

Global Navigation Design Workshop

Conceptual Models for high-level IA

Purpose of this design workshop

Today's Intent:

- Review our current navigation system and the problems we still need to solve
- Consider other conceptual modules for high-level IA
- **Leverage the collective strengths, experiences, and perspectives across teams (YOU!)**

Desired Outcome:

- Leave with a shared understanding of the problems we are trying to solve with global navigation
- Ideate and iterate on possible solutions, identify what feels right and what is still unknown
- **Ultimately, gather the information needed to propose a conceptual IA**

Agenda

Noon to 1:00

1. Quick review
2. Moz today
3. Examples
4. Present the concepts
5. Walk the Walls

1:00 to 2:00

6. Group up
7. Feedback Rounds
8. Wrap up



Quick Review

*Objectives & user stories:
the problems to solve.*

Objectives and Goals

1. Create a cohesive navigation experience for all products, tools and content

- Ability to access all the things I paid for
- Consistency in where to find things
- Make discovery possible across all products, regardless of my state

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- Support current and evolving customer workflows
- Use standard navigation best practices
- Alignment across the company on conceptual navigation and high-level guidelines

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2. Solve today's problems with the flexibility to accommodate the next 3 - 5 years

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3. Build a technically and functionally scalable solution

- Consistent method for rendering UI across our site
- Easily manage, maintain and iterate

Customer Problems to Solve





Moz Today

*Does our current navigation
solve these problems?*

The Moz Webscape

I want to USE Moz Products and Tools...

Moz Pro Subscribers Only

- Moz Analytics
- Research Tools
- Billing Settings
- Pro Profile
- Link Tools
- User Access (IAM)

Moz Pro Subscribers and Community Members Only

- Private Messages
- Monitor
- Messages API
- Login Settings
- Local Dashboard
- Category Research

Moz Login Not Required

- Open Site Explorer
- Social Authority API
- Followed Sites
- MozCast
- Check a Link Listing
- Help Documentation for All Products

Local Dashboard: Customers need have a Moz community login, register with a Moz login via the Local Dashboard and Category Research tool

I want to LEARN about inbound marketing...

Moz Pro Subscribers Only

- Moz Academy

Available to everyone, but additional features for Moz Pro Subscribers and Community Members

- QA Forum
- YouTube Community Key
- Community Profile
- Private Messages
- Site Blog
- Members

Moz Login Not Required; no special functionality for logged in Moz users.

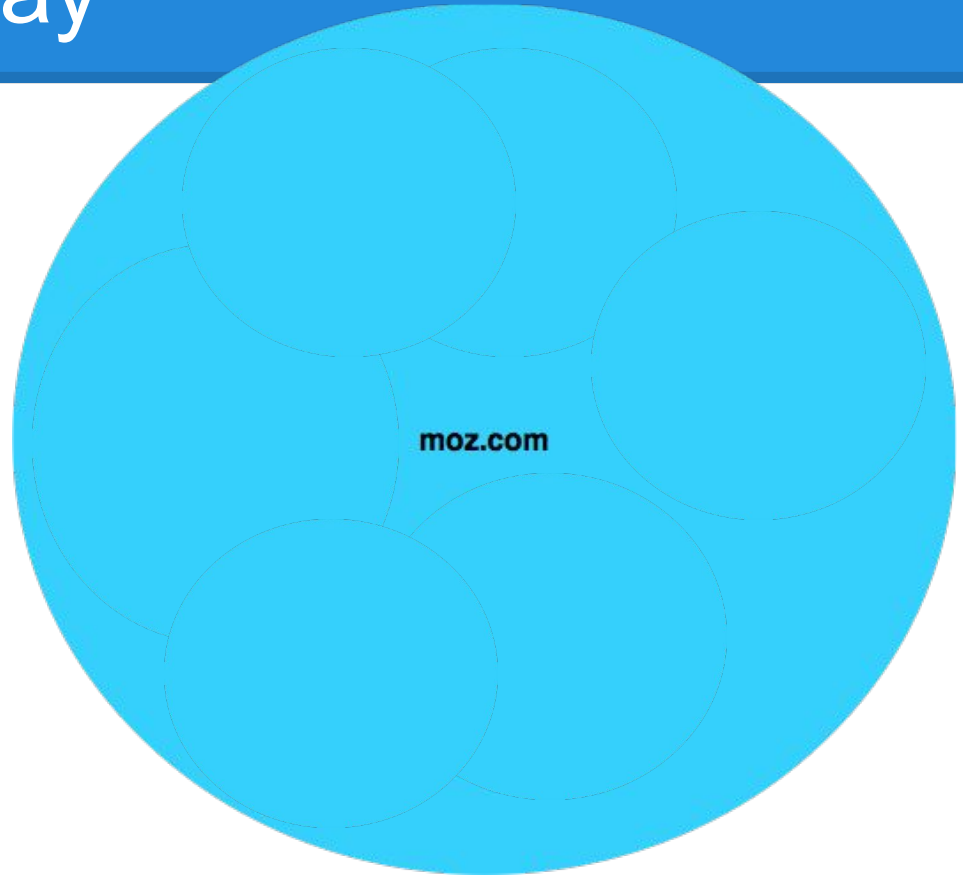
- Beginner Guides
- Moz Events
- Other Blogs
- Local Learning Center (learning user)

Learn about Moz Products and Tools

- Moz.com Home Page
- Subscribe to Moz Pro
- Use Moz Local
- Use Moz Data
- Moz.com Product Page
- Tools

Conceptual IA Today

- **moz.com**



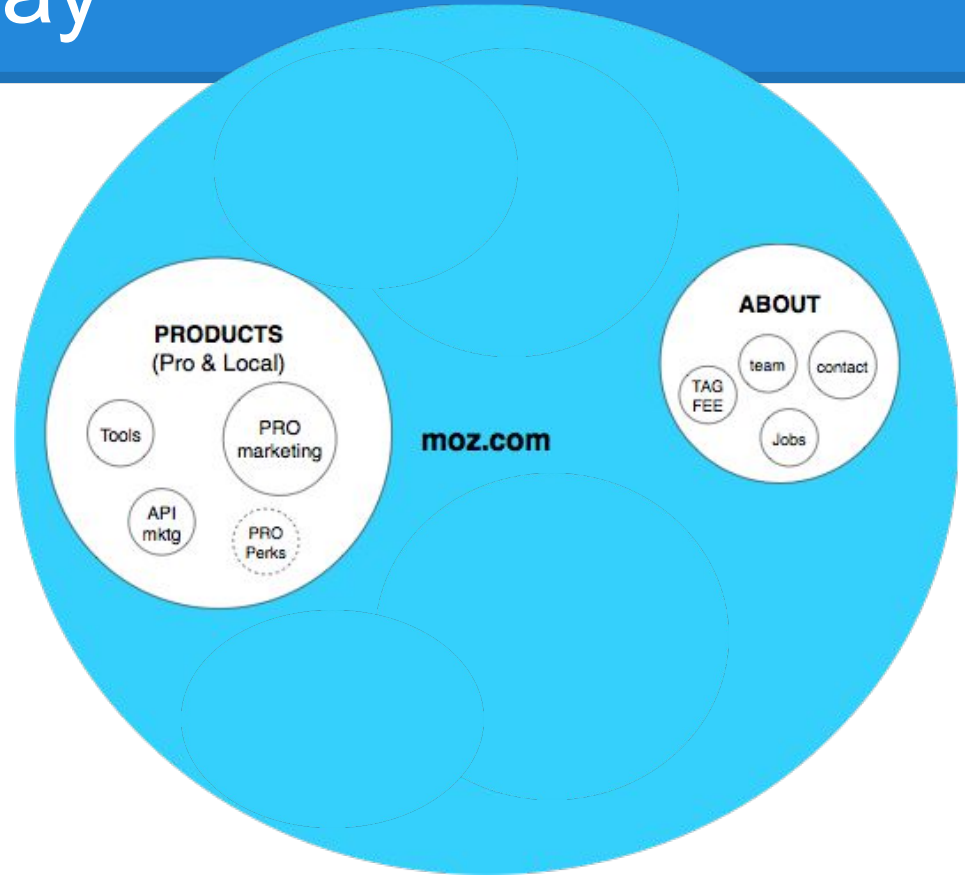
Conceptual IA Today

- **moz.com**
 - Learn about Moz



Conceptual IA Today

- **moz.com**
 - Learn about Moz
 - Learn about our products



Conceptual IA Today

- **moz.com**

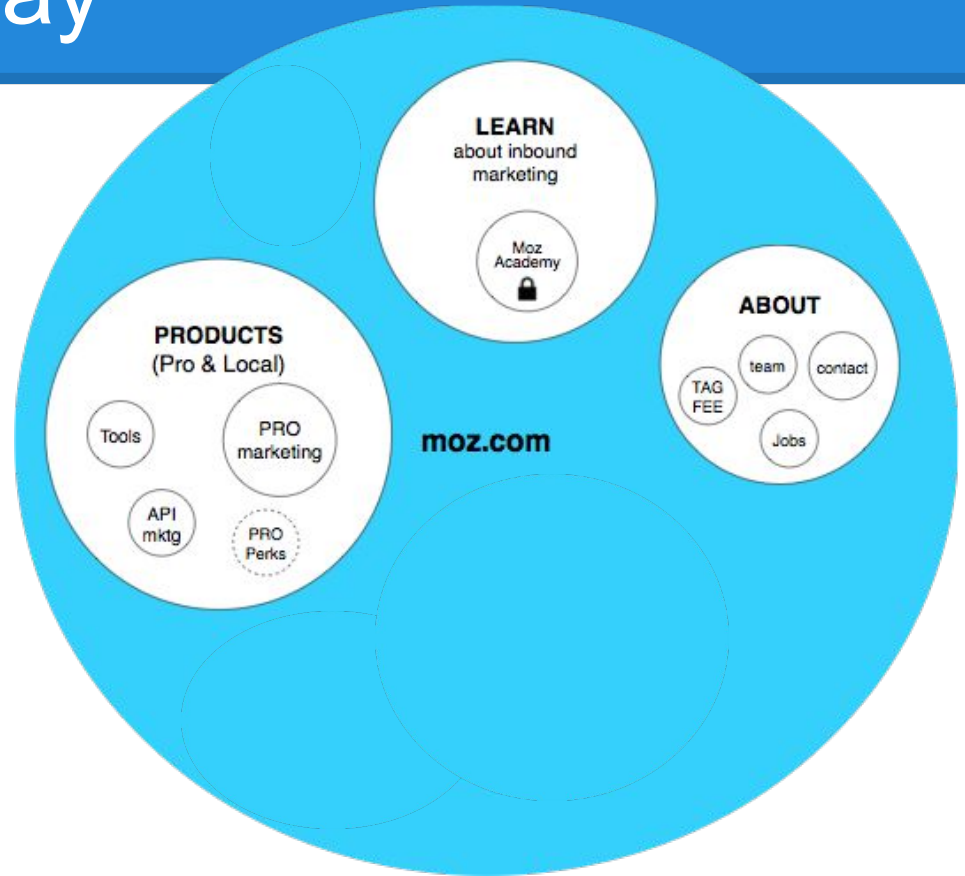
- Learn about Moz
- Learn about our products
- Learn inbound marketing



Conceptual IA Today

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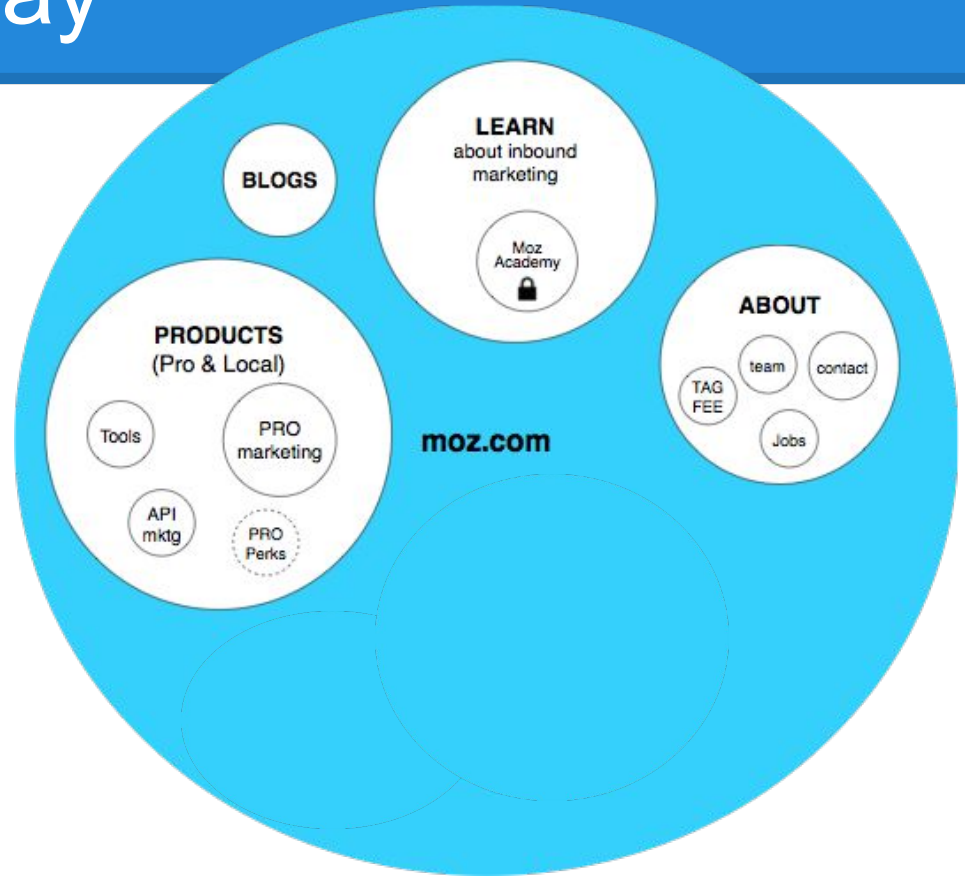
- Learn about Moz
- Learn about our products
- Learn inbound marketing
 - Moz Academy



Conceptual IA Today

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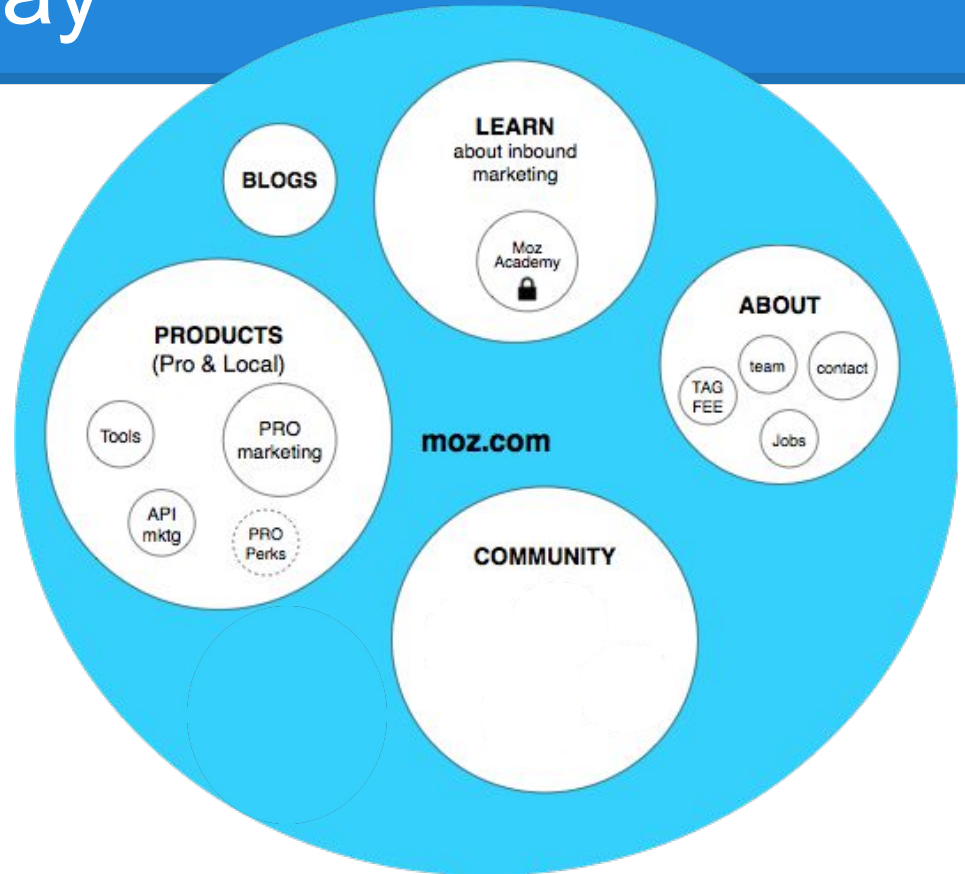
- Learn about Moz
- Learn about our products
- Learn inbound marketing
 - Moz Academy
 - blogs



Conceptual IA Today

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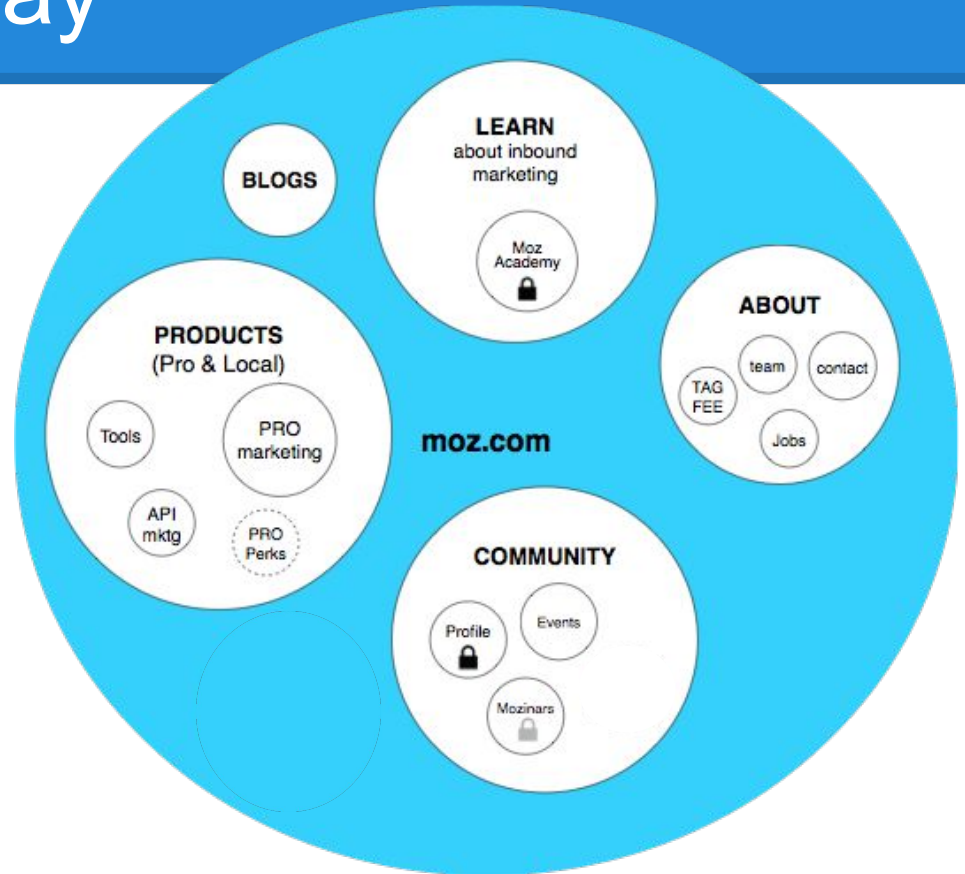
- Learn about Moz
- Learn about our products
- Learn inbound marketing
 - Moz Academy
 - blogs
- Join our community



Conceptual IA Today

- **moz.com**

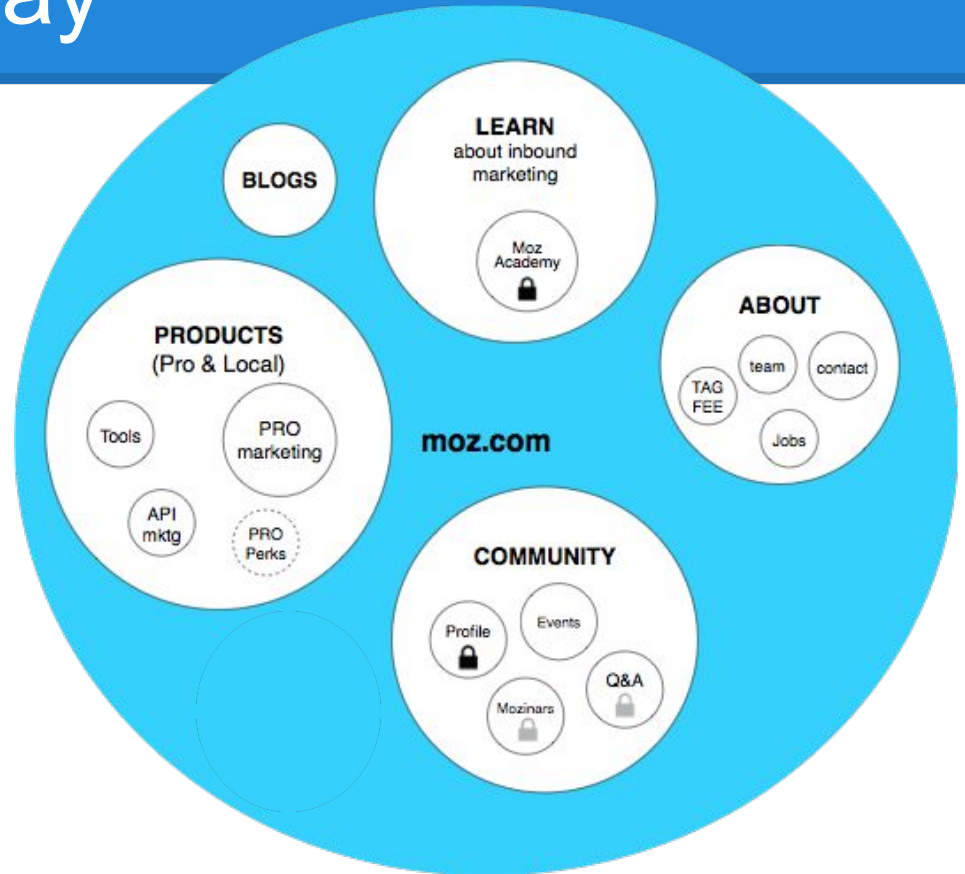
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- Learn inbound marketing
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 - blogs
- Join our community
 - webinars
 - events
 - community profiles



Conceptual IA Today

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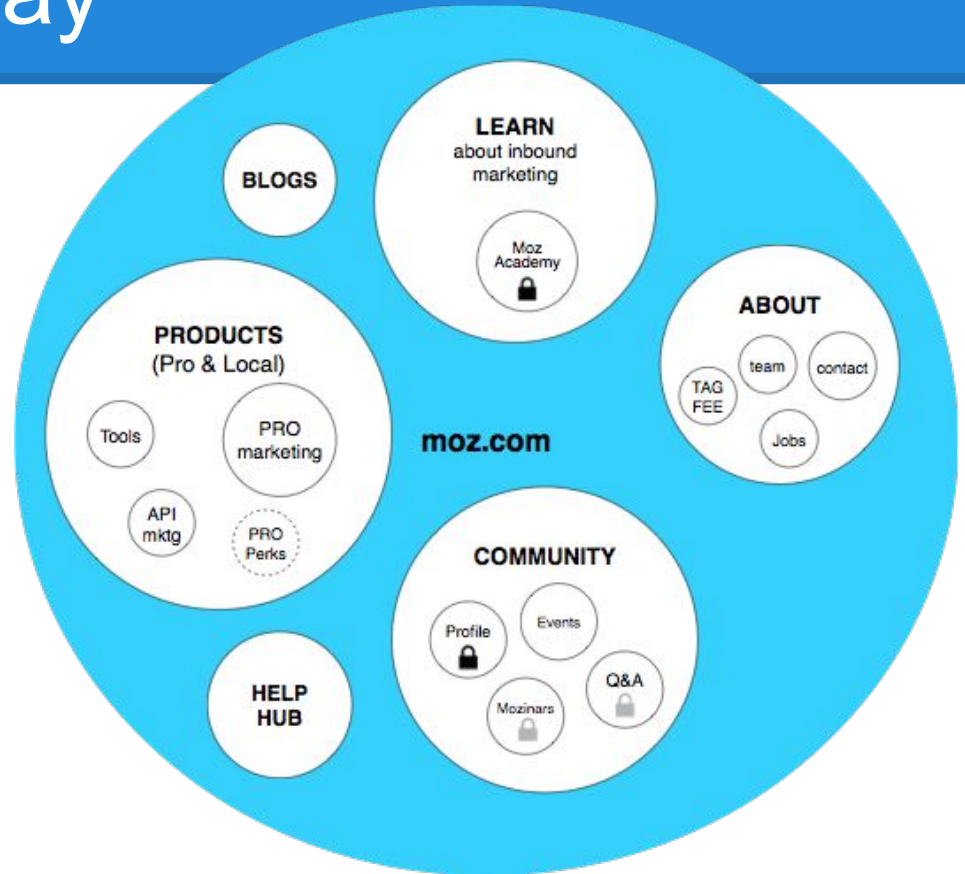
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 - Q&A



Conceptual IA Today

● moz.com

- Learn about Moz
- Learn about our products
- Learn inbound marketing
 - Moz Academy
 - blogs
- Join our community
 - webinars
 - events
 - community profiles
 - Q&A
- Get product help



Conceptual IA Today

- **moz.com**
- **Moz Local**



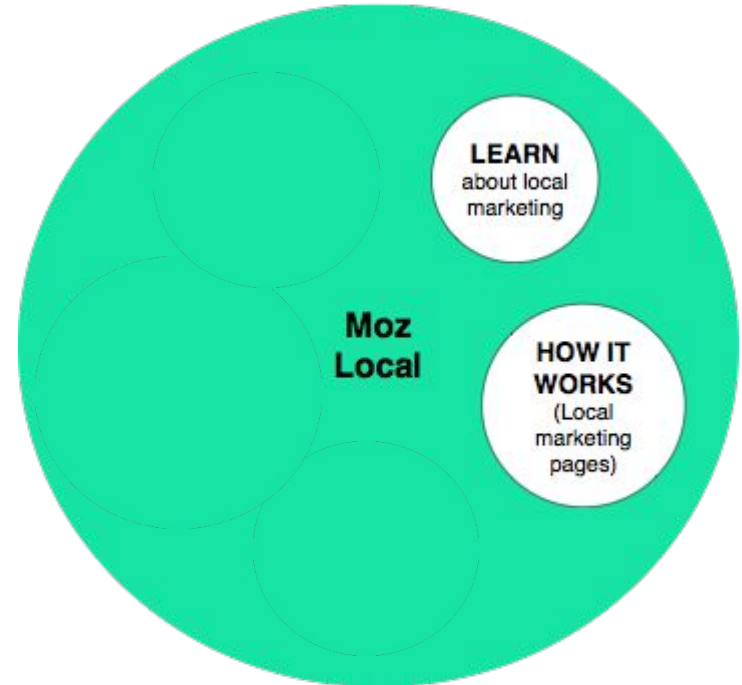
Conceptual IA Today

- **moz.com**
- **Moz Local**
 - Learn about Moz Local



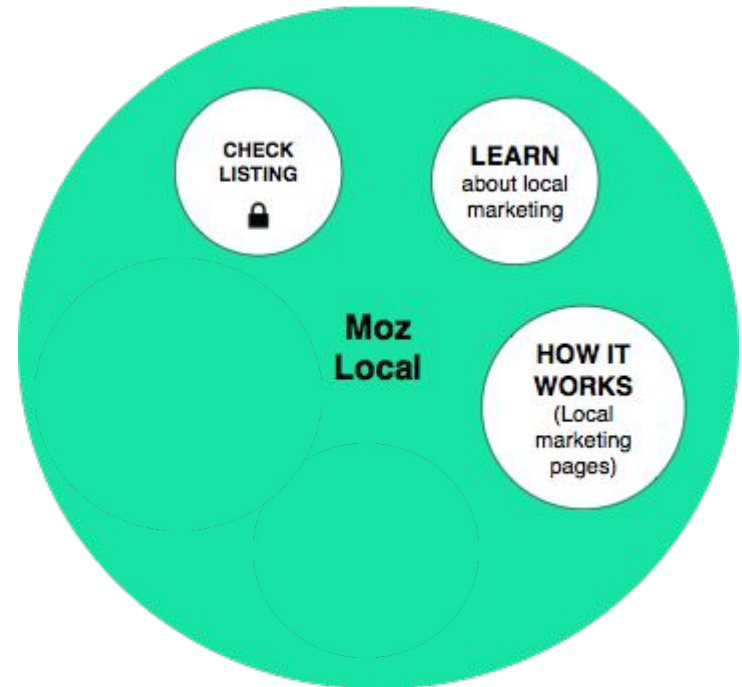
Conceptual IA Today

- **moz.com**
- **Moz Local**
 - Learn about Moz Local
 - Learn about local marketing



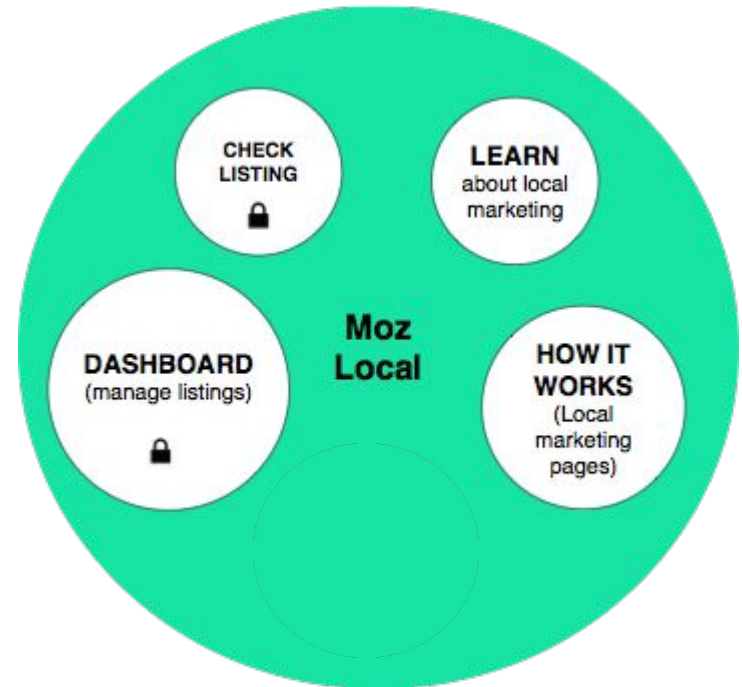
Conceptual IA Today

- **moz.com**
- **Moz Local**
 - Learn about Moz Local
 - Learn about local marketing
 - Check a listing



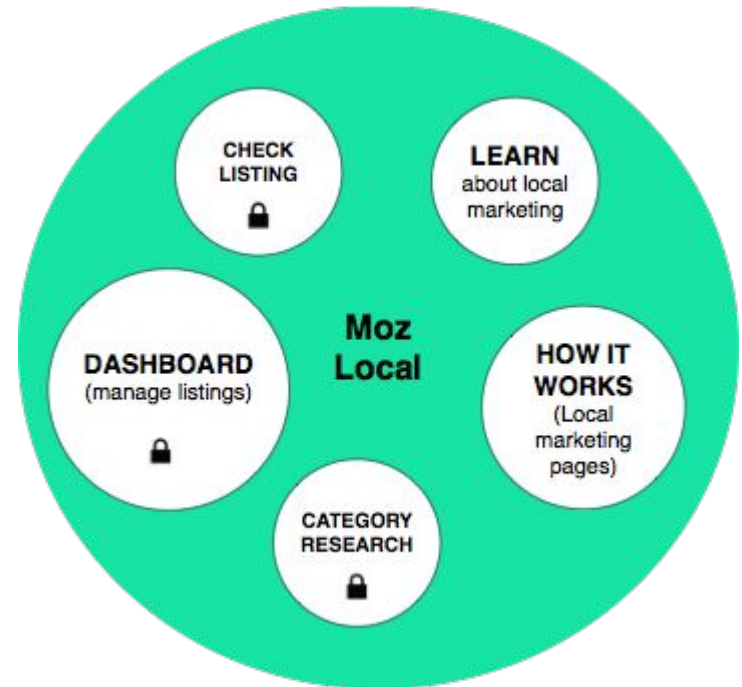
Conceptual IA Today

- **moz.com**
- **Moz Local**
 - Learn about Moz Local
 - Learn about local marketing
 - Check a listing
 - Manage your listings



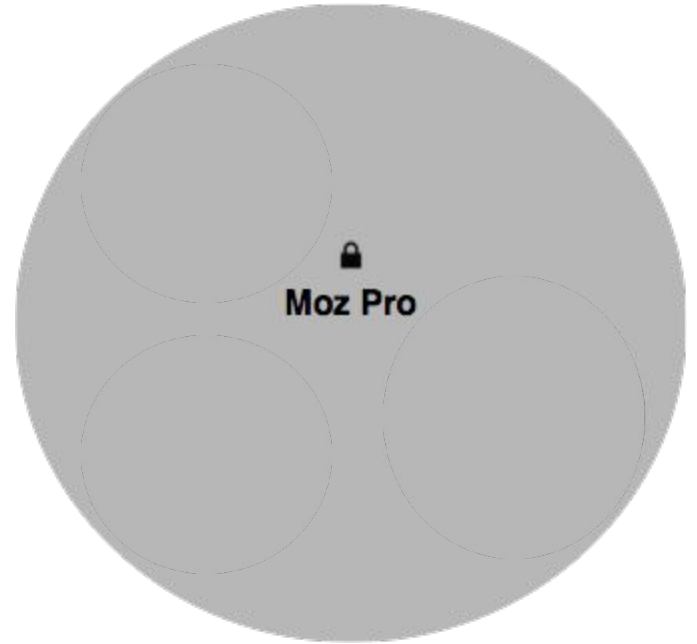
Conceptual IA Today

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 - Learn about Moz Local
 - Learn about local marketing
 - Check a listing
 - Manage your listings
 - Category research



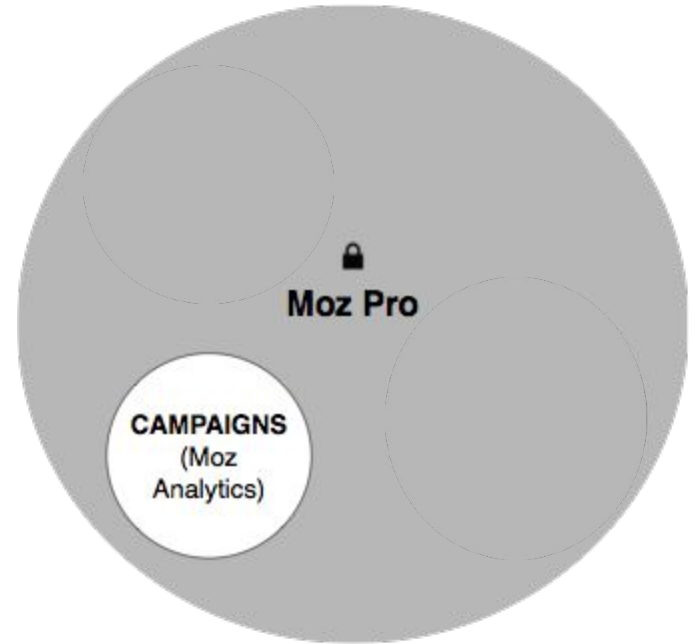
Conceptual IA Today

- **moz.com**
- **Moz Local**
- **Moz Pro**



Conceptual IA Today

- **moz.com**
- **Moz Local**
- **Moz Pro**
 - Manage campaigns and track over time



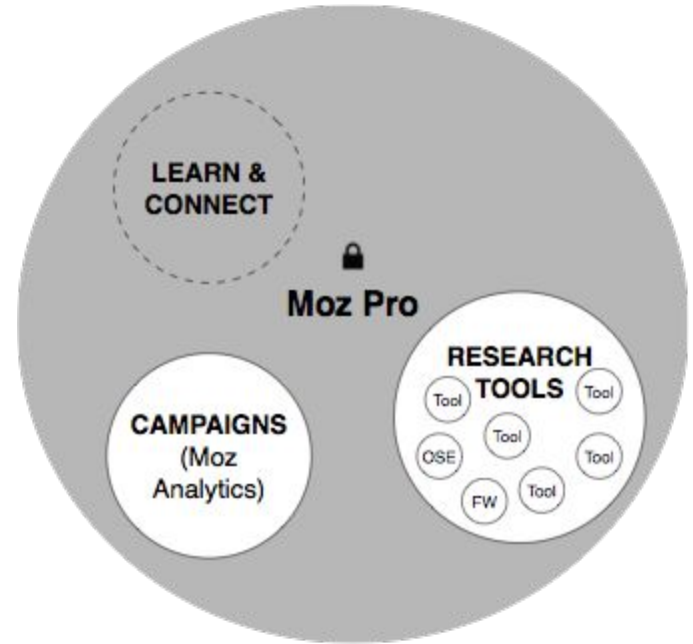
Conceptual IA Today

- **moz.com**
- **Moz Local**
- **Moz Pro**
 - Manage campaigns and track over time
 - Research and prospect with individual research tools



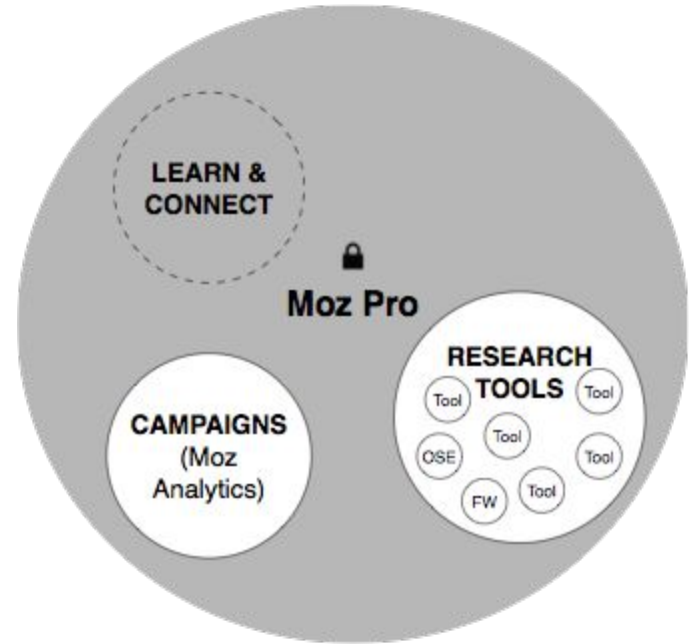
Conceptual IA Today

- **moz.com**
- **Moz Local**
- **Moz Pro**
 - Manage campaigns and track over time
 - Research and prospect with individual research tools
 - Links over to Community, Marketing Content, Q&A, and help with the product (all on moz.com)



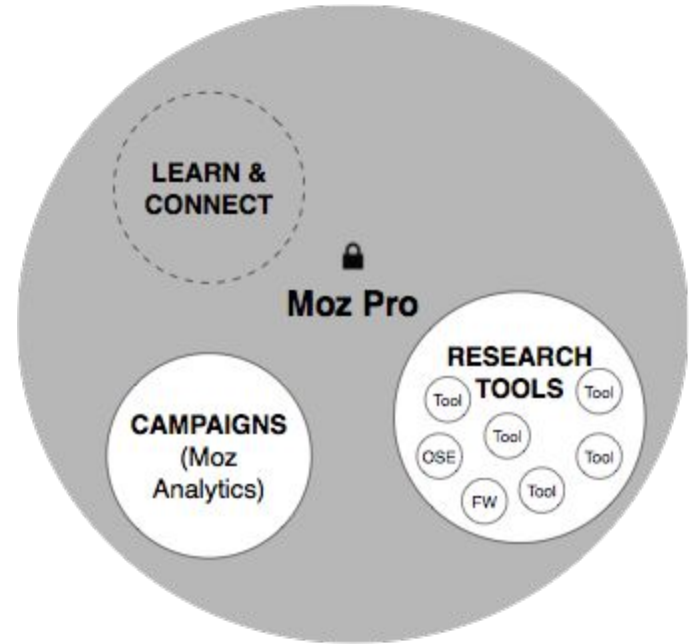
Conceptual IA Today

- **moz.com**
- **Moz Local**
- **Moz Pro**
- *Other tools*



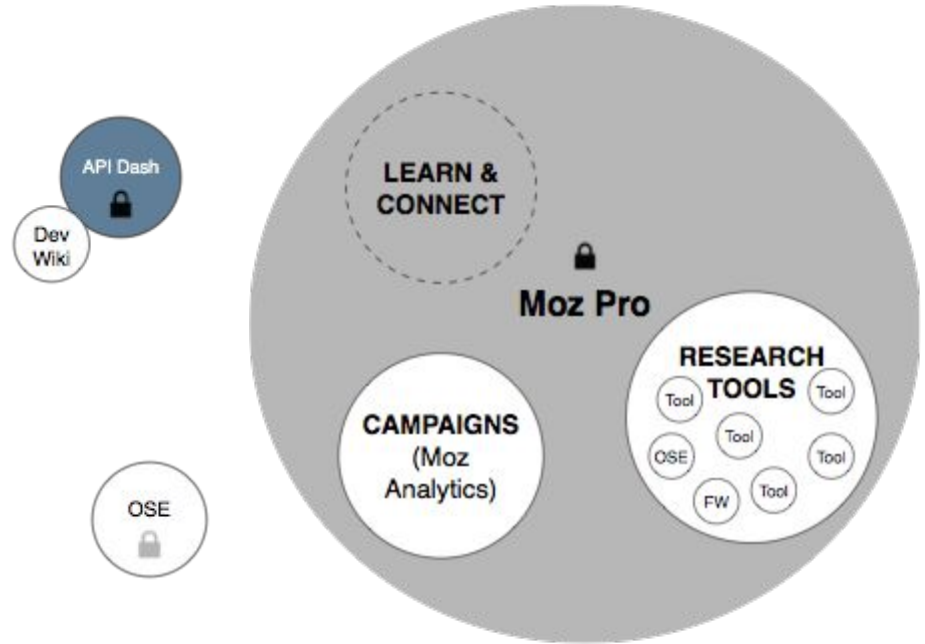
Conceptual IA Today

- **moz.com**
- **Moz Local**
- **Moz Pro**
- *Other tools*
 - Mozscape API & Usage dashboard



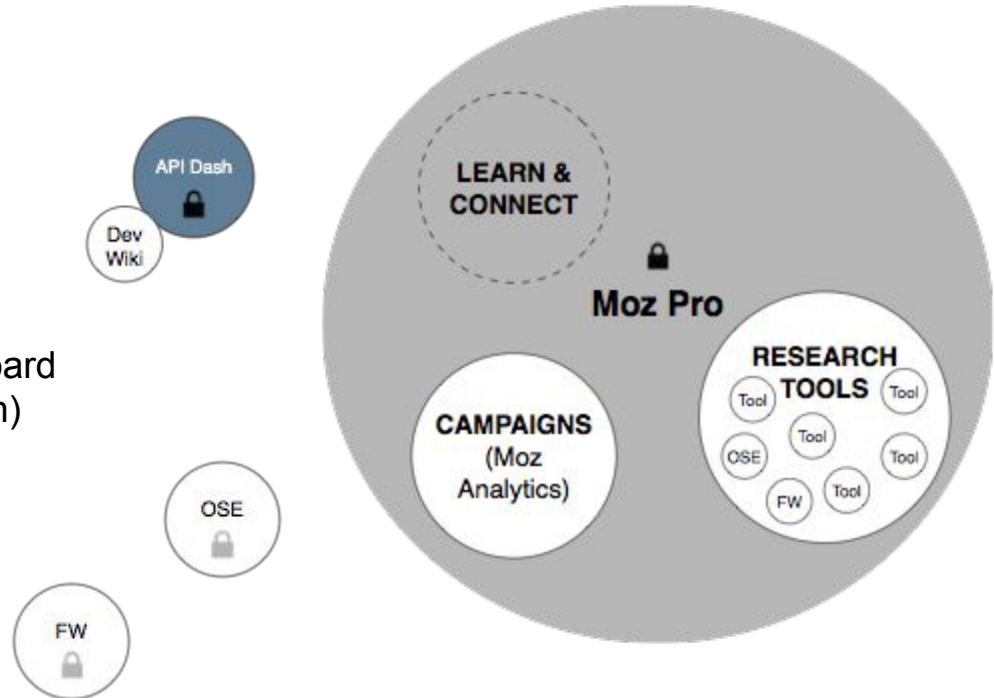
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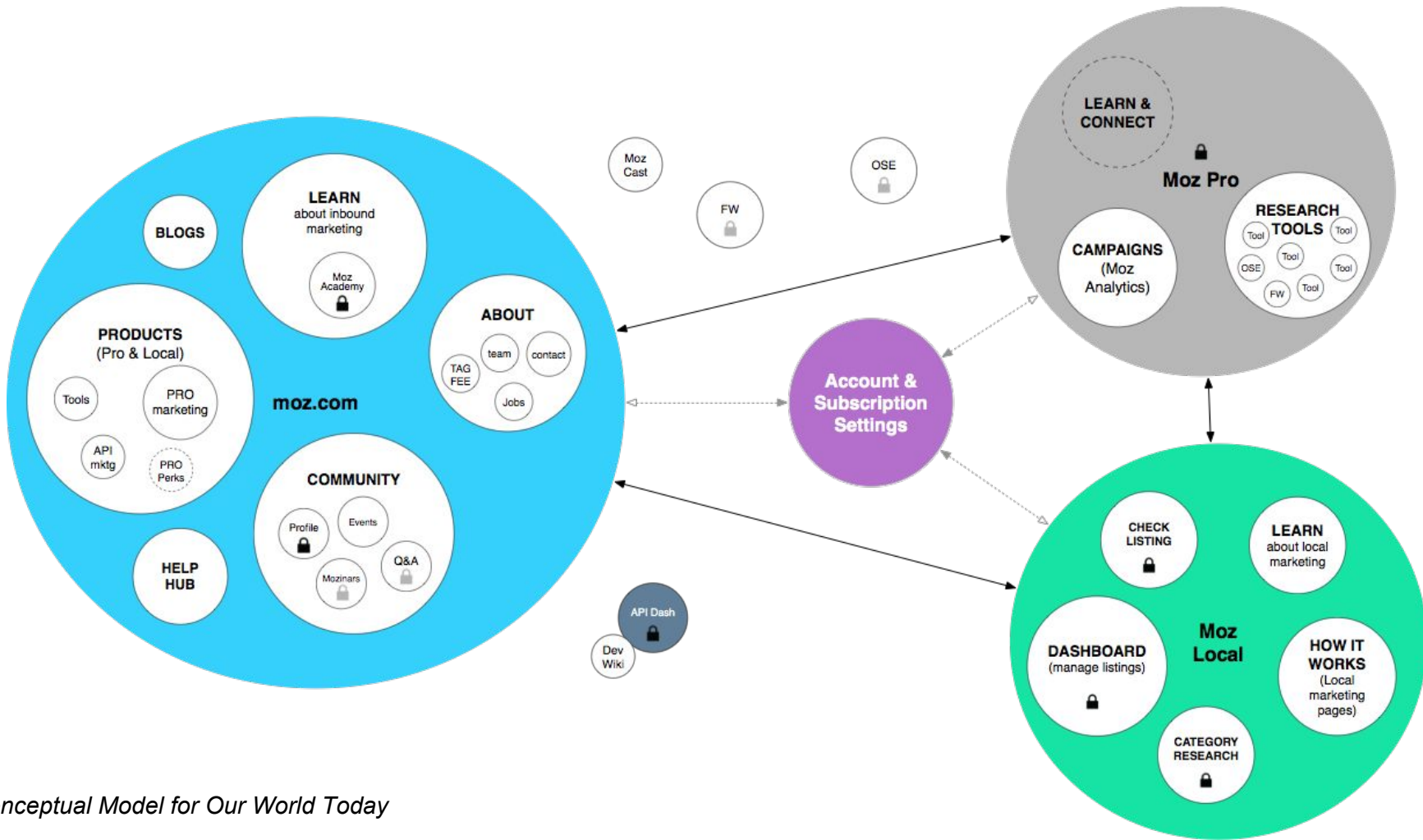
- **moz.com**
- **Moz Local**
- **Moz Pro**
- *Other tools*
 - Mozscape API & Usage dashboard
 - Open Site Explorer (free version)



Conceptual IA Today

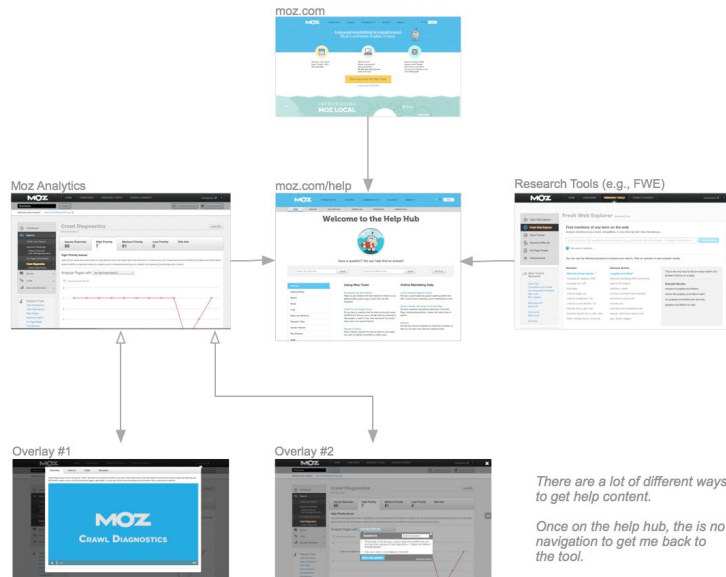
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 - FollowerWonk (free version)





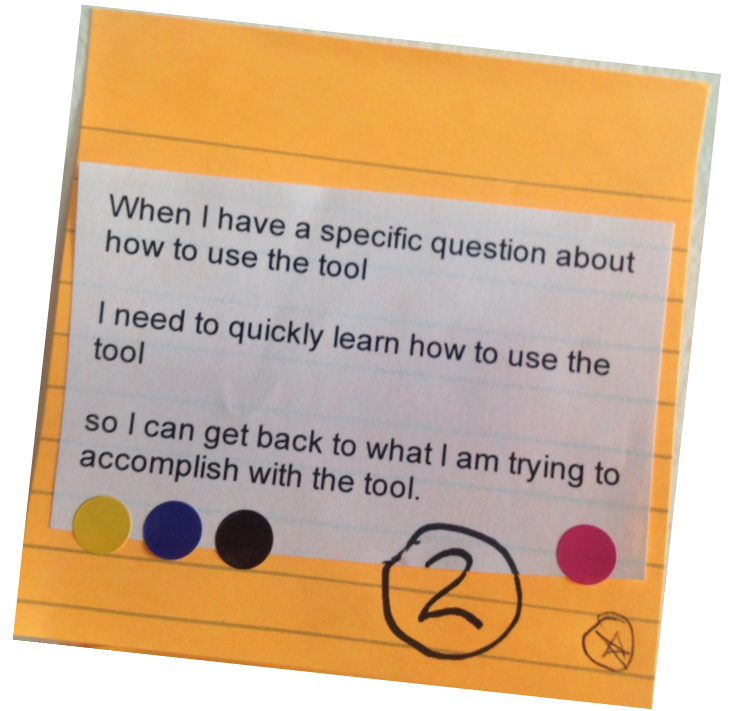
Conceptual Model for Our World Today

Example Task Flow Today



There are a lot of different ways to get help content.

Once on the help hub, there is no navigation to get me back to the tool.



Major Pain Points

1. Participants **don't know where to find resources and information** on how to use the tools.
2. **Discovering new tools and content is challenging** to all participants, therefore, they might not understand the full value of their subscription.
3. **Inconsistent navigation** between products causes confusion when navigating between Moz Analytics, Moz.com, Moz Local, Followerwonk, and Help Hub
4. Users **don't know where to go to get an answer to their question** from our current learning resource segmentation (blog, Q&A, Help Hub, etc).



Examples

*How do other sites solve
some of these problems?*

Adobe

Product-focused HP

Global menu


Consistent top nav

Tailored home page

Community is separate

Robust support center

Stand-alone products


 MENU SEARCH SIGN IN


The 2014 release of Creative Cloud is here.


Introducing 14 all-new versions of your favorite apps — including **Photoshop**, **Illustrator**, and **InDesign** — plus new **Adobe mobile apps**, all connected to **Creative Cloud**.

[Get started](#)

[Watch the launch event >](#)

 **Creative Cloud**
New tools for the new creatives

 **Marketing Cloud**
All the solutions marketers need

 **Acrobat**
The complete PDF solution

... **Adobe Reader**, **Flash Player**, **Adobe AIR**, **Shockwave Player**, and more

Adobe

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Global menu

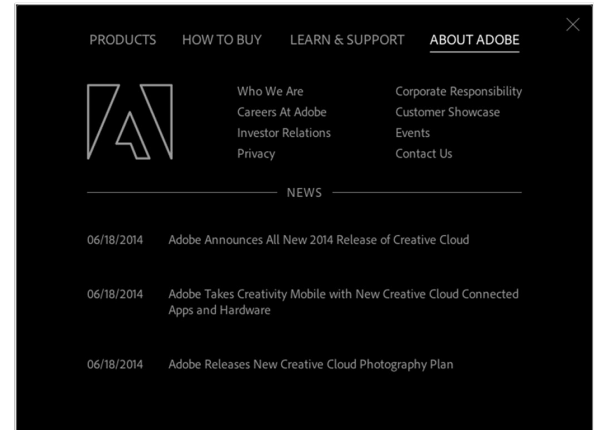
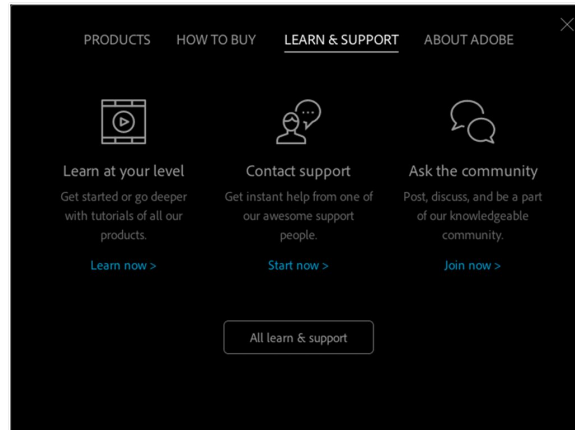
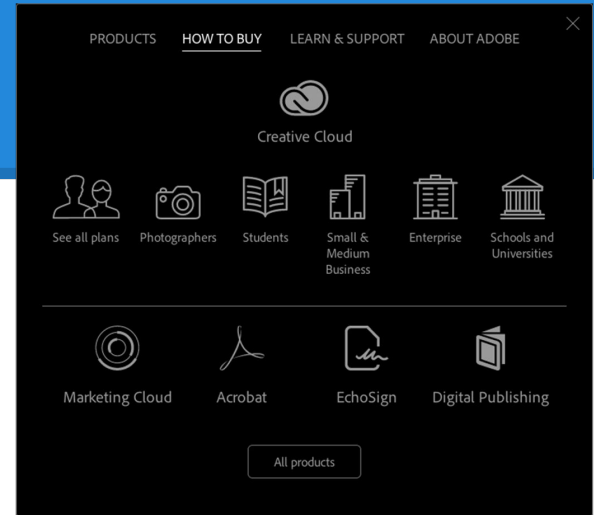
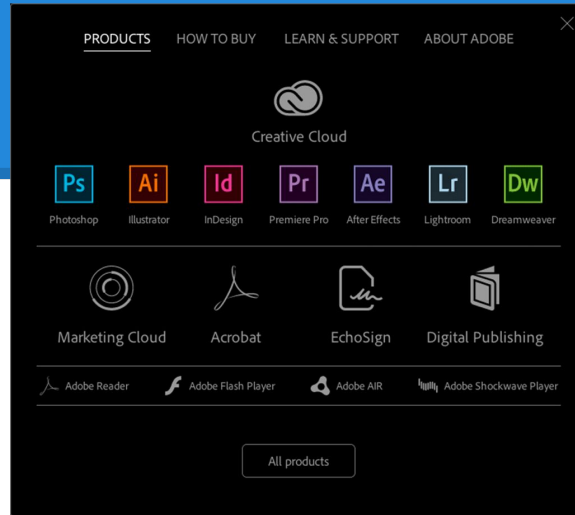
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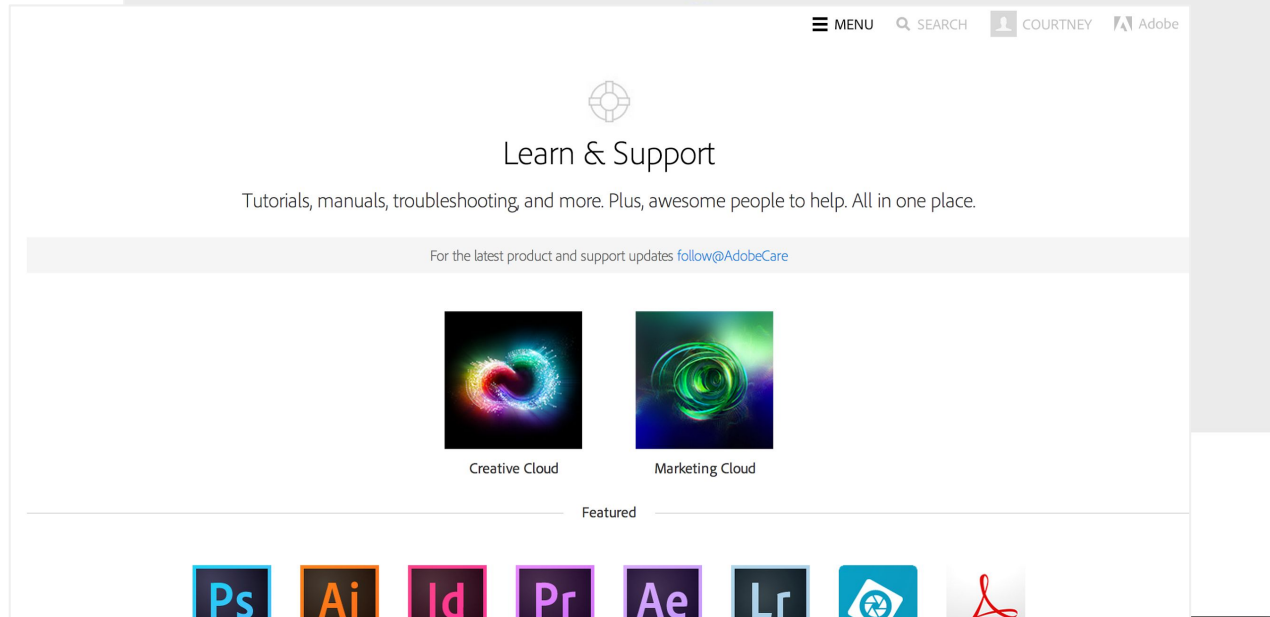
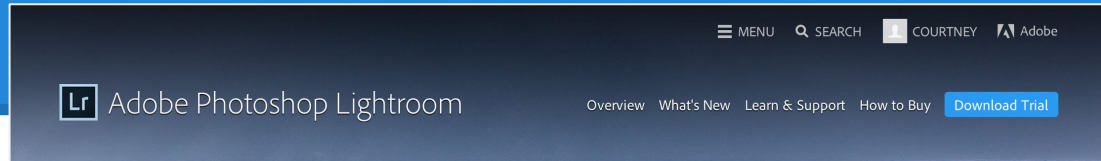
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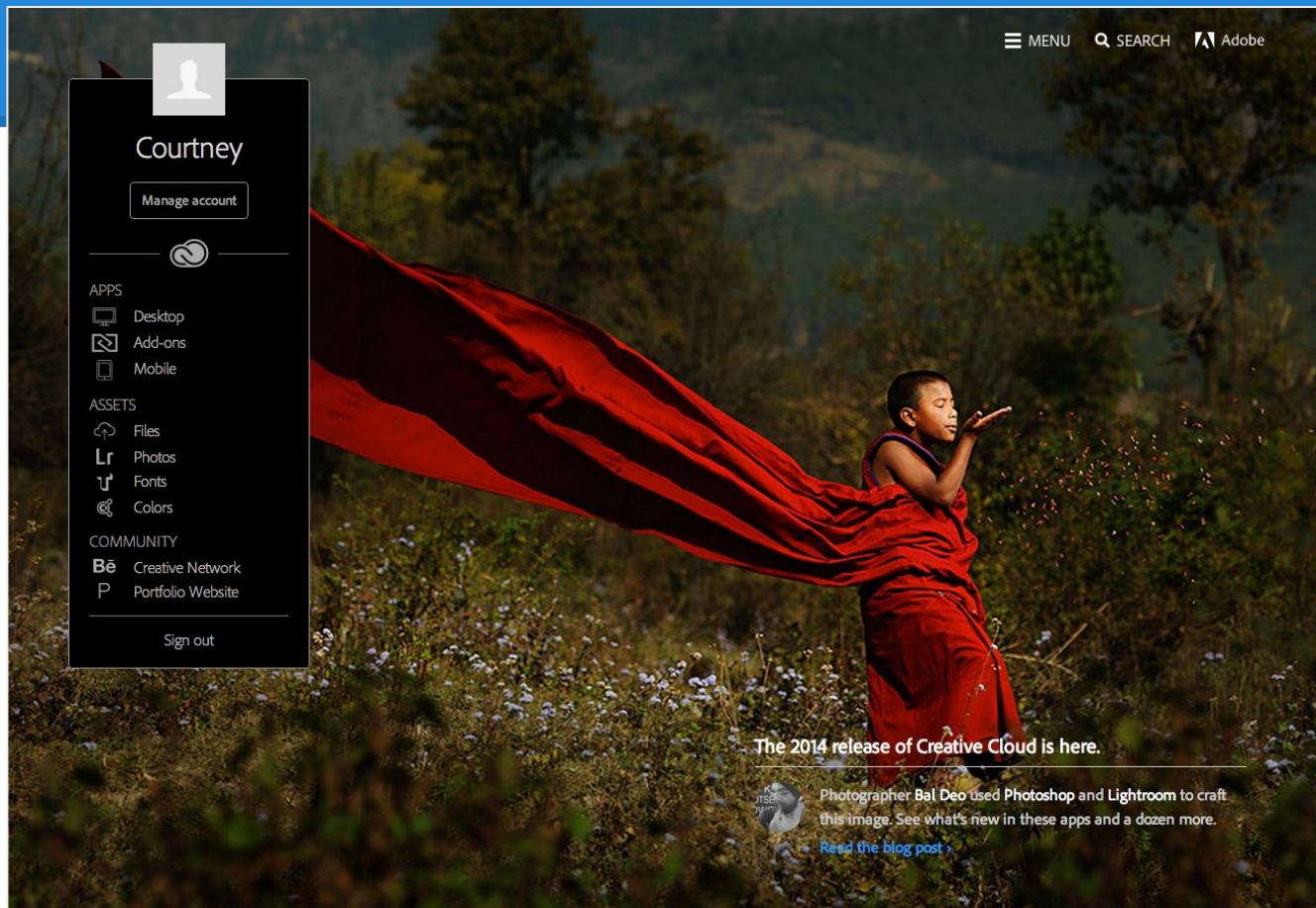
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The screenshot displays the Adobe Behance website interface. At the top, there is a dark navigation bar with the Behance logo, a search icon, and a user profile icon. The main content area features a grid of creative works, each with a thumbnail image, the creator's name, and the number of likes. A user profile menu is open on the right side, listing options such as My Portfolio, My Creative Cloud, Manage My Adobe ID, Statistics, Work Experience, Linked Accounts, Account Settings, Help, and Log Out. The footer includes the URL www.behance.net/courtneyUX and the text Part of the Adobe Family.

Adobe

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Stand-alone products

The screenshot shows the Adobe Learn & Support homepage. At the top right, there is a navigation bar with a hamburger menu icon labeled 'MENU', a search icon labeled 'SEARCH', a user profile icon labeled 'COURTNEY', and the Adobe logo. The main heading is 'Learn & Support' with a globe icon above it. Below the heading is the text 'Tutorials, manuals, troubleshooting and more. Plus, awesome people to help. All in one place.' A grey banner below this text says 'For the latest product and support updates [follow@AdobeCare](#)'. The main content area features two large, colorful, abstract circular graphics. The left one is labeled 'Creative Cloud' and the right one is labeled 'Marketing Cloud'. Below these is a 'Featured' section with a horizontal line above it. This section contains eight product icons in a row: Photoshop (Ps), Illustrator (Ai), InDesign (Id), Premiere Pro (Pr), After Effects (Ae), Lightroom (Lr), Photoshop Elements, and Acrobat. Each icon is a colored square with the product's logo inside. Below the icons are their respective names: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Photoshop Elements, and Acrobat. At the bottom center of the featured section is a button labeled 'All products'.

Adobe

Product-focused HP

Global menu

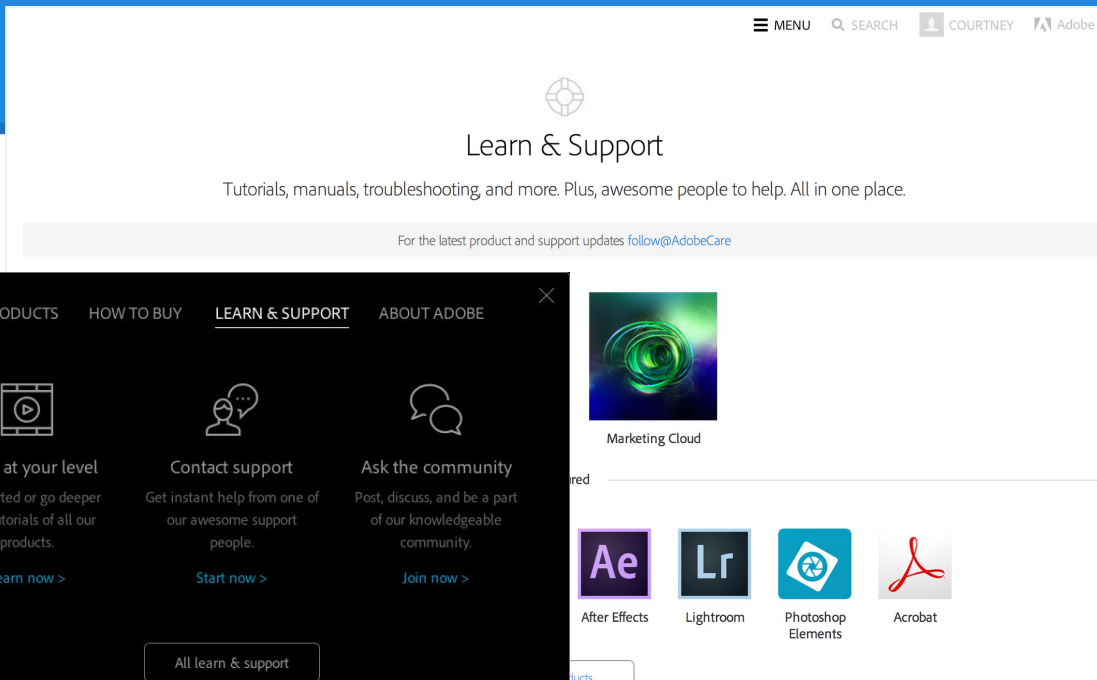
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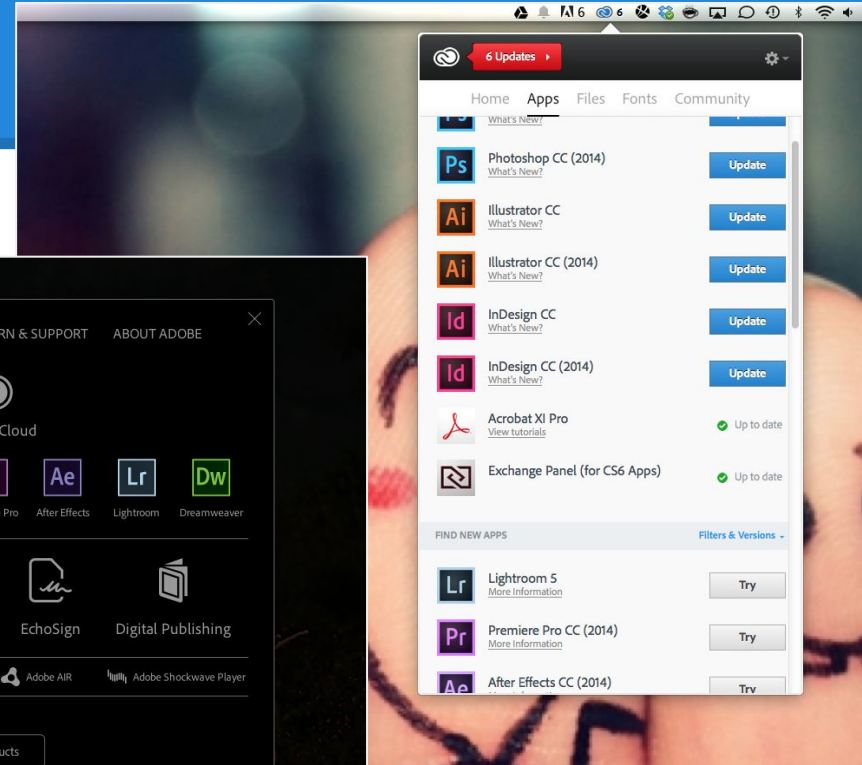
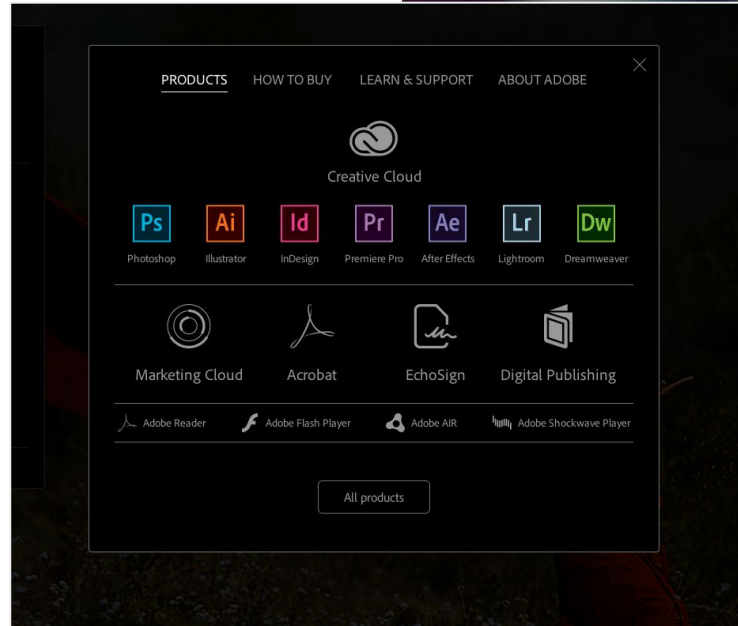
Tailored home page

Community is separate

Robust support center

Stand-alone products

- App-focused marketing
- App-specific help



Adobe

Product-focused HP

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Consistent top nav

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Stand-alone products

- **App-focused marketing**
- App-specific content

The screenshot shows the Adobe Photoshop CC website for the 2014 version. The top navigation bar includes 'MENU', 'SEARCH', 'COURTNEY', and the Adobe logo. Below the navigation, the main heading reads 'We've been busy.' followed by a sub-headline: 'With Photoshop CC, you always have access to new features as soon as the On an older version? Compare features >'. A large blue circle on the left contains the text 'NEW 18-2014-2015'. The main content area is titled 'Photoshop CC (2014)' and lists several key features with brief descriptions and links to 'See how it works >':

- Smart Object improvements**: Maintain the links to external files by automatically packaging them in a single directory. You can also convert your existing embedded Smart Objects to linked Smart Objects.
- Improved Layer Comps**: Save time now that you can change the visibility, position, or appearance of one layer in a Layer Comp and then sync that change to all the others. Plus, easily see the attributes of each Layer Comp, and toggle a Layer Comp within a Smart Object.
- Blur Gallery motion effects**: Use Push Blur to add blur along any path and Spin Blur to create circular or elliptical blurs. The Mercury Graphics Engine makes all Blur Gallery interactions fast and fluid.
- Focus Mask**: Let Photoshop help you start a mask by automatically selecting the in-focus areas of your image. Focus Mask works great with portraits and other images that have shallow depth of field, and the Mercury Graphics Engine delivers fast performance.
- Improvements to Content-Aware technology**: New technology in Content-Aware Fill, Move, and Patch smoothly blends areas containing gradients, like skies, so you can create seamless, realistic results like never before.
- Smarter Smart Guides**: Forget trying to align multiple shapes or objects of exact distances from one another on canvas. Now you can quickly see the distance in pixels between objects so you can lay out content with precision.
- Desktop fonts from Typekit**: Choose the fonts you need from the Typekit library, sync them to your desktop, and get immediate access to them in your Photoshop font menu. Photoshop will even automatically replace missing fonts in your documents.
- Font Search**: Search for fonts by name, and see instant previews of each font in area in the perfect one.
- Expanded 3D printing capabilities**: Now you can see exactly where and how Photoshop prepared your 3D meshes so it's easy to refine your designs in third-party 3D modeling apps. Get more accurate renderings of your models prior to printing thanks to WYSIWYG previews. And get support for more 3D printers and service providers.
- Adobe Generator enhancements**: Simplify the process of naming Generator assets and get greater flexibility in organizing the output from Generator by setting document-wide defaults, and by specifying subfolders for exported assets. Generator also offers new APIs so developers can create even more powerful plug-ins.
- Adobe Camera Raw B enhancements**: Heal images, fix perspective distortions, and create vignettes with greater precision. Plus, access an interactive histogram, before/after previews, and more.
- Improved Windows B.I stylus support**: Get to work quickly and comfortably with your stylus on Windows B.I devices, and enjoy smoother brush strokes thanks to higher-frequency sampling.

The screenshot shows the Adobe Photoshop CC website for the Creative Cloud plan. The top navigation bar is identical to the previous screenshot. The main heading reads 'See the world from a whole new perspective.' followed by a sub-headline: 'Shoot first and adjust the vantage point later with new Perspective Warp in Photoshop CC. See how it works >'. Below the heading is a large image of a modern building at night with a play button overlay. At the bottom, a blue banner contains the text: 'Get Photoshop as part of a Creative Cloud plan for as low as \$9.99/mo See all plans >'. Below the banner, the heading 'Photoshop in action' is followed by a link 'See what's new > Compare previous versions >'. At the bottom, there are four buttons: 'More powerful Smart Objects', 'Improved Layer Comps', 'Blur Gallery motion effects', and 'Adobe Generator'.

The screenshot shows a person's profile as they look at a computer monitor displaying the Adobe Photoshop interface. The interface shows a drawing of a plant and a text box with the word 'WESTLANDS'.

Adobe

Product-focused HP

Global menu

Consistent top nav

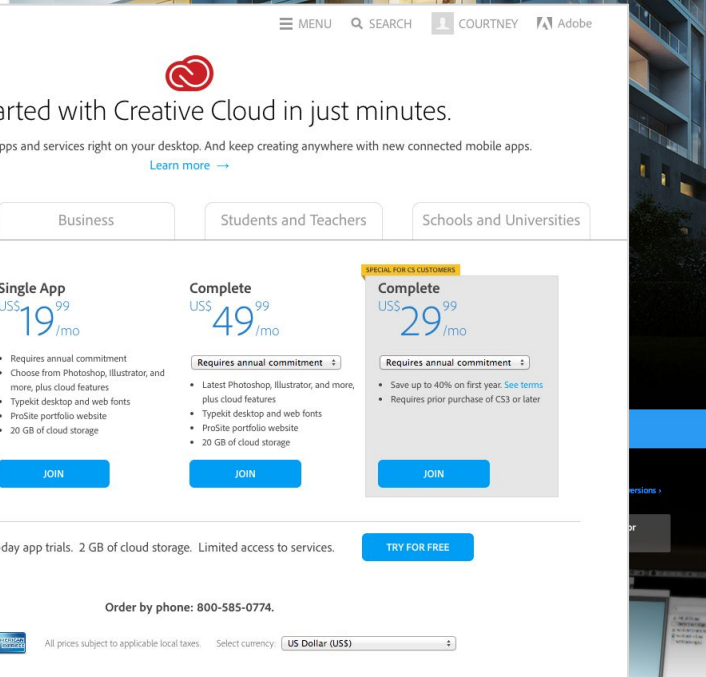
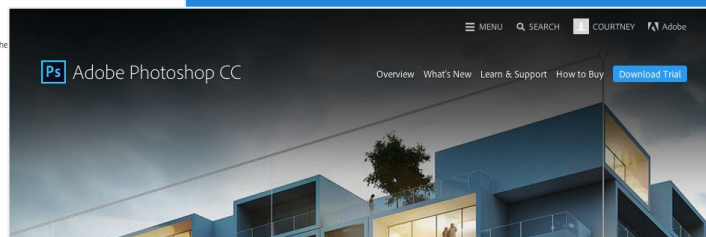
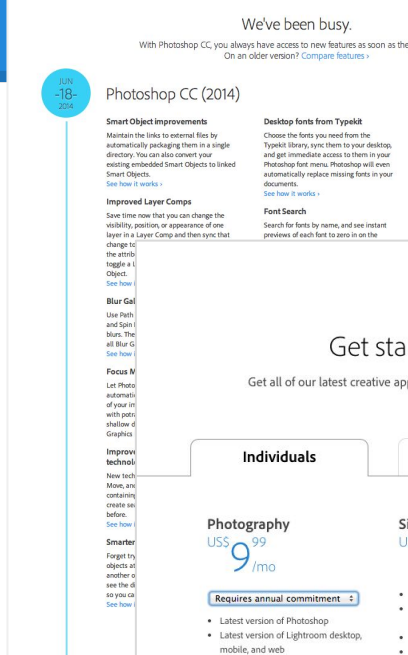
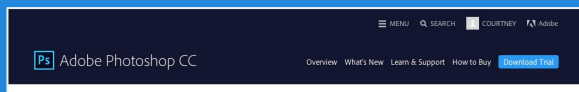
Tailored home page

Community is separate

Robust support center

Stand-alone products

- **Focused marketing**
- App-specific support



Adobe

Product-focused HP

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- Focused marketing
- **App-specific support**

The screenshot shows the Adobe Photoshop CC website. At the top, there is a dark blue navigation bar with a hamburger menu icon, a search icon, the name 'COURTNEY', and the Adobe logo. Below this, the main header area features the 'Ps' logo and 'Adobe Photoshop CC' on the left, and navigation links for 'Overview', 'What's New', 'Learn & Support', and 'How to Buy' on the right. A prominent blue 'Download' button is also present. The main content area is light gray and features a 'Learn' section with a green hand icon. Below the 'Learn' heading is the text 'Get started or go deeper with our library of tutorials, projects and articles.' This section contains five cards: 'GET STARTED' (How to edit a photo in Photoshop, 19 min), 'LEARN ESSENTIALS' (How to work with Blur Gallery, 20 min), 'KEY TECHNIQUES' (How Lightroom and Photoshop work together, 3 min), 'WHAT'S NEW' (Work with the improved Type tool and use fonts from Typekit, 6 min), and 'PHOTOSHOP HELP' (Check out the online user manual for your product). A 'Show all tutorials' link with a dropdown arrow is located below these cards. At the bottom of the page, there is a 'Get Support' section with a globe icon and the text 'Find quick answers, engage with our vibrant community, and connect with Adobe staff.'

Adobe

Product-focused HP

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- Focused marketing
- **App-specific support**

The image shows two screenshots of the Adobe Photoshop CC website. The top screenshot is the home page, featuring a dark blue header with a navigation menu, a search bar, and the user name 'COURTNEY'. Below the header is a large hero image of a cloudy sky with a red metal structure. The main content area has the heading 'How to edit a photo in Photoshop' and a sub-heading 'Get started with photo editing in Photoshop CC. (Do project, 19 min)'. Below this is a video player with the title 'How to edit a photo in Photoshop 19 min' and a 'ps' icon. Underneath the video player are two buttons: 'Get files' (with 'Sample files to practice with (ZIP, 5 MB)') and 'Get PDF' (with 'Photoshop cheat sheet'). The bottom screenshot shows a support article titled 'Photoshop CC / Common Questions'. It has a dark blue header with the same navigation elements. The article content is organized into sections: 'Basics' (with 9 links), 'Technical questions' (with 3 links), 'Free trials' (with 2 links), 'Purchasing options' (with 1 link), and 'Learning Photoshop' (with 2 links). At the bottom of the article is a video player showing a red fire hydrant being edited in Photoshop. The footer of the article contains a 'Choose your region' link, a copyright notice for 2014 Adobe Systems Incorporated, and links for 'Terms of Use', 'Privacy', and 'Cookies'.

Photoshop CC / Common Questions

Basics

- › What is Photoshop CC and who is it for?
- › I use Photoshop Elements. Why should I consider Photoshop CC?
- › What is Photoshop Lightroom and how does it work with Photoshop CC?
- › Does Photoshop CC include the features that were previously exclusive to Photoshop Extended?
- › Are Adobe Bridge or any other Creative Cloud services included with a Photoshop single-app membership?
- › Where can I learn more about new features?
- › How does Photoshop CC compare with earlier versions?

Technical questions

- › What are the minimum system requirements to run Photoshop CC?
- › Is Photoshop CC compatible with Windows 8.1?
- › Is Photoshop CC compatible with Mac OS X Mavericks (v10.9)?

Free trials

- › Where can I get a trial version of Photoshop CC?
- › Can I convert my trial version to a paid membership?

Purchasing options

- › How can I purchase Photoshop CC?

Learning Photoshop

- › How can I get started with Photoshop CC?
- › Where can I find the manual?

Google

Apps Menu

Customized for me

Consistent top nav

Robust support center

Stand-alone (free) products

The screenshot shows a customized Google homepage. At the top right, the user's name '+Courtney' is displayed next to links for 'Gmail', 'Images', a grid icon, a notification bell with a '1' badge, and a 'Share' button with a profile picture. The main content area features a large green play button icon to the left of the colorful 'google' logo, which has small cartoon characters under the letters. Below the logo is a search bar with a microphone icon on the right. Underneath the search bar is a grid of application thumbnails, each with a small icon and a label: Moz Analytics, Moz: Inbound Marketing a..., Moz, Trello, Facebook, Sudo - Moz, Open Site Explorer, and Petites - Dresses - anthro... At the bottom of the page, there is a promotional message: 'Put your game face on. Show the world whom you're rooting for with #PaintUSA'. On the right side, an 'Apps Menu' is open, displaying a grid of application icons: +Courtney (G+), Search (G), YouTube, Maps, Play, News, Gmail, Drive, Calendar, and Flights (airplane icon). A 'More' button is located at the bottom of the Apps Menu.

Google

Apps Menu

Customized for me

Consistent top nav

Robust support center

Stand-alone (free) products

The image shows a customized Google homepage. At the top right, there is a navigation bar with the text "+Courtney", "Gmail", "Images", a grid icon, a notification bell with a "1", and a "Share" button next to a profile picture. The main content area features a large green play button icon on the left, followed by the colorful Google logo where the letters are anthropomorphized with legs and arms. Below the logo is a search bar with a microphone icon on the right. A grid of app shortcuts is displayed below the search bar, including Moz Analytics, Moz: Inbound Marketing a..., Moz, Trello, Facebook, Sudo - Moz, Open Site Explorer, and Petites - Dresses - anthro... To the right of the main content is a vertical "Apps Menu" panel. It contains icons for +Courtney (Gmail), Search, YouTube, Maps, Play, News, Gmail, Drive, and Calendar. A "Flights" icon, which is a blue airplane inside a pink dotted circle, is highlighted. At the bottom of the Apps Menu is a "More" button. At the bottom of the main content area, there is a text prompt: "Put your game face on. Show the world whom you're rooting for with #PaintUSA".

Google

Apps Menu

Customized for me

Consistent top nav

Robust support center

Stand-alone (free) products

The image displays three overlapping screenshots of the Moz Google Drive interface, illustrating the consistent top navigation bar across different applications. The top screenshot shows the Moz logo, a search bar, and user profile information (+Courtney, Share, and a profile picture). The middle screenshot shows the Moz logo, a search bar, and a 'Mail' button. The bottom screenshot shows the Moz logo, a search bar, and a 'Calendar' view. The calendar view includes a 'CREATE' button, a date range (Jun 29 - Jul 5, 2014), and a grid of dates with time slots (CST and PST) and a list of calendars (My calendars and Other calendars).

MOZ Search Calendar +Courtney Share

Calendar Today < > Jun 29 - Jul 5, 2014 Day Week Month 4 Days Agenda More

CREATE Sun 6/29 Mon 6/30 Tue 7/1 Wed 7/2 Thu 7/3 Fri 7/4 Sat 7/5

Jesse and Josh in tow

July 2014 < > CST PST

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

My calendars Courtney Davis Launch Dates Tasks

Other calendars Add a coworker's calendar Adam Feldstein Annette Promes

Google

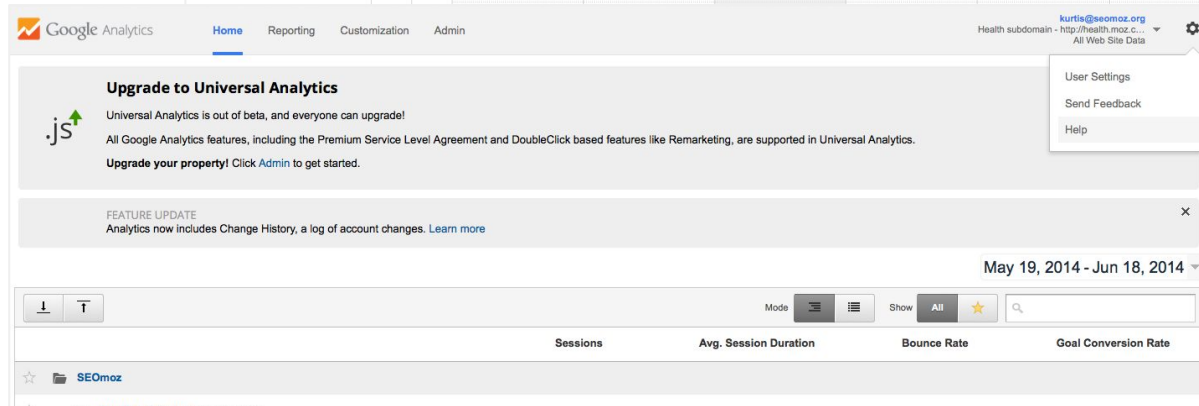
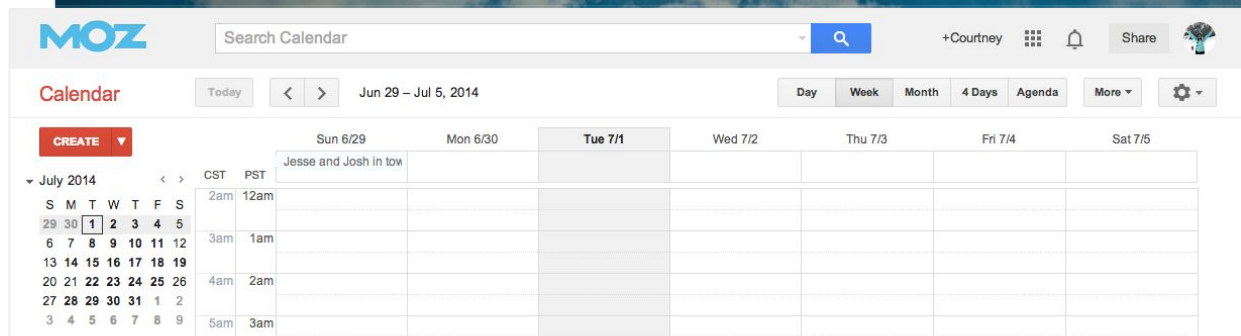
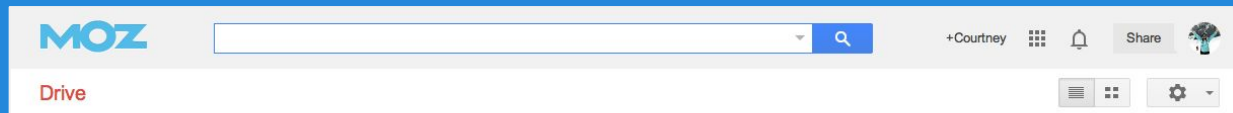
Apps Menu

Customized for me

Consistent top nav (mostly)

Robust support center

Stand-alone (free) products



Google

Apps Menu

Customized for me

Consistent top nav (mostly)

Robust support center

Stand-alone (free) products

The image displays three overlapping screenshots of the Moz website interface:

- Top Screenshot:** Shows the Moz homepage with a search bar, a user profile icon for '+Courtney', and a 'Share' button.
- Middle Screenshot:** Shows the Moz calendar interface. It features a search bar, a 'CREATE' button, and a weekly view for the period 'Jun 29 - Jul 5, 2014'. A calendar grid is visible with a 'Jesse and Josh in tow' event on Sunday, June 29th.
- Bottom Screenshot:** Shows the Google Analytics dashboard. It includes a navigation bar with 'Home', 'Reporting', 'Customization', and 'Admin'. A prominent notification banner reads 'Upgrade to Universal Analytics'. Below this, there is a 'FEATURE UPDATE' section. At the bottom, a table header is visible with columns for 'Sessions', 'Avg. Session Duration', 'Bounce Rate', and 'Goal Conversion Rate'. A user profile dropdown menu for 'kurtis@seomoz.org' is open, showing options for 'User Settings', 'Send Feedback', and 'Help', and is circled in red.

Google

Apps Menu

Customized for me

Consistent top nav

Robust support center

Stand-alone (free) products

The screenshot shows the Google Help page interface. At the top, there is a search bar with the text "Search Google Help" and a magnifying glass icon. To the right of the search bar are links for "+Kurtis", a grid icon, a bell icon, and a "Share" button with a profile picture. Below the search bar is a dark navigation bar with the text "Google > Help".

The main content area features a grid of application icons, each with a label below it:

- Chrome
- Accounts
- YouTube
- Gmail
- Google Play
- Search
- AdSense
- Google+
- Maps for mobile
- Drive (highlighted with a white border)
- AdWords
- Hangouts

Below the grid is a horizontal line with a downward-pointing chevron icon in the center.

The support center is divided into three columns:

- Your account**
 - [Can't access your account?](#)
 - [Recent purchases with Google Wallet](#)
 - [Useful stuff you can do with Google](#)
- Community**

Post questions and get advice from other people using the same Google products as you.
[See a list of Google product communities](#)

[Learn more about the Google Top Contributor Program](#)
- Status dashboard**

If you're having trouble accessing a Google product, there's a chance we're currently experiencing a temporary problem. You can check for outages and downtime on the [Apps Status Dashboard](#).

Google

Apps Menu

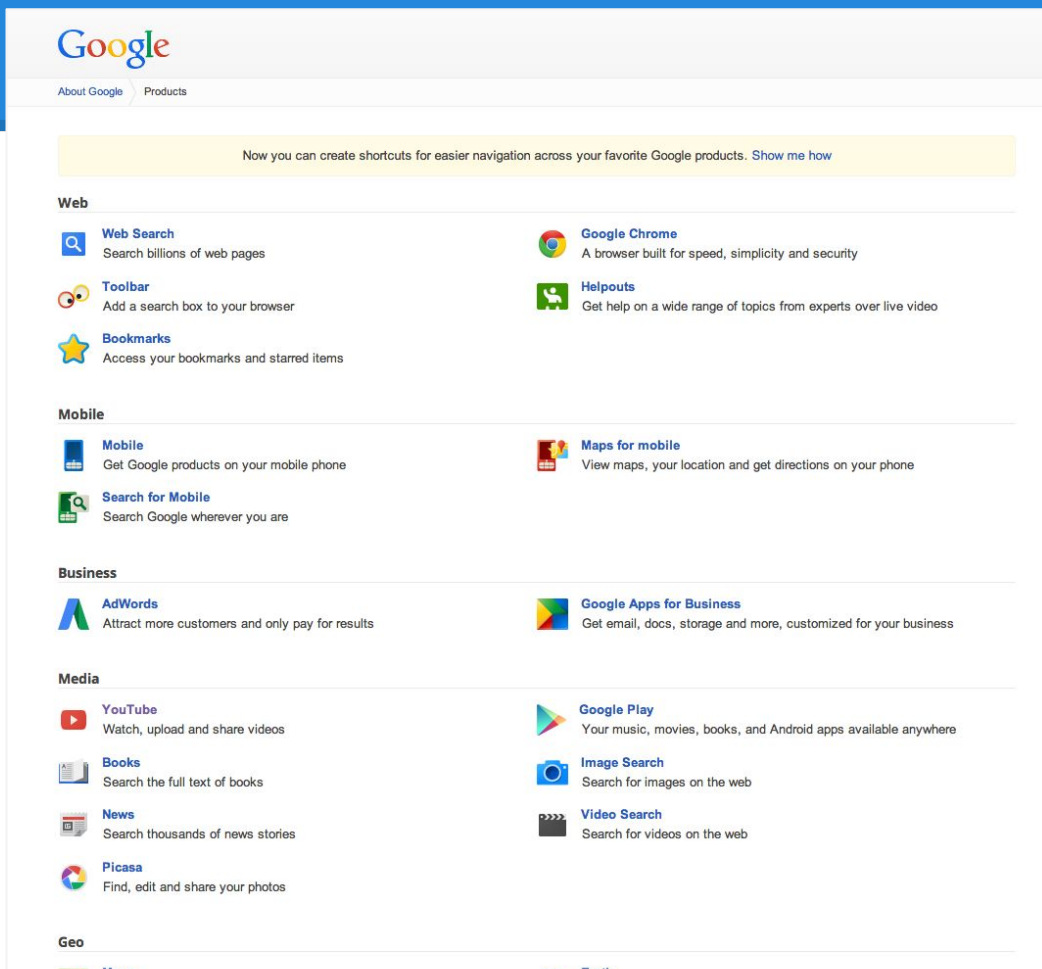
Customized for me

Consistent top nav

Robust support center

Stand-alone (free) products

- App-focused marketing
- App-specific help



The screenshot shows the Google Products page. At the top is the Google logo and navigation links for 'About Google' and 'Products'. A yellow banner below the logo reads: 'Now you can create shortcuts for easier navigation across your favorite Google products. [Show me how](#)'. The page is organized into several categories, each with a sub-header and a list of products:

- Web**
 - Web Search**: Search billions of web pages
 - Toolbar**: Add a search box to your browser
 - Bookmarks**: Access your bookmarks and starred items
 - Google Chrome**: A browser built for speed, simplicity and security
 - Helpouts**: Get help on a wide range of topics from experts over live video
- Mobile**
 - Mobile**: Get Google products on your mobile phone
 - Search for Mobile**: Search Google wherever you are
 - Maps for mobile**: View maps, your location and get directions on your phone
- Business**
 - AdWords**: Attract more customers and only pay for results
 - Google Apps for Business**: Get email, docs, storage and more, customized for your business
- Media**
 - YouTube**: Watch, upload and share videos
 - Books**: Search the full text of books
 - News**: Search thousands of news stories
 - Picasa**: Find, edit and share your photos
 - Google Play**: Your music, movies, books, and Android apps available anywhere
 - Image Search**: Search for images on the web
 - Video Search**: Search for videos on the web
- Geo**

Google

Apps Menu

Customized for me

Consistent top nav

Robust support center

Stand-alone (free) products

- **App-focused marketing**
- App-specific help

The image shows a screenshot of the Google Wallet website and its mobile app interface. The website header features the Google Wallet logo, a 'Sign in' link, and an 'Install now' button. Below the header is a navigation menu with links for 'Overview', 'Shop in Stores', 'Send Money', 'Buy Online', and 'Stay Safe'. The main content area has a large heading 'Shop. Save. Pay. With your phone.' and a sub-heading 'Shop and save in stores with all your loyalty and offers in one place. Send money to friends and family and they can spend it instantly with the Google Wallet Card.' Below this are 'GET IT ON Google play' and 'Download on the App Store' buttons. The app interface is shown on two smartphones. The left phone displays the 'My Wallet' app home screen with a 'Send money to...' field, a '\$40.00 Wallet Balance', and a list of loyalty programs including Orbitz, The Body Shop, Walgreens, and Red Mango. The right phone shows a 'My Wallet' screen with a 'Send money to...' field, a '\$40.00 Wallet Balance', and a 'Get the Google Wallet Card' section. Below the app interface, there is a graphic showing a smartphone displaying the 'Add a program' screen, with several loyalty cards (Alaska Airlines, The Body Shop, Red Mango, Orbitz) floating around it.

Google Wallet

Sign in Install now

Overview Shop in Stores Send Money Buy Online Stay Safe

Shop. Save. Pay. With your phone.

Shop and save in stores with all your loyalty and offers in one place. Send money to friends and family and they can spend it instantly with the Google Wallet Card.

GET IT ON Google play Download on the App Store

My Wallet

Send money to...

\$40.00 Wallet Balance Debit-1234

Change tap and pay settings

Get the Google Wallet Card

Send your Wallet Balance in stores for free with the Wallet Card. [Learn more](#)

Get your card

Latest transactions

My programs

Add your program

Orbitz Rewards

The Body Shop

Walgreens Balance

Red Mango

Alaska Airlines

The Body Shop

Red Mango

Orbitz

Carry less,
save more.

Store your loyalty programs and leave the plastic cards behind. Carry all of your Google offers on your phone when you shop. Redeem easily at checkout.

Apps Menu

Customized for me

Consistent top nav

Robust support center

Stand-alone (free) products

- App-focused marketing
- **App-specific help**

The screenshot shows the Google Wallet Help Center interface. At the top, there is a search bar with the text "Search Wallet Help" and a magnifying glass icon. To the right of the search bar are user profile options: "+Courtney", a grid icon, a notification bell with a red "1", and a "Share" button with a person icon. Below the search bar is a navigation bar with "Wallet" and "Help" links, and "Contact Us" and "Help forum" links. The main content area is titled "Welcome to the Wallet Help Center". Below this title is a dark grey box with the heading "How to use Google Wallet" and a list of topics: "About Google Wallet", "Sign up & account creation", "Add a credit/debit card", "Add a bank account", "Your Google Wallet Balance", "Your Google Wallet Card", "Verify your identity", "Wallet app set up", and "Eligible devices for use with Google Wallet". To the right of this list is an image of a tablet displaying the Google Wallet app interface. Below the dark grey box is a list of seven categories, each with a plus icon: "Online purchases", "In-store purchases", "Send & receive money", "Orders, offers & loyalty programs", "Security center", and "Troubleshoot issues". Below this list is a section titled "Videos to help with the basics". This section contains three video thumbnails with play buttons. The first video is titled "Google Wallet: Carry Your Wallet on the Web" and shows a smartphone screen. The second video is titled "Google Wallet: Instant Buy" and shows a credit card being scanned. The third video is titled "Send money with Gmail and Google Wallet" and shows a Gmail interface. Navigation arrows are visible on either side of the video thumbnails.

Wacom

Product-focused HP

About content secondary

Discovery is delightful

Community is separate

Global menus by property

The screenshot displays the Wacom website interface. At the top right, there are links for 'Shop', 'Region', and 'Community'. The main navigation menu on the left includes 'EVERYDAY', 'CREATIVE', 'BUSINESS', 'Product Finder', and 'Product Support'. The hero banner features the slogan 'The world is a canvas for your imagination.' Below this, several product tiles are visible: 'The new Cintiq Companion. Make the world your studio', 'The new Intuos Designed for Creativity for Creativity', 'Bamboo Stylus duo' (Two in one for screen and paper), and 'Bamboo Stylus solo'. A social media tile for Catherine Hall is also present. The bottom of the page includes a quote from Wacom CEO Masahiko Yamada: 'The time of hardware is over'.

Wacom

Product-focused HP

About content secondary

Discovery is delightful

Community is separate

Global menus by property

The screenshot shows the Wacom website homepage. At the top left is the Wacom logo. A navigation menu on the left includes: OUR PASSION (highlighted), OUR BUSINESS, NEWS & EVENTS, INVESTORS, CAREERS, and ECO INITIATIVES. The top right has links for Shop, Region, and Community. The main content area features a video player with the title "Our Passion" and a play button. Below the video is a quote: "Being creative motivates us to change who we are, and how we think about the world around us". Two columns of text follow: "We love what creativity brings to the world. It makes us human, adding a richness to our lives, bringing ideas, imagination and beauty." and "We dream of a world alive with creativity, where people are free to explore and express new ideas. Creativity puts a smile on the face of the world." The footer contains the Wacom logo, social media icons for Twitter, Facebook, and Google+, and a "Discover Wacom" button. The bottom right features a large yellow abstract shape.

Shop Region Community

WACOM

OUR PASSION

OUR BUSINESS

NEWS & EVENTS

INVESTORS

CAREERS

ECO INITIATIVES

Our Passion

“Being creative motivates us to change who we are, and how we think about the world around us”

We love what creativity brings to the world. It makes us human, adding a richness to our lives, bringing ideas, imagination and beauty.

We dream of a world alive with creativity, where people are free to explore and express new ideas. Creativity puts a smile on the face of the world.

wacom

for a creative world™

Discover Wacom

Wacom

Product-focused HP

About content secondary

Discovery is delightful

- Everyday Tools
- Business Solutions
- Find your product

Community is separate

Global menus by property

The world is a canvas for your imagination.

Shop Region Community

EVERYDAY
CREATIVE
BUSINESS
Product Finder
Product Support

The new Cintiq Companion. Make the world your studio. See Cintiq Companion

WILL™ Free your ideas. Learn More

The new Intuos Designed for Creativity for Creativity. See Intuos

Catherine Hall Facebook

Bamboo Stylus duo. Two in one for screen and paper. See Bamboo Stylus duo

"The time of hardware is over"
Wacom CEO Masahiko Yamada CES Interview

Bamboo Stylus solo

About Wacom

Wacom

Product-focused HP

About content secondary

Discovery is delightful

- **Everyday Tools**
- Creative Products
- Business Solutions
- Find your product

Community is separate

Global menus by property

The screenshot shows the Wacom website's 'Everyday Tools' page. The layout is clean and modern, with a dark blue header and a white sidebar. The main content area features a large hero section with the headline 'How will you make your ideas come alive?' and a 'Cintiq Companion' product spotlight. Below this, there are several smaller product cards for 'Intuos' and 'Bamboo Stylus duo'. The sidebar on the left lists various stylus models, including 'Bamboo Stylus mini', 'Bamboo Stylus alpha', 'Bamboo Stylus solo', 'Bamboo Stylus duo', 'Bamboo Stylus pocket', 'Bamboo Stylus feel', 'Bamboo Stylus feel for Samsung Galaxy Note', and 'Bamboo Stylus feel carbon'. The top right corner includes navigation links for 'Shop', 'Region', and 'Community'. The bottom of the page features a quote from Wacom CEO Masahiko Yamada: 'The time of hardware is over'.

www.wacom.com/en/us/everyday

Wacom

Product-focused HP

About content secondary

Discovery is delightful

- **Everyday Tools**

- Creative Products
- Business Solutions
- Find your product

Community is separate

Global menus by property

The image shows a screenshot of the Wacom website. At the top right, there are navigation links for 'Shop', 'Region', and 'Community'. A vertical sidebar on the left contains icons for home, search, and other functions. The main content area features a woman, Anahi Ayala Cevat, in a workshop setting. A quote from her is displayed: "I use creativity as a tool to make my students more confident." Below the quote, there is a video player icon. In the foreground, a stack of colorful Wacom Bamboo Stylus pens is shown next to a tablet displaying a drawing of a sun and the word 'Hello'.

Anahi Ayala Cevat

“I use creativity as a tool to make my students more confident.”

Improve your fabulous touchscreen experience.

Anything you can do on a touchscreen with your finger, you can do with a Bamboo Stylus, but you can do it better. Enjoy the natural feel of a pen in your hand as you digitally draw, sketch, take notes, capture ideas and more in high comfort and with precise control (while you're keeping your screen smudge-free).

Wacom

Product-focused HP

About content secondary

Discovery is delightful

- **Everyday Tools**

- Creative Products
- Business Solutions
- Find your product

Community is separate

Global menus by property

The screenshot shows a product page for the Wacom Bamboo Stylus Mini. The page features a dark blue header with the Wacom logo and navigation links for Shop, Region, and Community. The main content area is white and displays the product name 'BAMBOO STYLUS mini' in a clean, sans-serif font. Below the name is a short description: 'Tiny enough to take anywhere yet big enough to use comfortably, this perfectly portable stylus comes in a variety of colors to match your (and your device's) style.' A small video thumbnail shows a hand using the stylus. The price '\$9.95' is prominently displayed. A green 'Buy Now' button is located at the bottom left of the product section. To the right, a large image shows the stylus attached to a smartphone, with the word 'hello' written in a colorful, cursive font on the screen. A green smiley face is visible at the bottom of the phone's screen. On the far right, there is a vertical navigation bar with a '1/5' indicator and circular arrows. The bottom of the page features a dark blue background with a close-up image of the stylus tip and the text 'Made to be mobile.' followed by a sub-headline: 'Easy to use when you're on the go, this small stylus also connects cleverly to your mobile device, so it doesn't get lost along the way.'

Wacom

Product-focused HP

About content secondary

Discovery is delightful

- Everyday Tools
- **Creative Products**
- Business Solutions
- Find your product

Community is separate

Global menus by property

The screenshot shows the Wacom website interface. On the left is a dark navigation sidebar with icons for home, search, and various product categories. The main content area features a large hero image of a woman holding a white cat in a room with red accents. Below the image is a video player with a play button and a quote: "y is for everyone, but as an occupation some people o live it and some people don't,,". To the right of the video is a text block: "Wacom for Digital Imaging Enhance photos with more finesse." Below this is a paragraph: "For many photographers, composing the perfect image takes two steps—the first behind a lens, the second in front of a computer. This is where Wacom comes in. Wacom's pressure-sensitive pens and tablets work with imaging software like Adobe® Photoshop® and Adobe® Lightroom® to deliver powerful capabilities you wouldn't otherwise have. This also allows you to dynamically adjust color, temperature, exposure, tone, contrast and more, using your natural dexterity and finesse." The top right of the page has a navigation bar with "Shop", "Region", and "Community" links.

Wacom

Product-focused HP

About content secondary

Discovery is delightful

- Everyday Tools
- Creative Products
- **Business Solutions**
- Find your product

Community is separate

Global menus by property

Business Solutions
Productivity, efficiency and workflow solutions for the world's leading businesses
Explore

Business Solutions

Technology Solutions

Wacom Ink Layer Language

Business Solutions
Improve efficiencies and communication in your business.

Technology Solutions
Optimization and efficiency technologies for the world's leading businesses.

Wacom Ink Layer Language
An universal inking engine and ink layer framework which connects hardware, software and applications.

www.wacom.com/en/us/business

Wacom

Product-focused HP

About content secondary

Discovery is delightful

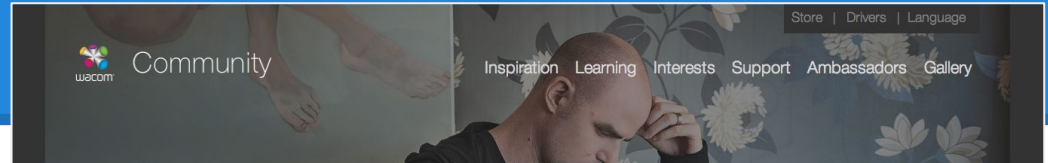
- Everyday Tools
- Creative Products
- Business Solutions
- **Find your product**

Community is separate

Global menus by property

The screenshot shows the Wacom website's Product Finder interface. On the left is a dark navigation sidebar with the Wacom logo at the top, followed by menu items: EVERYDAY, CREATIVE, BUSINESS, Product Finder (highlighted in blue), and Product Support. At the bottom of the sidebar are social media icons for Twitter, Facebook, and Google+, and an 'About Wacom' link. The main content area features a three-step progress indicator (1, 2, 3) with step 3 active. Below this, there are three lines of text: 'I want a product that helps me create professional results', 'That's also advanced but uncomplicated', and 'I'm mainly on the go at home or work'. A blue button with a white cursor icon is positioned over the text 'at home or work'. Below the text is a grid of eight product cards, each with an image and a name: Intuos Pro small, Intuos Pro medium, Intuos Pro Special Edition, Intuos Pro large, Intuos Creative Stylus, Cintiq 13HD, Cintiq Companion Hybrid, and Cintiq Companion. At the bottom left of the main area is a blue button with a circular arrow icon and the text 'Try Again'. The top right of the page has a navigation bar with 'Shop', 'Region', and 'Community' links.

Wacom



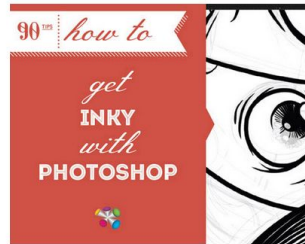
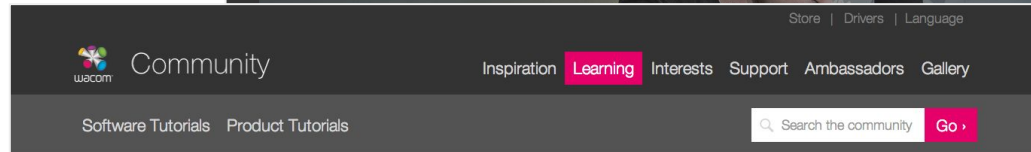
Product-focused HP

About content secondary

Discovery is delightful

Community is separate

Global menus by property



How to Get Inky with Photoshop

by Wacom

Illustrator **Dave Habben** taught us how to illustrate awesomely in Photoshop with his last post. Now he gets inky with it, giving us the skinny on using Photoshop's brush tool. Take it away, Dave!

#90TIPS HOW TO TUTORIAL

Visit the Wacom Store

Other ways to connect:



Subscribe

Join our mailing list and keep up-to-date with all the news from Wacom!

Sign Up

Show: Most Recent Interest Tags

How to Save Time Managing Your Image Production in Lightroom

by Wacom

Take the tools you use most in Lightroom and program these into your ExpressKeys on the Intuos tablet

#90TIPS HOW TO INTERMEDIATE

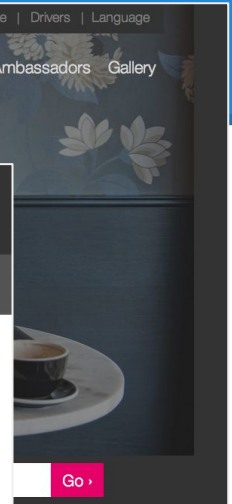


AMBASSADOR SPOTLIGHT

Kenneth Rodriguez

Using a Wacom pen tablet, AfterCapture Digital Imaging

How to Create Shots to Tell a Story



SEE MORE

shop

hand,
t of Adobe

Wacom

wacom
Store

wacom.com Community Account Login Cart Search



Go beyond what's possible with a pen

Shop Region Community

Store Drivers Language



Community

Inspiration Learning Interests **Support** Ambassadors Gallery

Drivers Manuals Product Registration Knowledgebase Product Tutorials

Search the community **Go**

Support

People First! That's our motto at Customer Care. Our team is dedicated to providing you with an excellent experience. We're here to answer your questions and resolve any problems you may have. We promise to persevere in finding a successful resolution. You are our focus. Resolving whatever issues that brought you to our Customer Care Center is our mission.

Tutorials in the Community:



Configuring Cintiq 22HD

This 9-minute video walks you through how to set up and configure Wacom's Cintiq 22HD pen display.



Configuring Your Cintiq 24HD



Getting Started With Cintiq 24HD

Contact us by phone

Need help deciding which product is right for you? Or how to get started with your Wacom? Contact our support team for help.

800-922-6613
360-896-9833

Monday - Thursday
7:30am to 5pm (Pacific Time)

Friday
8:30am to 5pm (Pacific Time)

Starting at \$199.00

Other ways to connect:



Product-focused HP

About content secondary

Discovery is delightful

Community is separate

Global menus by property

Others

More examples on the wall behind The Falcon.

Deep dives on more companies [here](#).



4

Initial Concepts

What if we...

A large, light blue number '5' is positioned on the left side of the slide, partially overlapping the text.

Walk the Walks

What do you think?

*Take in the details on your own downstairs. **Meet back by 1:00,**
and stand in front of the concept that interests you most.*

6

Group Up

*Stand by the board that
interests you most.*



Feedback & Refinements



Wrap Up

Where did we land?

Refined Concepts

Each team presents their refined concepts:

- How does the concept address the problems?
- What are the unknowns?
- Team confidence level (1-5, 5 = perfection)

Observations

Where are we now?

- What feels right?
- What are the major differences?
- What are the unknowns?
- *What else?*

Next Steps

- **Conceptual IA for e-team review 7/9**

The core team will leverage ideas from today's session to propose a UX strategy and conceptual IA to the e-team.

Next Steps

- **Conceptual IA for e-team review 7/9**
- **Top 2 levels of IA for x-team review 7/30**

Global navigation for top 2 levels of IA will be presented to all in this room at the end of July, after multiple rounds of small-team vetting and customer validation.

Note, this timing is dependant on approval of the conceptual IA next week.

Next Steps

- **Conceptual IA for e-team review 7/9**
- **Top 2 levels of IA for x-team review 7/30**
- **Interface design solutions begin early August**

Our next design workshop will be early August when we kick off the interface design for global navigation.

Next Steps

- **Conceptual IA for e-team review 7/9**
- **Top 2 levels of IA for x-team review 7/30**
- **Interface design solutions begin early August**

Throughout, the team will continue technical discussions, measurement plans, user research, and more detailed on the [intranet page](#).

