

USO.org Website Redesign

Batch 3 Wireframes

Jun 23, 2010 v 9.0

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Note: All content is for placement only. Page elements are not to scale and are not intended to convey or match creative design.

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Version History

DATE	VERSION	NOTES
05/14/2010	1.0	Initial client review.
05/19/2010	2.0	Client Entertainment Group review of Entertainment Pages.
05/21/2010	3.0	Revisions to Entertainment Pages based on client review. Added Version History page to the document. Added prefix (B1S1) to pages to indicate Batch 1 Set 1 to differentiate from delivery of subsequent pages.
05/27/2010	4.0	Batch 1 Set 2 (B1S2) pages added.
06/04/2010	5.0	B1S2 pages revised based on client review.
06/11/2010	6.0	Batch 2 pages added.
06/11/2010	7.0	Revisions to batch 2 wireframes based on client review.
06/22/2010	8.0	Batch 3 pages added. Batch 2 Set 2 (B2S2) pages added (eCommerce).
06/23/2010	9.0	Updated search pages (30 & 31) based on client review.

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Batch 3 Wireframes

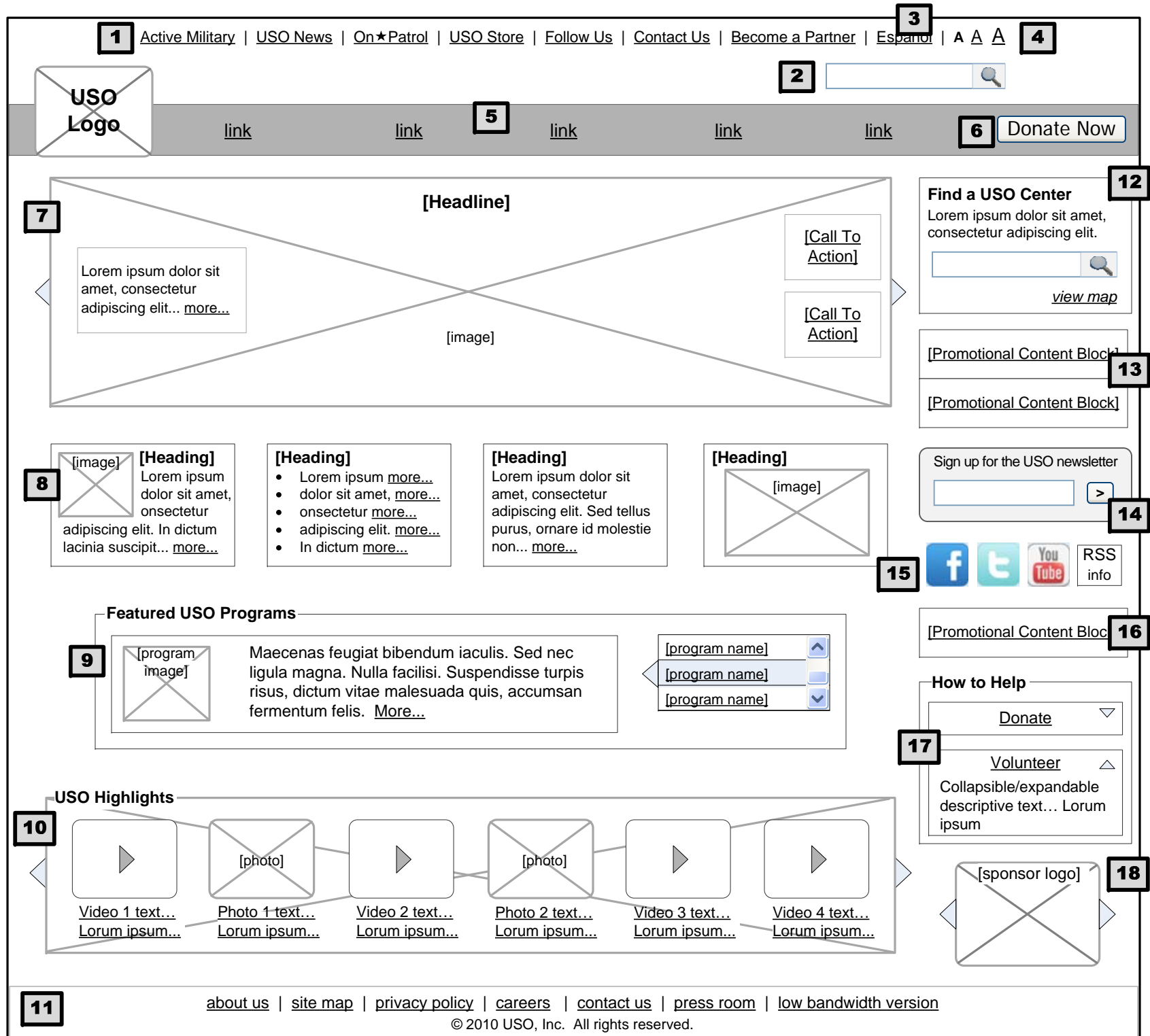
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Page 3

B1S1 - Home Page

Header information includes the logo and #1-6. It is present on every page.

- Utility navigation – provides direct access to high-value pages.
- Search box – is site wide. Upon search submission, the user is taken to the search results page. Advanced search capabilities are available on this page.
- A link is provided to access a set of Spanish pages (exact pages and number of pages TBD).
- Text size indicators provide easy access to resizing the text/non-graphical copy.
- Global navigation links provide access to the main sections of the website. Exact labels TBD.
- Clicking the Donate Now button links to the general donation page form.
- Main feature – contains an image and at least one call to action. Additional calls to action, copy and headline can be added. Interface allows user to access more than one feature if available.
- Main area callouts – contains various types of content which can be configured multiple ways. This wireframe shows one example. Not all must be used.
- Featured USO Programs – contains a scrollable list of clickable program names on the right. Clicking on a program name displays a summary and image related to that program in the area to the left of the scrollable list. A link within the summary text takes the user to that program's detail page.
- USO Highlights – lets user view photos and videos related to Entertainment, news, blogs, etc. Videos may be viewed in-page (overlay video) or clicking the link to go to a page to watch the video full size. Content is pulled from the latest photos and videos gallery. The number of entries is design-dependent.
- Footer – includes the copyright, multiple links to high-value pages, and a link for the user to switch the view to the low-bandwidth version of the website. If the user is on the low bandwidth version of the website, the footer link changes to “high bandwidth version.”
- USO Center locator – text field accepts: zip code, airport (name and code), city, base, and country, and takes the user to a results page listing the USO Centers that match the search criteria. Clicking on the “view map” link takes the user to the main Find a USO Center page.
- Promotional Content Block – optional calls to action to take the user to specific pages. These may be larger, depending on the content represented.
- Newsletter Sign Up – upon submission of a valid email address, the email address is added to the USO email newsletter list and the sign up callout is replaced with the words “Thank you for joining our newsletter!”
- Social Networking Icons – allows the user to follow the USO. Twitter icon links to main USO Twitter feed. Facebook icon links to main USO Facebook page. YouTube links to main USO YouTube page. RSS info icon links to Follow Us page and the exact phrasing or icon will be determined during creative design.
- Promotional Content Block – optional. May be larger, depending on the content.
- How to Help – provides calls to action to the donate and volunteer content. Clicking on the arrow collapses or expands the area to show additional information.
- Sponsor logo callout shows a different logo on page refresh. User can scroll through available sponsor logos. The logo could be a click through to the sponsor's website that would open in a new browser window.



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Page 4

B1S1 - Program Page Template (Secondary Page)

This wireframe will be used for all program detail pages (example: Care Packages, United Through Reading, MEGS, etc.)

1. Secondary navigation – provides access to all pages. When the user clicks a link the page associated with the link is presented. If there are sub-navigational menu items available for the selected link, a tertiary menu appears below the secondary menu item, pushing the remaining content down on the page. Only one tertiary menu is displayed at a time.
2. Breadcrumb path – a trail of links that represent the directory structure of the page the user is viewing. The page the user is on is not represented in the breadcrumb. Breadcrumb path is a means of navigating easily to any of the pages in the trail.
3. Page title – program name.
4. Program image – fixed.
5. Program copy – includes description of the program. Quotes, bulleted lists, etc. and other means of formatting text are optional and will have defined styles.
6. Support this Program – includes heading, image, copy and one or more calls to action. Can be generic or specific to the program.
7. Related tagged content – optional, displays news, blogs, photos, videos, etc., with tags that match the program. “More ...” links the user to a page that shows more tagged content of that type (news, blog, photos, videos, etc.) related to the program. Note: featured items presented in block 9 should be excluded from this area.
8. Toolbar – lets the user share this specific page via multiple social networking applications, as well as email the page or print a printer-friendly version of the page. Clicking on the Share button shows the individual social networking icons as links to those applications. Clicking on the email icon displays a “share with a friend” overlay. The overlay contains a non-editable link to the initiating page, and includes: a pre-populated, editable subject field, a “from” email field, and a “to” email field.
9. Featured content – tag-driven featured-tagged content pulled from featured news and blogs. Includes image, heading, and copy, including a link to take the user to a page where they can read all of the information. Interface allows user to access more than one feature if available.
10. Program Content Callout – content that can highlight program specifics. Exact interface TBD.
11. Find / Request – area that presents a USO Center locator and/or link for the user to request the program; link goes to contact form, exact values TBD. USO Center locator text field accepts: zip code, airport (name and code), city, base, and country, and takes the user to a listing of USO centers that offer the program from which the search was activated.
12. Promotional Content Block – optional.

[Active Military](#) | [USO News](#) | [On★Patrol](#) | [USO Store](#) | [Follow Us](#) | [Contact Us](#) | [Become a Partner](#) | [Español](#) | [A](#) [A](#) [A](#)

[link](#)
[link](#)
[link](#)
[link](#)
[link](#)

[Donate Now](#)

[\[Program name\]](#) 1

[\[Program name\]](#)

[\[Program subpage\]](#)

[\[Program subpage\]](#)

[Program name\]](#)

[Program name\]](#)

[Program name\]](#)

[Program name\]](#)

[Program name\]](#)

[Program name\]](#)

[Home >> Programs](#) 2

[Page Title]

3

4

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Support this Program

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[\[Call To Action\]](#)

[\[Call To Action\]](#)

[Title]
[Tag related text info]

[More ...](#)

[Title]
[Tag related video/audio]

7 [More ...](#)

[Title]
[Tag related photo]

[More ...](#)

9

[Heading]
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[Tab 1]

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- Quisque suscipit interdum eros eget consectetur.
- Nullam eget mattis nunc. Maecenas tellus felis, imperdiet sed euismod ut, mollis ut justo.

[Tab 2] 10

<Heading> 11

Find a USO Center with this Program

[Request This Program](#)

[Promotional Content Block] 12

[about us](#) | [site map](#) | [privacy policy](#) | [careers](#) | [contact us](#) | [press room](#) | [low bandwidth version](#)

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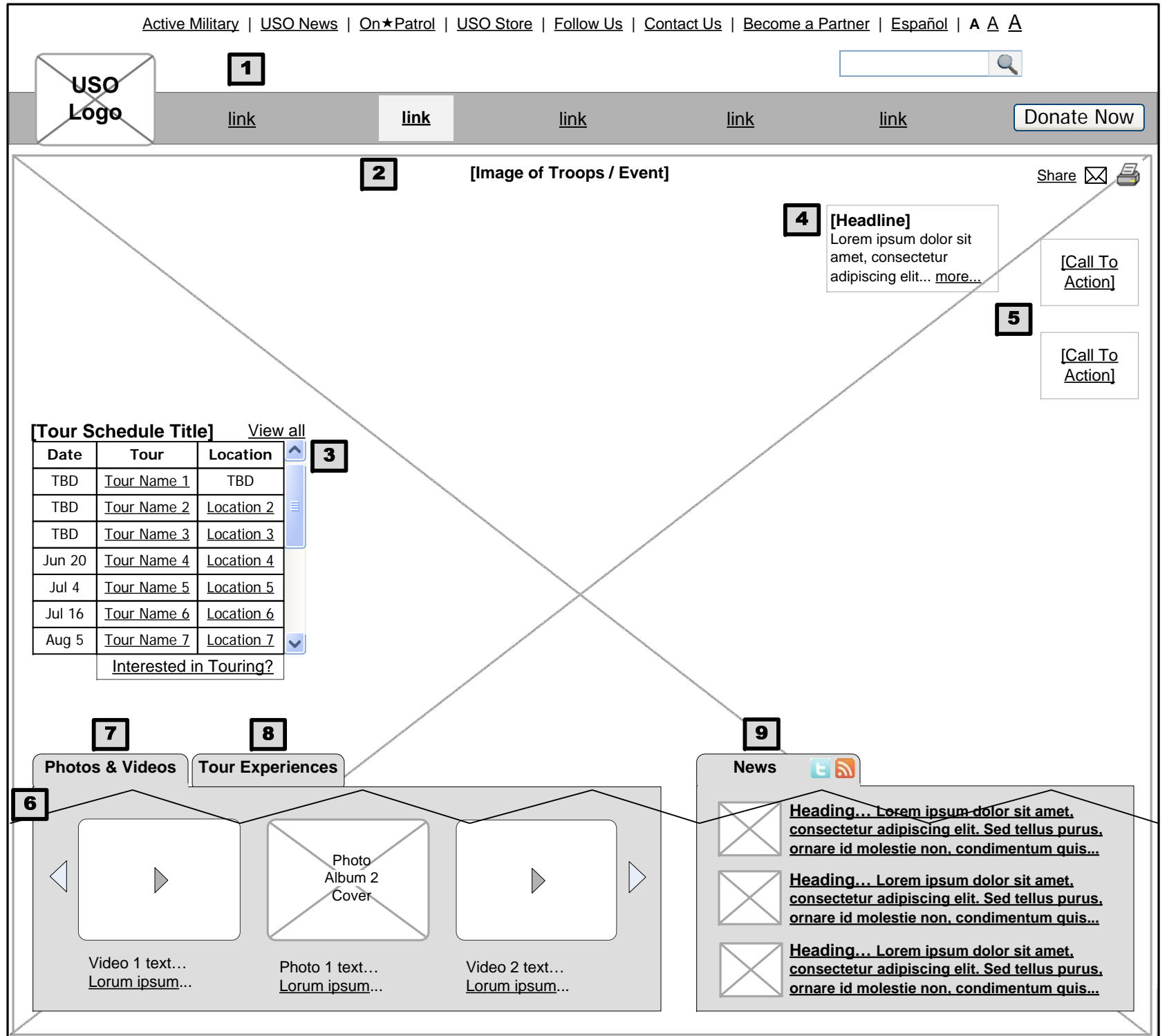
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Page 5

B1S1 - Entertainment Home Page

1. While the basic navigational elements remain the same, visuals on the Entertainment pages will be graphically different.
2. Image of Troops / Events – fixed. Fills the main content area and other elements appear on top. The majority of the image should remain visible with interactive elements appearing along the periphery and below the fold.
3. Tour Schedule – provides USO tour information and is scrollable. Clicking on the “View all” link opens the Tours Page where the user can see a full listing of the USO tours. Clicking on a tour name opens the Tour Page for the selected tour. Rolling over a tour name displays an image (e.g., tour poster image) and the celebrity name(s) associated with the tour. A user can click on a celebrity name in the rollover box to go to that celebrity’s profile page. Text of location is as close to the actual location as possible and each location is associated with a region. Clicking on the location presents the Tour Page with information on tours in the related region. TBD locations are not clickable. Clicking “Interested in Touring” (exact verbiage TBD) links to the How To Tour Page.
4. Description – includes a headline and description of the background image. Clicking the “more” link opens the page associated with the image.
5. Call To Action – optional tour-related call to action area specific to numbers 2 & 4.
6. Page Fold – indicates content that appears below the browser scroll line.
7. Photos & Videos content layer – the user may view photos and videos in-page (photo or video overlay) or clicking the link to go to a page to view the full-size photo or video. The user can scroll through additional photos and videos and can go directly to a specific Tour Photos & Videos Page to view more and larger versions of the photos & videos. Exact interface is TBD.
8. Tour Experiences content layer – when clicked, the Photos & Videos content will be replaced with Tour Experiences (testimonials) content. Exact interface is TBD.
9. News – includes Twitter and RSS entertainment-specific icons, news or blog image (specifically related to entertainment) and a heading as a link to view the full news item or blog. Depending on design, an excerpt may be included if space allows. Twitter icon links to the USO Entertainment Twitter Page where the user can choose to follow the USO. RSS icon links to the entertainment RSS feed.

>> Entertainment Home Page is continued on the next page



<Continued on next page>

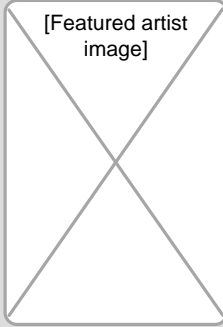
B1S1 - Entertainment Home Page (cont'd)

10. Profiles – displays a featured celebrity and includes an image, the celebrity’s name, brief description, a link to the celebrity’s website(s), additional/optional link(s), and a link to view all celebrities. The featured celebrity will change each time the page is refreshed or on subsequent user visits. USO Profile link opens the celebrity’s USO Profile page. [Celebrity] Website link opens the celebrity’s personal website. The additional links may be used for the celebrity’s additional personal websites or for social network fan pages(s). “View all celebrities” link opens the Celebrities Page where the user can view all of the celebrities associated with the USO. External pages open in a new browser window.
11. Entertainment History – includes an image and a link to view the USO Entertainment timeline.
12. How To Tour – includes a tour image, a brief description about touring, and links for each of the How To Tour topics. Each link opens a page for the topic selected.

<Continued from previous page>

10

Profiles



[Featured artist image]

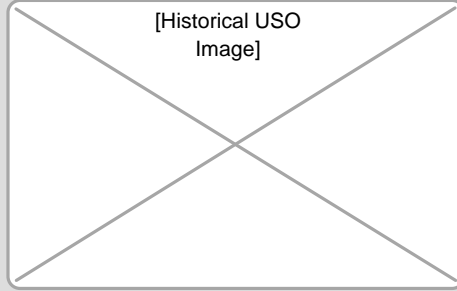
[Celebrity] Name
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- [USO Profile](#)
- [\[Celebrity\] Website](#)
- [Lorem ipsum](#)
- [Lorem ipsum](#)

[View all celebrities](#)

11

Entertainment History




[Historical USO Image]

[View the Entertainment Timeline](#)

12

How To Tour



[Tour Image]

How to tour description... Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- [Why Tour?](#)
- [Your Impact](#)
- [Qualifications](#)
- [Contact Us](#)
- [Performance Tour](#)
- [Handshake Tour](#)
- [Movie Premieres](#)
- [Tour Locations](#)

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Page 7

B1S1 - Entertainment - Celebrity Multimedia Profile Page Template

1. Secondary navigation – provides access to all Entertainment pages. When the user clicks a link the page associated with the link is presented. If there are sub-navigational menu items available for the selected link, a tertiary menu appears below the secondary menu item, pushing the remaining content down on the page. Only one tertiary menu is displayed at a time. Note: full list of Celebrity Profile Pages and tours will not be listed due to spacing constraints; instead, a results page listing the available celebrities or tours is presented.
2. USO Entertainment Social Media Links – Twitter button links to the USO Entertainment Twitter Page where a user may select to follow the USO. RSS button links to the USO Entertainment RSS feed; exact phrasing or icon will be determined during creative design. Additional USO entertainment social media links may be added.
3. Page title - celebrity's name.
4. Celebrity Photo – fixed image.
5. Text description – provides a description of the celebrity photo. “View Full Bio” link provides rollover text of the celebrity’s biographical information.
6. Video – provides a video of the celebrity and includes a link to view more videos. The link opens the celebrity photos and videos page.
7. Secondary Photo – includes a link to view more photos. The link opens the celebrity photos and videos page.
8. Celebrity Links – includes links for celebrity/USO-related eCommerce site(s) (e.g., eBay auction to benefit the USO for a celebrity signed guitar), celebrity’s website(s), and social network site links in which the celebrity participates.
9. Celebrity News – includes images, news item titles, news item excerpts, links to view the full news item, a link to view additional celebrity USO news and links to view more non-USO celebrity news. USO news items appear first with news items from other sources appearing below the USO news. *
10. Celebrity Tour Info – includes tour dates, names, and locations for the selected celebrity. Tour Name links to the related Tour Page. More USO Tour information link opens the associated page. Links to view more non-USO tour information are available. More USO tour links appear first with tour links from other sources appearing below the USO tour links. *

* Non-USO sites open in a new browser window. When returning to the USO page and selecting a different non-USO link, the page opens in the same new browser window previously opened, unless the user closed the window.

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[link](#)
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[Donate Now](#)

1 [Secondary Nav 1]

[Tertiary Nav 1]

[Tertiary Nav 2]

[Secondary Nav 2]

[Secondary Nav 3]

[Secondary Nav 4]

[Secondary Nav 5]

[Secondary Nav 6]

[Secondary Nav 7]

[Secondary Nav 8]

Home >> [Entertainment](#)

3 [Page Title]

4

5 Text description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. [View Full Bio](#)

6

[More Videos](#)

7

[More Photos](#)

8 [eComm Link]

[Celebrity's Website](#)

[Celebrity's Website](#)

2 USO Entertainment

Twitter

RSS

9 **News Title.** Excerpt text... Lorem ipsum dolor sit amet consectetur adipiscing elit. Sed tellus purus... [more](#)

News Title. Excerpt text... Lorem ipsum dolor sit amet consectetur adipiscing elit. Sed tellus purus... [more](#)

[More \[Celebrity\] USO News](#)

[Non-USO News Link 1]

[Non-USO News Link 2] [More \[Non-USO {Celebrity} News\]](#)

10 **Celebrity Tour Info**

Date	Tour Name	Location
TBD	Tour Name 1	Location 1
Date 1	Tour Name 1	Location 1
Date 2	Tour Name 2	Location 2

[More USO Tour Info](#)

[Non-USO Tour Link 1]

[Non-USO Tour Link 2] [More \[Non-USO Tour\] Info...](#)

[about us](#) | [site map](#) | [privacy policy](#) | [careers](#) | [contact us](#) | [press room](#) | [low bandwidth version](#)

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B1S2 - About Us Landing Page Template

1. The main navigation link for the current page is distinctly differentiated from the remaining navigation links. The distinction will be maintained throughout the site for the main navigation links.
2. Secondary navigation - provides access to all pages within the section.
3. Share Your Story – provides a link to collect stories and photos from troops and their families (may include image and copy). Clicking the link opens the Share Your Story Page.
4. Page-specific image and copy – fixed image specific to the page providing an additional cue to the subject of the page. Copy providing a brief overview of the USO’s mission. Bullet points are optional.
5. Descriptive Navigation Area – provides images, links and descriptive copy to the secondary navigation items listed in the left column. Copy may also describe content of the sub-pages and may include links to other important, high-value sub-pages (tertiary navigation) within the section.
6. Featured Story – USO-specific story or information related to the main body content, such as messages from President and CEO Sloan Gibson, new program offering stories, Center openings, USO’s history or anniversary articles, etc. “More” links the user to the USO-specific news page where the full article can be read and additional articles are listed. If available, an image may be utilized.
7. Newsletter Sign Up – upon submission of a valid email address, the email address is added to the USO email newsletter list and the sign up callout is replaced with the words “Thank you for joining our newsletter!”
8. Promotional Content Block – optional calls to action to take the user to specific pages, e.g., USO Tree House or On Patrol. These may be larger, and/or represented as images, depending on the content.
9. Call Out Areas – provides USO-specific calls to action for working and volunteering at the USO. Clicking on the action icon (arrow) collapses or expands the area to show additional information. A collapsed call to action area provides a heading as a link to the specified page. An expanded call to action area provides a heading as a link to the specified page and descriptive copy. Images may be utilized for both.

Note: See page 4, B1S1 - Program Page Template (Secondary Page) for share, email, and print functionality.

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USO Logo

1 link link link link link

Donate Now

Share [email icon] [print icon]

2 [Secondary Nav 1]
[Tertiary Nav 1]
[Tertiary Nav 2]
[Secondary Nav 2]
[Secondary Nav 3]
[Secondary Nav 4]
[Secondary Nav 5]
[Secondary Nav 6]
[Secondary Nav 7]
[Secondary Nav 8]

3 Share Your Story

4 [Page-specific Image]

5 [Secondary Nav Link] – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vel eros nisi, id tincidunt lorem. Fusce id porta neque.

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6 [featured image]

[Featured Story Heading]
Maecenas feugiat bibendum iaculis. Sed nec ligula magna, turpis risus. [More...](#)

7 Sign up for the USO newsletter

8 [Promotional Content Block]

9 Work at the USO
Collapsible/expandable descriptive text... Lorum ipsum

Volunteer for the USO

about us | [site map](#) | [privacy policy](#) | [careers](#) | [contact us](#) | [press room](#) | [low bandwidth version](#)

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B1S2 - Entertainment - Tours Landing Page

1. Page Description – displays a brief description of the page contents.
2. Search Tool – allows for a tour-specific standard search. Rollover text indicates search is tour-specific. Can search by celebrity, date, location. Initiating a search opens a search results page.
3. Subscribe – users may select to receive tour updates and information through an RSS feed, an iCal subscription, or through email. Clicking the RSS icon opens the feed in the browser's default reader. Clicking the iCal icon adds the event to the user's default calendar. Clicking the email icon opens an overlay containing an email address field, retype email address field, a link to terms and conditions, a means to accept the terms and conditions, and submit button.
4. Current & Upcoming Tours – current tours are those that have started and are still running or a tour that starts today. Upcoming tours are those that start on a future date or TBD. Information for the next three months is available. Clicking "View full USO tour schedule" opens related year's schedule tour page.
5. Past Tours – are completed tours. Information for the previous three months is available. Tour name has the same functionality as detailed in Current & Upcoming Tours (#4).
6. Tour Date – shows the date of the listed tours and may be represented in month and day format or as a date range. TBD dates appear at the top of the list. Tours occurring in some areas cannot have published dates for security reasons. TBD dates will be manually updated after the tour.
7. Sort Functionality – tour information may be sorted by date or tour name by using the action icon (arrow) associated with each respective heading. Location sorts on the first letter in the text field. Clicking on a location displays a search results page populated with tour information for that region.
8. Tour Name – displays the list of tours. Each tour name is represented by a link containing the name of the tour, which may be displayed as an actual tour name, a single celebrity, or multiple celebrities. Clicking on a tour name opens the Tour Page for the selected tour. Rolling over a tour name displays an overlay, see next page.
9. Share Icon – when clicked, opens an overlay with social networking links allowing a user to share tour-specific information through Facebook and Twitter. The share tools are tour specific. Other social networking elements may be added.
10. Location – displays the physical location of the tour. Text of location is as close to the actual tour location as possible. Each location is associated with a region. Clicking a location takes the user to a search results page populated with tour information for that region. TBD locations are not clickable.

>>Tour Name rollover (#8) is visually detailed on page 10

>>Notes continued on page 11

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Home >> [Entertainment](#) Share

[Page Title]

1 Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id.

2 3 Subscribe

[Secondary Nav 1]

[\[Tertiary Nav 1\]](#)

[\[Tertiary Nav 2\]](#)

[Secondary Nav 2]

[\[Secondary Nav 3\]](#)

[\[Secondary Nav 4\]](#)

[\[Secondary Nav 5\]](#)

[\[Secondary Nav 6\]](#)

[\[Secondary Nav 7\]](#)

[\[Secondary Nav 8\]](#)

4 Current & Upcoming Tours [View full USO tour schedule](#)

6 Tour Date	8 Tour Name	10 Location
TBD	Tour Name Lorem ipsum	TBD
TBD	Tour Name	TBD
TBD	Tour Name Lorem	TBD
month day	Tour Name Lorem ipsum	Location Lorem ipsum
month day - day	Tour Name Lorem ipsum dolor	Location Lorem ipsum
month day	Tour Name Lorem ipsum	Location Lorem ipsum
month day	Tour Name Lorem	Location Lorem ipsum
month day	Tour Name	Location Lorem ipsum
month day	Tour Name Lorem ipsum dolor	Location Lorem ipsum
month day	Tour Name Lorem ipsum	Location Lorem ipsum

5 Past Tours

[Tour Name Lorem ipsum dolor sit amet](#)
Location

[Tour Name Lorem](#)
Location

[Tour Name Lorem ipsum sit](#)
Location

[Tour Name Lorem](#)
Location

[Tour Name Lorem ipsum dolor](#)
Location

[Tour Name Lorem](#)
Location

[Tour Name Lorem ipsum sit](#)
Location

[Tour Name Lorem ipsum sit](#)
Location

USO Entertainment

[Twitter](#)

[RSS](#)

Tour Experiences | **Photos & Videos** | **Tour News**

- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus. Fusce quam tellus.
- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus.
- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus.

[Share Your Story](#)

How To Tour

How to tour description... Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- [Why Tour?](#)
- [Your Impact](#)
- [Qualifications](#)
- [Contact Us](#)
- [Performance Tour](#)
- [Handshake Tour](#)
- [Movie Premieres](#)
- [Tour Locations](#)

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B1S2 - Entertainment - Tours Landing Page - Overlay

- 8. Tour Name Rollover – includes a tour image (e.g., tour poster), Tour Name, brief tour description, a list of the celebrities associated with the tour, and a link to view the tour.
Clicking Tour Name presents the Tour Detail Page.
Clicking a Celebrity Name presents the Celebrity's Profile Page.
Clicking "View Tour" link presents the Tour Detail Page.

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[link](#)
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[link](#)

Donate Now

Share

[Home >> Entertainment](#)

[Page Title]

Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id.

Subscribe

Current & Upcoming Tours

[View full USO tour schedule](#)

Tour Date ▲	Tour Name	Location
TBD	Tour Name Lorem ips	
TBD	Tour Name	
month day	Tour Name Lorem	
TBD	Tour Name Lorem ips	
month day - day	Tour Name Lorem ips dolor	
month day	Tour Name Lorem ips	
month day	Tour Name Lorem	
month day	Tour Name	Location Lorem ipsum
month day	Tour Name Lorem ipsum dolor	Location Lorem ipsum
month day	Tour Name Lorem ipsum	Location Lorem ipsum

Past Tours

[Tour Name Lorem ipsum dolor sit amet](#)

[Tour Name Lorem ipsum sit amet](#)

[Tour Name Lorem ipsum dolor sit amet](#)

[Tour Name Lorem ipsum dolor sit amet](#)

[Tour Name Lorem ipsum dolor sit amet](#)

[Tour Name Lorem ipsum dolor sit amet](#)

[Tour Name Lorem ipsum dolor sit amet](#)

[Tour Name Lorem ipsum dolor sit amet](#)

[Tour Name Lorem ipsum dolor sit amet](#)

[Tour Name Lorem ipsum dolor sit amet](#)

[View all past tours](#)

Tour Experiences

- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus. Fusce quam tellus.
- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus.
- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus.

[Share Your Story](#)

How To Tour

How to tour description... Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- [Why Tour?](#)
- [Your Impact](#)
- [Qualifications](#)
- [Contact Us](#)
- [Performance Tour](#)
- [Handshake Tour](#)
- [Movie Premieres](#)
- [Tour Locations](#)

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B1S2 - Entertainment - Tours Landing Page (cont'd)

11. Tour Experiences – includes a link to the USO Stories Page and a list of links to featured experience or testimonial stories. Clicking a link opens the related story or Celebrity Profile Page. Actual content will be determined during design and may include text and images. Precise number of links TBD.
12. Share Your Story – allows users to submit USO-related stories and photos. Clicking the link opens the Share Your Story Page.
13. Photos & Videos – when clicked, replaces the current content layer with the Photos & Videos content layer. See *B1S1 – Entertainment Home Page*.
14. Tour News – when clicked, replaces the current content layer with the Tour News content layer.
15. How To Tour – includes a brief description about touring, and links for each of the How To Tour topics. Each link opens a page for the topic selected. See *B1S1 – Entertainment Home Page*.

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[link](#)
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[Donate Now](#)

Home >> [Entertainment](#)
Share

[Page Title]

Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id.

Subscribe

Current & Upcoming Tours

[View full USO tour schedule](#)

Tour Date ▲	Tour Name ▼		Location ▼
TBD	Tour Name Lorem ipsum		TBD
TBD	Tour Name		TBD
month day	Tour Name Lorem		TBD
TBD	Tour Name Lorem ipsum		Location Lorem ipsum
month day - day	Tour Name Lorem ipsum dolor		Location Lorem ipsum
month day	Tour Name Lorem ipsum		Location Lorem ipsum
month day	Tour Name Lorem		Location Lorem ipsum
month day	Tour Name		Location Lorem ipsum
month day	Tour Name Lorem ipsum dolor		Location Lorem ipsum
month day	Tour Name Lorem ipsum		Location Lorem ipsum

Past Tours

[Tour Name Lorem ipsum dolor sit amet](#)
Location

[Tour Name Lorem](#)
Location

[Tour Name Lorem ipsum sit](#)
Location

[Tour Name Lorem](#)
Location

[Tour Name Lorem ipsum dolor](#)
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[Tour Name Lorem](#)
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[Tour Name Lorem ipsum sit](#)
Location

[View all past tours](#)

USO Entertainment

Twitter

RSS

[Secondary Nav 1]
[Tertiary Nav 1]
[Tertiary Nav 2]

[Secondary Nav 2]
[Secondary Nav 3]
[Secondary Nav 4]
[Secondary Nav 5]
[Secondary Nav 6]
[Secondary Nav 7]
[Secondary Nav 8]

11

Tour Experiences

- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus. Fusce quam tellus.
- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus.
- [Lorem ipsum dolor](#) sit amet, consectetur adipiscing elit. Fusce quam tellus, egestas ut eleifend non, blandit vitae lacus.

13

Photos & Videos

14

Tour News

15

How To Tour

How to tour description... Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- [Why Tour?](#)
- [Performance Tour](#)
- [Your Impact](#)
- [Handshake Tour](#)
- [Qualifications](#)
- [Movie Premieres](#)
- [Contact Us](#)
- [Tour Locations](#)

12 [Share Your Story](#)

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June 23, 2010, v 9.0

Page 12

B1S2 - Entertainment - Celebrity Profiles Landing Page

1. Current Celebrities on Tour – provides a current/selected image with smaller images appearing adjacently. The images are scrollable. Celebrity name appears under the current/selected image and additional information is displayed on rollover. Clicking the celebrity name or the current/selected image opens the Celebrity Profile Page associated with the link or image.
Images in this area are celebrity-based rather than tour-based, meaning, if a tour has three different celebrities, each celebrity within that tour appears separately within the image area. Images are derived from current, upcoming, and recent tours. Using images from one month back and two months forward will keep the number of images to approximately 20-30. Drop-off date for completed (recent) tours is TBD.
Only celebrities with feature-sized photos may be displayed. A different celebrity is presented in the current/selected image area on page refresh or return visits.
Presentation style (e.g., scrolling) and image sizing are TBD during the creative phase.
2. Share Your Story – allows users to submit USO-related stories and photos. Clicking the link opens the Share Your Story Page.
3. Celebrity Testimonial – displays a brief celebrity USO-related quote or testimonial and a link to the Celebrity’s Profile Page. May be changed to keep fresh.
4. Celebrity List – contains a list of the celebrities who have toured with the USO. If a Celebrity Profile Page has been created, the celebrity name appears in this list. Number symbol and alpha letters delineate the list. A complete list is available on this page. Clicking on a celebrity name links to the Celebrity Profile Page selected.
Celebrity pages can be deactivated to prevent an celebrity from appearing in the list.
Presentation style (e.g., scrolling) and image sizing TBD during the creative phase.
5. View Historical Timeline – presents USO History & Timeline Page.
6. How to Tour – includes a brief description about touring, and links for each of the How To Tour topics. Each link opens a page for the topic selected. See *B1S1 – Entertainment Home Page*.
7. Tour Schedule – when clicked, replaces the How To Tour content layer with the Tour Schedule content layer. See *B1S1 – Entertainment Home Page*.
8. News – see *B1S1 – Entertainment Home Page*.
9. Photos & Videos – when clicked, replaces the news content layer with Photos and Videos content layer. See *B1S1 – Entertainment Home Page*.

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[Secondary Nav 1]

[\[Tertiary Nav 1\]](#)

[\[Tertiary Nav 2\]](#)

[\[Secondary Nav 2\]](#)

[\[Secondary Nav 3\]](#)

[\[Secondary Nav 4\]](#)

[\[Secondary Nav 5\]](#)

[\[Secondary Nav 6\]](#)

[\[Secondary Nav 7\]](#)

[\[Secondary Nav 8\]](#)

[Home >> Entertainment](#)

[Share](#)

[Page Title]

1

Current Image

Celebrity Name

2

[Share Your Story](#)

3

 “ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id.” [Celebrity Name](#).

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[Celebrity Name 2](#)

[Celebrity Name 3](#)

[Celebrity Name 8](#)

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[Celebrity Name 11](#)

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[Celebrity Name 21...](#)

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[View the Historical Timeline](#)

6

7

9

How To Tour

How to tour description... Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Why Tour?
- Your Impact
- Qualifications
- Contact Us

Tour Schedule

- Performance Tour
- Handshake Tour
- Movie Premieres
- Tour Locations

News

Heading... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, non, quis justo.

Heading... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, non, quis justo.

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Page 13

B1S2 - Entertainment - Photos & Videos Landing Page

1. Page Description – provides a brief description and page instructions.
2. Search Tool – allows for a photo gallery and video-specific standard search (no advanced search available). Rollover text indicates search is photo gallery and video-specific. Can search by celebrity, date, location. Initiating a search opens a search results page.
3. View all – links to the Photo Gallery Page or the Videos Page. Depending on design, “View all” may be replicated at the bottom of the page.
4. Photo Gallery Images – provides gallery title, a default gallery image, and a link to view the photo gallery. Clicking the gallery title or view link opens the specified Photo Gallery. The view link may be an image or icon indicating it is a link to a gallery rather than a link to the specific photo displayed. Exact interface is TBD. Images to be used as the thumbnail for each gallery is TBD. Tour posters can be used, but in a tour situation where a celebrity is going to three different bases on the same tour, there will be three different galleries. In cases such as this, using an image from the tour is preferable for the gallery thumbnail.
5. Videos – clicking the title or video displays the video in-page (video overlay).

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[Secondary Nav 1]
[Tertiary Nav 1]
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USO Entertainment

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[RSS](#)

Home >> [Entertainment](#)

[Page Title]

1 Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo.

2

Photo Galleries

3 [View all photos](#)

Videos

3 [View all videos](#)

4

[Gallery Title]

Gallery Image

View

[Gallery Title]

Gallery Image

View

5

[Video Title]

Video Image

[Gallery Title]

Gallery Image

View

[Gallery Title]

Gallery Image

View

[Video Title]

Video Image

[Gallery Title]

Gallery Image

View

[Gallery Title]

Gallery Image

View

[Video Title]

Video Image

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B1S2 - Entertainment - USO History & Timeline

1. Page Description – displays a brief description of the USO Entertainment history and instructions for the page content.
2. Interactive Timeline – displays images of varying sizes, which may include text descriptions. Historical images may have associated content. Individual timeline events can be linked to other existing pages; however, the linking is not automatic. Example, if there is an associated news article or photo gallery, it can be manually linked to the image. Clicking on an image's link opens the associated page for the link selected.
Timeline information is separated by decades. The initial page view shows information for the most recent decade. A slider bar allows users to browse through the information by moving the slider to the desired location in the timeline. Exact interface is TBD.
3. Tour Schedule – see *B1S1 – Entertainment Home Page*.
4. How to Tour – when clicked, replaces the Tour schedule content layer with How To Tour content layer. See *B1S1 – Entertainment Home Page (cont'd)*.
5. News – is current entertainment-related news. See *B1S1 – Entertainment Home Page*.
6. Photos & Videos – when clicked, replaces the News content layer with Photos and Videos content layer. Contains current entertainment-related photos and videos. See *B1S1 – Entertainment Home Page*.

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[Secondary Nav 1]

[Tertiary Nav 1]

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[Secondary Nav 2]

[Secondary Nav 3]

[Secondary Nav 4]

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Home >> Entertainment Share

[Page Title]

1 Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo. ed ac semper lacus. Sed aliquet turpis nec ante fermentum id lobortis orci consequat.

2

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- consectetur adipiscing elit
- Sed tellus purus, ornare id
- Molestie non, quis justo
- Ed ac semper lacus
- Sed aliquet turpis nec ante

Lorem ipsum dolor sit amet
consectetur adipiscing elit
Sed tellus purus, ornare id
Molestie non, quis justo

3

USO Entertainment

Twitter

RSS

4

Tour Schedule | **How To Tour**

View all

Date	Tour Name	Location	↑
TBD	Tour Name 1	Location 1	↓
Date 1	Tour Name 2	Location 2	↓
Date 2	Tour Name 3	Location 3	↓
Date 3	Tour Name 4	Location 4	↓

5

News | **Photos & Videos**

Heading... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, non, quis justo.

Heading... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, non, quis justo.

Heading... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, non, quis justo.

Slider bar


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B2 - FAQ Page Template

1. Page Description – displays a brief description of the page contents.
2. Search Tool – allows for an FAQ-specific standard search (no advanced search available). Rollover text indicates search is FAQ-specific. Can search by keywords. Initiating a search opens the FAQ section(s) relevant to the search term(s) and removes all questions and answers not related to the search term(s).
3. Show All Toggle – when clicked, exposes all hidden FAQ answers. Clicking also replaces the show all text and icon with the hide all text and icon, which hides all of the FAQ answers.
4. Frequently Asked Question – is represented as a link, which acts as a toggle to expose and hide selected questions.
Questions must be written such that there is at least one link to each section of the site, i.e., questions specific to About Us, Entertainment, and Volunteer, to ensure the user can locate information relevant to all areas of the site.
If no results are found based on the user's search term(s), copy is displayed indicating no results found and includes links to other FAQ Pages within the site (e.g., Entertainment FAQ Page link) to assist the user in finding the information sought. The copy also includes instructions to use the standard site search with a link to the search box.
5. Answer – is displayed when a question link is clicked. Links to other pages may be included to further assist the user in finding a complete answer.


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[Page Title]

1 Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo.

2  **3** [+](#) Show all

FAQ-specific search

4 [This is a frequently asked question... Integer congue gravida risus, eget feugiat erat vulputate vel?](#)

[This is a frequently asked question... Maecenas cursus porttitor urna vitae venenatis.?](#)

[This is a frequently asked question... Vivamus tincidunt, nibh eget sagittis iaculis, sem diam hendrerit neque?](#)

5 [This is an expanded FAQ answer... Praesent tincidunt tempus nisl eget vehicula. Vivamus eleifend, erat vel accumsan eleifend, quam magna mollis nisi, vitae eleifend erat nulla eget lorem. Sed feugiat elit id tellus dignissim consequat. Proin faucibus condimentum blandit. Nulla eu enim non nisi pharetra faucibus vel quis dui. Donec enim tellus, eleifend vel interdum non, volutpat sed felis. Morbi imperdiet porttitor elit, et lobortis nunc tristique eget. Morbi lacinia hendrerit ultricies. Suspendisse libero nisi, posuere vel fermentum sit amet, ornare in sapien. Aliquam iaculis posuere lacus, non tempor dui accumsan sed. Etiam sed sapien purus, sit amet convallis massa.](#)

[This is a frequently asked question... Fusce et turpis non lectus tincidunt sodales?](#)

[This is a frequently asked question... Vivamus et ipsum et sem gravida blandit a ac ante?](#)

[This is a frequently asked question... Nulla adipiscing, magna ac pharetra, neque mi porttitor tortor, a convallis?](#)

[This is a frequently asked question... Nam lorem ligula, posuere nec malesuada sit amet, ultricies sed lacus?](#)

[This is a frequently asked question... Morbi sollicitudin mauris nec arcu cursus tempus?](#)

[This is a frequently asked question... ivamus tincidunt, nibh eget sagittis iaculis, sem diam hendrerit?](#)

[This is a frequently asked question... Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia?](#)

[This is a frequently asked question... Etiam sed tempus dui?](#)

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B2 - Tell Your Story Page

Note: To make this more of an experience rather than just a form, a heart-warming image in the background may be utilized.

1. Page Description – displays enticing copy encouraging users to submit a story and may include an example regarding how approved stories are used on the site.
 2. Form Fields – includes name, email address, phone, location, and multiline textbox for the user’s story.
Phone number and location fields are optional.
Name is required but the user has the option of posting anonymously by checking the “Do not publish with story.” checkbox. On rollover, the adjacent question mark provides copy describing the anonymous option.
Multiline textbox has a 5,000 character limit; however, a counter will not be utilized.
 3. Upload a Photo – provides instructional copy describing the type and size of photos allowed and other relevant information regarding the image specifications. A single image may be uploaded. Clicking the browse button lets the user locate a picture on his/her computer, which, when selected, populates the Upload a Photo textbox. Clicking the upload button populates the image preview area with the selected image. A user may select a different image by clicking the browse button again. The new image replaces the previously uploaded image.
 4. Story and Photo Release Agreement – a scrollable area for the user to read the terms, conditions, and release agreement for the story submission.
 5. Accept Release Agreement – user must check the checkbox before the story and image may be submitted.
 6. Submit – submits the story for review by USO personnel. If the Accept release agreement checkbox is not checked or other required fields are missing or incorrect, user receives error message indicating the data elements in error.
- A successful submission replaces the form with a message
- thanking the user for leaving a message;
 - indicating the story must be reviewed and approved by USO personnel prior to appearing on the site;
 - informing the user an email will be sent to the email address entered when the story has been approved and published and will include a link to share the posted story (no email for rejected stories); and
 - a preview of the user’s name, location, and story as entered by the user.

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[Page Title]

1 Enticing copy... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo.
* = Required field.

Name: * Do not publish with story. **?**

Email: *

2 Location:

Phone:

Tell Your Story: *

5,000 character limit

3 **Upload a Photo**
Technical instructions & tips... file type, cropping, file size, etc. Lorem ipsum dolor sit amet. Maecenas nec fringilla erat. Fusce sollicitudin gravida augue quis vehicula. Nunc nec arcu eu orci ultricies luctus in at ligula. Mauris blandit lectus mauris.

[Image Preview]

4 **[Release Agreement Title]**
Story and photo release agreement... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed imperdiet turpis non libero mattis vehicula. Sed tellus mi, gravida quis posuere non, sodales id tortor. Donec quis erat enim. In auctor

5 Accept release agreement *

6

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Page 17

B2 - Calendar Page Template

1. Secondary Navigation – includes links to high-profile events, e.g., Yearly Gala, Capital Hill Care Packages. Also includes a link to Past Events allowing users to view previous events on the Past Events Page.
2. Page Description – displays a brief description of the page contents.
3. Pagination – indicates the current page view as a non-linked number. Linked page numbers allow user to view additional calendar event pages by clicking the desired number or clicking the first / last page indicators to go to the respective pages.
4. Calendar Event Information – includes the calendar event title, date, location, and an excerpt from the calendar event details. Clicking the calendar event title, the optional image, or the more link presents the Event Detail Page.

The page is sorted chronologically with the next upcoming event displayed at the top of the page. As soon as an event has occurred, it is systematically moved to the Past Events Page.



Overlapping sequential years are displayed together within the page list, e.g., information for an event on December 31, 2010 is followed by information for an event on January 1, 2011.



An event must have an Event Detail Page in order to generate an event listing on this page.

Events appearing on this page are generated from both Ektron (corporate events) and SharePoint (Center globally-elevated, corporate-approved events).
5. Optional Image – an optional event image may be included with any particular event. Images from past events may be utilized for those events that do not yet have associated assets.

NOTE: Event registration is *not* part of Phase I.

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 [link](#) [link](#) [link](#) [link](#) [link](#) 

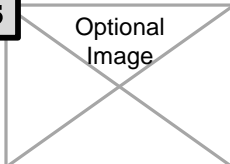
Home >> [About Us](#) >> [Events](#) [Share](#)  

1 **Secondary Nav 1**
[\[Calendar Event\]](#)
[\[Calendar Event\]](#)
[\[Calendar Event\]](#)
[\[Past Events\]](#)
[\[Secondary Nav 5\]](#)
[\[Tertiary Nav\]](#)
[\[Tertiary Nav\]](#)
[\[Tertiary Nav\]](#)
[\[Secondary Nav 6\]](#)
[\[Secondary Nav 7\]](#)
[\[Secondary Nav 8\]](#)

2 [Page Title]
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3 << 1 2 3 ... >>

4 [Title] *Month day, year* Location
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5 [Title] *Month day, year* Location
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[More](#)

[Title] *Month day, year* Location
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[Title] *Month day, year* Location
Calendar event copy... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed imperdiet turpis non libero mattis vehicula. Sed tellus mi, gravida quis posuere non, sodales id tortor. Donec quis erat enim. In auctor lobortis posuere. Donec iaculis, dolor sit amet auctor faucibus, mauris sem pulvinar eros, sit amet consequat magna libero eget ipsum. [More...](#)

[Title] *Month day, year* Location
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3 << 1 2 3 ... >>

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Page 18

B2 - Entertainment - News Landing Page Template

1. Story – USO created news article and includes a story title, date of the story, story image, an excerpt from the article, and a read full story link. Image may include descriptive text, depending on design concepts. Clicking the story title, image, or the read full story link opens the Article Page with the select story displayed. Most recent stories are time-filtered by the previous seven days, with at least a minimum of three articles.
2. Featured Content Layer – contains tag-based featured stories with a thumbnail image, an article title, a brief article excerpt, and a link to read the rest of the selected article. Clicking the story title, image, or more link opens the Article Page with the selected story displayed. Time-filtered articles appearing in the main body of the page will not be repeated within featured articles.
3. Most Popular Content Layer – when selected, replaces the Featured Content Layer and includes a list of the most popular stories (most viewed) represented as links. Clicking a most popular link opens the Article Page with the selected story displayed.
4. Categories and Tags – provides links specifically related to the story.
5. Search Tool – allows for an entertainment news-specific standard search (no advanced search available). Rollover text indicates search is news-specific. Can search by keywords. Initiating a search opens a search results page.
6. Categories – are keyword links to all USO categories..
7. Archives – provides access to previously published USO articles. When selected, the Archives content layer displays the previous six months, e.g., May, June, July, etc., as links to archives for those months. Clicking on a month presents the News Archives Page for the month selected. Older articles can be found through other means, such as a site keyword search.
8. Tags – are keyword links to articles tagged similarly to the articles on the page. The top 20+ tags are displayed in alpha sort order.
9. Page Fold – indicates remaining content for the page falls below the browser scroll line or “below the fold.”

Note: numbers 10 - 12 are detailed on the next page.

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[link](#)
[link](#)
[link](#)
[link](#)
[link](#)
[Donate Now](#)

[Home >> Entertainment](#)

[Page Title]

1
[Story Title... Lorem ipsum]
 [Story Date]

Story excerpt... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo. ed ac semper lacus. Sed aliquet turpis nec ante. Donec convallis faucibus ante euismod dictum. Quisque dignissim lacinia risus non scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. [Read full story](#)

Categories: [category](#)

Tags: [Lorum](#) • [ipsum](#) • [dolor](#) • [sit](#) • [amet](#) • [consectetur](#) • [elit](#) • [tellus](#) • [purus](#) • [molestie](#) • [semper](#) • [aliquet](#) • [fermentum](#) • [lobortis](#)

4
[Story Title... Lorem ipsum]
 [Story Date]

Story excerpt... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo. ed ac semper lacus. Sed aliquet turpis nec ante. Donec convallis faucibus ante euismod dictum. Quisque dignissim lacinia risus non scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. [Read full story](#)

Categories: [category](#) • [category](#) • [category](#)

Tags: [Lorum](#) • [ipsum](#) • [dolor](#) • [sit](#) • [amet](#) • [consectetur](#) • [elit](#) • [tellus](#) • [purus](#) • [molestie](#) • [semper](#)

3
[Story Title... Lorem ipsum]
 [Story Date]

Story excerpt... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo. ed ac semper lacus. Sed aliquet turpis nec ante. Donec convallis faucibus ante euismod dictum. Quisque dignissim lacinia risus non scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. [Read full story](#)

Categories: [category](#) • [category](#) • [category](#)

Tags: [Lorum](#) • [ipsum](#) • [dolor](#) • [sit](#) • [amet](#) • [consectetur](#) • [elit](#) • [tellus](#) • [purus](#) • [molestie](#) • [semper](#)

2
Featured
3

[Featured Article Title]
 Lorem ipsum dolor amet... [More](#)

[Featured Article Title]
 Lorem ipsum dolor amet... [More](#)

5

News-specific search

6
Categories
7

- [category](#)
- [sit amet](#)
- [donec](#)
- [lorem](#)
- [consectetur](#)
- [lacinia](#)
- [ipsum](#)
- [adipiscing](#)
- [risus](#)
- [dolor](#)
- [elit](#)
- [convallis](#)
- [justo](#)
- [aptent](#)
- [sociosqu](#)
- [dictum](#)
- [inceptos](#)
- [nostra](#)
- [conubia](#)
- [aliquet](#)
- [inceptos](#)
- [nostra](#)
- [moolestie](#)
- [dignissim](#)

8
Tags

Tag • [Lorem](#) • [ipsum](#) • [dolor](#) • [sit amet](#) • [consectetur](#) • [adipiscing](#) • [elit](#) • [sed](#) • [tellus](#) • [purus](#) • [ornare](#) • [id](#) • [sed](#) • [aliquet](#) • [turpis](#) • [nec](#) • [ante](#) • [donec](#) • [convallis](#) • [faucibus](#) • [ante](#) • [euismod](#) • [dictum](#) • [quisque](#) • [dignissim](#) • [lacinia](#) • [risus](#) • [non](#) • [scelerisque](#) • [litora](#) • [per](#)

9

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Page 19

B2 - Entertainment - News Landing Page Template (cont'd)

10. Additional Content Layers 1 – includes content layers for USO Blogs and All USO News. Each content layer is expandable / collapsible by using the action icon (arrow) associated with each content layer. Only one content layer is visible at a time. Final functionality is dependent on design concepts.

- USO Blogs – is expanded by default on this page and includes two blog titles as links, brief blog copy for each title, and a link to view more blog stories. Clicking more opens the USO Blog Landing Page.
- All USO News – provides access to all USO news stories rather than just Entertainment-related stories.

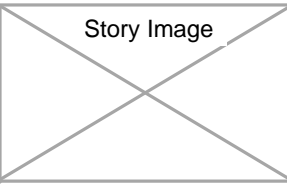
11. Additional Content Layers 2 – includes content layers for Photos & Videos, Tour Schedule, and How To Tour. Each content layer is expandable / collapsible by using the action icon (arrow) associated with each content layer. Only one content layer is visible at a time. Final functionality is dependent on design concepts.

- Photos & Videos – contains a single scrollable image or video for the user to view photos and videos in-page (photo or video overlay) or clicking the link to go to a page to view the full-size photo or video. The user can go directly to a specific Tour Photos & Videos Page to view more and larger versions of the photos & videos. Exact interface is TBD.
- Tour Schedule, see B1S1 – Entertainment Home Page.
- How To Tour – is expanded by default on this page and includes a brief description about touring and links for each of the How To Tour topics. Each link opens a page for the topic selected.

12. Older / Newer – allows users to navigate to older or newer news articles. Clicking the left arrow presents older available articles; clicking the right arrow presents newer available articles. Initially only “older” is displayed since the most recent articles are in the body of the page. “Newer” appears once a user has navigated to older articles.

[Story Title... Lorem ipsum]

[Story Date]



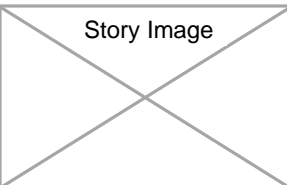
Story excerpt... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo. ed ac semper lacus. Sed aliquet turpis nec ante. Donec convallis faucibus ante euismod dictum. Quisque dignissim lacinia risus non scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. [Read full story](#)

Categories: [category](#)

Tags: [Lorum](#) • [ipsum](#) • [dolor](#) • [sit](#) • [amet](#) • [consectetur](#) • [elit](#) • [tellus](#) • [purus](#) • [molestie](#) • [semper](#) • [aliquet fermentum](#) • [lobortis](#)

[Story Title... Lorem ipsum]

[Story Date]



Story excerpt... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo. ed ac semper lacus. Sed aliquet turpis nec ante. Donec convallis faucibus ante euismod dictum. Quisque dignissim lacinia risus non scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. [Read full story](#)

Categories: [category](#) • [category](#) • [category](#)

Tags: [Lorum](#) • [ipsum](#) • [dolor](#) • [sit](#) • [amet](#) • [consectetur](#) • [elit](#) • [tellus](#) • [purus](#) • [molestie](#) • [semper](#)

12 << [older](#)

10

USO Blogs

- [Blog Story](#) ... Lorem ipsum delor sit amet, consectetur adipiscing
 - [Blog Story](#) ... Lorem ipsum delor sit amet, consectetur adipiscing
- [More](#)

All USO News

11

Photos & Videos

Tour Schedule

How To Tour

- Description... Lorem ipsum dolor amet.
- [Why Tour?](#)
 - [Performance Tour](#)
 - [Your Impact](#)
 - [Handshake Tour](#)
 - [Qualifications](#)
 - [Movie Premieres](#)
 - [Contact Us](#)
 - [Tour Locations](#)

B2 - Entertainment - News Article Page Template

1. Page Title – specifically denotes the page as USO News.
2. Story – includes a story title, date of the story, story image, and the full article. Image may include descriptive text, depending on design concepts.
3. Social Networking Tools – includes Facebook “Like,” Facebook share, Twitter, an email a link, and a share icon, which, when clicked, opens an overlay containing multiple social networking links.
4. Learn More – is optional and contains manually selected, tag-based information specific to the article for three different types of content: programs, celebrity profiles, and USO Centers. An image, title, and brief excerpt (bio excerpt for celebrities) is displayed for 2-3 learn more items. Clicking the image or title links to the page for the type of information represented. The image also triggers an overlay containing information specific to the type of content represented, e.g., celebrity highlighted, and includes clickable links to the content’s other pages, e.g., celebrity’s individual profile page and/or tour page(s). Learn More Example: for an article about a celebrity at a specific base, the learn more area displays information and links specific to the celebrity and the base, e.g. Saving Abel at Fort Hood could contain learn more information separately for Saving Abel, Fort Hood, and the Fort Hood USO Center.
5. Featured Content Layer – contains tag-based featured stories with a thumbnail image, an article title, a brief article excerpt, and a link to read the rest of the selected article. Clicking the story title, image, or more link opens the Article Page with the selected story displayed. An article appearing in the main body of the page will not be repeated within featured articles.
6. Most Popular Content Layer – see B2 - Entertainment - News Landing Page Template.
7. Donate Call To Action – is an **optional** call to action banner at the end of an article and contains an image, custom text, and a link to a donation page. The donate CTA can be specific to the story (default text will be provided), encourages the reader to donate based on the story, and links to a general donation page or could link directly to a dedicated donation page for a specific program, e.g., Article about the reading program, the CTA is donate to the USO’s United Through Reading Program.
8. Categories – are keyword links to all USO categories.
9. Categories and Tags – provides links specifically related to the story.
10. Tags – are keyword links to articles tagged similarly to the articles on the page. The top 20+ tags are displayed in alpha sort order.
11. Related Articles – contains tag-based links to articles related to the article on the page. Clicking a related article link displays the selected article in the page body.
12. Comments – is an expandable / collapsible area and is by default collapsed on news pages (expanded by default on blog pages). Introductory copy and two calls to action for comments with current number and leave comments are included. See the next page for expanded view of the comments area. Clicking the comments CTA expands the comments area and shows the comments associated with the article. Clicking the leave a comment CTA expands the comments area and shows the leave a comment form with the previously posted comments above the form.

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[link](#)
[link](#)
[link](#)
[link](#)
[link](#)

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[Donate Now](#)

[Home](#) >> [Entertainment](#) >> [News](#)

1 [Page Title]

2 [Story Title... Lorem ipsum]
[Story Date]

Story Image

Story... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo. ed ac semper lacus. Sed aliquet turpis nec ante. Donec convallis faucibus ante euismod dictum. Quisque dignissim lacinia risus non scelerisque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut bibendum vulputate dui, non venenatis risus tempus nec. Aenean id massa turpis. Suspendisse fringilla eleifend felis eu mollis. Aliquam at suscipit mi. Donec ut nunc in erat feugiat condimentum.

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3

4 **Learn More**

[Learn More Title]
Lorem ipsum dolor sit amet...

[Learn More Title]
Lorem ipsum dolor sit amet...

5 **Featured** **6** **Most Popular**

[Featured Article Title]
Lorem ipsum dolor amet... [More](#)

[Featured Article Title]
Lorem ipsum dolor amet... [More](#)

[Featured Article Title]
Lorem ipsum dolor amet... [More](#)

7 Optional donate CTA... Donate copy... Lorem ipsum dolor sit amet. [donation page link](#)

8 **Categories:** [category](#) • [category](#)

9 **Tags:** [Lorum](#) • [ipsum](#) • [dolor](#) • [sit](#) • [amet](#) • [consectetur](#) • [elit](#) • [tellus](#) • [purus](#) • [molestie](#) • [semper](#) • [aliquet](#) • [fermentum](#) • [lobortis](#)

10 **Tags**

[Tag](#) • [Lorem](#) • [ipsum](#) • [dolor](#) • [sit](#) • [amet](#) • [consectetur](#) • [adipiscing](#) • [elit](#) • [sed](#) • [tellus](#) • [purus](#) • [ornare](#) • [id](#) • [sed](#) • [aliquet](#) • [turpis](#) • [nec](#) • [ante](#) • [donec](#) • [convallis](#) • [faucibus](#) • [ante](#) • [euismod](#) • [dictum](#) • [quisque](#) • [dignissim](#) • [lacinia](#)

11 **Related Articles**

- [Related Article Title]
- [Related Article Title]

- [Related Article Title]
- [Related Article Title]

- [Related Article Title]
- [Related Article Title]

12 **Comments**

Intro copy... Lorem ipsum dolor sit amet, consectetur adipiscing elit. elit. Sed tellus purus,

[Comments \(3\)](#)
[Leave A Comment](#)

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Page 21

B2 - Entertainment - News Article Page - Comments Expanded


- 1. Comments** – includes intro copy and the number of current comments, and two calls to action, read and leave comments, are included.
Clicking the comments CTA closes the comments area, returning the area to the previously collapsed state as shown on page 20.
Clicking the leave a comment CTA advances the display to the leave a comment form with the previously posted comments above the form.
- 2. Comment Heading** – includes name of the commenter, which may be represented as a link to the user's website, date, time, and a link to reply to the comment.
Clicking a linked name opens the user-entered website in a new window.
Clicking the reply link opens the Leave A Comment form directly below the comment selected. An additional link below the Leave a Comment title is available to cancel the reply comment, which closes the Leave A Comment form.
- 3. Report Inappropriate Content Icon** – allows a user to report potentially inappropriate comments. Icon is for reference only, design TBD in creative phase.
- 4. Comment Body** – user entered and USO approved text.
- 5. Pagination** – appears when there are more than 50 comments and indicates the current page view as a non-linked number. Linked page numbers allow user to view additional photo gallery pages by clicking the desired number or clicking the first / last page indicators to go to the respective pages.
- 6. Leave A Comment** – introductory copy informs user of email address confidentiality, provides a link to the privacy policy, and indicates that the comment must be approved by USO personnel prior to appearing on the site. A comment collection form includes fields for name, email address, website, and comment. Website is the only field *not* required.
Clicking submit displays a message thanking the user for the comment and indicates the comment is pending moderation for publication.
Approved comments appear at the bottom of the comments list.

Expanded comments section appears below the fold on the News Article Page. See previous page for contents above the comments section.


1 **Comments**
Intro copy... Lorem ipsum dolor sit amet, consectetur adipiscing elit. elit. Sed tellus purus,
[Comments \(3\)](#) [Leave A Comment](#)

2 **Name** | month day, year | **3** 

4 Comment body... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed imperdiet turpis non libero mattis vehicula. Sed tellus mi, gravida quis posuere non, sodales id tortor. Donec quis erat enim. In auctor lobortis posuere.

Name | month day, year | 

Comment body... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed imperdiet turpis non libero mattis vehicula. Sed tellus mi, gravida quis posuere non, sodales id tortor. Donec quis erat enim. In auctor lobortis posuere.

Name | month day, year | 

Comment body... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed imperdiet turpis non libero mattis vehicula. Sed tellus mi, gravida quis posuere non, sodales id tortor. Donec quis erat enim. In auctor lobortis posuere.

5 << 1 2 3 ... >>

6 **Leave A Comment**
Intro copy indicating required fields, USO's respect of privacy, won't share email address, link to privacy policy, comments must be approved prior to publishing... Lorem ipsum dolor sit amet, consectetur.

Name: *

Email: *

Website:

Comment: *

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B2 - Entertainment - Photo Gallery Page

1. Page Description – displays a brief description of the page contents.
2. Search Tool – allows for a photo gallery-specific standard search (no advanced search available). Rollover text indicates search is photo gallery-specific. Can search by celebrity, date, location. Initiating a search opens a search results page, which returns a list of search term related photo galleries.
3. Pagination – indicates the current page view as a non-linked number. Linked page numbers allow user to view additional photo gallery pages by clicking the desired number or clicking the first / last page indicators to go to the respective pages.
4. Photo Gallery Images – provides gallery title, a default gallery image, and a link to view the photo gallery. Clicking the gallery title or view link opens the specified Photo Gallery (see next page for Photo Gallery Page or overlay). The view link may be an image or icon indicating it is a link to a gallery rather than a link to the specific photo displayed. Exact interface is TBD.

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[Secondary Nav 1]

[\[Tertiary Nav 1\]](#)

[\[Tertiary Nav 2\]](#)

[Secondary Nav 2]

[\[Secondary Nav 3\]](#)

[\[Secondary Nav 4\]](#)

[\[Secondary Nav 5\]](#)

[\[Secondary Nav 6\]](#)

[\[Secondary Nav 7\]](#)

[\[Secondary Nav 8\]](#)

Home >> [Entertainment](#) >> [Photos & Videos](#)

Share

[Page Title]

Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo.

[3] << 1 2 3 ... >>

[Photo Gallery Title]

X

[View](#)

[Photo Gallery Title]

X

[View](#)

[Photo Gallery Title]

X

[View](#)

[Photo Gallery Title]

X

[View](#)

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X

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[Photo Gallery Title]

X

[View](#)

[Photo Gallery Title]

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X

[View](#)

[3] << 1 2 3 ... >>

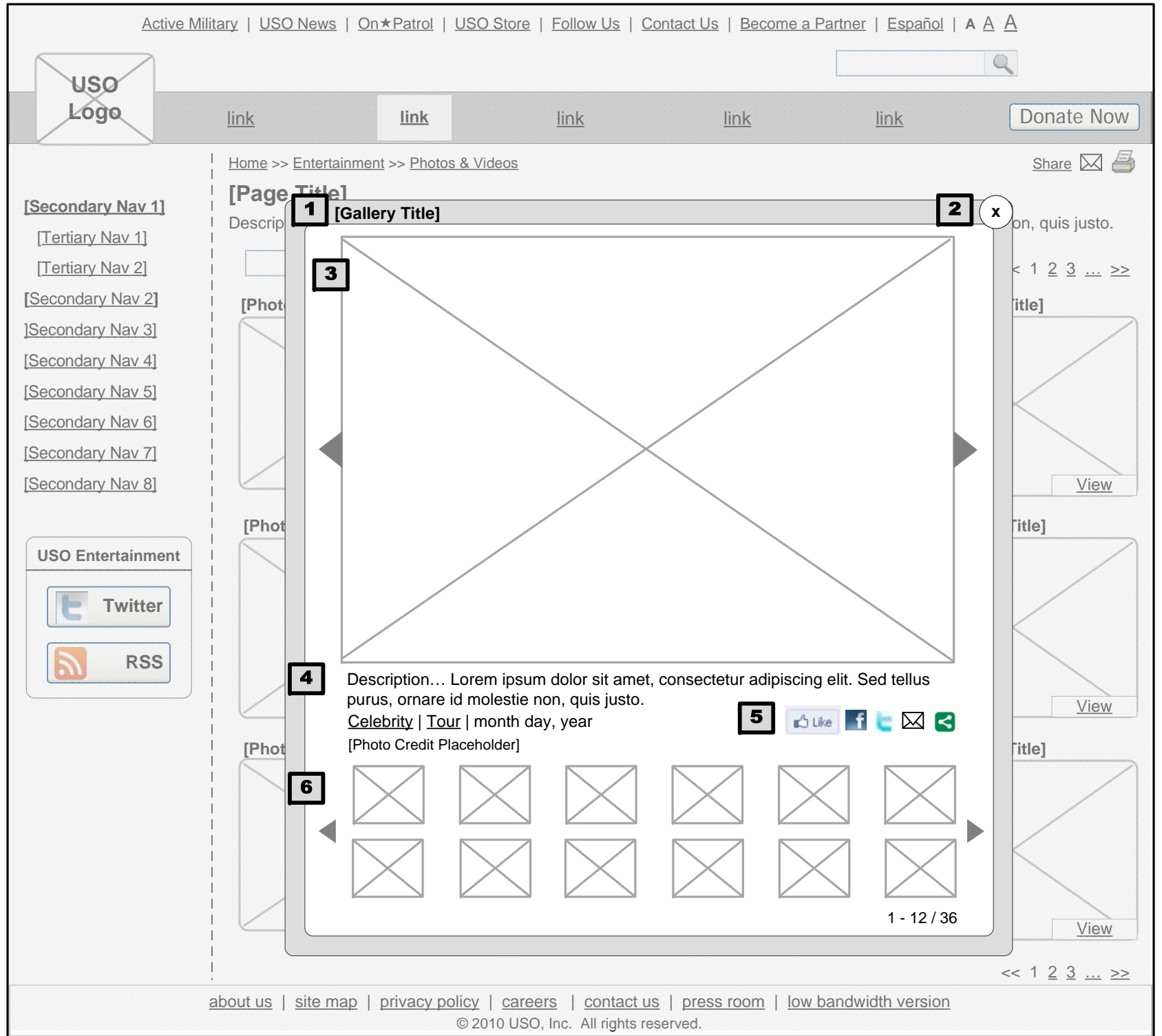
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B2 - Entertainment - Photo Gallery - View Gallery Page

1. Gallery Title – photo gallery title.
2. Close – allows the user to close the photo gallery overlay, returning focus to the Photo Gallery Page.
3. Photo Gallery Container – displays the first image in the photo gallery. Icons on either side of the image allows the user to scroll through the photos in the gallery. Exact interface TBD during the design phase.
4. Photo Information – includes an optional description, the celebrity's name, tour name, and the date of the video. Clicking the celebrity name opens the associated Celebrity Profile Page. Clicking the tour name opens the associated Tour Page.
5. Social Networking Tools – includes Facebook "Like," Facebook share, Twitter, an email a link, and a share icon, which when clicked, opens an overlay containing multiple social networking links. Each social link is specific to the gallery currently being viewed.
6. Gallery Thumbnails – allows the user to select a different photo within the gallery to view. Selecting a thumbnail displays that photo in the gallery container. Icons on either side of the gallery thumbnails allows the user to scroll through the photos galleries. Other social networking elements may be added.
7. Pagination – indicates how many photos are in the gallery.



B2 - Entertainment - Video Page

1. Page Description – displays a brief description of the page contents.
2. Search Tool – allows for a video-specific standard search (no advanced search available). Rollover text indicates search is video-specific. Can search by celebrity, date, location. Initiating a search opens a search results page.
3. Pagination – indicates the current page view as a non-linked number. Linked page numbers allow user to view additional video pages by clicking the desired number or clicking the first / last page indicators to go to the respective pages.
4. Videos – Includes a video title, a brief description, date of the video, celebrity name(s), and tour name.
Clicking the video or the video title opens the video player (see next page for video player overlay).
Clicking celebrity name opens the associated Celebrity Profile Page.
Clicking tour name opens the associated Tour Page.

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[link](#)

[link](#)

[link](#)

[link](#)

[link](#)

Donate Now

[Home >> Entertainment >> Photos & Videos](#)

[Share](#)

[Page Title]

1 Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tellus purus, ornare id molestie non, quis justo.

2

4

[Video Title]

Descriptive video copy...
Lorem ipsum dolor sit.

Month day, year

[Celebrity Name](#)
[Tour name](#)

[Video Title]

Descriptive video copy...
Lorem ipsum dolor sit.

Month day, year

[Celebrity Name, Celebrity Name](#)
[Tour name](#)

[Video Title]

Descriptive video copy...
Lorem ipsum dolor sit.

Month day, year

[Celebrity Name, Celebrity Name](#)
[Tour name](#)

[Video Title]

Descriptive video copy...
Lorem ipsum dolor sit.

Month day, year

[Celebrity Name, Celebrity Name](#)
[Tour name](#)

[Video Title]

Descriptive video copy...
Lorem ipsum dolor sit.

Month day, year

[Celebrity Name, Celebrity Name](#)
[Tour name](#)

[Video Title]

Descriptive video copy...
Lorem ipsum dolor sit.

Month day, year

[Celebrity Name](#)
[Tour name](#)

[Video Title]

Descriptive video copy...
Lorem ipsum dolor sit.

Month day, year

[Celebrity Name](#)
[Tour name](#)

[Video Title]

Descriptive video copy...
Lorem ipsum dolor sit.

Month day, year

[Celebrity Name](#)
[Tour name](#)

3 << 1 2 3 ... >>

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B2 - Entertainment - Video Page - Video Player

1. Video Title – title of the video.
2. Close – allows the user to close the video player overlay, returning focus to the Video Page.
3. Video Container – Initially shows an image, usually the first frame of the video. This is the container in which the video plays.
4. Related Videos – a list of related video thumbnails. Rollover description includes non-linked title, celebrity name(s), and tour name.
Clicking the thumbnail opens the selected video in the video container.
5. Video Toolbar – includes controls for start, stop, and volume. Time elapsed and time remaining are represented as numbers. A video slider / progress indicator visually represents time elapsed / remaining. User may adjust the slider to fast forward or rewind the video. Full screen icon expands the video to full screen when clicked.
6. Video Description – includes a brief video description, the celebrity's name, tour name, and the date of the video.
Clicking the celebrity name opens the associated Celebrity Profile Page.
Clicking the tour name opens the associated Tour Page.
7. Social Networking Tools – Social Networking Tools – includes Facebook "Like," Facebook share, Twitter, an email a link, and a share icon, which when clicked, opens an overlay containing multiple social networking links. The share tools are specific to the current video. Other social networking elements may be added.

The wireframe shows a web page layout for a video player. At the top, there is a navigation bar with links for 'Active Military', 'USO News', 'On★Patrol', 'USO Store', 'Follow Us', 'Contact Us', 'Become a Partner', 'Español', and font size controls. A search bar and a 'Donate Now' button are also present. Below the navigation is a breadcrumb trail: 'Home >> Entertainment >> Photos & Videos'. The main content area features a large video player with a title '[Video Title]' (callout 1), a description (callout 6), and a video toolbar (callout 5). To the right of the video player is a 'Related Videos' section (callout 4) with four video thumbnails. A close button (callout 2) is located in the top right corner of the video player area. On the left side, there is a 'USO Entertainment' sidebar with social media links for Twitter and RSS. At the bottom, there is a footer with various site links and a copyright notice.

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B2S2 - USO Store Home Page

1. USO Store Header & Global Store Navigation – includes copy, Login link, My Cart link, Share link, email icon, printer-friendly icon. Can include graphic. Present on all ecommerce pages. Login link shows overlay to let user access their ecommerce account: username text field, password text field, Login button, link to recover password (Phase 1). If the user has logged in, “Login” link will change to a “Logout” link, and a My Account link will appear to the left of the My Cart link. My Cart links to Shopping Cart page.
2. USO Store Subpage Navigation – includes link to USO Store Home page, Search page, and Customer Support page. Other pages TBD.
3. Promotion Area – optional. Includes copy, can include a graphic. Can link to product page.
4. Featured Products Area – includes product image and copy. Clicking anywhere on the image will take the user to the related product page.
5. Sort Dropdown list – default is by product name. Other values include:
 - SKU
 - Price High to Low
 - Price Low to High
 - Highest Rated
 - Lowest Rated
 - Most Ratings
6. Product Callout – includes thumbnail image of product, product name as a link to the product page, price. Rollover of thumbnail shows a larger version of that image.

Initial launch of the USO Store will show all available products on the Home page (estimated 8-10 products), including donation products.

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 [link](#) [link](#) [link](#) [link](#) [link](#)

Welcome to the USO Store 1 [Login](#) [My Cart](#) [Share](#)  

> USO Store Home

[\[category\]](#)
[\[category\]](#)
[\[category\]](#)

[Search](#)

[Customer Support](#) 2

4

[product image]

Lorem Ipsum Dolor Sit Amet
Consectetur adipiscing elit mauris tortor tortor, ullamcorper non placerat ut.

Sort by 5

SPECIAL PROMOTION
Use code “TROOPS” to receive free shipping on orders over \$75

3

[product image] [\[product name\]](#)
\$xx.xx

6

[product image] [\[product name\]](#)
\$xx.xx

[product image] [\[product name\]](#)
\$xx.xx

[product image] [\[product name\]](#)
\$xx.xx


[continue as needed to show all products for initial launch (estimated 8-10 products)]



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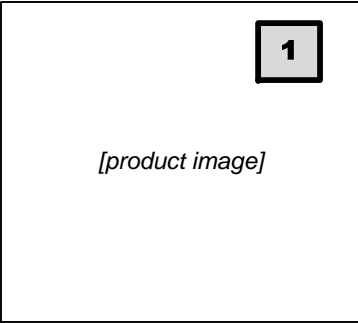
1. Product Image – image of product
2. Product Name – name of product
3. Product Description – short description of product
4. Price – price of one unit of product
5. Product Variance Options – radio buttons of product variance (ex: size). Exact interface TBD.
6. Add to Cart Button – adds a quantity of 1 of the product to the shopping cart and takes user to the shopping cart page. The user can change the quantity to order on the shopping cart page.
7. Star Rating – includes graphics and copy. Will use Ektron out-of-the-box functionality.
8. User Comments & Comments entry – includes icon, user name, date and time of comment, and text of comment. Text field for user to enter a comment. Comment will not be accepted unless the user is logged in. Will use Ektron out-of-the-box functionality.
9. Cross-sell Callout – includes product image as link to the product detail page, product name as a link to the product detail page, price and Add to Cart link to add one unit of that product to the shopping cart and take the user to the shopping cart.

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 [link](#) [link](#) [link](#) [link](#) [link](#)

[Welcome to the USO Store](#) [Login](#) [My Cart](#) [Share](#)  

[USO Store Home](#)
[Search](#)
[Customer Support](#)

1  [product image]

2 [product name]
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tortor tortor, ullamcorper non placerat ut, adipiscing a quam. Donec quis porta metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit.


3 Donec pharetra, orci eget aliquam viverra.


- Dolor massa condimentum
- Ornare vestibulum felis
- Duis elementum commodo est a iaculis

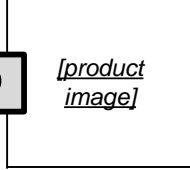
4 \$xx.xx

SIZE: Small **5**
 Medium
 Large
 Extra Large

6

7  Average 5 out of 5

8 **1 COMMENTS**
 **rwang** 12/4/2009 2:07:47 PM
I even wear this shirt on my trip to China. Got some attentions.

9 **YOU MIGHT ALSO LIKE ...**
 [product image]
[product name]
\$xx.xx

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B2S2 - USO Store - Shopping Cart Page

1. Page Title
2. Product Column – includes one product name per row. Each product name is a link to the related product page.
3. Remove Column – includes one icon per row. When the icon is clicked, the related product row is removed and the user remains on this page
4. Quantity Column – indicates the quantity of product that will be ordered. Editable text field.
5. Price Column – indicates the price the user will pay for one unit of product (list price or sale price as appropriate)
6. Total Column – indicates the total price of that product (quantity times price). Last entry in column is the subtotal (all product totals added together)
7. Add a Donation – link to donation product page
8. Continue Shopping – link to USO Store Home page
9. Update – modifies the table to reflect any quantities changes the user has made to the Quantity text fields
10. Add Coupon – when clicked, replaces button with text field where user can enter coupon code (out of the box Ektron functionality) with an icon to add the coupon or cancel the addition of a coupon. Adding a valid coupon changes the Subtotal amount and remove the text field and related icons. An invalid coupon will display a user-friendly error message and still display the text field and related icons. Clicking the cancel icon will remove the text field and related icons and display the Add Coupon button.
11. Checkout – takes the user to the first step of the checkout process

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[link](#)
[link](#)
[link](#)
[link](#)
[link](#)

Donate Now

Welcome to the USO Store

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[USO Store Home](#)

[Search](#)

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Shopping Cart

PRODUCT	REMOVE	QTY	PRICE	TOTAL
[product name]	✖	1	\$xx.xx	\$xx.xx
[product name]	✖	1	\$x.xx	\$x.xx
[product name]	✖	1	\$xx.xx	\$xx.xx
Subtotal:				\$xx.xx

SPECIAL PROMOTION

Use code "TROOPS" to receive free shipping on orders over \$75

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B3 - Walls Page Template

1. Message Scroll – icons are available to scroll through the existing messages.
2. Existing Messages – displays name and location information as input by the user, the date and time of the message, and the first few lines of the message. “Anonymous” is displayed when a name was not entered. Longer messages include a more link to view the remainder of the message. Clicking the more link opens the Comment Detail Page for the selected message. The Comment Detail Page displays the full message, a link to donate now, a link to return to the Wall Page/leave a message, and a link to read all messages.
The Existing Messages area (numbers 1 – 3) should be an independent widget making it available for placement on any page.
3. Read All – opens the Posts Page where the user can view the full list of messages for the specific wall.
4. Leave a Message Title and Copy – a call to action title encourages the user to leave a message. Introductory copy informs user of email address confidentiality, provides a link to the privacy policy, and indicates that the message must be approved by USO personnel prior to appearing on the site.
5. Message Form – includes multiline message textbox, name, email, City ST Country fields, and a submit button.
 - Multiline Message Textbox – required; has a 500 character limit and counts down the number of characters remaining as the user types the message.
 - Name – optional; includes a message indicating name will be displayed with the message if entered.
 - Email – required; includes a message indicating the user will receive an email notice when his/her message has been approved and published, and the email address will not be published with the message.
 - City, ST Country – optional; includes a message indicating location will be displayed with the message if entered.
 - Submit – required; if required fields are missing or incorrect, user receives error message indicating the data elements in error. A successful submission replaces the form with a message
 - thanking the user for leaving a message;
 - indicating approval timeframe;
 - informing the user he/she will receive an email when the message has been approved and published, and the email will include a link to share the posted message;
 - a preview of the message as it will appear (once approved) on the page; and
 - a call to action to Donate Now.

NOTE: background images may be applied to any Wall page.

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[link](#) [link](#) [link](#) [link](#) [link](#)

Share

Home >> [About Us](#) >> [News & Stories](#) >> [USO Stories](#)

[Page Title]

2

1

First Last Name, City, ST
 Month day, year 2:15 pm
 Message... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed imperdiet turpis non libero mattis vehicula. Sed tellus mi, gravida quis posuere non, [more](#)

First Name, Country
 Month day, year 12:27 pm
 Message... Donec quis erat enim. In auctor lobortis posuere. Donec iaculis, dolor sit amet auctor faucibus, mauris sem pulvinar eros, sit amet consequat magna libero eget ipsum.

First Last Name, City, ST Country
 Month day, year 6:45 pm
 Message... Vestibulum sit amet eros ac eros rutrum molestie. Duis scelerisque, neque gravida semper pellentesque, ipsum massa facilisis neque, vitae [more](#)

3

1

[Read All]

4

[Leave a Message Title]

Descriptive / instructional copy – required fields, message character limit, won't share email address, privacy policy link, message requires approval... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed imperdiet turpis non.

Message: * 500 characters remaining

5

Name: If entered, name will be displayed.

Email: * You will be notified once your message has been approved. Email address will not be displayed.

City, ST Country: If entered, location will be displayed.


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B3 - Global Search Results Page Template

1. Search Box – is pre-populated with the user's originally entered search term(s). The search term(s) can be changed, initiating a new search when the search button is clicked. Search is not case sensitive. (Open question regarding fuzzy search capabilities.)
2. Advanced Search – provides additional search tools and results filtering options. See the next page for advanced search details.
3. Search Results – displays results from all USO pages relevant to the search term(s) entered. Results are sorted by relevancy. Includes a title as a link, brief page excerpt relevant to the search term(s), and a non-clickable URL indicating the area of the site containing the information.
4. Recommended Results – presents additional search results relevant to the section from which the user initiated the search. Example: if a search for Toby Keith is initiated from the News section, results for USO news about Toby Keith is displayed in this area. Results are pulled from the About Us, Act Now, Centers, Entertainment, News & Blogs, and Programs sections. Results may or may not be displayed depending on the section from which the search originated. Example: starting a search from the home page would not produce recommended results since the home page is not part of a specific section and would not have associated content to display.
5. View All – opens the advanced search box with the filter pre-selected for the section from which the information originated as the search the filter. See the next page for advanced search details. When this link is selected, recommended results will not appear on the Advanced Search Page.
6. Pagination – indicates the current page view as a non-linked number. Linked page numbers allow user to view additional search results pages by clicking the desired number or clicking the first / last page indicators to go to the respective pages.

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 [link](#) [link](#) [link](#) [link](#) [link](#) [Donate Now](#)

 [advanced search](#)

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

Search result... [lorum ipsum dolor sit amet, consectetur adipiscing elit](#)
Page excerpt relevant to search term(s)... Aenean aliquam euismod purus ac rhoncus. Donec posuere
www.uso.org/<sectionheading>/<pagetitle>/

Search result... [lorum ipsum dolor sit amet, consectetur adipiscing elit](#)
Page excerpt relevant to search term(s)... Ut nec tellus leo, nec facilisis lectus. Ut sodales bibendum posuere.
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www.uso.org/<sectionheading>/<pagetitle>/

Search result... [lorum ipsum dolor sit amet, consectetur adipiscing elit](#)
Page excerpt relevant to search term(s)... Integer magna lorem, ultricies eu cursus sed, congue et eros.
www.uso.org/<sectionheading>/<pagetitle>/

Search result... [lorum ipsum dolor sit amet, consectetur adipiscing elit](#)
Page excerpt relevant to search term(s)... Pellentesque blandit tincidunt ultricies. Fusce purus sem, placerat in
congue vitae. commodo eu liquila. Nam pellentesque commodo arcu, nec varius diam congue quis. Quisque
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Page excerpt relevant to search term(s)... Maecenas euismod vulputate congue. Proin vulputate rhoncus semper.
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Page excerpt relevant to search term(s)... Duis facilisis dui non diam elementum tincidunt.
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Search result... [lorum ipsum dolor sit amet, consectetur adipiscing elit](#)
Page excerpt relevant to search term(s)... Vestibulum rhoncus velit lobortis orci posuere vel consectetur leo
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Page excerpt relevant to search term(s)... Vestibulum rhoncus velit lobortis orci posuere vel consectetur leo
www.uso.org/<sectionheading>/<pagetitle>/

Search result... [lorum ipsum dolor sit amet, consectetur adipiscing elit](#)
Page excerpt relevant to search term(s)... Vestibulum rhoncus velit lobortis orci posuere vel consectetur leo
www.uso.org/<sectionheading>/<pagetitle>/

Share  

Recommended [Section] Results

4 **Search result... [lorum ipsum](#)**
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

Search result... [lorum ipsum](#)
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

Search result... [lorum ipsum](#)
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

Search result... [lorum ipsum](#)
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

Search result... [lorum ipsum](#)
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

5 [view all \[section\]](#)

6 << 1 2 3 ... >>

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B3 - Global Search Results Page Template - Advanced Search

1. Advanced Search – displays when the advanced search link or view all [section] link on the previous page is clicked. The advanced search area remains open after the user performs an advanced search.
2. Basic Search – clicking closes the advanced search box, replaces the basic search link with the advanced search link, and removes the advanced search tips link.
3. Advanced Search Tips – opens a new window or tab and displays instructive copy detailing the use of advanced search.
4. Find Results By – provides options for the user to specifically include or exclude words or phrases to narrow the search results. The *all of these words* textbox is pre-populated with the originally entered search term(s).
5. Filter Results By – allows a search to be narrowed by specific section of the website. Section filters are: About Us, Act Now, Centers, Entertainment, News & Blogs, and Programs and are presented in alpha order.
6. Search Button – performs the search based on the user-selected advanced search options.
7. Search Results – displays results relevant to the advanced search options selected. Includes a title as a link, brief page excerpt relevant to the search term(s), and a non-clickable URL indicating the area of the site where the information is located.
8. When the view all [section] link is selected from the previous page, recommended [section] results do not appear on this page to avoid redundancy. Additionally, if filter by category is selected, recommended results do not appear in the returned results set.

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 [link](#) [link](#) [link](#) [link](#) [link](#) 

1 **Advanced Search** **2** [basic search](#) **3** [advanced search tips](#)

4 **Find Results By:**
all of these words: at least one of these words:
exact phrase: none of these words:

5 **Filter Results By:**
 About Us Act Now Centers Entertainment News & Blogs Programs

6

7

Search result... lorem ipsum dolor sit amet, consectetur adipiscing elit
Page excerpt relevant to search term(s)... Pellentesque blandit tincidunt ultricies. Fusce purus sem, placerat in conque vitae. commodo eu liiula. Nam pellentesque commodo arcu. nec varius diam conque quis. Quisque
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Search result... lorem ipsum dolor sit amet, consectetur adipiscing elit
Page excerpt relevant to search term(s)... Pellentesque ac eros sed orci luctus feugiat.
www.uso.org/<sectionheading>/<pagetitle>/



Search result... lorem ipsum dolor sit amet, consectetur adipiscing elit
Page excerpt relevant to search term(s)... Maecenas euismod vulputate conque. Proin vulputate rhoncus semper.
www.uso.org/<sectionheading>/<pagetitle>/

Search result... lorem ipsum dolor sit amet, consectetur adipiscing elit
Page excerpt relevant to search term(s)... Duis facilisis dui non diam elementum tincidunt.
www.uso.org/<sectionheading>/<pagetitle>/

Search result... lorem ipsum dolor sit amet, consectetur adipiscing elit
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Search result... lorem ipsum dolor sit amet, consectetur adipiscing elit
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www.uso.org/<sectionheading>/<pagetitle>/

Search result... lorem ipsum dolor sit amet, consectetur adipiscing elit
Page excerpt relevant to search term(s)... Vestibulum rhoncus velit lobortis orci posuere vel consectetur leo
www.uso.org/<sectionheading>/<pagetitle>/

Share  

Recommended [Section] Results

Search result... lorem ipsum
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

Search result... lorem ipsum
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

Search result... lorem ipsum
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

Search result... lorem ipsum
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

Search result... lorem ipsum
Page excerpt relevant to search term(s)...
Aenean aliquam euismod purus ac rhoncus.

8 [view all \[section\]](#)

<< 1 2 3 ... >>

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B3 - Locate a Center Page


1. Search Instructions – instructive copy detailing the available search options.
2. Search Tool – search box with auto suggest/auto complete capabilities allows the user to search for a center based on zip code, airport (name and code), city, base, country, and programs and amenities. As text is entered into the field, suggested search terms appear below the search textbox. Submitting the search updates the map and the populates search results listing. (See next page.)
3. Map – large interactive map initially displays a global view prior to initiating a search. Map pins indicate USO locations around the world. Common map tools are available, e.g., zoom, drag to move.
4. Country Lookup – dropdown box containing country names in which USO centers are located. Selecting a country populates the results list and map with pinpoints for the USO center(s) located in the selected country. (See next page for map results.)
5. Program Lookup – dropdown box containing programs and amenities offered by the USO. The dropdown box contains icons and adjacent text for easy recognition of the icons associated with programs and amenities. Selecting a program from the list populates the results list and map with pinpoints for each center offering the selected program. (See next page for map results.)
6. Center-related Content – links to USO.org center-related pages. Clicking a link opens the page for the selected link. Exact placement may change during design phase.
7. Center Locator Disclaimer – disclaimer copy noting the unavailability of exact location information for certain centers, e.g., mobile centers, centers with non-disclosed locations. Clicking links to more information informing users that some centers maybe non-disclosed due to security issues. NOTE: Disclaimer may link to another page, may be hover text, or may be displayed directly on page depending on the length of the copy. Design and verbiage TBD during the design phase.

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1 [Search instructive copy including use of search criteria and ability to search for programs and amenities.]

2 

4

5

3 **[Page Title]**



6 [Center Spotlight](#) \ [Inside a Center](#) \ [Services & Amenities](#) \ [USO Center News](#) \ [Centers on the Horizon](#) \ [Center Needs](#)

7 [Center Locator Disclaimer...](#)
([Why can't I find all centers?](#))

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USO.org Website Redesign Batch 3 Wireframes

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B3 - Locate a Center - Results Page

1. Search Tool – search box is pre-populated with user's previously entered search term(s). User may initiate a new search utilizing the same auto suggest/auto complete capabilities allowing the user to search for a center based on zip code, airport (name and code), city, base, country, and programs and amenities. As text is entered into the field, suggested search terms appear below the search textbox. Search results remain the same until the user submits the new search.
2. Map – large interactive map displays center search results locations. Also allows browsing of centers via common map tools, e.g., zoom, drag to move, and map pinpoints to highlight center locations.
3. Expand All – when clicked, exposes all hidden search results information the user can possibly view by clicking the show details link for each result set. Clicking also replaces the expand all text and icon with the collapse all text and icon, which hides all of the results obtained through the show detail links. Design and verbiage TBD during the design phase.
4. Map Pin – indicates where the matching result is located on the map. Clicking a map pin on the map exposes the location information container (number 7).
5. Search Results – displays results for all USO Centers relevant to the search term(s) entered. Results are sorted by relevancy. Includes a title as a link, the center's physical address, and a link to view full center information details. Clicking the title link re-centers the map to show the location of the links selected and exposes the location information container (number 7). Clicking the show details link reveals additional available center information: center phone number, center fax number, center email, hours of operation, center website link, center profile link, program & amenities icons for those available at the center, and a directions link. Icons include hover text descriptions. All icons associated with a particular center are displayed once the show details link is selected. Center information is pulled from SharePoint.
6. Location Information – clicking a map pin displays available basic center information in a popup on the map, including name, address, phone number, email address, center website link, center profile link, and a directions link. Clicking the center website link displays the center's website. Clicking the center profile link displays the center's profile page on the main USO.org site. Clicking the directions link opens a new browser window or tab containing a map, and performs the third party's default functionality for obtaining directions (see next page for an example).

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[link](#)

[Donate Now](#)

[Search instructive copy including use of search criteria and ability to search for programs and amenities.]

Country Lookup ▾
Program Lookup ▾

+ Expand all

4 A The Bob Hope Hollywood USO
 Los Angeles International Airport
 203 World Way, Suite 200
 Los Angeles, California, 90045
[Show details](#)

B Mineta-San Jose Int'l Airport USO
 1651 Airport Boulevard
 San Jose, California, 95110
[Show details](#)

C Neil Ash USO Airport Center
 3707 North Harbor Drive
 Terminal 2, Lindbergh Field
 San Diego, California, 92101
[Show details](#)

D Travis USO
 TAFB Air Passenger Terminal
 Travis Air Force Base, CA 94535
[Show details](#)

E USO at Ontario
 1940 East Moore Way
 Ontario International Airport
 Ontario, California, 91761
[Show details](#)

Home

[Page Title]

6 Mineta-San Jose Int'l Airport USO x

1651 Airport Boulevard
 San Jose, California, 95110
 Phone: (408) 288-7603
 Center E-mail Address: sjcuso@aol.com
 Center Website: <http://www.usosanjose.org>
 Center Profile: <http://www.uso.org/sanjose>
[Directions](#)

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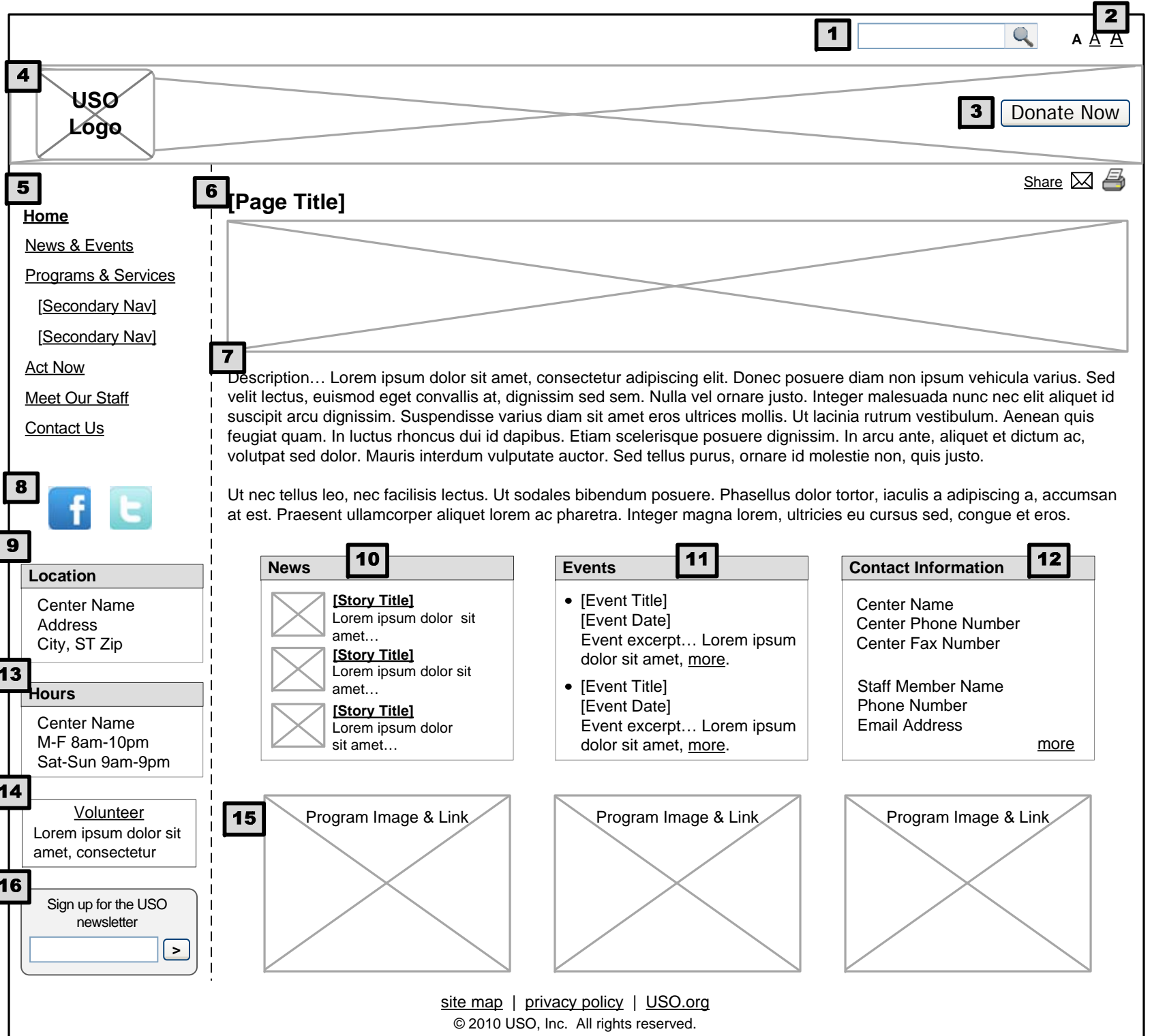
B3 - Locate a Center - Results - Get Directions Page

1. Direction Type Icons – user may select the desired type of directions, e.g., car, bus, walking, bicycle.
2. Beginning Location – textbox for user to enter the beginning location.
3. Destination Location – is pre-populated with the address from the location selected by the user from the search results list.
4. Get Directions – submitting the search re-centers the map to show the plotted route between the submitted locations and replaces the results list with step-by-step directions to the selected location.


B3 - USO Center Website Home Page Template - Left Nav

1. Search Tool – site wide search. Upon search submission, the user is taken to the search results page. Advanced search capabilities are available on the results page.
2. Text Size Indicators – provide easy access to resizing the text/non-graphical copy.
3. Donate Now – clicking links to the general donation page form. Center-specific source codes ensure donations initiated from a center website are routed to the specific center.
4. USO Logo / Center Image – placeholder for the USO Logo and for a center-specific image. Design and verbiage TBD during the design phase and center-specific image is at the discretion of the center staff.
5. Primary Navigation – links provide access to all sections of the center website. Exact labels TBD.
6. Page Title – center-specific title, at the discretion of the individual centers.
7. Center Image and Descriptive Copy – placeholder for center-specific image and information. Content is at the discretion of the individual centers.
8. Social Networking Icons – optional center-specific social networking tools.
9. Location – displays address information for the center. Multiple locations may be displayed if an area has more than one center.
10. News – contains stories with a thumbnail image, an article title, a brief article excerpt, and a link to read the rest of the selected article. Clicking the story title, image, or more link opens the Article Page with the selected story displayed.
11. Events – displays center-specific events and includes an event title, date, brief excerpt, and a more link. Clicking the event title or the more link displays the Events Detail Page.
12. Contact Information – displays the center name, phone number, and fax number. May also display staff member contact information, including name, phone number, email address, and a link to view more if the center has more contact information than can be displayed in this area. Clicking more links to the Contact Us Page.
13. Hours – displays the center's name and hours of operation. Multiple results may appear for areas having more than one center.
14. Volunteer – a call out with a link for volunteer information.
15. Program Links – three optional placeholders for programs and/or services offered by the center. Images may change on refresh or subsequent user visits. Each placeholder may have a set of associated images for rotation within the placeholder to avoid multiple instances of the same image on the page. Clicking an image presents the center's Programs & Services Page.
16. Email Newsletter Signup – is signup for the corporate-based newsletter. Upon submission of a valid email address, the email address is added to the USO email newsletter list and the sign up callout is replaced with the words "Thank you for joining our newsletter!"

NOTE: numbers 9 - 14 contain SharePoint data by default; centers can override.



NOTE: Same content as previous page. Horizontal navigation is represented rather than left vertical navigation.

[link](#)[link](#)[link](#)[link](#)🔍A A AShare✉️🖨️

[Page Title]

Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec posuere diam non ipsum vehicula varius. Sed velit lectus, euismod eget convallis at, dignissim sed sem. Nulla vel ornare justo. Integer malesuada nunc nec elit aliquet id suscipit arcu dignissim. Suspendisse varius diam sit amet eros ultrices mollis. Ut lacinia rutrum vestibulum. Aenean quis feugiat quam. In luctus rhoncus dui id dapibus. Etiam scelerisque posuere dignissim. In arcu ante, aliquet et dictum ac, volutpat sed dolor. Mauris interdum vulputate auctor. Sed tellus purus, ornare id molestie non, quis justo.



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Location

Center Name
Address
City, ST Zip

Hours




Center Name
M-F 8am-10pm
Sat-Sun 9am-9pm



Volunteer
Lorem ipsum dolor sit amet, consectetur

Sign up for the USO newsletter

News

-  **[Story Title]**
Lorem ipsum dolor sit amet...
-  **[Story Title]**
Lorem ipsum dolor sit amet...
-  **[Story Title]**
Lorem ipsum dolor sit amet...

Events

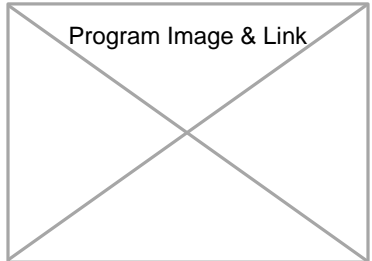
- **[Event Title]**
[Event Date]
Event excerpt... Lorem ipsum dolor sit amet, [more](#).
- **[Event Title]**
[Event Date]
Event excerpt... Lorem ipsum dolor sit amet, [more](#).

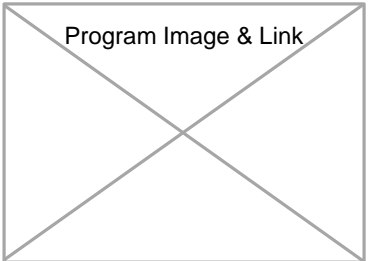
Contact Information

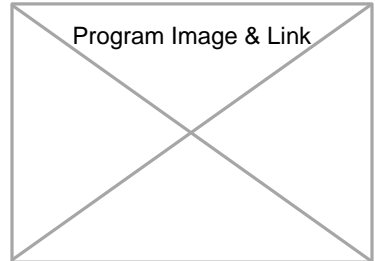
Center Name
Center Phone Number
Center Fax Number

Staff Member Name
Phone Number
Email Address

[more](#)







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B3 - Center Subpage - Programs Page Template

1. Page Title and Description – center-specific page title; description is optional.
2. Programs – displays each program offered by a center. Programs and services may have associated images. Various display examples are provided and may be used in various combinations at the discretion of the individual centers.

USO Logo

Search []

Donate Now

Share [] []

1 [Page Title]
Description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec posuere diam non ipsum vehicula varius.

2 [Program Title]
[Image Placeholder]
Program description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean aliquam euismod purus ac rhoncus. Donec posuere diam non ipsum vehicula varius. Sed velit lectus, euismod eget convallis at, dignissim sed sem. Nulla vel ornare justo. Integer malesuada nunc nec elit aliquet id suscipit arcu dignissim.

[Program Title]
Program description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean aliquam euismod purus ac rhoncus. Donec posuere diam non ipsum vehicula varius. Sed velit lectus, euismod eget convallis at, dignissim sed sem. Nulla vel ornare justo. Integer malesuada nunc nec elit aliquet id suscipit arcu dignissim.

[Program Title]
[Image Placeholder]
Program description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean aliquam euismod purus ac rhoncus.

- Donec posuere diam non ipsum
- vehicula varius.
- Sed velit lectus, euismod eget convallis at,
- dignissim sed sem. Nulla vel ornare justo.
- Integer malesuada nunc nec elit aliquet
- id suscipit arcu dignissim.

[Service Title]
[Image Placeholder]
Program description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean aliquam euismod purus ac rhoncus. Donec posuere diam non ipsum vehicula varius. Sed velit lectus, euismod eget convallis at, dignissim sed sem. Nulla vel ornare justo. Integer malesuada nunc nec elit aliquet id suscipit arcu dignissim.

[Program Title]
Program description... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean aliquam euismod purus ac rhoncus. Donec posuere diam non ipsum vehicula varius. Sed velit lectus, euismod eget convallis at, dignissim sed sem. Nulla vel ornare justo. Integer malesuada nunc nec elit aliquet id suscipit arcu dignissim.

Home
News & Events
Programs & Services
[Secondary Nav]
[Secondary Nav]
Act Now
Meet Our Staff
Contact Us

Location
Center Name
Address
City, ST Zip

Hours
Center Name
M-F 8am-10pm
Sat-Sun 9am-9pm

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