

Hi Kirk - I wanted to provide you with the creative assets for the event app UX. In so doing, A PSD and the major screenshots are available here:

<https://www.dropbox.com/sh/l54c0imhgd0imoe/AAChhX2xK-8lhuP5h3-a9l2ga?dl=0>

I'll describe the functionality that the screenshots are depicting here. Once you've had a chance to look them over, let me know your questions or if you want to get on a call to discuss. One thing the screenshots don't show is the various states of some controls - my schedule and registration. these are demonstrated in the PSD - look for the red layers...

#### home screen

- list of scrollable items; each item is composed of: background image, title, date, time and icons indicating attachments, surveys, twitter hashtags and live streams (all data points provided as JSON nodes)
- each item also includes an icon indicating the item's "my schedule" flag; the flag value is stored locally and can be toggled from the home screen
- tapping anywhere on the item area above the icon bar will display the event page for that event
- footer toolbar (anchored to bottom of viewport) toggles event item list display between all events and only those flagged as "my schedule"
- NOTE: drag down to refresh?

#### event screen

- single event item displaying: metadata header bar with location, date and time; event image; title; summary; participants (linked to URL when available); tools for registration and downloading .ics files; and body text (all data points provided as JSON nodes)
- footer tool bar (anchored to bottom of viewport) contains:
  - my profile - binary flag, stored locally, UX has distinct states
  - resources - a list of event resources in up to three groups: event resources such as slide decks, PDF documents, web pages, etc.; related topic issues and related topic regions/countries (all provided via JSON). Links to event resources would trigger the device OS to attempt to open the document; links to related topics would open a browser (they are always links to the carnegie site)
  - survey - integration with survey gizmo (or similar) via API; survey would be pre-created and URL known to app via JSON; CTA would be located at the end of the question stream and revealed when scrolled to; when survey is submitted, replace survey questions with current responses (?) or other realtime metric (otherwise remove tool); retain responses for unsubmitted partially completed surveys for the duration of the app session
  - twitter - integration with twitter via API; presents when corresponding hashtag is present in JSON; present twitter search for hashtag in scrollable frame; "post tweet" CTA is anchored to bottom of tab dialog area; I'm not sure what this button does but I think trigger the OS to go to the app/site for auth and posting
  - NOTE: for any footer tool except my profile, the tool will not present if no supporting data is available

#### header

- youtube channel - presents the latest clips in the Carnegie Live youtube channel in a scrollable container
- my profile - presents form duplicating Carnegie's online event registration form; fields are saved locally and used to register for events; all fields are required, validate for email address syntax; if form is not submitted, no registration controls are presented in the app; once the form has been submitted successfully, the registration controls are presented (you should not be able to register for events until this form filled out in a valid way)
- NOTE: two header tools are available on both views of the app

#### general questions

- the third party integrations are a bit of a black box to me; let me know what's possible based on your review of the service and we'll go from there
- hoping the tab-overlay look for the footer tools is okay; we can go to full page if necessary; it would be super sexy to have it wipe from the bottom when activated and wipe from the top when deactivated
- do we need a refresh icon in the header? we need a robust way to refresh the app to get updates to the JSON