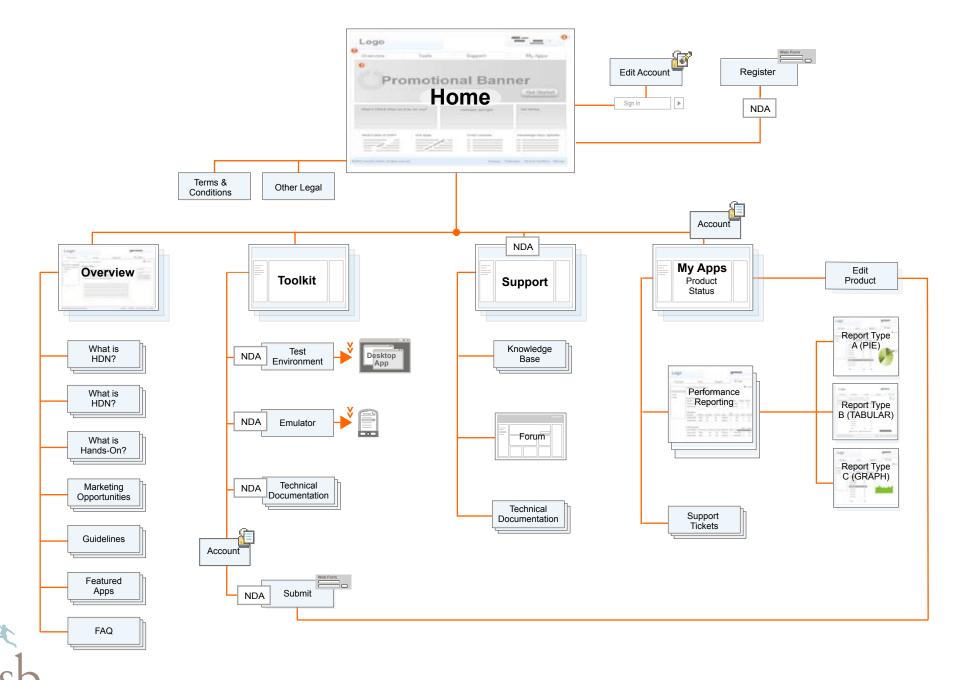


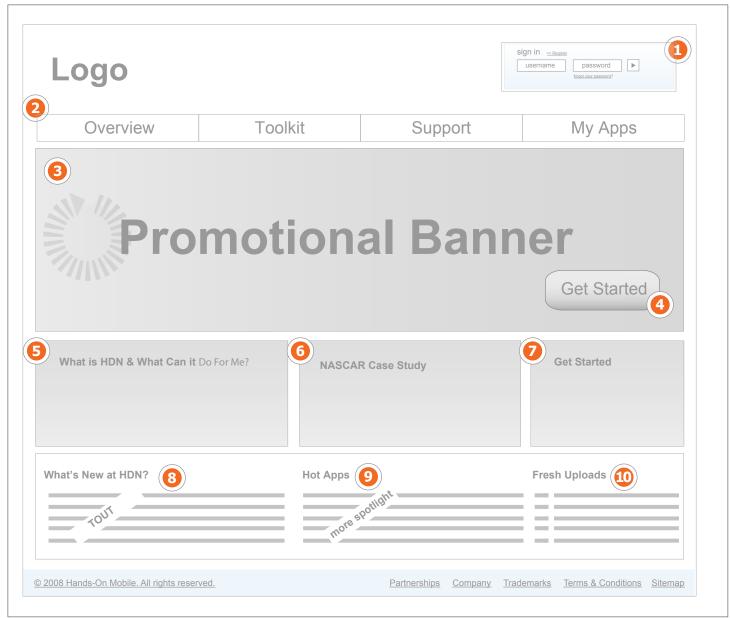
Hands-On Mobile
HDN Website wires
Aug 14, 2008

Hands-On HDN Sitemap: New

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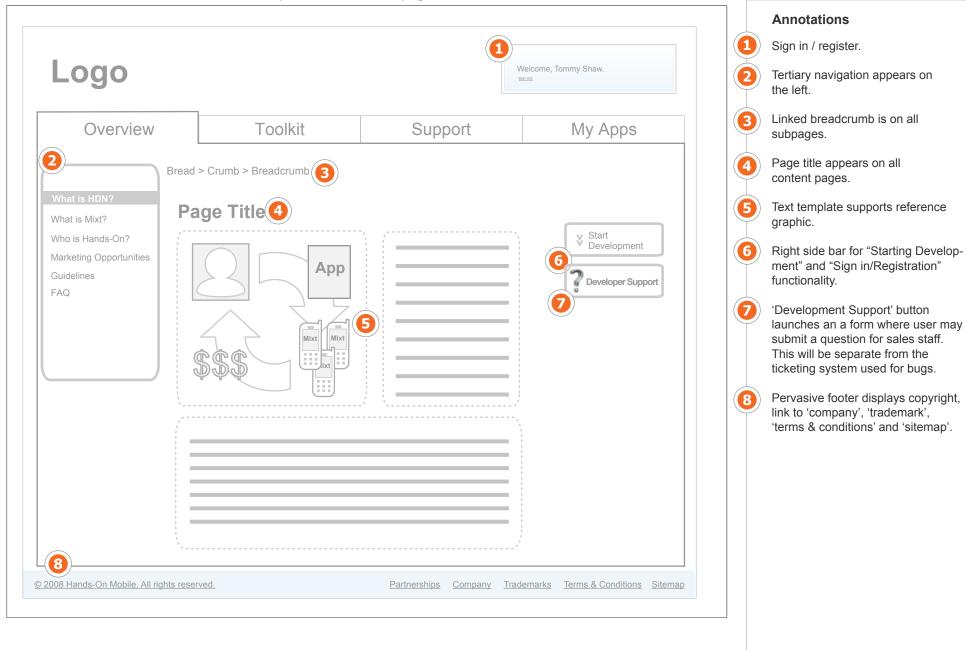
Hands-On HDN Wireframe: HOME



- Sign in / register. When user is logged in, this area will display user name with a 'sign out' option.
- Primary navigation.
- Home page banner. Rotating flash creative will allow Hands-On to engage prospective users.
- Banner will always have a prominant CTA.
- Clear communication of HDN's value proposition. CTA leads to overview.
- A visually engaging teaser to the NASCAR app. CTA leads to page under 'Featured' tab.
- Get Started communicates how easy it is to begin. CTA leads to basic account reg and app download.
- 'What's New at HDN?' is the place to tout the latest features of HDN.
 CTA leads to page under 'Featured' tab.
- The 'Hot Apps' box lists hot applications -- an extension to the 'Developer Spotlight'. CTA leads to Mixt site.
- 'Fresh Uploads' box added to display a date-stamped list of new apps as they are added by developers. CTA leads to Mixt site.



Hands-On HDN Wireframe: Overview & Template for all textual pages





Hands-On HDN Wireframe: Cutomer Support - FAQ



Annotations



The customer support link is provided in sections of the website where users may have questions that are appropriately handled outside of the Tech Support ticketing system.

An Ajax overlay window opens for user to send a question to customer support.



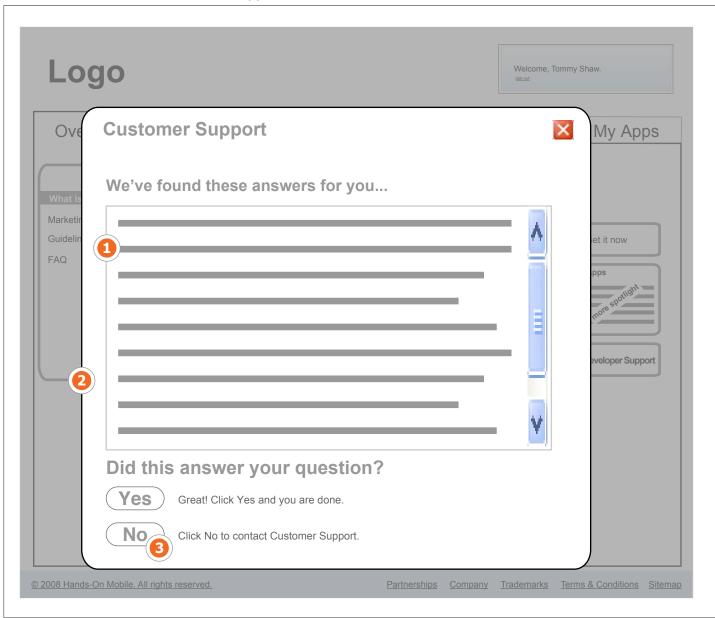
Send button submits email to back end.

Back end searches against FAQ and presents results to the user.

At that time, user may continue to send their email if the FAQ results were not helpful.



Hands-On HDN Wireframe: Cutomer Support - Answers



Annotations

Back end searches against FAQ and presents results to the user.

Results of window shows relevant FAQ entries. Links will lead to FAQ under 'Overview'.

In the event that no FAQ results exist, the user will just see a confirmation message.

- User may continue to send their email if the FAQ results were not helpful.
- If no answers found, immediately submit.



Hands-On HDN Wireframe: Toolkit

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Annotations



Six steps rolled into three ultrasimple headers. Substeps shown as simple iconic actions and spell out some detail.

Step 1 Prep:

- Review docs
- · Create bookmark for docs
- · Download emulator
- Setup a test client

Step 2 Build:

- Write app
- Test app

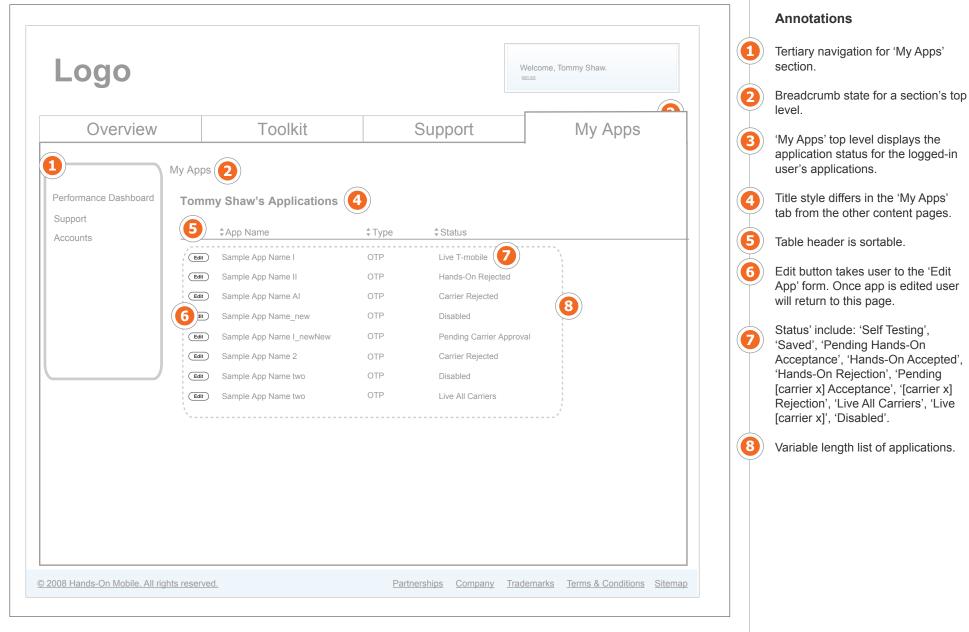
Step 3 Publish:

- Sumbit for approval
- Track
- Market



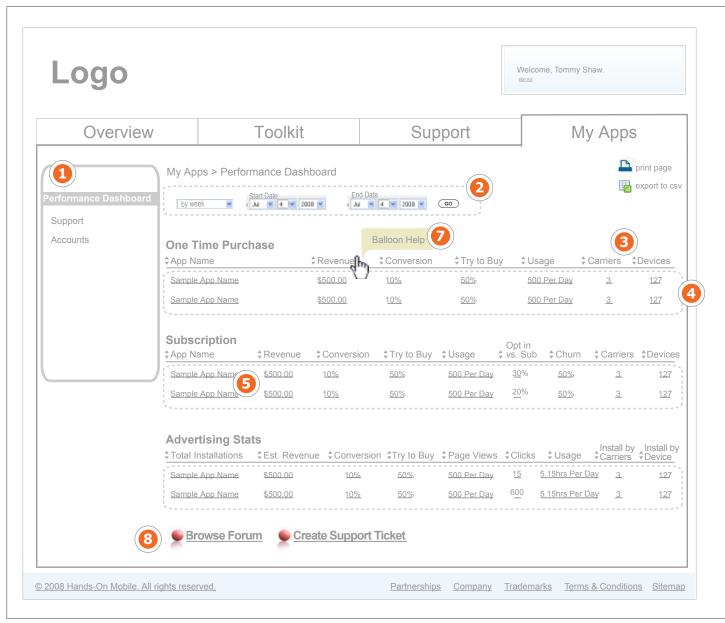
Optional Promotional items.

Hands-On HDN Wireframe: My Apps





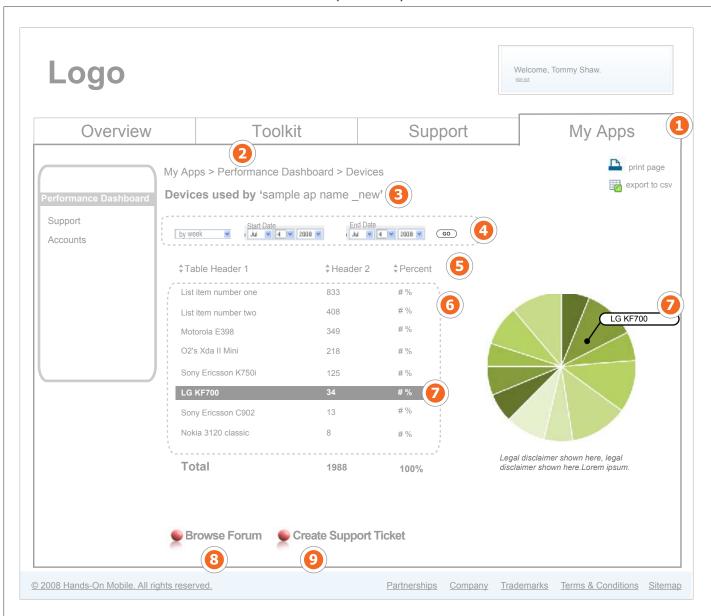
Hands-On HDN Wireframe: Performance Dashboard



- 1) Down state for tertiary navigation.
- Report filtration bar allows sorting within specific date ranges. Results displayed by day, week, month, quarter or year.
- Sortable table header.
- Variable length display for each of the tables. Up to three tables: One Time Purchase, Subscription, Advertising Stats.
- Table contents link through to a detail page. NOTE: Detail pages have one of three formats:
 - GRAPH TEMPLATE (num. value over time)
 - PIE TEMPLATE (percentages -- small data set)
 - TABULAR TEMPLATE (percentages -- large data set)
- 'Print page' and 'export to csv' functionality is available in the upper right of all 'My Apps' subpages.
- Balloon help will appear on rollover for all table header items within the 'My Apps' section.
- Leads to 'Forum' under 'Support' tab.
- Leads to 'Support' tab.



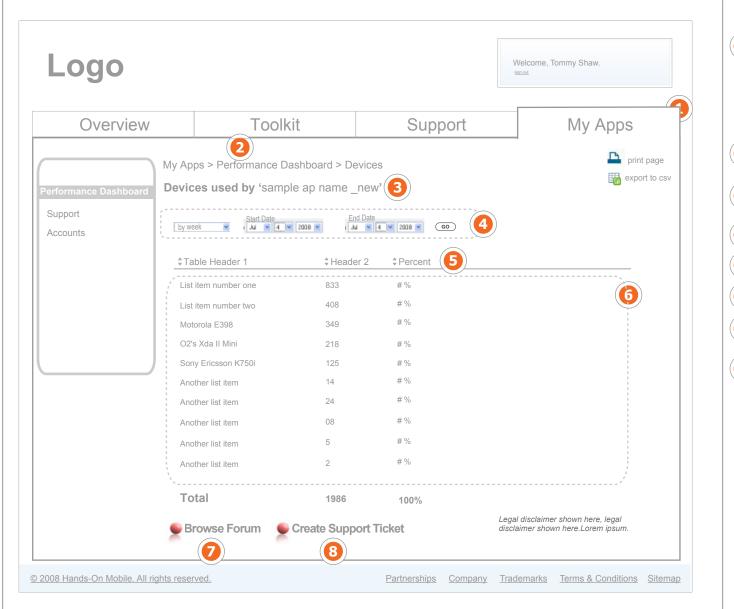
Hands-On HDN Wireframe: PIE DISPLAY TEMPLATE (GENERIC)



- PIE TEMPLATE is shown here for the example Performance dash > Devices. The PIE TEMPLATE is for smaller data sets. Larger datasets will use a TABULAR TEMPLATE.
- Linkable breadcrumb allows user to easily return to previous pages.
- App name will dynamically display in title.
 - This is standard 'My Apps' filtration.
- Sortable table header.
- Variable length table display.
- Rolling over table entry highlights the relevant slice in the adjacent pie chart, and vice versa.
- Leads to 'Forum' under 'Support' tab.
- (9) Leads to 'Support' tab.



Hands-On HDN Wireframe: TABULAR DISPLAY TEMPLATE (GENERIC)

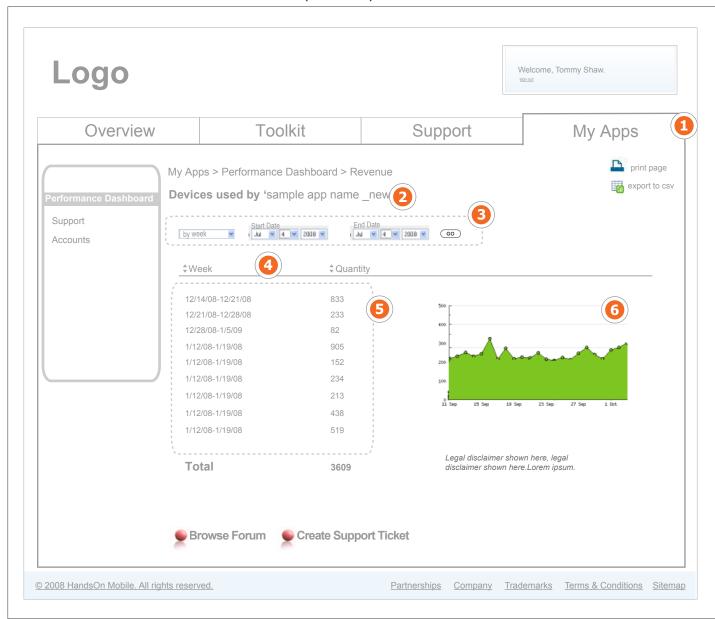




- ABULAR TEMPLATE is shown here for the example Performance dash > Devices. The TABULAR TEMPLATE is for smaller data sets. Larger datasets will use a PIE TEMPLATE.
- Linkable breadcrumb allows user to easily return to previous pages.
- App name will dynamically display in title.
- This is standard 'My Apps' filtration.
- Sortable table header.
- (6) Variable length table display.
- Leads to 'Forum' under 'Support' tab.
- Leads to 'Support' tab.



Hands-On HDN Wireframe: GRAPH TEMPLATE (GENERIC)



- GRAPH TEMPLATE is shown here for Performance dash > Revenue.
- App name will dynamically display in title.
- This is standard 'My Apps' filtration.
- Sortable table header.
- (5) Variable length table display.
- Graph displays value over time. In this case it is dollars over time.

