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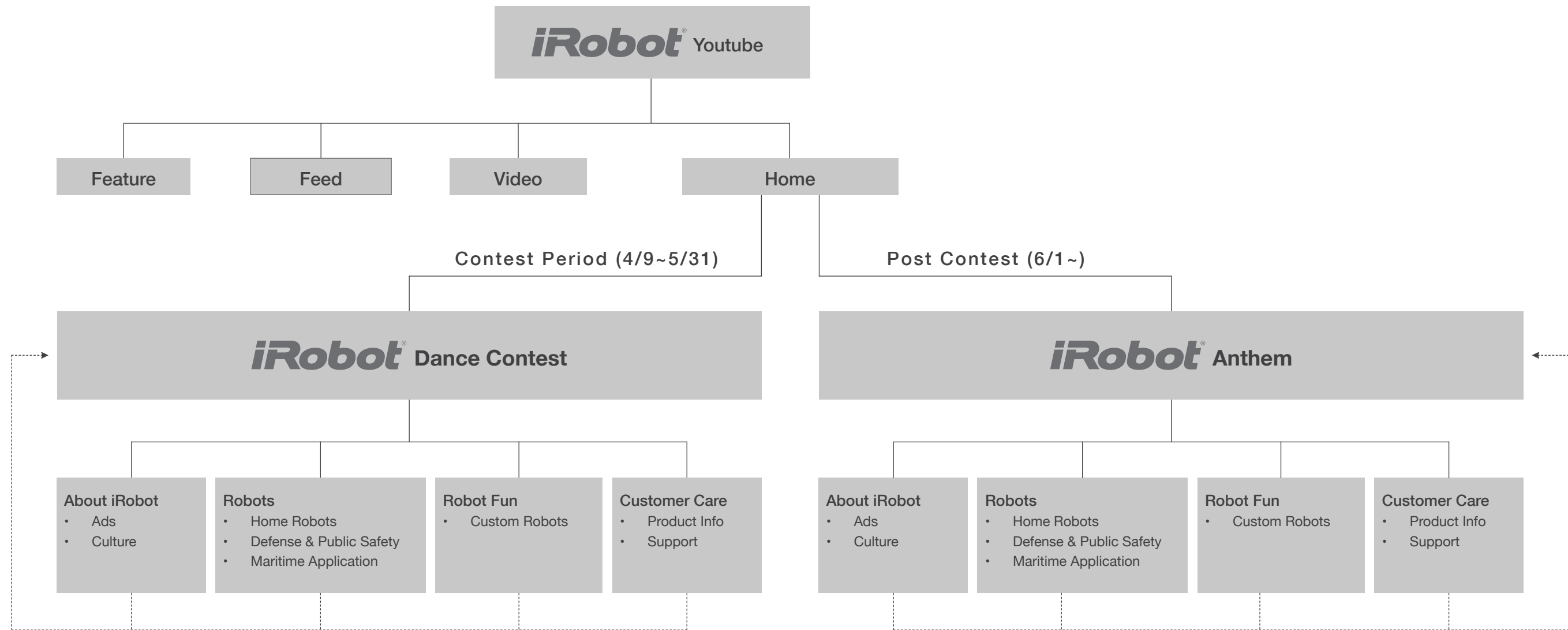
iRobot YouTube Channel

Version 2.4

May 4th, 2012

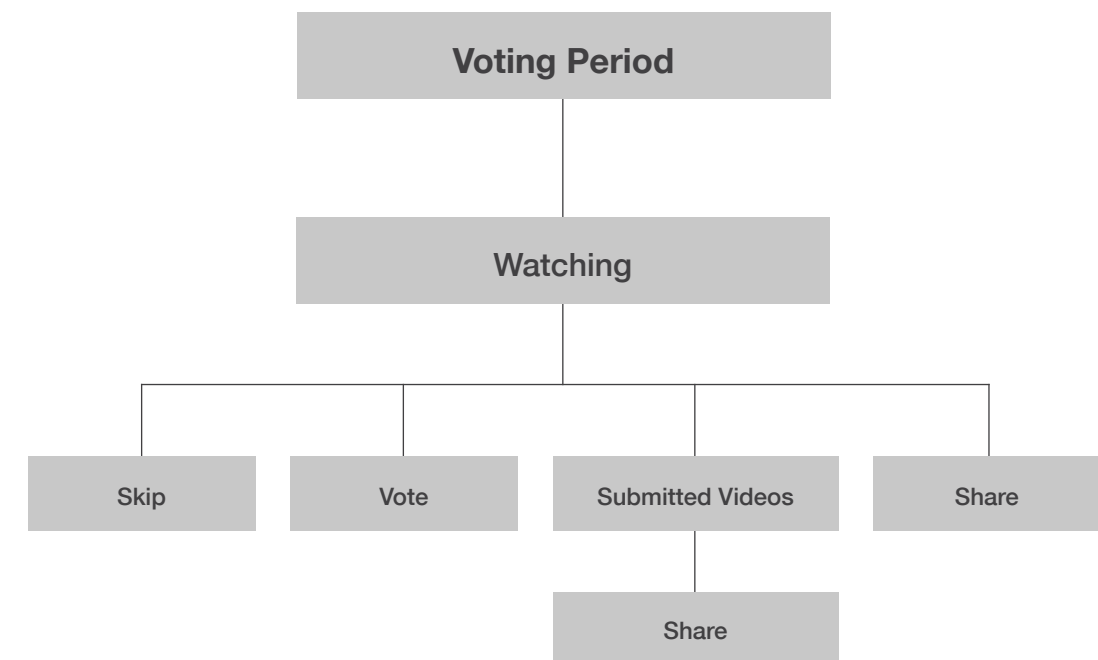
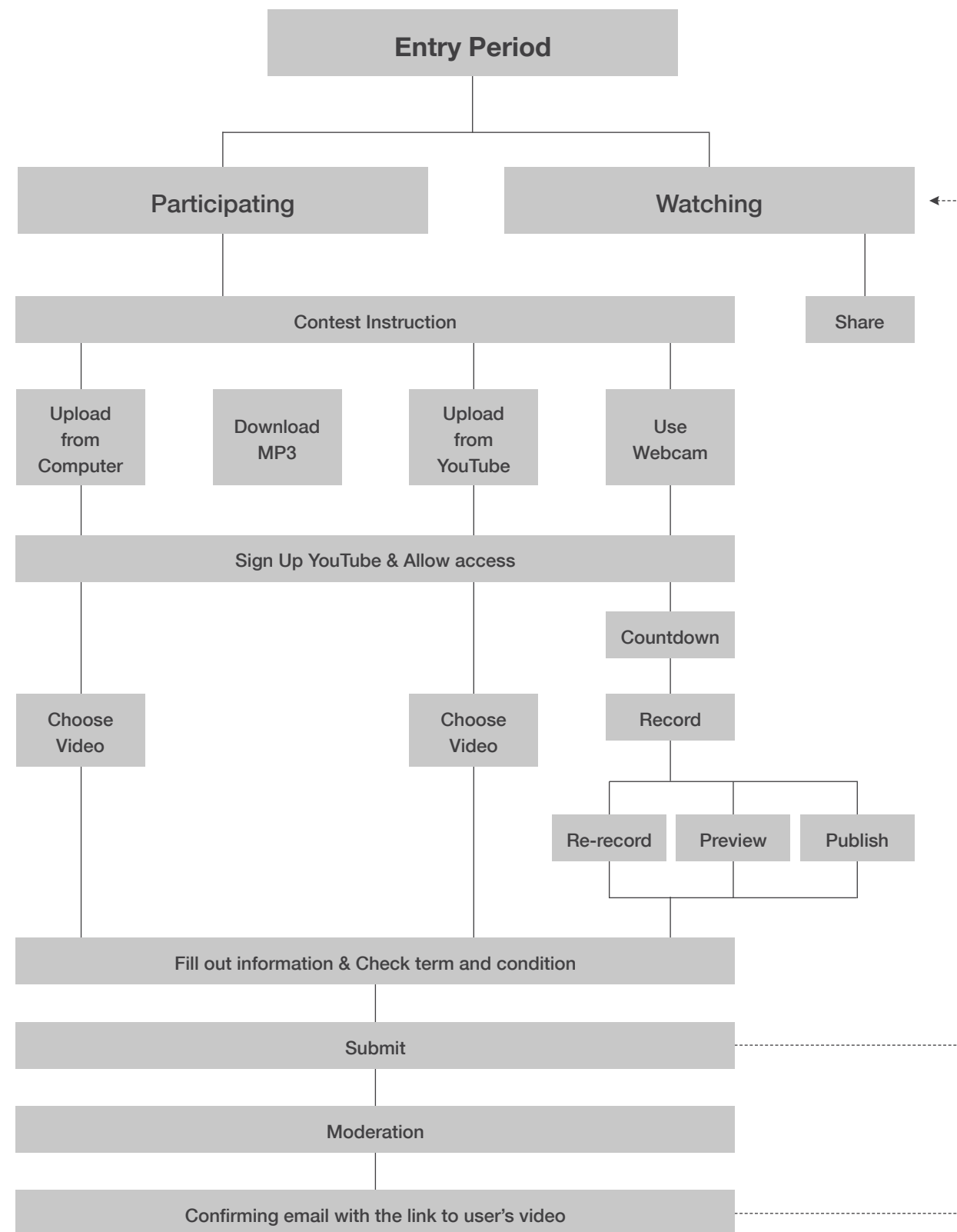
Youtube Sitemap

Youtube Sitemap



Contest User Flow

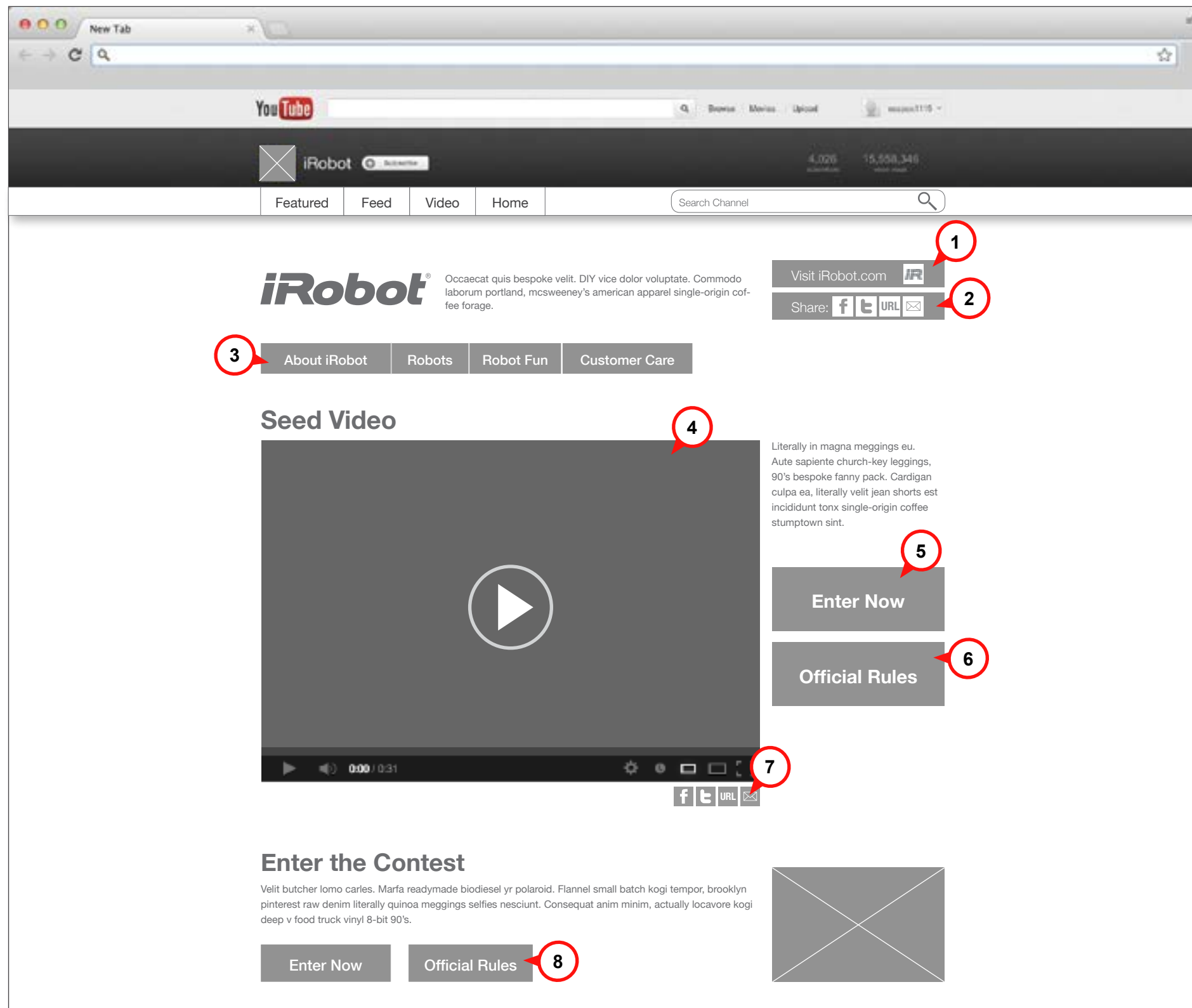
Contest User Flow



Wireframe_Contest Period

Entry

Landing Page_Entry Period



NOTES

During the contest period, custom landing page showcases 4 phases in the contest: Entry, Voting, Top 20 and Final Winners.

1. IROBOT HOME PAGE

Brings to iRobot.com

2. SHARE IROBOT YOUTUBE CHANNEL

Users can share iRobot YouTube channel through their SNS.

3. MENU

Users can explore more about iRobot throughout the different menu.

4. VIDEO

iRobot Do You TV spot is displayed as a default video.

5. ENTER THE CONTEST

Users can enter the contest by clicking the button.

6. SEE DANCERS

Users can see all submitted videos by click the button.

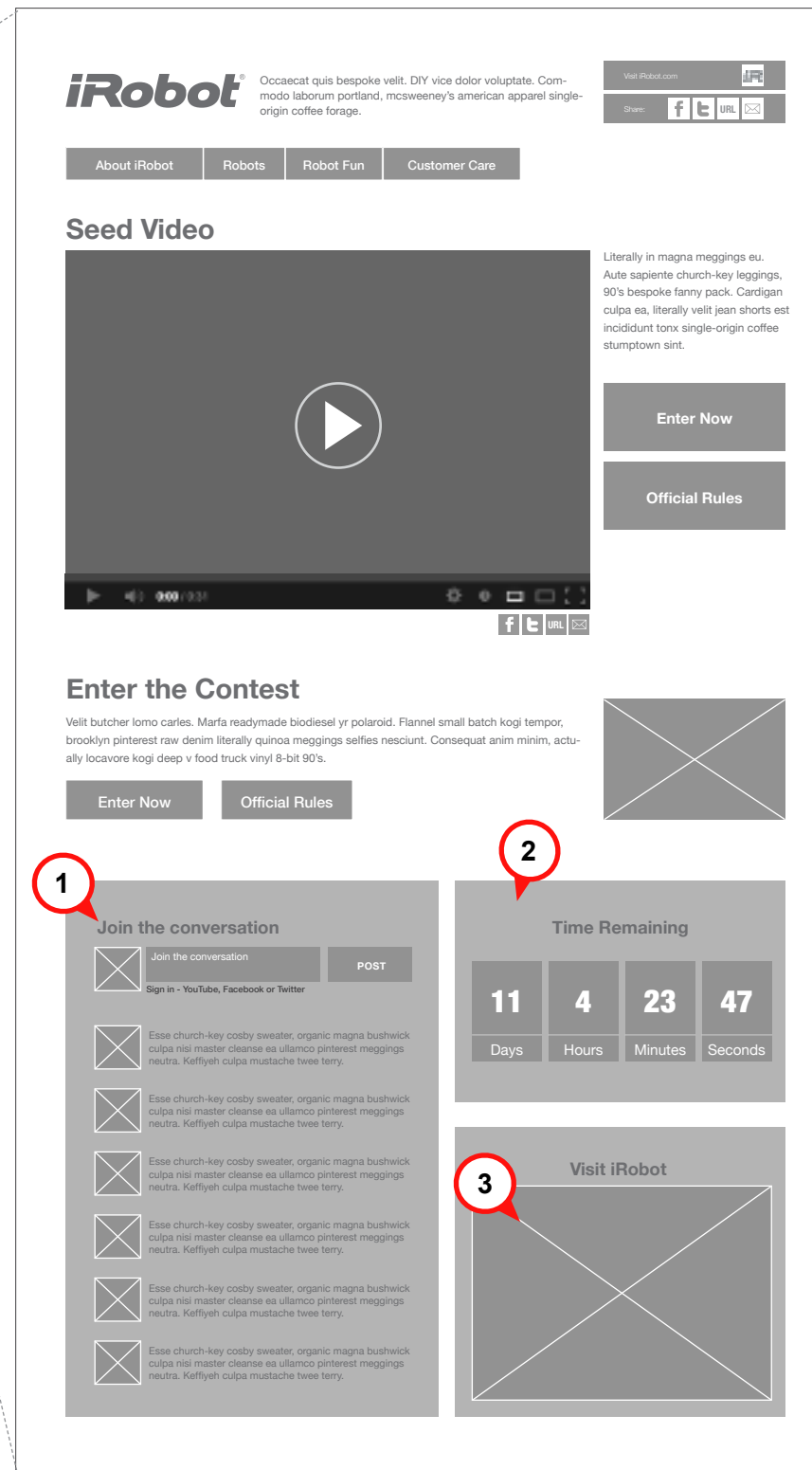
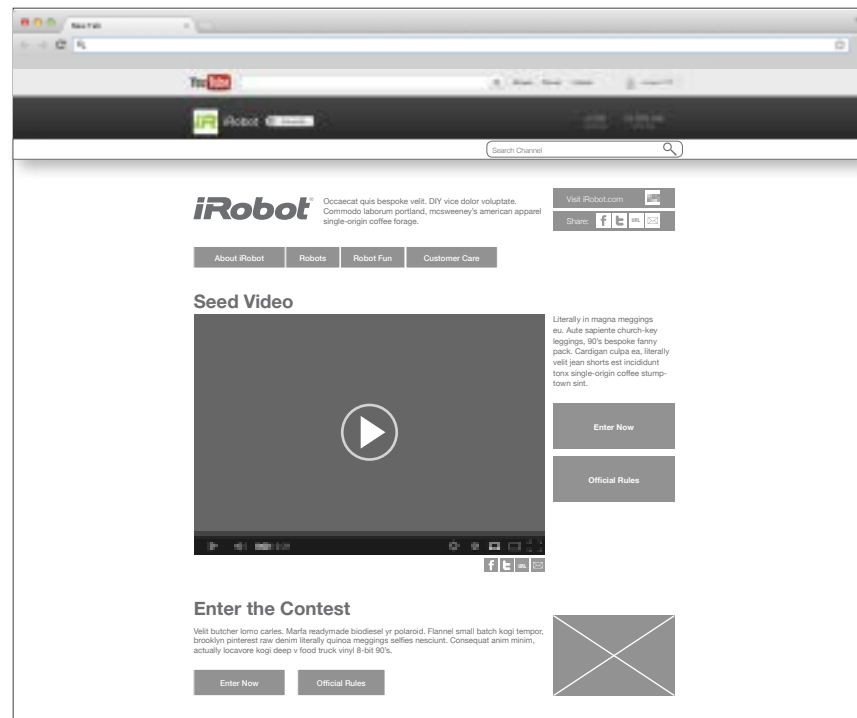
7. SHARE VIDEO

Users can share a specific video through social channels.

8. OFFICIAL RULES

Shows the contest rules.

Stretched View



1. COMMENT

Users can leave their comments.

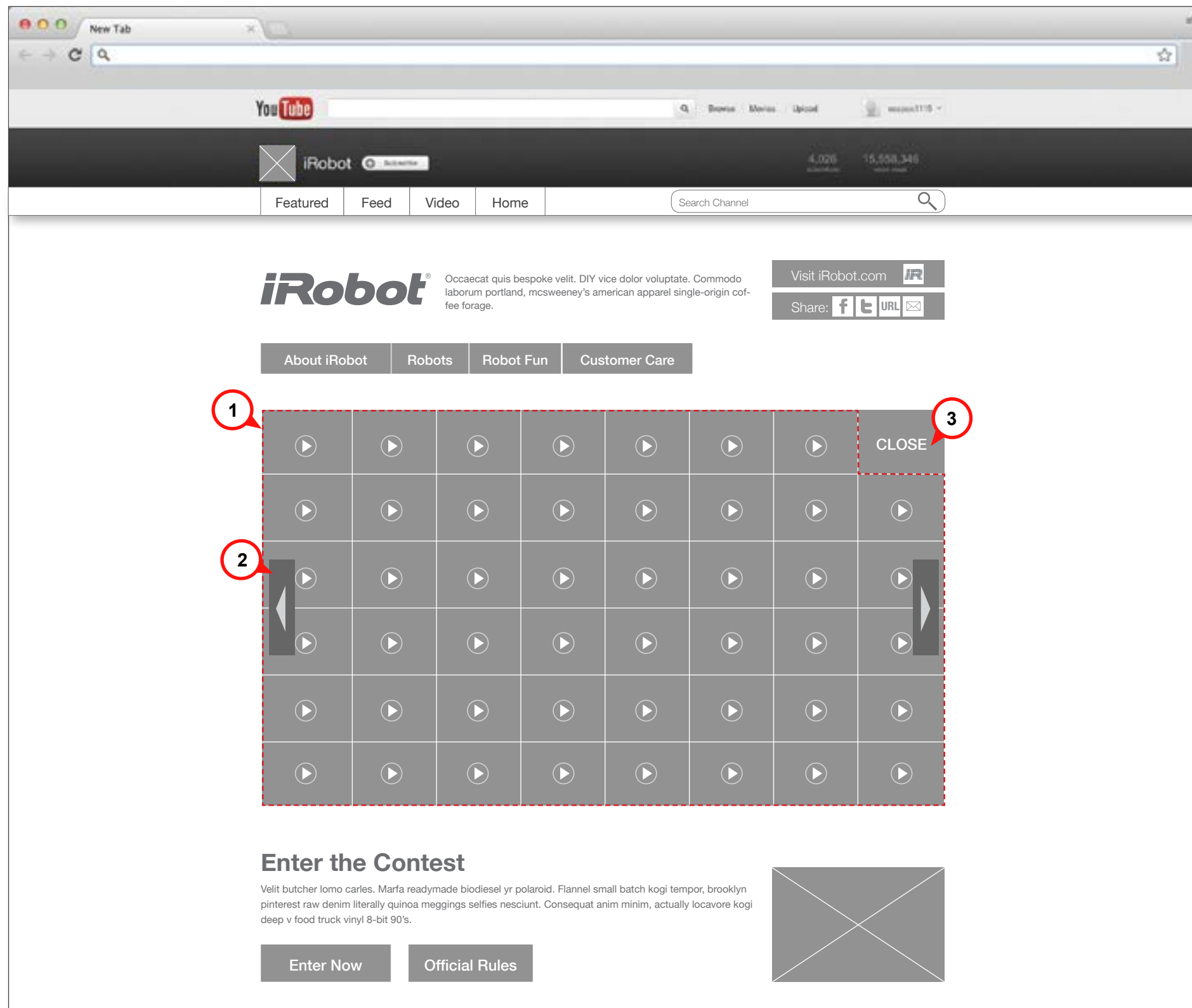
2. COUNTDOWN

The countdown informs users how many days/hours have left to the end of the submission.

3. PRODUCT BANNER

Ex.) Drives users to Roomba page of store.

View Dancers Clicked



1. MOSAIC THUMBNAIL

When the view submissions button is clicked, mosaic thumbnail images are displayed.

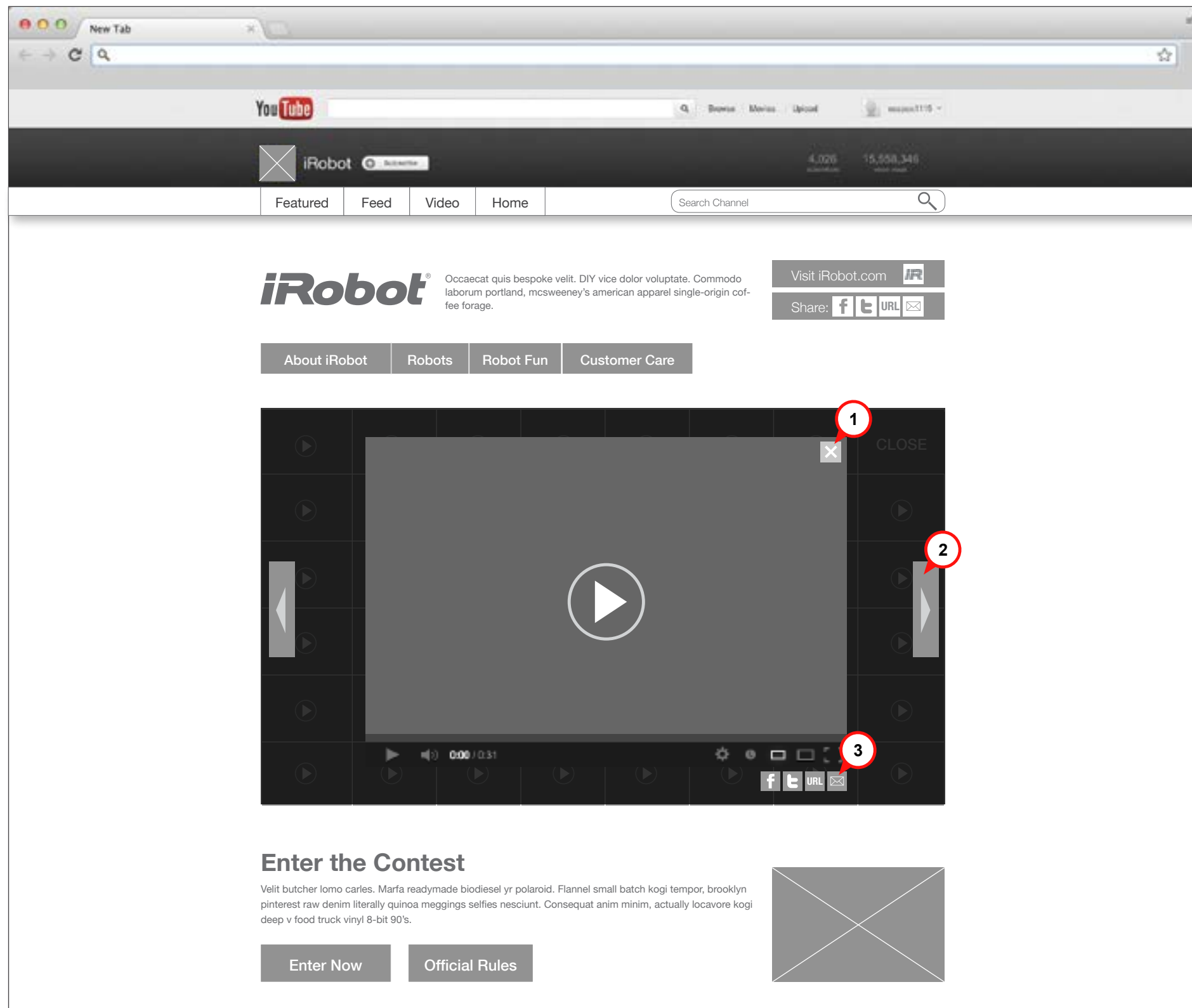
2. NAVIGATION

Users can click to see next set of submitted videos.

3. CLOSE BUTTON

Users can go back to previous page by clicking close button.

Video Clicked



NOTES

When one of the thumbnail images is clicked the selected video launches in lightbox.

1. CLOSE

Brings users back to mosaic style thumbnail images page.

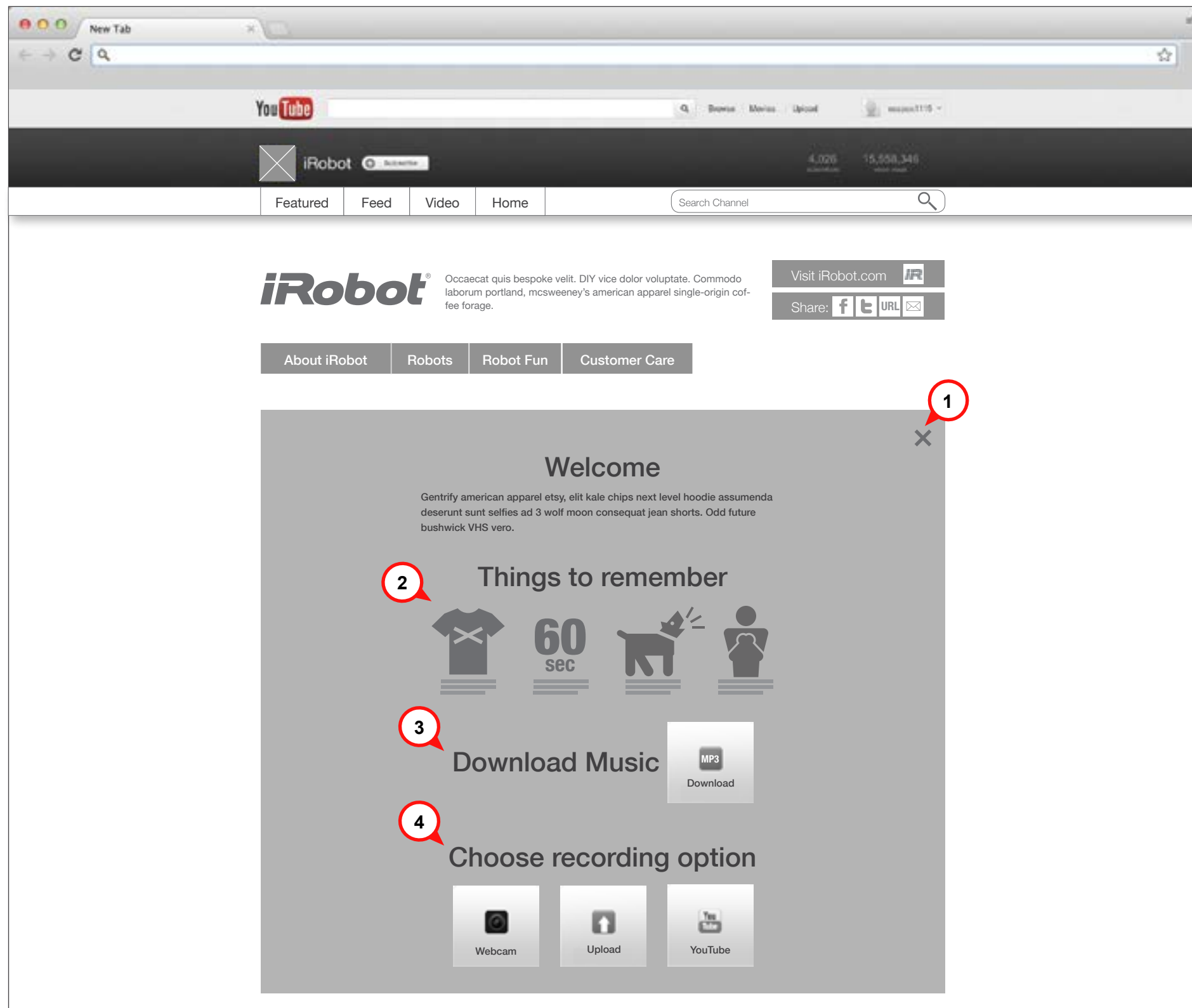
2. NAVIGATION

Users can watch the next video.

3. SHARE VIDEO

Users can share a specific video through SNS.

Entering the Contest_Contest Instruction



NOTES

Once users decide to enter the contest, they are given the instruction that they need to follow during the contest.

1. GO BACK TO CONTEST PAGE

Users can close the window and go back to the spectator's mode.

2. INSTRUCTION FOR THE CONTEST

Shows the instruction that users need to follow during the recording.

3. DOWNLOAD MUSIC

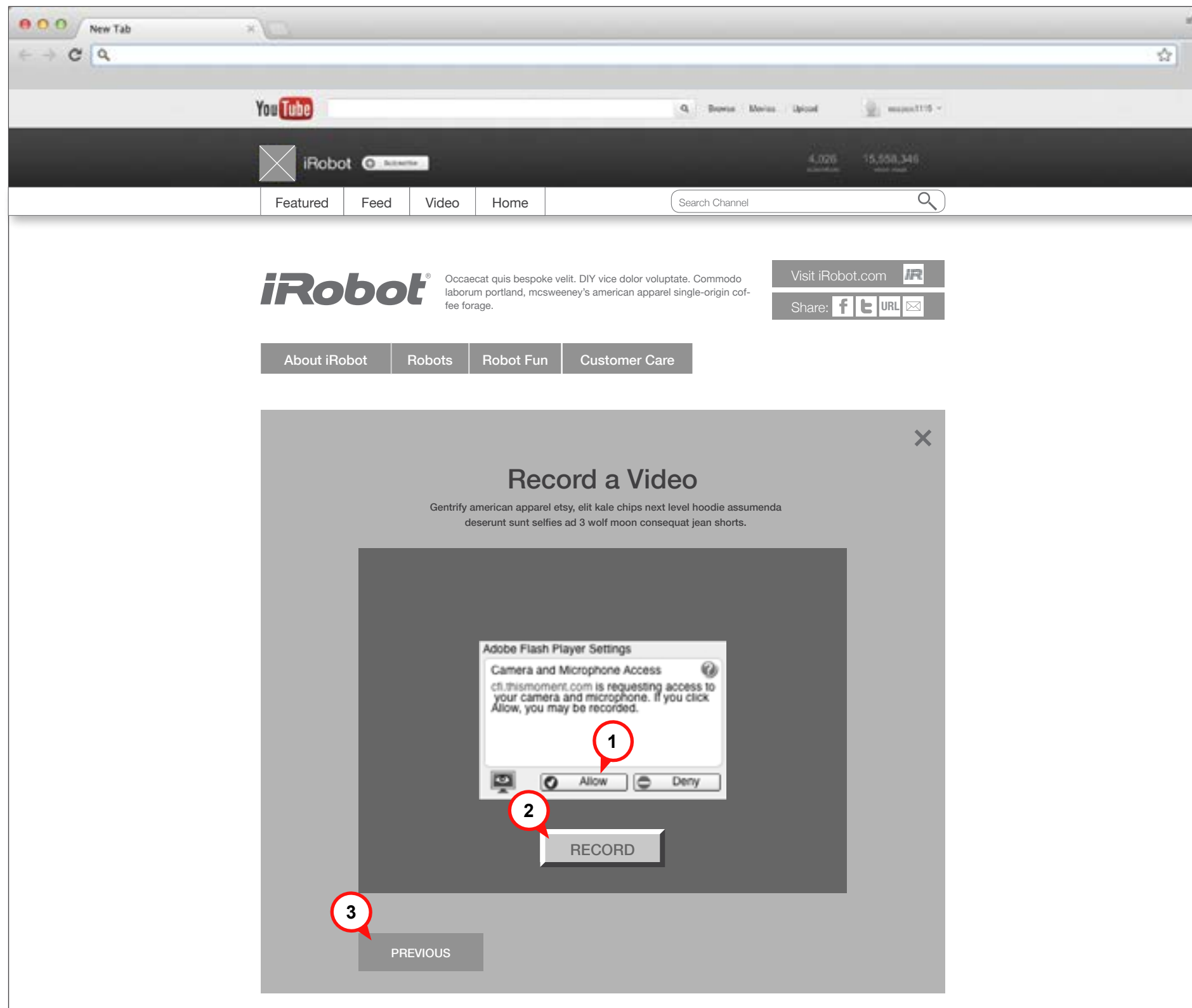
Users can download iRobot mp3 file.

4. CHOOSE OPTION

Users are given number of options they can follow to record their video:

- Users can use webcam to record their robot dance.
- Users can be more creative by making a robot dance video with their own devices.
- Users who already have robot dance in their YouTube library can upload directly.

Recording with Webcam



NOTES

When users use their webcam to record,

1. FLASH PLAYER SETTING

Users need to allow Adobe Flash Player Setting to use their webcam.

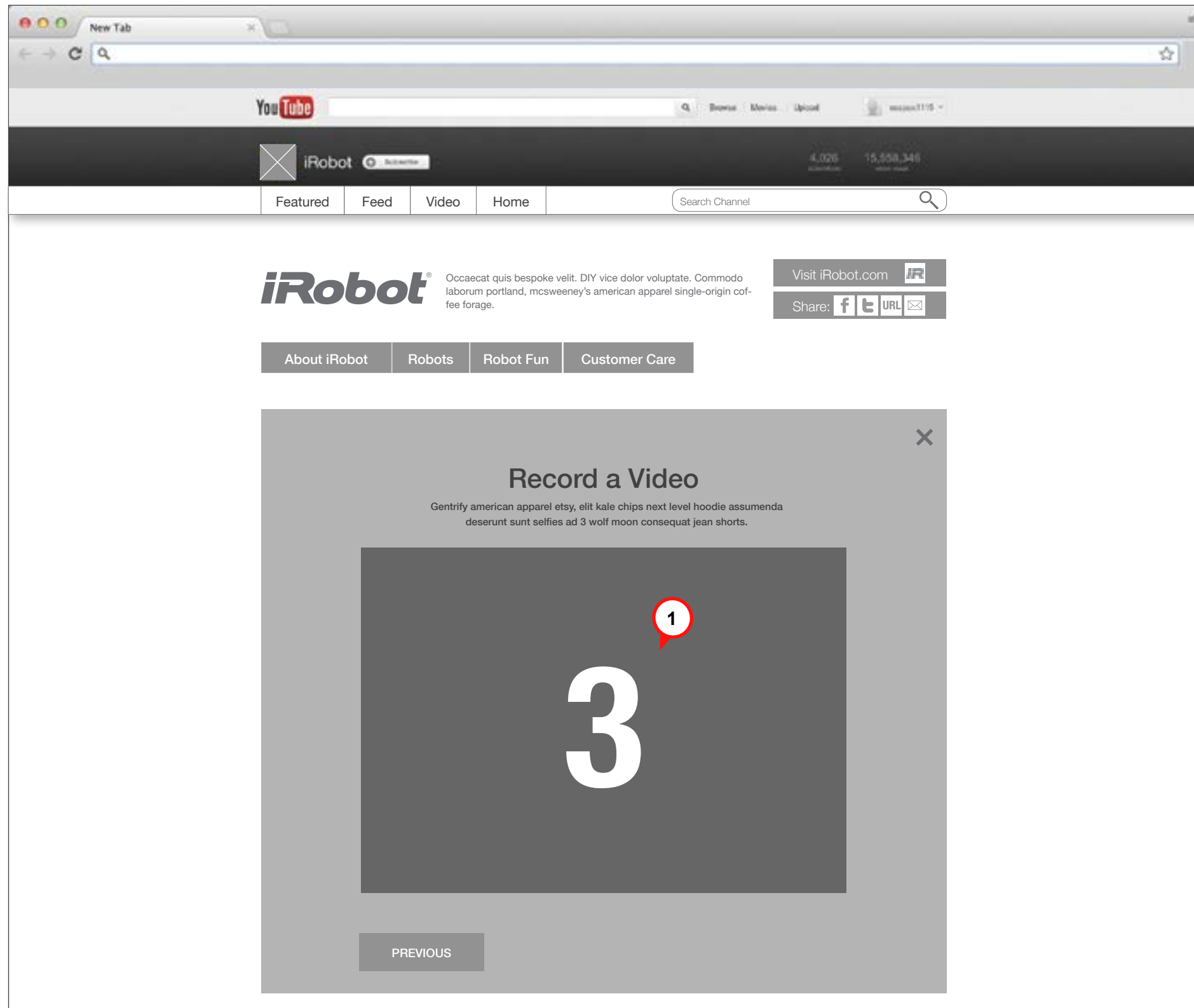
2. RECORD

After the setting, users click record button to start recording.

3. PREVIOUS PAGE

Users can click to go back to previous step.

Countdown



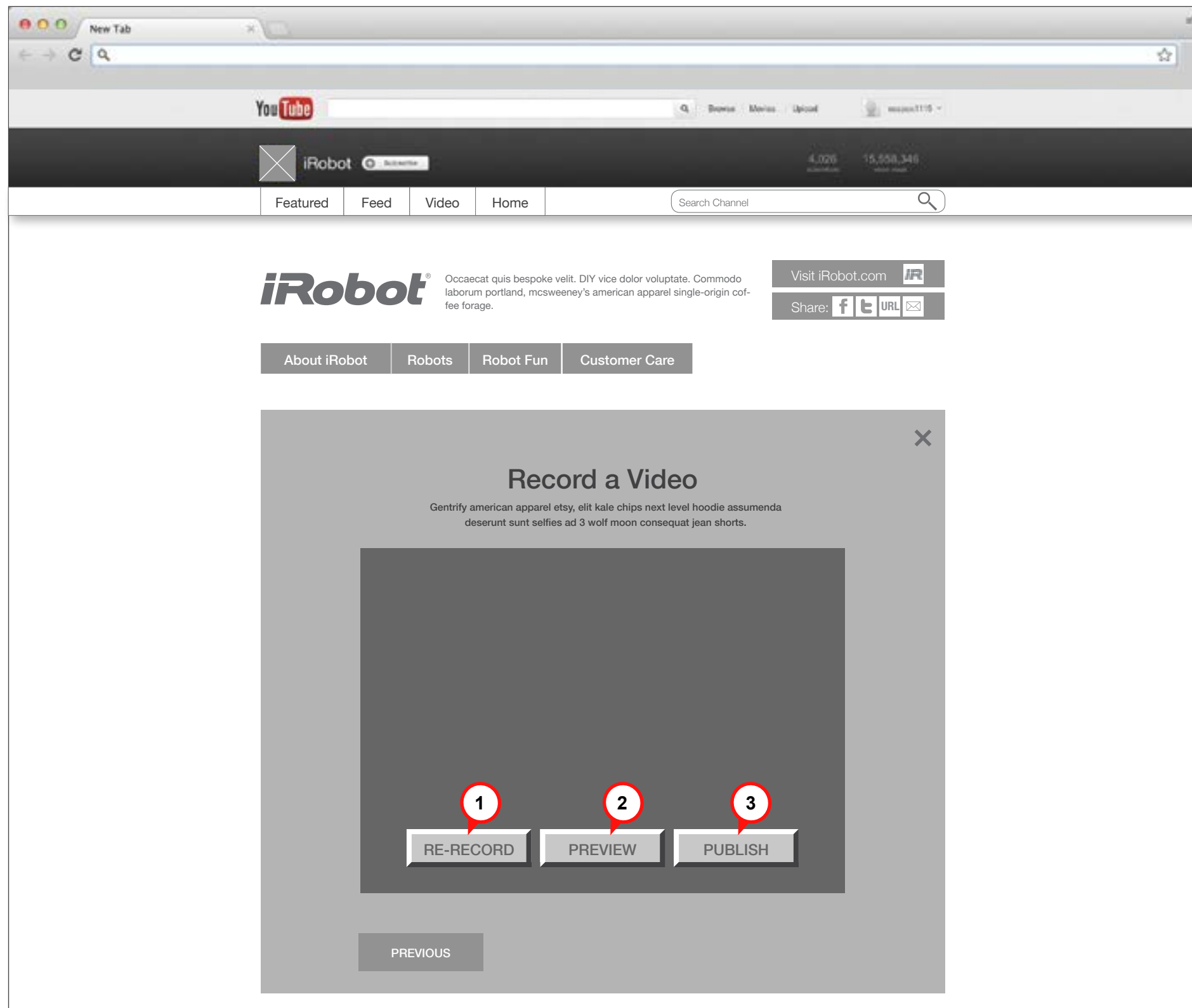
NOTES

When users use their webcam to record,

1. COUNTDOWN

When the record button is clicked, users can see the countdown on their screen.

Done Recording



NOTES

When users use their webcam to record,

1. RE-RECORD

Users can re-record to get a better footage.

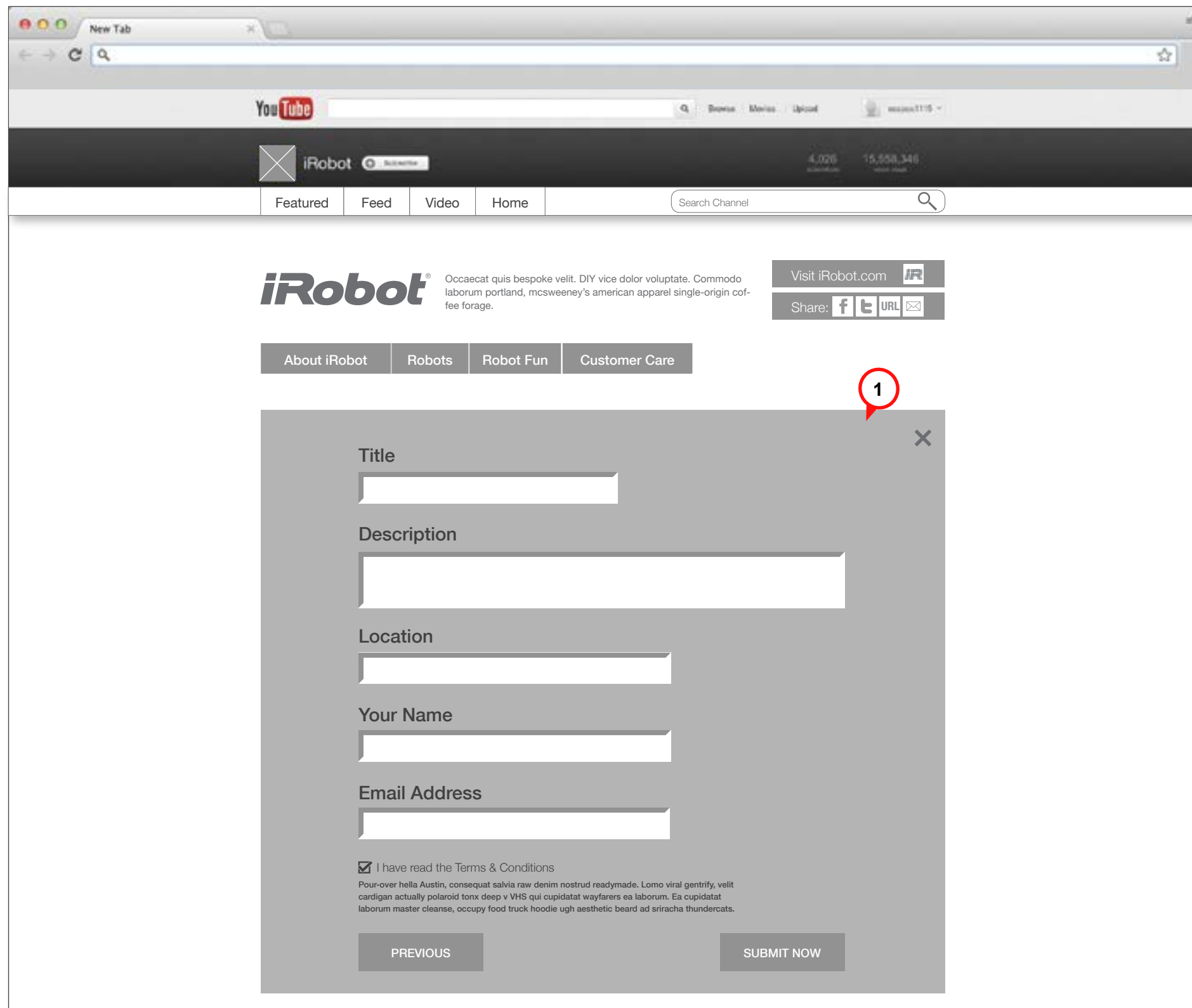
2. PREVIEW

Users can preview their video before publishing.

3. PUBLISH

When users like their video, they can publish which brings them to the last stage of the process.

Submitting Video



The screenshot shows a browser window displaying the iRobot YouTube channel page. A modal form is overlaid on the page, containing the following fields and elements:

- Title:** A text input field.
- Description:** A larger text area for video description.
- Location:** A text input field.
- Your Name:** A text input field.
- Email Address:** A text input field.
- I have read the Terms & Conditions
- PREVIOUS** button
- SUBMIT NOW** button

A red circle with the number '1' is positioned above the form, indicating the first step in the process.

NOTES

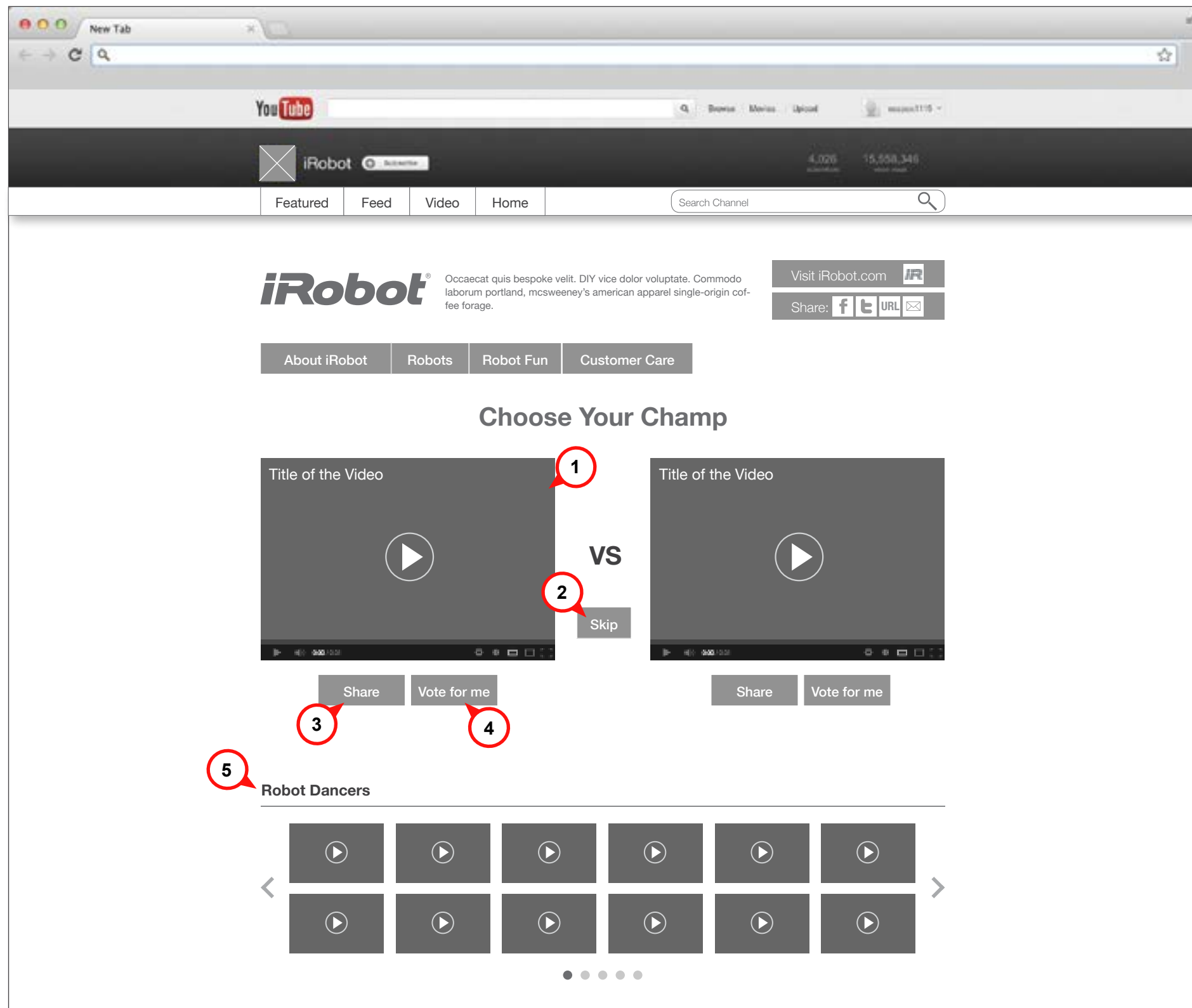
When users record their robot dance video through whichever options, at the end of the process, they need to fill out basic information and check the box to agree the terms and conditions to submit their video.

1. FILL-OUT FORM

Fill out form asks title, description, location, user name and email address.

Voting

Landing Page_Voting Period



NOTES

Once submission period ends, main page turns into a slam theater design that displays two contenders so users can vote for the videos they like.

1. VIDEO

Two robot dancing videos are displayed. Users can play them one by one or together.

2. SKIP

Users can load next two videos.

3. SHARE THE VIDEO

Users can share a specific video through SNS.

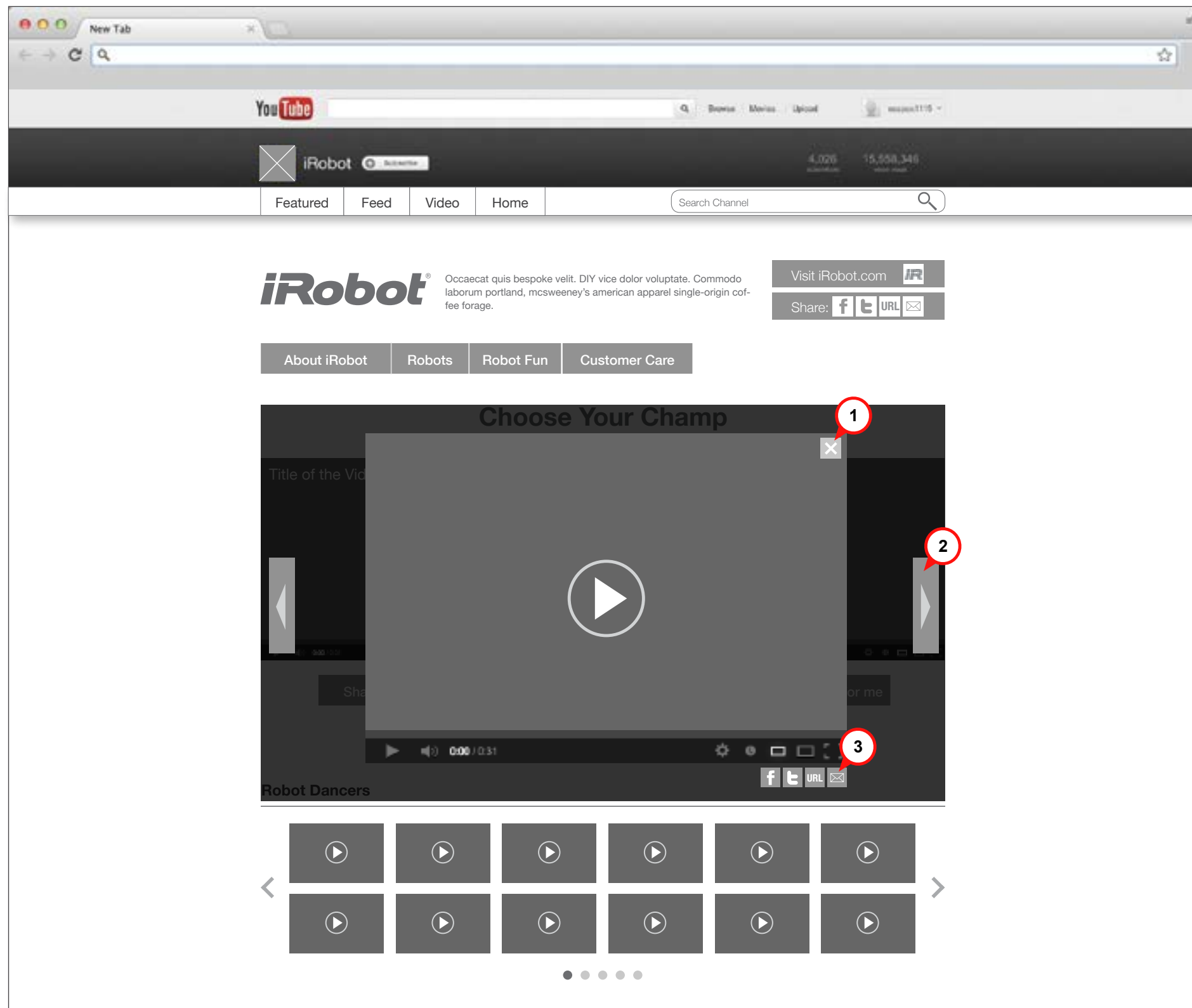
4. VOTE

Users can vote one video over the other. Once the button get clicked, next two videos launch.

5. SUBMITTED VIDEO

Users can browse all submitted videos and click to watch them.

Submitted Video Clicked



NOTES

When one of the submitted videos is clicked the selected video launches in lightbox.

1. CLOSE

Brings users back to mosaic style thumbnail images page.

2. NAVIGATION

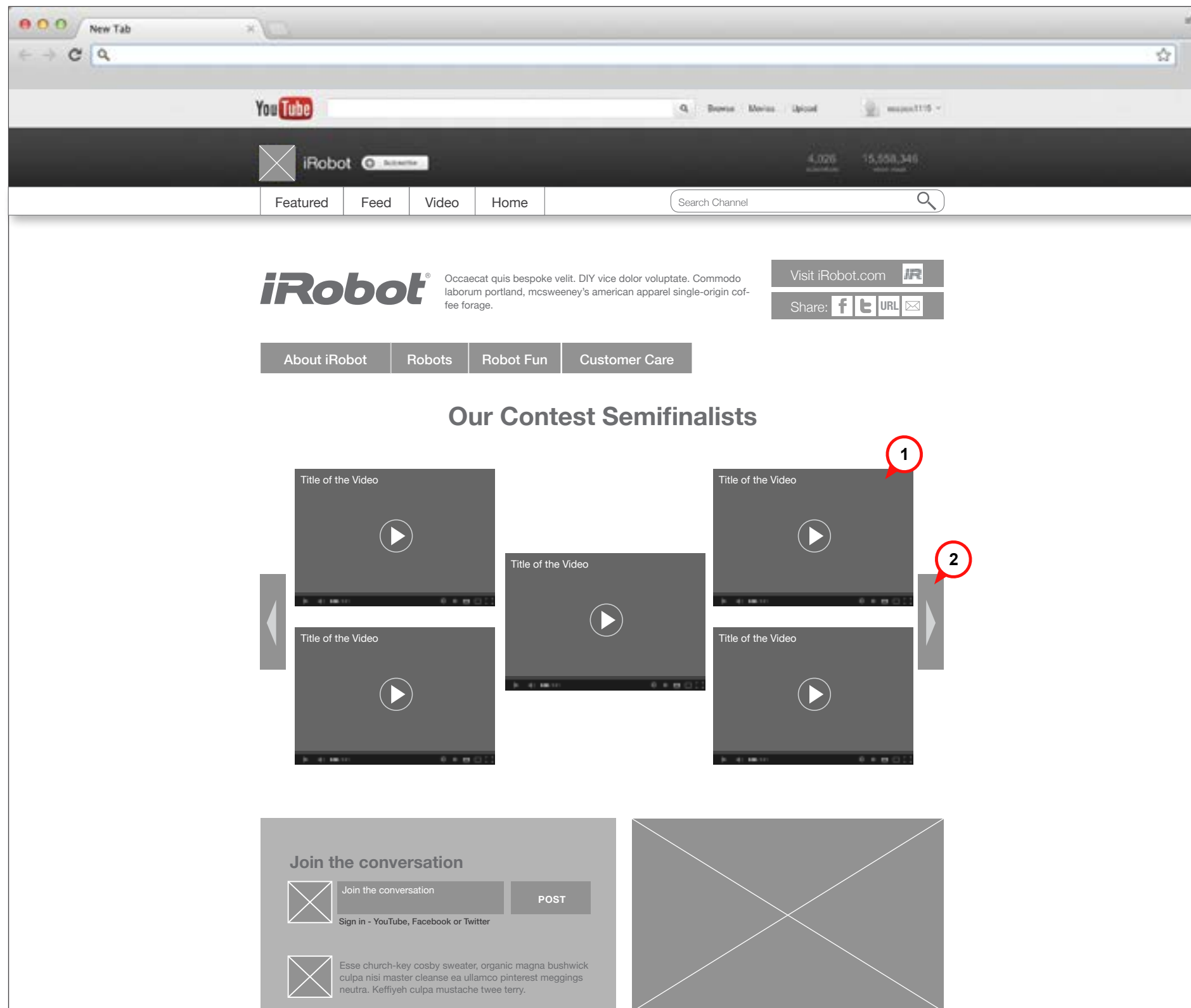
Users can watch the next video.

3. SHARE VIDEO

Users can share a specific video through SNS.

Top 20

Landing Page_Top 20



1. TOP 20 VIDEOS

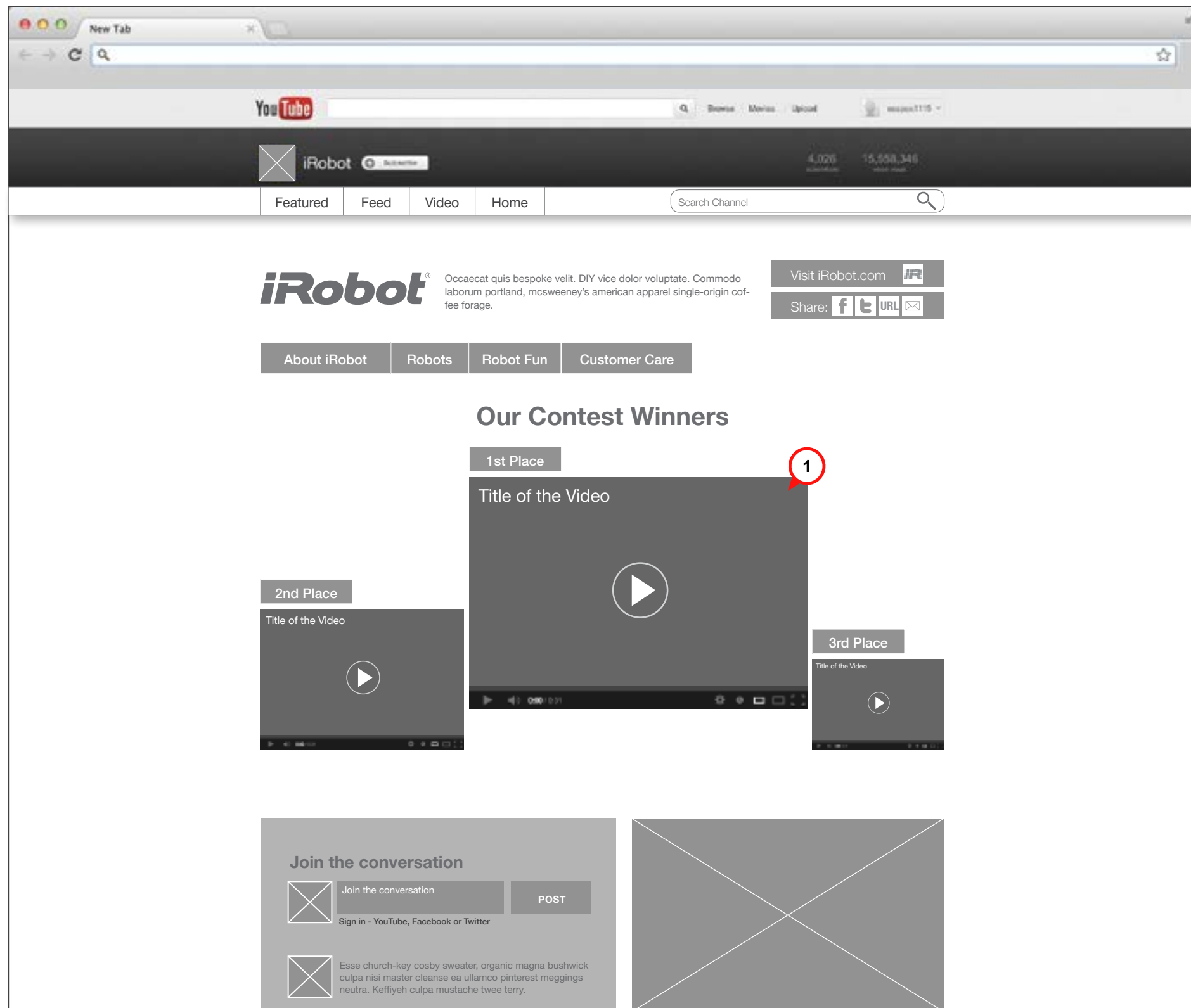
Top 20 videos are displayed in large thumbnail images and users can click to watch the video in lightbox.

2. NAVIGATION

Users can watch the next 5 videos.

Final Winners

Landing Page_Final Winners

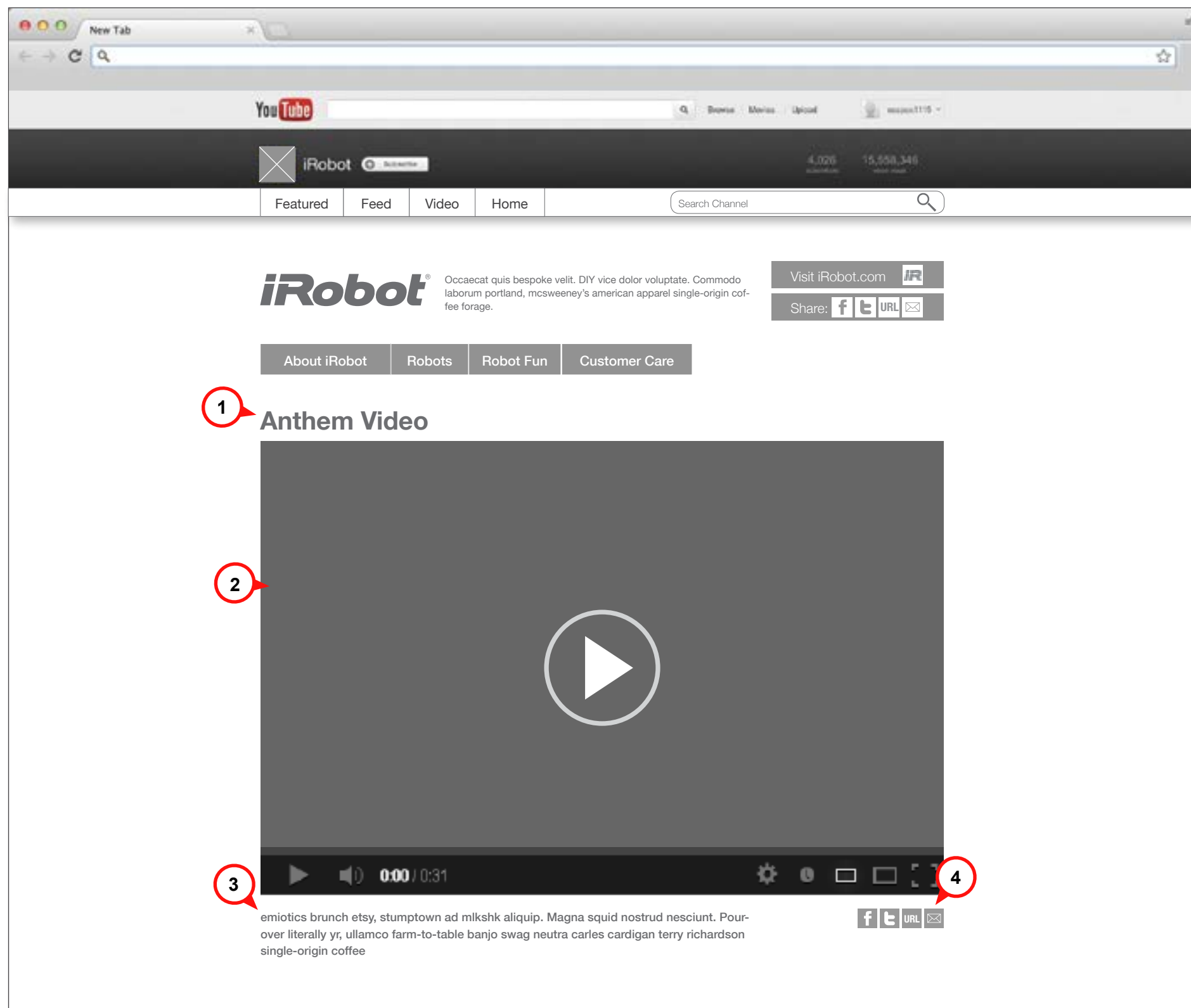


1. TOP 3 VIDEOS

After top 20 videos are collected, iRobot/Mullen pick top 3 videos and showcase them in the shape of Olympic podium.

Wireframe_Post Contest

Landing Page_Anthem



NOTES

Custom landing page showcases featured videos.

1. VIDEO TITLE

Displays the title of the video.

2. VIDEO

Displays the most current/important video.

3. VIDEO DESCRIPTION

Describes the information/content of the video.

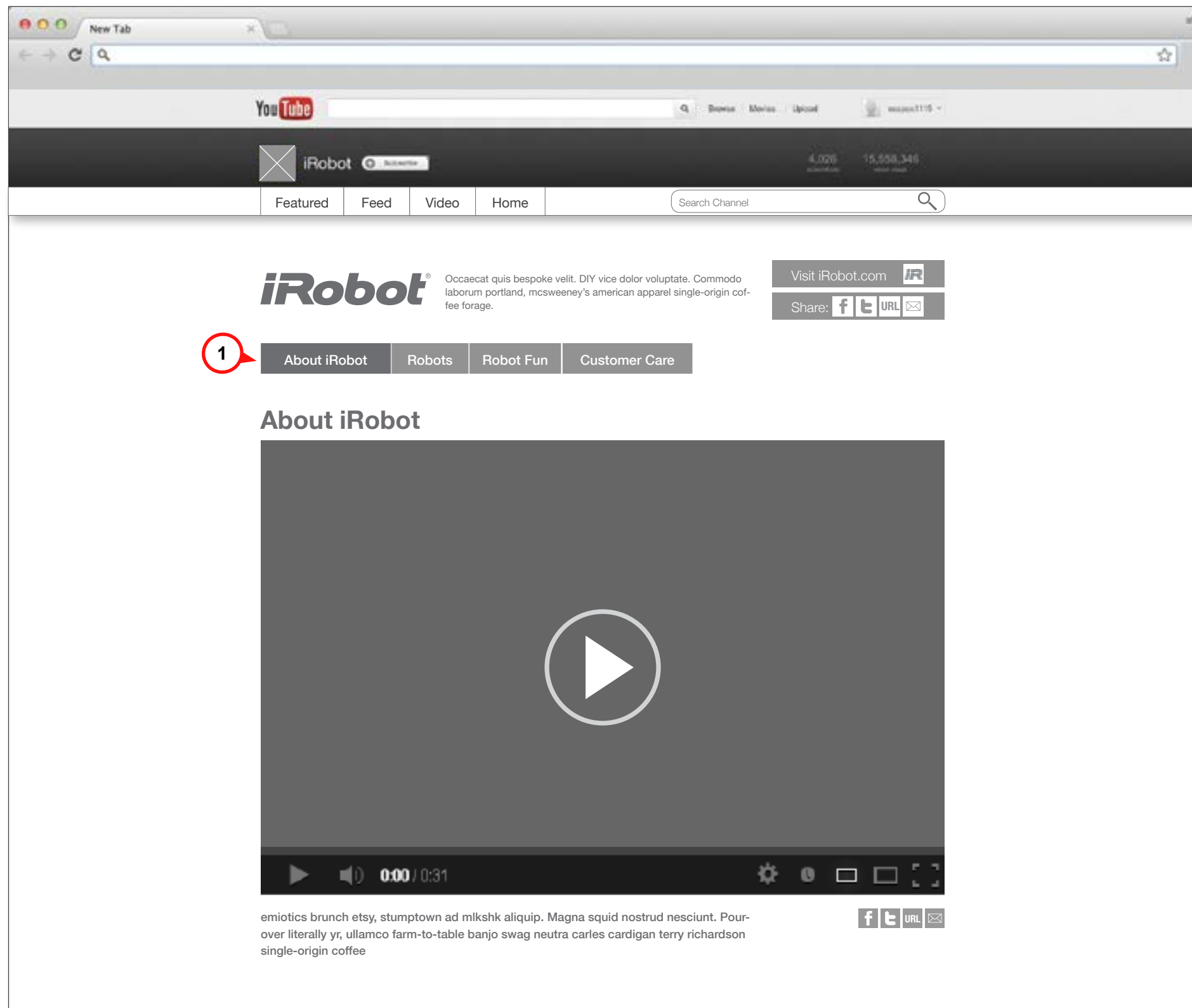
4. SHARE VIDEO

Users can share a specific video through social channels.

5. FEATURED VIDEO

Users can browse related videos based on their current menu.

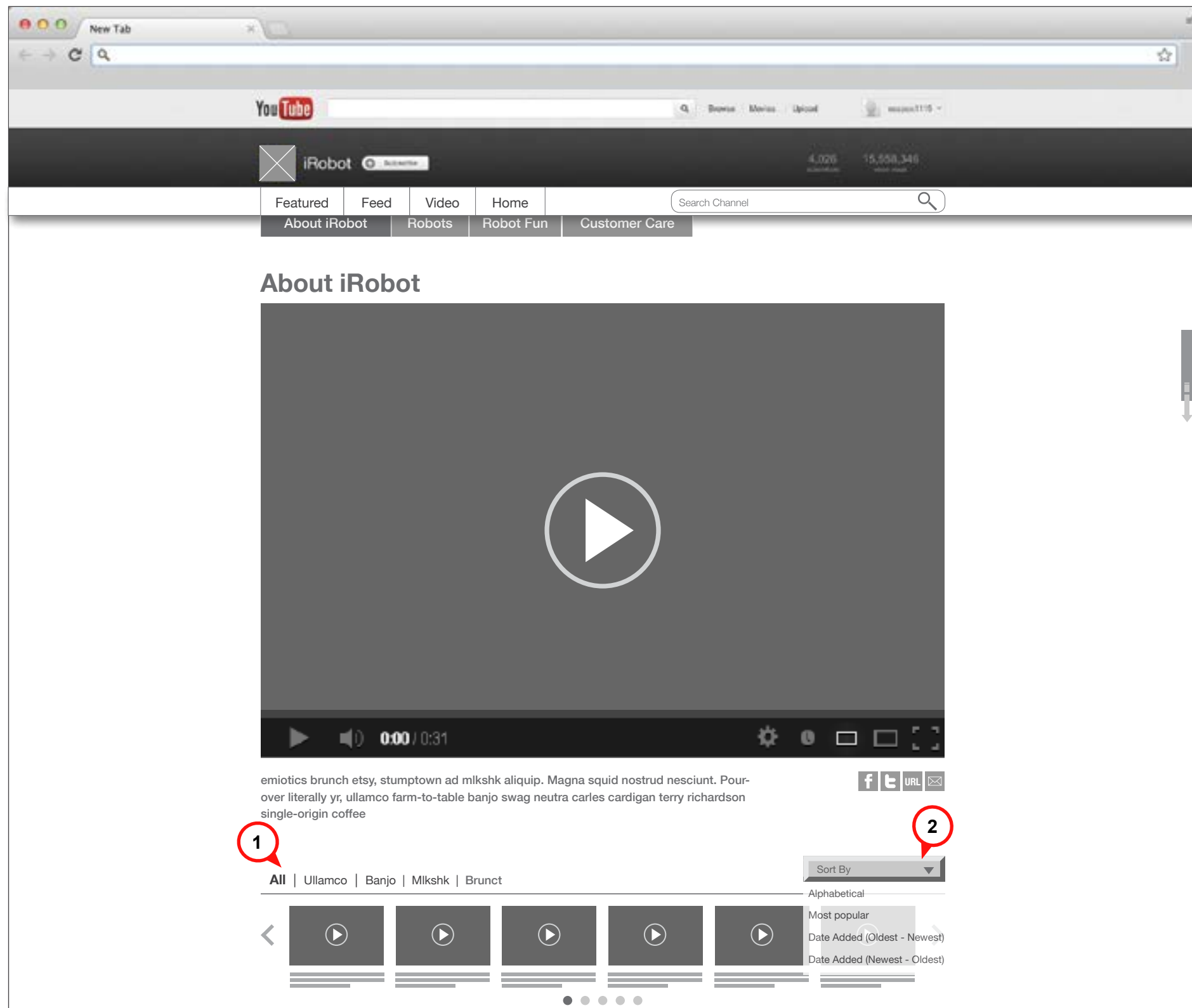
About iRobot



1. MENU

Selected tab gets highlighted.

Featured Videos



NOTES

Feature videos are displayed based on the video user is watching.

1. SUB CATEGORY

Videos are categorized.

2. DROP-DOWN MENU

Users get options to sort the videos.