

1 Browse Categories

2 Browse Party Packs



4 Search

5 Login

6 Cart

Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

SCREEN

Landing Page - Browse Categories Copy

1 BROWSE CATEGORIES NAV  
Dropdown menu on hover

2 BROWSE PARTY PACKS NAV  
Dropdown menu on hover

3 HOME PAGE CTA  
Launches user back to home screen

4 SEARCH CTA  
Input field expands on click

5 LOGIN CTA  
Login modal pop-up

6 CHECKOUT CTA  
Cart will slide out from right hand side for user review and edits

7 HERO IMAGE  
Rotating image carousel

8 ABOUT US CTA  
Launches user to About Us page

9 DATE INPUT  
Drop down menus to select month, day and year

10 GROUP INPUT  
Size drop down menu

11 EVENT LENGTH INPUT  
Drop down to set start and end time

12 SEARCH CTA  
Filters down available items based on user input

13 CALENDAR INPUT  
Interactive calendar, allows user to select date and time from to autofill dropdown menu

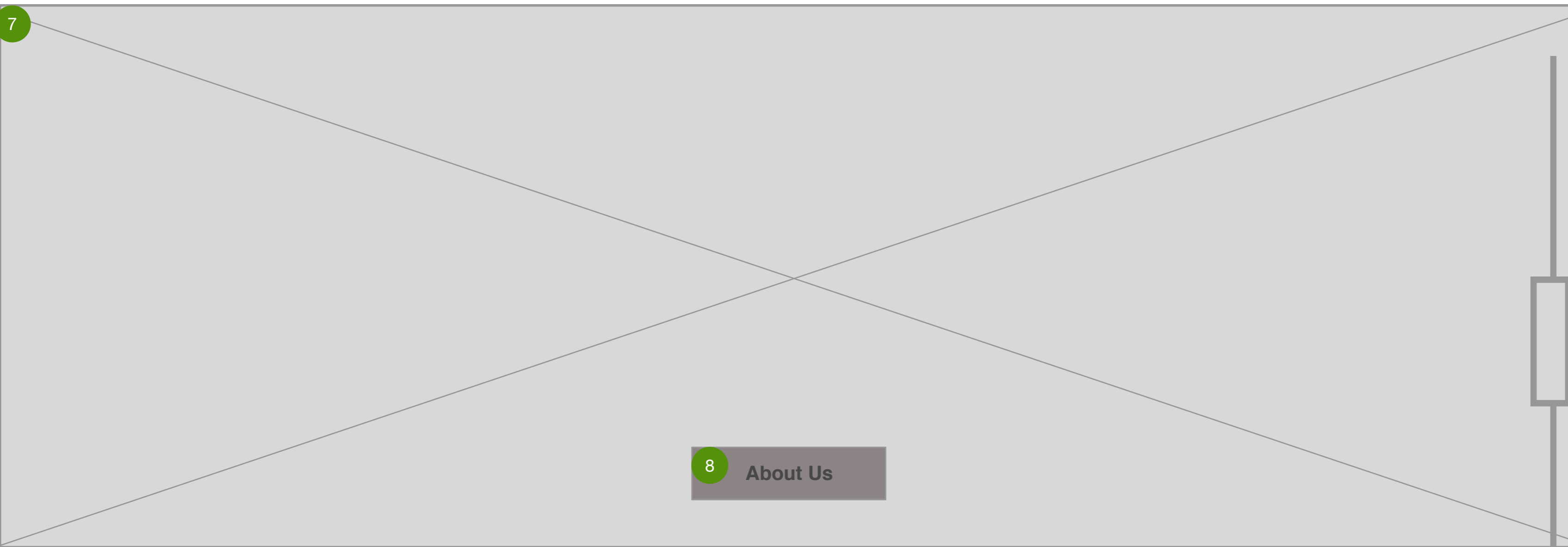
14 PRODUCT DETAIL  
party pack image

15 PRODUCT DETAIL CTA  
Launches user to product detail page

16 PARTY PACKS CTA  
Launches user to party packs catalogue page

17 LOGO CTA  
CTA launches lightbox with image carousel

18 SOCIAL MEDIA PHOTO CAROUSEL  
Photo carousel of 1UP social media tags



## Build My Party

9 Day Month Year

Or Select

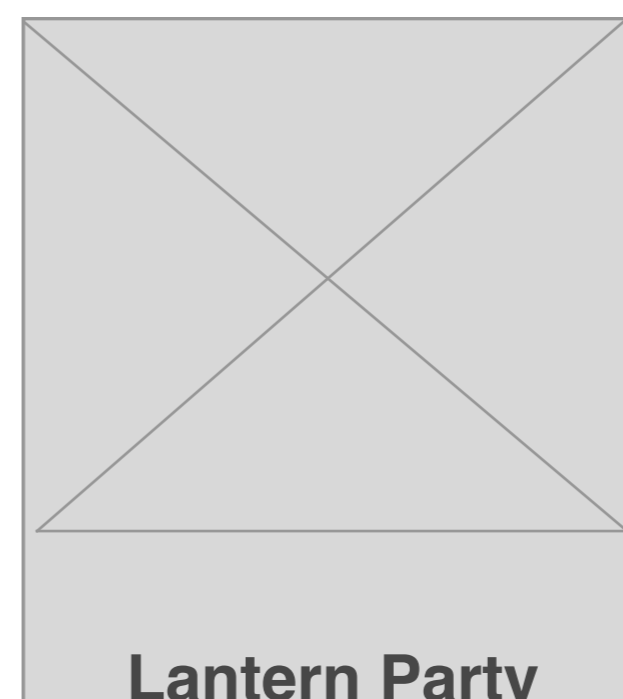
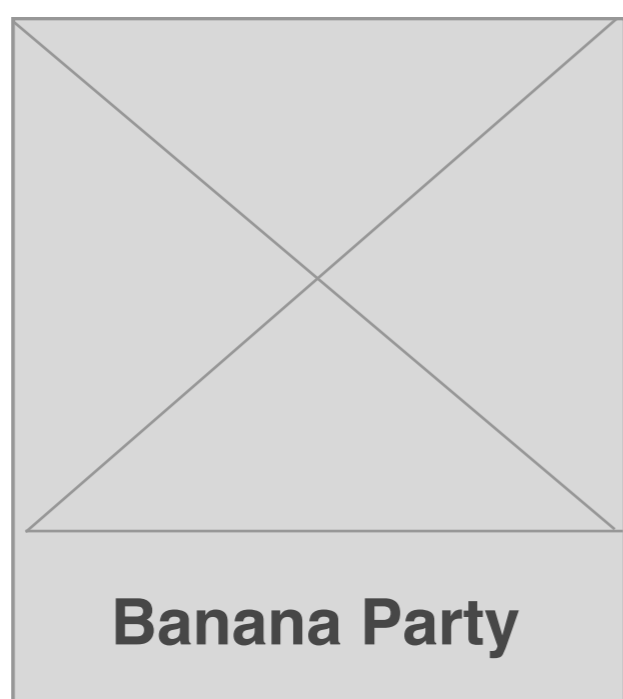
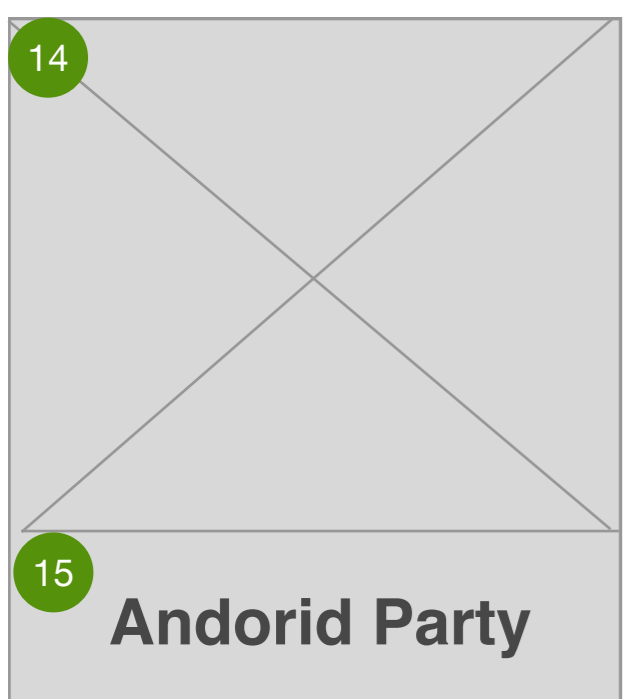
13 Calendar grid

10 Group Size

11 Event Length

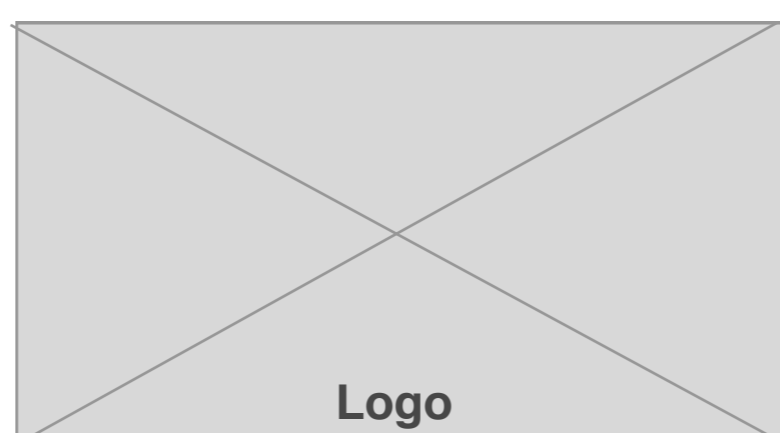
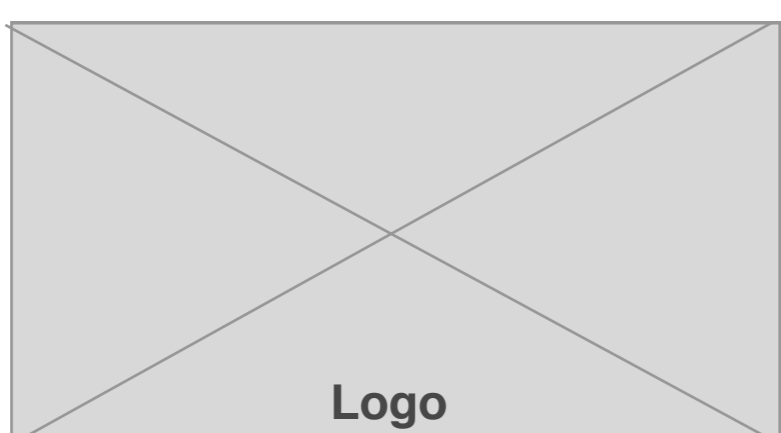
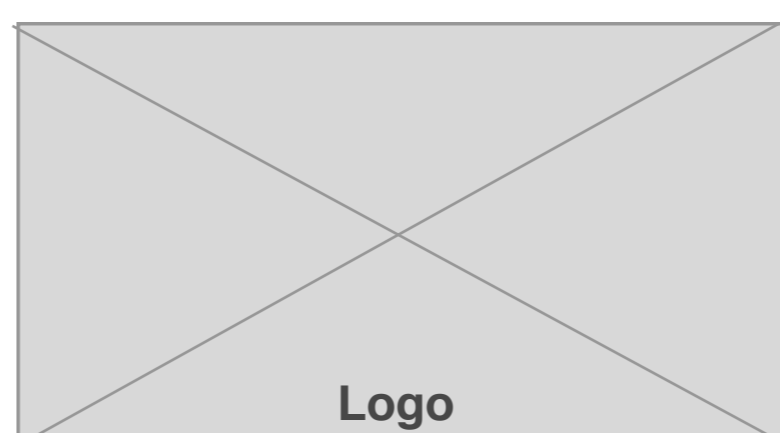
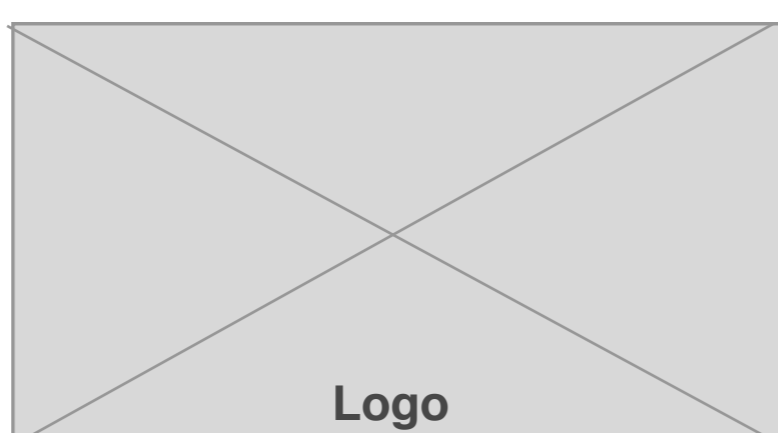
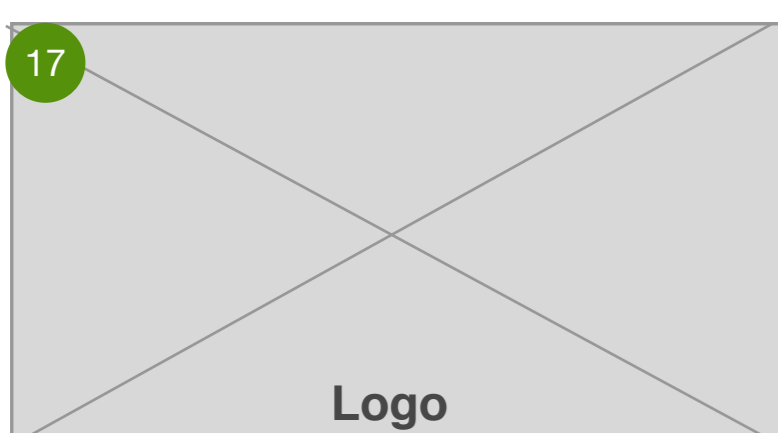
12 SEARCH

## Popular Party Packs

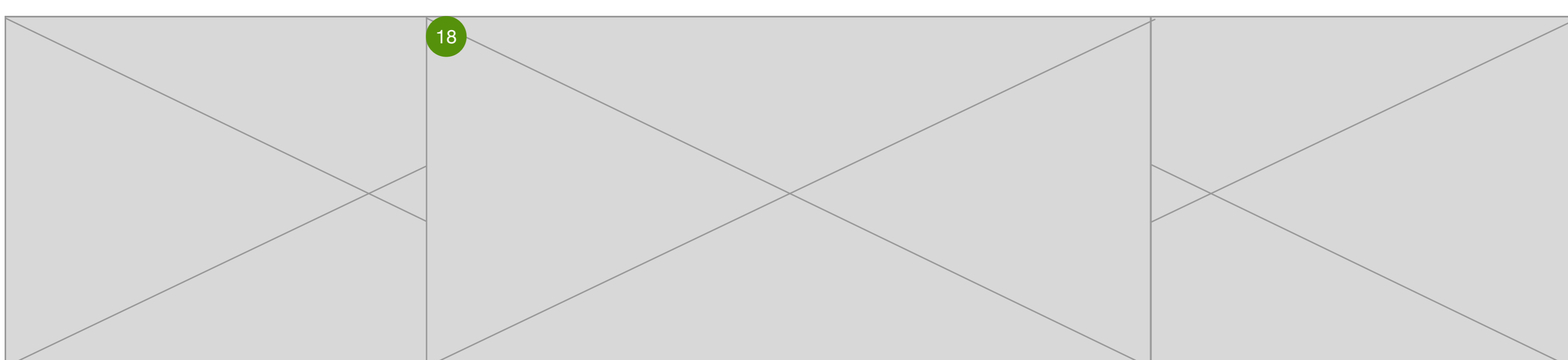


16 See All Party Packs

## Companies We've Worked With



## Social Media Feed



- 1 BROWSE CATEGORIES DROPDOWN  
Catalogue categories drop down menu
- 2 BROWSE CATEGORIES CTA  
Dropdown menu on hover
- 3 CATEGORY CTA  
Launches user to product catalogue page

1

3 Activities

Animals

Food + Drink

Decor + Logistics

View All Categories

About Us

## Build My Party

Day ▾

Month ▾

Year ▾

Or Select


Group Size ▾

Event Length ▾

SEARCH

## Popular Party Packs

Andorid Party

Banana Party

Cotton Candy Party

Lantern Party

[See All Party Packs](#)

## Companies We've Worked With

Logo

Logo

Logo

Logo

Logo

## Social Media Feed

Browse Categories

Browse Party Packs



Login



Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

SCREEN

All Catagories

- 1 DROPDOWN MENU HIDDEN  
Dropdown menu slide back up, only revealing category titles
- 2 CATEGORY SELECTION  
Category is highlighted, reflecting users location
- 3 IMAGE CAROUSEL  
Rotating images from various products
- 4 SORT BY  
User can organize order of search results
- 5 PRICE SORT INPUT  
Dropdown menu to select search result order based on price
- 6 ALPHABETICAL ORDER INPUT  
Dropdown menu to select search result order alphabetically
- 7 OPTIONAL DATE FILTER INPUT  
Drop down to narrow down results based on date availability
- 8 OPTIONAL EVENT LENGTH INPUT  
Drop down to narrow down results based on event length
- 9 OPTIONAL GROUP SIZE INPUT  
Drop down to narrow down results based on event length
- 10 PRODUCT DETAIL CTA  
Item name and price adjusted to filters is displayed

1

2

Activities

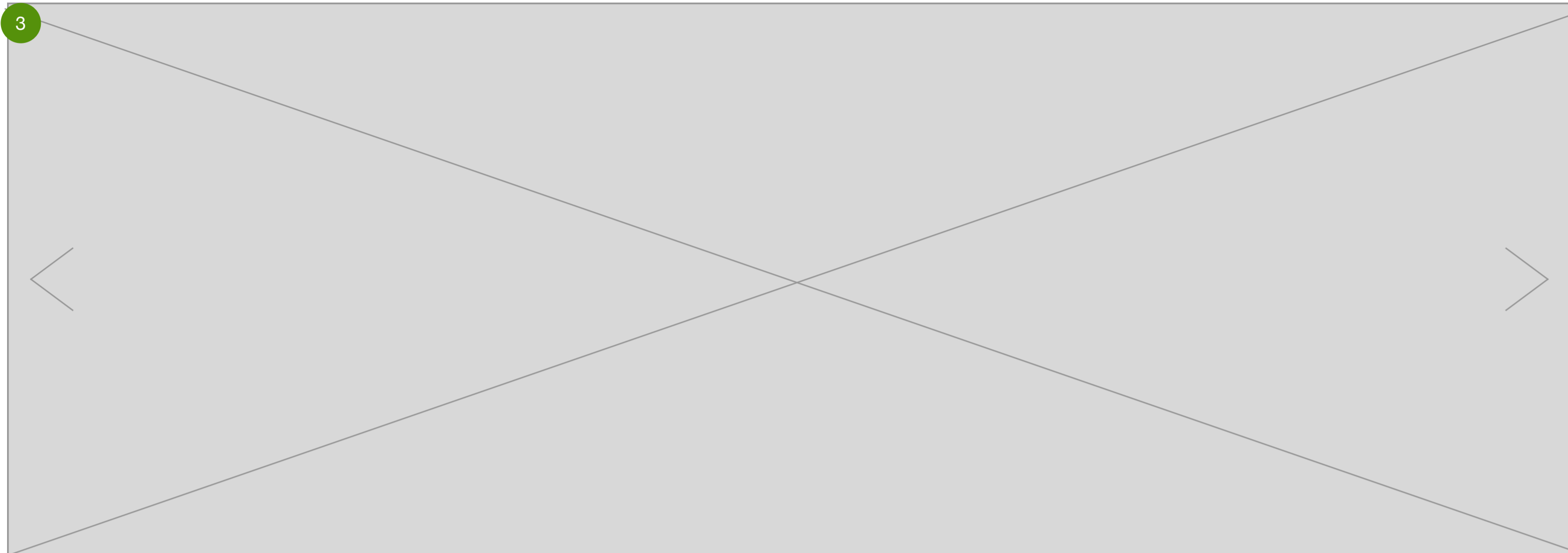
Animals

Food + Drink

Decor + Logistics

View All Categories

3



## Activities

4

Sort By

5

\$\$\$

6

A-Z

7

Date

8

Event Length

9

Group Size

10

Apple Picking  
\$10/hr

Banana Races!  
\$20/hr

Car Race!  
\$30/hr

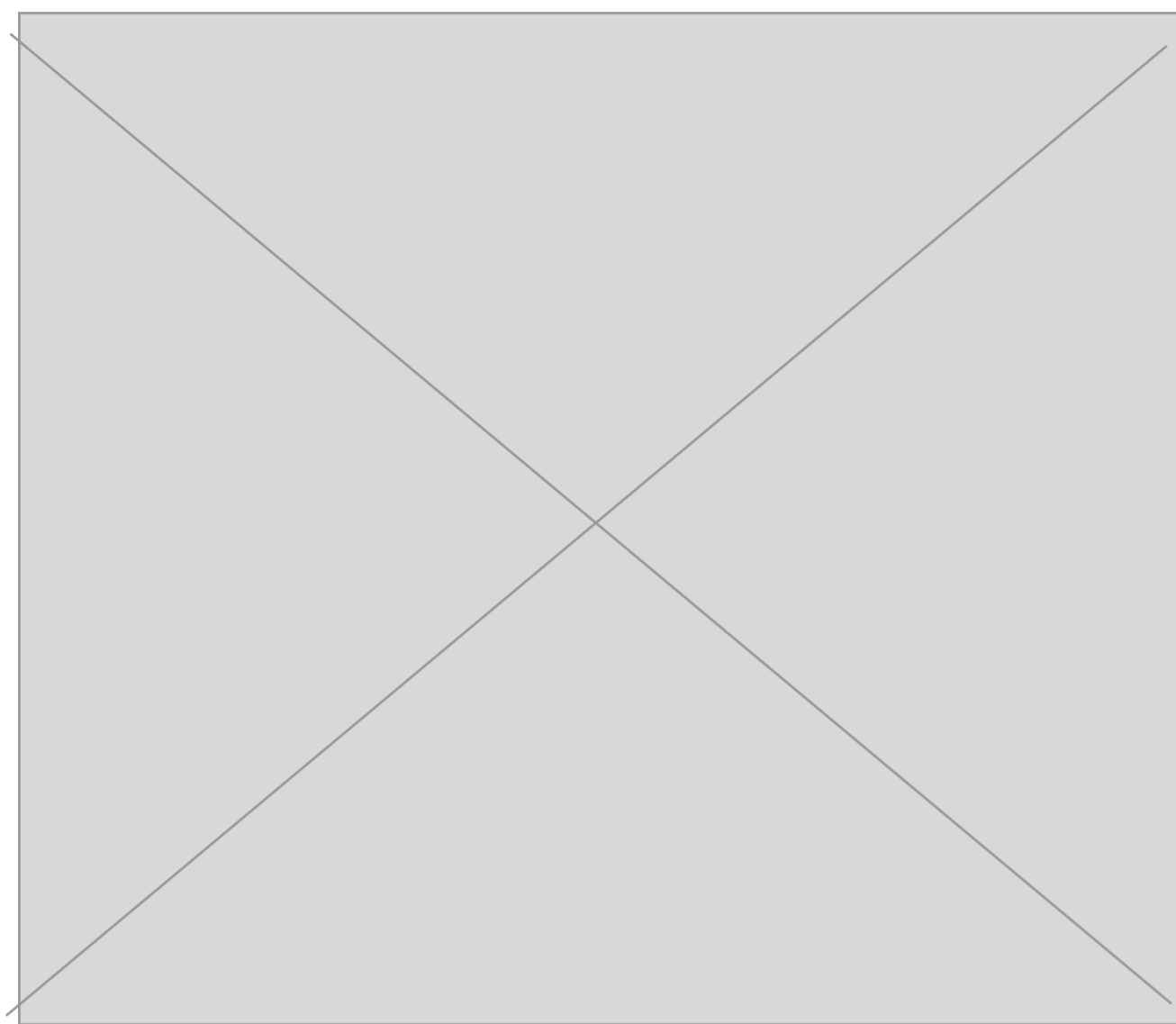
Elephant Flight  
\$40/hr

Food Fight  
\$50/hr

Grape Mash  
\$60/hr

# Apple Picking

\$10/hr



Info

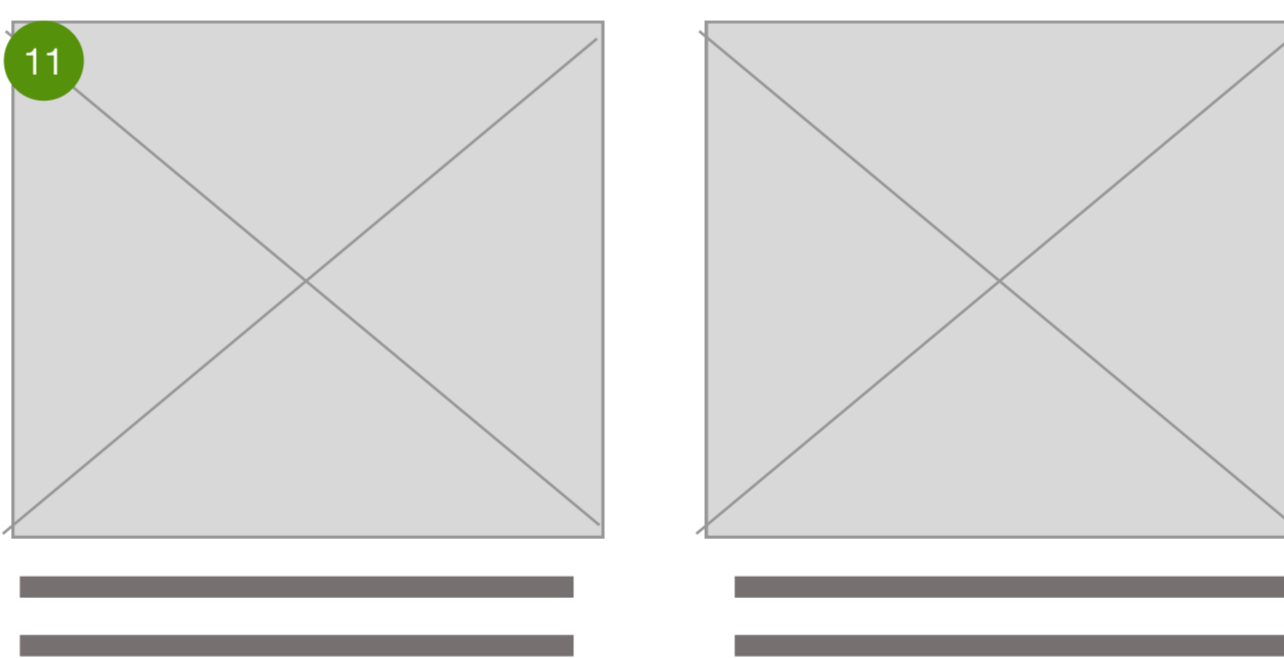
Tips

Text description placeholder lines, labeled 8.

Check availability to see total and add to cart!

Check Availability

## Related Items



### Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

### SCREEN

#### Product Detail Cost Per Person

- 1 PRODUCT IMAGE CAROSUEL  
Automatically roating image carousel
- 2 IMAGE CAROUSEL CONTROLS  
User can move forward and backwards through images
- 3 IMAGE THUMBNAIL
- 4 PRODUCT NAME  
Just another comment
- 5 PRICE BASED ON SEARCH INPUTS  
User input all event detail on previous search screen, cookies carry info over
- 6 INFO TAB  
Product information displays below
- 7 PRODUCT TIPS TAB  
Tips for users displays below
- 8 TEXT DESPRICION  
Toggles between "Info" and "Tip" tabs
- 9 CHECK AVALIBILTY CTA HIGHLIGHTED  
If no event information was inputed before, user must input all information to check avalibility before adding to cart
- 10 RELATED ITEMS  
Horizontal scrolling thumbnails
- 11 PRODUCT THUMBNAIL  
Product title and image included

# Apple Picking

## \$10/hr

Info

Tips

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Check Availability

Day Month Year

Or Select

3									

Group Size

Event Length

Check

#### Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

#### SCREEN

#### Product Detail Cost Per Person

- 1 CHECK AVAILABILITY CTA  
Lightbox module
- 2 DATE INPUT  
Drop down menu
- 3 CALENDAR INPUT  
Select date and time to auto input all details
- 4 GROUP SIZE INPUT  
Drop down menu
- 5 EVENT LENGTH INPUT  
Enter event time start and end
- 6 CHECK AVAILABILITY CTA  
When clicked, module will automatically close and take user back to updated product detail page
- 7 MODULE CLOSE BUTTON  
Will prompt to next ight box based off available themes or hosts

# Apple Picking

\$10/hr

Info

Tips

Placeholder text for Info and Tips sections

1

## Additional Information



Alcohol Theme

2

This Choice



Text input field



Text input field



Text input field

Alcohol Preference

3

Have an alcohol preference? Tell us here!

4

Total: \$40.00

5

Add to Cart

### Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

### SCREEN

#### Product Detail Cost Per Person Copy 3

- 1 **ADDITIONAL PRODUCT INFORMATION MODULE**  
Lightbox module pops open when item that can be themed is added to cart. Product theme descriptions are listed in "Product Information" on the product detail page
- 2 **THEME SELECTION**  
Radio button to select 1 theme (optional)
- 3 **ADDITIONAL NOTES**  
Text box for user entry
- 4 **UPDATED TOTAL**  
Total to add to cart
- 5 **ADD TO CART CTA**  
When clicked, launches user to cart confirmation screen

1

Browse Categories

Browse Party Packs



Login

7



Activities

Animals

Food + Drink

Decor + Logistics

View All Categories

2

3



Apple Picking

5



\$40

6



Apple Picking Host



\$10

### All Categories

Sort By

\$ - \$\$\$

A-Z

10/30/17

4 hours

30 people

#### Animals

Alligators \$10/hr

Goats! \$20/hr

Pigs! \$30/hr

Rabbits!

#### Activities

Apple Picking \$10/hr

Banana Race \$20/hr

Drag Race \$30/hr

Engine Repair

#### Food + Drink

\$

\$

\$

\$

Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

SCREEN

All Categories

1

CART CONFIRMATION PAGE

Users are automatically taken to this page whenever an item is added to their cart

2

ORDER SUMMARY

Line item by product detail

3

PRODUCT IMAGE THUMBNAI

4

PRODUCT TITLE

5

PRODUCT DESCRIPTION

6

PRODUCT SUBTOTAL

7

CART NOTIFICATION

Notification will appear when item is in cart. Number count will reflect item count in cart.

1

Browse Categories

Browse Party Packs



Login

2



Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

SCREEN

All Categories

1 CART CONFIRMATION PAGE  
Users are taken to this page when any item is added to cart

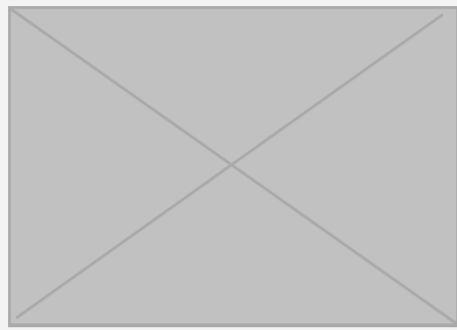
Activities

Animals

Food + Drink

Decor + Logistics

View All Categories

 **Apple Picking**


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 **Apple Picking Host**

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All Catagories

Sort By

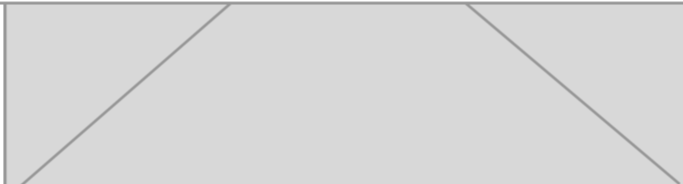
\$ - \$\$\$ v


A-Z v

**Animals**

  
**Alligators**  
\$10/hr

  
**Goats!**  
\$20/hr

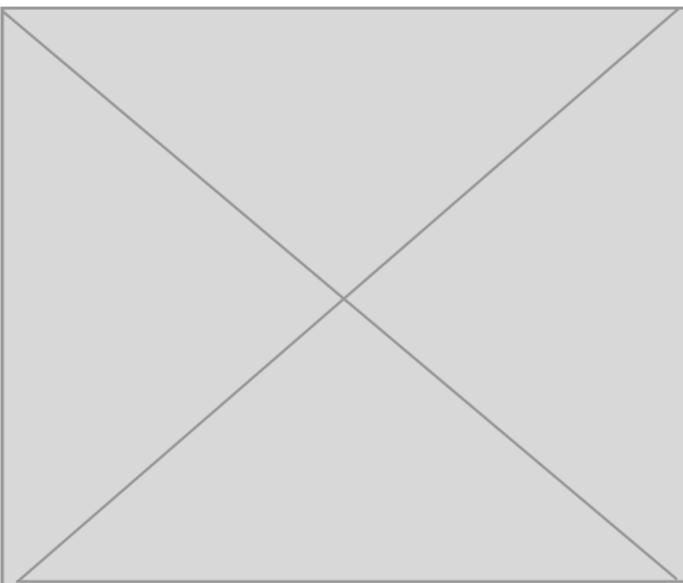
  
**Pigs!**  
\$30/hr

  
**Rabbits!**

**Activities**

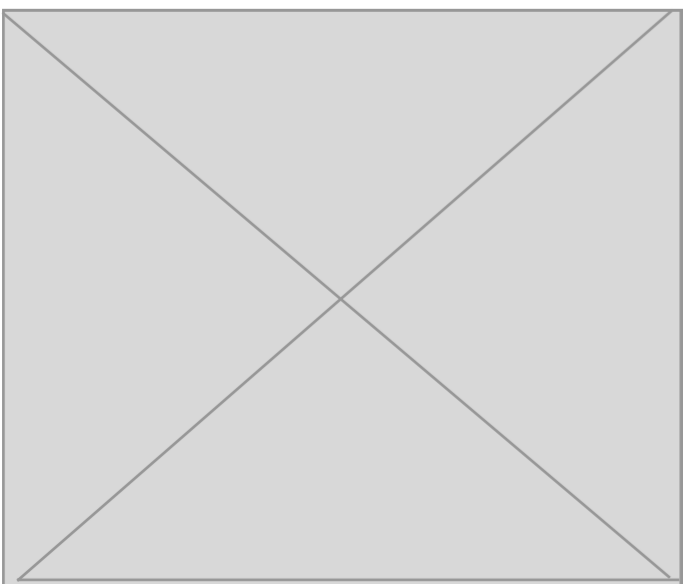
  
**Apple Picking**  
\$10/hr

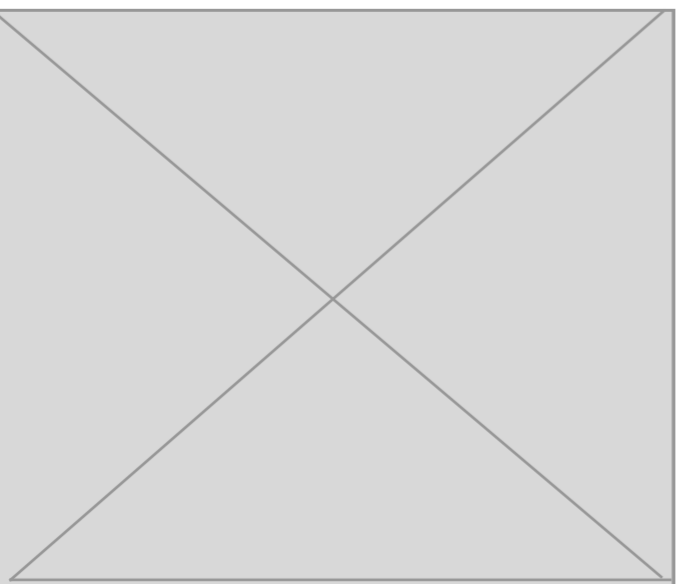
  
**Banana Race**  
\$20/hr

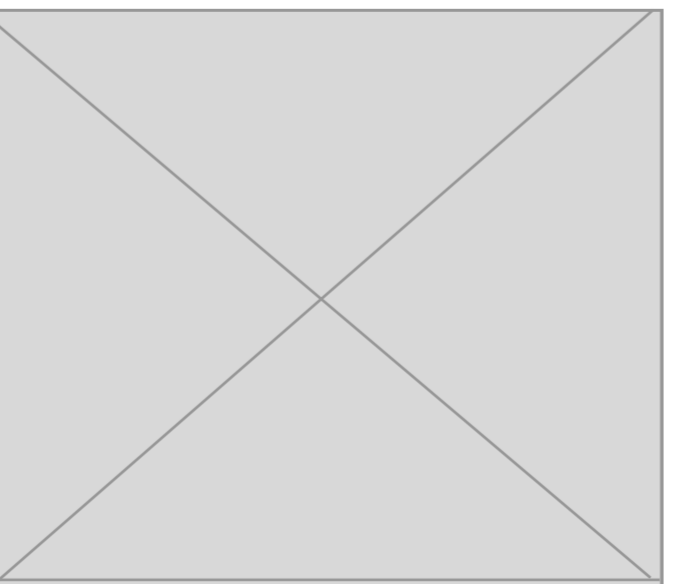
  
**Drag Race**  
\$30/hr

  
**Engine Repair**  
\$

**Food + Drink**

  
\$

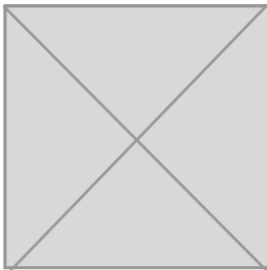

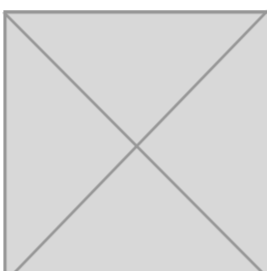

  
\$

  
\$

  
\$



**Cart**

Description	Quantity	Subtotal	
Apple Picking	 < 4 hr >	\$40.00	
Apple Picking Host	 < 4 hr >	\$50.00	

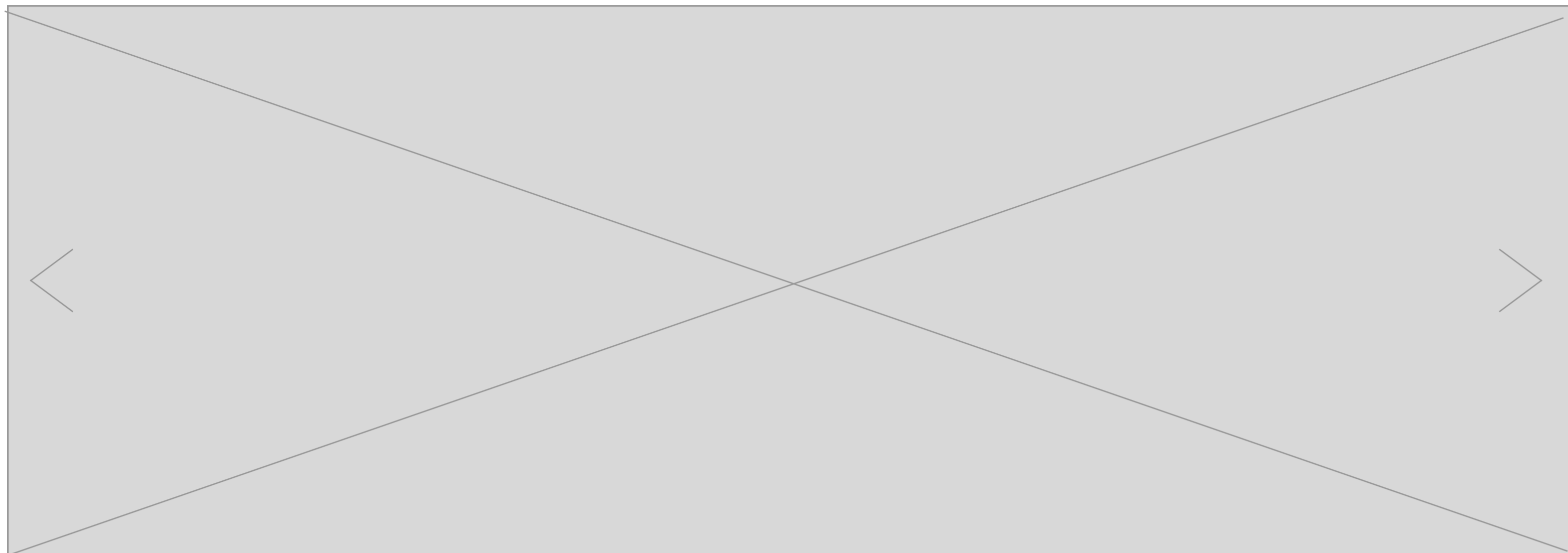
**Cart Summary**

Item Total	\$90.00
Tax	\$xx.xx
<b>Total Cost</b>	<b>\$90.00</b>

Continue Shopping

Procede to Checkout





# Party Packs

Sort By

\$ - \$\$\$ v

A-Z v

3 Check Availability

4

**Apple Party**

5 Check availability for price

**Bear Party!**

Check availability for price

**Carrot Party**

Check availability for price

**Dog Party**

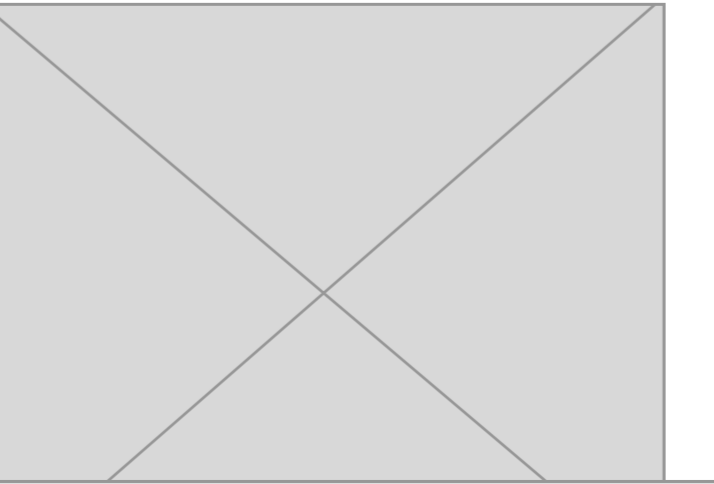
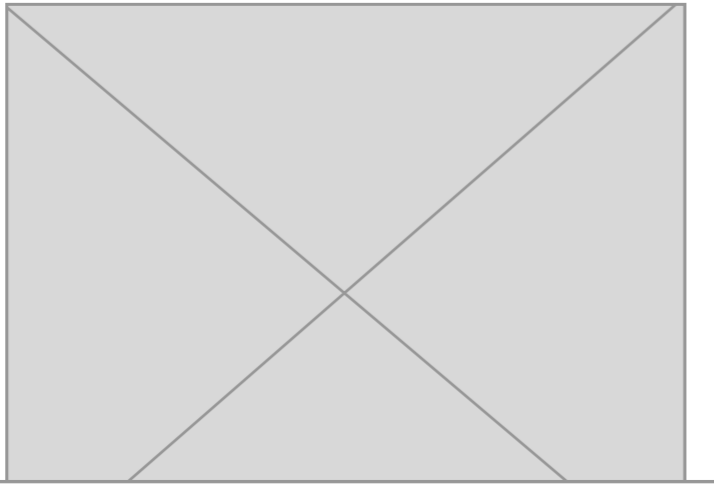
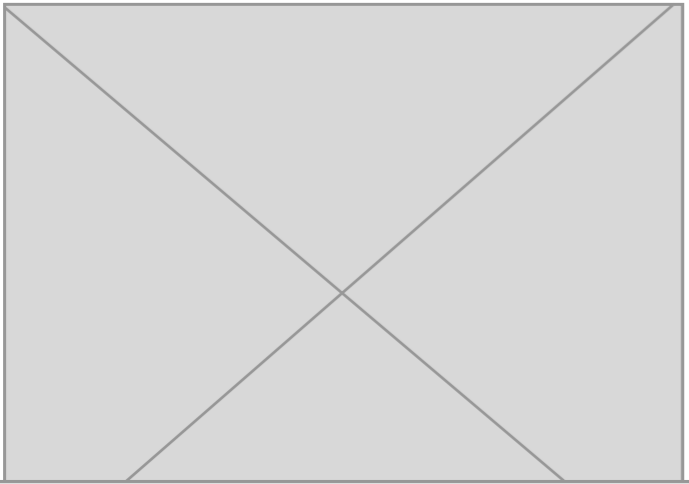
Check availability for price

**Farm Party**

Check availability for price

**Grape Party**

Check availability for price



## Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

### SCREEN

#### Party Packs

- 1 PARTY PACKS CATEGORY CTA
- 2 VIEW ALL CATAGORIES HIGHLIGHT  
Reflects user location
- 3 CHECK AVAILABILITY CTA  
Lightbox module with event details will pop up
- 4 PRODUCT THUMBNAILS  
Image and product title
- 5 PRODUCT PRICE  
Price will update when event details are entered

Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

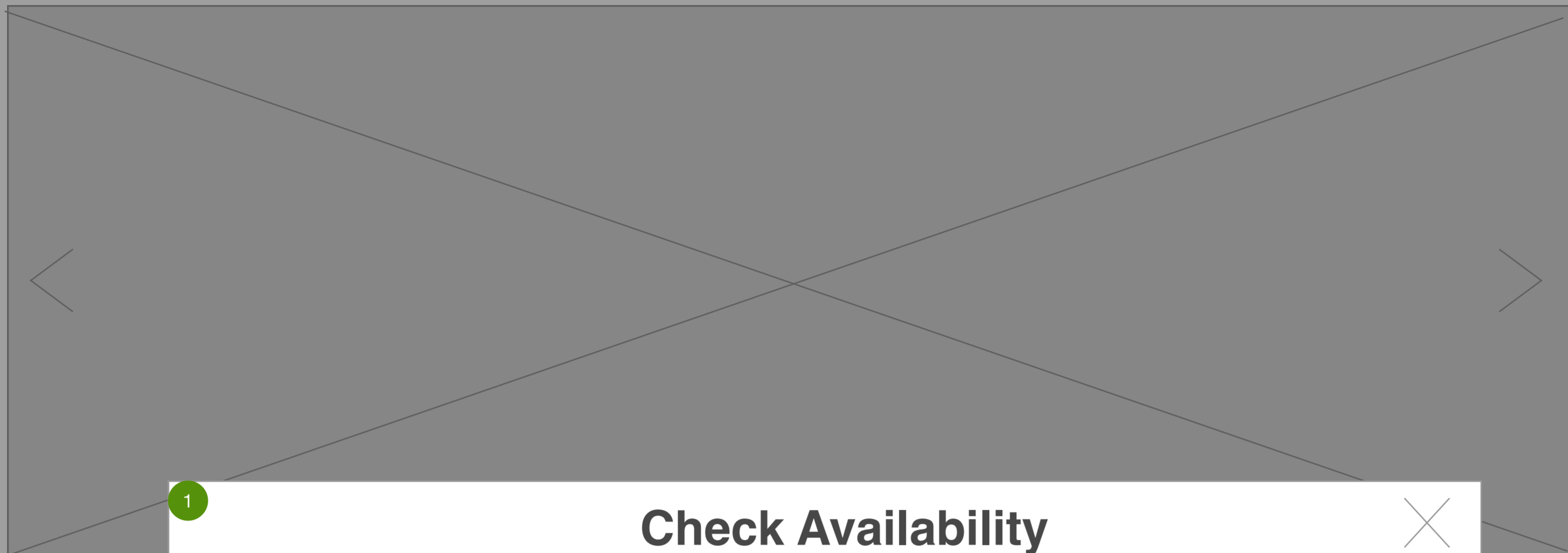
AUTHOR: hragen

SCREEN

Party Packs Check Availability

1 PARTY PACKS AVAILABILITY MODULE  
Pop up light box module

2 CHECK AVAILABILITY CTA  
When clicked, lightbox module collapses and takes user back to filtered down Product Packages Catalogue page



1

### Check Availability



Day ▾

Month ▾

Year ▾

Or Select

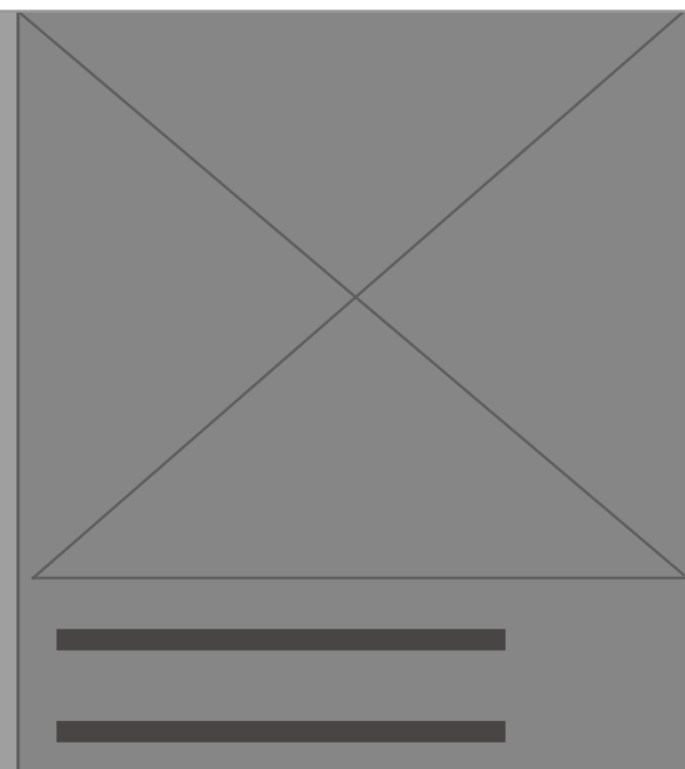
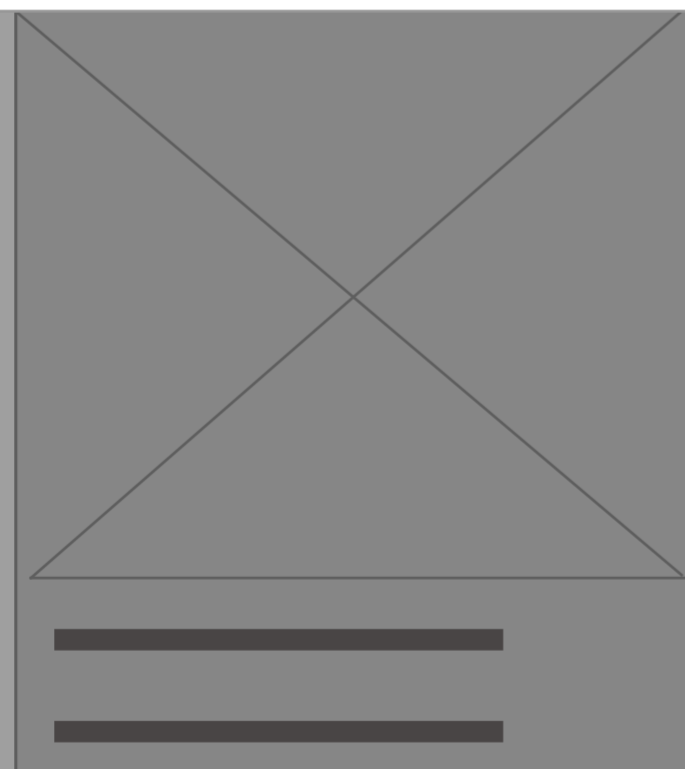
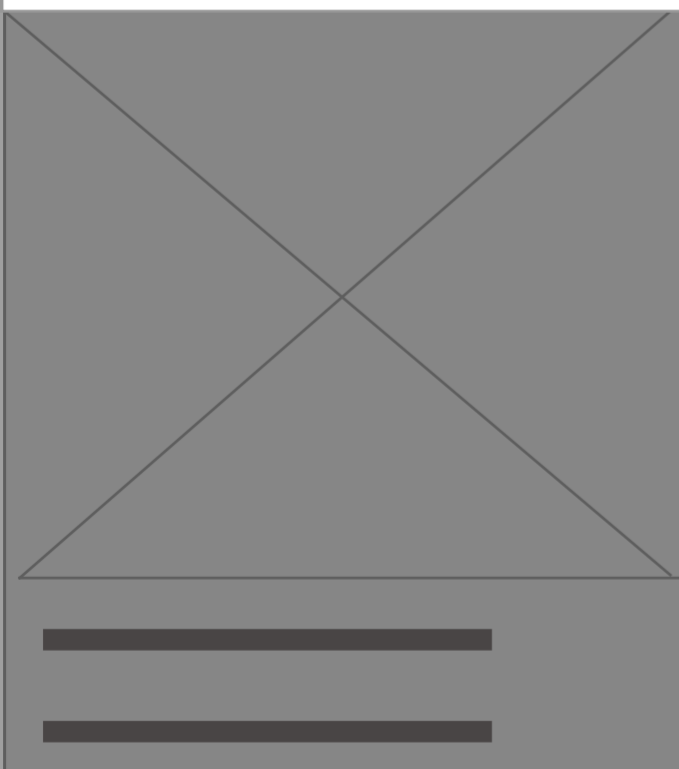

Group Size ▾

Event Length ▾

2 Check

Sort By

\$



1

Browse Categories

Browse Party Packs



Login



Activities

Animals

Food + Drink

Decor + Logistics

View All Categories

# Apple Picking

## \$10/hr

Info

Tips

\_\_\_\_\_

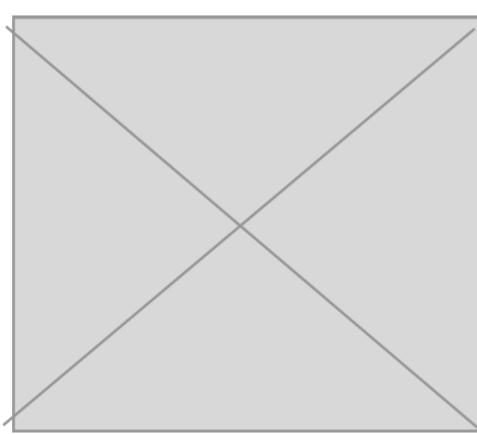
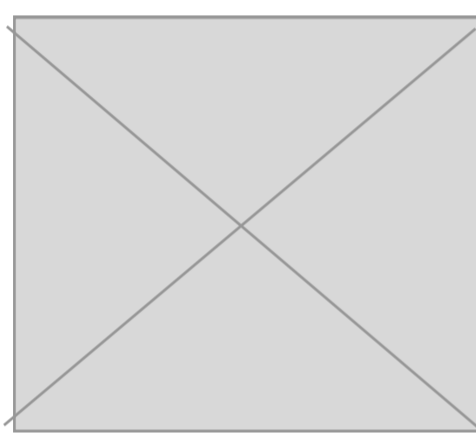
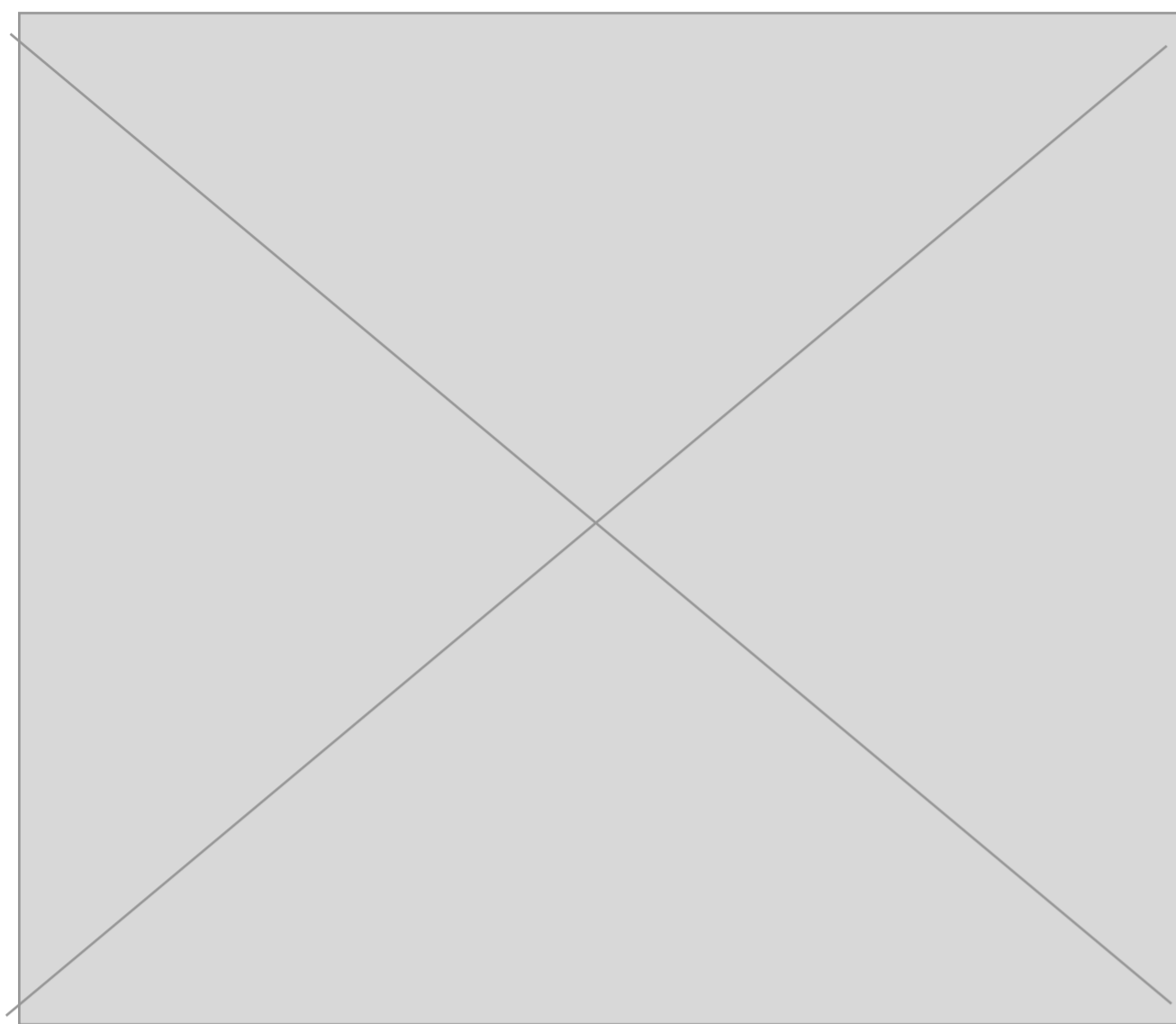
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



2 **No availability for 10/30/2017.**  
 Try a 3 ther date or o 4 t products

5 **Unavailable**

## Related Items



=====

=====

=====

=====

Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

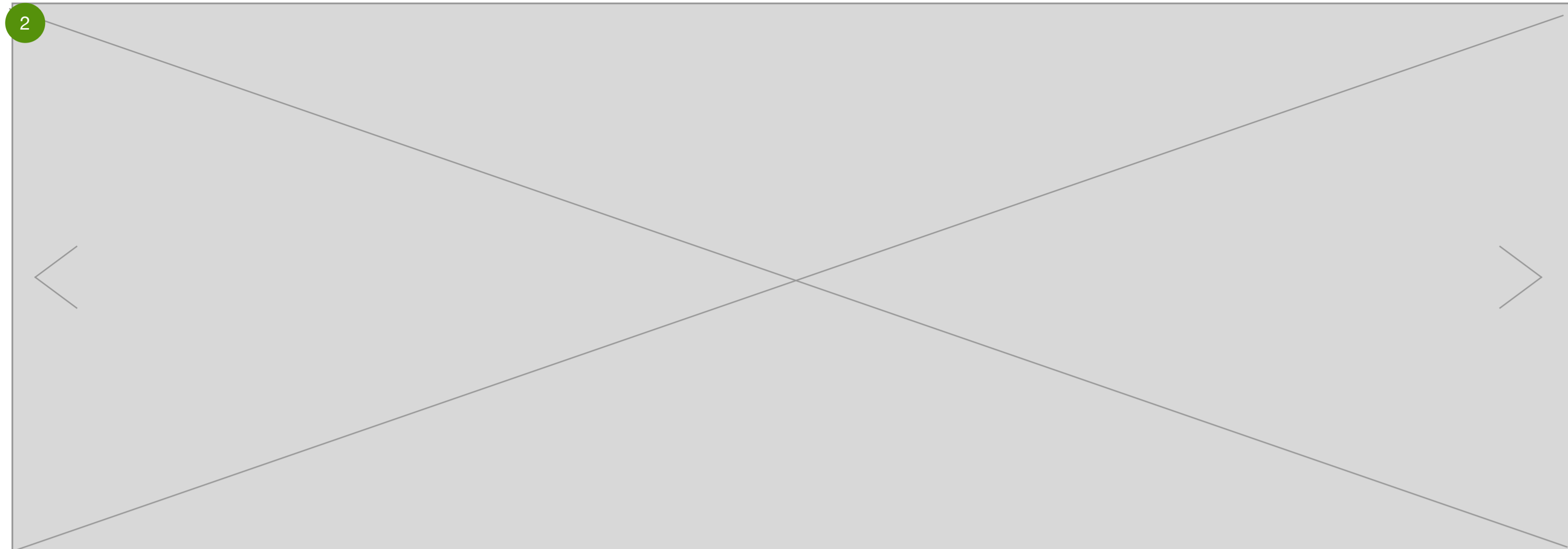
DATE: 10/10/2017

AUTHOR: hragen

SCREEN

Product Detail Cost Per Person

- 1 **PRODUCT DETAIL - UNAVAILABLE**  
Just another comment
- 2 **NO AVAILABILITY NOTICE**  
Detail when product is not available
- 3 **ANOTHER DATE CTA**  
Opens up lightbox module to re-enter event details
- 4 **OTHER PRODUCTS CTA**  
Launches user to product catalogue page with pre-entered event filters already input
- 5 **UNAVAILABLE CTA GREYED OUT**  
Not a live CTA



### All Catagories

3 Sort By \$ - \$\$\$ A-Z 4 10/30/2017 4 hours 30 people

#### 5 Animals

6

Alligators \$10/hr	Goats! \$20/hr	Pigs! \$30/hr	Rabbits!
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7

#### Activities

Apple Picking \$10/hr	Banana Race \$20/hr	Drag Race \$30/hr	Engine Rep
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#### Food + Drink

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PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

SCREEN

Expand Search for Clean

- 1 ALL CATAGORIES RESULTS  
All Results Page
- 2 HERO IMAGE CAROUSEL  
Auto Rotating
- 3 SORT BY INPUTS  
Just another comment
- 4 AVALIABILITY FIITER  
Filter search reults by avaiability
- 5 PRODUCT CATALOGUE BY CATAGORY  
Catagories are the same as drop down nav bar
- 6 PRODUCT DETAIL THUMBNAIL CTA  
Image and updated cost included
- 7 HORZ SCROLL BAR  
Thumbnail tiles slide right to left off page

# Apple Picking

\$10/hr

Info

Tips

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

1

## Additional Information



Add a host?

3 host will arrive and set up, run, and break down the event!  
The host will need an extra hour for setup and breakdown.

10/hr + 1 hr setup and breakdown

4 Additional Host Total: \$50

5

Notes

*Let us know if there are any allergies or something maybe things?*

6 Total: \$90.00

7 Add to Cart

### Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

#### SCREEN

#### Product Detail Cost Per Person Copy

- 1 ADDITIONAL PRODUCT INFORMATION MODULE  
Lightbox module pops open when item that can be themed is added to cart. Host description is listed in "Product Tips" on the product detail page
- 2 ADD A HOST  
Check box to add single host
- 3 HOST DESCRIPTION
- 4 UPDATED HOST TOTAL  
Host total additional cost based off of event details
- 5 PREFERENCE TEXT BOX  
Text box for additional event requests
- 6 UPDATED SUBTOTAL  
Updated total amount to be added to cart
- 7 ADD TO CART CTA  
Launches user to cart confirmation page

# CHECKOUT

1
3

## Event Details

**Event Date**  
xx/xx/xx

**Event Start Time\***  
xx:xx am/pm

**Event End Time**  
xx:xx am/pm

*\*We will arrive at least 30 min before your selected start time to ensure everything is setup by the event start.*

4 **Proceed to Cart**

5
3

## Cart

	6 m	Price	Quantity	Subtotal
7	Description	\$/Person	8 # >	\$xx.xx 9
7	Description	\$/Hour	< # >	\$xx.xx

**Summary of Charges:**

Item Total	\$xx.xx
Discount	\$xx.xx
Tax	\$xx.xx
<b>Total Cost</b>	<b>\$xx.xx</b>

10 **Continue Shopping**
11 **Proceed to Checkout**

12
3

## Contact Information

13 **Your Name**

Email Address

Event Address

Company Name

Phone Number

14 **Special Instructions**

*Any special instructions? i.e. Surprise party? Color preferences?*

15 **Proceed to Billing**

16
3

## Billing Information

17 **Credit Card Number**

Expiration Date

Security Code

18 Billing Information is the different from Contact Information

19 *Terms & Conditions*

20 *Yes, I agree the following terms and conditions*

21 **Coupon Code?**

22 **Apply Now**

**Summary of Charges:**

Item Total	\$xx.xx
Discount	\$xx.xx
Tax	\$xx.xx
<b>Total Cost</b>	<b>\$xx.xx</b>

23 **Pay & Book Now**

### Notes

PROJECT: 1Up\_Annotated Wireframe\_V1  
 DATE: 10/10/2017  
 AUTHOR: hragen

SCREEN  
 Checkout Page Copy 4

- 1 EVENT DETAIL CONFIRMATION MODULE
- 2 STATIC EVENT DETAILS  
These event details have been preentered and are set for the checkout process. If any edits need to be made, the user can edit and return to see what is still available.
- 3 EDIT CTA  
User can edit event details, when selecting updated they should be prompted to know some preselected items in cart may not be available.
- 4 PROCEED TO CART CTA  
Button will push user down the page to cart module
- 5 CART REVIEW MODULE
- 6 HEADER
- 7 PRODUCT IMAGE THUMBNAIL  
Just another comment
- 8 QUANTITY INPUT  
Individual quantity can be adjusted here
- 9 DELETE CTA  
Will delete item from cart
- 10 CONTINUE SHOPPING CTA  
Launches user back to search results page
- 11 PROCEED TO CHECKOUT CTA  
Will push the user down the page to Contact Information module
- 12 CONTACT INFORMATION MODULE
- 13 CONTACT INPUT FIELD
- 14 SPECIAL REQUEST INPUT  
Text input field to add any additional notes or requests
- 15 PROCEED TO BILLING CTA  
Will push the user down the page to Billing Information module
- 16 BILLING INFORMATION MODULE
- 17 CREDIT CARD INFORMATION INPUT FIELDS
- 18 BILLING INFORMATION DIFFERENT CHECK BOX  
Box is unchecked when page is loaded, if billing information is different, when box is checked "billing mailing" information input appears
- 19 TERMS AND CONDITIONS
- 20 CHECKMARK COMPLIANCE  
User must agree by checking box before booking
- 21 DISCOUNT INPUT  
Coupon Code input field
- 22 APPLY CUPON CTA  
Will update summary of charges
- 23 PAY AND BOOK NOW CTA  
When clicked, user is taken to order confirmation page

1

Browse Categories

Browse Party Packs



Clean

Login



Android Party

Banana Party

Cotton Candy Party

Lantern Party

View All Party Packs

Notes

PROJECT: 1Up\_Annotated Wireframe\_V1

DATE: 10/10/2017

AUTHOR: hragen

SCREEN

Party Packs Filtered Search Copy 2

1 PARTY PACK DETAIL PAGE

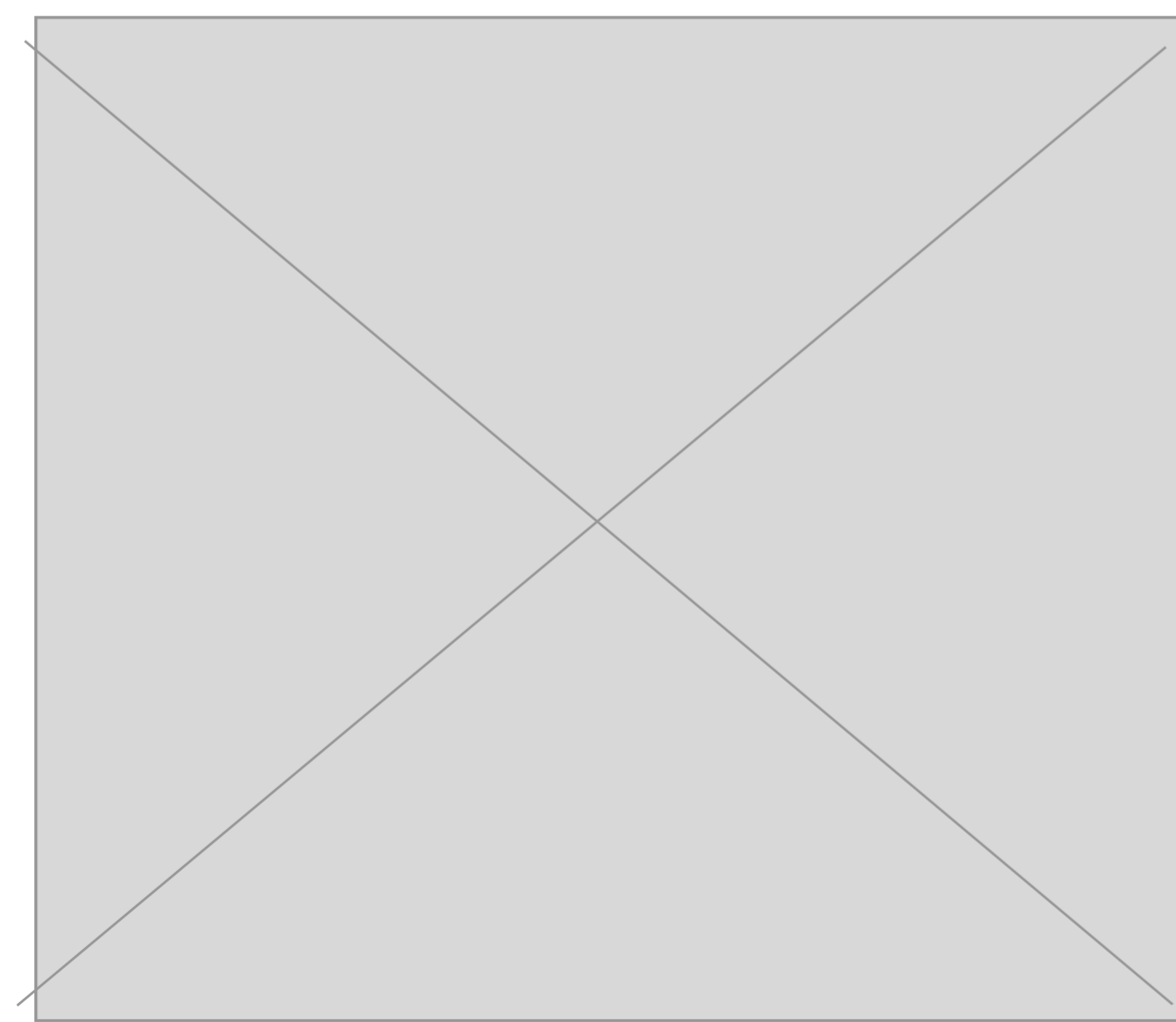
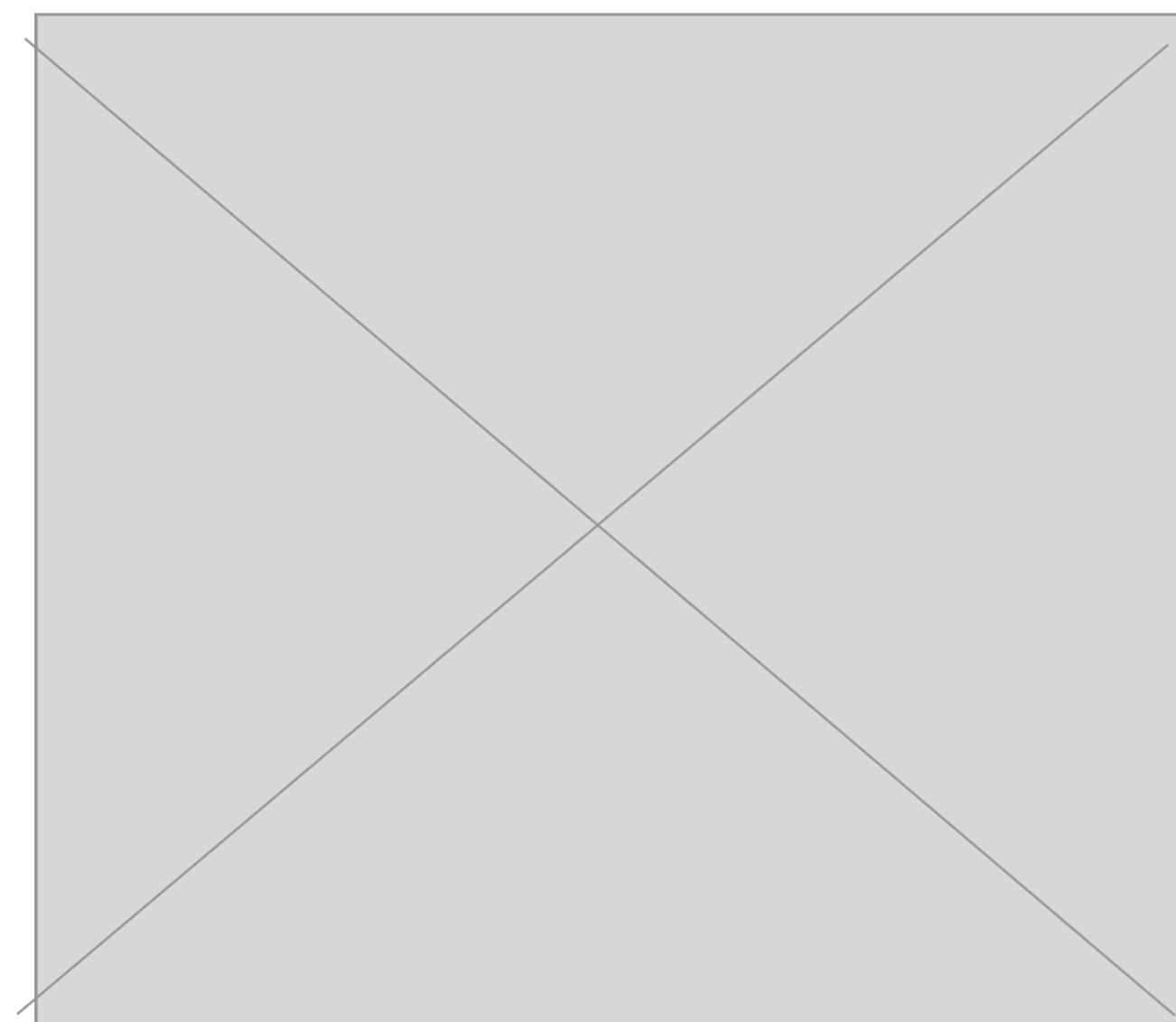
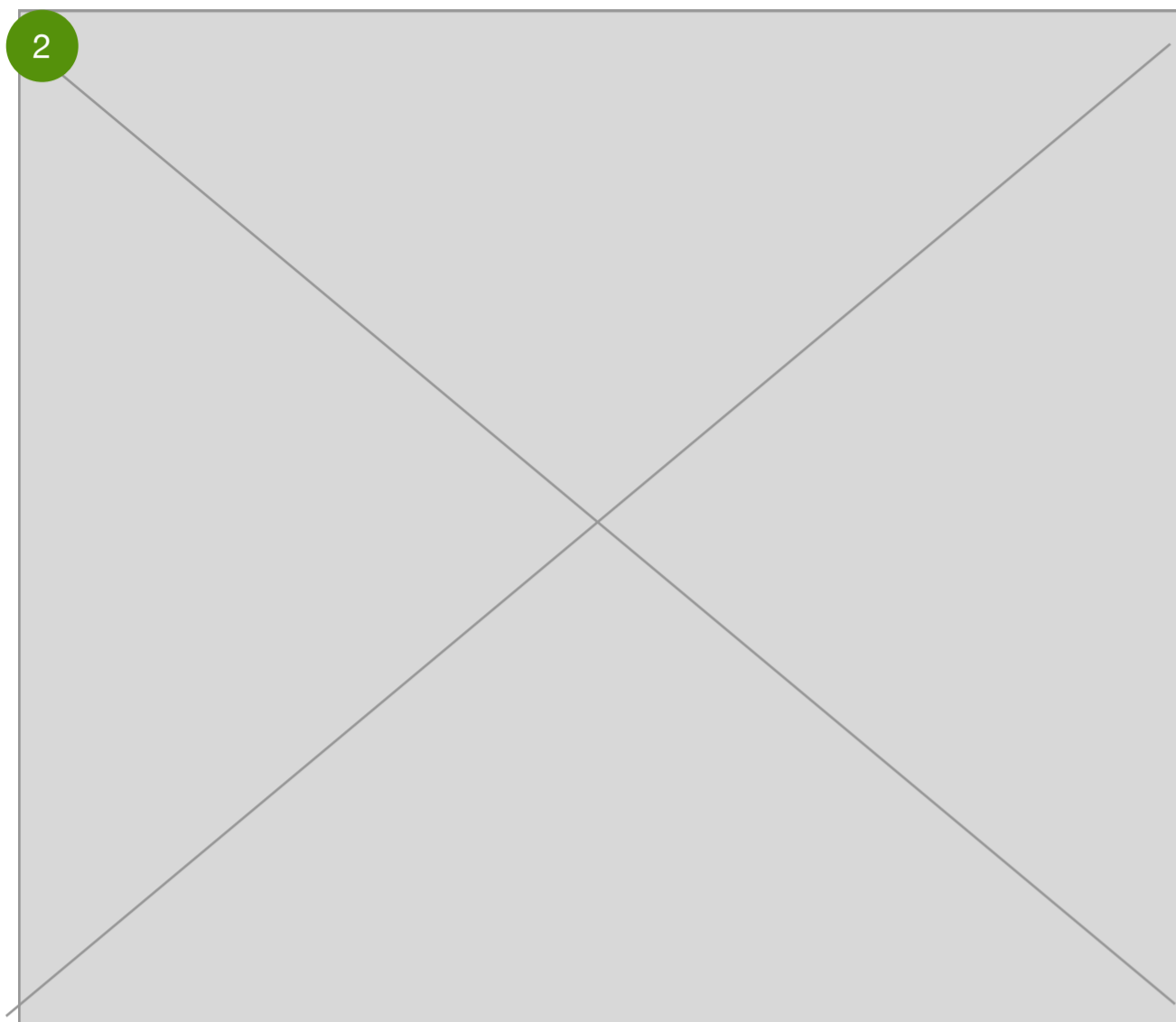
2 PRODUCT IMAGE SCROLL  
Left side images scroll, right side of page is static. Alternative option for Product Details with lots of images

3 ADD TO CART CTA  
Launches user to cart confirmation page

# Apple Party

~~\$1000~~ \$700

2



Info

Tips

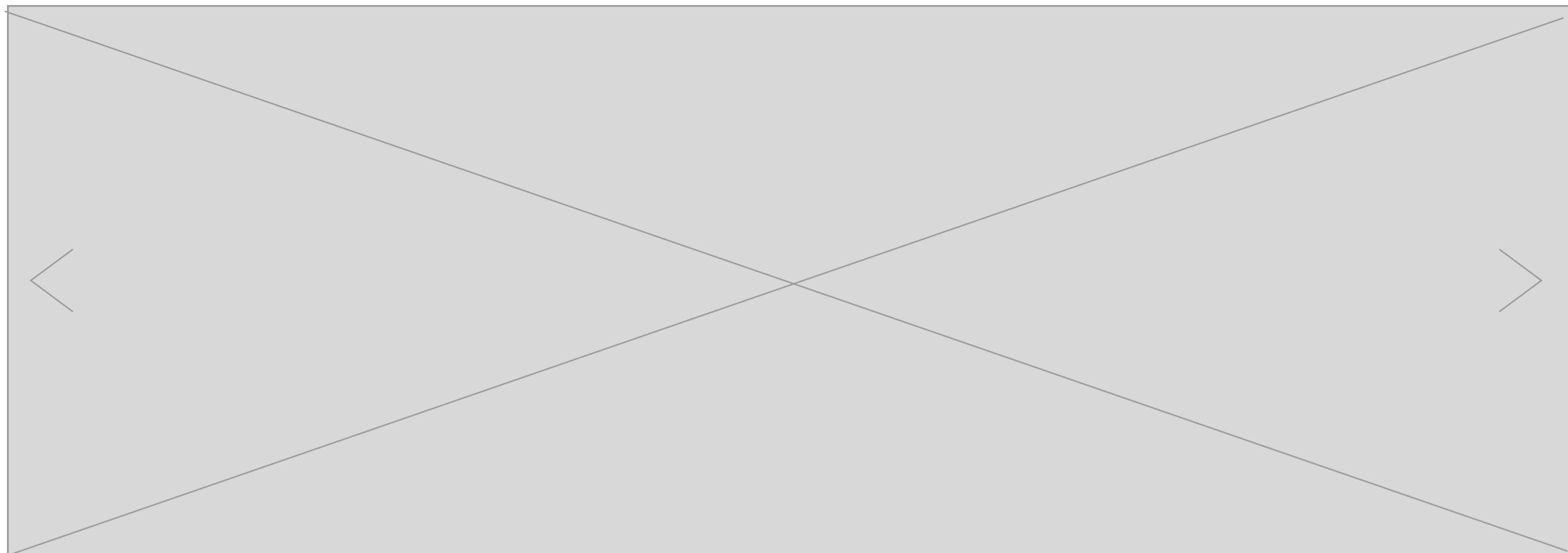


This party pack comes with all the above mentioned stuff for the time mentioned above. Order as is, you'll receive 30% off!

Total: \$700

3

Add To Cart



### Search Results

3 Sort By  
4

#### 5 Animals

6 Alligators \$10/hr
 Goats! \$20/hr
 Rabbits! \$30/hr

#### Activities

Apple Picking \$10/hr
 Drag Race \$30/hr

#### Food + Drink

### Notes

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### SCREEN

#### Search Results

- 1 SEARCH BAR INPUT  
Bar slides out from right to left
- 2 SEARCH CTA  
When clicked, search input slides from right to left
- 3 SORT SEARCH RESULTS INPUT  
Drop down input field
- 4 AVAILABILITY FILTERS  
Drop down input field
- 5 SEARCH RESULT CATEGORY  
Same categorization as drop down navigation
- 6 PRODUCT DETAIL THUMBNAIL  
Reflects availability input and search bar tag word results