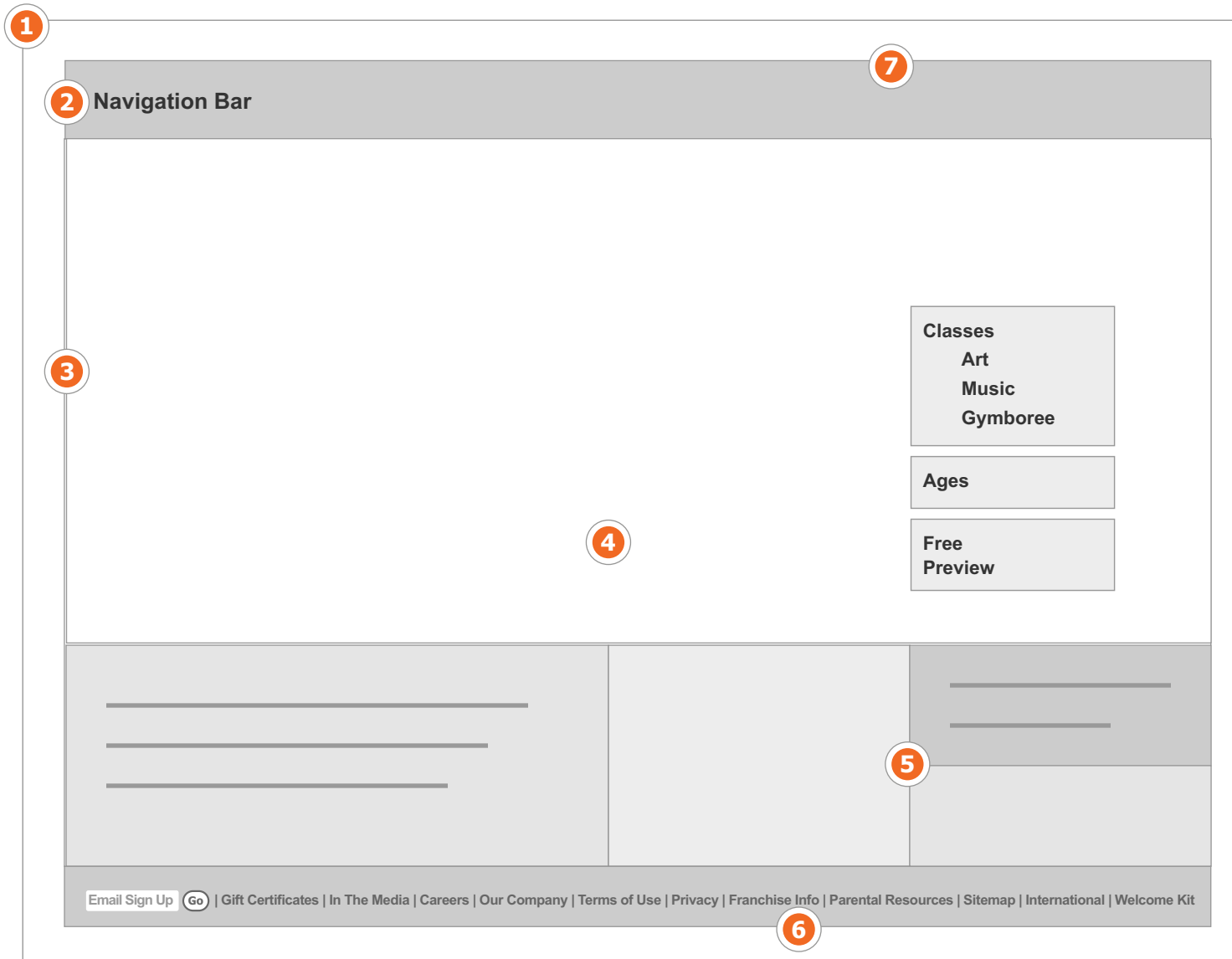


Gymboree - Play And Music Home Wireframe



Annotations

- 1 Tie home page structure closer to Gymboree brand.
- 2 Global navigation.
- 3 Use modular home page approach with flexible promotional real-estate. One promo (suggest primary) can be flash based. Non-flash will include variants with more or less photographic imagery. Design will create grids with options for 1, 3 or 5 promos.
- 4 Also use promotional real estate to make classes clear.
- 5 Modules can be personalized and targeted to users. Business rules TBD.
- 6 Global footer links. Items at left higher priority, and may be given more weight in design.
- 7 Control Panel for other key global actions: Locations, My Membership, Help/FAQ/Contact, and Crosslink to Gymboree retail.

Gymboree - Play And Music Classes: Overview Wireframe

Navigation Bar

1

Gymboree

Pre-school

Music

Sports

Global

Family Classes

2

Gymboree

It all began in 1976 with an idea: stretch a child's rapidly developing mind and body and you begin to prepare him or her for life. At Gymboree, we understand the relationships and experiences children have in the first three years of life have a profound impact on their future. [more >>](#)

Pre-school

It all began in 1976 with an idea: stretch a child's rapidly developing mind and body and you begin to prepare him or her for life. At Gymboree, we understand the relationships and experiences children have in the first three years of life have a profound impact on their future. [more >>](#)

Music

It all began in 1976 with an idea: stretch a child's rapidly developing mind and body and you begin to prepare him or her for life. At Gymboree, we understand the relationships and experiences children have in the first three years of life have a profound impact on their future. [more >>](#)

Sports

It all began in 1976 with an idea: stretch a child's rapidly developing mind and body and you begin to prepare him or her for life. At Gymboree, we understand the relationships and experiences children have in the first three years of life have a profound impact on their future. [more >>](#)

Global

It all began in 1976 with an idea: stretch a child's rapidly developing mind and body and you begin to prepare him or her for life. At Gymboree, we understand the relationships and experiences children have in the first three years of life have a profound impact on their future. [more >>](#)

Family Classes

It all began in 1976 with an idea: stretch a child's rapidly developing mind and body and you begin to prepare him or her for life. At Gymboree, we understand the relationships and experiences children have in the first three years of life have a profound impact on their future. [more >>](#)

Free Trial Class

Try Now

Find This Class Near You

ZIP Code

Go


Email Sign Up

Go

| Gift Certificates | In The Media | Careers | Our Company | Terms of Use | Privacy | Franchise Info | Parental Resources | Sitemap | International | Welcome Kit

Annotations

- 1 Inline Control for browsing classes. Option to show them by title or by age.
- 2 Synopsis of class offerings.

 singleboundcreative

Confidential - Do not distribute | 760 Market Street, Suite 441 | San Francisco, California 94102 | www.singleboundcreative.com

Page 2

Gymboree - Play And Music Classes: Catalog Wireframe

Navigation Bar

1

Gymboree
Pre-school
Art
Art I 18-24 months
Art II 18-24 months
Art III 18-24 months
Music
Sports
Global
Family Classes

2

Stage 2 Play + Learn

3

Ages: _ - _ Months

Description

[Available in your ZIP...]

4

[For: \$ _]

5

<Enroll>

8

Free Trial Class

Try Now

Find This Class Near You

ZIP Code

Go

Activities

6

The Science Behind It

7


Email Sign Up

Go

Gift Certificates | In The Media | Careers | Our Company | Terms of Use | Privacy | Franchise Info | Parental Resources | Sitemap | International | Welcome Kit

Annotations

- 1 Inline Control for browsing classes. Option to show them by title or by age.
- 2 Imagery showing what child will take away from class and apply in real world.
- 3 Class Description.
- 4 If logged in, information about when class is available and cost. If not logged in, option for message about finding a class near you.
- 5 Primary Call to Action. Links into Calendar. If Logged in, can switch to a simpler enroll.
- 6 Concrete descriptions of activities.
- 7 Explanation of child development scientific benefits.
- 8 Sidebar modules for quick links to registration or targeted calls to action.

 singleboundcreative

Confidential - Do not distribute | 760 Market Street, Suite 441 | San Francisco, California 94102 | www.singleboundcreative.com

Page 3


Gymboree - Play And Music Calendar: Class Selection Wireframe

Navigation Bar

Your Local Gymboree

San Francisco/Lakeshore
Lakeshore Plaza

1525 Sloat Blvd.
San Francisco, California
94132
(415) 242-5637



Find a New Location >>

Contact us by email at
playandmusic@yahoo.com

Filter By:

Class Title

Age

☐ Available for preview
 ☐ Available for make up

Local Site

through a top-down,
proactive approach we can
remain customer focused
and goal-directed, innovate.

<Prev

Sun - Feb 10

Mon - Feb 10

Tues - Feb 10

Wed - Feb 10

Thurs - Feb 10

Fri - Feb 10

Sat - Feb 10

Next>

08:00					Gymboree Stage 5		
08:30		Gymboree Stage 5		Art II			
09:00	Art II				Fitness Fun I		Yoga Fun I
09:30		Fitness Fun I					
10:00				Music II			Global Kids II
10:30	Music II						
11:00						Global Kids II	Fitness Fun I Yoga fun 2
11:30			Global Kids II				
12:00				Gymboree Stage 5		Yoga Fun I	Gymboree Stage 5
12:30	Gymboree Stage 5 Yoga Fun		Yoga Fun I				
1:00					Global Kids II		Art II
1:30		Global Kids II					
2:00				Fitness Fun I		Global Kids II	
2:30	Fitness Fun I		Global Kids II				
3:00				Global Kids II			
3:30	Global Kids II						
4:00					Art II	Fitness Fun I	
4:30		Art II	Fitness Fun I				
5:00					Yoga Fun I	Music II	Global Kids II
5:30		Yoga Fun I	Music II				
6:00				Global Kids II	Global Kids II	Gymboree Stage 5	
6:30	Global Kids II	Global Kids II	Gymboree Stage 5				
7:00							Music II
7:30					Music II	Art II	
7:00		Music II	Art II	Yoga Fun I			
7:30	Yoga Fun I						
8:00							
8:30							

Email Sign Up

Go

Gift Certificates

In The Media

Careers

Our Company

Terms of Use

Privacy

Franchise Info

Parental Resources


Sitemap

International

Welcome Kit

Annotations

- Calendar view for intuitive scheduling.
- Calendar is specific to a franchise location. Cookie a users location. Gate calendar by choos.
- Filtration in sync with link in. Can be narrowed or widened accordingly. Make prominent in design.
- Hovering over a class gives greater detail (shown in separate wire).
- Calendar shows one week. Can scroll to follow on weeks and back for those users who want to plan further out.
- Franchise promotion or other message shown in context of calendar. Option to link to separate page for deeper message.
- Can fit at least two classes in a time slot. Calendar will expand like excel wrap when there are three classes.
- Large calendar is challenging but doable to lay out. Vertical scrolling may be required which should be fine in this context. Calendar can be further developed in design phase to ensure display is clear. Some options include: switching to 1 hour increments with time written adjacent, overlapping squares to show duration, side-by-side elements like Outlook.

 singleboundcreative

Confidential - Do not distribute | 760 Market Street, Suite 441 | San Francisco, California 94102 | www.singleboundcreative.com

Page 4

Gymboree - Play And Music Calendar: Class Selection (Detail View) Wireframe

Navigation Bar

Your Local Gymboree

San Francisco/Lakeshore
Lakeshore Plaza

1525 Sloat Blvd.
San Francisco, California
94132
(415) 242-5637

[Find a New Location >>](#)

Contact us by email at
playandmusicf@yahoo.com

Filter By:

Class Title ▼

Age ▼

☐ Available for preview

☐ Available for make up

Local Site

through a top-down,
proactive approach we can
remain customer focused
and goal-directed, innovate.

<Prev

Sun - Feb 10

Mon - Feb 10

Tues - Feb 10

Wed - Feb 10

Thurs - Feb 10

Fri - Feb 10

Sat - Feb 10

Next>

08:00					Gymboree Stage 5	
08:30						
09:00	Art II				Fitness Fun I	Yoga Fun I
09:30						
10:00						Global Kids II
10:30	Music II					
11:00						
11:30						
12:00					Global Kids II	Fitness Fun I
12:30	Gymboree Stage Yoga Fun				Yoga Fun I	Yoga fun 2
1:00						
1:30						
2:00						Global Kids II
2:30	Fitness Fun I					
3:00						
3:30	Global Kids II					
4:00						
4:30						
5:00						
5:30		Yoga Fun I	Music II			
6:00				Global Kids II	Global Kids II	Gymboree Stage 5
6:30	Global Kids II	Global Kids II	Gymboree Stage 5			
7:00						Music II
7:30					Music II	Art II
7:30	Yoga Fun I					
8:00						
8:30						

1

8

2

3

4

5

6

7

8

Art II

09:00 Sun Feb 10
20-28 Months
\$ Cost

Nothing inspires the imagination quite like art. That's why a Gymboree Art class sends your child home with far more than a finished project. Children leave our class with an enhanced creative spirit and a positive means for self-expression. Unleash your child's imagination in a world of hands-on discovery with painting, sculpting, drawing, collage, song, dress-up and other imaginative activities.

[Free Preview](#) [Make Up](#) [Enroll](#)

Annotations

- 1 Hover over for mini-detail of class. If feasible in production, can screen back calendar to help focus on detail and call to action.
- 2 Include schedule date and detail.
- 3 On-brand imagery or promotion.
- 4 Preview make up and enroll options for a class.
- 5 Enroll takes to checkout flow.
- 6 Preview and make up go to simpler flows TBD.
- 7 Make up will require logging in.
- 8 Need to take care to design and implement over state such that doesn't disappear when gliding to buttons.

singleboundcreative

Confidential - Do not distribute | 760 Market Street, Suite 441 | San Francisco, California 94102 | www.singleboundcreative.com

Page 5

Gymboree - Play And Music Calendar: Choose a location Wireframe

Navigation Bar

Choose Your Location

Searching near you

94114

or

City

State

Within 30 mi

Search

We found three locations within 30 miles of 94114

1. Lakeshore Plaza,
1525 Sloat Blvd.,
San Francisco, CA
94132 US
Phone: 415-242-5637
Distance: 4.86 miles from the center

Directions

Details

Choose

2. Oakland-Lakeshore Avenue,
3433 Lakeshore Avenue,
Oakland, CA
94610 US
Phone: (510) 834-0982
Distance: 9.93 miles from the center

Directions

Details

Choose

3. Mill Valley: Strawberry Village,
329 Strawberry Village Shopping Center,
Mill Valley, CA
94941 US
Phone: 415-383-9771
Distance: 10.09 miles from the center

Directions

Details

Choose

Email Sign Up

Go

| Gift Certificates | In The Media | Careers | Our Company | Terms of Use | Privacy | Franchise Info | Parental Resources | Sitemap | International | Welcome Kit

Annotations

- 1 Overlay mini locator. Option to switch back background if working in design/production.
- 2 Use to change location inline without taking from funnel and while providing user with seamless feel.
- 3 Drop top three locations on single map.
- 4 Search by Zip or City/State.
- 5 Selecting location switches to calendar view.
- 6 Can link to location details or driving directions.
- 7 Gate calendar with this view if no location in session or cookie.
- 8 Will need initial "empty" view. Version 2 can guess based on IP.
- 9 Call to action.

Gymboree - Play And Music Your Schedule (Checkout) Wireframe

1

2

3

4

5

6

7

8

9

Progress Bar

You Have 3 Classes on Your Calendar

+ Add Another Class

Art II	18 to 36 mos	W 8			
to 9 AM	Starting 10/21/07	\$100/month	Remove		
Gymboree II	18 to 36 mos	Th 5 to 6 PM	Starting 11/29/07	\$100/month	Remove
Family II	3 to 5 PM	F	Starting 11/13/07	\$200/month	Remove
(New Member fee \$35.00)			total	\$	

Existing Members

[forgot user name](#)

[forgot password](#)

[Sign In](#)

New Members / Anonymous Check Out

[Enroll](#)

Annotations

- Drop navigation in checkout process.
- Show overall progress within checkout process.
- Can click to shop for more classes.
- Synopsis with class, age, day, time, start date, price based on calendar view selections.
- Show total monthly price plus membership fee.
- Can remove a class.
- Family classes you can provide number of children, assuming class price is by child.
- Existing members can sign in. New members can enroll.
- Free preview can be existing member. If taking make up, must be existing member. Can not mix preview, enroll, and make ups in same cart. Any violation of these rules results in instructional error message in same window.

Gymboree - Play And Music Enroll (Checkout) Wireframe

1

2

5

6

7

7

8

4

Progress Bar

Art II

Wed 08:30

Child's Name

First Name

Last Name

Gender

DOB

Gymnastics IV

Thurs 10:00

Child's Name

First Name

Last Name

Gender

DOB

Family I

Fri 2:30

Child 1

First Name

Last Name

Gender

DOB

Child 2

First Name

Last Name

Gender

DOB

Membership Information

First Name

Last Name

Email

Confirm Email

Address

Day Phone

Credit Card Number

Expiration

CID

Create a user account

User name

Password

Confirm Password

Person Attending Class

First Name

Last Name

Day Phone

EMAIL

☐ Send me reminder Email
 ☐ Send me the Gymboree letter

Where Did You Hear from Us?

Search Engine

Back

Next

Annotations

- 1 Enroll form analogous to e-commerce billing/shipping.
- 2 Show overall progress within checkout process.
- 3 Basic registration information.
- 4 Email opt-ins. Can send reminder emails one day before classes.
- 5 Class title, any needed contextual text.
- 6 Enter child's name. Existing enrollees will have widget for pulling down children names or adding a new child.
- 7 Family classes can enter multiple names.
- 8 Billing information. Errors come back to this page and show inline. Credit Card not shown if just Free Preview.

Gymboree - Play And Music Completion (Checkout) Wireframe

1

Progress Bar

2

COMPLETION

3

Welcome Judith, Sonny and Dave

You are Enrolled In

4

Art II (Sonny)	8 to 6AM	M
Gymboree IV (Dave)	3 to 5PM	W
Family II (Sonny and Dave)	3 to 5 PM	W Th F

At 300 Sloat Blvd. Atlanta, Georgia 21093



5

8 -7 M th Sat
Rebecca Sloan
423-999-0509
<map directions>

6

A Completion Email and Welcome Kit
has been emailed to you at judith@cisco
Thank You for Choosing Gymboree, Play and Music

7

Promo for Gymboree Retail

Annotations

1

Standard completion page provides feedback on successful process.

2

This page is a friendly print-and-go with all needed info.

3

Personalized message. Include completion.

4

Synopsis of classes.

5

Inline location reference. Can click for directions.

6

Thank you message and notification about welcome kit to create positive touch experience.

7

Option for cross-promotion to Gymboree retail now that we've converted Play and Music customer.

Gymboree - Play And Music
Confirmation (Checkout) Wireframe

1

2

Progress Bar

CONFIRMATION

3

Checkout: Judith

Decsription

Art II (Sonny)	8 to 6AM	M
Gymboree IV (Dave)	3 to 5PM	W
Family II (Sonny and Dave)	3 to 5 PM	W Th F

4

Billed to: Judith

juditch@cisco.com

Judith Simpson

500 East Juniper

Atlanta, GA 21093

Receipt Date: 12/26/07

Order Total: \$00.00

Billed To: Visa 1234

6

Change Confirm

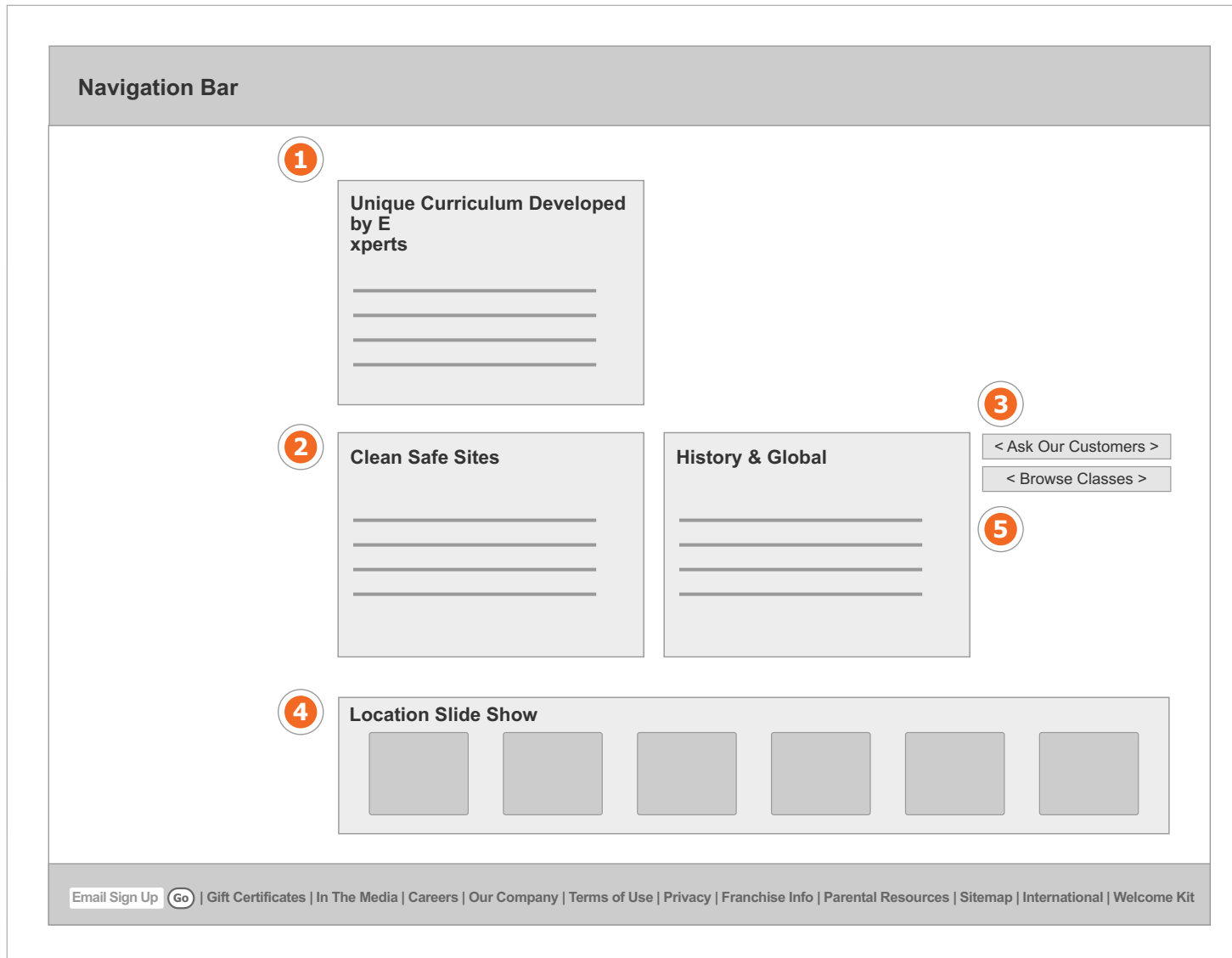
Promo for Gymboree Retail

Annotations

- 1
- Standard confirmation page provides feedback on successful process.
- 2
- This page is a friendly print-and-go with all needed info.
- 3
- Personalized message. Include confirmation number if possible.
- 4
- Synopsis of classes.
- 5
- Billing information.
- 6
- Ability to change information or confirm to finish review.

Gymboree - Play And Music

Why Gymboree Wireframe



Annotations

- 1** High-level marketing page showing key benefits of Gymboree Play & Music.
- 2** Show messages for quality of curriculum, hygiene, and leadership.
- 3** Link to testimonials and class catalog.
- 4** Show location images in slide show or similar. Can interleave with off-site context photography per brand guidelines.
- 5** Can structure copy so that general course offering threaded through messaging.

Gymboree - Play And Music Testimonials Wireframe

Navigation Bar

1

Ask Our Customers

Stella, New York, NY
3 mos
"I think her first word will be Gymbo" —Stella's Mom

Juan, Houston TX
13 mos
"I have to sell G-Y-M-B-O-R-E-E around the house, or he gets too excited." —Juan's mom

Rita, San Diego, CA
3 years
"I just love it here" —Rita

2

Tell Us What You Think

Username

Password

Comment

3

Upload a Photo

Browse

Submit

Email Sign Up [Go](#) | [Gift Certificates](#) | [In The Media](#) | [Careers](#) | [Our Company](#) | [Terms of Use](#) | [Privacy](#) | [Franchise Info](#) | [Parental Resources](#) | [Sitemap](#) | [International](#) | [Welcome Kit](#)

Annotations

- 1 Standard testimonials page provides feedback from existing customers.
- 2 Form to capture testimonials and valuable feedback from customers.
- 3 Ability to upload photos.

Annotations

- 1 Give several directed options for contact.
- 2 Comment directed to corporate and forwarded to franchisee as appropriate.

Navigation Bar

We Are Here To Help You

1

- for general questions or help with this website call 1 877 XXX XXXX
- for pricing information contact < your location >
- [checkout](#) our FAQ
- submit a question / comment

2

Email Sign Up | [Gift Certificates](#) | [In The Media](#) | [Careers](#) | [Our Company](#) | [Terms of Use](#) | [Privacy](#) | [Franchise Info](#) | [Parental Resources](#) | [Sitemap](#) | [International](#) | [Welcome Kit](#)

Gymboree - Play And Music
Control Navigation Bar

State 1

LOGO		LOCATIONS		3 Classes In Your Schedule		Welcome Judith		Shop Gymboree	
		What is scheduled at your local site		Find		Enroll		Sign In	
Why Gymboree		Classes		Parties		Contact Us		FAQ	

State 2 & 3

		LOCATIONS		Your site		Find Another		3 Classes In Your Schedule		Welcome Judith		Shop Gymboree	
				Map		Schedule		Enroll		Sign In			
Why Gymboree		Classes		Parties		Contact Us		FAQ					

Annotations

- 1 Prominent locator to answer the “where” question.
- 2 Reflect last chosen location for repeat visitors. Use to streamline class selection process.
- 3 Enroll/schedule is equivalent to checkout/cart.
- 4 Either clicks through to enroll.

Gymboree - Play And Music

4 Control Navigation Bar: Sign In Wireframe

State 1

Navigation Bar

LOGO

Find a Class
Zip Code ▼ Subject ▼ Age ▼ Find
See all classes at your local site

Find a Location
Over 850 Gymboree Sites around the world Find

3 Classes
In Your Schedule Enroll

Welcome to Play & Music. Help
Sign In To Use Your Membership

Why Gymboree Classes Parties Contact Us FAQ

Shop Gymboree

Member Sign In

Sign In Name
Example: lucy@supermom.com

Password

☐ Remember me on this computer.

Continue

Need help signing in?

Not a member? Click here.

State 2

Navigation Bar

LOGO

Find a Class
Zip Code ▼ Subject ▼ Age ▼ Find
See all classes at your local site

Find a Location
Over 850 Gymboree Sites around the world Find

3 Classes
In Your Schedule Enroll

Welcome Back Lucy! Help
Sign In To Use Your Membership

Why Gymboree Classes Parties Contact Us FAQ

Shop Gymboree

Member Sign In

Sign In Name
Example: lucy@supermom.com

☒ Remember me on this computer.

Continue

Need help signing in?

Not a member? Click here.

State 3

Navigation Bar

LOGO

Find a Class
Zip Code ▼ Subject ▼ Age ▼ Find
See all classes at your local site

Find a Location
Over 850 Gymboree Sites around the world Find

3 Classes
In Your Schedule Enroll

Welcome Back! Lucy ▼ My Membership Help
Sign Out

Why Gymboree Classes Parties Contact Us

Shop Gymboree

Annotations

- 1 Sign in links to login page to minimize clutter.
- 2 Cookie users name and give option to store credentials.
- 3 Once signed in, have link to sign out or to membership page.

Gymboree - Play And Music Membership: Sign In Wireframe

Navigation Bar

Membership Sign In

Email Address

Example: lucy@supermom.com

Create Password

4-10 characters (case sensitive)

Re-type Password

Continue

[Need help signing in?](#)

3

If you're new to our site, click to [schedule a free class](#) or enroll in a class.


4

Did you [forget your password](#)?
[Click here](#) to schedule a free class or enroll in a class online at selected locations. As a result, you will develop an online Play & Music membership.

Email Sign Up [Go](#) | Gift Certificates | In The Media | Careers | Our Company | Terms of Use | Privacy | Franchise Info | Parental Resources | Sitemap | International | Welcome Kit

Annotations

- 1 Simple login page.
- 2 Use left-hand real estate as promotional or brand-building real estate.
- 3 Include instructional text about membership and registration.
- 4 Do not offer registration to people who are not enrolling in a class.

 singleboundcreative

Confidential - Do not distribute | 760 Market Street, Suite 441 | San Francisco, California 94102 | www.singleboundcreative.com

Page 16

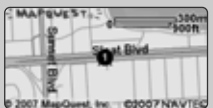
Gymboree - Play And Music Membership Wireframe

Navigation Bar

Your Local Gymboree

San Francisco/Lakeshore
Lakeshore Plaza

1525 Sloat Blvd.
San Francisco, California
94132
(415) 242-5637



Find a New Location >>

Contact us by email at
playandmusicf@yahoo.com

Local Site

through a top-down,
proactive approach we can
remain customer focused
and goal-directed, innovate.

Class & Child Information

Art II

Wed 08:30

Child's Name

First Name

Last Name

Gender

DOB

Gymnastics IV

Thurs 10:00

Child's Name

First Name

Last Name

Gender

DOB

Family I

Fri 2:30

Child 1

First Name

Last Name

Gender

DOB

Child 2

First Name

Last Name

Gender

DOB

Contact & Personal Information

First Name

Last Name

Address

Email

User name

Day Phone

Confirm Email

Password

Change Password

EMAIL

☐ Send me reminder Email
 ☐ Send me the Gymboree letter

Billing Information

Credit Card Number

Expiration

CID

Cancel

Save

Email Sign Up [Go](#) | [Gift Certificates](#) | [In The Media](#) | [Careers](#) | [Our Company](#) | [Terms of Use](#) | [Privacy](#) | [Franchise Info](#) | [Parental Resources](#) | [Sitemap](#) | [International](#) | [Welcome Kit](#)

Annotations

- 1 Logging in/Clicking my membership leads here.
- 2 My Membership currently a basic view of your schedule and an editable view on your profile information.
- 3 Show location and local site message.
- 4 Changing schedule or location requires contact to franchise.