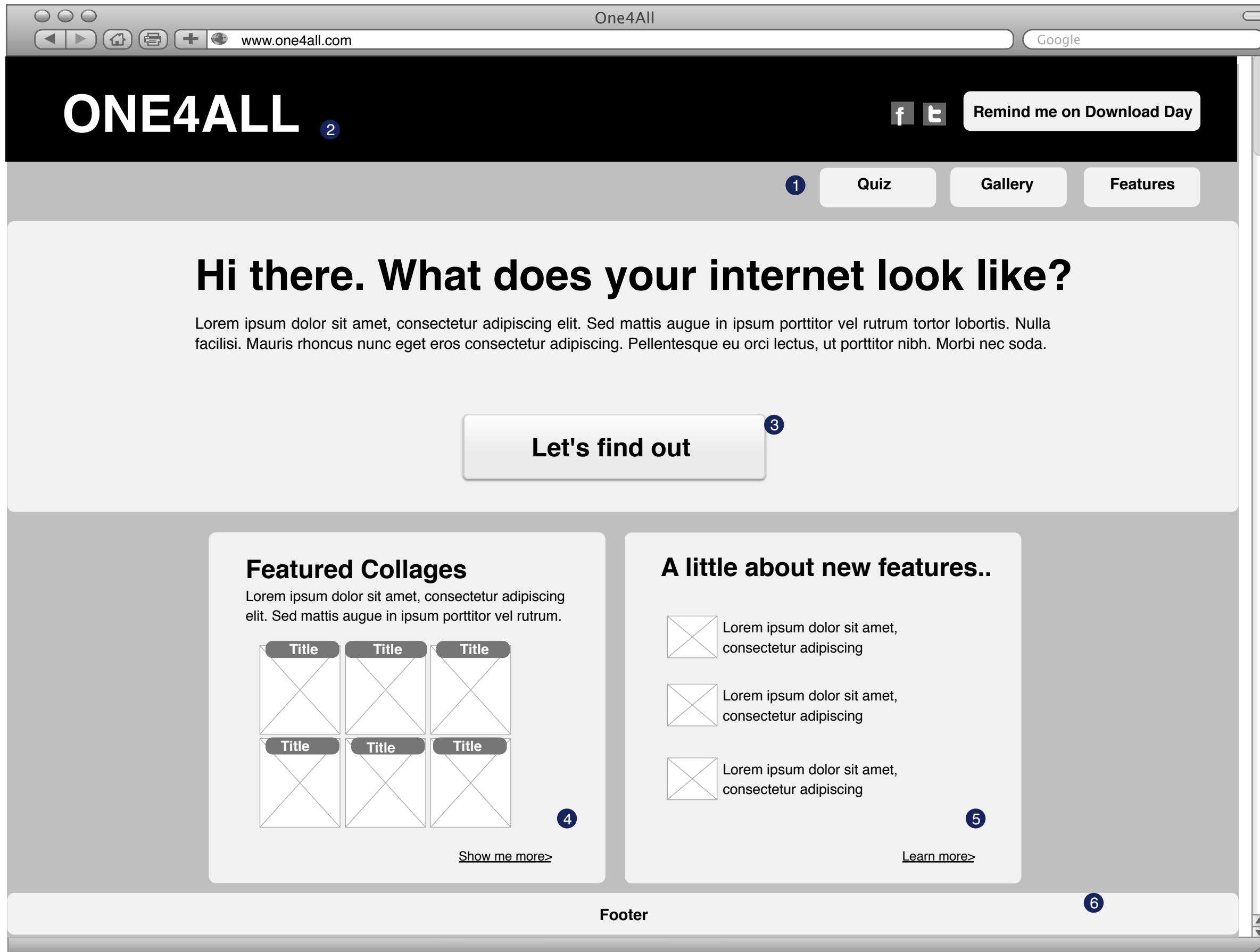


the **barbarian** group

One4All

Wireframes, v1

The Barbarian Group
Tuesday, September 28, 2010

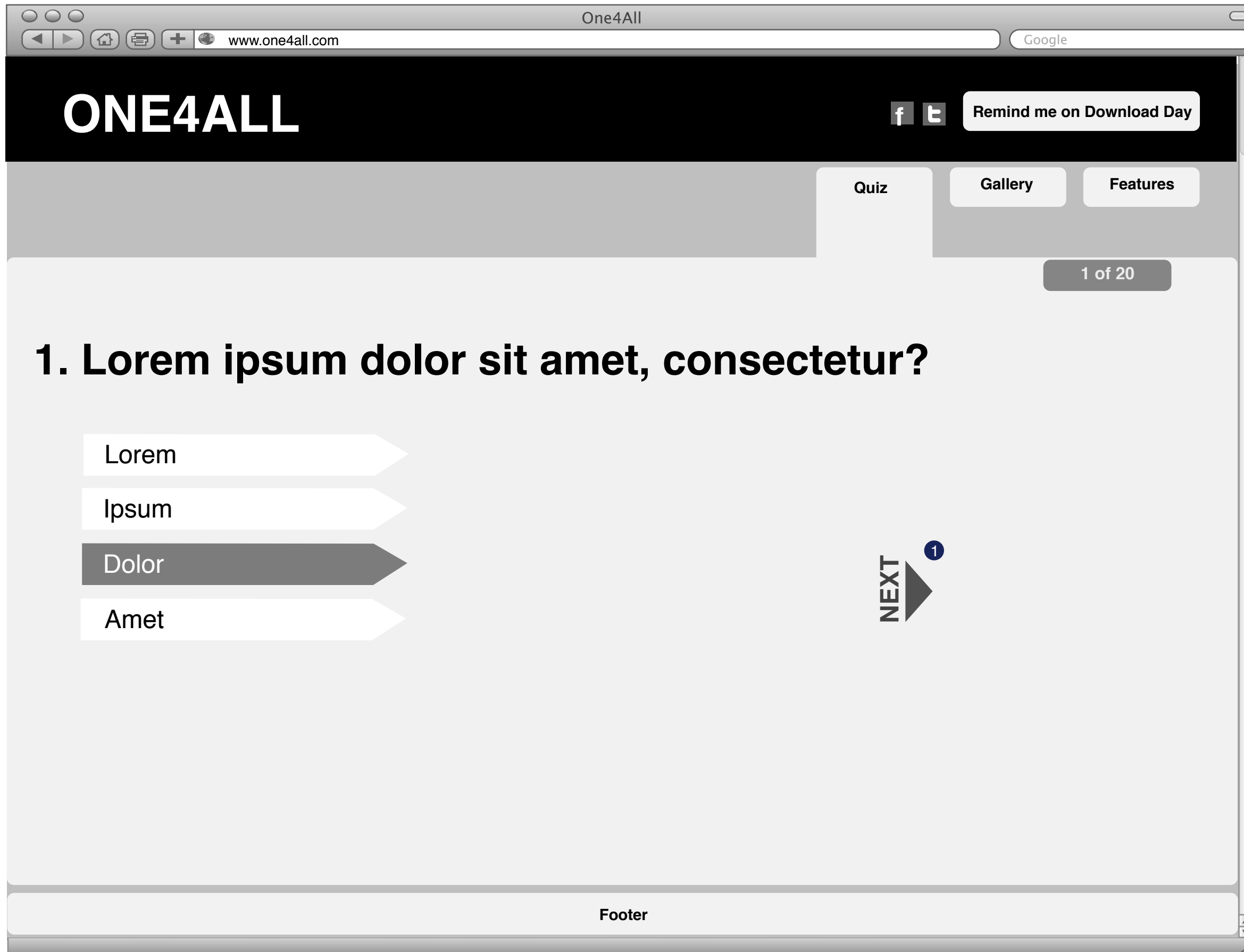


Notes:

This is the homepage to the one4all site. All individual modules are flexible in terms of number of items they can hold. Layout will be detailed in design.

Annotations:

- 1) Main navigation.
- 2) The overall site experience for every country is the same. The only difference is that when the site detects where a user is logged in from, and if there are specific objects associated to that country(they are in), they will be displayed in the collage.
- 3) Funnels users into the quiz
- 4) This module features most recent collages (thumbnail versions). The number of thumbnails featured here is TBD. They show collages made by users from different countries to represent the global reach of this campaign+celebrity collages.
- Show me more link takes the user to the gallery section.
- 5) Tease features. Learn more link takes the user to the Features section. NOTE: features will not be detailed out on the site. They will act as a gateway into the Mozilla site features section.
- 6) Footer will include general information (a line or two) about offline activities - sky banner, flyers etc.

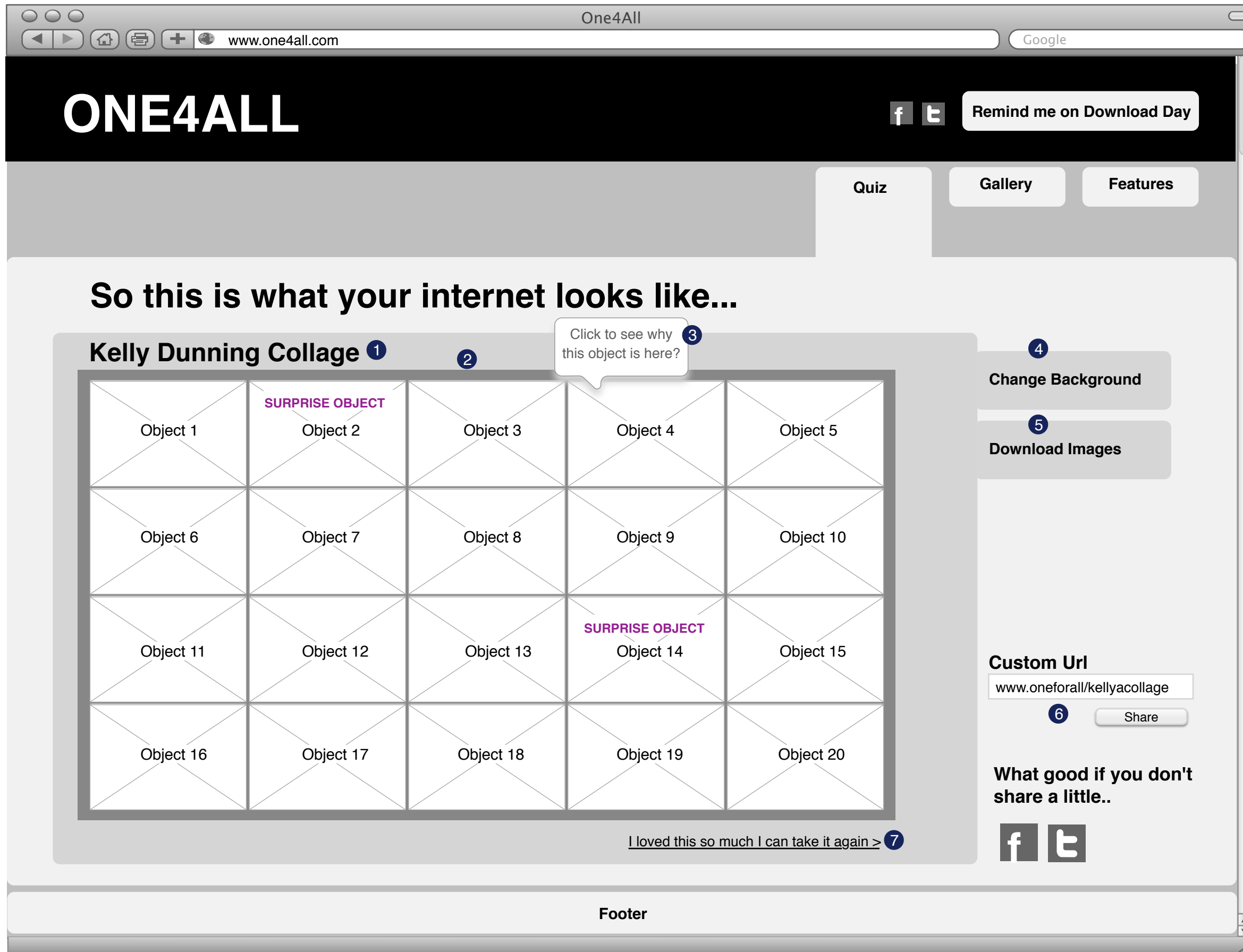


Notes:
This is the quiz page.

Annotations:

- 1) Transitions to the next screen once the user has made a selection. There are 2 clicks involved.
 - a. user selects one of the four options.
 - b. user clicks the next button

NOTE: In this page, we are assuming the user is on Q1. If the user is on any quiz question screen (other than the first Q) - there will be a previous button to go back to the prior page.



Notes:

This is the end page of the quiz. All individual modules are flexible in terms of number of items they can hold. Layout will be detailed in design.

Annotations:

1) Customized titles. Data acquired from Q/A.

2) Each question the user answers maps back to objects that are used to compose a custom collage. There will be surprise(unique) objects that will get thrown into the collage - if a user arrives from the facebook fan page/if a user logs on from a specific country. NOTE: The decision tree behind the Q/A determines which images show up. All images have tags associated to them.

3) Tooltip floats around to let users know that they can flip image to see why it made it into the collage. NOTE: When the user clicks the image once, the tooltip stop popping up there on. Pre-launch: Overlay appears letting users know why the image made into the collage. Post-launch with the new browser image flips around. Slick transitions.

4) Change Background button - expands panel for alternate background selection (see pg.6)

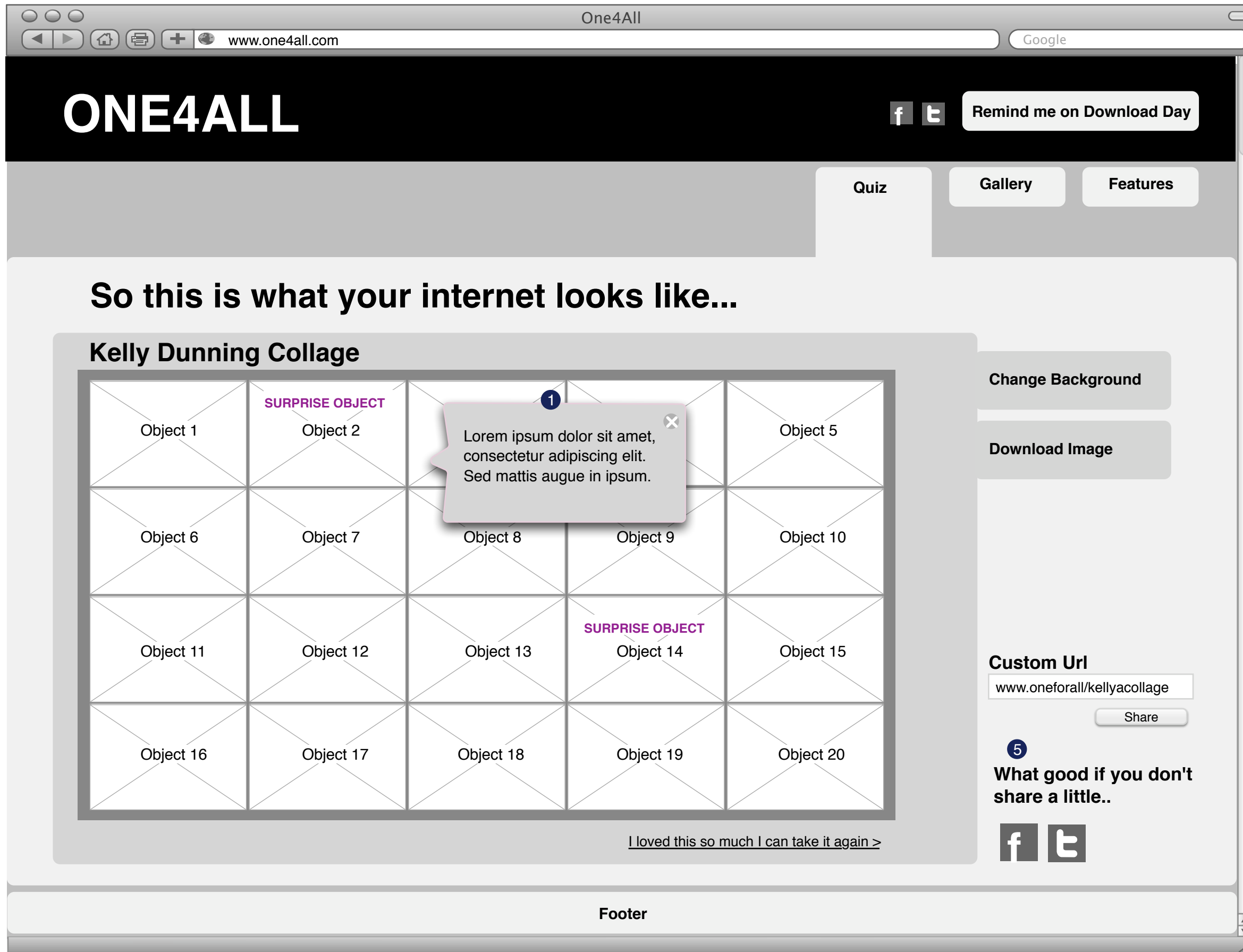
5) When a user hits the download image button, they can download a JPG of the entire collage.

6) Site generates URL to be shared on other social sites.

Tech Q: From this page users can specifically share link to their collage?

7) Takes the user back to try quiz again

NOTE: Object grid will not form a neat grid overall. Images are of different sizes and this will be taken into account in design.

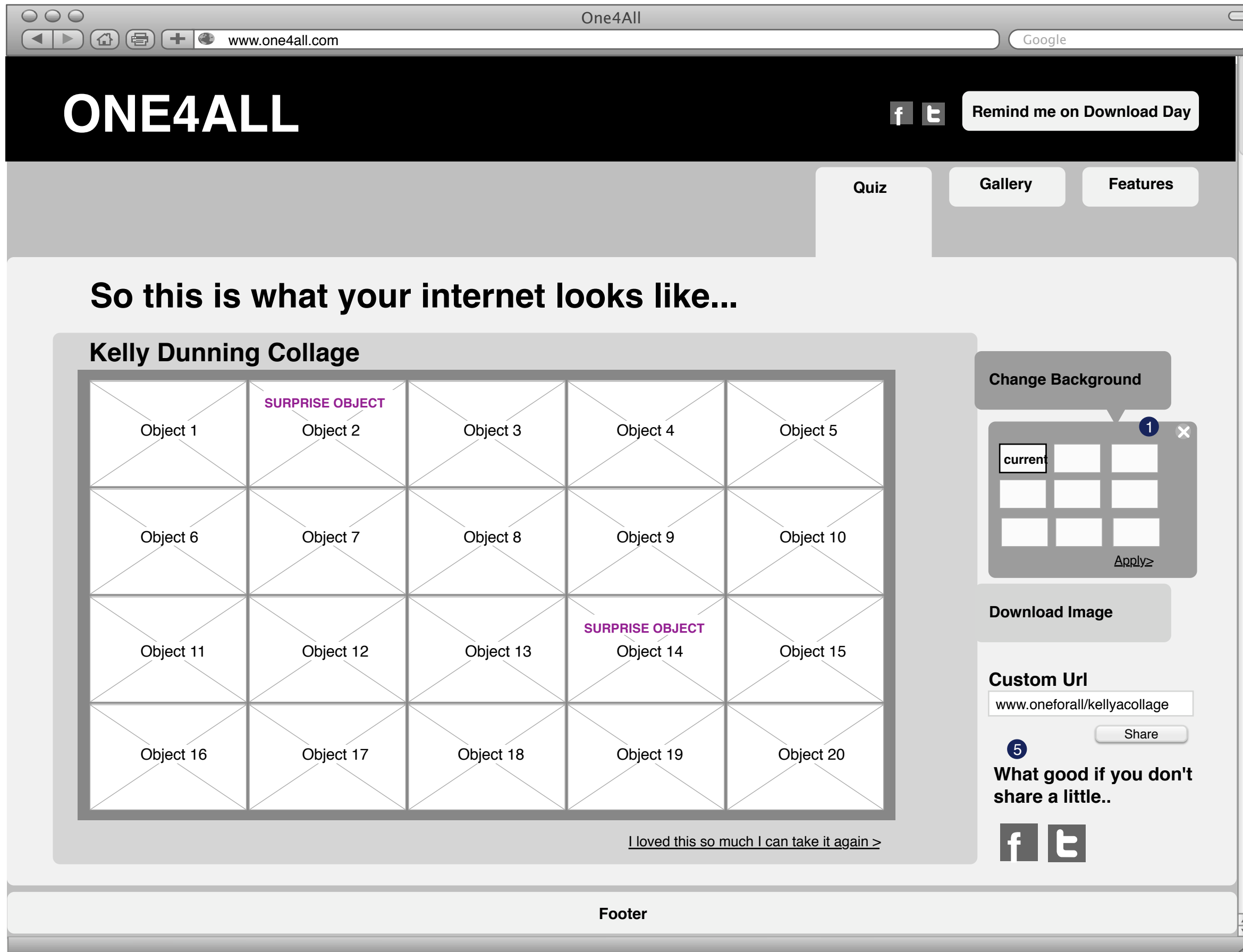


Notes:

This is the end page of the quiz.
All individual modules are flexible in terms of number of items they can hold.
Layout will be detailed in design.

Annotations:

1)When the user clicks one of the objects, it reveals why it made it into the collage.
X closes it out and reveals the object in place within the collage.
NOTE: Pre-launch the interaction will happen as an overlay appearing every-time a user clicks on one of the objects.
Post-launch the interaction will be more slick. Object will flip around to reveal information and background blurs out.

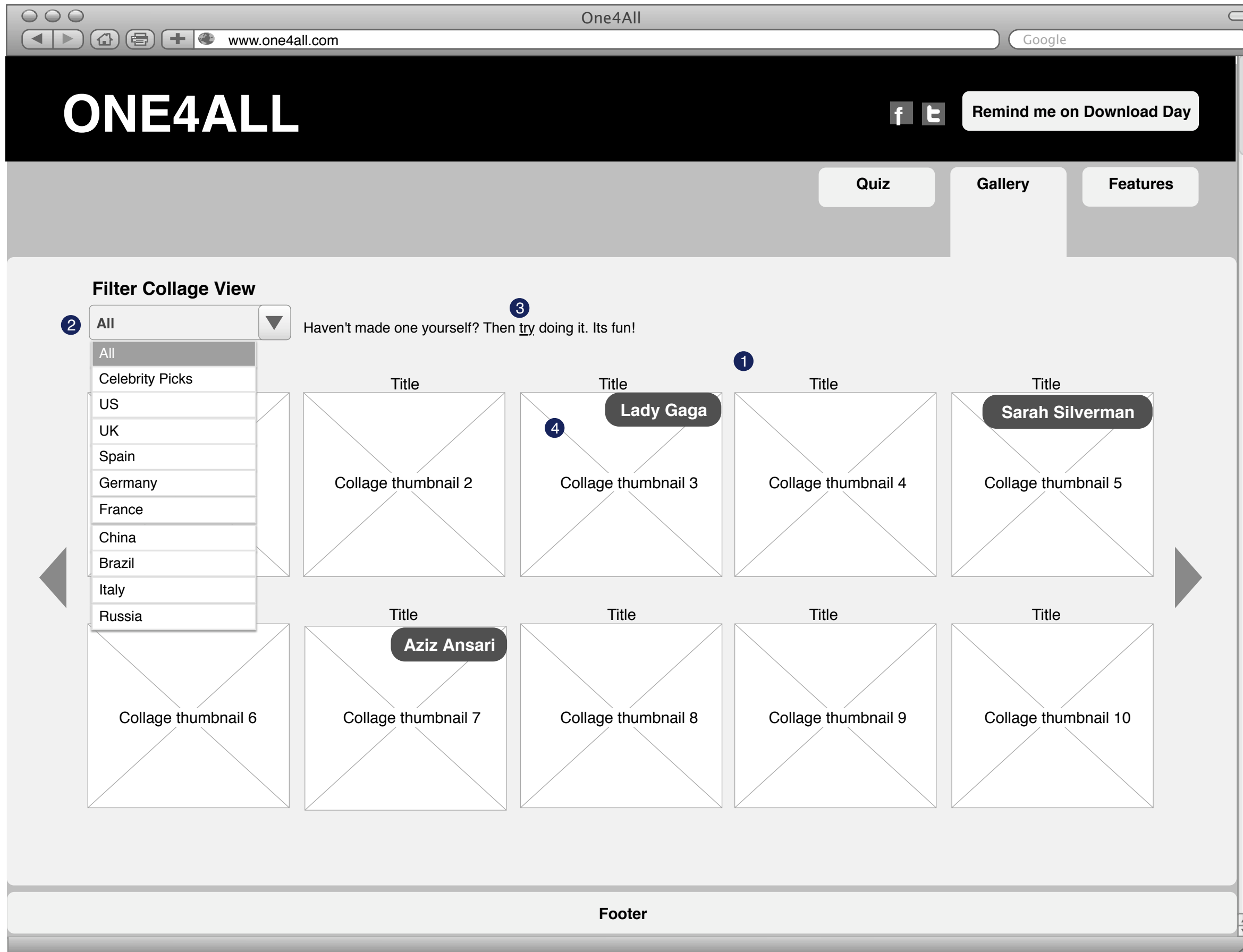


Notes:

This page shows the change background state within the Quiz end page.

Annotations:

1)When a user clicks the Change Background button, a panel drops down with different background choices. It defaults to show current pick. When the user picks a different color and hits apply it instantly updates the background. X closes out the background selection panel.

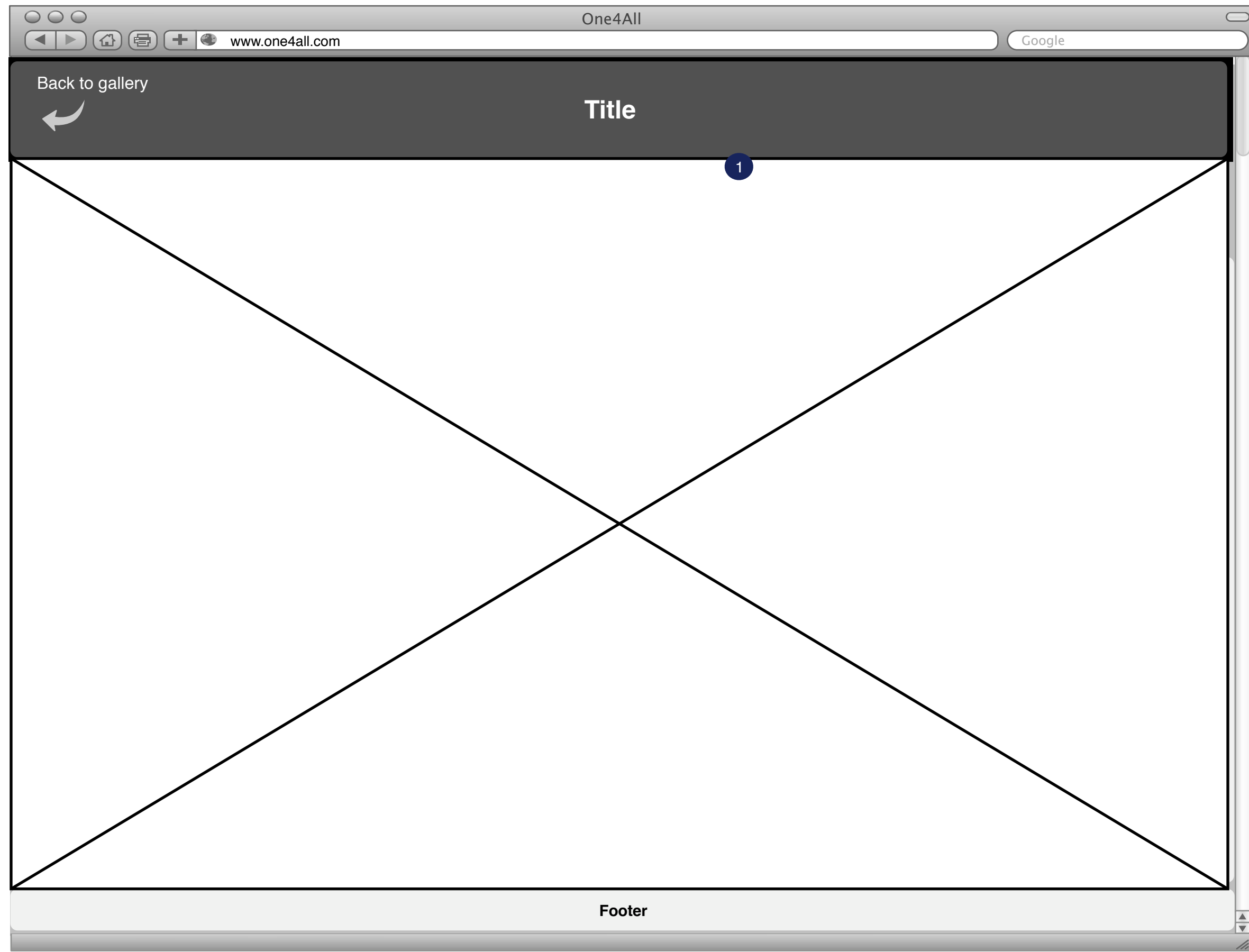


Notes:

This is the Gallery section.
All individual modules are flexible in terms of number of items they can hold.
Layout will be detailed in design.

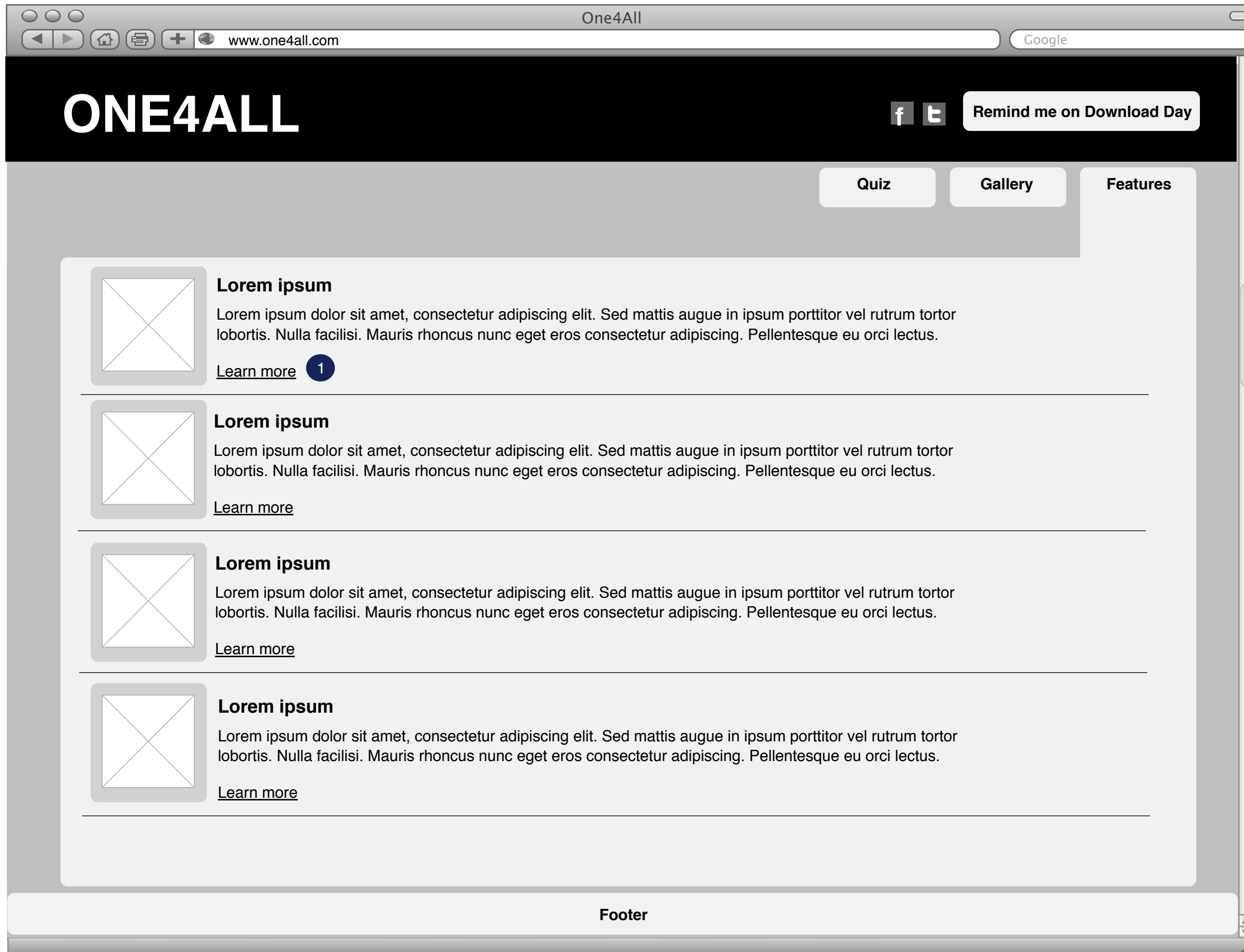
Annotations:

- 1)Image carousel - thumbnail of collage pics.
- Celebrity collage images are called out specially.
- 2)User can filter images.
- 3)Funnels users into the quiz.
- 4)When user selects an image, image blows up (see next page for behaviour)



Notes:
This page displays the state when a user clicks a particular image within the Gallery section.
All individual modules are flexible in terms of number of items they can hold.
Layout will be detailed in design.

Annotations:
1) Full screen browser experience.
Back to gallery takes user back to gallery screen.

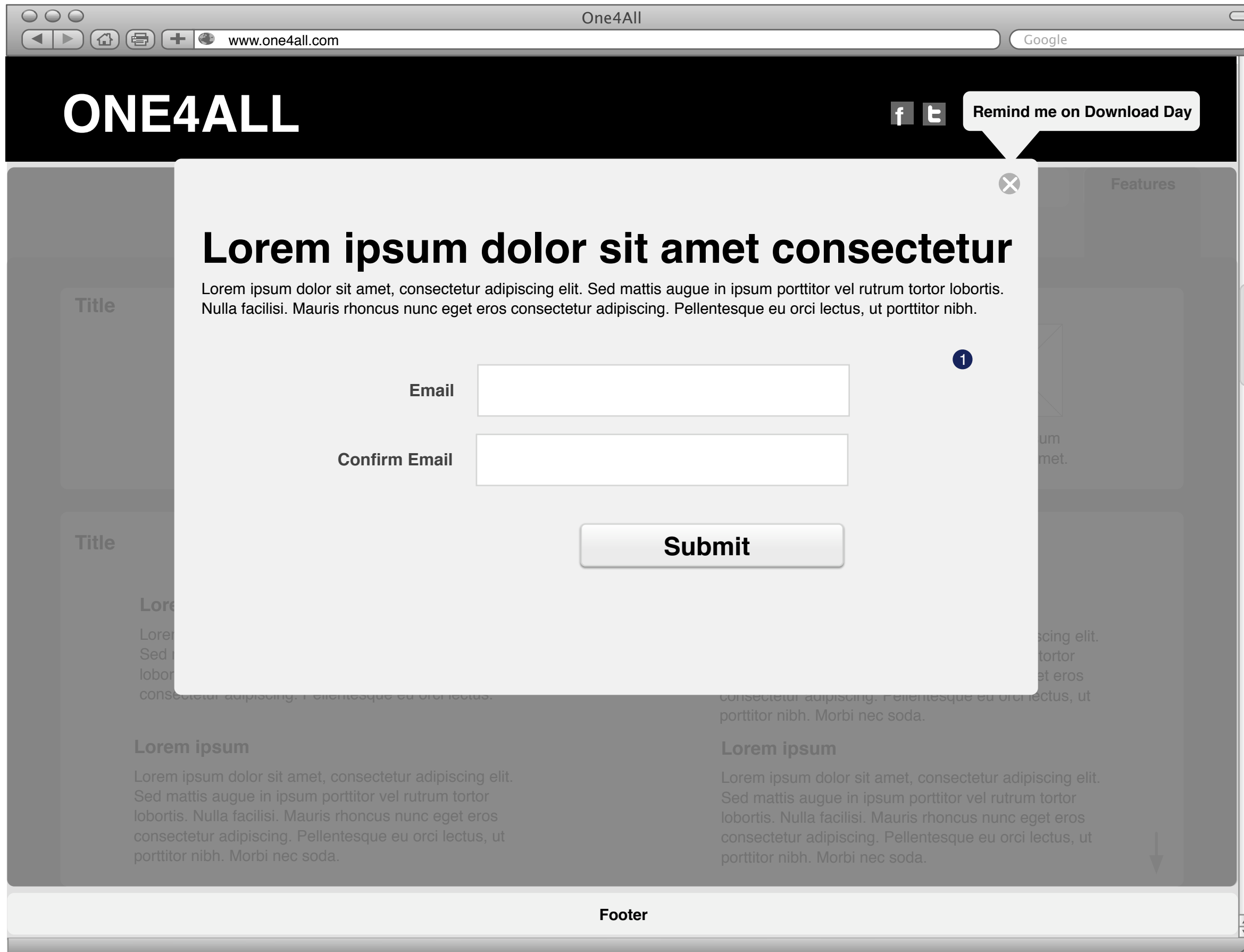


Notes:

This page is the Features page. All individual modules are flexible in terms of number of items they can hold. Layout will be detailed in design.

Annotations:

1) Simple overview that includes a bulleted list of all new features. May include images/graphics (TBD). Links to Mozilla's site (feature section specifically) for further information.

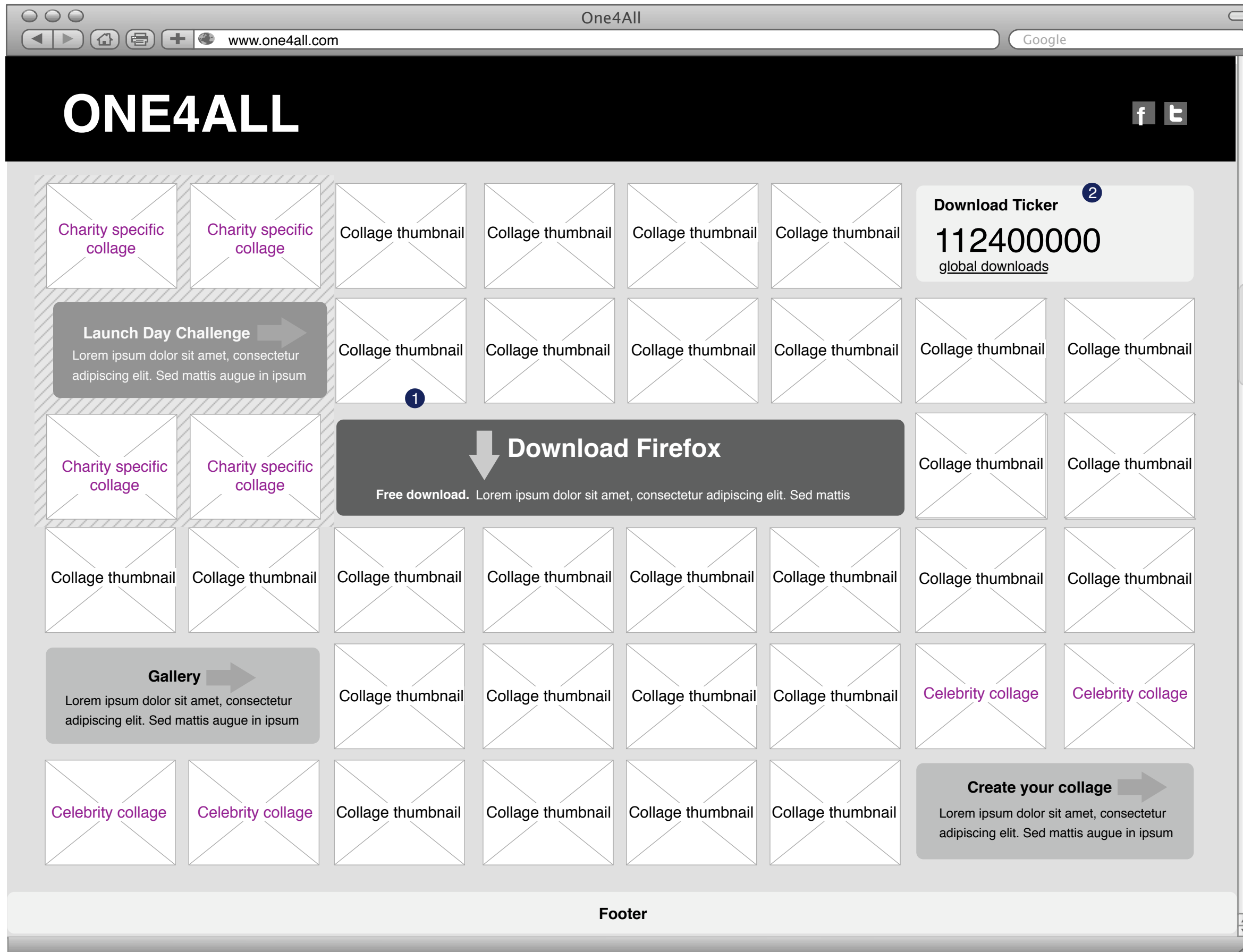


Notes:

This is a state - when the user clicks the Remind me button.

Annotations:

1)User is required to fill email+confirm email. Background is faded out. On hitting submit window automatically closes out.

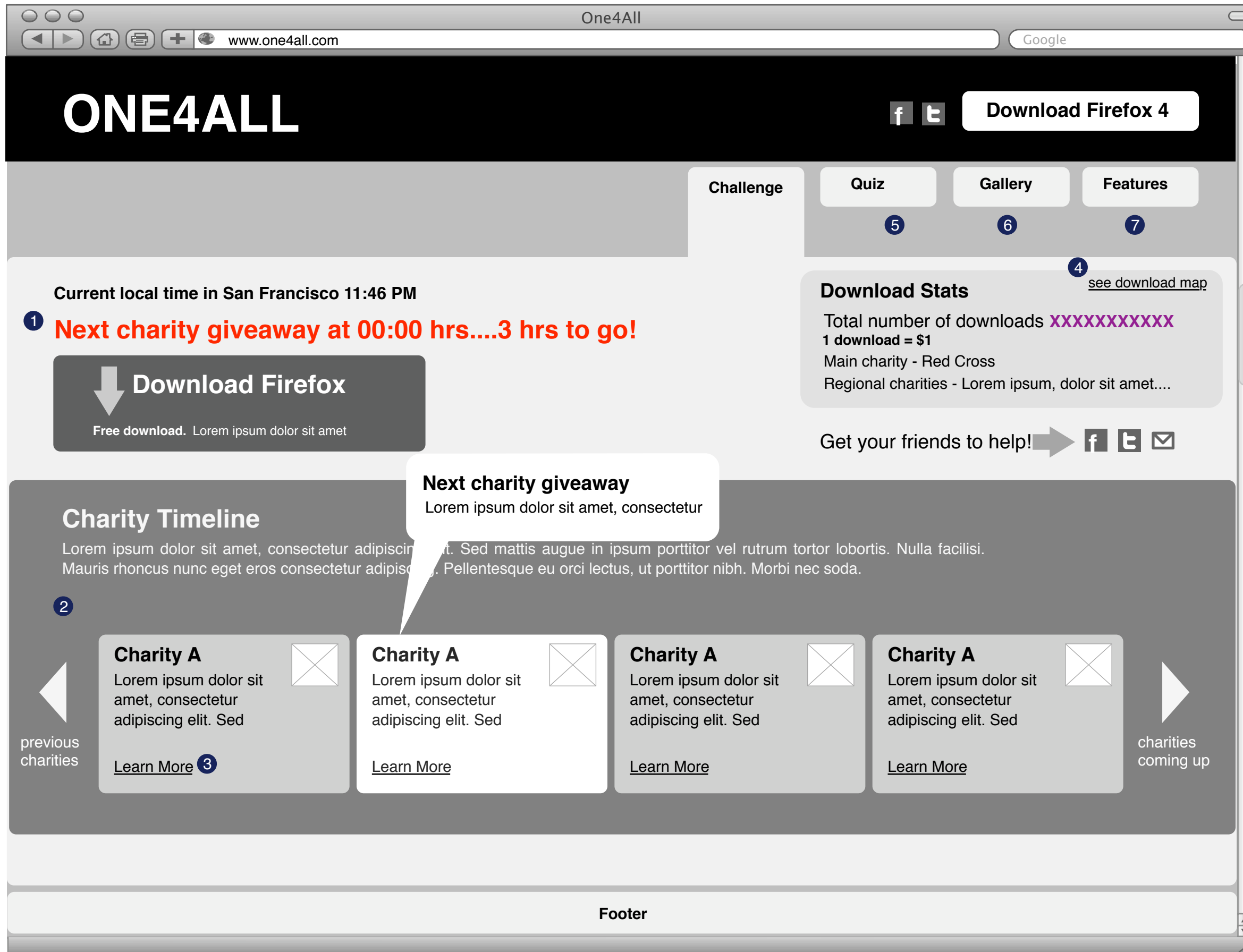


Notes:
This is the homepage for launch day

Annotations:

1) Collage of all objects generated. Within this collage download link sits in the middle of the page. Few other links are embedded within the collage. Gallery link takes user to the gallery section. Create your collage link takes user to the quiz page Launch day challenge link takes the user to the Challenge page.

2) Can link to map page that showcases downloads happening across the globe - info graphic.



Notes:

This page is the launch day Firefox4 Challenge section.

Annotations:

1)Current time at location. Informs the user as to how many hrs/mins left for giveaway.

2) If a certain number of people show up at the site in FIREFOX 4, Mozilla donates a certain amount of money to that hour's charity. Since this is happening at 4pm local time in different timezones, users can keep coming back to the site to make sure they help reach population goals for each charity

Previous button, shows charity giveaways in the past hours (includes # of downloads for each)

Next button shows charity giveaways in the coming hours.

3)Links to charity web page (if any).

4)Real time info-graphics. TBD. Shows real time visualization of where downloads are occurring across the world.

5)Links to Quiz

6)Links to Gallery section

7)Links to Features section