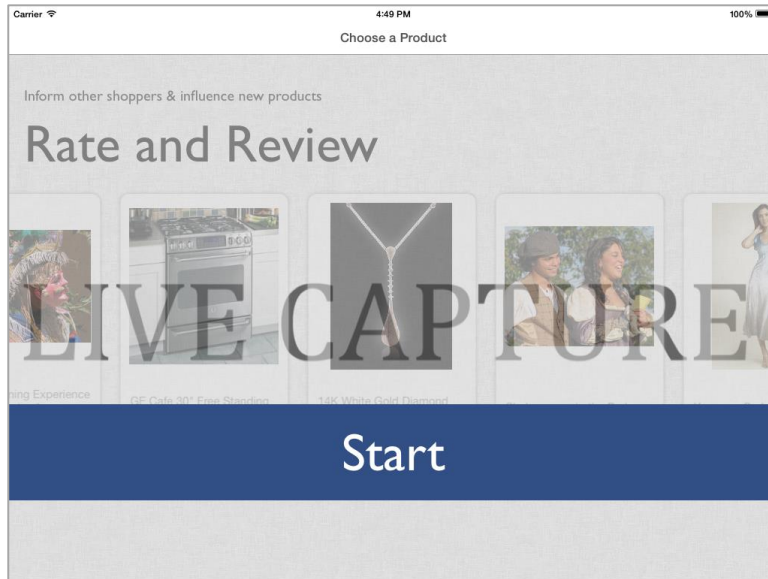


Live Capture iPad App: User Guide

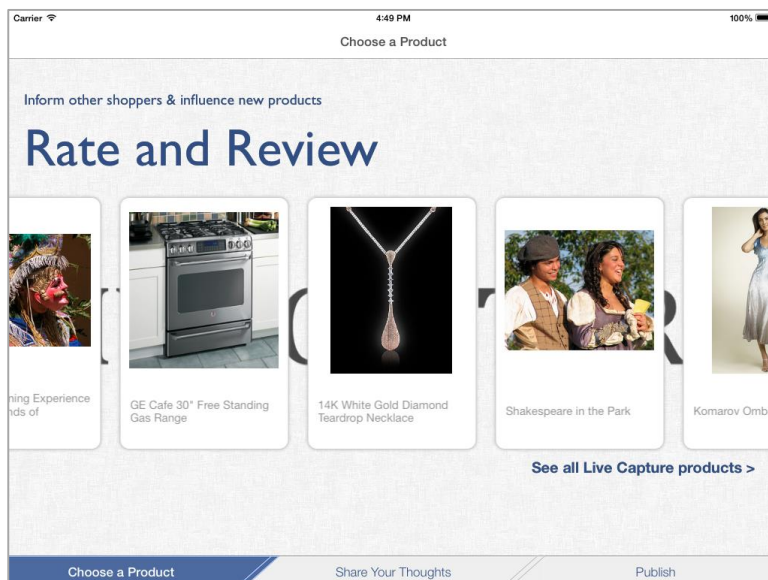
Screen 1: Main Screen (idle mode)



This is an animated screen that scrolls the products, allowing the background logo to be more visible. The call to action is made obvious.

Action: The user can tap anywhere on this screen to get it out of idle mode and into normal operational mode.

Screen 2: Main Screen



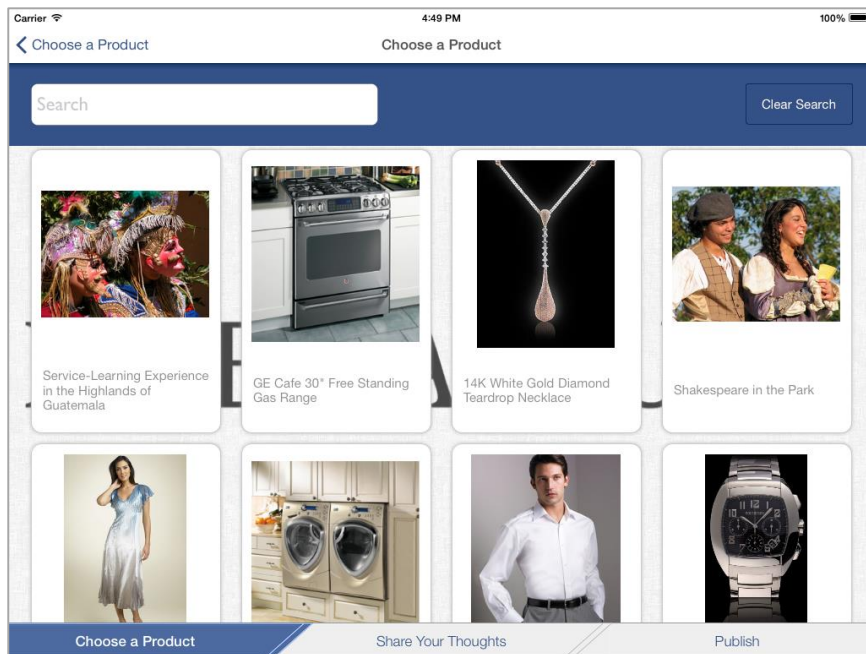
These are the products you chose to highlight from your product catalog. It provides an easy way to drive users to write reviews on a select few products, instead of trying to find the right product from your entire catalog.

Action: Swipe left or right to see the highlighted products

Action: Tap on a product to open the review submission form to begin the review writing process.

Action: Tap on "See all products" to see all the products from the catalog

Screen 3: All Products View



A user can choose to select a product that is not highlighted in Screen 2 by searching for it here.

Action: Type in part of the name of the product in the search box to find it. Tap on the Clear Search button to reset the product list and clear the search term.

Action: Tap on a product to open the review submission form to begin the review writing process.

Screen 4: Review Submission Form

This is the review submission form where the user can write their review.

Action: Tap on a star to indicate the product rating, followed by the review title and body.

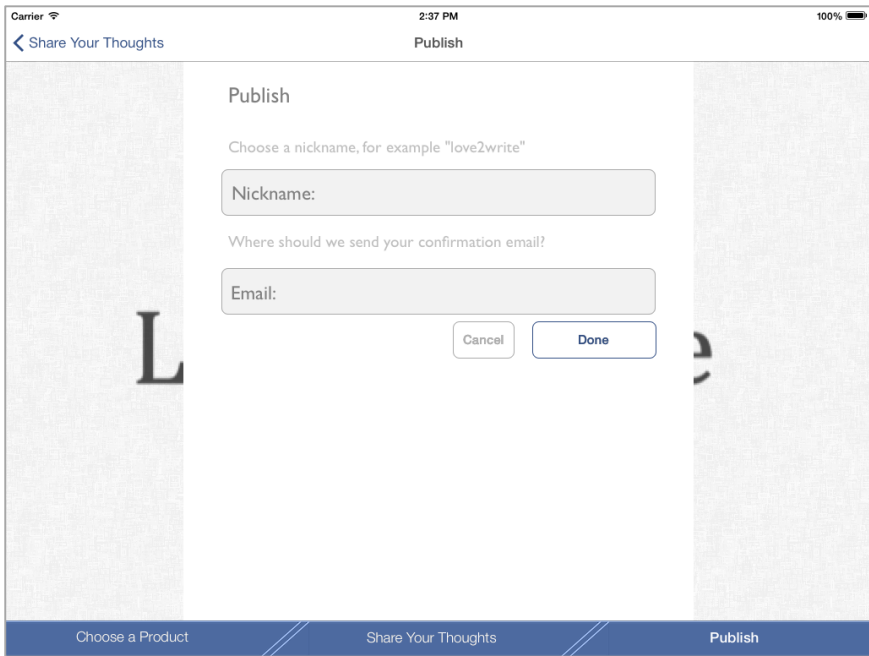
Action: Tap on "Continue" to finish the submission process.

Action: Tap on the letter icon on the top right to email the user a link to the review form so they can write a review later.

Action: Tap on "Terms and Conditions" to read the terms for user-generated content on the brand website.



Screen 5: Publish Review Screen

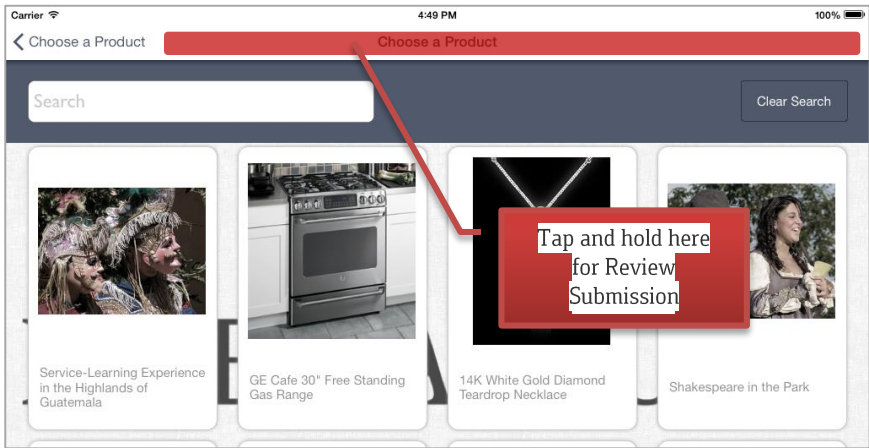


The user enters their nickname and email address here. The nickname will appear on the brand website. The email address will only be used to send a confirmation email once the review is approved.

Action: Enter a nickname. Only letters and numbers are allowed (no spaces or special characters). Enter a valid email address. Tap done to finish.

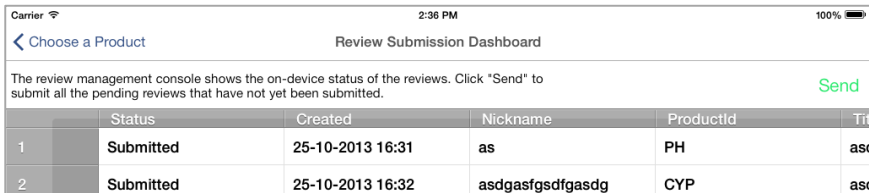
Action: Tap Cancel to cancel the review submission process completely and go back to the main screen.

Screen 6: Review Submission Dashboard



All reviews submitted in Screen 5 are stored and queued on the device. They are not submitted to Bazaarvoice until you “Send” from the Review Submission Dashboard. This is to accommodate for unreliable network connectivity. To transmit the reviews, access the dashboard by doing a long-tap (tap and hold) the top of screen 3 as shown in red to the left.

Action: Tap on “Send” to submit all pending reviews to Bazaarvoice.



Action: Tap on any column header to sort by that column.

Action: Tap on “Error” in the Status field to read details about the error.

