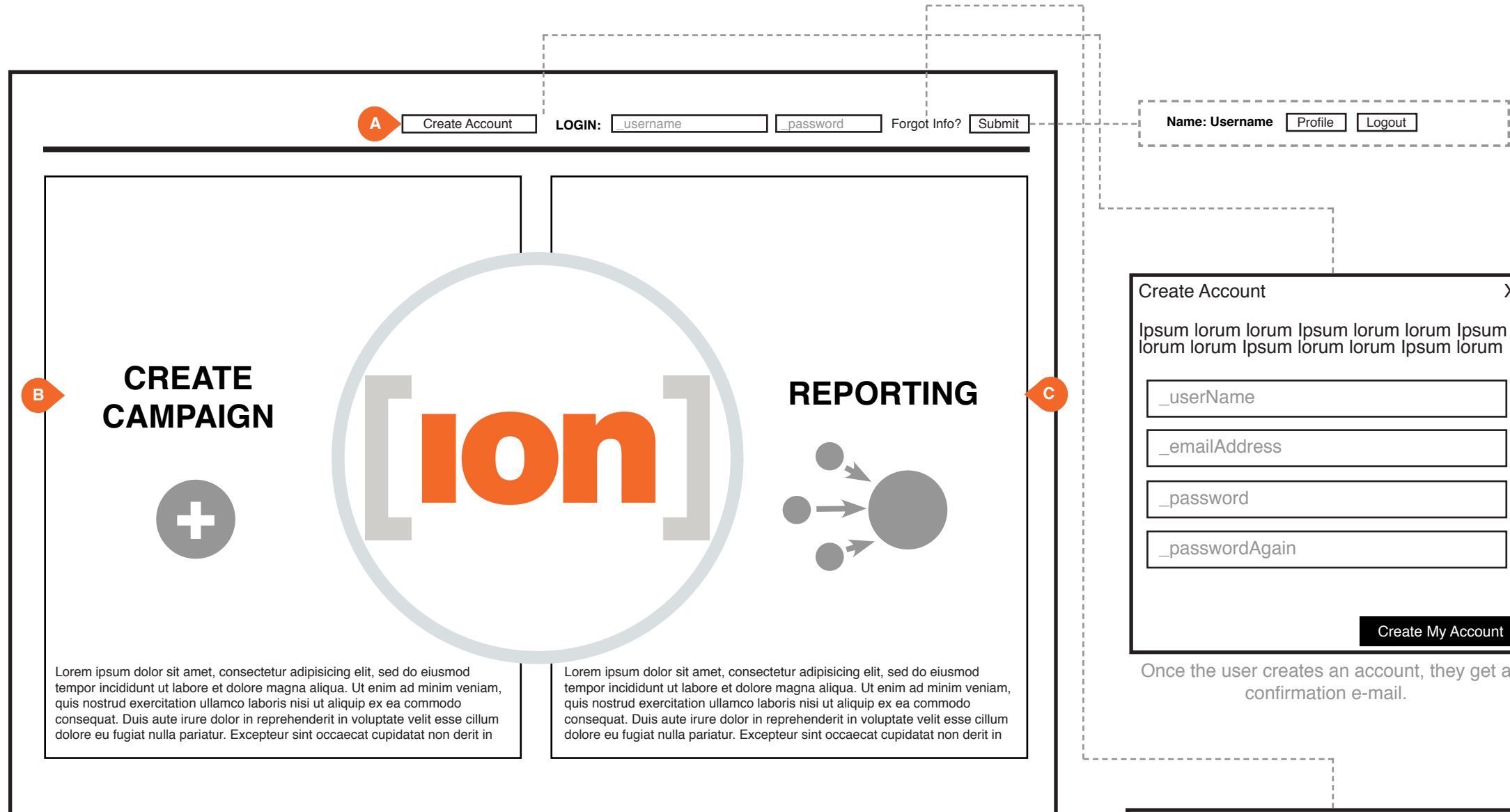


ION · SITE MAP	[ayzenberg]
User Experience and Information Architecture	
File: AZB_ion_UI_V1.2	v 1.2
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FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: This is the page that allows the user access to their reporting and report building.

A. LOGIN/CREATE ACCOUNT

The user can login to the system or they can create a new account.

The user can also get information about their login or password.

The user can also create their account from this page via a pop-up modal.

B. CREATE CAMPAIGN

This takes the user to the create campaign page.

C. REPORTING

This takes the user to their campaign reports.

Name: Username Profile Logout

A Username's Profile
 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

B Username
Change

C Password
Change

D XXX@emailaddress.com
Change

E Get e-mail updates from ION.

CREATE CAMPAIGN

REPORTING

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 cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non derit in

FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: This page show the users account information.

- A. USER'S PROFILE**
This title includes the name of the user.
- B. USERNAME**
This is the username. The user can also change what the name is.
- C. PASSWORD**
This is the users password. The user can also change the password.
- D. EMAIL**
This is the users account e-mail. The user can also change the e-mail.
- E. UPDATES CHECK BOX**
This check box allows the user to receive news and update information via their e-mail.
- F. CREATE CAMPAIGN**
This takes the user to the create campaign page.
- G. REPORTING**
This takes the user to the reporting page.

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 cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non derit in

ION • USER INFO	[ayzenberg]
User Experience and Information Architecture	v 1.2
File: AZB_ion_UI_V1.2	4 of 15
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The screenshot shows a web interface for creating campaigns. At the top left is the ION logo (A). To its right is a user profile section with 'Name: Username', 'Profile', and 'Logout' buttons. Below this is a 'Your Campaigns' section (B) containing a list of projects from 'project 1' to 'project 7'. To the right of this list is a dark grey arrow button labeled 'ADD RESOURCES' (G). On the left side, there is a 'Create Campaign' section (E) with a text area containing placeholder text and a search/parse field (F) labeled '_projectName'. A 'PAGE FOLD' line is indicated at the bottom of the main content area.

FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: This is the reporting page that allows the user to see the specific metrics for their campaigns.

A. DUAL PERFORMANCE BY DATE
The default and main view.

B. SINGLE PERFORMANCE BY METRIC
The view that displays performance by video and advertisement.

C. ADVERTISERS DROP DOWN MENU
Lists all advertisers.

D. PLATFORMS
Displays the platform options:
YouTube, Facebook, Twitter and Google+

Metric by Line and by Bar
Displays the platform options metrics, as follows:

- Views
- Minutes Viewed
- Likes Comments
- EMV Views
- EMV Completed Views
- EMV Minutes Viewed
- EMV Likes Comments
- Completed Views Rate
- Like Rate
- Comments Rate

E. PERFORMANCE BY RATE
Its default view lists all platforms and its metrics. It can also be customized by clicking the 'Customize This View' button. The user can also access the detail view (Page 5).

- "Download" button offers the options to excel, HTML and CSV.
- "Customize" this view displays an overlay that allows the user to alter the data layout.

F. DETAIL VIEW
This button opens a popup that displays the information in a detail view.

G. SEARCH/PARSE FIELD
When the user starts typing in this field the subsequent matching criteria appear in the window below.

FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: This is the reporting page that allows the user to see the specific metrics for their campaigns.

A. DUAL PERFORMANCE BY DATE
The default and main view.

B. SINGLE PERFORMANCE BY METRIC
The view that displays performance by video and advertisement.

C. ADVERTISERS DROP DOWN MENU
Lists all advertisers.

D. PLATFORMS
Displays the platform options:
YouTube, Facebook, Twitter and Google+

Metric by Line and by Bar
Displays the platform options metrics, as follows:

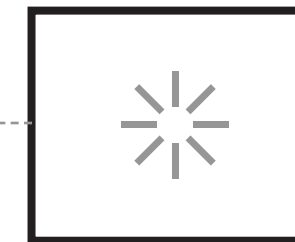
- Views
- Minutes Viewed
- Likes Comments
- EMV Views
- EMV Completed Views
- EMV Minutes Viewed
- EMV Likes Comments
- Completed Views Rate
- Like Rate
- Comments Rate

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- "Download" button offers the options to excel, HTML and CSV.
- "Customize" this view displays an overlay that allows the user to alter the data layout.

F. DETAIL VIEW
This button opens a popup that displays the information in a detail view.

G. SEARCH/PARSE FIELD
When the user starts typing in this field the subsequent matching criteria appear in the window below.



Note: Load time for the report (T.B.D.)

PAGE FOLD

The screenshot shows the ION Campaign Tracking interface. At the top, there's a user profile section with 'Name: Username', 'Profile', and 'Logout' buttons. Below this are two main view tabs: 'Dual Performance by date' (selected) and 'Single Performance by metric'. On the left, there are several filter menus: 'Advertisers' (with a dropdown menu), 'Platform' (with a dropdown menu), 'Metric - by Line' (with a dropdown menu), 'Metric - by Bar' (with a dropdown menu), and 'Date' (with 'from' and 'to' date pickers). The main content area is split into two sections. The top section, 'Daily Performance', features a line and bar chart showing performance over time in January 2014. The bottom section, 'Performance by Date', shows a table with columns for DATE, YOUTUBE, FACEBOOK, and GOOGLE+, and sub-columns for Item A, Item B, and Item C. On the right side, there are two dropdown menus for 'Campaigns' and 'Creative', each with 'Edit' and 'New'/'Add' buttons. An 'Export Data' button is located below the chart. A 'PAGE FOLD' line is indicated across the bottom of the main content area.

FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: This is the reporting page that allows the user to see the specific metrics for their campaigns.

A. DUAL PERFORMANCE BY DATE
The default and main view.

B. SINGLE PERFORMANCE BY METRIC
The view that displays performance by video and advertisement.

C. ADVERTISERS DROP DOWN MENU
Lists all advertisers.

D. PLATFORMS
Displays the platform options:
YouTube, Facebook, Twitter and Google+

Metric by Line and by Bar
Displays the platform options metrics, as follows:

- Views
- Minutes Viewed
- Likes Comments
- EMV Views
- EMV Completed Views
- EMV Minutes Viewed
- EMV Likes Comments
- Completed Views Rate
- Like Rate
- Comments Rate

E. PERFORMANCE BY RATE
Its default view lists all platforms and its metrics. It can also be customized by clicking the 'Customize This View' button. The user can also access the detail view (Page 5).

- "Export Data" button offers the options to excel, HTML and CSV.
- "Customize" this view displays an overlay that allows the user to alter the data layout.
- "Share Campaign" allows another user to view the data. They do not have the ability to alter it. (TBD)

F. DETAIL VIEW
This button opens a popup that displays the information in a detail view.

The 'Export Data' popup window has a title bar with 'Export Data' and a close button 'X'. It contains three input fields for 'Excel', 'HTML', and 'CSV'. A 'Download' button is located at the bottom right.

The 'Share Campaign' popup window has a title bar with 'Share Campaign' and a close button 'X'. It contains the text 'Add users to view this campaign. Use a comma to separate the e-mails.' Below this is an input field containing '_emailAddresses,'. An 'Invite' button is located at the bottom right.

The owners of these e-mails get login information and generated passwords sent to them.

CONTINUED:

G. SEARCH/PARSE FIELD
When the user starts typing in this field the subsequent matching criteria appear in the window below.

H. CAMPAIGNS
Displays the campaigns of a single advertiser. By default it displays the first advertiser listed.

I. EDIT BUTTON
Allows the user to edit the Campaign list and Creative list via a popup.

J. NEW CAMPAIGN BUTTON
Allows the user to create a brand new campaign.

K. CREATIVE
Displays the videos of a campaign. Multiple selection is available.

L. ADD CREATIVE BUTTON
Allows the user to add a new creative asset to the report.

M. DIAGRAM OUTPUT
This shows the user a diagram based on the data for a specific campaign. The user can also download the data via the "Export Data" button. The user can also access the detail view (Page 5).



FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The metrics of the reporting is based off of the various pieces of data.

A. ADVERTISERS
This is the advertisers list.

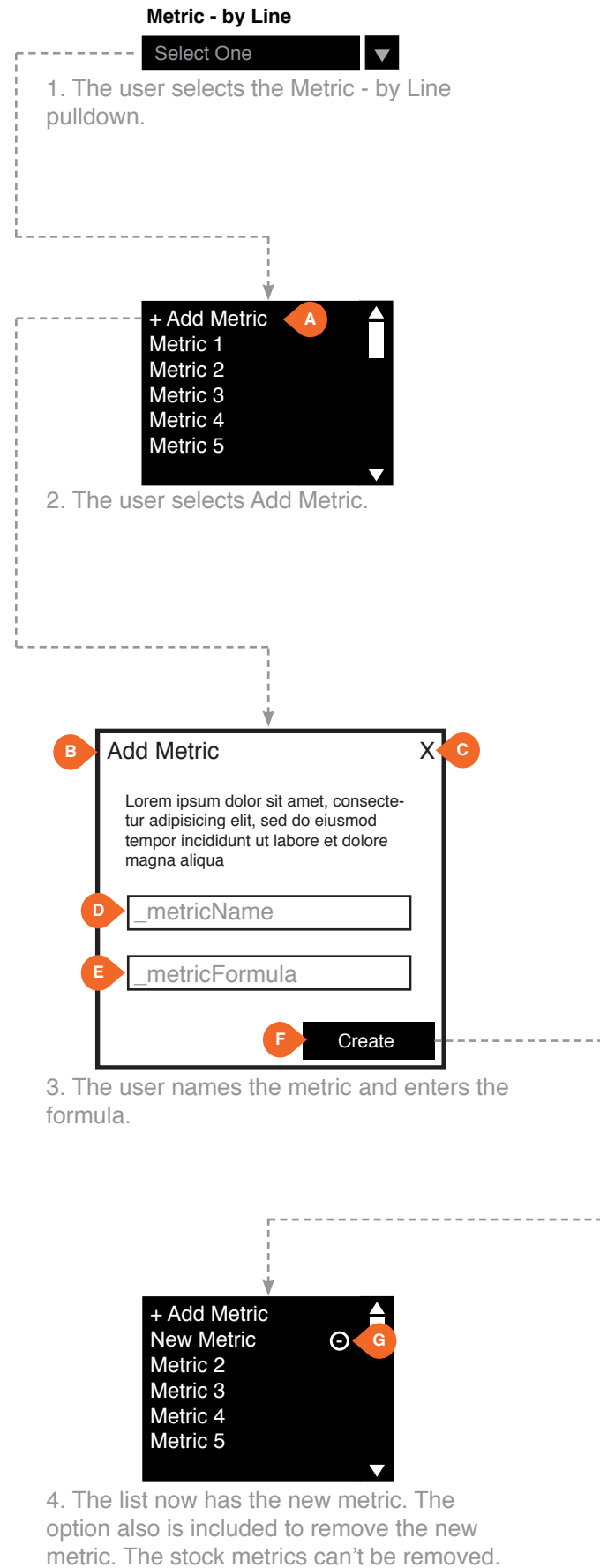
B. PLATFORM
This is the platform list.

C. METRIC- BY LINE
This is the metric- by line list.

D. METRIC- BY BAR
This is the metric- by bar list.

DATE	YOUTUBE			FACEBOOK		GOOGLE+	
dd/mm/yy	Item A	Item BI	tem CI	ItemBAI	tem BI	tem A	
dd/mm/yy	123	123	123	123	123	123	
dd/mm/yy	123	123	123	123	123	123	

- E DATA CATEGORIES**
- | | | | |
|---|--|---|--|
| <p>YOUTUBE</p> <ul style="list-style-type: none"> • Video Views • Minutes Watched • Likes • Dislikes • Comments • Shares | <p>FACEBOOK</p> <ul style="list-style-type: none"> • Comments • Likes • Shares | <p>TWITTER</p> <ul style="list-style-type: none"> • Retweets • Favorites | <p>GOOGLE+</p> <ul style="list-style-type: none"> • Comments • Likes • Added Circles |
|---|--|---|--|



FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The user can add their own metrics to the system.

A. ADD METRIC BUTTON
This button opens the Add Button modal.

B. ADD METRIC MODAL
This modal will add a new formula to the metrics pulldowns.

C. CLOSE BUTTON
This button closed the modal.

D. METRIC NAME FIELD
The user enters the metrics name in this field.

E. MERTIC FORMULA FIELD
The user enters the metrics formula in this field.

F. CREATE BUTTON
The user presses this button to create the metric.

G. DELETE METRIC
The user deletes the metric they created by pressing this button.

a confirmation popup appears to make certain the user wants to delete the formula.

The user can't delete stock system metrics.

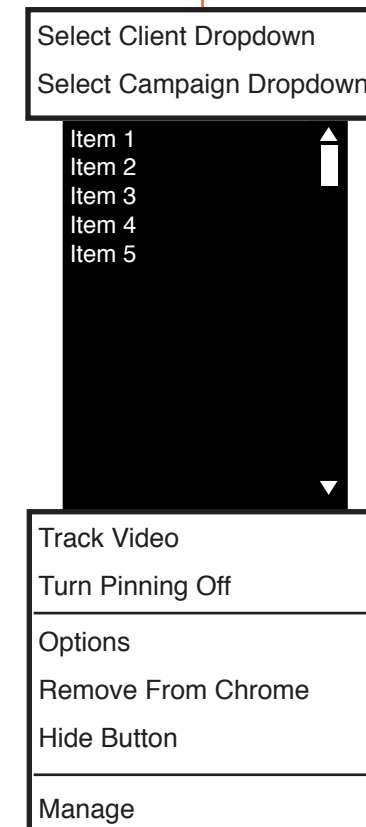
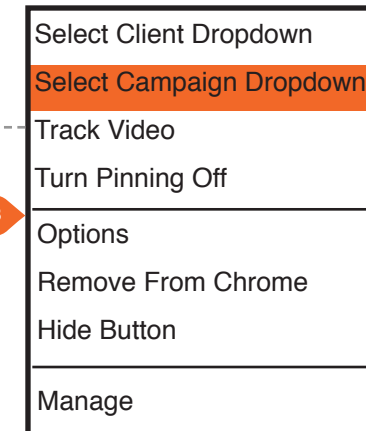
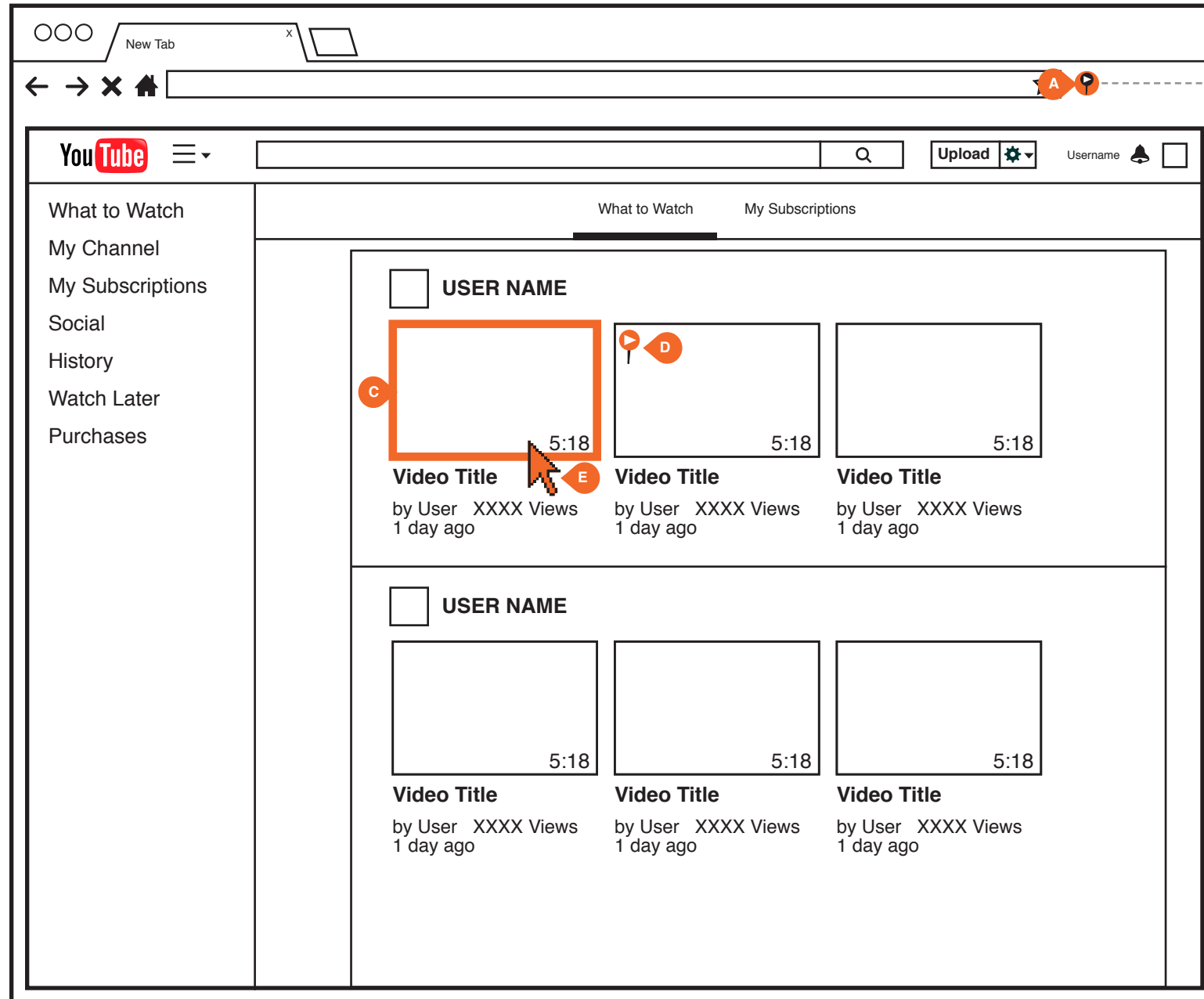
ION · ADD METRICS	[ayzenberg]
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FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The user can hide/show and click and drag performance elements to create a customized data layout.

- A. WINDOW TITLE**
The name of the window
- B. CLOSE WINDOW BUTTON**
This closes the window.
- C. SOCIAL MEDIA**
These are the different social media platforms that can be viewed. If one of the platforms is unchecked (hidden), the Data types are hidden as well. These are:
 - Youtube
 - Facebook
 - Twitter
 - Google+
 - T.B.D.
- D. DATA TYPES**
These are the different kinds of data types for each of the social media studies.
- E. SAVE LAYOUT BUTTON**
Saves the current layout of the window that will be reflected in the performance by date window.
- F. CLICK AND DRAG HANDLE**
This allows the user to click and drag the element to reposition it's location in the performance by date window.
- G. SHOW/HIDE ELEMENT**
This is a checkbox that shows the element when it's checked and hides the element when unchecked.
- H. ELEMENT NAME**
This is the name of the element.

PAGE FOLD



FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: The user can add an extension to the Google Chrome bookmark bar that allows the user to pin YouTube videos to access the videos data and stats. The data is collected and sent to the reporting platform.

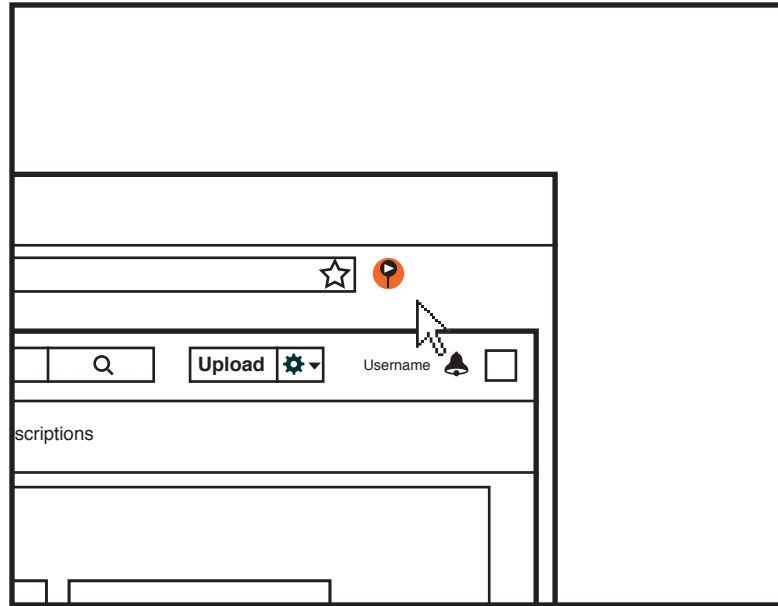
A. VIDEO PINNING ICON
This is the icon for the extension. When the icon is orange the user can click on it.

B. ICON RIGHT CLICK OPTIONS
These are the options of the extension. When the user selects one of the dropdown, the information appears.

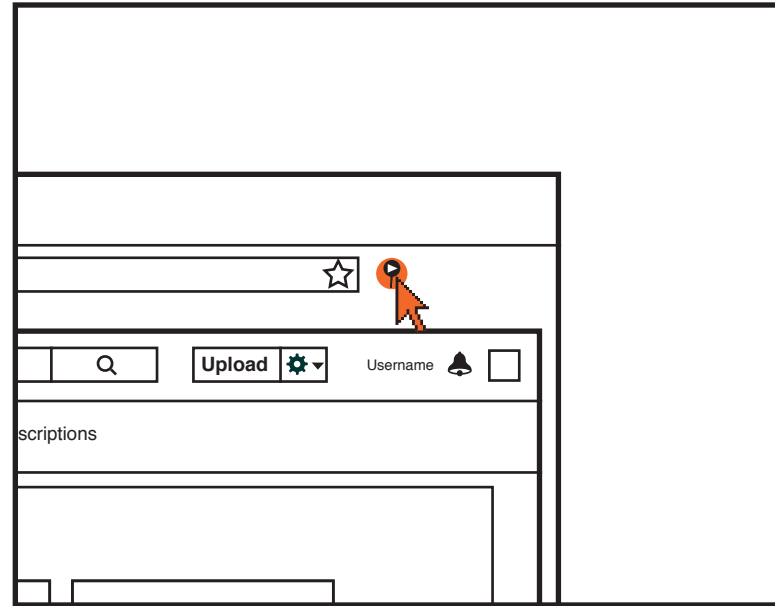
C. VIDEO SELECTION MOUSE OVER
The video frame strikes orange when the user mouses over a YouTube video,

D. PINNED VIDEO ICON
This icon represents a video that has been pinned.

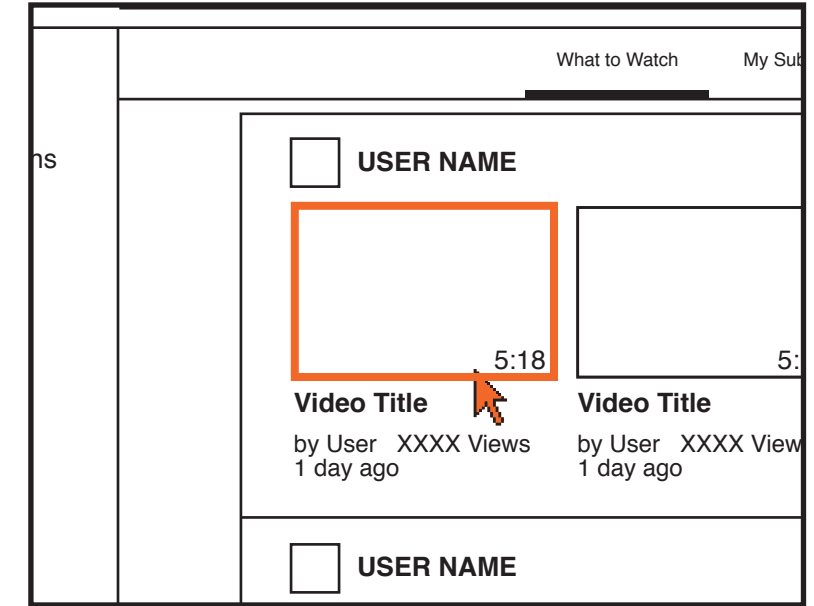
E. PINNED READY CURSOR
When the user clicks on the pinning icon, the cursor turns orange. This indicates that the selection tool is ready to pin a video



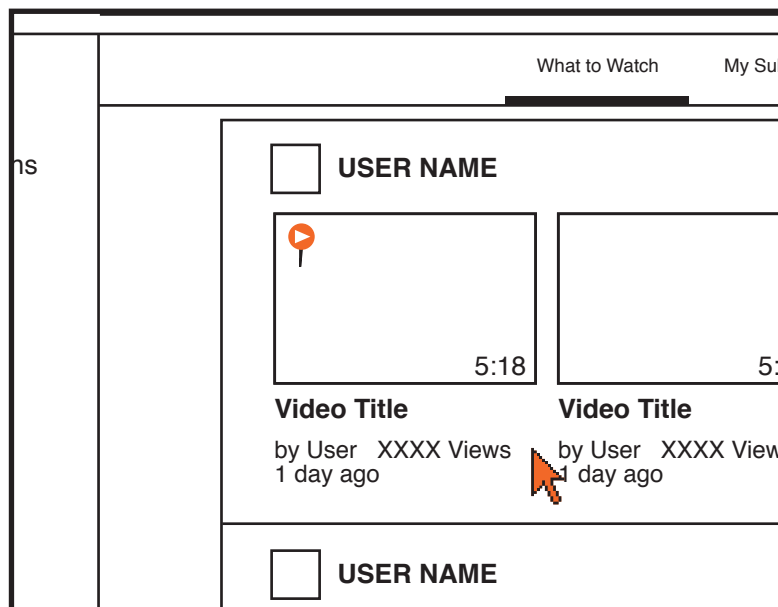
1. The user directs their cursor to the pinning icon in the Chrome control pane.



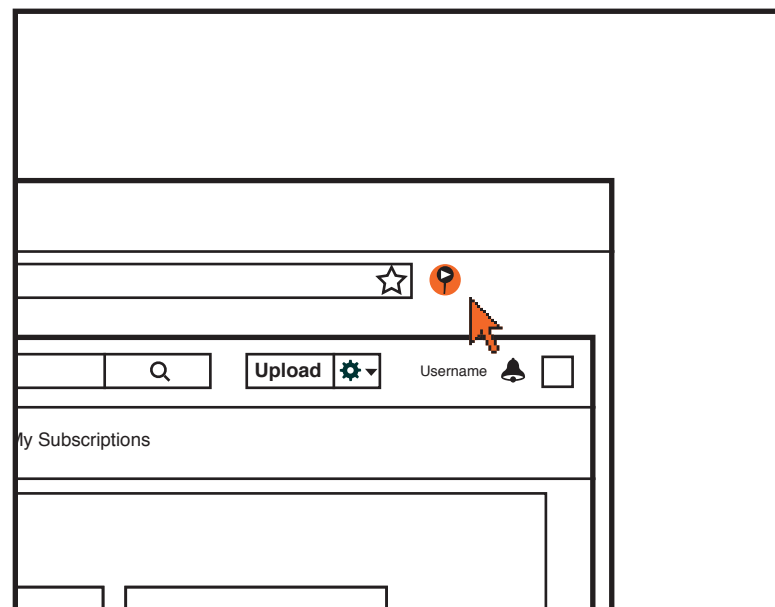
2. The icon turns orange.



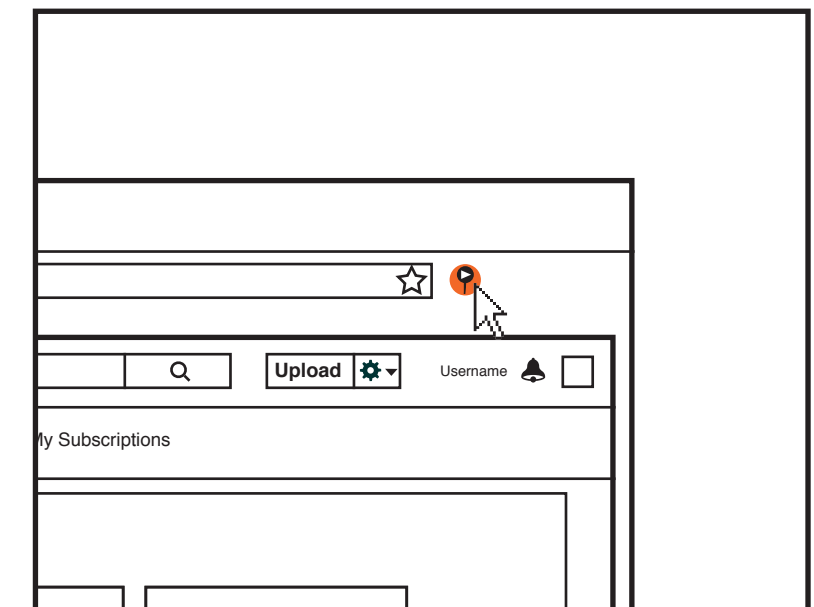
3. The user places the icon over a YouTube video window. The window strikes out with an orange outline.



4. The video is now pinned. This is indicated by the pin icon that appears on the video. The user can select numerous videos when the icon is orange. Should the user want to deselect a video, the click on it again and the pin disappears.



5. The user directs their cursor to the pinning icon in the Chrome control pane.



6. The cursor returns to normal.

FUNCTIONAL ANNOTATIONS

SCREEN DESCRIPTION: This is the reporting page that allows the user to see the specific metrics for their campaigns. The window is dragged and dropped in the site browser, allowing for customized views. The windows also snap in place should there be multiple windows open.

A. CLICK AND DRAG HANDLE
This allows the user to click and drag the window to reposition it's location in the web browser window.

B. CLOSE WINDOW BUTTON
This closes the window.

C. ELEMENT NAME
This is the name of the element.

D. DATE RANGE
The user can set the viewable dates for the data represented in this window.

E. SCROLL BAR
This is the scroll bar of the window. As the user clicks and drags the information in the window, the scroll bar reflects the location.

F. DATA FORMULA
When a user double clicks a data entry, a popup window appears that displays how the data was obtained.

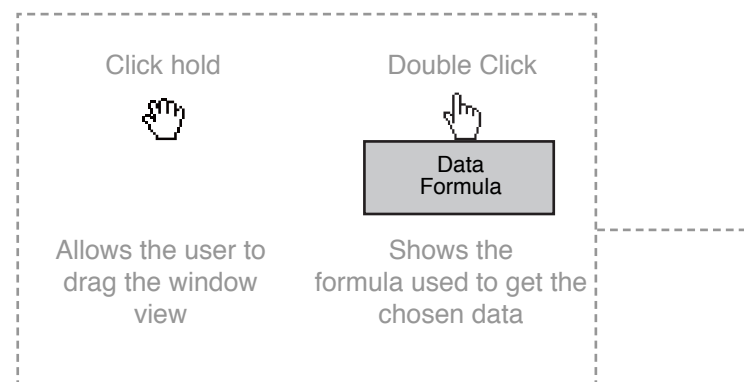
A sample of this formula would be:

$$\text{LIKES} \\ \text{like/view \%}$$

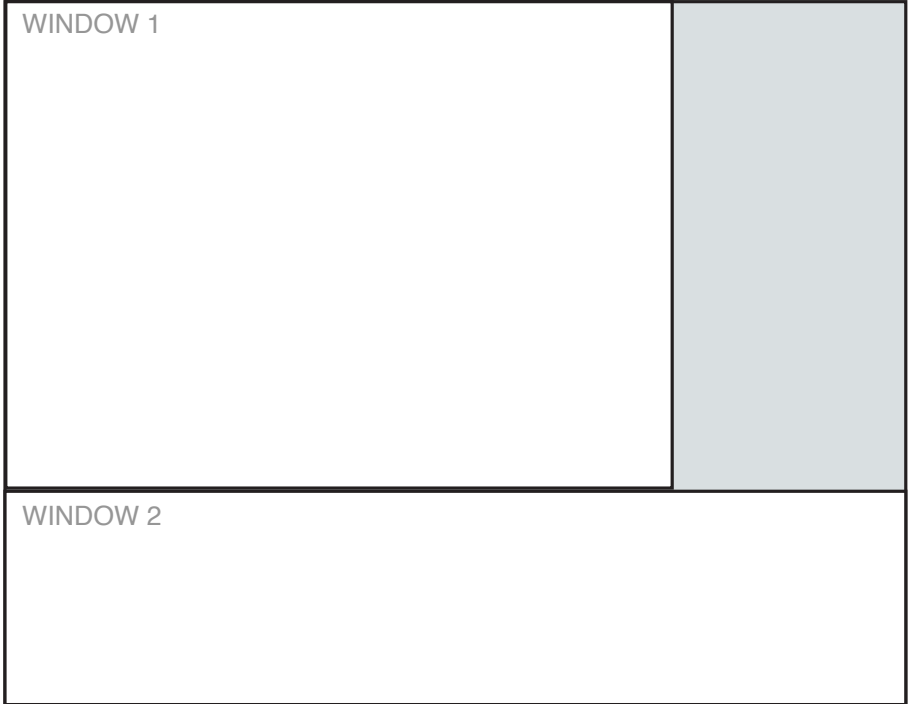
G. WINDOW RESIZING HANDLE
The user can click and drag this handle to re-size the window.

PERFORMANCE BY DATE

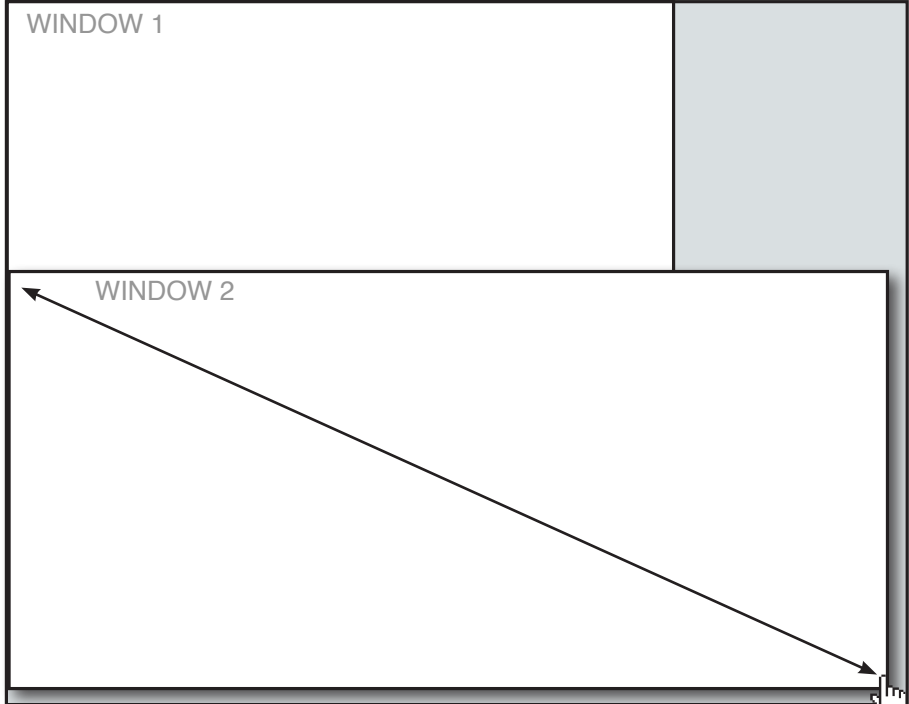
YOUTUBE		FACEBOOK			TW		
Date	Views	Clicks	Cost Per View	Cost Per Click	Likes	Shares	Retweets
Date	Data	Data	Data	Data	Data	Data	Data
Date	Data	Data	Data	Data	Data	Data	Data
Date	Data	Data	Data	Data	Data	Data	Data
Date	Data	Data	Data	Data	Data	Data	Data
Date	Data	Data	Data	Data	Data	Data	Data



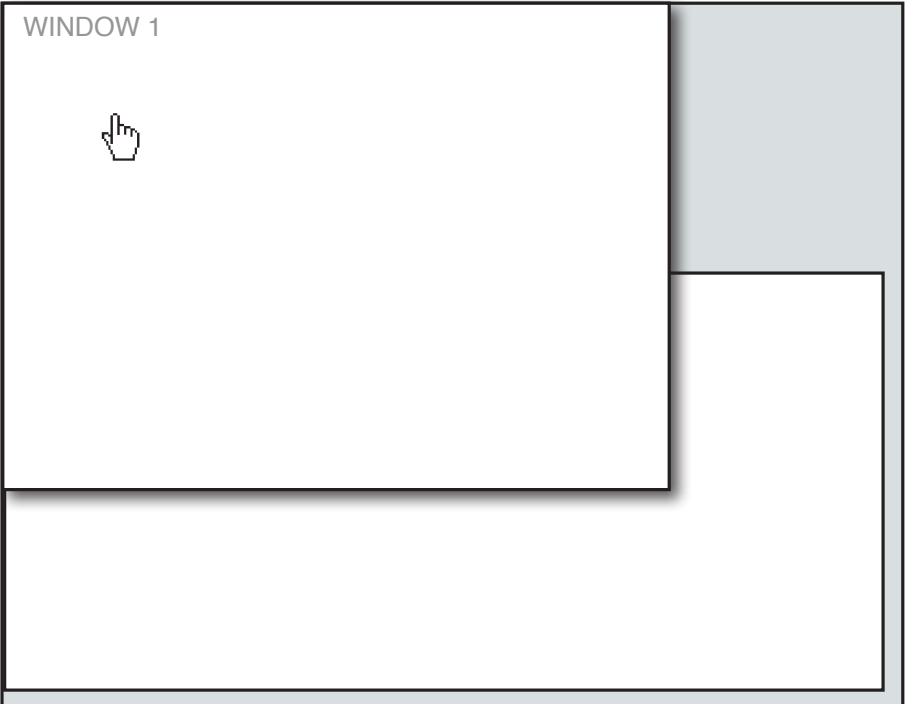
PAGE FOLD



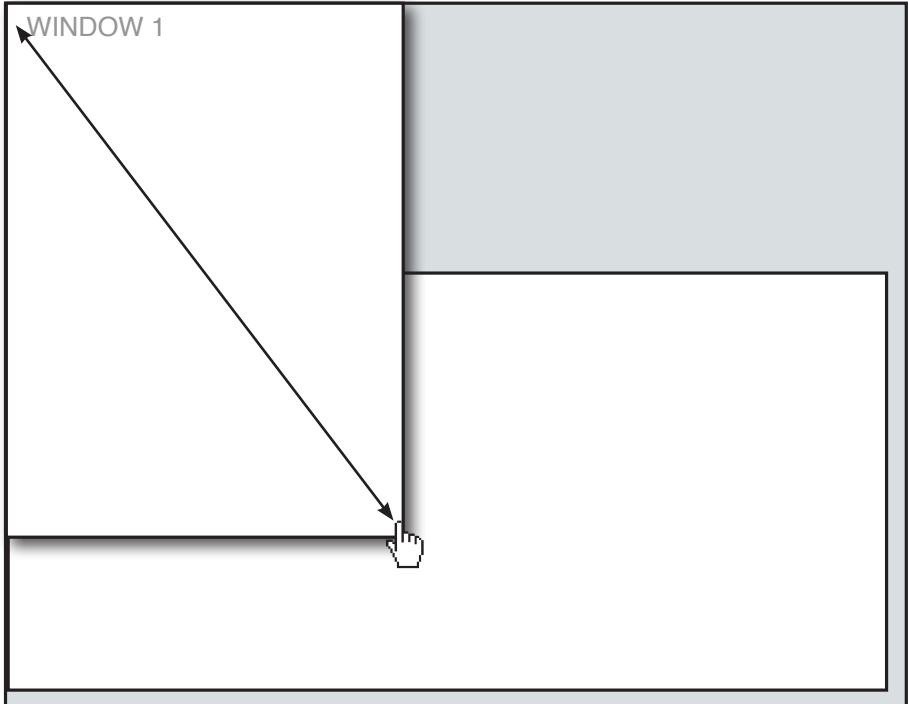
1. The user opens up two detail windows.



2. The user selects Window 2 and resizes it by clicking and dragging the window resize handle.



3. The user selects Window 1 and brings it to the front.



4. The user resizes Window 1 by clicking and dragging the window resize handle.