

# Notes:

This demonstrates the different functionalities in the site header.

#### 1.0 LOGO

On click of the logo, the user will be redirected to the homepage.

## 2.0 NAVIGATION

Shows top-level landing pages. If the menu option has further options behind it, an arrow will appear to show the user. On mouseover of an option with an arrow, a drop down menu will appear containing all of the possible options.

Main elements link to:

- 1.0 Homepage
- 2.1 All Products
- 1.2 About Durex
- 1.2 Explore Sex
- 1.3 Position Playbook
- 10.0 Videos

## 3.0 SEARCH

All content on the site will be keyword tagged. The search will use 'Predictive search' functionality - as the user searches for items, relevant results will be populated into the search box which the user can select.

If the user doesn't select any of the predictive search results from the search box, when they press 'enter' on their keyboard or click 'Go', they will be taken to the search results page.

#### 4.0 SOCIAL MEDIA

Links to Durex's social media accounts. On-click, these will open in a new browser window.

# 5.0 PRODUCTS DROPDOWN

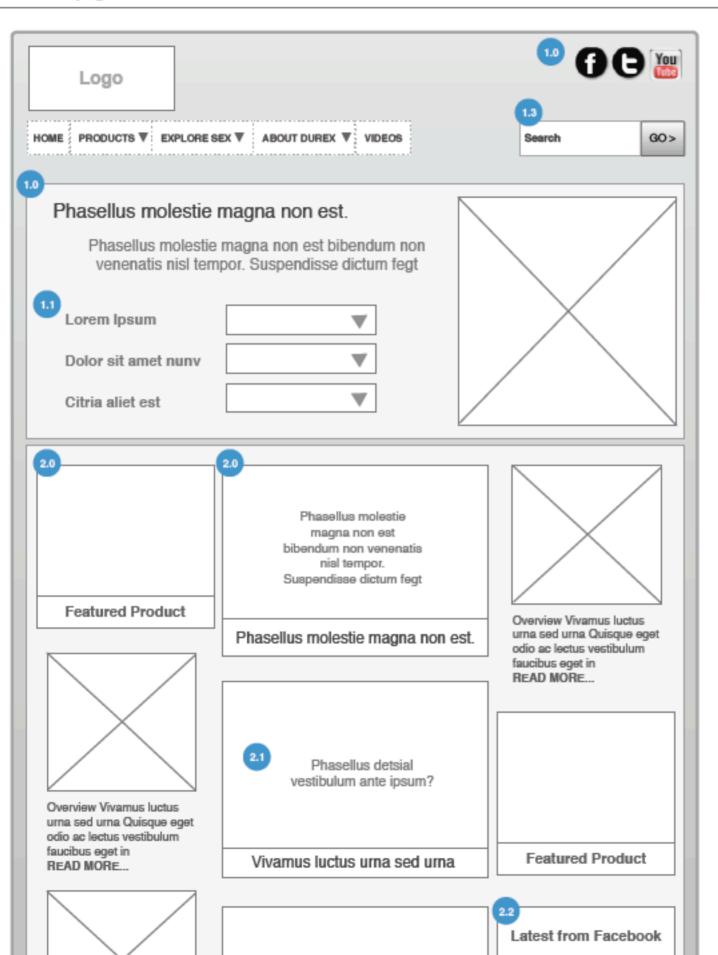
The Products dropdown shows the different product categories.

On-click, they direct to the various Product Category pages (2.0).

# **6.0 CATEGORY DROPDOWNS**

The dropdowns beneath the content category pages (About Durex, Explore Sex, Positions Playbook) show the different topic filters for the respective categories. On-click, these direct to appropriate Category Landing page (1.2), already filtered to the selected term.





# Notes:

This wireframe shows the homepage in its natural state. By default, a range of content is displayed to appeal to all audiences.

#### 1.0 BRANDING AREA

The top part of the page will contain space for overall brand and promotional images and text that are not part of the filtered content below.

## 1.1 CONTENT FILTER

The content filter has 3 option dropdowns.

As the user starts to interact with the content filter, the content beneath it will change accordingly (and act as a personalized Category page).

These filters can be used in addition to one another or individually, s all filter options to their original state.

#### 2.0 ARTICLE & PRODUCT APPEARANCE

Although each article will look unique, all articles will follow a style which will differentiate them from products. The products will also follow a style so it is clear to the user whether they will arrive on an article page or a product page when they click an item.

Once an article has been visited, the appearance will update to show the user they have viewed the article.

# 2.1 CONTENT ROLLOVER - REVEAL MORE

On rollover of each content module, the image will update to give the user a better idea of the content. On-click, the user will be taken to the content page.

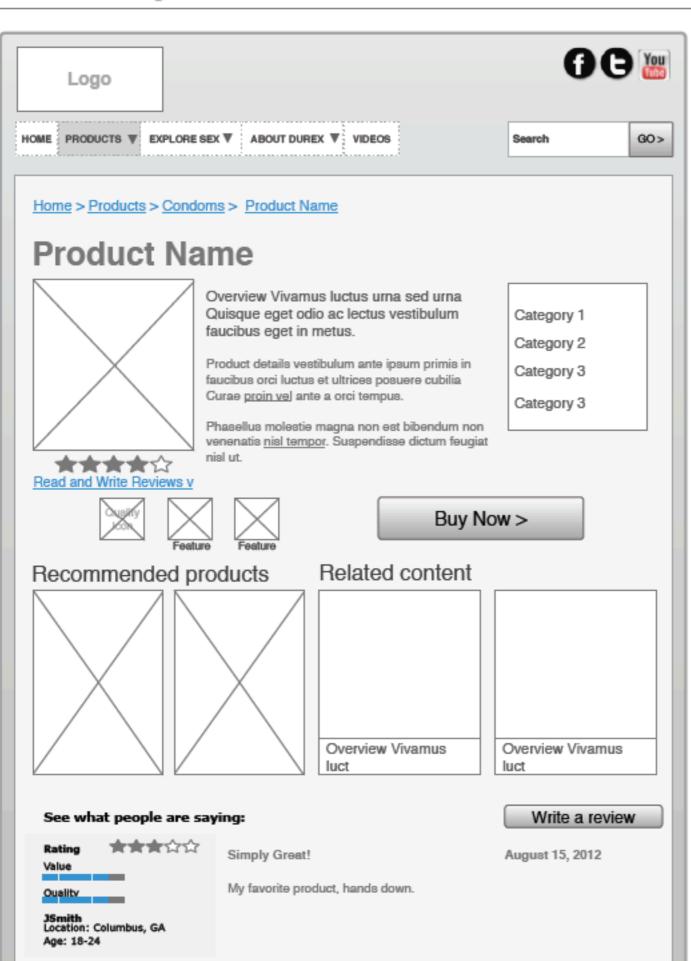
## 2.2 FACEBOOK

As a non-filtered part of content, the latest post made by Durex US on Facebook can be pulled in, along with a call to action link to that Facebook page. On-click, will open in a new browser window

# 3.0 'LOAD MORE' BUTTON

The homepage content will load so only the most relevant articles will be shown to the user. As there will be further interesting articles available to view, the user can load these by pressing the 'Load More' button.





# Notes:

This is the template for the Product Detail Page after ratings and reviews are added at a future phase.

# 1.0 BAZAAR VOICE REVIEWS

Reviews pulled in from Bazaar Voice, following standard BV implementation as on other RB sites.

## 1.1 WRITE A REVIEW

Replaces list of reviews with the Write a Review form.

#### 1.2 PAGINATION

Approx. 10 reviews can be shown at once, with pagination added if the number of reviews grows too large.

# 2.0 REVIEWS LINK

The overall star rating for the product can be