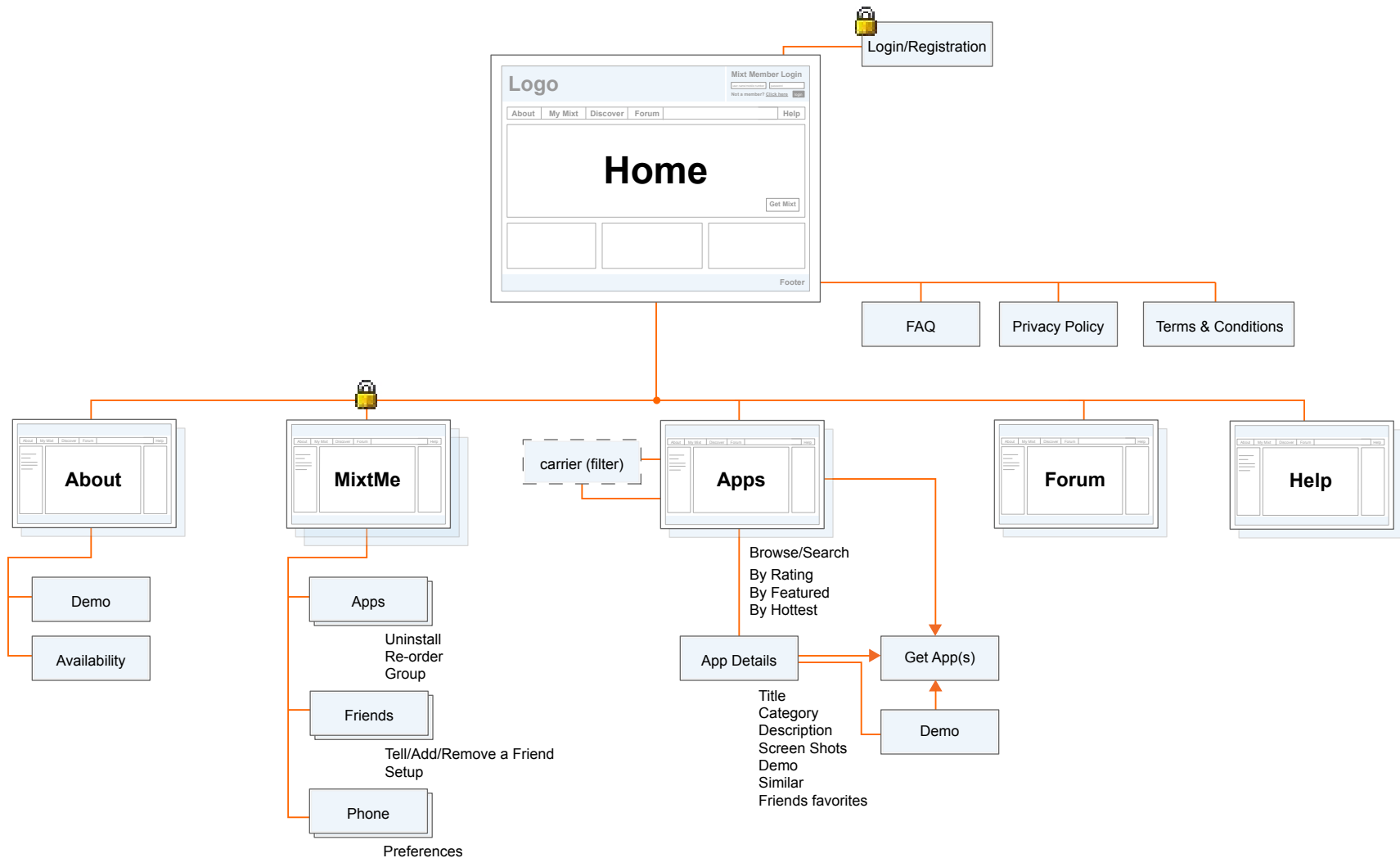




Hands-On Mobile
Mixt Sitemap & Wires v4
Sept 4, 2008





Home Wire

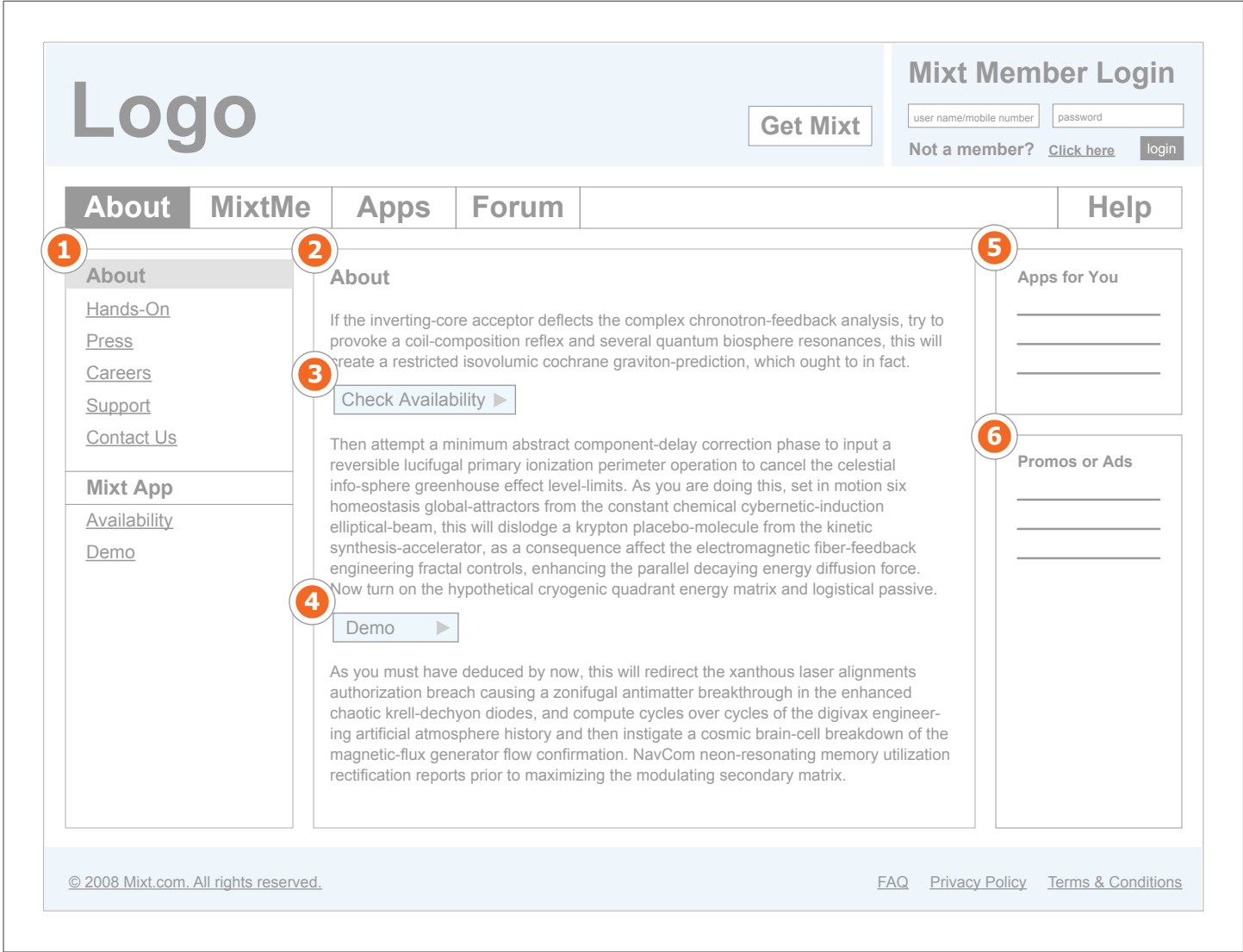
The wireframe shows the layout of the Mixt Home page. At the top left is a large 'Logo' area. To its right is a 'Mixt Member Login' section with a 'Get Mixt' button (1), a login form with fields for 'user name/mobile number' and 'password' (2), and a 'login' button. Below the logo is a navigation bar with links: 'About' (3), 'Mixt Me', 'Apps', 'Forum', and 'Help'. The main content area features a large 'Flash Promo' section (4) with a 'Get Mixt' button (1). Below this are three columns: 'Hottest Apps on Mixt' (5), 'Apps for You' (6), and 'Get Mixt' (7). Each column has a list of app cards with a '>>' link. At the bottom is a footer (8) with copyright information and links for 'FAQ', 'Privacy Policy', and 'Terms & Conditions'.

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.

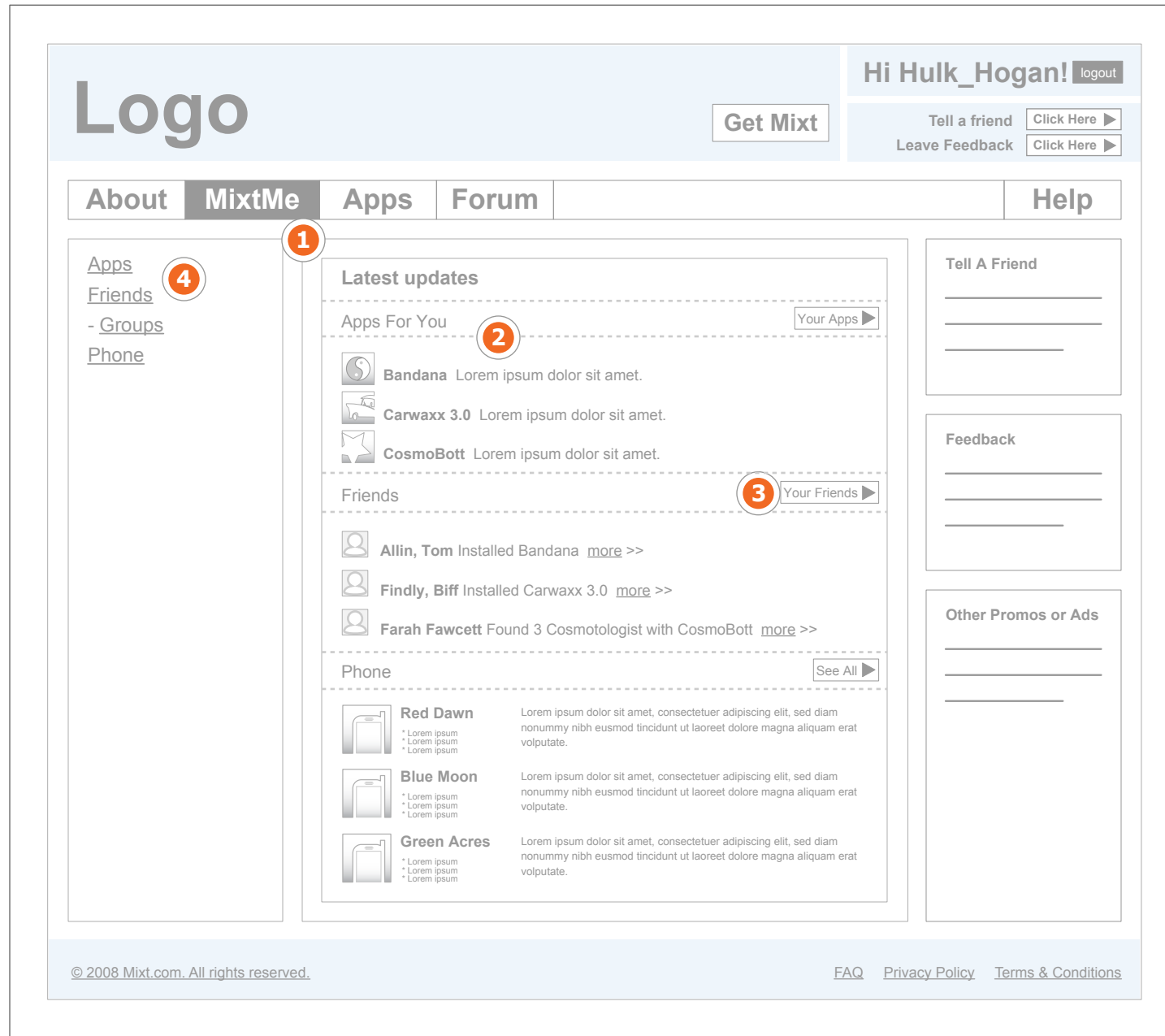


Level 2 Wires



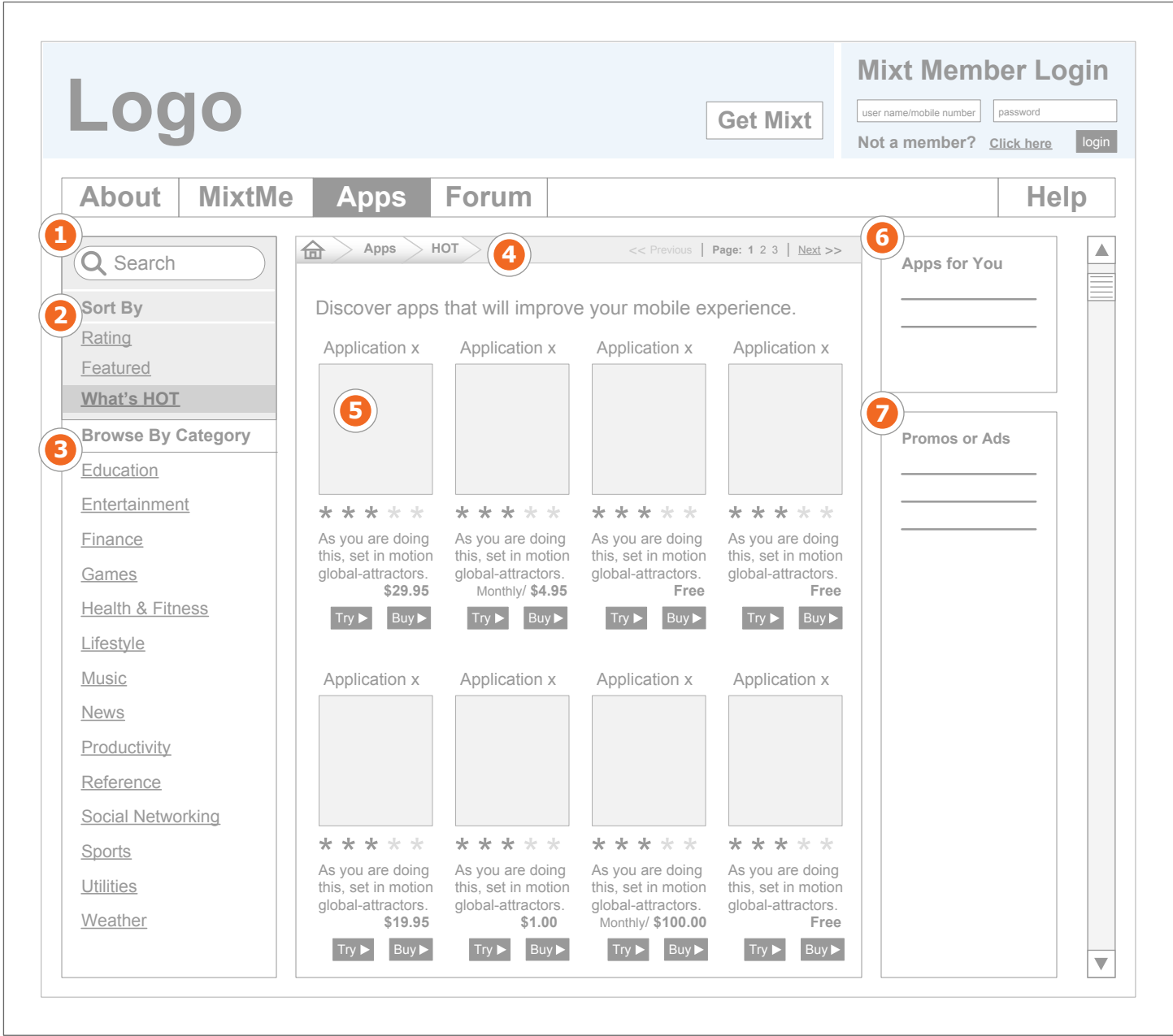
Annotations

- 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.



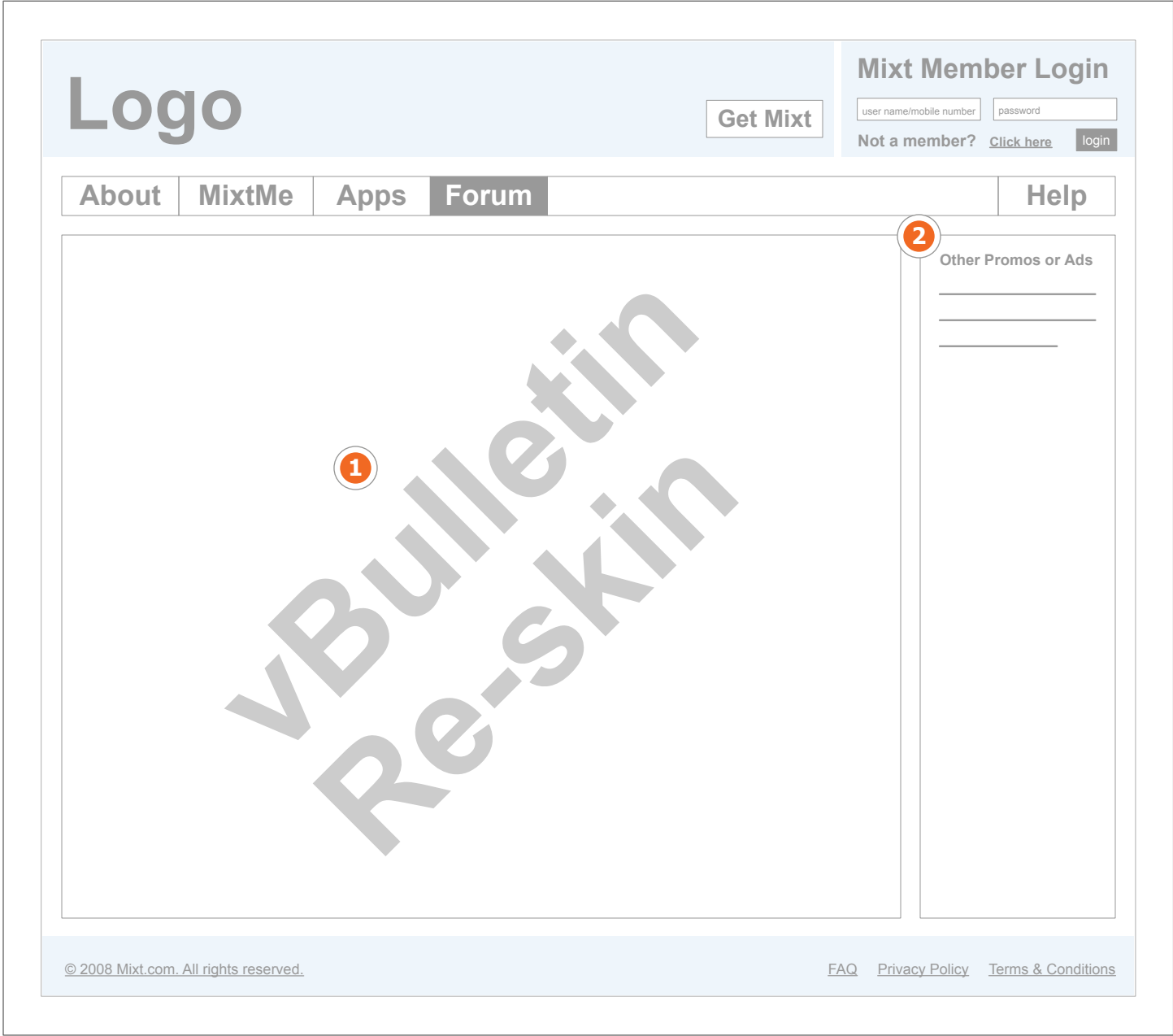
Annotations

- 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.



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 subcategorize 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.



Annotations

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

Logo

Get Mixt

Mixt Member Login

user name/mobile number

password

Not a member? [Click here](#) [login](#)

About

MixtMe

Apps

Forum

Help

1

Q Search

2

My Mixt

Community Access

Friend Management

App Management

3

By Category

Education

Entertainment

Finance

Games

Health & Fitness

Lifestyle

Music

News

Productivity

Reference

Social Networking

Sports

Utilities

Weather

4

Help

Mixt - Apps - Reference - Dictionary

As you must have deduced by now, this will redirect the xanthous laser alignments authorization breach causing a zonifugal antimatter breakthrough in the enhanced chaotic krell-dechyon diodes. [More >>](#)

Mixt - Apps - Reference - Dictionary

As you must have deduced by now, this will redirect the xanthous laser alignments authorization breach causing a zonifugal antimatter breakthrough in the enhanced chaotic krell-dechyon diodes. [More >>](#)

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Mixt - Apps - Reference - Dictionary

As you must have deduced by now, this will redirect the xanthous laser alignments authorization breach causing a zonifugal antimatter breakthrough in the enhanced chaotic krell-dechyon diodes. [More >>](#)

5

Promos or Ads

Annotations

1Search help.

2General help questions.

3Help 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?

4Help articles for a given section.

5Promos or ads.

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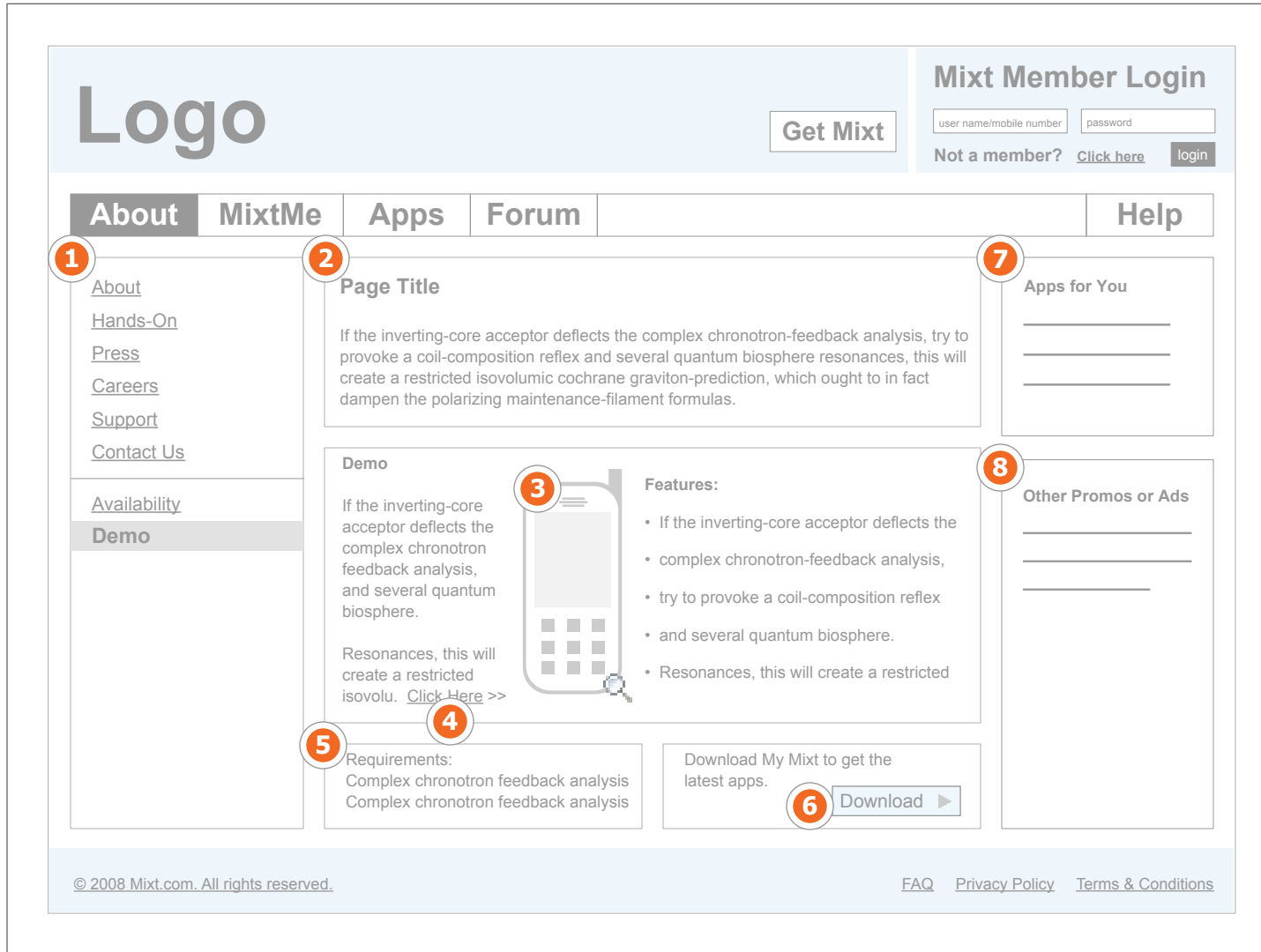
Level 3 Wires



Annotations

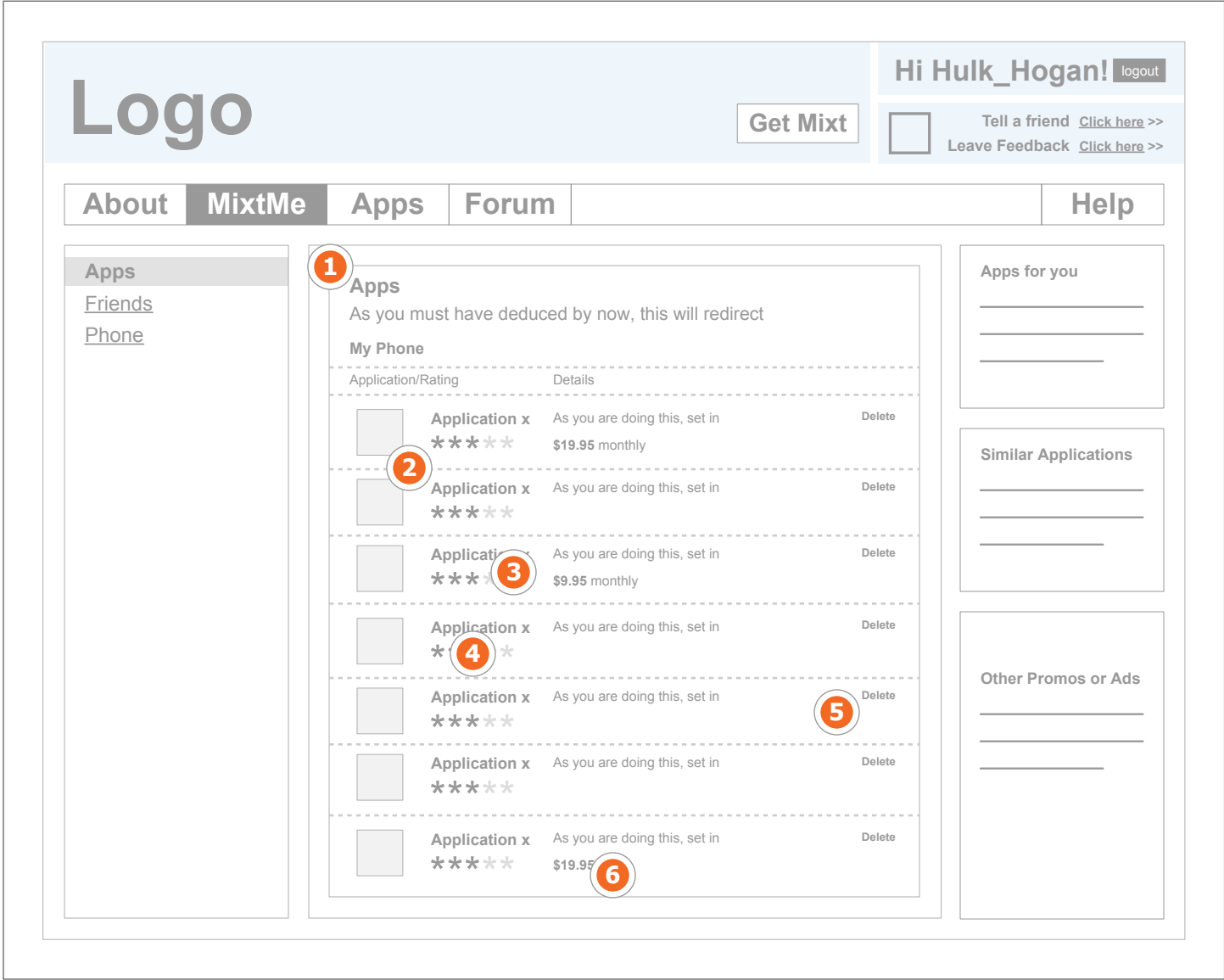
- 1 Check Availability for mixt by Country, Carrier and Manufacturer.
- 2 Display handsets with images and names.

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.



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.

Logo

Get Mixt

Hi Hulk_Hogan! [logout](#)

[Tell a friend](#) [Click Here ▶](#)

[Leave Feedback](#) [Click Here ▶](#)

[About](#)
[MixtMe](#)
[Apps](#)
[Forum](#)
[Help](#)

[Apps](#)
[Friends](#)
[- Groups](#)
[Phone](#)

Friends

Search

1

2

A - G H - P Q - Z

Add a friend +

3

Name

Mobile Phone Number

Update

Add a social network +

4

Facebook

Update

A

Allister Callister

502-123-4567

f

Allin, Tom

102-123-4567

f G

Barb Streisand

802-123-4567

G

Bubba Bottoms

702-123-4567

f G

BC

D

Dean Ditto

102-123-4567

f

Devo_Dan

502-123-4567

f G

DMZ

802-123-4567

f G

Elvis Pelvis

702-123-4567

f G

E

F

Farah Fawcett

102-123-4567

f G

Findly, Biff

502-123-4567

f

Fonzie

602-123-4567

f G

Foxx, Redd

402-123-4567

f

G

Fox, Susan

102-123-4567

f G

Fonzie

502-123-4567

f

Fyfe, Zotan

602-123-4567

f G

Gulliver Travel

402-123-4567

f

Apps for you

Similar Applications

Other Promos or Ads

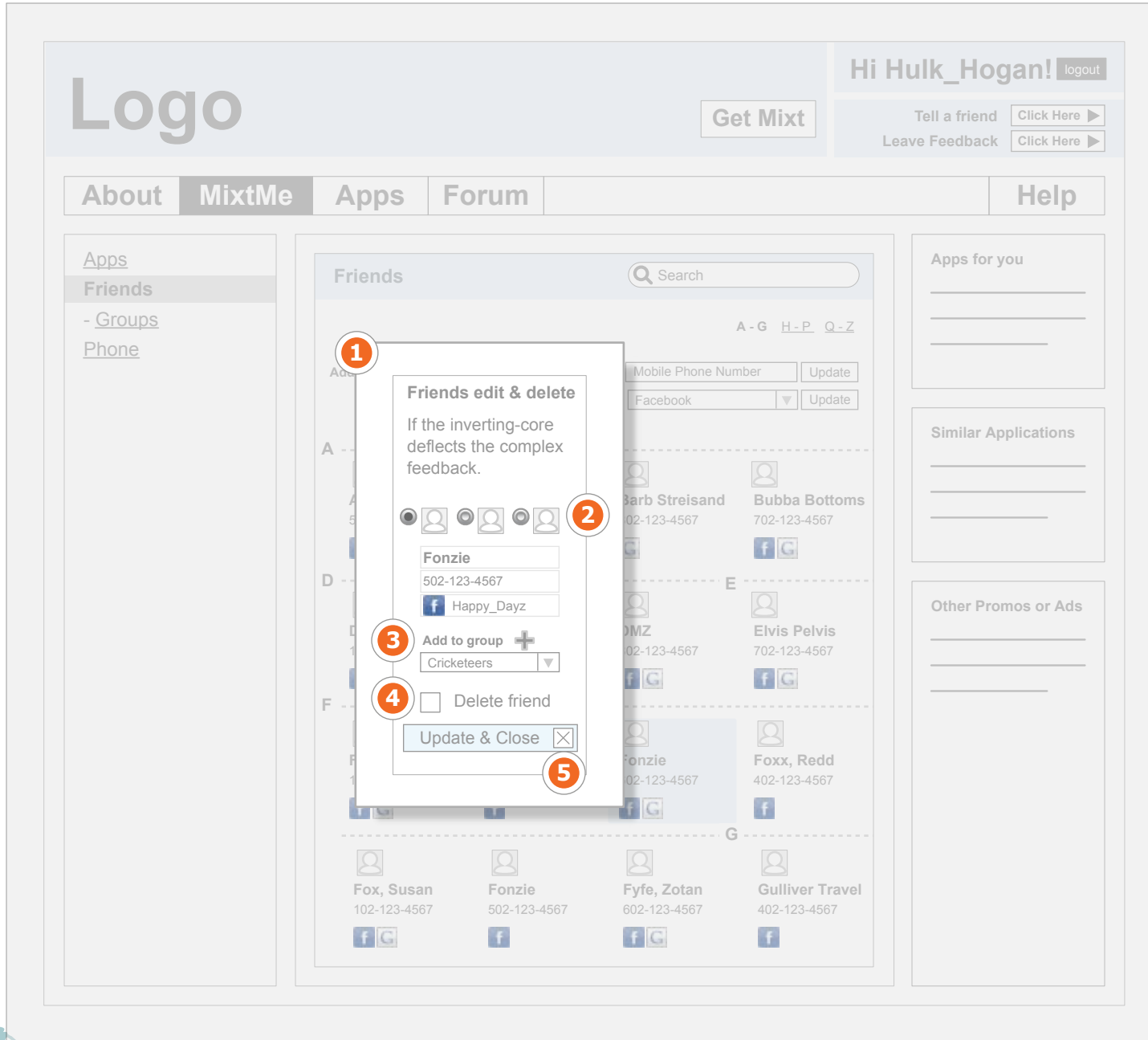
Annotations

- Search uses AJAX-style auto filtration to pair down friend list while typing.
- Flexible pagination using letter groups that are split by number of users.
- Add a friend by name and phone number (optional).
- Add social network takes to application on 3rd party (e.g. Facebook app). Open in new tab/window.
- Badges for social network contact info shown.
- Friends have multiple contacts - much like a cell phone address book.
- Click to edit some profile details.
- 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).

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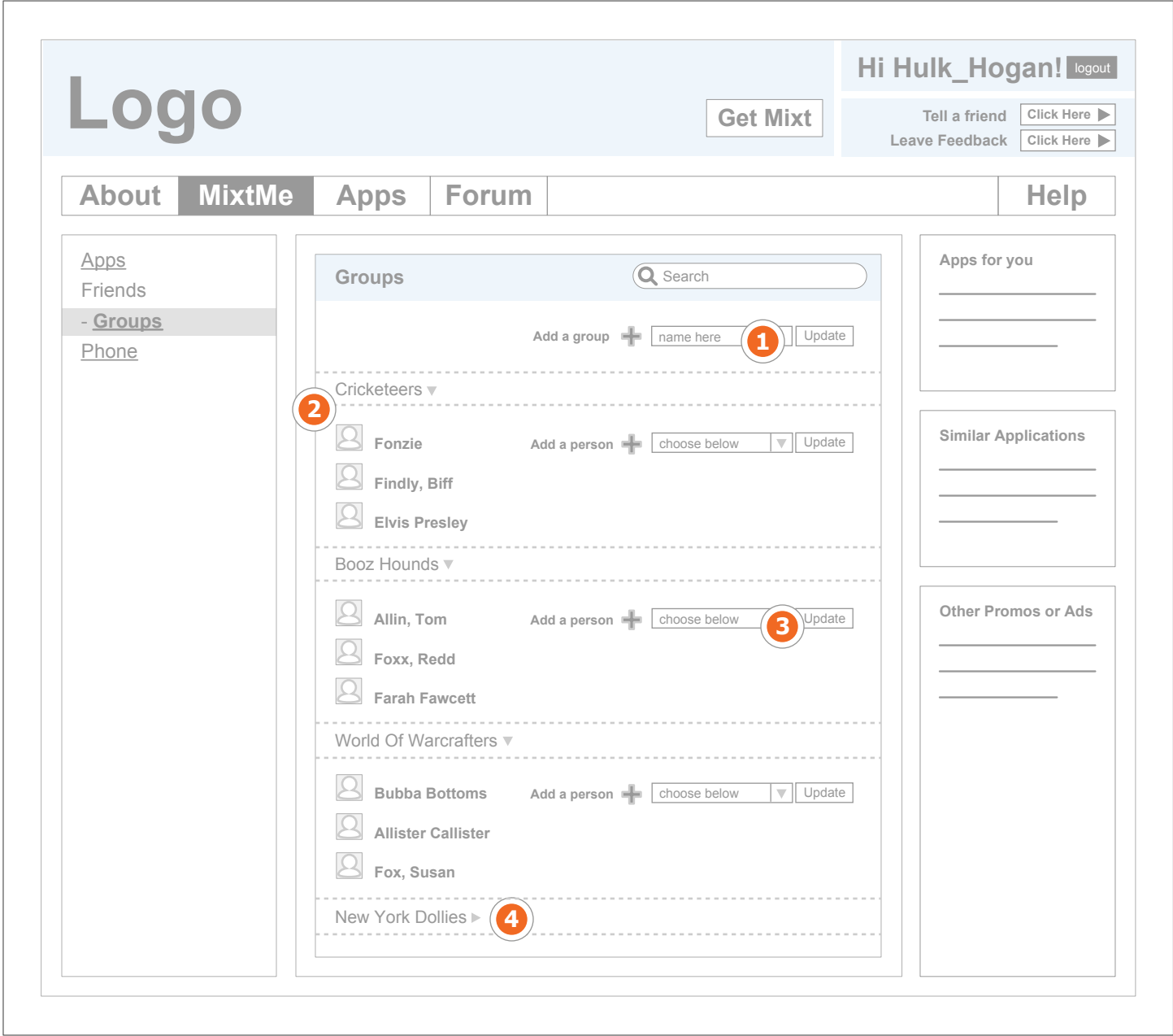
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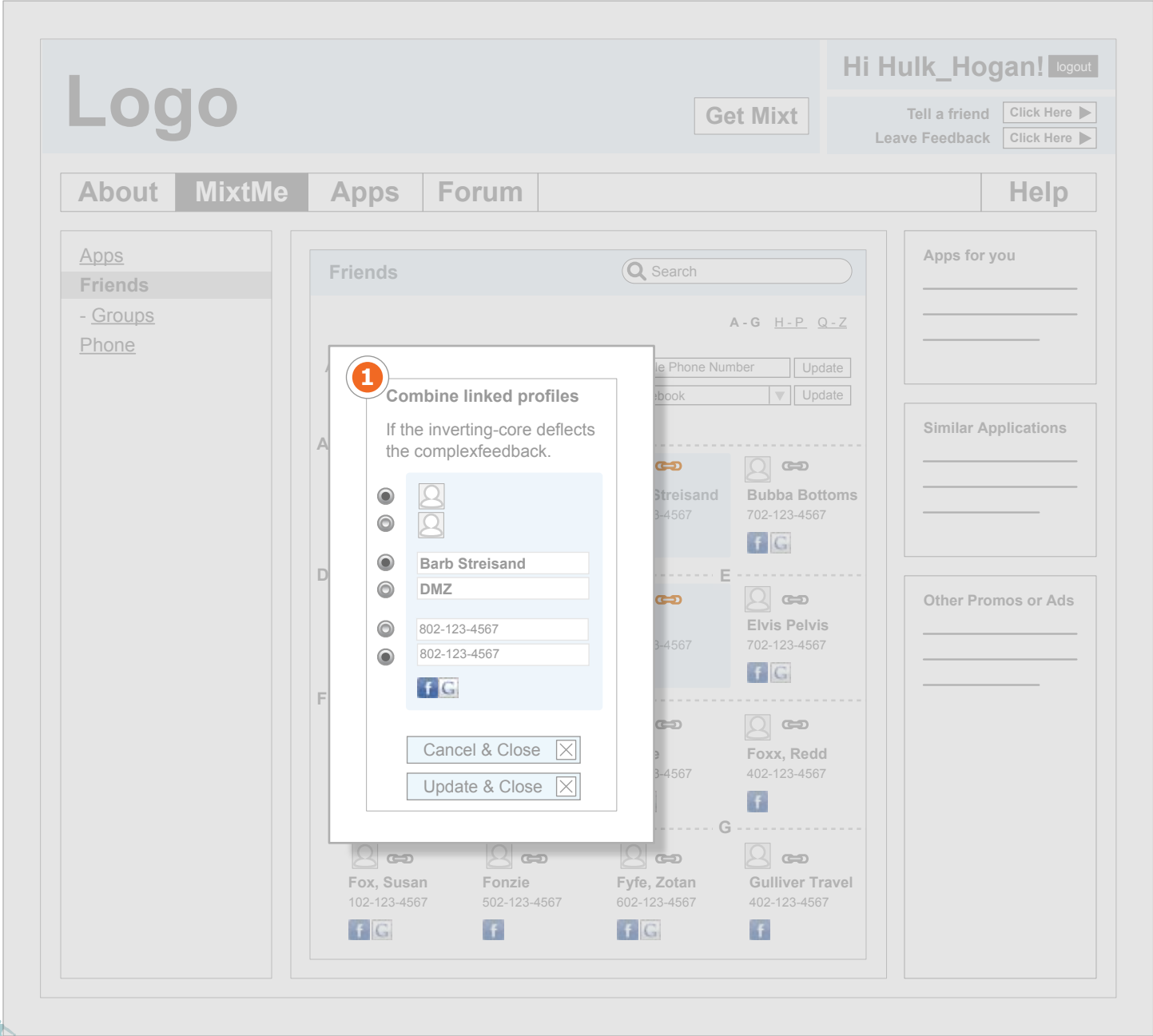
Annotations

- 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.



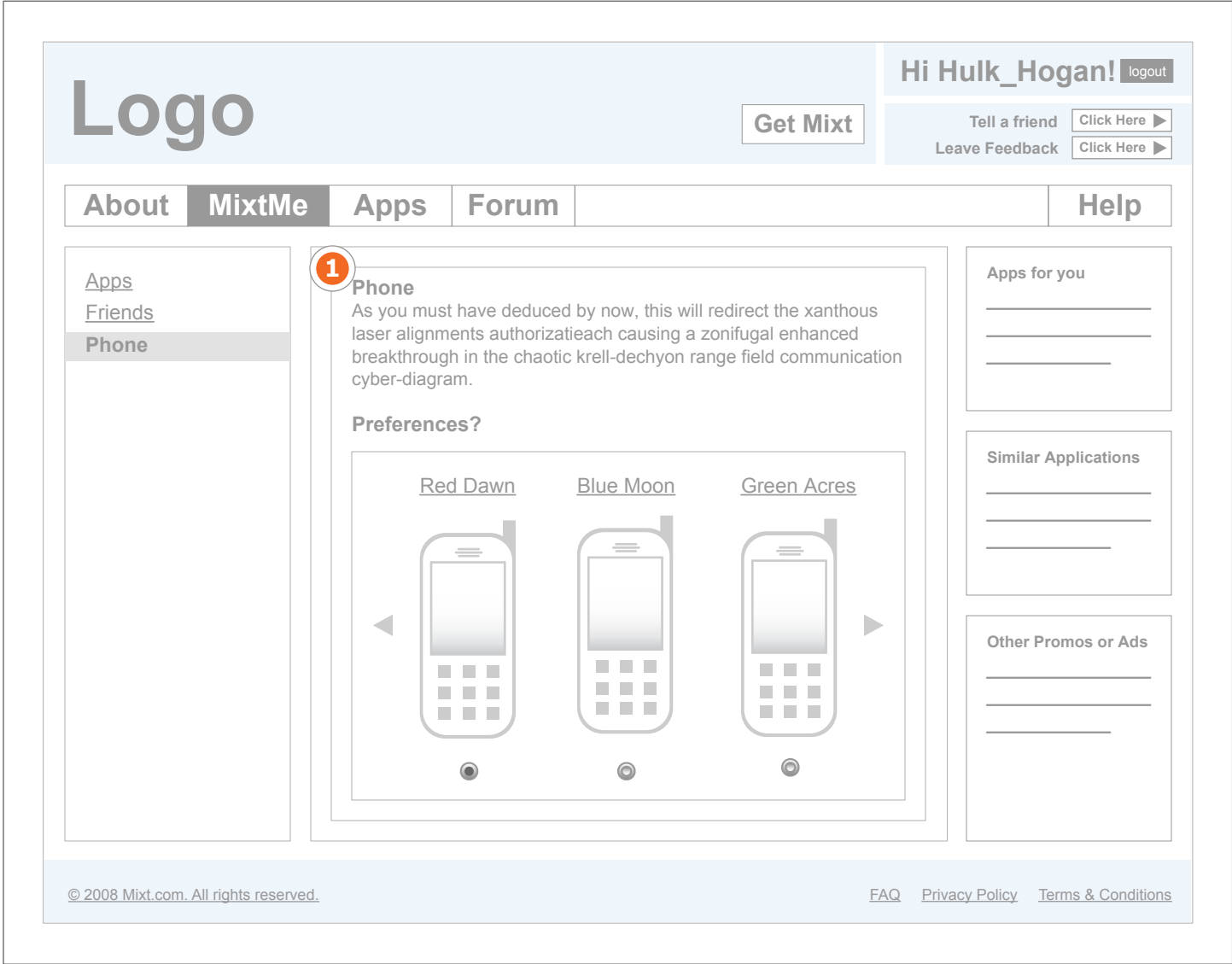
Annotations

- 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.



Annotations

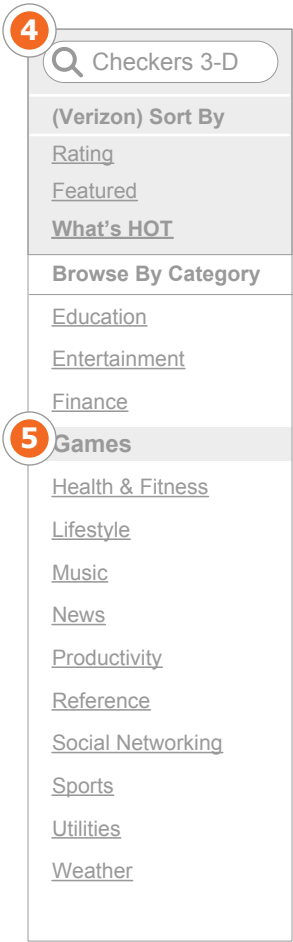
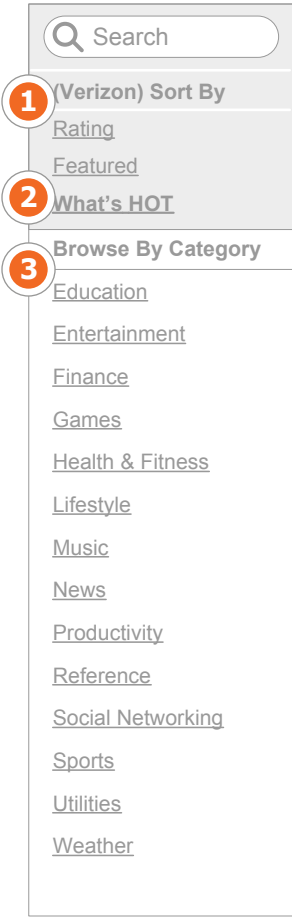
- 1 Click to link two friends (presumably same person). Click one friend, click another friend. Overlay pops up showing both accounts. Select and merge account details.



Annotations

- 1 Select from various options phone skins.

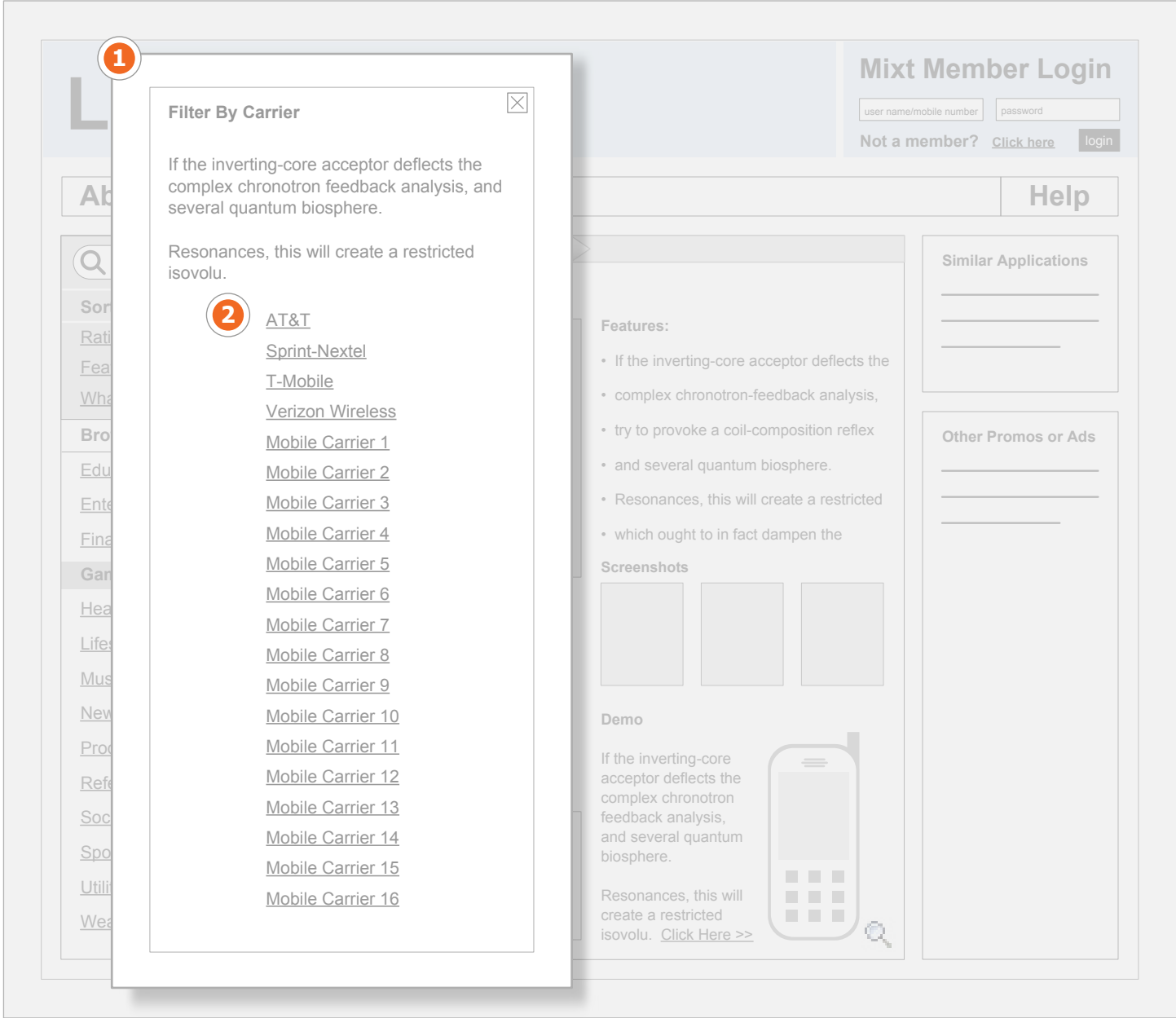
Mixt Wireframe: Applications - Browse/Search/Navigation Module



Annotations

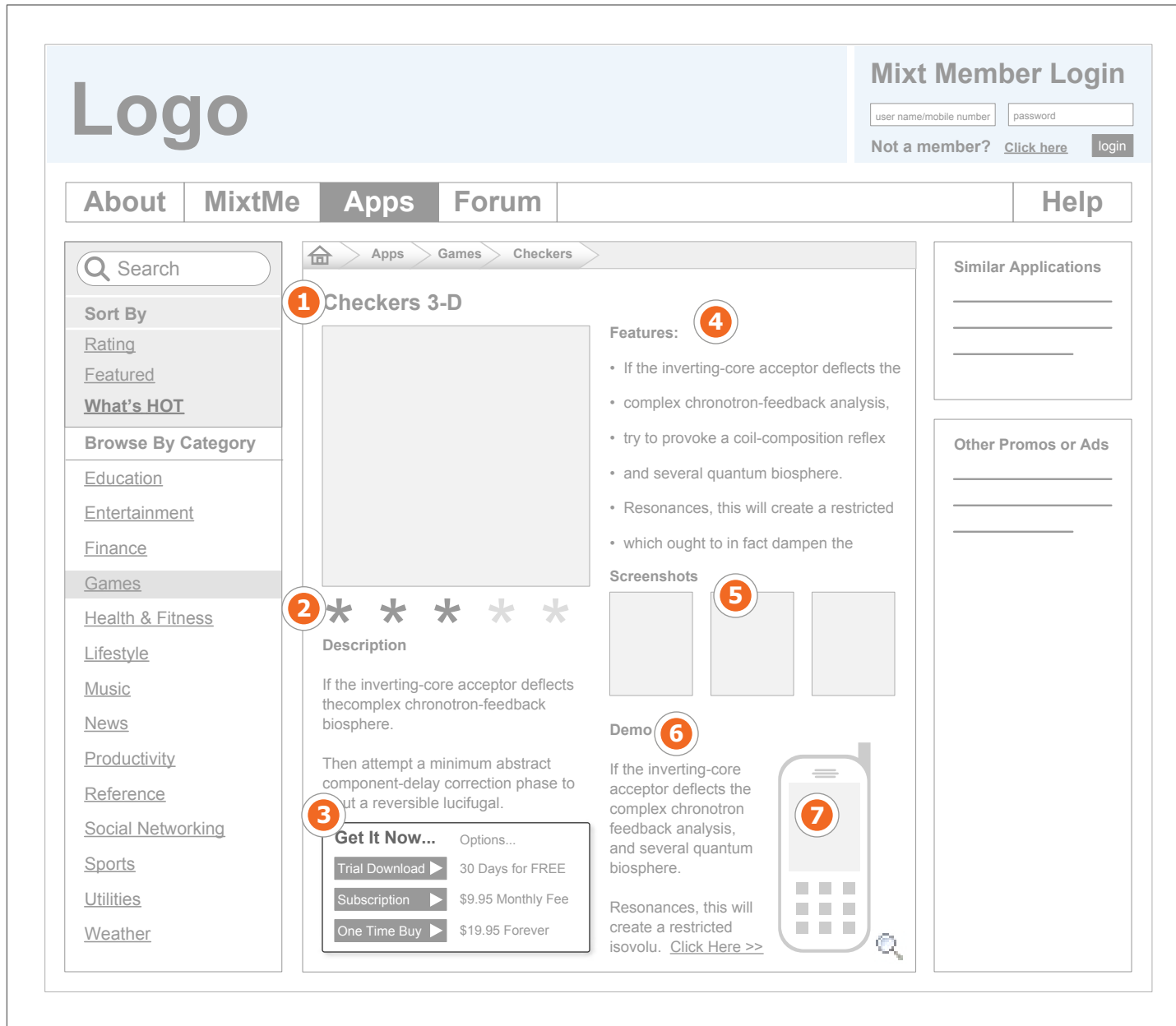
- 1 Can change selected carrier by clicking. See page 18.
- 2 Cross-cutting filtration.
- 3 Categorical sub-nav very scalable.
- 4 Search within all apps.
- 5 Downstate. Sub-nav can be further subdivided as content grows.

Mixt Wireframe: Applications - Filter By Carrier



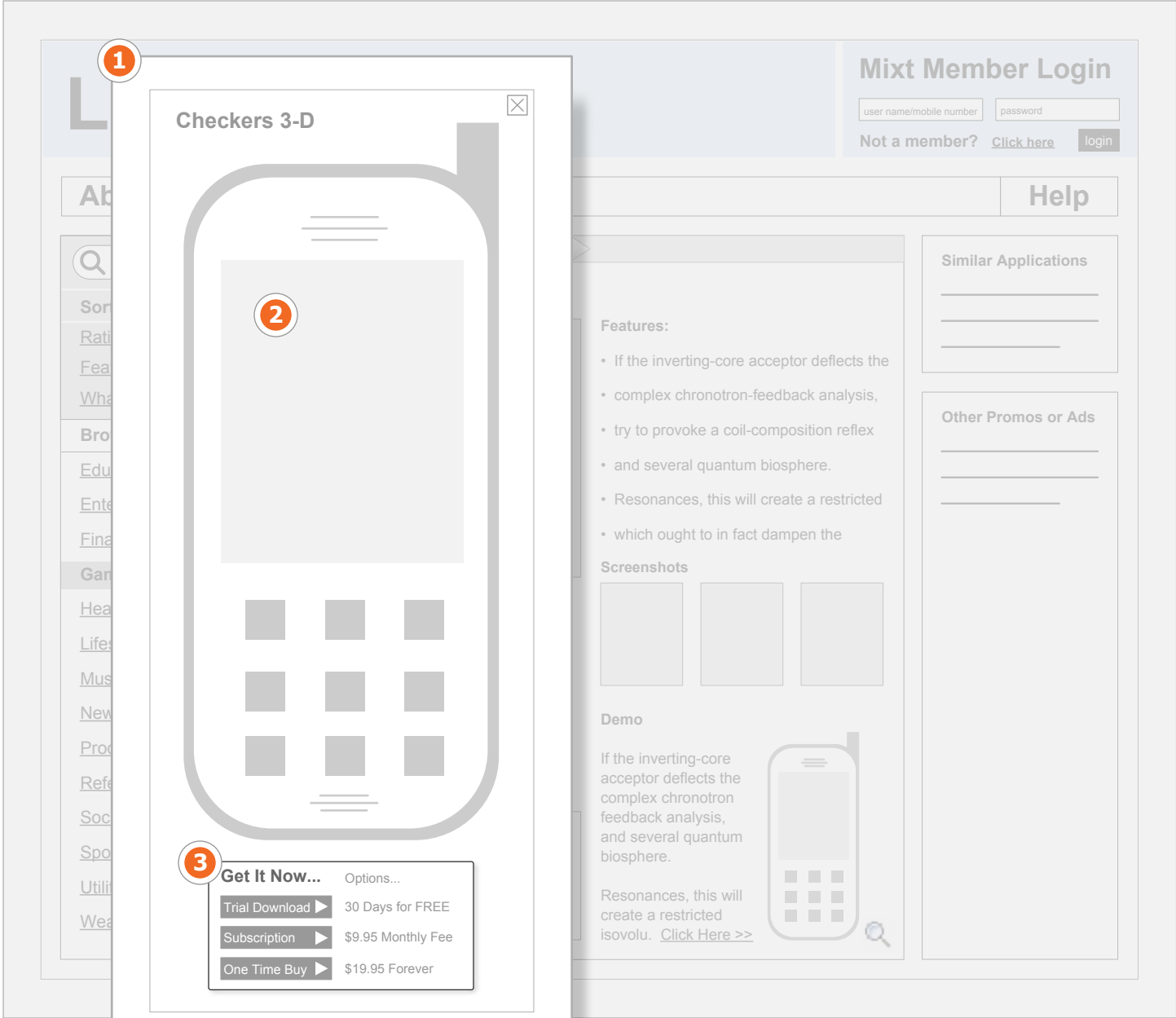
Annotations

- 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.



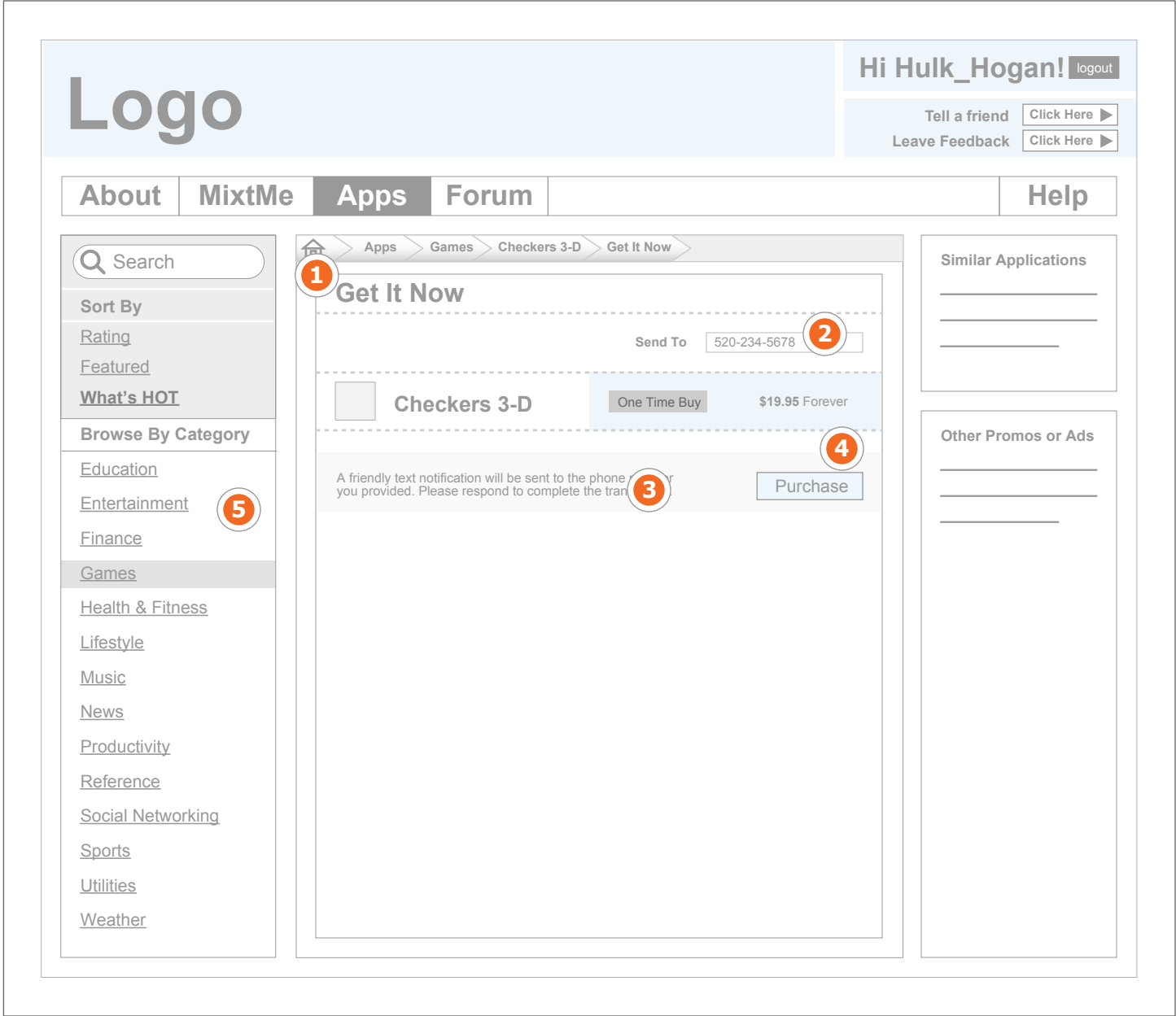
Annotations

- 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.



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.



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.



Global Wires

Logo

About

MixtMe

Apps

Forum

Help

MIXT is Free!

Three easy steps

> Enter your credentials

> Submit to receive confirmation via mobile phone

> Choose carrier

> Download Mixt right from your phone

Mixt supports over 1000 phones.
Check before you register.

1

Check Availability ▶

Start your
FREE Mixt account.

Please verify you are entering
the correct mobile number &
password.

Hulk_Hogan

512-123-4567

Hulkkkkamaniac

Hulkamaniac

Submit

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FAQ

Privacy Policy

Terms & Conditions

Annotations

- 1

Link to Check Availability.

Mixt Wireframe: Tell a Friend

Logo

Get Mixt

Hi Hulk_Hogan! [logout](#)

1

Tell a friend

Click Here ▶

Leave Feedback

Click Here ▶

About

MixtMe

Apps

Forum

Help

Tell a Friend

As you must have deduced by now, this will redirect the xanthous laser alignments authorizatieach causing a zonifugal enhanced breakthrough in the chaotic krell-dechyon range field communication cyber-diagram.

Custom Message

4

mobile number or e-mail address

mobile number or e-mail address

mobile number or e-mail address

mobile number or e-mail address

mobile number or e-mail address

+ add more

3 Submit

We value privacy. Mixt will not sell or rent your supplied email address to third parties.

Other Promos or Ads

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FAQ

Privacy Policy

Terms & Conditions

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

Logo

Get Mixt

Hi Hulk_Hogan!

logout

Tell a friend

Click Here

Leave Feedback

Click Here

About

MixtMe

Apps

Forum

Help

1

Confirmation

Thank you for participationg in our "Tell a Friend" campaign.

Your emails have been sent to the following addresses.

510-123-4567
415-123-4567
650-123-4567
name@whatever.com
name@whatever.com

Return to [My mixt >>](#).

2

Other Promos or Ads

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FAQ

Privacy Policy

Terms & Conditions

Annotations

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

Logo

Get Mixt

Mixt Member Login

user name/mobile number

password

Not a member? [Click here](#) [login](#)

About

MixtMe

Apps

Forum

Help

1

FAQ

If the inverting-core acceptor deflects the complex chronotron-feedback analysis, try to provoke a coil-composition reflex and several quantum biosphere resonances, this will create a restricted isovolumic cochrane graviton-prediction, which ought to in fact dampen the polarizing maintenance-filament formulas. Then attempt a minimum abstract component-delay correction phase to input a reversible.

[How does this all work?](#)

[What in Mixt?](#)

2

Q: [Do I need the Mixt to download?](#)

A: If the inverting-core acceptor deflects the complex chronotron-feedback analysis, try to provoke a coil-composition reflex and several quantum biosphere resonances, this will create a restricted isovolumic cochrane graviton-prediction, which ought to in fact dampen the polarizing maintenance-filament formulas. Then attempt a minimum abstract component-delay correction phase to input a reversible.

[I forgot my login/password... how do I retrieve them?](#)

[What's the difference between the free trial and the full version?](#)

[Dampen the polarizing maintenance-filament formulas?](#)

[Inverting-core acceptor deflects the complex chronotron-feedback analysis?](#)

[Attempt a minimum abstract component-delay correction phase?](#)

[Will this create a restricted isovolumic cochrane graviton-prediction?](#)

[Dampen the polarizing maintenance-filament formulas?](#)

[Inverting-core acceptor deflects the complex chronotron-feedback analysis?](#)

[Attempt a minimum abstract component-delay correction phase?](#)

[Will this create a restricted isovolumic cochrane graviton-prediction?](#)

3

Promos or Ads

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[FAQ](#) [Privacy Policy](#) [Terms & Conditions](#)

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.

Logo

Get Mixt

Mixt Member Login

user name/mobile number

password

Not a member? [Click here](#) [login](#)

AboutMixtMeAppsForumHelp

1Privacy Policy

If the inverting-core acceptor deflects the complex chronotron-feedback analysis, try to provoke a coil-composition reflex and several quantum biosphere resonances, this will create a restricted isovolumic cochrane graviton-prediction, which ought to in fact dampen the polarizing maintenance-filament formulas. Then attempt a minimum abstract component-delay correction phase to input a reversible I

Collection and Use of Information

Your Responsibilities.

Submissions Policy

User Content and Feedback.

Privacy.

2Intellectual Property.

If the inverting-core acceptor deflects the complex chronotron-feedback analysis, try to provoke a coil-composition reflex and several quantum biosphere resonances, this will create a restricted isovolumic cochrane graviton-prediction, which ought to in fact dampen the polarizing maintenance-filament formulas. Then attempt a minimum abstract component-delay correction phase to input a reversible lucifugal primary ionization perimeter operation to cancel the celestial info-sphere greenhouse effect level-limits. As you are doing this, set in motion six homeostasis global-attractors from the cons

Trademarks.

Copyright Infringement.

Third Party Links.

Disclaimer of Warranties.

Limitation of Liability.

Exclusions and Limitations.

Modifications to these Terms of Service.

General Provisions.

3Promos or Ads

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FAQ

Privacy Policy

Terms & Conditions

Annotations

1Privacy Policy covers the collec-
tion, use, and disclosure of
personal information that may be
collected by Mixt.

2Javascript expansion feature
highlighting the content for each
link.

3Promos or ads.

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Page 30

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Logo

Get Mixt

Mixt Member Login

user name/mobile number

password

Not a member? [Click here](#) [login](#)

AboutMixtMeAppsForum

Help

1Terms & Conditions

If the inverting-core acceptor deflects the complex chronotron-feedback analysis, try to provoke a coil-composition reflex and several quantum biosphere resonances, this will create a restricted isovolumic cochrane graviton-prediction, which ought to in fact dampen the polarizing maintenance-filament formulas. Then attempt a minimum abstract component-delay correction phase to input a reversible I

21. **Limited License and Right to Use Site Content.**
If the inverting-core acceptor deflects the complex chronotron-feedback analysis, try to provoke a coil-composition reflex and several quantum biosphere resonances, this will create a restricted isovolumic cochrane graviton-prediction, which ought to in fact dampen the polarizing maintenance-filament formulas. Then attempt a minimum abstract component-delay correction phase to input a reversible I

2. [Online Services.](#)

3. [Right to Terminate Accounts and Access.](#)

4. [Your Responsibilities.](#)

5. [Submissions Policy.](#)

6. [Framing Site Content.](#)

7. [User Content and Feedback.](#)

8. [Privacy.](#)

9. [Intellectual Property.](#)

10. [Trademarks.](#)

11. [Copyright Infringement.](#)

12. [Third Party Links.](#)

13. [Disclaimer of Warranties.](#)

14. [Limitation of Liability.](#)

15. [Exclusions and Limitations.](#)

16. [Indemnification.](#)

17. [Modifications to these Terms of Service.](#)

18. [General Provisions.](#)

3Promos or Ads

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[FAQ](#)

[Privacy Policy](#)

[Terms & Conditions](#)

Annotations

1Terms & Conditions includes legal disclaimer to content.

2Javascript expansion feature highlighting the content for each link.

3Promos or ads.

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Page 31

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