

White label Wireframe specification

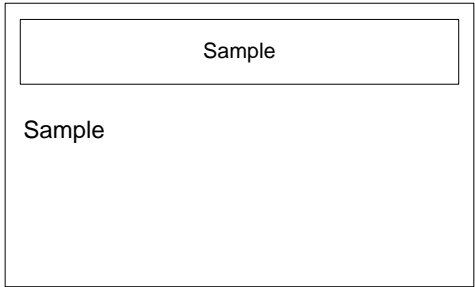
Website

Version 0.2, 11 August 2010

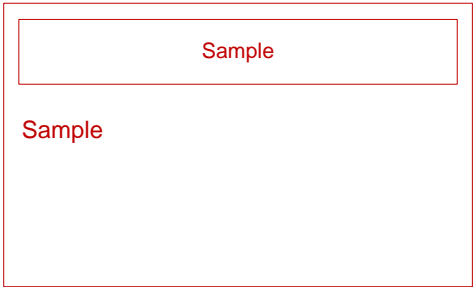
Revision History

Version	Date	Author(s)	Comments
0.1	03 August 2010	Dylan Bartlett	Initial draft for review.
0.2	09 August 2010	Dylan Bartlett	Amends raised in meeting of Wednesday 4 th August

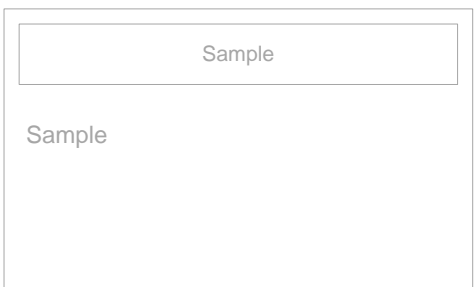
Key



Automated functionality
Elements in 'black' require no editorial, merchandising or CMS input.

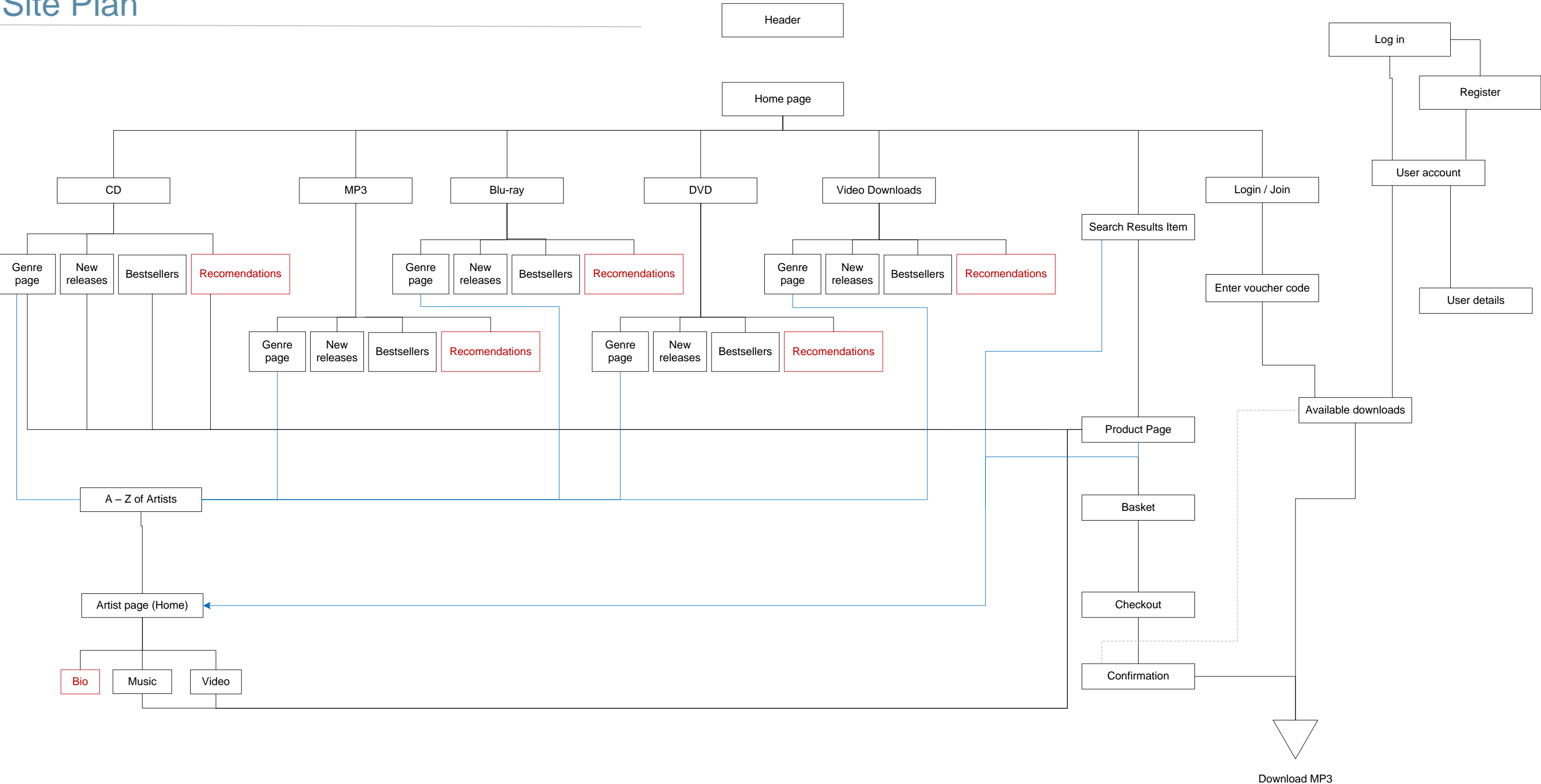


Manual Editorial input required
Elements in 'red' require input from the Admin and Content Management System.



Reference elements
Elements in 'grey' are specified elsewhere in the document and are for reference only.

Site Plan



Footer

[Contact Us](#)
[Help](#)
[Terms and Conditions](#)
[Privacy](#)
[Search terms](#)
[Site Map](#)

Header

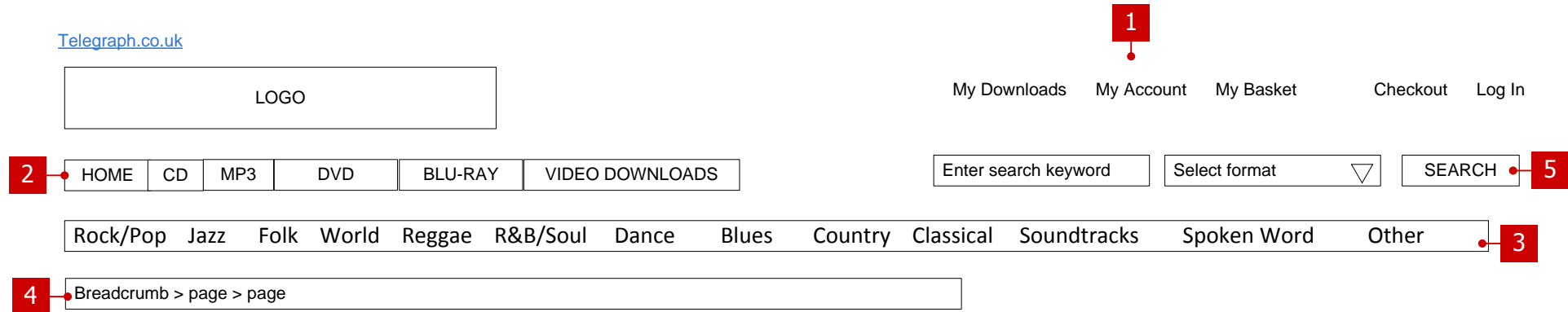
1 User area Navigation - Access links to users account area, Checkout and Log In / Log Out.

2 Top Navigation – Links to main areas of site and remains persistent throughout. User chooses the format that they are interested in here.

3 Sub-navigation – After user has selected an area from the Top Navigation then the Sub-navigation for that area becomes available. User chooses the genre that they are interested in here. The Sub-Navigation will appear either on a 'click'.

4 Breadcrumb – The breadcrumb appears once users Explore beyond the top level categories

5 Site search – Users can enter any search term here. Users can filter their search results by format selecting from CD, MP3, Blu-ray, DVD, Movie Download or All



Home Page

1 Carousel Hero Offers – A mix of ‘Hero’ offers: Products, News items and / or events rotate. If user mouse overs a Sub Hero then the Hero offer changes to show details of the sub hero and animation stops.

This is a free HTML area that is edited via CMS. It can be adapted to suit individual client needs.

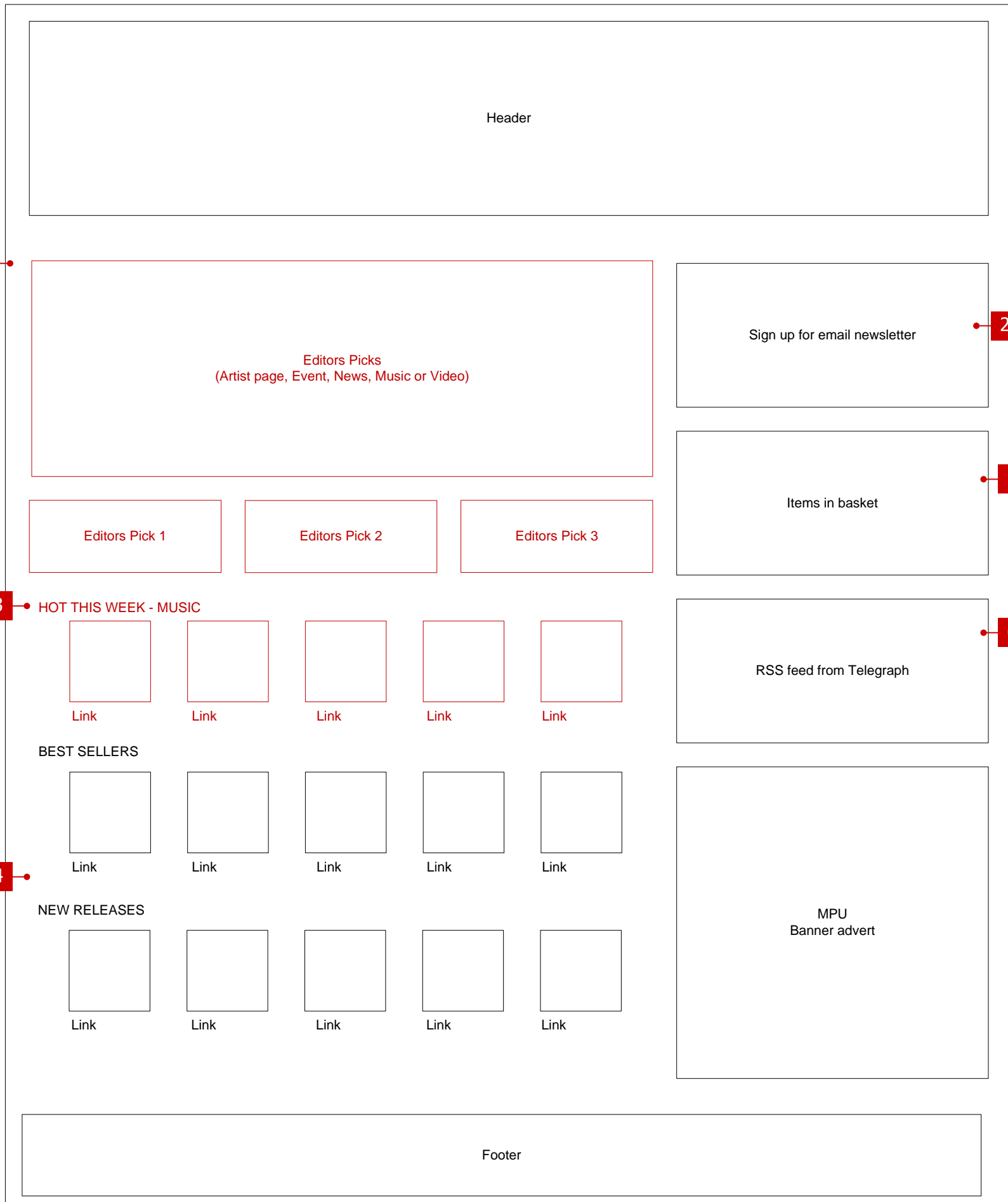
2 Sign up for newsletter – Users click link to sign and enter details to sign up for the email newsletter

3 Hot this week – Images linking to album and events. This is manually edited and updated though the Admin screens.

4 Best Sellers + New Releases – These lists are automated.

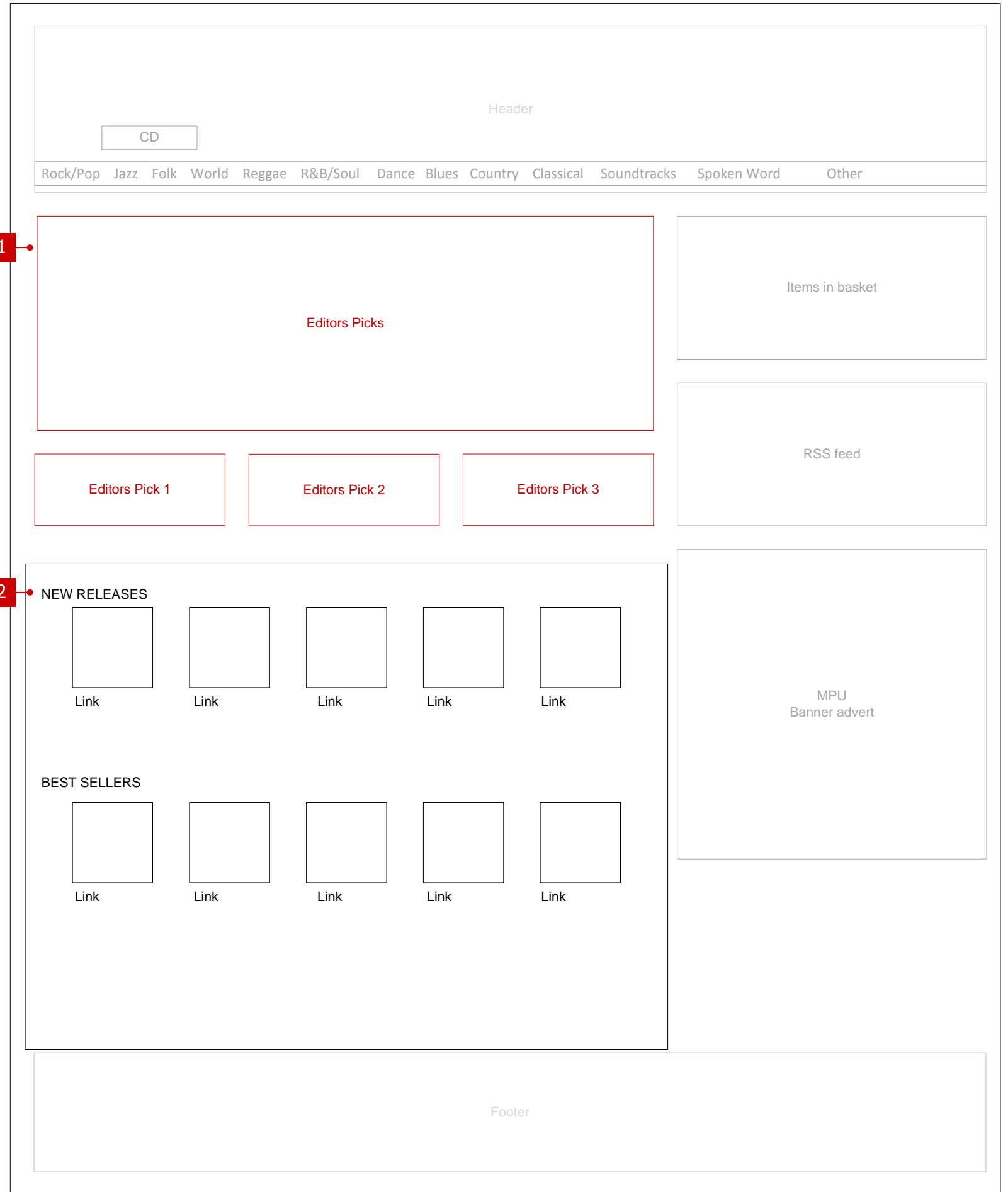
5 Items in basket – Displays recently add items to the basket

6 RSS – Displays the RSS feed from Telegraph culture section.



Music + Video page

- 1 Rotating Editors Picks** – an animated area showing various offers and promotions.
- 2 Music or Video Recommendations** – New Releases, Best Sellers and maintained via the CMS



Music + Video Genre page

1 Sub- Genre navigation – Genres from the top navigation will break out into sub-genres, for example Classical genre will contain – Opera, Ballet, Baroque, Medieval, Romantic sub-genres

2 Pagination and list sorting – User can change the amount of results displayed per page and change the sort order from 'Name' to 'Price' (ascending or descending)

3 Product list – All products in the selected genre are listed in a grid or list format.

Each item shows a thumbnail of the album artwork, Title, Format, Price and an 'Add to basket' button.

Clicking on the album artwork or title will result in a product page with all details being displayed for the album, track or video in question. (See product page)

HOME CD MP3 Blu-ray DVD Movie Download

Rock/Pop Jazz Folk World Reggae R&B/Soul Dance Blues Country Classical Soundtracks Spoken Word Other

Breadcrumb > page > page

GENRE TITLE

1 • Rock/Pop Artists

Dance
Metal
R&B
Rap
Reggae
Rock n' Roll

Editors Picks

2 • Items 1 to 10 of 50 total Page: 1 2 3 4 5 ▶ Show ▾ Per page

Sort by ▾ ↓

3 •

Title	Title	Title
Format	Format	Format
£9.99	£9.99	£9.99
Add to basket	Add to basket	Add to basket
Title	Title	Title
Format	Format	Format
£9.99	£9.99	£9.99
Add to basket	Add to basket	Add to basket

Items in basket

RSS feed

MPU Banner advert

Footer

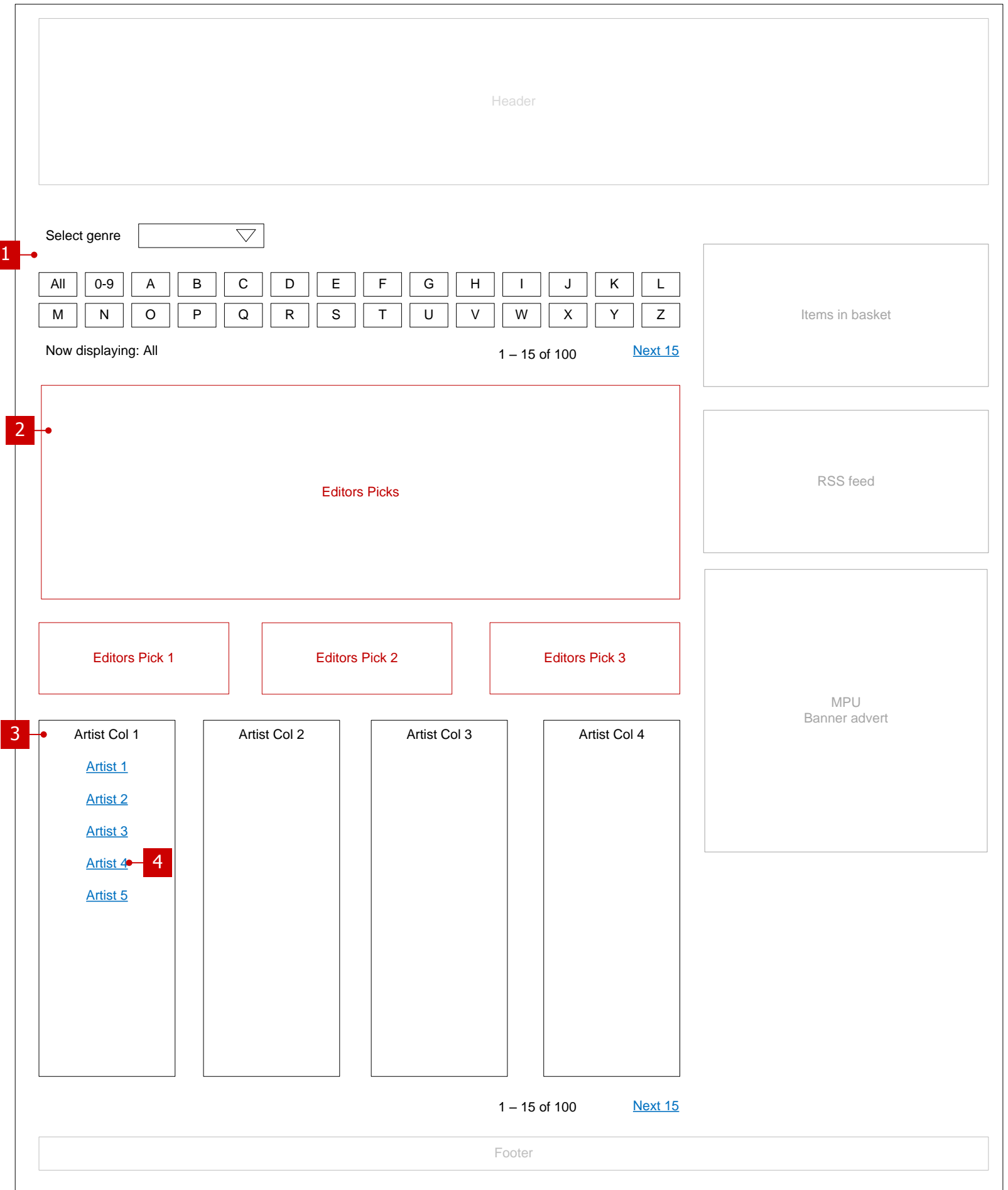
Artists Home Page

1 Genre + A-Z selector – User Selects genre followed by a letter all artists of that genre that begin with the letter selected will then be displayed

2 Editors picks – This area of the site can be used to promote products and / or offers

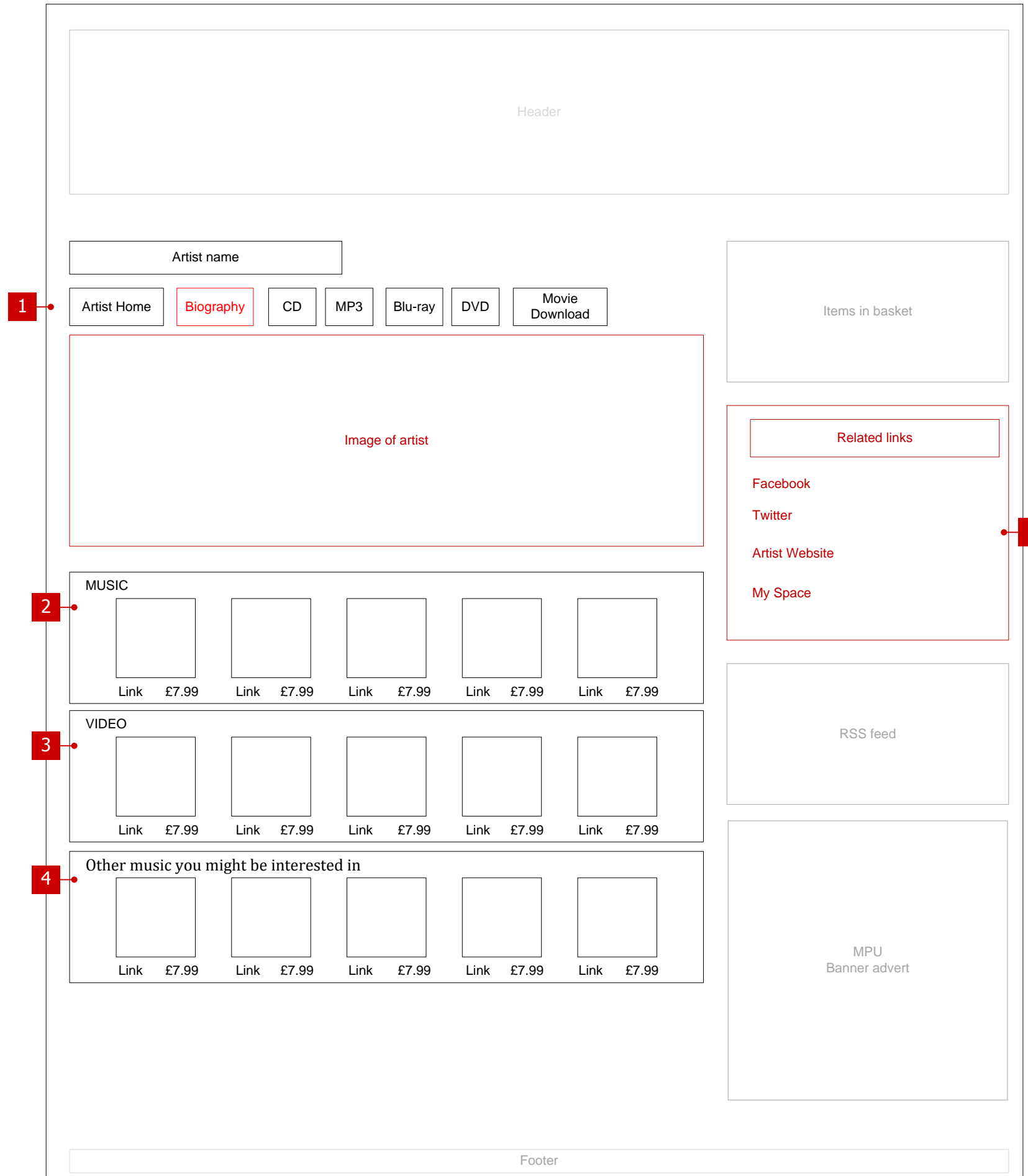
3 Artist Columns – Artists listed in columns across the page

4 Artist Link – Links to the Artists Home page



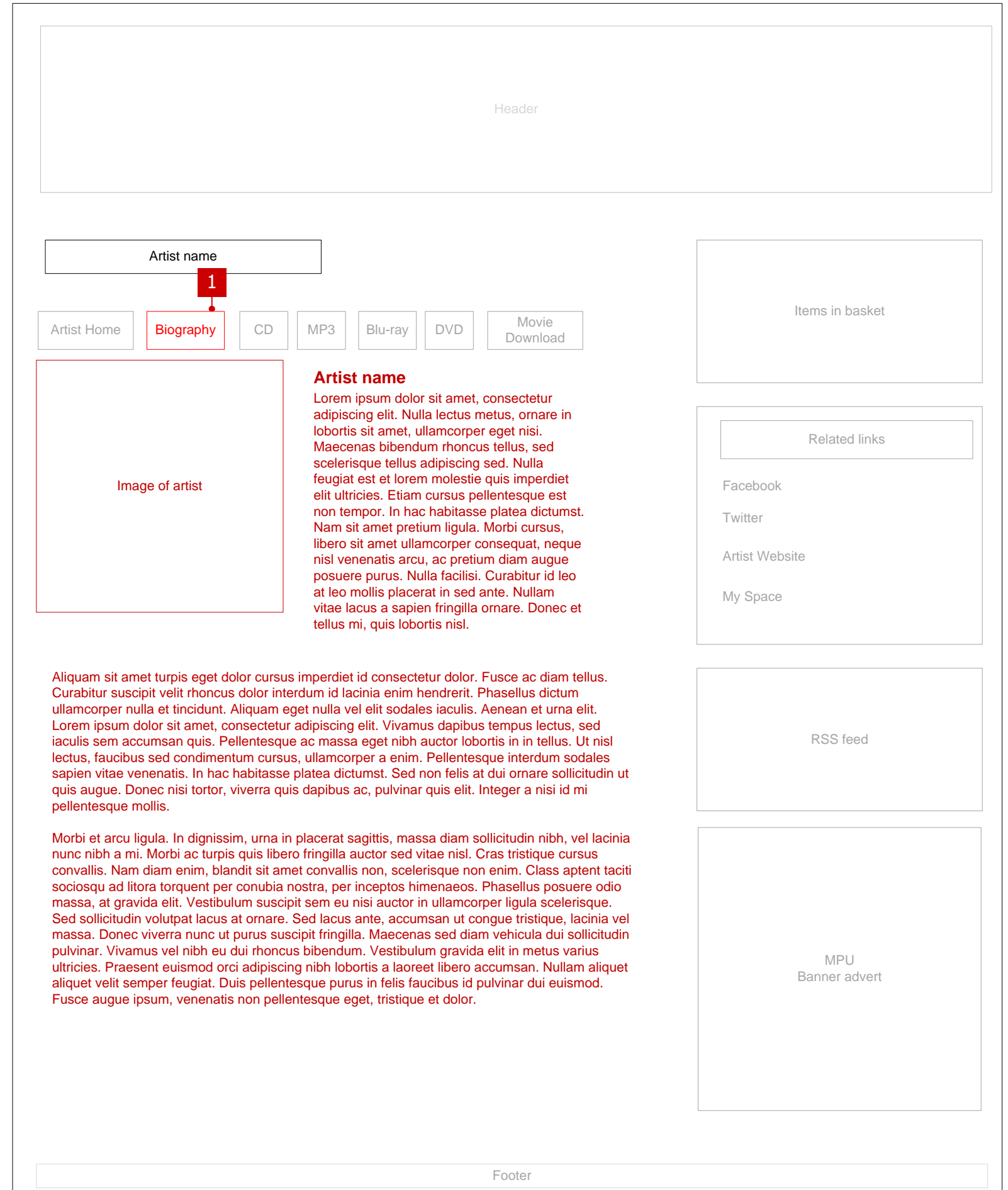
Artist page

- 1 Tab Navigation** – Used to navigate through Artist area
- 2 Music** – Albums, singles and Eps released by the Artist (Physical products and downloads)
- 3 Video** – Live recordings, interviews, video collections, documentaries etc (Physical products and downloads)
- 4 Similar Music** – Related or similar artist that the user may be interested in
- 5 Related Links** – Links to Artists Facebook, Twitter, Official Website and any other link required. Edited manually though the Admin area.



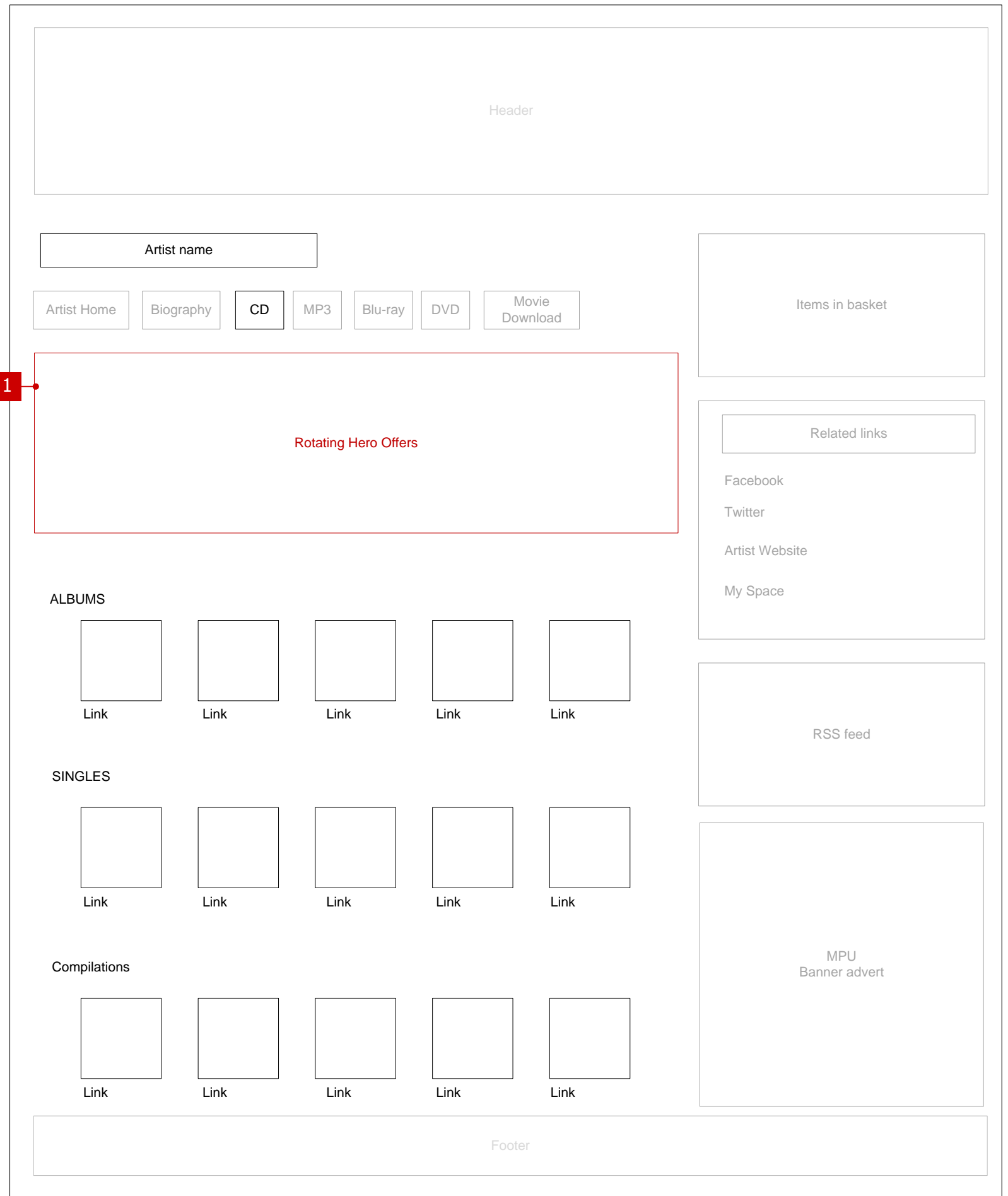
Artist Biography

1 Biography – This may not be available for every artist. Tab will not appear if the biography is not available.



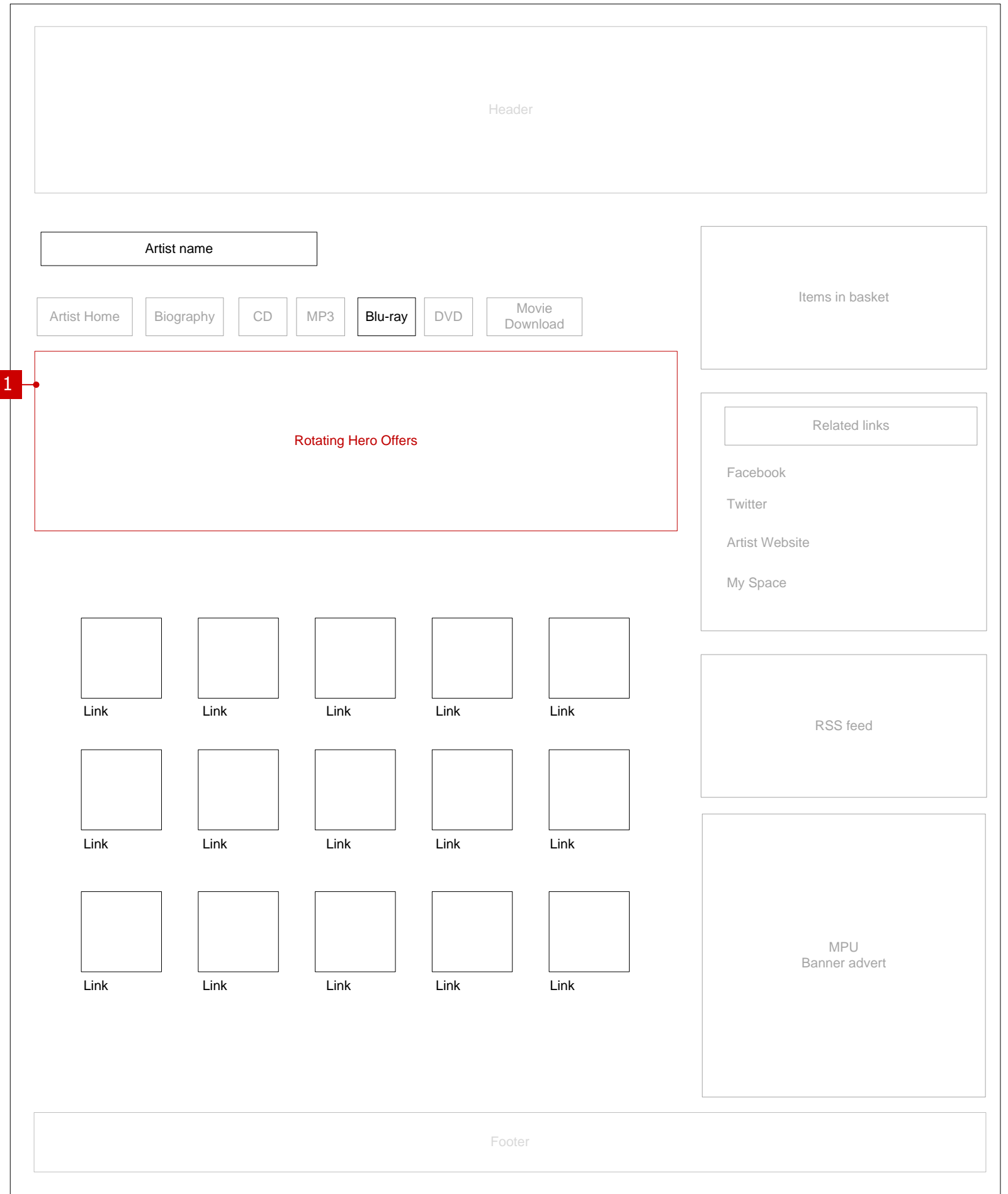
Artists Music – CD and MP3

1 **Hero Offers** – could rotate between any number of offers and promotions. Module does not appear if no offers are there.



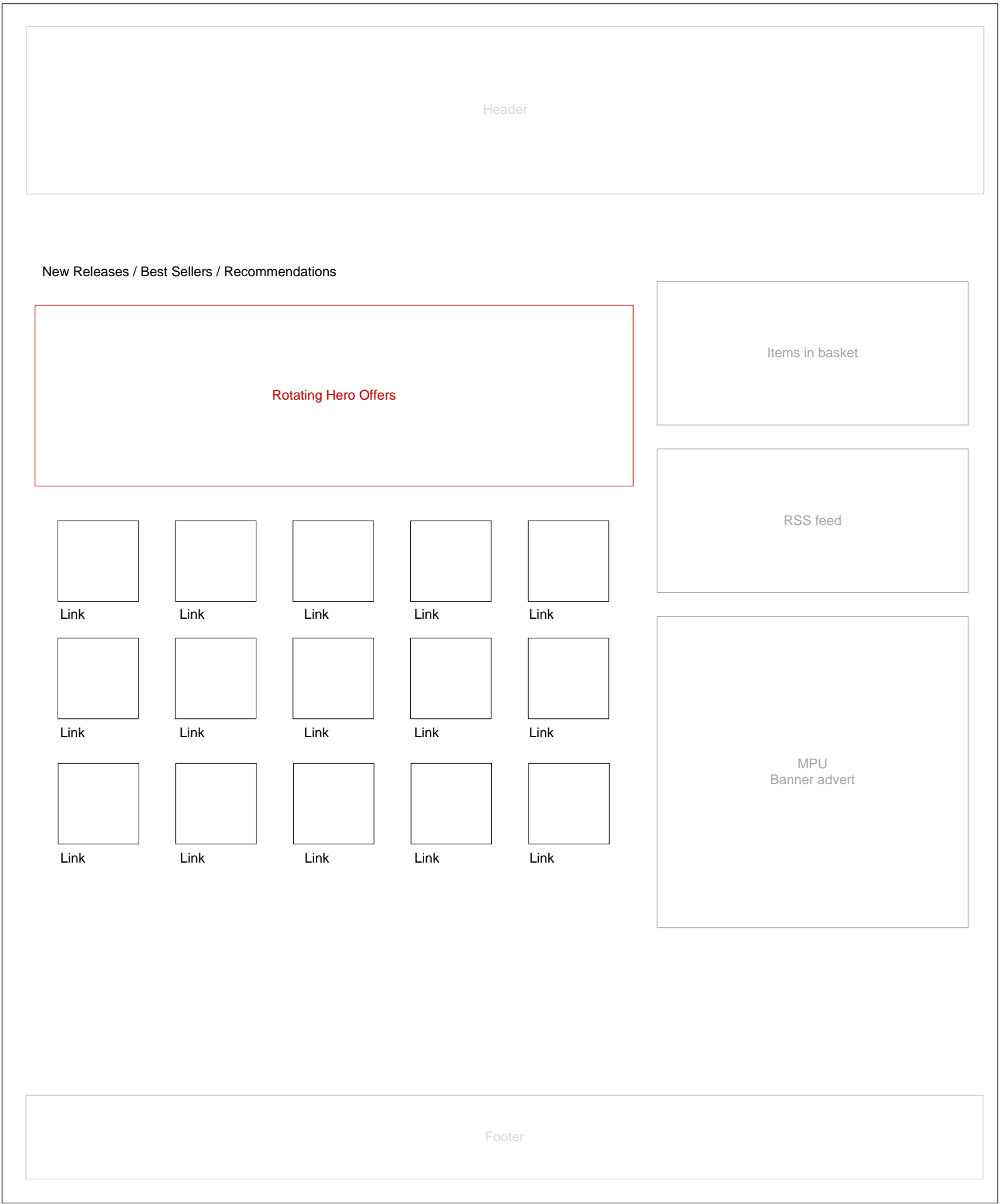
Artists Video / Blu-ray, DVD and Download

1 **Hero Offers** – could rotate between any number of offers and promotions. Module does not appear if no offers are there.



New Releases / Best Sellers / Recommendations

This page would be very similar for New Releases, Best Sellers and Recommendations. Each would be auto generated with a manual override with the exception of Recommendations which would always be manual



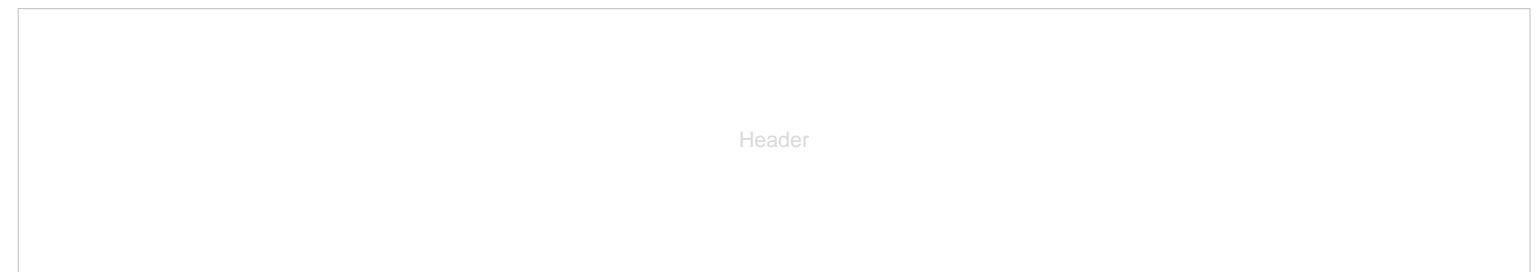
Search Results

1 Artist results – If the search term matches an artist that there is a dedicated page for then a link to that page will appear in this list.

2 Product results – Blu-ray, DVD, CD, MP3 and video downloads that match the search term are listed.

Clicking on the product title or thumbnail will take the user to the products detail page.

Clicking on the 'Add to basket' button will add the product to the basket.

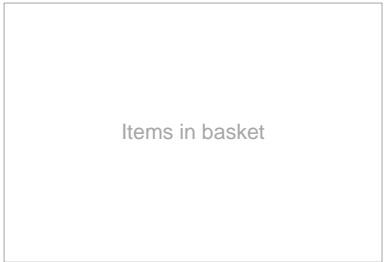


Results for events

1 – 15 of 100 [Next 15](#)

Artist results

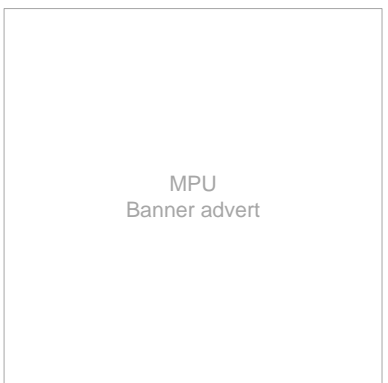
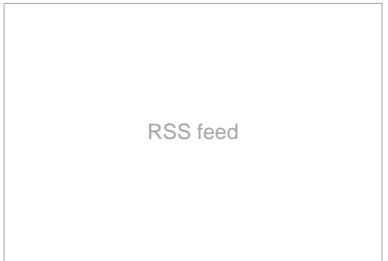
Artist name
Artist name
Artist name



Product results

2

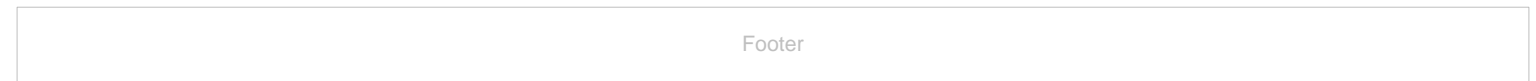
	Artist	Track / Album	Format	Price	
	Artist	Track / Album	Format	Price	Add to basket
	Artist	Track / Album	Format	Price	Add to basket



1 – 15 of 100 [Next 15](#)

OTHER STUFF YOU MAY BE INTERESTED IN BASED ON THIS SEARCH

Link	Link	Link	Link	Link



Product page

The product page template will be used for a product sold on the site (CDs, MP3s, Singles, T-Shirts, Posters etc). Modules will only appear as required. For instance a T-Shirt will not require sample tracks.

- 1 Album Cover** – Images Thumbnails of product.
- 2 Star rating** – User must be logged in to rate a PRODUCT
- 3 Availability** – Download for MP3, In Stock or 7 days for physical product
- 4 Review** – User must be logged in to review an album. The review form will display in a jquery 'light box' TBC
- 5 Album Details** – Details and specification for Album
- 6 Tracks** – User can select tracks to add to bask individually and listen to samples of tunes. (digital products only)
- 7 Related products** – These lists can consist of any item related to the featured product.
- 8 User reviews** – Users submits a review. Reviews are only displayed once approved by a moderator via the admin system.

Header

Large product image

Genre: Rock
Format: MP3
Release Date: 31/03/2009
Duration: 113 Mins
Catalog Number: AT1234

<input type="checkbox"/>	Track name	Price	Add to basket	Sample Player ▶
<input type="checkbox"/>	Track name	Price	Add to basket	Sample Player ▶
<input type="checkbox"/>	Track name	Price	Add to basket	Sample Player ▶

Add selected items to basket

Artist

Title

Description:
Conductor: Dimitry Yablonsky
Composer: Pyotr Il'yich Tchaikovsky
Orchestra: Russian State Symphony Orchestra

RRP £12.99
Price £9.99
Saving 20% £2

Add to basket

Customer rating

★ ★ ★ ★ ★

Review Album

Availability: Download

Overview

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ante turpis, ultricies id condimentum eget, molestie vitae magna. Nulla facilisi. Aenean odio mi, vehicula et cursus sed, euismod nec lorem...

Items in basket

Features

MPU
Banner advert

MUSIC by this artist

Link £7.99

Link £7.99

Link £7.99

Link £7.99

Link £7.99

Other music you might be interested in

Link £7.99

Link £7.99

Link £7.99

Link £7.99

Link £7.99

User reviews

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ante turpis, ultricies id condimentum eget, molestie vitae magna. Nulla facilisi. Aenean odio mi, vehicula et cursus sed, euismod nec lorem.

Footer

Voucher Redemption

1 Welcome text – Explains to user the steps they have to take to redeem their voucher

2 Join / Log in – User must be a member to download content. Once successfully logged in user is redirected to Voucher 2 (Step 2)

Header

Voucher Redemption

1 Welcome to the Voucher redemption page. To redeem your voucher you will first need to Login or Register

Step 1 – Join / Login

2 Join

Name

Email

Password

Confirm Password

[I agree to the terms & conditions.*](#)

[I am happy to receive regular newsletters](#)

[I am happy to receive information from carefully selected partners.](#)

Login

Email

Password

[Forgot your password?](#)

[Remember me](#)

Footer

Voucher Redemption

- 1 Voucher Code Submission** – User enters the code provide in email or if Web service with See Tickets is possible Voucher Code is pre populated from URL user receives in See Tickets purchase confirmation email
- 2 Voucher validation** – Once a valid Voucher code is entered then the user is taken to their My Downloads area where they can download the MP3.
- 3 Disabled Redeem Voucher button** – The 'Redeem Voucher' button in the header is disabled / greyed out on this page to avoid the user clicking away from this page in an attempt to complete the process.

The wireframe illustrates the layout of the Voucher Redemption page. At the top, a header area contains a greyed-out 'Redeem voucher' button, marked with a red '3'. Below the header, the main content area features the title 'Voucher Redemption' and a sub-heading 'Step 2 - Redeem Voucher'. Underneath, the text 'Redeem voucher' is followed by a form consisting of an input field (marked with a red '1') and a 'Submit' button (marked with a red '4'). At the bottom of the page, a footer area is indicated.

Register

1 Register Details – Standard user details captured for registration to be defined

2 Bands I'd like to be kept in touch about – User enters band events that they would like to see. Once captured this information can be used for marketing.

Need to check against See Tickets registration requirements.

3 Country drop down – User selects their country from a drop down list.

Header

Register

<p>1 First Name <input style="width: 100%;" type="text"/></p> <p>SurnameName <input style="width: 100%;" type="text"/></p> <p>Address 1 <input style="width: 100%;" type="text"/></p> <p>Address 2 <input style="width: 100%;" type="text"/></p> <p>City / Town <input style="width: 100%;" type="text"/></p> <p>3 Country <input style="width: 100%;" type="text"/></p> <p>Postcode / Zip <input style="width: 100%;" type="text"/></p> <p>The above address will be used as your billing address. You can change it and add alternative delivery addresses in the 'My Details Section' later.</p>	<p>Telephone <input style="width: 100%;" type="text"/></p> <p>Mobile <input style="width: 100%;" type="text"/></p> <p>Email <input style="width: 100%;" type="text"/></p> <p>Confirm Email <input style="width: 100%;" type="text"/></p> <p>Password <input style="width: 100%;" type="text"/></p> <p>Confirm Password <input style="width: 100%;" type="text"/></p> <p><input type="checkbox"/> I agree to the terms & conditions.*</p> <p><input type="checkbox"/> I am happy to receive regular newsletters.</p> <p><input type="checkbox"/> I am happy to receive information from carefully selected partners.</p> <div style="text-align: right; margin-top: 10px;"><input type="button" value="Reset"/> <input type="button" value="Submit"/></div>
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Footer

Log in

1 Log in Details – Basic log in details to be defined

Header

Log in

Please log in below or [Register here](#)

1

Email

Password

[Forgot your password?](#)

[Remember me](#)

Reset

Submit

Footer

My Account

1 Edit details – User can edit and submit any changes made to their contact details

2 MY MUSIC, MY TICKETS and MY MERCHANDISE – Shows records of items purchased on the site.

Header

- Account Dashboard
- Account Information
- My Addresses
- My Orders
- My Product Reviews
- Newsletter Subscriptions
- My Downloads
- My Cart
 You have 2 items in your cart

Hello Customer Name

Order #	Date	Ship to	Total	Status	
AT1928	11/05/2010	Customer	£9.99	Complete	View
AT1912	01/05/2010	Customer	£7.99	Complete	View
AT1901	11/06/2010	Customer	£10.99	Complete	View

Contact information
 Customer Name
 Customer@customerEmail.com
[Edit](#) **1**
[Change Password](#)

Newsletter
 You are currently subscribed to Artist Ticket Newsletter
[Edit](#)

Address book
 PRIMARY BILLING ADDRESS
 Customer Name
 3 Heathfield terrace
 London, w4 4je
 United Kingdom
 T: 012341234
[Edit Address](#)

PRIMARY SHIPPING ADDRESS
 Customer Name
 imediacast
 26-28 Hammersmith Grove
 London, Greater London, W6 7BA
 United Kingdom
 T: 07866531094
[Edit Address](#)

Footer

My Downloads

1 Download Instructions – Lets the user know their download options.

2 Pagination – User can navigate their way through their downloads.

3 Order info – Link to order info and printable invoice

4 Link to download track – User can download MP3 track via this link through the browser if they do not wish to get the Download Manager

5 Link to download and install the Download Manager – User can use the Download Manager to download entire Albums from one link.

The wireframe shows a page layout for 'My Downloads'. At the top is a 'Header' box. Below it is a navigation sidebar with links: Account Dashboard, Account Information (callout 1), Address Book, My Orders, My Product Reviews, Newsletter Subscriptions, My Downloads, and My Cart (containing 'You have 2 items in your cart' and a 'Go to cart' button). The main content area is titled 'My Downloads' and contains a paragraph of Lorem Ipsum (callout 1). Below the text is a pagination section with 'Items 1 to 5 of 37 total' (callout 2) and links for 'Page: 1 2 3 4'. An 'Order number: 0012354' is displayed (callout 3). To the right is a 'Get download manager' button (callout 5) and a 'Show 10 per page' link. The main content area features a table with columns for 'Album Name' and 'Date ordered'. The first row includes an 'Artwork' box (callout 4) and a list of five 'Track name (Click to Download track)' links. A second row is partially visible below, showing 'Order number: 0012353' and 'Date ordered'. At the bottom is a 'Footer' box.

Basket

Header

PROCEED TO CHECKOUT

MUSIC

<input type="checkbox"/>	Artist	Album	£7.99	<input type="checkbox"/> Remove item
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Enter Voucher code

UPDATE CART

TOTAL £XX.XX

CONTINUE SHOPPING

PROCEED TO CHECKOUT

Footer

Checkout pages

Header

1. Checkout method

<p>Register to Create an Account</p> <div data-bbox="1495 667 1653 724" style="border: 1px solid black; display: inline-block; padding: 2px 10px;">REGISTER</div>	<p>Login</p> <p>Already registered? Please log in below:</p> <p>Email Address *</p> <input data-bbox="2071 768 2546 821" type="text"/> <p>Password *</p> <input data-bbox="2071 863 2546 915" type="password"/> <div data-bbox="2395 947 2549 1003" style="border: 1px solid black; display: inline-block; padding: 2px 10px;">LOGIN</div>
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2. Billing Information

3. Shipping Information

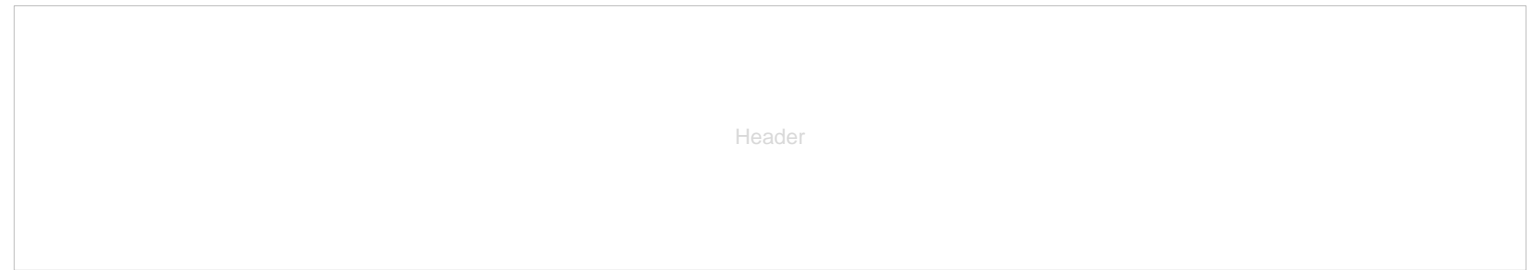
4. Payment Information

5. Order Review

Footer

Confirmation

- 1 Product details** – Confirmation of the product that has been purchased and links back to the relevant Artist and Product page.
- 2 Order Number** – Links to the Order Details page where the customer can print an invoice and track their order status.
- 3 Confirmation Fulfilment message** – The message displayed is dependent on the type of product purchased. On purchasing a Download the user will be directed to the 'Downloads area'. If the user purchases a physical order then confirmation of the Delivery address is given



Header

Thank you very much for your purchase of:

1 → [Artist](#) [Album / Track / Physical product](#)

Your order number is: [AT00124](#) → **2**

Your download is waiting for you in your [Download area](#)

You may also download your files through the browser here:

[Artist – Track name – MP3](#)

[Artist – Track name – MP3](#)

[Artist – Track name – MP3](#)

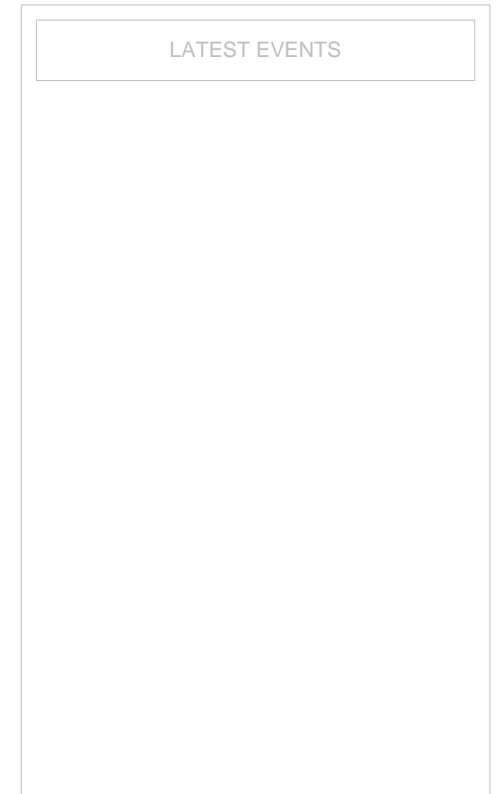
[Artist – Track name – MP3](#)

3 → Or

Your Order will be processed and dispatched to;

Customer name at

Delivery Address
234 High Street
Hammersmith
London
W6 7BA



LATEST EVENTS

OTHER STUFF YOU MAY BE INTERESTED IN BASED ON YOUR PURCHASE



Link



Link



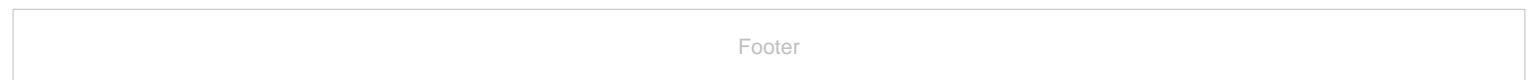
Link



Link

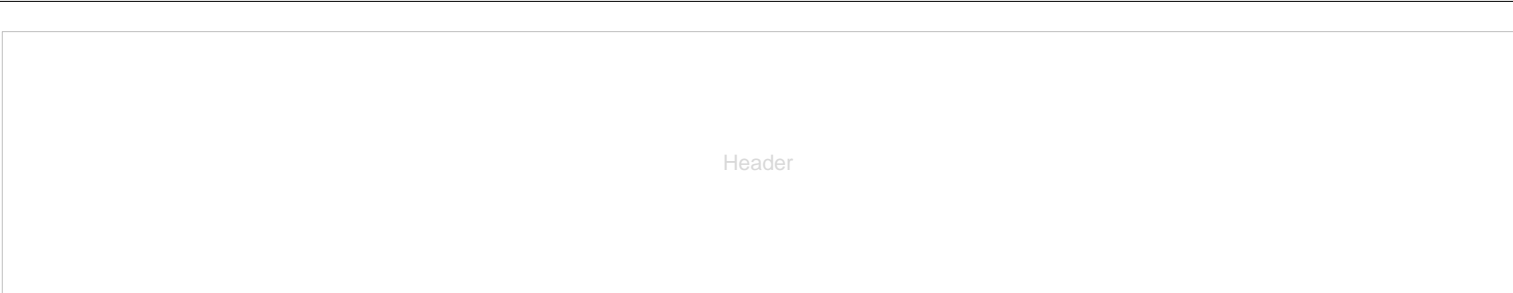


Link



Footer

Help, Contact Us, Terms & Conditions



Header

Page Title

- [Link to sub heading](#)
- [Link to sub heading](#)
- [Link to sub heading](#)
- [Link to sub heading](#)

Sub Heading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lectus metus, ornare in lobortis sit amet, ullamcorper eget nisi. Maecenas bibendum rhoncus tellus, sed scelerisque tellus adipiscing sed. Nulla feugiat est et lorem molestie quis imperdiet elit ultricies. Etiam cursus pellentesque est non tempor. In hac habitasse platea dictumst. Nam sit amet pretium ligula. Morbi cursus, libero sit amet ullamcorper consequat, neque nisl venenatis arcu, ac pretium diam augue posuere purus. Nulla facilisi. Curabitur id leo at leo mollis placerat in sed ante. Nullam vitae lacus a sapien fringilla ornare. Donec et tellus mi, quis lobortis nisl.

Aliquam sit amet turpis eget dolor cursus imperdiet id consectetur dolor. Fusce ac diam tellus. Curabitur suscipit velit rhoncus dolor interdum id lacinia enim hendrerit. Phasellus dictum ullamcorper nulla et tincidunt. Aliquam eget nulla vel elit sodales iaculis. Aenean et urna elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dapibus tempus lectus, sed iaculis sem accumsan quis. Pellentesque ac massa eget nibh auctor lobortis in in tellus. Ut nisl lectus, faucibus sed condimentum cursus, ullamcorper a enim. Pellentesque interdum sodales sapien vitae venenatis. In hac habitasse platea dictumst. Sed non felis at dui ornare sollicitudin ut quis augue. Donec nisi tortor, viverra quis dapibus ac, pulvinar quis elit. Integer a nisi id mi pellentesque mollis.

Morbi et arcu ligula. In dignissim, urna in placerat sagittis, massa diam sollicitudin nibh, vel lacinia nunc nibh a mi. Morbi ac turpis quis libero fringilla auctor sed vitae nisl. Cras tristique cursus convallis. Nam diam enim, blandit sit amet convallis non, scelerisque non enim. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus posuere odio massa, at gravida elit. Vestibulum suscipit sem eu nisi auctor in ullamcorper ligula scelerisque. Sed sollicitudin volutpat lacus at ornare. Sed lacus ante, accumsan ut congue tristique, lacinia vel massa. Donec viverra nunc ut purus suscipit fringilla. Maecenas sed diam vehicula dui sollicitudin pulvinar. Vivamus vel nibh eu dui rhoncus bibendum. Vestibulum gravida elit in metus varius ultricies. Praesent euismod orci adipiscing nibh lobortis a laoreet libero accumsan. Nullam aliquet aliquet velit semper feugiat. Duis pellentesque purus in felis faucibus id pulvinar dui euismod. Fusce augue ipsum, venenatis non pellentesque eget, tristique et dolor.

Sub Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lectus metus, ornare in lobortis sit amet, ullamcorper eget nisi. Maecenas bibendum rhoncus tellus, sed scelerisque tellus adipiscing sed. Nulla feugiat est et lorem molestie quis imperdiet elit ultricies. Etiam cursus pellentesque est non tempor. In hac habitasse platea dictumst. Nam sit amet pretium ligula. Morbi cursus, libero sit amet ullamcorper consequat, neque nisl venenatis arcu, ac pretium diam augue posuere purus. Nulla facilisi. Curabitur id leo at leo mollis placerat in sed ante. Nullam vitae lacus a sapien fringilla ornare. Donec et tellus mi, quis lobortis nisl.

Aliquam sit amet turpis eget dolor cursus imperdiet id consectetur dolor. Fusce ac diam tellus. Curabitur suscipit velit rhoncus dolor interdum id lacinia enim hendrerit. Phasellus dictum ullamcorper nulla et tincidunt. Aliquam eget nulla vel elit sodales iaculis. Aenean et urna elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dapibus tempus lectus, sed iaculis sem accumsan quis. Pellentesque ac massa eget nibh auctor lobortis in in tellus. Ut nisl lectus, faucibus sedr.



Footer

Footer

My Account – Links to users account detail. If user is not logged in then Login or Register links are displayed

[CONTACT US](#) [HELP](#) [PRIVACY](#) [TERMS AND CONDITIONS](#) [SITE MAP](#) [SEARCH TERMS](#)