

### **Engagement paths:**

Login page -> Home view -> [via search] Search Content view -> [leave Papaportal thru affiliate links]

Login page -> Home view -> Milestone view -> Task view -> Content view -> [leave Papaportal thru affiliate links]

Login page -> Home view -> News view -> Content view -> [leave Papaportal thru affiliate links]

The Home view shows the last view the user was on, either Content view or Milestone view

### **View descriptions:**

The general concept is a two-page design. The first page is the login page, the second page is the home page. Once at the home page, rather than navigating to and from different pages, the user will push and pull through different visual and functional layers of the hierarchy. In theory, this should add to the user experience by having a visual anchor of where they are (through layered pagination) as well as improving loading times since the new information should only be a delta in data load versus a brand new page load.

Login page: This is the landing page for [www.papaportal.com](http://www.papaportal.com) which is used for registered users to log in, and for new users to request a login. Using a “scrolling” down concept, visitors can also view our “About us,” “Our Mission,” and an explanation of our logo, all without having to login.

Home view “baseline”: This is the first view seen after a successful login and is common to all other views below. It shows the timeline off to the left, user specific data (such as gamification score of “Super Dad Score”), and the last view seen by the user from their last login, which will either be a content view or milestone/task view. It is possible for the user to collapse all items on the timeline such that only the timeline is seen. Clicking on the “today” milestone will bring up a specific view called “today” that is slightly different compared to the Milestone, Task, and Content views, and is described later.

Milestone view: This is the next layer of the hierarchy after a user clicks on a specific milestone. A brief description of the milestone along with all tasks associated with the milestone are shown. The task box should be a separable breakout box for future modifications.

Task view: This is the next layer of the hierarchy after a user clicks on a specific task. A brief description of the task as well as all relevant “content” to the task (stories, products) is shown in an abbreviated head’s up display (HUD) card view. HUD cards contain the title, ranking, and thumbnail photo of the “content”. Only the top, highest “ranked” contents are shown. While the example shows 4, it is up to the designer to figure out how many can be shown while still adhering to the minimalist concept.

Lower rankings can be seen by clicking on the “More” button at the bottom, which will cause the view to scroll (versus leaving the page) to show more content. Users can click on another Milestone to navigate

back up to the Milestone view but will now be looking at the new Milestone. The user will have the ability to filter/sort the views as desired.

Content view: This is the next layer of hierarchy after a user clicks on a specific HUD card from the task view. When the content is a story, the full length story (with photo) is displayed. When the content is a product, then product name, picture(s), description, pricing and availability as well as all product reviews are shown. When an affiliate “buy” link is clicked, a new window is opened to navigate to the affiliate site for product purchasing. Users can click on the originating Task to navigate back up to the Task view but will now be looking at the Task level with the HUD content. Users can also click on another Task to navigate back up to the Task view but will now be looking at the new Task with its associated HUD content. Finally, the user also has the ability to “rate” the content with the 5-star score rating as well as free-form entering of textual content.

Search Content view: This is the view that is seen after using the “search” dialog box at the top of all views. This is very similar to the Content view, except that instead of a task list, the searched-for phrase is shown. The user will have the ability to filter/sort the views as desired.

News view: This is a collection of abbreviated HUD cards that fall under some type of criteria (TBD – most popular or most recent). Clicking through any of the HUD cards brings the user to the appropriate Content view. The user will have the ability to filter/sort the views as desired.