

User Experience Enhancements for Go Bigger Micro-site

Omnipresent left-hand navigation makes finding information easier

Micro-site organization creates a sense of being an educational experience instead of just an ad

All Flash elements will auto-animate upon load and include more obvious instructions on how the user can interact with them to learn more

Dual monitor material incorporated into one easy-to-understand page, providing useful information while still allowing the primary focus of the micro-site to be on widescreen monitors

Go Bigger

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Look Sharp Work Smart

Image

Body copy will cover general info about Dell monitors, highlighting their three year warranty, free ground shipping, etc.

Et aptent dolore, eum, feugait letatio plaga nostrud ideo camur gemino reprob
quidem autem. Paulatim, scisco sit jumentum nunc suscipere cui erat iusto et
in nutus, mauris. Causa quis iusto dolore saepius cui tamen populus os iusto
ea in. Duis exerci ut aliquam te, olim.

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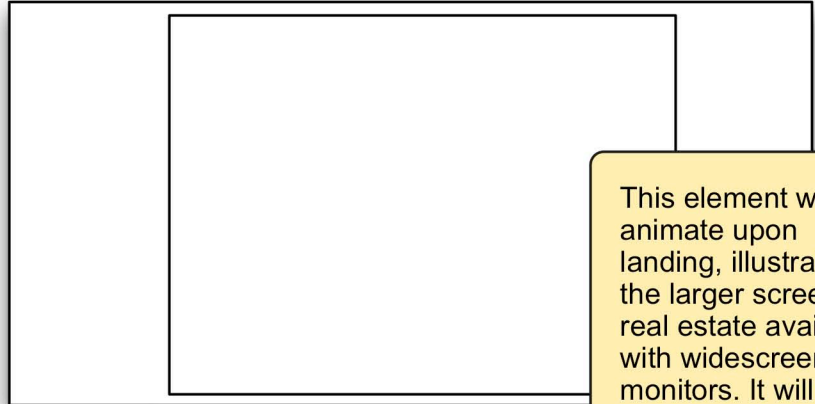
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Less Scrolling More Image Detail



This element will animate upon landing, illustrating the larger screen real estate available with widescreen monitors. It will continue to animate.

Body copy will discuss how widescreen monitors provide more room for applications.

Et aptent dolore, eum, feugait letatio plaga nostrud ideo camur gemino reprobato quidem autem. Paulatim, scisco sit jumentum nunc suscipere cui erat iusto et in nutus, mauris. Causa quis iusto dolore saepius cui tamen populus os iusto ea in.

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More Room More Productivity

This interactive animation will demonstrate how a widescreen monitor provides more screen real estate to work with multiple applications. **It will auto-animate upon load, and include an obvious visual cue/instruction ("TRY THIS!") on how the user can interact with it further.** This is a change from the current animation for this section, which suggests that you can drag and drop applications between monitors--this model will be used for the dual monitors section.

Body copy will discuss how widescreen monitors provide room for multiple applications, permitting the user to work on many applications at once.

Et aptent dolore, eum, feugait letatio plaga nostrud ideo camur gemino reprobato quidem autem. Paulatim, scisco sit jumentum nunc suscipere cui erat iusto et in nutus, mauris. Causa quis iusto dolore saepius cui tamen populus os iusto ea in. Duis exerci ut aliquam te, olim. Incassum sagaciter torqueo refero, nulla consequat ad bis in oles inhihero, epulae in luptatum, damnum.

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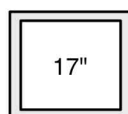
Work Space

As users slide the circle along the bar, this element will illustrate how much larger the screen size becomes compared to the default 17" standard monitor.

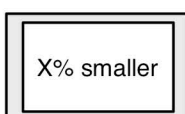
Image

Body copy will cover pixel resolution info, screen size info, etc.

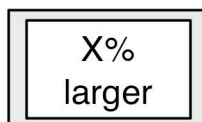
Slide the circle along the bar to see the viewing area a larger monitor provides.



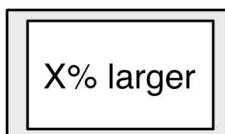
17" standard
(default)



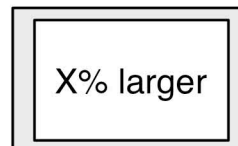
17"
widescreen



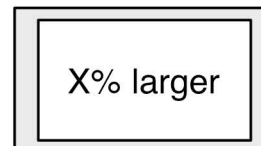
19"
widescreen



20"
widescreen



22"
widescreen



24"
widescreen

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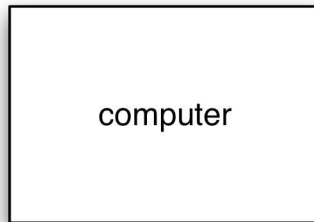
Users can move the slider bar to see the increase in screen size. Recommend re-calculating the percentages based on a 17" widescreen monitor rather than a 17" regular monitor.

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Twice The Viewing Area



Body copy will discuss benefits of dual monitors.

Et aptent dolore, eum, feugait letatio plaga nostrud ideo camur gemino reprobos quidem autem. Paulatim, scisco sit iumentum nunc suscipere cui erat iusto et in. Causa quis iusto dolore saepe populus os iusto ea in. Duis olim.

Solutions on right will be part of an interactive element that will auto-animate on load, showing the three different dual solutions Dell wants to showcase. Body copy will change to discuss each one.

Different Dual Solutions

for notebooks

One
monitor

One
Monitor +
Dock

Two
Monitors +
Dock

for desktops

One
monitor

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This link will go directly to the Dell landing page for monitors where users can begin making choices and shopping!

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