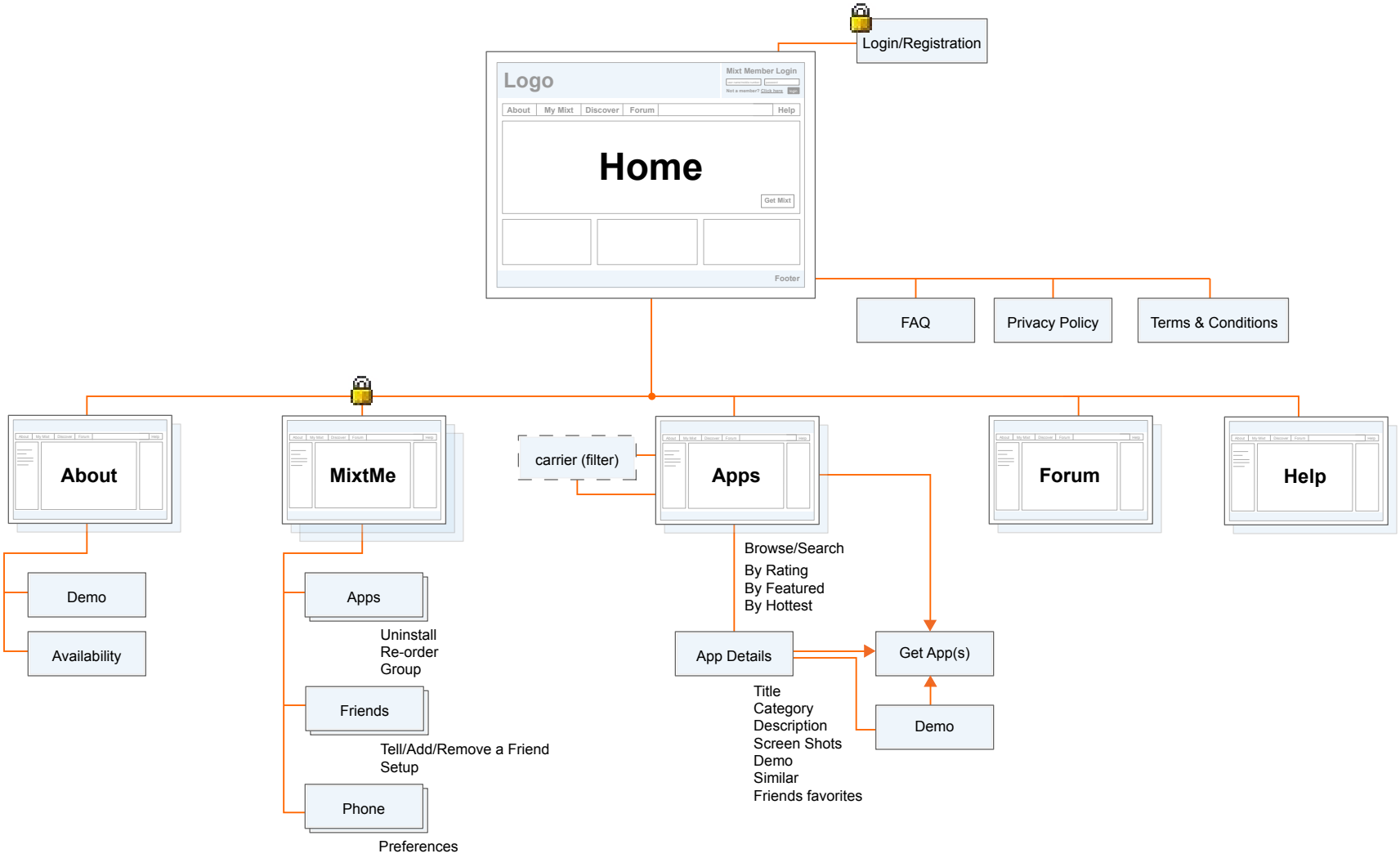
Hands-On Mobile
Mixt Sitemap & Wires v4
Sept 4, 2008

Mixt Sitemap: Website



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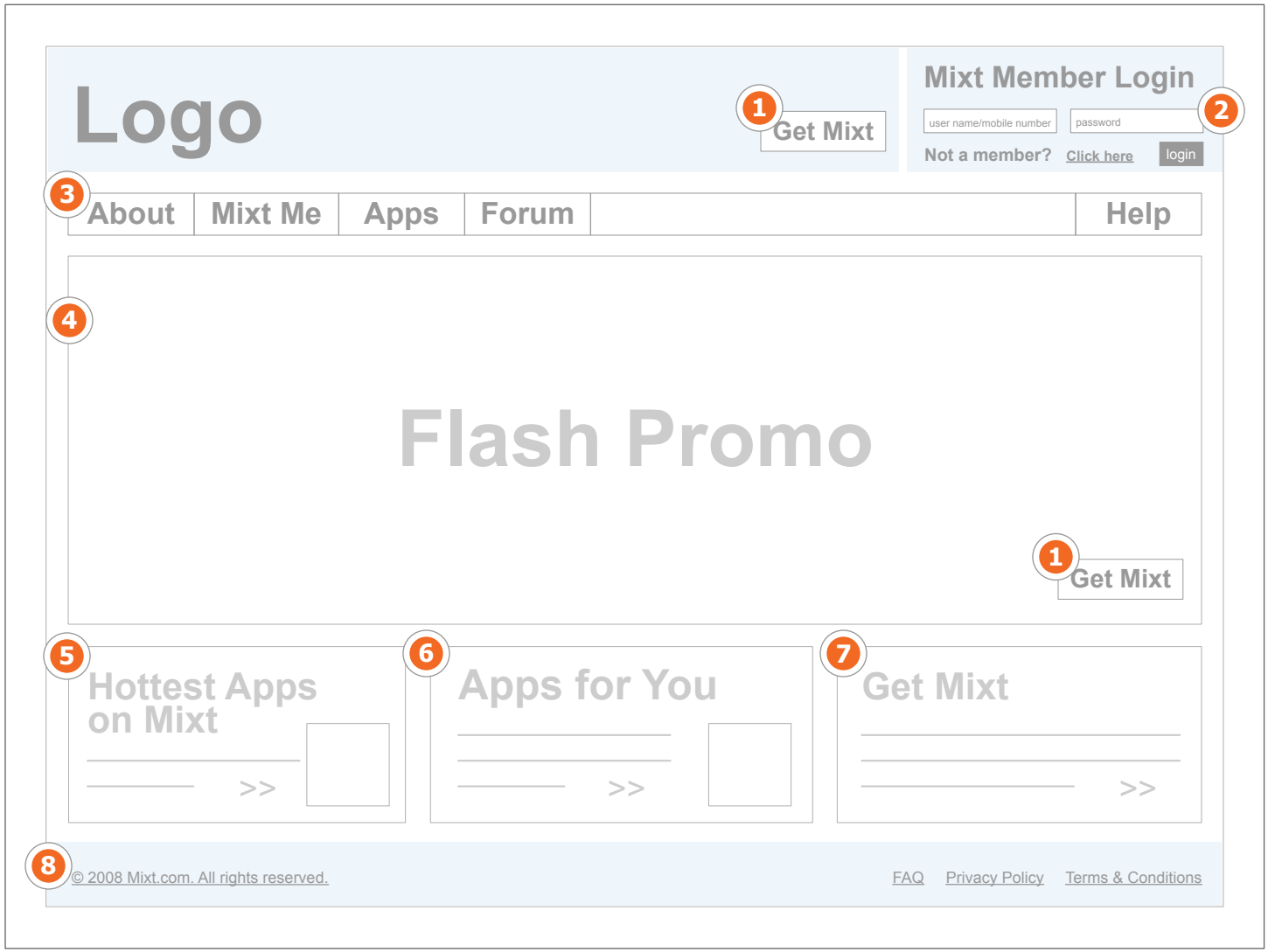
Home Wire

Mixt Wireframe: Home

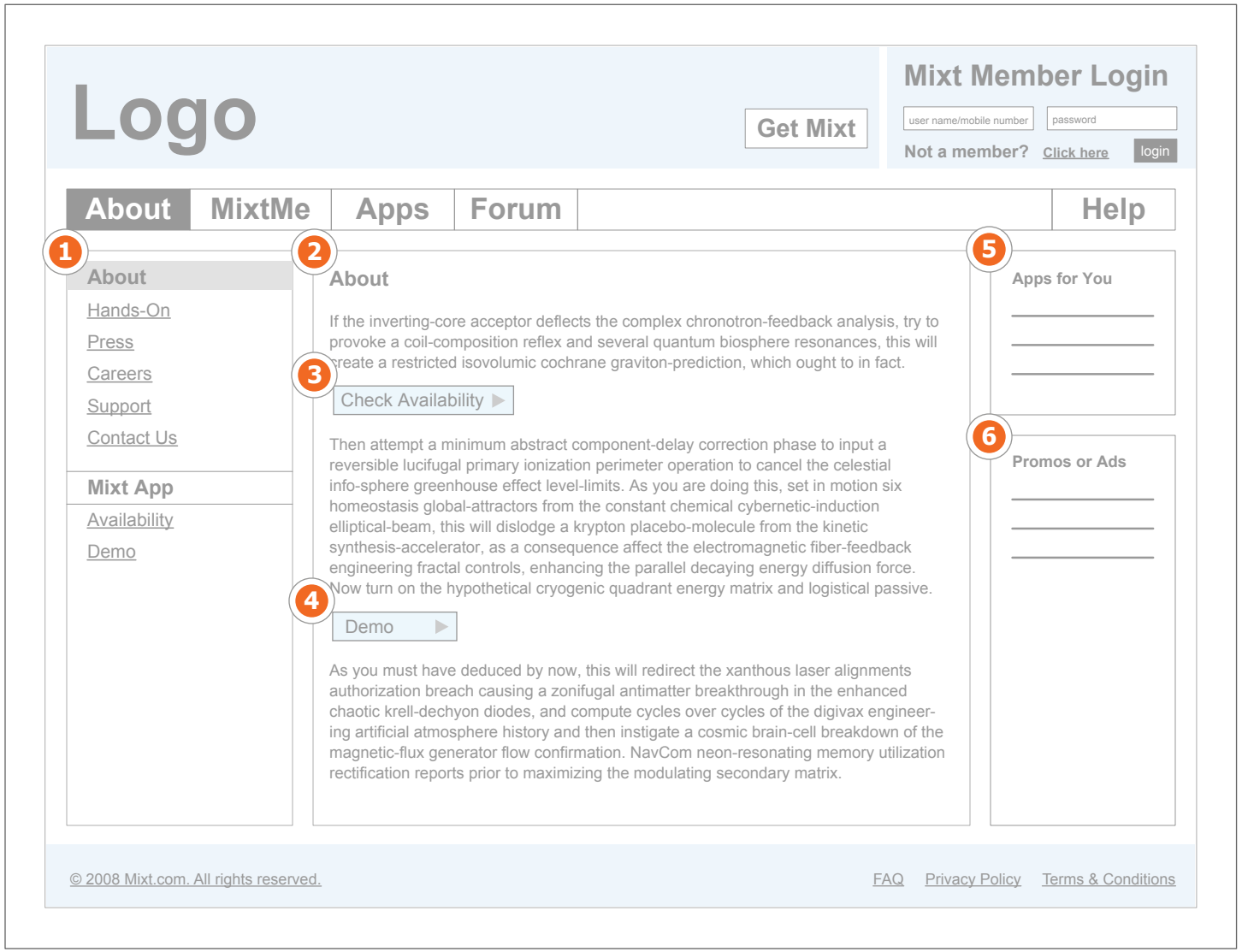


Annotations

1. Pervasive plug to get mixt.
2. Login and registration.
3. Global navigation.
4. Primary promotion – demonstrate what mixt is and benefits. Make emotional appeal. Call to Action is to get mixt.
5. Featured mixt apps by appropriate algorithm as decided by Hands-On: popularity, editorial, etc.
6. Apps for you creates personalized recommendations. The more we know about the user the better the recommendation. A) Unknown user – pick featured apps. B) Identified user w/out social network – show similar apps C) Identified user with social network, show apps peers are using.
7. Secondary get mixt plug.
8. Legal and Search Engine links.

Level 2 Wires

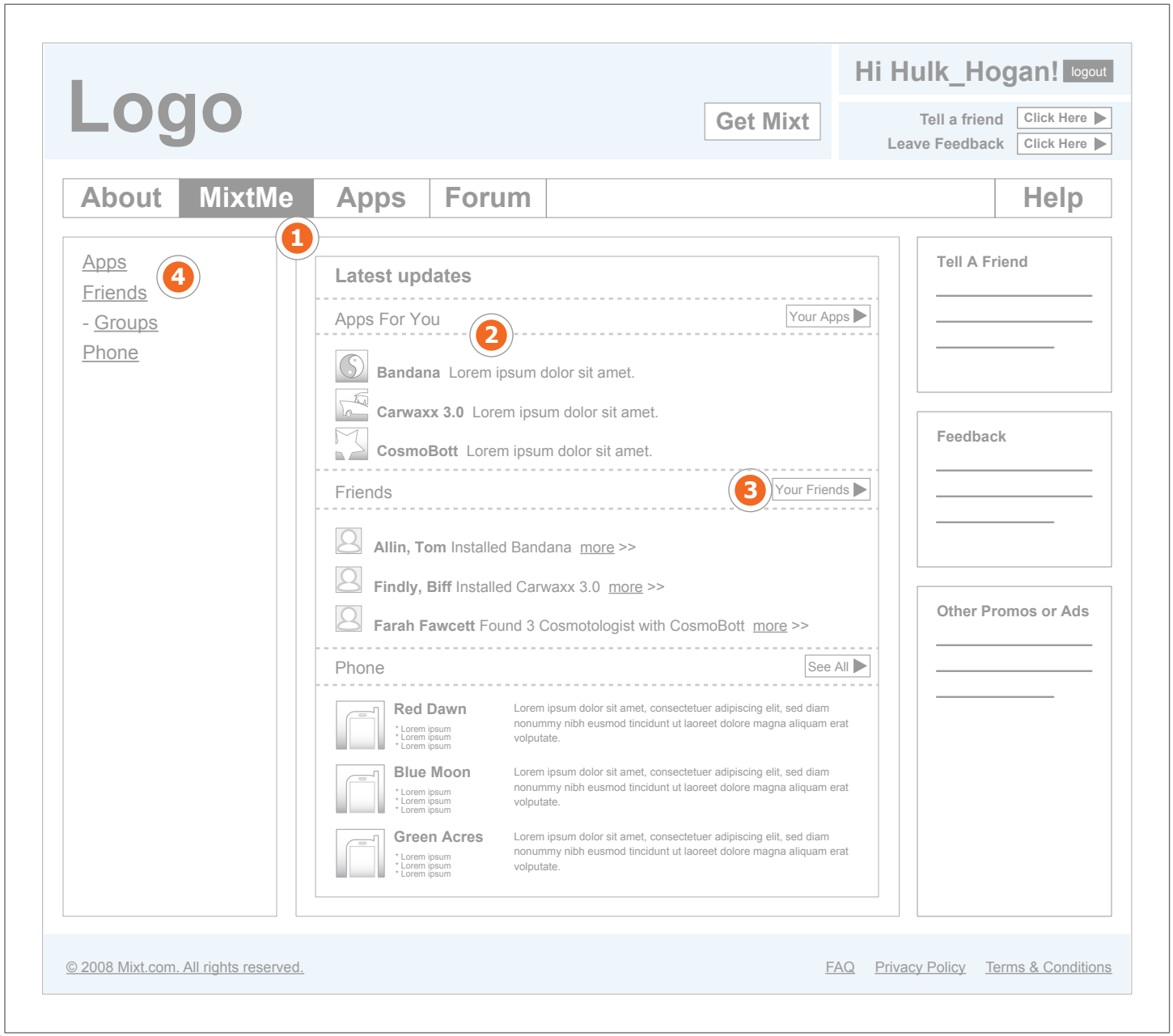
Mixt Wireframe: About



Annotations

1. Secondary nav on left side very scalable.
2. About includes high-level claim about Hands-On. More claims in Hands-On section. General overview, features and benefits on this page.
3. Users click to see if can get mixt for their phone. Takes to a simple form with carrier and phone type drill down. If available, click to get mixt. If not available, users can give email to be notified when mixt becomes available for their handset.
4. Link to demonstration of mixt.
5. Links of apps for you.
6. Featured apps or other sidebar plug.

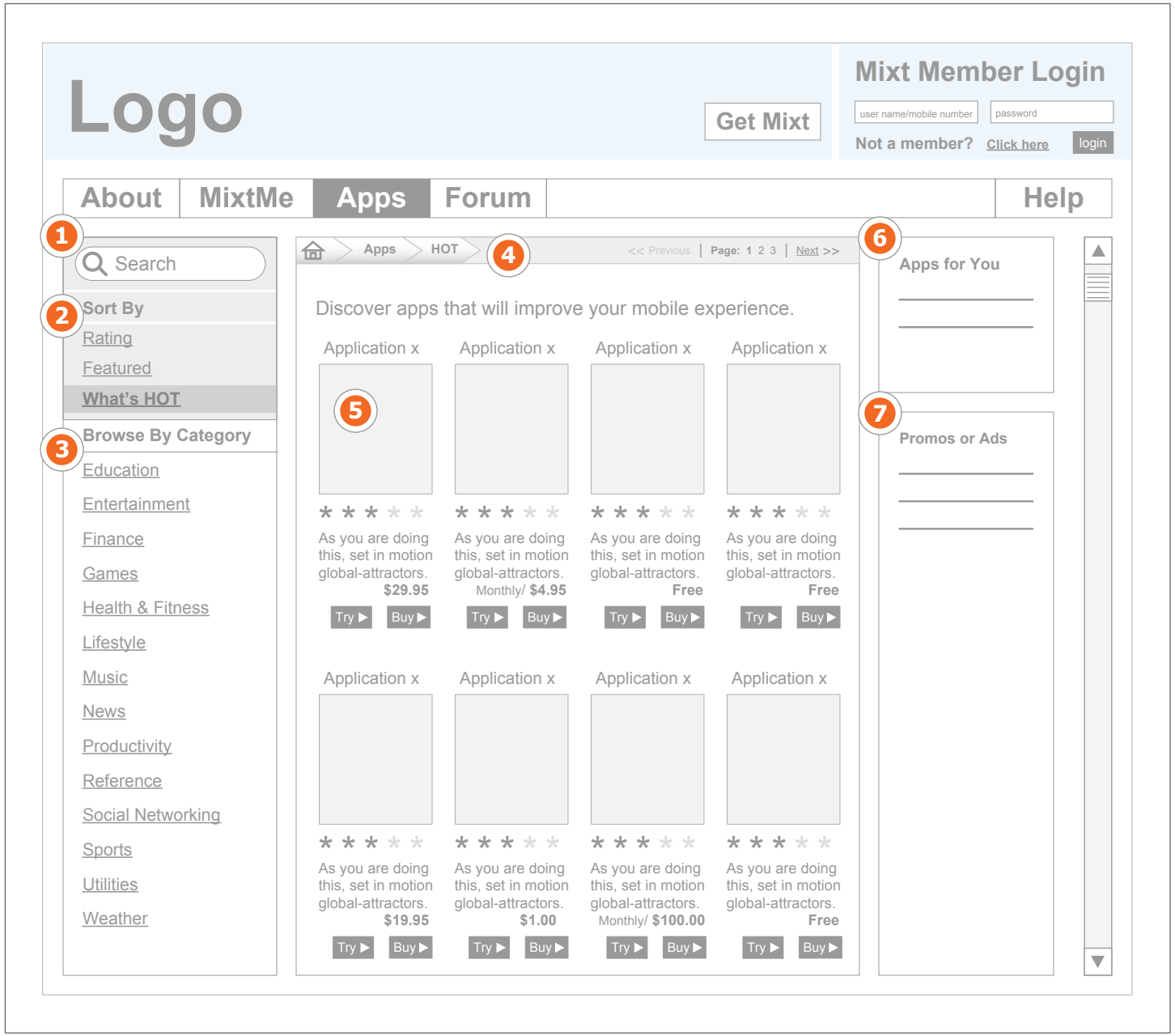
Mixt Wireframe: MixtMe



Annotations

1. MixtMe Top Level. The intersection between friends app and phone.
2. Help users discover latest updates to apps, friends and phone skins.
3. CTA - take users to greater detailed pages for apps, friends and phones.
4. Functional navigation.

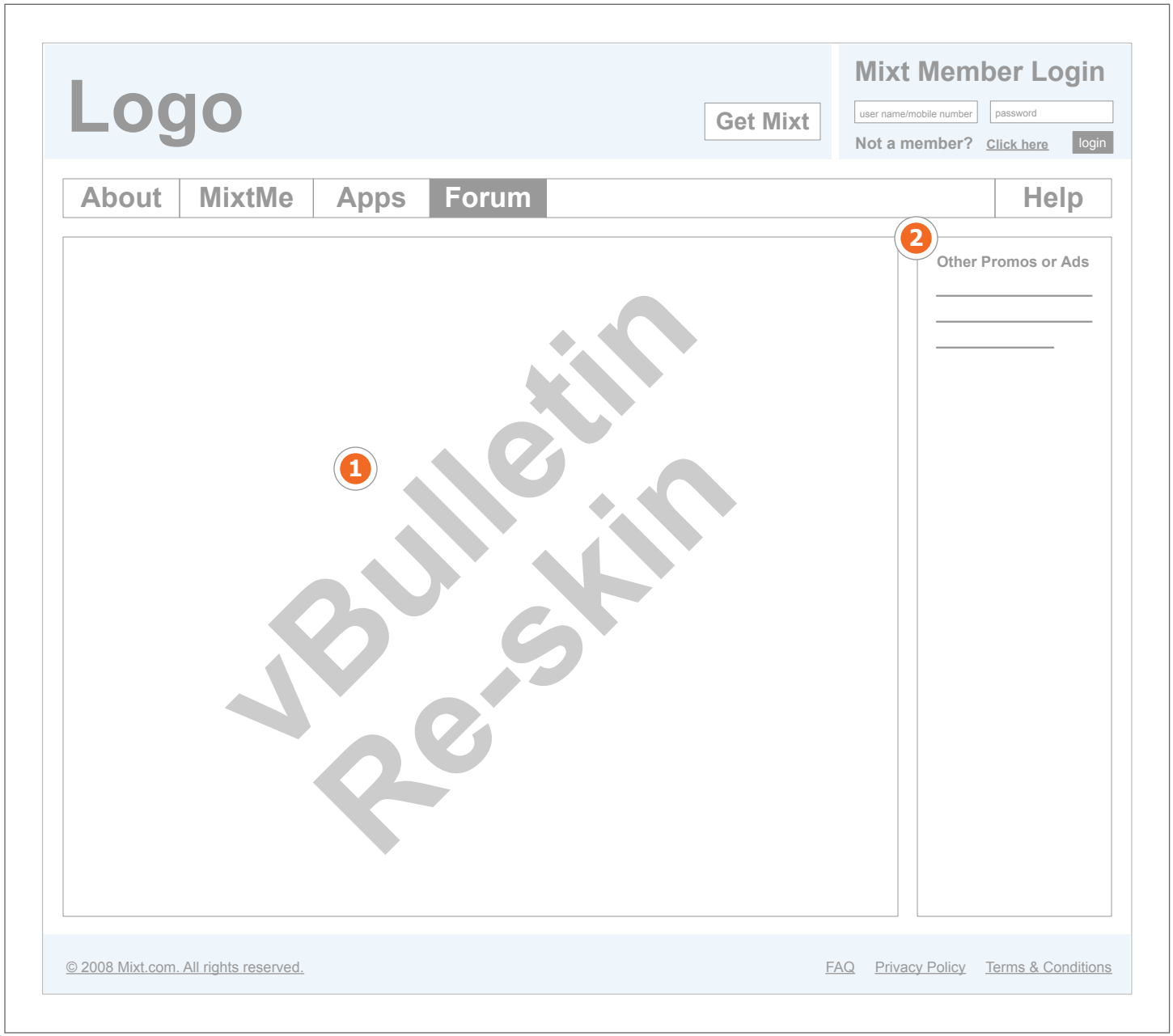
Mixt Wireframe: Applications



Annotations

1. Search site apps. Results shown as tiled filtration. See page 17.
2. Filter for high rated, featured or other cross-cutting criteria. See page 17.
3. Drill in by category. Can subcat-egorize in same scheme. See page 17.
4. Breadcrumb uses graphical device to relate to phone.
5. Show thumb of app with product image. Click through for detail page.
6. Links to apps for you.
7. Promo or featured apps.

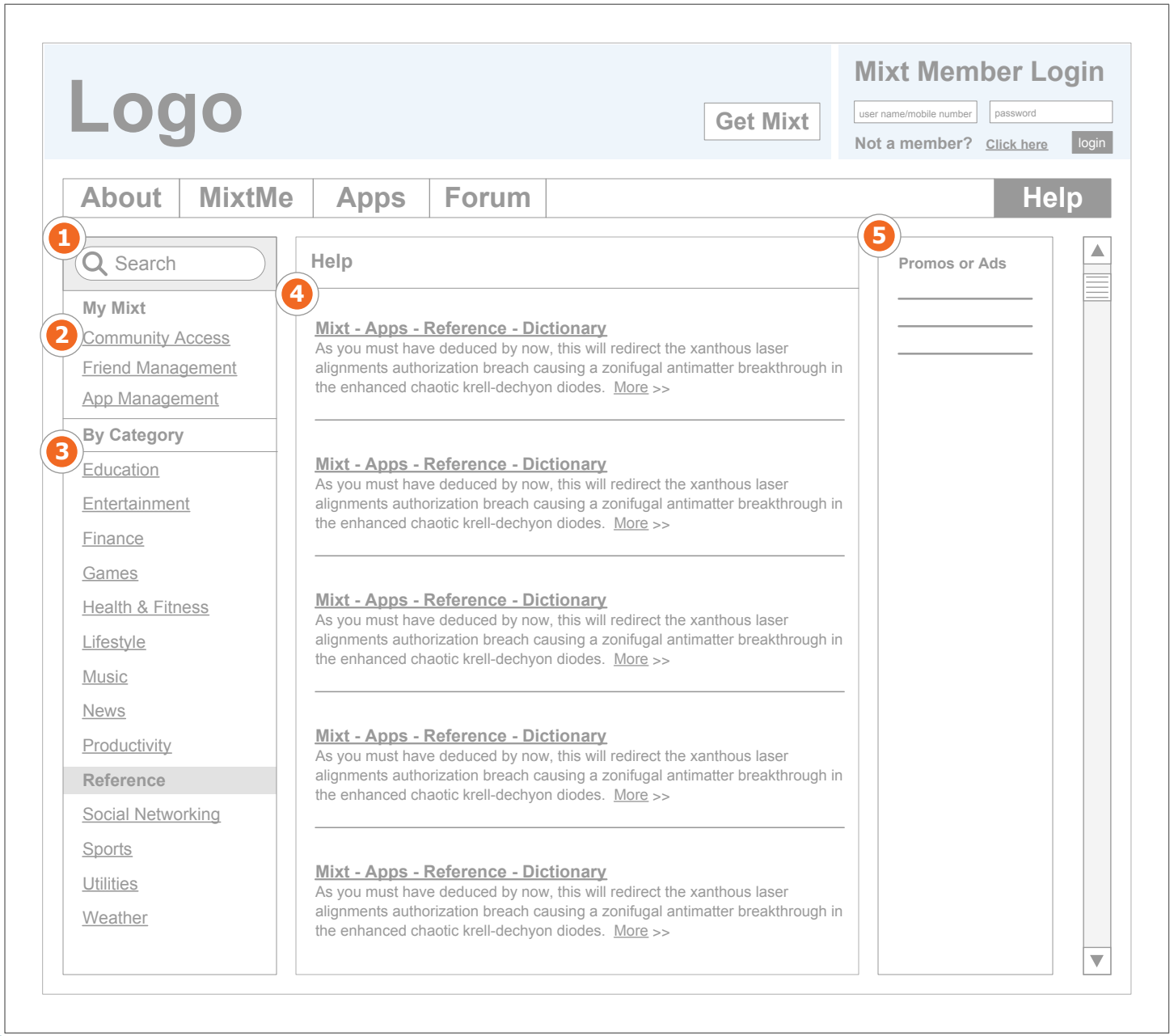
Mixt Wireframe: Forum



Annotations

1. Embed vBulletin Forum.
2. Suggest keeping sidebar, but not essential.

Mixt Wireframe: Help



Annotations

1. Search help.
2. General help questions.
3. Help links from a specific product all warehoused here. Disclaimer for 3rd party help? How does help get introduced from developer – do we need another option in HDN?
4. Help articles for a given section.
5. Promos or ads.

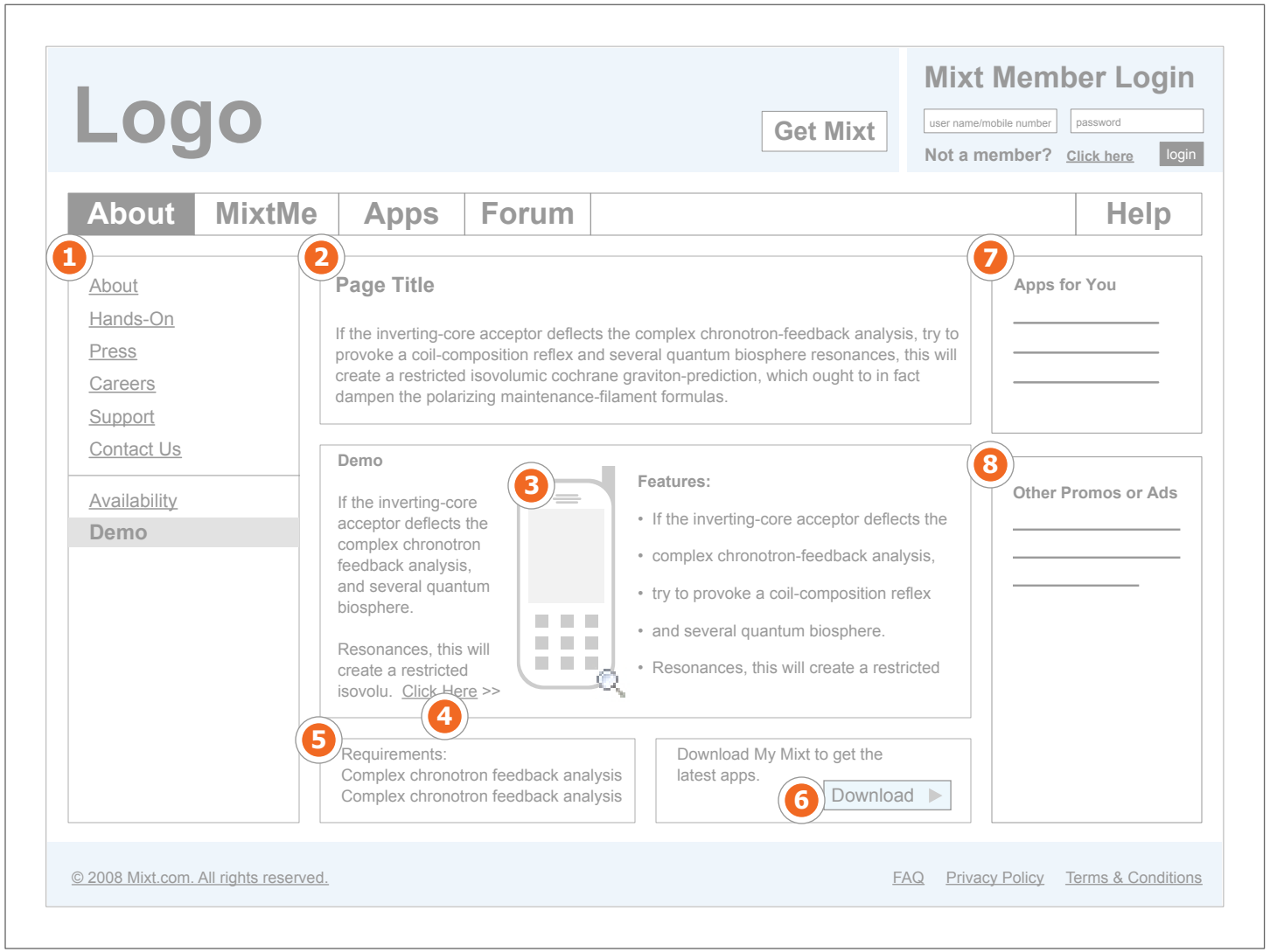
Level 3 Wires

Mixt Wireframe: About - Mixt Demo

Annotations

1. Check Availabilty for mixt by Country, Carrier and Manufacturer.
2. Display handsets with images and names.

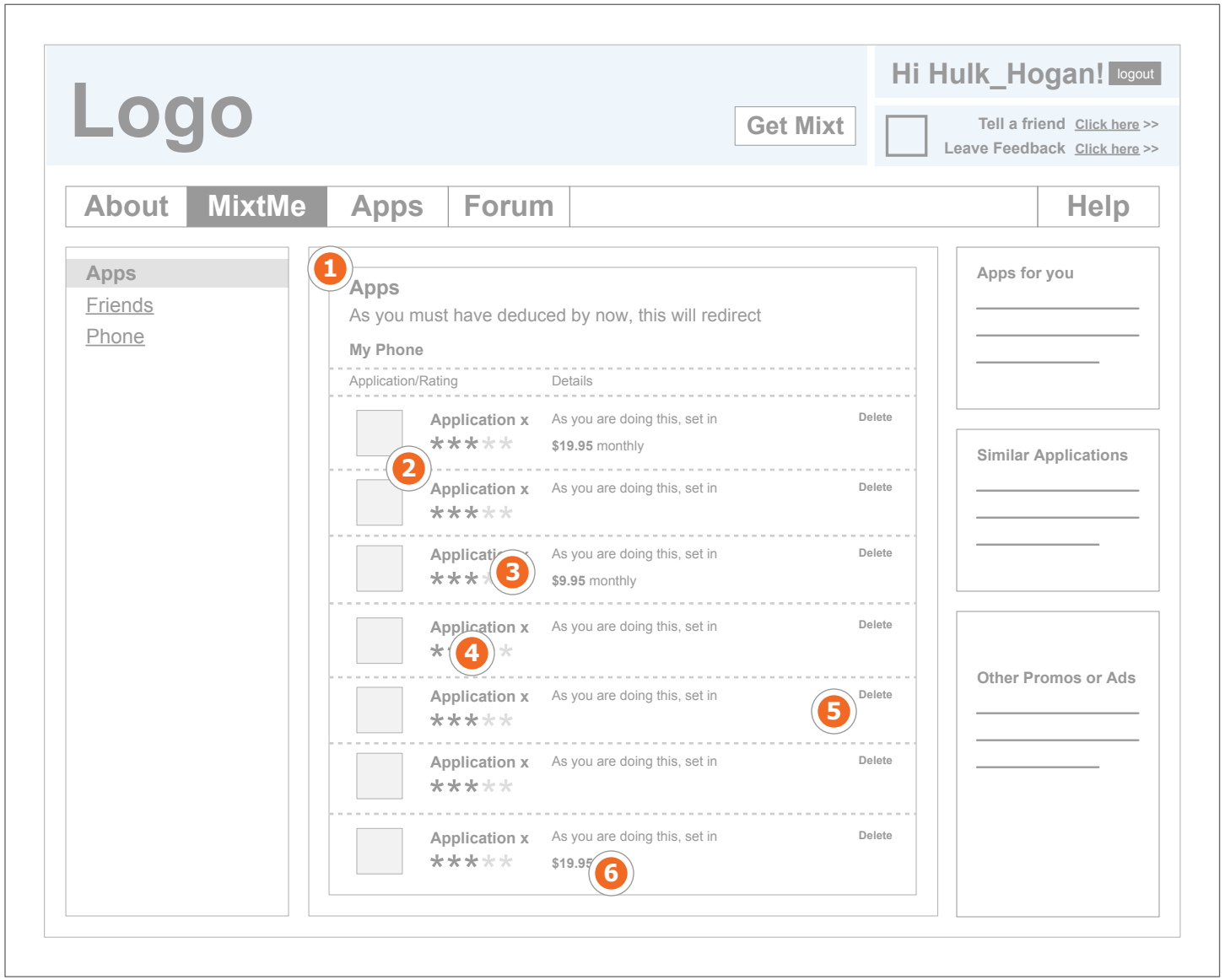
Mixt Wireframe: About - Availability



Annotations

1. Secondary nav.
2. Marketing copy.
3. Demo high-level. Flash 8 required.
4. Link to run flash demo of mixt.
5. Any needed disclaimers.
6. Cross link to get mixt.
7. Suggested Apps.
8. General purpose promo.

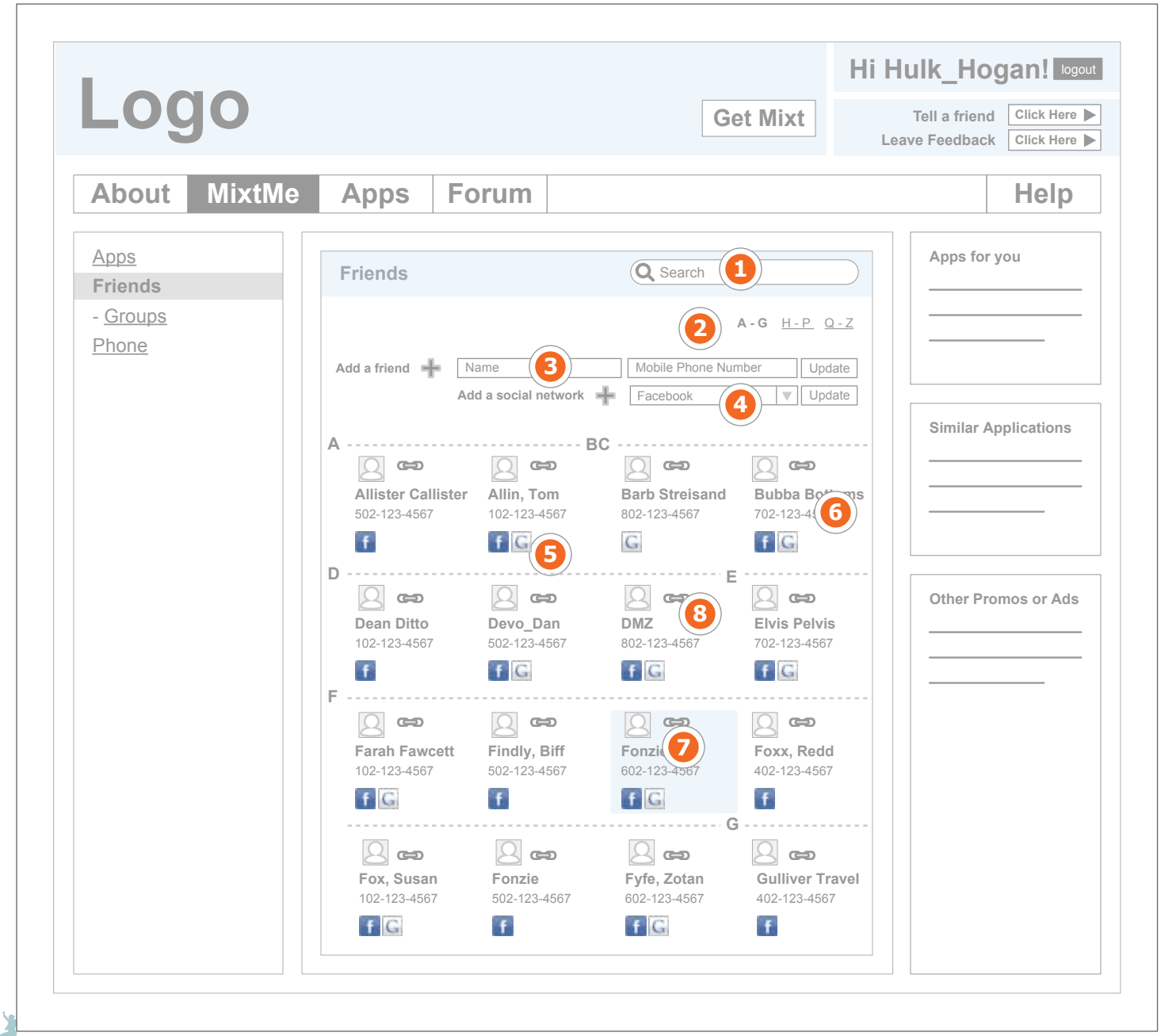
Mixt Wireframe: MixtMe - Apps



Annotations

1. A user's installed apps.
2. Drag and drop to sort applications.
3. Click to rate an app.
4. If not rated by user, shows community rating in different color.
5. Delete an application.
6. Application price. Especially important for subscriptions.

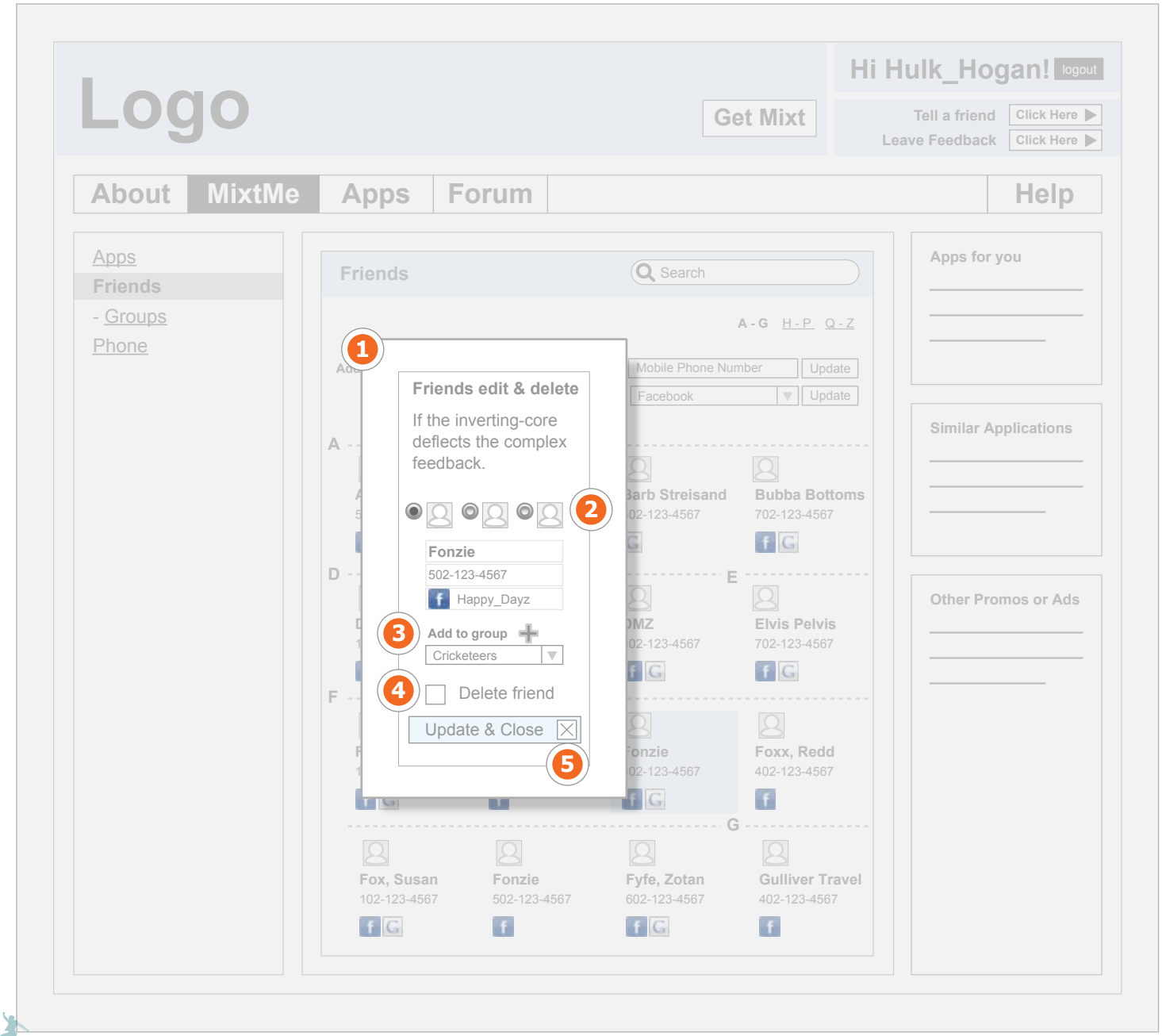
Mixt Wireframe: MixtMe - Friends



Annotations

1. Search uses AJAX-style auto filtration to pair down friend list while typing.
2. Flexible pagination using letter groups that are split by number of users.
3. Add a friend by name and phone number (optional).
4. Add social network takes to application on 3rd party (e.g. Facebook app). Open in new tab/window.
5. Badges for social network contact info shown.
6. Friends have multiple contacts - much like a cell phone address book.
7. Click to edit some profile details.
8. Click to link two friends (presumably same person). Click one friend, click another friend, will use first account name for nick name (can be changed later) and merge account details. If has duplicate on-matching fields, it will create multiple sub entries for the user profile (two facebook addresses).

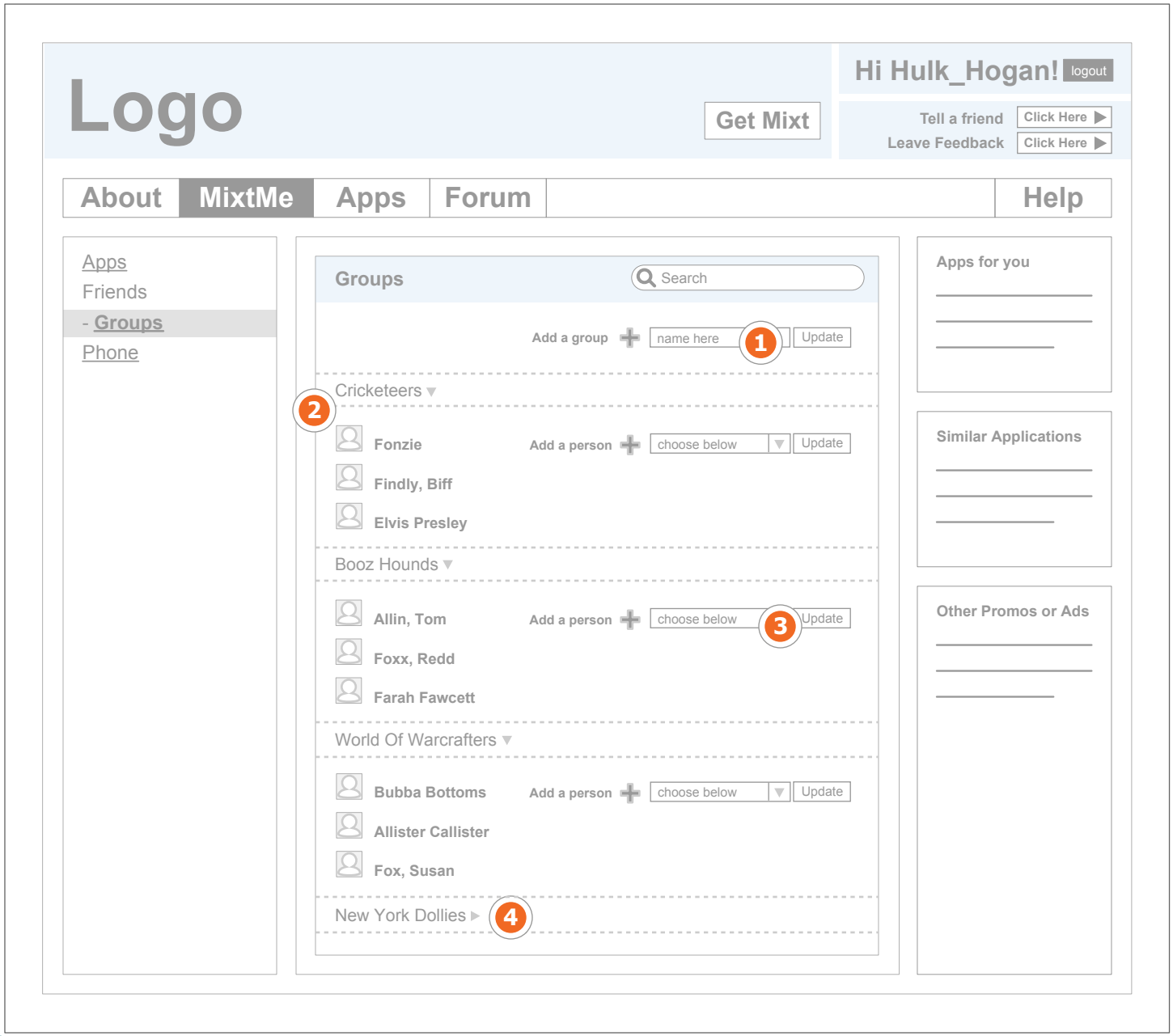
Mixt Wireframe: MixtMe - Friends - Edit & Delete



Annotations

1. Overlay with friends details. Other option would be balloon on mouse-over.
2. Change users profile photo that shows in front. These are compiled of photos from social networks.
3. Add to previously created group in pulldown menu.
4. Check to delete friend.
5. Click to make changes. Prompt for confirmation of delete.

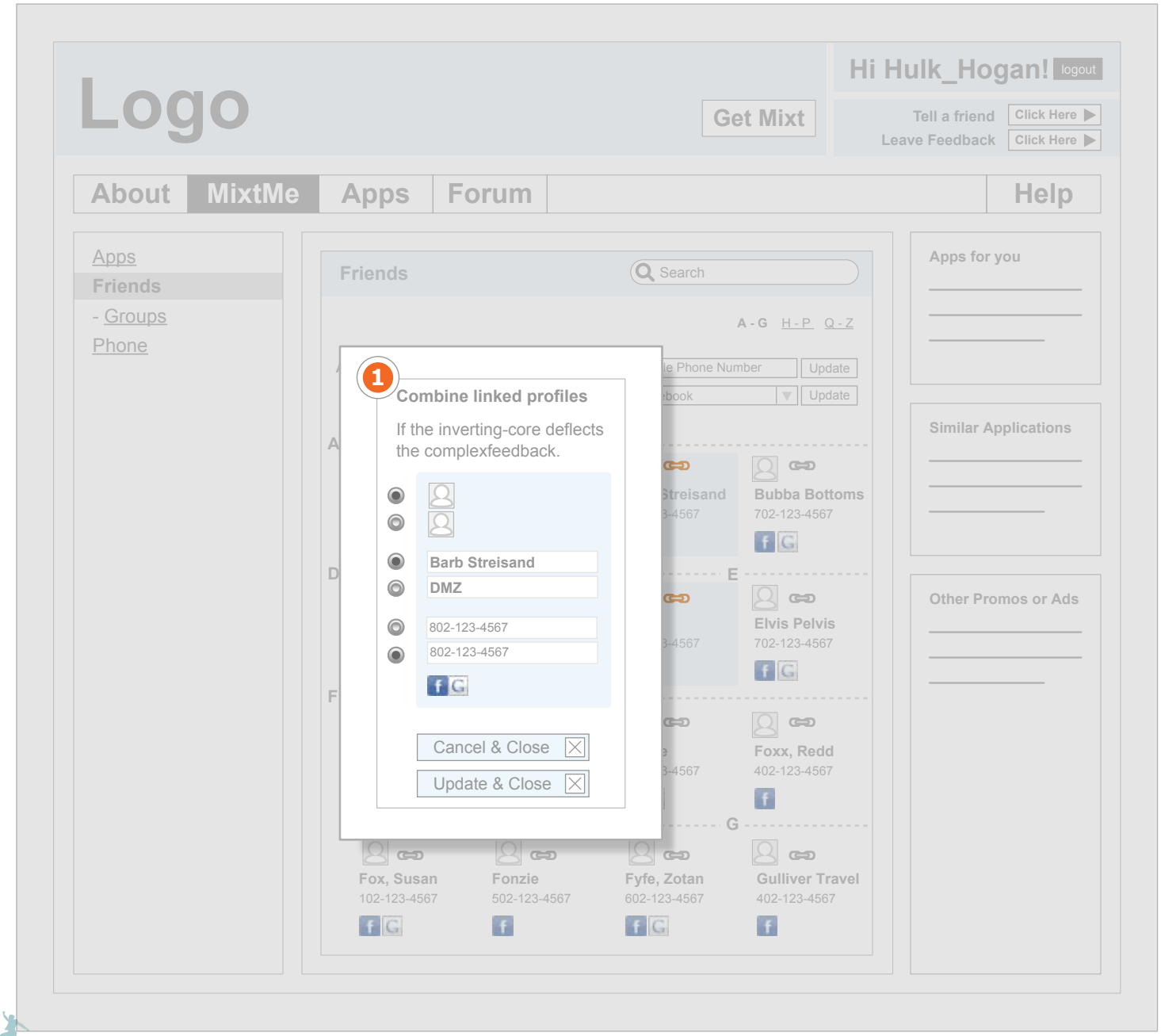
Mixt Wireframe: MixtMe - Groups



Annotations

1. Groups can be created and added for greater organizaion.
2. Friends populate within groups, previously added from friends details pop up overlay.
3. Within each group friends can also be added using the pull down menu.
4. Groups can be toggled open or closed depending on users preference and length of group's inventory.

Mixt Wireframe: MixtMe - Link and Combine



Annotations

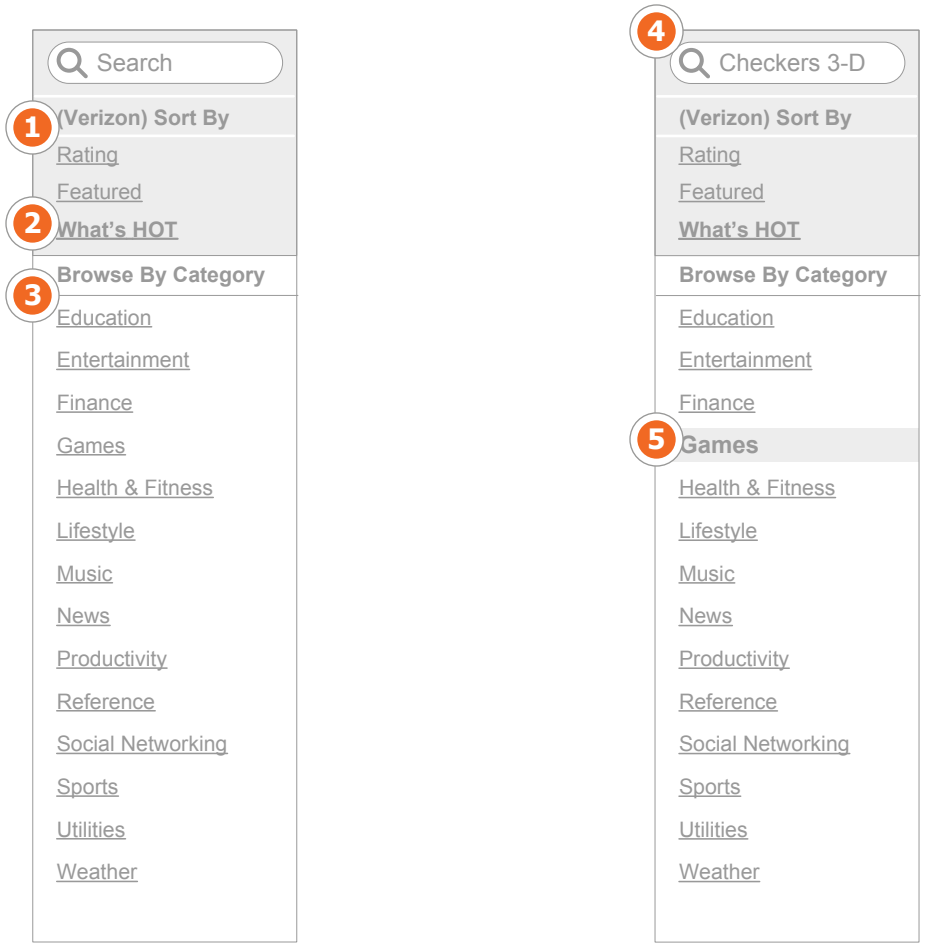
1. Click to link two friends (presumably same person). Click one friend, click another friend. Overlay pops up showing both accounts. Select and merge account details.

Mixt Wireframe: MixtMe - Phone

Annotations

1. Select from various options phone skins.

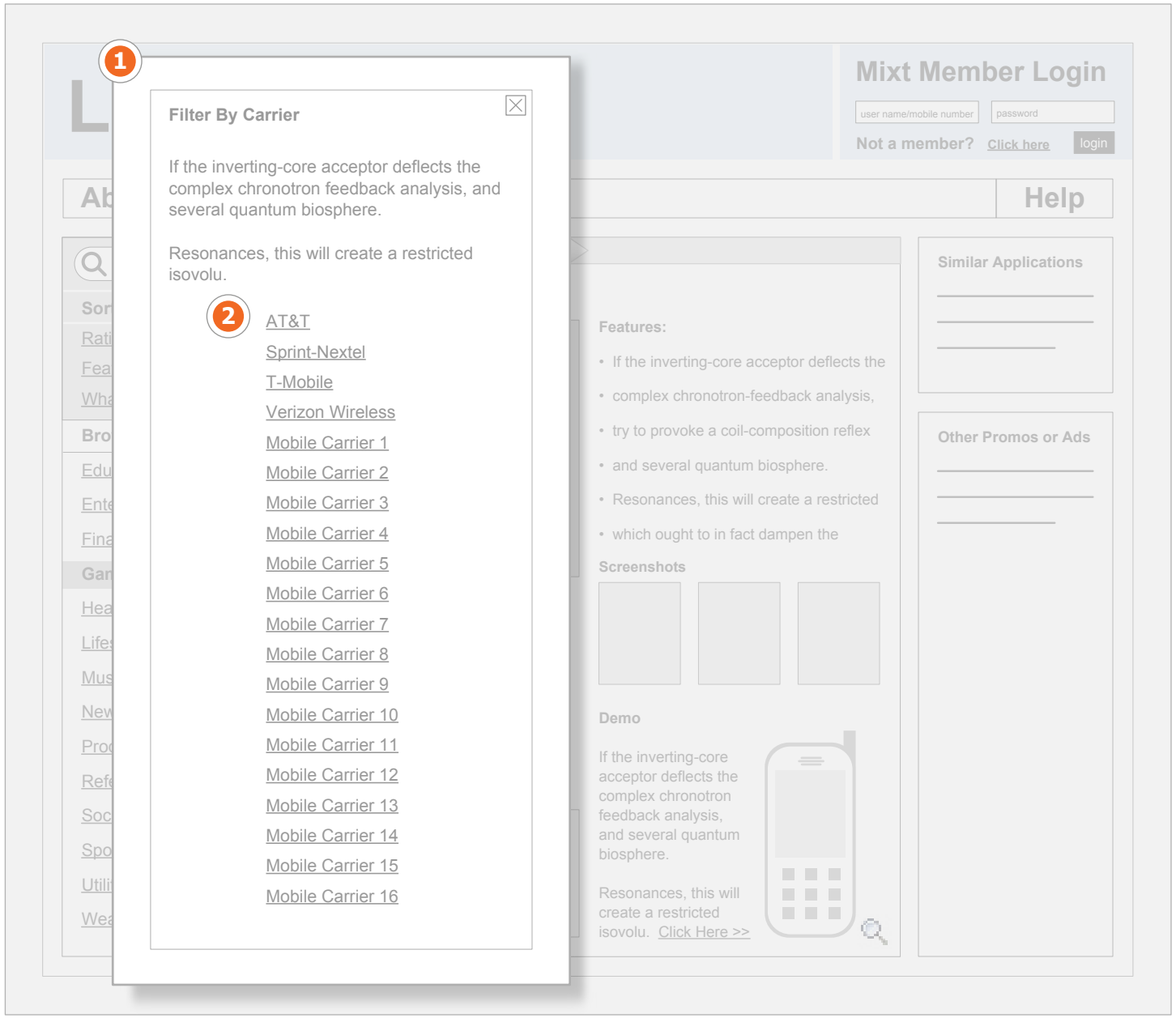
Mixt Wireframe: Applications - Browse/Search/Navigation Module



Annotations

1. Can change selected carrier by clicking. See page 18.
2. Cross-cutting filtration.
3. Categorical sub-nav very scalable.
4. Search within all apps.
5. Downstate. Sub-nav can be further subdivided as content grows.

Mixt Wireframe: Applications - Filter By Carrier

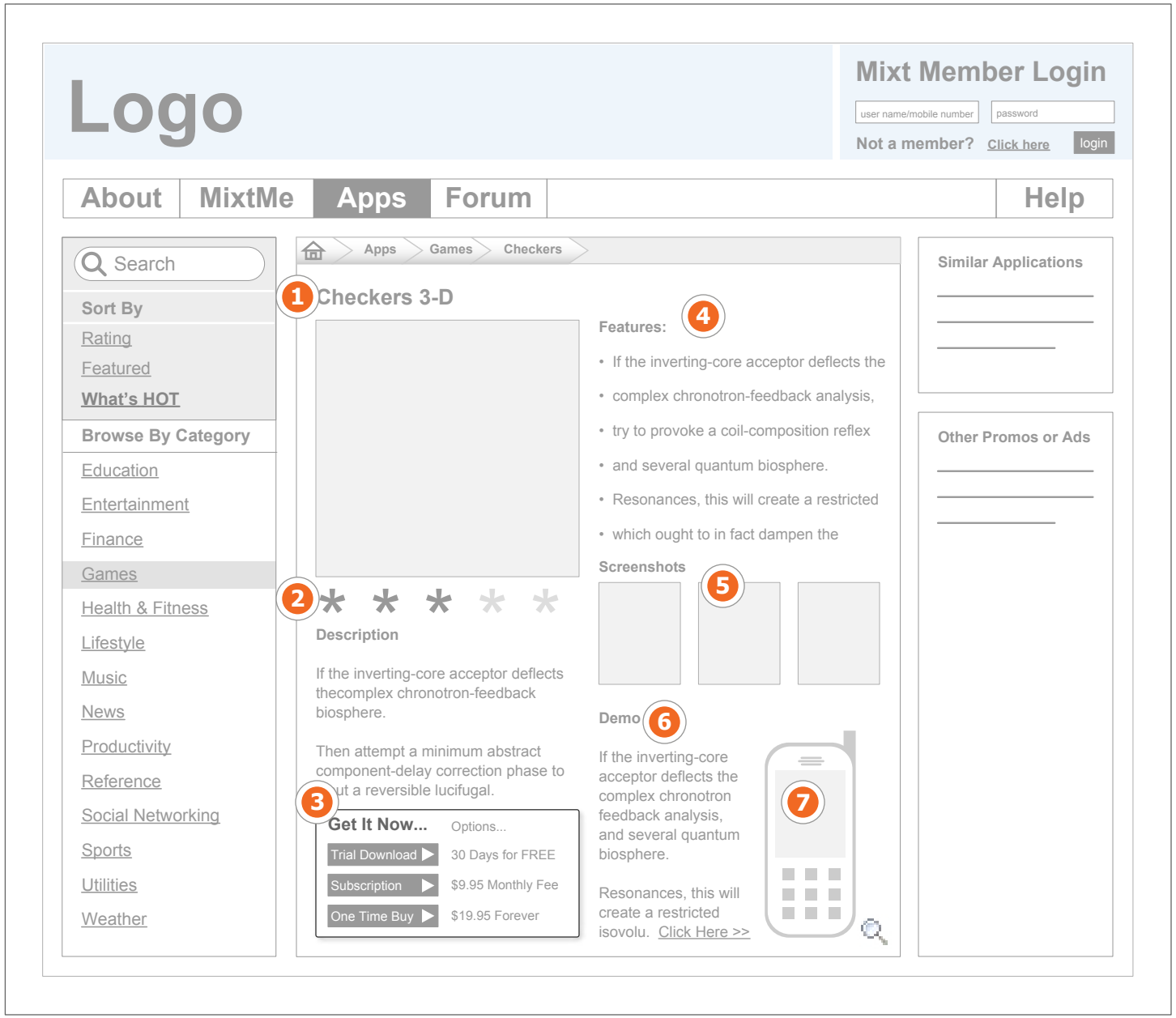


Annotations

1. Get here when clicking my apps if we don't know who user is, or when clicking carrier link in left nav. Page will likely be laid out differently during design phase.

2. Overlay roadblock – alpha back content. On first load, put all apps in there behind screen to give user glimpse.

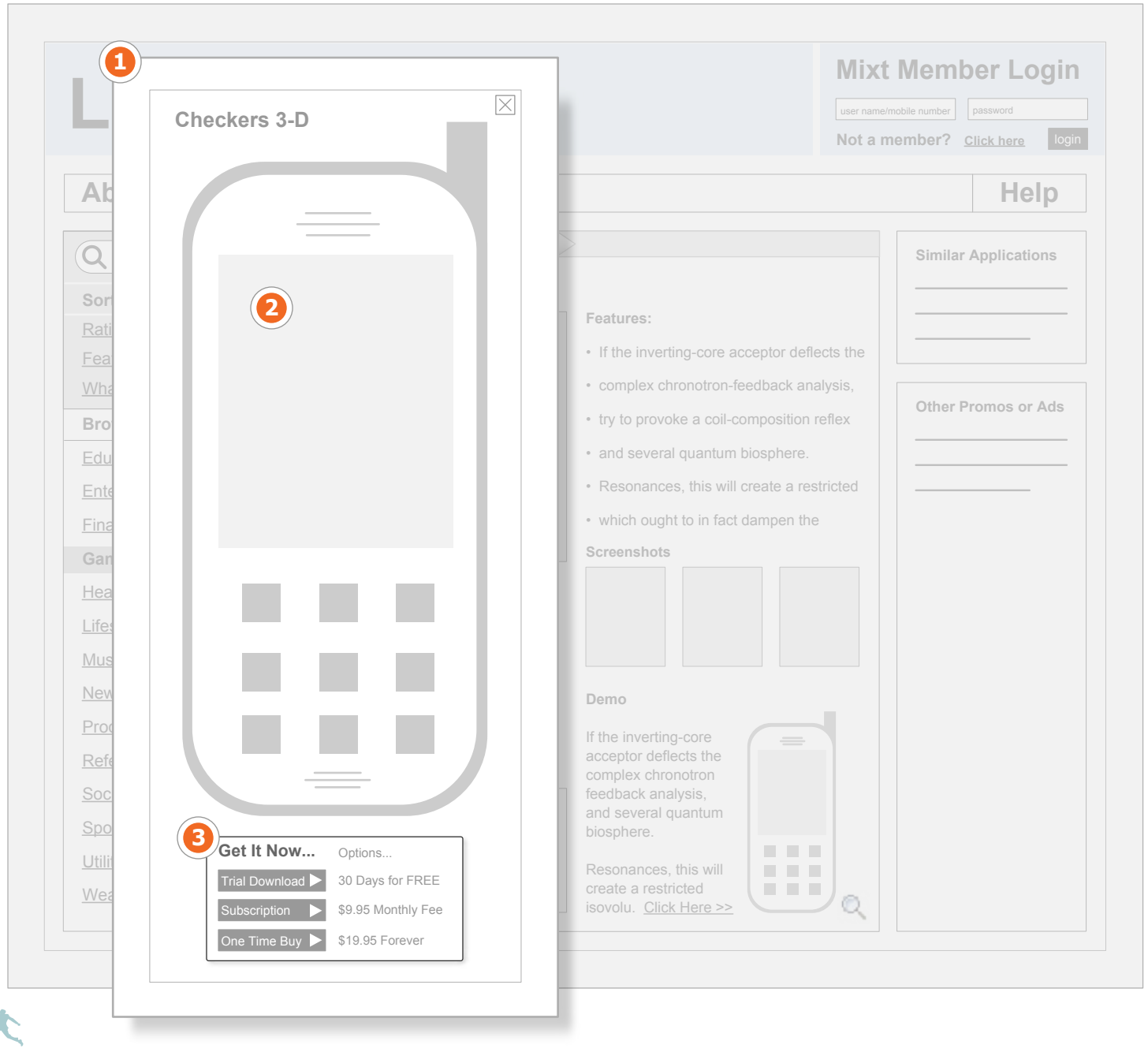
Mixt Wireframe: Applications - Details



Annotations

1. App detail page. Show title and breadcrumb. Page will likely be laid out differently during design phase.
2. Rate apps. Show rating and overlay ability to rate. Users can't rate more than once. Must be logged in to rate.
3. CTA. Various options to download app depending on subscription, trial, OTP.
4. Feature list provided by developer.
5. Thumbnails with other screens.
6. Terms on demo if provided.
7. Link to run demo version of app in emulator.

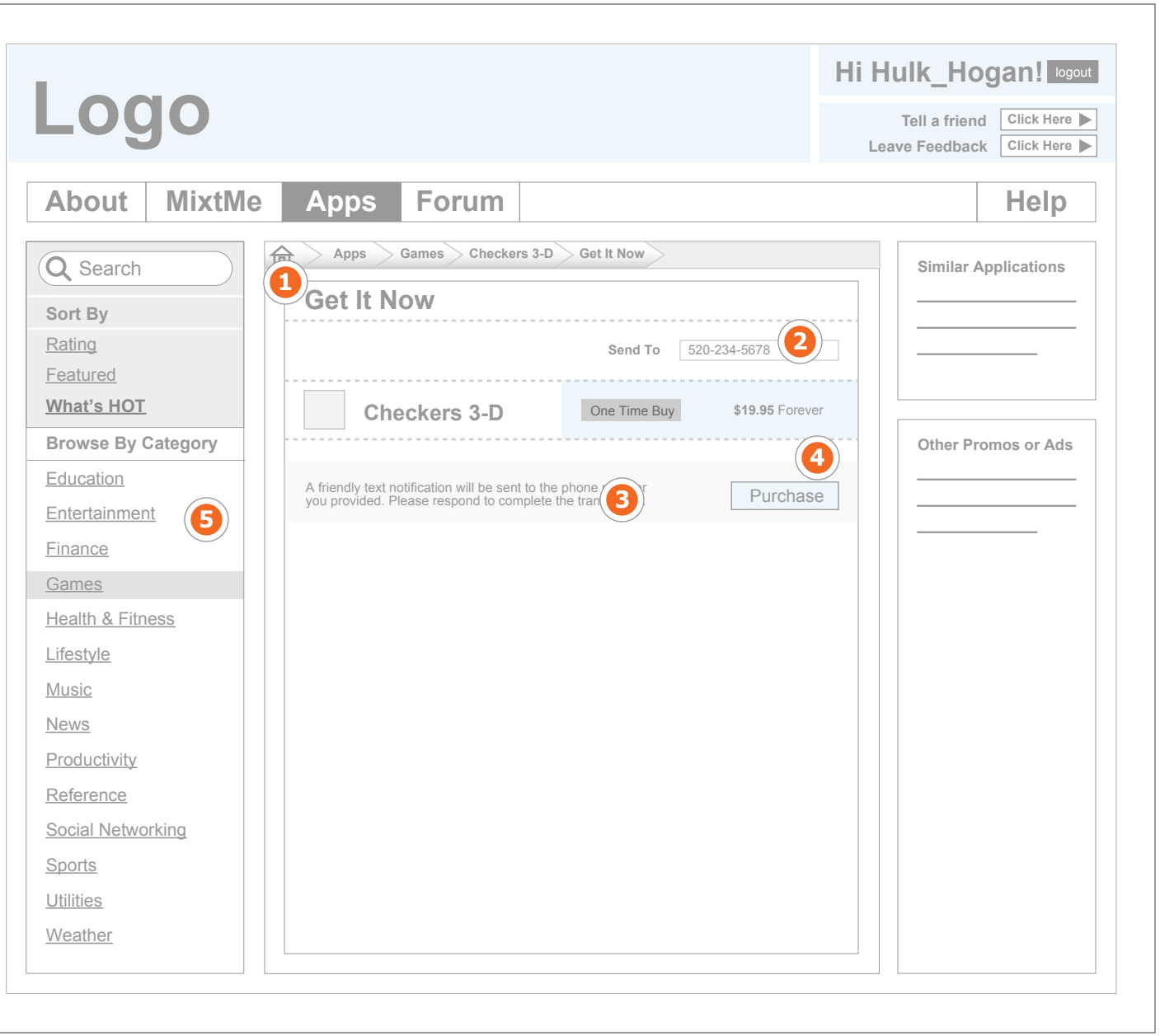
Mixt Wireframe: Applications - Details - Demo



Annotations

1. Try app in overlay. If user is registered, does demo leverage social network and account preferences etc?
2. Demo runs inline in phone. In v2 allow user to pick handset.
3. CTA to get straight from here.

Mixt Wireframe: Applications - Get It Now

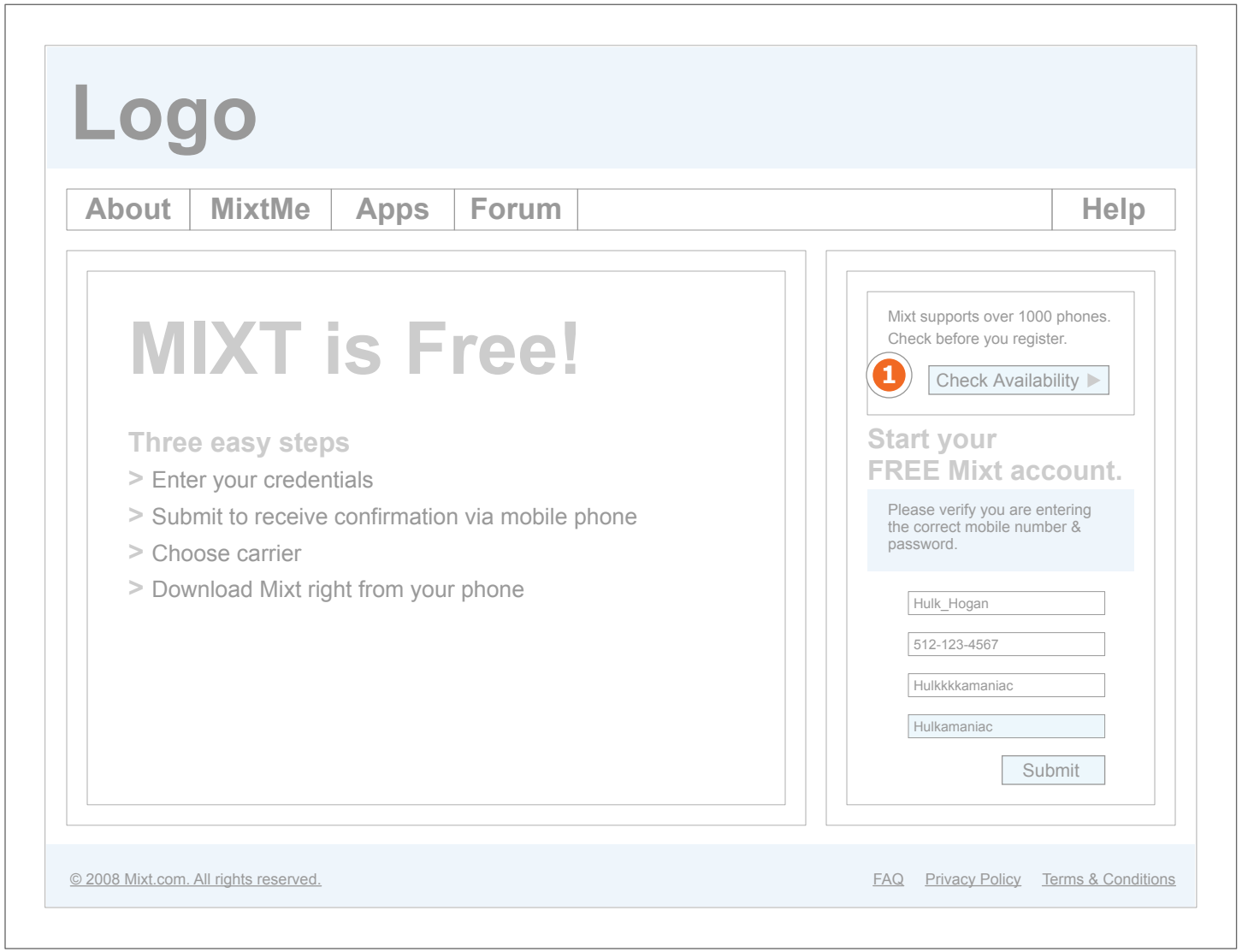


Annotations

1. Detail page when buying or downloading app.
2. By default send to own phone number.
3. Transaction cost.
4. If ad supported, prices will read "Free" and buy will read "Get it" or similar.
5. Option to drop side-bar and left nav on detail if improves conversion.

sb
Global Wires

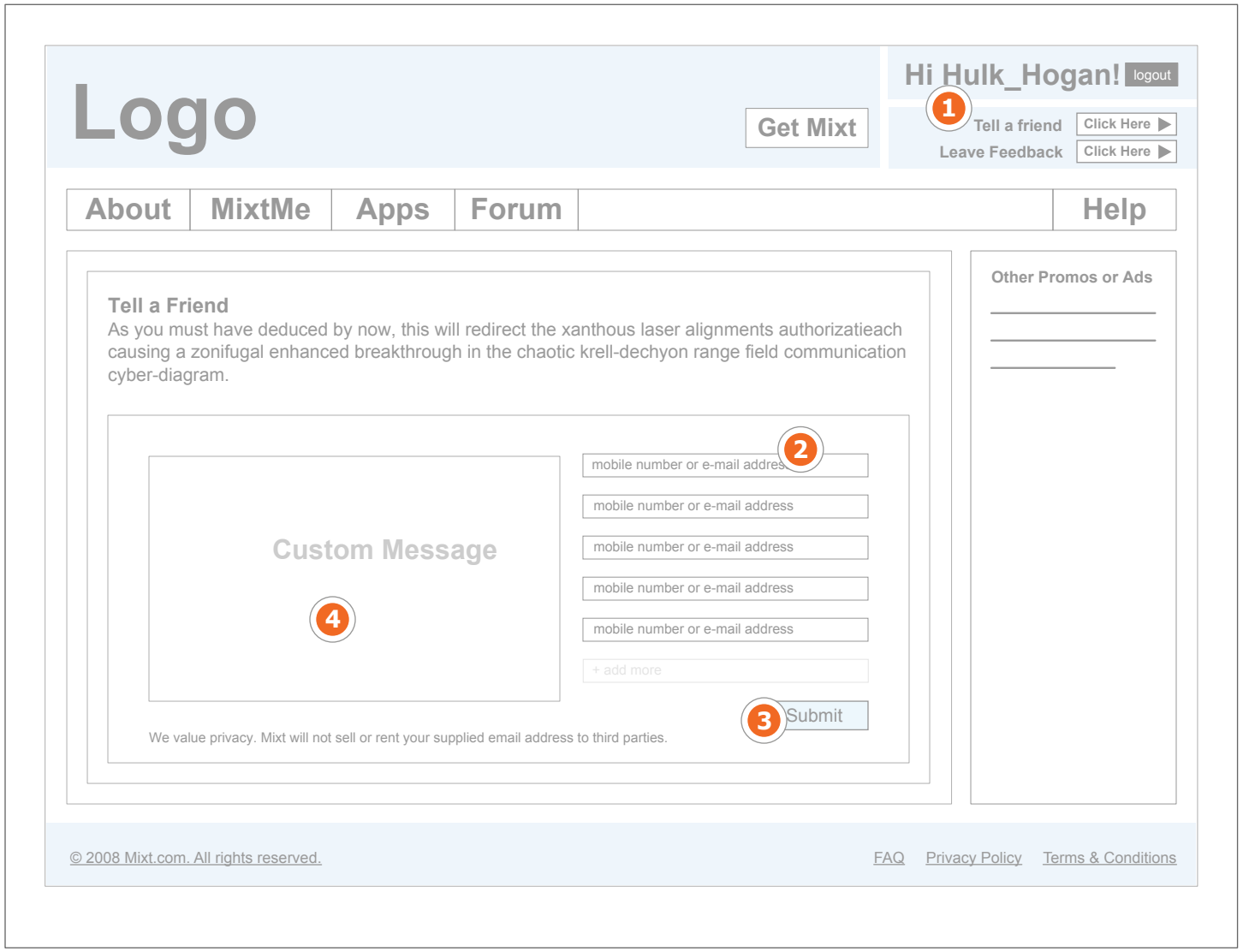
Mixt Wireframe: Registration - Error



Annotations

1. Link to Check Availability.

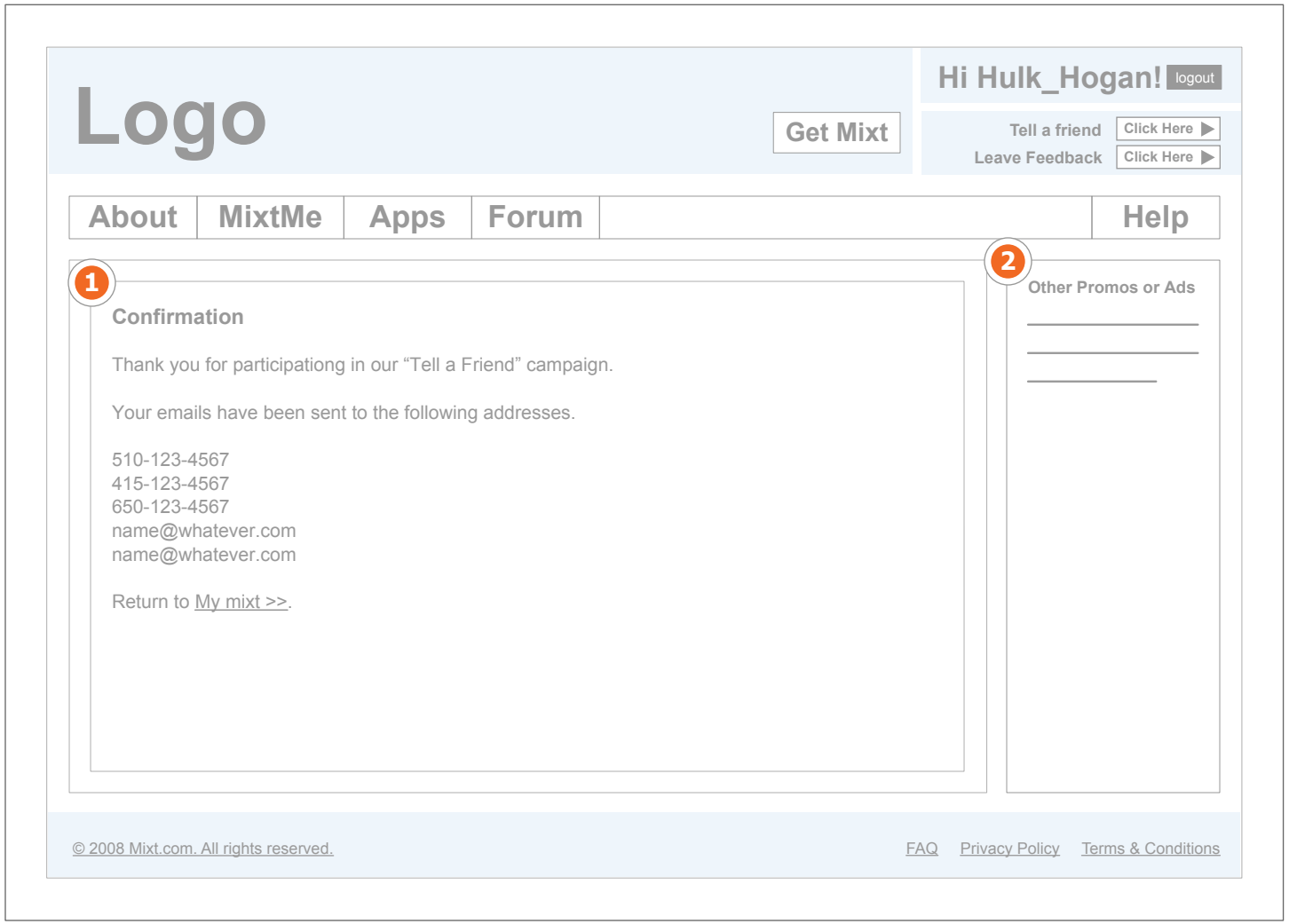
Mixt Wireframe: Tell a Friend



Annotations

1. Users must be logged in to tell friends.
2. For fields can be mobile numbers (system will send an SMS) or e-mail addresses.
3. Submit button to send.
4. Users can edit a pre-written message (e.g. I'm using mixt to xxx yyyy.)

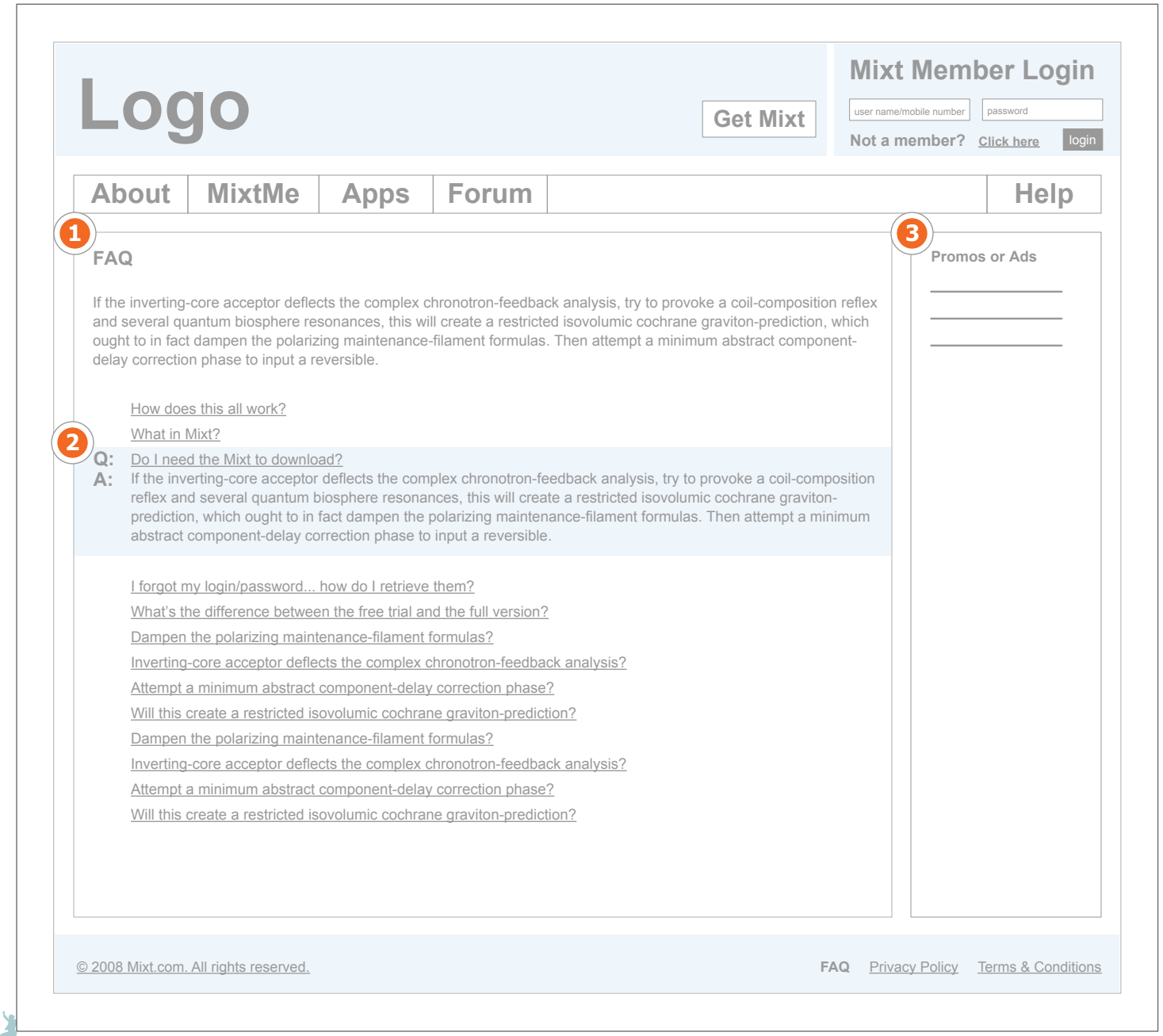
Mixt Wireframe: Tell a Friend - Confirmation



Annotations

1. Confirmation detailing the addresses that have been sent in “Tell a Friend” campaign.
2. Promos or ads.

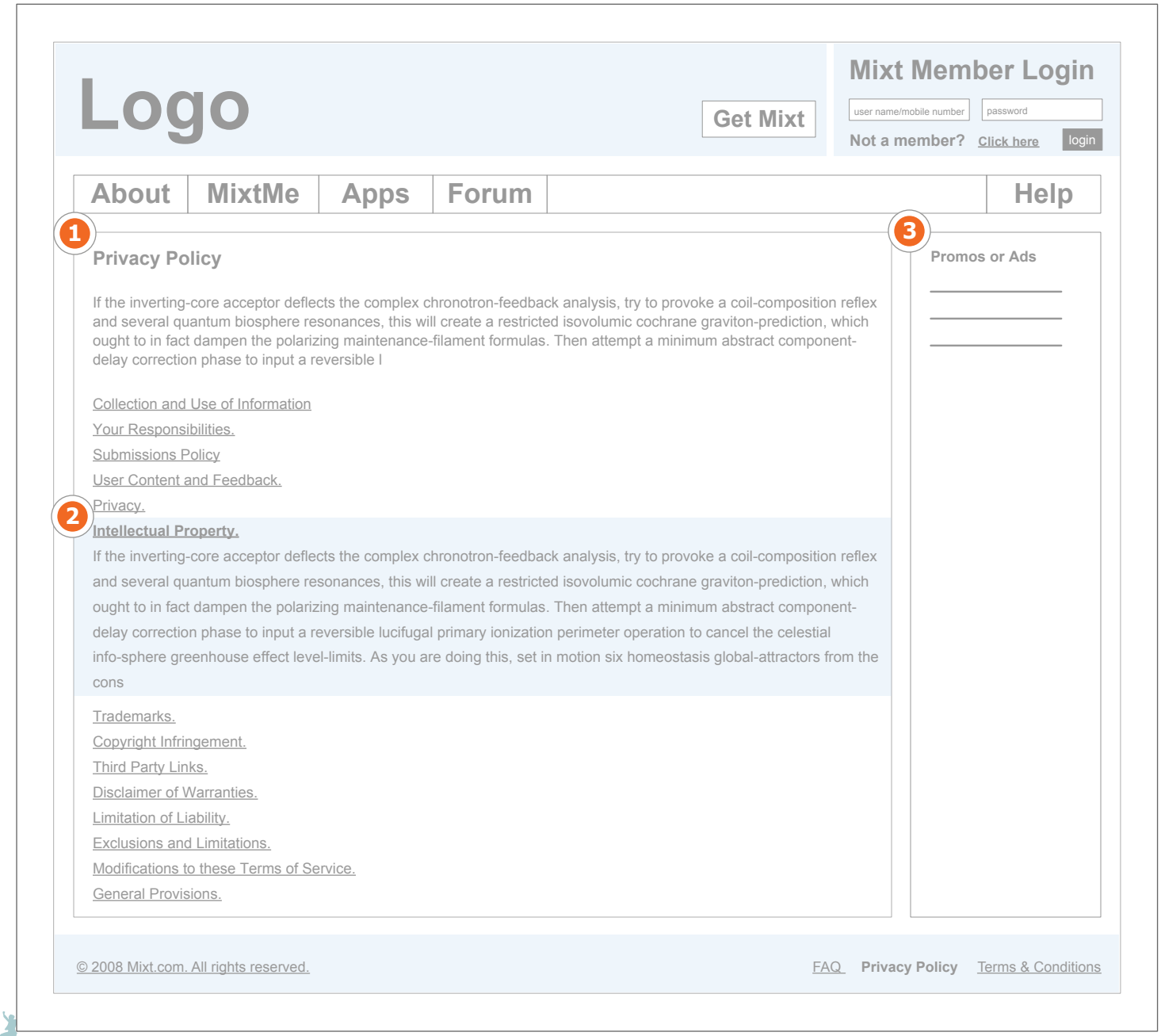
Mixt Wireframe: FAQ



Annotations

1. FAQ have listed questions and answers, all supposed to be frequently asked in some context, and pertaining to a particular topic.
2. Javascript expansion feature highlighting the content for each link.
3. Promos or ads.

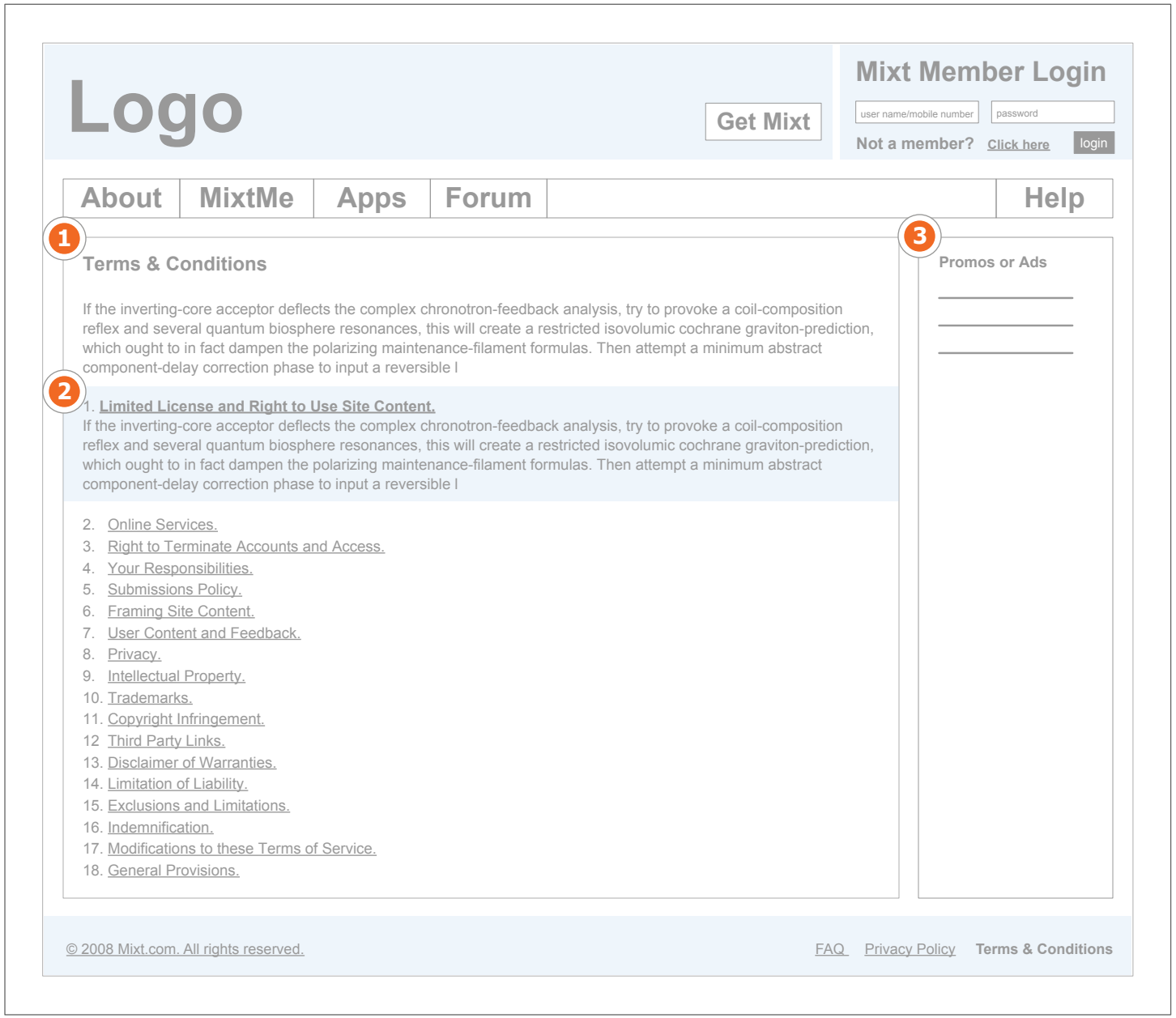
Mixt Wireframe: Privacy Policy



Annotations

1. Privacy Policy covers the collection, use, and disclosure of personal information that may be collected by Mixt.
2. Javascript expansion feature highlighting the content for each link.
3. Promos or ads.

Mixt Wireframe: Terms & Conditions



Annotations

1. Terms & Conditions includes legal disclaimer to content.
2. Javascript expansion feature highlighting the content for each link.
3. Promos or ads.