FOOTBALL :
match up / flow / wireframes
adidas.com
10.03.2010   v.7

TABLE OF CONTENTS

facebook adidas
Football fan page → content posting

user clicks

MATCH UP TAB | YOUR POINTS | CHALLENGE | RECRUIT

A MATCH-UP CONTENT ITEM

like player/team | like player/team
comment on match/ take a side | comment on match/ take a side
like another comment | like another comment
make a prediction | make a prediction
share

MATCH UP TAB | YOUR POINTS | CHALLENGE | RECRUIT

USER INTERACTION WITHIN THE FACEBOOK ENVIRONMENT CAUSES POINTS TO BE ACCUMULATED & DISPLAYED WITHIN THEIR POINTS SECTION.

THEY WILL BE ABLE TO VIEW THEIR OWN POINTS, THE LEADER BOARD & ANY FRIENDS WHO ARE ALSO TAKING PART IN THE MATCH UP OR COMMENTING IN ANY WAY ON THE CONTENT.

MATCH UP TAB | YOUR POINTS | CHALLENGE | RECRUIT

USERS WILL BE DRIVEN HERE TO MAKE THEIR PREDICTIONS

MATCH UP TAB | YOUR POINTS | CHALLENGE | RECRUIT

USERS HERE CAN INVITE THEIR FRIENDS TO PARTICIPATE

comment/like/etc.

fb connect authentication

the match up

player/team | player/team
curated comments | curated comments
make a comment | make a comment
like another comment | like another comment
make a prediction | make a prediction
share

<all comments and likes updated to facebook>

<all comments and likes updated to facebook>

adidas.com : digital
Match Up page →

player wiki
zidane's comments
trainer's comments
minor athlete comments
moderator comments

KEY

facebook

curated content

.com requiring fb authentication

1.

MATCH UPS   YOUR POINTS ####   RECRUIT   CHALLENGE   LOGIN/OUT

2.

3. BIO   **4.** CHARTS   **5.** STATS

STATS   CHARTS   BIO

<data here>

<data here>

👍 ###+ LIKES **6.**

###+ LIKES 👍

SOME KIND OF STAT HERE	000%	**7.**
SOME KIND OF STAT HERE	000%
SOME KIND OF STAT HERE	000%
SOME KIND OF STAT HERE	000%

000%	SOME KIND OF STAT HERE
000%	SOME KIND OF STAT HERE
000%	SOME KIND OF STAT HERE
000%	SOME KIND OF STAT HERE

8. SIDE WITH (NAME OF PLAYER/TEAM HERE) **9.**

SIDE WITH (NAME OF PLAYER/TEAM HERE)

MOST POPULAR **10.**

a. NAME **b.**   **c.** ADMIN **11.**
Oludamque publibus consuperei publius; nos deludeninata maiorum det ortuus, audeo, nos cum, cae etiamqu odiisses con visse quem visulvi tatquam peruntemo urs des bonstam essulvi vivilnerei pere, quem cam **d.**
e. 12.36 **f.** I like this | Comment **g.**   **h.** ## 👍

NAME   000 points
Oludamque publibus consuperei publius; nos deludeninata maiorum det ortuus, audeo, nos cum, cae etiamqu odiisses con visse quem visulvi tatquam peruntemo urs des bonstam essulvi vivilnerei pere, quem cam ## 👍
12.36   I like this | Comment

MOST POPULAR

NAME   ADMIN
Oludamque publibus consuperei publius; nos deludeninata maiorum det ortuus, audeo, nos cum, cae etiamqu odiisses con visse quem visulvi tatquam peruntemo urs des bonstam essulvi vivilnerei pere, quem cam ##
12.36   I like this | Comment

NAME   000 points
Oludamque publibus consuperei publius; nos deludeninata maiorum det ortuus, audeo, nos cum, cae etiamqu odiisses con visse quem visulvi tatquam peruntemo urs des bonstam essulvi vivilnerei pere, quem cam ## 👍
12.36   I like this | Comment

FRIENDS **12.**   view all ▼ **13.**

NAME   000 points
Oludamque publibus consuperei publius; nos deludeninata maiorum det ortuus, audeo, nos cum, cae etiamqu odiisses con visse quem visulvi tatquam peruntemo urs des bonstam essulvi vivilnerei pere, quem cam ## 👍
12.36   I like this | Comment

NAME   000 points
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12.36   I like this | Comment

NOTES

1. Navigation
   a. match-ups (active)
   b. your points (need to dynamically number of points in the navigation)
   c. recruit
   d. challenge
   e. call to action : login/out (applicable to adidas.com only, this is a call-to-action, that the user clicks allowing the application to gather their Facebook data. The user ID will be stored in a cookie)

2. Image

3. Navigation : Bio (copy will be stored in static XML & will be per player/per language.)

4. Navigation : Charts copy will be stored in static XML & will be per player/per language)

5. Navigation : Stats (copy will be stored in static XML & will be per player/per language)

6. Dynamic copy : total number of likes for the player/team (total will need to be driven dynamically)

7. Dynamic copy : result of predictions

8. Copy : side with Player/Team

9. Call to action : language toggle

10. Copy : most popular (display only the 3 most popular posts, unless something is being posted by the Administrator)

11. Discussion thread (on adidas.com curated content)
    a. image of Facebook user
    b. copy : name of Facebook user
    c. number of points or admin (if admin, the word admin displays in place of the number of points)
    d. discussion copy (default to number of max characters for display from Facebook)
    e. copy : timestamp (from Facebook)
    f. copy : I like this
    g. copy : comment
    h. dynamic copy & icon : number of likes for discussion thread

12. Friends : under friends show only the top 5 comments

13. Drop-down : view all or view by friends only

MATCH UPS   YOUR POINTS ####   RECRUIT   CHALLENGE   LOGIN/OUT

1. Commenting interface
   a. graphic : Facebook users image
   b. text entry box
   c. call to action : publish the comment

BIO | CHARTS | STATS

<data here>

STATS | CHARTS | BIO

<data here>

👍 ###+ LIKES

###+ LIKES 👍

SOME KIND OF STAT HERE	000%
SOME KIND OF STAT HERE	000%
SOME KIND OF STAT HERE	000%
SOME KIND OF STAT HERE	000%

000%	SOME KIND OF STAT HERE
000%	SOME KIND OF STAT HERE
000%	SOME KIND OF STAT HERE
000%	SOME KIND OF STAT HERE
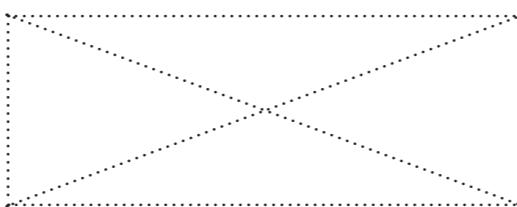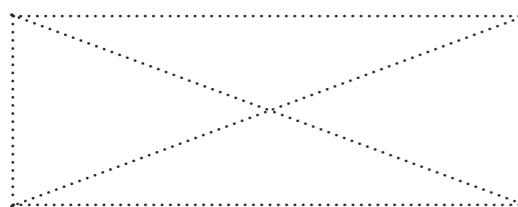
SIDE WITH (NAME OF PLAYER/TEAM HERE) [ ]

[ ] SIDE WITH (NAME OF PLAYER/TEAM HERE)

MOST POPULAR

NAME — ADMIN
Oludamque publibus consuperei publius; nos deludeninata maiorum det ortuus, audeo, nos cum, cae etiamqu odiisses con visse quem visulvi tatquam peruntemo urs des bonstam essulvi vivilnerei pere, quem cam
12.36   I like this | Comment   ##

NAME — 000 points
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12.36   I like this | Comment   ##

FRIENDS   [view all ▼]

NAME — 000 points
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12.36   I like this | **Comment**   ##

1.
a. Ximporib ustium quatectem volorrovid est volor-rumque qui omnihilis audi diam fugitae con re,
b.
c. [COMMENT]

FRIENDS

NAME — 000 points
Oludamque publibus consuperei publius; nos deludeninata maiorum det ortuus, audeo, nos cum, cae etiamqu odiisses con visse quem visulvi tatquam peruntemo urs des bonstam essulvi vivilnerei pere, quem cam
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12.36   I like this | Comment   ##

1.

| MATCH UPS | YOUR POINTS #### | RECRUIT | CHALLENGE | LOGIN/OUT |

2.
HIGH SCORE

3.
FIRST LASTNAME 4.
POINTS : #### 5.
RANK : #### 6.

7.
YOUR FRIENDS

8. RANK	9. NAME	10. RIGHT PREDICTIONS	11. POSTS	12. INVITED FRIENDS	13. TOTAL
14. 1	15. FIR LASTNAME	16. 55	17. 1.1111	18. 123	19. 2.345
1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345
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1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345

● ○ ○ ○ ○ ○ ○ ○
20.

NOTES

1. Navigation
   a. match-ups
   b. your points (active) (need to dynamically number of points in the navigation)
   c. recruit
   d. challenge
   e. call to action : login/out (applicable to adidas.com only, this is a call-to-action, that the user clicks allowing the application to gather their Facebook data. The user ID will be stored in a cookie)

2. Copy : title

3. Image : graphic of Facebook user

4. Copy : first and last name of Facebook user

5. Copy : points (dynamically generated)

6. Copy : rank (dynamically generated)

7. Copy : title

8. Copy : rank

9. Copy : name

10. Copy : right predictions

11. Copy : posts

12. Copy : invited friends

13. Copy : total

14. Copy : Facebook users' rank (dynamically generated)

15. Copy & Image : Facebook users' image & name (dynamically generated)

16. Copy : Facebook users' right predictions (dynamically generated)

17. Copy : Facebook users' posts (dynamically generated)

18. Copy : Facebook users' invited friends (dynamically generated)

19. Copy : Facebook users' total (dynamically generated)

20. Navigation : dot navigation model

1.

a. **MATCH UPS** b. **YOUR POINTS ####** c. **RECRUIT** d. **CHALLENGE** e. **LOGIN/OUT**

2. HIGH SCORE

3. FIRST LASTNAME **4.**
POINTS : #### **5.**
RANK : #### **6.**

7. YOUR FRIENDS

8. RANK	9. NAME	10. RIGHT PREDICTIONS	11. POSTS	12. INVITED FRIENDS	13. TOTAL
14. 1	15. FIR LASTNAME	16. 55	17. 1.1111	18. 123	19. 2.345
1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345
1	FIR LASTNAME	55	1.1111	123	2.345
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● ○ ○ ○ ○ ○ ○ ○

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17. Copy : Facebook users' posts (dynamically generated)

18. Copy : Facebook users' invited friends (dynamically generated)

19. Copy : Facebook users' total (dynamically generated)

20. Navigation : dot navigation model

1.

2. CHOOSE A MATCH AND THEN CHOOSE YOUR SIDE.
EACH TEAM HAS A REPRESENTATIVE PLAYER.

ONCE YOU HAVE CHOSEN YOUR TEAM YOU CAN'T CHANGE SIDES! SO CHOOSE WISELY.
MAKE PREDICTIONS FOR THE PLAYER FROM THE TEAM FROM THE PROVIDE LIST.

THE MORE CORRECT PREDICTIONS YOU MAKE THE MORE POINTS YOU GET.

THE MORE POINTS THE BETTER CHANCE AT WINNING SOMETHING. GOOD LUCK!

3.

NOTES

1. Navigation
   a. match-ups
   b. your points (active) (need to dynamically number of points in the navigation)
   c. recruit
   d. challenge
   e. login/out (for adidas.com only)

2. Copy : instructions

3. Interactive match area

INTERACTION

MATCHES WILL ONLY BE AVAILABLE FOR PREDICTIONS ONCE THERE ARE TWO TEAMS IN THE MATCH

1.
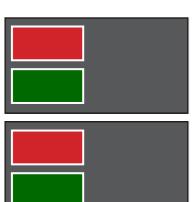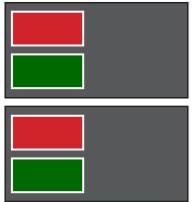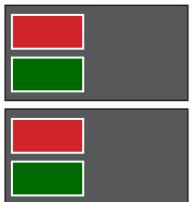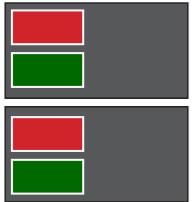
MATCH UPS   YOUR POINTS ####   RECRUIT   CHALLENGE   LOGIN/OUT
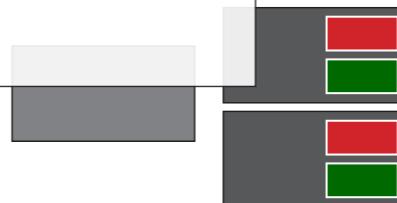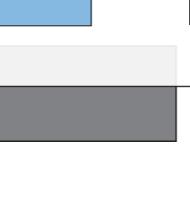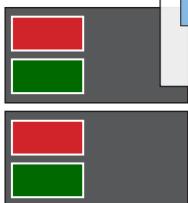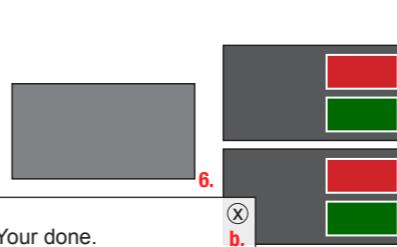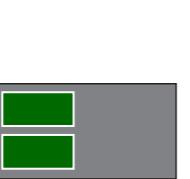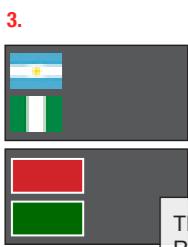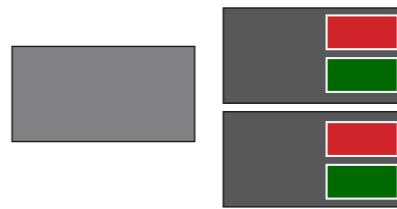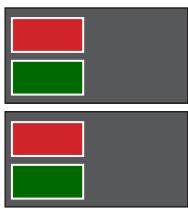
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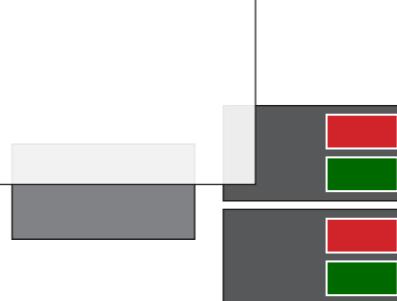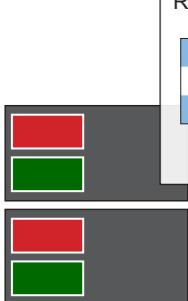
4. THIS IS MATCH ARGENTINA VS. NIGE-RIA, CHOOSE ONE. **a.**
b. ⊗
c. **d.**
e. ▶
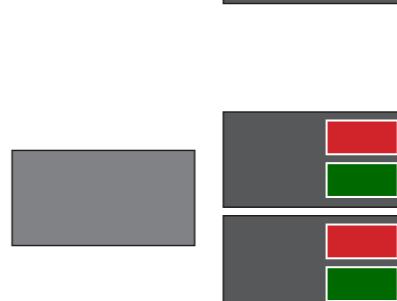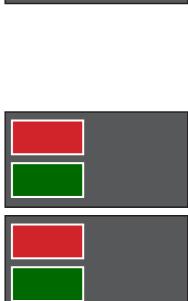
5. MESSI'S THE MAN! **b.** ⊗
make your prediction **c.**
a.
☐Epudae nonempe ritiber essit, coribus e
☐Epudae nonempe ritibe
☐Epudae nonempe ritibe
☐Epudae nonempe ritibe **d.**
☐Epudae nonempe ritibe
☐Epudae nonempe ritibe
☐Epudae nonempe ritibe
☐Epudae nonempe ritibe
☐Epudae nonempe ritibe **e.**
☐Epudae nonempe ritibe
f. ▶

6. Congratulations! Your done. **b.** ⊗
a.
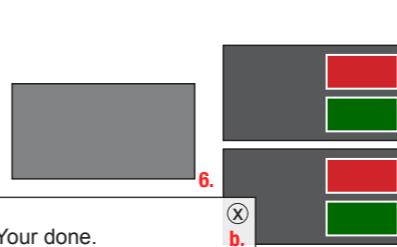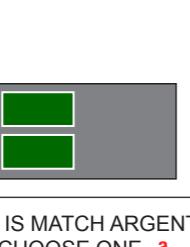
NOTES

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   d. challenge
   e. call to action : login/out (applicable to adidas.com only, this is a call-to-action, that the user clicks allowing the application to gather their Facebook data. The user ID will be stored in a cookie)

2. Copy : instructions

3. Interactive match area

4. Predictor PART 1
   a. copy
   b. call to action : close
   c. graphic/call to action : flag of one of the two countries of the map
   d. graphic/call to action : flag of one of the two countries of the map
   e. call to action : goes to STEP 2

5. Predictor PART 2
   a. graphic : of athlete
   b. copy
   c. call to action : close
   d. check box choices with copy
   e. scroll bar (if needed)
   f. call to action : goes to STEP 3

INTERACTION

MATCHES WILL ONLY BE AVAILABLE FOR PREDICTIONS ONCE THERE ARE TWO TEAMS IN THE MATCH

PREDICTIONS WILL BE HOUSED IN A STATIC XML FEED.

USER CAN CHOOSE FROM A NUMBER OF POSSIBILITIES AND THEY WILL BE STORED WITH AN ID IN THE DATABASE.

MAX NUMBER OF PREDICTIONS THAT A USER CAN MAKE FOR ANY ONE MATCH/PLAYER IS 5.

MATCH UPS   YOUR POINTS ####   RECRUIT   CHALLENGE   LOGIN/OUT

CHOOSE A M...
EACH TEAM

ONCE YOU H...
MAKE PREDI...

THE MORE O...

THE MORE P...

1.

RECRUIT/CHALLENGE YOUR FRIENDS **a.**

c.   First Lastname **d.**   First Lastname   First Lastname
         location   location   location
e.   **f.**   **g.**

First Lastname   First Lastname   First Lastname
location   location   location

First Lastname   First Lastname   First Lastname
location   location   location

First Lastname   First Lastname   First Lastname
location   location   location

First Lastname   First Lastname   First Lastname
location   location   location

First Lastname   First Lastname   First Lastname
location   location   location

SUBMIT **h.**

INTERACTION

RECRUITING WILL BE A LAYOVER EXPERIENCE