

Client Project

Client: Diageo

Project: House of Johnnie Walker

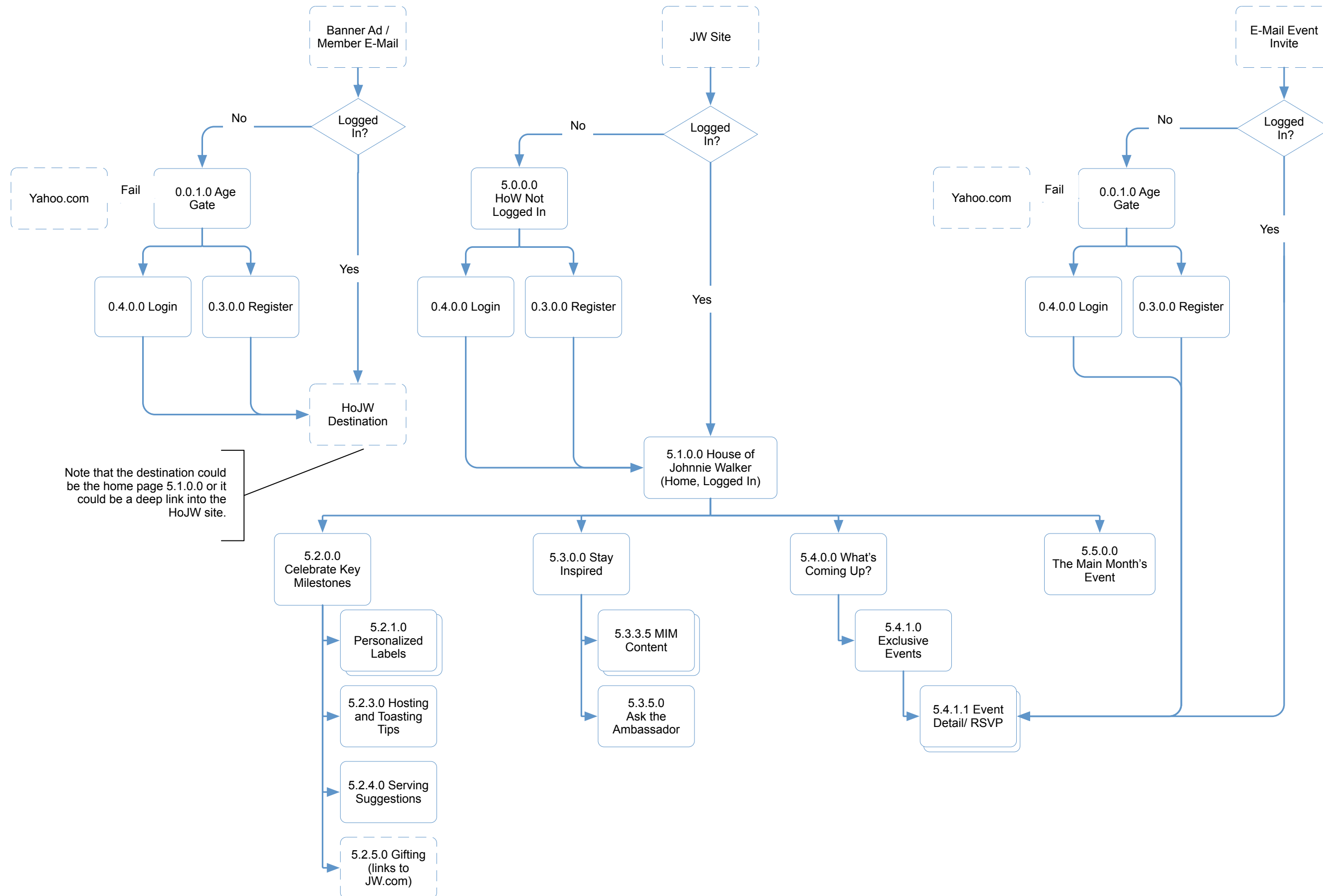
Creator: Chris Nordling
Edited by: Chris Nordling

Date Created: {<200>} Last Modified: {<200>}

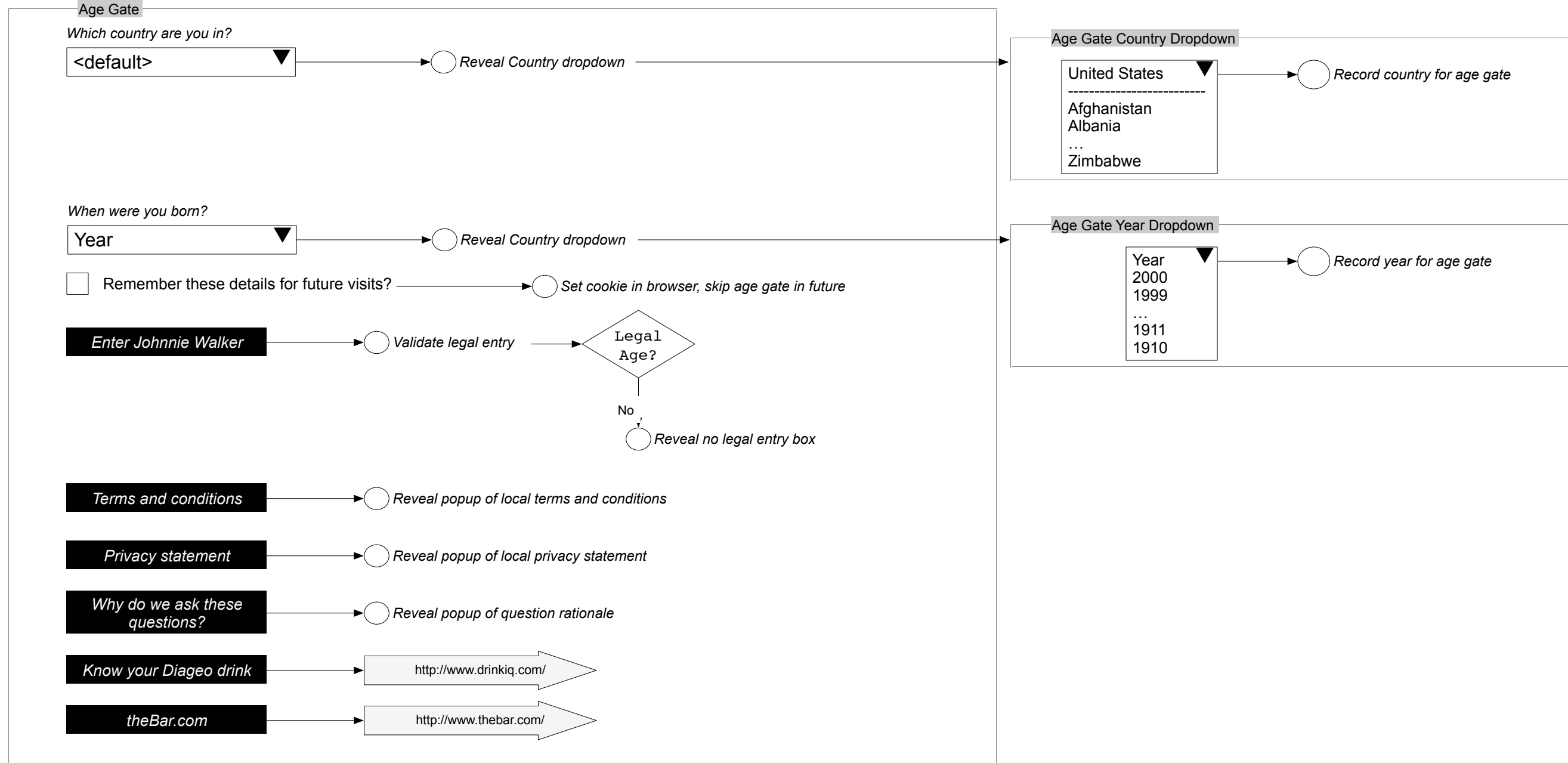
Summary

This document includes:

- Sitemap
- Wireframes







 Search

- Home
- Labels & Heritage
- Keep Walking
- Pinnacle Events
- Johnnie Walker Racing
- House of Walker

Registration

The Johnnie Walker® House of Walker is a group of individuals who share an appreciation for Johnnie Walker and in turn enjoy special access to unique offers and opportunities. Tell us about yourself so we can provide you with the most rewarding offers and benefits that we know will be of interest to you.

All fields are required unless specified otherwise.

Membership Information

Email Address We will never share your email address without your permission. [Privacy policy](#)

Password Your password must be at least 6 characters long.

Confirm Password Please enter your password again to be sure we got it right.

Personal Information

Salutation

First Name

Last Name

Gender Male Female

Date of Birth

Home Address line 1

Home Address line 2

Town/City

State

Country

Zip Code

Mobile Number (Optional)

We use your name and address to let you know about local events and offers when they're exclusive to your area.

Value is set to default birth date based on age gate

Explanatory text appears when user enters focus on input field

List values and label change according to country selected

Field entry requirements and label change according to country selected

Field values are checked on client side where possible to pre-empt user error before clicking "submit"

Value is set to default country based on age gate

Communication Preferences

The Johnnie Walker® House of Walker provides special access by email, but sometimes we like to share rewarding offers and benefits are sent through the mail.

How do you prefer to hear about Johnnie Walker and Diageo's other great alcohol brands?

email only

both email and post

You can change this preference at any time after you join.

Would you like to receive mobile notifications?

Yes

No, thanks

About Yourself

Please select the one statement that best reflects your relationship with the Johnnie Walker brand.

It is the only brand that I drink.

It is almost always the first brand I consider, but I also drink others.

It is one of my favorites, along with others.

It is a brand I drink, but there are others I would consider before this one.

It is not a brand I tend to drink, but every now and again I might have one.

I have never tried this brand, but I would like to.

I have heard of this brand, but it's not one that I know much about.

I have never heard of this brand.

I have never tried this brand nor would I like to.

I have tried this brand, but I would not drink it again.

How many whisky drinks have you had in the last four weeks (including Johnnie Walker)?

Of the whisky drinks you have've had in the last four weeks, how many were:



What other drinks do you regularly enjoy?

- Gin
- Wine
- Rum
- Beer
- Vodka
- Tequila
- Brandy/Cognac
- Liqueurs
- Bourbon/American Whiskey
- Irish Whiskey
- Scotch Whisky
- None

Local market golden question

Selection mechanism may differ based on local market question.

I agree to be notified via email about products and services that may be of interest. [Privacy Policy](#)

[Cancel](#)

[Terms & Conditions](#) | [Privacy Statement](#) | [Diageo](#) | [DRINKIQ.com](#)

[Change Country](#)

JOHNNIE WALKER®, RED LABEL, BLACK LABEL, GREEN LABEL, GOLD LABEL, BLUE LABEL and the KEEP WALKING words, the striding figure device and associated logos are trademarks. © Johnnie Walker & Sons 2008.

Membership Information

Email Address → Record email address for database

Password → Record password for database

Password Confirm → Record password confirmation for database

Personal Information

Title ▼ → Reveal Title Dropdown

First Name → Record first name for database

Last Name → Record last name for database

Female
 Male → Record gender for database

Month ▼ → Reveal standard Month Dropdown → Record DOB month for database

Day ▼ → Reveal standard Day Dropdown → Record DOB day for database

Year ▼ → Reveal Year Dropdown

Home Address → Record home address (line 1) for database

Home Address (optional) → Record home address (line 2) for database

City → Record city for database

State → Reveal State Dropdown

Country → Reveal Country Dropdown

Zip Code → Record zip for database

Mobile Phone → Record mobile phone for database

Title Dropdown

Please Select → Record none for database

Dr. → Record Dr. for database

Mr. → Record Mr. for database

Mrs. → Record Mrs. for database

Ms. → Record Ms. for database

Other → Record Other for database

Prof. → Record Prof. for database

Year Dropdown

Year ▼ → Record DOB year for database

2000
1999
...
1911
1910

State Dropdown

All US States → Record state for database

Country Dropdown

All countries → Record country for database

Communication Preferences

E-mail
 Both E-mail and Postal Mail → Record contact preferences for database

Would you like to receive mobile notifications?

Yes
 No, thanks → Record contact preferences for database

About Yourself

Please select the one statement that best reflects your relationship with the Johnnie Walker brand.

- It is the only brand that I drink
- It is almost always the first brand I consider, but I also drink others
- It is one of my favorites, along with others
- It is a brand I drink, but there are others I would consider before this one
- It is not a brand I tend to drink, but every now and again I might have one
- I have never tried this brand, but I would like to
- I have heard of this brand, but it's not one that I know much about
- I have never heard of this brand
- I have never tried this brand nor would I like to
- I have tried this brand, but I would not drink it again

Record JW relationship in database

How many whisky drinks have you had in the last four weeks (including Johnnie Walker)?

Select range ▼

Reveal range dropdown

Select Range ▼
0
1-3
4-6
7-9
10-15
16-36

Record number of drinks

Record 1-3 in number of drinks

Of the whisky drinks you have've had in the last four weeks, how many were:

Black Label ▼

Reveal range dropdown

Red Label ▼

Reveal range dropdown

Gold Label ▼

Reveal range dropdown

Green Label ▼

Reveal range dropdown

Blue Label ▼

Reveal range dropdown

<Label> ▼
0
1-3
4-6
7-9
10-15
16-36

Record number of Black Label drinks

Record number of Red Label drinks

Record number of Gold Label drinks

Record number of Green Label drinks

Record number of Blue Label drinks

Each label has its own identical range dropdown, which is represented here as one dropdown.

What other drinks do you regularly enjoy?

- Gin
- Wine
- Rum
- Beer
- Vodka
- Tequila
- Brandy/Cognac
- Liqueurs
- Bourbon/American Whiskey
- Irish Whiskey
- Scotch Whisky
- None

Record other drinks preference in database

Selection mechanism may differ based on local market question.

Local market golden question

Select answer ▼

Record local market golden question in database

I agree to be notified via email about products and services that may be of interest. [Privacy Policy](#)

Record e-mail preferences in database

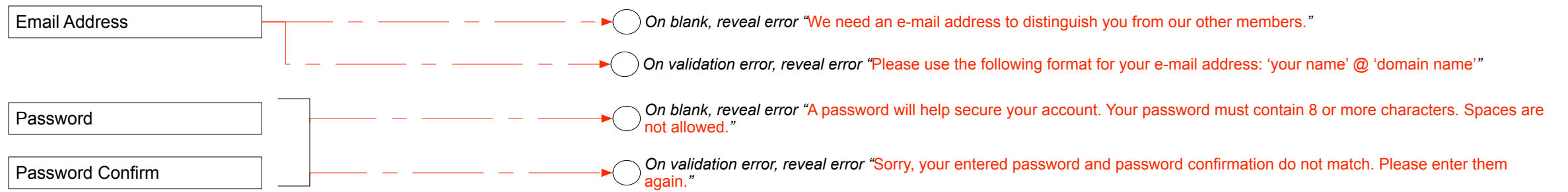
Submit

Submit registration for validation. Validation is performed on all fields and all errors are returned for all invalid entries above the respective form element label.

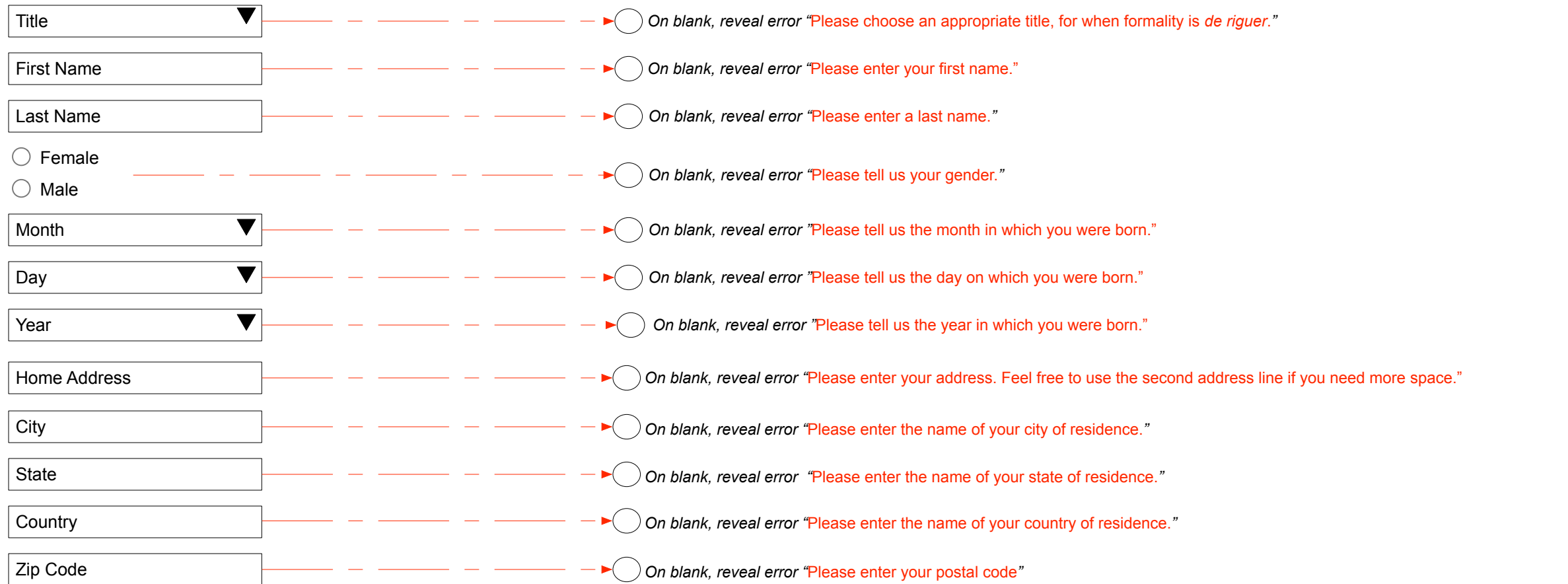
Cancel

Return registration form to initial blank state.

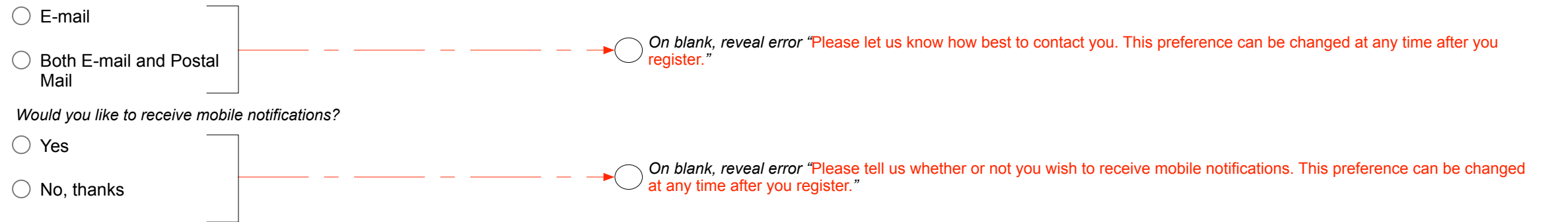
Membership Information Error



Personal Information Errors



Communication Preferences Errors



About Yourself Errors

Please select the one statement that best reflects your relationship with the Johnnie Walker brand.

- It is the only brand that I drink
- ...
- I have tried this brand, but I would not drink it again

On blank, reveal error "This will help us to send you information that we think will interest you, so just choose the line that best reflects your relationship with the Johnnie Walker brand."

How many whisky drinks have you had in the last four weeks (including Johnnie Walker)?

On blank, reveal error "We're not judging, just let us know how many rounds of whisky you've had in the last four weeks."

Of the whisky drinks you have've had in the last four weeks, how many were:

On blank, reveal error "Please let us know how many rounds of Black Label you've had. If none, choose 0."

On blank, reveal error "Please let us know how many rounds of Red Label you've had. If none, choose 0."

On blank, reveal error "Please let us know how many rounds of Gold Label you've had. If none, choose 0."

On blank, reveal error "Please let us know how many rounds of Green Label you've had. If none, choose 0."

On blank, reveal error "Please let us know how many rounds of Blue Label you've had. If none, choose 0."

What other drinks do you regularly enjoy?

- Gin
- ...
- Scotch Whisky

On blank, reveal error "Choose one or more of the following drinks. If you only drink Johnnie Walker, choose None."

Local market golden question(s)

On blank, reveal error "Please answer Golden Question 1"

On blank, reveal error "Please answer Golden Question 2"

- I agree to be notified via email about products and services that may be of interest. [Privacy Policy](#)

On blank, reveal error "Yes, lawyers drink Johnnie Walker. They also require that you click this checkbox to complete your registration. Your information will only be used in accordance with our [privacy policy](#)."

 Search

Home

Labels & Heritage

Keep Walking

Pinnacle Events

Johnnie Walker Racing

House of Walker

[House of Walker info]

Remember me
Not recommended if this is a shared computer

Password Reminder

When Forgot password? Is clicked the Password Reminder area is expanded.

If you have forgotten your password, tell us your email address and we'll send you a reminder.

Email Address



HOME

OUR LABELS & HERITAGE

STRIDING MAN SOCIETY

MARK THE OCCASION

INSIDE WORD

WHAT'S HAPPENING

SEE WHAT'S HAPPENING

As a Striding Man Society member, you enjoy a range of exclusive privileges. Here's your home for all the latest happenings in the world of Johnnie Walker

IMAGE

THE HOUSE OF JOHNNIE WALKER EXPERIENCE

An opportunity for members to explore the incredible history of Johnnie Walker like never before, guided by a Master of Whisky.

TAKE A LOOK

UPCOMING JOHNNIE WALKER EVENTS

EVENT NAME MM/DD/YYYY
LOCATION
Event Description lorem ipsum dolor sit amet conseteuter, dolor ipsum.

EVENT NAME MM/DD/YYYY
LOCATION
Event Description lorem ipsum dolor sit amet conseteuter, dolor ipsum.

EVENT NAME MM/DD/YYYY
LOCATION
Event Description lorem ipsum dolor sit amet conseteuter, dolor ipsum.

SEE ALL UPCOMING EVENTS

KEEP WALKING ON FACEBOOK

Become a fan of Johnnie Walker on facebook for access to our Master of Whisky, local event info, and the chance to talk Scotch with fans like yourself.

CONNECT NOW

Link Farm and Footer

Page Title:

5.4.0.0 What's Happening

How to Get Here:

· User has clicked on What's Happening in the second row nav.

Contents:

SEE WHAT'S HAPPENING –gives a description of the action as the time based listing of events/happenings for JW
HoJW Experience Short description of the JW Experience, links to <http://www.johnniewalker.com/HouseofJohnnieWalkerExperience/>
KEEP WALKING ON FACEBOOK - Description of the JW Facebook fan widget, links to http://www.facebook.com/JohnnieWalkerUS?v=app_4949752878

Functionality:

UPCOMING JOHNNIE WALKER EVENTS –This list is made up of all upcoming JW events, listed in chronological order, soonest first. Each event is made up of database items for the event name, the time, the location and description.
If there are more events than can fit in this space, the space expands downward, moving the link farm and footer down.

Buttons & Links:

TAKE A LOOK button links to <http://www.johnniewalker.com/HouseofJohnnieWalkerExperience/> in this window
CONNECT NOW button links to http://www.facebook.com/JohnnieWalkerUS?v=app_4949752878 in a new window
EVENT NAME and **EVENT BOX** links to the specific event in this window, using 5.4.1.1 Event Detail/Register as the template.
SEE ALL UPCOMING EVENTS is a button that links to 5.4.1.0 Exclusive Events in this window.

Note Primary Nav, Link Farm and Footer are detailed elsewhere.



HOME

OUR LABELS & HERITAGE

STRIDING MAN SOCIETY

MARK THE OCCASION

INSIDE WORD

WHAT'S HAPPENING

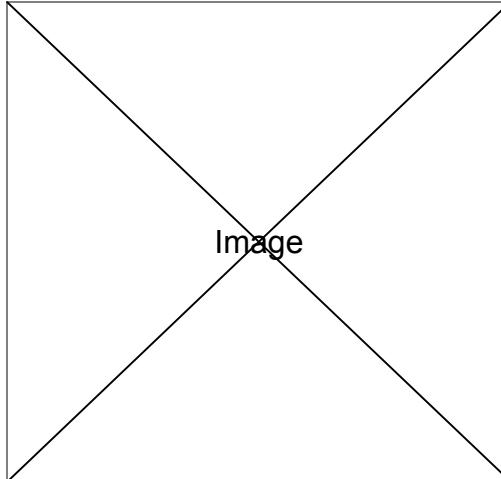
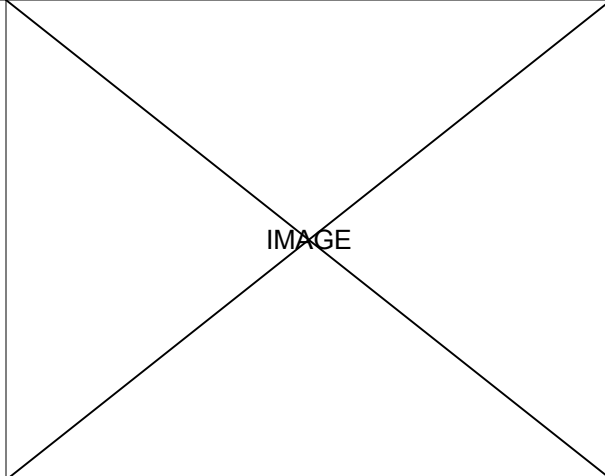
PRIORITY EVENT LOCATION

MM/DD/YYYY
X:00, X:00 & X:00

Description of event Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tellus nulla, laoreet a congue sagittis, commodo at mi. Nunc aliquam vehicula laoreet. Maecenas ut lectus sem, sit amet aliquam neque.

INVITE FRIENDS

REGISTER FOR EVENT



NORMAL EVENT
LOCATION

MM/DD/YYYY
X:00, X:00 and X:00

INVITE FRIENDS

REGISTER FOR EVENT

Description of event Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tellus nulla, laoreet a congue sagittis, commodo at mi. Nunc aliquam vehicula laoreet. Maecenas ut lectus sem, sit amet aliquam neque.

NORMAL EVENT
LOCATION

MM/DD/YYYY
X:00, X:00 and X:00

INVITE FRIENDS

REGISTER FOR EVENT

Description of event Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tellus nulla, laoreet a congue sagittis, commodo at mi. Nunc aliquam vehicula laoreet. Maecenas ut lectus sem, sit amet aliquam neque.

NORMAL EVENT
LOCATION

MM/DD/YYYY
X:00, X:00 and X:00

INVITE FRIENDS

REGISTER FOR EVENT

Description of event Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tellus nulla, laoreet a congue sagittis, commodo at mi. Nunc aliquam vehicula laoreet. Maecenas ut lectus sem, sit amet aliquam neque.

NORMAL EVENT
LOCATION

MM/DD/YYYY
X:00, X:00 and X:00

INVITE FRIENDS

REGISTER FOR EVENT

Link Farm and Footer

Page Title:

5.4.1.0 Exclusive Events

How to Get Here:

· User has clicked on What's Happening in the second row nav.

Contents:

Priority Event –If an event is marked as the priority, it is presented at the top of the page. This box includes event title, time, slots, location and description as well as an image. If no upcoming event is marked as a priority, the next event in the calendar is given the priority spot.

Events –Events are presented in reverse order on the right side of the page. All events are put into a single page, expanding downward as needed.

Events – Each event includes event title, time, slots, location and description as well affordances for registering and inviting friends.

Functionality:

Events –Events are presented in reverse order on the right side of the page. All events are put into a single page, expanding downward as needed.

Buttons & Links:

Invite Friends - button links to 5.4.1.2 Event Detail / Invite Friends if user is registered for event. If not, user is shown 5.4.1.1.1 Must Register to Invite Overlay and is redirected to 5.4.1.1 Event Detail/Register

Register for Event - button links to 5.4.1.1 Event Detail/Register.

Location– link – begins a Goggle Map search for event location, presents results in a new window.



HOME

OUR LABELS & HERITAGE

STRIDING MAN SOCIETY

MARK THE OCCASION

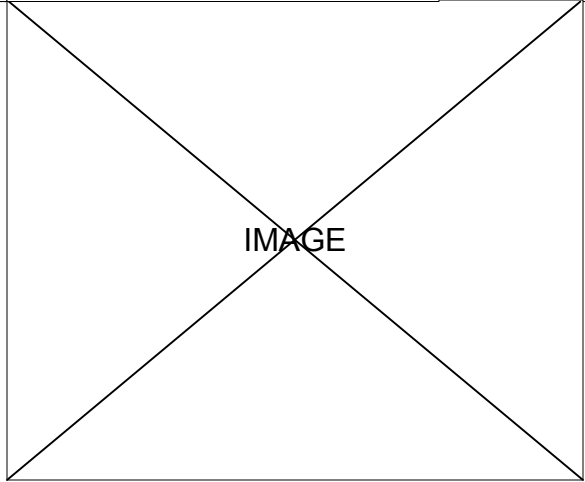
INSIDE WORD

WHAT'S HAPPENING

EVENT TITLE
LOCATION

MM/DD/YYYY
X:00, X:00 & X:00

Description of event Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tellus nulla, laoreet a congue sagittis, commodo at mi. Nunc aliquam vehicula laoreet. Maecenas ut lectus sem, sit amet aliquam neque.



Registration

You are registering for {Event Title} at {Location} as {Logged in Name}.

Please from the available time slots:

- X:00 {{##} Available Slots / SOLD OUT}
- X:00 {{##} Available Slots / SOLD OUT}
- X:00 {{##} Available Slots / SOLD OUT}

You can also invite up to 3 friends:

First Invitee Name

Invitee E-mail Address

Second Invitee Name

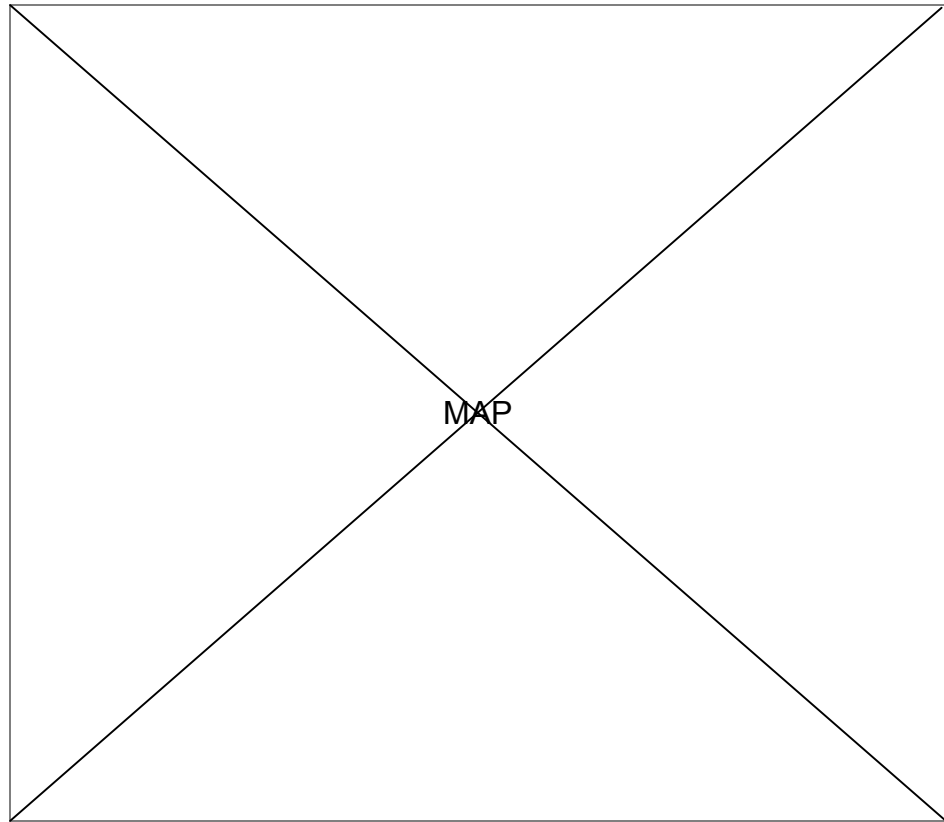
Invitee E-mail Address

Third Invitee Name

Invitee E-mail Address

Please note that your invitees must register with the Striding Man Society and confirm their attendance in order to secure their place at this event.

CONFIRM REGISTRATION



Page Title:

5.4.1.1 Event Detail / Register

How to Get Here:

· User has clicked on Register for an event listed on 5.4.1.0

Comments:

· The page consists of all details for a specific event

Event Title **Event Date** (or range of dates)

Event Location **Event Slots** (Time or Date/Time)

Event Description **Event Registration Form**

Functionality:

· The page consists of all details for a specific event

Event Details –all event details are gathered from the database

Time Slots– as close to real time data as possible is gathered for the time slots, and the number of available admissions for that time slot is presented next to the radio button. If a time slot is sold out, the slot is listed as SOLD OUT and the radio button is removed for that slot.

Invites– the invites number up to 3 but not be more than the available number of admissions remaining for the chosen slot.

Map– the map is a google map showing the location of the proposed event.

Buttons & Links:

Event Details –all event details are gathered from the database



EVENT TITLE
LOCATION

MM/DD-MM/DD YYYY
X:00, X:00 & X:00

Description of event Location
nulla, laoreet a congue
ut lectus sem, sit amet

IMAGE

You can only invite friends to an invite for which you have registered.
Please register for this event.

Close

Registration

You are registering for {Event Title} at {Location} as {Logged in Name}.

Please select from the available time slots:

- X:00 {{##}} Available Slots / SOLD OUT
- X:00 {{##}} Available Slots / SOLD OUT
- X:00 {{##}} Available Slots / SOLD OUT

You can also invite up to 3 friends:

First
Invitee Name

Invitee E-mail Address

Second
Invitee Name

Invitee E-mail Address

Third
Invitee Name

Invitee E-mail Address

Please note that your invitees must register with the Striding Man Society and confirm their attendance in order to secure their place at this event.

CONFIRM REGISTRATION

MAP

Page Title:

5.4.1.1.1 Must Register to Invite Overlay

How to Get Here:

- User has clicked on Register for an event listed on 5.4.1.0

Comments:

- The page consists of all details for a specific event
- Event Title** **Event Date** (or range of dates)
- Event Location** **Event Slots** (Time or Date/Time)
- Event Description** **Event Registration Form**

Functionality:

Buttons & Links:

Search



HOME

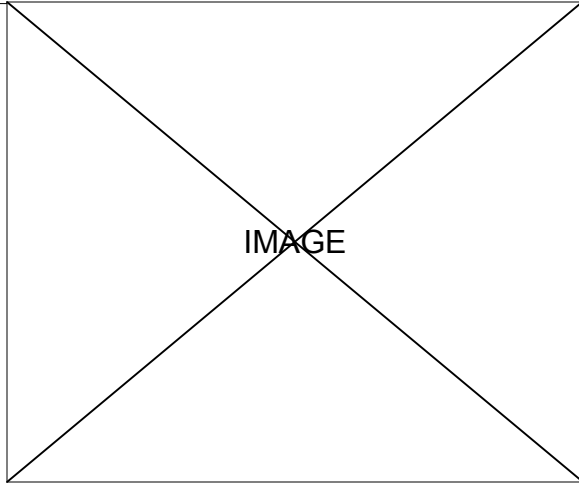
OUR LABELS & HERITAGE

STRIDING MAN SOCIETY

EVENT TITLE
LOCATION

MM/DD/YYYY
X:00, X:00 & X:00

Description of event Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tellus nulla, laoreet a congue sagittis, commodo at mi. Nunc aliquam vehicula laoreet. Maecenas ut lectus sem, sit amet aliquam neque.



Invite Your Friends

You can invite up to {invites remaining} friends to attend {Event Title} at {slot}

First
Invitee Name

Invitee E-mail Address

Second
Invitee Name

Invitee E-mail Address

Third
Invitee Name

Invitee E-mail Address

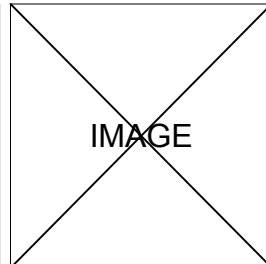
Please note that your invitees must register with the Striding Man Society and confirm their attendance in order to secure their place at this event.

Additional Note

Send Invites

EVENT TITLE
MM/DD/
YYYY
LOCATION
X:00

Description of event Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tellus nulla, laoreet a congue sagittis, commodo at mi. Nunc aliquam vehicula laoreet. Maecenas ut lectus sem, sit amet aliquam neque.



Page Title:

5.4.1.2 Event Detail / Invite Friends

How to Get Here:

· User has clicked on Invite Friends for an event listed on 5.4.1.0

Comments:

Functionality:

Buttons & Links: