

"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)

innertube

WELCOME TO
innertube

To watch a video, click PLAY VIDEO at right.

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

Tool box – include “full frame” viewing capability.

Innertube home > Survivor Exile Island > Episode 1

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

Top Challenges Sweepstakes What's everyone talking about?

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.

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.

| | | |
|----------|-------|---|
| 02.03.06 | 17:46 | ...m dolor sit amet, con... |
| 02.03.06 | 17:46 | ...eiusmod tempor inci... |
| 02.03.06 | 17:46 | ...m dolor sit am... |
| 02.03.06 | 17:46 | ...eiusmod temp... |
| 02.03.06 | 17:46 | ...m dolor sit am... |
| 02.03.06 | 17:46 | ...eiusmod temp... |
| 02.03.06 | 17:46 | Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore et dolore magna |
| 02.03.06 | 17:46 | Episode 6 Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore et dolore magna |

TOOL KIT

Full screen Pause/return 1:08 of 17:46

favorites Email sign up Email a friend

advertising

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

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

Find your show:

comedy daytime Internet exclus Talk show
 drama Prime time drama Movies/specials
 reality Late night reality Late night

Check All Uncheck all

15 results

SUBMIT

Quick Search

[Most Viewed](#)
[Top Picks](#)
[On TV Last Night](#)

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

Featured Shows

[CSI](#) [AMAZING RACE](#)
[CSI Miami](#) [News with Katie](#)
[CSI NY](#) [DAVID LETTERMAN](#)
[Big Brother](#)
[Numbers](#)
[NCIS](#)
[Jericho](#)
[Survivor](#)

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

Wire frames provide the outline for your storyboard, represent all the subsequent decisions pertaining to development and design, and guides design, information architecture, navigation, usability and content consideration.

CBS.com

SURVIVOR LABEL/BRANDING

innertube

WELCOME TO
innertube

To watch a video, click PLAY VIDEO at right.

Innertube home > Survivor Exile Island > Episode 1

Episode 1 02.03.06 17:46
Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eu...

Top Challenges Sweepstakes What's everyone talking about?

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

Cat fight

User clicks on "What's everyone talking about" and gets a synopsis about it.

If the viewer decides to watch the catfight now, it begins playing, and the synopsis fills whatever space is needed, over the other episodes. If they choose to not watch it right away, the synopsis still shows, with a button to start watching.

View Clip NOW

labore et dolore magna

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

advertising

TOOL KIT

Full screen Pause/return 1:08 of 17:46

favorites Email sign up Email a friend

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

Find your show:

comedy daytime Internet exclus Talk show
 drama Prime time drama Movies/specials
 reality Late night reality Late night

Check All Uncheck all

15 results

SUBMIT

Quick Search

[Most Viewed](#)
[Top Picks](#)
[On TV Last Night](#)

Featured Shows

[CSI](#)
[CSI Miami](#)
[CSI NY](#)
[Big Brother](#)
[Numbers](#)
[NCIS](#)
[Jericho](#)
[Survivor](#)

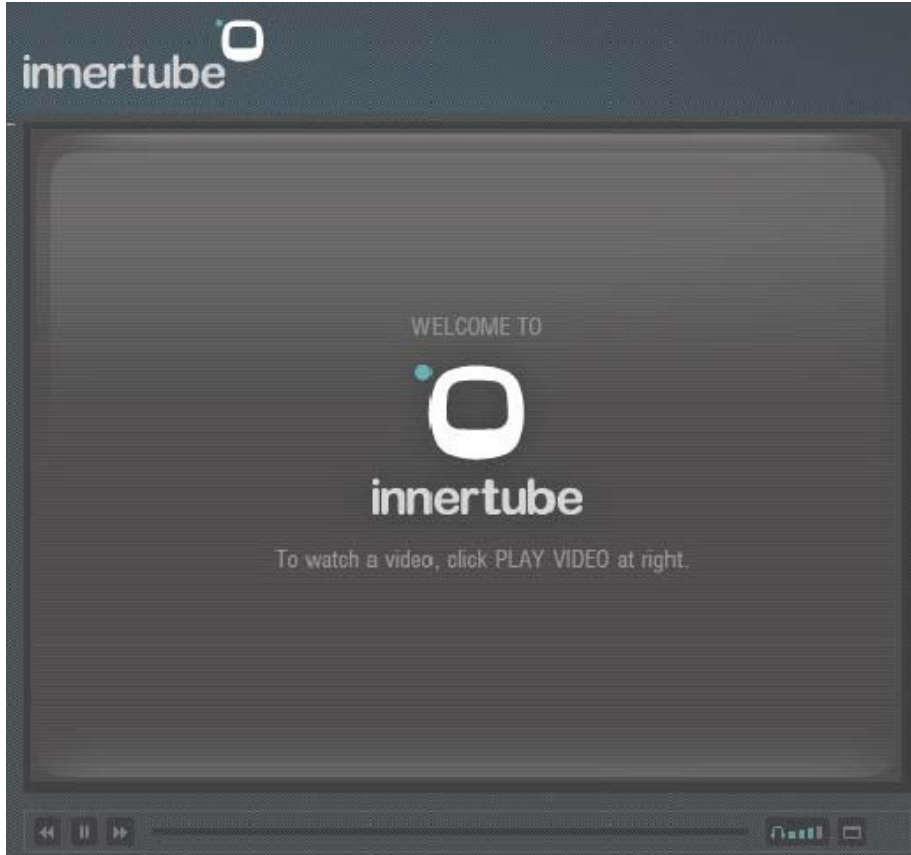
[AMAZING RACE](#)
[News with Katie](#)
[DAVID LETTERMAN](#)

Wire framing defines the "what" of the creative process, and storyboarding tackles the "how." "There are two parts to solving any problem: What you want to accomplish, and how you want to do it. There are many 'how's but only one 'what'..." [Information Anxiety 2, by Richard Wurman]



SURVIVOR LABEL/BRANDING

Innertube home > Survivor Exile Island > Episode 1



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

Top Challenges Sweepstakes What's everyone talking about?

Top challenge #1 [View Clip NOW](#)

Top challenge #2 [View Clip NOW](#)

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

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

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.

TOOL KIT

Full screen Pause/return 1:08 of 17:46

favorites Email sign up Email a friend

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

Find your show:

comedy daytime Internet exclus Talk show
 drama Prime time drama Movies/specials
 reality Late night reality Late night

Check All Uncheck all

15 results

SUBMIT

Quick Search

[Most Viewed](#)
[Top Picks](#)
[On TV Last Night](#)

Featured Shows

[CSI](#) [AMAZING RACE](#)
[CSI Miami](#) [News with Katie](#)
[CSI NY](#) [DAVID LETTERMAN](#)
[Big Brother](#)
[Numbers](#)
[NCIS](#)
[Jericho](#)
[Survivor](#)

Wire framing is straight-forward, direct and entirely non-techie. It requires only that you identify what you want every part of the site to do and what your site needs to do to respond effectively to the motivations and needs of your visitors. If you take care of “what” and “how”, and you won’t have to answer “why?”



SURVIVOR LABEL/BRANDING

Innertube home > Survivor Exile Island > Challenges



| | |
|---|--|
| X | Challenge 1 Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna |
| X | Challenge 2 Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna |
| X | REWARD 02.03.06 17:46 Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna |
| X | How do they create the challenges? Sweepstakes Did you happen? |
| X | Challenge 5 Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna |
| X | Challenge 6 Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna |
| X | Challenge 8 Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna |

Using the links offered below the content, the user can check out other pockets of content.

Challenge called “Reward” starts playing, as this is the one the user chose to watch.

advertising

TOOL KIT

1:08 of 17:46

Find your show:

- | | | | |
|--|--|---|--|
| <input checked="" type="checkbox"/> comedy | <input type="checkbox"/> daytime | <input type="checkbox"/> Internet exclus | <input type="checkbox"/> Talk show |
| <input type="checkbox"/> drama | <input checked="" type="checkbox"/> Prime time | <input type="checkbox"/> drama | <input type="checkbox"/> Movies/specials |
| <input type="checkbox"/> reality | <input type="checkbox"/> Late night | <input checked="" type="checkbox"/> reality | <input type="checkbox"/> Late night |
- Check All Uncheck all

15 results

Quick Search

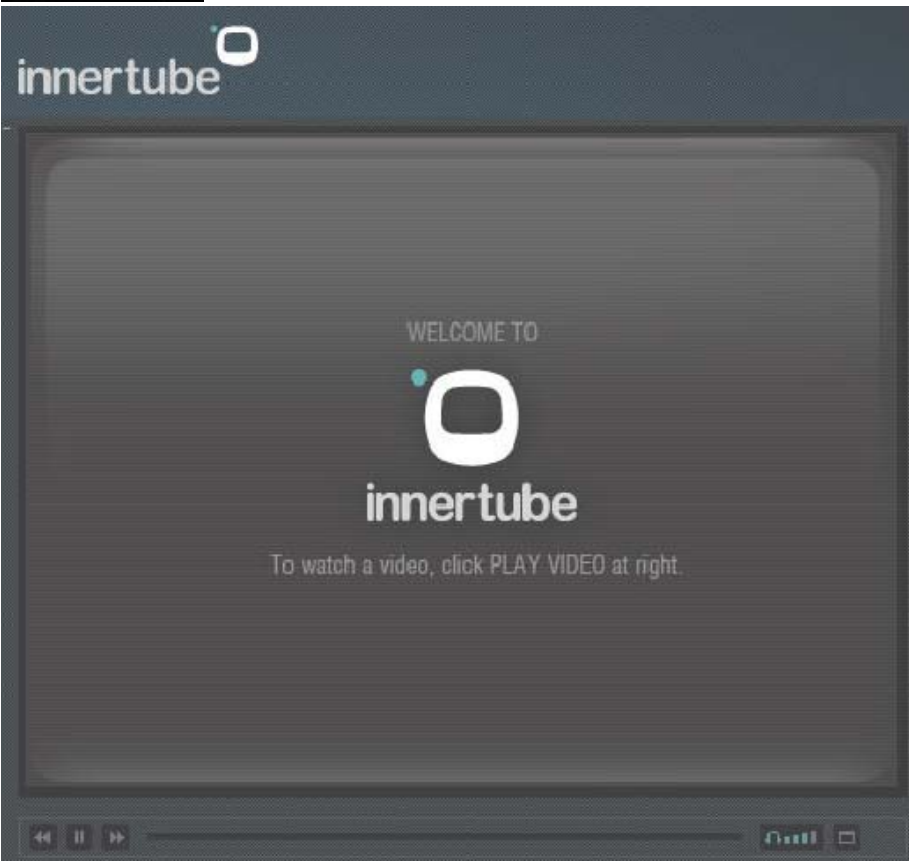
- [Most Viewed](#)
- [Top Picks](#)
- [On TV Last Night](#)

Featured Shows

- [CSI](#)
- [CSI Miami](#)
- [CSI NY](#)
- [Big Brother](#)
- [Numbers](#)
- [NCIS](#)
- [Jericho](#)
- [Survivor](#)

Is this best shown as tabs or buttons? That is up to the creative lead to design, understanding the level of hierarchy.

Implement relative breadcrumbs, that show exactly the path the user takes through their experience.



- RESULT #1
Synopsis: Lorem consectetur adipiscing 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, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
- RESULT #3
Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
- RESULT #4
Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
- RESULT #5
Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
- RESULT #6
Synopsis: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

advertising

TOOL KIT

Full screen | Pause/return | 1:08 of 17:46

favorites | Email sign up | Email a friend

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

Find your show:

comedy drama reality daytime Prime time Late night Internet exclus drama reality Talk show Movies/specials Late night

Check All Uncheck all

15 results

SUBMIT

- Quick Search
- [Most Viewed](#)
 - [Top Picks](#)
 - [On TV Last Night](#)

- Featured Shows
- [CSI](#)
 - [CSI Miami](#)
 - [CSI NY](#)
 - [Big Brother](#)
 - [Numbers](#)
 - [NCIS](#)
 - [Jericho](#)
 - [Survivor](#)
 - [AMAZING RACE](#)
 - [News with Katie](#)
 - [DAVID LETTERMAN](#)