

**Co. name**

Co. name HIP site

Interaction Design

Client:	Co. name
Date:	08 NOV 2005
Version:	1.4
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## Introduction

Co. name's new HIP collection is for the woman who loves color. In a sea of "natural" faces, she is the bright spot – unafraid to be looked at, unafraid to express her true colors.

HIPColor.com is her virtual outpost, a user-friendly educational tool that helps her get the look right; where color meets the little girl who played in her mother's make-up - and the woman she became.

**Core Audience:** 18-34 year old women who love color

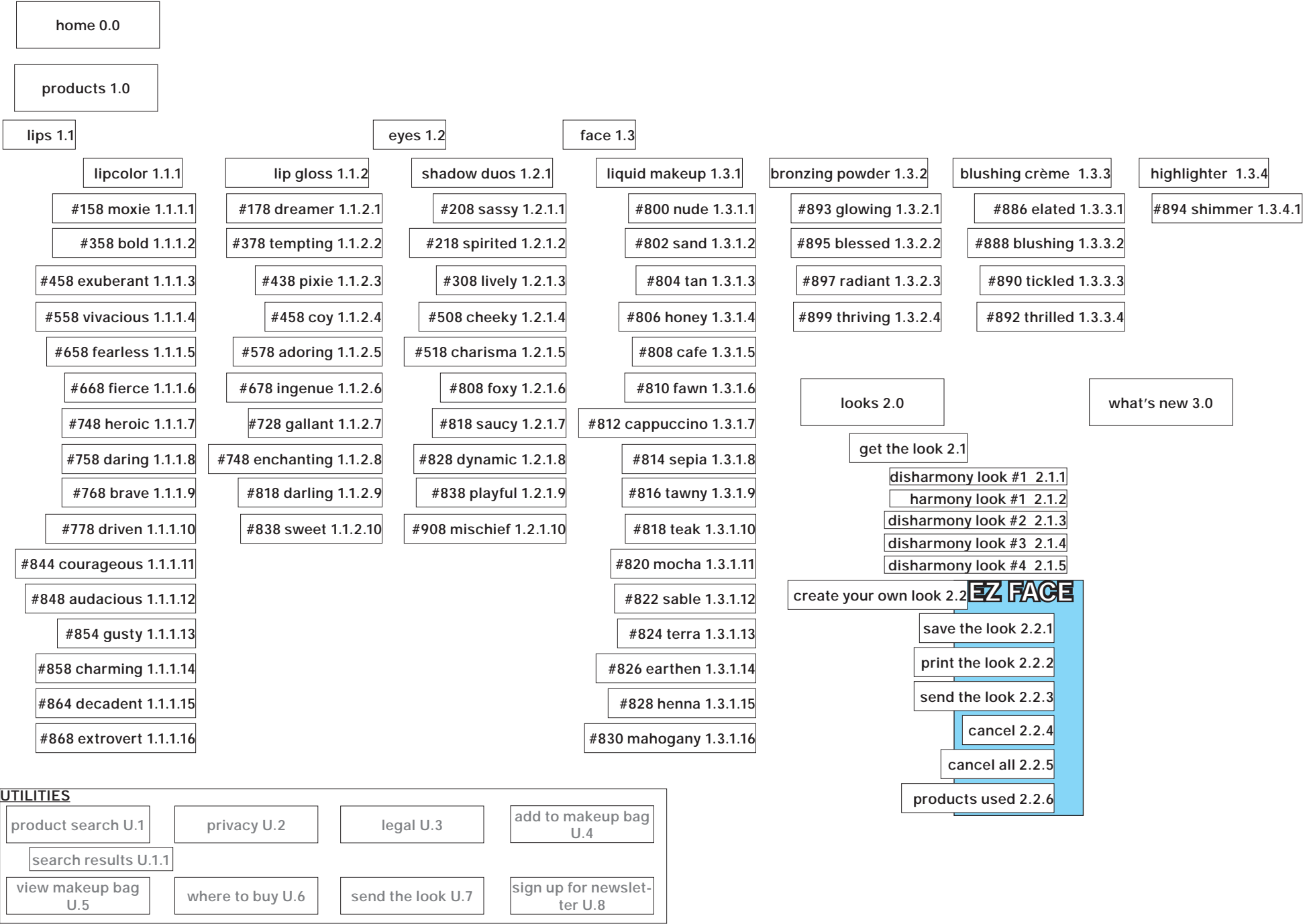
**Main Objective:** Developing a site that introduces Co. name HIP with a visual language and brand consistent message that speaks to the heart of the consumer.

**Launch Date:** December 15, 2005

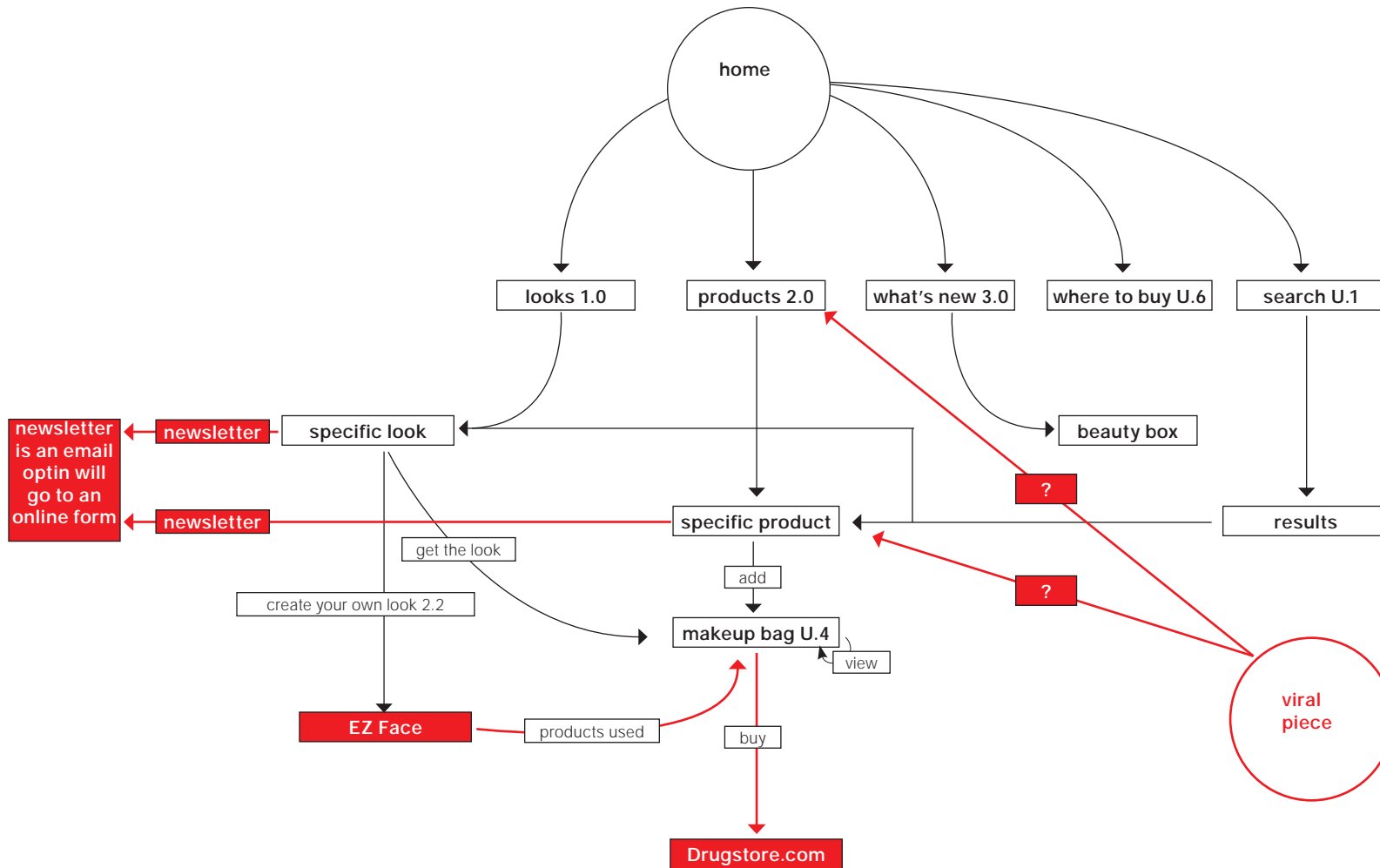
## Document Overview

The pages that follow provide a map of the site and its interactive flow. Please use it as a reference guide for the design development of the site. If you have any questions at all, please contact:

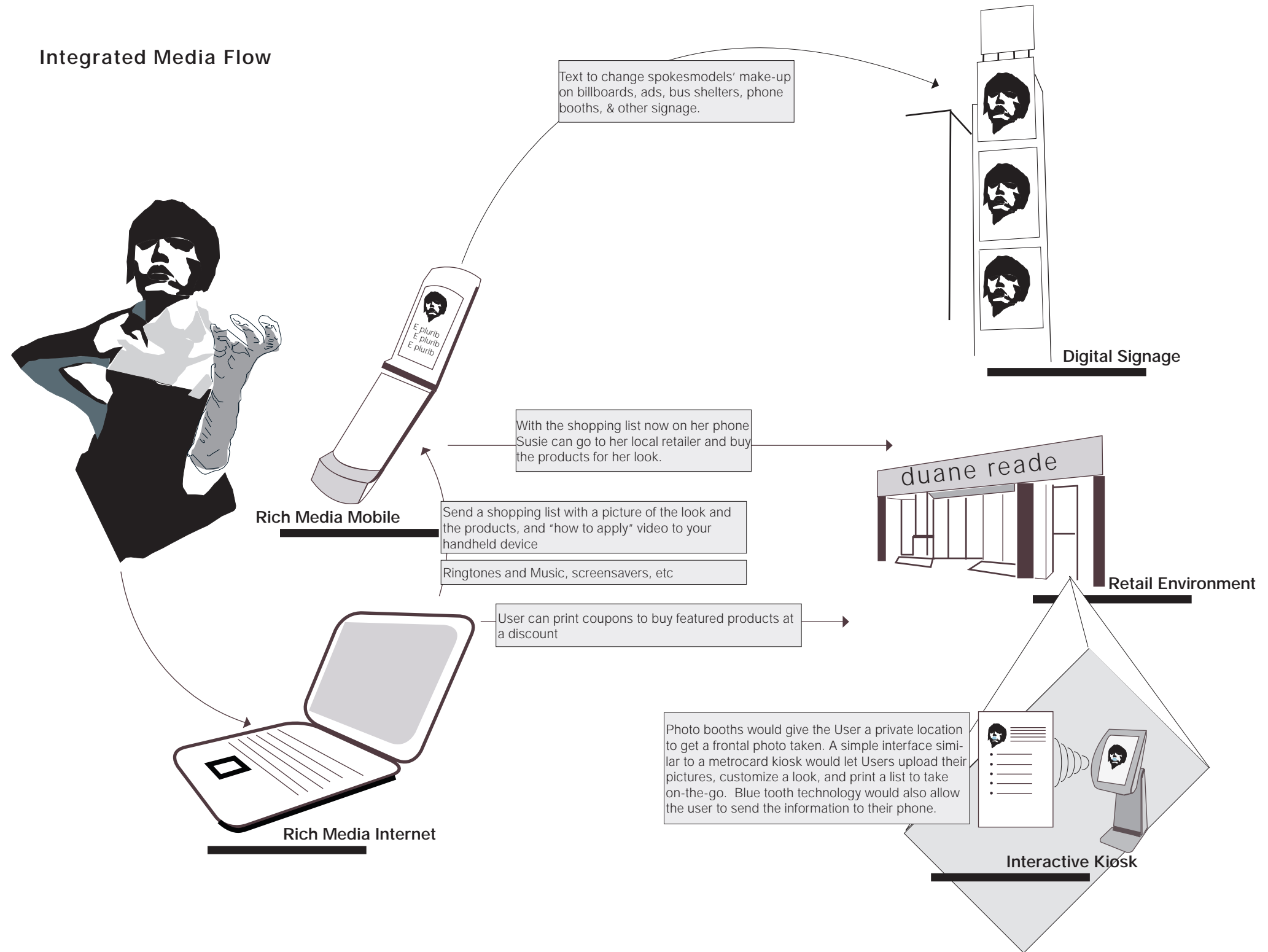
Site Map



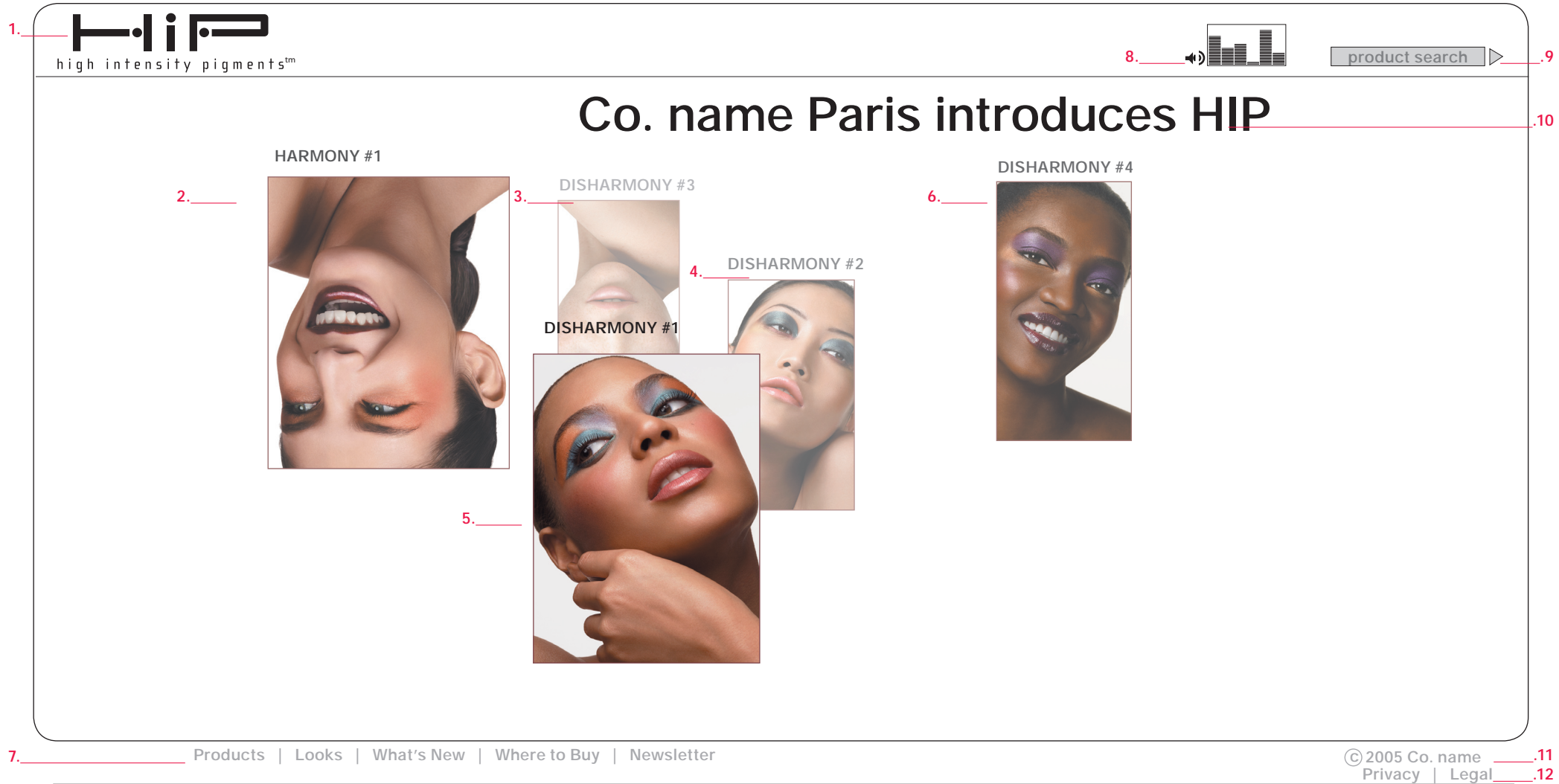
## Process Flow



# Integrated Media Flow



## 0.0 Landing Page : look overview



### NOTES :

- 1. Logo
- 2. Navigation : Harmony #1 (nav 2.1.2)
- 3. Navigation : Disharmony #3 (nav 2.1.4)
- 4. Navigation : Disharmony #2 (nav 2.1.3)
- 5. Navigation : Disharmony #1 (nav 2.1.1))
- 6. Navigation : Disharmony #4 (nav 2.1.5)
- 7. Footer Navigation

**Products** : navigation to product areas (nav 1.0)

**Looks** : navigation to Looks (nav 2.0)

**What's New** : navigation to What's New (nav 3.0)

**Where to Buy** : navigation to Where to Buy (nav U.7)

**Newsletter** : navigation for optin to Newsletter (nav U.8)

8. Audio Widget : sound off / sound on

9. Product Search (nav U.1)

10. Body Copy

11. Copyright notice

12. Footer Navigation

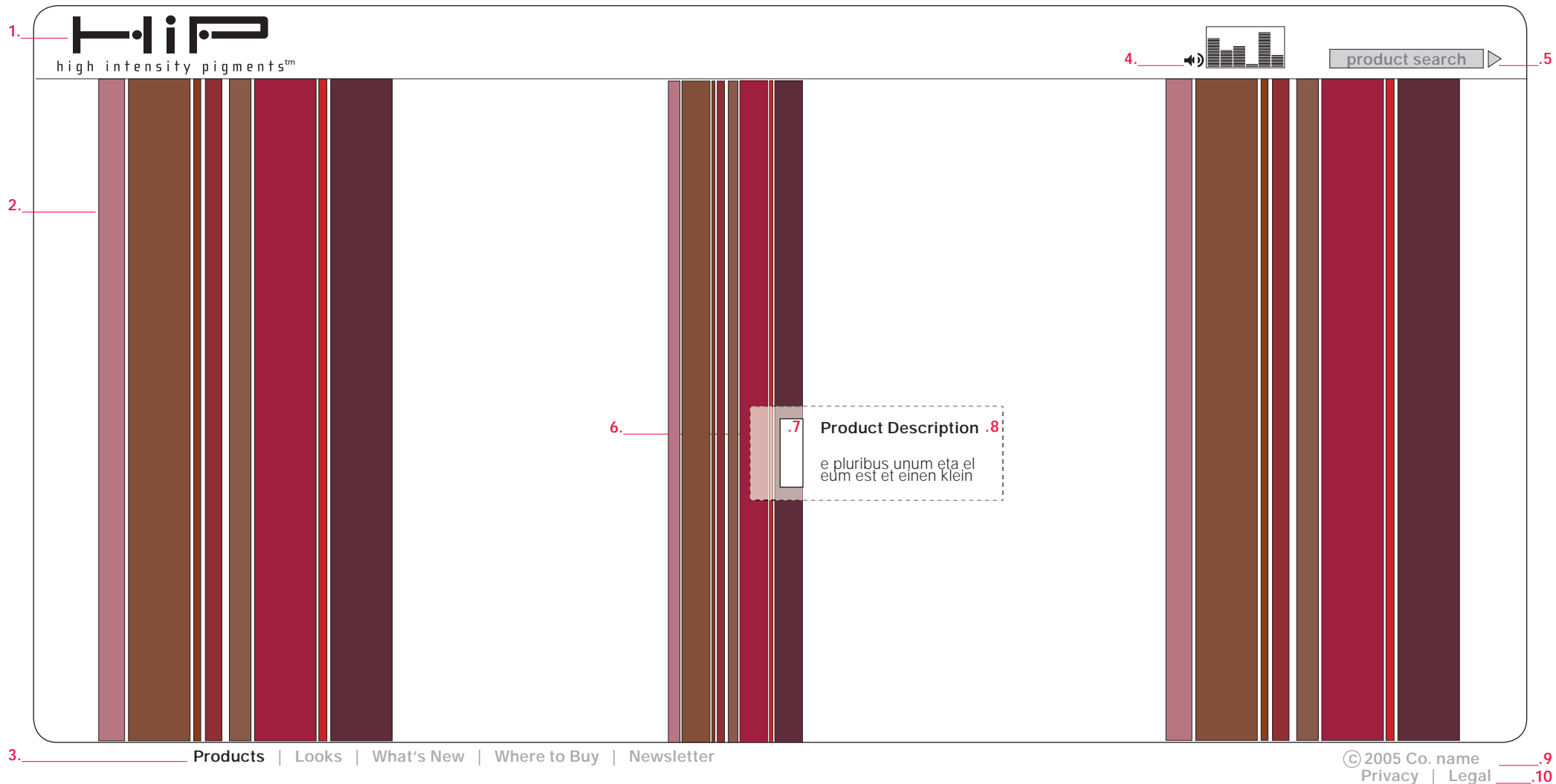
**Privacy** : navigation to Privacy policy (nav U.2)

**Legal** : navigation to Legal policy (nav U.3)

<In this direction, simple, striking, bold animation introduces HIP with an image of the spokesmodels from the print campaign. The homepage will serve as the default overview page for the looks as well.>



## 1.0 Product Overview



### NOTES :

1. Logo

2. Product list: serves as both navigation and product presentation. Upon **rollover** by the User, a picture of the product will appear in the "Product Shot" area with an icon of the product and a product description.

3. Footer Navigation

**Products** : navigation to product areas (nav 1.0)

**Looks** : navigation to Looks (nav 3.0)

**What's New** : navigation to What's New (3.0)

**Where to Buy** : navigation to Where to Buy (nav U.7)

**Newsletter** : navigation for optin to Newsletter (nav U.8)

4. Audio Widget : sound off / sound on

5. Product Search (nav U.1)

6. Product Shot Rollover Highlight

7. Graphic : product icon

8. Body Copy : product description

9. Copyright notice

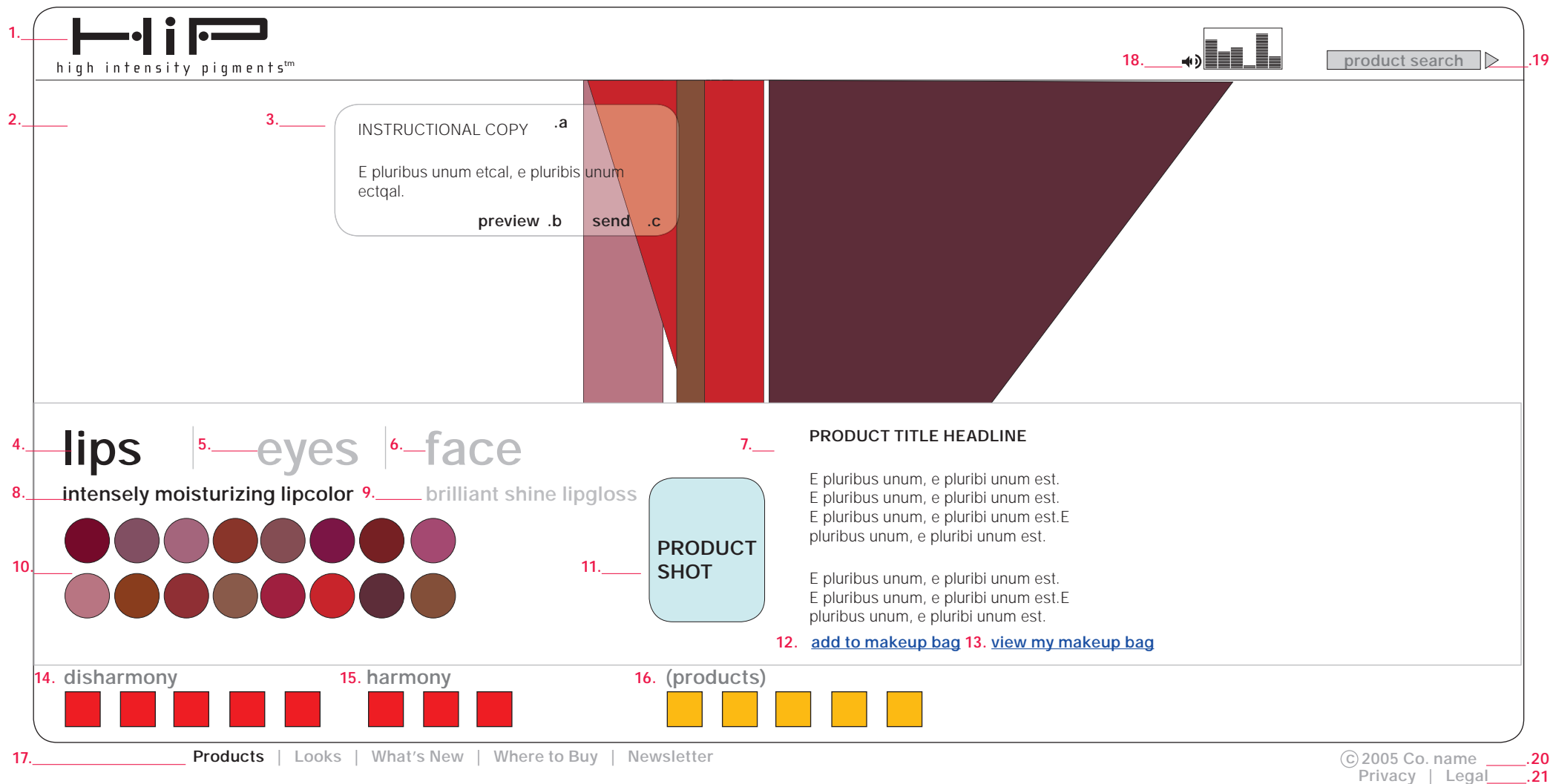
10. Footer Navigation

**Privacy** : navigation to Privacy policy (5.0)

**Legal** : navigation to Legal policy (6.0)

<Product Overview page. Here the user is presented with a variety of color bands (still as to whether this will animate or not). On the rollover state the user will be given a brief snapshot of the product associated with that color. On click state the user will be taken to the specific product page for that product.>

## 1.1 Products : SKU Overview



### NOTES :

1. Logo
2. Interaction Display Area "viral postcard"
3. "Postcard" Instruction Area
  - a. Body Copy
  - b. Navigation : Preview Interaction of "Postcard"
  - c. Navigation : Send the "Postcard"

NOTE : Instructional copy appears after first product choice. After instructional copy appears it will morph into a persistent, but subtle, call to action in the form of some kind of help icon.

4. Navigation : Lips (nav1.1)
5. Navigation : Eyes (nav1.2)

6. Navigation : Face (nav1.3)
7. Body Copy : product description
8. Body Copy : section title
9. Navigation : Lip Gloss (nav1.1.2)

10. Product list: serves as both navigation and product presentation. Upon choice by the User, a picture of the product will appear in the "Product Shot" area. Will also trigger related sound/visual animation in the "viral postcard" area.

11. Graphic : Product Shot Area
12. Navigation : Add to Makeup Bag (nav U.4)

13. Navigation : View My Makeup Bag (nav U.5)
14. Navigation : all Looks / disharmony
15. Navigation : all Looks / harmony
16. Navigation : all Products (need to add breakdown)
17. Footer Navigation

**Products** : navigation to product areas (nav 1.0)

**Looks** : navigation to Looks (nav 3.0)

<On click of, say, lips, a category palette will appear alongside product information, purchase links, and an option to create a new look.

A viral postcard and an adaptive soundtrack will reflect the hue she chooses, impressing a canvas with a colorful and sonic expression she can record and send to a friend.>

## 1.1 Products : SKU Overview : notes continued

**What's New** : navigation to What's New (3.0)

**Where to Buy** : navigation to Where to Buy (nav U.7)

**Newletter** : navigation for optin to Newsletter (nav U.8)

18. Audio Widget : sound off / sound on

19. Product Search (nav U.1)


20. Copyright notice


21. Footer Navigation

**Privacy** : navigation to Privacy policy (5.0)


**Legal** : navigation to Legal policy (6.0)

## 2.1 Get the Look Overview

1. 

7. 

8.


2. 

9. **disharmony look #1**

10. make a statement with the eyes by using contrasting color combinations.

let the shape of your eyelid dictate your first color, spirited #218. divide the remaining eye area between the lid and brow and fill the inner portion with sassy #208. the rest is beautifully accented with bronze saucy #818.

brown, bronze, blue and pink work beautifully here. the pink lip contrasts with the major blue statement of the eye and relates to the bronze accent on the brow. go for it, this look is edgy and forward

11. 

12. [create your own look](#)

13. [send the look](#)

a. **PRODUCT SHOT**


b. **PRODUCT TITLE HEADLINE**

c. E pluribus unum, e pluribi unum  
est.E pluribus unum, e pluribi unum

3. **disharmony**

4. **harmony**

5. **(products)**



6. [Products](#) | [Looks](#) | [What's New](#) | [Where to Buy](#) | [Newsletter](#)

© 2005 Co. name   
 Privacy | Legal

### NOTES :

1. Logo
2. Graphic : disharmony look #1
3. Navigation : all Looks / disharmony
4. Navigation : all Looks / harmony
5. Navigation : all Products (need to add breakdown)
6. Footer Navigation
  - Products** : navigation to product areas (nav 1.0)
  - Looks** : navigation to Looks (nav 3.0)
  - What's New** : navigation to What's New (3.0)
  - Where to Buy** : navigation to Where to Buy (nav U.7)
7. Audio Widget : sound off / sound on
8. Product Search (nav U.1)
9. Body Copy : title
10. Body Copy : look description
11. Product list : comprised of products that make up this look. User will be able to use the specifics SKUs that make up this look to get product information. Product List will also serve as navigation to pull up specific products SKU within this area.
12. Navigation : Create Your Own Look (nav 2.2)
13. Navigation : Send the Look (nav U.7)
14. Product Overview Window
  - a. Graphic : product shot
  - b. Body copy : product title
  - c. Body copy : product description
15. Copyright notice
16. Footer Navigation
  - Privacy** : navigation to Privacy policy (5.0)
  - Legal** : navigation to Legal policy (6.0)


<On selection of a look, our User will have access to instructional copy, shopping functions, and a makeover tool she can use to create her own look.>

CO. NAME | HIGH INTENSITY PIGMENT | V 1.4 | 08 NOV 2005

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## 2.1 Get the Look Overview : detail of face

1.  high intensity pigments™

3.   4.

disharmony look #1

make a statement with the eyes by using contrasting color combinations.

5.  6.

E PLURIBUS UNUM

E pluribus unum et al, bebe. E pluribus unum et al, bebe. E pluribus unum et al, bebe. E pluribus unum et al, bebe. E pluribus unum et al, bebe. E pluribus unum et al, bebe. E pluribus unum et al, bebe.

disharmony harmony (products)

2. [Products](#) | [Looks](#) | [What's New](#) | [Where to Buy](#) | [Newsletter](#)

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### NOTES :

1. Logo
2. **Products** : navigation to product areas (nav 1.0)  
**Looks** : navigation to Looks (nav 3.0)  
**What's New** : navigation to What's New (3.0)  
**Where to Buy** : navigation to Where to Buy (nav U.7)
3. Audio Widget : sound off / sound on
4. Product Search (nav U.1)
5. Graphic : disharmony look #1, eye close up
6. Body Copy : detailed description of look
7. Copyright notice
8. Footer Navigation

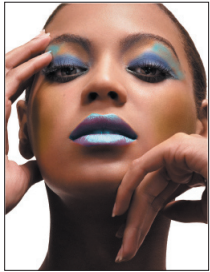
**Privacy** : navigation to Privacy policy (5.0)

**Legal** : navigation to Legal policy (6.0)

<This page shows a detail. The face will have navigation links on the face that will bring up detailed information (i.e. application tips, product used, etc) for that specific area. A corresponding product list for will show the products used that comprise the "look" for that area of the face.>



## Utilities : Send the Look



You can send your look to your email, your cell phone or a friend's cell phone.

Fill out your information below.

☒ Enter an email address :

**OR**

☐ Cel phone number (U.S & Canada only)

<"Send the Look" functionality will allow the User to send a visual of the look, a corresponding shopping list, and HIP retailer information via e-mail or MMS.>

Revision History and Notes

author	date	changes	client request	internal request
david sansone	27 oct 05	<p>Changes made per visual presentation on 25 october 2005. Conglomeration of the 4 visual looks presented.</p> <p>At this time it seems likely that the e-commerce will be pushed to phase 2. Same thing for integration of EZ-face functionality. Still waiting for final feedback from P. Longo on that. <b>Because of this "Where to buy" will serve as the main navigation route for e-commerce and will take user to Drugstore.com.</b> Makeup bag functionality is also in question because of this pending decision. For the time being I have taken the make-up bag functionality out of the "Look" area.</p> <p>Newsletter has been moved to global nav.</p> <p>Need feedback on the "Send the Look" : email and cel?</p>	Yes : P. Longo, Nina, all present at meeting on 25 Oct 05	