

SMARTSKIM

HOME PAGE WIREFRAME

LOGO	HEADER/NAVIGATION	
<div>WHO WE ARE / WHAT WE DO</div> <div>Brand image and headline - possibly rotates between a few brand images/messages.</div>		
HERO PRODUCT 1	HERO PRODUCT 2	HERO PRODUCT 3
<div>This section of the home page should highlihgt three different products with links to their specific product pages. They do not have to be shown with three products next to each other as with this wireframe - if there are other creative ideas about how to show this, that is fine.</div>		
<div>CLIENT LOGO TICKER</div> <div>This should show logos of the SmartSkim clients perpetually scrolling left to right</div>		
<div>ROI CALCULATOR</div> <div>This will be CTA (call-to-action) that links to an ROI Calculator allowing users to calculate savings from using the SmartSkim products.</div>		
<div>CASE STUDIES / TESTIMONIALS</div> <div>This section of the home page could link to one or two specific case studies</div>		
<div>REQUEST A QUOTE</div> <div>This CTA will link to a customer contact form</div>		
FOOTER		

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PRODUCT PAGE WIREFRAME

LOGO	HEADER/NAVIGATION	
TERTIARY NAVIGATION	<div>PRODUCT IMAGE</div> <div>Show main product image, with thumbnails underneath of additional product images</div> <div>HEADLINE</div>	
	<div>VIDEO PLAYER</div> <div>Should play in window or launch pop-up video player</div>	<div>CUSTOMER TESTIMONIAL</div>
	<div>PRODUCT DETAIL TABS</div> <div>OVERVIEW FEATURES & BENEFITS</div> <div>MODELS & SPECIFICATIONS DOWNLOADS</div>	
	<div>REQUEST A QUOTE</div>	
FOOTER		