



United Water

# Project CRIA

## Content Modules

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# About This Document

## What is a wireframe?

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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

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- 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.

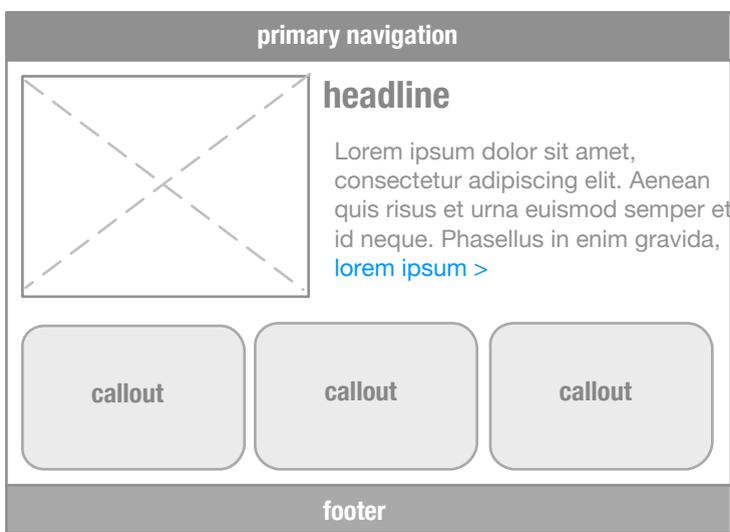
## Aspects not for wireframe review

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- 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

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## Legend

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### form elements

text box

button

### modular elements

video



promo section



header content



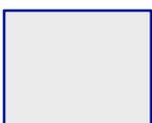
personalized



image



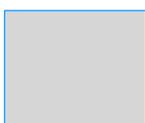
2nd header



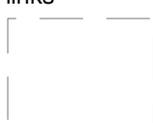
copy area



accordion

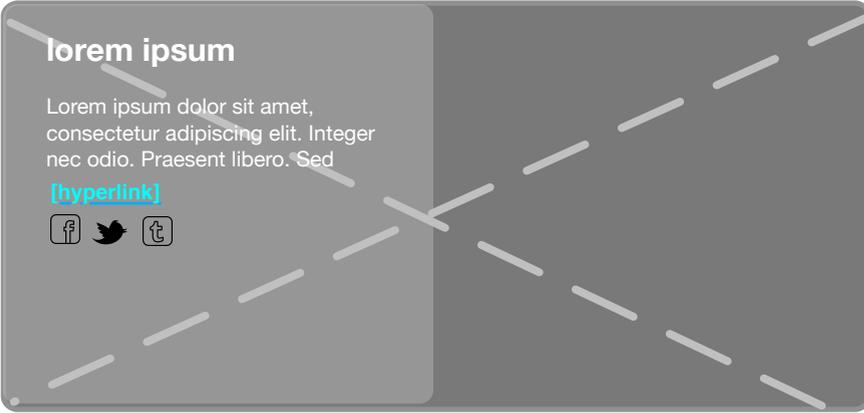


links



# Content Modules: Full Width

## module a



## FULL WIDTH Module

Wide content module contains a headline and copy content. They only appear on the right side of the page. They either must also contain:

- m.a. A full size image with a transparency overlay on the left side
- m.b. A full size image with a transparency overlay on the left side
- m.c. A Video

Optional elements:

- A. A hyperlink
- B. Social share

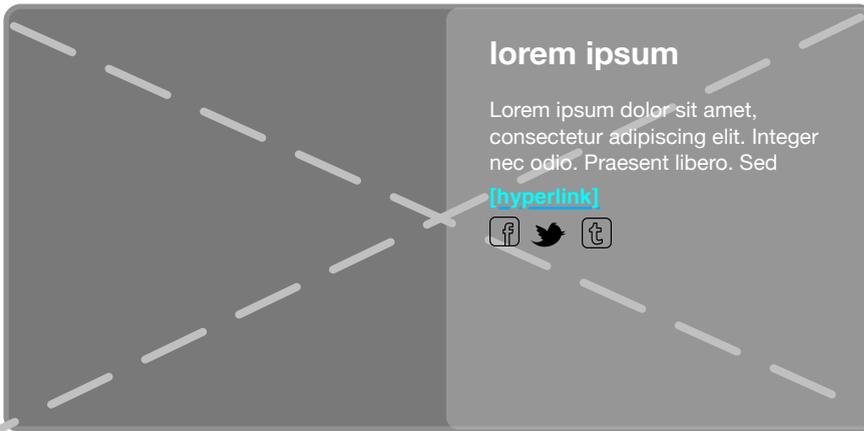
Width/Height\*:

desktop - w: 652px / h: 280px

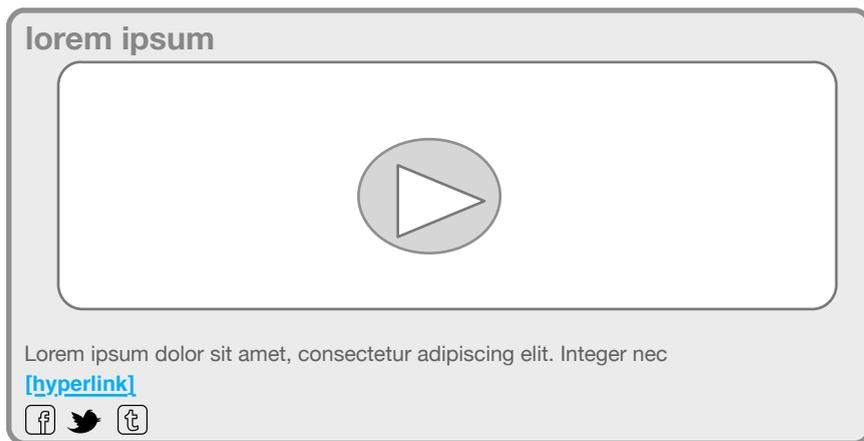
tablet - w: 652px / h: 220px

mobile - w: 286px / h:125px

## module b



## module c



# Content Modules: Full Width (cont1)

## module d

### lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed



[title]

[\[hyperlink\]](#)



[title]

[\[hyperlink\]](#)

## FULL WIDTH Module

Wide content module contains a headline and copy content. They only appear on the right side of the page. They either must also contain:

m.d. module with icons, title and hyperlink for external related actions

m.e. appointment module. This module is a child of a parent module containing the following

- (1) Header
- (2) Sub-headers
- (3) Drop down for 'adding appointment to calendar'
- (4) carousel rotation arrows

m.f. contains header, copy and button

Width/Height\*:

desktop - w: 652px / h: 280px

tablet - w: 652px / h: 220px

mobile - w: 286px / h:125px

## module e

**upcoming appointments** add to calendar ▼

date:	time:	type:
mm/dd/yy	00:00 PM	[type] ▶

◀

## module f

### lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[button]

# Content Modules: Full Width (cont2)

## module g

### lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## FULL WIDTH Module

Wide content module contains a headline and copy content. They only appear on the right side of the page. They either must also contain:

- m.g. Full width text box with color background
- m.h. Half size image on left, text on right
- m.i. Half size image on right, text on left
- m.j. Hot topics module
- m.k. Expandable content module

Optional elements:

- A. A hyperlink
- B. Social share

Width/Height\*:

desktop - w: 652px / h: 280px  
 tablet - w: 652px / h: 220px  
 mobile - w: 286px / h: 125px

## module h

### lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed

[\[hyperlink\]](#)



## module i

### lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed

[\[hyperlink\]](#)



## module j

### [header]

Lorem ipsum dolor sit amet consectetur nonummy.

### [sub-title]

### [category]

[+ view](#)



### [category]

[+ close](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at

[view all](#)

## module k

### > [title]

### v [title]

#### [sub-title]

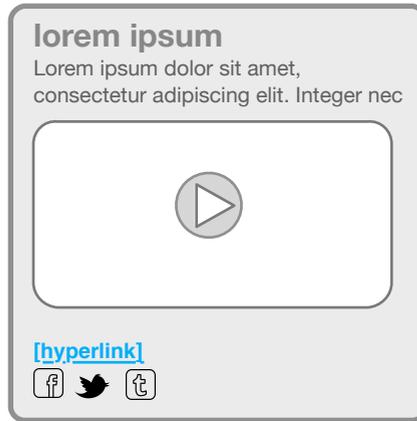
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero. Sed

# Content Modules: Half Width

## module l



## module m



## HALF module

All half width modules contain a headline and copy content. They either must also contain:

- m.l. A full size image with a transparency overlay
- m.m. A Video
- m.n. A 1/3 length top image with a bottomcolor [where headline and copy live]
- m.o. Color background

Optional elements:

- A. Hyperlink
- B. Social share

Width/Height\*:

desktop - w: 316px / h:280px

tablet - w: 316px / h:220px

mobile - w: 286px / h:125px

## module n



## module o



\* Width is based on a 960 grid with a configuring factor of desktop being a dimension of  $\geq 960$ , tablet being a dimension of  $\geq 768$  and mobile being  $> 320$ .

# Content Modules: 1/3 Width

module p



## THIRD WIDTH module

All third width modules contain a headline and copy content. They either must also contain:  
 m.p. image with a transparency overlay with text  
 m.q. A 1/3 length top image with a bottom color [where headline and copy live]  
 m.r. Color background  
 m.s. Image with a transparency overlay with form field and text in the foreground (mainly used for eBill)  
 m.t. Color background with hyper links

Optional elements:  
 A. Hyperlink (except m.l.)  
 B. Social share

Width/Height\*:  
 desktop - w: 204px / h:280px  
 tablet - w: TBDpx / h:TBDpx  
 mobile - w: TBDpx / h: TBDpx

module q



module r



\* Width is based on a 960 grid with a configuring factor of desktop being a dimension of >=960, tablet being a dimension of >=768 and mobile being >320.

module s



module t

