

XX

plasma

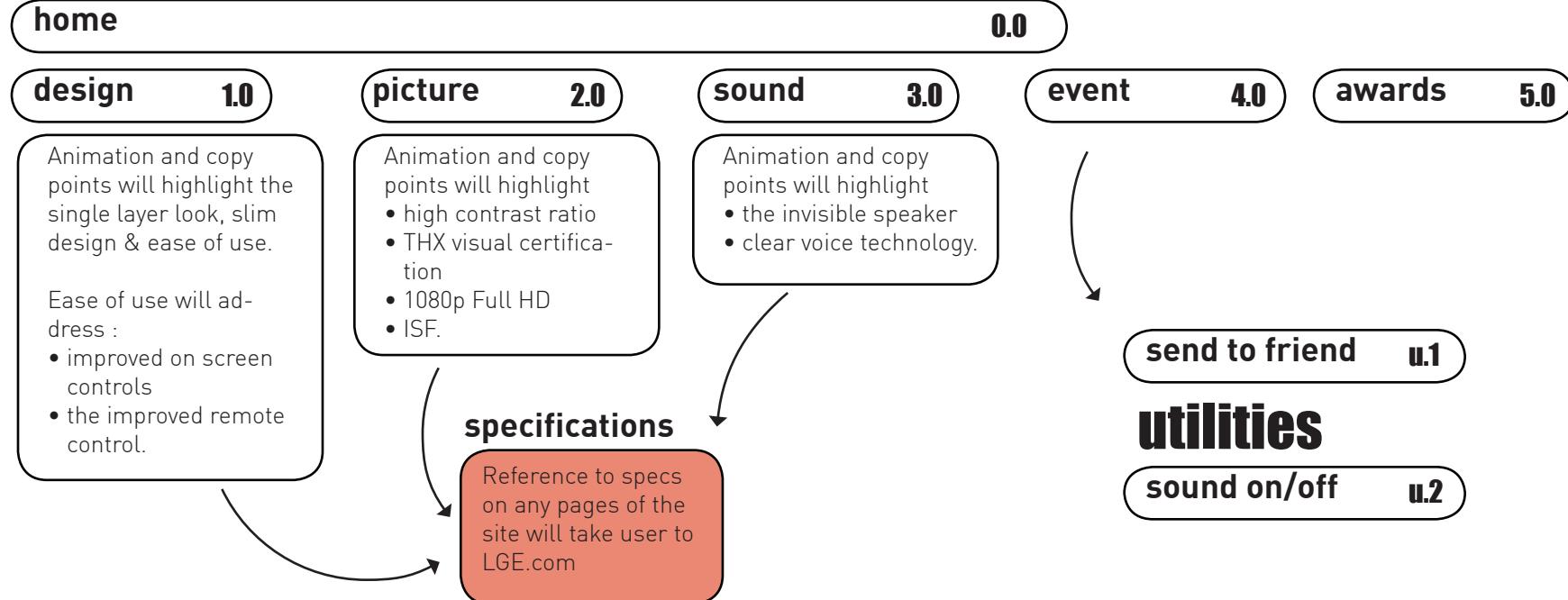
Interaction Design

Client: XX
Date: 30 JAN 2008
Version: v 7
Authors: David Sansone

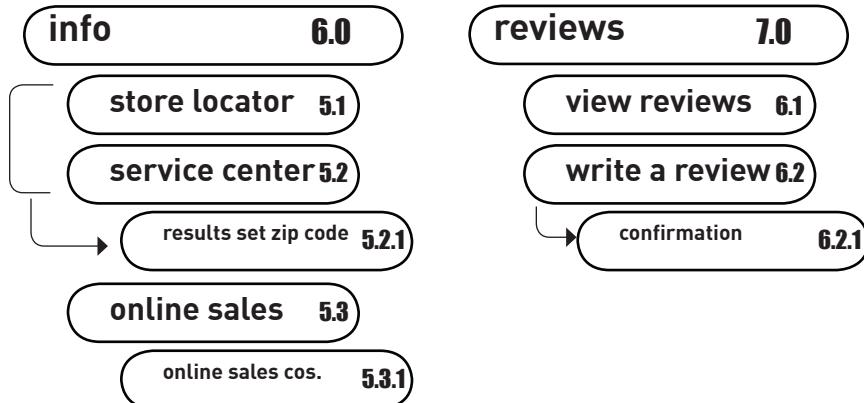
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global



secondary



footer



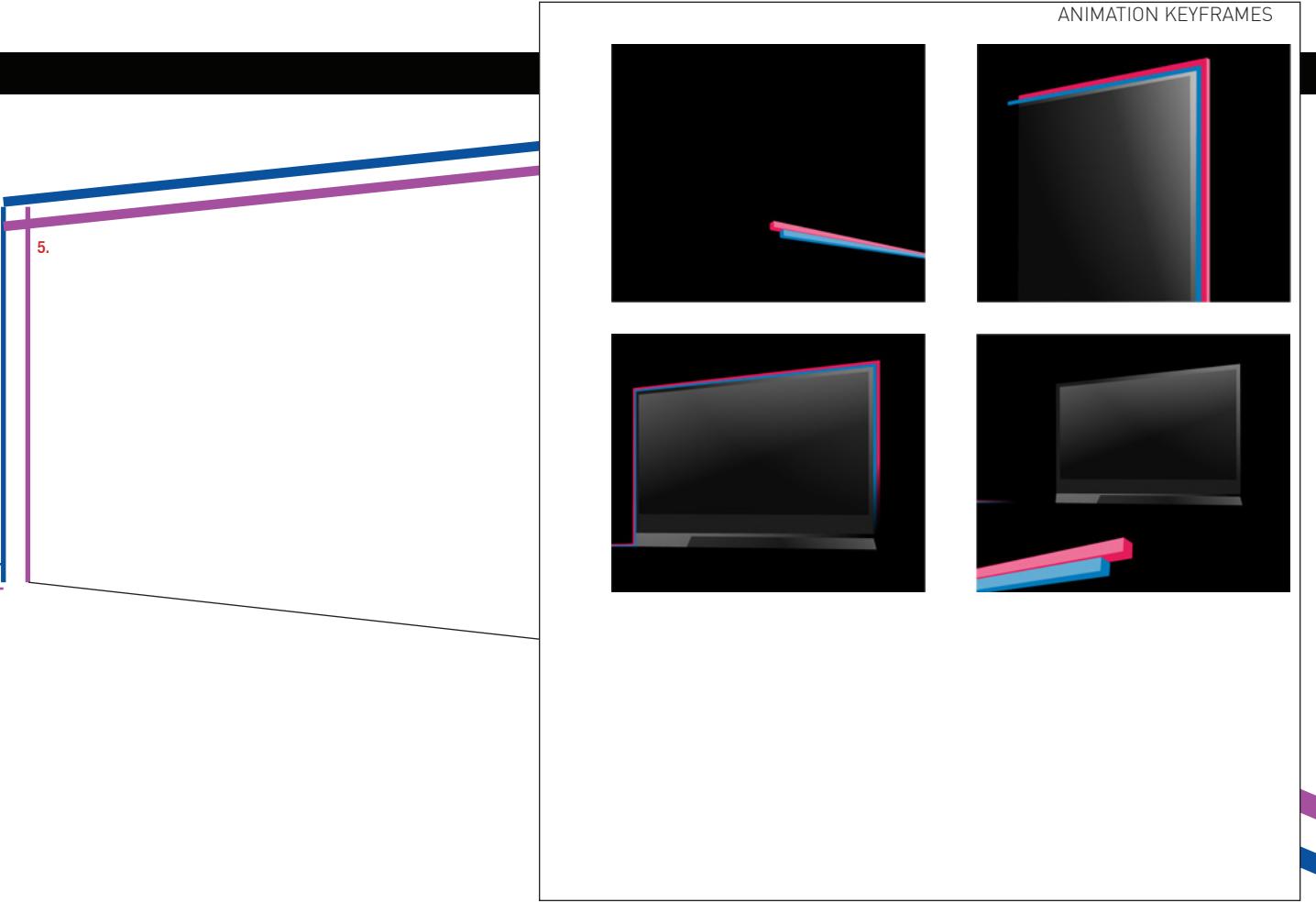
home 0.0

2. TAKE IT TO THE EDGE

3. Descriptive copy for entry goes here.

4. COPY AND PICTURE FOR AWARD HERE

- design 6.
- sound 7.
- picture 8.
- event 9.
- awards 10.



11. information | reviews

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Notes

- 1. Utility : sound on/off
- 2. Copy : headline
- 3. Copy : body copy
- 4. Award area : image & copy for award notice
- 5. Graphic : silhouette of television
- 6. Navigation : design
- 7. Navigation : sound
- 8. Navigation : picture
- 9. Navigation : event
- 10. Navigation : awards

11. Footer

- a. navigation : information
- b. navigation : reviews
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LG.com
- h. copy : copywrite info

ANIMATION SEQUENCE :

Open on a blank, black screen. Out of nowhere in the black abyss, the Xeon and Neon gases scream toward you, racing each other. As they draw closer they jack-knife upward, left across the site, and back down, creating the outline of the Edge television. Their glow highlights the flat surface and their trails outline the shape of the television. They fly off the page and reappear at the front of the site. They 'rest' here to display the primary navigation system of DESIGN, PICTURE and SOUND, although they keep an energy and movement about them – luring users to interact with them. Simultaneously, the TV comes into play and rests in TV Rest Position #1.

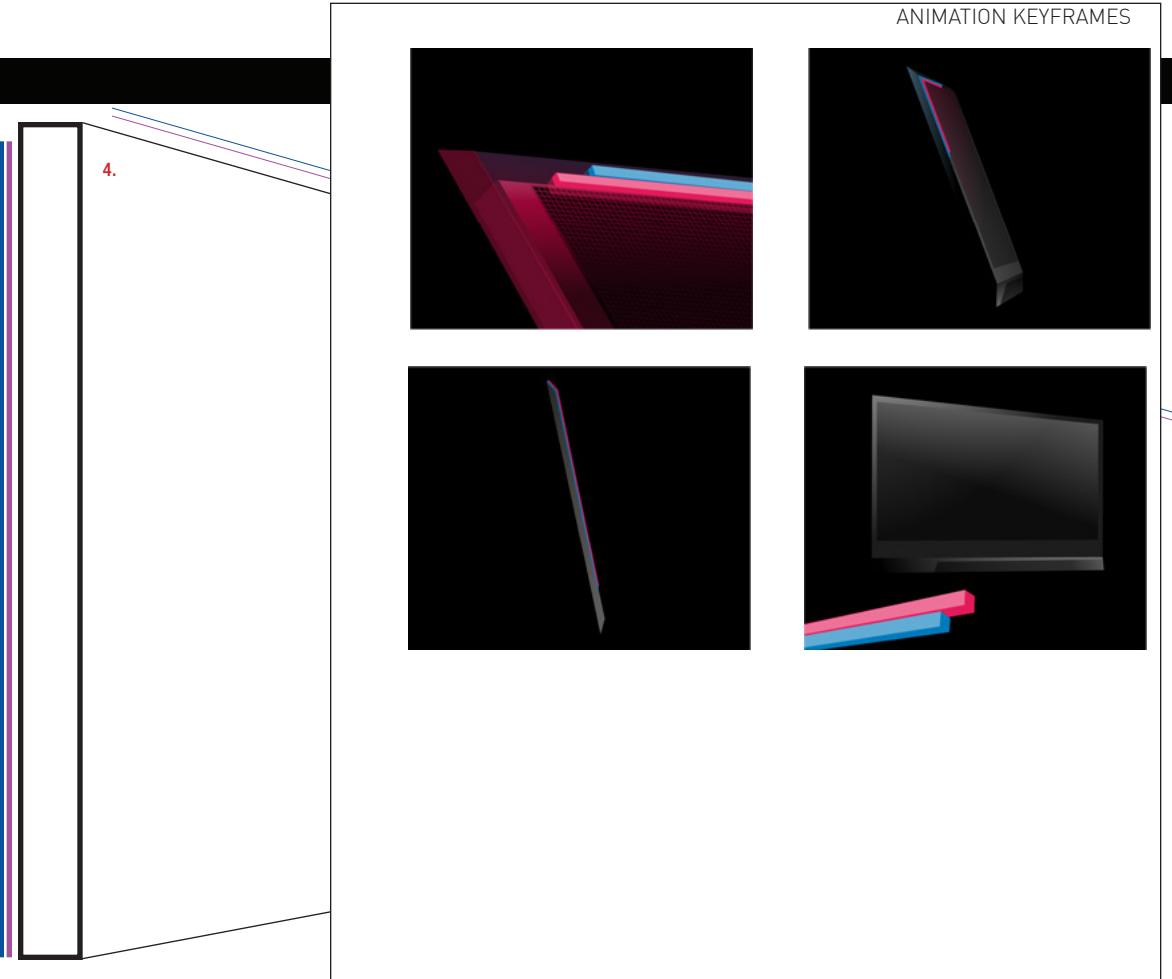
Duration will 3-5 seconds in length with a "skip" option.

<similar to or cut-down of storyboard version>

design 1.0

2. DESIGN TAKEN TO THE EDGE

- 3. • Copy point about single layer look
- Copy point about slim design
- Copy point about improved on-screen user experience



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Notes

- 1. Utility : sound on/off
- 2. Copy : title
- 3. Copy : body copy
- 4. Graphic : silhouette, content area for design
- 5. Navigation : design (active)
- 6. Navigation : sound
- 7. Navigation : picture
- 8. Navigation : event
- 9. Navigation : awards
- 10. Footer
 - a. navigation : information

- b. navigation : reviews
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LG.com
- h. copy : copywrite info

ANIMATION SEQUENCE 2 :

Xeon and Neon lurch forward starting to move over the turning TV, highlighting its black onyx surface. SFX move with them and with the TV.

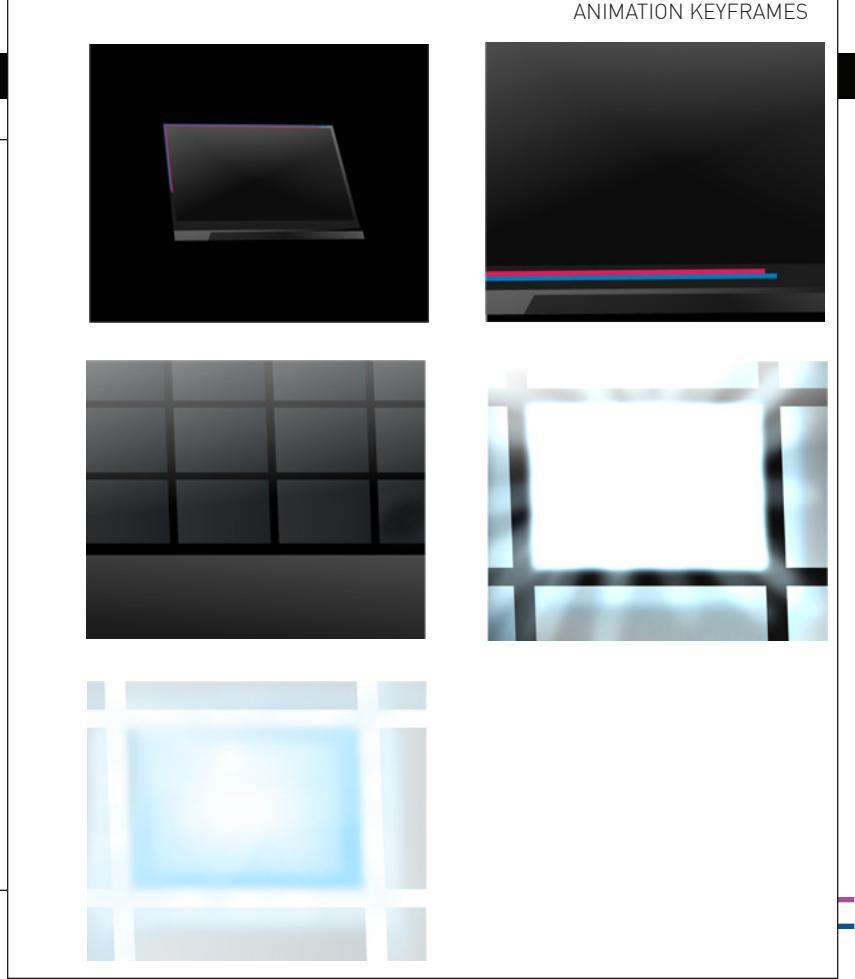
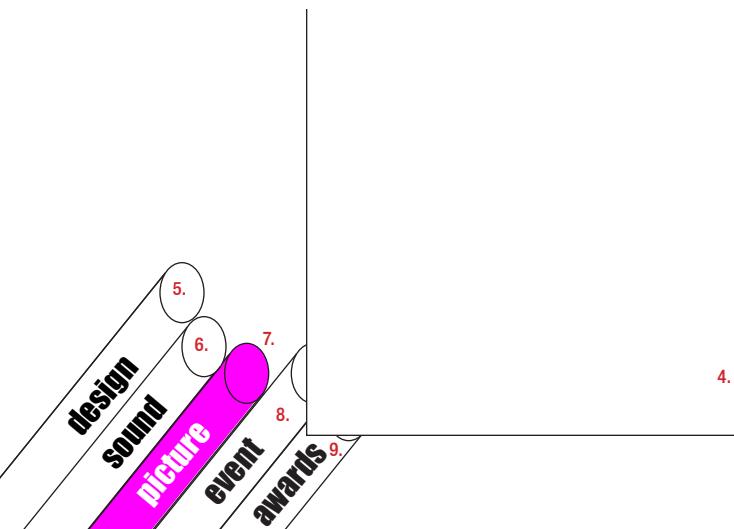
The glow of X and N highlight the smooth, black onyx surface of the television.
Copy appears: TBD ABOUT SINGLE LAYER LOOK

The television is turning with its side toward the audience, showcasing its slender width. N and N race down the forward edge of the TV to highlight slender quality.
Copy appears: TBD ABOUT SLIM DESIGN AT 3"

The TV stops turning to come to rest at Rest Position #2. X and N return to the navigation position, begging to be clicked.

picture 2.0**2. PICTURE TAKEN TO THE EDGE**

- 3.
- Copy point about high contrast ratio
 - Copy point about THX visual certification
 - Copy point about ISF
 - Copy point about 1080p

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Notes

1. Utility : sound on/off
2. Copy : title
3. Copy : body copy
4. Graphic : silhouette, content area for picture
5. Navigation : design
6. Navigation : sound
7. Navigation : picture (active)
8. Navigation : event
9. Navigation : awards
10. Footer
 - a. navigation : information

- b. navigation : reviews
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LGE.com
- h. copy : copywrite info

ANIMATION SEQUENCE 3 :

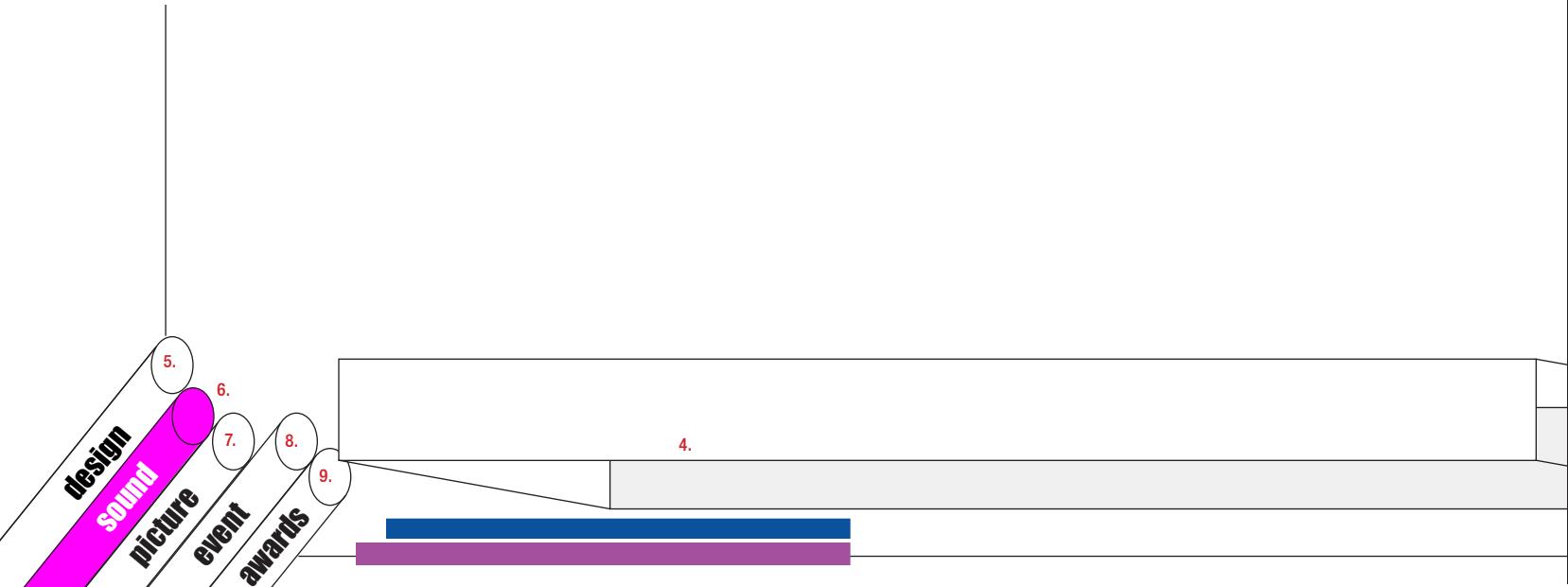
In picture we exaggerate 1080p
We dramatically zoom into the television at a microscopic level – showcasing individual pixels and then zooming in one a single pixel of the television. It turns on and much like a supernova it fills with light and sound/SFX as it adjusts through millions of colors.

Note: You don't see the edge
Everything black turns white to showcase high contrast

TV comes to rest position in #3

sound 3.0**2. SOUND TAKEN TO THE EDGE**

3. • Copy point about invisible speakers
• Copy point clear voice technology

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Notes

- 1. Utility : sound on/off
- 2. Copy : title
- 3. Copy : body copy
- 4. Graphic : silhouette, content area for sound
- 5. Navigation : design
- 6. Navigation : sound (active)
- 7. Navigation : picture
- 8. Navigation : event
- 9. Navigation : awards
- 10. Footer
 - a. navigation : information

- b. navigation : reviews
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LGE.com
- h. copy : copywrite info

ANIMATION SEQUENCE 4 :

Upon clicking SOUND, the television moves in a monolith-like fashion. It swoops forward, increasing in scale so the sides go off screen and TV becomes so big, you lose sense of scale. X and N go off screen along with the sides of the television and then reappear from the right side of the screen, moving left, running across the bottom of the television. They race over the area where the speakers should be:

1. They disappear for a moment's notice, leaving only a visual wake in their absence [reverberations of sound]
2. Roar of quadraphonic sounds increase [if you're wearing headphones, the roar of the gases should move from ear to ear in the same direction as the gases]
3. Just as the sound moves [in the direction of X and N], the screen trembles with it.
4. As they leave the speaker area, the gases reappear
5. Copy point: Speakers you feel but can't see

Event 4.0 At Launch

EVENT HEADLINE HERE 3.

Copy here will be relevant to the overview of the 4. event and what parcours is about. Some background history here

CITY, COUNTRY
DD.MM.YYYY
0.00 - 0.00 HOURS

Bloke 1 : first lastname 5.
Bloke 2 : first lastname
Bloke 3 : first lastname
Bloke 4 : first lastname

THE ATHLETES 6.

7. first lastname
8. first lastname
9. first lastname
10. first lastname

7. first lastname
8. first lastname
9. first lastname
10. first lastname

information | reviews

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Notes

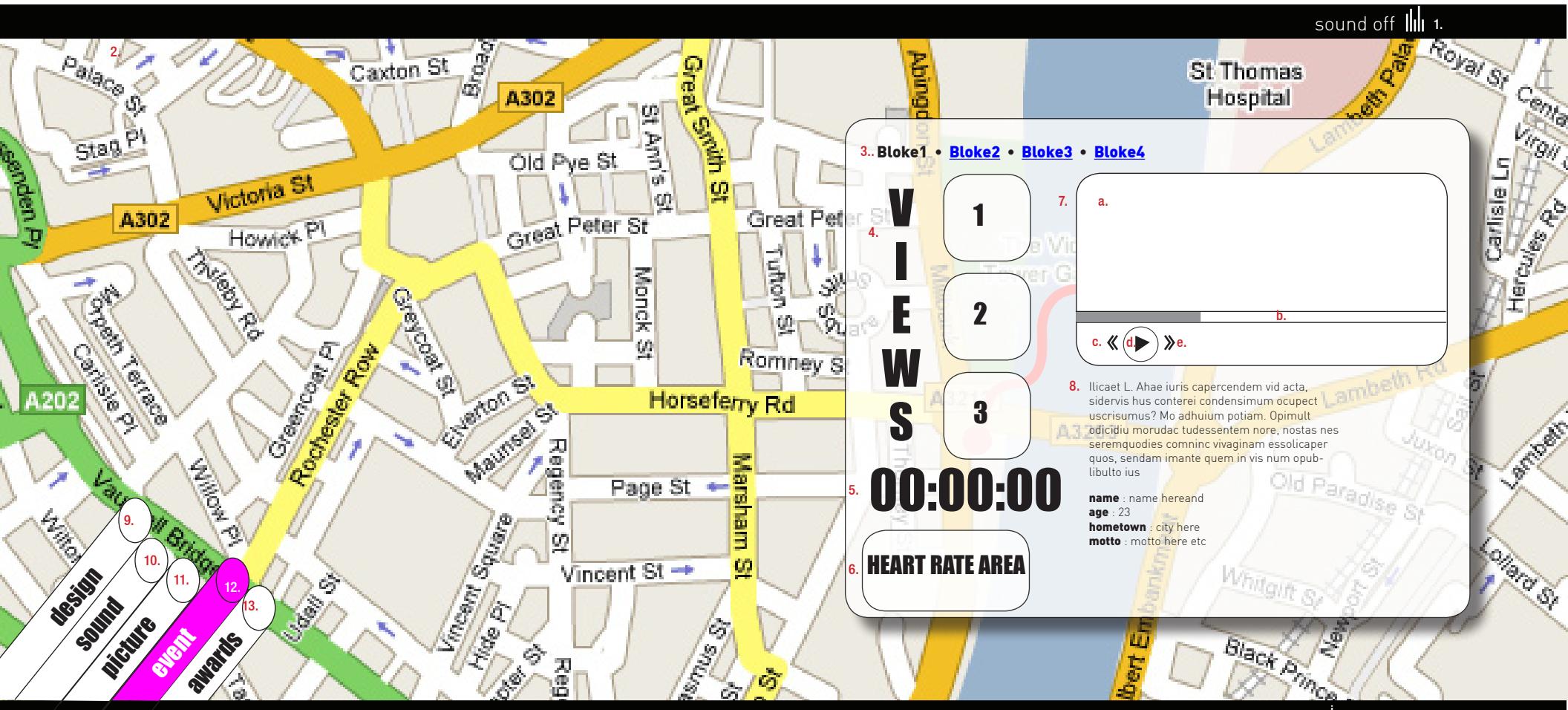
1. Utility : sound on/off
 2. IMap
 3. Copy : headline
 4. Copy : body copy
 5. Navigation & copy: teams names, with links to location of teams on the map
 6. CCopy : headline
 7. Graphic
 8. Copy : athletes name
 9. Navigation : design
 10. Navigation : sound
11. Navigation : picture
 12. Navigation : event (active)
 13. Navigation : awards
 14. Footer
 - a. navigation : information
 - b. navigation : reviews
 - c. graphic : logo
 - d. navigation : privacy
 - e. navigation : legal
 - f. navigation : contact us
 - g. navigation : LG.com
 - h. copy : copywrite info
 - i. navigation : send to a friend

ANIMATION SEQUENCE :

Upon clicking EVENT, the screen should transition to a map of the event city, with an overlay describing the event and what Parcours is.

At launch video footage will be primarily introduction and background story on the athletes who are participating in the event.

Team course 4.0 Post Launch



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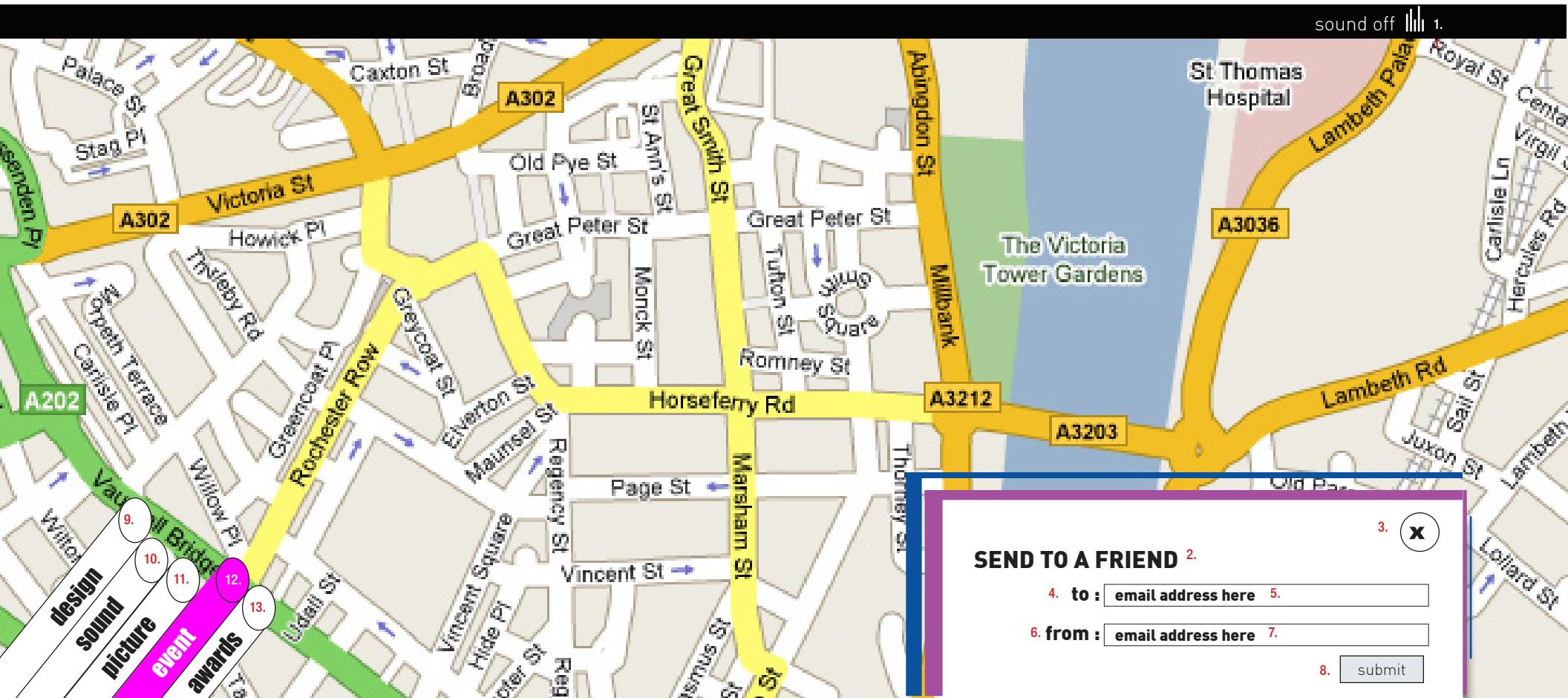
ANIMATION SEQUENCE :

After the event is launched the focus will be on a 3 camera view of the event.

Users will be able to toggle through the 3 cameras to see a different P.O.V. of the event. In addition a map will show the course along with a heart rate monitor and time counter.

The heart beat monitor and time will give users a sense of immediacy and the amount of effort that goes into the event.

Send to a Friend u.1



14. information | reviews

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f. contact us • LGE.com

send 2 friend

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Notes

1. Utility : sound on/off

2. Copy : title

3. Close button

4. Copy

5. Form field : text entry field (error check needed for email format)

6. Copy

7. Form field : text entry field (error check needed for email format)

8. Submit button

9. Navigation : design

10. Navigation : sound

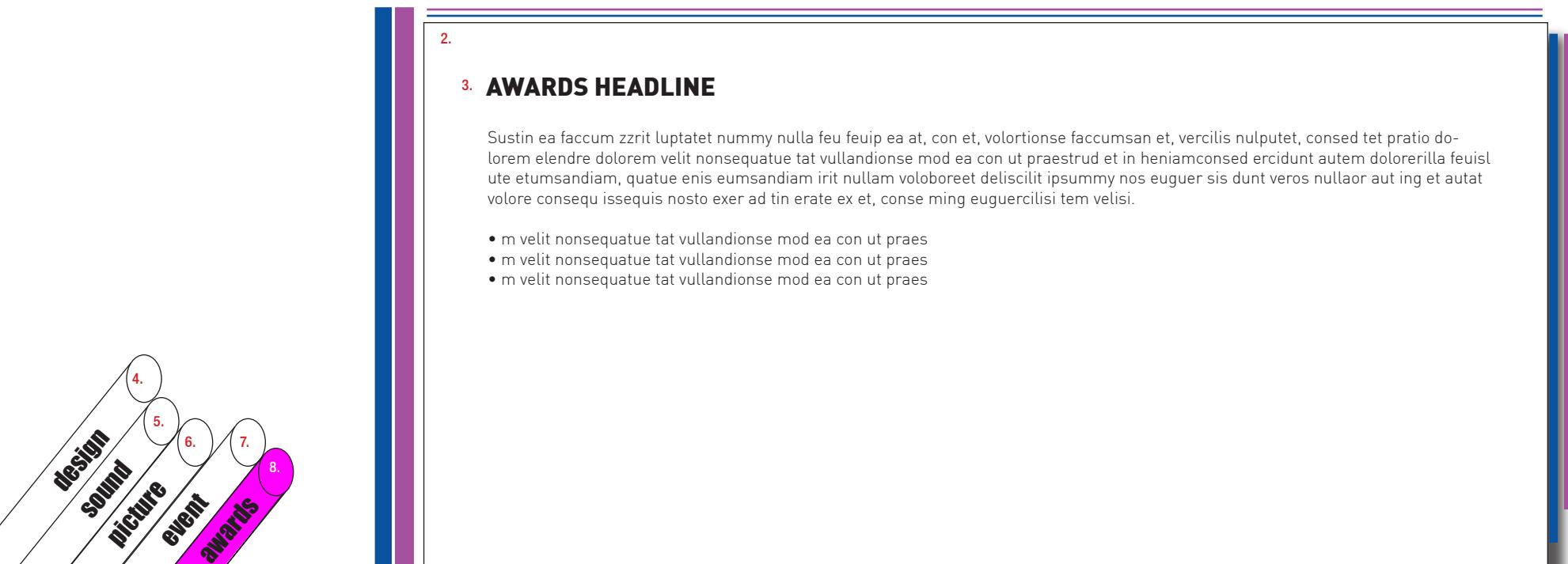
11. Navigation : picture

12. Navigation : picture

13. Navigation : awards

14. Footer

- a. navigation : information
- b. navigation : reviews
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LGE.com
- h. copy : copywrite info



2.

3. **AWARDS HEADLINE**

Sustin ea faccum zzrit luptatet nummy nulla feu feuipe at, con et, volortionse faccumsan et, verciliis nulputet, consed tet pratio do-
lorem elendre dolorem velit nonsequatue tat vullandionse mod ea con ut praestrud et in heniamconsed ercidunt autem dolorerilla feuisl
ute etumsandiam, quatue enis eumsandiam irit nullam voloboreet deliscilit ipsummy nos euguer sis dunt veros nullaor aut ing et autat
volore consequi issequis nostro exer ad tin erate ex et, conse ming euguerclisi tem velisi.

- m velit nonsequatue tat vullandionse mod ea con ut praes
- m velit nonsequatue tat vullandionse mod ea con ut praes
- m velit nonsequatue tat vullandionse mod ea con ut praes

4. design
5. sound
6. picture
7. event
8. awards

9. information | reviews
a. b.
c. LOGO d. privacy • e. legal • f. contact us • g. LGE.com

i.

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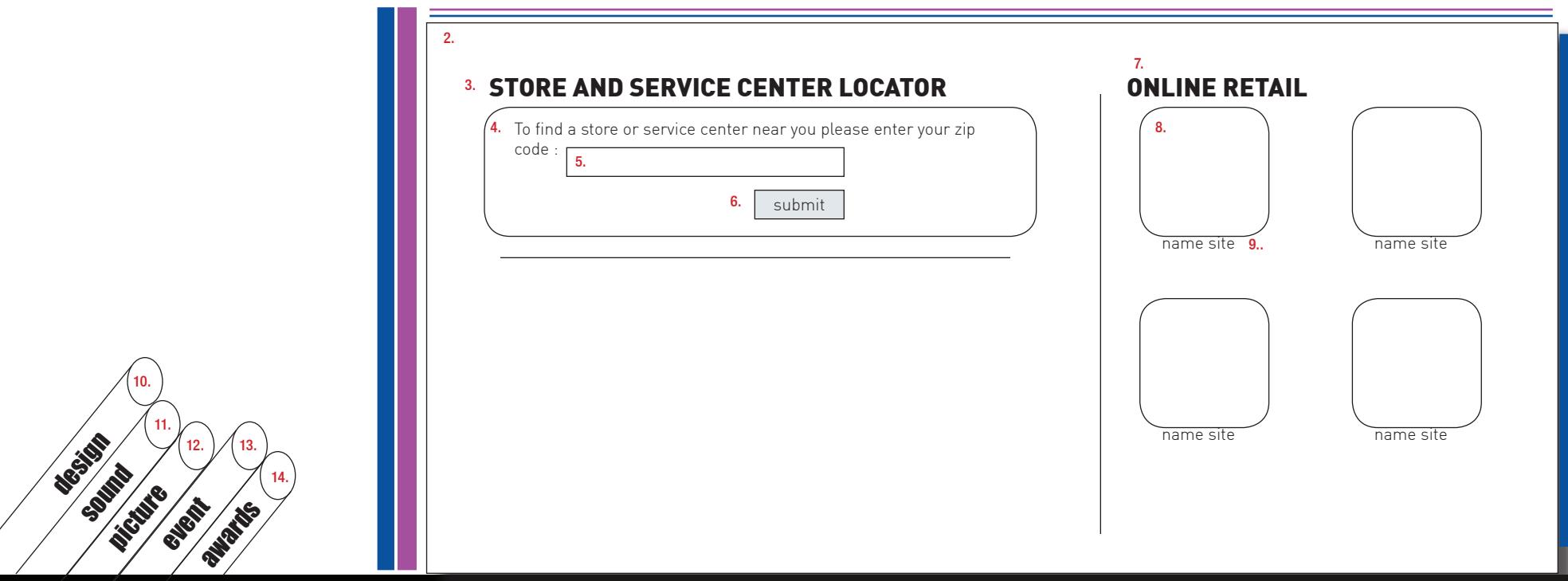
Notes

- 1. Utility : sound on/off
- 2. Copy : headline
- 3. Copy : body copy
- 4. Navigation : design
- 5. Navigation : sound
- 6. Navigation : picture
- 7. Navigation : event
- 8. Navigation : awards (active)
- 9. Footer
 - a. navigation : information
 - b. navigation : reviews (active)

- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LGE.com
- h. copy : copywrite info

ANIMATION SEQUENCE 5 :

For 4.2.0, 4.2.1, and 4.2.2.1 Xenon and Neon race along the edge of the box created for content and functionality.



The wireframe shows a main content area divided into two columns. The left column contains a form for a 'STORE AND SERVICE CENTER LOCATOR' with fields for zip code input and a submit button. The right column contains a section titled 'ONLINE RETAIL' with four placeholder boxes labeled 8., 9., 10., and 11. To the left of the main content, there is a sidebar with navigation items: 'design' (10.), 'sound' (11.), 'picture' (12.), 'event' (13.), and 'awards' (14.).

15. information | reviews

a.

LOGO

d.

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Notes

- 1. Utility : sound on/off
- 2. Dynamic rollover : placeholder shell
- 3. Copy : title
- 4. Copy : body copy
- 5. Form field : text entry field (alpha and or alpha/ numeric depending on geographic local)
- 6. Form element : submit button
- 7. Copy : title
- 8. Graphic : logo of online retailer (should be hyperlinked to site)
- 9. Copy : name of online retailer (should be hyperlinked to site)

10. Navigation : design

11. Navigation : sound

12. Navigation : picture

13. Navigation : event

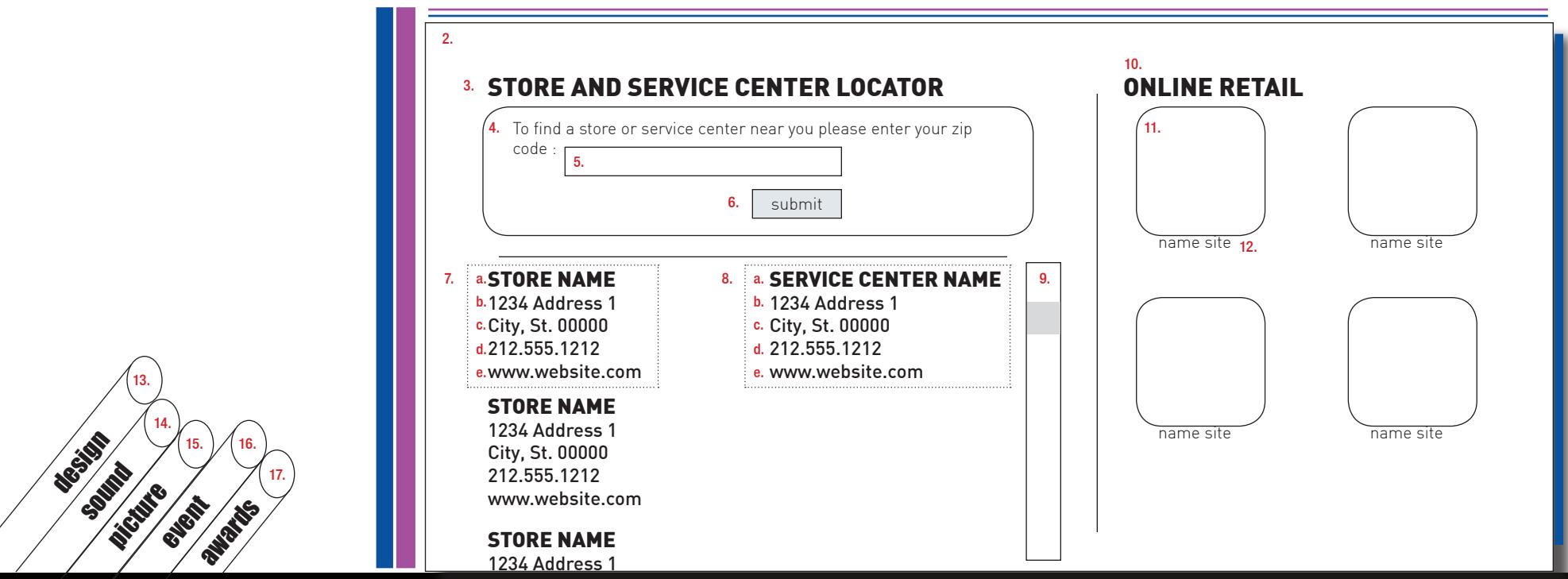
14. Navigation : awards

15. Footer

- a. navigation : information (active)
- b. navigation : reviews
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LGE.com
- h. copy : copywrite info

ANIMATION SEQUENCE 5 :

For 4.2.0, 4.2.1, and 4.2.2.1 Xenon and Neon race along the edge of the box created for content and functionality.



2.

3. STORE AND SERVICE CENTER LOCATOR

4. To find a store or service center near you please enter your zip code :

6. submit

7. a. **STORE NAME**
b. 1234 Address 1
c. City, St. 00000
d. 212.555.1212
e. www.website.com

8. a. **SERVICE CENTER NAME**
b. 1234 Address 1
c. City, St. 00000
d. 212.555.1212
e. www.website.com

9.

STORE NAME
1234 Address 1
City, St. 00000
212.555.1212
www.website.com

STORE NAME
1234 Address 1

10. ONLINE RETAIL

11.

name site 12.

name site

name site

name site

name site

13.

14.

15.

16.

17.

18. **information | reviews**

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Notes

- 1. Utility : sound on/off
- 2. Dynamic rollover : placeholder shell
- 3. Copy : title
- 4. Copy : body copy
- 5. Form field : text entry field (alpha and or alpha/ numeric depending on geographic local)
- 6. Form element : submit button
- 7. Service center information
 - a. copy : title
 - b. copy : address 1
 - c. copy : city, state, zip
 - d. copy : phone number
 - e. copy/navigation : website (if applicable)

- 8. Service center information
 - a. copy : title
 - b. copy : address 1
 - c. copy : city, state, zip
 - d. copy : phone number
 - e. copy/navigation : website (if applicable)
- 9. Scroll bar (if needed)
- 10. Copy : title
- 11. Graphic : logo of online retailer (should be hyperlinked to site)
- 12. Copy : name of online retailer (should be hyperlinked to site)
- 13. Navigation : design
- 14. Navigation : sound
- 15. Navigation : picture
- 16. Navigation : event
- 17. Navigation : awards
- 18. Footer
 - a. navigation : information (active)
 - b. navigation : reviews
 - c. graphic : logo
 - d. navigation : privacy
 - e. navigation : legal
 - f. navigation : contact us
 - g. navigation : LGE.com
 - h. copy : copywrite info

ANIMATION SEQUENCE 5 :

For 4.2.0, 4.2.1, and 4.2.2.1 Xenon and Neon race along the edge of the box created for content and functionality.

3.

REVIEWS a.

Want to check out reviews? Or write your own? You can do both!
b.

To check out reviews from other people just click on the map.

Want to write your own review?
Just [click here](#)

- design 4.
- sound 5.
- picture 6.
- event 7.
- awards 8.

2.



information | reviews

a. b.

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Notes

1. Utility : sound on/off
2. Dynamic rollover : interactive map
3. Overlay
 - a. copy : headline
 - b. navigation : body copy with navigation to the review section
4. Navigation : design
5. Navigation : sound
6. Navigation : picture
7. Navigation : event
8. Navigation : awards

9. Footer

- a. navigation : information
- b. navigation : reviews (active)
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LGE.com
- h. copy : copywrite info

INTERACTION SEQUENCE :

Per review on 29 January 2008 : the copy will reside as a constant element on the page probably in the lower left of the page & the page will not be a pop-up.



Notes

1. Utility : sound on/off
2. Interactive map
3. Overlay
4. Navigation : pulls up the "write a review" form
5. Navigation : design
6. Navigation : sound
7. Navigation : picture
8. Navigation : event
9. Navigation : awards
10. Footer
a. navigation : information

- b. navigation : reviews (active)
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LGE.com
- h. copy : copywrite info

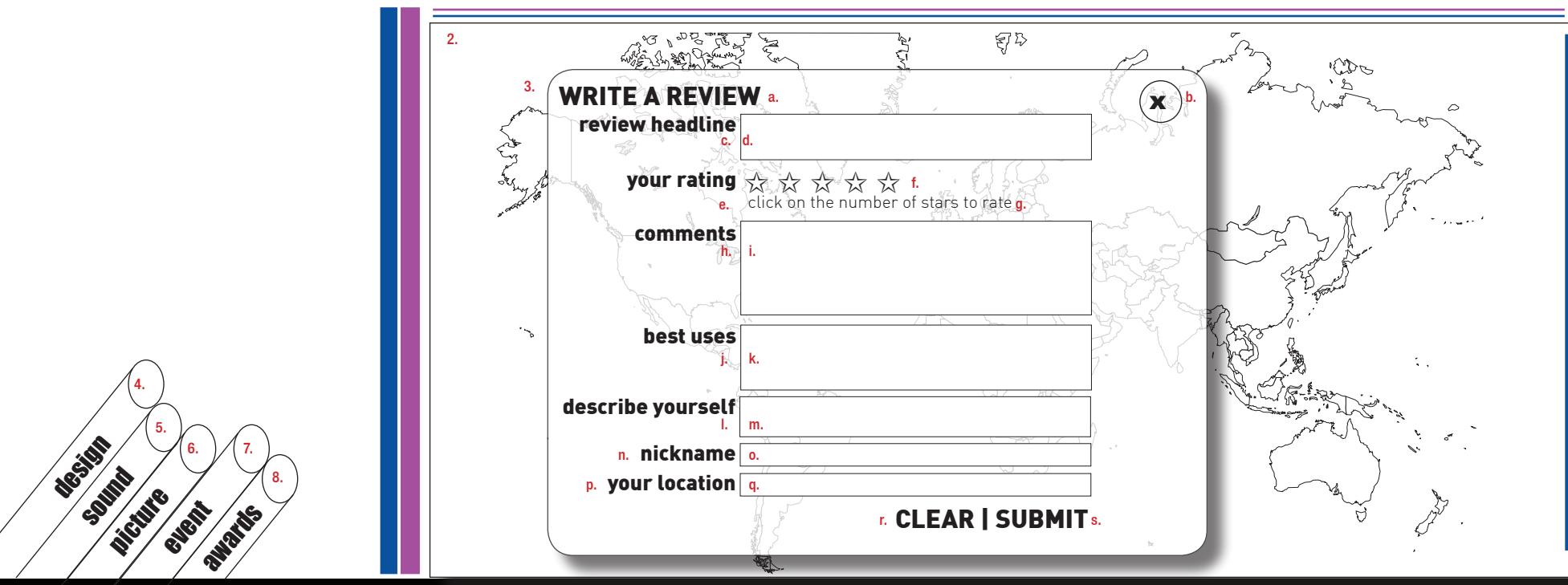
INTERACTION SEQUENCE :

Per review on 29 January 2008 : initial thought for the interaction of the map is that reviews will be randomly generated on the page.

Once a user chooses a review the random generation will stop & the user will be able to read the entire review. Depending on the size of the review the a layover may need to increase in size in order to accommodate the extra copy.

Write a Review 7.2

sound off  1.



2. 

3. **WRITE A REVIEW**

a. review headline
c. d.

your rating  f.
e. click on the number of stars to rate g.

comments
h. i.

best uses
j. k.

describe yourself
l. m.

n. nickname
o.

p. your location
q.

r. CLEAR | SUBMIT s.

information | reviews

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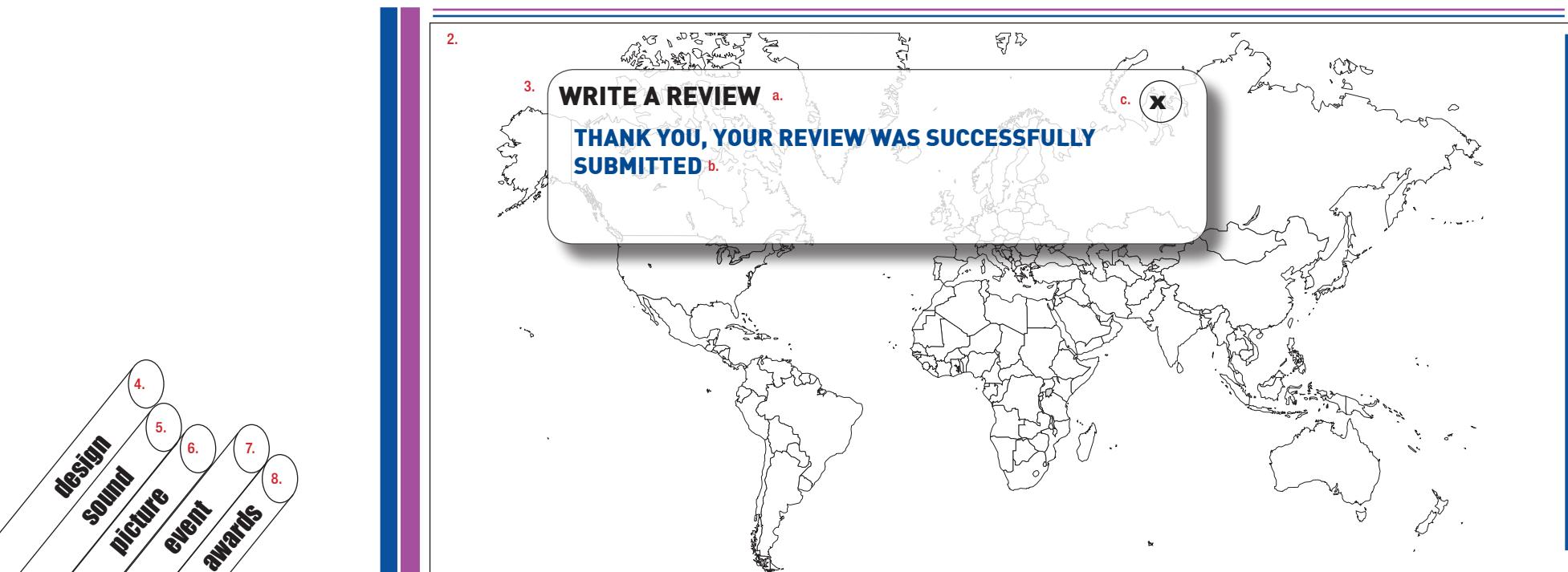
Notes

1. Utility : sound on/off
2. Dynamic rollover : placeholder shell
3. Overlay
 - a. copy : headline
 - b. close function
 - c. copy : title "review headline"
 - d. form field : text entry
 - e. copy : title "your rating"
 - f. graphic/function : star rating system
 - g. copy : explanatory copy
 - h. copy : title "comments"
 - i. form field : text entry
 - j. copy : title "best uses"
 - k. form field : text entry
 - l. copy : title "describe yourself"

- m. form field : text entry
- n. copy : title "nickname"
- o. form field : text entry
- p. copy : title "your location"
- q. form field : text entry
- r. button : clear form
- s. button : submit
4. Navigation : design
5. Navigation : sound
6. Navigation : picture
7. Navigation : picture
8. Navigation : awards
9. Footer
 - a. navigation : information

INTERACTION SEQUENCE :

Per review on 29 January 2008 : the user submitted review will be paired with rollover state on the map.



9. information | reviews

a.

LOGO

d.

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b.

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Notes

1. Utility : sound on/off
2. Dynamic rollover : placeholder shell
3. Overlay
 - a. copy : headline
 - b. copy : body copy
 - c. close function
4. Navigation : design
5. Navigation : sound
6. Navigation : picture
7. Navigation : picture
8. Navigation : awards

9. Footer

- a. navigation : information
- b. navigation : reviews (active)
- c. graphic : logo
- d. navigation : privacy
- e. navigation : legal
- f. navigation : contact us
- g. navigation : LGE.com
- h. copy : copywrite info