

illy

illy global site redesign

Interaction Design

Client: **illy**
Date: 28 APR 2006
Version: v 2.4
Authors: David Sansone

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Introduction

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

This document is split into four major sections :

site map : which serves as the overall foundation and navigation schema for the web-site

experiential templates : these templates serve as the presentation mode for the “coffee & experience” sections, and will be primarily flash based

information based templates : these templates serve as the presentation mode for the “ about illy & illy professional” sections, these will house dynamic content and will be database driven html pages.

e-commerce templates : these templates serve as the presentation mode for the “shop ” sections, the recommendation is that the content for this area be re-purposed and be fit into the navigation structure that is presented in this document.

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 “**illy**” philosophy, visual language and brand.

Launch Date: June 2006

Sitemap

coffee & expressions

home 0.0

coffee 1.0 **B + C**

illy coffee 1.1 **D**

the illy difference 1.1.1 **F**

coffee 1.1.2 **F**

systems 1.1.3 **F**

the illy blend 1.2 **D**

countries of origin 1.2.1 **F**

supplier relations

1.2.1.1 **F**

the coffee market

1.2.1.2 **F**

the quality awards

1.2.1.3 **F**

são paulo univer-

sity 1.2.1.4 **F**

cultivation 1.2.2 **F**

coffee plant

1.2.2.1 **F**

the harvest

1.2.2.2 **F**

fruit to green cof-

fee 1.2.2.3 **F**

selection 1.2.3 **F**

blending 1.2.4 **F**

roasting 1.2.5 **F**

pressurization 1.2.6 **F**

decaffeination 1.2.7 **F**

places and people 1.3 **D**

the italian style coffee

house 1.3.1 **F**

the coffee temple 1.3.2 **F**

espressamente 1.3.3 **F**

rituals and prepara-
tion 1.4 **D**

the espresso ritual

1.4.1 **F**

coffee customs around

the world 1.4.2 **F**

preparations 1.4.3 **F**

espresso 1.4.3.1 **F**

cappuccino

1.4.3.2 **F**

brewed/filter

1.4.3.3 **F**

french press

1.4.3.4 **F**

moka 1.4.3.5 **F**

turkish 1.4.3.6 **F**

napoletano

1.4.3.7 **F**

tools of the trade 1.4.4 **F**

recipes 1.4.5 **F**

hot 1.4.5.1 **F**

cold 1.4.5.2 **F**

espresso + liqueur

1.4.5.3 **F**

coffee and you 1.5 **D**

the art of tasting 1.5.1 **F**

taste 1.5.5.1 **F**

touch 1.5.5.2 **F**

smell 1.5.5.3 **F**

sight 1.5.5.4 **F**

sound 1.5.5.5 **F**

coffee and health 1.5.2 **F**

history and science of
coffee 1.6 **D**

coffee history 1.6.1 **F**

coffee science 1.6.2 **F**

expressions 2.0 **B + C**

the illy collection 2.1 **D**

current collection(s)

2.1.1 **F or O**

gallery of past collec-

tions 2.1.2 **O**

cup detail 2.1.2.1 **S**

story of the illy cup

2.1.3 **F**

illywords 2.2 **D**

the latest issue 2.2.1 **F**

illywords archive 2.2.2 **F**

young artists 2.2.3 **F**

in principio 2.3 **D**

brazil 2.3.1 **F**

india 2.3.2 **F**

ethiopia 2.3.3 **F**

salgado 2.3.4 **F**

galleria illy 2.4 **D**

galleria illy New York 2.4.1 **F**

events 2.4.2 **F**

illystories 2.5 **D**

the project 2.5.1 **F**

festivaletteratura 2.5.2 **F**

renowned writers

2.5.3 **F**

emerging writers 2.5.4 **F**

fairs & nexhibitions 2.6 **D**

arco 2.6.1 **F**

art cologne 2.6.2 **F**

frieze 2.6.3 **F**

art rotterdam 2.6.4 **F**

the armory show 2.6.5 **F**

artissima 2.6.6 **F**

brussels art fair 2.6.7 **F**

illy talent scout 2.6.8 **F**

global utilities

FAQs U.1 **G**

sitemap U.2 **G**

press U.3 **R**

contact U.4 **G**

newsletter U.5

privacy policy U.6 **G**

illy store U.7

distributors U.8 **G**

(locate illy for US

market)

search U.9

search results U.9.1 **N**

change language U.10

FLASH

UTILITY

UTILITY
NAV ONLY

italian only

post 30 june 2006 launch

PLEASE NOTE THAT THE LETTER REFERENCES ARE FOR GUIDELINES ONLY, WE HAVE PROVIDED YOU WITH VARIATIONS FOR SOME PAGES TO ACCOMMODATE DIFFERENT CONTENT NEEDS. PLEASE REFER TO THE TEMPLATES TO HELP DETERMINE THE RIGHT ONE TO USE.

about illy

home 0.0 **A**

about illy 3.0 **B**

the illy philosophy 3.1 **E**

structure 3.1.1 **F**

passion for quality 3.1.2 **F**

mission/vision/values 3.1.3 **F**

legacy 3.1.4 **F**

timeline 3.1.3.1 **F**

join our team 3.1.5 **F**

the illy products 3.2 **E**

coffee products 3.2.1 **F**

product certification 3.2.1.1 **F**

systems 3.2.2 **F**

franciscanist 3.2.3 **F**

the illy collection 3.2.4 **F**

corporate social responsibility 3.3 **E**

sustainability 3.3.1 **F**

quality of production 3.3.1.1 **F**

quality of farmer's life 3.3.1.2 **F**

minimum price and fair rate of return 3.3.1.3 **F**

environmental protection 3.3.2 **F**

policy 3.3.2.1 **F**

certification 3.3.2.2 **F**

declaration 3.3.2.3 **F**

trieste science prize 3.3.3 **F**

edition & competitive exam 3.3.3.1 **F**

illy initiatives in producing countries 3.3.4 **F**

awards and incentives system 3.3.4.1 **F**

quality award 3.3.4.1.1 **F**

são paulo university 3.3.4.2 **F**

guatemala 3.3.4.3 **F**

ethiopia 3.3.4.4 **F**

in principio 3.3.5 **F**

involvement in the arts 3.4 **E**

overview 3.4.1 **F**

advertising 3.4.2 **F**

advancement and innovation 3.5 **E**

research & development 3.5.1 **F**

the 4 labs 3.5.1.1 **F**

major milestones and contributions 3.5.2 **F**

press 3.6 **R**

press releases 3.6.1 **P**

news releases 3.6.2 **Q**

contacts 3.6.3 **F**

press kit 3.6.4 **R**

the image bank 3.6.5 **R**

global utilities

FAQs U.1 **G**

sitemap U.2 **G**

press U.3 **R**

contact U.4 **G**

newsletter U.5

privacy policy U.6 **G**

illy store U.7

distributors U.8 **G**
(locate illy for US market)

search U.9

search results U.9.1 **N**

change language U.10

if this section is just an overview should use content templates, otherwise it should use the same templates as the ones used for e-commerce

FLASH

UTILITY

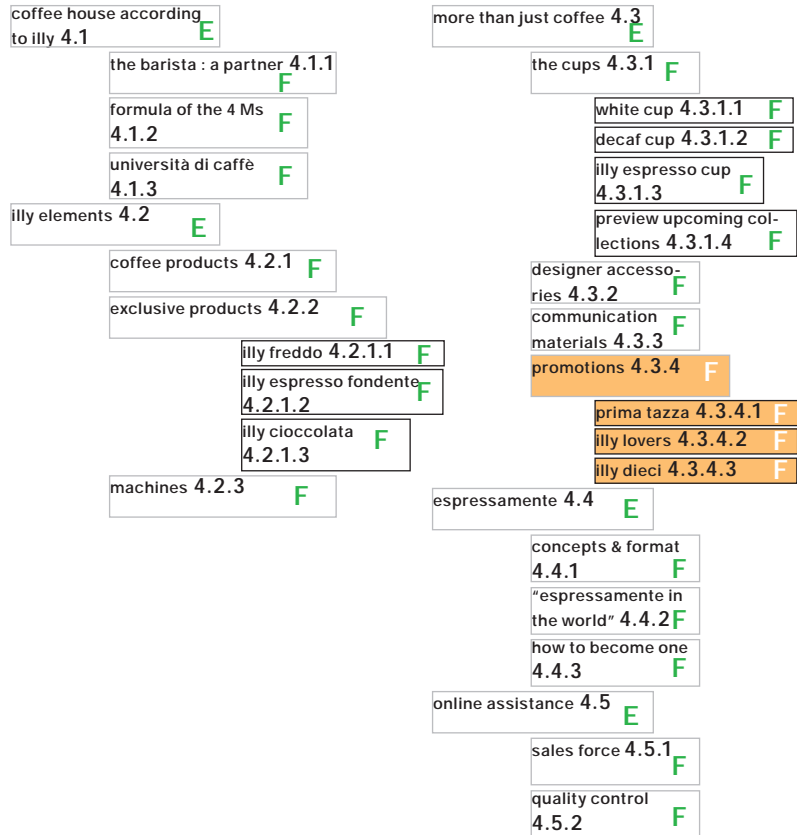
UTILITY NAV ONLY

italian only

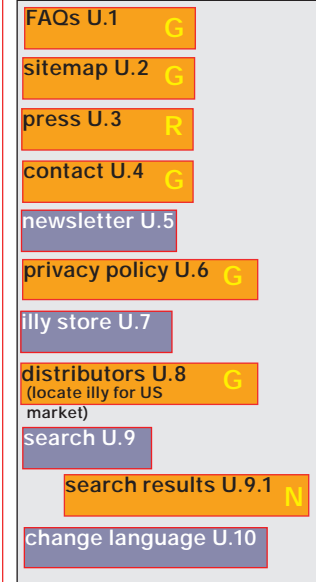
post 30 june 2006 launch

illy professional 4.0

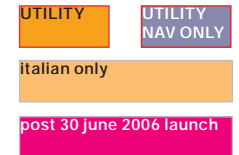
B



global utilities

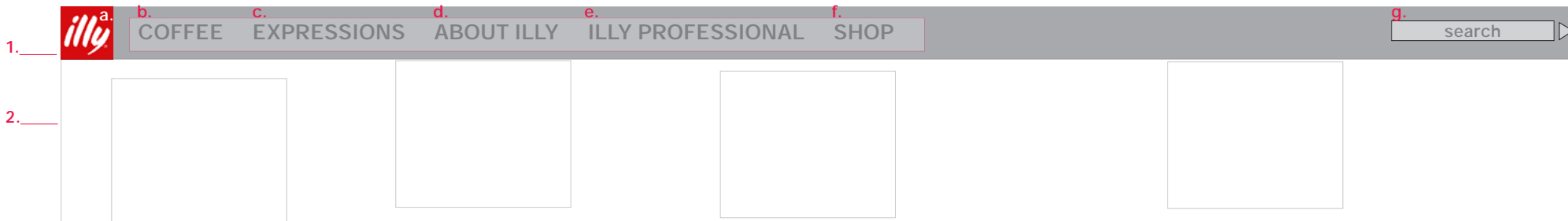


FLASH

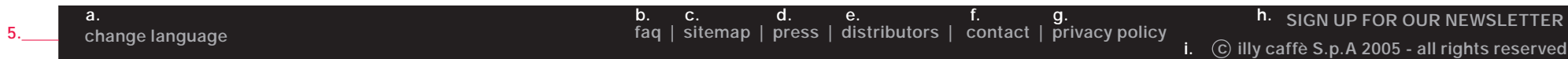
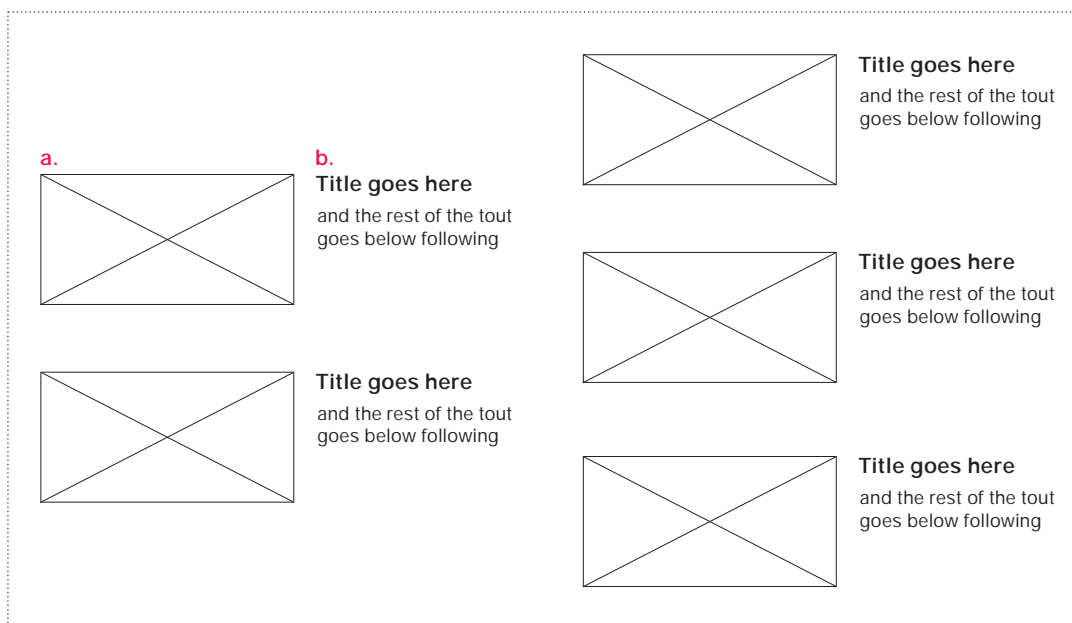


homepage templates

the following two templates will serve as the entry point for all sections of the site



3. illy galleria e pluribus unum
est al enesale et



NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : flash based redundant global navigation. This area will present animated image based navigation that will drive the

user into the major section of the site (Coffee, Express, About illy, illy Professional and Shop)

3. Copy : title and positioning statement

4. Tout Area : three supporting tous on page with a. graphics and b. copy

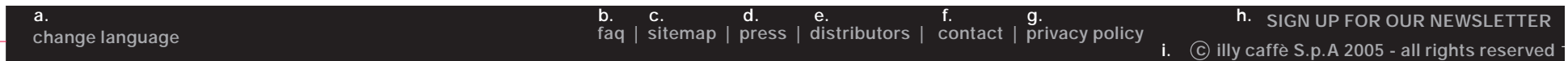
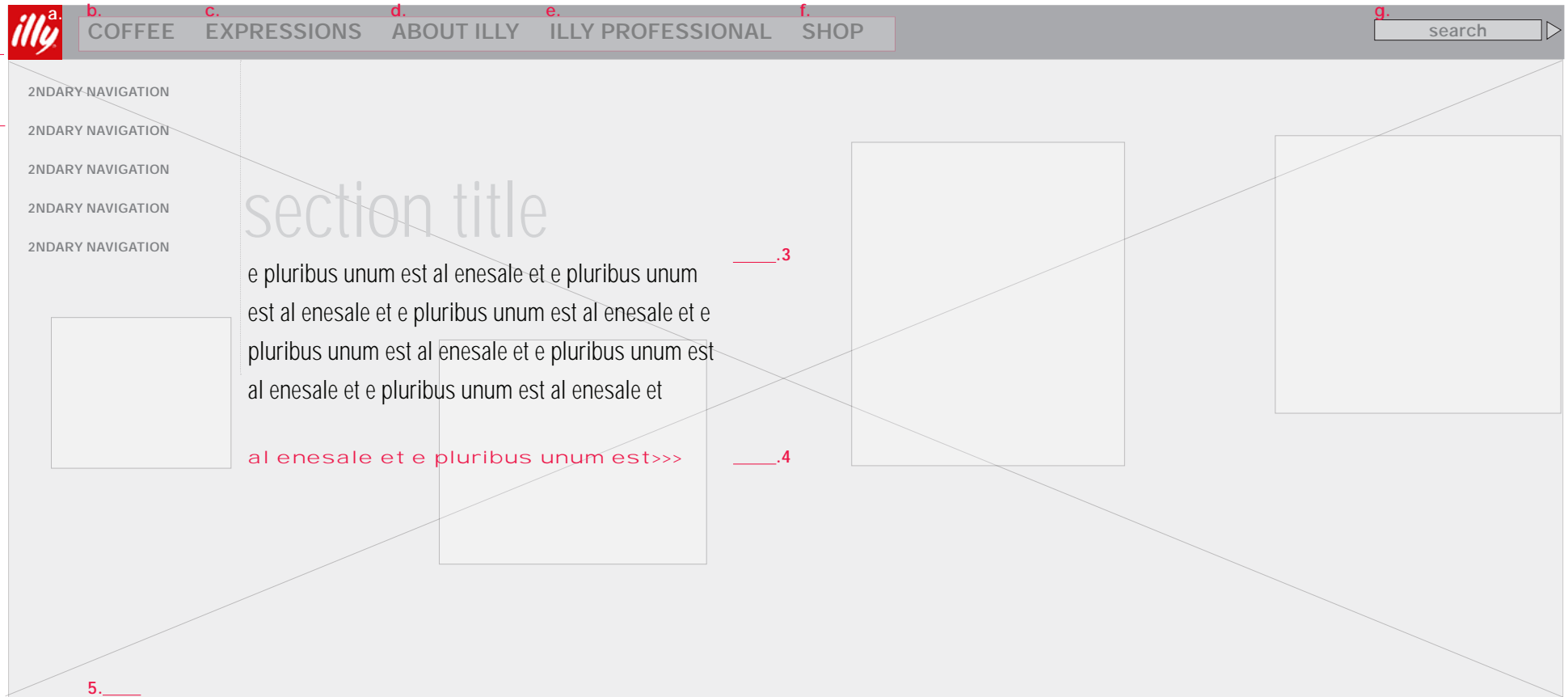
5. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press

- e. Navigation : Distributors / (locate illy for US Market)
- f. Navigation : Contact
- g. Navigation : Privacy Policy
- h. Navigation : Newsletter
- i. Copy : Copyright notice

*(takes user to the change language page)

B : experiential : landing page global section



NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : all secondary navigation

3. Copy : title and positioning statement,

4. Navigation : text link. **Note** while the link may appear to be part of the positioning statement, the user must click this link to transition into the room view of this section.

5. Flash Component : pictorial representations of subsections. These are no navigable

6. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press

e. Navigation : Distributors / (locate illy for US Market)

f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

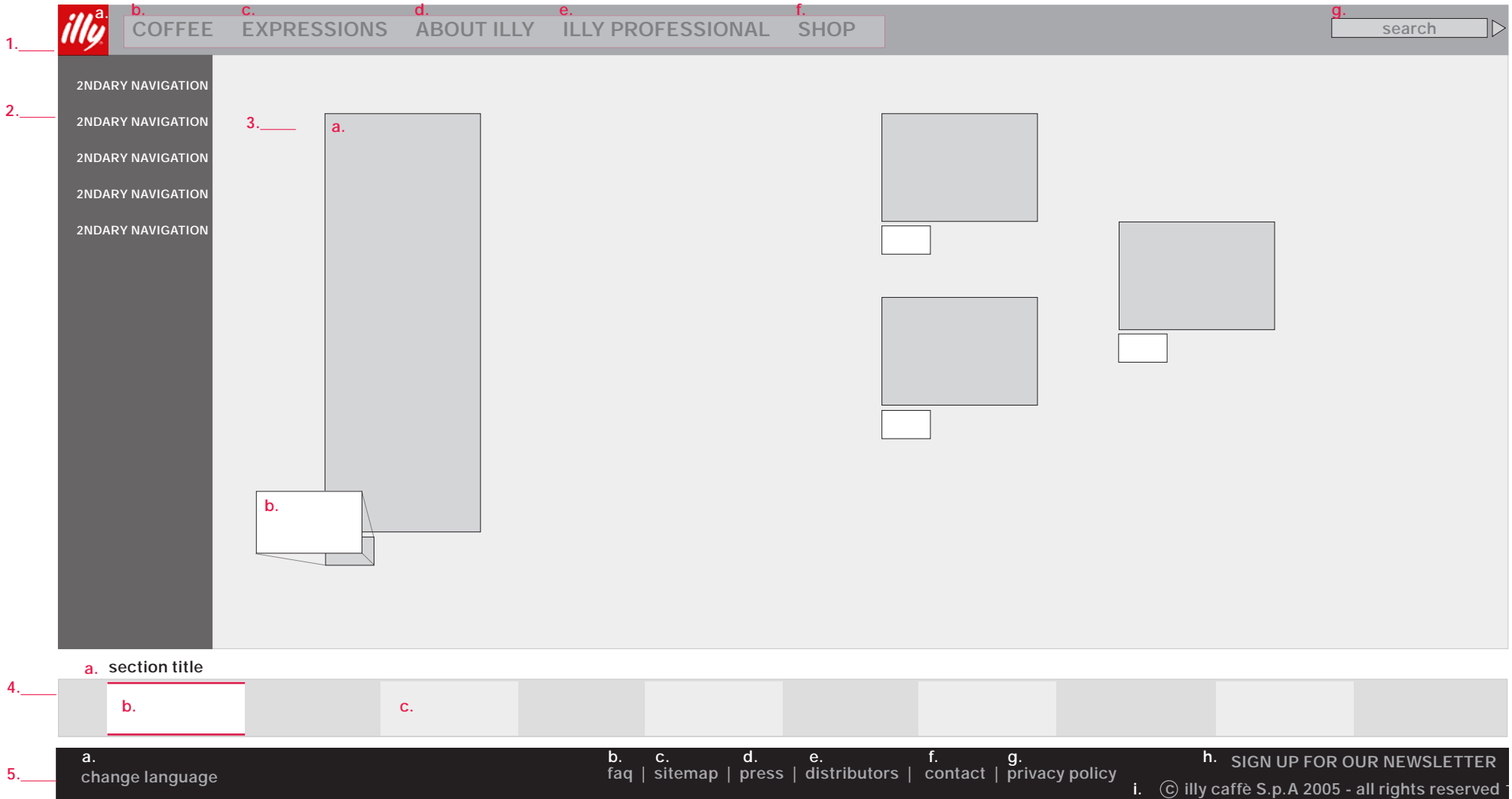
i. Copy : Copyright notice

*(takes user to the change language page)

Templates Experiential Sections : Coffee & Experiences

the following template is for the "room" sections of coffee and experience only

C: experiential : landing page section, exposing redundant second



NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : all secondary navigation

3. Graphic & Flash Navigation : a. this area represents a graphical

representation of a secondary area. Each graphic has an associated title card. On rollover **b.** the card increases in size and serves as navigation into that particular area.

4. Flash Navigation :

- a. Copy : section title
- b. Navigation Highlight : active area
- c. Navigation Highlight : inactive area

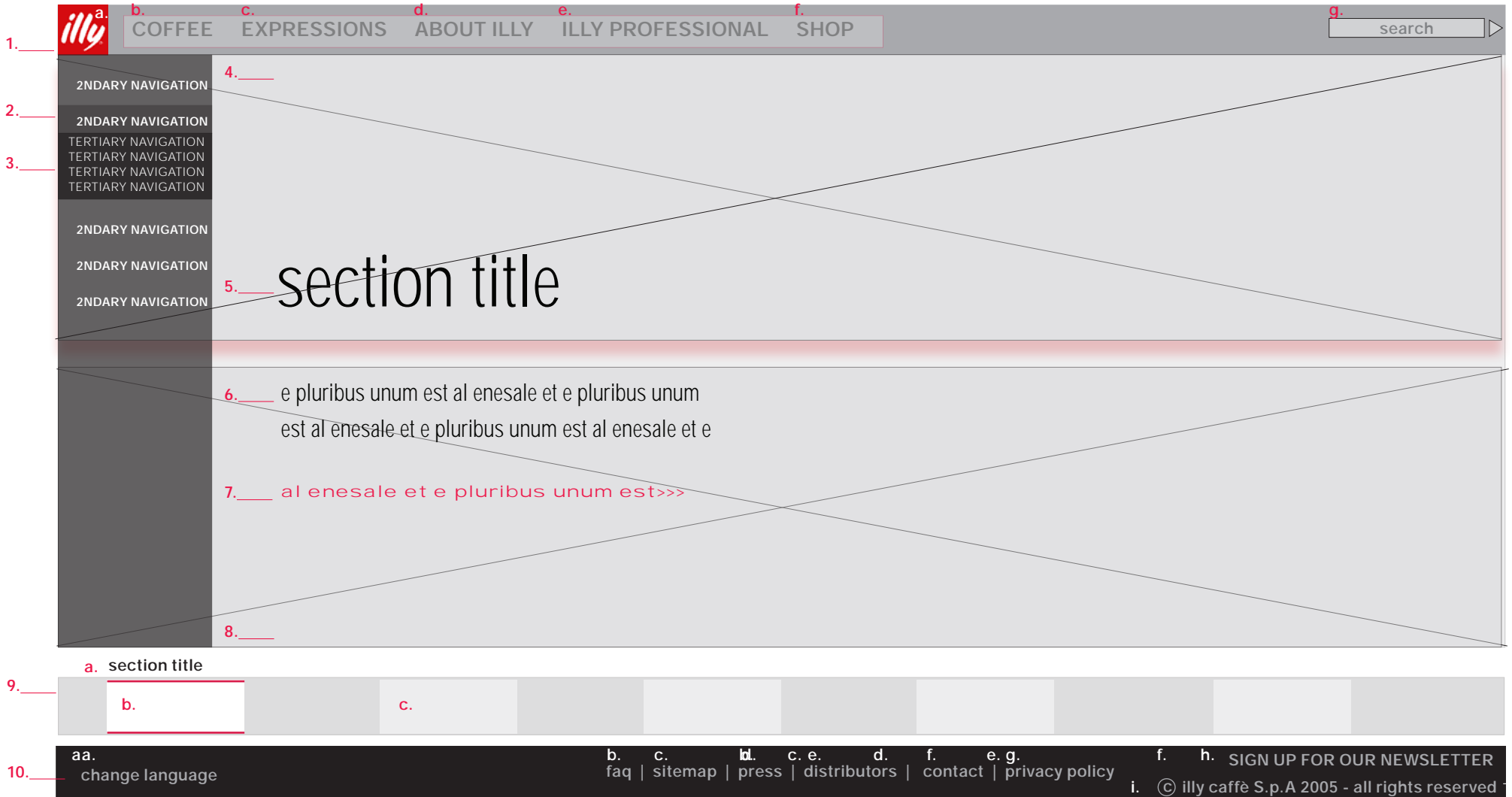
This navigation section will serve as redundant navigation to move throughout the room view for a particular section. On choosing a section within this area, the highlight state will transition and the stage will transition on a horizontal slide.

5. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press
- e. Navigation : Distributors / (locate illy for US Market)
- f. Navigation : Contact
- g. Navigation : Privacy Policy
- h. Navigation : Newsletter
- i. Copy : Copyright notice

*(takes user to the change language page)

D : experiential : landing page section, exposing tertiary



NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : all secondary navigation

3. Navigation : all tertiary navigation

4. Graphic

5. Copy : section title

6. Copy : positioning statement

7. Navigation : link defaults to first tertiary section within this subsection.

8. Graphic

9. Flash Navigation :

a. Copy : section title

b. Navigation Highlight : active area

c. Navigation Highlight : inactive area

This navigation section will serve as redundant navigation to move throughout the room view for a particular section. On choosing a section within this area, the highlight state will transition and the stage will transition on a horizontal slide.

In this section this navigation will **ALWAYS** take the user back to the room view.

10. Footer Information :

a*. Navigation : Change Language

experiential : landing page section, exposing tertiary : continued

- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press
- e. Navigation : Distributors / (locate illy for US Market)
- f. Navigation : Contact
- g. Navigation : Privacy Policy
- h. Navigation : Newsletter
- i. Copy : Copyright notice

*(takes user to the change language page)

Templates Information Sections

the following templates will be used for the third and fourth level pages for the "coffee & experiences" sections and all sections of the "about illy & illy professional" sections

NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : all secondary navigation

3. Navigation : all tertiary navigation

4. Copy : section title

5. Sub-section Information :

- a. Graphic
- b. Copy : sub-section title
- c. Body Copy

6. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press
- e. Navigation : Distributors / (locate illy for US Market)
- f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

i. Copy : Copyright notice

***(takes user to the change language page)**

The screenshot shows the illy website interface with the following annotated elements:

- 1.** Header area containing the illy logo (a) and primary navigation links: COFFEE (b), EXPRESSIONS (c), ABOUT ILLY (d), ILLY PROFESSIONAL (e), and SHOP (f). A search bar (g) is located on the right.
- 2.** A vertical sidebar on the left containing multiple instances of '2NDARY NAVIGATION' and 'TERTIARY NAVIGATION'.
- 3.** A dark grey bar at the bottom left containing a 'change language' link (a).
- 4.** A large 'section title' in the main content area.
- 5.** A horizontal navigation bar below the title with three '4th level nav' items.
- 6.** A video player interface containing:
 - a.** The video playing stage.
 - b.** A scrubber bar.
 - c.** A volume control icon.
 - d.** A rewind button.
 - e.** A play button.
 - f.** A fast forward button.
- 7.** A dark grey footer bar containing:
 - a.** 'change language' link.
 - b.** 'faq' link.
 - c.** 'sitemap' link.
 - d.** 'press' link.
 - e.** 'distributors' link.
 - f.** 'contact' link.
 - g.** 'privacy policy' link.
 - h.** 'SIGN UP FOR OUR NEWSLETTER' link.
 - i.** Copyright notice: '© illy caffè S.p.A 2005 - all rights reserved'.

NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : all secondary navigation

3. Navigation : all tertiary navigation

4. Copy : section title

5. Navigation : fourth level navigation

6. Video interface :

- a. video playing stage
- b. scrubber
- c. volume control
- d. Navigation : rewind
- e. Navigation : play (will double as pause)
- f. Navigation : fast forward
- g. Copy : supporting copy

7. Footer Information :

a*. Navigation : Change Language

b. Navigation : FAQ

c. Navigation : Sitemap

d. Navigation : Press

e. Navigation : Distributors / (locate illy for US Market)

f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

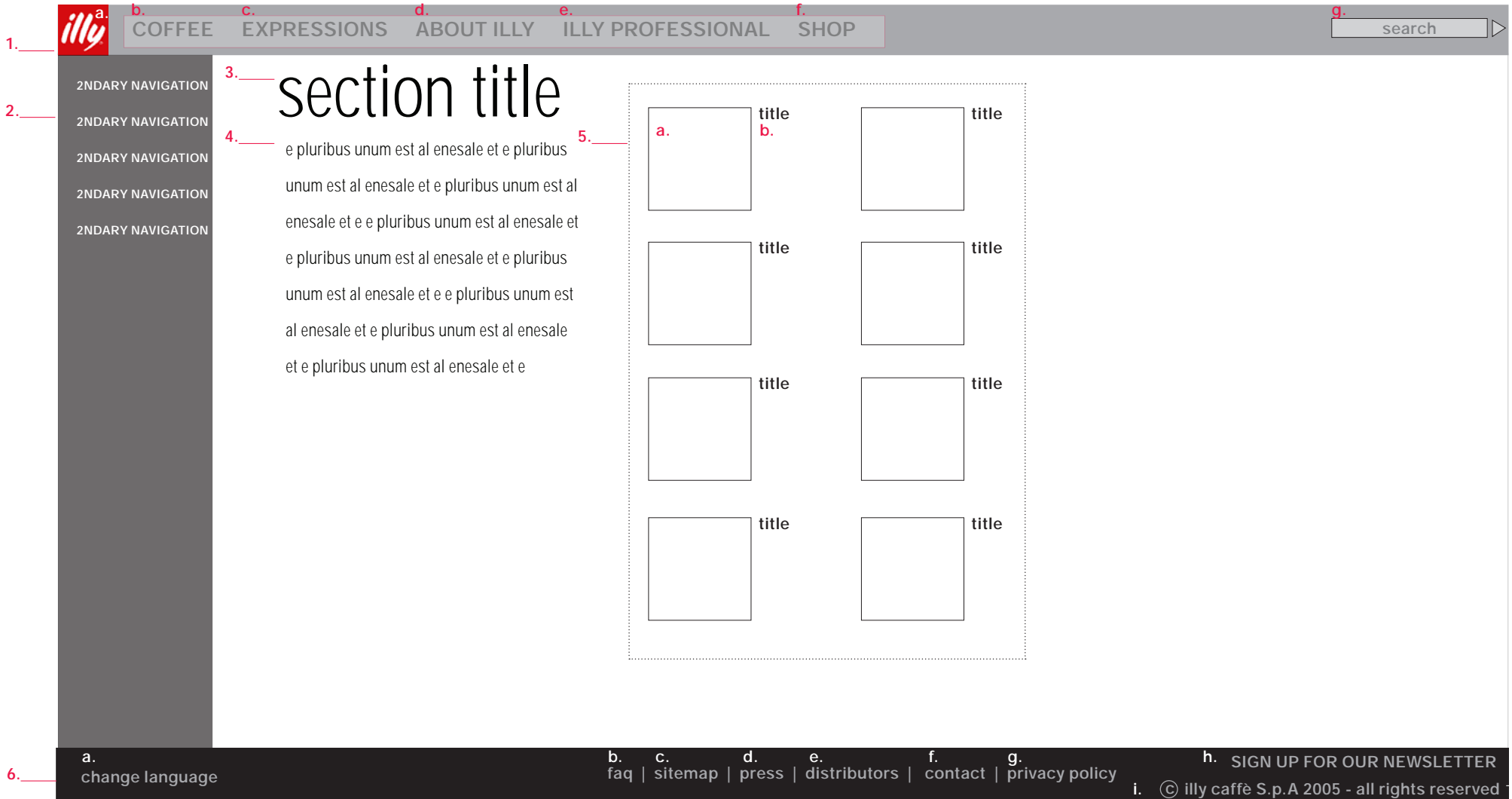
i. Copy : Copyright notice

*(takes user to the change language page)

Templates E-commerce

the following templates are for the “shop” section, existing content should be re-purposed from the existing site and placed into the navigation structure described in this document

for those pages that have lengthy text with them (i.e. coffee delivery or some other special offers), where there is a need for pagination the template “**information : Content Page, Text and Image, found on page 17**” should be used.



NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search (will search product catalogue)

2. Navigation : all secondary navigation

3. Copy : section title

4. Copy : body copy

5. Navigation : redundant navigation for secondary level navigation

- a*. Graphic
- b. Copy : title

Navigation links will be to the subsections of Shop (Coffee, Cup Collections, Illy a Casa Home Delivery, Gifts, Accessories, Machines, New from illy, Business Gifts)

6. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press

e. Navigation : Distributors / (locate illy for US Market)

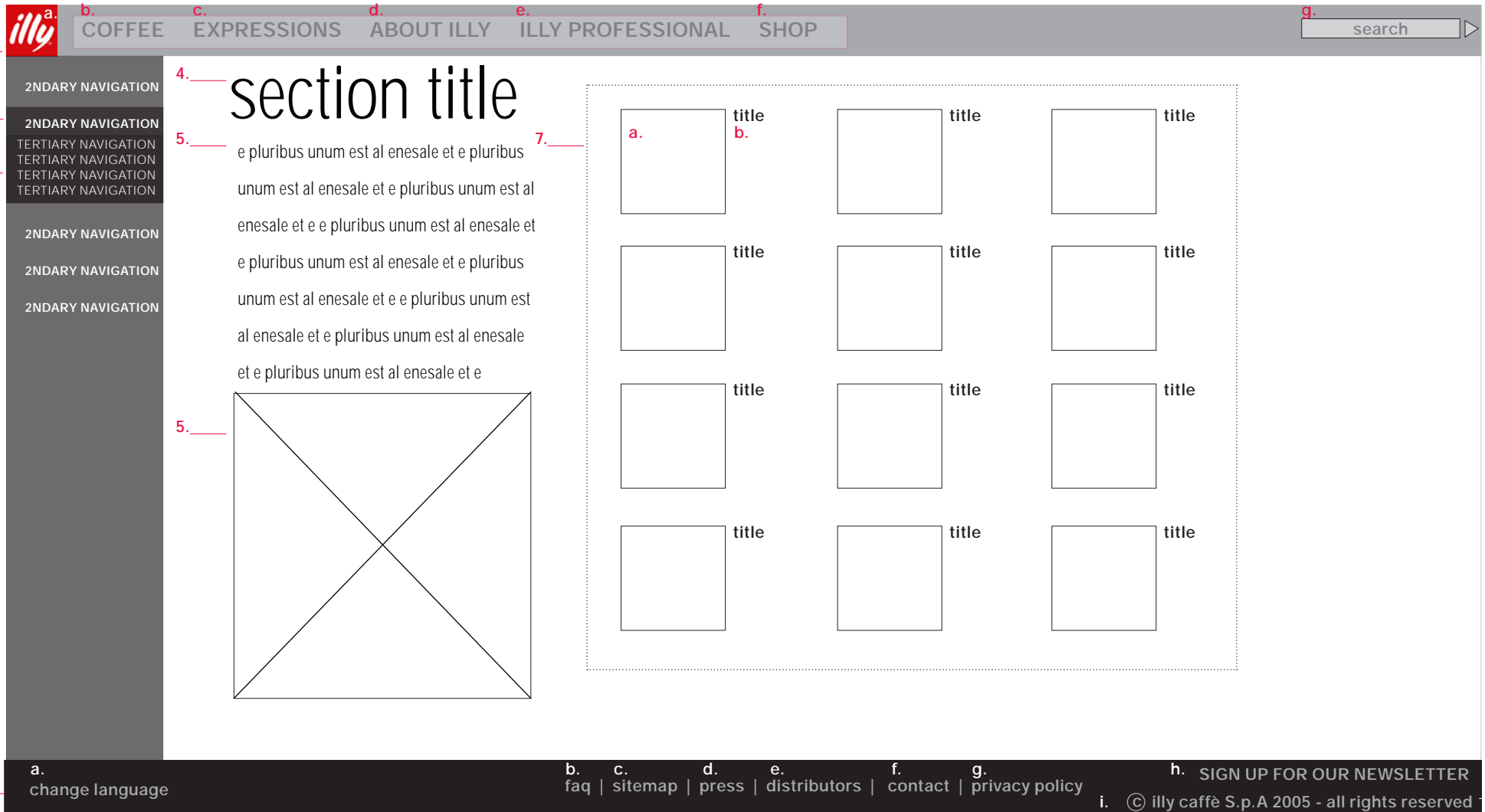
f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

i. Copy : Copyright notice

*(takes user to the change language page)



NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search (will search product catalogue)

2. Navigation : all secondary navigation

3. Navigation : all tertiary navigation

4. Copy : section title

5. Copy : body copy

6. Graphic

7. Navigation : redundant navigation for tertiary level navigation/product drill down. May lead user to directly to product drill down, or a tertiary landing page, depending upon needs of the content.

- a*. Graphic
- b. Copy : title

8. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ

c. Navigation : Sitemap

d. Navigation : Press

e. Navigation : Distributors / (locate illy for US Market)

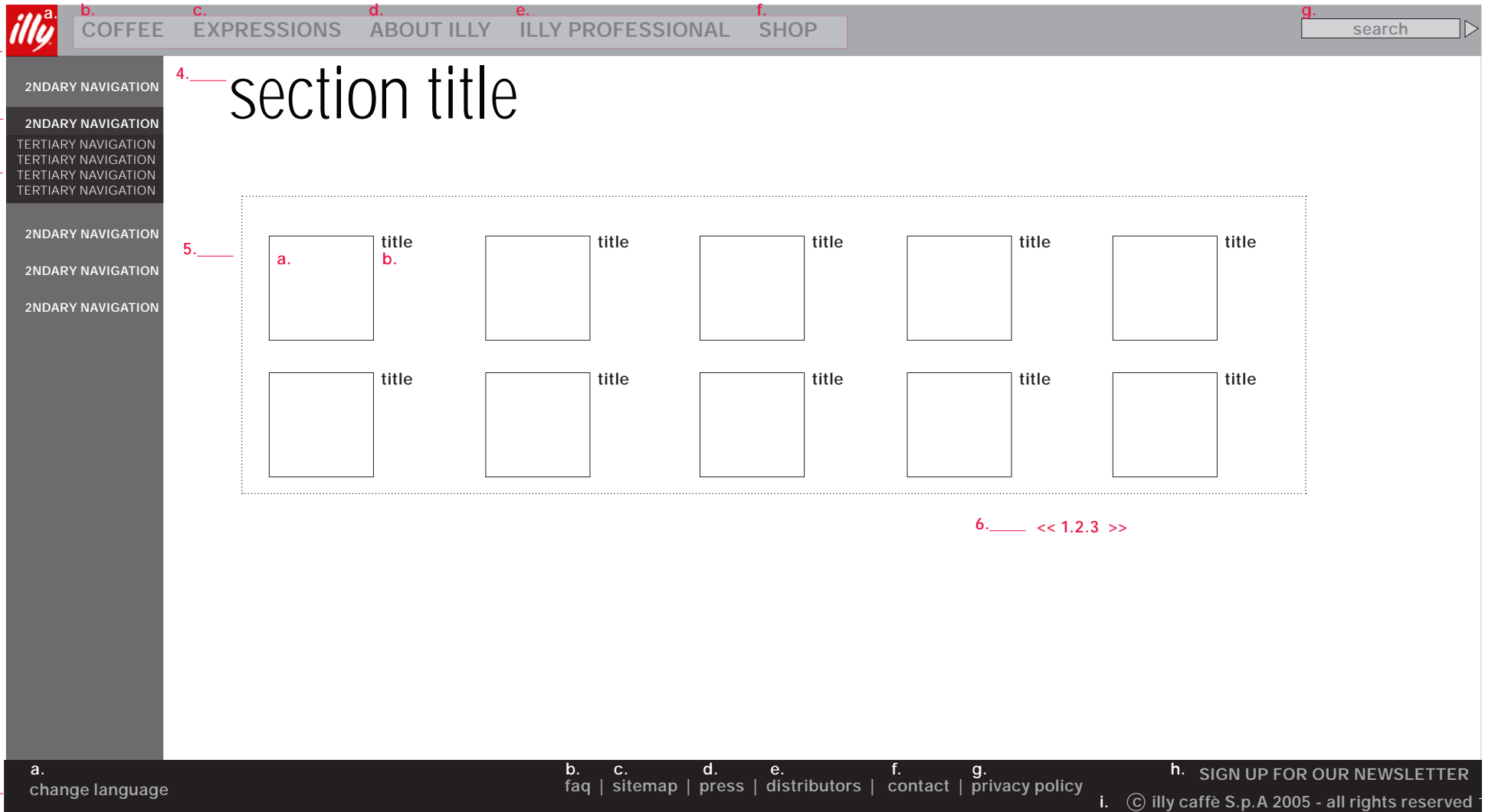
f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

i. Copy : Copyright notice

*(takes user to the change language page)



NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search (will search product catalogue)

2. Navigation : all secondary navigation

3. Navigation : all tertiary navigation

4. Copy : section title

5. Navigation : product drill down only

- a*. Graphic
- b. Copy : title

6. Navigation : pagination

7. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press
- e. Navigation : Distributors / (locate illy for US Market)

f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

i. Copy : Copyright notice

*(takes user to the change language page)

Unique templates

The screenshot shows the illy website's search results page. At the top left is the illy logo (1). A horizontal navigation menu contains links for COFFEE (2), EXPRESSIONS (3), ABOUT ILLY (4), ILLY PROFESSIONAL (5), and SHOP (6). A search bar with a search button is on the right (7). The main content area displays the search results, starting with a title 'search results' (8) and a message: 'Your search for "term here" produced "#" results' (9). Below this is a list of search results, each consisting of a hyperlinked name and a text description. At the bottom right of the results area is another pagination control (10). The footer contains a 'change language' link (11), a list of navigation links (12), a newsletter sign-up link (13), and a copyright notice (14).

NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : all secondary navigation

3. Copy : section title

4. Navigation : pagination (if needed)

5. Copy : search results returned description

6. Navigation : hyperlinked search result

7. Copy : search result description

8. Navigation : pagination (if needed)

9. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press

e. Navigation : Distributors / (locate illy for US Market)

f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

i. Copy : Copyright notice

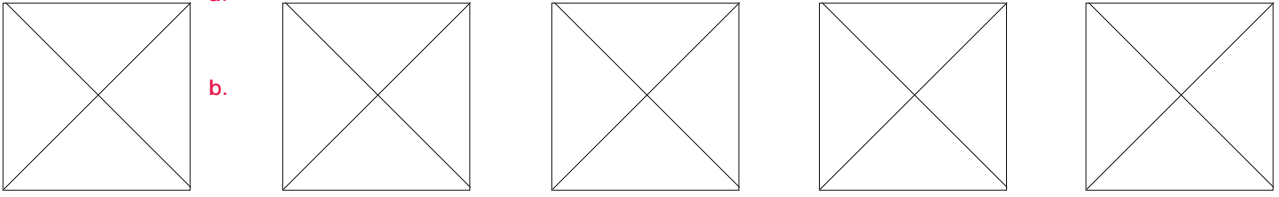
*(takes user to the change language page)

2. 2NDARY NAVIGATION
 2NDARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 2NDARY NAVIGATION
 2NDARY NAVIGATION
 2NDARY NAVIGATION

3. past collections

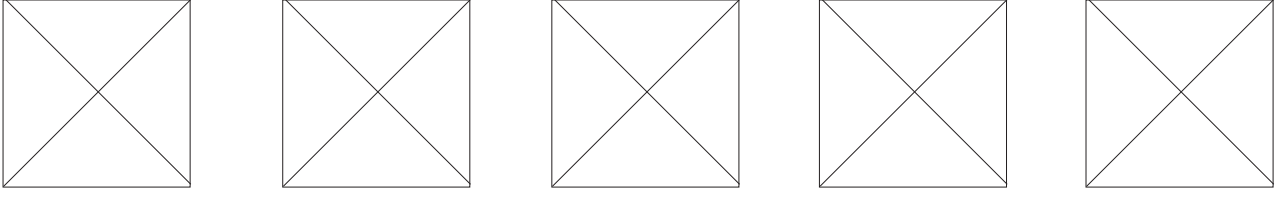
4. < 1 . 2 . 3 >

5. year / artist / title a. year / artist / title year / artist / title year / artist / title year / artist / title



b.

year / artist / title year / artist / title year / artist / title year / artist / title year / artist / title



6. sort by year
 sort by artist
 sort by title

- NOTES :::**
- 1. Header Information :
 - a. Graphic : logo
 - b. Navigation : Coffee
 - c. Navigation : Expressions
 - d. Navigation : About illy
 - e. Navigation : illy Professional
 - f. Navigation : Shop
 - g. Function : Search
 - 2. Navigation : all secondary navigation
 - 3. Copy : section title
 - 4. Navigation : pagination (if needed)
 - 5. Cup Collection Information :
 - a. Navigation : Cup Collection title
 - b. Navigation : Graphic image of cup
 - 6. Function : sort by year, sort by artist and sort by title, will reorder the collections depending upon user choice.
 - * (takes user to the change language page)
 - 7. Footer Information :
 - a*. Navigation : Change Language
 - b. Navigation : FAQ
 - c. Navigation : Sitemap
 - d. Navigation : Press
 - e. Navigation : Distributors / (locate illy for US Market)
 - f. Navigation : Contact
 - g. Navigation : Privacy Policy
 - h. Navigation : Newsletter
 - i. Copy : Copyright notice

The screenshot shows the top portion of the illy website. At the top left is the illy logo (a). To its right is a horizontal navigation bar with five items: COFFEE (b), EXPRESSIONS (c), ABOUT ILLY (d), ILLY PROFESSIONAL (e), and SHOP (f). On the far right of this bar is a search box (g) with the text 'search' and a right-pointing arrow. Below the navigation bar is a dark grey vertical sidebar on the left containing several '2NDARY NAVIGATION' and 'TERTIARY NAVIGATION' labels. The main content area features a large heading 'year / artist / title' (4) above a square graphic with an 'X' inside (5). To the right of the graphic is a block of Latin text (6) and a link labeled 'LINK' with the text 'name of site here' (7). At the bottom of the page is a dark grey footer bar containing: 'a. change language' (8), a list of navigation links: 'b. faq | c. sitemap | d. press | e. distributors | f. contact | g. privacy policy', 'h. SIGN UP FOR OUR NEWSLETTER', and 'i. © illy caffè S.p.A 2005 - all rights reserved'.

NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search (will search product catalogue)

2. Navigation : all secondary navigation

3. Navigation : all tertiary navigation

4. Copy : section title by year/artist/title

5. Graphic

6. Copy : product description

7. Navigation : hyperlink (if needed)

8. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press
- e. Navigation : Distributors / (locate illy for US Market)

2. 2NDARY NAVIGATION
 2NDARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 2NDARY NAVIGATION
 2NDARY NAVIGATION
 2NDARY NAVIGATION

3. press releases

5. << 1.2.3 >>

4. 09 APR 2006 a. Title of News Releases b. The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy. c.
- 09 APR 2006 Title of News Releases The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy.
- 09 APR 2006 Title of News Releases The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy.
- 09 APR 2006 Title of News Releases The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy.
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- 09 APR 2006 Title of News Releases The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy.

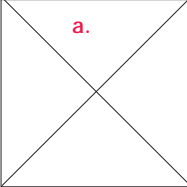
5. << 1.2.3 >>

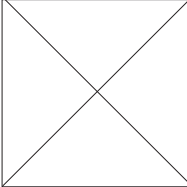
- NOTES :::**
- 1. Header Information :
 - a. Graphic : logo
 - b. Navigation : Coffee
 - c. Navigation : Expressions
 - d. Navigation : About illy
 - e. Navigation : illy Professional
 - f. Navigation : Shop
 - g. Function : Search
 - 2. Navigation : all secondary navigation
 - 3. Copy : section title
 - 4. Press Section Text description :
 - a. Copy : date
 - b. Copy : title (linked in main link color)
 - c. Copy : text description (linked underline on rollover)
 - 5. Navigation : pagination (if needed)
 - 6. Footer Information :
 - a*. Navigation : Change Language
 - b. Navigation : FAQ
 - c. Navigation : Sitemap
 - d. Navigation : Press
 - e. Navigation : Distributors / (locate illy for US Market)
 - f. Navigation : Contact
 - g. Navigation : Privacy Policy
 - h. Navigation : Newsletter
 - i. Copy : Copyright notice
- *(takes user to the change language page)

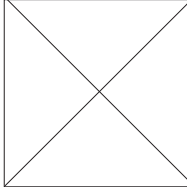
1.  **a.** **b.** COFFEE **c.** EXPRESSIONS **d.** ABOUT ILLY **e.** ILLY PROFESSIONAL **f.** SHOP **g.** search

2. 2NDARY NAVIGATION
 2NDARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 TERTIARY NAVIGATION
 2NDARY NAVIGATION
 2NDARY NAVIGATION
 2NDARY NAVIGATION

3. news releases

4.  **a.** **b.** Title
00 MON YYYY
jumped over the lazy dog on the way to the market over the bridge by the truck. the lazy dog on the way to the market over the bridge by the truck **c.**

 **a.** **b.** Title
00 MON YYYY
jumped over the lazy dog on the way to the market over the bridge by the truck. the lazy dog on the way to the market over the bridge by the truck

 **a.** **b.** Title
00 MON YYYY
jumped over the lazy dog on the way to the market over the bridge by the truck. the lazy dog on the way to the market over the bridge by the truck

5. 09 APR 2006 **a.** Title of News Releases **b.**
 The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy. **c.**

09 APR 2006 Title of News Releases
 The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy.

09 APR 2006 Title of News Releases
 The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy.

09 APR 2006 Title of News Releases
 The quick brown fox jumped over the fashionable fox several times after drinking an espresso to give a jolt of energy.

6. **a.** change language **b.** faq **c.** sitemap **d.** press **e.** distributors **f.** contact **g.** privacy policy **h.** SIGN UP FOR OUR NEWSLETTER **i.** © illy caffè S.p.A 2005 - all rights reserved

NOTES :::

1. Header Information :

- a.** Graphic : logo
- b.** Navigation : Coffee
- c.** Navigation : Expressions
- d.** Navigation : About illy
- e.** Navigation : illy Professional
- f.** Navigation : Shop
- g.** Function : Search

2. Navigation : all secondary navigation

3. Copy : section title

4. News Section Highlights

- a.** Graphic : serves as navigation
- b.** Copy : title and date (serves as navigation)
- c.** Copy : text description

5. News Section Text description :

- a.** Copy : date
- b.** Copy : title (linked in main link color)
- c.** Copy : text description (linked underline on rollover)

6. Footer Information :

- a***. Navigation : Change Language
- b.** Navigation : FAQ
- c.** Navigation : Sitemap

d. Navigation : Press

e. Navigation : Distributors / (locate illy for US Market)

f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

i. Copy : Copyright notice

*(takes user to the change language page)

The screenshot shows a website header with the 'illy' logo and navigation links: COFFEE, EXPRESSIONS, ABOUT ILLY, ILLY PROFESSIONAL, and SHOP. A search bar is on the right. The main content area is titled 'press' and contains several sub-sections: PRESS RELEASES, NEWS RELEASES, CONTACTS, PRESS RESOURCES, PRESS KIT, and PICTURE BANK. A footer contains 'UPDATE TOMORROW' and a newsletter sign-up link. Annotations 1-12 identify specific elements for analysis.

NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : all secondary navigation

3. Navigation : all tertiary navigation

4. Copy : section title

5. Sub-section Information : press releases

- a. Graphic
- b. Copy : sub-section title
- c. Body Copy

6. Sub-section Information : news releases

- a. Graphic
- b. Copy : sub-section title
- c. Body Copy

7. Sub-section Information : contacts

- a. Graphic

b. Copy : sub-section title

c. Body Copy

8. Copy : section title

9. Copy : explanation Press Kit and Picture Bank, this is a login area so the copy MUST reflect this

10. Sub-section Information : press kit

- a. Graphic
- b. Copy : sub-section title
- c. Body Copy

11. Sub-section Information : image bank

R : information : landing page section for Press Section Only notes cont.

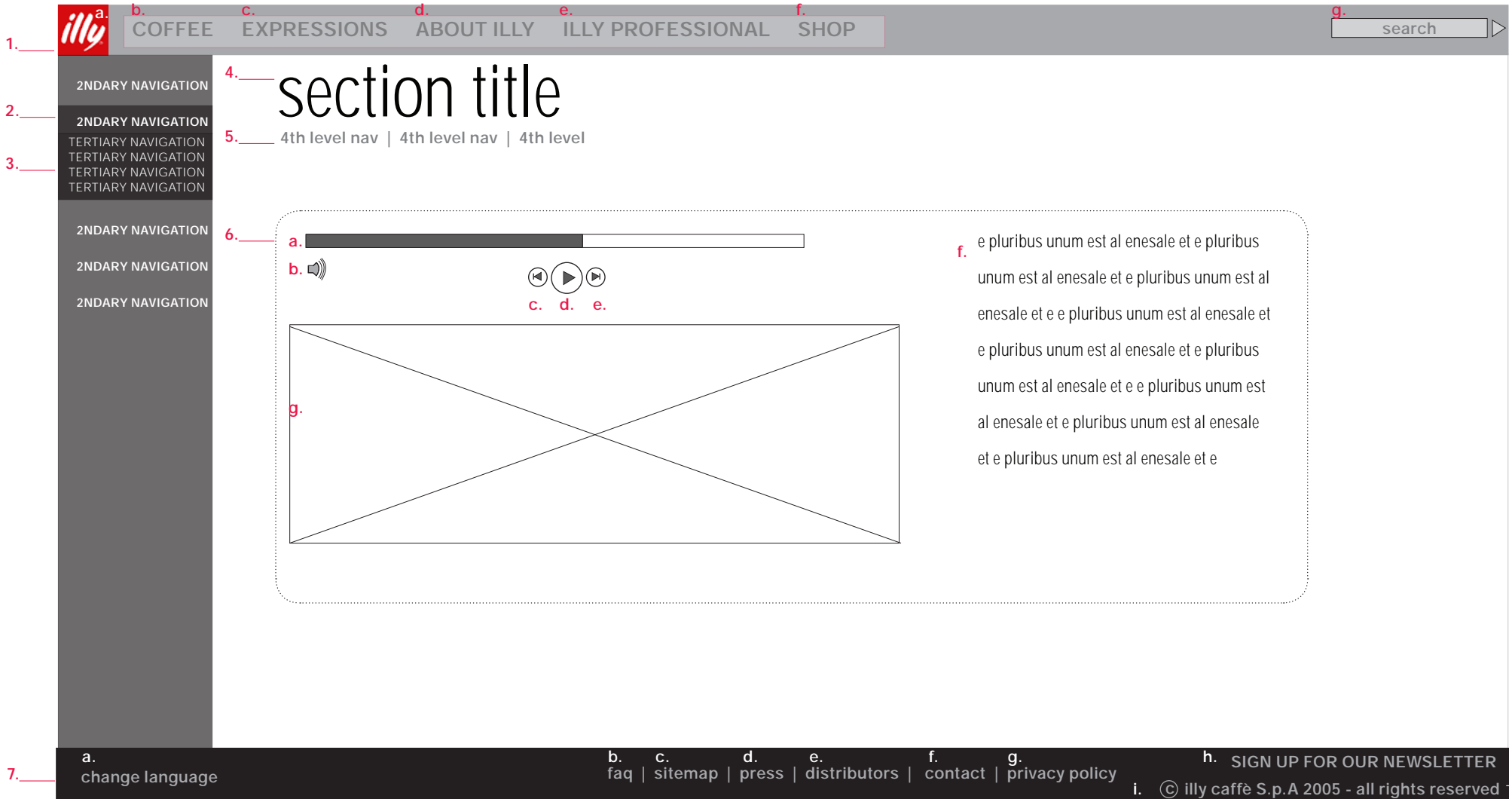
- a. Graphic
- b. Copy : sub-section title
- c. Body Copy

12. Footer Information :

- a*. Navigation : Change Language
- b. Navigation : FAQ
- c. Navigation : Sitemap
- d. Navigation : Press
- e. Navigation : Distributors / (locate illy for US Market)
- f. Navigation : Contact
- g. Navigation : Privacy Policy
- h. Navigation : Newsletter
- i. Copy : Copyright notice

*(takes user to the change language page)

Miscellaneous templates



NOTES :::

1. Header Information :

- a. Graphic : logo
- b. Navigation : Coffee
- c. Navigation : Expressions
- d. Navigation : About illy
- e. Navigation : illy Professional
- f. Navigation : Shop
- g. Function : Search

2. Navigation : all secondary navigation

3. Navigation : all tertiary navigation

4. Copy : section title

5. Navigation : fourth level navigation

6. Audio interface :

- a. scrubber
- b. volume control
- c. Navigation : rewind
- d. Navigation : play (will double as pause)
- e. Navigation : fast forward
- f. Copy : supporting copy
- g. Graphic

7. Footer Information :

- a*. Navigation : Change Language

b. Navigation : FAQ

c. Navigation : Sitemap

d. Navigation : Press

e. Navigation : Distributors / (locate illy for US Market)

f. Navigation : Contact

g. Navigation : Privacy Policy

h. Navigation : Newsletter

i. Copy : Copyright notice

*(takes user to the change language page)

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	<p>Changes to sitemap per conference call of 22 nov :</p> <ul style="list-style-type: none"> -added coffee products & systems to COFFEE (consumer focused) -illy blend : self playing piece, decaf. 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 split 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 illy collection is ok -FOLLOW UP : there must be a segmentation of e-commerce per section and country 		
david sansone	01 dec 05	<p>For Italy: send him the site map in advance to Andrea Illy.</p> <p>Art Lovers: Those intrigued by and interested in art.</p> <p>Coffee:</p> <ul style="list-style-type: none"> 1.1: coffee products 1.2: the illy blend 1.3: coffee preparation 1.2.5: brewed/filter 1.3: change "botany" to "science" 1.6: illy coffee (think about nomenclature or using another tab for brewing devices and accessories) <p>Expressions:</p>	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 go in there as 2.3.4</p> <p>Illy bar concept: make this its own section, 2.6</p> <p>New section 2.7: Art Community (placeholder for now)</p> <p>Illy 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 Illy"?) – 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 (illy makes...)</p> <p>Global Utilities: Delete Distributors 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	

Revision History and Notes

author	date	changes	client request	internal request
david sansone	04 APR 06	version 2 : sitemap and nomenclature officially approved. template layout now started	n/a	
david sansone	07 APR 06	version 2.1: -addition of newsletter call out to the footer -added press & contact to footer nav, they had been in the sitemap but not added to the templates -condensed the experiential & information sections to reflect that all tertiary and fourth level pages in the experiential section will now be html -added two additional touts to the home page (to be vetted by Kris Kiger) -addition of International English and classification of American English for the language selection -added section landing page for the information sections, this page will be used only for the "about illy & illy professional" sections -added unique template for search results OPEN ID ITEMS need to know all unique templates that need to be done -did not do a press one, the following template can be used information : content page, text only , pg 18 of this document	yes : per meeting with illy team	
david sansone	10 APR 06	-added press, news, press kit, picture bank to press utility -developed unique templates for "past collections, news & press releases" -added identifying markers for template use in Sitemap	yes : changed per Andrea Appewick email of 10 April 06	
david sansone	13 APR 06	-added past collection cup detail (sec 2.1.2.1) -added "preview upcoming collections" for professional sec (sec 4.3.1.4) -add color highlights for the flash only module (i.e. the rooms) -distinction made between unique and miscellaneous templates (audio only is currently the only misc. template)	yes : changed per meeting with Carlo Bach & Beverly Stotz (illy CD and VP Marketing) 11 apr 06	
david sansone	27 APR 06	-added unique template page for Press Landing Page	yes : changed per request of client Andrea Appelwick	