CLIENT > AWOC: LEARN WITH GOOGLE

TOPIC > WIREFRAMES

May 15, 2011

AWOC: LEARN WITH GOOGLE
SITEMAP + WIREFRAMES

SolutionSet_AWOC_Sitemap-wireframes__v-0-3-10.vsd

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NOTES

This sitemap showcases the overall navigation and site structure for the Learn with Google web site. The information architecture and interaction is based on the content strategy defined as Business Goals/Objectives #1: Solve a Business Challenge and the resulting context matrices.

The page titles are also working titles that will be modified based on further exploration in the content organization.

The wireframe drawings are intended to illustrate the content layout and navigation of the various pages and modules within the Google Learn website.

These wireframes are not intended to convey visual design.

These wireframes are based on the following documents that showcase the site content strategy:

AWOC_Content Org_2011 03 10_v1-0-0-2

AWOC rebrand - content strategy.pdf

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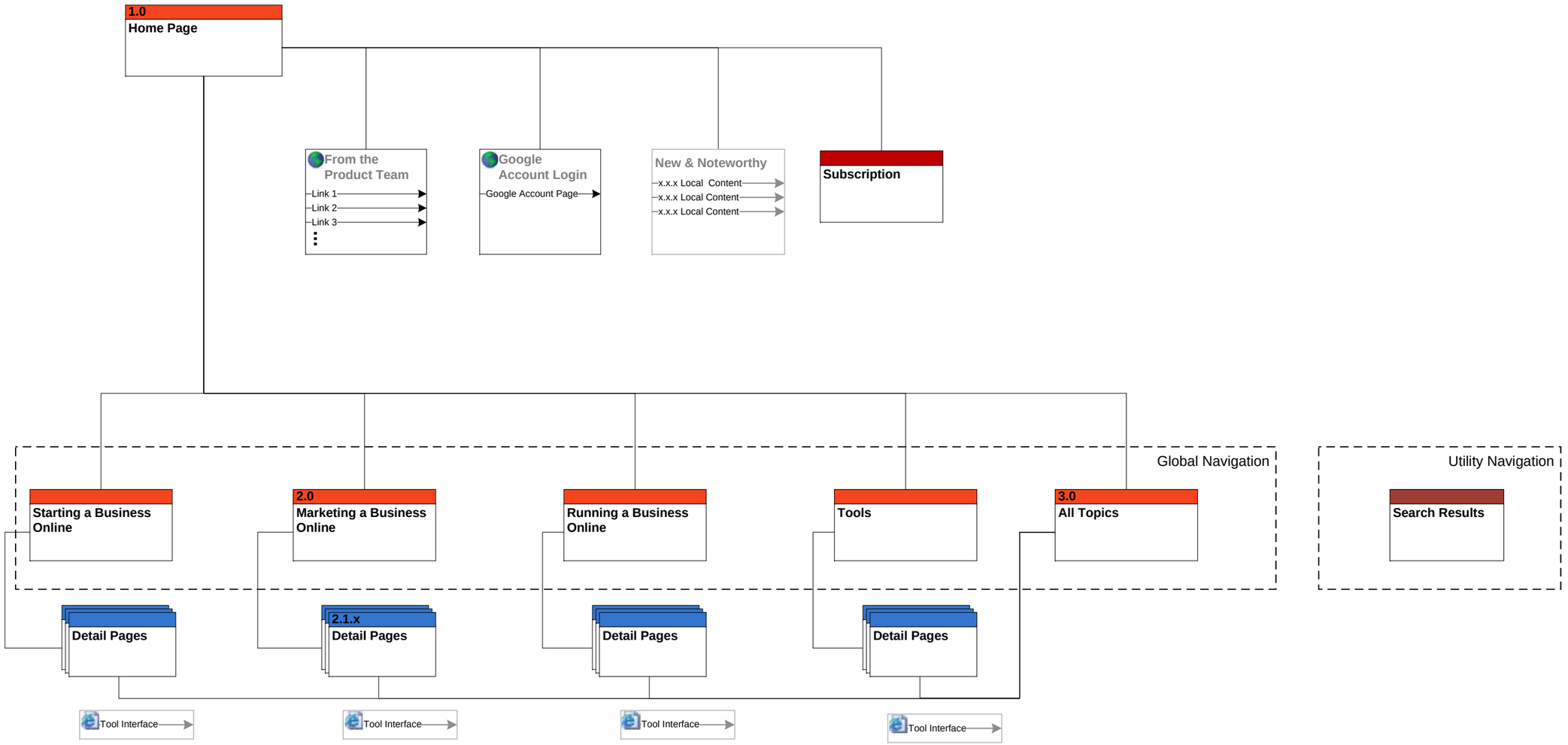
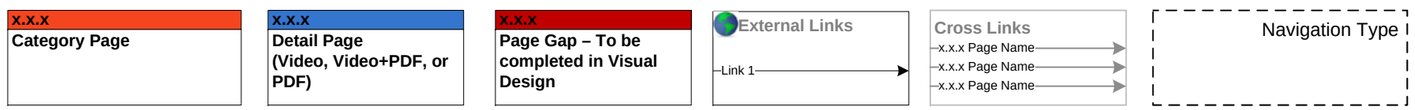

1.0
Home Page
From the Product Team
Link 1
Link 2
Link 3
Google Account Login
Google Account Page
New & Noteworthy
x.x.x Local Content
x.x.x Local Content
x.x.x Local Content
Subscription
Global Navigation
Utility Navigation
Starting a Business Online
2.0
Marketing a Business Online
Running a Business Online
Tools
3.0
All Topics
Search Results
Detail Pages
2.1.x
Detail Pages
Detail Pages
Detail Pages
Tool Interface
Tool Interface
Tool Interface
Tool Interface


x.x.x
Category Page
x.x.x
Detail Page (Video, Video+PDF, or PDF)
x.x.x
Page Gap – To be completed in Visual Design
External Links
Link 1
Cross Links
x.x.x Page Name
x.x.x Page Name
x.x.x Page Name
Navigation Type

SolutionSet > 1.0 Home Page Wireframe

learn with Google

I want to learn about... Search

See All Topics

Starting a Business Onine | Marketing a Business Online | Running a Business Online | Tools

1 All you need to know to grow. Learn with Google.

Starting a Business Online

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus a sem a massa eleifend convallis.

Marketing a Business Online

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus a sem a massa eleifend convallis.

Running a Business Online

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus a sem a massa eleifend convallis.

Browse our complete collection of business courses to find ones that work for you. Browse All Topics >

Watch & Learn with Google

image Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus nulla purus, varius non, consequat sit amet, egestas vel, magna. Curabitur tortor metus, eleifend quis, convallis quis, dapibus

2 New & Noteworthy

image New AdWords Tutorial Available

image Lorem Ipsum Dolor Sit Amet

3 From the Product Team

image Lorem Ipsum Dolor Sit Amet

Consectetur Adipiscing Elit

Phasellus nulla purus, varius non consequat

4 Subscribe

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce.

Email

Sign up

Questions about your Subscription?

Home – All Topics – Starting Business Online – Marketing a Business Online – Running a Business Online – Tools – Subscription

© Copyright Google

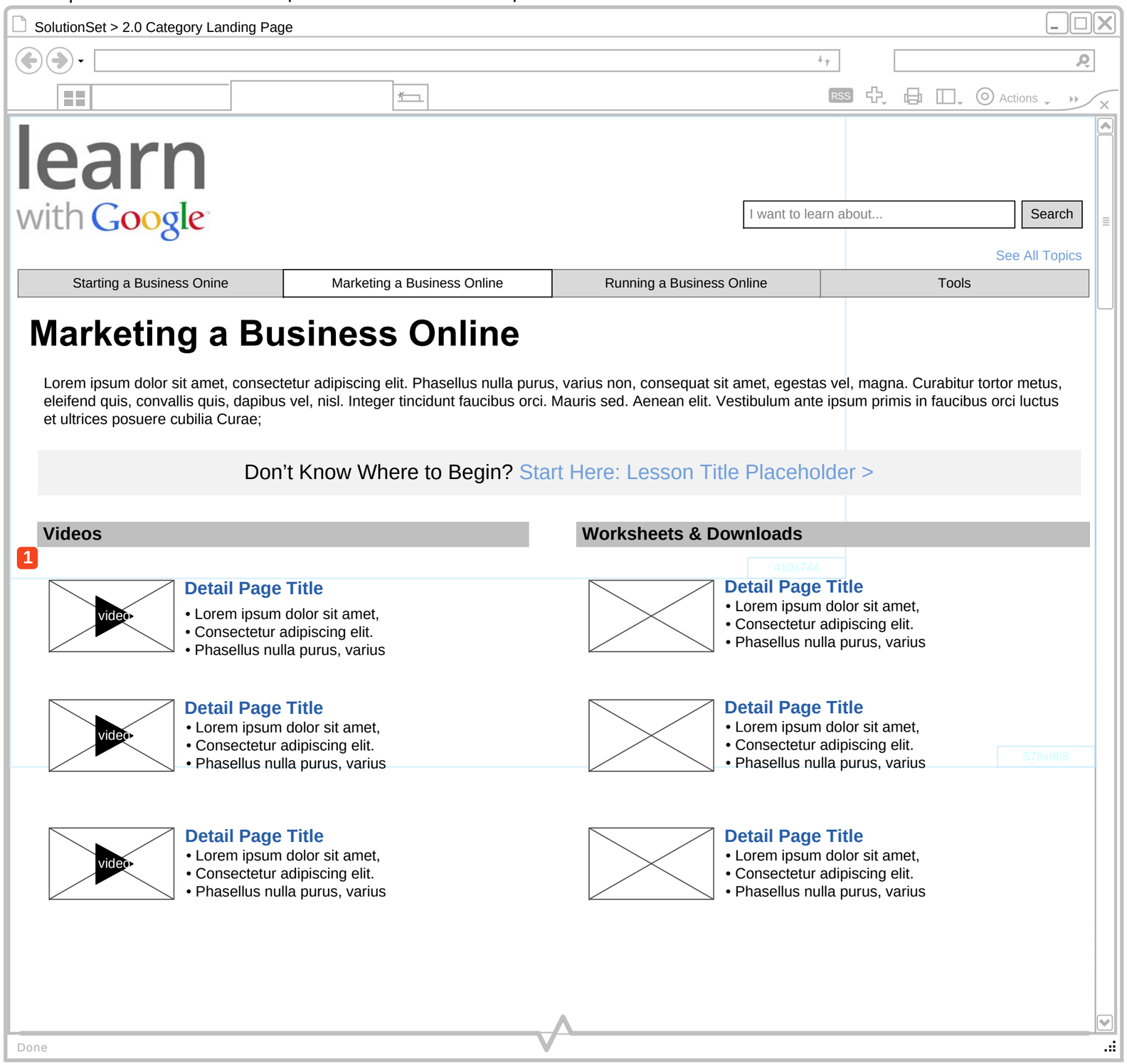
Done

ANNOTATIONS

The purpose of this wireframe is to showcase the home page for the Learn with Google site. This design allows a user to access the SMB-focused content in one of two ways: by business phase and by browsing all topics. This design is based on the initial home page concepts and content strategy.

On this page a user can complete the following tasks:

1. Access one of the main category pages through the global navigation or links in the main page area.
2. Access local or featured topic content in the New and Noteworthy section.
3. Access Product team external sites.
4. Subscribe to the newsletter for Learn with Google, or update Subscription status and learn more about the Subscription with the “Questions about…” link.



ANNOTATIONS

The purpose of this wireframe is to showcase a Category page. The example for this page is the "Marketing a Business Online" category. The topic titles and descriptions are placeholders. Please refer to the content strategy documentation and matrix for in-progress titles.

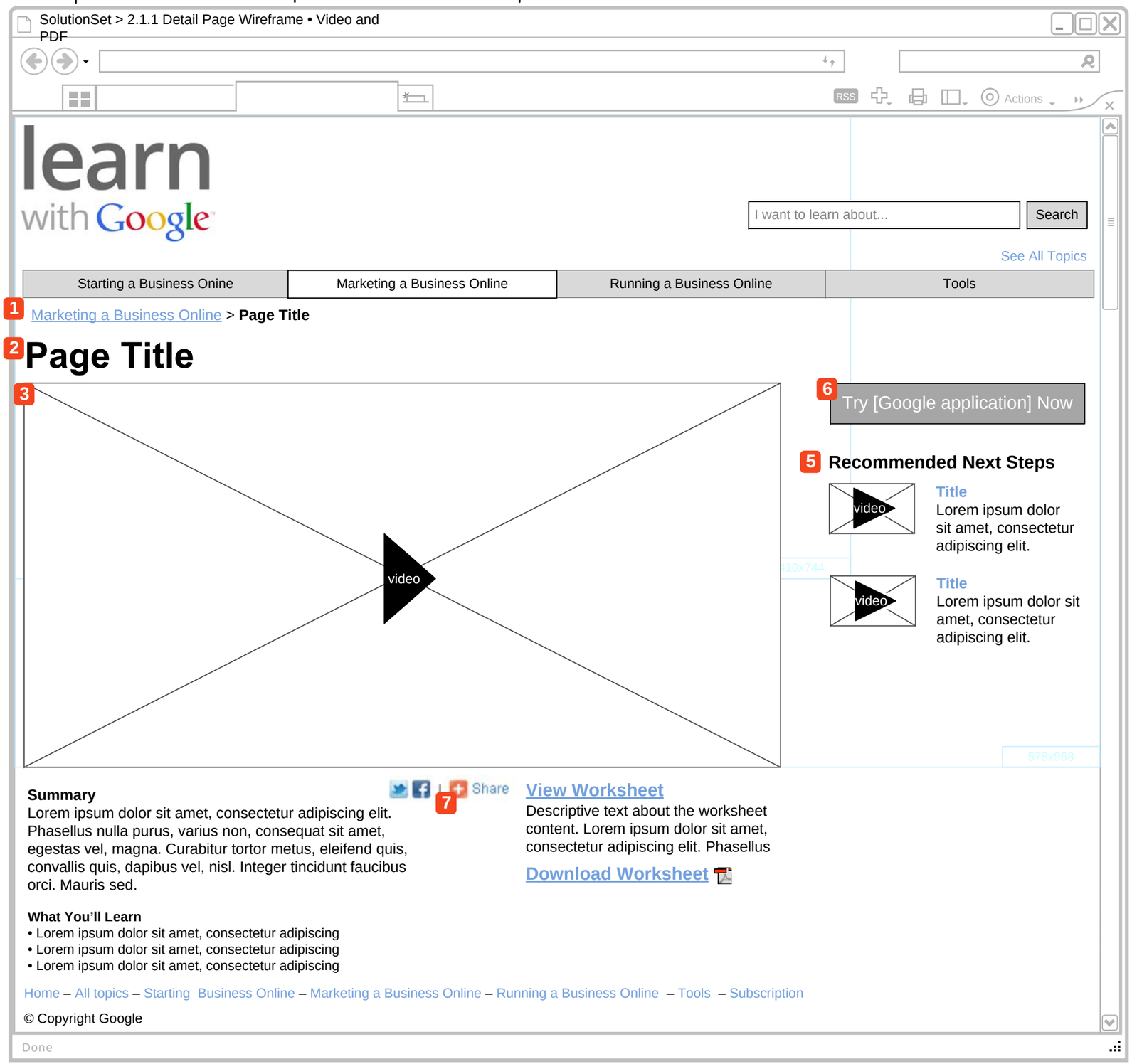
A user access this page by clicking on Category page link (in this example, "Marketing a Business Online") from the home page, global navigation, or any related breadcrumb links throughout the site.

On this page a user can complete the following tasks:

1. Access detail pages on one topic related to the category. When a user clicks on the Page Title link, they either go to wireframe 2.1.1 Video/PDF Detail or 2.1.2 PDF Detail depending on the type of content available for that topic.

For phase 1, these detail pages will be grouped by sub category to aid the user in scanning and selecting the right content for them.

Detail pages can be one video, one worksheet PDF or one of each. If the page is one PDF, then the length would be empty.



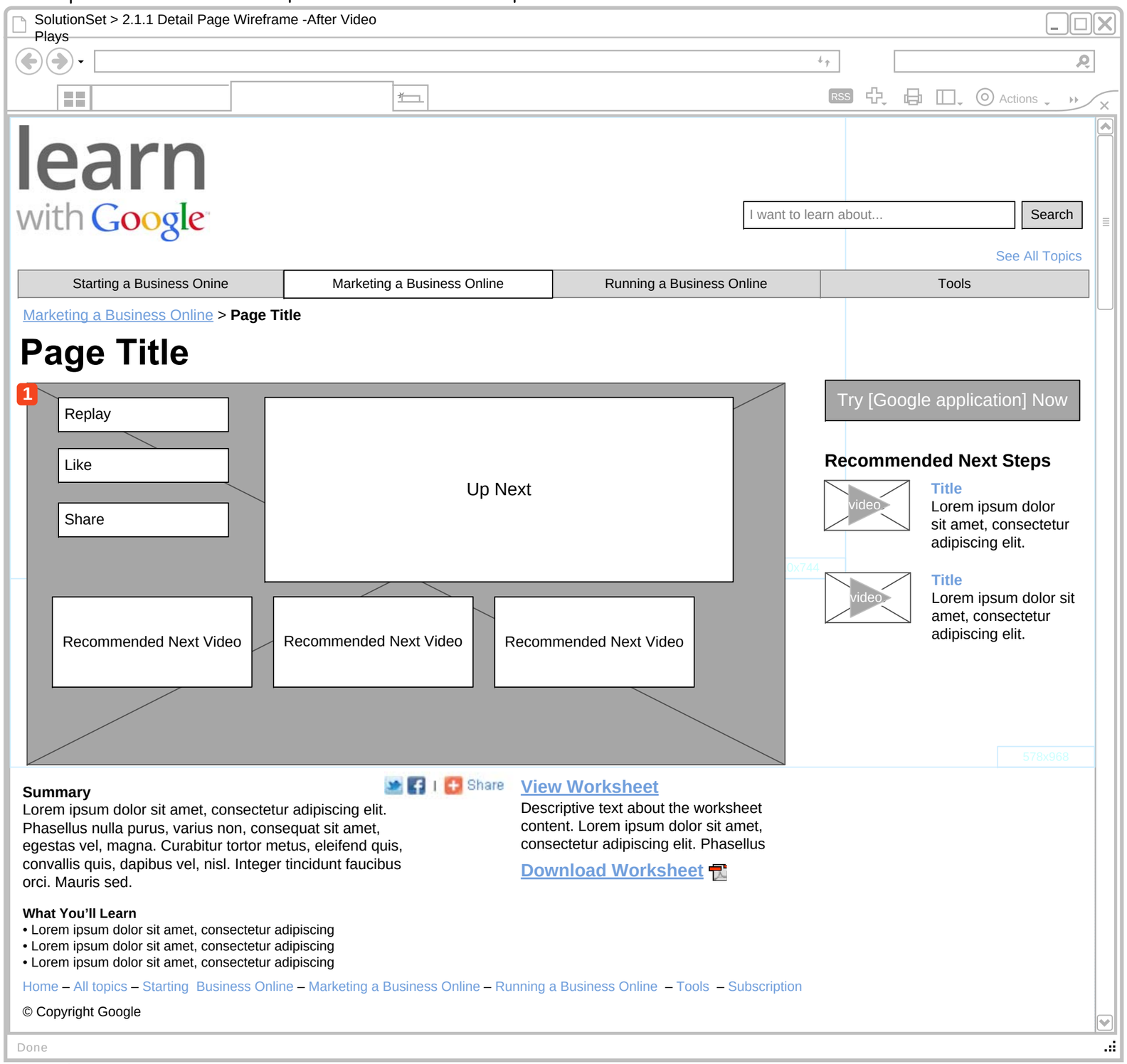
ANNOTATIONS

This wireframe depicts a topic detail page that includes video and worksheet content. If the content for this topic is video only, then the worksheet links go away. For a worksheet only topic page see wireframe 2.1.2.

A user accesses this page by clicking on the topic links from the Category page.

On this page a user can accomplish the following tasks:

1. View "where" they are on the site with the navigational breadcrumbs.
2. Understand the topic they are review and review topic copy.
3. View topic videos.
4. View a topic worksheet (in the same browser window) or download a topic worksheet (in Acrobat or other PDF viewer).
5. Navigate to recommended detail pages in the curated, static Recommended Next Steps list. The length of this list is undetermined at this time, but should be shown as an icon to represent type of content: image thumbnail for topics with video/both or worksheet thumbnail for topics with worksheet only.
6. Access the relevant tool UI in a new browser window. The browser window should be sized smaller then the current browser window to ensure a users sees it. A user will typically resize the window to work side by side with the content to Learn & Work.
7. These icons represent functionality that allows a user to share this page link on multiple social networks.



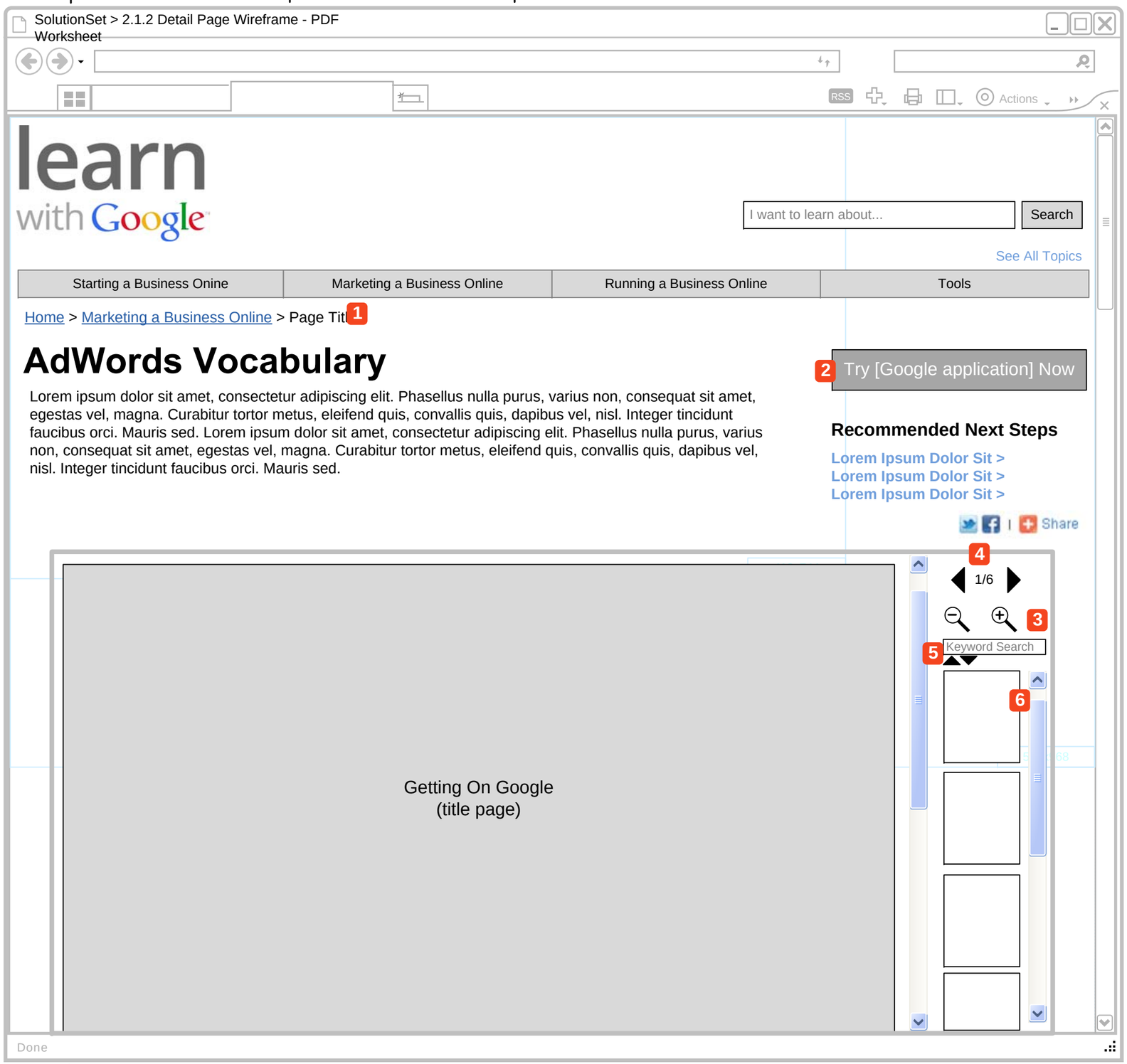
ANNOTATIONS

This wireframe depicts a topic detail page after a user has watched a video on the topic detail page.

1 A video inset appears after the user has watched the topic video. The videos represented are videos that pertain to a topic. They mimic the videos in the "Recommended Next Step List." A user can also like or share this topic's video content on social networks by clicking on the Like or Share buttons.

When a user clicks on the video link, the page refreshes and the video plays.

This design assumes multiple videos per topic. If a video is represented in the Inset or Recommended Next Steps that pertains to another topic, then the page is refreshed with the new topic title and the topic content changes.



ANNOTATIONS

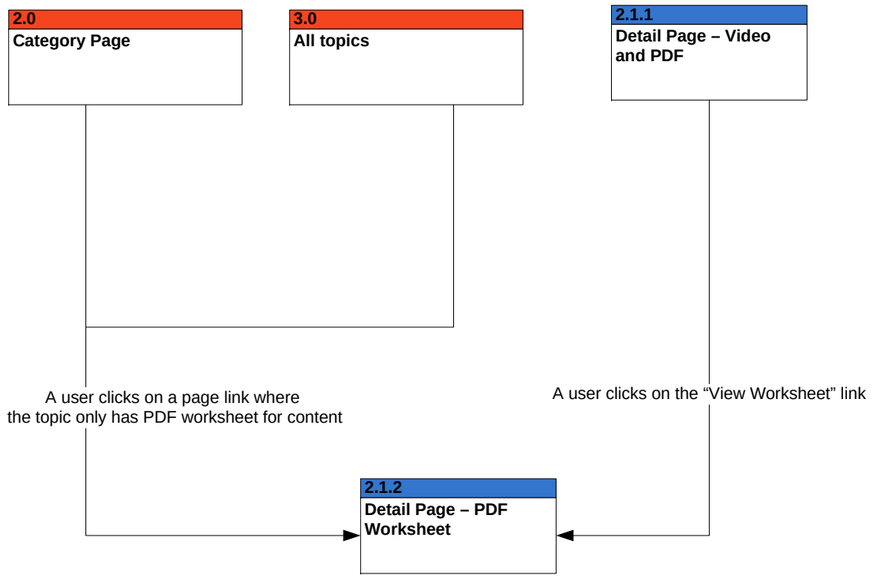
This wireframe depicts a worksheet page that appears to the user when they click on the “View Worksheet” from a detail page or from the Category Page if the worksheet is the only content for the topic. The worksheet appears full screen in the same browser window.

1. The bread crumb navigation links bring the user back to the category.
2. The “Learn and Work” button/link opens another browser window for the relevant Google tool if appropriate. This interaction allows the user to review the worksheet and view the application interface at the same time. A user can use the browser controls to print the worksheet as well. This interaction behaves similar to viewing a PDF in Google Docs.
3. Zoom controls to zoom in and out of the document.
4. The current visible page number is displayed, and pagination buttons allow the user to skip forward and back full pages.
5. A keyword search tool is available so the user can find specific text if they choose.
6. An Outline or Page view is visible on the left side of the document to allow navigation.

Navigation: Navigation to this page Home > “Marketing a Business Online” > “5 Smart Ways to Promote Your Business Online” in the list of Lessons.

Page Flow

The Page title and breadcrumb navigation are dependent on what flow the user follows to access this page and whether or not the PDF worksheet the only content or part of topic content with video.



SolutionSet > 3.0 All Topics

learn with Google

I want to learn about... Search

See All Topics

Starting a Business Onine | Marketing a Business Online | Running a Business Online | Tools

All *Topics*

Starting a Business Online

video **Detail Page Title**
(Content, Length)

Image **Detail Page Title**
(Content, Length)

video **Detail Page Title**
(Content, Length)

Marketing a Business Online

Sub-Category Label

video **Detail Page Title**
(Content, Length)

Image **Detail Page Title**
(Content, Length)

Image **Detail Page Title**
(Content, Length)

Sub-Category Label

video **Detail Page Title**
(Content, Length)

Image **Detail Page Title**
(Content, Length)

video **Detail Page Title**
(Content, Length)

Sub-Category Label

Image **Detail Page Title**
(Content, Length)

video **Detail Page Title**
(Content, Length)

Sub-Category Label

Image **Detail Page Title**
(Content, Length)

video **Detail Page Title**
(Content, Length)

Running a Business Online

video **Detail Page Title**
(Content, Length)

Image **Detail Page Title**
(Content, Length)

Tools

video **Detail Page Title**
(Content, Length)

Image **Detail Page Title**
(Content, Length)

Done

ANNOTATIONS

This wireframe showcases the All Detail Pages page design. A user accesses this page from the home page or global navigation. On this page a user can scan a grouped view of Detail Pages related to a particular category and access each Detail Page.

SolutionSet > YouTube Channel Wireframe

RSS Actions

YouTube Search | Browse | Movies | Upload | Create Account | Sign In

imagery

1

Visit Learn with Google

2

Learn with Google Channel Subscribe | All | Uploads | Favorites | Playlists

video

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus nulla purus, varius non, consequat sit amet, egestas vel, magna. Curabitur tortor metus, eleifend quis, convallis quis, dapibus vel, nisl. Integer tincidunt faucibus orci. Mauris sed.

Uploads (97)

video **Detail Page Title**
(Content, Length)

video **Detail Page Title**
(Content, Length)

video **Detail Page Title**
(Content, Length)

see all

Favorites (42)

video **Detail Page Title**
(Content, Length)

video **Detail Page Title**
(Content, Length)

video **Detail Page Title**
(Content, Length)

see all

Playlists (4)

video **Detail Page Title**
(Content, Length)

video **Detail Page Title**

3

Google Profile

4

“Subscribers” or “Channel Comments” or “Recommended Channels” or “Other Google Channels”

Done

ANNOTATIONS

This wireframe depicts a the YouTube Channel page as seen on YouTube.com.

1 A graphical header is added to the top of the page to provide Learn with Google branding, and to provide a link to the main site.

2 The standard YouTube player and video list element is displayed below the header.

3 The Learn with Google profile is displayed in the typical location.

4 The fourth region can be a list of Subscribers to illustrate the sense of community, or a list of the viewer comments regarding the channel as a whole, or a list of other Google or otherwise related channels.

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