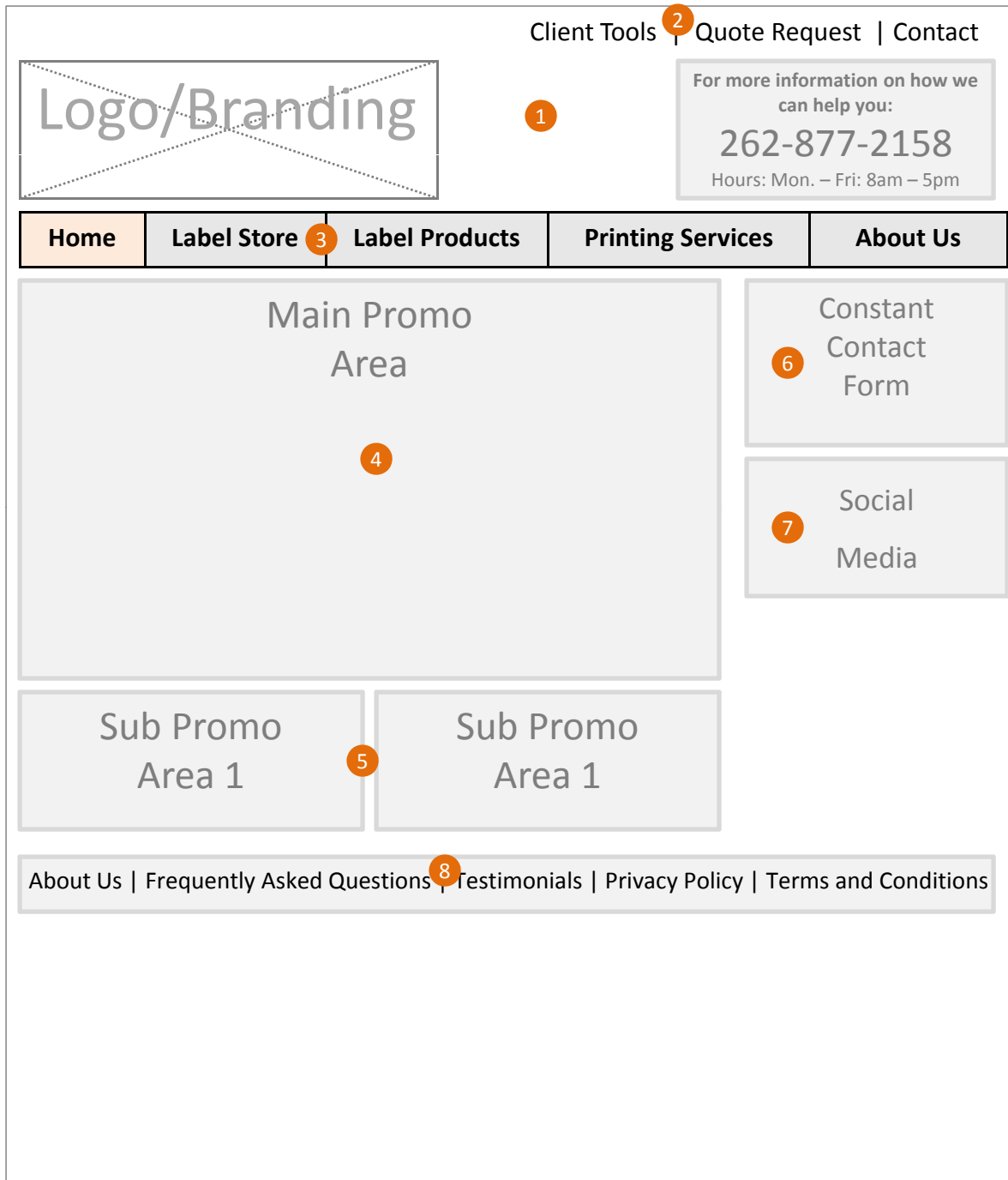


Badgerland Products

Web Site Page Wireframes

Version 3.0



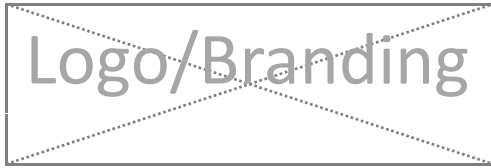
Overview

Homepage; version with horizontal navigation, drop-down sub-menus (on-hover). The main promo area shows a slideshow of products & services.

Notes:

	Type	Element	Description
1	Area	Branding	The online logo and primary contact info is displayed here.
2	Links	Supportive Navigation	Mini-navigation bar that provides quick access to key communication features.
3	Links	Global Navigation	Links to the main sections of the website.
4	Area	Main Promotion Area	A rotating collection of images that promote/communicate Badgerland's products & services
5	Area	Sub Promo Area	2-3 Promotions or product/service spotlights
6	Form	Email Sub. Form	Form allows site visitors to opt in to receiving news & promotions on Badgerland products.
7	Links	Social media links	Links to Badgerland's Facebook and Twitter accounts.
8	Area	Footer	Links to company info & resources.

Date	11.23.2009	Title	HOMEPAGE – (Default State)	DWG. No.	1.0
Author	DAD				



For more information on how we can help you:

262-877-2158

Hours: Mon. – Fri: 8am – 5pm

Overview

Homepage; version with horizontal navigation, drop-down sub-menus (on-hover). The main promo area shows a slideshow of products & services.

Notes:

Home	Label Store	Label Products	Printing Services	About Us
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Main Promo Area

- Calibration
- Cosmetics, Bath & Body
- Custom Labeling 1
- Food
- Industrial
- Promotional Products
- Retail
- UL
- Wine/Beer

Sub Promo Area 1

Sub Promo Area 1

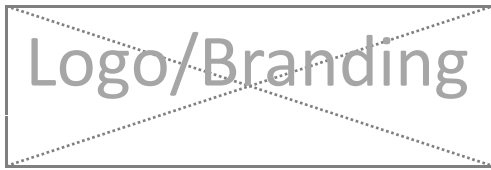
Constant Contact Form

Social Media

About Us Frequently Asked Questions Testimonials Privacy Policy Terms and Conditions
--

	Type	Element	Description
1	Link	Global Navigation	When a horizontal menu is hovered on, and if there are sub-menus, they will drop down .

Date	11.23.2009	Title	HOMEPAGE - (Drop-down State)	DWG. No.	1.1
Author	DAD				



For more information on how we can help you:

262-877-2158

Hours: Mon. – Fri: 8am – 5pm

Home	Label Store	Label Products	Printing Services	About Us
------	-------------	----------------	-------------------	----------

Home > Label Products

Print Services 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vehicula imperdiet placerat. Aenean elementum condimentum nisl, at aliquam urna feugiat vitae. Maecenas at ante metus, ut viverra lacus. Sed tempor elit a arcu convallis tristique.

Constant Contact Form



Service Name 2

Lorem ipsum dolor sit amet, consectetur a dipiscing elit. Nulla vehicula imperdiet placerat. Aenean elementum condimentum nisl, at aliquam urna feugiat vitae.

Social Media



Service Name 2

Lorem ipsum dolor sit amet, consectetur a dipiscing elit. Nulla vehicula imperdiet placerat. Aenean elementum condimentum nisl, at aliquam urna feugiat vitae.



Service Name 2

Lorem ipsum dolor sit amet, consectetur a dipiscing elit. Nulla vehicula imperdiet placerat. Aenean elementum condimentum nisl, at aliquam urna feugiat vitae.

Overview

Homepage; version with horizontal navigation, drop-down sub-menus (on-hover). The main promo area shows a slideshow of products & services.

Notes:

	Type	Element	Description
1	Area	Content	A page heading and opening statement acts as a summary of the offerings that Badgerland provides.
2	Area	Content	The Print Services are listed vertically in horizontal boxes; with an associated image, allowing for varying amounts of textual content.

Questions:

- Will we just list the services or have then also link to a page devoted to the service?

Date	12.03.2009	Title		DWG. No.	
Author	DAD	Main Section Page (Printing Services Example)		2.0	



For more information on how we can help you:

262-877-2158

Hours: Mon. – Fri: 8am – 5pm

Overview

The Label Products page presents the label products available but not for purchase online and customized print products, such food & beverage labels, hang tags, etc.

Notes:

Home	Label Store	Label Products	Printing Services	About Us
----------------------	-----------------------------	--------------------------------	-----------------------------------	--------------------------

Home > Label Products

Main Promo Area

1

Constant Contact Form

Social Media

Category Grouping
Short description that describes the item.

Category Another Grouping
Short description that describes the item.

Category Grouping
Short description that describes the item.

Category Grouping
Short description that describes the item.

Category Another Grouping
Short description that describes the item.

	Type	Element	Description
1	Area	Content	The Main promotional area will allow promotion of select products, either discount, value, etc.
2	Area	Content	Each category of labels is displayed as part of a box listing. Each box provides <ul style="list-style-type: none"> • an image of the label type • the name of the label • Short description of the label type Each box is fixed width & height, to allow the additional boxes to wrap properly. Due to this, the content needs to be uniform in length

Date	12.03.2009	Title	Main Section Page (Printing Products Example #1)	DWG. No.	2.1
Author	DAD				



For more information on how we can help you:

262-877-2158

Hours: Mon. – Fri: 8am – 5pm

Home	Label Store	Label Products	Printing Services	About Us
------	-------------	----------------	-------------------	----------

Home > Label Products > Category Name

Category Heading

1
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vulputate urna sed magna feugiat id sollicitudin odio dapibus. Vivamus ornare tincidunt accumsan. Cras et nisl leo. Quisque dui nulla, mollis vitae rhoncus vitae, aliquet et eros.

Constant Contact Form

Social Media

2

Product Name
3½ x 5¼
Product ID
[More Information](#)

Product Name
3½ x 5¼
Product ID
[More Information](#)

Product Name
3½ x 5¼
Product ID
[More Information](#)

Product Name
3½ x 5¼
Product ID
[More Information](#)

Product Name
3½ x 5¼
Product ID
[More Information](#)

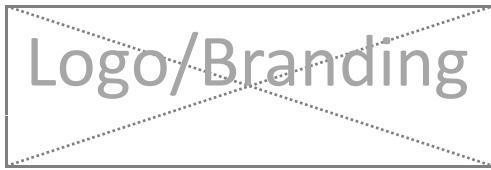
Overview

The Label Products page presents the label products available but not for purchase online and customized print products, such as food & beverage labels, hang tags, etc.

Notes:

	Type	Element	Description
1	Area	Content	A page heading and opening statement defines what these print products, what they're used for, and the benefit to the customer.
2	Area	Content	Each product is displayed as part of a box listing. Each box provides <ul style="list-style-type: none"> • an image of the product • the name of the product • The product dimensions Each box is fixed width & height, to allow the additional boxes to wrap properly. Due to this, the content needs to be uniform in length

Date	12.03.2009	Title	Main Section Page (Printing Products – Product Listing)	DWG. No.	2.2
Author	DAD				



For more information on how we can help you:
262-877-2158
 Hours: Mon. – Fri: 8am – 5pm

Home	Label Store	Label Products	Printing Services	About Us
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Home > Label Products > Category Name > Product Name

Product Name

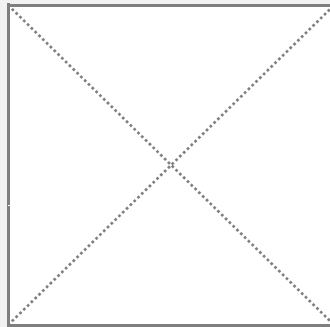
This paragraph explains/describes the products; the where, what, why, benefit, etc.

- Highlight number one
- Highlight number two
- Highlight number three

Package: 18 labels per pack
 Minimum Quantity: 1 pack

[Request a Quote](#)

[Purchase Online](#) 1



Part #: 123456
Dimensions: ½" x ½" x ½"
Weight: 4.03 oz / pack
Material : Tamper Resistant Vinyl [MA-DV]
Color: Blue on White

Constant Contact Form

Social Media

[About Us](#) | [Frequently Asked Questions](#) | [Testimonials](#) | [Privacy Policy](#) | [Terms and Conditions](#)

Overview

Notes:

	Type	Element	Description
1	Link	Purchase online	If a product available under Label Products is also available online, a link appears under the Request a Quote button, that takes visitors to the product's page on the online store.

Need to ensure that site visitors are aware of other section, i.e. can't find products in label store, go to Label Products to contact company. Also, in Label Products, if products available for purchase online, cross-sell them to order online for discount.

Date	12.03.2009	Title		DWG. No.
Author	DAD	Label Product Detail		2.3



For more information on how we can help you:

262-877-2158

Hours: Mon. – Fri: 8am – 5pm

Home	Label Store	Label Products	Printing Services	About Us
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Home > About Us

Page heading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque pulvinar, quam sit amet lacinia adipiscing, sem quam lacinia orci, in mollis quam velit quis erat. Phasellus lobortis elementum ligula, nec tempor augue condimentum quis.

Sub Page heading

Nulla suscipit, magna sed pretium scelerisque, est risus feugiat tortor, in condimentum nunc ipsum ut velit. Nulla dignissim ante sit amet eros dapibus id elementum enim imperdiet. Aliquam cursus feugiat lacus, quis auctor dolor vehicula at. In rutrum scelerisque orci, non placerat justo suscipit vel.

Heading	Heading	Heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sed quis odio est, et eleifend felis. Donec frinilla fermentum facilisis. Morbi nisi nisi, tempus eu facilisis non, ornare ut felis. Aliquam erat volutpat. Nunc rutrum quam in velit cursus vel vulputate tellus consectetur. Integer tristique cursus suscipit.

Constant Contact Form

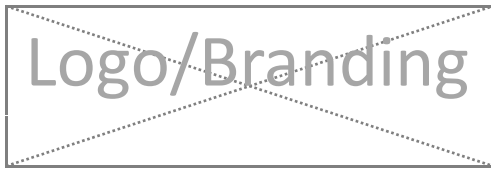
Social Media

Overview

Notes:

	Type	Element	Description
1	Area	Content	On textual content-heavy pages (Ex.: About Us), the content area allows for text to shine. While this page is text heavy, it is flexible enough to allow for optional content highlight widgets, such as a 3-column box widget (shown).

Date	12.03.2009	Title	DWG. No.
Author	DAD	Content Page	3.0



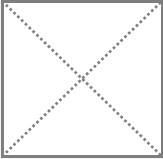
For more information on how we
can help you:
262-877-2158
Hours: Mon. – Fri: 8am – 5pm

Home	Label Store	Label Products	Printing Services	About Us
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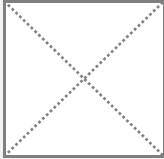
Main Promo Area

Constant Contact Form

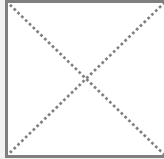
Social Media



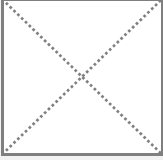
Category Grouping
Short description that describes the item.



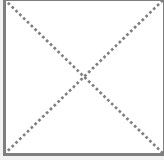
Category Another Grouping
Short description that describes the item.



Category Grouping
Short description that describes the item.



Category Grouping
Short description that describes the item.



Category Another Grouping
Short description that describes the item.

Overview

Notes:

	Type	Element	Description
1			

Date	12.18.2009	Title	Storefront	DWG. No.	4.0
Author	DAD				



For more information on how we can help you:

262-877-2158

Hours: Mon. – Fri: 8am – 5pm

Overview

Notes:

Home	Label Store	Label Products	Printing Services	About Us
----------------------	-----------------------------	--------------------------------	-----------------------------------	--------------------------

	Type	Element	Description
1			

Home > Label Store > Category

Category Heading

This paragraph explains/describes the products; the where, what, why, benefit

Constant Contact Form

Social Media

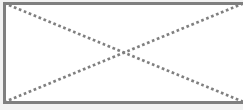
Promo Area



[Product Name - Color](#)

Short description that describes the item, including size.

Add to Cart



[Another Product Name](#)

Short description that describes the item, including size.

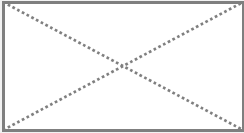
Add to Cart



[Product Name - Color](#)

Short description that describes the item, including size.

Add to Cart



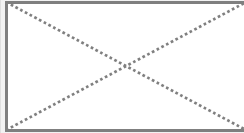
[Product Name](#)

Add to Cart



[Product Name](#)

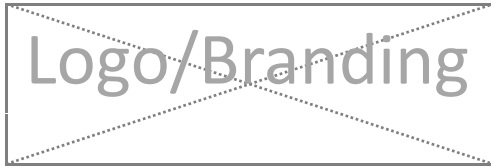
Add to Cart



[Product Name](#)

Add to Cart

Date	12.03.2009	Title	Store Listings (Box Listing)	DWG. No.	4.1
Author	DAD				



For more information on how we can help you:

262-877-2158

Hours: Mon. – Fri: 8am – 5pm

Overview

Notes:

Home	Label Store	Label Products	Printing Services	About Us
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Home > Label Products > Category Name > Product Name

Product Name

This paragraph explains/describes the products; the where, what, why, benefit, etc.

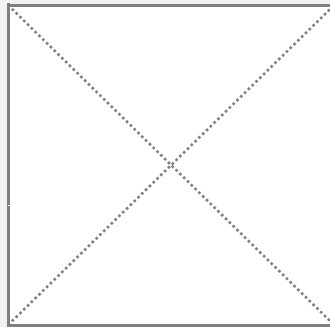
- Highlight number one
- Highlight number two
- Highlight number three

Package: 18 labels per pack
Minimum Quantity: 1 pack

Add to Cart

Have a question about this product?

[Contact our Sales Staff](#)



Part #: 123456
Dimensions: ½" x ½" x ½"
Weight: 4.03 oz / pack
Material : Tamper Resistant Vinyl [MA-DV]
Color: Blue on White

Constant Contact Form

Social Media

	Type	Element	Description
1			

Need to ensure that site visitors are aware of other section, i.e. can't find products in label store, go to Label Products to contact company. Also, in Label Products, if products available for purchase online, cross-sell them to order online for discount.

Date	12.03.2009	Title		DWG. No.	
Author	DAD	Store Product Detail			4.3