

SAMSUNG R7 MICROSITE

20 MARCH, 2006

HIGH LEVEL DESIGN WIREFRAMES V1

DIGITAS

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PLEASE NOTE: This document contains the core wireframes that make up the proposed R7 Microsite Experience. They are meant to be a representative set of pages and functionality expected in the final Microsite.

However, since the site will be entirely built in flash, these wireframes do not represent flash experience (i.e. interaction style in dynamic contents).

WIREFRAMES VS COMPS

What is a Wireframe?

Wireframes are high-level page layouts that delineate content and navigation placement and emphasis. They are not meant to reflect actual design or content.

Wireframes are a page blueprint prior to the visual design

Design Aspects for Consideration:

Representation of selected content and functionality that will reside on a page to bring the strategic concept to life.

An allocation of page real estate to illustrate priority and placement.

Intent of copy - indicative of the eventual design. This includes titles, labels, links, prompts, and instructions.

Schematic that identifies key page areas (zones).

Direction for visual design explorations.

Aspects Not for Wireframe Review:

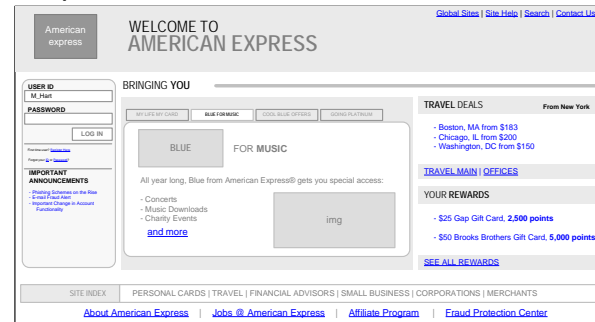
Final copy or branding treatments

The design/look & feel for the page

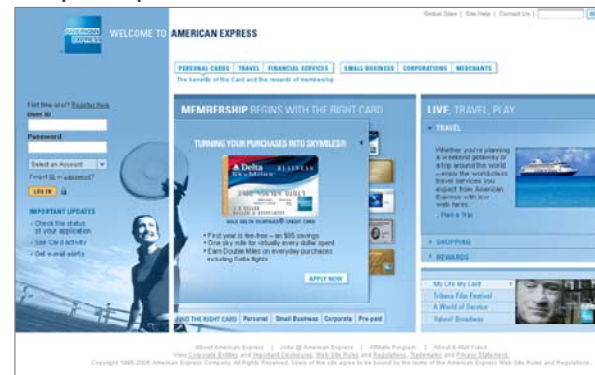
Representation of the specific photography to be used

The final layout of future content and functionality

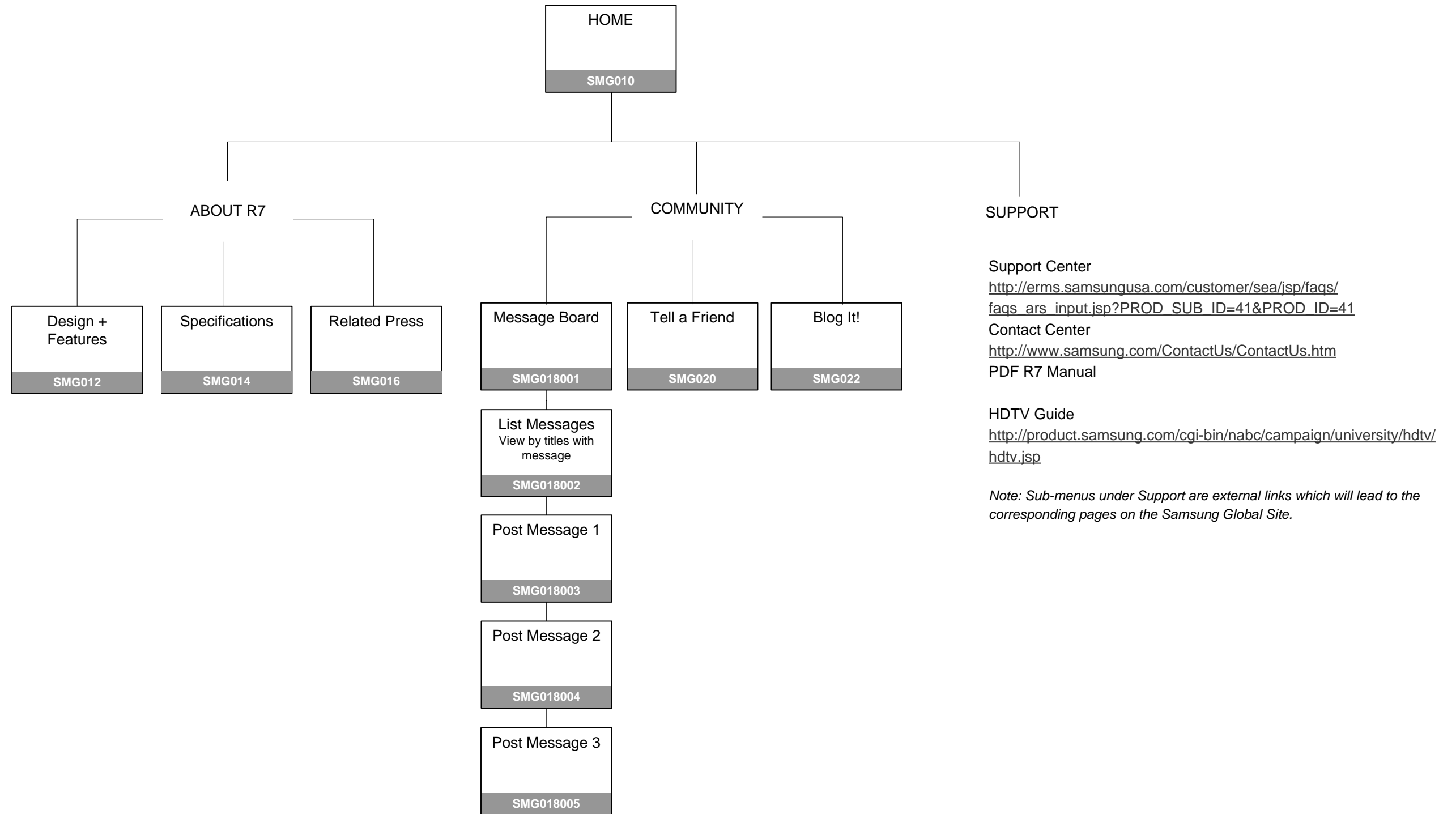
Sample Wireframe



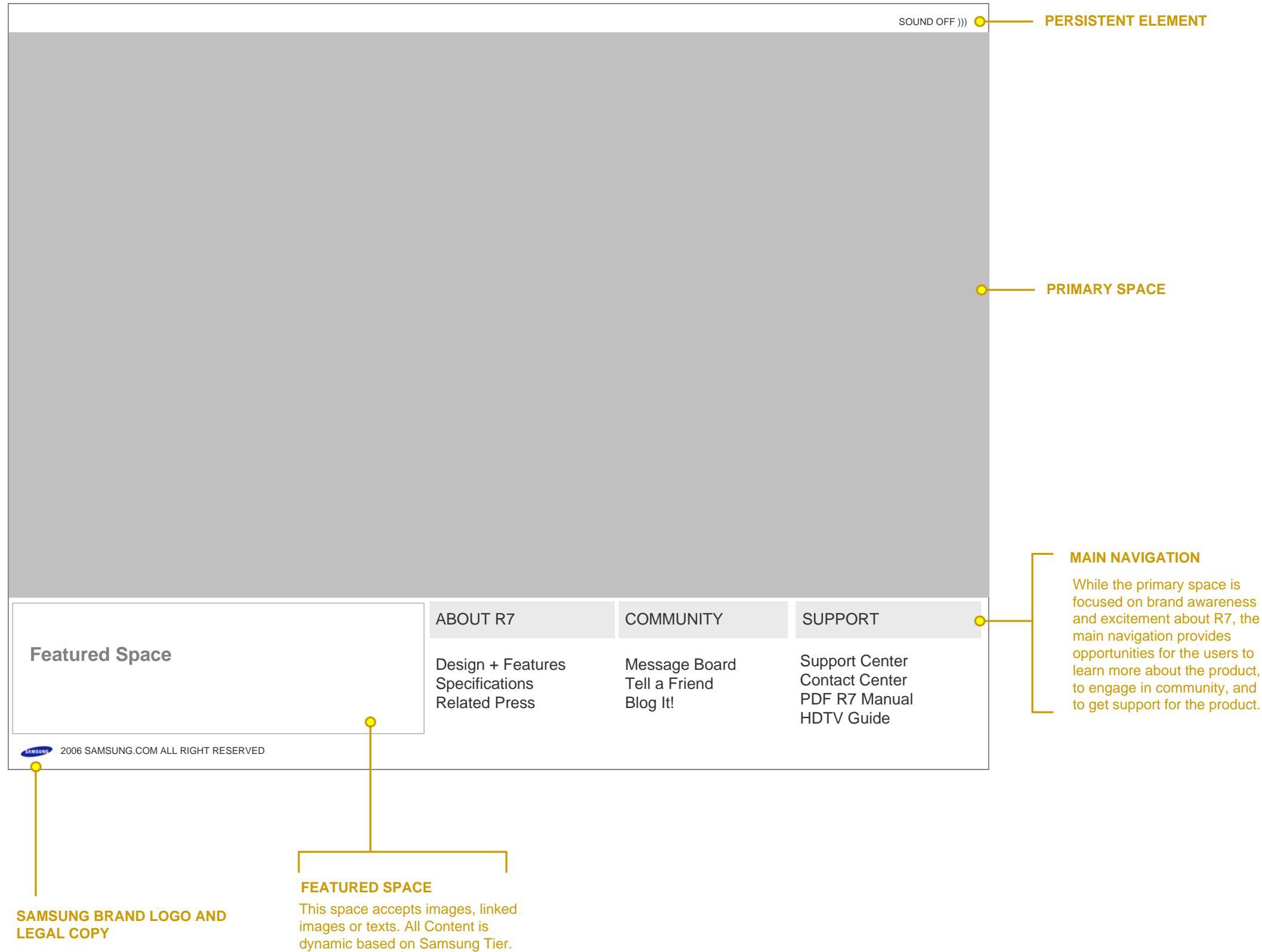
Sample Comp



SITE MAP



WIREFRAME: HOME (SMG-010)



PAGE NOTE

While the primary space displays dynamic content with appealing flash animation, the main navigation persists on all screen to provide the users a clear information structure.

When this R7 on-line campaign is distributed to 49 countries, we recommend that the whole on-line experience should be localized accordingly.

WIREFRAME: DEESIGN + FEATURES (SMG-012)

HOME SOUND OFF)))

Design + Features

DESIGN
VISION
SOUND ←
CONNECTIVITY

Lorem ulsumws esl

Lorem ulsumws esl deums lswamws
Lorem ulsumws esl deums lswamws
Lorem ulsumws esl deums lswamws
Lorem ulsumws esl deums lswamws
Lorem ulsumws esl deums lswamws
Lorem ulsumws esl deums lswamws

< **1** 2 3 4 5 >

Featured Space	ABOUT R7	COMMUNITY	SUPPORT
	Design + Features ← Specifications Related Press	Message Board Tell a Friend Blog It!	Support Center Contact Center PDF R7 Manual HDTV Guide

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PAGE NOTE

As the users interact with the menus for the different features, dynamic images and animations will be displayed on the screen.

WIREFRAME: SPECIFICATIONS (SMG-014)

[HOME](#) SOUND OFF)))

Specifications

DISPLAY	SOUND	FEATURES	CONNECTIONS	LOGISTICS
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws
Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws	Lorem ulsumws

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Related Press

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Message Board
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SUPPORT

Support Center
Contact Center
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PAGE NOTE

The specifications are divided into five groups: Display, Sound, Features, Connections, and Logistics (product weight, set size, etc.)

WIREFRAME: RELATED PRESS (SMG-016)

[HOME](#) [SOUND OFF \)\)\)](#)

Related Press Print

▶ **LOREM ULSUMWS ESL LOREM ULSUMWS ESL LOREM ULSUMWS ESL LOREM ULSUMWS.**
 Lorem ulsumws esl Lorem ulsumws esl Lorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws esl Lorem ulsumws eslLorem ulsumws eslLorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws eslLorem ulsumws...

▶ **LOREM ULSUMWS ESL LOREM ULSUMWS ESL LOREM ULSUMWS ESL LOREM ULSUMWS.**
 Lorem ulsumws esl Lorem ulsumws esl Lorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws eslLorem ulsumws eslLorem ulsumws...

▶ **LOREM ULSUMWS ESL LOREM ULSUMWS ESL LOREM ULSUMWS ESL LOREM ULSUMWS.**
 Lorem ulsumws esl Lorem ulsumws esl Lorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws eslLorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws eslLorem ulsumws...

Featured Space	ABOUT R7 Design + Features Specifications Related Press ←	COMMUNITY Message Board Tell a Friend Blog It!	SUPPORT Support Center Contact Center PDF R7 Manual HDTV Guide
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PAGE NOTE

When there is more than one article in the list, each section can be expanded or collapsed by clicking the trigger in front of each title. 'Print' option allows the users to print all related press articles in the list.

[HOME](#) [SOUND OFF \)\)\)](#)

Related Press Print

▼ **LOREM ULSUMWS ESL LOREM ULSUMWS ESL LOREM ULSUMWS ESL LOREM ULSUMWS.**
 Lorem ulsumws esl Lorem ulsumws esl Lorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws eslLorem ulsumws esl Lorem ulsumws eslLorem ulsumws eslLorem ulsumws...

When the section is expanded

WIREFRAME: MESSAGE BOARD HOME (SMG-018001)

[HOME](#) SOUND OFF)))

Message Board

Lorem ulsumws esl deums lswamws
 Lorem ulsumws esl deums lswamws
 Lorem ulsumws esl deums lswamws

List Messages

Post Message

View by: [Next](#) 16-30 of 102 [Last](#)

Thread	Author	Replies	Date
Where is it?	deutscherMann	3	03/20/06
Lorem usumswe esl	Laswmsw	0	03/19/06
Lorem usumswe esl	Laswmsw	0	03/18/06
Lorem usumswe esl	Laswmsw	0	03/18/06
Lorem usumswe esl	Laswmsw	0	03/17/06
Lorem usumswe esl	Laswmsw	0	03/16/06
Lorem usumswe esl	Laswmsw	0	03/16/06
Lorem usumswe esl	Laswmsw	0	03/16/06
Lorem usumswe esl	Laswmsw	0	03/16/06
Lorem usumswe esl	Laswmsw	2	03/16/06
Lorem usumswe esl	Laswmsw	3	03/16/06
Lorem usumswe esl	Laswmsw	0	03/16/06
Lorem usumswe esl	Laswmsw	1	03/16/06
Lorem usumswe esl	laswmsw	1	03/16/06

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PAGE NOTE

This message board has two main functions. One is to 'List Messages' and the other is to 'Post Message.' Tab functionality is used to separate these functions clearly on the screen.

Detailed functional requirements are provided in the separate document; SMG001_functional_requirement_messageboard_031606.pdf.

View by:

List Messages

List Messages

Post Message

View by: [Next](#) 16-30 of 102 [Last](#)

Where is it? by deutscher Mann 03/20/06

Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!

Where is it? by deutscher Mann 03/19/06

Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!

Where is it? by deutscher Mann 03/18/06

Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!
 Where can I get this in Germany??!! I'm dying for one! I need it in time for World Cup!!!

List Messages – view by titles with messages (SMG018002)

WIREFRAME: MESSAGE BOARD – Post Message (SMG-018003)

[HOME](#) SOUND OFF)))

List Messages
Post Message

Message Board

Lorem ulsumws esl deums lswamws
 Lorem ulsumws esl deums lswamws
 Lorem ulsumws esl deums lswamws

* Required field

*Nick Name:

*Subject:

*Message:

[Preview Message](#)

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List Messages
Post Message

Message Preview:

Lorem usumswe esl by loremsuwm 03/16/06

Lorem ulsumws esl deums lswamws lorem ulsumws esl deums lswamws
 lorem ulsumws esl deums lswamws Lorem ulsumws esl deums lswamws
 lorem ulsumws esl deums lswamws lorem ulsumws esl deums lswamws.

* Required field

*Nick Name:

*Subject:

*Message:

Lorem ulsumws esl deums lswamws lorem
 ulsumws esl deums lswamws lorem
 ulsumws esl deums lswamws Lorem
 ulsumws esl deums lswamws lorem
 ulsumws esl deums lswamws lorem
 ulsumws esl deums lswamws.

[Preview Message](#) [Post Message](#)

Post Message – step 2: Preview Message (SMG018004)

List Messages
Post Message

Your message is published successfully and
will be appeared shortly!!

Publishing ...

Post Message – step 3: Confirmation (SMG018005)

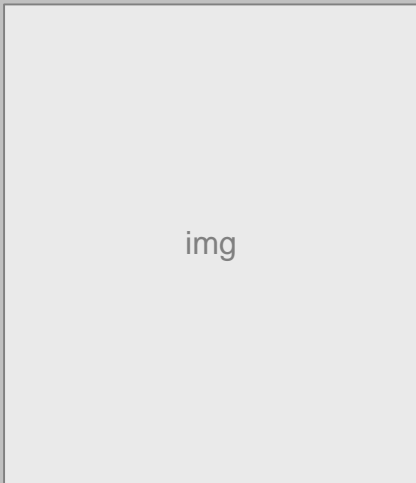
See the page 11 for 'Post Message' user flow

WIREFRAME: TELL A FRIEND (SMG-020)

[HOME](#) SOUND OFF)))

Tell a Friend

The instruction will tell the users to enter the information in the entry fields. It will also ensure the users that any email addresses they entered will not be used for promotional purpose.



*Required fields

*From:

*To:

*Message:

A default message about R7 will be displayed here. The user can add or edit the message.

Send me a copy of this e-mail

[send](#)

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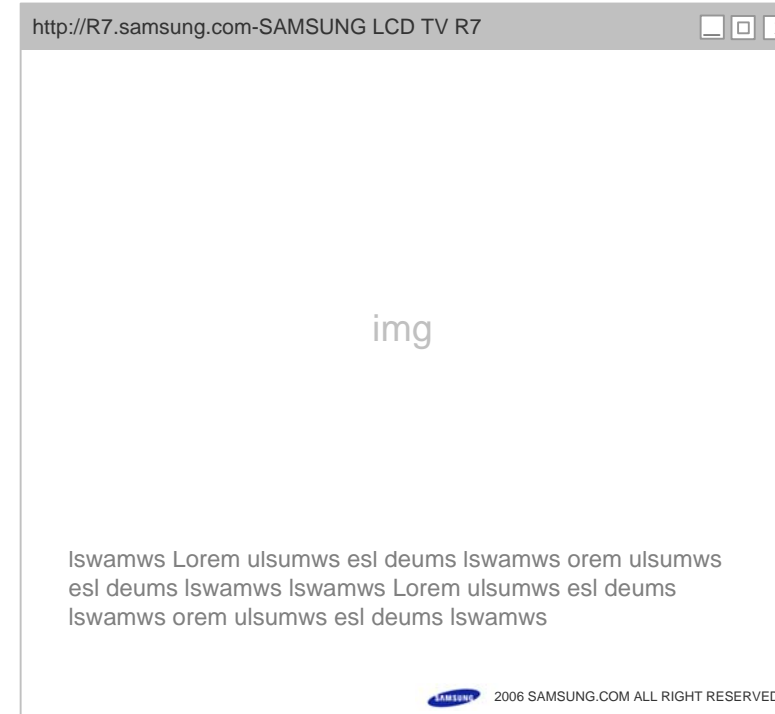
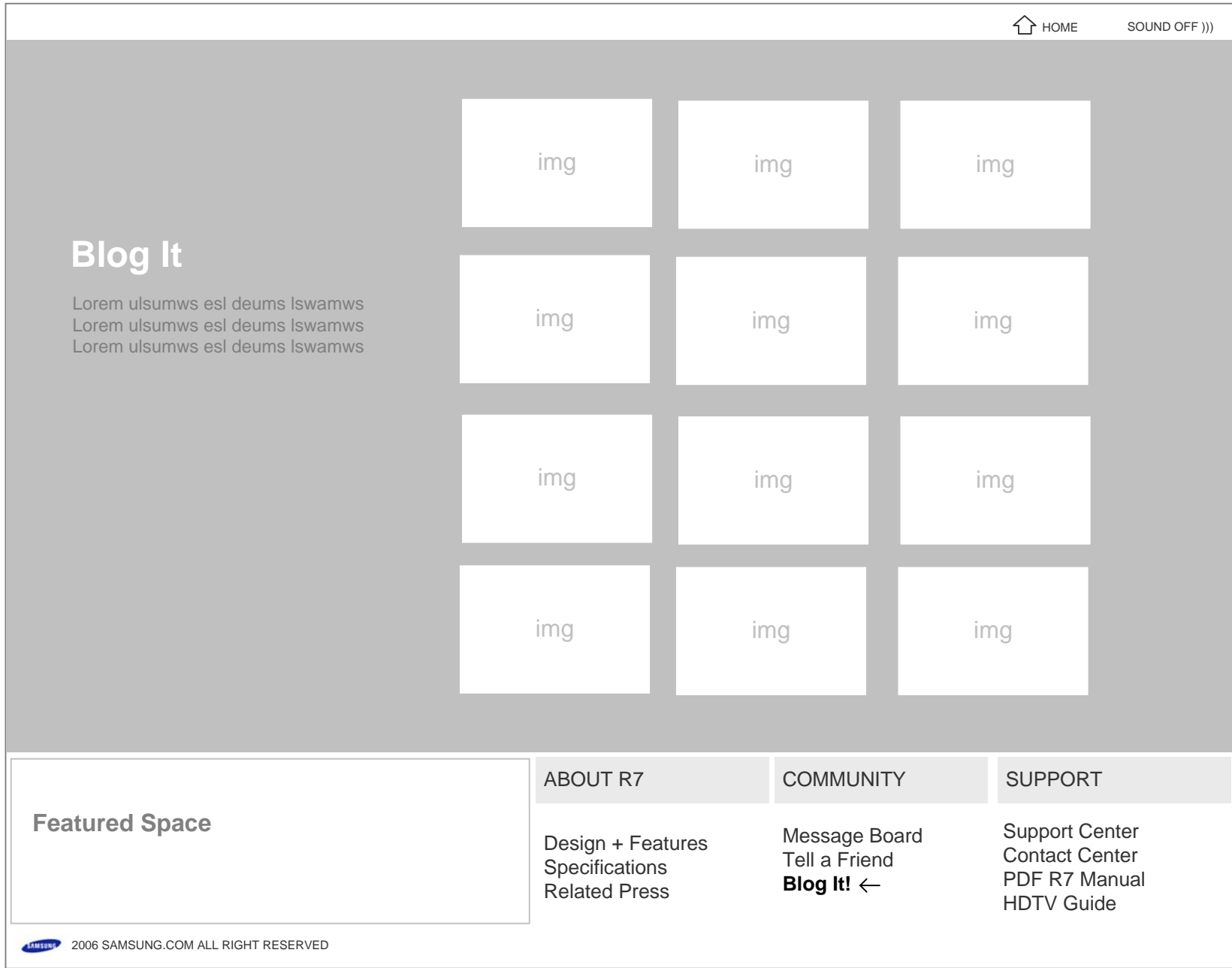
PAGE NOTE

An error message will be displayed if the users leave the required field as blank.

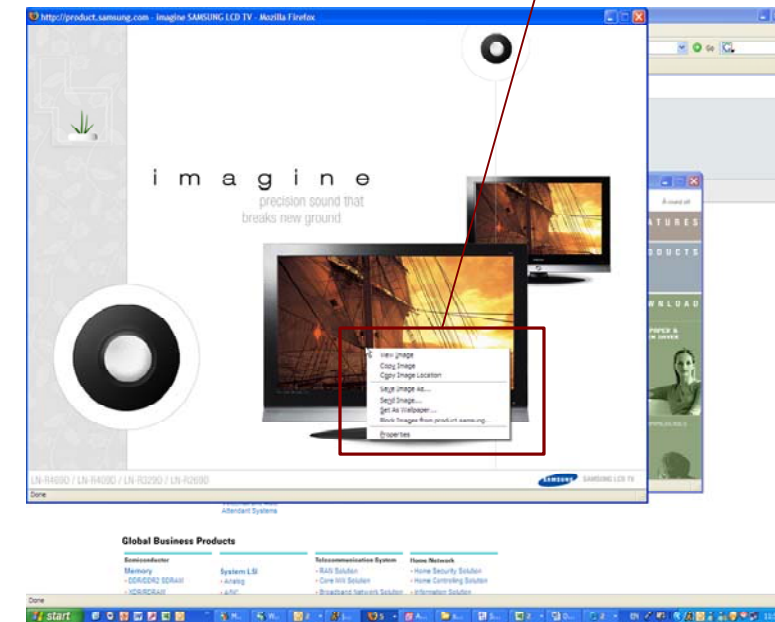
To:

This copy says that the user can enter multiple email addresses by separating them with (a space, a comma, or semi colon).

When the users click on the text box for 'To:' section, the instruction copy will be displayed right below the text box.



Note: As the users click one of the image collections on the screen, it will spawn the pop-up which shows the selected image and the description about R7. Users can right-click to save the image to their desktop and can upload the saved file to their blogs later on.



APPENDIX: MESSAGE BOARD – POST MESSAGE USER FLOW

Samsung R7 microsite wireframes

