



- Assumptions:**
1. Elements 1.0.1, 1.0.1(a), 1.0.1(b), 1.0.1(c) load in a Facebook tab and are constrained to a width of 520 pixels
  2. Elements 1.0.1.1 - 1.0.1.2.2 will be part of a Facebook Canvas application and load into a width of up to 760 pixels
  3. Users may guess multiple times, but may only download a custom ringtone one time;
  4. Subsequent guesses allow user to download a standard "DSRL theme song" ringtone
  5. Users will be prompted to post their interaction to their Facebook Feed
  6. "Invite Friends" functionality will be included

- 1.0) Oreo Home Page on Facebook**  
*Note: Oreo Facebook Homepage wireframe is not included in this deck*
- 1.0.1) Oreo DSRL "The Hooded Menace" Facebook Tab**  
*Width: 520 px.*
- 1.0.1) User "Likes" Oreo**  
If user "likes" Oreo, they are presented with an active promo for The Hooded Menace which links to a Facebook canvas application. All available clues are also presented on this page
- 1.0.1(a) User Has Not Yet "Liked" Oreo**  
If user has not "liked" Oreo, they are presented with an inactive promo explaining that a "like" is required for access
- 1.0.1(b) Promo Has Not Begun**  
If user accesses tab and promotional period has not begun they are presented with a "soon coming" message
- 1.0.1(c) Promo Has Ended**  
If user accesses tab and promotional period has ended they are to be presented with a "sorry, but this promotion has ended..." message
- 1.0.1.1(a) Guess Form - First Guess**  
*Loads as Facebook Canvas Application, width 760 px.*  
Contains all available clues and a field which allows user to guess the identity of The Hooded Menace
- 1.0.1.2.0) Facebook "Post To Wall" Modal**  
*Loads as a standard Facebook modal*  
User is prompted to post to their wall
- 1.0.1.2(a) Guess Confirmation Page - First Guess**  
*Loads as Facebook Canvas Application, width 760 px.*  
User arrives on the confirmation page after submitting a guess. A list of the most recent guesses is presented along with a call-to-action for creating the custom ringtone which links to said application.
- 1.0.1.2(a.1) Facebook "Send Invitations" Modal**  
*Loads as a standard Facebook modal*  
User may invite friends to application
- 1.0.1.2.1) Create Ringtones**  
*Loads as Facebook Canvas Application, width 760 px.*  
Page allows user to create a ringtone from existing clips and either save it to their computer or send it via email to their smartphone.
- 1.0.1.2.2.0(a) Save/Send Confirmation Modals**  
*Load as modals*  
Page confirming that the ringtone has been sent. Page also contains a link back to the Oreo Facebook page
- 1.0.1.2.2) Thank You Page**  
*Loads as Facebook Canvas Application, width 760 px.*  
Page confirming that the ringtone has been sent and thanking user for guessing. Page also contains a link back to the Oreo Facebook page.
- 1.0.1.2.2(a) Facebook "Send Invitations" Modal**  
*Loads as a standard Facebook modal*  
User may invite friends to application
- 1.0.1.1(b) Guess Form - User Has Previously Guessed**  
*Loads as Facebook Canvas Application, width 760 px.*  
Contains all available clues and a field which allows user to guess the identity of The Hooded Menace
- 1.0.1.2.0) Facebook "Post To Wall" Modal**  
*Loads as a standard Facebook modal*  
User is prompted to post to their wall
- 1.0.1.2(b) Guess Confirmation Page - User Has Previously Guessed**  
*Loads as Facebook Canvas Application, width 760 px.*  
User arrives on the confirmation page after submitting a guess. A list of the most recent guesses is presented along with a link to down the DSRL theme song ringtone and a link back to the Oreo Facebook page.
- 1.0.1.2(b.1) Facebook "Send Invitations" Modal**  
*Loads as a standard Facebook modal*  
User may invite friends to application
- 1.0.1.2(b.2) Download DSRL Theme Song Modal**  
*Loads as a standard Facebook modal*  
User may invite friends to application

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Creator Lance Love

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