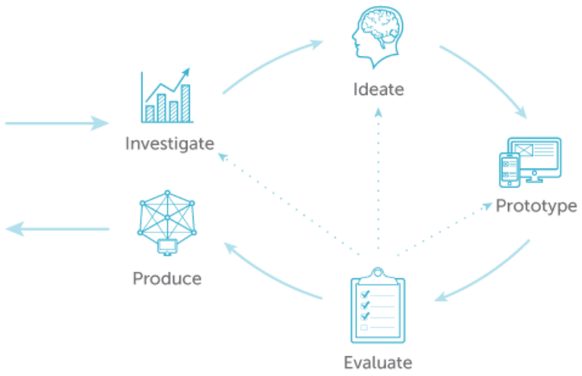
June 11, 2015

MAZDA DEALERSHIP APP REFRESH_V2

PRIMARY WIREFRAMES: Establishing Site Structure

ALONG THE DESIGN PROCESS



* Typically these steps in the process are presented to the client as part of the wireframe discussion. Due to a change in the timeline, the production of these deliverables has been postponed to prioritize the first release of the application.

1 INVESTIGATE

- **UNDERSTAND THE PRODUCT**
  - * UI/UX Analysis
- **UNDERSTAND THE BRAND**
  - review brand guidelines
  - review current digital presence
- **UNDERSTAND THE COMPETITORS**
  - * competative analysis
- **UNDERSTAND CURRENT UI/UX TRENDS**
  - review applications & websites that function well

2 IDEATE

- **ESTABLISH PROJECT GOALS**
  - guided by findings in the investigation phase
- **EXPLORE THE SITE STRUCTURE**
  - sketch multiple options
  - recognize problems & work toward solutions
- **INTITIAL WIREFRAMES/CLIENT FEEDBACK**
  - propose overall structure
  - collaborate with client to generate final wireframes
- **BEGIN VISUAL EXPLORATIONS**
  - *visual mood board
  - *ui/ux mood board

1. DESIGN FOR THE USER: Salesperson

2. MAKE INFORMATION QUICKLY & EASILY ACCESIBLE: Simplify the process

3. CREATE A FRAMEWORK THAT WILL ALLOW FOR FEATURES/FUNCTIONS TO EASILY BE ADDED IN THE FUTURE

4. CREATE A UX PARADIGM THAT FOCUSES ON PERFORMANCE AND USABILITY (specifically the problem with wifi at dealerships)

WHAT DOES A WIREFRAME DO?

A wireframes is a visual guide that represents the skeletal framework of a website or application. It depicts the page layout or arrangement of the website's content, including interface elements and navigational systems, and how they work together.

WHAT DOESN'T A WIREFRAME DO?

A wireframe does NOT address visual design (typography, imagery, color etc)

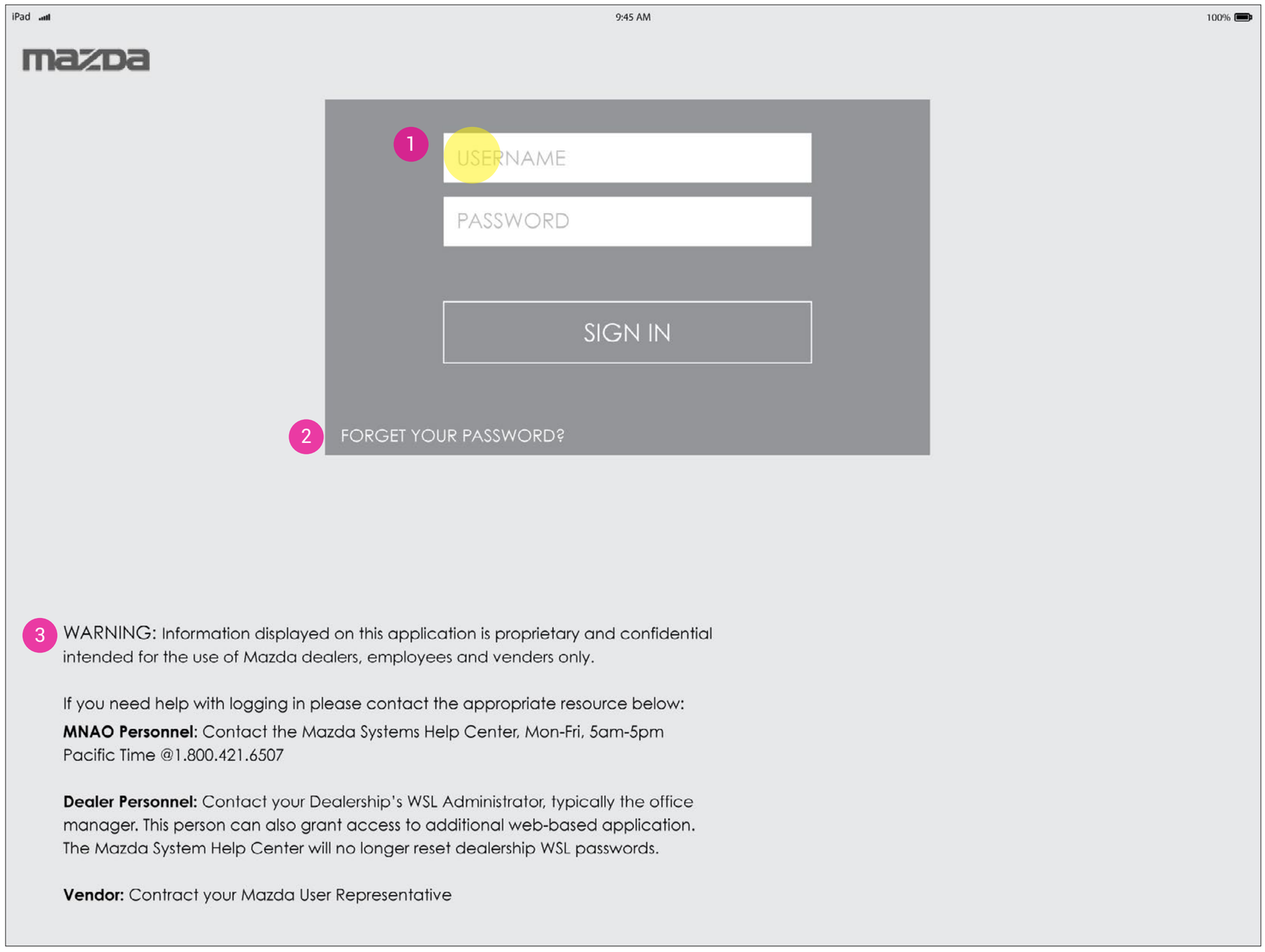
THE WIREFRAMING PROCESS:

Today's presentation is the first step in the collaboration of the designer and the customer. Once we have established the navigation system, all pages will be wireframed to establish the location of elements. This will happen in conjunction with the developement of the visual design.

wireframe key

- 1 indicates a note
- a touchpoint, indicating user flow
- indicates an image or graphic

WIREFRAMES: Log-in Page



NOTES:

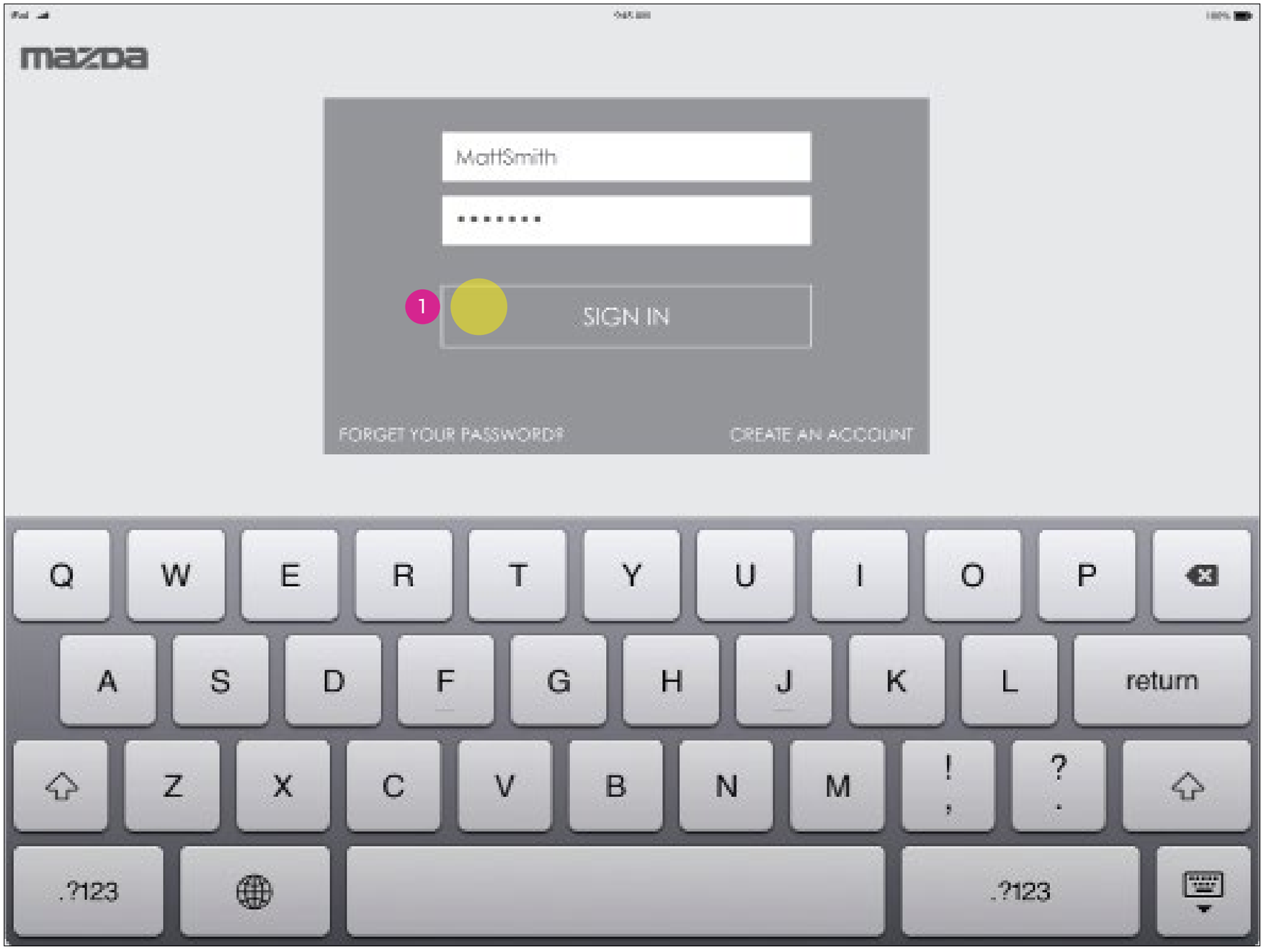
1. When "username" or "password" fields are touch activated, the keyboard pops up. (shown in next slide)

2. "Forget Your Password" will activate a process that helps the user reset their username or password. Process tbd.

3. "Warning" The copy has been editied a bit, but the information is the same. Does this need to pass by legal?

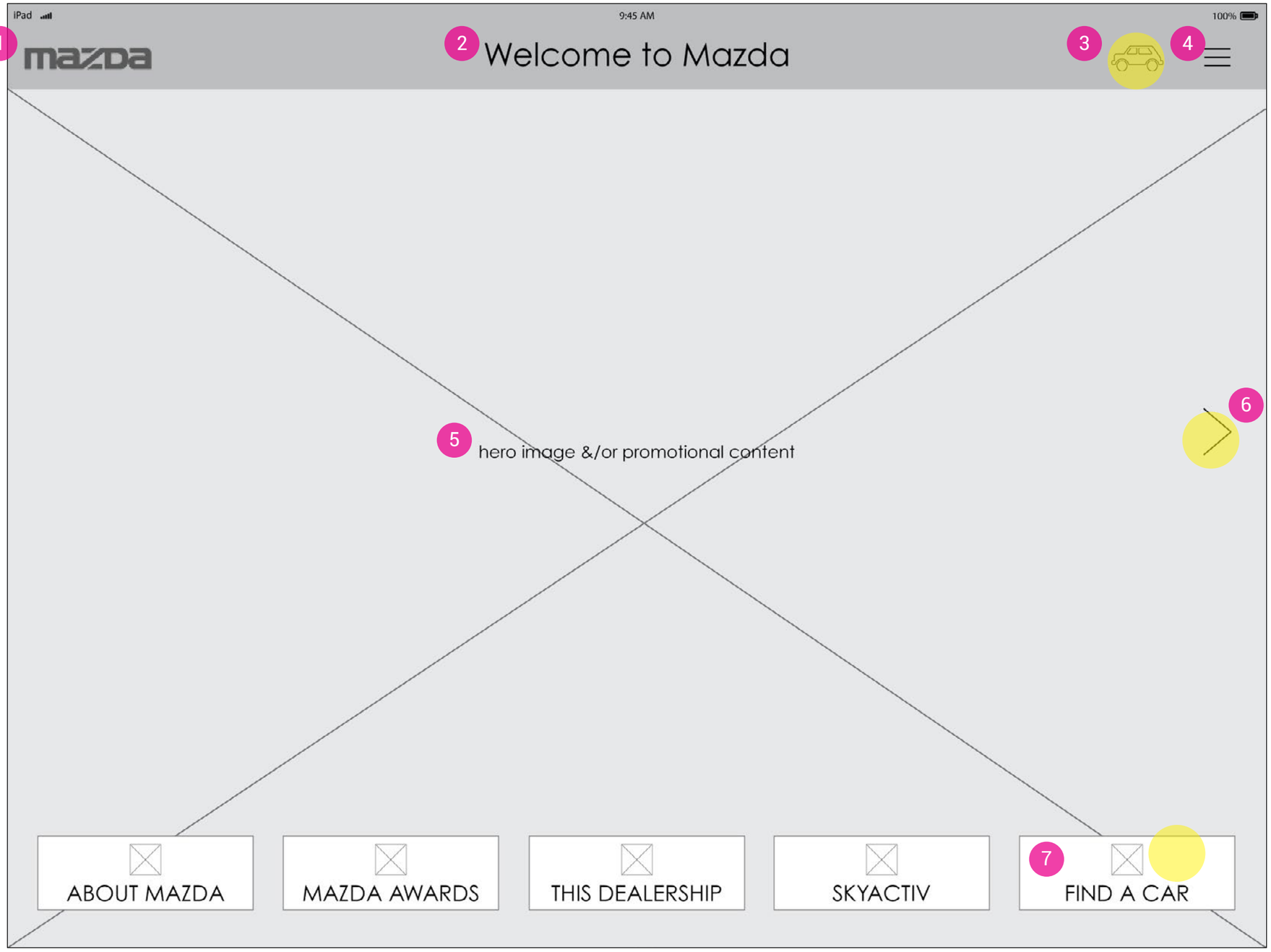
please note: The options for other countries/languages, seen on the current log in page, have been removed.

WIREFRAMES: Log-in Page



NOTES:

1. Clicking on “Sign in” takes the user to the apps home page (shown in the next slide)



NOTES:

1. "Mazda Logo": This acts as a home button.

2. "Messaging": The copy will change here to indicate the title of the page in use.

3. "Car Button": This button activates a menu that deals specifically with all actions around looking for/at specific cars.

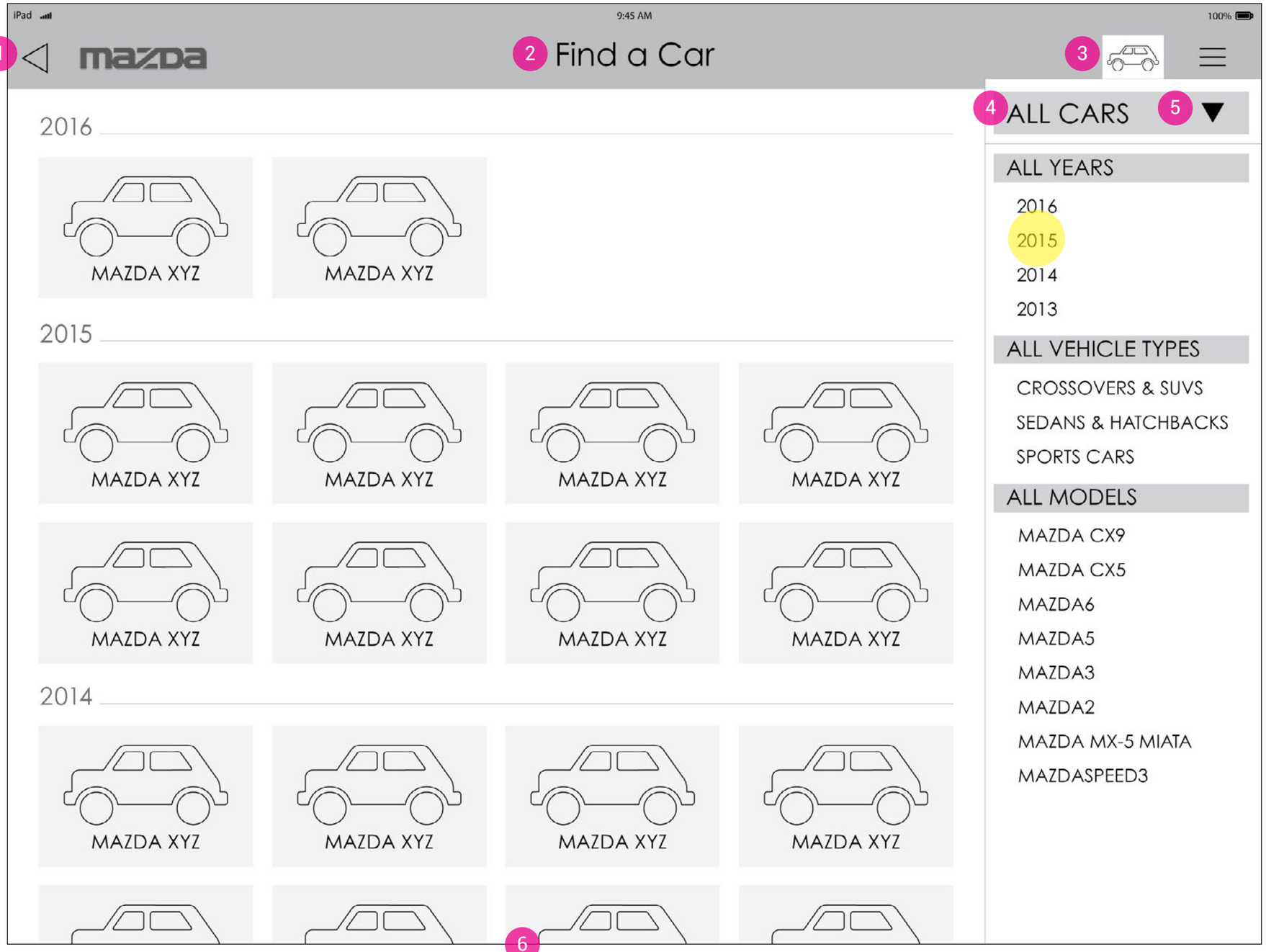
4. "Menu Button": This button activates the global navigation menu. This deals with high level actions not related to a specific vehicle.

5. "Hero Image": This will be a large hero image and can be changed according to need. For example, this image can be easily replaced with promotional materials or imagery of new models.

6. Swipe Right: The user can quickly navigate to the "choose a car" screen from here. The user can also get to this page in the "Car Menu" or by using the "Find a Car Button".

7. "Find a Car Button": The user can quickly navigate to the "choose a car" screen from here. The user can also get to this page in the "Car Menu" and swiping right.

WIREFRAMES: Find a Car Page



NOTES:

1. Back button appear to the left of the home button. This appears on all screens except for the home screen.

2. Title changes to read “Find a Car”

3. The Car Menu is automatically set to open when “Find a Car” screen is shown. User can close this screen by clicking again on the car icon.

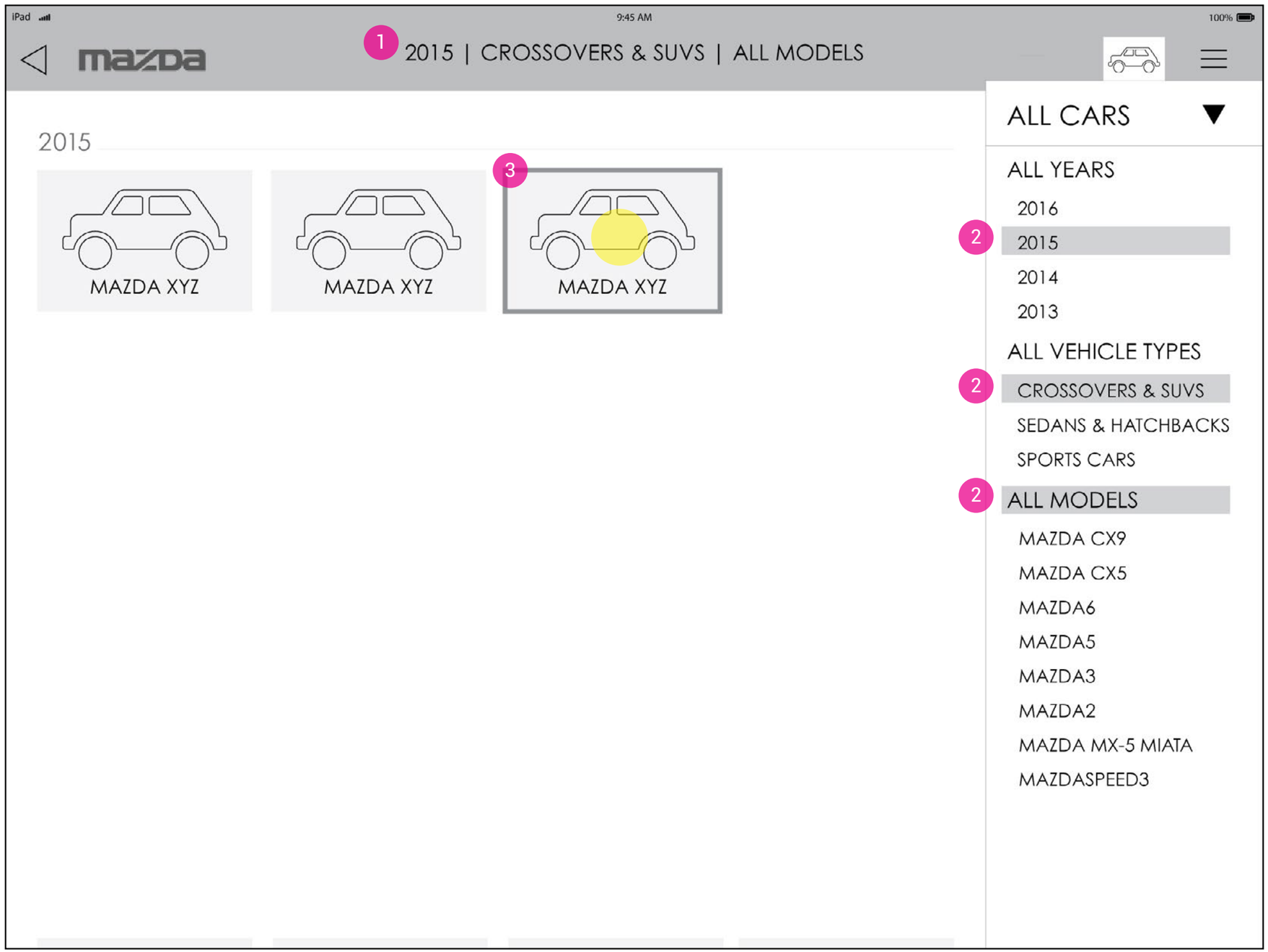
4. “All Cars”: Takes the user to this page from any page in the app.

5. “Expand Button”: allows the user to expand the “All Cars” menu if it has been collapsed.

6. Cars are organized by year. To get to cars not shown in this window, the user will scroll down the page.

PLEASE NOTE: As the user filters by year, by vehicle type, by models, the content on the page will change to display cars per the filtering process.

WIREFRAMES: Filter Results

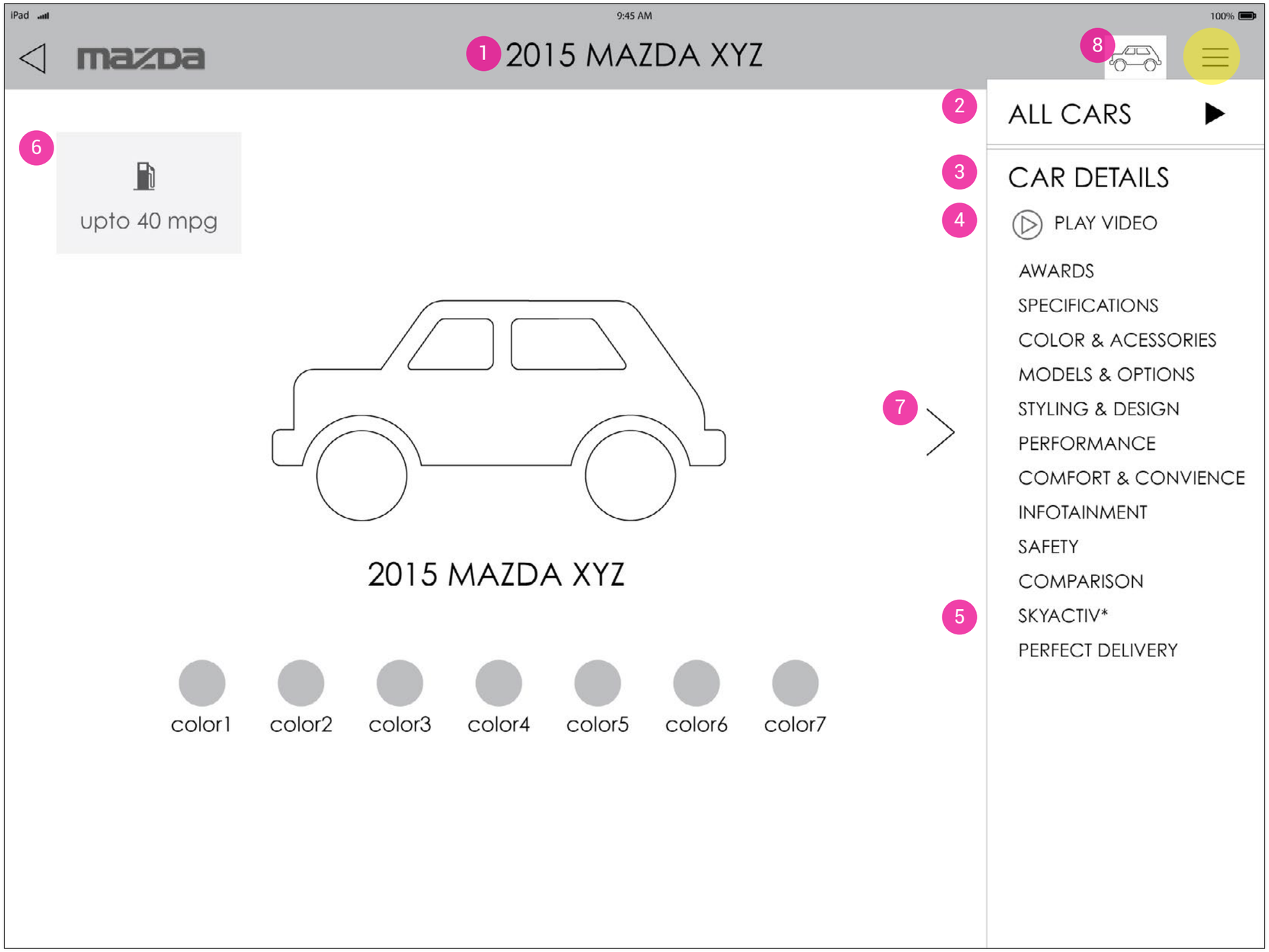


NOTES:

1. Page title changes to indicate which filter options have been chosen by the user.

2. Filter options chosen by the user are highlighed and the cars displayed in the window are narrowed down according to the filter settings.

3. Takes you to the page of this specific car. This action is indicated with a visual cue (as are all actions.)



NOTES:

1. Page title changes to indicate the name of a specific car.

2. The “All Cars” menu collapses automatically, but is still accessible from this page with the drop down arrow.

3. A “Car Details” menu becomes visible, it is always expanded.

4. The first option is to play a video.

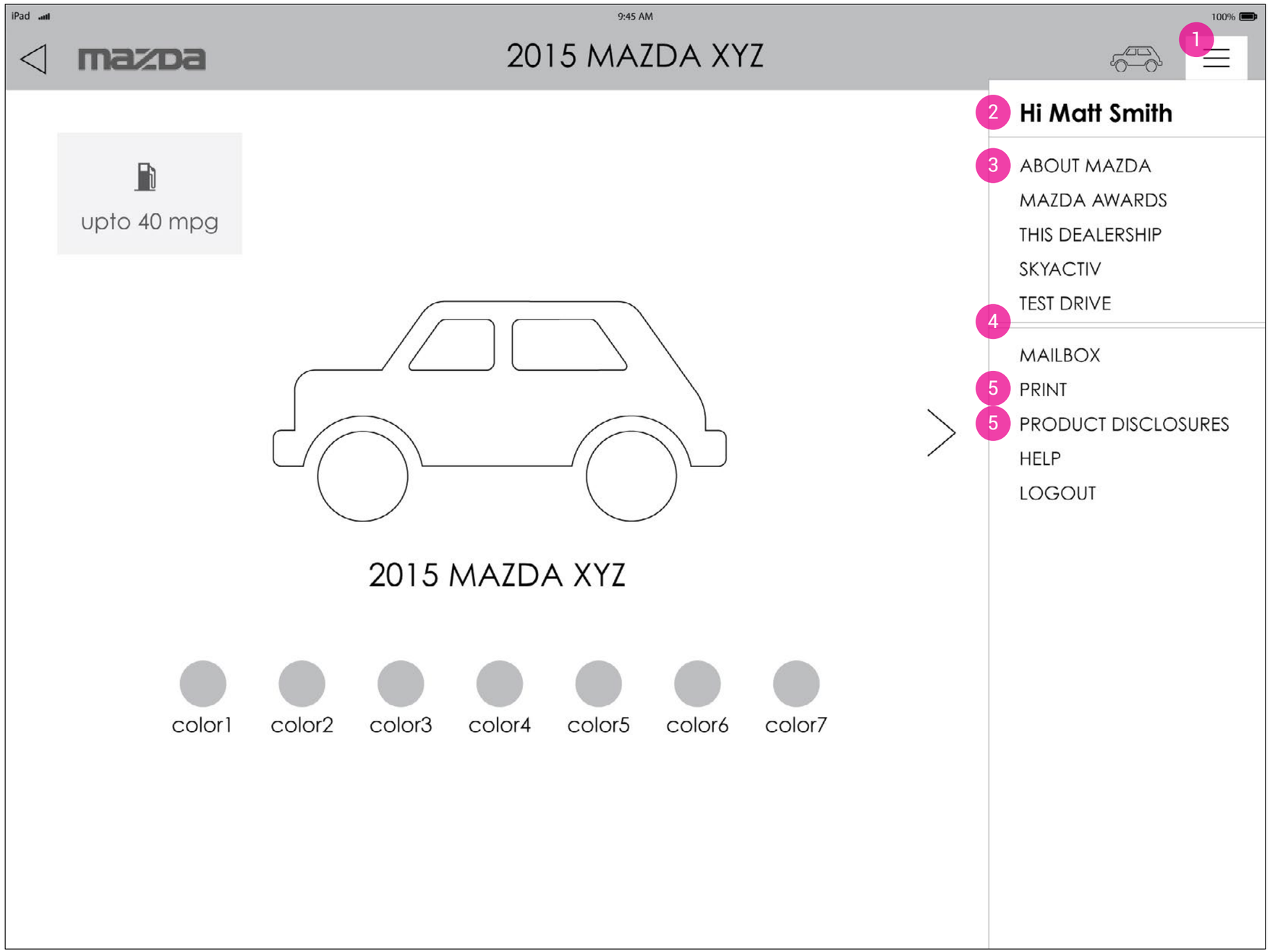
5. The “Skyactiv” button only displays for the appropriate cars.

6. Highligted information is displayed here. In the future, if other features of the cars need to be called out, additional “cards” can be displayed here, vertically down the page.

7. The user can also scroll horizontally to the next page in the menu. From here, if the user scrolls to the right, they will be on the “Awards” page. Note: This is why the “Play Video” button is not grouped with the other menu items.

8. The Car Menu is always open unless the user clicks on the “Car Menu Icon,” which closes this menu.

Please Note: “Awards” in this menu are specific to the car being explored.



NOTES:

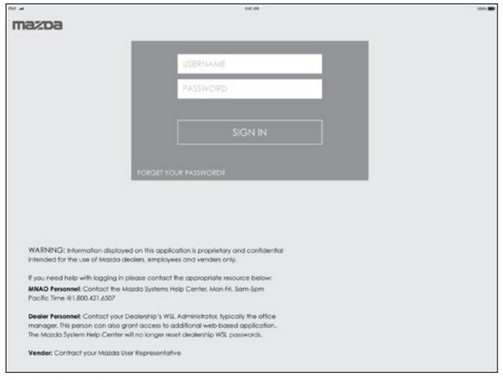
1. "Global Navigation Menu": The user has access to all app functionalities NOT having to do with a specific car.

2. "Hi ____": Indicates which user is logged on to the application. In the future this could take the user to their profile, if needed.

3. "About Mazda": Change in title from "Mazda History/Heritage." "About" is the typical title for such a page. Ok?

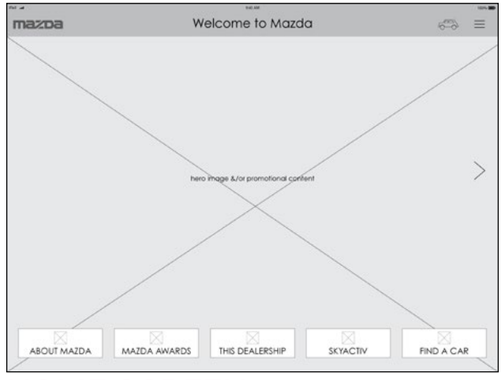
4. "Mailbox": This combines the functions of the "Envelope icon" and "Shopping Cart" pages. Any item meant to be sent to the customer will go here. When the user is ready to send links/content to the customer they will go here to manage that process.

5. "Product Disclosures" & "Help": In the existing app, these options showed up under the "information" button. These were moved into their own pages as the content is not related and having the "Help" button easily accessible is important to a user in need of help.

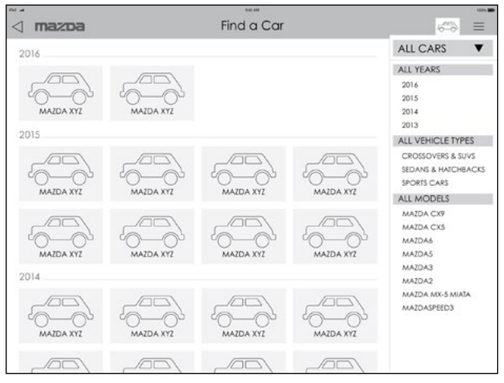


LOG IN

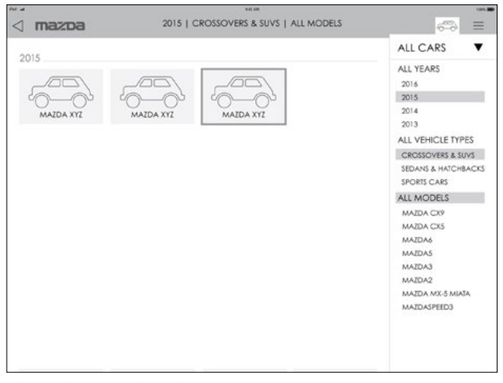
LOG IN



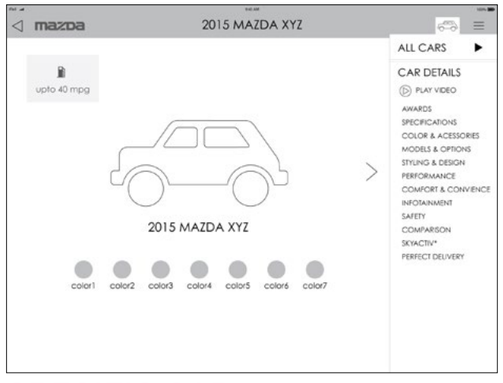
HOME SCREEN



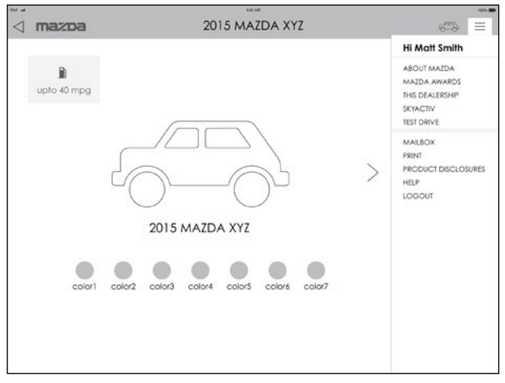
FIND A CAR



FIND A CAR

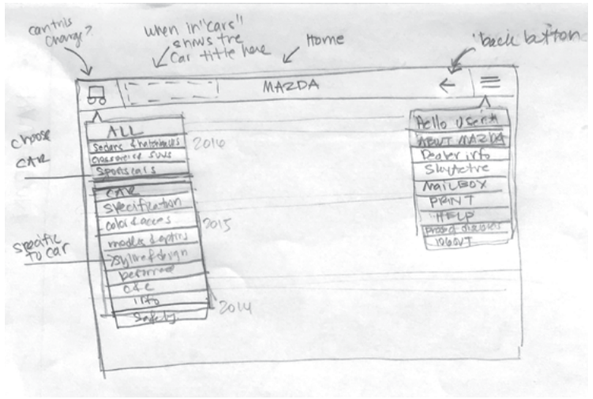


SPECIFIC CAR

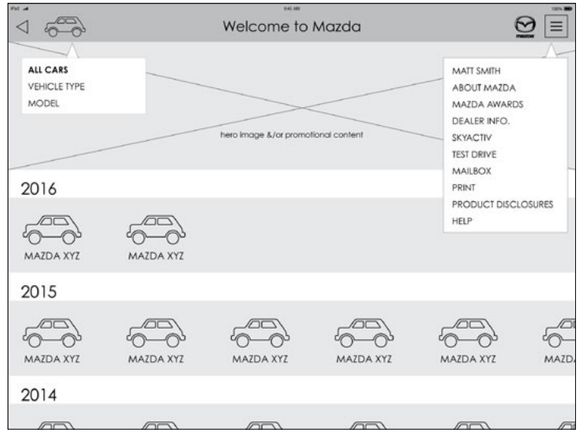


GLOBAL NAV

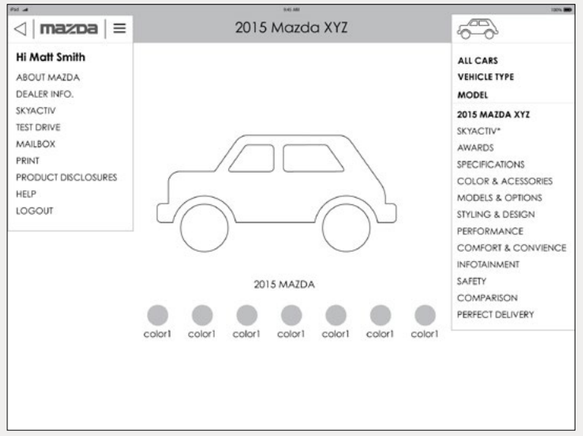
WIREFRAMING PROCESS SAMPLES

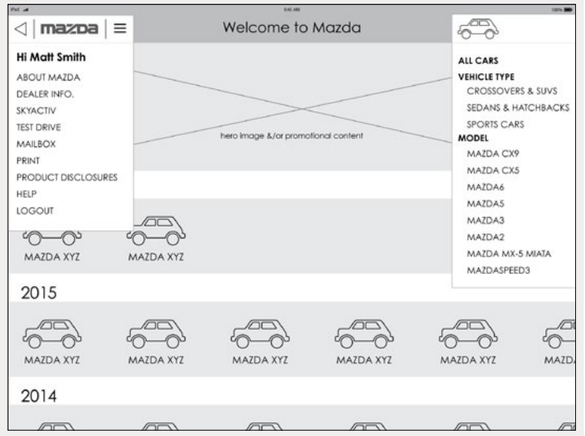


sample sketch

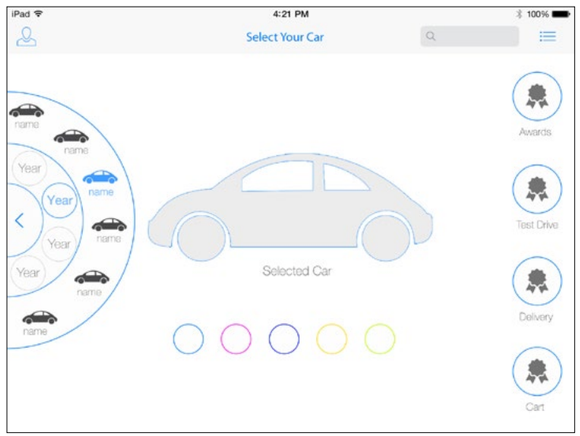


- too many points of navigation
- cluttered appearance with hero image above cars

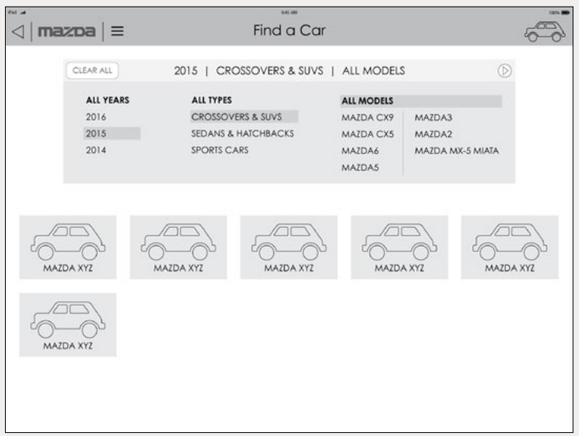


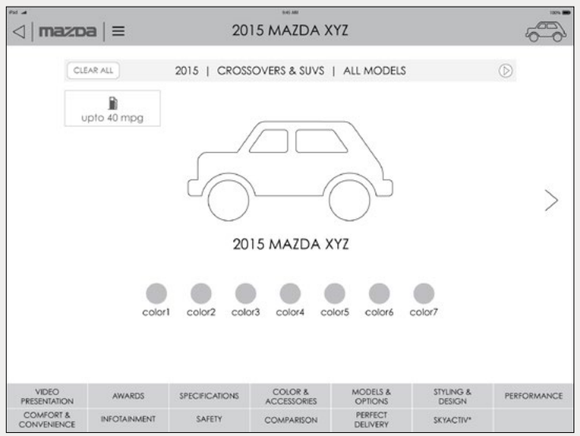


- still too many points of navigation
- still cluttered appearance with hero image above cars

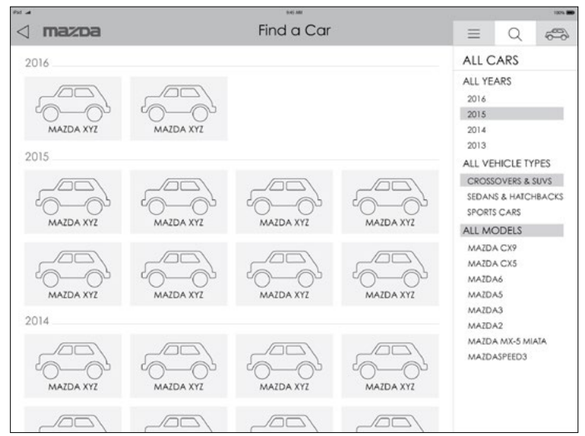


- navigation too complicated and doesn't allow for visual comparison of cars
- on screen navigation of details requires excessive vertical scrolling





- horizontal menus take up too much space
- horizontal detail menu is awkward and doesn't allow for easily added features.



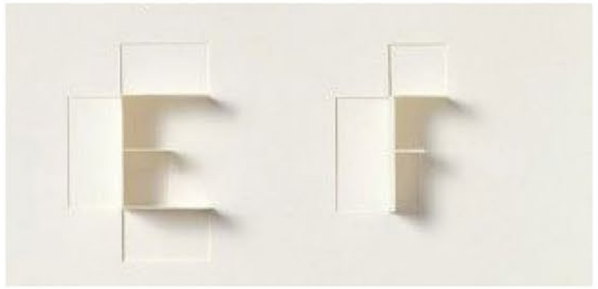
- too many navigation systems

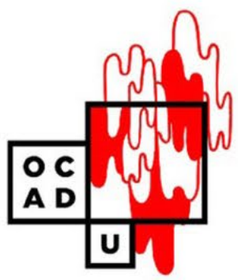
NEXT STEPS:

1. Make any changes to wireframes necessary and apply to the rest of the screens.

2. Work to establish the visual direction.(will need access to image/font/logo library)

3. Work towards a clickable prototype.

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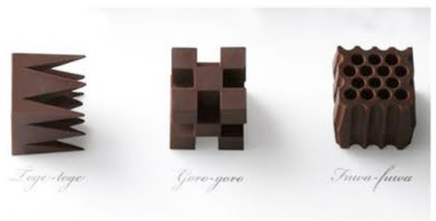
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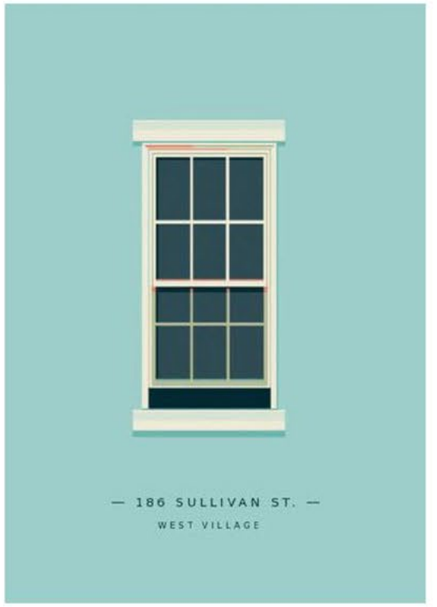
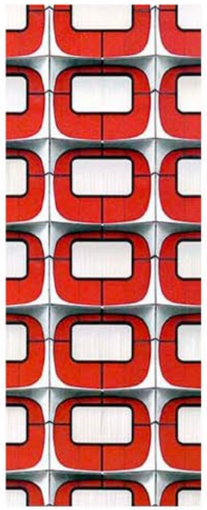
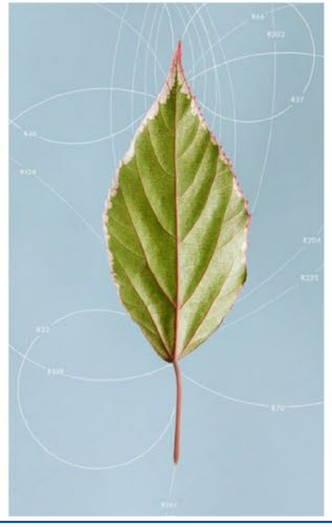
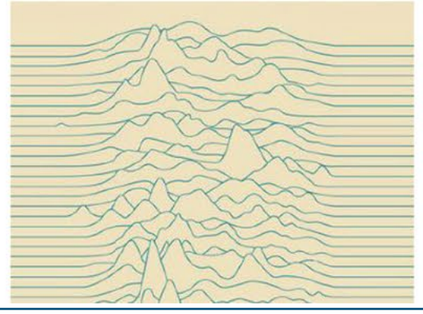

— 186 SULLIVAN ST. —
WEST VILLAGE

GILLETTE
GENTLEST SHAVE



LET'S GO TO NEW YORK





THANK YOU.