



MetLife - Snoopy Snapshot Showdown - Facebook

Project

User Flows

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Introduction

This document is not intended to be used in isolation, but in conjunction with any requirements documents, creative treatments, content matrices and copy decks produced during the design process.

This document is not a graphical design treatment. Page layouts are intended to be illustrative only and indicate a general layout of required components, approximate position and relative page weight. Please see Creative Treatments for actual page designs.

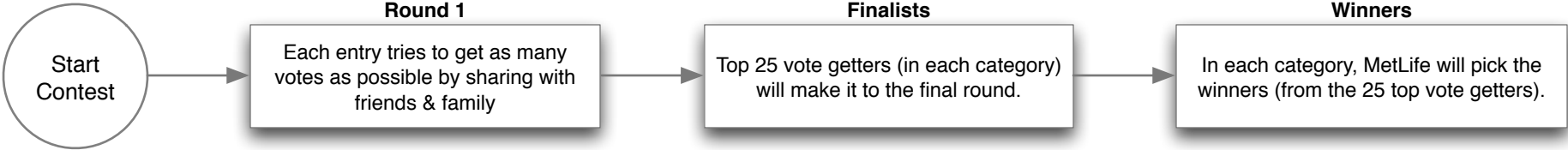
Copy and nomenclature in this document are for placement only. Please refer to the Copy Deck for actual page copy.

This user flows document is a living document and may be iteratively updated through the Design & Build phases via approved Change Orders. It is, however, important that changes not be driven by changing requirements, but by evolving understanding of the interaction between components.

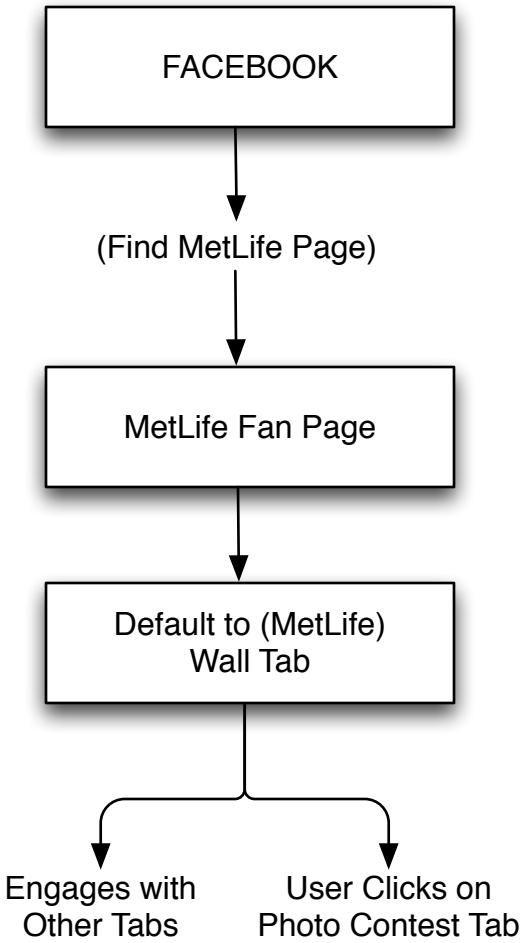
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Contest Flow

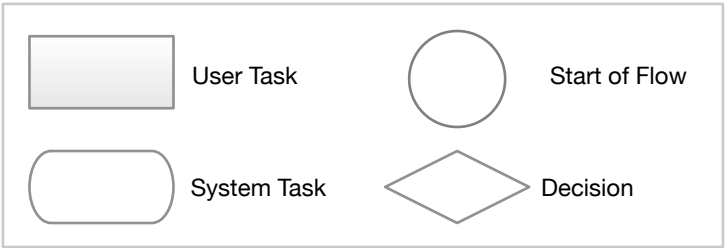
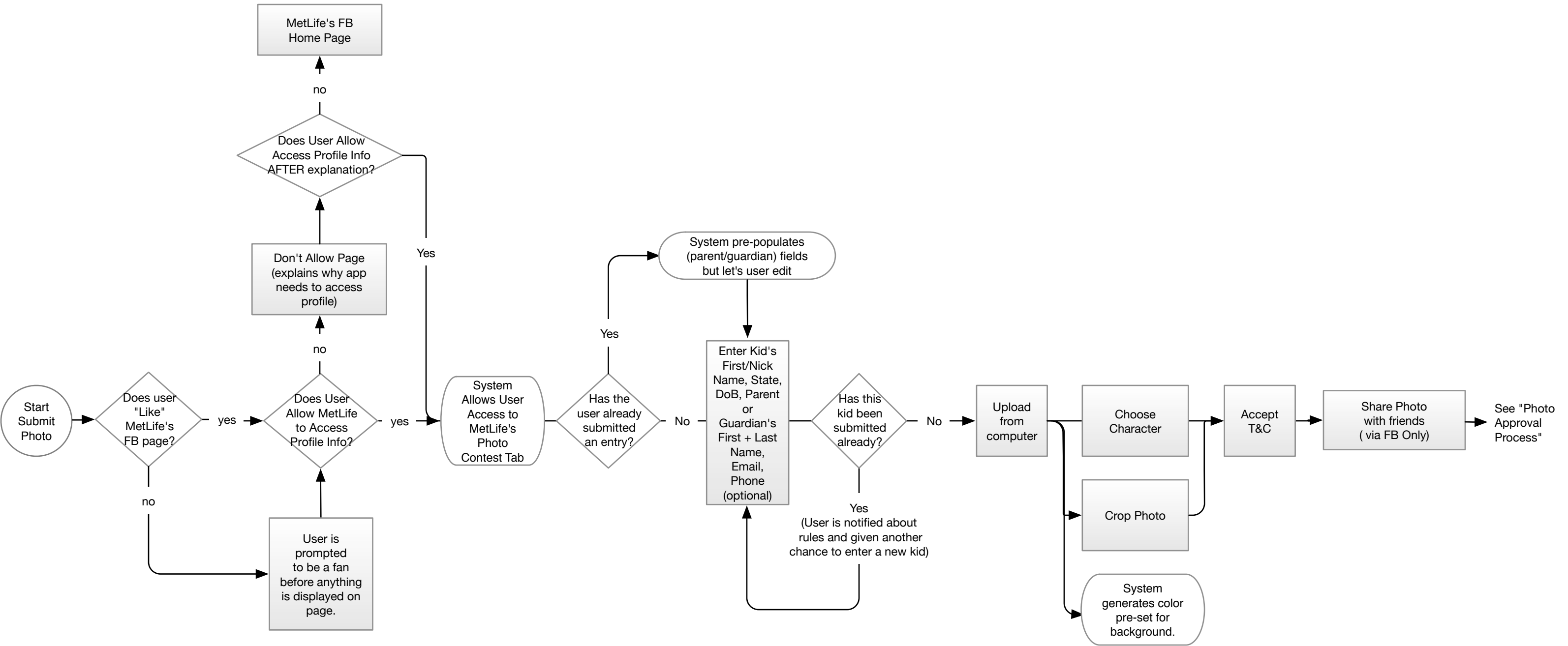


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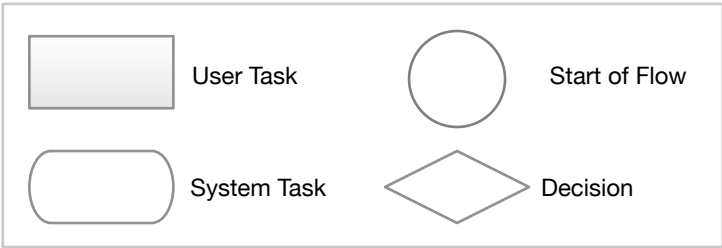
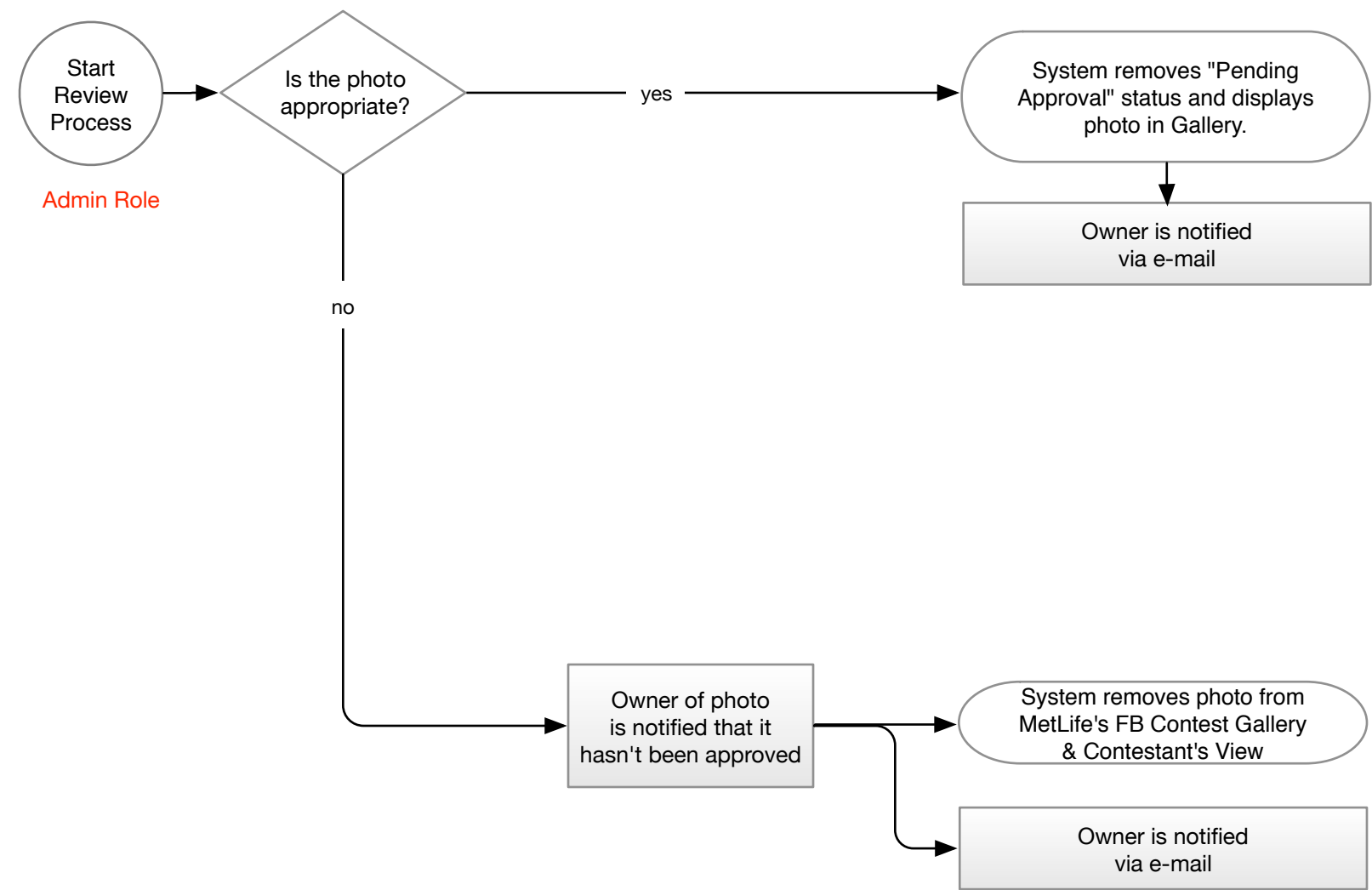
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User Flow - Submit Photo



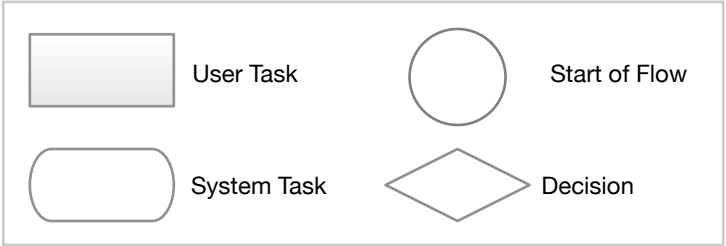
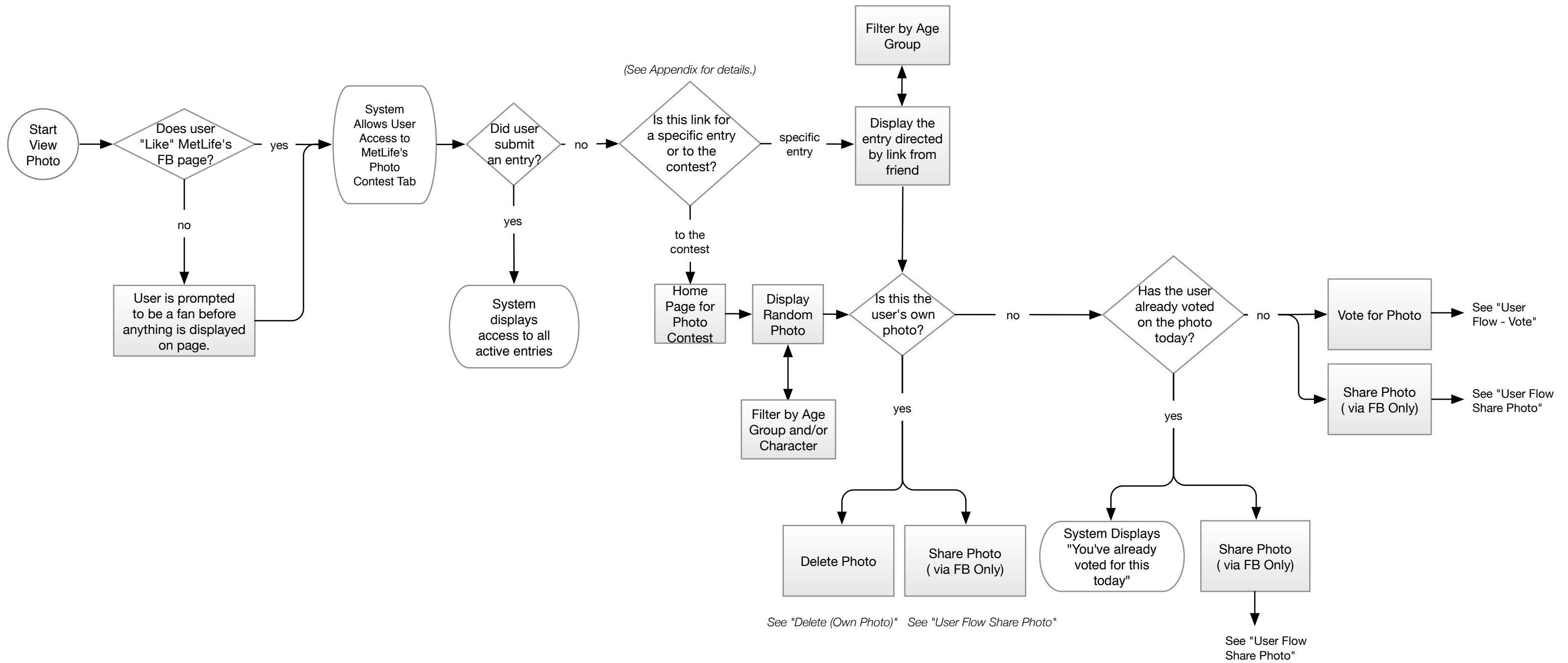
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User Flow - Photo Review Process (Admin Role)



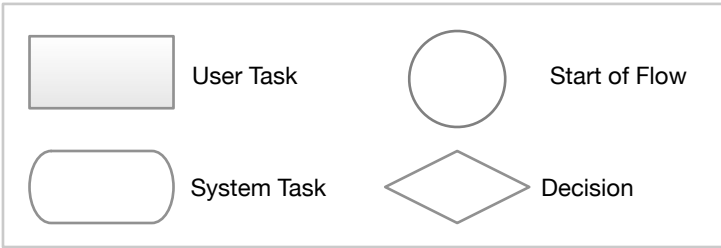
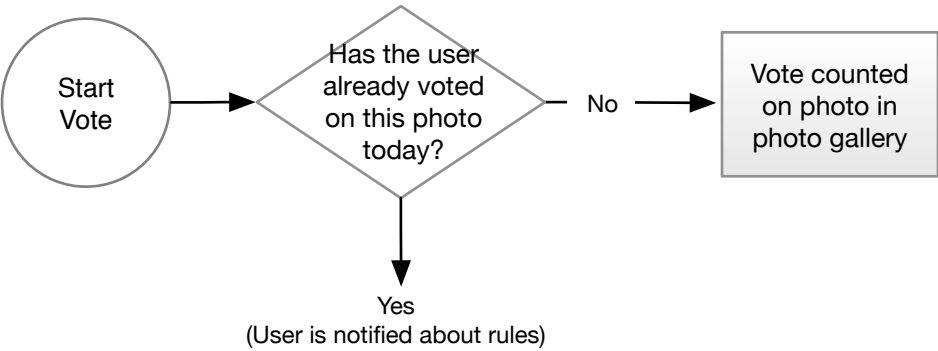
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User Flow - View Photo



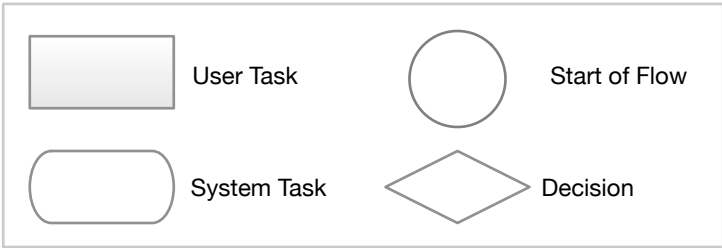
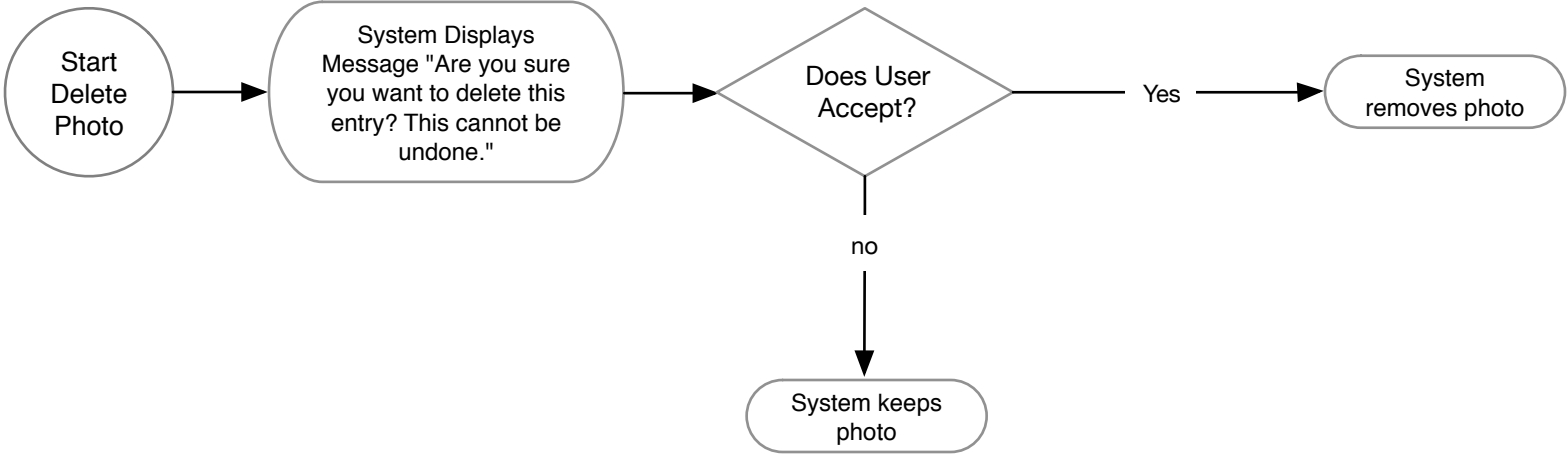
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User Flow - Vote



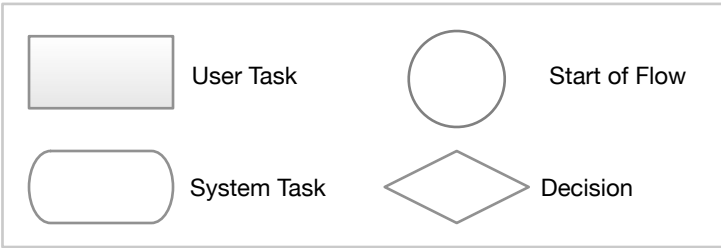
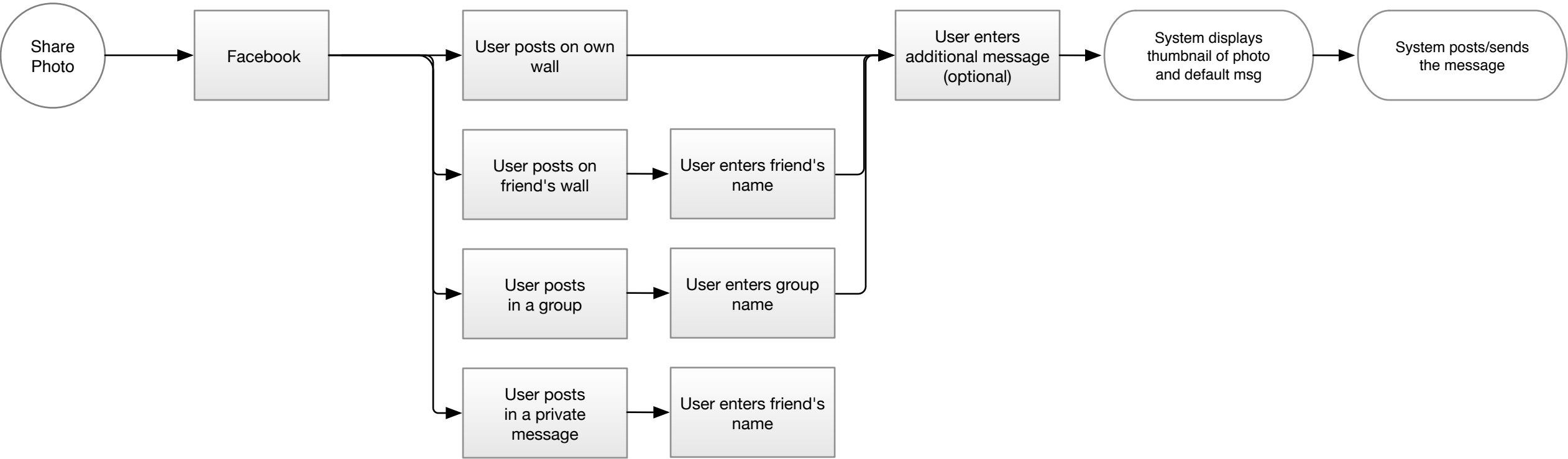
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User Flow - Delete (Own Photo)



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User Flow - Share Photo



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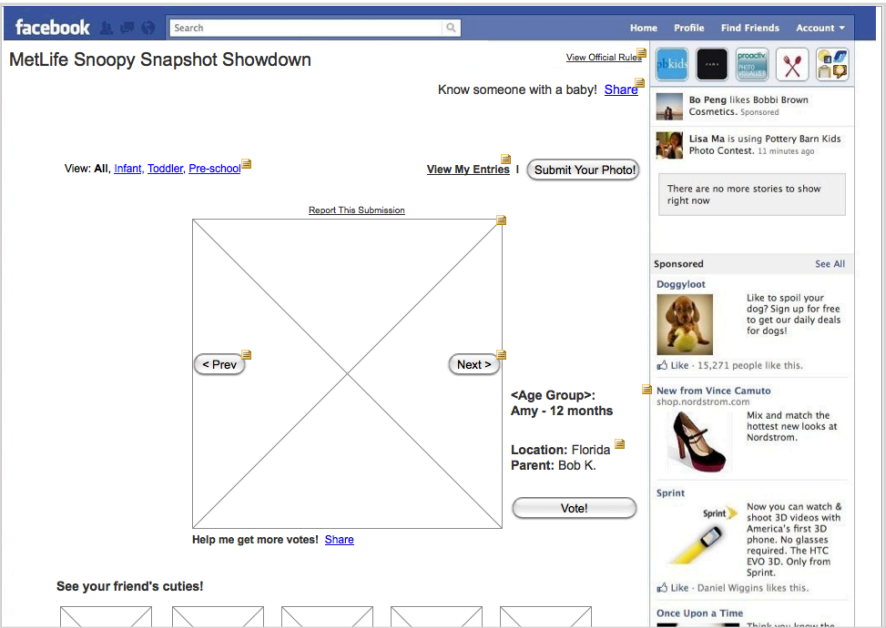
Appendix A - Types of Sharing

Different Types of Sharing

Share Link from Friend (Link To A Specific Entry)

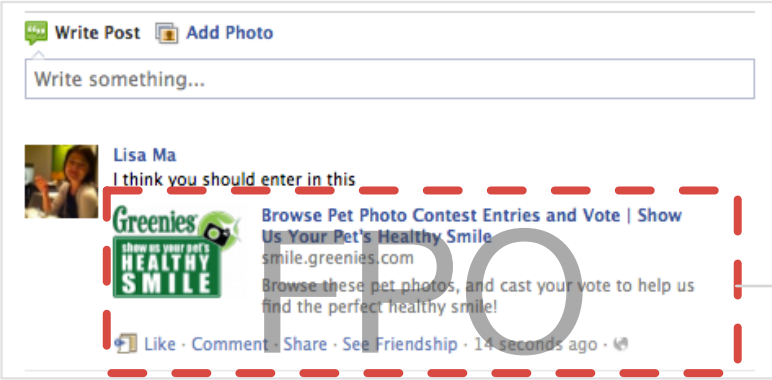


Link



Gallery View (w/entry that was shared in hero spot)

Share Link from Friend (Link To Contest)

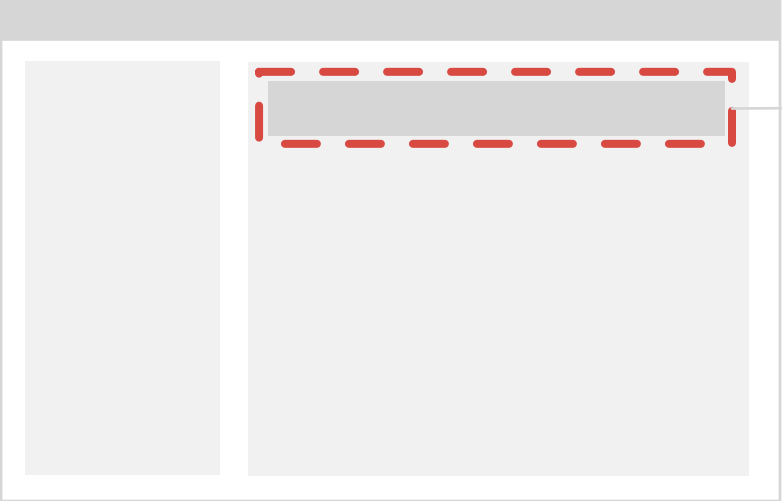


Link



Home Page to MetLife's FB Photo Contest

Banner Ad (Link To Contest)

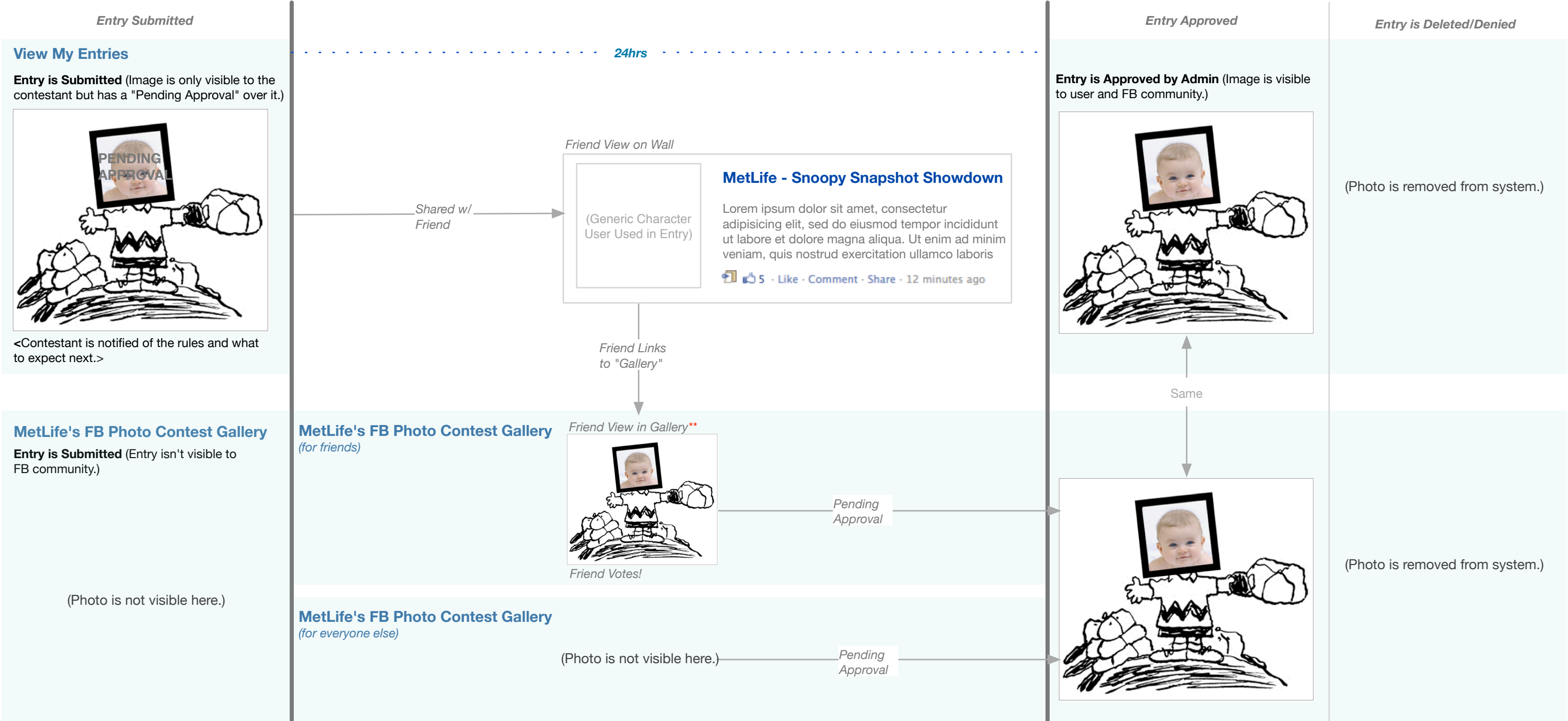


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Appendix B - Life of an Entry

Approach - Baby pic (or any pic uploaded) will be visible to owner and his/her FB friends, but image is not visible for all others.	
Pros - Friend will be able to see the image before approval and have a better user experience	Cons - There may be legal concerns since friend is able to see image before it's reviewed by admin

** There will be an overlay that is displayed to say that the image has not been reviewed yet. The user will have to click to say they understand the image hasn't been approved yet before they can see the image (with no "Pending Approval" over it).



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Appendix C - Cropping Process

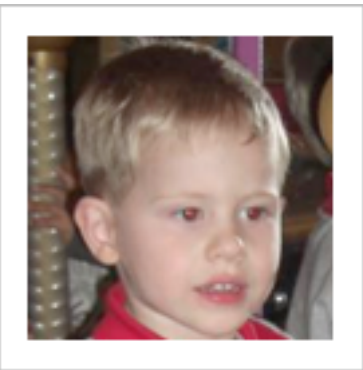
STEP 1: Original Image



STEP 2: Cropping Image



STEP 3: Cropped Image



STEP 4: Choosing Character



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