

SeeSugar.com

Design

Overall Theme

The overall theme for the site including colors and graphics will follow the seasons as well as the largest attraction relevant to the season. The main site will be graphics intensive with animated slideshows and rich graphics and photos to coincide with information. The use of graphics and photos will be scaled back for the mobile and tablet devices navigating the site to ensure quick response while still maintaining the ability to access all the information.

Seasonal Themes

Winter – Snow, Skiing

Summer – Green Grass, Sunny Skies, Golf

Fall – Beautiful autumn colors, Leaves

Spring – Trees and flowers blooming, mountain views

Landing (Home) Page

Background – Seasonal Background Images and Textures

Header – The header will be divided into three sections

- Logo and message
- Local temperature and weather widget
- Login box/message

Main Content – Above the fold

- Slideshow / Events space – This is space for the first thing you want the site visitor to see. This will be large and should be relevant to overall theme. This space can be used to instill an emotion to the visitor and then entice the visitor with a great deal on accommodations and information on fun local events and activities.
- Main Navigation Bar – This vertical navigation bar will be styled theme relevant and link to main interior pages of the site.
- STAY, PLAY, EAT, SHOP – These links will give visitors quick access to what they are looking for. Each link will take them to an interior page dedicated to the relative category.

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Secondary Content – Below the Main Content

- Business Listing - Specific Retailer, Lodging, Restaurant, or Location listing. This will be the highest rated with the most reviews for each category. Getting a spot on the front page will encourage the local business owners to push their clients to the site and give a review on their service or establishment.
- Coupons – Businesses that list on the site will also have a the ability to add a coupon or special offering beside their listing as well as on their interior page.

Footer – The bottom of the page.

- Top 10 – This will list the top ten businesses in each category based on number of reviews and highest ranking. This again will encourage businesses to lead their clients to the site and sign up to give a review. A monthly or bi-monthly newsletter will be emailed to those how have an account with seesugar.com.

Map Page

Background – Seasonal Background Images and Textures

Header – The header will be divided into three sections

- Logo and message
- Local temperature and weather widget
- Login box/message

Main Content – Above the fold

- Map – Google map, with filtered results in custom container.
- Filters Panel – List of filters which shows or hides locations on map by category.
- Main Navigation Bar – This vertical navigation bar will be styled theme relevant and link to main interior pages of the site.

Secondary Content – Below the Main Content

- Secondary Navigation – These links will give visitors quick access to what they are looking for. Each link will take them to an interior page dedicated to the relative category.
- Business Listing - Specific Retailer, Lodging, Restaurant, or Location listing. This will be the highest rated with the most reviews for each category. This list of establishments will be based on the categories set in the filters panel.
- Coupons – Businesses that list on the site will also have a the ability to add a coupon or special offering beside their listing as well as on their interior page.

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Footer – The bottom of the page.

- Top 10 – This will list the top ten businesses in each category based on number of reviews and highest ranking. This again will encourage businesses to lead their clients to the site and sign up to give a review. A monthly or bi-monthly newsletter will be emailed to those how have an account with seesugar.com.

Individual Listing Page

Background – Seasonal Background Images and Textures

Header – The header will be divided into three sections

- Logo and message
- Local temperature and weather widget
- Login box/message

Main Content – Above the fold

- Slideshow – Slideshow for the category of the selected listing.
 - Main Navigation – These links will give visitors quick access to what they are looking for.
- Secondary Content – Below the Main Content

Secondary Content – Below the Main Content

- Calendar –Shows a calendar of current month, marking events.
- Selected Event Information – Information regarding the selected calendar Event or the next event to come by default.
- Event Listing – A list view of upcoming events.

Footer – The bottom of the page.

- Top 10 – This will list the top ten businesses in each category based on number of reviews and highest ranking. This again will encourage businesses to lead their clients to the site and sign up to give a review. A monthly or bi-monthly newsletter will be emailed to those how have an account with seesugar.com.

Events Page

Background – Seasonal Background Images and Textures

Header – The header will be divided into three sections

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- Logo and message
- Local temperature and weather widget
- Login box/message

Main Content – Above the fold

- Slideshow – Slideshow for the category of the selected listing.
 - Main Navigation – These links will give visitors quick access to what they are looking for.
- Secondary Content – Below the Main Content

Secondary Content – Below the Main Content

- Title – This is the title of the establishment.
- Rating – This is the familiar 5 star rating system. This will be based on the user ratings of the establishment.
- Information – A small paragraph introducing the establishment.
- Ad or Image – Establishments will have the option to add an advertisement or image to their page (up to three: 1 – 1100 x 220, 2 – 540 x 220, 3 – 360 x 220).
- Reviews – Individual reviews of the establishment.

Footer – The bottom of the page.

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Category Page

Background – Seasonal Background Images and Textures

Header – The header will be divided into three sections

- Logo and message
- Local temperature and weather widget
- Login box/message

Main Content – Above the fold

- Page Category Copy – Copy/Article regarding the category.
 - Main Navigation – These links will give visitors quick access to what they are looking for.
- Secondary Content – Below the Main Content

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Secondary Content – Below the Main Content

- List of articles in the category.

Footer – The bottom of the page.

- Top 10 – This will list the top ten businesses in each category based on number of reviews and highest ranking. This again will encourage businesses to lead their clients to the site and sign up to give a review. A monthly or bi-monthly newsletter will be emailed to those how have an account with seesugar.com.

Article Page

Background – Seasonal Background Images and Textures

Header – The header will be divided into three sections

- Logo and message
- Local temperature and weather widget
- Login box/message

Main Content – Above the fold

- Article Copy – Copy/Article regarding the category.
- Main Navigation – These links will give visitors quick access to what they are looking for.
Secondary Content – Below the Main Content

Footer – The bottom of the page.

- Top 10 – This will list the top ten businesses in each category based on number of reviews and highest ranking. This again will encourage businesses to lead their clients to the site and sign up to give a review. A monthly or bi-monthly newsletter will be emailed to those how have an account with seesugar.com.

Listing Page

Background – Seasonal Background Images and Textures

Header – The header will be divided into three sections

- Logo and message
- Local temperature and weather widget

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- Login box/message

Main Content – Above the fold

- Listing – List of returned articles.
- Main Navigation – These links will give visitors quick access to what they are looking for.

Secondary Content – Below the Main Content

Footer – The bottom of the page.

- Top 10 – This will list the top ten businesses in each category based on number of reviews and highest ranking. This again will encourage businesses to lead their clients to the site and sign up to give a review. A monthly or bi-monthly newsletter will be emailed to those how have an account with seesugar.com.