



United Water

Project CRIA Navigation

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About This Document

What is a wireframe?

Wireframes are a page blueprint prior to the visual design used to illustrate the flow of information, document all objects to be included on the page and show the behavior and states of some of these objects. They are not meant to reflect actual design or content.

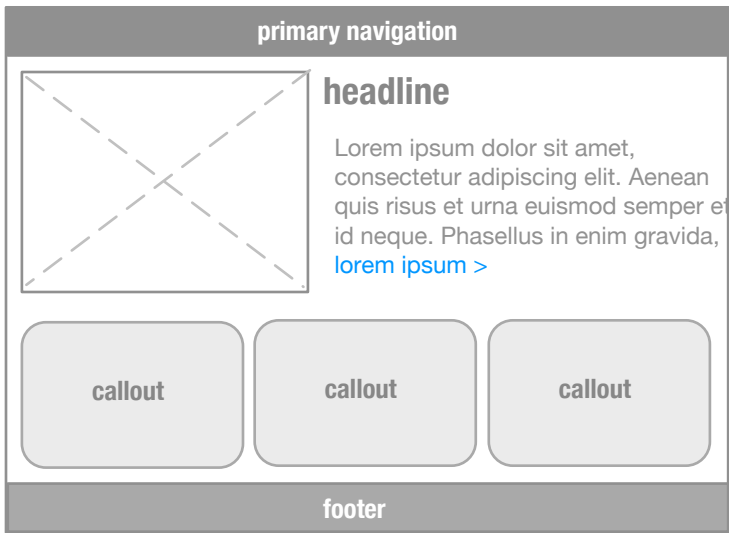
Design aspects for consideration

- Representation of selected content and functionality that will reside on a page to bring the strategic concept to life.
- An allocation of page real estate to illustrate priority and placement.
- Intent of copy - indicative of the eventual design. This includes titles, labels, links, prompts and instructions.
- Schematic that identifies key page areas (modules).
- Direction for visual design explorations.

Aspects not for wireframe review

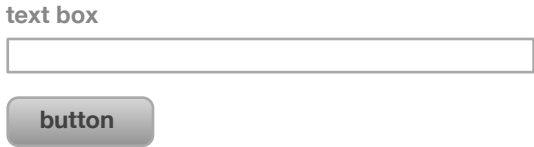
- Final copy or branding treatments
- The design/look&feel of the page
- Representation of the specific photography to be used
- The final layout of future content and functionality

Wireframe example

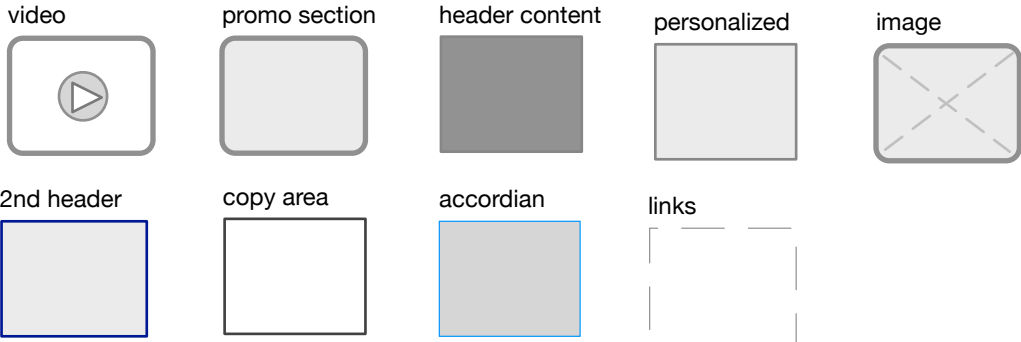


Legend

form elements

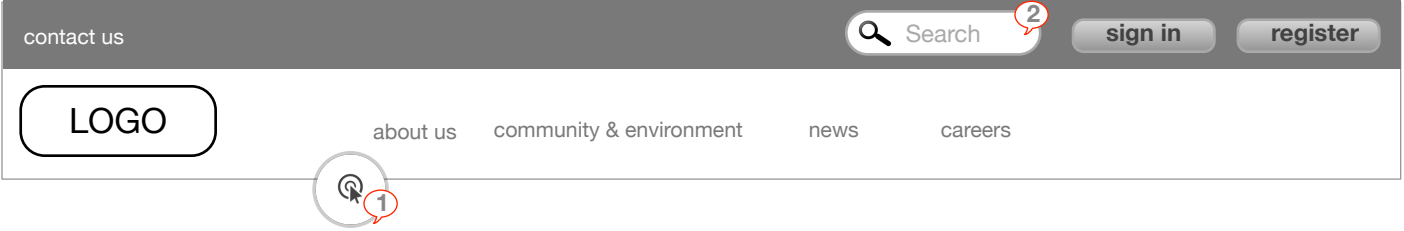


modular elements



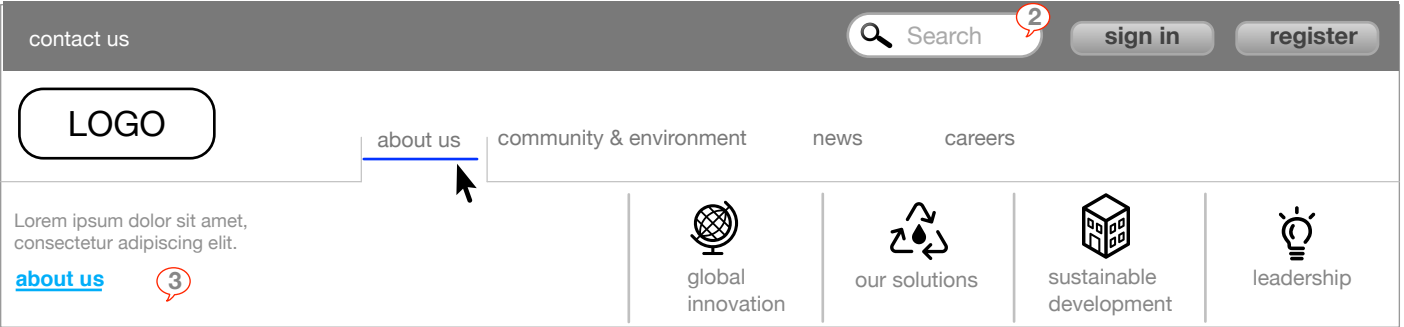
Global Site Navigation

primary navigation - logged out

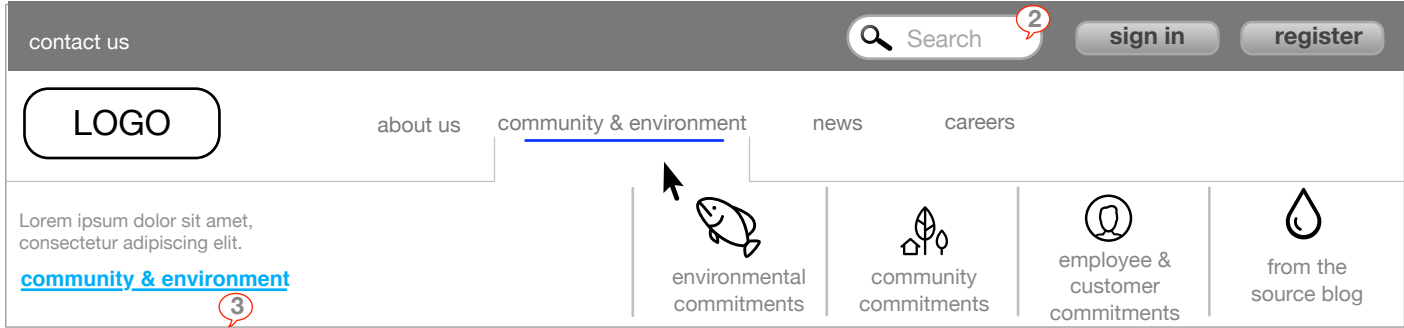


[view other states (logged in, etc) of the navigation on subsequent pages)

about us secondary nav



community & environment secondary nav

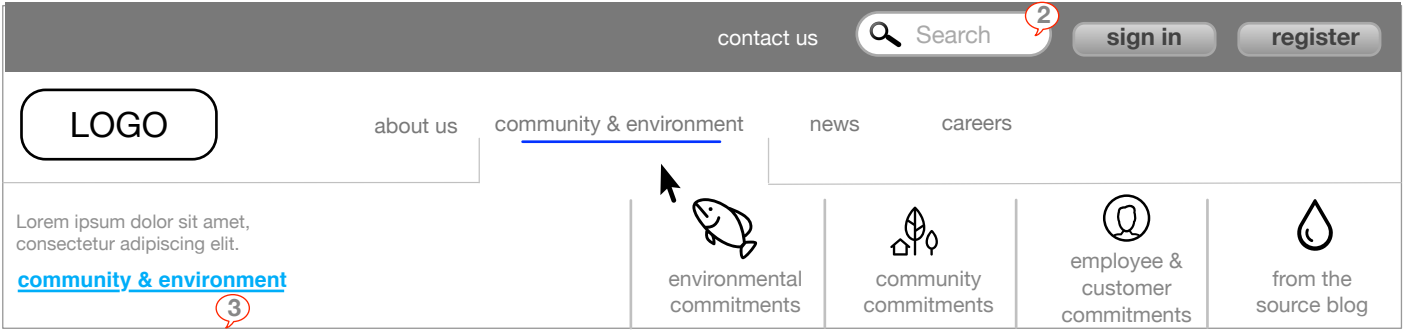


annotations

- 1. On primary navigation selection, user goes to the related landing page.
- 2. 'search' text box takes the user to the search results screen
- 3. Hyperlink is directly related to the primary navigation.

Global Site Navigation 2

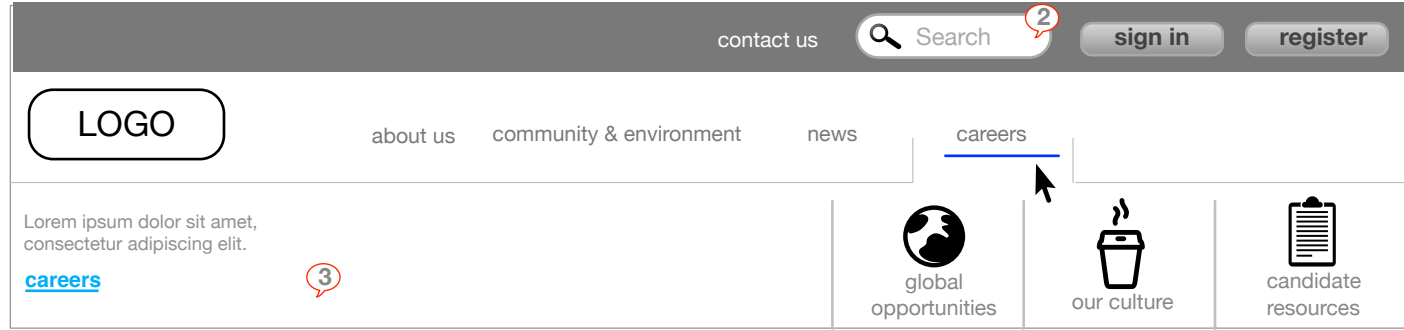
community & environment secondary nav



news secondary nav



careers nav

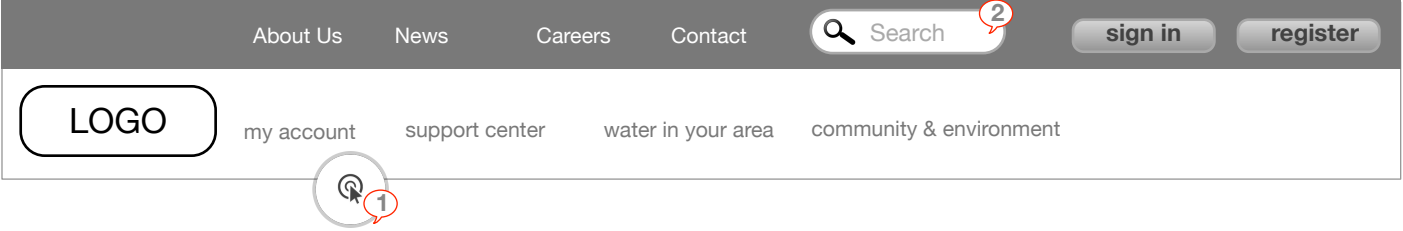


annotations

- 1. On primary navigation selection, user goes to the related landing page.
- 2. 'search' text box takes the user to the search results screen
- 3. Hyperlink is directly related to the primary navigation.

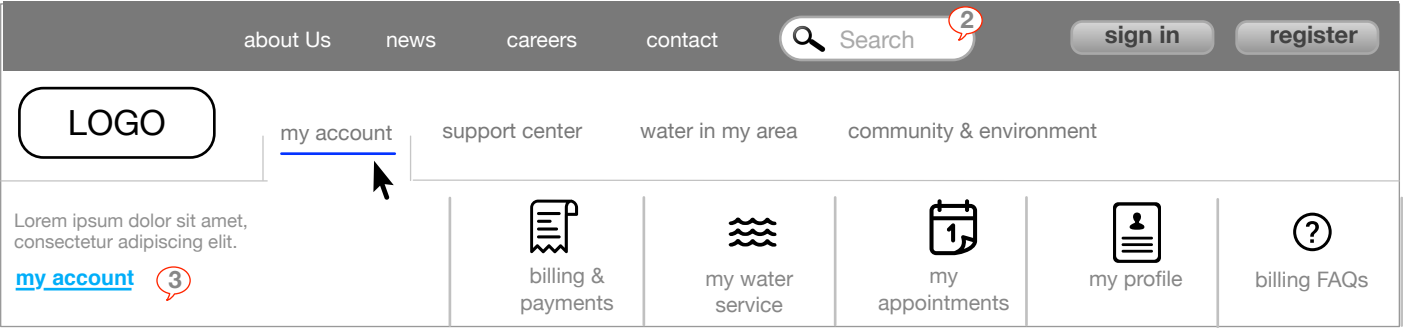
Localized Site Navigation

primary navigation - logged out

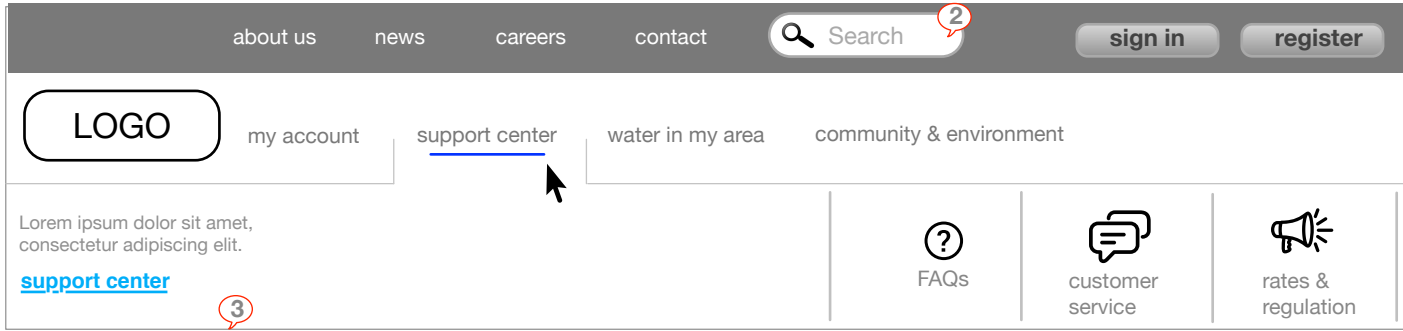


[view other states (logged in, etc) of the navigation on subsequent pages)

my account secondary nav



support center secondary nav

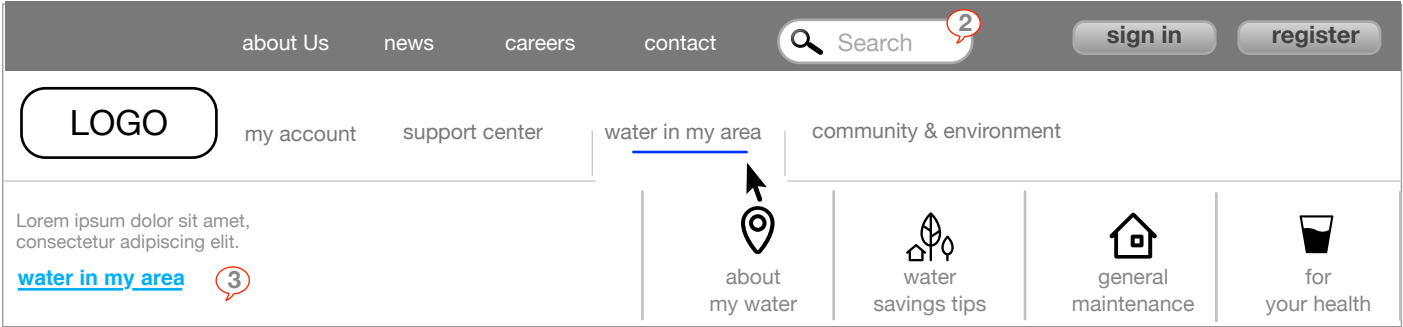


annotations

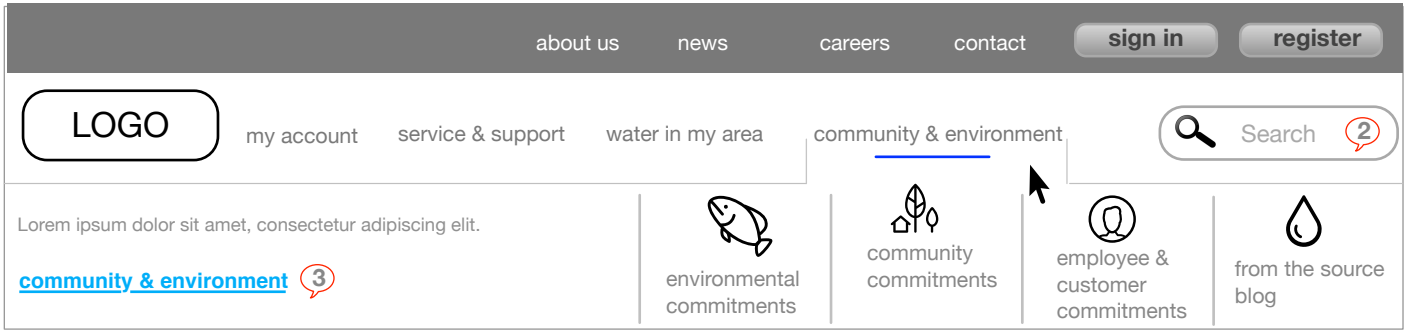
- 1. On primary navigation selection, user goes to the related landing page.
- 2. 'search' text box takes the user to the search results screen
- 3. Hyperlink is directly related to the primary navigation.

Localized Site Navigation 2

water in my area secondary nav



community & environment nav




annotations

- 1. On primary navigation selection, user goes to the related landing page.
- 2. 'search' text box takes the user to the search results screen
- 3. Hyperlink is directly related to the primary navigation.

Navigation Footer

LOGO


1





sign up for our email


go!

2









[about us](#)

[global innovation](#)

[our solutions](#)

[sustainable development](#)

[leadership](#)

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[water in my area](#)

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[water saving tips](#)

[general maintenance](#)

[water saving tips](#)

[community & environment](#)

[sustainability & conservation](#)

[from the source](#)

[community outreach](#)

[accessibility](#)

[privacy policy](#)

[terms of use](#)

[regulatory notice](#)

[b2b corporate site](#)

annotations

1. ‘sign up for our email’ button expands open an in-line 1. ‘email’ text box 2. ‘ok’ button
2. Social media icons denoting the different United Water social media sites.

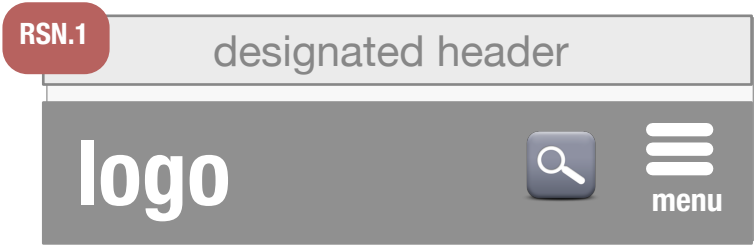
Secondary Navigation Desktop



annotations

- SN.1. Secondary navigation display.
- SN.2. Tertiary navigation display.
- SN.3. Quaternary navigation display. This can wrap to two lines.
- SN.4. Salutation and name will appear above the navigation in a logged in state.

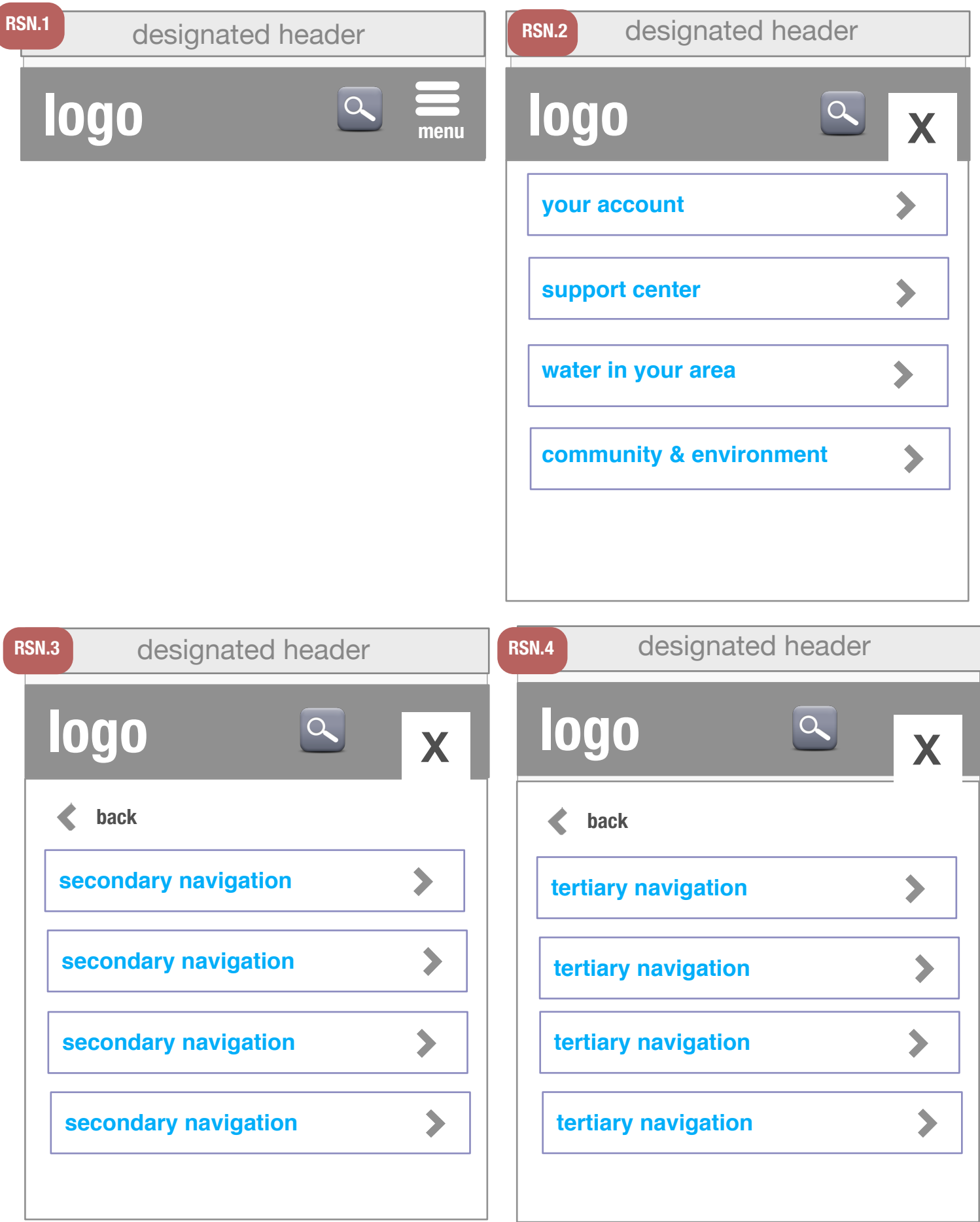
Secondary Navigation Mobile/Tablet



annotations

RSN.1. Hamburger navigation display.
RSN1.1. On tap of 'search' icon, search bar appears with a 'go' button. Tapping anywhere else on the screen removes the 'search' drop down.

Secondary Navigation Mobile/Tablet 2

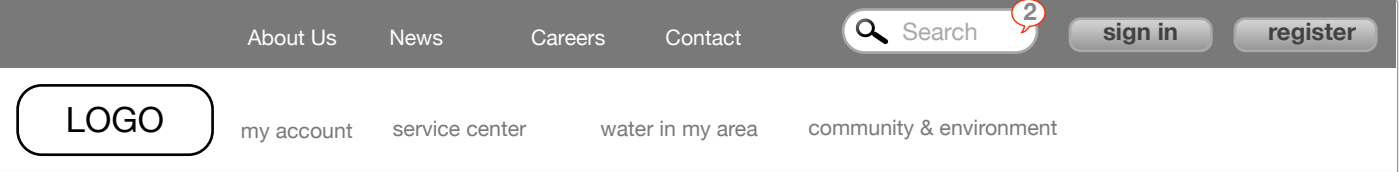


annotations

- RSN.1. Hamburger navigation display.
- RSN.2. Primary navigation display.
- RSN.3. Secondary navigation display.
- RSN.4. Tertiary navigation display.

Designated Headers

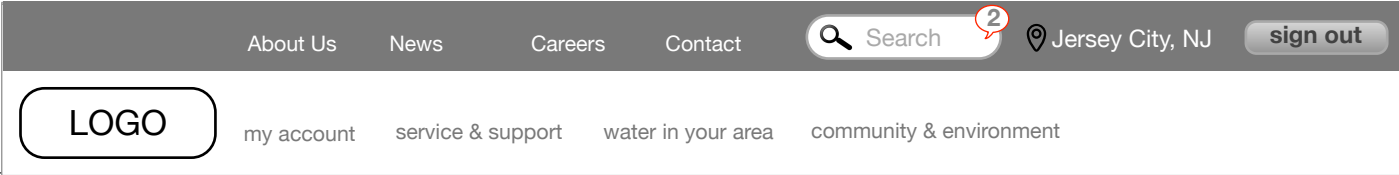
not logged in view [desktop]



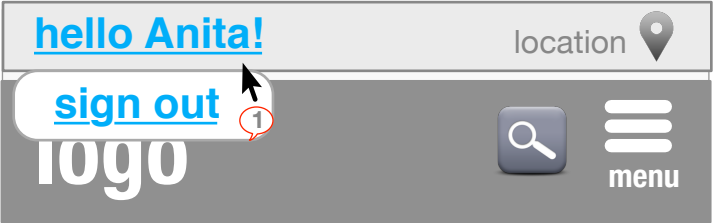
not logged in view [mobile/tablet]



logged in view [desktop]



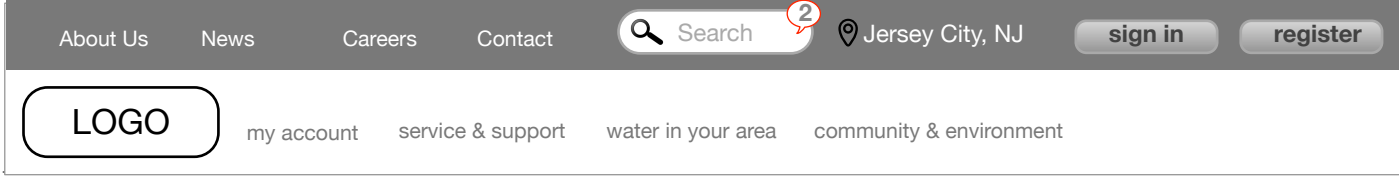
logged in view [mobile/tablet]



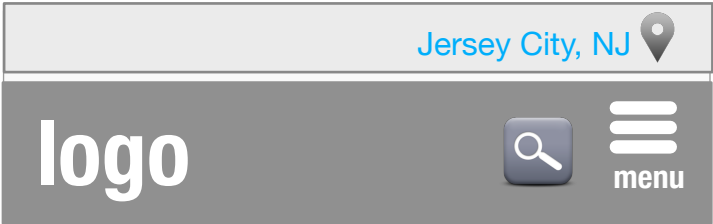
annotations

- 1. 'sign out' hyperlink only appears on hover over.

zip code entered not logged in view [desktop]

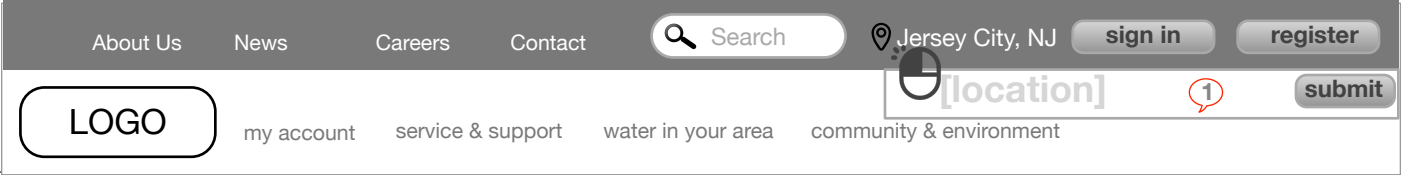


zip code entered not logged in view [mobile/tablet]

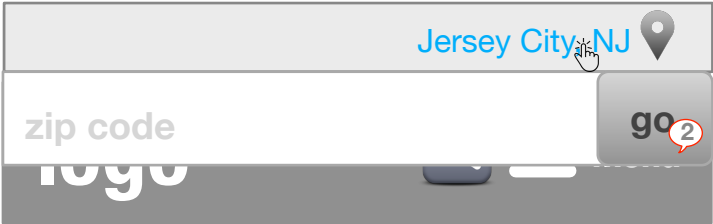


Designated Headers (Continue)

zip code entered view [desktop]



zip code entered view [mobile/tablet]



annotations

- 1. On click, user can change their location
- 2. 'sign out' hyperlink only appears on hover over. If user does not want to change the location, they can tap anywhere else on the screen.