

NOTES

This is the wrapper that will be applied to all pages within the site. It isn't a page type unto it's self, but a part of all other pagetypes defined in this document. This variant is used when the user is not logged in.

1. This is the content well where any of the other page types in this document will be presented.

[Login](#) | [Register](#)

Logo

[Home](#) | [About NiteFly](#) | [Contact Us](#)

1

content pages go here

Copyright info goes here

[Blog](#) | [Jobs](#)

NOTES

This is the wrapper that will be applied to all pages within the site. It isn't a page type unto it's self, but a part of all other pagetypes defined in this document. This variant is used when the user is logged in.

1.
This is the content well where any of the other page types in this document will be presented.

Logo

Hey **Jonathan!** Ready to go out?
Not Jonathan? [logout](#) and stop using his account.

[Home](#) | [Add a Venue](#) | [About NiteFly](#) | [Contact Us](#)

1

content pages go here

Copyright info goes here

[Blog](#) | [Jobs](#)

NOTES

1.
This area provides some visual interest for the page. it will have a slick image / montage in the background, with the tagline top-left, and links bottom-right to pull the user into learning more about NiteFly or signing up.

2.
This is a visual display of that NiteFly is all about. It's meant to give new users a quick understanding of why our service might be useful to them.

3.
This is the integration of the NiteFly Twitter feed. it will show the most recent tweets, as well as having a link that allows users to follow us.

1

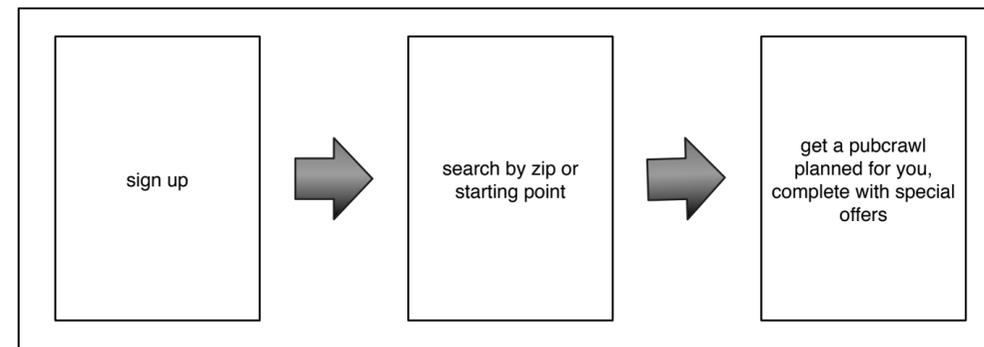
It's gonna be a good, good night

[About NiteFly >](#)

[Register >](#)

2

How it works:



3

Latest from NiteFly:

tweet one, lorem ipsum dolor

tweet one, lorem ipsum dolor
and a quick brown fox

tweet one, lorem ipsum dolor
and a quick brown fox jump over
the lazy dog

tweet one, lorem ipsum dolor
and a quick brown fox jump

tweet one, lorem ipsum dolor
and a quick brown fox

[Follow NiteFlyInc on Twitter](#)

NOTES

This is a modal window that appears when the user clicks the login link.

1. This is optional error messaging, and only appears if the form fails validation.

2. We'll use email address as login name because it's guaranteed to be a unique identifier

3. Password should be hidden character password fields

4. If checked, this will drop a cookie to keep the user logged in for 1 week.

Logo

Login | Register

① *error messaging goes here*

② Email:

③ Password:

login

④ Remember me

[Contact Us](#)

content pages go here

Copyright info goes here

[Blog](#) | [Jobs](#)

NOTES

1. Password and Confirm password should be hidden character password fields

Register

Name:

Email address:

Confirm email address:

Password:

Confirm password:

sign up

1

NOTES

This page is the starting point for the primary functionality of the site. It is deliberately being kept very simple to have a clean, google-esque experience.

1. Users can enter a starting point for their itinerary or they enter the zip code of where they like to hang out. The back end will figure out what kind of data has been entered and process it accordingly.

This is some intro text. yadda yadda yadda. This is some intro text. yadda yadda yadda. This is some intro text. yadda yadda yadda.

Starting Venue **OR** Zip Code:

1

search

NOTES

This is the results page, and contains the majority of the user experience. The result set could be anywhere from 1-10 results.

1. If the user mouses over the pin or info box for a result, the corresponding pin on the map will highlight.
2. All venue links should launch the site for that venue in a new tab or window
3. These coupons may come from a 3rd party, or may be internal to NiteFly. We need a design for our proprietary coupons.
4. when clicked, the x will remove this item from the list and generate a new one it's place.
5. The map should show pins for all venues listed on the results page. The pin for a given venue will highlight when the user mouses over that venue in the results list

Your pub crawl (near Hi-Life Upper East Side):

- 1

2

3

4

5

X

X

X

X

X
- > **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
www.myvenue.com
Hours: 4pm - 4am

Coupon detailing special offer goes here.
- > **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
www.myvenue.com
Hours: 4pm - 4am

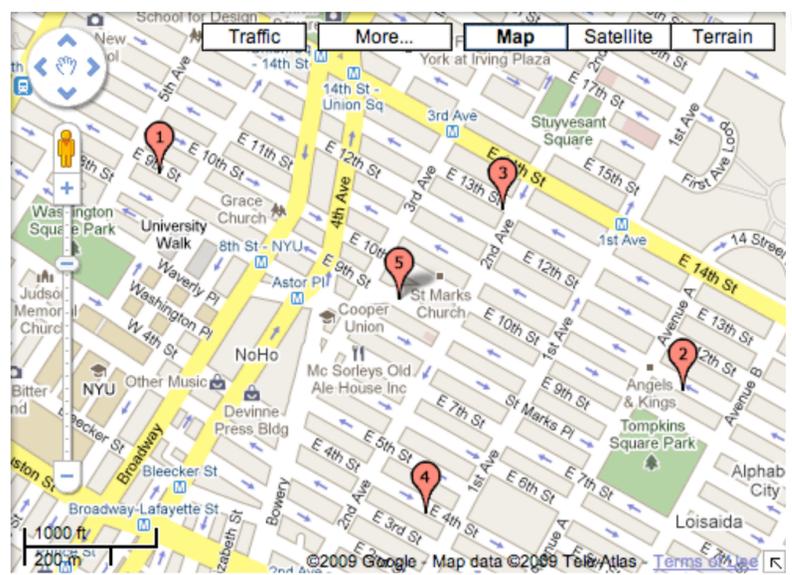
Coupon detailing special offer goes here.
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Coupon detailing special offer goes here.

print list print list with directions



NOTES

This page is the main reason our audience will use the service. It gives them an itinerary and coupons that they can bring with them as they traverse their evening out in the real world.

This page must print neatly on 8.5" x 11" paper, though it may overflow onto multiple sheets if there are many venues.

This page is completely standalone and does not sit within the wrapper.

1. Logo should be clear and prominent. Should be printable in full color, but also degrade nicely into greyscale or black and white.

2. Coupons may come from a 3rd party, or may be internal to NiteFly. We need a design for our proprietary coupons.

3. Each coupon should be branded with a watermark of the NiteFly logo and name. This must print well in either color or greyscale, and is essential as a leave behind for venue owners to be able to see how much business we are driving to them. It is essential that each coupon have a visual association with the NiteFly brand.

Logo 1

Stop 1

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.

2



3

Stop 2

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.



Stop 3

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.



Stop 4

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.



Stop 5

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.



NOTES

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4. These are walking directions provided by google maps and reformatted to fit interstitially between the venue information.

Logo ¹

Stop 1

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.

²



³

⁴ **Directions to your next stop:** Head southeast on E 4th St toward 2nd Ave | Turn left at 2nd Ave | Turn left at St Marks Pl | Head southeast on E 4th St toward 2nd Ave | Turn left at 2nd Ave

Stop 2

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.



Directions to your next stop: Head southeast on E 4th St toward 2nd Ave | Turn left at 2nd Ave | Turn left at St Marks Pl | Head southeast on E 4th St toward 2nd Ave | Turn left at 2nd Ave

Stop 3

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.



Directions to your next stop: Head southeast on E 4th St toward 2nd Ave | Turn left at 2nd Ave | Turn left at St Marks Pl | Head southeast on E 4th St toward 2nd Ave | Turn left at 2nd Ave

Stop 4

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.



Directions to your next stop: Head southeast on E 4th St toward 2nd Ave | Turn left at 2nd Ave | Turn left at St Marks Pl | Head southeast on E 4th St toward 2nd Ave | Turn left at 2nd Ave

Stop 5

> **Ace Bar**
1234 W 58th st (btw 7th ave & 8th ave)
212.123.4567
Hours: 4pm - 4am

Coupon detailing special offer goes here.



NOTES

1.
These links will anchor to the corresponding topic below.

About NiteFly

This is some intro text. yadda yadda yadda. This is some intro text. yadda yadda yadda. This is some intro text. yadda yadda yadda.

[link to topic one](#)
[link to topic two](#)
[link to topic three](#)
[link to topic etc.](#)

1

topic title one

this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about.

topic title two

this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about.

topic title three

this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about.

topic title etc.

this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about.

NOTES

1.
These links will anchor to the corresponding job description below.

About NiteFly

This is some intro text about how we're always looking for cool interesting people to help us out, yadda yadda yadda... maybe it has a paragraph about the cool perks of working for a nightlife company.

[link to job one](#)
[link to job two](#)
[link to job three](#)
[link to job etc.](#)

1

job title one

this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. [mailto link to send resume](mailto:link to send resume)

job title two

this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. [mailto link to send resume](mailto:link to send resume)

job title three

this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about. [mailto link to send resume](mailto:link to send resume)

job title etc.

this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks about whatever the top is about. this is the text that talks. [mailto link to send resume](mailto:link to send resume)

NOTES

1.
The Name field is only present if the user is not logged in.

2.
The Email and Confirm email fields are only present if the user is not logged in. Otherwise, the email address associated with the user's account is used.

Feedback

This is a description of what this page is all about. Lorem ipsum dolor sic amit. Lorem ipsum dolor sic amit.

1 Name:

2 Email:

Confirm email:

Subject:

Message:

submit

Response title

This is the text of the response page. It could relate to a few different pages including, but not limited to, registration and the feedback form. It might even have a [link](#).

Lorem ipsum dolor sic amit. Lorem ipsum dolor sic amit. Lorem ipsum dolor sic amit.

Lorem ipsum dolor sic amit. Lorem ipsum dolor sic amit. Lorem ipsum dolor sic amit.

Lorem ipsum dolor sic amit. Lorem ipsum dolor sic amit. Lorem ipsum dolor sic amit.

[go back to main page](#)

Add / Edit Venue

Name:

Address:

City: New York

State: NY

Phone:

(like this: 1235551234)

Website:

http://

Hours:

 : to :

Contact Email:

Confirm contact email:

save

NOTES

1.