



DISNEY & ENTERTAINMENT, DOWNLOAD PORTAL WEBSITE ARCHITECTURE



Version 2.0
9/1/2005

Revision Table



Version	Date	Change Description
1.0	Aug. 31, 2005	-

0.00 TABLE OF CONTENT



1.00	Objectives	4
2.00	Site Elements	5
2.1	Home Landing Page	6
2.2	Graphics	7
2.3	Ringtones	10
2.4	Themes	13
2.5	Games	16
2.6	Ent. Apps	19
2.7	Family Apps	22
2.8	Disney Zone	25
3.00	Search Usage Scenareo	28
4.00	Packages	30
5.00	Alerts	31

1.00 OBJECTIVES



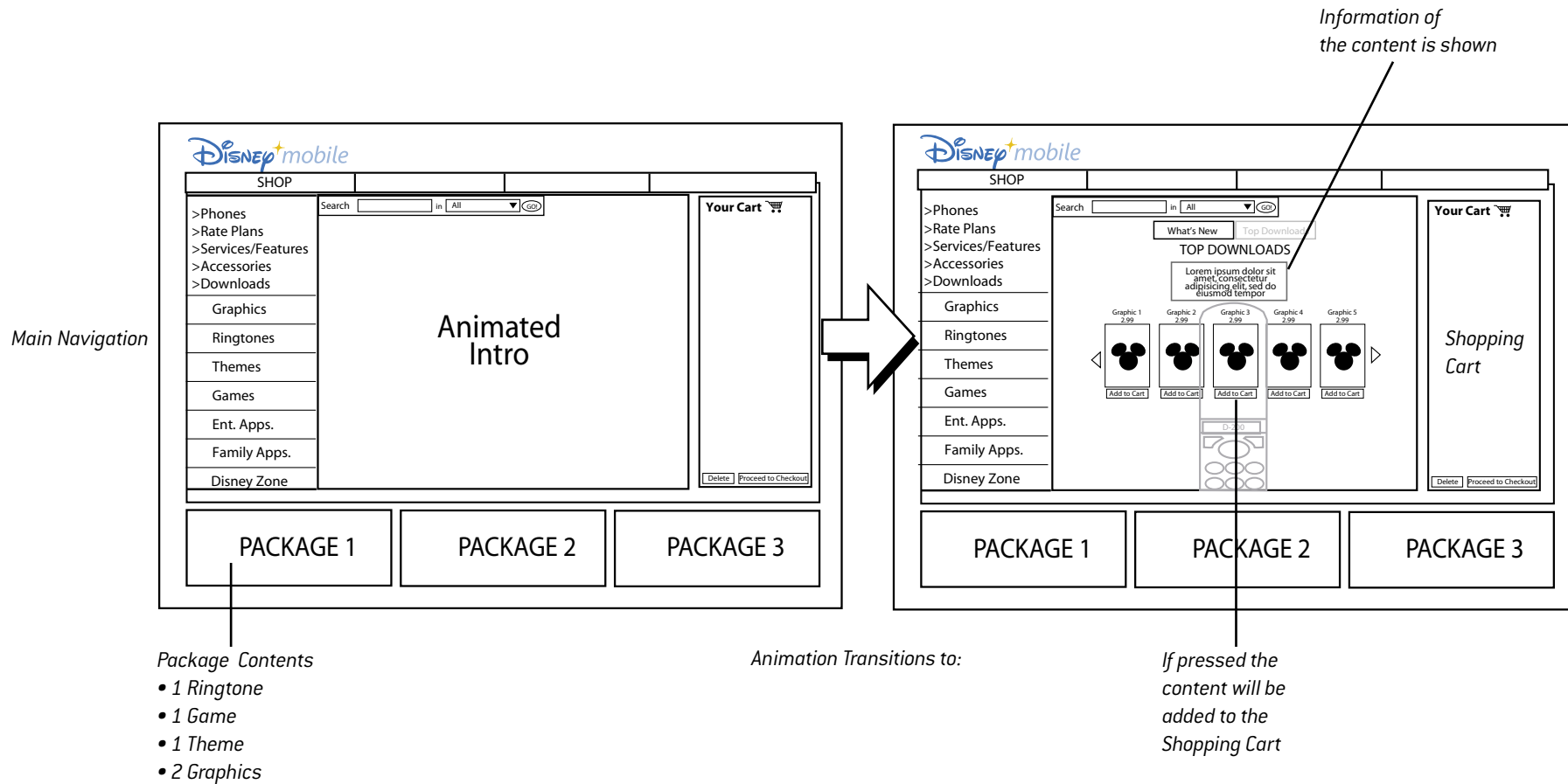
- Ease of Use
 - Less steps to access content
- Prioritize Purchase Experience
 - Easy to reach and download content from the Download Portal
- Keep the Content Targeted
 - High quality
 - Fresh content
- Robust User experience
 - Allows the User to change the look and feel of the handset with minimal difficulty
- Address Disney Mobile Product Attributes
 - Personalization
 - Entertainment
 - Community Interaction

The Download Portal contains the following elements:

- Home landing page
- Graphics
- Ringtones
- Themes
- Games
- Entertainment Apps
- Family Apps
- Disney Zone

2.1 HOME LANDING PAGE

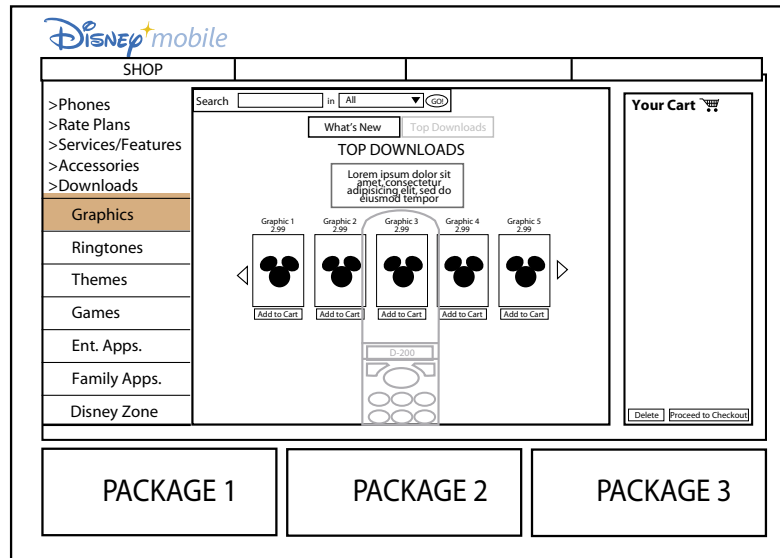
The Home Landing Page has the following elements:



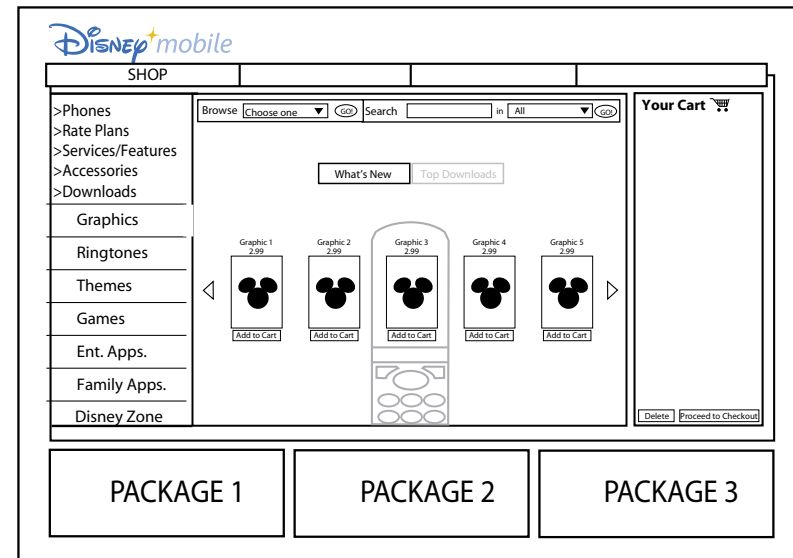
2.2 GRAPHICS

The GRAPHICS area of the web download portal is where the User gets new content for their handset.

1. The User select (GRAPHICS) on the HOME LANDING PAGE.



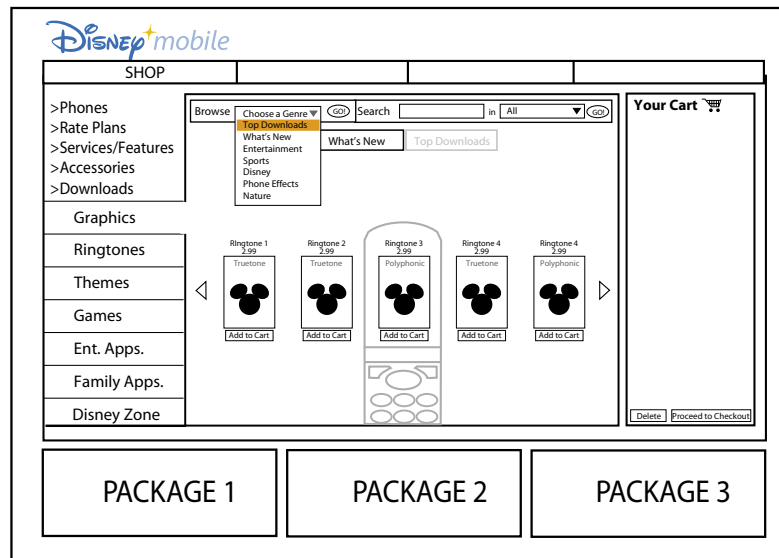
2. The User now sees the Graphics Landing page.



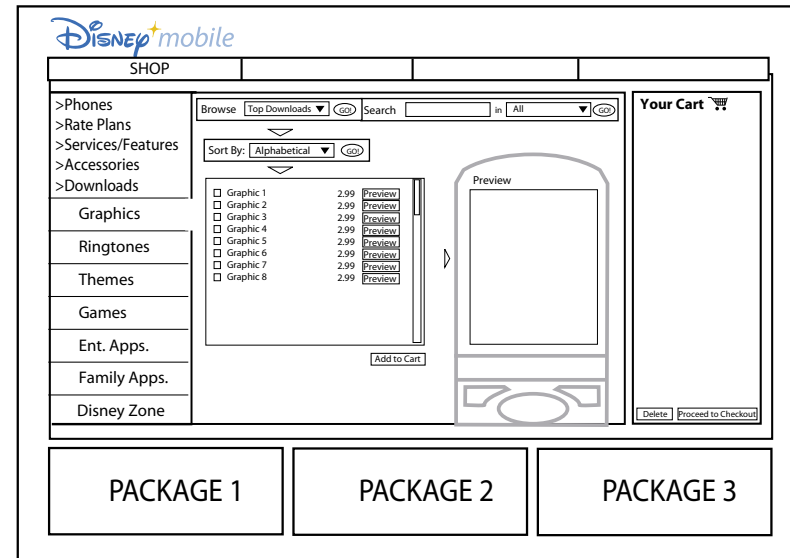
2.2 GRAPHICS

The GRAPHICS area of the web download portal is where the User gets new content for their handset.

3. The User selects (TOP DOWNLOADS) from the content pull down menu



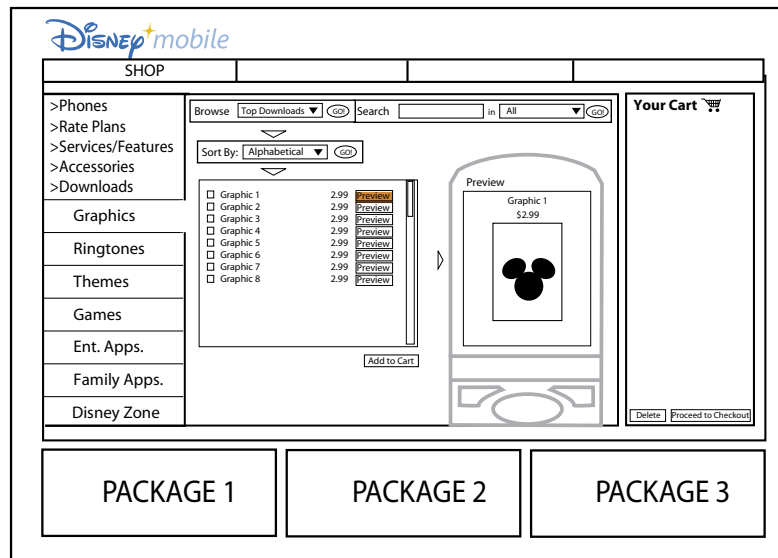
4. The User now sees the graphics list of content.



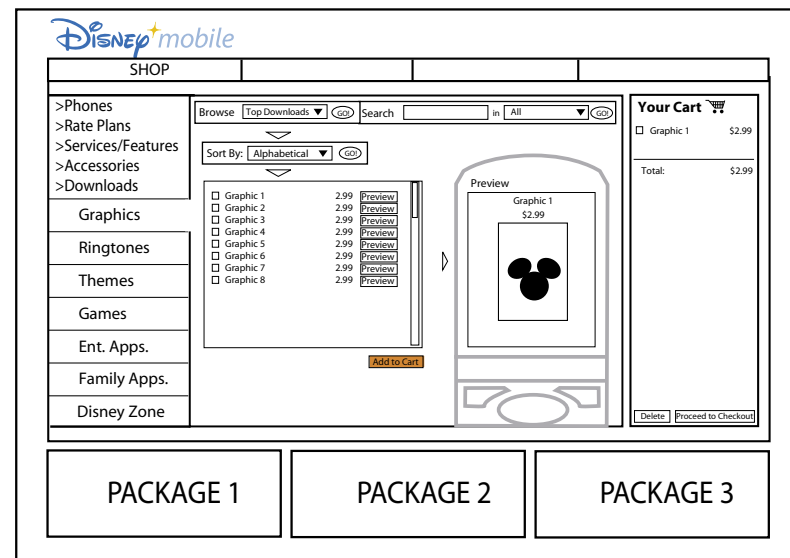
2.2 GRAPHICS

The GRAPHICS area of the web download portal is where the User gets new content for their handset.

5. The User selects (PREVIEW) on Graphic 1 and the graphic is displayed



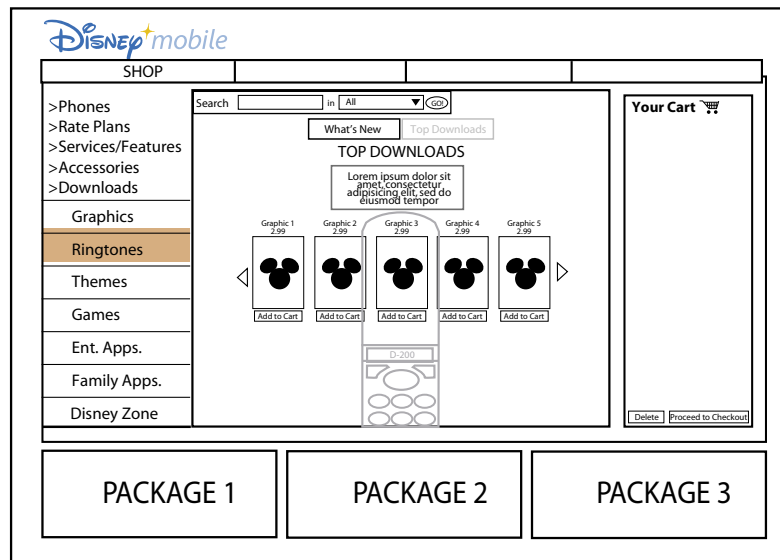
6. The User presses (ADD TO CART) and the content appears in YOUR CART.



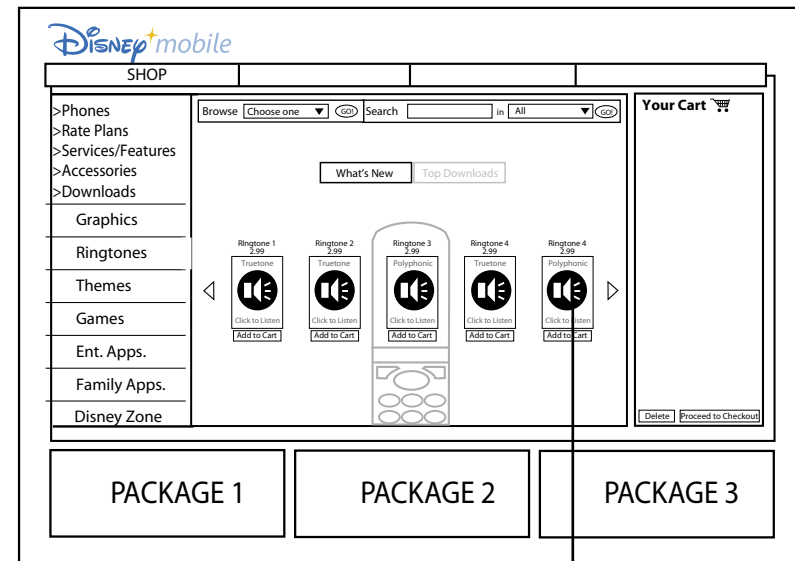
2.3 RINGTONES

The RINGTONES area of the web download portal is where the User gets new content for their handset.

1. The User select (RINGTONES) on the HOME LANDING PAGE.



2. The User now sees the Ringtones Landing page.

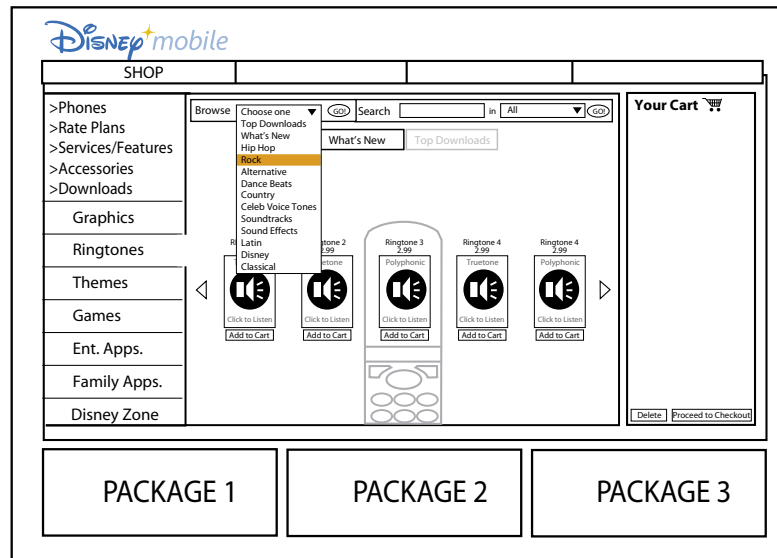


If pressed a sample of the Ringtone will be heard

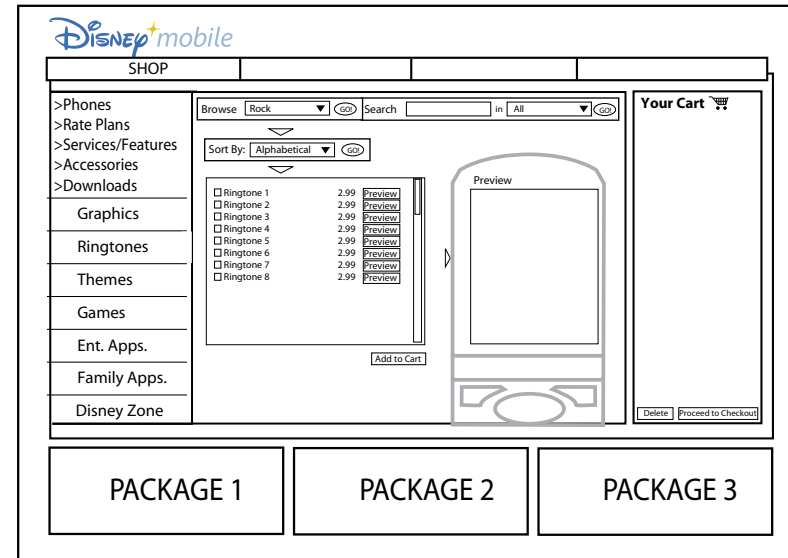
2.3 RINGTONES

The RINGTONES area of the web download portal is where the User gets new content for their handset.

3. The User selects {ROCK} from the content pull down menu



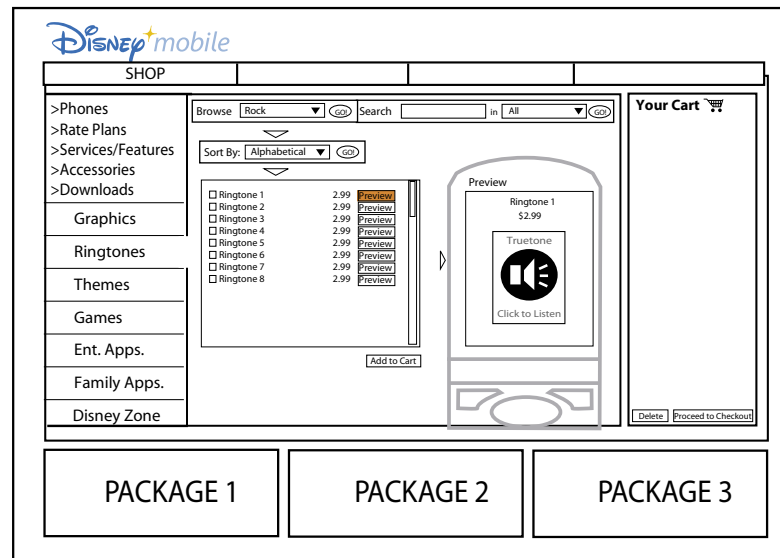
4. The User now sees the ringtones list of content.



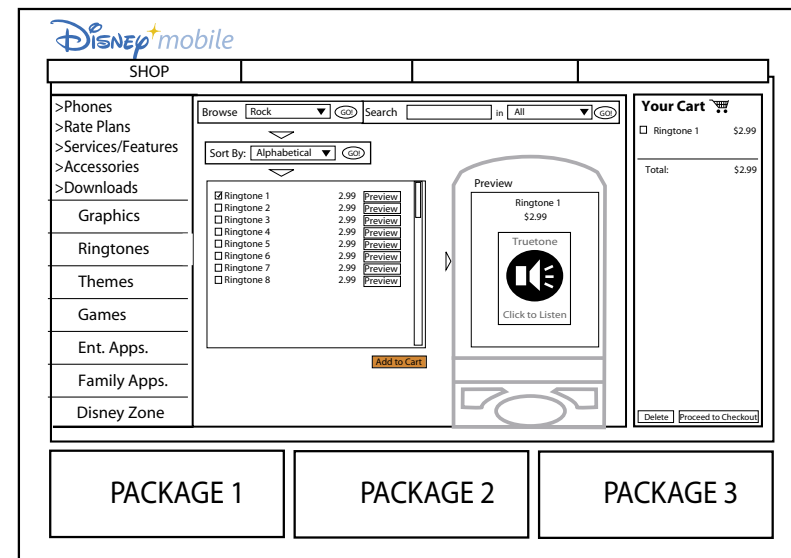
2.3 RINGTONES

The RINGTONES area of the web download portal is where the User gets new content for their handset.

5. The User selects (PREVIEW) on Ringtones 1 and the ringtone is displayed if the preview is pressed a sample of the tone is played



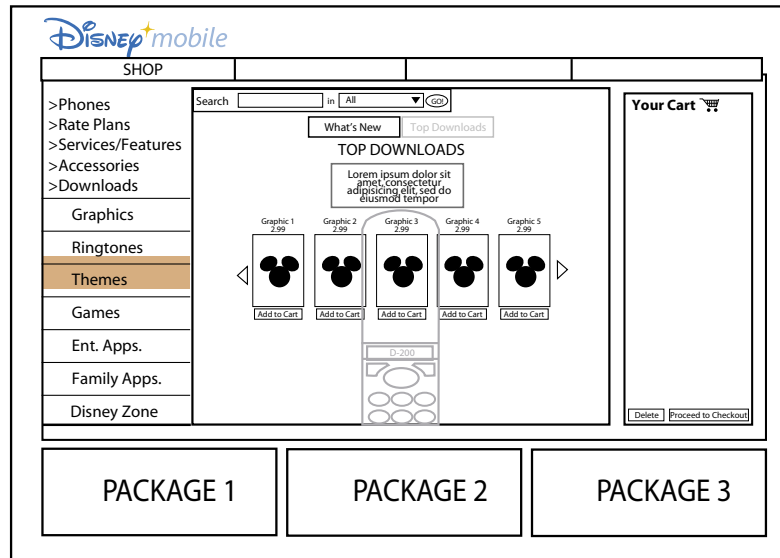
6. The User presses (ADD TO CART) and the content appears in YOUR CART.



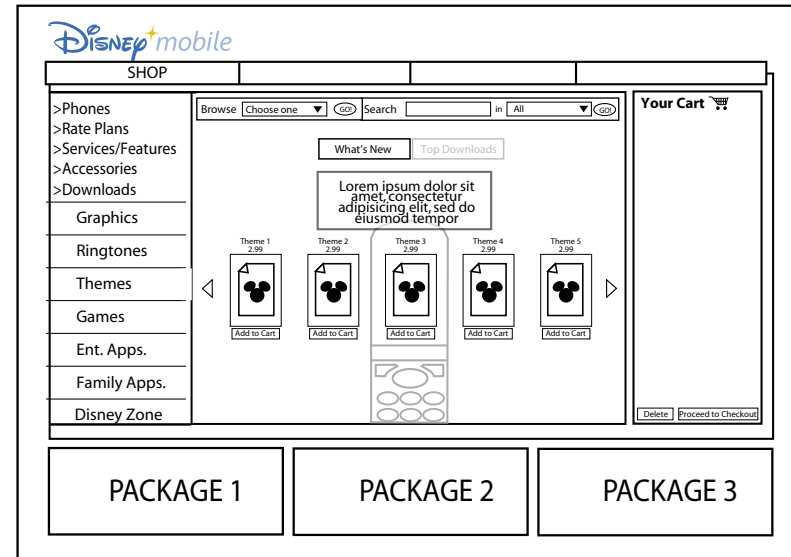
2.4 THEMES

The THEMES area of the web download portal is where the User gets new content for their handset.

1. The User select (THEMES) on the HOME LANDING PAGE.



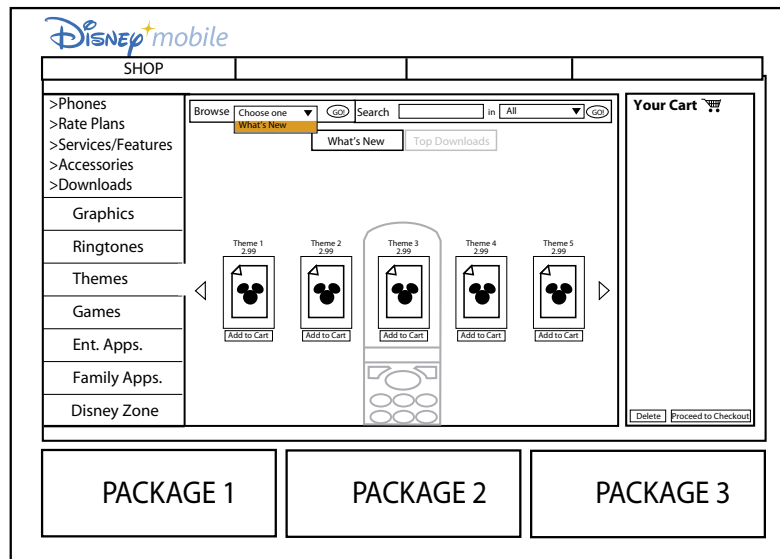
2. The User now sees the Themes Landing page.



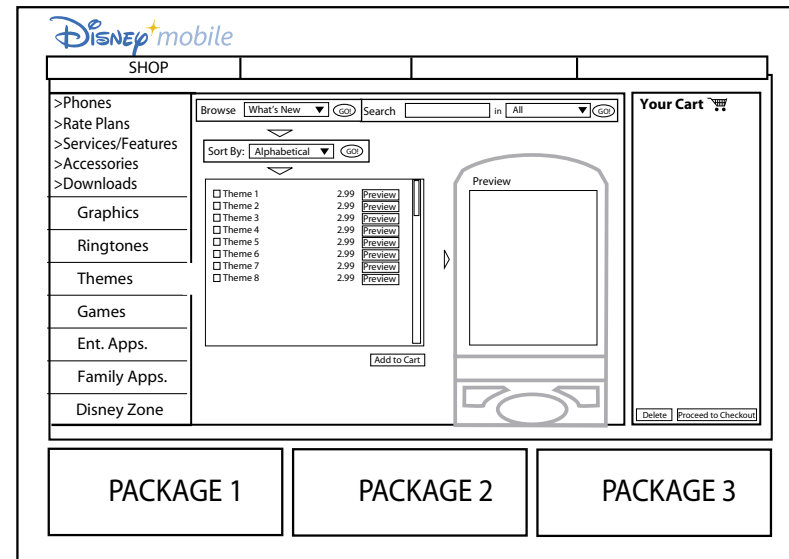
2.4 THEMES

The THEMES area of the web download portal is where the User gets new content for their handset.

3. The User selects [WHAT'S NEW] from the content pull down menu



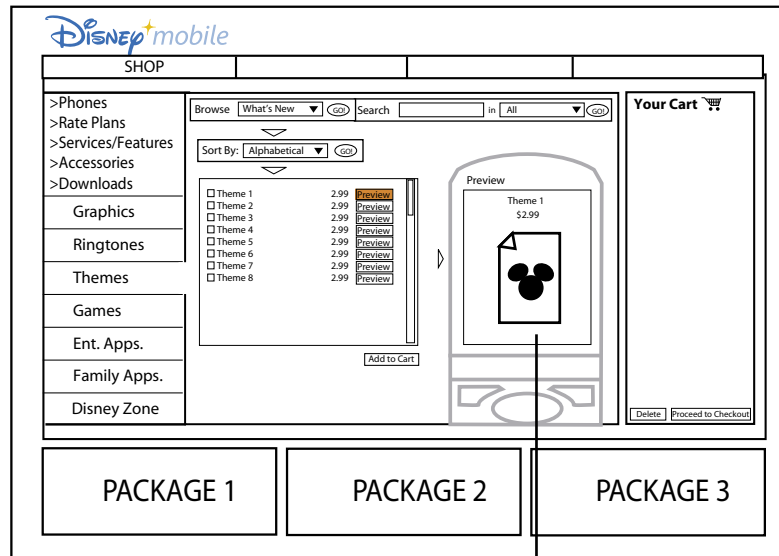
4. The User now sees the What's New list of content.



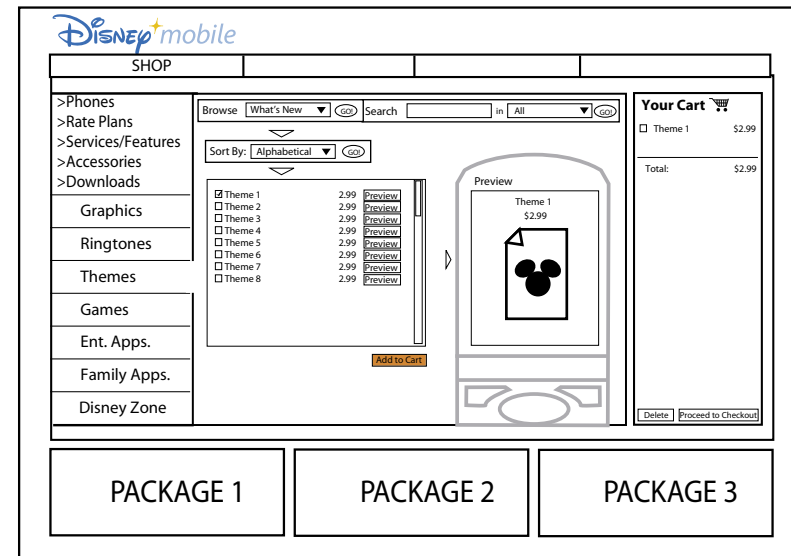
2.4 THEMES

The THEMES area of the web download portal is where the User gets new content for their handset.

5. The User selects (PREVIEW) on Theme 1 and the Theme is displayed



6. The User presses (ADD TO CART) and the content appears in YOUR CART.

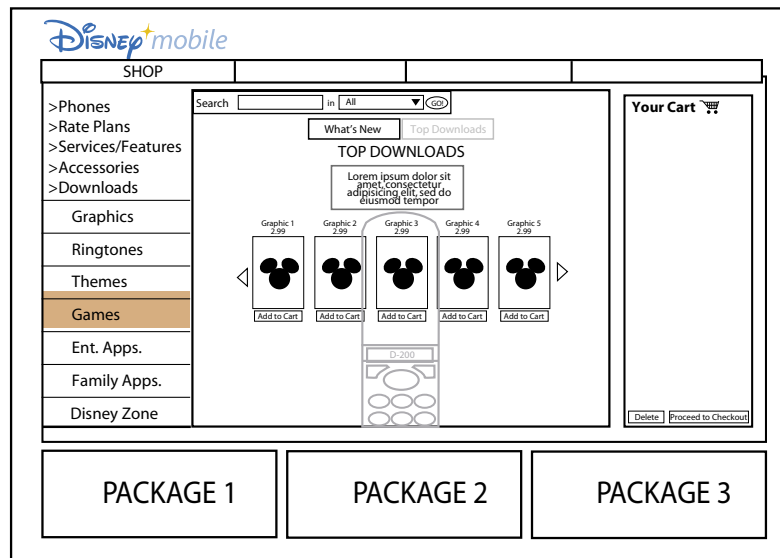


Animated Gif
of Main Menu
Theme

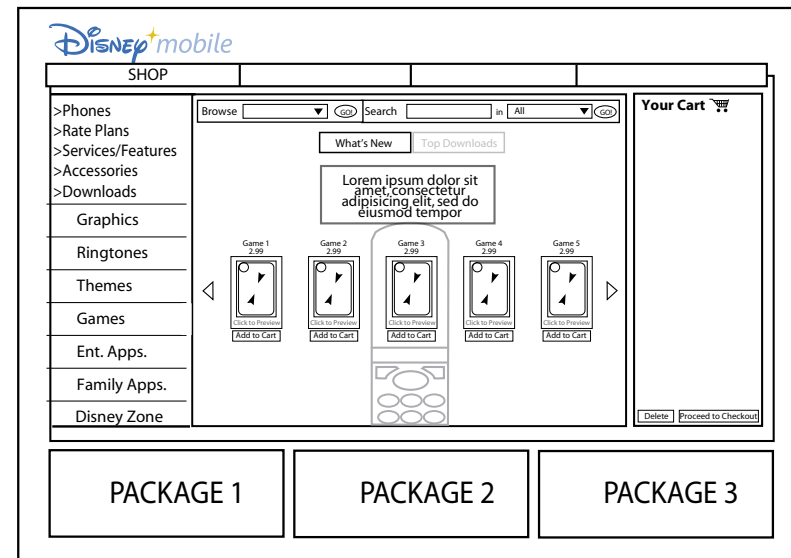
2.5 GAMES

The THEMES area of the web download portal is where the User gets new content for their handset.

1. The User select (GAMES) on the HOME LANDING PAGE.



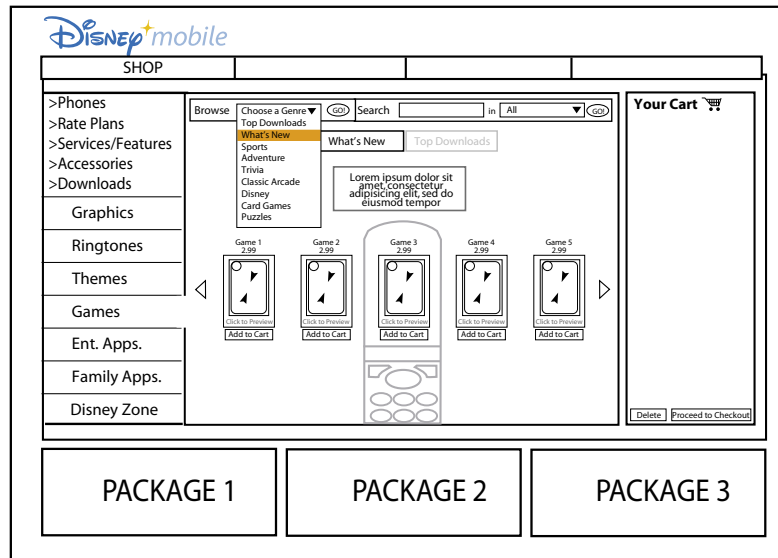
2. The User now sees the Games Landing page.



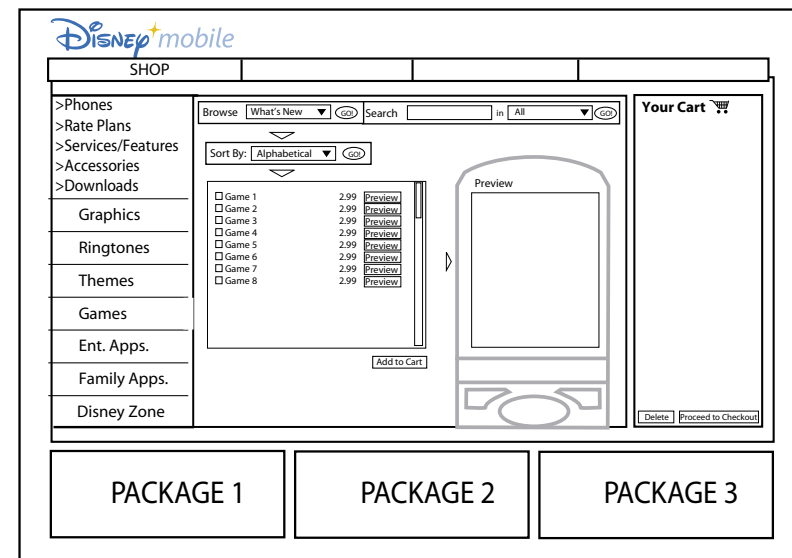
2.5 GAMES

The THEMES area of the web download portal is where the User gets new content for their handset.

3. The User selects [WHAT'S NEW] from the content pull down menu



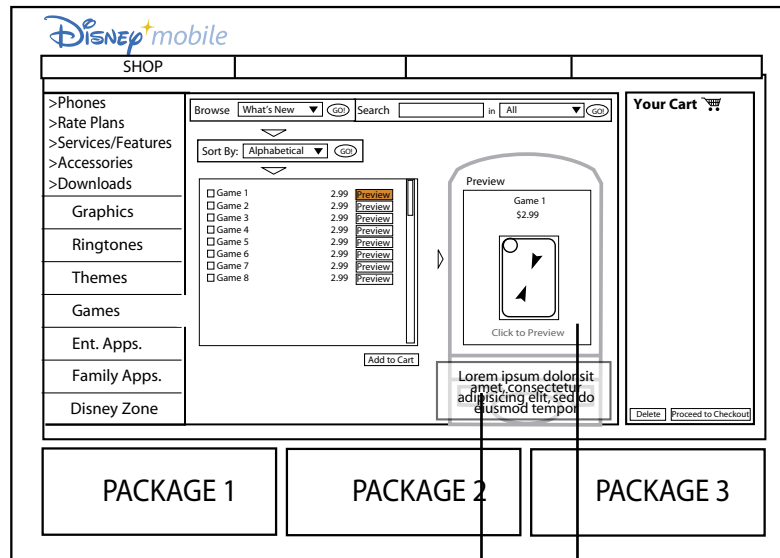
4. The User now sees the What's New list of content.



2.5 GAMES

The GAMES area of the web download portal is where the User gets new content for their handset.

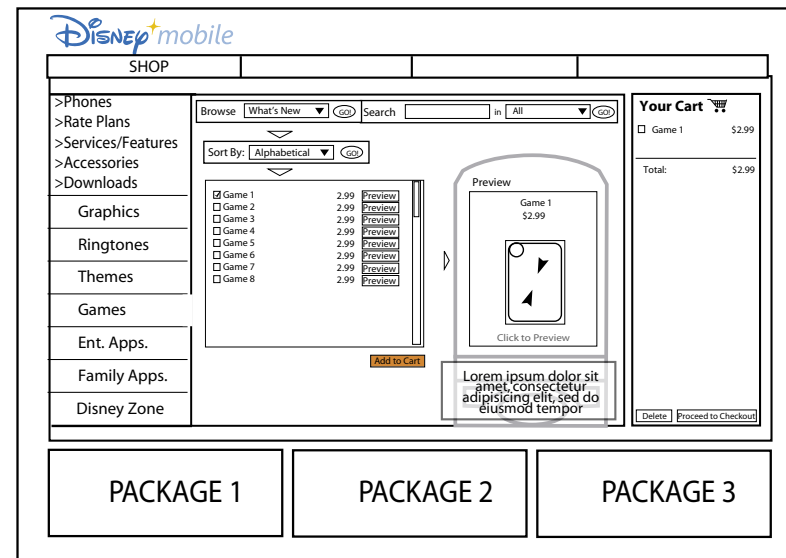
5. The User selects (PREVIEW) on Game 1 and the Game is displayed.
If the User presses the preview, an animation shows of the gameplay



Animated Gif
of game play

Application
Information

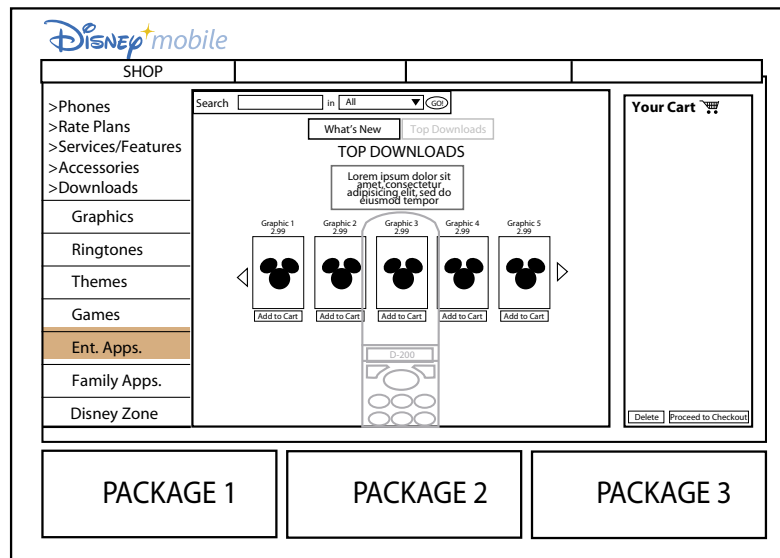
6. The User presses (ADD TO CART) and the content appears in YOUR CART.



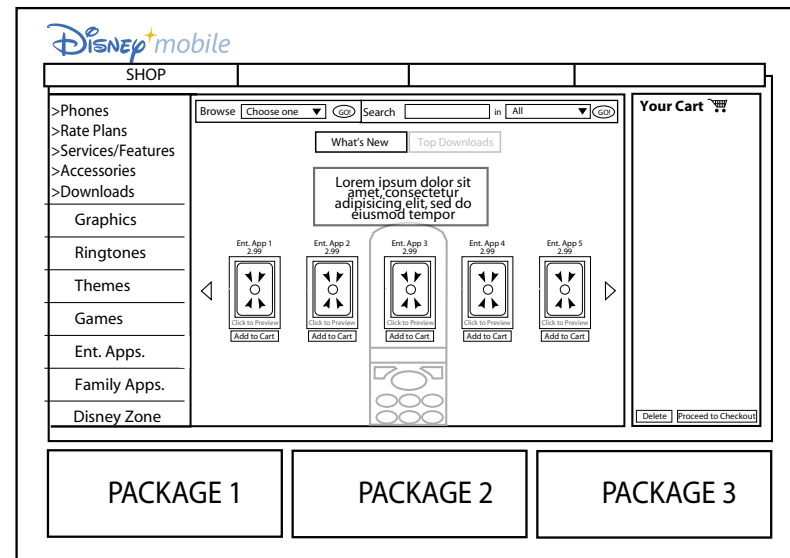
2.6 ENTERTAINMENT APPS

The ENTERTAINMENT APPS area of the web download portal is where the User gets new content for their handset.

1. The User select (ENT. APPS) on the HOME LANDING PAGE.



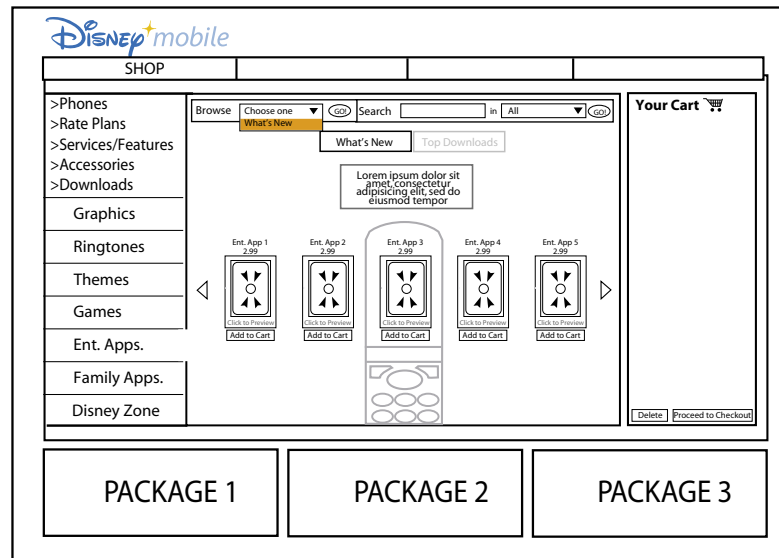
2. The User now sees the Ent. Apps Landing page.



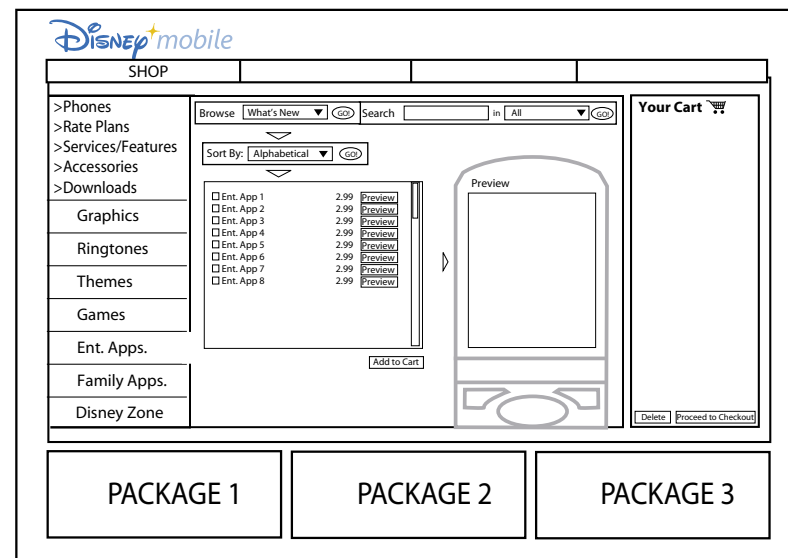
2.6 ENTERTAINMENT APPS

The ENTERTAINMENT APPS area of the web download portal is where the User gets new content for their handset.

3. The User selects [WHAT'S NEW] from the content pull down menu



4. The User now sees the What's New list of content.

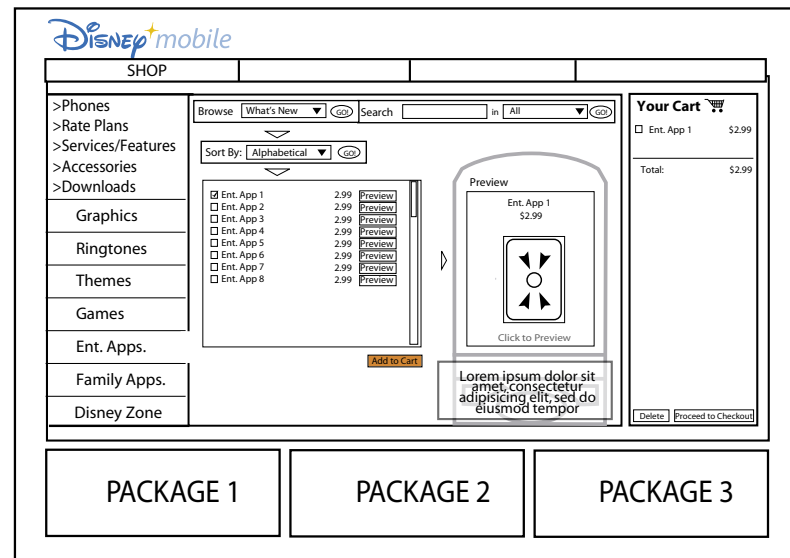
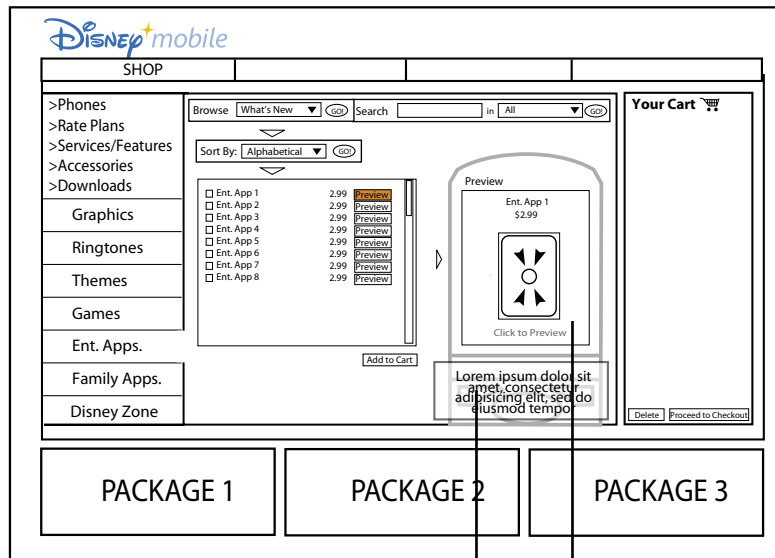


2.6 ENTERTAINMENT APPS

The ENTERTAINMENT APPS area of the web download portal is where the User gets new content for their handset.

5. The User selects (PREVIEW) on Ent Apps 1 and the App is displayed.
If the User presses the preview, an animation shows of the app.

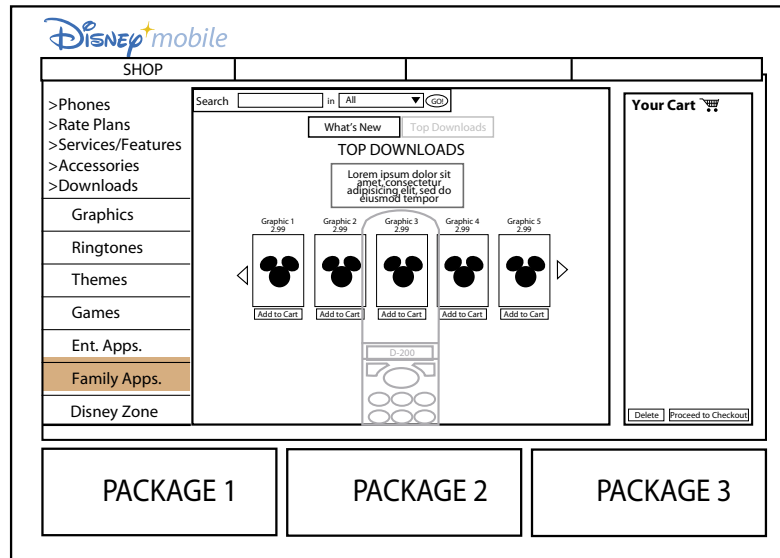
6. The User presses (ADD TO CART) and the content appears in YOUR CART.



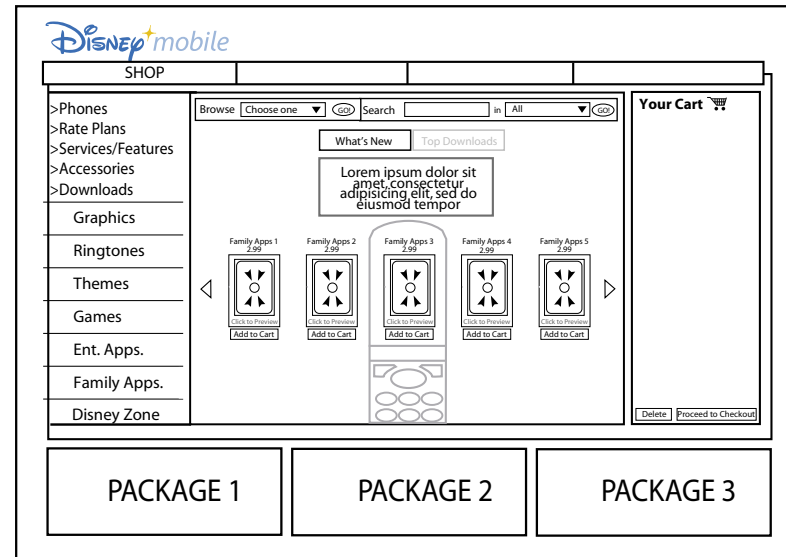
2.7 FAMILY APPS

The FAMILY APPS area of the web download portal is where the User gets new content for their handset.

1. The User select (FAMILY APPS) on the HOME LANDING PAGE.



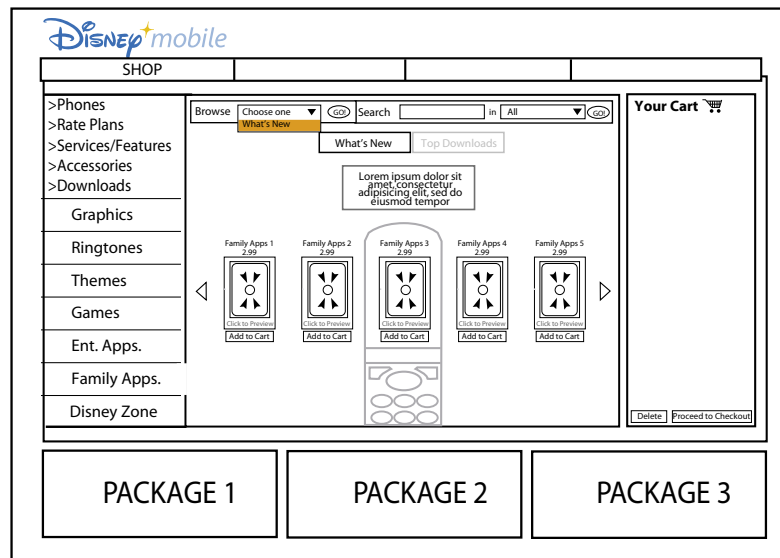
2. The User now sees the Family Apps Landing page.



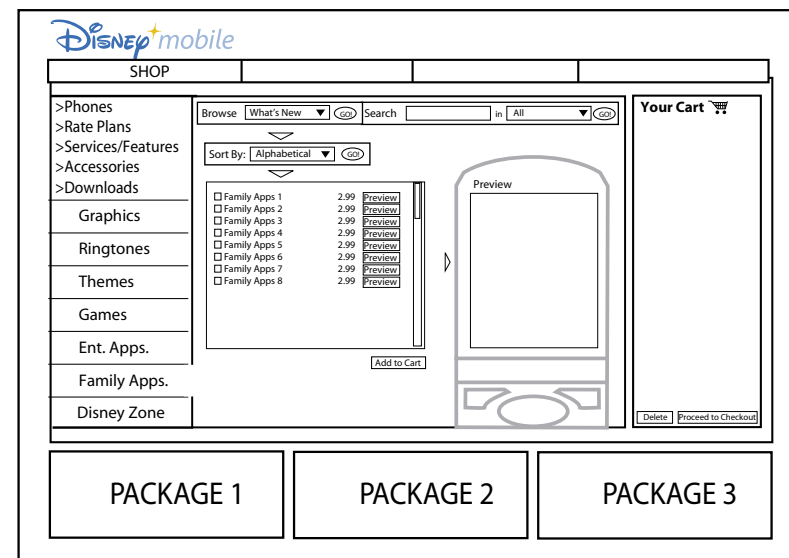
2.7 FAMILY APPS

The FAMILY APPS area of the web download portal is where the User gets new content for their handset.

3. The User selects [WHAT'S NEW] from the content pull down menu



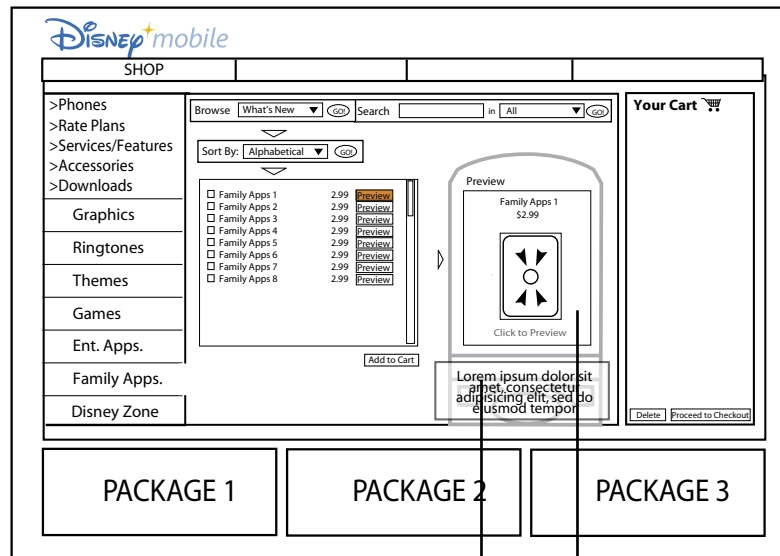
4. The User now sees the What's New list of content.



2.7 FAMILY APPS

The FAMILY APPS. area of the web download portal is where the User gets new content for their handset.

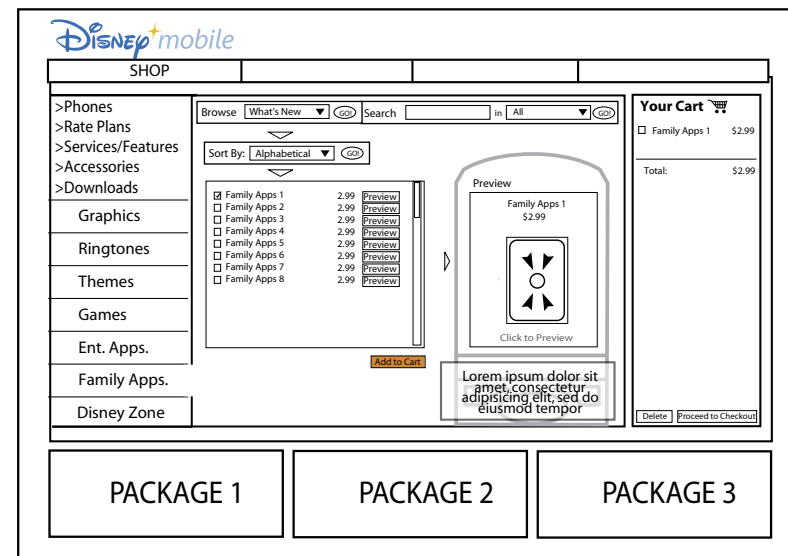
5. The User selects (PREVIEW) on Family Apps 1 and the App is displayed.
If the User presses the preview, an animation shows of the app.



Animated Gif
of application

Application
Information

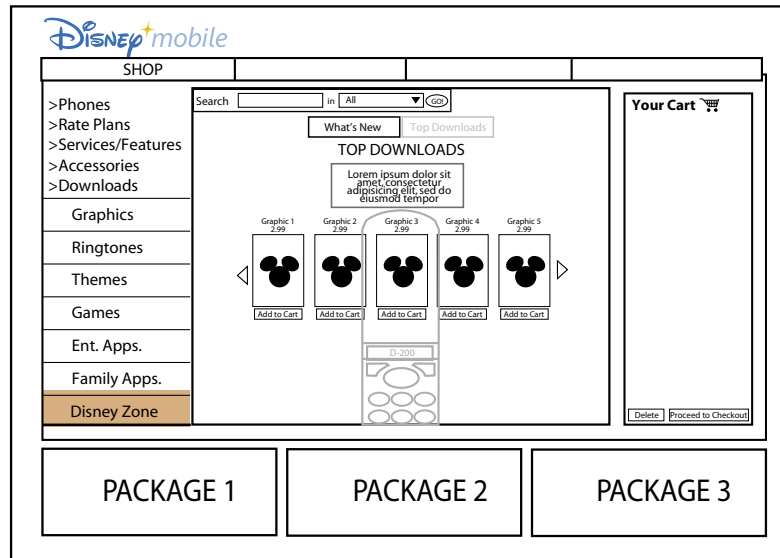
6. The User presses (ADD TO CART) and the content appears in YOUR CART.



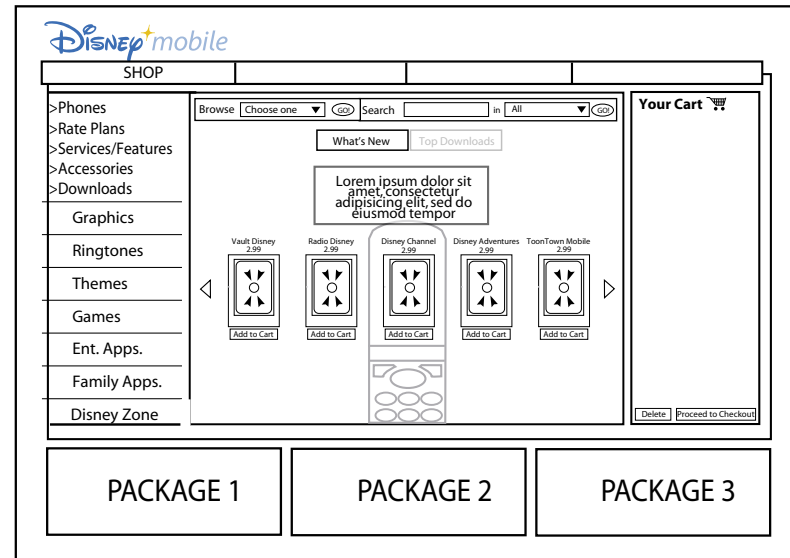
2.8 DISNEY ZONE

The DISNEY ZONE area of the web download portal is where the User gets new channels for the Disney Zone.

1. The User select {DISNEY ZONE} on the HOME LANDING PAGE.



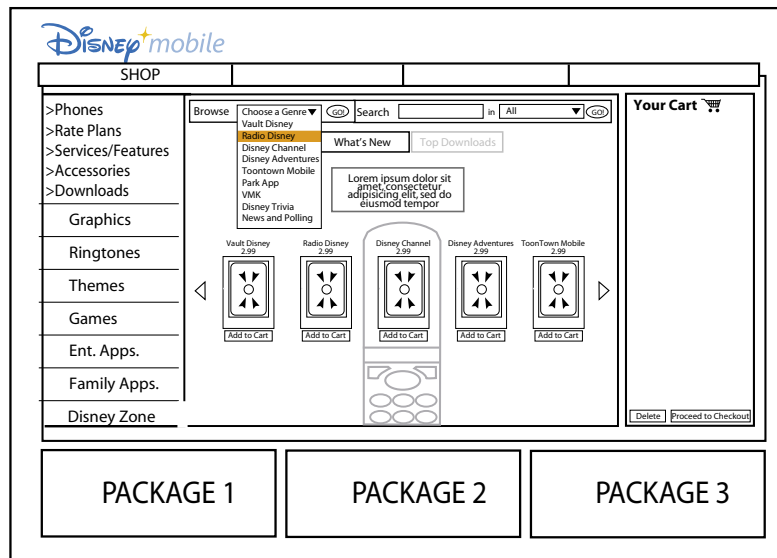
2. The User now sees the DISNEY ZONE Landing page.



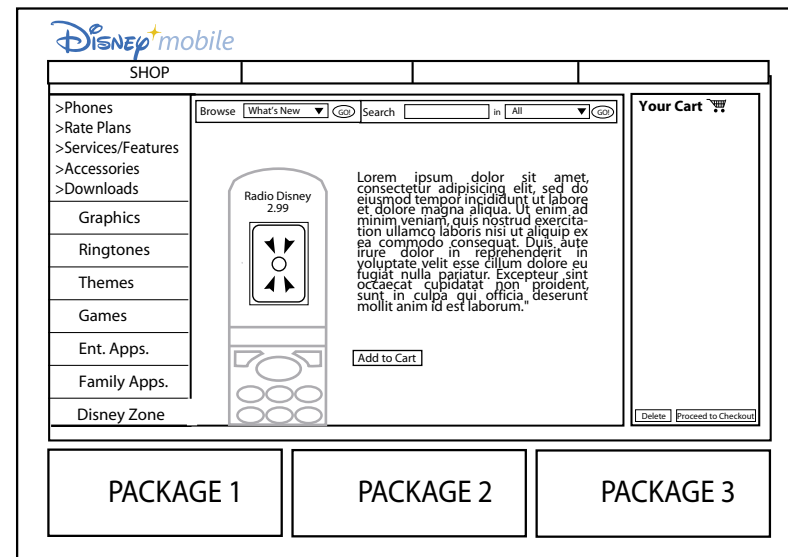
2.8 DISNEY ZONE

The DISNEY ZONE area of the web download portal is where the User gets new channels for the Disney Zone.

3. The User selects [RADIO DISNEY] from the content pull down menu



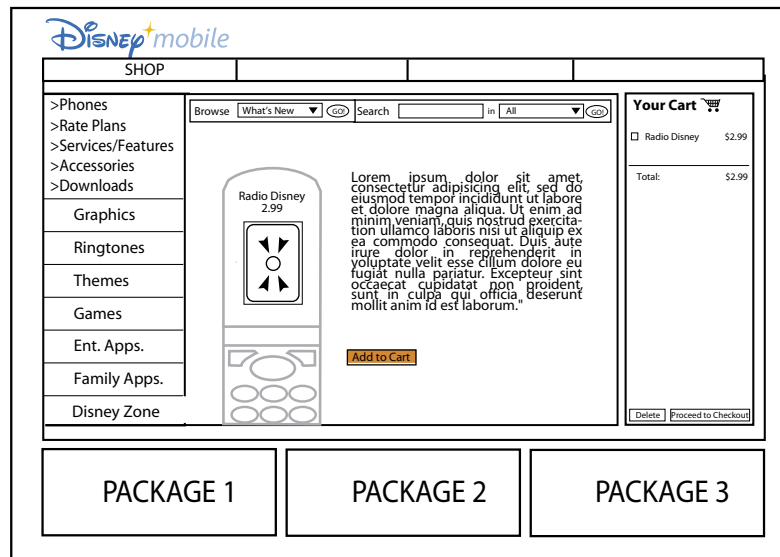
4. The User now sees a breakdown for the Radio Disney channel



2.8 DISNEY ZONE

The DISNEY ZONE area of the web download portal is where the User gets new channels for the Disney Zone.

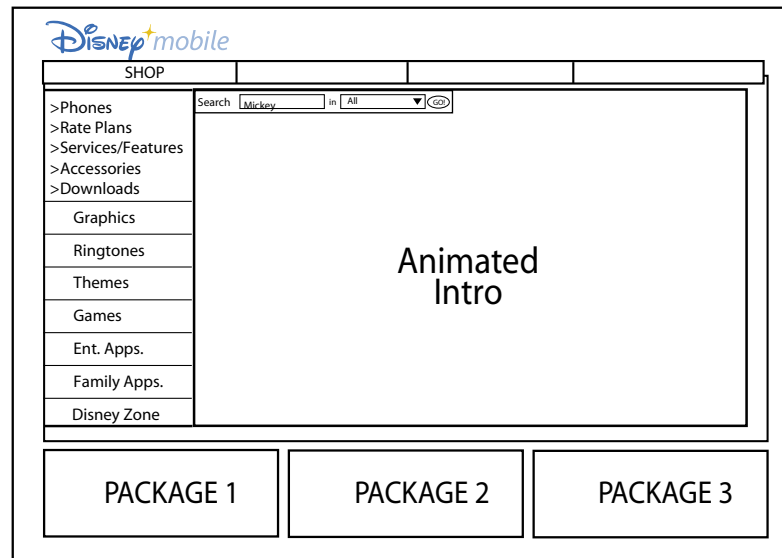
5. The User selects {ADD TO CART} and the channel is added to Your Cart



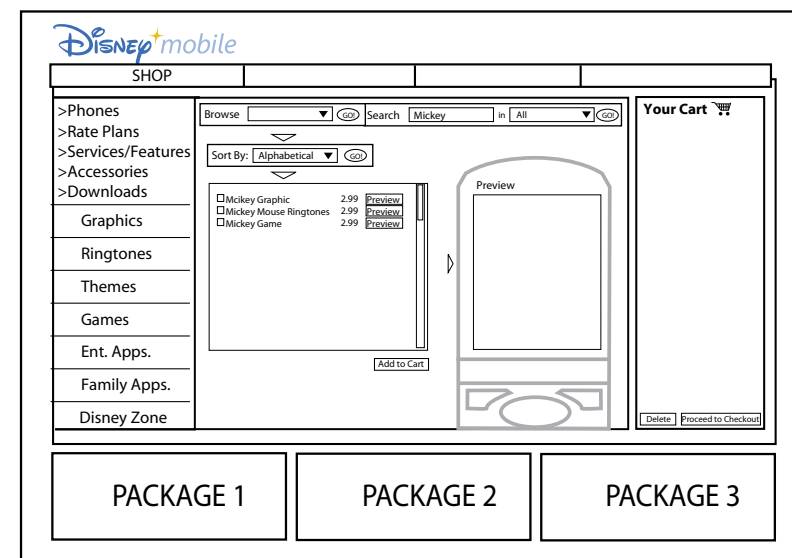
3.00 SEARCH USAGE SCENAREO

The User can search for content on the web Download Portal via the SEARCH option

1. The User enters (MICKEY) into the search panel



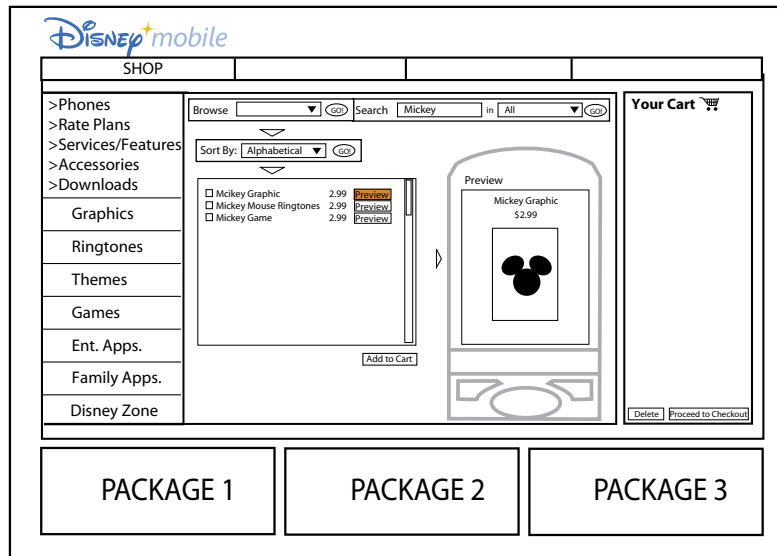
2. All of the Mickey content is shown in the content panel



3.00 SEARCH USAGE SCENAREO

The User can search for content on the web Download Portal via the SEARCH option

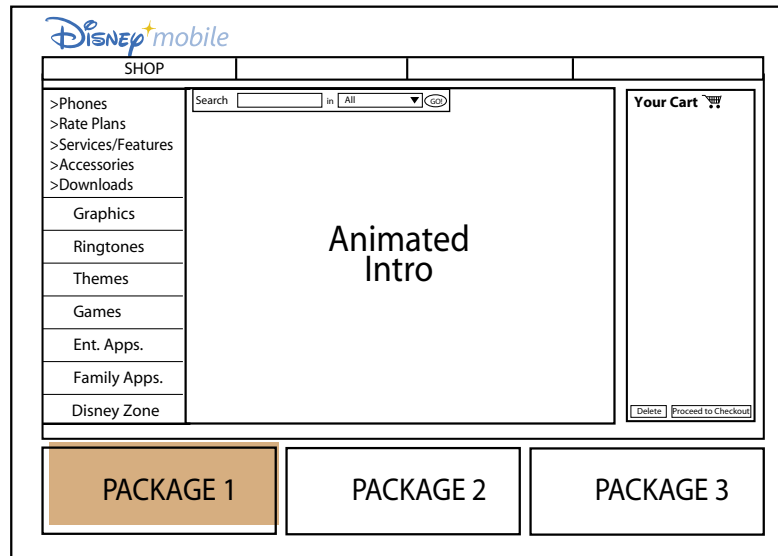
3. The User checks (MICKEY GRAPHIC) and presses (ADD TO CART) and the content is added to the YOUR CART panel



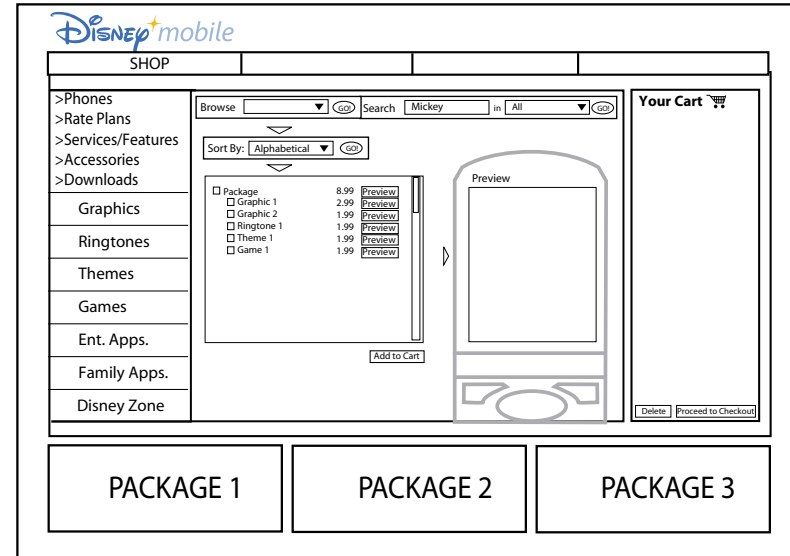
4.00 PACKAGES

The PACKAGES area of the web download portal is where the User can download complete packages of content.

1.The User selects {SUB AD1} for a Package



2.The User can download either all of the content package or elements of the package.

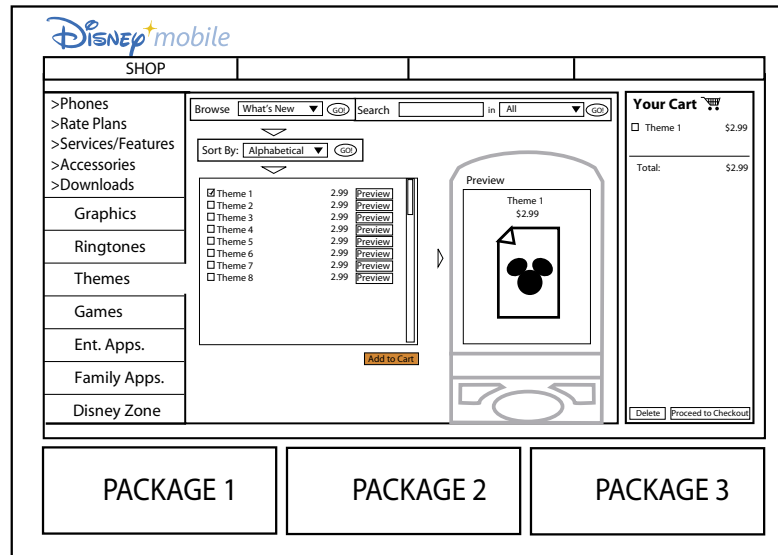


5.00 ALERTS

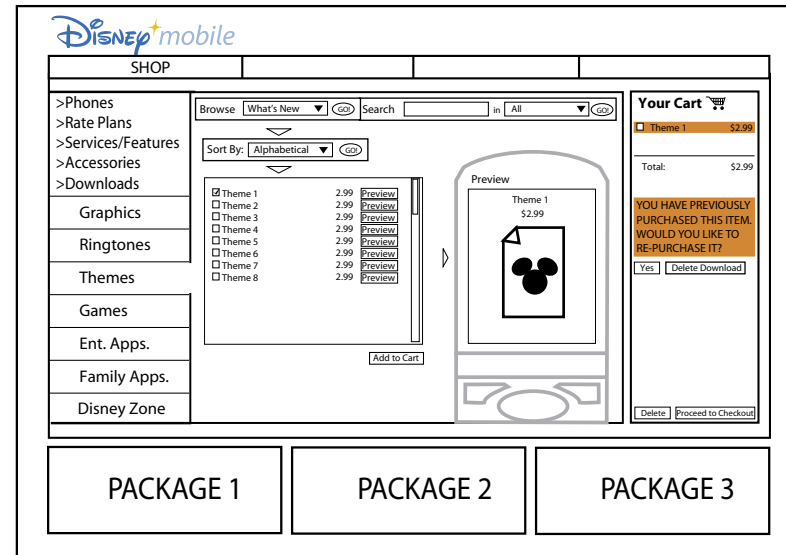
The web Download Portal has several alerts.

Purchase Again Alert

1.The User tries to add THEME 1 to the cart.



2.The system alerts the User that Theme 1 has previously been downloaded

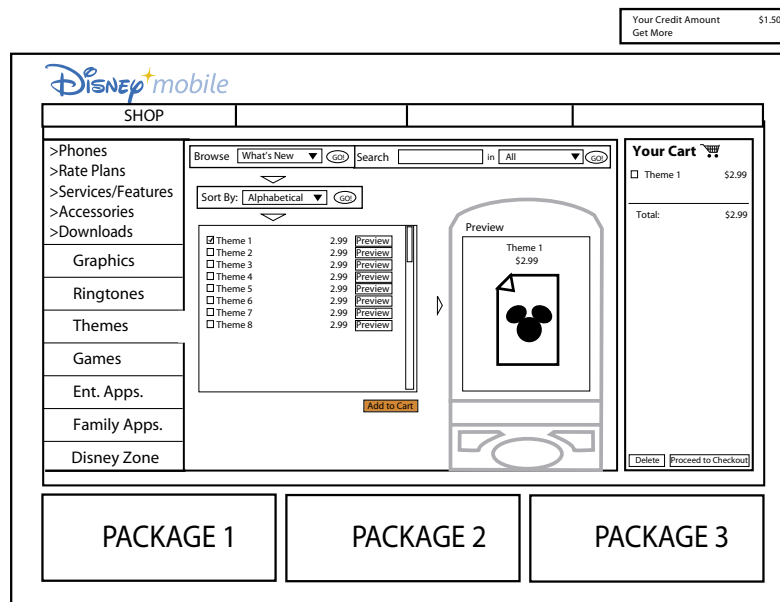


5.00 ALERTS

The web Download Portal has several alerts.

Spending Limit Alert

1.The User tries to add THEME 1 to the cart.



2.The system alerts the User that they need more credit.

