



PublicisKaplanThaler

Garnier Fructis: Strength To Shine Site Experience

Flowcharts and Wireframes

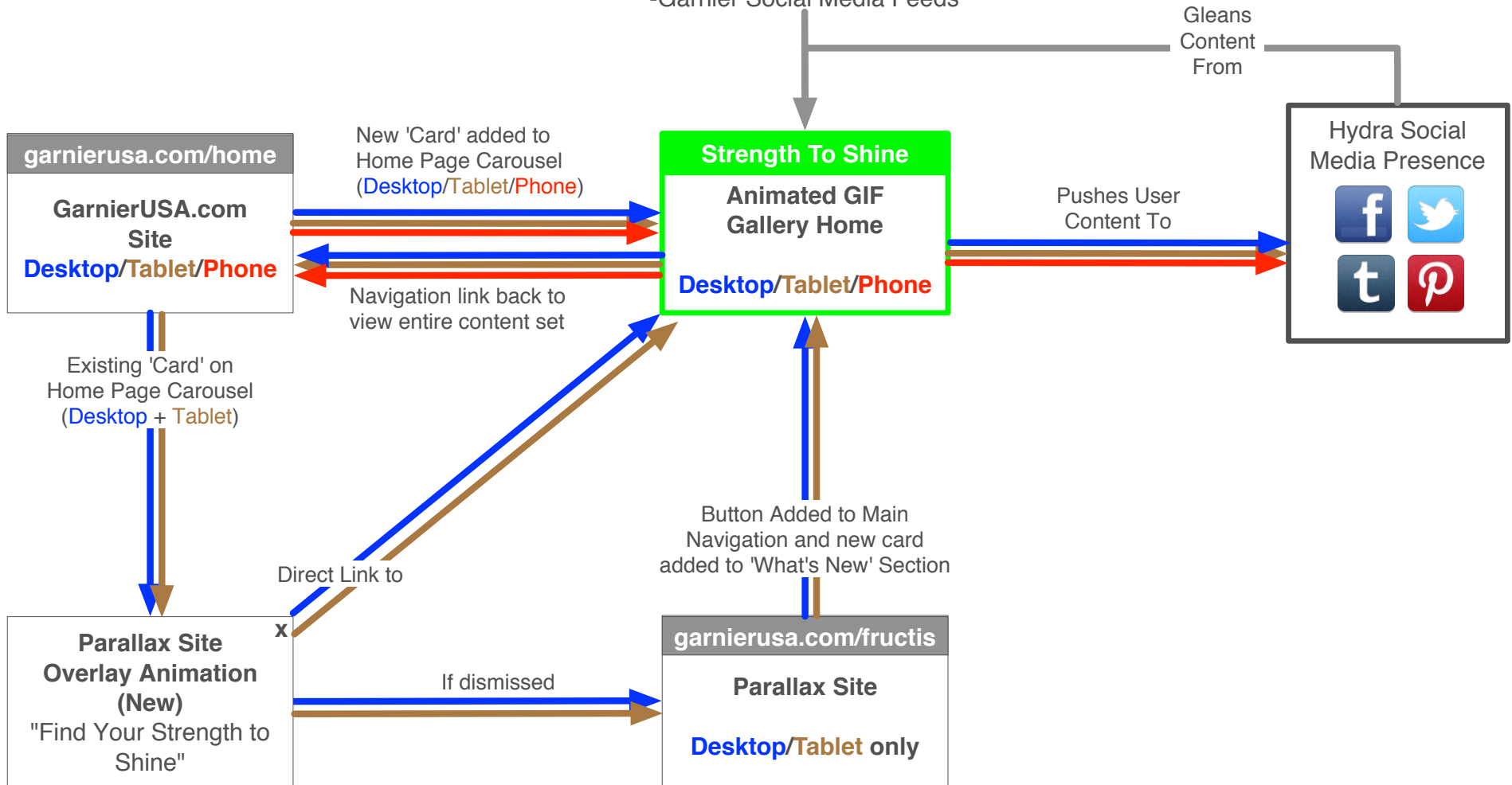
Date: Wed Jan 02 2013

Document: Garnier Fructis Strength To Shine Site UX 010213.graffle

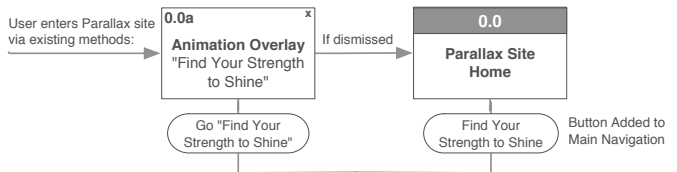
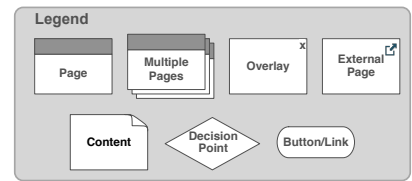
Garnier Fructis

**Site Ecosystem &
Detailed Flow Chart**

User enters from:
 -Banner/Rich Media
 -External Push Ads/Emails
 -Hydra-specific Search Results
 -Garnier Social Media Feeds

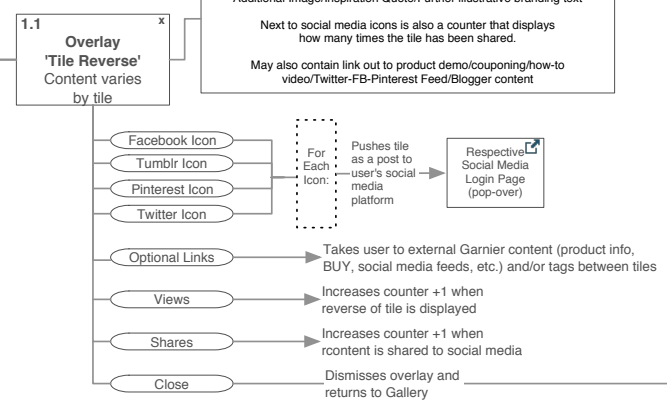
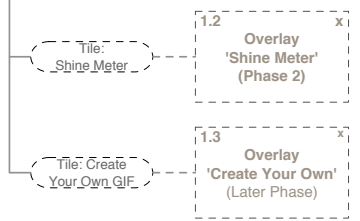
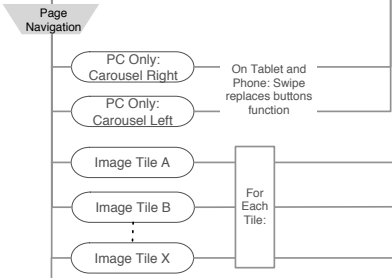
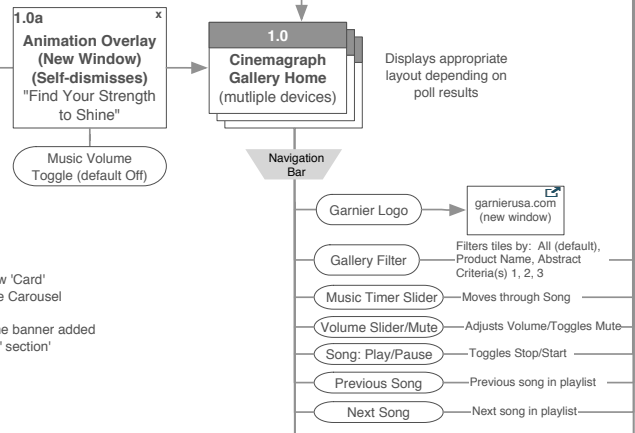
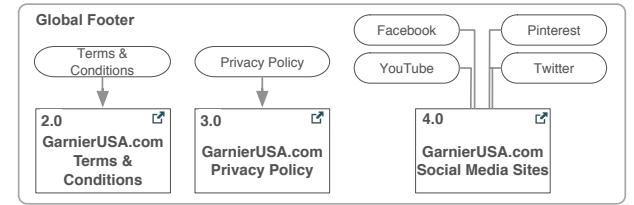


Detailed Flow



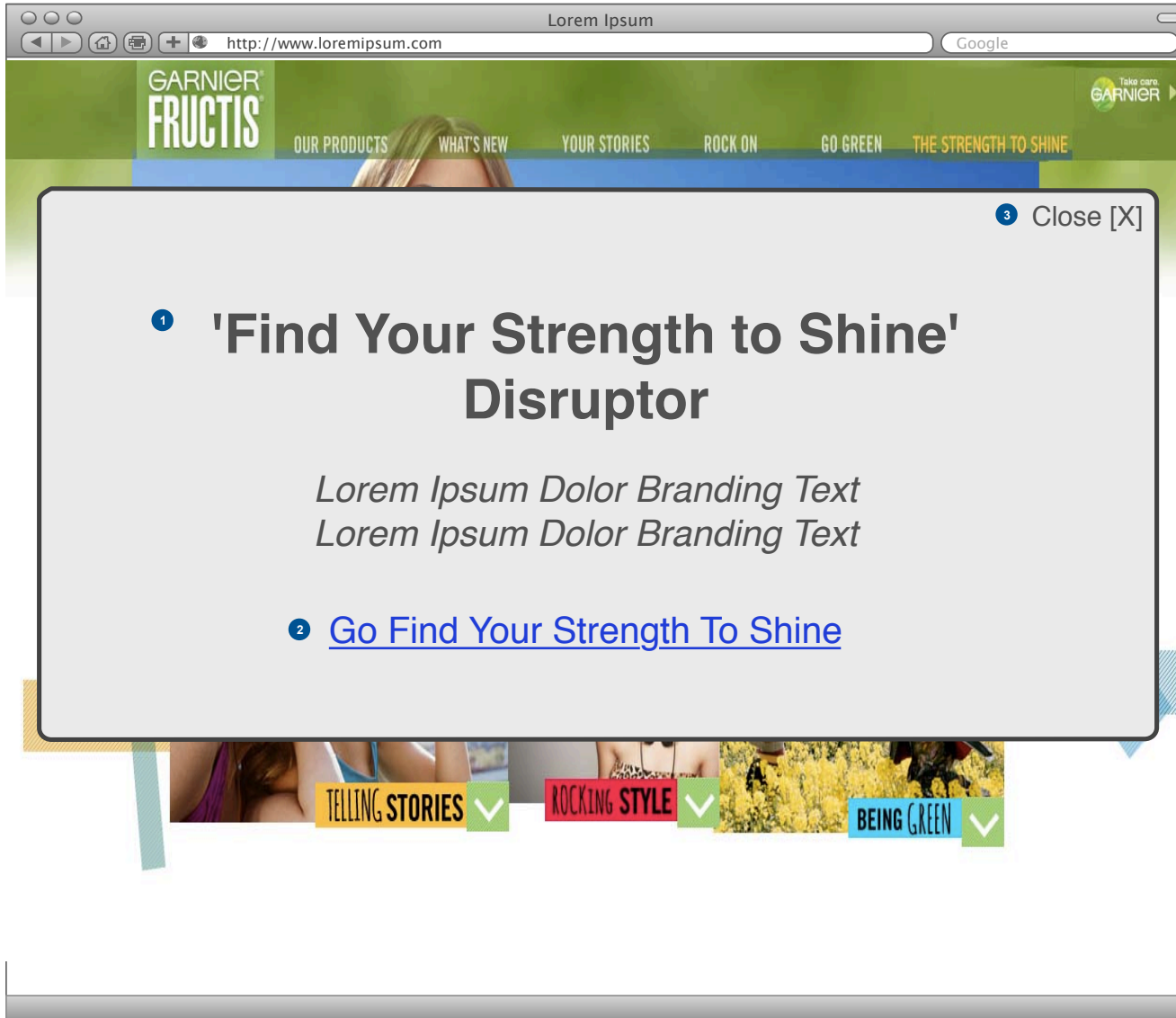
User enters independently from:
 -Banner Rich Media Campaign
 -External Push Ads/Emails
 -Organic/Paid Search
 -Garnier Facebook/Twitter Feeds
 -Directly typing URL

User enters GarnierUSA site via existing methods:



Garnier Fructis

High Level Wireframes



NOTES

1. Upon User entering Parallax site, experience is disrupted by an overlay containing a branded image with the manifesto of Your Strength to Shine, as well as a CTA to redirect User to the Strength to Shine microsite. Parallax site loads concurrently underneath.

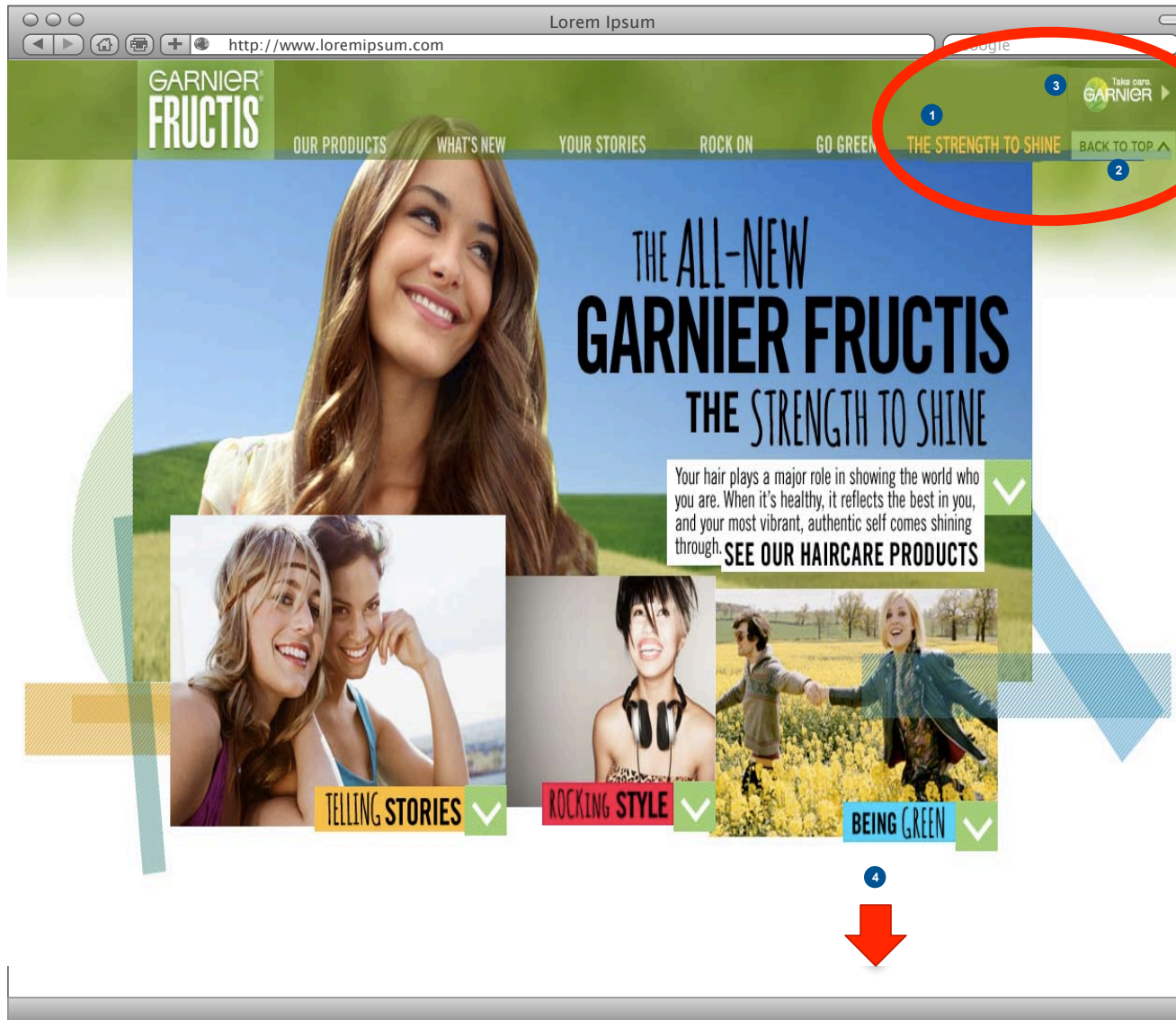
Overlay launches nearly full browser window width, approximately just below the main navigation bar. Animation scales to browser width size to agree with relationship of main navigation bar to browser window.

Upon completion of animation, overlay self-dismisses, revealing parallax site underneath.

2. Link to Strength to Shine microsite. Constantly available within animation overlay. Clicking link launches microsite in new browser window.

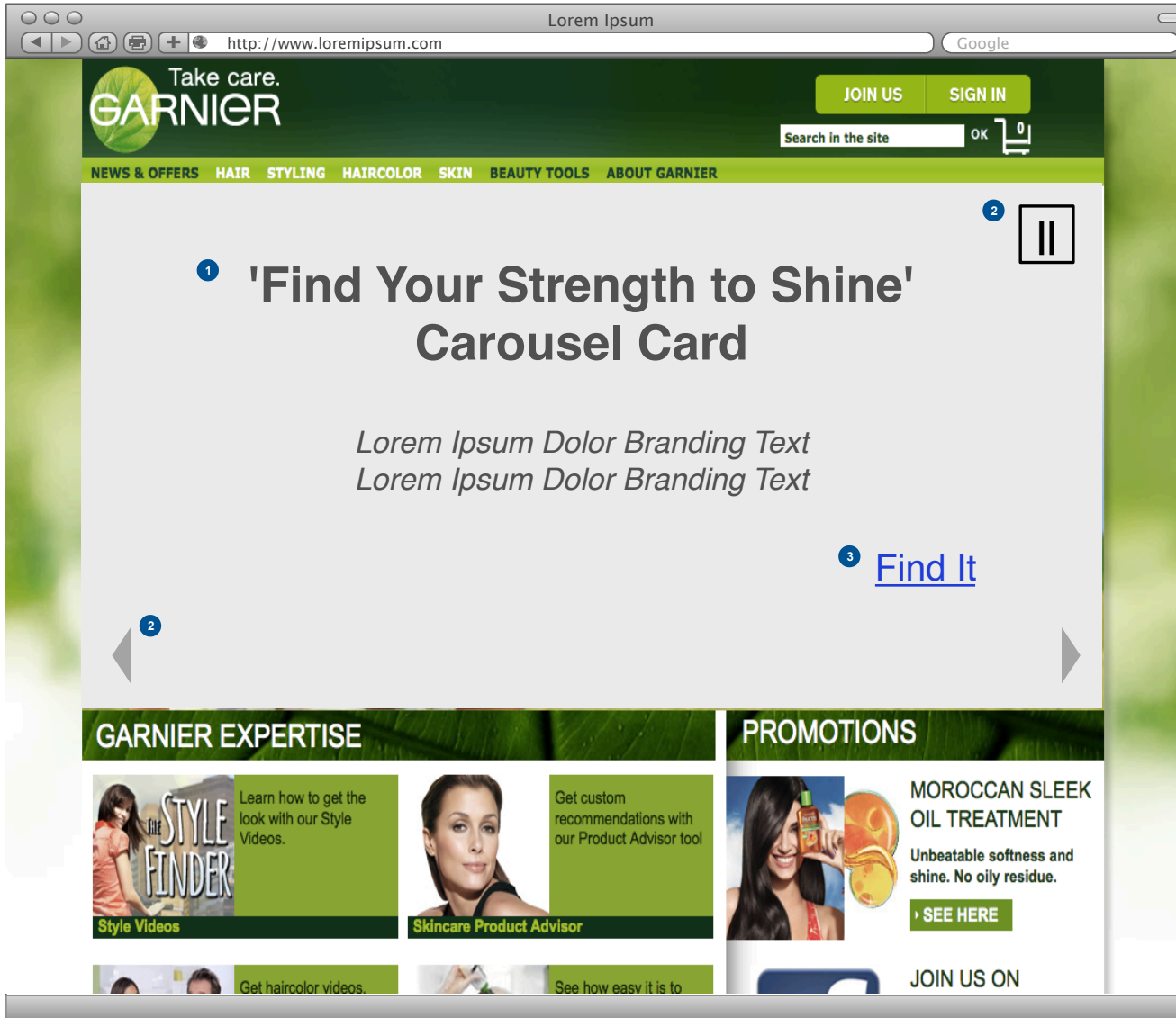
3. Overlay contains close button, which User can employ to force dismiss the animation mid-stream and go directly to the underlying Parallax site.

0.0 Parallax Site Home



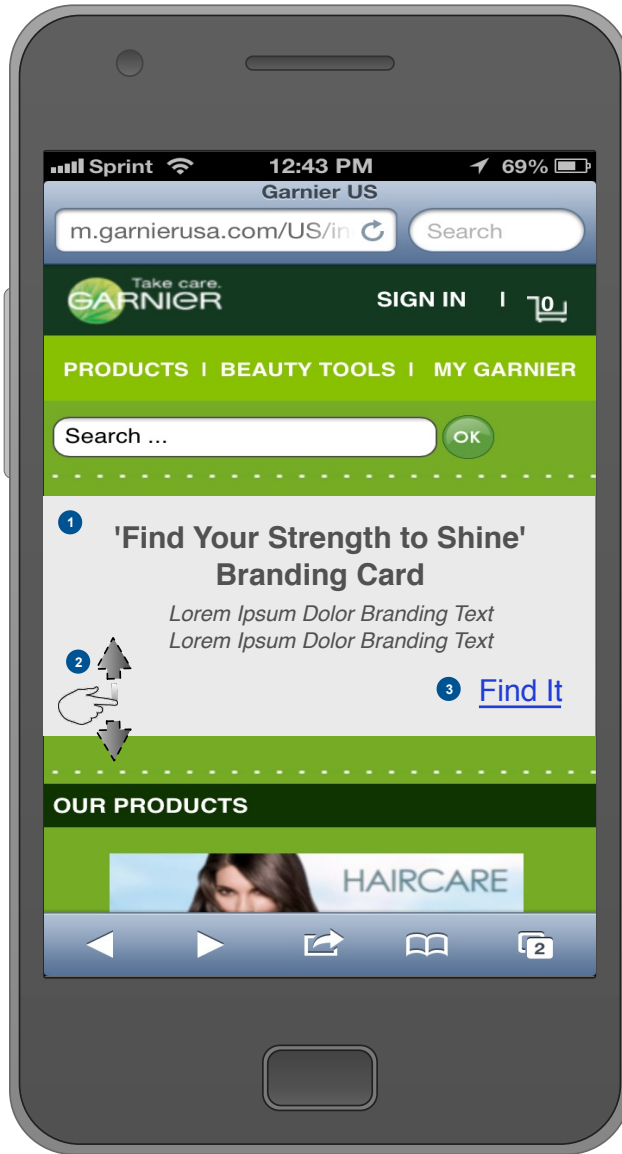
NOTES

1. Parallax site main navigation has persistent additional button added, in differing treatment from other main navigation buttons, providing link to Strength to Shine microsite. Clicking button launches microsite in new window. Space for new button is accomplished by either adding to the right of existing navigation, or recentering entire header over the content area.
2. 'Back to top' functionality remains the same as current site, but button now appears to the right of the new Strength to Shine button as users scroll down the page
3. Garnier logo functionality remains the same as current site but button now appears to the right of the new Strength to Shine button, still directly above the 'Back to Top' button.
4. New 'card' is added to the 'What's New' section of the parallax site describing the Strength to Shine website and providing an additional CTA and link to the site, which would open in a new window.



NOTES

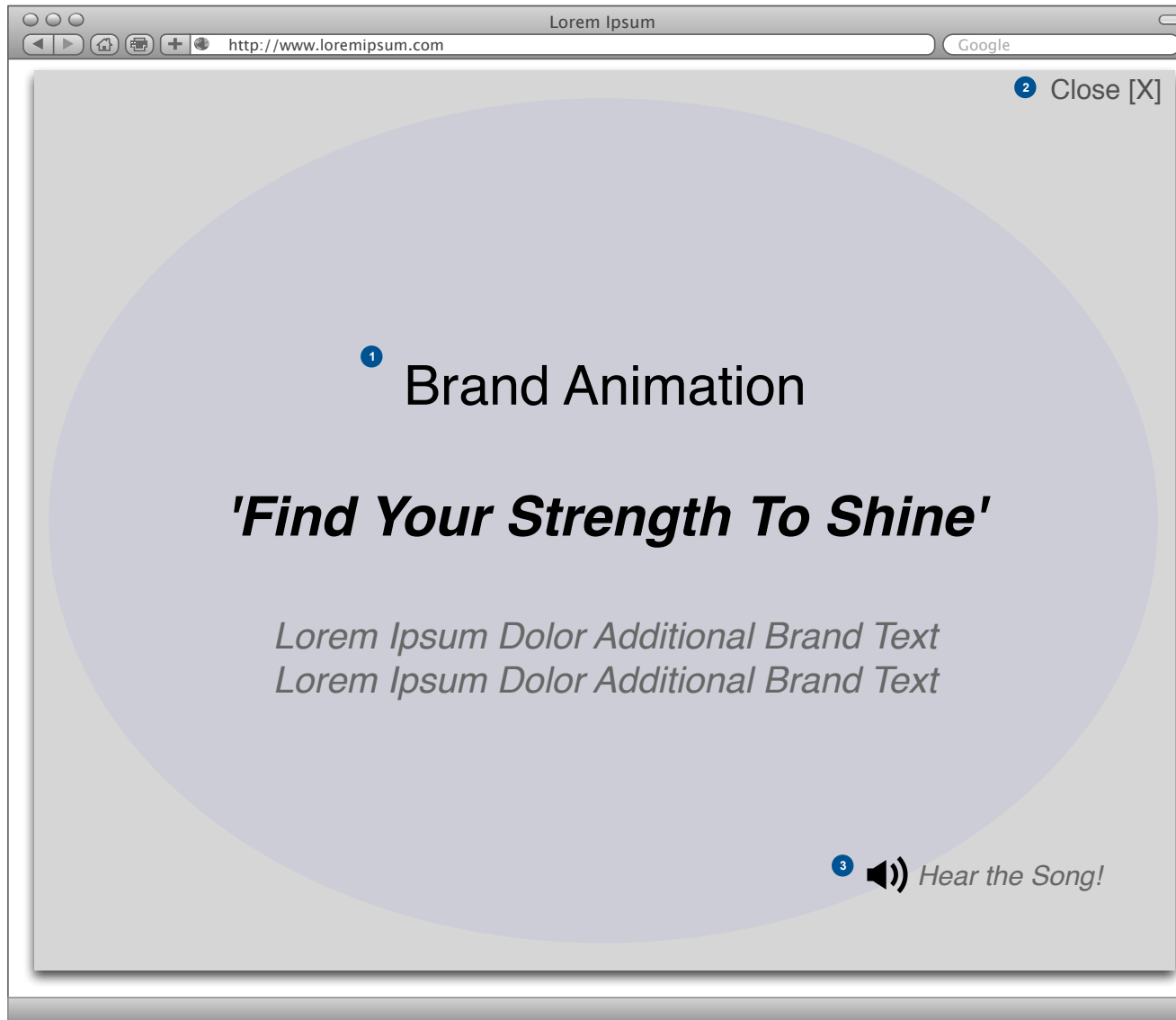
1. Within garnierusa.com, a new 'carousel card' is added with a manifesto and CTA for the Strength to Shine microsite
2. Existing navigation within garnierusa.com that allows user to go to previous/next carousel card. This interaction and also start/stop interaction remains the same as in current implementation.
3. CTA link to Strength to Shine microsite. When user clicks this link, Strength to Shine microsite launches in a new window.



NOTES

1. Within m.garnierusa.com, a new 'branding card' replaces the current Skin Renewal billboard with a manifesto and CTA for the Strength to Shine microsite.
2. Existing navigation within m.garnierusa.com that allows user to view remainder of page.
3. CTA link to Strength to Shine microsite. When user clicks this link, Strength to Shine microsite launches in a new window.

1.0a Animation Overlay (Desktop + Tablet)



NOTES

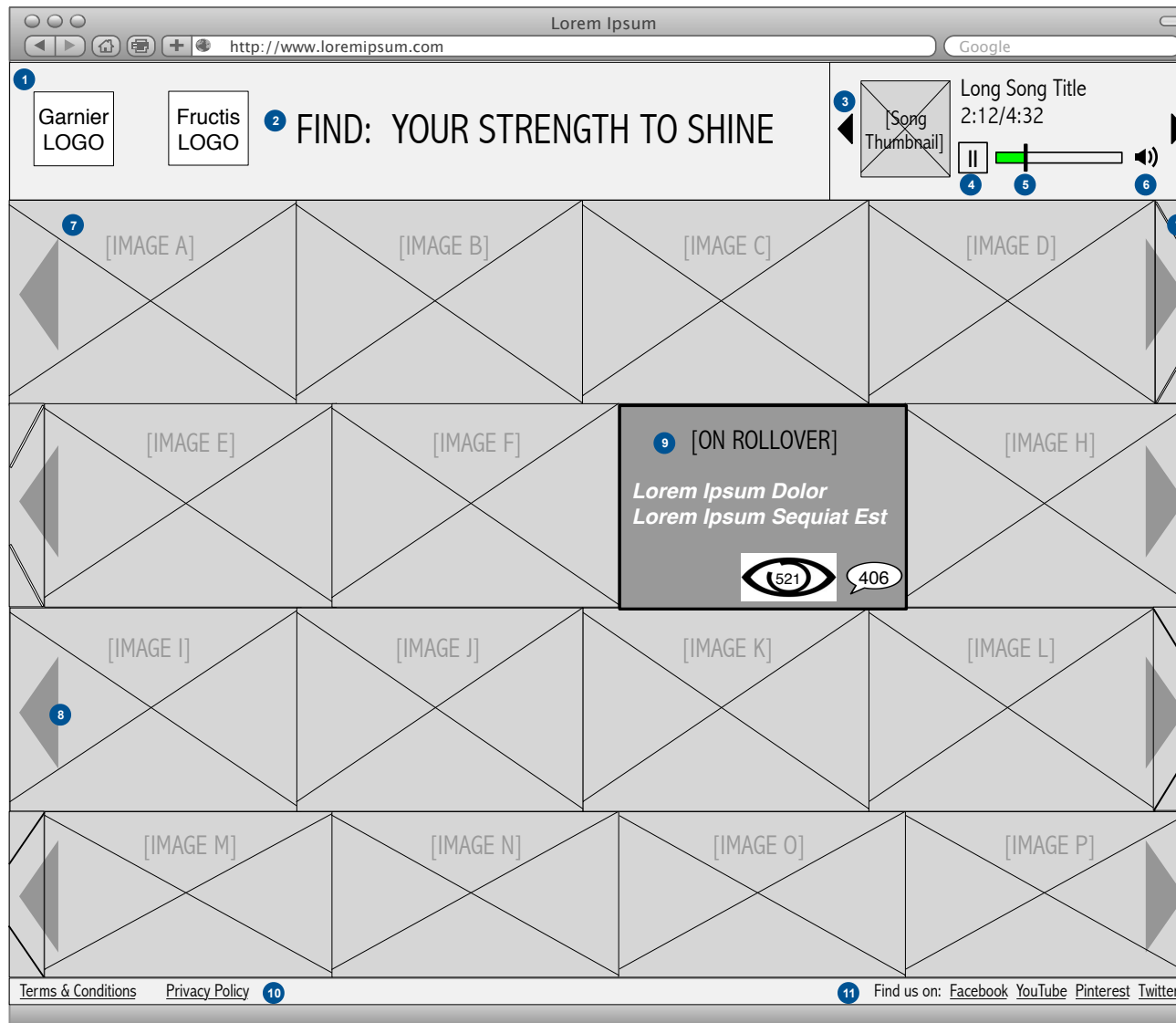
1. When user enters Strength to Shine microsite, an animation overlay begins to play as the full site starts to load underneath. Animation first provides STS manifesto, then transitions to explanatory text on how to use the site and a CTA. Upon completion of the animation, the overlay self-dismisses and users are taken to the Cinemagraph Gallery Home page (1.0).

For tablet, implementation is the same except browser window does

2. User that is detected to have visited the site previously is provided with a close button within the animation, which allows user to close out the animation overlay prematurely and go directly to Home page (1.0)

3. Animation will contain sound. Default sound volume is set to mute, and users are provided with a button to turn audio volume on to their default volume setting.

1.0 Cinegraph Gallery Home (Desktop)

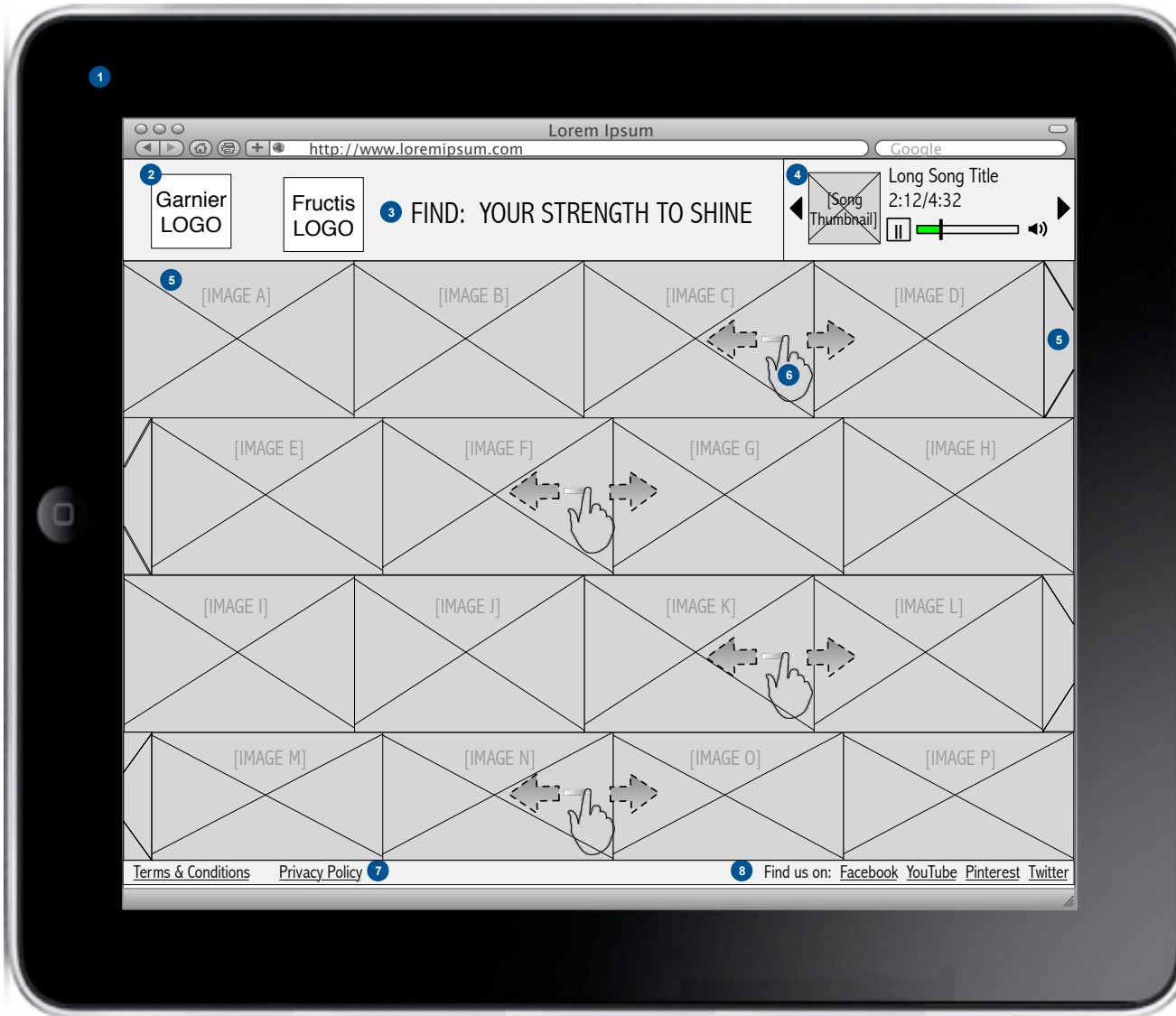


NOTES

Cinegraph Gallery Home. Implementation wireframe for PC (non-mobile) computers only. Page is a gallery of animated gif 'tiles' that behave much like an advent calendar, in that clicking a tile reveals a 'reverse' of the tile with additional content.

1. Clicking on Garnier logo launches garnierusa.com in new window.
2. (Phase 2) Navigation will allow user to filter display of tiles by pre-defined categories. For Phase 1 the CTA is only to sort by all tiles with no drop down button. See separate wireframe showing filtered state for detailed description of navigation behavior.
3. Music-player module. May be in partnership with Spotify. Will contain a playlist of songs (target # for first launch: 6). User will be allowed to navigate through playlist as well as control the playing of the song. Each song contains a thumbnail image of the song, a timer indicating position of play within the total length of the song, player controls and next/previous navigation buttons to move between songs. Clicking on a forward or back button advances user to next (previous) song in playlist and auto starts song from beginning of song.
4. Music player play/pause toggle. Default state is to start auto play at beginning of first song in playlist at the start of the Animation overlay (1.0a), so when overlay self-dismisses and user arrives at this screen, song has already begun playing.
5. Slider to indicate progress in song. User can move slider to advance forward/backward through song.
6. Song volume on/off toggle. Default state is muted. Toggling on turns volume on to user's default volume level.
7. Individual cinemagraph (animated GIF) tile. Target grid for full display in PC is 4 rows of 4 cinemagraphs each. See functional specification document for detailed rules/behaviors. Rows are offset from each other for visual effect. Part of a fifth tile can be seen in each row, but is not available to be selected.
8. Navigation buttons to allow user to 'scroll' left or right through gallery. Clicking button moves entire set of images left or right by 4 tiles. Users can continuously scroll by depressing and holding button. Button is semi-transparent at all times and becomes more available when mouse is in bounding box.
9. (PC ONLY) On rollover of individual tile, a 'preview' appears containing a snippet of the text from the 'reverse' of the tiles, and indicators of (1) the number of times the tile was viewed and (2) shared.
10. Global footer links to garnierusa.com content (each launch in new window).
11. Global footer links to Fructis' presence in social media (launches in new window).

1.0 Cinegraph Gallery Home (iPad Landscape)



NOTES

Cinemagraph Gallery Home. Implementation wireframe for tablet (iPad only). A Gallery of animated gif 'tiles' that behave much like an advent calendar, in that clicking a tile reveals a 'reverse' of the tile with additional content.

1. Template ONLY for landscape orientation. Moving tablet to portrait orientation will change display. Flipping tablet 180 degrees from landscape to landscape will flip the display as well.

2. Clicking on Garnier logo launches garnierusa.com in new window.

3. (Phase 2) Navigation will allow user to filter display of tiles by pre-defined categories. For Phase 1 the CTA is only to sort by all tiles with no drop down button. See separate wireframe showing filtered state for detailed description of navigation behavior.

4. Music-player module. Behavior exactly same as implementation for PC except all buttons behave on touch rather than on click. Slider still remains in effect. See 1.0 PC wireframe for functional details.

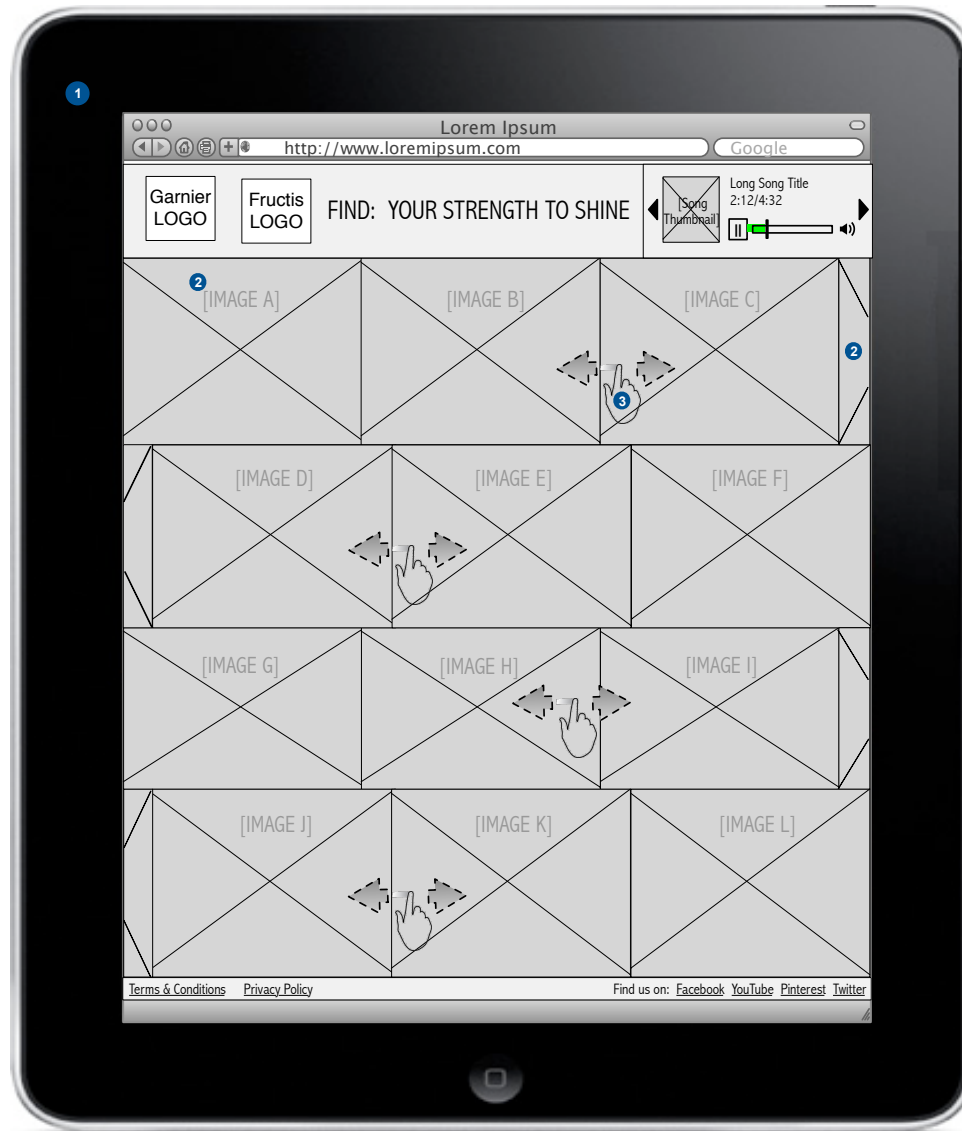
5. Individual cinemagraph (animated GIF) tile. Target grid for full display in tablet is 4 rows of 4 cinemagraphs each. See functional specification document for detailed rules/behaviors. Rows are offset from each other for visual effect. Part of a fifth tile can be seen in each row, but is not available to be selected.

6. On drag, swipe or flick, each row can infinitely scroll either leftwards or rightwards. A flick action should move the tiles at least 4 tiles over in the flicked direction. Rows are not able to be swiped up/down.

7. Global footer links to garnierusa.com content (each launches in new window)

8. Global footer links to Fructis' presence in social media (launches in new window.)

1.0 Cinegraph Gallery Home (iPad Portrait)



NOTES

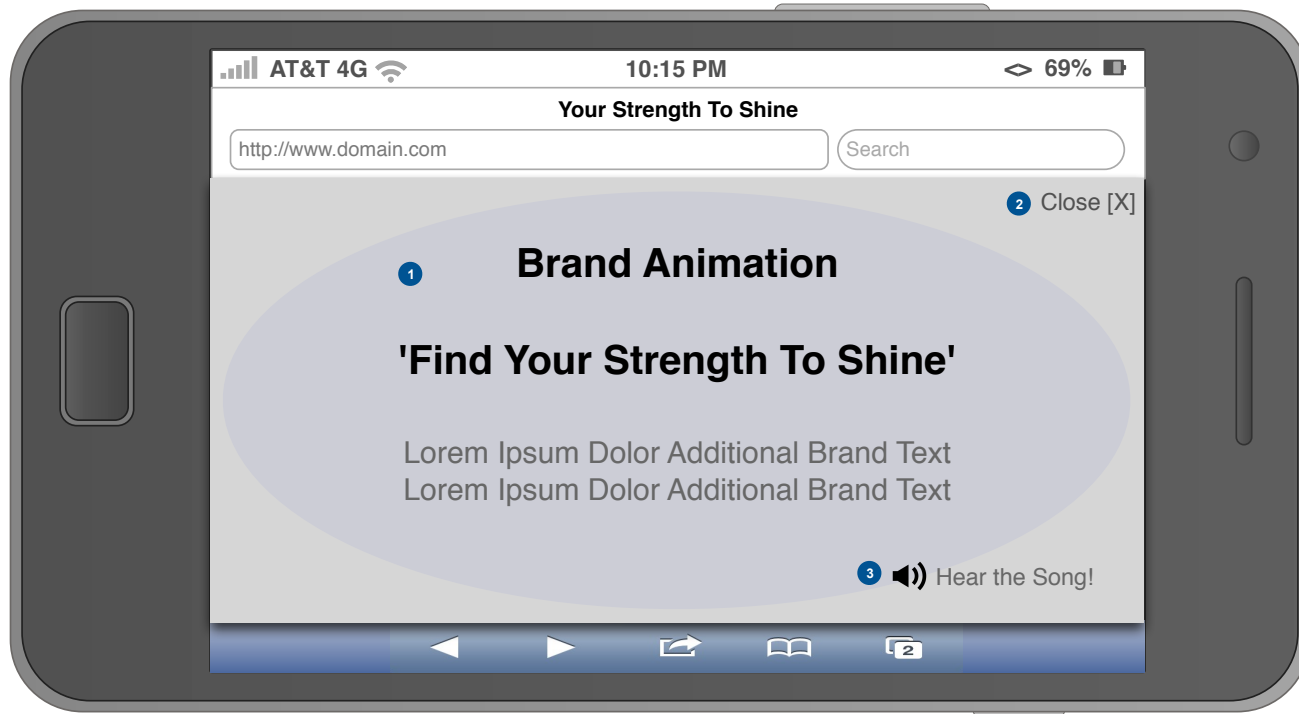
Cinemagraph Gallery Home. Implementation wireframe for tablet (iPad only). A Gallery of animated gif 'tiles' that behave much like an advent calendar, in that clicking a tile reveals a 'reverse' of the tile with additional content.

1. Template ONLY for portrait orientation. Moving tablet to landscape orientation will change display. Flipping tablet 180 degrees from portrait to portrait will flip the display as well.

2. Individual cinemagraph (animated GIF) tile. Target grid for full portrait display in tablet is 4 rows of 3 cinemagraphs each. See functional specification document for detailed rules/behaviors. Rows are offset from each other for visual effect. Part of a fourth tile can be seen in each row, but is not available to be selected.

3. On drag, swipe or flick, each row can infinitely scroll either leftwards or rightwards. A flick action should move the tiles at least 3 tiles over in the flicked direction. Rows are not able to be swiped up/down.

1.0a Animation Overlay (iPhone)



NOTES

1. When user enters Strength to Shine microsite, an animation overlay begins to play as the full site starts to load underneath. Animation first provides STS manifesto, then transitions to explanatory text on how to use the site and a CTA. Upon completion of the animation, the overlay self-dismisses and users are taken to the Cinemagraph Gallery Home page (1.0).

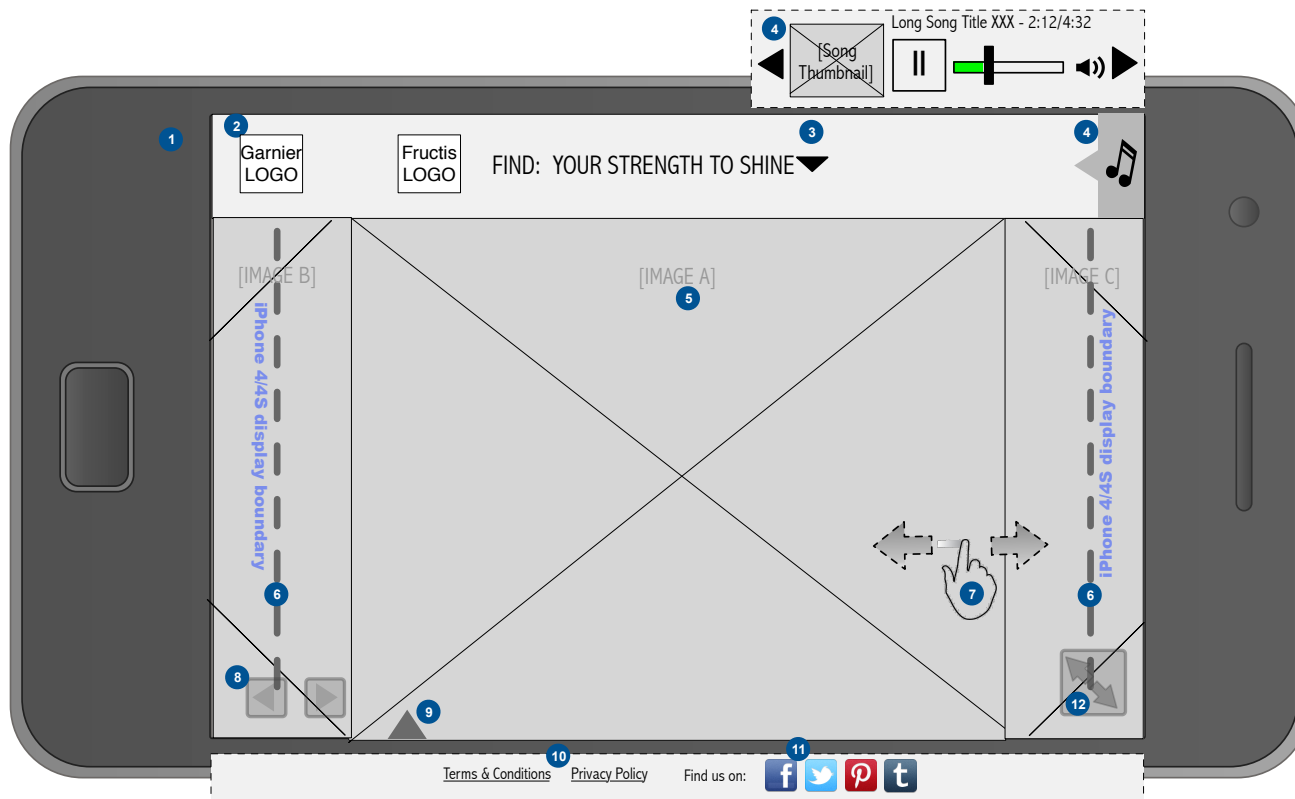
For iPhone implementation, upon completion of the animation, the browser bar, status bar and bottom iPhone navigation bar are force hidden (see 1.0 iPhone wireframe).

If iPhone is in portrait orientation, Animation is resized to fit accordingly and portrait Home Page display is loaded underneath.

2. User that is detected to have visited the site previously is provided with a close button within the animation, which allows user to close out the animation overlay prematurely and go directly to Home page (1.0)

3. Animation will contain sound. Default sound volume is set to mute, and users are provided with a button to turn audio volume on to their default volume setting.

1.0 Cinegraph Gallery Home (iPhone - Landscape)



NOTES

Cinemagraph Gallery Home. Implementation wireframe for tablet (iPad only). A Gallery of animated gif 'tiles' that behave much like an advert calendar--clicking a tile reveals a 'reverse' of the tile with additional content.

1. Template ONLY for landscape orientation. Moving phone to portrait orientation will change display. Flipping phone 180 degrees from landscape to landscape will flip the display as well.
NOTE: Browser bar, status bar and bottom iPhone navigation bar are self-scrolled up and hidden; user is given quick back/forward buttons and show hidden bars buttons along bottom of screen.

2. Clicking on Garnier logo launches m.garnierusa.com in new window.

3. Navigation that allows user to filter display of tiles by pre-defined categories. See separate wireframe showing filtered state for detailed description of navigation behavior.

4. Music-player module. Lives in its own drawer that can be opened on tap. Default is drawer closed. Behavior of modules inside drawer exactly same as implementation for PC except all buttons behave on touch rather than on click. Slider still remains in effect. See 1.0 PC wireframe for functional details.

5. Individual cinemagraph (animated GIF) tile. Target grid for full display in phone is 1 row of 1 cinemagraph, and parts of a second and third tile can be seen at the ends of the row, but are not available to be selected. See functional specification document for detailed rules/behaviors.

6. On iPhone 4/4S, since display area is smaller, less of the portions of the side second and third tiles are in view. Header and Footer content is dynamically shrunk to fit 4/4S horizontal widths.

7. On drag, swipe or flick, each row can infinitely scroll either leftwards or rightwards. A flick action should move the tiles at least 1 whole tile over in the flicked direction. Row is not able to be swiped up/down.

8. iPhone quick back/forward navigation

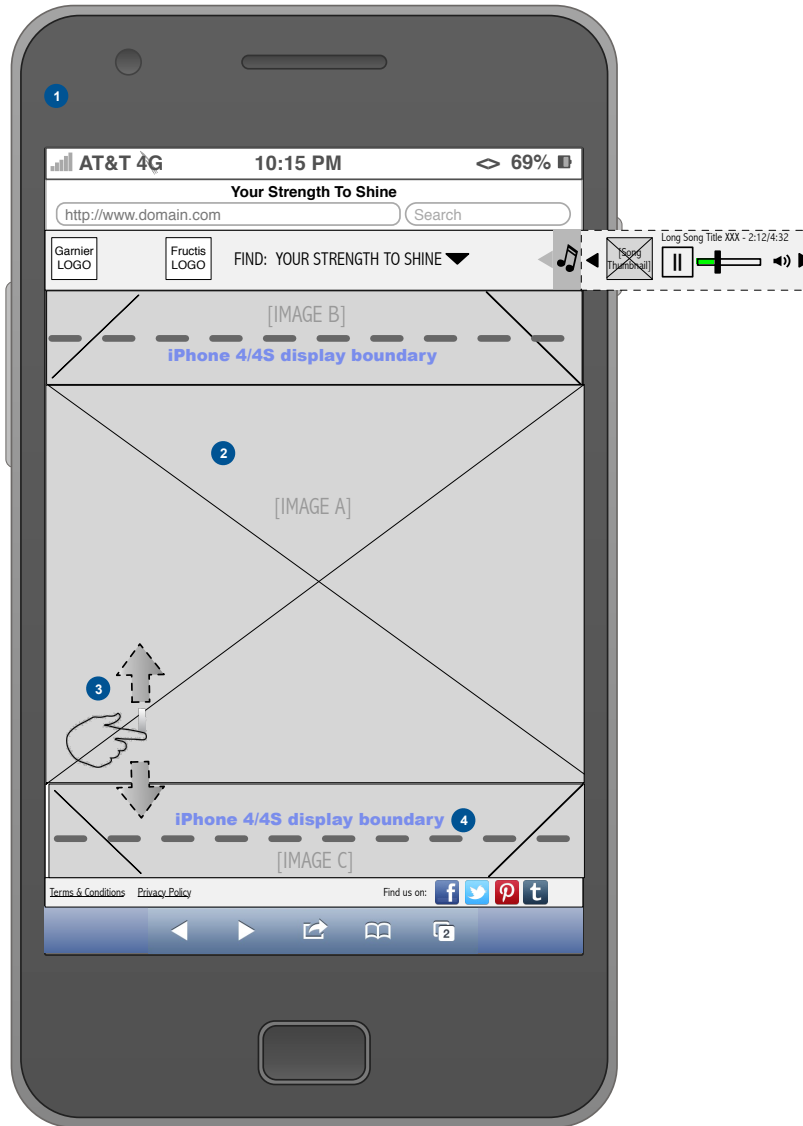
9. Soft button that, when tapped, reveals footer content, either through auto scrolling upwards, or by revealing inside a drawer that rolls up.

10. Global footer links to m.garnierusa.com content

11. Global footer links to Fructis' presence in social media (new window.)

12. iPhone quick reveal browser/status/navigation bars button

1.0 Cinegraph Gallery Home (iPhone - Portrait)



NOTES

Cinemagraph Gallery Home. Implementation wireframe for tablet (iPad only). A Gallery of animated gif 'tiles' that behave much like an advent calendar, in that clicking a tile reveals a 'reverse' of the tile with additional content.

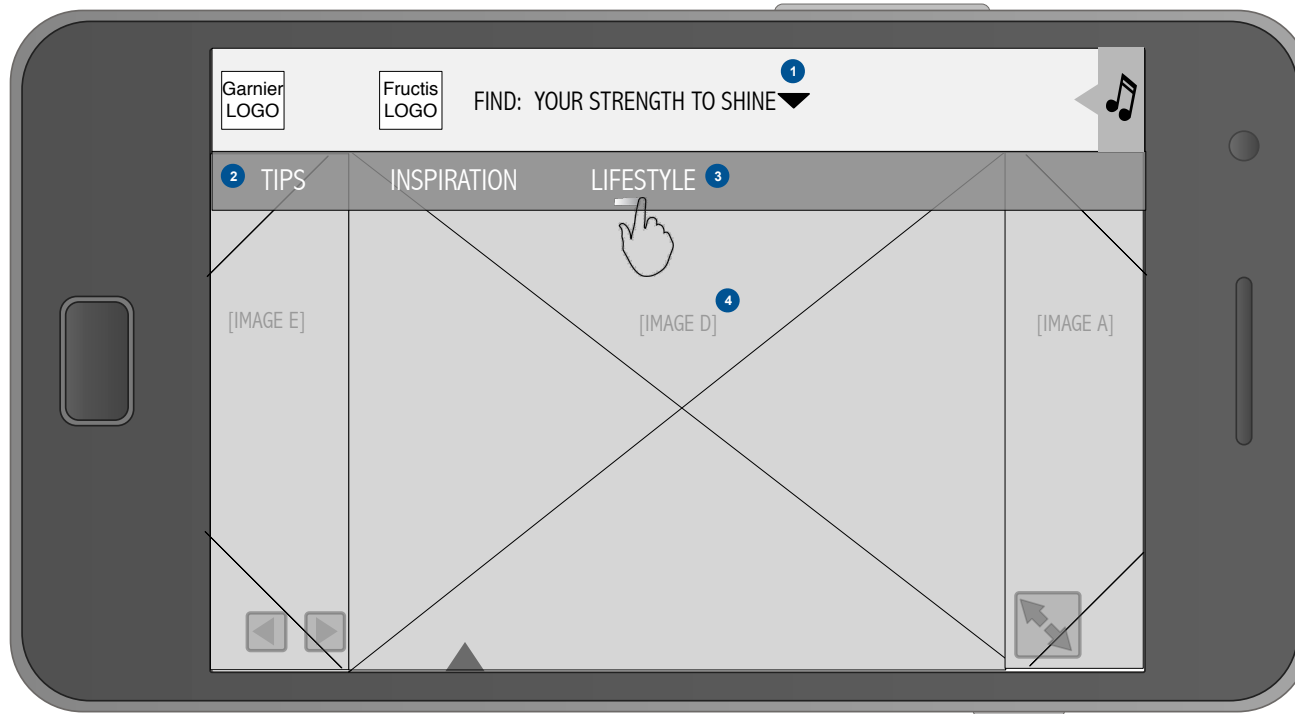
1. Template ONLY for portrait orientation. Moving phone to landscape orientation will change display. Flipping phone 180 degrees from portrait to portrait will flip the display as well.

2. Individual cinemagraph (animated GIF) tile. Target grid for full display in phone is 1 row of 1 cinemagraph, and parts of a second and third tile can be seen at the top and bottom ends of the column, but are not available to be selected. See functional specification document for detailed rules/behaviors.

3. On drag, swipe or flick, cinema graphs infinitely scroll either up or down. A flick action should move the tiles at least 1 whole tile up/down in the flicked direction. Row is not able to be swiped left/right.

4. On iPhone 4/4S, since display area is smaller, less of the portions of the side second and third tiles are in view. Header and Footer content is dynamically shrunk to fit 4/4S horizontal widths.

1.0b Cinegraph Gallery Home Filtered (iPhone)

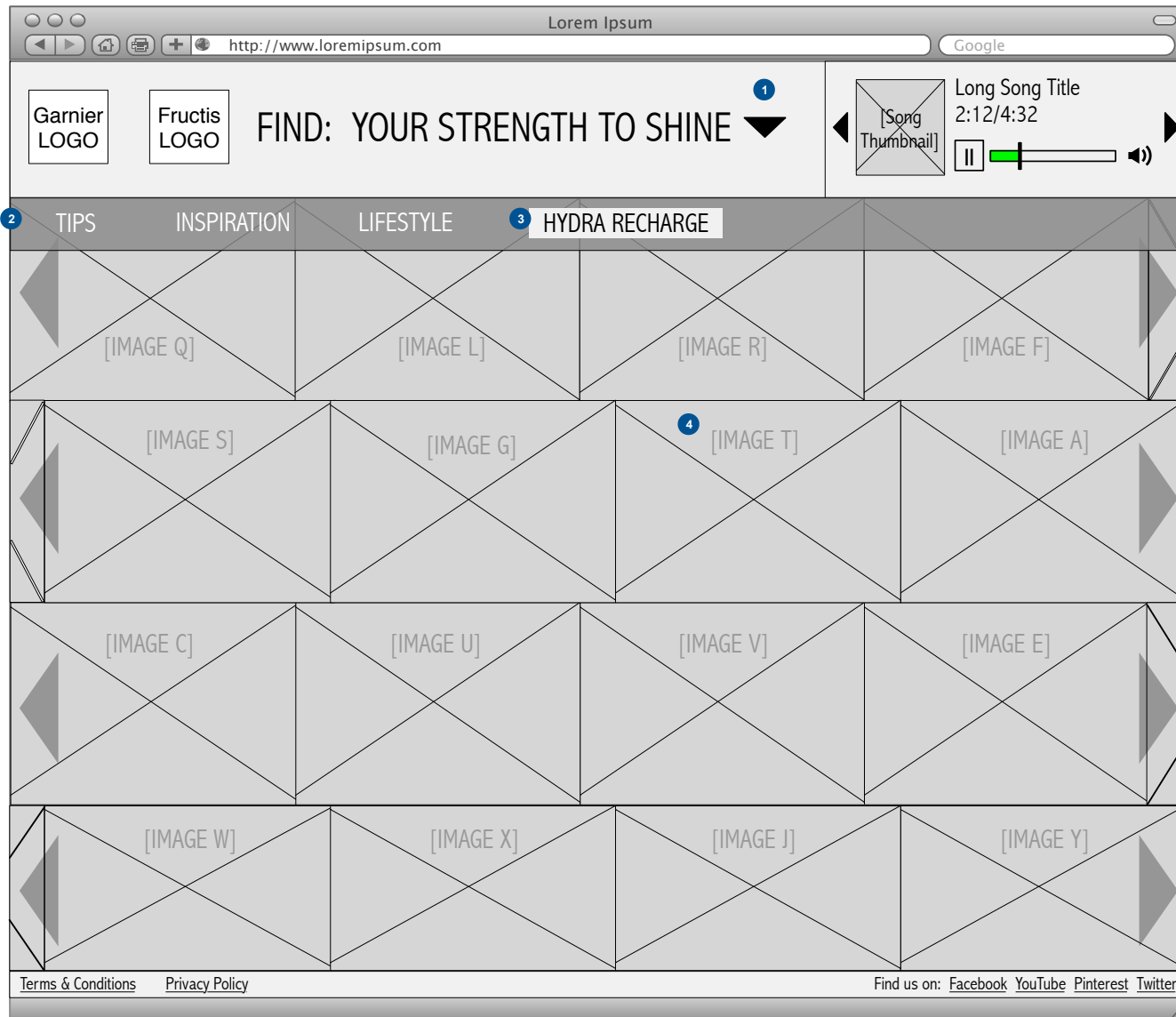


NOTES

1. To filter the gallery of cinemagraphs, user taps the drop down button, which reveals an overlay of filter selections. Default filter category is 'Your Strength to Shine'. which shows ALL cinemagraphs. User can close drop down by tapping on drop down button when gutter is open.
2. Gutter overlay containing list of filter categories.
3. To select a new filter, user taps on one from the list. Cinemagraphs are tagged to belong to one or more filter categories. If user taps on a new category, the list of gallery images is refreshed to show the cinemagraphs that correspond to that filter category in new randomized positions and the drop down menu changes to that filter name.
4. Thus, for any filter category change the refreshed image set may or may not contain some images from the previous filter set but shared images' positions will change. In no case will a filter set contain less than [3] cinemagraphs. See functional specifications document regarding display rules.

TBD: Possibility of second level of filters in future phase? Not all first level filters may have second level filters?

1.0b Cinegraph Gallery Home Filtered (Desktop - Phase 2)

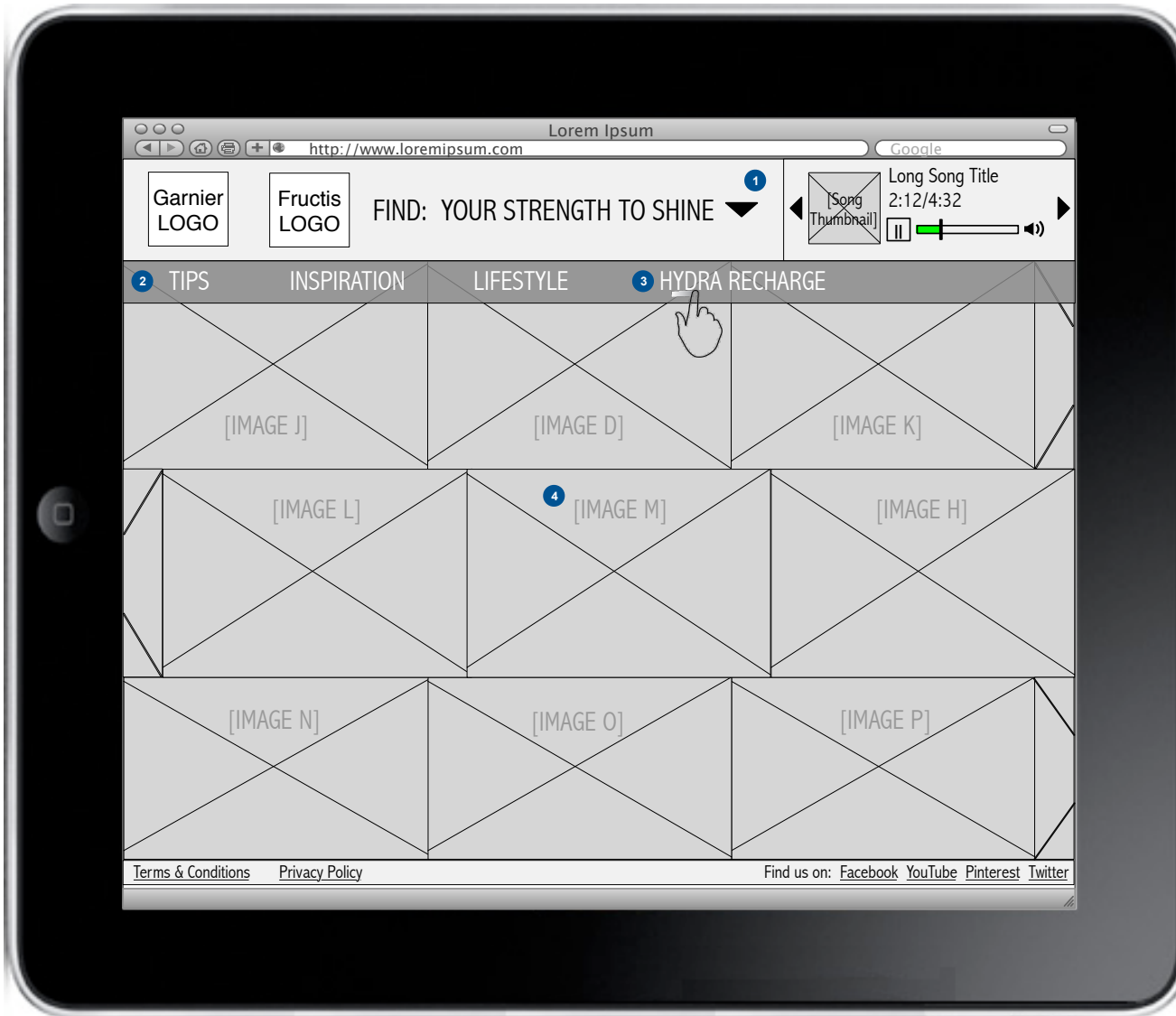


NOTES

1. To filter the gallery of cinemagraphs, user clicks the drop down button, which reveals an overlay of filter selections. Default filter category is 'Your Strength to Shine'. which shows ALL cinemagraphs. User can close drop down by clicking on drop down button when gutter is open.
2. Gutter overlay containing list of filter categories.
3. To select a new filter, user clicks on one from the list. Items have unselected and rollover states (PC only). Cinemagraphs are tagged to belong to one or more filter categories. If user clicks on a new category, the list of gallery images is refreshed to show the cinemagraphs that correspond to that filter category in new randomized positions and the drop down menu changes to that filter name.
4. Thus, for any filter category change the refreshed image set may or may not contain some images from the previous filter set but shared images' positions will change. In no case will a filter set contain less than [48] cinemagraphs. See functional specifications document regarding display rules.

TBD: Possibility of second level of filters in future phase? Not all first level filters may have second level filters?

1.0b Cinegraph Gallery Home Filtered (iPad - Phase 2)



NOTES

1. To filter the gallery of cinemagraphs, user taps the drop down button, which reveals an overlay of filter selections. Default filter category is 'Your Strength to Shine'. User can close drop down by tapping on drop down button when gutter is open.

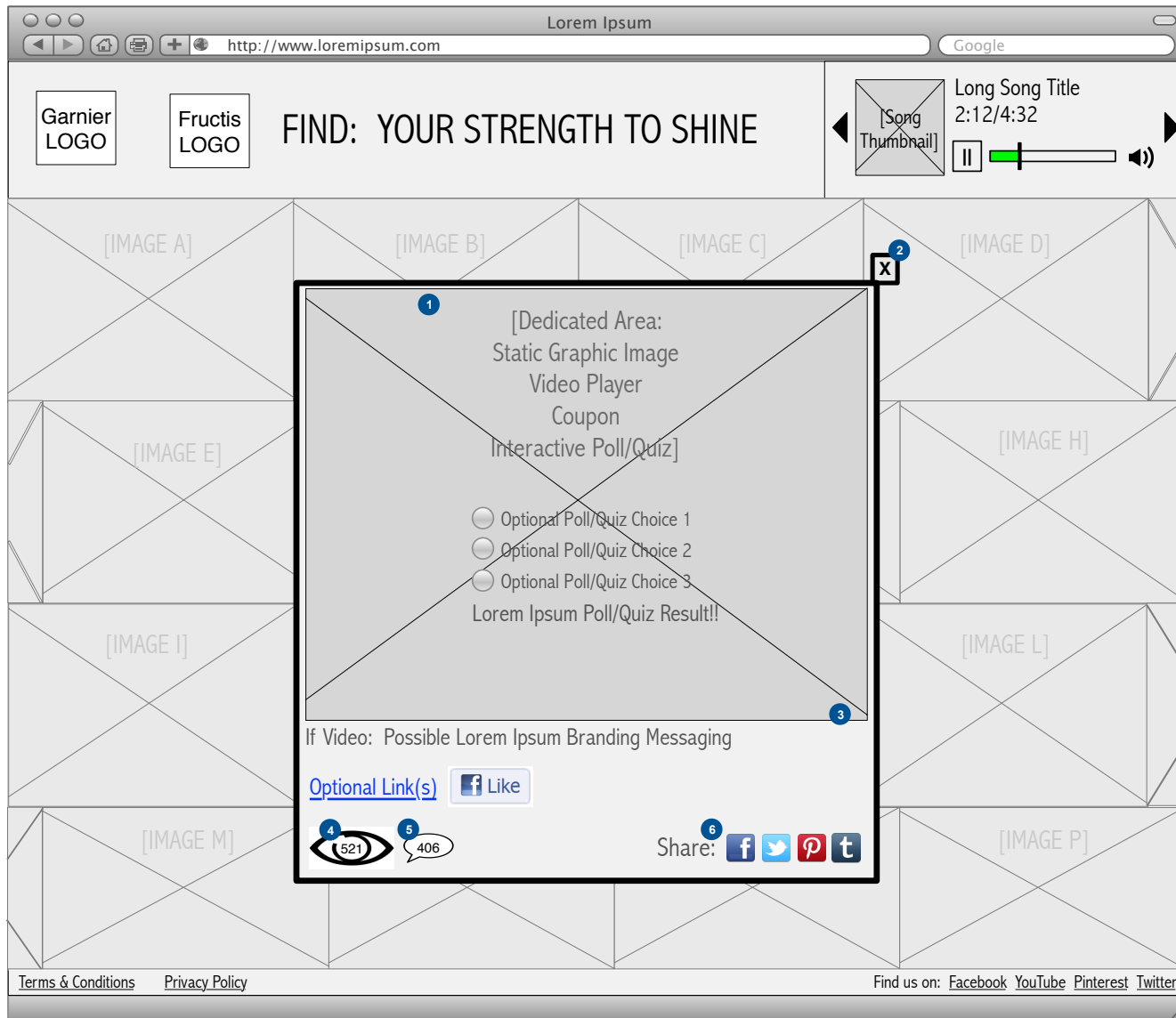
2. Gutter overlay containing list of filter categories.

3. To select a new filter, user taps on one from the list. Cinemagraphs are tagged to belong to one or more filter categories. If user taps on a new category, the list of gallery images is refreshed to show the cinemagraphs that correspond to that filter category in new randomized positions and the drop down menu changes to that filter name.

4. Thus, for any filter category change the refreshed image set may or may not contain some images from the previous filter set but shared images' positions will change. In no case will a filter set contain less than [48] cinemagraphs. See functional specifications document regarding display rules.

TBD: Possibility of second level of filters in future phase? Not all first level filters may have second level filters?

1.1 Tile Reverse Overlay (Desktop + Tablet)



NOTES

1. When user clicks on an individual tile or its rollover overlay, the 'reverse' of the tile animates and appears as an overlay to the gallery, with the remainder of the gallery greyed out. Reverse tile contains various content types (see separate content matrix document for lists of images, content links and functions). Reverse tile should be in the same proportion (but not necessarily the same size) as a front side tile. All reverse tiles should be the same size.

2. When user clicks the close button the reverse tile animates close and user is returned to the gallery, which is now active.

3. Reverse tiles have two separate, dedicated areas for content types. In the top part is dedicated area for one of the following:
 -- graphic image
 -- video player
 -- coupon
 -- Radio buttons and text to do an interactive poll or quiz

In the bottom part may contain the following content types:
 --additional branding messaging (to explain video)
 --links that are a CTA to external site(s) (launches in new window)
 --Facebook like button
 --link(s) to possible tags (Phase 2 only)
 --Counters and Share links (see notes below)

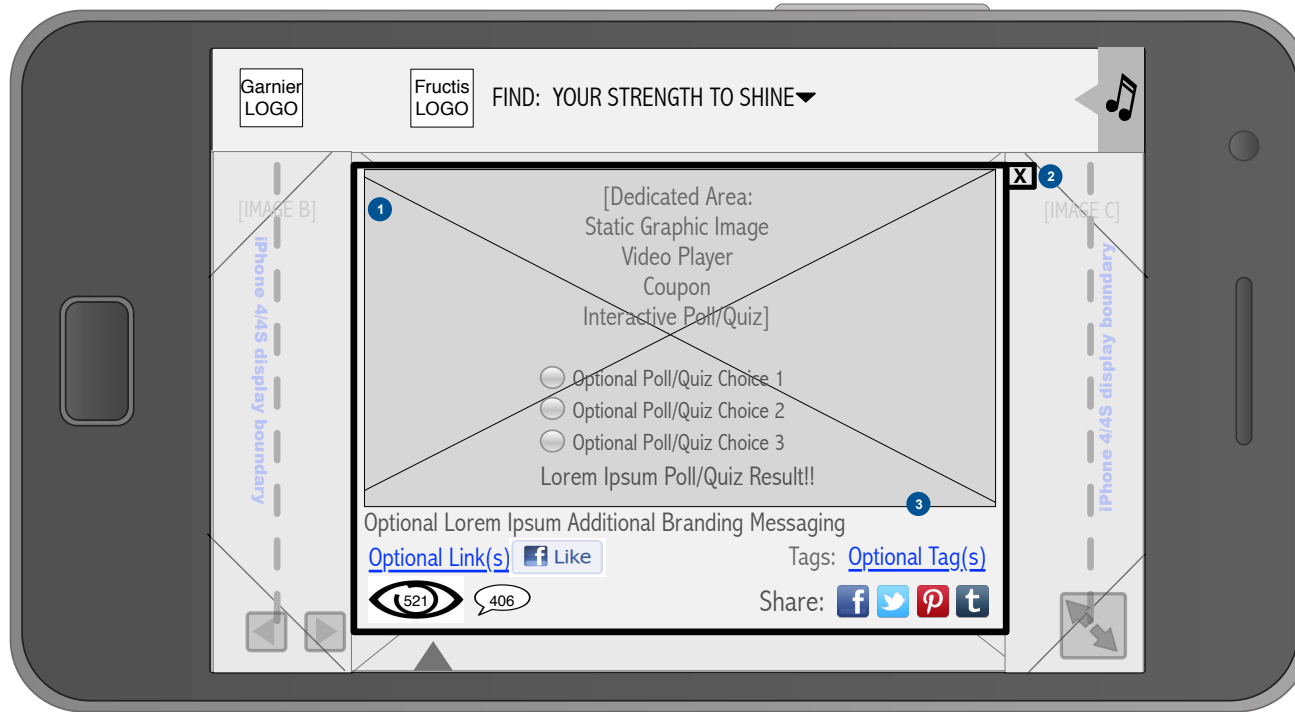
See separate wireframe for how this reverse tile would appear if pushed through and shared in Facebook.

4. Counter that indicates how many times this tile has been viewed. Pre-seeded to begin in the thousands, number may need to accommodate 4 or 5 digits.

5. Counter that indicates how many times this tile has been shared out to any of the social media links made available on the tile. Pre-seeded to begin in the thousands, number may need to accommodate 4 or 5 digits.

6. Buttons that allow users to share this reverse tile content to Facebook, Twitter, Pinterest or Tumblr. Clicking on the social media icon takes user in a new browser window to the login screen for the respective social media site. See separate wireframe describing how a shared tile displays in each of the social media sites.

1.1 Tile Reverse Overlay (iPhone)



NOTES

1. When user clicks on an individual tile or its rollover overlay, the 'reverse' of the tile animates and appears as an overlay to the gallery, with the remainder of the gallery greyed out. Reverse tile contains various content types (see separate content matrix document for lists of images, content links and functions). Reverse tile should be in the same proportion (but not necessarily the same size) as a front side tile. All reverse tiles should be the same size.

2. When user clicks the close button the reverse tile animates close and user is returned to the gallery, which is now active.

3. Reverse tiles have two separate, dedicated areas for content types. In the top part is dedicated area for one of the following:

- graphic image
- video player
- coupon
- Radio buttons and text to do an interactive poll or quiz

In the bottom part may contain the following content types:

- additional branding messaging (to explain video)
- links that are a CTA to external site(s) (launches in new window)
- Facebook like button
- link(s) to possible tags
- Counters and Share links (see notes below)

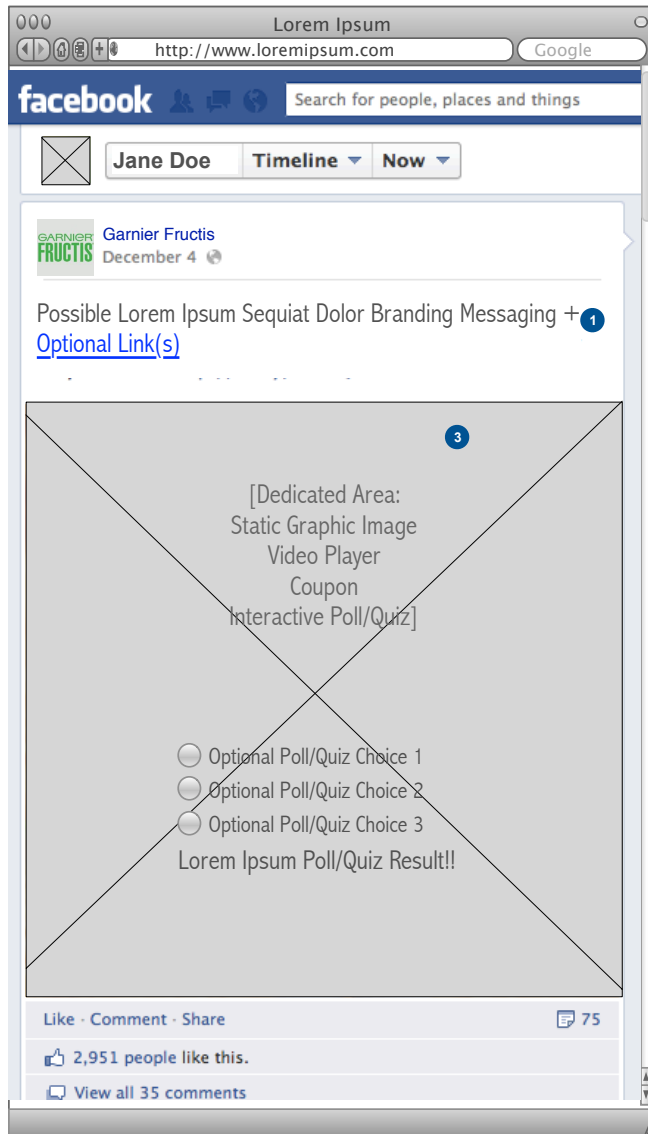
See separate wireframe for how this reverse tile would appear if pushed through and shared in Facebook.

4. Counter that indicates how many times this tile has been viewed. Pre-seeded to begin in the thousands, number may need to accommodate 4 or 5 digits.

5. Counter that indicates how many times this tile has been shared out to any of the social media links made available on the tile. Pre-seeded to begin in the thousands, number may need to accommodate 4 or 5 digits.

6. Buttons that allow users to share this reverse tile content to Facebook, Twitter, Pinterest or Tumblr. Clicking on the social media icon takes user in a new browser window to the login screen for the respective social media site. See separate wireframe describing how a shared tile displays in each of the social media sites.

(External) Sample Post in Facebook



NOTES

Example of how a post of a shared reverse tile would appear in Facebook.

1. Text + optional link + optional twitter link that is taken from the bottom half of the tile in wireframe 1.1
2. Image/Video/coupon/interactive quiz-poll element taken from the top half of the tile in wireframe 1.1