

XX

Age Perfect Foundation

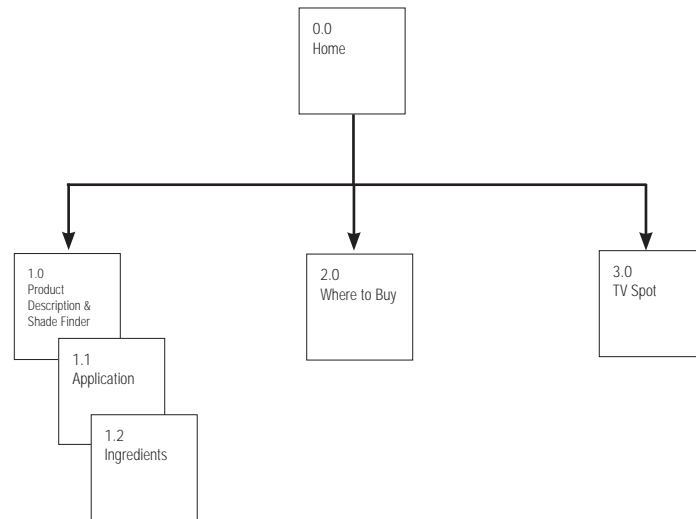
Interaction Design

Client: **L'ORÉAL**
Date: 11 SEPT 2006
Version: v 2.4
Authors: David Sansone, Melissa Bermudez

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Sitemap



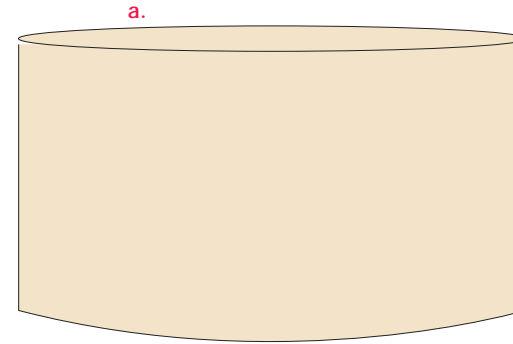
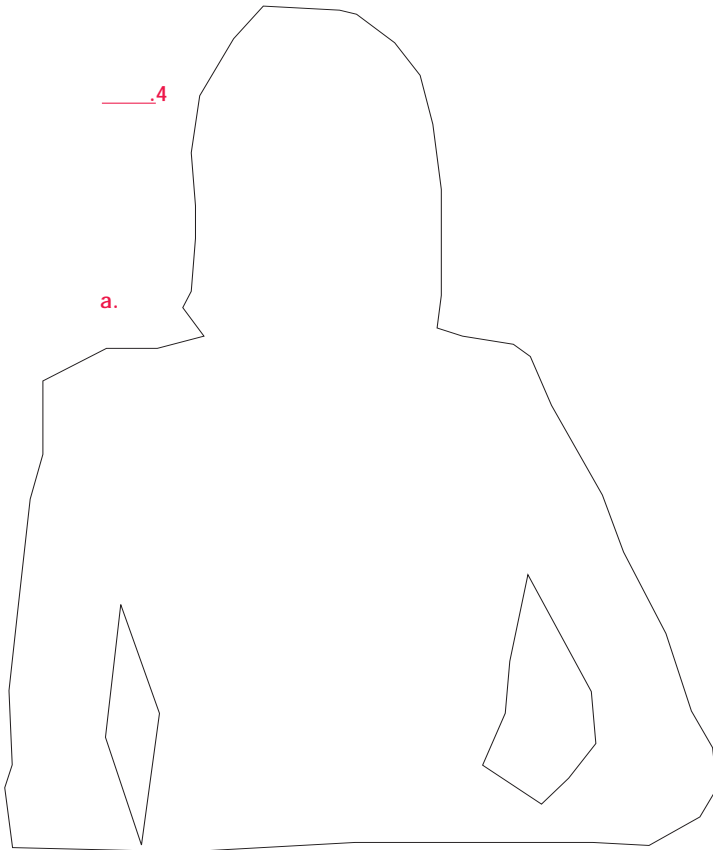
1. _____

a. the product

2. _____ TITLE HERE

Ommy nonullum diat am, sed tet, quamcommy niam, volore modions equatum modiam nostrud doluptat, si.

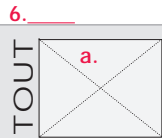
3. _____



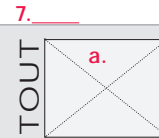
b. PRODUCT INFORMATION
product blurbs, innovation, launch news, benefits and other various and sundry things. Ut voloreetue modolore delis essi tet aut

c.

5. _____
Age Perfect Logo



b. text to go here to support the tout, should be a tout for "Get to Know Diane" from Pro-Calcium site.



b. text to go here to support miscellaneous tout (TBD).

8. _____

F1. _____

NOTES :::

- 1. Header :
 - a. Navigation : the products
 - b. Utility : sound off/on
 - c. Navigation : home
 - d. Navigation : where to buy
 - e. Navigation : commercials

2. Copy : title and intro blurb

- 3. Product tout :
 - a. Graphic : product shot

- b. Copy : title
- c. Copy : paragraph

4. Diane Keaton:
a. Graphic : beauty shot

5. Graphic : Age Perfect logo

6. Tout : hyperlinked to Pro-Calcium page 2.0 "Get to Know Diane"
a. Graphic
b. Copy

7. Tout : hyperlink destination TBD

- a. Graphic
 - b. Copy
8. Footer Information
- a. Graphic : L'Oréal logo
 - b. Copyright notice
 - c. Navigation : privacy notice

FUNCTIONAL SPECIFICATION :::

F1. Touts for pages from Pro-Calcium site will open as layovers when clicked.

1. the product

b. on/off
c. home
d. where to buy
e. commercials

2. **Description**
Application
Ingredients

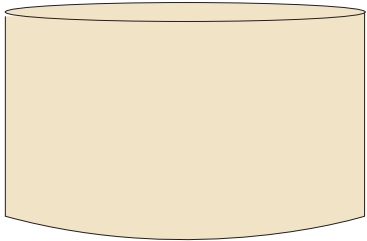
a. Age Perfect Foundation

b. Ud dolutat aut volesequamet ut at alit la con ut ilisi.


Tat. Sandigna faccum oloreet alit nibh er sequip erostrud ex eraesed min vel ut ea facil-luptat. Incinit nullam zziustrud te tat, velenim diat volorerit lor ilisi ecte consed eummolore min et erosto conulla mcommy num alit euiscil-lutat veliqui scilisl etue vel in vercilisit landre.

Iqui tat. Od dolent autatie tis exeril ut nis do ex et praesecte magna conulpu tpatums andrem init.

c.















3. a. Like this product? Try Age Perfect Pro-Calcium!



b.

4. **a. Our Shades**

b. Text explaining that Age Perfect comes in 12 complexion-flattering shades, etc.

c.		
	Lorem Ipsum	Lorem Ipsum
		
	Lorem Ipsum	Lorem Ipsum
		
	Lorem Ipsum	Lorem Ipsum
		
	Lorem Ipsum	Lorem Ipsum
		
	Lorem Ipsum	Lorem Ipsum
		
	Lorem Ipsum	Lorem Ipsum

5. **a. Shade Match Finder**

b. Using a different brand of anti-aging foundation? Follow these 2 simple steps so that we can help you find your Age Perfect perfect shade!

1. The brand you use now is:

c. ▼

2. The shade you use now is:

▼

d.

6. **Age Perfect Logo**

7. **TOUT** a. text to go here to support the tout, should be a tout for "Get to Know Diane" from Pro-Calcium site.

8. **TOUT** a. text to go here to support miscellaneous tout (TBD).

X X
a.

© XX 2006 **b.** [privacy](#) **c.**

NOTES :::

1. Header :

- a.** Navigation : the products
- b.** Utility : sound off/on
- c.** Navigation : home
- d.** Navigation : where to buy
- e.** Navigation : commercials

2. Product :

- a.** Copy : product name
- b.** Copy : product description & essential ingredients

c. Graphic : product shot

3. Cross Sell:

- a.** Copy : call to action
- b.** Graphic : product shot

4. Shade Selector :

- a.** Copy : title
- b.** Copy : blurb
- c.** Graphic : shade swatches /names

5. Shade Match Finder :

- a.** Copy : title
- b.** Copy : blurb

c. Form Element : drop-down menus

d. Form Element : submit button

6. Graphic : Age Perfect logo

7. Tout : hyperlinked to Pro-Calcium page 2.0 "Get to Know Diane"

- a.** Graphic
- b.** Copy

8. Tout : hyperlink destination TBD

- a.** Graphic
- b.** Copy

9. Footer Information (per page 4 annotations)

- a.** Graphic : L'Oréal logo
- b.** Copyright notice

1.0 Product Detail - func spec

FUNCTIONAL SPECIFICATION :::

- F1.** Tabs are clickable. When a tab is clicked, the text area refreshes with the appropriate copy. "Description" state is shown here. See pages 1.1.1 and 1.1.2 of this document for "Ingredients" and "Application" states.
- F2.** Opens Age Perfect Pro-Calcium sitelet in a new browser window
- F3.** When user selects a brand name in the upper drop-down menu, the lower drop-down menu will populate with the shade names appropriate to that brand name.
NOTE: PRECISE FUNCTIONALITY WILL BE DICTATED BY CODE WE RECEIVE FROM NEURON.

the product
on/off home where to buy commercials

Description
Application
Ingredients

Age Perfect Foundation

Ud dolutat aut volesequamet ut at alit la con ut ilisi.

Tat. Sandigna faccum oloreet alit nibh er sequip erostrud ex eraesed min vel ut ea facil-luptat. Incinit nullam zzriustrud te tat, velenim diat volorerit lor ilisi ecte consed eummolore min et erosto conulla mcommy num alit euiscl-lutat veliqui scilisl etue vel in vercilisit landre.

Iqui tat. Od dolent autatie tis exeril ut nis do ex et praesecte magna conulpu tpatums andrem init.

Like this product? Try Age Perfect Pro-Calcium!

Our Shades

Text explaining that Age Perfect comes in 12 complexion-flattering shades, etc.

Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum

1. _____

a. **Shade Match Finder**

b. Using a different brand of anti-aging foundation? Follow these 2 simple steps so that we can help you find your Age Perfect perfect shade!

1. The brand you use now is:

c. F3.

2. The shade you use now is:

d.

e. **Your match is:**

f.

Age Perfect Foundation
Shade Lorem Ipsum

TOUT

text to go here to support the tout, should be a tout for "Get to Know Diane" from Pro-Calcium site.

text to go here to support miscellaneous tout (TBD).

X X

© XX 2006 [privacy](#)

NOTES :::

1. Shade Match Finder :
 - a. Copy : title
 - b. Copy : blurb
 - c. Form Element : drop-down menus
 - d. Form Element : submit button
 - e. Match results copy
 - f. Match results graphic and shade name

FUNCTIONAL SPECIFICATION :::

- F1. When user selects a brand name in the upper drop-down menu, the lower drop-down menu will populate with the shade names appropriate to that brand name. Upon clicking "match me", the match (appropriate visual and Age Perfect shade name) appears.

NOTE: PRECISE FUNCTIONALITY WILL BE DICTATED BY CODE WE RECEIVE FROM NEURON.

1.1 Product Detail - Application State

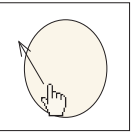
a. the product
b. on/off c. home d. where to buy e. commercials

2. _____

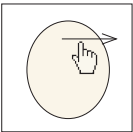
Description
Application
Ingredients

a. **How to apply Age Perfect Foundation**

b. Am, veraesectem quat inim verit wis nulla commy non et utet praessequis nullum veliquatie vendreet prat.

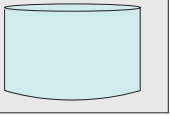


Dolum aliquamconse feugiam zzril dolent volute magnim elendrem dunt nim quisi















3. _____

a. Like this product? Try Age Perfect Pro-Calcium!



Our Shades

Text explaining that Age Perfect comes in 12 complexion-flattering shades, etc.

 Lorem Ipsum	 Lorem Ipsum
 Lorem Ipsum	 Lorem Ipsum
 Lorem Ipsum	 Lorem Ipsum
 Lorem Ipsum	 Lorem Ipsum
 Lorem Ipsum	 Lorem Ipsum
 Lorem Ipsum	 Lorem Ipsum

5. _____

a. **Shade Match Finder**

b. Using a different brand of anti-aging foundation? Follow these 2 simple steps so that we can help you find your Age Perfect perfect shade!

1. The brand you use now is:


c. ▼

2. The shade you use now is:

▼

d.

e. Your match is:

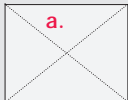


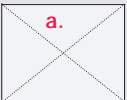
Age Perfect Foundation
Shade Lorem Ipsum

6. _____


Age Perfect Logo

7. _____

a.  a. text to go here to support the tout, should be a tout for "Get to Know Diane" from Pro-Calcium site.

b.  b. text to go here to support miscellaneous tout (TBD).

8. _____

a.  X X

© XX 2006 b. [privacy](#) c. _____

NOTES :::

1. Header :

- a. Navigation : the products
- b. Utility : sound off/on
- c. Navigation : home
- d. Navigation : where to buy
- e. Navigation : commercials

2. Product :

- a. Copy : product name
- b. Copy : application instructions
- c. Graphic : product shot

3. Cross Sell:

a. Copy : call to action

b. Graphic : product shot

4. Shade Selector :

- a. Copy : title
- b. Copy : blurb
- c. Graphic : shade swatches /names

5. Shade Match Finder :

- a. Copy : title
- b. Copy : blurb
- c. Form Element : drop-down menus
- d. Form Element : submit button

e. Match results shade name/graphic

6. Graphic : Age Perfect logo

7. Tout : hyperlinked to Pro-Calcium page 2.0 "Get to Know Diane"

- a. Graphic
- b. Copy

8. Tout : hyperlink destination TBD

- a. Graphic
- b. Copy

9. Footer Information (per page 4 annotations)

FUNCTIONAL SPECIFICATION :::

F1. Tabs are clickable. When a tab is clicked, the text area refreshes with the appropriate copy. "Application" state is shown here.

F2. Opens Age Perfect Pro-Calcium sitelet in a new browser window

F3. When user selects a brand name in the upper drop-down menu, the lower drop-down menu will populate with the shade names appropriate to that brand name. Upon clicking "match me", the match (appropriate visual and Age Perfect shade name) appears.

NOTE: PRECISE FUNCTIONALITY WILL BE DICTATED BY CODE WE RECEIVE FROM NEURON.

8

a. the product
b. on/off
c. home
d. where to buy
e. commercials

2. ____

F1. Description Application **Ingredients**

a. **Age Perfect Foundation**
Ingredients

b. Ingredient
ingredient
ingredient
ingredient
ingredient
ingredient
ingredient
ingredient
ingredient
ingredient
ingredient

3. Like this product? Try Age Perfect Pro-Calcium!

F2.

Our Shades

Text explaining that Age Perfect comes in 12 complexion-flattering shades, etc.

5. ____

a. **Shade Match Finder**

b. Using a different brand of anti-aging foundation? Follow these 2 simple steps so that we can help you find your Age Perfect perfect shade!

1. The brand you use now is:

c.

2. The shade you use now is:

d.

e. Your match is:

f.

F3.

6. ____

Age Perfect Logo

7. ____

TOUT a. text to go here to support the tout, should be a tout for "Get to Know Diane" from Pro-Calcium site.

8. ____

TOUT a. text to go here to support miscellaneous tout (TBD).

X X a. © XX 2006 b. privacy c.

9.

NOTES :::

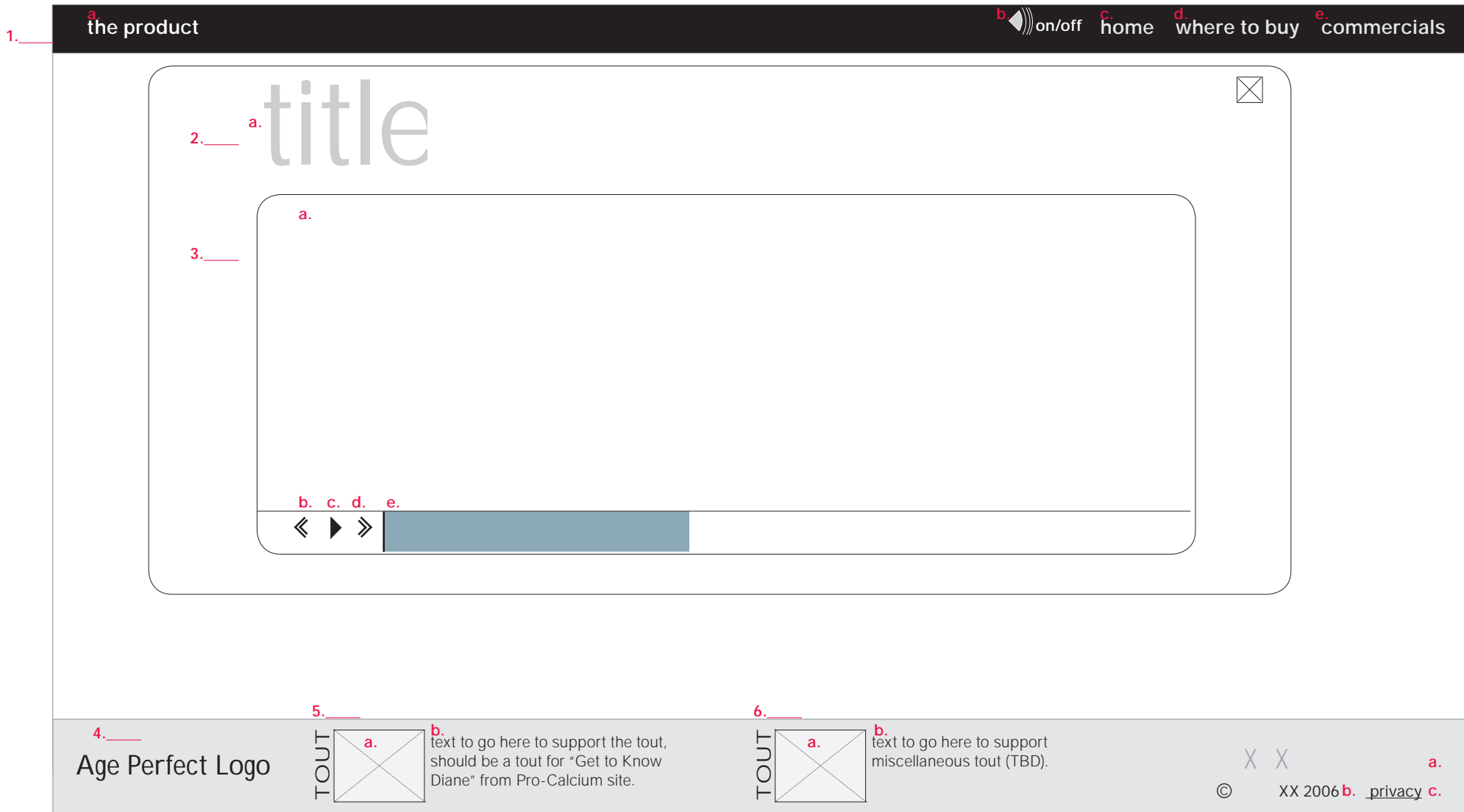
1. Header :
 - a. Navigation : the products
 - b. Utility : sound off/on
 - c. Navigation : home
 - d. Navigation : where to buy
 - e. Navigation : commercials
2. Product :
 - a. Copy : product name
 - b. Copy : active ingredients list
 - c. Graphic : product shot
3. Cross Sell:

- a. Copy : call to action
- b. Graphic : product shot
4. Shade Selector :
 - a. Copy : title
 - b. Copy : blurb
 - c. Graphic : shade swatches /names
5. Shade Match Finder :
 - a. Copy : title
 - b. Copy : blurb
 - c. Form Element : drop-down menus
 - d. Form Element : submit button
- e. Match results shade name/graphic

6. Graphic : Age Perfect logo
7. Tout : hyperlinked to Pro-Calcium page 2.0 "Get to Know Diane"
 - a. Graphic
 - b. Copy
8. Tout : hyperlink destination TBD
 - a. Graphic
 - b. Copy
9. Footer Information (per page 4 annotations)

FUNCTIONAL SPECIFICATION :::

- F1. Tabs are clickable. When a tab is clicked, the text area refreshes with the appropriate copy. "Ingredients" state is shown here.
- F2. Opens Age Perfect Pro-Calcium sitelet in a new browser window
- F3. When user selects a brand name in the upper drop-down menu, the lower drop-down menu will populate with the shade names appropriate to that brand name. Upon clicking "match me", the match (appropriate visual and Age Perfect shade name) appears.
- NOTE: PRECISE FUNCTIONALITY WILL BE DICTATED BY CODE WE RECEIVE FROM NEURON.





NOTES :::

- 1. Header :
 - a. Navigation : the products
 - b. Utility : sound off/on
 - c. Navigation : home
 - d. Navigation : where to buy
 - e. Navigation : commercials

- 2. Video shell
 - a. Copy : title
 - b. Function : close button

- 3. Video controls :

- a. Video Display
- b. Navigation : rewind
- c. Navigation : stop/play
- the stop/play will toggle between two iconic states : stop  play *
- d. Navigation : fast forward
- e. Function : scroll bar

- 4. Graphic : Age Perfect logo
- 5. Tout : hyperlinked to appropriate area
 - a. Graphic
 - b. Copy

- 6. Tout : hyperlink destination TBD
 - a. Graphic
 - b. Copy
- 7. Footer Information (per page 4 annotations)

revision history

author	date	changes	client request	internal request
david sansone	19 jul 06	<ul style="list-style-type: none"> -switched order of ingredients and applications in site map -removed sampling -noted that essential ingredients should be highlighted on the description page -updated global form & error messaging pages -add close button to video interface 	Yes : 18 july	n/a
melissa bermudez	16 aug 06	<ul style="list-style-type: none"> -removed any instance of "promotions" (section, links, mentions throughout) -bottom-right tout is now "Misc" since "expert" section was removed from calcium - made portfolio of shades static -clarified functionality of shade matchfinder 	?	?
melissa bermudez	11 sept 06	<ul style="list-style-type: none"> -shade matchfinder requires a reset button since it will not be following nurun's code. therefore changed "match me" button to "reset" on page 7, 8 and 9. 	?	?