



CP+B HOLIDAY

Nutcracker 5000

Version 1.8

Aug 31, 2014

So what is a user experience, anyway? That's a question nobody ever asked of Isidore of Miletus. Sure, he was a 6th-century Greek architect who built the Hagia Sophia in Constantinople, but he also taught physics and math, and we have him to thank for the T-Square, among other things. Today we might think of him as a "user experience architect" because he was a systems thinker who understood the nature of things big and small—and their impact on people, places and other things. Not too different from what's in this packet, really, in which we explain the hows, whats, and whys behind your next interactive game-changer. And it's brought to you by the smart folks below.

Noel Franus
VP / Experience Director
nfranus@cpbgroup.com

Hoon Oh
Experience Design Intern
intern.hoh@cpbgroup.com

USER FLOW

User Flow

1



Press kit TBD

2

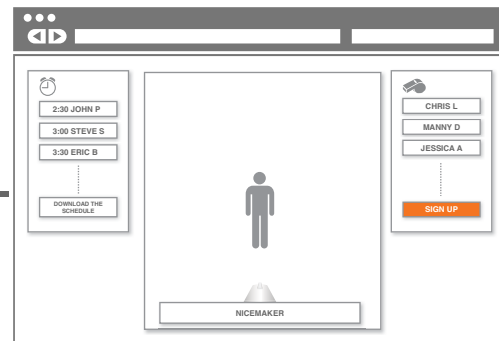
"Nicemaker" has started.
Today's schedule is...check this out at
<http://www...com/nicemaker>

Day of the event

CP+B sends event reminder with the schedule of targets.

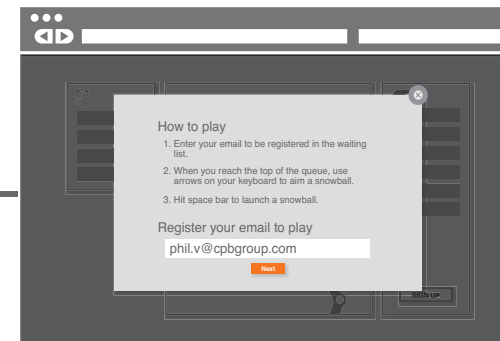
Visit website

The user sees a live video stream of the event.



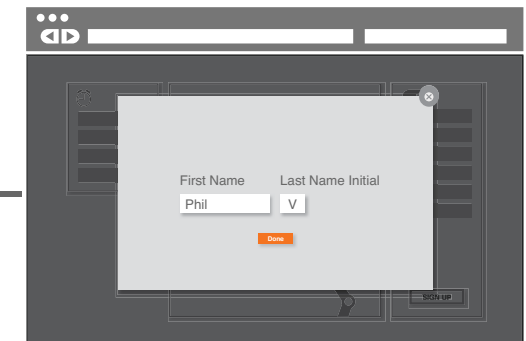
Click sign up

Lightbox appears with the instruction of the game.



Click next

The user enters their name into the box to be register.



Click done

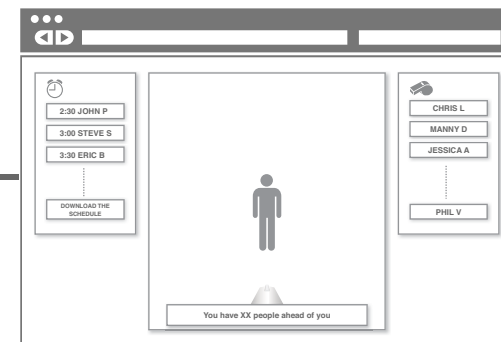
3

The user is listed as Shooter XX.



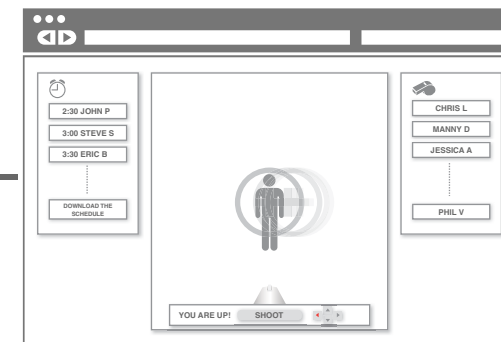
Moderation

After the moderation, the name of the user is displayed in the queue.



Phil V gets a queue sign

Controls appear on the screen when the user gets a queue sign.



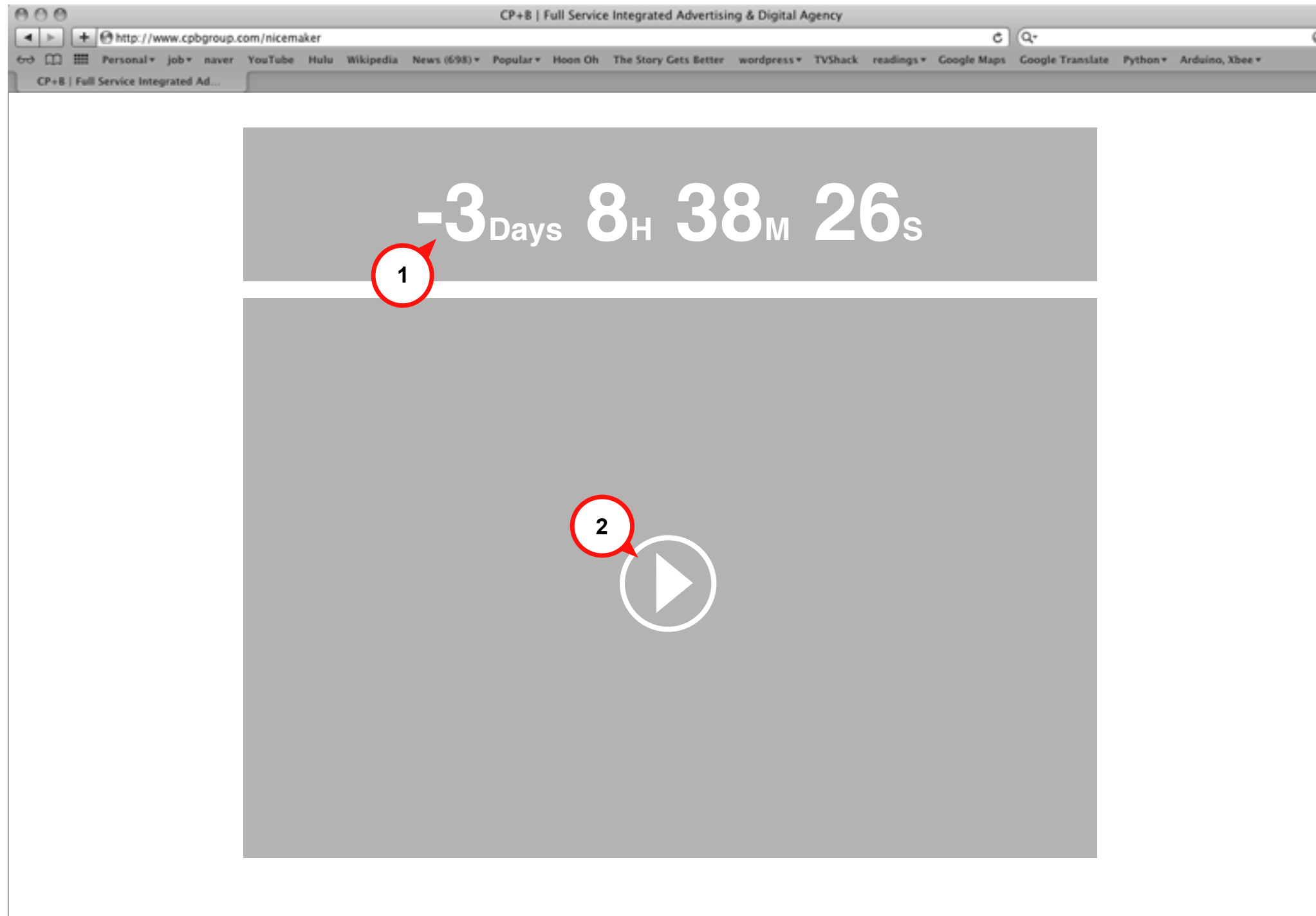
Control / Shoot

The user is sent to a post hit page.



WIREFRAME

Pre Launch Content



NOTES

A prelaunch page will be displayed with a live feed of the set being built and the countdown.

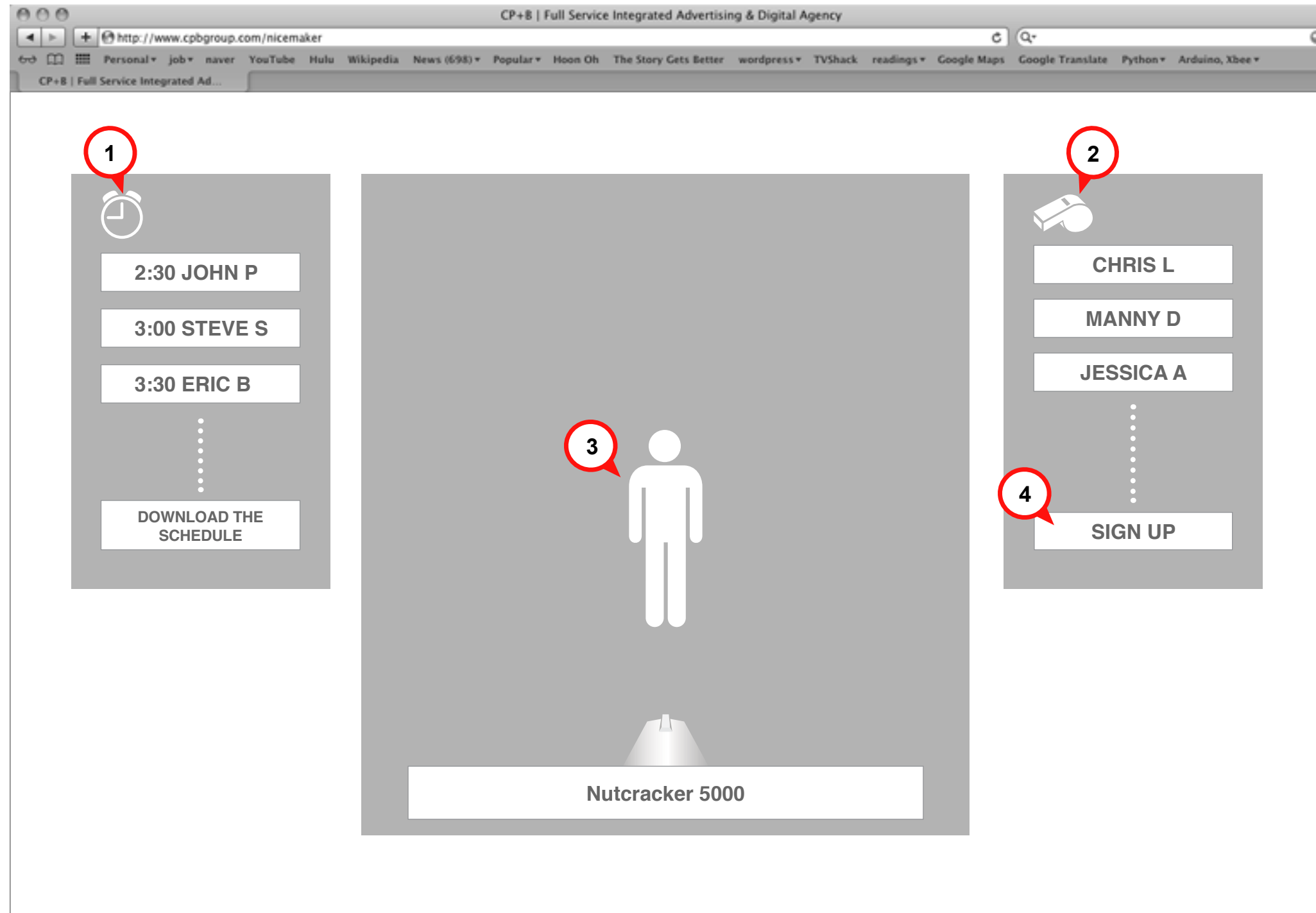
1. COUNTDOWN

Users can see how much time have left until the CPB event.

2. LIVE VIDEO STREAM

Users can see the progress of the set being built through the live stream of the lobby in the Boulder office.

Landing page (Launch)



NOTES

When users arrive at the site they see a live video stream of the current employee target(s) and a live throwing queue.

1. TARGET SCHEDULE

Users can see the top three targets' name and time slot in the schedule. Also, users can download whole schedule of the event.

2. QUEUE

Users can see the top three people's name in the queue.

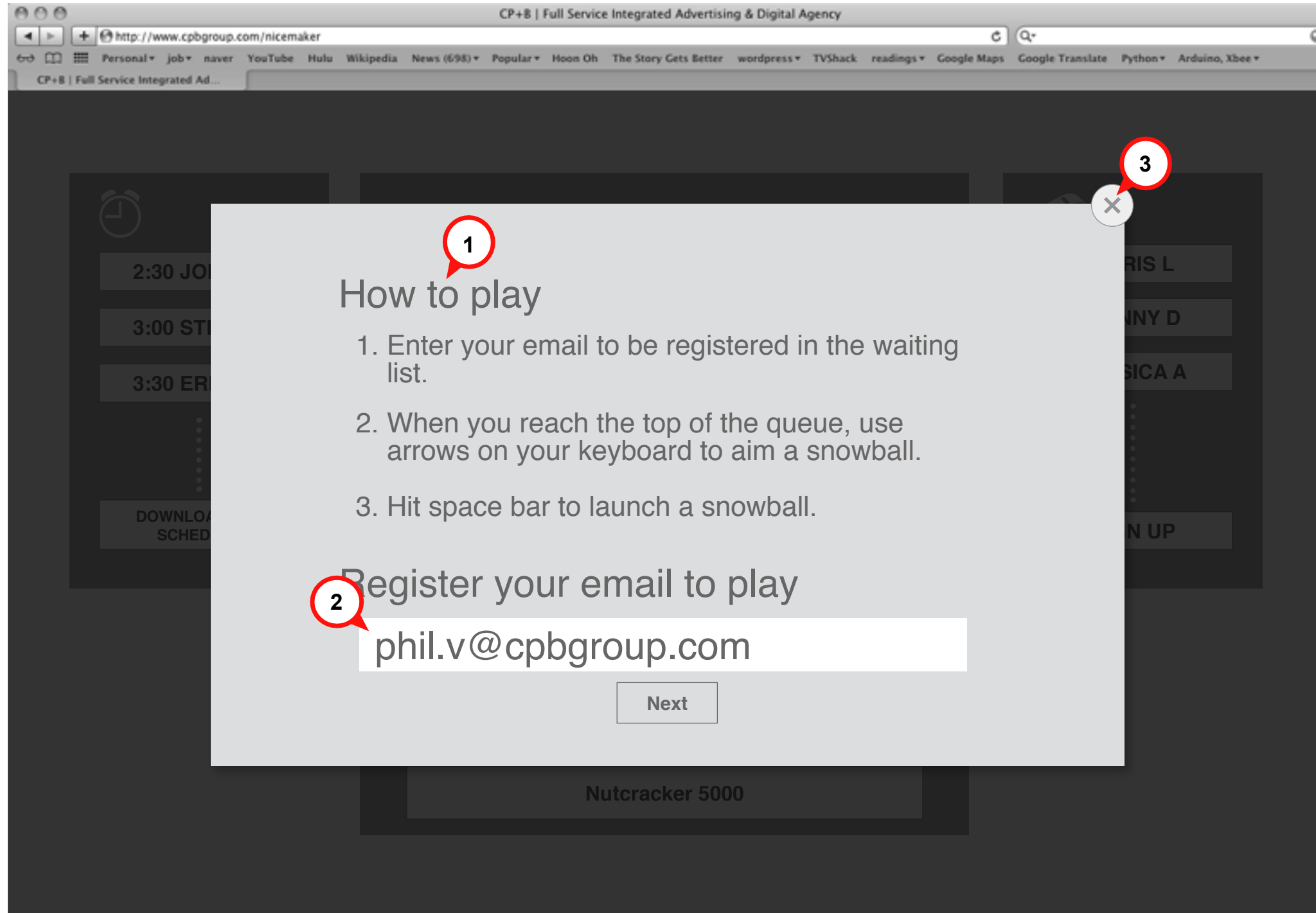
3. LIVE VIDEO STREAM

Users can see a live video stream of the current employee target(s) and a live throwing queue.

4. SIGN UP

Users need to click the "SIGN UP" in order to register for the game.

Instruction and Verification



NOTES

When users click "SIGN UP", lightbox appears with the instruction of the game and the registration box.

1. INSTRUCTION

Users get a sense of how to control the snow thrower through the instruction.

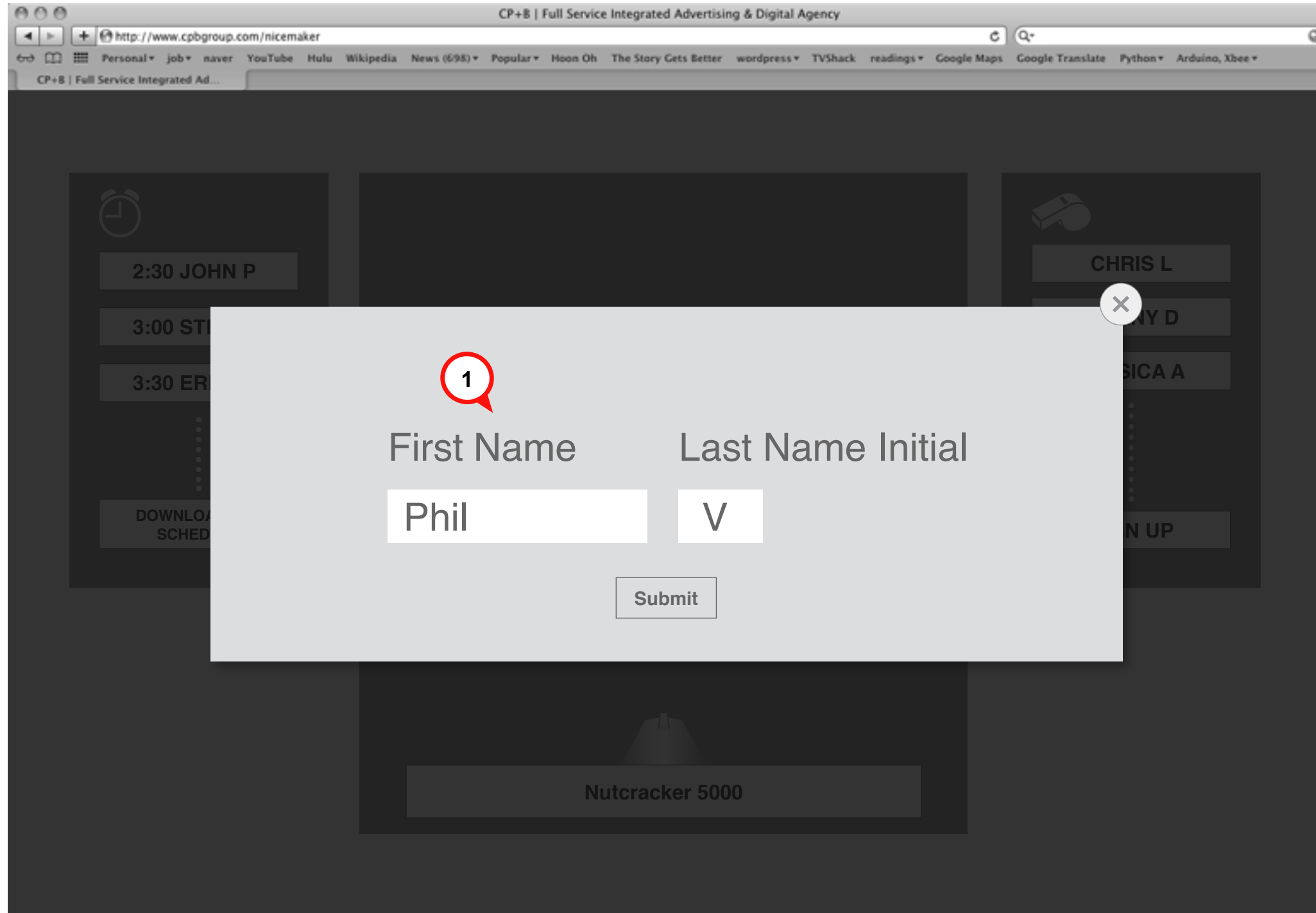
2. REGISTRATION

Users provide their email to be verified if they are clients or employees.

3. CLOSE BUTTON

Users can go back to the spectator's mode.

User Name



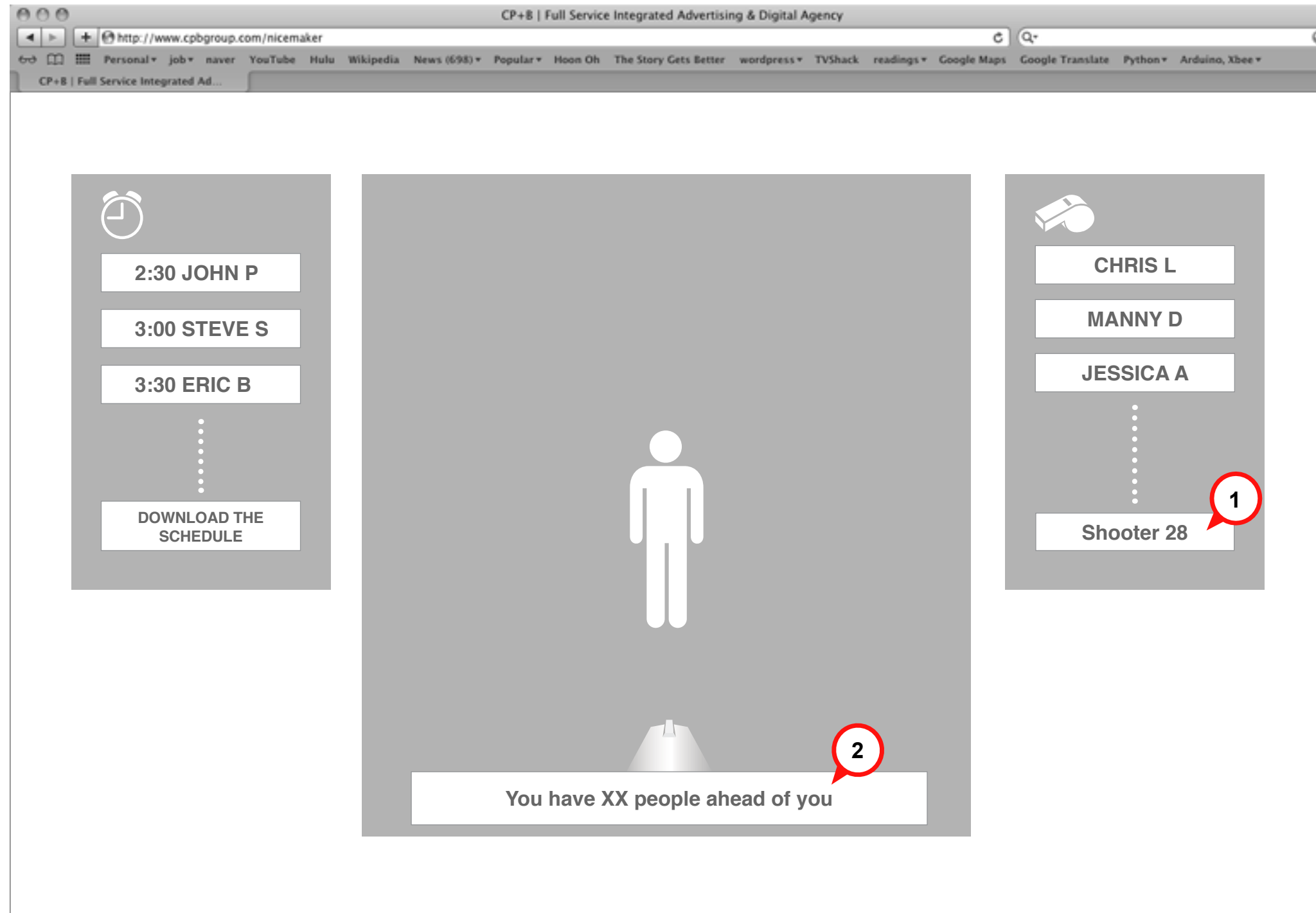
NOTES

Once users are verified by the domain of their email, they are asked to enter their name.

1. USER NAME

Users enter their name which will be shown on the queue.

Moderation



NOTES

After the registration, CPB system moderates if users provided a proper name for the event.

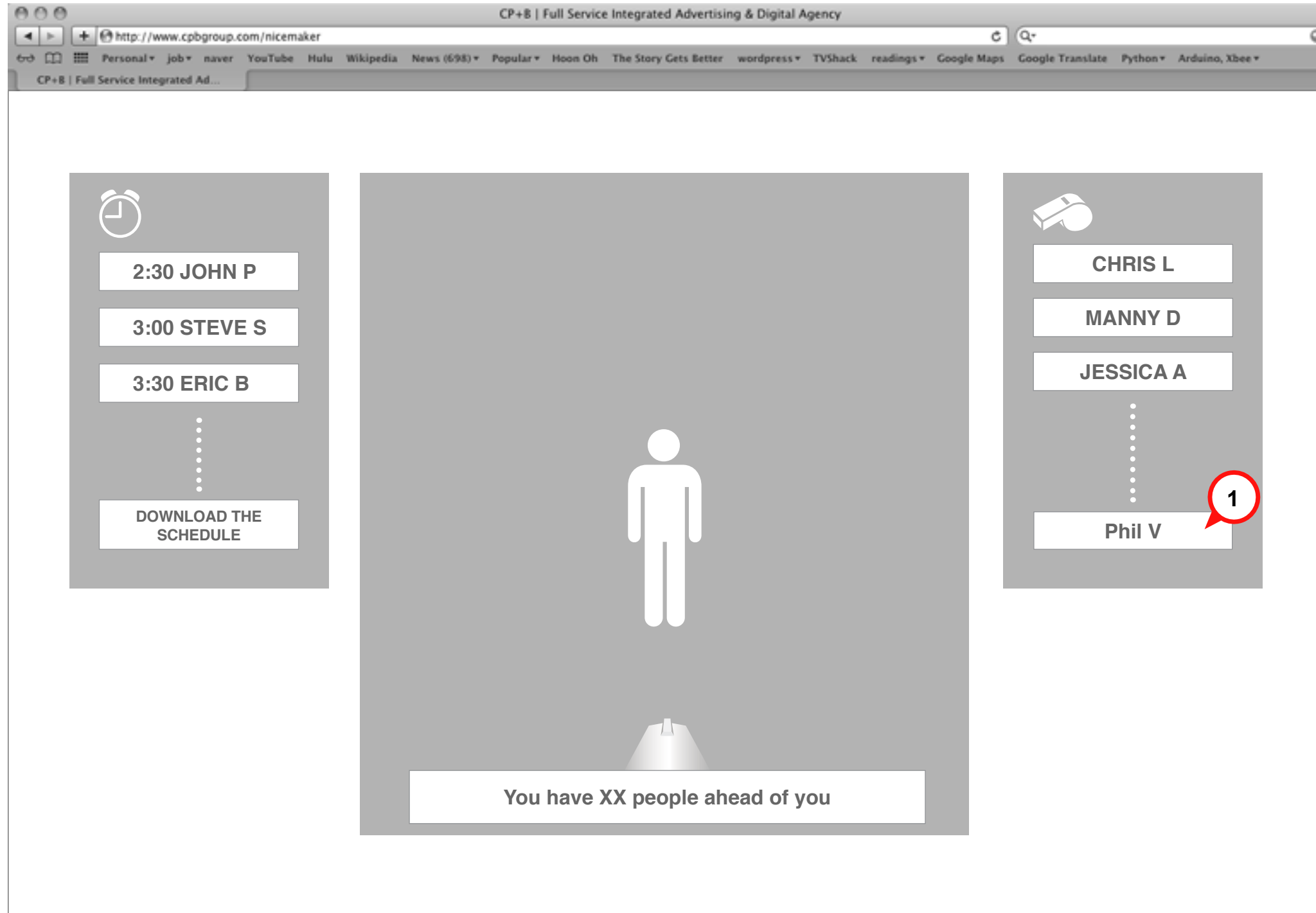
1. QUEUE

During the moderation, users are listed as Shooter XX.

2. QUEUE SIGN

Queue sign tells how many people are ahead of the user.

Queue



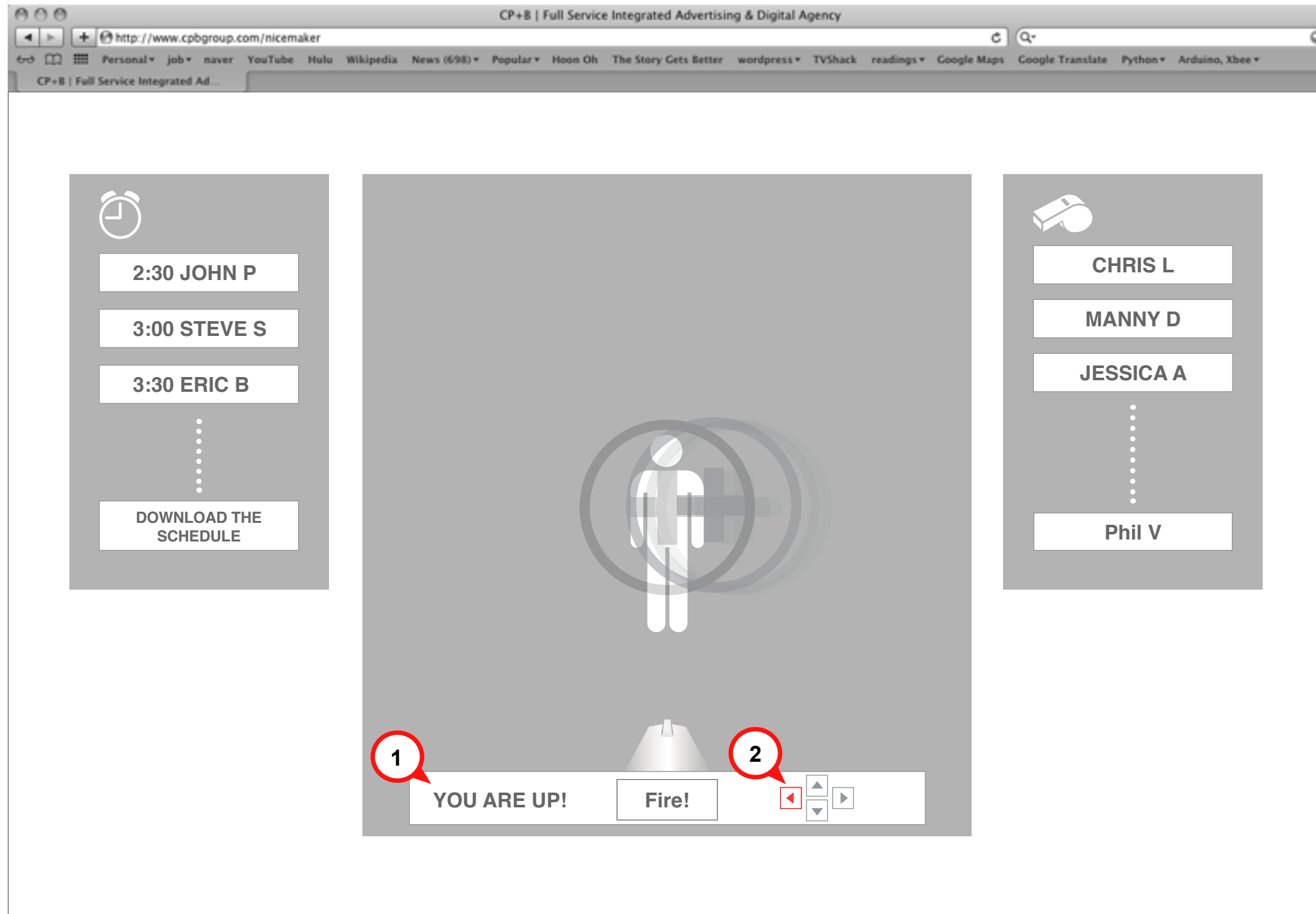
NOTES

After the moderation, users can see their name on the waiting list. As time goes by, their name gets closer to the top of the queue.

1. QUEUE

Users see their name is listed on the queue after the moderation.

Controlling and launching



NOTES

Once users reach the top of the queue, they can control the launcher and throw a snowball.

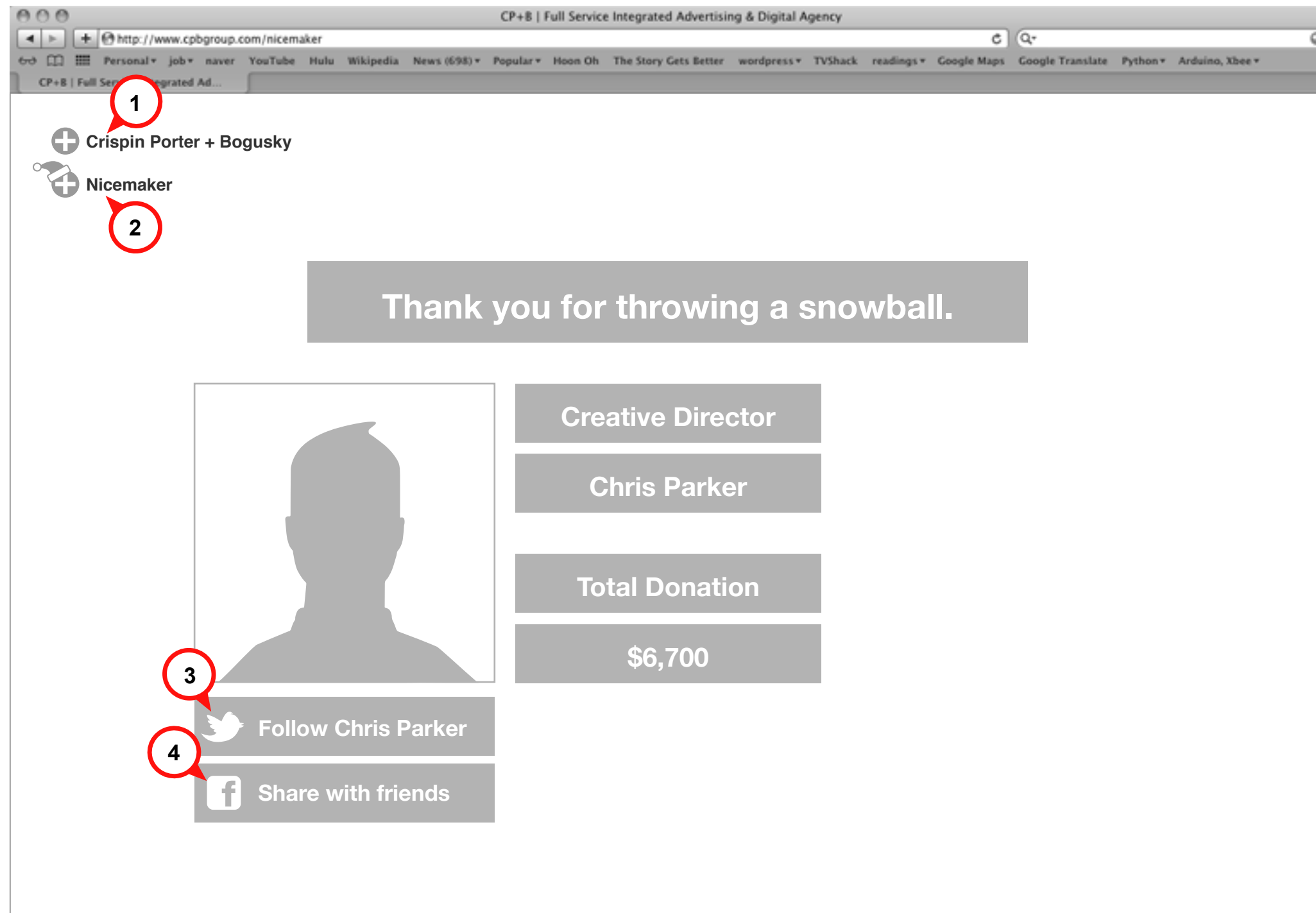
1. QUEUE SIGN

Users get a queue sign when they reach the top of the waiting list.

2. CONTROLLING INDICATOR

Arrows appear when the users get a queue sign. The same direction of the arrow blinks on the screen when users click the arrow key on their keyboard.

Post hit page



NOTES

After the hit, users are automatically sent to a post hit page which provides information about the target(s) and donating status.

1. VISIT CP+B

Users can visit CP+B website through the link.

2. VISIT NICEMAKER

Users can revisit the Holiday website through the link.

3. FOLLOW TARGETS ON TWITTER

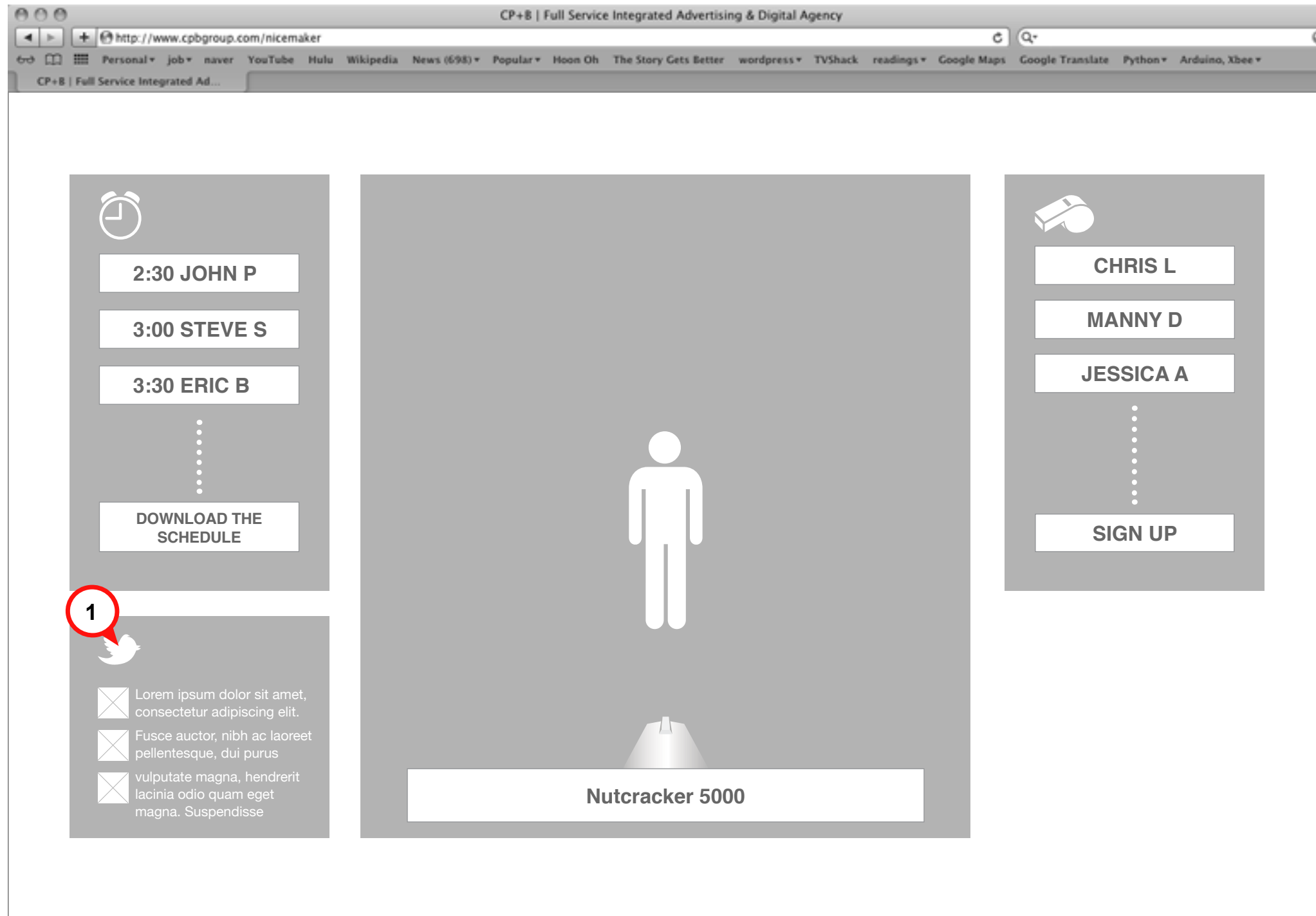
Users can follow the target(s) on twitter.

4. SHARE WITH FRIENDS

Users can share CPB holiday event through their Facebook.

OPTIONAL FEATURES

Optional features (Twitter)



NOTES

CPB creates the holiday event account on Twitter and provides Twitter feeds by retweeting on the comments that are only appropriate.

1. TWITTER PANEL

Users can see tweets coming from the CPB Holiday event account.

Optional features (Receiving a queue sign)

CP+B | Full Service Integrated Advertising & Digital Agency

http://www.cpbgroup.com/nicemaker

Personal job naver YouTube Hulu Wikipedia News (698) Popular Moon Oh The Story Gets Better wordpress TVShack readings Google Maps Google Translate Python Arduino, Xbee

CP+B | Full Service Integrated Ad...

2:30 JOHN P

3:00 ST

3:30 ER

DOWNLO
SCHED

CHRIS L

NY D

SICA A

N UP

Nutcracker 5000

First Name Last Name Initial

Phil V

1 Send me a queue sign through email

Submit

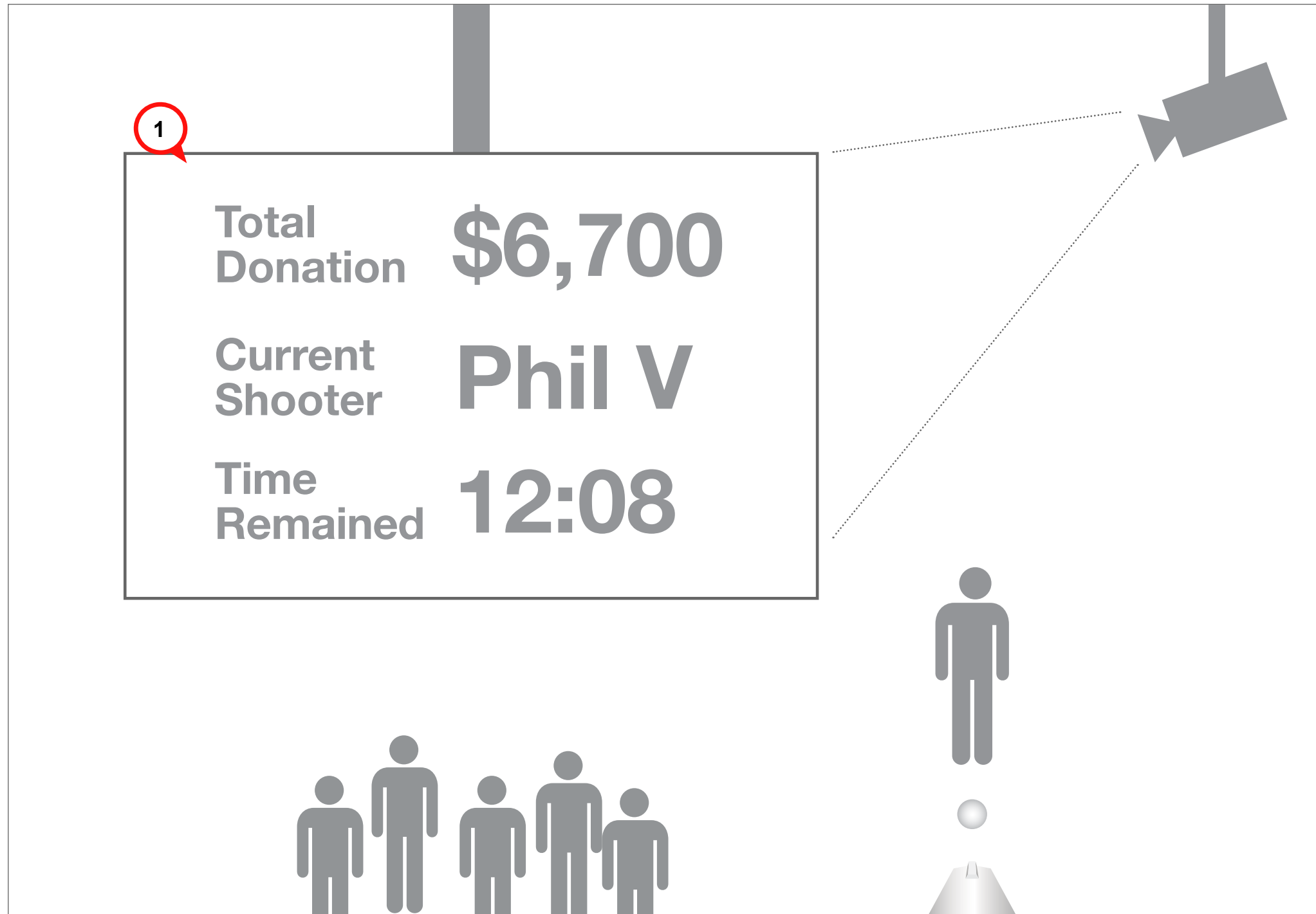
NOTES

CPB sends notification email to users when there are a few people ahead of them to the email address that users provided.

1. RECEIVING A QUEUE SIGN

Users can get a notification when a few people ahead of them through email by checking the box.

Optional features (Projection in lobby)



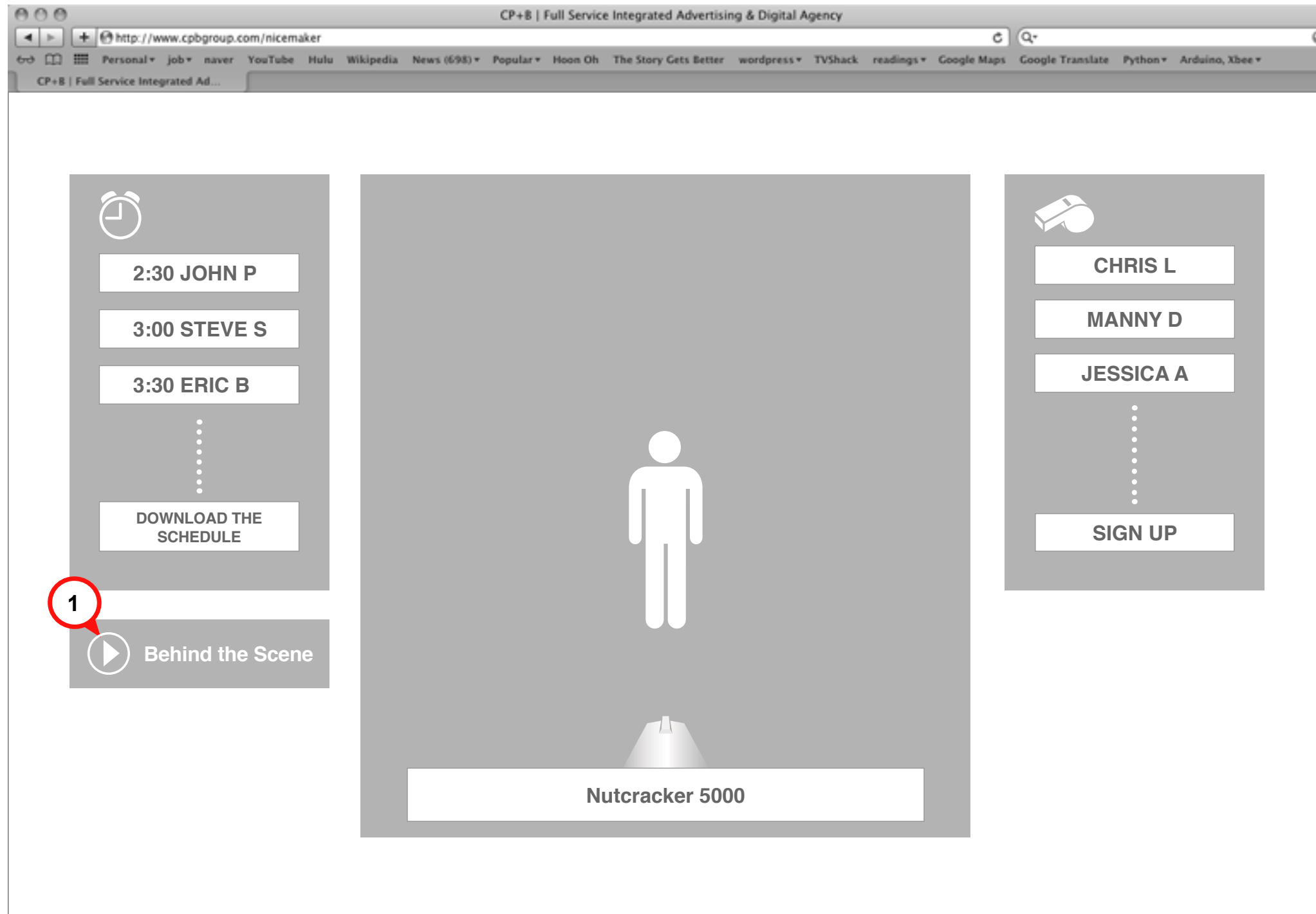
NOTES

The projector in the Boulder office lobby can be used to provide information for targets and spectators in the physical space.

1. PROJECTION

People in the Boulder office can see total donation, name of the current shooter, how many minutes each target has left in their time slot.

Optional features (Behind the scene)



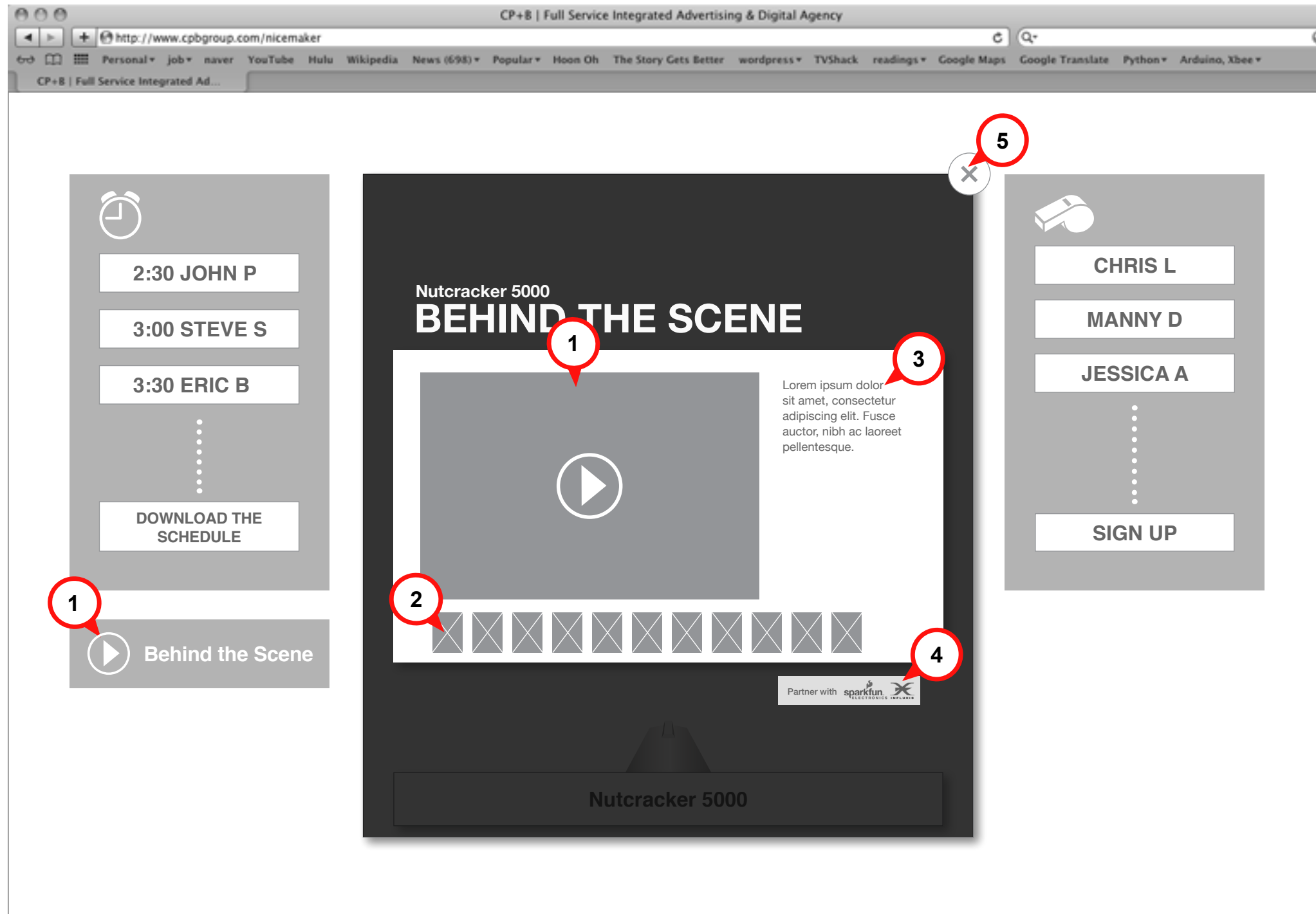
NOTES

By providing "Behind the Scene", the holiday site can occupy users better when they have to wait in long line to get a queue sign.

1. BEHIND THE SCENES

Users can click the icon to watch "Behind the Scene".

Optional features (Behind the scene cont.)



NOTES

When users click "Behind the Scene", lightbox appears over the live video stream and displays the list of the behind the scenes.

1. CHOSEN VIDEO / IMAGE

Users can see the process of the CPB event through videos and images from the list below.

2. VIDEOS AND IMAGES

Users can choose the video clip or image that they want to see from the list.

3. DESCRIPTION

Description for the video / image that is currently on.

4. PARTNERSHIP

Partners' logos are displayed and linked to their website.

5. CANCEL

Users can go back to the live video stream.