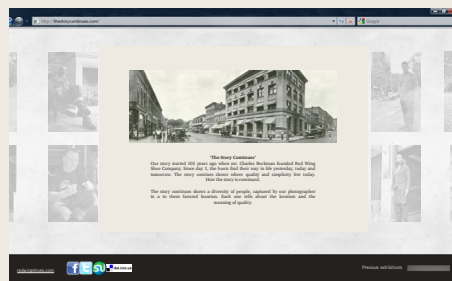
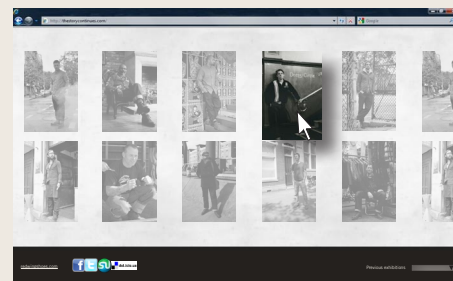


Storyboard website

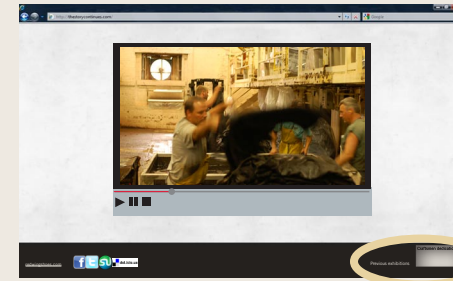
- How does the online touchpoint function and behave?
- What are the aesthetic and physical properties?



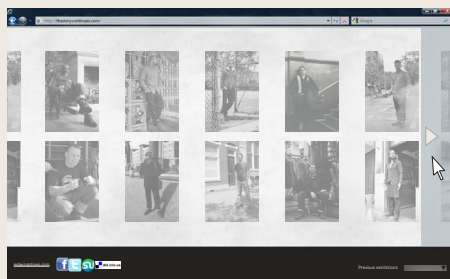
The website opens with an introduction on the exhibition. It explains the purpose and content for 'The Story Continues'. Click in the field and the introduction disappears.



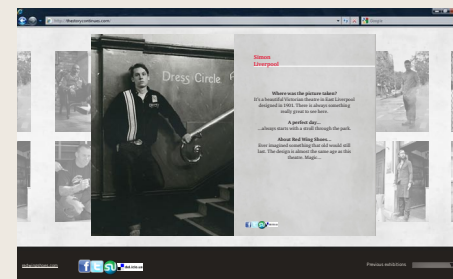
Hovering over a picture makes it bigger and more clear. By clicking on the picture, more about the person can be read.



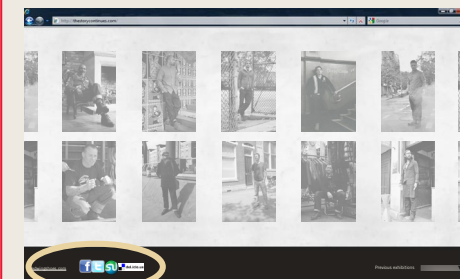
Over time, the previous exhibitions are all gathered on the website. This exhibition shows craftsmen on the job. In the lower right corner, visitors can select one of the previous exhibitions.



Only 10 previews fit the screen. Therefore, the visitor can scroll sideways through the pictures. It becomes an exploration.



The picture is magnified and information on the person is shown beside it. Clicking on it takes the visitor back to the overview-page.



The website contains links to the brand website redwingshoes.com and to social media. Consumers can share the project with friends. The social media selected are Facebook, Twitter, Delicious and StumbleUpon. See appendix F for a motivation.