



Annotations

- 1 Top Global Navigation:** Originally I planned to include only the app logo, a hamburger menu and the search button but then I realized that the regular users will know that they need to log in first and may want to check their email right away, so I inserted those buttons as well. In this case, the mail button/envelope icon is greyed out because the user hasn't signed in. The social media icons are also included in the hamburger menu—guessing, they are not the first thing that the users will need to see.
- 2 The main Hero** image container will feature Artist of the Month and will be presented in either a photo gallery, a video or a combination of both. Artists will be randomly chosen from the users' list (active profiles), and as the name says, the artist will change every month. Bugs Bunny—Artist's name will be a direct link to the Profile page of the Artist.
- 3 How it Works** button will open to a new page that will explain in detail and step-by-step how this app works—very similar to the section further below under Quick Links but with helpful hints, examples and ideas.
- 4 Quick Links** section will serve as an informative group of shortcuts to the most important pages of the app—a reduced version of the How it Works page. Each shortcut will have a small icon to help users recognize the section. Both the icon and the heading will be active links to the specific pages.
- 5 Download CollArtApp** button will take users to a new page with options to download the app for both Mac and PC platforms and most common operating systems. Users don't have to download the app but may choose so if they prefer or need to work off-line.
- 6 Quick Preview:** sample screen previews will help to ease users' minds—to show how easy the app is, what kind of questions to expect and what kind of information, and media they need to prepare to make the app work well.
- 7 Site Map** button will open to a new page listing all pages on the app and showing the relationships between them (hierarchy).
- 8** Recently I learned (to my own surprise) that there are quite many people who use the **Footer Navigation** to find specific pages and links (I hardly ever). From my quick research I found out that many of these users are nerdy or somewhat older and believe that footers are some kind of vessels (like Noah's Arc) that carry all possible links to pages that are otherwise hidden at the bottom of the sea...hmmm, they do have a point there. For all those nerds and elderly, I included links from the Global Navigation and their sub-categories, plus some hidden gems. Specifically, I'd like to mention **Business Opportunities**—the app will offer advertising, cross-sell, sponsorship, charity events, art classes...many opportunities to support local businesses, and build our art community. If users have other business ideas and suggestions, they are also welcome to reach out and contact us.

The rest of wireframes will have sticky footers that won't include all links, only a hamburger menu (with the footer items) and some helpful action icons.