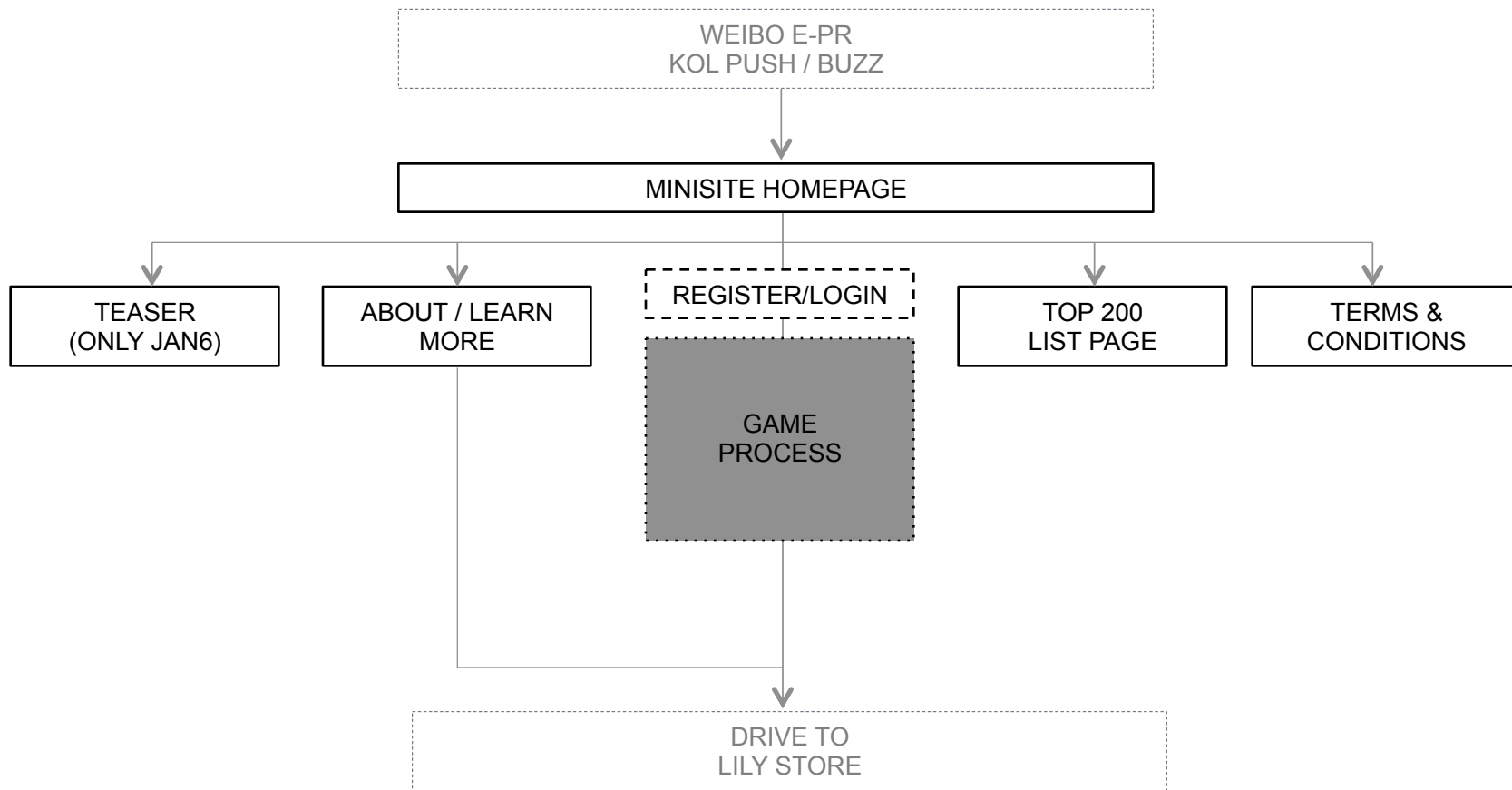
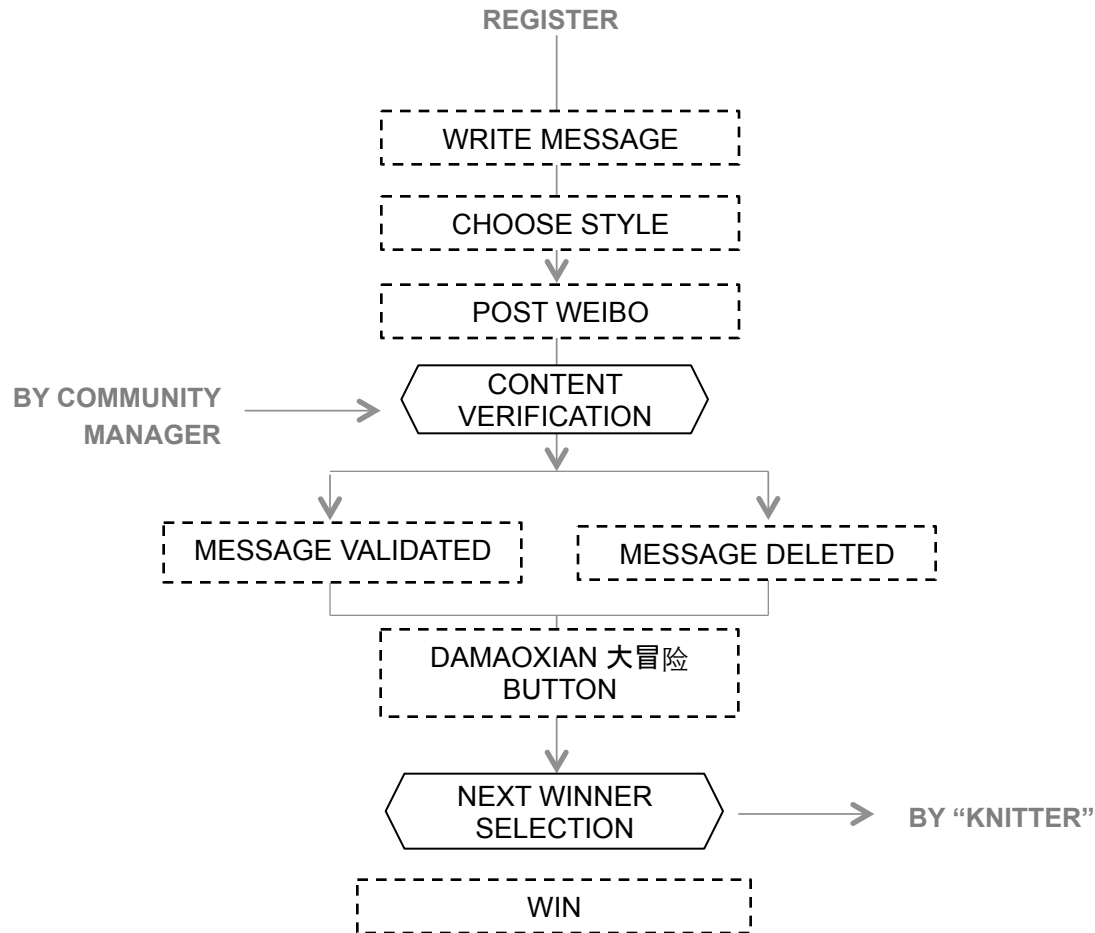


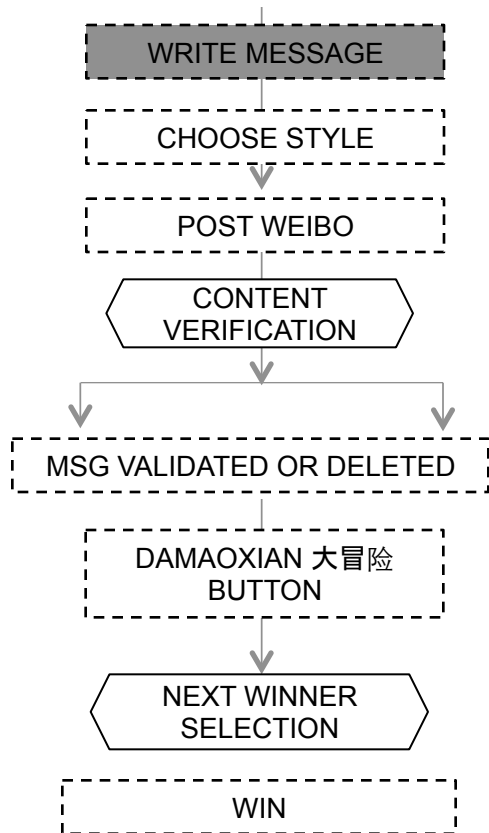
REGISTER/LOGIN POPUP

- FROM HOMEPAGE, BY CLICKING ON “START / WEIBO CONNECT” BUTTON
- LAUNCHES THE ‘WEIBO CONNECT’ WINDOW DIALOG, THEN REDIRECTS TO “GAME” PAGE IF SUCCESS.





REGISTER



The screenshot shows the user interface of the Weibo minisite. At the top, it says 'WELCOME SACHA' and has a 'logout' link. Below this is a 'YOUR MESSAGE:' label and a text input field containing 'Write your message with #写微博织围脖#'. A red box highlights the message input area. Below the message input is a 'CHOOSE YOUR STYLE:' section with three options: 'style 1', 'style 2', and 'style 3', each with a placeholder text 'write your message...'. Below these options is a checkbox labeled 'i read and agree to the terms and conditions'. At the bottom is a 'POST MY WEIBO !' button.

TO DETERMINE THE LIMIT OF CHARACTERS (10 ? 15 ? DEPENDING OF SCARF DESIGN CAPABILITIES)

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTONNEXT WINNER
SELECTION

WIN

WELCOME SACHA

logout

YOUR MESSAGE: 天天爱你~~

CHOOSE YOUR STYLE:

天天爱你~~

style 1

天天爱你~~

style 2

天天爱你~~

style 3

☒ i read and agree to the [terms and conditions](#)

POST MY WEIBO !

- 3 STYLES TO CHOOSE FROM
- EACH STYLE HAS DIFFERENT FONT. (字体)
- USER HAS TO AGREE TO THE TERMS&CONDITIONS (POPUP ON CLICK)

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTON

NEXT WINNER
SELECTION

WIN

WELCOME SACHA

logout

YOUR MESSAGE: 天天爱你~~

CHOOSE YOUR STYLE:

天天爱你~~

style 1

天天爱你~~

style 2

天天爱你~~

style 3

☒ i read and agree to the [terms and conditions](#)

POST MY WEIBO !

HERE, THE MESSAGE IS:

1. POSTED ON WEIBO WITH HASHTAG #写微博织围脖# + LINK TO CAMPAIGN SITE
2. AND ADDED TO LIST OF UNAPPROVED MESSAGE IN ADMINISTRATION

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTON

NEXT WINNER
SELECTION

WIN

WELCOME SACHA

logout

YOUR MESSAGE: 天天爱你~~

CHOOSE YOUR STYLE:

天天爱你~~

style 1

天天爱你~~

style 2

天天爱你~~

style 3

POST MY WEIBO !

WAITING FOR CONTENT APPROVAL...

We are verifying content, please come back here in a few hours.

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTONNEXT WINNER
SELECTION

WIN

WAITING FOR CONTENT APPROVAL...

We are verifying content, please come back here in a few hours.

TOP 10

PRODUCED (112)

UNAPPROVED (254)

ALL (2302)

name, weibo id, message....

SEARCH

POSITION	WEIBO USER	STYLE	MESSAGE	ACTION
NONE (UNAPPROVED)	@巴黎feng	1	我爱你~~~	approve / delete
NONE (UNAPPROVED)	@CHAN	1	YOYO YOYO	approve / delete
NONE (UNAPPROVED)	@SACHA_G	2	I WANT TO PRINT	approve / delete
NONE (UNAPPROVED)	@SEPTEMBER	3	TAKE IT EASY	approve / delete
NONE (UNAPPROVED)	@巴黎feng	2	YOUPI	approve / delete

THE ADMINISTRATOR WILL HAVE FIRST TO APPROVE OR DELETE THE MESSAGE.

- IF APPROVED, USER WILL RECEIVE A WEIBO PRIVATE MESSAGE
EX: "YOUR LILY WEIBO SCARF PARTICIPATION HAS BEEN ACCEPTED,
[CLICK HERE TO CHECK YOUR POSITION ON THE LINE](#)"
- ELSE, IF THE MESSAGE IS NOT ACCEPTED (DELETED), DISPLAY A MESSAGE TO USER NEXT TIME HE REFRESH THE PAGE:
"SORRY, YOUR MESSAGE DOESN'T FIT THE REQUIREMENTS OF
THE TERMS & CONDITIONS" PLEASE TRY AGAIN

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTON

NEXT WINNER
SELECTION

WIN

WELCOME SACHA

logout

YOUR MESSAGE:

天天爱你~~

POSITION : #1053rd on the line

You want to cut the line and jump ahead? try "Trick or treat !"

DA MAO XIAN 大冒险

You can only trick or treat 1 time a day. Choose your time carefully!

AFTER VALIDATION, WHEN USER COMES BACK ON CAMPAIGN SITE,
HE SEES

- HIS MESSAGE (CANNOT BE MODIFIED)
- THE CURRENT POSITION (UPDATED EVERY MINUTE)
- A LINK TO BUTTON "DAMAOXIAN" (大冒险, MYSTERY BUTTON)

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTON

NEXT WINNER
SELECTION

WIN

POSITION : #1053rd on the line

You want to cut the line and jump ahead? try "Trick or treat !"

DA MAO XIAN 大冒险

You can only trick or treat 1 time a day. Choose your time carefully!

大冒险 !

DAMAOXIAN WILL ALLOW YOU TO CHANGE YOUR POSITION.

BUT BE CAREFUL: YOU CAN GO UP THE LINE, BUT ALSO DOWN !

YOU CAN USE THIS FEATURE ONLY ONCE EVERY HOUR/DAY, SO
USE IT WISELY !

OK DO IT ! or cancel

DAMAOXIAN ALLOWS USER TO CHANGE HIS POSITION.

THE FEATURE CAN BE USED ONE TIME EVERY HOUR OR EVERY DAY (EXACT TIMING TBD.)

! EVERY TIME SOMEONE USES IT, IT WILL CHANGE THE POSITION OF ALL OTHER USERS !

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTON

NEXT WINNER
SELECTION

WIN



EACH TIME THE USERS USES THE DAMAOXIAN FEATURE, IT AUTOMATICALLY SENDS A WEIBO POST USING HIS ACCOUNT:

EX: "SACHA USED THE DAOMAOXIAN TO MAYBE WIN A PERSONALIZED SCARF FOR HIS/HER LOVER. CLICK HERE TO CHECK WEIBO CAMPAIGN WEBSITE AND PARTICIPATE !"

大冒险

*You win +1233 position
on the line !*

You are now #24

CLOSE

CLOSE CLOSES THE POPUP AND GO BACK TO MAIN GAME SCREEN.
THEN, THE BUTTON IS DISABLED FOR THE TIME PERIOD.

POSITION : #24th on the line

DA MAO XIAN 大冒险

You already used this feature recently. Please wait one hour/day

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTONNEXT WINNER
SELECTION

WIN

#写微博织微博# ADMIN

MODERATION

PRODUCTION

CURRENTLY KNITTING:

WEIBO USER	STYLE	MESSAGE
@巴黎feng	1	我爱你~~

NEXT ON THE LINE:

WEIBO USER	STYLE	MESSAGE
@SACHA_G	2	我想你啊！

PRODUCE NOW !

THE SELECTION IS MADE BY THE “KNITTER” (THE PERSON IN CHARGE OF THE KNITTING MACHINE.)

- WHEN HE FINISHES TO KNIT A SCARF, HE WILL OPEN THIS PAGE, AND CLICK ON “PRODUCE NOW” TO SAY THAT HE IS NOW STARTING TO PRODUCE THE #1 POSITION WEIBO.

- THIS WILL THEN UPDATE THE LIST ACCORDINGLY AND SEND THE NOTIFICATION TO THE WINNER (CF. NEXT PAGE)

REGISTER

WRITE MESSAGE

CHOOSE STYLE

POST WEIBO

CONTENT
VERIFICATION

MSG VALIDATED

DAMAOXIAN 大冒险
BUTTONNEXT WINNER
SELECTION

WIN

WELCOME SACHA

logout

YOUR MESSAGE:

天天爱你~~

YOU WIN !

CONGRATULATIONS, your scarf has been selected to be produced.
You can come to our 南京东路 store to get your personalised scarf, and
show these infos to the store staff:

#ID	WEIBO USER	STYLE	MESSAGE
#3123	@SACHA_G	2	我想你啊！

These infos were also sent to you by direct message.

WE SHOULD ALSO SEND THE INFO ALSO AS DIRECT MESSAGE (THE USER MAY NOT WANT TO CHECK THIS PAGE EVERY HOUR).

Lily
商 务 时 装

#写微博织围脖# ADMIN

ADMINISTRATION BACK-END

LOGIN

SUBMIT

LILY WEIBO CAMPAIGN – ADMINISTRATION

http://lily.sh.cn/administration

Google

Lily 商务时装

#写微博织围脖# ADMIN

logout admin

MODERATION PRODUCTION

view: **TOP 10** PRODUCED (112) UNAPPROVED (254) ALL (2302)

search:

POSITION	WEIBO USER	STYLE	MESSAGE	ACTION
#10	@巴黎feng	1	我爱你~~~	approve / delete
#9	@CHAN	1	YOYO YOYO	approve / delete
#8	@SACHA_G	2	I WANT TO PRINT	approve / delete
#7	@SEPTEMBER	3	TAKE IT EASY	approve / delete
#6	@巴黎feng	2	YOUPI	approve / delete
#5	@CHAN	2	你好朋友	approve / delete
#5	@SACHA_G	1	爱爸爸妈妈	approve / delete
#3	@SEPTEMBER	3	YOYO YOYO	approve / delete
#2	@SACHA_G	2	TAKE ITEASY	approve / delete
#1	@CHAN	2	YO YO YOYO	approve / delete

admin interface similar to <http://www.activeadmin.info/>

LILY WEIBO CAMPAIGN – ADMINISTRATION

http://lily.sh.cn/administration

Google



商 务 时 装

#写微博织围脖# ADMIN

[logout admin](#)

MODERATION

PRODUCTION

view:

TOP 10

PRODUCED (112)

UNAPPROVED (254)

ALL (2302)

search:

name, weibo id, message....

SEARCH

POSITION	WEIBO USER	STYLE	MESSAGE	Production date
NONE (produced)	@巴黎feng	1	我爱你~~	Feb. 12th 15h34
NONE (produced)	@CHAN	1	YOYO YOYO	Feb. 12th 15h34
NONE (produced)	@SACHA_G	2	I WANT TO PRINT	Feb. 12th 15h34
NONE (produced)	@SEPTEMBER	3	TAKE IT EASY	Feb. 12th 15h34
NONE (produced)	@巴黎feng	2	YOUPI	Feb. 12th 15h34
NONE (produced)	@CHAN	2	你好朋友	Feb. 12th 15h34
NONE (produced)	@SACHA_G	1	爱爸爸妈妈	Feb. 12th 15h34
NONE (produced)	@SEPTEMBER	3	YOYO YOYO	Feb. 12th 15h34
NONE (produced)	@SACHA_G	2	TAKE ITEASY	Feb. 12th 15h34
NONE (produced)	@CHAN	2	YO YO YOYO	Feb. 12th 15h34

1..10 / 120

◀ 1 2 3 4 5 6 ... 21 22 ▶

LILY WEIBO CAMPAIGN – ADMINISTRATION

http://lily.sh.cn/administration

Google


商 务 时 装

#写微博织围脖# ADMIN

logout admin

MODERATION

PRODUCTION

view:

TOP 10

PRODUCED (112)

UNAPPROVED (254)

ALL (2302)

search:

name, weibo id, message....

SEARCH

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NONE (UNAPPROVED)	@CHAN	2	你好朋友	approve / delete
NONE (UNAPPROVED)	@SACHA_G	1	爱爸爸妈妈	approve / delete
NONE (UNAPPROVED)	@SEPTEMBER	3	YOYO YOYO	approve / delete
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1..10 / 120

◀ 1 2 3 4 5 6 ... 21 22 ▶

