

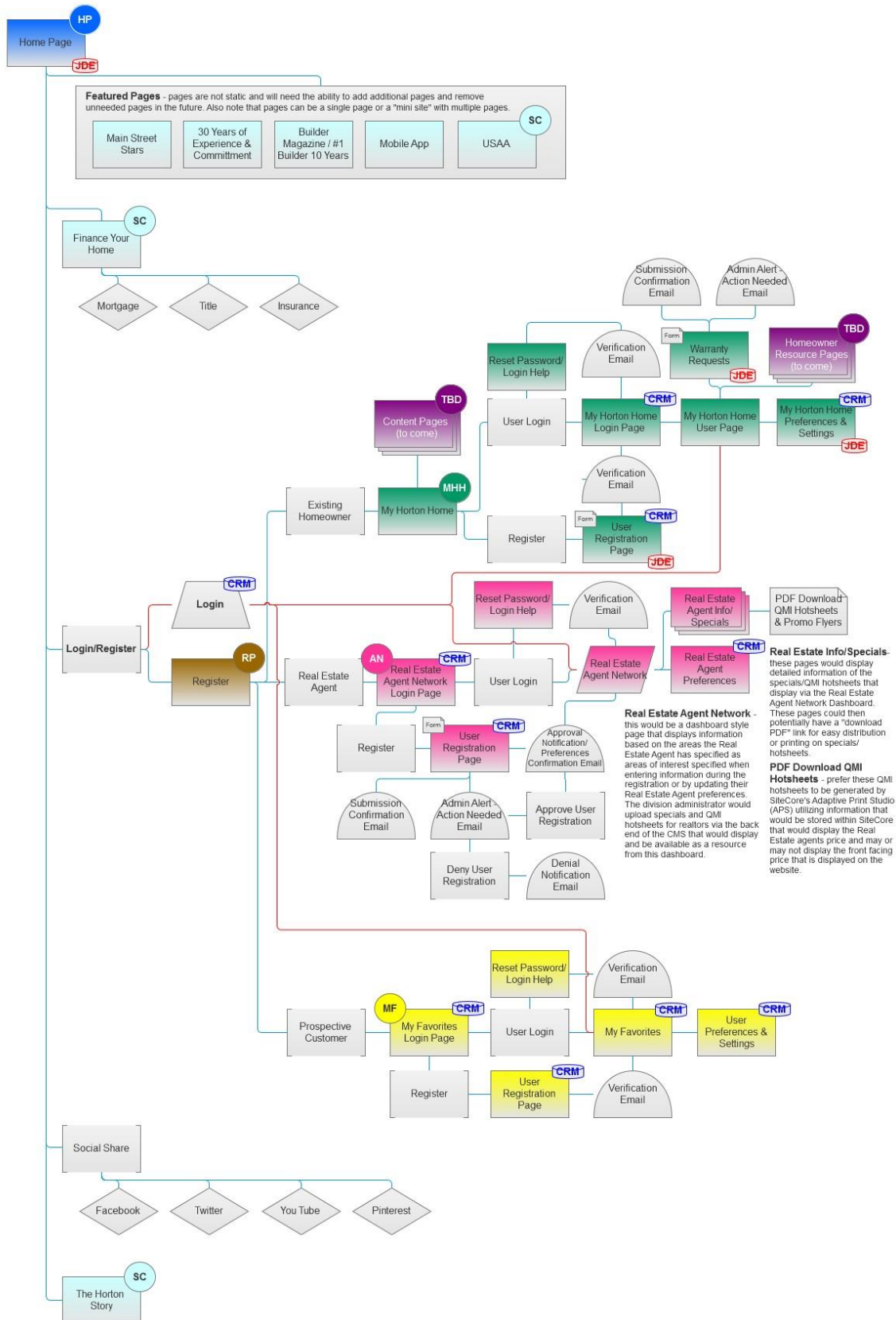
D.R. Horton, Inc.

Information Architecture

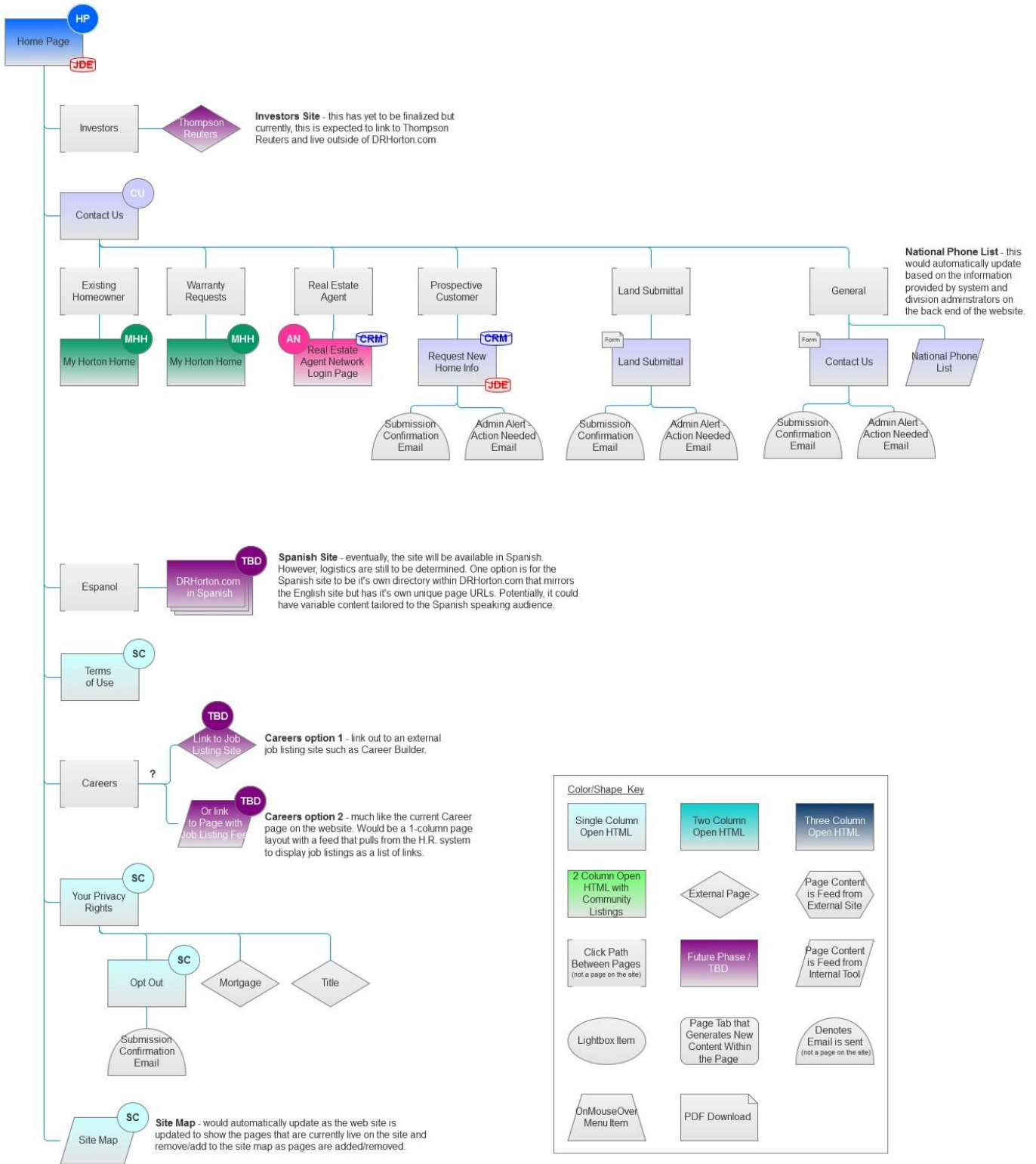
Digital Web Marketing

8/23/2012

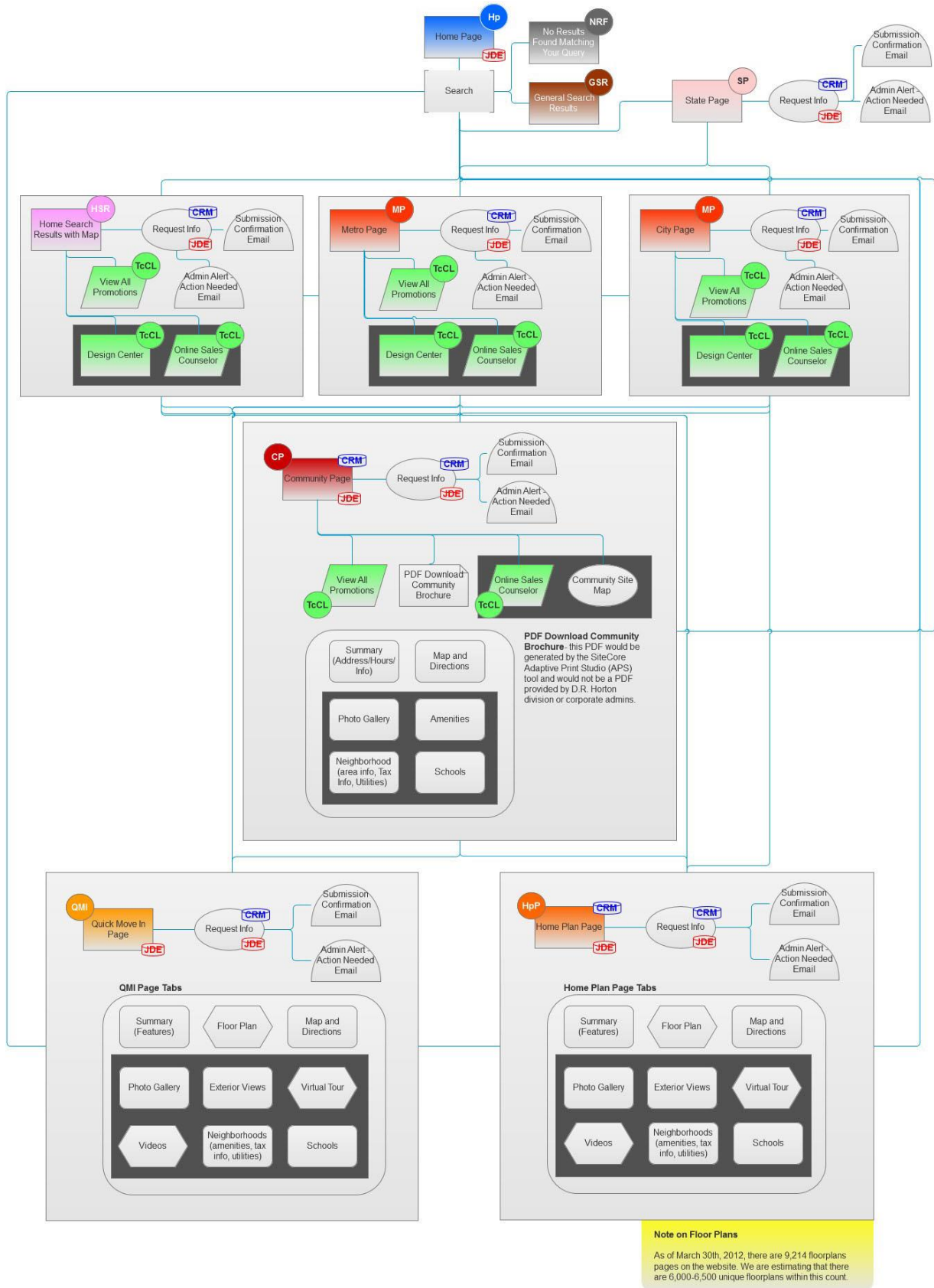
Home Page, Page 1 of 2



Home Page, Page 2 of 2



Home Search Flow, Page 1 of 2



Home Search Flow, Page 2 of 2

ADDITIONAL NOTES



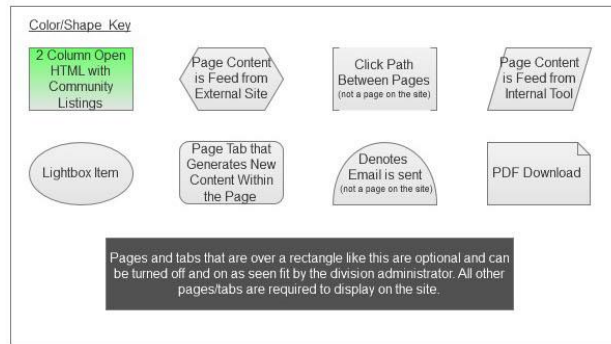
View All Promotions - this page would list all public facing promotion pages that pertain to the area (Metro, City, or within the Search Results). For further explanation on promotion pages, please see "Event and Promo Pages" flow.



Online Sales Counselor - this would automatically populate based on the information provided on the back end of the website. If there is no Online Sales Counselor (OSC) in an area or if there are 2 OSC's within the same area, this will not appear on the page. If there is 1 OSC for an area, it will appear on the page.



Floor Plans - we are currently in the process of transitioning our current online floor plans to an interactive platform provided by a 3rd party called Alpha Vision. Because this is a work in progress, we will have mix of floor plans that utilize Alpha Vision, and therefore will pull in content from Alpha Vision, as well as have floorplans that are an image. We will provide further explanation of this in the wireframes and will also be sure to provide wireframes that show both of the possible floor plan views.



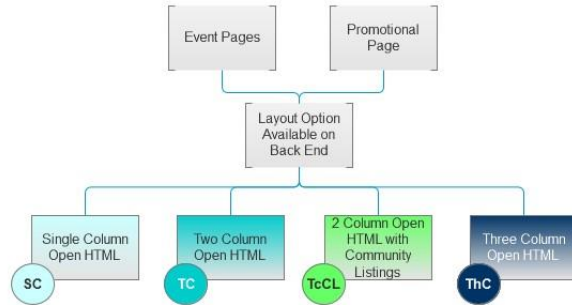
Event & Promotional Pages

Event and Promotion Pages

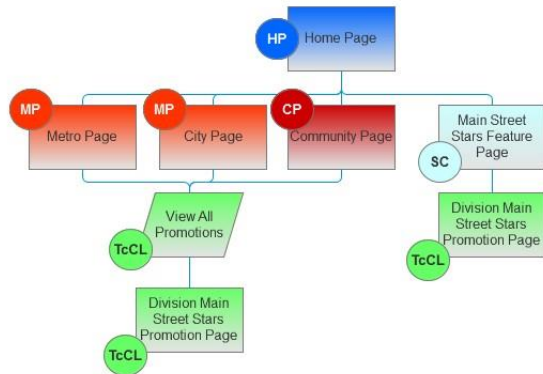
Throughout the site, there will be event pages and promotion pages. The count on these will fluctuate and the pages they link from will vary depending on the promotion. For example, a national promotion could link from the home page. A regional event would not link from the home page, but could link from several state, metro, city and community pages. Some of these pages will not link from anywhere on the site, but will rather be the landing page for a promotional URL advertisement or incoming advertisement link.

I have provided a few exact page flows for some of the more common event and promo pages that are currently on the website for reference.

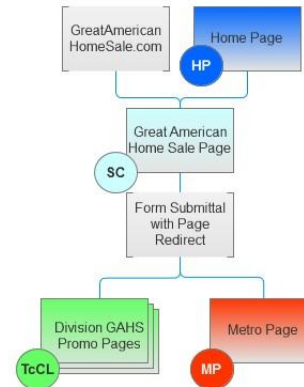
For the purposes of planning the website, we will need to create a template for these types of page that would have static design elements as well as an editable content area that could easily be utilized by the division administrators to create pages as they need them. We will also need the ability to push these live to the site and suppress them as needed, since most will be linked to a campaign that runs for a predetermined amount of time.



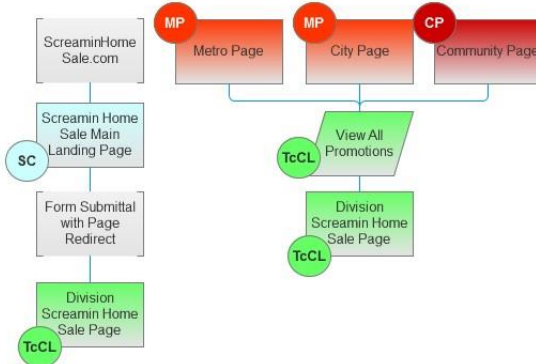
Page Flow Example: Main Street Stars Promotion



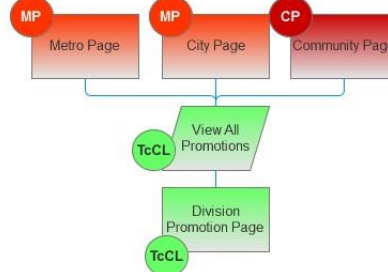
Page Flow Example: Great American Home Sale Promotion



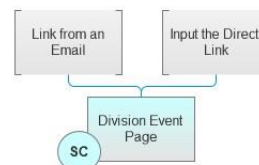
Page Flow Example: Screamin Home Sale



Page Flow Example: Division Promotion



Page Flow Example: Event Page set to not be public



Page Type Mapping, Page 1 of 3



Notes: Only use for the home page.



Notes: Includes top nav, footer and "back to last" button. Left column will include refine your search capability, promo banner and content callouts. Main area will include map with option to view as list, promo rotator banner, home listings, save to favorites display, and "other areas you might like to see" pop up prompted by scroll to the end of page, and recently viewed homes.



Notes: Includes top nav, footer and "back to last" button. Main area will include a "no results" message followed by community listings in the area that would be closest to the area entered when searching followed by save to favorites display, "other areas you might like to see" pop up prompted by scroll to the end of page, and recently viewed homes.



Notes: Includes top nav, footer and "back to last" button. Main area will include list of links displaying search results followed by recently viewed homes.



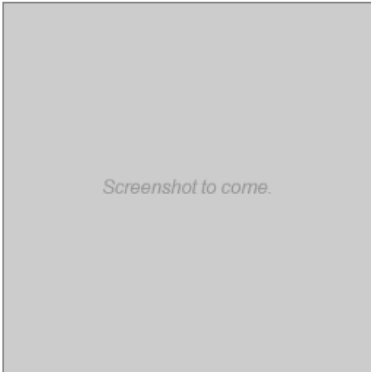
Notes: Includes top nav, footer and "back to last" button. Main area will include three areas to select from to login - My Horton Home (existing homeowners), Real Estate Agent Network and My Favorites (prospective homeowners).



Notes: Includes top nav, footer and "back to last" button. Main area is TBD, but will include content relevant to existing homeowners.

Page Type Mapping, Page 2 of 3

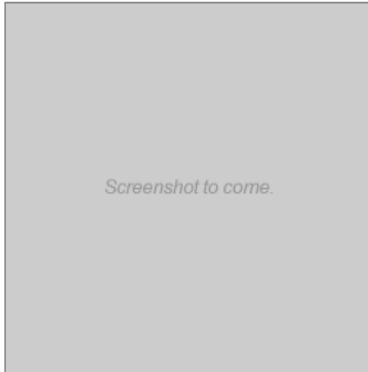
AN Real Estate Agent Network



Screenshot to come.

Notes: Includes top nav, footer and "back to last" button. Main area is TBD but will include a dashboard display for real estate agents to view specials and hot sheets of homes for sale in the area they have specified as their area of interest.

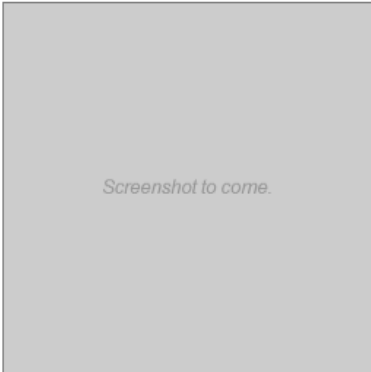
MF My Favorites



Screenshot to come.

Notes: Includes top nav, footer and "back to last" button. Main area is TBD but will include a listing of prospective homeowner's favorites, saved searches and other relevant content.

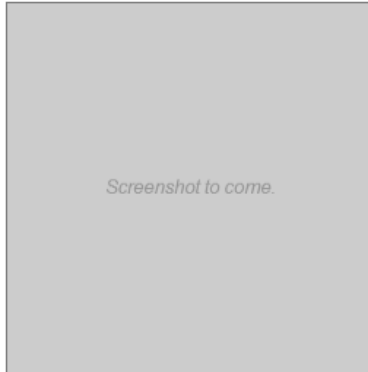
CU Contact Us



Screenshot to come.

Notes: Includes top nav, footer and "back to last" button. Main area is TBD but will be a portal to help direct users to the correct place to contact the appropriate person.

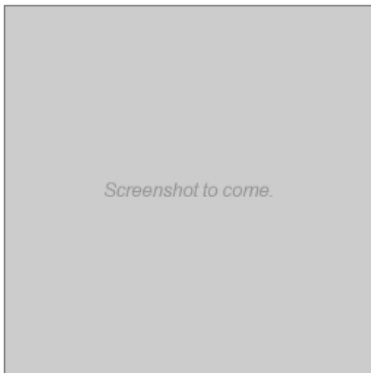
SC Single Column Open HTML



Screenshot to come.

Notes: Includes top nav, footer and "back to last" button. Main area will include an open HTML area that can be utilized for various pages throughout the website.

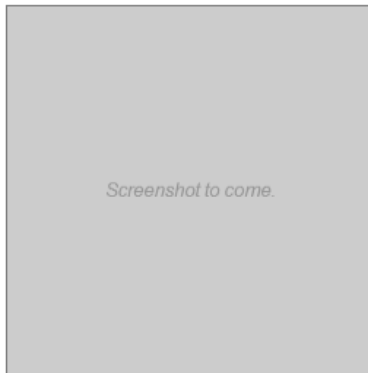
TC Two Column Open HTML



Screenshot to come.

Notes: Includes top nav, footer and "back to last" button. Left column is TBD but include secondary navigation links. Main area will include an open HTML area that can be utilized for various pages throughout the website.

TcCL 2 Column Open HTML w Community Listings

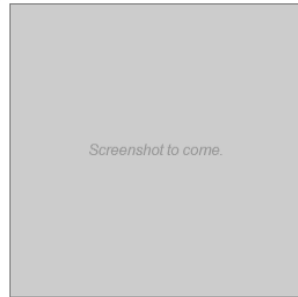


Screenshot to come.

Notes: Includes top nav, footer and "back to last" button. Left column is TBD but will include secondary navigation links. Main area will include an open HTML area that can be utilized for various pages throughout the website. Under main area will include listings of communities in the related area.

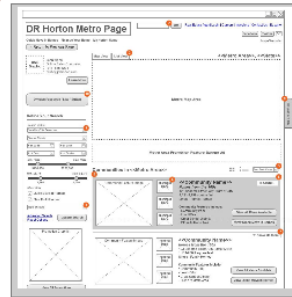
Page Type Mapping, Page 3 of 3

ThC Three Column Open HTML



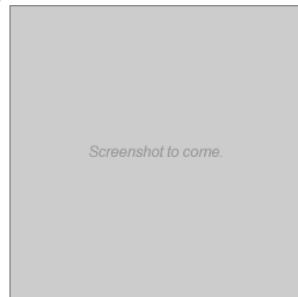
Notes: Includes top nav, footer and "back to last" button. Left column is TBD but will include secondary navigation links. Main area will include an open HTML area that can be utilized for various pages throughout the website. Right column will include various content callouts.

MP Metro/City Page



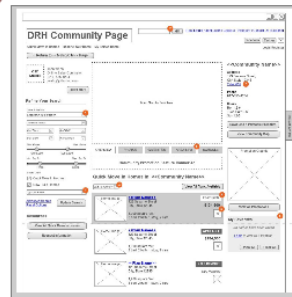
Notes: Includes top nav, footer and "back to last" button. Left column will include various content callouts including OSC display, regional/local Facebook link, refine your search, promo banner, view all promos, design center, view all QMI homes, request info. Main area will include map display with view as list option, promo banner, community listing with option to view as list, metro/city SEO content area, and "other areas you might like to see" pop up prompted by scroll to the end of page.

SP State Page



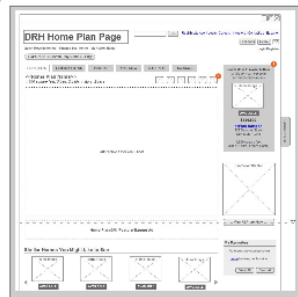
Notes: Includes top nav, footer and "back to last" button. Left column will include various content callouts including refine your search, view all QMI homes, and request info. Main area will include a feature area with interactive state map to encourage user to drill down to desired location, community listing with option to view as list, state SEO content area, and "other areas you might like to see" pop up prompted by scroll to the end of page.

CP Community Page



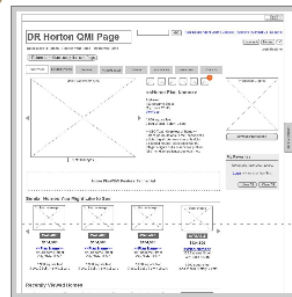
Notes: Includes top nav, footer and "back to last" button. Left nav will include various content callouts including OSC display, refine your search, view all QMI homes, request information. Main area will include a display area with secondary nav prompts for overview (default), photos, amenities, area info, and schools. Display area is followed by promo banner, and home plan listings. Right column will include community location, contact, hours, promo banner, view all promos, followed by add to favorites.

HpP Home Plan Page



Notes: Includes top nav, footer and "back to last" button. Main area will include a display area with secondary nav prompts for floor plan (default display), exterior views, photos, virtual tour, videos, overview, area info & schools. Below display area will include promo banner, similar homes, and recently viewed homes. Right column will include QMI's matching this plan, promo banner, view all promos and my favorites.

QMI Quick Move In Page



Notes: Includes top nav, footer and "back to last" button. Main area will include display area with secondary nav prompts for overview (default display), exterior views, photos, virtual tour, videos, floor plan, area info & schools. Below display area will include display promo banner, similar homes, and recently viewed homes. Right column will include promo banner, view all promos and my favorites.

TBD Future Page - TBD

Notes: These are pages that will come at a later phase or have not yet been determined. We have specified where we know these pages will fit into the site to help with planning and development.