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Navigator UX Design Wireframes

**DRAFT**

Brierley+Partners UX Design

5/28/2019

# What's a UI wireframe?

A UI wireframe is a simplified visual representation of a user interface, void of any visual design or branding elements.

It's used by UX designers to communicate the concept and content of each screen, including the hierarchy of content. Multiple wireframes can communicate the sequence of states a user is presented while performing a task.

A wireframe is a low-fidelity, low-resolution visual prototype. A mockup (or visual comp) is a high-fidelity, high-resolution visual prototype.





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Action Items, 5/28:

- Left Nav spec

## Page Architecture

The Vuetify components: comprising Navigator's Page Architecture are:

### **Left Navigation Drawer**

<https://vuetifyjs.com/en/components/navigation-drawers>

### **Upper Toolbar**

<https://vuetifyjs.com/en/components/toolbars>

### **Page Footer**

<https://vuetifyjs.com/en/components/footer>

# Navigation Tray Expanded

The diagram illustrates a user interface for a 'Loyalty Navigator'. At the top, there is a header bar with a logo on the left, the title 'Loyalty Navigator' in the center, and user information 'John Doe' with a dropdown arrow on the right. Further right are icons for search, settings, and help. Below the header, a vertical navigation tray is shown on the left side, labeled 'Navigation'. A yellow callout box titled 'Menu Control' is positioned to the right of the tray, containing the text 'Method to expand/collapse menu subject to final UI design.' A black arrow points from the top of the navigation tray to the 'Menu Control' box. A red double-headed arrow indicates the width of the navigation tray, with a text box stating 'Left Nav, Expanded: 300px width; 15px padding'. Another red text box with a white background points to the top-left corner of the navigation tray, stating 'Clicking on Menu (<) button toggles Left Nav state'.



Loyalty Navigator

J John Doe ▼



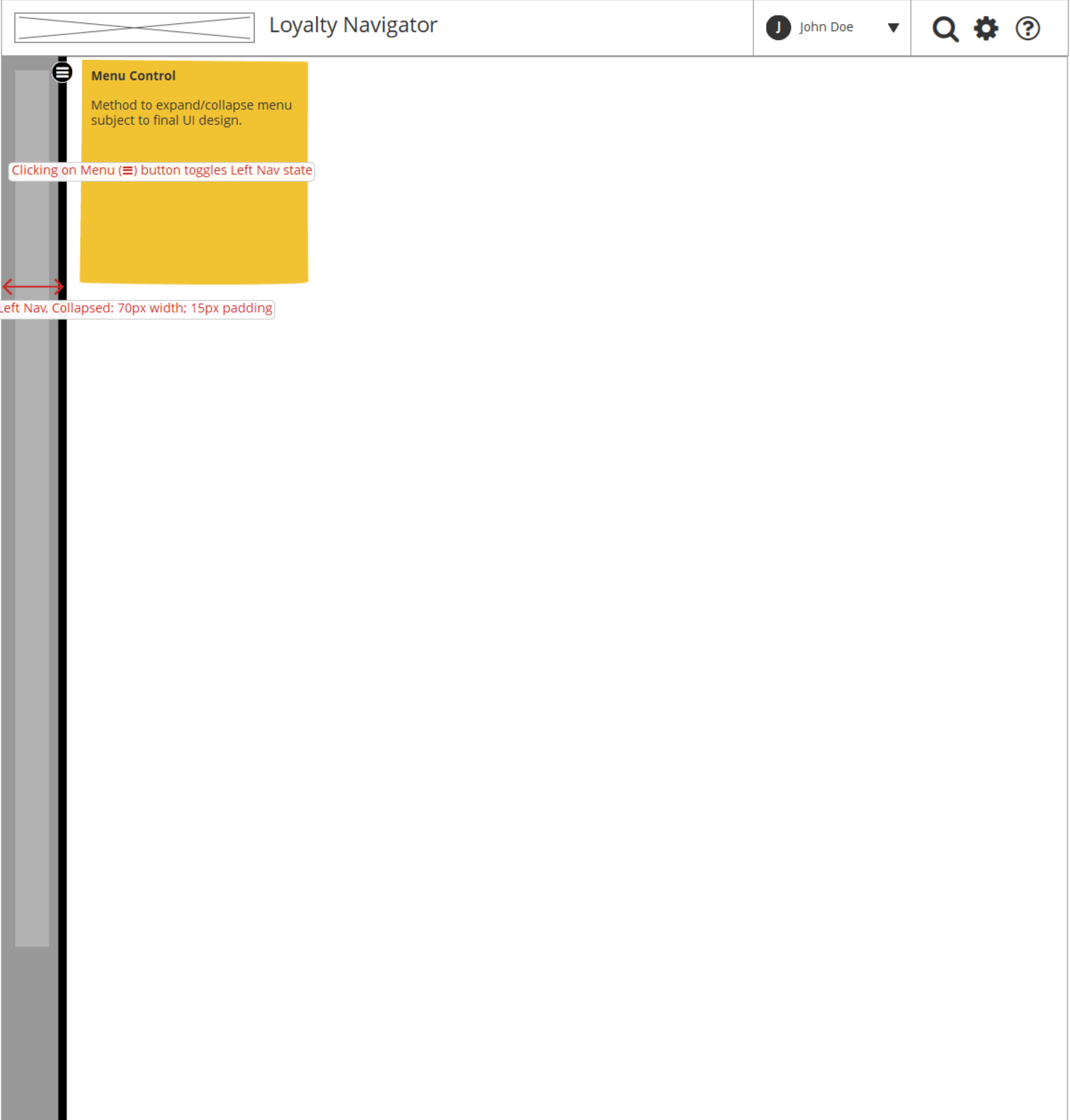
**Menu Control**  
Method to expand/collapse menu  
subject to final UI design.

Clicking on Menu (<) button toggles Left Nav state

Left Nav, Expanded: 300px width; 15px padding

Navigation

# Navigation Tray Collapsed



Nav Collapsed

The image shows a UI design for a "Loyalty Navigator". At the top, there is a horizontal toolbar with a height of 64px and 15px padding. On the left side of the toolbar is a placeholder for a logo. The text "Loyalty Navigator" is positioned to the right of the logo. On the right side of the toolbar, there is a user profile section showing a circular icon with the letter "J" and the name "John Doe" with a downward arrow. To the right of the profile are three icons: a magnifying glass (search), a gear (settings), and a question mark (help). A dropdown menu is open below the profile section, containing two items: "My Profile" with a person icon and "Log Out" with a right-pointing arrow icon. A mouse cursor is hovering over the "Log Out" option. On the far left, a vertical navigation bar is shown in a collapsed state, indicated by a hamburger menu icon at the top.



**Footer**

Footer appears at the bottom of each page's content and displays required branding/copyright/legal text.

UXD to request copy from Legal/Marketing.

Navigation

## Branding

Loyalty Navigator

J John Doe
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**Branding Graphic Size(s)**

Requiring two different header logos (nav expanded/nav collapsed) will be problematic for clients who co-brand.

Header will not be affected by expand/collapse state of nav drawer.

**Name of Product**

What is the name of the product?  
"Brierley+Partners LoyaltyOnDemand Navigator" introduces unnecessary tier(s) of branding.

Action Item, UXD: Spec the product name on the toolbar - it will be displayed in Brierley branded and client co-branded implementations.

**Branding**

UXD will coordinate with Creative and Marketing for Brierley branding specifics.

Cobranding allows the client to upload their logo and customize the CSS in a limited fashion for a look/feel that's more consistent with their own. Cobranding will be administered in the Settings panel, supporting:

- Uploading a client logo
- Modifying Navigator's CSS, either by editing text or using color pickers with hex codes.

An alternate to direct CSS modification is scraping a user-specified URL for styles and applying the most salient styles to the Navigator UI. This will be documented as a long-term enhancement.

For multi-brand implementations, these methods will be reused as a part of centralized management of all brands' programs and attributes.

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**Emphasis on Brierley Brand**

Is the footer alone a strong enough expression of the Brierley brand when the client chooses to co-brand? Is it necessary to add a "Powered by Brierley+Partners" when co-branded?





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Action Items, 5/8:

- Finish list of page templates

## Page Templates:

1. Data Table
- 2 . Add/Edit
3. Wizard
4. Visual Builder
5. ?



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# Data Table Page Template

5/28/2019

v-toolbar

Loyalty Navigator

v-menu as popover

J
John Doe
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v-navigation-drawer

Navigation

RealTime Campaigns

Instruction text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

New Campaign

v-btn
 Actions

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Status text: error, warning, or information lorem ipsum dolor sit amet, consectetur.
v-alert

All Statuses
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All Tags
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Any End Date
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Status	ID	Campaign Name	Tags	Start Date	End Date	Actions
✔️	1264	<a href="#">April Sandal Campaign</a>	Footwear Sandals ...	04/01/19 12:00 AM	05/01/19 12:00 AM	⋮
🔄	1265	<a href="#">May Sneaker Campaign</a>	Footwear Sneakers ...	05/01/19 12:00 AM	06/01/19 12:00 AM	⋮
⏴	1266	<a href="#">June Sandal Campaign</a>	Footwear Sandals ...	06/01/19 12:00 AM	07/01/19 12:00 AM	⋮
⏸	1266	<a href="#">June Sneaker Campaign</a>	Footwear Sneakers ...	06/01/19 12:00 AM	07/01/19 12:00 AM	⋮

v-pagination
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v-footer

Loyalty Navigator

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RealTime Campaigns

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New Campaign

Actions ▼

Filter by name

All Statuses ▼

All Tags ▼

Any Start Date ▼

Any End Date ▼

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Status	ID	Campaign Name	Tags	Start Date	End Date	Actions
	1264	<a href="#">April Sandal Campaign</a>	Footwear Sandals ...	04/01/19 12:00 AM	05/01/19 12:00 AM	<span style="border: 1px solid #ccc; padding: 2px 5px;">...</span>
	1265	<a href="#">May Sneaker Campaign</a>	Footwear Sneakers ...	05/01/19 12:00 AM	06/01/19 12:00 AM	<span style="border: 1px solid #ccc; padding: 2px 5px;">...</span>
	1266	<a href="#">June Sandal Campaign</a>	Footwear Sandals ...	06/01/19 12:00 AM	07/01/19 12:00 AM	<span style="border: 1px solid #ccc; padding: 2px 5px;">...</span>
	1266	<a href="#">June Sneaker Campaign</a>	Footwear Sneakers ...	06/01/19 12:00 AM	07/01/19 12:00 AM	<span style="border: 1px solid #ccc; padding: 2px 5px;">...</span>

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Navigation



Loyalty Navigator

J John Doe

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RealTime Campaigns

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New Campaign

Actions ▼

✖ Status text: error, warning, or information lorem ipsum dolor sit amet, consectetur.

Filter by name

All Statuses ▼

All Tags ▼

Any Start Date ▼

Any End Date ▼

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Status	ID	Campaign Name	Tags	Start Date	End Date	Actions
✔	1264	<a href="#">April Sandal Campaign</a>	Footwear Sandals ...	04/01/19 12:00 AM	05/01/19 12:00 AM	...
⋮	1265	<a href="#">May Sneaker Campaign</a>	Footwear Sneakers ...	05/01/19 12:00 AM	06/01/19 12:00 AM	...
⌏	1266	<a href="#">June Sandal Campaign</a>	Footwear Sandals ...	06/01/19 12:00 AM	07/01/19 12:00 AM	...
⏸	1266	<a href="#">June Sneaker Campaign</a>	Footwear Sneakers ...	06/01/19 12:00 AM	07/01/19 12:00 AM	...

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Navigation

Loyalty Navigator

J John Doe
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## RealTime Campaigns

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All Statuses ▼
All Tags

Status	ID	Campaign Name	Tags
	1264	<a href="#">April Sandal Campaign</a>	Footwear Sandals Spring
	1265	<a href="#">May Sneaker Campaign</a>	Footwear Sneakers Spring
	1266	<a href="#">June Sandal Campaign</a>	Footwear Sandals Summer
	1266	<a href="#">June Sneaker Campaign</a>	Footwear Sneakers Summer

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### Search: lorem

**PROMOTIONS**

- Promotion Name  
123456 Description
- Promotion Name  
123456 Description
- Promotion Name  
123456 Description

**PLANS**

- Plan Name  
123456 Description
- Plan Name  
123456 Description
- Plan Name  
123456 Description

**REALTIME CAMPAIGNS**

- RealTime Campaign Name  
123456 Description

**PLANS**

- Plan Name  
123456 Description
- Plan Name  
123456 Description

**Global Search**

Global Search will allow user to search across all of LoD, across multiple object types.

TBD:

- Object types to be searched
- Information to display for each object type. Icon?
- Search algorithm
- Search results page?

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## Data Table Page Specs

Loyalty Navigator

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John Doe

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RealTime Campaigns

New Campaign

Actions ▼

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All Tags ▼

Any Start Date ▼

Any End Date ▼

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Status	ID	Campaign Name	Tags	Start Date	End Date	Actions
✔️	1264	<a href="#">April Sandal Campaign</a>	Footwear Sandals Spring	04/01/19 12:00 AM	05/01/19 12:00 AM	⋮
🔄	1265	<a href="#">May Sneaker Campaign</a>	Footwear Sneakers Spring	05/01/19 12:00 AM	06/01/19 12:00 AM	⋮
🕒	1266	<a href="#">June Sandal Campaign</a>	Footwear Sandals Summer	06/01/19 12:00 AM	07/01/19 12:00 AM	⋮
⏸️	1266	<a href="#">June Sneaker Campaign</a>	Footwear Sneakers Summer	06/01/19 12:00 AM	07/01/19 12:00 AM	⋮

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1. Clicking the menu button (☰) toggles the left nav between the Expanded and Collapsed states.

2. Clicking **New Campaign** takes the user to the New Campaign page. The New Campaign page and the Edit Campaign page follow the same format.

3. The user may select one or more rows in the grid. **Actions** will drop a menu displaying all of the actions that can be performed on the objects in the selected row(s). When multiple rows are selected, Actions in this menu will be limited to those that can be performed in bulk (e.g. Delete, Export).

4. The user may filter by column and save filters. Tags replace folders.

5. **Status** displays an icon corresponding to the object's status. Examples of potential object status:

- Complete
- Active
- Scheduled
- Inactive

6. Clicking on an object's **Name** will take the user to the Edit page for that object, with read/edit capabilities determined by the user's permissions.

7. The **Actions** button drops a menu that displays all of the actions that can be performed on the row's object. **Actions** will not include View or Edit; the user accesses the object by clicking the **Name**.



Loyalty Navigator
John Doe
Search
Settings
Help

### RealTime Campaigns

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New Campaign
Actions

Filter by name
All Statuses
All Tags
Any Start Date
Any End Date

Status	ID	Campaign Name	Tags	Start Date	End Date	Actions
	1264	<a href="#">April Sandal Campaign</a>	Footwear Sandals Spring	04/01/19 12:00 AM	05/01/19 12:00 AM	...
	1265	<a href="#">May Sneaker Campaign</a>	Footwear Sneakers Spring	05/01/19 12:00 AM	06/01/19 12:00 AM	...
	1266	<a href="#">June Sandal Campaign</a>	Footwear Sandals Summer	06/01/19 12:00 AM	07/01/19	...
	1266	<a href="#">June Sneaker Campaign</a>	Footwear Sneakers Summer			...

**Row-Level Actions**

Row-Level Actions are the actions that can be performed on the object in that row. View and Edit will *not* be presented as row-level actions, as they are available by clicking the object's Name.

- Export
- Lorem
- Ipsum
- Dolor
- Delete

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# Filtering by Column: Selecting Criteria

Loyalty Navigator J John Doe 🔍 ⚙️ ?

## RealTime Campaigns

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New Campaign Actions

All Statuses All Tags Any Start Date Any End Date 📄

Status	ID	Campaign	Actions
✓	1264	<a href="#">April Sandal Campaign</a>	⋮
⋯	1265	<a href="#">May Sneaker Campaign</a>	⋮
⏸	1266	<a href="#">June Sandal Campaign</a>	⋮
⏸	1266	<a href="#">June Sneaker Campaign</a>	⋮

☑ Select all  
☑ Complete  
☑ Inactive  
☑ In Process  
☑ Scheduled

☑ Select all  
☑ Accessories  
☑ Adidas  
☑ Apparel  
☑ Backpacks  
☑ Baseball  
☑ Basketball  
☑ Bike Racks  
☑ Boots  
☑ Camping  
☑ Cargo Bags  
☑ Climbing  
☑ Compasses  
☑ Cricket  
☑ Cycling  
☑ Day Packs  
☑ Dog Gear

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● After  
  
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Day / Date Picker

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Filtering by Column: Criteria Selected


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## RealTime Campaigns

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New Campaign Actions

Filter by name In Progress... Adidas, Apparel, S... After 05/28/2019 Before 09/06/2019 

Status	ID	Campaign Name	Tags	Start Date	End Date	Acti
Results filtered by Search criteria						

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Filtering by Column: Criteria Selected (Alt A)

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RealTime Campaigns

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New Campaign

Actions

Filter by name

In Progress+1

Adidas+2

After 05/28/2019

Before 09/06/2019

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Status	ID	Campaign Name	Tags	Start Date	End Date	Action
Results filtered by Search criteria						

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Filtering by Column: Criteria Selected (Alt B)


 Loyalty Navigator

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## RealTime Campaigns

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New Campaign Actions

Filter by name 2 Statuses 3 Tags After 05/28/2019 Before 09/06/2019 

Status	ID	Campaign Name	Tags	Start Date	End Date	Action
Results filtered by Search criteria						

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## Filtering by Column: Save Search

Loyalty Navigator J John Doe Q ⚙ ?

## RealTime Campaigns

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New Campaign Actions

Filter by name In Progress,... Adidas, Apparel, S... After 05/28/2019 Before 09/06/2019 📄

Status	ID	Campaign Name	Tags	Start Date	End Date	Actions
<div><h3>Save Search</h3><p>Name of Search</p><input type="text" value="Summer Adidas Apparel Campaign"/><p>Search criteria</p><span>Save</span> <span>Cancel</span></div>						

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Filtering by Column: Search Saved to My Searches

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RealTime Campaigns

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New Campaign

Actions

Summer Adidas Apparel Campaigns ✕

Filter by name

In Progress,...

Adidas, Apparel, S...

After 05/28/2019

Before 09/06/2019

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Status	ID	Campaign Name	Tags	Start Date	End Date	Actions
Results filtered by Search criteria						

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