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| logo.png | Point Sprint & Driveshaft  Wireframes Annotated  William Ryan 9/30/14 |

This set of documents represents a redesign in the page layout and interaction for the Point Spring website. This annotation document will step through several wireframes (static images representing page designs). Annotations have been added to explain various content areas and demonstrate what will happen when these pages are interactive. These wireframes are in addition to what appears in the prototype, the pages that appear in the prototype already are not included in these annotations.

Prototype:

Includes Home Page, Sample Category Page, Sample Product Page, Services Page, Shopping Cart, Checkout, and Search.

Wireframes annotated below:

Product Spotlight/Tech Tip Article Page, Locations, Sample Location Page, Contact Us, Help Center, About PSD, History, Management, and Awards

## Product Spotlight/Tech Tip Sample Article Page

This page demonstrates what the article could look like laid-out in more of a blog style, which is essentially what Point is doing in creating these pages. The template will be dynamically created with content for each specific article.

Annotations:

1. Media is interlaced with the article and includes a text caption. Media stands on its own separate line. This allows for larger media, a better flow to the article, and better design for mobile.
2. Social media shares are included. This is a little bit lower engagement than having full social media pages, but it does require a little monitoring how people describe the article (which as I mentioned you should be doing anyways). It will act as very good promotion for the articles and by relationship the website itself.
3. Related articles should be cross-linked for the category and, I would suggest, the author of the article. This will help cross-promote articles and will also be an effective form of navigation for users who want to read related articles. The only reason to remove the author is if there will only ever be one author.
4. Include a newsletter subscription option in the flow of the article. As this is the most content-based aspect of the website, there is a connection with other content-based marketing approaches; they should be tied together.
5. A relevant ad could provide a small revenue option, which may help to offset the cost of creating content a tiny bit. Particularly, if ads can remain relevant to the industry, it can help create cohesion on the page. I wouldn’t recommend ads elsewhere on the website, but this may be a place it could work well.
6. Include article attribution. It humanizes the articles being written, it allows readers to connect with the author specifically (users can find authors they like), and it’s a benefit for those who are asked to create the content.

## Locations Page

This is a hub page for the company, documenting the geographical spread of the company. It is a supplemental page; the branch pages themselves are the main content pages.

Annotations:

1. The list of branches will be on the side in the standard action menu. Only the branch names and the corporate offices page will be clickable.
2. The map will display a Google Map containing all locations. When clicked they will open a box with basic information (e.g., address, phone number, email address) from the branch pages as well as a link to the branch page on Point’s site.
3. The “find nearest branch” form will list the closest branches closest to the address provided when submitted.
4. This “closest branches” will be dynamic. It will display the branches that fall within the threshold provided. The order will show which branches are closest. These locations will also be updated on the Google map above.

## Neville Island Sample Location Page

This is a sample for each branch’s page. The template will be changed updated with addresses, contact information, maps, and images.

Annotations:

1. The list of links on the right side demonstrates all the relevant contact information for each branch. Email addresses will be clickable as complete buttons. States will not be clickable.
2. The main branch address will be prominently listed and the hours will be displayed directly below. Hours will be broken up by functional unit that is relevant to the customer (e.g., sales, parts & service, etc.).
3. A Google map will display the location of the branch geographically.
4. Each branch will have at least one image displaying the facility. Any other relevant images will be displayed below that image and can be clicked to load a larger image in that same space.

## Contact Us Page

This page represents one of a number of possible customer service points. It exists to allow a more guided experience for contacting Point Spring (as opposed to replicating something they could write in an email).

Annotations:

1. Links and information to other methods of contacting Point are provided, including phone and fax numbers and various email addresses geared toward particular problems.
2. A link to the web form is provided as well (to provide consistency with the Help Center), but clicking this link takes the user to the form section.
3. The Help Center is prominently linked to have users stop and consider if their question may already be answered.
4. Contact information is collected from the user. The form requires either a phone number or email address to be submitted.
5. The form asks the user to ask a single line question and to try best to categorize the question. The newest part of the form allows the user to identify particular aspects of the Point experience the question may be attached to, e.g., A: a particular product, B: a particular service session, C: a particular order, or D: a particular branch. Pop ups are available for A-C and D displays a dropdown, but this can also be preloaded from other pages on the website. Only the single line question is required on the contact form, but the form should help customers pinpoint their issues more specifically.
6. This is overlapped on the wireframe, but this large box is asking for a more detailed description of the question/problem.

## Help Center Page

This page provides a stop-gap to help customers who are coming to the website because they either do not know what to do next, or are getting frustrated trying to solve a problem. This webpage lists a series of the most common questions customers ask Point’s representatives and what the answer is in most cases. Customer service can point users back to this page if a particular question has already been answered, but a summary of the answer should be given in any direct responses to the customer.

Annotations:

1. This introduction acknowledges the user’s state and apologies for anything Point may have done to cause the problem. This acknowledgment will at least explain to the user that they understand why they have visited this page.
2. This will provide options other than preformatted questions and answers if users do not want to wade through the list or if they cannot find what they are looking for. This is really to prevent the customer from having no other options but to leave the website.
3. This is a list of common questions. It is categorized and linked so that when users click the questions it takes them to the answer.
4. The answer is categorized and ordered in the same way as the navigation above. Answers should be complete, but also relatively easy to scan. Images/videos can be included if appropriate—again, the image/video will be on its own separate line with a caption just like in the article.
5. The return to top link will take the user back to the questions (not all the way to the top).

## Our Company/About PSD Page

This page is the hub for all pages related to content having to do with the organization, its values, leadership, and accomplishments.

Annotations:

1. This will be a common navigation held by these organization pages.
2. There will be a general, but engaging & short introductory paragraph. This paragraph should introduce who Point is to its customer. What makes Point unique?
3. The mission statement and vision statement will be displayed succinctly below the introduction.
4. A fact sheet using bullet points that highlight Point’s main features, accomplishments, offerings, and specialties.
5. This could introduce the core values for point. We could either use these four images to introduce Parts \* Service \* Experience \* Solutions, or we could have this main image be overarching on the philosophy/values and create four instead of three images below it.
6. Each image should explain a value point of Point.

## Our History Page

This page expands on what is currently on the website, describing the history of Point. It is restructured toward easier scannability with images, titles, and events. There is also navigation so that eras can be separated visually.

Annotations:

1. Each event will have a large image demonstrating the event. This image should help set the stage for the event as it will be the easy visual component to identify on the page.
2. Each event will include a name, date, and description as well as the image.
3. The images will be separated by eras of Point’s history. The exact number and ranges can be manipulated based on the number of events to include. The bar on the right side of this page will act as in-page navigation between the various eras.
4. The era selected will be made distinct from the rest of the navigation.

## Awards Page

This page will list Points accomplishments and what those accomplishments mean for customers.

Annotations:

1. There will be an introductory paragraph. This paragraph can summarize Point’s past, but it should be written in terms of how this past will benefit the customer. It may also include an acknowledgment and thanks to customers and those who nominated them for these awards.
2. Image showing awards won. There is a good one with Bill Ryan holding an award that might be appropriate here.
3. This will be a listing of awards won and nominated for.

## Management Page

This will describe who runs Point, what experience they have, and what they enable through their position.

Annotations:

1. An image, name, and position will be included.
2. A short bio for each person. This can be longer, though I would recommend not much longer than a paragraph or two for scannability.