

L Brands

PINK NATION Spring Break Custom Geo-filter

Mobile Wireframes & Requirements / December 02, 2016 / v1.2

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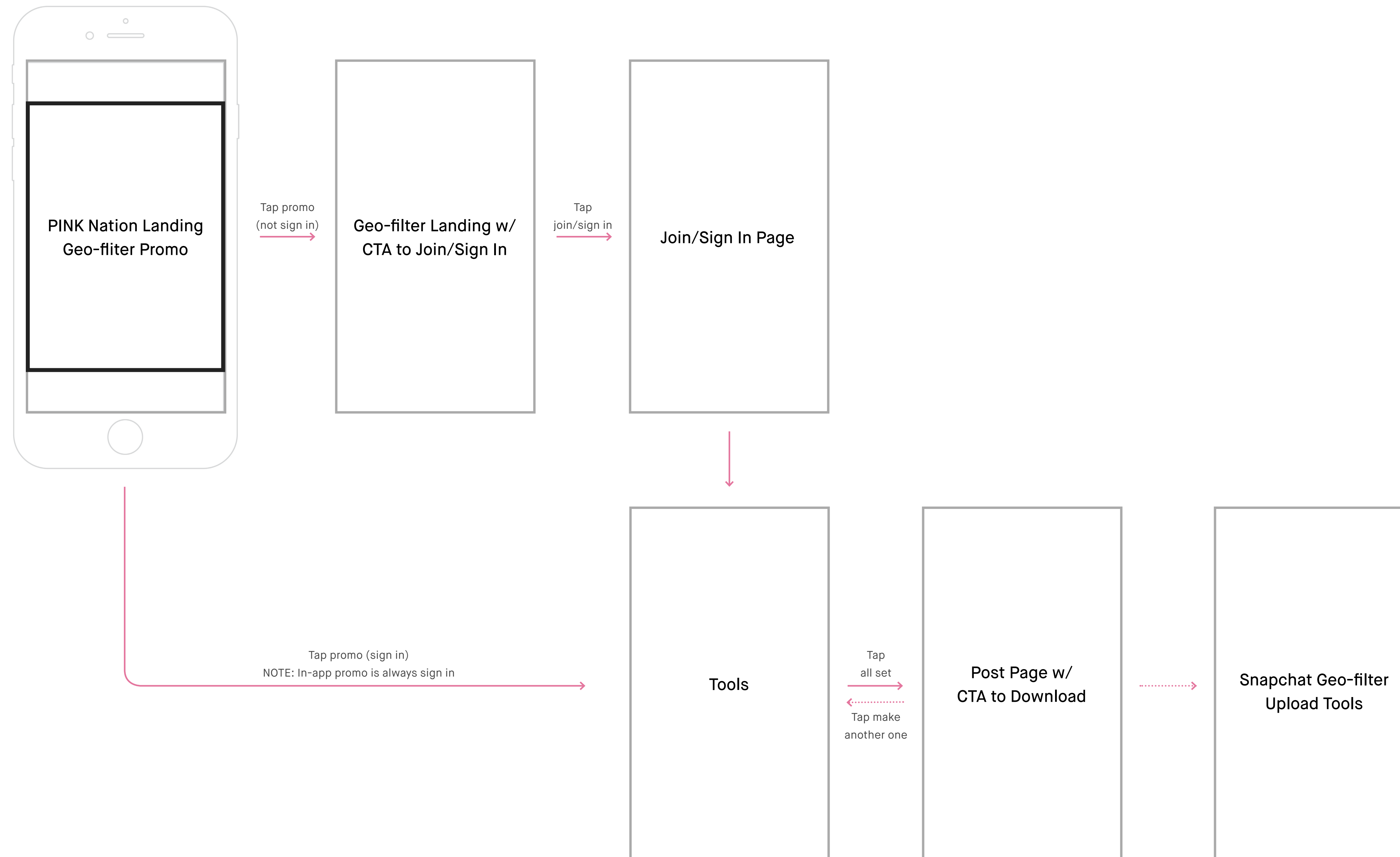
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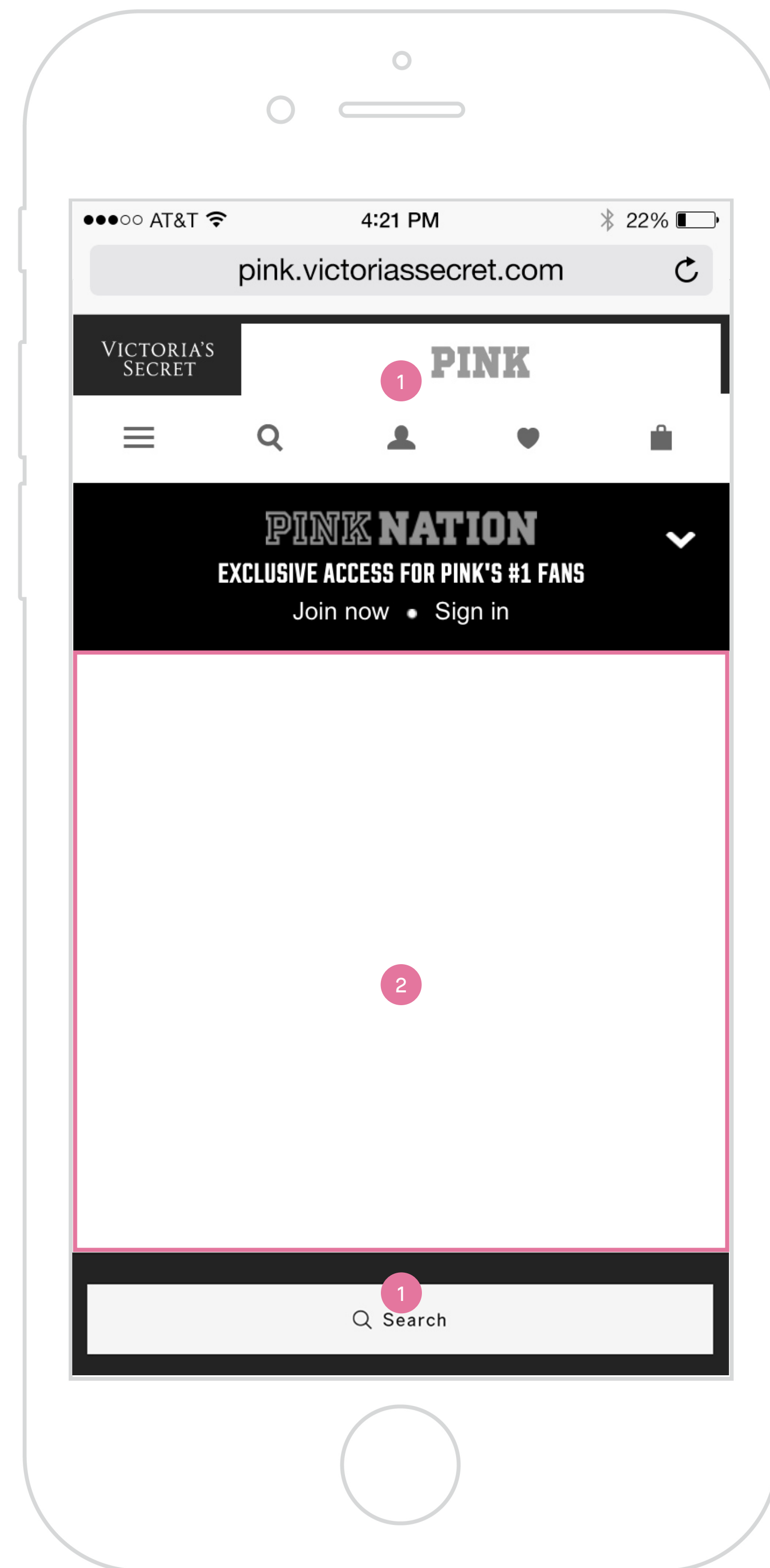
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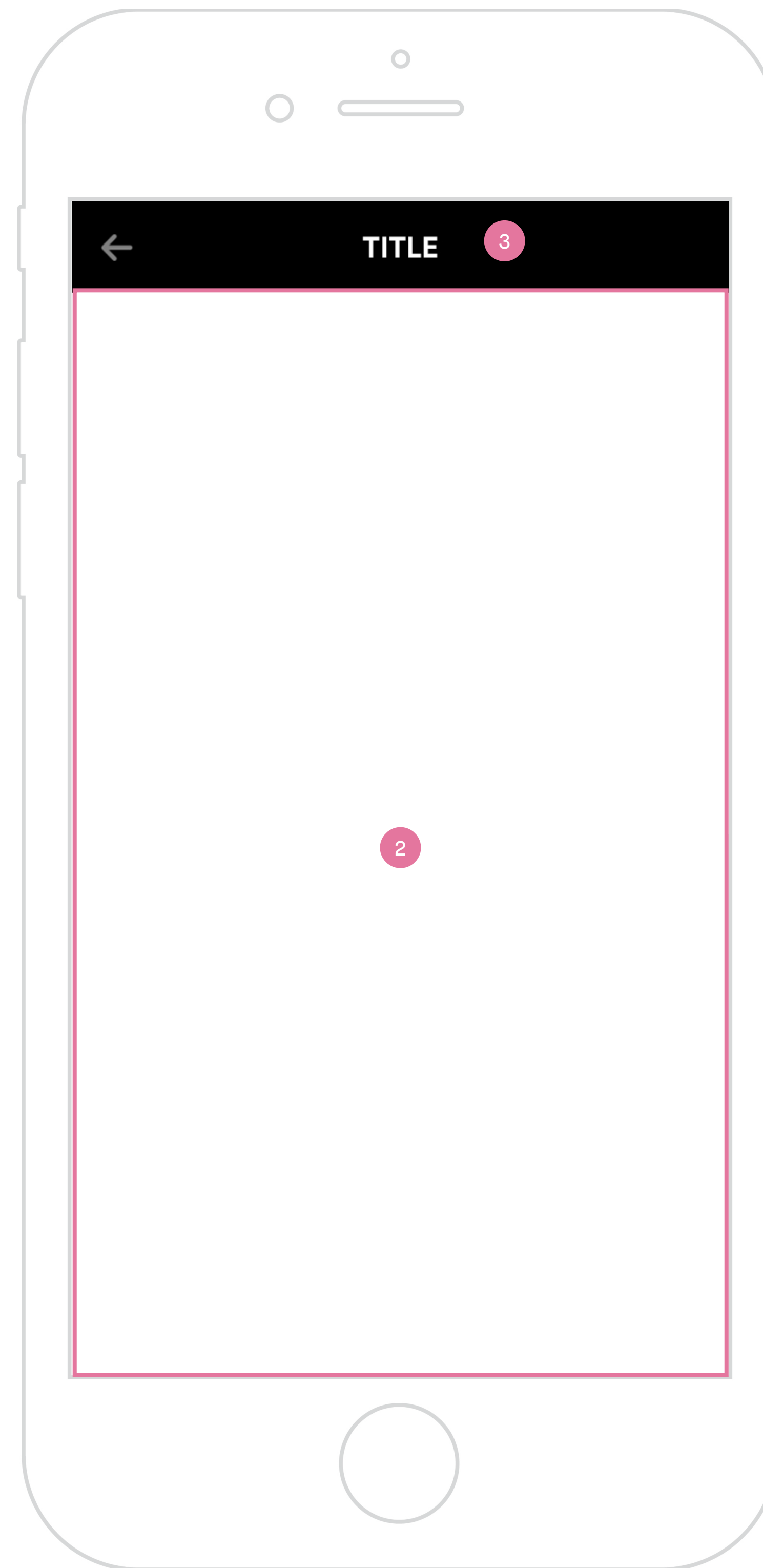
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Mobile site

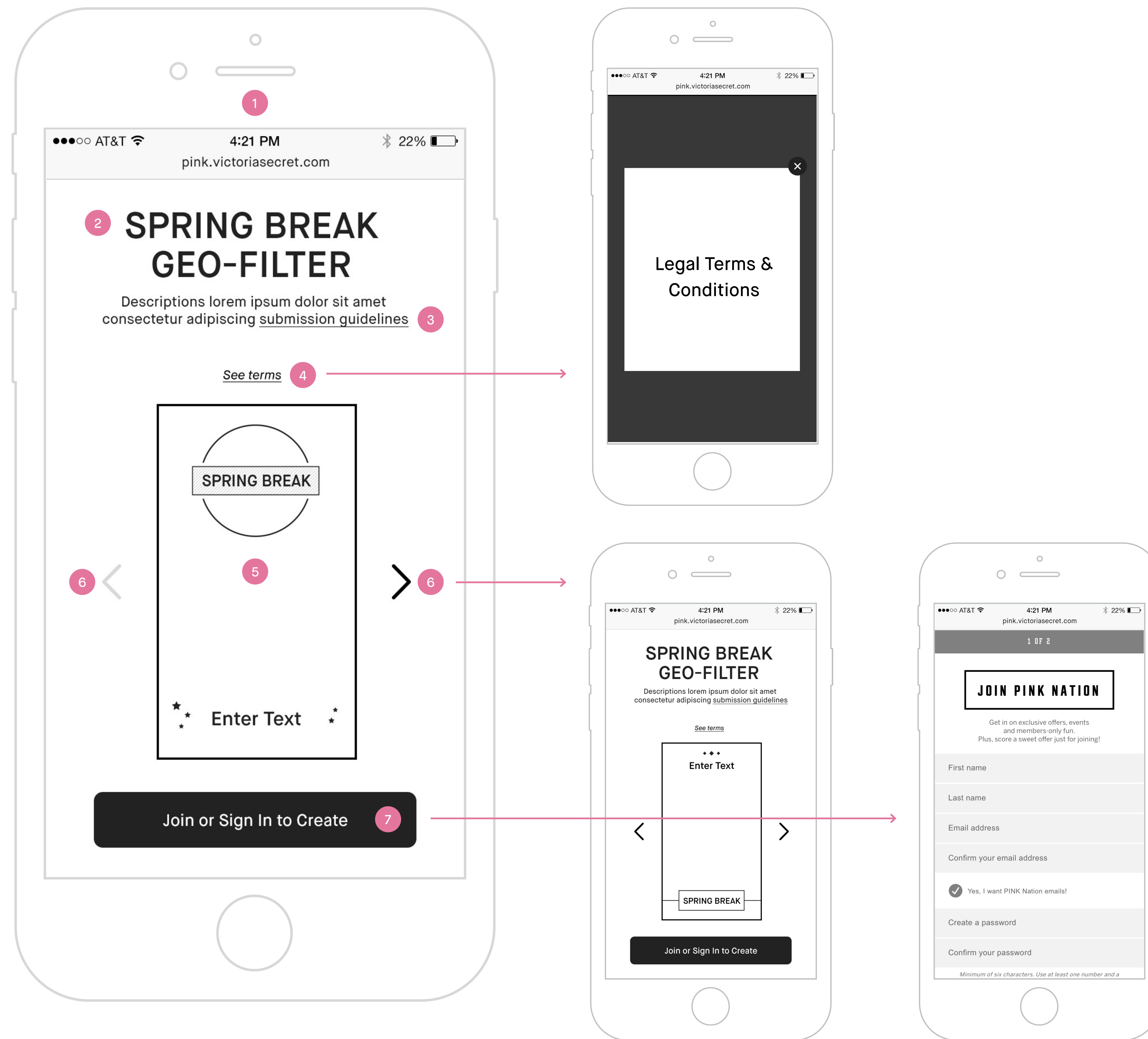


App



Mobile site & App

- 1. Mobile site global nav & footer** – All mobile site pages will include PINK/PINK Nation mobile site global nav on top and footer at the bottom.
- 2. Content** – Experience and engagement content.
- 3. In-app** – Will not include mobile site global nav & footer. Will have a title bar on top of experience.



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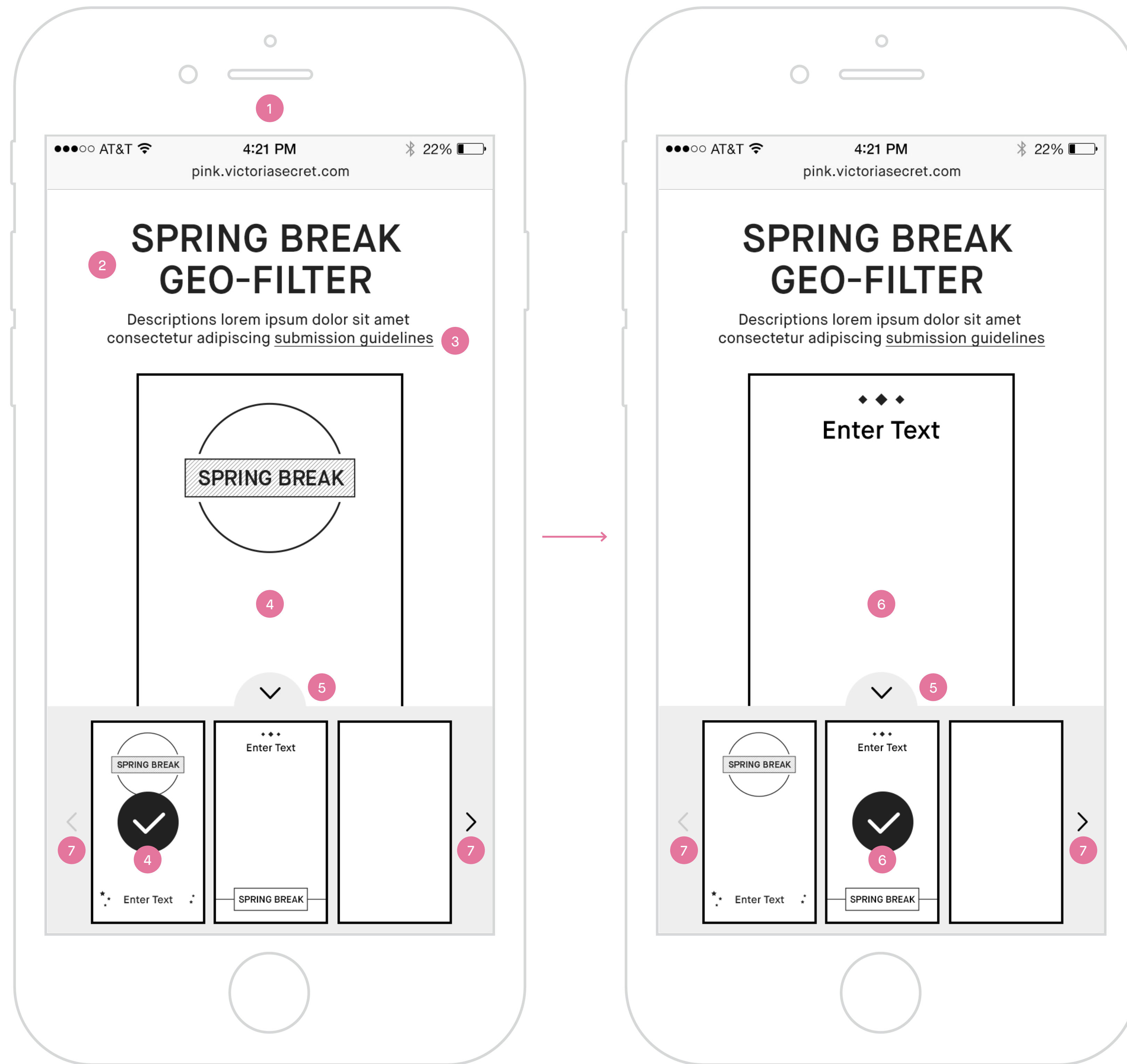
All pages will include PINK / PINK NATION mobile site global nav on top and global footer at the bottom.

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 – Tapping on it will bring up Snapchat Geo-filter submission guidelines page in a new tab.
4. Links to legal copy – Tapping on it will bring up the Legal Terms and Conditions in an overlay/modal.
5. Spring Break Geo-filter templates – Swipe left and right or tap prev and next arrow to look through different templates.
6. Prev/next arrows – Tap arrow to see next templates. Disable prev/left arrow on first template and next/right arrow on last template.
7. CTA/link join or sign in to create – Tapping on it will take user to standard mobile join PINK Nation screen in same tab.

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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • Display link to Snapchat Geo-filter submission guidelines on landing subcopy. • Tap 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.	<ul style="list-style-type: none"> • Display all templates in a horizontal slideshow. • On load, first template is centered on screen w/ prev and next arrow to hint horizontal swipe. • Swipe left and right to browse through a series of templates. Do not loop. • Tap prev and next arrow to browse through different templates. Do not loop. • Disable prev/left arrow when displaying first template and next/right arrow on last template.
4	N/A	As a creative team, we would like to provide a series of Spring Break Geo-filter templates for her to customize.	<ul style="list-style-type: none"> • # 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.	<ul style="list-style-type: none"> • Display CTA "Join/Sign In." • Tap CTA serves standard sign in flow. • 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.	<ul style="list-style-type: none"> • Display link to legal details on pages throughout the experience. • Tap legal opens Terms & Conditions page. App on new screen and Mobile in an overlay on same tab.



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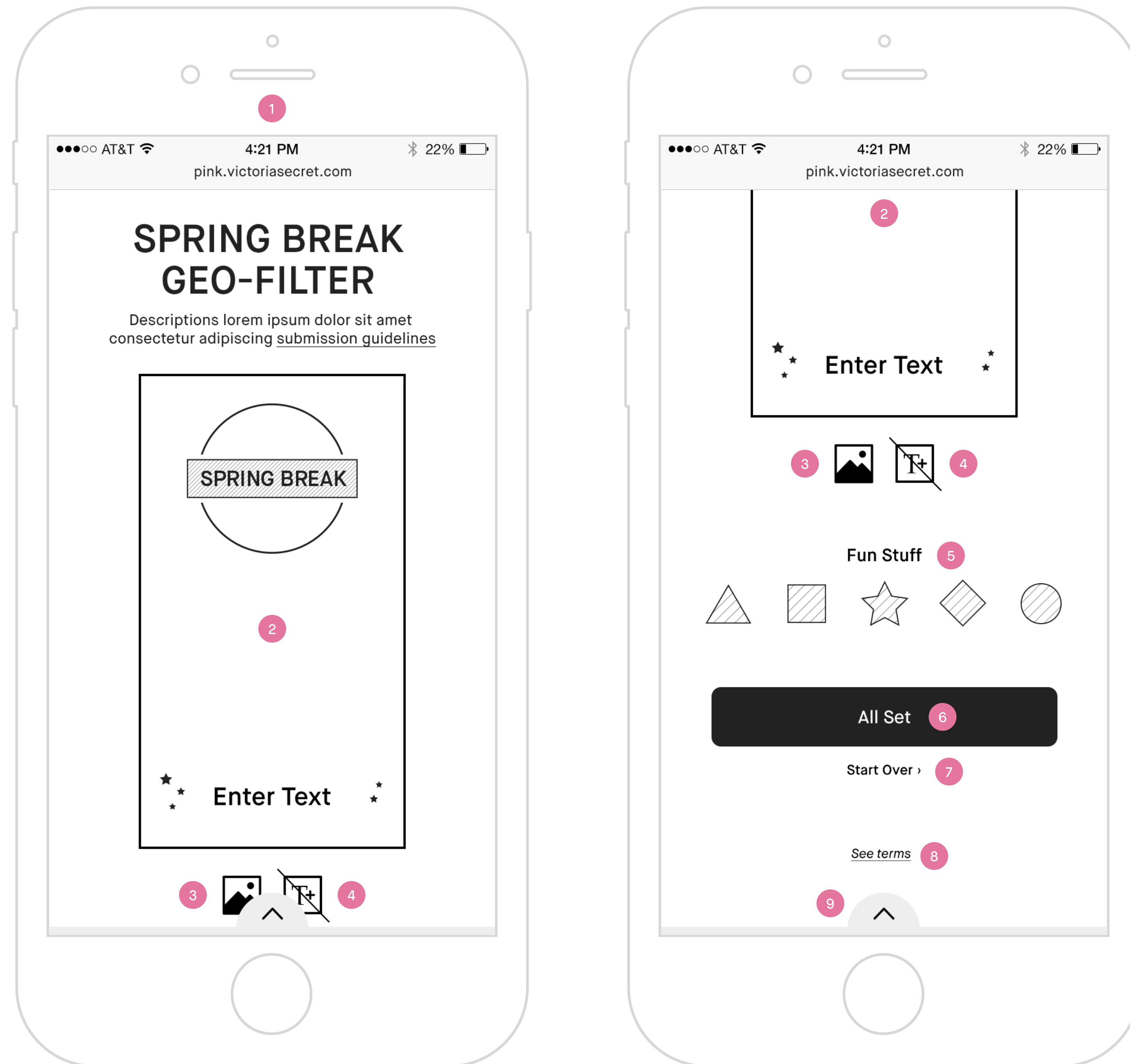
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Tools Landing (Sign In)

- 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**
– Tapping on it will bring up Snapchat Geo-filter submission guidelines page in a new tab.
- 4. Canvas of default template.** – On load, it is default to the first template in the module.
- 5. Spring Break Geo-filter templates module** – The module is anchored at the bottom of browser window. She can swipe left and right or tap prev and next arrow to look through different template thumbnails.
- 6. Select a template** – Tap a template thumbnail to select. When select, update on page with selected template.
- 7. Prev/next arrows** – Tap arrow to see next group of template thumbnails. Disable prev/left arrow on first group and next/right arrow on last group.

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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • Display link to Snapchat Geo-filter submission guidelines on landing subcopy. • Tap 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.	<ul style="list-style-type: none"> • Display link to legal details on pages throughout the experience. • Tap legal opens Terms & Conditions page. App on new screen and Mobile 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.	<ul style="list-style-type: none"> • Display templates module anchoring at the bottom of browser. • Module contain a series of template thumbnails (i.e 3) w/ prev and next arrow to hint horizontal swipe. • Swipe left and right to browse through a series of template thumbnails. Do not loop. • Tap prev and next arrow brings up next group of template thumbnails. Do not loop. • Disable prev/left arrow on first group and next/right arrow on last group.
11	N/A	As a signed in user, I would like to customize my own Spring Break Geo-filter.	<p>On load</p> <ul style="list-style-type: none"> • Default to the first template in the module. • Display first template thumbnail in selected state. • Display all tools including toggle background icon, text field icon, fun stuff/stickers, CTA to confirm and CTA to start over. <p>Select template</p> <ul style="list-style-type: none"> • Tap template thumbnail to select. • When select, display that template thumbnail in selected state. • When select, update on page with selected template.
12	N/A	As a signed in user, I would like to see the template selection module minimized when I start customizing my Spring Break Geo-filter.	<ul style="list-style-type: none"> • Tap to focus on canvas will auto minimize the template selection module after a template has been selected. • Tap collapse module icon to minimize module and vice versa.

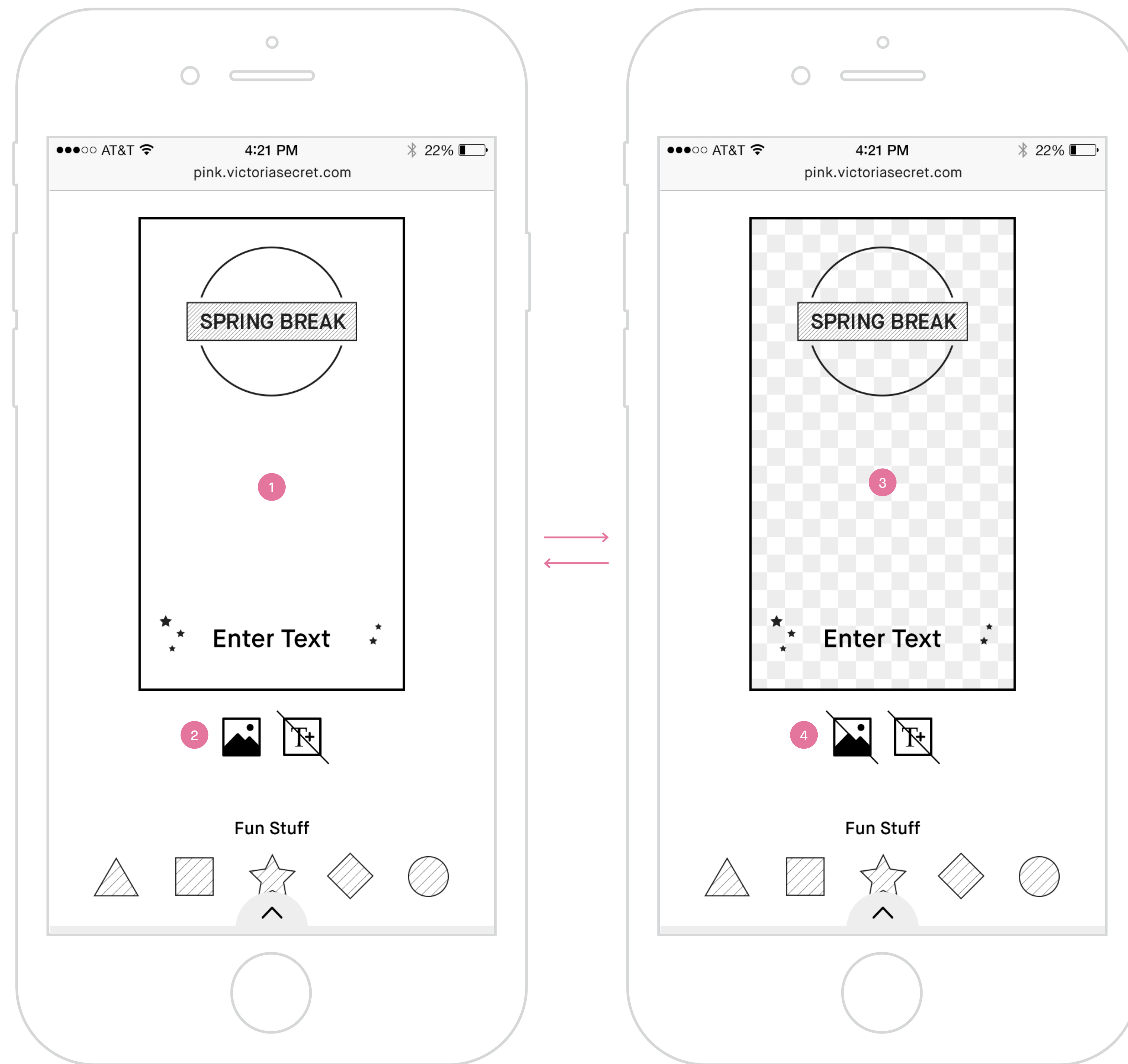


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Customization Tools

- 1. Spring Break Geo-filter Tools landing** – Sign in and when she has selected a template.
- 2. Canvas** – Her work in progress Spring Break Geo-filter canvas.
- 3. Toggle background image, on/off** – Tapping on it will turn the background on or off.
- 4. Add new text field** – Tapping 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.
- 5. Fun stuff/stickers** – Tapping on it will add fun sticker to her canvas. A maximum of 2 stickers are allowed.
- 6. CTA to confirm customization** – Tapping on it will take her to the post page w/ CTA to download to her device.
- 7. Start over** – Tapping on it will reset the canvas to the default template.
- 8. Links to legal copy** – Tapping on it will bring up the Legal Terms and Conditions in an overlay/modal.
- 9. Templates selection module** – Anchored to the bottom of browser. Tapping on it will expand the module and vice versa.

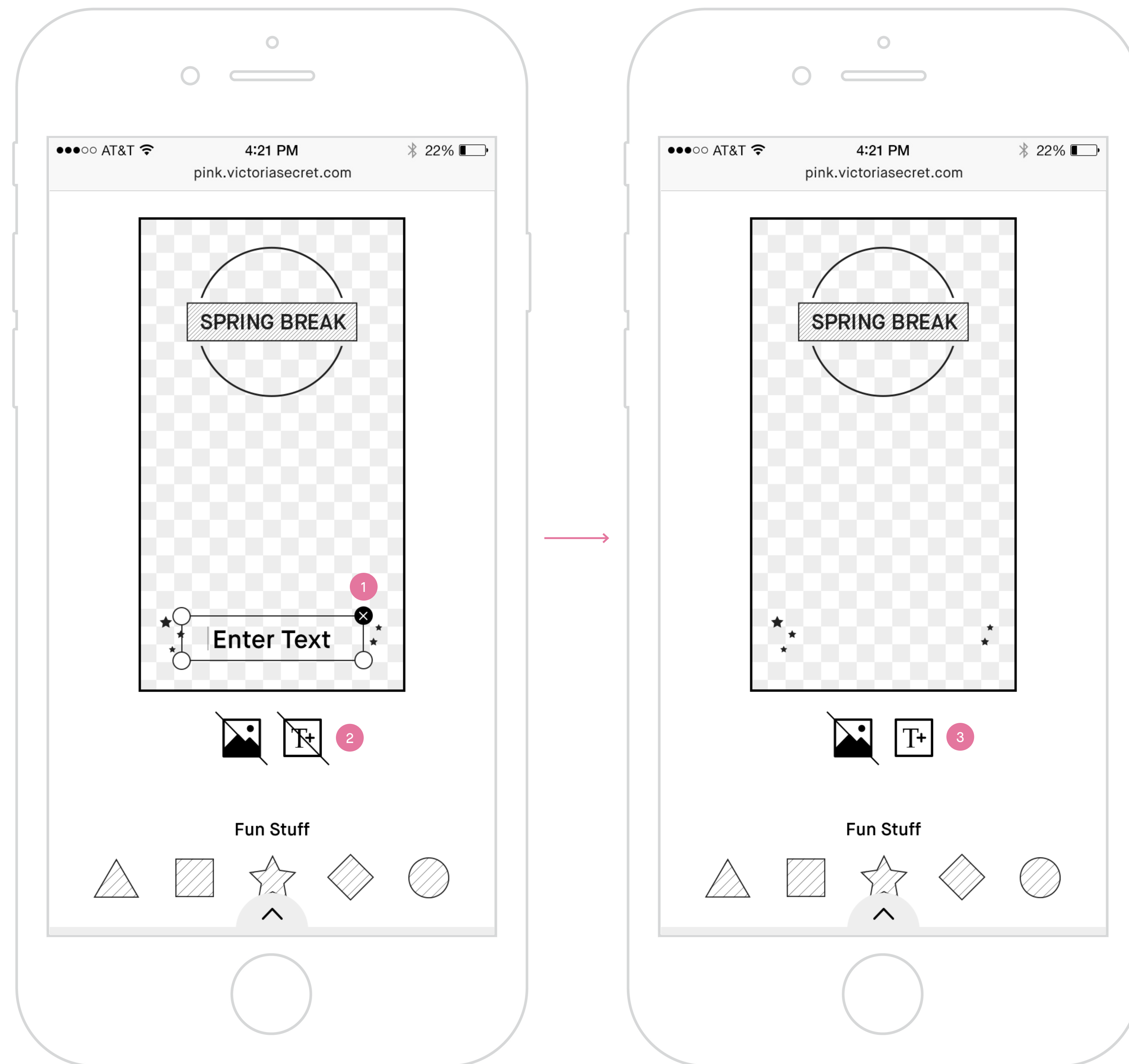


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Toggle Background Image

1. Filter with background image.
2. Toggle background image, on state – Tapping on it will hide background image showing only the filter in a transparent background.
3. Filter without background image.
4. Toggle background image, off state – Tapping on it will bring back the background image.

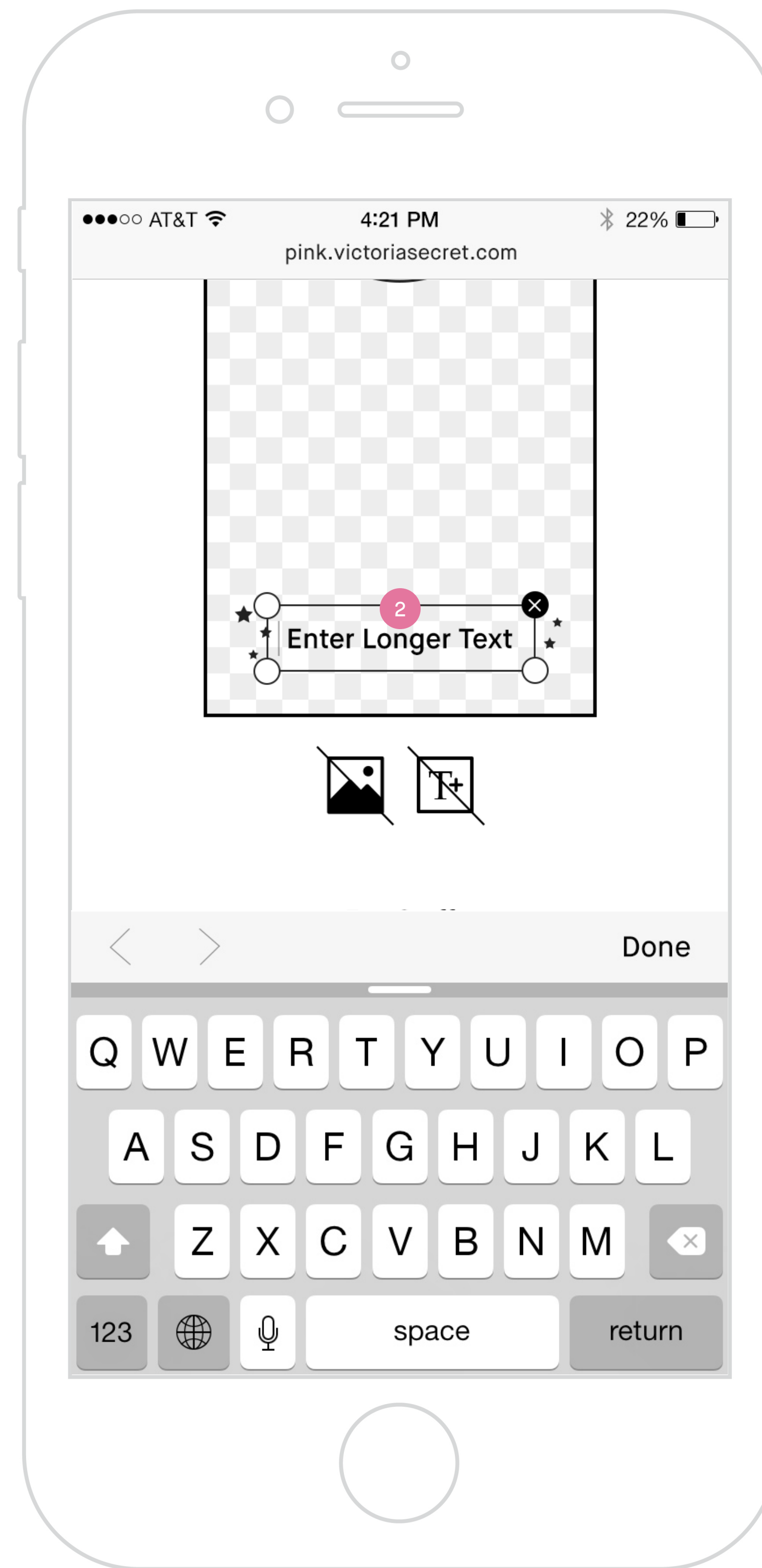
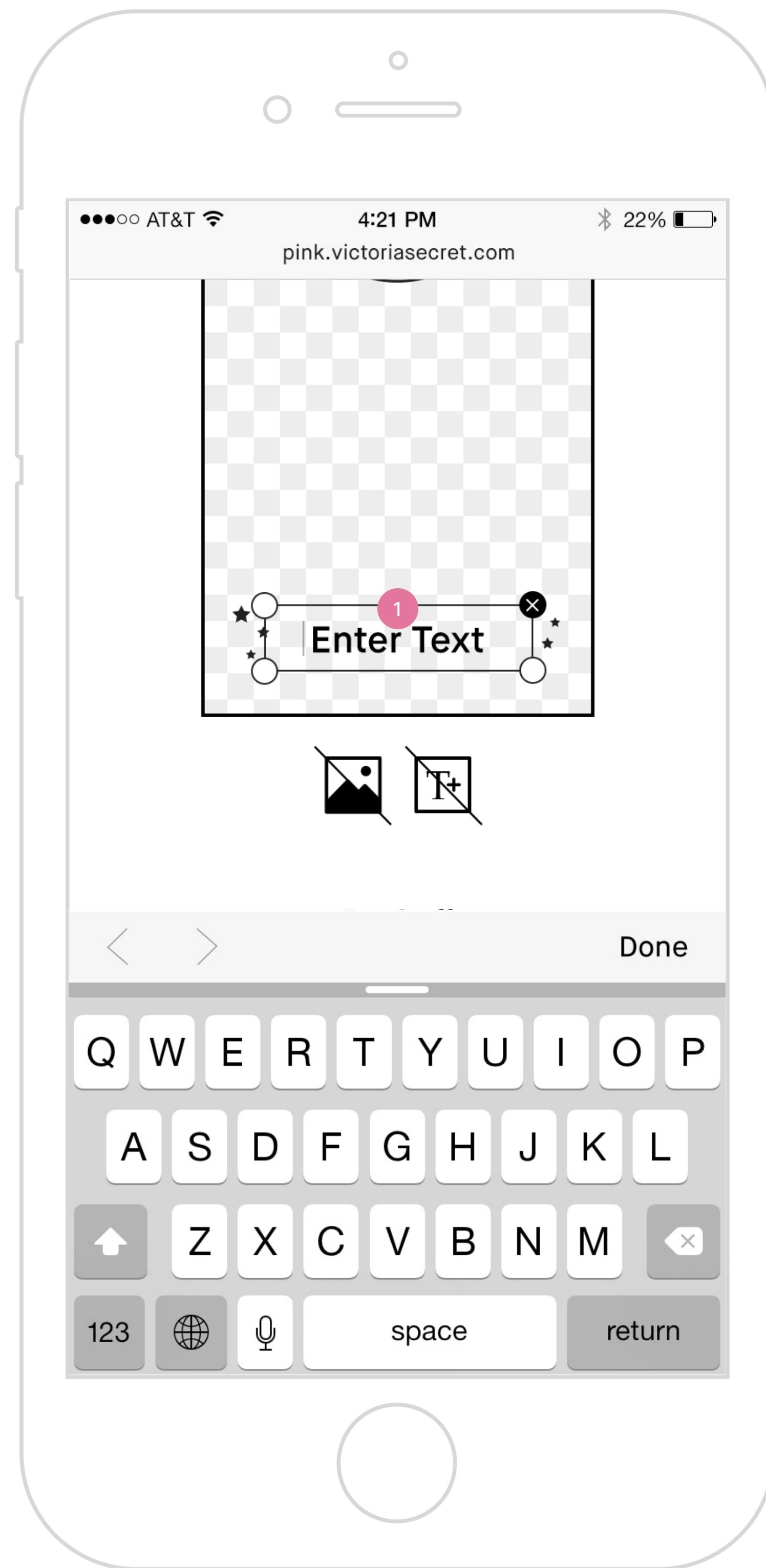


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Text Field

- 1. Text field** – 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 disable** – Only one text field is allowed.
- 3. Text field icon enable** – Tapping on it will add the removed text field back to its original location.



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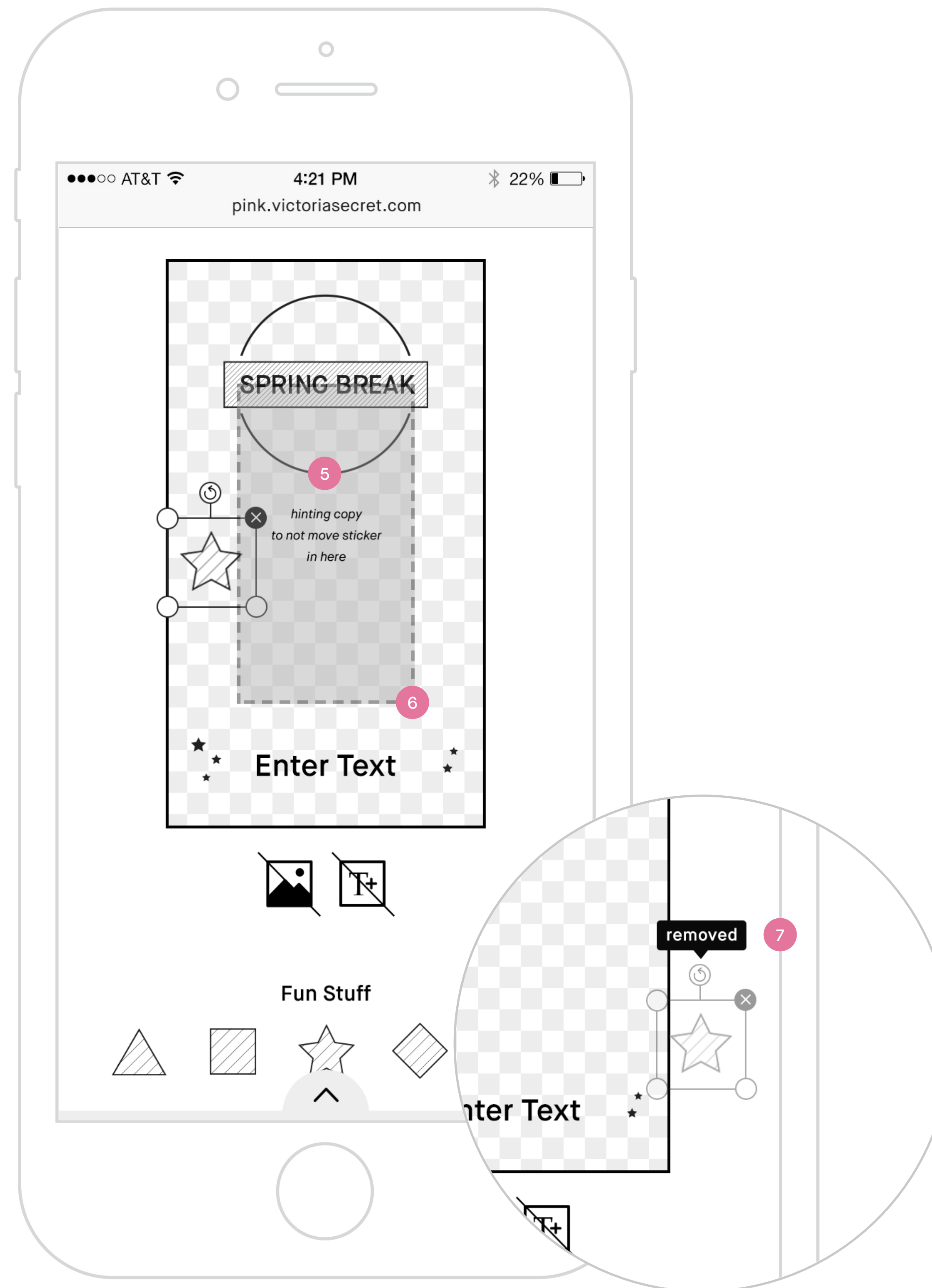
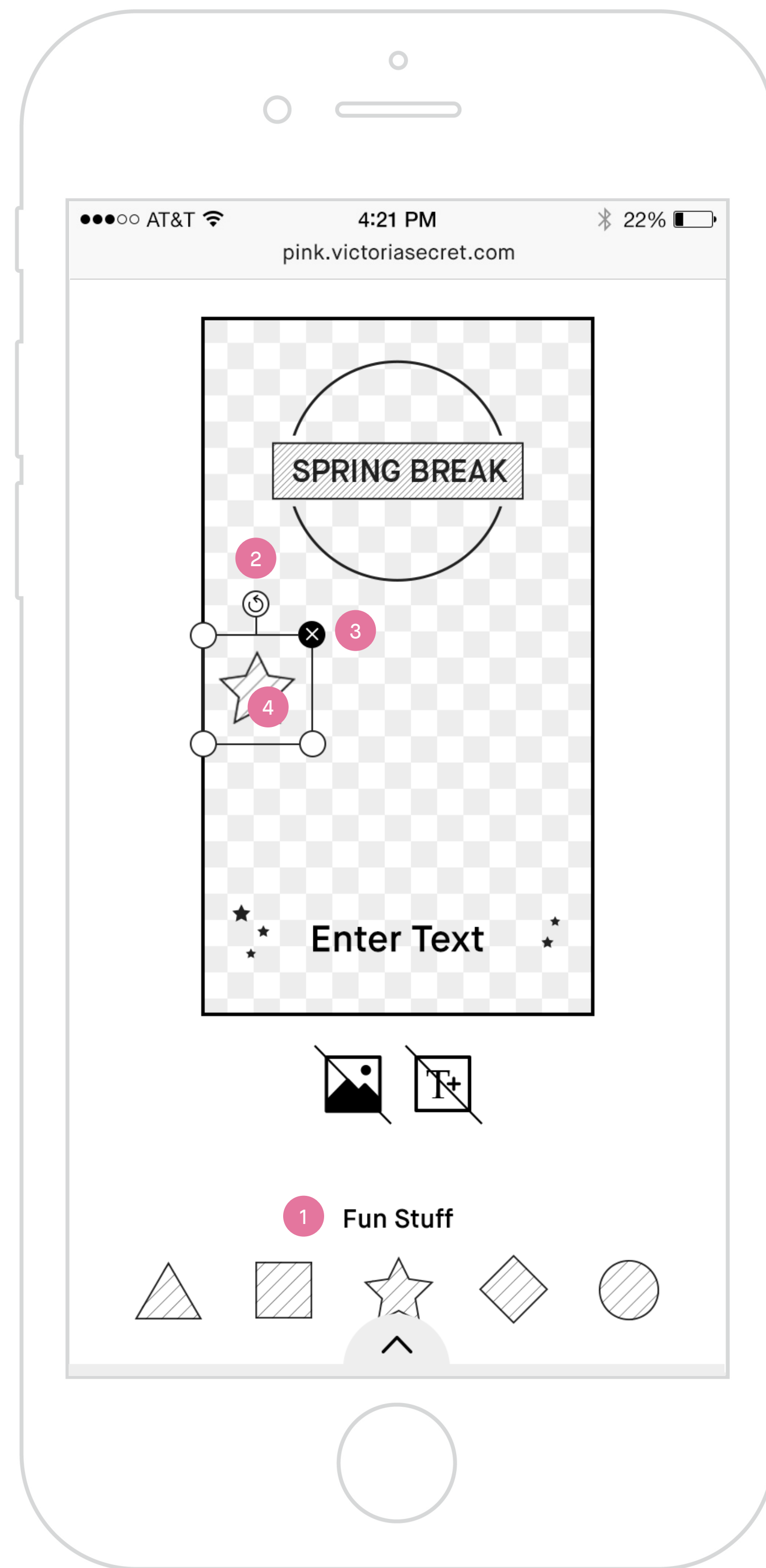
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Text Specification

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
13	N/A	As a signed in user, I would like to toggle the background on/off on my Spring Break Geo-filter.	<ul style="list-style-type: none"> • Tap icon to hide background image, showing only filter in transparent background and vice versa.
14	N/A	As a signed in user, I would like to edit "Enter text" on my Spring Break Geo-filter.	<ul style="list-style-type: none"> • Tap into text field to activate. • When activate show a blinking cursor at the beginning of the field. • Keep text field in focus, centered on screen with keyboard expanded. • When typing, remove default text "Enter Text" and replace with user's input. • Allow text entry up to maximum of *TBD by creative* characters. • Display her entered text to creative specifications (font, point size and alignment). • Text size will conform to character count; larger text for fewer characters, smaller text for greater characters; per design spec. • Moving, rotating and scaling are not allowed.
15	N/A	As a signed in user, I would like to add/remove "Enter Text" on my Spring Break Geo-filter.	<ul style="list-style-type: none"> • Only one text field is allowed. <p>Remove</p> <ul style="list-style-type: none"> • Tap delete icon on upper right corner to remove text. • Enable add text field icon. <p>Add</p> <ul style="list-style-type: none"> • Tap icon to add text field back to its original location. • Disable add text field icon.

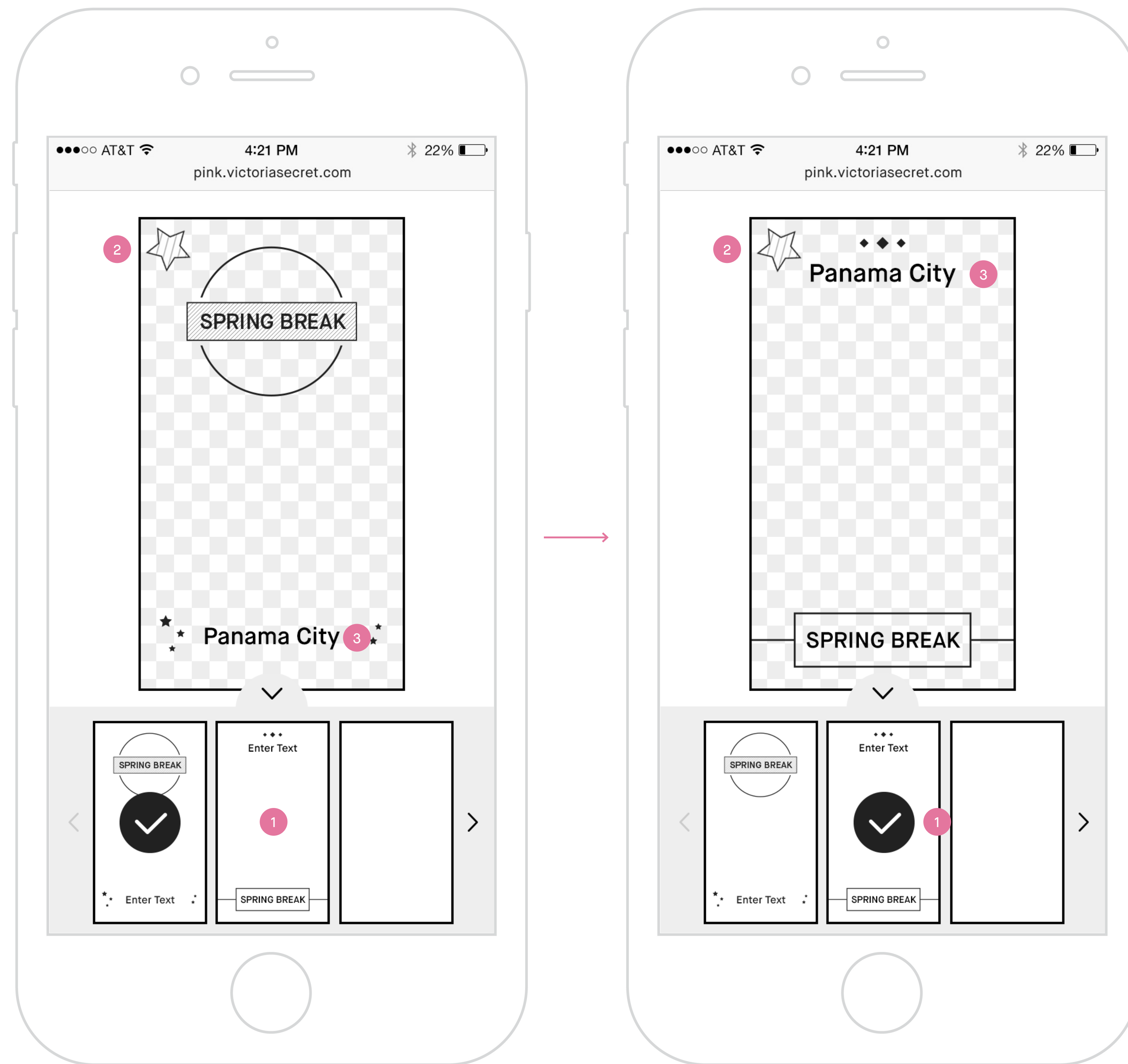


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Fun Stuff/Sticker

1. **Fun stuff/stickers** – Tapping 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** – Tap and hold on the rotate icon will rotate the sticker.
3. **Delete** – Tap on the delete icon will remove the sticker.
4. **Move** – Tap and hold on the sticker itself will move it around.
5. **Restricted area** – When tap 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.
6. **Size of restricted area *TBD by Creative.***
7. **Remove** – Tap and move sticker to outside of canvas will display notification popup “Removed” and letting go will remove it.



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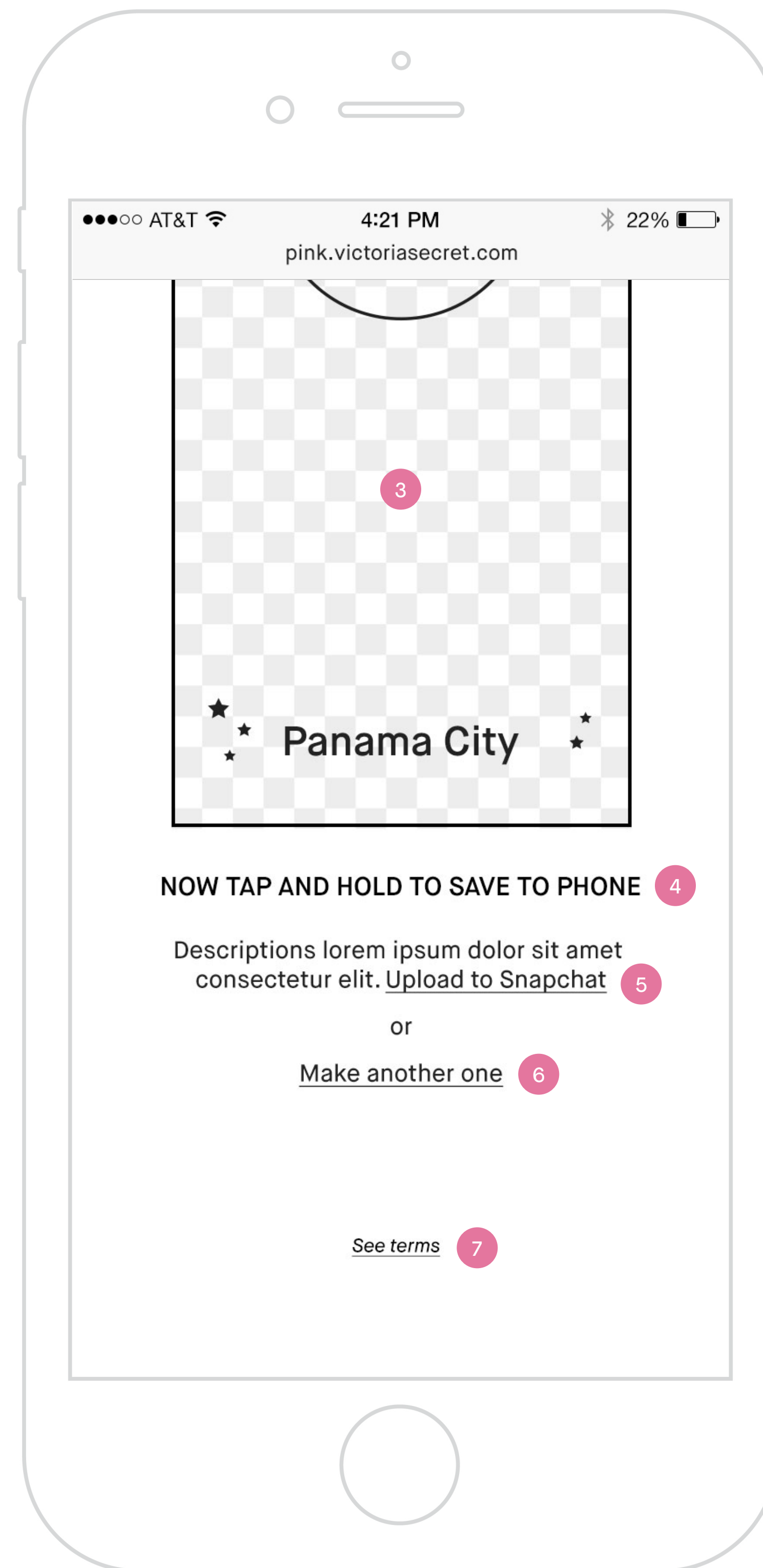
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Switching Templates

- 1. Switching templates** – Tapping 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
16	N/A	As a signed in user, I would like to add/remove fun sticker to my Spring Break Geo-filter.	<ul style="list-style-type: none"> • Display stickers option. Numbers of stickers *TBD by creative.* • Scaling is not allowed but she can rotate, move or delete. <p>Add</p> <ul style="list-style-type: none"> • A maximum of 2 stickers are allowed. • Tap 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. • Disable stickers to tap & add when she has added 2 stickers to her canvas. <p>Remove</p> <ul style="list-style-type: none"> • Tap delete icon in upper right corner to remove sticker. • Drag sticker out of canvas to remove it. • When sticker is out of canvas, display notification popup "Removed." • Enable stickers to tap & add when she has less than 2 stickers on her canvas.
17	N/A	As a signed in user, I would like to rotate the fun sticker on my Spring Break Geo-filter.	<ul style="list-style-type: none"> • Tap and hold rotate icon on sticker to rotate.
18	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.	<ul style="list-style-type: none"> • Tap and hold on the sticker to move it around. • On tap & 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. • Size of restricted area *TBD by Creative*
19	N/A	As a signed in user, I would like to keep my customization settings when I switch between templates.	<ul style="list-style-type: none"> • When she switches between templates, keep all her customization settings.
20	N/A	As a signed in user, I would like to confirm that I have finished customizing my Spring Break Geo-filter.	<ul style="list-style-type: none"> • Display CTA "All set." • Tap CTA serve up post page.
21	N/A	As a signed in user, I would like to reset my customized Spring Break Geo-filter to the default template.	<ul style="list-style-type: none"> • Display CTA "Start Over." • Tap 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. Lockup of post page.
3. Spring Break Geo-filter she created – Hide background image showing only the filter in a transparent background.
4. Instruction to save – Tap and hold on the filter she created will bring up option to save to her device photo album.
5. Link to Snapchat Geo-filter service page – Tapping 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 – Tapping on it will load Tools landing page on same tab.
7. Links to legal copy – Tapping on it will bring up the Legal Terms and Conditions in an overlay/modal.

Post Customization Page

#	PHASE	STORY	DETAILS
22	N/A	As a signed in user, I would like to save my Spring Break Geo-filter to my device.	<ul style="list-style-type: none"> • Display copy "Tap and hold to save image." • User can tap and hold to save filter to her Photo Library.
23	N/A	As a signed in user, I would like to upload my Spring Break Geo-filter to Snapchat service tools.	<ul style="list-style-type: none"> • Display link to Snapchat Geo-filter upload service tools. • Tap link brings her to Snapchat Geo-filter upload service tools in a new tab.
24	N/A	As a signed in user, I would like to make another Spring Break Geo-filter when I completed one.	<ul style="list-style-type: none"> • Display link to make another Spring Break Geo-filter. • Tap 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
25	N/A	As a production team, we would like to gather analytics data for user activity/behavior.	<p>Database capture:</p> <ul style="list-style-type: none"> • # of filters created overall. • Save all creation. <p>Core Metrics capture:</p> <ul style="list-style-type: none"> • % users who create the filter. • Average # of filters created per user. • Total sessions across all platforms (app, mobile, desktop). • Unique users across all platforms (app, mobile, desktop). • Daily session average. • Frequency (repeat visit by user). • Time spent on page.

Thank You!

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