"A **wireframe** is a grayscale block diagram that illustrates the overall navigation and the blocks of elements such as content, functionality, etc. that will go on the screen. It does not contain pictures and doesn't necessarily need to link to anything. It just demonstrates what elements a web page or application screen will contain and roughly where they might go—although the location can change. It does not include visual design." (www.boxesandarrows.com)

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Episode 1   02.03.06   17:46
Synopsis: Lorem ipsum dolor sit amet,
consectetaur adipisicing elit, sed do eiu...

Top Challenges	Sweepstakes	What's everyone talking about?

Episode ___   ___.06   17:46
___m dolor sit amet, cons
 eiusmod tempor inci___
 ___na

___.06   17:46
___m dolor sit ame___
 eiusmod temp___
 ___na

___.06   17:4___
___m dolor sit ame___
 eiusmod temp___
 ___na

___.06   17:4___
Synopsis: Lorem ipsum dolor sit ame___
adipisicing elit, sed do eiusmod temp___
labore et dolore magna

Episode 6   02.03.06   17:4___
Synopsis: Lorem ipsum dolor sit ame___
adipisicing elit, sed do eiusmod temp___
labore et dolore magna

Top t10 Challenges	Final Words	Survivor Live	Top 10	By Episode	By participant

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TOOL KIT

Full screen	Pause/return	1:08 of 17:46
favorites	Email sign up	Email a friend

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Annotations (yellow notes):

Take advantage of user's learned behaviors – ease of scrolling with arrows

User clicks on promo for Survivor Exile Island. User comes to the player. The show begins playing, and the user can see the other episodes available.

User can choose to view other content relative to this show by clicking on "Top Challenges" and other links within the episode synopsis.

Draw user into relational content (ie, during challenge part of show, offer additional content about "how are challenges created? Or... about the person in it (enrichment content, like DVD experience)

Clips – someone says "did you see that catfight on the show?", and the user comes to the site to look for that "catfight" clip.

Ad tile – supports the pre-roll, potentially the Ultramercial experience too

Tool box – include "full frame" viewing capability.

Relational content can be selected by topic, as opposed to by episode

Search 3 ways: using keywords, a quick search (most popular ways to find shows), or clicking on a specific show.

Annotations (red notes):

If they select to see the catfight, and the show they are watching changes to the new clip, will the user be irritated with the interruption to their viewing experience?

Add an error flow: when they click to view the catfight, a message pops up first, asking if they want to view the clip now and interrupt the current one playing (future phase – offer to "pause and return"), or if they want to see this after the current clip finishes.

What words are significant to the user? Test users to find out what the best way is to offer search options.

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Innertube home > Survivor Exile Island > Episode 1

Episode 1   02.03.06   17:46
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiu...

| Top Challenges | Sweepstakes | What's everyone talking about? |

Cat fight

View Clip NOw

labore et dolore magna

Episode 6   02.03.06   17:46
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

| Top t10 Challenges | Final Words | Survivor Live | Top 10 | By Episode | By participant |

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Innertube home > Survivor Exile Island > Episode 1
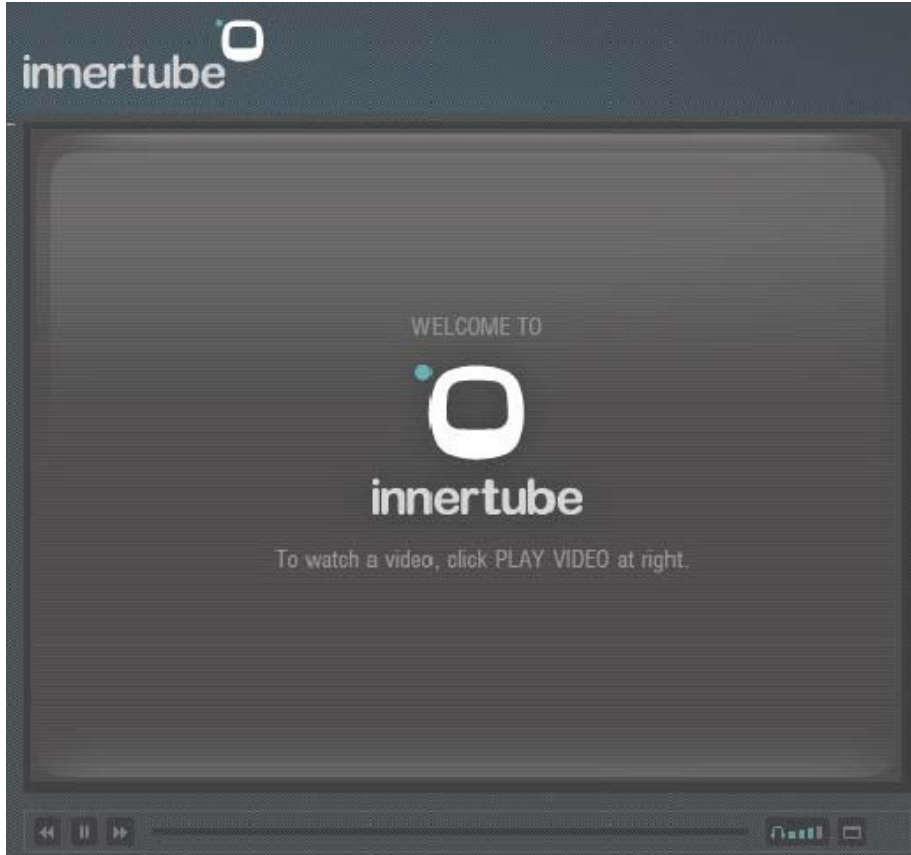
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Episode 1   02.03.06   17:46
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiu...

| Top Challenges | Sweepstakes | What's everyone talking about? |

Top challenge #1

View Clip NOw

Top challenge #2

User clicks on "Top Challenges" and there happens to be 2 – show both. Episode 1 is still playing, waiting for the user to make a choice at this level.

View Clip NOw

Episode 6   02.03.06   17:46
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

Episode 6   02.03.06   17:46
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Innertube home > Survivor Exile Island > Challenges

Challenge 1
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

Challenge 2
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

REWARD   02.03.06   17:46
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

| How do they create the challenges? | Sweepstakes | Did yo happe |

Challenge 5
Synopsis: Lorem ipsum dolor sit amet, cons adipisicing elit, sed do eiusmod tempor incid labore et dolore magna

Challenge 6
Synopsis: Lorem ipsum dolor sit amet, cons adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

Challenge 8
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

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Implement relative breadcrumbs, that show exactly the path the user takes through their experience.
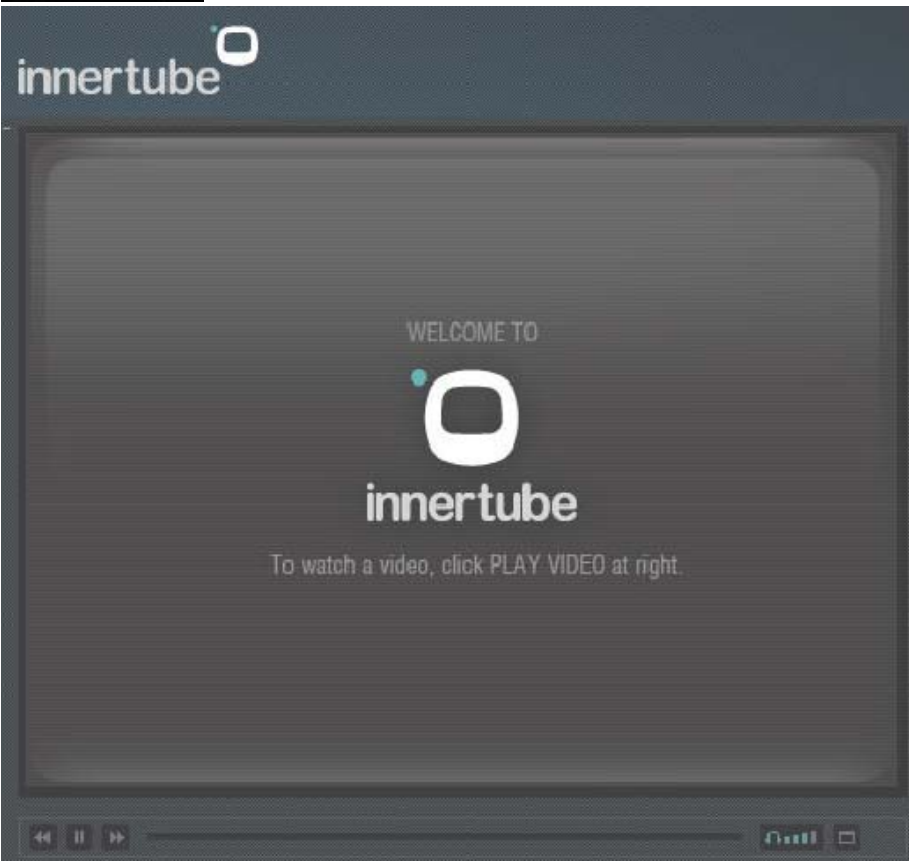
RESULT #1
Synopsis: Lorem
consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

Top Challenges	Sweepstakes	Did you Know?

RESULT #2
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

RESULT #3
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

RESULT #4
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

RESULT $5
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

RESULT #6
Synopsis: Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

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RELATIVE CONTENT	Relative content	Cool stuff	Top 10	Fast Link	By participant

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