

MetTel.net Interaction Design / User Experience

Created by: Brian Calder
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The contents of these pages are the Wireframe drawings illustrating the distribution and organization of content and the functional interactions and navigation of the various pages and modules within the MetTel.net website.

These wireframes are not intended to convey visual design.

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Section 1

User Profiles and Goals

Who are MetTel.net Visitors?



MetTel.net visitors are...

- Executives who want to find information fast
- IT Directors with specific needs
- Existing Customers looking to expand services

MetTel.net visitors are not browsing around the Internet looking for telecom solutions. They are confirming what they've been told, or they researching MetTel as a company.

What Do Users Want?



MetTel.net visitors want to...

- Find answers fast
- Confirm MetTel's reputation as credible and experienced
- Find additional services
- Learn more about MetTel
- Contact MetTel

Therefore



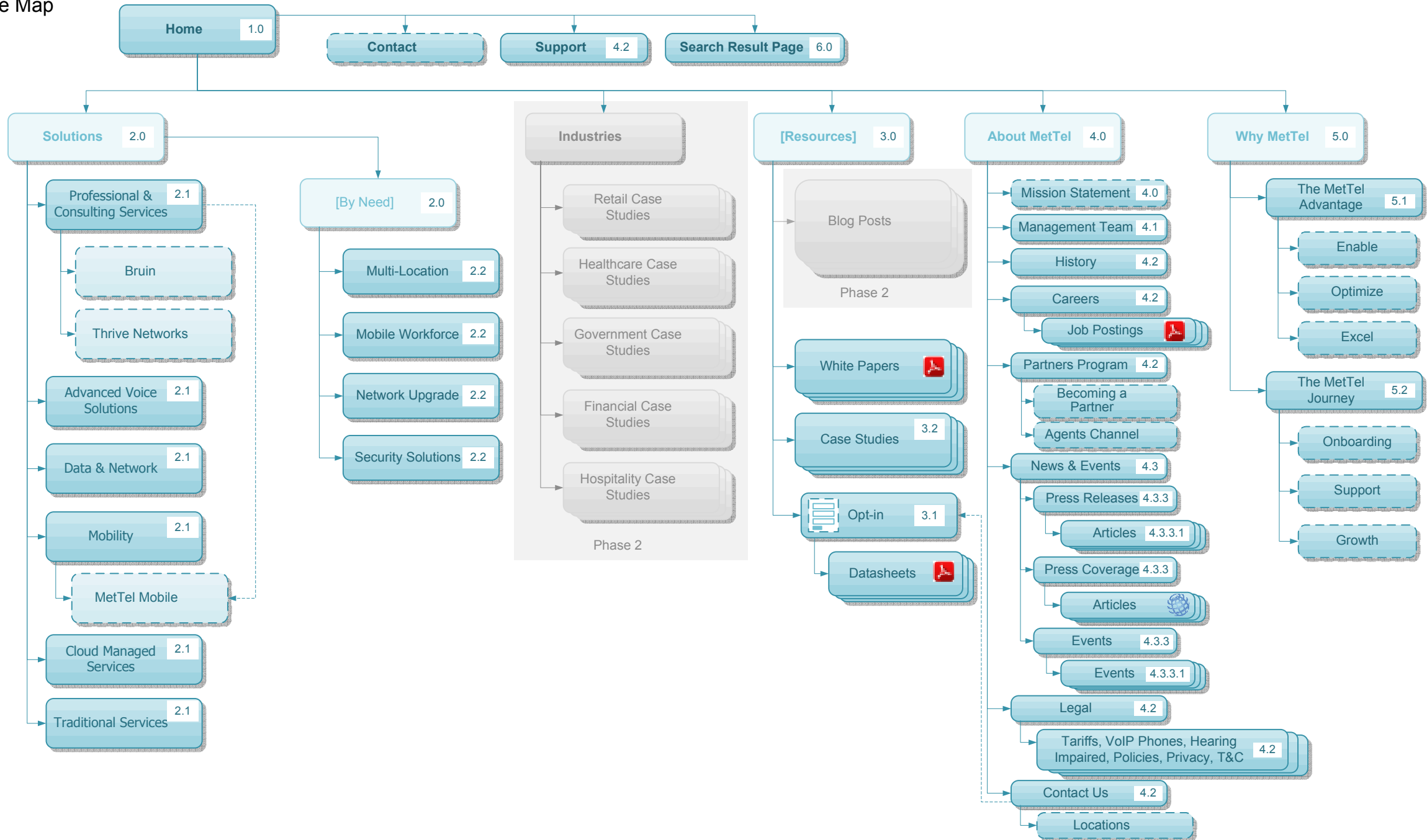
MetTel.net needs to...

- Be a clear and simple presentation
- Communicate full spectrum of services in easy-to-understand language
- Demonstrate of end to end solutions
- Communicate confidence and historic success
- Be tailor-made to fit each customer's unique needs
- Convey the value MetTel brings with real scenarios/case samples
- Position MetTel as a strategic partner for enterprise level advanced communications

Section 2

Site Map

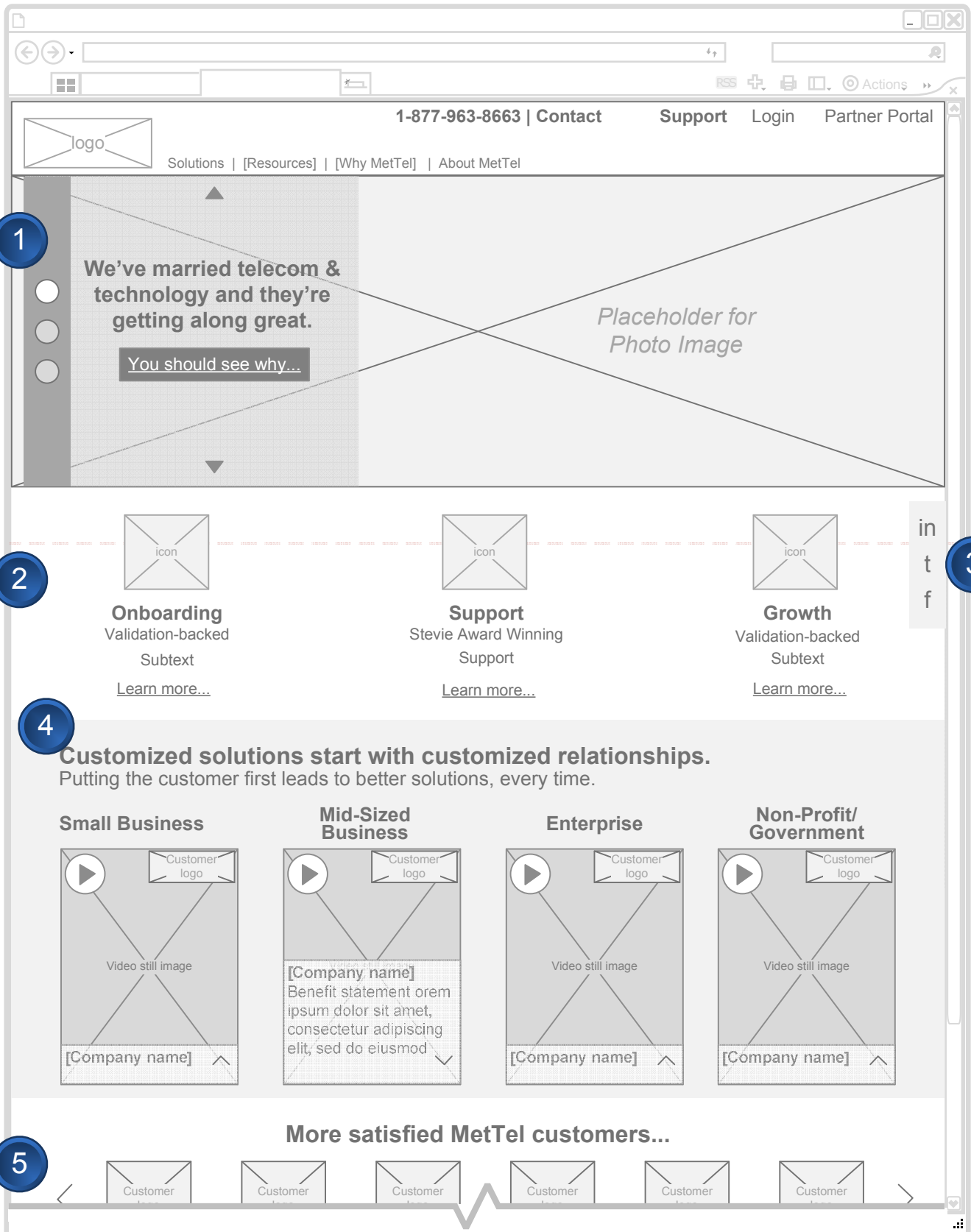
Site Map



Section 3

Wireframes

1.0 Home Page



Annotations:

1. The Hero carousel can consist of 3-5 images and messages. As each banner is refreshed to the next one with a vertical slide, the large image and the text overlay to the left are replaced, and the progress-indicators advances to the next.

The banner may rotate automatically and manually, or manually only (TBD). The number of banner messages can vary over time, so MetTel can publish as few as 3, and as many as 5 at any time.

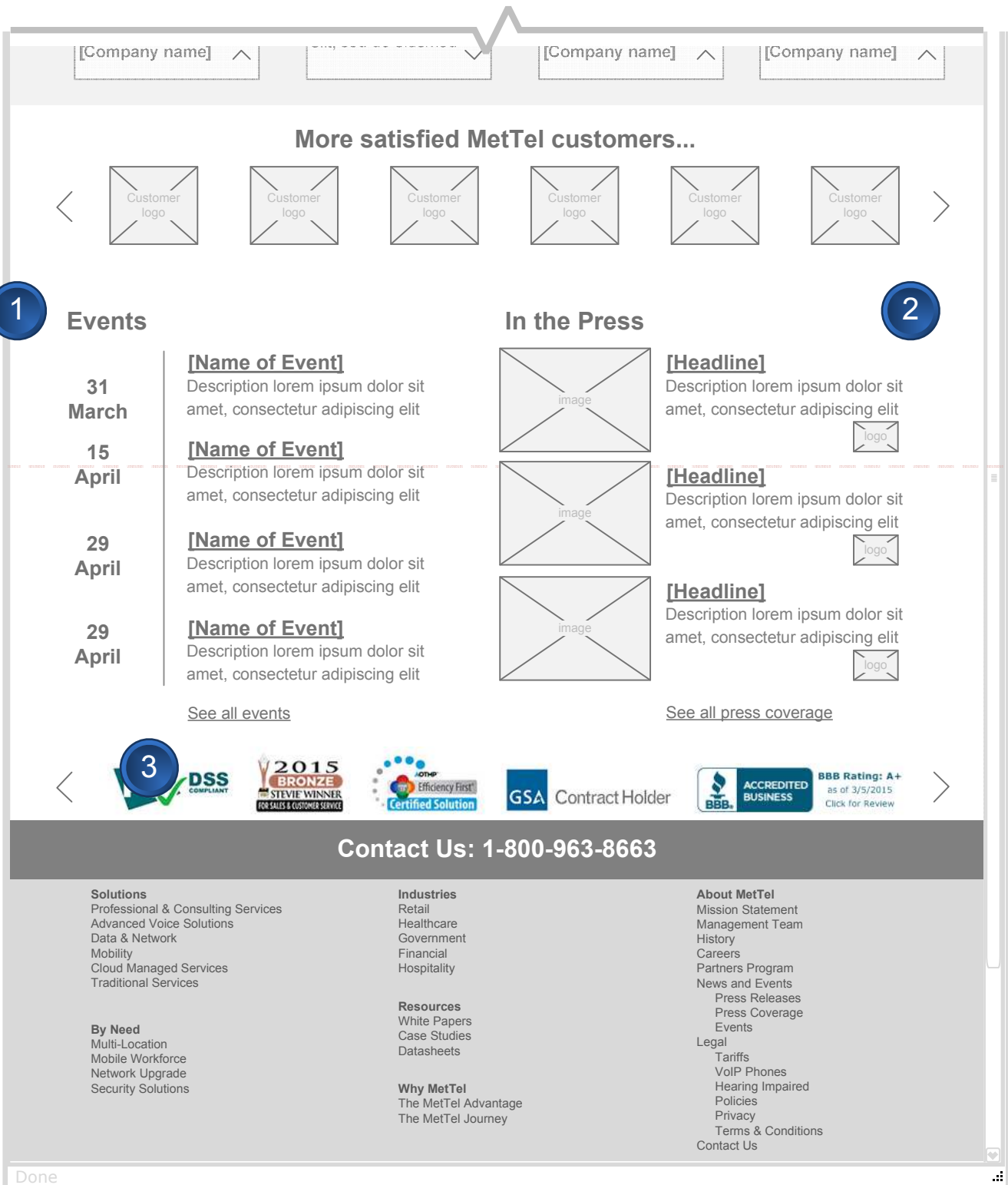
2. These three Callouts consist of an icon or graphic, a Headline text, and 8-10-word description.

3. This Social bar provides links to appropriate LinkedIn, Twitter, and Facebook pages/content. It is anchored to the side of the page and stays stationary in the window as the page scrolls up and down. It does not, however, go any higher than the hero banner.

4. These images are stills from video testimonials, each representing the different business sizes as well as different industries. Clicking the Play icon (or probably the whole image, depending on the actual size), navigates to that story page where the video is embedded.

5. Below the 4 larger customer logos is a carousel of several more. These can scroll left and right on click of the arrows, or can be set to slowly scroll right-to-left, or refresh automatically (TBD).

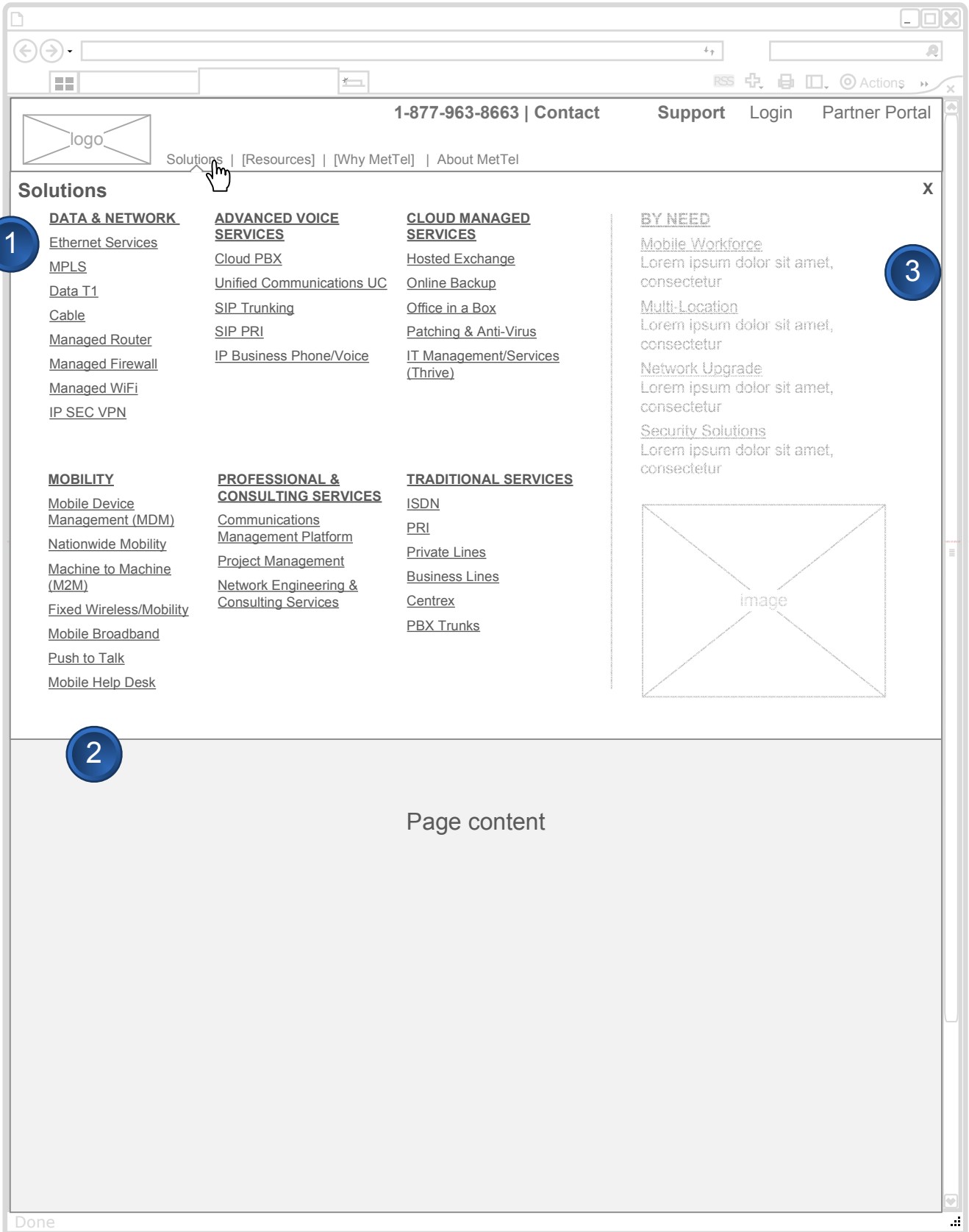
1.0 Home Page (Continued)



Annotations:

1. The Upcoming Events section displays the 3 (or 4?) next events as published to the Events content sorted by next chronological date on the top. The Event name is a link to the event page with more details.
2. The In the Press section displays the 3 (more? fewer?) most recent press articles published to the Press Coverage content. The headline is a link to the full article.
3. The Footer consists of a repeated "Contact Us" banner, the logos of accreditations, and awards, and a sitemap.

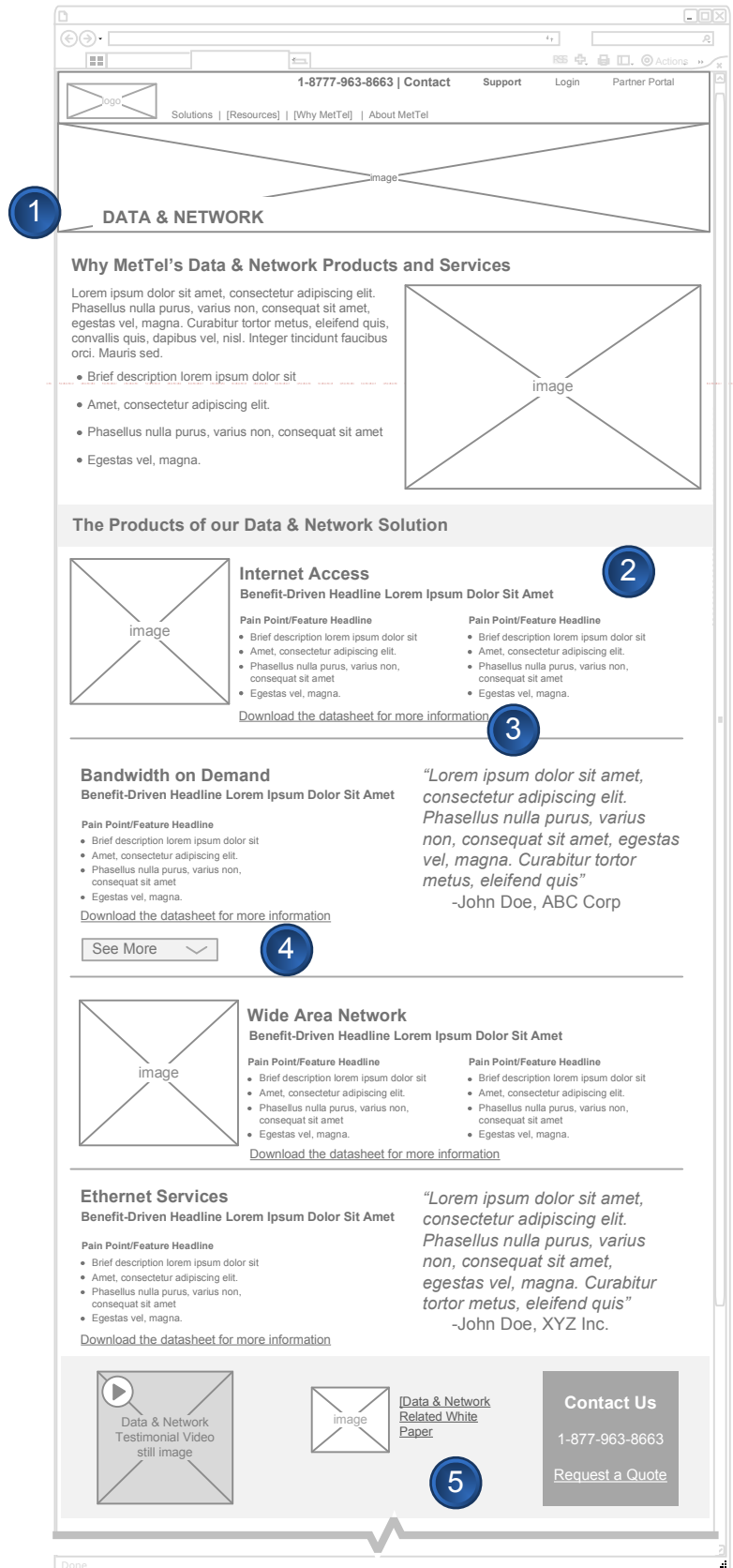
2.0 Menu - Solutions



Annotations:

1. The "Mega-Menus" provide immediate access to deeper content from the primary navigation. Links to individual products will open the actual product page.
2. Because the mega-menus may be quite complicated and rich in content, it will be important to obscure the primary interface in order to direct a user's focus.
3. For the initial launch the By Need section will not be implemented.

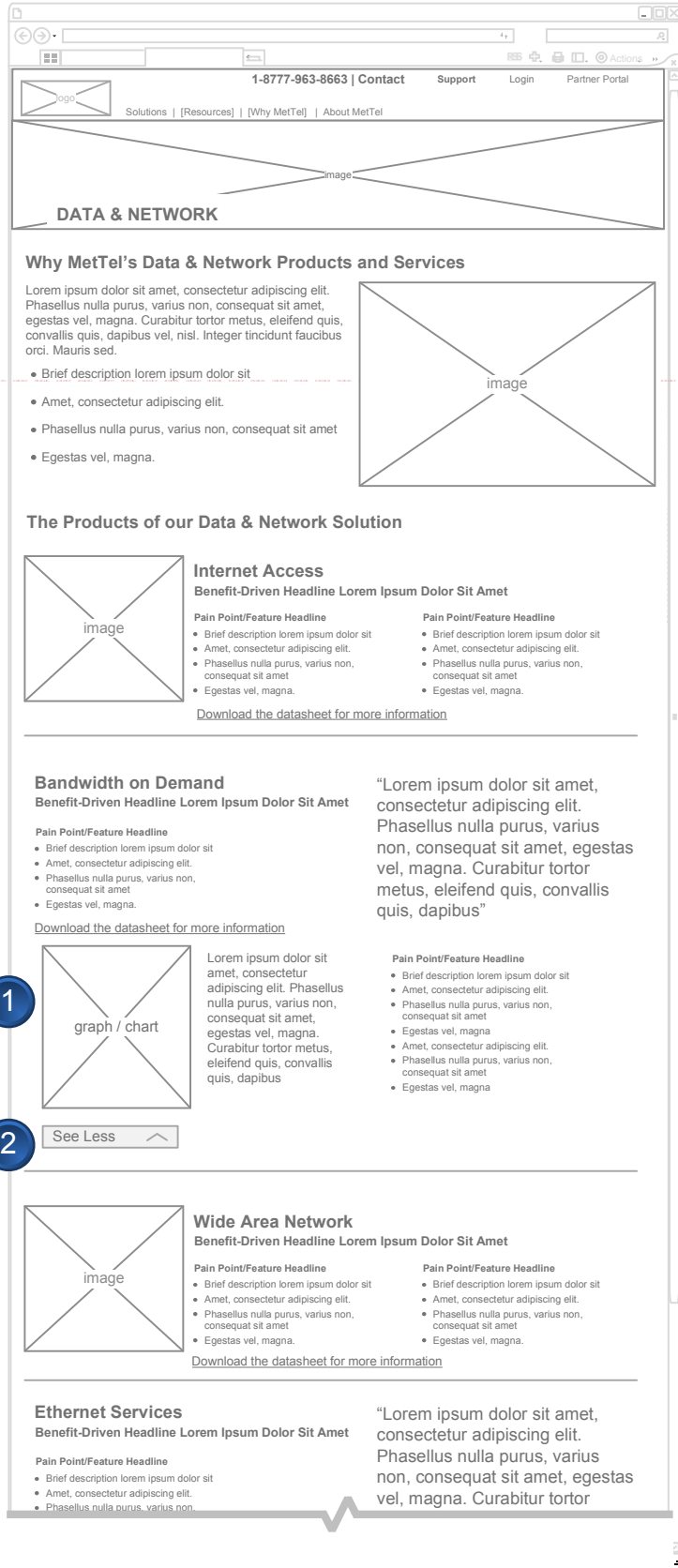
2.1 Solutions Page



Annotations:

1. This is a sample Solutions page. The contents of the page include a paragraph or two addressing the solution as a whole – including a message about how the solution is tailored to each customer. Below that is a list of the individual products that make up that solution with their top-level benefits.
2. Each product is listed in it's own horizontal “band” down the page. Each band presents some visual element such as a related image, or a quote, etc.
3. Each product has a “Download the datasheet” link in that section. This opens an Opt-In form that encourages the user to provide their contact information before downloading the desired datasheet. See the *Opt-in Page* wireframe for more details.
4. Some (one or two per page) of the products will require more content. The “See More” links expand the section downward to expose the additional content.
5. Below the Products list is a horizontal banner with the Contact Us information, as well as supporting content such as white papers and Customer Success stories related to this “Solution”. The White Papers and Customer Stories are tagged when the page is built, and if none exist can be replaced with images, quotes, etc.

2.1 Solutions Page (Expanded)

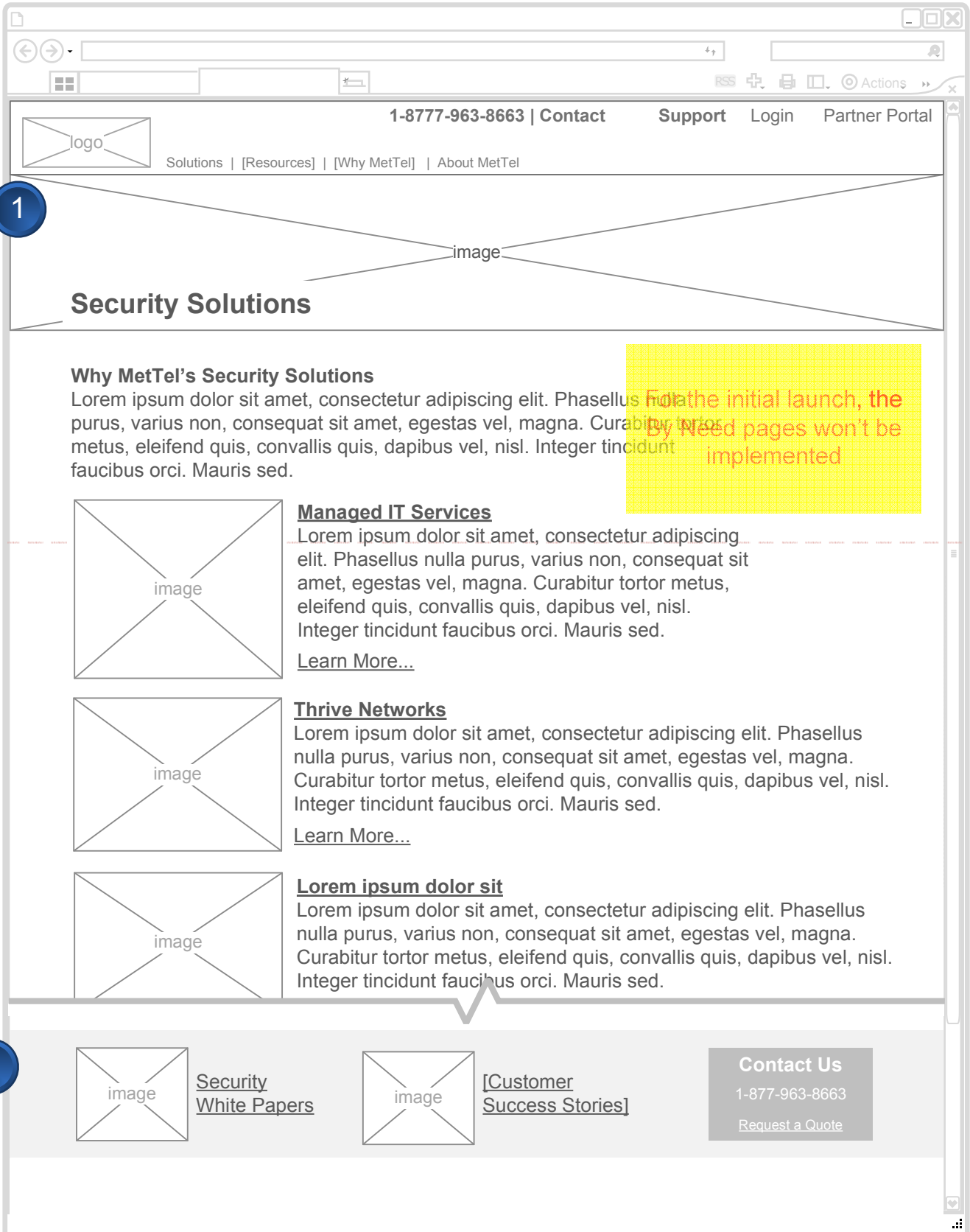


Annotations:

1. This is an expanded section of the Solutions page. This example shows a simple supporting graph or data chart that helps complete the marketing story. This additional content is not restricted to any particular format or type. It can be images, a large paragraph, charts, bullet points, etc. It will vary per product.

2. The “See more” buttons becomes “See Less”

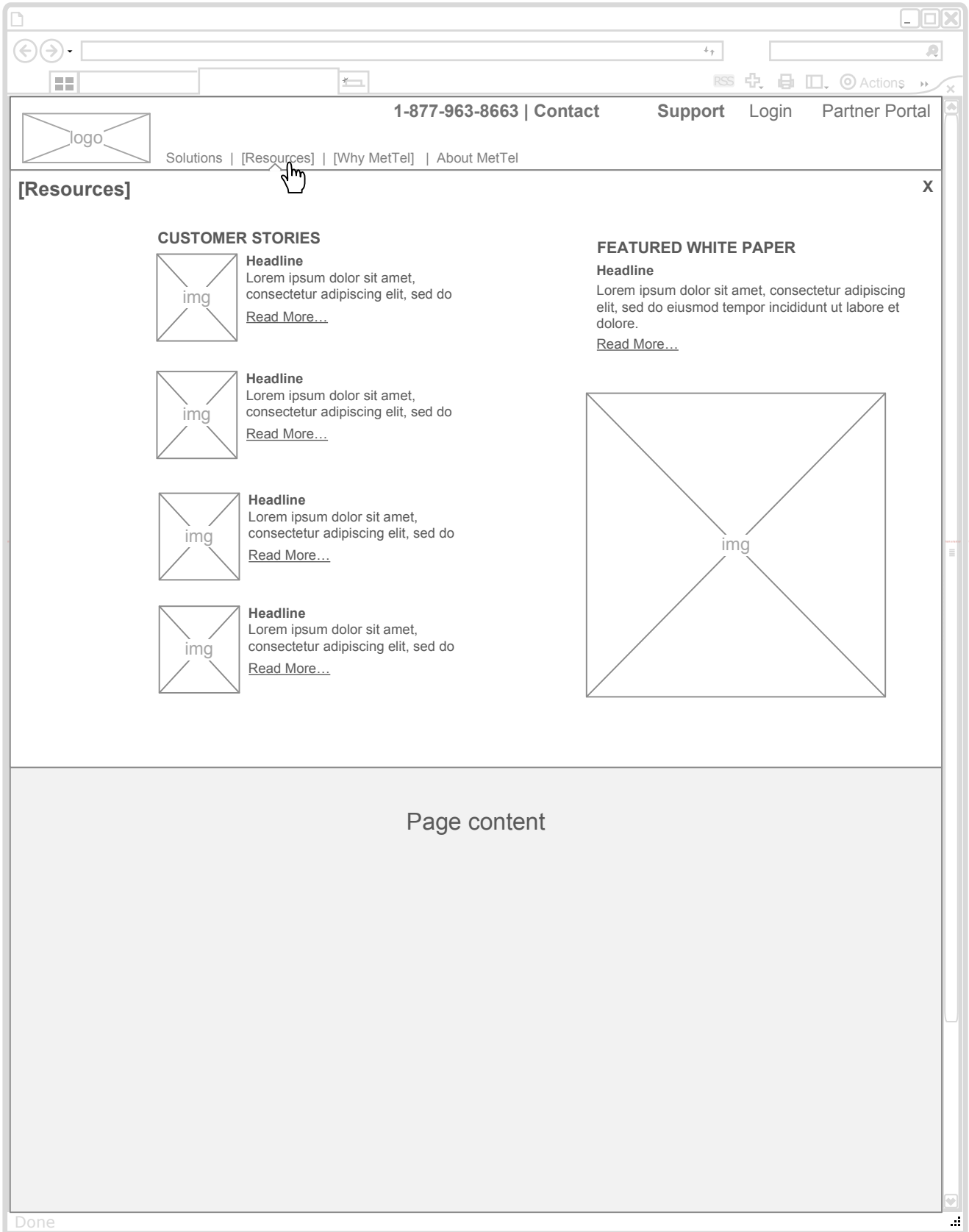
2.2 By Need



Annotations:

1. This is a sample of a "By Need" Solutions page. The contents of the page include a paragraph or two addressing how MetTel addresses related need, and then a series of solutions and or products that make up that potential package.
2. Below the Solutions and/or Products is a horizontal banner with the Contact Us information, as well as supporting content such as white papers and Customer Success stories related to this "Need". The White Papers and Customer Stories are tagged when the page is built, and if none exist can be replaced with images, quotes, etc.

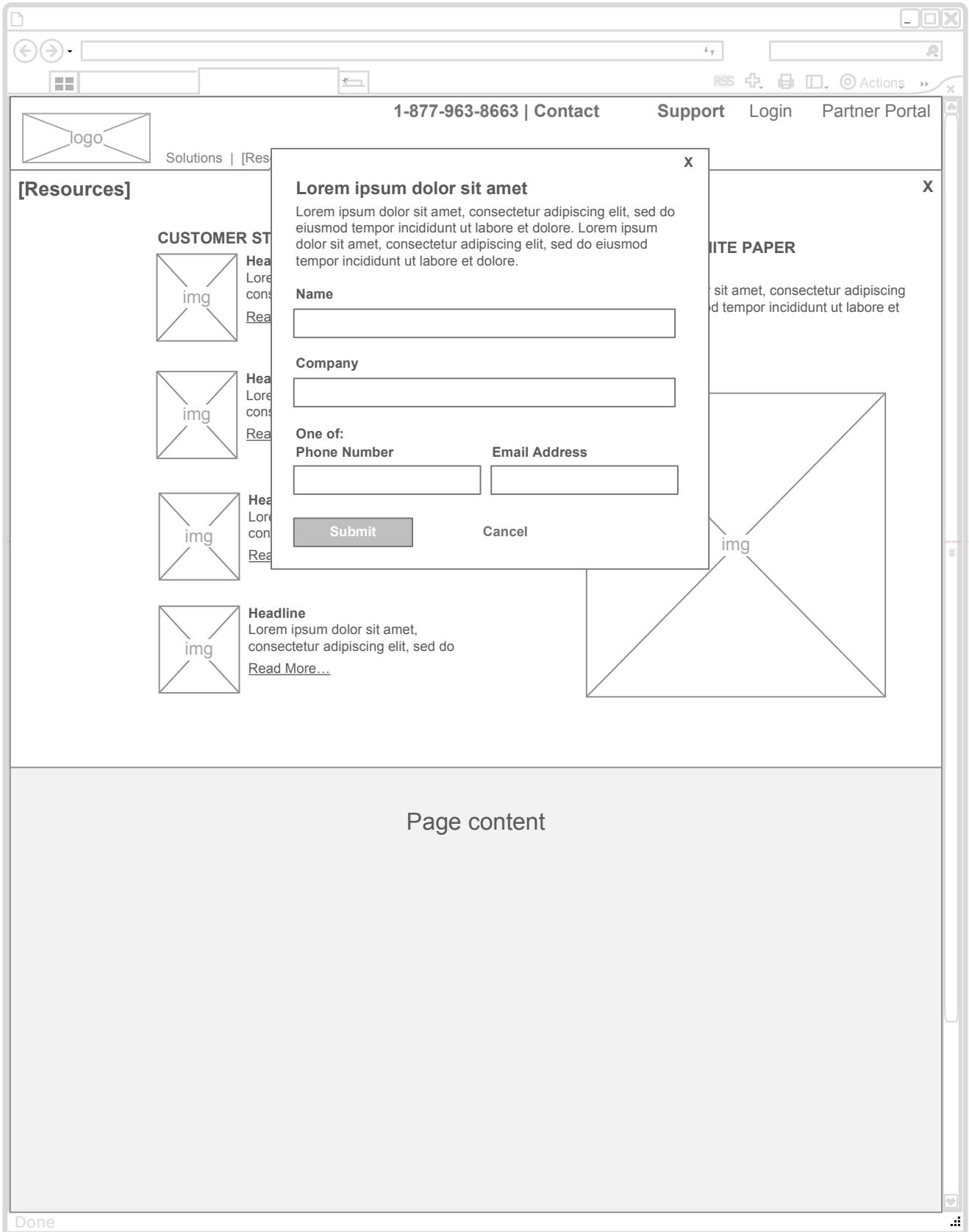
3.0 Menu - Resources (Rich Menu)



Annotations:

1. The Resources mega-menu (may be renamed) contains the 3 or 4 Customer Stories as links directly to those pages. If additional stories are developed, they can be added here too until the page contains about 8-10. At that point, a new page second-level page should be developed to act as an index with links to all the stories. This menu should contain no more than 8 or 10, and then a "See All Stories" link to that new page.
2. A link to the White Paper is also on this menu, and this section too can grow as additional papers are developed.

3.1 Optin Form



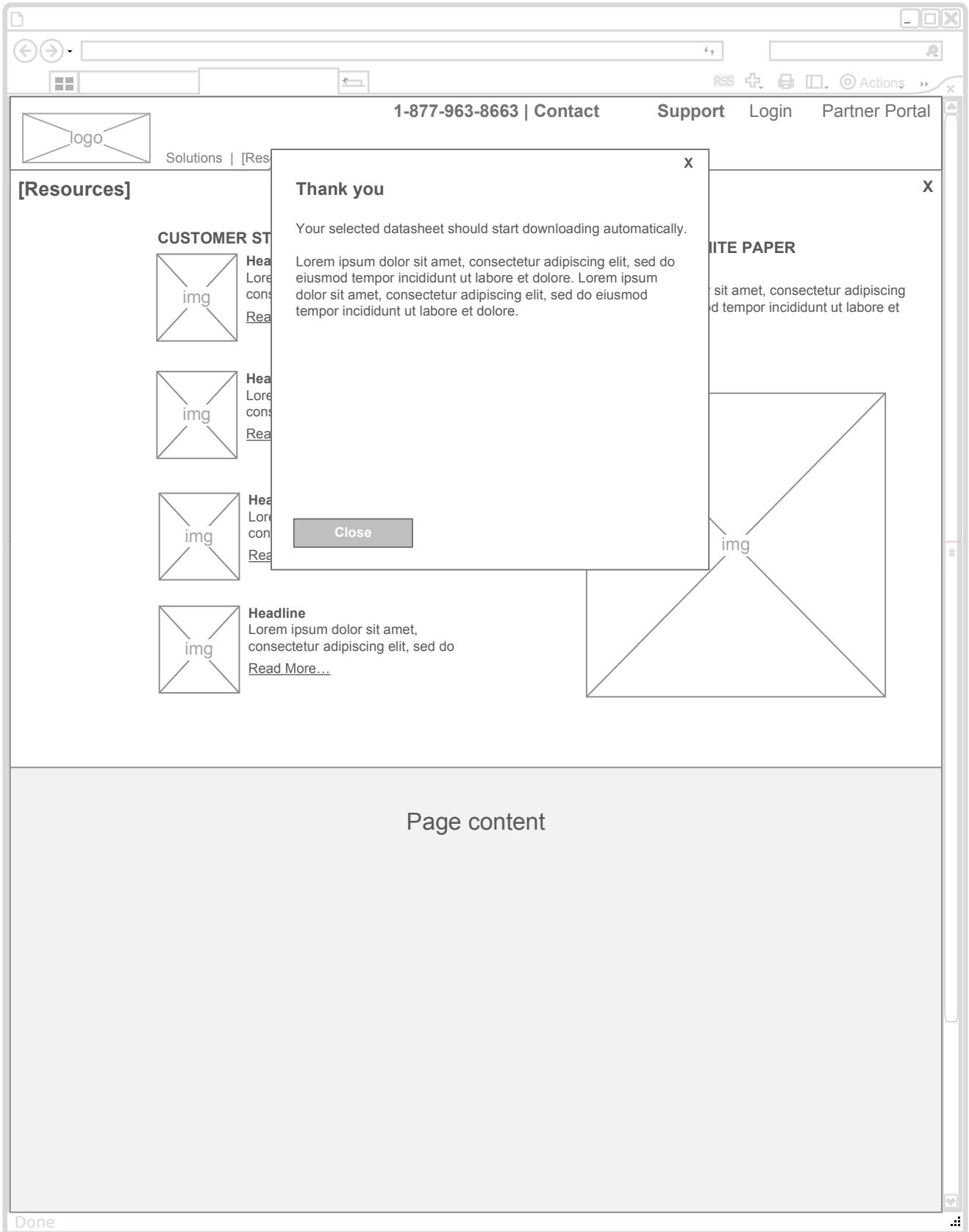
Annotations:

1. On click of the White paper (and datasheets on Solutions pages) download, a cookie is checked. If it exists, the PDF is loaded. If the cookie is not detected, this modal overlay opens requiring the user submit their contact information.

On Submit, the cookie is set; the overlay is dismissed; and the PDF is loaded. This way, the user only has to provide their contact information once, even if they access the PDF multiple times.

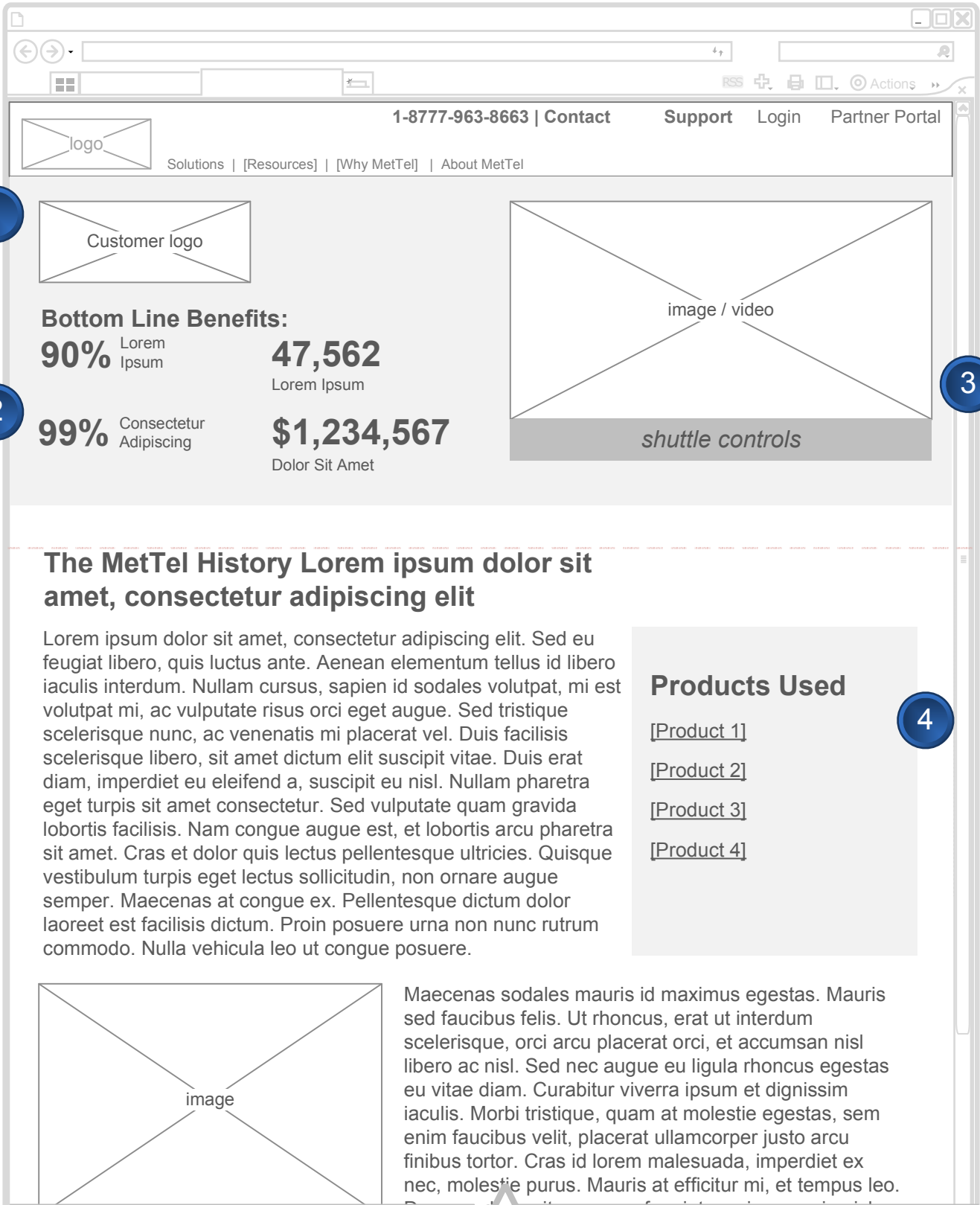
In the future, as additional whitepapers are made available, each will behave the same way. The user only has to provide their contact information for their first whitepaper. On submit, their desired document loads. Subsequent PDF requests will load immediately.

3.1.1 Optin Form - Thank you



Annotations:

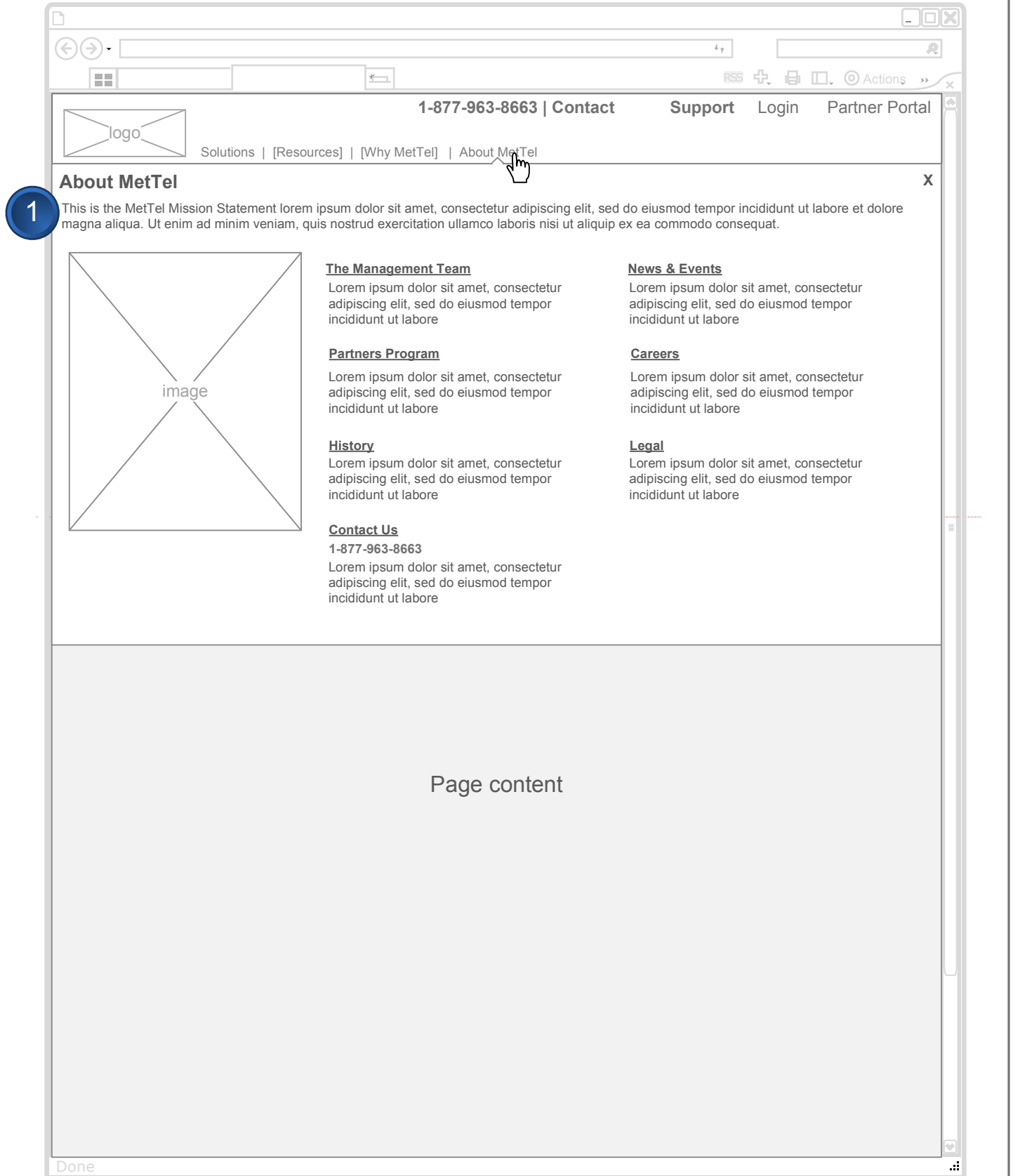
3.2 Case Study Template



Annotations:

1. The hero area of the Case Study template provide an overview of the story itself in the form of several key components including the customer logo, key data points, and a video if it exists, or a photo.
2. The data points are (most likely) graphic elements that give an overview of the measurable benefits of the MetTel solutions.
3. If a video is available for a customer story, a still of that video appears in the hero area with shuttle controls. Otherwise, a photo or some other image fills this space.
4. The Products Used block lets readers know what products (solutions?) this customer uses.

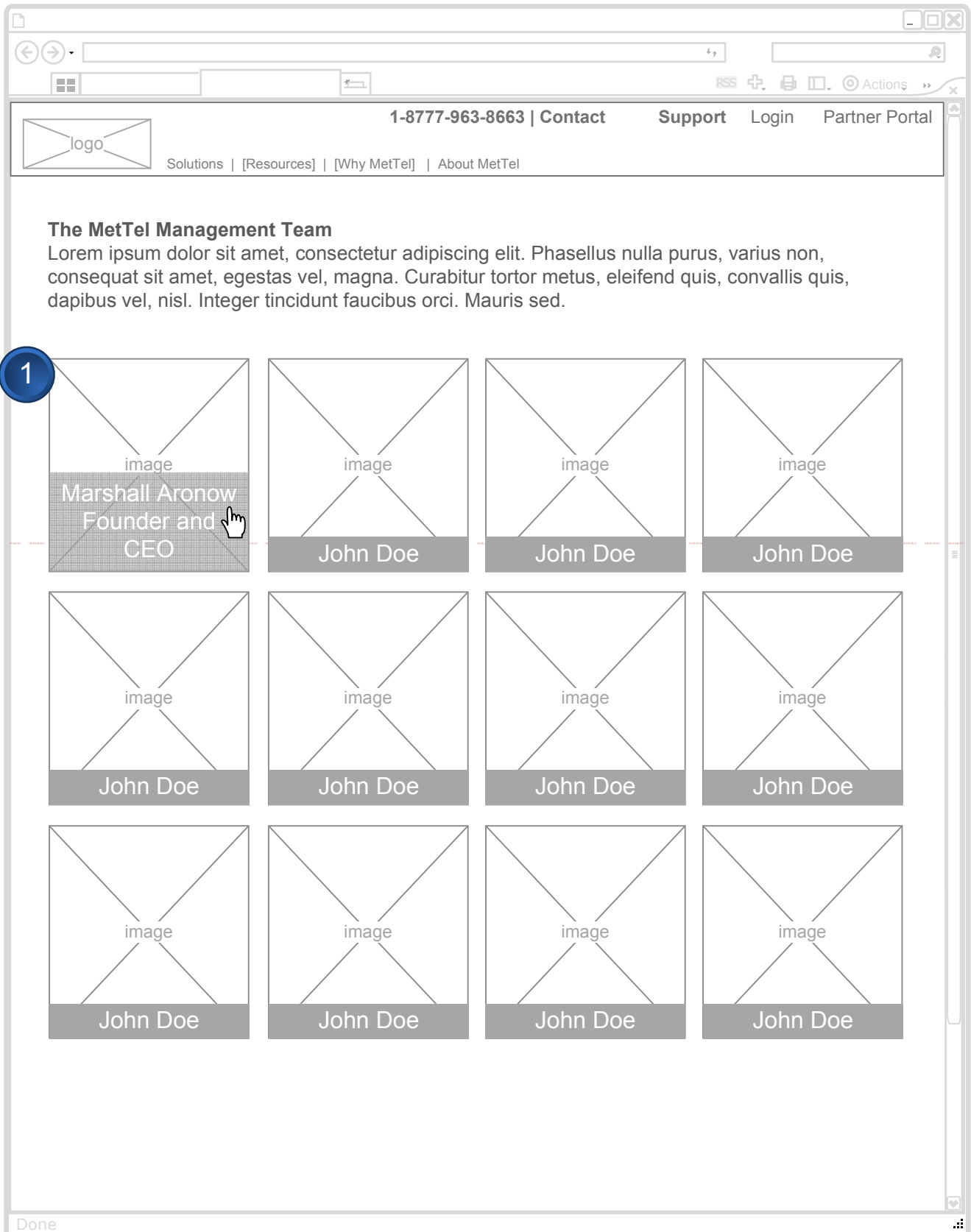
4.0 Menu - About



Annotations:

1. The About MetTel Mega-menu begins with the company's mission statement. Below that is a large image that represents MetTel as a company, and then links and summaries to the various content pages beneath.

4.1 About - Exec Team

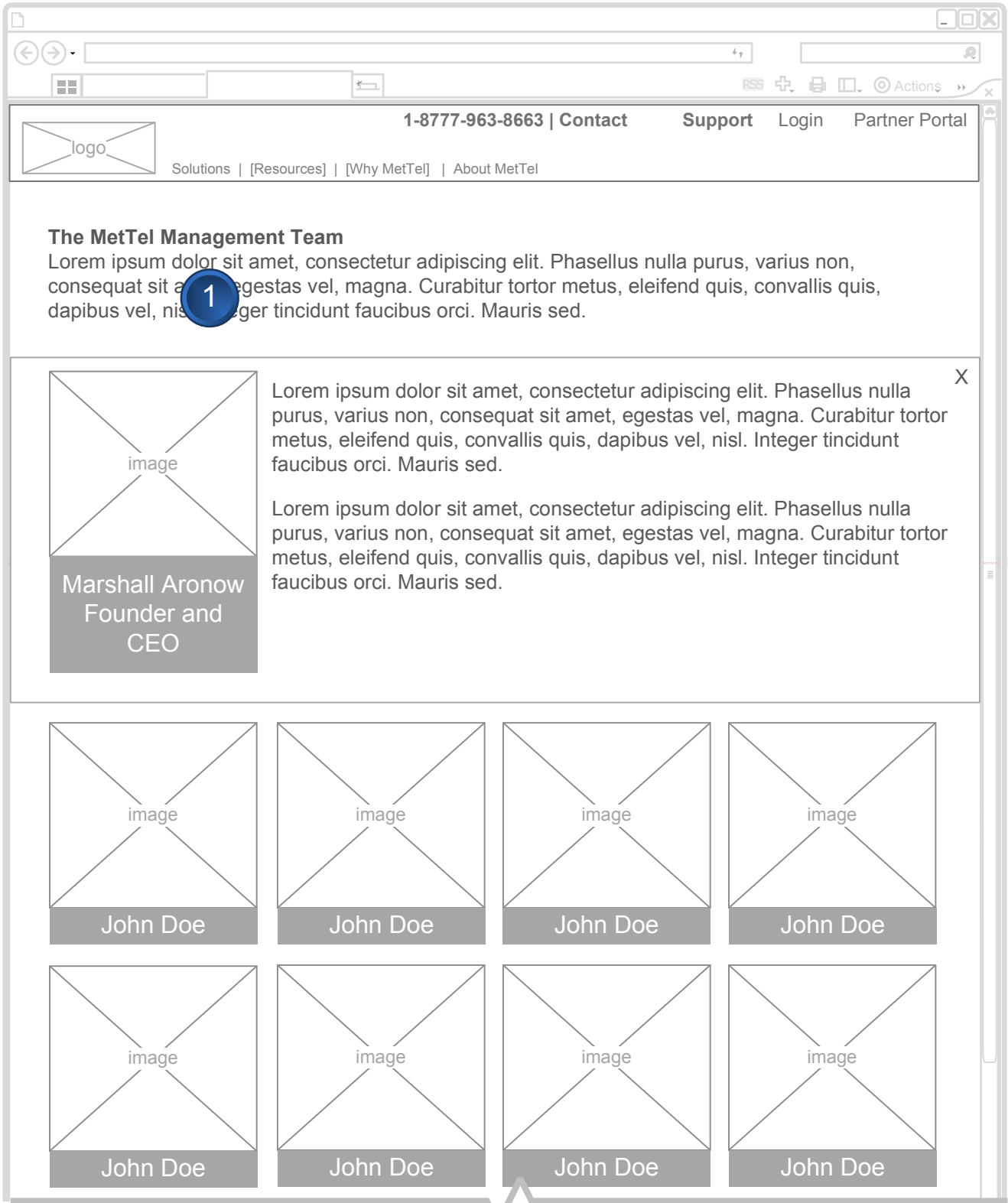


Annotations:

1. The Executive Team page leads with an opening statement about the employees or management of MetTel, and then displays a grid of headshots of the Executive Team members and their names. On hover of any of the photos, the color block below expands up as a partial transparency, and displays their title as well.

On click, the other photos shuffle to provide room for the flyout seen on the [4.1 About - Exec Team \(Open Detail\)](#) page.

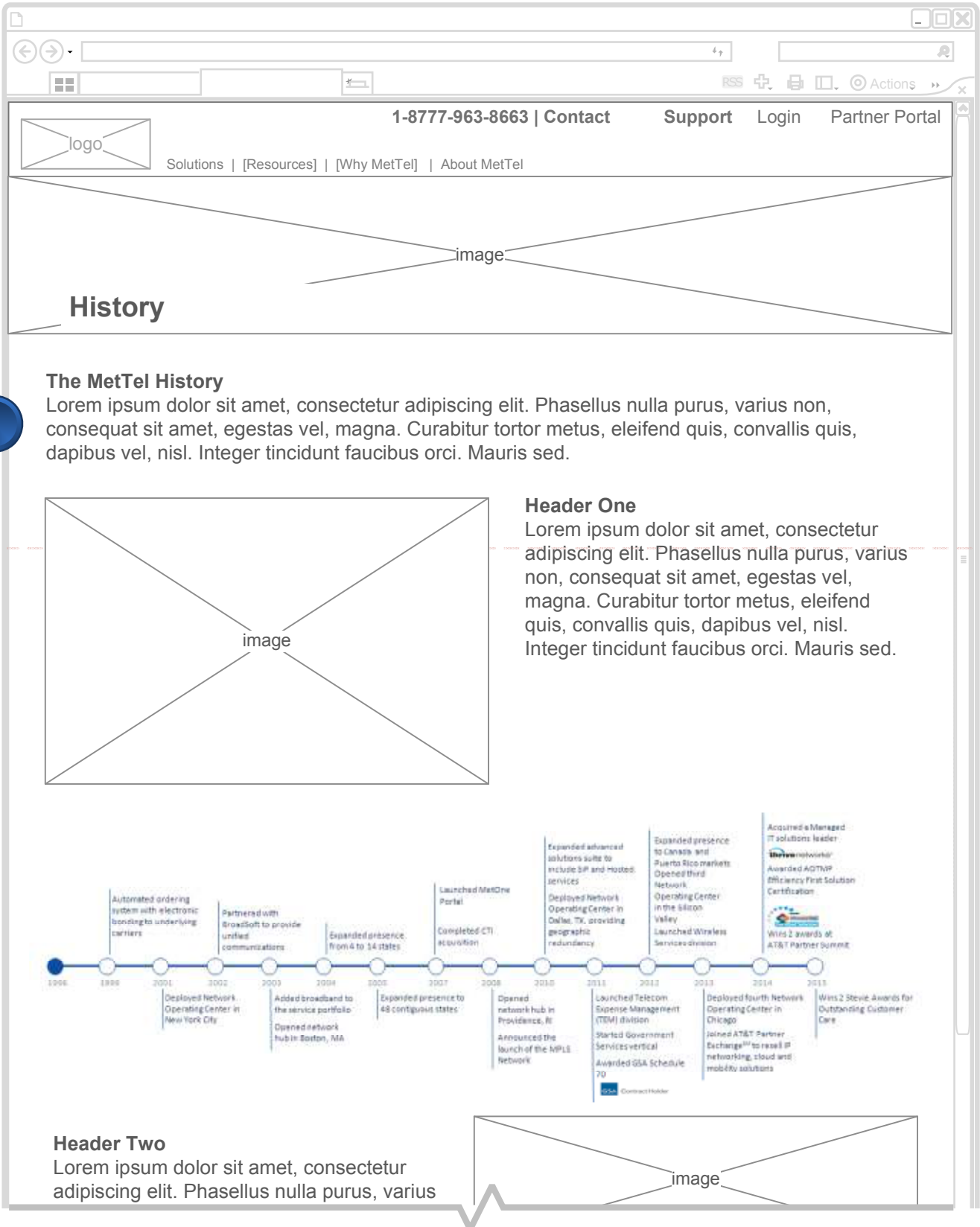
4.1 About - Exec Team (Open Detail)



Annotations:

1. On click of any of the photos on this page, the other tiles shuffle to lower rows. A background band appears spanning the whole width, and the individual's name and title appear below the image and a brief bio is displayed adjacent.

4.2 About - History



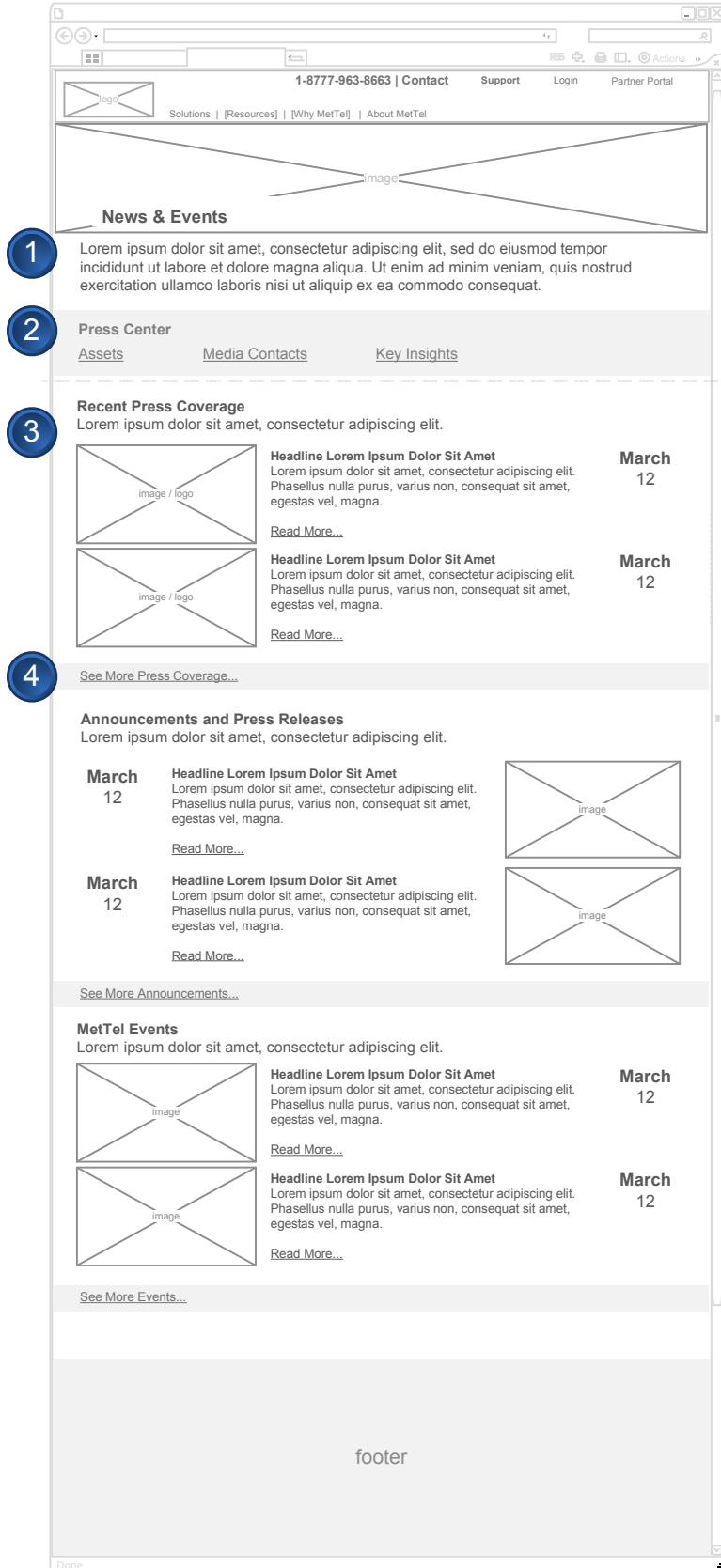
Annotations:

1. This template is intended to be a generic template for non-particular pages within the MetTel.net site. The page is divided into horizontal bands or sections below a single hero image containing the page title and a brief introduction paragraph or sentence. Each section is made up of whatever content is necessary to tell the story. The number of sections will vary based on the individual pages' content, but should not exceed 5 or 6.

In this example, the History page, the first section contains a couple-sentence overview. The next section is made up of some large related image, and a brief paragraph that tells some story.

The timeline in the middle is a wide, short graphic – perhaps interactive – that contributes to the story message. Additional content bands are below, each telling some part of the whole story or message.

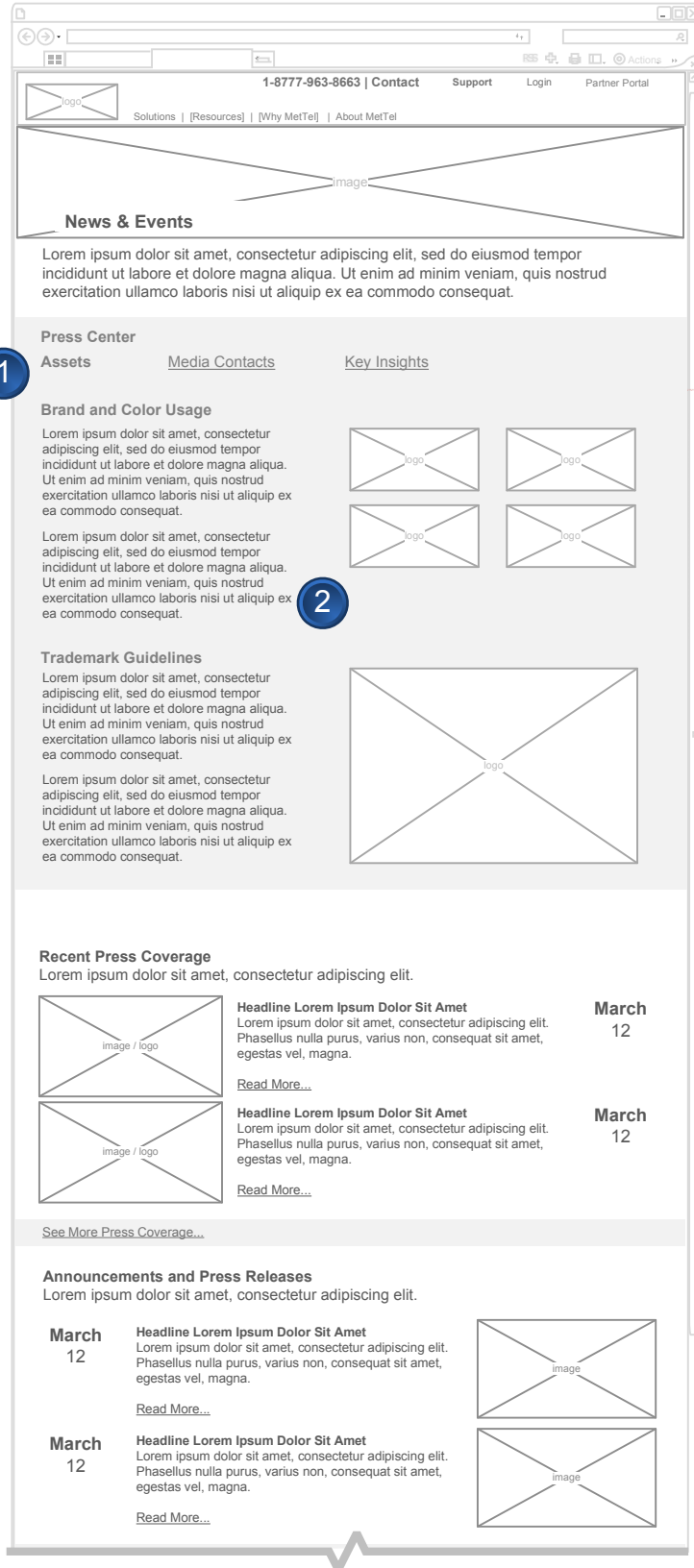
4.3 About - News & Events



Annotations:

1. Like most other pages, the News and & Events page leads with a hero banner image with the page name overlaid, followed by a brief overview sentence or two.
2. A new pattern is introduced wherein secondary content and information is made available to a particular segment of the audience. This Press Center block contains content intended for press-related readers. On click of any of the three links, the block expands downward to expose detailed content or information. See the 4.3.1 *About - News & Events (Assets)* page or the 4.3.2 *About - News & Events (Contacts)* page for more details.
3. The page is then broken into three sections. Recent Press Coverage, Announcements and Press Releases, and MetTel Events. Each of these sections displays the most recent published articles consisting of the date published, headline, excerpt, and related image.
4. Below each section is a “See more _____” link that opens the secondary page of all articles of that type. See the 4.3.3 *About - News & Events - Coverage* page for more details.

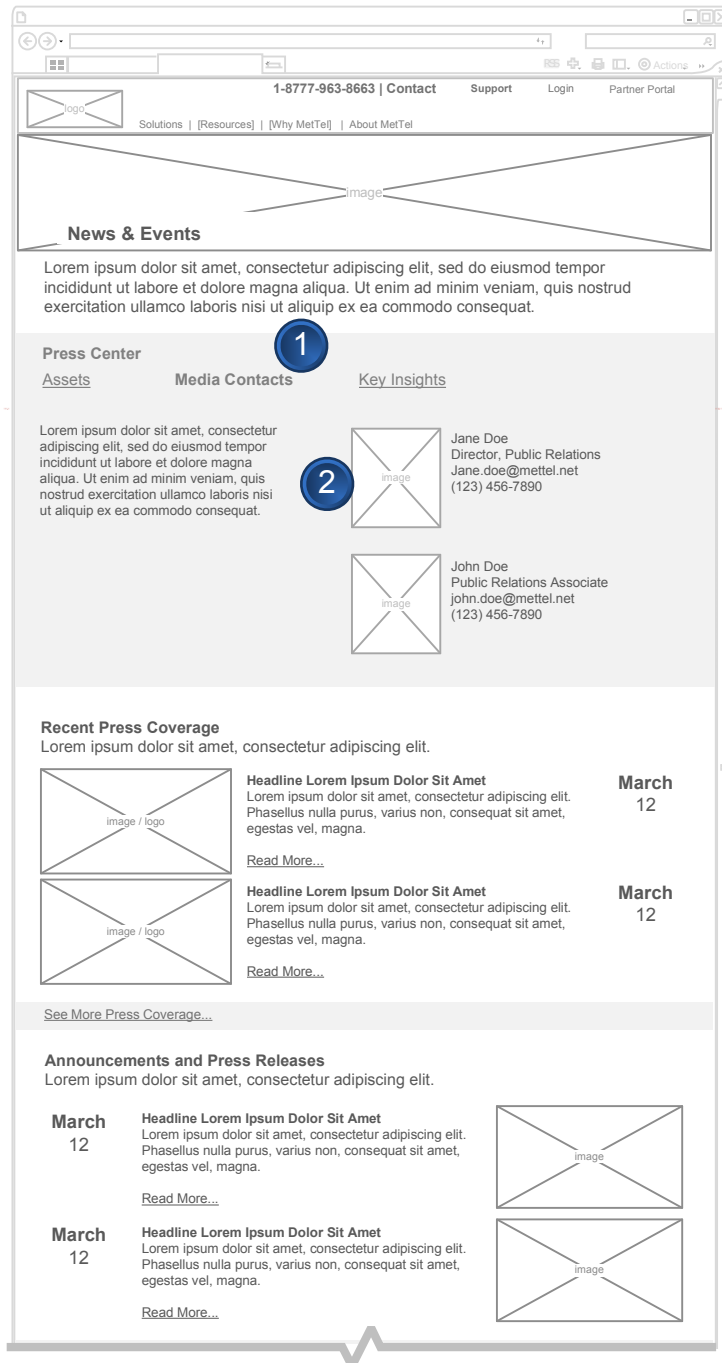
4.3.1 About - News & Events (Assets)



Annotations:

1. In this case, the Assets section of the Press Center is open. The user has clicked the Assets link, and the entire block expanded to expose the Assets content.
2. The layout *and the size* of each of these content section will vary depending on the requirements of the content itself. In this case, various assets are displayed and made available for download, and an explanation of their usage is adjacent.

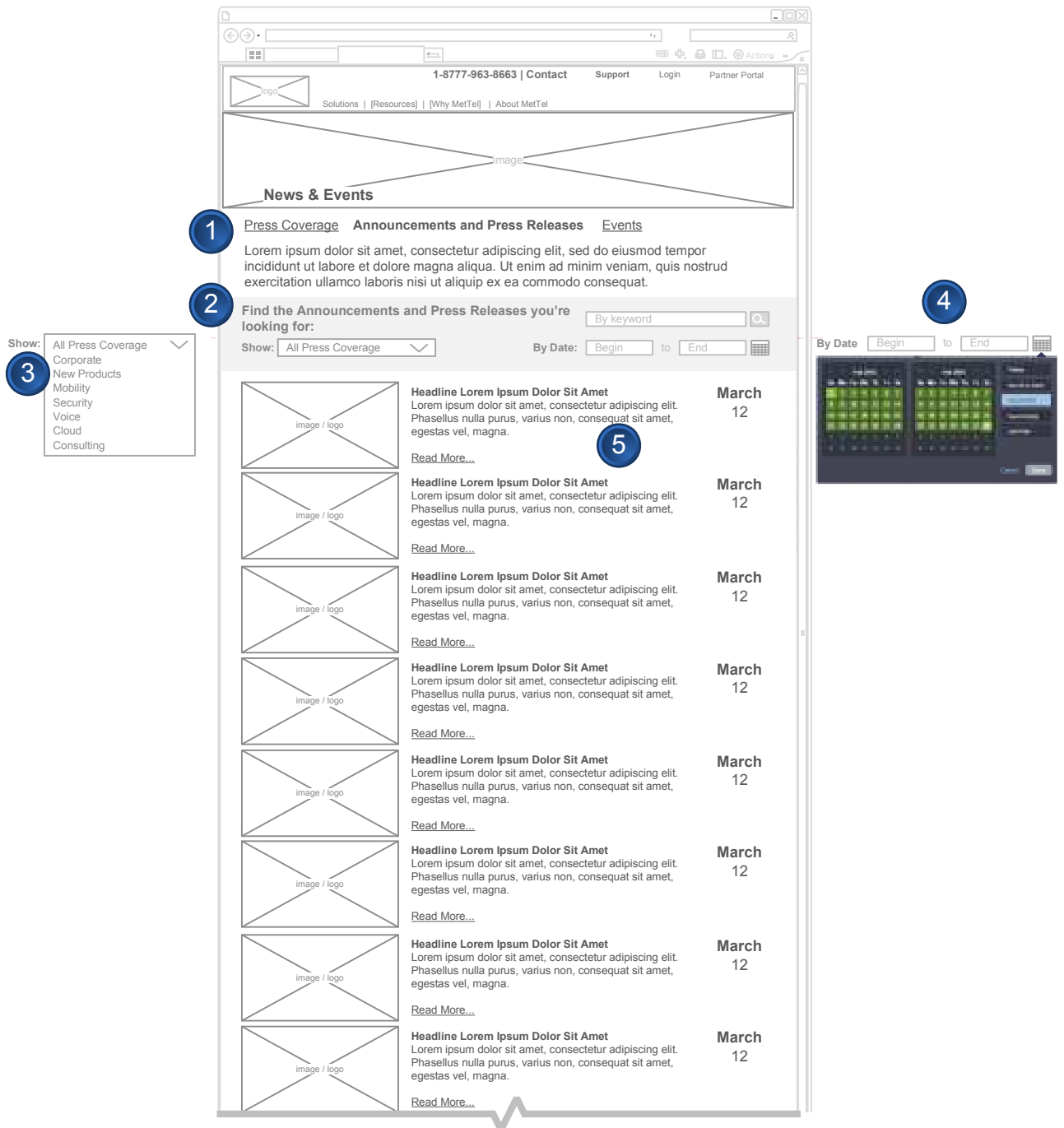
4.3.2 About - News & Events (Contacts)



Annotations:

1. In this case, the Media Contacts section of the Press Center is open. The user has clicked the Media Contacts link, and the entire block expanded to expose the Media Contacts content.
2. The layout of each of these content section will vary depending on the requirements of the content itself. In this case, various media contacts and their contact details and displayed for reference, and some overview text is adjacent.

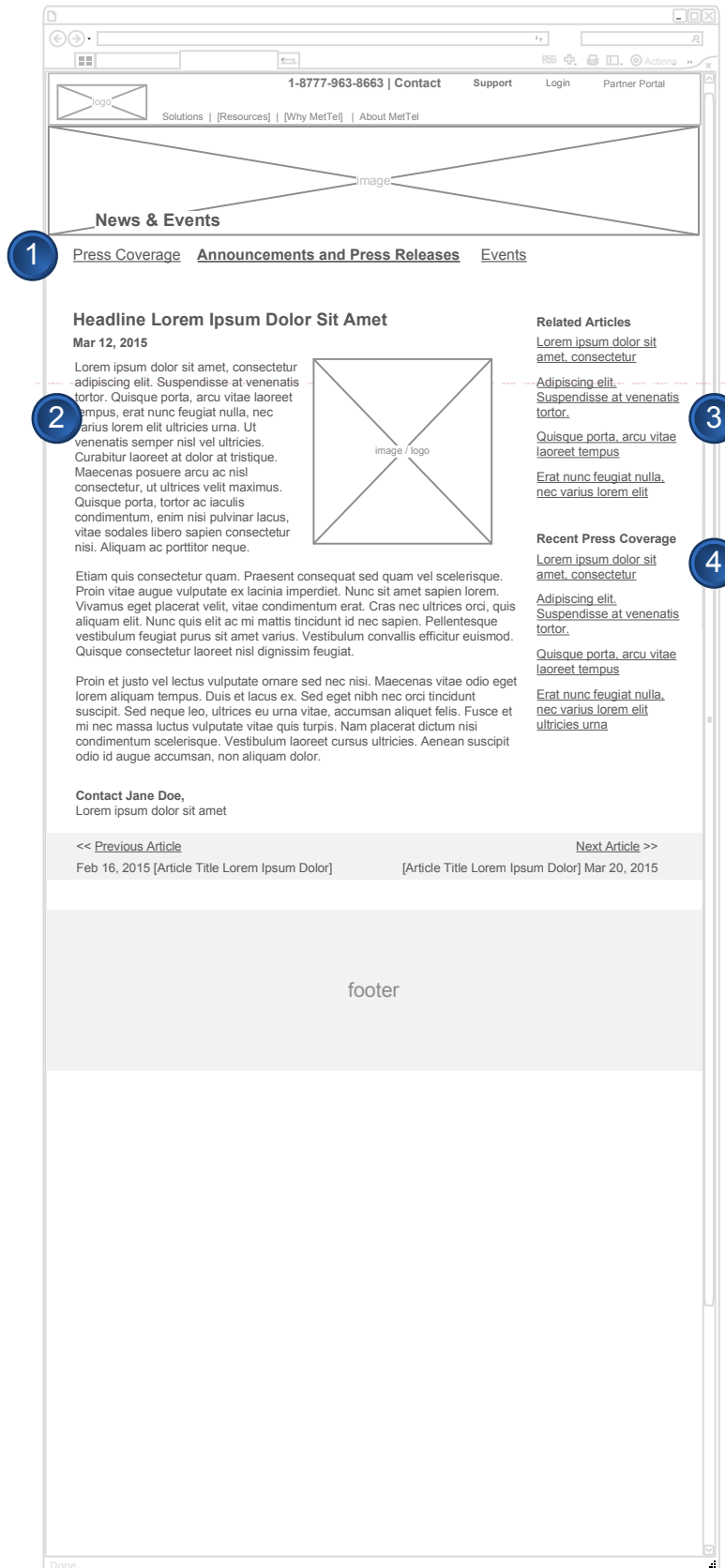
4.3.3 About - News & Events - Coverage



Annotations:

1. On these second-level pages, access to the parallel pages is displayed so a user can cross navigate to similar content. This likely has some visual relationship to the main navigation at the top of the page.
2. On this Press Coverage page, a filter/search bar is provided for a user to find desired content. This bar contains a keyword Search field, a select list-style filter, and a set of date range fields.
3. The select list filter will display only related contents based on selection. The number of items in this select list should not exceed 7 because that start to become too many items for a person to easily choose from. The contents should be categories that people are likely to want, and not result in just a handful of results.
4. In order to select a date range, the user can click into the date fields and enter a date manually, or they can click the picker icon, and this range picker appears. From here they select a start date on the left and an end date on the right, or they can select a time frame from the “quick select” buttons on the far right. These buttons are “This month”, “This quarter”, “Last Quarter”, “This year”, and “Last year”. The Done button at the bottom-right dismisses the picker, and executes the date filter.
5. Results from any of the three filters/search tools appear in the list below (rather than the sites Search Result Page template). Each result contains a related image, the headline, and excerpt, and the publish date.

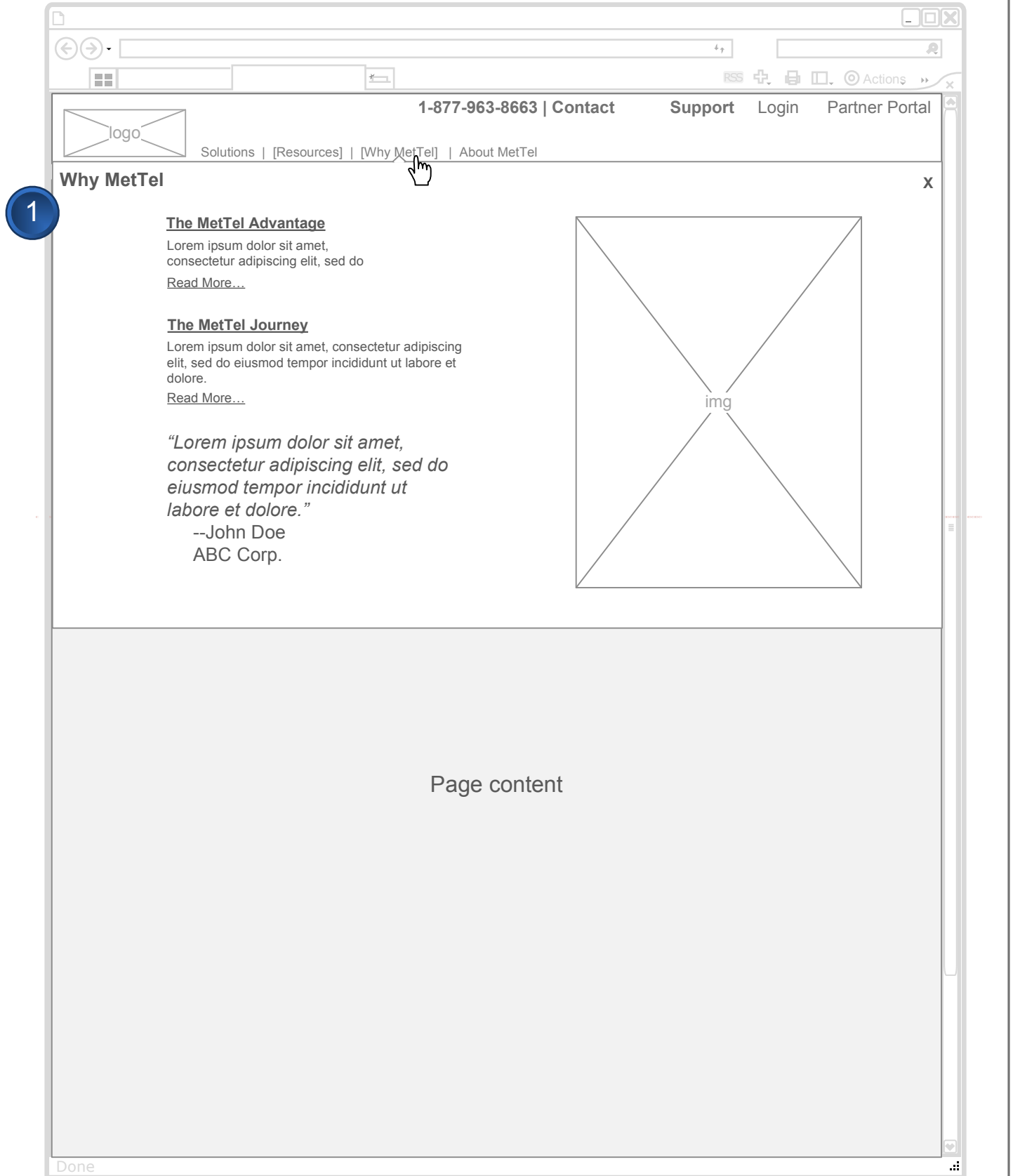
4.3.3.1 About - News & Events - Article



Annotations:

1. The individual article level page also displays this secondary level of navigation so the user can return to the parent level, or switch to another parallel level such as Events or Coverage. The current category (Announcements and Press Releases) should provide some visual clue that it is the active category, but it is also a link to that parent page.
2. The layout of the content will vary per article, but will likely consistently include a featured image, the headline and publish date, and the article itself.
3. As articles are published they are tagged (or categorized) by topic. The articles' page contains this "Related" block that lists the most recent 4-6 articles with the same tag.
4. The most recent articles simply lists the most recent 4-6 articles by time.

5.0 Menu - Why MetTel



Annotations:

1. The Why MetTel mega-menu presents the links to the MetTel Advantage and MetTel Journey pages. It also has an appropriate image, and an appropriate customer quote from a testimonial.

It could also contain a single introductory sentence or two that provide some context.

5.1 The MetTel Advantage



Annotations:

1. Visually similar to the way the Solutions pages introduce the Products sections of each solution, the individual sections of the Why MetTel pages have a Sub-header too.
2. Below each sub-header is the story of that section broken into 2 or 3 horizontal bands, that visually align with the layout of other pages of the site.
3. Some sections may be made mostly of large, interactive images that provide further detail on hover of particular elements. For example, a Map, may have 3 or 4 called-out areas. As the user mouses over (or clicks/taps) these areas, tool tips open to expose more information.

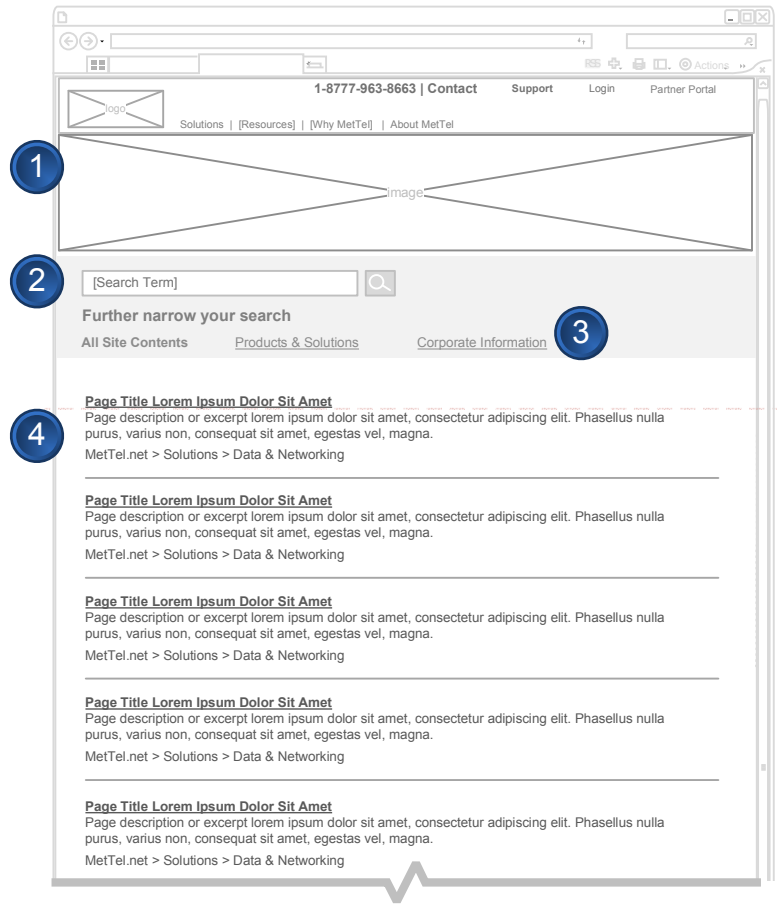
5.2 The MetTel Journey



Annotations:

1. Similarly to the MetTel Advantage page, the MetTel Journey page is broken into sections down the page.
2. This section has side scrolling as well. The story is delivered in 4 parts, and only one is visible at a time. The headline of the next accompanies the left and right arrows so the user has a scent of what's available next. Ideally, the transition is animated enough so the user sees the next block of content slide in from the right to left.

6.0 Search Results Page



Annotations:

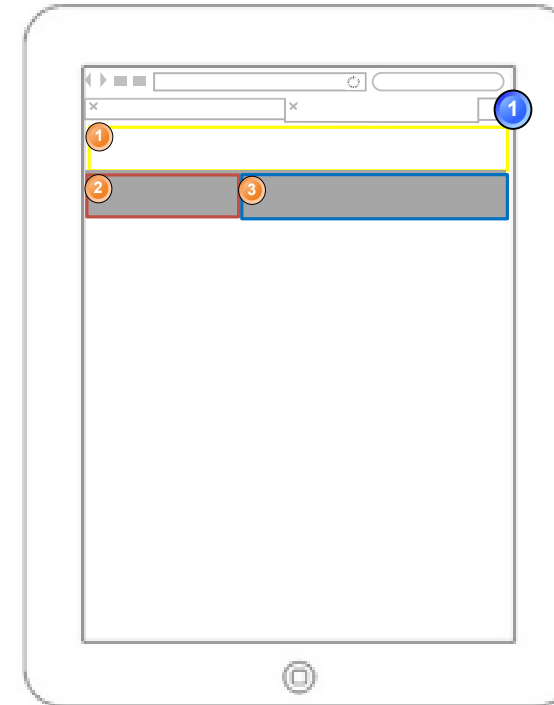
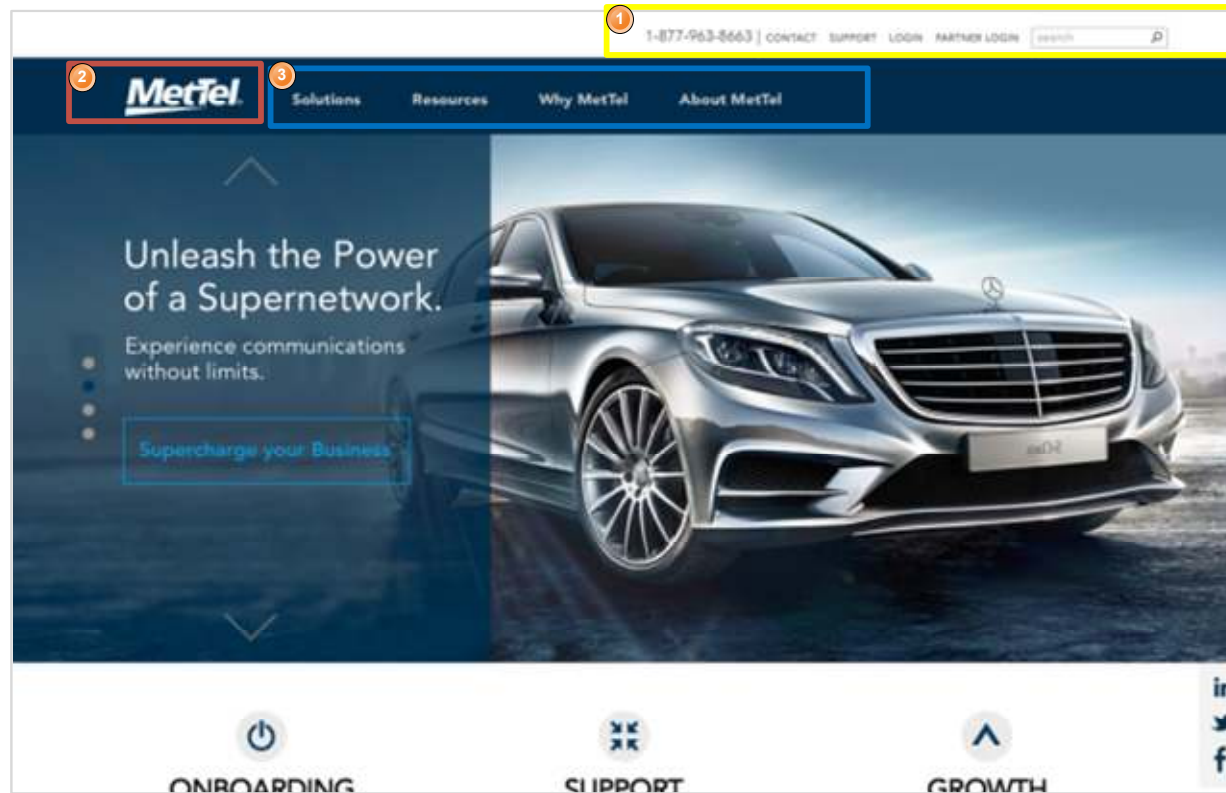
1. The Search Results page displays the results from the keyword search executed from the masthead of all MetTel.net pages. The page layout includes a static hero banner, a Search tools bar, and the results.
2. The Search Tools bar includes a search field so the user can modify their keyword search. By default, the value in this field is the last keyword(s) entered by the user.
3. The user can filter the results by these three categories: "All Site Contents", only "Products & Solutions", or only "Corporate Information".
4. Each result displays the page header or title, an excerpt from the contents, and a breadcrumb-like indicator to represent where within the site architecture the page lives in order to provide some context to the user.

Section 4

Responsive Wireframes

The content layout remains consistent for display widths of including desktop and landscape tablets. Portrait tablet display will affect the masthead area minimally (see page 31), and the sizes of some objects as necessary. Phone display widths will have the biggest impact, and are defined in most detail in the following pages.

Responsive - Masthead

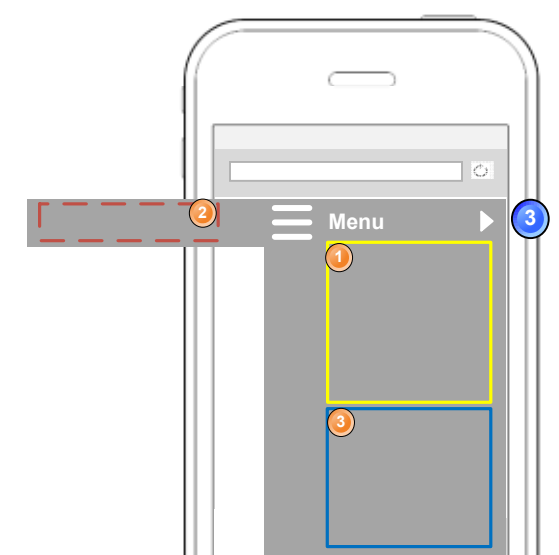
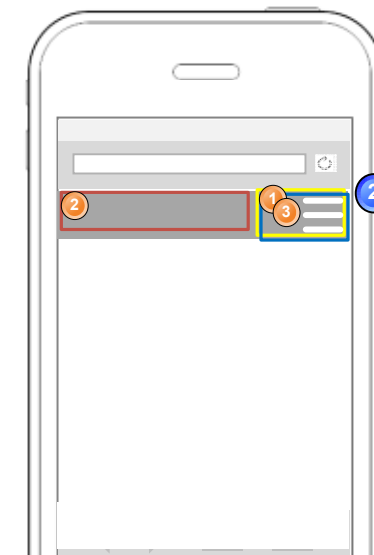


Notes

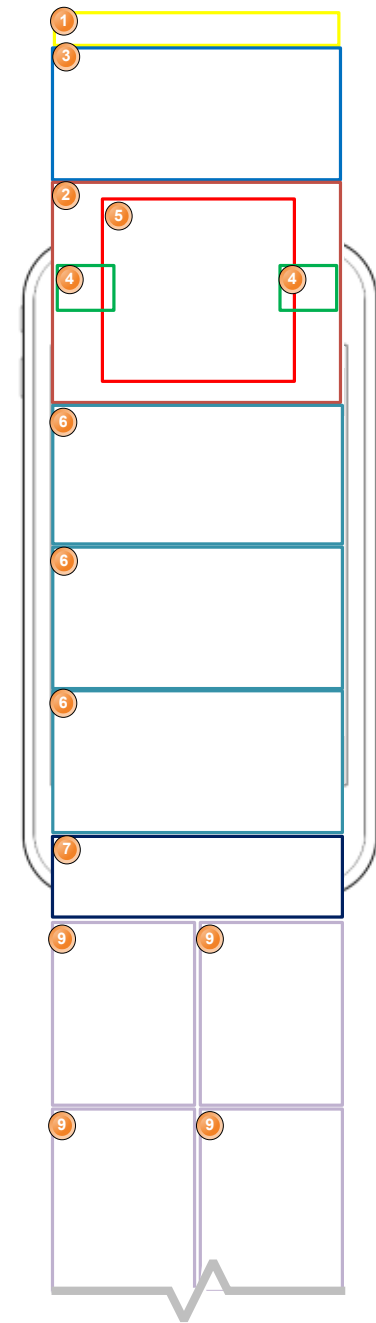
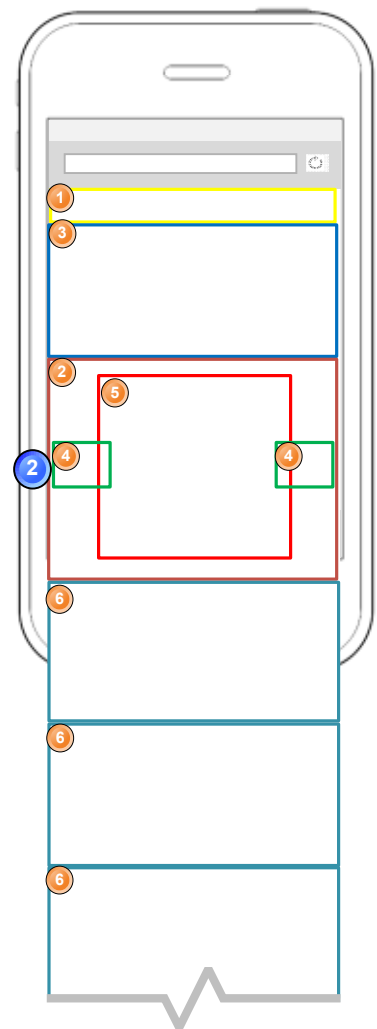
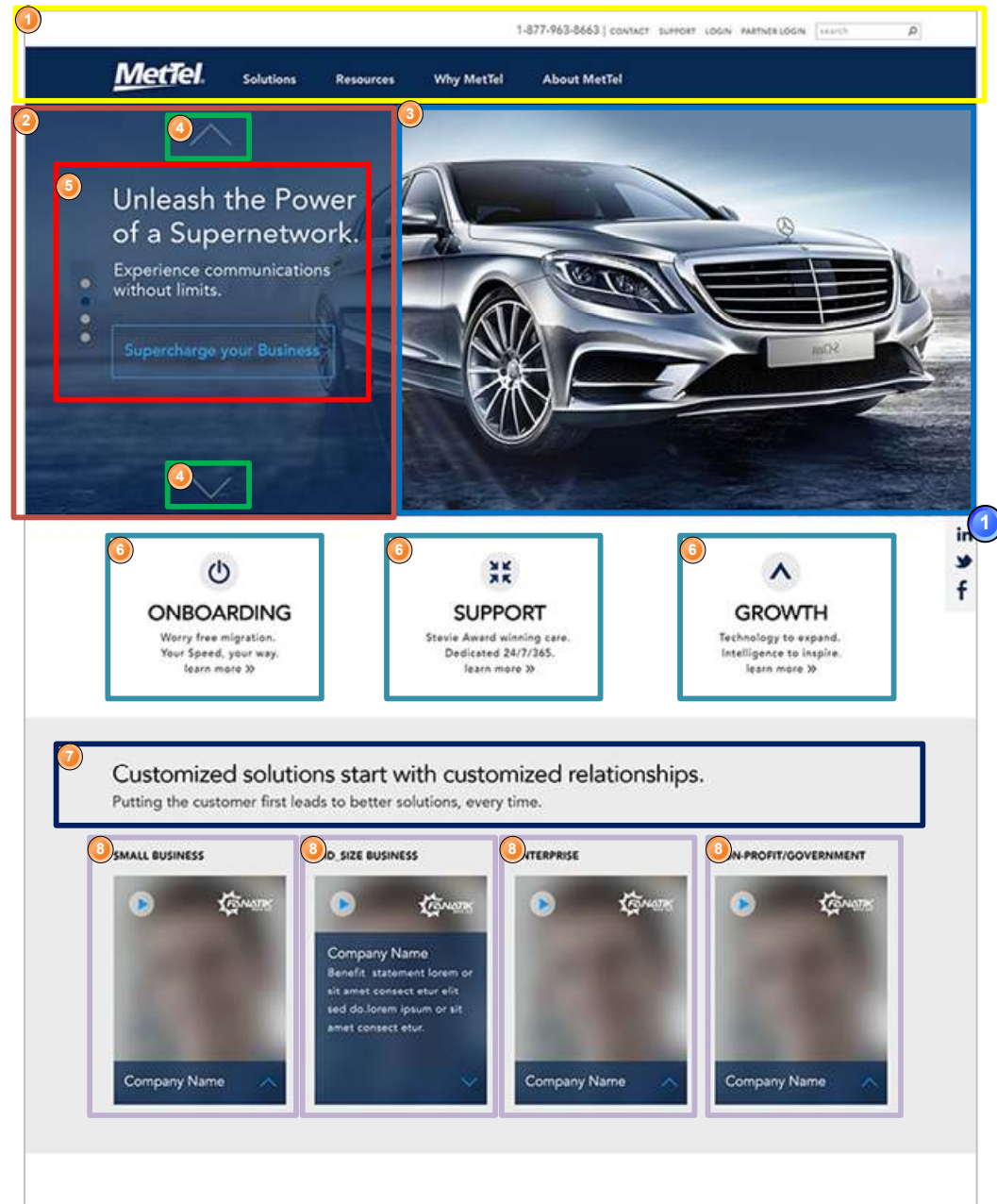
1. Tablet-width displays only need to adjust the masthead, so the top links (Contact, Support, Search, etc.) move the left and the global navigation (Solutions, Resources, etc.) move the right.

2. On phone-width screens, the Menu is collapsed and hidden within this "Hamburger" button. The white band at the top is removed, and the MetTel logo remains visible over the dark blue band.

3. On click, the menu – on the same dark blue background – slides in from the right, pushing the other content to the left, off-screen. Clicking the hamburger button or the "close" icon, slides everything back to the right, to close it.



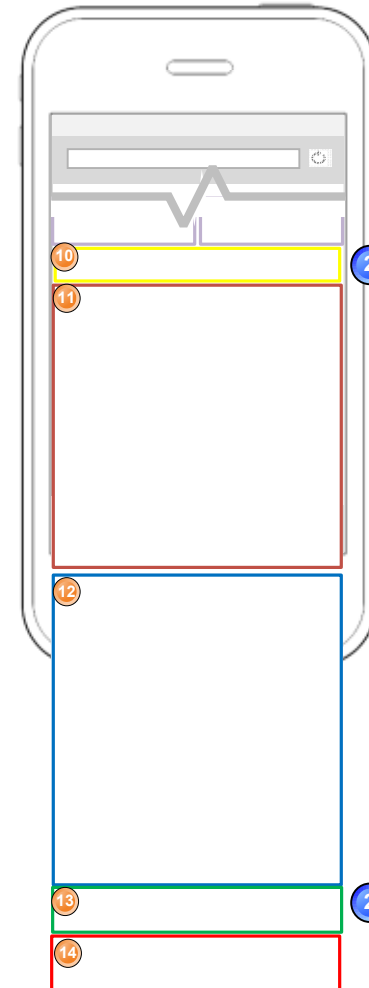
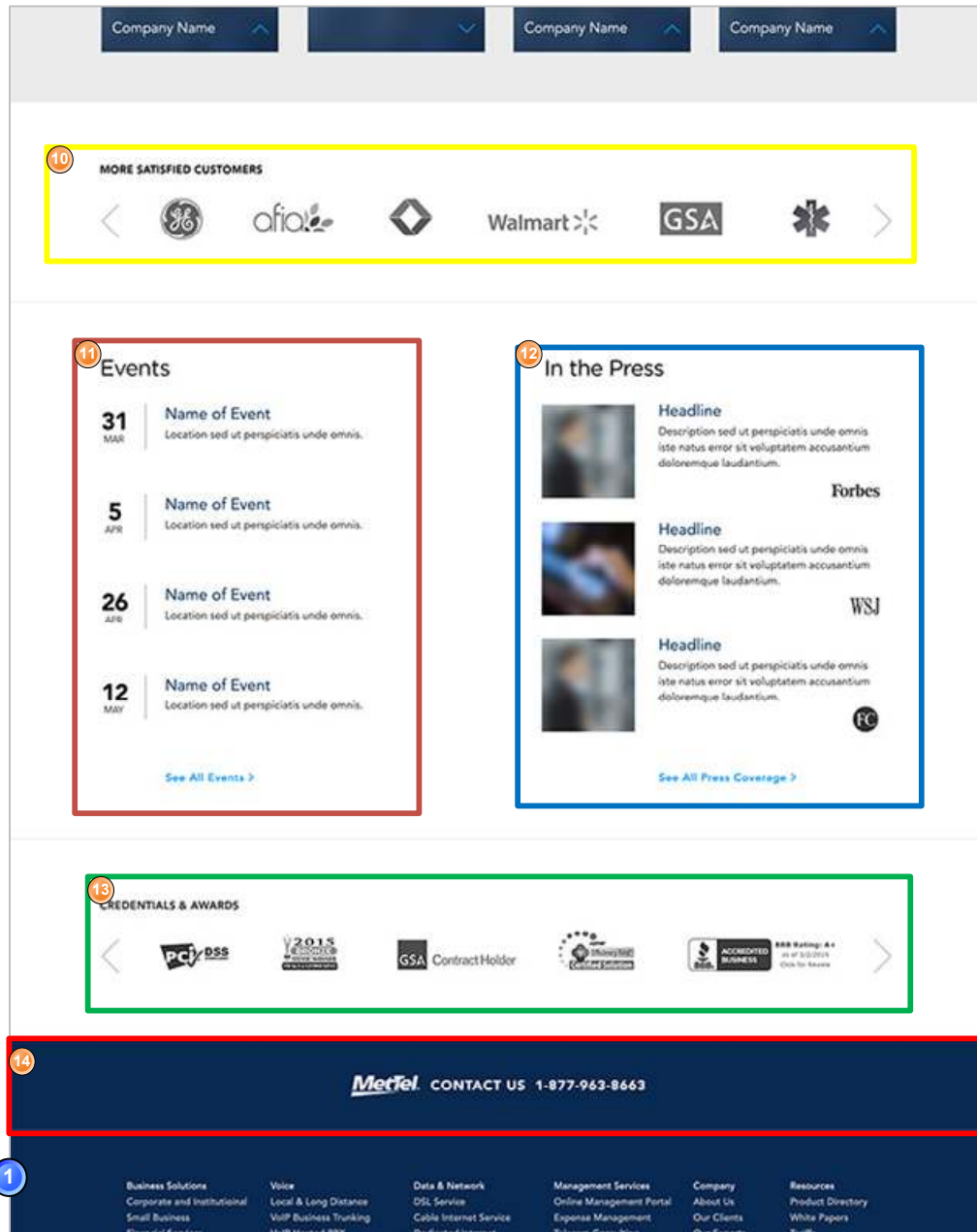
Responsive - Home Page



Notes

1. The social tools are removed at the phone-width display.
2. Because the hero components are stacked at this display width, the text area now progresses left/right rather than up/down.

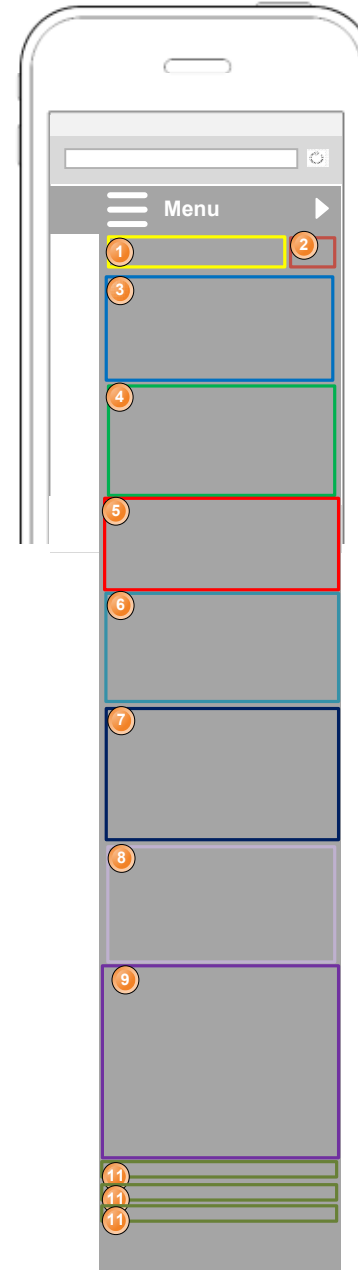
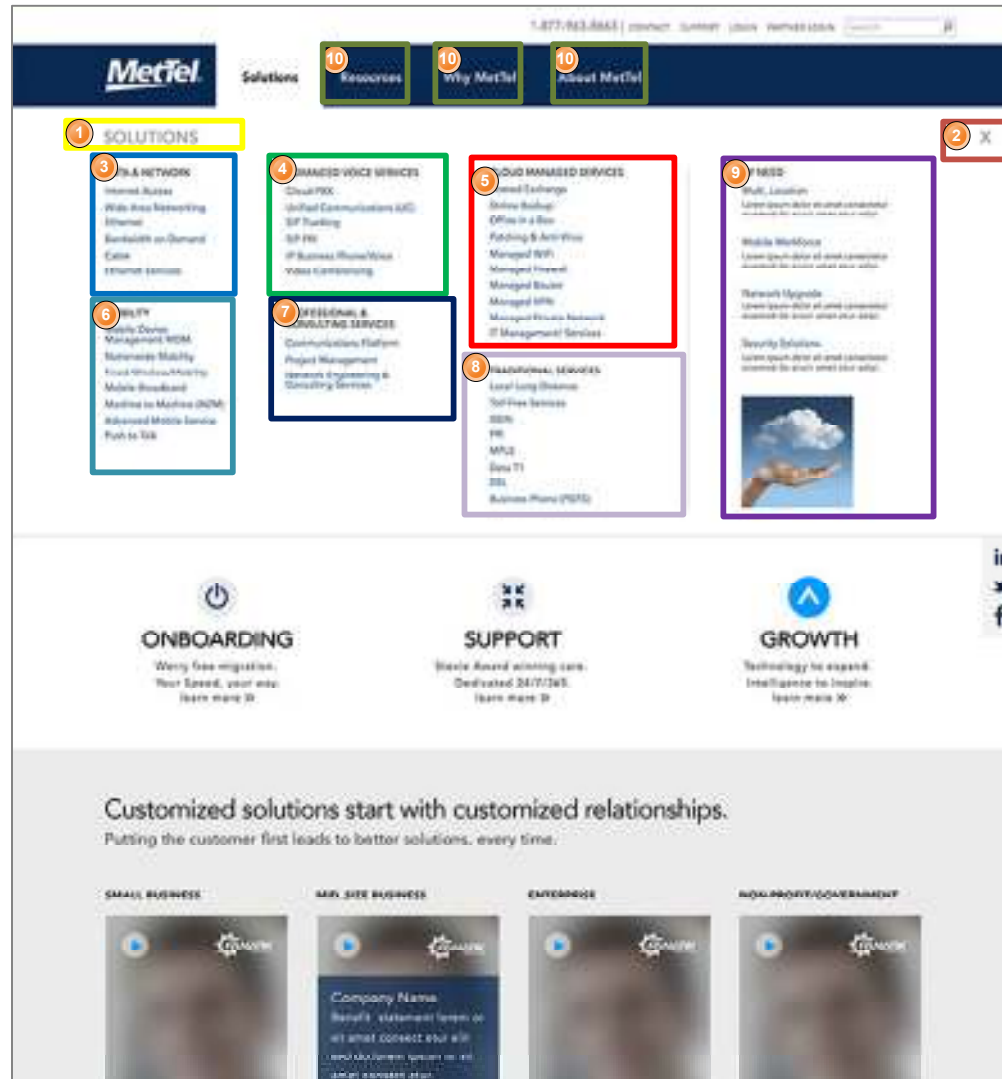
Responsive - Home Page (continued)



Notes

1. The site map portion of the footer is hidden in the phone-width display since the utility it provides is not worth the real estate.
2. The number of visible “Satisfied Customers” and “Credentials and Awards” logos in this width is reduced to 2 or 3 – depending on what looks best.

Responsive - Mega Menu



Notes

1