Armanino

User Flows and Wireframes

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User Flows

Registration User Flow

1. Upon first seeing the registration form, registration form is editable with a sign up button

- A check box is available to save user registration information

2. If the user ticks the checkbox to save their registration information, they see their username as their email and 2 fields:

- password

- re-enter password

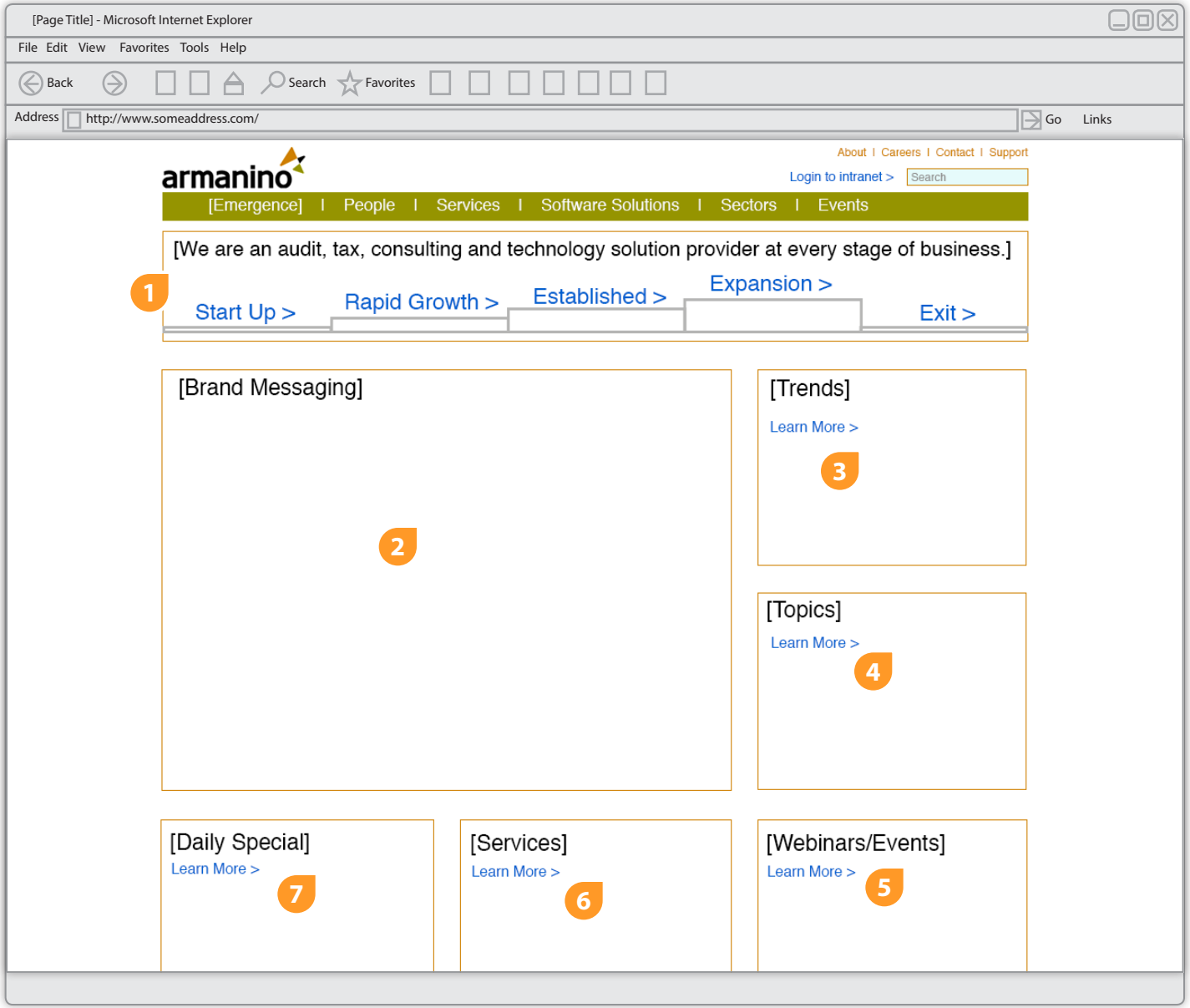
3. The registration information is saved within a cookie

- If a different user choices to sign up, a link is available that will take the user back to the initial sign up form

-If the cookie has been cashed, the user does not have to register again and can bypass that step

Wireframes

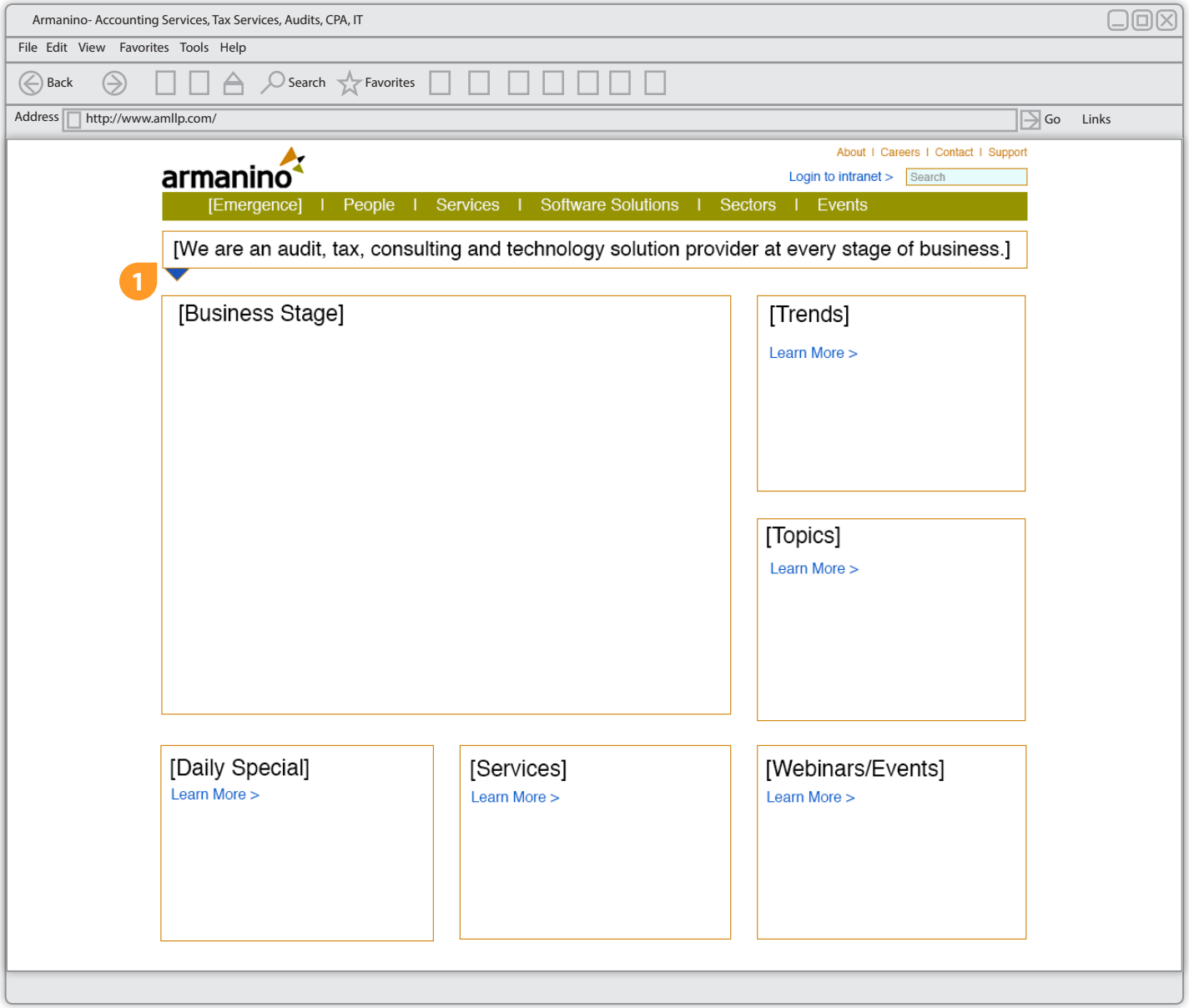
Home Page (0.0)



Annotations

1. Hit a 'Business Stage' link to view a unique 'Business Stage'
2. Brand messaging area
   - CFO Evolution
   -Technology
   -International reach
   -Others
3. Trends section
4. Topics section
5. Webinars/Events section
6. Services statement
7. Daily special

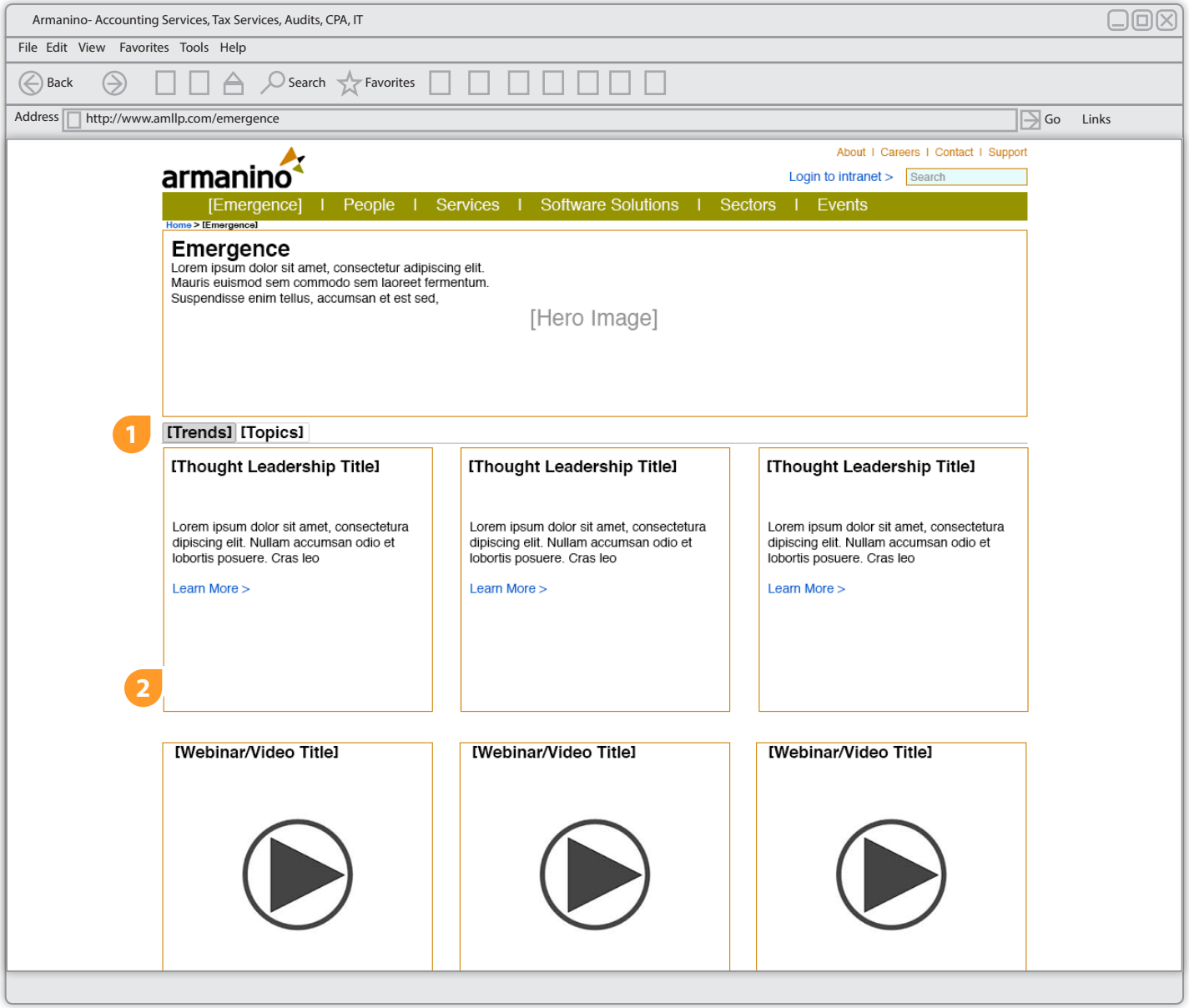
Home Page (0.0) with Business Stage



Annotations

1. Hit 'down arrow' widget to expand 'Business Stage' view

Emergence Landing Page (1.0)



Annotations

1. Tabs to filter 'trends' and 'topics' categories

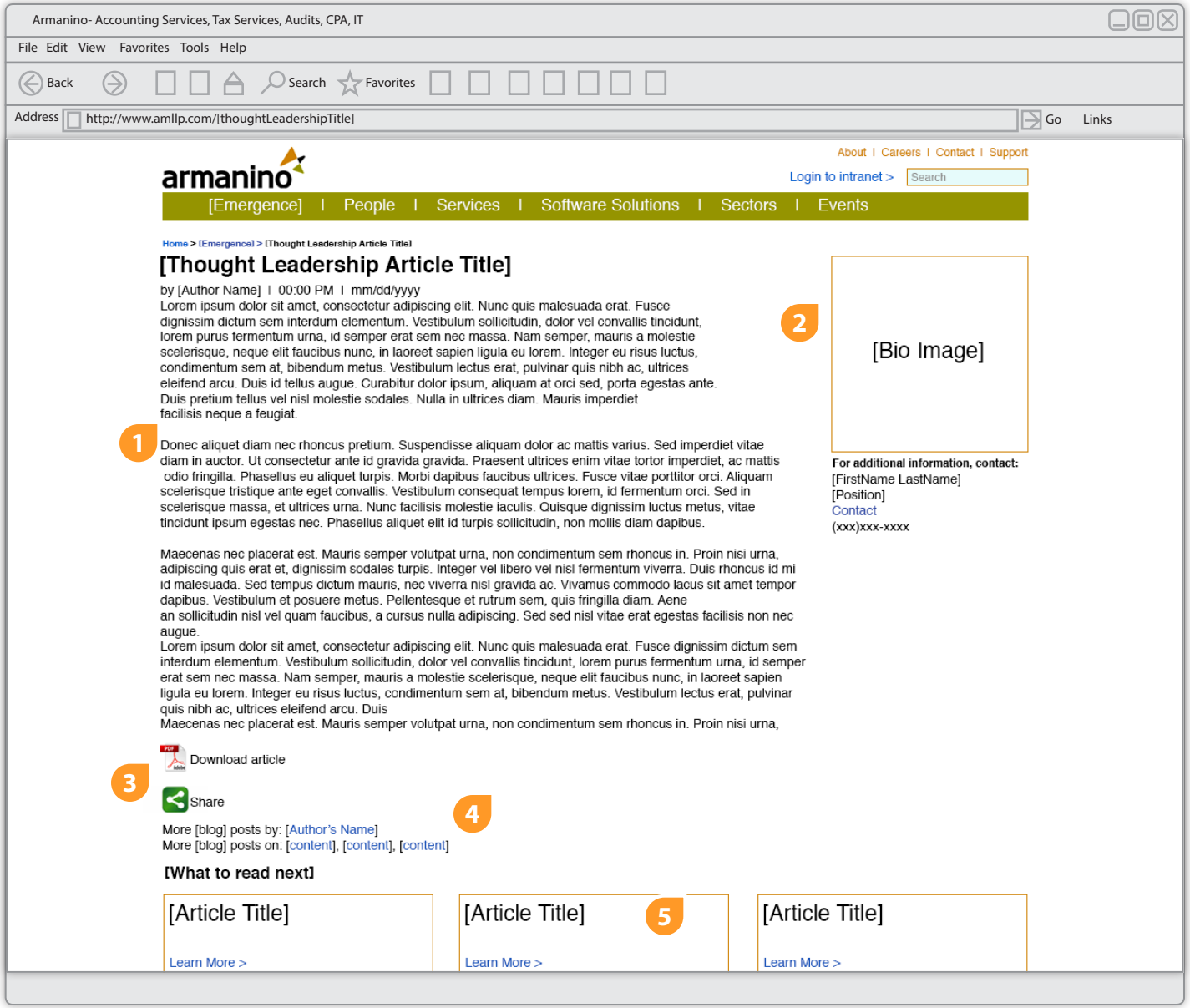
2. Thought leadership content in repetitive pattern based on available content

-Articles and videos/webinars have unique treatment

-Articles include a link to the related thought leadership article

-Videos and webinars open up in lightbox for desktop; full screen on mobile and tablet

Emergence Detail Page (Thought Leadership) (1.X)



Annotations

1. Thought leadership article with header and timestamp containing:

- Author name

-Time posted

-Date posted

2. Author contact information with:

-Bio image

-Name

*If there is a bio on author within website, name is active link

-Position

-Contact

-Phone number

* If there is no bio for the person, this area is a generic link to contact Armanino

3. PDF download widget and Share widget

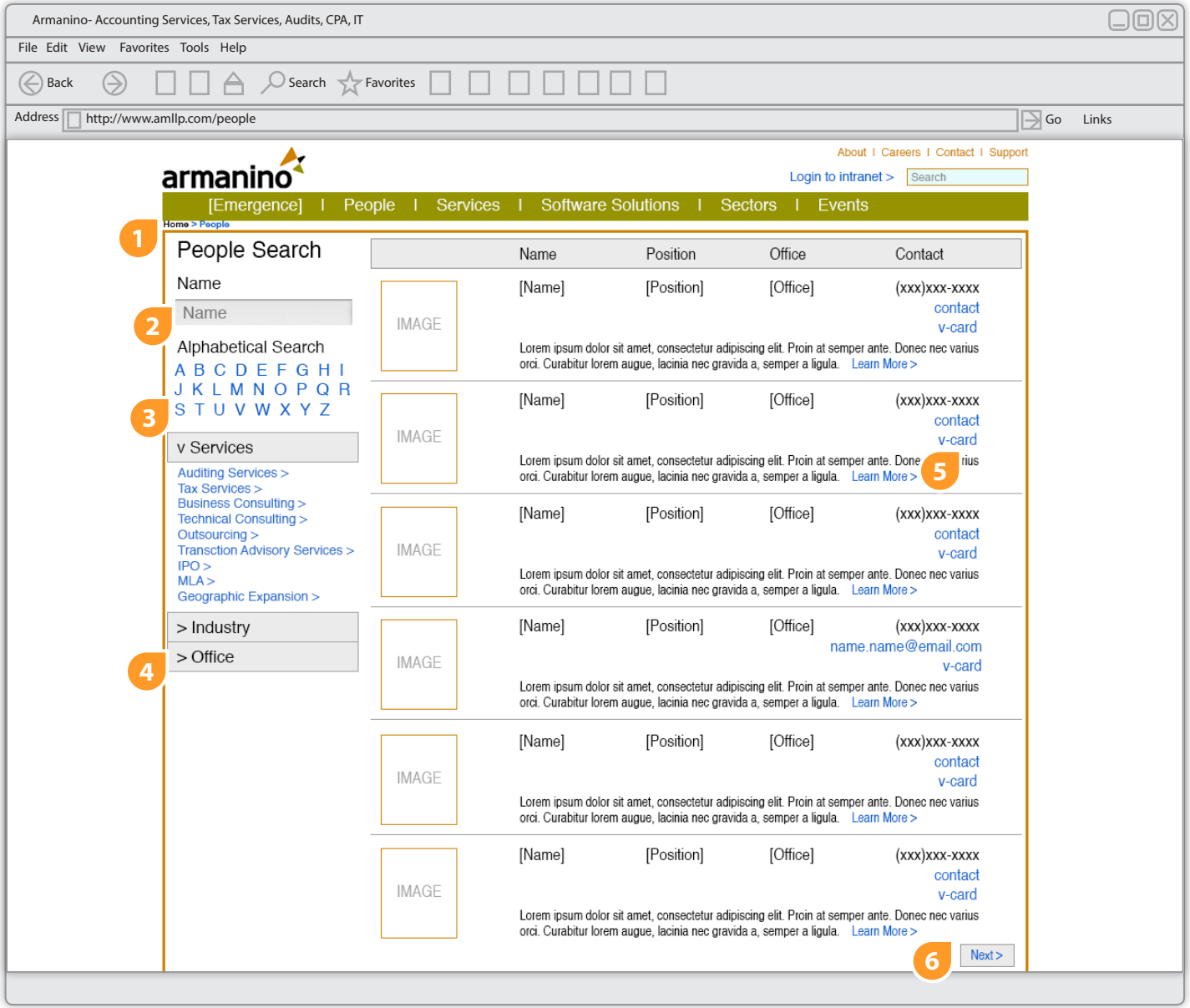
4. Hot links to display content for more blog information

4.a Related to author

4.b Related to content

5. Related Thought Leadership content

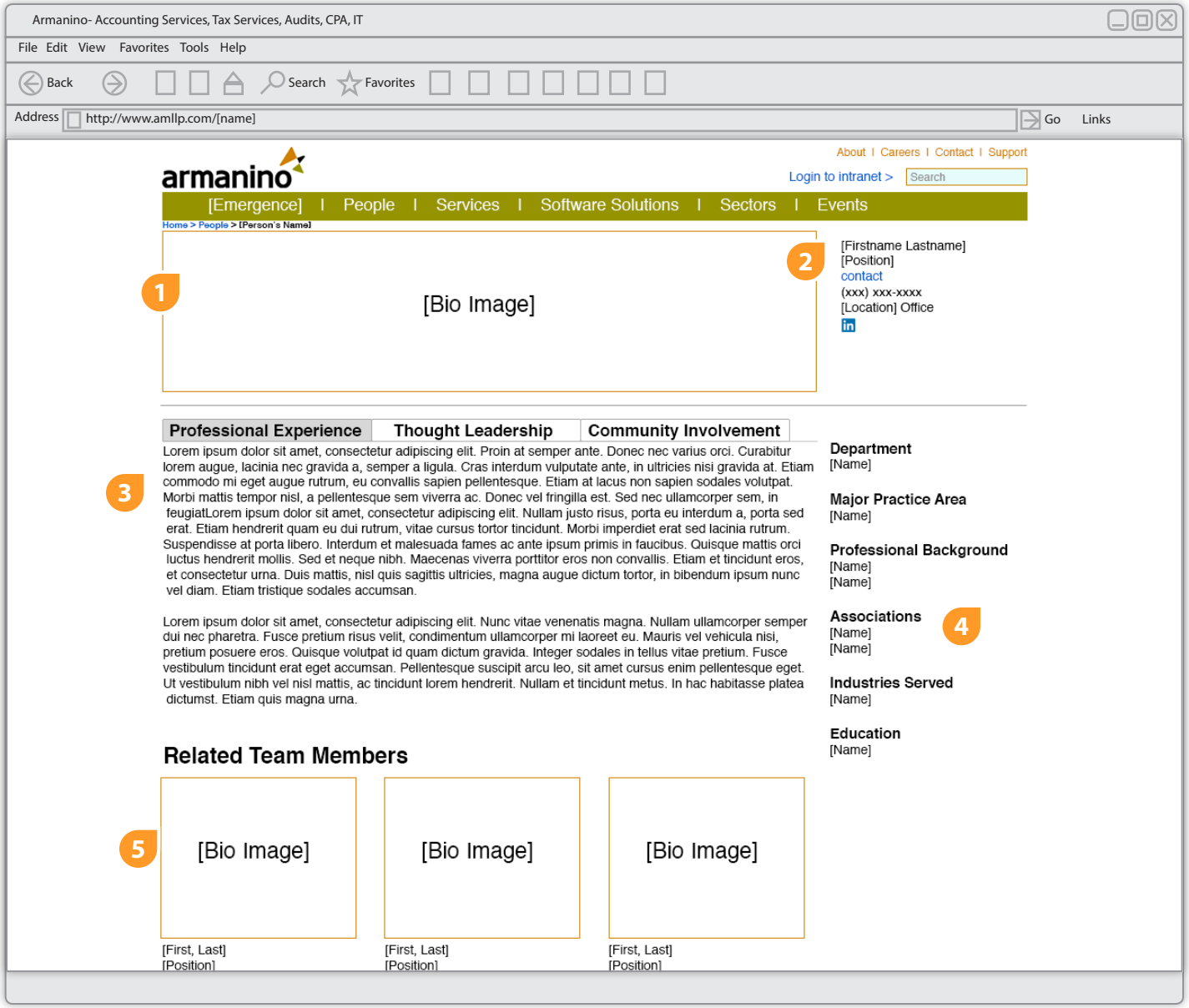
People Landing Page (2.0)



Annotations

1. Breadcrumb trail
2. Text entry field for name
3. Alphabetical search with:
   - Alphabetical letter widgets
4. Accordian menu items for faceted search for:
   - Services
   - Office
   - Industry
   * Services starts as open
5. Bio search box containing;
   - Bio photo
   - Name
   - Position
   - Office
   - Contact information
     * Phone number
     * Email address
     * V-card download
   - Elevator pitch
6. Pagination

People Detail Page (Professional Experience Tab) (2.X)



Annotations

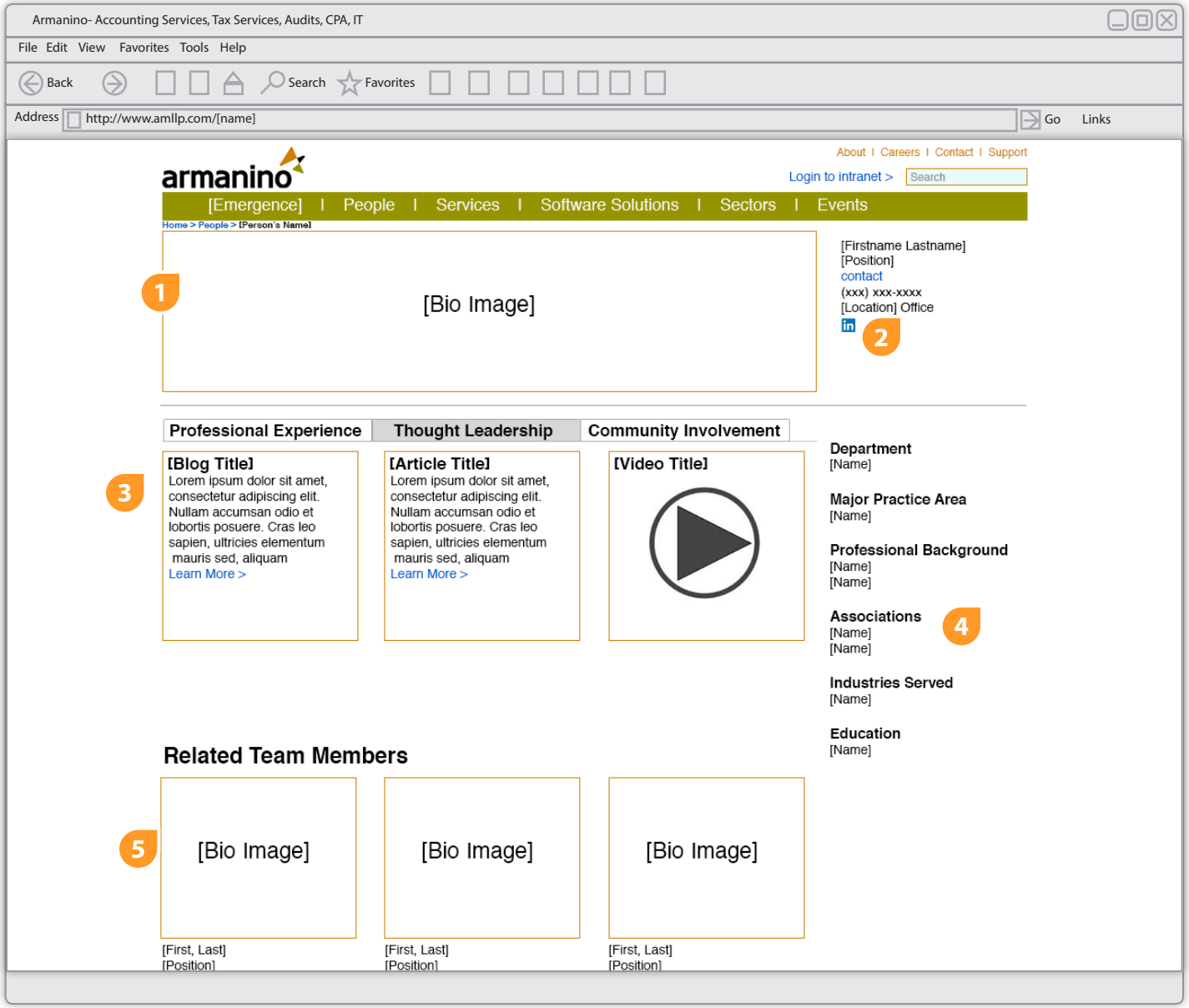
1. Biography image
2. Bio information
- Name
- Position
- Contact
- Phone number
- Location office
- LinkedIn
3. Tabbed information section
- Can contain up to 6 tabs (if no information, tab does not appear)

* Professional Experience
* Q&A
* Thought Leadership
* Community Involvement
* Honors/Awards
* Webinars

4. Information section
- Department
- Major practice area
- Professional background
- Associations
- Industries served
- Education

5. Related team members

People Detail Page (Thought Leadership Tab) (2.X)



Annotations

1. Biography image

2. Bio information

- Name
- Position
- Contact
- Phone number
- Location office
- LinkedIn

3. Tabbed information section (see previous page)

- Thought Leadership can contain multiple items pertaining to

 * Blogs

* Articles

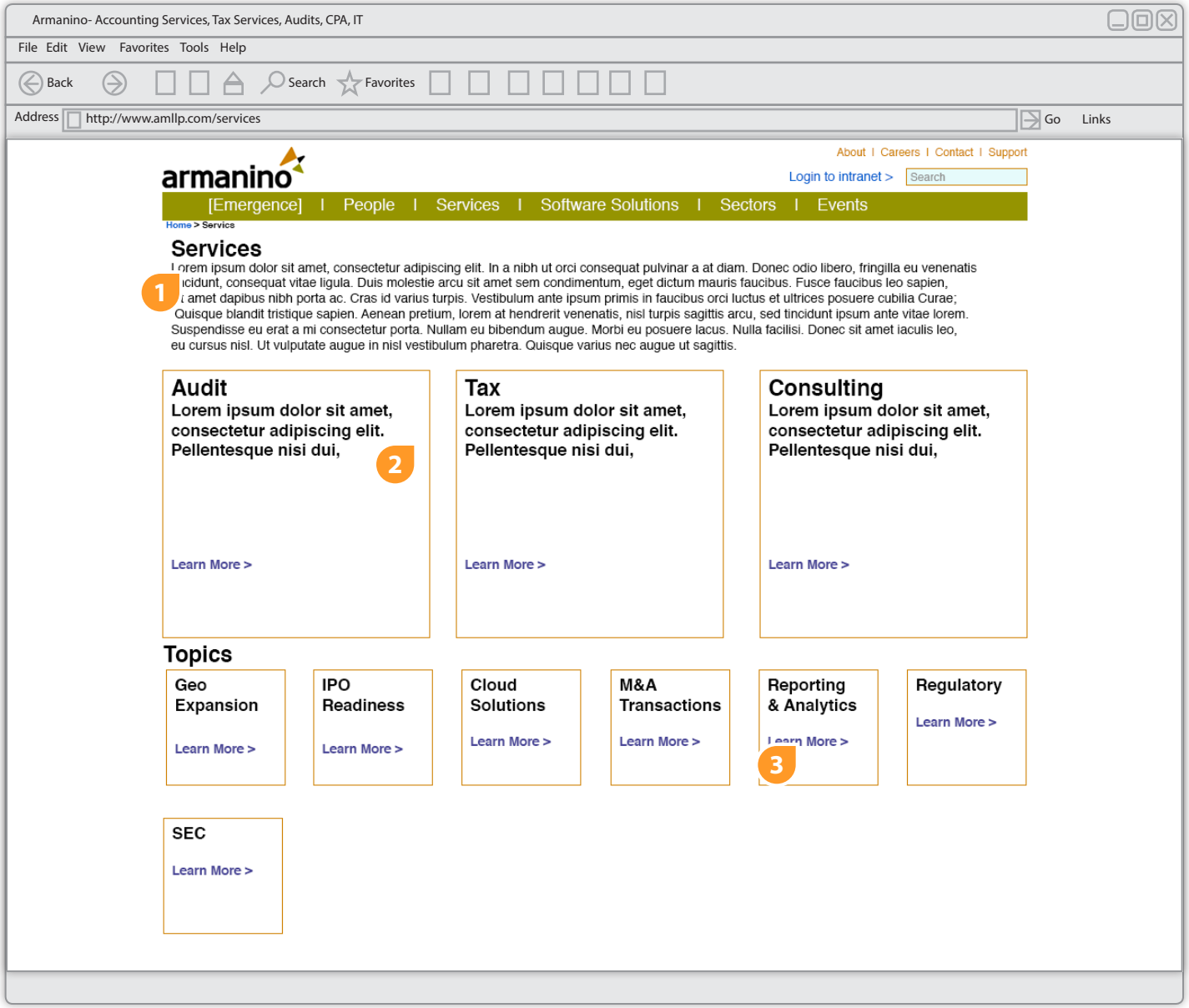
* Videos

4. Information section

- Department
- Major practice area
- Professional background
- Associations
- Industries served
- Education

5. Related team members

Services Landing Page (3.0)



Annotations

1. Elevator pitch with title content area

2. Large, clickable content areas to go into detail pages

-Audit

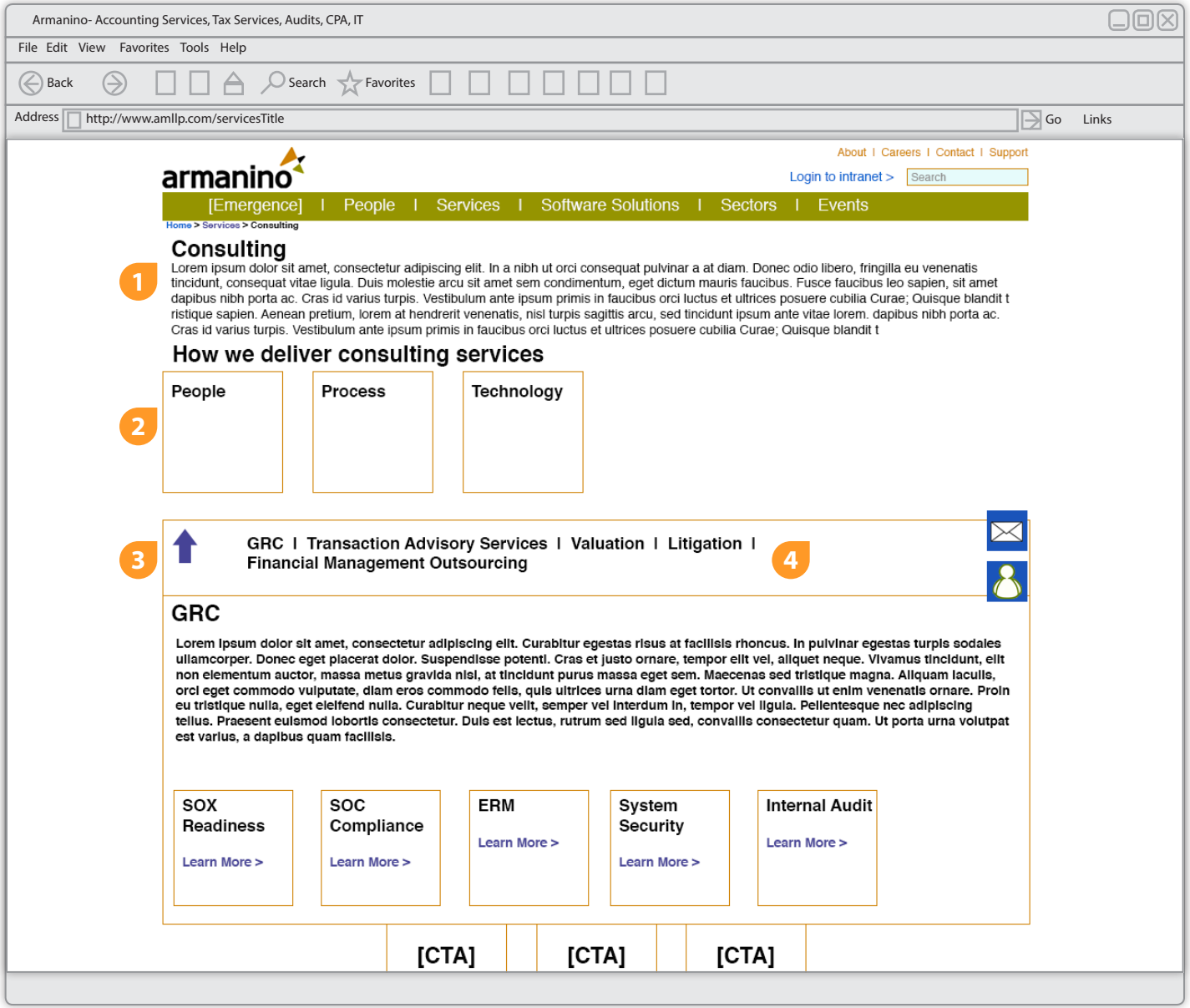
-Tax

-Consulting

3. Topic area boxes with links

-Links will open into a light box

Audit, Tax and Consulting Pages (3.1-3.3)



Annotations

1. Page title and content

2. Category headers

- Tax children are

* Smaill business and entreprenaurs

* CFOs and Tax directors

- Audit children are

* Private

* Public and industries

- Consulting children are

* People

* Process

* Technology

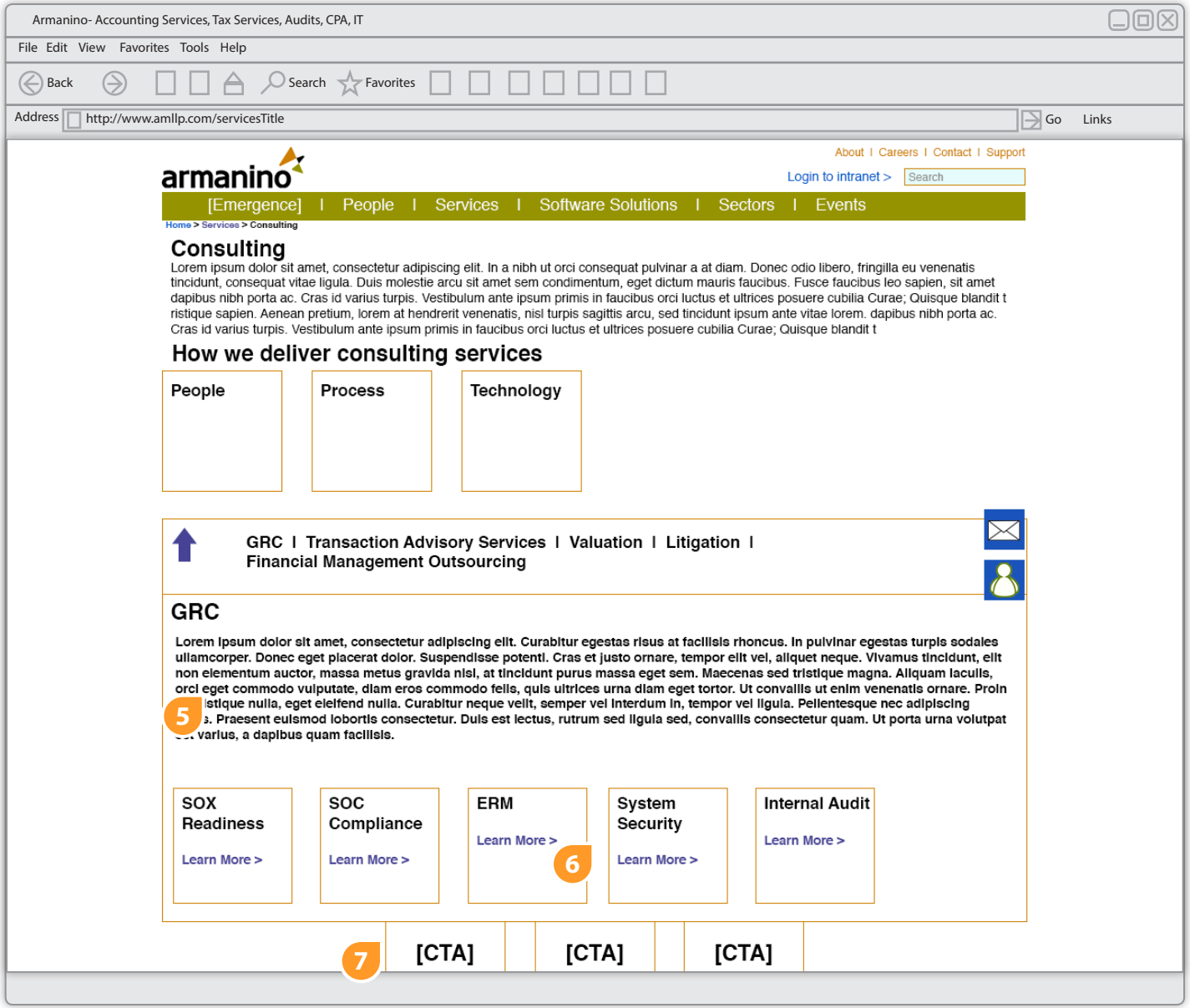
+ If category box is hit, a flyout with relevant content appears

3. Widget to return to top

4. Page section anchor links

(Annotations continue on next page)

Audit, Tax and Consulting Pages [Continued] (3.1-3.3)



Annotations

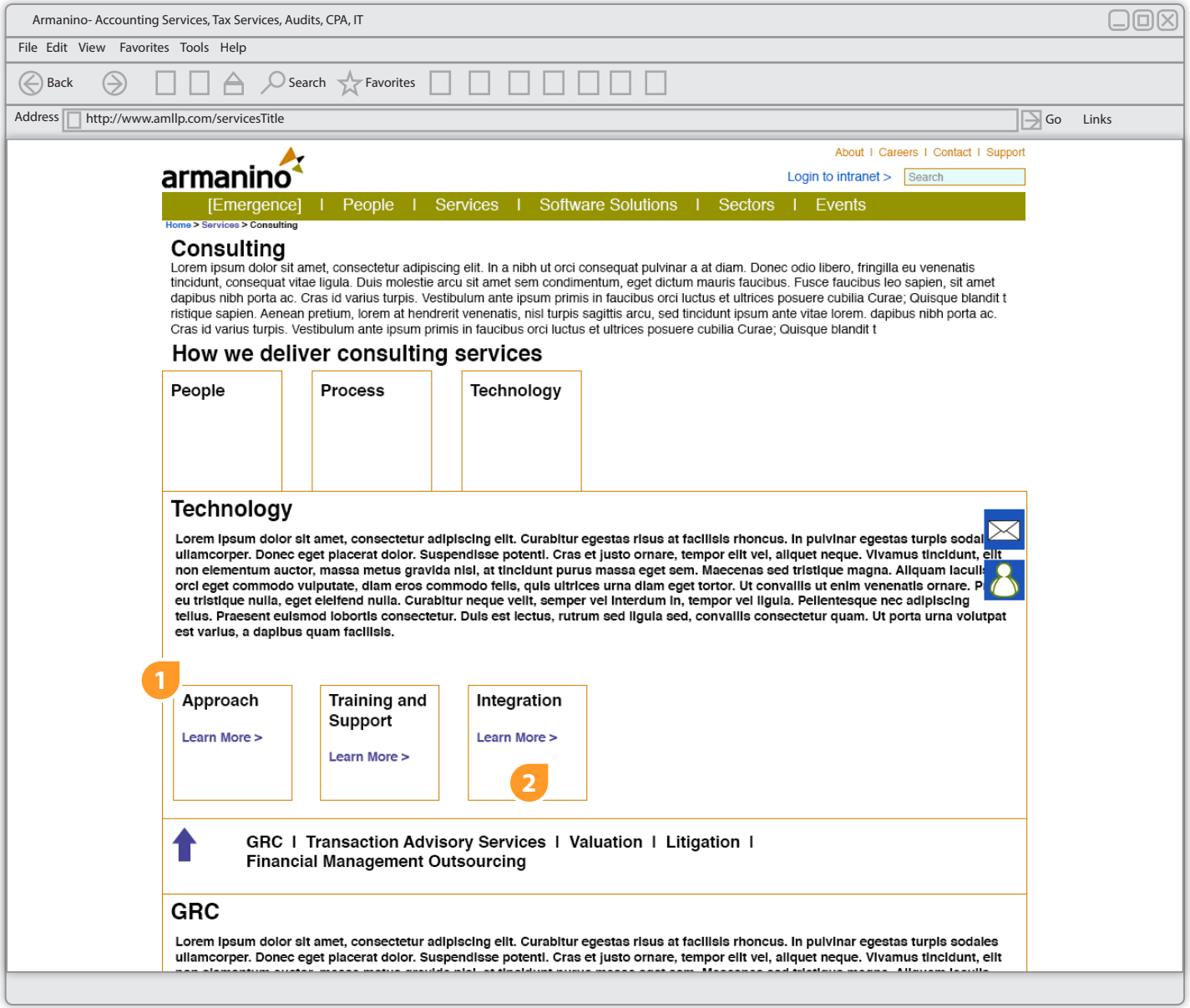
5. Section title and content area related to category (tax/audit/ consulting)

6. Section children with links

-Links will open into a light box

7. CTAs positioned in absolute positioning referencing call-outs relavent to the services category

Audit, Tax and Consulting Pages [Flyout] (3.1-3.3)



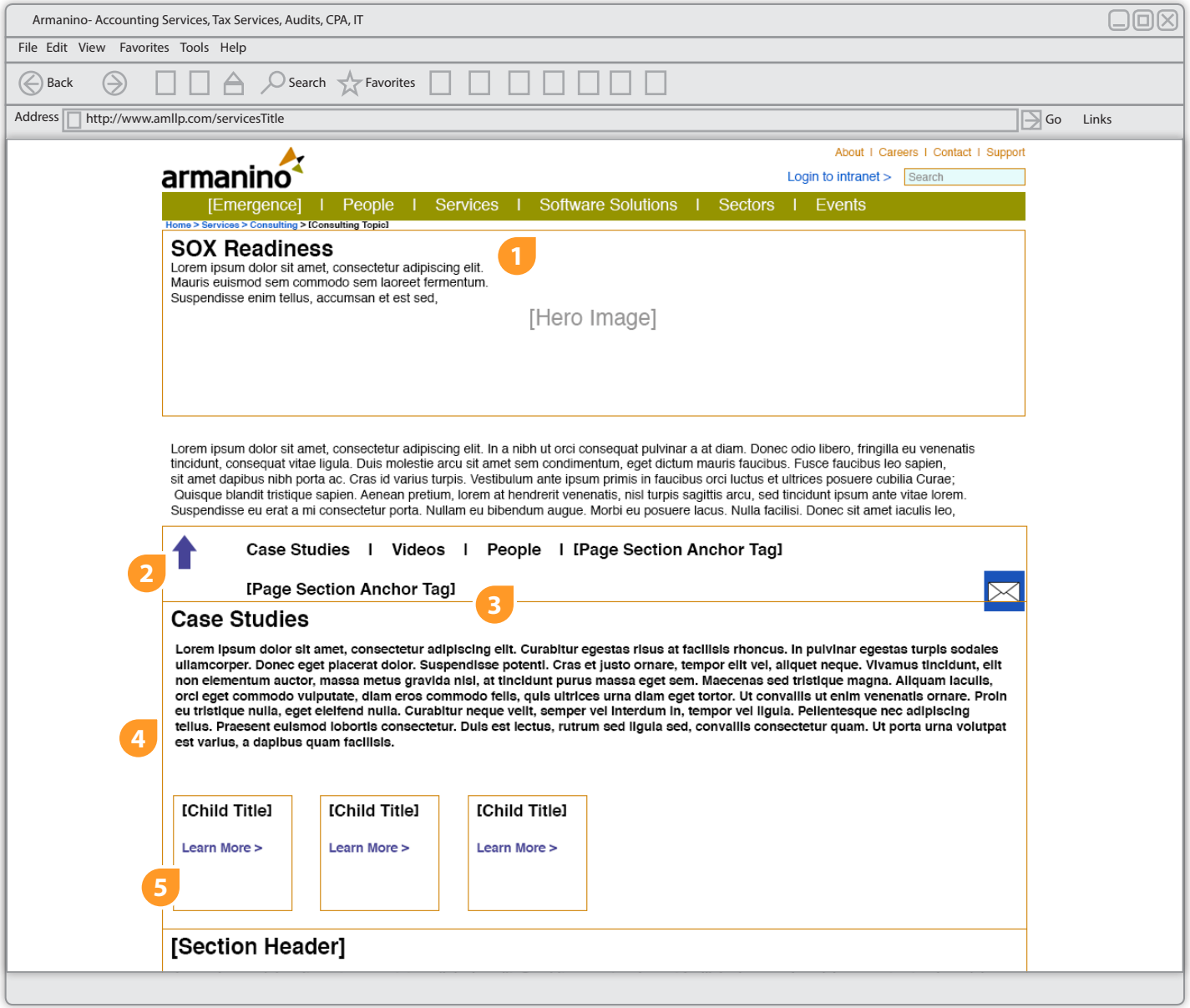
Annotations

1. Category content

2. Links for software related to the category

- Links open in light box

Services Children Detail Page (3.1.X-3.3.X)



Annotations

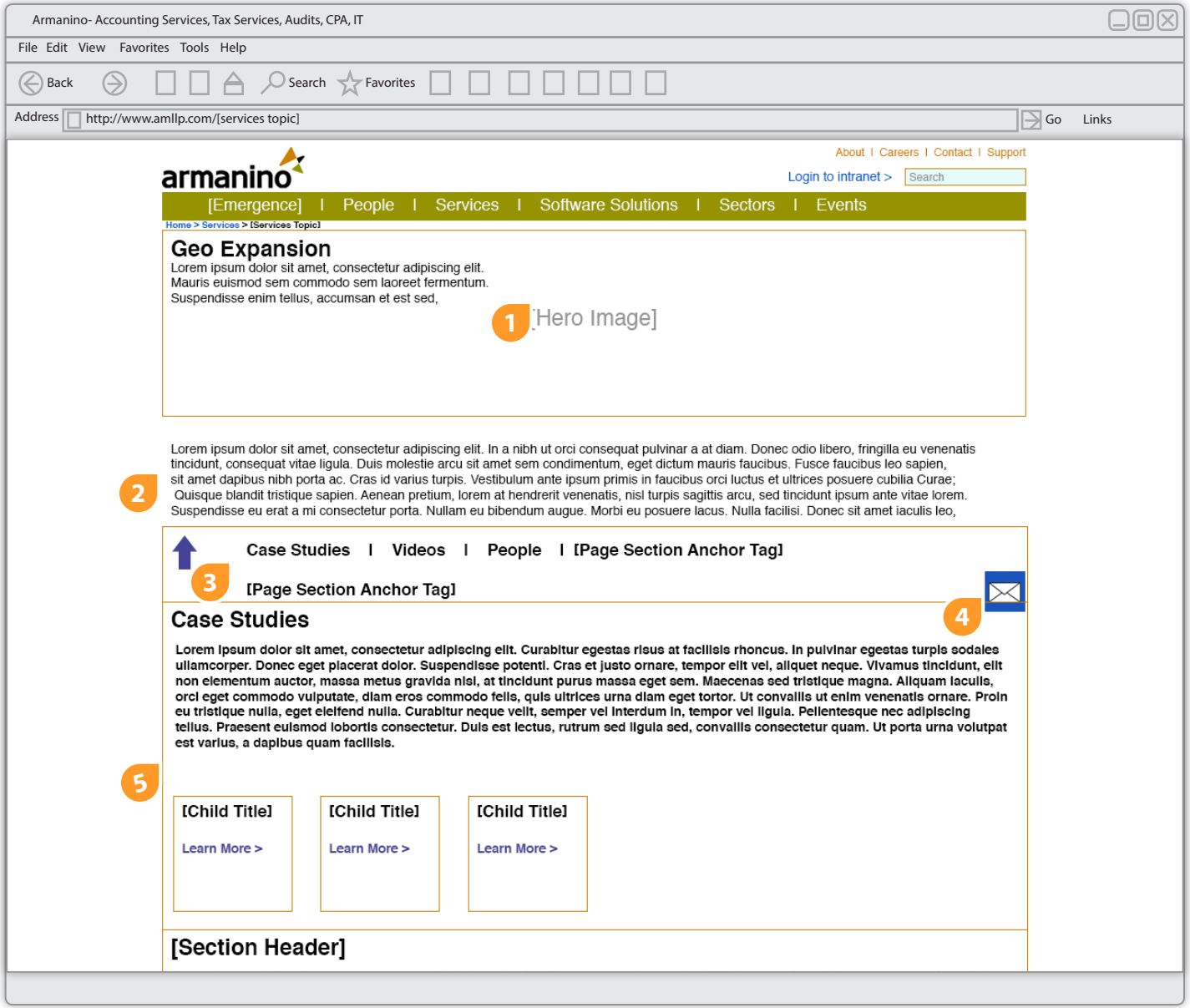
1. Page title and optional hero image
2. Widget to return to top
3. Page section anchor links

-Anchor links stick to top throughout entire page

4. Section title and content area
5. Section children with links

-Links will open into a light box

Services Topics (3.4-3.10)



Annotations

1. Service topic may or may not have a hero image

- If no hero image, content moves up and page title still appears

2. Intro text

3. Anchor tag links

- Can contain:

* Case studies

* Videos

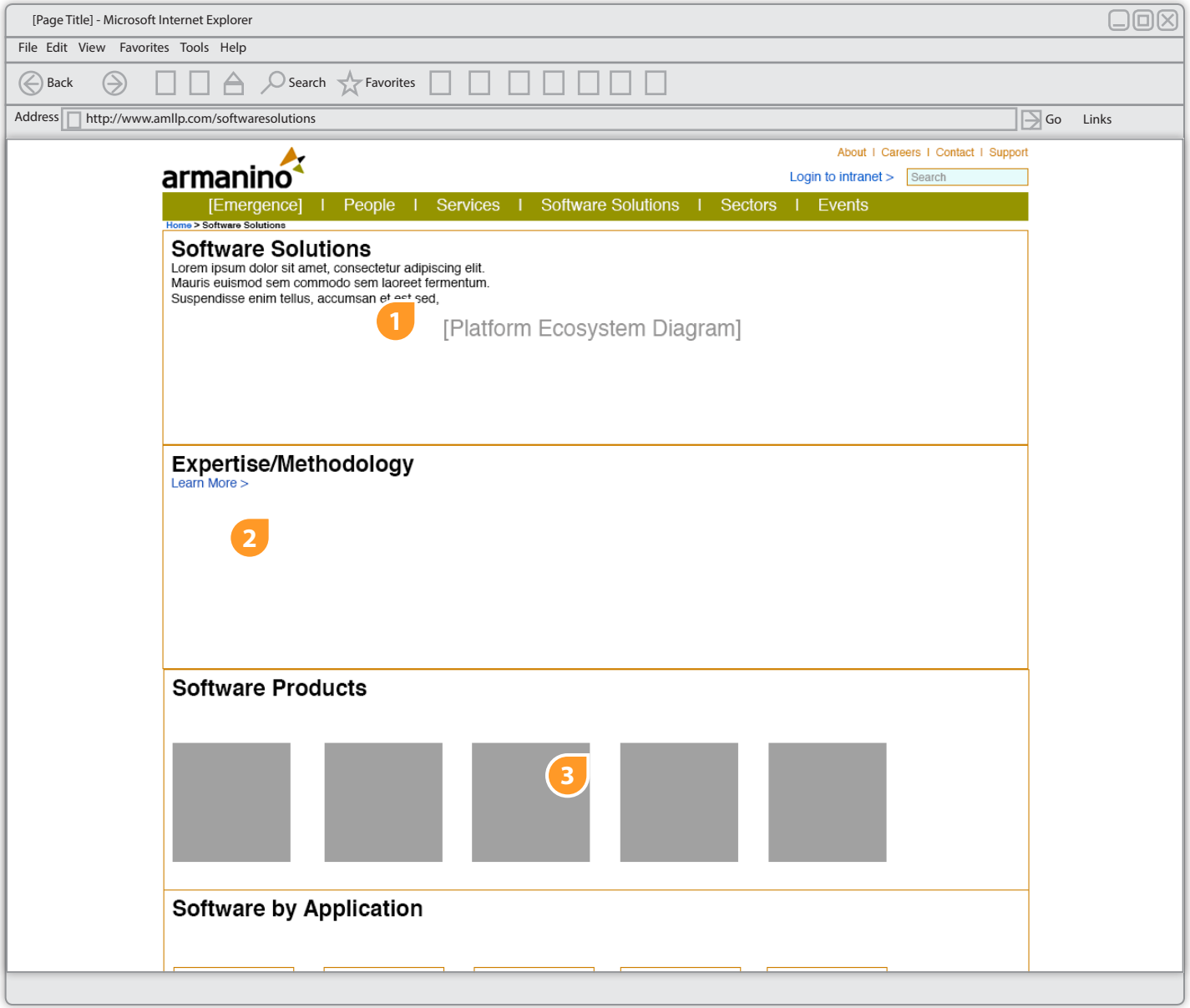
* Related people

4. Contact form widget

- Opens up a contact form light box

5. Modular sections dependent on product

Software Solutions Landing Page (4.0)



Annotations

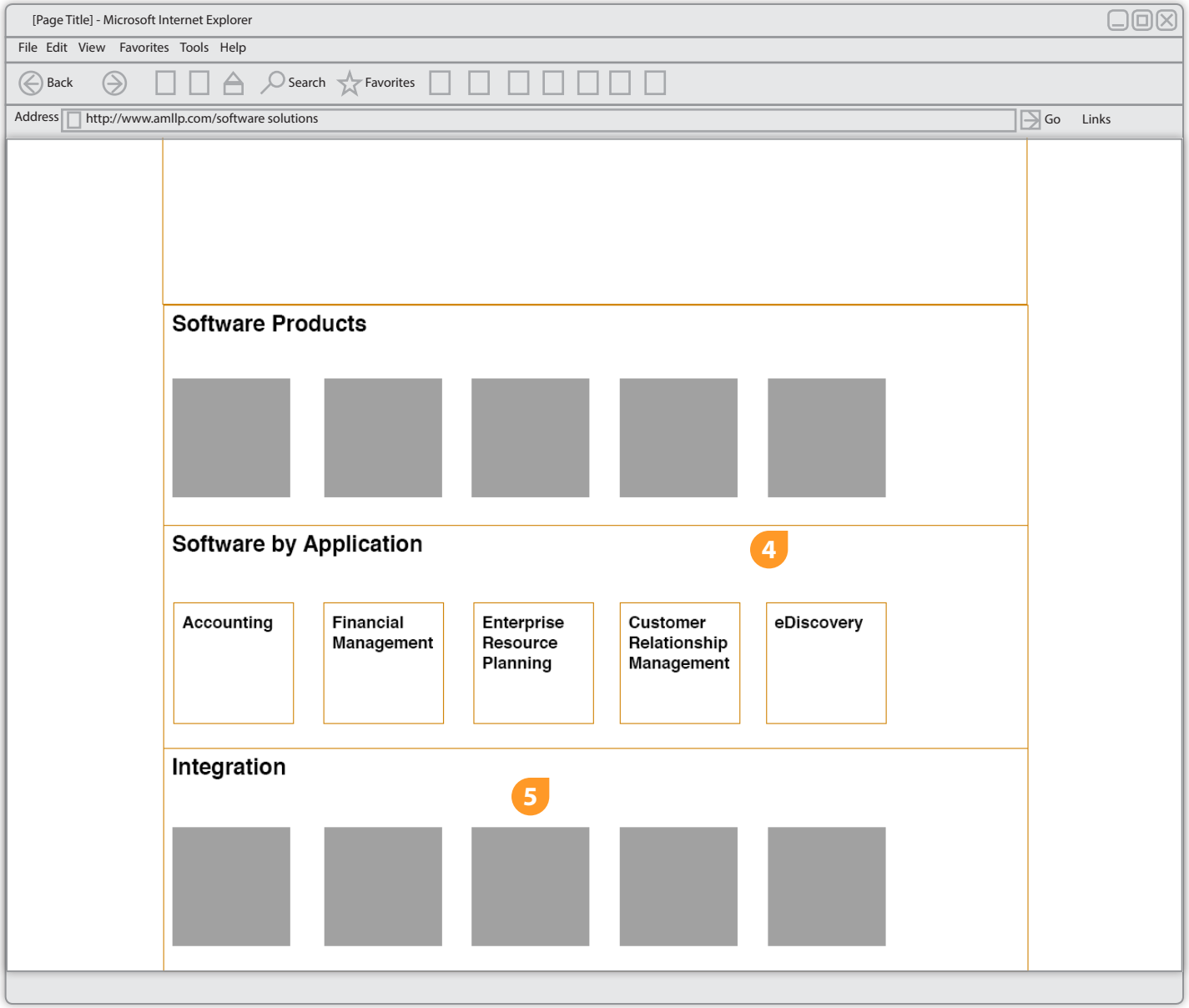
1. Platform ecosystem diagram

2. Expertise/Methodology content area with link

3. Software products area with technology partners

-Technology partners are links to software product family landing page

Software Solutions Landing Page [Continued] (4.0)



Annotations

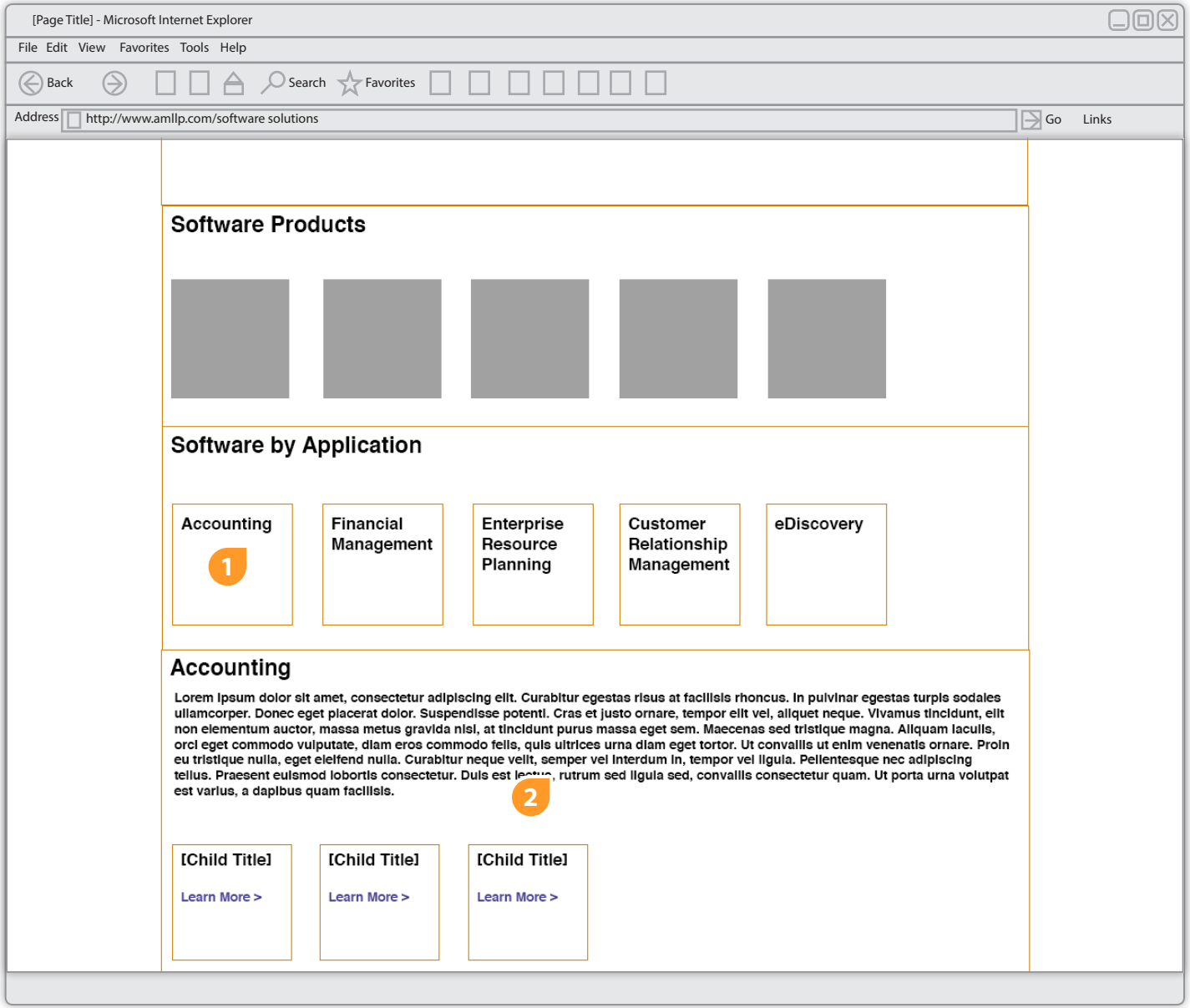
4. Software by application

-Clicking a widget will expand a drawer with information and children links to the related products (see next page)

5. Integration area with integration partners

-Integration partners are links to integration product family landing page

Software Solutions Landing Page [Software by Application] (4.0)



Annotations

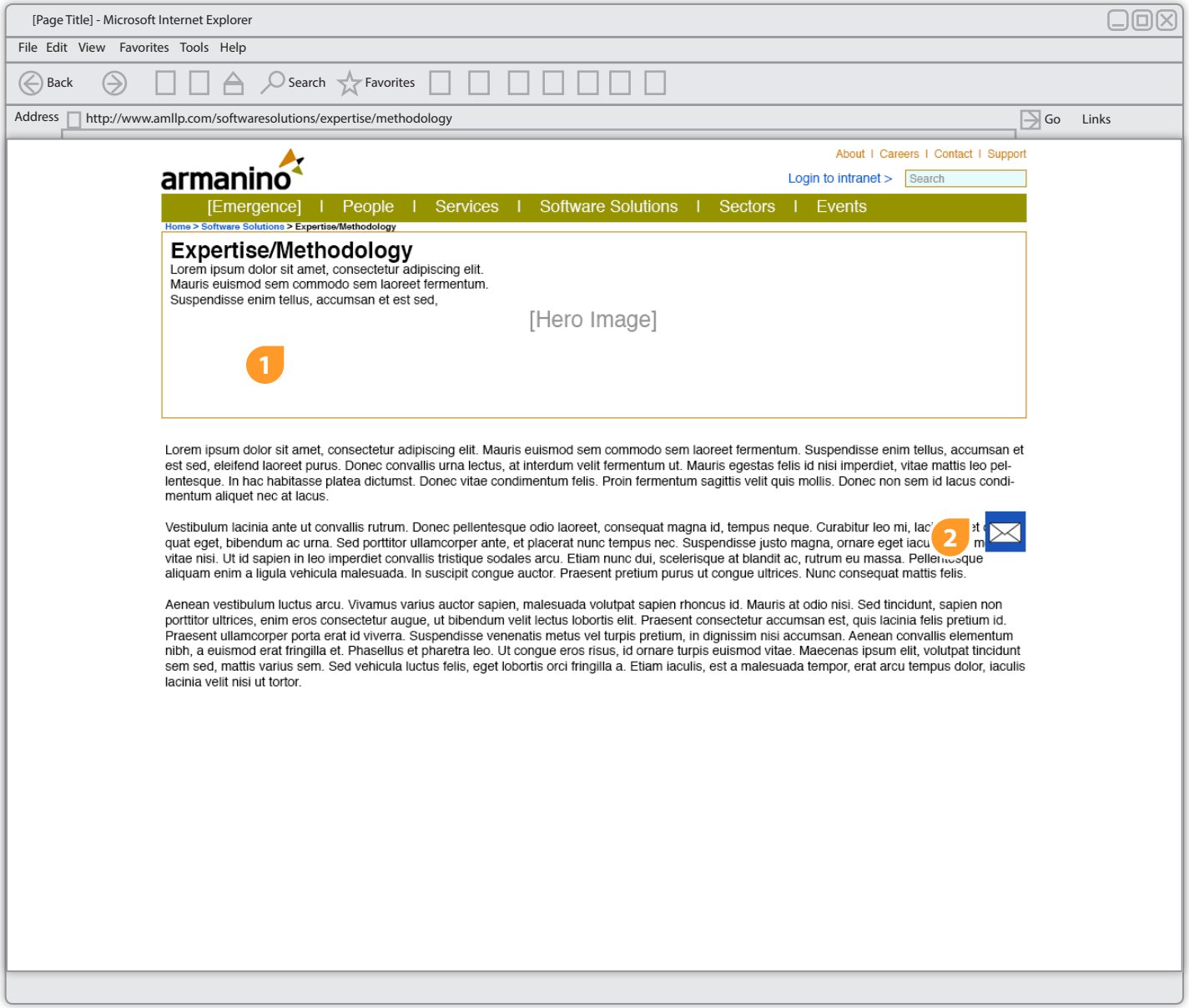
1. Software by application

-Clicking a widget will expand a drawer with information and children links to the related products

2. Products relating to software by application

-Clicking on a child will take the user to the related product detail page

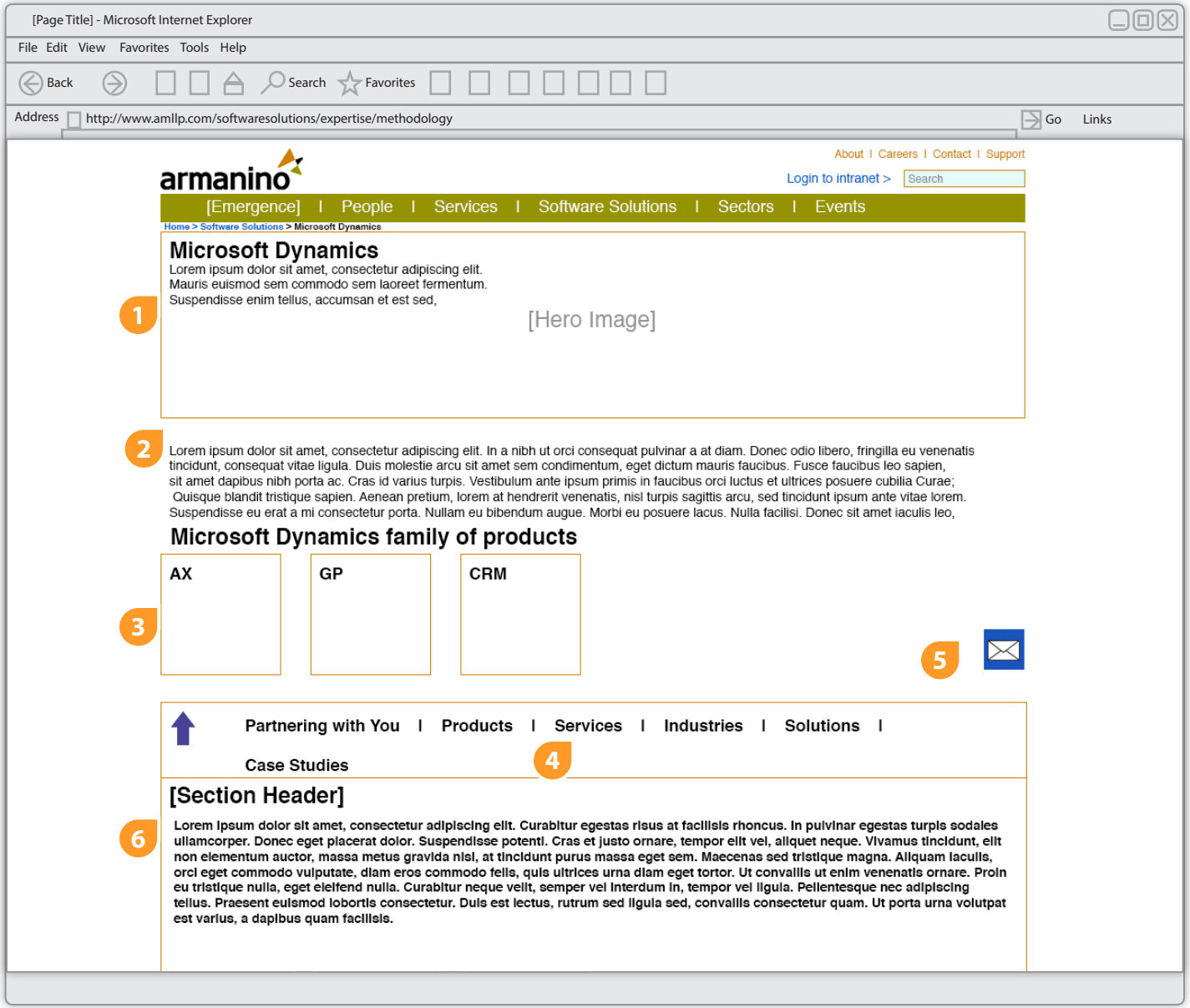
Expertise/Methodology (4.1)



Annotations

1. Hero image with page title
2. Contact widget that open up the contact us form in a light box

Product Family Landing Page (4.X)



Annotations

1. Hero image with title

2. Intro text

3. Product line with links to product detail pages

4. Anchor tag links

5. Contact form widget

- Opens up a contact form light box

6. Modular sections based on the content within each section

- Can be:

* Partnering with you

* Products

* Services

* Industries

* Solutions

* Case studies

* Analyst reports

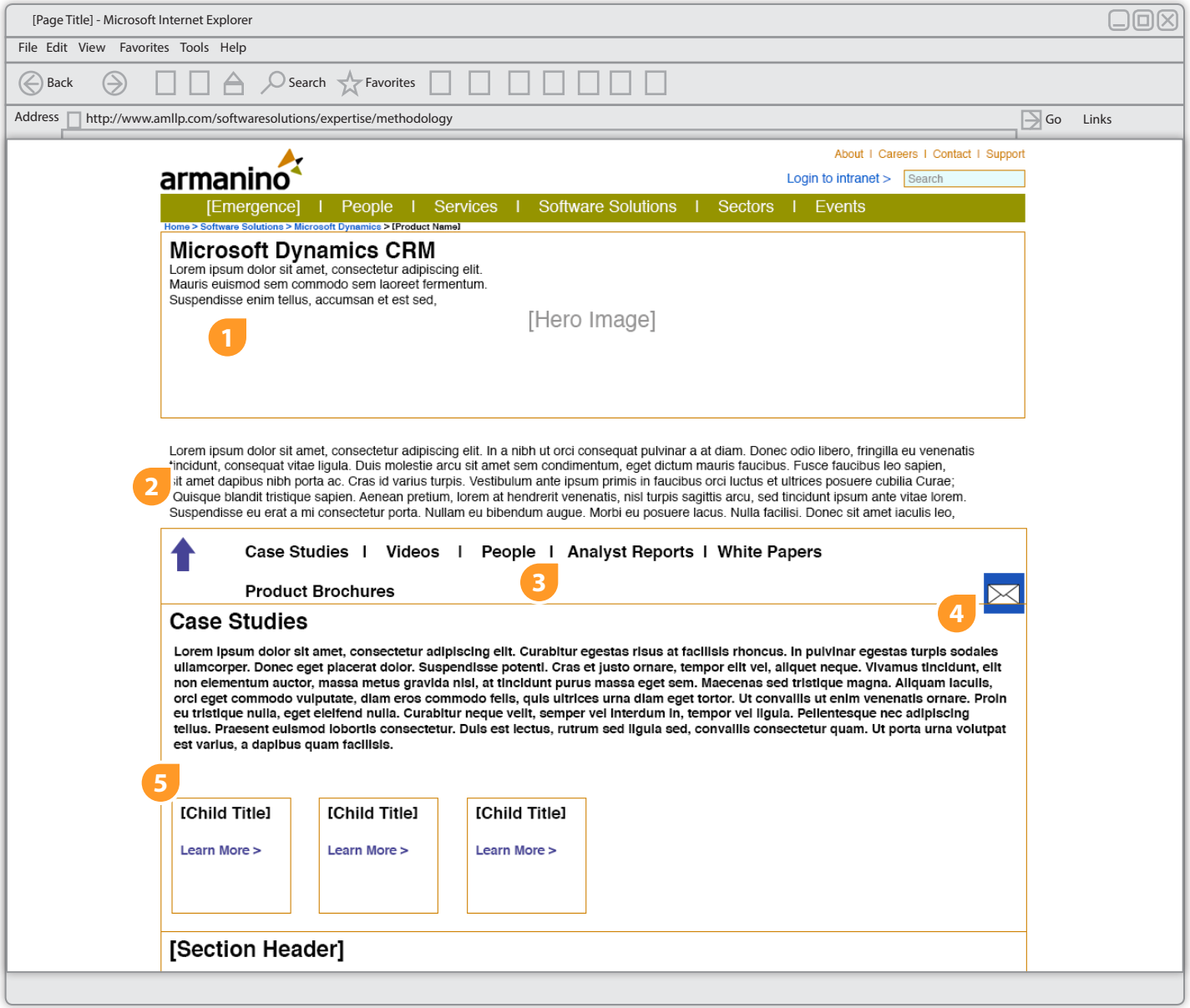
* White papers

* Product brochures

* Events

- Partner/product logos flow through page

Product Detail Page (4.X.X)



Annotations

1. Product may or may not have a hero image

- If no hero image, content moves up and page title still appears

2. Intro text

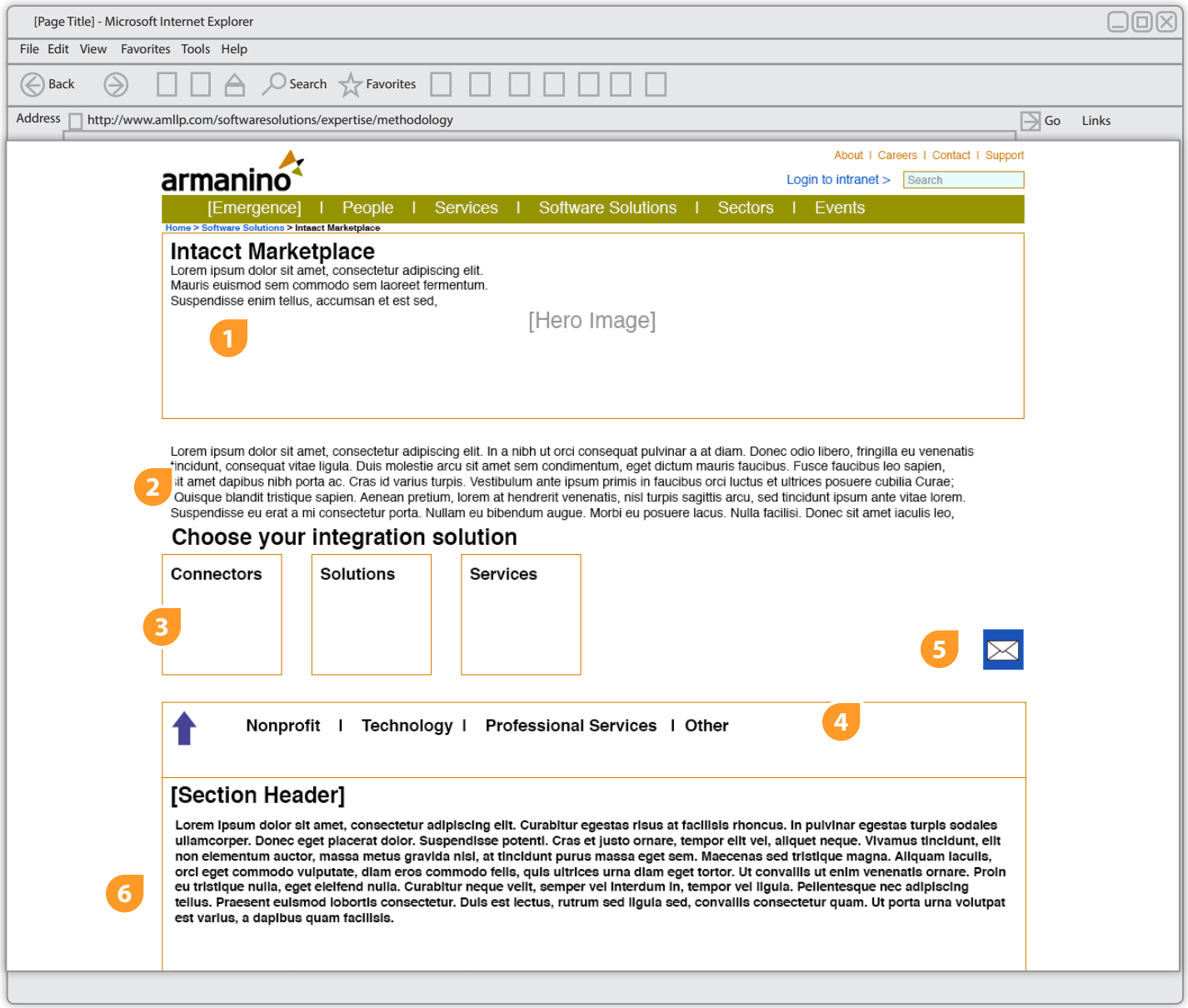
3. Anchor tag links

4. Contact form widget

- Opens up a contact form light box

5. Modular sections dependent on product

Integration Family Landing Page (4.Y)



Annotations

1. Hero image with title

2. Intro text

3. Integration family product line with links to integration detail pages

4. Anchor tag links

5. Contact form widget

- Opens up a contact form light box

6. Modular sections based on the content within each section

- Can be:

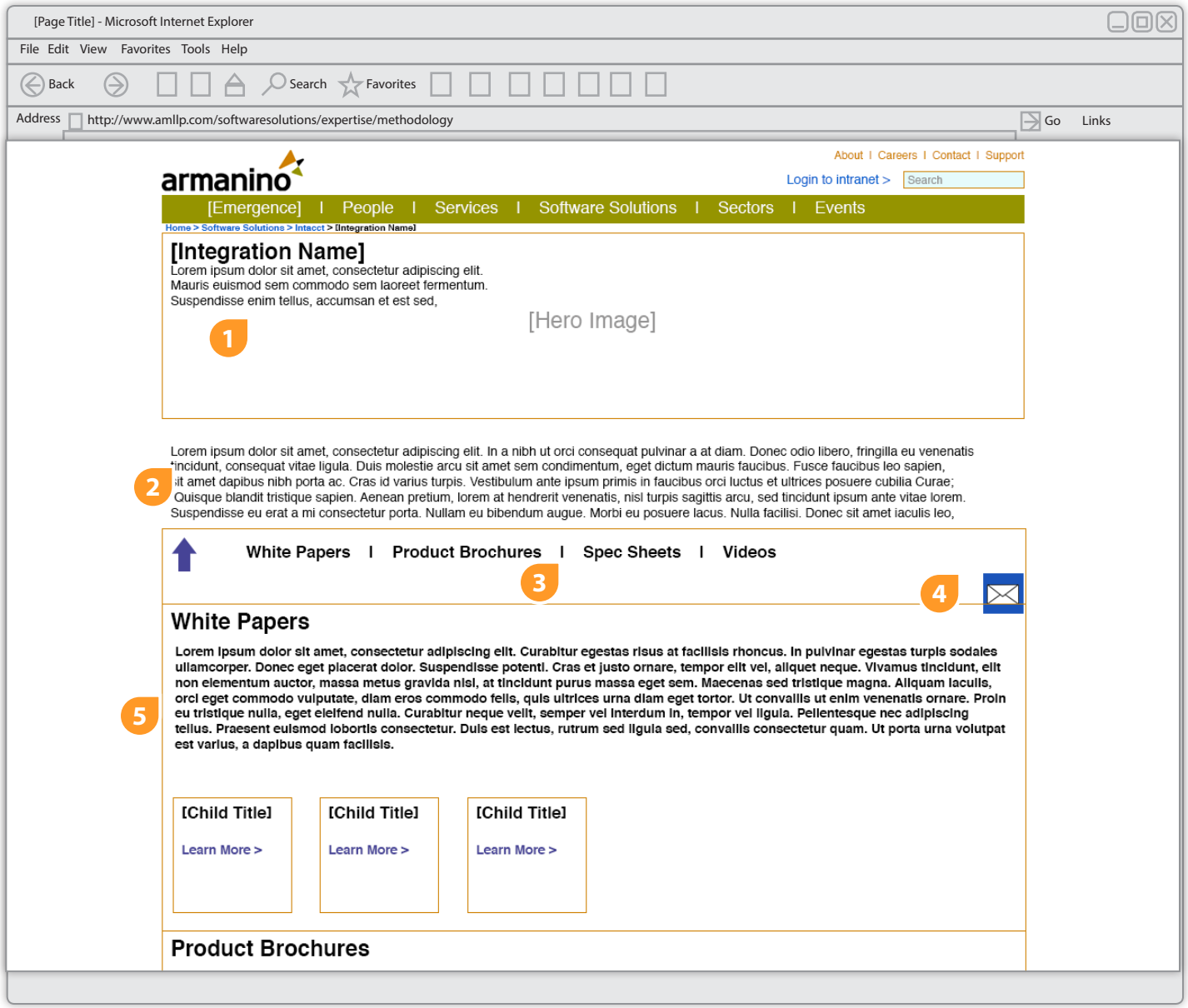
* Connectors

* Solutions

* Services

- Partner/product logos flow through page

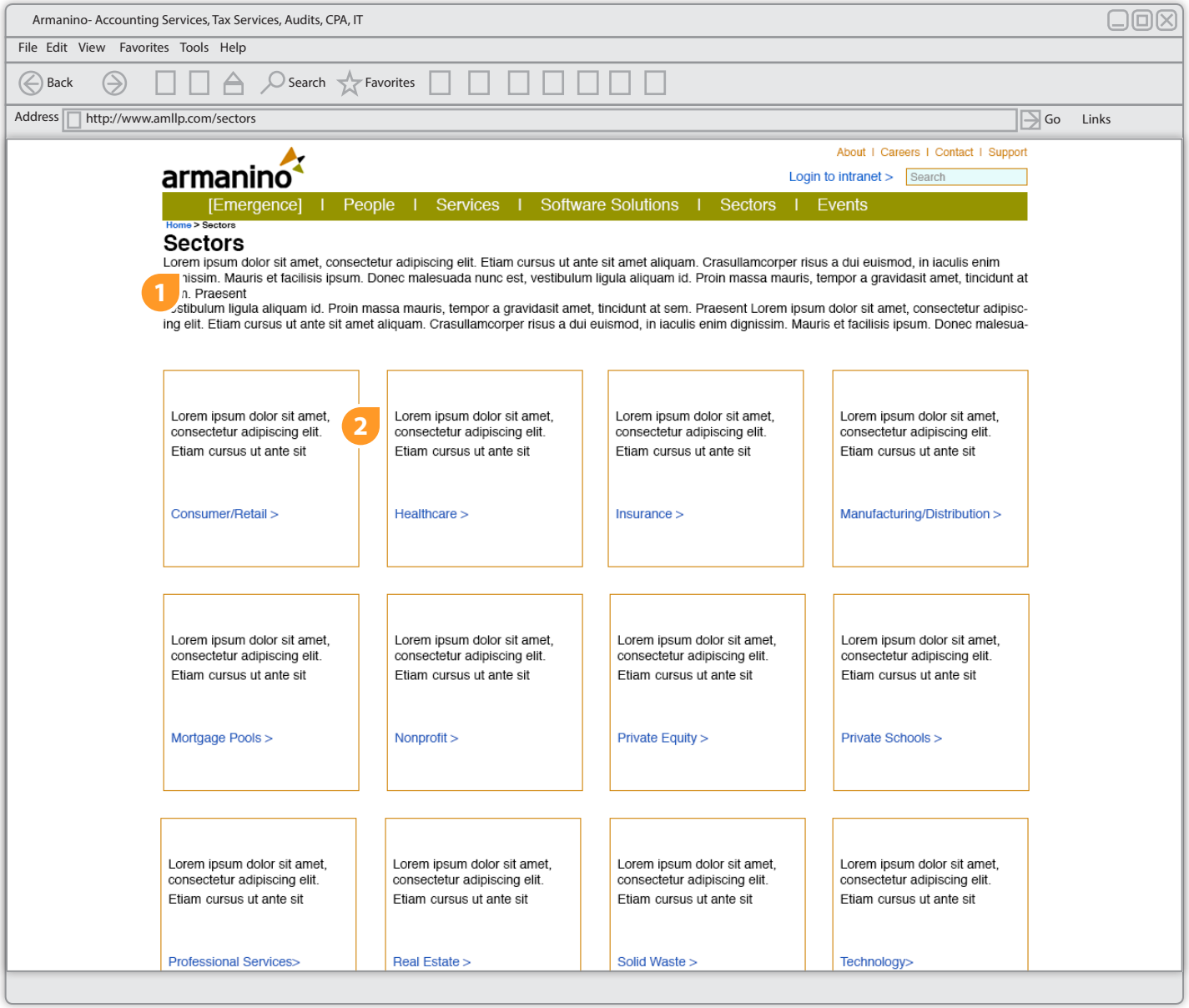
Integration Detail Page (4.Y.Y)



Annotations

1. Integration hero image
2. Intro text
3. Anchor tag links
4. Contact form widget
   - Opens up a contact form light box
5. Modular sections dependent on integration

Sectors Landing Page (5.0)

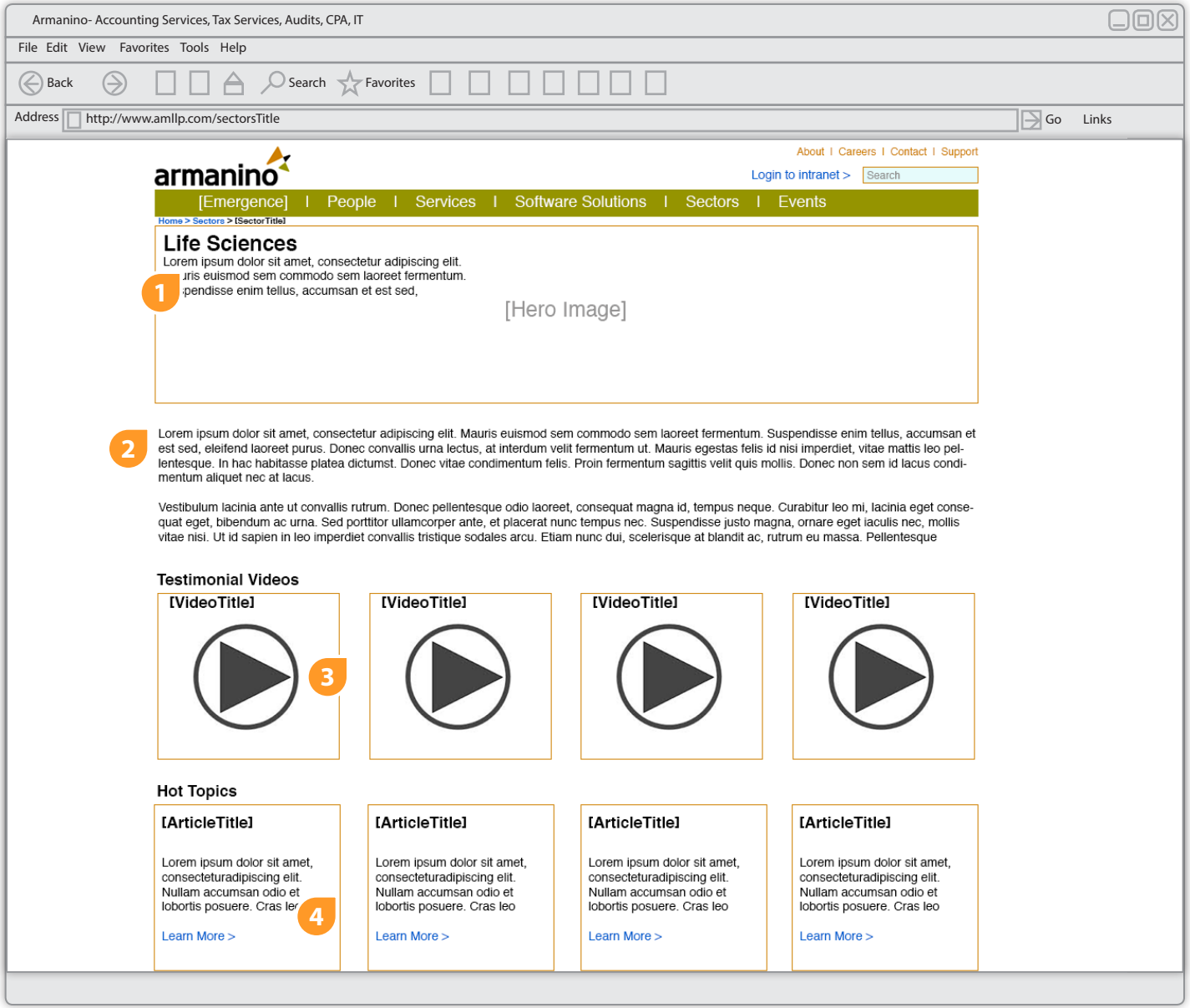


Annotations

1. Elevator pitch content area
2. Sectors children

-links go to related sectors page

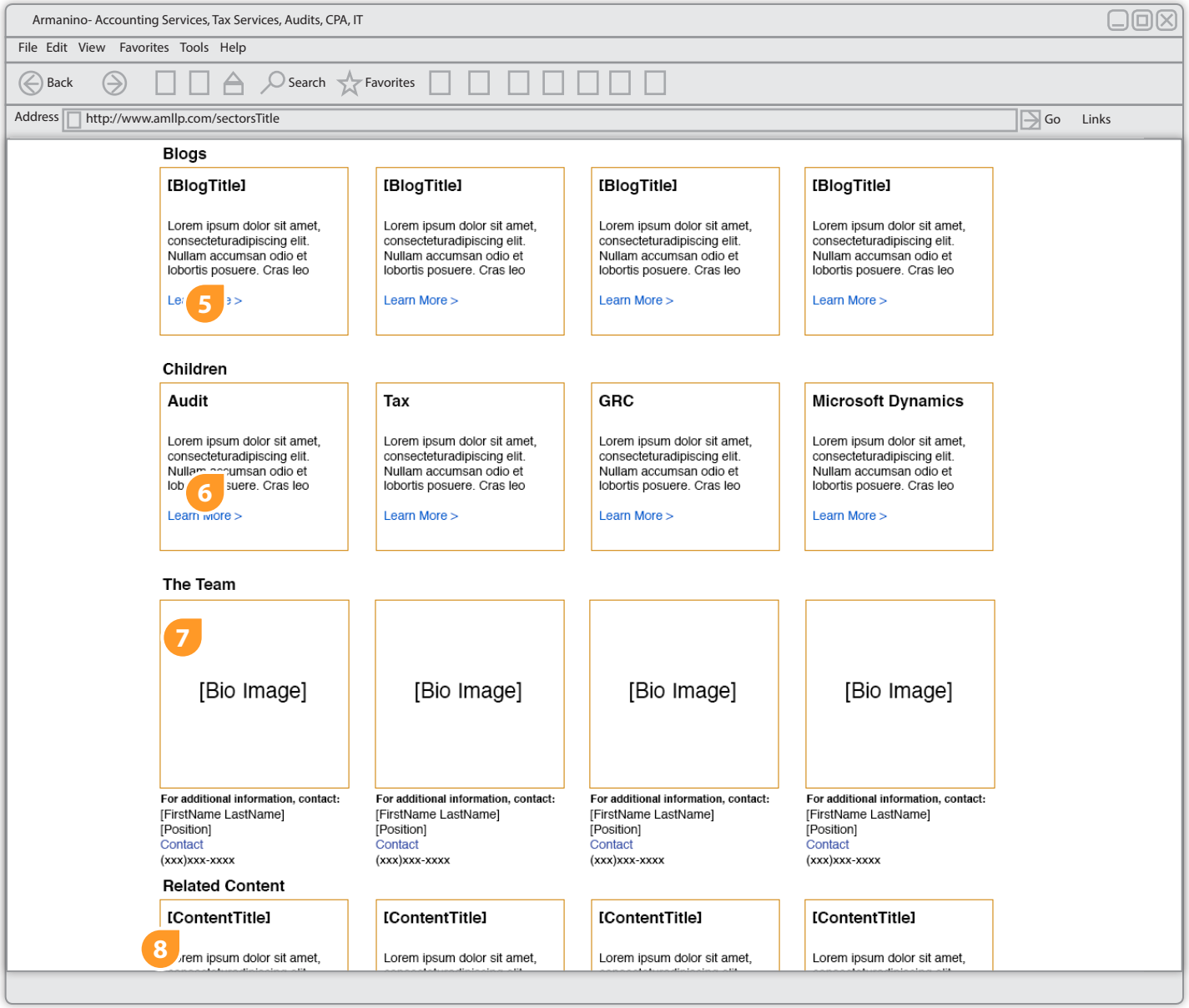
Sectors Detail Page (5.X)



Annotations

1. Hero image
2. Intro text
3. Testimonial Videos
4. 'Hot Topic' CTA

Sectors Detail Page [Continued] (5.X)



Annotations

5. Blogs

-Links go to related blog

6. Children pages

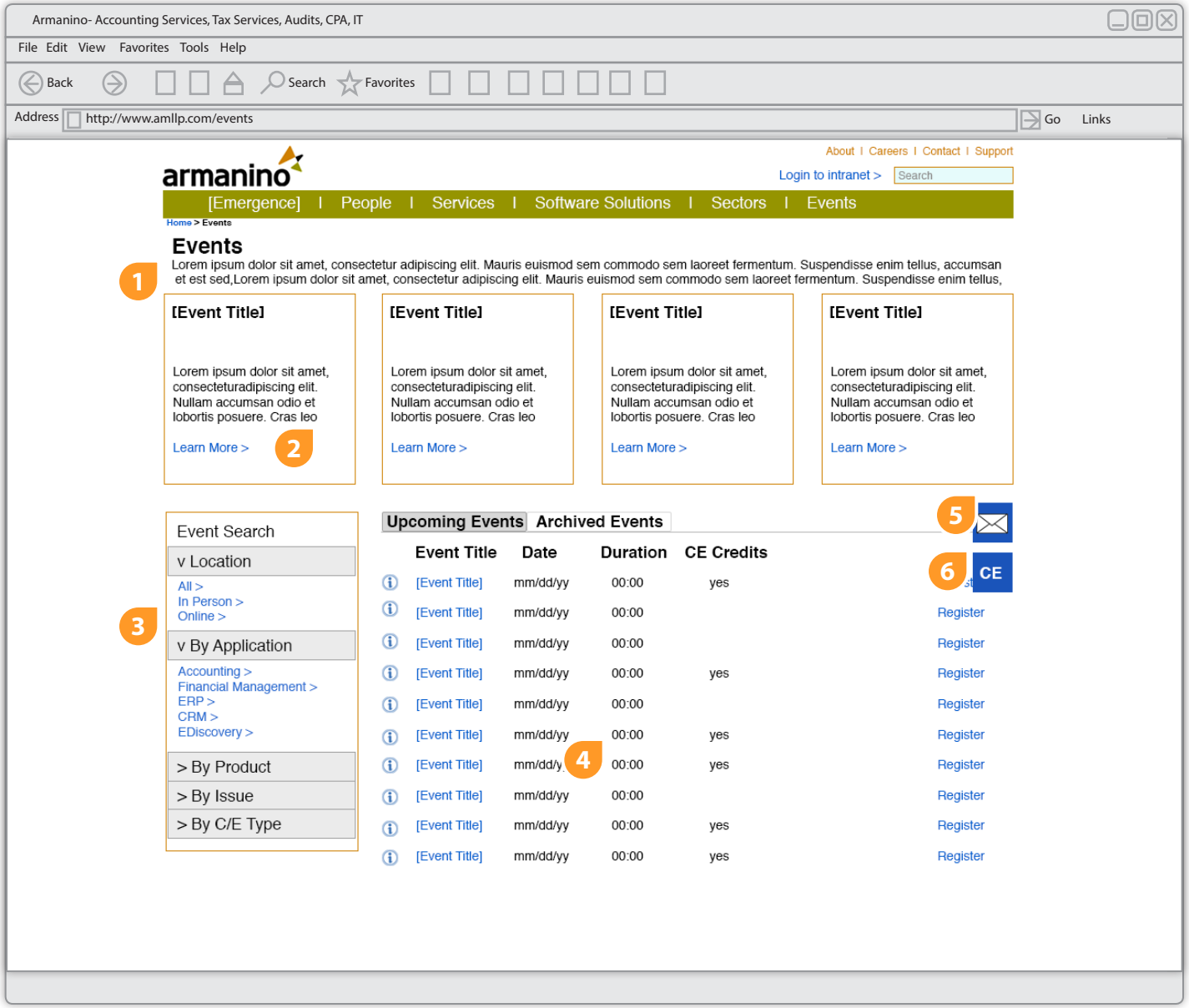
-Link opens in light box that is 75% of screen size

-Smartphone/tablet, link opens in full screen

7. Related team members

8. Related thought leadership content

Events Landing Page (6.0)



Annotations

1. Page title with elevator pitch

2. 4 next upcoming events

3. Faceted search

4. Upcoming events

- Description (mouse over)

-Event Title (link to detail page)

-Date

-Duration

- Continuing education (if not, blank)

- Link to register

5. Widget that opens up a light box with an email form to receive emails on events

-Form includes

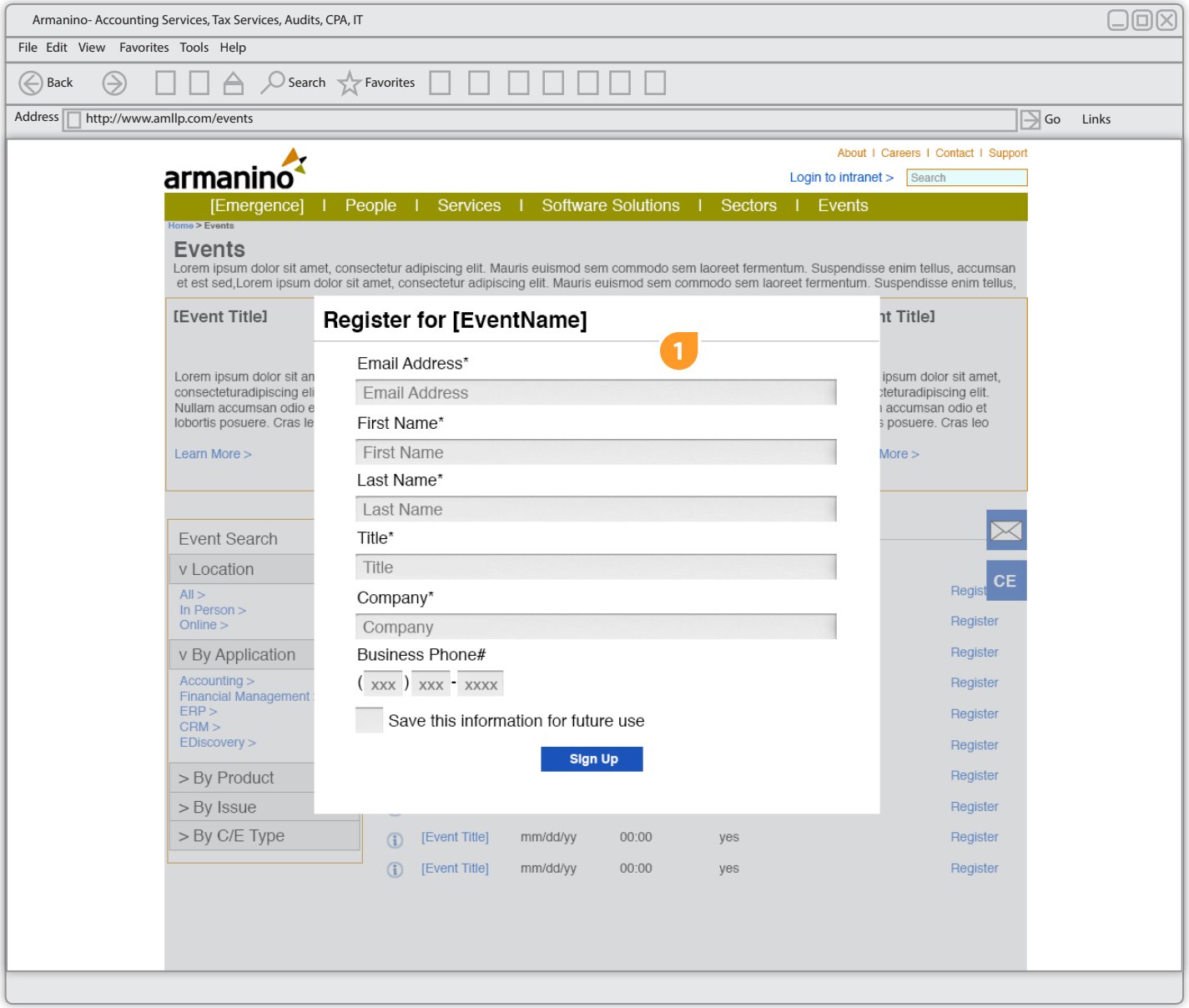
* Name

* Email

* Submit button

6. Widget that opens up a light box with information relating to continuing education credits

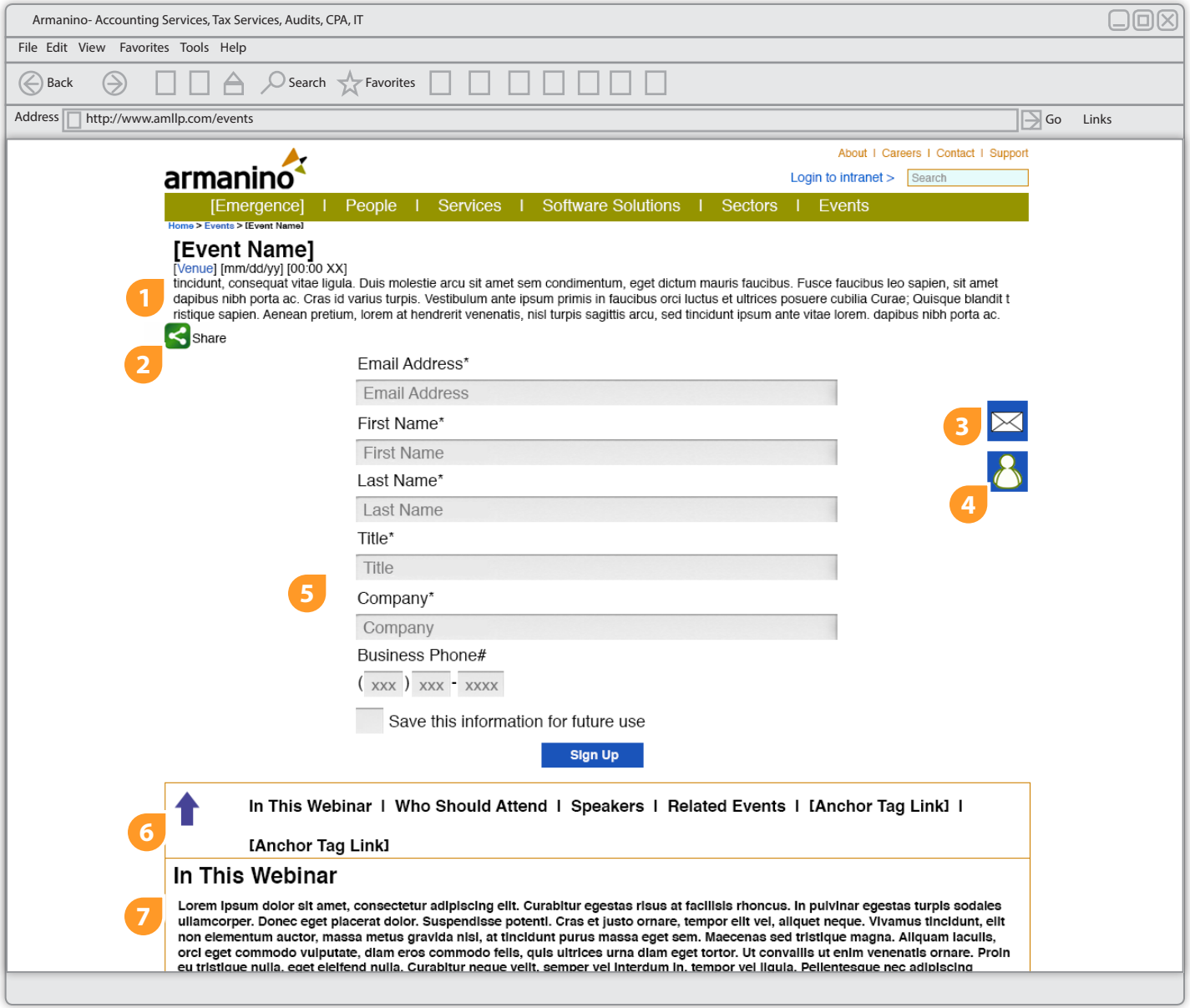
Events Registration Light Box (F6.0)



Annotations

1. Registration form to sign up for an event

Events Detail Page (6.X)



Annotations

1. Event title, date, time and venue information

- Venue is a link that opens a light box with a google map

2. Widget to 'share' event

3. Widget for event contact information

4. Contact person information

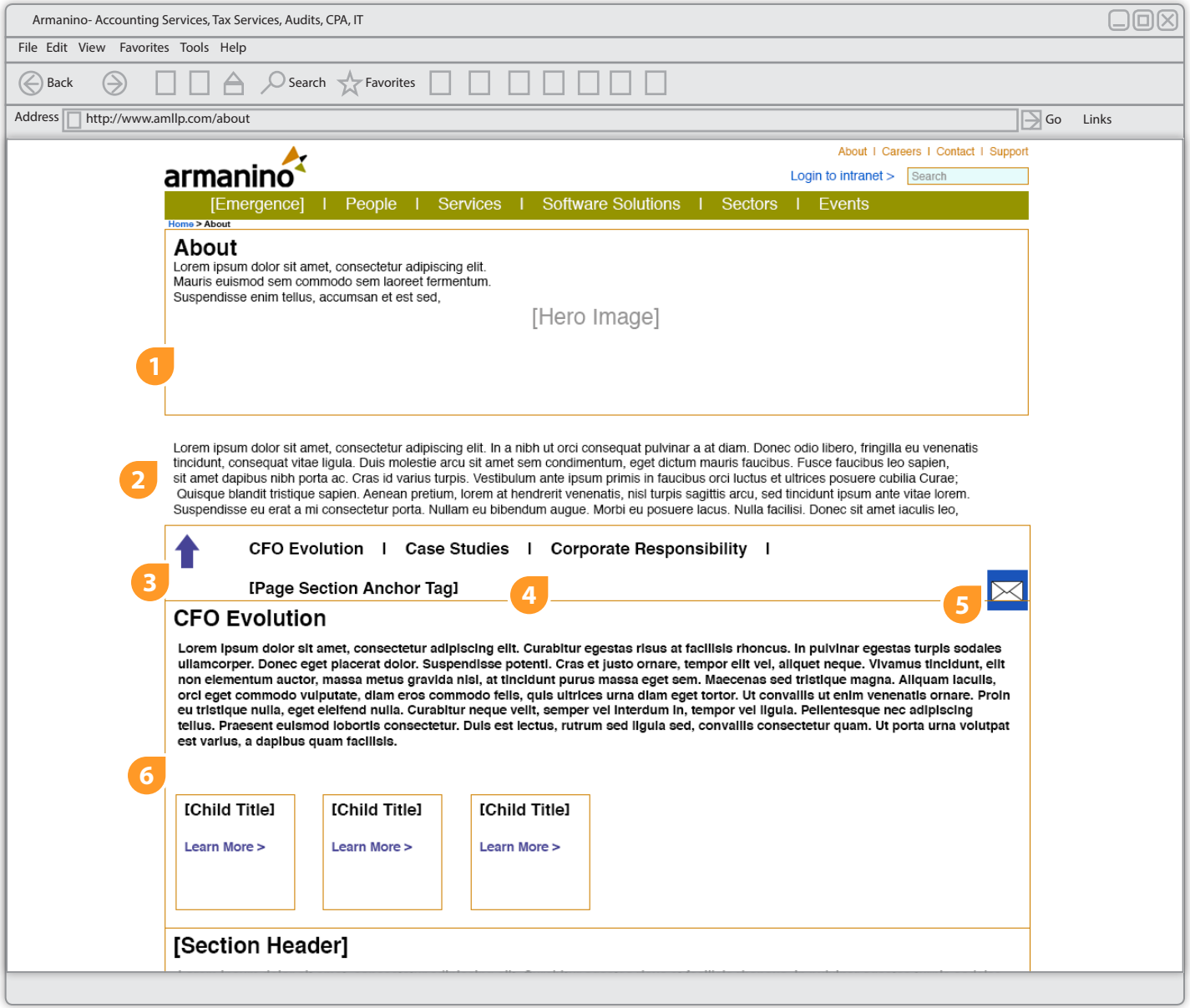
5. Registration form

6. Anchor tags detailing event information

7. Modular event information details

Utility Navigation Pages

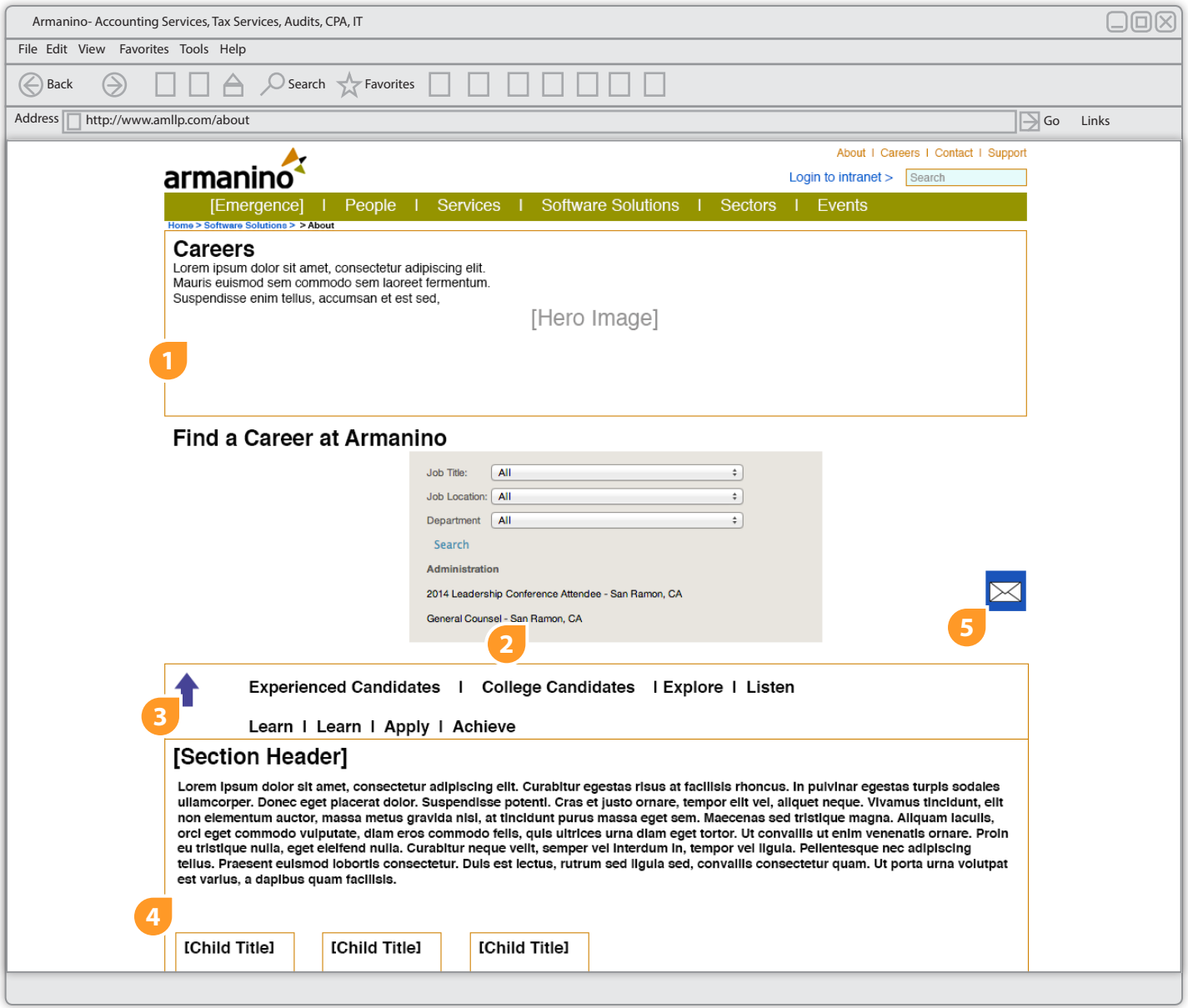
About (UN1.0)



Annotations

1. Hero image with page title
2. Intro text
3. Anchor tag links
4. Modular content that can contain
   - CFO Evolution
   - Case studies
   - Corporate responsibility
5. Email widget that opens up a light box with a contact us form
6. Modular sections

Careers (UN2.0)



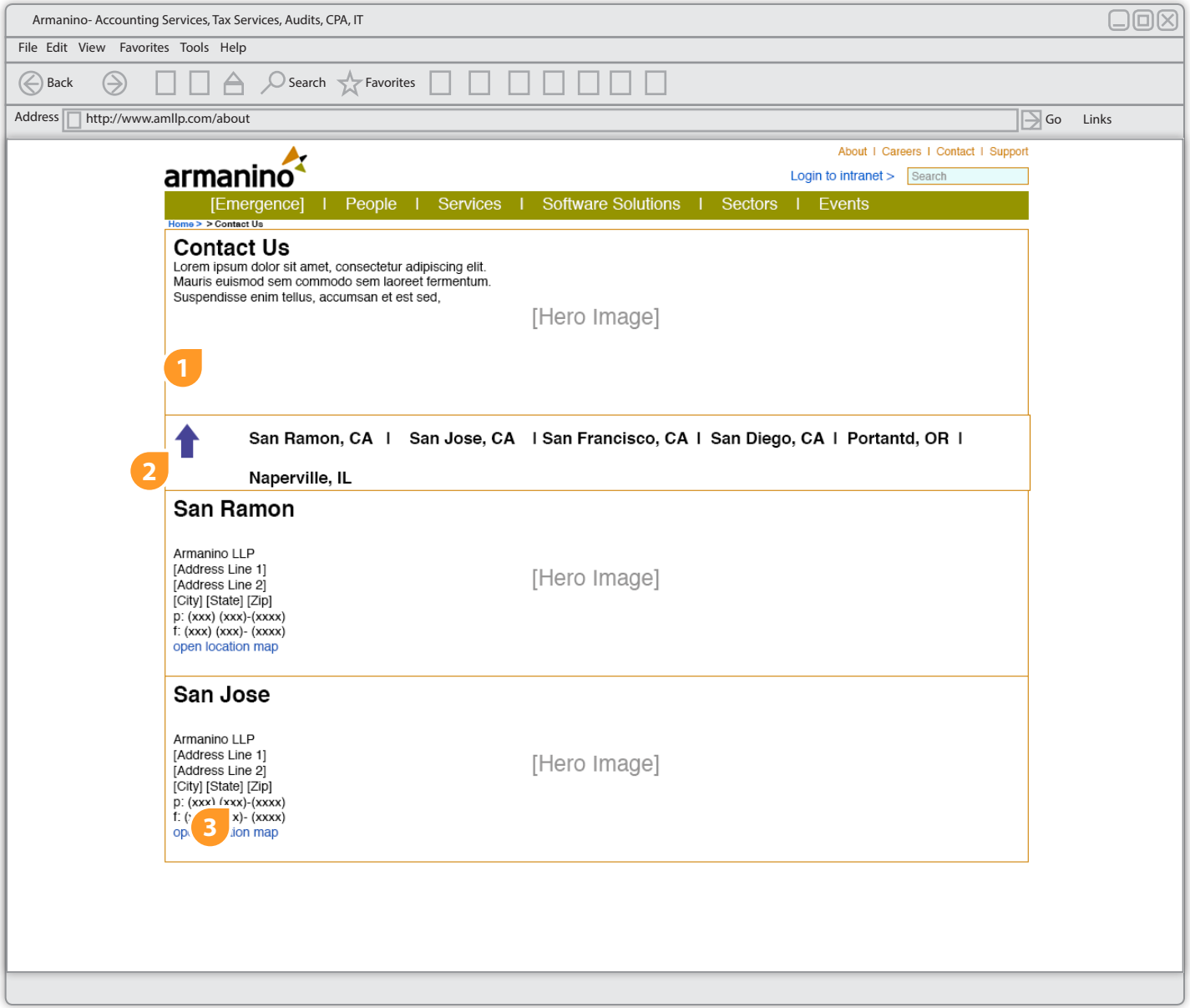
Annotations

1. Hero image with page title
2. 3rd party search engine for careers search
3. Anchor tag links

- These are in absolute positioning regardless of total number of job postings

4. Modular content that can relate to Armanino careers
5. Email widget that opens up a light box with a contact us form

Contact (UN4.0)



Annotations

1. Hero image with page title

2. . Anchor tag links

3. Location content modules that include

- Address

- Phone number

- Fax number

- Hyperlink to open up a google map light box