="list-style-type: none">▪ Category▪ Product Tags▪ Add a Tag▪ Main Page Link▪ Store Listing (Supplementary Navigation)	<ul style="list-style-type: none">▪ Top Level Navigation▪ Service (Support) Navigation▪ Search Carnation City
SEARCH RESULTS PAGE <ul style="list-style-type: none">▪ Result Name▪ Result Description▪ You Searched For...▪ Sort By...	<ul style="list-style-type: none">▪ Categories▪ Product Tyes▪ Thumbnail	<ul style="list-style-type: none">▪ Top Level Navigation▪ Service (Support Navigation)▪ Back to Our Stores

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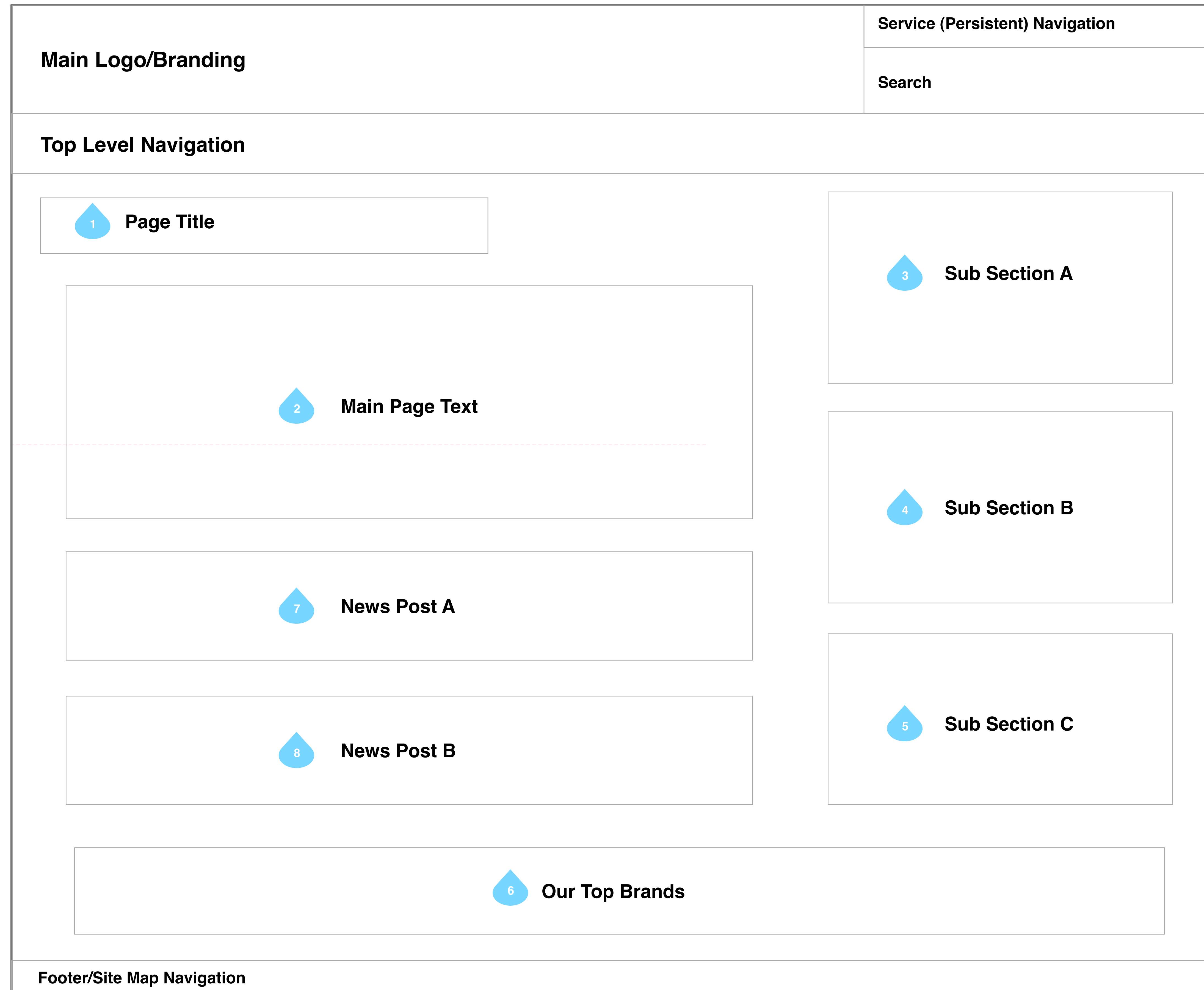
1.1 Home Page: Low Fidelity



- 1. Promo Area**
Three AJAX scrolling promos including graphics and overlaid text. Possible promotions include Holiday Savings, Mall Walkers and Store Openings
- 2. Hours & Location**
Mall standard hours and location with link to Google Map overlay.
- 3. Event Calendar**
List of the 5 most recent events (fed from the main mall calendar). Links to the Programs & Events page.
- 4. Social**
Graphical links to Become a Facebook Fan and follow Carnation City Mall on Twitter.
- 5. Our Top Brands**
Logos of the 10 most prominent stores at Carnation City. Each logo links to the individual store page.

Carnation City Mall: Wireframes

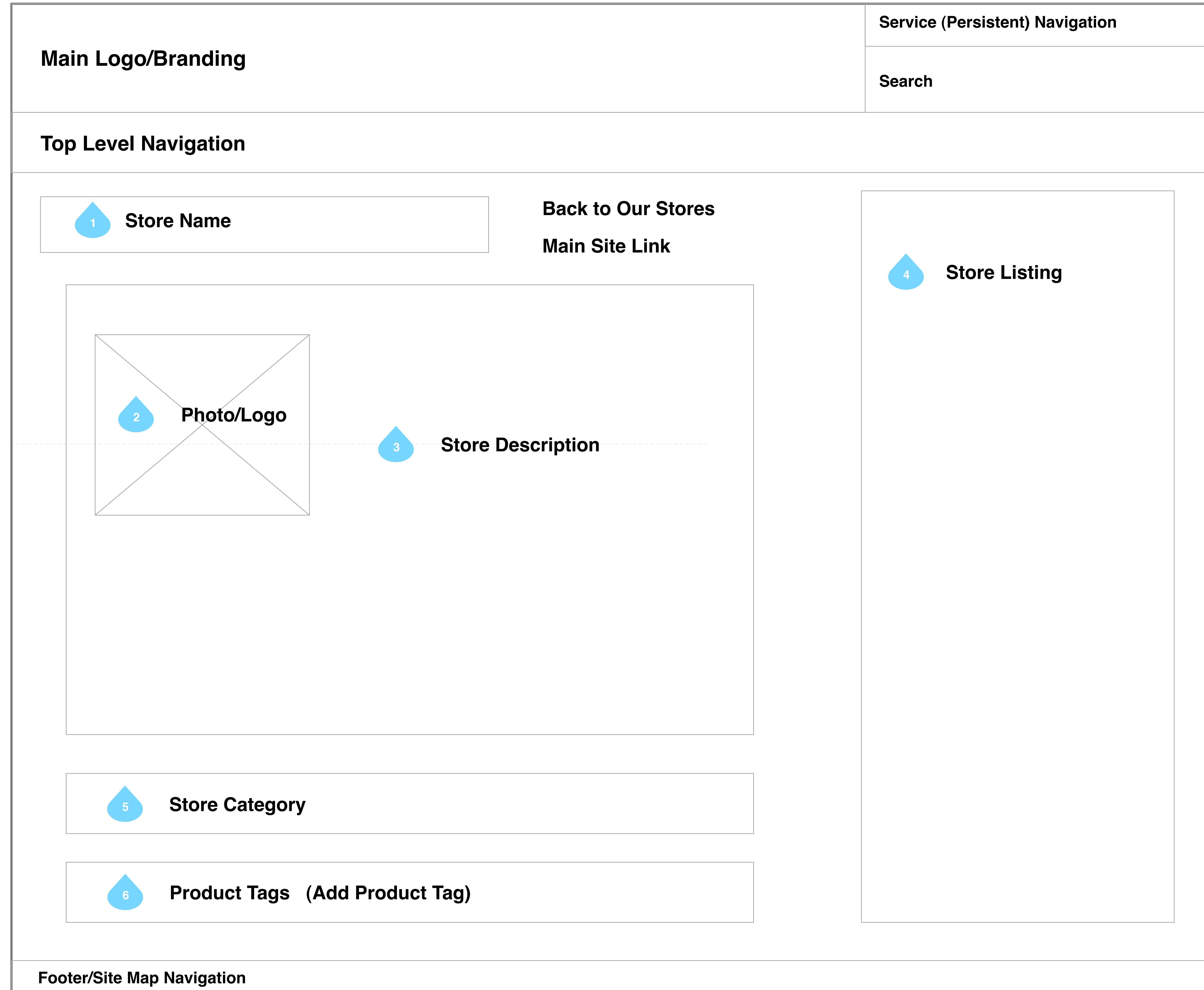
1.2 Content Page: Low Fidelity



- 1. Page Title**
Individual page title (ex. Programs & Events)
- 2. Main Page Text**
The main page content (text) and a photo. If no content, should be the most recent news posting.
- 3. Sub Section A**
Space for text and a photo, with a link for more information if necessary. (ex. Mall Walkers)
- 4. Sub Section B**
Space for text and a photo, with a link for more information if necessary. (ex. Calendar)
- 5. Sub Section C**
Space for text and a photo, with a link for more information if necessary. (ex. New Stores)
- 6. Our Top Brands**
Logos of the 10 most prominent stores at Carnation City. Each logo links to the individual store page. (carried over from home page of site)
- 7. News Post A**
Blog-like event or news posting with link to read more. Newest postings are shown first. Old postings are demoted to an archive page.
- 8. News Post B**
Blog-like event or news posting with link to read more. Newest postings are shown first. Old postings are demoted to an archive page.

Carnation City Mall: Wireframes

1.3 Store Page: Low Fidelity



- 1. Store Name**
Store name acts as main label for page.
- 2. Photo/Logo**
Photo of store front or store logo (wrapped in text)
- 3. Store Description**
Short description of the store and its offerings.
- 4. Store Listing**
Supplementary navigation with a listing of all stores. Current store is highlighted. Allows for easy navigation from store to store.
- 5. Store Category**
Category or categories associated with this store.
- 6. Product Tags**
List of products associated with the store, with ability to contribute a product tag to the store.

Carnation City Mall: Wireframes

1.4 Search Results: Low Fidelity

Main Logo/Branding

Service (Persistent) Navigation

Search

Top Level Navigation

1 Search Carnation City Mall

2 Search Again

3 You Searched for...

Related Search Terms

4 Sort Results By...

Search Results:

7 Page Title A

8 Page Description A

9 Product Tags A

10 Thumbnail

Thumbnail

Page Title B

Page Description B

Product Tags B

5 Categories

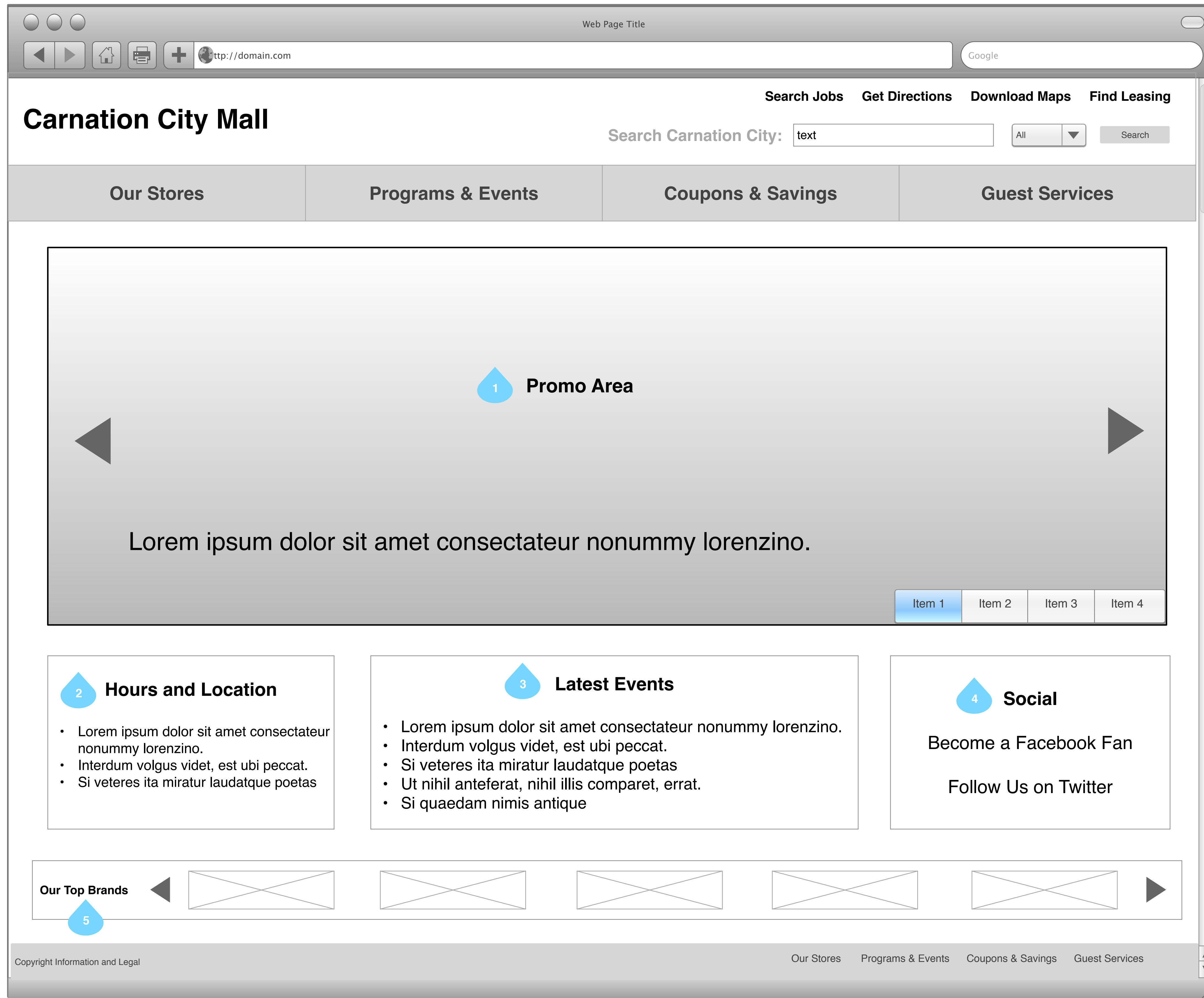
6 Product Types

Footer/Site Map Navigation

- 1. Search Carnation City Mall**
Page title for search.
- 2. Search Again**
Provides a field in which to perform another search.
- 3. You Searched For**
Repeats the search terms (in bold) that the user provided.
- 4. Sort Results By**
Resort the results by Relevancy (default), Alphabetically or Most Visited.
- 5. Categories**
Narrow search results by store category.
- 6. Product Types**
Narrow search results by product type.
- 7. Page Title**
Search result page title
- 8. Page Description**
First sentence of search result's page description.
- 9. Product Tags**
List of product tags for the search result (if applicable)
- 10. Thumbnail**
Thumbnail graphic pulled from the result page (if available)

Carnation City Mall: Wireframes

1.5 Home Page: High Fidelity



1 Promo Area

Three AJAX scrolling promos including graphics and overlaid text. Possible promotions include Holiday Savings, Mall Walkers and Store Openings

2 Hours & Location

Mall standard hours and location with link to Google Map overlay.

3 Event Calendar

List of the 5 most recent events (fed from the main mall calendar). Links to the Programs & Events page.

4 Social

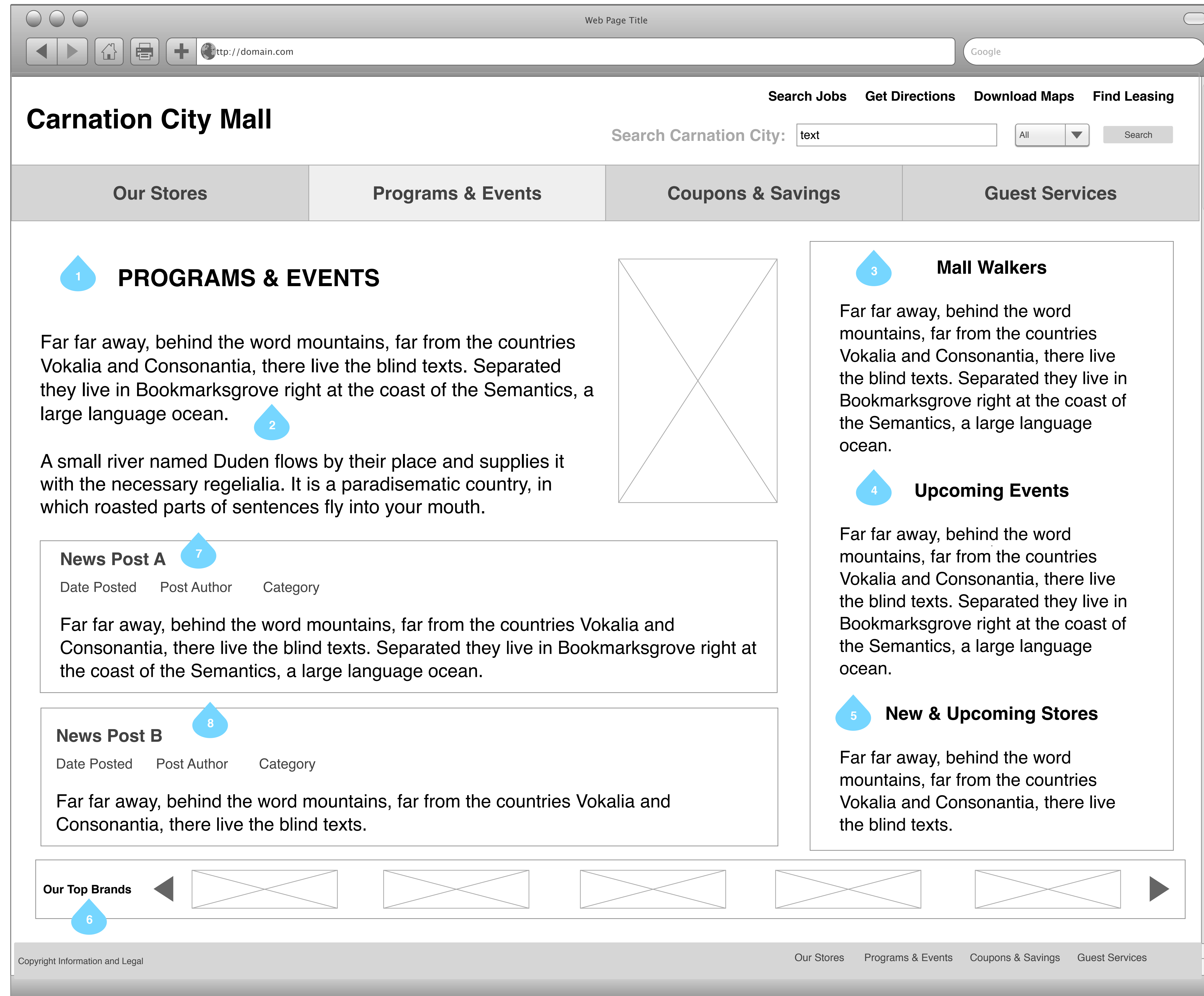
Graphical links to Become a Facebook Fan and follow Carnation City Mall on Twitter.

5 Our Top Brands

Logos of the 10 most prominent stores at Carnation City. Each logo links to the individual store page.

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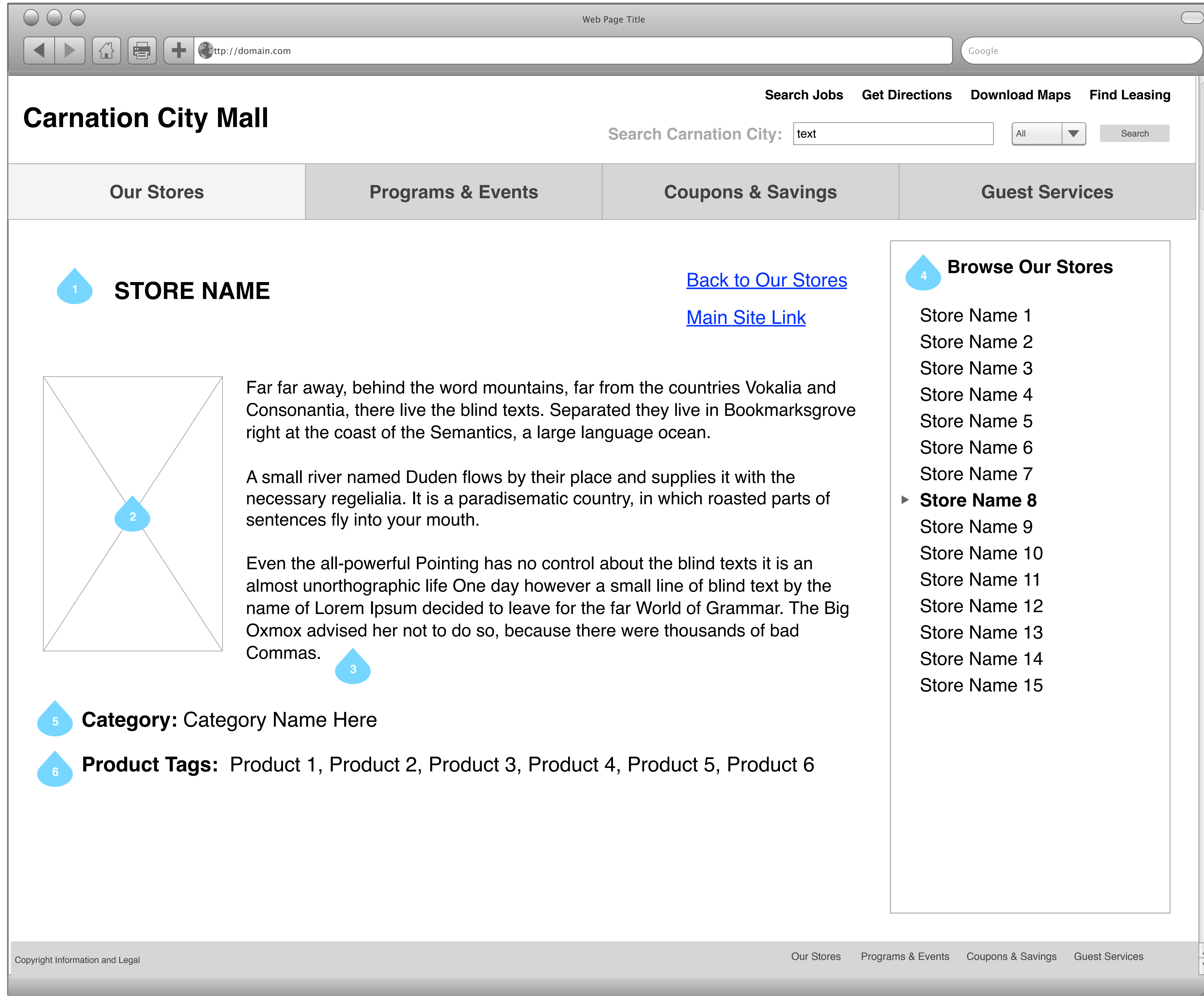
1.6 Content Page: High Fidelity



- 1 Page Title**
Individual page title (ex. Programs & Events)
- 2 Main Page Text**
The main page content (text) and a photo. If no content, should be the most recent news posting.
- 3 Sub Section A**
Space for text and a photo, with a link for more information if necessary. (ex. Mall Walkers)
- 4 Sub Section B**
Space for text and a photo, with a link for more information if necessary. (ex. Upcoming Events)
- 5 Sub Section C**
Space for text and a photo, with a link for more information if necessary. (ex. New Stores)
- 6 Our Top Brands**
Logos of the 10 most prominent stores at Carnation City. Each logo links to the individual store page. (carried over from home page of site)
- 7 News Post A**
Blog-like event or news posting with link to read more. Newest postings are shown first. Old postings are demoted to an archive page.
- 8 News Post B**
Blog-like event or news posting with link to read more. Newest postings are shown first. Old postings are demoted to an archive page.

Carnation City Mall: Wireframes

1.7 Store Page: High Fidelity



1 **Store Name**
Store name acts as main label for page.

2 **Photo/Logo**
Photo of store front or store logo (wrapped in text)

3 **Store Description**
Short description of the store and its offerings.

4 **Store Listing**
Supplementary navigation with a listing of all stores. Current store is highlighted. Allows for easy navigation from store to store.

5 **Store Category**
Category or categories associated with this store.

6 **Product Tags**
List of products associated with the store, with ability to contribute a product tag to the store.