

# Scion.com/Events

# UX/Wireframes

# Agenda

- Review sitemap
- Review key event data
- Review wireframes
- Event Flyers
- Open Items
- Dashboard Implications

# Overview

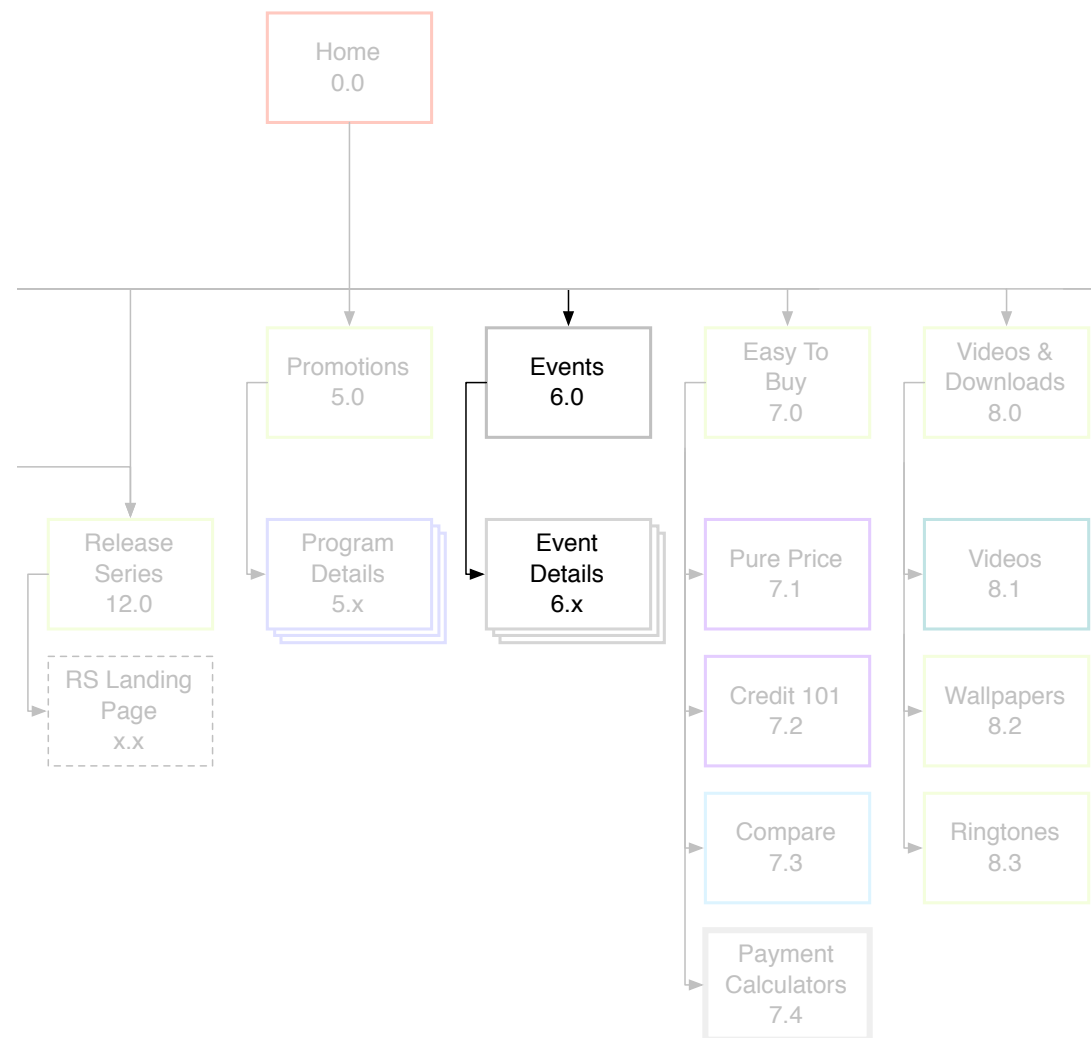
The purpose of this meeting is to review the wireframes for the front-end of the Scion.com/Events section and related elements.

# Sitemap

# Sitemap

Items reviewed within will encompass pages related to the public areas of the events system.

## Events Section



# Event Data

## Event Data

Information that is typical for most event types, both required and optional. Optional items can be added multiple times. Based on assumptions derived from the TSP integration guide.

### Basic Event Information

- |                       |                  |
|-----------------------|------------------|
| 1. Events Submitter   | 10. Event Date   |
| 2. Campaign Code      | - All Day Option |
| 3. Event ID           | 11. Event Time   |
| 4. Event Title        | 12. Location     |
| 5. Description        | - Location URL   |
| 6. Event Image        | 13. City         |
| 7. Multi-Media Embed  | 14. State        |
| 8. Event Publish Date | 15. Zip Code     |
| 9. Publish End Date   | 16. Region       |

### Miscellaneous Event Information

- |                                    |                           |
|------------------------------------|---------------------------|
| 1. Hosts                           | 6. Tags                   |
| - Host URL                         | 7. Social Media Promotion |
| 2. Set Age Requirement             | 8. Repetition Options     |
| 3. Allow RSVP                      | - Repeats each Week       |
| 4. Set max RSVPs amount            | - Repeats each Month      |
| - Allow Additional Guests          | - Repeats each Weekend    |
| - Additional Guests Register Limit |                           |
| 5. Custom Message                  |                           |

# Wireframes

# Wireframes Overview

The following wireframes are meant to illustrate the design specification for the front-end experience of the Scion.com/Events section. Requirements illustrated for display do not indicate final layout position.

# Event Landing Page Wireframes

# Events Landing

## Events landing page wireframe

### 1.0 RESULTS FILTERS

As the user filters with these fields, the Event List is updated to reflect changes in zip code, radius requested, or event type.

### 2.0 CURRENT LOCATION RESULTS

Displays active filter parameter, (i.e., city, zip code, etc.)

### 3.0 INTERACTIVE MAP

When the user zooms or pans across the map, the event list is updated to reflect events in that view.

### 3.1 MAP MODAL

Appears after the user clicks on an event "pin".

### 3.2 LEARN MORE CTA

This link takes the user to the event detail page.

### 3.3 MAP LEGEND

Displays key for color coded map entries.

### 3.4 EXPAND MAP CTA

Expands the map display.

### 4.0 LIST VIEW TOGGLE

Toggles to event list view.

### 4.1 CALENDAR VIEW TOGGLE

Toggles to event calendar view.

### 4.2 # OF ITEMS DISPLAY

Total number of items contained in the current display.

The wireframe illustrates the layout of the Events Landing page. At the top, there is a navigation bar with links for 'BUILD YOUR SCION', 'FIND A DEALER', 'LOGIN', 'SHARE', 'LIVE CHAT', a search bar, and a 'GO' button. Below this is the 'Events' section header. The main content area features a search filter section (1.0) with fields for ZIP CODE, RADIUS, CITY, STATE, and EVENT TYPE. A current location indicator (2.0) shows 'Showing Results for: OAKLAND, CA'. An interactive map (3.0) displays event pins, with a modal (3.1) for an event titled 'SCION PRESENTS: Integrity, Ringworm, Seven Sisters of Love Below, Young and in the Way'. A legend (3.3) identifies event types. A 'Learn More' CTA (3.2) and an 'Expand Map' CTA (3.4) are also present. Below the map, there are view toggles for LIST (4.0), CALENDAR (4.1), and XX ITEMS (4.2). The event list shows two dates: 'Month 27 San Francisco' and 'Month 28 San Francisco', each with an event title, an RSVP button, and an Event Type link.

# Events Landing cont.

## Events landing page wireframe

### 5.0 EVENTS LIST

Information displayed here is related to filters applied to the events map. The initial default timescale is tied to current month of the event system.

### 5.1 DATE OPTION

When the user clicks this option it sorts the list items by closest event date or by furthest event date.

### 5.2 DISTANCE OPTION

When the user clicks this option it sorts the list items by closest event or by furthest event.

### 5.3 EVENT DATE AND LOCATION

This field displays the date and location of the event.

### 5.4 EVENT IMAGE

Clicking on this image takes the user to the event detail page. When there is no image, a default fallback image is displayed.

### 5.5 EVENT TITLE

Clicks on this element navigate to the corresponding Event Detail page.

### 5.6 RSVP CTA

Clicks here deploy the RSVP modal.

### 5.7 EVENT TYPE

Displays the event category. Clicking this filters the list view by event type.

The wireframe shows a top navigation bar with links: BUILD YOUR SCION, FIND A DEALER, LOGIN, SHARE, LIVE CHAT, Search..., and GO. Below is the 'Events' section header. The main content area features a search filter section with fields for ZIP CODE, RADIUS (25 Mi), CITY (ENTER CITY NAME), STATE (AL), and EVENT TYPE (ALL). A map displays event locations with a callout for 'SCION PRESENTS: Integrity, Ringworm, Seven Sisters of Sleep, The Love Below, Young and in the Way'. Below the map are 'LIST', 'CALENDAR', and 'XX ITEMS' buttons. The event list is sorted by 'Date | Distance'. The first event card shows 'Month 27 San Francisco' with a placeholder image, event title, and 'RSVP' button. The second card shows 'Month 28 San Francisco' with similar details. A third card is partially visible at the bottom.

# Events - Calendar

## Events Calendar View

### 1.0 CALENDAR VIEW

Information displayed here is related to filters applied to the events map. The initial default timescale is tied to current month of the event system.

### 1.1 CALENDAR NAVIGATION

Clicks here display previous/next month.

### 1.2 CALENDAR LEGEND

Displays key for color coded calendar entries.

### 1.3 CALENDAR EVENT

Displays event name, event time. Entries should be coded to differentiate type.

BUILD YOUR SCION FIND A DEALER LOGIN SHARE LIVE CHAT Search... GO

---

## Events

### Fringilla Etiam

Etiam porta sem malesuada magna mollis euismod. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

SEARCH BY

ZIP CODE

RADIUS

CITY

STATE

RADIUS

EVENT TYPE

Showing Results for: OAKLAND, CA

LIST CALENDAR XX ITEMS

Month 2012 ◀ ▶

Legend  Event Type 1  Event Type 2  Event Type 3  Event Type 4

Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10 TODAY <span style="background-color: #ccc; padding: 2px;">7PM Scion Label Presents</span>	11	12 <span style="background-color: #ccc; padding: 2px;">4PM Scion Rock Fest</span>	13 <span style="background-color: #ccc; padding: 2px;">4PM Scion Rock Fest</span> <span style="background-color: #ccc; padding: 2px;">7PM Scion Label Presents</span> <span style="background-color: #ccc; padding: 2px;">8PM Sales Event</span>
14 <span style="background-color: #ccc; padding: 2px;">4PM Scion Rock Fest</span>	15	16	17	18	19	20
21	22	23	24	25		

# Event Detail

# Event Detail

## Event Detail Page

### 1.0 QUICK DETAIL HEADER

Key event info is displayed here.

### 1.1 RSVP CTA

Deploys RSVP modal.

### 2.0 EVENT IMAGE

Event detail image, displayed in landscape format as illustrated. Container element should accommodate both portrait and landscape formats.

### 2.1 EVENT DESCRIPTION

Text that explains the event in more detail.

### 2.2 HOSTS

Clicking on Host links takes the user to the Host's website. If a Host does not have a website, the text is static.

### 2.3 CUSTOM FIELD

Calls out custom announcements and requests, like "costume party, wear a costume". If there is no custom announcement, the field is not displayed.

### 2.4 MULTIMEDIA EMBED

Additional embedded content should leverage an iframe to display, in the example illustrated a video has been embedded.

The wireframe shows a navigation menu on the left with categories like CARS, RELEASE SERIES, and EVENTS. The main content area features a header with the event title and dates, a large image placeholder, a description, host information, a custom field, and a video embed. A right sidebar contains event information, a map, social sharing options, and tags. A search bar and utility links are at the top right.

# Event Detail cont.

## Event Detail Page

### 3.0 MAP DISPLAY

The zoom level displays the event location's cross streets. Pan and zoom are disabled.

### 3.1 GET DIRECTIONS CTA

Deploys the Get Directions wizard in the right column.

### 3.2 FACEBOOK SHARE

Clicks here deploy the Facebook share modal. Users with non-active FB sessions will be directed to the FB Connect window.

### 3.3 TWITTER SHARE

Clicks here deploy the Twitter share modal. Users with non-active Twitter sessions will be directed to the Twitter log in window.

### 3.4 GOOGLE+ SHARE

Clicks here deploy the Google+ share modal. Users with non-active Google+ sessions will be directed to the Google+ log in window.

### 3.5 EMAIL SHARE

Clicks here deploy the Email Share modal.

### 3.6 TAGS

Clicks on these links navigate the user to the Event Landing page filtered by the related event type.

BUILD YOUR SCION FIND A DEALER LOGIN SHARE LIVE CHAT Search... GO

**Events** » Event Detail

## Scion Presents: Scion Label Event

May 1 to May 5, 2012 7-10PM  
Oakland, CA

RSVP

- CARS
- tc
- xB
- xD
- iQ
- FR-S
- RELEASE SERIES
- CERTIFIED USED
- EASY TO BUY
- PROMOTIONS
- EVENTS**
- VIDEOS/DOWNLOADS
- SCION LIFESTYLE
- CONCEPT CARS
- BLOG

Scion Label Showcase presents A389 Records @ The Glass House. A live recorded event featuring Integrity, Ringworm, Seven Sisters Of Sleep, The Love Below, and Young And In The Way.

**HOSTS**  
Gluekit, Scion Installation LA

**<CUSTOM FIELD>**  
Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

**VIDEO TITLE**

RSVP

**EVENT INFORMATION**

Scion Installation LA,  
111 West 2nd Street  
Los Angeles, CA, 12345

May 1 to May 5, 2012  
7-10PM

**SHARE**

- 3.2 Share 22
- 3.3 Tweet 103
- 3.4 2
- 3.5 Email This

**3.6 TAGS**  
[Music](#), [Art](#), [Scion Label](#), [Scion Presents](#)

# Event Detail cont.

## Get Directions Wizard

### 3.0 MAP DISPLAY

The zoom level displays the event location's cross streets. Pan and zoom are disabled.

### 3.1 GET DIRECTIONS CTA

Deploys the Get Directions wizard in the right column.

### 3.1.1 GET DIRECTIONS WIZARD STEP 1

First step in the Get Directions Wizard collects origination point information.

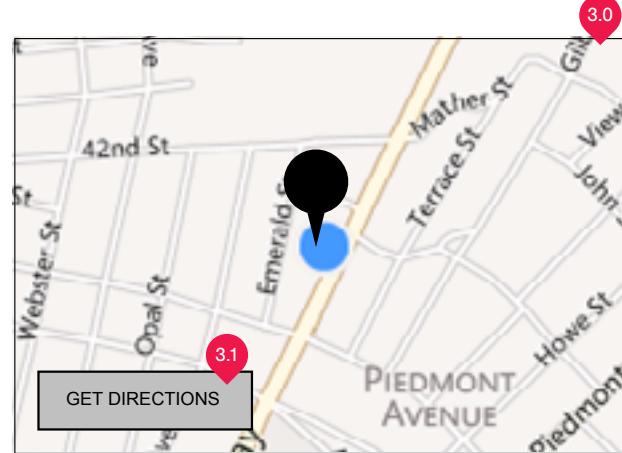
### 3.1.2 GET DIRECTIONS WIZARD STEP 2

Second step in the Get Directions Wizard displays turn-by-turn directions.

### 3.1.3 PRINT DIRECTIONS CTA

Clicks here deploy user's default print dialogue.

#### EVENT INFORMATION



A form view for collecting address and city information. It includes a map at the top with a red callout bubble '3.1.1'. Below the map are input fields for 'ADDRESS' and 'CITY'. There are also fields for 'STATE' (with a dropdown menu showing 'CA') and 'ZIPCODE'. A 'GET DIRECTIONS' button is at the bottom.

A complex block showing turn-by-turn directions. It includes a map at the top with a red callout bubble '3.1.2'. Below the map are buttons for '<< CANCEL' and 'PRINT DIRECTIONS' (with a red callout bubble '3.1.3'). The directions list includes: '4.0 mi, 14 min', '22 min with traffic', and several turn instructions such as '180 ft Turn left onto 3rd st', '0.7 mi Road name changes to Kearny St', and '111 ft Turn left onto Geary st'.

# Event Detail cont.

## Event RSVP Modal

### 1.0 EVENT DETAILS

Event information is presented here for convenience.

### 1.1 ERROR HANDLING

Error messages appear near the relevant field. The affected field is outlined.

### 1.2 GUEST DROPDOWN

Dropdown only appears if the Event Creator has enabled Guest RSVPs.

### 1.3 DATE OF BIRTH

These fields only appear if the Event is not an All Ages event.

### 1.4 REGISTER FOR SCION.COM

To allow for modifications to email preferences this must be a required element.

### 1.5 RSVP SUBMISSION BUTTON

This button remains disabled until the user agrees to register for Scion.com.

The wireframe illustrates the user interface for an event RSVP. The background page shows the event title 'Scion Presents: Scion Label Event' and location 'Oakland, CA'. A modal window is overlaid for registration, featuring the following elements:

- 1.0**: Modal title 'RSVP' with a close button.
- 1.1**: Event details including 'Scion Presents: Scion Label Event', dates 'May 1 to May 5, 2012 7-10PM', and location 'Scion Installation LA, 111 West 2nd Street, Los Angeles, CA, 12345'.
- 1.2**: Input fields for 'FIRST NAME' and 'LAST NAME'.
- 1.3**: Input field for 'EMAIL'.
- 1.4**: Input field for 'CONFIRM EMAIL' with an error message 'Email does not match'.
- 1.5**: 'BRINGING GUESTS?' dropdown menu (set to 0).
- 1.6**: 'DATE OF BIRTH' section with MM, DD, and YYYY dropdown menus.
- 1.7**: Two checkboxes: 'I want information from Scion News and Events' and 'Register for Scion.com'.
- 1.8**: 'RSVP' submission button.

The background page includes a navigation menu (BUILD YOUR SCION, FIND A DEALER, LOGIN, SHARE, LIVE CHAT, Search..., GO), a sidebar menu (CARS, tC, xB, xD, iQ, FR-S, RELEASE SERIES, CERTIFIED USED, EASY TO BUY, PROMOTIONS, EVENTS, VIDEOS/DOWNLOADS, SCION LIFESTYLE, CONCEPT CARS, BLOG), and a map of the event location.

# Event Detail cont.

## Event RSVP Confirmation Modal

### 1.0 CONFIRMATION MODAL

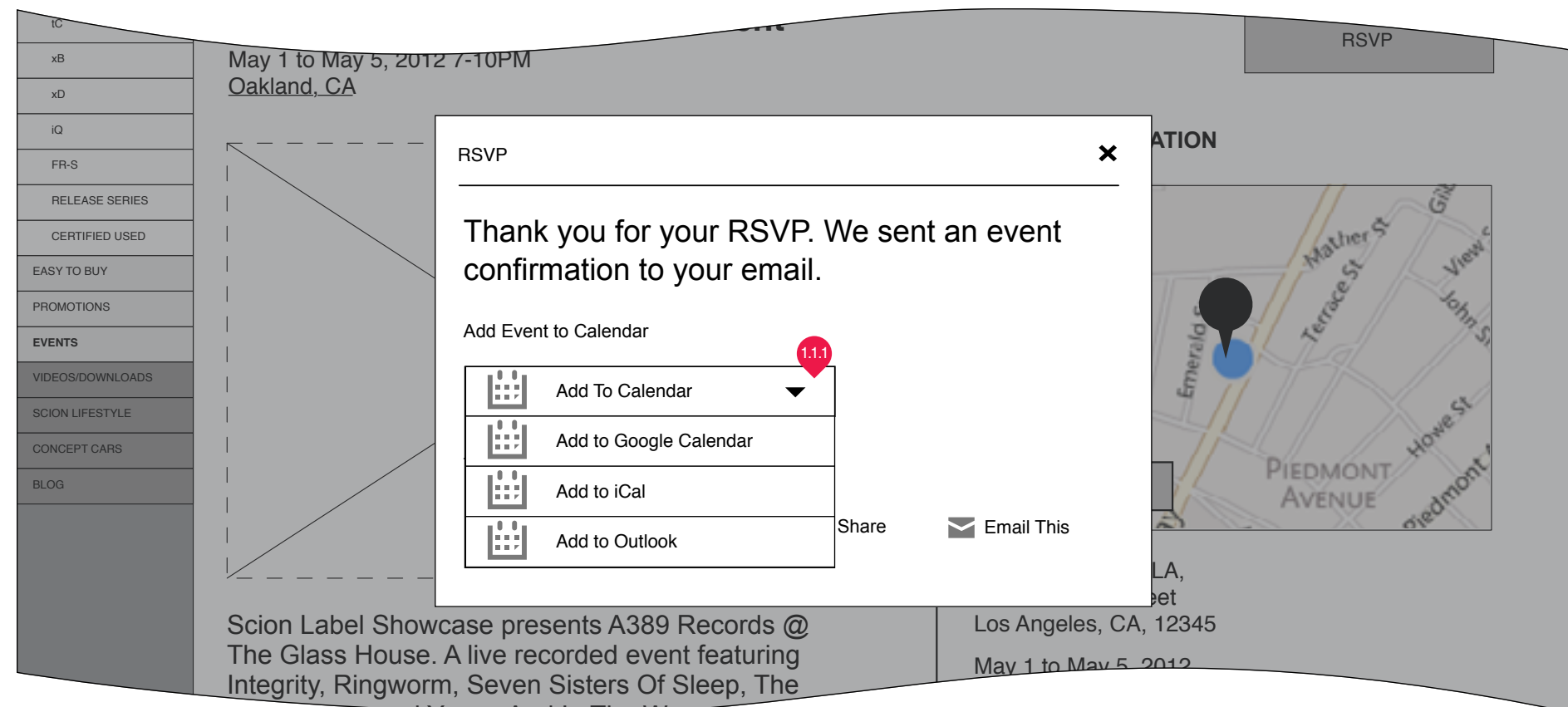
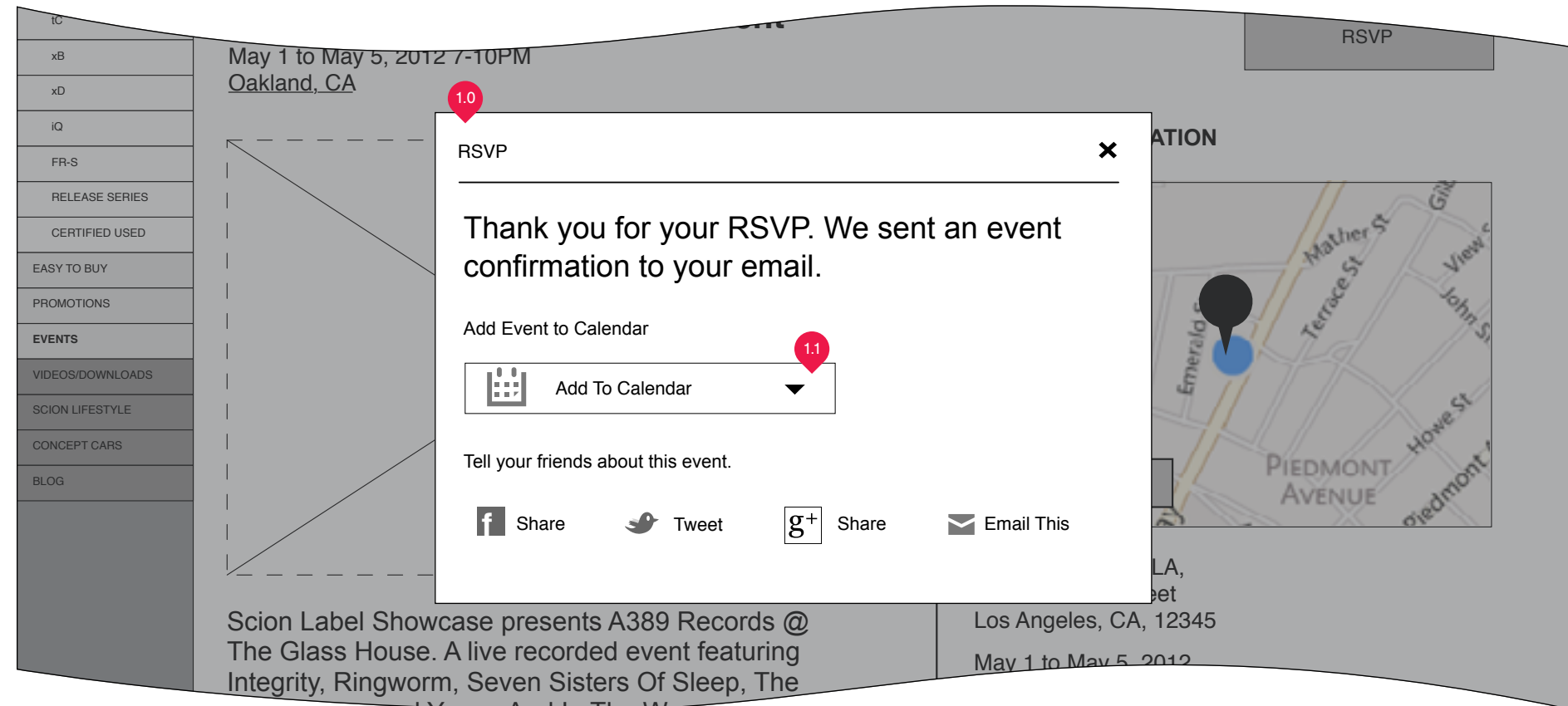
On successful RSVP submission displays confirmation message. Event details are emailed to the address specified.

### 1.1 ADD TO CALENDAR

Option to add the event to the user's selected scheduling application.

### 1.1.1 ADD TO CALENDAR OPTIONS

Selecting an option deploys the selected application.



# Event Detail cont.

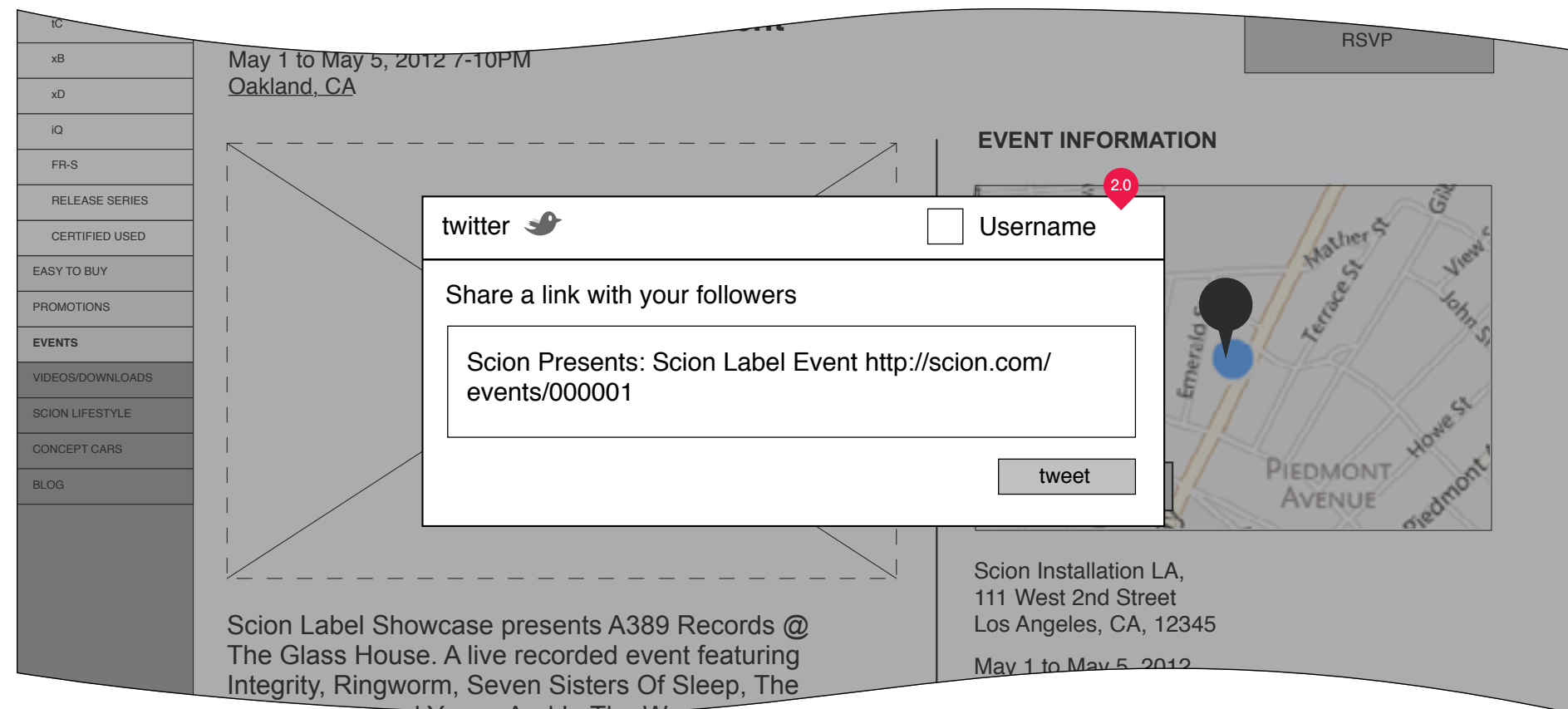
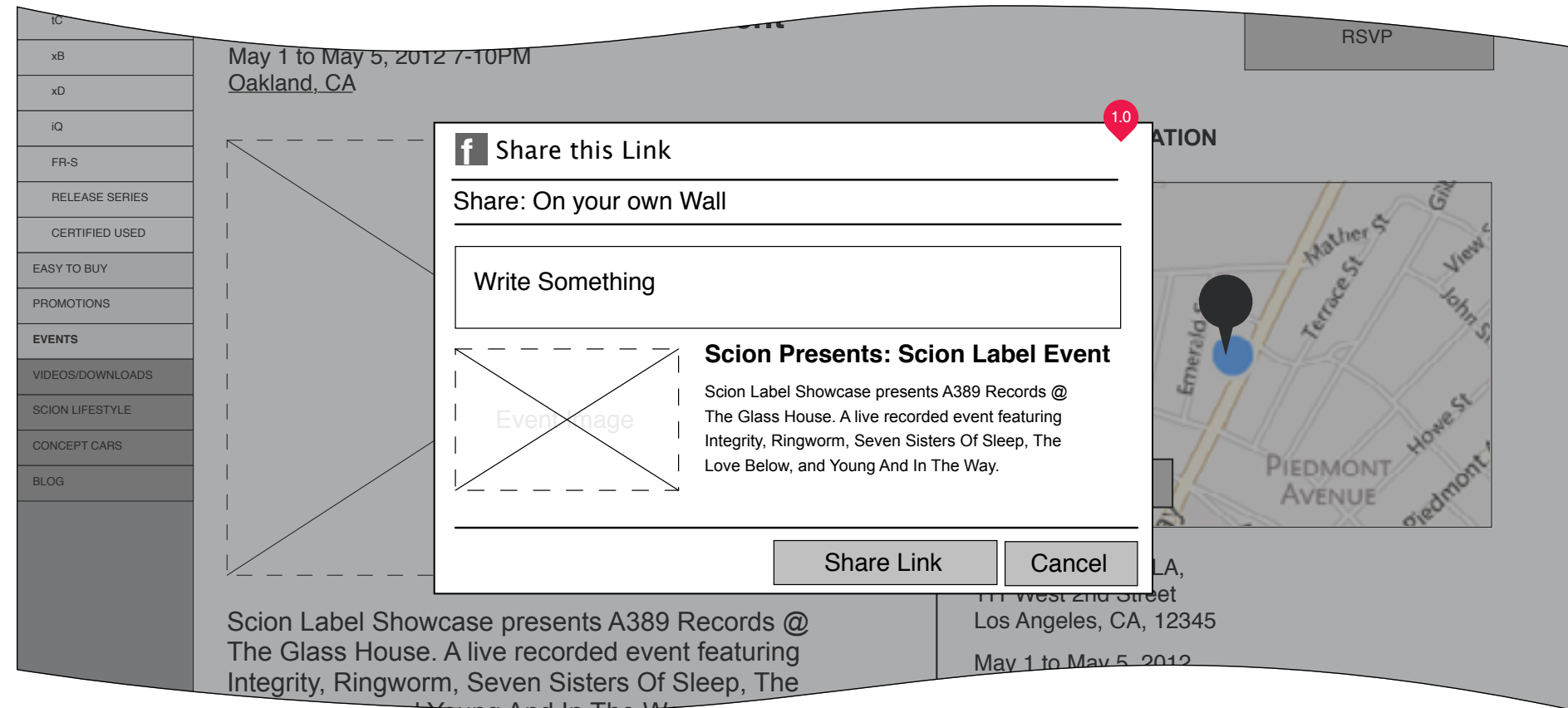
## Share Modals

### 1.0 FACEBOOK SHARE

Facebook Share Modal

### 2.0 TWITTER SHARE

Facebook Share Modal



# Event Detail cont.

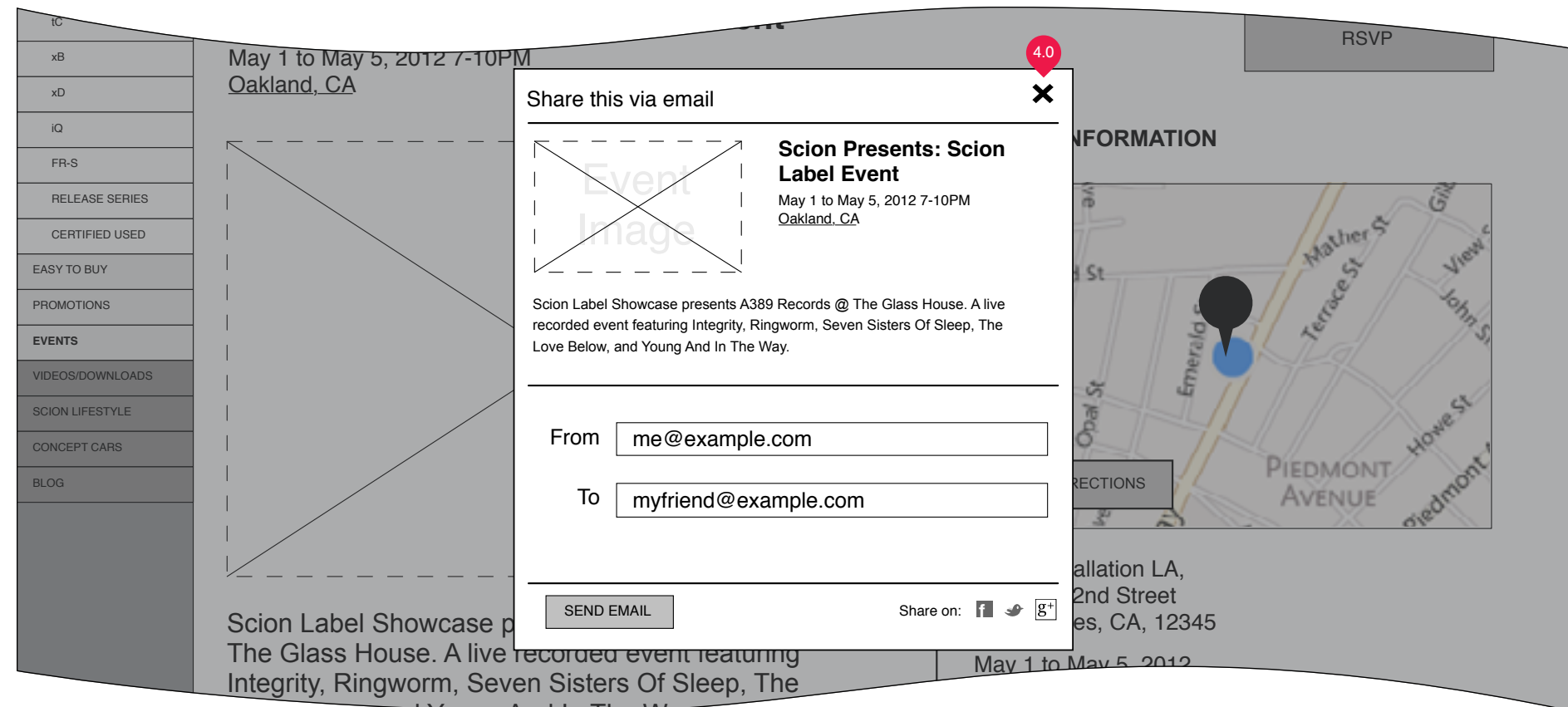
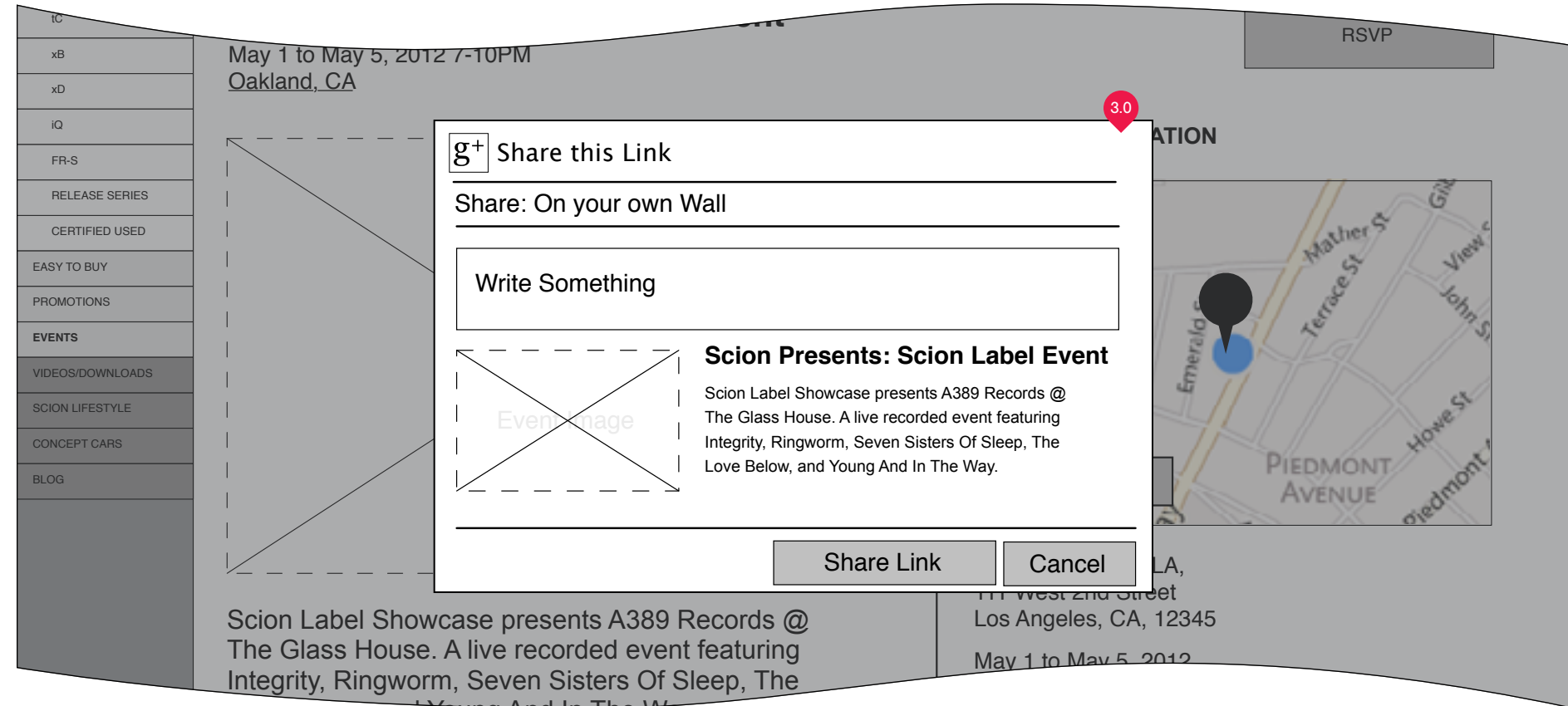
## Share Modals

### 3.0 GOOGLE+ SHARE

Google+ Share Modal

### 4.0 EMAIL SHARE

Email Share Modal



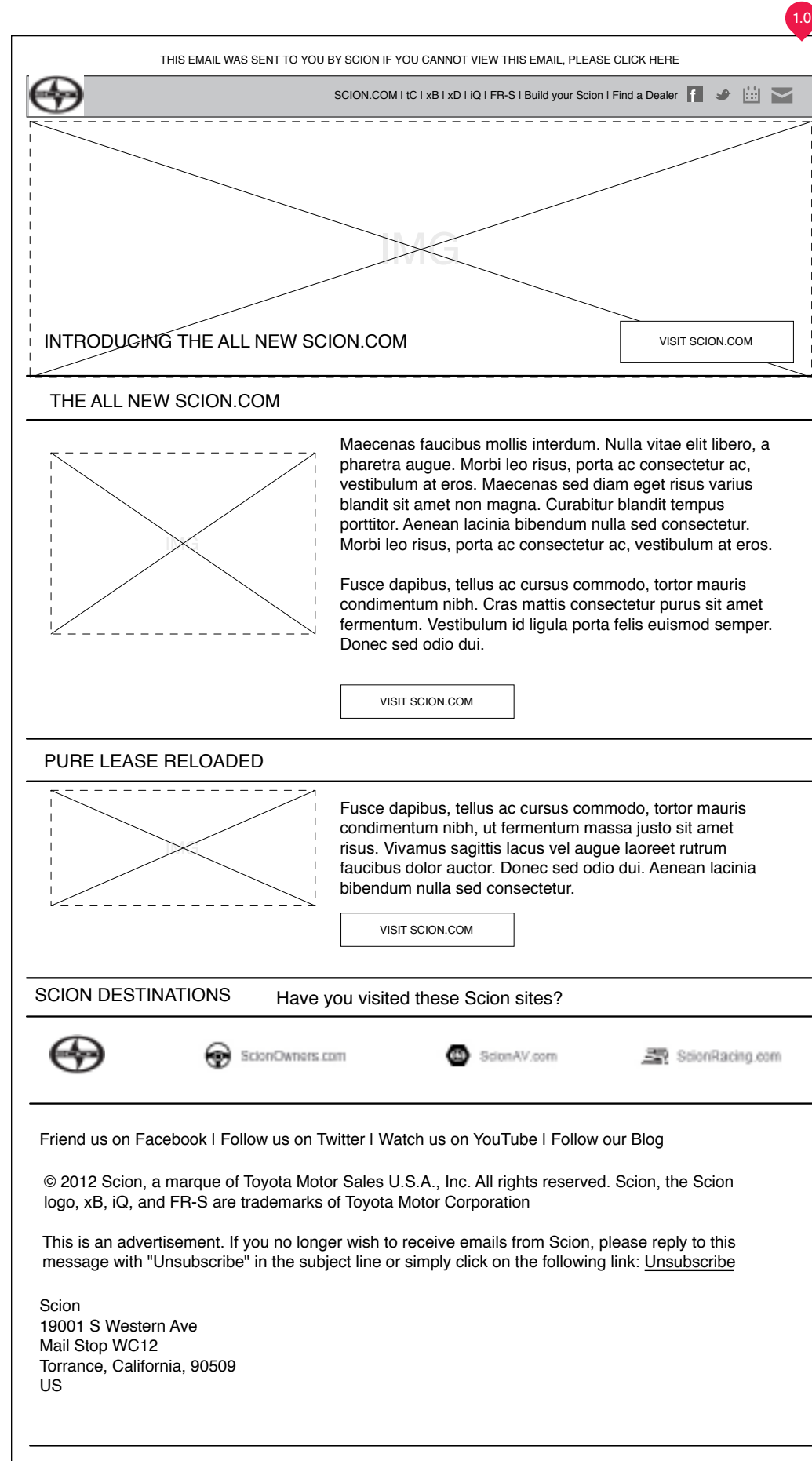
# Email Wireframes

# Event System Emails

## Standard Email Template

### 1.0 STANDARD EMAIL TEMPLATE

Standard Scion email template currently in use.



# Event System Emails

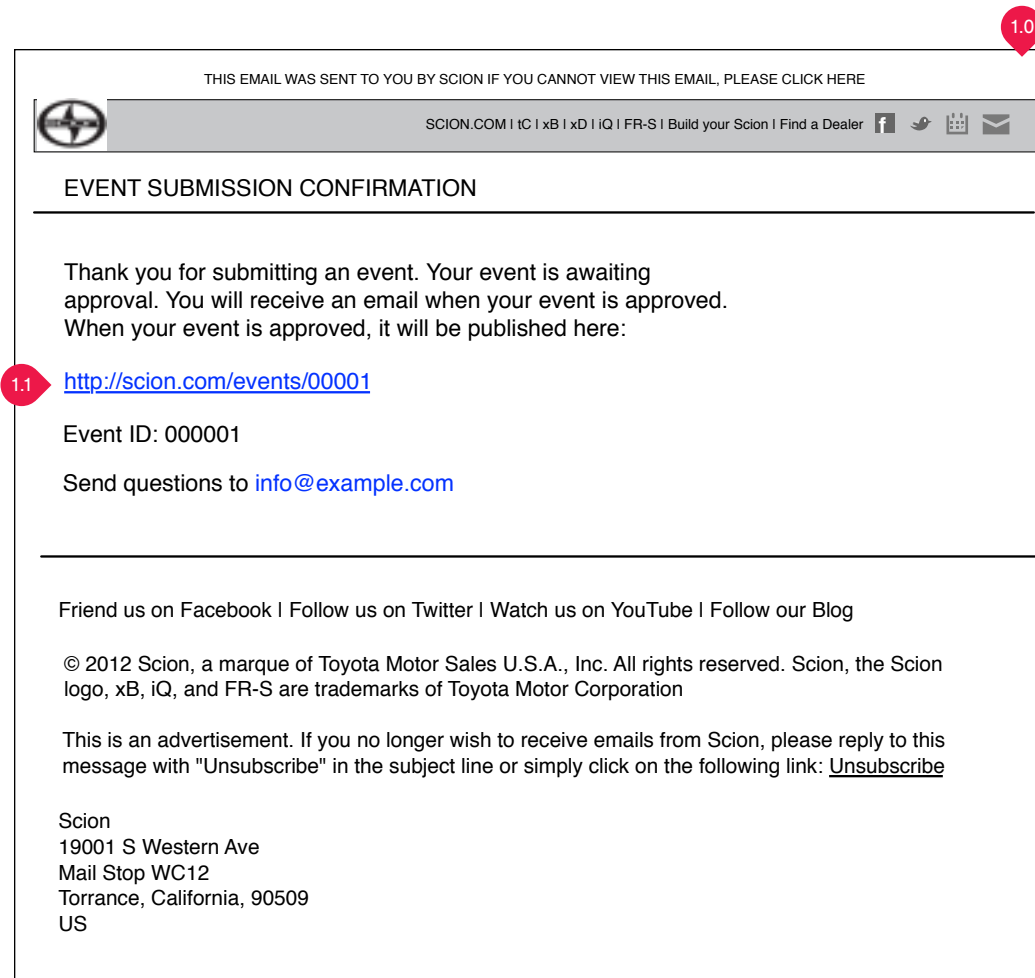
## Event Submission Confirmation

### 1.0 CONFIRMATION EMAIL - EVENT SUBMISSION

Example email template usage for event submitter confirmation.

### 1.1 EVENT PREVIEW LINK

Navigates to internal event detail page.



# Event System Emails

## Event Promotion

### 1.0 EVENT PROMOTION EMAIL

Example email template usage for event promotion email blast.

### 1.1 EVENT TYPE HERO IMAGE

Hero image for corresponding event type (i.e., Scion A/V, Scion Racing, etc.)

### 1.2 VISIT EVENT PAGE CTA

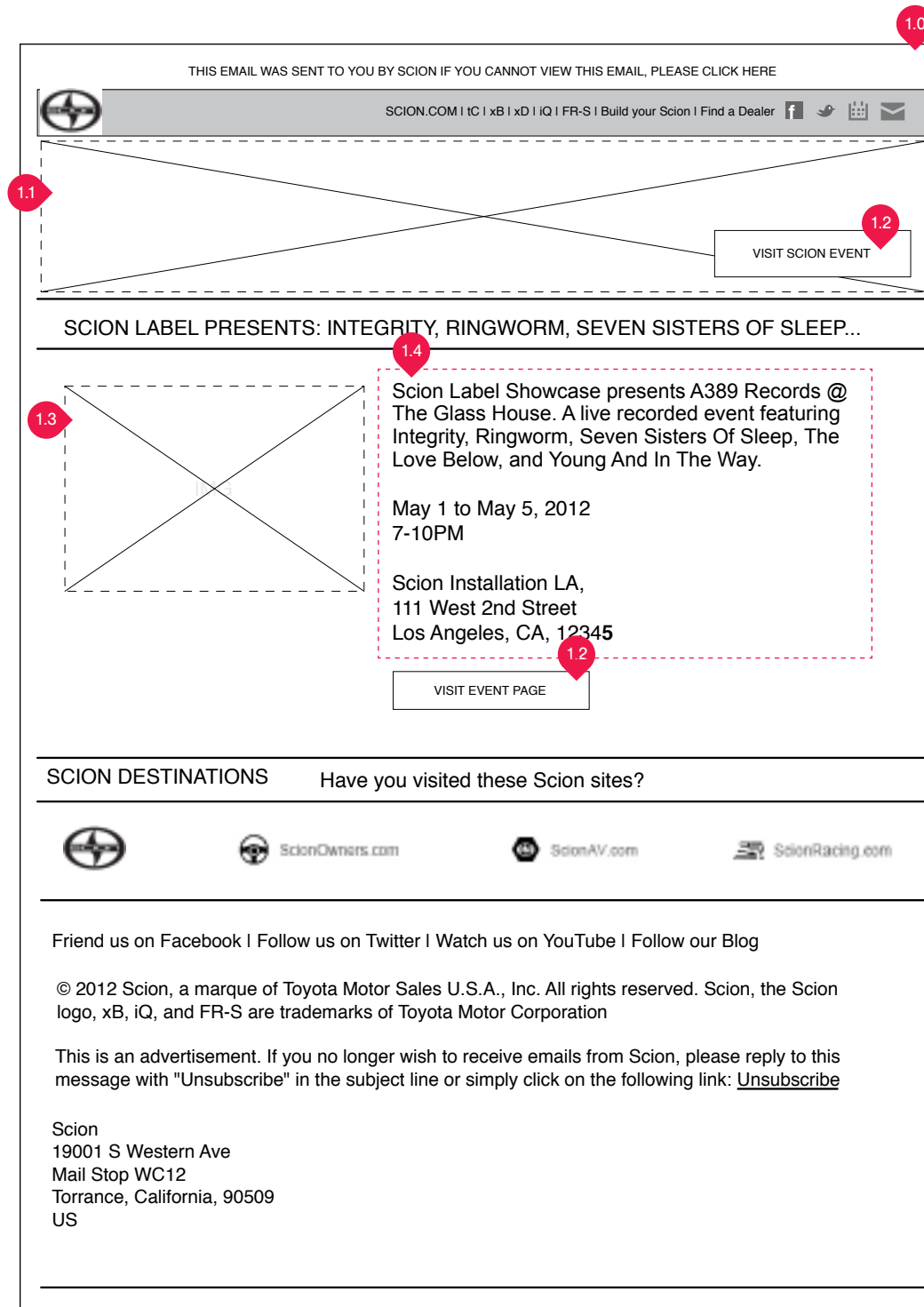
Clicks here navigate to the corresponding event detail page.

### 1.3 EVENT IMAGE

Event detail image.

### 1.4 EVENT DETAILS

Event details mirrored from event detail page.



# Event System Emails

## RSVP Confirmation

### 1.0 EVENT RSVP CONFIRMATION EMAIL

Example email template usage for event confirmation email.

### 1.1 ATTENDEE

Name data for attendee displays here.

### 1.2 EVENT DETAIL PAGE LINK

Clicks here navigate to the corresponding event detail page.

THIS EMAIL WAS SENT TO YOU BY SCION IF YOU CANNOT VIEW THIS EMAIL, PLEASE CLICK HERE

---

SCION.COM | tC | xB | xD | iQ | FR-S | Build your Scion | Find a Dealer

---

**RSVP CONFIRMATION**

---

Thank you for your RSVP. We look forward to seeing you at an event.

**1.1** **<FIRST NAME> + 1 Guest**

**Scion Presents: Scion Label Event**

Scion Label Showcase presents A389 Records @ The Glass House. A live recorded event featuring Integrity, Ringworm, Seven Sisters Of Sleep, The Love Below, and Young And In The Way.

**1.2** <http://euismodras.arturient/bibendum/3847192>

**WHEN**  
May 1 to May 5, 2012  
7-10PM

**WHERE**  
Scion Installation LA,  
111 West 2nd Street  
Los Angeles, CA, 12345

---

SCION DESTINATIONS
Have you visited these Scion sites?

---

---

Friend us on Facebook | Follow us on Twitter | Watch us on YouTube | Follow our Blog

© 2012 Scion, a marque of Toyota Motor Sales U.S.A., Inc. All rights reserved. Scion, the Scion logo, xB, iQ, and FR-S are trademarks of Toyota Motor Corporation

This is an advertisement. If you no longer wish to receive emails from Scion, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

Scion  
19001 S Western Ave  
Mail Stop WC12  
Torrance, California, 90509  
US

# Event System Emails

## Share via Email

### 1.0 EVENT SHARE EMAIL

Example email template usage for event share email.

### 1.1 SENDER

Name data for sender displays here.

### 1.2 VISIT EVENT PAGE CTA

Clicks here navigate to the corresponding event detail page.

THIS EMAIL WAS SENT TO YOU BY SCION IF YOU CANNOT VIEW THIS EMAIL, PLEASE CLICK HERE

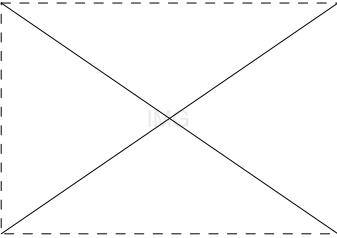
SCION.COM | tC | xB | xD | iQ | FR-S | Build your Scion | Find a Dealer

1.1 <Sender Name> requested that we send you this email. If you have any questions please visit our privacy page.

---

SCION LABEL PRESENTS: INTEGRITY, RINGWORM, SEVEN SISTERS OF SLEEP..

---



Scion Label Showcase presents A389 Records @ The Glass House. A live recorded event featuring Integrity, Ringworm, Seven Sisters Of Sleep, The Love Below, and Young And In The Way.





May 1 to May 5, 2012  
7-10PM

Scion Installation LA,  
111 West 2nd Street  
Los Angeles, CA, 12345

1.2 VISIT EVENT PAGE

---

SCION DESTINATIONS Have you visited these Scion sites?



---

Friend us on Facebook | Follow us on Twitter | Watch us on YouTube | Follow our Blog

© 2012 Scion, a marque of Toyota Motor Sales U.S.A., Inc. All rights reserved. Scion, the Scion logo, xB, iQ, and FR-S are trademarks of Toyota Motor Corporation

This is an advertisement. If you no longer wish to receive emails from Scion, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

Scion  
19001 S Western Ave  
Mail Stop WC12  
Torrance, California, 90509  
US

# Mobile Handraiser Wireframes

# Handraiser

## Mobile Handraiser Form

### 1.0 HANDRAISER FORM

Mobile Handraiser Form deployed with tablet.

### 1.1 TOUCH FRIENDLY FORM

Mobile/Touch devices should leverage larger form fields to promote ease of use.

### 1.2 CONTACT SELECTIONS

Pared-down contact selections require the minimum amount of preferences.

**Fringilla Etiam**  
Etiam porta sem malesuada magna mollis euismod. Praesent commodo cursus magna, vel scelerisque nisl.

---

FIRST NAME

1.1

LAST NAME

EMAIL

I want to receive emails about:

1.2  All Scion Models

FR-S  xB

iQ  xD

tC  Future products/concepts

SUBMIT

# Event Flyers

# Event Flyers

The range of art common to events promotional flyers. Consider displaying event art/flyers only on the Event Details page.



# Open Items

# Open Items

- Dashboard/Backend UI Design
- Event Type Classification
- Event Tags

# Next Steps

- Scion to provide feedback/approve Wireframes

# Thank You.



85 2nd Street, 6th Floor  
San Francisco, CA 94105

D. 415-284-2600

F. 415-284-2650

[attik.com](http://attik.com)

PRIVATE & CONFIDENTIAL

All work within ATTIK's proposal is intended for the recipient only. The recipient may use the information and ideas contained in this document only for the purpose of evaluating a business relationship with ATTIK. The recipient may not disclose any of the information or suggested ideas contained herein to third parties or to the recipient's employees except employees who are required to have the information in order to carry out the discussions of the contemplated business relationship. By accepting this document they are deemed to have agreed to these terms.

All ideas contained within this document are owned by ATTIK ©2012. ATTIK is a subsidiary of Dentsu America, Inc. and Dentsu (Holdings), Inc.

Please consider the environment before printing this document.

