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Garnier Fructis: Men's Power Gels Site Experience

Ecosystem and Flowcharts

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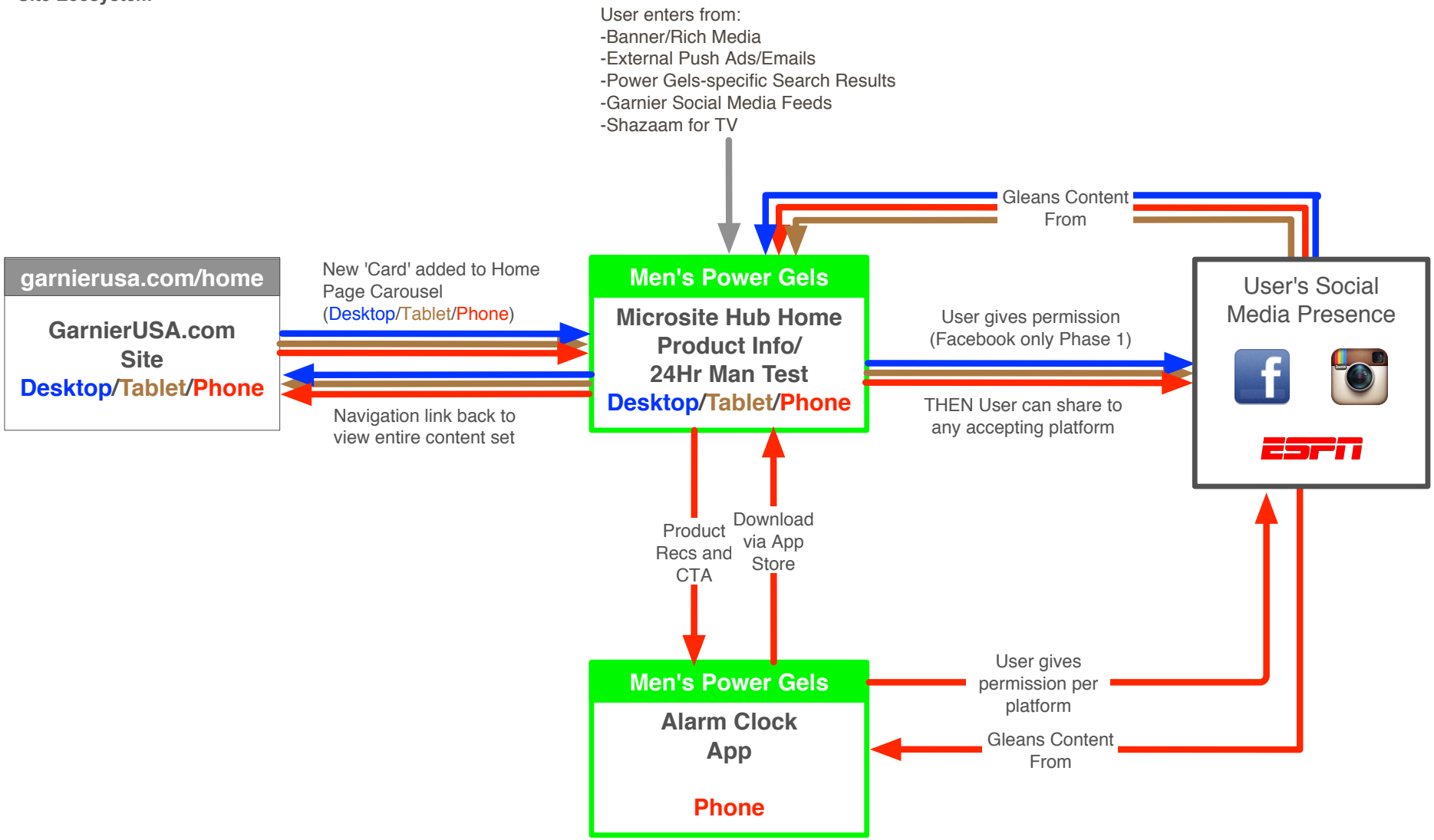
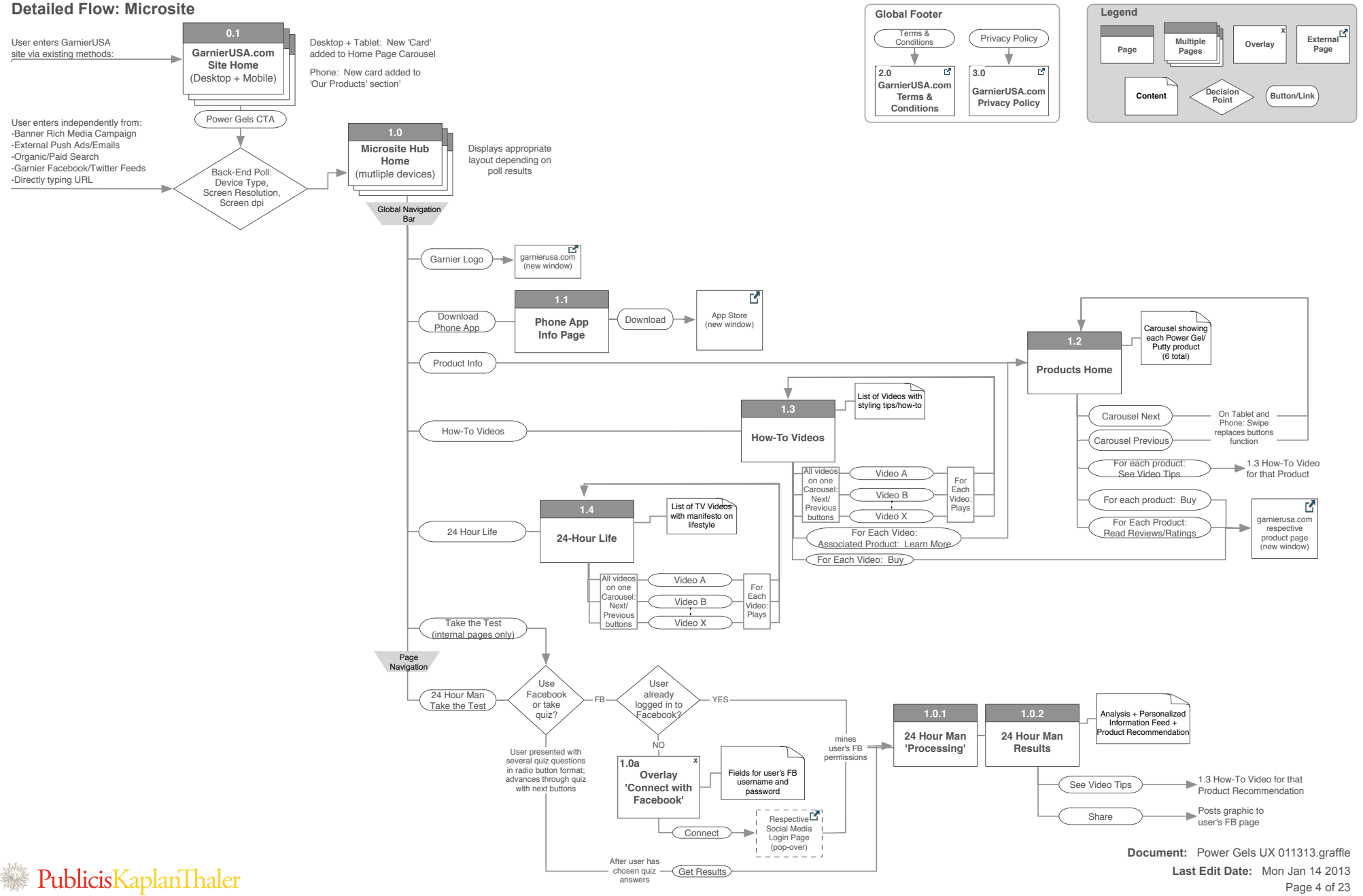
Garnier Fructis Men's Power Gels

Site Ecosystem & Detailed Flow Chart


User enters from:
-Banner/Rich Media
-External Push Ads/Emails
-Power Gels-specific Search Results
-Garnier Social Media Feeds
-Shazaam for TV
Gleans Content From
garnierusa.com/home
GarnierUSA.com Site
Desktop/Tablet/Phone
New 'Card' added to Home Page Carousel (Desktop/Tablet/Phone)
Navigation link back to view entire content set
Men's Power Gels
Microsite Hub Home
Product Info/
24Hr Man Test
Desktop/Tablet/Phone
User gives permission (Facebook only Phase 1)
THEN User can share to any accepting platform
User's Social Media Presence
ESPN
Product Recs and CTA
Download via App Store
Men's Power Gels
Alarm Clock App
Phone
User gives permission per platform
Gleans Content From

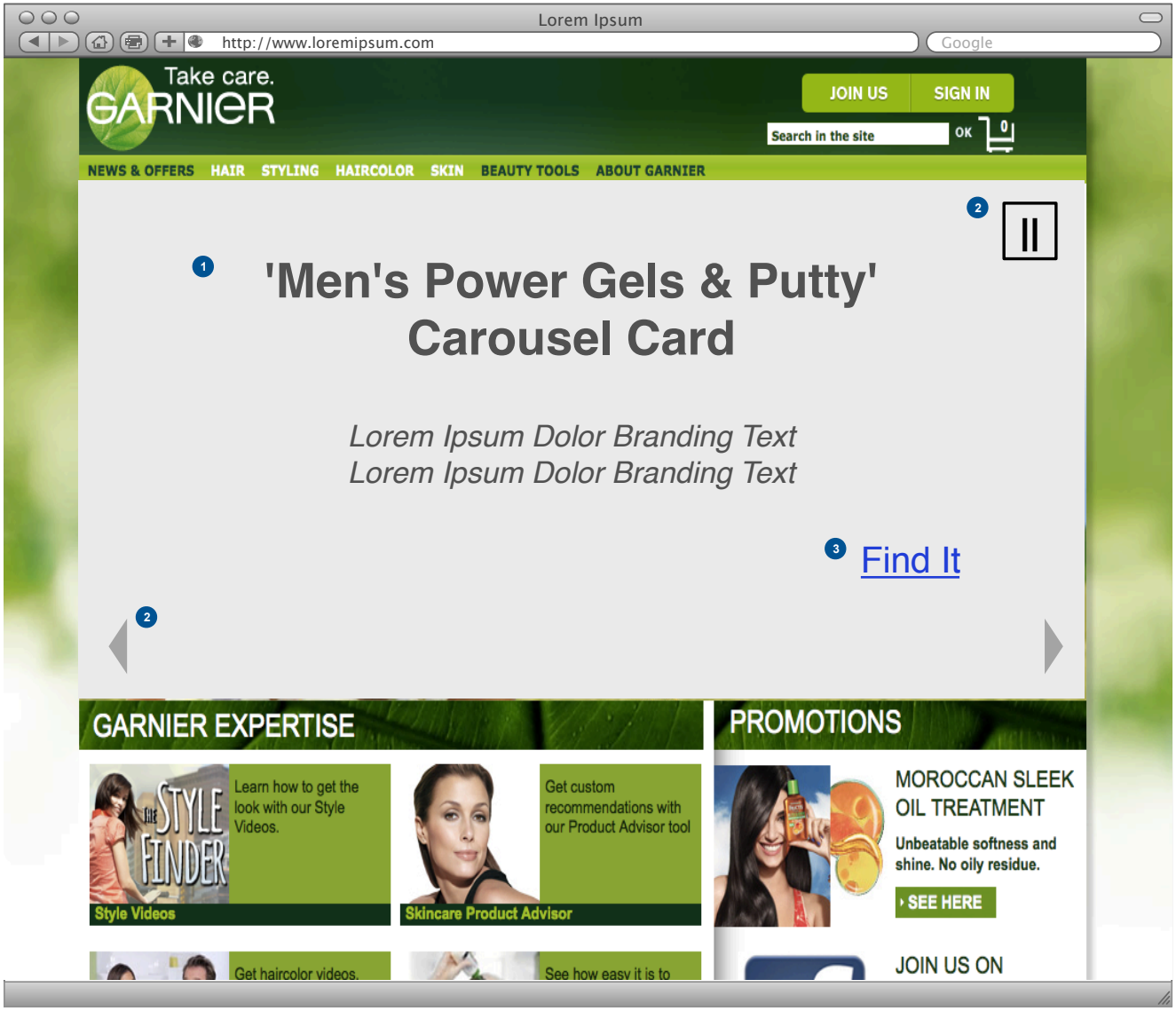
Detailed Flow: Microsite



Garnier Fructis

High Level Wireframes

0.1 GarnierUSA.com Home (Desktop + Tablet)



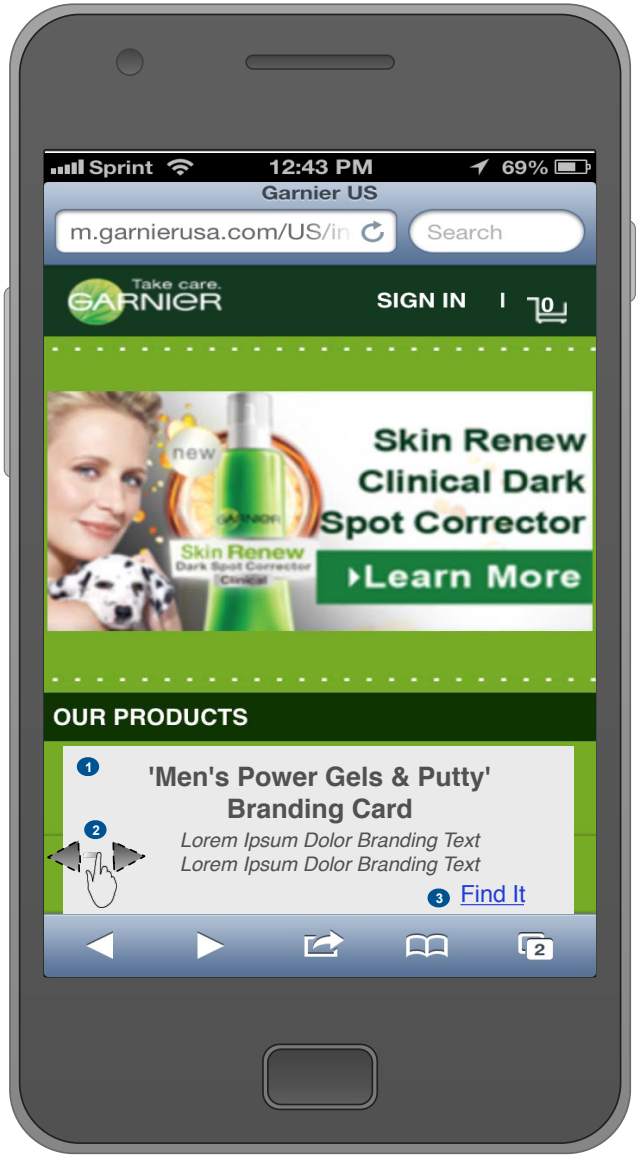
NOTES

1. Within garnierusa.com, a new 'carousel card' is added with a manifesto and CTA for the Power Gels & Putty microsite

2. Existing navigation within garnierusa.com that allows user to go to previous/next carousel card. This interaction and also start/stop interaction remains the same as in current implementation.

3. CTA link to Men's Power Gels & Putty microsite. When user clicks this link, Power Gels microsite launches in a new window.

0.1 m.garnierusa.com Home



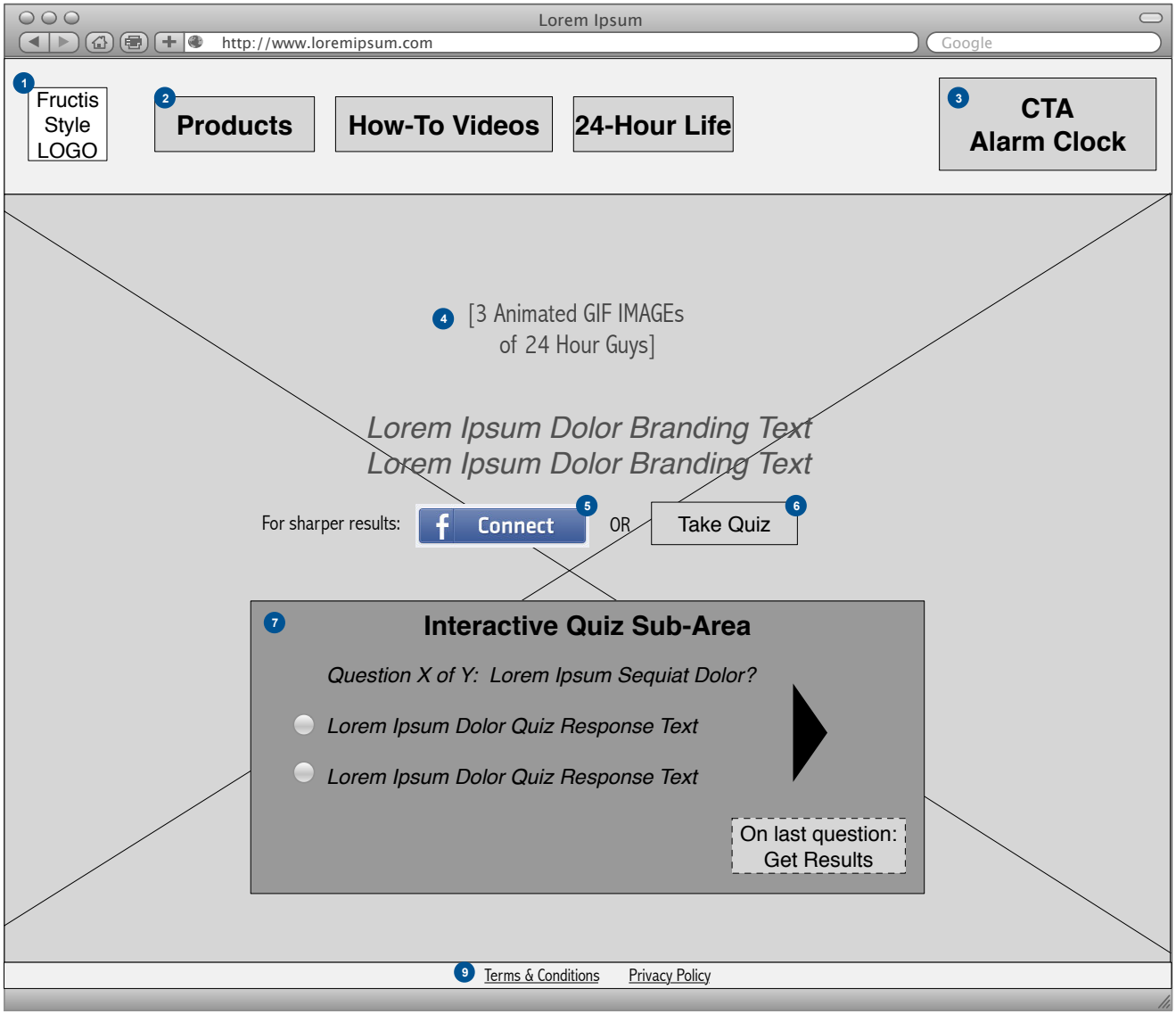
NOTES

1. Within m.garnierusa.com, a new 'products card' is added to the 'Our Products' carousel with a manifesto and CTA for the Men's Power Gels & Putty microsite.

2. Existing navigation within m.garnierusa.com that allows user to view other cards in the Product carousel.

3. CTA link to Men's Power Gels & Putty microsite. When user taps this link, Power Gels microsite launches in a new window.

1.0 Microsite Hub Home (Desktop/Tablet)



NOTES

Microsite Hub Home. Implementation wireframe for desktop/tablets only.

1. Clicking on Fructis Style logo launches garnierusa.com in new window.

2. Global Navigation buttons to Products Page, How-To Videos and 24-Hour Life page. On internal pages a 'Take the Test' button is included here to go back to this home page.

3. Global CTA for alarm clock app.

4. Hero Branding imagery consisting of 3 animated GIFs (low number of frames) of representative 24 Hour Hair Guys and branding text. Branding text begins with non-flash animation to call attention to New and Power aspects of product.

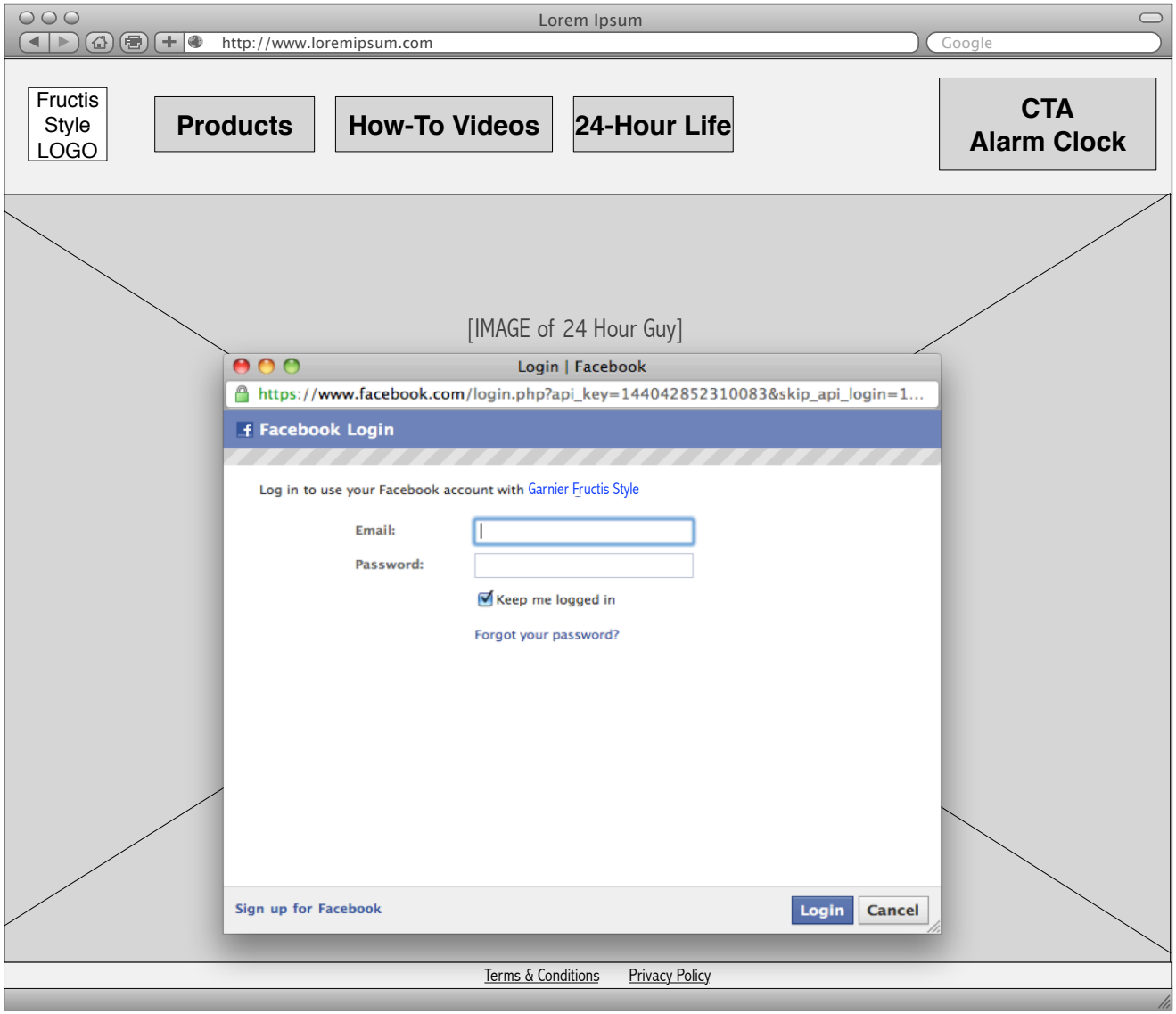
5. CTA to user Facebook connect to get XX Hour Guy results. Clicking/tapping on button launches Facebook login in new window if not already logged into Facebook, otherwise proceeds to 1.0.1 Processing Page.

6. CTA to use quiz questions to determine rating. Clicking/tapping on button reveals Interactive Quiz sub-area.

7. Interactive Quiz Sub-Area. User is presented with a carousel of quiz/questionnaire radio buttons to choose his hair type/goals/personality. Uses arrow button to advance to next question. All radio buttons start default unselected. See copy deck for quiz questionnaire and answer set. On last question, user is presented with CTA button to find out results. Clicking/tapping on button takes user to processing page.

8. Global footer links to garnierusa.com content (each launch in new window).

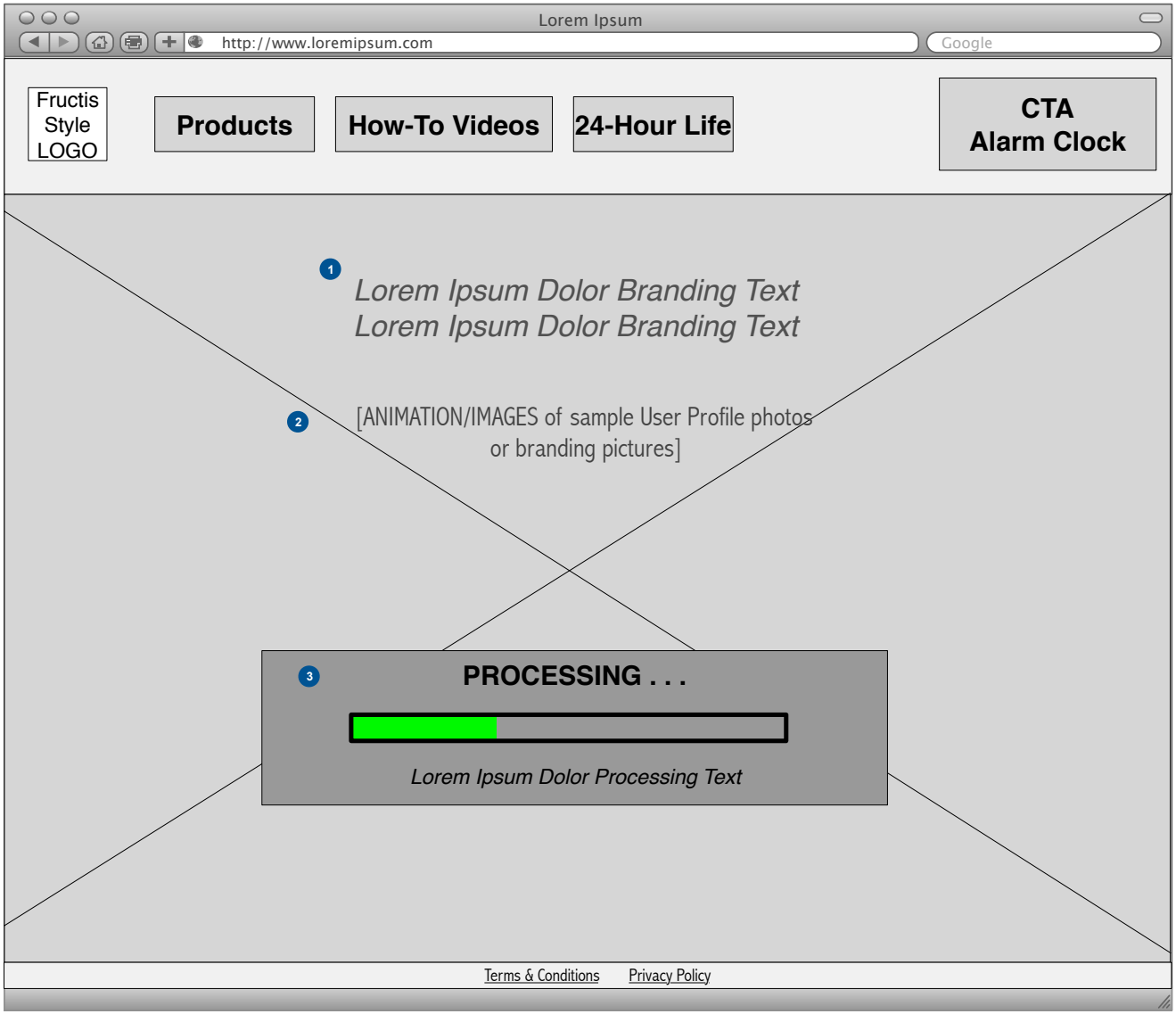
1.0a Connect with Facebook (Desktop/Tablet)



NOTES

Connect with Facebook overlay in new window. Standard Facebook connect interaction.

1.0.1 Processing Page (Desktop/Tablet)



NOTES

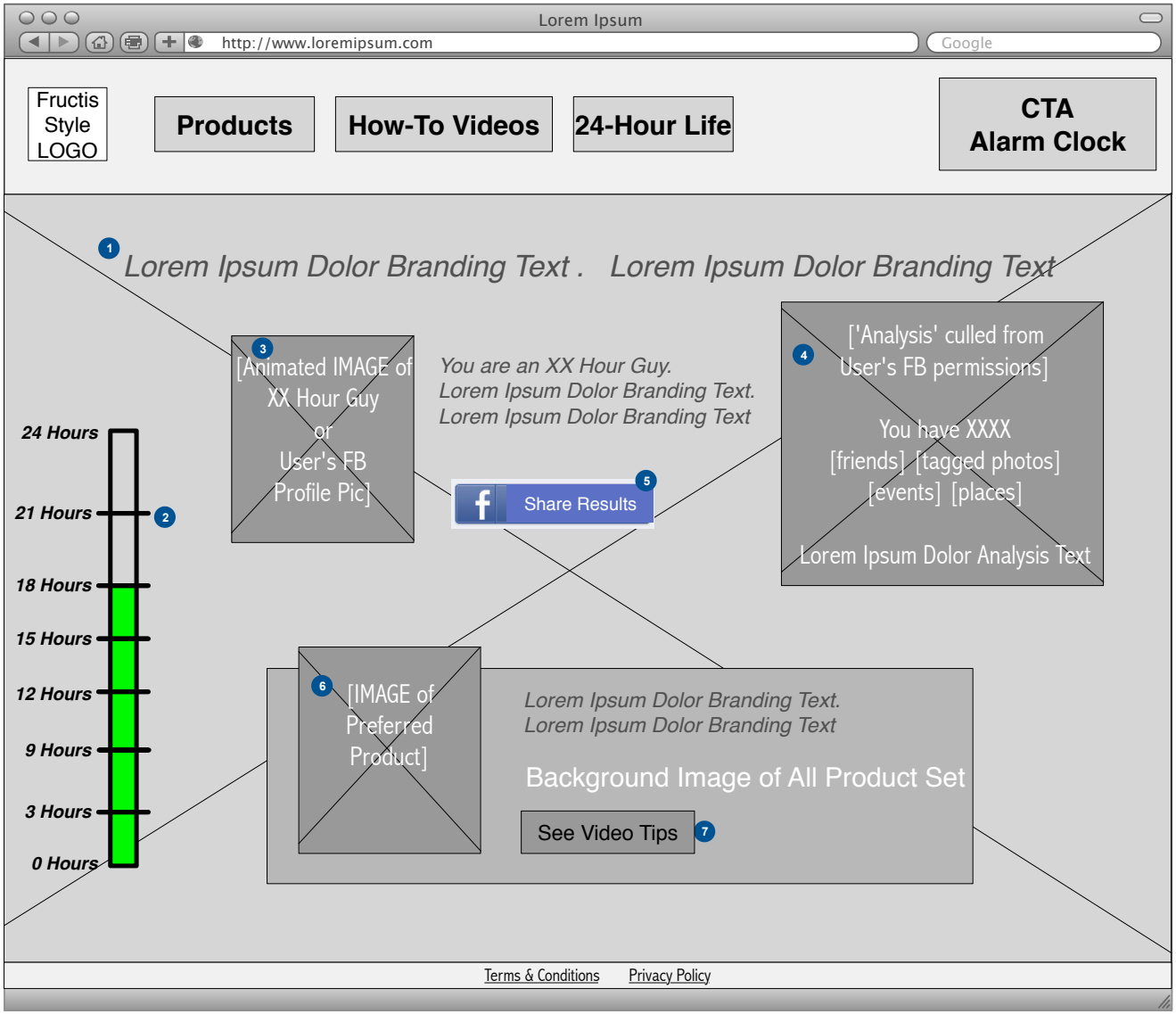
Processing Page. Based on quiz choices and/or Facebook connect permissions, system calculates user's 24 hour man quotient, as this processing page appears.

1. Branded explanation text.

2. Non-flash animation of scientific 'processing of data'. See art director for files.

3. Non-flash animation of processing bar indicating progress to completion.

1.0.2 'XX Hour' Man Results (Desktop/Tablet)



NOTES

1. Branding text indicating processing is complete

2,. Scale that indicates what 'Hour Guy" user is based on their inputs. Will be either 0, 3, 9, 12, 15, 18, 21 or 24 Hours. See separate content strategy matrix spreadsheet to see how Facebook permissions and quiz scores to generate results. Should generally weight results towards higher end of hours values.

Results Algorithm Calculation:
If using Facebook: For each of user's available Facebook permissions, content strategist has assigned a continuous range of values from 0 to Max that map to each of the XX hour results. To calculate rating, system looks at the corresponding ratings for each permission and then assigns user the highest rating amongst them all.

If using Quiz: user is presented 3 questions with each an answer choice of A or B. This creates 7 unique answer sets, which in turn map to 7 of the 8 XX Hour Ratings (9 Hour man is not used for this method). User is assigned rating based on particular answer set of his quiz.

3. For each value, an image of user's Facebook profile pic (if user chose to connect via Facebook) or an animated GIF of the 24 Hour guy (if user took quiz) is displayed, along with branding text indicating what it means to be that result.

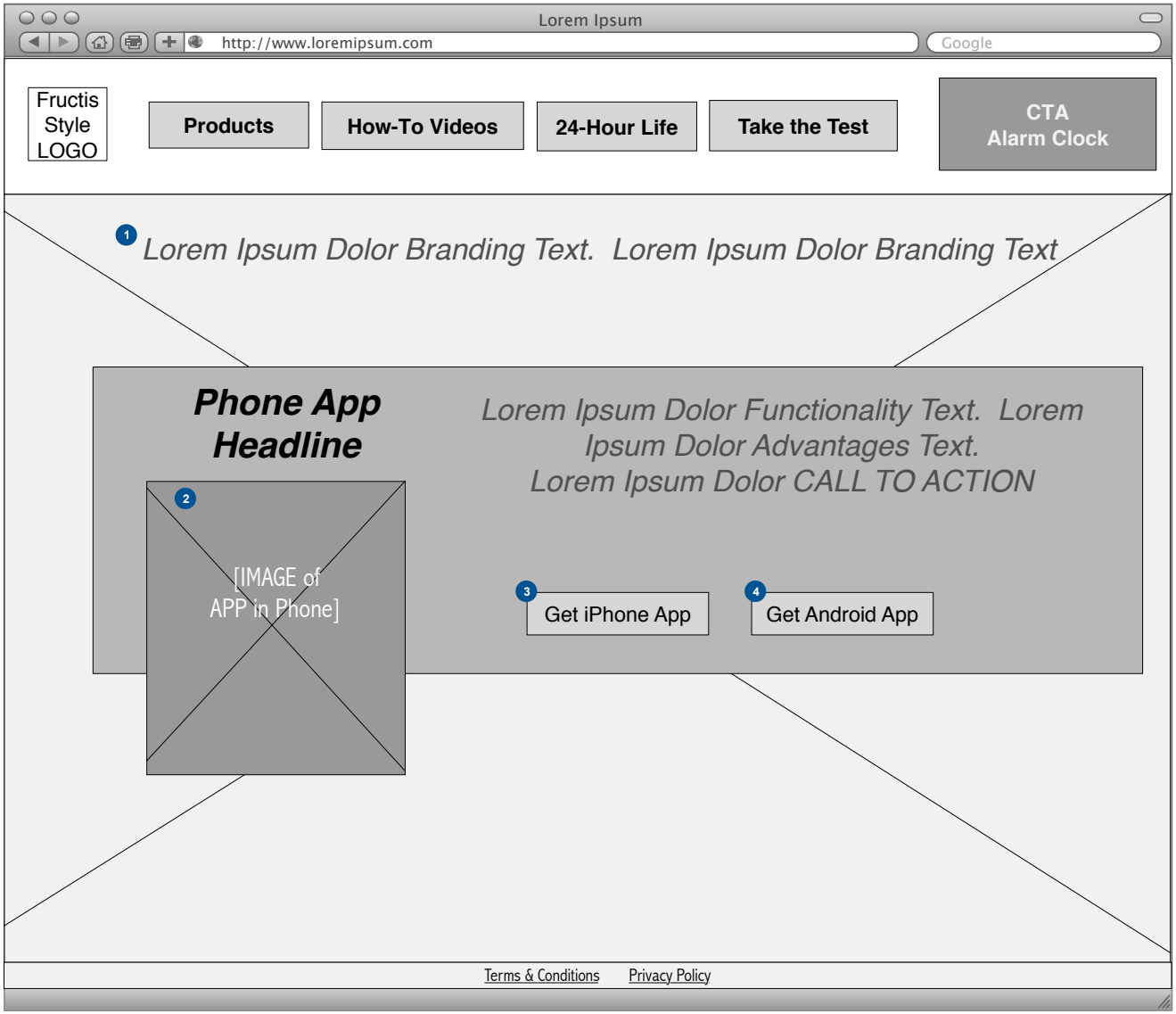
4. If user used Facebook connect, then for each rating, a 'personalized' results area is displayed culling values from his Facebook permissions. Gives XX Hour Rating and then displays other values only if and only if user has values for the following FB permissions: # Friends, # Events, # Places, # Photos Tagged. For each of those permissions a separate area is displayed showing the numeric value along with a generic copy statement for analysis. Values may be up to 4 digits. See separate content matrix document for copy.

5. CTA button allowing users to share results as a post on Facebook. Clicking/tapping on button takes user in new window to the Facebook login page, if not already connected, otherwise in a new window generates post in Facebook. See separate wireframe for an example of what a post looks like.

6. Also, for each Hour result, there is an accompanying product set image. Will also have accompanying branding text. See copy deck.

7. CTA button to see video tips for product line. Clicking or tapping on button takes user to videos page and starts video for hero product.

1.1 Phone App Info Page



NOTES

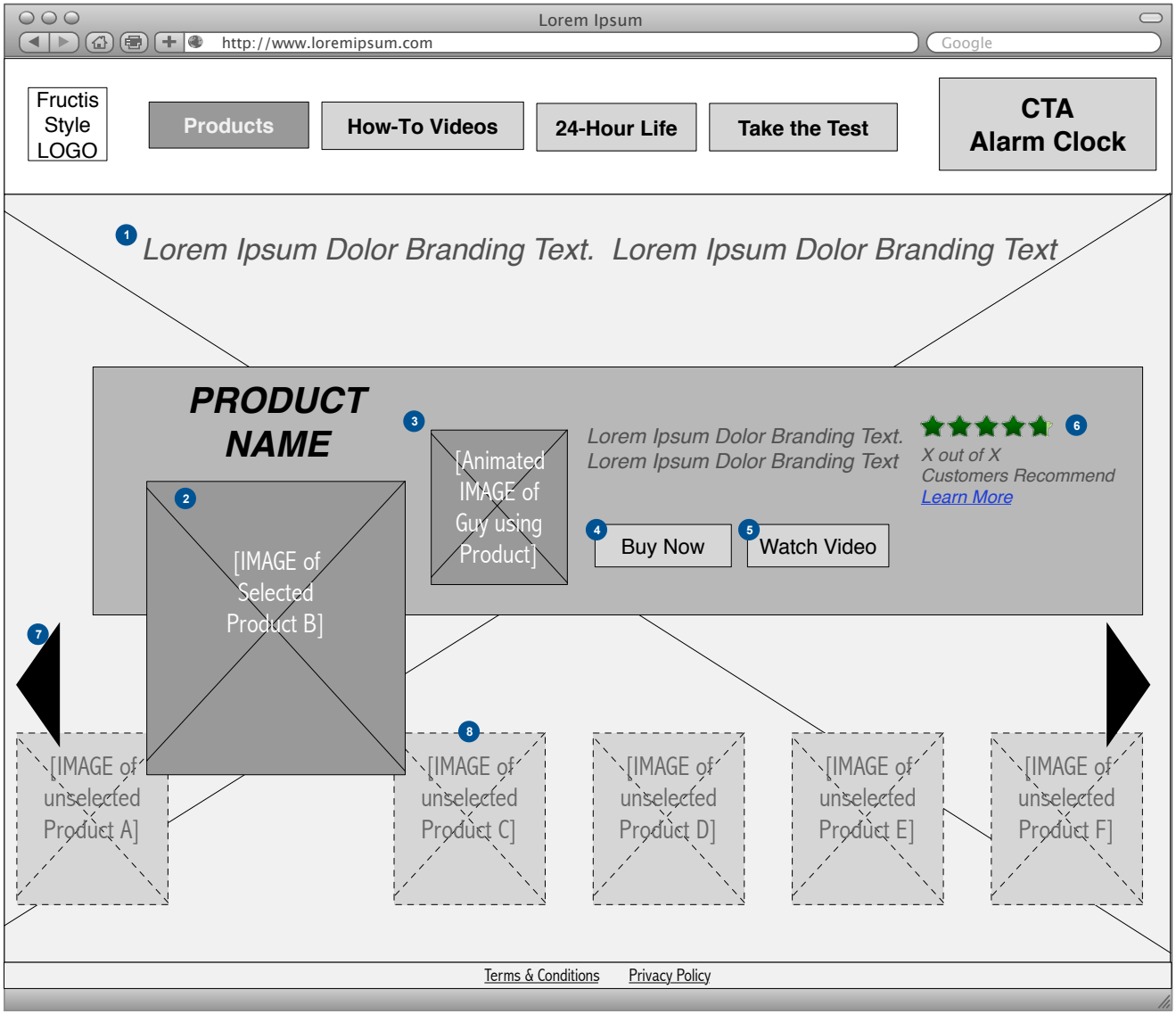
1. General branding statement regarding Phone App

2. Screen shot or mockup image of alarm clock app in a phone housing.

3. CTA button with rollover state in desktop implementation. Clicking or tapping on button takes user in new window to iPhone App Store anchored into the description page for the Alarm Clock app

4. CTA button with rollover state in desktop implementation. Clicking or tapping on button takes user in new window to Google Play App Store anchored into the description page for the Alarm Clock app

1.2 Products Page (Desktop/Tablet)



NOTES

1. General branding statement regarding products

2. Highlighted product. Contains hero image of product and product name. Comes to the forefront on top of images of other products in line, which remain in background out of focus.

3. Each highlighted product also has an associated hero animated GIF showing a Guy with hair using that product. Also contains branding text about that particular product.

4. CTA button with rollover state in desktop implementation. Clicking or tapping on button takes user in new window to Garnier shopping cart functionality on www.garnierusa.com for that product..

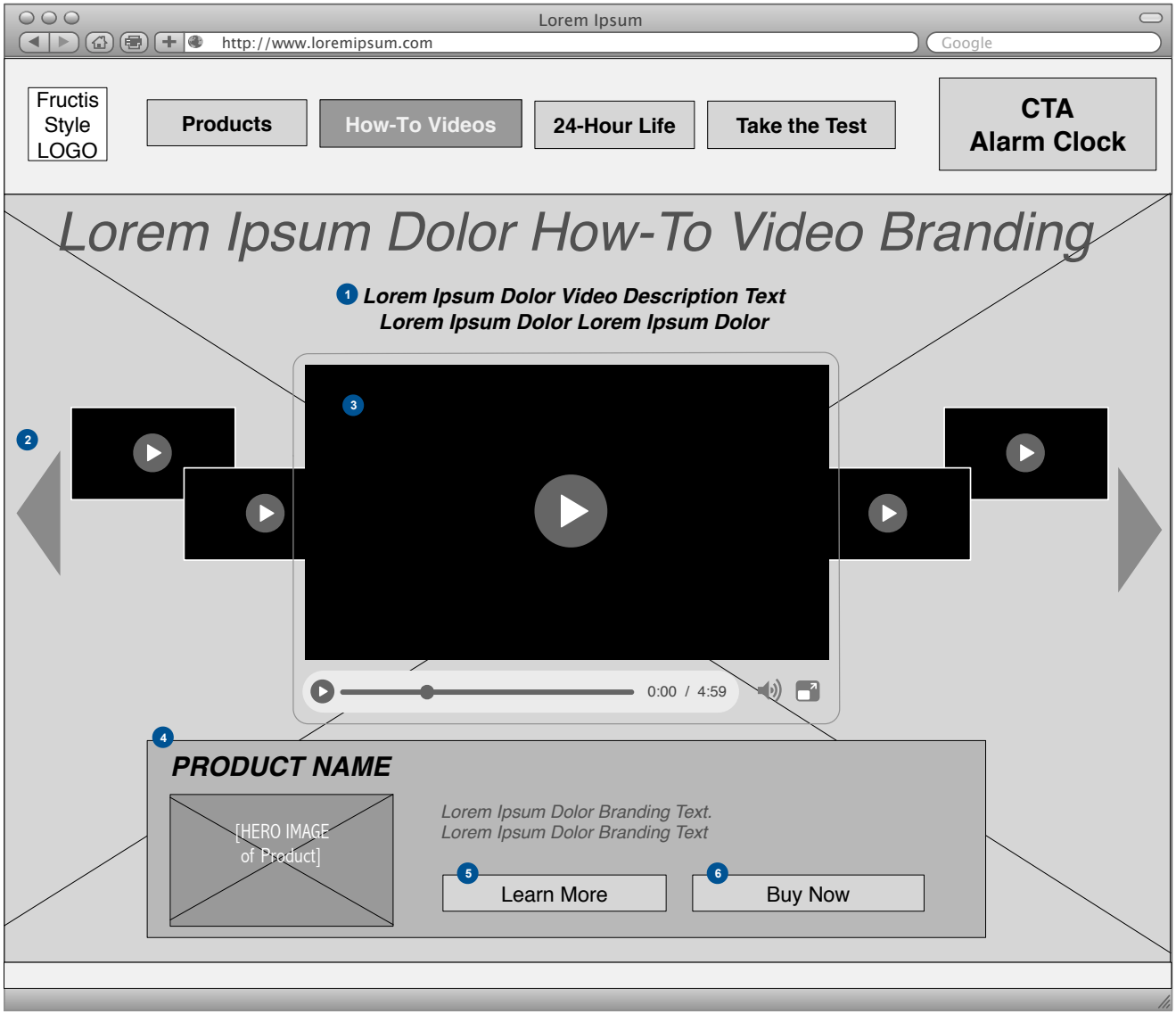
5. CTA button takes user to How-To video page and launches video associated with that product.
.

6. Using BazaarVoice, pulls rating and review info from product page on www.garnierusa.com. Pulls star rating, X of X customers rating. Link takes user to full product page on garnierusa.com anchored down to the reviews section.

7. Carousel right and left buttons allow user to advance/reverse in order to view other products in line. Clicking or tapping on arrow moves user 1 product over in set. On desktop, clicking and holding button causes non-flash animation that scrolls user through product line.

8. Products in line that are currently not highlighted live in the background, out of focus. User can also click or tap on each image in order to cause a non-flash animation that brings that product into the forefront and into focus.

1.3 How-To Videos (Desktop/Tablet)



NOTES

1. Branding text describing the current video

2. Videos appear in a carousel format. User is presented with forward/backward arrows to navigate to the next/previous video in the carousel or can click/tap on an individual video to bring that video to the front. Clicking or tapping on arrow moves user 1 product over in set. On desktop, clicking and holding button scrolls user through product line.

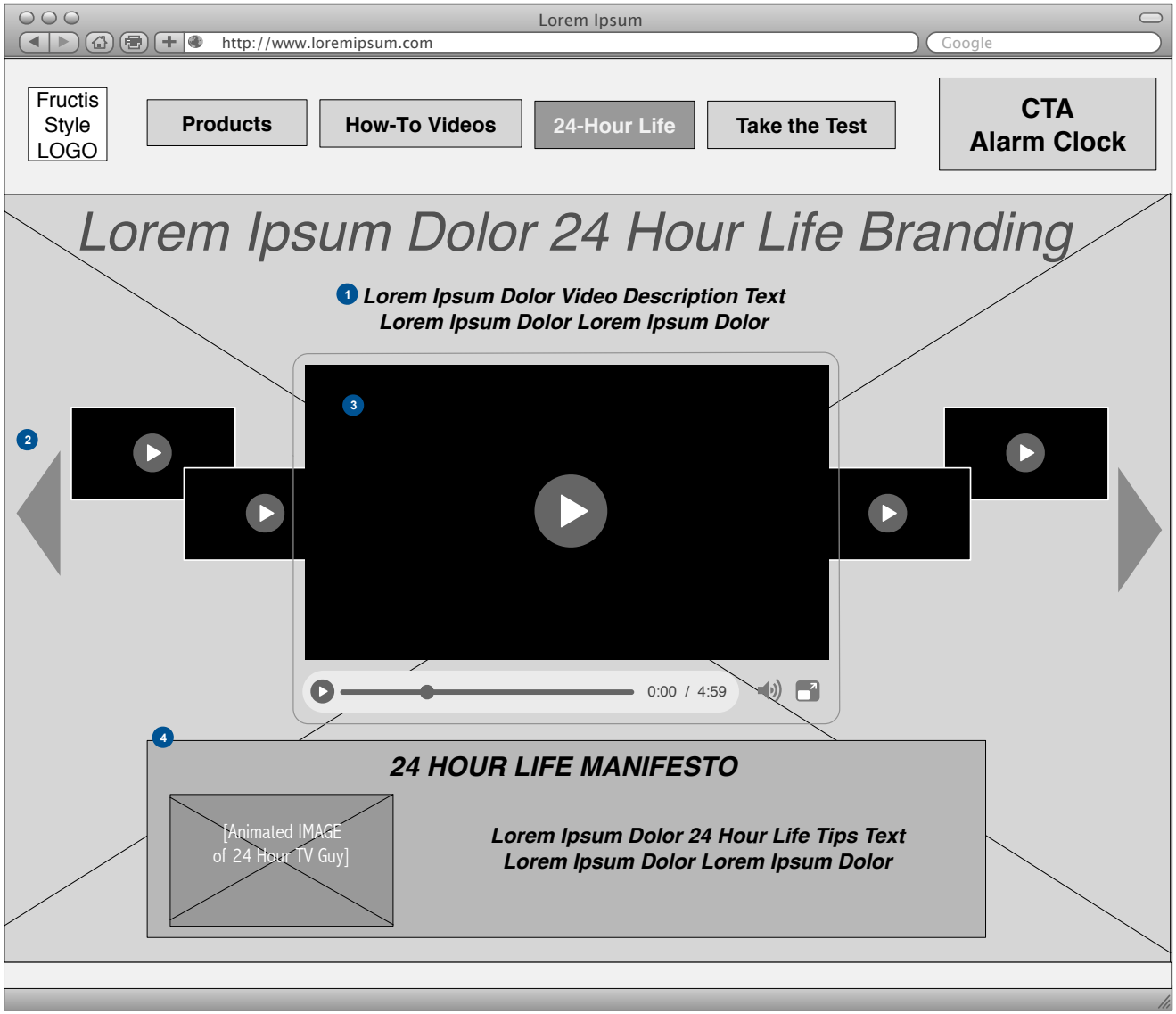
3. Tips video in YouTube player. Has all standard embedded YouTube video controls.

4. Associated with each video is a particular product. Each highlighted product has an associated hero image, branding text about that particular product and CTA buttons.

5. 'Learn More' button takes user to 1.2 Products page with that particular product brought to the forefront of the carousel.

6. 'Buy Now' button takes user in a new window to the shopping cart functionality of that particular product in www.garnierusa.com.

1.4 24 Hour Life (Desktop/Tablet)



NOTES

1. Branding text describing the current video

2. Videos appear in a carousel format. User is presented with forward/backward arrows to navigate to the next/previous video in the carousel or can click/tap on an individual video to bring that video to the front. Clicking or tapping on arrow moves user 1 product over in set. On desktop, clicking and holding button scrolls user through product line.

3. TV commercials in YouTube player. Has all standard embedded YouTube video controls.

4. 24 Hour Life Manifesto Area. Uses animated GIFs from TV commercial, branding text about product line and 'Rules to Live By'.

1.0 Microsite Hub Home (Phone)

NOTES

1. Phone status bar is visible for both iPhone and Android implementations. Browser address bar is auto-scrolled upwards and hidden upon load, where possible, but required for iPhone.

2. Global navigation implemented as tabs.

3. Phone-specific branding text and imagery for Take the Test page. Designed for portrait orientation; in landscape, images either scale or background is implemented to cover dead space along sides.

4. If user decides to take the quiz instead of connecting through Facebook, then when user taps on the CTA button, the interactive quiz is revealed below and page scrolls up accordingly. User's can swipe up and down the page in order to see the full content. All quiz questions are pre-loaded into the code of the page. Quiz content is same for phone as it is for desktop/tablet.

For Interactive Quiz Sub-Area: User is presented with all 3 quiz questions and their answer radio buttons to choose his hair type/ goals/personality. All radio buttons start default unselected. See copy deck for quiz questionnaire and answer set. User is also presented with CTA button to find out results. Clicking/tapping on button takes user to processing page.

Note: quiz may also be implemented one question at a time and tapping on the answer presents user with the next question in the quiz. Then on the last question user is presented with a 'Get Results' button.

5. Global footer links to garnierusa.com content (each launch in new window).

6. In iPhone implementation, soft navigation keys are always present. In Android, if specific phone calls for a soft-key implementation, then these keys are also presented.

1.0.1 Processing Page (Phone)

NOTES

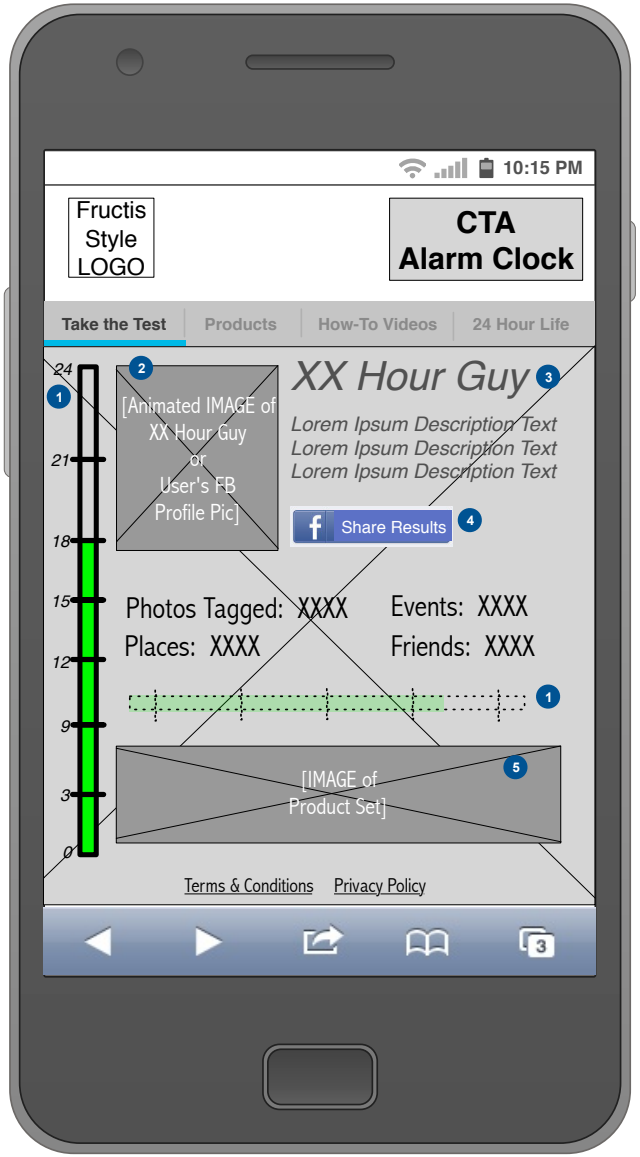
Processing Page. Based on quiz choices and/or Facebook connect permissions, system calculates user's 24 hour man quotient, as this processing page appears.

1. Branded explanation text.

2. Non-flash animation of scientific 'processing of data'. See art director for files.

3. Animation of processing bar indicating progress to completion.

1.0.2 'XX Hour' Man Results (Phone)



NOTES

1. Scale that indicates what 'Hour Guy" user is based on their inputs. Will be either 0, 3, 9, 12, 15, 18, 21 or 24 Hours. See separate content strategy matrix spreadsheet to check Facebook permissions and quiz scores to generate results. Should generally weight results towards higher end of hours values.

When phone is in landscape orientation, the bar is displayed horizontally, not vertically, between the rating area and the product line image.

2. For each value, an image of user's Facebook profile pic (if user chose to connect via Facebook) or an animated GIF of the 24 Hour guy (if user took quiz) is displayed, along with branding text indicating what it means to be that result.

3. If user used Facebook connect, then for each rating, a 'personalized' results area is displayed culling and values from Facebook permissions. Gives XX Hour Rating and then displays other values only if user has values for the following FB permissions: # Friends, # Events, # Places, # Photos Tagged. For each permission a separate area is displayed showing the numeric value. Values may be up to 4 digits. See separate content matrix document for copy.

4. CTA button allowing users to share results as a post on Facebook. Clicking/tapping on button takes user in new window to the Facebook login page, if not already connected, otherwise in a new window generates post in Facebook. See separate wireframe for an example of what a post looks like.

5. Also, for each Hour result, there is an accompanying product set image.. Tapping on image is also link to 1.3 How-To Videos Page.

1.1 Phone App Info Page (Phone)

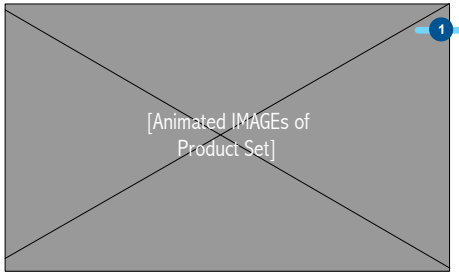
NOTES

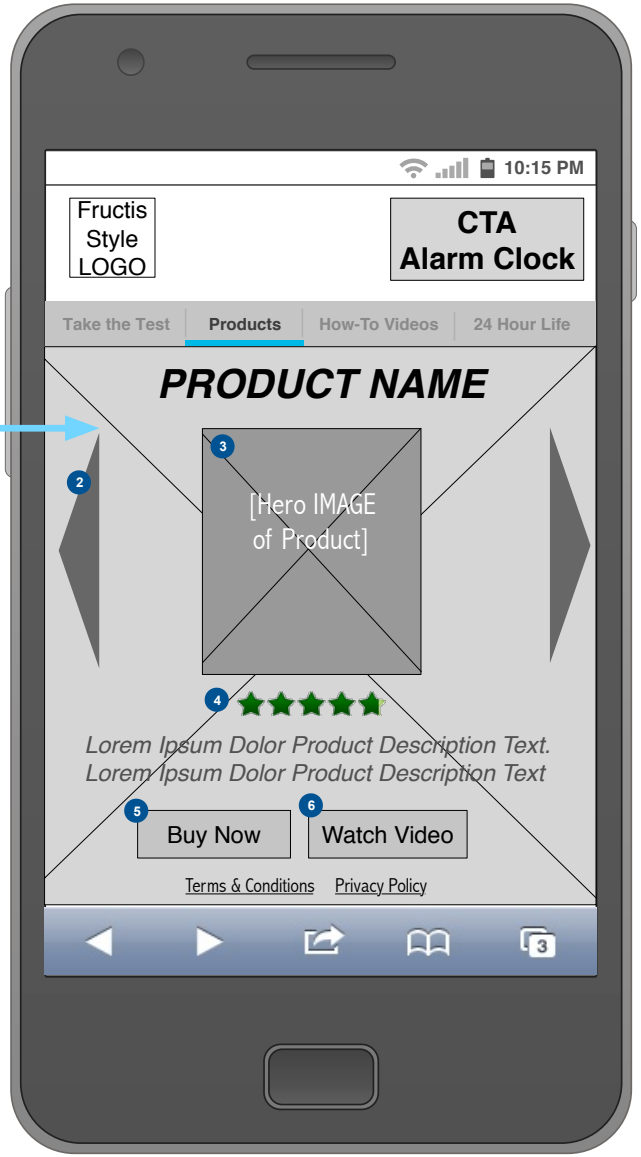
1. General branding statement regarding Phone App. Includes screen shot or mockup image of alarm clock app in a phone housing, headline and description text.

2. CTA button to get app for iPhone. Tapping on button takes user in new window to iPhone App Store anchored into the description page for the Alarm Clock app.

3. CTA button to get app for Android. Clicking or tapping on button takes user in new window to Google Play App Store anchored into the description page for the Alarm Clock app.

At beginning of page load:





NOTES

1. As products page loads, a simple animation showing all 6 products in l product line appears, this animation dissolves to the first hero product in the line

2. Carousel right and left buttons allow user to advance/reverse in order to view other products in line. Tapping on arrow moves user 1 product over in set. User can also use swipe motion to move between products.

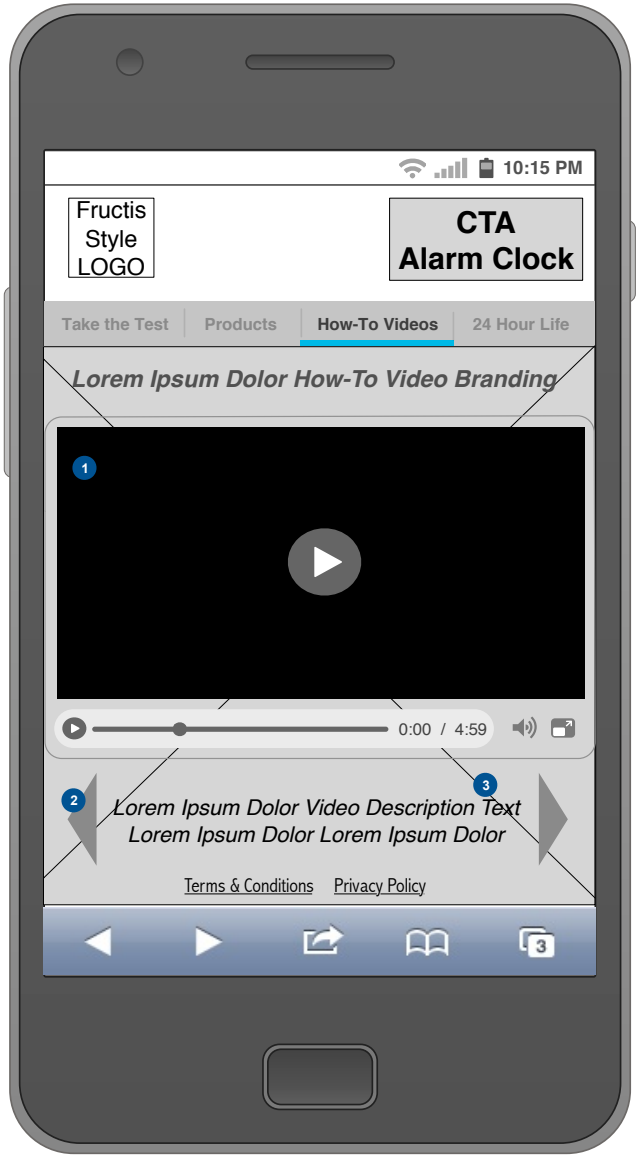
3. Highlighted product. Contains hero image of product and product name and product description text.

4. Using BazaarVoice, pulls star rating from product page on m.garnierusa.com. Pulls star rating which is also a link takes user to full product page on garnierusa.com anchored down to the reviews section when tapped.

5. CTA button with rollover state in desktop implementation. Clicking or tapping on button takes user in new window to Garnier shopping cart functionality on www.garnierusa.com for that product..

6. CTA button takes user to How-To video page and launches video associated with that product.

1.3 How-To Videos (Phone)



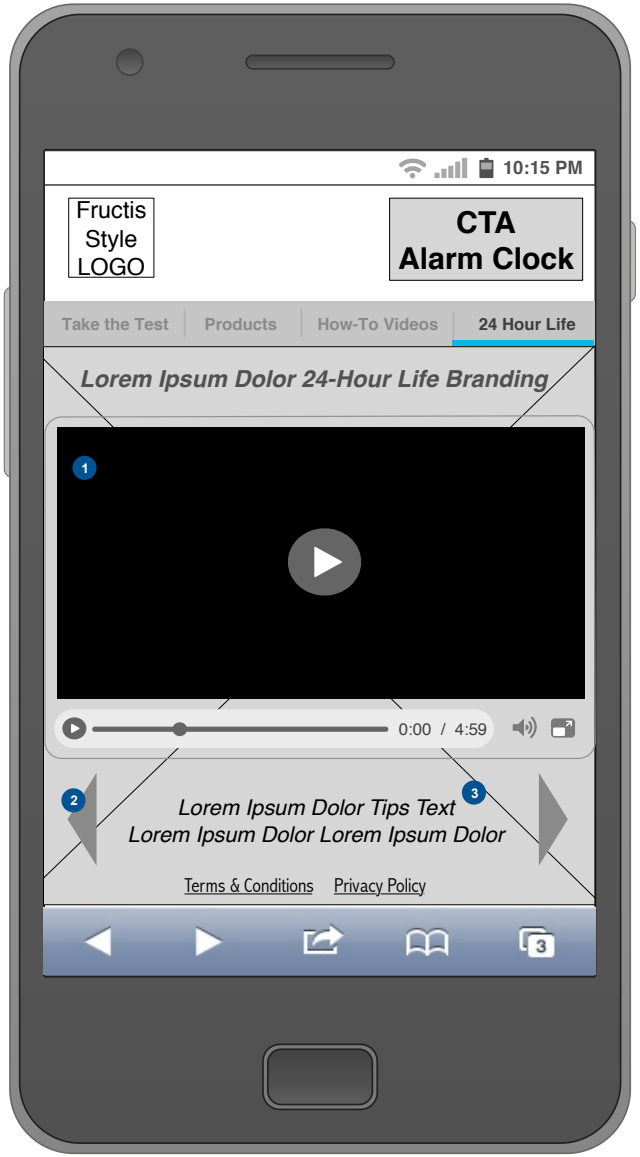
NOTES

1. Tips video in YouTube player. Has all standard embedded YouTube video controls for phone.

2. Videos appear in a carousel format. User is presented with forward/backward arrows to tap navigate to the next/previous video in the carousel or can swipe. Tapping on arrow moves user 1 product over in set.

3. Branding text describing the current video

1.4 24-Hour Life (Phone)



NOTES

1. TV commercials in YouTube player. Has all standard embedded YouTube video controls for phone.

2. Videos appear in a carousel format. User is presented with forward/backward arrows to tap navigate to the next/previous video in the carousel or can swipe. Tapping on arrow moves user 1 product over in set.

3. Branding text with 24-Hour Life tips

(External) Sample Post in Facebook

NOTES

Example of how a post of an 'XX Hour Guy' result would appear in Facebook.

1. User may add optional comment text to the post. Post will always generate a comment text with a bit.ly URL that points back to the Power Gels microsite homepage.

2. System generates post from XX Hour Guy result. Includes Garnier Fructis Style Logo, branding text about the 24-hour guy program.

3. Another area of the post includes the user's XX Hour result, and additional branding text describing the meaning of the rating.