#### BIGWING



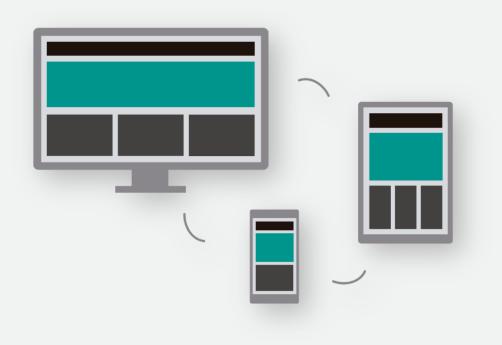
# DMEI Website Wireframes Preview

Prepared for Dean McGee Eye Institute

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#### WHAT ARE WIREFRAMES?

Why review a rough blueprint of a design plan before the <u>actual</u> 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

Ø

Custom "Find A Doctor" feature based around services, locations



Integrations with calendars and events plugins

- Video embeds
- Latest articles
- FAQs
- History timeline
- Search documents



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 subtopics, 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 40<sup>th</sup> 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