**L Brands**

# PINK NATION Spring Break Custom Geo-filter

Desktop Wireframes & Requirements / December 02, 2016 / v1.2
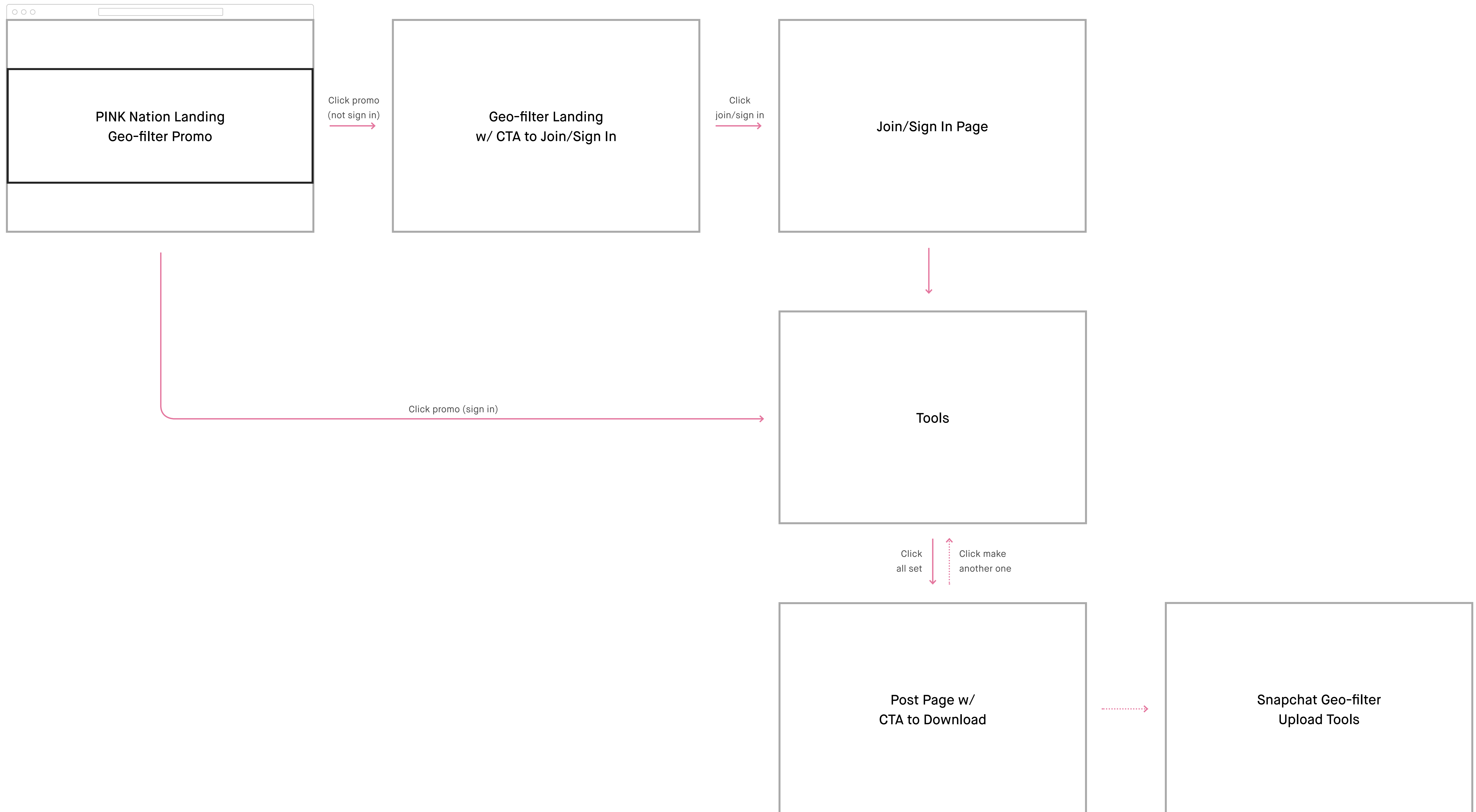
# TABLE OF CONTENTS
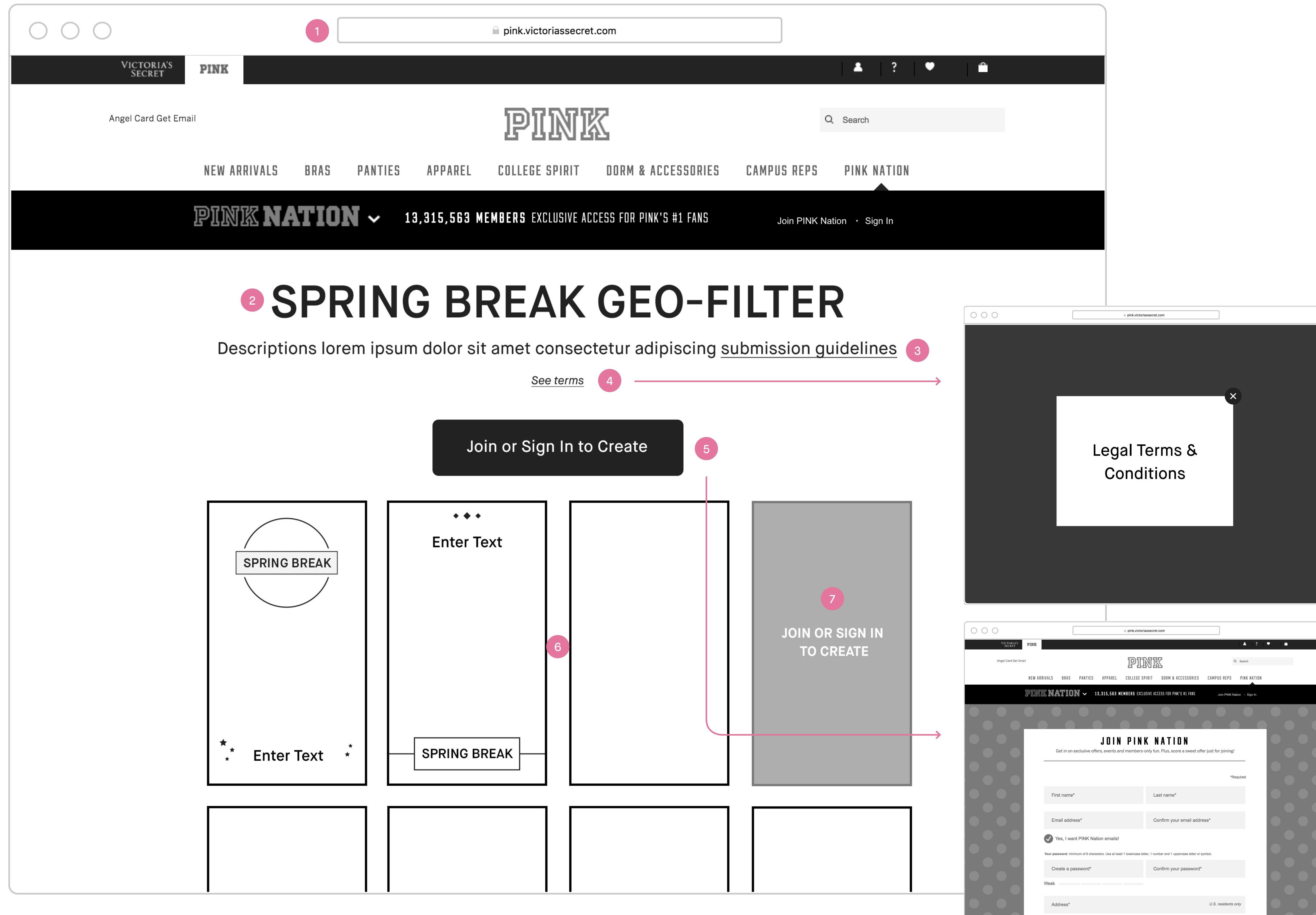
## Architecture Overview

PINK Nation Landing
Geo-filter Promo

Click promo
(not sign in) →

Geo-filter Landing
w/ CTA to Join/Sign In

Click
join/sign in →

Join/Sign In Page

Click promo (sign in) →

Tools

Click
all set

Click make
another one

Post Page w/
CTA to Download

Snapchat Geo-filter
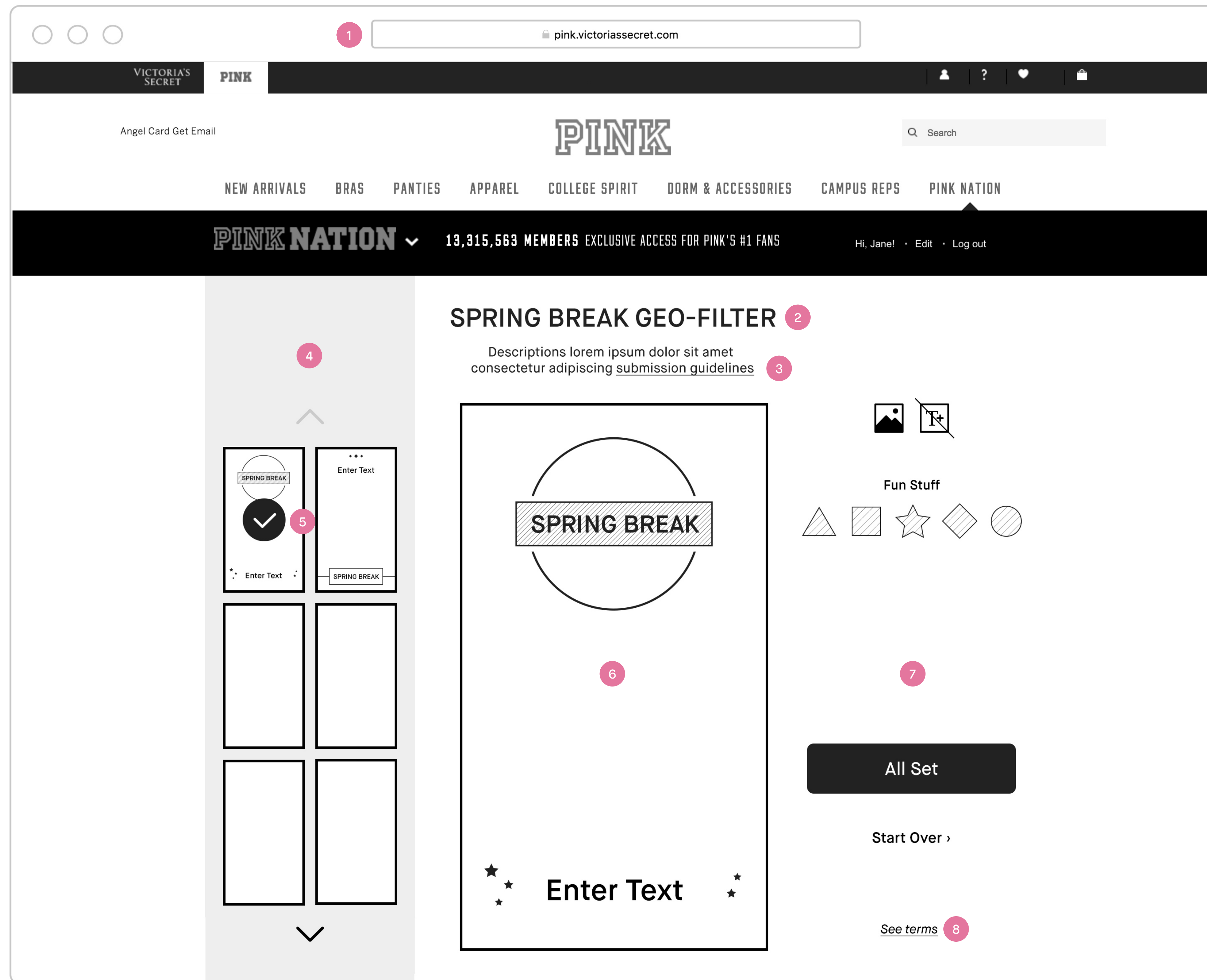Upload Tools

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## Landing (Not Sign In)

**1. Spring Break Geo-filter landing** – Not sign in.

**2. Lockup and description of Spring Break Geo-filter.**

**3. Links to Snapchat Geo-filter submission guidelines** – Clicking on it will bring up Snapchat Geo-filter submission guidelines page in a new tab.

**4. Links to legal copy** – Clicking on it will bring up the Legal Terms and Conditions in an overlay/modal.

**5. CTA/link join or sign in to create** – Clicking on it will take user to standard desktop join PINK Nation screen in same tab.

**6. Spring Break Geo-filter templates** – Scroll down to look through different templates.

**7. On click** – Clicking on a template will display CTA/link join or sign in to create.

## Landing (Not Sign In)

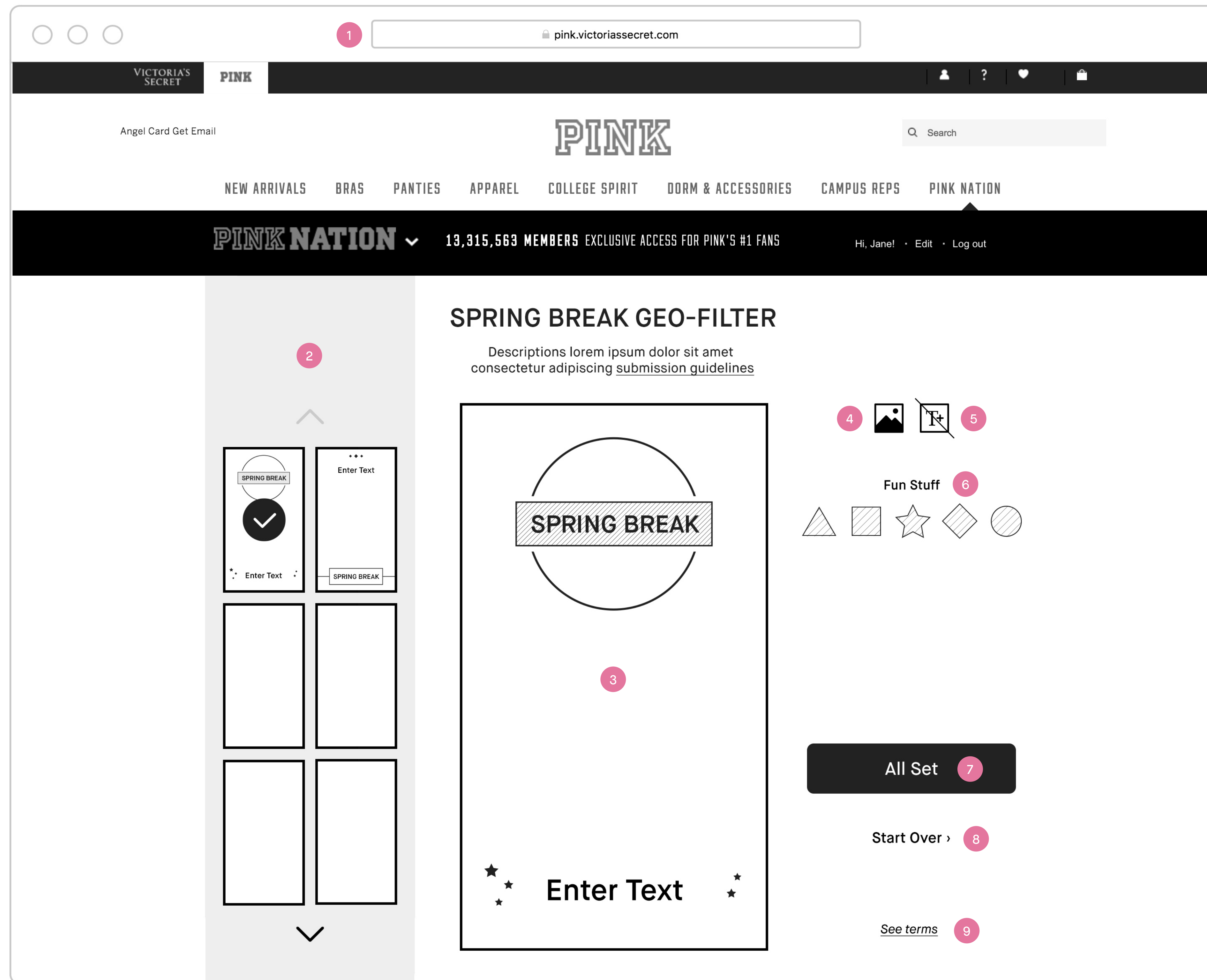| # | PHASE | STORY | DETAILS |
|---|-------|-------|---------|
| 1 | N/A | As a signed out user, I would like to learn about PN Spring Break Custom Geo-filter Creator Tools. | • Display Spring Break Custom Geo-filter Creator information in lockup including title and subcopy. |
| 2 | N/A | As a signed out user, I would like to learn about Snapchat Geo-filter submission guidelines. | • Display link to Snapchat Geo-filter submission guidelines on landing subcopy.<br>• Click link opens Snapchat Geo-filter submission guidelines page in a new tab. |
| 3 | N/A | As a signed out user, I would like to see different Spring Break Geo-filter templates. | • Display all templates.<br>• Will serve CTA "Join/Sign In" on click.<br>• Click CTA serves standard sign in flow.<br>• Following sign in, serve Geo-filter Creator Tools landing page, on load default to the template she has selected. |
| 4 | N/A | As a creative team, we would like to provide a series of Spring Break Geo-filter templates for her to customize. | • # of templates **TBD by creative.** |
| 5 | N/A | As a signed out user, I would like to signup/login to customize my own Spring Break Geo-filter. | • Display CTA "Join/Sign In."<br>• Click CTA serves standard sign in flow.<br>• Following sign in, serve Geo-filter Creator Tools landing page, on load default to the first template in the module. |
| 6 | N/A | As a signed out user, I would like to understand the legal details for using PN Spring Break Custom Geo-filter Creator Tools. | • Display link to legal details on landing.<br>• Click legal opens Terms & Conditions page in an overlay on same tab. |

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## Tools Landing (Sign In)

**1. Spring Break Geo-filter landing** – Sign in. This is also the tools landing page where she can select a template to start customizing her geo-filter.

**2. Lockup and description of Spring Break Geo-filter.**

**3. Links to Snapchat Geo-filter submission guidelines** – Clicking on it will bring up Snapchat Geo-filter submission guidelines page in a new tab.

**4. Spring Break Geo-filter templates module** – Click on up/down arrows to see next group of templates thumbnails. Disable up arrow on first group and down arrow on last group.

**5. Select a template** – Click a template thumbnail to select. When select, update on page with selected template.

**6. Canvas for selected template** – On load, it is default to the first template in the module or the template she has selected.

**7. Customization tools.**

**8. Links to legal copy** – Clicking on it will bring up the Legal Terms and Conditions in an overlay/modal.

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PINK

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NEW ARRIVALS · BRAS · PANTIES · APPAREL · COLLEGE SPIRIT · DORM & ACCESSORIES · CAMPUS REPS · PINK NATION

PINK NATION · 13,315,563 MEMBERS EXCLUSIVE ACCESS FOR PINK'S #1 FANS · Hi, Jane! · Edit · Log out

## SPRING BREAK GEO-FILTER

Descriptions lorem ipsum dolor sit amet consectetur adipiscing submission guidelines

SPRING BREAK · Enter Text

SPRING BREAK

Enter Text · SPRING BREAK

Fun Stuff

SPRING BREAK

Enter Text

All Set

Start Over ›

See terms

# Tools Landing (Sign In)

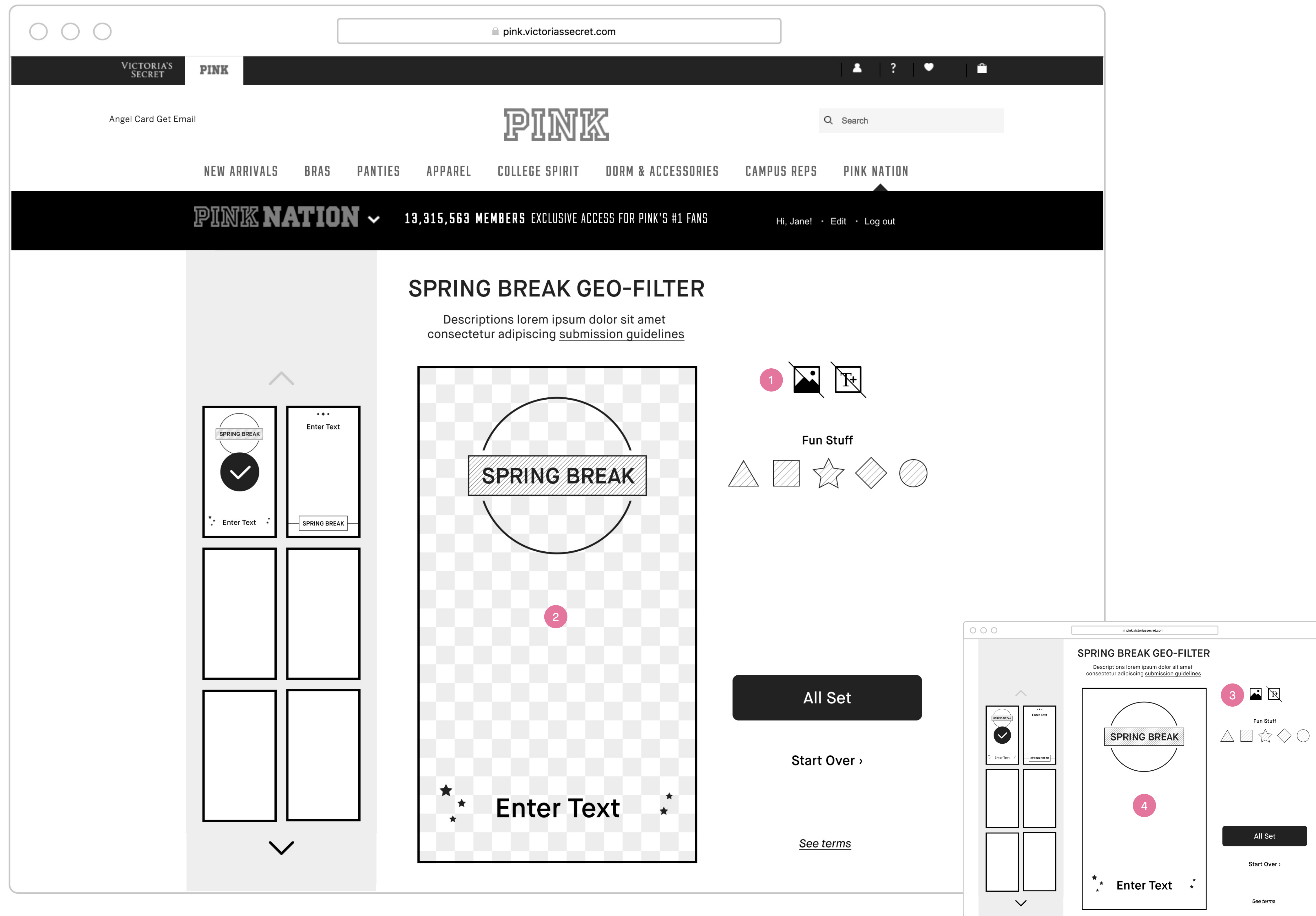| # | PHASE | STORY | DETAILS |
|---|-------|-------|---------|
| 7 | N/A | As a signed in user, I would like to learn about PN Spring Break Custom Geo-filter Creator Tools. | • Display Spring Break Custom Geo-filter Creator information in lockup including title and subcopy. |
| 8 | N/A | As a signed in user, I would like to learn about Snapchat Geo-filter submission guidelines. | • Display link to Snapchat Geo-filter submission guidelines on landing subcopy.<br>• Click link opens Snapchat Geo-filter submission guidelines page in a new tab. |
| 9 | N/A | As a signed in user, I would like to understand the legal details for using PN Spring Break Custom Geo-filter Creator Tools. | • Display link to legal details on all pages throughout the experience.<br>• Click legal opens Terms & Conditions page in an overlay on same tab. |
| 10 | N/A | As a signed in user, I would like to see different Spring Break Geo-filter templates. | • Display templates module on left.<br>• Module contain a series of template thumbnails (i.e. 2 x 3).<br>• Click up/down arrow brings up next group of template thumbnails. Do not loop.<br>• Disable up arrow on first group and down arrow on last group. |
| 11 | N/A | As a signed in user, I would like to customize my own Spring Break Geo-filter. | **On load**<br>• Default to the first template in the module or the template she has selected when she join/sign in.<br>• Display all tools including toggle background icon, text field icon, fun stuff/stickers, CTA to confirm and CTA to start over.<br><br>**Select template**<br>• Click template thumbnail to select.<br>• When select, display that template thumbnail in selected state.<br>• When select, update on page with selected template. |

## Customization Tools

1. **Spring Break Geo-filter Tools page** – Sign in and when she has selected a template.

2. **Templates selection module** – Click a template thumbnail to select, this will update on page with selected template.

3. **Canvas** – Her work in progress Spring Break Geo-filter canvas.

4. **Toggle background image, on/off** – Clicking on it will turn the background on or off.

5. **Add new text field** – Clicking on it will add a new text field onto the canvas. It is default to disable state because we are allowing one text field (i.e. "Enter Text") which is on the default template.

6. **Fun stuff/stickers** – Clicking on it will add fun sticker to her canvas. A maximum of 2 stickers are allowed.

7. **CTA to confirm customization** – Clicking on it will take her to the post page w/ CTA to download to her desktop.

8. **Start over** – Clicking on it will reset the canvas to the default template.

9. **Links to legal copy** – Clicking on it will bring up the Legal Terms and Conditions in an overlay/modal.
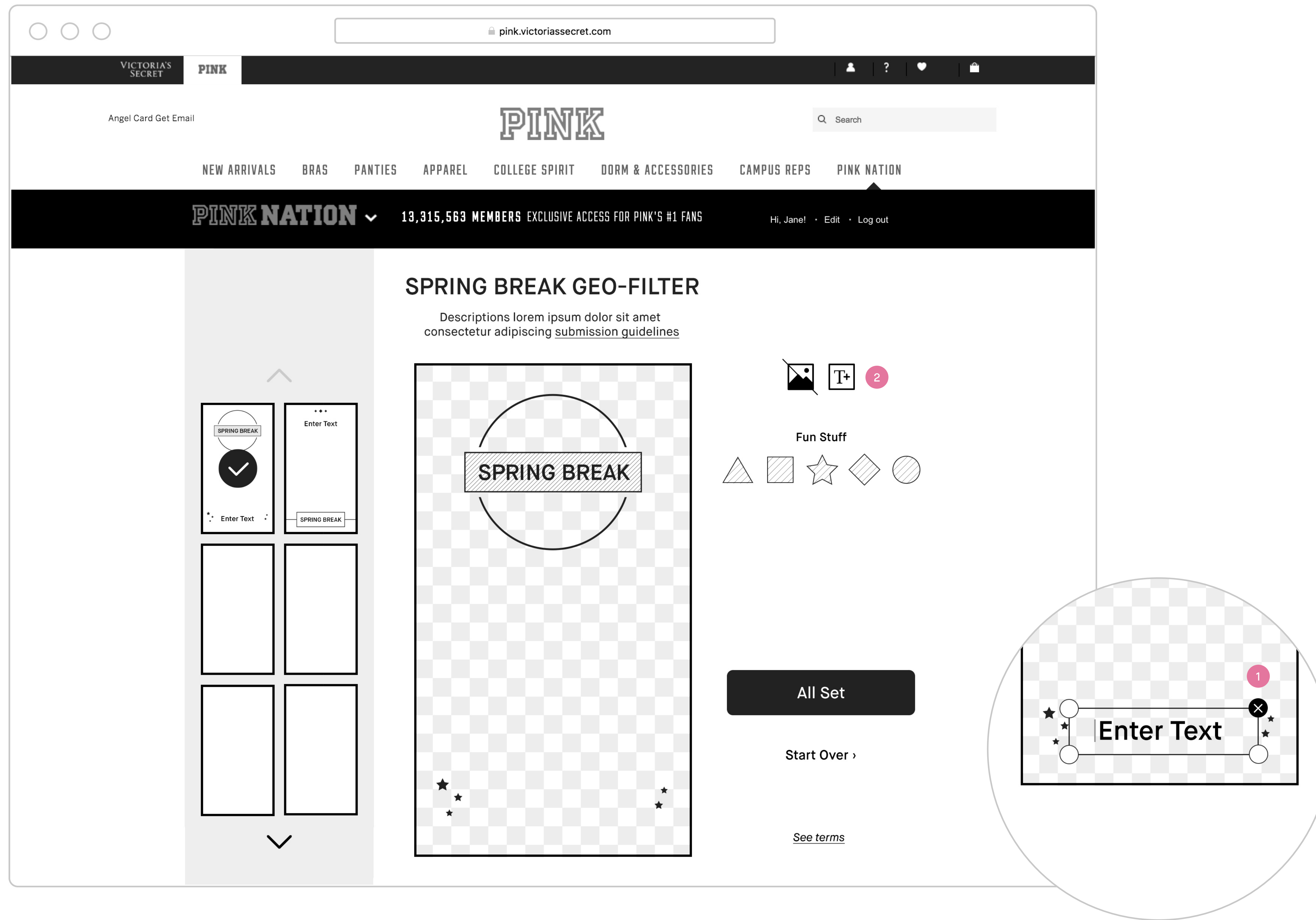
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## Toggle Background Image

1. **Toggle background image, off state** – Clicking on it will bring back the background image.

2. **Filter without background image.**

3. **Toggle background image, on state** – Clicking on it will hide background image showing only the filter in a transparent background.
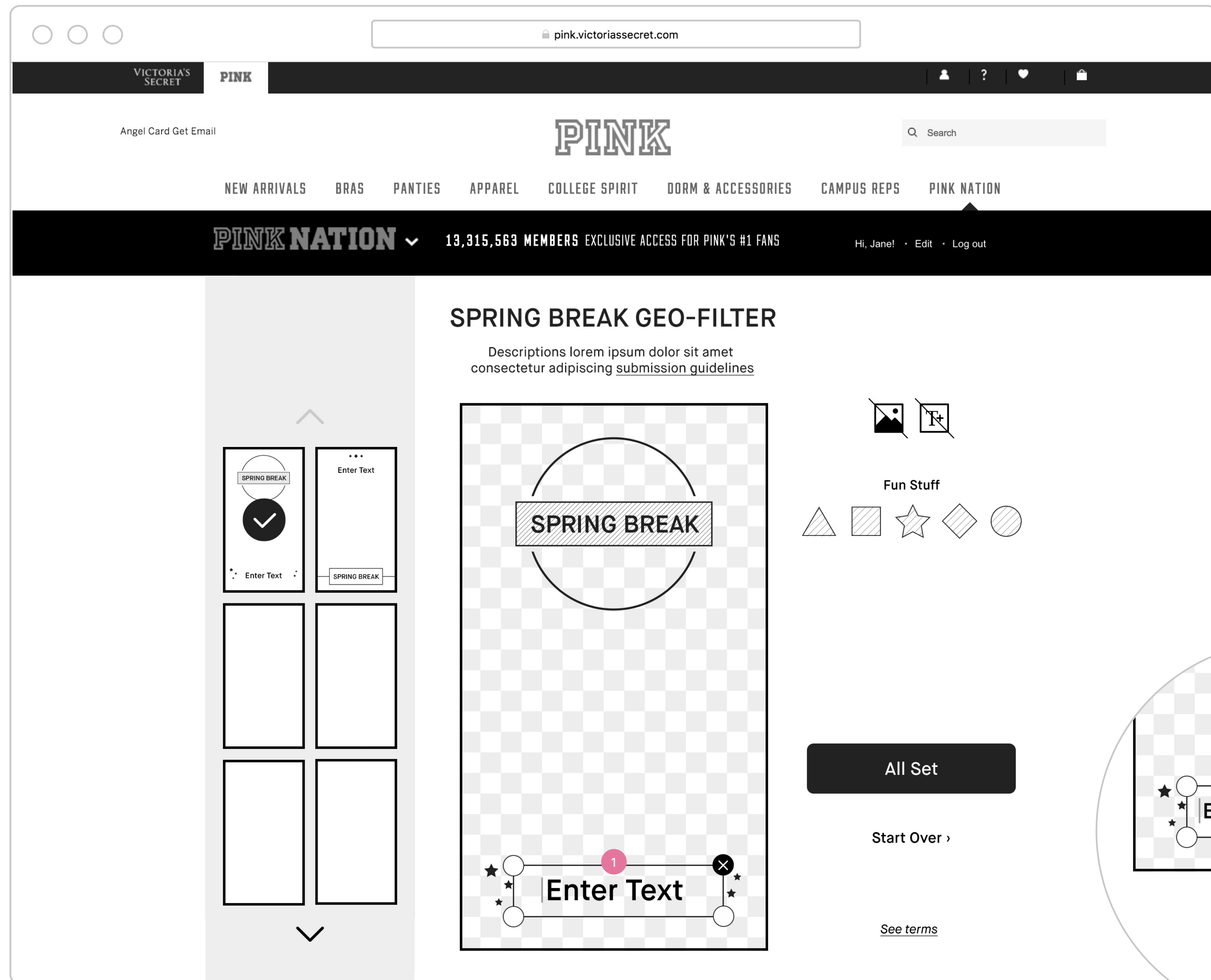
4. **Filter with background image.**

## Text Field

1. **Text field** – Only one text field is allowed.  Can edit and add/remove. Cannot rotate, scale or move around. Tapping on the delete icon in upper right corner will remove this text field.

2. **Text field icon enable** – Clicking on it will add the removed text field back to its original location.
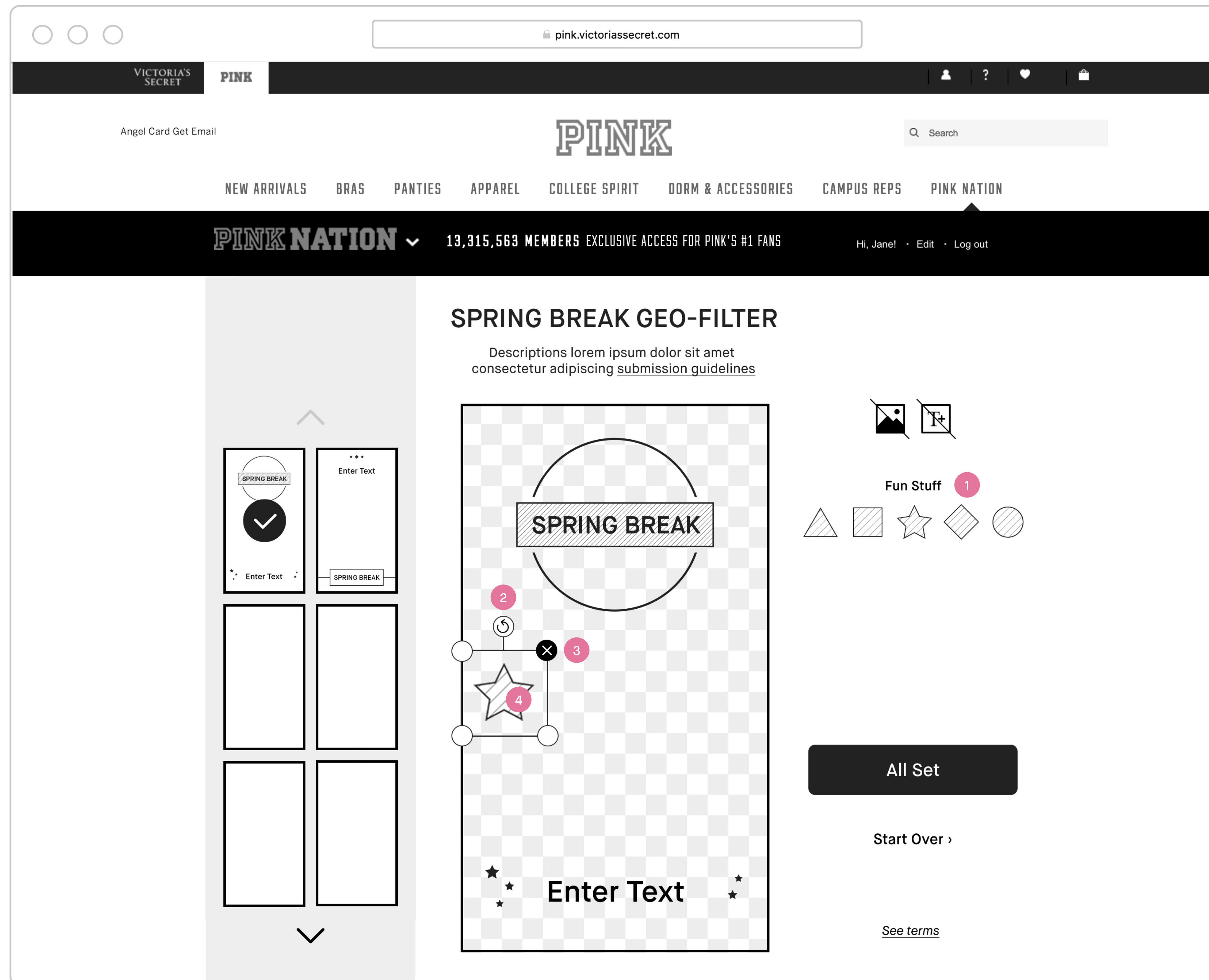
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## Text Specification

1. **Default text field** – Font, point size and alignment *TBD by creative.*

2. **Long text field** – Font, point size and alignment *TBD by creative.*

## Customization Tools — Toggle Background Image and Text Field

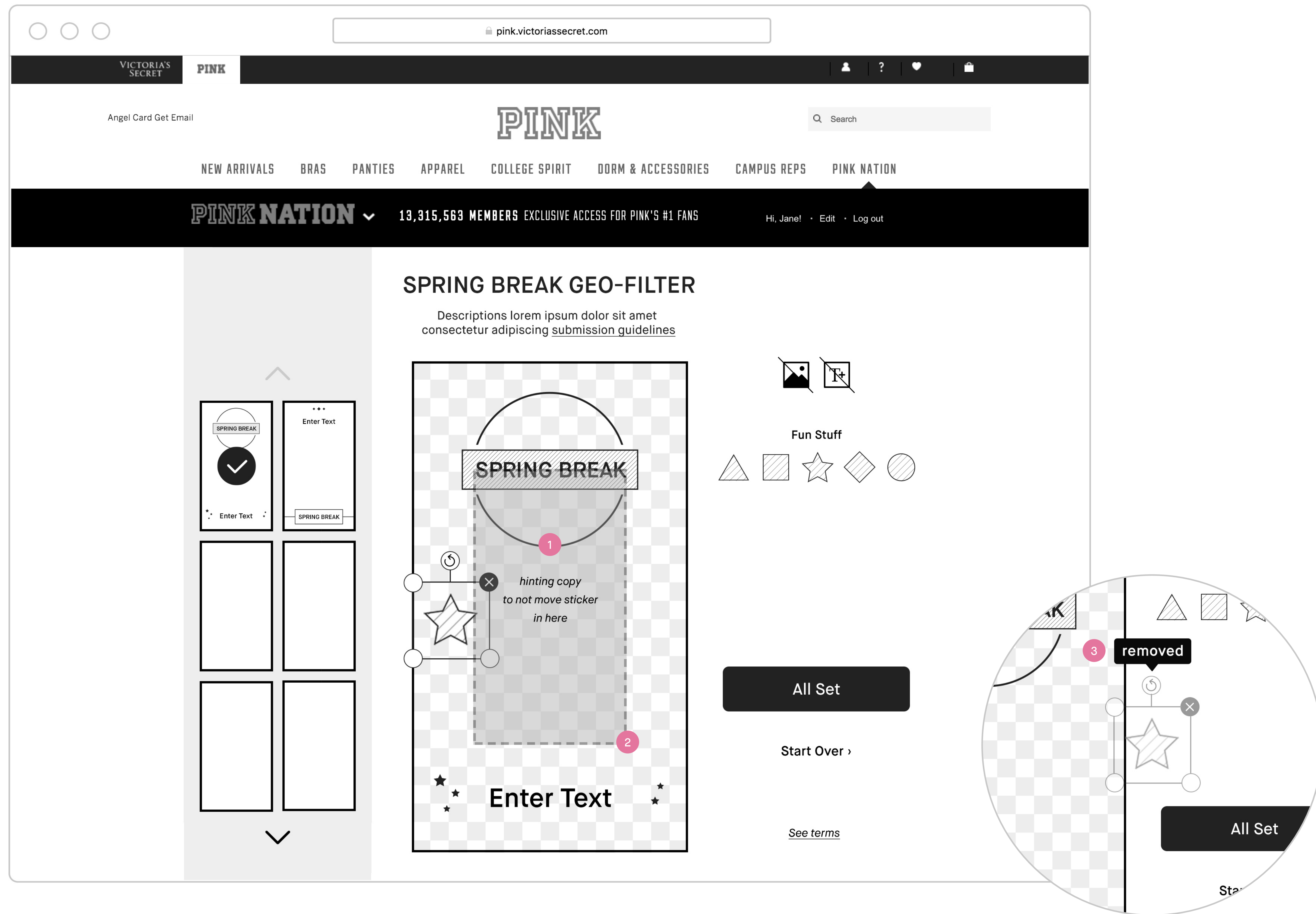| # | PHASE | STORY | DETAILS |
|---|---|---|---|
| 12 | N/A | As a signed in user, I would like to toggle the background on/off on my Spring Break Geo-filter. | · Click icon to hide background image, showing only filter in transparent background and vice versa. |
| 13 | N/A | As a signed in user, I would like to edit "Enter text" on my Spring Break Geo-filter. | · Click on text field in canvas to activate.<br>· When activate, show a blinking cursor at the beginning of the field.<br>· When typing, remove default text "Enter Text" and replace with user's input.<br>· Allow text entry up to maximum of **\*TBD by creative\*** characters.<br>· Display her entered text to creative specifications (font, point size and alignment).<br>· Text size will conform to character count; larger text for fewer characters, smaller text for greater characters; per design spec.<br>· Moving, rotating and scaling are not allowed. |
| 14 | N/A | As a signed in user, I would like to add/remove "Enter Text" on my Spring Break Geo-filter. | · Only one text field is allowed.<br><br>**Remove**<br>· Click delete icon on upper right corner to remove text.<br>· Enable add text field icon.<br><br>**Add**<br>· Click icon to add text field back to its original location.<br>· Disable add text field icon. |

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## Fun Stuff/Stickers

1. **Fun stuff/stickers** – Clicking on it will add fun sticker to her canvas. A maximum of 2 stickers are allowed to add. Scaling is not allowed but she can rotate, move or delete.

2. **Rotate** – Click and hold on the rotate icon will rotate the sticker.

3. **Delete** – Click on the delete icon will remove the sticker.

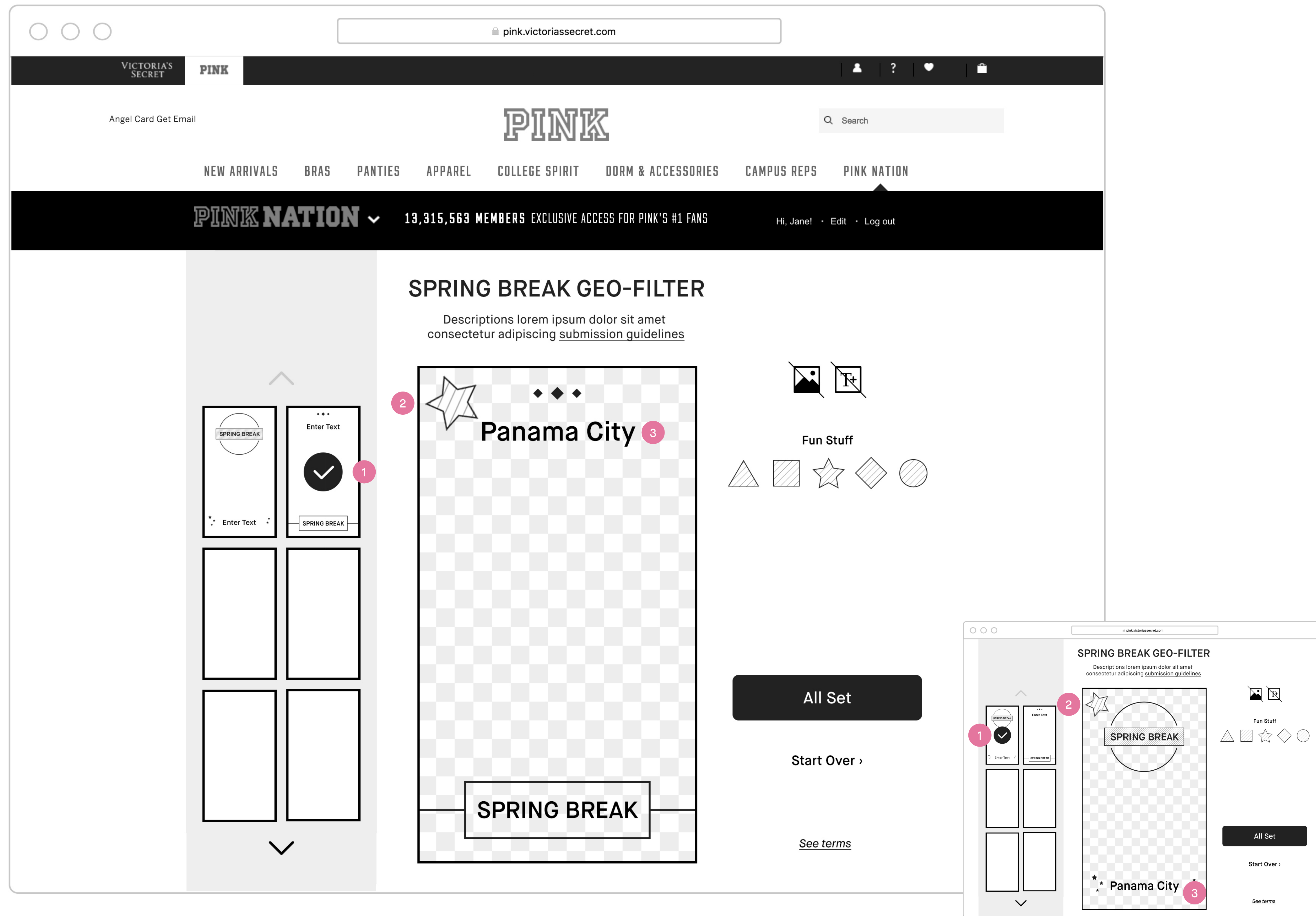4. **Move** – Click and hold on the sticker itself will move it around.

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## Fun Stuff/Sticker

1. **Restricted area** – When click and hold on sticker to move it, a boxed out area in the middle of canvas will be visible with hinting copy to let her know it is best not to place sticker in there.

2. **Size of restricted area \*TBD by Creative.\***

3. **Remove** – Click and move sticker to outside of canvas will display notification popup "Removed" and letting go will remove it.
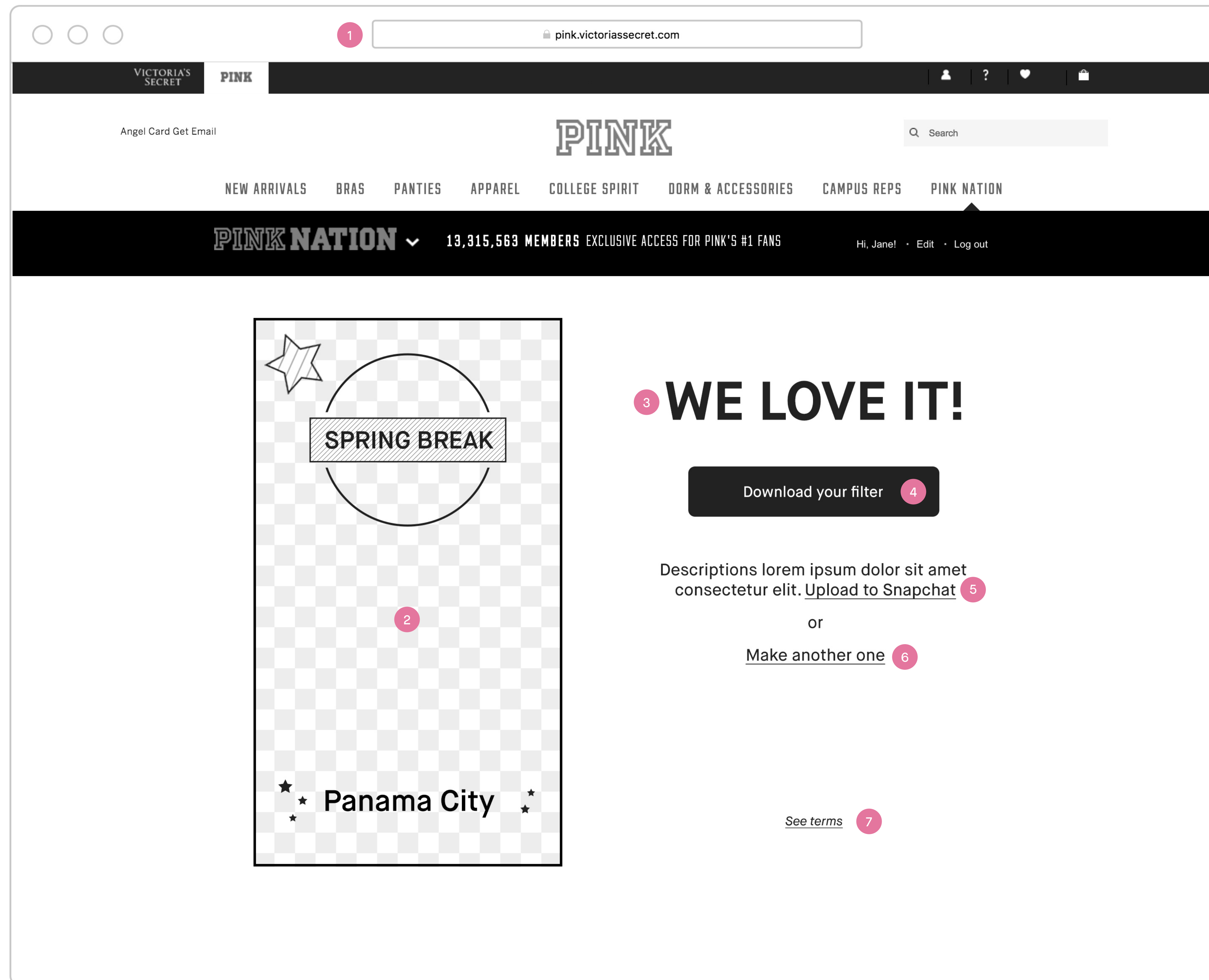
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## Switching Templates

1. **Switching templates** – Clicking on another template thumbnail will update on page her selected template with all her current customization settings.

2. **Fun stuff/stickers** – When she switches between filters, keep her stickers where she placed it.

3. **Text field** – When she switches between filters, keep the input she entered.

## Customization Tools — Fun Stuff/Stickers and Switching Templates

| # | PHASE | STORY | DETAILS |
|---|-------|-------|---------|
| 15 | N/A | As a signed in user, I would like to add/remove fun sticker to my Spring Break Geo-filter. | • Display stickers option. Numbers of stickers **\*TBD by creative.\*** <br>• Scaling is not allowed but she can rotate, move and delete. <br><br>**Add** <br>• A maximum of 2 stickers are allowed. <br>• Click on sticker to add. Sticker will be placed randomly on canvas outside of restricted area and should not overlap each other if 2 stickers are placed at the same time. <br>• Disable stickers to click & add when she has added 2 stickers to her canvas. <br><br>**Remove** <br>• Click delete icon in upper right corner to remove sticker. <br>• Drag sticker out of canvas to remove it. <br>• When sticker is out of canvas, display notification popup "Removed." <br>• Enable stickers to click & add when she has less than 2 stickers on her canvas. |
| 16 | N/A | As a signed in user, I would like to rotate the fun sticker on my Spring Break Geo-filter. | • Click and hold rotate icon on sticker to rotate. |
| 17 | N/A | As a signed in user, I would like to move my fun sticker to a different location on my Spring Break Geo-filter. | • Click and hold on the sticker to move it around. <br>• On click & hold, a boxed out area in the middle of canvas will be visible with hinting copy to let her know it is best not to place sticker in there. <br>• Size of restricted area **\*TBD by Creative\*** |
| 18 | N/A | As a signed in user, I would like to keep my customization settings when I switch between templates. | • When she switches between templates, keep all her customization settings. |
| 19 | N/A | As a signed in user, I would like to confirm that I have finished customizing my Spring Break Geo-filter. | • Display CTA "All set." <br>• Click CTA serve up post page. |
| 20 | N/A | As a signed in user, I would like to reset my customized Spring Break Geo-filter to the default template. | • Display CTA "Start Over." <br>• Click CTA clear all customize settings and reset back to default template. |

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## Post Customization Page

1. **Spring Break Geo-filter post customization page.**

2. **Spring Break Geo-filter she created** – Hide background image showing only the filter in a transparent background.

3. **Lockup of post page.**

4. **CTA to download** – Clicking on it will save filter to her desktop.

5. **Link to Snapchat Geo-filter service page** – Clicking on it will open Snapchat Geo-filter service upload page in a new tab.

6. **Link back to Spring Break Geo-filter Creator Tools landing page** – Clicking on it will load Tools landing page on same tab.

7. **Links to legal copy** – Clicking on it will bring up the Legal Terms and Conditions in an overlay/modal.

## Post Customization Page

| # | PHASE | STORY | DETAILS |
|---|-------|-------|---------|
| 21 | N/A | As a signed in user, I would like to save my Spring Break Geo-filter to my desktop. | • Display CTA "Download my filter."<br>• Click CTA will download filter to her desktop. |
| 22 | N/A | As a signed in user, I would like to upload my Spring Break Geo-filter to Snapchat service tools. | • Display link to Snapchat Geo-filter upload service tools.<br>• Click link brings her to Snapchat Geo-filter upload service tools in a new tab. |
| 23 | N/A | As a signed in user, I would like to make another Spring Break Geo-filter when I completed one. | • Display link to make another Spring Break Geo-filter.<br>• Click link brings her back to Tools landing page in same tab. |

# Overall

Experience must be consistent across Platforms (mobile web, desktop and app w/mobile site).

| # | PHASE | STORY | DETAILS |
|---|---|---|---|
| 24 | N/A | As a production team, we would like to gather analytics data for user activity/behavior. | **Database capture:**<br>• # of filters created overall.<br>• Save all creation.<br><br>**Core Metrics capture:**<br>• % users who create the filter.<br>• Average # of filters created per user.<br>• Total sessions across all platforms (app, mobile, desktop).<br>• Unique users across all platforms (app, mobile, desktop).<br>• Daily session average.<br>• Frequency (repeat visit by user).<br>• Time spent on page. |

# Thank You!

For questions about this document, please contact **jaime@lassiecollective.com**