

DMEI Website Wireframes Preview

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WHAT ARE WIREFRAMES?

Why review a rough blueprint of a design plan before the actual designing begins?



- Planning the structure first steers the design process
- Settle on function then work on the cosmetics
- Helps development know how to start the coding process with more information
- Reviewing how things resize on small and large screens ensures there are no “surprises”

FEATURE HIGHLIGHTS

Key enhancements and special functions to be included in the new theme



Responsive design to fit all screens including mobile and tablet



Accessibility controls for easier readability and contrast

Also:

- [Social Media feeds](#)
- [Video embeds](#)
- [Latest articles](#)
- [FAQs](#)
- [History timeline](#)
- [Search documents](#)



Custom “Find A Doctor” feature based around services, locations



Integrations with calendars and events plugins



Tag testimonials to doctors or services to have them appear on site



Easy block editor to arrange pages and special features

THE MENU STRUCTURE

Have a lot of content but still make things as easy as possible to find

- Only six main categories
- Give patients their own prominent button
- Top level buttons all have their own special landing page
- Familiar flyouts/dropdowns for sub-topics, easy scrolling on mobile
- Flyouts become accordions on mobile
- Search button can find pages, articles, or even documents that match
- Small help icon always in bottom right
- Click the help icon, it slides in with a mini help menu
- Book Appointment makes for an easy contact point
- Contains accessibility tools to improve site visibility/legibility
- Easy jump back to top of site when on long content pages

BUILDING PAGES

A bit about templates, blocks, and what you're about to see...

- A “template” is just a pre-arranged set of “blocks” to help create pages with special features quickly/easily
- We build blocks into your theme so that your page’s designs can stay consistent in design and performance
- Giving you templates means you can start a page from a half done starting point rather than from scratch
- Most template starter pieces can be put elsewhere, replaced with other pieces as needed
- We came up with **14** template ideas to help build all your content types...

TEMPLATE 1: TOP PAGES

Have your main section landing pages get visitors started on your favorite topics

- Used for homepage, top-level buttons like Services, Events, Research, Education...
- Intended to send visitors deeper into site's content, highlight each section's main features
- Easily pick which pages are shown in your top tiles
- Featured content tool has 1+4 or 2+3 options to tile things differently
- Drop in news feeds, videos, calls to action, other content easily

TEMPLATE 2: MORE CONTENT

More content, but still geared toward helping visitors find the best sub-topics

- Used for “second-level” pages like research programs, top services, fellowships/residencies, careers
- Basically, use anywhere that still has sub-topics to read but also has lots of its own top-level content
- Should be informative but still call visitors to take actions, read other articles, find a doctor, donate, etc.

TEMPLATE 3: FIND A DOCTOR

Your site's primary special feature

- Not a page template, but a big part of the wireframes
- Users can select more than one piece from a dropdown, remove filters by clicking the X
- Can also link to results in a call-to-action “click here for all doctors that provide this service, work at this location, etc.”

TEMPLATE 4: STAFF BIOS

What you'll see when clicking on a person's "card" in the results

- When entering staff just tag them with locations, departments, and services
- It'll fill out their bio and add them into the search results
- Linking to documents, articles, or other sites will add an icon (and also search engine friendly schema)
- Can add other blocks (awards, videos) as needed
- Testimonials are automatic if you tag the doctor when you enter them into the site

TEMPLATE 5: DIRECTORIES

Inserting staff into other pages

- Can be used for location or department staff, research faculty, board of directors, admin leadership
- Page can be fully edited, then drop in a list of staff anywhere
- Can have more than one list per page (such as institute and foundation directors both on one page but in two lists)
- Do a search for location, department, staff role and it will pull all staff who match

TEMPLATE 6: PATIENTS

A helpful page to plan their visit

- Features blocks for styled lists and an FAQ
- These blocks can be used on other help pages too
- Can show general testimonials or narrow it down
- Call to action could send them to find a doctor, book an appointment, pay their bill, etc.

TEMPLATE 7: EVENTS

View more info on featured events

- Workshops, lectures, conferences, debates, clubs, program enrollment, resident and alumni meetings, etc.
- Automatically add event reminders to personal calendars
- Can add presenter bio, videos, testimonials from past attendees, etc.
- Will be connected to your new site's overall events calendar system

TEMPLATE 8: CALENDAR

A collection of all events, easily searched

- Feature one-time events as well as recurring lectures
- Can color-code by department, type, etc. for when all events are shown at once
- Each department or section can have its own pre-filtered calendar on a page

TEMPLATE 9: LOCATIONS

Overall spread map and cards featuring each location individually

- Each location as a pushpin on a map
- Locations also listed below with brief info and then a link to its own featured page containing its own content

TEMPLATE 10: OUR HISTORY

Featuring a unique timeline showcase

- Landmark events in company history will arrange chronologically on a timeline
- Timeline will fit differently on narrow screens
- Include 40th anniversary video, add more content as needed

TEMPLATE 11: CONTACT US

Catch those who don't know who to ask

- Main contact info featured up top prominently
- Contact form can be as brief as needed
- Selecting a category or department can direct to the appropriate email address automatically (clinicians, lenses, LASIK, research, jobs, billing, etc.)

OTHER PAGES

A quick look at additional wireframes

- Blog with columns that adjust to smaller screens
- Search results can include documents and articles, not just pages
- Even “plain” pages and blog posts will have a template so styling will work on newly created content

Design Phase

NEXT STEPS

- ✓ Take feedback on wireframes
- ✓ Make adjustments as needed
- ✓ Begin graphics and cosmetics
- ✓ Present web design for approval