

Home Jane Friends Alerts 4

 Invite a Friend
 Settings
 Inbox
Search Box

Academics

Campus Life

Admissions

My Interests

Philosophy

Political Science 2

Theatre Arts

x Soccer 2

Greek Life

[More](#)

My Groups

Greenville Rocks 2

Kant Can!

Sigma Phi Omega

Don't Forget To...

- Complete Your Profile
- Upload Some Photos
- Search for Friends
- Join a Group

What's engaging you now?

Recent Activity

Political Science

Praesent vitae dolor sit amet lectus interdum laoreet. Nullam tristique aliquet justo. Phasellus mauris mi, vehicula at, rhoncus in, hendrerit sed, arcu. Integer sit amet felis.

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✔ **I'm Attending this Event**

Mary Faux

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8
 Hide Feeds from Mary ✖
 Yes No

[Show More](#)

Photos

Soccer Club [by Ben Sample](#)

[Show More](#)

Videos

4

Intro body copy. Integer sit amet felis. Praesent vitae dolor sit amet lectus interdum laoreet. Nullam tristique aliquet justo. Phasellus mauris mi, vehicula at, rhoncus in, hendrerit sed, arcu.

[Play Video](#)

[Show More](#)

Blog Posts

Ben Sample: Praesent vitae dolor sit amet lectus interdum laoreet. Nullam tristique aliquet justo. Phasellus mauris mi, vehicula at, rhoncus in, hendrerit sed, arcu. Integer sit amet felis.

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[Show More](#)

5

Events

- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet

[More](#)

6

Find a Counselor

3

Apply Now

(((Timely Promotion)))

Featured Profile

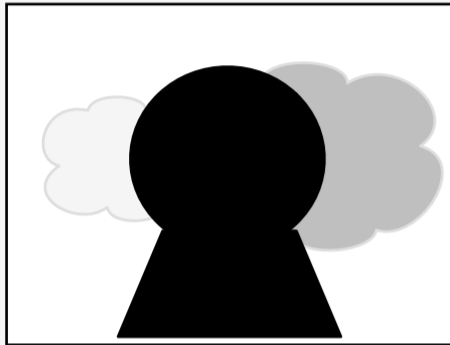
- manicurist darkens subtly
- persecutes swamp tranquilly
- manicurist darkens subtly

[View Profile](#)
✔ [Add as Friend](#)

Page Description: Home Page

This page is the home page for a user. Here they can see the feed of activity from friends, interests and (for prospective students) the genre pages. The page is meant to be a starting point for users to jump in and begin interacting.

- Wireframe Annotations**
1. **Activity Feed**
Includes status, photo, blog, and video updates from friends and interest pages. If a user is also a prospective student, they will receive updates from genre pages.
 2. **Interest and Genre Pages**
Specific academic or campus life interests that the user identifies during sign-up. These can be modified through a user's settings. The "My Interests" navigation will take them directly to that page. They will also receive updates for the interests they're opted into in the Activity Feed.
Prospective students will automatically be opted into "Genre" pages which include Academics, Admissions, and Campus Life. These will act very similar to the general interest pages, however, they will serve to provide content traditionally found on [EngageFurman.com](#).
 3. **Featured Profile**
Ten-to-20 user profiles updated on refresh. Both the University and the Community Manager can determine which profiles will be featured. Profiles identified will be updated monthly.
 4. **Thumbs Up and Report Content**
Users will be able to "Thumbs Up" all feed updates. This will help rank popular content. Also, users will be able to flag inappropriate content by clicking "Report" which will notify the community manager.
 5. **Events**
Various campus events created by either the "Genre" or "Interest" pages or by individual users. Those that show on the dashboard are determined by what a user's friends are attending and which "interests" they are opted into.
 6. **Advertisements**
Furman will be able to identify "advertisements" based on the user type. For example, prospective students will have calls-to-action to apply, visit, etc.
 7. **Complete Your Profile Reminder**
This only appears the first time a user logs into their new account. It pings them to complete their profile, find friends, join a group, or upload photos.
 8. **Hide**
If a user doesn't want to see updates from a particular person or page, they can "Hide" them to have it no longer appear.



Name
Jane Doe

Hometown
Greenville, SC

My Interest

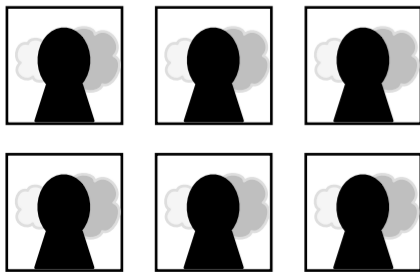
- Philosophy
- Political Science
- Biology
- Soccer
- Greek Life

My Groups

- Greenville Rocks
- Kant Can !
- Sigma Phi Omega

[More](#)

My Connections



[More](#)

What's engaging you now?

Submit

Integer sit amet felis. Praesent vitae dolor sit amet lectus interdum laoreet. Nullam tristique aliquet justo. Phasellus mauris mi, vehicula at, rhoncus in, hendrerit sed, arcu.

Mary Sample: dolor sit amet lectus interdum laoreet. Nullam tristique aliquet justo. Phasellus mauris mi, vehicula at, rhoncus in, hendrerit sed, arcu. Integer sit amet felis.

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[More Comments](#)

Integer sit amet felis. Praesent vitae dolor sit amet lectus interdum laoreet. Nullam tristique aliquet justo. Phasellus mauris mi, vehicula at, rhoncus in, hendrerit sed, arcu.

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- About Me
- My Blog
- My Videos
- My Photos

Activities

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Activities

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Favorite Books

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Favorite Movies

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My Events

- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet

[More](#)

Suggested Connections



John Williams
John is also interested in Biology



Hans Zimmer
Hans is also a member of Sigma Phi Omega



Wendy Carlos
Wendy is a Soccer Coach

[More](#)

Institutional Advertisement

Apply Now

Request Information

Report This User

Page Description: Profile Page

The profile page is the page that each user can own to share information about themselves with everyone else. It outlines their own interests, their blog, videos and photos. The top half of the page includes the timely updates which are pulled into the activity feed while the bottom half includes static content. Users will have the choice to have these pages public or private to those without an account.

Wireframe Annotations

This format will be used for interest pages (i.e. Philosophy) as well as user generated groups.

1. Updates & Wall Posts

Users will be able to update their profile with their thoughts, what they're doing, etc. The idea is to talk about what has them engaged at Furman. If a user is looking a friend's profile, this field will allow them to post a comment/message.

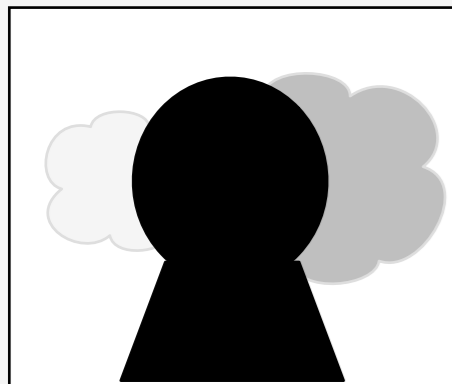
2. Suggested Friends

To encourage building a user's network, Connect will make suggestions for people to friend based on a user's interests and friends of friends.



Are you already a member? Login in Now

USERNAME PASSWORD



Mutual Connections



John Williams



Hans Zimmer



Wendy Carlos

+ Add Jane as a Friend

The Benefits of Joining

Mr. Lahmu's new big work constitutes a controlled adventure's technology that awakens the obvious dazzling joke/uncompromising composition. This work, at once foulmouthed and outlandish, that has as a central theme the algorithmic technology-based cybernetic oeuvre of space/time, represented here as a casual synthesis of physics and folk art.

JOIN TODAY!

FIRST NAME

LAST NAME

I AM A:

Select One...
Prospective Student
Current Student
Faculty/Staff
Alumni
Parent
Community Member

Next

[Step 1 of 2](#)

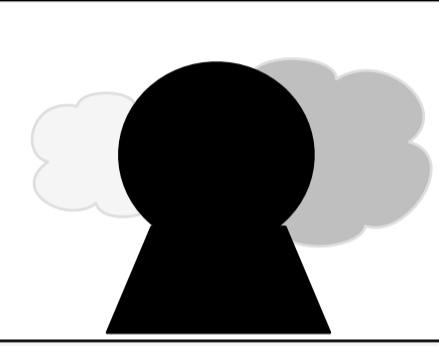
Page Description: Profile Page - Lockdown

The lockdown profile page is the initial landing page for someone trying to view a users profile if they are in browse mode and either do not have a Fuman Connect account or are not currently logged in. Here they are given a taste at the type of content found in the community through the introductory copy. The right-hand column includes the first step of the sign-up process. The main goal of this page is to encourage users to sign-up and to help identify what type of user they are.

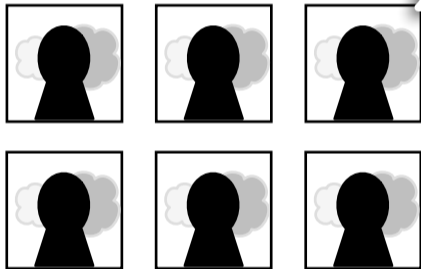
Wireframe Annotations

- 1. Introductory Copy**
This copy is meant to explain what FurmanConnect is and highlight the benefits of becoming a member.
- 2. Sign-up Fields**
This is the first step a user must complete to sign-up and create an account. It's the standard information that will appear for each profile. Step two will be populated based fields for each user-type. For example, parents will be asked to identify their son or daughter's name. In step two they will also identify their interests (i.e. philosophy, women's basketball).

furman connect Biology

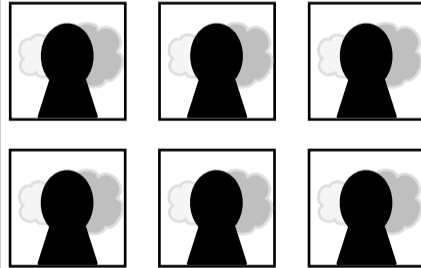


Faculty



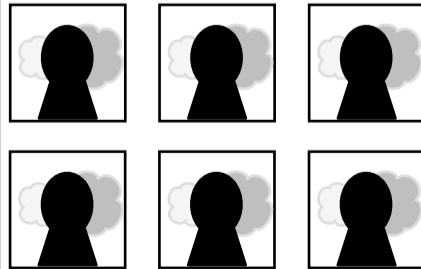
[More](#)

Students



[More](#)

Alumni



[More](#)

What's engaging you now?

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[More Comments](#)

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- Overview
- FAQ
- Videos
- Photos
- * TBD *

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+ Add To My Interests

Biology Events

- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet

[More](#)

Biology News

- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet

[More](#)

Interested in Studying Biology at Furman?

[Learn More](#)

Required Courses... Biology Department Page... Biology Page at Furman.edu...

Page Description: Academic Interest Page

The academic interest pages are what make this community different from your traditional social network open anyone. To demonstrate the engaged concept, these pages demonstrate the type of activity occurring in each of the different majors. Each major that will have their own page is outlined in the Mind Map. The page combines the timely status feed as well as static content in tabs. An administrator will own these pages and have control over the tabbed and sidebar content.

Wireframe Annotations

- Faculty, Students, Alumni**
Each of these categories of profiles allows others to see who is currently connected to the program. It can be a way for them to find people to befriend or act as a directory to get in touch with someone.
- TBD Tabs**
Each of the tabs can be customized to serve the needs of the department. We recommend not having more than two or three of these customizable tabs.
- Add to My Interests**
This allows users to quickly and nimbly add a particular academic interest to their list and opt-in to receive updates.
- Link to Marketing Major Page**
This element will show only for prospective students. They have navigated to this page interested in that particular major. This link allows them to go to the Furman.edu marketing page about the major to learn about the degree, its career opportunities, etc.
- Required Courses**
This link will take both prospective students and current students to the page on Furman.edu which lists out the various required courses for that degree. The idea is that the content doesn't have to be duplicated in both places but rather can point to the appropriate place.

furman connect

ADMISSIONS

Academics 5

Campus Life

Admissions 1

Dates to Remember

- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet
- Praesent vitae dolor sit amet

[More](#)

What are you doing? (Personal Updates & Postings)

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[More Comments](#)

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[More](#)

FAQs Steps to Apply Affordability Find a Counselor Accepted Students 2

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Schedule A Visit 3

Apply Now

What Do Furman Students Do After Graduation? 4

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Wikipedia

CollegeBoard

Institutional Advertisement

((LINKS))

((LINKS))

Page Description: Genre Pages

The genre pages have been created in order to put the content from EngageFurman.com into FurmanConnect. It includes three total pages: Academics, Campus Life and Admissions. It includes the timely status feed at the top of the page as well as tabbed content. Each of the genre pages will have an administrator to manage the updates and control the tabbed and sidebar content. The contents of each of these pages are further specified in the accompanying content strategy document. Although these pages will be public to all user types, prospective students will automatically be opt-in without the option to remove them and can access them from the left-hand side bar on the Connect homepage.

Wireframe Annotations

Because genre pages are meant to recreate EngageFurman.com, they will work similar to a CMS where each of the sidebar elements can be customized by the administrator.

1. Dates to Remember

Each genre page can identify important dates (different from events). For example, admissions includes dates for upcoming deadlines. Campus life may want to show upcoming campus events here. These are not hyperlinked, they are meant to act as announcements.

2. Tabbed Content

In addition to the feed, each page will have an area with tabs for more static information. The tabs can be customized by the administrator of that page. Content featured will give details about that particular category and can link to parts of [Furman.edu](#) or external sites.

3. Calls-to-Action

While "advertisements" can promote particular calls-to-action on other areas of Connect, each page will have its own defined calls-to-action. For example, Admissions will encourage users to schedule a visit and apply. These will be determined by the page administrator.

4. Featured Content

This area serves to highlight content or pull in an external feed. For example, on Admissions, it can pull a feed of "Fast Facts."

5. Genre Page Navigation

This topical navigation only appears on other genre pages and the dashboard. It will also be available to users who have not created an account on the network.



Are you already a member? [Login in Now](#)

USERNAME PASSWORD

2

Mr. Lahmu's new big work constitutes a controlled adventurous technology that awakens the obvious dazzling joke/uncompromising composition. This work, at once foulmouthed and outlandish, that has as a central theme the algorithmic technology-based cybernetic oeuvre of space/time, represented here as a casual synthesis of physics and folk art.

1

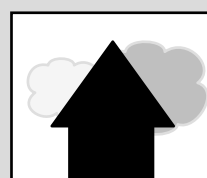
Photos

Soccer Practice [by Ben Sample](#)



[Show More](#)

Videos



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[Play Video](#)

[Show More](#)

Blog Posts

Ben Sample: Praesent vitae dolor sit amet lectus interdum laoreet. Nullam tristique aliquet justo. Phasellus mauris mi, vehicula at, rhoncus in, hendrerit sed, arcu. Integer sit amet felis.

Laura Fake: Praesent vitae dolor sit amet lectus interdum laoreet. Nullam tristique aliquet justo. Phasellus mauris mi, vehicula at, rhoncus in, hendrerit sed, arcu. Integer sit amet felis.

[Show More](#)

JOIN TODAY!

3

FIRST NAME

LAST NAME

I AM A:

Select One...

- Prospective Student
- Current Student
- Faculty/Staff
- Alumni
- Parent
- Community Member

Next

[Step 1 of 2](#)

Page Description: Sign-up Page

The sign-up page is the initial landing page for someone visiting Connect. Here they are given a taste at the type of content found in the community through the introductory copy and by the feed found in the left-hand column. The right-hand column includes the first step of the sign-up process. The main goal of this page is to encourage users to sign-up and to help identify what type of user they are.

Wireframe Annotations

1. Activity Feed

The activity feed is meant to tease those without an account with the type of content that will be featured when they join. This content will be derived specifically from items that have been given a "Thumbs Up" in the community.

2. Introductory Copy

This copy is meant to explain what FurmanConnect is and highlight the benefits of becoming a member.

3. Sign-up Fields

This is the first step a user must complete to sign-up and create an account. It's the standard information that will appear for each profile. Step two will be populated based fields for each user-type. For example, parents will be asked to identify their son or daughter's name. In step two they will also identify their interests (i.e. philosophy, women's basketball).