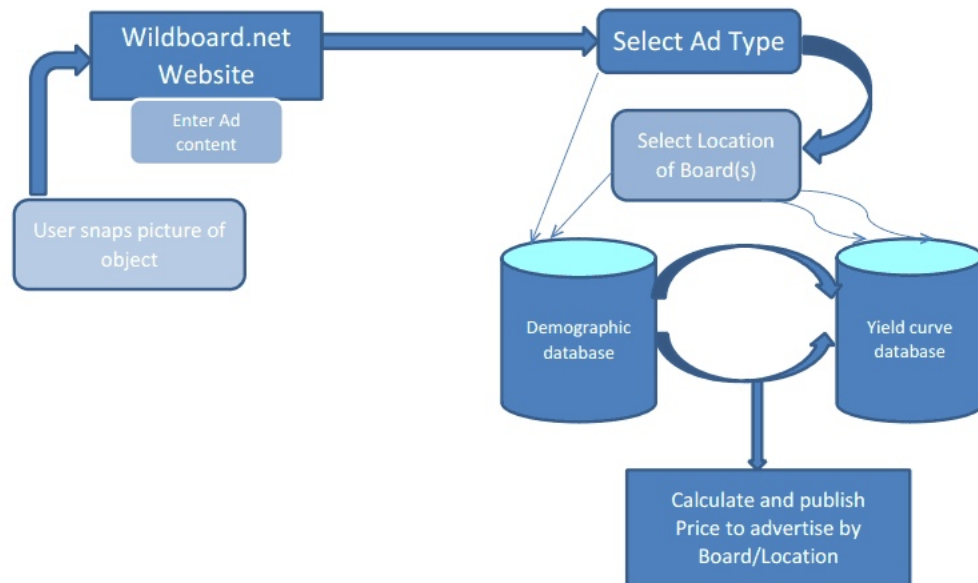


1. User has a ready-made flyer that he wishes to post on Wildboard. He takes a picture of the flyer, and is prompted to use the Wildboard application to post the flyer:



- 2.
3. Because it may not be very convenient to enter text on the phone, the application may attempt to send the image to the server for text extraction with OCR (Optical character recognition)
4. The user is prompted to enter the subject of the ad and a short description. It may be pre filled by the OCR recognized text if it was successful, saving user the effort of entering text.
5. The user is prompted for the ad categories (an ad may belong to more than one category): Event, Non-profit, Services, For sale
6. The user is prompted for whether he would like the ad to appear in a "premium" spot. Non-premium ads are free. Premium ads have a price which depends on the current demand for the premium spot which is determined via a kind of auction.
7. [ContactEntry] Based on the category, the user is also prompted for the following additional information ('contact' information;):
 1. For an Event category, a date and time of event start (with a date-picker widget), with ability to set up event duration (default to 1 hour), and a location, with an option to enter additional date/time/locations.
 2. For a "For sale" category, price
 3. For any category, one or more "contact" information, that has name(s), emails, phone #, etc.
9. The user presses "Submit" and the information is sent to the central Wildboard server.
10. The server "allocates" the ad to a set of merchant boards depending on
 1. The geographical information in the ad (location of the event, contact information, etc)
 2. For ads marked premium, the time slots of the merchants that fit in the geographical area and whose price now is at or below the user's price
 1. Feedback is given to the user for all the slots that his bid was not enough to select
 - 2.

WildBoard service Infrastructure at a glance



12. For every additional information entry from item 7 above, the server creates 'interaction elements' as needed, including but not limited to :
 1. a QR code for the Calendar event (user will be prompted to add it to his calendar)
 2. a QR code for the map location (user will be offered directions)
 3. an embedded Map for the map location, which the user can be interact with at the board
 4. a QR code for the contact (user will be prompted to save info to contacts, or to make a call or email)
 5. a QR code for purchase
 6. etc.
14. This and other information from the ad is formatted into the feed comprising the following elements

```

{
  "id"      : "43355", # required
  "category" : "for sale", # [1] required
  "sticky" : True/False, # [2] decided by server; only one allowed for now

  "titleArea" : {
    "title" : "Old Milk Cans", # [3] required
    "subtitle" : [ "$20", "5 miles away", ... ], # [4] Server decides on splitting
    "posted" : "2013-05-10", # [5] required
  },

  "bodyArea" : {
    "description" : "Blablabla", # [6] required,
  },

  "contactArea" : {
    [
      {
        "img" : "http://.../", # [9] QR code
        "map" : "...", # Google Map -- Only one of "img|map" allowed,
        "text" : "Scott (650) 444-5555 # [10]
      },
    ],

    "mediaArea" : [
      "http:// _ /...", # [7] URL to localhost, either video or image
    ],
  },
},
"premium" : {
  "vastUrl" : "http:// ", # [8]
  "qr" : "http:// " # temporary
},
"news" : [
  "summary" : "Police looking for Urmach",
  "url" : "http://..." # HTML to show in a div
]
}

```

- 15.
16. In the feed, contactArea and mediaArea may contain multiple items.
17. The submitted ad will appear in the Moderation list for every merchant location it was allocated to, where the merchant may reject or approve it.
- 18.

Administration
Home
Listings
Categories

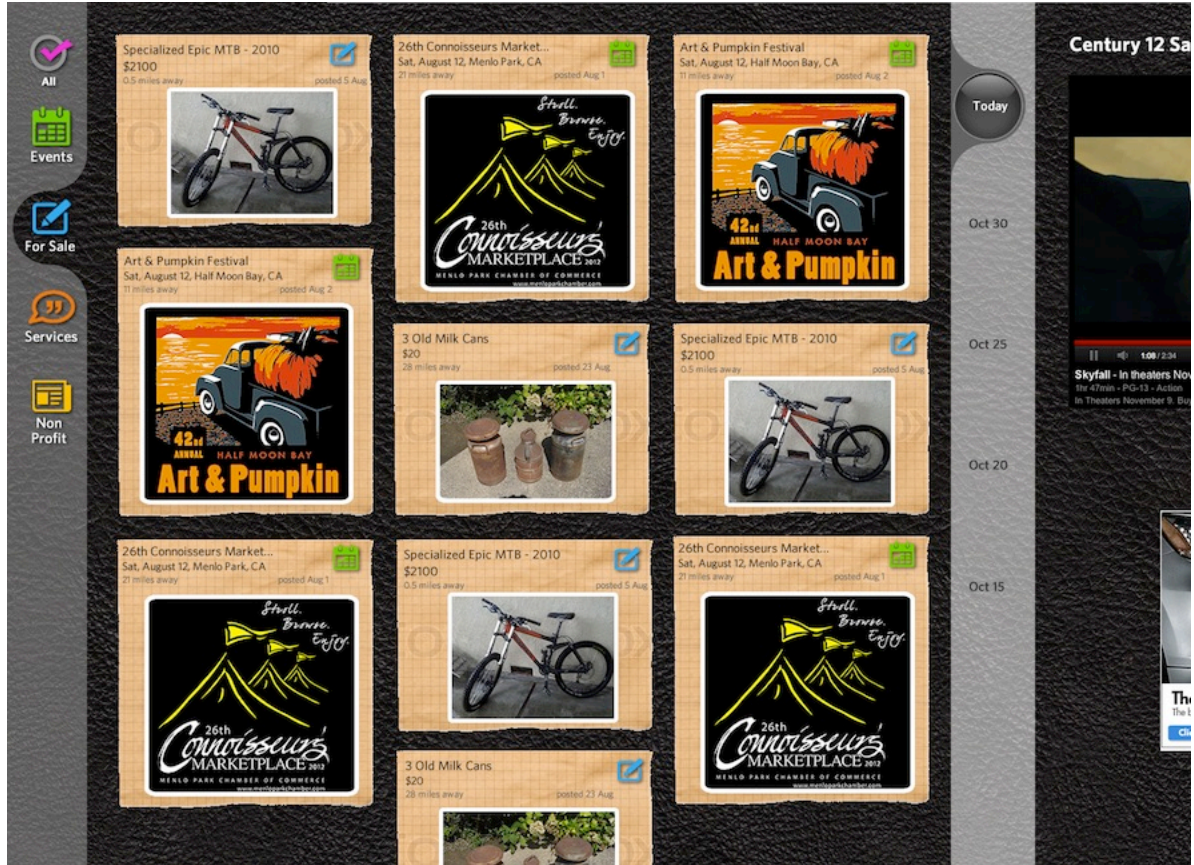
ADMINISTRATION
Listings
Categories
Locations
Accounts
SETTINGS
Settings
Site Statistics
Tools to Optimize
Sitemap & robots.txt

Classified Ads

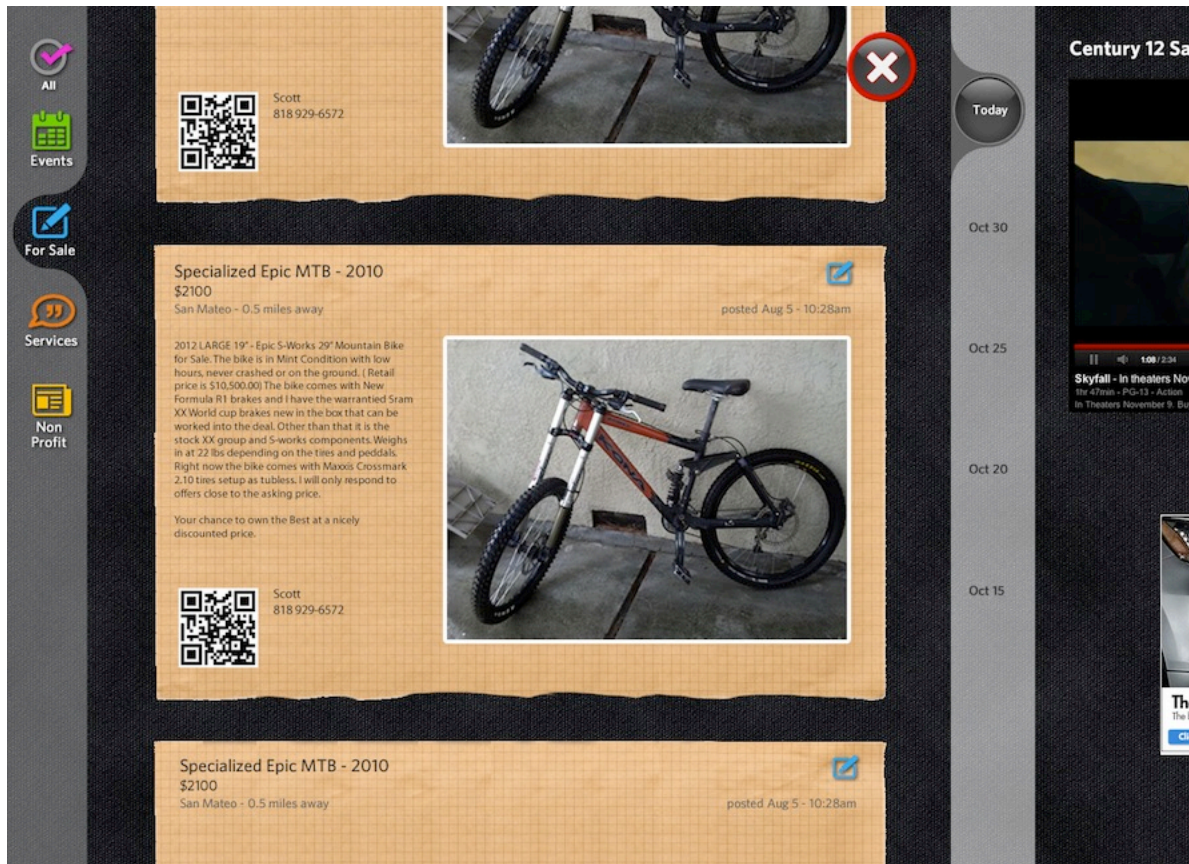
	Name	Category
<input type="checkbox"/>	Something for nothing...	For sale

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19. After approval, the information from the server for each board is available as a 'feed' for that board, that is periodically polled by the board's UI. The sample feed is shown above.
20. The feed is rendered on the board:
- 21.



22. Upon expanding or tapping an ad, a detailed screen focused on this ad appears
- 23.

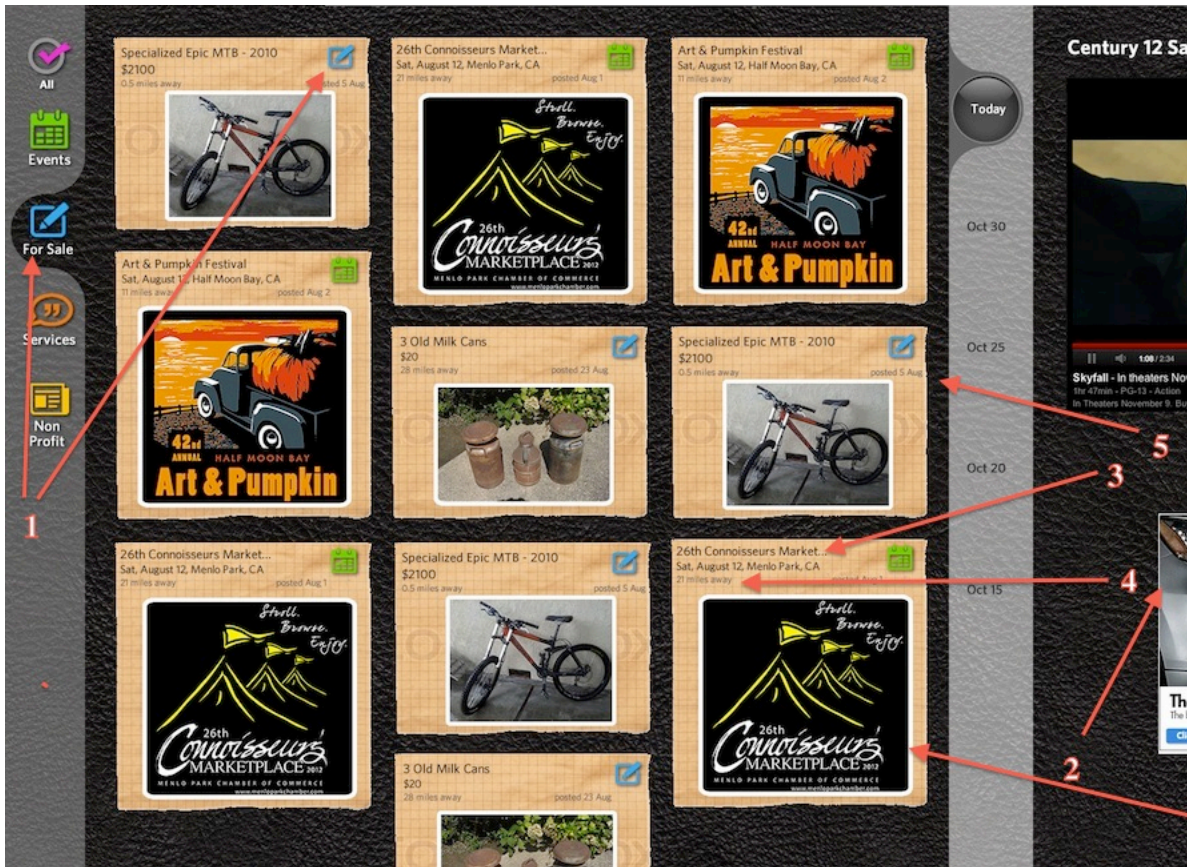


24. An ad with details from the feed (14) above is shown here



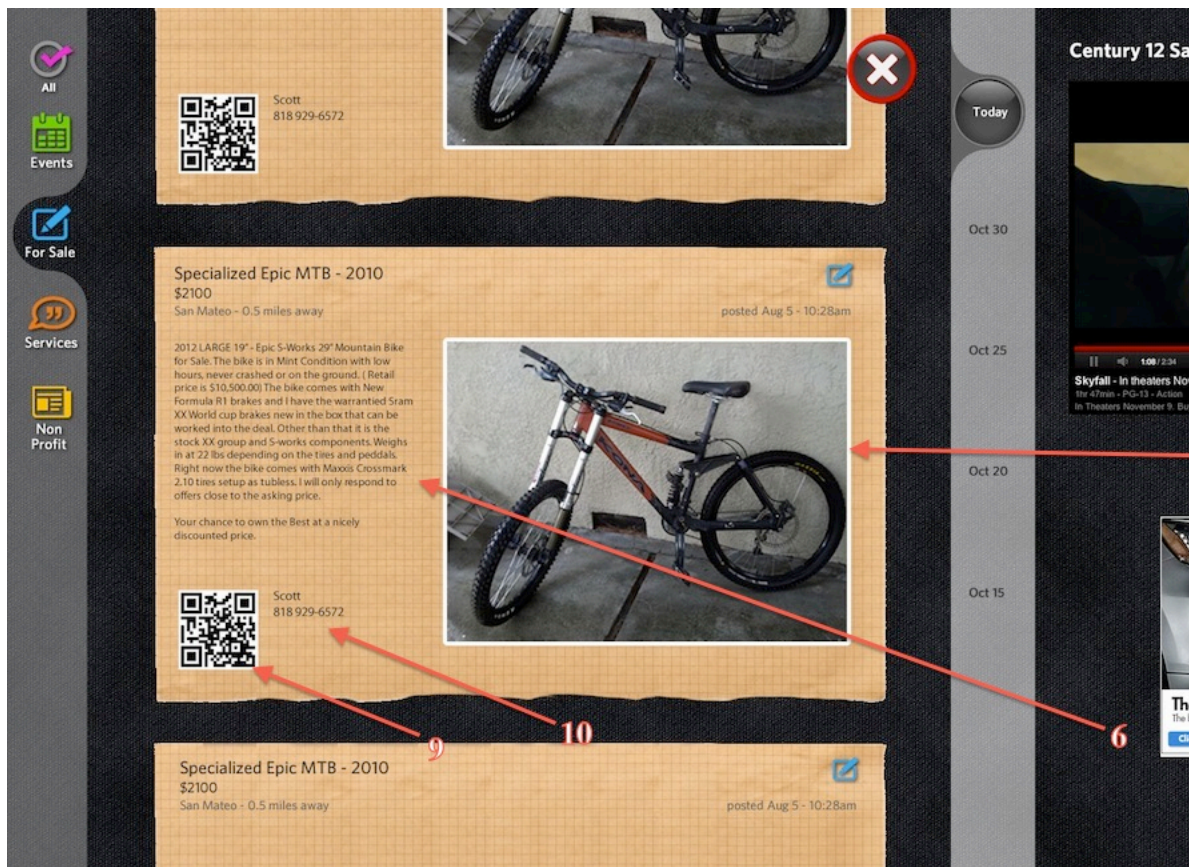
- 25.
26. Below are the annotated versions of the screens, numbers referencing numbers in square brackets (e.g., [4]) from the feed (14) above:
27. Main screen

28.



29. And detail screen

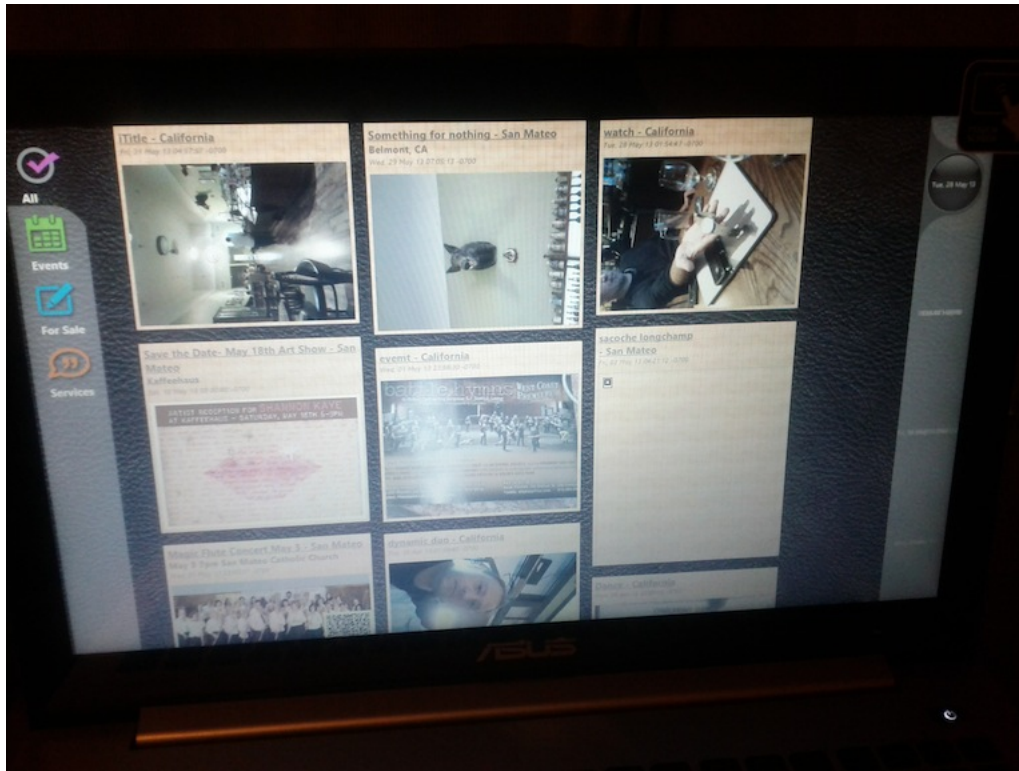
30.



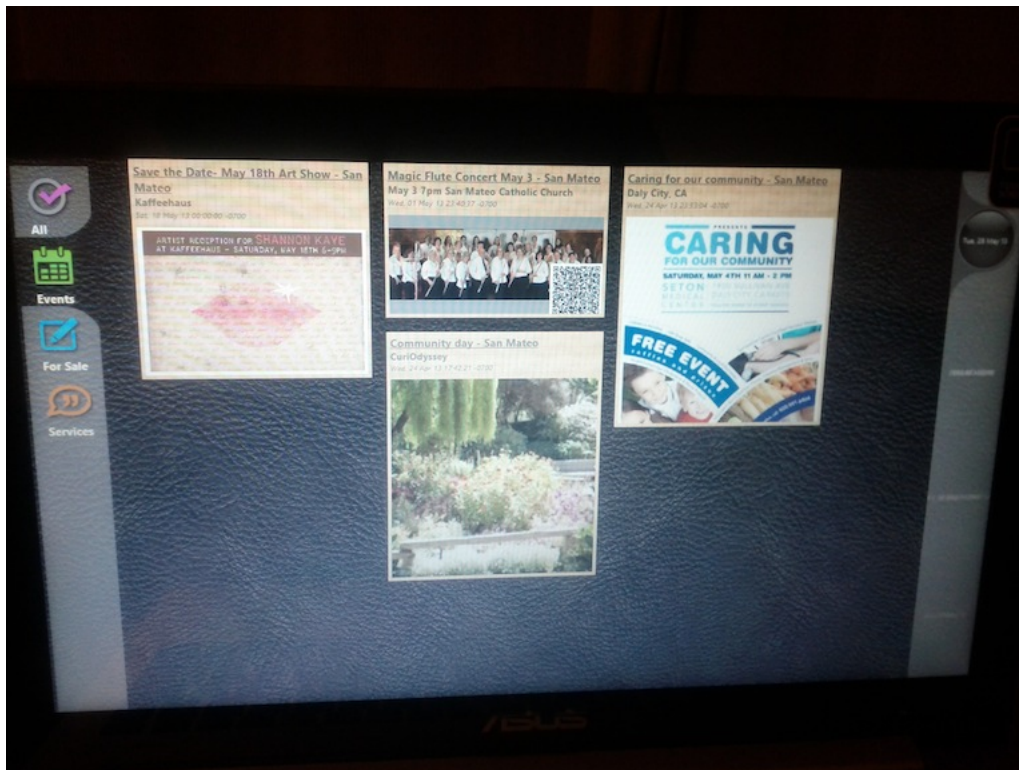
31. (Not shown) but there may be multiple instances of the pair of items ([9],[10]) as well as [7], that a user may cycle through with a left-right swipe motion. By default they are cycled through automatically. That is, multiple QR codes ([9]) are available per flyer (as shown in the feed).

Below are examples of the Board in action:

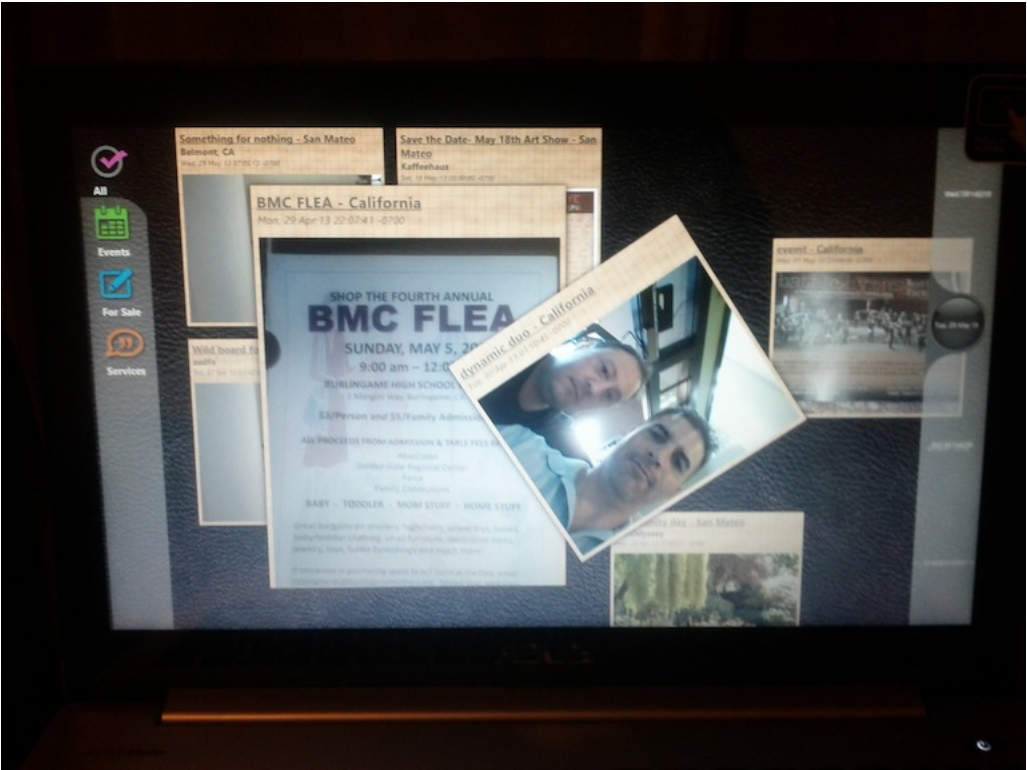
Main screen



Filtered by category



Shuffled after interaction by user



Timeline on the right moved - scrolled down

