

Client Project

Client: Land Rover
Project: landrover.mobi

Creator: Wunderman
Edited by: Wunderman

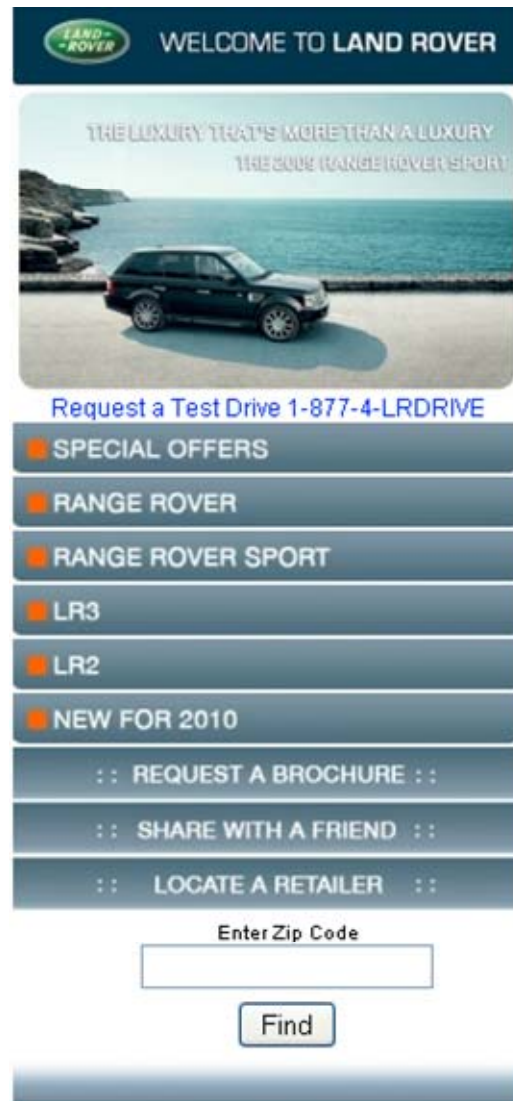
Date Created: 6/16/2009
Last Modified: 7/21/2009

Summary

This document includes:

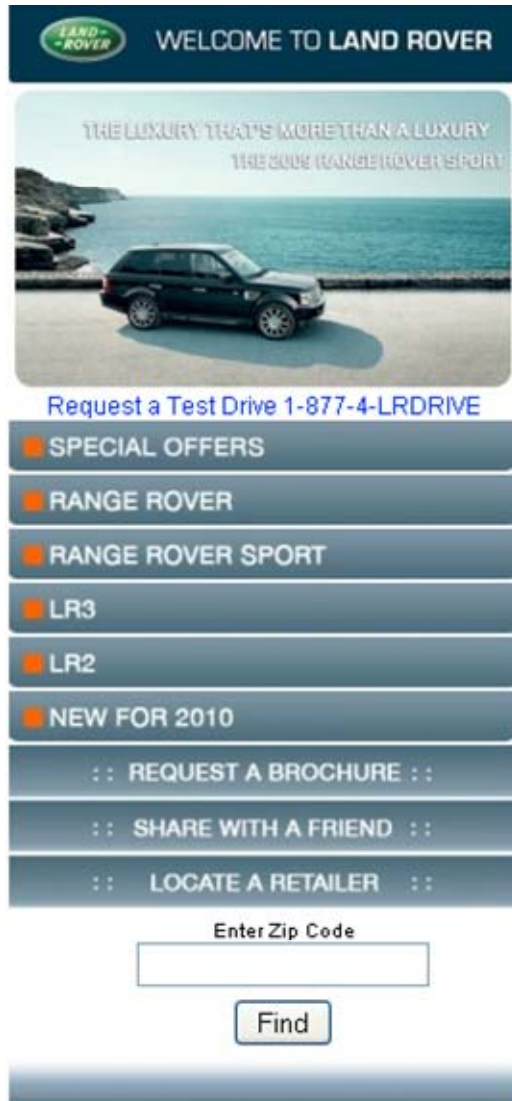
- Current Mobile screenshots
- Recommendations for optimization
- Wireframes of new screens


Block wireframes represent page contents only, and do not reflect layout or priority given to page elements.



Recommendations

- Sunset the current iPhone site in favor of a later redesign (**Complete**)
- Optimize WAP (not all bullet points may be in scope):
- Create webclip icon
- Redesign basic screen so “Home”, “Back” are always on screen
 - Move “Home” button to top of screen
 - Remove “Next” button since there are no serial sections where it is predictable enough for users.
 - Differentiate “Share” and “Request a Brochure” from navigation buttons
- Reduce download weight
 - Reduce image color depth
 - Convert buttons to same background with an overlay of styled text or remove background entirely
 - Use text for page titles instead of image
 - Change Special Offers to text rather than repurposed web image
 - Test videos to ensure they are being served up at optimum format/size/quality.
- Combine Gallery and Video sections.
- Change “Locate a Retailer” to a separate page
- Change label on 360 Viewer to color chooser
- Correct navigational inconsistencies



 Home	Welcome to Land Rover
[Image]	
Request a Test Drive 1-877-4LRDRIVE	
Range Rover >	
Range Rover Sport >	
LR4 >	
LR2 >	
New for 2010 >	
Special Offers	Request a Brochure
Locate a Retailer	Keep Me Informed
Share with a Friend	

Page Name(s):
Home

How To Get Here:

User has clicked on "Request a Test Drive" in a banner ad or on the Land Rover website.

Content:

The top text is a paragraph describing the test drive options and services and how the users information will be sent to the nearest dealer via his/her zip code.

Other content includes the description of form sections and labels for the various form fields.

Functionality:

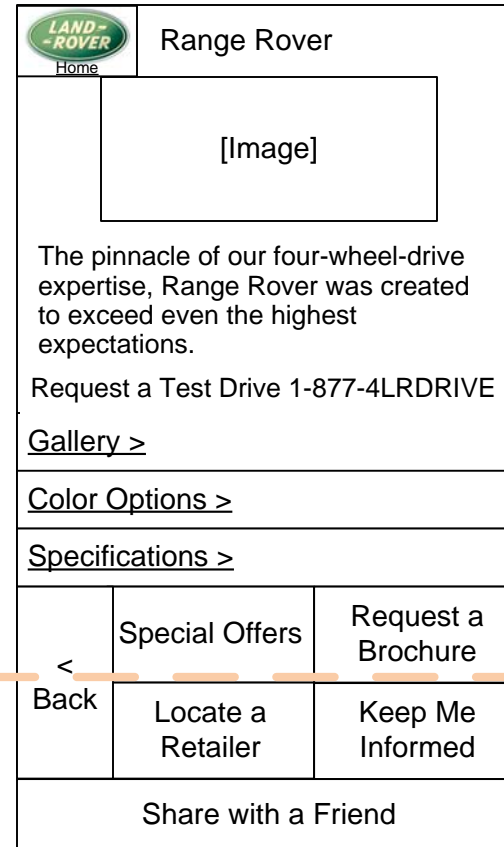
- On click of a day/time button (e.g. Tuesday: Morning) that button is changed graphically to show that it is chosen. On relick of a previously clicked button the button is restored to its 'unchosen' state.
- In the contact preferences section, the "I prefer..." checkboxes below the phone number and e-mail are checked on entry of any data in their respective form fields. User is able to uncheck these boxes at any time.

Changes from Previous Iteration:

- Button images are removed except Land Rover Logo. All other links are styled text.
- Land Rover Logo acts as home button.
- Model links are visually distinct from activity links
- Model links are made bigger on home screen
- Special Offers is grouped with the other activities
- "Keep Me Informed" (label TBD) allows users to send in e-mail to opt in to information about LR models.

Note:

- The red dotted line represents the bottom of a 3:4 screen.



Page Name(s):
Range Rover

How To Get Here:

User has clicked on "Range Rover" link from home screen

Content:

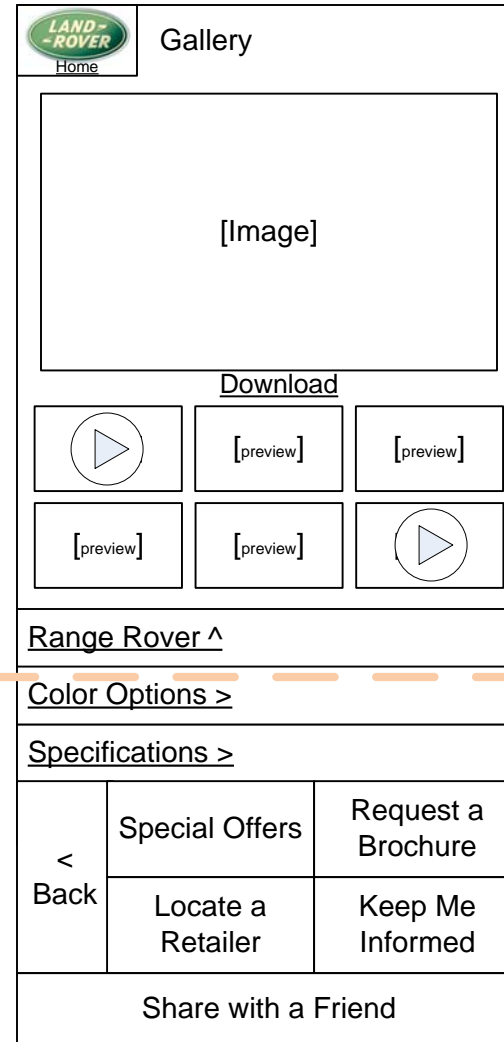
Model image, marketing text.
Set of sub-section buttons for this model (Gallery, Color Options, Videos, and Specifications)
Standard activity buttons
Back Button

Functionality:

- On click of each subsection for the model, user is taken to that subsection and a [model name] link is inserted
- Back takes user back to the Home screen

Changes from Previous Iteration:

- Button images are removed except Land Rover Logo. All other links are styled text.
- More of the content fits on one screen. (red dotted line represents a 3:4 screen)
- Redundant Locate a Retailer button is removed
- Land Rover logo functions as home button
- Locate a Retailer is in a separate page rather than off screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.



Page Name(s):
Gallery

How To Get Here:
User has clicked on "Gallery" link from model (Range Rover) page.

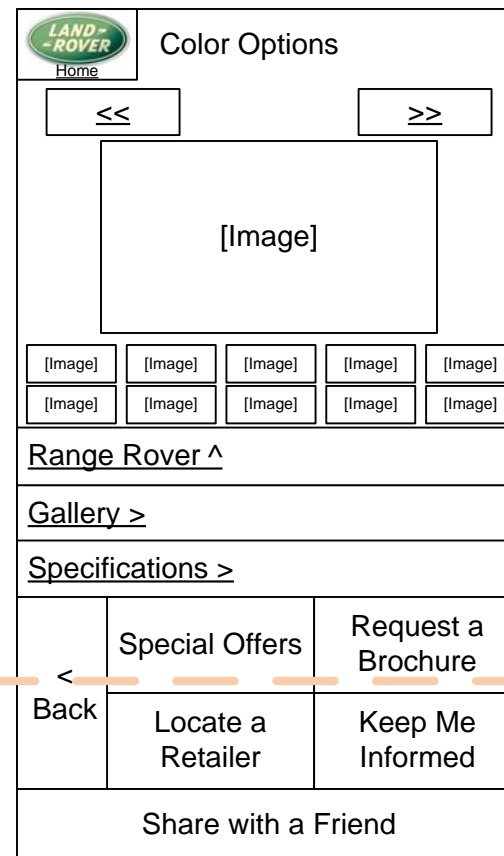
Content:
Current image.
Set of sub-section buttons for this model (Gallery, Color Options, Videos, and Specifications)
Standard activity buttons
Back Button

Functionality:

- On click of preview image, main image is replaced by the clicked on image or video.
- Download link initiates a download of the currently featured image.

Changes from Previous Iteration:

- Video section is folded into gallery. Videos are included in the image gallery with the same sort of preview plus a "Play" icon. Videos play in the same location as images are displayed.
- If technically feasible, the videos will download to handset via the download link. If that proves unworkable, then the download link will be removed for videos.
- Range Rover link and all other subsection links are retained on page.
- Navigational button images are removed except Land Rover Logo. All other links are styled text.
- More of the content fits on one screen. (red dotted line represents a 3:4 screen)
- Land Rover logo functions as home button
- Locate a Retailer is in a separate page rather than below screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.



Page Name(s):
Color Options

How To Get Here:

User has clicked on "Color Options" button in this model section.

Content:

Current image.
Arrows that function as "Next" and "Previous" in this selection of images (but are not labeled)
Color swatch buttons.
Set of sub-section buttons for this model (Gallery, Color Options, Videos, and Specifications)
Standard activity buttons
Back Button


Functionality:

- On click of arrows in gallery, image is replaced by the next or previous image in the section, respectively.
- Click on color swatch shows the image associated with that color swatch as main image.

Changes from Previous Iteration:

- Change in name of this section from 360 View to Color Options.
- Button images are removed except Land Rover Logo. All other links are styled text.
- Range Rover link and all other subsection links are retained on page.
- More of the content fits on one screen. (red dotted line represents a 3:4 screen)
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.



 Home <h2>Specifications</h2>		
Engine	4.4L V8 305bhp @5750rpm 4.4L V8 305bhp @5750rpm	
Audio	710watt/14 speaker harmon/kardon LOGIC7	
Safety	9 airbags (SRS- Supplimental Restraint System)	
Range Rover ^		
Gallery >		
Color Options >		
< Back	Special Offers	Request a Brochure
	Locate a Retailer	Keep Me Informed
Share with a Friend		

Page Name(s):
Specifications

How To Get Here:

User has clicked on "Specifications" button in this model section.

Content:

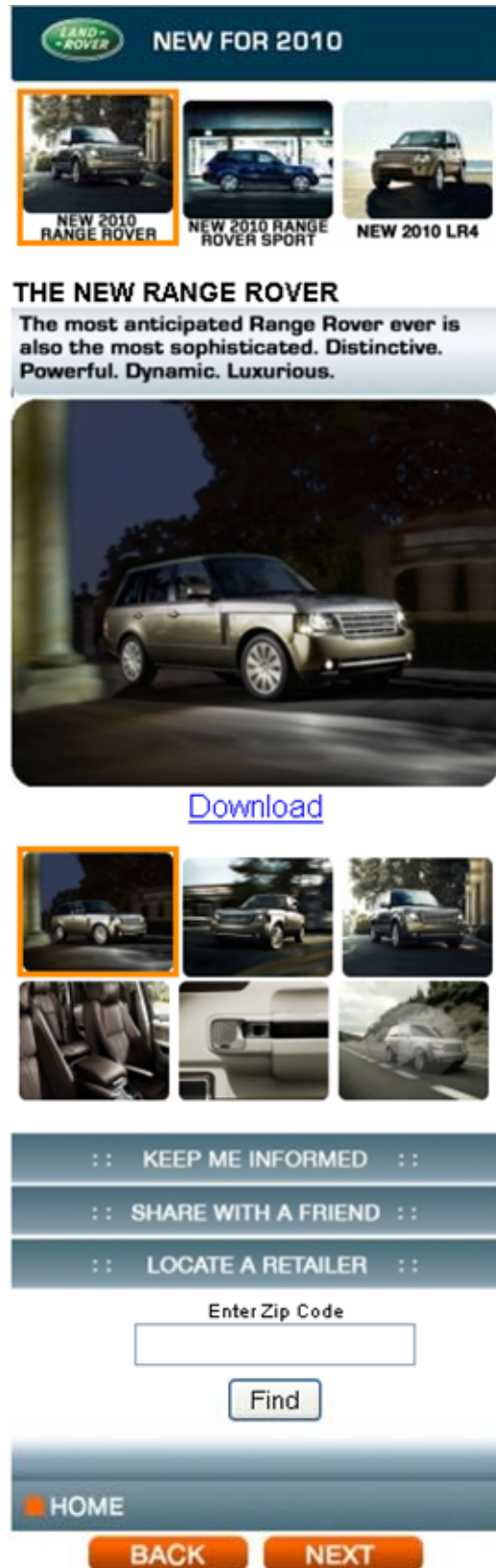
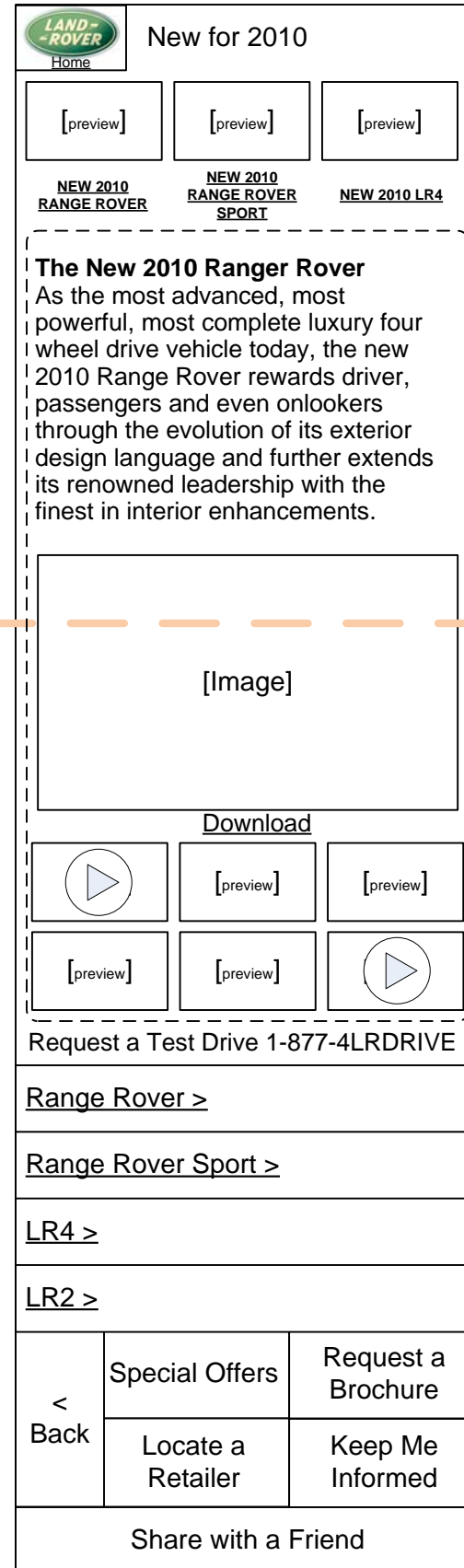
Specifications text.
Set of sub-section buttons for this model (Gallery, Color Options, Videos, and Specifications)
Standard activity buttons
Back Button

Functionality:

- None

Changes from Previous Iteration:

- Specification image is replaced by text of model specifications.
- Button images are removed except Land Rover Logo. All other links are styled text.
- Range Rover link and all other subsection links are retained on page.
- More of the content fits on one screen. (red dotted line represents a 3:4 screen)
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.

< Back	Special Offers	Request a Brochure
< Back	Locate a Retailer	Keep Me Informed
Share with a Friend		

Page Name(s):
New for 2010

How To Get Here:
User has clicked on "New for 2010" button.

Content:
Tabbed buttons that change text and image gallery
Text and image gallery
Standard model buttons
Back button
Activity buttons

Functionality:

- Thumbnails on top operate as tabbed interface, each one changing the text block and image gallery below it (denoted by dotted box outline)
- Thumbnails have 'active' state that shows which is currently chosen
- Each thumbnail in the gallery will operate as the Gallery thumbnails in the Gallery section (see page 5)
- Gallery can include images or video. Video will include a play button that plays the video

Changes from Previous Iteration:

- Navigational button images are removed except Land Rover Logo. All other links are styled text.
- Range Rover link and all other subsection links are retained on page.
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.
- Gallery and model info are combined into a single interactive section for new 2010 models.



Page Name(s):
Special Offers

How To Get Here:
User has clicked on "Special Offers" button.

Content:
Special Offers text links
Standard activity buttons
Back Button

Functionality:

- Links to each offer
- Back button goes to the screen user was on previously.

Changes from Previous Iteration:

- Button images are removed except Land Rover Logo. All other links are styled text.
- More of the content fits on one screen. (red dotted line represents a 3:4 screen)
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.

		2009 Lease Offer
2009 Range Rover Sport Lease for \$799 a Month		
[Image]		
<p>\$799 per month, \$1499 down, 36-Month lease* \$0 security deposit, excludes taxes, title, license and fees.</p> <p>Click for details of this offer.</p> <p>Request a Test Drive 1-877-4LRDRIVE</p>		
< Back	Special Offers	Request a Brochure
	Locate a Retailer	Keep Me Informed
Share with a Friend		

Page Name(s):
Special Offer

How To Get Here:
User has clicked on a "Special Offer" button.

Content:
Special Offer Headline and single line description
Hero image
Standard activity buttons
Back Button

Functionality:

- Back button goes to the Special Offers screen.

Changes from Previous Iteration:

- Details of offer is on separate page.
- Navigational button images are removed except Land Rover Logo. All other links are styled text.
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.

2009 Lease Offer

Home

2009 Range Rover Sport

Lease for \$799 a Month

\$799 per month, \$1499 down, 36-Month lease*
\$0 security deposit, excludes taxes, title, license and fees.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel nibh risus. Duis sed turpis in felis ultricies ullamcorper. Praesent sit amet nunc nibh, id ornare mauris. Nam eget lorem tellus, sit amet egestas nulla. Fusce vehicula, justo sed vehicula viverra, risus ante congue urna, sed hendrerit justo risus id libero. Curabitur ultrices eros in quam elementum pulvinar. Suspendisse rutrum adipiscing turpis, eget tempus erat varius at. Aenean dictum ipsum at dui tempor sed laoreet arcu semper. Donec ultrices nunc nec sapien pellentesque et dictum orci interdum. Vivamus odio urna, rhoncus sit amet placerat eu, porta et nisl. Nulla facilisi. Morbi lobortis pulvinar lorem nec tincidunt. Duis accumsan, nibh ullamcorper molestie sollicitudin, elit massa lobortis magna, a convallis felis felis ac eros. Cras ut ligula justo.

Duis interdum rhoncus lectus quis malesuada. Vivamus non libero erat, eget elementum mi. Integer consectetur viverra tellus, eget mollis neque egestas a. Pellentesque sit amet felis sed lectus laoreet suscipit. Donec sit amet nisl lectus, vel tincidunt elit. Suspendisse luctus sagittis nisi, at tempor enim volutpat vitae. Mauris lorem lectus, tincidunt et imperdiet pulvinar, hendrerit a nulla. Nulla eros mi, eleifend quis consequat quis, gravida vel enim. Duis imperdiet suscipit adipiscing. Proin venenatis feugiat sodales.

<	Special Offers	Request a Brochure
Back	Locate a Retailer	Keep Me Informed
Share with a Friend		

Page Name(s):
Special Offer Details

How To Get Here:
User has clicked on a "Click for details of this offer" link.

Content:
Special Offer Headline and single line description
Special Offer Subhead
Standard activity buttons
Back Button

Functionality:

- Back button goes to the Special Offer screen.

Changes from Previous Iteration:

- Details of offer is now text rather than an image.
- Navigational button images are removed except Land Rover Logo. All other links are styled text.
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.



To get the latest Land Rover brochure sent to you in the mail, simply provide us with the information below.
(*required field)

* Yes, I would like a brochure for: (you may select more than one)

- Range Rover
- Range Rover Sport
- LR3
- LR2
- Certified Pre-Owned

* First Name:

* Last Name:

* Address:

* City:

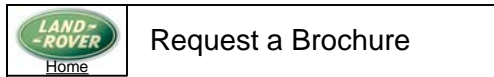
* State (e.g. AZ):

* ZIP:

In addition to my brochure, I would also like to receive updates, special offers, event and sponsorship information from Land Rover via e-mail.

Email

When are you planning to purchase your next vehicle?



To get the latest Land Rover brochure, simply provide us with the information below.
(*required field)

I would like a brochure for: (select all that apply)*

- Range Rover
- Range Rover Sport
- LR4
- LR2
- Certified Pre-Owned

First Name*

Last Name*

Address*

City*

State* ZIP*

In addition to my brochure, I would like to receive updates, special offers, event and sponsorship information from Land Rover via e-mail

E-Mail

When are you planning to purchase your next vehicle?

- 0-30 Days 7-12 Months
- 1-3 Months 1 Year +
- 4-6 Months

Page Name(s):
Request a Brochure

How To Get Here:
User has clicked on a "Request a Brochure" button.


Content:
Short instruction for form
Form.
Back button
Cancel link
Submit button

Functionality:


- Back button goes to screen previously seen by user.
- Cancel link blanks out the form
- Submit button submits data and user is taken to thank you page

Changes from Previous Iteration:

- Form text is slightly larger (11pt)
- Navigational button images are removed except Land Rover Logo. All other links are styled text.
- Land Rover logo functions as home button
- Cancel option added
- 'When you are planning...' changed to radio buttons to make more visible to user.

 WELCOME TO LAND ROVER

Thank you for your interest in Land Rover. We will mail your brochure shortly.

 HOME

 Home Request a Brochure

**Brochure Request received,
Thank You**

Request a Test Drive 1-877-4LRDRIVE

[Range Rover >](#)

[Range Rover Sport >](#)

[LR4 >](#)

[LR2 >](#)

[New for 2010 >](#)

< Back	Special Offers	Request a Brochure
	Locate a Retailer	Keep Me Informed

[Share with a Friend](#)

Page Name(s):

Thank You (Brochure)

How To Get Here:

User has submitted a brochure request.

Content:

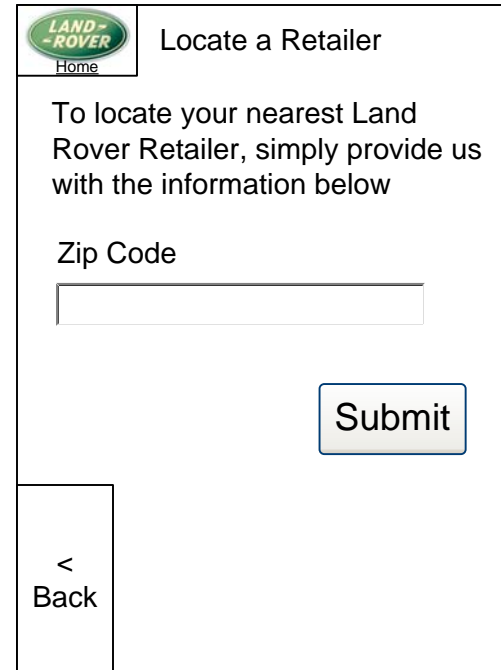
Thank You text
Model Links
Standard activity links
Back button.

Functionality:

- Back button goes to Request a Brochure.

Changes from Previous Iteration:

- Navigational button images are removed except Land Rover Logo. All other links are styled text.
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.



Page Name(s):
Locate a Retailer

How To Get Here:
User has clicked on the "Locate a Retailer" link.

Content:
Short instructions.
Form
Cancel link
Submit button
Back button

Functionality:

- Back button goes to page previously seen by user.
- Cancel link blanks form.
- Find button goes to Locate a Retailer (result)

Changes from Previous Iteration:

- Form text is slightly larger (11pt)
- Navigation images are replaced with styled text.
- Land Rover logo functions as home button

 WELCOME TO LAND ROVER

[Request a Test Drive 1-877-4-LRDRIVE](#)

Land Rover Chicago
1924 North Paulina Street
Chicago, IL 60622
sales@orloff.com
1-866-561-0012

Enter Zip Code

- SPECIAL OFFERS
- RANGE ROVER
- RANGE ROVER SPORT
- LR3
- LR2
- HOME

 Home **Locate a Retailer**

Land Rover Chicago
1924 North Paulina Street
Chicago, IL 60622
Sales@orloff.com

1-866-561-0012

Land Rover Hoffman Estates
1051 Higgins Road
Hoffman Estates IL 60195

1-847-252-7800

Land Rover Naperville
1559 West Ogden Avenue
Naperville IL 60540

1-630-300-5000

Zip Code

< Back	Special Offers	Request a Brochure
	Locate a Retailer	Keep Me Informed
Share with a Friend		

Page Name(s):
Locate a Retailer (result)

How To Get Here:
User has clicked on the submit button in Locate a Retailer


Content:
Nearest retailer name, address, phone number and e-mail address
Form
Cancel link
Submit button
Back button

Functionality:

- Back button goes to the Locate a Retailer page.
- Cancel link blanks form.
- Find button goes to Locate a Retailer (result)

Changes from Previous Iteration:

- Search now returns 3 nearest Land Rover dealers (in distance order, but since that can be technically challenging, order is not specified)
- Form text is slightly larger (11pt)
- Navigational button images are removed except Land Rover Logo. All other links are styled text.
- Land Rover logo functions as home button



Home

Keep Me Informed

You have chosen to receive information about Land Rover.

Rest assured, our Tread Lightly!® policy extends to your Inbox. Your information will not be shared and you will only receive the information you request.

Range Rover
 Range Rover Sport
 LR4
 LR2
 Certified Pre-Owned

First Name*

Last Name*

ZIP*

E-Mail*

In addition to my selected model, I would like to receive updates, special offers, event and sponsorship information from Land Rover via e-mail

[< Back](#) [Cancel](#)

Page Name(s):
Keep Me Informed

How To Get Here:
User has clicked on a "Keep Me Informed" button.

Content:
Short acknowledgement text
Form.
Back button
Cancel link
Submit button

Functionality:

- Depending on whether the user has come from a specific model page (or state of the New For 2010 page), a corresponding item in the list of models is selected AND the [model type] text is filled in with the appropriate model name. If user has clicked on the "Keep Me Informed" button in a non-model page (e.g. the home page) then the [model type] is changed to "Land Rover" and all checkboxes are left blank.
- Cancel link blanks out the form
- Submit button submits data and user is taken to results page

Changes from Previous Iteration:

- New Page
- Forward button is removed
- Land Rover logo functions as home button
- Cancel option added
- Added checkboxes so user can sign up for multiple channels
- **NOTE this is the appearance of the page when the 2010 models are available and integrated into the brochures. If developed before 2010 models, both 2009 models and 2010 models should be included as options and the checkboxes should be labeled with year prefix (i.e. 2009 Range Rover, 2010 Range Rover, 2009 LR3, 2010 LR4 etc.).**

 Home	Keep Me Informed	
Thank You, we'll keep you informed		
Request a Test Drive 1-877-4LRDRIVE		
Range Rover >		
Range Rover Sport >		
LR4 >		
LR2 >		
New for 2010 >		
< Back	Special Offers	Request a Brochure
	Locate a Retailer	Keep Me Informed
Share with a Friend		

Page Name(s):

Keep Me Informed (result)

How To Get Here:

User has submitted a 'Keep Me Informed' request.

Content:


Thank You text
Model Links
Standard activity links
Back button.

Functionality:

- Back button goes to Request a Brochure.

Changes from Previous Iteration:

- New page
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.

 WELCOME TO LAND ROVER


[Request a Test Drive 1-877-4-LRDRIVE](#)

To share the Land Rover mobile site, simply provide us with the information below.

Enter Friend's 10 Digit Phone Number (Ex. 5557779999)

Enter Your Name

- [SPECIAL OFFERS](#)
- [RANGE ROVER](#)
- [RANGE ROVER SPORT](#)
- [LR3](#)
- [LR2](#)
- [HOME](#)

 Home Share with a Friend

To share the Land Rover mobile site, simply provide us with the information below

Your Name

Your Friend's 10 Digit Phone Number

(ex. 5556667777)

Your message will be:

[Your Name] would like you to visit <http://landrover.mobi>

Page Name(s):
Share with a Friend

How To Get Here:
User has clicked on the "Share with a Friend" link.

Content:
Short instructions.
Form
Cancel link
Submit button
Back button

Functionality:

- Back button goes to page previously seen by user.
- Cancel link blanks form.

Changes from Previous Iteration:

- Form text is slightly larger (11pt)
- Preview of message being sent
- Land Rover logo functions as home button

 WELCOME TO LAND ROVER
[Request a Test Drive 1-877-4-LRDRIVE](#)

To share the Land Rover mobile site, simply provide us with the information below.

Thank you for telling your friend about Land Rover!

- [SPECIAL OFFERS](#)
- [RANGE ROVER](#)
- [RANGE ROVER SPORT](#)
- [LR3](#)
- [LR2](#)
- [NEW FOR 2010](#)
- [HOME](#)

 Home		
Locate a Retailer		
Message Sent, Thank You		
Request a Test Drive 1-877-4LRDRIVE		
Range Rover >		
Range Rover Sport >		
LR4 >		
LR2 >		
New for 2010 >		
< Back	Special Offers	Request a Brochure
	Locate a Retailer	Keep Me Informed
Share with a Friend		

Page Name(s):
Share with a Friend (result)

How To Get Here:
User has submitted a share with a friend request.

Content:
Thank You text
Model Links
Standard activity links
Back button.

Functionality:

- Back button goes to Share with a Friend.

Changes from Previous Iteration:

- Navigational button images are removed except Land Rover Logo. All other links are styled text.
- Land Rover logo functions as home button
- Locate a Retailer is in an separate function rather than below screen.
- Next button, which could be confusing since there is no obvious sequence to which 'Next' would apply, has been removed.