[ayzenberg]

User Experience/Information Architecture

Date	Version	
05/30/14	1.0	Original document
07/06/14	2.0	Revised document
07/09/14	3.0	Document revised

Description

vised via feedback

AYZENBERG · FRONT PAGE



AYZENBERG · CLIENTS
User Experience and Information
File: AZB_ayzenberg_UI_V3.0
Last Modified: 07/09/14

[ayzenberg]

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	FUNCTIONAL ANNOTATION	5
	SCREEN DESCRIPTION: The consists of a continuous news media feeds.	Ayzenburg site feed and social
	A. NAVIGATION This is the navigation of the sit	e.
	As the user scrolls down the p tion follows down the page fixe	age the naviga- ed to this location.
	B. BRANDING This is the company logo.	
	C. CONTENT PARSING These buttons allow the user t feeds ([a]listdaily and [a]listsur	o parse the news nmit)
	D. CONTENT CEL This is one of the cels of conte	nt.
	E. CLIENTS CEL This is the scroll able cel containing logos of the companies clients.	
	F. COMPANY INFORMATION This is the company information.	
	F. SOCIAL MEDIA FEED CEL These are samples of the cels social media feeds. Any social moderated by the social media be real-time.	S that display the content will be a team so it won't
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AYZENBERG · NAVIGATION



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FUNCTIONAL ANNOTATION	S
SCREEN DESCRIPTION: The is as follows:	e site's navigation
A. NAVIGATION When the user mouses over the navigation opens up in draside of the page. The whole paright when the navigation is open	nis "hamburger", wer from the left age shifts to the bened.
B. NAVIGATION BUTTONS These buttons navigate the us quent pages.	er to their subse-
Some of these buttons parse tags. When one of these types page will refresh with that tage	the content via s are selected the ged content.
C. SOCIAL MEDIA BUTTONS These buttons allow the user to berg on various social media p site are:	s to follow Ayzen- platforms. These
• Twitter • Facebook • YouTube • Instagram • Pintrest	
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[ayzenberg]

FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The cels of the site have different functions.

1. MOUSE OVER When the user mouses over the cel the cel headline and blurb change into a short description.

2. ARROWS The user can scroll left and right with these arrows.

3. VIDEO This cel houses a video player. The cel has 5 seconds of video playing in a loop.

4. SCRUBBABLE CEL This cel changes images when the user mouses over it. When the user moves the mouse the cel changes images.

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Image: black index

[ayzenberg]

	FUNCTIONAL ANNOTATION	S
	SCREEN DESCRIPTION: The has a responsive design that v on mobile. The cels reduce to	Ayzenburg site vorks seamlessly a 2x2 layout.
	All of the cels transfer smoothl sive design. The cel masonry	y to the respon- will fill as needed.
	There will not be any handset mobile responsive size.	rotation on the
	A. NAVIGATION This is the navigation of the sit selects this "hamburger", the r up in drawer from the left side whole page shifts to the right v navigation is opened.	e. When the user lavigation opens of the page. The vhen the
	As the user scrolls down the p tion follows down the page fixe	age the naviga- ed to this location.
	B. BRANDING This is the company logo.	
	C. CONTENT PARSING These buttons allow the user t feeds ([a]listdaily and [a]listsur	o parse the news nmit)
	D. CONTENT CEL This is one of the cels of conte	ent.
	These cels can be parsed via	these tags:
	 [a]list Daily News Social Media posts Case Study Broadcast Print Branding Online ads Digital Media Social & mobile (TBD) 	
	F. COMPANY INFORMATION This is the company information	n.
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AYZENBERG · RESPONSIVE POST LAYOUT (MOBILE)



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[ayzenberg]

	FUNCTIONAL ANNOTATION	S
	SCREEN DESCRIPTION: The sign has the following layout for	e responsive de- or a post.
	A. MAIN IMAGE This is the main image of the p image is shown on the cel.	post. A part of this
	B. TITLE This is the name of the post.	
	C. DESCRIPTION This is the post's descriptive c	ору/
	D. OPTIONAL VIDEO This is a video player that play for the post.	vs relevant videos
	E. SCROLL POST LEFT This arrow allows the user to s ous post. The user can naviga a swipe.	scroll to the previ- te to the left with
	F. SCROLL POST RIGHT This arrow allows the user to s post which would be the Our T user can navigate to the right	croll to the next eam post. The with a swipe.
	G. POST MAIN COPY This is the main copy of the po	ost.
	H. TAGS These are the tags attributed t page. These tags also help in content.	o the article/ parsing the site's
	I. TAGS These are the tags attributed t page. These tags also help in content.	o the article/ parsing the site's
	I. CEL FEED As the user navigated down the post, cels from the front page mason upwards and load just light the front page.	
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AYZENBERG · RESPONSIVE LAYOUT (TABLET)

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			@AYZENBERG: TWITTER FEED CEL EXAMPLE
D	HEADLINE		
	avzenhern nroun		
F	creating and sharing brand stories.	 ▶	
		HEADLINE	

AYZENBERG · RESPONSIVE LAYOUT (TABLET)	[ayzenberg]
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FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The Ayzenburg site consists of a continuous news feed and social media feeds. The Ayzenburg site has a responsive design that works seamlessly on tablet as well. The cels reduce to a 3x3 layout.

All of the cels transfer smoothly to the responsive design. The cel masonry will fill as needed.

A. NAVIGATION

This is the navigation of the site. When the user selects this "hamburger", the navigation opens up in drawer from the left side of the page. The whole page shifts to the right when the navigation is opened.

As the user scrolls down the page the naviga-tion follows down the page fixed to this location.

B. BRANDING

This is the company logo.

C. CONTENT PARSING

These buttons allow the user to parse the news feeds ([a]listdaily and [a]listsummit)

D. CONTENT CEL

This is one of the cels of content.

These cels can be parsed via these tags:

- [a]list Daily
 News
- News
 Social Media posts
 Case Study
 Broadcast

- Print
- Branding
 Online ads
- Digital
- Mědia
- Social & mobile (TBD)

F. COMPANY INFORMATION This is the company information. AYZENBERG · [a] LIST DAILY PARSING



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FUNCTIONAL ANNOTATIONS SCREEN DESCRIPTION: When the user filters the information on the front page, the information cels change. A. FILTER TITLE This is the filtered content name **B. CONTENT TYPE INDICATOR** This indicator displays the content type of the cel. [ayzenberg] RSING tion Architecture v 3.0

AYZENBERG · ABOUT



AYZENBERG · ABOUT	
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[ayzenberg]

	FUNCTIONAL ANNOTATION	S
	SCREEN DESCRIPTION: The the company introduction with copy. The other pages for Abo ures, The Team) are in the fee	About page has a video and/or ut (Facts & Fig- d at the bottom.
	When the user selects About in the navigation the about populate the cel grid.	out sections
	A. INTRODUCTION CEL This cel navigates the user to post.	the Introduction
	B. FACTS & FIGURES CEL This cel navigates the user to Figures post.	the Facts &
	C. OUR TEAM CEL This cel navigates the user to post.	the Our Team
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	FUNCTIONAL ANNOTATION	S
	SCREEN DESCRIPTION: Thi pany overview as well as an ir	s page has a com- ntroductory video.
	A. MAIN IMAGE This is the main image of the p image is shown on the cel.	post. A part of this
	B. TITLE This is the name of the post.	
	C. DESCRIPTION This is the post's descriptive c	ору/
	D. OPTIONAL VIDEO This is a video player that play for the post.	vs relevant videos
	E. SCROLL POST LEFT This arrow allows the user to s ous post.	scroll to the previ-
	F. SCROLL POST RIGHT This arrow allows the user to s post which would be the Our T	scroll to the next eam post.
	G. POST MAIN COPY This is the main copy of the po	ost.
	H. TAGS These are the tags attributed t page. These tags also help in content.	o the article/ parsing the site's
	I. CEL FEED As the user navigated down th the front page mason upwards light the front page.	e post, cels from and load just
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[ayzenberg]

	FUNCTIONAL ANNOTATIONS
	SCREEN DESCRIPTION: This page contains the company's facts and figures.
	A. MAIN IMAGE This is the main image of the post. A part of this image is shown on the cel.
	B. TITLE This is the name of the post.
	C. DESCRIPTION This is the post's descriptive copy/
	D. OPTIONAL VIDEO This is a video player that plays relevant videos for the post.
	E. SCROLL POST LEFT This arrow allows the user to scroll to the previ- ous post which would be the Introduction post.
	F. SCROLL POST RIGHT This arrow allows the user to scroll to the next post which would be the Our Team post.
	G. POST MAIN COPY This is the main copy of the post.
	H. TAGS These are the tags attributed to the article/ page. These tags also help in parsing the site's content.
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AYZENBERG · OUR TEAM



AYZENBERG • PAGE LAYOUT SAMPLE (OU User Experience and Information Archit File: AZB_ayzenberg_UI_V3.0 Last Modified: 07/09/14

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FUNCTIONAL ANNOTATION	IS
SCREEN DESCRIPTION: WI lects a post, they are navigate post page.	hen the user se- ed to the specific
When the user selects Our Te layout the cels populate with team member cels.	eam in the About the Ayzenberg
A. TEAM MEMBER CEL This is a team members cel. selects a team member, they that user's post.	When the user are navigated to
B. MOUSED-OVER CEL When the user mouses over a lightens and the team membe	a cel the image er's name appears.

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[ayzenbe
I. TEAM MEMBERS This is the rest of the teams cel feed that masor up as the user navigates down the post.
H. TAGS These are the tags attributed to the article/ page. These tags also help in parsing the site's content.
G. POST MAIN COPY This is the main copy of the post.
F. SCROLL POST RIGHT This arrow allows the user to scroll to the next post.
E. SCROLL POST LEFT This arrow allows the user to scroll to the previous post.
D. OPTIONAL VIDEO This is a video player that plays relevant videos for the post.
C. DESCRIPTION This is the post's descriptive copy/
B. TITLE This is the name of the post.
A. MAIN IMAGE This is the main image of the post. A part of this image is shown on the cel.
SCREEN DESCRIPTION: The Ayzenberg team members each has their own post with an op- tional video.

AYZENBERG · SERVICES



AYZENBERG · SERVICES
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[ayzenberg]

	FUNCTIONAL ANNOTATIONS
	SCREEN DESCRIPTION: The About page has the company introduction with a video and/or copy. The other pages for About (Facts & Fig- ures, The Team) are in the feed at the bottom.
	When the user selects Services in the navigation the different service types populate the cel grid.
	A. MAIN IMAGE This is the main image of the post. A part of this image is shown on the cel.
	B. POST NAME This is the name of the post.
	C. OPTIONAL VIDEO This is a video player that plays relevant videos for the post.
	D. SCROLL POST LEFT This arrow allows the user to scroll to the previous post.
	E. SCROLL POST RIGHT This arrow allows the user to scroll to the next post.
	F. POST MAIN COPY This is the main copy of the post.
	H. TAGS These are the tags attributed to the article/ page. These tags also help in parsing the site's content.
	 H. FEED The other item in the About section reside here. These pages are: Facts & Features The Team
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[ayzenberg]

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	FUNCTIONAL ANNOTATIONS	6
	SCREEN DESCRIPTION: This a post that describes a service supplies to clients.	s is an example of that Ayzenberg
	A. MAIN IMAGE This is the main image of the p image is shown on the cel.	ost. A part of this
	B. TITLE This is the name of the post.	
	C. DESCRIPTION This is the post's descriptive co	ору/
	D. OPTIONAL VIDEO This is a video player that play for the post.	s relevant videos
	E. SCROLL POST LEFT This arrow allows the user to s ous post.	croll to the previ-
	F. SCROLL POST RIGHT This arrow allows the user to s post.	croll to the next
	G. POST MAIN COPY This is the main copy of the po	st.
	H. TAGS These are the tags attributed to page. These tags also help in p content.	o the article/ parsing the site's
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	A. LOGO CEL These are the logos of current and past clients.
	to a linking post with specified case studies or tags.
	These cels have the option of linking the cels
	SCREEN DESCRIPTION: The user can view Ayzenberg's clients. When the user selects Clients in the navigation the different work clients populate the cel grid.

AYZENBERG · OUR WORK



AYZENBERG · OUR WORK
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FUNCTIONAL ANNOTATION	S	
SCREEN DESCRIPTION: The samples of Ayzenberg's work. fied by tags in the post.	e user can view These are speci-	
When the user selects Our Wo tion the different work samples grid.	ork in the naviga- s populate the cel	
A. CEL These are the cels that contain work. These cels navigate the specified work sample post.	n the samples of user to the	
These different work types are	2	
 Case Study Broadcast Print Branding Online Ads Digital Media Social & Media 		
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	AYZENBERG · [A] LIST ARTICLE
= [a]	
▲ ■ POST TI	TLE
	300 x 250 MEDIUM BECTANGLE
	CONNECT WITH US
	POST TITLE POST TITLE
	POST TITLE EVENTS
TAGS: TAG1, TAG2, TAG3	EVENT TITLE Event blurb EVENT TITLE Event blurb EVENT TITLE
SOCIAL MEDIA COMMENT MODULE	AYZENBERG • [A] LIST ARTICLE User Experience and Informati File: AZB_ayzenberg_UI_V3.0 Last Modified: 07/09/14

[ayzenberg]

FUNCTIONAL ANNOTATION	S
SCREEN DESCRIPTION: This the [a]list article.	s is the layout for
A. MAIN IMAGE This is the main image of the p image is shown on the cel.	post. A part of this
B. POST NAME This is the name of the post.	
C. DESCRIPTION This is the post's descriptive c	ору/
D. MEDIUM RECTANGLE AD This is an ad that is 300 x 250	
E. OPTIONAL VIDEO This is a video player that play for the post.	vs relevant videos
F. SCROLL POST LEFT This arrow allows the user to s ous post.	scroll to the previ-
G. SOCIAL MEDIA MODULE This is social media module al connect with Ayzenberg via the media platforms.	lows the user to e assigned social
H. SCROLL POST RIGHT This arrow allows the user to s post.	scroll to the next
I. POST MAIN COPY This is the main copy of the po	ost.
J. RELEVANT POSTS These are links to other posts.	
K. AUTHOR INFORMATION This is the author of the post. of the author as well as a blurk information.	There is an image o of descriptive
L. EVENTS These are the upcoming even	ts for Ayzenberg.
M. TAGS These are the tags attributed t page. These tags also help in content.	to the article/ parsing the site's
N. SOCIAL MEDIA COMMEN This module allows users to co The user will need to log into t pages.	TING MODULE omment on a post. heir social media
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FUNCTIONAL ANNOTATIONS

CONTINUED:

O. CELS

These are the cels from the front page. The cels "mason" from the bottom up.

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[ayzenberg]

	FUNCTIONAL ANNOTATIONS	S	
	SCREEN DESCRIPTION: This a simplified post layout.	s is an example of	
	A. MAIN IMAGE This is the main image of the p image is shown on the cel.	ost. A part of this	
	B. POST NAME This is the name of the post.		
	C. DESCRIPTION This is the post's descriptive co	ору/	
	D. OPTIONAL VIDEO This is a video player that plays for the post.	s relevant videos	
	E. SCROLL POST LEFT This arrow allows the user to sous post.	croll to the previ-	
	F. SCROLL POST RIGHT This arrow allows the user to scroll to the next post.		
	G. POST MAIN COPY This is the main copy of the post.		
	H. TAGS These are the tags attributed to page. These tags also help in p content.	o the article/ barsing the site's	
	I. AUTHOR INFORMATION This is the author of the post. There is an image of the author as well as a blurb of descriptive information.		
	J. SOCIAL MEDIA MODULE (MOBILE STYLE) This is social media module allows the user to connect with Ayzenberg via the assigned social media platforms.		
	K. SOCIAL MEDIA COMMENTING MODULE This module allows users to comment on a post. The user will need to log into their social media pages.		
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AYZENBERG · CONTACT

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	CONTACT		
A 49 E. WALNUT ST. PASADENA, CA. 91103 626.584.4070 B E-MAIL US HERE			
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HEADLINE NEWS			VTS
HEADLINE		HEADLINE	
NEWS		NEWS	

AYZENBERG · CONTACT		
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[ayzenberg]

FUNCTIONAL ANNOTATION	IS
SCREEN DESCRIPTION: Whe lects a post, they are navigate post page.	nen the user se- ed to the specific
A. MAIN IMAGE This is the main image of the image is shown on the cel.	post. A part of this
B. POST NAME This is the name of the post.	
C. DESCRIPTION This is the post's descriptive of	copy/
D. OPTIONAL VIDEO This is a video player that play for the post.	ys relevant videos
E. SCROLL POST LEFT This arrow allows the user to ous post.	scroll to the previ-
F. SCROLL POST RIGHT This arrow allows the user to post.	scroll to the next
G. POST MAIN COPY This is the main copy of the p	ost.
H. AUTHOR INFORMATION This is the author of the post. of the author as well as a blur information.	There is an image b of descriptive
 SOCIAL MEDIA MODULE This is social media module a connect with Ayzenberg via th media platforms. 	llows the user to ne assigned social
J. SOCIAL MEDIA COMMENT This module allows users to control the user will need to log into pages.	omment on a post. their social media
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