

## About the Project

With growing popularity among competing browsers, Microsoft identified a need to re-architect the Internet Explorer 7 tour to help increase usage share, educate consumers and raise awareness around the features and benefits of IE7.

## My Role Included:

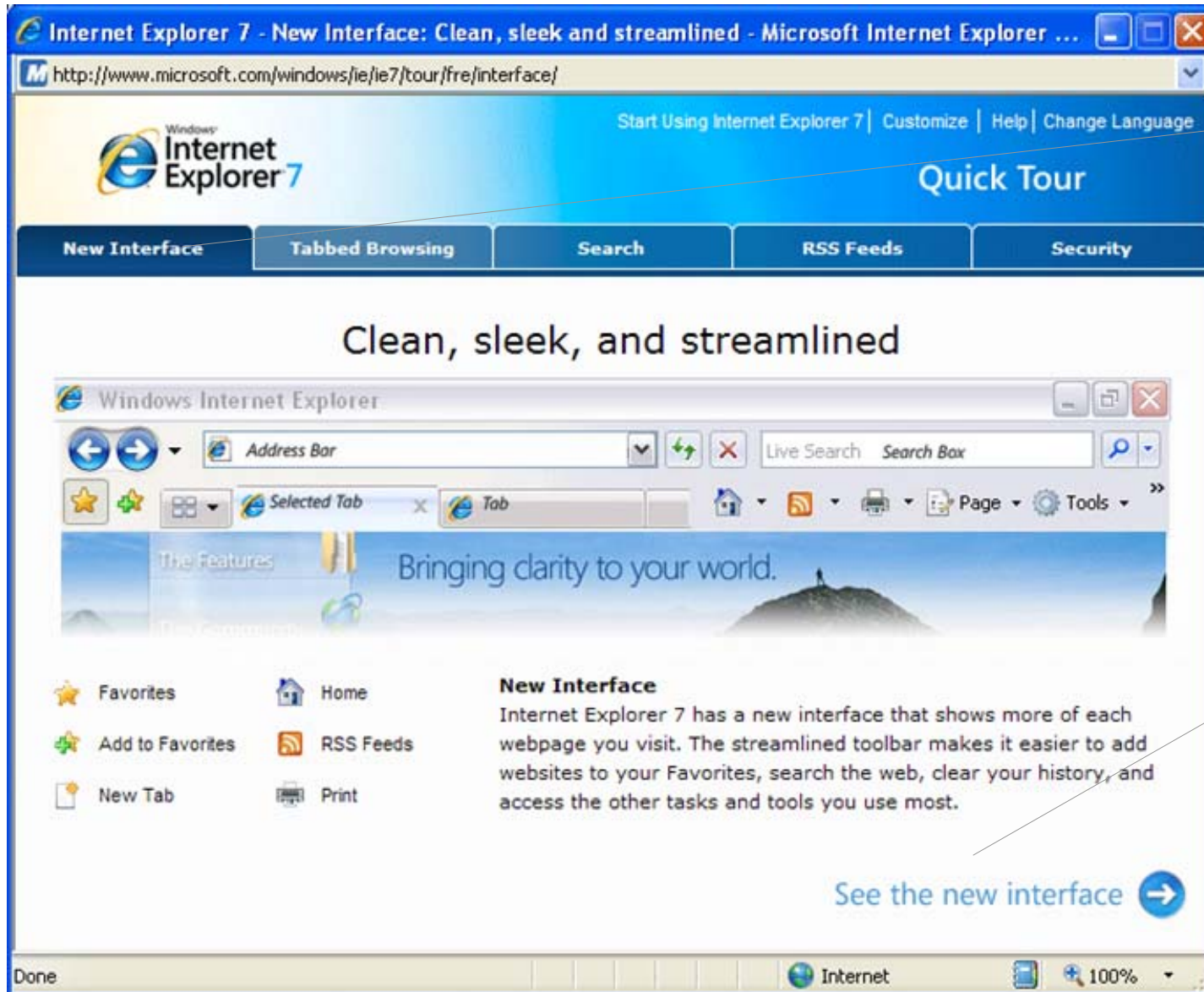
- Brainstorm meetings with Microsoft IE Group
- Facilitating cross team meetings to identify design/development constraints
- Creation, presentation and iteration of user flow and wireframe documents
- Collaboration with writing staff to ensure the successful marriage of interaction and content.
- Collaboration with visual designer

## This Document Includes:

- Old Tour Challenges
- User Flow Diagram
- Wireframes
- Final Designs



## Old Tour Challenges



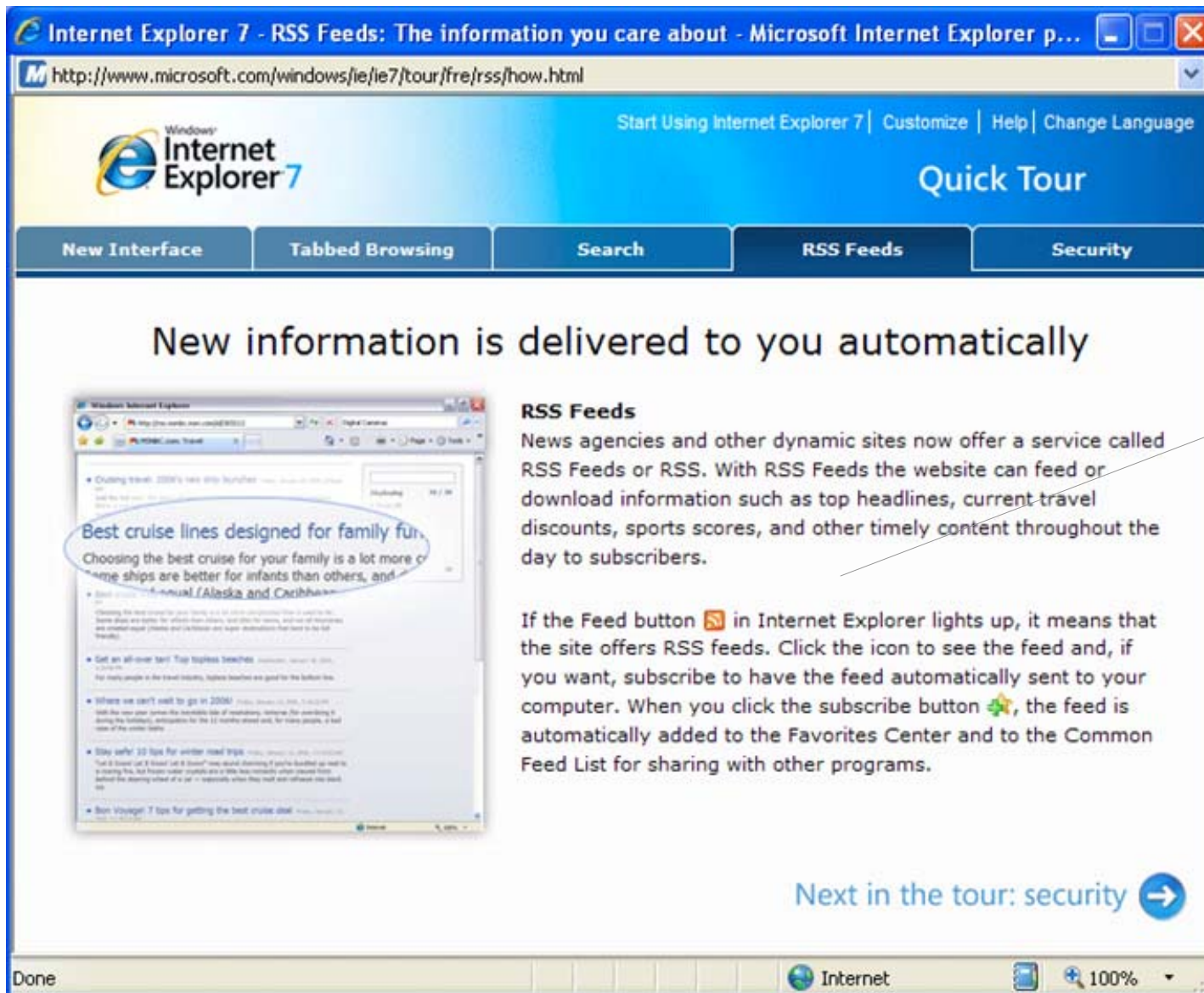
The tour was not framed effectively.

The first page of the tour placed the user directly into a content page.

The tabbed structure was not able to scale effectively should new content need to be added.

The sub navigation was confusing and caused disorientation amongst users.

Old Tour Challenges

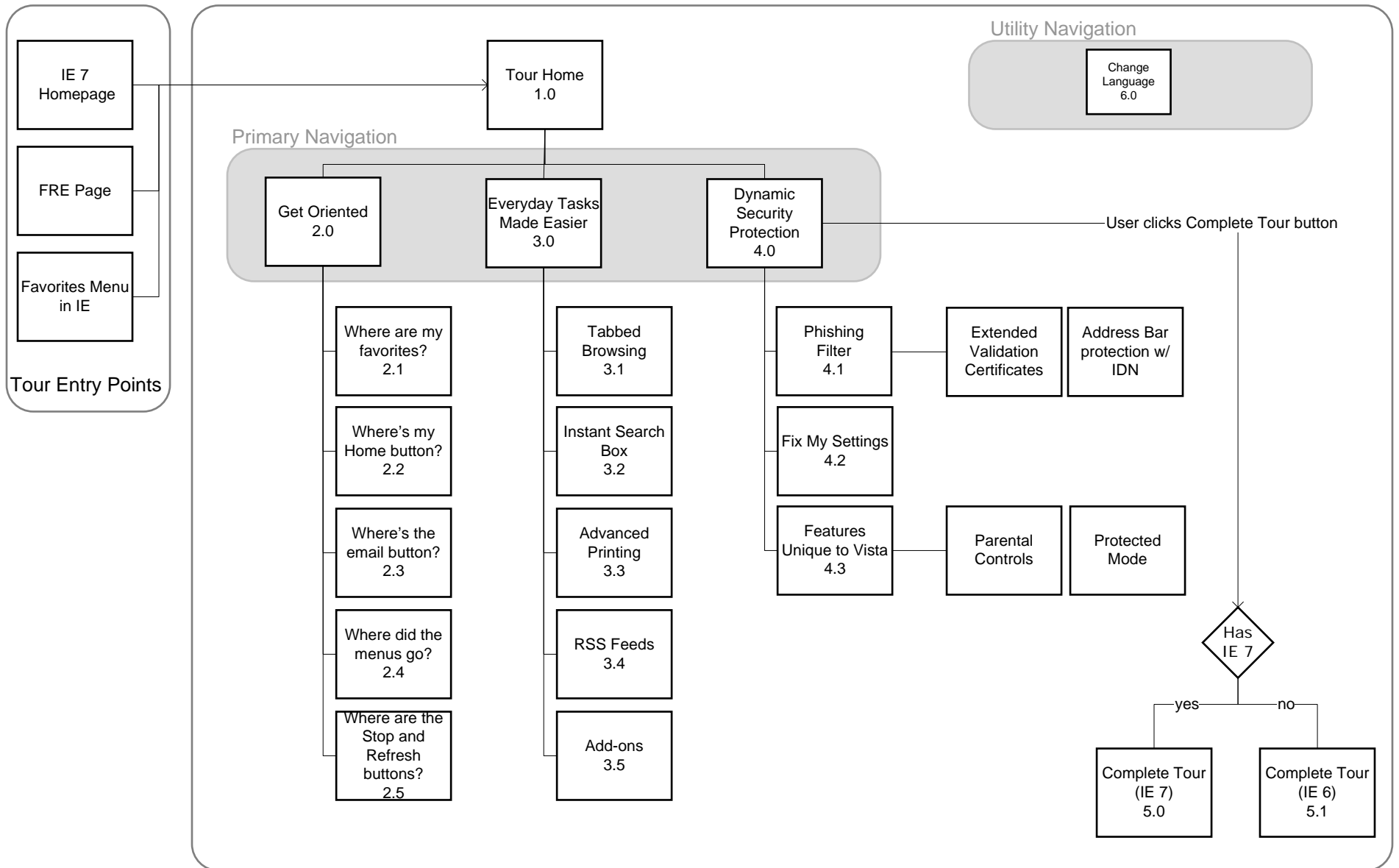


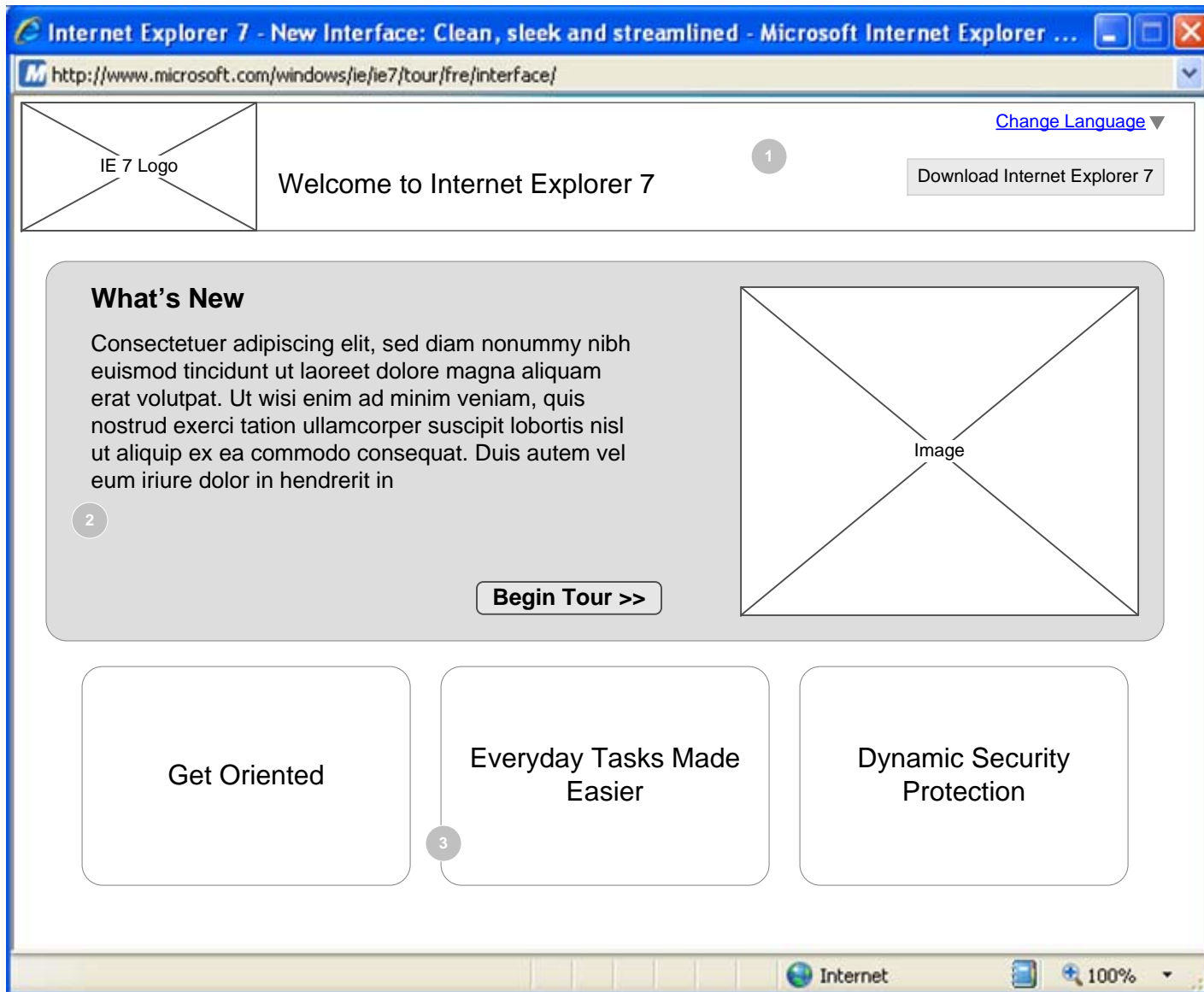
Each tab contained 2 levels of content. This page is the second level of content and provide no intuitive way to navigate back to the first page.

Each tab had too much text content that users were not reading. The images supporting the text were static and not very informative.

## User Flow and Wireframes

The site architecture and wireframes went through rounds of revisions with the client. I worked closely with a writer to make sure the content and the UI were working together effectively. The following pages include the final site architecture and selected wireframes.





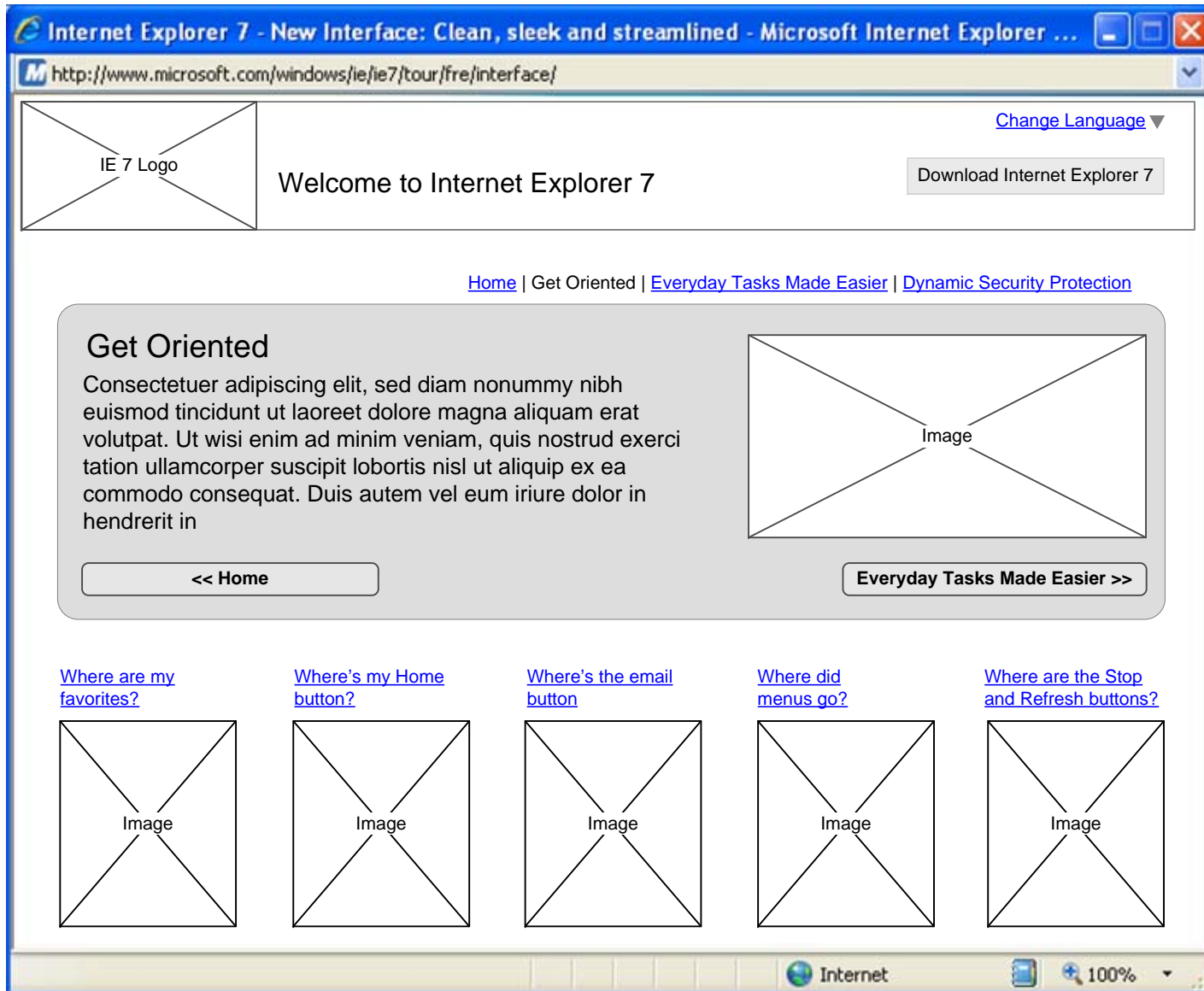
## Tour Home

### Goals

Communicate new features.  
Allow user to navigate into the tour multiple ways.  
Provide a clear "Begin" action.

### Notes

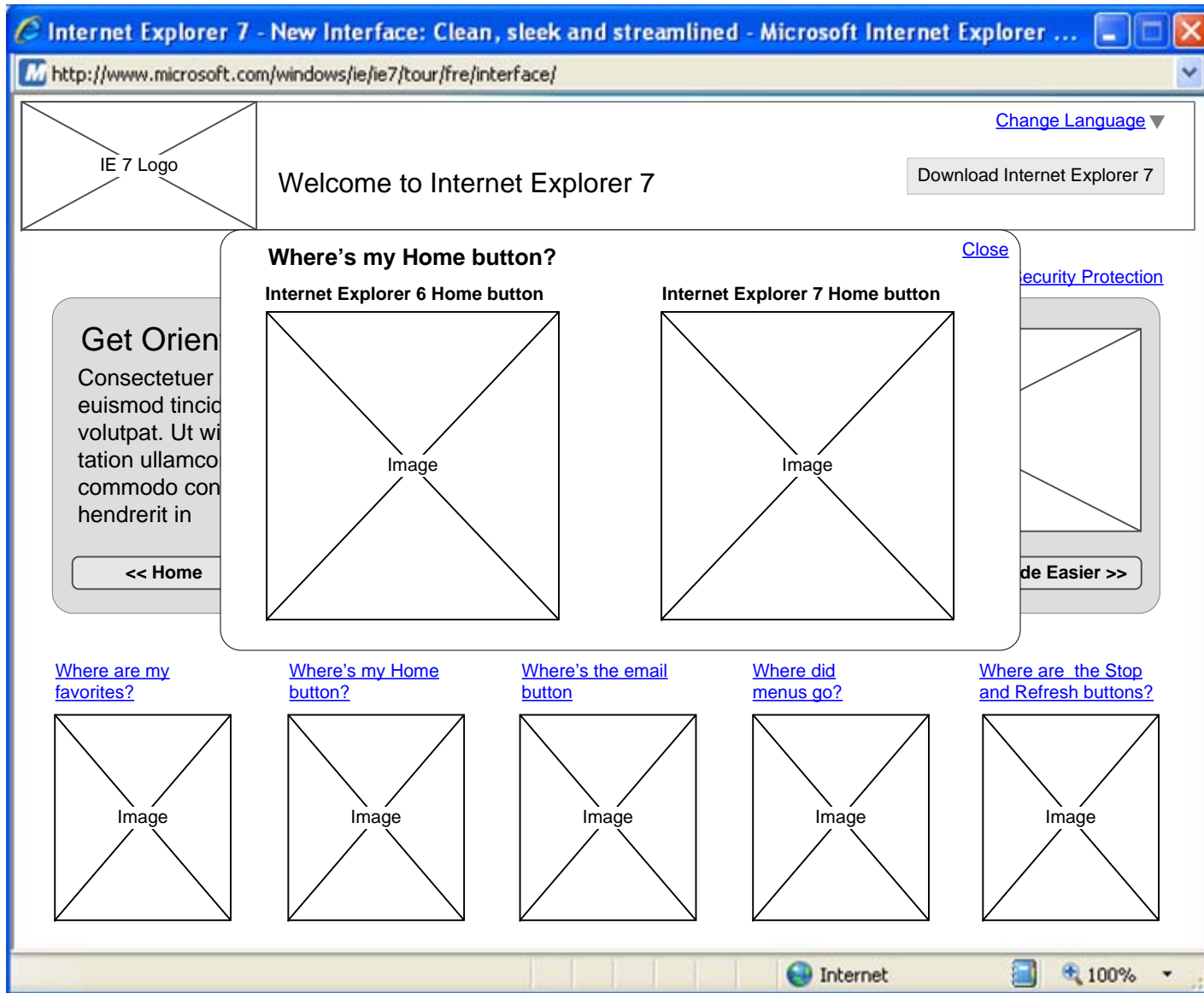
- 1) The tour banner includes the IE 7 logo, Welcome text and a Change Language link.  
Non IE 7 users will see a "Downlaod Internet Explorer 7" call out.  
IE 7 users will see a "Get Add-Ons for Internet Explorer 7" call out.
- 2) The What's New area highlights new features and it is the dominant item on the page. User can select "Begin Tour" button to navigate to the "Get Oriented" section.
- 3) The 3 tour sections are highlighted. User can click on these items to navigate to the section.



## Get Oriented

### Goals

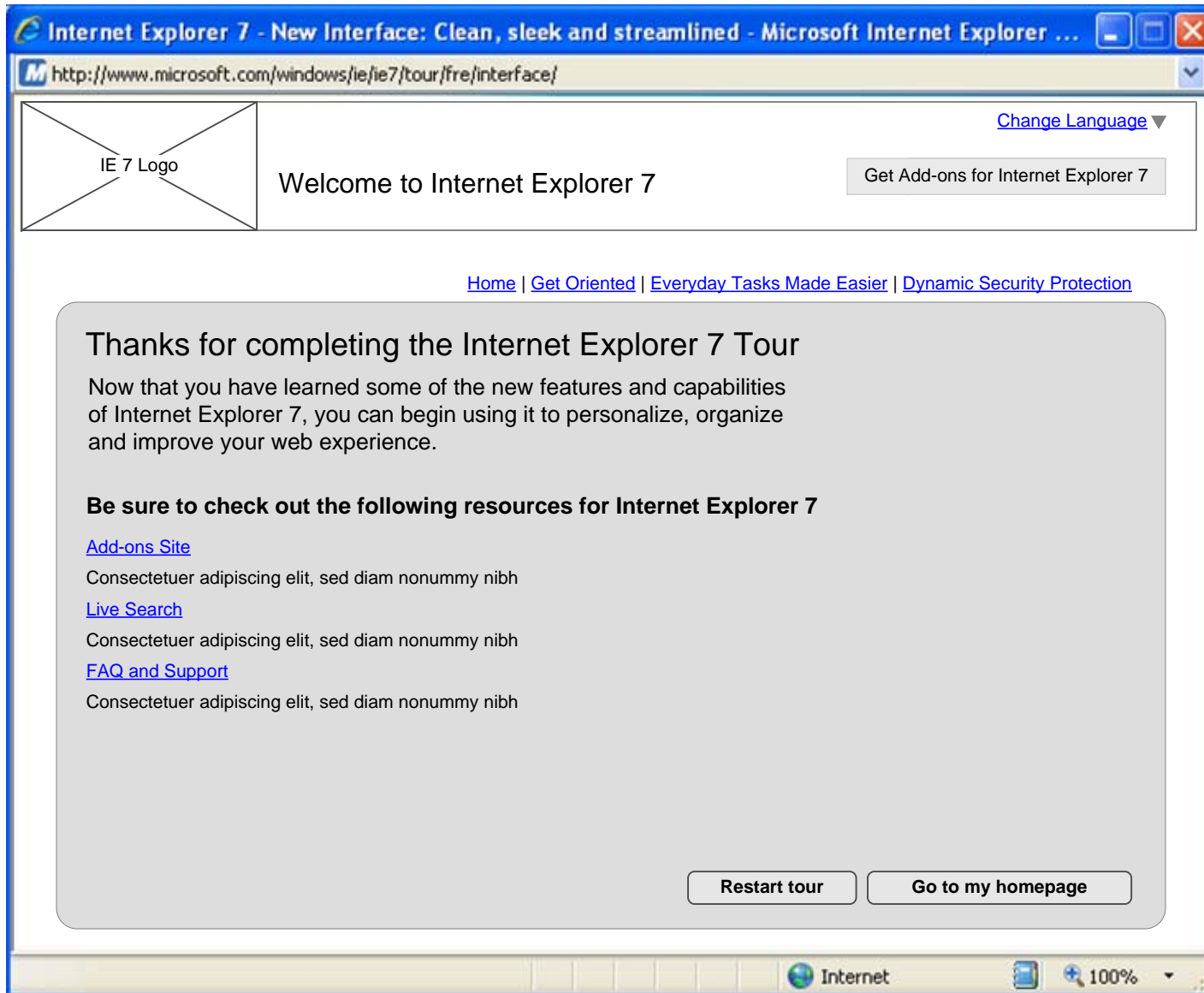
Indicates where the IE 6 features appear in IE 7



## Get Oriented - Where's my Home button?

### Goals

Provide screenshots of IE 6 and IE 7 to communicate the placement on the Home button.



## Complete Tour – Using IE 7

### Goals

- Allow user access to additional resources.
- Allow user to return to start of tour.
- Allow user to exit tour and navigate to their homepage.

## Final Designs

The homepage effectively frames the tour and allows multiple ways to navigate.

Windows Internet Explorer 7

Home Get Oriented Everyday Tasks Made Easier Dynamic Security Protection

### Welcome to Internet Explorer 7

Take a few minutes to learn more about what's new with Internet Explorer 7. This tour will get you get oriented with the changes to Internet Explorer and help you find your favorite features

Get oriented Everyday tasks made easier Dynamic security protection

User moves through the tour using arrow icons. Pages slide into view using AJAX. Each section clearly displays sub sections.

Windows Internet Explorer 7

Home **Get Oriented** Everyday Tasks Made Easier Dynamic Security Protection

### Get oriented

Internet Explorer 7 offers a new streamlined interface, makes it easier to manage your Favorites, and access the other tasks and tools you use most.

Favorites Home button Email button Menus Refresh and Stop

Sub sections display as AJAX pop ups. Contain clear and concise text content and an informative visual.

Windows Internet Explorer 7

### Where are my Favorites?

View your favorite Web sites, RSS feeds, and History—all in one place from the Favorites Center. Just click on the star icon for a drop down favorites menu.

- Links
- Microsoft Websites
- MSN Websites
- Windows Live
- Windows Live Spaces
- XBOX
- Live Search
- Internet Explorer Home Page
- MSNBC

Favorites Home button Email button Menus Refresh and Stop

The final page completes the tour by offering additional resources, the option to restart the tour or the option to go directly to your homepage in IE.

Windows Internet Explorer 7

Home Feature Orientation Everyday Tasks Made Easier Dynamic Security Protection

### Thanks for taking the Internet Explorer 7 Tour.

Now that you're familiar with the new features and security advances, you can begin to personalize, organize, and improve your Web experience right away with:

- Add-ons**  
Get add-ons to make your browser more productive, safe, and fun!
- FAQ & Support**  
Find answers to common questions and get support.
- Live Search**  
Find exactly what you are looking for - Fast! With Live Search.

Restart tour Go to my homepage