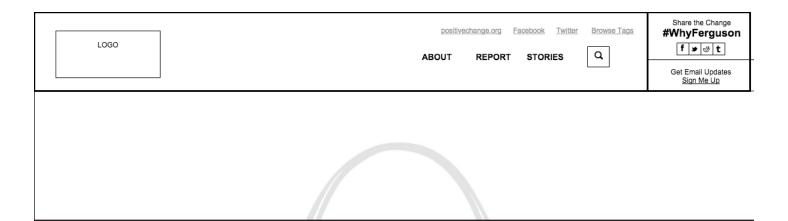
FERGUSON COMMISSION REPORT

Wireframes and User Experience





NAVIGATION

STL Positive Change logo

· Linked to homepage

About

About the report

Report

The topics of the report and Full Report

Stories

All the stories in blog format

Search

- Search expands when clicked
- Search topics, tags, stories, anything

Social Media

 Links to Positive Change social media pages

Social media sharing & hashtag

- Shows user how important sharing is to the website
- · User can share with one click
- Encourage hashtag to easily find all shares about the website

Email sign-up

- User can sign-up for email updates
- Linked to mailchimp



HOME PAGE

Content:

- Introduction
- 4-6 Topics
- Each topic has: headline, story, image, link to full story, other assets (like statistics)
- Conclusion with link to report

User Experience:

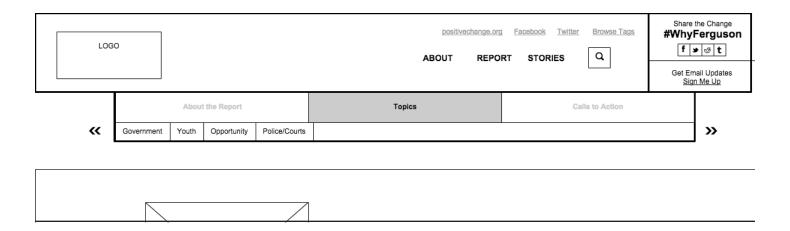
- · Links to individual stories
- Links to report pages
- Click-able arrows to move through stories
- Animated elements

Changes from Draft:

 Story link takes user to article (rather than a light box)

Unknown:

- Story topics
- Stories



REPORT NAVIGATION

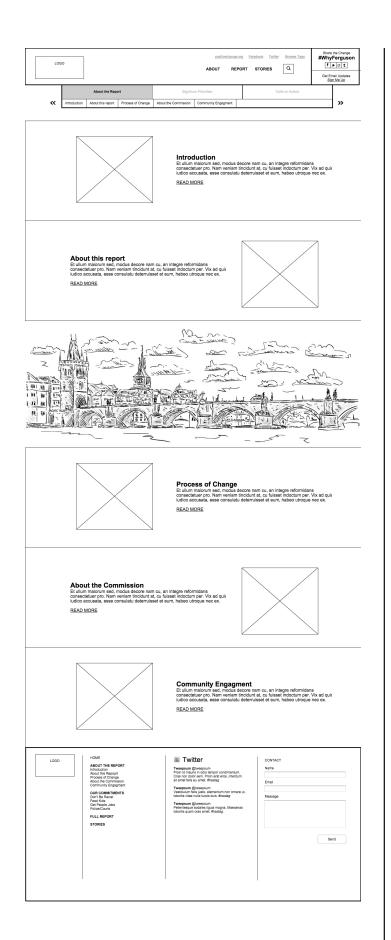
(Below main navigation)

Content:

- Three main sections: About the report, the topics of the report, and the full report
- Subnav for each of those to break down separate pages

User Experience:

- User can jump around by clicking on any of the pages
- User can quickly scroll through the whole report linearly with the left and right arrows



ABOUT > INTRODUCTION

Content:

· Summaries of each section with links

User Experience:

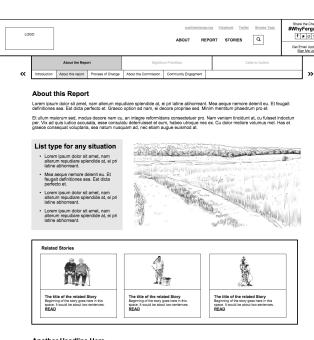
- User scrolls down to quickly understand what the section is about
- · User can jump to any section

Changes from Draft:

None

Unknown:

Content and names of sections



Another Headline Here

TAGS: TagName TagName TagName TagName TagName

Et ullum maiorum sed, modus decore nam cu, an integre reformidans consectetuer pro. Nam veniam tincidunt at, cu fuisset indoctum pe Vix ad quis iudico accusata, esse consulatu deterruisset et eum, habeo utroque nec ex. Cu delor meilore volumus mel. Has et graece consecuate voluptaria, sea natum nuscuam and, nec etiam audue euismod at.



Send

ABOUT > INTERNAL PAGE

Content:

- Content, headlines, images, etc.
- Related stories
- Related tags

User Experience:

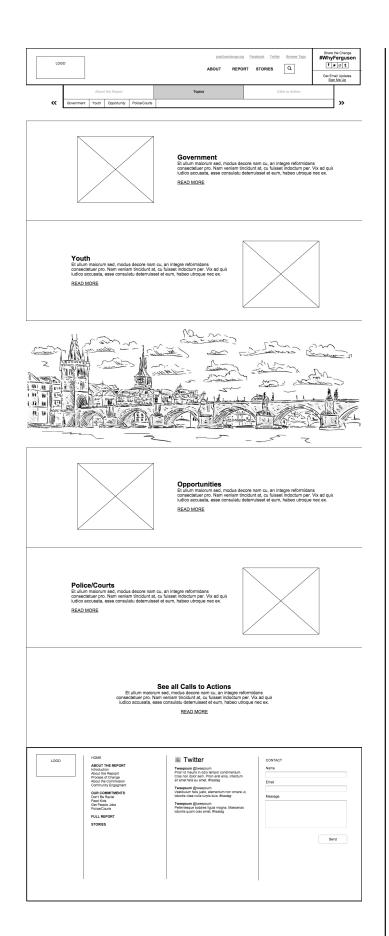
- Related stories sits between content blocks so user doesn't skip over them
- Tags at the bottom that relate to the content allow user to read organically
- Left and right arrows at the bottom for the user to move on to the next page

Changes from Draft:

Related stories moved from the bottom of the page to the middle, so relationship is more obvious

Unknown:

Content, headlines, images, etc.



TOPICS > LANDING

Content:

· Summaries of each section with links

User Experience:

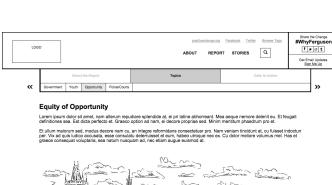
- User scrolls down to quickly understand what the section is about
- User can jump to any section

Changes from Draft:

None

Unknown:

Content and names of sections







Another Headline Goes Here

Lorem ipsum dolor sit amet, nam alterum repudiare splendide at, ei pri latine abhorreant. Mea aeque nemore delenit eu. Et feugal definitiones sea. Est dicta perfecto et. Graeco option ad nam, ei decore propriae sed. Minim mentitum phaedrum pro et.

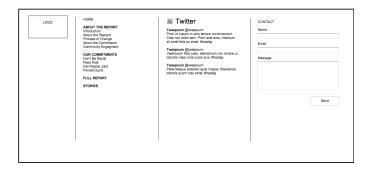
Et ullum malorum sed, modus decore nam ou, an integre reformidans consectetuer pro. Nam veniam tincidunt at, cu fuisset indoctum per. Vix ad quis ludico accusata, esse consulatu deterruisset et eum, habeo utroque nec ex. Cu dolor meliore volumus mel. Has et graceo consequat voluptaria, sea natum nusquam ad, nec etiam augue euismod at.



What the report says on this topic

Policy Page Title Here

Loren soum one or a term a mailtain reported spended at a pristing of the control of the control



NEXT PAGE NAME >>

TOPICS > INTERNAL PAGE

Content:

- · Headlines, images, content, etc.
- Related stories
- Related actions
- · Related policies
- Related calls to actions
- Related tags

User Experience:

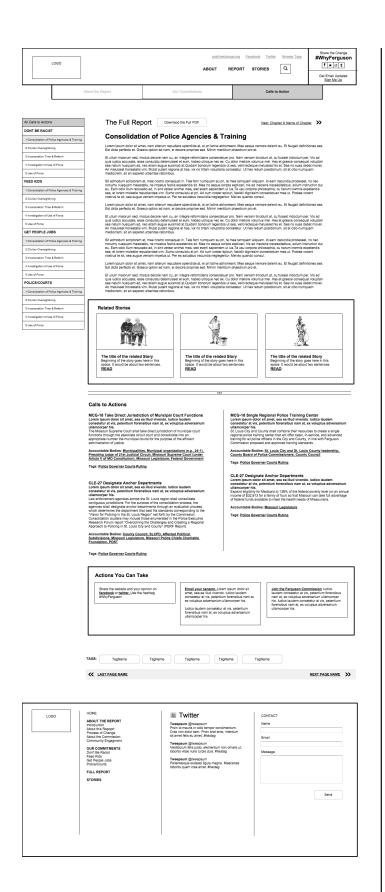
- Content and related items are mixed in together so user doesn't over look these items and the relationships are clear
- User can move organically through the site by clicking on the related items or using the related tags
- User can also skim through linearly and quickly if they need the full picture

Changes from Draft:

- Added related actions
- Moved related stories up

Unknown:

 Content, headlines, name of sections, images



FULL REPORT > PAGE

Content:

- Headlines & Content
- Related stories
- · Related actions
- Related calls to actions
- Related tags

User Experience:

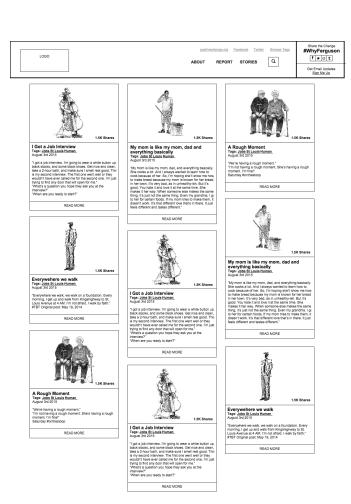
- Left-side navigation lets the user move through the report organically and allows for 45+ pages
- Content and related items are mixed in together so user doesn't over look these items and the relationships are clear
- User can move organically through the site by clicking on the related items or using the related tags
- User can also skim through linearly and quickly if they need the full picture

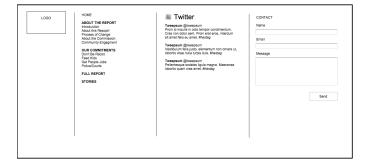
Changes from Draft:

- Added related actions
- Moved related stories up

Unknown:

Content





STORIES > LANDING

Content:

- · All stories for all media types
- Each story has: image, title, date, tags, excerpt, linked article page, share buttons, share count

User Experience:

Stories are laid out in a grid to allow organic and quick browsing

Changes from Draft:

None

Unknown:

Stories



Women are powerful

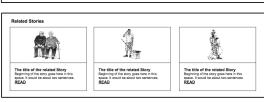


What the report says on this topic

Calls to Actions

Accountable Bodies: County Council, SLCPD, Affected Political Subdivisions, Missouri Legislature, Missouri Police Chiefs Charitable Foundation, POST





TAGS:	TagName	TagName	TagName	TagName	TagName	
<< L	AST PAGE NAME					NEXT PAGE NAME



STORIES > ARTICLE

Content:

- Each story/article has: image, title, date, tags, excerpt, share buttons, share count
- Related policies
- Related CTAs
- Related actions
- Related stories
- Related tags

User Experience:

- All related items allows for users to move through the site organically and to show relationships. Policies are the first related item to show the user the relationship between stories and policies
- User is encouraged to share the stories

Changes from Draft:

Add related policies, CTAs and actions

Unknown:

Stories

LOGO	HOME	■ Twitter	CONTACT
	ABOUT THE REPORT Introduction About this Repoprt Process of Change About the Commission Community Engagment OUR COMMITMENTS Don't Be Racist Feed Kids Get People Jobs Police/Courts FULL REPORT STORIES	Tweepsum @tweepsum Proin id mauris in odio tempor condimentum. Cras non dolor sem. Proin erat eros, interdum sit amet felis eu amet. #hastag Tweepsum @tweepsum Vestibulum felis justo, elementum non ornare ut, lobortis vitae nulla turpis duis. #hastag Tweepsum @tweepsum Pellentesque sodales ligula magna. Maecenas lobortis quam cras amet. #hastag	Name Email Message Send

FOOTER

(Below main navigation)

Content:

- Logo
- Links to pages
- Twitter account
- Contact form