www.insp.com/redesign

**a design . . . without limits**

DISCLAIMER

All artwork, text and other content is for demonstration purposes only. All colors and branding are subject to change. Some spacing, fonts and other elements may appear different when developed.

mobile
FIRST

Mobile devices are fastly becoming the primary way users consume digital content. INSP.com is no exception. 62% of the users access the site on cell phones and 8% on tablets leaving only 30% coming to the site through their desktop computer.

These numbers illustrate a change that must be made; Mobile First design. Starting with the mobile experience and making the desktop respond to that design (instead of the other way around).

This ensures the best experience for the majority of the site users.

62%
MOBILE

30%
DESKTOP

8%
TABLET
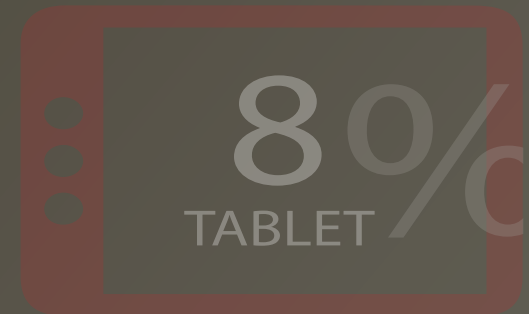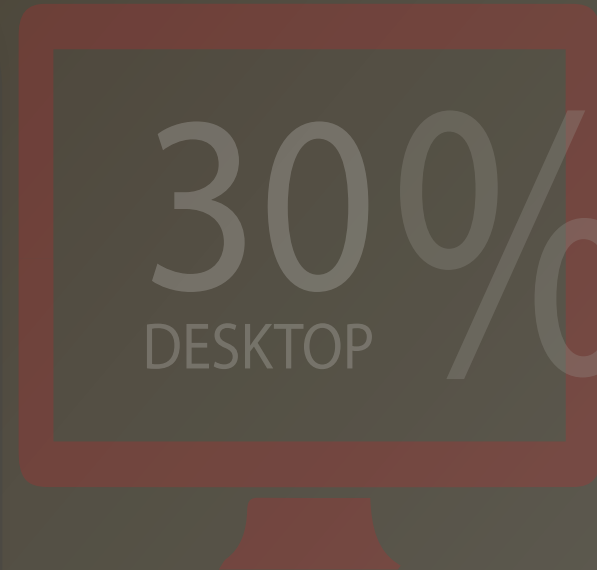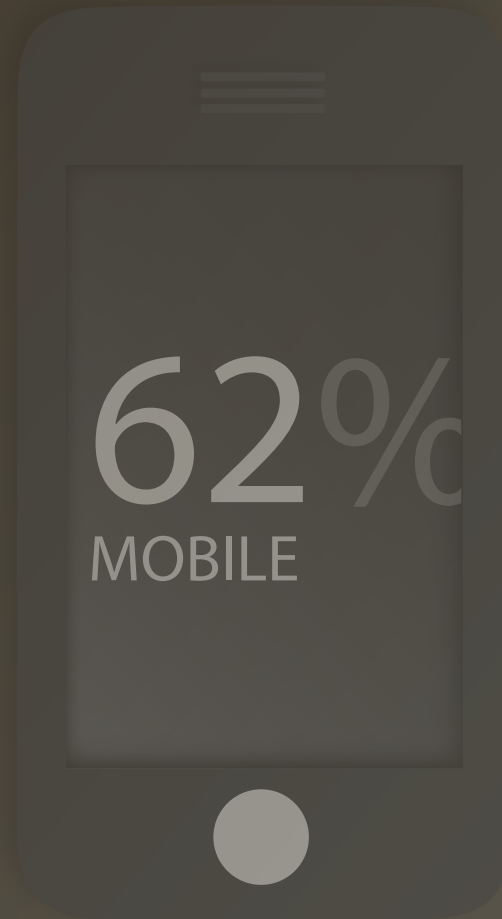
A key to any site is simplicity and consistency. Having only one template and interchangeable modules will help both these aspects for both the user and the content managers.

one template

CMs can choose from a dropdown of Modules and add as many, or as little, as needed. Since this is only one template, if new areas are needed, new modules can be added later on. The CM will also be able to reorder, remove, or add new modules any time. This can apply to any page, for example, the homepage would choose a Hero, TaskBar, and Content Link Rows.

Having only one template, keeps everything on the site consistent.

Note: The mockup design is a simplified version for demonstration purposes. Actual page and options may vary.

Add New Page

Page Title

Page Content

Add new module

Choose Content Module ▼

Modules

▲ Hero Banner
⠿
▼

Choose Banner Type . . . Video, Static, etc. ▼

Upload Image

Banner Link

▲ Content Area
⠿

▼

▲ Task Bar
⠿
▼

Task Bar Type ▼

Content Module Options

Hero Banner*
Task Bar*
Content Area
Content Link Row*
Advertisement Row
Social Integration
Other

*These options will have additional options within for type of hero banner, task bar, etc. More Modules can be added as needed.

modules

The One Template will include various MODULES that can be added to any page, re-ordered, removed, or refined.

The Content Managers will create a new page, and select which modules they want to use for that page from a drop down. They can add as many or as few modules as they want (some limits may be set for ease of use, efficient UI and web standards (ie only one module using H1 tags)).

These modules will each be a set design, with optional elements. This way, each page can be unique since any module can be added to any page. But since each module is design to work together, the entire site will remain consistent.

The best part, new modules can be added as new site features emerge without affecting the current modules or their design.

Existing modules can also be redesigned and changes will reflect globally.

The module approach is also great for testing elements of the site and placement to see what users respond to best.

heromodule

The Hero Module will allow for a custom image or video to be added with a Show Logo, Air Date, Info Button and Play Button. This module can be set to rotate through up to three different images for use on the homepage or show/movie pages.

All these elements will be optional, so on certain content pages, only the hero Image or video can appear without a logo or info button.

SHOW TITLE

Air Date

• • •

taskmodule

Like the current INSP taskbar, the Task Module will allow various items to be added to a simple, one row bar. These can include Find INSP, social elements, or custom icons.

BUTTON

on nowmodule

The On Now Module will show the current show airing on INSP along with a link to the full schedule.

NOW The Cowboy Way

custommodule

The custom module will be mostly used to add informational text to pages through a WYSIWYG. This module will have the option for a Read More button to hide long text and only reveal on user click.

Vit volenis sit laut inis excerum apidunt facepudae as modi tem doluptatur alis cone eum aut int, conseque explautatem quate voles nulparchil eostrum fugianimpore ipsantem quid molut volorerero ma sum aliquidem voluptatem quis aborehentio voluptatem restotatias rem fuga. Pos voluptia exerspellut ma incia disinctotas et is eatum quis autet

Read More

snipemodule

On television, the use of Snipes is a common practice to advertise something during a show; without interrupting the show, with a small popup in the lower half of the screen.

Why not do the same on the website?

After a few seconds on a page, a small banner would appear in the lower portion of the screen, fixed in place. Not a take-over. Not a banner ad that pushes all the other content down. But a pop-out Snipe that comes into the page, gets user's attention, and then after a set time, disappears again.

This way, the ad doesn't disrupt the user's experience, but also acts as an attention grabber.

CALLTO**ACTION**

admodule

Add an ad to any page, any position. The ad will have a custom code, or image and url.

CALLTO
ACTION

contentmodules

Instead of trying to fit additional content such as links to games, blogs, videos, or images into the content area, we will have modules where content can be chosen by category, or entered manually.

This content will be swipable on mobile devices for most modules.

Each module can be selected to display a set type of content. ie videos, images, blogs or games, or each entry in the module can be set to a custom link and image.

There will also be a Featured module. This is meant to stand out over the others and is only one, larger image. This can be customized with any image and link, such as a featured video, or a link to an external show website.

generalcontent

General content will show as three column, swipable images. These can be links to articles, videos, photo galleries, or any other content.

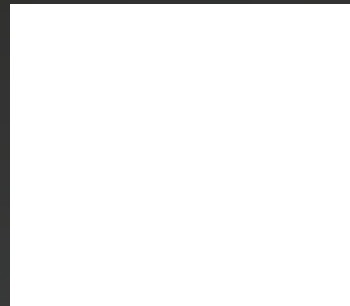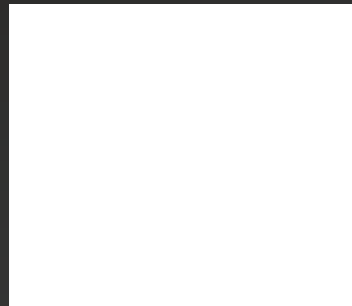Module will have a customizable header.
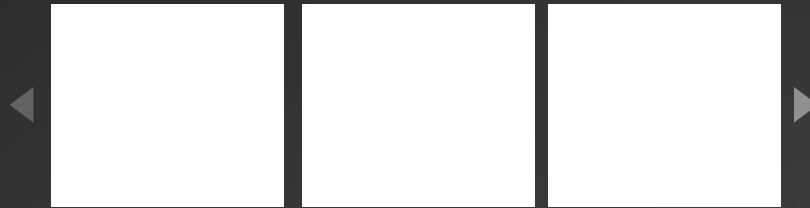
TITLE

relatedcontent

The related content will be slightly larger images, only two columns, swipable. This is meant to stand out a bit more over general content.
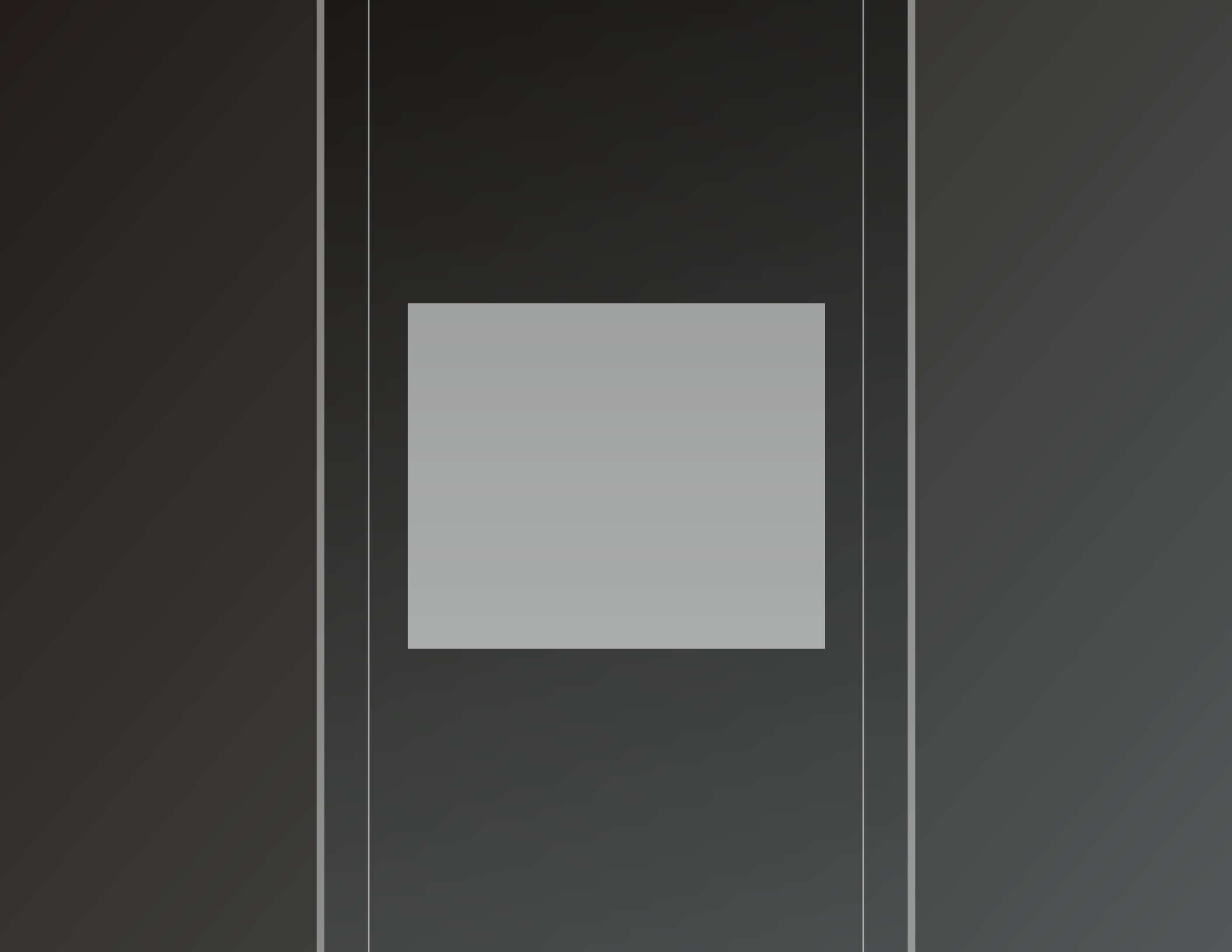
Module will have a customizable header.

TITLE

featuredcontent

The featured content piece can be anything, but only one thing. There will be no scroll. This is meant to STAND OUT.

This content will not have a header. The graphic should speak for itself.

gridcontent

Grid content is used for listing content such as on the Shows or Films pages. This content does not scroll, content will appear in either 2 or 3 columns .
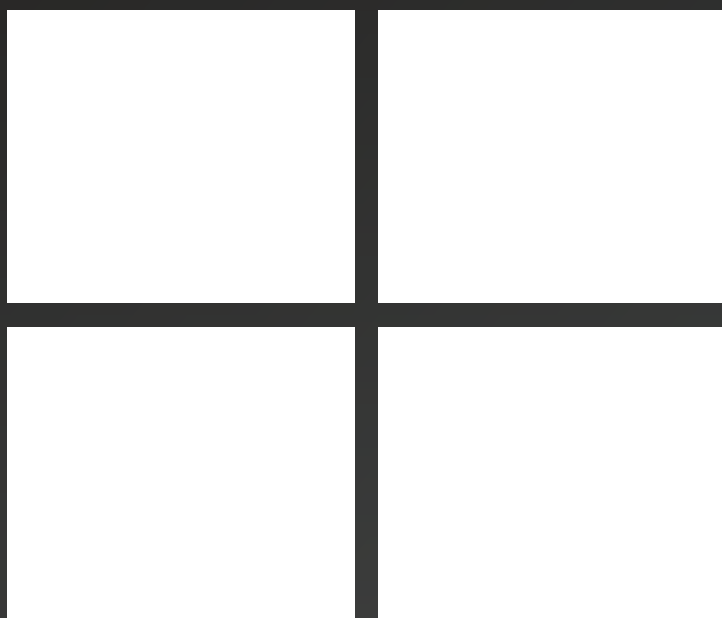
inaction

The One Template Module design lets the page take on any look with a few clicks. Moving modules around, lets the page have a whole new look, but maintain the overall design of the site.

The next few pages show examples of how the Modules can be used to create various pages.

home**page**

The homepage is the "starting point" for users. This page should be a summary of everything the site has to offer.

MODULES USED

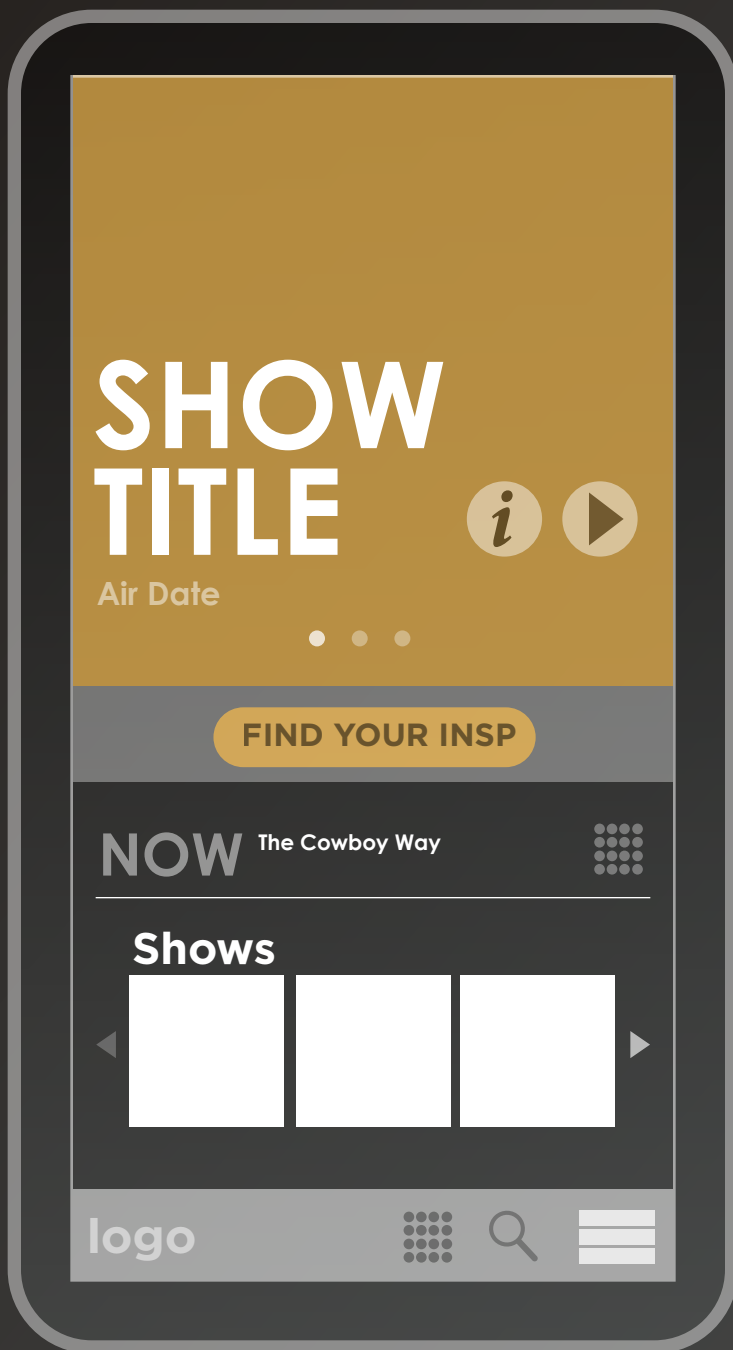Hero Module

Task Module

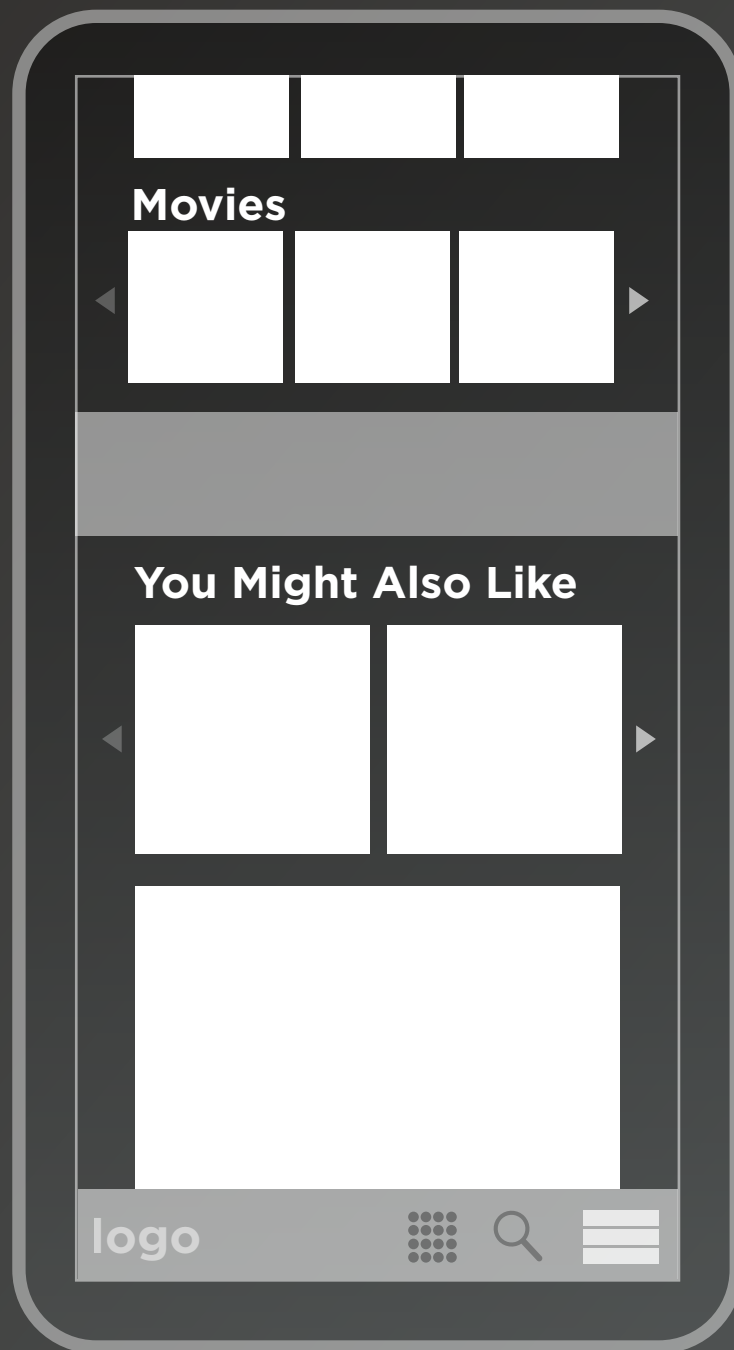On Now Module

General Content x2

Ad Module

Related Content

Featured Content

SHOW TITLE

i ▶

Air Date

● ● ●

FIND YOUR INSP

NOW The Cowboy Way ⣿

Shows

◀ ▶

Movies

◀ ▶

You Might Also Like

◀ ▶

The key to a successful website, or any interactive media, is to keep in mind three simple rules:

FOCUS
FLOW
CONSISTENCY

Keeping the site on Focus to what you are trying to sell (in this case, television programming and consumable website content). Don't give the users too much to do, or too little, that will take their focus off those tasks.

The site needs to flow from one page to another to keep the user engaged. The flow of the website is achieved by the third, and perhaps most important rule; consistency.

Consistency in layout, design, colors, even the tone of the text in articles or show descriptions. This helps the user focus and enhances the flow of the website.

simplicity

"Keep it simple" is a common phrase, and a website design is no exception. A complicated design with too many parts can overwhelm users. Keep the site focused and drive the users to where you want them to go without putting too many roadblocks or side attractions in place. While it is good for a user to explore, and maybe even deviate from their (and your) intended goal, don't let them stray too far.

Keep that goal in mind on each page of the site and where you send users through marketing campaigns.

Simplicity is key not only to the user, but to the content managers of a site as well. See page 16 for more.

showspage

MODULES USED

Hero Module (play button only)

Task Module (with custom icons)

Custom Module
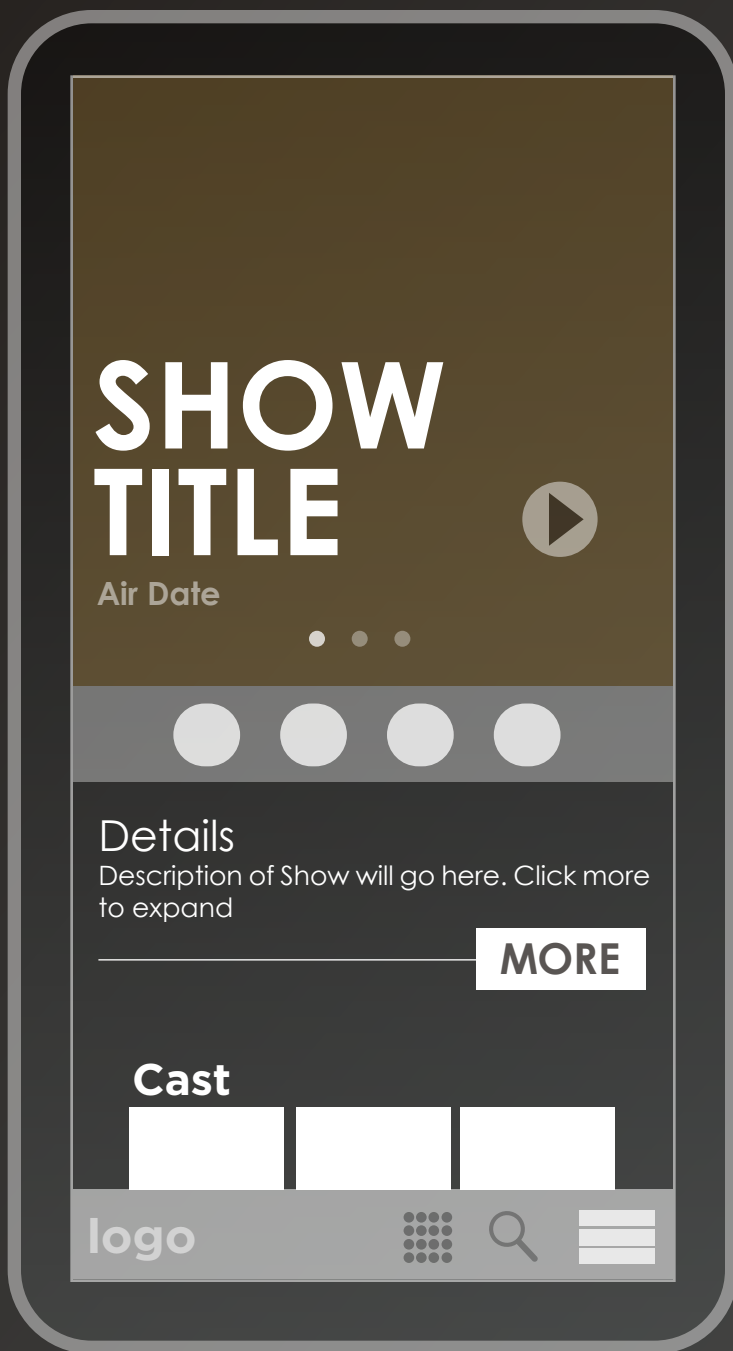
General Content (videos)

Ad Module

General Content #2 (photos)

Related Content x2

SHOW TITLE

Air Date

Details

Description of Show will go here. Click more to expand

MORE

Cast

Cast

Photos

You Might Also Like
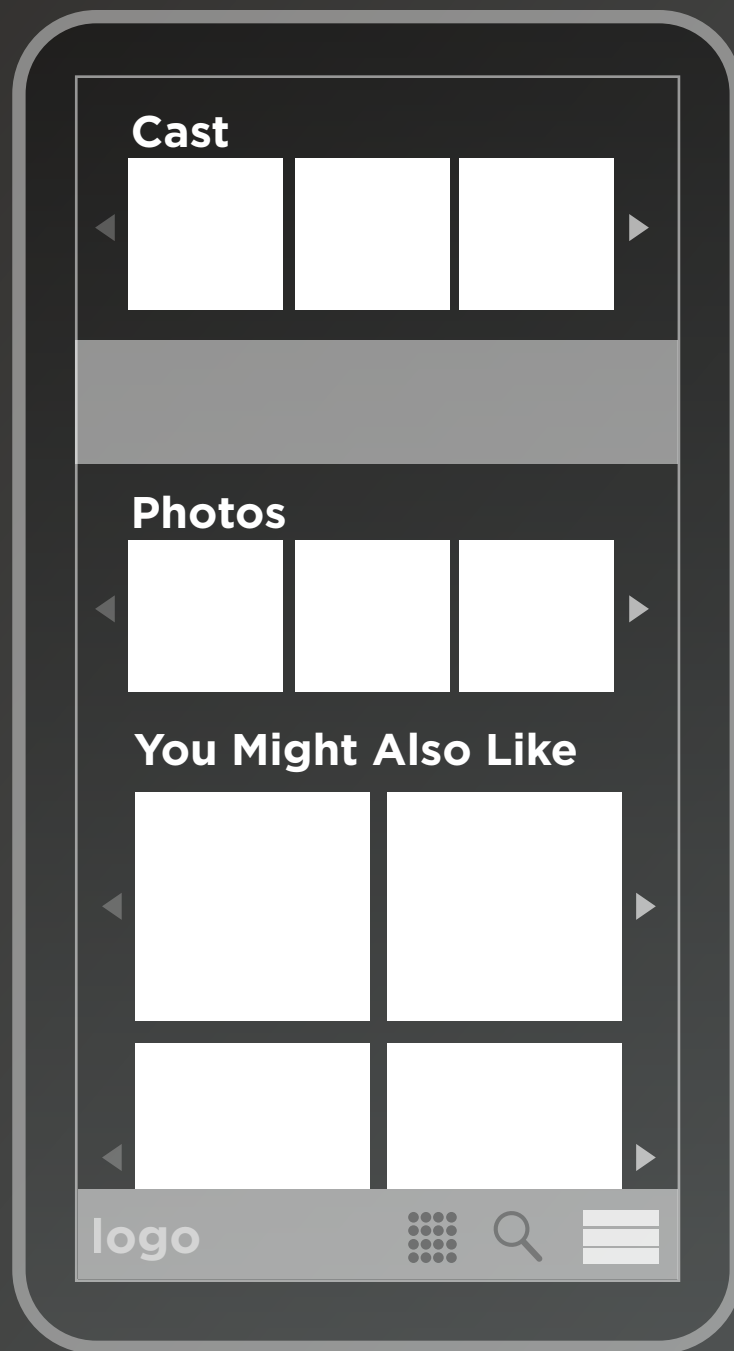
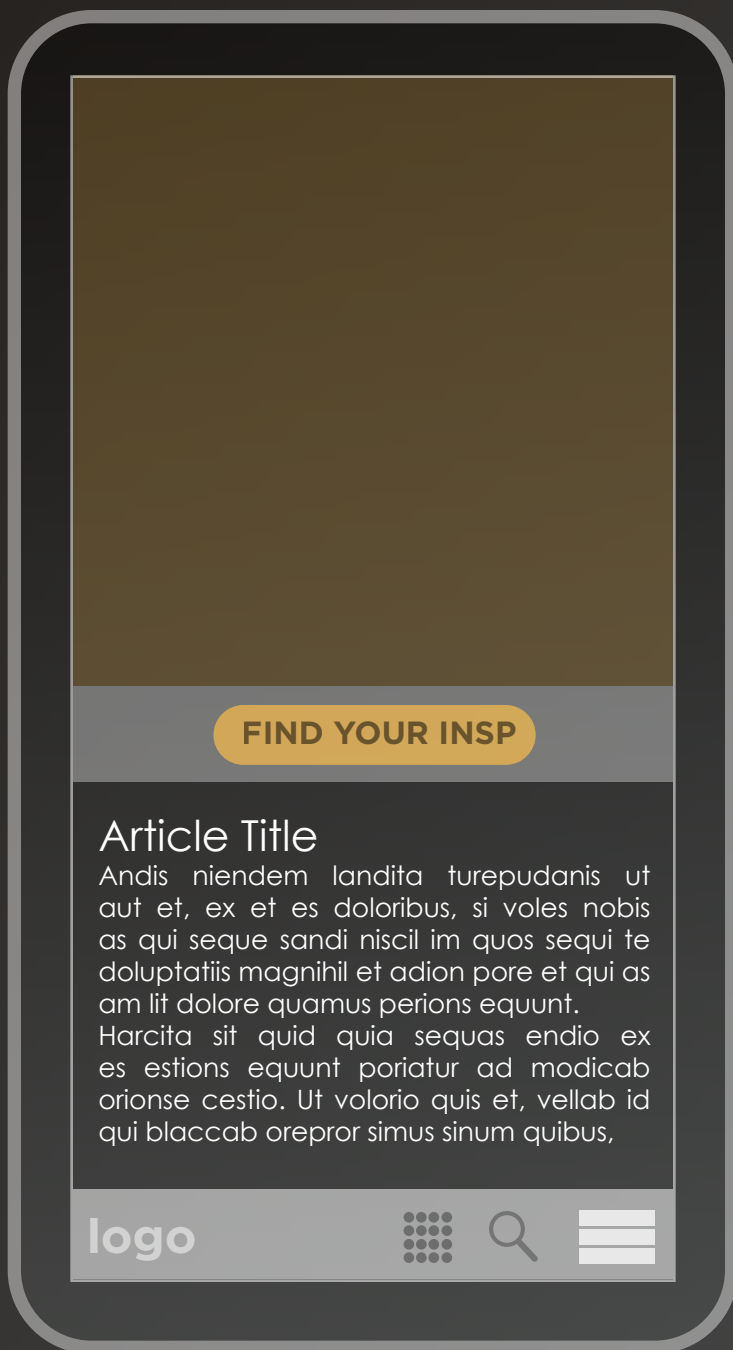# articlepage

MODULES USED

Hero Module (image only)

Task Module (with Find INSP)

Custom Module (Full Read)

Related Content

FIND YOUR INSP

Article Title

Andis niendem landita turepudanis ut aut et, ex et es doloribus, si voles nobis as qui seque sandi niscil im quos sequi te doluptatiis magnihil et adion pore et qui as am lit dolore quamus perions equunt. Harcita sit quid quia sequas endio ex es estions equunt poriatur ad modicab orionse cestio. Ut volorio quis et, vellab id qui blaccab orepror simus sinum quibus,

logo

Andis niendem landita turepudanis ut aut et, ex et es doloribus, si voles nobis as qui seque sandi niscil im quos sequi te doluptatiis magnihil et adion pore et qui as am lit dolore quamus perions equunt. Harcita sit quid quia sequas endio ex es estions equunt poriatur ad modicab orionse cestio. Ut volorio quis et, vellab id qui blaccab orepror simus sinum quibus,Tat, con tam, demuntelum abus et que crum, que nonum novessen tabem adet nos tessid conducio mac firmaxim Rompopotero, noximodie contrae es cusum pecenata acchuit adducere, se mac fur, conferfin dem Patio Catiena, Ti. Viverfe condem eger anum cavo, nonsulabi iam. An sensintis ant. Verte creorbitati, nonsiceretra orae maio, nos facrum nonstrio, dit, quium

You Might Also Like

logo
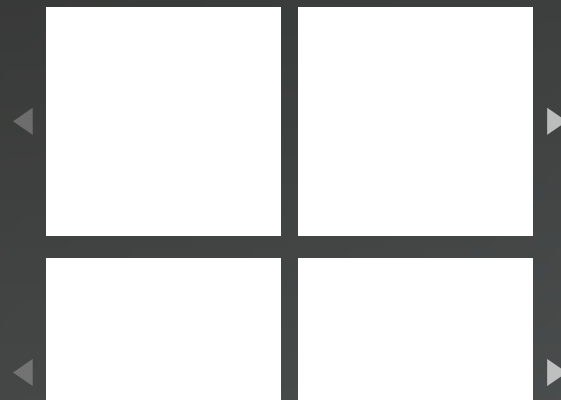
remember...

These pages are not set in stone as far as the placement of items. YOU can customize each page with the modules best suited for it.

And this is just an example of the modules that can be used. After sitting down and discussing what the site needs, we can tailor make modules to best suit your needs.
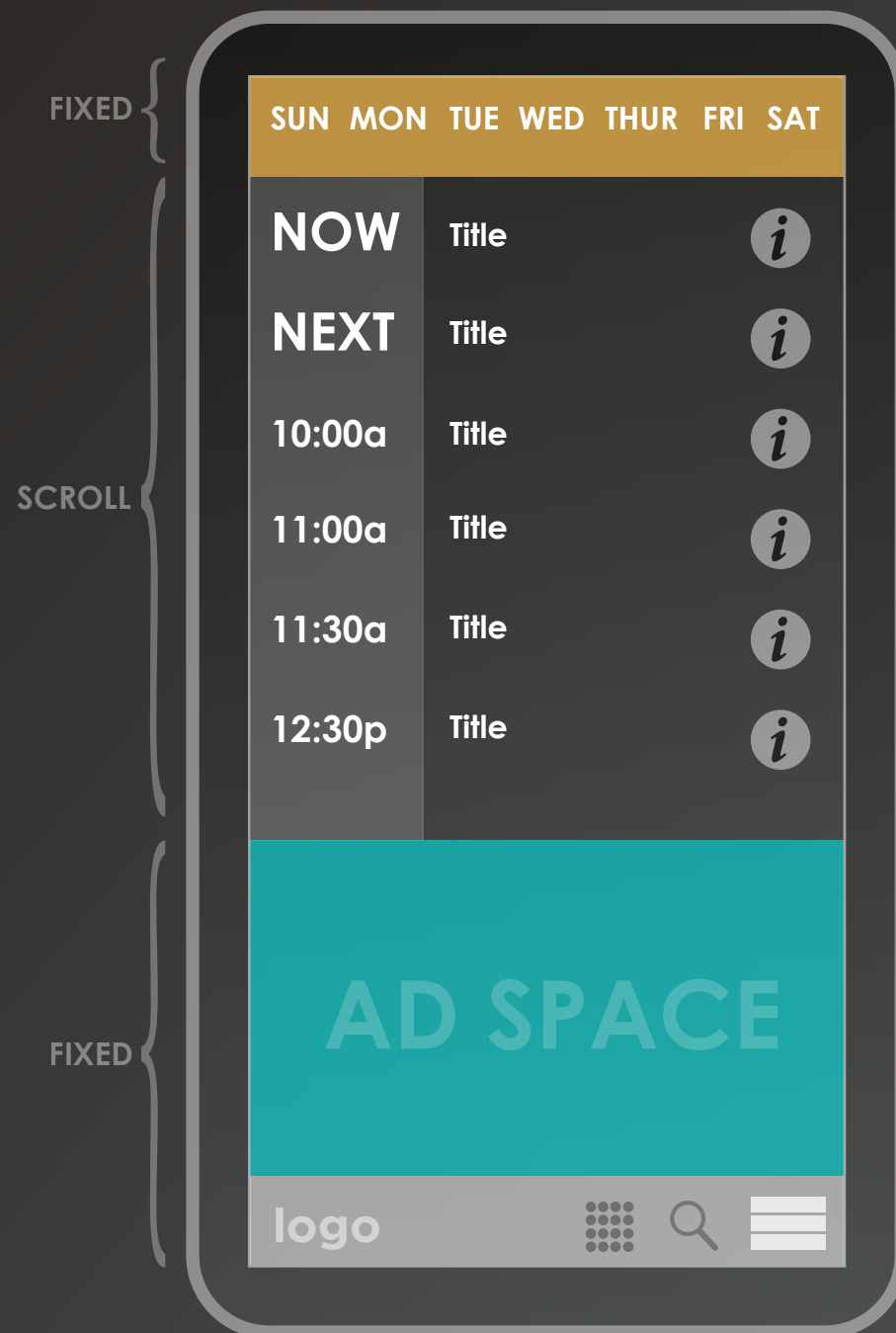
except schedule

There will be a few exceptions that will use there own page design. The main exception will be the Schedule page.
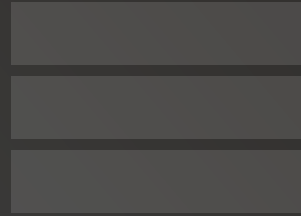
As the Most viewed page on INSP.com, the schedule page needs to be intuitive and informative; not only letting people see what is on INSP, but also making them want to explore INSP.com more.

The top 3/4 of the page will be dedicated to the schedule. Highlighting what is on Now and what is on Next. Users can choose the day of the week at the top and scroll through the schedule below.

The info button will be moved to the left side of the page for better access on mobile devices.

The bottom 1/4 of the page will be dedicated to an in-house ad. This will be fixed at the bottom of the screen. Since this is the most viewed page on the site, this is the perfect place to advertise a new show, special, or sweepstakes.

SUN	MON	TUE	WED	THUR	FRI	SAT

NOW	Title	*i*
NEXT	Title	*i*
10:00a	Title	*i*
11:00a	Title	*i*
11:30a	Title	*i*
12:30p	Title	*i*

AD SPACE

logo

mainmenu

Since more than 80% of INSP.com users come from mobile devices, we need to start thinking about mobile practices.

One common practice on many mobile apps is the placement of the main menu bar at the bottom of the screen. This is done for easy access when holding the phone.

Another common practice is simplicity. The mobile menu will focus on Social, Schedule, and a duel purpose Search. And of course, the main menu will be accessible through a hamburger menu.

The menu will be fixed in place, so even as users scroll, they will always have access to the menu.

When the hamburger menu is clicked, the Main menu will popup (full screen). The menu will include featured menus at the top (Play Games, Watch Movies, etc) with the standard menus below. The On Now feature can also appear within the menu.

Below, there will be the option for ad placement. This ad will be fixed at the bottom of the menu.
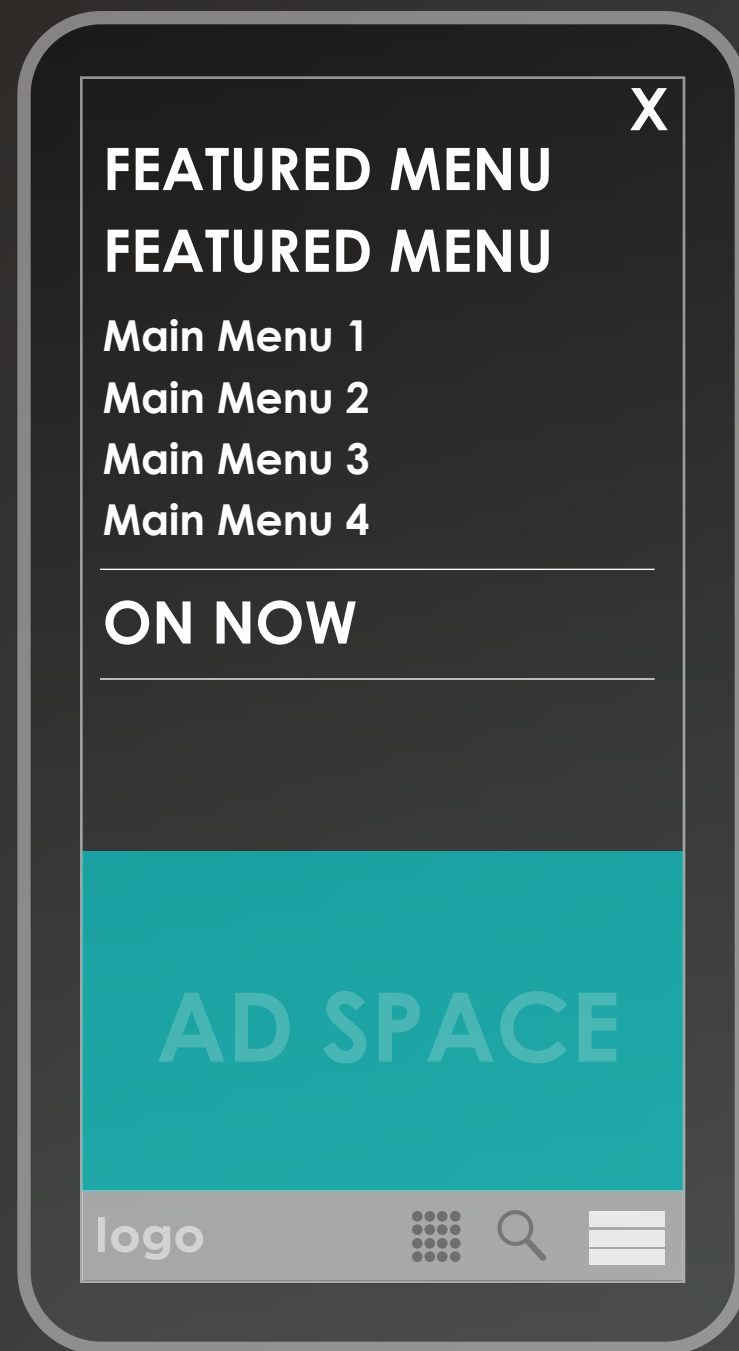
combinedmenu

Instead of having several different popup menus, one for the main site and one for the shows section, we will combine the menus into one.

On regular site pages, the main menu will contain the standard menu items, but on a section of the site that requires it's own menu, the main menu will be pushed down and the Section Menu will appear above it.

This simplifies the navigation and puts everything the user needs in one menu, instead of having to look in multiple places.

SHOW TITLE
Air Time

Menu 1
Menu 2
Menu 3
Menu 4

Main Menu 1
Main Menu 2
Main Menu 3
Main Menu 4

X

logo

FIXED {

searchpopup

A Magnifying glass on a website tends to mean "Search" or "Find", which can mean two different things on INSP.com. Search the site, or Find their channel.

The mobile menu Search Popup will give users the opportunity to Search for THEIR INSP channel, as well as Search INSP.com.

This popup will also have the option to once again, get new shows, specials, or promotions in front of users.

Since this area only focuses on two input areas, utilize the remaining space to get information in front of users about new content on the site or network.