

Oscar Mayer

Do Some Good FB Tab

Wireframes

V 1.13

File Name OscarMayer_FB_DSG_Wireframes_110103_113.graffle

Version V 1.13

Creator Lance Love

Modified Thu Jan 27 2011



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Annotation Legend

Please note, diagram elements throughout this document have been annotated using color-coded arrows.



Standard Page Elements

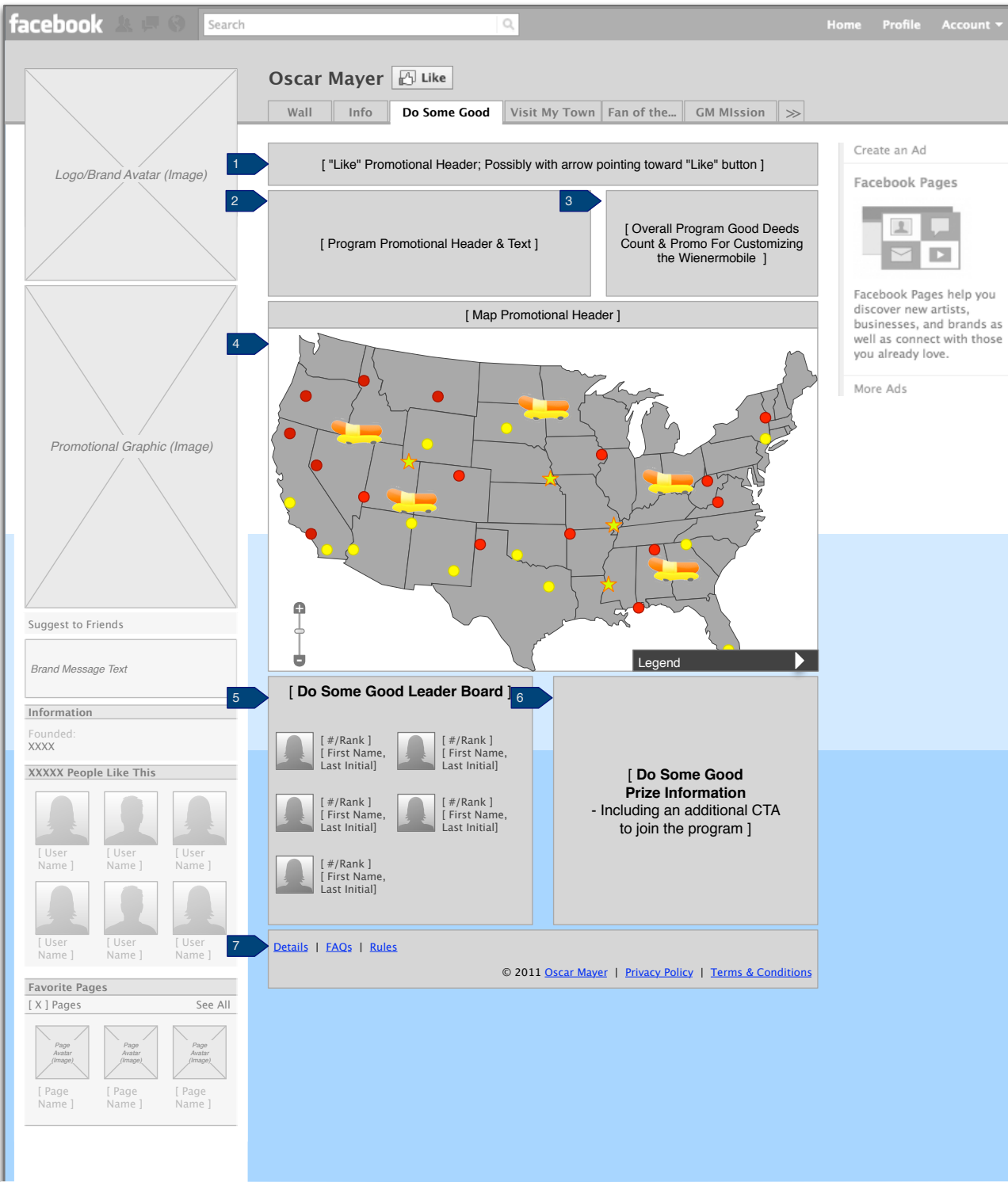


Interactions & Dynamic Elements



Error Elements





DSG Facebook Tab (Upper Page) | User does not yet "Like"

Facebook Tab, width is constrained to 520 pixels

- 1) "Like" Promo
Header which promotes "liking" Oscar Mayer
- 2) Program Promotion Header & Text
Feature area for promoting the program, with a CTA for "getting started"
- 3) Wiernermobile Customization & Good Deed Count Promotion
Feature area for promoting customizing the Wiernermobile and joining the program as well as the overall number of good deeds recorded in the program
- 4) Map
The program's map, displaying the locations of good deeds, the location of the Wiernermobile and the upcoming stops for the Wiernermobile. Map is not interactive until user "likes", although they may see the good deeds of other consumers and Oscar Mayer. User may toggle any of the pins on or off in the by using the links in the legend.
- 5) Do Some Good Leader Board
Leader Board for the DSG program. Displays rank, first name, last initial for the top five participants.
- 6) Do Some Good Prize Information
Feature area for DSG prizing
- 7) Legal Footer
Legal text and links to Details, FAQs, Rules, Privacy Policy and Terms & Conditions

Height Approximately 500 Px
= 90% of Visitors

Height Approximately 700 Px
= 30% of Visitors

Width: 520 px

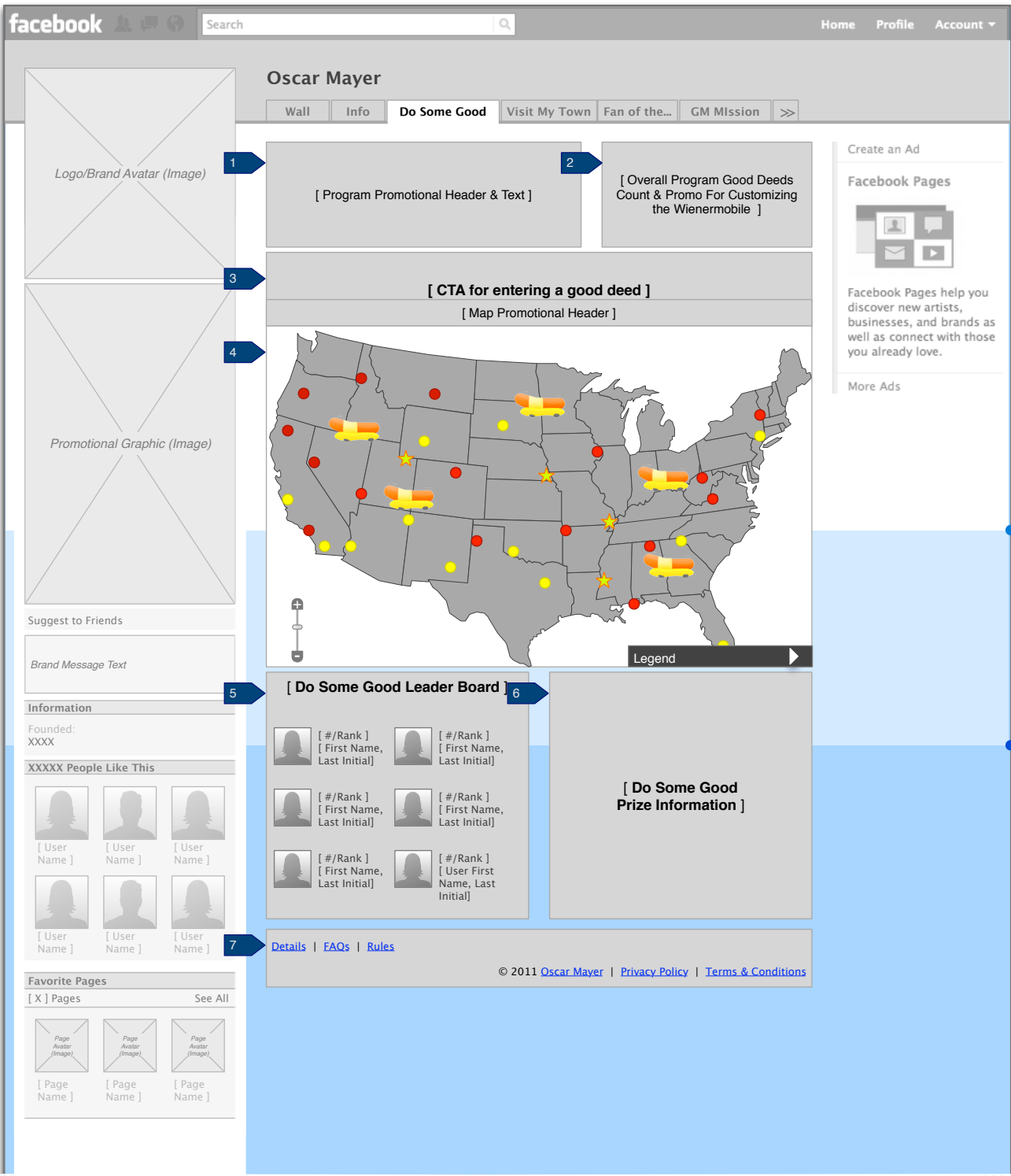
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Oscar Mayer Do Some Good FB Tab

DSG Facebook Tab (Upper Page) | User "Likes"

Facebook Tab, width is constrained to 520 pixels

- 1) Program Promotion Header & Text**
Feature area for promoting the program.
- 2) Wiernermobile Customization & Good Deed Count Promotion**
Feature area for promoting customizing the Wiernermobile and joining the program as well as the overall number of good deeds recorded in the program
- 3) Good Deed Call To Action**
Call to action to take user to the application to enter a good deed
- 4) Map**
The program's map, displaying the locations of good deeds, the location of the Wiernermobile and the upcoming stops for the Wiernermobile. Map interactivity is available. User may toggle any of the pins on or off in the by using the links in the legend.
- 5) Do Some Good Leader Board**
Leader Board for the DSG program. Displays rank, first name, last initial for the top five participants. User is displayed in the bottom right-hand corner with their rank, first name and last initial.
- 6) Do Some Good Prize Information**
Feature area for DSG prizing
- 7) Legal Footer**
Legal text and links to Details, FAQs, Rules, Privacy Policy and Terms & Conditions

Height Approximately 500 PX
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Height Approximately 700 PX
= 30% of Visitors

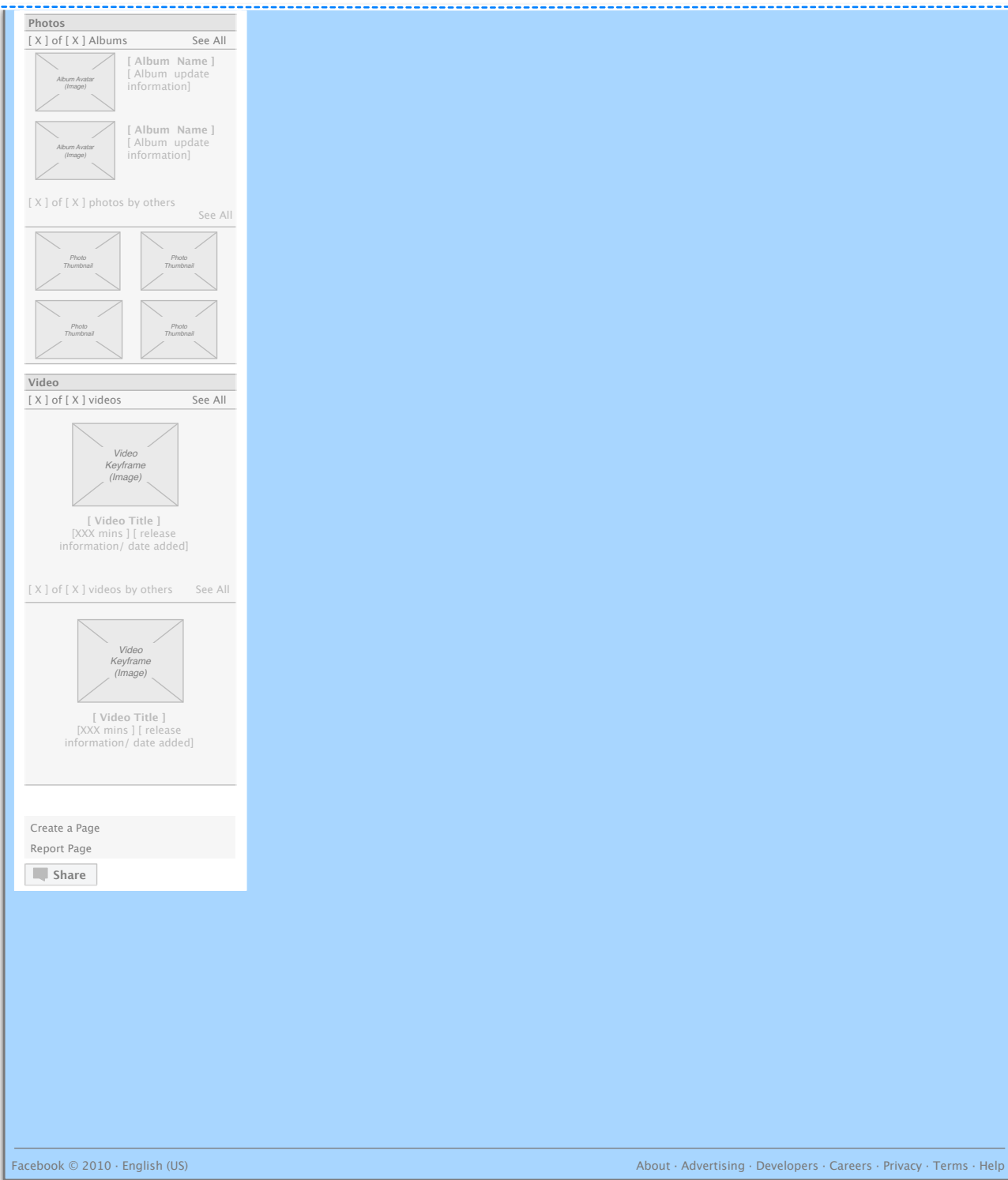
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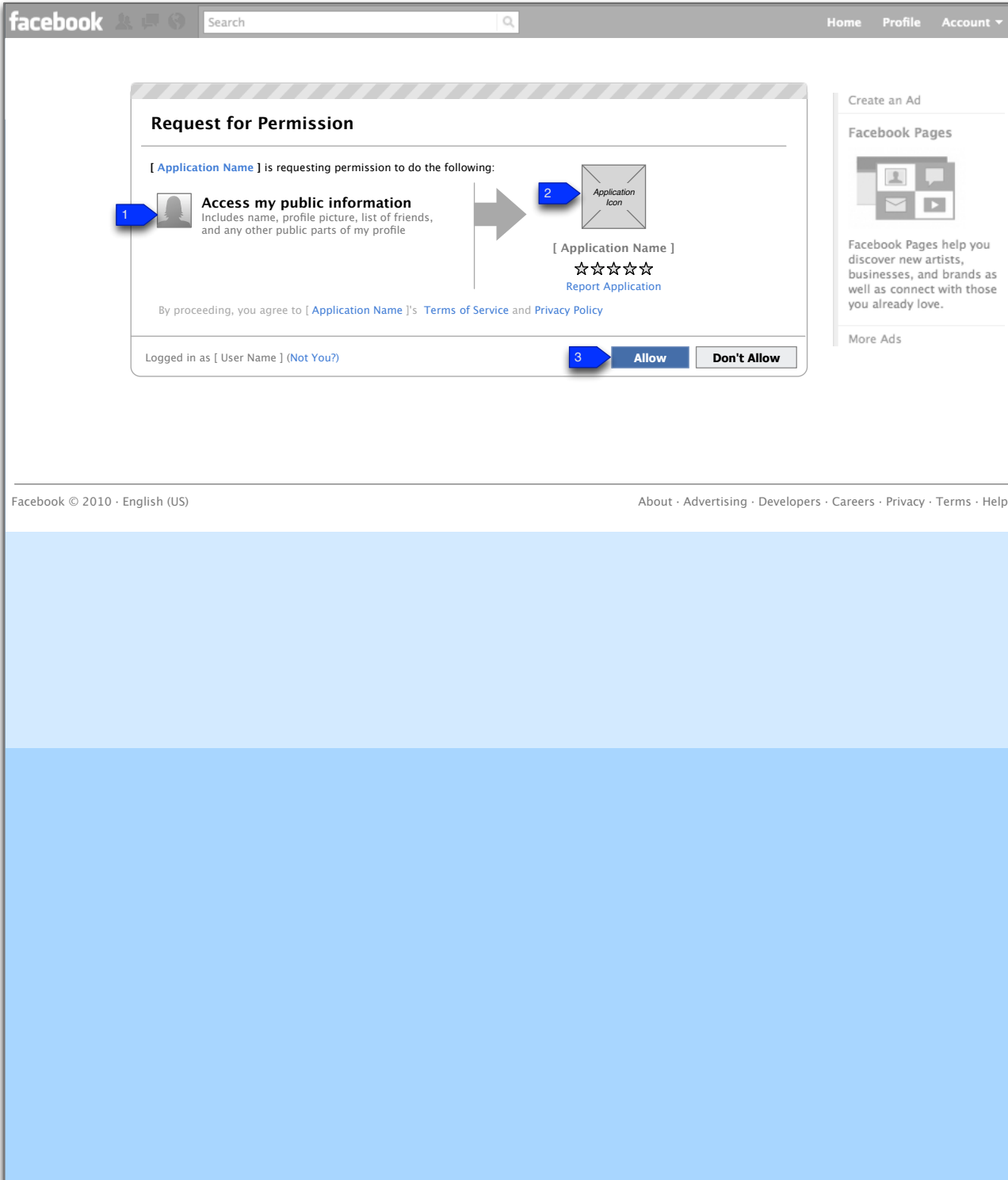
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This wire has been included for left-hand portion of the Facebook tab



Width: 520 px





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Width: 760 px

Height Approximately 500 PX
= 90% of Visitors

Height Approximately 700 PX
= 30% of Visitors

Facebook Canvas App, width is constrained to 760 pixels

The first time the user opt to enter a good deed, they will be prompted to install the application. They will be routed through this interstitial.

This is a standard Facebook element

1) Permissions Requested

This element outlines the permissions that this application will be requesting.

2) Application Icon

Application's Icon accompanied by it's rating and a link which may be used to report the application

3) Allow / Don't Allow Button

Allows user to install the application or abandon the installation

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Facebook Canvas App, width is constrained to 760 pixels

- 1) Do Some Good Header**
May be text or a graphic
- 2) Invite Friends Promo**
Promotion to encourage users to invite friends
- 3) Program Promotion**
Feature area for promoting the program
- 3) Invite Friends Promo**
Promotion to encourage users to invite friends
- 4) User's Customized Wienermobile**
The user's Wienermobile displayed with all of their customizations.
Note: If user has NOT customized their Wienermobile a generic Wienermobile should be displayed here.
- 5) Good Deed Entry Form**
Form to allow user to enter a good deed (up to 250 words) and the state and city of that good deed
- 6) Map**
The program's map, displaying the locations of good deeds, the location of the Wienermobile and the upcoming stops for the Wienermobile. They may see their own good deeds as well as those of other consumers and Oscar Mayer. User may toggle any of the pins on or off in the by using the links in the legend.
- 7) Unlocked & Teaser Upgrade Items**
a display of items the user has already unlocked and partially obfuscated (possibly silhouetted) items that the user may unlock.
Note: Items displayed with "?" represent items that have not been unlocked.
- 8) Unwrapped & Teaser Reward Items**
a display of rewards the user has already unwrapped and partially obfuscated (possibly gift box icons) rewards that the user may unlock. Unwrapped rewards may contain links to fulfillment sites (for example coupons.com). The wrapped rewards should open a reward modal
Note: Items displayed with "?" represent rewards that have not been unwrapped.
- 9) Good Deeds & Rewards - Progress To Date**
A display of what the user has done and which rewards they've unlocked so far
- 10) Do Some Good Leader Board**
Leader Board for the DSG program. Displays rank, first name, last initial for the top five participants. User is also displayed with their rank, first name and last initial.
- 11) Return To Oscar Mayer's FB Wall**
An element that allows user to navigate back to the Oscar Mayer Facebook wall
- 12) Legal Footer**
Legal text and links to Details, FAQs, Rules, Privacy Policy and Terms & Conditions

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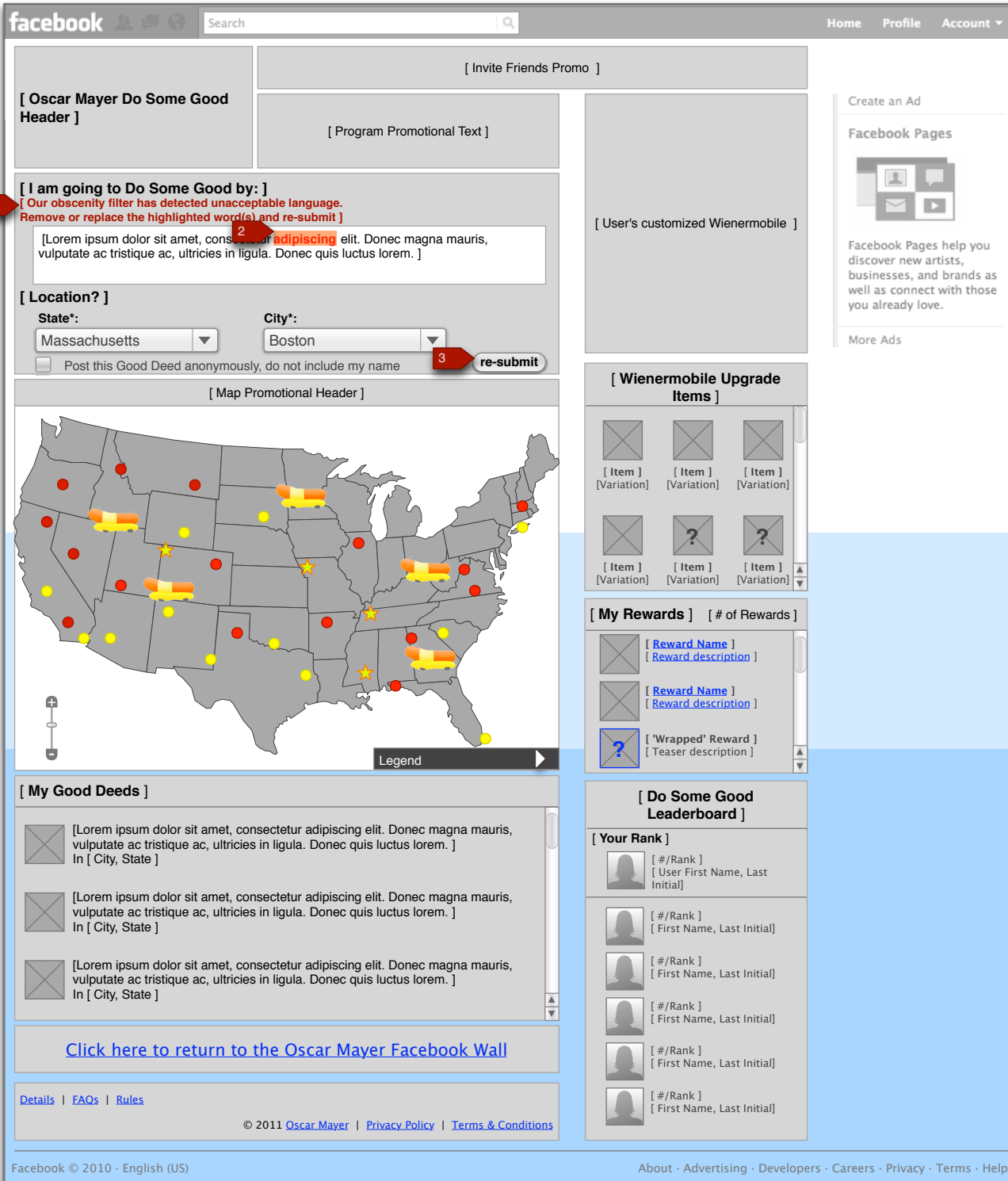
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Oscar Mayer Do Some Good FB Tab

DSG Canvas App | Obscenity Filter, Good Deed

Facebook Canvas App, width is constrained to 760 pixels

- 1) **Filter Error**
A text error is displayed if the obscenity filter finds unacceptable language.
- 2) **User's Entry**
Unacceptable words should be highlighted in the user's entry
- 3) **Button Text**
Button text should be changed to "re-submit"

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facebook [Search] Home Profile Account

[Invite Friends Promo]

[Oscar Mayer Do Some Good Header]

[Program Promotional Text]

[I am going to Do Some Good by:]

[Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec magna mauris, vulputate ac tristique ac, ultricies in ligula. Donec quis luctus lorem.]

[Location?]

1 **Please select a state and re-submit**

2 **State*** [-- State --] **City*** [Boston]

Post this Good Deed anonymously, do not include my name **3 re-submit**

[Map Promotional Header]

Legend

[My Good Deeds]

[X] [Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec magna mauris, vulputate ac tristique ac, ultricies in ligula. Donec quis luctus lorem.] In [City, State]

[X] [Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec magna mauris, vulputate ac tristique ac, ultricies in ligula. Donec quis luctus lorem.] In [City, State]

[X] [Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec magna mauris, vulputate ac tristique ac, ultricies in ligula. Donec quis luctus lorem.] In [City, State]

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[Wiernobile Upgrade Items]

[X] [Item] [Variation] [X] [Item] [Variation] [X] [Item] [Variation]

[X] [Item] [Variation] [?] [Item] [Variation] [?] [Item] [Variation]

[My Rewards] [# of Rewards]

[X] [Reward Name] [Reward description]

[X] [Reward Name] [Reward description]

[?] ['Wrapped' Reward] [Teaser description]

[Do Some Good Leaderboard]

[Your Rank]

[#/Rank] [User First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

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Oscar Mayer Do Some Good FB Tab

DSG Canvas App | State/City Error, Good Deed

Facebook Canvas App, width is constrained to 760 pixels

- 1) Field Error**
A text error is displayed if doesn't provide city and state.
- 2) Field Highlight**
Skipped field should be highlighted
- 3) Button Text**
Button text should be changed to "re-submit"

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Height Approximately 700 Px
= 30% of Visitors

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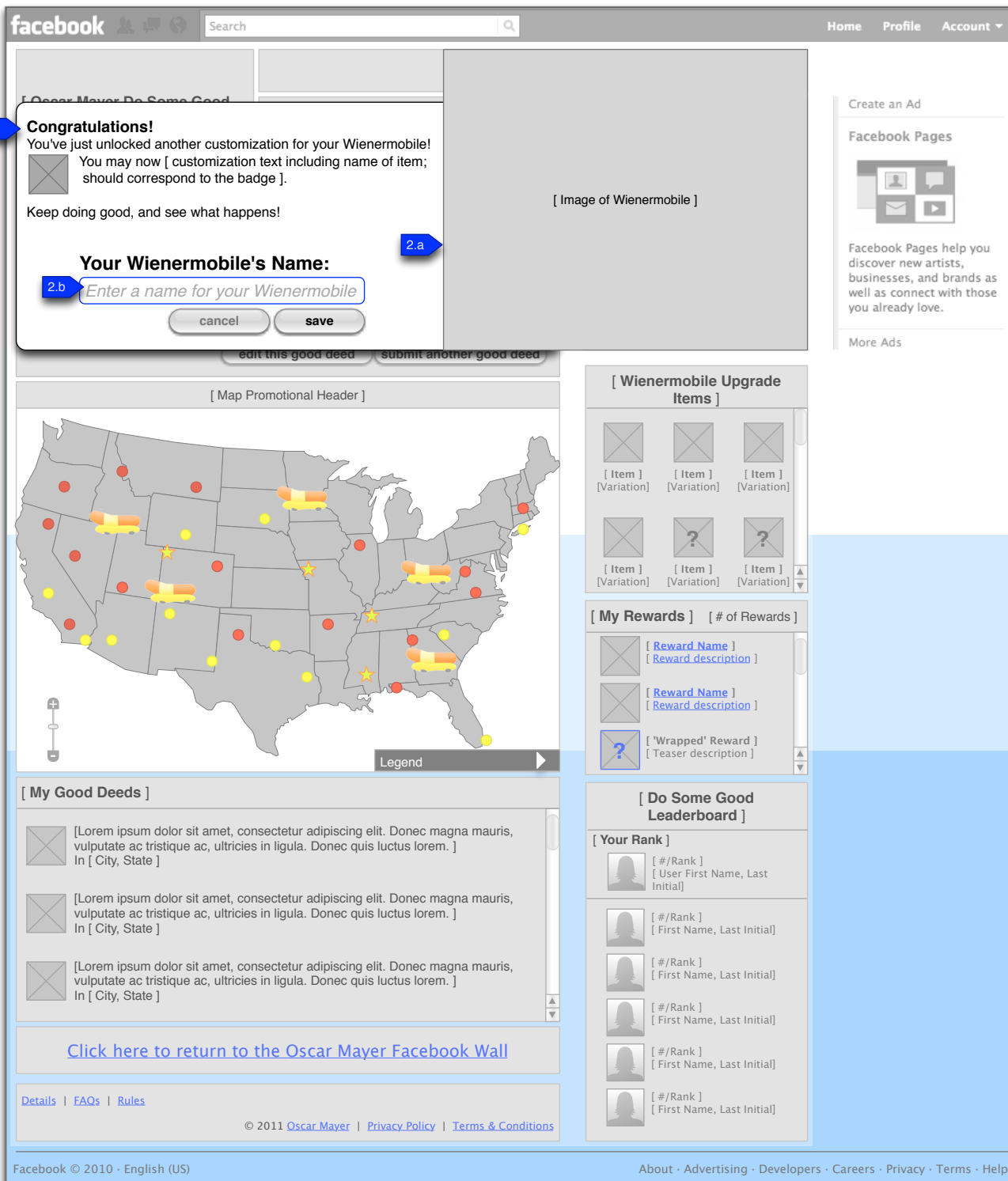
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Width: 760 px



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Facebook Canvas App, width is constrained to 760 pixels



This modal is displayed whenever a user enters their first good deed which unlocks their Wienermobile and allows them to name it.

1) Salutation & Rewards Text
Text to congratulate user and inform them about their reward

2) Customization
2.a) Since this is the user's first time through a generic WM is displayed, however it should enlarge to be accompany the field and draw the user's attention to their reward.
2.b) Field for user to enter a name for their WM

Height Approximately 500 Px = 90% of Visitors

Height Approximately 700 Px = 30% of Visitors

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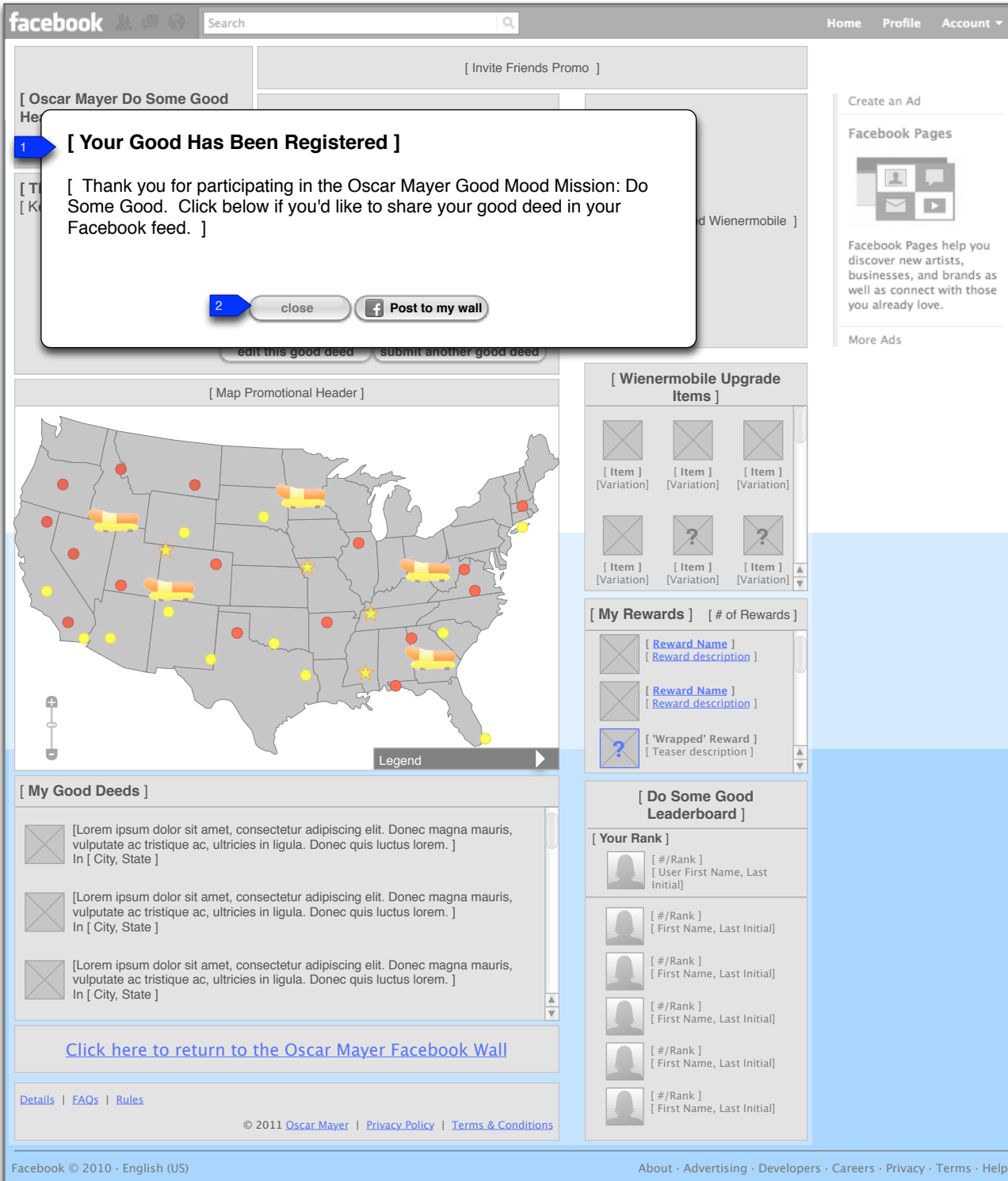
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Width: 760 px



DSG Canvas App | Deed Submission Confirmation

Facebook Canvas App, width is constrained to 760 pixels

This modal is displayed whenever a user enters a good deed that does not unlock an award level and customization.

1) Submission Text

Text to inform user that their deed has been registered.

2) Buttons

A close button which will close this modal and a "Post to my wall" button which will close this modal and display the *post to my wall* standard Facebook modal

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DSG Canvas App | User Unwraps Reward Modal

Facebook Canvas App, width is constrained to 760 pixels

This modal is displayed whenever a user unwraps a reward by clicking on the wrapp.

1) Reward Text

Text to inform user what their reward is. Has reward name, description, image, a link to the reward fulfillment site and a bold CTA to enable them to easily navigate to the reward fulfillment site. Clicking on the link or CTA will open a new browser tab.

2) Close

A closel button which will close this modal.

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Facebook Canvas App, width is constrained to 760 pixels

This modal is displayed whenever a user enters subsequent good deeds that unlock further customizations for their Wiernmobile.

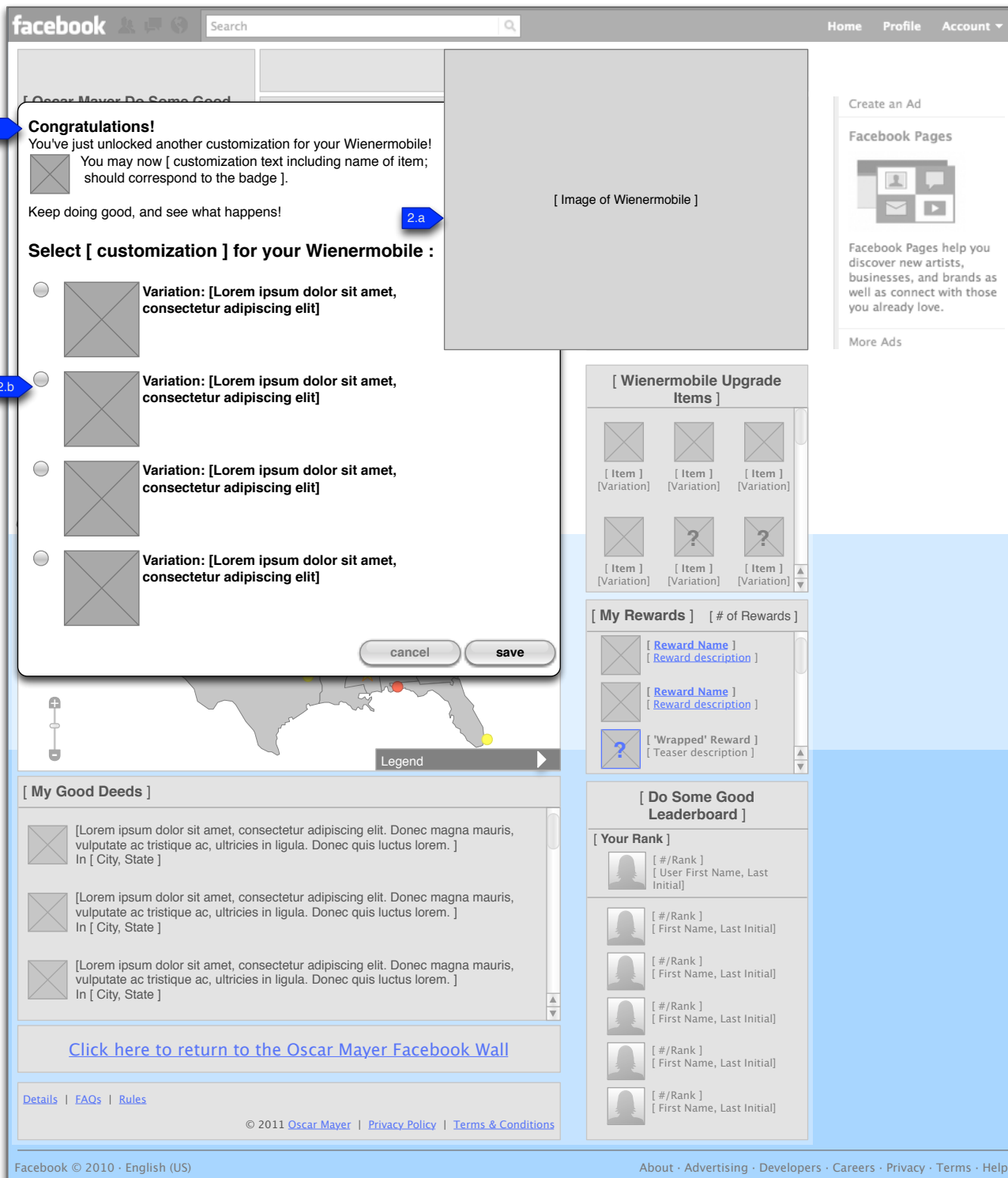
1) Salutation & Rewards Text

Text to congratulate user and inform them about their reward.

2) Customization

2.a) Since this is not the user's first time through the app, their customized WM is displayed, however it should enlarge to be accompany the customization choices and draw the user's attention to their reward.

2.b) Customization options for user's WM. As user selects each individual option it should display on their WM.



Height Approximately 500 Px
= 90% of Visitors

Height Approximately 700 Px
= 30% of Visitors

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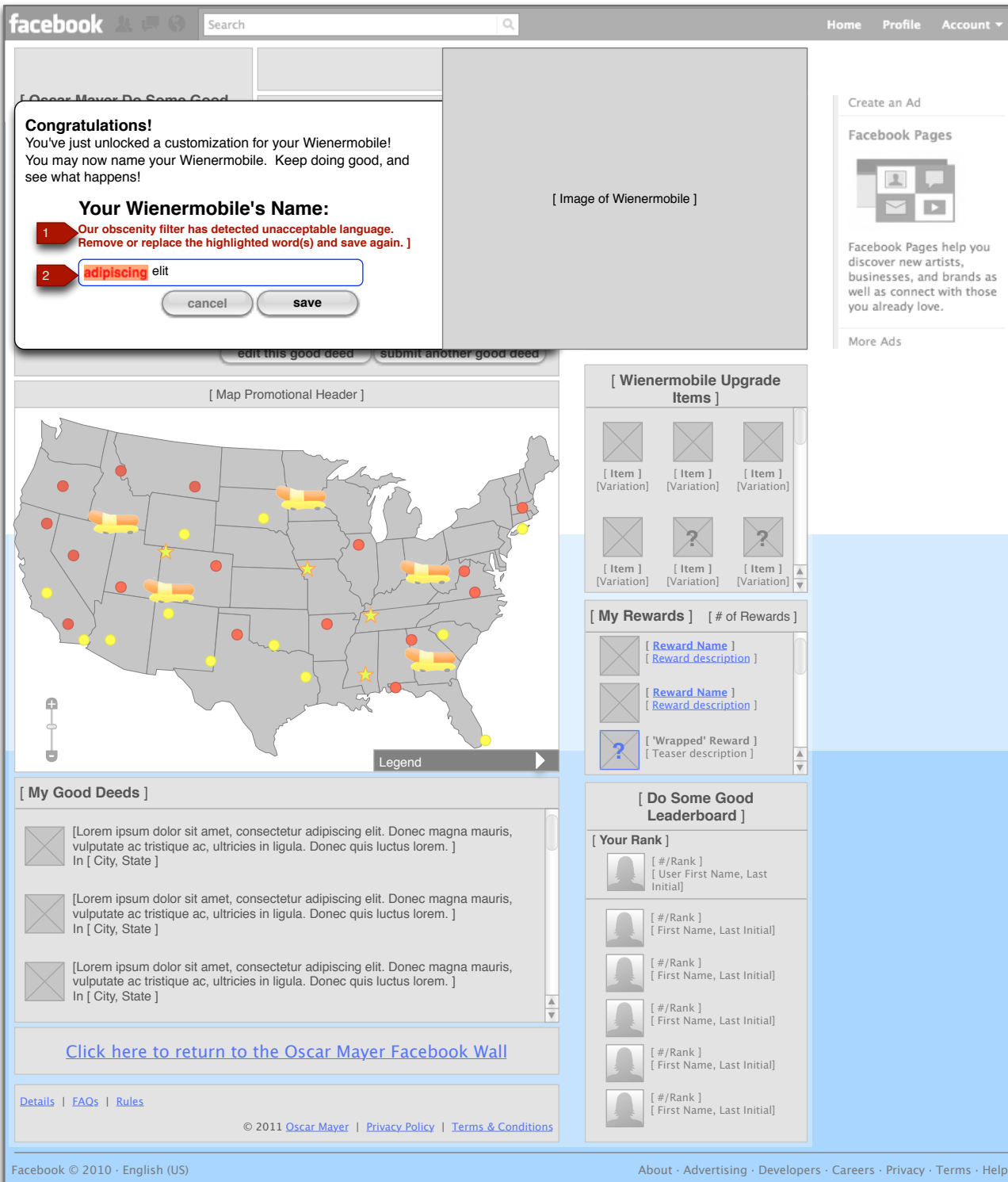
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Width: 760 px





Facebook Canvas App, width is constrained to 760 pixels

- 1) Filter Error
A text error is displayed if the obscenity filter finds unacceptable language.
- 2) User's Entry
Unacceptable words should be highlighted in the user's entry

Height Approximately 500 Px
= 90% of Visitors

Height Approximately 700 Px
= 30% of Visitors

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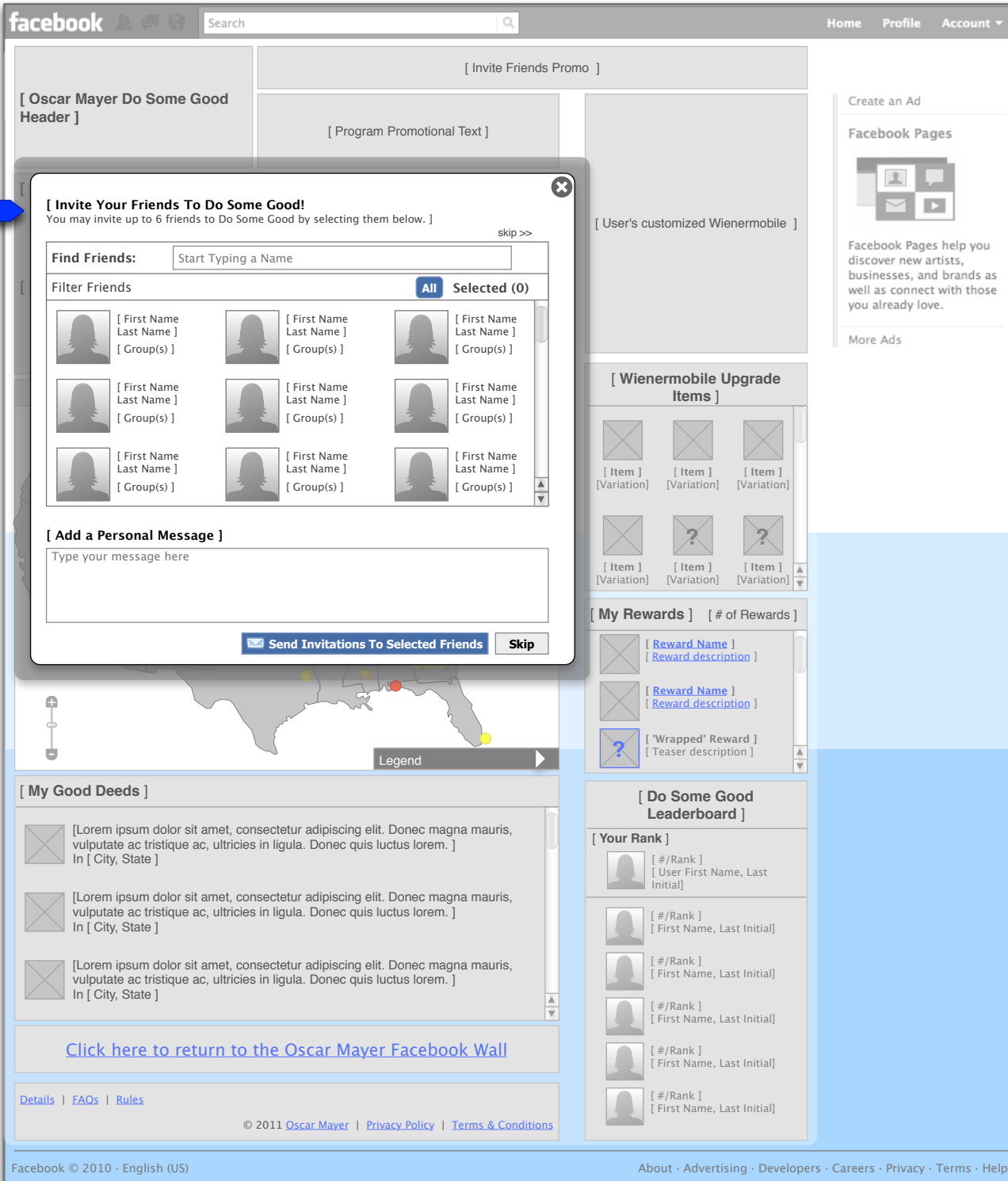
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Width: 760 px





1

Height Approximately 500 Px
= 90% of Visitors

Height Approximately 700 Px
= 30% of Visitors

Width: 760 px

Facebook Canvas App, width is constrained to 760 pixels

Standard Facebook Modal

1) Invite Facebook Friends Modal
If user clicks the CTA in the invite friends promo the standard invite friends modal is displayed allowing the user to invite up to 6 Facebook friends from their list of friends

facebook [Search] Home Profile Account

[Invite Friends Promo]

[Oscar Mayer Do Some Good Header]

[Program Promotional Text]

[Post To Your Wall]

Add a comment...
What's on your mind?

[I added <Customization & Variation> to my Wienermobile!]
[Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec magna mauris, vulputate ac tristique ac, ultricies in ligula. Donec quis luctus lorem.]

via [App Name]

[Send as a Message instead]

[User's customized Wienermobile]

[Wienermobile Upgrade Items]

[Item] [Variation] [Item] [Variation] [Item] [Variation]

[Item] [Variation] [Item] [Variation] [Item] [Variation]

[My Rewards] [# of Rewards]

[Reward Name] [Reward description]

[Reward Name] [Reward description]

['Wrapped' Reward] [Teaser description]

[Do Some Good Leaderboard]

[Your Rank]

[#/Rank] [User First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[#/Rank] [First Name, Last Initial]

[My Good Deeds]

[Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec magna mauris, vulputate ac tristique ac, ultricies in ligula. Donec quis luctus lorem.]
In [City, State]

[Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec magna mauris, vulputate ac tristique ac, ultricies in ligula. Donec quis luctus lorem.]
In [City, State]

[Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec magna mauris, vulputate ac tristique ac, ultricies in ligula. Donec quis luctus lorem.]
In [City, State]

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Facebook Canvas App, width is constrained to 760 pixels

Standard Facebook Modal

1) Facebook Post To Wall Modal
When user unlocks an award level they will be given a customization. Following their customization, they will be prompted to post a message to their FB Wall/FB Feed about their customization.

Height Approximately 500 Px
= 90% of Visitors

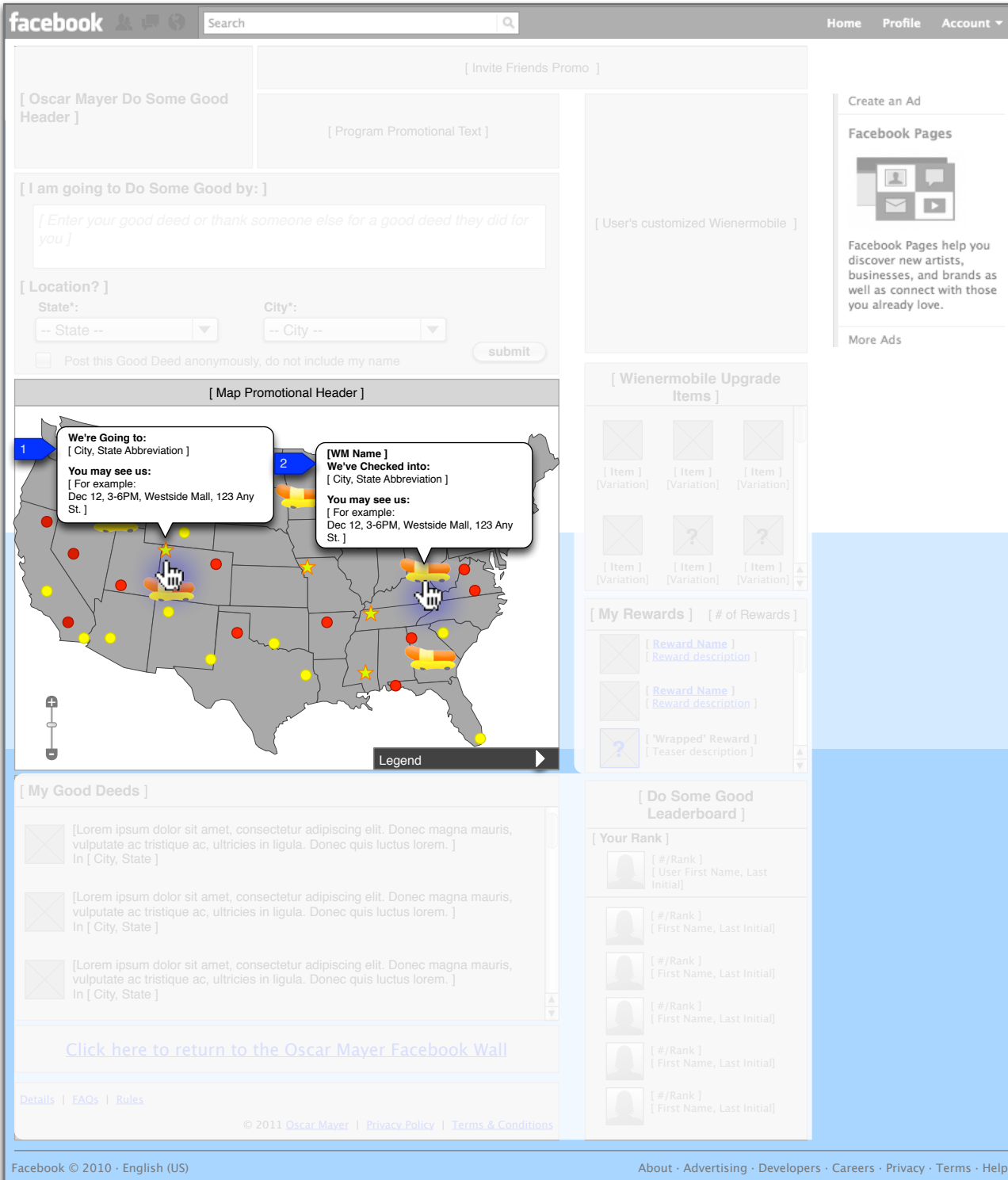
Height Approximately 700 Px
= 30% of Visitors

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Interaction Diagram I Map Pins - WM, 75 Stops

This diagram applies rollover functionality on the map without regard to where it is displayed.

This diagram illustrates the tool-tip rollover for the map pins.

1) Star Hover "Tool-Tip"

When a user hovers over the star icon it will display:
The name of the city, the state abbreviation for the stop. The date and address of the appearance.

2) Wienermobile Hover "Tool-Tip"

When a user hovers over Wienermobile icon it will display:
The name of the Wienermobile (there are 6 of them)
The name of the city, the state abbreviation where it has just checked in. Currently they use the "note" for the check in, which typically is the address and sometimes the date, sometimes the time.
Ideally, we can standardize this and list the date & time, place name (if applicable), and address.

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Height Approximately 700 Px
= 30% of Visitors

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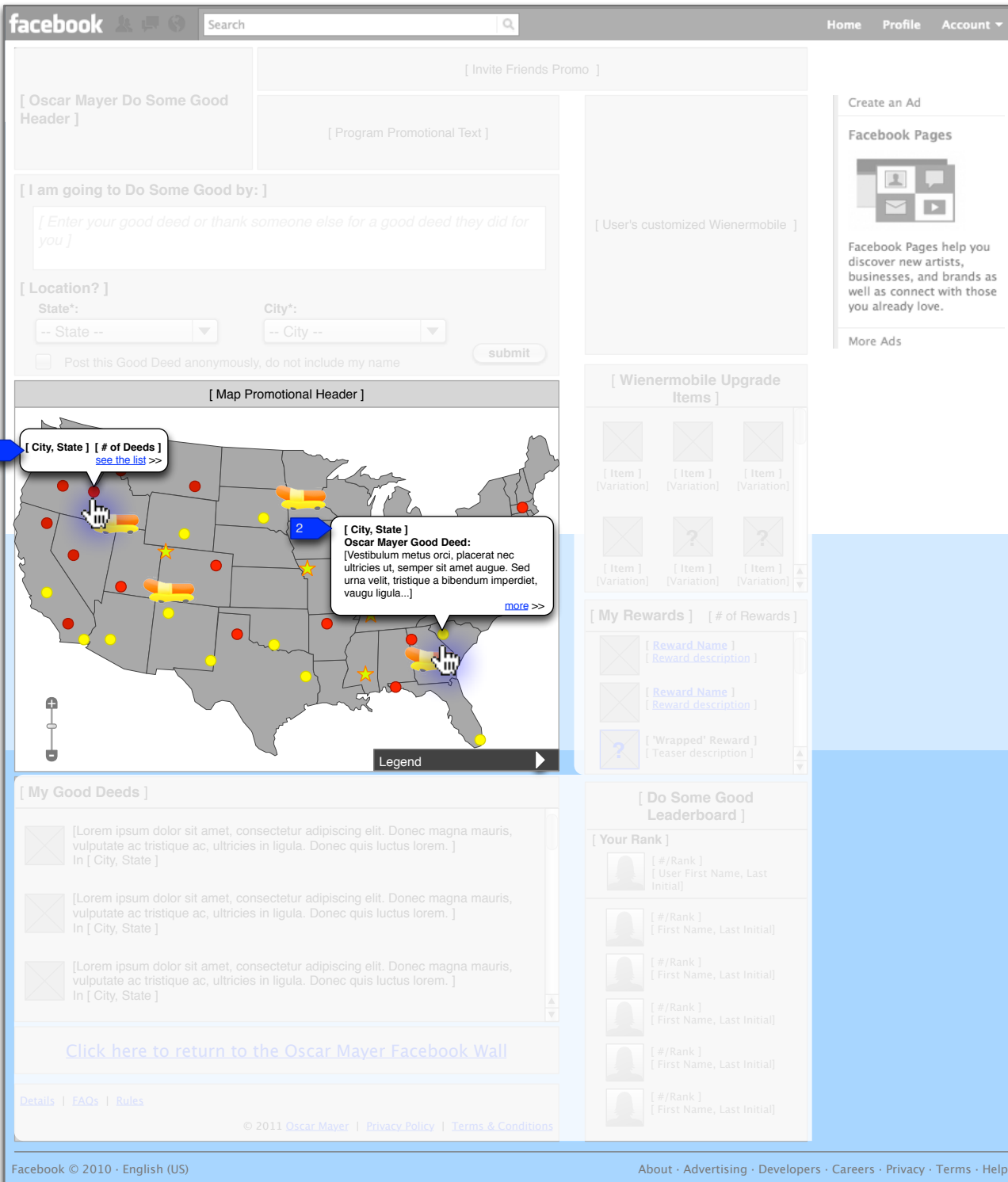
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Width: 760 px





Oscar Mayer Do Some Good FB Tab

Interaction Diagram | Map Pins - Good Deeds

This diagram applies rollover functionality on the map without regard to where it is displayed.

This diagram illustrates the tool-tip rollover for the map pins.

1) Red Pin Hover "Tool-Tip"

When a user hovers over a particular pin it will display:
The name of the city, the state abbreviation and the current number of deeds submitted for that city accompanied by a link to view the list.

1) Yellow Pin Hover "Tool-Tip"

When a user hovers over a yellow pin it will display:
The name of the city, the state abbreviation and the good deed that Oscar Mayer did in this location accompanied by a link to view the good deed in its entirety via the modal treatment utilized for the good deeds list.

Height Approximately 500 Px
= 90% of Visitors

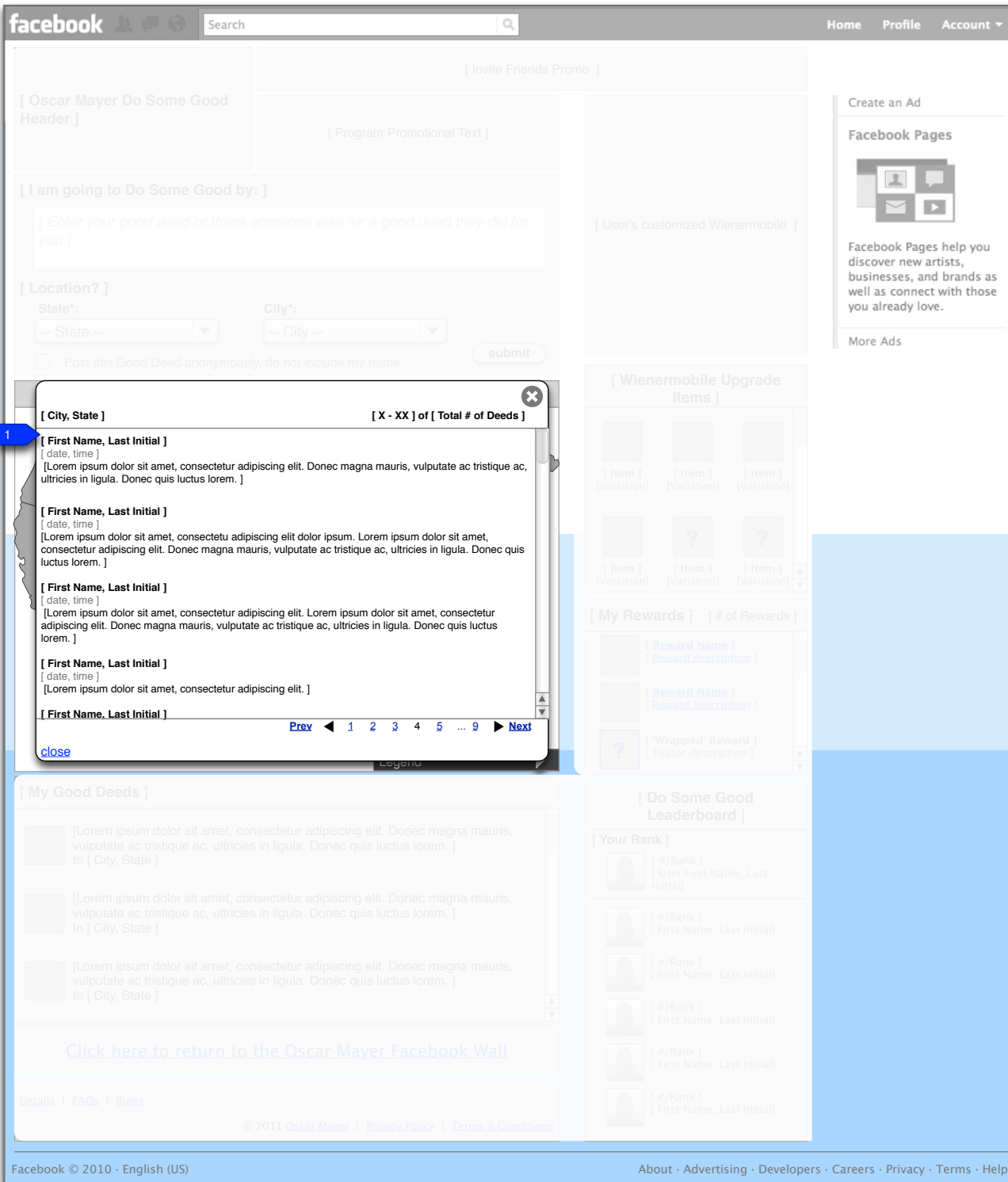
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Interaction Diagram | Good Deeds List Modal

This diagram applies rollover functionality on the map without regard to where it is displayed.

This diagram illustrates the tool-tip rollover for the map pins.

1) Good Deeds List Modal

When a user clicks on a pin for a city this modal is displayed. This list is segmented into pages of 5 deeds with pagination at the bottom. If there are fewer than 5 deeds there is no pagination and no scroll bar (unless there is enough content to require a scroll bar).

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