Digital Insights from Yahoo! 0.3
Project name: **Kobalt**

Document For: **DIY Contextual Nav Component**
Document Name: diy_contextnav.graffle
Document Version: see last page

Prepared By: Edward Zee, UED

Created: Wed Mar 23, 2011
Modified: Thu Feb 02 2012

DRAFT ONLY
WORK IN PROGRESS

Things are bound to change!

Contents 3

DIY Contextual Nav Component 4

Overview 5

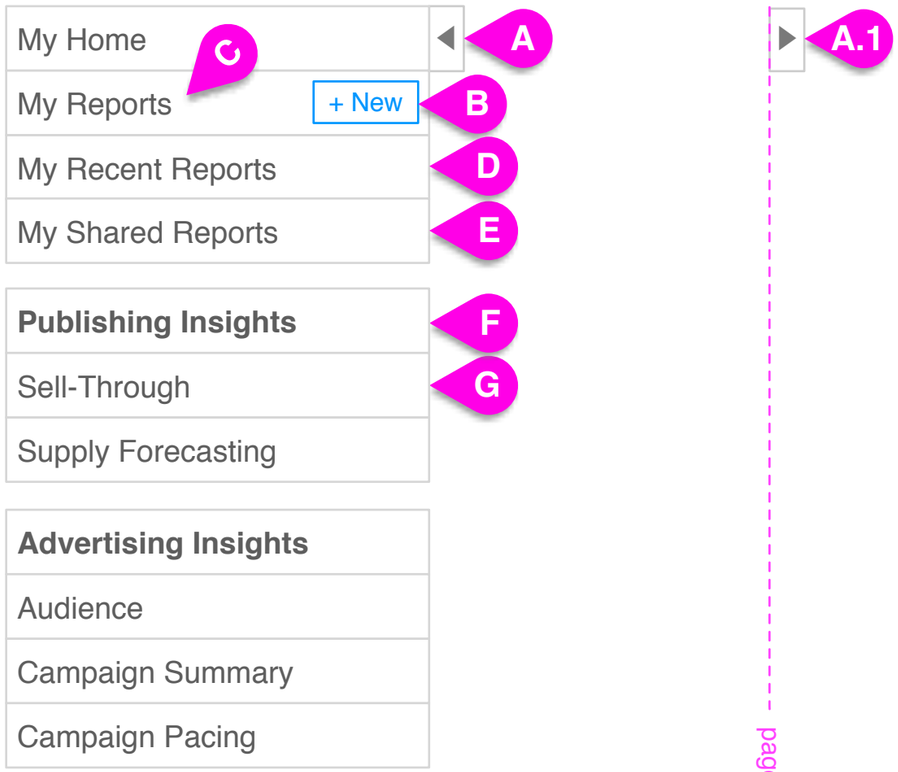
Contextual Nav Sub Menus 6

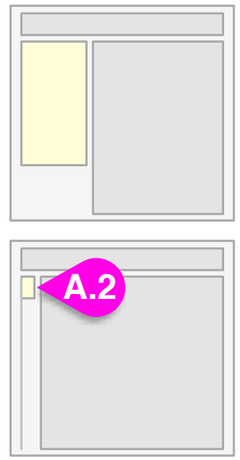
Nav Hierarchies 10

Revision History 15

DIY Contextual Nav Component

Default View

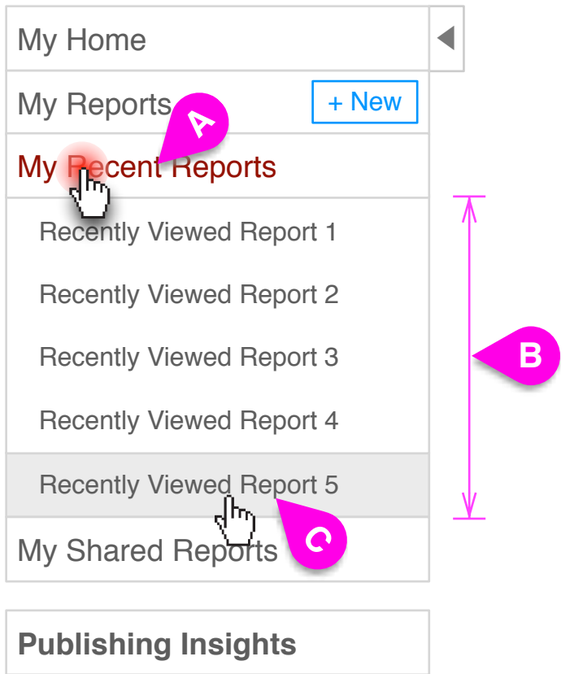




A	Collapse action. Toggle open and close on click. 1. The nav component's collapsed state. Expand on click. 2. The nav component's collapsed location in a layout.
B	Add New Report Button Use this to create a new customized report to be added to My Reports. Click takes user to report customization piece.
C	My Reports. Click opens My Reports management CRUD in content area to the right of the nav.
D	My Recent Reports. Click opens up accordion panel showing 5 most recently viewed reports. Requirements for what qualifies as a recently viewed report still TBD.
E	My Shared Reports. Click opens My Reports management CRUD in content area to the right of the nav. Pre-filtered by shared report status.
F	Navigation Section Title. This section title is a label only and does **NOT** carry any action for click or hover. Will receive a specific visual design treatment when a report in this section is selected.
G	Level 1 Item. Has a hover and selected state.

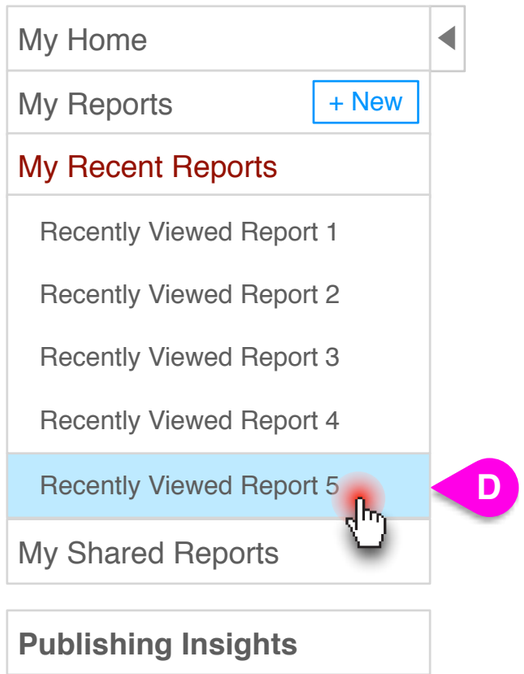
Level 2 - Accordion (My Recent Reports > Recently Viewed Report X)

Drill-In Expanded View



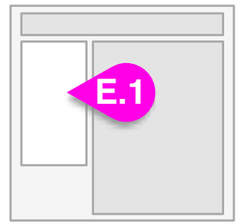
Publishing Insights
Sell-Through
Supply Forecasting

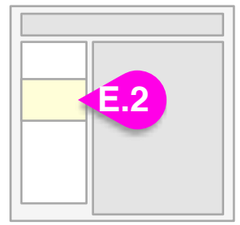
Advertising Insights
Audience
Campaign Summary
Campaign Pacing



Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing





A	User clicks level 1 item, My Reports. Visual treatment will be applied to selected level 1 item. A selected item does not receive a hover treatment. Only unselected menu items have a hover treatment.
B	Level 2 accordion menu appears below clicked level 1 menu item. Note on accordion behavior: Only one accordion section will be open at any given time to prevent the contextual nav from growing too tall.
C	Hover level 2 accordion item
D	Click level 2 accordion item. Item receives visual treatment and content area to the right is updated with the appropriate report. On release, the accordion stays open with the selected level 2 item indicating the selected state. The accordion does not close this section until another section is clicked.
E	E.1 Default view E.2 Expanded accordion

Normal State

- My Home
- My Reports + New
- My Recent Reports
- My Shared Reports

Publishing Insights

- Sell-Through
- Supply Forecasting

Advertising Insights

- Audience
- Campaign Summary
- Campaign Pacing

User Clicks on Sell-Through

- My Home
- My Reports + New
- My Recent Reports
- My Shared Reports

Publishing Insights

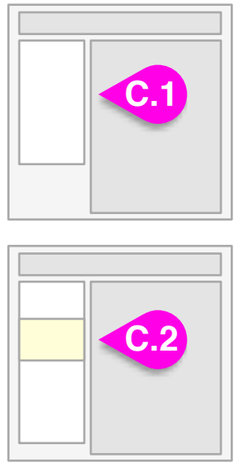
- Sell-Through **A**
  - Overview
  - By Audience
  - By Publisher
  - By Inventory

B

- Supply Forecasting

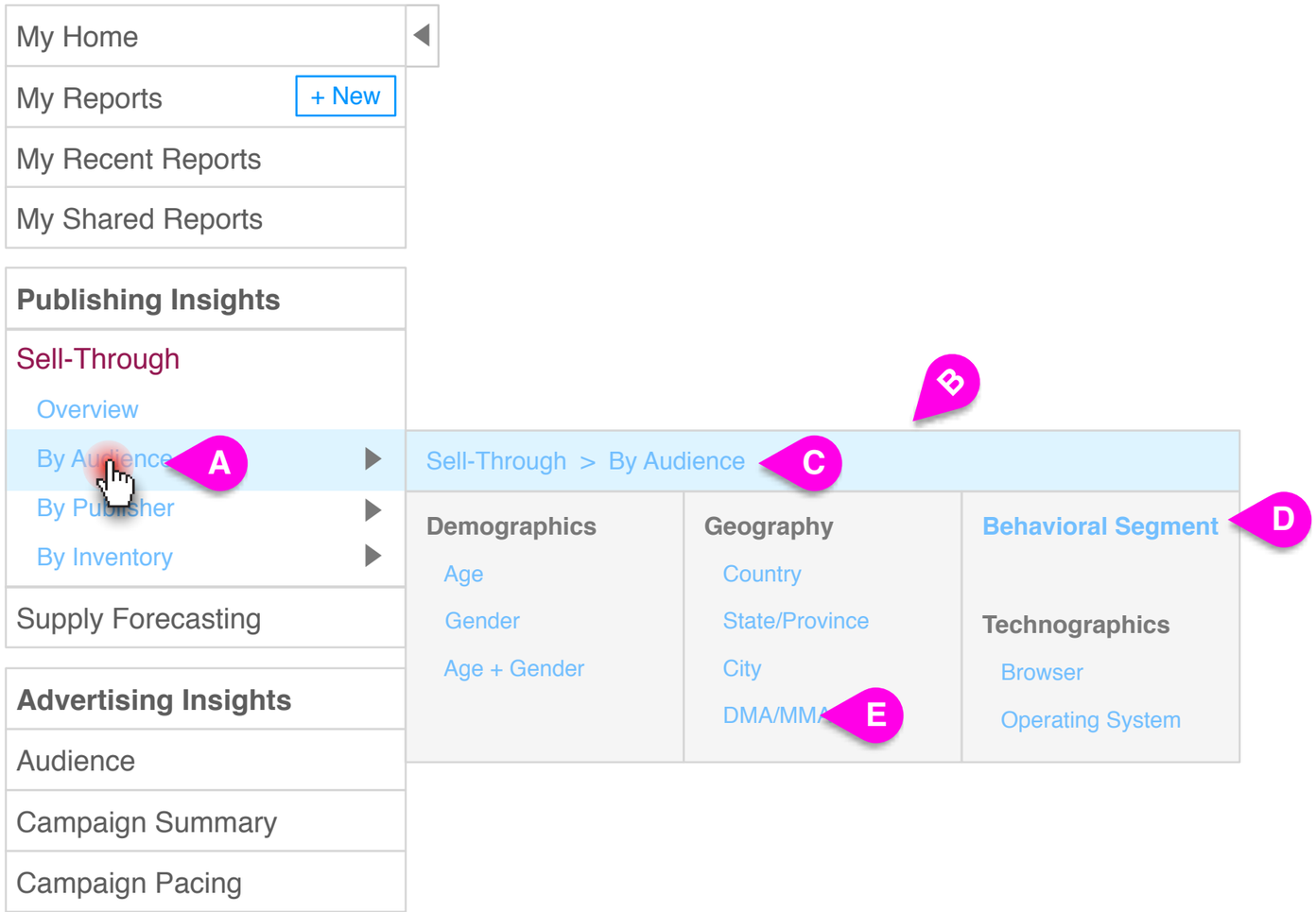
Advertising Insights

- Audience
- Campaign Summary
- Campaign Pacing



A	User clicks level 1 item, Sell-Through. Visual treatment will be applied to selected level 1 item.
B	Level 2 menu is exposed showing: - Overview - By Audience - By Publisher - By Inventory
C	C.1 - Normal state C.2 - Expanded state

Normal State



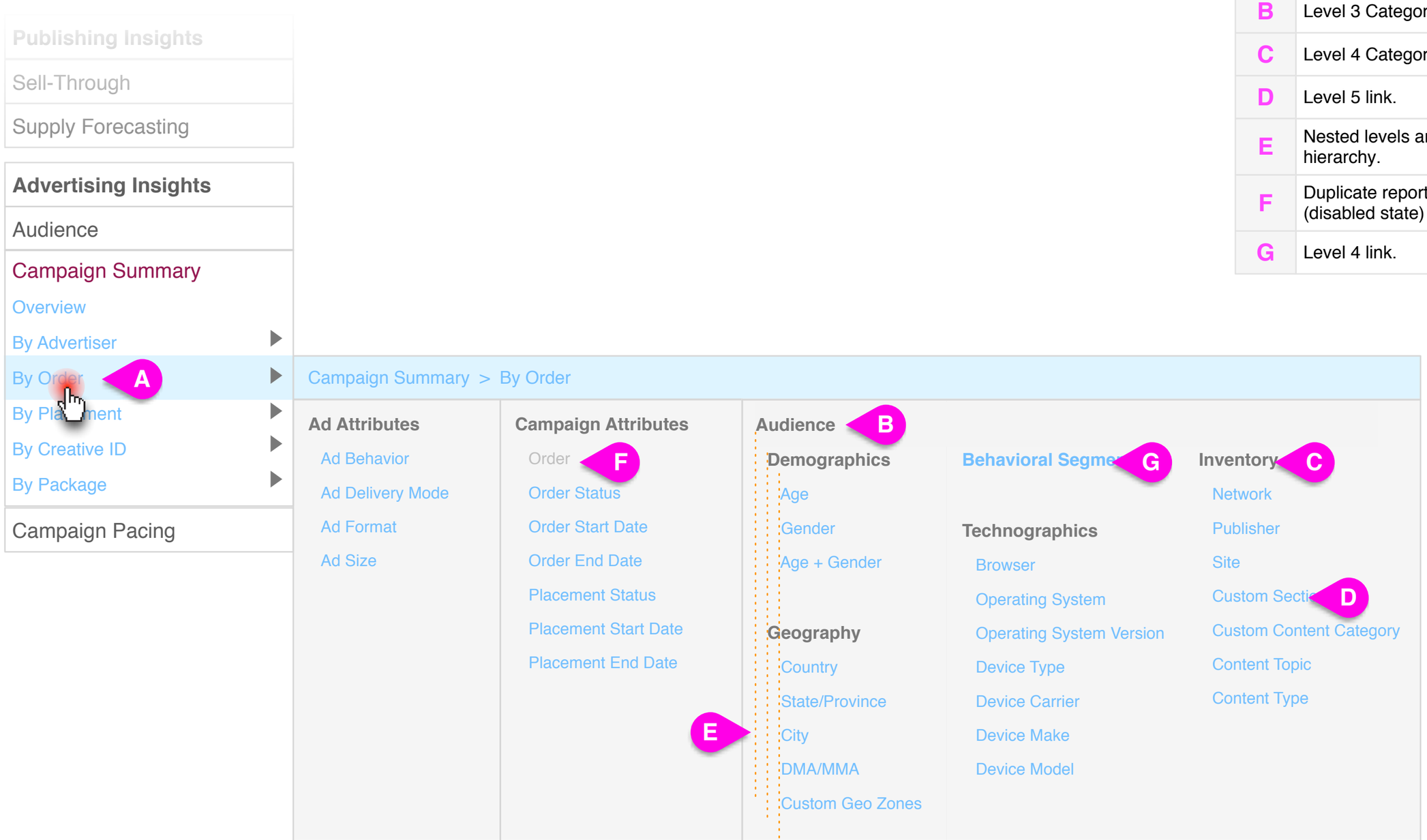
A	User clicks level 2 item, By Audience. Single fly out menu appears. See B.
B	Fly out menu for Sell-Through > By Audience
C	Sell-Through > By Audience header is clickable and will take the user to the general report.
D	Level 3 item is clickable and will take the user to that specific report.
E	Level 4 item is clickable and will take the user to this most detailed report.
F	F.1 - Exposed panel showing level 2 items. F.2 - Placement of menu is adjacent to the contextual nav

Notes on closing menus:

1. Clicking a different parent nav item will dismiss fly-out menu.
2. Clicking outside of nav hot zones will dismiss fly-out menu.
3. Selecting a specific report will dismiss fly-out menus.

Drill-In Expanded View

A	User clicks level 2 item to expose fly-out menu.
B	Level 3 Category
C	Level 4 Category
D	Level 5 link.
E	Nested levels are indented to indicate hierarchy.
F	Duplicate report types get greyed out (disabled state)
G	Level 4 link.



Publishing Insights

Sell-Through

Nav original state

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing

Sell-Through lev 2

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Overview
By Audience
By Publisher
By Inventory
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing

by Inventory lev3 (fly-out menu)

Site
Custom Section
Custom Content Category
Content Topic
Content Type

by Audience lev3 (fly-out menu)

Demographics
Age
Gender
Age + Gender

Geography
Country
State/Province
City
DMA/MMA
Custom Geo Zones

Behavioral Segment

Technographics
Browser
Operating System
Operating System Version
Device Type
Device Carrier
Device Make
Device Model

Publishing Insights

Supply Forecasting

Nav original state

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing

Supply Forecasting lev 2

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting
Overview
By Audience
By Publisher
By Inventory

Advertising Insights
Audience
Campaign Summary
Campaign Pacing

by Inventory lev3 (fly-out menu)

Site
Custom Section
Custom Content Category
Content Topic
Content Type

by Audience lev3 (fly-out menu)

Demographics
Age
Gender
Age + Gender

Geography
Country
State/Province
City
DMA/MMA
Custom Geo Zones

Behavioral Segment

Technographics
Browser
Operating System
Operating System Version
Device Type
Device Carrier
Device Make
Device Model

Advertising Insights

Audience

Nav original state

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing

Audience lev 2

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Overview
By Advertiser
By Order
By Placement
By Creative ID
By Package
Campaign Summary
Campaign Pacing

by each Audience lev 2 dimension: lev3 fly-out menu)

Demographics
Age
Gender
Age + Gender

Geography
Country
State/Province
DMA/MMA

Behavioral Segment

Technographics
Operating System
Device Type
Device Carrier
Device Make
Device Model

Inventory
Network
Publisher
Site
Custom Section
Custom Content Category
Custom Section X Content Category
Content Topic
Content Type

Advertising Insights

Campaign Summary

Nav original state

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing

Campaign Summary lev 2

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Overview
By Advertiser
By Order
By Placement
By Creative ID
By Package
Campaign Pacing

by Inventory lev3 (fly-out menu)

Audience: see **B** each dimension attribute list
Demographics
Behavioral Segment
Technographics
Inventory

Ad Attributes see **A** for attribute list

Campaign Attributes see **A** for attribute list

Audience: see **B** each dimension attribute list
Demographics
Behavioral Segment
Technographics
Inventory

A

Ad Attributes
Ad Behavior
Ad Deliver Mode
Ad Format
Ad Size

Campaign Attributes
Order
Order Status
Order Start Date
Order End Date
Placement Status
Placement Start Date
Placement End Date

B

Audience
Demographics
Age
Gender
Age + Gender

Geography
Country
State/Province
City
DMA/MMA
Custom Geo Zones

Behavioral Segment

Technographics
Browser
Operating System
Operating System Version
Device Type
Device Carrier
Device Make
Device Model

Inventory
Network
Publisher
Site
Custom Section
Custom Content Category
Content Topic
Content Type

Advertising Insights

Campaign Pacing

Nav original state

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing

Campaign Pacing lev 2

My Home
My Reports
Reports Shared with Me

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing
Overview
By Advertiser > Order

attributes to Advertiser/Order, Placement dimensions (fly-out menu)

Campaign Attributes
<Pricing Type?>
Ad Delivery Mode
Buying Type
Revenue Model

Clarification needed:
need to discuss with Prod. the inputs for the report for:
Advertiser> Order
Advertiser> Order> Placement