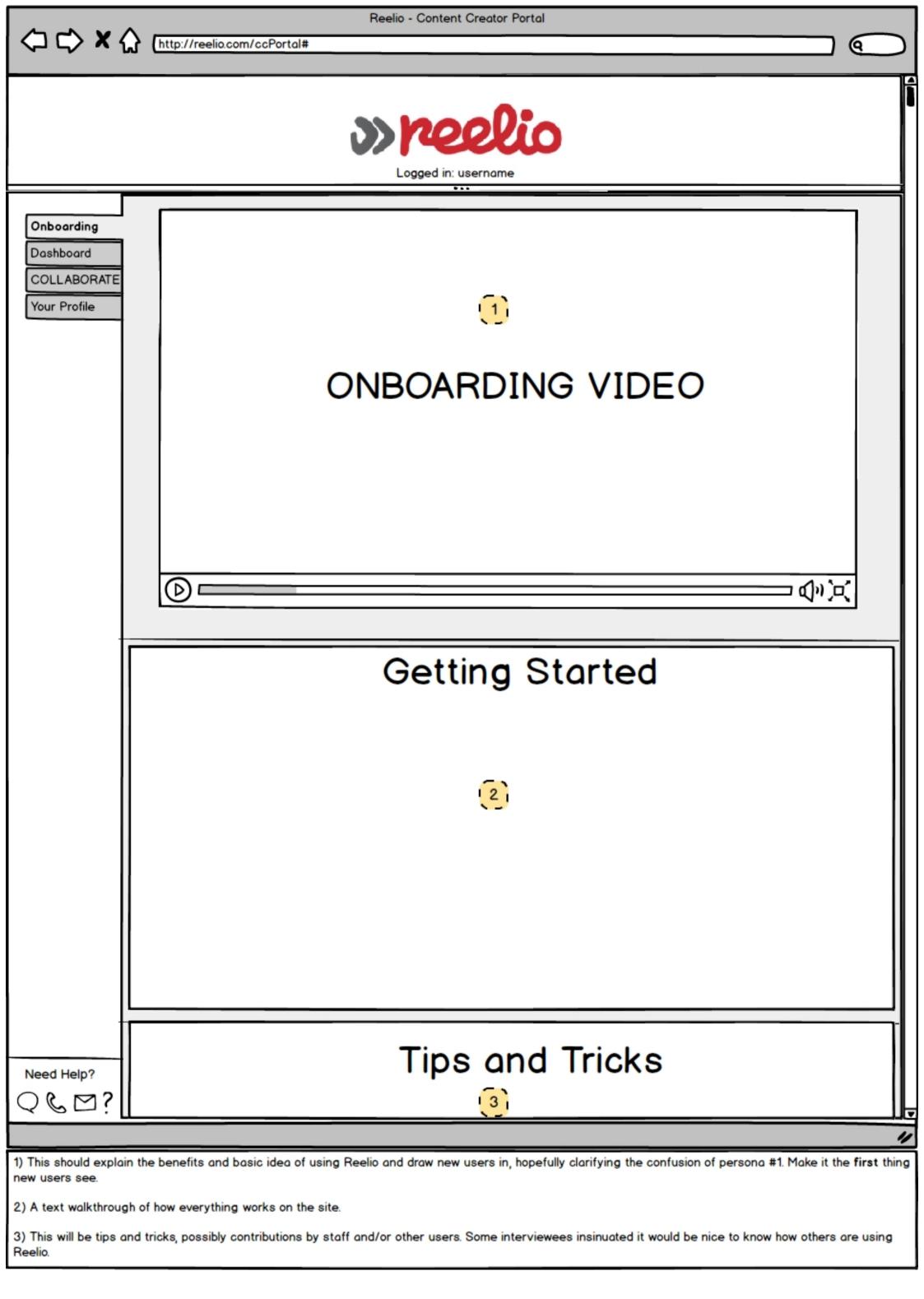
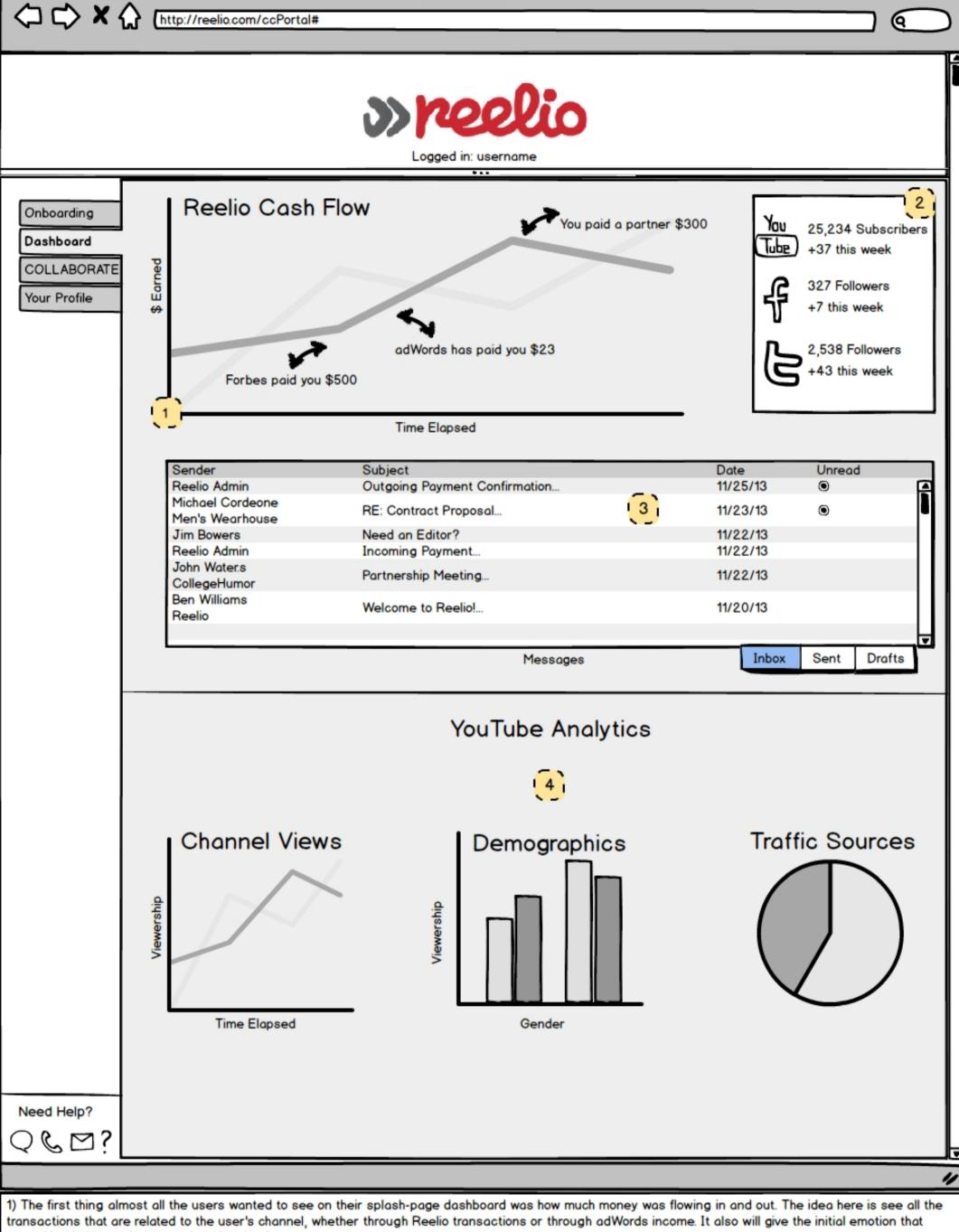


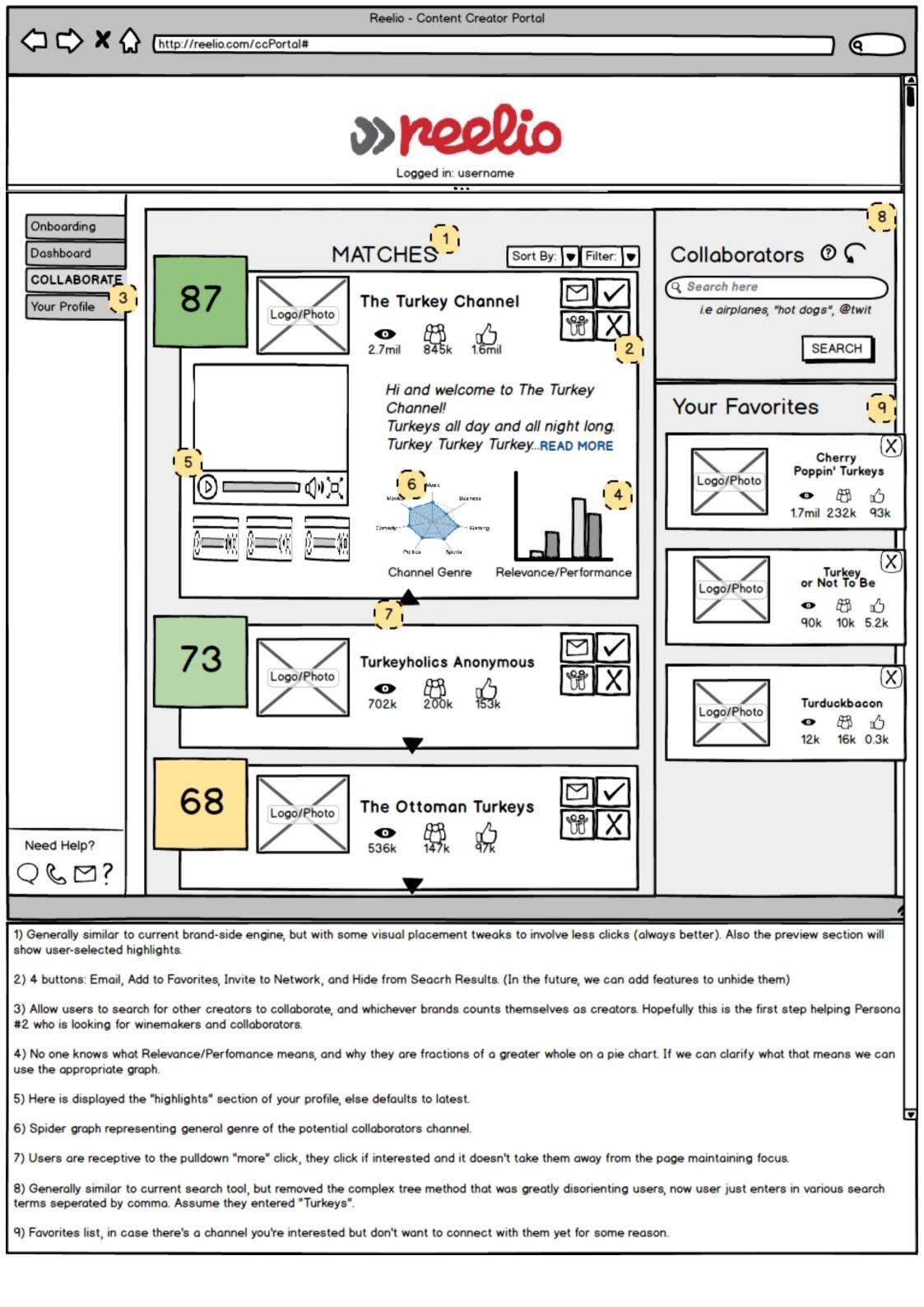
- 1) We can allow them to initially login with a YouTube account only, but for "premium features" have them go the extra step of making a Reelio account after login. The less obstacles a new user has, the better.
- 2) Chat, Email, Phone, FAQ. Could probably turn the chat button to Email when Reelio staff is offline. At least give the stakeholder the illusion of active customer care, this login page is their first impression and extremely important.

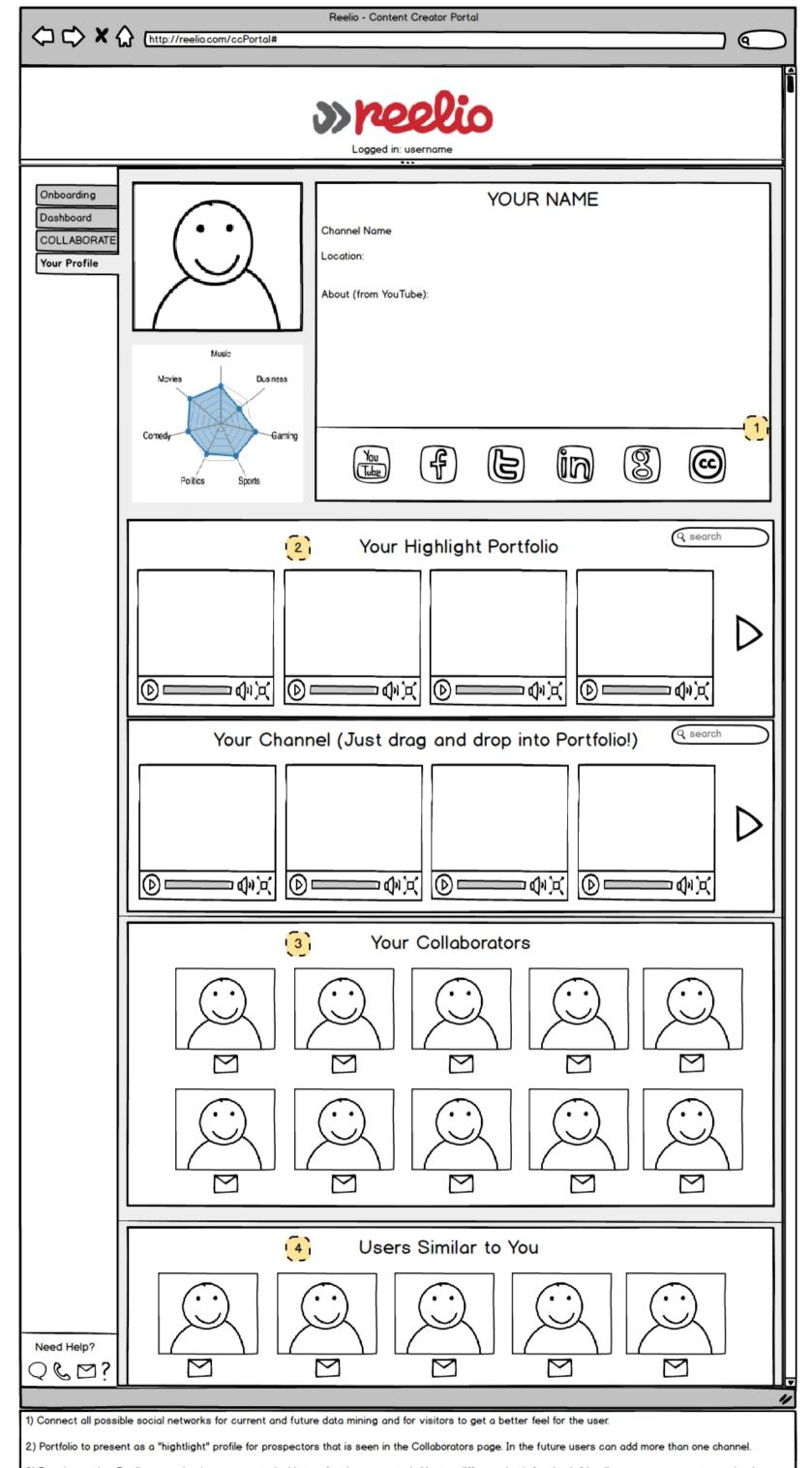




Reelio - Content Creator Portal

- something is happening everytime they log in.
- 2) Potentially add more social networks as software allows (i.e. blogsites, vimeo, so user can monitor growth and outreach). User's wanted to be able to easily see the potential outreach of their content.
- 3) A quick glance at the inbox of all activity through Reelio, or we can potentially combine it with a youtube inbox as well. An idea by one user is to get an email when a Reelio user sends them a message sending them straight back into Reelio, increasing the traffic.
- 4) This is a mirror of YouTube analytics but displayed more elegantly with results creators can interpret and use. This would help persona #3 and a primary





- 3) Brands or other Reelio users that have connected with you, forming a network. Not too different thank facebook friending except you want to maintain a caliber of connection quality, much like LinkedIn.
- 4) One user wanted to see what other Reelio users are doing. If they can possibly connect to others similar to them, perhaps they can emulate or collaborate.