



## {Profile}

### Profile page - Design review

#### Specifications

V0.6

Version	Date	Redactor	Modification
0.1	05/07/2012	Holly Rather	Creation
0.2	30/07/2012	Laura BG	Add details / screenshot
0.3	08/08/2012	Laura BG	CS Banner : how to change it (2.2.6.1)
0.4	10/09/2012	Laura BG	Specs Phase 2: Travelling bar + layer display photo
0.5	18/09/2012	Laura BG	Add ID event_origin
0.6	26/09/2012	Laura BG	Change perimeter for phase 2

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# 1 Introduction

## 1.1 Profile page

- Existing Design

The screenshot shows the 'meetic' website interface. At the top, there's a navigation bar with links like EMAILS (414), VISITAS (919), FLECHAZOS (331), CHAT, ONLINE (27241), DAILY 6, BÚSQUEDAS, and MI PERFIL Y MI CUENTA. The main profile is for 'fred\_a\_b\_156', a 26-year-old male from Paris. His bio mentions he is looking for a woman aged 22-35. Below the bio, there are buttons for Email, Chat, and Flechazo. A table lists his characteristics: Silueta (deportiva), Cabellos (castaño), Hijos (ninguno), Mi rasgo más característico (tranquilo), Salidas favoritas (restaurante, familia, bares / pubs, ...), Aficiones (cocina, deporte, viajes, internet, ...), Deportes que practico (natación, ...), and Fumo (No (el humo no es un problema)). To the right, there's a section '¿Descubre quién es compatible contigo?' with a 'Hacer el test' button. Below that is 'Mi Cuestionario' and '¡Envíale tu Cuestionario!'. At the bottom right, there's a section '¡Las 3 claves de tu éxito!' with 'Añade una foto' and 'Descubre más' buttons. The left sidebar shows a photo of the user, a '¿Te gusta él?' button, and a list of movies: 'Mis películas' (Pulp Fiction, La Piel que Habito).

- NEW Design

The screenshot shows the 'meetic' website interface with a new design. The navigation bar includes MAIL (999), VISITE (3), FLASH (11), CHAT, ONLINE (199 999), DAILY 6, RECHERCHE, and PROFIL & COMPTE. The main profile is for 'Super\_kris', a 28-year-old female from Versailles, France. Her bio mentions she is looking for a man from 28 to 35. Below the bio, there are buttons for Écrire, Chatter, and Flasher. A table lists her characteristics: Taille (--), Cheveux (Blonde), Silhouette (--), Enfants (--), Caractère (Je le garde pour moi), Relationship status (Never married), Occupation (--), Interest (--), Sports (--), and Je fume (oui, occasionnellement). To the right, there's a section 'Discover our offer' with a 'Subscribe' button. Below that is 'Terminez votre test' with a 'Complétez le test' button. At the bottom right, there's a section 'STARTREK.COM' with a 'CLICK HERE' button. The left sidebar shows a photo of the user, a 'Elle vous plaît ? OUI' button, and a list of movies: 'Mes Films' (Le Premier jour du reste de ta vie, Little Miss Sunshine).

## 1.2 Objectives

- Optimize the UX (*user experience*) on Profile page
- Integrate better visibility of Photo & main criteria to make profiles more attractive
- Increase visibility of main CTAs on all the page to push user to initiate contact
- Integrate new functionalities to increase activity (like photos, **events**)
- Attract less attention to negative links

## 1.3 Perimeter

This should be very carefully AB tested as this page triggers the most activity on the site.

AB Test on direct sites only:

- **25% Meetic SP**
  - **25% Lexa NL**
- For the group on the AB Test we display the new design whereas for the control group nothing changes = iso prod.
- We need an AB Test type “**html**” ➔ this means we develop on a **new html** (an alternative one with a different name) and create an AB Test config to specify the name of the new html to use for the members in the group tested.

## 1.4 Data Tracking & Analytics

Our objective especially for Phase 1 is to keep stats at least flat as this page is one of the most important of the site.

We should keep the tracking on:

- Button “Write”
- Button “Wink”
- Button “Chat” ➔ KO analytics don’t have the data of the origin – impossible to track.
- Similar profiles ➔ we can track only visits or mails generated from the page “Similar profile” but not the click origin to land on this page
- Button “Add to my favourites” + event “Yes”
- Button “Subscribe”
- Cultural modules ➔ check completion rate for films, music, books
- Cross-selling ad
- Quizz
- Negative links: greylist, blacklist, abuse ➔ to be followed by Analytics & CC (*might generate more complaints if users don’t find the link anymore*)

## 1.5 Subdivisions

### 1.5.1 Phase 1: New Top Container

- New column width structure (wider photo column, narrow right ad column)
- New advertising space in right column (*new ad format to be delivered*)
- Move negative links to footer (blacklist, greylist, abuse)
- Increase visibility of “Add to favourites” & “Similar profiles”
- Move the quiz from the right column to the left

### 1.5.2 Phase 2: Travelling mini profile + photo display

- Upgrade of photo display layer: add carrousel, CTA, mini profile
- Create a traveling mini profile

### 1.5.3 Phase 3: New design on “My Profile”

- Adapt Top container structure (=Phase 1) to My Profile page

## 2 Phase1 : New top container

### 2.1 Page structure:

#### 2.1.1 Left column

We have increased the width of this column to enlarge the profile photo.

- The Cultural modules (films, music & books) stay in this column but the design is adapted to the new column width – all functionalities stay identical to prod.
- The negative links: Hide profile, Blacklist & Report a concern, are no longer displayed under the profile photo → moved to the bottom of the page.
- The Quiz is moved to this column. The size has been adapted in the psd.

#### 2.1.2 Middle column

This column size is slightly increased.

The main change is the size & design of the top container box.

All other information on this page is staying unchanged.

#### 2.1.3 Right column

The column is narrower. New size: 160

We should keep the push abo but in a new size. → add a typoff so we can follow subs through this button

Keep Cross selling banner in a new size → To be delivered by Product Team

Keep advertising but in this new skyscraper size → To be delivered by François Guimond

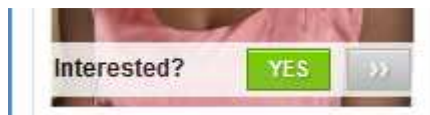
### 2.2 Content:

#### 2.2.1 Photo

The difference we have on the photo is just the size. The new photo is bigger.

New width: 240px

We should keep the “Interested?” feature, iso prod, with exactly the same functionality → just a design update



- Click on Yes =
    - add to favourites + tooltip on hover “You’re interested!”
    - the slide up confirms this action “has successfully been added to your favourites”
    - The CTA is replaced by a static confirmation message “You’re interested”
  - Click on arrows >> = redirect to next profile, does not add to my favourites
    - The arrows “>>” are displayed only if I come from a list and there are other profiles to see.
  - Double Yes = if the member I clicked “Yes” for also then clicks “yes” for me, then this should trigger the “double yes” crm email
1. When the user has more than 1 photo, arrows should be displayed on the photo to see the next or previous photo at hover. At click we should display the next available validated photo.

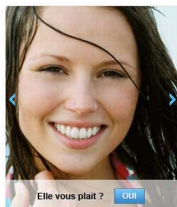


- If the member has only 1 profile photo and no others then we do not

- At hover on the photo a zoom symbol appears. At click the photo should be opened in the photo display layer.  
If the member doesn't have a profile photo we do not show the zoom symbol. The user can't open this photo in a layer.
- A carrousel should be displayed under the main profile photo with arrows at each end to see more photos.



- If the member has less than 3 photos, then we should show avatar images and no arrows
  - If the member has more than 3 photos then we should display the first 3 photos + the arrow "next" & "previous" + highlight the arrows on hover.
  - If the 1st photo is visible then the "previous" arrow should not highlight on hover & is not clickable.
  - When I click on next or previous arrow I see the next or previous photos. If I stay clicked down on an arrow then the photos display on a loop.
  - For all cases with active arrows the photos should display on a loop.
- At click on a carrousel photo the designated photo should open in the Main Profile photo box.



Avatars are not clickable.

### 2.2.2 Photo display

We should keep this feature identical to prod so we can compare if users still open the photo as much.

- When rollover the main profile photo, a zoom symbol should appear as the curser. At click the photo display layer should open.
- When rollover a carrousel photo the colored frame should appear to show that it's clickable. At click the designated photo should open in the Main Profile photo box. The user can to click again in this main box to open the photo in the photo display layer.

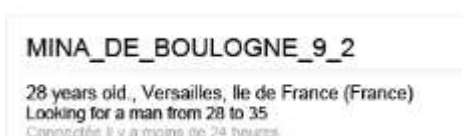
### 2.2.3 Main Criteria block

New width: 530

- We have kept all the profile criteria as prod, except color of eyes – same as was done in D6.  
This information should now be displayed in 2 columns.  
If the criteria are empty we should leave 2 lines:  
-----  
--
- If the member is Online, then the green bubble should appear next to his pseudo with the text "Online" – iso prod



If the user is Offline, then we display his last connection info under the first lines of profile info:






3. We have created a new zone dedicated to Events. A member that is invited to an Event will have a text displayed here. This feature does not yet exist so this should be deactivated for this step 1 (activation date tbd)
- If this zone is activated then the spacing of this criteria block adapts its size – see PSD
- If the zone is deactivated then it should stay blank. As said above, the text spacing will adapt – see PSD.

THIS PERSON IS ATTENDING THE EVENT OF 12 SEPTEMBER À AIX-EN-PROVENCE

- **Feature not validated. This feature won't be developed in this Phase1.**

4. **"Add to favourites"**: this link is now displayed with a star symbol.  Add to favourites  
At click on this link, the link disappears and the star is displayed next to the pseudo – next to the Online green bubble (if member is online).



5. **"Similar profiles"**: this link is displayed in line with the pseudo with arrows. The functionality is unchanged from prod. At click the member is redirected to a "similar profiles" list.  
At hover should underline.
6. **Premium member**: If the user is recognized as a Premium member a text should be displayed over the CTA buttons + a background under the CTA buttons



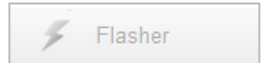
Keep the current wording we have in this case:

CONNECT: contact me free of charge!

7. **CTA buttons**: Should be lined up with the arrow from the carrousel.
  - a. **"Email"** at click on the button should open under the defined zone (middle column only) where the user can write. We should keep all the exact same features as we have in prod (Project Pay to send also etc...). The only difference is that the box is smaller than we have in prod.  
Error / Confirmation messages should be the same as we have in prod.



- b. **“Chat/Wink”** at click on the button, this should open the chat box, iso prod.
- c. **“Flash”** at click on the button this should trigger a flash for the recipient and should then be deactivated as the user can only Flash once (keep the current design we have in prod)



## 2.2.4 Page Navigation

We have kept the same features as in prod + same design

« Retour

« Précédent

Suivant »

## 2.2.5 Push to Sub

New width of left column: 160 (old size: 250)



We have 2 push to subscribe buttons on this page.

- Push to sub in Header: This should not change from prod – this has a specific typ\_off
- Push in right column: this push has been redesigned to fit in the smaller column - we need to check this has a unique marketing code.

## 2.2.6 Cross selling

New width of left column: 160 (old size: 250)

The cross selling banner that is in the right column should stay in the same zone. The mechanism remains the same (link, target etc...)

We have updated the design to fit in the new column size.

→ To be delivered by Product Team (all cases)



### 2.2.6.1 How to?

The CS banners are currently displayed thanks to the CS framework where we define all the banners to display country by country => in an xml file.

The XML called for one site is defined in the config of the country, ex for Meetic SP:

```
\libs\product\sites\es\meetic\www\config.inc
```

The XML containing the banners to display with the rules, the weight (etc.) are all defined in:

```
\libs\product\crossselling\conf
```

That's where we define for a unique space several banners to display randomly with different criteria.

- For Meetic SP:

```
\libs\product\crossselling\conf\SP_sp_main_v6.xml
```

- For Lexa NL:

```
\libs\product\crossselling\conf\NL_lx_main_v6.xml
```

Today we can see that we have exactly the same code and the same banners displayed on HIS / HER profile and MY PROFILE.

Here's the code in the html pages (both members/index.htm & myprofile/index.htm). We'll display here what is defined in the XML.

```
<div id="i-box-push-and-cross" class="i-cross-or-pub">
<a
href="{{push_pave_members_link}}{{push_pave_members_link_parameter}}"{{section:s_push_p
ave_members_target hidden="yes"}}
target="_blank"{{/section:s_push_pave_members_target}}></a>
</div>
```

The XML is composed of CAMPAIGNS + RULES.

But we can see that for the moment we use the same CAMPAIGNS + RULES for both HIS/HER + MY profile.

So if we replace directly the current CS banners by the ones with the new format it will impact:

- The control group of the project
- The My profile page (all users)

➔ That's why we have to **define new campaigns + new rules** for our project in order to impact only the new page with the new design.

Here are the campaigns + rules that are currently used on the profile page to display the CS banner on the top right:

Ex in :

```
\libs\product\crossselling\conf\SP_sp_main_v6.xml
```

**CAMPAIGNS:** This defines the banners to display with link, code mkt & other parameters (4 banners here)

```
<!-- ***** -->
<!--          CAMPAIGN - PUSH MEMBERS/INDEX          -->
<!-- ***** -->
<campaign id="pushmembers_compat">
  <text target-section="push_pave_members_img"
value="cross_250x185_compatibility.gif"/>
  <text target-section="push_pave_members_link_parameter" value="?mtcmk=682148"/>
  <link target-section="push_pave_members_link" value="signup_cross_selling_maff"/>
  <show target-section="s_push_pave_members_target"/>
  <show target-section="s_push_pave_members_activated"/>
</campaign>

<campaign id="pushmembers_profile_test">
  <text target-section="push_pave_members_img" value="cross_250x185_profil_test.gif"/>
  <text target-section="push_pave_members_link_parameter" value="?mtcmk=682151"/>
  <link target-section="push_pave_members_link" value="signup_cross_selling_maff"/>
  <show target-section="s_push_pave_members_target"/>
  <show target-section="s_push_pave_members_activated"/>
</campaign>

<campaign id="pushmembers_report">
  <text target-section="push_pave_members_img" value="cross_250x185_perso_report.gif"/>
  <text target-section="push_pave_members_link_parameter" value="?mtcmk=682150"/>
  <link target-section="push_pave_members_link" value="signup_cross_selling_maff"/>
  <show target-section="s_push_pave_members_target"/>
```

```

    <show target-section="s_push_pave_members_activated"/>
</campaign>
<campaign id="pushmembers_same_vision">
    <text target-section="push_pave_members_img" value="cross_250x185_same_vision.gif"/>
    <text target-section="push_pave_members_link_parameter" value="?mtcmk=682149"/>
    <link target-section="push_pave_members_link" value="signup_cross_selling_maff"/>
    <show target-section="s_push_pave_members_target"/>
    <show target-section="s_push_pave_members_activated"/>
</campaign>

```

**RULES:** This defines the rules with population targeted, weight to display the banner...

```

<!-- ***** -->
<!-- ***** RULES PUSH PAVES MEMBERS ***** -->
<!-- ***** -->
<rule group="pave_members" targets="profile_all"
      campaigns="pushmembers_compat" weight="5" />
<rule group="pave_members" targets="profile_all"
      campaigns="pushmembers_profile_test" weight="5" />
<rule group="pave_members" targets="profile_all"
      campaigns="pushmembers_report" weight="5" />
<rule group="pave_members" targets="profile_all"
      campaigns="pushmembers_same_vision" weight="5" />

```

So we have to duplicate these campaigns + rules (in the same XML) to define specific ones for our project Profile review and we'll use these new ones => call it in our dedicated html file.

Regarding the name of the variables we can rename it **MEMBERS160** (as only the format of the banner changes and the new width is 160px.)

**NEW RULES TO DEFINE FOR MEMBERS160:** (we keep the same weight)

```

<!-- ***** -->
<!-- ***** RULES PUSH PAVES MEMBERS160 - New format ***** -->
<!-- ***** -->
<rule group="pave_members160" targets="profile_all"
      campaigns="pushmembers160_compat" weight="5" />
<rule group="pave_members160" targets="profile_all"
      campaigns="pushmembers160_profile_test" weight="5" />
<rule group="pave_members160" targets="profile_all"
      campaigns="pushmembers160_report" weight="5" />
<rule group="pave_members160" targets="profile_all"
      campaigns="pushmembers160_same_vision" weight="5" />

```

**NEW CAMPAIGNS TO DEFINE FOR MEMBERS160:** (we keep the same mtcmk & link - as far as we have CS banners)  
+ Rename the .gif with the new one you'll define (ex: cross\_160x??\_xxxx.gif) and put the images in the good repo.

```
<!-- ***** -->
<!--          CAMPAIGN - PUSH MEMBERS160          -   New format   -->
<!-- ***** -->
<campaign id="pushmembers160_compat">
  <text target-section="push_pave_members160_img"
value="cross_250x185_compatibility.gif" />
  <text target-section="push_pave_members160_link_parameter" value="?mtcmk=682148" />
  <link target-section="push_pave_members160_link" value="signup_cross_selling_maff" />
  <show target-section="s_push_pave_members160_target" />
  <show target-section="s_push_pave_members160_activated" />
</campaign>

<campaign id="pushmembers160_profile_test">
  <text target-section="push_pave_members160_img"
value="cross_250x185_profil_test.gif" />
  <text target-section="push_pave_members160_link_parameter" value="?mtcmk=682151" />
  <link target-section="push_pave_members160_link" value="signup_cross_selling_maff" />
  <show target-section="s_push_pave_members160_target" />
  <show target-section="s_push_pave_members160_activated" />
</campaign>

<campaign id="pushmembers160_report">
  <text target-section="push_pave_members160_img"
value="cross_250x185_perso_report.gif" />
  <text target-section="push_pave_members160_link_parameter" value="?mtcmk=682150" />
  <link target-section="push_pave_members160_link" value="signup_cross_selling_maff" />
  <show target-section="s_push_pave_members160_target" />
  <show target-section="s_push_pave_members160_activated" />
</campaign>

<campaign id="pushmembers160_same_vision">
  <text target-section="push_pave_members160_img"
value="cross_250x185_same_vision.gif" />
  <text target-section="push_pave_members160_link_parameter" value="?mtcmk=682149" />
  <link target-section="push_pave_members160_link" value="signup_cross_selling_maff" />
  <show target-section="s_push_pave_members160_target" />
  <show target-section="s_push_pave_members160_activated" />
</campaign>
```

Then in the new html file (containing the new design) you change the name of the variable & sections to be coherent with what is now defined in the XML:

#### NEW CODE IN THE HTML:

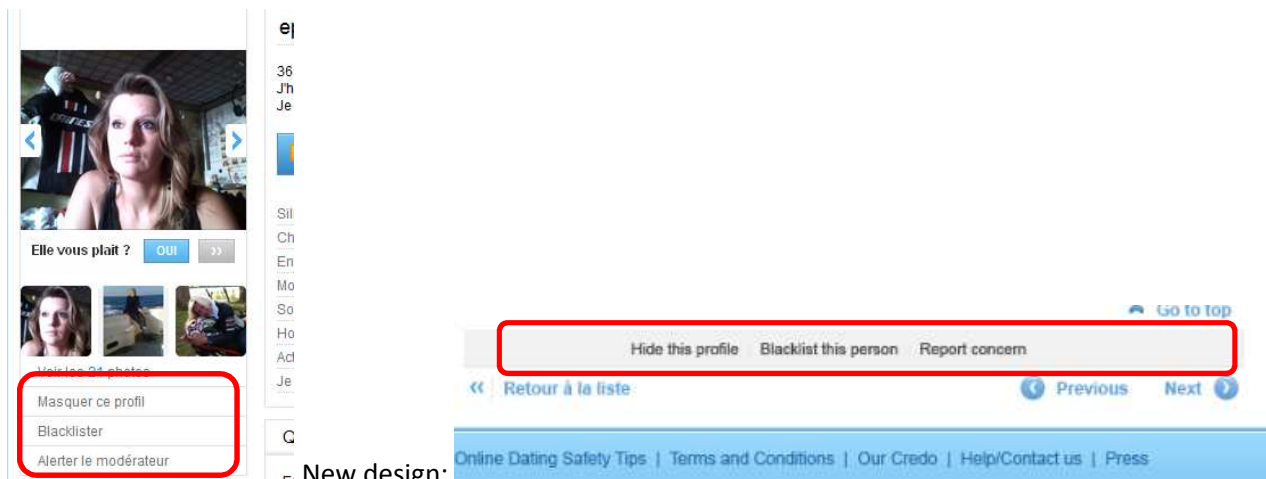
```
<div id="i-box-push-and-cross" class="i-cross-or-pub">
<a
href="{ {push_pave_members160_link}} { {push_pave_members160_link_parameter}} " { {section:s_push
_pave_members160_target hidden="yes"}}
target="_blank" { {/section:s_push_pave_members160_target}} ></a>
</div>
```

#### So, in brief 4 actions:

- **[@Dev / Tiby]** Define new rules & campaigns in SP + NL XML to display new banners
  - **[@Dev]** Do the necessary to valorize the new sections defined in the XML (search how to in the code)
  - **[@Tiby]** Change the html code for the CS space
- + Put the new banners in the right repository (**Holly should deliver it asap**) – keep the coherence in the names.

### 2.2.7 Negative links

Today the negative links are displayed directly under the profile photo which attracts quite strong attention. We want these actions to stay secondary and not easily accessible as they are not a main action for profile visits. For this reason we have moved the 3 links: “Hide profile”, “Blacklist” & “Report a concern” above the page footer.



### 2.2.8 Quizz

The quiz is today placed in the right column between the cross selling and the advertising. This column is recognized as an advertising zone for users so should be dedicated to this use.

To integrate the Quizz back into the profile zone, we have moved it to the left column. The design and feature should stay identical to what we currently have in prod. The design has been updated to fit the left column size.



### 2.2.9 Advertising

New size: 160 x 600 (old width: 250)

This current size used in prod in an unconventional ad size so can't be sold today.

In this new page we have updated the size adapted to real web advertising standards and enable sales.

- If the user is a paying member and want to surf without any ads on site, alternative banners (CS, auto promo) would be displayed → keep the same mechanism (alternative banners to be provided asap by Holly)



This image is managed by the ad provider (in an iframe) → a new code will be provided.

→ To be delivered by Yann Rigo // to coordinate with BVO

→ Holly should also deliver alternative ads (CS or auto promo) for unsold ads.

### 2.2.9.1 How to?

The code of the ad is defined in (example for meetic.fr)

```
html.v6\brands\meetic\fr\adserver\adtags.htm
```

The section which displays the ad on the profile page and we want to change is:

```
{{section:s_adtags_medban_profil hidden="yes"}}
```

As this Phase1 is AB Tested for Meetic SP & Lexa NL, we can't change the code directly on the htm in order not to impact all the users, so we have to define an alternative htm which would contain the code of the skyscraper.

➔ Here's the new code of the skyscraper provided by Yann Rigo – the ads provider is in charge of the content broadcasted here:

```
<script type="text/javascript">
sas_pageid='29175/203016'; // Página : Meetic/robaymega
sas_formatid=3978;        // Formato : 160x600 160x600
sas_target='';            // Segmentación
SmartAdServer(sas_pageid,sas_formatid,sas_target);
</script>
<noscript>
<a
href="http://reachandrich.antevenio.com/call/pubjumpi/29175/203016/3978/M/[time
stamp]/?" target="_blank">
</a>
</noscript>
```

The htm to be displayed for the ad is configured in the config of the site (or private to don't impact the cobs):  
Ex for meetic.fr :

```
libs\product\sites\fr\meetic\www\private.inc
```

The path of the htm is defined with this variable:

```
$siteConfiguration['ADTAGS']['PATH'] = '/brands/meetic/fr/adserver/adtags';
```

#### So, in brief 2 actions:

- Duplicate adtags.htm & put the code of the new ad in `s_adtags_medban_profil`
- Overwrite the default value in the AB Test config for the Test group ➔ put the name of the duplicated htm

## 3 Phase 2: Travelling bar & photo display

### 3.1 Objectives

---

The objective of these improvements on His/Her profile page is to push the users towards more activity by displaying the main CTAs as permanent features.

- Travelling bar on profile page
- CTA bar on photo display layer

### 3.2 Key Analytics

---

We should track the same data as the Profile page – Phase 1. We have main CTAs in travelling bar & photo display so we should track them in priority but we need to make sure that the activity on the Profile page stays flat (ex: similar profile...)

These improvements should increase activity and not cannibalize existing activity.

### 3.3 Perimeter – A/B Test

---

AB Test on direct sites only:

- **25% Meetic FR**
- **25% Match UK**

⇒ Use the same html as the one used on Phase 1 (= new design) since we want this project go live only once we have results from the Phase 1 – new design of His/her profile page.

The Test results should be flat or increased from Control to start Phase 2.



## 3.4 Travelling bar

The travelling bar is a new feature that will be added to His/Her profile page.

### 3.4.1 Mechanism

The travelling bar should appear on the profile page when the user scrolls down and as soon as the top container (photo & CTA buttons) are no longer visible.



Once the top container is no longer visible this travelling bar should always be displayed at the top of the page as the user scrolls down.

If the user scrolls back up to where the top container is visible or if the user clicks on “back to top” the travelling bar should disappear.

### 3.4.2 Features

#### 3.4.2.1 Mini profile:

On the left side of the travelling bar we should display the profile’s mini description:

- Photo thumbnail (*see size in psd*)
- Username
- Online (*displayed only if active*)
- Age
- City

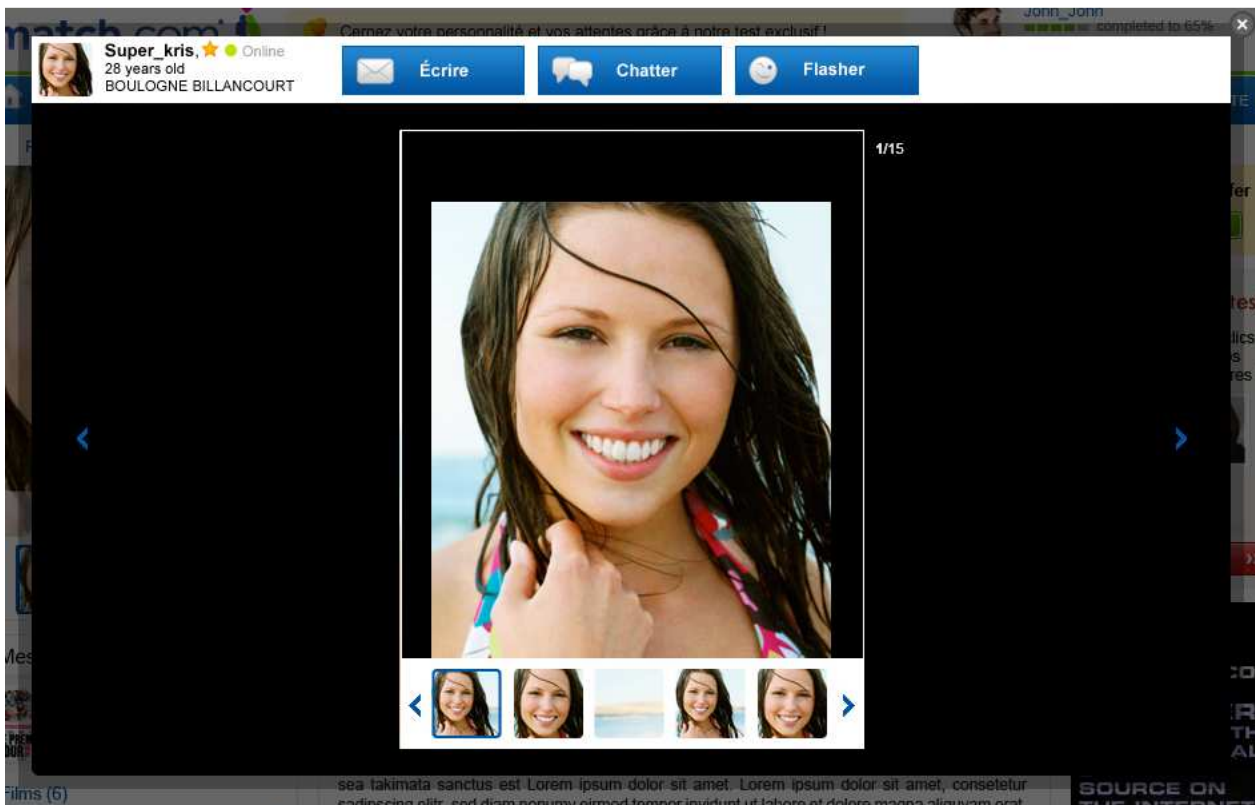
#### 3.4.2.2 CTAs:

From center to right of the travelling bar we should display the main profile activity CTAs:

- Write (email) button: at click the page should anchor to the open email editor & the travelling bar should disappear.
- Chat (IM) button: at click open the Chat message box.
- Flash (wink) button: at click trigger a flash & trigger slide up. If clicked once then it should be deactivated (use exact same rule as in prod – we can flash someone only once per session)
- Add to favourites link: at click the link disappears and the star is displayed next to the username and on the right of the Online message.

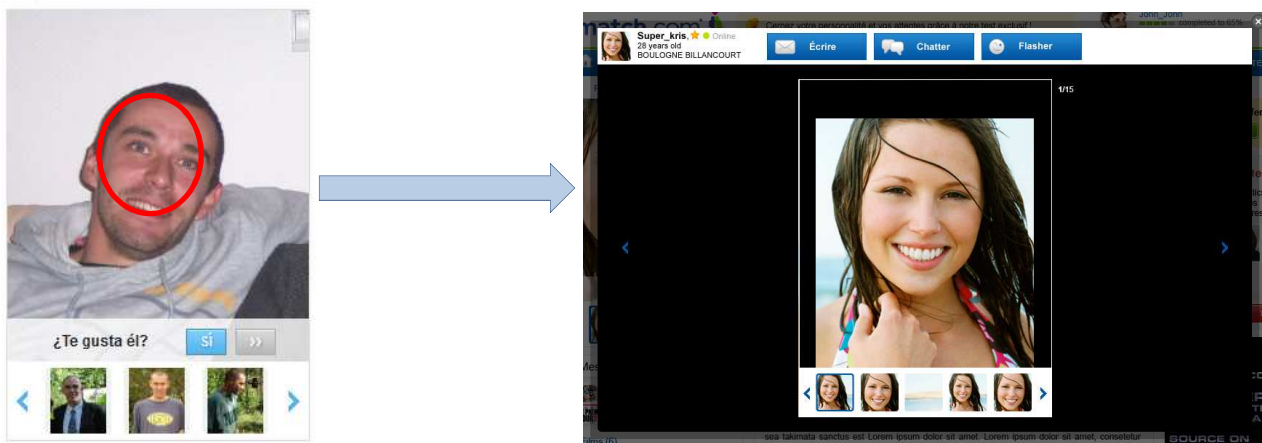
## 3.5 Photo display layer

To be coherent with the new layer photo displayed on the my profile page, we will change the display when a user zooms on a photo → it opens a new layer where we add CTAs + info of the profile.



### 3.5.1 Mechanism

At click on a main photo on the profile page to enlarge a photo, this should open the photo display layer.



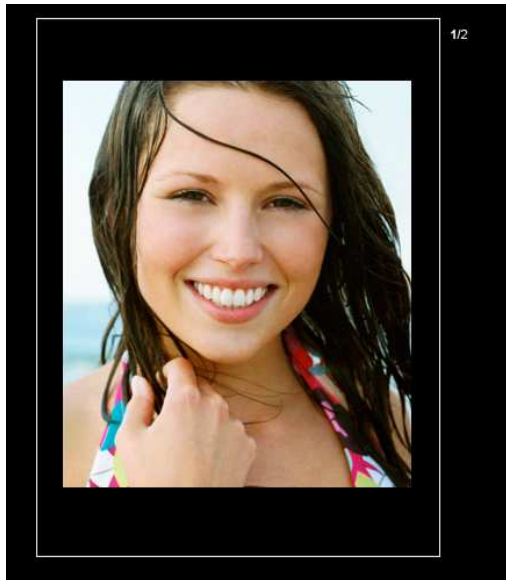
When click on the carousel, we don't change the current mechanism, the photo is displayed above but it doesn't open the layer photo.

### 3.5.2 Features

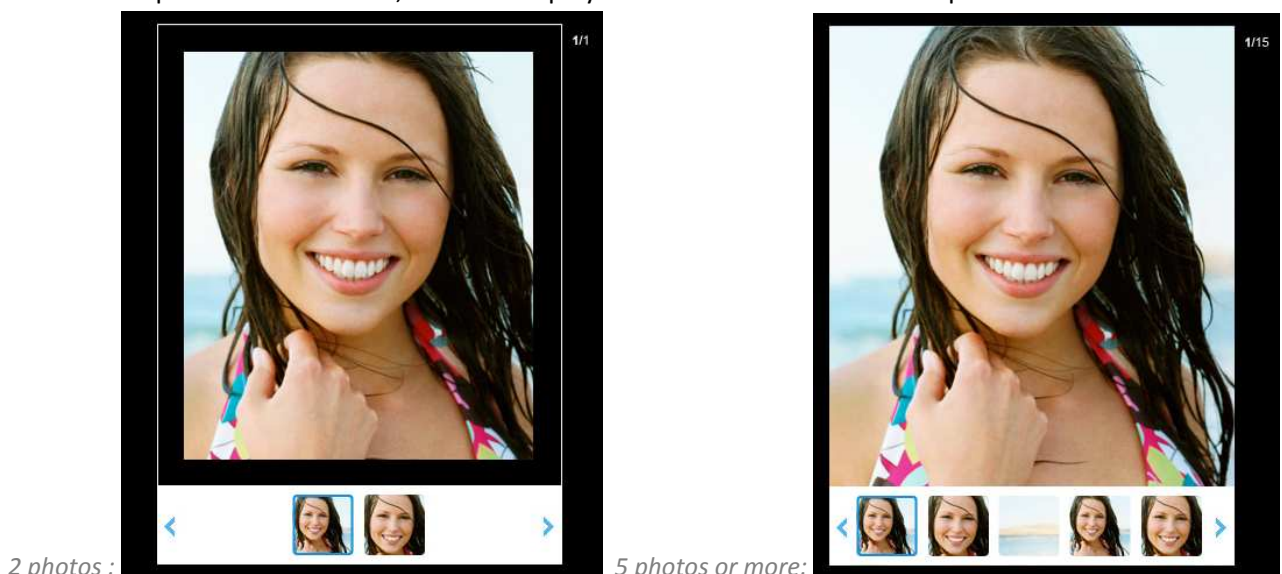
#### 3.5.2.1 Photos & Carousel

- We display in this layer all the member's photos = **portrait + album** – in a loop
- We display **5 thumbnails max** in the carrousel
- Photo & carousel are displayed in a permanent sized frame
- If the photo is smaller than the frame, the black background should appear around the photo → the photo is always centered in this frame (width & height)
- Show the photo that the user had clicked on in the main box in Profile page.

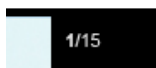
- If only 1 photo available, then we do not display a carousel



- If 2 or more photos are available, then we display the carousel under the main photo



- The carousel is centered under the main photo and increases to the sides when there are more photos
- We never show grey boxes that represent “no photo” (avatar)
- Display the carousel under the main photo box with 2 arrows. At click on the arrows the photos should scroll – mechanism iso phase 1.
- You can navigate to previous or next photo by clicking on main arrows on the sides of the Frame
- Photos are on a loop, you never get blocked
- **Display a counter:** this will show the number in the photos starting from 1 (first of portrait photos & to last 25 = last album photo) → the thumbnail corresponding should be highlighted with a swipe.



- User can close the layer by clicking on “x”
- The frame in the carousel always shows the photo displayed and follows the next main photo displayed
- If the main photo is no longer visible in the carousel, at click on main photo arrow the carousel should move back to display the adequate thumbnail
- If click on the arrow in carousel, the main photo doesn't move

### 3.5.2.2 Mini profile

On the top of the layer photo display we should display the profile's mini description:

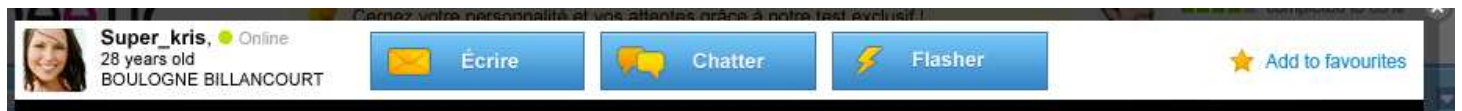
- Photo thumbnail (*see size in psd*)
- Username
- Online (*displayed only if active*)
- Age
- City



### 3.5.2.3 CTAs:

On the top of the layer photo display we should display the main profile activity CTAs:

- Write (email) button: at click the page should anchor to the open email editor & the travelling bar should disappear.
- Chat (IM) button: at click open the Chat message box.
- Flash (wink) button: at click trigger a flash & trigger slide up. If clicked once then it should be deactivated (use exact same rule as in prod – we can flash someone only once per session)
- Add to favourites link: at click the link disappears and the star is displayed next to the username and on the right of the Online message.



## 3.6 Specific tracking of the CTA's

We currently have on the page a project called "Tracking light" which enables us to track the origin of a click. Indeed, that's very important for us to know where the user comes from when he writes a mail or send a wink etc... So for most of the links or CTAs we have on site we add an ID of "EVENT\_ORIGIN" that enables us to know the page or click origin for the main actions. [Analytics use all the datas]

Ex here: on a list, when rollover a thumbnail you can see "&origin=1"



But for CTA like email / flash, the event origin is sent through the Javascript. We don't see so clearly the id origin.

➔ For this Phase 2, we'll need new ID event origin for CTA's in the travelling bar or in the layer photo display because we want to distinguish each click event if it's on the same page.

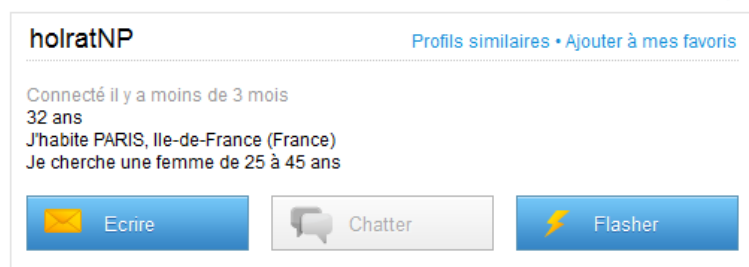
➔ Here are the new event\_origin to use for this part of the project.

Stored in `M_EVENT.REF_EVENT_ORIGIN`

EVENT_ORIGIN	CODE_EVENT_ORIGIN	Used for CTA's in :
30	W_VIEW_TB	Travelling bar
31	W_VIEW_LDP	Layer display photo

This means we'll have specifics IDs event origin for:

### 1. Profile page



### 2. Travelling bar



### 3. Layer display photo

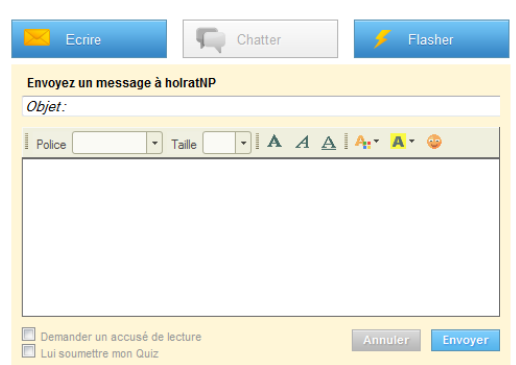


### In brief to do:

- Use the event\_origin provided by Analytics (30 & 31)
- **Tudor's Team** : Analyse how to send dynamically another event\_origin for CTA's in the travelling bar or in the layer photo display.

Set a different event\_origin ID for buttons in the travelling bar and layer photo display

**CAUTION** : for the button "Send a mail" ➔ this always opens the same block and the event\_origin is set when click on "Send" – so when the email is really sent.



⇒ So for this case in particular, the event\_origin when send the email should change depending on where the user has clicked (profile page, travelling mini profile or layer display photo)