

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

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DRAFT ONLY WORK IN PROGRESS

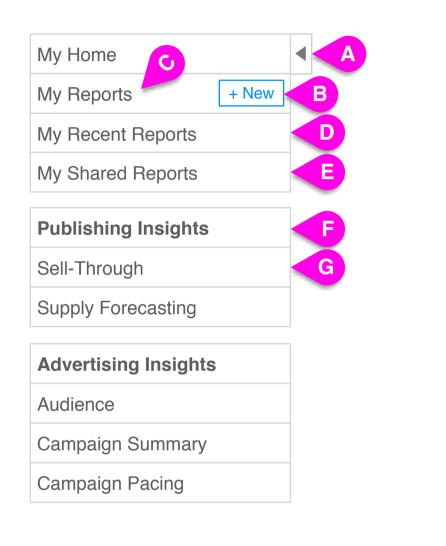
Things are bound to change!

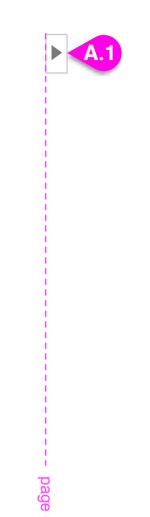
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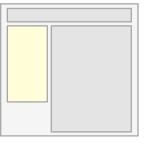
DIY Contextual Nav Component

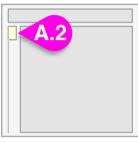
Level 1 - Default view on page load (Overview)

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.
В	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.
С	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.

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

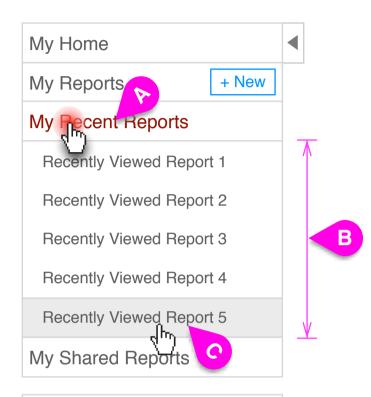
Has a hover and selected state.

Navigation Section Title.

selected.

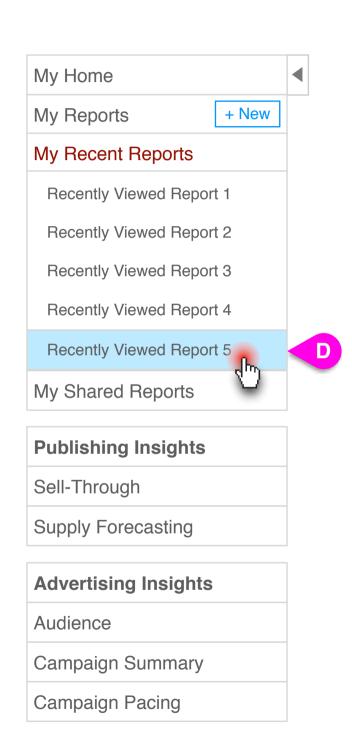
Level 1 Item.

Drill-In Expanded View



Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights
Audience
Campaign Summary
Campaign Pacing







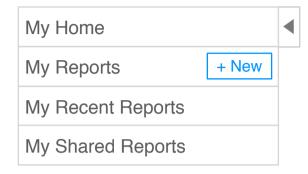
A	User clicks level 1 item, My Reports. Visual treatment will be applied to selected level 1 item. A selected item does not receive a hover treatment. Only unselected menu items have a hover treatment.
В	Level 2 accordion menu appears below clicked level 1 menu item. Note on accordion behavior: Only one accordion section will be open at any given time to prevent the contextual nav from growing too tall.
С	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.2 Expanded accordion

E.1 Default view

Normal State



Publishing Insights Sell-Through

Supply Forecasting

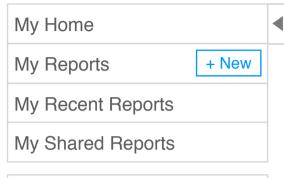
Advertising Insights

Audience

Campaign Summary

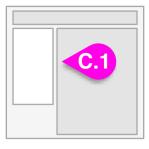
Campaign Pacing

User Clicks on Sell-Through





Advertising Insights
Audience
Campaign Summary
Campaign Pacing



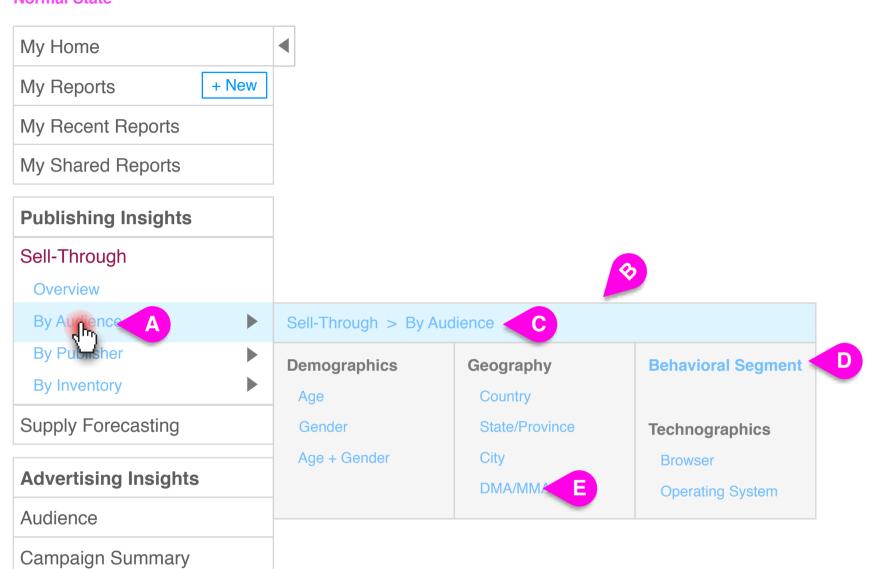


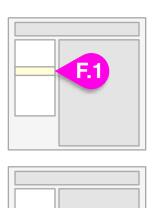
A	User clicks level 1 item, Sell-Through. Visual treatment will be applied to selected level 1 item.
В	Level 2 menu is exposed showing: - Overview - By Audience - By Publisher - By Inventory
С	C.1 - Normal state C.2 - Expanded state

Normal State

Campaign Pacing

Level 2, 3, 4 - Accordion + Flyout (cont'd.)





A	User clicks level 2 item, By Audience. Single fly out menu appears. See B.
В	Fly out menu for Sell-Through > By Audience
С	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.
Е	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

Publishing Insights
Sell-Through
Supply Forecasting

Advertising Insights	
Audience	
Campaign Summary	
Overview	
By Advertiser	•
By Order A	•
By Pla ment	•
By Creative ID	
By Package	•
Campaign Pacing	

				F	Duplicate rep (disabled stat
				G	Level 4 link.
Campaign Summary	> By Order				
Ad Attributes	Campaign Attributes	Audience B			
Ad Behavior	Order F	Demographics	Behavioral Segme G	Inventory	C
Ad Delivery Mode	Order Status	Age		Network	
Ad Format	Order Start Date	Gender	Technographics	Publisher	
Ad Size	Order End Date	Age + Gender	Browser	Site	
	Placement Status		Operating System	Custom Sec	oti D
	Placement Start Date	Geography	Operating System Version	Custom Cor	ntent Category
	Placement End Date	Country	Device Type	Content Top	oic
		State/Province	Device Carrier	Content Typ	oe e
	E	City	Device Make		
		DMA/MMA	Device Model		
		Custom Geo Zones			

A	User clicks level 2 item to expose fly-out menu.
В	Level 3 Category
С	Level 4 Category
D	Level 5 link.
Е	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

by Inventory lev3 (fly-out menu)

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

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

Nav original state

Supply Forecasting

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 by Inventory lev3 by Audience lev3 (fly-out menu) (fly-out menu) My Home Demographics My Reports Age Reports Shared with Me Gender Age + Gender **Publishing Insights** Geography Sell-Through Country **Supply Forecasting** State/Province Overview City By Audience DMA/MMA By Publisher **Custom Geo Zones** By Inventory Behavioral Segment Site **Advertising Insights** Technographics **Custom Section** Audience Browser Campaign Summary **Custom Content Category Operating System** Campaign Pacing Content Topic Operating System Version Content Type **Device Type Device Carrier**

> Device Make Device Model

Advertising Insights

Audience

Nav original state Audience lev 2 by each Audience lev 2 dimension: lev3 fly-out menu) My Home My Home Demographics My Reports My Reports Age Reports Shared with Me Reports Shared with Me Gender Age + Gender **Publishing Insights Publishing Insights** Geography Country Sell-Through Sell-Through State/Province **Supply Forecasting Supply Forecasting** DMA/MMA **Behavioral Segment Advertising Insights Advertising Insights** Technographics Audience Audience Operating System Campaign Summary Overview Device Type **Device Carrier** Campaign Pacing By Advertiser Device Make By Order Device Model By Placement Inventory By Creative ID Network Publisher By Package Site Campaign Summary **Custom Section** Campaign Pacing **Custom Content Category** Custom Section X Content Category **Content Topic** Content Type

Advertising Insights

Nav original state

Campaign Summary

My Home My Home My Reports My Reports Reports Shared with Me Reports Shared with Me list **Publishing Insights Publishing Insights** Sell-Through Sell-Through **Supply Forecasting Supply Forecasting Advertising Insights Advertising Insights** Audience Audience **Campaign Summary Campaign Summary** Campaign Pacing Overview By Advertiser By Order

Campaign Summary lev 2

By Placement

By Creative ID

By Package

Campaign Pacing

by Inventory lev3 (fly-out menu) Audience: see B each dimension attribute 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 Demographics Behavioral Segment Technographics Inventory

Ad Behavior
Ad Deliver Mode
Ad Format
Ad Size

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

Ad Attributes

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

Custom Section

Content Topic Content Type

Custom Content Category

Site

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Advertising Insights

Campaign Pacing

Nav original state

My Home

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

My Home
My Reports

Reports Shared with Me

My Reports

Reports Shared with Me

Campaign Pacing lev 2

Publishing Insights

Sell-Through

Supply Forecasting

Publishing Insights

Sell-Through

Supply Forecasting

Advertising Insights

Audience

Campaign Summary

Campaign Pacing

Advertising Insights

Audience

Campaign Summary



Clarification needed:

need to discuss with Prod. the inputs for the report for:

Advertiser> Order

Advertiser> Order> Placement