

4040 Wilson

WEBSITE UX DOCUMENT | OCTOBER 2019

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TEASER WEBSITE

PAGE 4: TEASER LANDING

TEASER HOME.PSD

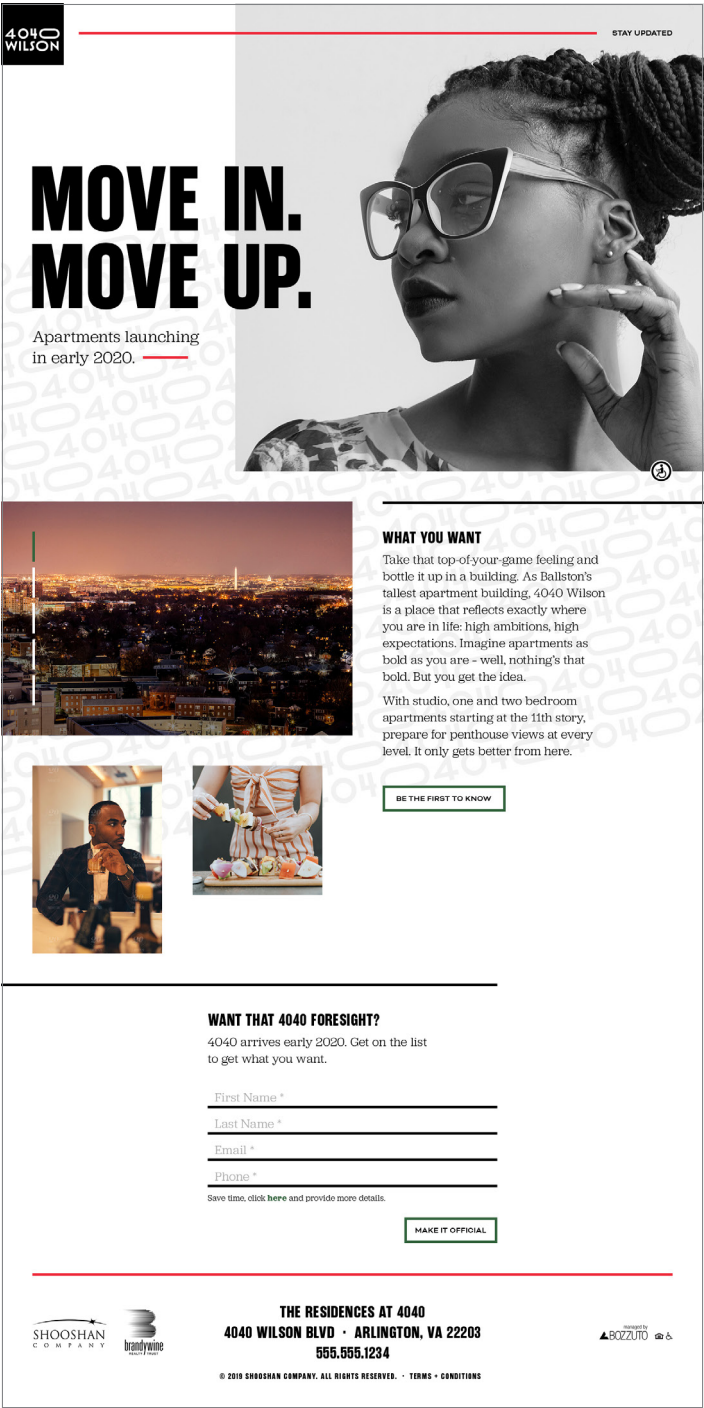


Image carousel,
rotates every 6
seconds; bread
crumbs are clickable.

** All images are FPO.*

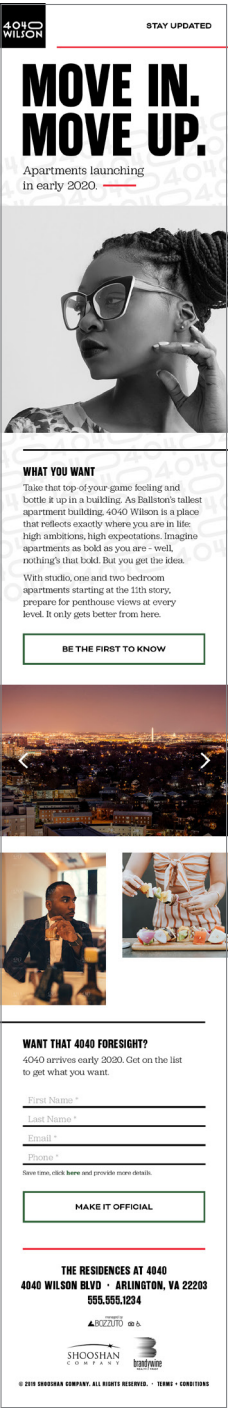
← Mobile menu; “Stay Updated” is an anchor link to the form below.

← Hero slider; see page 13

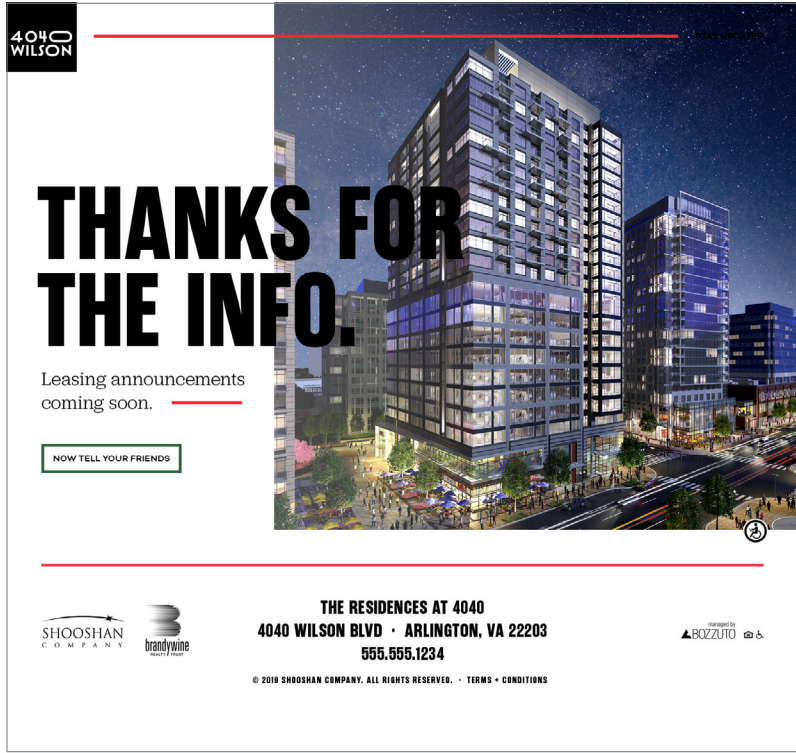
← CTA is anchor link to the form below.

← Form is L2L widget; style as close to this mock-up as possible

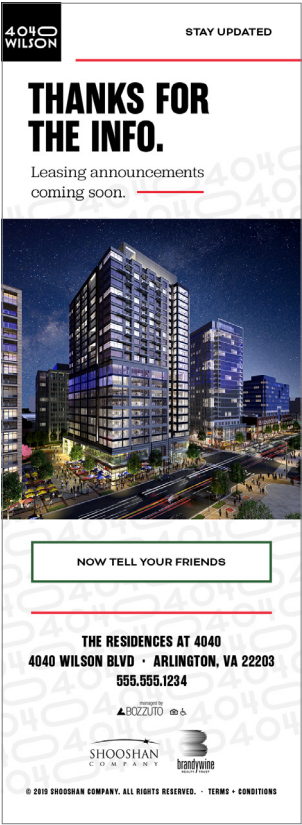
MOBILE TEASER HOME.PSD



TEASER THANKS.PSD



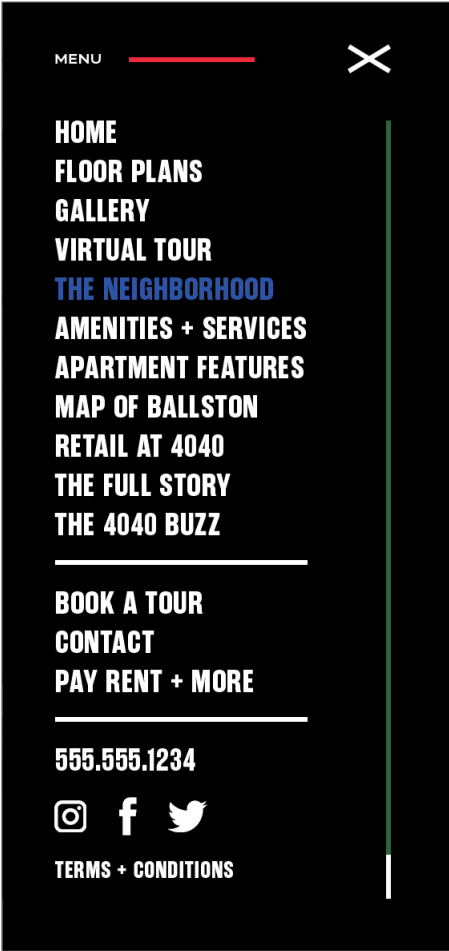
MOBILE TEASER THANKS.PSD



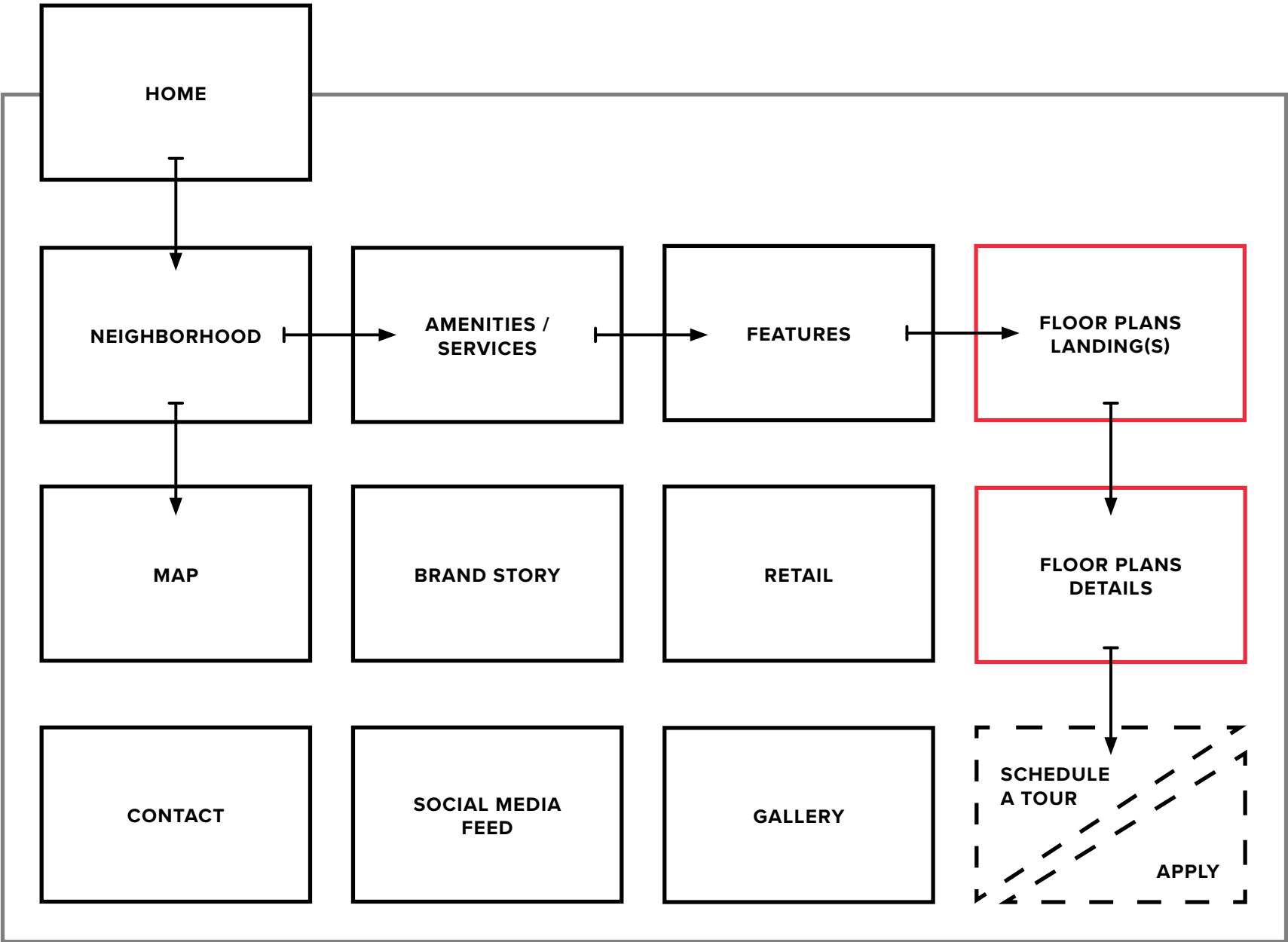
← CTA links to a sharing 'widget.'

FULL WEBSITE

PAGE 7: SITE MAP AND USER JOURNEY(S)



↑ See page 12 for actions.



Access all pages from the hamburger menu or follow the buttons through the 'journey' to lease application (indicated by arrows).

Red is Phase II only; Dashed lines are widgets or off-site.

PAGE 8: KIT OF PARTS

TYPEKIT AVAILABLE FONTS

BODY TEXT

Jubilat Book
Jubilat Semibold
+15 Tracking

HEADLINES AND SUBHEADS

RAMA GOTHIC E BOLD
+15 Tracking Subheads / +30 Tracking Heads

CTAS AND DETAILS

BICYCLETTE BOLD

RULE LINES ALWAYS 6PX THICK



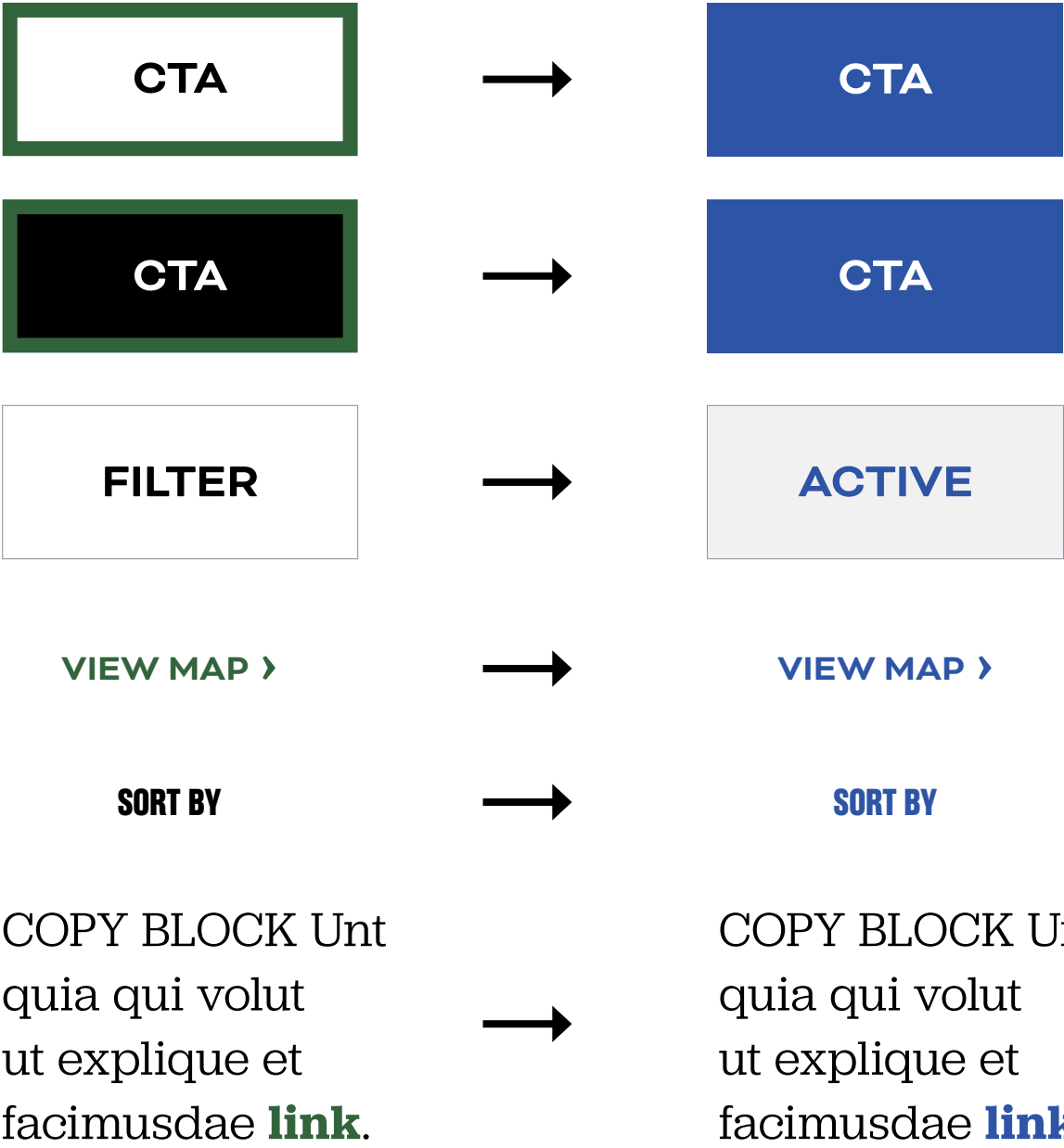
COLOR BUILDS

- RED: ee2c3c
- BLUE: 2e55a5
- GREEN: 32643c

1 PATTERN, 2 SIZES AT 5% OPACITY



PRIMARY LINK STATES




PAGE 9: HEADER ALL PAGES

Logo links to home page.

Nav links appear on desktop and tablet horizontal and link to respective interior pages. Okay for red lines to reduce in size responsively, spread out menu to fill space between logo and hamburger, but maintain consistency of padding between type and line. Lines should not be smaller than 36px wide.

Hamburger menu, see page 12

Hovering or clicking on menu link turns link 4040 Blue.



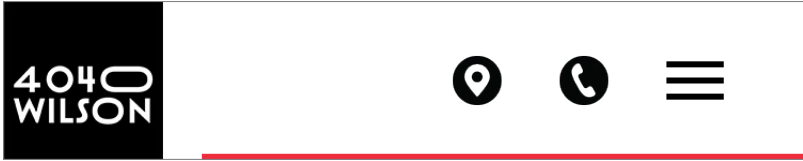
The desktop header layout consists of a black square logo with '4040 WILSON' in white. To its right is a horizontal navigation bar. It contains five text links: 'BOOK A TOUR', 'FLOOR PLANS', 'GALLERY', and 'APPLY NOW', each followed by a red horizontal line. To the right of these links is a hamburger menu icon (three horizontal lines). Arrows point from the descriptive text to the logo, the navigation links, and the hamburger menu.

HEADER.PSD

Once any of the red lines disappears/drops below 36px, the entire nav link section should minimize to just the hamburger (or to the mobile header layout).

Links to Google Map

Open Call App



The mobile header layout features the '4040 WILSON' logo on the left. To its right are three circular icons: a location pin, a telephone handset, and a hamburger menu. Arrows point from the descriptive text to the location and call icons.

MOBILE HEADER.PSD

Tapping on either icon turns icon 4040 Blue.



Two rows of icons showing a transition from black to blue. The top row shows a black location pin icon transitioning to a blue location pin icon. The bottom row shows a black telephone handset icon transitioning to a blue telephone handset icon. Arrows indicate the direction of the change.

PAGE 10: FOOTER ALL PAGES

Left-aligned

Centered

Right-aligned



THE RESIDENCES AT 4040
4040 WILSON BLVD • ARLINGTON, VA 22203
555.555.1234



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managed by
BOZZUTO



FOOTER.PSD

THE RESIDENCES AT 4040
4040 WILSON BLVD • ARLINGTON, VA 22203
555.555.1234



managed by
BOZZUTO



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MOBILE FOOTER.PSD

LINKS

Shooshan
www.shooshancompany.com

Brandywine
www.brandywinerealty.com

Bozzuto
www.bozzuto.com

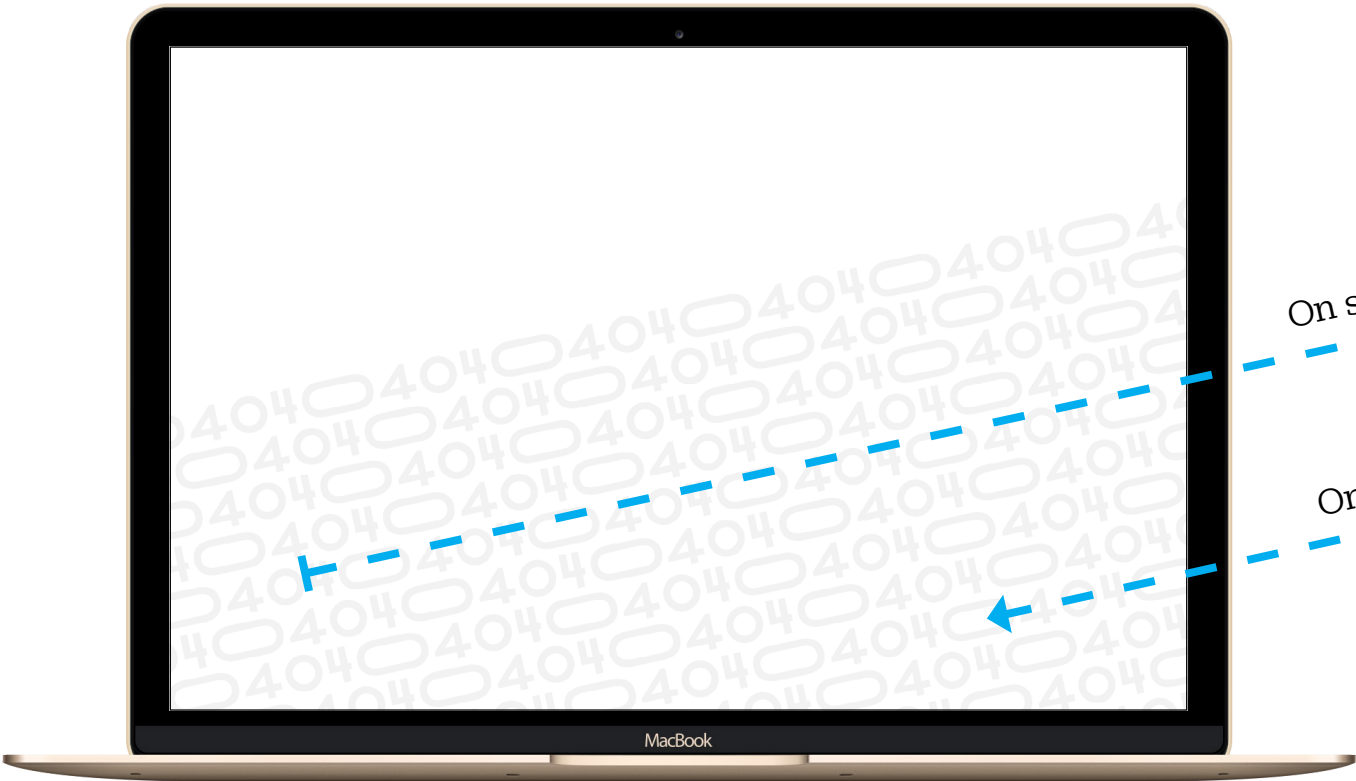
Privacy Policy
www.bozzuto.com/privacy-policy/

Address
[Link to Google Map](#)

Social
Per 4040 Wilson account
provided by Bozzuto

PAGE 11A: EFFECTS & ACTIONS

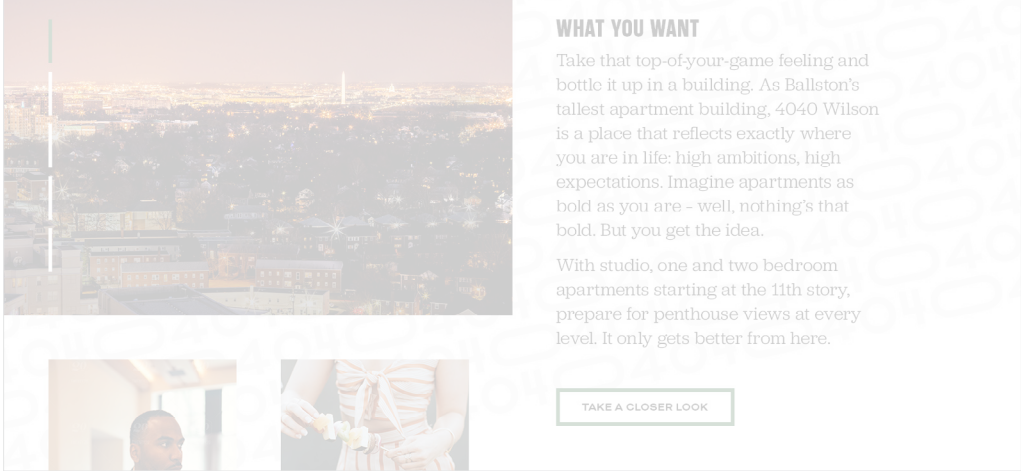
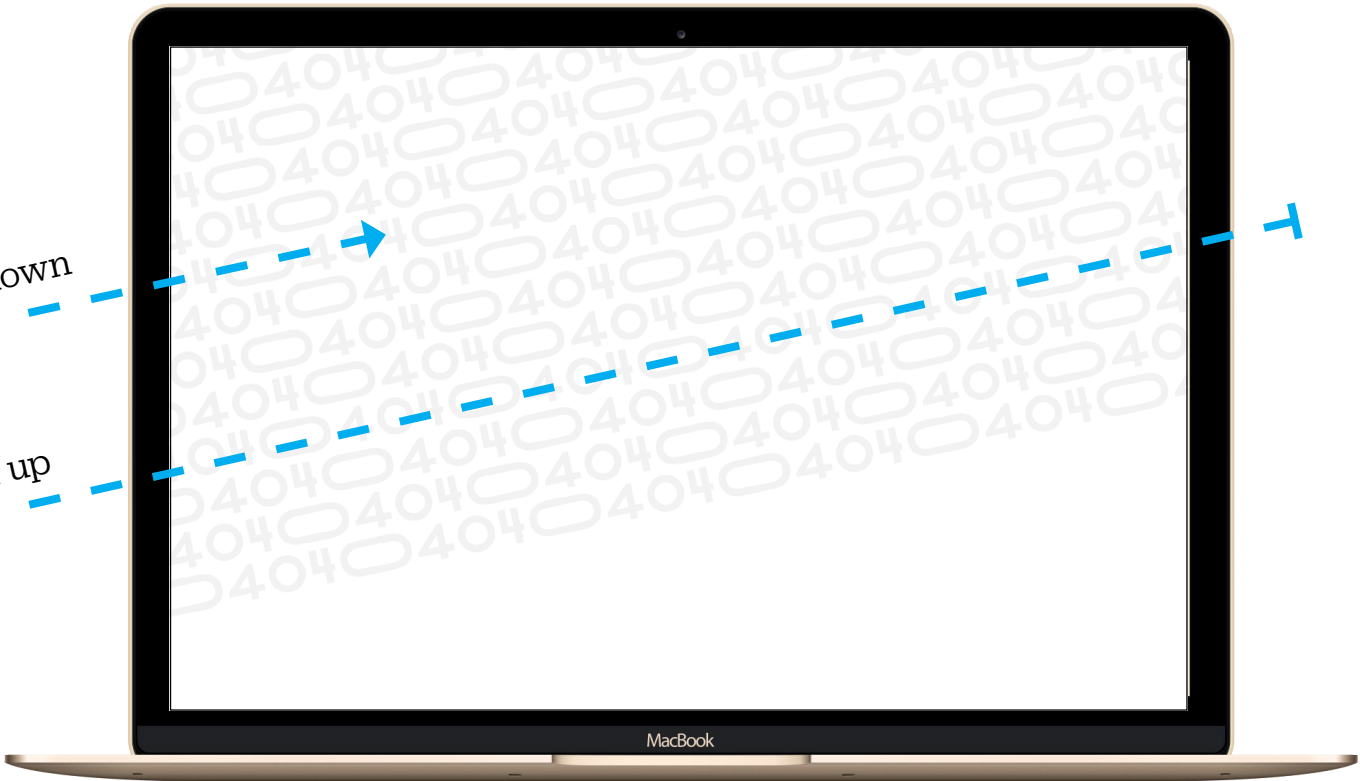
On desktop scroll, background pattern slides in “slow parallax style” at the angle of the pattern.



On scroll down

On scroll up

On scroll down, the pattern moves up and right.
On scroll up, the pattern moves down and left.



PAGE 12: EFFECTS & ACTIONS

All large headlines & page titles / subheads should load with a slight ease-in from the bottom, upwards.

All image collage groups and carousels should load with a slight ease-in from the bottom, upwards.

YOUR PLACE. YOUR ALTITUDE.

Apartment Features



WHAT YOU WANT

FeatureS Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt faesequi dolum quas aperatur? Qui dunti volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt faesequi dolum quas aperatur? Qui dunti volupta sundus, tem facimusdae dolorisque.

FEATURES Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt faesequi dolum quas aperatur? Qui dunti volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt faesequi dolum quas aperatur? Qui dunti volupta sundus, tem facimusdae dolorisque.

VIEW THE FULL LIST

THIS IS OUR GOOD ANGLE.



APARTMENT FEATURES

- Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt faesequi dolum quas aperatur
- Qui dunti volupta sundus, tem facimusdae dolorisque
- Unt quia qui volut ut explique et ma diorpor Magnatem et ad undunt faesequi
- Dolum quas aperatur?

BUILDING FEATURES

- Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt faesequi dolum quas aperatur
- Qui dunti volupta sundus, tem facimusdae dolorisque
- Unt quia qui volut ut explique et ma diorpor Magnatem et ad undunt faesequi
- Dolum quas aperatur?

Pick the perfect apartment for you.



Body headers, copy, CTAs, any interactive elements or remaining items should not ease in.

Any headlines and images that overlap each other should ease in at the same time / rate.

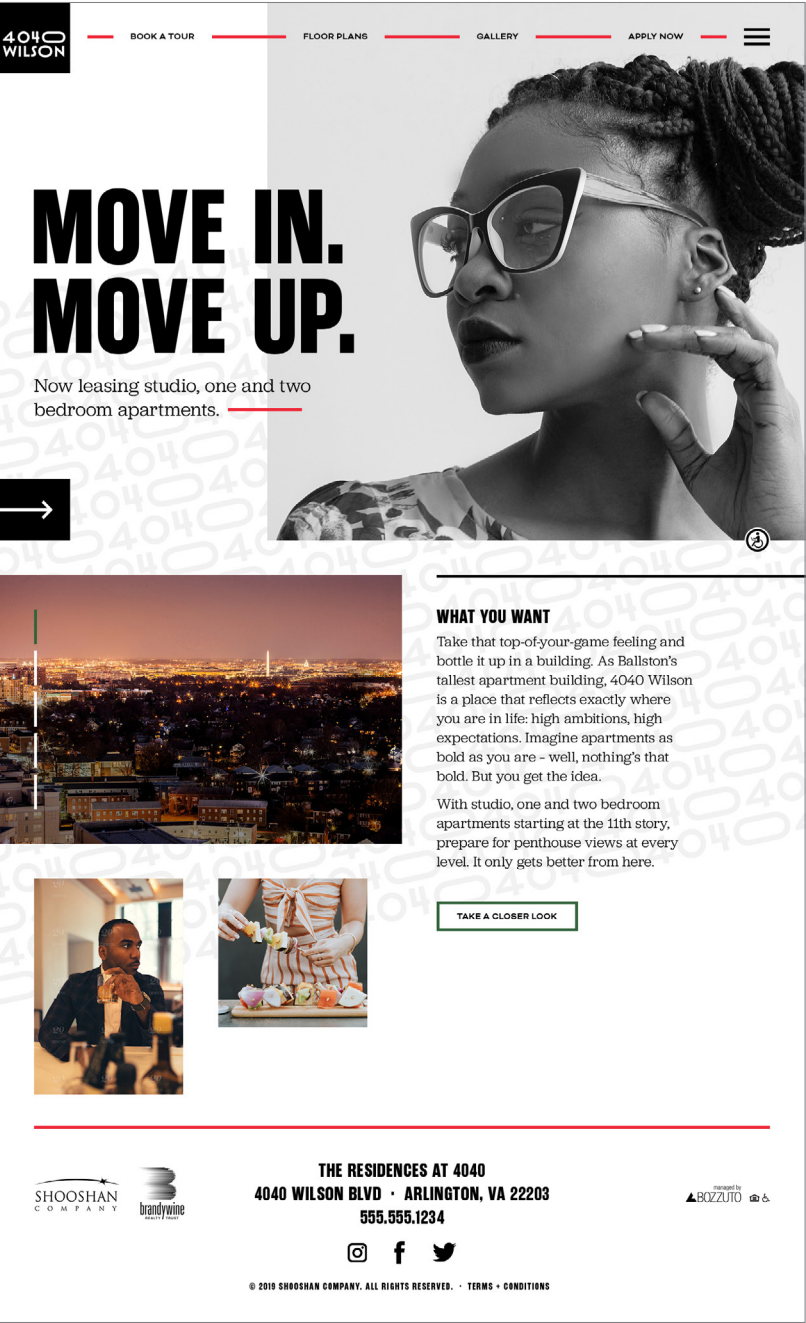
PRECEDENT

Easing
banksdc.com/features/

Note
Easing can be more slight than precedent, and should load as soon as the top of each element / group is visible in the window.

PAGE 13: HOME PAGE

HOME.PSD



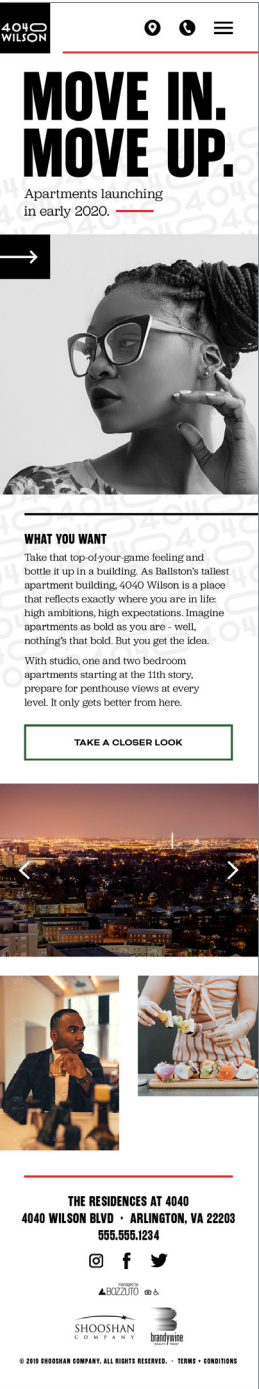
Promo pop-out on click or tap; see page 14

Image carousel, rotates every 6 seconds.; bread crumbs are clickable.

Hero slider; see page 13

CTA link to neighborhood interior page

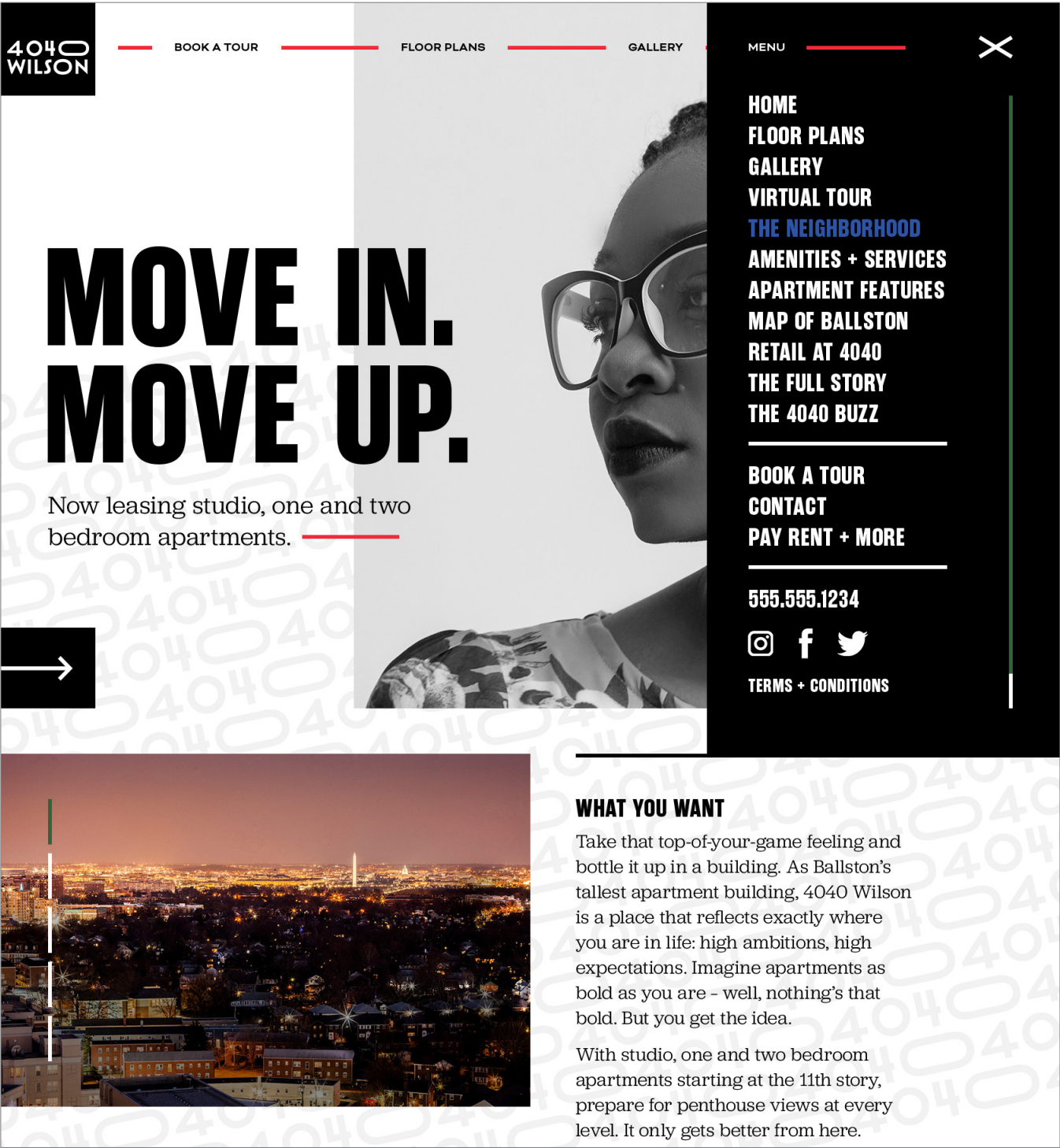
MOBILE HOME.PSD



* All images are FPO

PAGE 14: HAMBURGER MENU ALL PAGES


HOME.PSD



← User clicks on hamburger menu, slides out from right. Hamburger changes to [x] icon when open.

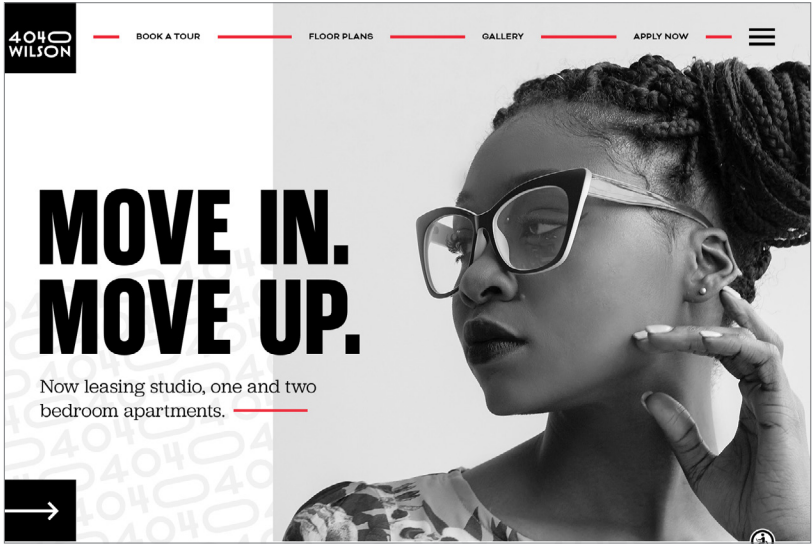
Highlighting or clicking on a link highlights it in 4040 Blue.

Clicking on [x] icon or anywhere on the page closes menu.



On mobile, menu fills screen and if needed, includes an internal scroll bar on right. See 4040 Green scroll bar on desktop.

PAGE 15: HERO SLIDER ACTION

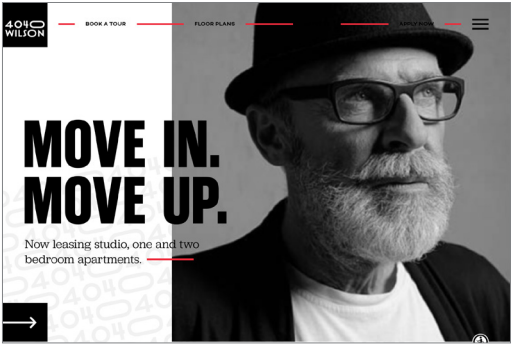


1.

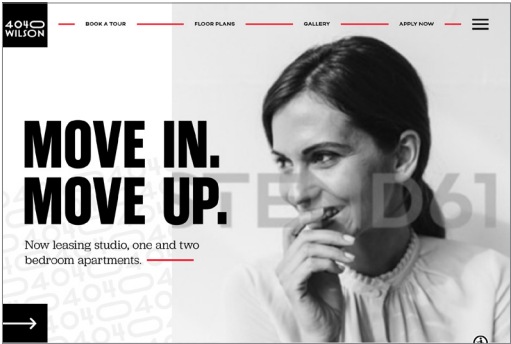


Transition: Fade in images every four seconds; Maintain square proportion responsively.

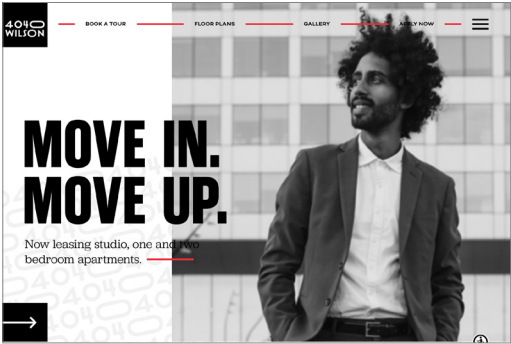
Is it possible to fade from bw to color?



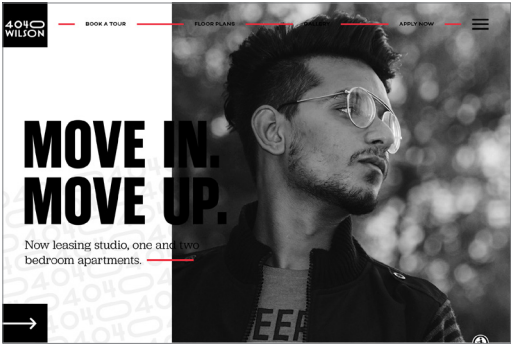
2.



3.



4.



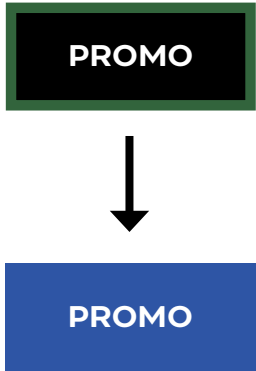
5.

** All images are FPO*

PAGE 16: PROMO ACTIVE

Pop-up is open on landing; slides closed after 7 seconds.

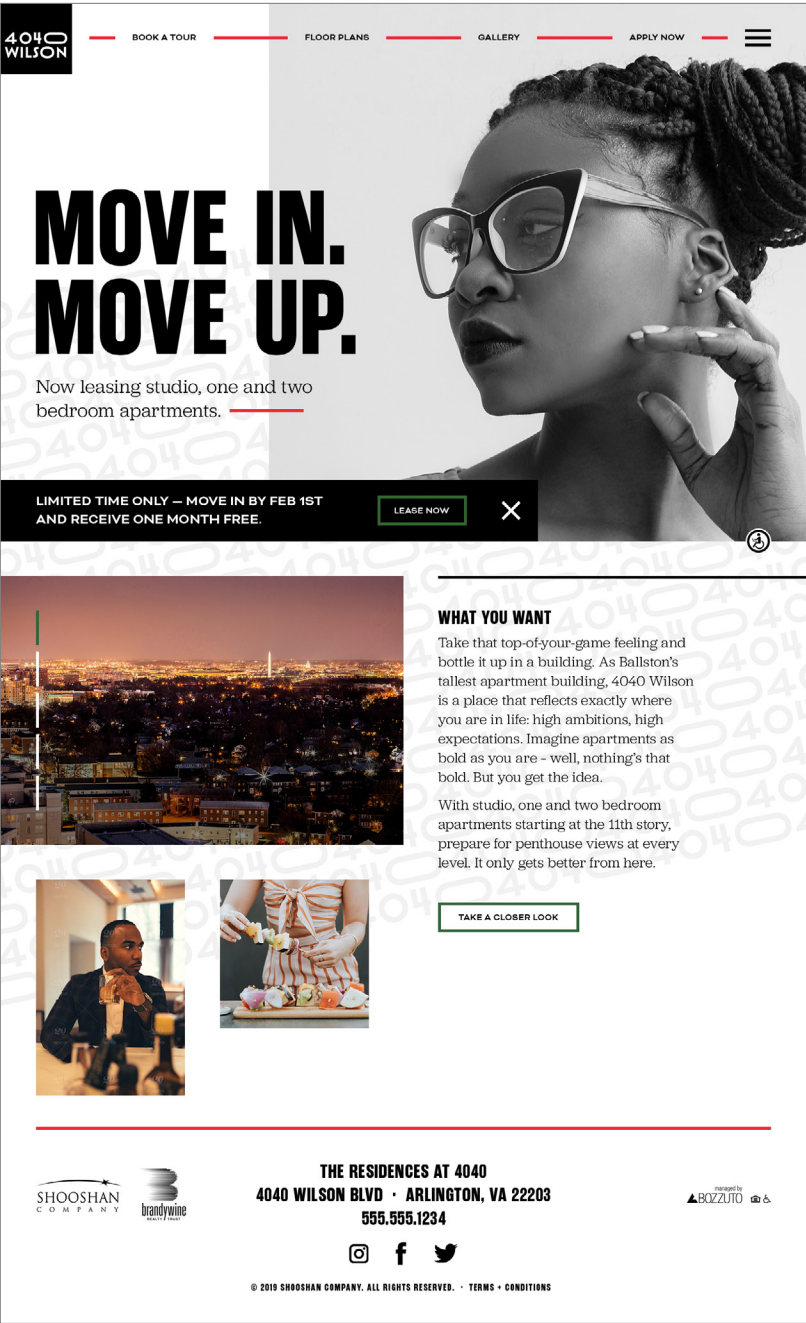
CTA action on hover, click or tap



Close hover action



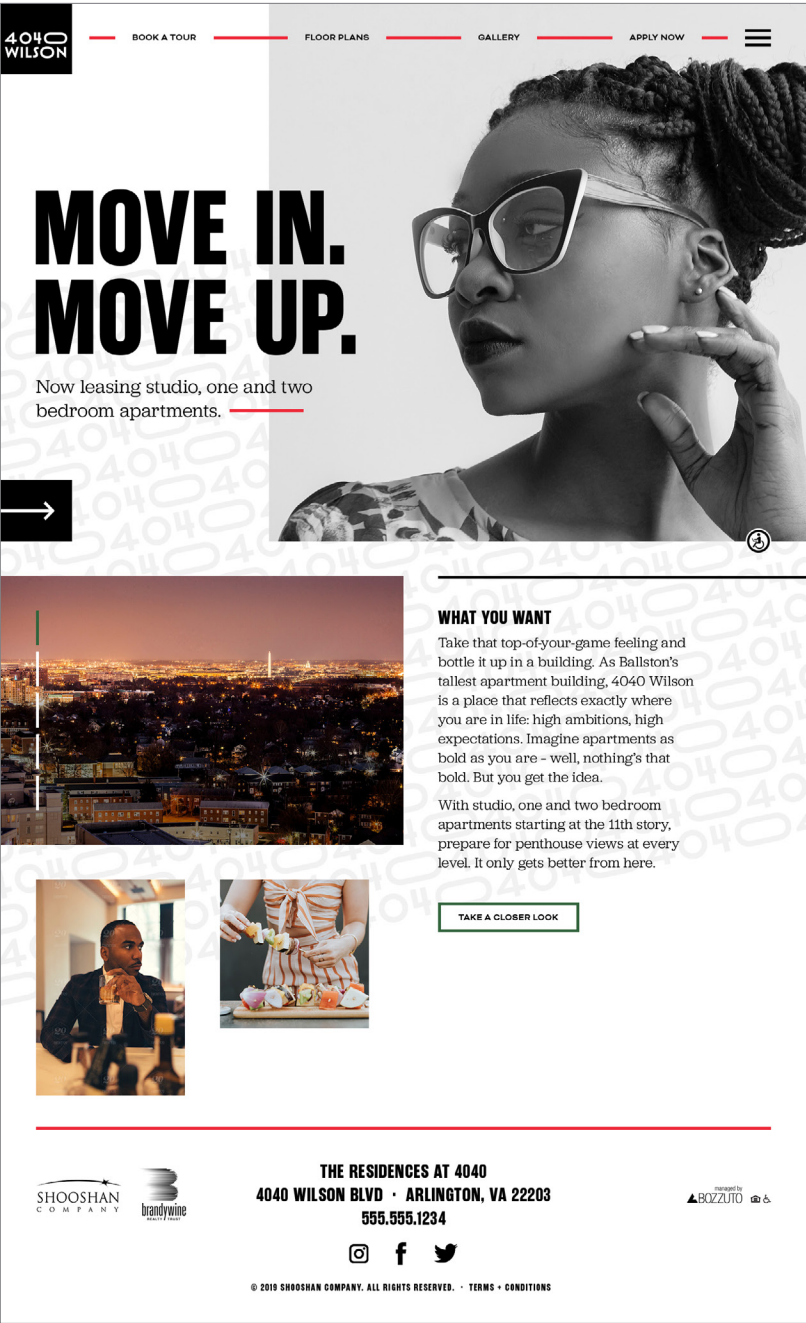
HOME.PSD



MOBILE HOME.PSD



HOME.PSD



MOBILE HOME.PSD



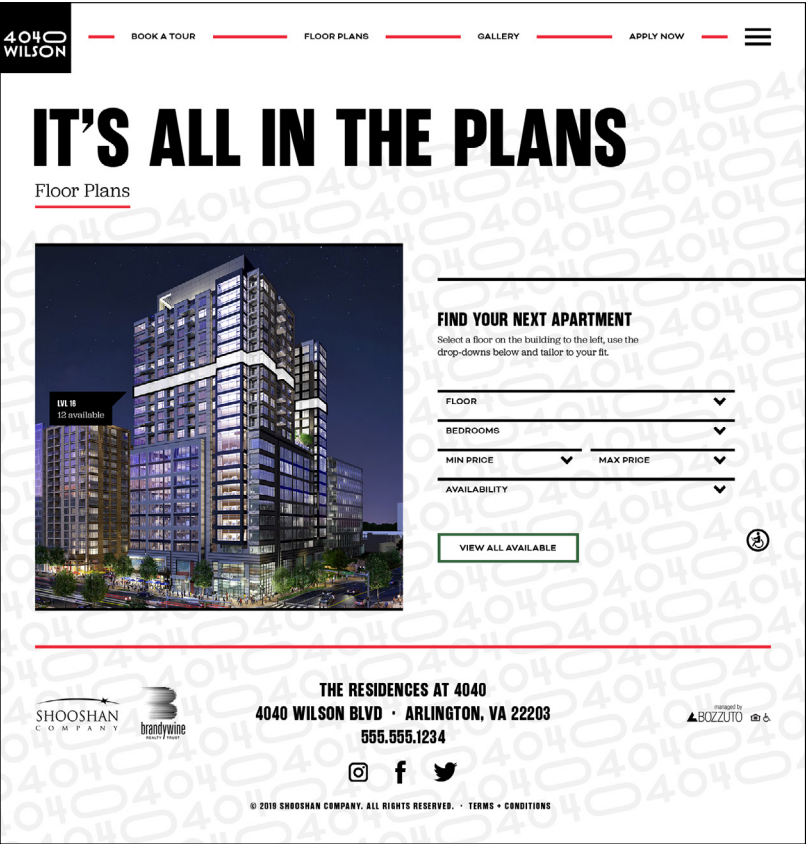
PAGE 18: DESKTOP FLOOR PLANS SELECTION PAGES

Floor Plans page has two options for the user experience, which the user can choose by clicking on the building diagram or filter dropdown menu.

FLOOR PLANS INTERACTIVE.PSD

Option A: User clicks on interactive rendering, on the left.

Building rendering to be image-mapped with transparent bands indicating which floor will be chosen. Clicking will open up the corresponding key plan in same container replacing building. Designer to provide layered Ai file with final imagery.

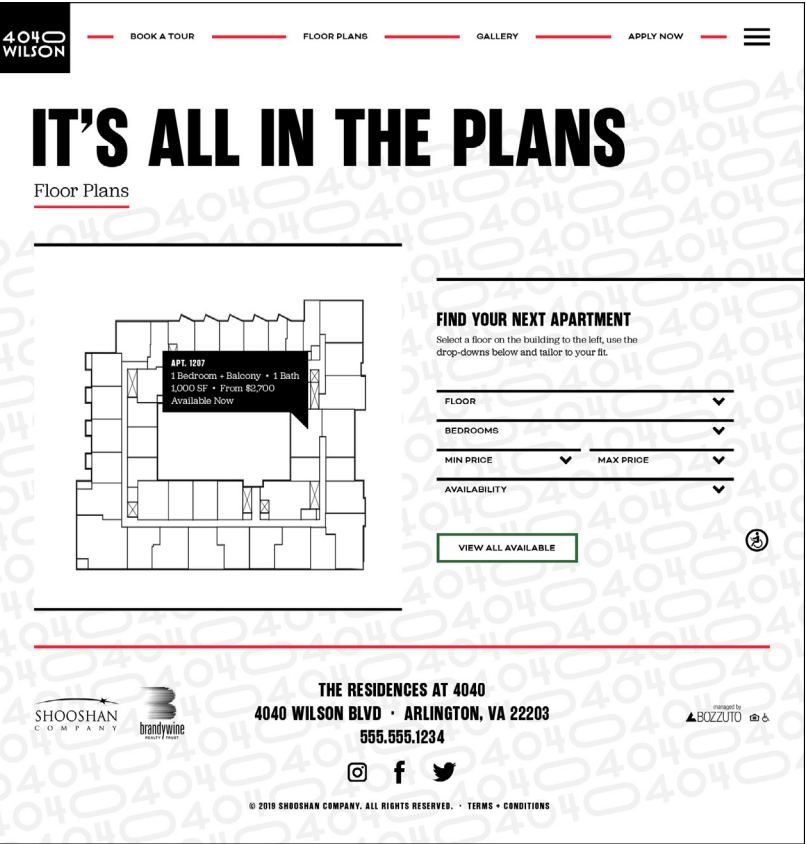


Option B: User chooses filters on the right, per preferences.

On the key plans, available plans are green, unavailable plans are gray, and hovering and clicking on available plans highlights the selected plan in blue. Bozzuto providing key plan artwork.

Clicking on the plan then takes the user to the floor plan details, page 20.

FLOOR PLANS INTERACTIVE.PSD



PAGE 19: DESKTOP FLOOR PLANS SELECTION PAGES

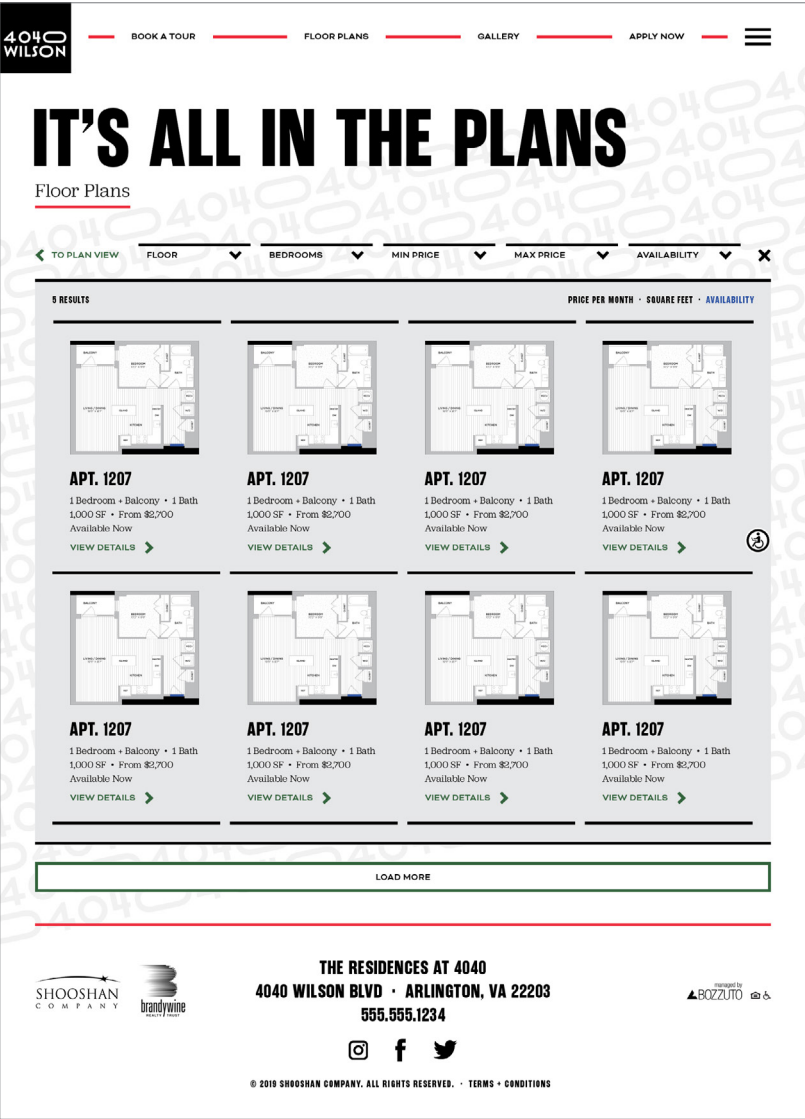
Once user has selected from the filters side of the landing page, or clicked the View All button, a new page loads with thumbnails of floor plan options.

CTA back to rendering view

All floor plans are shown until filtered by the user. All results can be sorted by filters above.

CTA loads more per standard number of “more” floor plans, preferably by rows of two or three.

FLOOR PLANS LIST.PSD



Click on “X” clears filters and returns to ALL position.

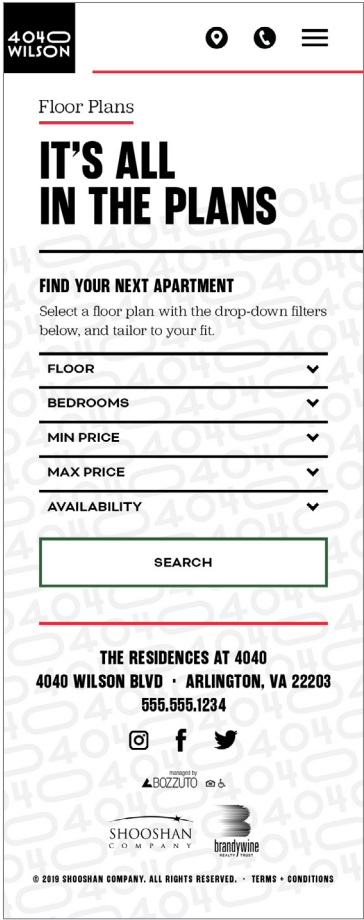
Clicking on Price, Sq Ft or Availability sorts list, ascending/descending accordingly.

CTAs in floor plan previews link to floor plan details, page 19.

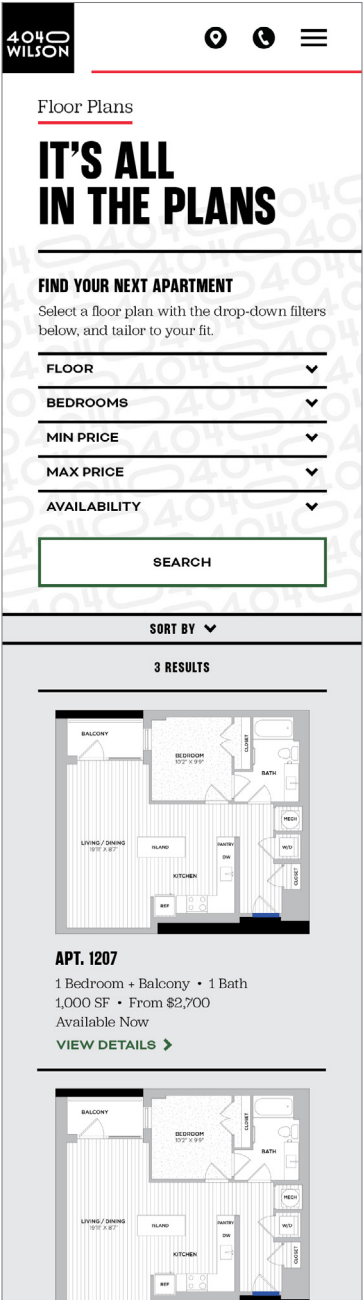
PAGE 20: MOBILE FLOOR PLANS SELECTION PAGES

On mobile, floor plan selection is only available by the filter option, as shown.

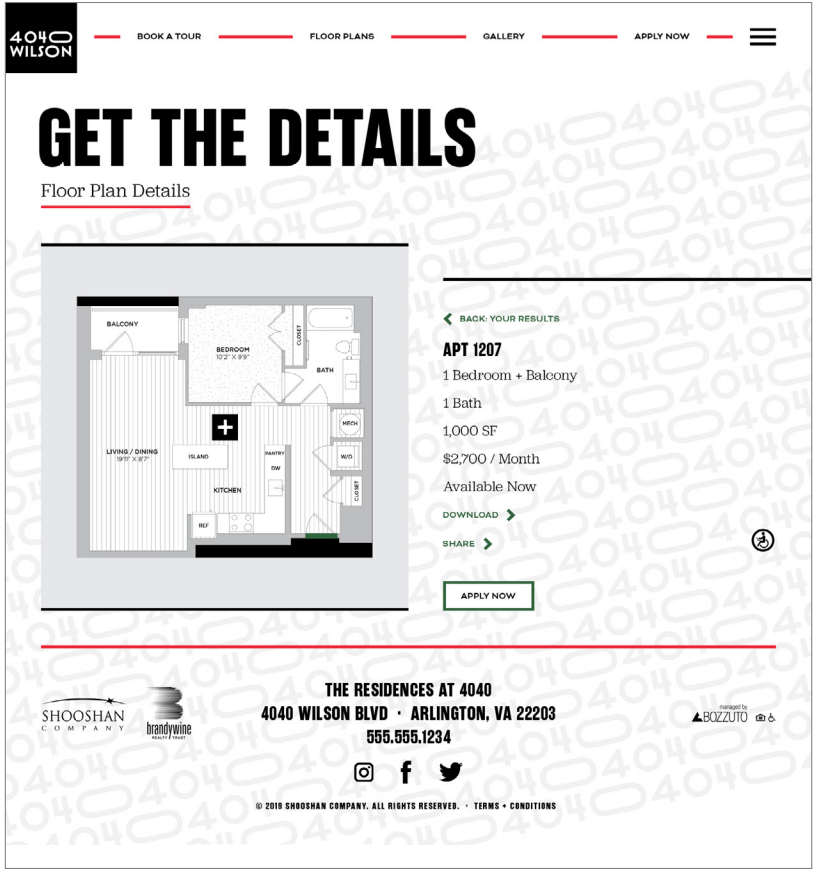
MOBILE FLOOR PLANS LANDING.PSD



MOBILE FLOOR PLANS RESULTS.PSD



FLOOR PLANS DETAILS.PSD



User has the option of returning to the previous search results by clicking the 4040 Green “Back: Your Results” CTA.



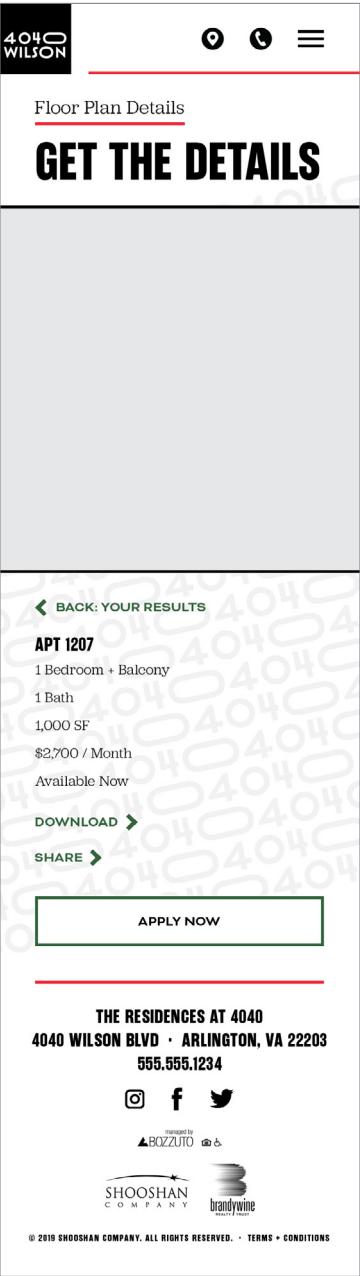
User can download the leasing sheet or share the floor plan by clicking the small CTAs in the floor information box.

Clicking on Apply Now will take the user off-site to the Yardi/Bozzuto provided link.



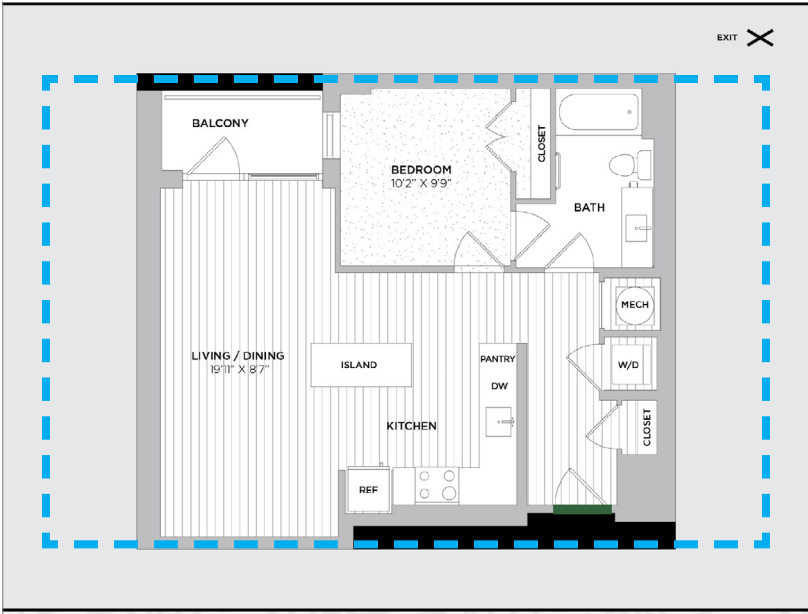
Clicking on View Larger button opens Zoom option to enlarge plan. Zoom is not applicable on mobile.

MOBILE FLOOR PLANS DETAILS.PSD



FLOOR PLANS ENLARGED.PSD

Allow for padding
around the floor plan
artwork. Cyan dashed
line shows approximate
75px margins to fit to.
Floor Plans should fit
proportionally within
this frame.



Clicking on X will close
the zoom option.

Zoom background
should fill
desktop window.

* Floor plan is FPO

GALLERY.PSD



Arrows rotate images left/right respectively.

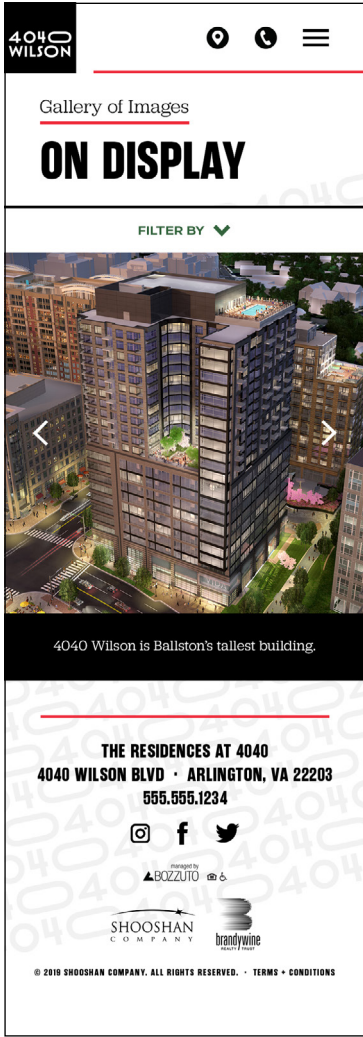
Horizontal image bread crumbs per category.

Filter follows primary link state; moves through all filters automatically, from left, unless user selects one. User can select only one filter at a time.

Carousel of images organized by filter category; provided in content folder.

Captions for each image to come with copy deck.

MOBILE GALLERY.PSD

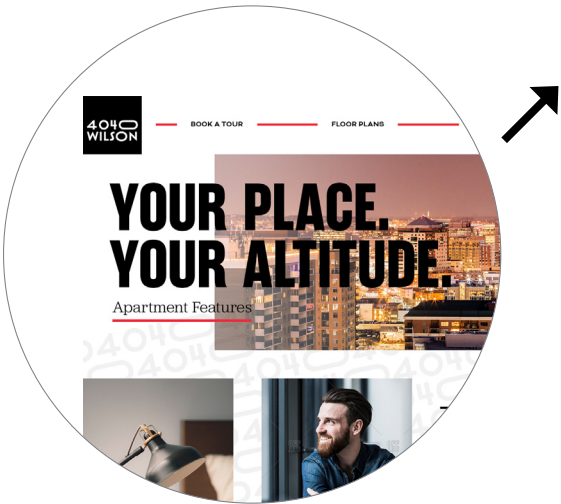


* All images are FPO

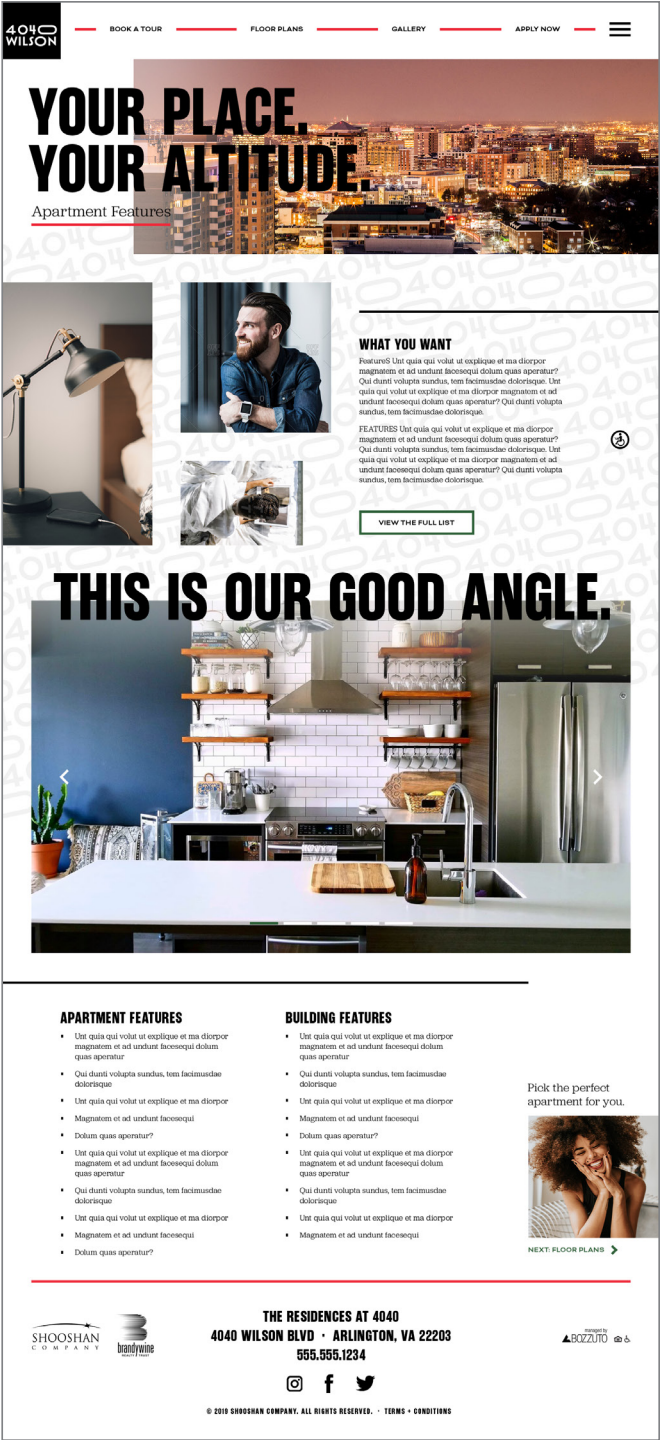
PAGE 24: FEATURES PAGE

FEATURES.PSD

MOBILE FEATURES.PSD



Blend treatment on images where headline overlaps image; only on desktop banners and large carousels.



Swap positions of headline and page title.



No text overlap



Carousel of images organized by filter category; provided in content folder; nav is clickable



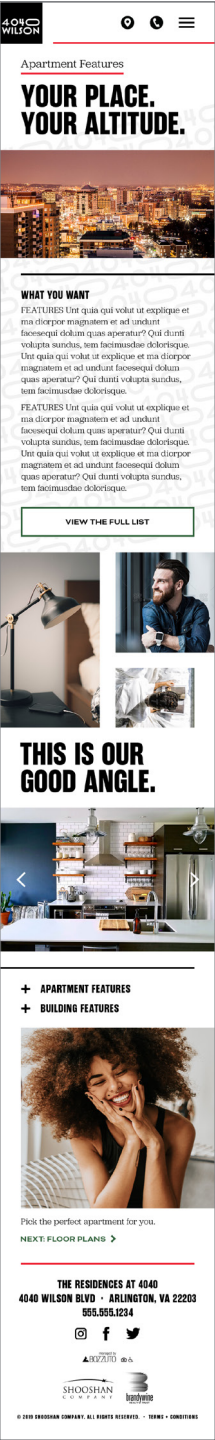
No text overlap



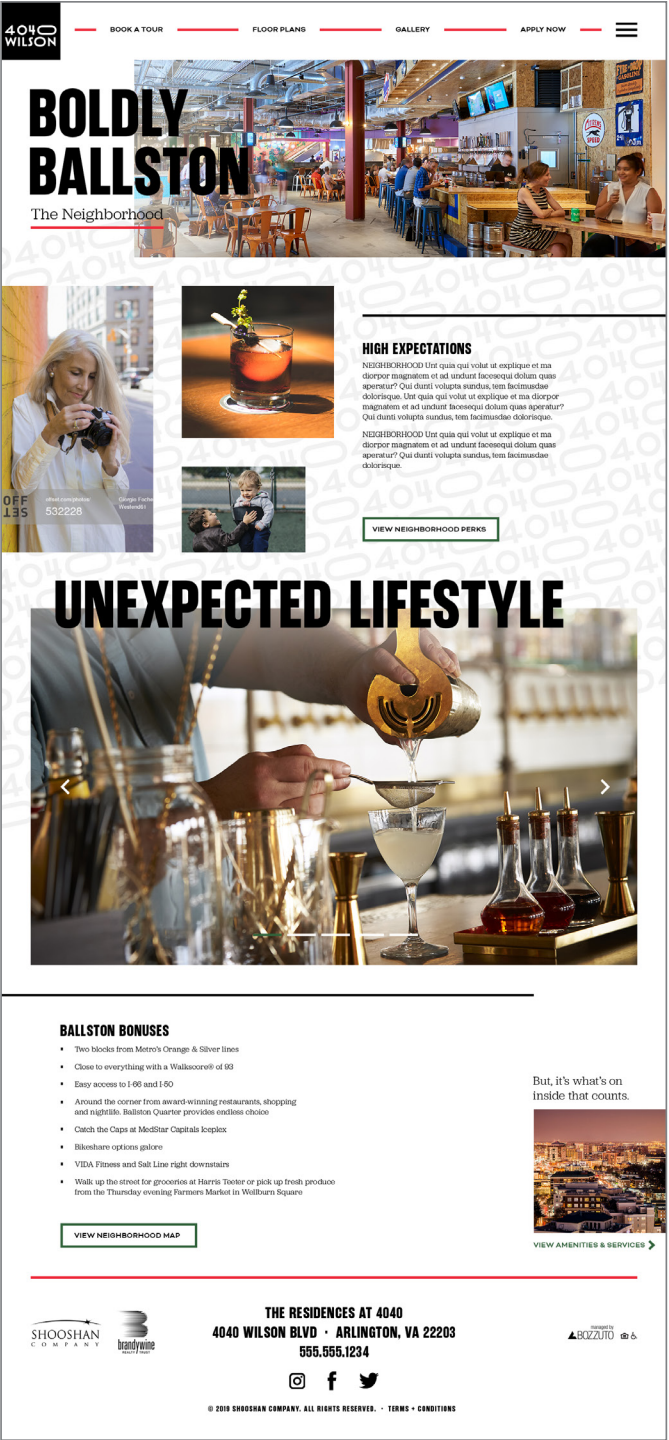
List converts to accordion menu on mobile



CTA to Floor Plans Landing interior page



* All images are FPO



List converts to
accordion menu
on mobile.

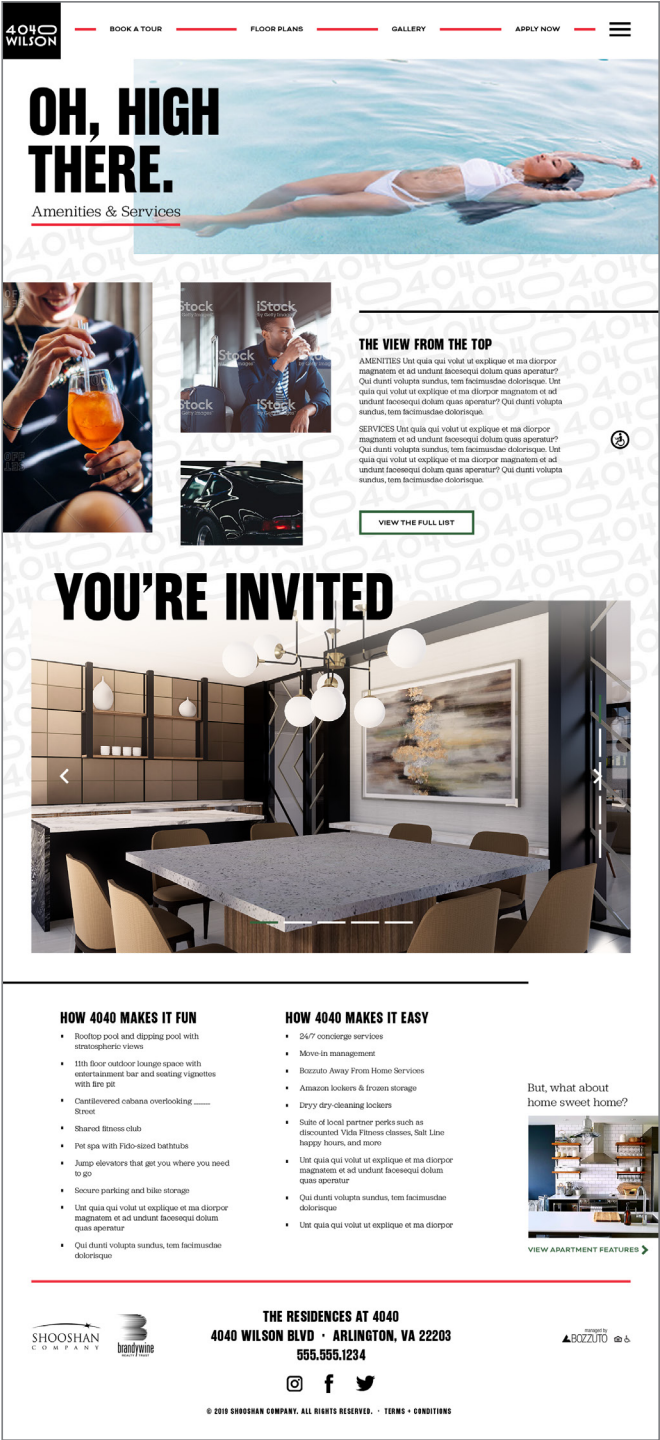
← CTA is anchor
link to list at
bottom of page.

← Carousel of images
organized by filter
category; provided
in content folder;
nav is clickable

← CTA to Amenities
+ Services
interior page

* All images are FPO

For Mobile, follow
layout of Features
Page. See page 20.



List converts to
accordion menu
on mobile.



CTA is anchor
link to list at
bottom of page.



Carousel of images
organized by filter
category; provided
in content folder;
nav is clickable



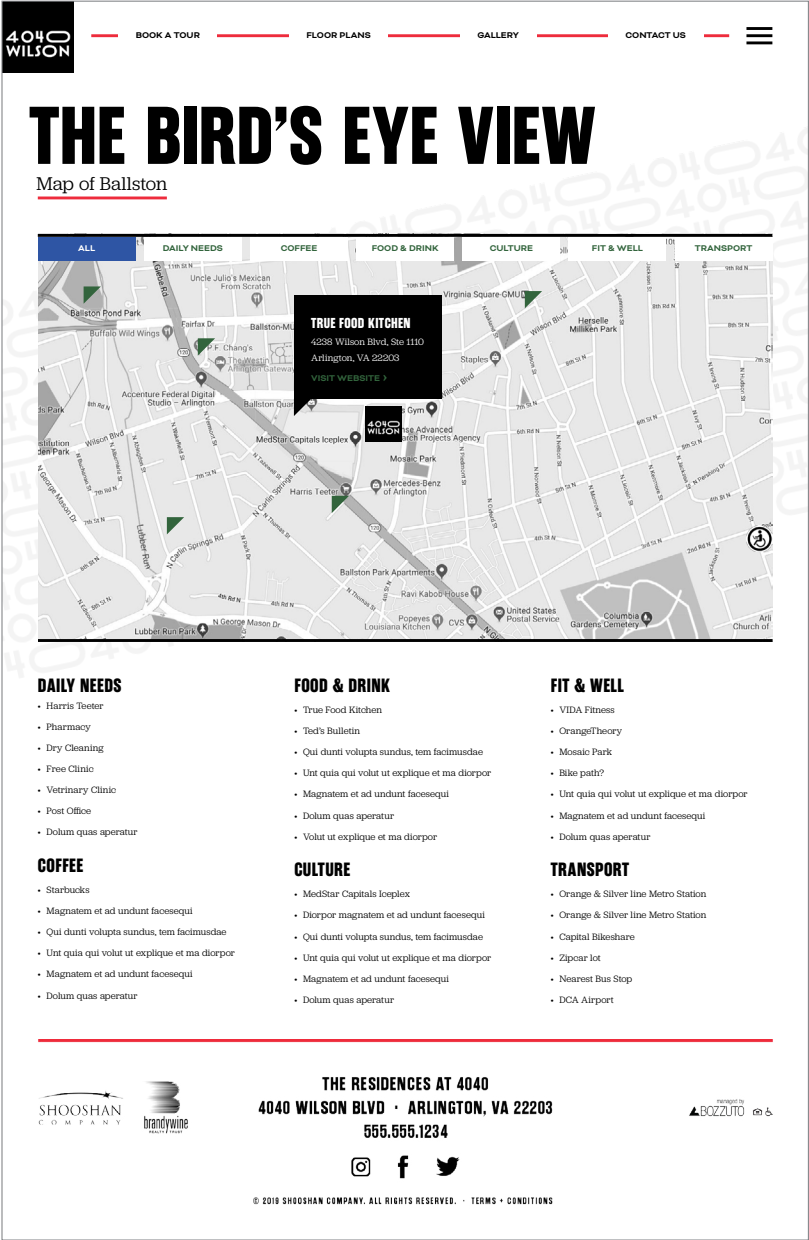
CTA to Features
interior page



For Mobile, follow
layout of Features
Page. See page 20.

* All images are FPO

MAP.PSD



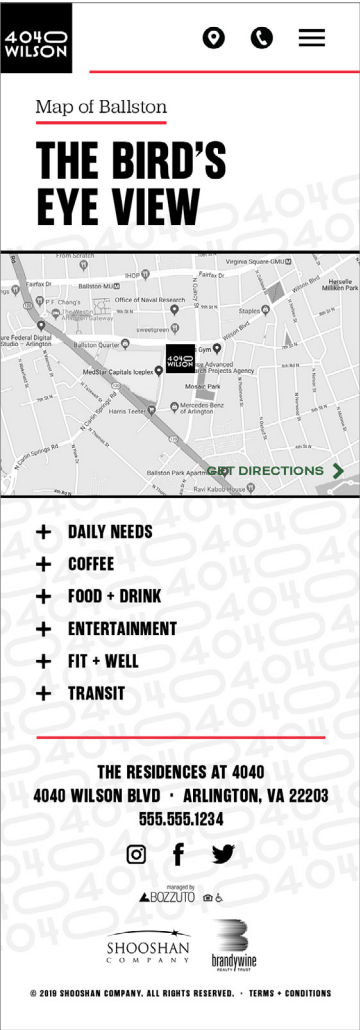
Filter follows primary link state.

Map Skin by Snazzy Maps

Clicking on POI, a call out box opens with address and clickable URL as available; open in new window tab. 4040 logo should always be visible on all filters and always on top of all icons; POIs provided in separate spreadsheet.

POIs below should be clickable to respective URLs.

MOBILE MAP..PSD



Map is static map on mobile; links to Google Map. Artwork to come with final imagery.

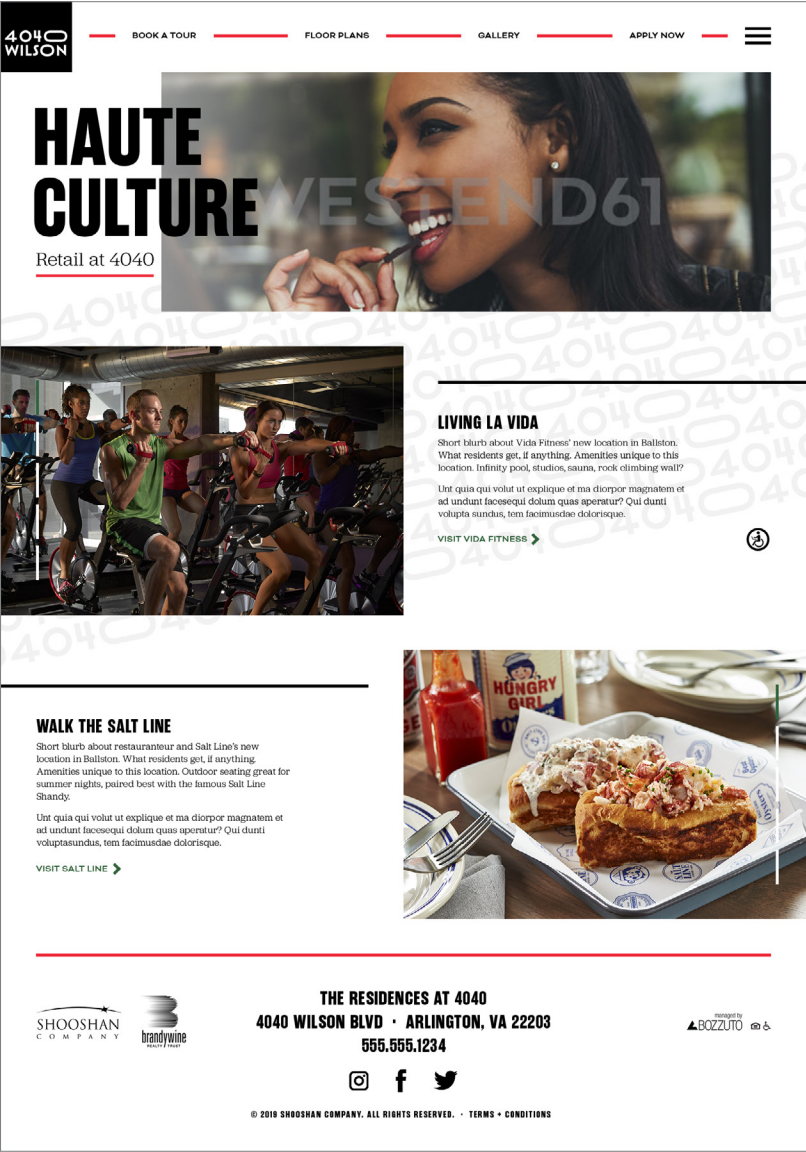
List converts to accordion menu on mobile.

LINKS

Snazzy Maps
snazzymaps.com/
style/5/greyscale

POIs
Provided in
spreadsheet, TBD

RETAIL.PSD



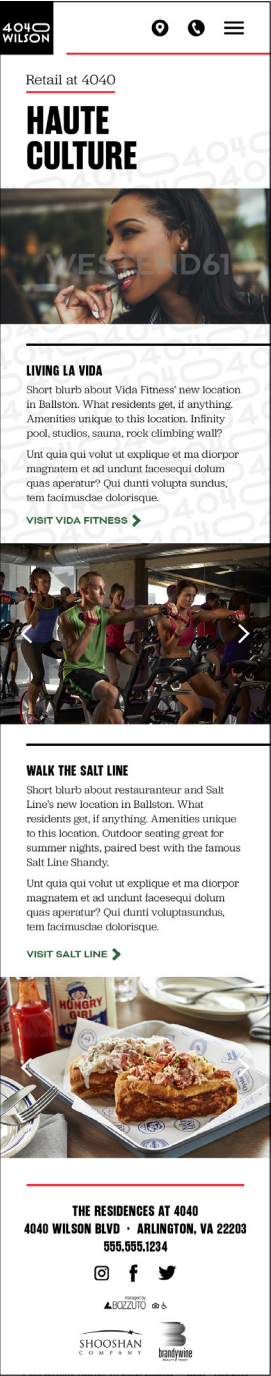
Carousel of images organized by filter category; provided in content folder; nav is clickable

CTA opens in new tab.

CTA opens in new tab.

Carousel of images organized by filter category; provided in content folder; nav is clickable

MOBILE RETAIL.PSD



LINKS

Vida Fitness
vidafitness.com

The Salt Line
thesaltline.com

* All images are FPO

LINKS

Shooshan
www.shooshancompany.com

Brandywine
www.brandywinerealty.com

Bozzuto
www.bozzuto.com

Link logos to respective
URLs in new tabs:



STORY.PSD

4040 WILSON

BOOK A TOURFLOOR PLANSALLERYAPPLY NOW

FORESIGHT IS 4040

The Full Story

SHAKEN, NOT STIRRED.

Blurb about the concept of office / residential mixed use and how this project is unique. Shooshan and Brandywine partnership shaking the market up. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

TAKE YOU HIGHER.

Blurb about the what makes this building special as residences. Highest building, highest quality design. "The penthouse experience on every floor." Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

HAPPILY EVER AFTER.

Blurb about the future of 4040. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

SHOOSHAN
C O M P A N Y

Shooshan mission and vision. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

brandywine
REALTY PARTNERS

Brandywine mission and vision. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

managed by
BOZZUTO

Bozzuto mission and vision. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

SHOOSHAN
C O M P A N Y

brandywine
REALTY PARTNERS

THE RESIDENCES AT 4040
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* All images are FPO

MOBILE STORY.PSD

4040 WILSON

📍📞☰

The Full Story

FORESIGHT IS 4040

SHAKEN, NOT STIRRED.

Blurb about the concept of office / residential mixed use and how this project is unique. Shooshan and Brandywine partnership shaking the market up. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

TAKE YOU HIGHER.

Blurb about the what makes this building special as residences. Highest building, highest quality design. "The penthouse experience on every floor." Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

HAPPILY EVER AFTER.

Blurb about the future of 4040. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

SHOOSHAN
C O M P A N Y

Company mission and vision. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

brandywine
REALTY PARTNERS

Company mission and vision. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

managed by
BOZZUTO

Company mission and vision. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque. Unt quia qui volut ut explique et ma diorpor magnatem et ad undunt facosequi dolum quas aperatur? Qui dunt volupta sundus, tem facimusdae dolorisque.

SHOOSHAN
C O M P A N Y

brandywine
REALTY PARTNERS

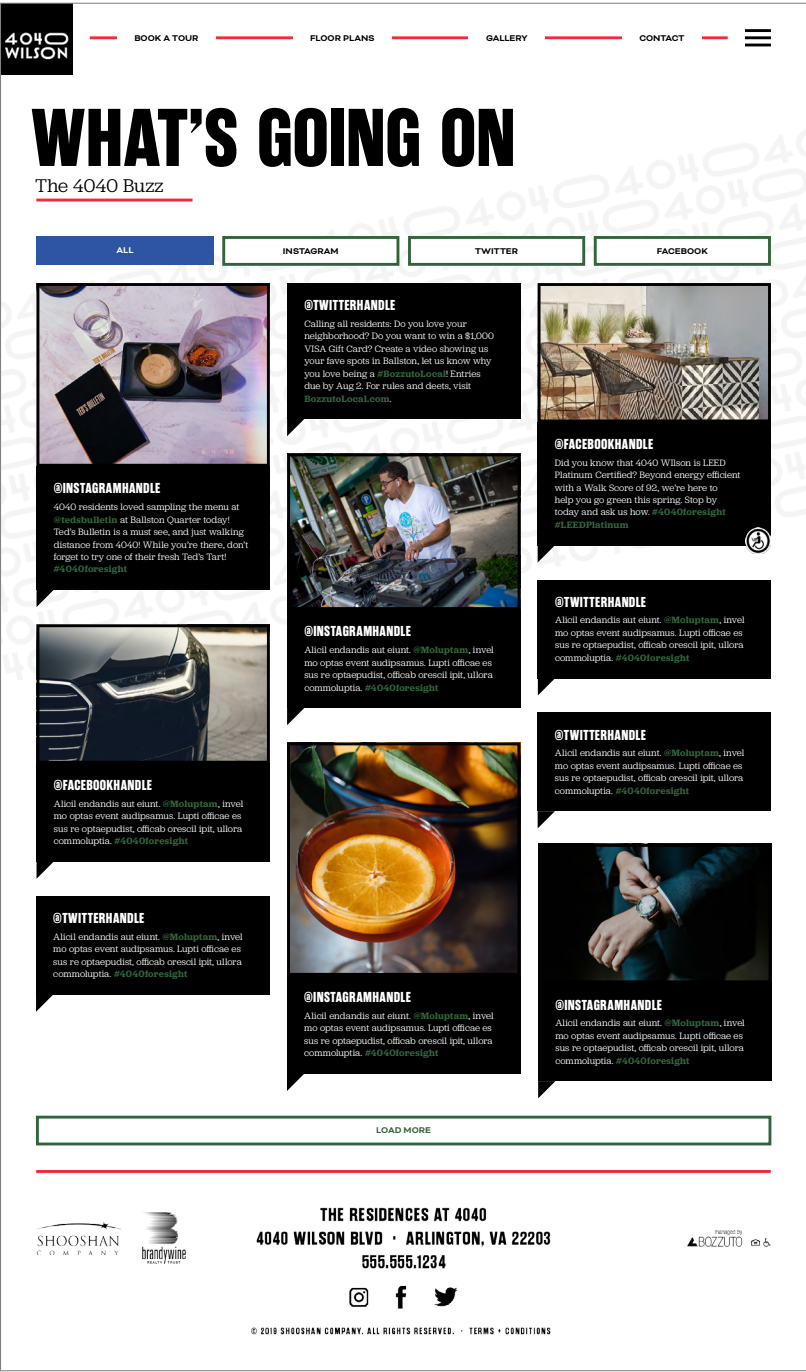
THE RESIDENCES AT 4040
4040 WILSON BLVD • ARLINGTON, VA 22203
555.555.1234

InstagramFacebookTwitter

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Feeds 4040 Wilson social content per Bozzuto provided accounts

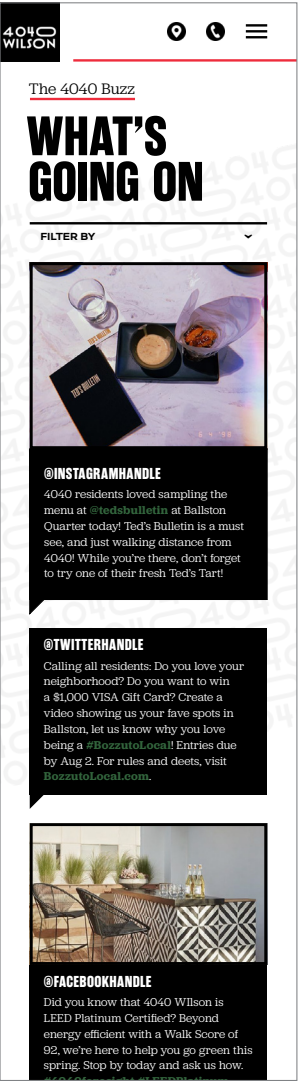
Clicking on green text opens the hyperlink in a new tab.



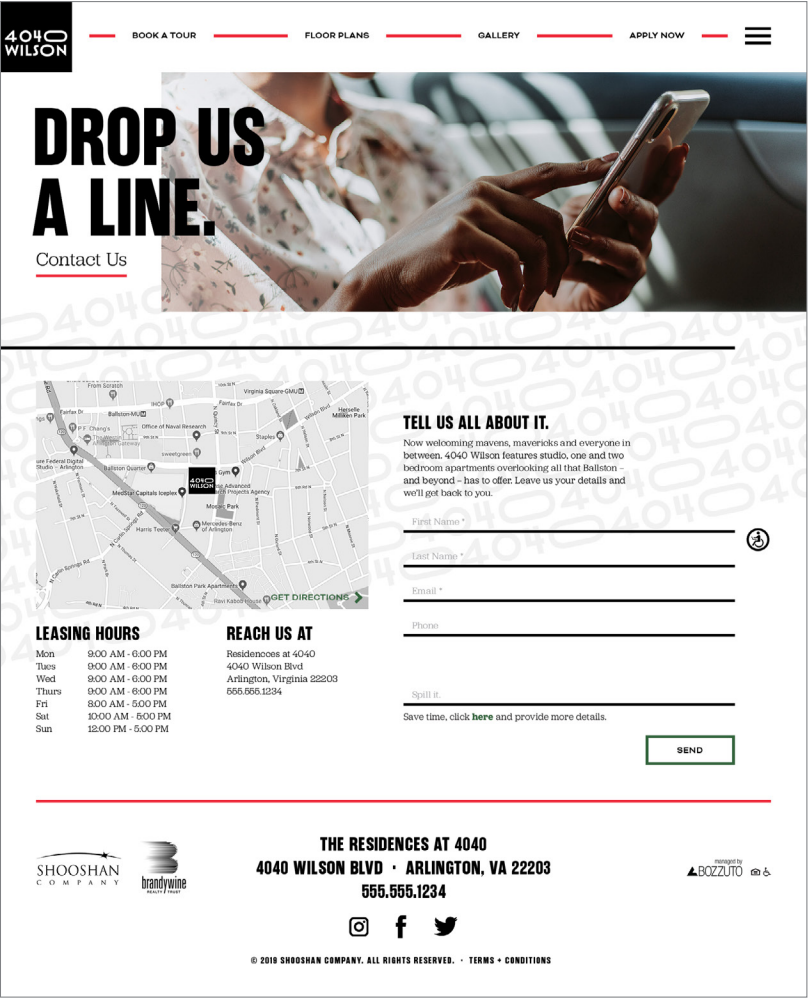
User can select only one filter at a time.

CTA loads more per standard number of “more” posts.

Dropdown menu style matches floor plans selector.



CONTACT.PSD

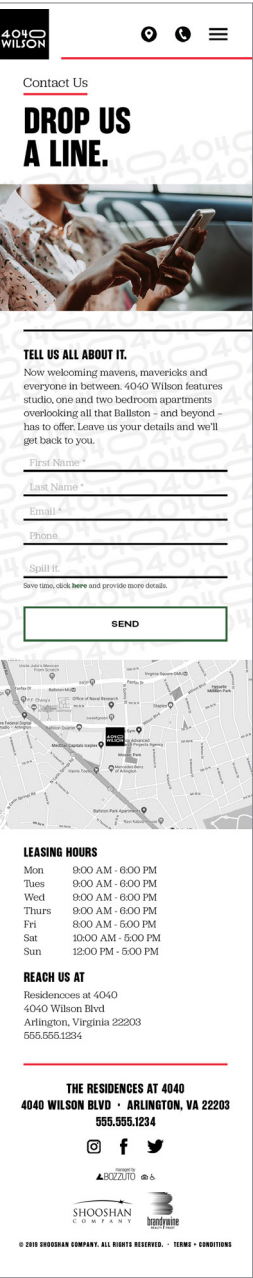


Static map links to Google Map (same artwork mobile map interior page).



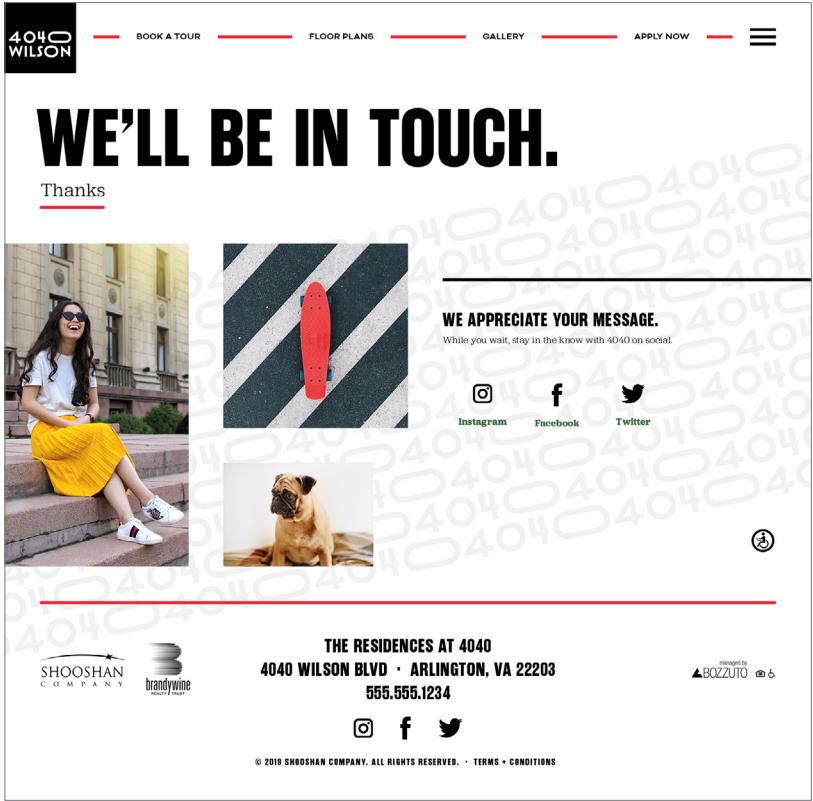
Form is L2L widget; style as close to this mock-up as possible

MOBILE CONTACT.PSD



* All images are FPO

THANKS.PSD



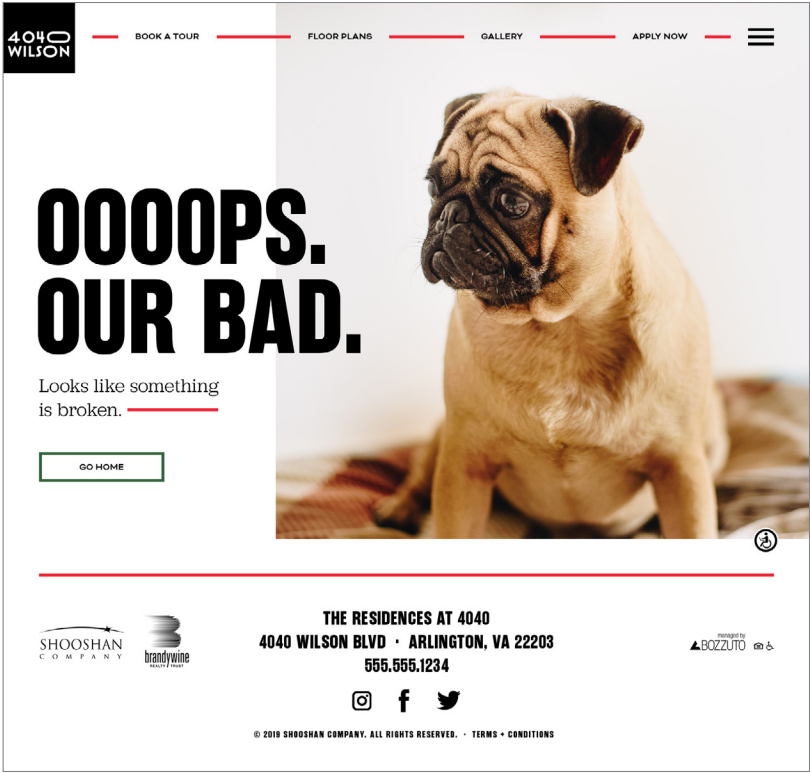
Social icons are clickable to 4040 Wilson accounts provided by Bozzuto, opening in new tabs.

THANKS.PSD



* All images are FPO

404.PSD



CTA returns users
to homepage.



* All images are FPO

MOBILE 404.PSD



Thanks!