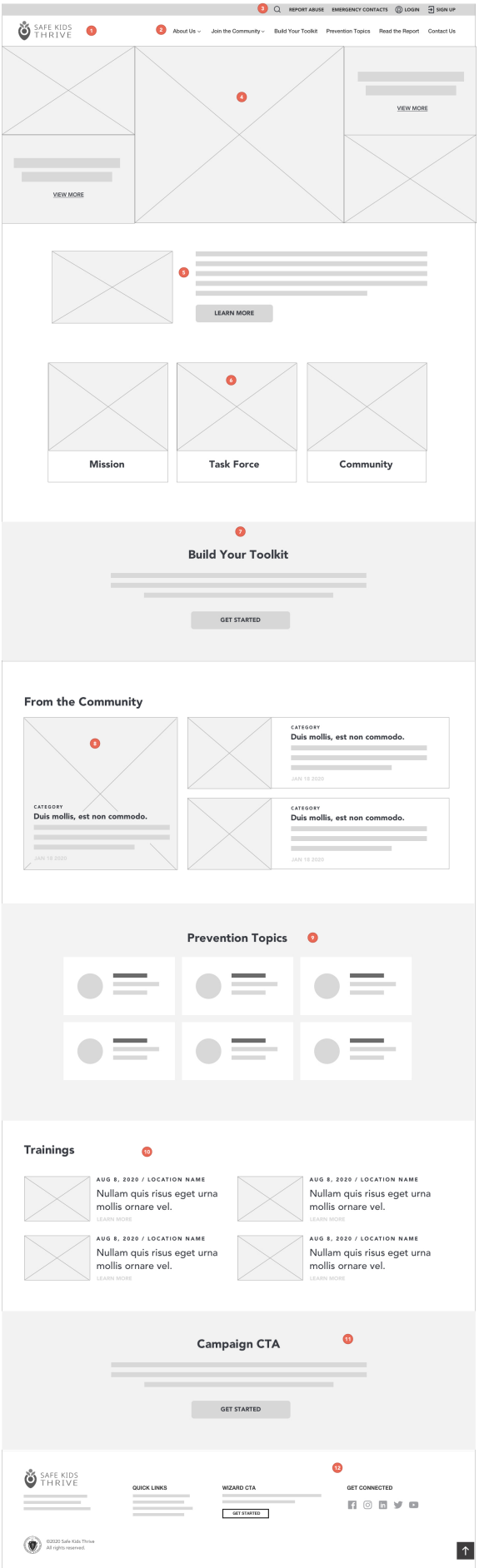
Prepared by Daniel Quinn and Bonnie Brunner for Flowetik
February 17, 2020



Notes: Homepage - Logged Out

1. Logo lives in the header and is sticky with the main navigation. On click, it links back to the homepage.
2. Main navigation is sticky on scroll and expands when the user clicks on an item that has sub-pages.
3. Utility bar includes search, Report Abuse (external site), Emergency Contacts (external site), Login and Sign Up. This bar is not sticky on scroll.
4. The hero area will be a masonry grid featuring photos and CTAs.
5. Intro image or icon with copy. Learn more button takes user to the Sign Up page.
6. Three featured pages. On click, the user is taken to that page.
7. Banner CTA encourages users to build their toolkit. Clicking on this triggers the wizard modal. When logged in, this CTA will change over to "Add to your Toolkit" and the button will link to the User Toolkit page.
8. Three featured posts will be pulled in from the Community feed. User can click through to read the full post.
9. The six prevention topics are featured here. Clicking on one will link the user to the Prevention Topics page.
10. Trainings will show four recent trainings that are available, their title, location and date. User can click through to read the full post.
11. A clickable banner ad that advertises the Task Force's latest marketing campaign. On click, the user goes to an external page.
12. The footer will feature the logo, MA seal, and address/contact information. Additionally, the user can click on quick links, activate the wizard modal, and/or sign up for the Safe Kids Thrive newsletter via a simple email capture. Social media icons and an arrow that brings them back to the top of the page are also included.

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Notes: About Us

1. Page title banner.
2. Breadcrumbs are always featured below the hero on every inner page.
3. Intro headline and copy.
4. Alternating image and headline/copy with a potential CTA (checkerboard block).
5. Banner CTA that will encourage users to build their toolkit. Clicking on this will trigger the wizard modal. When logged in, this CTA will change over to "Add to your Toolkit" and the button will link to the User Toolkit page.
6. Two-column copy layout.
7. Four-column copy layout.
8. Blockquote with a potential photo.
9. This can be a full bleed image, slideshow, video, or grid of images.
10. Copy and grid of images.
11. Visual links to sibling pages.

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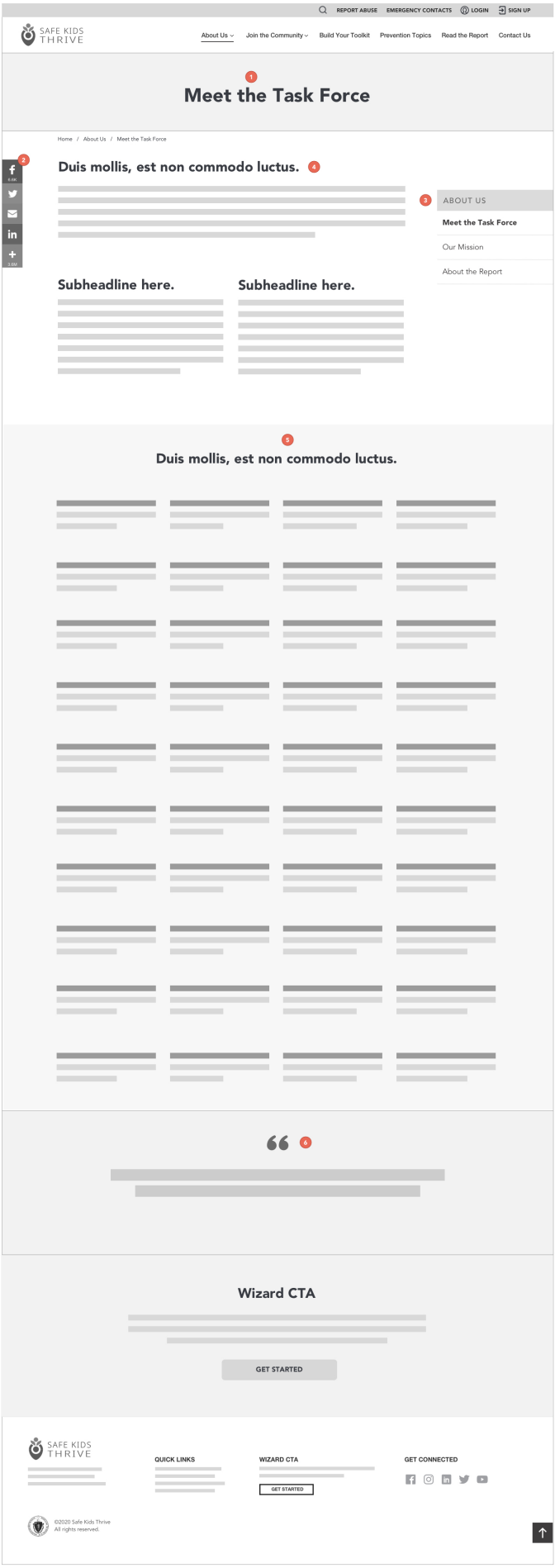

Notes: About Us / Meet the Task Force

1. Page title banner.
2. Floating AddThis bar is always visible and will follow the user as they scroll down the page.
3. Sidebar featuring navigation within this section.
4. Visual editor for copy in a one- or two-column layout.
5. A simple list of names and job titles and/or organizations.
6. Blockquote with a potential photo.

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Notes: About Us / Our Mission

1. Sidebar includes a CTA to report abuse.
2. Sidebar also includes a campaign ad that will link to an external page on click.
3. Alternating image and headline/copy with a potential CTA (checkerboard block).
4. Two-column copy layout.
5. Four-column copy layout.
6. Three most recent posts pulled in. View All link takes the user to the Join the Community section.

About the Report will also use this template.

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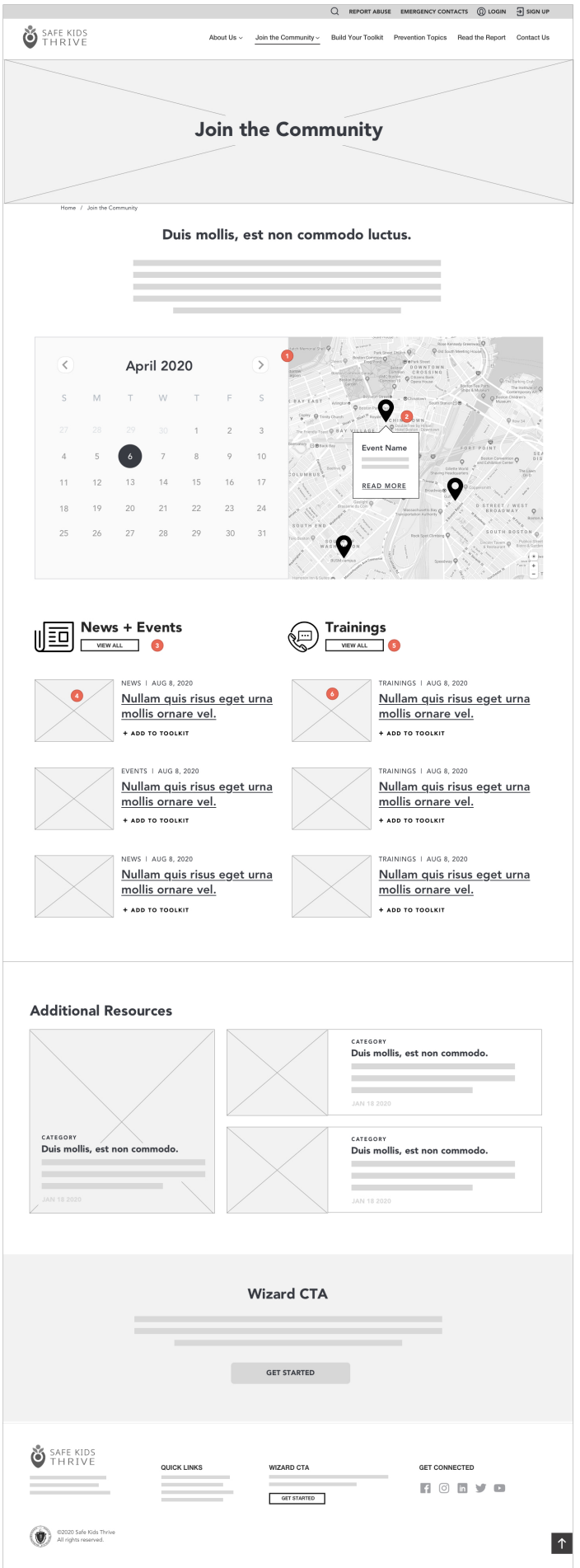

Notes: Join the Community

1. A calendar and a Google map that display mappable events/trainings in the MA area. When user selects a date on the calendar, the map will dynamically change to reflect events for that date. The calendar will default to the current day.
2. User can click on a marker within the map to see the event name and a brief description. Clicking on the Read More link will bring them to the detail page for that event.
3. News and Events from the map are also listed below. A button to view all will link to the landing page for News and Events.
4. News or Event detail with the category name, date, and clickable headline. Clicking on the headline brings the user to that detail page. Clicking "+ Add to toolkit" will automatically add the content to the user's toolkit and then say "Added! View Now >" in place of the link.
5. Trainings from the map are also listed below. A button to view all will link to the landing page for Support and Training.
6. Trainings detail with the category name, date, and clickable headline. Clicking on the headline brings the user to that detail page. Clicking "+ Add to toolkit" will automatically add the content to the user's toolkit and then say "Added! View Now >" in place of the link.

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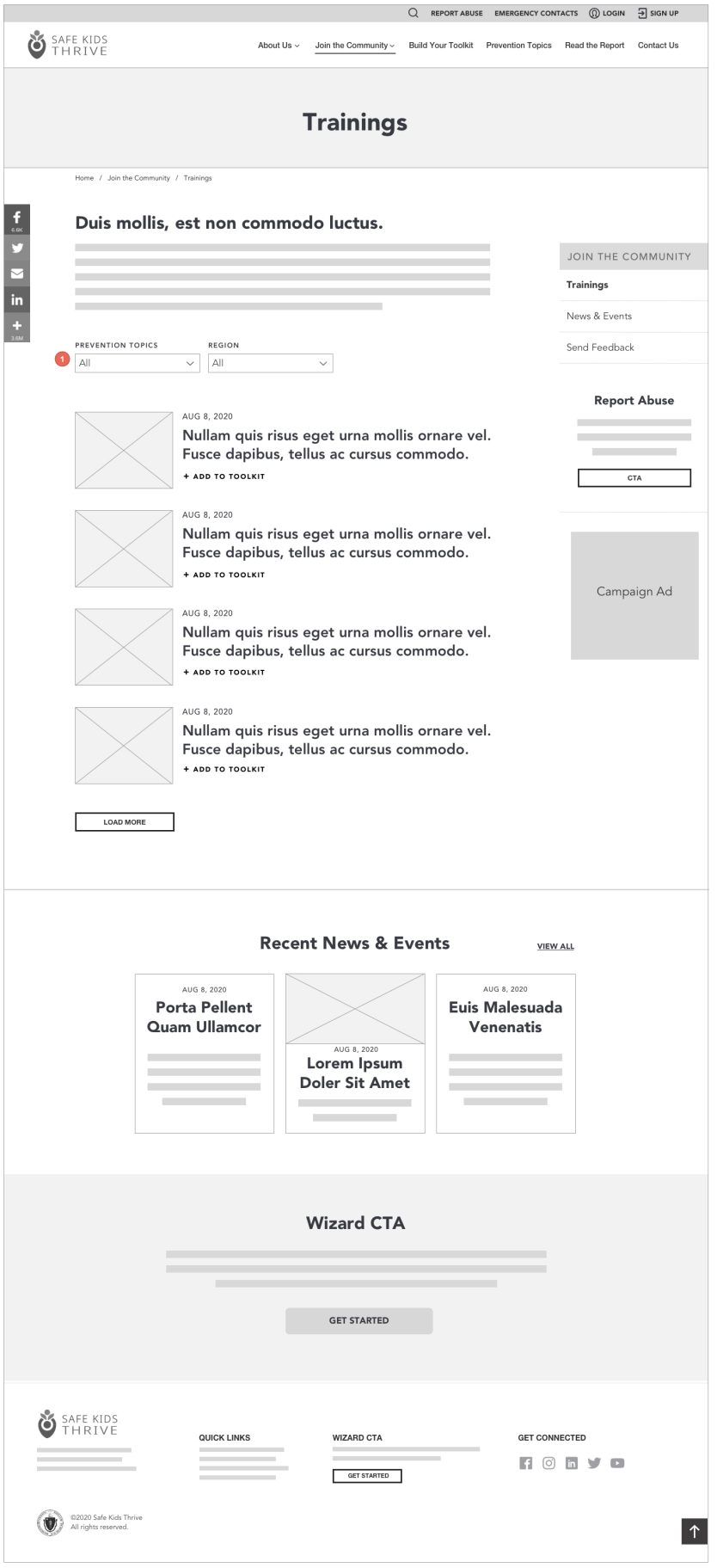

Notes: Join the Community / Trainings

1. Trainings can be filtered by Prevention Topics or Action Group.

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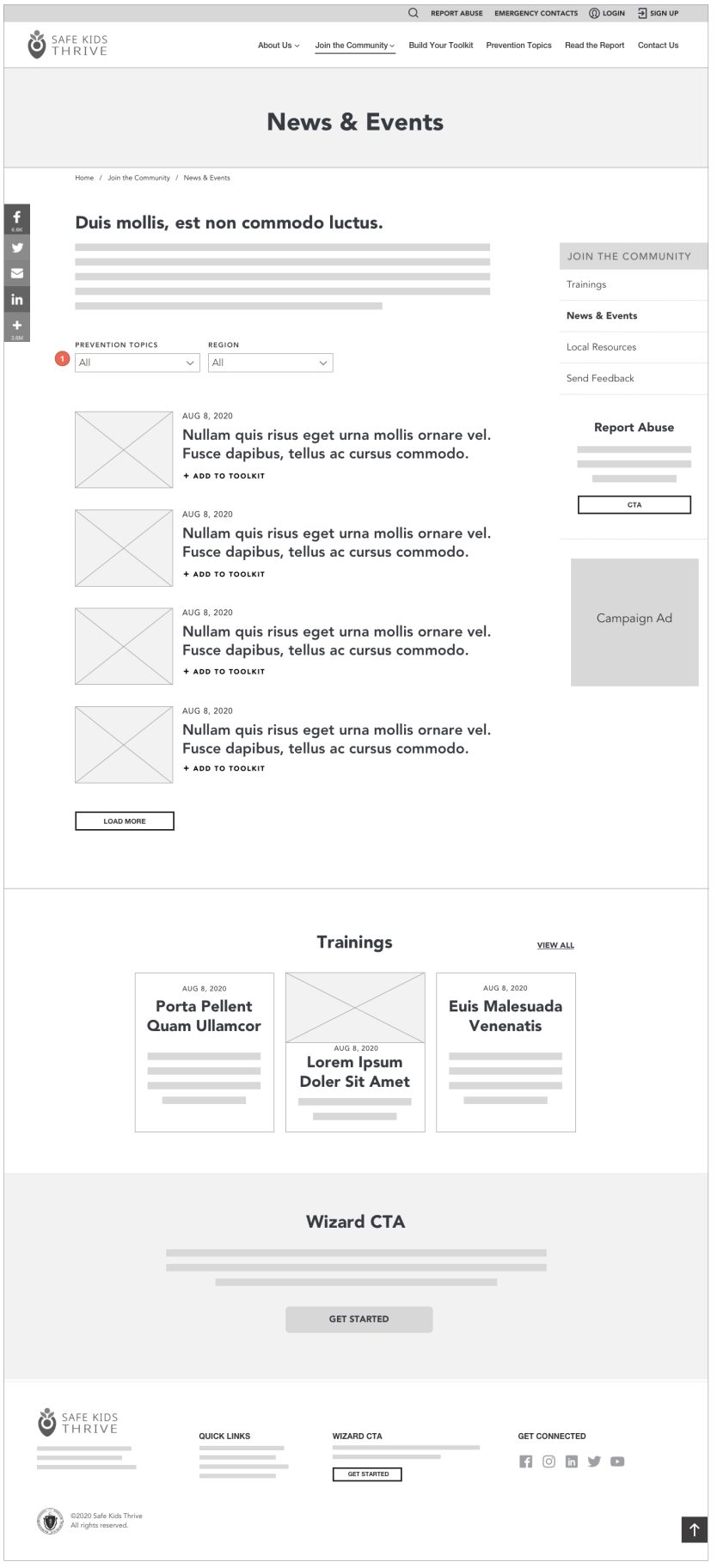

Notes: Join the Community / News & Events

1. News & Events can be filtered by Prevention Topics or Action Group.

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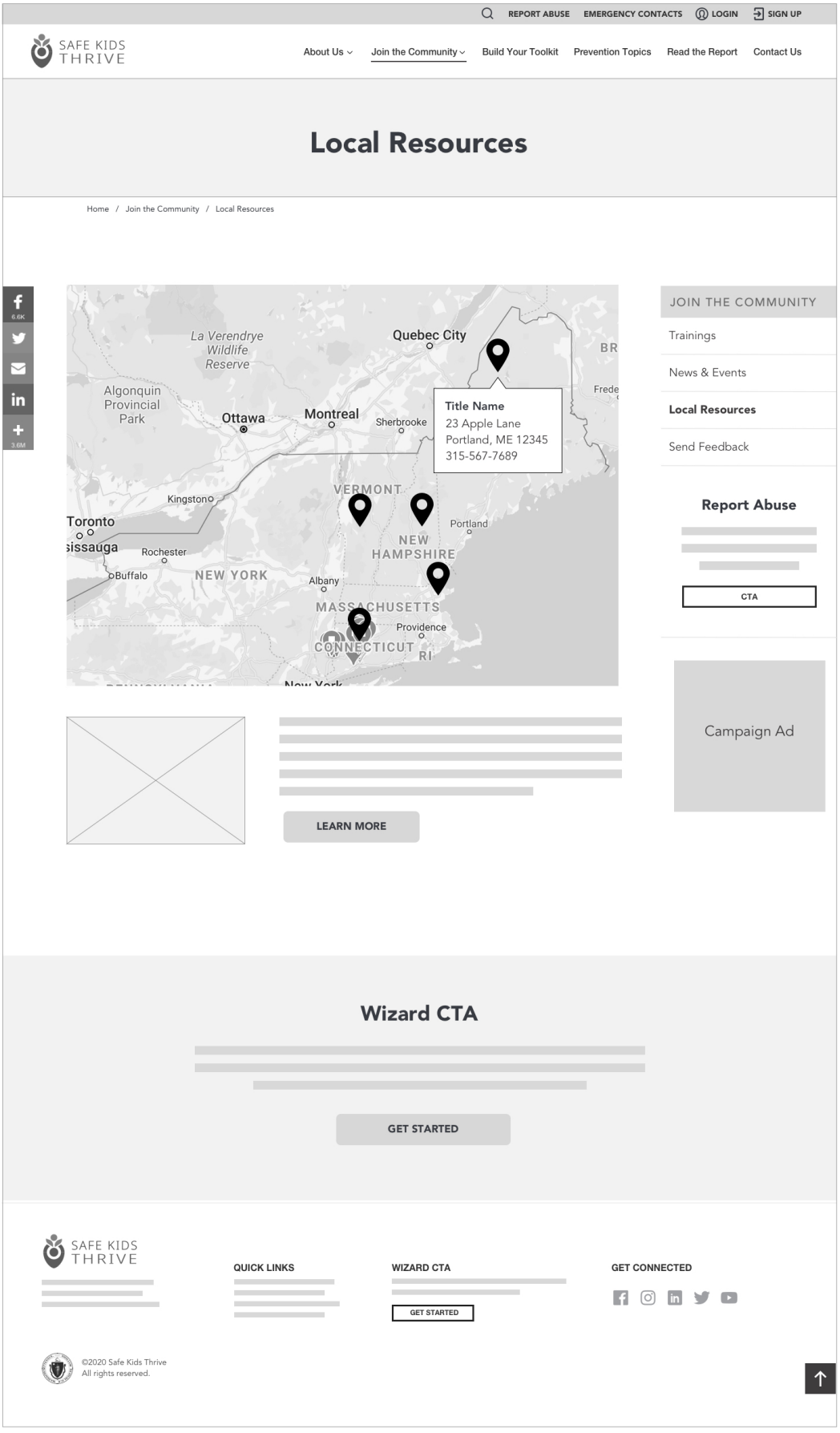

Notes: Join the Community / Local Resources

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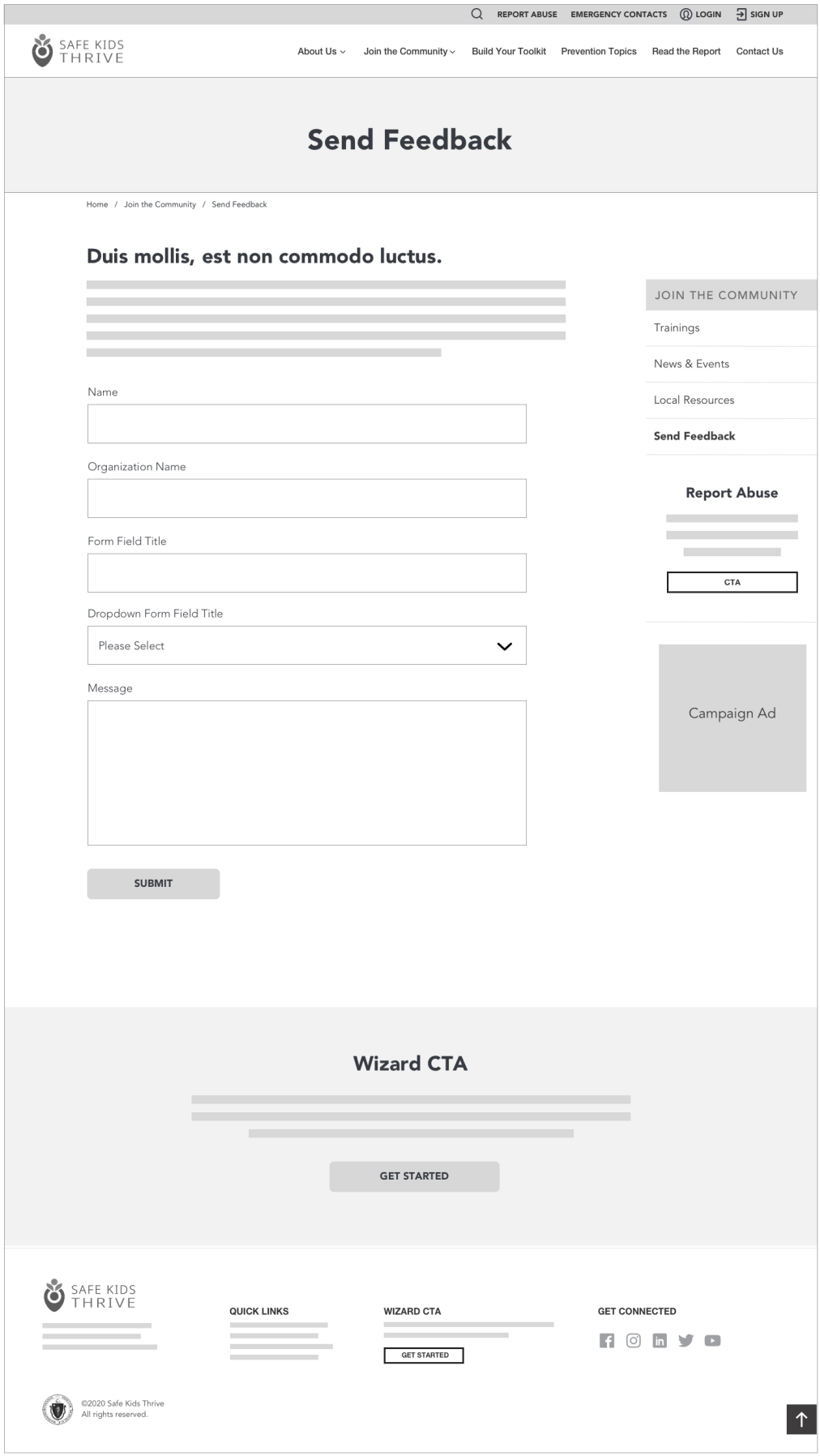

Notes: Join the Community / Send Feedback

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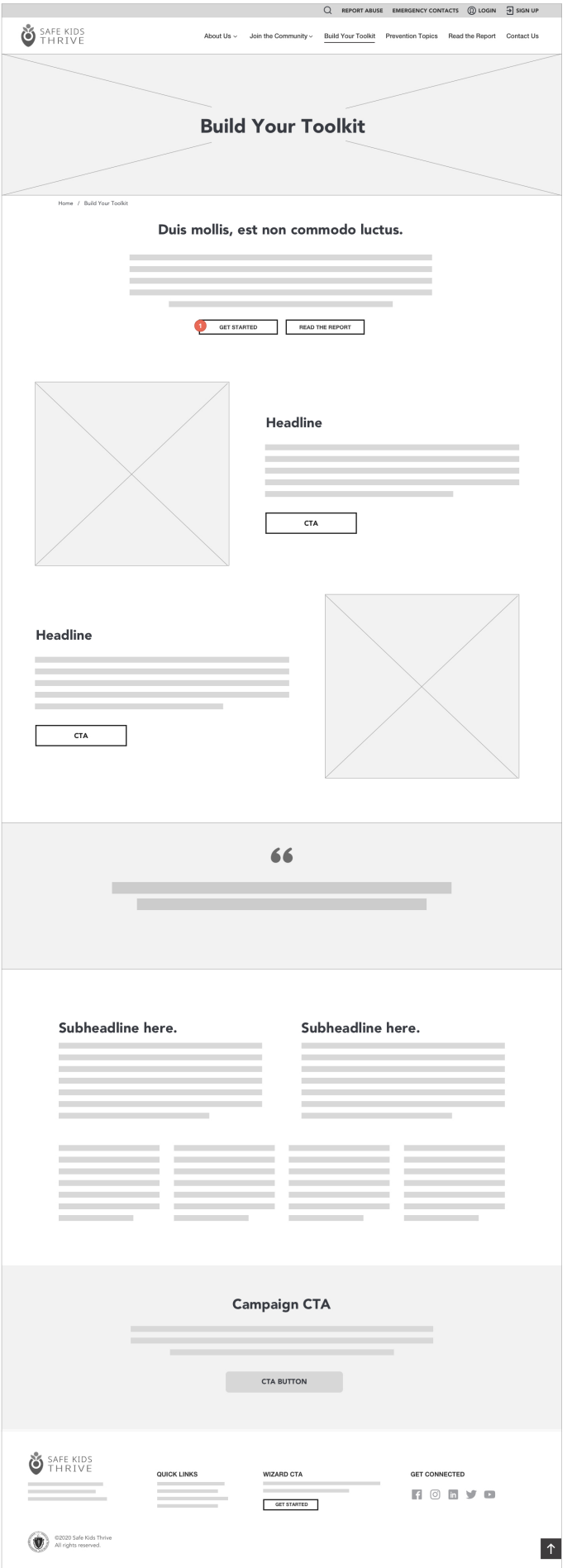

Notes: Build Your Toolkit

1. Get Started button will activate the wizard modal.

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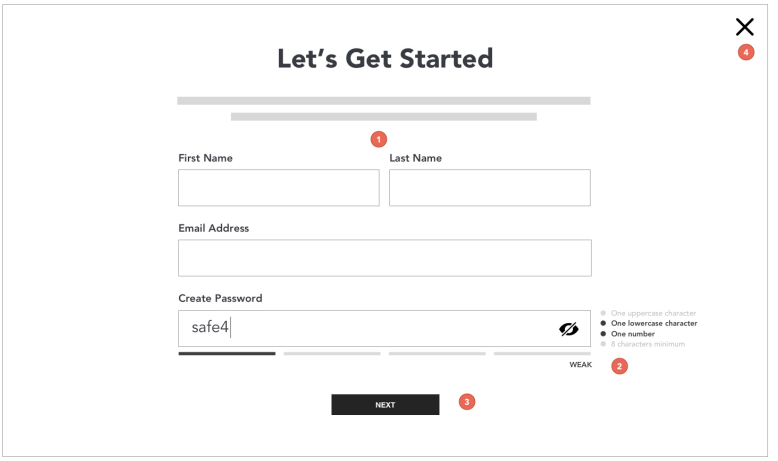

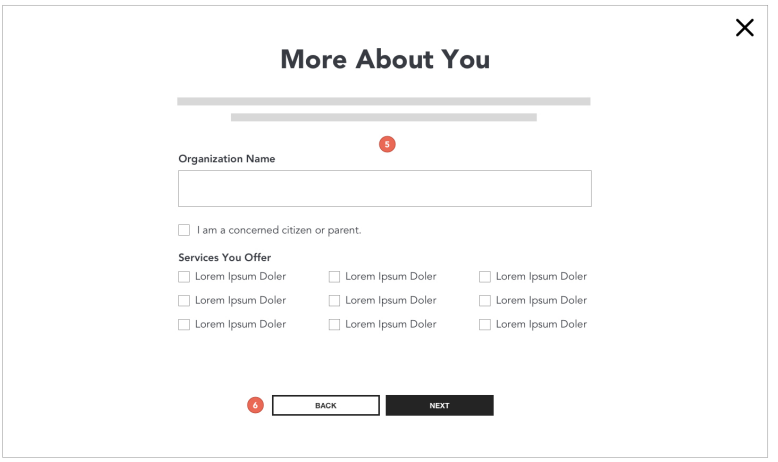

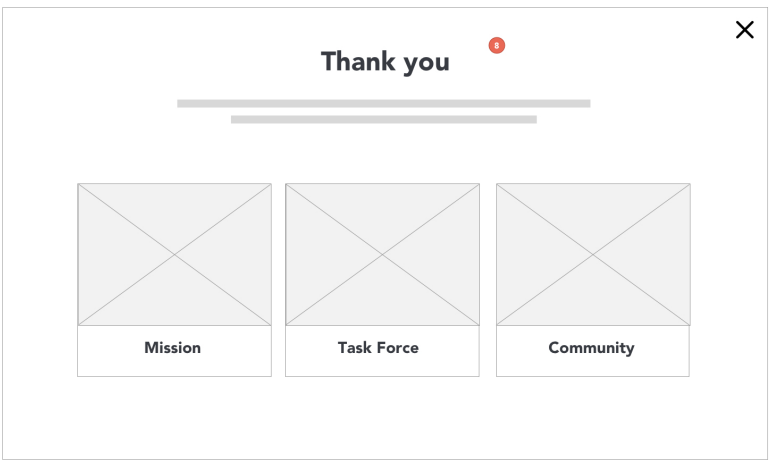

Notes: Build Your Toolkit / Wizard Modal

1. The wizard modal has 4 screens. The first series of questions requests the user's first and last name, email address, and password creation.
2. The password will have up to four requirements, in addition to a strength meter. The user can choose to view or hide the password they are typing in.
3. Clicking next will submit the form if all fields are confirmed.
4. Clicking the X will close the modal and cancel the request. Clicking anywhere off of the modal will NOT close it. The user must click on the X.
5. The second view presents additional questions about the user / organization.
6. Clicking the Back button will go to the previous screen.
7. The final screen asks the user to select prevention topics they are interested in. On hover, an explanation of that topic is displayed.
8. A confirmation screen with instructions is displayed once the wizard is completed. Suggested content is presented to the user to click-through.

Safe Kids Thrive / Wireframes / v2.0

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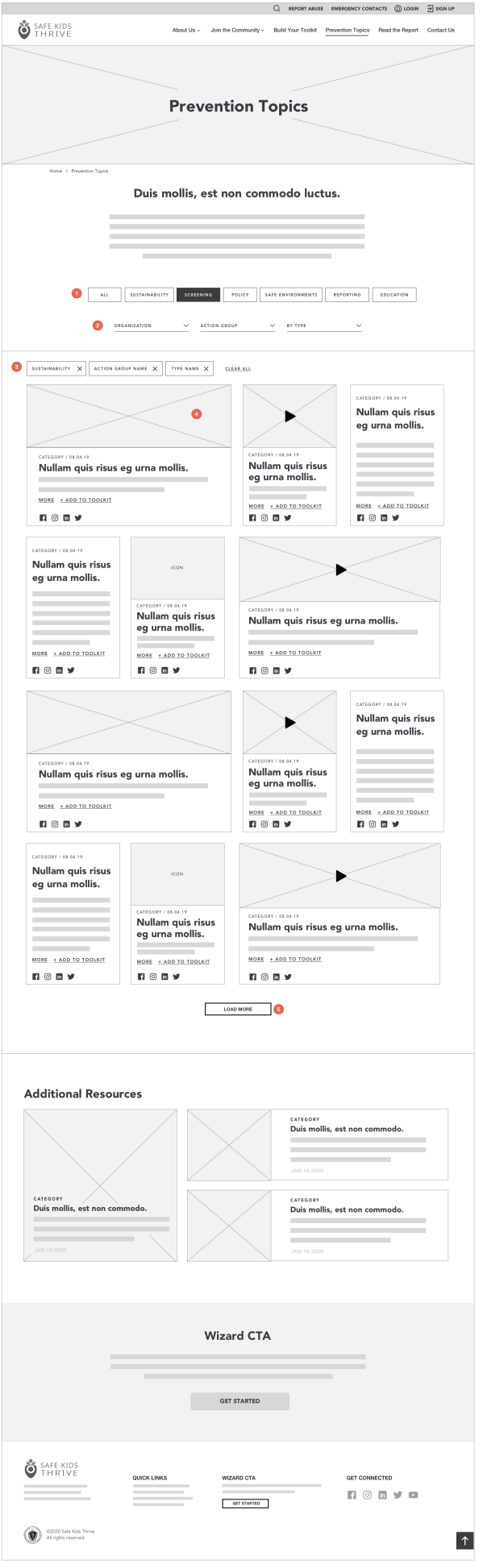

Notes: Prevention Topics

1. Filters for the content feature the prevention topics as buttons (more than one can be selected, and it will default to ALL. Once one is selected, ALL will be deactivated.)
2. Additional dropdown filters for organization, action group, and type. More than one from the dropdown can be added as a filter.
3. Filters are displayed dynamically (as removable tags) as they get selected from above. Clicking on Clear All will remove all filters.
4. Content is aggregated in a masonry grid below the filters. Users can click "More" to go to the detail page, or they can quickly add the content to their toolkit. In this case, the link will change over to "Added!"
5. Load More will pull in more content down the page.

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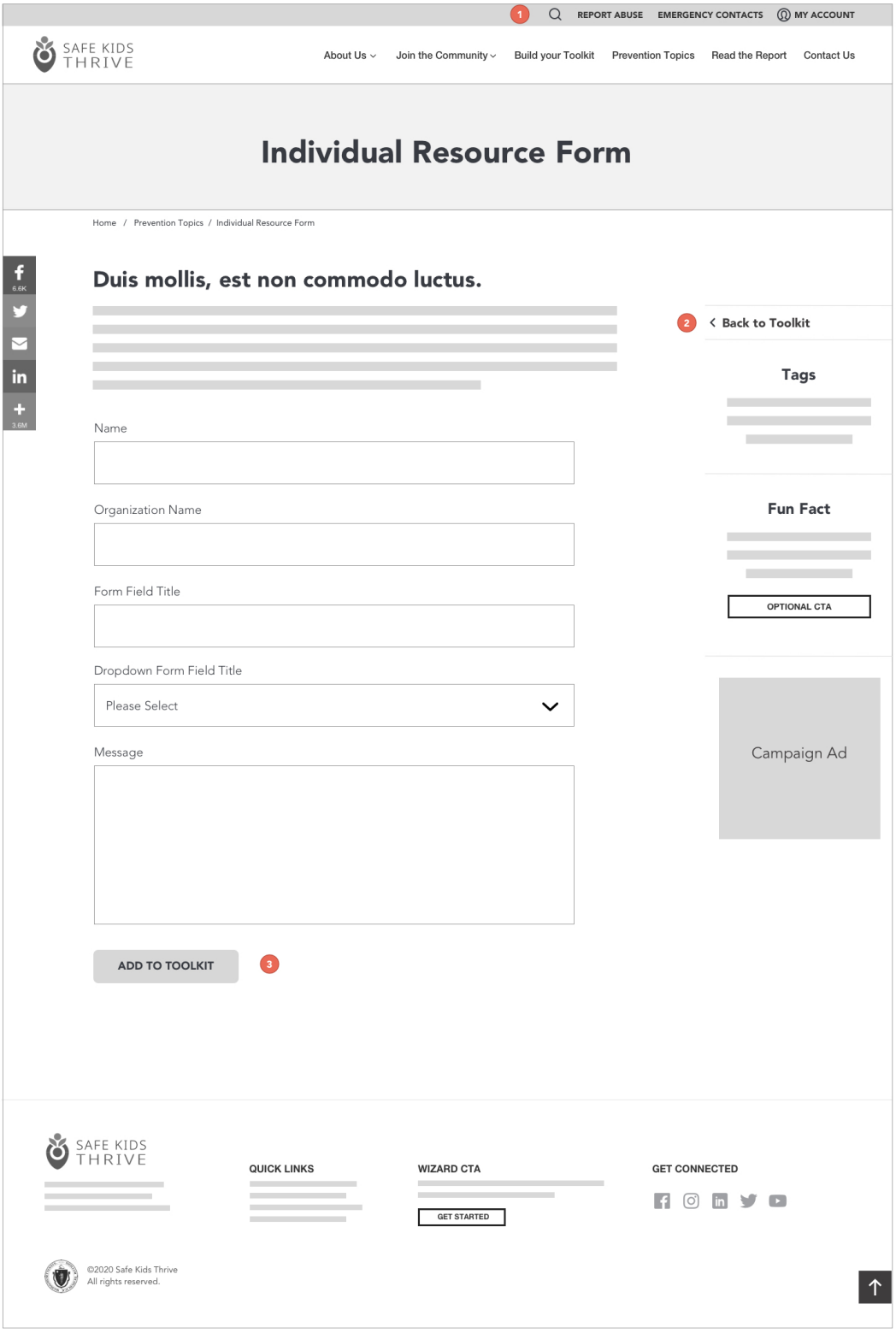

Notes: Individual Resource Form

1. When signed in, the utility bar features "My Account."
2. The sidebar has a link for users to quickly get back to their toolkit, a list of linked tags, a Fun Fact with an optional CTA, and a campaign ad that links to an external page.
3. After user completes the form and clicks "Add to Toolkit" the page will change over to a confirmation message with a link for the user to go view it in their toolkit.

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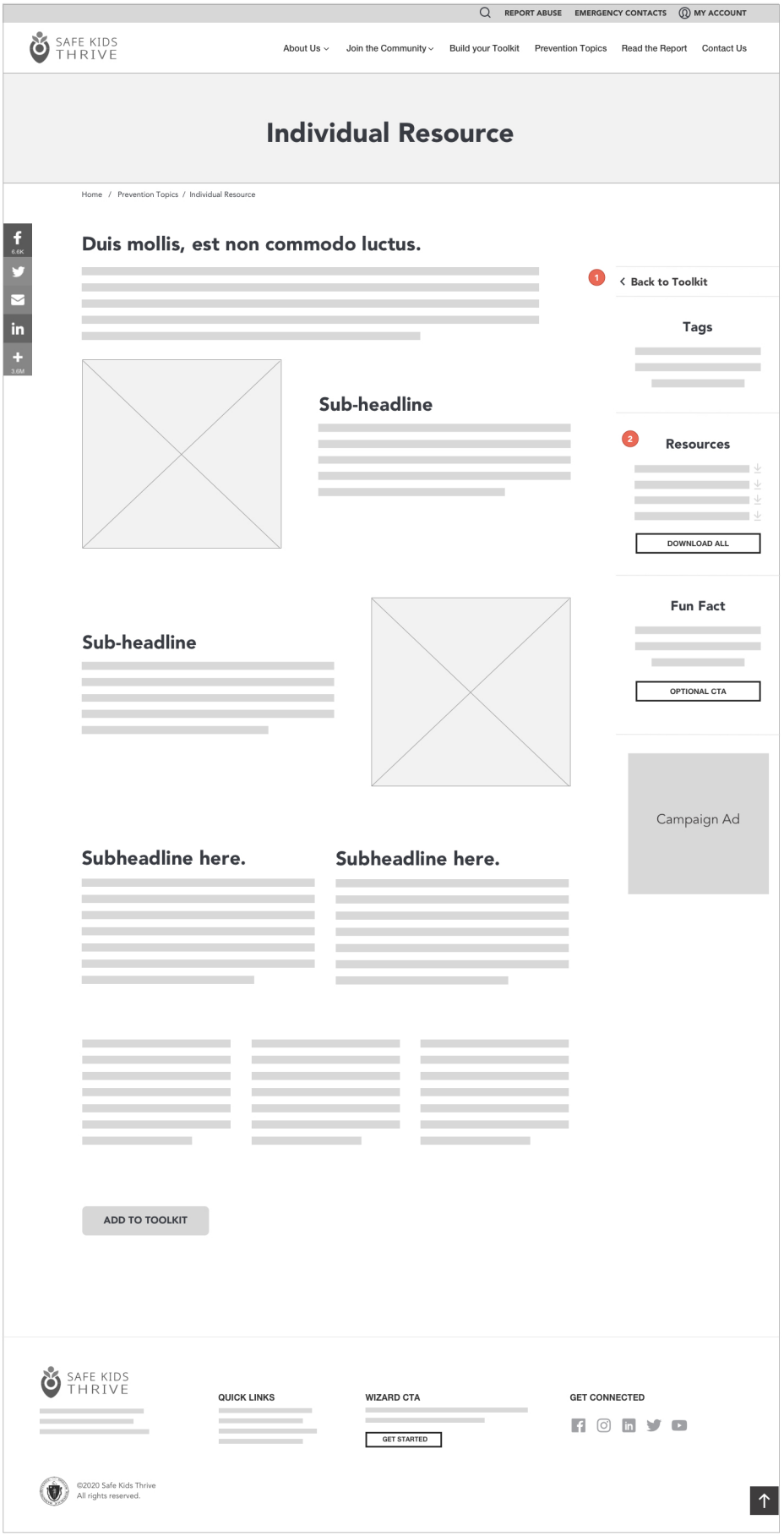

Notes: Individual Resource (from My Toolkit)

1. If the user is logged in and landed on the Individual Resource from their Toolkit, the sidebar will reflect a back button to their Toolkit.

2. The sidebar may also display downloadable resources.

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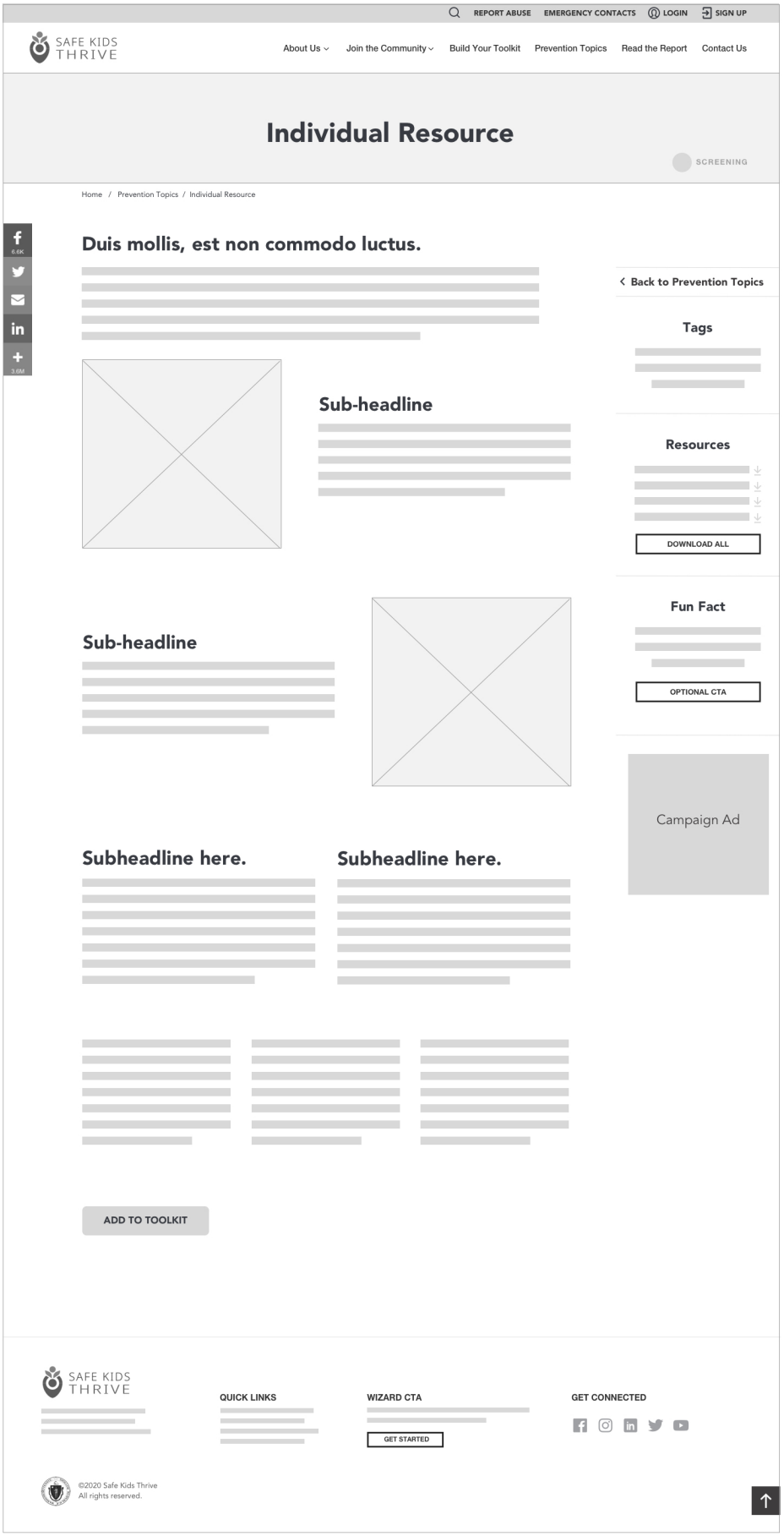

Notes: Individual Resource (from Prevention Topics)

1. The specific Prevention Topic will be designated in the page title header. On click, the user can go to all the resources for that particular topic.

2. When a user is not logged in, they will land on an Individual Resource from the Prevention Topics page. The sidebar will provide a back button to the Prevention Topics landing page.

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Notes: Individual News & Events

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Notes: Individual Trainings

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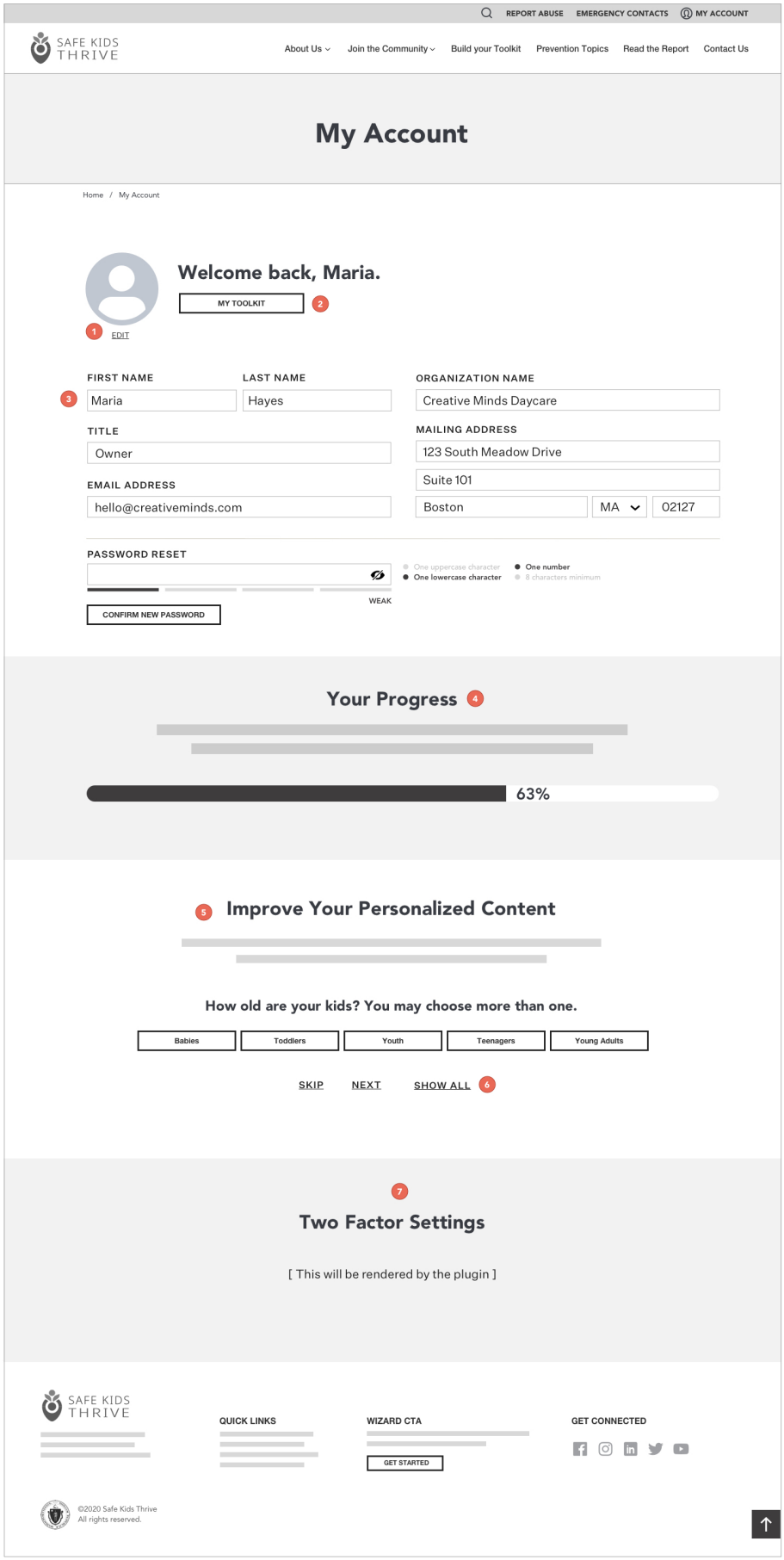

Notes: My Account

1. The My Account page displays the user's photo that will trigger an edit/upload modal when the user clicks "EDIT."
2. Welcome text with the user's first name, and a button to go to their toolkit.
3. All user's information is editable in place, except the password, which must be confirmed by clicking the "Confirm New Password" button.
4. The progress module indicates the user's progress toward completion. As users view documents in any Action Group, it counts toward their progress.
5. The personalization panel asks a random question to gain new insights about the user.
6. The user can skip the question, or click on "NEXT" once they've selected an answer. Clicking on Show All will reveal an expandable module, below, with all the past questions they've answered. This will give them the ability to change past answers. (See the next page).

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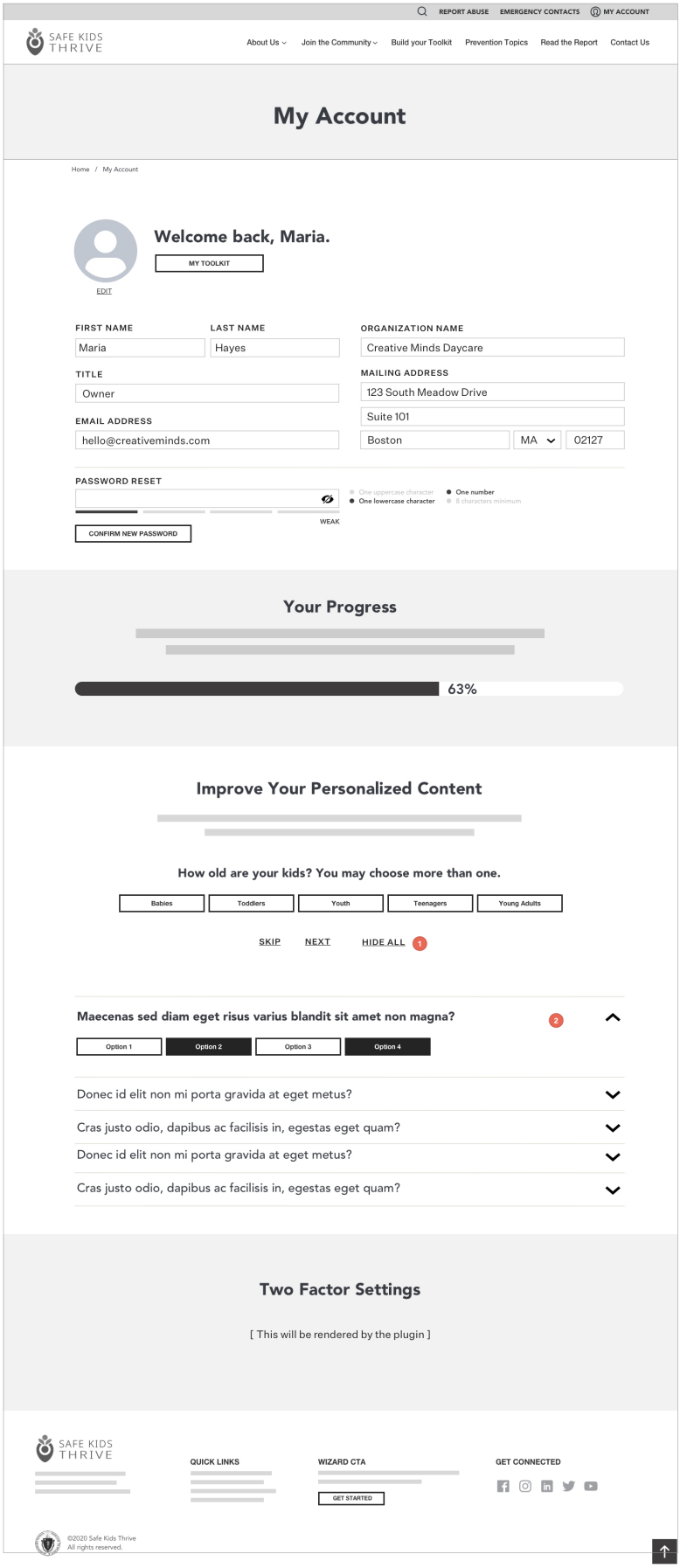

Notes: My Account: Prev Questions

1. Hide All will hide all the previous answers in the expandable list below.
2. The first question / answer will be open by default.

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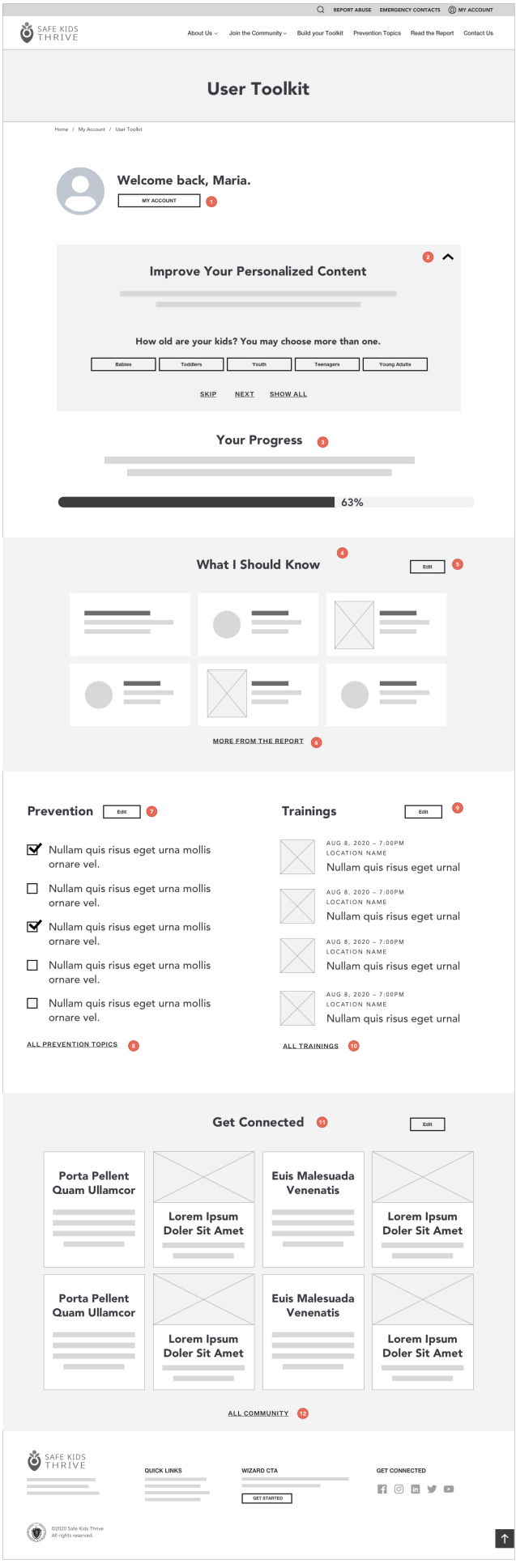

Notes: User Toolkit

1. When in the toolkit area, this button changes to "My Account."
2. Personalization question is open by default, but can be collapsed.
3. Progress Bar
4. What I Should Know displays a grid of resource posts with an optional image/icon, heading and one-sentence exerpt.
5. Clicking on edit will allow the user to remove individual resources from the grid. If empty, it will display copy to prompt the user to add content.
6. Clicking on "More From the Report" will take the user to additional resources.
7. Prevention is a checklist featuring the heading of each item that links to the resource. As the items are viewed, the checkmark next to them gets checked off automatically. Clicking on edit will allow the user to remove unchecked resources from the list. If empty, it will display copy to prompt the user to add content.
8. The All Prevention Topics link takes the user to the Prevention Topics landing page.
9. Trainings is a list of seminars / webinars that are available with a title, date/time, and location. Clicking on edit will allow the user to remove items from the list. If empty, it will display copy to prompt the user to add content.
10. The All Trainings link takes the user to the Trainings landing page.
11. Get Connected is a grid of blog posts or events. Clicking on edit will allow the user to remove items from the grid. If empty, it will display copy to prompt the user to add content.
12. The All Community link takes the user to the Join the Community landing page.

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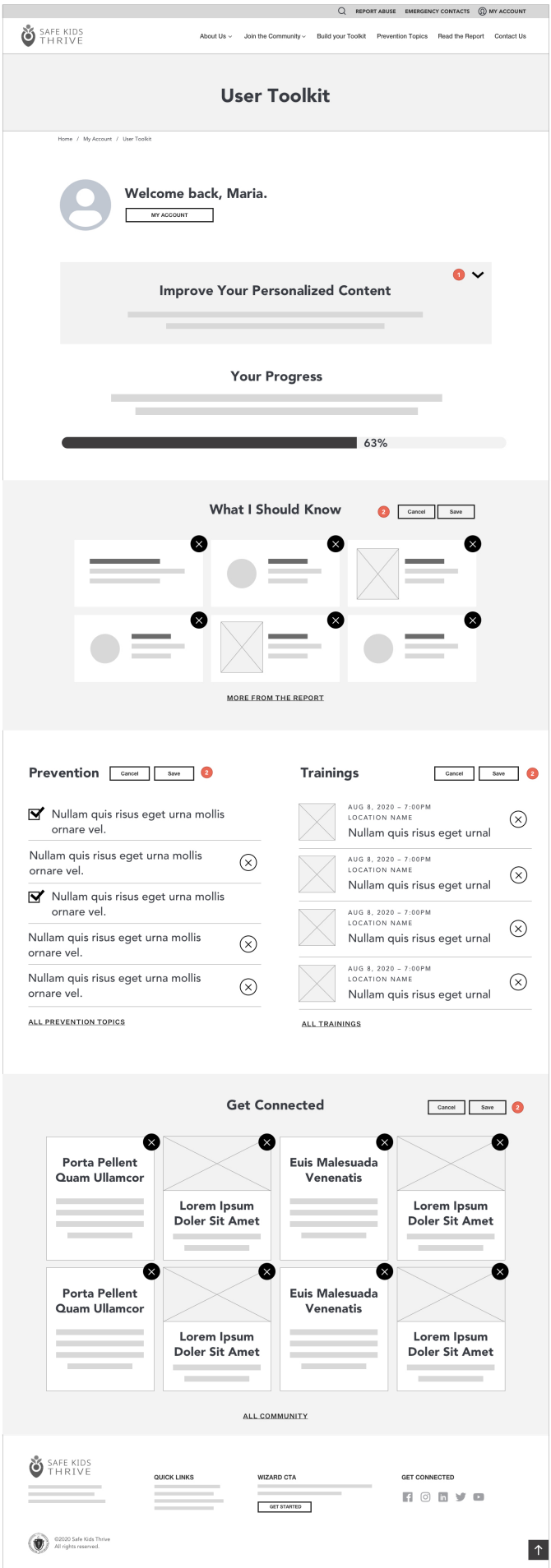

Notes: User Toolkit: Edit Mode

1. Personalization question collapsed.
2. Edit mode for all modules with save and cancel buttons.

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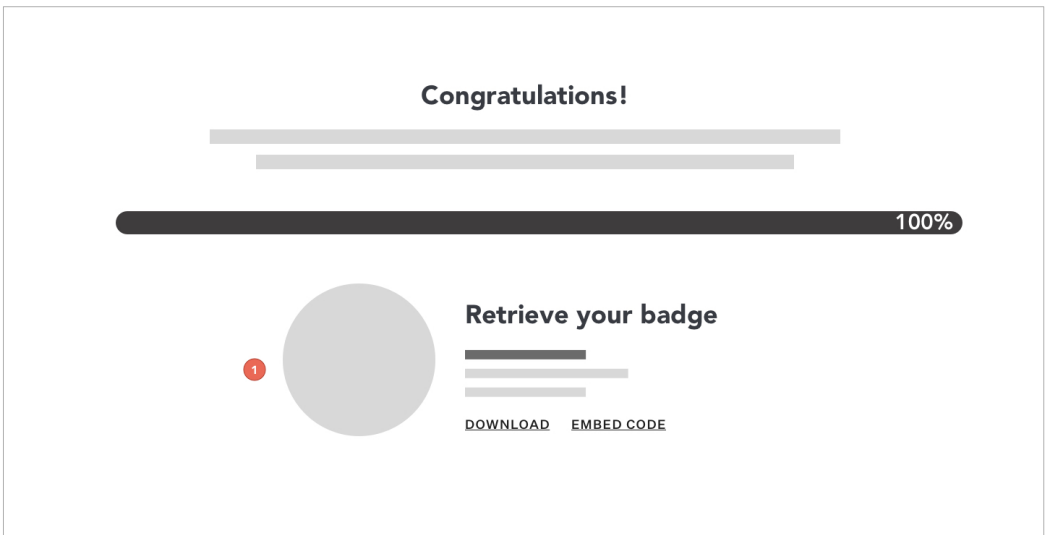

Notes: User Toolkit 100%

1. Downloadable badge when progress is 100%.

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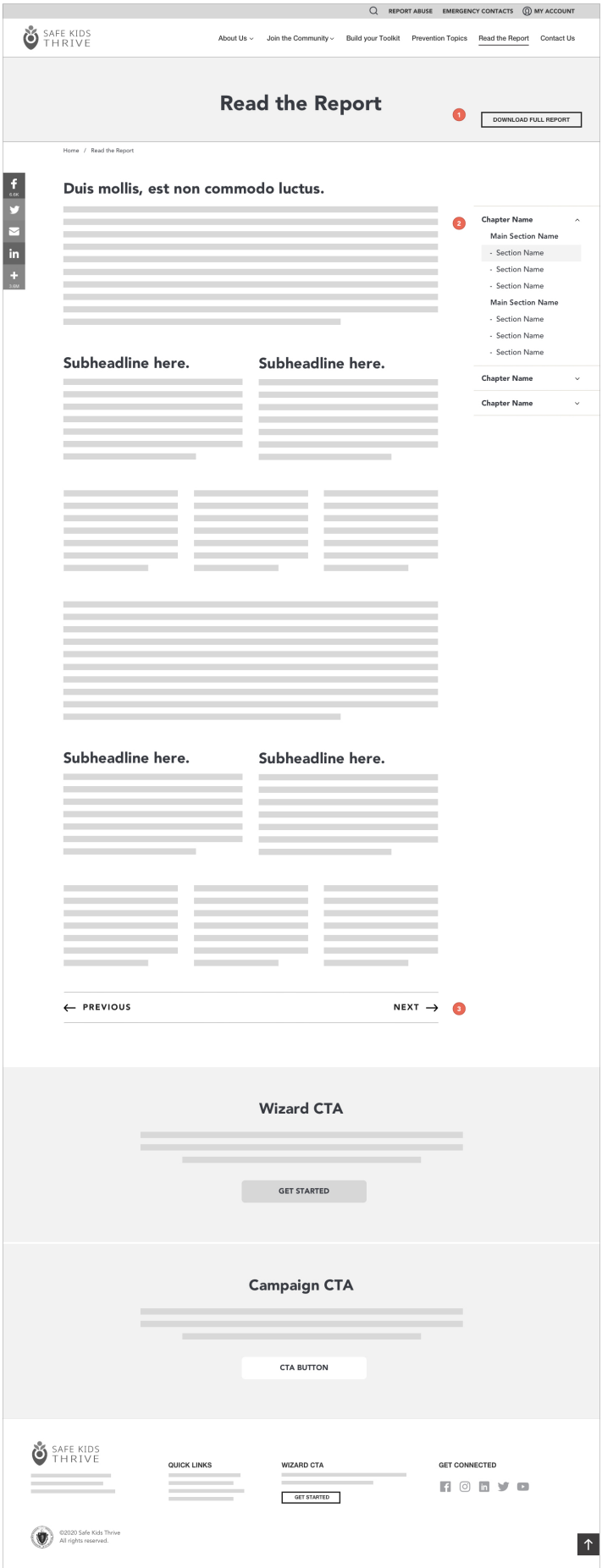

Notes: Read the Report

1. Users can Download the Full Report by clicking on the button in the page title.
2. The sidebar displays expandable/collapsible chapter navigation, supporting three levels deep.
3. Users can navigate to the previous and next pages.

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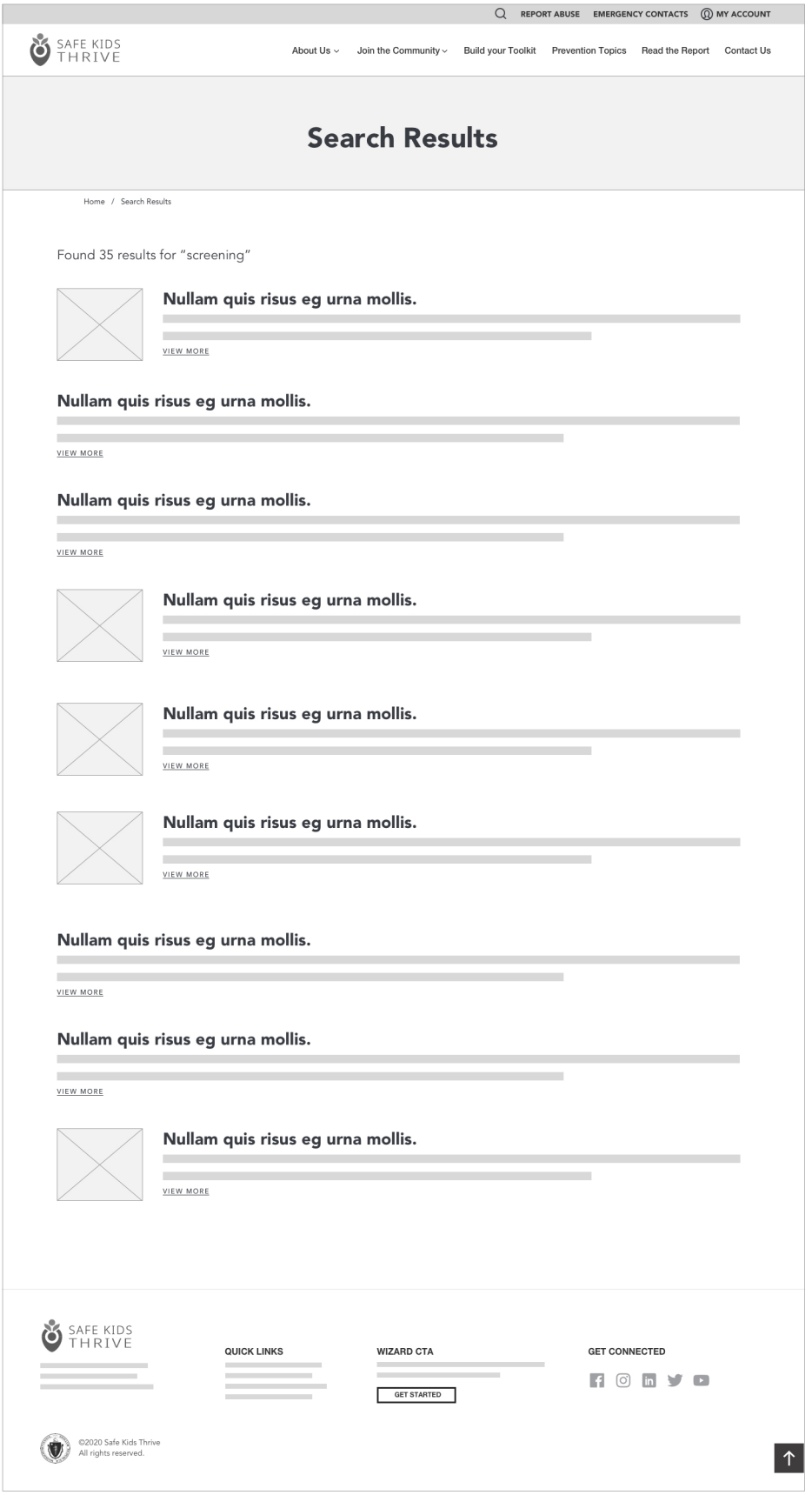

Notes: Search Results