RODALE.

Bikes & Gear

ProductWidgetWireframes(AllBreakpoints)

v1.2

Revision	**NA**
Published	**May 27, 2016**
Feedback Due	

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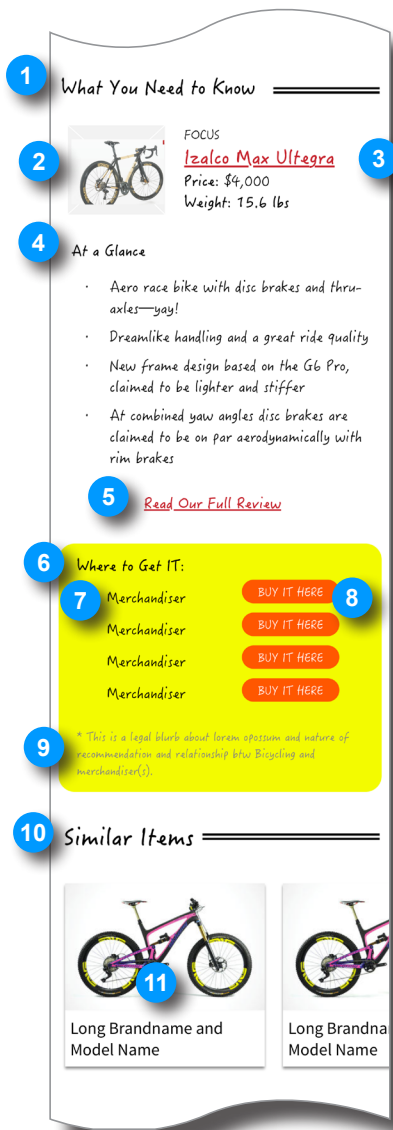
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Weight: 15.6 lbs
(3)

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- Aero race bike with disc brakes and thru-axles—yay!
- Dreamlike handling and a great ride quality
- New frame design based on the G6 Pro, claimed to be lighter and stiffer
- At combined yaw angles disc brakes are claimed to be on par aerodynamically with rim brakes

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Merchandiser   BUY IT HERE
Merchandiser   BUY IT HERE
Merchandiser   BUY IT HERE

(9) * This is a legal blurb about lorem opossum and nature of recommendation and relationship btw Bicycling and merchandiser(s).

(10) Similar Items

Long Brandname and Model Name **(11)**   Long Brandname and Model Name

NOTES

This wireframe represents an overview of the Mobile 'Product Widget' with all elements visible. For actual appearance of widget, see following 'In Context' pages.

Where are widgets displayed?

Widgets wlll be surfaced at the base of Articles, Slideshows, and Videos that have been linked/tagged with a product node. In later releases, consideration is being given to inclusion of a widget *within* the content well *instead* of the base of the article.

Product Fields

Product fields are defined at the product node level. Depending on a number of conditions (manual and dynamic), fields will either be displayed or suppressed from the widget - these conditions are captured in the below notes.

1. **Text: What You Need To Know (subheader)**
   Creative Note: Subheader design should be subordinate to standard brand subheader.

2. **Control: Product Thumbnail (image)**
   Thumbnail derived from product Main Image defined at product node level.

   DISPLAY IF populated, OTHERWISE suppress and LEFT-align Product Meta Data.

   On TAP, LOAD 'Product Overlay'

3. **Text: Product Meta Data (dynamic)**
   Meta Data defined at product node level, Includes:
   - Brand
   - Product Name - On TAP, LOAD 'Product Overlay'
   - MSRP Price ($)
   - Weight (lbs or gm depending on product type)

   DISPLAY (IF Populated)

4. **Text: At a Glance (subheader and bullet list)**
   Brief editorial shortlist of key product points defined at product node level. DISPLAY or SUPPRESS manually by edit at host page level.

5. **Control: Read Our Full Review (dynamic link)**
   DISPLAY ON
   Host pages w primary tag=Buyer's Guides, Best Ofs, Videos, or News (NOT "review")
   IF
   Review content for product node exists (article w primary tag='Review'.

6. **Text: Where to Get It (subheader)**
   DISPLAY (IF 'Merchcandiser' values defined at product node level) OTHERWISE suppress entire highlighted (yellow) area.

7. **Text: Merchandiser Name (dynamic)**
   Between 1 and 4 merchandisers can be selected/defined @ product node level. DISPLAY (IF Populated)

8. **Control: Buy It Here (button)**
   IF 'Merchcandiser' value defined, AND URL value defined (by edit at product node level), THEN display button for ea merchandiser. TBD - LATER RELEASES, MAY BE API DRIVEN... IF SO, Price AND Sale Price per Merchandiser would also be displayed. On TAP, LOAD new window with Merchandiser product page.

9. **Text: Disclaimer**
   Legal copy regarding partnership/revshare.

10. **Similar Items Widget (Subheader and Swipable Queue)**
    Subheader: "Similar Items"

    DISPLAY 3 cards for products of corresponding Product Subcategory.

11. **Product Card**
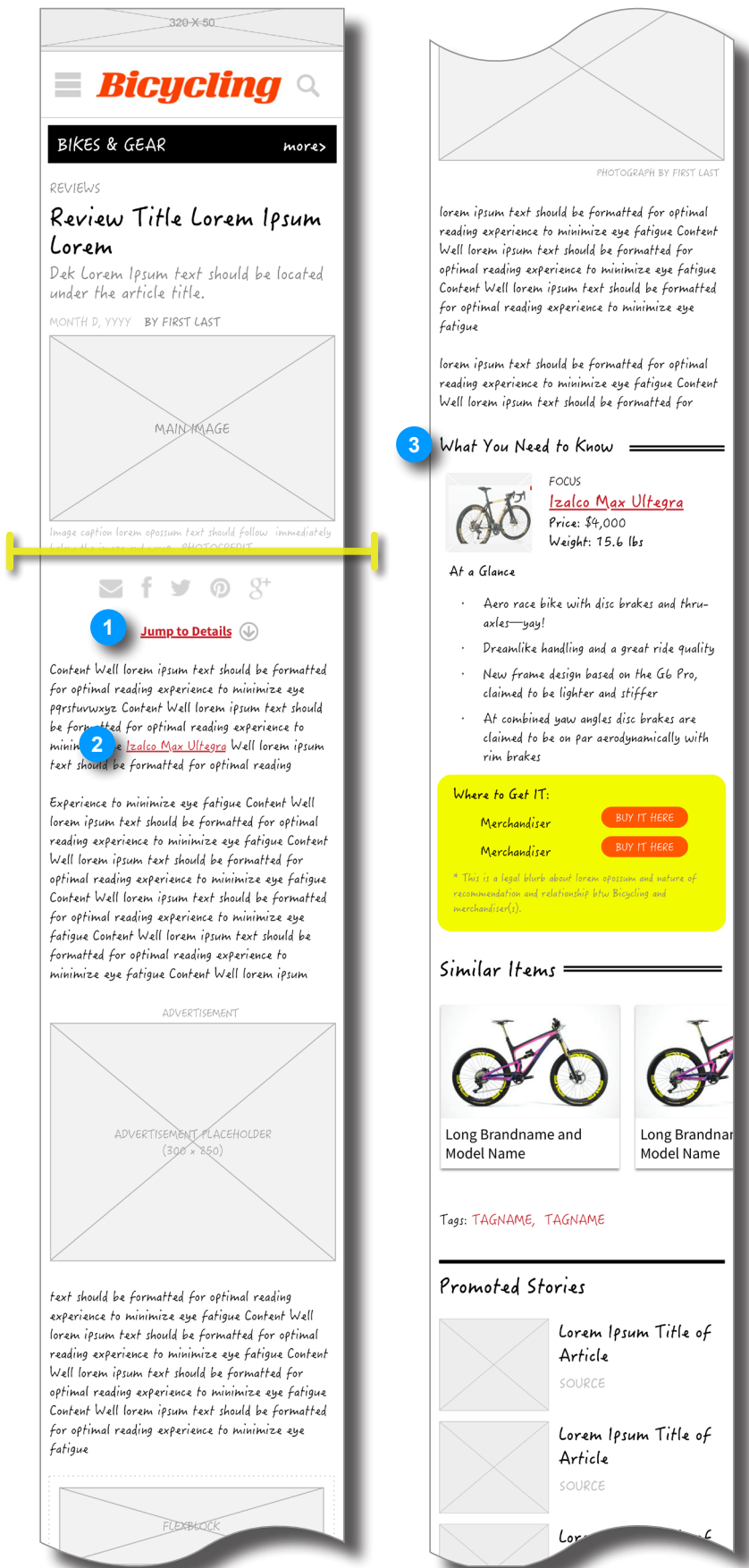   Includes:
    - Product Thumbnail Override Image
    - Brand
    - Product Name/Model
    - Price ($) WHILE NOT a Bicycling rquirement, future releases AND/OR other brands may require displaying PRICE here - build for it.
    - Sale Price ($) WHILE NOT a Bicycling rquirement, future releases AND/OR other brands may require displaying SALE PRICE here - build for it. ON Tap, LOAD 'Product Overlay'

320-X-50

Bicycling

BIKES & GEAR more>

REVIEWS

Review Title Lorem Ipsum Lorem

Dek Lorem Ipsum text should be located under the article title.

MONTH D, YYYY BY FIRST LAST

MAIN IMAGE

Image caption lorem opossum text should follow immediately below the image. PHOTOCREDIT

(1) Jump to Details

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ADVERTISEMENT

ADVERTISEMENT PLACEHOLDER
(300 x 250)

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(3) What You Need to Know

FOCUS
Izalco Max Ultegra
Price: $4,000
Weight: 15.6 lbs

At a Glance

· Aero race bike with disc brakes and thru-axles—yay!

· Dreamlike handling and a great ride quality

· New frame design based on the G6 Pro, claimed to be lighter and stiffer

· At combined yaw angles disc brakes are claimed to be on par aerodynamically with rim brakes

Where to Get IT:

Merchandiser   BUY IT HERE

Merchandiser   BUY IT HERE

* This is a legal blurb about lorem opossum and nature of recommendation and relationship btw Bicycling and merchandiser(s).

Similar Items

Long Brandname and Model Name

Long Brandname Model Name

Tags: TAGNAME, TAGNAME

Promoted Stories

Lorem Ipsum Title of Article
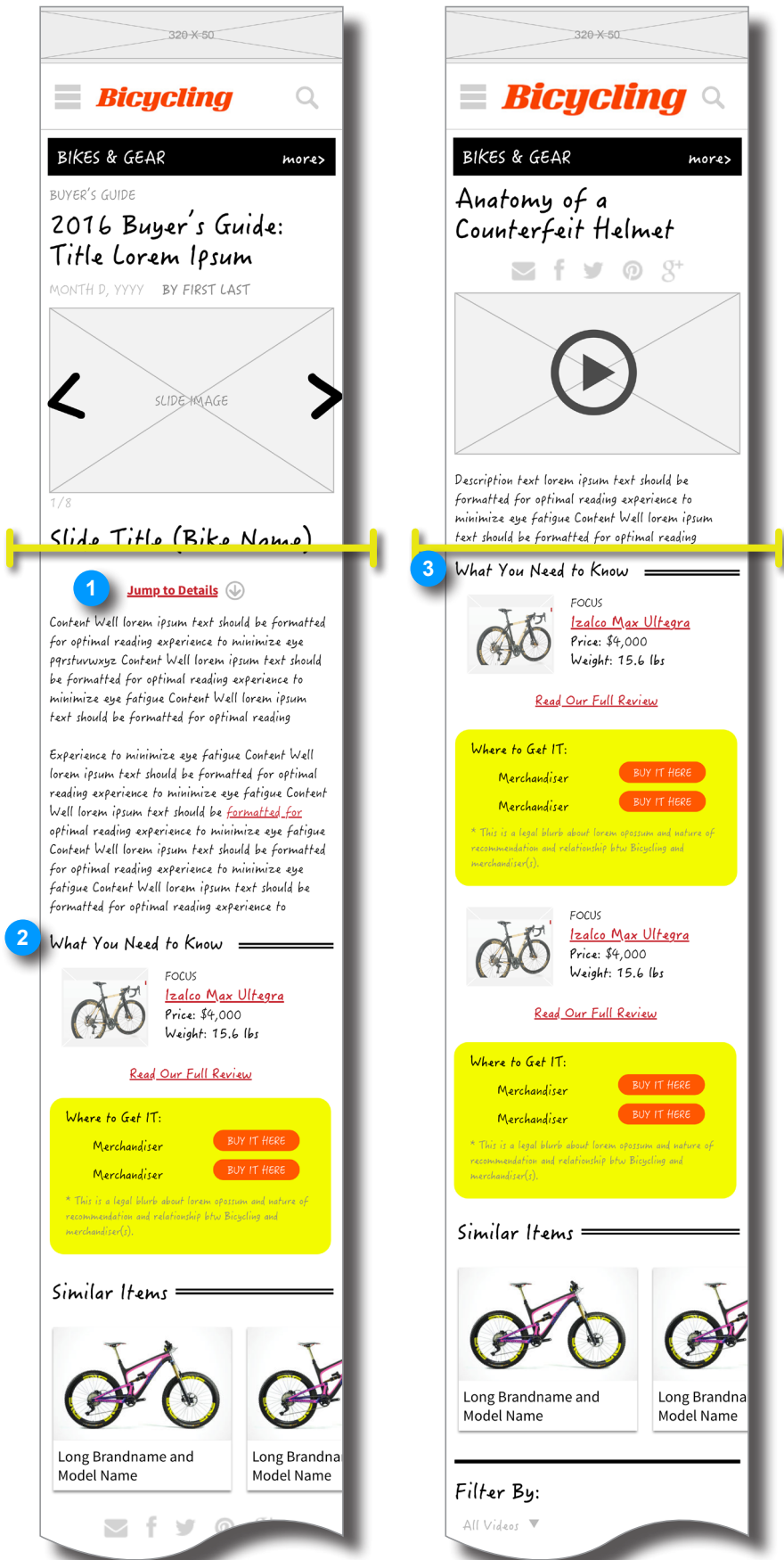SOURCE

Lorem Ipsum Title of Article
SOURCE

NOTES

This wireframe represents a view of the Mobile 'Product Widget' as it could appear on a Full Product 'Review' page ('Article' drupal template) as seen @ mobile breakpoint.

1. **Control: Anchor Link to Product Widget**

   DISPLAY or SUPPRESS manually by edit at host page level.

   ON Tap, drop to Product Widget at base of article.

2. **Control: Inline Product Link**

   ON Tap, LOAD "Product Overlay".

3. **Product Widget**

   SUPPRESS:
   Read Our Full Review (dynamic link)

   The "Read Our Full Review" link is not displayed on Review pages (articles with primary tag=review)

Mobile 'Product Widget' - (In Context: 'Buyer's Guides,' 'Best Ofs,' 'Video,' & 'News')

Wireframe 1 (left phone)

Bicycling

BIKES & GEAR   more>

BUYER'S GUIDE
2016 Buyer's Guide: Title Lorem Ipsum
MONTH D, YYYY   BY FIRST LAST

< SLIDE IMAGE >

1/8

Slide Title (Bike Name)

(1) **Jump to Details**

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Experience to minimize eye fatigue Content Well lorem ipsum text should be formatted for optimal reading experience to minimize eye fatigue Content Well lorem ipsum text should be formatted for optimal reading experience to minimize eye fatigue Content Well lorem ipsum text should be formatted for optimal reading experience to minimize eye fatigue Content Well lorem ipsum text should be formatted for optimal reading experience to

(2) What You Need to Know

FOCUS
Izalco Max Ultegra
Price: $4,000
Weight: 15.6 lbs

Read Our Full Review

Where to Get IT:
Merchandiser   BUY IT HERE
Merchandiser   BUY IT HERE

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Similar Items

Long Brandname and Model Name

Long Brandna Model Name

Wireframe 2 (right phone)

Bicycling

BIKES & GEAR   more>

Anatomy of a Counterfeit Helmet

[share icons]

[▶ video play]

Description text lorem ipsum text should be formatted for optimal reading experience to minimize eye fatigue Content Well lorem ipsum text should be formatted for optimal reading

(3) What You Need to Know

FOCUS
Izalco Max Ultegra
Price: $4,000
Weight: 15.6 lbs

Read Our Full Review

Where to Get IT:
Merchandiser   BUY IT HERE
Merchandiser   BUY IT HERE

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FOCUS
Izalco Max Ultegra
Price: $4,000
Weight: 15.6 lbs

Read Our Full Review

Where to Get IT:
Merchandiser   BUY IT HERE
Merchandiser   BUY IT HERE

* This is a legal blurb about lorem opossum and nature of recommendation and relationship btw Bicycling and merchandiser(s).

Similar Items

Long Brandname and Model Name

Long Brandna Model Name

Filter By:
All Videos ▼

NOTES

This wireframe represents a view of the Mobile 'Product Widget' as it could appear on a brief writeup/blurb such as a Buyer's Guide, Best Of, or News (Slideshow drupal template shown here) as seen @ mobile breakpoint.

1. Control: Anchor Link to Product Widget

DISPLAY or SUPPRESS manually by edit at host page level.

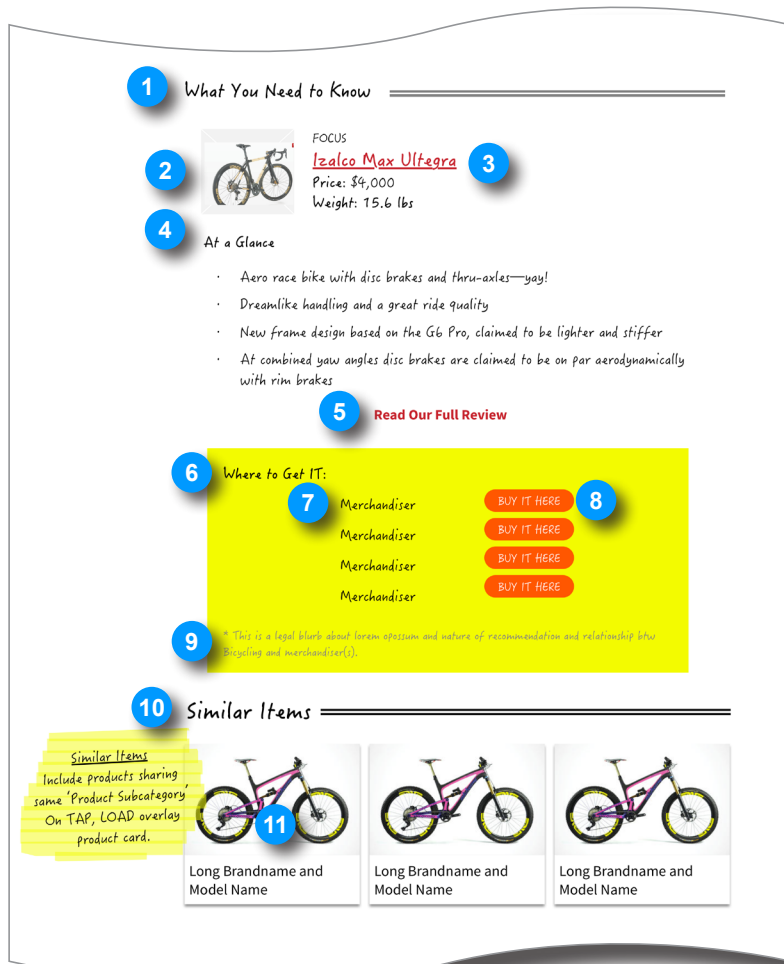ON Tap, drop to Product Widget at base of article.

2. Product Widget

IN THIS EXAMPLE: DISPLAYED LINK
Control: Read Our Full Review (dynamic link)
DISPLAYED on host pages w primary tag=Buyer's Guides, Best Ofs, Videos, or News (NOT "review")
IF
Review content for product node exists (article w primary tag='Review'.

IN THIS EXAMPLE, SUPPRESSED TEXT
Text: At a Glance (subheader and bullet list)
Brief editorial shortlist of key product points defined at product node level.
SUPPRESS manually by edit at host page level.

3. Product Widget

IN THIS EXAMPLE: 2 PRODUCTS
IF multiple Product Nodes tagged on host page, THEN display relevant product fields for ea product, without duplicitous 'What you need to know' subheader.

Tablet 'Product Widget' - (Overview)

1 What You Need to Know

2 **3** FOCUS
Izalco Max Ultegra
Price: $4,000
Weight: 15.6 lbs

4 At a Glance

· Aero race bike with disc brakes and thru-axles—yay!
· Dreamlike handling and a great ride quality
· New frame design based on the G6 Pro, claimed to be lighter and stiffer
· At combined yaw angles disc brakes are claimed to be on par aerodynamically with rim brakes

5 **Read Our Full Review**

6 Where to Get IT:

7 Merchandiser   BUY IT HERE **8**
Merchandiser   BUY IT HERE
Merchandiser   BUY IT HERE
Merchandiser   BUY IT HERE

9 * This is a legal blurb about lorem opossum and nature of recommendation and relationship btw Bicycling and merchandiser(s).

10 Similar Items

Similar Items
Include products sharing
same 'Product Subcategory
On TAP, LOAD overlay
product card.

11
Long Brandname and Model Name
Long Brandname and Model Name
Long Brandname and Model Name

NOTES

This wireframe represents an overview of the Tablet 'Product Widget' with all elements visible. For actual appearance of widget, see following 'In Context' pages.

Where are widgets displayed?

Widgets wlll be surfaced at the base of Articles, Slideshows, and Videos that have been linked/tagged with a product node. In later releases, consideration is being given to inclusion of a widget *within* the content well *instead* of the base of the article.

Product Fields

Product fields are defined at the product node level. Depending on a number of conditions (manual and dynamic), fields will either be displayed or suppressed from the widget - these conditions are captured in the below notes.

1. **Text: What You Need To Know (subheader)**
   Creative Note: Subheader design should be subordinate to standard brand subheader.

2. **Control: Product Thumbnail (image)**
   Thumbnail derived from product Main Image defined at product node level.

   DISPLAY IF populated, OTHERWISE suppress and LEFT-align Product Meta Data.

   On TAP, LOAD 'Product Overlay'

3. **Text: Product Meta Data (dynamic)**
   Meta Data defined at product node level, Includes:
   - Brand
   - Product Name - On TAP, LOAD 'Product Overlay'
   - MSRP Price ($)
   - Weight (lbs or gm depending on product type)

   DISPLAY (IF Populated)

4. **Text: At a Glance (subheader and bullet list)**
   Brief editorial shortlist of key product points defined at product node level. DISPLAY (IF Populated)

5. **Control: Read Our Full Review (dynamic link)**
   DISPLAY ON
   Host pages w primary tag=Buyer's Guides, Best Ofs, Videos, or News (NOT "review")
   IF
   Review content for product node exists (article w primary tag='Review'.

6. **Text: Where to Get It (subheader)**
   DISPLAY (IF 'Merchcandiser' values defined at product node level) OTHERWISE suppress entire highlighted (yellow) area.

7. **Text: Merchandiser Name (dynamic)**
   Between 1 and 4 merchandisers can be selected/defined @ product node level. DISPLAY (IF Populated)

8. **Control: Buy It Here (button)**
   IF 'Merchcandiser' value defined, AND URL value defined (by edit at product node level), THEN display button for ea merchandiser.
   TBD - LATER RELEASES, MAY BE API DRIVEN... IF SO, Price AND Sale Price per Merchandiser would also be displayed. On TAP, LOAD new window with Merchandiser product page.

9. **Text: Disclaimer**
   Legal copy regarding partnership/revshare.

10. **Similar Items Widget (Subheader and Queue)**
    Subheader: "Similar Items"

    DISPLAY 3 cards for products of corresponding Product Subcategory.

11. **Product Card**
    Includes:
    - Product Thumbnail Override Image
    - Brand
    - Product Name/Model
    - Price ($) WHILE NOT a Bicycling rquirement, future releases AND/OR other brands may require displaying PRICE here - build for it.

RODALE

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(1) **Jump to Details** ⊙

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ADVERTISEMENT

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(3) What You Need to Know ═══════════

FOCUS
Izalco Max Ultegra
Price: $4,000
Weight: 15.6 lbs

At a Glance

· Aero race bike with disc brakes and thru-axles—yay!
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Where to Get IT:

Merchandiser   [BUY IT HERE]
Merchandiser   [BUY IT HERE]

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Similar Items ═══════════

Similar Items
Include products sharing
same 'Product Subcategory'
On TAP, LOAD overlay
product card.

Long Brandname and Model Name

Long Brandname and Model Name

Long Brandname and Model Name

Tags: TAGNAME, TAGNAME

Promoted Stories

NOTES

This wireframe represents a view of the Mobile 'Product Widget' as it could appear on a Full Product 'Review' page ('Article' drupal template) as seen @ tablet breakpoint.

1. **Control: Anchor Link to Product Widget**

DISPLAY or SUPPRESS manually by edit at host page level.

ON Tap, drop to Product Widget at base of article.
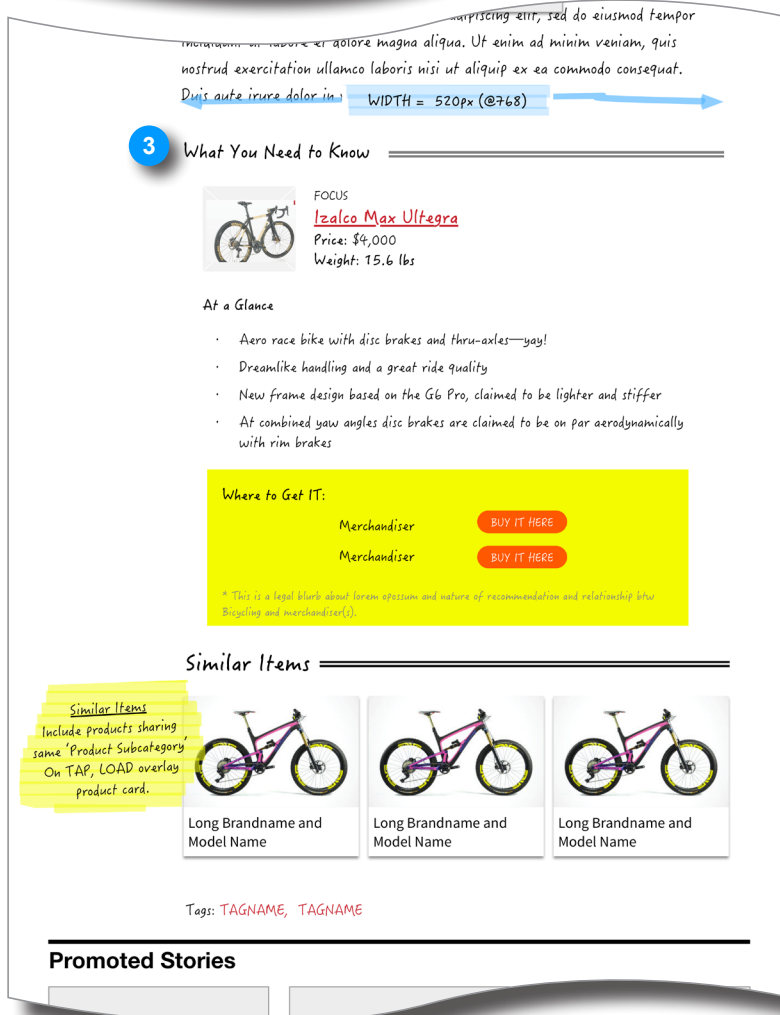
2. **Control: Inline Product Link**
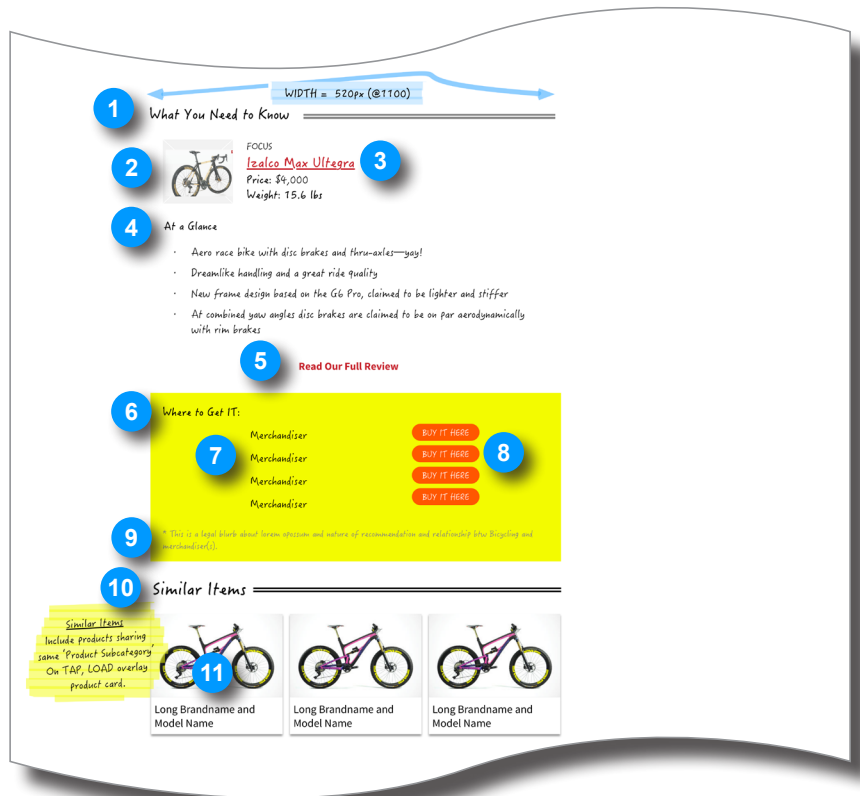
ON Tap, LOAD "Product Overlay".

3. **Product Widget**

SUPPRESS:
Read Our Full Review (dynamic link)

The "Read Our Full Review" link is not displayed on Review pages (articles with primary tag=review)

Desktop 'Product Widget' - (Overview)

NOTES

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   - Product Name - On Click, LOAD 'Product Overlay'
   - MSRP Price ($)
   - Weight (lbs or gm depending on product type)

   DISPLAY (IF Populated)

4. **Text: At a Glance (subheader and bullet list)**
   Brief editorial shortlist of key product points defined at product node level. DISPLAY (IF Populated)

5. **Control: Read Our Full Review (dynamic link)**
   DISPLAY ON
   Host pages w primary tag=Buyer's Guides, Best Ofs, Videos, or News (NOT "review")
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10. **Similar Items Widget (Subheader and Queue)**
    Subheader: "Similar Items"

    DISPLAY 3 cards for products of corresponding Product Subcategory.

11. **Product Card**
    Includes:
    - Product Thumbnail Override Image
    - Brand
    - Product Name/Model
    - Price ($) WHILE NOT a Bicycling rquirement, future releases AND/OR other brands may require displaying PRICE here - build for it.
    - Sale Price ($) WHILE NOT a Bicycling rquirement, future releases AND/OR other brands may require displaying SALE PRICE here - build for it. ON Click, LOAD 'Product Overlay'

Desktop 'Product Widget' - (In Context: 'Review' Page)

ADVERTISEMENT PLACEHOLDER
(300 x 250)

ADVERTISEMENT

Bicycling Recommends

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

Recommended by Outbrain

(1) Jump to Details

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THUMBNAIL OVERRIDE (PRODUCT)
Productname
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FLEXBLOCK PLACEHOLDER

NEWSLETTER FORM
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(3) What You Need to Know

FOCUS
Izalco Max Ultegra
Price: $4,000
Weight: 15.6 lbs

At a Glance

- Aero race bike with disc brakes and thru-axles—yay!
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Where to Get IT:

Merchandiser   BUY IT HERE

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Similar Items

Similar Items
Include products sharing same 'Product Subcategory
On TAP, LOAD overlay product card.

Long Brandname and Model Name

Long Brandname and Model Name

Long Brandname and Model Name

Tags: TAGNAME, TAGNAME

Promoted Stories

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

How 13 Top Trainers Take Their Workouts Outside For Summer
Source

NOTES

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ON Click, drop to Product Widget at base of article.

2. Control: Inline Product Link

ON Click, LOAD "Product Overlay".

3. Product Widget

SUPPRESS:
Read Our Full Review (dynamic link)

The "Read Our Full Review" link is not displayed on Review pages (articles with primary tag=review)

RODALE