

TAXI

Capital One

Eh to Zed

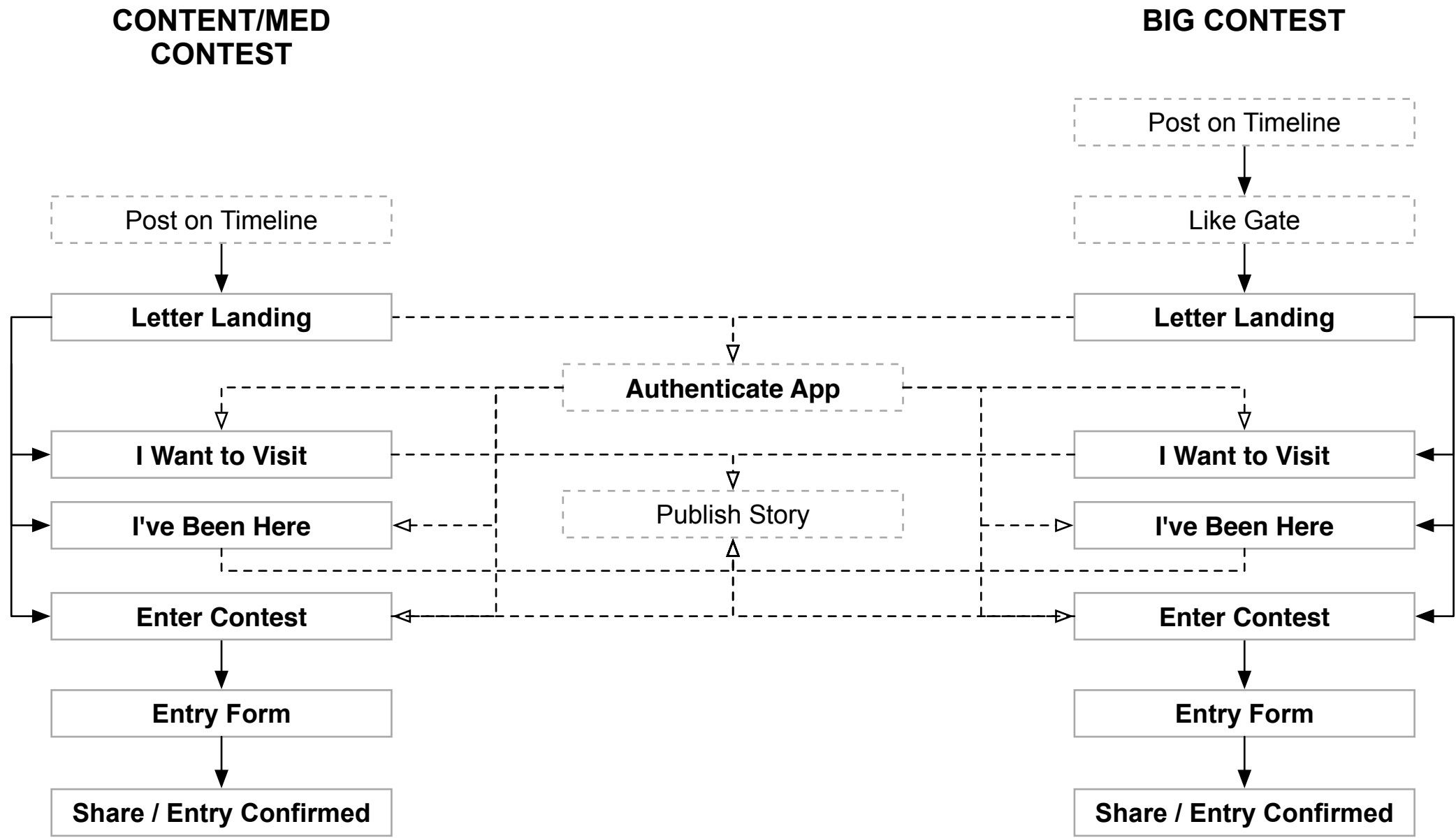
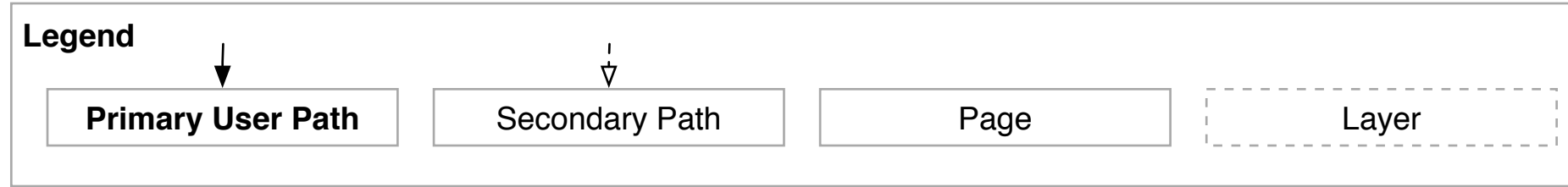
SITE WIREFRAMES

Final Version

TASK	Eh to Zed
PAGE	User Flow
STATE	Default
STORY	

NOTES

- Each week we will publish notifications for users who've authenticated our application to return & see new content.



TASK	Eh to Zed
PAGE	"Like" Gate
STATE	Default
STORY	One the big prize weeks, we will enable a like gate. After users like the page, they will be taken directly to the corresponding weekly letter.

NOTES
1.

f Capital One Canada

 Home

Capital One Canada
▼

Like

Contest Image

<Copy teasing the contest and asking users to Like Capital one before proceeding> Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris. Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris.

Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris. Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris.

Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris. Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris.

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TASK	Eh to Zed
PAGE	Map
STATE	Default

STORY Users entering the application through the tap or an ad, will be taken to the map to explore our highlighted cities.

- NOTES**
1. Prizing, Rules & Regulations and About Aspire open in overlays.
 2. Each week the map will update with the latest city to be added. All previous cities will still be available.
 3. Menu acts as filters for hiding/displaying specific pins. Places I've been and Places I want to visit are set by the user, if they are unpopulated they will be grayed out and un-clickable. If there is not a contest active, this button will be disabled.

TASK	Eh to Zed
PAGE	Map
STATE	Disabled Menu Items
STORY	These tool tips would appear only on disabled buttons and give some context to users.

- NOTES**
- Places I've been & Places I want to visit will have copy that will explain what these are and how to add them. Contests (if disabled) will appear the next available contest date.

Capital One Canada

Capital One Canada

✓ Liked

Logo

Home | Prizing | Rules & Regulations | About Aspire

Map

All Locations

Places I've Been

Places I want to visit

Contests

1 Quis magnis lectus tortor sagittis? Odio placerat? Quis magnis lectus tortor sagittis? Odio.

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TASK	Eh to Zed
PAGE	Selected Letter
STATE	Content Only - Un-Authenticated
STORY	Users can access this page by either clicking on a city in the map or coming directly from a post on the timeline. This template will also be used on all pages after contest component.

- NOTES**
1. Like and Send will be for this specific page.
 2. Button will launch authentication and provide users with some context and card related tie-in. (see *Selected Letter: Authenticated*)
 3. I've Been Here and I Want to Visit require authentication to use and will publish and open graph story. These buttons will have an on and off state.
 4. Images open up in an overlay to see a larger version. (*Amount of Images TBD*)
 5. Link to Trip Advisor opens in a new window.
 6. Users will be able to add comments to the page.

The wireframe shows a page layout for a city named 'Xena'. At the top, there is a 'Map' area. Below it is the city name 'Xena' followed by social media interaction elements: a 'Like' button with a '1' notification, '976k' likes, and a 'Send' button. A callout '2' points to a text box: 'Find out how far Xena is away from you'. Below this are two buttons: 'I've Been Here' and 'I Want to Visit', with callout '3' pointing to them. A 'City Image' label is positioned between the distance text and the buttons. The main content area is titled '<Featured Attraction Title>' with callout '4' pointing to it. It contains two paragraphs of Lorem Ipsum text and four image placeholders, each with a 'Title' label below it. A link 'Learn more about Xena on Trip Advisor' is present with callout '5'. Below this is a section titled 'Tell us your favourite things about Xena' with callout '6' pointing to a large 'FB Comments' area at the bottom.

TASK	Eh to Zed
PAGE	Selected Letter
STATE	Content Only - Authenticated
STORY	For authenticated users we will display the distance the city is away from them.

NOTES	<ol style="list-style-type: none"> Data would be used with their current city, then home town (if no current city is set). If the user has entered our form, this data will be set to the address they've entered. Card tie-in will also be in this location.
--------------	--

Map

Xena

1 ### kilometers away from you

Like 976k Send

I've Been Here

I Want to Visit

<Featured Attraction Title>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam fringilla urna non lacus dignissim ac pretium massa scelerisque. Donec in neque vehicula augue malesuada posuere ac non sem. Curabitur eget augue urna, quis auctor diam. Mauris tincidunt viverra dui eu placerat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam fringilla urna non lacus dignissim ac pretium massa scelerisque. Donec in neque vehicula augue malesuada posuere ac non sem. Curabitur eget augue urna, quis auctor diam. Mauris tincidunt viverra dui eu placerat.

[Learn more about Xena on Trip Advisor](#)

Title

Title

Title

Title

Tell us your favourite things about Xena

FB Comments

TASK	Eh to Zed
PAGE	Selected Letter
STATE	Content + Prize - Authenticated
STORY	On weeks where we are promoting a medium or large prize, we will use this layout.

NOTES	<ol style="list-style-type: none"> Prizing information & entry button will be placed within the city header. If the user has already entered the form, this button will be selectable and notify the user that their entry has been accepted right on the page. Share button will appear here after they've successfully entered. Button will have a disabled state if they return to show they've already entered.
--------------	--

Map

Banff

kilometers away from you

Like
976k
Send

Contest CTA

<Featured Attraction Title>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam fringilla urna non lacus dignissim ac pretium massa scelerisque. Donec in neque vehicula augue malesuada posuere ac non sem. Curabitur eget augue urna, quis auctor diam. Mauris tincidunt viverra dui eu placerat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam fringilla urna non lacus dignissim ac pretium massa scelerisque. Donec in neque vehicula augue malesuada posuere ac non sem. Curabitur eget augue urna, quis auctor diam. Mauris tincidunt viverra dui eu placerat.

[Learn more about Banff on Trip Advisor](#)

City Image
Title

Title

Title

Title

Tell us your favourite things about Banff

FB Comments

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TASK	Eh to Zed
PAGE	Authentication
STATE	Default
STORY	The user can authenticate the application to enter contests, find out distance from current city and add locations to places they want to visit and have been.

- NOTES**
- Users must allow the app to continue. Clicking will take users back to the page they were on (for I've Been Here, I Want to Visit and location info) or the entry form for the contest button.

Banff Like 976k Send

kilometers away from you
Capital One reward miles away

Request for Permission

Request for Permission

My Great Website is requesting permission to do the following:

Access my basic information
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.

My Great Website

Report App

Logged in as Douglas Purdy (Not You?) 1 Allow Don't Allow

Major Attractions

- Attraction 1
- Attraction 2
- Attraction 3
- Attraction 4
- Attraction 5
- Attraction 6
- Attraction 7

[Learn more about Banff on Trip Advisor](#)

Title Title Title Title Title

Tell us your favourite things about Banff

FB-Comments

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TASK	Eh to Zed
PAGE	Entry
STATE	Default
STORY	Entry form will be pre-populated with Facebook profile information (if present). Users enters the form only one time.

- NOTES**
1. Like button will be placed within form to allow users to like us for updates. Call out will be hidden during big contest weeks as we will already have a like gate.
 2. Launches in overlay.
 3. If the form fields are all valid, the form will submit and publish an open graph action on behalf on the user.

f Capital One Canada

Home
🔒
⚙️

Capital One Canada

✓ Liked

X

Logo

[Home](#) | [Prizing](#) | [Rules & Regulations](#) | [About Aspire](#)

<Entry Headline>

* Required Field

Winners will be contacted by phone during weekday business hours.

First Name: *		Last Name: *	
Address 1: *		Address 2:	
City: *		Province: *	V
Postal Code: *		Phone Number: *	

f
Like
Like Capital One to stay up to date.
1

* I have reached the age of majority in my province/territory.

* I agree to the [Rules & Regulations](#).
 2

3

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TASK	Eh to Zed
PAGE	Error
STATE	Default
STORY	If a user enters invalid information, or misses a required field they will be presented with this error state.

- NOTES**
1. A message explains the nature of the errors. Messages should be contextual to the error (IE: You made an error, postal code is invalid/does not match province and phone number is not a minimum of 10 digits (need to allow for extensions).
 2. The offending field(s) are highlighted.
 3. Postal Codes should be validated against province selected (validate first letter only). Use input mask to make sure they are all entered the same to reduce error.
 4. Phone number uses an input mask.

f Capital One Canada
 Home

Capital One Canada
✓ Liked

Home | Prizing | Rules & Regulations | About Aspire

<Entry Headline>

* Required Field

Winners will be contacted by phone during weekday business hours.

First Name: * <input style="width: 100%;" type="text"/> First Name is required. 1	Last Name: * <input style="width: 100%;" type="text"/> Last Name is required.
Address 1: * <input style="width: 100%; border: 2px solid red;" type="text"/> Address 1 is required. 2	Address 2: <input style="width: 100%;" type="text"/>
City: * <input style="width: 100%;" type="text"/> City is required.	Province: * <input style="width: 100%;" type="text" value="V"/> Province is required
Postal Code: * <input style="width: 100%;" type="text"/> Postal Code is required. Oops, postal code is not valid for <Selected Province>. 3	Phone Number: * <input style="width: 100%;" type="text"/> Phone number is required. 4

f Like Like Capital One to stay up to date.

 * I have reached the age of majority in my province/territory is required.

 * I agree to the [Rules & Regulations](#) is required.

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TASK Eh to Zed
PAGE Share / Entry Confirmed
STATE Default
STORY This page will appear only once (after the form).

NOTES
 1. Launches share overlay.

f Capital One Canada

 Home ⌵ ⚙

Capital One Canada

✓ Liked

X

Logo

[Home](#) | [Prizing](#) | [Rules & Regulations](#) | [About Aspire](#)

<Entry Confirmed / Share / Return DAY>

Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris. Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris.

Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris. Quis magnis lectus tortor sagittis? Odio placerat? Dignissim a, auctor et, sociis amet lacus et porta mauris.

Continue Exploring Map

Back to Fan Page

Share

1

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TASK	Eh to Zed
PAGE	Share (Overlay)
STATE	Default
STORY	After entry, users are given the option to share the contest.

- NOTES**
- Users can enter a manual entry to share on their wall or with others in their network.

Capital One Canada

Capital One Canada

✓ Liked

Logo

Home | Prizing | Rules & Regulations | About Aspire

<Entry Confirmed / Share / Return DAY>

Share This Link

Share: On your own timeline Friends

Write something...

Contest Logo

<Contest Headline> Lorem Ipsum
<Contest Description> lorem ipsum sit amet dolor cognito sum...
Capital One

1 of 1 Choose a Thumbnail

No Thumbnail

Share Link Cancel

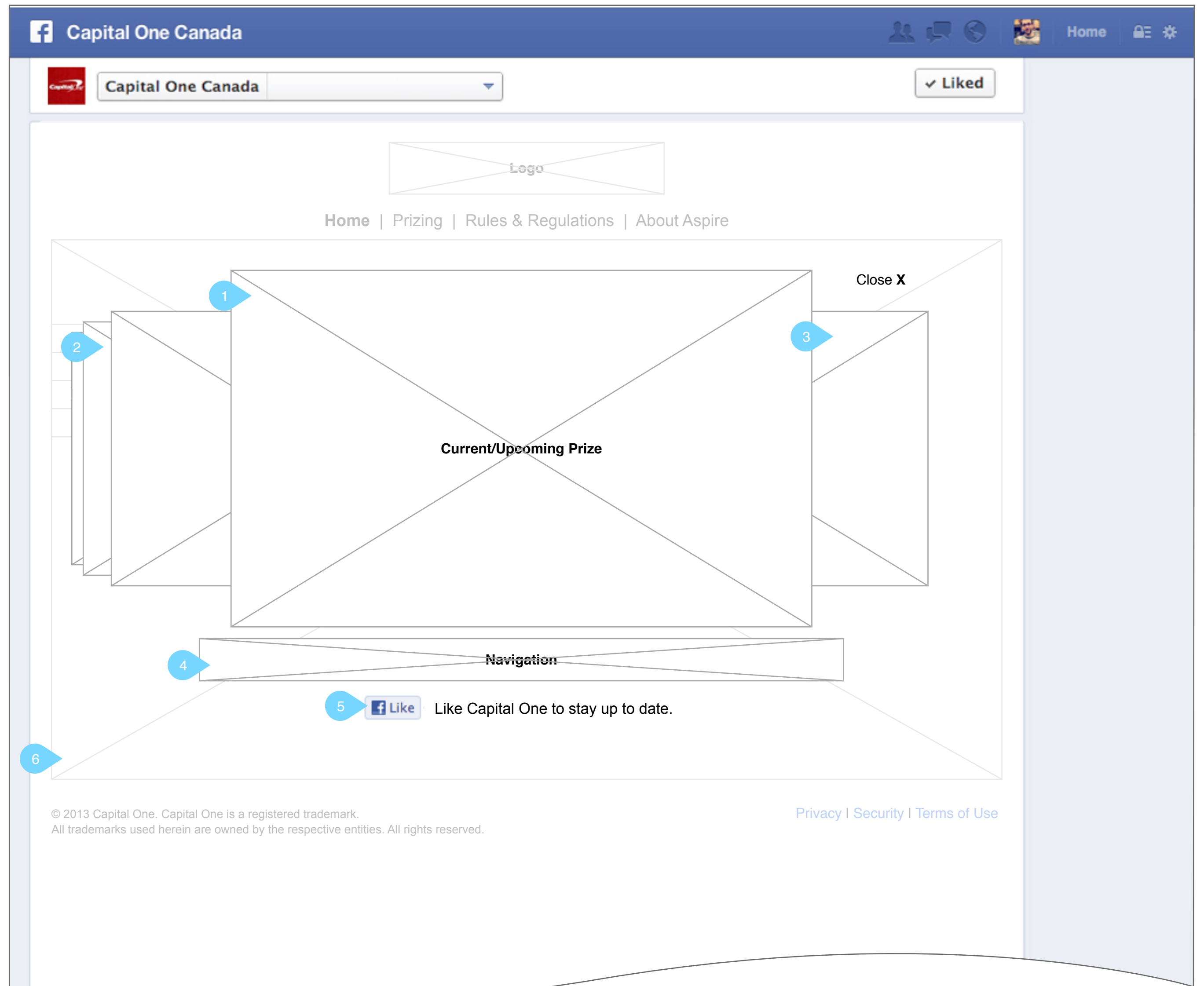
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TASK	Eh to Zed
PAGE	Overlay: Prizing
STATE	Default
STORY	Prizing information will display here.

NOTES

1. If there is a contest currently running, details will be present here along with an enter button. If there is no contest, details will be a hint to the upcoming prize and a date when it it launches (no entry button).
2. All previous prizes will be available for viewing.
3. Upcoming prize only appears if there is currently a contest.
4. Navigation will allow users to scroll through the carousel easier and to see how robust this promotion is. Will grow with each added contest.
5. Like button to encourage users if they've missed a contest to keep up to date. Call out will be hidden during big contest weeks as we will already have a like gate.
6. Clicking outside the area will not close the overlay. Must by closed with close button.



TASK	Eh to Zed
PAGE	Overlay: Rules & Regs
STATE	Default
STORY	If a user clicks the Rules & Regulations within the entry form or the menu, they will display an overlay with the content.
NOTES	

The screenshot shows a Facebook interface for 'Capital One Canada'. A modal window titled 'RULES & REGULATIONS' is open, containing three paragraphs of placeholder text. The modal has a 'Close X' button in the top right corner. The background shows a search bar with 'Capital One Canada' and a 'Liked' button.

RULES & REGULATIONS Close X

Suspendisse metus ligula, volutpat quis accumsan eu, elementum at nibh. Donec pulvinar dapibus metus, at rutrum ipsum suscipit nec. Nullam aliquam elit id tortor hendrerit tristique. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce non justo risus. Sed ac lacus urna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque non dolor mi, tempus pellentesque nibh. Maecenas volutpat ligula tincidunt nibh rutrum vel imperdiet urna hendrerit. Quisque nisl diam, sodales id aliquet nec, feugiat egestas sapien. Nulla vulputate risus malesuada ligula tempus sit amet adipiscing mauris gravida. Integer hendrerit auctor purus, ut feugiat sapien hendrerit non. Vivamus interdum neque vel mi interdum eget interdum ipsum ultrices. Sed vestibulum, risus in mattis vulputate, elit libero volutpat mauris, non aliquam mauris odio non sem. Fusce vitae magna sit amet nisi condimentum faucibus sed et libero. Quisque nec nisl ac orci pulvinar euismod sit amet faucibus dolor. Nullam consectetur, sapien in pretium consequat, eros quam vehicula enim, in consequat nunc tellus sed justo. Ut consequat magna eget dui molestie feugiat.

Ut rutrum urna in ligula vestibulum nec gravida mauris sagittis. Sed bibendum fermentum enim nec ullamcorper. Nam dolor nisl, vestibulum rhoncus posuere ut, rhoncus eget mi. Sed dui turpis, iaculis non tincidunt at, vestibulum vitae neque. Aliquam tincidunt dolor sollicitudin nibh porta vehicula. Quisque vitae sem ac sapien sollicitudin placerat. Donec nec velit vitae justo vehicula pharetra id ut ligula. Donec metus metus, aliquam in dignissim nec, vestibulum eu tortor. Morbi quis metus eget metus bibendum imperdiet eget elementum odio. Fusce leo nisl, ullamcorper id tempus ac, lobortis id metus. Curabitur sed ultrices libero. Phasellus sed augue et tortor ultrices semper. Praesent posuere ultricies diam. Etiam fermentum nibh nec leo laoreet eu auctor massa vulputate. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam a nulla arcu.

Donec egestas tempor euismod. Nulla accumsan mi quis magna tincidunt ultricies at nec nunc. Nunc euismod dolor quis libero mattis pretium. Maecenas in mi lacus, eget aliquam lectus. Duis pharetra sem eu dui aliquet eleifend. Aliquam eget velit a elit hendrerit lacinia. In vel leo non nibh pharetra accumsan vel eget nulla. Nunc gravida congue gravida. Donec ultricies bibendum lacus at luctus. Nam egestas, urna lobortis eleifend placerat, justo metus varius ante, nec eleifend sapien augue a felis. Aenean quis risus augue, ac aliquam neque. Sed ut lorem massa. Mauris quis turpis sit amet dui sagittis blandit. Donec gravida commodo diam quis mollis. Mauris cursus urna ut felis fermentum imperdiet. Proin sodales scelerisque arcu, nec hendrerit nibh condimentum eget. Phasellus id magna magna. Aliquam nisl sapien, feugiat id scelerisque eget, vestibulum quis nisi. Vivamus aliquam porta elit, eu pulvinar nisl ultrices quis.

Vestibulum a nunc in dolor scelerisque aliquam. Nulla facilisi. Donec eget tincidunt metus. Donec vel nisi felis.

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TASK	Eh to Zed
PAGE	Overlay: About Aspire
STATE	Default
STORY	Aspire product info will be displayed in this overlay.

- NOTES**
1. Commercial will play here.
 2. Text will highlight benefits and drive conversion to Capital One to get a card.
 3. Button will take users to Capital One card page (opens in new window).

Capital One Canada

Capital One Canada

✓ Liked

Logo

Home | Prizing | Rules & Regulations | About Aspire

Close X

1

All Local

Places I've

Places I want

Contests

Video Player

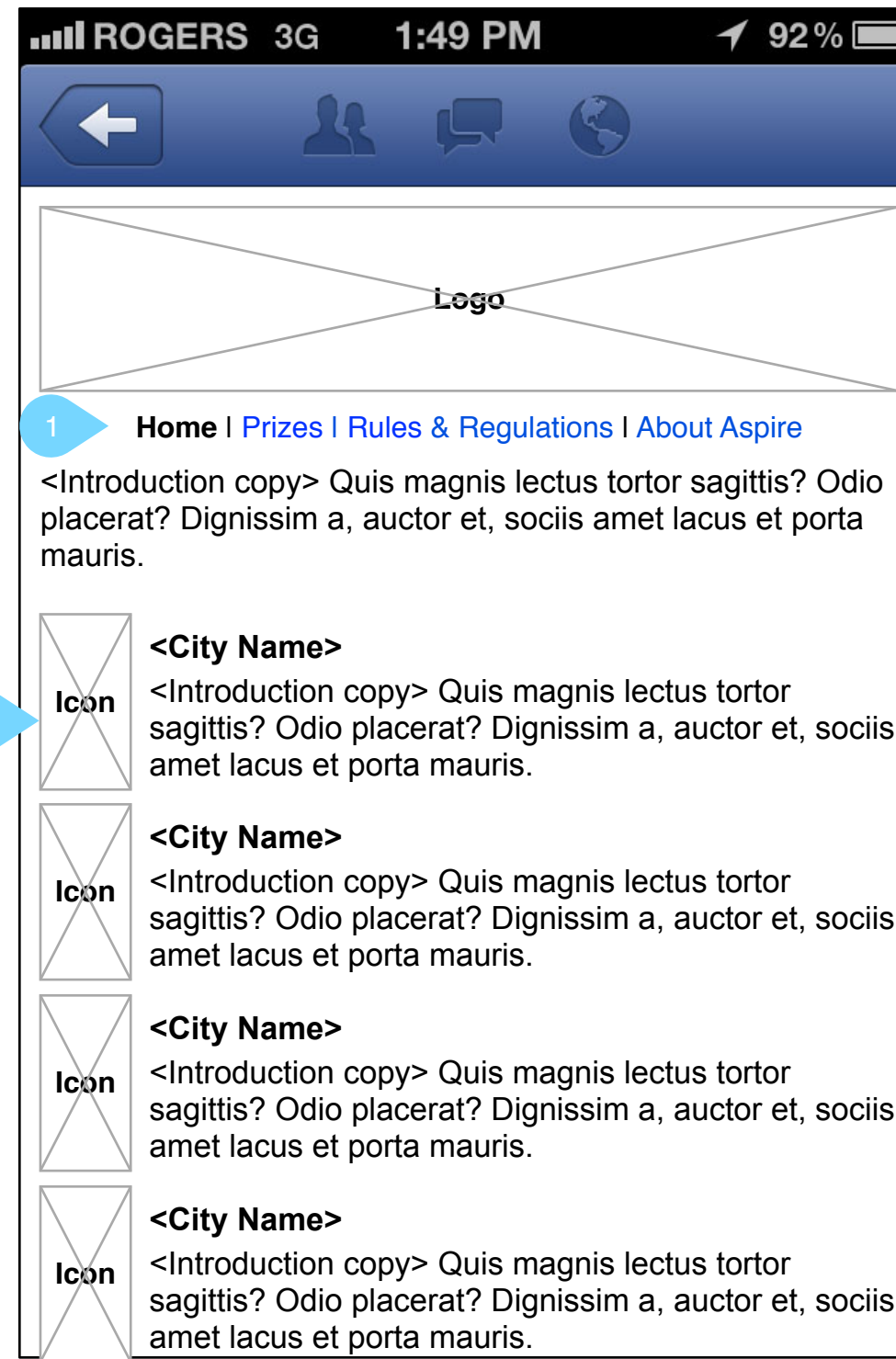
2 Lorem Ipsum copy 3 Learn More

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TASK	Eh to Zed
PAGE	Locations
STATE	Mobile
STORY	After users enter the app on their own, they will be taken to the location picker.

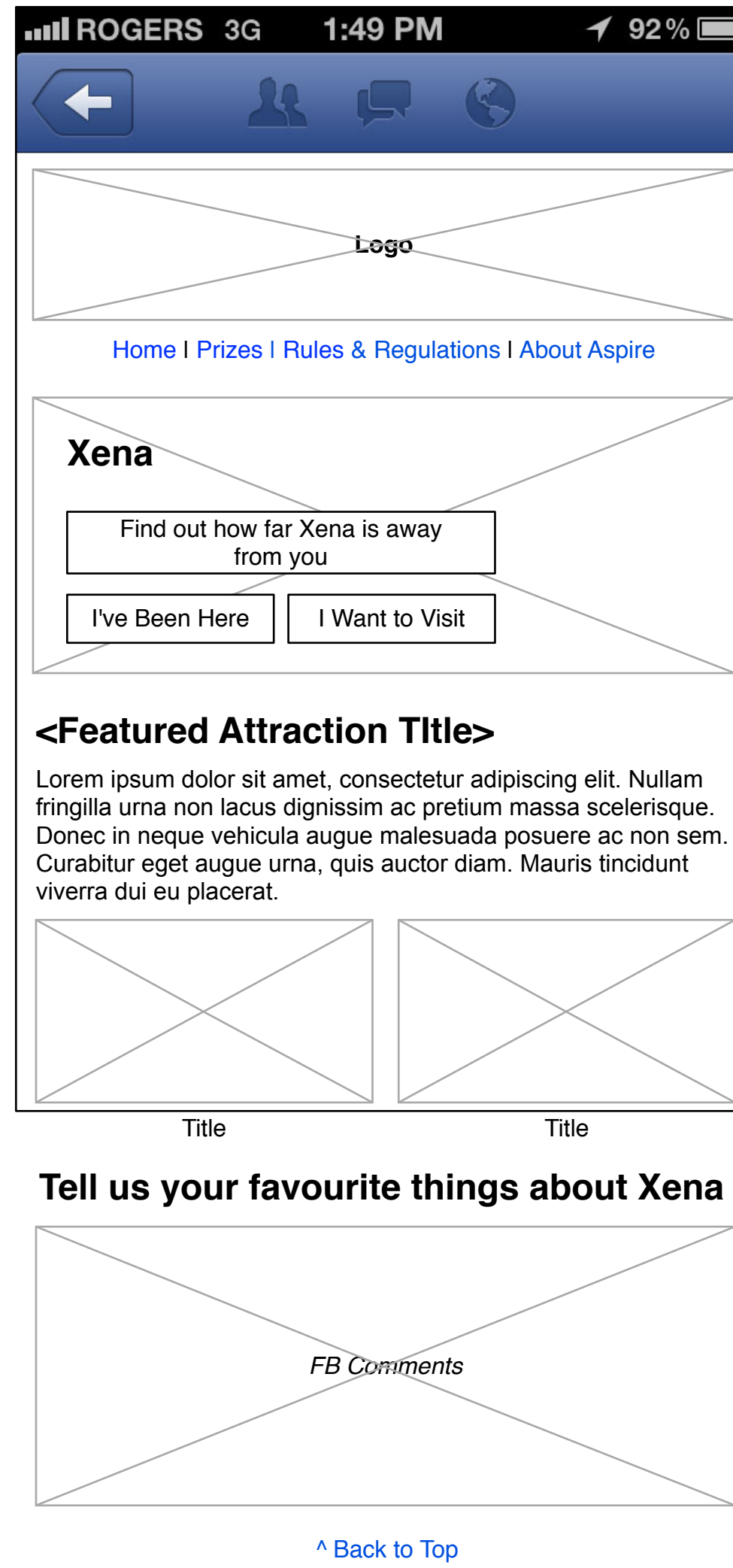
- NOTES**
1. Menu items open in an overlay.
 2. Locations will be displayed in reverse chronological order (newest to oldest). Entire box is clickable (Name, description & Icon)
 3. Privacy, Security and Terms of Use will link off to the Capital One Canada website in a new window.



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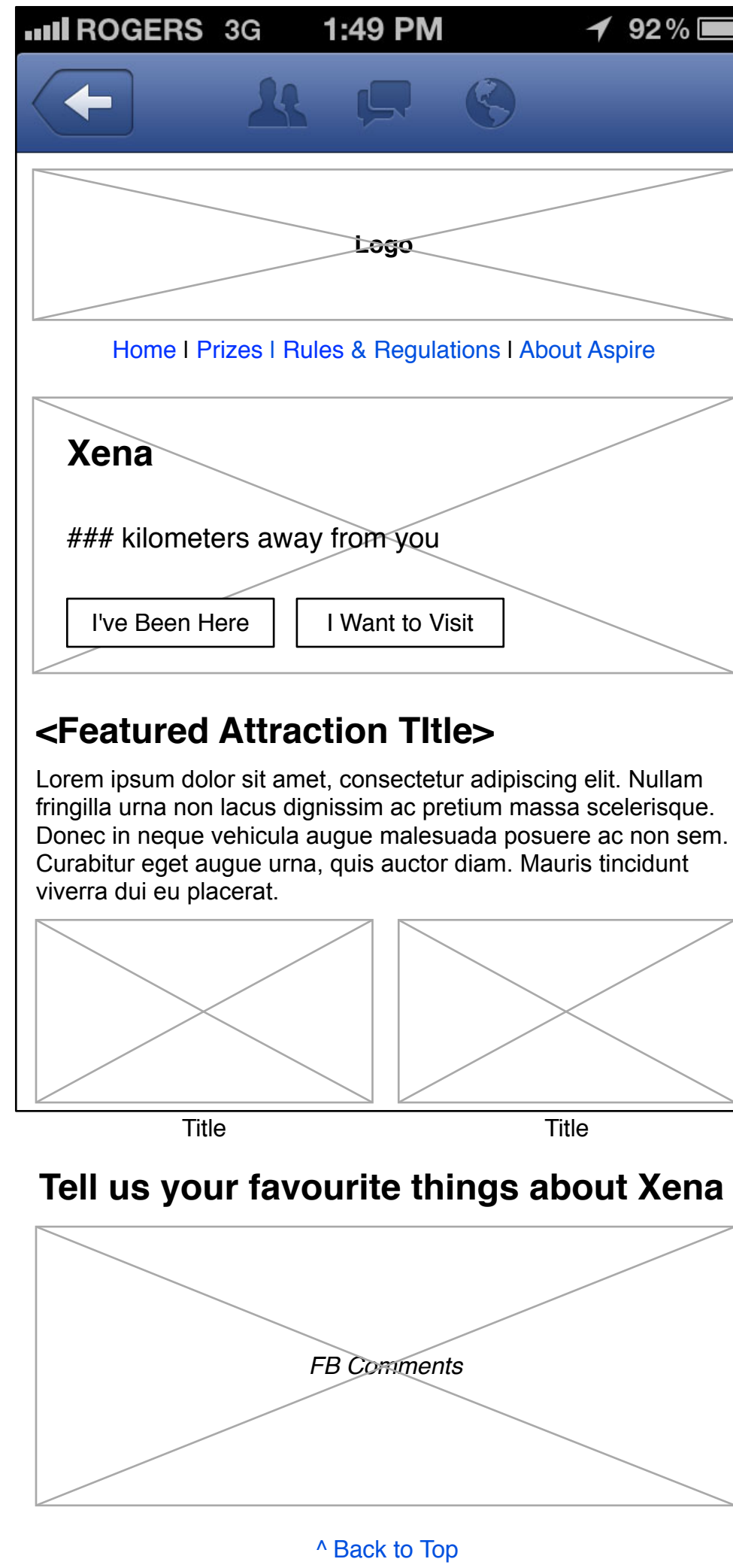
TASK	Eh to Zed
PAGE	Selected Letter
STATE	Mobile - Content Only - Un-Authorized
STORY	Users can access this page by clicking from the location picker. <i>Deep linking to this page is TBD (from timeline). Functions are the same as desktop.</i>

NOTES
1.



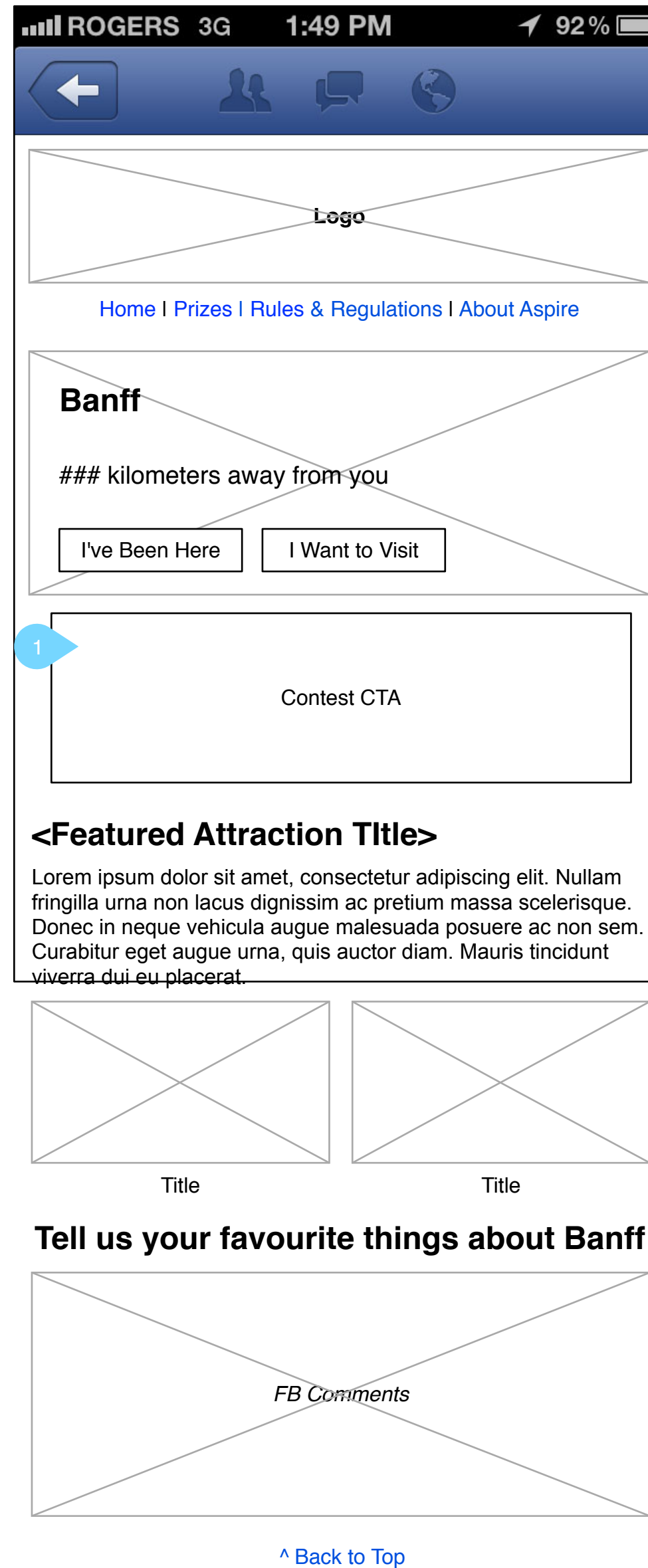
TASK	Eh to Zed
PAGE	Selected Letter
STATE	Mobile - Content Only - Authorized
STORY	Location information displayed after Authentication.

NOTES	1.
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TASK Eh to Zed
PAGE Selected Letter
STATE Mobile - Content + Contest - Authorized
STORY Alternative layout with contest CTA.

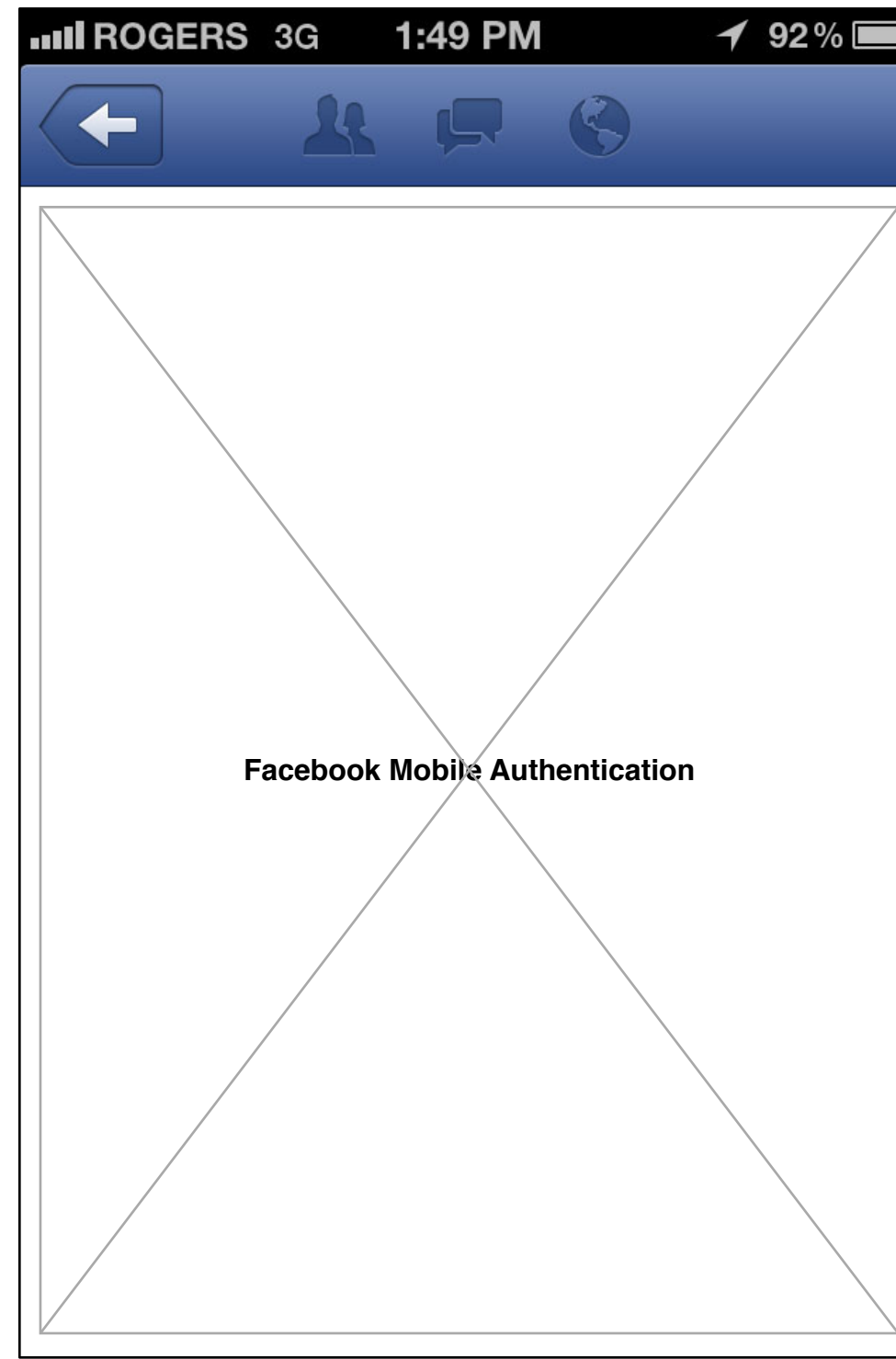
NOTES
 1. If the user has already entered this contest of Desktop, this button will be disabled.



TASK Eh to Zed
PAGE Authentication
STATE Mobile

STORY

NOTES



TASK	Eh to Zed
PAGE	Entry
STATE	Mobile
STORY	Entry form will be pre-populated with Facebook profile information (if present). Entry form only has to be filled in once (on either Desktop or Mobile).

NOTES	<ol style="list-style-type: none"> Rules & Regulations details will slide down when selected.
-------	--

ROGERS 3G 1:49 PM 92%

← Home | Prizes | Rules & Regulations | About Aspire

<Entry Headline> * Required Field

Winners will be contacted by phone during weekday business hours.

First Name *

Last Name *

Address 1 *

Address 2

City *

Province * **V**

Postal Code *

Phone Number *

* I have reached the age of majority in my province/territory.

* I agree to the [Rules & Regulations](#).

Submit

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TASK	Eh to Zed
PAGE	Entry
STATE	Mobile - Error
STORY	If a user enters invalid information, or misses a required field they will be presented with this error state. Validation is the same as Desktop.

NOTES	
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ROGERS 3G 1:49 PM 92%

← Home | Prizes | Rules & Regulations | About Aspire

<Entry Headline> * Required Field

Winners will be contacted by phone during weekday business hours.

First Name *

Last Name *

Address 1 * **Address 1 is required.**

Address 2

City *

Province * **V**

Postal Code *

Phone Number *

* I have reached the age of majority in my province/territory.

* I agree to the [Rules & Regulations](#).

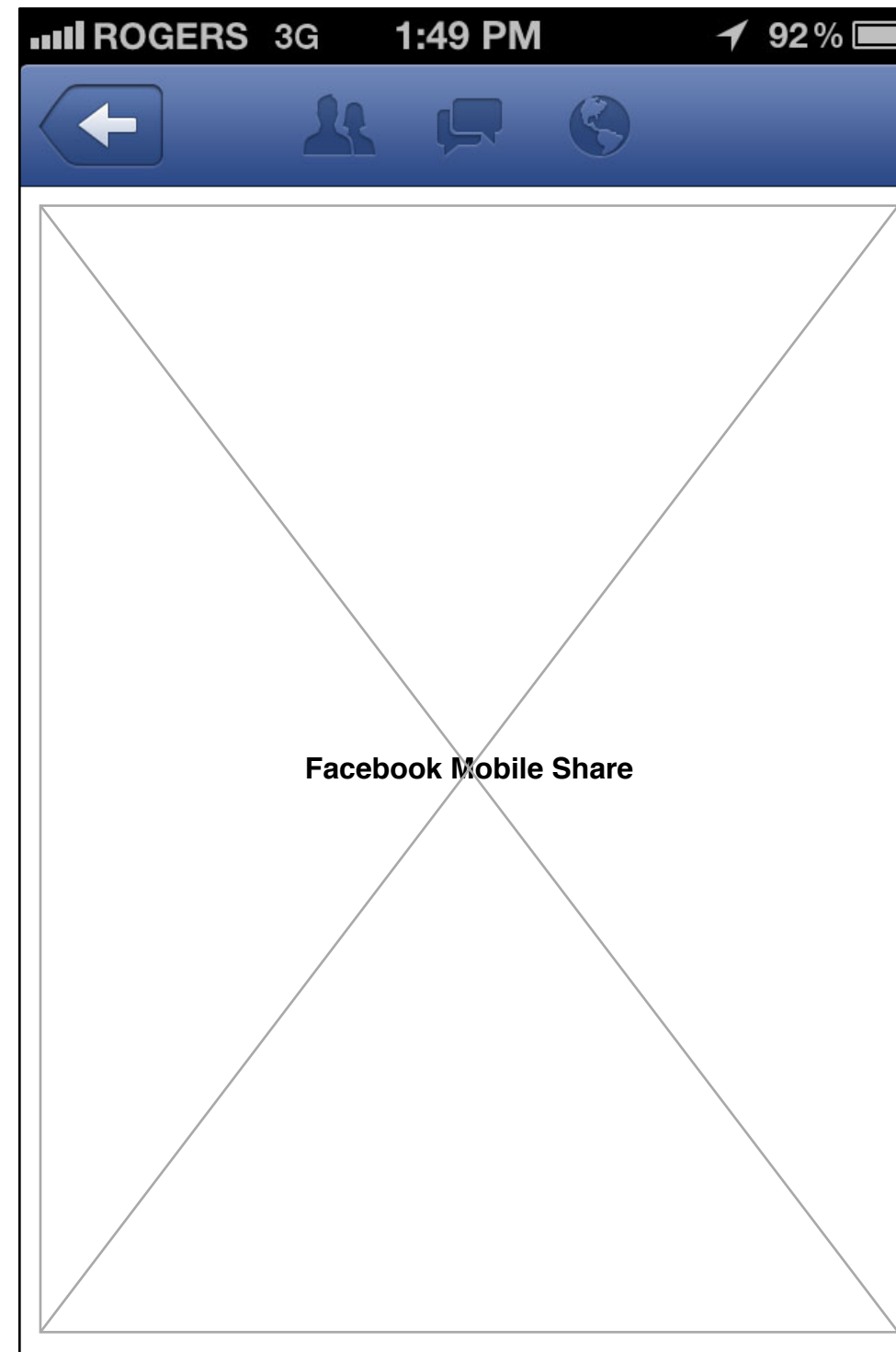
Submit

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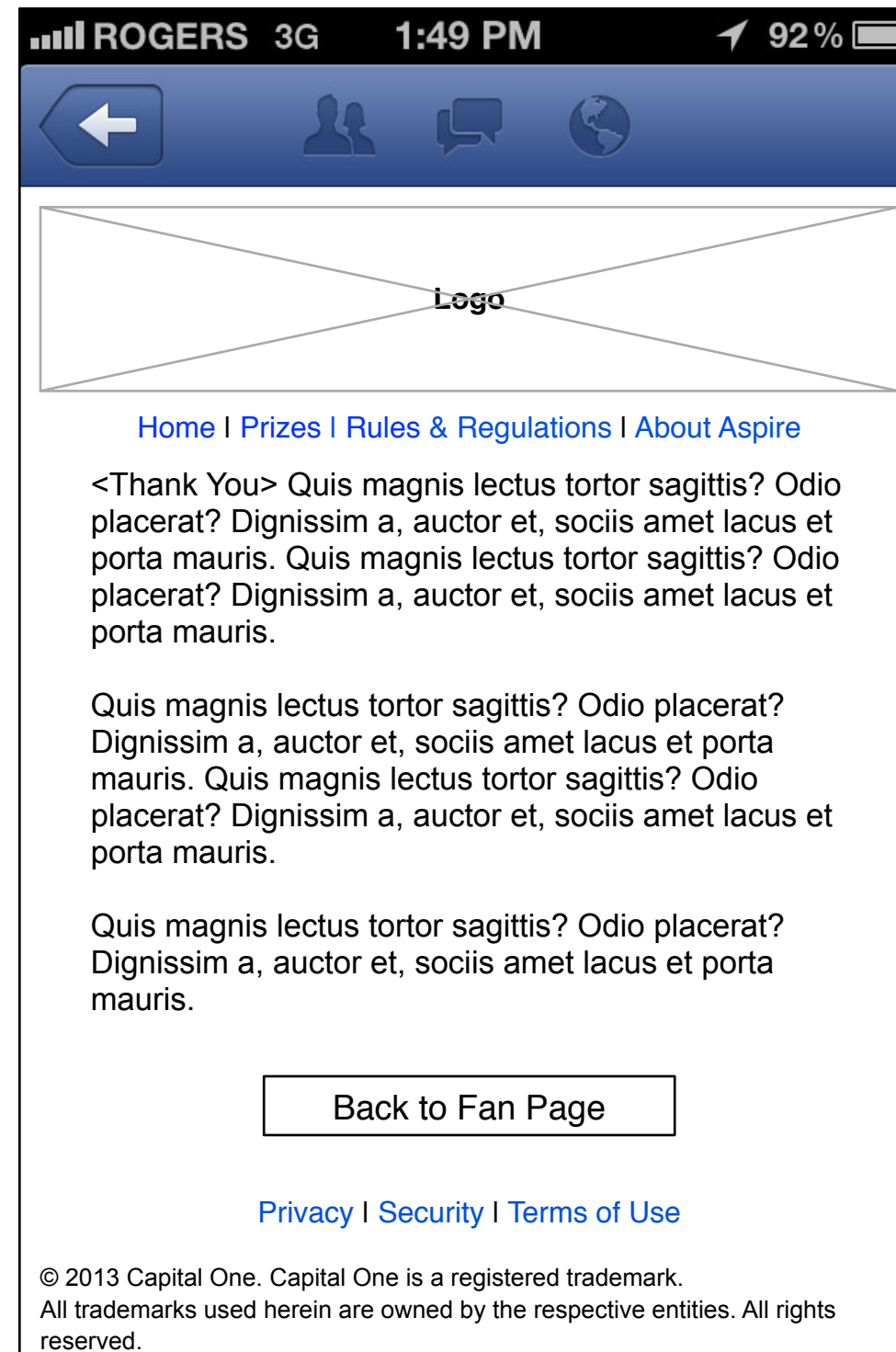
TASK	Eh to Zed
PAGE	Share
STATE	Mobile
STORY	After successful entry, users are prompted to share their entry into the contest to their wall. They can cancel this action and will be taken to the Successful Entry screen.

NOTES



TASK	Eh to Zed
PAGE	Successful Entry
STATE	Mobile
STORY	After the user has completed the entry process, they are presented with the entry confirmed screen.

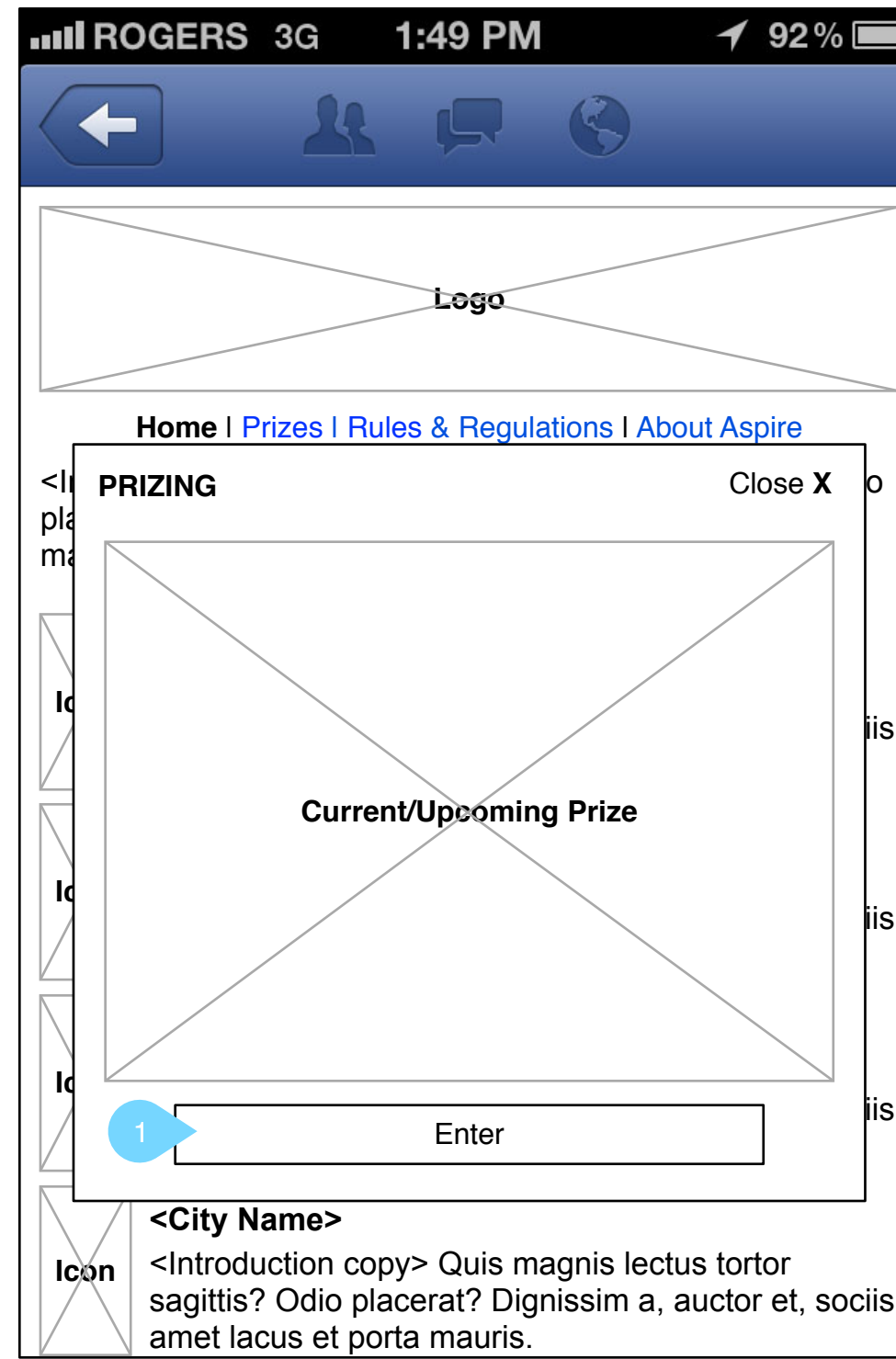
NOTES	
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TASK	Eh to Zed
PAGE	Overlay: Prizing
STATE	Mobile
STORY	Overlays are scrolled with touch (no scrollbar). Prizing is organized by most recent to oldest.

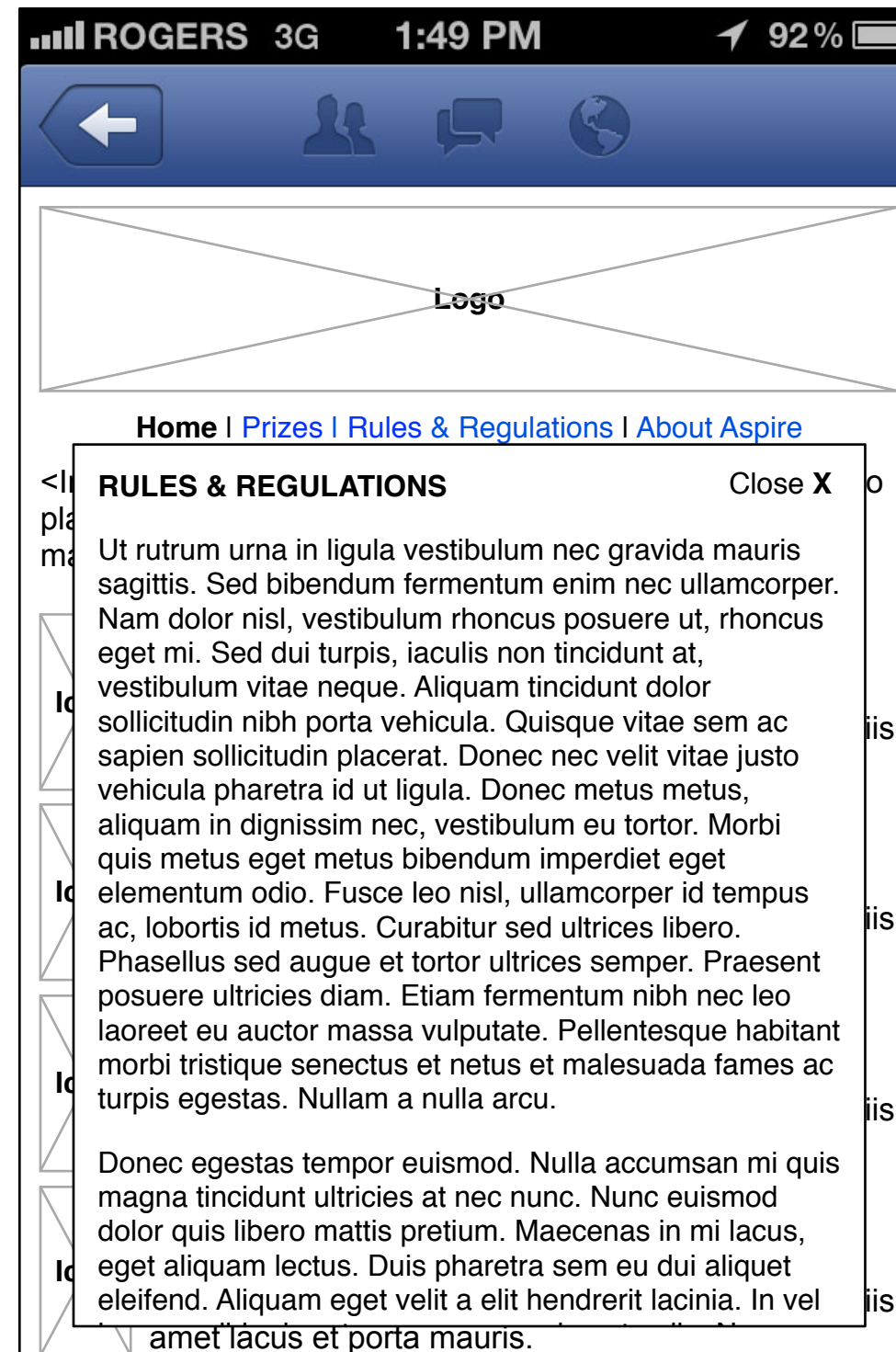
NOTES

1. Enter button will enter the contest (either by form for first time users or by the button itself). If the user has already entered on Desktop, this button will be disabled.



TASK	Eh to Zed
PAGE	Overlay: Rules & Regs
STATE	Mobile
STORY	If a user clicks the Rules & Regulations within the entry form or the menu, they will display an overlay with the content.

NOTES	1.
-------	----



TASK	Eh to Zed
PAGE	Overlay: About Aspire
STATE	Mobile
STORY	Aspire product info will be displayed in this overlay.

NOTES	<ol style="list-style-type: none"> 1. Button will take users to Capital One card page (opens in new window).
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