

Scion.com/Events

UX/Wireframes

Agenda

- Updated Scion.com Sitemap
- Event Data
- Initial User Flows
- Preliminary Wireframes
- Assumptions
- Questions/Concerns

Objectives

- To review and approve key event data
- Feedback on user flows
- Review and approve preliminary wireframes
- Review and corroborate assumptions

Overview

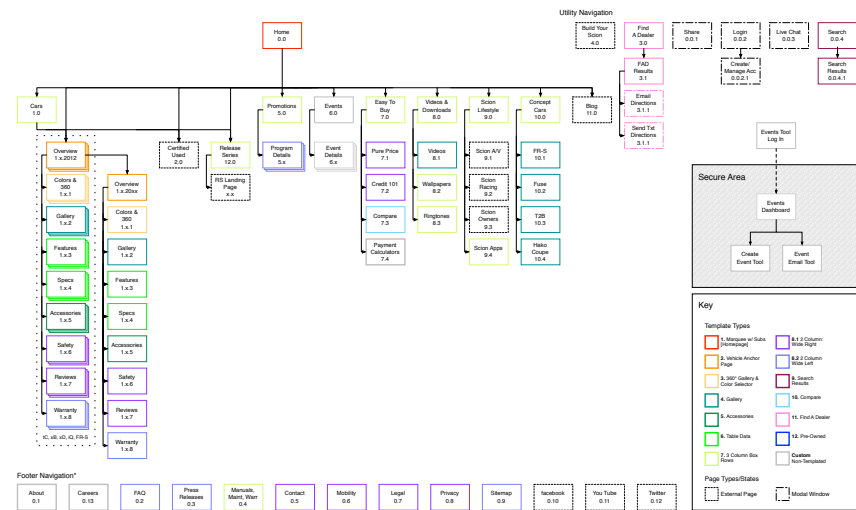
The purpose of this meeting is to review the key user flows and extensive functionality that will be used to develop the infrastructure for the Scion.com Events section. Focusing principally on the functionality and structure will help increase the overall ease of use, simplicity and intuitiveness of the Events section, for both users and administrators.

Updated Scion.com Sitemap

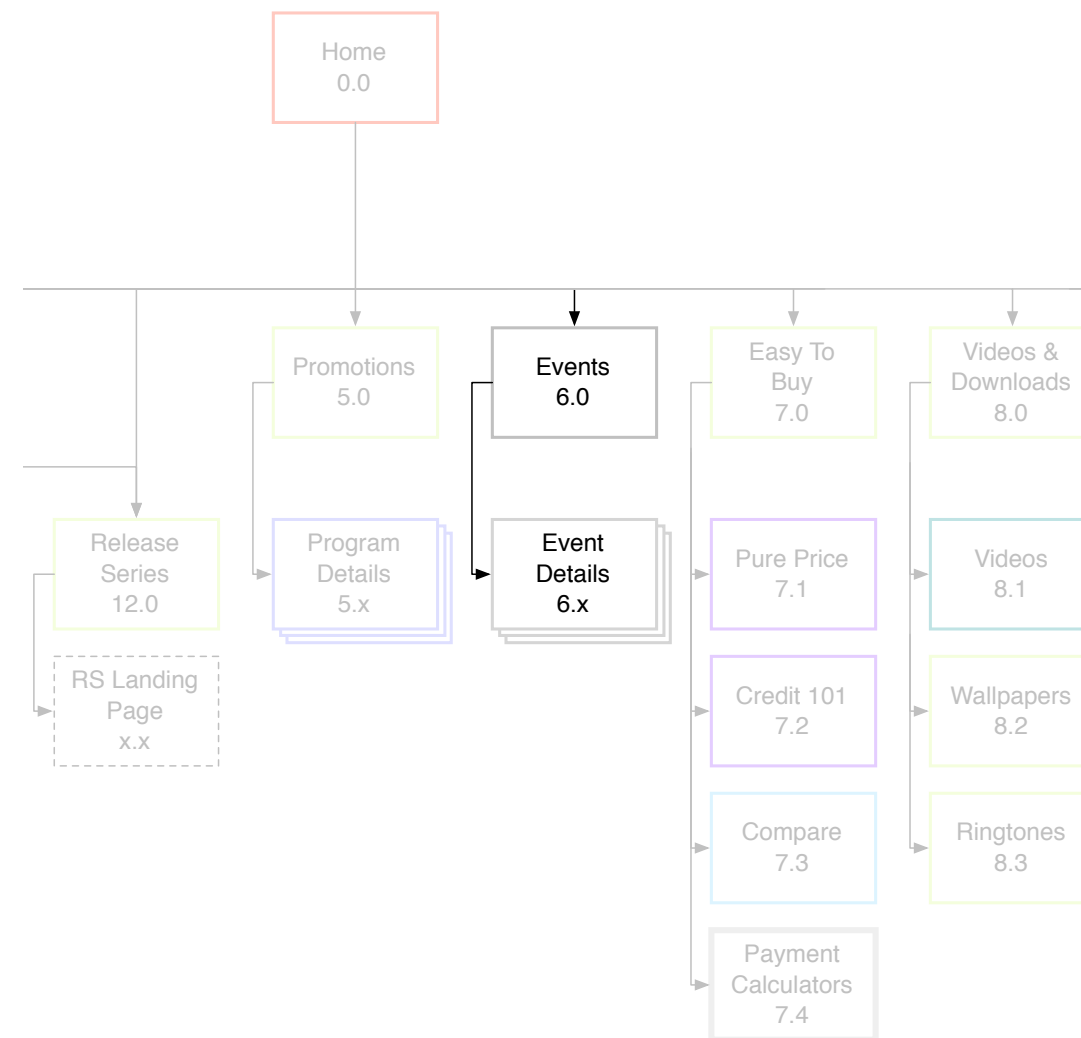
Updated Sitemap

Events work adds two major items

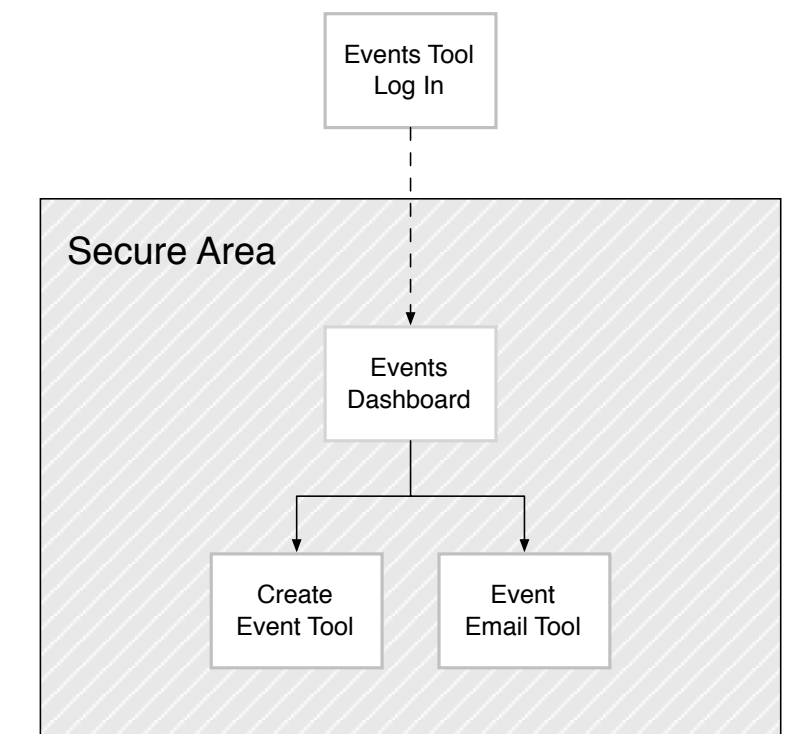
Scion.com Sitemap



Events Section



Events Toolset



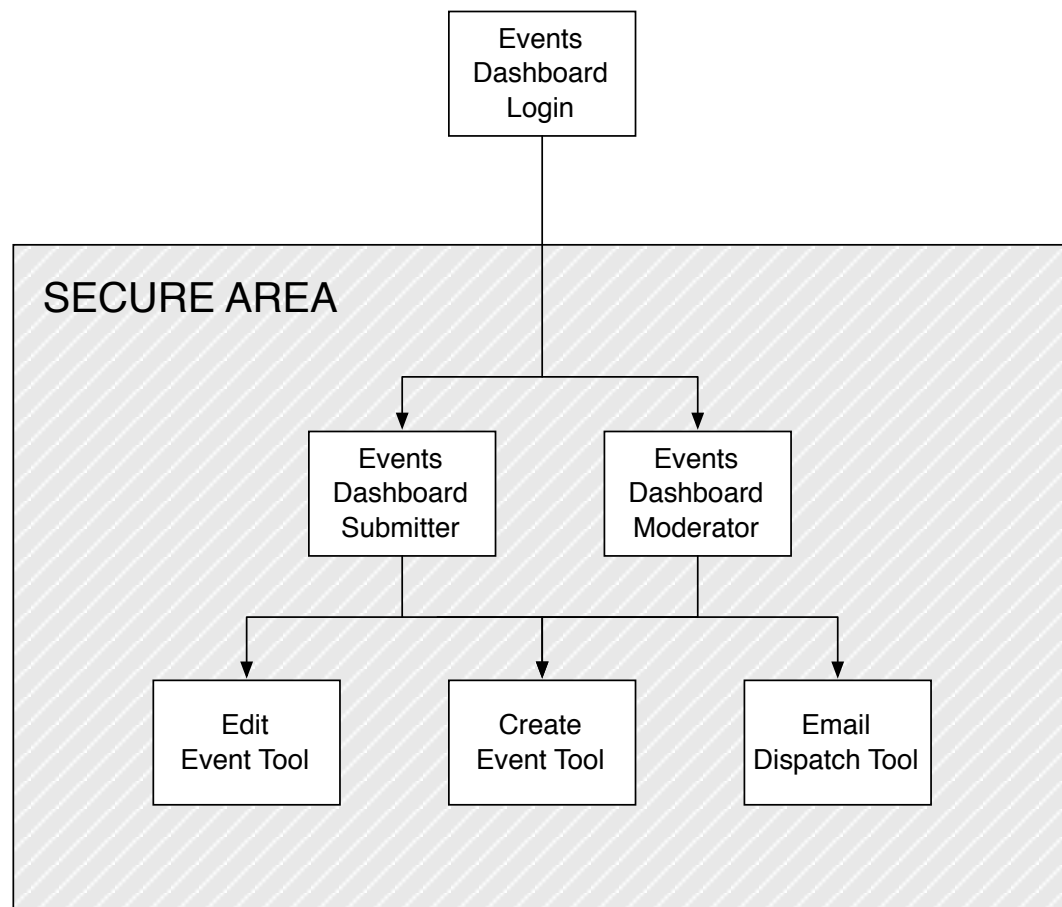
Events Related Sitemap

A simplified representation of the Events System illustrates:

CLOAKED/SECURE AREAS

Events System Log In lives in a “Cloaked” or hidden URL that is accessible only via specific web address.

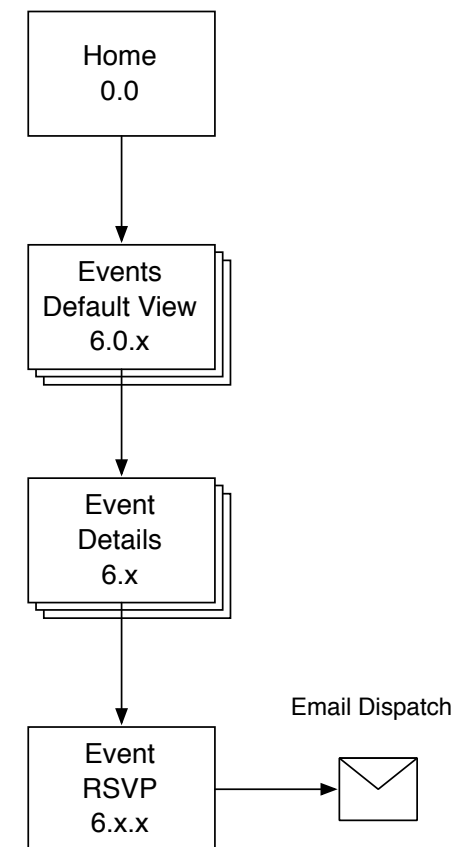
CLOAKED AREA



PUBLIC AREAS

Public or User-facing portion of the Events section within Scion.com offers multiple views for event listings and houses an event RSVP system.

PUBLIC AREA



Event Data

Event Data

Information that is typical for most event types, both required and optional. Optional items can be added multiple times. Based on assumptions derived from the TSP integration guide.

Basic Event Information

1. Events Submitter
2. Campaign Code
3. Event ID
4. Event Title
5. Description
6. Event Image
7. Multi-Media Embed
8. Start Date
9. End Date
 - All Day Option
10. Location
 - Location URL
11. City
12. State
13. Region

Miscellaneous Event Information

1. Additional Sponsors
2. Hosts
 - Host URL
3. Set Age Requirement
4. Set max RSVPs amount
 - Allow Additional Guests
 - Additional Guests Register Limit
5. Custom Message
6. Tags
7. Social Media Promotion
8. Repetition Options
 - Repeats each Week
 - Repeats each Month
 - Repeats each Weekend

Initial User Flows

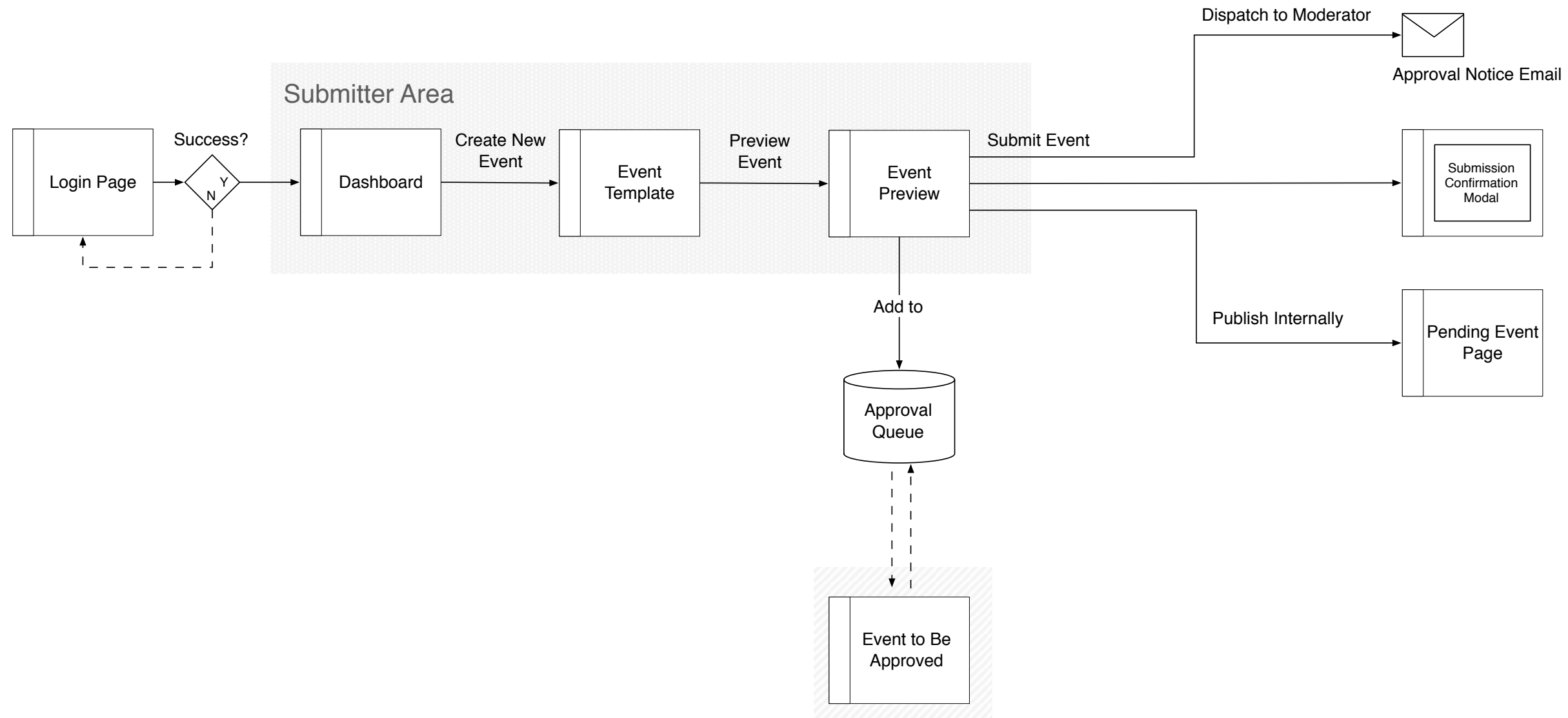
User Flows Overview

The goal of creating user flows is to identify and determine the most direct and efficient path through a set of actions or milestones. By evaluating key flows, we are able to develop a more efficient user interaction that will help shape the final design and experience.

Event Submission Flow

An idealized user path illustrates the steps and events related to creating and submitting an event for approval.

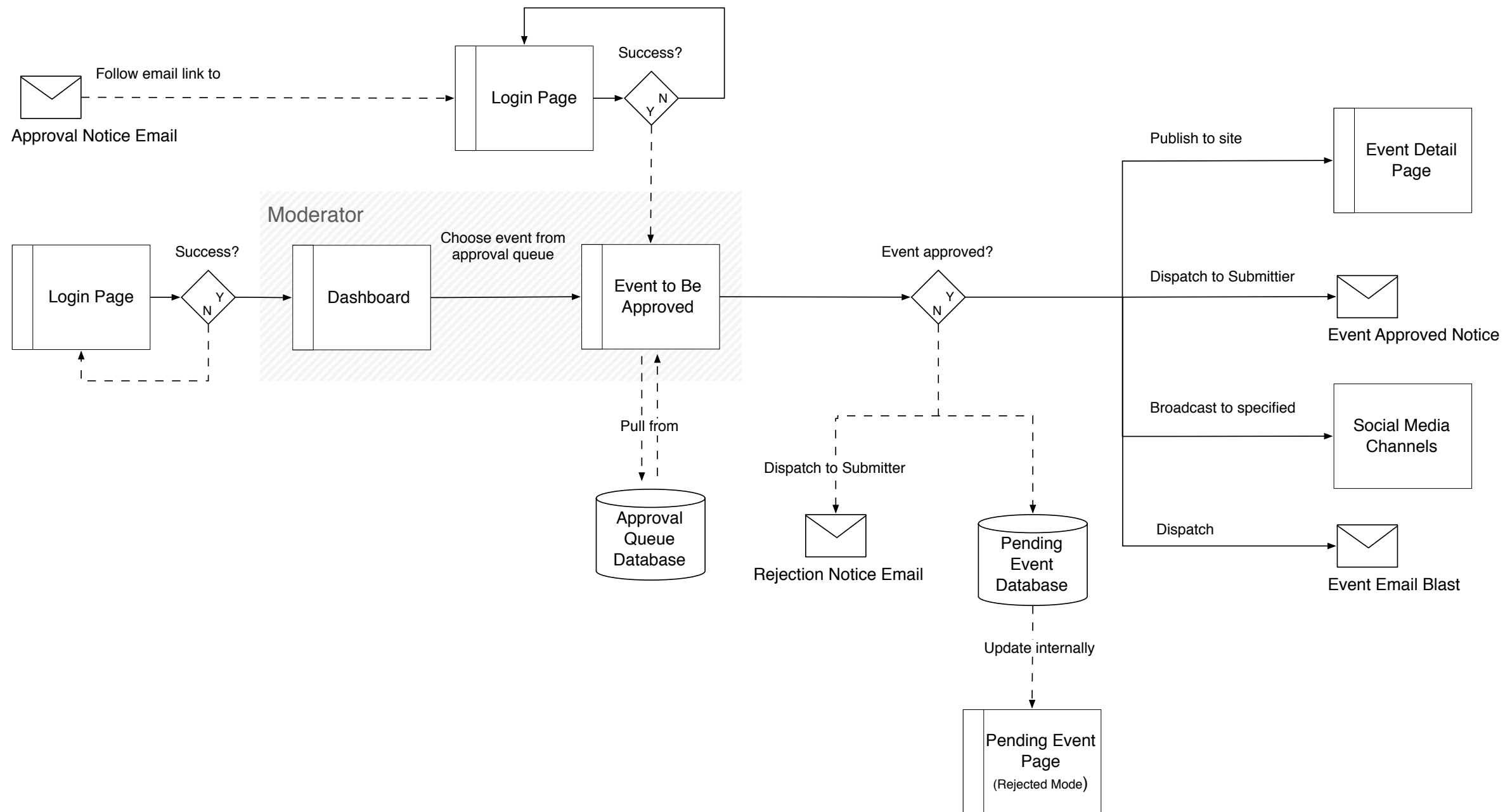
Event Submission Flow



Event Approval Flow

An idealized user path illustrates the steps and events related to approving or rejecting an event.

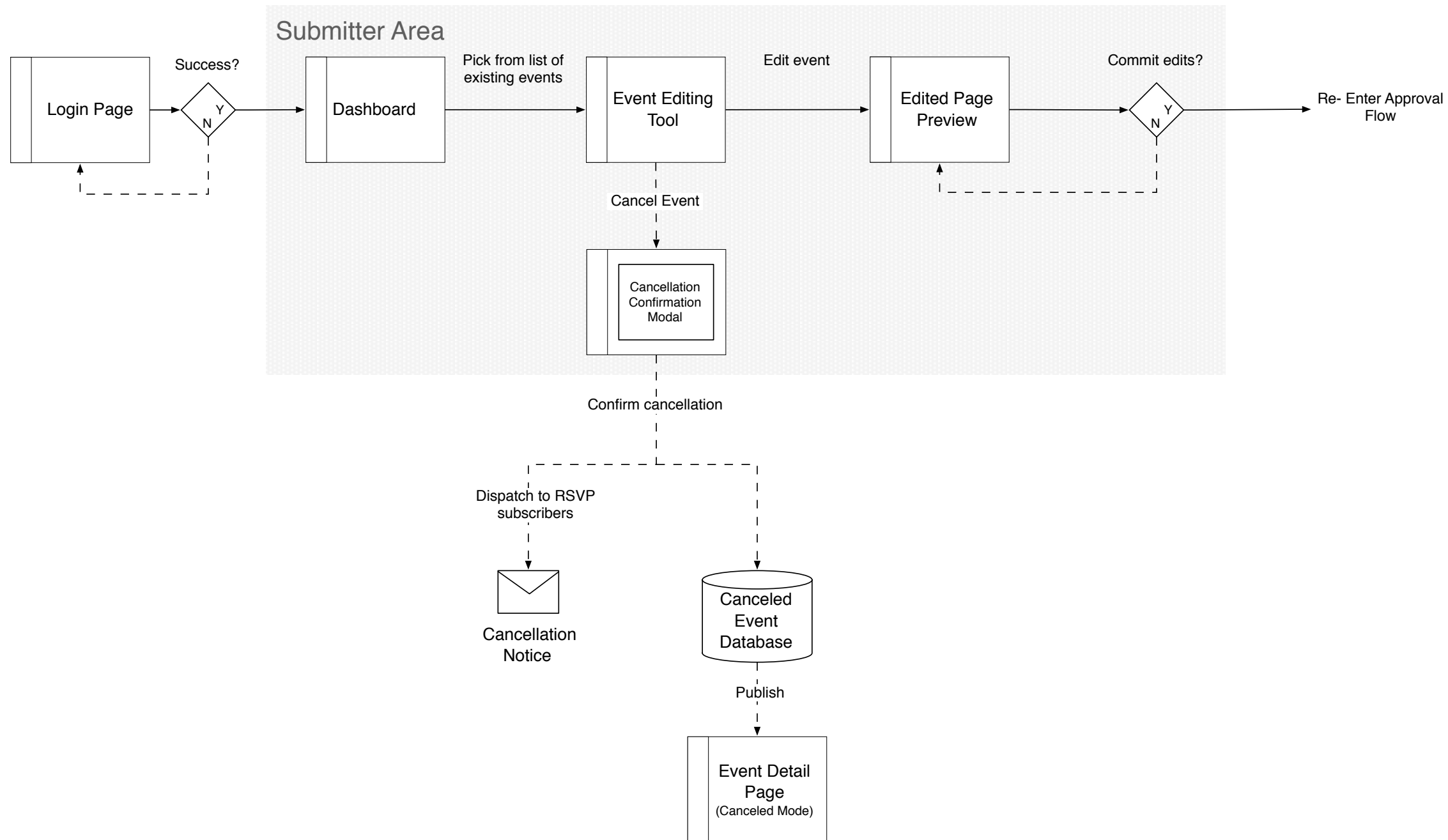
Event Approval Flow



Active Event Edit Flow

A idealized user path illustrates the steps and events related to editing an event that has been approved and is live.

Active Event Edit Flow

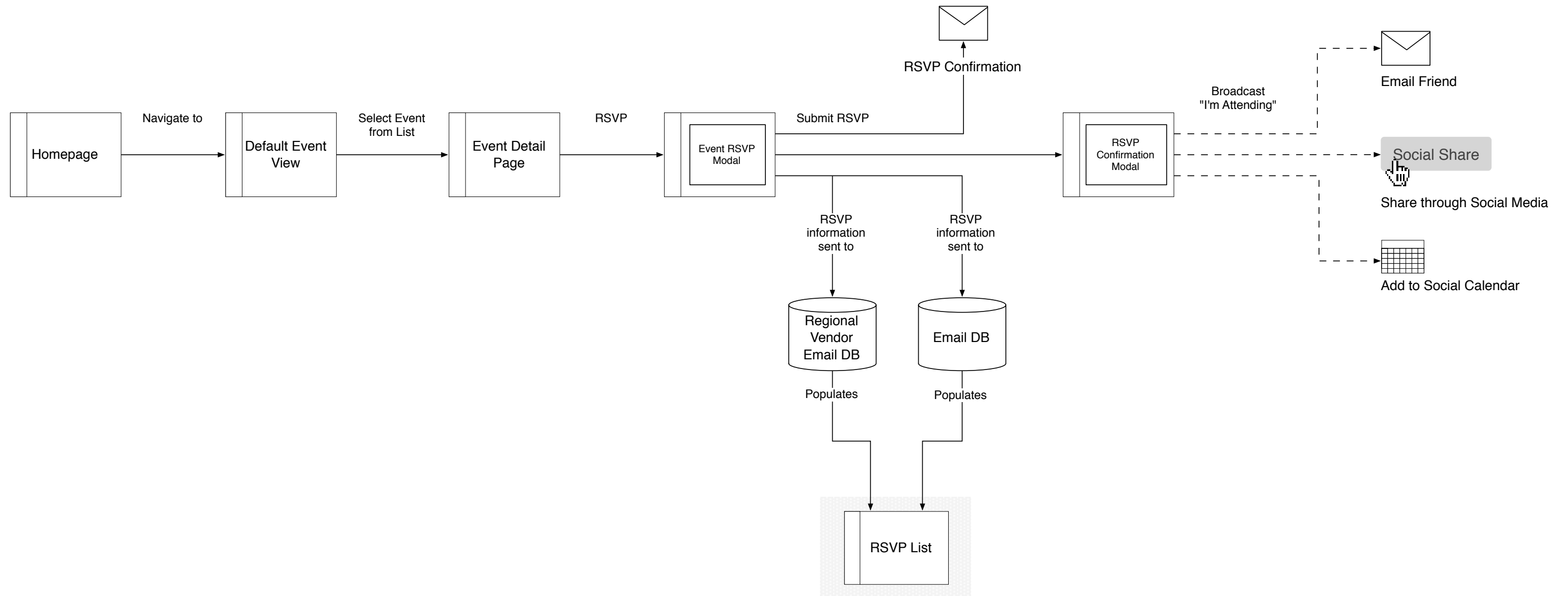


Direct Traffic RSVP Flow

An idealized user path illustrates the steps and events related to:

- Entering Scion.com from the Home Page and browsing to the Events Section
- Registering for attendance via the Event RSVP System
- Broadcasting RSVP activity into the Social Space

Direct Traffic RSVP Flow

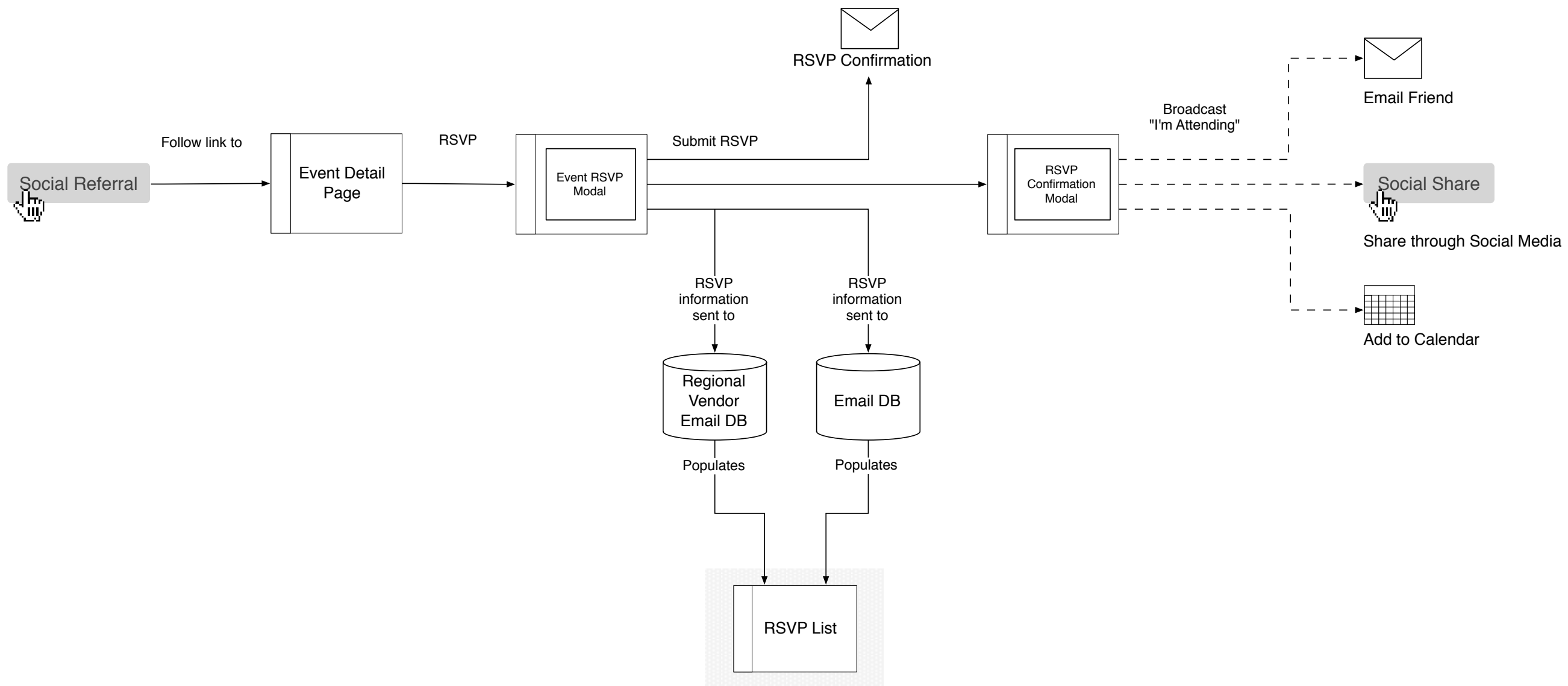


Referral Deep Link RSVP Flow

An idealized user path illustrates the steps and events related to:

- Entering Scion.com at the Event Detail level via a Social Referral
- Registering for attendance via the Event RSVP System
- Broadcasting RSVP activity into the Social Space

Referral Deep Link RSVP Flow



Preliminary Wireframes

Wireframes Overview

By mapping the key user flows with the page requirements, we begin to shape the structure of the page through wireframes. These wireframes help identify key actions at an individual page level. Wireframes are not to be seen as layout, but rather as a blueprint.

Moderation Dashboard Wireframe

Preliminary wireframe for Moderator Dashboard default view

LOGO

EVENTS DASHBOARD

CREATE NEW EVENT

SEND EVENT EMAIL

MANAGE CALENDARS

LOG OUT

Events Dashboard » Summary View

Summary Pending Events Active Events

Pending Events for Approval (4 Most Recent)

!	Event Name	Event Date	Event Time	Edit/Review
!	Event Name	Event Date	Event Time	Edit/Review
●	Event Name	Event Date	Event Time	Edit/Review
●	Event Name	Event Date	Event Time	Edit/Review

Active Events (4 Most Recent)

●	Event Name	Event Date	Event Time	Edit/Review
●	Event Name	Event Date	Event Time	Edit/Review
●	Event Name	Event Date	Event Time	Edit/Review
●	Event Name	Event Date	Event Time	Edit/Review

Recently Rejected Events

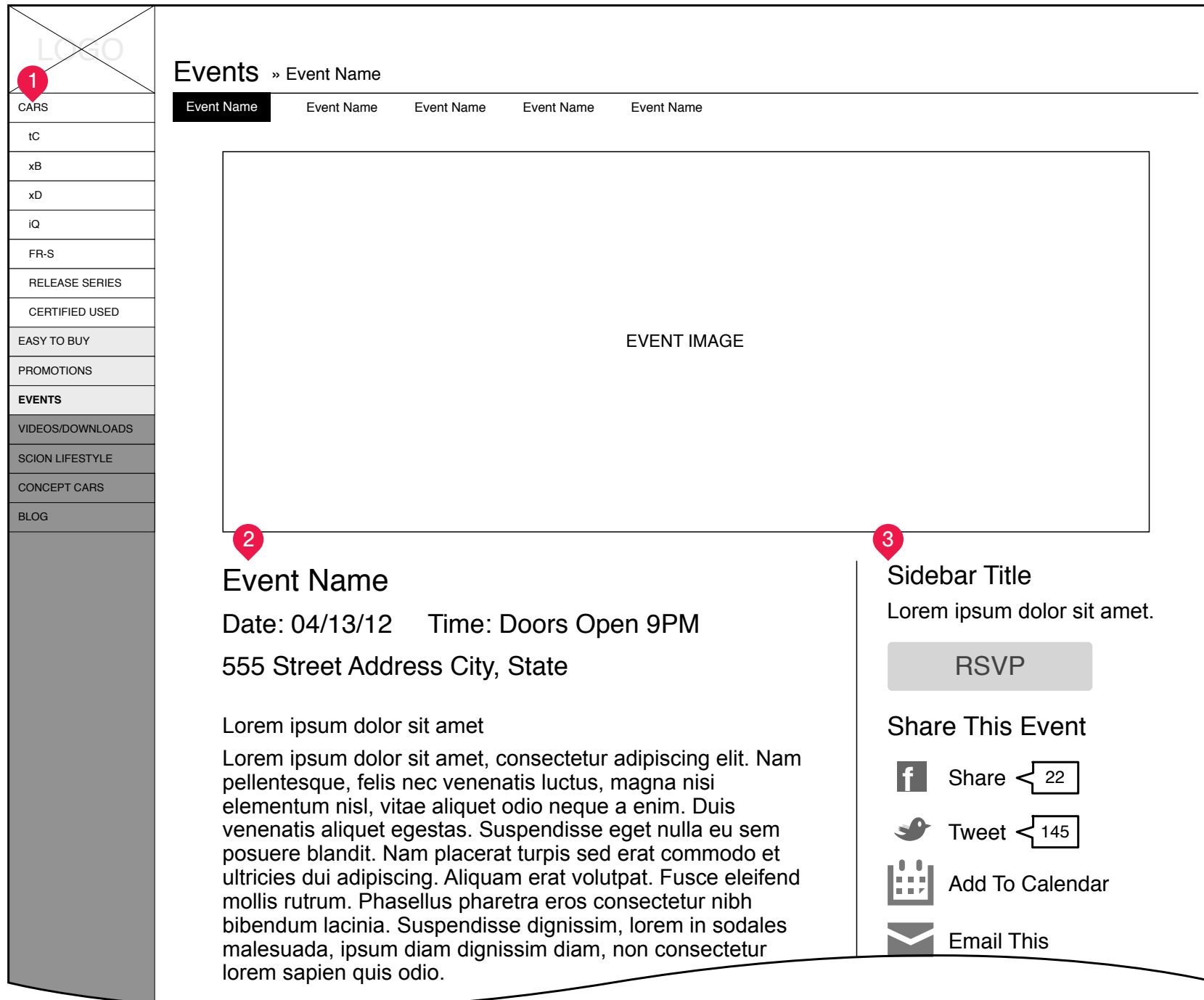
●	Event Name	Event Date	Event Time	Edit/Review
●	Event Name	Event Date	Event Time	Edit/Review

NOTES

1. Existing Scion Global UI is leveraged
2. Default View: Summary of current activity
3. X number of recent items shown
4. List view displays key information
5. Line Items display Edit/Review CTA
6. Line list leads with urgency indicator
7. Active Events summary displays most recently published events
8. Recently Rejected summary displays most recently rejected events

Event Detail Wireframe

Preliminary wireframe for Event Detail



NOTES

1. Existing Scion Global UI is leveraged
2. Primary event info block
3. Key CTA Block

TSP Assumptions

TSP Assumptions

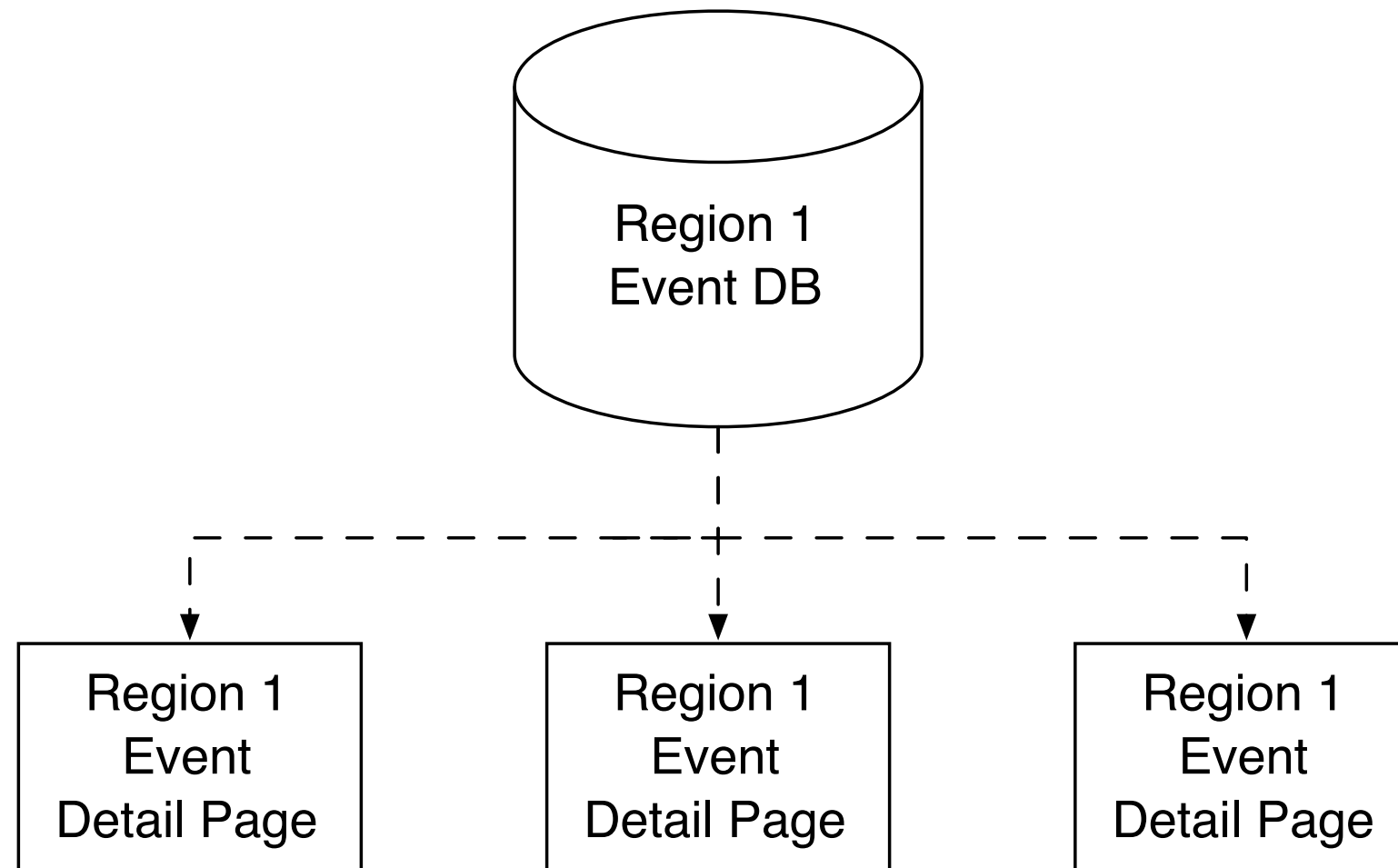
The following illustrations are assumptions developed after reviewing the existing TSP toolset:

- Events are bound to Specific Calendar Databases
- 2 types of users, Super Admin (Moderator), Standard User
- Super Admins have unrestricted access and capabilities
- Standard Users have limitations defined by Access Credentials

TSP Assumptions

Events are bound to Specific Calendar Databases

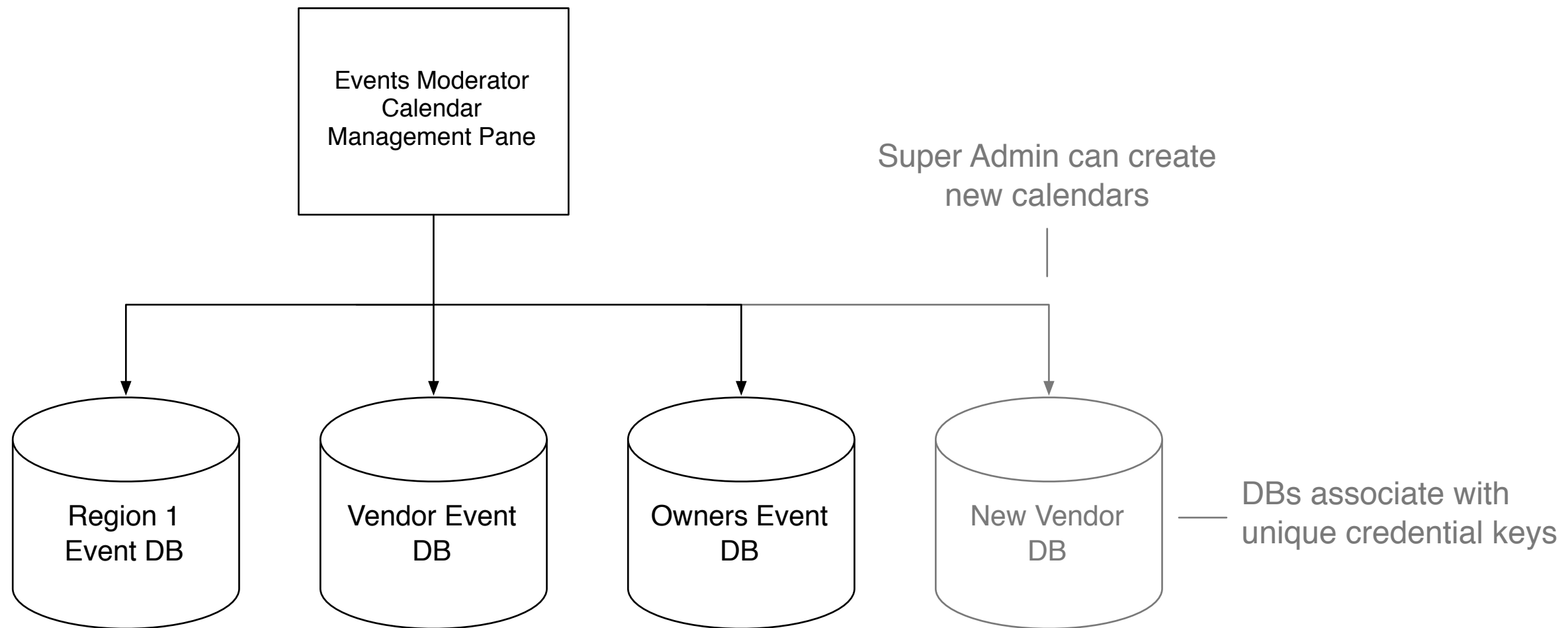
Events Data Relationship



TSP Assumptions

User type 1, Super Admin (Moderator)

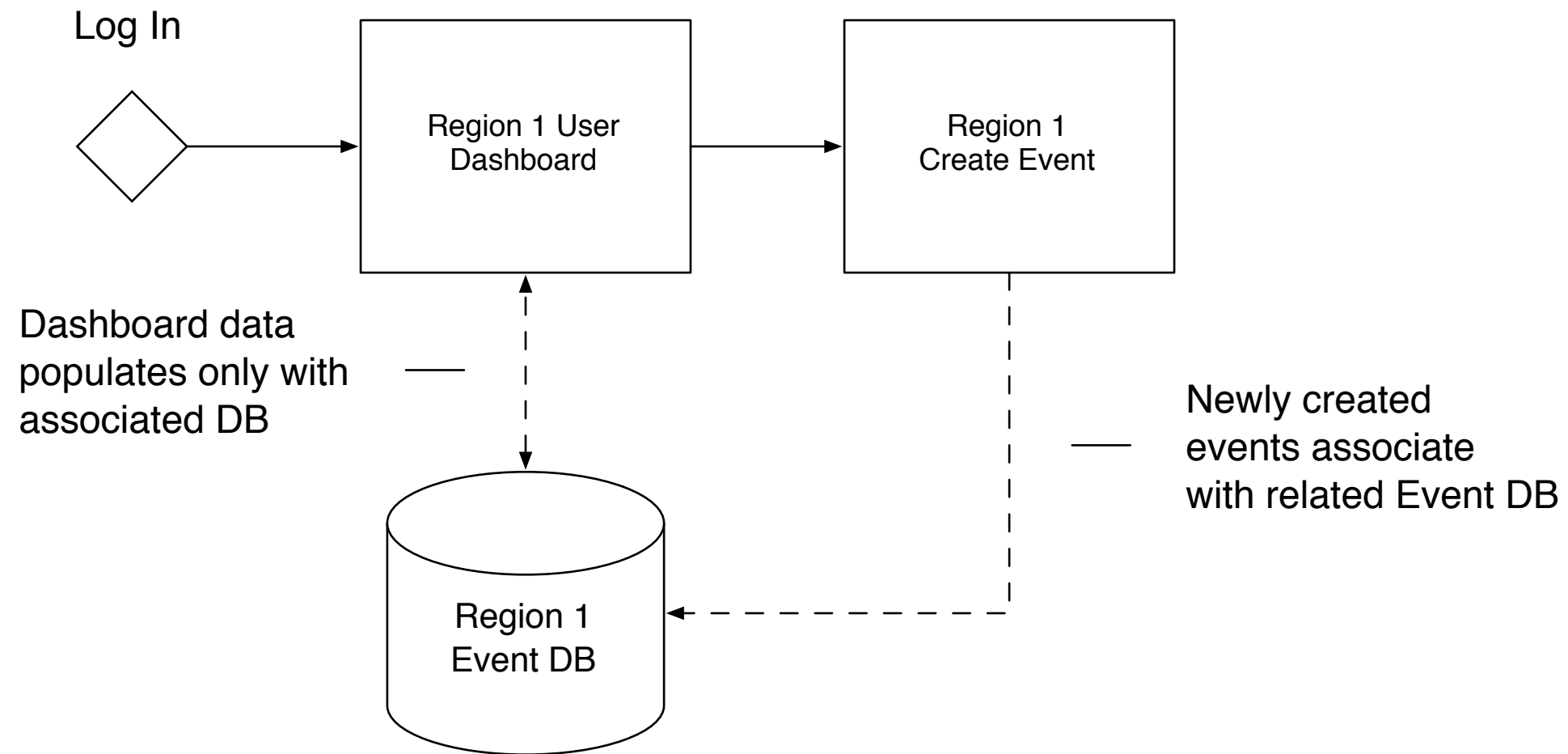
Super Admins



TSP Assumptions

User type 2, Standard

Standard Users



Questions / Concerns

QUESTIONS / CONCERNS

Event ID:

These are represented on the TSP integration Guide, though we are not certain how it is generated. Is this something that is established with the submitter?

Tagging:

Is the backend set up to search TAGs?

Region Log-in Conflicts:

We have identified a number of conflicts that can arise with multiple users. For example, possible disgruntled ex-employees and the ability to adversely affect someone else's events are just a couple. How set are we on one set of credentials per region?

Level of Scion Moderation:

If we move forward with one level of credentials per region, we should have security in place for any edits or deletions to an event.

Removing Data:

Our initial understanding is that past data will be removed. We feel there is a greater benefit in maintaining and the ability to mine past data for targeting future prospects and identifying trends.

Email Databases:

Is there a system in place to handle & consolidate both vendor and Scion addresses? Additionally, a system to resolve any duplicates within the system? The concern here is with sending the same contact duplicate emails.

Tracking:

As of now, are we implementing any third-party tracking in this system? If so, we should begin discussions with them. If not, we should explore what our options are.

Next Steps

- ATTIK to finalize user flows
- ATTIK to update and expand wireframes

Thank You.



85 2nd Street, 6th Floor
San Francisco, CA 94105

D. 415-284-2600

F. 415-284-2650

attik.com

PRIVATE & CONFIDENTIAL

All work within ATTIK's proposal is intended for the recipient only. The recipient may use the information and ideas contained in this document only for the purpose of evaluating a business relationship with ATTIK. The recipient may not disclose any of the information or suggested ideas contained herein to third parties or to the recipient's employees except employees who are required to have the information in order to carry out the discussions of the contemplated business relationship. By accepting this document they are deemed to have agreed to these terms.

All ideas contained within this document are owned by ATTIK ©2012. ATTIK is a subsidiary of Dentsu America, Inc. and Dentsu (Holdings), Inc.

Please consider the environment before printing this document.

