



espnW 2.0 | UI Spec | V2.0

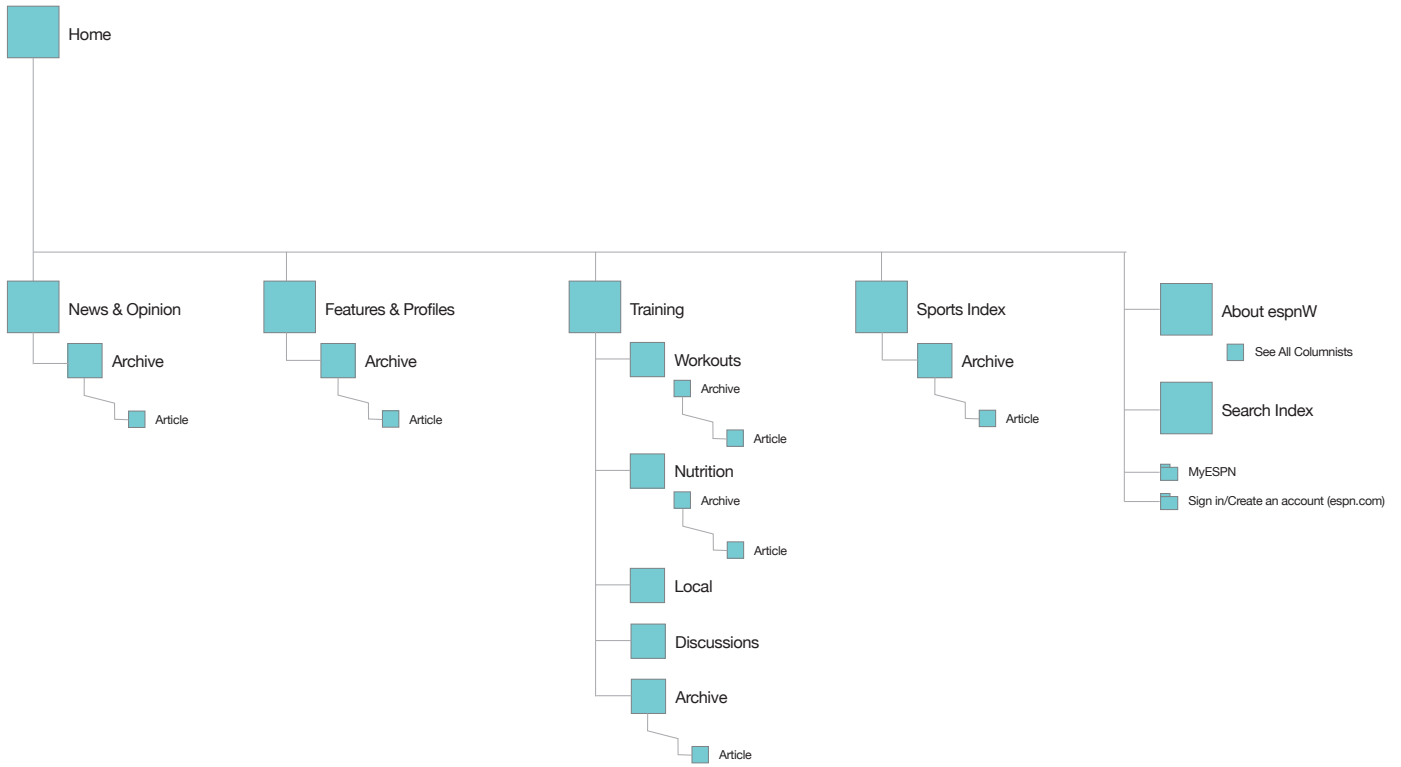
Prepared by Moment Design Inc. | Private & Confidential | April 01, 2011

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Site Map

Site Map

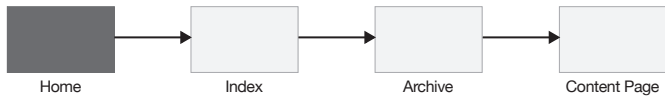


CONVENTIONS:

1.0	1.1	1.1.1	
SCREEN/ SECTION			MODULE / SCREEN SUBSECTION

Core Page Templates

Core Page Templates | Homepage



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[NBA](#) [NCAA MEN'S BASKETBALL](#) [NCAA WOMEN'S BASKETBALL](#) [SUPER BOWL XLV](#) [WINTER X GAMES 15](#)

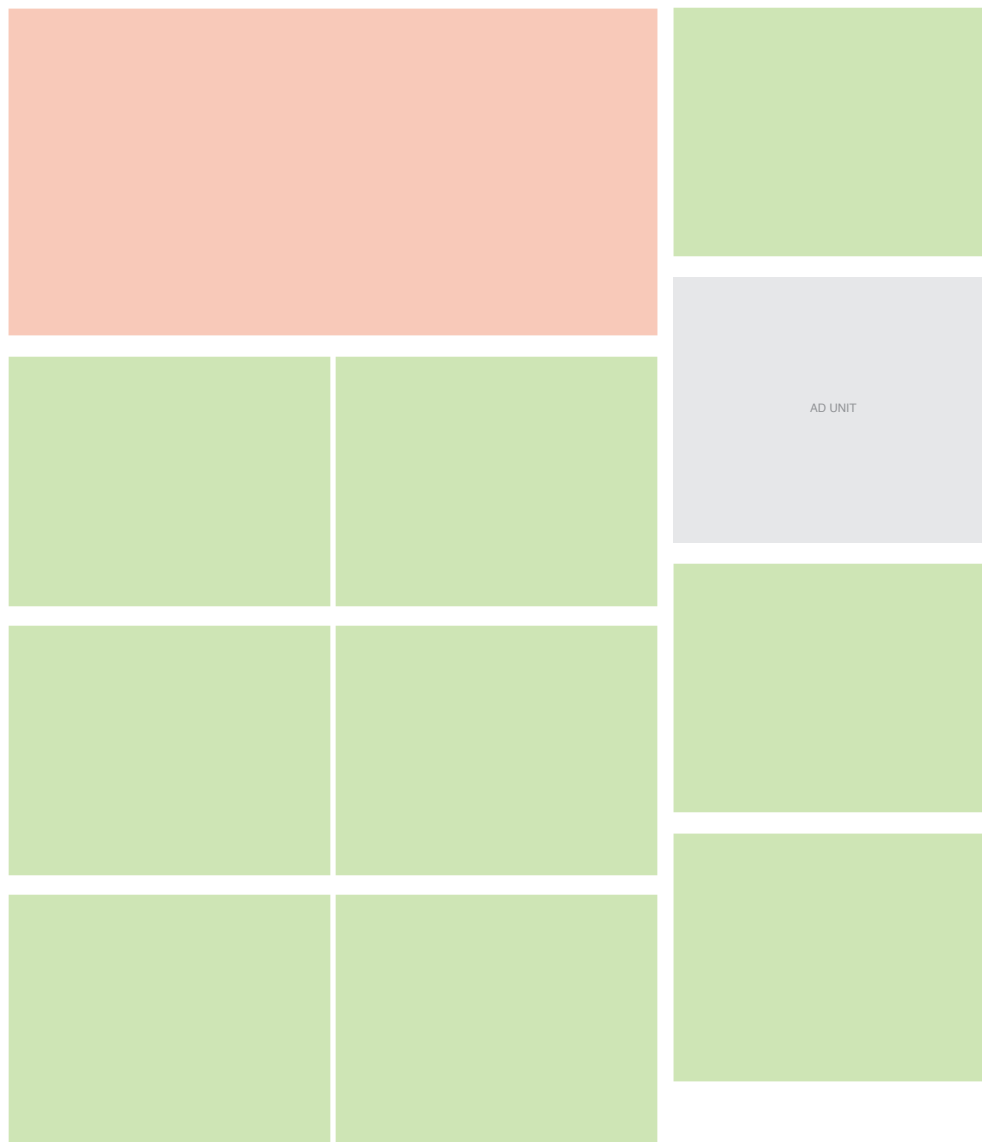
AD UNIT

Applies to:

- Home Page

Concept:

The home page is used to showcase the breadth of content that espnW contains. All items on this page are editorially based. No feed appears on this page.



Core Page Templates | Homepage Example

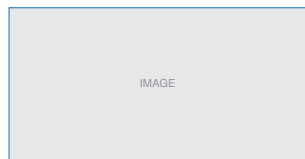


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News & Opinion Features & Profiles Training ▾

NBA NCAA MEN'S BASKETBALL NCAA WOMEN'S BASKETBALL SUPER BOWL XLV WINTER X GAMES 15 MORE ▾

AD UNIT



IMAGE

About Last Night

A Seattle surprise tops a football-filled weekend

If you predicted the Seahawks would be the only home team to win this weekend, then we're in awe. More on the playoffs, a near UConn women's loss and the cheesiness of bowl games, in a weekend edition of About Last Night.
By: Melissa Jacobs



Training
What makes Maya Moore so good?



IMAGE

Behind the Scenes
Honey, take the baby. The game must go on!
By: Jane McManus



IMAGE

NCAA Women's BBall
Another UConn record
By: Amanda Rykoff

Like John Smith and 1,890 others like this.

Most Popular

For softball's future: On leaving the U.S. team
100 people shared this.

Welcome to the club, Lil
89 people shared this.

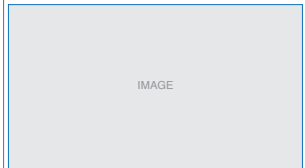
A Seattle surprise tops a football-filled weekend
45 people shared this.



AD UNIT

Photo of the Day

Like



IMAGE

Canada's Kelsey Serwa - Winter X Games 15

Chatter Box

What we're talking about...

Follow #TOM

Diana Taurasi terminated in Turkey

Diana Taurasi might not be able to represent the United States at the 2012 London Olympics. Taurasi, one of the best players in the history of women's basketball, faces a ban of up to two years for testing positive for a banned stimulant following a November game for her Turkish club Fenerbahce.

Your Take

Did Diana Taurasi get duped?

Yes

No

Submit

What We're Reading

ESPN.COM

Serena Williams undergoes treatment for blood clot in lungs >>

USA TODAY

Past, future of U.S. women's gymnastics to meet in Florida >>

ESPN.COM

Gymnastics case stirs debate on sports, religion >>

BUSINESS WEEK

Women's College World Series gets dressing rooms >>

ESPN.COM

Wife of former Braves closer Mark Wohlers saves family from fire >>

Games of the Day

1:30 PM ET

MIA (30-0)

LAC (12-24)

8:00 PM ET

14 WISC (18-5)

1 OSU (24-0)

This Week in Women's Sports



IMAGE

January 9, 1811

The first known women's golf tournament is held at the Musselburgh Golf Club in Scotland. The tournament was played among the local fishwives on a putting course. They competed for a creel and skull (fishing basket and head-dress) and two silk handkerchiefs from Barcelona. Established in 1774 the Musselburgh Golf Club is the fifth oldest golf club in the world."

"Believe me, the reward is not so great without the struggle."

-- Wilma Rudolph

Things to do Near You

Kipaboo Camp

Kinnelon, New Jersey
27 March 2011

Lorem Ipsum

Monroe Township, New Jersey
27 March 2011

Lorem Ipsum

Purchase, New York
07 April 2011

Lorem Ipsum

Brooklyn, New York

Outdoors

See All Near Me

Columnists



Adena Andrews

Please don't go, Ochocinco (1/26/11)

Melissa Jacobs

Jane McManus

Amanda Rykoff

Sarah Spain



Main Engagement Area

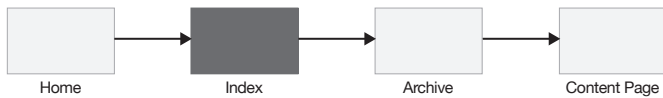
Modules

Feed (espnW & ESPN.com headlines)

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Core Page Templates | Index



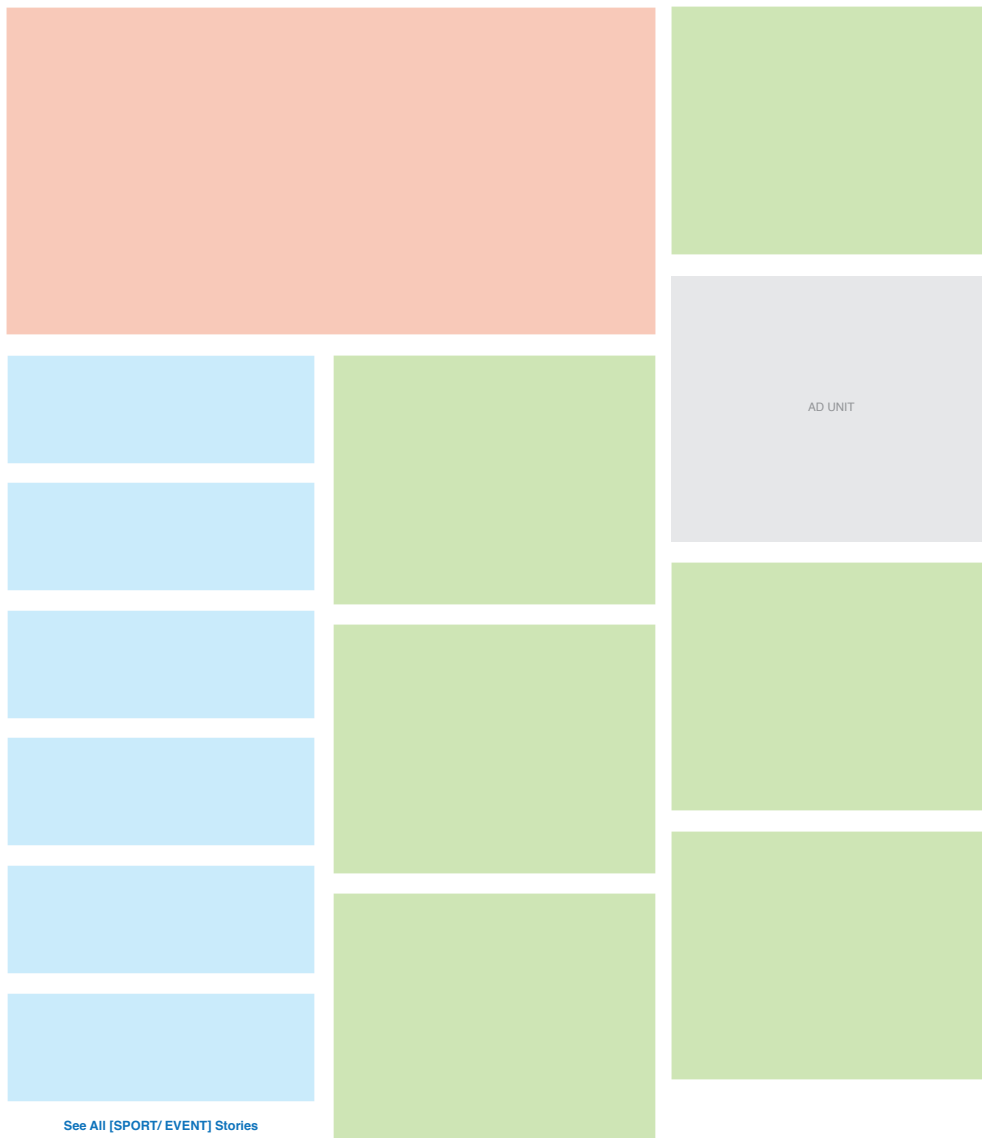
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[NBA](#) [NCAA MEN'S BASKETBALL](#) [NCAA WOMEN'S BASKETBALL](#) [SUPER BOWL XLV](#) [WINTER X GAMES 15](#)

AD UNIT

[CATEGORY]



Applies to:

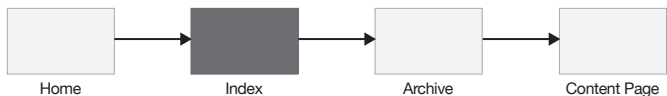
- News & Opinion
- Features & Profiles
- Training
- Nutrition
- Workouts
- Sport/Event Pages

Concept:

Index pages show the breadth and depth of content within a particular category or sport. They supply a place to showcase the espnW content in its fullest capacity. The modules on index pages can be either highly automated, editorial or a mixture of both depending on the resources available as well as the meaning to be conveyed. The feed should always appear on these pages so that users can see the latest W content in the section.

- Main Engagement Area
- Modules
- Feed (espnW & ESPN.com headlines)

Core Page Templates | Index - News & Opinion Editorial

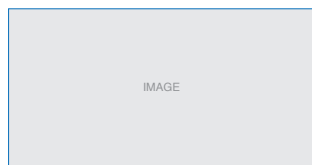


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AD UNIT

NEWS & OPINION



Basketball action provides NFL distraction
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse By: Author

Health scare for Serena Williams
 By: Author

BYU falls after Davies' dismissal
 By: Author

Shake ups (and downs) on the mound
 By: Author

Like John Smith and 1,880 others like this.

- Most Popular**
- For softball's future: On leaving the U.S. team**
100 people shared this.
 - Welcome to the club, Lil**
89 people shared this.
 - A Seattle surprise tops a football-filled weekend**
45 people shared this.

Serena treated for pulmonary embolism
 Feb 1, 06:54PM ET | By: Author

Honoring women sports execs of the year
 Feb 1, 06:54PM ET | By: Author

Honoring women sports execs of the year
 Feb 1, 06:54PM ET | By: Author

Honoring women sports execs of the year
 Feb 1, 06:54PM ET | By: Author

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Honoring women sports execs of the year
 Feb 1, 06:54PM ET | By: Author

Honoring women sports execs of the year
 Feb 1, 06:54PM ET | By: Author

[See All News & Opinion](#)

Chatter Box Follow #TOM
 What we're talking about...

Diana Taurasi terminated in Turkey
 Diana Taurasi might not be able to represent the United States at the 2012 London Olympics. Taurasi, one of the best players in the history of women's basketball, faces a ban of up to two years for testing positive for a banned stimulant following a November game for her Turkish club Fenerbahce.

Your Take

Did Diana Taurasi get duped?

Yes

No

Games of the Day

1:30 PM ET

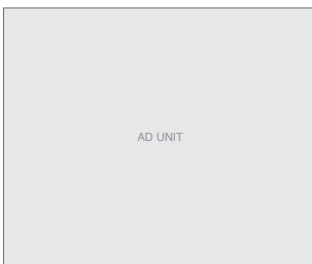
MIA (30-0)

LAC (12-24)

8:00 PM ET

14 WISC (18-5)

1 OSU (24-0)

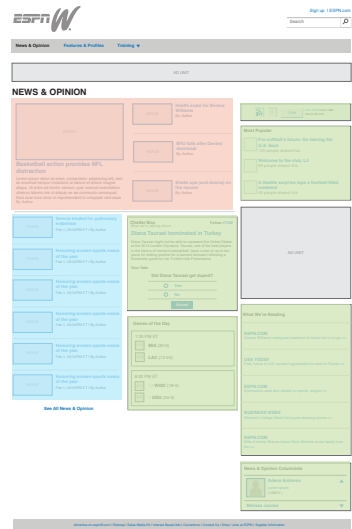


- What We're Reading**
- ESPN.COM**
Serena Williams undergoes treatment for blood clot in lungs >>
 - USA TODAY**
Past, future of U.S. women's gymnastics to meet in Florida >>
 - ESPN.COM**
Gymnastics case stirs debate on sports, religion >>
 - BUSINESS WEEK**
Women's College World Series gets dressing rooms >>
 - ESPN.COM**
Wife of former Braves closer Mark Wohlers saves family from fire >>

News & Opinion Columnists

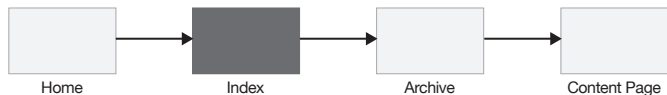
Adena Andrews
 Lorem ipsum (1/26/11)

Melissa Jacobs



- Main Engagement Area
- Modules
- Feed (espnW & ESPN.com headlines)

Core Page Templates | Index - Features & Profiles Editorial

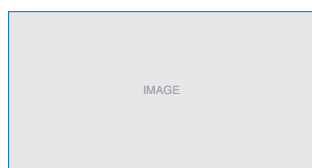


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News & Opinion Features & Profiles Training ▾

AD UNIT

FEATURES & PROFILES



Maintain calm when things get rough
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse By: Author

- Driven to improve**
By: Author
- Welcome to Nigeria**
By: Author
- Create great moments ... for others**
By: Author

Like John Smith and 1,880 others like this.

Most Popular

- For softball's future: On leaving the U.S. team**
100 people shared this.
- Welcome to the club, Lili**
89 people shared this.
- A Seattle surprise tops a football-filled weekend**
45 people shared this.

- Tamika Catchings, world traveler**
Feb 1, 06:54PM ET | By Author
- See Blondie run ... and run and run**
Feb 1, 06:54PM ET | By Author
- See Blondie run ... and run and run**
Feb 1, 06:54PM ET | By Author
- See Blondie run ... and run and run**
Feb 1, 06:54PM ET | By Author
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- See Blondie run ... and run and run**
Feb 1, 06:54PM ET | By Author
- See Blondie run ... and run and run**
Feb 1, 06:54PM ET | By Author

[See All Features & Profiles](#)

The World According to Us

Canada
Women's Curling Preempts March Madness
 Many people contend that there is little to distinguish the United States from Canada. But our neighbors to the north are not without their quirks – like preempting NCAA tournament coverage to show women's curling.

See article at: <http://www.articlelink.com>

See All World According to Us

Pro's Questionnaire

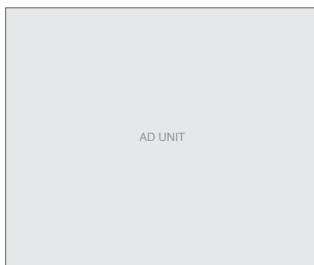
Chamique Holdscaw
Six-time WNBA All-Star and forward for the San Antonio Silver Stars Chamique Holdscaw is talking about her giant closet, orange soda habit and admiration for the Williams sisters.

Your idea of happiness:
 CH: Living life. Having peace of mind and knowing that my family is OK. Also doing what I want to do.

[Read Entire Questionnaire](#)

This Week in Women's Sports

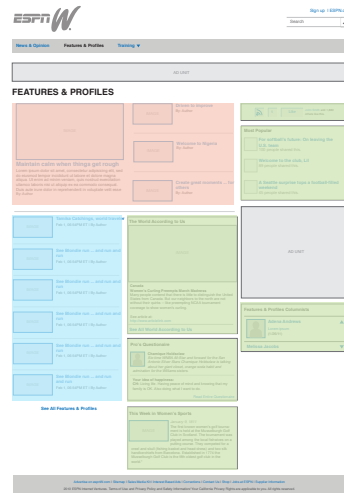
January 9, 1811
 The first known women's golf tournament is held at the Musselburgh Golf Club in Scotland. The tournament was played among the local fishwives on a putting course. They competed for a creel and skull (fishing basket and head-dress) and two silk handkerchiefs from Barcelona. Established in 1774 the Musselburgh Golf Club is the fifth oldest golf club in the world."



Features & Profiles Columnists

Adena Andrews
 Lorem ipsum (1/26/11)

Melissa Jacobs

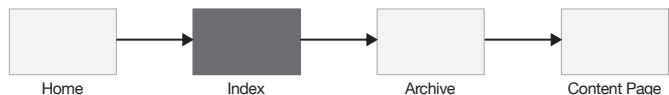


- Main Engagement Area
- Modules
- Feed (espnW & ESPN.com headlines)

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Core Page Templates | Index - Training Automated



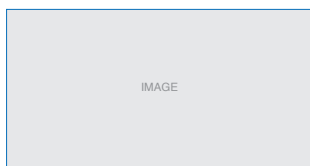
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[Training ▾](#)

[Workouts](#)
[Nutrition](#)
[Near Me](#)
[Discussions](#)

AD UNIT

TRAINING



A UCONN Shooting Drill

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse By: Author



What makes Maya Moore so good?

John Smith and 1,880 others like this.



Nutrition What does Serena each for breakfast?
By: Author

Most Popular

- For softball's future: On leaving the U.S. team**
100 people shared this.
- Welcome to the club, Lil**
89 people shared this.
- A Seattle surprise tops a football-filled weekend**
45 people shared this.



Review of the Nike ABC Running Shoe
By: Author



Workouts Core and Stability Training for Beginners
Feb 1, 06:54PM ET | By Author

Nike Workout of the Day



Looking for a Tennis Racket? Check this one out.
Feb 1, 06:54PM ET | By Author



Injury Prevention: What to do for those Runners' Knees
Feb 1, 06:54PM ET | By Author

Side Plank Workout
[See All Workouts](#)



Injury Prevention: What to do for those Runners' Knees
Feb 1, 06:54PM ET | By Author

Gatorade Daily Tip

Feeling tired or hungry? You may just be thirsty. Make sure you get at least 6 glasses of water a day. Water helps your body transport nutrients and eliminate toxins. Get tired of all the agua? Add a cucumber or lemon to jazz it up!
[See All Nutrition](#)



Injury Prevention: What to do for those Runners' Knees
Feb 1, 06:54PM ET | By Author

AD UNIT



Injury Prevention: What to do for those Runners' Knees
Feb 1, 06:54PM ET | By Author

Things to do Near You

- Kipaboo Camp**
Kinmelon, New Jersey
27 March 2011
- Lorem Ipsum**
Monroe Township, New Jersey
27 March 2011
- Lorem Ipsum**
Purchase, New York
07 April 2011
- Lorem Ipsum**
Brooklyn, New York

Outdoors

[See All Near Me](#)

Training Columnists

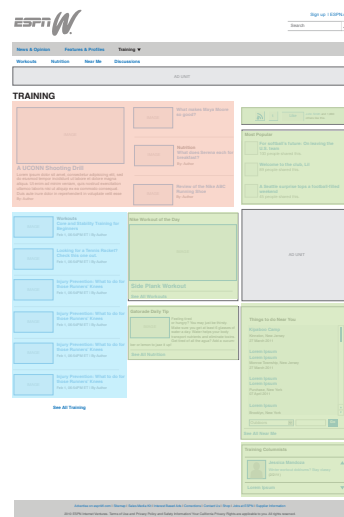
- Jessica Mandoza**
Winter workout doldrums? Stay classy (2/2/11)
- Lorem Ipsum**

[See All Training](#)

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Since training has sub category pages, any modules that represent those sub categories (aka Daily Tip for Nutrition) should contain a link to view the sub category index page.



- Main Engagement Area
- Modules
- Feed (espnW & ESPN.com headlines)



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The Workouts Sub page takes on the format of an index page. It is a sponsored page, so should include the sponsor logo.

News & Opinion Features & Profiles Training ▾

Workouts Nutrition Near Me Discussions

AD UNIT

SPONSOR LOGO **WORKOUTS**

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

Basketball Lunge to Press

Ready to try some basketball moves that will shape your legs and butt, build up your core and strengthen your shoulders? Add this style of lunge to your leg workouts at least two times per week to Make Yourself toned!

Nike Workout of the Day

IMAGE

Side Plank Workout

Nike Tools Placeholder

Nike Field Reporter

IMAGE

VIDEO

Blog
Lorem ipsum dolor sit amet
Feb 1, 06:54PM ET | By Author

Video
Lorem ipsum dolor sit amet

Twitter follow @ntr2

Hey if you are interested in my job and are 18-24 yr old girl you have until monday 6/15 7p PST to apply here: <http://bit.ly/CowZd>

Most Popular

- For softball's future: On leaving the U.S. team**
100 people shared this.
- Welcome to the club, Lil**
89 people shared this.
- A Seattle surprise tops a football-filled weekend**
45 people shared this.

AD UNIT

[See All Workouts](#)

Things to do Near You

Kipaboo Camp
Kinnelon, New Jersey
27 March 2011

**Lorem Ipsum
Lorem Ipsum**
Monroe Township, New Jersey
27 March 2011

**Lorem Ipsum
Lorem Ipsum**
Purchase, New York
07 April 2011

Lorem Ipsum
Brooklyn, New York

Outdoors

[See All Near Me](#)

Workouts Columnists

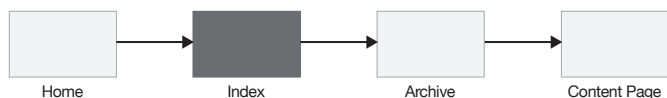
Jessica Mandoza
Lorem Ipsum Dolor (2/2/11)

[Lorem Ipsum](#)

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- Main Engagement Area
- Modules
- Feed (espnW & ESPN.com headlines)

Core Page Templates | Index - Nutrition



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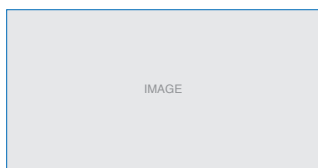
The Nutrition Sub page takes on the format of an index page. It is a sponsored page, so should include the sponsor logo.

News & Opinion Features & Profiles Training ▼

Workouts **Nutrition** Near Me Discussions

AD UNIT

SPONSOR LOGO **NUTRITION**



Tested! The GOOP Detox
 I've never been one for detoxes, cleanses, or fasts. As everyone says — your body is naturally wired to detoxify itself. But in the new year, I'd been feeling like nothing but an old lady: sluggish, tired, ridden with problems from nighttime allergies to a hard time focusing.

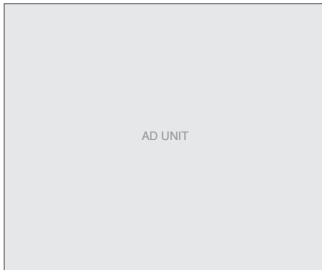
Like John Smith and 1,880 others like this.

- Most Popular**
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100 people shared this.
 - Welcome to the club, Lili**
89 people shared this.
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45 people shared this.

What to Eat On Cycling Day. A Tip From the Pros
 Feb 1, 06:54PM ET | By Author

Gatorade Daily Tip

Feeling tired or hungry? You may just be thirsty. Make sure you get at least 6 glasses of water a day. Water helps your body transport nutrients and eliminate toxins. Get tired of all the aqua? Add a cucumber or lemon to jazz it up!



It's Time to Up Your Protein Intake
 Feb 1, 06:54PM ET | By Author

Gatorade Tools Placeholder

Want More Lean Muscle? Find Out What You Should Be Eating
 Feb 1, 06:54PM ET | By Author

How to Beat Workout Hunger... Learn These Power Foods
 Feb 1, 06:54PM ET | By Author

How to Beat Workout Hunger... Learn These Power Foods
 Feb 1, 06:54PM ET | By Author

How to Beat Workout Hunger... Learn These Power Foods
 Feb 1, 06:54PM ET | By Author

[See All Nutrition](#)

Things to do Near You

- Kipaboo Camp**
Kinnelon, New Jersey
27 March 2011
- Lorem Ipsum Lorem Ipsum**
Monroe Township, New Jersey
27 March 2011
- Lorem Ipsum Lorem Ipsum**
Purchase, New York
07 April 2011
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Brooklyn, New York

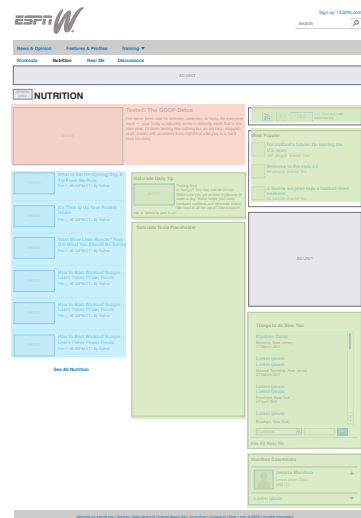
Outdoors

[See All Near Me](#)

Nutrition Columnists

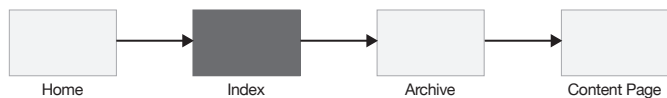
Jessica Mandoza
 Lorem Ipsum Dolor (2/2/11)

[Lorem Ipsum](#)



- Main Engagement Area
- Modules
- Feed (espnW & ESPN.com headlines)

Core Page Templates | Index - Sports Page Editorial



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NBA NCAA MEN'S BASKETBALL NCAA WOMEN'S BASKETBALL SUPER BOWL XLV WINTER X GAMES 15 MORE ▾

AD UNIT

NCAA MEN'S BASKETBALL

LOGO vs. LOGO

ISU (19-8) 7:00 PM ET Austin, TX TX (20-7)

News & Opinion
Iowa State vs. Texas Preview
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Mar 12, 06:54PM ET | By Sarah Spain

Our Pick
Texas
Once Texas' shooting heats up they are unstoppable against the Iowa State defense.

Your Pick
Iowa State or 5 Texas? ISU TX

Play to Watch For
Swing Variation
Texas
Normally used to score and score fast. This is enabled by having the number 4 guard pick low as the number 2 guard swings through the paint and to the other side for an open shot.

Players to Watch

Hamilton, TX
24.4 PPG
65% FGP

Garrett, ISU
20.6 PPG
55% FGP

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Rankings ESPN/USA Today

RK	TEAM	RECORD	PTS
1	Duke (19)	25-2	746
2	Kansas (1)	25-2	708
3	Ohio State (4)	25-2	699
4	San Diego State (3)	27-1	672
5	Texas	23-4	677
6	Pittsburgh (4)	24-3	664
7	Brigham Young	25-2	593
8	Purdue	22-5	562
9	Notre Dame	21-5	506
10	Arizona	23-4	461

[Complete Rankings >>](#)

Team to Watch

LOGO Ohio State (25-2)

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Offensive Leaders

	Points	Assists	Field Goal %
POINTS			PPG
1. Jimmer Fredette, BYU			27.2
2. Marshon Brooks, PROV			24.4
3. Adrian Oliver, SJSU			23.9
4. Andrew Gonzales, HBU			23.5
5. Andrew Goudelock, CoC			23.4

[Complete Leaders](#)

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Mens' College Basketball Scoreboard

Top 25 - 02/22/11

1:06 1st **ESPN**

LOGO Illinois 23

LOGO 3 Ohio State 30

8:00 PM ET **ESPN3**

LOGO Iowa State [Preview](#)

LOGO 5 Texas [Tickets](#)

9:00 PM ET **ESPNU**

LOGO 16 Louisville [Preview](#)

LOGO 5 Rutgers [Tickets](#)

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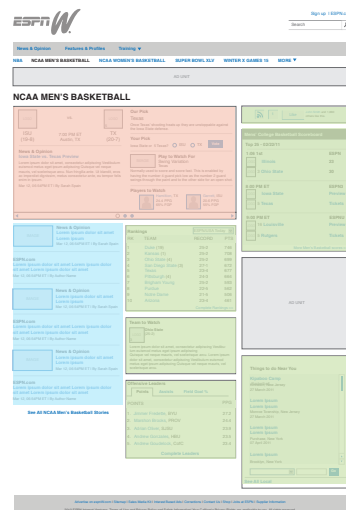
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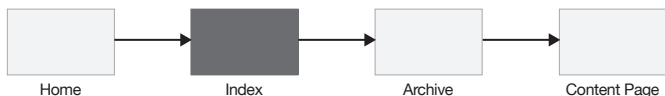


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NCAA MEN'S BASKETBALL

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5. Andrew Goudelock, CoFC	23.4

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Defensive Leaders

Rebounds Blocks Steals

REBOUNDS	RPG
1. Kenneth Faried, MORE	14.1
2. Ryan Rossiter, SIE	13.4
3. Jordan Williams, MD	11.5
4. Arsalan Kazemi, RICE	11.4
5. Augustine Rubit, USA	11.1

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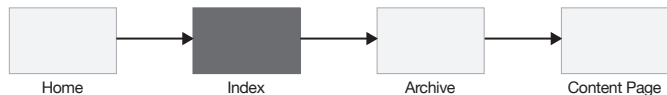
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WINTER X GAMES 15

LOGG January 28 - 31, 2011
Aspen, Colorado

News & Opinion
Aspen White Out
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By: Melissa Jacobs

Winter X Games 15 Today's Schedule

Event	Time
Snowboard Slopestyle Women's Final	10:30 a.m. - 11:15 a.m.
Skating Skier X Men's Final	11:15 a.m. - 1:15 p.m.
Skating Skier X Women's Final	11:15 a.m. - 1:15 p.m.
Snowmobile SnoCross Round One	11:30 a.m. - 12 p.m.
Snowmobile SnoCross Last Chance Qualifier	12:15 p.m. - 12:30 p.m.

[View Full Schedule >>](#)

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History
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[Past Winter X Games](#)

Winter X Games 15 Leaderboard
As of 01/30/11

Snowboard Best Method

RK	NAME	PERCENTAGE
1	Scotty Lago Watch	57%
2	Ross Powers	14%
3	Chas Guldemond	11%

Women's Ski SuperPipe Results

RK	NAME	BEST
1	Sarah Burke Watch	91.33
2	Brita Sigourney Watch	86.00
3	Chas Guldemond Watch	84.00

[View All Results >>](#)

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Athlete Spotlight

Andreas Wieg Pro Snowboarder
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Username1 1/5/2011 at 4:34 PM
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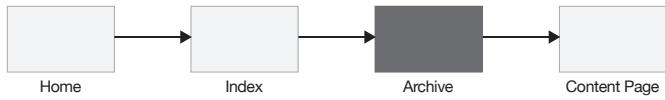
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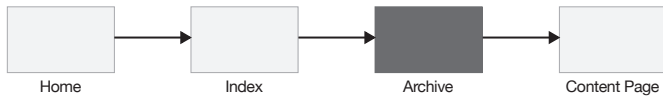
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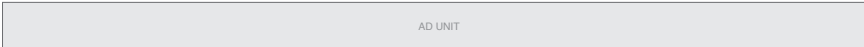
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
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
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
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
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
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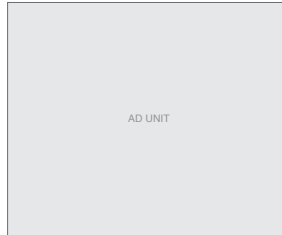
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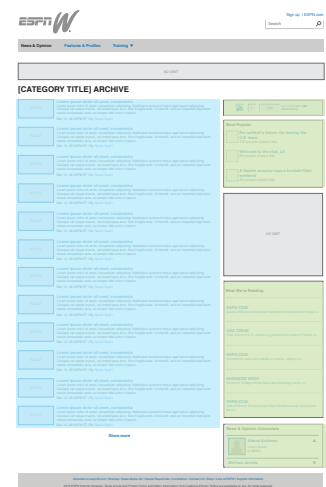
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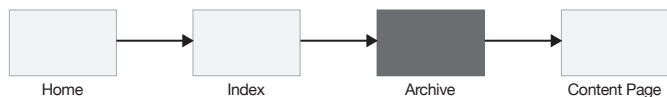
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Adena is a writer for espnW. She worked at ESPN the Magazine and NBA.com for three seasons before joining espnW. A proud USC grad, she also edits for Nike Women and Nike Running. You can follow her on Twitter @adena_andrews.

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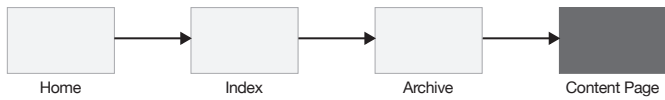
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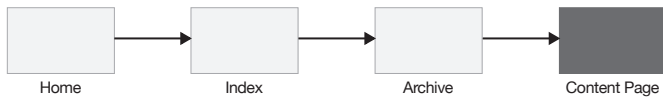
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College football: Suffering from major bowl fatigue and trying to save all my energy for tonight's BCS Championship (finally!), I skipped out on all three bowls this weekend. (The Kraft Bowl was the most tempting, considering the advancements in mac 'n' cheese) Alas, we're not called the Worldwide Leader in Sports for nothing, so check out these recaps from folks that actually watched the action.

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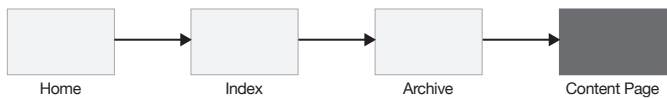
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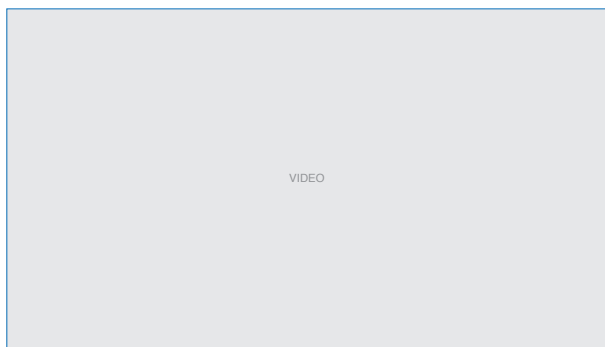
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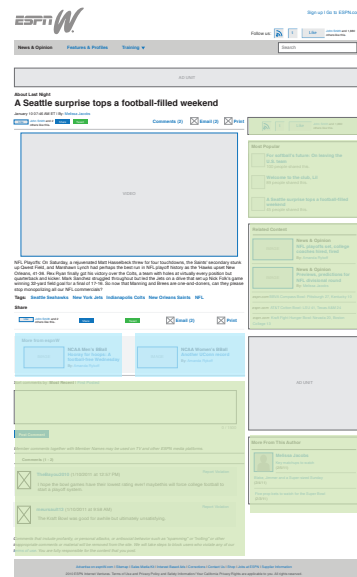
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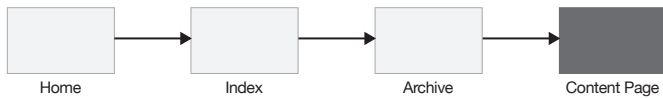
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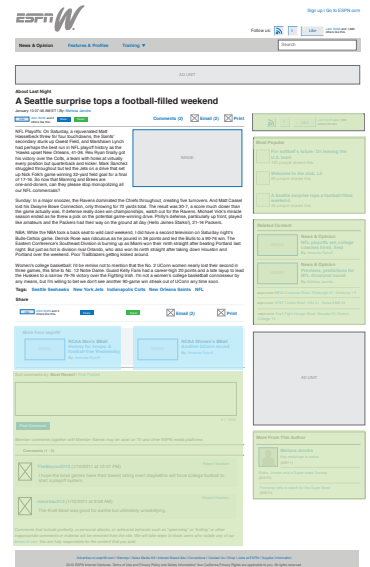
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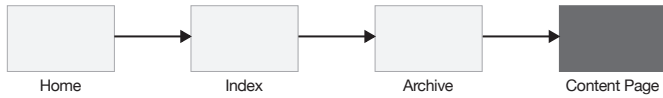


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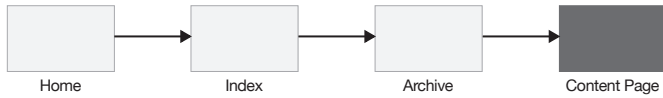


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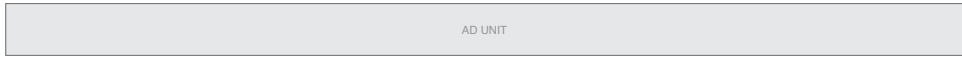
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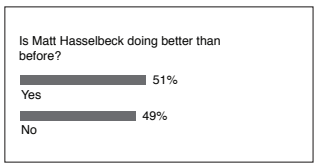


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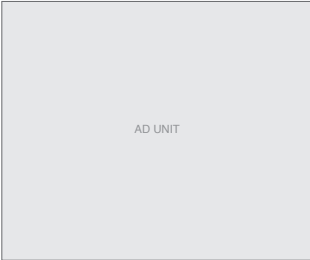
Featured Poll Results

A editorially selected poll is featured within the content page. After the user has voted they will see these results each time they visit the page. Clicking submit from the homepage module will bring the user to these results.

John Smith and 1,880 others like this.

- ### Most Popular
- For softball's future: On leaving the U.S. team**
100 people shared this.
 - Welcome to the club, Lil**
89 people shared this.
 - A Seattle surprise tops a football-filled weekend**
45 people shared this.

- ### Related Content
- News & Opinion NFL playoffs set, college coaches hired, fired**
By: Amanda Rykoff
 - News & Opinion Previews, predictions for NFL divisional round**
By: Melissa Jacobs
 - [espn.com BBVA Compass Bowl: Pittsburgh 27, Kentucky 10](#)
 - [espn.com AT&T Cotton Bowl: LSU 41, Texas A&M 24](#)
 - [espn.com Kraft Fight Hunger Bowl: Nevada 20, Boston College 13](#)



More From This Author

Melissa Jacobs
Key matchups to watch (2/5/11)

- [Blake, Jimmer and a Super-sized Sunday \(2/4/11\)](#)
- [Five prop bets to watch for the Super Bowl \(2/3/11\)](#)



- Main Engagement Area
- Modules
- Feed (espnW & ESPN.com headlines)

Core Page Templates | Content Pages - Article Content Series



Article Content Series

The user sees the series name above the title. They will also see a module listing all other content in the series.

ESPN W Sign up I Go to ESPN.com

Follow us: Like John Smith and 1,880 others like this.

News & Opinion Features & Profiles Training Search

AD UNIT

Adena Andrews's Journey
Some like it hot
 January 25 07:46 AM ET | By: Adena Andrews

Like John Smith and 2 others like this. Show Tweet Comments (2) Email (2) Print

IMAGE
 Courtesy of Adena Andrews

On my off days -- yes, I get off days -- you can find me in a downward dog position, sweating profusely as I search for my heart chakra (I know I left it around here somewhere). No, this isn't some weird ritual I do on my couch when I'm tired. It's my recovery activity, yoga. And because I can't do anything the regular or easy way, I don't do regular yoga. Instead, I find peace in a 110-degree room at my local yoga studio.

I prefer hot yoga to regular yoga because the heat in the room helps me increase my flexibility, and the sweating makes me feel like I'm putting in work. Also, hot yoga feels more challenging, and we all know I love a challenge.

I also appreciate the reprieve from the everyday bustle that yoga offers. Five times a week, I jump off a bike to run and I hit the pool for an hour of chatter with my teammates. I also spend countless hours sitting in front of a computer or my iPhone, keeping up with the sports world. There is no time to be alone with my thoughts, gather myself, and work on the inner strength of Adena. Yoga helps ease my mind and strengthen my inner being.

Yoga helps me with the aches and pains that come with triathlon training. I have a permanent callus on my butt from riding the bicycle, and after every run, I discover a new pain. Yoga stretches out my achy muscles and gets rid of all the lactic acid. I also suffer from temporomandibular joint disorder, which always flares up when I increase my

Adena Andrews's Journey
 Follow Adena Andrews' 10-week journey as she trains for her first triathlon:

- Part 1 Adenda Tries a tri
- Part 2 The indignity of getting measured
- Part 3 Bricks workouts, and my new tri family
- Part 4 The dreaded peanut butter pedals
- Part 5 Swim, bike, fun, snack
- Part 6 The power of a teammate
- Part 7 Some like it hot

Tags: Triathlon

Share Like John Smith and 2 others like this. Show Tweet Email (2) Print

More from espnW

- Features & Profiles **James 'Red' Moore still living the dream** By Adena Andrews
- News & Opinion **BYU falls after Davies' dismissal** By Whitney Holtzman

More From This Author

- Adena Andrews**
Key matchups to watch (2/5/11)
Blake, Jimmy and a Super-sized Sunday (2/4/11)
Five prop bets to watch for the Super Bowl (2/3/11)

Sort comments by: Most Recent | First Posted

0 / 1500

Member comments together with Member Names may be used on TV and other ESPN media platforms.

Comments (1 - 2)

- TheBayou2010** (2/28/2011 at 9:36 AM) Report Violation
I'd love to try hot yoga sometime. I hope your bike & run brick went well! You're doing awesome!
- meursault13** (2/26/2011 at 11:44 AM) Report Violation
Hot yoga rocks. But don't try to have a hair do, it doesn't work. And thanks for the ab comments! I'm blushing. lol

Comments that include profanity, or personal attacks, or antisocial behavior such as "spamming" or "trolling" or other inappropriate comments or material will be removed from the site. We will take steps to block users who violate any of our terms of use. You are fully responsible for the content that you post.

Advertise on espnW.com | Sitemap | Sales Media Kit | Interest Based Ads | Corrections | Contact Us | Shop | Jobs at ESPN | Supplier Information

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Annotations:

- Main Engagement Area** (Orange box): Surrounds the article title, author information, and the main body of text.
- Modules** (Green box): Includes the 'Most Popular' list, 'Related Content' section, and 'More From This Author' section.
- Feed (espnW & ESPN.com headlines)** (Blue box): Points to the 'More from espnW' section at the bottom of the page.

Core Page Templates | Content Pages - No Article Content Series



Video Content Series

The user sees the series name above the title. They will also see a module listing all other content in the series.

The screenshot shows the ESPN website layout for an article titled "Mad for March". At the top is the ESPN logo and a navigation bar with "News & Opinion", "Features & Profiles", and "Training". Below the navigation is an "AD UNIT" placeholder. The article title "Mad for March" is followed by the date "January 10 07:46 AM ET" and author "By: Melissa Jacobs". There are social sharing buttons for Like, Show, and Tweet, and a "Comments (2)" link. The main content area contains a large "VIDEO" placeholder. To the right is a "Most Popular" section with three items: "For softball's future: On leaving the U.S. team", "Welcome to the club, Lil", and "A Seattle surprise tops a football-filled weekend". Below that is a "Related Content" section with two items: "A great coach makes the difference" and "Previews, predictions for the Final Four". A "Share" section includes Like, Show, Tweet, Email (2), and Print buttons. Below the share section is a "More from espnW" section with two items: "Hooray for hoops: A football-free Wednesday" and "Another UConn record". A "Sort comments by: Most Recent | First Posted" section is followed by a "Post Comment" button. At the bottom, there are two comments from "TheBayou2010" and "meursault13", each with a "Report Violation" link. A footer contains legal disclaimers and a "2010 ESPN Internet Ventures" notice.

This is an annotated version of the ESPN content page screenshot. It uses color-coded boxes to highlight different components:

- Main Engagement Area:** Indicated by a red box, this area includes the article title, author, date, and the main content area.
- Modules:** Indicated by green boxes, these include the "Most Popular" section, the "Related Content" section, and the "More From This Author" section.
- Feed (espnW & ESPN.com headlines):** Indicated by a blue box, this area includes the "More from espnW" section.

- Main Engagement Area
- Modules
- Feed (espnW & ESPN.com headlines)

Module Inventory

Module Inventory

Columnists



Adena Andrews
Please don't go, Ochocinco
(1/26/11)


Melissa Jacobs

Jane McManus

Amanda Rykoff

Sarah Spain

Features & Profiles Columnists



Adena Andrews
Lorem ipsum
(1/26/11)

Melissa Jacobs

Columnists

Could appear on: homepage, index/category, sub category, sports/event pages

Concept: The homepage module will include all columnists. Otherwise the module is customized by category it appears in (i.e. Features & Profiles will only show those columnists deemed by the editorial team as F&P columnists).

Automated elements: Content page links are automated to the columnist's last article.

History

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut

Past Winter X Games

Context

Could appear on: sports/event, content pages

Concept: This module can give an overview of an event or article/content series.

Automated elements: None

Top Headlines From ESPN.com

Lorem ipsum dolor sit amet, consectetur
 Lorem ipsum dolor sit amet, consectetur
 Lorem ipsum dolor sit amet, consectetur
 Lorem ipsum dolor sit amet, consectetur
 Lorem ipsum dolor sit amet, consectetur
 Lorem ipsum dolor sit amet, consectetur
 Lorem ipsum dolor sit amet, consectetur
 Lorem ipsum dolor sit amet, consectetur
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ESPN.com

Could appear on: sports/event pages

Concept: Module shows the top headlines from ESPN.com relative to the sport or event.

Automated elements: All, Need to ensure top headlines based on sport/event.

Playbook Talk

The Swing Variation

As seen by: [UNC](#), [NC State](#), [MICH](#), [WISC](#)



The Swing Variation is a play that is normally used to score and score fast. This is enabled by having the number 4 guard pick low as the number 2 guard swings through the paint and to the other side for an open shot. Look for teams running this play when bla bla bla.

Featured Play, Move

Could appear on: sports/event pages

Concept: Module shows a play, move, etc that the editor thinks may be performed in an upcoming competition. The module could have a carousel element if more than one play, move is featured.

Automated elements: None.

Featured Woman in Sports

Joan Smith

Joan Smith is an asset to her small upstate New York community. She not only coaches school teams in her spare time, but also works with her local and regional Y in order to set up leagues for less enabled young women. Joan's motto has always been "If they won't let you play, then find your own game and make sure you have more fun doing it." Without Joan there would be many young women in upstate New York that wouldn't see the how fun and empowering sports can be. Thanks Joan... from all of us.



Featured Woman in Sports

Could appear on: features & profiles index page

Concept: Module highlights a woman in sports (athlete, business person, everyday person) by including a short description of why they are being featured. If there is more than one featured woman in sports, a carousel should be used.

Automated elements: None.

Module Inventory cont.

Find a Route

09/25/2010 Route	3.99 mi
Ward's Island Roundtrip	4.12 mi
05/09/2009 Route	4.12 mi
Ward's Island Roundtrip	4.12 mi
05/09/2009 Route	4.12 mi
05/09/2009 Route	4.12 mi
05/09/2009 Route	4.12 mi

Run

[See All Near Me](#)

Find a Route


Could appear on: Homepage, Training index


Concept: Module pulls top 7 routes from MapMy. The user can select the type of route and enter their location.

Automated elements: All from MapMy


Games of the Day


1:30 PM ET

 **MIA** (30-0)

 **LAC** (12-24)

8:00 PM ET

 14 **WISC** (18-5)

 1 **OSU** (24-0)


Games

Could appear on: homepage, news & opinion index page

Concept: Module shows information for games picked by an editor. The amount of games shown should be no more than XX.

Automated elements: Game & team information once the editor selects the game to feature.

Gatorade Daily Tip

 Feeling tired or hungry? You may just be thirsty. Make sure you get at least 6 glasses of water a day. Water helps your body transport nutrients and eliminate toxins. Get tired of all the agua? Add a cucumber or lemon to jazz it up!

Gatorade Daily Tip

Could appear on: homepage, training index page, nutrition index page.

Concept: Module contains text.

Automated elements: All from Gatorade

Gatorade Tools Placeholder

[See All Nutrition](#)

Gatorade Tools


Could appear on: Training index page

Concept:

Automated elements: All

Module Inventory cont.

More From This Author

 **Melissa Jacobs**
Key matchups to watch
(2/5/11)

Blake, Jimmer and a Super-sized Sunday
(2/4/11)

Five prop bets to watch for the Super Bowl
(2/3/11)


More


Could appear on: Content page


Concept: Module shows the columnist info as well as links to their last XX articles.

Automated elements: All

Most Popular

 **For softball's future: On leaving the U.S. team**
100 people shared this.

 **Welcome to the club, Lil**
89 people shared this.

 **A Seattle surprise tops a football-filled weekend**
45 people shared this.

Most Popular/Liked

Could appear on: homepage, index page, content page

Concept: Module powered by facebook back end.

Automated elements: All

Nike Field Reporter

 **Lorem ipsum dolor sit amet**

Nike Field Reporter

 **Blog**
Lorem ipsum dolor sit amet
Feb 1, 06:54PM ET | By Author

Nike Field Reporter

Could appear on: sports/event page


Concept: Module powered by nike field reporter and could feature a video, tweet, blog or all three.

Automated elements: All

Nike Field Reporter

 **@SashaHalima** Hi Sasha, if you visit <http://go.nike.com/Nextwave>, you can see the players we've profiled. We'll be adding more.

Nike Field Reporter

 **Video**
Lorem ipsum dolor sit amet

Twitter [follow @nfr2](#)
Hey If you are interested in my job and are 18-24 yr old girl you have until monday 6/15 7p PST to apply here: <http://bit.ly/CcwZd>

Nike Field Reporter

 **Dr. J says NBA lockout is probable**
As the NFL struggles to avoid a lockout, the NBA faces a June 30 deadline of its own.

Nike Tools Placeholder

[See All Workouts](#)

Nike Tools


Could appear on: training index page

Concept:

Automated elements: All

Module Inventory cont.

Nike Workout of the Day



IMAGE

Side Plank Workout

[See All Workouts](#)

Nike Workout of the Day

Could appear on: training index page

Concept: Module powered by nike and features an image and link to a Nike site workout.

Automated elements: All

Pick of the Night

LOGO	ISU (19-8)	7:00 PM ET	TX (20-7)	LOGO 5
------	---------------	------------	--------------	-----------

Once Texas' shooting heats up they are unstoppable against the Iowa State defense.

Your Pick

Iowa State or 5 Texas? ISU TX [See Results](#)


Our Picks

Could appear on: sport/event page

Concept: Module which shows game matchup information, espnW editor's pick for the winner, and allows the user to vote and see results.

Automated elements: Game matchup information, all other information is editorially populated.

Photo of the Day [Like](#)



IMAGE

Canada's Kelsey Serwa - Winter X Games 15

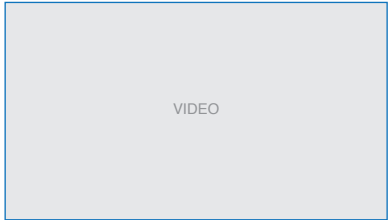
Photo of the Day

Could appear on: homepage

Concept: Module shows a photo selected by the editorial team. The photo and the link to the photo of the day photo gallery (an archive of previous photos of the day).

Automated elements: None

Play of the Week



VIDEO

[Lorem Ipsum dolor](#)


Play/Highlight of the Week

Could appear on: sport/event page

Concept: Module shows a video selected by the editorial team and a text caption of the video. Clicking the video brings the user to the content page associated with the video.

Automated elements: None

Pro's Questionnaire



Chamique Holdsclaw
Six-time WNBA All-Star and forward for the San Antonio Silver Stars Chamique Holdsclaw is talking about her giant closet, orange soda habit and admiration for the Williams sisters.

Your idea of happiness:
CH: Living life. Having peace of mind and knowing that my family is OK. Also doing what I want to do.

[Read Entire Questionnaire](#)

Pro's Questionnaire

Could appear on: features & profiles index page

Concept: Module highlights a feature from the pro's questionnaire series including pro information and a sample of the interview. Clicking the link brings the user to the full interview.

Automated elements: None

Module Inventory cont.

“Believe me, the reward is not so great without the struggle.”

-- Wilma Rudolph

Quote of the Day

Could appear on: homepage

Concept: Module shows editorially selected quote & author.

Automated elements: None

Rankings			
RK	TEAM	RECORD	PTS
1	Duke (19)	25-2	746
2	Kansas (1)	25-2	708
3	Ohio State (4)	25-2	699
4	San Diego State (3)	27-1	672
5	Texas	23-4	677
6	Pittsburgh (4)	24-3	664
7	Brigham Young	25-2	593
8	Purdue	22-5	562
9	Notre Dame	21-5	506
10	Arizona	23-4	461

[Complete Rankings >>](#)

Rankings

Could appear on: sport/event page

Concept: Module shows pulls sport/event rankings from ESPN.com. Module should be customized by sport (i.e. there are 2 polls to select from in NCAA M BB so a dropdown is present). Clicking complete rankings brings the user to the ESPN.com rankings page.

Automated elements: All

Related Content

IMAGE

News & Opinion
[NFL playoffs set, college coaches hired, fired](#)
 By: Amanda Rykoff

IMAGE

News & Opinion
[Previews, predictions for NFL divisional round](#)
 By: Melissa Jacobs

[espn.com](#) BBVA Compass Bowl: Pittsburgh 27, Kentucky 10

[espn.com](#) AT&T Cotton Bowl: LSU 41, Texas A&M 24

[espn.com](#) Kraft Fight Hunger Bowl: Nevada 20, Boston College 13

Related Content

Could appear on: content page

Concept: Module shows related espnW & ESPN.com content. Each site type has a distinct treatment. The related content list is made up of the most recent content (espn/espnW) from the same category.

Automated elements: All

Mens' College Basketball Scoreboard		
Top 25 - 02/22/11		
1:06 1st		
	Illinois	23 ESPN
	3 Ohio State	30
8:00 PM ET		
	Iowa State	Preview ESPN3
	5 Texas	Tickets
9:00 PM ET		
	16 Louisville	Preview ESPN3
	5 Rutgers	Tickets

[More Men's Basketball scores >>](#)

Winter X Games 15 Today's Schedule	
Event	Time
Snowboard Slopestyle Women's Final	10:30 a.m. - 11:15 a.m.
Skiing Skier X Men's Final	11:15 a.m. - 1:15 p.m.
Skiing Skier X Women's Final	11:15 a.m. - 1:15 p.m.
Snowmobile SnoCross Round One	11:30 a.m. - 12 p.m.
Snowmobile SnoCross Last Chance Qualifier	12:15 p.m. - 12:30 p.m.

[View Full Schedule >>](#)

Winter X Games 15 Leaderboard		
As of 01/30/11		
Snowboard Best Method		
RK	NAME	PERCENTAGE
1	Scotty Lago Watch	57%
2	Ross Powers	14%
3	Chas Guldemond	11%
Women's Ski SuperPipe Results		
RK	NAME	BEST
1	Sarah Burke Watch	91.33
2	Brita Sigourney Watch	86.00
3	Chas Guldemond Watch	84.00

[View All Results >>](#)

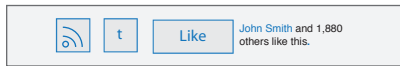
Scoreboard/Schedule

Could appear on: sport/event page

Concept: There are several different variations of the module in order to account for different sports and events. Clicking any of the data links brings the user to the relevant ESPN.com page. Clicking View All in any module type brings the user back to the ESPN.com scoreboard/schedule page.

Automated elements: All data is automated. The editor must select the appropriate score module to fit the relevant sport/event.

Module Inventory cont.

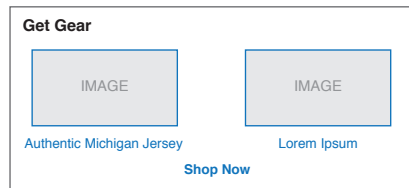


Sharing Tools

Could appear on: Should appear on all pages of the site.

Concept: Module includes the ability to follow the RSS Feed, follow W on Twitter and Like W (the site overall).

Automated elements: All.

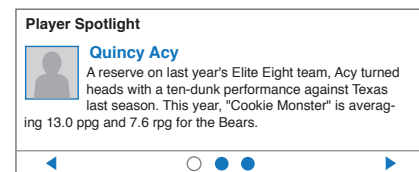


Shop Gear

Could appear on: sport/event page

Concept: Module highlights items from the relevant sport/event store. Clicking an item or Shop Now brings the user to the relevant store site/page.

Automated elements: All.

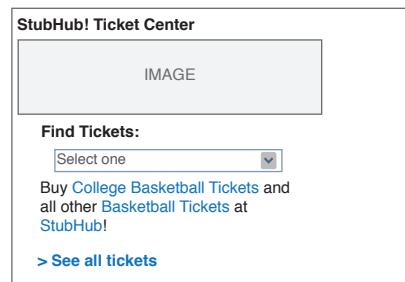


Spotlight

Could appear on: sport/event page

Concept: Module highlights a player/athlete with picture, link, and editorial description. Clicking the link brings the user to the relevant ESPN.com player/athlete page. If more than one player/athlete is featured, a carousel should be used.

Automated elements: The editor will be responsible for the description and selecting the player.



StubHub Tickets

Could appear on: sport/event page

Concept: Module allows the user to get stubhub tickets for an event/sport

Automated elements: All



Team to Watch

Could appear on: sport/event page

Concept: Module shows team information and short editorial description.

Automated elements: Team logo/data, otherwise all other information is editorially driven.

Module Inventory cont.

The World According to Us

IMAGE

Canada
Women's Curling Preempts March Madness
Many people contend that there is little to distinguish the United States from Canada. But our neighbors to the north are not without their quirks -- like preempting NCAA tournament coverage to show women's curling.

See article at:
<http://www.articlelink.com>

[See All World According to Us](#)

The World According to Us

Could appear on: features & profiles index

Concept: Module shows a map with story locations plotted on it. There is always an active location/story. As the user either scrolls through or clicks on different locations on the map, a new active location is highlighted on the map, and new location/story information appears in the text area below.

Automated elements: None

Things to do Near You

Kipaboo Camp
Kinnelon, New Jersey
27 March 2011

Lorem Ipsum
Lorem Ipsum
Monroe Township, New Jersey
27 March 2011

Lorem Ipsum
Lorem Ipsum
Purchase, New York
07 April 2011

Lorem Ipsum
Brooklyn, New York

Outdoors

[See All Near Me](#)

Things to do near you (defaulted)

Could appear on: homepage, sport/event page, training index page

Concept: Module pulls activities from active.com based on activity type and location. On the homepage & the training index page, the activity type defaults to Any. On the sports/events page, the Activity Type should default to the sport the user is viewing.

Automated elements: All

This Week in Women's Sports

January 9, 1811
The first known women's golf tournament is held at the Musselburgh Golf Club in Scotland. The tournament was played among the local fishwives on a putting course. They competed for a creel and skull (fishing basket and head-dress) and two silk handkerchiefs from Barcelona. Established in 1774 the Musselburgh Golf Club is the fifth oldest golf club in the world.

IMAGE

This Week in Women's Sports

Could appear on: homepage, features & profiles index page

Concept: Module shows content about a particular week in women's sports.

Automated elements: None

Top Game

LOGO III (17-10) 7:00 PM ET OSU (25-2) LOGO 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

[Full preview at ESPN.com](#)

Top Game

Could appear on: Sport/event page

Concept: Module highlights a game happening in the related sport including team match up information (if available) and editorial content. Clicking Full preview would bring the user to the ESPN.com preview article.

Automated elements: Team match up information

Module Inventory cont.


Offensive Leaders


Points Assists Field Goal %

POINTS	PPG
1. Jimmer Fredette , BYU	27.2
2. Marshon Brooks , PROV	24.4
3. Adrian Oliver , SJSU	23.9
4. Andrew Gonzales , HBU	23.5
5. Andrew Goudelock , CofC	23.4

[Complete Leaders](#)

Top Performers

 [Jimmer Fredette](#), BYU
24.4 PPG
65% FGP

 [Marshon Brooks](#), PROV
24.4 PPG
65% FGP

 [Marshon Brooks](#), PROV
24.4 PPG
65% FGP

[Complete Leaders](#)

Top Performers

Could appear on: Sport/event page

Concept: Module highlighting players/athletes who have the best stats. There are variations in display depending on sport.

Automated elements: All data, editorial choose which module to use and which stats to pull.


Chatter Box Follow #TOM

What we're talking about...

Diana Taurasi terminated in Turkey

Diana Taurasi might not be able to represent the United States at the 2012 London Olympics. Taurasi, one of the best players in the history of women's basketball, faces a ban of up to two years for testing positive for a banned stimulant following a November game for her Turkish club Fenerbahce.

Featured Comment

 [Username1](#) 1/5/2011 at 4:34 PM
All I know is Russia was not happy that Diana moved to Turkey. That plus other odd things I have heard about international leagues make me wonder. Would I question it if it was anyone else, I am not sure. Maybe I am just too much of a fan to believe that she would do that.

Chatter Box Follow #TOM

What we're talking about...

Diana Taurasi terminated in Turkey

Diana Taurasi might not be able to represent the United States at the 2012 London Olympics. Taurasi, one of the best players in the history of women's basketball, faces a ban of up to two years for testing positive for a banned stimulant following a November game for her Turkish club Fenerbahce.

Your Take

Did Diana Taurasi get duped?

Yes

No

Topic of the Moment

Could appear on: homepage, news & opinion index page, sport/event page, subcategory page

Concept: Module highlights a espnW story, some descriptive information about it and either a poll related to the story or a featured user comment about the story. Voting on a poll for the first time brings the user to the story page to see the poll results. After voting, everywhere they see the module they'll see the results version.

Clicking on the hashtag brings the user to the twitter stream. Clicking on the title brings the user to the content page and clicking the username brings the user ESPN.com public profile.

Automated elements: Poll Results, All other elements are controlled by editorial.

Chatterbox Follow #TOM

What we're talking about...

Diana Taurasi terminated in Turkey

Diana Taurasi might not be able to represent the United States at the 2012 London Olympics. Taurasi, one of the best players in the history of women's basketball, faces a ban of up to two years for testing positive for a banned stimulant following a November game for her Turkish club Fenerbahce.

Your Take

Did Diana get duped?

Yes 51%

No 49%

UStream G Fit Team SPONOR LOGO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Submit your question:

Your Question

Your Name

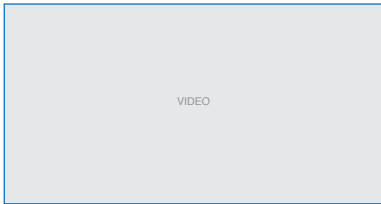
Your Email Address

5 Days 10 Hours 20 Minutes Remaining

UStream G Fit Team SPONOR LOGO

And the winner is....

Tara Smith (NY, NY)!



[Check out Tara's story](#)

UStream G Fit Team

Could appear on: Training Index, Nutrition pages

Concept: Two modules that highlight the ustream g fit question. Once a question winner is selected, the module updates to have a video of the winner/segment and a link to their story.

Automated elements: Information from Gatoradev.

Module Inventory cont.

What We're Reading
ESPN.COM Serena Williams undergoes treatment for blood clot in lungs >>
USA TODAY Past, future of U.S. women's gymnastics to meet in Florida >>
ESPN.COM Gymnastics case stirs debate on sports, religion >>
BUSINESS WEEK Women's College World Series gets dressing rooms >>
ESPN.COM Wife of former Braves closer Mark Wohlers saves family from fire >>

What We're Reading

Could appear on: homepage, news & opinion index

Concept: Module contains links to articles that the espnW editorial team thinks are interesting from other sites.

Automated elements: None

The World According to Us
IMAGE
Canada Women's Curling Preempts March Madness Many people contend that there is little to distinguish the United States from Canada. But our neighbors to the north are not without their quirks -- like preempting NCAA tournament coverage to show women's curling.
See article at: http://www.articlelink.com
See All World According to Us

World According to Us

Could appear on: features and profiles index page

Concept: Module Pulls in a static map image and one editorial selected story, photo, or video description from the feed. .

Automated elements: Map Image, See All link, Item from feed is editorially selected but content is automated.

Your Take
Is Matt Hasselbeck doing better than before?
<input type="radio"/> Yes
<input type="radio"/> No
<input type="submit" value="Submit"/>

Your Take
Is Matt Hasselbeck doing better than before?
<input type="checkbox"/> 51%
Yes
<input type="checkbox"/> 49%
No

Your Take

Could appear on: homepage, index pages, sport/event page, content page

Concept: Module contains a poll. If the user votes they see the results each time they return to the page.

Automated elements: None

Main Engagement Area Inventory

Main Engagement Area Inventory




News & Opinion
Lorem ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
By: Melissa Jacobs

1 Feature

Could appear on: homepage, index pages, sports/event page


Concept: Highlights one feature story.

Automated elements: None



ISU
(19-8)

vs.




TX
(20-7)

7:00 PM ET
Austin, TX



News & Opinion
Iowa State vs. Texas Preview
Lorem ipsum dolor sit amet, consectetur adipiscing Vestibulum euismod metus eget ipsum adipiscing Quisque vel neque mauris, vel scelerisque arcu. Nun fringilla ante. Ut blandit, eros ac imperdiet dignissim, metus consectetur ante, eu tempor felis enim in ipsum.
Mar 12, 06:54PM ET | By Sarah Spain

Our Pick
Texas
Once Texas' shooting heats up they are unstoppable against the Iowa State defense.

Your Pick
Iowa State or 5 Texas? ISU TX

**Play to Watch For**
Swing Variation
Texas
Normally used to score and score fast. This is enabled by having the number 4 guard pick low as the number 2 guard swings through the paint and to the other side for an open shot.

Players to Watch

	Hamilton, TX 24.4 PPG 65% FGP		Garrett, ISU 20.6 PPG 55% FGP
---	-------------------------------------	---	-------------------------------------

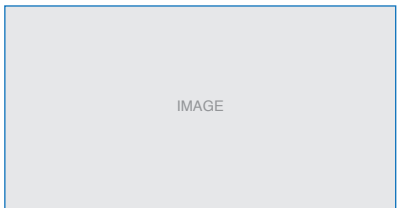
◀ ○ ● ● ▶

Sports/Event Feature


Could appear on: sports/event page


Concept: Highlights important games, selected by the editorial team, by showcasing editorial information regarding the match up.

Automated elements: Team match up information.



Training
A UCONN Shooting Drill
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse
By: Author

**Section Title**
What makes Maya Moore so good?

**Section Title**
What does Serena each for breakfast?
By: Author

**Section Title**
Review of the Nike ABC Running Shoe
By: Author

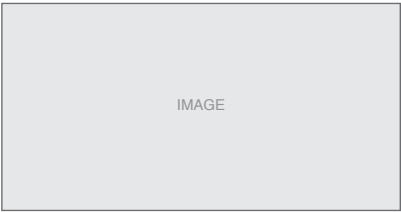
Main Story, 3 Features

Could appear on: homepage, index pages, sports/event page

Concept: One story is featured as the top story, and 3 additional story are featured to the right.

Automated elements: None

Main Engagement Area Inventory cont.



IMAGE

News & Opinion

Aspen White Out

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
By: [Melissa Jacobs](#)

Winter X Games 15 Today's Schedule

Event	Time
Snowboard Slopestyle Women's Final	10:30 a.m. - 11:15 a.m.
Skiing Skier X Men's Final	11:15 a.m. - 1:15 p.m.
Skiing Skier X Women's Final	11:15 a.m. - 1:15 p.m.
Snowmobile SnoCross Round One	11:30 a.m. - 12 p.m.
Snowmobile SnoCross Last Chance Qualifier	12:15 p.m. - 12:30 p.m.

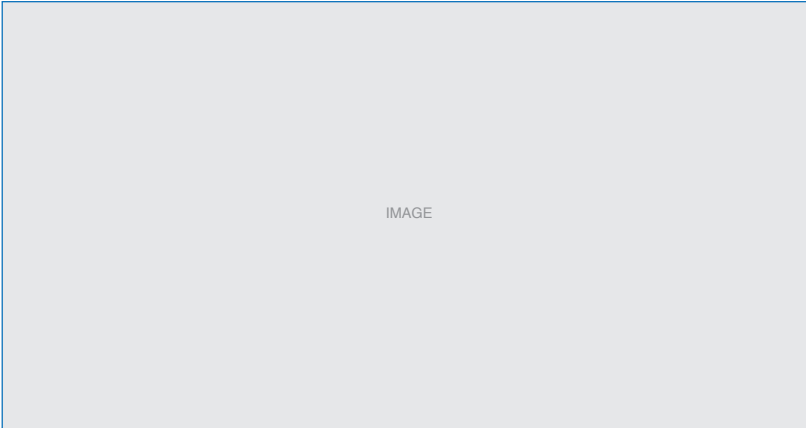
[View Full Schedule >>](#)

Main Story, Free Module

Could appear on: index pages, sports/event page

Concept: One story is featured and additional data/editorial content (in this case schedule) is pulled into the featured area.

Automated elements: Any ESPN.com data/content (in this example schedule)



IMAGE

News & Opinion

A Seattle surprise tops a football-filled weekend

If you predicted the Seahawks would be the only home team to win this weekend, then we're in awe. More on the playoffs, a near UConn women's loss and the cheesiness of bowl games, in a weekend edition of About Last Night.

By: [Melissa Jacobs](#)

War Treatment

Could appear on: homepage, index pages, sports/event page

Concept: One story is featured

Automated elements: None

myESPN



- News & Opinion
- Features & Profiles
- Training
- Nutrition

AD UNIT

TRAINING



A UCONN Shooting Drill

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse By: Author



What makes Maya Moore so good?

Like John Smith and 1,880 others like this.



What does Serena each for breakfast?
By: Author

AD UNIT



Review of the Nike ABC Running Shoe
By: Author



Core and Stability Training for Beginners

Feb 1, 06:54PM ET | By Author

Nike Workout of the Day



Looking for a Tennis Racket? Check this one out.

Feb 1, 06:54PM ET | By Author

Side Plank Workout



Injury Prevention: What to do for those Runners' Knees

Feb 1, 06:54PM ET | By Author

Things to do Near You

Kipaboo Camp

Kinnelon, New Jersey
27 March 2011

Lorem Ipsum

Lorem Ipsum
Monroe Township, New Jersey
27 March 2011

Lorem Ipsum

Lorem Ipsum
Purchase, New York
07 April 2011

myESPN Personalize

- Michigan Wolverines - NCAA FB
• Mattson's mission: Restore Michigan D
• Schlabach: Torrents of spring
- Michigan Wolverines - NCAA M BB
Last Game - 2/26: Michigan 70 @ Minnesota 63 (Final)
Next Game: Michigan State vs. Michigan Saturday 3/5 @ 2:00 PM ET CBS
- Bill Simmons
• B.S. Report: Chuck Klosterman, Part 1
• B.S. Report: Chuck Klosterman, Part 2

MyEsn

MyESPN is persistent footer that is anchored to the bottom of the page. The states (i.e. opened, closed) might change, however the footer should always be visible to the user even as the user scrolls up and down.

myESPN | States

Not Logged In

[Sign Up](#) to myESPN to personalize your sports information

Logged In, No Favorites Selected

[Set Up](#) your Favorites to see them here

Logged In, Has favorites, Closed State

myESPN 

Logged In, Has favorites, Open State



myESPN [Personalize](#) 

-  **Michigan Wolverines - NCAA FB**
 - Mattison's mission: Restore Michigan D
 - Schlabach: Torrents of spring
-  **Michigan Wolverines - NCAA M BB**
 - Last Game - 2/26: Michigan 70 @ Minnesota 63 (Final)
 - Next Game: Michigan State vs. Michigan Saturday 3/5 @ 2:00 PM ET CBS
-  **Bill Simmons**
 - B.S. Report: Chuck Klosterman, Part 1
 - B.S. Report: Chuck Klosterman, Part 2



Not Logged In

When the user has not logged into their myESPN account, they will see an option to Sign Up available. Clicking brings up the log in/sign up lightbox.

Logged In, No Favorites Selected

If the user is logged into their myESPN account but has not yet selected any favorites they will see a set up option. Clicking brings the user to the appropriate section on ESPN.com to set up favorites.

Logged In, Has favorites, Closed state

If the user has logged into their account, set up favorites, but has chosen to minimize the footer, they will see a collapsed version that includes the option to expand the footer again.

Logged In, Has favorites, Open state

If the user has logged into their myESPN account, set up favorites, they will see their favorites in the footer. Favorites include all items from ESPN.com (teams, players, contributors, sports, etc). If the user has more than 3 favorites, the footer will allow pagination.


Columnist



Bill Simmons

- B.S. Report: Chuck Klosterman, Part 1
- B.S. Report: Chuck Klosterman, Part 2

Player, in season




Blake Griffin

PPG	RPG	BPG
22.9	12.5	0.5

Next Game: Rockets vs. Clippers Wednesday 3/2 10:30 PM ET NBA TV


Player, not in season



Aaron Rodgers

- Clayton: Addressing lingering questions from 2010 season
- Aaron Rodgers, meet Ellen DeGeneres

Sport



NFL

- Sources: Jets will bring back Tomlinson in 2011
- Source: Washington, Seahawks reach new deal

Team, in season




Michigan Wolverines - NCAA M BB

Last Game - 2/26: Michigan **70** @ Minnesota **63** (Final)

Next Game: Michigan State vs. Michigan Saturday 3/5 @ 2:00 PM ET CBS



Team, not in season



Michigan Wolverines - NCAA FB

- Mattison's mission: Restore Michigan D
- Schlabach: Torrents of spring



Team Rivals, in season

Rivals - NCAA M BB

- Mich St: 2/26 Mich St **70** @ Penn State **65** (Final)
- Next Game - OSU: 2/27 OSU **80** @ Wisconsin **88** (Final)



Team Rivals, not in season

Rivals - NCAA FB

- OSU: Jim Tressel to miss first five games
- OSU: Ohio State's Jim Tressel increases suspension to five games



Columnist

If a user has selected a columnist(s) as a favorite they will see a module for each columnist favorited. Each module has the columnist name (linked to either the columnist's espn/espnw page) as well as links to their 2 most recent articles.

Player, in season

If a user has selected a player(s) as a favorite they will see a module for each player favorited. If the sport the player participates in is 'in season', each module shows the player name (linked to the player's ESPN.com page), the top stats, and when the player/athlete will be competing next.

Player, not in season

If a user has selected a player(s) as a favorite they will see a module for each player favorited. If the sport the player participates in is not 'in season', each module shows the player name (linked to the player's ESPN.com page) and links to the 2 most recent articles related to the

Sport

If a user has selected a sport(s) as a favorite they will see a module for each sport favorited. Each module shows the player name (linked to the sport's ESPN.com page) and links to the 2 most recent articles related to that sport.

Team, in season

If a user has selected a team(s) as a favorite they will see a module for each team favorited. If the sport the team participates in is 'in season', each module shows the team name (linked to the team's ESPN.com page), the outcome of the previous game (linked to the relevant espn/espnw article), and information pulled from ESPN.com search regarding the team's next competition.

Team, not in season

If a user has selected a team(s) as a favorite they will see a module for each team favorited. If the sport the team participates in is not 'in season', each module shows the team name (linked to the team's ESPN.com page), and links to the 2 most recent articles for that team.

Team Rivals, in season

Rivals will be chosen by the user in their MyESPN preferences. The chicklet will show one line for the most recent search result from their rivals (either last game or story) and another result from their next opponent (either last game of story).

Team Rivals, not in season

Rivals will be chosen by the user in their MyESPN preferences. The chicklet will show the 2 most recent articles for the rivals selected.

Navigation Options

Navigation Options

No Dropdown



Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum

1 Column Dropdown



Lorem Ipsum ▼ Lorem Ipsum ▼ Lorem Ipsum ▼ Lorem Ipsum ▼ rem Ipsum ▼

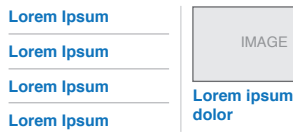



- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

2 Column Dropdown



Lorem Ipsum ▼ Lorem Ipsum ▼ Lorem Ipsum ▼ Lorem Ipsum ▼ rem Ipsum ▼



- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
-  IMAGE
Lorem ipsum dolor

No Dropdown

This option shows the default navigation without dropdowns added. Clicking brings the user to the related index page.

1 Column Dropdown

This option shows the one column, traditional dropdown approach. Index page links are in the nav bar and sub category page links are listed in the dropdown.

2 Column Dropdown

This option shows the two column, 'mega' dropdown approach. Index page links are in the nav bar and sub category page links are listed in the column on the left. The column on the right showcases an editorially selected related article.

Near Me



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News & Opinion | Features & Profiles | Training ▼

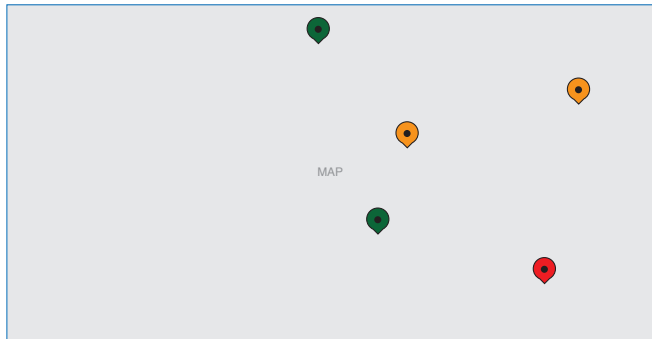
Workouts | Nutrition | **Near Me** | Discussions

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Activity Type: | Near: | Within: | [Search](#)

Dates: to | [Search](#)



50 Results [← previous](#) | [1](#) [2](#) [3](#) [4](#) [5](#) | [next →](#)

- Sort By: [Date](#) | [Distance](#) | [Most Popular](#)
- Ossining Recreation** 400 views
Ossining, NY
07 March 2011 @ 10:00 AM
★★★★☆ Based on 4 Ratings
 - The Figure in Space with William Bailey (Q3)** 400 views
New York, NY
07 March 2011 @ 10:00 AM
★★★★☆ Based on 14 Ratings
 - Mini Picassos S2** 100 views
Rye, NY
07 March 2011 @ 10:00 AM
★★★★☆ Based on 2 Ratings
 - Flute Duo- coach: D. Wechsler, MON** 20 views
Brooklyn, NY
07 March 2011 @ 10:00 AM
★★★☆☆ Based on 1 Rating
 - National Teenage Basketball Day 1!** 100 views
Bronx, NY
08 March 2011 @ 11:00 AM
★★★★★ Based on 15 Ratings

[RSS](#) [t](#) [Like](#) John Smith and 1,680 others like this.

- ### Most Popular
- For softball's future: On leaving the U.S. team**
100 people shared this.
 - Welcome to the club, Lil**
89 people shared this.
 - A Seattle surprise tops a football-filled weekend**
45 people shared this.

AD UNIT

Training Columnists

- Jessica Mandoza**
Winter workout doldrums? Stay classy (2/2/11)
- Lorem Ipsum**



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Activity Type:
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 Within:
[Search](#)

Dates: to

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Sort By: [Date](#) | [Distance](#) | [Most Popular](#)

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Ossining, NY
07 March 2011 @ 10:00 AM
★★★★☆ Based on 4 Ratings

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400 views
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Rye, NY
07 March 2011 @ 10:00 AM
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100 views
- Flute Duo- coach: D. Wechsler, MON**
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Exclusive Offers for [Go](#) Powered by Gilt

The Bar Method
Up to 60% Off Three Classes or Unlimited Monthly Pass
There exists a fat-blasting, calorie-burning exercise routine that combines the benefits of physical therapy with the dance techniques...
[More Details >](#)

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Training Columnists

Jessica Mandoza
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[Lorem Ipsum](#)



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Type

For

Near

Distance

Within

[Search](#)

50 Results « previous | 1 2 3 4 5 | next »

Sort By: [Distance](#) | [Most Popular](#)

- Esplanade 101019 - Run** 400 views

New York, NY

Distance: 2.91 mi

Hills: High
- Central Park Reservoir Approach - Run** 400 views

New York, NY

Distance: 3.52 mi

Hills: Medium
- Boathouse hill - Run** 150 views

New York, NY

Distance: 3.65

Hills: Low
- Aron Hall Carolinas - Run** 50 views

New York, NY

Distance: 3.75 mi

Hills: Medium
- Frustration Ride - Bike** 400 views

New York, NY

Distance: 4.5 mi

Hills: High

John Smith and 1,880 others like this.

Most Popular

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IMAGE

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Training Columnists

Jessica Mandoza ▲

Winter workout doldrums? Stay classy (2/2/11)

Lorem Ipsum ▼



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50 Results « previous | 1 2 3 4 5 | next »

Sort By: [Distance](#) | [Most Popular](#)

	Esplanade 101019 - Run New York, NY Distance: 2.91 mi Hills: High	400 views
	Central Park Reservoir Approach - Run New York, NY Distance: 3.52 mi Hills: Medium	400 views
	Boathouse hill - Run New York, NY Distance: 3.65 Hills: Low	150 views
	Aron Hall Carolinas - Run New York, NY Distance: 3.75 mi Hills: Medium	50 views
	Frustration Ride - Bike New York, NY Distance: 4.5 mi Hills: High	400 views

Like

John Smith and 1,680 others like this.

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Training Columnists

Jessica Mandoza

Winter workout doldrums? Stay classy (2/2/11)

▲

Lorem Ipsum

▼

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Discussions



Welcome, JANE | Password: | ESPN.com

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AD UNIT

DISCUSSIONS

Welcome: likehow22

[Training Discussions](#) > great article about losing inches vs. pounds

Page: 1 Replies: 10 Views: 299

[Read ESPN's message board rules here.](#)

great article about losing inches vs. pounds

Username1 Post #1: Mar 26, 23:12:29 [Quote](#) [Report Violation](#)

Total Posts: 407
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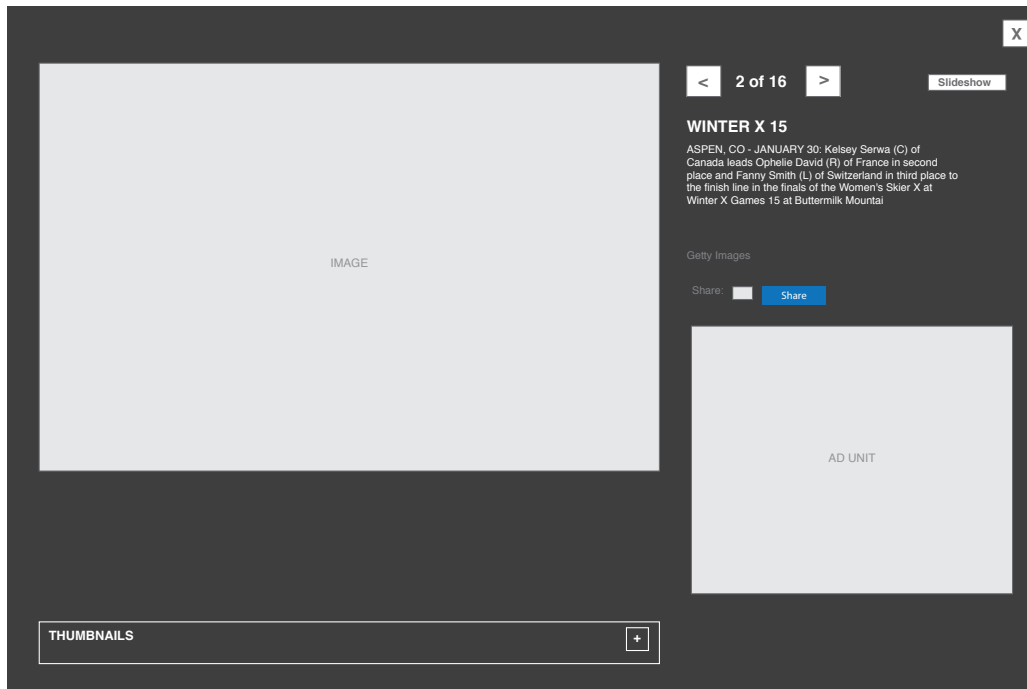
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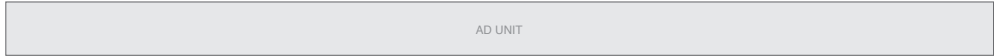


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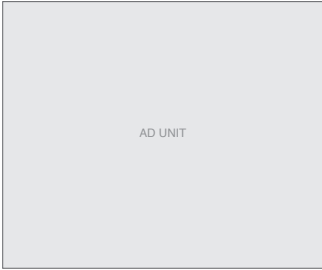
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Adena Andrews

Adena is a writer for espnW. She worked at ESPN the Magazine and NBA.com for three seasons before joining espnW. A proud USC grad, she also edits for Nike Women and Nike Running. You can follow her on Twitter @adena_andrews.

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Marly leads product and sales/revenue strategy for espnW. She loves the Buckeyes, Cavs and Browns.



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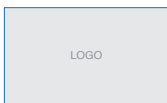
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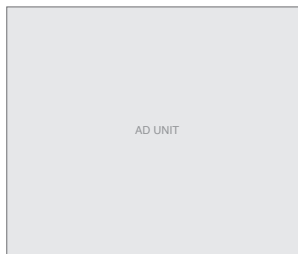
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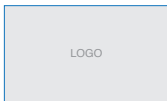
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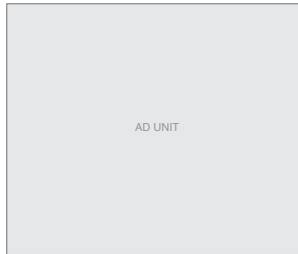
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