Wilde Interactive **Sitemap R1**

Home

Find
- Discovery/Market Research
- Identifying prospects
- Knowing your customer
- Strategy Development

Attract
- Website and experience design/ development
- Information Architecture
- Visual Design
- Technology

Acquire
- E-Marketing
- Email
- Online Media
- Social Media

Manage
- E-CRM
- Customer data management
- Relationship marketing programs
- Loyalty & Retention
- Cross Channel Marketing
- Measurement Analytics

Ancillary Navigation

At A Glance   **Quick Tour**

Slide 1   **Slide 2**   **Slide 3**   **Slide 4**

Global Navigation

About Us   **Contact**   **Experience**
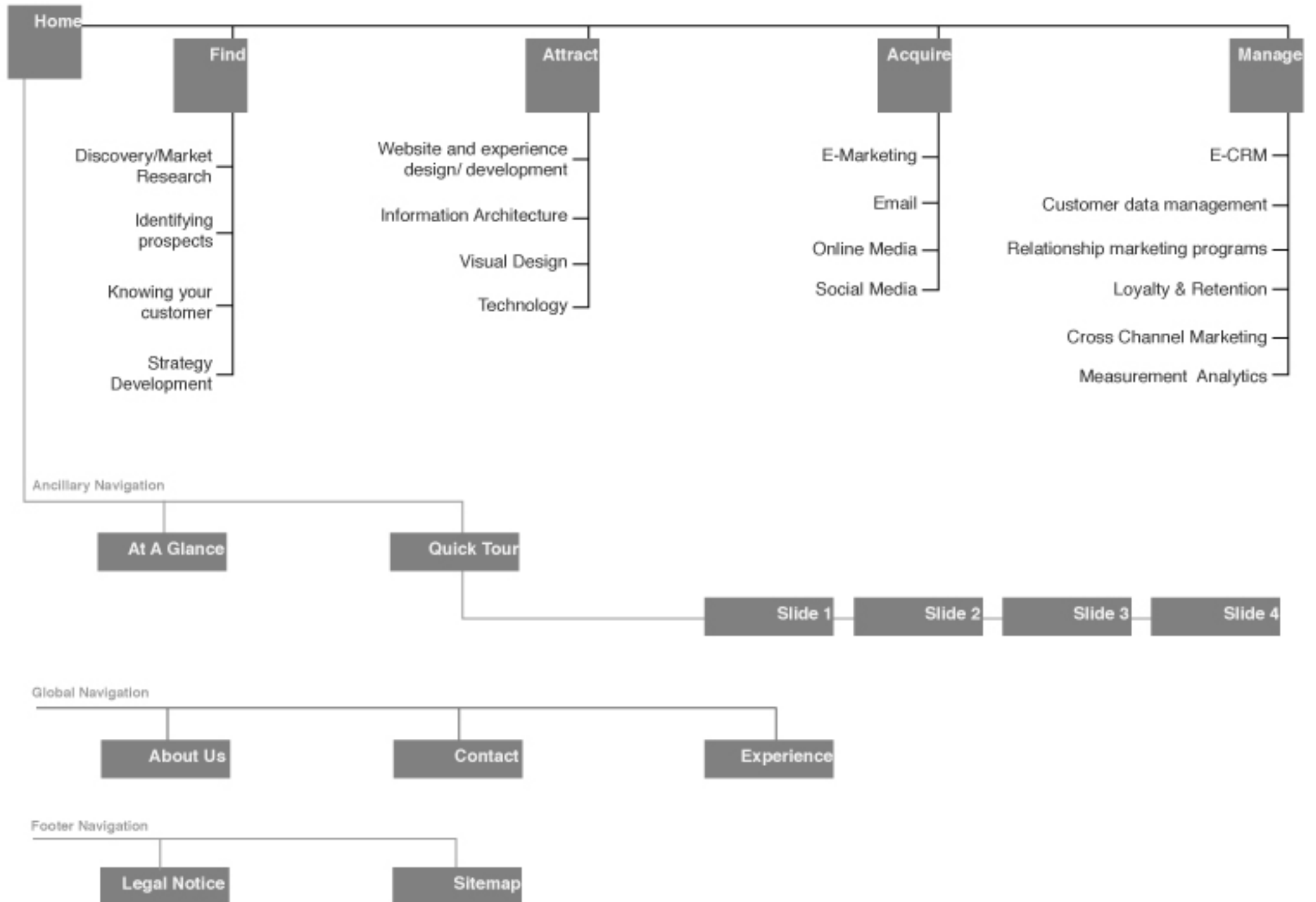
Footer Navigation

Legal Notice   **Sitemap**

Landing Page R1

Wilde Interactive

About Us
Experience
Contact
Home

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Only have a couple minutes? Check out our *At A Glance* Backgrounder.

Got five minutes? Take our *Quick Tour*.

FIND   ATTRACT   ACQUIRE   MANAGE

Newsfeed

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Read more ↘

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Read more ↘

ATTRACT

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PRIMARY NAV
Contracted in order to have the dropdown menu area cover the splash image and not the sidebar.

SPLASH AREA
The sidebar on the left has been moved up slightly, using up the space freed up from the navbar change. The first paragraph should feature engaging intro copy, inviting the user to explore the site. The subsequent sections will take the user to WI's backgrounder (see separate wireframe mockup) as well as launch the Quick Tour (see separate wireframe mockup).

At the bottom is an area that will feature RSS Feeds from either the company's news site or their blog, with links to allow the user to view the complete article featured.

Conservative estimate of 800x600 screenfold (~7% of users)

Conservative estimate of 1024x768 screenfold (~93% of users)

Global Page : Experience R1

![Wilde Interactive logo]

Ipsum	FIND	ATTRACT	ACQUIRE	MANAGE

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OUR EXPERIENCE ↘

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PRIMARY NAV
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800x600 screenfold
(~7% of users)

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(~93% of users)

FIND ↘	ATTRACT ↘	ACQUIRE ↘	MANAGE ↘

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Service Component Page : Attract Landing Page

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Wilde **Interactive**

FIND | **ATTRACT** | ⬋ ACQUIRE | MANAGE

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Jonathan Sriberg
Vice President
Strategy & Account Services
View next ↘

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◤ ATTRACT

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PRIMARY NAV
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SPLASH AREA
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Conservative estimate of 800x600 screenfold (~7% of users)

Conservative estimate of 1024x768 screenfold (~93% of users)

Service Component Page : Attract Landing Page with Drop Down Menu/Mouseover Functionality

Wilde Interactive

About Us
Experience
Contact
Home

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Jonathan Sriberg
*Vice President
Strategy & Account Services*

View next ↘

FIND ATTRACT ACQUIRE MANAGE

Website and experience design/development

Information Architecture

Visual Design

Technology

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ATTRACT

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PRIMARY NAV
Drop Down Menu/Mouseover functionality of the primary nav element showcased.

Conservative estimate of 800x600 screenfold (~7% of users)

Conservative estimate of 1024x768 screenfold (~93% of users)

Service Component Page : Attract R1

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Wilde **Interactive**

About Us
Experience
Contact
Home

FIND   **ATTRACT**   ◢ ACQUIRE   MANAGE

INFORMATION ARCHITECURE   ◢

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Jonathan Sriberg
*Vice President
Strategy & Account Services*
View next ↘

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◤ **ATTRACT**

PRIMARY NAV
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SPLASH AREA
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Service Component Page : Attract R1

Wilde Interactive

About Us
Experience
Contact
Home

FIND   ATTRACT   ACQUIRE   MANAGE

INFORMATION ARCHITECURE

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View next ↘

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FIND	ATTRACT	ACQUIRE	MANAGE
Discovery/Market Research	Website and experience design/development	E-Marketing	E-CRM
Identifying prospects	**Information Architecture**	Email	Customer data management
Knowing your customer	Visual Design	Online Media	Relationship marketing programs
Strategy Development	Technology	Social Media	Loyalty & Retention
			Cross Channel Marketing
			Measurement Analytics

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Conservative estimate of
800x600 screenfold
(~7% of users)

Conservative estimate of
1024x768 screenfold
(~93% of users)

CLOSING CONTENT AREA
This area will be populated by the entire breadth of links that make up all of the service components, indicating where the user is presently.

At A Glance

About Us
Experience
Contact
Home

FIND   ATTRACT   ACQUIRE   MANAGE

Wilde Interactive At A Glance

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Jonathan Sriberg
Vice President
Strategy & Account Services

View next ↘

Got five minutes?
Take our **Quick Tour**.

Print

Download as PDF

About Wild Interactive ↘

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Our Experience ↘

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Our Services

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FIND ↘
- Discovery/Market Research
- Identifying prospects
- Knowing your customer
- Strategy Development

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ATTRACT ↘
- Website and experience design/development
- Information Architecture
- Visual Design
- Technology

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ACQUIRE ↘
- E-Marketing
- Email
- Online Media
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MANAGE ↘
- E-CRM
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Call to action text and contact information. Quis autem vel eum iure reprehenderit qui in ea voluptate.

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1234 Any Street. City, State.
(xxx) xxx-xxxx

Conservative estimate of 800x600 screenfold (~7% of users)

Conservative estimate of 1024x768 screenfold (~93% of users)

SPLASH AREA
To better display the concise information displayed, a columnar format was used for this page. That combined with the use of header images allows for a quick visual familiarity with the way the information is organized. "About Wild Interactive", "Our Experience" and the individual service components all feature the arrow design element used throughout the site. These arrows will be linked to the web page they describe should the user be interested in seeing a more verbose representation of what is being described.

In the faux third column of the splash area, users can click on two icon/links that will allow them to print the page (either as it is presented or taking them to a more print-friendly version of the page) or download a PDF version of the information.

The sidebar currently contains a quote much like the service component pages go but can feature any other ancillary information about the company. In particular, it could provide a link to the Quick Tour should the user be enticed to find out more about the company after having read the At A Glance backgrounder.

CLOSING CONTENT AREA
This area can feature a closing commentary to bookend what was presented as well as call to action textand general contact information.

Quick Tour

Wilde Interactive

End Tour ↘

Wilde Interactive Quick Tour ↘

About Wild Interactive

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↖ Previous | **Next** ↘

MASTHEAD
This header area would be a contracted version of what is presented on the website. As this is a presentation of information that is self-contained and lateral to the information on the site, global navigation is not included. A "Close Window" functionality is included with the "End Tour" link/button.

SPLASH AREA
A more comprehensive version of the content that lives on the backgrounder would be included here but feaured in a linear fashion. The first "slide" would be the About Us content, followed by Our Experience, the four service components and then concluded with the contact information. In future versions, this could be one interactive Flash sales tool or a series of Flash movies to present the originally conceived content in a more dynamic manner.

To better simulate the look/feel of a printed brochure, the information presented here is rendered in columns, with images that either span the entire column or possibly in a smaller size with text wrapping around them.

At the bottom of the content area will be a small navigational element that takes the user forward or backward one page/slide at a time.

Conservative estimate of
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