TAXI

Capital One

NCAA Contest
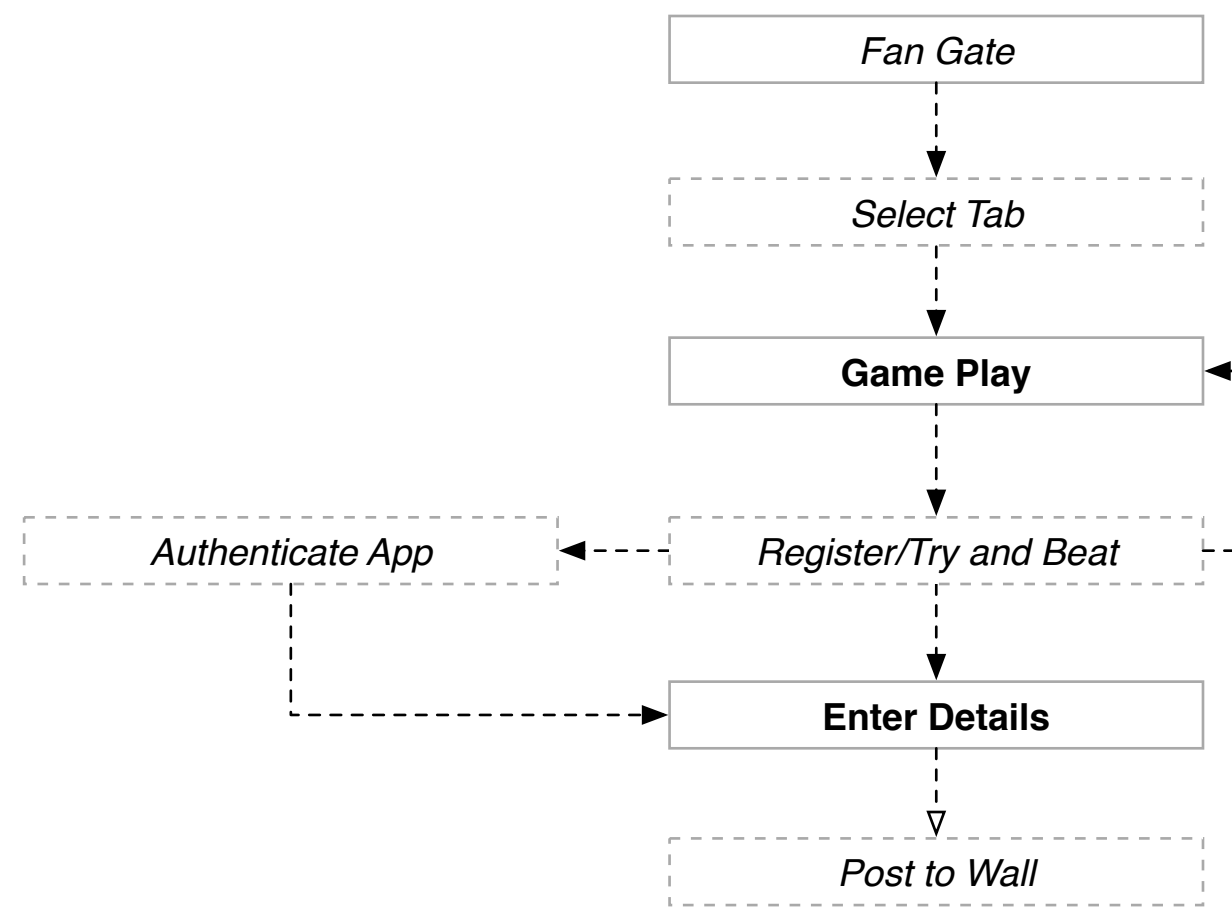**SITE WIREFRAMES** Final Version 1.0

Mon Dec 19 2011 l jordan.kentris
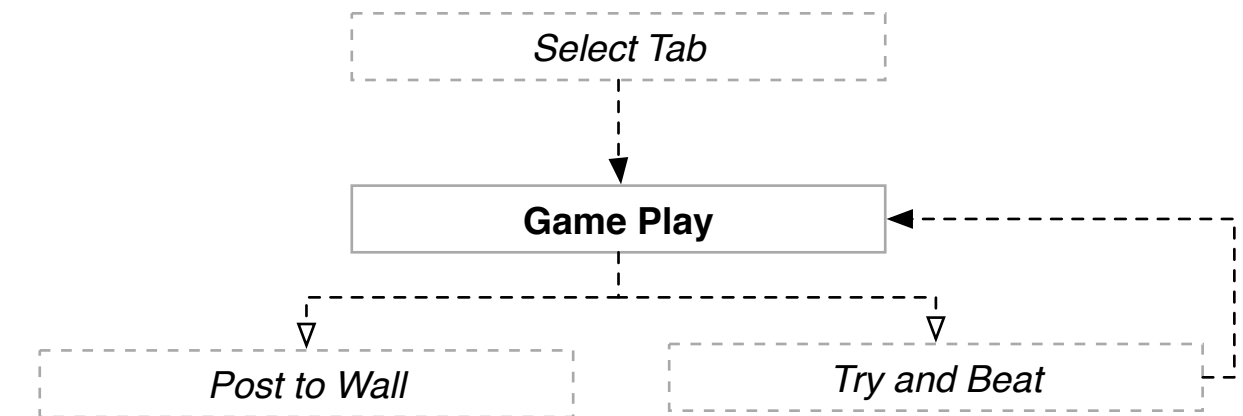
TASK	NCAA Contest
PAGE	User Flow
STATE	Default
STORY	
NOTES	

CapitalOne → **TAXI** # 2

First Time Player/Un-Registered Returning Player

```
        ┌─────────────────┐
        │    Fan Gate     │
        └─────────────────┘
                 │
                 ▼
        ┌─ ─ ─ ─ ─ ─ ─ ─ ─┐
         │   Select Tab    │
        └─ ─ ─ ─ ─ ─ ─ ─ ─┘
                 │
                 ▼
        ┌─────────────────┐◄─┐
        │   Game Play     │  │
        └─────────────────┘  │
                 │           │
                 ▼           │
┌─ ─ ─ ─ ─ ─ ─ ─┐   ┌─ ─ ─ ─ ─ ─ ─ ─ ─┐
│Authenticate App│◄─ │Register/Try and │
└─ ─ ─ ─ ─ ─ ─ ─┘   │     Beat        │
        │           └─ ─ ─ ─ ─ ─ ─ ─ ─┘
        │                    │
        ▼                    ▼
        ┌─────────────────┐
        │  Enter Details  │
        └─────────────────┘
                 ▽
        ┌─ ─ ─ ─ ─ ─ ─ ─ ─┐
         │   Post to Wall  │
        └─ ─ ─ ─ ─ ─ ─ ─ ─┘
```

Registered Returning Player

```
        ┌─ ─ ─ ─ ─ ─ ─ ─ ─┐
         │   Select Tab    │
        └─ ─ ─ ─ ─ ─ ─ ─ ─┘
                 │
                 ▼
        ┌─────────────────┐◄─ ─ ─ ─ ─ ┐
        │   Game Play     │           │
        └─────────────────┘           │
           │          │               │
           ▽          ▽               │
┌─ ─ ─ ─ ─ ─ ─┐  ┌─ ─ ─ ─ ─ ─ ─ ─┐  │
│Post to Wall │  │  Try and Beat  │─ ┘
└─ ─ ─ ─ ─ ─ ─┘  └─ ─ ─ ─ ─ ─ ─ ─┘
```

PAGE Tab: Contest

STATE Coming Soon - Un-"Liked"

STORY For users who don't "Like" Capital One, upon first entry to the Facebook page they will see the Contest tab.

NOTES

1. Page header will display any branding and a call to action to "Like" the page to participate in the contest.

2. Facebook Ad space.

Capital One Canada ▸ **Contest**   👍 Like

Create a Page

Product/Service

CapitalOne™

1

Branding and Like Call to Action

2

Wall
Info
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Our Facebook page is here to help you make the most of every trip. Check ou...

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people like this

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BlackCreek Summer Music Festival

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Subscribe via RSS
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Report Page
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<Introduction copy + Prizing> 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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Image

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TASK	NCAA Contest
PAGE	Tab: Contest
STATE	Coming Soon: "Liked"
STORY	For users who "Like" Capital One they will be presented with a teaser/coming soon.
NOTES	1.

facebook

Search

Home   Profile   Account ▼

Capital One Canada ▶ Contest
Product/Service

Create a Page

CapitalOne™

- Wall
- Info
- Polls
- The Buzz
- Contest
- Photos
- Discussions
- Questions

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11,793
people like this

Likes

BlackCreek Summer Music Festival

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Branding

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Image

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STORY	For users who don't "Like" Capital One, upon first entry to the Facebook page they will see the Contest tab.
NOTES	
1.	

facebook

Search

Home   Profile   Account ▼

Capital One Canada ▶ **Contest** 👍 Like

Create a Page

Product/Service

CapitalOne™

Branding and Like Call to Action

- Wall
- Info
- Polls
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Image

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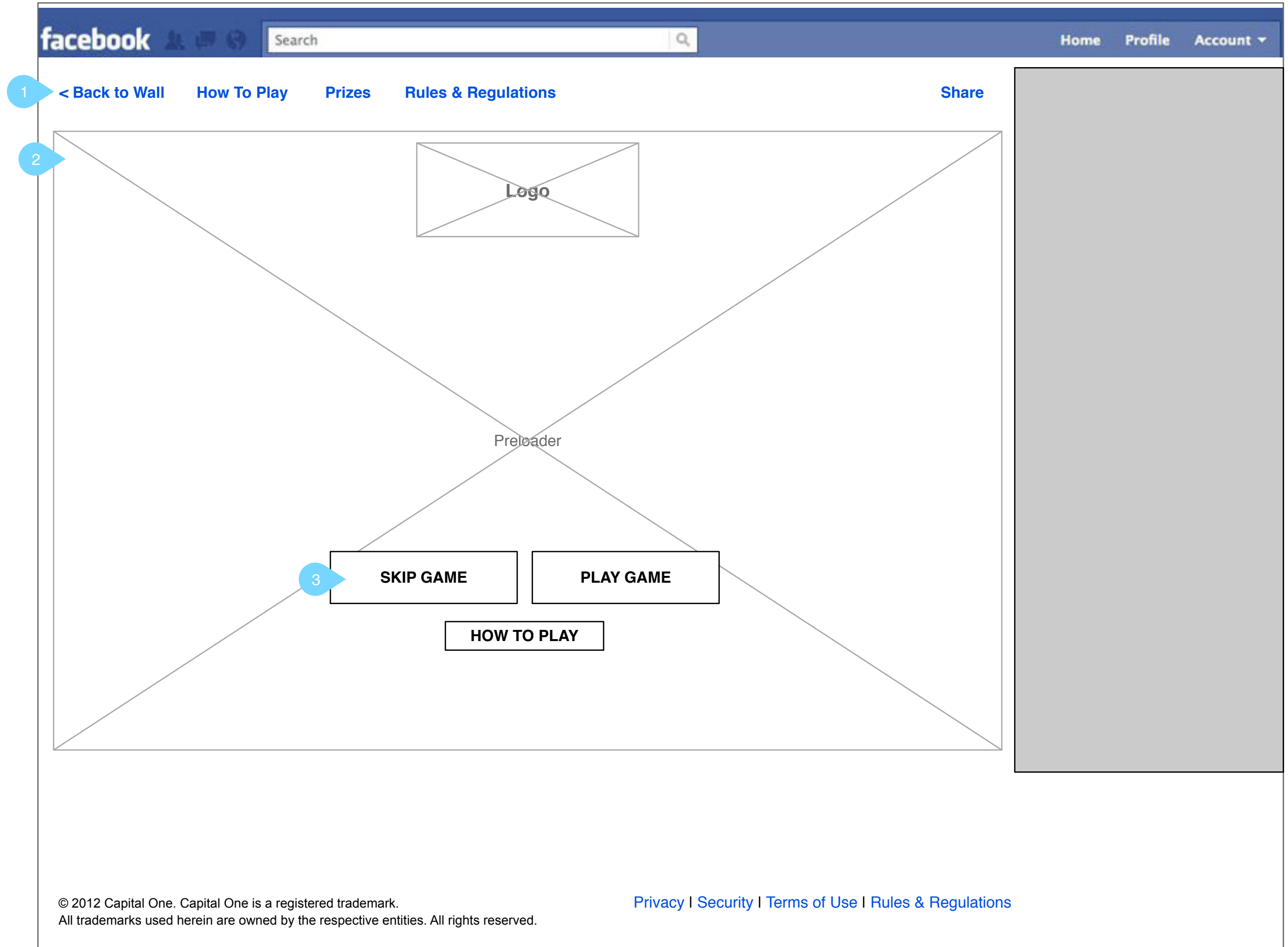
TAXI

First Time Player & Un-Registered Returning Player

TASK	NCAA Contest
PAGE	App: Game
STATE	Install/Upgrade Flash
STORY	If users have an out of date version of flash, or don't have flash installed in their browser, they will be prompted to update.
NOTES	

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< Back to Wall   How To Play   Prizes   Rules & Regulations

Share

INSTALL/UPGRADE FLASH

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STORY By selecting the contest tab within the brand page, users will be directed to the canvas (no authentication yet) to play.

NOTES

1. Back to Wall will take users down to the Facebook Brand page. How To Play, Prizes and Rules & Regulations will launch their respective overlays. Share will post to the users wall.

2. Preloader will display the game story.

3. Skip Game, Play Game and How To Play will display after the game has fully loaded. How To Play will take users to the instructions screen. Skip Game will take users directly to the entry form and submit 1 ballot. Play Game will allow users to earn up to 15 ballots and register.

facebook Search Home Profile Account ▾

1 < Back to Wall   How To Play   Prizes   Rules & Regulations   Share

2

Logo

Preloader

3 | SKIP GAME | | PLAY GAME |

| HOW TO PLAY |

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TASK	NCAA Contest
PAGE	Overlay: How to Play
STATE	Default
STORY	Game features will hide and instructions/how to play from preloader will display.

NOTES

1. Close/Return To Game will take users back into gameplay and un-pause the game.

Instructions:
Play <Contest Name> to win a trip for 4 to the NCAA Final Four in New Orleans! How long can you keep the balls spinning? For every 40 points you'll earn 1 ballot to a maximum of 30.

Use your mouse or left and right arrow keys to keep the ball balanced and use spacebar or the left mouse click to keep the ball in perfect speed.

Score extra points by doing different tricks using the A, S or D keys.

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1 Close **X**

Logo

How To Play

1 | **Return To Game** |

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PAGE App: Game

STATE Default

STORY Flash game will allow users to balance a ball for as long as they can. The longer they play, the more points (and ballots) will accumulate.

NOTES

1. Tricks will be controlled with the A, S and D keys. They will have a cool down period.

2. Points and ballots are accumulated by time keeping the ball in play. If the user has submitted the total number of ballots allowed (30), no more ballots will be counted.

3. Flash based game.

4. Speed will decrease with time, it can be increased with spacebar or the left mouse click.

5. Balance is controlled by the left and right arrow keys or the mouse.

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

1 — Tricks

Logo

2 — Points / Ballots

3

Flash Game

4 — Speed

5 — Balance

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PAGE	Overlay: Submit Score
STATE	Default
STORY	After the users drops the ball, they will be presented with the option to submit their current score (and authenticate the app) or try again.
NOTES	1.

facebook

Search

Home   Profile   Account ▼

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

Tricks

Logo

Points / Ballots

Speed

ENTER THE CONTEST

You earned XX ballots!

REGISTER YOUR SCORE   **TRY AND BEAT YOUR SCORE**

Balance

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TASK	NCAA Contest
PAGE	App: Authentication
STATE	Default
STORY	On first entry users will be asked to grant the app permission to retrieve information from the users profile.

NOTES

1. If users select the Leave App button, they will be taken to a page that describes why the app requires this information. They are then allowed to leave the app completely to the Contest tab.
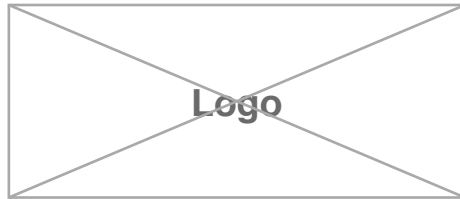
facebook

Search

Home   Profile   Account ▾

Request for Permission

<Contest Title> is requesting permission to do the following:

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

→

<Contest Title>
★★★☆ ☆

Post to my Wall
<Contest Title> may post status messages, notes, photos, and videos to my Wall

Access my profile information
Hometown and Current City

By proceeding, you agree to the <Contest Title> Terms of Service and Privacy Policy · Report App

Logged in as <FB Name> (Not You?)   Allow   Leave App   1

TASK	NCAA Contest
PAGE	App: Entry Form
STATE	Default
STORY	If users have entered their information previously, it will be pre-populated within the form.

NOTES

1. Selecting the Rules & Regulations link open in an overlay.

facebook

< Back to Wall   How To Play   Prizes   **Rules & Regulations**   **Share**

Logo

SUBMIT XX BALLOTS:

* 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 am the age of majority in my province.

[ ] Opt-in to marketing

[ ] * I agree to the Rules & Regulations.   1

[Submit]   [Reset]

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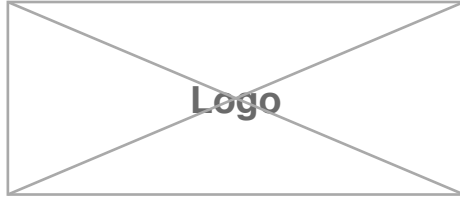All trademarks used herein are owned by the respective entities. All rights reserved.

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Capital One → TAXI # 14

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

Logo

SUBMIT XX BALLOTS:

* Required Field

Winners will be contacted by phone during weekday business hours.

Address 1 is required.

First Name: *   [   ]   Last Name: *   [   ]

Address 1: *   [   ]   Address 2   [   ]

City: *   [   ]   Province: *   [V]

Postal Code: * [   ]   Phone Number: * [   ]

☐ * I am the age of majority in my province.

☐ Opt-in to marketing

☐ I agree to the Rules & Regulations.

[Submit]   [Reset]

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STORY

If a user clicks the Rules & Regulations within the entry form, they will display an overlay with the content.

NOTES

1. If a user clicks outside the ligthwindow, it will close and return to the entry screen.

2. Selecting the close botton will return the user to the entry screen.

facebook   Search   Home   Profile   Account ▾

RULES & REGULATIONS   2 Close **X**

1 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.

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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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STORY
After successful completion of the entry form, users are given the opportunity to share and play again to top their scores.

NOTES

facebook   Search   Home   Profile   Account ▾

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

Logo

CONGRATULATIONS

Successful entry! Keep on playing to try and get a new top score!

Post to your wall

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TASK	NCAA Contest
PAGE	Overlay: Share
STATE	Default
STORY	Button will allow users to post their participation in the contest to their wall.
NOTES	

facebook [icons] Search [search]   Home   Profile   Account ▾

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

Post Story to <User>'s Wall

Optional message

<Post Title>
<Post Description> Nam eget sodales nisl. Pellentesque mi metus, dignissim vel sodales id, auctor nec dui. In in accumsan augue. Donec placerat urna tempus eros ullamcorper vitae vehicula est aliquet. Aliquam in aliquam tellus. Sed magna massa, luctus blandit iaculis ac, accumsan id dolor. Sed tempus porta tincidunt. Curabitur a erat a diam ultricies laoreet.

via <Contest>

Share   Skip

Balance

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TASK	NCAA Contest
PAGE	Overlay: Prizes
STATE	Default
STORY	Game features will hide and prizing information will display.

NOTES

1.

facebook

Search

Home   Profile   Account ▾

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

Close **X**

Logo

Prizes

Return To Game

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TAXI

Returning Registered Player

TASK	NCAA Contest
PAGE	App: Game
STATE	Preloader
STORY	For returning users (after registration), they will be presented with this preloader.

NOTES

1. Play Game will display after the game has fully loaded. The button will allow users to try and beat their score. If they achieve that, the new score will be kept in the database.

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

Logo

Preloader

1   PLAY GAME

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TASK	NCAA Contest
PAGE	App: Game
STATE	Default
STORY	Flash game will allow users to balance a ball for as long as they can. The longer they play, the more points (and ballots) will accumulate.
NOTES	1.

facebook   Search

Home   Profile   Account ▾

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Tricks

Logo

Points / Ballots

Speed

Flash Game

Balance

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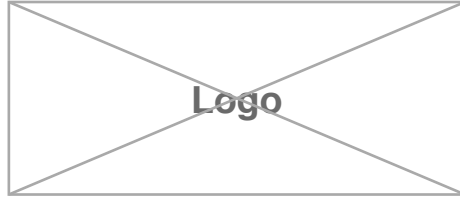| TASK	NCAA Contest
PAGE	App: Game Over
STATE	Beat High Score
STORY	If users beat their previous high score, they will be presented with this screen.

NOTES

Search

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

Logo

CONGRATULATIONS

You beat your high score! You now have XX entries in the contest. Keep playing to try and beat your score again.

Post to your wall	Play Again!

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TASK	NCAA Contest
PAGE	App: Game Over
STATE	Did not beat high score
STORY	If users fails to beat their previous high score, they will be presented with this screen.
NOTES	

Search

Home   Profile   Account ▾

< Back to Wall   How To Play   Prizes   Rules & Regulations   Share

Logo

NICE TRY

You didn't beat your high score of XXXX! You've still got XX entries in the contest. Keep playing to try and beat your score again.

Post to your wall   **Play Again!**

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NOTES

1. Text will update to reflect the closing of the contest and winner notification times.

2. Image will reflect contest closure.

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1 <Contest closed text> 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.

2 Thank You

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