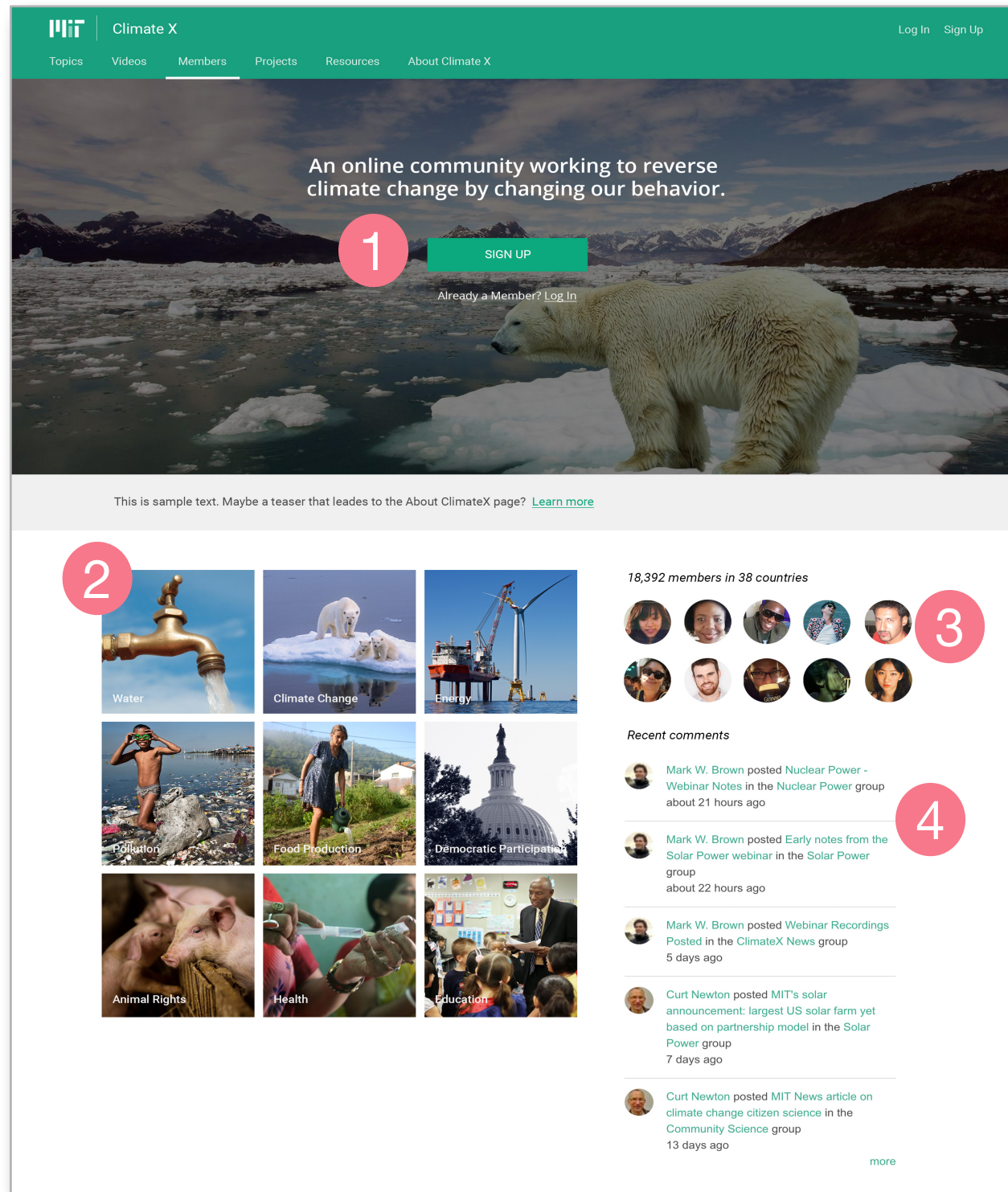# 1.0_A Home (Unauthenticated)

1.0 Page Elements

1. Hero image with Sign up CTA (Goes to Sign Up 5.1)
2. Clickable topic grid (goes to Topics 2.0)
3. Active members preview grid (shows # of total members and top activity faces)
4. Latest posts & comments feed "Recent Activity"

NOTE: Navbar Green is shifting to Teal across all pages. We're still working out the color details

1.0 Primary Calls to Action
(red boxes requires login)

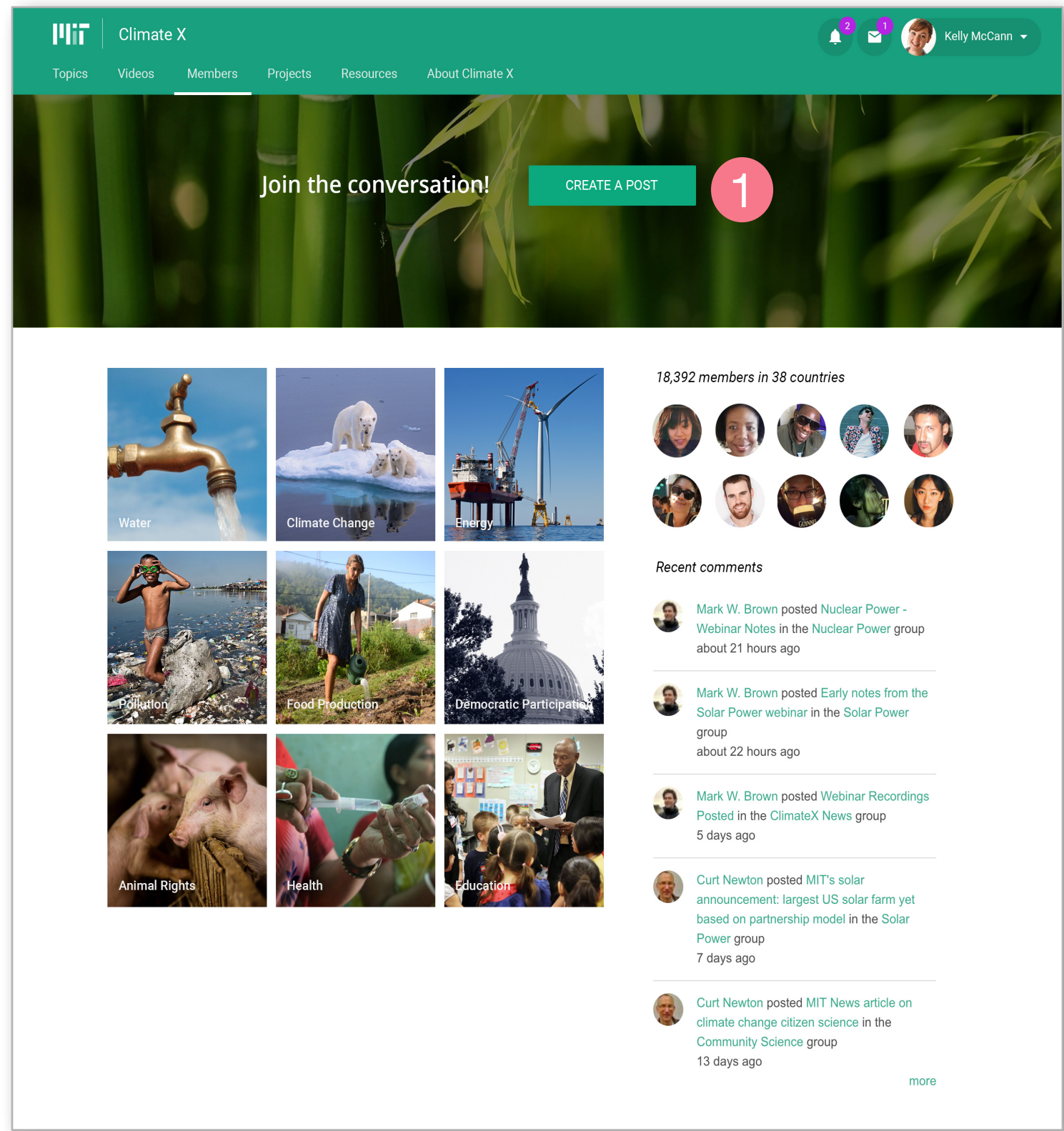| Sign Up (5.1)	Log In (1.1)
Click **Topic** (2.0)	Click **Post** (2.1)
Click **Member** 4.1	

General styling:

1. Page content
a. Centered with max width of 1300px (navbar and hero image should be full width)
b. White background on all pages
c. Layouts will be 1 or two column
d. Column widths may vary

2. Colors
a. Main brand color: #355B6B
b. Button background: #TBD
c. Link text: #TBD
d. Alert colors: #TBD
e. Dropdown backgrounds (black..): #TBD
— all colors should be stored in a separate CSS file that allows for easy universal changes…

3. Styles
a. Font: Roboto if possible.
b. Default text size: 16 px
c. Black text is RGBA (0,0,0,.87)
d. Gray font is #777
e. Font size in headers and smaller fonts should be replicated (don't have size info)

4.. If member doesn't have a photo added, create a more attractive circular dot with first letter of first name…

5. See next page for topic labels…

Climate X

Topics   Videos   Members   Projects   Resources   About Climate X

Kelly McCann

Join the conversation!   CREATE A POST   1

Water
Climate Change
Energy
Pollution
Food Production
Democratic Participation
Animal Rights
Health
Education

18,392 members in 38 countries

Recent comments

Mark W. Brown posted Nuclear Power - Webinar Notes in the Nuclear Power group
about 21 hours ago

Mark W. Brown posted Early notes from the Solar Power webinar in the Solar Power group
about 22 hours ago

Mark W. Brown posted Webinar Recordings Posted in the ClimateX News group
5 days ago

Curt Newton posted MIT's solar announcement: largest US solar farm yet based on partnership model in the Solar Power group
7 days ago

Curt Newton posted MIT News article on climate change citizen science in the Community Science group
13 days ago

more

Page Elements

1. Upon log in — or upon return to home page in logged in state — the hero image has collapsed in size and changed, with new call to action to "create a post"

Primary Calls to Action
(red boxes requires login)

Click **Topic** (2.0)	Click **Post** (2.1)
Add **Post** (2.2)	Click **Member** 4.1
Go to My Profile (5.0)	Go to Messages (4.3)

Topics

1. Climate Action
2. Food and Water
3. Nature and Environment
4. Buildings and Cities
5. Transportation
6. Energy
7. Change and Adaptation
8. Pollution and Waste
9. Industry
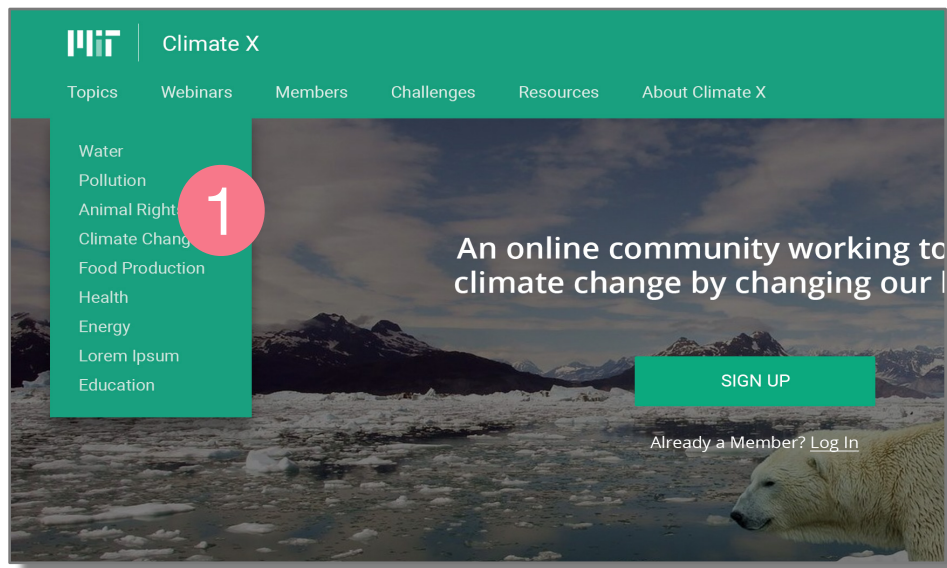10. Public Policy
11. Climate Science

Notes / Comments

1. Can we extend cookie expiration to keep logged in state for 30 days?

## 1.0.1 Global Nav — General Navigation

Page Elements

1. Rollover dropdown menu for Topics
2. Utility Nav — Unauthenticated State. For Authenticated State, see 1.0.2 Utility Nav
3. Banner CTA if unauthenticated. This should remain throughout browsing experience…

General Styling

a. General Navbar

(1) Should be full width
(2) Should include Login and Signup links in Utility Nav at upper right (see next page)
(3) Category labels, left to right:
—Topics
—Videos
—Members
—Projects
—Resources
—About ClimateX

(4) Topics section should have a secondary nav on rollover.
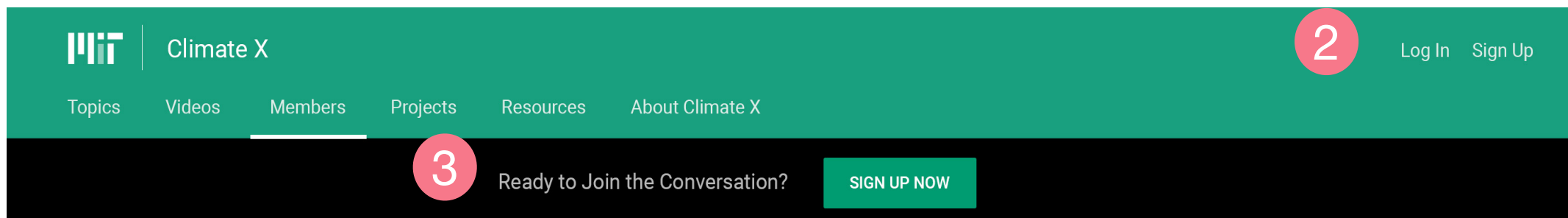
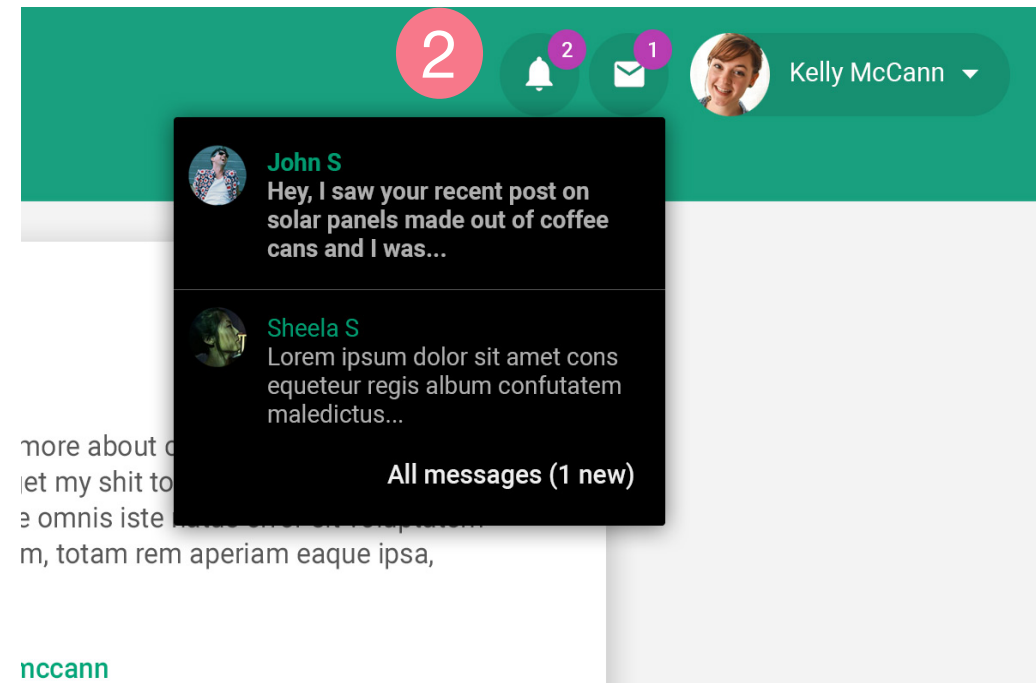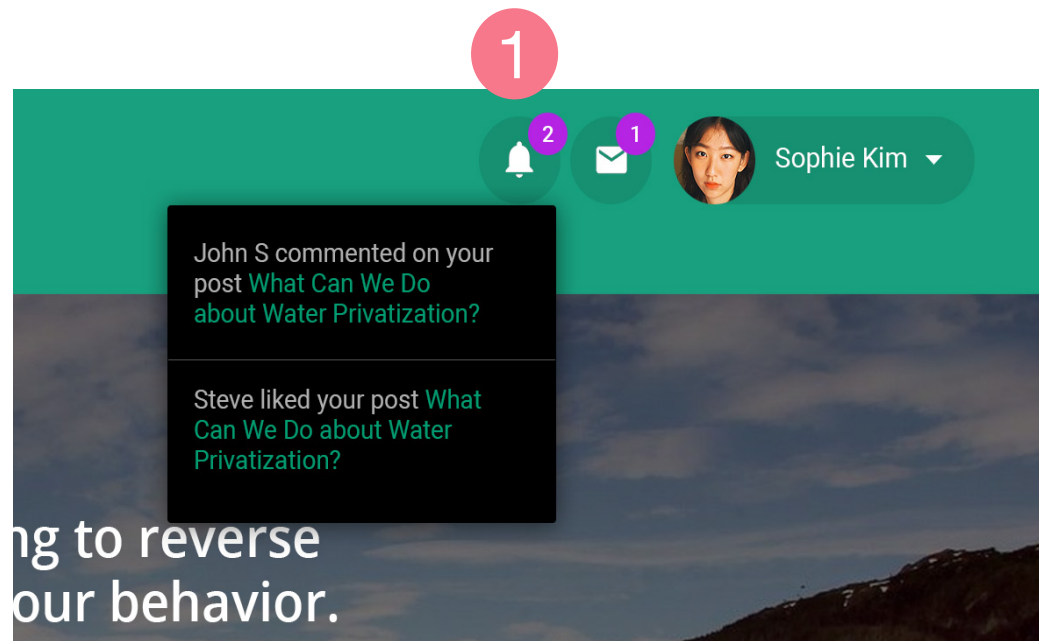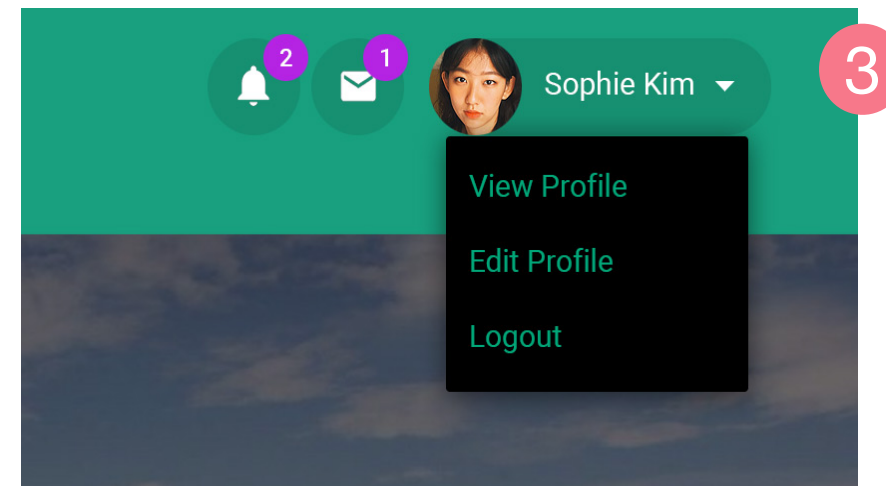## Primary Calls to Action
(red boxes requires login)

Click **Topic** (2.0)	Click **Videos** (3.0)	Click **Members** (4.0)
Click **Projects** (6.0)	Click **Resources** (7.0)	Click **About** (8.0)

1

John S commented on your post What Can We Do about Water Privatization?

Steve liked your post What Can We Do about Water Privatization?

Sophie Kim

2

John S
Hey, I saw your recent post on solar panels made out of coffee cans and I was…

Sheela S
Lorem ipsum dolor sit amet cons equeteur regis album confutatem maledictus…

All messages (1 new)

Kelly McCann

more about c
et my shit to
e omnis iste
m, totam rem aperiam eaque ipsa,

nccann

3

Sophie Kim

View Profile

Edit Profile

Logout

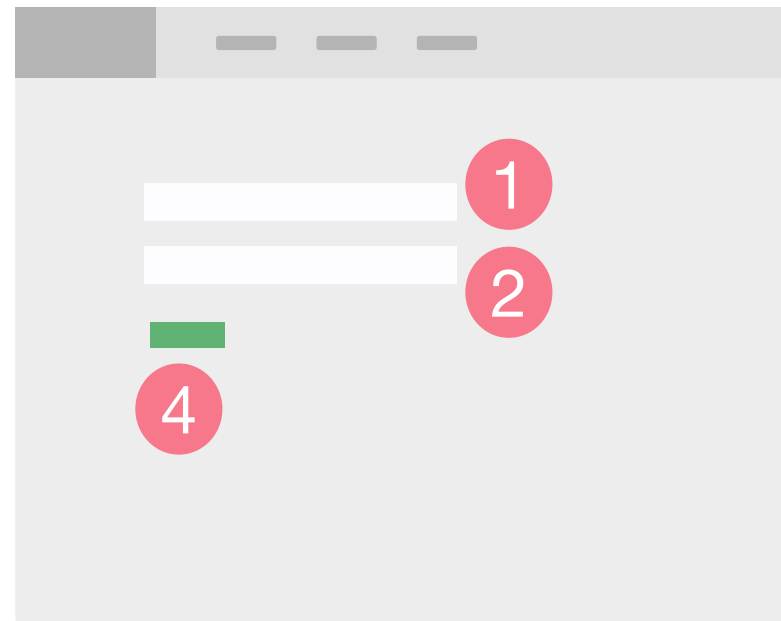**Primary Calls to Action**
(red boxes requires login)

Go to Post Detail 2.1

Go to Video Detail 3.1

Go to Topics 2.0

Go to My Profile (5.0)

Go to Edit My Profile (5.1)

Go to Messages (4.3)

Page Elements

1. Post alerts shows any new activity related to users preferences. Capped at 3 most recent…
— New Member Comment to authored post
— New Member Like to an authored post
— *New Member Post or Comment to a Followed Topic*
— New Comment to a Followed Post
— New post or comment from a Followed Member

(a) On rollover or click, shows dropdown menus of brief versions of above activity *(Member photo, First/Last Name, brief comment).*
— Click to go to Post Detail (2.1) or Video Detail (3.1) or Topic Page (2.0)

2. Message alerts show any new messages / responses from other members.

(a) On rollover or click, shows dropdown menu of brief versions of messages (Member photo, First/Last Name, Brief Message)
— Click to go to Messages (4.3)

3. Profile shows profile image and First / Last Name. On rollover or click, shows dropdown menu of
— View Profile (click to 5.0)
— Edit Profile (click to 5.1)
— Logout

Notes / Comments

1.1 Log In

Log in   (5)

Log in | Request new password

E-mail or username *

(3)

Password *

K9WhE

What code is in the image? *

Enter the characters shown in the image.
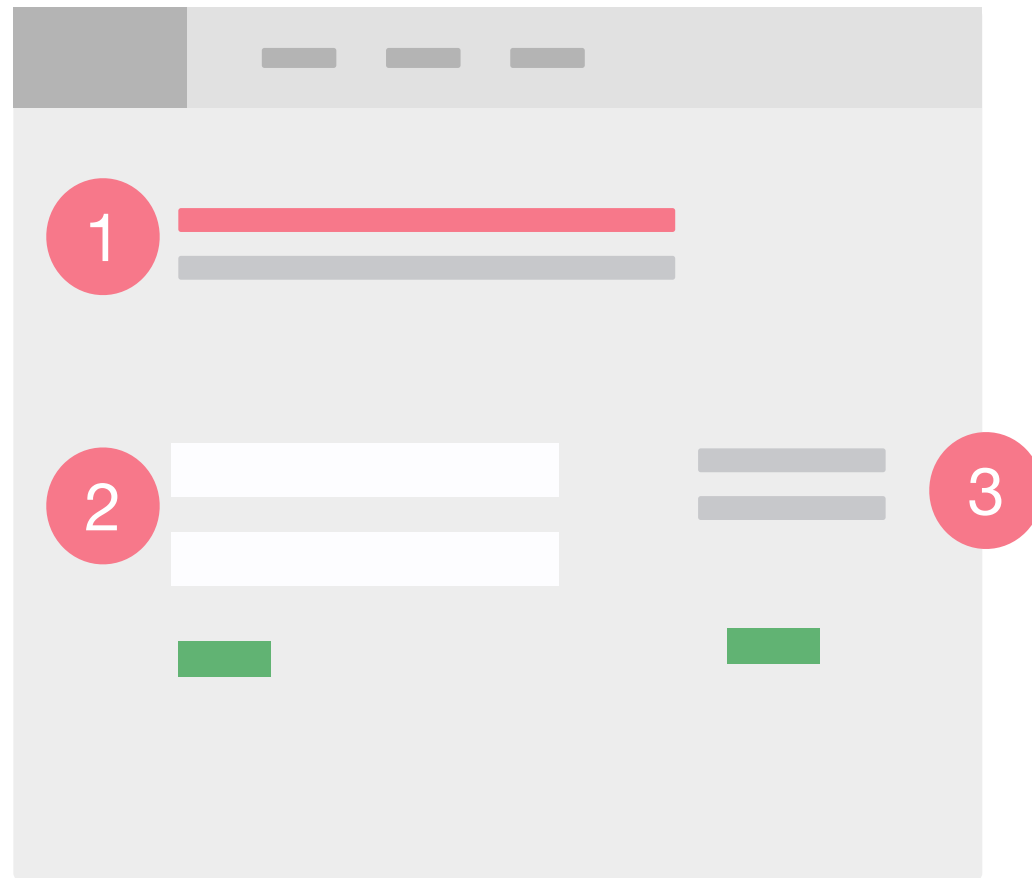
Log in

(1)
(2)
(4)

Page Elements

1. Username box
2. Password box
3. Captcha verification
4. Login button
5. Request new password link

Primary Calls to Action
(red boxes requires login)

Log In
(goes to 1.0 Home)

1.2 Members Only Pages Prompt:
Intercept Log in / Sign Up if Unauthenticated

Page Elements

1. Explanation copy — "you need to be a member to access this page"
2. Login area
3. Sign up area

Notes / Comments:

Bare bones — go to sign in.

Can this be an overlay?

If the user logs in from this page, can they continue to their original target page?

Primary Calls to Action
(red boxes requires login)

Sign Up (5.1)	Log In (1.1)

2.0 Topic

MIT Climate X

Topics Videos Members Projects Resources About Climate X

🔔 2 ✉ 1 Kelly McCann ▾

John S commented on your post *What Can We Do about Water Privatization?*

Steve liked your post *What Can We Do about Water Privatization?*

① Energy

Carbon from burning fossil fuels is the number one contributor to global warming. We must, therefore, begin to transition to cleaner, sustainable sources of energy. Something more here about toxic output from frakking, pipeline spills, extraction, etc. The text here is important. Not sure who should write it. Sample text only. **Read More about this Topic**

② Want to add to the discussion? **CREATE A NEW POST**

③ Edouardo Zinna 3 days ago

Adaptive Cities

A great article on cities adapting to current climate hangups and combating climate change:https://www.fastcoexist.com/3065977/11-cities-that-are-leading-the-global-fight

Some of the improvements include: Implementation of new light rail systems running on a mix of wind power, geothermal power and hydropower (Addis Ababa); Infrastructure designed to manage increased rainwaters: pocket parks that can fill up with water and "green streets" designed to soak up rain (Copenhagen)

④ 13 comments

Edouardo Zinna 3 days ago

Adaptive Cities

⑤ A great article on cities adapting to current climate hangups and combating climate change:https://www.fastcoexist.com/3065977/11-cities-that-are-leading-the-global-fight

Some of the improvements include: Implementation of new light rail systems running on a mix of wind power, geothermal power and hydropower (Addis Ababa); Infrastructure

Con... See All

⑦

Videos About Energy

⑥

Postcard from Greenland

How to Talk to a Climate Change Denier

Another one here...

Primary Calls to Action
(red boxes requires login)

Click **Post** (2.1)	Add **Post** (2.2) else 1.2
Click **Member** (4.1) else 1.2	Click **Video** (3.1)

Page Elements

1. Topic Title and Intro Copy (written by site editor)
2. Add Post with my Icon CTA (only visible if logged in)
3. Most Recent Post and member icon (A)
4. Most recent Comment to Post A (make this visible) + See all CTA
5. Next most recent Post (B)
6. Related Videos
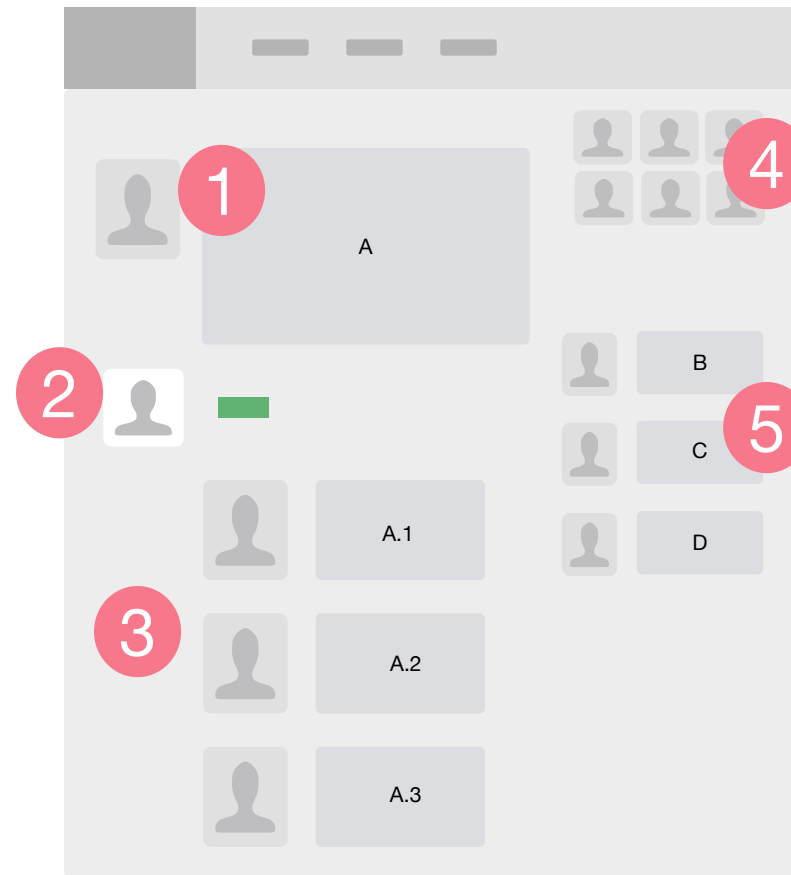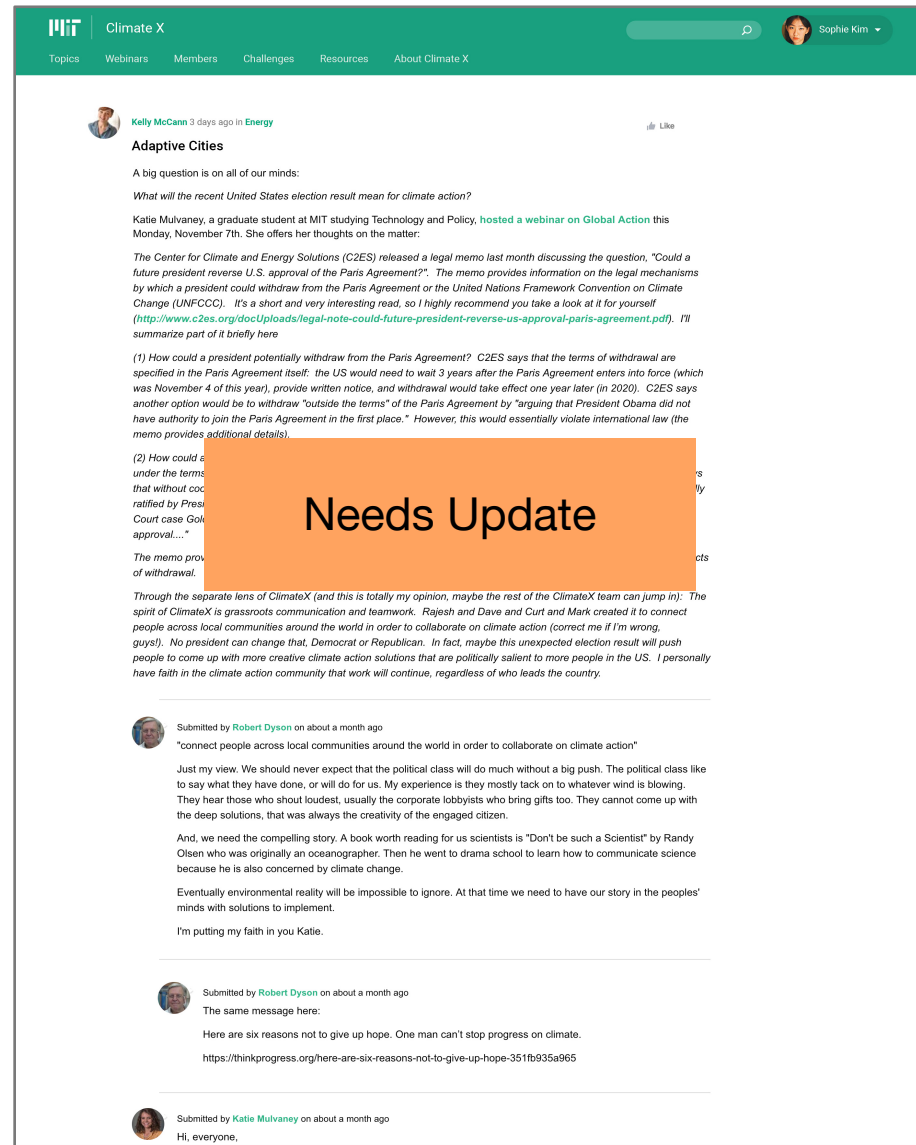7. Contributors to this Topic (comments or posts)

Notes / Comments:

Might need a clearer CTA to see the whole Post Detail Page…

If the user is not logged in — can we place a "log in / sign up" CTA in Zone 2?

Can Posts be easily added in page or with overlay to avoid navigating away from page?

We should add a Follow button here — which automatically adds to My Profile, and means that the user will be notified by email / utility nav when new entries happen.

2.1 Post Detail

Page Elements

1. Post and member icon
2. Add comments CTA with profile image (only visible if logged in)
3. Most recent comments (in reverse chron order)
4. Contributors to this Post
5. Related Posts in this Topic

Notes / Comments:

Can comments be easily added in page or with overlay — to avoid navigating away from page?

Ability to follow a specific post

Primary Calls to Action
(red boxes requires login)

Add **Comment** (in-page)

Click **Member** (4.1) else 1.2

Create a New Post

1

Post title

Write here...

Attach an image or video

Select a File

Topics

- ☐ Energy
- ☐ Water
- ☐ Food Production
- ☐ Pollution
- ☐ Carbon
- ☐ Lorem
- ☐ **2**
- ☐ Dolor Sit
- ☐ Amet Consequeteur

3

CANCEL   SUBMIT

nnials Talk A

n Action

Videos About These

ng **Gabriela Seratta Marks**

ward®-winning filmmaker Fisher Stevens and Academy Award-winning actor, and

Page Elements

1. Post or comment title and body
2. Ability to multiselect topics that it relates to (Checkboxes)
3. Submit or Cancel

Notes / Comments:

Should be drop dead easy to insert links or images…needs formatting?

The topic you're posting from should be autoselected — is this possible?

Can we add a way to request a new topic?

Primary Calls to Action
(red boxes requires login)

Compose Post
(go to 2.1)

3.0 Videos

MIT | Climate X

Log In   Sign Up

Topics   Videos   Members   Projects   Resources   About Climate X

Videos

1 At Climate X, we believe that real solutions to climate change will come from an open exchange of ideas. These Videos are open discussions led by a panel of MIT graduate students and alumni. All Climate X members are encouraged to participate in discussion of video topics.

Topics

Climate Change (23)

Energy (9)

Food Production (6)   **4**

Water (11)

Pollution (2)

Animal Rights (9)

Health (4)

Democracy (0)

Education (1)

2

What Millenials talk about when they talk about Climate Change

Postcard from Greenland

Gabriela Serrato Marks

Joe Ondatje-Smith

3 Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae (Read More)

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae (Read More)

Energy   Citizen Action   **5**

Climate Change   Carbon

Page Elements

1. Opening copy
2. Grid of videos
3. Video description
4. List of topics
5. Topics related to this video
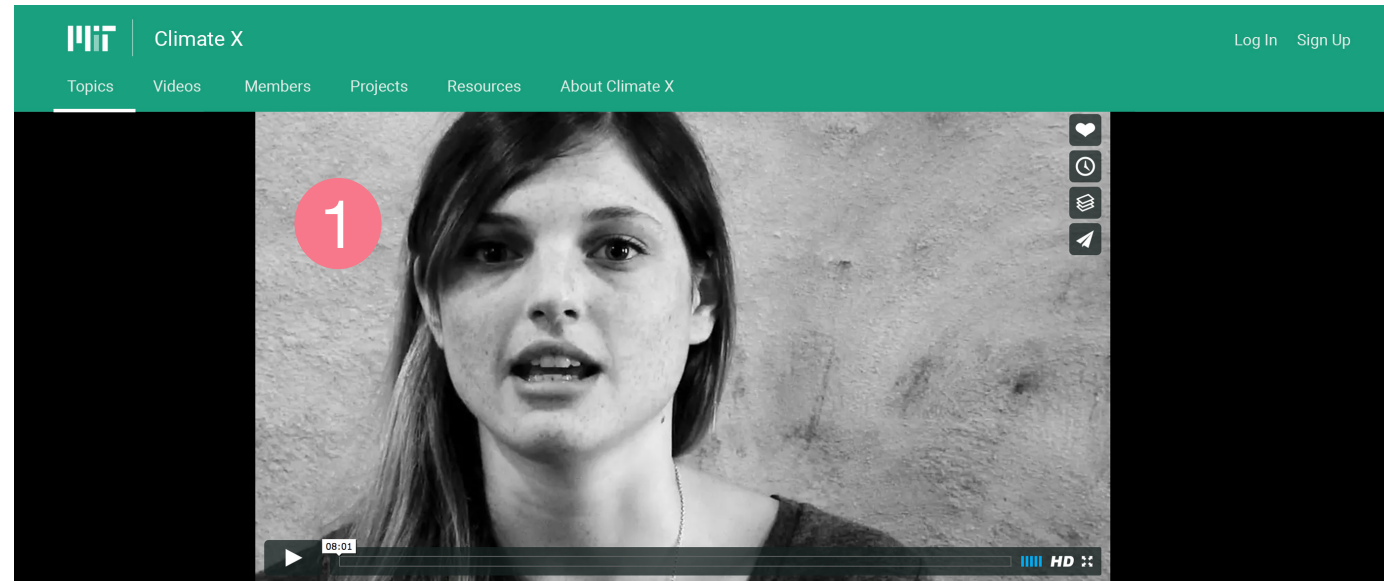
Primary Calls to Action
(red boxes requires login)

Click **Video** (3.1)

Click **Member** (4.1) else 1.2

Click **Topic** (2.0)

3.1 Video Detail

4.0 Members

Notes / Comments:

1. Visible Member info (card view):

a. First Name
b. Last Name
c. Country
d. # Posts/Comments (sort order, high to low)
e. Interests (free text)

Page Elements

1. Filter (Topics, Country, Keyword)
2. Member photo (or icon)
3. Member info

Primary Calls to Action
(red boxes requires login)

| Click **Member** (4.1) else 1.2 | Search / Filter (in-page) |

Climate X

MIT | Climate X

Topics   Videos   Members   Projects   Resources   About Climate X

Sophie Kim

Kelly McCann

Cambridge, MA, USA

+ Follow   ✉ Send Message

Hi:) I am very interested in learning more about climate science and maybe even attending MIT, if I can get my shit together. Here is some more about me... Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae

https://www.linkedin.com/in/kelly-mccann
https://twitter.com/kellymccann

Education

University of Massachusetts
Bachelor of Arts (B.A.), Stud
2013 – 2017

Interested in...

Energy   Citizen Action   Water

Food Production

Recent Activity

Kelly McCann posted A look back on 2016 and what's to come in 2017 in the Global Action group
about 13 hours ago

Kelly McCann posted Obama names two additional national monuments in the Local Action group
8 days ago

Kelly McCann posted Obama names two additional national monuments in the Local Action group
8 days ago

Kelly McCann posted As Earth Warms, the Diseases That May Lie within Permafrost Become a Bigger Worry in the Adaptation, Resilience and Mitigation group
15 days ago

Kelly McCann posted Community Solar in New York in the Solar Power group
17 days ago

Load more

34 Followers

View All

Page Elements

1. Photo or Icon (if icon — circle with first initial inserted?)
2. Topics of interest
3. First name, Last name
4. Location
5. Education
6. Interests - free text
7. Social links
8. Recent Site activity: Posts / Comments
9. Message this Member button
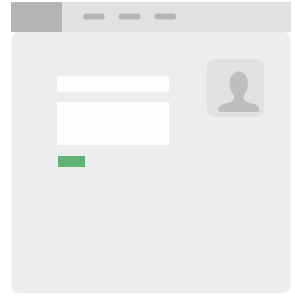10. Members following
11. Follow this member button

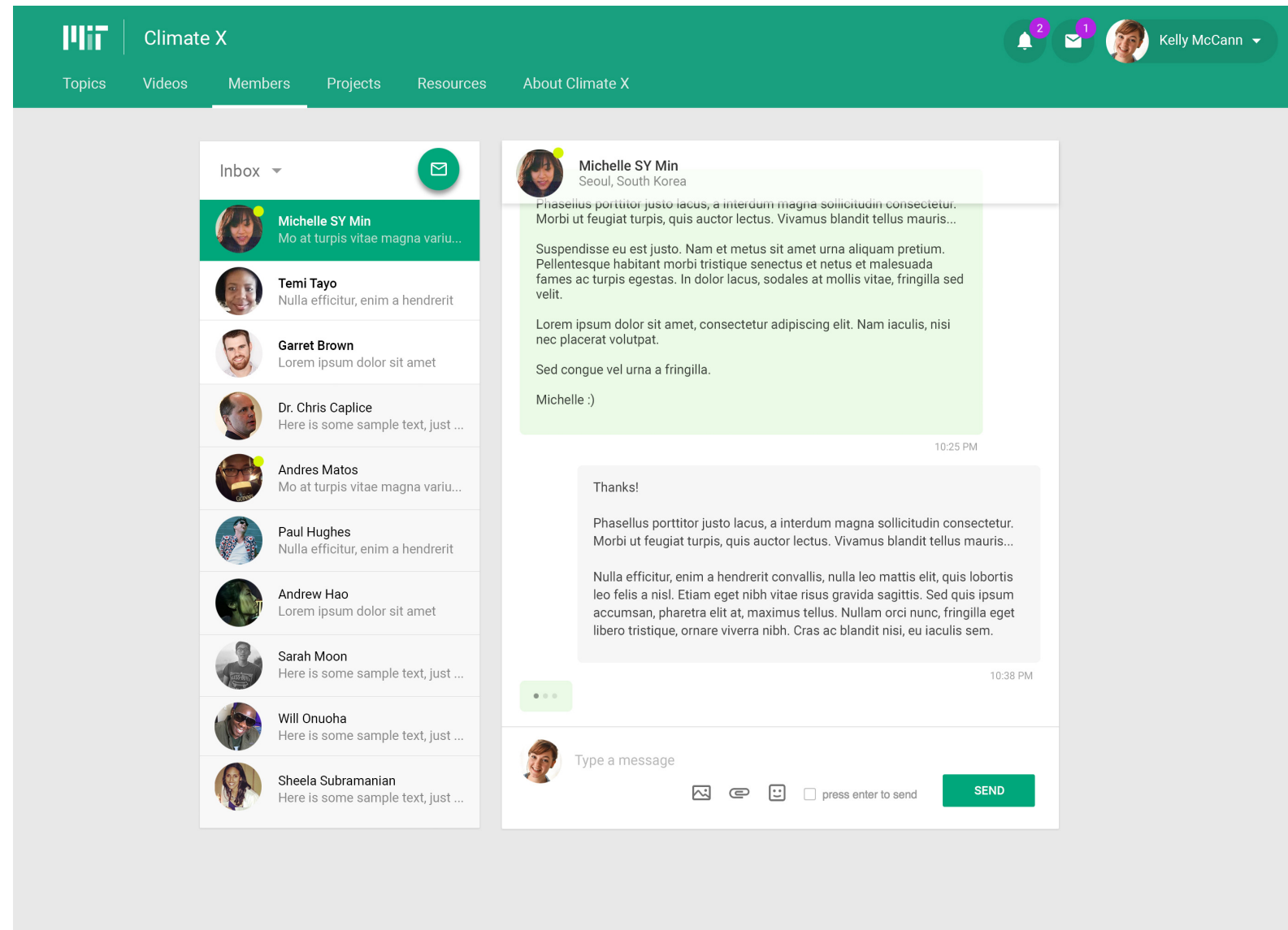# Primary Calls to Action
(red boxes requires login)

| Message Member (4.2) | Follow Member (in-page) | Click Post (2.1) |

Click Topic (2.0)

4.2 Compose Message

MIT | Climate X

Topics   Videos   Members   Projects   Resources   About Climate X

2   1   Kelly McCann ▾

Inbox ▾   ✉

Michelle SY Min
Mo at turpis vitae magna variu...

Temi Tayo
Nulla efficitur, enim a hendrerit

Garret Brown
Lorem ipsum dolor sit amet

Dr. Chris Caplice
Here is some sample text, just ...

Andres Matos
Mo at turpis vitae magna variu...

Paul Hughes
Nulla efficitur, enim a hendrerit

Andrew Hao
Lorem ipsum dolor sit amet

Sarah Moon
Here is some sample text, just ...

Will Onuoha
Here is some sample text, just ...

Sheela Subramanian
Here is some sample text, just ...

Michelle SY Min
Seoul, South Korea

Phasellus porttitor justo lacus, a interdum magna sollicitudin consectetur. Morbi ut feugiat turpis, quis auctor lectus. Vivamus blandit tellus mauris...

Suspendisse eu est justo. Nam et metus sit amet urna aliquam pretium. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In dolor lacus, sodales at mollis vitae, fringilla sed velit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam iaculis, nisi nec placerat volutpat.

Sed congue vel urna a fringilla.

Michelle :)

10:25 PM

Thanks!

Phasellus porttitor justo lacus, a interdum magna sollicitudin consectetur. Morbi ut feugiat turpis, quis auctor lectus. Vivamus blandit tellus mauris...

Nulla efficitur, enim a hendrerit convallis, nulla leo mattis elit, quis lobortis leo felis a nisl. Etiam eget nibh vitae risus gravida sagittis. Sed quis ipsum accumsan, pharetra erat at, maximus tellus. Nullam orci nunc, fringilla eget libero tristique, ornare viverra nibh. Cras ac blandit nisi, eu iaculis sem.

10:38 PM

• • •

Type a message   🖼 🔗 🙂   ☐ press enter to send   **SEND**

Not members section
Need a way to get back
to my profile

Go to **Member Conversation** (4.3)

Follow/Unfollow Topics (in-page)

Click **Post** (2.1)

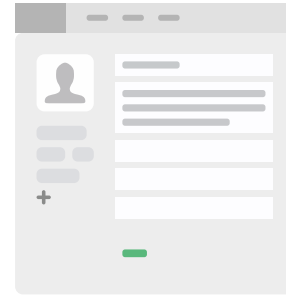Click **Topic** (2.0)

Post Message (go to 4.3)

5.0 My Profile

Climate X

Topics   Videos   Members   Projects   Resources   About Climate X

2
1
Kelly McCann ▾

Notes / Comments

Posts I'm following?

Kelly McCann

Cambridge, MA, USA

Edit Profile

Hi:) I am very interested in learning more about climate science and maybe even attending MIT, if I can get my shit together. Here is some more about me... Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae

https://www.linkedin.com/in/kelly-mccann
https://twitter.com/kellymccann

Education

University of Massachusetts Boston
Bachelor of Arts (B.A.), Studio Art, 4.0
2013 – 2017

Interested in...

Energy   Citizen Action   Water

Food Production

Also...

Solar panels, MIT Climate groups. local organizing

34 Followers   View All

4 Following   View All

Recent Activity

Kelly McCann posted A look back on 2016 and what's to come in 2017 in the Global Action group
about 13 hours ago

Kelly McCann posted Obama names two additional national monuments in the Local Action group
8 days ago

Kelly McCann posted Obama names two additional national monuments in the Local Action group
8 days ago

Kelly McCann posted As Earth Warms, the Diseases That May Lie within Permafrost Become a Bigger Worry in the Adaptation, Resilience and Mitigation group
15 days ago

5.1 Sign Up / Edit Profile

Follow Topics
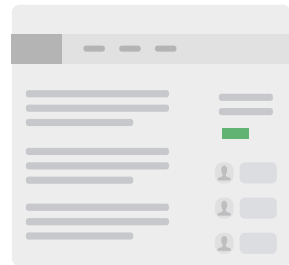(in-page)

6.0 Projects

7.0 Resources

8.0 About ClimateX

Sign Up (5.1)	Log In (1.1)

Click **Member (4.1) else 1.2**