

**XX**

# XX global site redesign

Interaction Design

Client: **XX**  
Date: 08 DEC 2005  
Version: v 1.5  
Authors: David Sansone

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## Introduction

The “XX” global web site redesign covers development of a new user experience for “XX” web sites globally, including:

- Content organization and navigation
- Global home page (with language selection)
- All key content sections of the site
- The e-shop commerce section

R/GA will work with “XX” stakeholders throughout the design process to establish requirements and brainstorm design and content ideas.

This document lays out an overall site map, process flows and page level schematics/wireframes.

**Core Audience:** Coffee connoisseurs the world over, Baristas, other coffee professionals, art lovers (those intrigued by and interested in art, and collectors).

**Main Objective:** Developing a site that is consistent with the “XX” philosophy, visual language and brand.

**Launch Date:** June 2006

# Sitemap

home 0.0

## coffee 1.0

### XX coffee 1.1

#### coffee products 1.1.1

#### coffee systems 1.1.2

### the XX blend 1.2

#### selection 1.2.1

#### blending 1.2.1

#### roasting 1.2.1

#### pressurization 1.2.1

#### decaffeination 1.2.2

### coffee preparation & serving 1.3

#### ritual of espresso 1.3.1

#### cappuccino 1.3.2

#### french press 1.3.3

#### moka pot 1.3.4

#### brewed/filter 1.3.5

### science of coffee 1.4

### coffee & you 1.5

#### art of tasting 1.5.1

#### coffee & health 1.5.2

### history of coffee 1.6

XX and "art in the dna" baked into this entire section

## manifest 2.0

### the XX collection 2.1

#### gallery 2.1.1

### projects 2.2

#### XXmind 2003 2.2.1

#### XXwords 2.2.2

"what is & forum"

#### in principio 2.2.3

"what is"

#### brazil 2.2.3.1

#### india 2.2.3.2

#### ethiopia 2.2.3.3

#### emerging talents 2.2.4

#### artissima 2.2.4.1

#### festivaletterature 2.2.4.2

#### events 2.3

#### galleria XX 2.3.1

#### armory show 2.3.2

#### domus 2.3.3

### coffee & place 2.4

#### cafes & other 2.4.1

#### italian style bar 2.4.2

### XX bar concept 2.5

### art community 2.6

language about the philo. behind the collection & a link to forums off of 2.1

projects : ongoing from a time perspective

events : takes place in a set time and environment

## XX professional 3.0

### barista 3.1

#### assistance & training 3.1.1

#### quality control 3.1.2

#### sales force 3.1.3

### coffee product & hardware 3.2

#### c.p for channel 3.2.1

#### new products 3.2.2

#### ESE system 3.2.3

#### equipment 3.2.4

### branding & sales 3.3

#### XX collection 3.3.1

#### XX accessories 3.3.2

#### formula IBC 3.3.3

#### outlet materials 3.3.4

#### events & promotions 3.3.5

### UDC 3.4

### Distributors 3.5

### Professional Community 3.6

general language about culture of Italian coffee and role of barista here

## about XX 4.0

### who 4.1

#### mission, vision, value 4.1.1

#### company structure 4.1.2

### culture of XX 4.2

#### our heritage 4.2.1

#### sustainability 4.2.2

#### environmental politics 4.2.3

#### innovation 4.2.4

#### involvement in the arts 4.2.5

### relations w/ suppliers 4.3

#### coffee market 4.3.1

#### quality awards 4.3.2

#### Sao Paulo u. 4.3.3

### francis francis 4.4

my recommendation, self playing flash piece : possible that there could be internal links

decaffeination will be part of self-playing flash piece but will appear at the end since there is more detail here

1.1.1 to appear on landing page 1.1, since the XX blend is expressly developed for that, recipes will be a content item placed throughout this section.

accessories may be broken out into its own section

how to join 3.3.3.1

## global utilities

### faq U.1

### sitemap U.2

### press U.3

#### press releases U.3.1

#### press kit U.3.2

### contact U.4

### policy U.5

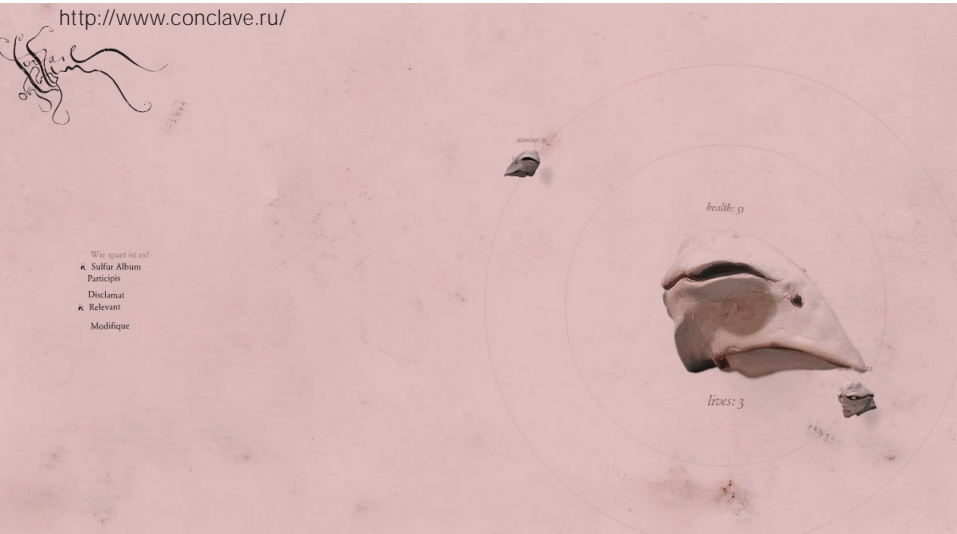
### e-commerce U.6

### search U.7

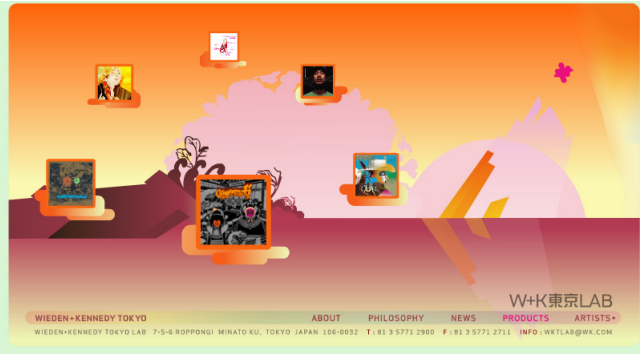
### change language U.8



illustration



<http://www.wktokyo.com/main.html>



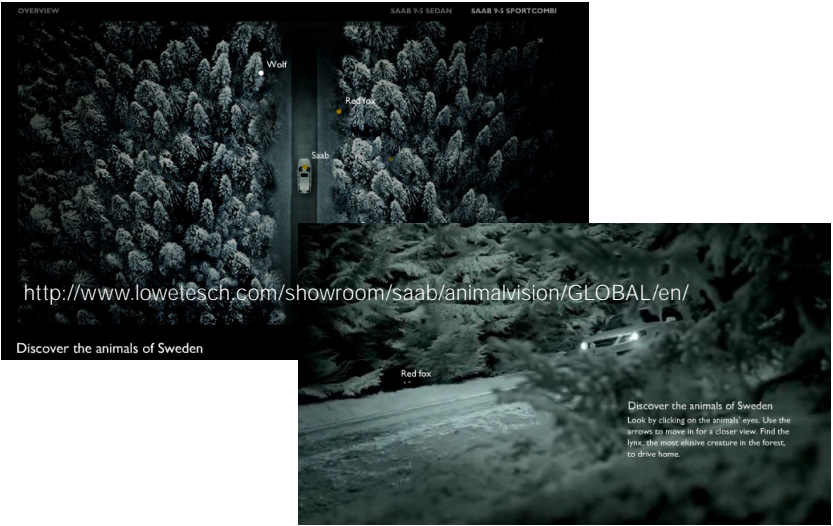
<http://www.artworksgroup.net/english/index.asp>

<http://www.swoo.ca/>

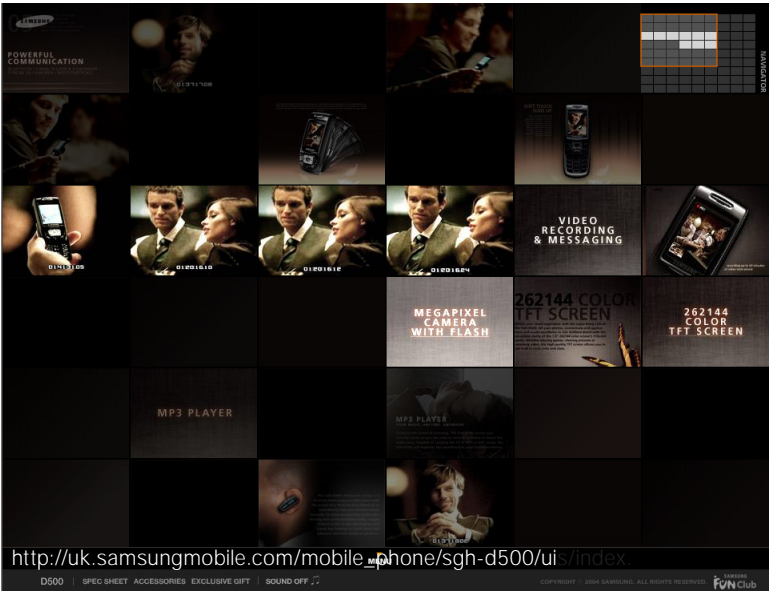
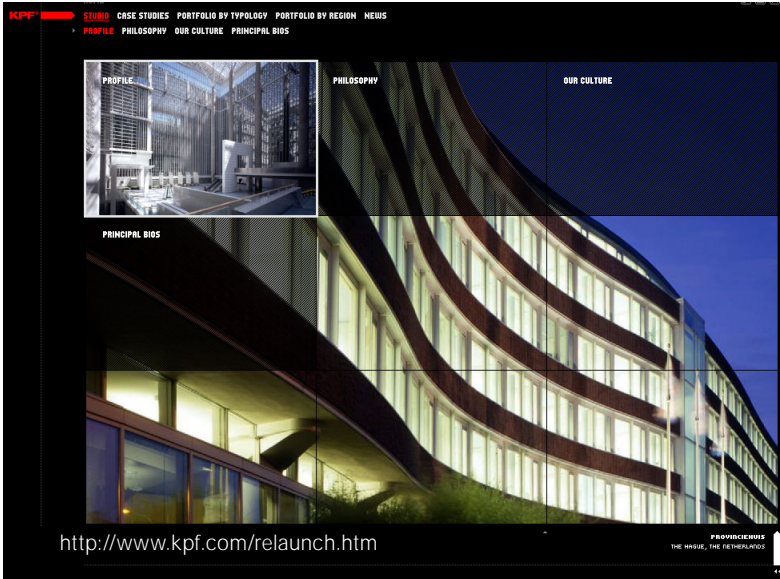
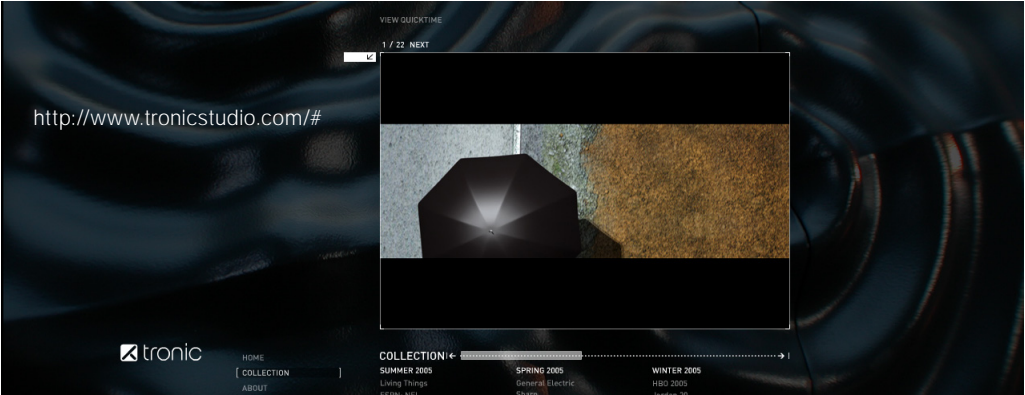




video avatar

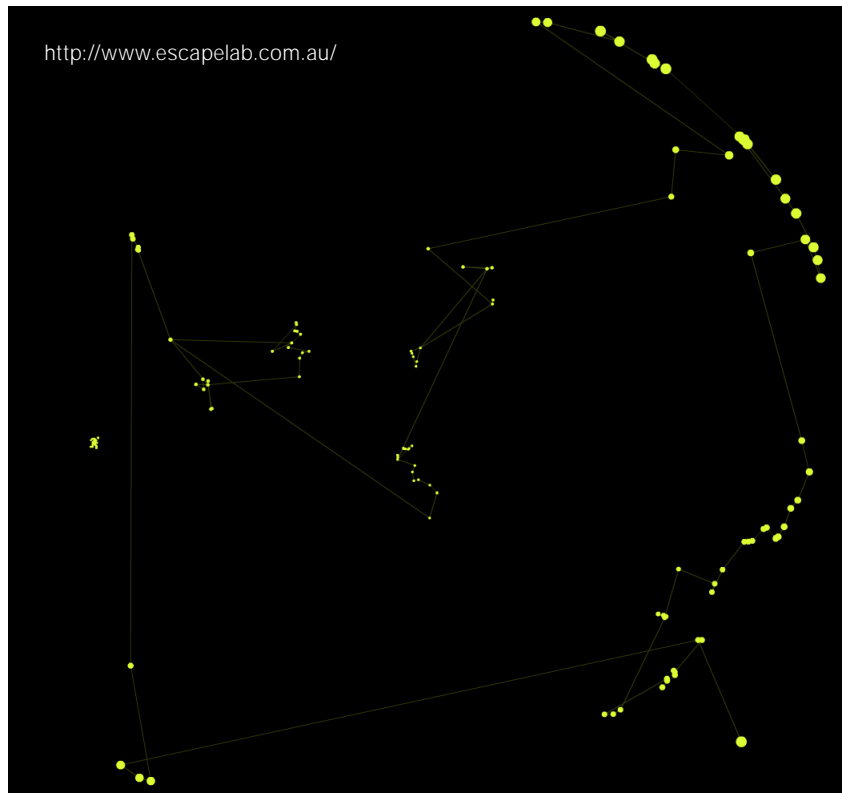


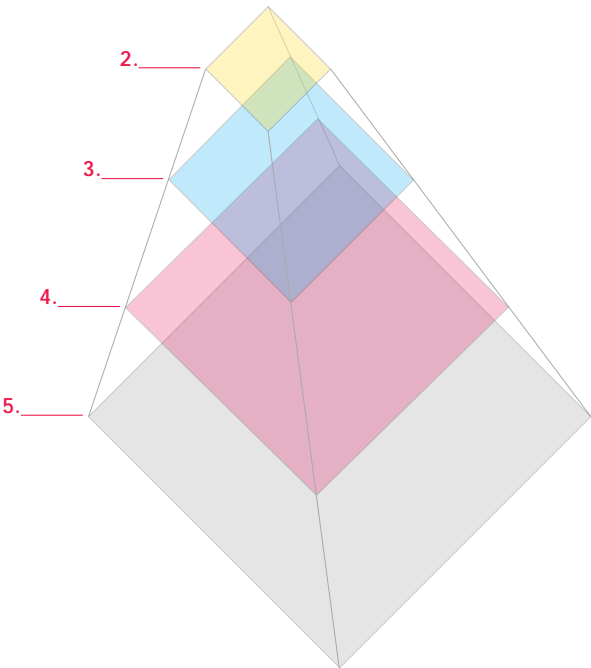
geometric





geography





7.\_\_\_\_ Viimaste aastatega on Eesti lastekodud teinud suure hüppe paremuse poole, kuid mõned vajavad siiski abi teistele järele jõudmiseks. Ühed kehvemal järjel laste- ja noorteaustused on Narva-Jõesuu lastekodu ja Viljandi- maal Karulas asuv erivajadustega laste ja noorte asutus.



NOTES :::

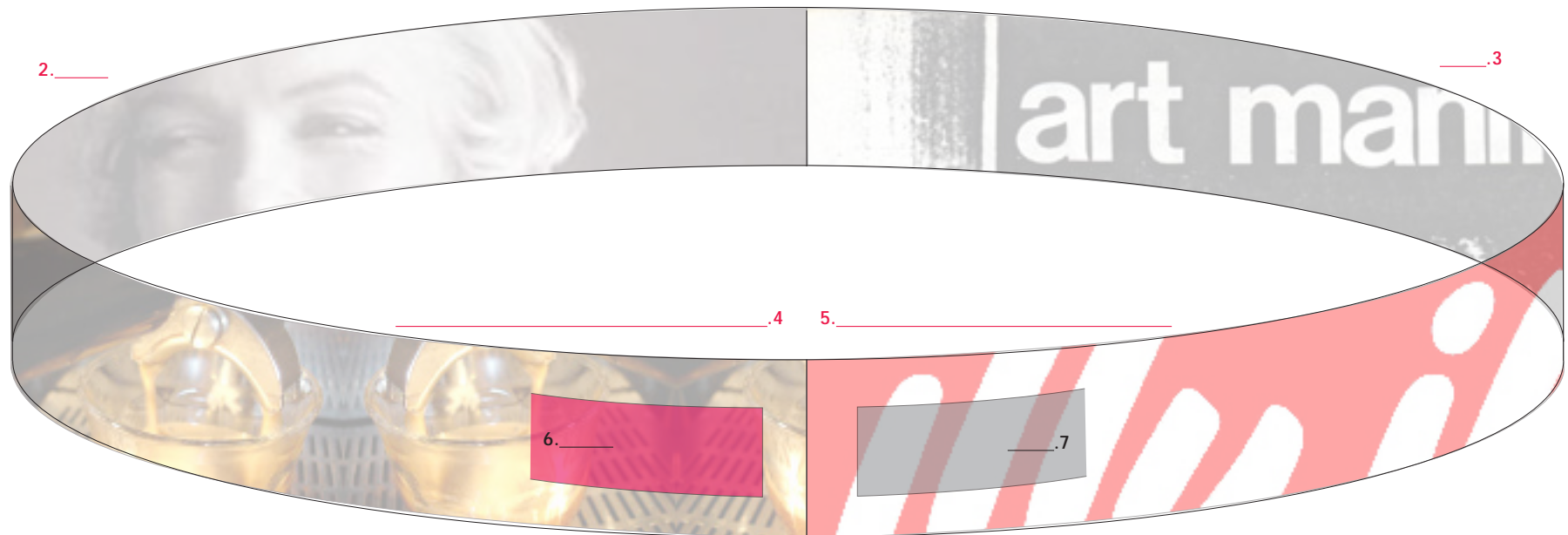
- 1. Navigation : redundant global navigation(Coffee/Manifest/Professional/Company)
- 2. Navigation : experiential entry 1.0 Coffee
- 3. Navigation : experiential entry 2.0 Manifest
- 4. Navigation : experiential entry 3.0 Professional
- 5. Navigation : experiential entry 4.0 Company
- 6. Navigation : footer navigation
  - \*U.6 e-commerce

- \*U.1 sitemap
- \*U.2 sitemap
- \*U.4 contact
- \*U.5 policy

- 7. Body Copy
- 8. Navigation/Functionality : Search U.7
- 9. Navigation/Functionality : Change Language U.8
- 10. Image : Logo placement
- 11. Body Copy : taut for Manifest related events

- 12. Body Copy : taut for Manifest related events
- 13. Body Copy : copyright notice

1. coffee | manifest | professional | company



8. e-commerce | faq | sitemap | contact | policy

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## NOTES :::

1. Navigation : redundant global navigation(Coffee/Manifest/Professional/Company)
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6. Body Copy : taut for Professional related events
7. Body Copy : taut for Company related events

## 8. Navigation : footer navigation

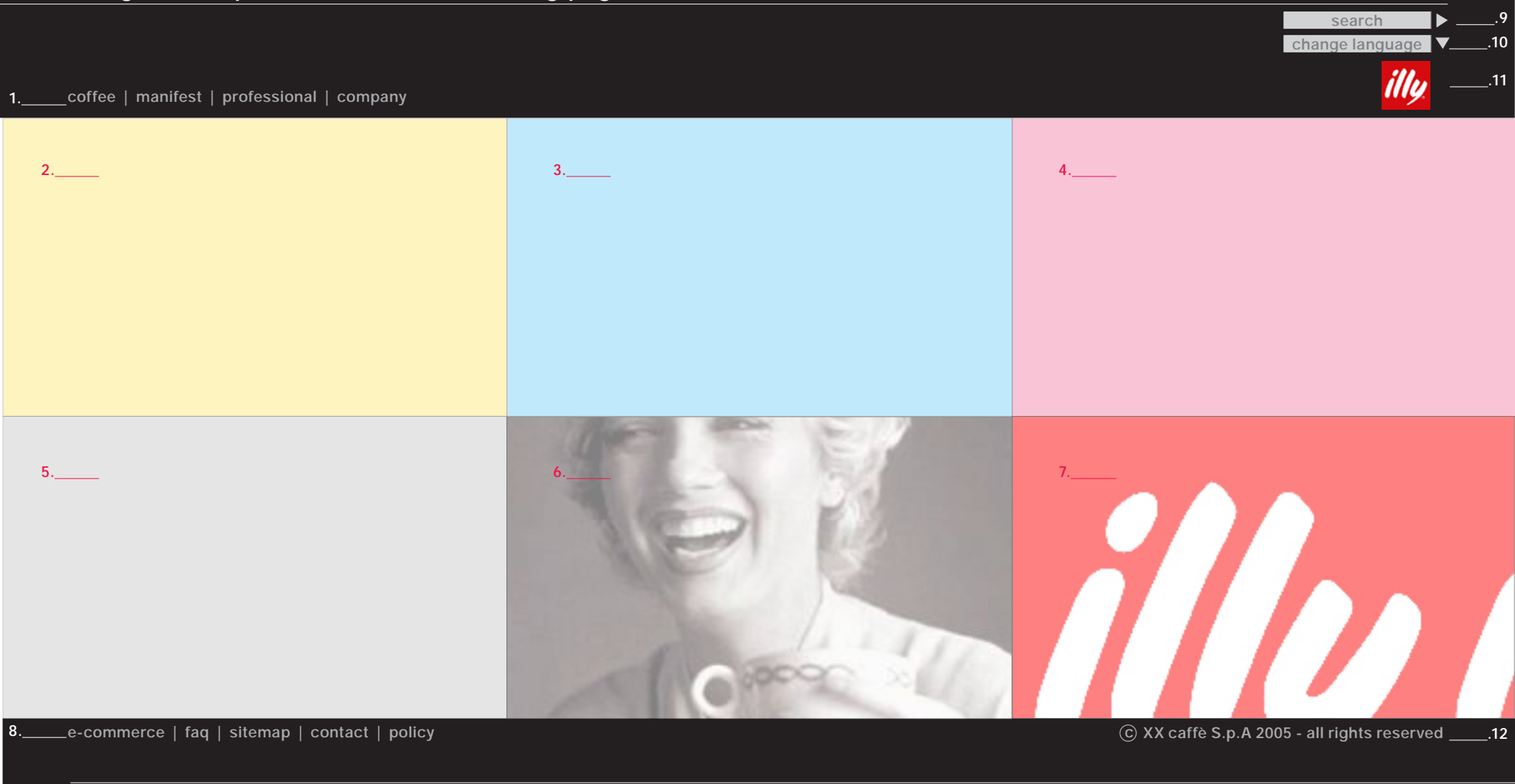
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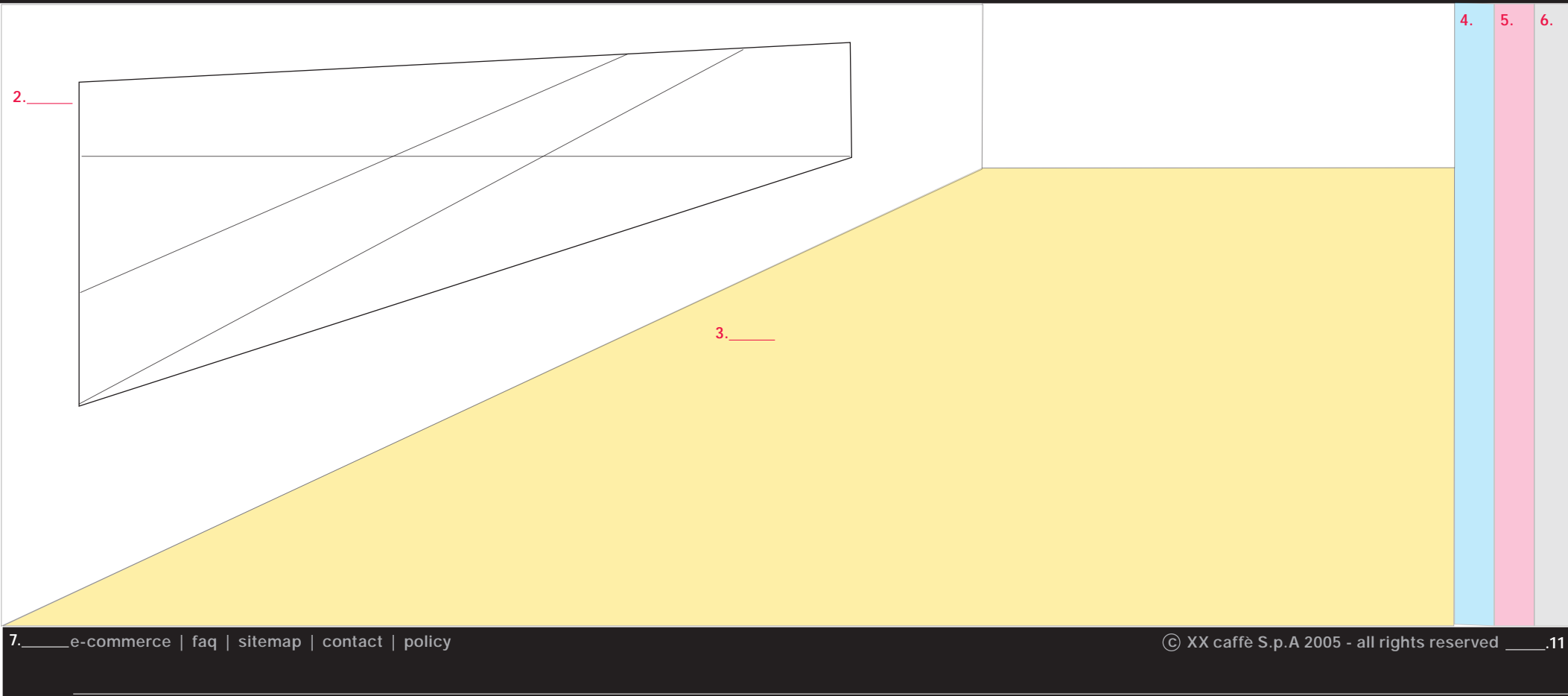
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1.\_\_\_\_coffee | manifest | professional | company



## NOTES :::

1. Navigation : redundant global navigation(Coffee/Manifest/Professional/Company)
2. Sub-Navigation : experiential Coffee
3. Navigation : experiential home of 1.0 Coffee
4. Navigation : experiential entry 2.0 Manifest
5. Navigation : experiential entry 3.0 Professional
6. Navigation : experiential entry 4.0 Company
7. Navigation : footer navigation

- \*U.6 e-commerce
- \*U.1 sitemap
- \*U.2 sitemap
- \*U.4 contact
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Revision History and Notes

author	date	changes	client request	internal request
david sansone	29 nov 05	initial site map & wireframe shell		
david sansone	10 nov 05	refinement of site map, tagging of audience and functionality type, ...the wireframe shell is rough		
david sansone	23/27 nov 05	changes to sitemap per conference call of 22 nov : -added coffee products & systems to COFFEE (consumer focused) -XX blend : self playing piece, decaff. must be a more detailed section -2.2 young artists, changed to Emerging Talents -OPEN QUESTION : is there a need for a gallery subsection under 2.2. -events and project spilt into two sections -for section 3.2 : highlight that there is there own line of hardware  -under section 3.3 : follow up with client to see if grouping accessories with the XX collection is ok  -FOLLOW UP : there must be a segmentation of e-commerce per section and country		
david sansone	01 dec 05	For Italy: send him the site map in advance to Andrea XX.  Art Lovers: Those intrigued by and interested in art.  Coffee:  1.1: coffee products 1.2: the XX blend 1.3: coffee preparation 1.2.5: brewed/filter  1.3: change "botany" to "science"  1.6: XX coffee (think about nomenclature or using another tab for brewing devices and accessories)  Expressions:	yes : per meeting with Amy Harp (Barry) via phone 30 nov 05	

Revision History and Notes

author	date	changes	client request	internal request
david sansone	01 dec 05	<p>Emerging talents: gallery (kill this completely)</p> <p>Emerging talents is a sub-section of projects. Could goin there as 2.3.4</p> <p>XX bar concept: make this its own section, 2.6</p> <p>New section 2.7: Art Community (placeholder for now)</p> <p>XX Professional:</p> <p>All this content is country-specific.</p> <p>3.1.2 and 3.1.3. will be the same across countries. Elevate 3.1.3 to 3.4 (make its own section; will have sub-pages).</p> <p>Distributors: move into Professional and make it 3.5. Will be country-specific.</p> <p>3.3.1: remove "and accessories"</p> <p>Coffee product and hardware: re-think nomenclature of "coffee product" and "hardware"</p> <p>Company:</p> <p>Re-think "Company" ("About XX"?) – more about its values, vision, philosophy, etc.</p> <p>Company culture and influence on coffee history – how can we integrate this (4.2)</p> <p>Talk about coffee here, too, in section 4.1.3 (XX makes...)</p> <p>Global Utilities:</p> <p>Delete Distributors</p> <p>Add Contacts at top level</p> <p>Show home page flexibility in terms of whether or not e-shop is included.</p>	yes : per meeting with Amy Harp (Barry) via phone 30 nov 05	
david sansone	06 dec 05	<p>-added professional community under 3.6</p> <p>- press needs to be elevated, consider placing this in global nav</p>	yes : comments from Amy Harp	