# Shell IR&M Application Wireframe & Functional Overview







# **Shell IR&M** iPad Wireframes & Functional Overview Application Map & Fuctional references



This map represent the structure of the application and how the content is split into screens. Please note that all screens



some cases this is because they are requirements that are found on all pages (such as intuitive navigation) or items that need to be resolved push notifications, which may not require a separate settings page but

FUN 1, 2, 3, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25

# **Shell IR&M** iPad Wireframes & Functional Overview 0.0 Navigation

	iPad	- 1	10:15 PM	
2	Home			
	Downloads			
3	About Shell >			
	News >			
	Shares & Finances >			
	Results & Reports			
	Topics			
	Contact Us			
	Legal Notices			

2	1	0		2	1
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# 0.0 Navigation

The global navigation uses the back/parent level button system that is consistent with the iOS platform.

In addition, this menu offers rapid shortcuts to each of the app sections.

This menu is displayed by tapping its button which is constantly present across the app. It may be hidden when viewing full screen images/videos and modal views.

## 1. MENU BUTTON

[GESTURE: Tap] Opens the menu by sliding the navigation menu in from the left and pushing the remaining screen to the right. The main screen gets a dark transparency applied to it. (7)

#### 1.1 2nd LEVEL MENU

The menu is revealed by the 2nd level view 'sliding' right onto of the 1st level menu.

#### 2. SECTION LINK

[GESTURE: Tap] Navigate to the specified section in the app. Closes this menu by pushing the main view from the right.

#### 3. 2nd LEVEL MENU

[GESTURE: Tap] Slides the 2nd level menu over the 1st level menu for the specific section. 2nd level menu buttons are indicated with an arrow.

#### 4. BACK BUTTON

[GESTURE: Tap] Slides this menu off screen to the left to reveal the 1st level menu underneath.

### 5. MENU SECTION LABLE

This is a label for the current menu

#### 6. FADED MAIN AREA

[GESTURE: Tap] Closes the menu.

# Shell IR&M iPad Wireframes & Functional Overview 1.0 General Content

III iPad		
	Section title Search	
Subpage 1	<sup>3</sup> Article title	
Subpage 2	4 Article subtitle/summary	
Subpage 3	HTML content with possible images. Font size between 14pt and 16pt in order to keep characters on a line to aprox 70-80 for optimal line length. This will	
Subpage 4	impose a rather large margin on the sides.	
	16:9 - YouTube video	
	Video title as part of YouTube data	
	Attachment title 8	
	7 File Thumbnail File type	
	File size	



# General Content

template sets out the structure of an article with sub navigation.

ause this template will be used by a variety of pages, there are elements may not appear on certain pages.

## SECTION TITLE

STATIC] Displays the name of the current section the user is in.

### SUB-NAVIGATION LINK

GESTURE: Tap] Navigate to the specified section in the app. The current bage is highlighted in the navigation.

### ARTICLE TITLE

DYNAMIC] Displays the title of the article being viewed. This will most ikely be the same as the highlighted sub-navigation link.

#### ARTICLE SUBTITLE

DYNAMIC] The article subtitle or description may not be present on every article page. Consideration about hows much bottom padding is needed.

#### HTML CONTENT

DYNAMIC] This is simple markup HTML content. There may be images, ists and strong text included in this section and could be quite long.

### YOUTUBE VIDEO

DYNAMIC] This is a YouTube video coming straight from YouTube, with all he controls embedded.

## THUMBNAIL IMAGE

GESTURE: Tap] Downloads the attachment

#### DOWNLOAD BUTTON

GESTURE: Tap] Downloads the attachment

#### FILE DETAILS

DYNAMIC] File details such as file type and size are displayed here. No abels required.

# **Shell IR&M** iPad Wireframes & Functional Overview 1.1 General Content (Portrait)





initial resistance when pulling left as if you are forcing the lock to break "Tick"

Bounce back to this view if pulled left

0

0

"Click"



## **1.1 General Content (Portrait)**

This template sets out the structure of an article with sub navigation.

Because this template will be used by a variety of pages, there are elements that may not appear on certain pages.

1. SECTION TITLE

[STATIC] Displays the name of the current section the user is in.

#### 2. SUB-NAVIGATION LINK

[GESTURE: Tap] Navigate to the specified section in the app. The current page is highlighted in the navigation.

#### 3. ARTICLE TITLE

[DYNAMIC] Displays the title of the article being viewed. This will most likely be the same as the highlighted sub-navigation link.

#### 4. ARTICLE SUBTITLE

[DYNAMIC] The article subtitle or description may not be present on every article page. Consideration about hows much bottom padding is needed.

#### 5. HTML CONTENT

[DYNAMIC] This is simple markup HTML content. There may be images, lists and strong text included in this section and could be quite long.

#### 6. YOUTUBE VIDEO

[DYNAMIC] This is a YouTube video coming straight from YouTube, with all the controls embedded.

### 7. THUMBNAIL IMAGE

[GESTURE: Tap] Downloads the attachment

#### 8. DOWNLOAD BUTTON

[GESTURE: Tap] Downloads the attachment

#### 9. FILE DETAILS

[DYNAMIC] File details such as file type and size are displayed here. No labels required.

### **10. SLIDING SUBNAV MENU**

[GESTURE: Swipe] Menu is partially hidden in portrait to allow a better reading experience for the main article. The article can be pulled/slid to the right to reveal and lock the menu into an open position. The Page can then be pushed back to the original position by sliding the screen back to the

**NOTE:** If the main menu is activated it still behaves as normal - pushing the entire contents of the screen to the right (including the partially hidden subnav).

# Shell IR&M iPad Wireframes & Functional Overview 2.0 News

	iPad	10 <mark>1</mark> M
	2	Section title
3 4	Dayname, DD MMM YYYY Article title	<ul> <li>3 Dayname, DD MMM YYYY</li> <li>4 Article title</li> </ul>
	Thursday, 27 Jul 2012 Second quarter 2012 results and interim dividend announcement	
	Friday, 28 Jul 2012 Second quarter 2012 results and interim dividend announcement	5 16:9 100% Width bero image
	Wednesday, 1 Aug 2012 Second quarter 2012 results and interim dividend announcement	roo /s width hero innage
	Friday, 3 Aug 2012 Second quarter 2012 results and interim dividend announcement	6 Article subtitle/summary
	Sunday, 5 Aug 2012 Second quarter 2012 results and interim dividend announcement	HTML content with possible images. Font size between to keep characters on a line to aprox 70-80 for optimal impose a rather large margin on the sides.
	Wednesday, 14 Aug 2012 Second quarter 2012 results and interim dividend announcement	<ul> <li>8 Editor Notes</li> <li>8.1 Editor notes in HTML format</li> </ul>
	Wednesday, 14 Aug 2012 Second quarter 2012 results and interim dividend	





## 2.0 News

This template sets out the structure of an article with sub navigation.

Because this template will be used by a variety of pages, there are elements that may not appear on certain pages.

## 1. SECTION TITLE

[GESTURE: Static] Displays the name of the current section the user is in.

### 2. SUBNAV LINK

[GESTURE: Tap] Navigate to the specified page in the news section.

#### 3. ARTICLE DATE

[DYNAMIC] Displays the publish date for the article.

#### 4. ARTICLE TITLE

[DYNAMIC] Displays the title for the selected article.

#### 5. HERO IMAGE

[DYNAMIC] The hero image is always a 16:9 ratio. The image will fill the full width of the content area.**NOTE:** Not all articles will have images. If no image exists - no image is displayed. This area collapses.

### 6. ARTICLE SUBTITLE

[DYNAMIC] Subtitle area. It may also be used as a article summary.

#### 7. ARTICLE SUBTITLE

[DYNAMIC] Subtitle area. This area may contain images, lists and other content editor input elements.

#### 8. EDITOR NOTES BUTTON

[GESTURE: Tap] Notes are displayed beneath the button and can be toggled off. Editor notes are additional notes that will supplement the article.

**NOTE:** If there are no editor notes then there will be no button.

#### **8.1 EDITOR NOTES**

[DYNAMIC] The display of editor notes needs to look different from the main body of the article. This can be toggled to display or not from the Editor Notes Button above.

# **Shell IR&M** iPad Wireframes & Functional Overview 2.1 News (Portrait)



Because this template will be used by a variety of pages, there are elements that may not appear on certain pages.

2. SUBNAV LINK [GESTURE: Tap] Navigate to the specified page in the news section. 3. ARTICLE DATE [DYNAMIC] Displays the publish date for the article. 4. ARTICLE TITLE [DYNAMIC] Displays the title for the selected article. 5. HERO IMAGE 0 Lock into place by pulling right [DYNAMIC] The hero image is always a 16:9 ratio. The image will fill the full "Click" width of the content area. **NOTE:** Not all articles will have images. If no image exists - no image is displayed. This area collapses. 6. ARTICLE SUBTITLE [DYNAMIC] Subtitle area. It may also be used as a article summary. 7. ARTICLE SUBTITLE Bounce back to this view if pulled left [DYNAMIC] Subtitle area. This area may contain images, lists and other content editor input elements. 8. EDITOR NOTES BUTTON [GESTURE: Tap] Notes are displayed beneath the button and can be toggled off. Editor notes are additional notes that will supplement the article. **NOTE:** If there are no editor notes then there will be no button. **8.1 EDITOR NOTES** [DYNAMIC] The display of editor notes needs to look different from the main body of the article. This can be toggled to display or not from the Editor Notes Button above. 0 1 9. SLIDING SUBNAV MENU [GESTURE: Swipe] Menu is partially hidden in portrait to allow a better reading experience for the main article. The article can be pulled/slid to the Release lock when pulled right right to reveal and lock the menu into an open position. The Page can then Return to menu obscured be pushed back to the original position by sliding the screen back to the "Click" **NOTE:** If the main menu is activated it still behaves as normal - pushing the entire contents of the screen to the right (including the partially hidden initial resistance when pulling left as if you are subnav).

forcing the lock to break "Tick"



# 2.1 News (Portrait)

This template sets out the structure of an article with sub navigation.

## 1. SECTION TITLE

[GESTURE: Static] Displays the name of the current section the user is in.

# Shell IR&M iPad Wireframes & Functional Overview Dashboard

	iPad	10:15 PM
	Timeline Filter	Dashboard
	Shares	
	Amsterdam	
	London	2280.00
	New York	- 2275.00
		2270.00
	RDSA	2265.00
	RDSB	
	Ac of 1358	2255.00
$\bigcirc$	▲ 0.04%	
	2,277.00 GBP	0900 1000 1100 1200 1300
	Mar Apr	r May Jun
		2012
	Shell @Shell	
	Europe moves towards strengthening scheme to	
	encourage low-CO2 tech investment. Shell's climate change adviser explains http:// bit.ly/Mu5yL0	2012 1st Quarter ReportSocially responsible in briefing in London 18 May 2012

Tigerspike London



# Dashboard

This page allows the users to see all the article by chronological order. The articles are also tagged with topic identifiers. These topics can be clicked so that the user has a filtered view of those topics.

1. N [ U



## 1. MOST POPULAR TILE

### DYNAMIC

Using analytics of page views for article pages, a list of the top 10 articles over a period of time is generated. When popular articles are identified in the article list they are identified by having more prominence on the page. This will ensure that older popular article that exist further down the page will be easily identified and will also breach up some of the layout.

# Shell IR&M iPad Wireframes & Functional Overview 5.0 A1 Shares Shell only



**Tigerspike London** 

Shell <ul> <li>RDS-A</li> <li>RDS-B 28.59 EUR</li> </ul> <li>Dompared to <ul> <li>AEX Index</li> <li>Euro Stox 50</li> <li>Total S.A.</li> </ul> </li> <li>Updated 13:47 08/08/2012 Prices delayed by at least 20 min</li>	
FAQWhat is the difference between A & B shares?>What is an ADS or an ADR?>What are Shell's ticker and ISIN codes?>	

This is the area of the account section where the user's personal information will be held. Where a user has not completed all the required information to fulfil their membership, the app will prompt them to add more info.



# 5.0 A1 Shares Shell only

## 1. PROFILE PICTURE / PHOTO BUTTON

Gesture: 1-Finger Tap

*Transition:* standard pop over

NOTE: When a user has no profile picture this will appear as a button that prompts either to take a photo (1a) with their device or upload an existing photo (1b). Then this will be replaced with their profile picture.

**1a:** on tap will open the camera app

# Shell IR&M iPad Wireframes & Functional Overview 5.0 A2 Shares 2 Shell only 1 touch



**Tigerspike London** 

	<b>Q</b>	
Shell <ul> <li>RDS-A</li> <li>RDS-B 28.4</li> </ul> <li>Dompared to <ul> <li>AEX Index</li> <li>Euro Stox 50</li> <li>Total S.A.</li> </ul> </li> <li>Updated 13:47 08/08/2012 <ul> <li>Prices delayed by at least 20 min</li> </ul></li>	5 EUR	
FAQ What is the difference between A & B shares? What is an ADS or an ADR? What are Shell's ticker and ISIN codes?	> >	

This is the area of the account section where the user's personal information will be held. Where a user has not completed all the required information to fulfil their membership, the app will prompt them to add more info.



# 5.0 A2 Shares 2 Shell only 1 touch

## 1. PROFILE PICTURE / PHOTO BUTTON

Gesture: 1-Finger Tap

*Transition:* standard pop over

NOTE: When a user has no profile picture this will appear as a button that prompts either to take a photo (1a) with their device or upload an existing photo (1b). Then this will be replaced with their profile picture.

**1a:** on tap will open the camera app

# Shell IR&M iPad Wireframes & Functional Overview 5.0 A3 Shares 2 Shell only 1 touch 2



Tigerspike London

Shell <ul> <li>RDS-A</li> <li>RDS-B +0.1 EUR (</li> </ul> <li>Dompared to <ul> <li>AEX Index</li> <li>Euro Stox 50</li> <li>Total S.A.</li> </ul> </li> <li>Updated 13:47 08/08/2012 Prices delayed by at least 20 min</li>	+0.36%)	
FAQ What is the difference between A & B shares? What is an ADS or an ADR? What are Shell's ticker and ISIN codes?	> >	

This is the area of the account section where the user's personal information will be held. Where a user has not completed all the required information to fulfil their membership, the app will prompt them to add more info.



# 5.0 A3 Shares 2 Shell only 1 touch 2

## 1. PROFILE PICTURE / PHOTO BUTTON

Gesture: 1-Finger Tap

*Transition:* standard pop over

NOTE: When a user has no profile picture this will appear as a button that prompts either to take a photo (1a) with their device or upload an existing photo (1b). Then this will be replaced with their profile picture.

**1a:** on tap will open the camera app

# **Shell IR&M** iPad Wireframes & Functional Overview 5.0 B1 Shares Shell Compared



**Tigerspike London** 

This is the area of the account section where the user's personal information will be held. Where a user has not completed all the required information to fulfil their membership, the app will prompt them to add more info.



# 5.0 B1 Shares Shell Compared

# 1. PROFILE PICTURE / PHOTO BUTTON

Gesture: 1-Finger Tap

*Transition:* standard pop over

NOTE: When a user has no profile picture this will appear as a button that prompts either to take a photo (1a) with their device or upload an existing photo (1b). Then this will be replaced with their profile picture.

**1a:** on tap will open the camera app

# **Shell IR&M** iPad Wireframes & Functional Overview 5.0 B2 Shares Shell Compared One touch



**Tigerspike London** 

This is the area of the account section where the user's personal information will be held. Where a user has not completed all the required information to fulfil their membership, the app will prompt them to add more info.

Label



# 5.0 B2 Shares Shell Compared One touch

## 1. PROFILE PICTURE / PHOTO BUTTON

Gesture: 1-Finger Tap

*Transition:* standard pop over

NOTE: When a user has no profile picture this will appear as a button that prompts either to take a photo (1a) with their device or upload an existing photo (1b). Then this will be replaced with their profile picture.

**1a:** on tap will open the camera app

# **Shell IR&M** iPad Wireframes & Functional Overview 5.0 B3 Shares Shell Compared Two touch 2



**Tigerspike London** 

<ul> <li>Shell</li> <li>RDS-A</li> <li>RDS-B +4%</li> </ul> Compared to <ul> <li>AEX Index</li> <li>Euro Stox 50</li> <li>Total S.A. +2%</li> </ul> Updated 13:47 08/08/2012 Prices delayed by at least 20 min	
What is the difference between A & B shares?>What is an ADS or an ADR?>What are Shell's ticker and ISIN codes?>	

5.0 2

This is the area of the account section where the user's personal information will be held. Where a user has not completed all the required information to fulfil their membership, the app will prompt them to add more info.

. F C 7 N p 1



# 5.0 B3 Shares Shell Compared Two touch

## 1. PROFILE PICTURE / PHOTO BUTTON

Gesture: 1-Finger Tap

Transition: standard pop over

**NOTE:** When a user has no profile picture this will appear as a button that prompts either to take a photo (**1a**) with their device or upload an existing photo (**1b**). Then this will be replaced with their profile picture.

**1a:** on tap will open the camera app

# Shell Investor Relations iPad Wireframes & Functional Overview Topics



# Topics

This page allows the users to see all the article by chronological order. The articles are also tagged with topic identifiers. These topics can be clicked so that the user has a filtered view of those topics.

1. N

Using analytics of page views for article pages, a list of the top 10 articles over a period of time is generated. When popular articles are identified in the article list they are identified by having more prominence on the page. This will ensure that older popular article that exist further down the page will be easily identified and will also breach up some of the layout.





## 1. MOST POPULAR TILE

### DYNAMIC