

FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The NFL Fan Mosaic allows fans to add their images via Twitter to a mosaic image of the football helmet of their favorite team.

A. XBOX GLOBAL NAVIGATION
This is the global navigation that appears on all Xbox related sites.

B. USAGE COPY
This is the description of how to add an image.

C. SUBMIT YOUR PHOTO NOW BUTTON
This button opens the Twitter window that allows the user to add their picture.

D. HASHTAG EXAMPLE COPY
These are examples of the hashtags that users can add to their tweets.

E. LOGOS
These are the logos associated with this promotion.

F. DESCRIPTIVE COPY
This is the copy describing the promotion.

G. SCROLL LEFT ARROW
This button scrolls the team buttons to the left.

H. TEAM BUTTON
These buttons are delineated by images of each individual team. They navigate the user to the specified team's mosaic image.

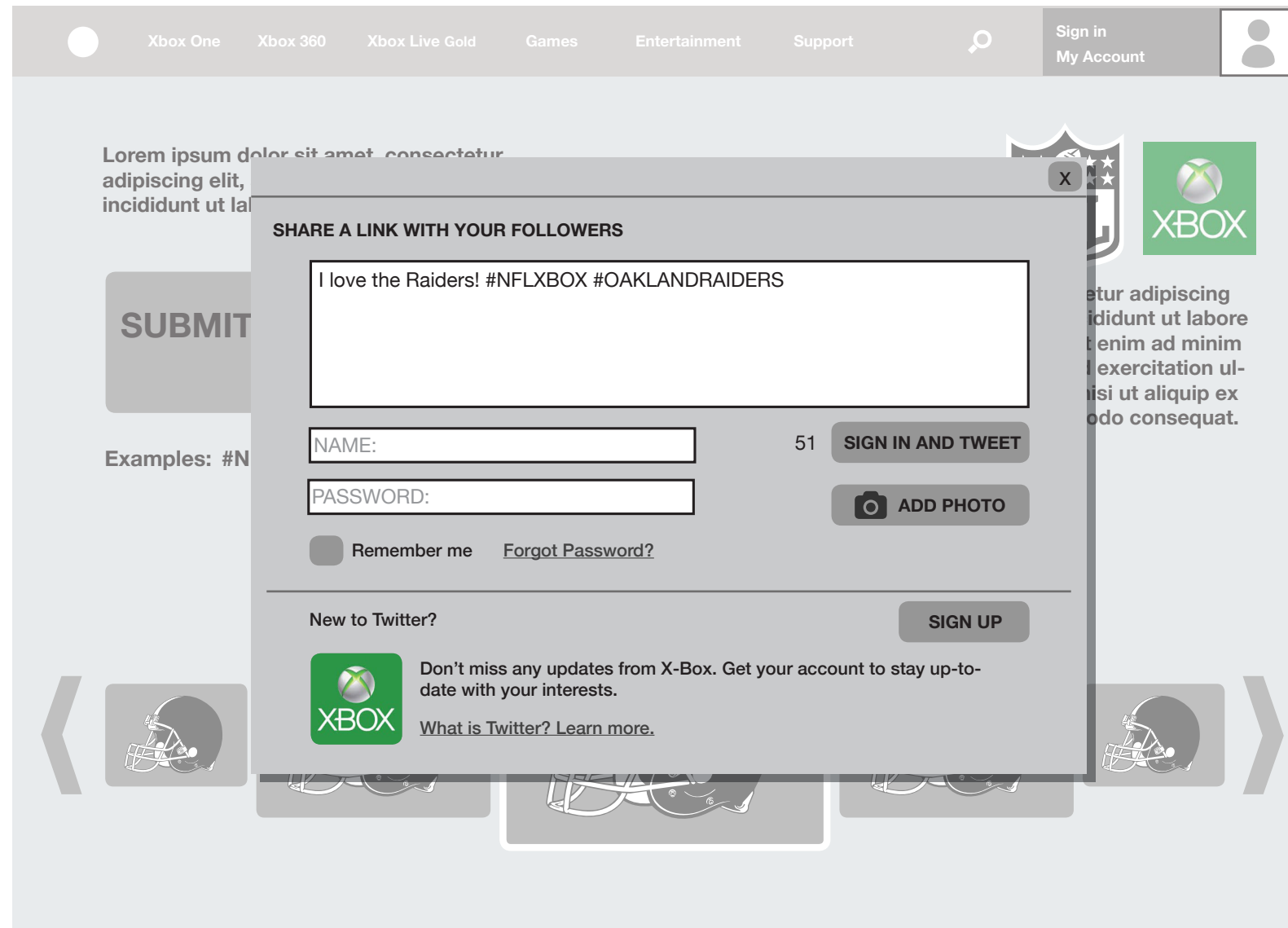
I. SCROLL RIGHT ARROW
This button scrolls the football buttons to the right.

INDEX PAGE

User Experience and Information Architecture

File: AZB_NFLMosaic_UI_V1

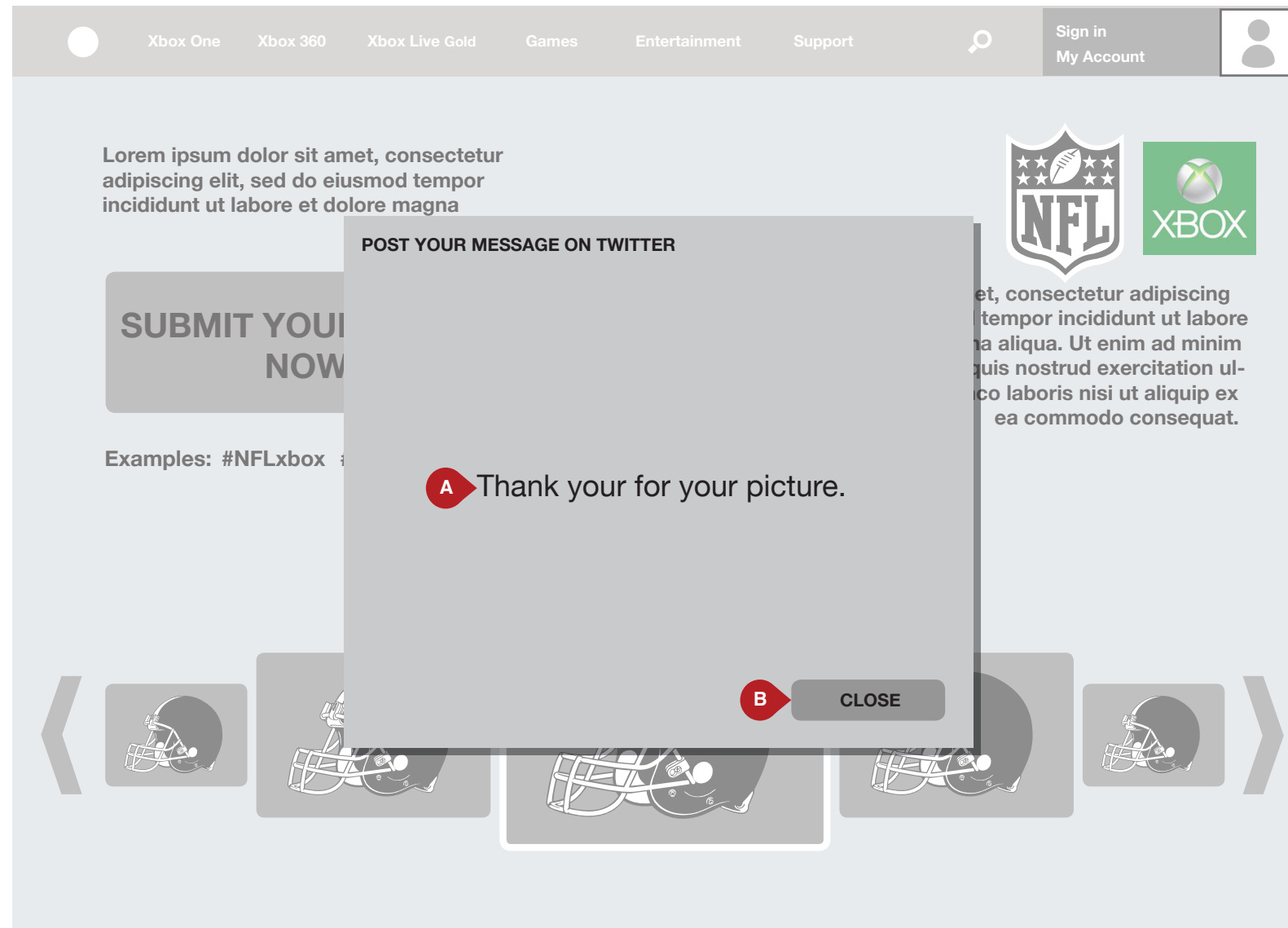
Last Modified: 09/04/14



FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The user is prompted to login to their Twitter to add their image and message.

TWITTER WINDOW	
User Experience and Information Architecture	
File: AZB_NFLMosaic_UI_V1	
Last Modified: 09/04/14	
	v 1.0
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FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: A thank you pop up is shown to indicate success in posting.

A. COPY

This is the thank you copy.

B. CLOSE BUTTON

This button closes the popup window.

THANK YOU WINDOW

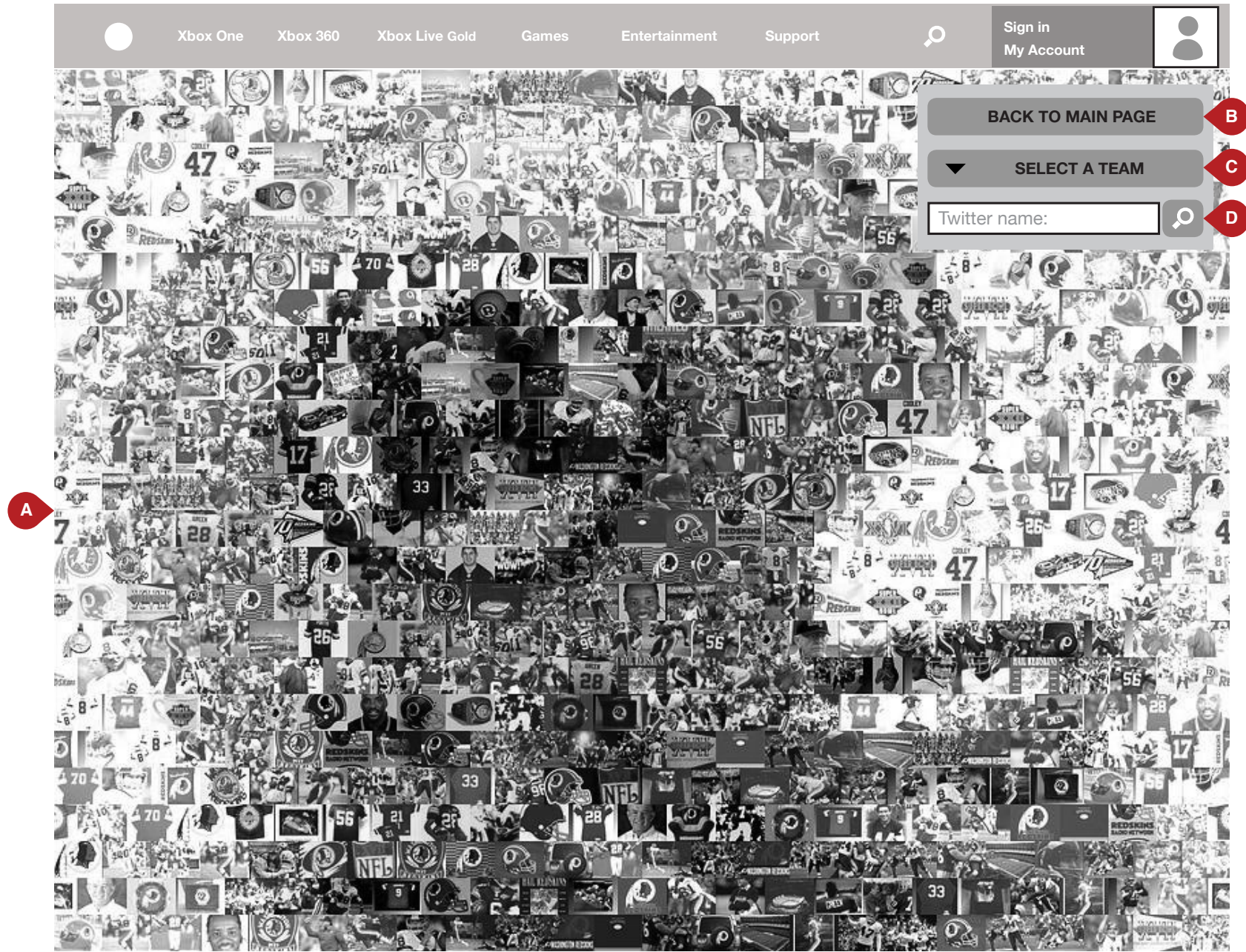
User Experience and Information Architecture

File: AZB_NFLMosaic_UI_V1

Last Modified: 09/04/14

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FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: This is an example of a mosaic image.

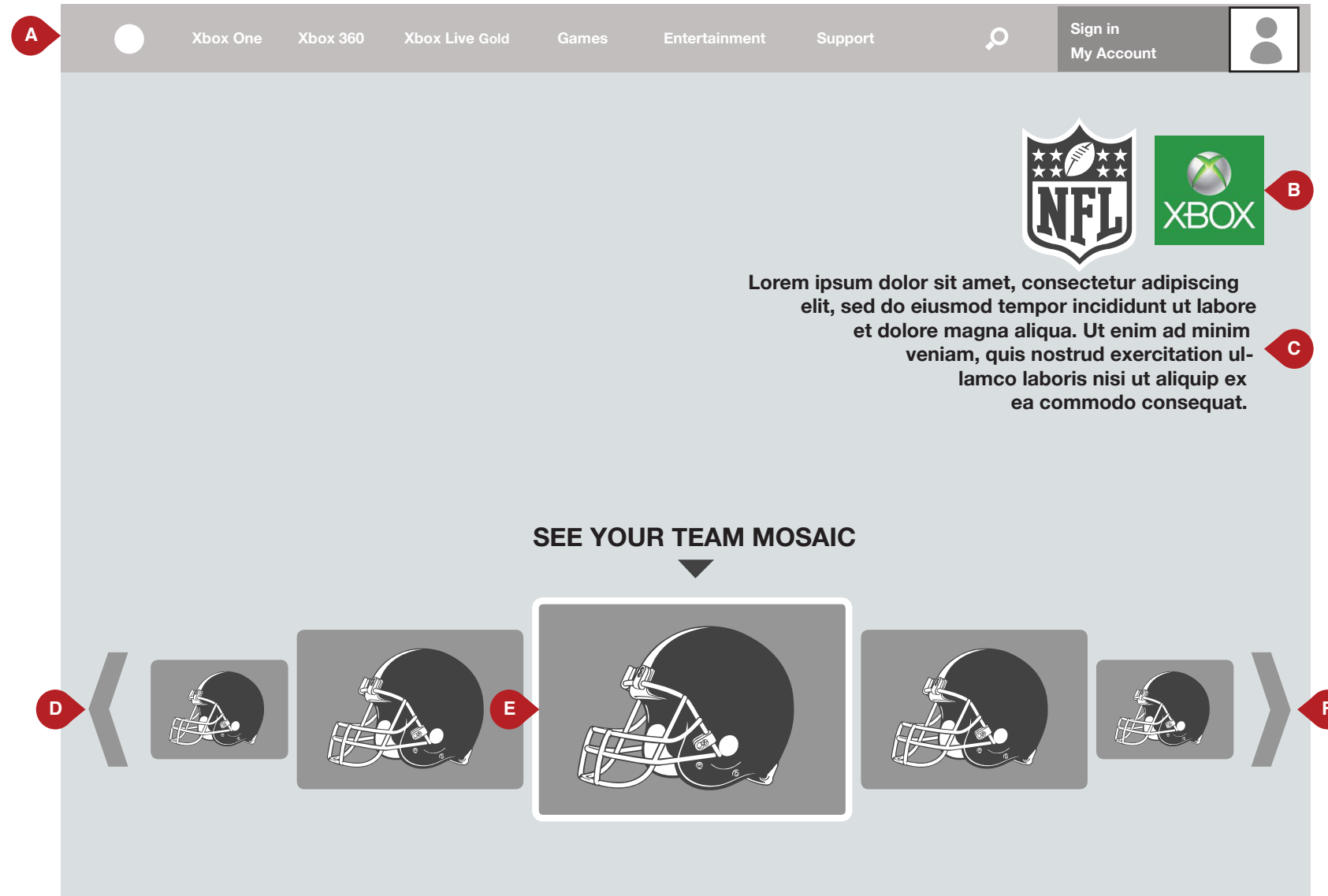
A. MOSAIC IMAGE
This image consists of images of users who have tweeted their image.

B. BACK TO MAIN PAGE
This button navigates the user to the promotions index page.

C. SELECT TEAM PULL-DOWN
This pull-down allows users to select other teams alphabetically.

D. USER SEARCH
This search function allows users to find themselves in the mosaic. (TBD)

MOSAIC IMAGE	
User Experience and Information Architecture	
File: AZB_NFLMosaic_UI_V1	
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FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The NFL Fan Mosaic allows fans to add their images via Twitter to a mosaic image of the football helmet of their favorite team.

A. XBOX GLOBAL NAVIGATION
This is the global navigation that appears on all Xbox related sites.

B. LOGOS
These are the logos associated with this promotion.

C. DESCRIPTIVE COPY
This is the copy describing the promotion.

D. SCROLL LEFT ARROW
This button scrolls the team buttons to the left.

E. TEAM BUTTON
These buttons are delineated by images of each individual team. They navigate the user to the specified team's mosaic image.

F. SCROLL RIGHT ARROW
This button scrolls the football buttons to the right.

POST PROMOTION INDEX PAGE

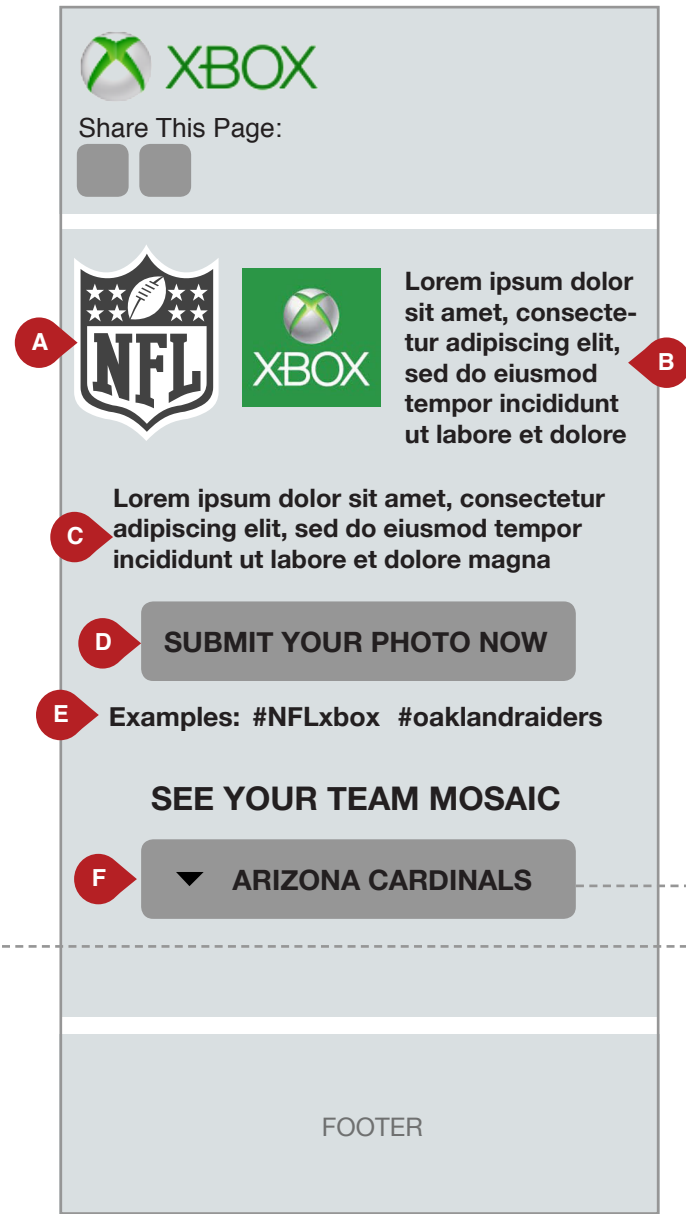
User Experience and Information Architecture

File: AZB_NFLMosaic_UI_V1

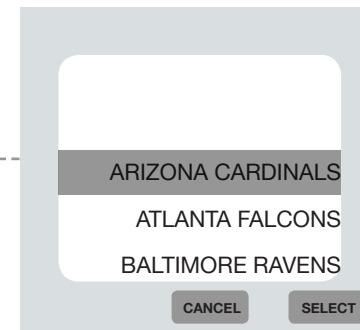
Last Modified: 09/04/14

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SCREEN
TEAR



FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The NFL Fan Mosaic allows fans to add their images via Twitter to a mosaic image of the football helmet of their favorite team.

A. LOGOS
These are the logos associated with this promotion.

B. DESCRIPTIVE COPY
This is the copy describing the promotion.

C. USAGE COPY
This is the description of how to add an image.

D. SUBMIT YOUR PHOTO NOW BUTTON
This button opens the Twitter window that allows the user to add their picture.

E. HASHTAG EXAMPLE COPY
These are examples of the hashtags that users can add to their tweets.

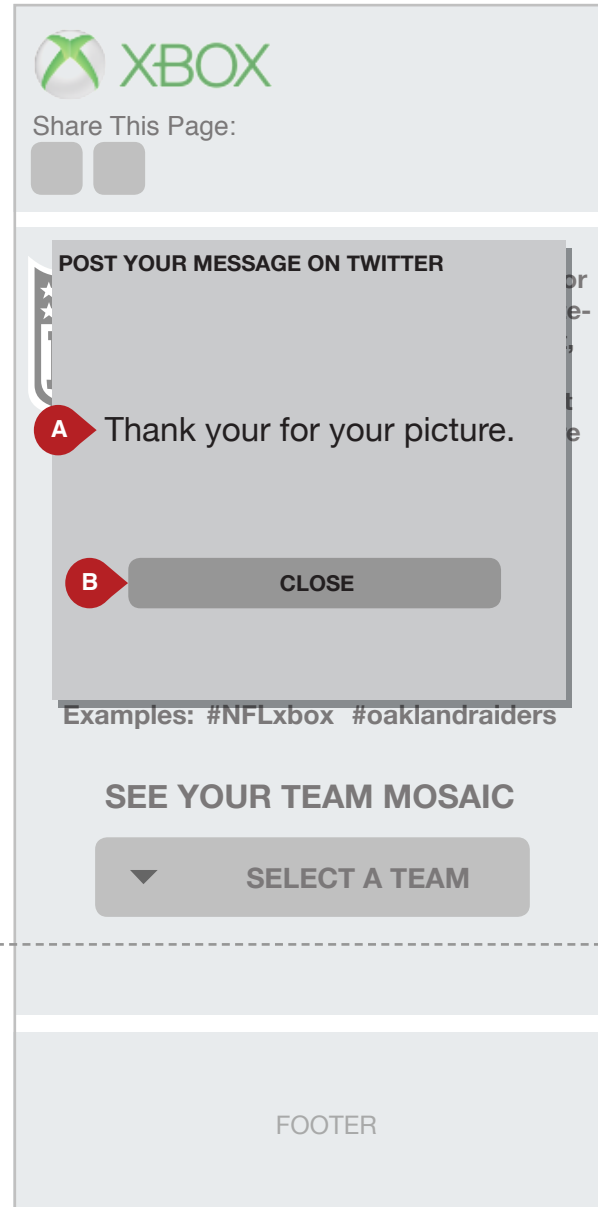
F. TEAM SELECT WHEEL SELECT BUTTON
This button opens a mobile scroll through the teams and navigates the user to the specified mosaic image. The team names are indicated alphabetically.

FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The promotion will be responsive on mobile (if the site is mobile responsive), allowing for the same user experience.

SCREEN
TEAR

TWITTER WINDOW (MOBILE)	
User Experience and Information Architecture	
File: AZB_NFLMosaic_UI_V1	v 1.0
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FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: A thank you pop up is shown to indicate success in posting.

A. COPY

This is the thank you copy.

B. CLOSE BUTTON

This button closes the popup window.

SCREEN
TEAR

THANK YOU WINDOW (MOBILE)

User Experience and Information Architecture

File: AZB_NFLMosaic_UI_V1

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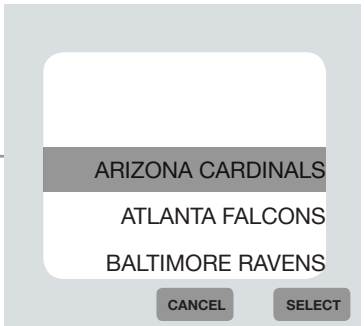
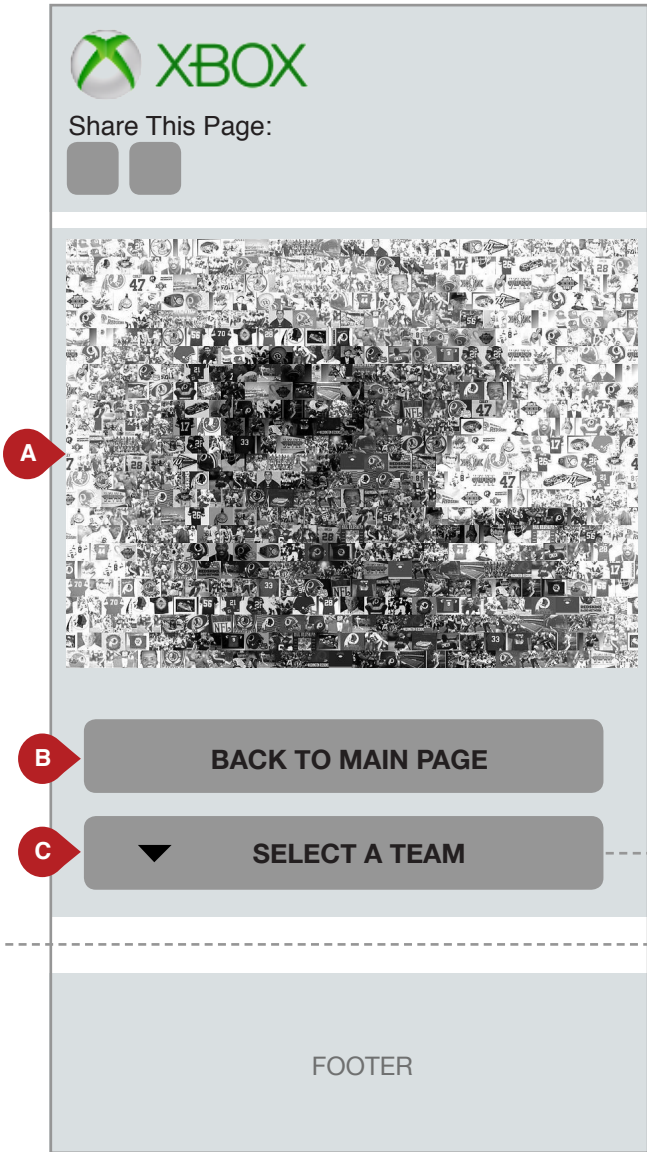
FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: This is an example of a mosaic image.

A. MOSAIC IMAGE
This image consists of images of users who have tweeted their image. This will be a pre-generated image due to mobile limitations.

B. BACK TO MAIN PAGE
This button navigates the user to the promotions index page.

C. TEAM SELECT WHEEL SELECT BUTTON
This button opens a mobile scroll through the teams and navigates the user to the specified mosaic image. The team names are indicated alphabetically.



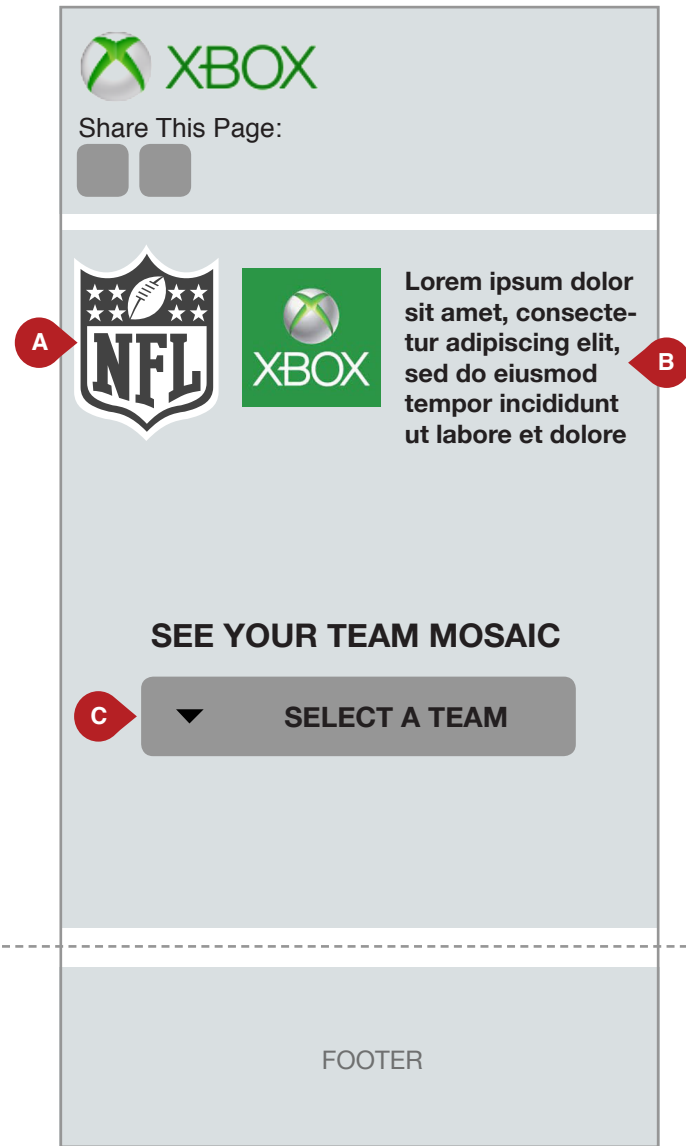
SCREEN TEAR

MOSAIC IMAGE (MOBILE)

User Experience and Information Architecture

File: AZB_NFLMosaic_UI_V1

Last Modified: 09/04/14



FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The promotion will be responsive on mobile (if the site is mobile responsive), allowing for the same user experience.

A. LOGO

This is the logo/branding for Sunset Overdrive.

B. DESCRIPTIVE COPY

This is all of the pertinent information concerning the promotion. This will include instructions, rewards and dates.

C. TEAM SELECT WHEEL SELECT BUTTON

This button opens a mobile scroll through the teams and navigates the user to the specified mosaic image. The team names are indicated alphabetically.

SCREEN
TEAR