

Sonoma County Wine Finder Functional Schematics

Created by: Brian Calder
May 31, 2013

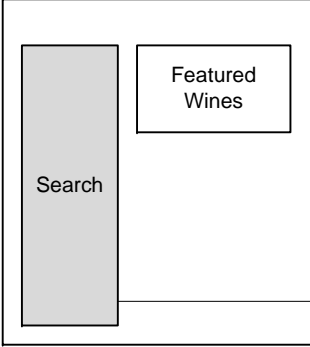
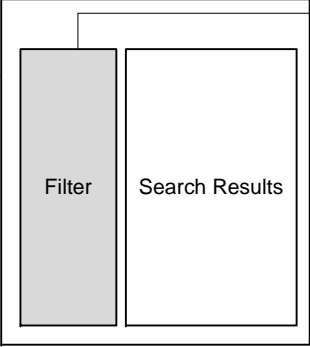
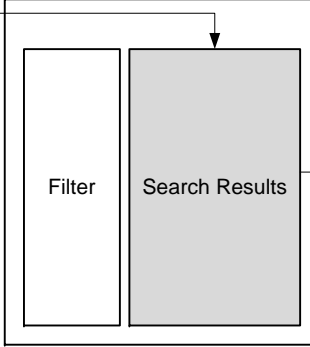
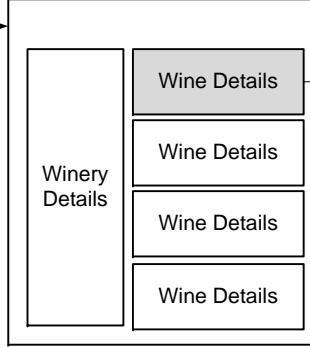
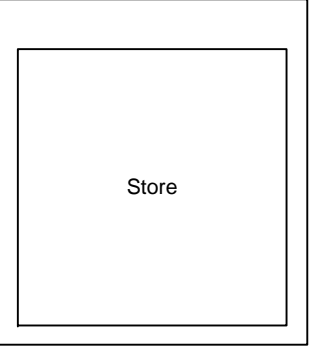
Table Of Contents:

1	Cover
2	Process Flow - Search
3	Process Flow - Featured
4	Process Flow - From WeAreSonomaCounty
5	Site Map
6	Wine Finder Landing Page
7	Search Results
8	Search Results - Continued
9	Winery Details
10	Winery Details - No Wine Detail Provided
11	My Favorites
12	Wine Finder Landing Page - Responsive - Tablet
13	Wine Finder Landing Page - Responsive - Phone
14	Search Results - Responsive - Tablet
15	Search Results - Responsive - Phone
16	Winery Details - Responsive - Phone
17	Restaurant Stars - Concept 1
18	Restaurant Stars - Concept 2

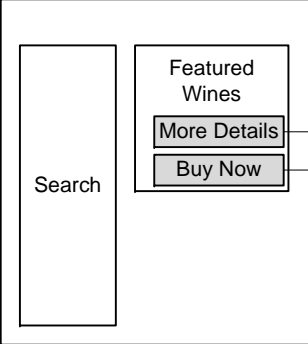
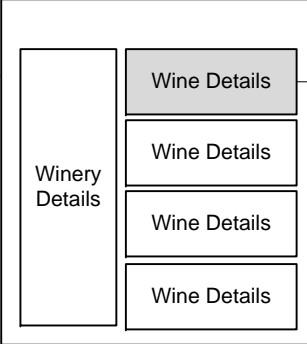
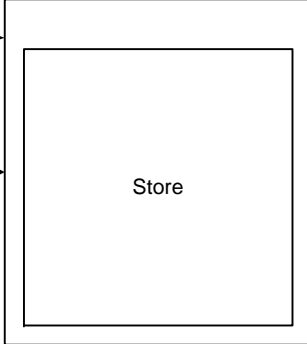
The contents of these pages are the Wireframe drawings illustrating the distribution and organization of content and the functional interactions and navigation of the various pages and modules within the Sonoma County Wine Finder pages of the WeAreSonomaCounty.com website.

These wireframes are not intended to convey visual design.


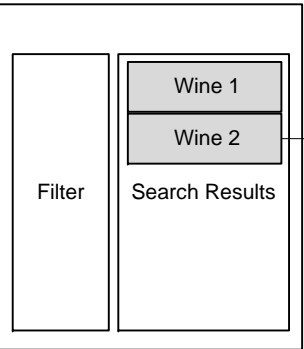
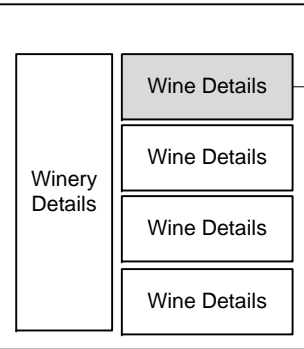
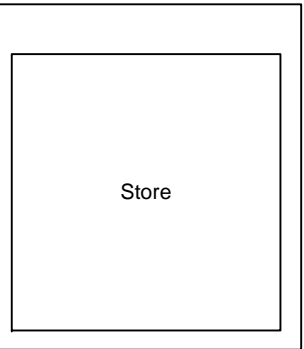
Process Flow - Search

	Page Name	Home Page	Search Results/Filter	Search Results/Filter	Winery Detail	External Winery Store
Page Description		The Home page welcomes users to the Wine Finder, and presents a number of value propositions. This user wants to find a wine based on his varietal preferences, so engages the Search.	The Search Results page presents all possible wines which match the user's search criteria. From here, the user can apply further filters, such as vineyard designates, AVA, tasting style, etc.	As the user applies additional filters, the search results are narrowed. Selecting one of the wines or wineries in the list opens the associated Winery Detail page.	The Winery Detail page contains details about the particular winery and the wines produced. If the user searched for and was directed to this page having searched for a wine, rather than a winery, that wine would appear at the top of the winery's wine list.	If the winery has supplied a unique URL per wine, then that wine's page is opened when selected. Otherwise, the winery's general Store page is opened.
Page Thumbnail						
Wireframe		Wine Finder Landing Page (pgs 6 & 8)	Search Results (pgs 7 & 9)	Search Results (pgs 7 & 9)	Winery Detail (pg 10)	

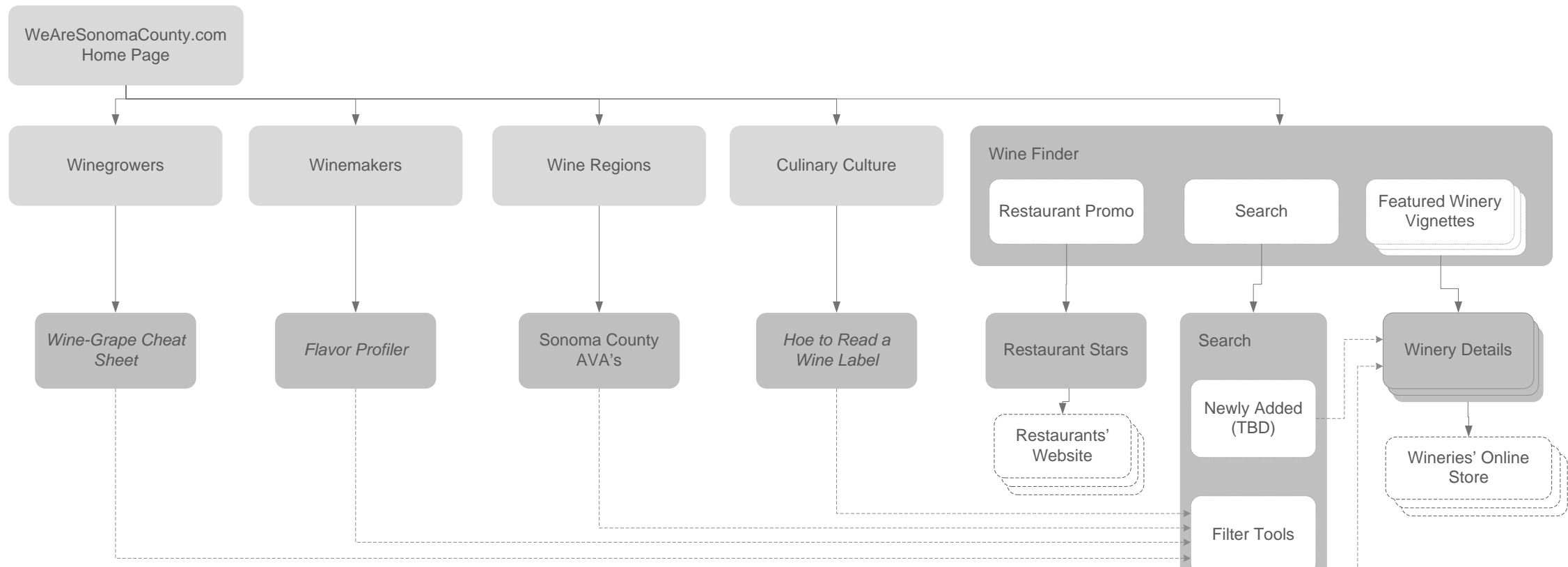
Process Flow - Featured

Page Name	Home Page	Winery Detail	External Winery Store
Page Description	The Home page welcomes users to the Wine Finder, and presents a number of value propositions. This user is interested in one of the Featured Wines on the Home Page, and clicks it.	The Winery Detail page contains details about the particular winery such as location, size (?), years in business (?), and the wines produced.	If the winery has supplied a unique URL per wine, then that wine's page is opened when the user clicks "Buy now". Otherwise, the winery's general Store page is opened.
Page Thumbnail			
Wireframe	Wine Finder Landing Page (pgs 6 & 8)	Winery Detail (pg 10)	

Process Flow - From WeAreSonomaCounty

Page Name	Sonoma Wine Education Details	Search Results/Filter	Winery Detail	External Winery Store
Page Description	Special content within WeAreSonomaCounty.Com will be designed to educate consumers about Sonoma County Wine. Content will be fun and engaging to help consumers understand what differentiates wines from Sonoma County and how to recognize them. These articles will contain links to search results within the Finder.	Having clicked to see more of the "related wines", the user is directed to such a list within the Search Results interface. This list is a pre-defined search based on criteria featured in the previous article. The user can select a wine from the list and see more details.	The Winery Detail page contains details about the particular winery and the wines produced. If the user searched for and was directed to this page having searched for a wine, rather than a winery, that wine would appear at the top of the winery's wine list.	If the winery has supplied a unique URL per wine, then that wine's page is opened when selected. Otherwise, the winery's general Store page is opened.
Page Thumbnail				
Wireframe		Search Results (pgs 7 & 9)	Winery Detail (pg 10)	

Site Map



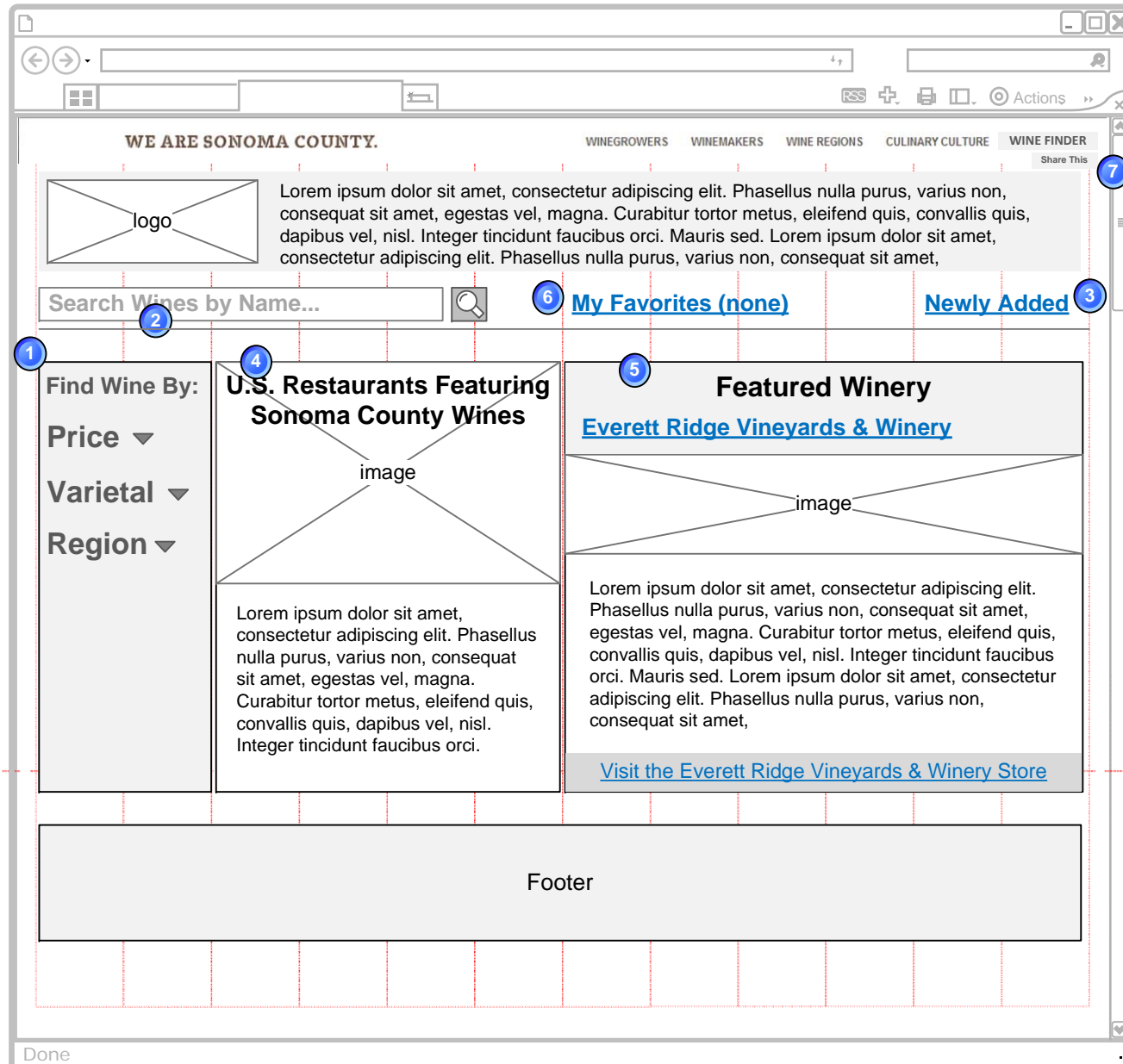
Key

- Primary Page (solid rounded rectangle)
- Similar Pages (stacked rounded rectangles)
- Content Module (dashed rounded rectangle)
- External Page (dashed rounded rectangle)
- Existing Page (solid rounded rectangle)

Hierarchical Navigation (solid arrow)

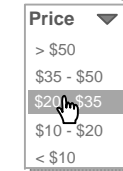
Cross-Linked Navigation (dashed arrow)

Wine Finder Landing Page



Annotations

1. This Search interaction begins with the user making selecting a single characteristic. They can select the desired Price, Color, or Varietal from these drop down menus. Selecting a parameter value immediately opens the Results page. The Price menu contains 5 options as illustrated here:



2. The user may also use a text search by entering a wine name, winery, or other identifying keyword if they are looking for a specific wine or winery. Upon clicking the search button, the results are shown on the Results page.

3. The "Newly Added" Link will display a Search Results page that includes only wines added to the database within the last 3 months. *The inclusion of this feature is To be Determined*

4. An content block reinforces the value of Sonoma County wines and the value of the site itself.

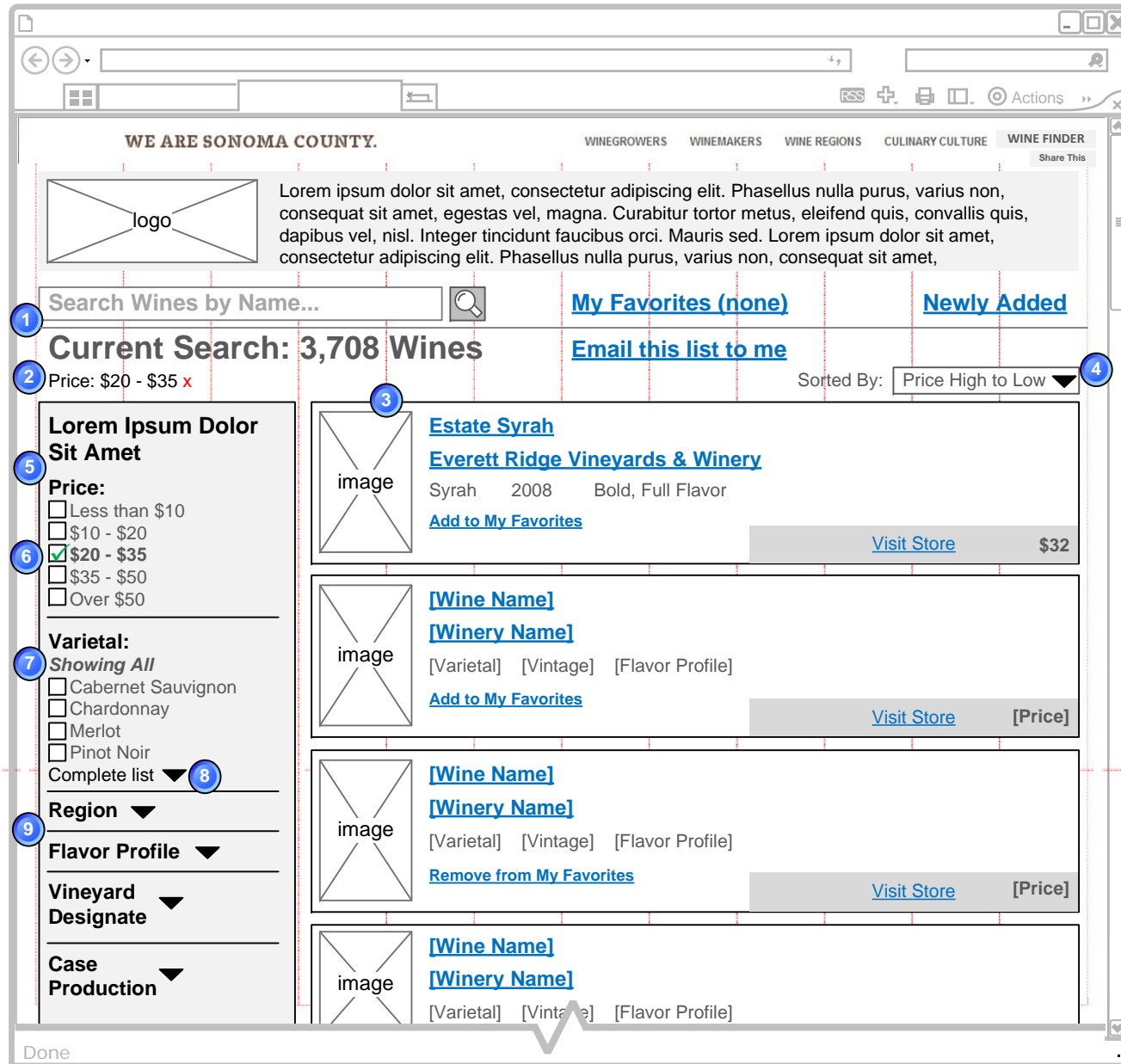
5. One Featured Winery is presented on the Wine Finder landing page. This feature panel includes the Winery name as a link to the winery's detail page within this site; an image and description provided by the winery; and a link to that winery's online store, or other URL as provided by the winery. The text link to the Winery's store (or other page) is defined by the winery via the Details Management administrative page.

The featured Winery will be auto-selected randomly each time the page loads or refreshes. The wineries which are included in this rotation are those which are identified as "Members" in the database.

6. See the *Add to Favorites* page for details about the "Favorites" functionality.

7. The "Share This" button is a script provided by Share This, and allows users to share a particular web page within the site via various social networks and email.

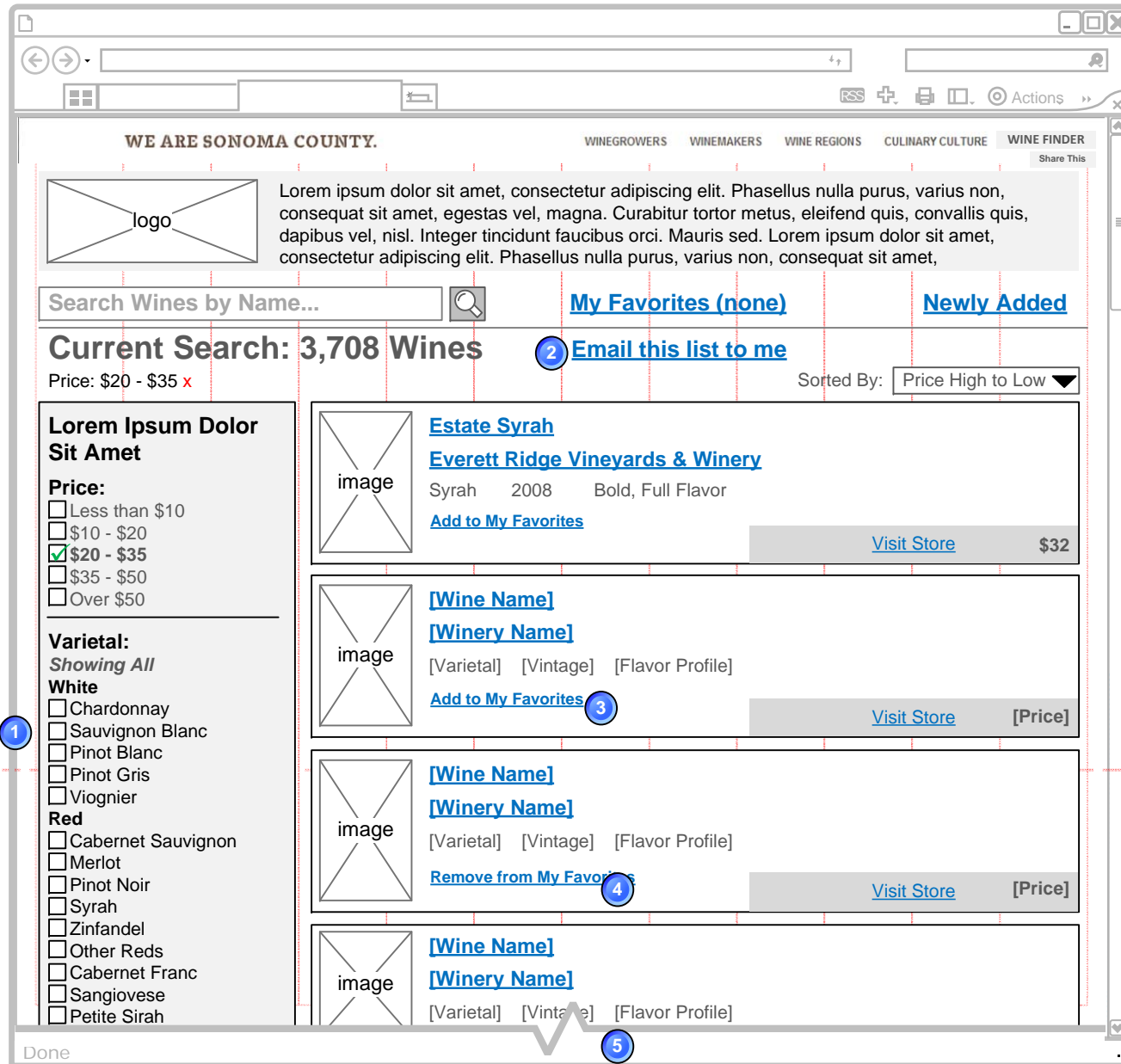
Search Results



Annotations

- Once a search parameter is selected, or the keyword search is submitted, the results are presented on this Results page. The Title of the page reflects the total number of wines matching the current search.
- The current filter is shown below the title and each parameter can be removed from this list by clicking the associated "x" next to it. Keyword searches are included in this list as "[keyword]"
- Each wine that matches the current criteria is listed as an object with the following content: Winery Name and Wine name (or varietal if a name has not been provided) both as a link to the Winery's detail page; the varietal; the vintage; the flavor profile; the retail price; and a "Visit Store" link that links directly to the detail page of that wine within the winery's online store – assuming that URL has been provided. If not, it will link to the default global URL provided by the winery.
- The Results list can be sorted by price or alphabetically – ascending or descending.
- Additional filters are available on the results page, so users can find wines which match a whole series of criteria if desired. These filters reflect all of the potential details per wine. Price, Color, and Varietal are expanded by default as these are most likely the more common filters to be used.
- Checked boxes mean that the results include only records that match this criteria. In this case, these results are all priced within \$20 - \$35. That parameter is bold and checked. If the user had arrived on the results page as a result of selecting the parameter from the menu on the Finder landing page, that value is reflected here. More than one value can be selected within each category. The query is an "OR" type statement within categories and an "AND" type statement across categories. Parameter values available to filter are limited to only those which would *not* return a zero result set. For example, when "Red" is selected under Color, Sauvignon Blanc would disappear from Varietal as there are no wines which are both "Red" and "Sauvignon Blanc". If the most expensive Rosé is \$40, then "Rosé" would not appear under Color if "Over \$50" was the only value selected under Price.
- When no value is selected within a parameter, the text "Showing All" is displayed above the list to help the user understand that results may match any of the values, rather than none. When at least one value is selected, this text disappears.
- Because the list of varietals is so long, only the 5 or so most popular are displayed. Clicking the "Complete List" link expands the list to expose the entire list of appropriate values.
- Less common categories are collapsed by default to reduce the visual weight and cognitive load of the interface. When clicked, they expand to display the values.

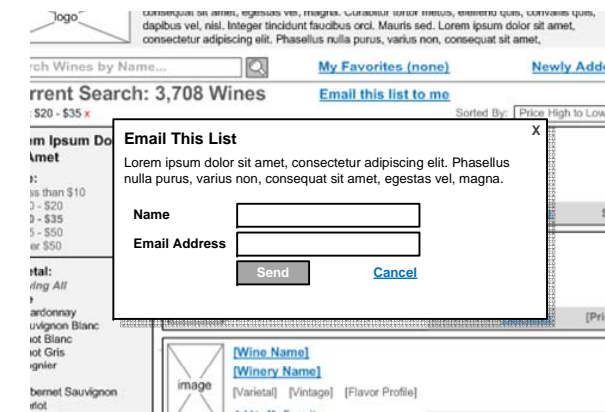
Search Results - Continued



Annotations

1. This view illustrates the Varietals list once the user clicks the "Complete List" link. The wines are grouped together by color, including "Reds", "Whites", and "Other", so the user can find what they're looking for easier.

2. Displayed prominently on the search results page is a link to "Email this list to me". When clicked, an overlay opens with an email field and a "Send" button. On submit, the list is sent to the user and the overlay closes.

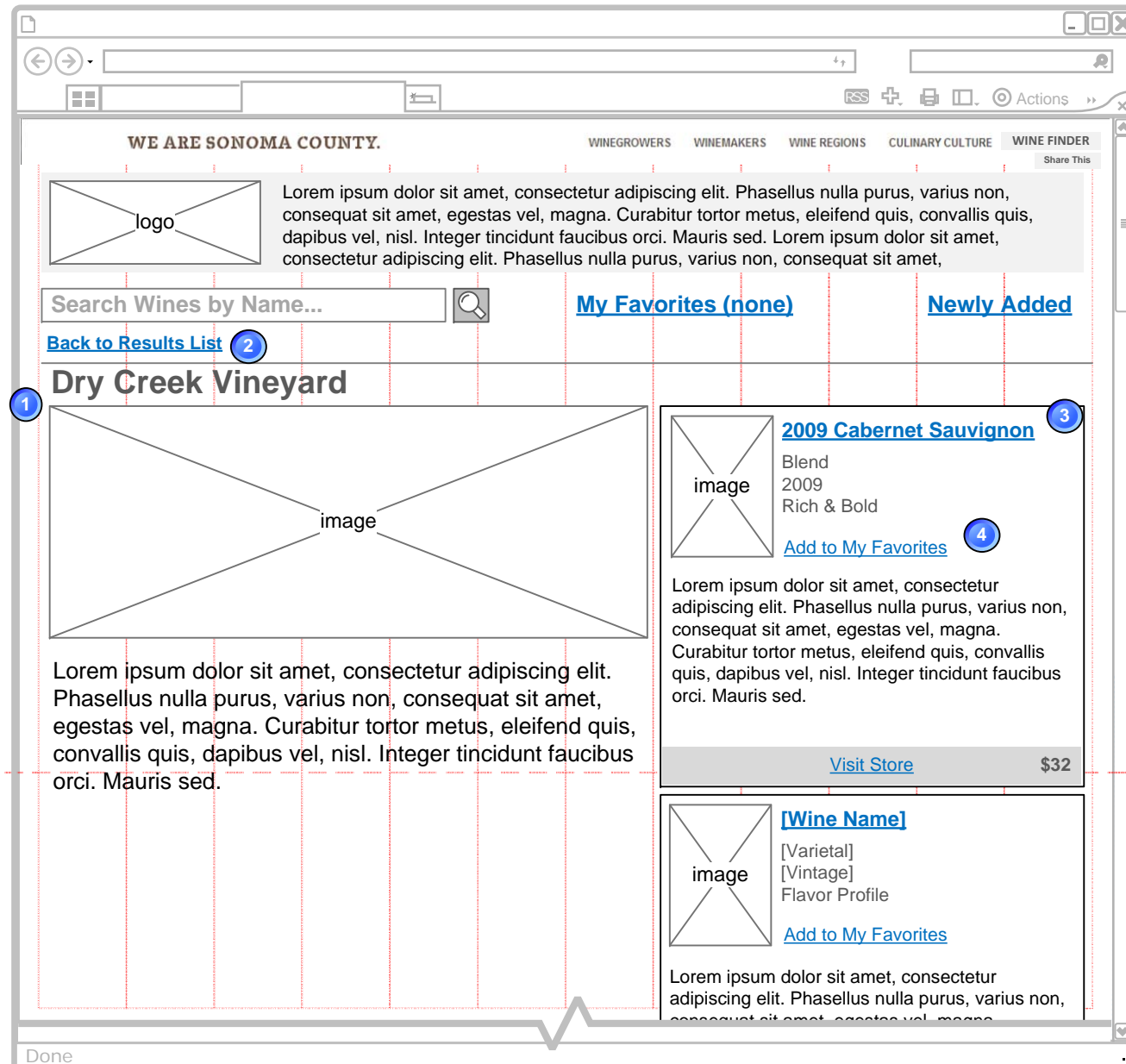


3. Clicking the "Add to My Favorites" text link will add the respective wine to the current session's "Favorites". (See the *Add to My Favorites* page)

4. This wine has already been added to My Favorites, so this link now lets the user remove the wine from their favorites.

5. Rather than pagination, the Search Results List will be a "Continuous Scroll", similar to Facebook. That means, about 3x the standard screen height worth of results are loaded with the initial page load, and only once the user starts scrolling down, are the next 3x the screen height worth of results loaded. This lets the user scroll down a long list of results without having to click "Next page", or wait exceedingly long for all of the results to load at once.

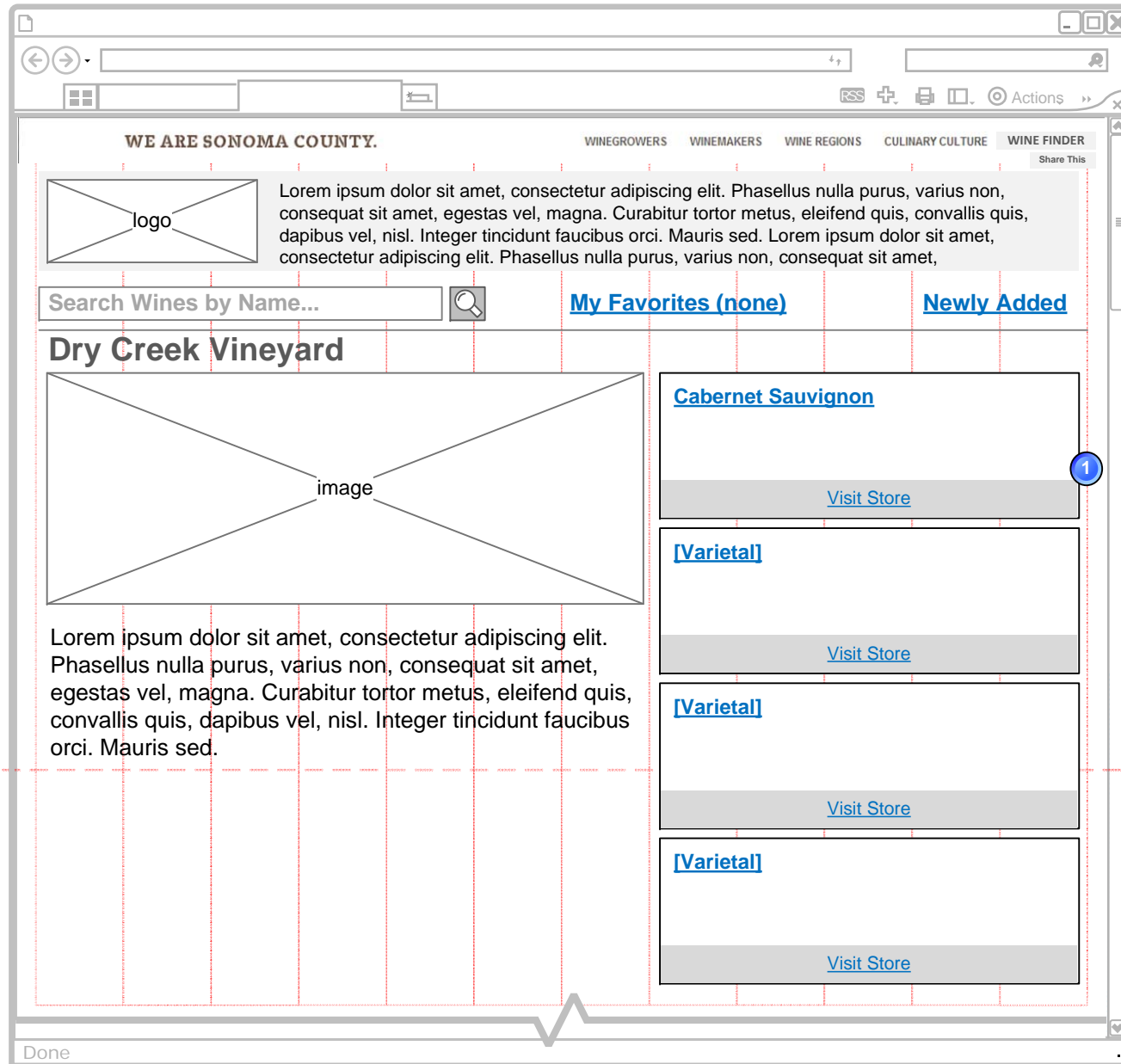
Winery Details



Annotations

1. Each winery has their own Detail page. This page is divided into two sections – an overview of the winery, and the list of available wines.
2. The “Back to Results List” link returns the user to the last search results list – in it’s last state.
3. For each wine defined by the winery (see *Winery Details Management* pages), a listing item is displayed containing the following details (if provided):
 - The name of the wine (or varietal if the name is not provided) as a link to the provided URL for that wine - if no URL has been provided, the default URL as provided by the winery instead;
 - The varietal
 - The vintage
 - The flavor profile
 - A description of the wine
 - The Price - visually separated from the other content so it is easy to identify
 - The call to action, “Visit Store”, as a link to the provided URL. This specifically does not say, “Buy Now” since this doesn’t actually add the product to the user’s cart, and we don’t want the user to think they are committing to anything at this stage.
4. Clicking the “Add to My Favorites” text link will add the respective wine to the current session’s “Favorites”. (See the *Add to My Favorites* page)

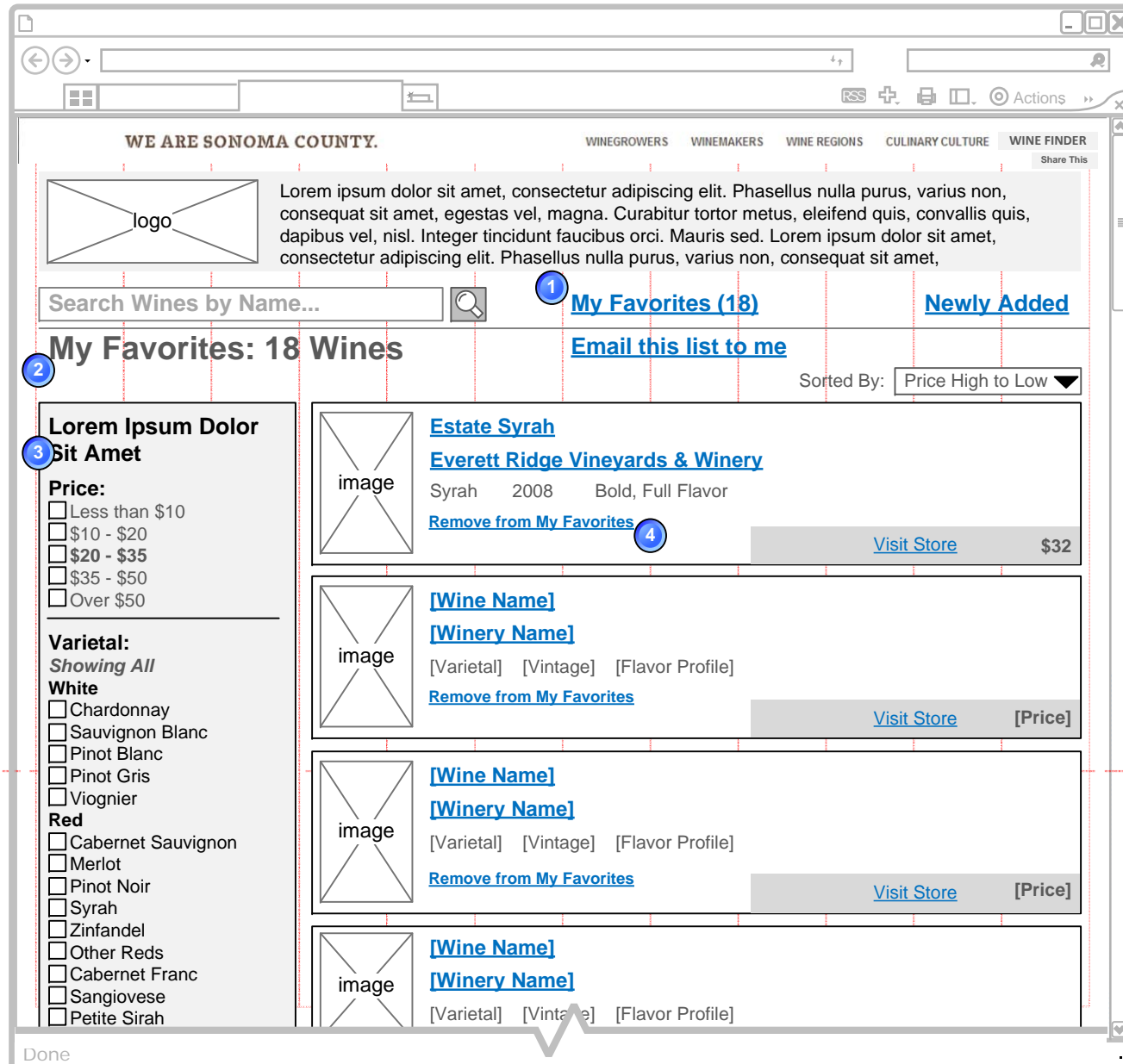
Winery Details - No Wine Detail Provided



Annotations

1. For wines for which only the varietal has been provided, that varietal and a link to the winery-level URL are the only elements in the wines list.

My Favorites

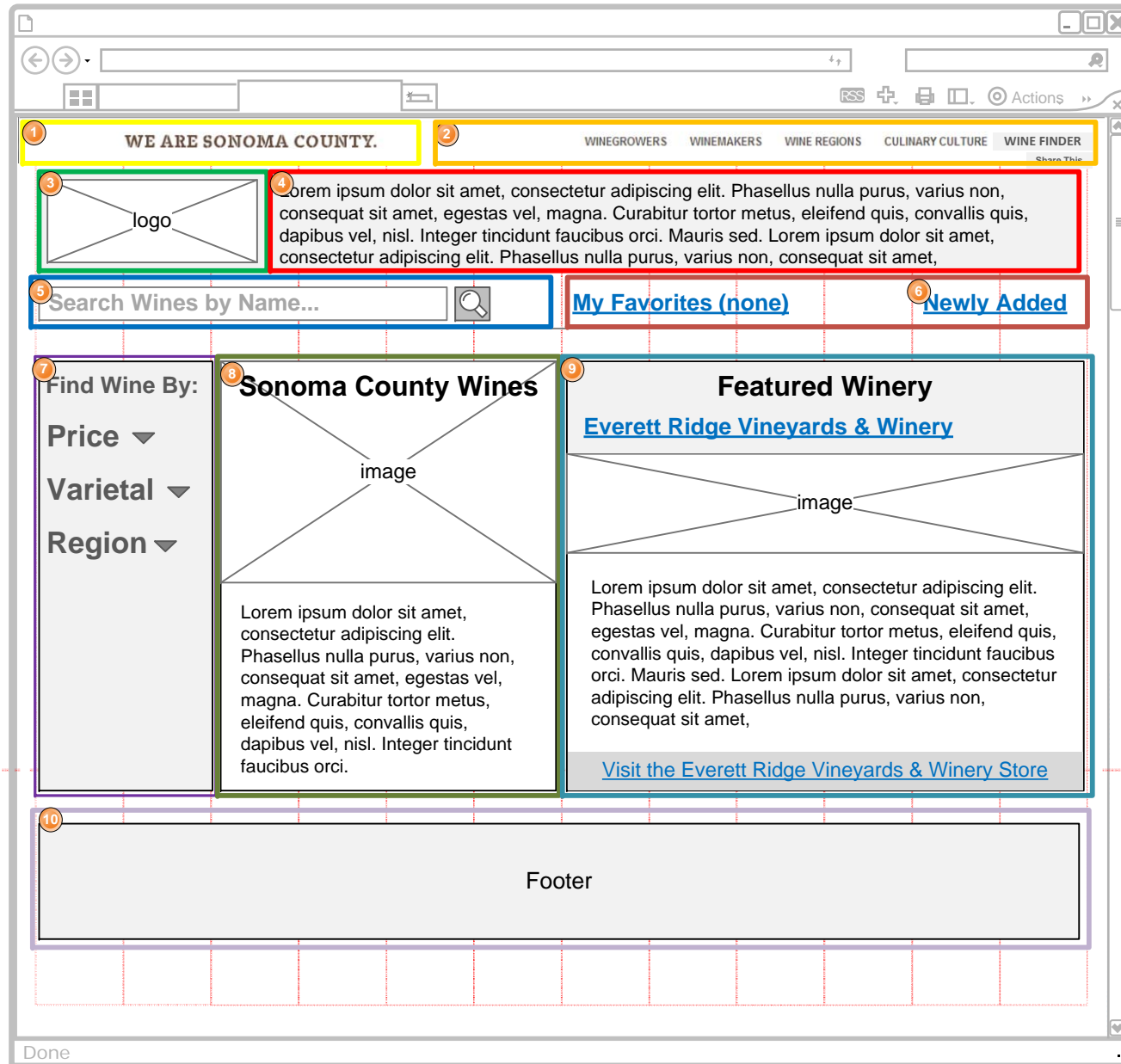


Annotations

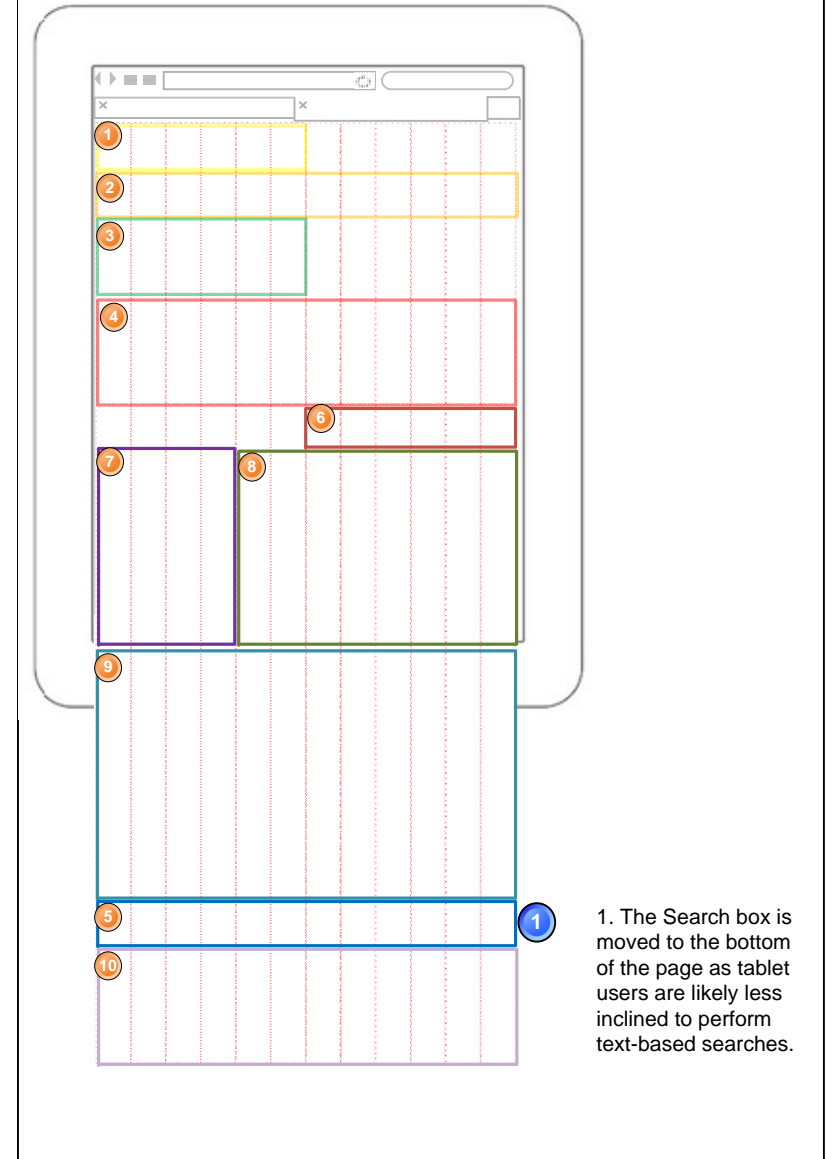
When a user clicks an "Add to My Favorites" on one of the wine listings (Search Results or Winery Details), the wine is added to their list. Programmatically, the list will need to be saved via cookies or some other session-specific means as we only save "Favorites" per session, rather than per user. There will be no user logins

1. Clicking the "My Favorites" link will open a Search Results page that lists only the wines currently in that list. If no wines have been added, it displays "No wines found" as is the standard message for a zero-results search.
2. This page is exactly like any other Search Results page except it says, "My Favorites" as the page title rather than "Current Search".
3. The filter tools will apply to the current set of wines - the Favorites. For example, if a user has 20 wines identified as "Favorites" and views them on this My Favorites pages, then she clicks the \$10 - \$20 checkbox under price, the resulting list will be only those wines in her favorites with a price between \$10 and \$20.
4. All of these wines have been added to My Favorites already. They can be removed by clicking this "Remove from..." link.

Wine Finder Landing Page - Responsive - Tablet

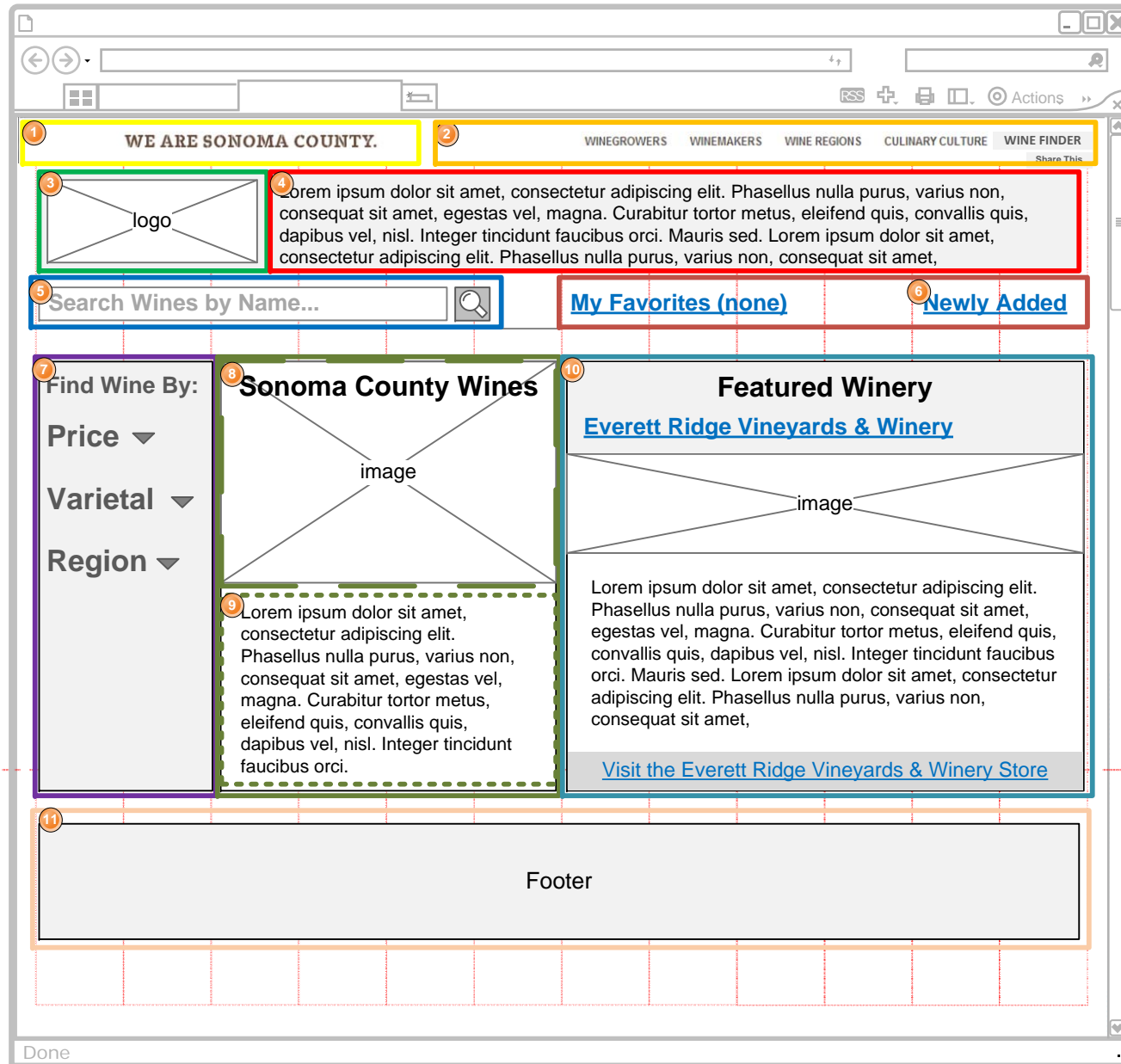


Annotations

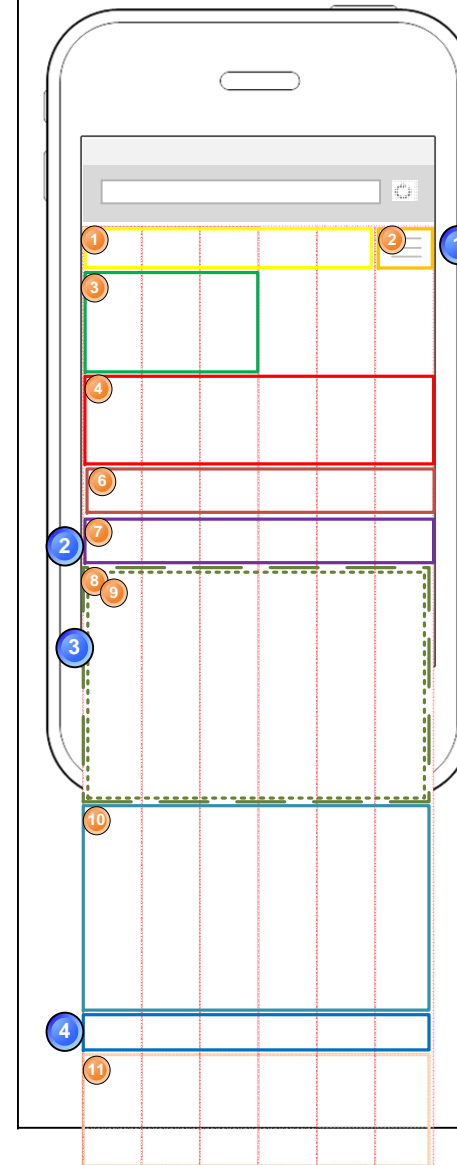


1. The Search box is moved to the bottom of the page as tablet users are likely less inclined to perform text-based searches.

Wine Finder Landing Page - Responsive - Phone

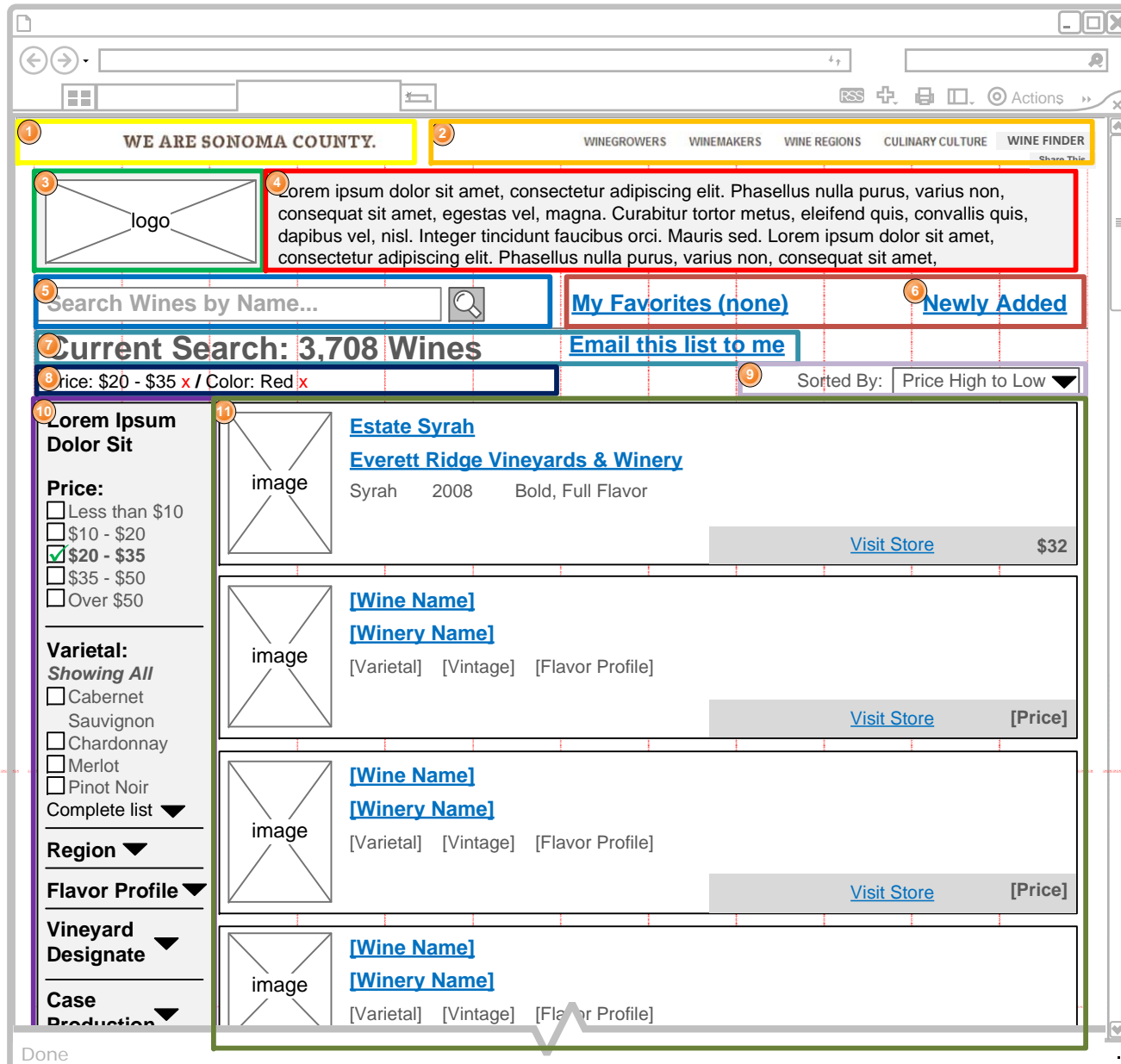


Annotations



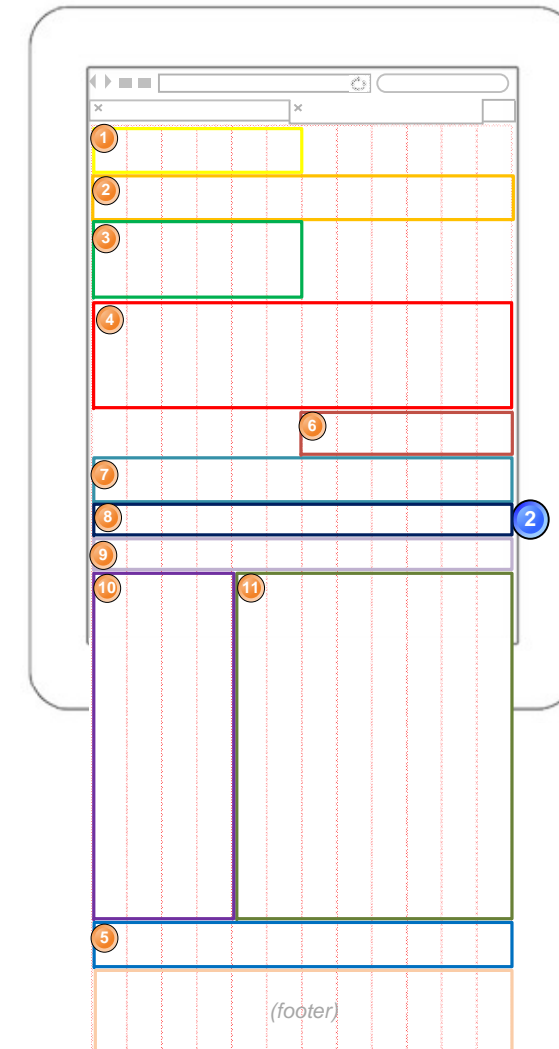
1. The Navigation is collapsed into a menu icon - as it is today. When tapped, the menu is displayed horizontally below the logo.
2. The filter menus are presented in this horizontal element at this screen width.
Price ▼ Color ▼ Varietal ▼
3. The Sonoma County Wines text is overlaid on the related image (or no image is used).
4. Like the Tablet size, the keyword search is moved below the content since tablet users are likely less inclined to perform text-based searches.

Search Results - Responsive - Tablet

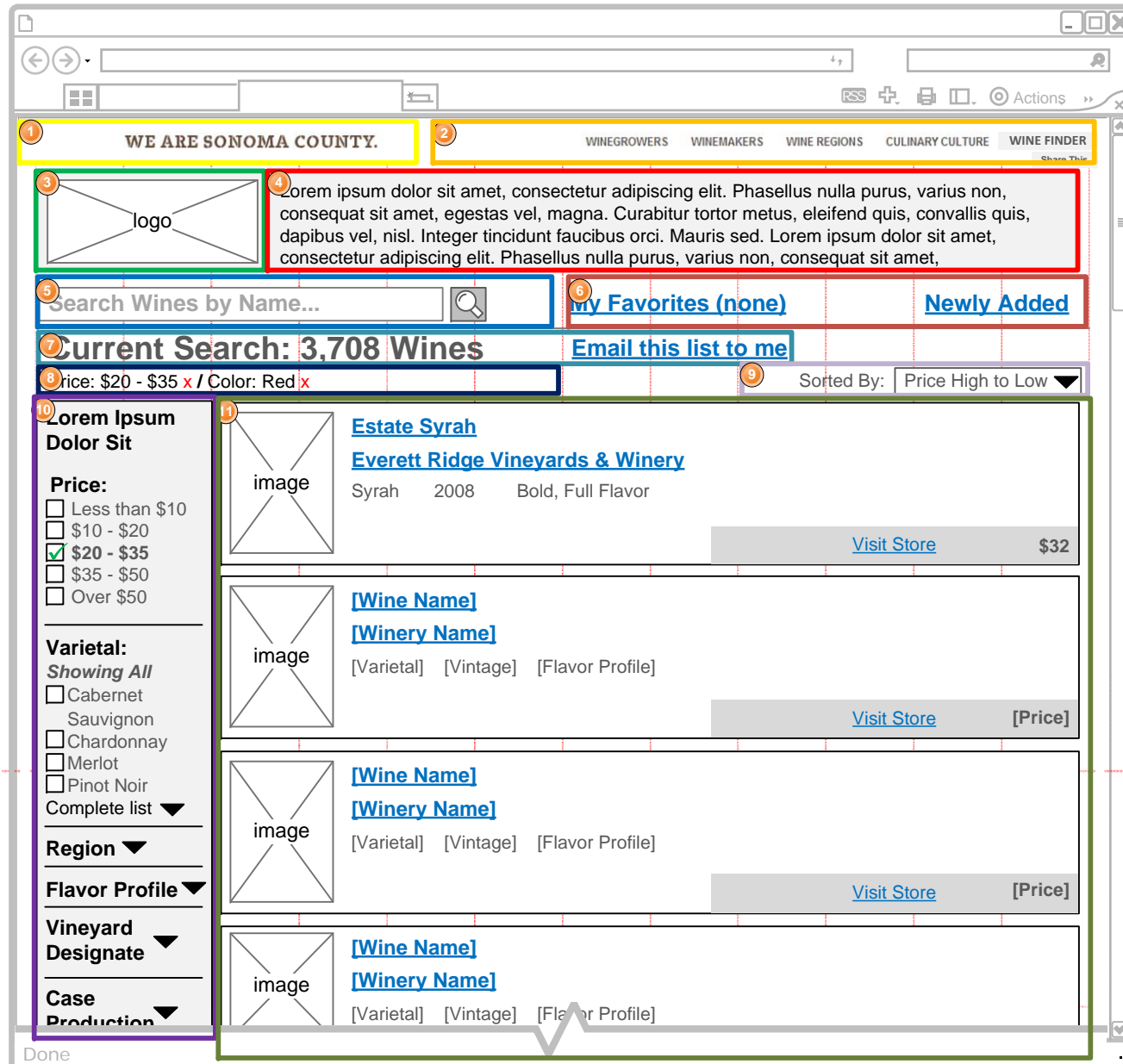


Annotations

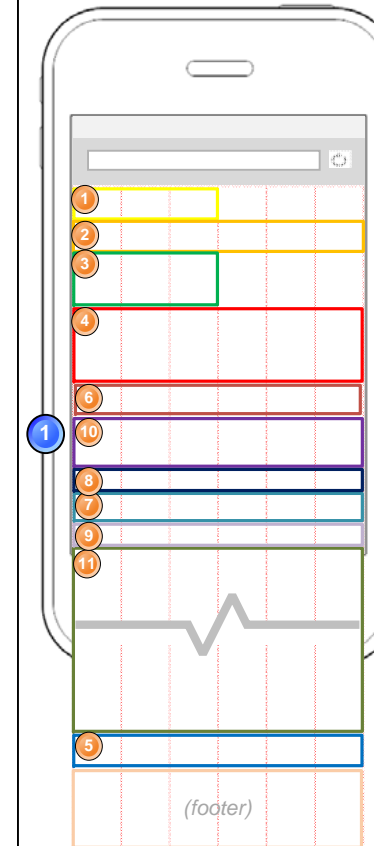
1.



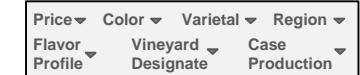
Search Results - Responsive - Phone



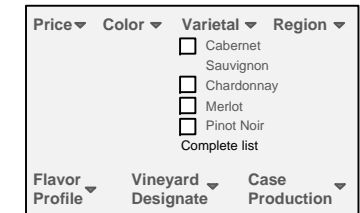
Annotations



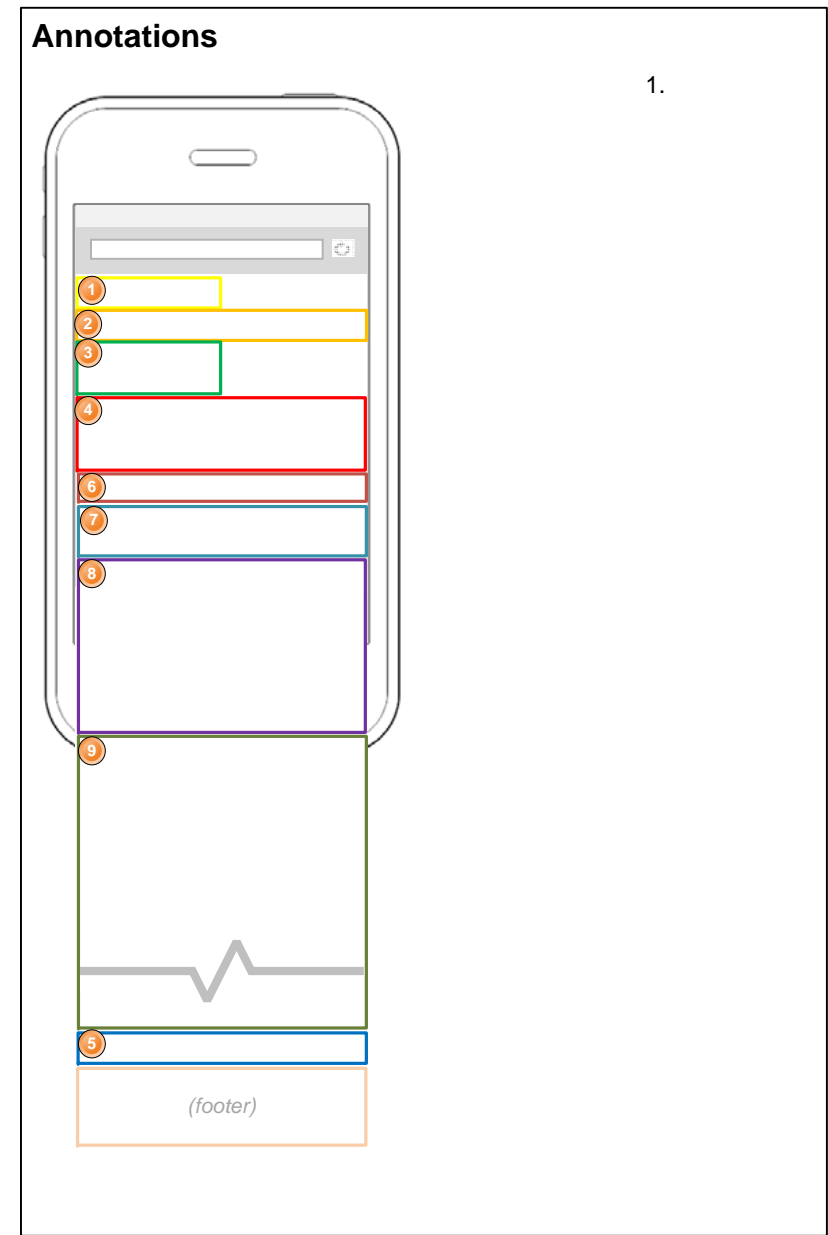
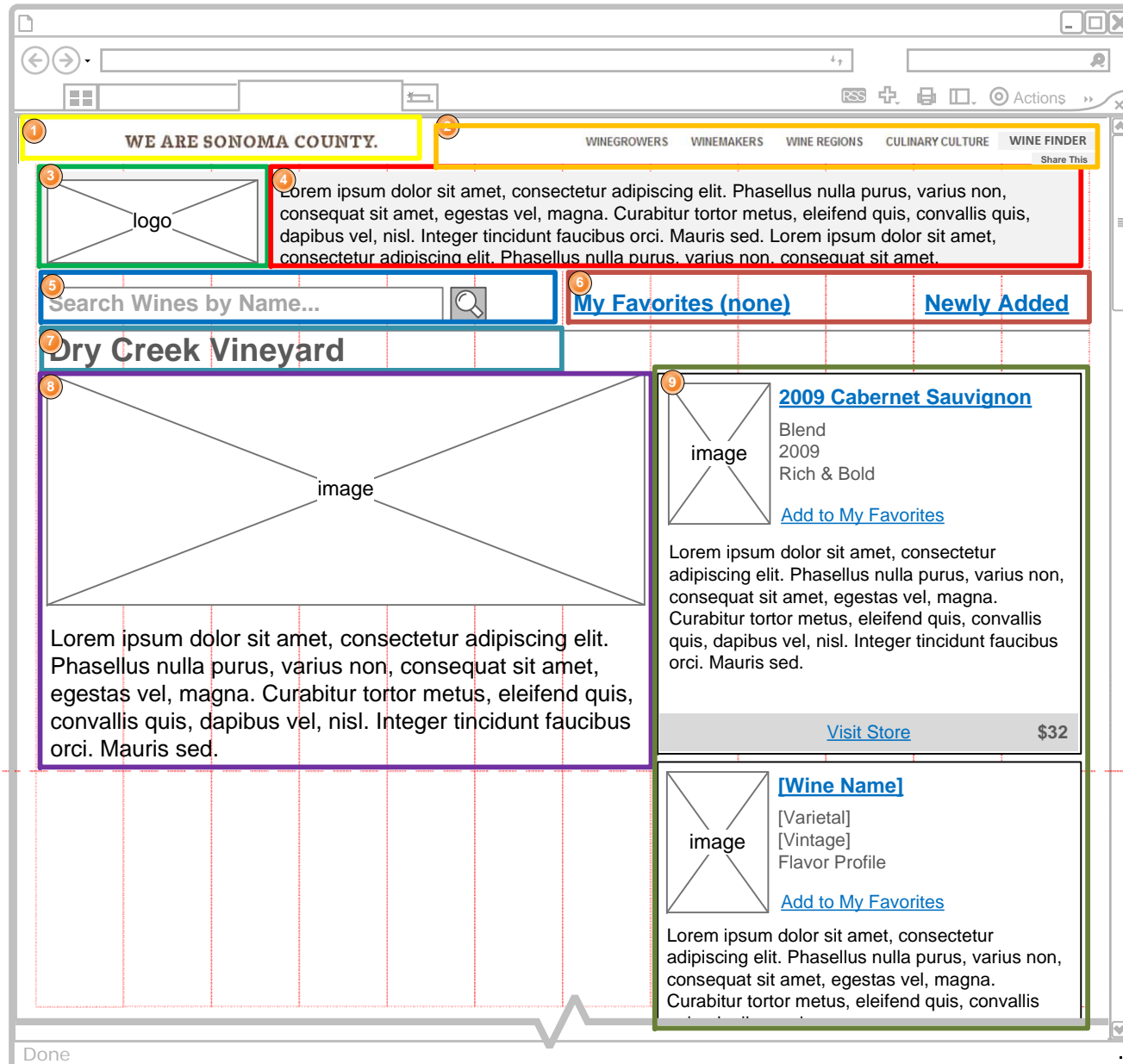
1. the Filter categories are collapsed into this more horizontal element.



As categories are selected, they expand within this element and push all content down



Winery Details - Responsive - Phone



Restaurant Stars - Concept 1

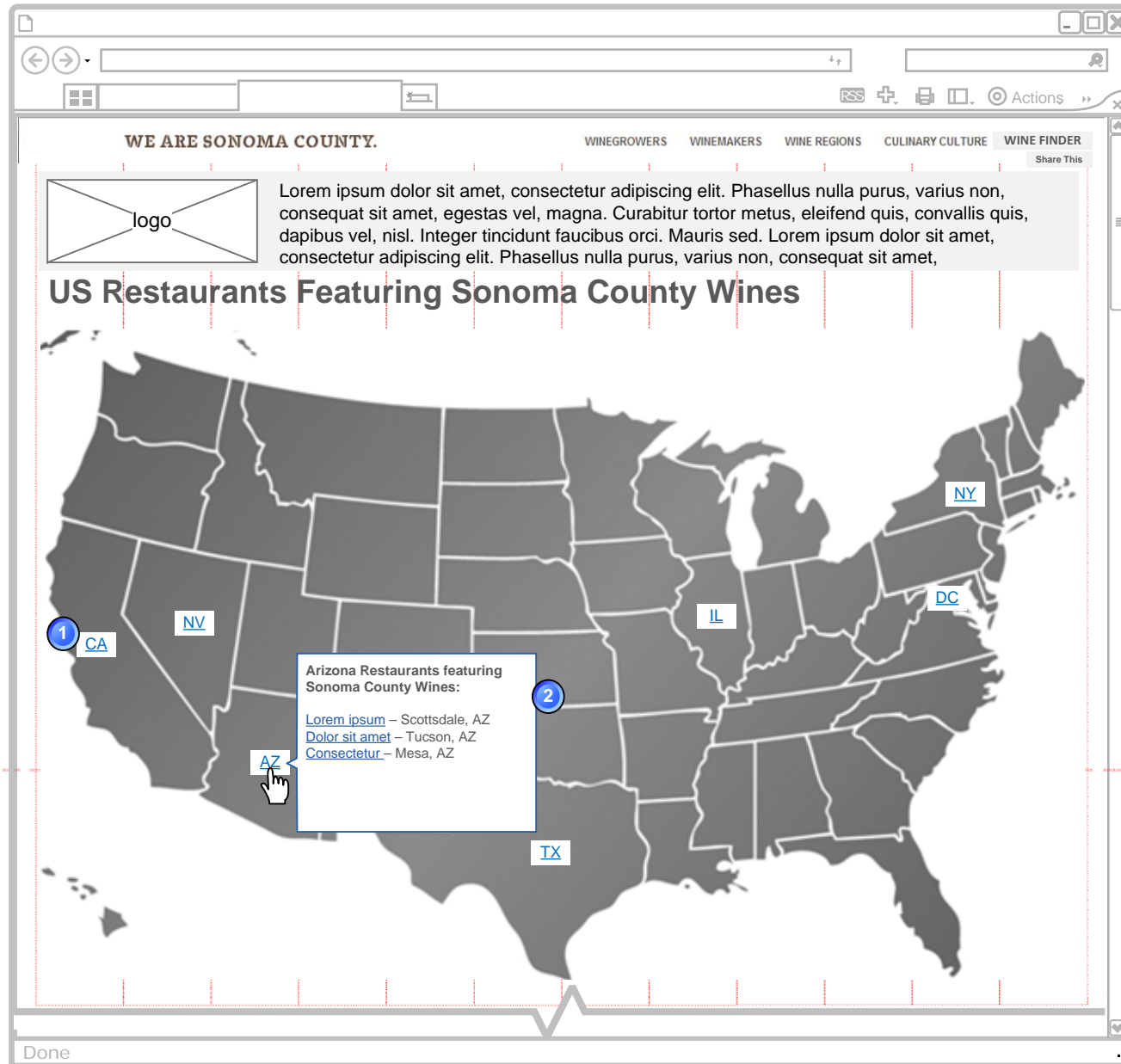


Annotations

In this concept, each state is represented by an accordion

1. States which have restaurants featuring Sonoma County wine, are listed and the whole bar is an active link to open the accordion (one at a time),
2. When an accordion is opened, the list of restaurants in that state are listed, with their city, The names are links to the restaurant website. Clicking the (now upside down) arrow or the state name will collapse the accordion.

Restaurant Stars - Concept 2



Annotations

In this concept, the US is represented by an interactive map.

1. States which have restaurants featuring Sonoma County wine, are labeled, and those labels are links
2. When the labels are clicked, a flyout is displayed listing each restaurant and its city. The restaurant name is a link to that restaurant's website.