

DETAILED WIREFRAMES

DROGA5 | PROJECT: JAY-Z/BING | 09/08/10

TWITTER PAGE (one of many entry points)



QUESTIONS:

If twitter is a major component where will contest announcements be made from?

<http://twitter.com/JayZ>

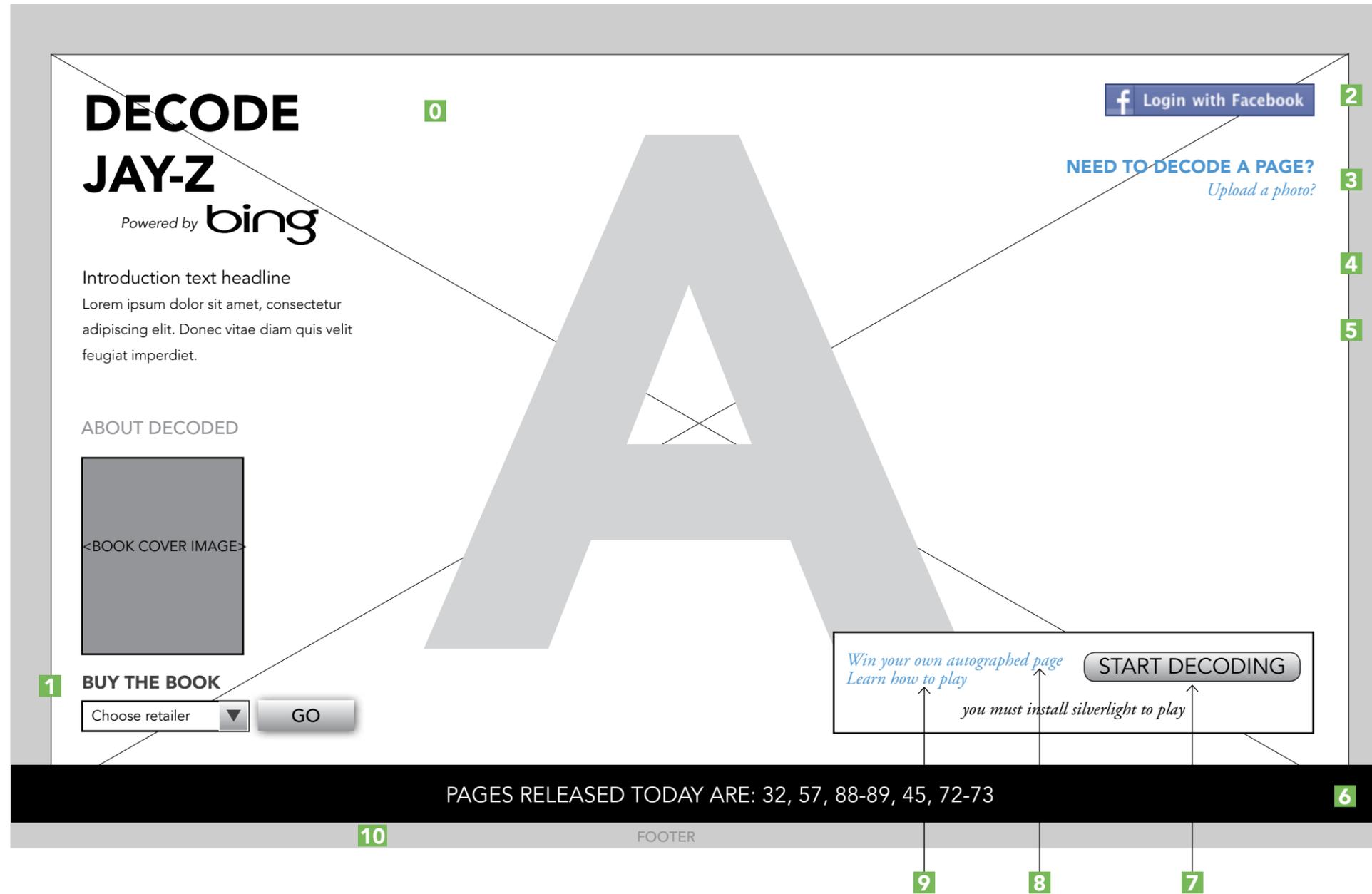
<http://twitter.com/RocNation>

What is the custom short URL format? The assumption is that we'll need unique URLs for each page. If the user has installed Silverlight clicking the unique URL will take them directly to the map view with the relevant clue visible.

This example uses "bit.ly/DECODEJayZ<page#>"

L1u: Gateway page - anonymous, lo-fi HTML version

The landing page highlights the book release, describes the game and the user experience



- 0 BACKGROUND - Branding imagery

- 1 BUY THE BOOK - drop down menu contains the links to these four retailers:
 - bn.com
 - borders.com
 - amazon.com
 - indiebound.com

- 2 FACEBOOK CONNECT - Starts FB registration, or log, in see userflow 2

- 3 NEED TO DECODE A PAGE UPLOAD A PHOTO - Both take you to the contest default page (with respective menus open?)

- 4 GAME STATUS - removed

- 5 DEMO - removed

- 6 GATEWAY PAGE HTML NEWS TICKER - Simple updates manually input by admin

- 7 START DECODING - Main call to action starts the Silverlight installation, userflow 1

- 8 PRIZE PAGE - what you could win, links to page: O2

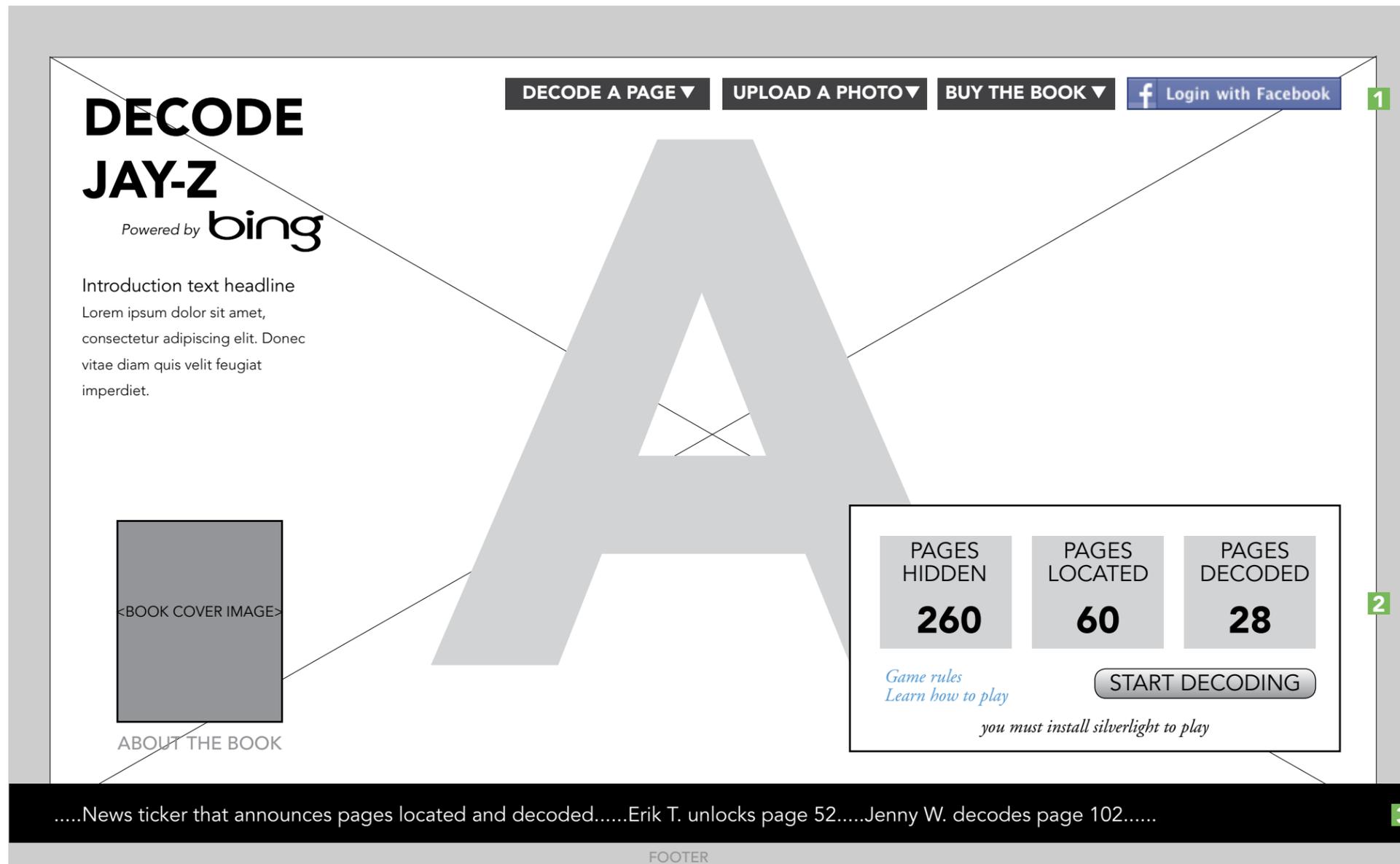
- 9 LEARN HOW TO PLAY - Instructions and game rules, links to page: O3

- 10 FOOTER - TBD should include: copyright, legal information and links to partners.

*Informational representation of interface only, not a visual representation.
Size, location and layout of elements may likely change during visual design.*

L1u: Gateway page - anonymous, hi-fi HTML version

The landing page highlights the book release, describes the game and the user experience



1 GLOBAL NAV- see page 8 for description

2 GAME STATUS - Updated automatically from game data

3 TICKER - the latest pages located and decoded and the users who found them. See page 9 for details

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SL - Silverlight landing page

LOGOS/BRANDING

DECODE A PAGE ▾ UPLOAD A PHOTO ▾ BUY THE BOOK ▾  Login with Facebook

Expand to book view >>



... CLUE 1 ...
“Right, yo, we wild out in this city, styled on haters..”

52&53

KNOW THE ANSWER?
Search the map 

NEED SOME HELP?

PAGES HIDDEN: 260 PAGES LOCATED: 60 PAGES DECODED: 28

[Game rules](#)
[Learn how to play](#)



.....News ticker that announces pages located and decoded.....Erik T. unlocks page 52.....Jenny W. decodes page 102.....

FOOTER

Notes:

See userflow 1 Silverlight Installation and Vertigo’s “best practices doc”

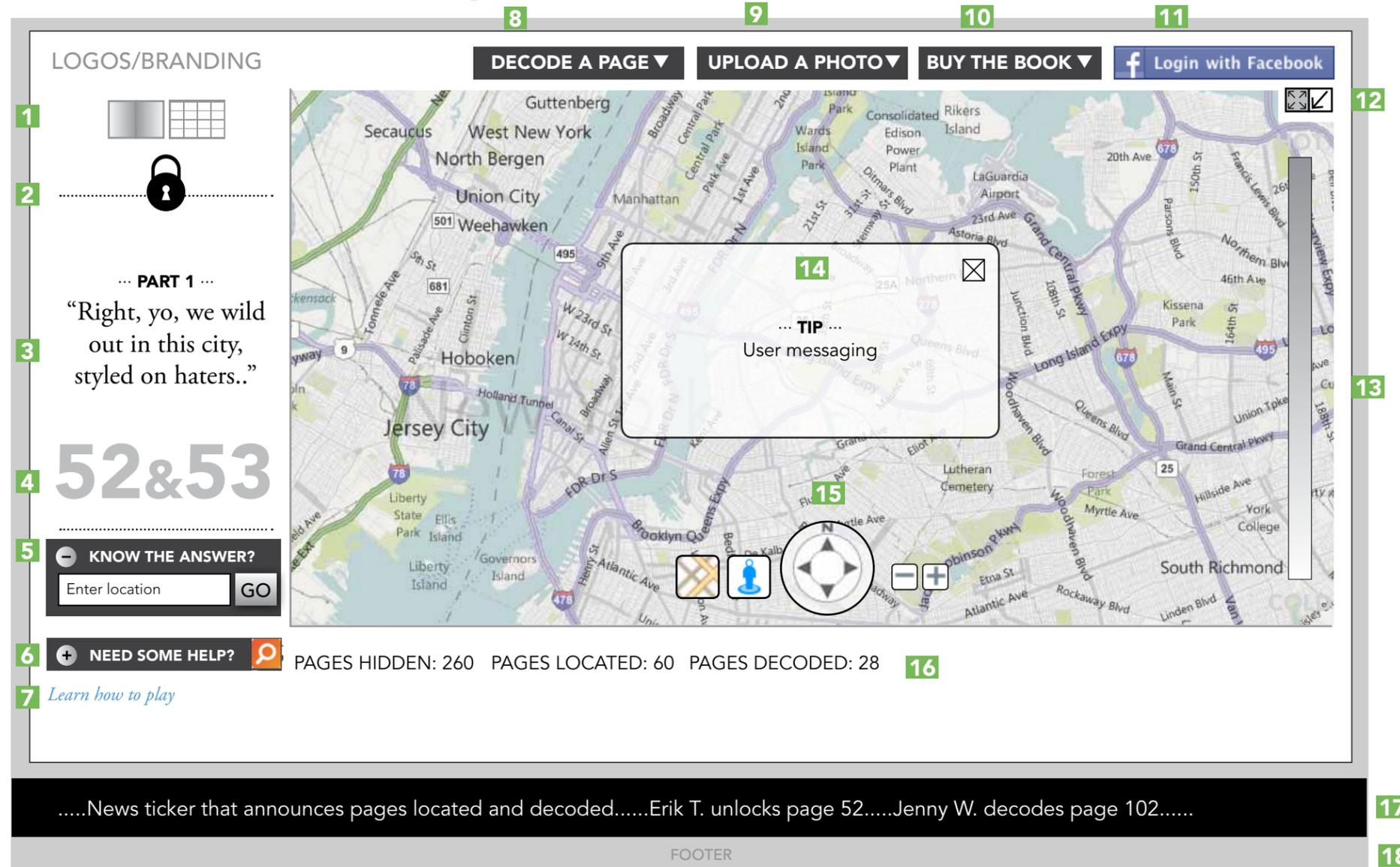
FOR VISUAL DESIGN:

Each condition will need it’s own background image

Silverlight badge is fully customizable.

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G1u - Contest page - default view, anonymous



1 BOOK MODULE ICONS - clicking the book icon expands the book layer to the page the user is viewing the clue for. Clicking the grid icon opens the grid with the page at the center of the grid.

2 PAGE STATUS - Shows whether the page has been located or not. This status should be based on all players trying to solve this clue.

3 CLUE, PART 1 - A Part 1 clue answer is always a region (neighborhood, borough, city, state, etc.)

New user default view: clue will be randomly chosen from a list of unanswered clues.

Returning, authenticated user: view will be where the user left off, last visit

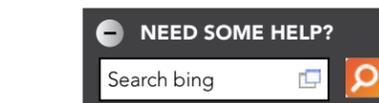
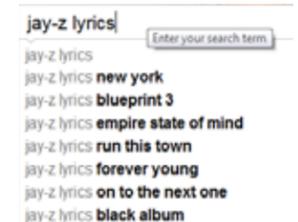
Returning anonymous user: system will remember user last view if it's within the same session. Alerts TBD.

4 PAGE NUMBER - This is the anchor of the game; the clues, photo uploads are all associated to the RW hidden page. The user must be able to recognize and identify this number at all times during play

5 ANSWER BOX - Is the main search control, on default view: open. User can open or close the control at will



6 BING WEB SEARCH CONTROL - Secondary search control, on default view: closed. Should use bing's auto-populated search keyword suggestions



7 LEARN HOW TO PLAY - Instructions and game rules, links to page: 03

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G1u - Contest page - default view, anonymous, continued

- 8 DECODE A PAGE -**
Claim a real world page **TBD**
QUESTION: Help icons link to help page, or display in a layer?

- 9 UPLOAD A PHOTO -** users can post photos of the pages they've found in the real world and get more bragging rights

- 11 USER PROFILE -**
From FB acct:
- Profile photo
- Username: <Firstname><L>ast initial
- Current city
- Hometown
Log out of FB Connect
Collected at registration:
- Cell phone # (hidden from other users)
Game play: Player Stats, pages located, pages decoded

USER PROFILE STATES

A. profile anonymous

B. profile menu authenticated, closed, 0 accomplishments

B.1 profile menu authenticated, closed, 6 new accomplishments

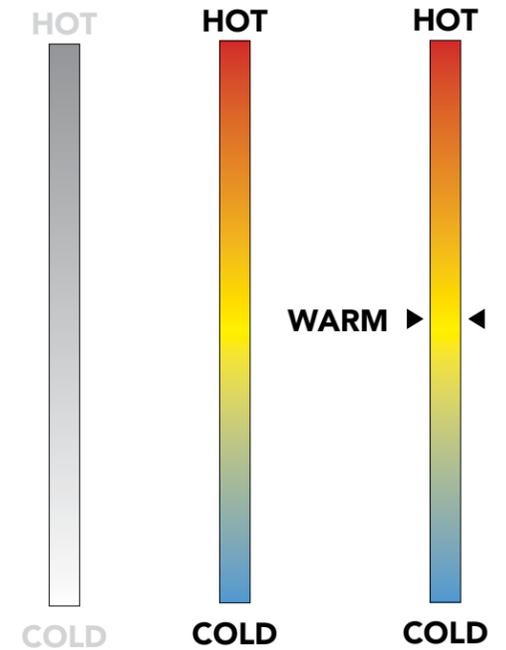
Expand toggles show pages found, with scroll, if needed. Clicking on pages links to that page in the book module.

C. profile menu authenticated, opened, new accomplishments, highlighted

- 10 BUY THE BOOK -** drop down menu contains the links to four retailers, see Gateway page callout 1 for full list

- 12 MINI MAP CONTROL & FULL SCREEN-** existing bing map functionality

- 13 PROXIMITY ALERT -** a visual aid that communicates the users proximity to the page beacon. The meter is inactive at the default view. Becomes active once the user starts searching for locations on the map.



QUESTION: How will we define the different states; cold, warm, hot?

- 14 TIP LAYER -** Messaging for the user

- 15 MAP NAVIGATION -** existing bing map functionality.

QUESTION: should we remove streetside trigger at the top level of the game?

- 16 GAME STATUS -** Where the game stands, pages hidden, pages located online and decoded in the real world

- 17 TICKER -** the latest pages located and DECODED and the users who found them.

DISPLAY: As each page is located, capture and display here with Username and page #

As each page is DECODED capture and display here with Username and page #

- 18 FOOTER - TBD** should include: copyright, legal information and links to partners.

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D. User's public profile

C.1 profile menu authenticated, opened. After viewing once, accomplishments are no longer highlighted

G1u - Contest page and SERP

LOGOS/BRANDING

DECODE A PAGE ▾ UPLOAD A PHOTO ▾ BUY THE BOOK ▾ Login with Facebook

... PART 1 ...

“Right, yo, we wild out in this city, styled on haters..”

52&53

KNOW THE ANSWER? NEED SOME HELP?

jay-z lyrics

jay-z lyrics new york

jay-z lyrics blueprint 3

jay-z lyrics empire state of mind

jay-z lyrics run this town

jay-z lyrics forever young

jay-z lyrics on to the next one

jay-z lyrics black album

PAGES HIDDEN: 260 PAGES LOCATED: 60 PAGES DECODED: 28

.....News ticker that announces pages located and decoded.....Erik T. unlocks page 52.....Jenny W. decodes page 102.....

FOOTER

Notes:

In this view the user doesn't know the answer and expands the Bing search field, the search results launch a second browser window. The search results should have the Jay-Z ecard results with song previews, etc.

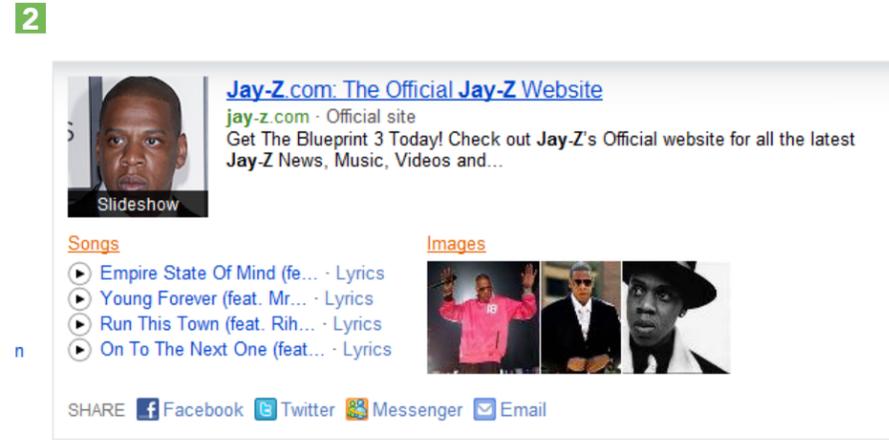
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G1u - Contest page and SERP, continued

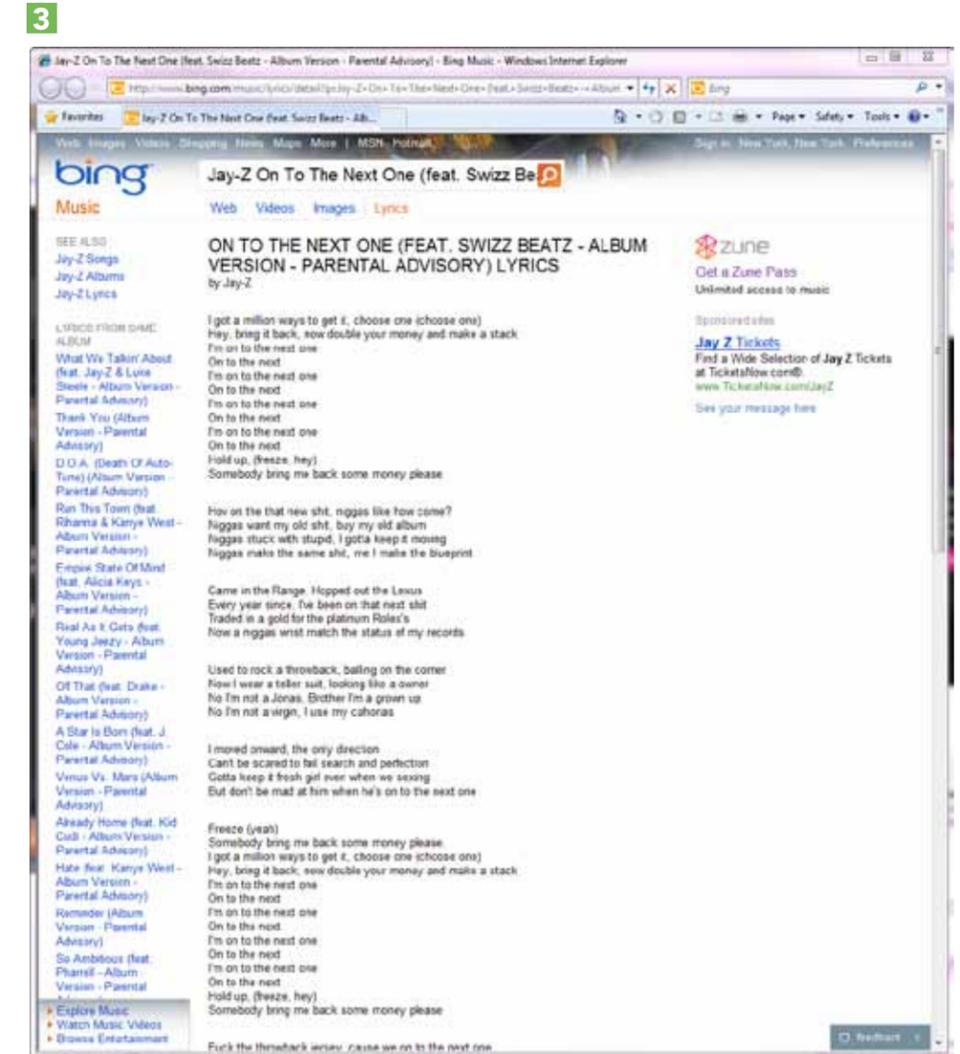


1 BING SERP - when a player uses the bing search engine module on the game page, the search engine results page (SERP) displays in a another browser window. A Jay-Z ecard should display at the top of the page, regardless of the users search query. The users search query should appear in the search field and the appropriate results should appear under the ecard.

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2 ECARD - this is the bing "ecard"



3 LYRICS RESULTS - user can click on "VIEW LYRICS" from the zune player and this generates another browser window.

G2u - Contest page - user solves first clue

The screenshot shows the G2u contest interface. At the top, there are navigation buttons: "LOGOS/BRANDING", "DECODE A PAGE", "UPLOAD A PHOTO", "BUY THE BOOK", and a "Login with Facebook" button. On the left, there is a "PART 2" section with a clue: "Eat a Salad at the home of Most Kings." Below this is a "52&53" display and a "KNOW THE ANSWER?" field containing "Las Vegas". A "NEED SOME HELP?" button is also present. The main area is a map of Las Vegas with a blue shaded region (the "clue area") around the city. A notification box in the center of the map says: "... GOOD WORK ... You've solved the first clue, answer clue 2 to find the page". To the right of the map is a "HOT/COLD" meter, currently showing "WARM". At the bottom, a news ticker reads: ".....News ticker that announces pages located and decoded.....Erik T. unlocks page 52.....Jenny W. decodes page 102.....".

1 CLUE, PART 2 -
A Part 2 clue answer leads you to the page beacon, either in streetside or birdseye view, when streetside is not available.
QUESTION: How will we determine the level of "birdseye". Check out GeoHack http://toolserver.org/~geohack/geohack.php?pagename=Marcy_Houses¶ms=40.697_N_-73.951_E_ and click on birdseye view in the bing maps section (very cool!)

2 CLUE AREA
The clue area is a delineated region based on the answer of the level one clue. This example shows "Las Vegas" as the answer and the resulting visual.

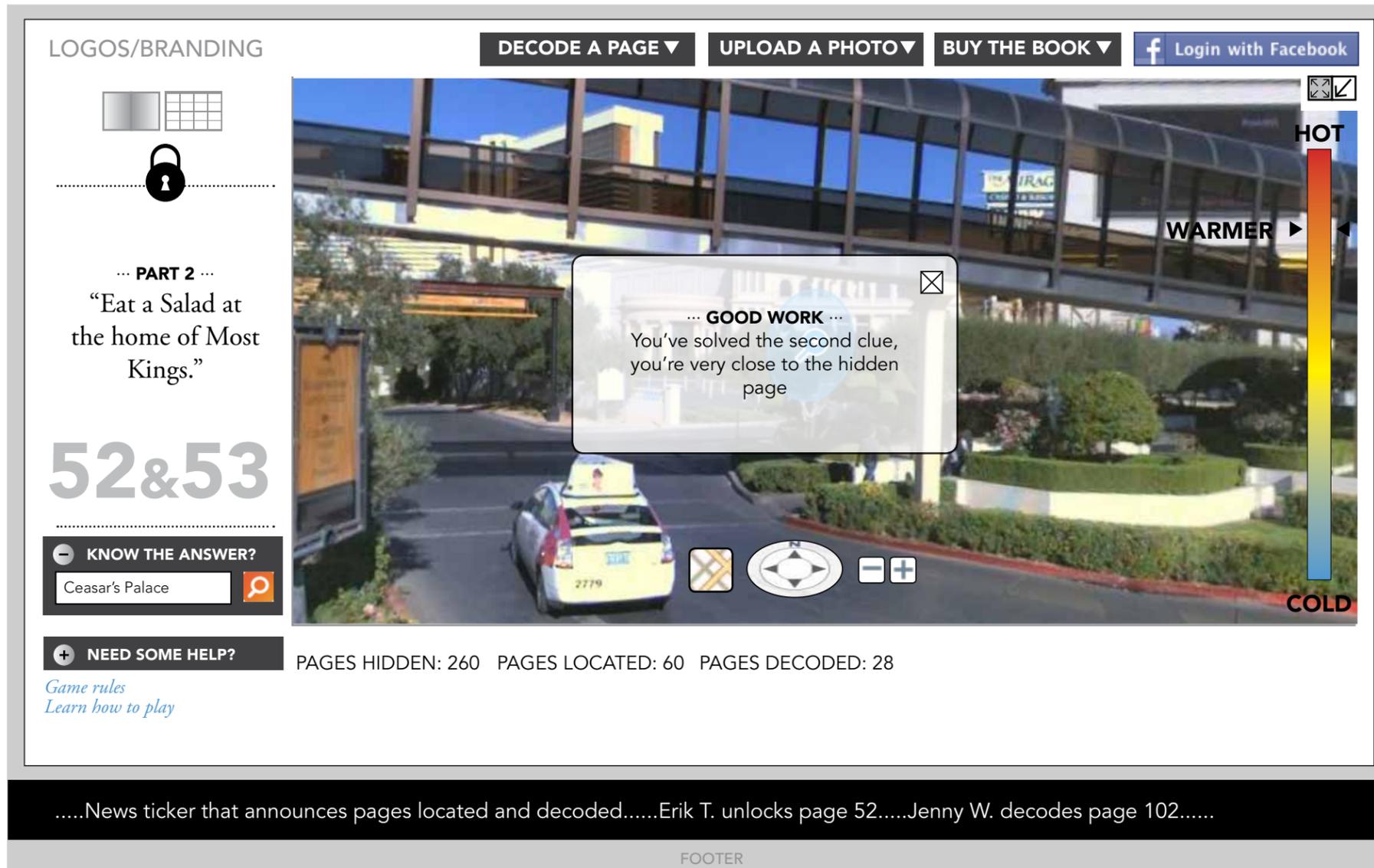
Notes:

User has found the answer to clue 1 and inputs it into the map search field

Clue 2 loads with the "clue area" outlined

The HOT/COLD meter should adjust to appropriate point

G3u - Contest page - user solves second clue



Notes:

User inputs the answer to the second clue. Map zooms in and loads Streetview. User is notified that they have successfully answered the second clue.

G3u - Contest page- page beacon located

LOGOS/BRANDING

DECODE A PAGE ▾ UPLOAD A PHOTO ▾ BUY THE BOOK ▾ Login with Facebook

... PART 2 ...
"Eat a Salad at the home of Most Kings."

52&53

KNOW THE ANSWER?
Caesar's Palace

NEED SOME HELP?

PAGES HIDDEN: 260 PAGES LOCATED: 60 PAGES DECODED: 28

Game rules
Learn how to play

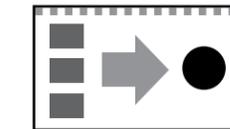
...News ticker that announces pages located and decoded.....Erik T. unlocks page 52.....Jenny W. decodes page 102.....

FOOTER

Notes:

User has located the page beacon and must click on it to claim the page. This will automatically change the status of the page to "located." If the user chooses not to click on the beacon or does not complete Facebook registration, then the status remains "clue released."

Login with Facebook



G3u - Contest page- FB registration activated

LOGOS/BRANDING

DECODE A PAGE ▾ UPLOAD A PHOTO ▾ BUY THE BOOK ▾ Login with Facebook

... PART 2 ...
 "Eat a Salad at the home of Most Kings."
 52&53

KNOW THE ANSWER?
 Caesar's Palace

NEED SOME HELP?
[Game rules](#)
[Learn how to play](#)

PAGES HIDDEN: 260 PAGES LOCATED: 60 PAGES DECODED: 28

Connect with Facebook

Connect DECODE JAY-Z with Facebook to interact with your friends on this site and to share on Facebook through your Wall and friends' News Feeds.

Bring your friends and info
 Publish content to your Wall

Email:
 Password:

By using Girls Guide To, you agree to DECODE JAY-Z To Terms of Service.

Sign up for Facebook Connect Cancel

...News ticker that announces pages located and decoded.....Erik T. unlocks page 52.....Jenny W. decodes page 102.....

FOOTER

Notes:

User cannot access page beacon or claim page without registering. In this example user closes tip layer and clicks on page beacon. They are in an anonymous state and are prompted to log in or register with Facebook. If user chooses to cancel registration they cannot continue with the game.

QUESTION: I think the Facebook registration actually appears in another browser window. Can we verify?

Request for Permission

Cool Social App requires certain permissions in order to work. Are you comfortable allowing Cool Social App to do the following?

- Access my public information**
Includes name, profile picture, list of friends, and all other public parts of my profile
- Send me email**
Cool Social App may email me directly at example@gmail.com
[Change](#)
- Access my profile information**
Birthday

Cool Social App
 ★★★★★
 Report Application

Allow Don't Allow

ONE MORE THING

To DECODE real world pages you need to register your mobile number. To share info with other players give us your twitter URL.

Enter 10-digit #
 Enter twitter URL

SKIP SUBMIT

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G3u - Contest page- page beacon open

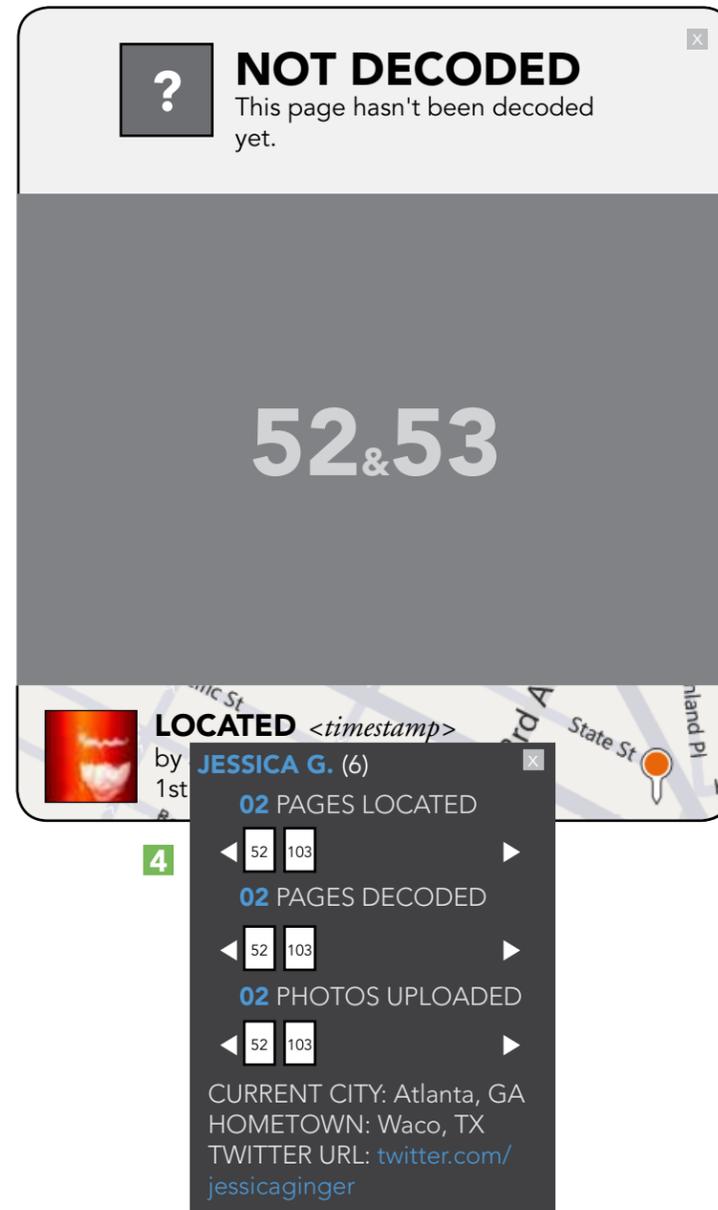
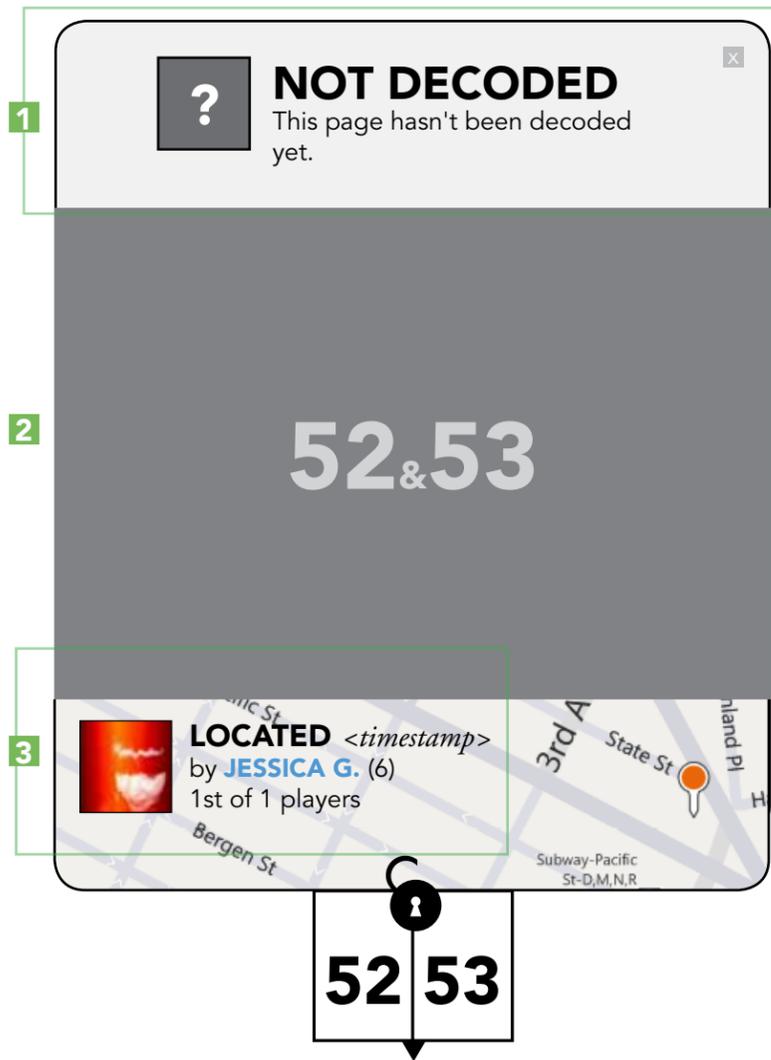
The screenshot displays the G3u contest interface. On the left sidebar, there is a 'LOGOS/BRANDING' section with a grid icon, a '2' in a green box, and a padlock icon. Below this is a clue: '... PART 2 ... "Eat a Salad at the home of Most Kings."'. The main title '52&53' is prominently displayed. Below the title are two buttons: 'KNOW THE ANSWER?' with a search icon and 'NEED SOME HELP?' with a plus icon. A search bar contains the text 'Caesar's Palace'. At the bottom of the sidebar, there are links for 'Game rules' and 'Learn how to play'. The main content area features a map of Caesar's Palace with a heatmap overlay. A '52&53' beacon is located on the map. A 'NOT DECODED' dialog box is open, stating 'This page hasn't been decoded yet.' A 'CONGRATULATIONS' dialog box is also open, stating 'You're the first player to locate this page!'. A 'LOCATED' notification shows 'by JESSICA G. 1st of 1 players'. A heatmap on the right side of the map shows a color gradient from blue (COLD) to red (HOT). The top navigation bar includes buttons for 'DECODE A PAGE', 'UPLOAD A PHOTO', 'BUY THE BOOK', and '<USER N.> (1)'. At the bottom, a news ticker reads: '.....News ticker that announces pages located and decoded.....Erik T. unlocks page 52.....Jenny W. decodes page 102.....'. A 'FOOTER' label is visible at the very bottom.

- 1 CLICKING PAGE BEACON (CONT.)- If a user is authenticated clicking a page beacon it opens to reveal the page status. In this example, this is the first user to located the page.
- 2 PAGE STATUS - The page status has updated to show that the clue has been solved and the page located and claimed.

PAGE BEACON STATES

A.1 User is first to LOCATE page
A.2 Page has not been DECODED.

B.1 Any user after the first clicks on page beacon
B.2 Page has not been decoded
B.3 User clicks on players username, see callout 4



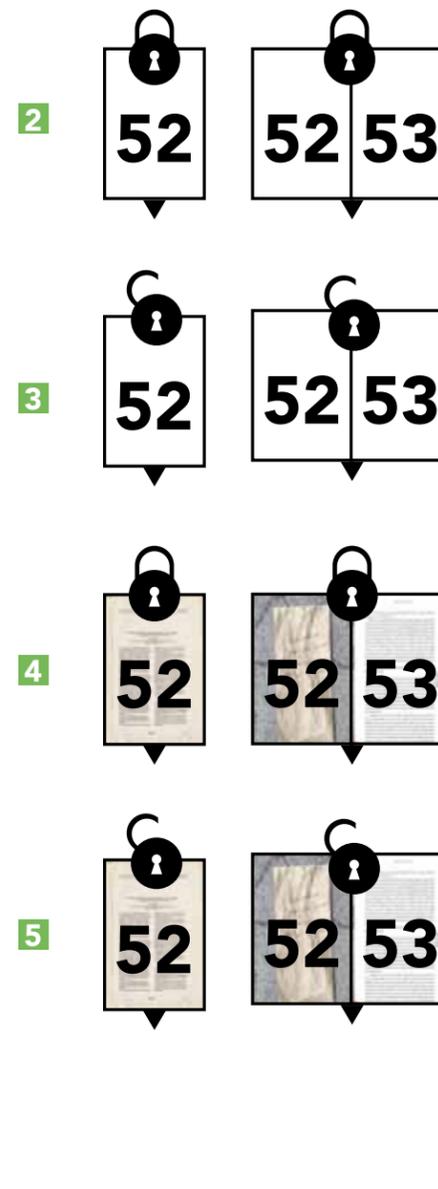
- 1 REAL WORLD STATUS - Shows if the page has been DECODED in the real world, who DECODED it first and how many total players have DECODED the page. Username is linked user profile
- 2 REAL WORLD PHOTO - Shows when the real world page has been DECODED, displays professional photograph
- 3 ONLINE GAME STATUS - Shows if the page has been located on the map, who located it first and how many total players have located the page. Username is linked user profile
- 4 USER PROFILE - See page 7, 11.D

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PAGE BEACON STATES

C.1 First user to click on page beacon
C.2 Page has been decoded

SINGLE PAGE EXAMPLE

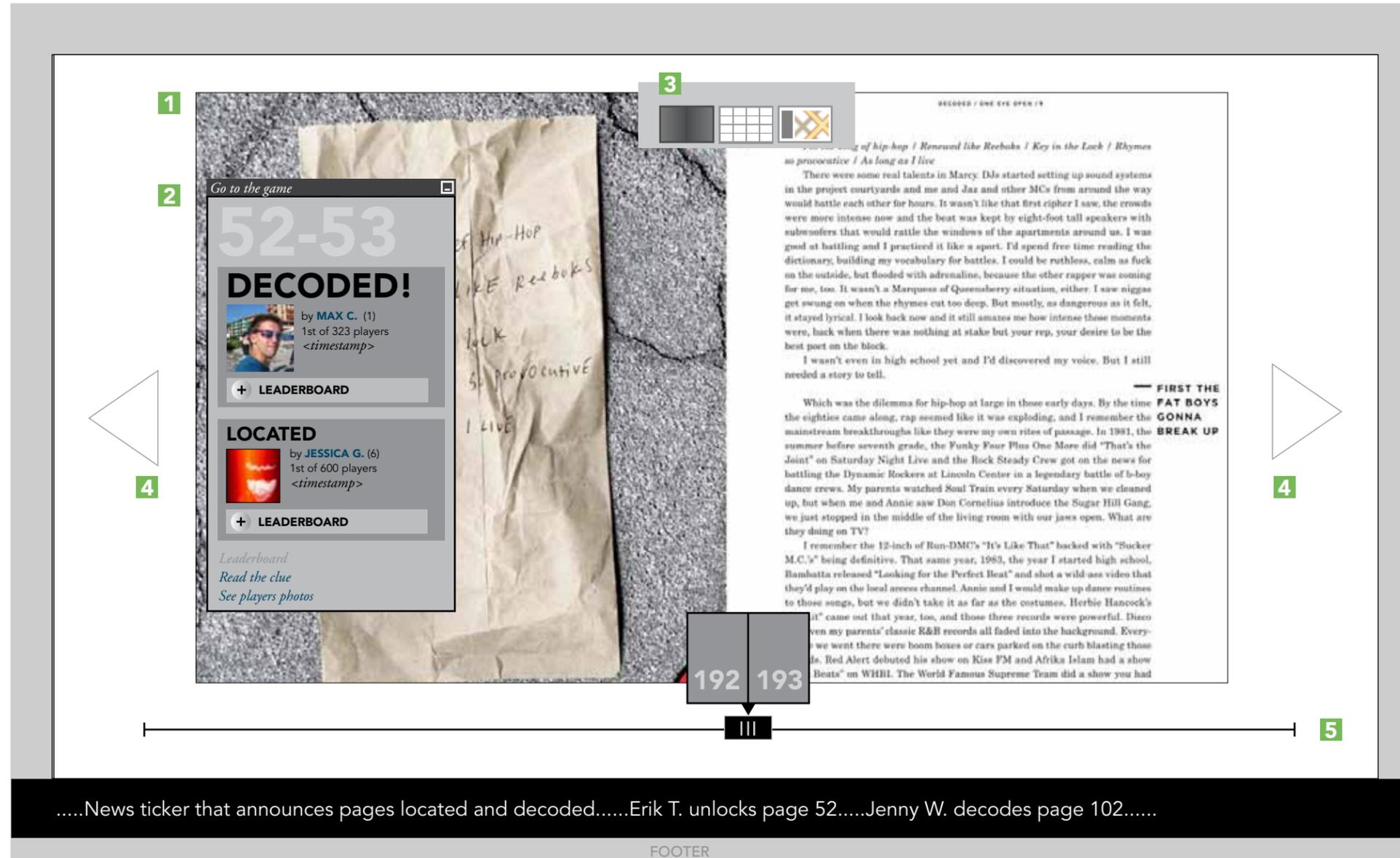


- 1** NUMBER OF PLAYERS LINK - Number of other players links to Leaderboard card state in the book module.
- 2** PAGE BEACON STATE: CLUE RELEASED - Page beacons are only available on the map, once the page has been released. Page beacons will appear in a "locked" state until a user solves the clues, locates the page beacon and clicks on it. Pages in the real world can be found and DECODED before they're located on the map in this case display state **4**
- 3** PAGE BEACON STATE: PAGE LOCATED - This shows the state where a user has solved the clues, located the page and clicked on the page beacon, claiming the page. It will display in and "unlocked" state telling other players the clues have been solved. If the real world page has been DECODED then display state **5**

Note: the page beacon should the page as it is in the real world, as a single or double page spread.

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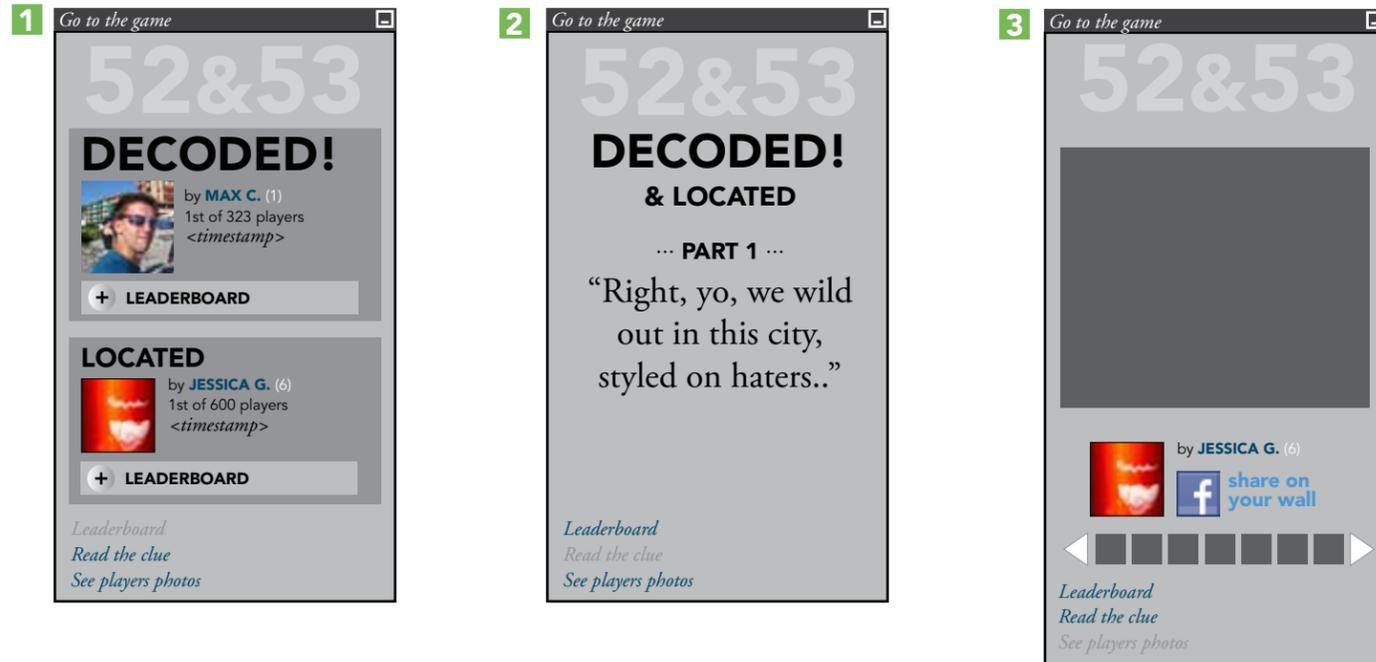
BM: book module, expanded, major components



- 1 BOOK - Photograph of real world page would appear here once the page has been DECODED. Pages can appear as single or double page spreads, this example is a double page spread
- 2 PAGE INFO BOX - Appears once the page has been released. Has three sections, in this wireframe manifestation each section appears independently: leaderboard section (pictured here), clue section, and user photos, also called "gallery section." See page x for details
- 3 EXPERIENCE TOGGLES- The book trigger reveals the book module. The grid trigger reveals the page grid view. The map trigger reveals the game map, showing the default view of the page the user is viewing in the book (Clue Part 1, map centered on NYC.)
- 4 BOOK PAGE PREV/NEXT- acts a previous and next buttons for book pages.
- 5 BOOK PAGE SLIDER- By clicking and dragging the handle the thumbnails preview each page spread. This allows user to movie quickly through the book pages and can find where they'd like to go in the book with both page numbers and a visual reference

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BM: book module, page info box



1 LEADERBOARD - Shows the state of the page similarly to the page beacon, however with a focus on players. See detail on page 20

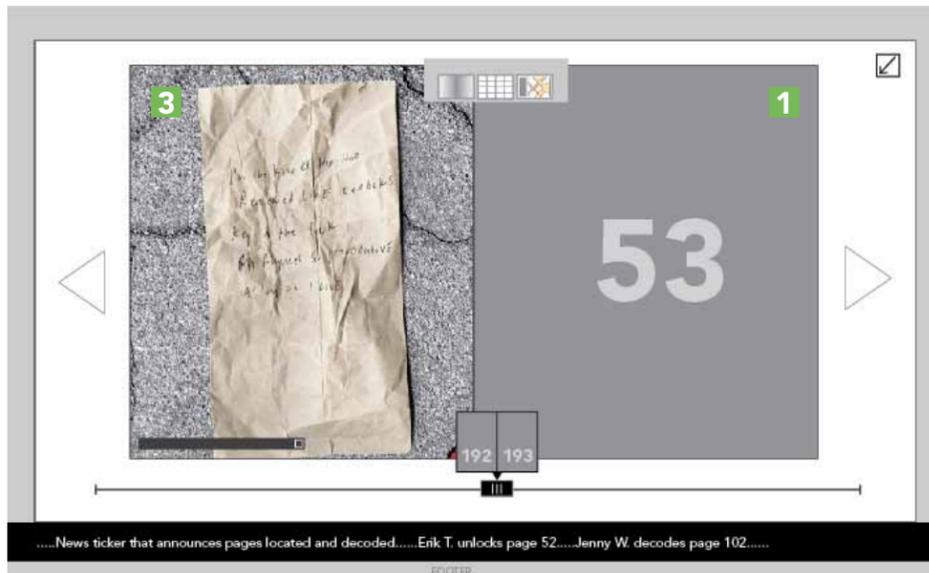
2 CLUE - Shows Clue Part 1 for the page. See detail, page 21

3 USER GALLERY - Photos uploaded by players will be displayed here. See detail, page 21

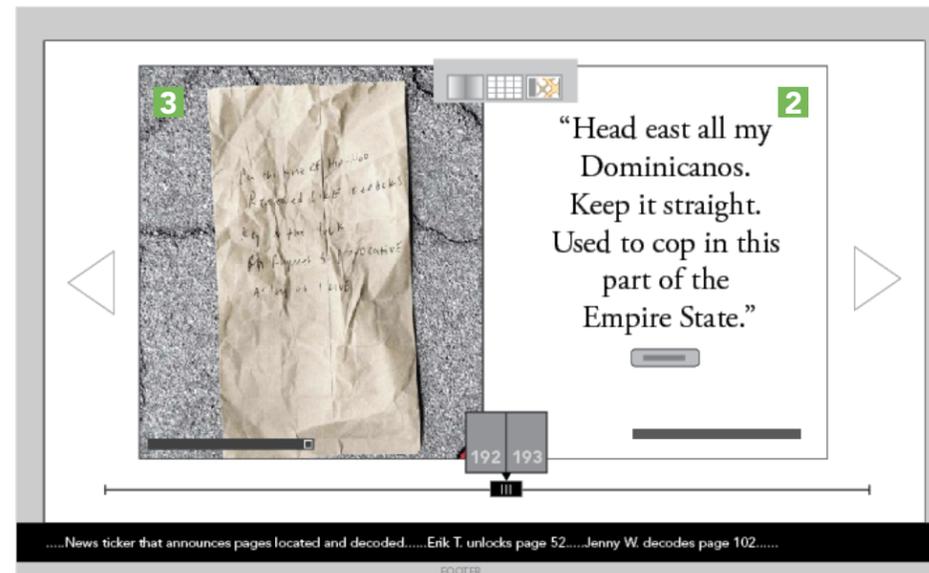
BM: book module, page state examples

Notes:

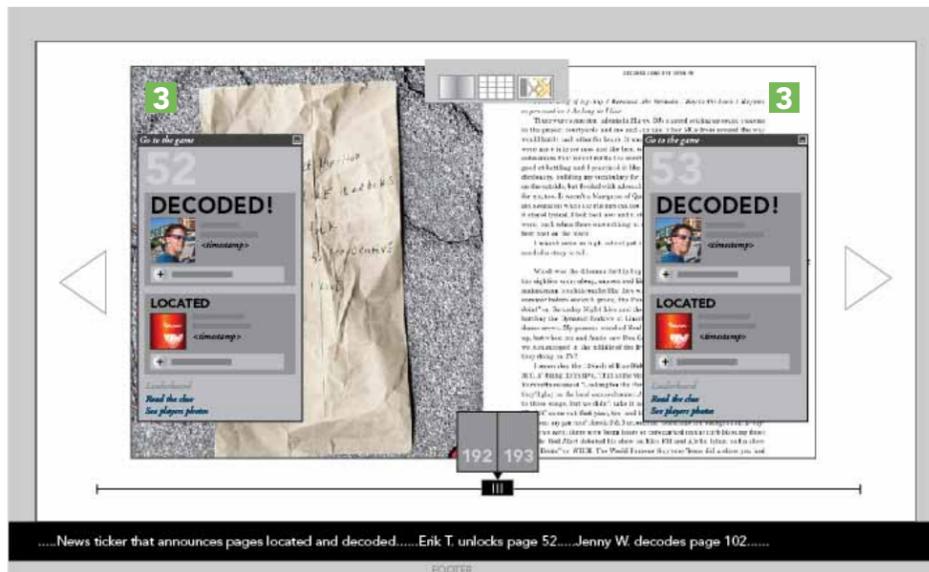
For the book pages, only the following page states are relevant from a display perspective



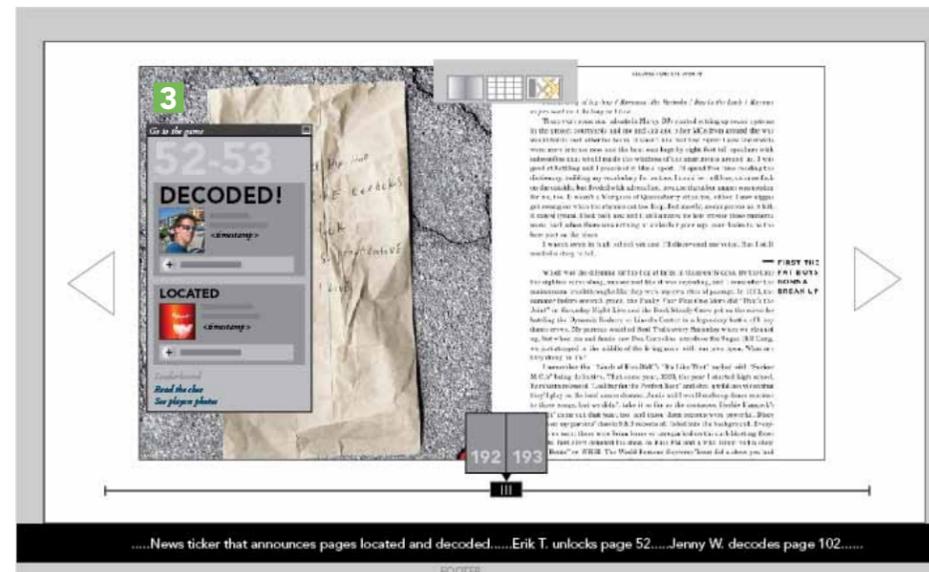
A. Represents two single pages. The left page state is decoded. The info box is minimized. The right page state: has not released.



B. Represents two single pages. The left page state is decoded. The info box is minimized. The right page state: clue has been released. The info box is minimized.

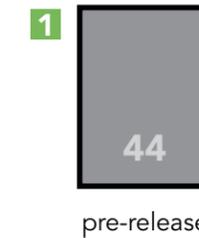


C. Represents two single pages. The left page state is decoded. The info box is maximized. The right page state: is decoded. The info box is maximized.



D. Represents a double page spread. The page state is decoded. The info box is maximized.

1 PRE-RELEASE - There is no content to display on the page. The info box is not available.



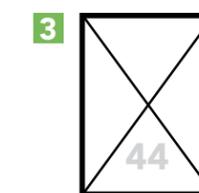
pre-release

2 CLUE RELEASED - The clue takes the place of the page content. The info box is available, but minimized.



clue released

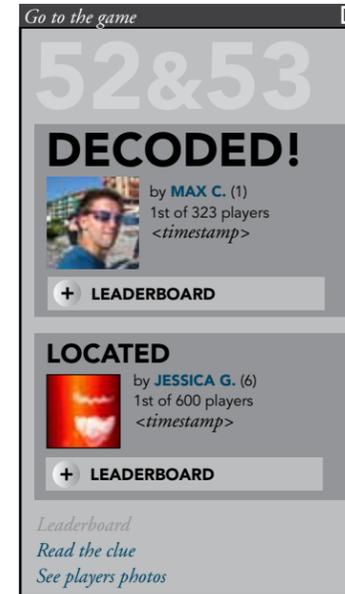
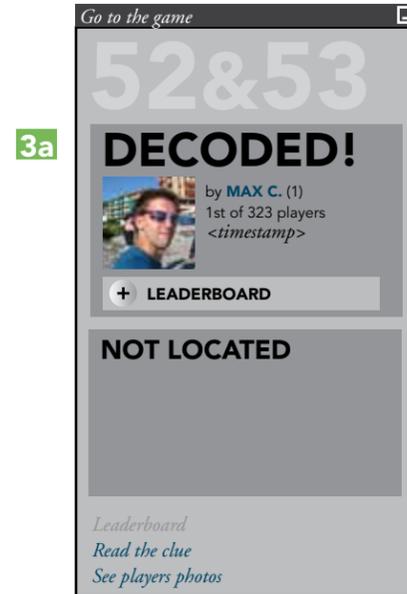
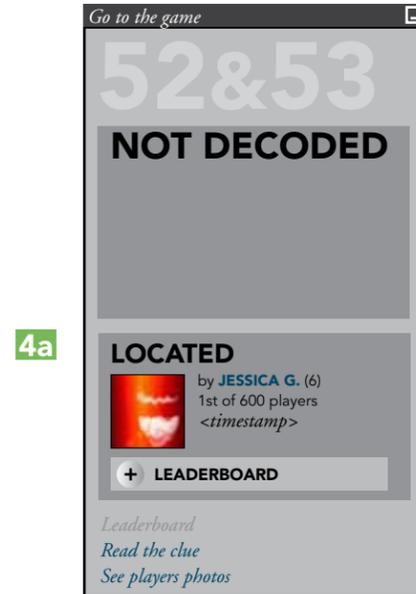
3 PAGE DECODED - Pages have real world photos in place of the pages. Info box should be expanded



decoded

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BM: book module: info box: leaderboard states



- 1 MINIMIZE BAR AND GAME LINK - The minimize functionality is not necessary, but the idea is that the info box could be moved out of the way if it takes up too much space. Game link goes to the map view for this page, with Part 1 of the clue as the default
- 7 The info box is minimized to just the bar in this example.

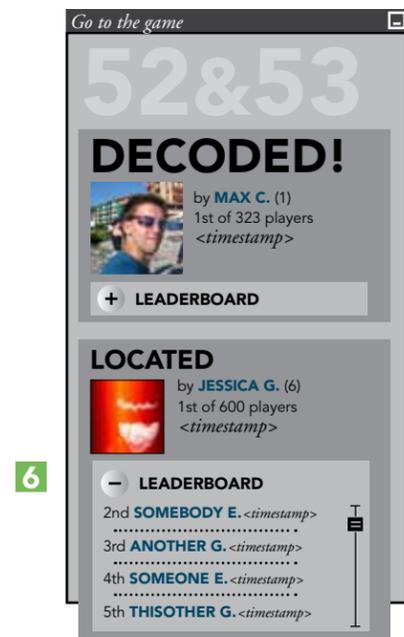
- 2 PAGE NUMBER - For visual design: Need enough room to display 2, three digit numbers

REAL WORLD PAGE STATUS - Has 2 states.

- 3 Before the page has been decoded (Blank)
- 3a After the page has been decoded. Display the winner's profile picture, username, ranking and the time the page was decoded. Clicking on username reveals user's public profile

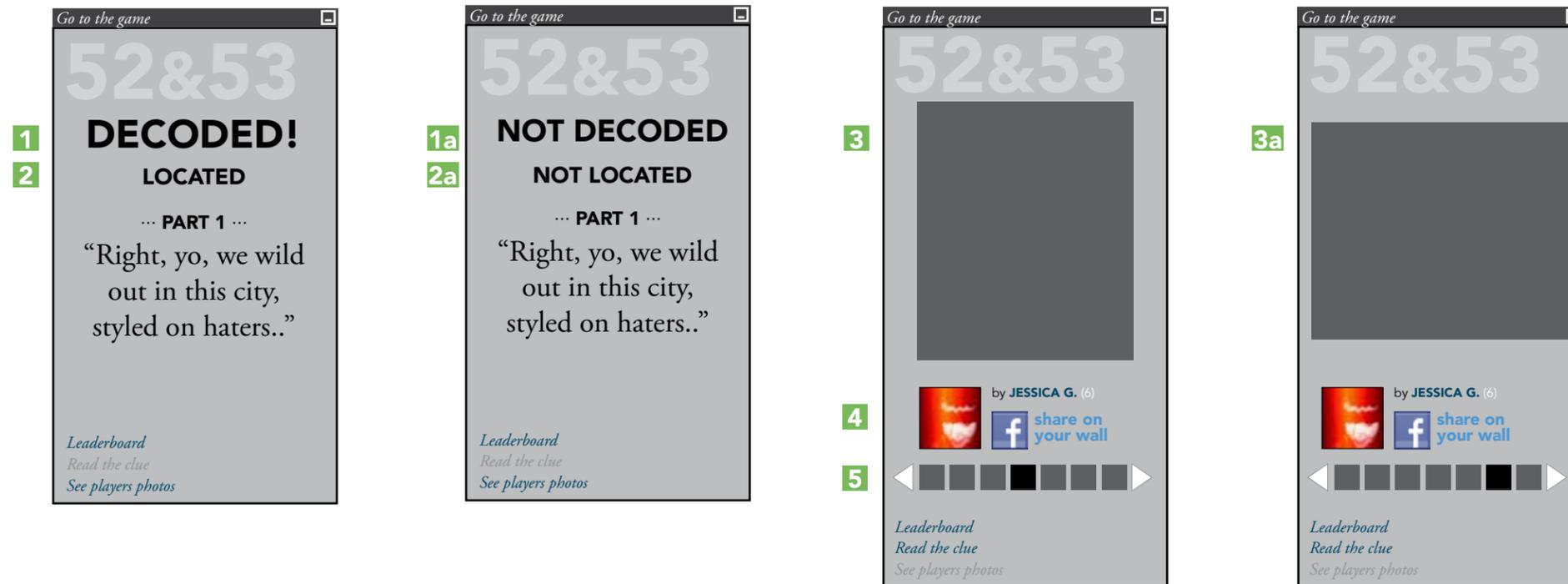
ONLINE GAME PAGE STATUS - Has 2 states.

- 4 Before the page has been located (Blank)
- 4a After the page has been located. Display the winner's profile picture, username, ranking and the time the page was decoded. Clicking on username reveals user's public profile



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BM: book module: info box: clue & user gallery



REAL WORLD PAGE STATUS - Has 2 states.

- 1 Before the page has been decoded
- 1a After the page has been decoded.

ONLINE GAME PAGE STATUS - Has 2 states.

- 2 Before the page has been located
- 2a After the page has been located.

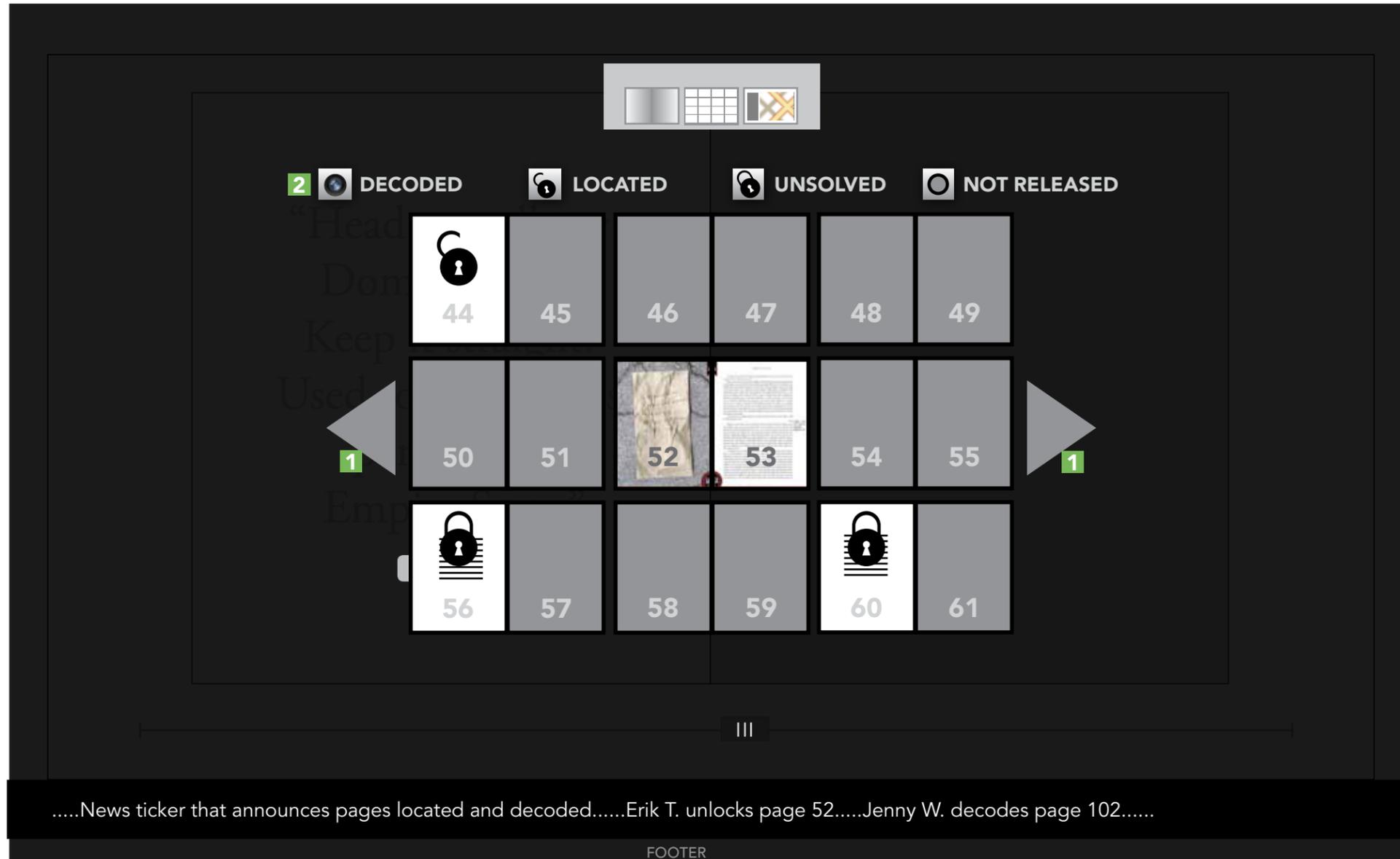
3 USER PHOTO PORTRAIT

3a USER PHOTO LANDSCAPE

4 USER INFO - identifies user that uploaded photo

5 SLIDESHOW - user's photos are played automatically in a slide show style

BM: page grid (alternate book module nav)



PAGE STATES:



Pre-release - The page is blank until its clue has been released

Clue released - Clue is displayed on the page

Located - Page has been located and claimed on the map

Not decoded - This is when someone has sent the sms code, but not connect their phone # to their facebook account on the site

Decoded - Total process has been completed. Professional photo is displayed in icon and on book

QUESTION: ADDITIONAL STATE? - Authenticated view, if user has located or decode the page, their page is highlighted?

1 GRID PREVIOUS/NEXT CONTROLS - Left, right controls navigate through the page grid

2 FILTER CONTROLS
Buttons unselected

DECODED

LOCATED

UNSOLVED

NOT RELEASED

Buttons selected

DECODED

LOCATED

UNSOLVED

NOT RELEASED

Button behavior: on default, no buttons are selected. User may click on any or all buttons. Clicking a button shows only the pages with that state; clicking decoded shows only the decoded pages.