

US VIRGIN ISLANDS REDESIGN 2008

PROPOSED SITE MAP & WIREFRAMES





TABLE OF CONTENTS

1. Cover Page
2. Table of Contents

PHASE I FUNCTIONALITY & SEGMENTS

4. Phase I Functionality & Segments

SITE MAPS

6. Current Site Map
7. Proposed Site Map

HOME PAGE WIREFRAME

9. Home Page
10. Home Page – Main Dropdown Navigation
11. Home Page – St. Croix Dropdown Navigation
12. Home Page – St. John Dropdown Navigation

ISLAND-SPECIFIC PAGES

14. St. Croix Home Page (Island home pages)
15. St. Croix Home Page Navigation
16. St. Croix Things to Do (Island primary and secondary pages)
17. St. Croix Attractions (Island primary and secondary pages)
18. St. Croix Events Calendar (unique Island page)
19. St. Croix Where to Stay (unique Island page)

GLOBAL PAGES

21. About Our Islands (global primary pages)
22. About Our Islands – Left Navigation
23. History and Culture (global secondary pages)
24. Explore the Islands – St. Croix (interactive map)
25. Explore the Islands – St. Croix Mouseover Description
26. Explore the Islands – St. Croix Attractions (interactive map)
27. Things to Do
28. Plan Your Event Here
29. Where to Stay
30. Travel & Transportation

MISCELLANEOUS PAGES

32. Promotions & Surveys
33. For Travel Agents
34. Press Room (Not included in Phase 1)
35. Press Room Emergency Site (Not included in Phase 1)
36. E-Mail to a Friend
37. Search Results Page
38. Footer

PHASE I FUNCTIONALITY & SEGMENTS



PHASE 1: FUNCTIONALITY & SEGMENTS

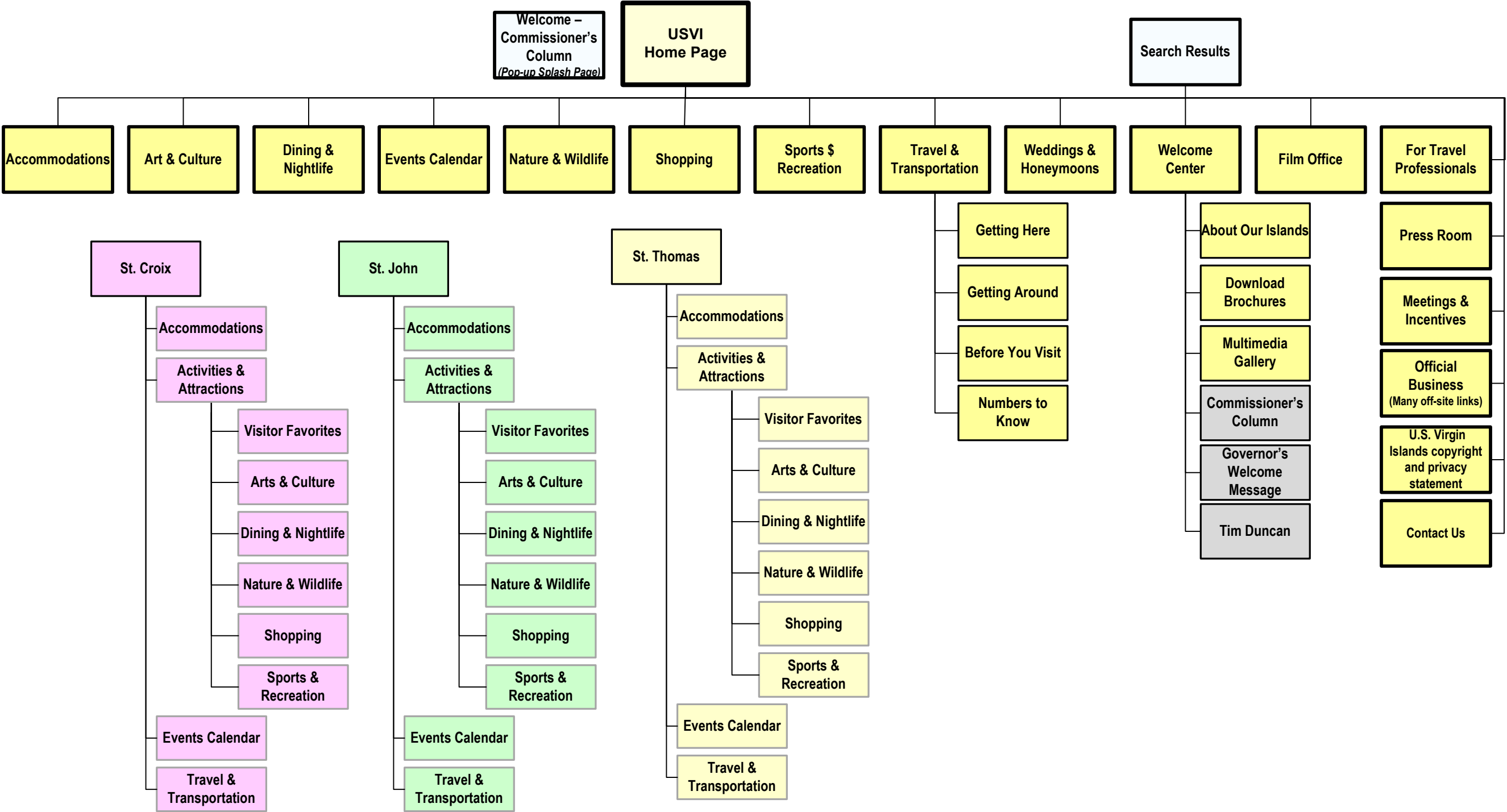
- Email to a Friend or Travel Agent
- Brochure Download
- Interactive Maps
- Video
- Calendar of Events
- Search
- FAQs
- SEO Prep
- Google Analytics
- Trip Planner
- Press Room (Link to existing site)
- PR Emergency Site (Link to existing site)
- Existing Visitor Surveys (2)
- Promotional Content

The following site segments will be represented across the site in categories recommended by Studiocom

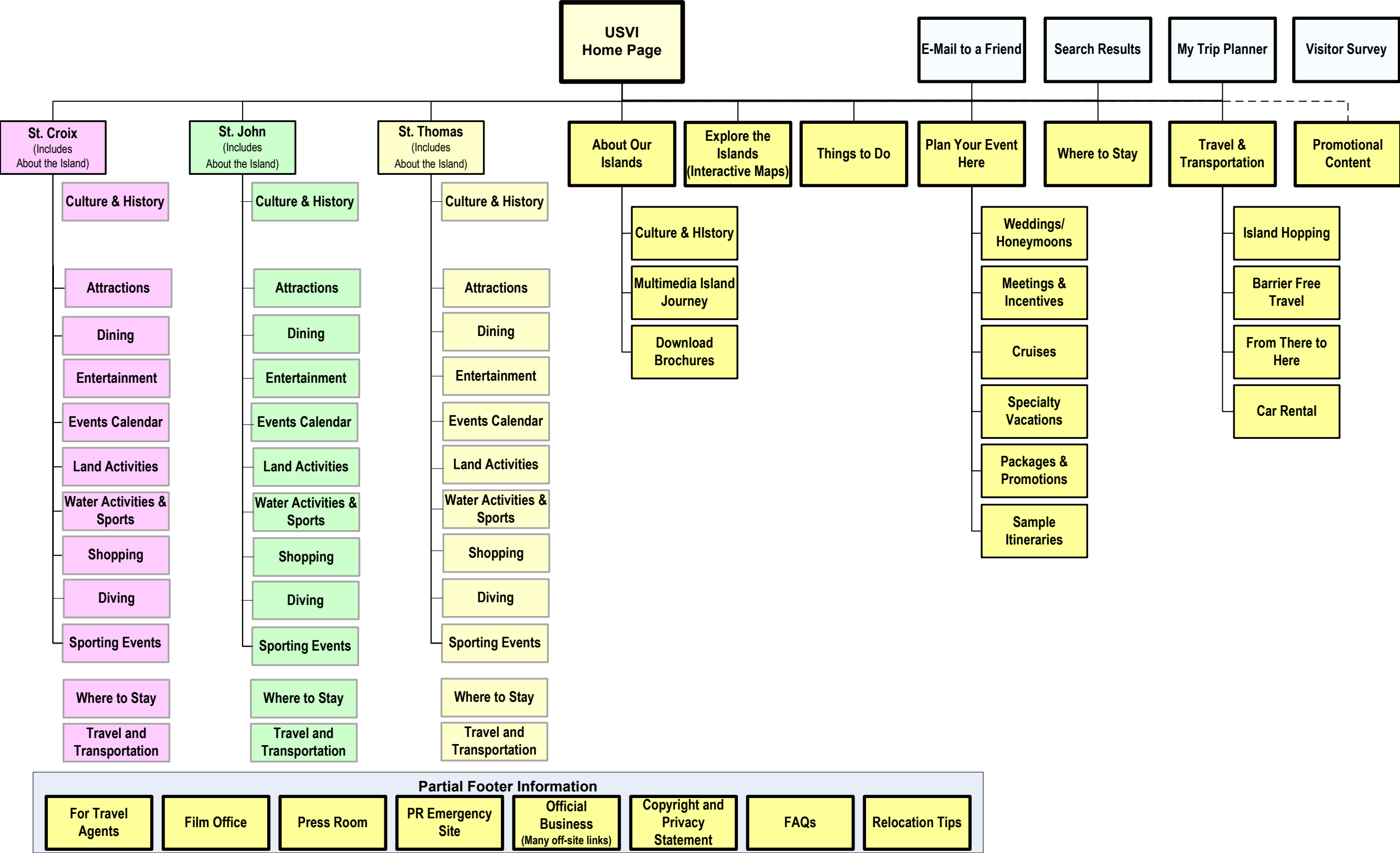
1. Dive & Water Sports
2. Cruise
3. Film (Link to existing site)
4. Culture & History
5. Romance (Weddings & Honeymoons)
6. Meetings & Incentives
7. Travel Agent
8. Hotel (Large & Small)
9. Retail (Shopping)
10. Restaurants (Dining)
11. Attractions (Including links to local businesses when applicable)

SITE MAPS

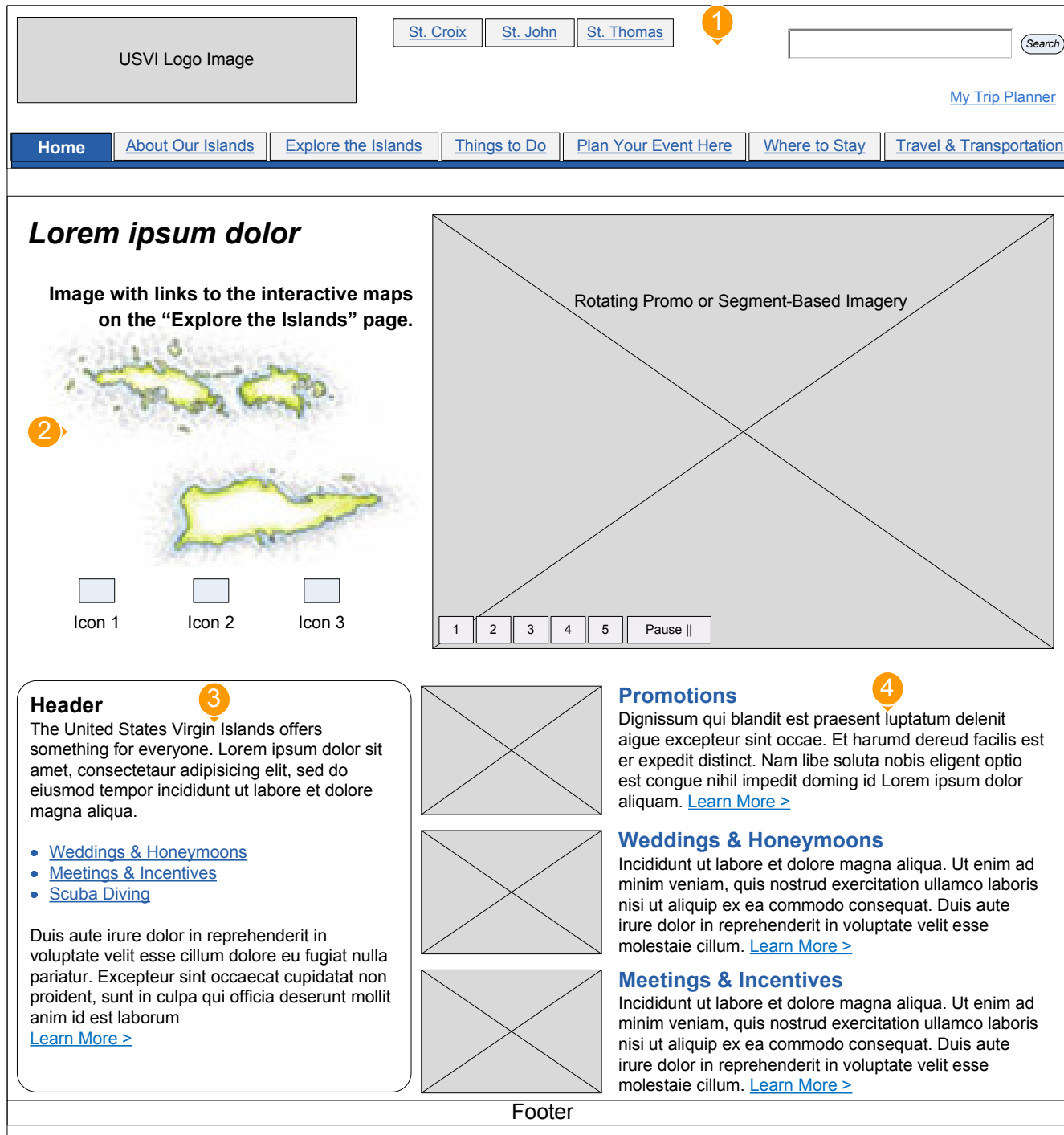
US Virgin Islands Current Site Map



US Virgin Islands: Updated Site Map

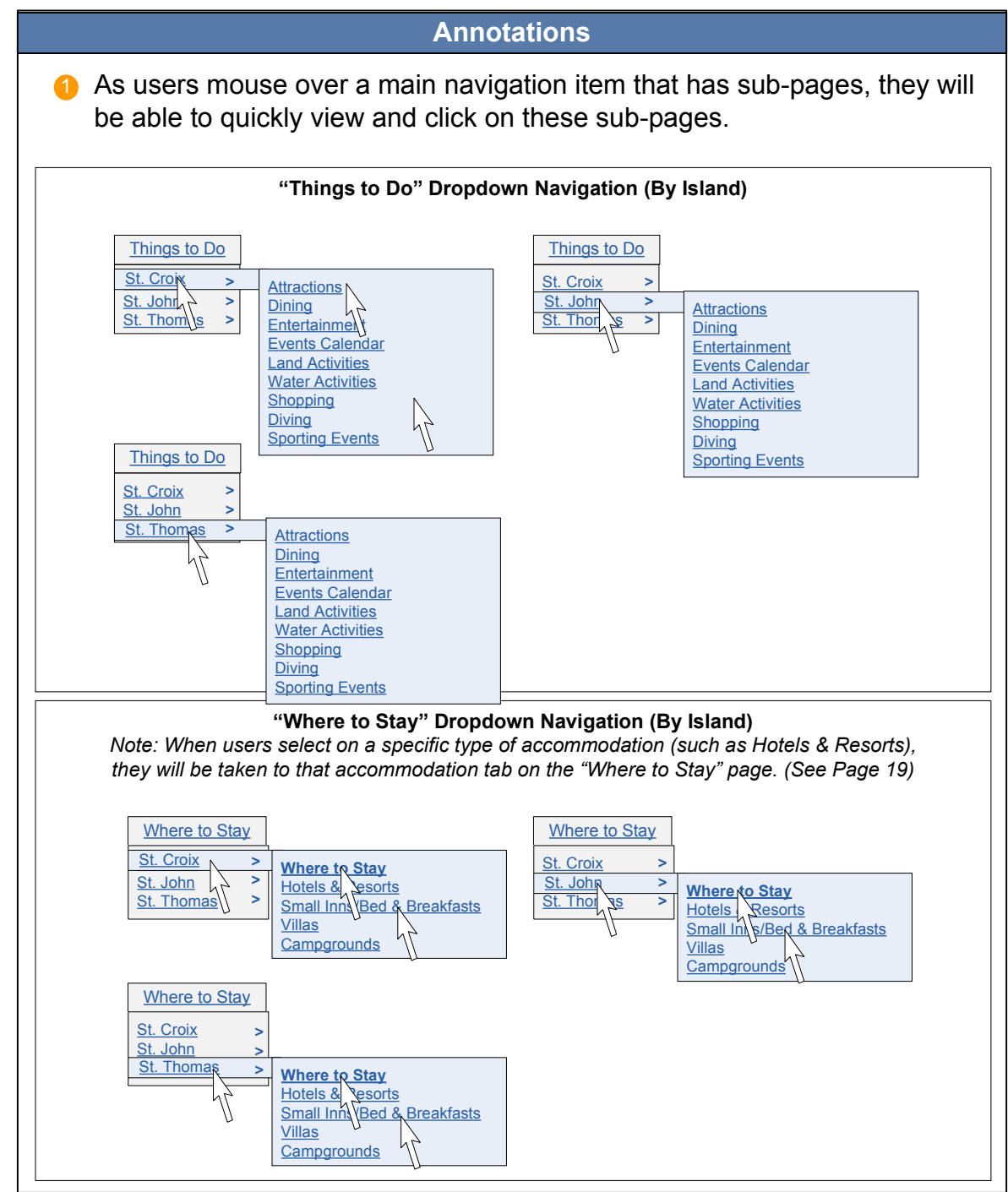
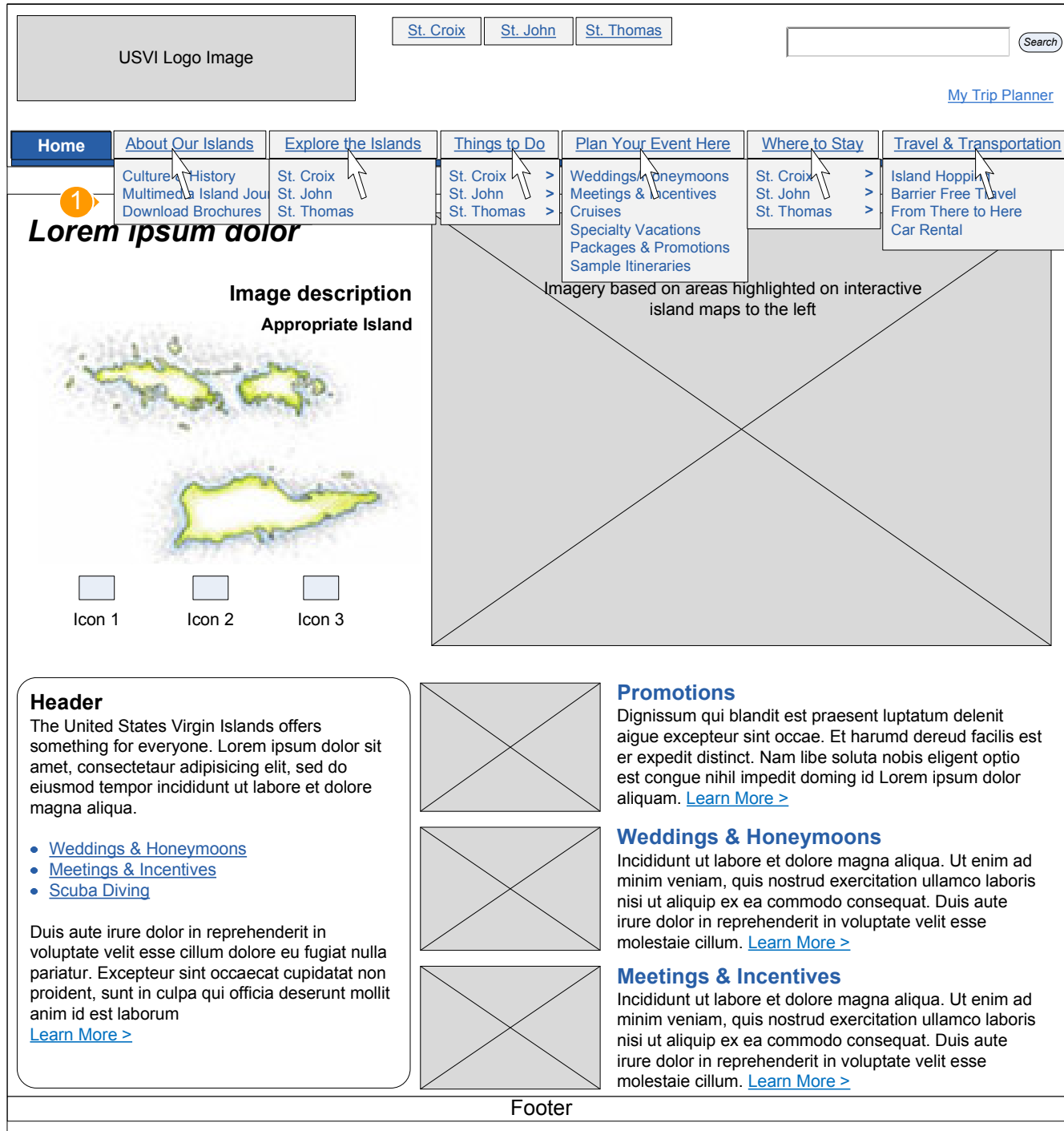


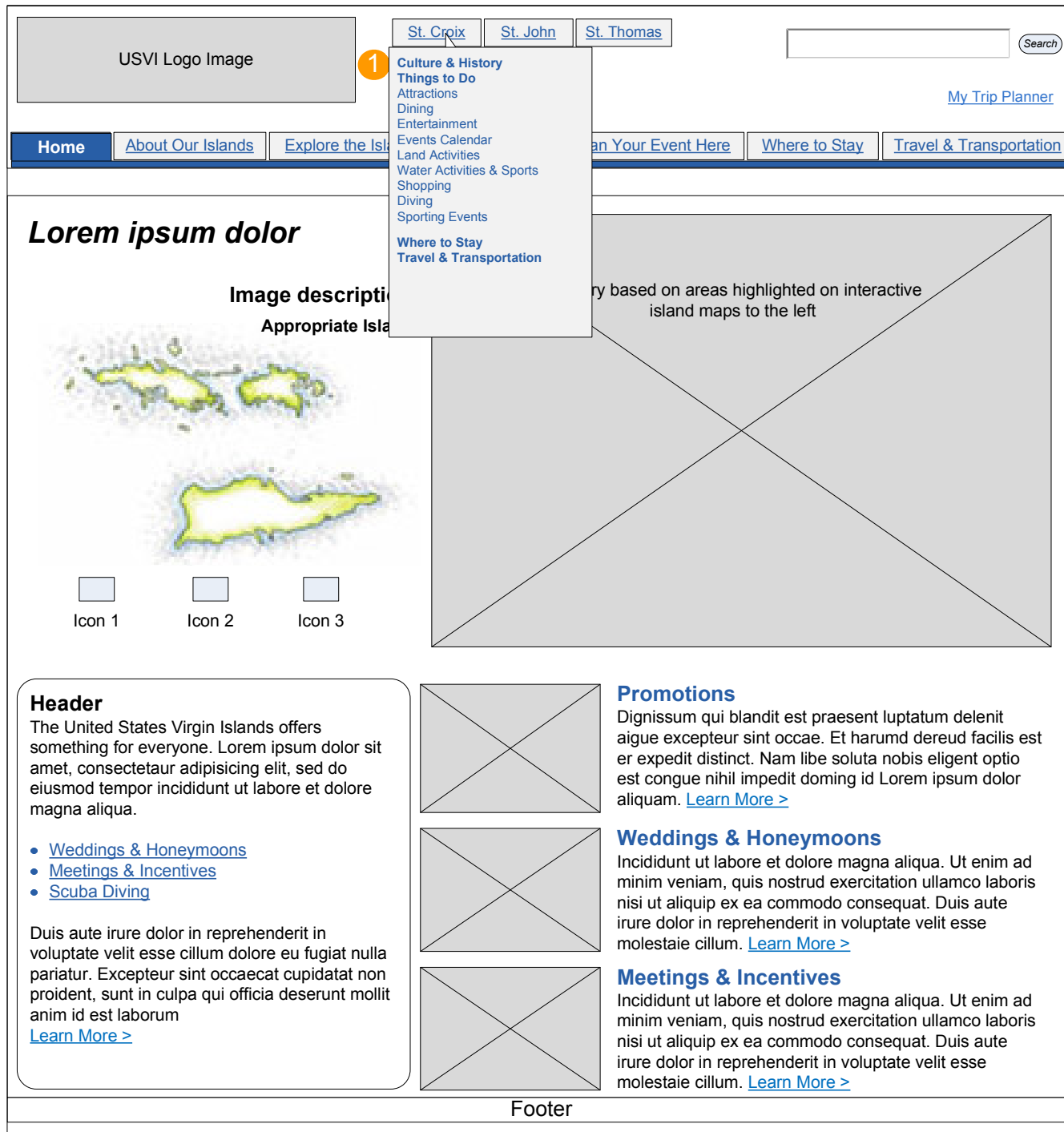
HOME PAGE WIREFRAME



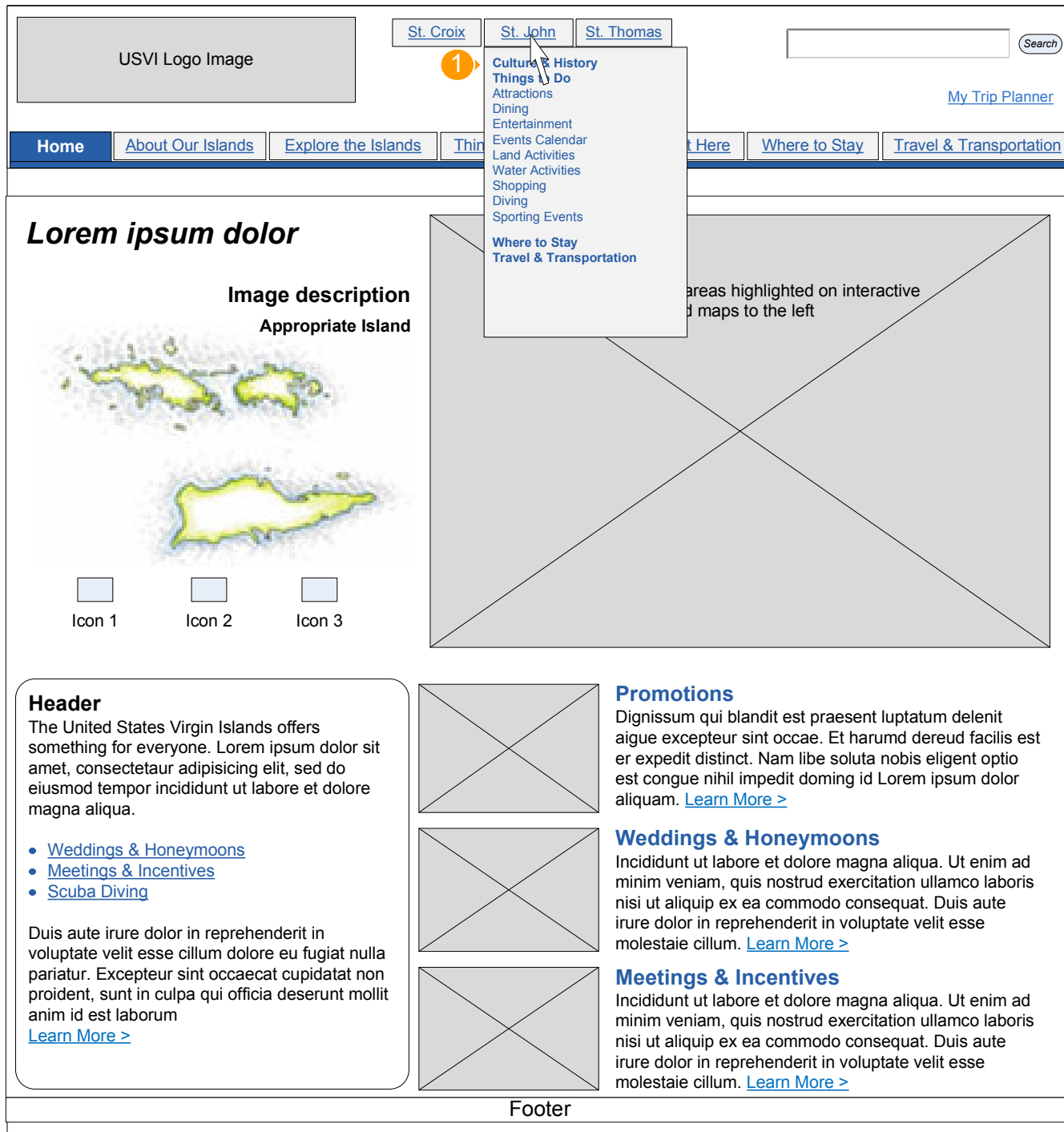
Annotations

- 1 Header:
 - US Virgin Islands Logo (Except on St. Croix's pages)
 - St. Croix, St. John & St. Thomas Navigation
 - Search
 - My Trip Planner link
 - Main Navigation
- 2 The left side of this creative area allows users to click on an island – which will allow them to explore that island in the interactive "Explore the Islands" section of this site. The right side of this creative area is a slide show reflecting 3-5 featured promotions or segments. Users can play/pause the rotating images, or click on the image number in the bottom left corner to select a specific image. *(Slide show images can be changed out/refreshed as needed.)*
- 3 Home page content area
- 4 Promotion/Call out area: This scalable design can be used for promotions or segment-focused content.





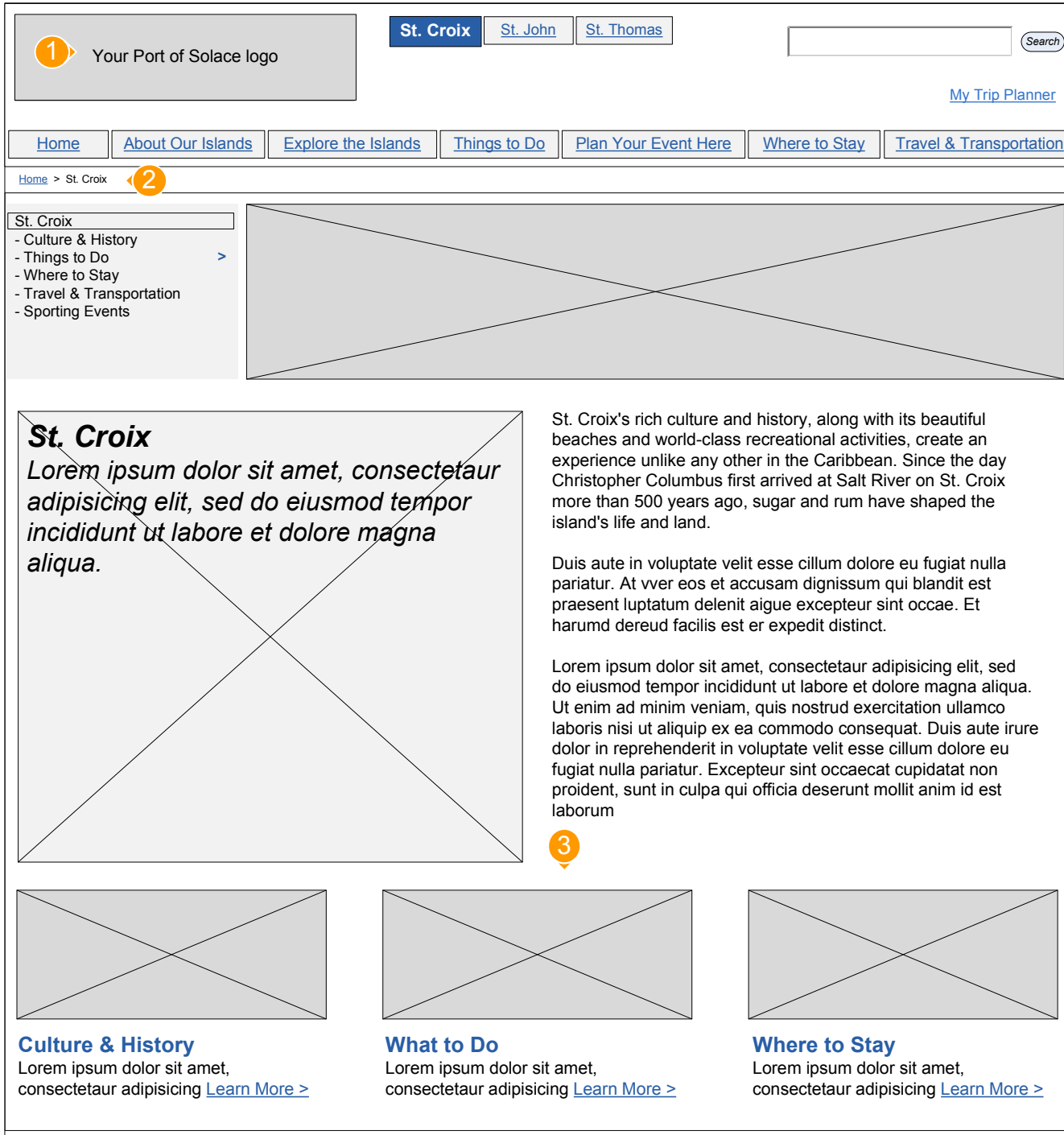
Annotations	
1	As users mouse over the island navigation at the top of the page, they will be able to quickly view and click on the Island's main and sub-pages.



Annotations

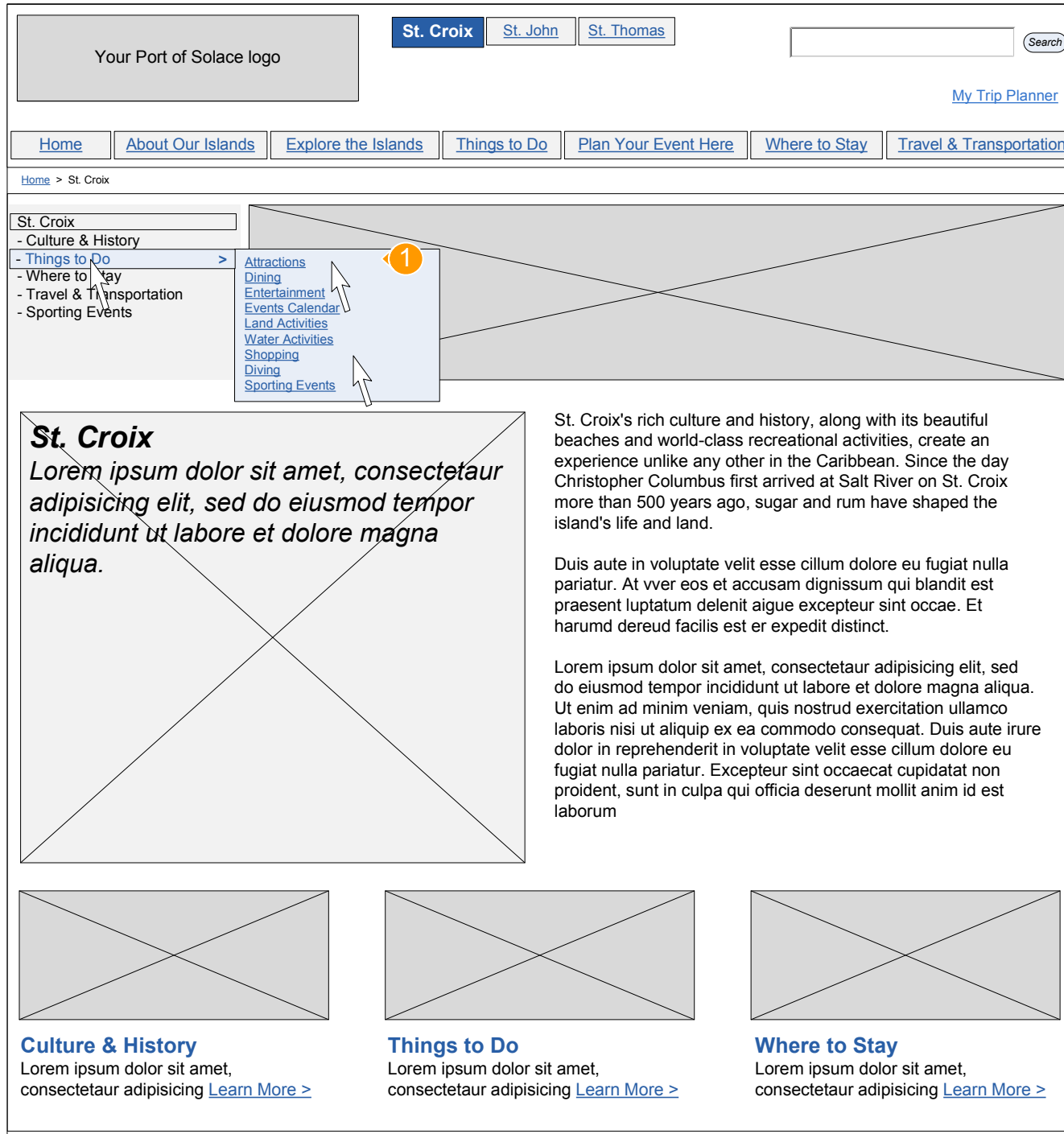
1 As users mouse over the island navigation at the top of the page, they will be able to quickly view and click on the Island's main and sub-pages.

ISLAND-SPECIFIC PAGES



Annotations

- 1 Your Port of Solace logo to be used on all St. Croix pages
- 2 Breadcrumb navigation allows users to see where they are within the site – and provides them a graceful navigation solution to easily get back to a parent page
- 3 Island-specific features or promotions can be placed in these callout areas



Annotations

- 1 As users mouse over the left navigation, they will be able to quickly view and click on any sub-pages.

In this example, users may click on Things to Do in the left navigation, or Things to Do or any of it's corresponding pages reflected in the mouse-over navigation box.

Your Port of Solace logo

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Home > [St. Croix](#) > Things to Do

St. Croix

- Things to Do

o Attractions

o Dining

o Entertainment

o Events Calendar

o Land Activities

o Water Activities

o Shopping

o Diving

o Sporting Events

- Where to Stay

- Travel & Transportation

1

St. Croix – Things to Do

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Footer

Annotations

1

As users click on the “Things to Do” link,

- All subpages are displayed
- The “>” symbol changes to a “v” to reflect that the subpages are displayed

Note: As users click on anther main link in the left navigation, the subpages for Things to Do are no longer displayed, as displayed in the “St. Croix Where to Stay” wireframes.

2

Island-specific features or promotions can be placed in these callout areas. *(This template is designed to be scalable as it can contain multiple callouts.)*

Your Port of Solace logo

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Home > [St. Croix](#) > [Things to Do](#) > Attractions

St. Croix

- Things to Do

o Attractions

o Dining

o Entertainment

o Events Calendar

o Land Activities

o Water Activities

o Shopping

o Diving

o Sporting Events

- Where to Stay

- Travel & Transportation

St. Croix – Attractions

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Footer

Annotations

Your Port of Solace logo

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Home > St. Croix > Things to Do > Events Calendar

St. Croix

- Things to Do

- o Attractions
- o Dining
- o Entertainment
- o Events Calendar
- o Land Activities
- o Water Activities & Sports
- o Shopping
- o Diving
- o Sporting Events

- Where to Stay

- Travel & Transportation

1

ST. CROIX

ST. JOHN

ST. THOMAS

December 2008

December 7

Pearl Harbor Day

December 10

Nobel Prize Day

December 25

Christmas Day (HOLIDAY)

December 26

Christmas 2nd Day / Kwanzaa / Boxing Day

December 31

Old Year's Night / New Year's Eve

Planning an event? Please fax your calendar event info to 340-773-5074 for a free listing.

February 2009

February 14

Valentine's Day

Footer

Annotations

1

This calendar design will be utilized throughout this site. The system will default to the appropriate island tab, but allows users to easily check the events from one island to another by selecting the tab of another island. This design helps promote the concept of how easy it is to hop from island to island.

Your Port of Solace logo

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Home > [St. Croix](#) > Where to Stay

St. Croix

- Things to Do

- Where to Stay

- Travel & Transportation

Where to Stay

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

HOTELS & RESORTS	SMALL INNS/BED & BREAKFASTS	VILLAS	CAMPGROUNDS
Antilles Resorts # of Rooms: 300 P.O. Box 24786 Christiansted, St. Croix, USVI 00824 Telephone: (340)773-9150 Fax: (340) 778-4009 Toll Free: (800) 524-2025 reservations@antillesresorts.com www.antillesresorts.com Hotel or Resort Name 5815 S. Danube Street Aurora, CO 80015 Telephone: (303) 690-1463 Toll Free: (877) 265-4343 vreelands@aol.com www.caribbeandreamvilla.com www.villadawn.com www.caribbeanbreezecondo.com Hotel or Resort Name 127A Estate Smithfield 2935 S. Estate Turner Hole	Carambola Beach Resort # of Rooms: 157 Estate Davis Bay P.O. Box 3031 Kingshill, St. Croix, USVI 00851 Telephone: (340) 778-3800 Fax: (340) 778-1682 Toll Free: (888) 503-8760 www.carambolabeach.com Hotel or Resort Name # of Rooms: 5 4001 Herman Hill St. Croix, USVI 00820 Telephone: (340) 713-0508 Fax: (340) 719-0841 Toll Free: (877) 658-0508 Info@carringtonsinn.com www.carringtonsinn.com Divi Carina Bay Beach Resort # of Rooms: 200 #25 Estate Turner Hole		

Footer

Annotations

1

This design provides users the ability to easily find the type of accommodations they are looking for; such as Hotels& Resorts, Small Inns/Bed & Breakfasts, Villas or Campgrounds.

GLOBAL PAGES

USVI Logo Image

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Home > About Our Islands

About Our Islands

- Culture & History

- Multimedia Island Journey

- Download Brochures

About Our Islands

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Headline

The U.S. Virgin Islands are located in the eastern Caribbean, just 1,100 miles southeast of Miami. Surrounded by the clear blue waters of the Caribbean, our average temperature ranges from 77°F onal Content

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St. Croix

St. John

St. Thomas

Culture & History

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[Learn More >](#)

Multimedia Island Journey

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[Learn More >](#)

Download Brochures

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[Learn More >](#)

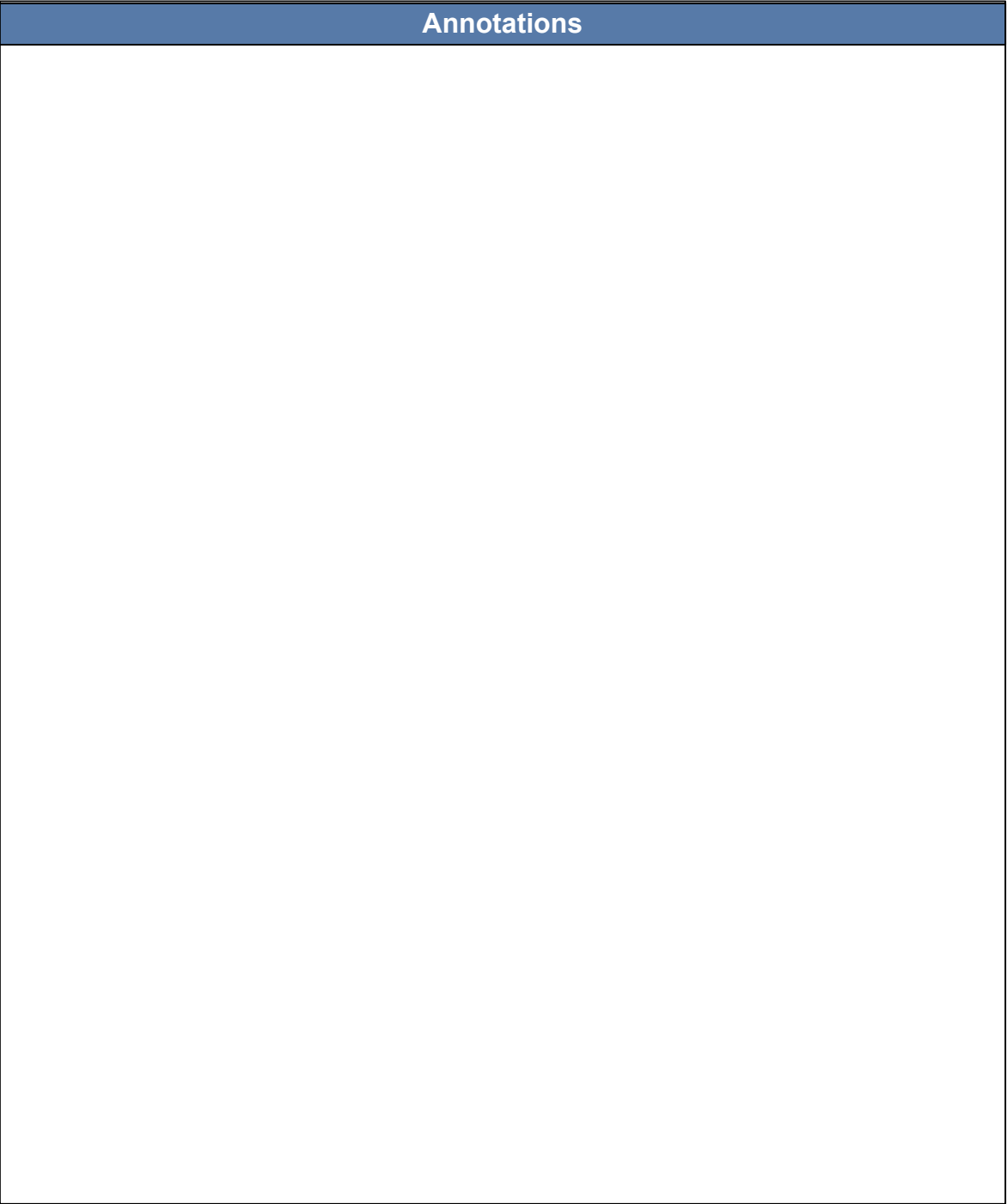
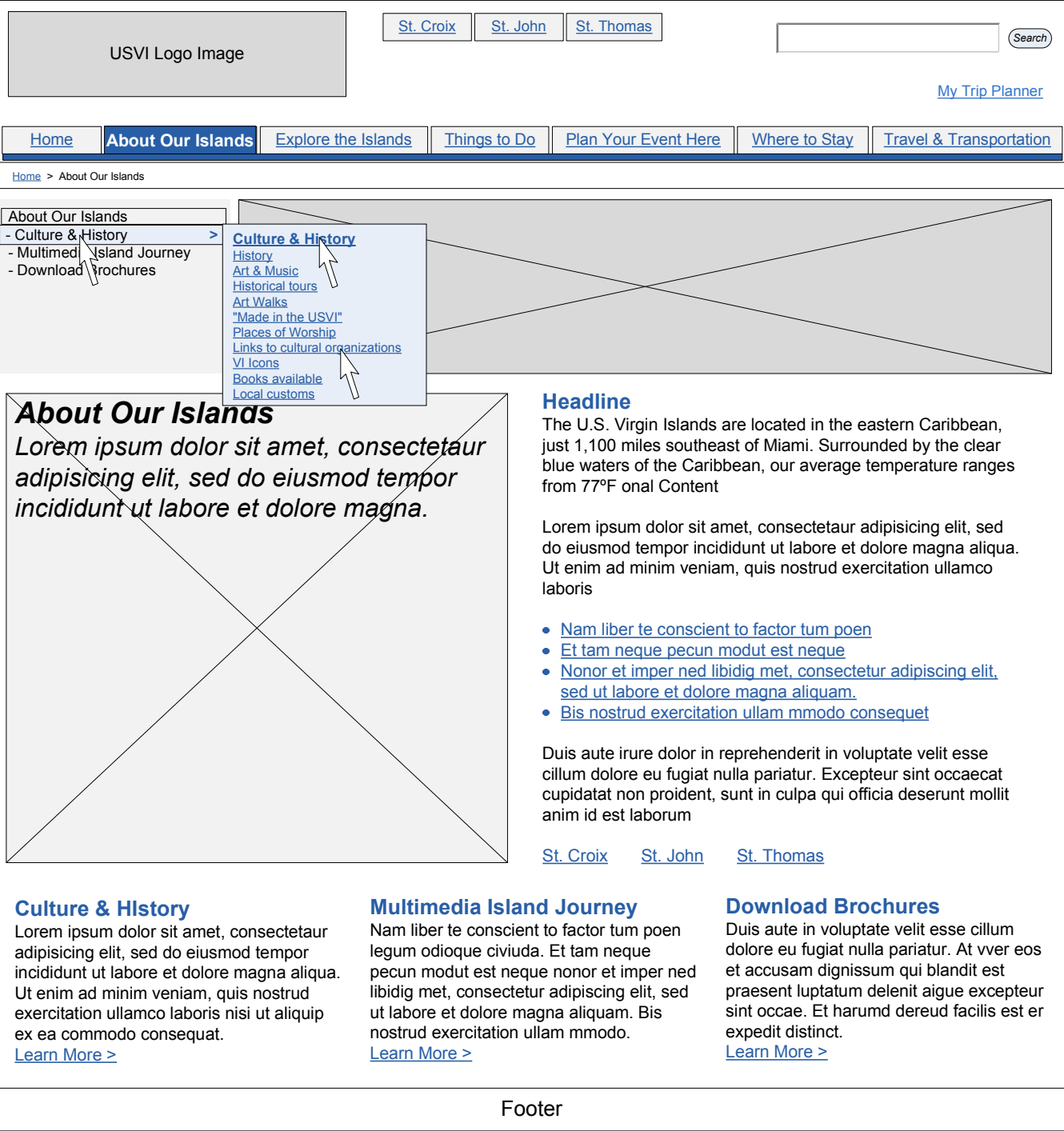
Footer

Annotations

US Virgin Islands Web Site Redesign :: Fall 2008

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page 21 of 38



USVI Logo Image

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Home > About Our Islands > Culture & History

About Our Islands

- Culture & History

o History

o Art & Music

o Historical tours

o Art Walks

o "Made in the USVI"

o Places of Worship

o Links to cultural organizations

o VI Icons

o Books available

o Local customs

- Multimedia Island Journey

- Download Brochures

Culture & History

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Our unique culture and history reflect the West African, Danish, Spanish, Irish, Polish, and German heritage of those who have made the U.S. Virgin Islands their home since the late 1400s. The rhythms and lyrics of Virgin Island music—including calypso, cariso, soca, reggae, and steel pan melodies—are colorful reminders of our past. Virgin Islanders also express themselves in painting, drawing, sculpture, and photography. The great Impressionist Camille Pissarro is just one of the Virgin Islands' distinguished artists.

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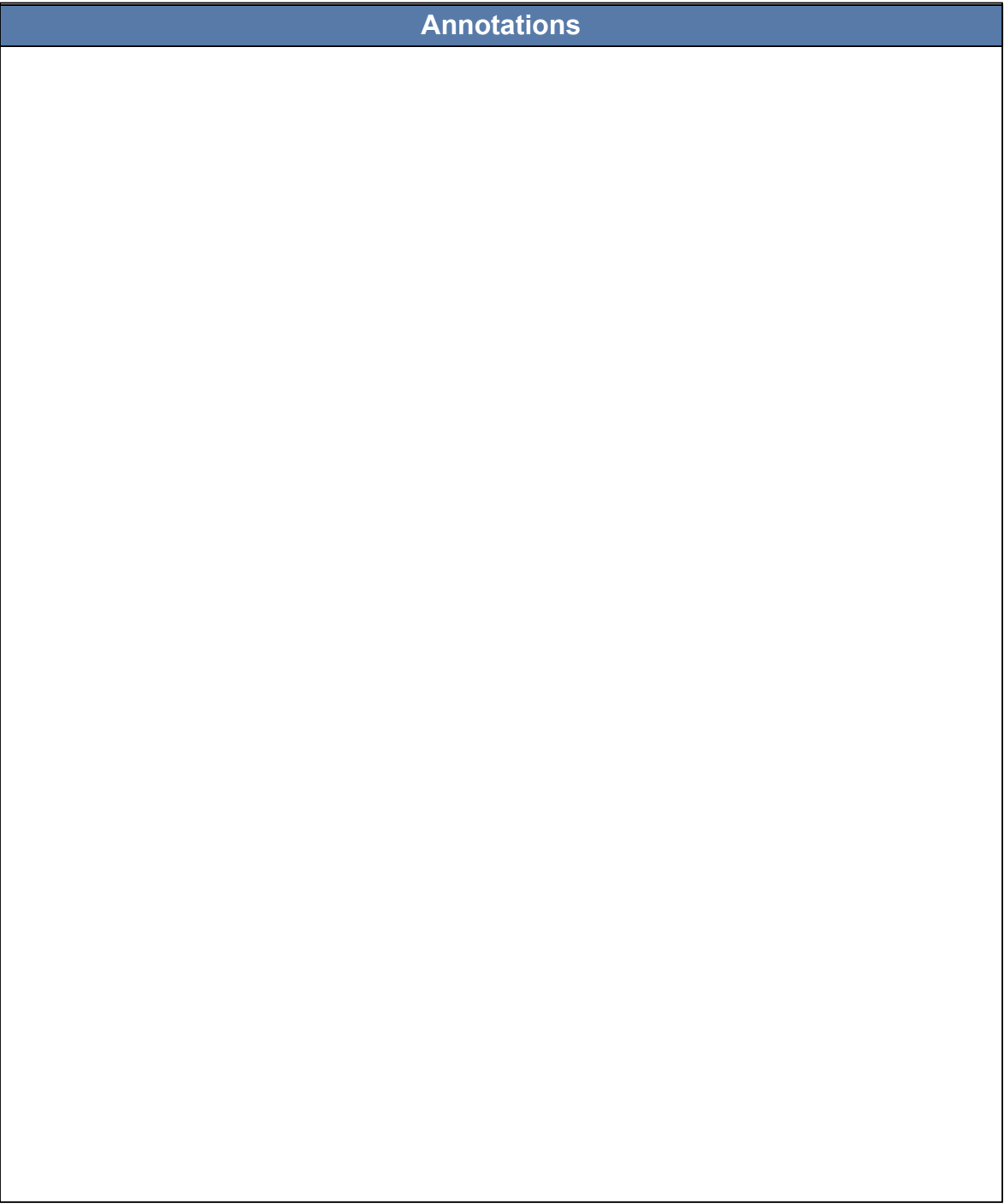
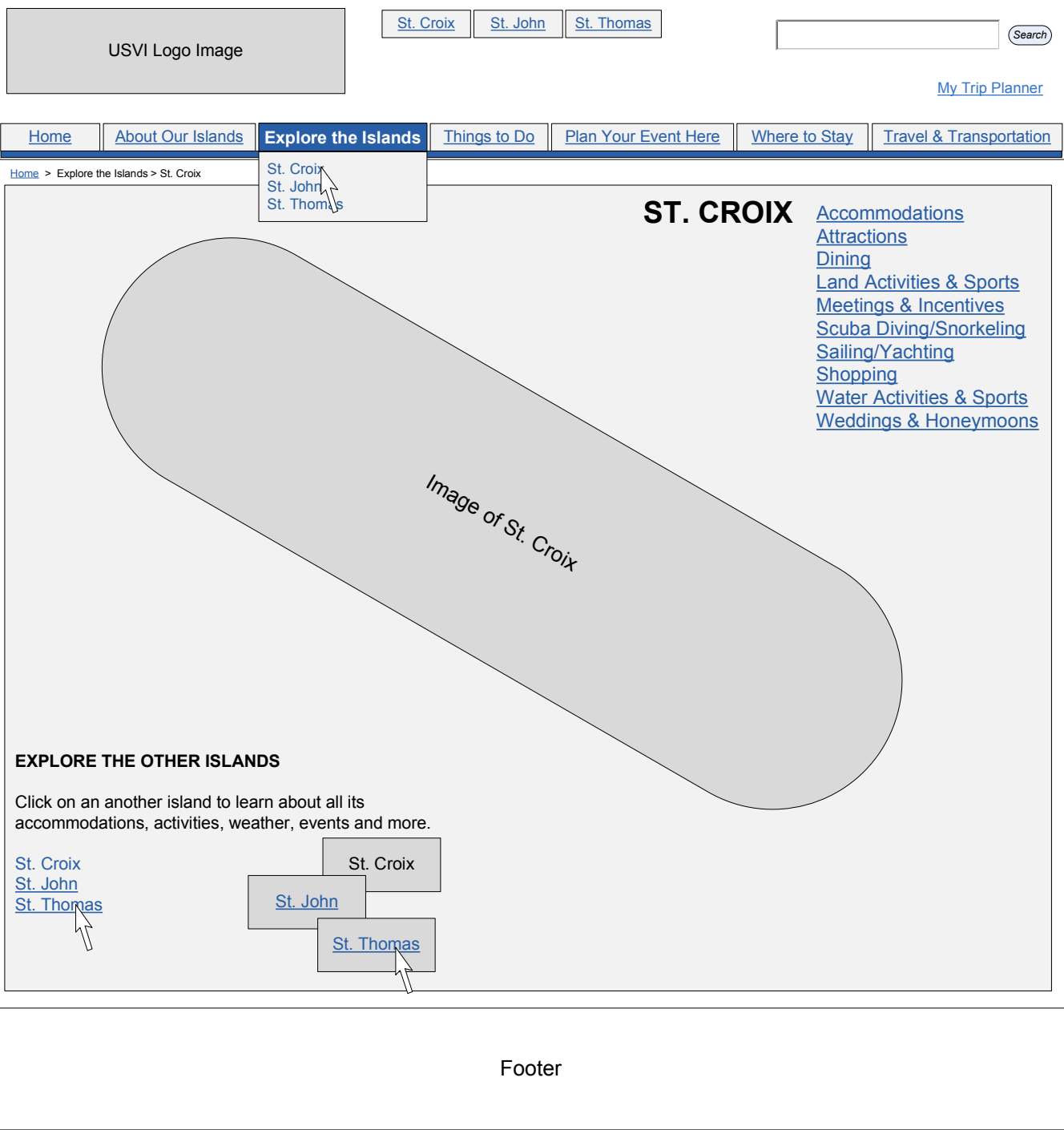
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Footer

Annotations



USVI Logo Image

[St. Croix](#)

[St. John](#)

[St. Thomas](#)

Search

[My Trip Planner](#)

[Home](#)

[About Our Islands](#)

[Explore the Islands](#)

[Things to Do](#)

[Plan Your Event Here](#)

[Where to Stay](#)

[Travel & Transportation](#)

[Home](#) > [Explore the Islands](#) > [St. Croix](#)

ST. CROIX

Attractions

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[Accommodations](#)

[Attractions](#)

[Dining](#)

[Land Activities](#)

[Meetings & Incentives](#)

[Shopping](#)

[Water Activities & Sports](#)

[Weddings & Honeymoons](#)

Image of St. Croix

EXPLORE THE OTHER ISLANDS

Click on an another island to learn about all its accommodations, activities, weather, events and more.

[St. Croix](#)

[St. John](#)

[St. Thomas](#)

St. Croix

[St. John](#)

[St. Thomas](#)

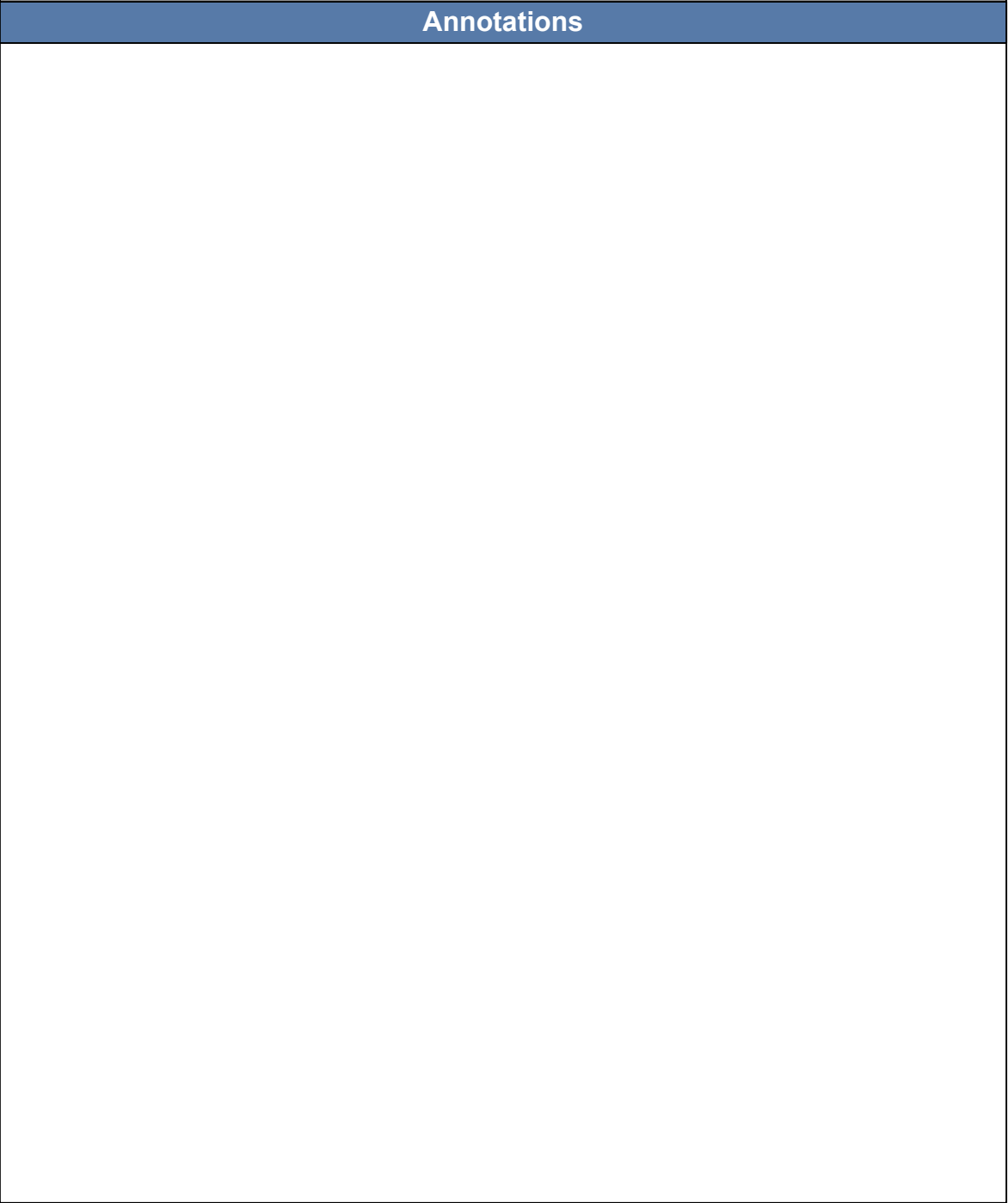
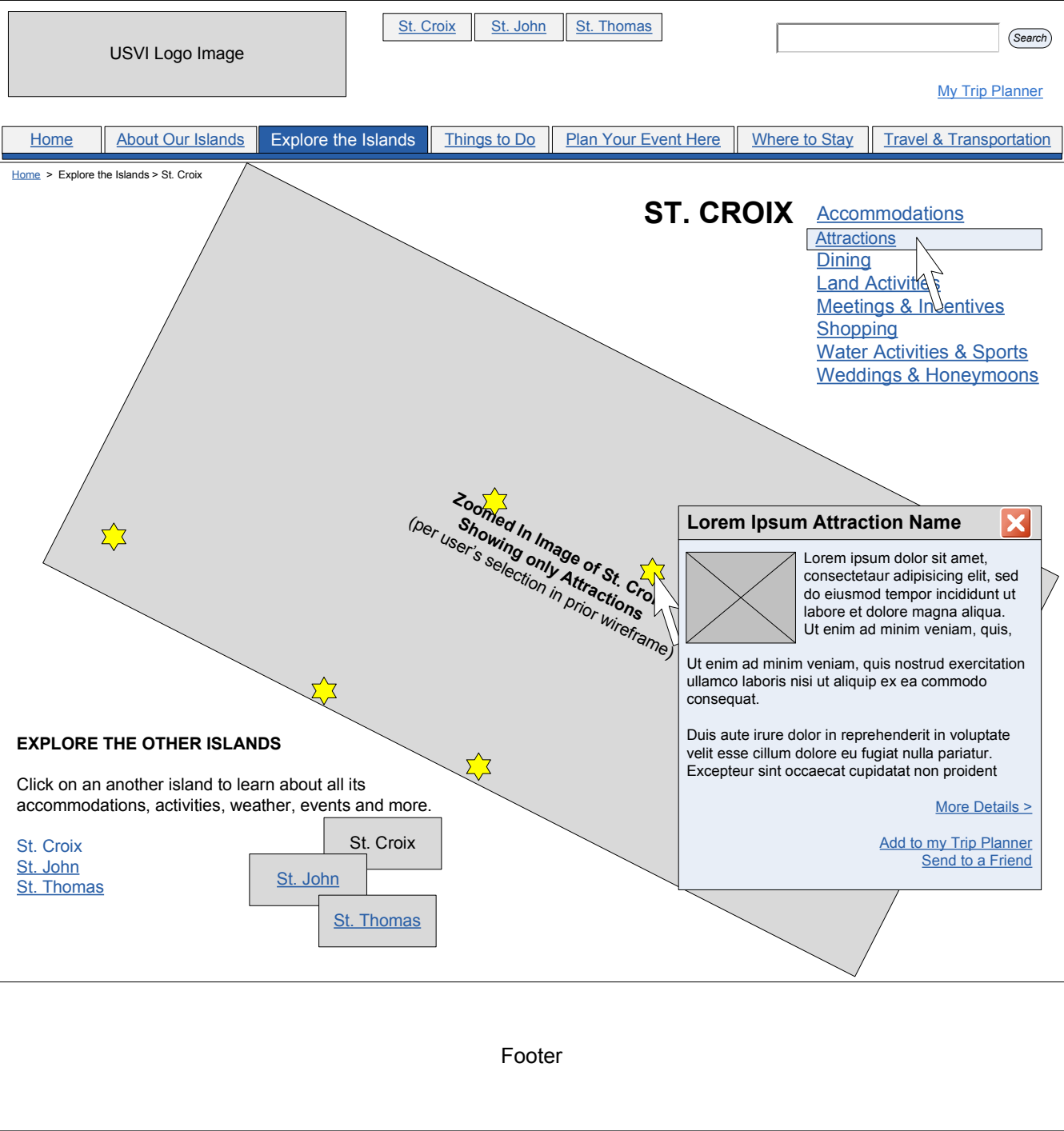
Footer

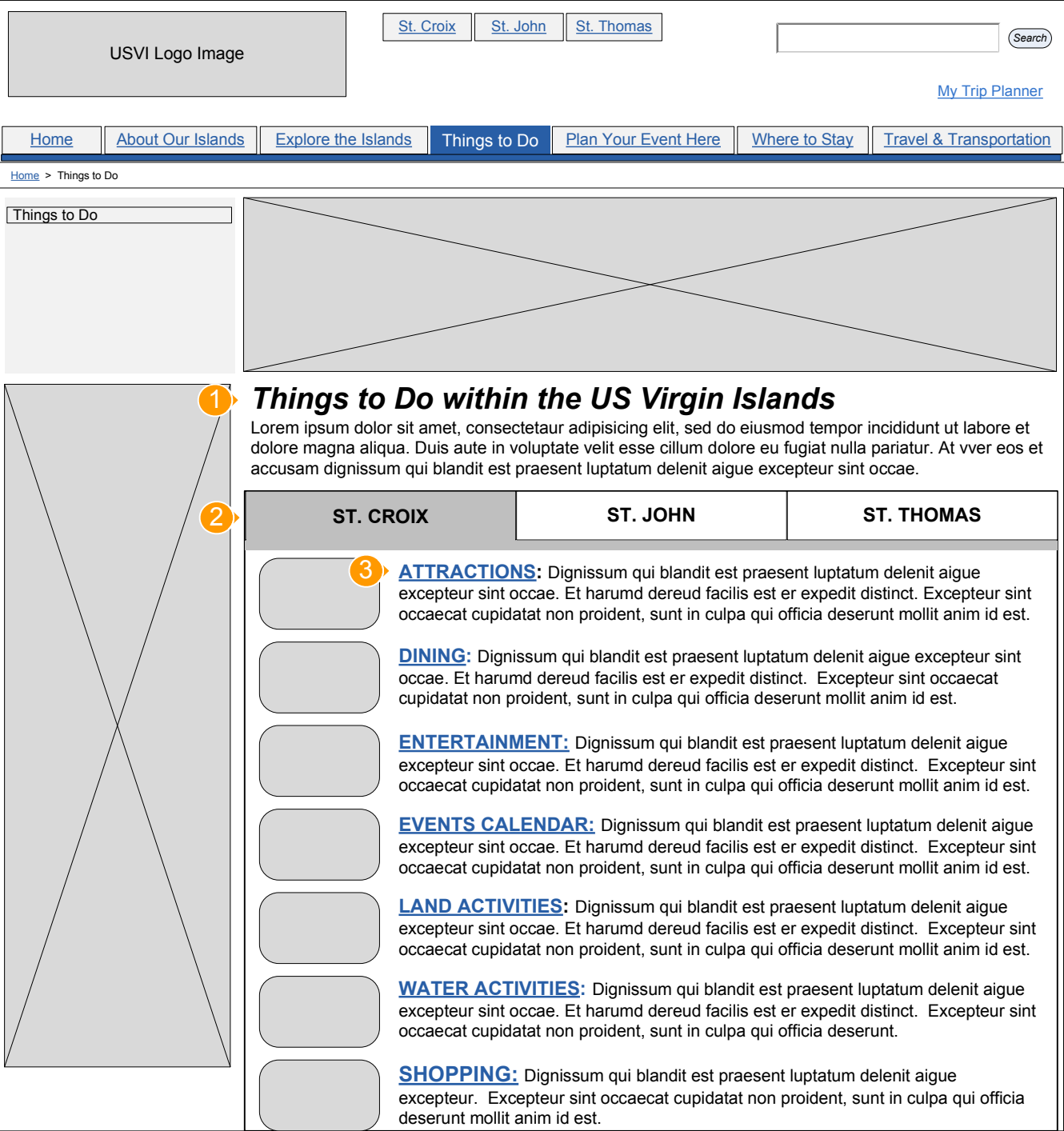
Annotations

US Virgin Islands Web Site Redesign :: Fall 2008

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page 25 of 38





- Annotations
- 1

This page provides descriptive text about all of the exciting things there are to do within the US Virgin Islands.
- 2

Each tab then provides a description of each type of activity available within that specific island, with a link to the corresponding page.
- 3

The “Attractions” link in this wireframe links to the St. Croix “Attractions” landing page for detailed information.)



Annotations	



USVI Logo Image

[St. Croix](#)

[St. John](#)

[St. Thomas](#)

Search

My Trip Planner

[Home](#)

[About Our Islands](#)

[Explore the Islands](#)

[Things to Do](#)

[Plan Your Event Here](#)

[Where to Stay](#)

[Travel & Transportation](#)

[Home](#) > [Where to Stay](#)

Where to Stay

Where to Stay

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St. Croix

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[Learn More >](#)

St. John

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[Learn More >](#)

St. Thomas

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[Learn More >](#)

Headline

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- [Nulla pariatur](#)
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Footer

Annotations

USVI Logo Image

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Home > Travel & Transportation

Travel & Transportation

- Island Hopping
- Barrier Free Travel
- From There to Here
- Car Rental

Travel & Transportation

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Headline

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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St. Croix

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[Learn More >](#)

St. John

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[Learn More >](#)

St. Thomas

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Footer

Annotations

US Virgin Islands Web Site Redesign :: Fall 2008

Studiocom

page 30 of 38

MISCELLANEOUS PAGES

USVI Logo Image

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

[Home](#) > Promotions & Surveys

Promotions

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Promotions

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Footer

Annotations

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US Virgin Islands Web Site Redesign :: Fall 2008

Studiocom

page 32 of 38

USVI Logo Image

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Home > For Travel Agents

For Travel Agents

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Footer

Annotations

US Virgin Islands Web Site Redesign :: Fall 2008

Studiocom

page 33 of 38

USVI Logo Image

[St. Croix](#)

[St. John](#)

[St. Thomas](#)

Search

[My Trip Planner](#)

[Home](#)

[About Our Islands](#)

[Explore the Islands](#)

[Things to Do](#)

[Plan Your Event Here](#)

[Where to Stay](#)

[Travel & Transportation](#)

[Home](#) > Press Room

Press Room

- Welcome
- St. Croix
- St. John
- St. Thomas
- History of USVI
- Overview
- Press Releases
- Special Interest
- Calendar of Events
- Image Gallery
- PR Contacts

Press Room

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Promotion / Callout 1

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Footer

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US Virgin Islands Web Site Redesign :: Fall 2008

Studiocom

page 34 of 38

USVI Logo Image

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

[Home](#) > Press Room Emergency Site

Press Room Emergency Site

Weather Maps

National Weather Service Maps

[St. Croix](#)
[St. Thomas / St. John](#)
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Hotel Updates

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[St Croix](#) [St John](#) [St Thomas](#)

[My Trip Planner](#)

[Home](#) [About Our Islands](#) [Explore the Islands](#) [Things to Do](#) [Packages & Specialized Vacations](#) [Where to Stay](#) [Travel & Transportation](#)

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⌵

An email will be sent to your friend.

Thank you for visiting usvitourism.vi.

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USVI Logo Image

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

Promo Item 1

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« [Go Back](#)

Showing

1-10 of 35 Results

Page

≤ 1 2 3 4 ≥

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[Top of Page](#)

Page

≤ 1 2 3 4 ≥

Annotations

USVI Logo Image

St. Croix

St. John

St. Thomas

Search

[My Trip Planner](#)

Home

About Our Islands

Explore the Islands

Things to Do

Plan Your Event Here

Where to Stay

Travel & Transportation

ABOUT OUR ISLANDS
[Culture & History](#)
[Explore the Islands](#)
[St. Croix](#)
[St. John](#)
[St. Thomas](#)
[Multimedia Island Journey](#)
[Brochure Downloads](#)

THINGS TO DO IN THE US VIRGIN ISLANDS
[Attractions](#)
[Dining/Restaurants](#)
[Events Calendar](#)
[Land Activities](#)
[Scuba Diving / Snorkeling](#)
[Sailing / Yachting](#)
[Water Activities & Sports](#)
[Shopping](#)
[Golf](#)
[Sporting Events](#)

PLAN YOUR EVENT HERE
[Weddings & Honeymoons](#)
[Meetings & Incentives](#)
[Cruises](#)
[Specialty Vacations](#)
[Packages & Promotions](#)
[Sample Itineraries](#)

ACCOMMODATIONS AT THE US VIRGIN ISLANDS
[Hotels & Resorts](#)
[Small Inns/Bed & Breakfasts](#)
[Campgrounds](#)
[Villas](#)

TRAVEL & TRANSPORTATION
[Island Hopping](#)
[Barrier Free Travel](#)
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