

## Client Project

Client: Land Rover

Project: CPO National Rich Media Banner

Creator: Wunderman  
Edited by: Wunderman

Date Created: 6/9/2009  
Last Modified: 7/29/2009

## Summary

This document includes:

- Wireframes
- Navigational Flows

### 0.0 Home

Car images of search results based on user's IP flows in from right to left. Car model, year and color accompany corresponding images. User can refine search with the search filters in the top bar.

LAND-ROVER CERTIFIED PRE-OWNED VEHICLES N-X of Y ZIP MODEL YEAR MILEAGE Submit

ENTER ZIP ALL ALL ALL

Range Rover '07, 35,572 mi Range Rover Sport '06, 12,233 LR3 '07, 23,343

[See more models at landroverusa.com](#)

### 0.0 Home - Scroll Navigation

Movement of the mouse left and right of the largest image will cause vehicle carousel to move left or right respectively, adding vehicles and removing vehicles to keep the same number of vehicles on screen at all times.

LAND-ROVER CERTIFIED PRE-OWNED VEHICLES N-X of Y ZIP MODEL YEAR MILEAGE Submit

ENTER ZIP ALL ALL ALL

Range Rover '07, 32,123 mi Range Rover Sport '06, 12,233 LR3 '07, 23,343

[See more models at landroverusa.com](#)

**'Scroll left' strike box**  
When user's mouse is to the left of the largest image, the vehicle carousel will scroll left, introducing new cars from the left, and removing vehicles on the right. The further left the user mouse is, the faster the vehicle carousel will scroll left. If user is on first vehicle of found set, left scrolling is disabled.

**'Scroll right' strike box**  
When user's mouse is to the right of the largest vehicle image, the vehicle carousel will scroll right, introducing new cars from the right, and removing vehicles on the left. The further right the user mouse is, the faster the vehicle carousel will scroll right. If user is on last vehicle of found set, right scrolling is disabled.

### 1.0 Product Page

Clicking on a vehicle image reveals product page. Vehicle image is actual vehicle image from database or representative image if no photo found. Photo is anchored to the left as illustrated. User can scroll through search results within the overlay by clicking 'next vehicle' and 'previous' and corresponding car image and info will be updated.

LAND-ROVER VEHICLES N-X of Y ZIP MODEL YEAR MILEAGE Close

Actual car image or representative of model if actual image not available

**Range Rover '07: Silver**  
MILEAGE 35,572 Miles  
ENGINE 4.4 L V8 32V DOHC  
300 HP 315 LB-FT Torque  
BODY 5 DOOR SUV  
[More Details >](#)

**Retailer**  
Land Rover Paramus  
401S State RT 17  
Paramus, NJ 07652  
Phone: (201) 987-8900  
Fax: (201) 265-9150  
[Contact Dealer](#)

[See more models at landroverusa.com](#)

[previous](#) | [next vehicle](#)

### 1.1 Map

Uses Google Maps to display map of specific retailer location. Car image is active and brings user back to 1.0 Product Page.

LAND-ROVER VEHICLES N-X of Y ZIP MODEL YEAR MILEAGE Close

Land Rover Paramus

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