

**entre-x**

**Web Platform Usability,  
Process & Strategy**

07-12-2017 | Version 1.2




# Primary Use Cases

**BLUE** = What Tiffany Wants

**GREEN** = What YE Wants

A	B	C	D
<b>DIRECT ENTRY</b> Enter without context from Google, direct link, URL <ul style="list-style-type: none"> <li>What is Entre-X?</li> <li>Is this useful to me?</li> <li>Video content consum.</li> <li>YE in your school</li> </ul> <ul style="list-style-type: none"> <li>Segment Views</li> <li>Account Creation</li> <li>Downloads</li> <li>Lead Generation</li> </ul>	<b>LINK REFERRAL</b> Enter with context from an ad, email, social media, etc <ul style="list-style-type: none"> <li>See Ad Content</li> <li>Is this useful to me?</li> <li>See Similar Content</li> <li>What is Entre-X?</li> </ul> <ul style="list-style-type: none"> <li>Segment Views</li> <li>Account Creation</li> <li>Downloads</li> <li>Lead Generation</li> </ul>	<b>ESTABLISHED</b> Pre-established relationship; new teacher / existing school <ul style="list-style-type: none"> <li>Account Creation</li> <li>Content Consumption</li> <li>Onboarding</li> </ul> <ul style="list-style-type: none"> <li>Downloads</li> <li>Segment Views</li> <li>Account Creation</li> </ul>	<b>RETURNING USER</b> Likely through bookmark or email campaign <ul style="list-style-type: none"> <li>Search</li> <li>Unviewed Content</li> <li>Comments</li> <li>Login / Progress</li> </ul> <ul style="list-style-type: none"> <li>Segment Views</li> <li>Lead Generation</li> <li>Downloads</li> </ul>

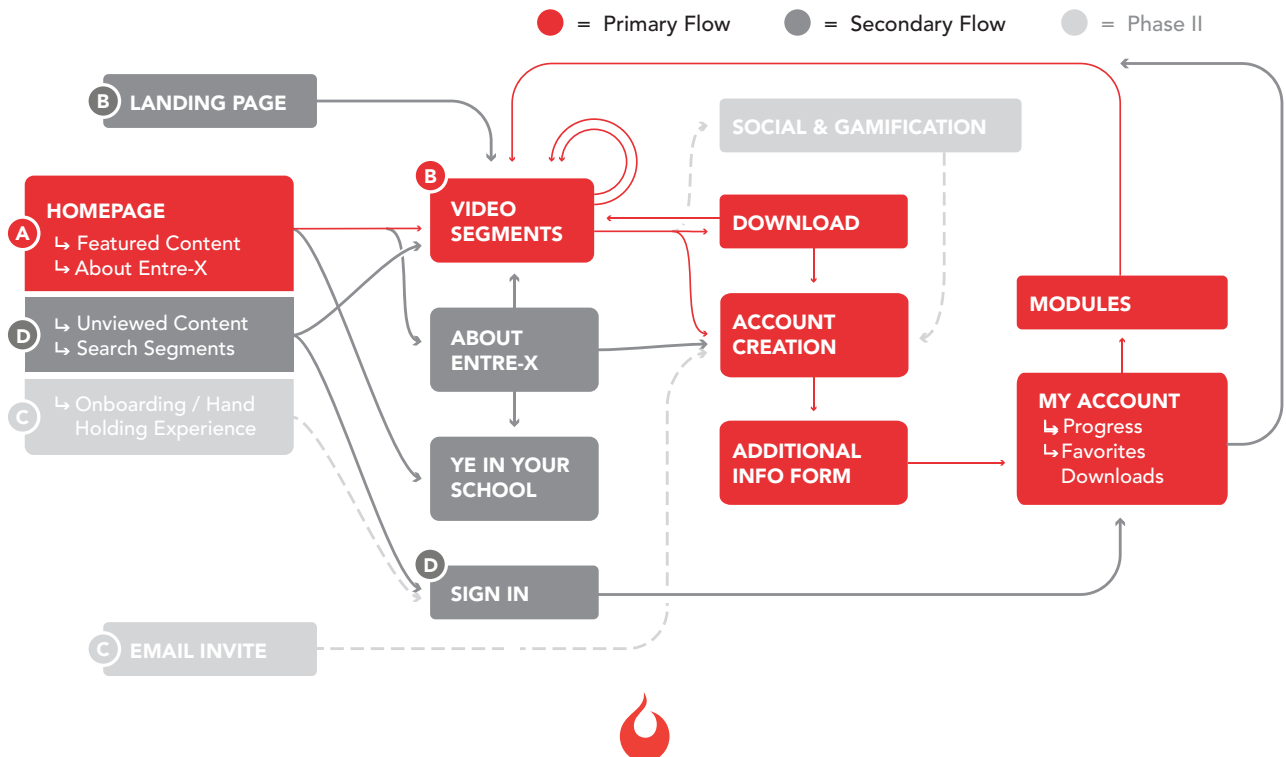


**Name:** Tiffany  
**Age:** 25-34  
**Role:** Educator  
**Education:** Master's  
**Prefers:** Face to Face Email, and Text Messaging

**Personal Bio:**  
 As an educator, Tiffany feels called to make a difference. Teaching is more than her job; she wants to inspire and equip students and works hard in her classroom. She strongly believes in foundational economic principles, has an entrepreneurial spirit, and feels confident that her students will learn the skills they need to overcome barriers.

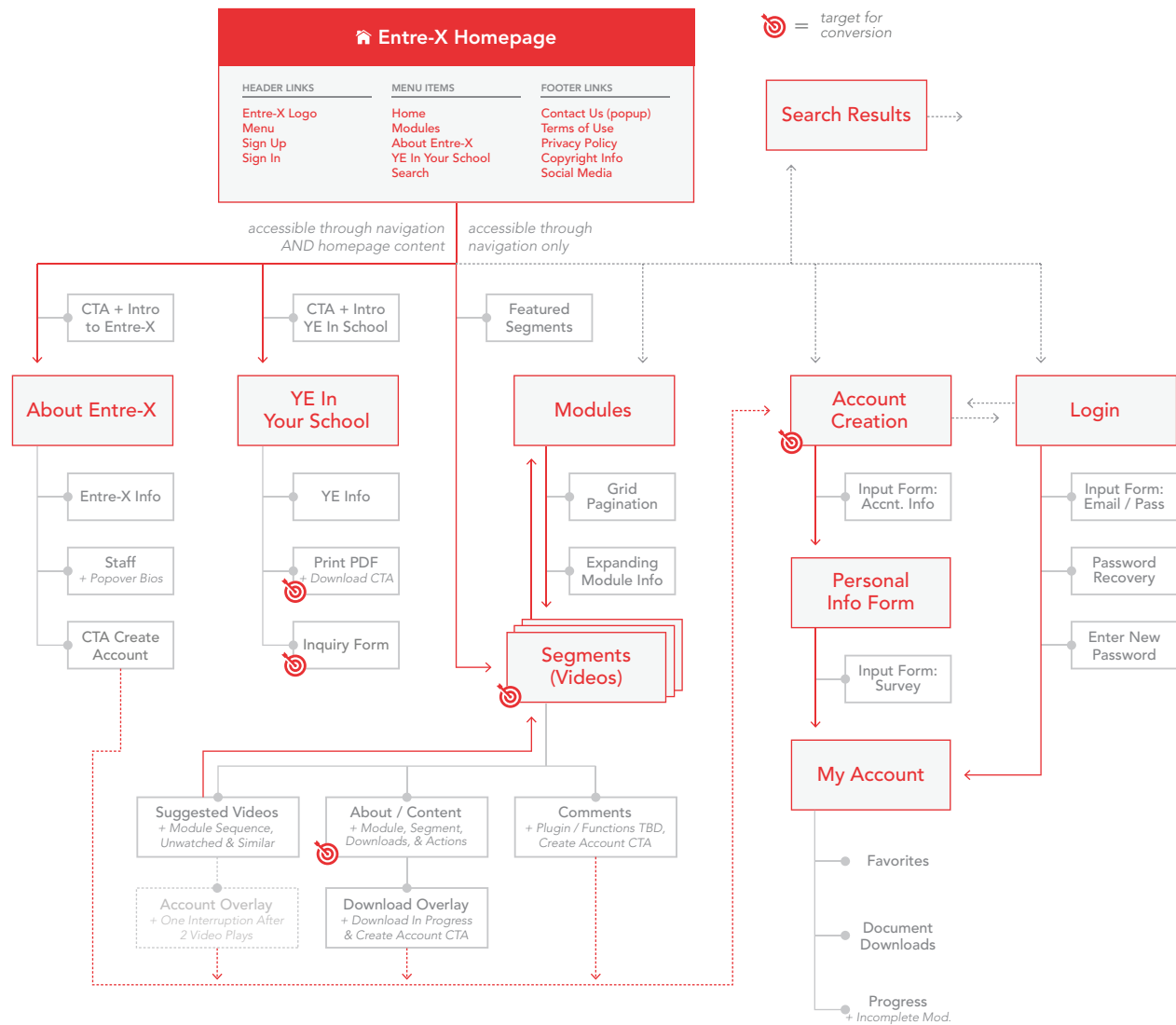
## User Journey Map

A User Journey is a way to take our target Ideal Educator Advocate, Tiffany, and ask how her motivations line up with YE's goals for Entre-X's. When we construct Use Cases (A, B, C, or D) based on her point of entry and context, this informs how content, navigation, and site architecture create an ideal journey through Entre-X.



# Entre-X Architecture & User Flow

The Architecture of Entre-X is a way of looking at all its components. These are best understood when we look at the way the user moves through them, which is called a User Flow.



## Client Notes, Observations, Questions & Comments

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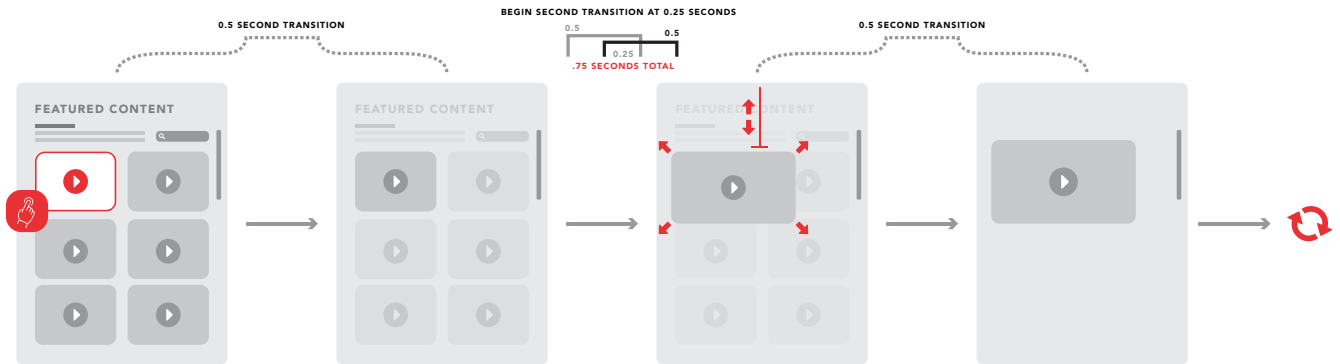
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# Unique Functionality & Interactions

## HOMEPAGE FEATURED VIDEO SELECTION & TRANSITION TO SEGMENT PAGE

From the homepage, when a user selects a featured video segment, there must be a redirect to that segment page for additional information and functionality. This was disruptive to the user's expectations after clicking the play button on a video. Some sites avoid this problem by opening the video in a lightbox (modal), but given Tiffany's favoritism of tablet and mobile devices (93% of Tiffany's own and use a tablet, 89% of Tiffany's use smartphones daily), Fervor felt that would have been a poor experience for core functionality to Entre-X. To solve this problem, Fervor created a novel transition out from the homepage and into the video segment page to make it feel like a dedicated App interaction on a mobile device rather than a redirect.



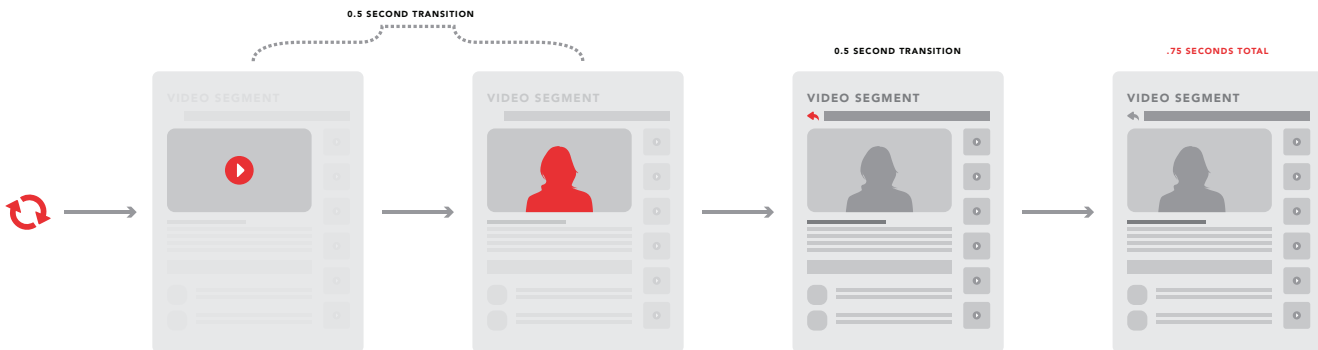
A. User selects video (static image + SVG icon). Delay redirect .5 sections and pre-load that page.

B. Selected video preview moves to top z-level, transition white fade (overlay) all content except video.  
**timing: EASE-IN**

C. Preview resizes to anticipated dimensions on segment page.  
**timing: EASE-IN-OUT**

D. Reposition video relative to window to match on segment page position.  
**timing: EASE-IN-OUT**

E. Animation complete when page visually appears identical to segment page.  
F. Redirect to segment page.



G. Begin with white overlay covering all content but video. Immediately begin fade-in for content. Javascript should not wait for page load to finish.

H. Video is on top z-level, transition white fades until all content is visible.  
**timing: EASE-OUT**

I. Video autoplay begins at 0.25 seconds.

J. Second fade-in begins at 0.25 seconds for modules icon to flash.  
**timing: EASE-OUT**

K. Video has been playing for 0.25 seconds when transition is complete and all content is visible.

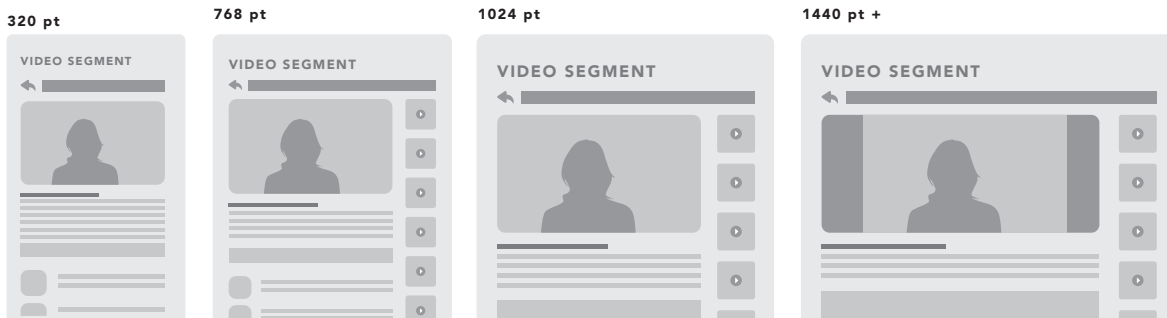
L. Icon nav link to modules is now more prominent than normal. Begin return to normal.  
**timing: EASE-OUT**

M. Modules icon nav link should have faded to neutral within another 0.25s. The total page entry animation is done after 0.75s. This 'flash' will draw attention to the sub-nav pointing to the Modules page.



## SCALING RESPONSIVE BEHAVIOR FOR TABLET RANGE OF DEVICES

Our ideal size is tablet width, with a dedicated-app feel to behaviors and elements. We are implementing responsive scaling technology to make sure the appearance is the same for all devices in the tablet-range.



A. Normal responsive bootstrap behavior from 320 to 768. Min width 320.

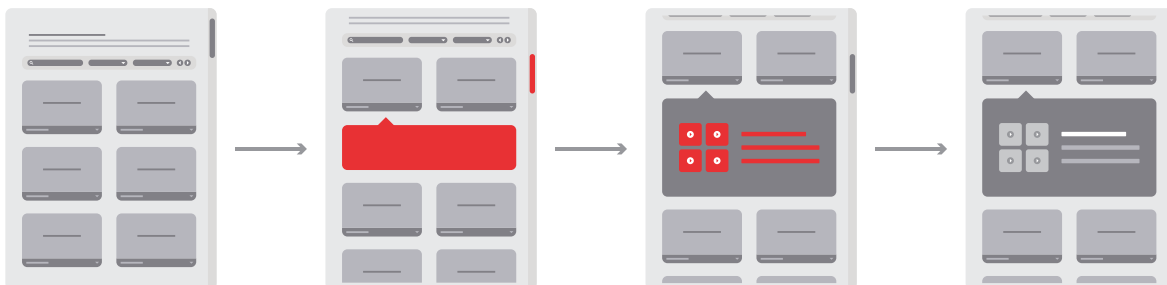
B. At 768, entire site will scale perfectly up to 1024. Font increase from 16pt to ~18.5pt

C. At 1024, normal responsive behavior resumes according to a 12-column grid.

D. Maximum width of content is 1440pt, at which point the window may continue to increase in size but the containers for the content no longer will reach a max-width.

## MODULE EXPANSION BEHAVIOR

When a module is selected, it expands to show the details for that module. It should also add an anchor link to the URL. If an ad directly links to that module, it should scroll to it and expand those details accordingly.



A. Initial modules page state.

B. If a module is selected, the page centers on that module as it begins to expand.

C. The content of that expansion fades in once the expansion is complete.

D. If an outside link or segment directs to this module, it should open automatically.

## Client Notes, Observations, Questions & Comments

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# Navigation Elements

## HEADER

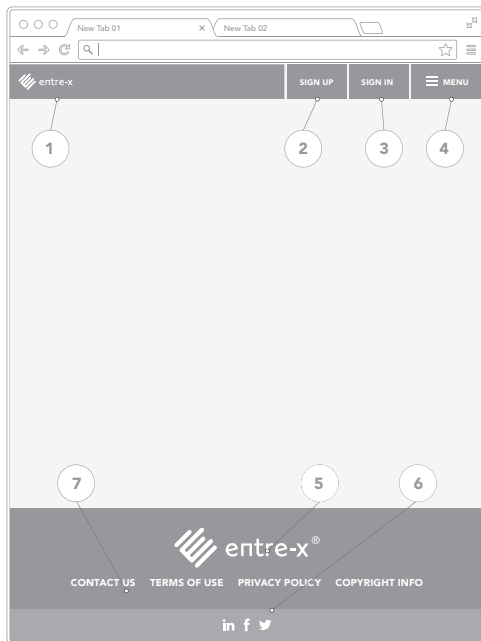
1. Entre-X logo
2. Sign Up
3. Sign In
4. Menu

## FOOTER

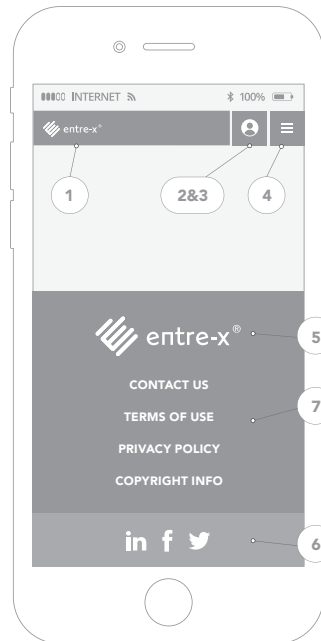
5. Entre-X logo
6. Social media
7. Contact Us
- Terms of Use
- Privacy Policy
- Copyright info

## MENU OVERLAY

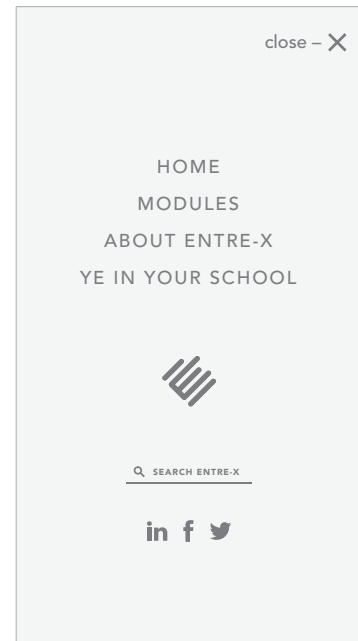
This is a clean overlay with 95% transparency. In every environment, it should be centered text with a search input beneath it and social media icons at the bottom. Fonts should scale to be large on a tablet or desktop device, but the lockup should stay the same.



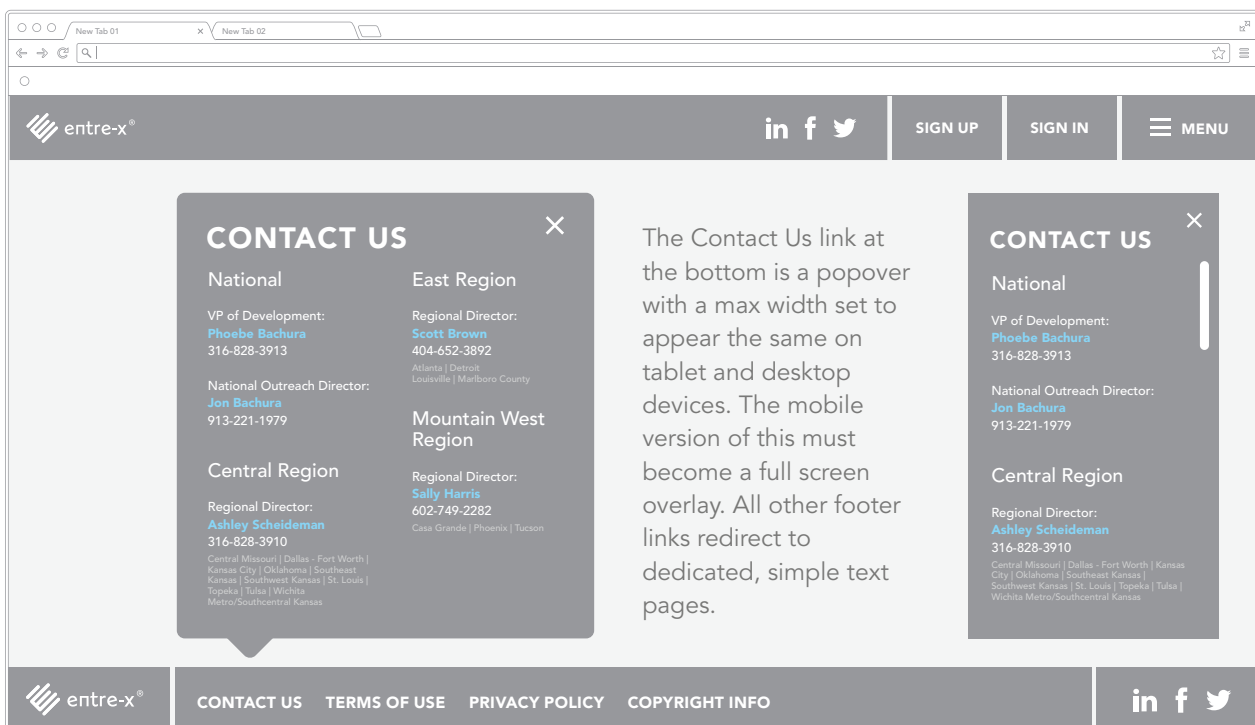
TABLET



MOBILE



MENU OVERLAY



DESKTOP



# Content Map

This is a look at the main pages in Entre-X and see what content, links, functionality, and media should exist. We can then take this content and arrange it into wireframes.

## GLOBAL HEADER

- Entre-X Logo
- Sign In
- Sign Up
- Social Media
- Menu
  - Home
  - Modules
  - About Entre-X
  - YE In Your School
  - Full Site Search

## GLOBAL FOOTER

- Contact Us (pop-up)
- Terms of Use
- Privacy Policy
- Social Media
- Copyright Info

## HOMEPAGE

- Intro Hero
  - Headline
  - Looping video or image
- Featured Content
  - Featured Segments
  - Search functionality
  - CTA for Modules (see more videos like this)
- About Entre-X
  - Headline
  - Minimal supporting copy
  - Image - target demographic
  - CTA 1 - Create an Account
  - CTA 2 - Learn More
- YE in your School
  - Headline
  - Minimal supporting copy
  - Image - target demographic
  - CTA 1 - Inquiry
  - CTA 2 - More Info

## MODULES

- Module Description
- Sub-navigation
  - Sorting/Filtering functions
  - Search
- Grid of all Modules
  - Expandable section
    - Module Title
    - Module description
    - Corresponding segments
    - Relevant Video Statistics + Categorization (Number of favorites, page views, comments, post date, category/tags) \*
- Pagination

## SEGMENTS

- Sub-nav
  - Back/forward
  - Return to modules (breadcrumb)
- Module Title (Module : Segment)
- Suggested Videos
  - Segment sequence
  - If logged in - unwatched videos
  - Associated content
- About
  - About the Module
  - About the Segment
  - Associated Module content
  - Actions: Sharing, Favorite vs Like \*
  - Account Favorites \*
  - Account Progress \*
- Comments - Plugin

## ABOUT ENTRE-X

- Intro Hero
- Headline about Entre-X
- Minimal supporting copy
- CTA 1 - Create an Account
- Staff Intro
- Staff bios - expansion to allow you to click into each profile

## YE IN YOUR SCHOOL

- Intro Hero
- Headline
- Supporting copy
- CTA 1 - Inquiry - brief sentence (we'd love to contact you, fill out this form) - First, Last, Email, School + check box - I would also like you to contact my school administration - if checked, additional elements for admin info)
- Downloadable PDF

## SEARCH RESULTS

- Top level pages: modules + segments
- Search results are default (Date, Category)
- Search Criteria: Title + content

## LOGIN PAGE

- Ask for basic account sign-up info (Email, password)
- Password recovery

## SIGN-UP PAGE 1

- Hero Image
- Content (why sign-up) - Join an emerging community - value proposition
- Sign-up form (First, Last, Email, Password)
- CTA: Submit

## SIGN-UP PAGE 2

- We've created your account - we just have a couple more questions for you
- Questions (limit to 4 - 6 is ideal)
- Zip Code
- Tell us about yourself

## MY ACCOUNT

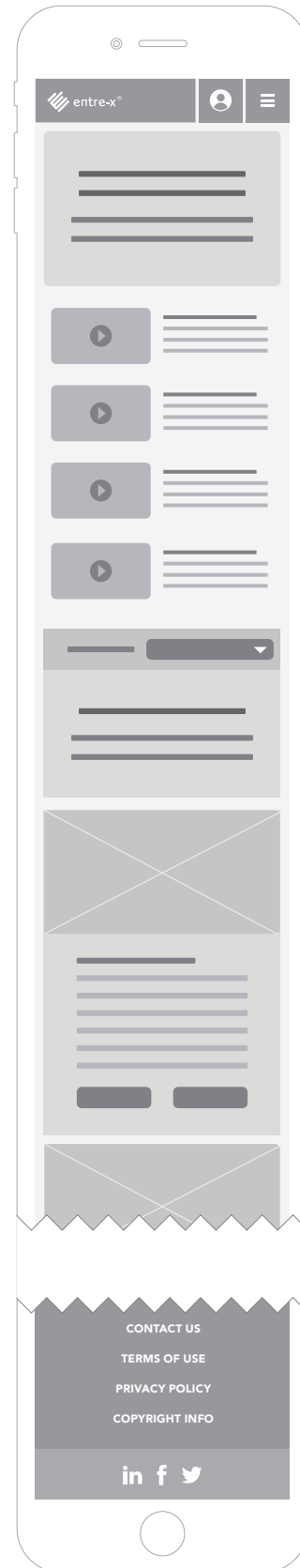
- Progress
  - Shows latest module watched and segments completed
  - Visual representation of history
  - Load module in history and look at associated segments
- Favorites
  - Thumbnails - max of 8-12
  - "See More"
- Downloads
  - Ordered list

## UPDATE ACCOUNT INFO

- Same content as sign-up parts 1+2
- First, Last, Email, Password
- Questions - part 2 (limit to 6 - 4 is ideal)

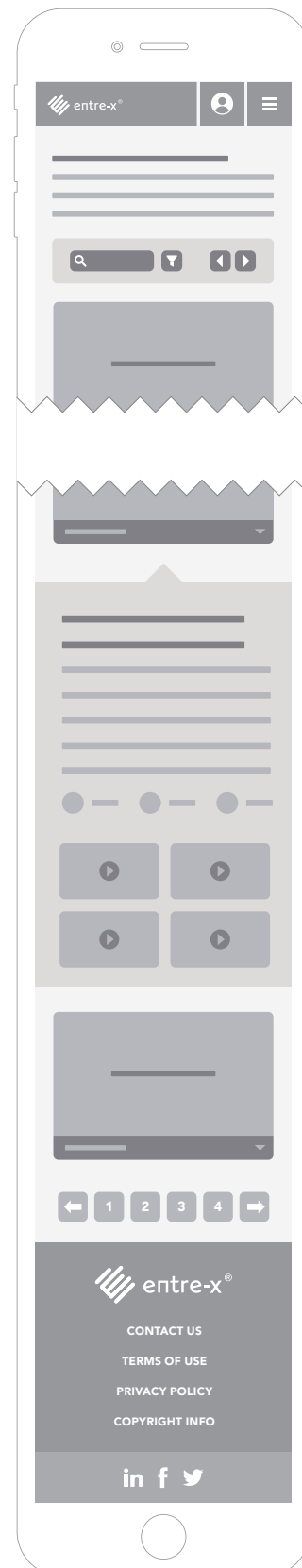


# Wireframe 01: Homepage





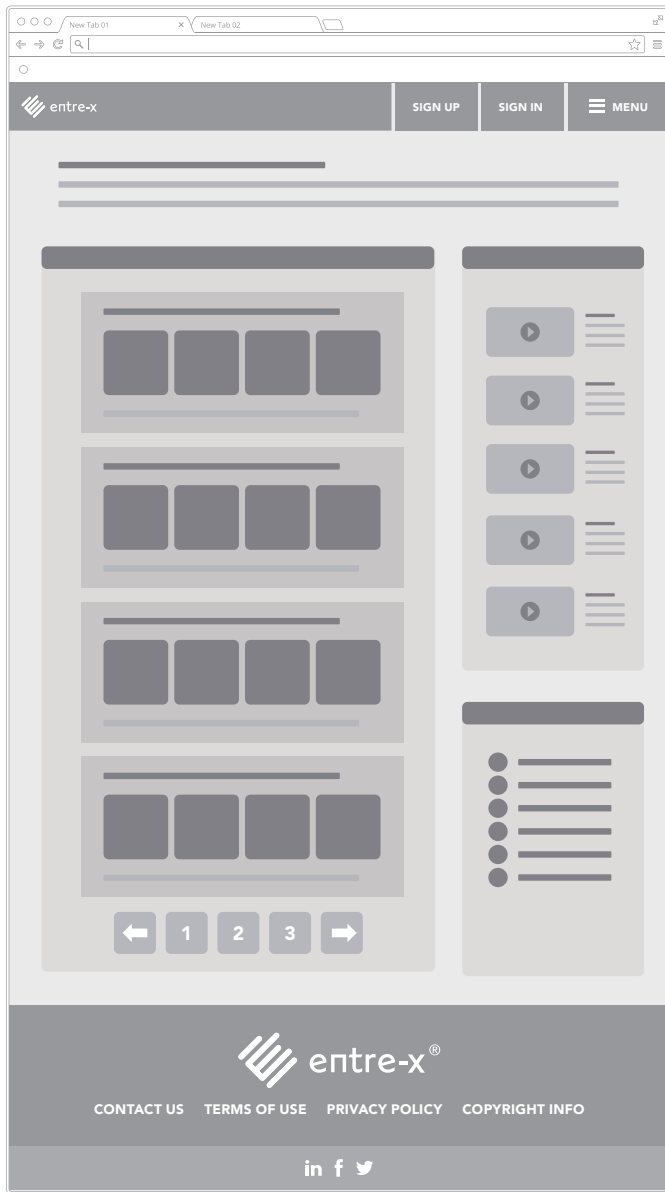
## Wireframe 02: Modules



# Wireframe 03: Segments



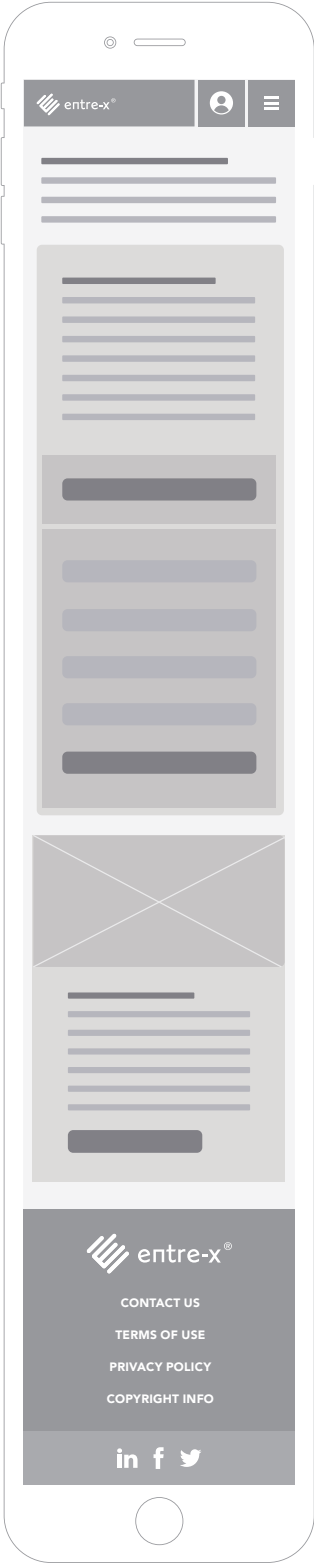
# Wireframe 04: Member Dashboard



# Wireframe 05: About Entre-X



# Wireframe 06: YE In Your School



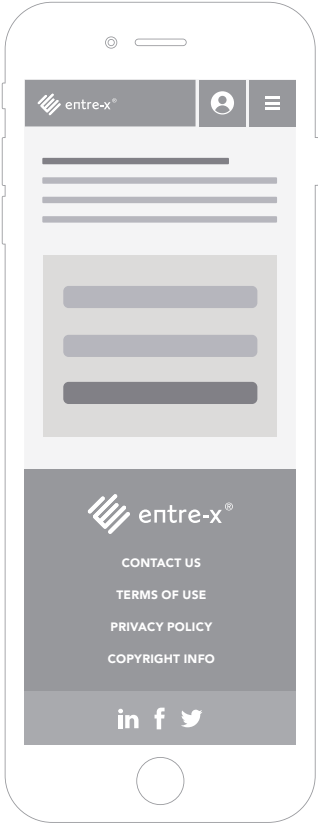
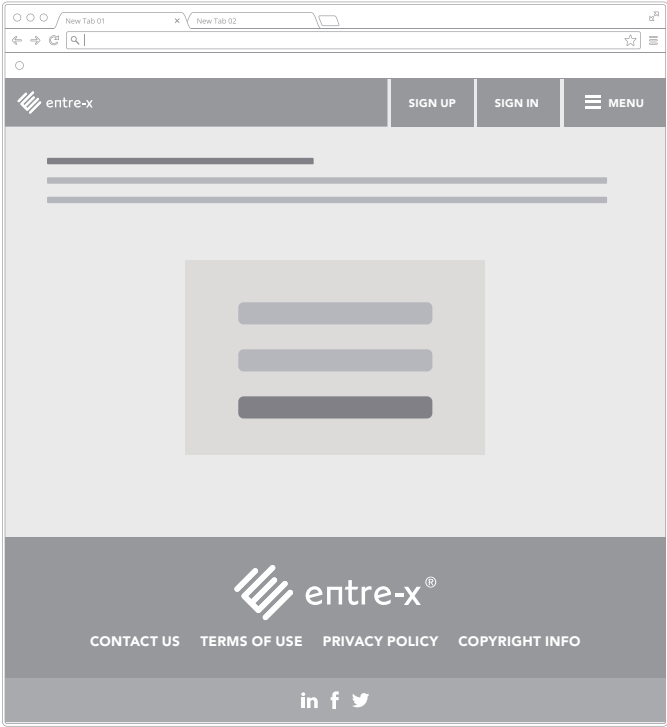
# Wireframe 07: Sign Up P.1



# Wireframe 08: Sign Up P.2

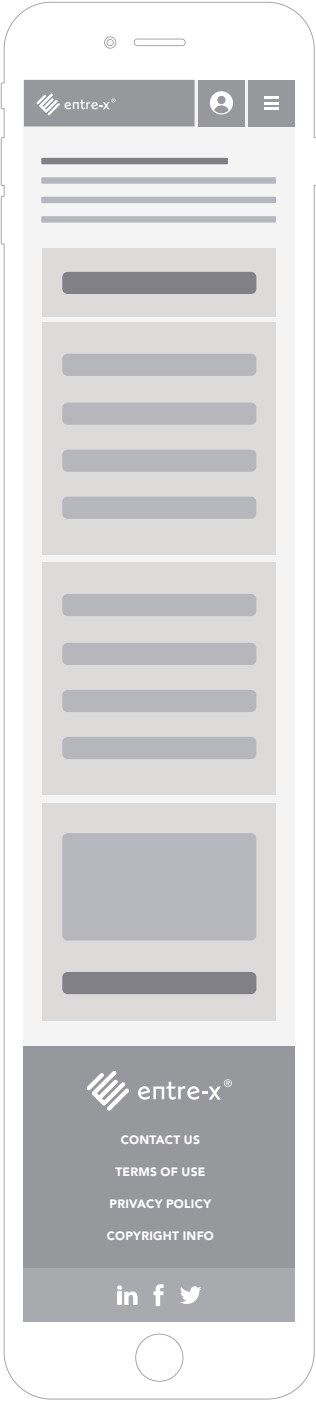


# Wireframe 09: Sign In





# Wireframe 10: Update Profile





# Client Exercise: Phase II

## BRAINSTORMING FUTURE WAYS TO CREATE HIGHER ENGAGEMENT IN PHASE II

We've included some Phase II ideas in the User Journey Map. We would like to invite you to brainstorm with us for Phase II around three primary areas: Social Contribution, New Teacher Onboarding, and Content Mastery. Below, you will see a few examples of new potential steps in Tiffany's Entre-X journey. Write down two additional ideas for each section.

Social Contribution	Onboarding	Content Mastery
<ul style="list-style-type: none"> <li>• <b>User-Generated Content</b> Encourage teachers to upload lesson plans, video bites, and pictures.</li> <li>• <b>Segment Discussion</b> Expand the comments section to promote posts from certain members, better-threaded discussions.</li> <li>• <b>Gamification</b> Allow teachers to award each other "stickers" for great contributions</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hand holding Experience</b> Create a guided tour for the site, including a progress checklist for initial introduction modules, and ways to connect with other teachers and their Relationship Manager.</li> <li>• <b>Gamification</b> Give initial stickers for completing the onboarding experience, sharing Entre-X on social media, and inviting friends.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Module Testing</b> Create tests at the end of each module and track them in the progress area.</li> <li>• <b>Certification</b> If a set number of modules have been completed at the mastery level, inform teachers they qualify for certification through YE.</li> <li>• <b>Gamification</b> More stickers for content mastery</li> </ul>

Next, choose your favorite idea, and answer the following questions: 1) Where would this belong in the User Journey Map (when would it be most useful for Tiffany) 2) Would Tiffany interact with it differently depending on each use case? If so, how would your idea reward Tiffany for returning to Entre-X and engaging further with YE? 3) Think of one way you could encourage existing teachers to use your idea.






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When we talk about partnership, we all take it seriously.  
We're advocates for our clients and advocates for each other.  
It's what we're called to do. This is what we stand for.