UD: Partnership Marketing Template Admin

UrbanDaddy: Partnership Marketing Template Admin Functional Specification Document

1. Document MetaInfo

1.1. Document Properties

Fileserver location:
S:\+ PROJECTS\Partnership Marketing Templates\PRODUCT\Functional
Specs\20120321_PartnershipMarketingTemplateAdmin_FuncSpec_BED.docx

Last saved by: Bailey Edwards
Save date: 5/2/2012 11:36:00 AM
Template: Y:\Tech\DOTNP\Technical Documentation Notes\AA Templates\FuncSpec_Template_02.15.09.docx

1.2. Document History

Version	Date	Author	Comment
1.0	3/08/2012	Bailey Edwards	Initial Draft
1.1	3/16/2012	Bailey Edwards	Edits
1.2	4/30/2012	Bailey Edwards	Additional Edits

Table of Contents

2. Partnership Marketing Template Admin: List Page

2.1. Partnership Marketing Template Admin: Templates Page

Requirements:

General: This is the new Partnership Marketing Admin List Page. All template flows will be located here, and users can create a new template from this page as well.

*** We need to figure out what we're going to do with the old templates (do we scrap them? Do we put them somewhere? Can we find a way to format them in the new template? ***

100. 'Partnership Marketing Template' UD Admin Section:
100a. The "Invites" section of the current UD admin will be replaced by the "Partnership Marketing Template" section. Upon click of "Partnership Marketing Template" the user will be redirected to the list page above.
100b. The 'Template list' page will consist of all current Partnership Marketing Templates that have been created, or are being created. The user can also create a new template from this page.

101. "Create New" Button:

101a. Upon click of "Create New" the user will be redirected to the first page (Universal Settings Page) of a blank template (Please see **section 3.1** for more on the Universal Settings Page).

102. 'ID' Column:

102a. The ID column contains the ID of the Partnership Marketing Templates that have already been created, or started. The IDs will appear in descending order from highest to lowest (newest to oldest).

102b. Upon click of the ID number, the user will be redirected to the template for that ID number (Please see **section 3.1** for more on the Universal Settings Page).

103. 'Template Name' Column:

103a. The Template Name column contains the name of the Partnership Marketing Templates that have already been created, or started. The Names will appear in descending order from newest to oldest created.

103b. Upon click of the Name, the user will be redirected to the template (Please see section X for more on the Universal Settings Page).

103c. The "name" will be defined in the Universal Settings page (Please see **section 3.1**, **requirement 200** for more on "Name" on the Universal Settings Page).

104. 'Updated on' Column:

104a. The Updated On column contains the date and time the Partnership Marketing Templates that have already been created, or started were updated.

105. 'Updated by' Column:

105a. The Updated By column contains the name of the user who last updated the Partnership Marketing Templates that have already been created, or started.

106. 'Duplicate' Column:

106a. Upon click of the "duplicate" icon in the duplicate column, that specific template will be duplicated. The user will be redirected to duplicated version of the template. All items will be the same, the only field that will be wiped in the "Name" (**section 3.1 requirement 200**) field. The user must enter a new name for the template.

107. Total Results + Total Page Numbers:

107a. The total amount of results will be displayed here, along with the number of pages total.

108. Pagination:

108a. The user will be able to go through the pages by skipping through each page one by one, or going all the way to the last page. The user should also be able to go back as well.

109. Filter:

109a. The admin user will be able to filter through the templates by the "Name" (populated in the drop-down to the right of "Template Name"), as well as the date it was created.

109b. For the name field, typing in the field will populate only the names that apply. For example, if I type "M", the M named templates will appear in the drop-down to expedite the process.

109b. Clicking "filter" will filter the list to the left based on the criteria entered above. Clicking "reset" will reset the list.

2.2. UrbanDaddy Admin: Members Section Addition
   (URL: http://www.urbandaddy.com/admin.php/members**)**

Requirements:

General: This is the current 'Members' page where any and all UrbanDaddy members are stored. All members accrued through the Partnership Templates will be stored here. We'll be adding a column to this page called "Partner Opt-in", as well as a way to filter by the Partner Opt-in. Additionally, we'll be adding an "export" button which will allow the user to export whatever list they've filtered in a CSV format.

110. 'Partner Opt-in' Column:
110a. We will be adding a new column called "Partner Opt-in" which will contain the name of the partners list that the user has opted into (if any). The Partner name is specified on the Enter/Sign Up page in the admin (see **section 3.2 requirement 303a**).

111. "Partner" Filter Drop-down:
111. We will be adding a "Partner" drop-down to the filter section to the right. The drop-down will be populated with all Partner names entered in **section 3.2 requirement 303a.** When the user filters using a Partner, only members who opted into that Partner's list will appear to the left.

112. 'Export' Button:
112a. We will also be adding an "Export" button to the bottom of the page which allows the admin user to select which users they want to export in an excel file. The file should populate all relevant fields and columns.

3. Partnership Marketing Templates Admin: Create New Template/Editing Templates

3.1. Partnership Marketing Template Admin: Universal Settings Page

General

Partnership Marketing Templates

Edit Partnership Marketing Template: Universal Settings

This is the Universal Settings page where you will establish universal elements of the site (items that will appear on every page of the flow).

Campaign Details:

Name:* — 200

Campaign End Date:* — 201

Make this Template Inactive (take it offline completey): — 203 / 202

Member Source:* — 203b / + Add new Member Source

Allow Existing UD Members to enter contest?: — 204

Template Flow Details:
(here you can define the flow of your template and which pages to feature):

206 — Enter/Sign Up Page*

207 — Include Zip Code Field? — 206b

207c — Edition Picker Page

Existing UD Members Skip Edition Picker Page?:

Invite Friends Page — 208

209 — Thank You Page*

Campaign Closed Page* — 210

205

Background Image:
(The background Image that appears for all pages)

211b

Background Image:* — Choose File — No File Chosen — 211b1

211b2 — [Show File]

Current Background Image:* — 211

211d

211d — DELETE

212a

Link Color:* — #FFFFFF — Current Link Color:* — 212

(All links on the site will appear in this color)

212

Accent Color:* — #FFFFFF — Current Accent Color:* — 212

(The Horizontal line on all pages between the header and subheader will appear in whatever color you choose here. Additionally, the edition names on the Edition Picker page, and the share tools on the Thank You page, will also appear in this color.)

212b

UrbanDaddy Logo:
(This is where you can upload a different UD logo for the template, or not feature one at all. The default red logo is uploaded here by default.)

UrbanDaddy Logo: [Choose File]   No File Chosen
[Show File]

UrbanDaddy Logo: [ ]

224

(The UrbanDaddy logo will appear at the left-top of the page on every page of the template)

[DELETE]

Partner Information:
(This is where you tell us how many partners will be featured in this template, if any)

How Many Partners?*   [▽]
                       0
                       1
                       2

212.5
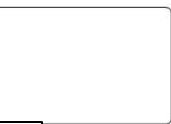
213b

213b1

Partner Logo 1:   [Choose File]   No File Chosen

213b2   [Show File]

(The Partner Logo(s) appear at the top of the page on every page of the template)

213

Current Partner Logo 1:   [ ]

213d

213d   [DELETE]

Partner Logo 2:   [Choose File]   No File Chosen

214   [Show File]
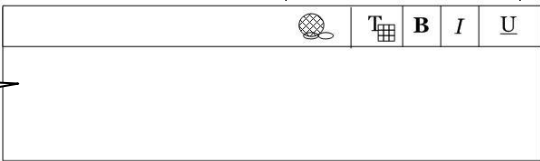
(The Partner Logo(s) appear at the top of the page on every page of the template)

Current Partner Logo 2:   No Current File

215   **Universal Footer Components:**
(This is what appears in the footer at the bottom of every page in the template)

216b

Footer Text: [🌐 T⊞ **B** *I* U̲]

216   [ ]

Rules and Regs: [Choose File]   No File Chosen

217   [Show File]

(Please upload the Rules and Regs in a PDF format)

Current Rules and Regs: **RulesandRegs_Example.pdf**

[DELETE]

218

UD Privacy Policy URL: [www.urbandaddy.com/privacypolicy]

219

Partner 1 Privacy Policy URL: [ ]

(This is the URL that the Partner's Privacy Policy links to)

Partner 1 Privacy Policy Label Text :   [ ]

(This is the label that shows up on the front-end for the Partner's Privacy Policy URL)

223

220

221   [LIST]   [SAVE]   [SAVE & CONTINUE]

222

Requirements:

General: This is the first page of the admin where the user will set the Universal settings of the template. This is also the first page the user will see if they click into an existing template to edit it.

200. "Name" Free Text Field**:**
200a. The user will enter the Name of the campaign in this field. This name must be unique.
200b. This field is required.
200c. The "Name" field is also used in the URL (example: www.urbandaddy.com/invite/name).

201. "Campaign End Date" Field**:**
201a. Clicking the calendar icon next to the field, a calendar pop-up will appear prompting the user to select an end date for the campaign. The date chosen will be populated in the field to the left.
201b. This field is required.

202. "Make This Template Inactive (take it offline completely)":
202a. If the user would like to make the template inactive completely, and have the URL redirect to a 404 page instead of a campaign closed page, they can select this box. It is default unchecked.

203. "Member Source" Drop-down**:**
203a. If the user would like to use an existing Member Source, they can choose one from the existing Member sources in the drop down.
203b. If the user has not specified a Member Source, they'll click "+Add New Member Source" and a new tab will open with the "Create Member Source" Page, that already exists (**URL:** http://www.urbandaddy.com/admin.php/member_sources/create).
203b1. Once the user saves the new member source from the Create Member Source page, they can return to the Universal Settings page with the new member source as an option in the drop-down.
203c. The "Member Source" field is required.

204. "Allow Existing UD Members to Enter contest?" checkbox**:**
204a. If the user selects this checkbox, existing UD member should be able to enter the contest. If this checkbox is not selected, existing UD members will not be able to enter.
204b. This box is default unchecked.
204c. This checkbox is not required.

205. 'Template Flow' Section**:**
205a. The Template Flow section is where admin users define which pages in the flow the template will contain. Whichever checkboxes are selected here will dictate which pages will appear in the flow of the template.
205b. "Enter/Sign Up Page", "Thank You Page", and "Campaign Closed Page" are **ALWAYS** checked and cannot be unchecked.

206. "Enter/Sign Up Page" Check-box:

206a. "Enter/Sign Up Page" will always be default checked, and cannot be unchecked by the user. This is the admin page featured in section 3.2. The front-end version of this page is feature in **section 4.1**.

206b. "Include Zip Code Field?" is a default unchecked checkbox under the "Enter/Sign Up Page" checkbox. If the user selects this checkbox, the zip code field will appear underneath the "email address" field on the front-end.

206b1. If the user selects the zip code field checkbox, and **does not** also select the "Edition Picker Page" checkbox (**featured in requirement 207**), the user will be signed up to an edition based on the zip code they enter.

206b2. If the user enters a zip code that is within a pre-determined mile radius of one of our editorial editions, they will be signed up to that edition. If they are not within a 60 mile radius, or do not enter a zip code at all, they will be signed up to the National edition. **The zip code to edition mapping is based on a table we have in the DB – this function would utilize that existing table.**

206b3. If the user selects the zip code field checkbox, and **also selects** the "Edition Picker Page" checkbox (**featured in requirement 207**), the user will be **NOT** be signed up to an edition based on the zip code they enter. The user will have an opportunity to sign up to whatever edition they pick on the edition picker page, and the zip code will be stored in their user data, but not used for subscription logic.

207. "Edition Picker Page" Check-box:

207a. The "Edition Picker Page" will be default unchecked, and is not required. This is the page featured in **section 3.3**. The front-end version of this page is featured in **section 4.2.**

207b. If the user does not select the edition picker page check box, the user **WILL NOT** see the admin page detailed in **section 3.3**. Instead, the user will receive the admin page featured in **section 3.4** where they define what editions the user will be signed up to – since they do not have the option of picking the editions themselves.

207b1. If the user selects the zip code field, without an edition picker page – they will not see the admin pages in **section 3.3** or **3.4**.

207c. "Existing UD Members Skip Edition Picker Page?" checkbox**:**

207c1. If the user selects this checkbox, existing UD members will skip the edition picker page (if there is one in the flow). If this checkbox is not selected, existing UD members will see the edition picker page if there is one specified in the flow.

207c2. This box is default unchecked.

207c3. This checkbox is not required and will not be clickable if the user didn't check the "Edition Picker Page" checkbox above.

208. "Invite Friends" Check-box:

208a. The "Invite Friends" will be default unchecked, and is not required. This is the page featured in **section 3.5**. The front-end version of this page is featured in **section 4.3.**

208b. If the user does not select this checkbox, the user will not see the admin page detailed in **section 3.5**, and the user will not see the "Invite Friends" page on the front-end.

209. "Thank You Page" Check-box:

209a. The "Thank You Page" will always be default checked, and cannot be unchecked by the user. This is the admin page featured in **section 3.6**. The front-end version of this page is featured in **section 4.4.**

210. "Campaign Closed Page" Check-box:

210a. The "Campaign Closed Page" will always be default checked, and cannot be unchecked by the user. This is the admin page featured in **section 3.7**. The front-end version of this page is featured in **section 4.5.**

210b. This page will appear and replace the entire flow on the date and time specified on this page in **requirement 201.**

211. Background Site Image Upload:

211a. The background site image is uploaded here. This image will appear as the background on every page of the flow (see **section 4.1 requirement 1003** for where it's located on the front-end).

211b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select an image from their desktop or any drives they are connected to.

211b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

211b2. Clicking "show file" will open a view of the uploaded file in a new tab.

211b3. This field is required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs **. The dimensions are: 1280 x 568**.

211c. There will be a default background already uploaded as the default (to be supplied by Adam). Admin users can upload a new background as a replacement if they do not want to use the default background.

211c. Before the page is saved, "No Current File" will appear to the right of "Current Background Image", even if an image has been uploaded.

211d. When the page is saved, with a file uploaded in 211b., a thumbnail preview of the image will appear to the right of "Current Background Image". There will be a 'delete' button below the preview. Clicking delete will remove the image.

211d1. The user must have an image in "Current Background Image", or uploaded above in order to save the page.

212. Defining Link Colors and Accent Colors:

212a. "Link Color": The colors of any links that appear in the copy (header, sub-header, email body text, etc) will be defined here by clicking on the T-color icon. Upon click, a list of colors will appear in a drop-down and the user can select a color and it will appear immediately adjacent in the "Current Link Color" preview. Whatever color the user chooses in the drop-down will be the color selected, and the HTML color code will populate in the field to the right. The user can also manually enter an HTML color code in that field if the color is not in the drop-down.

212a1. The default color will be red (#FF0000).

212b. "Accent Color": The colors of the site accents that appear on the site will be defined here by clicking on the T/color icon. Upon click, a list of colors will appear in a drop-down and the user can select a color and it will appear immediately adjacent in the "Current Link Color" preview. Whatever color the user chooses in the drop-down will be the color selected, and the HTML color code will populate in the field to the right. The user can also manually enter an HTML color code in that field if the color is not in the drop-down.

212b1. The default color will be white (#FFFFFF).

212b2. *** "Accent colors consist of the line between the header and sub-header on all template pages (see **section 4.1, requirement 1007**), the sharing tools on the Thank You page (see **section 4.4, requirement 1305),** and the edition names on the Edition Picker Page **(see section 4.2, requirement 1104).**

212.5. 'How Many Partners?' Drop-down:

2125a. This drop-down will have 3 options: **0, 1**, and **2**. The default option will be "0".

212.5b. If the admin user selects "**0**", the Partner Logo uploads will not appear at all (**see requirements 213 and 214**). And the Partner Privacy Policy field options (**see requirement 219 and 220**), will also not appear. On the Enter/Sign Up page, the partner opt-in fields will not appear either (**section 3.2 requirements 313 and 314**).

212.5c. If the admin user selects "**1**", only 1 Partner Logo upload option will not appear (**see requirements 213 and 214**). And only 1 Partner Privacy Policy field options (**see requirement 219 and 220**), will appear. On the Enter/Sign Up page, only 1 partner opt-in field will appear (**section 3.2 requirements 313 and 314**).

212.5d. If the admin user selects "**2**", both of the Partner Logo uploads will appear (**see requirements 213 and 214**). And both (**2**) of the Partner Privacy Policy field options (**see requirement 219 and 220**), will also appear. On the Enter/Sign Up page, **2** partner opt-in fields will appear as well (**section 3.2 requirements 313 and 314**).

213. Partner Logo 1 Image Upload:

213a. The first Partner Logo image is uploaded here. This logo will appear in the top header of every page of the flow (see **section 4.1 requirement 1001** for where it's located on the front-end).

213b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select a logo from their desktop or any drives they are connected to.

213b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

213b2. Clicking "show file" will open a view of the uploaded file in a new tab.

213b3. This field is **not** required. Acceptable files are JPEGs and PNGs.

213c. Before the page is saved, "No Current File" will appear to the right of "Partner Logo 1", even if an image has been uploaded.

213d. When the page is saved, with a file uploaded in 213b., a thumbnail preview of the logo will appear to the right of "Current Partner Logo 1". There will be a 'delete' button below the preview. Clicking delete will remove the image.

213e. The dimensions for the Partner Logo are: **250 x 100 pixels.**

214. Partner Logo 2 Image Upload:

214a. The second Partner Logo image is uploaded here. This logo will appear in the top header of every page of the flow (see **section 4.1 requirement 1002** for where it's located on the front-end).

214b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select a logo from their desktop or any drives they are connected to.

214b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

214b2. Clicking "show file" will open a view of the uploaded file in a new tab.

214b3. This field is **not** required. Acceptable files are JPEGs and PNGs.

214c. Before the page is saved, "No Current File" will appear to the right of "Partner Logo 2", even if an image has been uploaded.

214d. When the page is saved, with a file uploaded in 214b., a thumbnail preview of the logo will appear to the right of "Current Partner Logo 2". There will be a 'delete' button below the preview. Clicking delete will remove the image.

214e. The dimensions for the Partner Logo are: **250 x 100 pixels.**

215. Universal Footer Components:

215a. Requirements 15 through 19 are components that will appear on every page of the flow, as well as the "invite" email that is sent to users who are invited through the "invite friends" function (see section 3.5).

216. Footer Text Field:

216a. The Footer text field is an editable free text field that updates and changes the footer text, which appears on every part of the flow and in the 'invite email' (see **section 4.1 requirement 1004** for where it's located on the front-end). This field is not required. **There should be a 100 character max.**

216b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.

217. Rules and Regs PDF Upload:

217a. The Rules and Regs PDF is uploaded here. This logo will appear in the footer of every page of the flow (see **section 4.1 requirement 1005** for where it's located on the front-end).

217b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select a PDF from their desktop or any drives they are connected to.

217b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

217b2. Clicking "show file" will open a view of the uploaded file in a new tab.

217b3. This field is <u>not</u> required – a PDF must be chosen or uploaded to save the page. PDFs or word documents are accepted files.

217c. Before the page is saved, "No Current File" will appear to the right of "Rules and Regs", even if a PDF has been uploaded.

217d. When the page is saved, with a file uploaded in 217b., the file name will appear to the right of "Current Rules and Regs". There will be a 'delete' button below the preview. Clicking delete will remove the file.

218. 'UD Privacy Policy' Free Text Field:

218a. The UD Privacy Policy free text field is an editable text field where the user enters the URL for the Privacy Policy (see **section 4.1 requirement 1005** for where it's located on the front-end). **This field is required** and a 'www.' format should be acceptable.

218b. "http://www.urbandaddy.com/privacypolicy" should be pre-populated here as a default. If the user wants to replace it, they can delete and write something else in.

219. 'Partner Privacy Policy' Free Text Field:

219a. The Partner Privacy Policy free text field is an editable text field where the user enters the URL for the Privacy Policy.

219b. This field is not required and a 'www.' format should be acceptable.

220. 'Partner Privacy Policy' Label Text Field:

220a. The Partner Privacy Policy label text field is an editable text field where the user enters what should appear on the front-end for the partner's Privacy Policy. This text will appear for where the link to the Partner's privacy policy link appears in the front-end designs (see **section 4.1 requirement 1005** for where it's located on the front-end).Upon click, a new tab should be launched with the URL detailed in requirement 219.

220b. This field is not required.

221. "List" Button:

221a. Upon click of the "List" button the user will be redirected to the list page (see section 2.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back to the list page.

222. "Save" Button:

222a. Upon click of the "Save" button, the template will be saved. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

223. "Save and Continue" Button:

223a. Upon click of the "Save and Continue" button, the template will be saved and the user will progress to the next page (The Enter/Sign Up page – **detailed in section 3.2**). All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

224. UrbanDaddy Logo Upload:

224a. The UrbanDaddy Logo image is uploaded here. This logo will appear in the left-top header of every page of the flow (see **section 4.1 requirement 1016** for where it's located on the front-end).

224b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select a logo from their desktop or any drives they are connected to.

224b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

224b2. Clicking "show file" will open a view of the uploaded file in a new tab.

224b3. This field is **not** required. Acceptable files are JPEGs and PNGs **at 250 x 100 pixels**.

224c. Before the page is saved, "No Current File" will appear to the right of "UrbanDaddy Logo", even if an image has been uploaded.

224d. When the page is saved, with a file uploaded in 224b., a thumbnail preview of the logo will appear to the right of "Current UrbanDaddy Logo". There will be a 'delete' button below the preview. Clicking delete will remove the image.

224e. The default red logo will be uploaded here by default. The user can opt to replace it, or delete it, but the red logo in the original designs will be here as a default logo (**see section 4.1 for more on this**).

3.2. Partnership Marketing Template Admin: Enter/Sign Up Page

Partnership Marketing Templates

Edit Partnership Marketing Template - Example: Enter/Sign Up Page

This is the Enter/Sign Up page of the template. You can edit all elements of this page here (except for the Universal settings components which will appear on every page). Click **here** to see an example of an Enter/Sign Up page.

Enter/Sign Up Page Details:

300b

Header Text*:

T B I U

300

301b

Sub-header Text:

T B I U

301

302b

Below-Field Text:

T B I U

302

303a

303a1

Partner 1 Name:

(This is not visible on the front-end. This is the name you will use to search for what users opted into Partner lists in the "Members" section once the campaign is over)

Partner 1 Opt-in box:

(This is the language the user will see on the front-end when opting into the Partner's list)

304a

Is the Opt-in Box Pre-checked?: ☐ 303c

303a1

Partner 2 Name:

(This is not visible on the front-end. This is the name you will use to search for what users opted into Partner lists in the "Members" section once the campaign is over)

Partner 2 Opt-in box:

(This is the language the user will see on the front-end when opting into the Partner's list)

Is the Opt-in Box Pre-checked?: ☐ 304c

305b

Enter/Sign Up Button:* Choose File No File Chosen
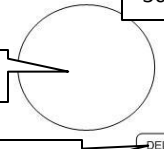
305b2 [Show File]

305b1

Current Enter/Sign Up Button:*

305d

305

305d DELETE

308 309

< BACK LIST SAVE SAVE & CONTINUE

306

307

16

Requirements:

General: This is the second page of the admin where the user will edit the "Enter/Sign Up" features of the template. This is also the second page the user will see if they click into an existing template to edit it. The components edited here are the components that will be featured on the very first page of the flow on the front-end (see **section 4.1** for more on the front-end).

300. 'Header Text' Field:
300a. The Header text field is an editable free text field that updates and changes the header text, which appears at the top of the "Enter/Sign up" page (please **section 4.1, requirement 1006** for more on the Enter/Sign Up page on the front-end).
300b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text.
300c. This field is required. **10 character max.**

301. 'Sub-header' Text Field:
301a. The Sub-header text field is an editable free text field that updates and changes the sub-header text, which appears below the header text on the "Enter/Sign Up" page (please **section 4.1 , requirement 1008** for more on the Enter/Sign Up page on the front-end).
301b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
301c. This field is **NOT** required. **215 character max.**

302. Below-Field Text Field:
302a. The Below-Field text field is an editable free text field that updates and changes the text that appears below the email address or zip code field on the "Enter/Sign Up" page (please **section 4.1, requirement 1011** for more on the Enter/Sign Up page on the front-end).
302b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
302c. This field is **NOT** required. **25 character max.**

General Note about Requirements 303 and 304: These features will only appear if the user specified that they want partner opt-ins on the Universal Settings page (see **section 3.1 requirement 212.5**). If they chose "0" partners in the drop-down, neither of these options will appear. If they selected "1" – only "Partner 1" will appear. If the user specified "2", both Partner 1 and Partner 2 options will appear below (Both **requirement 303 and 304). Even if they select 1 or 2 partners, they might not want opt-ins, so these fields should not be required - they will just be available based on that selection.**

303. 'Partner 1 Opt-in Box ' Free Text Field:
303a. The "Partner 1 Name" box is for internal purposes (for exporting members who opted in) and will not appear on the front-end.

303a1. The Partner 1 Opt-in Box free text field is an editable text field where the user enters the text that should appear following the opt-in box for any given partner we may be working with (Please **section 4.1, requirement 1014** for more on the Enter/Sign Up page on the front-end). **The character count max is 100 characters.**

303b. If the user enters something in field, a partner opt-in box will appear on the front-end with the text specified in **requirement 303a1**.

303c. "Pre-Checked?" – if the user selects the pre-checked checkbox, the opt-in box will be pre-checked.

303d. The list of users that opt-in to the partner's deal should be recorded and can be found, sorted and exported in the "Members" section of the admin (see **section 2.2**).

303e. This field is **NOT** required.

304. 'Partner 2 Opt-in Box ' Free Text Field:

304a. The "Partner 2 Name" box is for internal purposes (for exporting members who opted in) and will not appear on the front-end.

304a1. The Partner 2 Opt-in Box free text field is an editable text field where the user enters the text that should appear following the opt-in box for any given partner we may be working with (Please **section 4.1, requirement 1015** for more on the Enter/Sign Up page on the front-end). **The character count max is 100 characters.**

304b. If the user enters something in field, a partner opt-in box will appear on the front-end with the text specified in **requirement 304a1**.

305c. "Pre-Checked?" – if the user selects the pre-checked checkbox, the opt-in box will be pre-checked.

305d. The list of users that opt-in to the partner's deal should be recorded and can be found, sorted and exported in the "Members" section of the admin (see **section 2.2**).

305e. This field is **NOT** required.

305. Enter/Sign Up Button Upload:

305a. The Enter/Sign Up button is uploaded here. This button will appear at the bottom of the enter/sign up page of the flow (see **section 4.1, requirement 1012** for where it's located on the front-end).

305b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select a button from their desktop or any drives they are connected to.

305b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

305b2. Clicking "show file" will open a view of the uploaded file in a new tab.

305b3. This field is not required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs at **170 x 170 pixels.**

305c. Before the page is saved, "No Current File" will appear to the right of "Current Enter/Sign Up Button", even if an image has been uploaded.

305d. When the page is saved, with a file uploaded in 305b., a thumbnail preview of the button will appear to the right of "Current Enter/Sign Up Button". There will be a 'delete' button below the preview. Clicking delete will remove the image.

305e. There will be a default button already uploaded as the default (the original button in the designs). Admin users can upload a new button as a replacement if they do not want to use the default button.

306. "Back" Button:
306a. Upon click of the "Back" button the user will be redirected back to the Universal Settings page (see section 3.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back.

307. "List" Button:
307a. Upon click of the "List" button the user will be redirected to the list page (see section 2.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back to the list page.

308. "Save" Button:
308a. Upon click of the "Save" button, the template will be saved. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

309. "Save and Continue" Button:
309a. Upon click of the "Save and Continue" button, the template will be saved and the user will progress to the next page.
309a1. The next page of the flow will be dependent on what pages the user selected to have on the Universal Settings page in section 3.1 (requirements 206 – 210).
309b. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

3.3. Partnership Marketing Template Admin: Edition Picker Page

	Partnership Marketing Templates	

Edit Partnership Marketing Template - Example: Editions Page

This is the Edition Picker page of the template. You can edit all elements of this page here (except for the Universal settings components which will appear on every page). Click here to see an example of an Edition Picker page.

Editions Page Details:

GENERAL 2

Header Text*:

400b

[T | **B** | *I* | U]

400

Sub-header Text:

401b

[⊕ | T | **B** | *I* | U]

401

Bottom Text:

402b

[⊕ | T | **B** | *I* | U]

402

Define Which Editions Should be Pre-checked:*
(All editions will display, but only the ones you check here will appear pre-checked)

Atlanta
☐ Editorial ☐ Perks

Boston
☐ Editorial ☐ Perks

Chicago
☐ Editorial ☐ Perks

Dallas
☐ Editorial ☐ Perks

DC
☐ Editorial ☐ Perks

Los Angeles
☐ Editorial ☐ Perks

Miami
☐ Editorial ☐ Perks

National
☐ Editorial ☐ Perks

New York
☐ Editorial ☐ Perks

Philly
☐ Editorial ☐ Perks

San Francisco
☐ Editorial ☐ Perks

Seattle
☐ Editorial ☐ Perks

☐ **Jetset**
☐ **Ski & Board**
☐ **Las Vegas**
☐ **Driven**

403

Pre-check Edition based on Zip Code (if collected on previous page):   ☐   403b

404b

Submit Editions Button:*   [Choose File]   No File Chosen

404b2   [Show File]

404b1

Current Submit Editions Button:*

404d   ( )

404

404d   [DELETE]

405   [< BACK]   406   [LIST]   407   [SAVE]   408   [SAVE & CONTINUE]

Requirements:

General: This is the third page of the admin (*if* **the user selected to have an Edition Picker page in the flow in section 3.1 requirements 206-210**) where the user will edit the "Edition Picker Page" features of the template. This is also the third page the user will see if they click into an existing template to edit it. The components edited here are the components that will be featured on the second page of the flow on the front-end (see **section 4.2** for more on the front-end).

General 2: The page will provide instructional text regarding what purpose this page serves. Clicking "here" in the description will open an example of the front-end version of this page in a new tab**. (to be provided by Adam soon)**

400. 'Header Text' Field:
400a. The Header text field is an editable free text field that updates and changes the header text, which appears at the top of the "Edition Picker" page (please **section 4.2, requirement 1101** for more on the Edition Picker page on the front-end).
400b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text.
400c. This field is required. **10 character max.**

401. 'Sub-header' Text Field:
401a. The Sub-header text field is an editable free text field that updates and changes the sub-header text, which appears below the header text on the "Edition Picker" page (please **section 4.2, requirement 1102** for more on the Edition Picker page on the front-end).
401b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
401c. This field is **NOT** required. **215 character max.**

402. Bottom Text Field:
402a. The Bottom text field is an editable free text field that updates and changes the text that appears below call-to-action on the "Edition Picker" page (please **section 4.2, requirement 1103** for more on the Edition Picker page on the front-end).
402b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
402c. This field is **NOT** required. **30 character max.**

403. Define Pre-Checked Editions:
403a. All editions that will appear on the Edition Picker page will appear listed here. The admin user will define which editions they would like to be pre-checked when the user arrives to this page in the flow (please **section 4.2, requirement 1104** for more on the Edition Picker page on the front-end).
403b. *If* the user selected to have a zip code field on the first page, they can select to have the edition

pre-checked based on the zip code supplied in the zip code field. If the user does not supply a zip code, or the zip code is not with the specified radius, "National" and "National Perks" will be pre-checked.

404. Submit Editions Button Upload:

404a. The Submit Editions button is uploaded here. This button will appear at the bottom of the page of the flow (see section **4.2, requirement 1105** for where it's located on the front-end).

404b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select a button from their desktop or any drives they are connected to.

404b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

404b2. Clicking "show file" will open a view of the uploaded file in a new tab.

404b3. This field is required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs at **170 x 170 pixels.**

404c. Before the page is saved, "No Current File" will appear to the right of "Current Submit Editions Button", even if an image has been uploaded.

404d. When the page is saved, with a file uploaded in 404b., a thumbnail preview of the button will appear to the right of "Current Submit Editions Button". There will be a 'delete' button below the preview. Clicking delete will remove the image.

404e. There will be a default button already uploaded as the default (the original button in the designs). Admin users can upload a new button as a replacement if they do not want to use the default button.

405. "Back" Button:

405a. Upon click of the "Back" button the user will be redirected back to the Enter/Sign Up page (see section 3.2 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back.

406. "List" Button:

406a. Upon click of the "List" button the user will be redirected to the list page (see section 2.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back to the list page.

407. "Save" Button:

407a. Upon click of the "Save" button, the template will be saved. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

408. "Save and Continue" Button:

408a. Upon click of the "Save and Continue" button, the template will be saved and the user will progress to the next page.

408a1. The next page of the flow will be dependent on what pages the user selected to have on the Universal Settings page in section 3.1 (requirements 206 – 210). It's either the "Invite Friends" page (section 3.5) or the "Thank You" page (3.6).

408b. All required fields must be filled out in order to save this page. If there are required fields not

filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

3.4. Partnership Marketing Template Admin: Edition Definition Page

Requirements:

General: This is the Edition Definition page that the user sees if they selected **NOT to have an Edition Picker page in the flow**, and also did **NOT choose to have a zip code field on the Enter/Sign Up page**. If the user did not select either of those options on the Universal Settings page (requirements 206 and 207), the user will receive this page after completing the Enter/Sign Up page in section 3.2.

500. The Edition Definition Page:
500a. This page is where the users define which editions the users should be signed up to. **Since there will be no zip code field to determine editions based on zip code,** and there will **NOT** be an **edition picker page for users to select editions themselves**, we have to pre-determine what they'll be subscribed to.

501. List of Editions:
501a. All editions that users can be signed up for will appear (same list as on the Edition Picker page in section 3.3). The admin user will define which editions they would like the user to be signed up to when they enter their email address on the Enter/Sign Up page in section 3.2. Upon click of

24

"submit", the user will be signed up to whatever subscriptions are specified on this page if the conditions in requirement 500 apply.

502. "Back" Button:

502a. Upon click of the "Back" button the user will be redirected back to the Enter/Sign Up page (see section 3.2 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back.

503. "List" Button:

503a. Upon click of the "List" button the user will be redirected to the list page (see section 2.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back to the list page.

504. "Save" Button:

504a. Upon click of the "Save" button, the template will be saved.

505. "Save and Continue" Button:

505a. Upon click of the "Save and Continue" button, the template will be saved and the user will progress to the next page.

505a1. The next page of the flow will be dependent on what pages the user selected to have on the Universal Settings page in section 3.1 (requirements 206 – 210). It's either the "Invite Friends" page (section 3.5) or the "Thank You" page (3.6).

3.5. Partnership Marketing Template Admin: Invite Friends Page

Requirements:

General: This is the 'Invite Friends' page where admin users define components of the invite friends page. This page will ONLY appear if the admin user specified that they wanted an 'invite friends' page on the Universal Settings page in section 3.1 in requirement 208. The components edited here are the components that will be featured on the Invite Friends page of the flow on the front-end (see **section 4.3** for more on the front-end).

General 2: The page will provide instructional text regarding what purpose this page serves. Clicking "**here**" in the description will open an example of the front-end version of this page in a new tab. (to be provided by Adam soon)

600. 'Header Text' Field:
600a. The Header text field is an editable free text field that updates and changes the header text, which appears at the top of the "Invite Friends" page (please **section 4.3, requirement 1201** for more on the Invite Friends page on the front-end).
600b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text.
600c. This field is required. **10 character max.**

601. 'Sub-header' Text Field:
601a. The Sub-header text field is an editable free text field that updates and changes the sub-header text, which appears below the header text on the "Invite Friends" page (please **section 4.3, requirement 1202** for more on the Invite Friends page on the front-end).
601b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
601c. This field is **NOT** required. **215 character max.**

602. Bottom Text Field:
602a. The Bottom text field is an editable free text field that updates and changes the text that appears below the call-to-action on the "Invite Friends" page (please **section 4.3, requirement 1203** for more on the Invite Friends page on the front-end).
602b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
602c. This field is **NOT** required. **30 character max.**

603. "How Many Email Address Fields Should Appear?" Drop-down:
603a. The admin user will select how many email address fields will appear on the "Invite Friends" page (see **section 4.3, requirement 1205** for where the fields are located on the front-end). The options are **3, 4, 5**, and **6**. The default selection will be 3.

604. Invite Button Upload:

604a. The Invite button is uploaded here. This button will appear at the bottom of the page of the flow (see **section 4.3, requirement 1206** for where it's located on the front-end).

604b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select a button from their desktop or any drives they are connected to.

604b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

604b2. Clicking "show file" will open a view of the uploaded file in a new tab.

604b3. This field is required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs **at 170 x 170 pixels.**

604c. Before the page is saved, "No Current File" will appear to the right of "Current Invite Button", even if an image has been uploaded.

604d. When the page is saved, with a file uploaded in 604b., a thumbnail preview of the button will appear to the right of "Current Invite Button". There will be a 'delete' button below the preview. Clicking delete will remove the image.

604e. There will be a default button already uploaded as the default (the original button in the designs). Admin users can upload a new button as a replacement if they do not want to use the default button.

605. "Back" Button:

605a. Upon click of the "Back" button the user will be redirected back to the page they came from. This will vary based on what the page flow the user defined in the Universal Settings page – requirements 206-210. If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back.

606. "List" Button:

606a. Upon click of the "List" button the user will be redirected to the list page (see section 2.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back to the list page.

607. "Save" Button:

607a. Upon click of the "Save" button, the template will be saved. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

608. "Save and Continue" Button:

608a. Upon click of the "Save and Continue" button, the template will be saved and the user will progress to the next page (the Thank You page – see section 3.6).

608b. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

3.6. Partnership Marketing Template Admin: Thank You Page

Partnership Marketing Templates

Edit Partnership Marketing Template - Example: Thank You Page

This is the Thank You page of the template. You can edit all elements of this page here (except for the Universal settings components which will appear on every page). Click here to see an example of an Thank You page.

Thank You Page Details:

GENERAL 2

700b

Header Text*: T **B** *I* U

700

701b

Sub-header Text: T **B** *I* U

701

702b

Bottom Text: T **B** *I* U

702

Social Media Details:
(Here you can define what will be shared via Twitter and Facebook)

703

Twitter Copy*:

704

Twitter URL*:

705

Facebook Title*:

706

Facebook Blurb*:

707

Facebook URL*:

708b

708b2

Facebook Image:*   Choose File   No File Chosen   708b1

[Show File]

708d

Current Facebook Image:*   No Current File

708c

29

Module Details:
(These are the optional images that appear on the page, that can link to another site we support, or anywhere you'd like.)

709b

Module 1 Image: Choose File   No File Chosen

709b1

709b2   [Show File]

Current Module 1 Image:

709d

DELETE

709d

Module 1 URL:

709e

710

Module 2 Image: Choose File   No File Chosen
[Show File]

Current Module 2 Image: No Current File

Module 2 URL:

711

Module 3 Image: Choose File   No File Chosen
[Show File]

Current Module 3 Image: No Current File

Module 3 URL:

713   714   715

712   < BACK   LIST   SAVE   SAVE & CONTINUE

30

Requirements:

General: This is the 'Thank You' page where admin users define components of the Thank You page on the front-end. This page will always appear, as it's required for every flow. The components edited here are the components that will be featured on the Thank You page of the flow on the front-end (see **section 4.4** for more on the front-end).

General 2: The page will provide instructional text regarding what purpose this page serves. Clicking "**here**" in the description will open an example of the front-end version of this page in a new tab. (to be provided by Adam soon)

700. 'Header Text' Field:
700a. The Header text field is an editable free text field that updates and changes the header text, which appears at the top of the "Thank You" page (please **section 4.4, requirement 1301** for more on the Thank You page on the front-end).
700b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text.
700c. This field is required. **10 character max.**

701. 'Sub-header' Text Field:
701a. The Sub-header text field is an editable free text field that updates and changes the sub-header text, which appears below the header text on the "Thank You" page (please **section 4.4, requirement 1302** for more on the Thank You page on the front-end).
701b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
701c. This field is **NOT** required. **215 character max.**

702. Bottom Text Field:
702a. The Bottom text field is an editable free text field that updates and changes the text that appears below the call-to-action on the "Thank You" page (please **section 4.4, requirement 1303** for more on the Thank You page on the front-end).
702b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
702c. This field is **NOT** required. **30 character max.**

703. 'Twitter Copy' Free Text Field:
703a. The 'Twitter Copy' free text field is where the user will enter the 140 characters (or less) that will be shared via Twitter for this campaign.
703b. This field is required, and should not allow more than 140 characters.

704. 'Twitter URL' Field:
704a. The 'Twitter URL' field is where the user will enter URL that will accompany the Twitter copy

above when shared via Twitter. The reason this is left as an option and isn't automatically generated is that sometimes the partnerships team likes to use a tracking URL instead.
704b. This field is required.

705. 'Facebook Title' Free Text Field:
705a. The 'Facebook Title' free text field is where the user will enter the title that will appear when users share on Facebook. Please see Figure 705 below for details on what each of these fields refer to on the front-end.
705b. This field is required.

706. 'Facebook URL' Field:
706a. The 'Facebook URL' field is where the user will enter the URL that will be shared on Facebook. The reason this is left as an option and isn't automatically generated is that sometimes the partnerships team likes to use a tracking URL instead. Please see Figure 705 below for details on what each of these fields refer to on the front-end.
706b. This field is required.

707. 'Facebook Blurb' Free Text Field:
707a. The 'Facebook Blurb' free text field is where the user will enter the blurb that will appear when users share on Facebook. Please see Figure 705 below for details on what each of these fields refer to on the front-end.
707b. This field is required.

708. Facebook Image Upload:
708a. The Facebook image is uploaded here. This image will appear when users share the campaign from the Thank You page.
708b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select an image from their desktop or any drives they are connected to.
708b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.
708b2. Clicking "show file" will open a view of the uploaded file in a new tab.
708b3. This field is required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs.
708b4. Facebook requirements for images are as follows: Images must be at least 50 pixels by 50 pixels. Square images work best, but you are allowed to use images up to three times as wide as they are tall.
708c. Before the page is saved, "No Current File" will appear to the right of "Current Facebook Image", even if an image has been uploaded.
708d. When the page is saved, with a file uploaded in 708b., a thumbnail preview of the image will appear to the right of "Current Facebook Image". There will be a 'delete' button below the preview. Clicking delete will remove the image.

Figure 705: **Facebook Share Break-down**
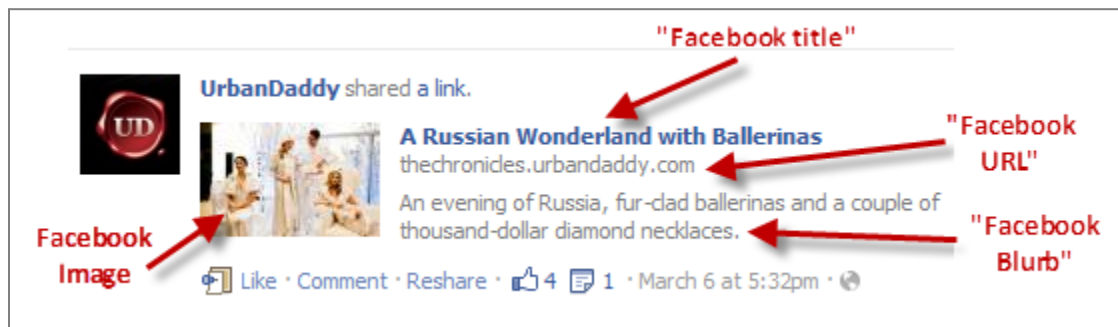
709-711: Module Details: Admin users have the option of uploading no module images, 1 module image, 2 module images, or 3 module images.

709: Module 1 Image Upload:

709a. The Module 1 image is uploaded here. This image will appear on the Thank You page (please **section 4.4, requirement 1304** for more on the Thank You page on the front-end).

709b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select an image from their desktop or any drives they are connected to.

709b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

709b2. Clicking "show file" will open a view of the uploaded file in a new tab.

709b3. This field is **NOT** required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs.

709c. Before the page is saved, "No Current File" will appear to the right of "Current Module 1 Image", even if an image has been uploaded.

709d. When the page is saved, with a file uploaded in 709b., a thumbnail preview of the image will appear to the right of "Current Module 1 Image". There will be a 'delete' button below the preview. Clicking delete will remove the image.

709e. 'Module 1 URL': the Module 1 URL is where the user will enter the URL that the Module 1 Image will link to upon click. The URL should be prefaced with "www".

709f. The dimensions of the module image are: **250 x 250 pixels.**

710: Module 2 Image Upload (same as requirement 709)

711: Module 3 Image Upload (same as requirement 709)

712. "Back" Button:

712a. Upon click of the "Back" button the user will be redirected back to the page they came from. This will vary based on what the page flow the user defined in the Universal Settings page – requirements 206-210. If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back.

713. "List" Button:

713a. Upon click of the "List" button the user will be redirected to the list page (see section 2.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back to the list page.

714. "Save" Button:

714a. Upon click of the "Save" button, the template will be saved. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

715. "Save and Continue" Button:

715a. Upon click of the "Save and Continue" button, the template will be saved and the user will progress to the next page (the Campaign Closed page – see **section 3.7**).

715b. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

3.7. Partnership Marketing Template Admin: Campaign Closed Page

Requirements:

General: This is the 'Campaign Closed' page where admin users define components of the Campaign Closed page on the front-end. This page will always appear on the date defined on the "campaign close" date on the Universal Settings page (**see section 3.1 requirement 201**), as it's required for every flow. The components edited here are the components that will be featured on the Campaign Closed page of the flow on the front-end (**see section 4.5 for more on the front-end**).

General 2: The page will provide instructional text regarding what purpose this page serves. Clicking "**here**" in the description will open an example of the front-end version of this page in a new tab. (to be provided by Adam soon)

800. 'Header Text' Field:
800a. The Header text field is an editable free text field that updates and changes the header text, which appears at the top of the "Campaign Closed" page (please see **section 4.5, requirement 1401** for more on the Campaign Closed page on the front-end).
800b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text.
800c. This field is required. **10 character max.**

801. 'Sub-header' Text Field:
801a. The Sub-header text field is an editable free text field that updates and changes the sub-header text, which appears below the header text on the "Campaign Closed" page (please see **section 4.5, requirement 1402** for more on the Campaign Closed page on the front-end).
801b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
801c. This field is **NOT** required. **215 character max.**

802. Bottom Text Field:
802a. The Bottom text field is an editable free text field that updates and changes the text that appears below the call-to-action on the "Campaign" page (please **see section 4.5, requirement 1403** for more on the Campaign Closed page on the front-end).
802b. The admin user will be able to change the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
802c. This field is **NOT** required. **30 character max.**

803-805: Module Details: Admin users have the option of uploading no module images, 1 module image, 2 module images, or 3 module images.

803: Module 1 Image Upload:
803a. The Module 1 image is uploaded here. This image will appear on the Campaign Closed page (please see **section 4.5, requirement 1404** for more on the Campaign Closed page on the front-end).

803b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select an image from their desktop or any drives they are connected to.

803b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

803b2. Clicking "show file" will open a view of the uploaded file in a new tab.

803b3. This field is **NOT** required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs.

803c. Before the page is saved, "No Current File" will appear to the right of "Current Module 1 Image", even if an image has been uploaded.

803d. When the page is saved, with a file uploaded in 805b., a thumbnail preview of the image will appear to the right of "Current Module 1 Image". There will be a 'delete' button below the preview. Clicking delete will remove the image.

803e. 'Module 1 URL': the Module 1 URL is where the user will enter the URL that the Module 1 Image will link to upon click. The URL should be prefaced with "www".

803f. The dimensions of the module image are: **250 x 250 pixels.**

804: Module 2 Image Upload (same as requirement 805)

805: Module 3 Image Upload (same as requirement 805)

806. "Back" Button:

806a. Upon click of the "Back" button the user will be redirected back to the "Thank You" Page (**see section 3.6**). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back.

807. "List" Button:

807a. Upon click of the "List" button the user will be redirected to the list page (see section 2.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back to the list page.

808. "Save" Button:

808a. Upon click of the "Save" button, the template will be saved. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

809. "Save and Continue" Button:

809a. Upon click of the "Save and Continue" button, the template will be saved and the user will progress to the next page (the Invite Email page **– see section 3.8**).

809b. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

809c. ***This button will not appear if the user did not specify an "Invite Friends" page on the Universal Settings page

3.8. Partnership Marketing Template Admin: Invite Email

	Partnership Marketing Templates	

Edit Partnership Marketing Template - Example: Invite Email

This is the Invite Email, that goes out to users if they are invited via the "Invite Friends" page of the template. You can edit all elements of this email here (except for the Universal settings components which will appear on all pages and this email). Click here to see an example of an Invite Email..

GENERAL 2

Invite Email Details:

Email Image:*   900b   Choose File   No File Chosen   900b1   (This is the image that appears at the top of the email)

900b2   [Show File]

Current Email Image:*

900d

DELETE   900d

900e

Image URL:

(This is the URL the image links to)

901

Email Subject Line:*

902b

Email Body Text:*   SIZE: ▽   T⊞   **B**   *I*   U̲

902

903b

Enter Button:*   Choose File   No File Chosen   903b1

903b2   [Show File]

Current Enter Button:*

903d

DELETE   903d

903e

Enter Button URL*:

(This is the URL the button links to)

905   906

904   < BACK   LIST   SAVE

Requirements:

General: This is the 'Invite Email' page where admin users define components of the Invite Email that is sent out to users when they've been invited to enter the campaign. If the user did not specify having an "Invite Friends" page on the Universal Settings page in **section 3.1 requirement 206-210**, then they will not see this page and the final page they will see is the "Campaign Closed" page in **section in 3.7**.

General 2: The page will provide instructional text regarding what purpose this email serves. Clicking "here" in the description will open an example of the front-end version of this email in a new tab. (to be provided by Adam soon)

900: Email Image Upload:
900a. The Email image is uploaded here. This image will appear at the top of the Invite Email (**see section 4.6, requirement 1504** for the front-end Invite Email) that is sent when a user enters an email address on the "Invite Friends" page (please see **section 4.3** for more on the Invite Friends page on the front-end).
900b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select an image from their desktop or any drives they are connected to.
900b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.
900b2. Clicking "show file" will open a view of the uploaded file in a new tab.
900b3. This field is **NOT** required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs.
900c. Before the page is saved, "No Current File" will appear to the right of "Current Email Image", even if an image has been uploaded.
900d. When the page is saved, with a file uploaded in 900b., a thumbnail preview of the image will appear to the right of "Current Email Image". There will be a 'delete' button below the preview. Clicking delete will remove the image.
900e. 'Email Image URL': the Email Image URL is where the user will enter the URL that the Email Image will link to upon click. The URL should be prefaced with "www".

901. "Email Subject Line" Free Text Field**:**
901a. The user will enter the subject line of the email here.
901b. This field is required.

902. 'Email Body Text" Text Field:
902a. The 'Email Body Text' text field is an editable free text field that updates and changes the main text of the invite email, which appears below the email image on the Invite Email (please see **section 4.6, requirement 1505** for more on the Invite Email on the front-end).
902b. The admin user will be able to change the size of the text, the color of the text, bold it, italicize the text, and underline the text. The user will also be able to hyperlink any parts of the text.
902c. This field is required.

903: "Enter" Button Upload:

903a. The "Enter" button image is uploaded here. This image will appear under the body text in the Invite Email (see **section 4.6, requirement 1506** for the front-end Invite Email) that is sent when a user enters an email address on the "Invite Friends" page (please **section 4.3** for more on the Invite Friends page on the front-end).

903b. "Choose File" Button: Upon click of "Choose File" a pop-up window will open which will allow the user to select an image from their desktop or any drives they are connected to.

903b1. Before the page is saved, the file name will appear to the right of the "Choose File" Button.

903b2. Clicking "show file" will open a view of the uploaded file in a new tab.

903b3. This field is **NOT** required – an image must be chosen or uploaded to save the page. Acceptable files are JPEGs and PNGs at **170 x 170 pixels.**

903c. Before the page is saved, "No Current File" will appear to the right of "Current Enter Button", even if an image has been uploaded.

903d. When the page is saved, with a file uploaded in 903b., a thumbnail preview of the image will appear to the right of "Current Email Image". There will be a 'delete' button below the preview. Clicking delete will remove the image.

903e. 'Enter' button URL': the Enter button URL is where the user will enter the URL that the button will link to upon click. The URL should be prefaced with "www".

903f. There will be a default button already uploaded as the default (the original button in the designs). Admin users can upload a new button as a replacement if they do not want to use the default button.

904. "Back" Button:

904a. Upon click of the "Back" button the user will be redirected back to the "Campaign Closed" Page (**see section 3.7**). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back.

905. "List" Button:

905a. Upon click of the "List" button the user will be redirected to the list page (see section 2.1 in this document). If the user has entered data but has not saved, they will receive a prompt that asks the user if they would like to save before going back to the list page.

906. "Save" Button:

906a. Upon click of the "Save" button, the template will be saved. All required fields must be filled out in order to save this page. If there are required fields not filled out, there should be an error message by each required field indicating that the user must enter information in those fields in order to Save.

4. Partnership Marketing Templates: Front-End

Please note the designs will change, but functionality should not.

4.1. Enter/Sign Up Page

Requirements:

General: This is the front-end design for the Enter/Sign up page.

1000: URL Structure Details:
1000a. The URL structure of this page will be dictated by whatever name is indicated on the Universal Settings page in the admin (**section 3.1 requirement 200**).
1000b. If the name given in the admin is "example", the URL will be
www.urbandaddy.com/invite/example.

1001. Partner Logo 1:
1001a. This logo is uploaded in the admin on the Universal Settings page (**section 3.1 requirement 213**).
1001b. This appears on every page of the flow, including the invite email.

1002. Partner Logo 2:
1002a. This logo is uploaded in the admin on the Universal Settings page (**section 3.1 requirement 214**).
1002b. This appears on every page of the flow, including the invite email.

1003. Background Image:
1003a. This background image is uploaded in the admin on the Universal Settings page (**section 3.1 requirement 211**).
1003b. This appears on every page of the flow, but not the invite email.

1004. Footer Text:
1004a. The footer text is added and edited in the admin on the Universal Settings page (**section 3.1 requirement 216**).
1004b. This appears on every page of the flow, including the invite email.

1005. Footer Links:
1005a. The footer links are added and edited in the admin on the Universal Settings page (**section 3.1 requirements 217,218,219, and 220**).
1005b. They appear on every page of the flow, including the invite email.

1006. Header Text:
1006a. The Header text appears here and is added and edited in the admin on the Enter/Sign Up page (**section 3.2 requirement 300**).
1006b. This appears only on the Enter/Sign up page.

1007. Line Color:
1007a. The line color will be defined in the "Accent Color" part of the admin (**section 3.1 requirement 212**).
1007b. Every page will have the same color line.

1008. Sub-header Text:
1008a. The sub-header text appears here and is added and edited in the admin on the Enter/Sign Up page (**section 3.2 requirement 301**).
1008b. This appears only on the Enter/Sign up page.

1009. Email Address Field:
1009a. The email address field captures the email address for the contest/subscription. It will be added to the user base under the Member source defined on the Universal Settings page in **section 3.1, requirement 202**.
1009b. This appears only on the Enter/Sign up page, and will always appear.
1009c. This field is required.
*1009d. The user must have entered a valid email address as per Trendline's recommendations. The email address must be checked through a third party service that validates that an email would be

deliverable to this email address.

1009e. All members that sign up via Partnership Marketing Templates will appear in the regular "Members" section of the admin (see **section 2.2**).

1010. Zip Code Field:

1010a. The zip code field will appear on this page only if the admin user selects the "zip code field" checkbox in the admin on the Universal Settings page detailed in **section 3.1, requirement 206b**.

1010b. This appears only on the Enter/Sign up page.

1010c. This field is not required to enter.

1011. Below-field Text:

1011a. The below-field text appears here and is added and edited in the admin on the Enter/Sign Up page (**section 3.2 requirement 302**). If there isn't a zip code field, it will appear under the email address field.

1011b. This appears only on the Enter/Sign up page.

1012. Enter/Sign Up Button:

1012a. The Enter Sign Up Button appears here and is added and edited in the admin on the Enter/Sign Up page (**section 3.2 requirement 305**).

1012b. Upon click of the button, the user progress to whatever page is next in the flow (indicated in the admin in s**ection 3.2 requirements 206-210**).

1013. "21+" Opt-in:

1013a. The "21+" opt-in radio button will always appear on the Enter/Sign up page as pre-checked.

1013b. It should be recorded in the user data that the subscriber selected that they were 21+.

1014. Partner 1 Opt-in:

1014a. The "Partner 1" opt-in radio button will be edited and defined in the admin (detailed in **section 3.2 requirement 303**).

1014b. If the user selects to be opted into Partner 1, it will be recorded and can be found, sorted and exported in the "Members" section of the admin (see **section 2.2).**

1015. Partner 2 Opt-in:

1015a. The "Partner 2" opt-in radio button will be edited and defined in the admin (detailed in **section 3.1 requirement 304**).

1015b. If the user selects to be opted into Partner 1, it will be recorded and can be found, sorted and exported in the "Members" section of the admin (see **section 2.2).**

1016. UrbanDaddy Logo:

1016a. This logo is uploaded in the admin on the Universal Settings page (**section 3.1 requirement 224**).

1016b. This appears on every page of the flow, including the invite email. It is not required, and if it is

not uploaded, the area where the logo was will remain that block color behind it.

1017. Error Messages:
1017a. If the user enters an invalid email address and clicks "enter", the user will receive an error message that says, "The email address *[email address here]* is invalid. Please try again."
1017b. If the user does not enter an email address and clicks "enter", the user will receive an error message that says, "You did not enter an email address. Please enter one below to continue."
Please see Figure 1017 for error message placement.

Figure 1017:

4.2. Edition Picker Page
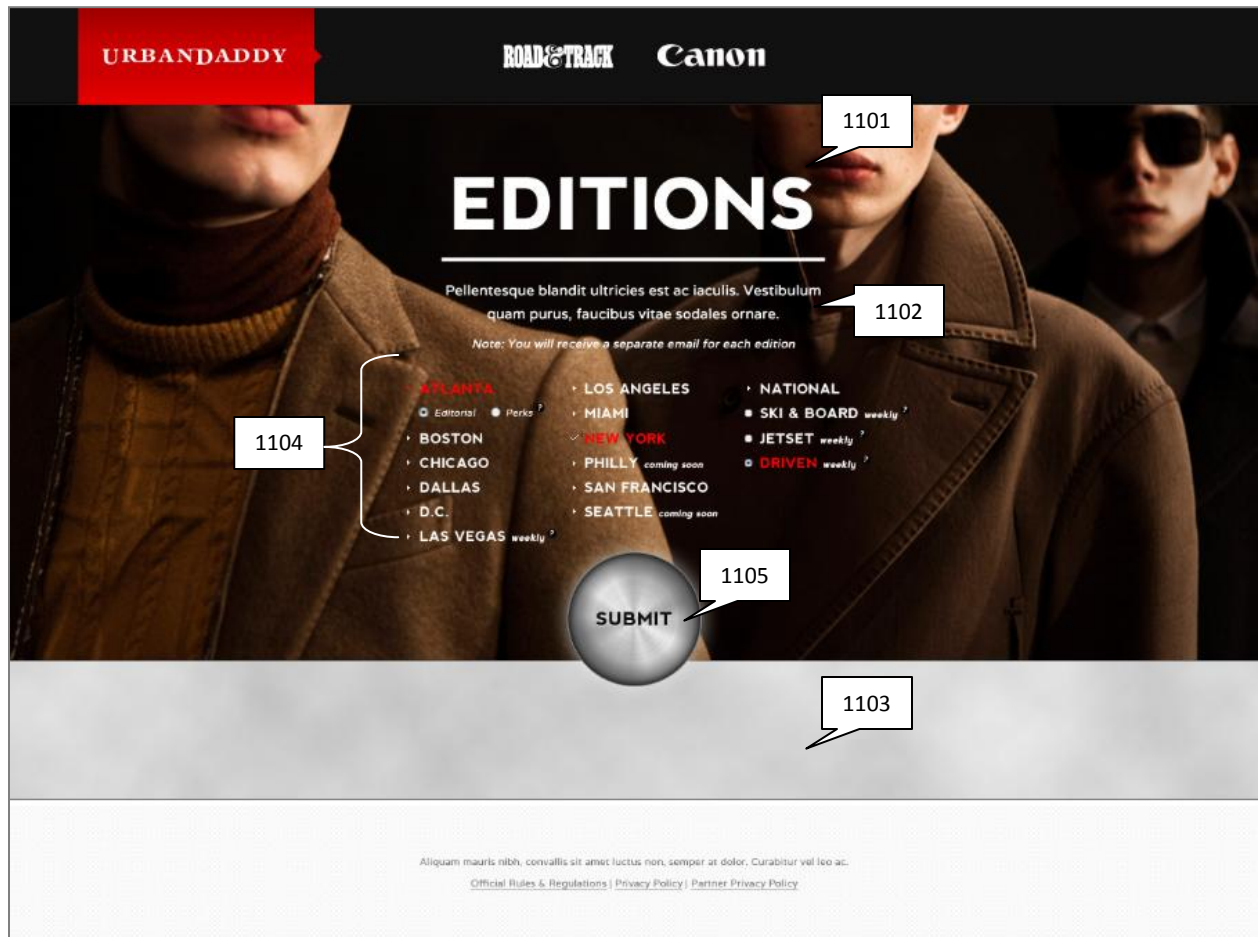
Requirements:

General: This is the front-end design for the Edition Picker page. This page will only appear if specified in the admin (**see section 3.1 requirement 207**).

1100: URL Structure Details:

1100a. The URL structure of this page will be dictated by whatever name is indicated on the Universal Settings page in the admin (**section 3.1 requirement 200**).

1100b. If the name given in the admin is "example", the URL will be http://www.urbandaddy.com/EditionPicker/example.

1101. Header Text:

1101a. The Header text appears here and is added and edited in the admin on the Edition Picker page (**section 3.3 requirement 400**).

1101b. This appears only on the Edition Picker page.

1102. Sub-header Text:

1102a. The sub-header text appears here and is added and edited in the admin on the Edition Picker page (**section 3.3 requirement 401**).

1102b. This appears only on the Edition Picker page.

1103. Bottom Text:

1103a. The Bottom text appears here and is added and edited in the admin on the Edition Picker page (**section 3.3 requirement 402**).

1103b. This appears only on the Edition Picker page.

1104. Editions:

1104a. All Editions will appear here. The admin user will define which of these editions will be pre-checked on arrival to this page (**section 3.3 requirement 403**).

1104b. Whatever editions are checked when the user clicks the button (detailed in **requirement 1105**), will be the editions the user is subscribed to.

1104c. The color of the editions (default white) is dictated in the admin in the Universal Settings page through the "Accent Color" function (see **section 3.1, requirement 212**).

1105. "Submit" Button:

1105a. The Submit Button appears here and is added and edited in the admin on the Edition Picker page (**section 3.3 requirement 404**).

1105b. Upon click of the button, the user progresses to whatever page is next in the flow (indicated in the admin in s**ection 3.2 requirements 206-210**), and the user is now signed up to whatever editions are specified.

1106. Error Messages:

1106a. If the user selects submit without selecting any editions, the user will receive an error message upon click of submit that says, "**You must select at least one edition."**

Please see Figure 1106 for error message placement.

Figure 1106:

4.3. Invite Friends Page

Requirements:

General: This is the front-end design for the Invite Friends page. This page will only appear if specified in the admin (**see section 3.1 requirement 208**).

1200: URL Structure Details:
1200a. The URL structure of this page will be dictated by whatever name is indicated on the Universal Settings page in the admin (**section 3.1 requirement 200**).
1200b. If the name given in the admin is "example", the URL will be http://www.urbandaddy.com/inviteFriends/example.

1201. Header Text:
1201a. The Header text appears here and is added and edited in the admin on the Invite Friends page (**section 3.5 requirement 600**).
1201b. This appears only on the Invite Friends page.

1202. Sub-header Text:

1202a. The sub-header text appears here and is added and edited in the admin on the Invite Friends page (**section 3.5 requirement 601**).
1202b. This appears only on the Invite Friends page.

1203. Bottom Text:
1203a. The Bottom text appears here and is added and edited in the admin on the Invite Friends page (**section 3.5 requirement 602**).
1203b. This appears only on the Invite Friends page.

1204. First Name/Last Name Field:
1204a. The inviting user can put their First and/or last name here. When the user enters email addresses in the following fields (detailed in **requirement 1205**) those users will receive the Invite Email (detailed in **section 4.6**). If the inviting user enters their first and/or last name, the email will come from that name.
1204b. This field is **<u>not</u>** required.

1205. Email Address Fields:
1205a. There will be anywhere between 3-6 email address free text fields displayed here. The admin user will define in the admin how many fields will default be displayed here (see **section 3.5 requirement 603**).
1205b. The front-end user can add more fields (up to 6 – 3 per column) by clicking "More". Please see **Figure 1205b** for how the page will look with additional fields. If the user adds up to 6, the "plus button" will no longer appear.
1205c. These fields are **<u>not</u>** required.

1206. "Invite" Button:
1206a. The Invite Button appears here and is added and edited in the admin on the Invite Friends page (**section 3.5 requirement 604**).
1206b. Upon click of the button, the user progresses to the Thank You page (**see section 4.4**).
1206c. If the user entered any email addresses in the fields detailed in requirement 1205, those email addresses will be sent Invite Emails (detailed in **section 4.6**).
***1206d.** The user must have entered a valid email address as per Trendline's recommendations. The email address must be checked through a third party service that validates that an email would be deliverable to this email address.

1207. "Skip" Button:
1207a. Clicking "Skip" will skip this page and the user will progress to the "Thank You" (see **section 4.4**) without inviting anyone.

1208. Error messages:
1208a. If the user enters an email address in one of the invite fields that is invalid, the user will receive an error message upon click of "invite" that says, "**[email address] is an invalid email."**

1208b. If the user does not enter an email address in any of the fields, and clicks "invite", the user will receive an error message that says, **"Please enter at least one email address."**
Please see Figure 1208 for error message placement.

Figure 1205b:

Figure 1208:

4.4. Thank You Page
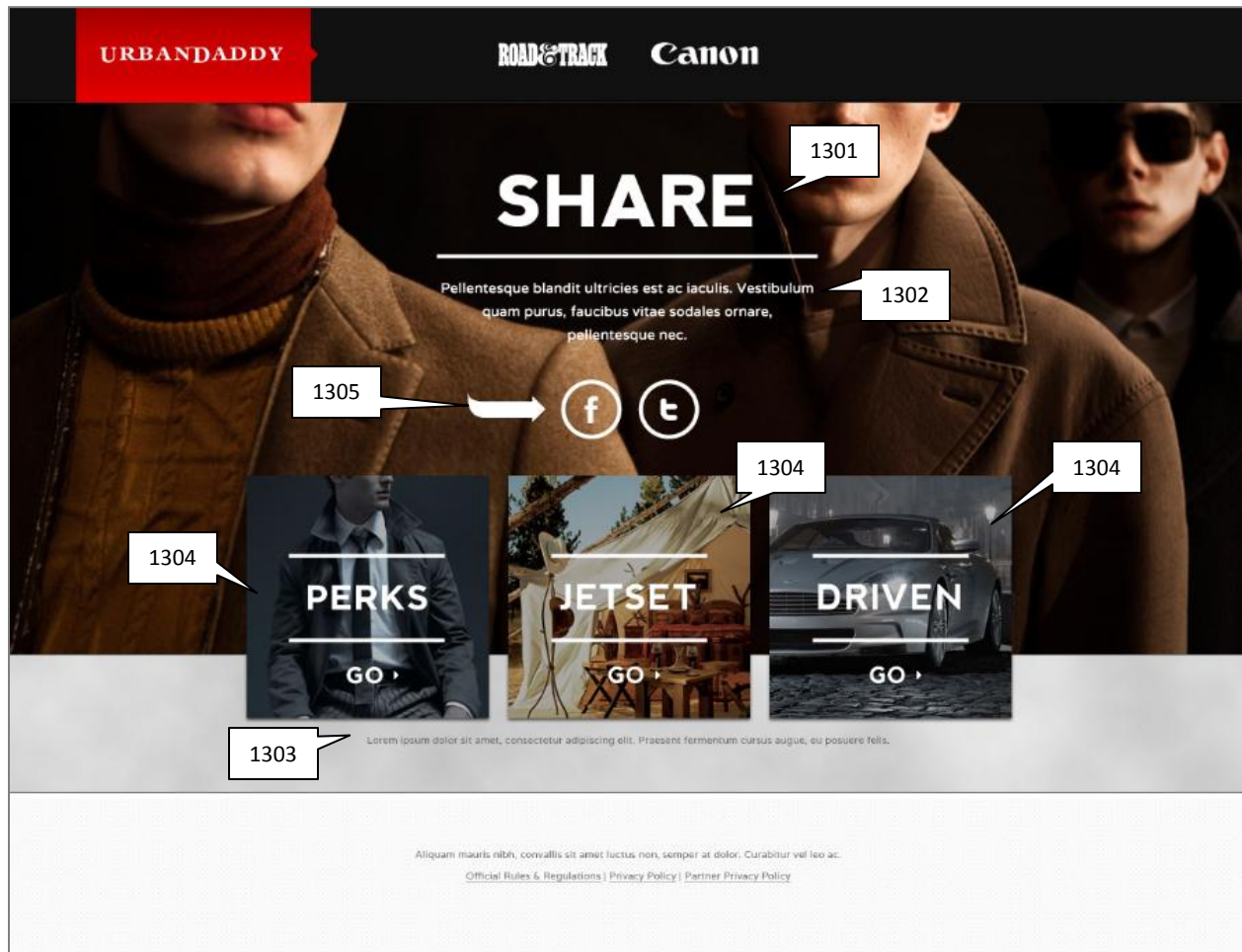
Requirements:

General: This is the front-end design for the Thank you page.

1300: URL Structure Details:
1300a. The URL structure of this page will be dictated by whatever name is indicated on the Universal Settings page in the admin (**section 3.1 requirement 200**).
1300b. If the name given in the admin is "example", the URL will be http://www.urbandaddy.com/inviteThankyou/example.

1301. Header Text:
1301a. The Header text appears here and is added and edited in the admin on the Thank You page (**section 3.6 requirement 700**).
1301b. This appears only on the Thank You page.

1302. Sub-header Text:
1302a. The sub-header text appears here and is added and edited in the admin on the Thank You page

(**section 3.6 requirement 701**).

1302b. This appears only on the Thank You page.

1303. Bottom Text:

1303a. The Bottom text appears here and is added and edited in the admin on the Thank You page (**section 3.6 requirement 702**).

1303b. This appears only on the Thank You page.

1304. Module(s):

1304a. If the admin user selected to have modules on this page, they will appear here. Upon click of the module(s), the user will be redirected to whatever third party site was indicated in the admin (**see section 3.6 requirements 709-711)**

1305. Share Tools:

1305a. The share tools will share the campaign.

1305b. Upon click of the Twitter icon, Twitter will be launched in a new tab. If the user is not signed in, they'll be prompted to do so. Once they log in, the information indicated in the admin will be displayed to share (**section 3.6 requirements 703 & 704).**

1305c. Upon click of the Facebook icon, Facebook will be launched in a new tab. If the user is not signed in, they'll be prompted to do so. Once they log in, the information indicated in the admin will be displayed to share (**section 3.6 requirements 705-708).**

1305d. The share tool color will be defined by the "accent color" in the admin on the Universal Settings page **(see section 3.1, requirement 212a).**

*We'll need to talk to a front-ender about this… the color here might not be controllable by html/css; they might need to upload an image.

4.5. Campaign Closed Page

Requirements:

General: This is the front-end design for the Campaign Closed page. Once the date detailed in the admin hits (**section 3.1 requirement 201**), whenever the user tries to access the site, they'll be redirected to the Campaign Closed page instead.

1400: URL Structure Details:
1400a. The URL structure of this page will be dictated by whatever name is indicated on the Universal Settings page in the admin (**section 3.1 requirement 200**).
1400b. If the name given in the admin is "example", the URL will be http://www.urbandaddy.com/campaignClosed/example.

1401. Header Text:
1401a. The Header text appears here and is added and edited in the admin on the Campaign Closed page (**section 3.7 requirement 800**).
1401b. This appears only on the Campaign Closed page.

1402. Sub-header Text:

1402a. The sub-header text appears here and is added and edited in the admin on the Campaign Closed page (**section 3.7 requirement 801**).

1402b. This appears only on the Campaign Closed page.

1403. Bottom Text:

1403a. The Bottom text appears here and is added and edited in the admin on the Campaign Closed page (**section 3.7 requirement 802**).

1403b. This appears only on the Campaign Closed page.

1404. Module(s):

1404a. If the admin user selected to have modules on this page, they will appear here. Upon click of the module(s), the user will be redirected to whatever third party site was indicated in the admin (**see section 3.7 requirements 803-805)**

4.6. Invite Email
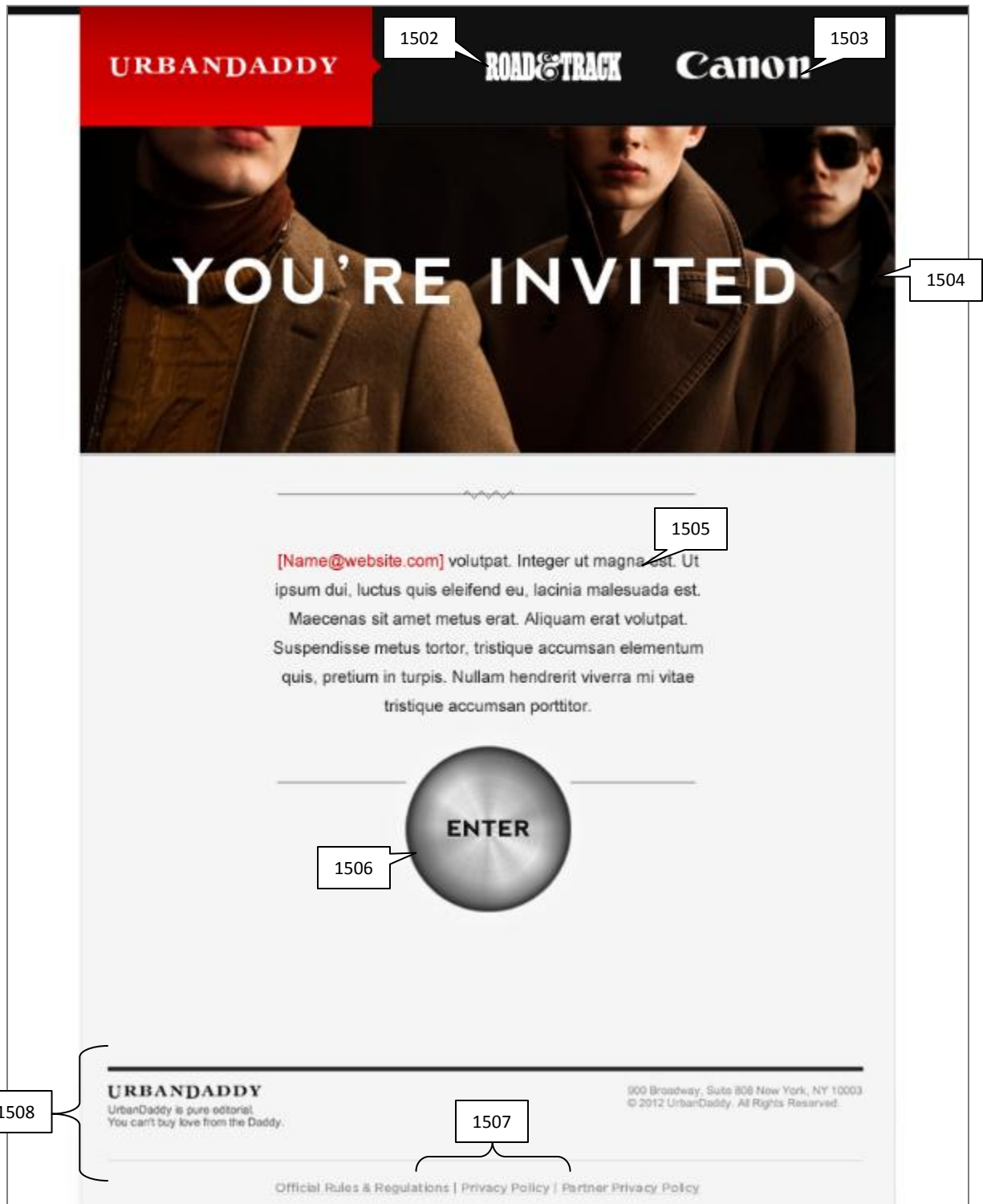
Requirements:

General: This is the front-end design for the Invite Email. If a user sends out an invite to a friend from

the "invite friends" page detailed in **section 4.3,** the email address specified will receive the email above.

1500: 'From' Address:
1500a. The Invite Email will come from the email address that the inviting user used to enter the contest/subscribe (see **section 4.1 requirement 1009**).
1500b. If the user entered a First Name and/or Last Name on the Invite Friends page (see **section 4.3 requirement 1204**), the name will populate instead of the email address.

1501. Subject Line:
1501a. The Subject line of the email will be defined in the admin (see **section 3.8 requirement 901**).

1502. Partner Logo 1
1502a. This is the same partner logo uploaded from the Universal settings page in the admin that also appears on the site (**section 3.1, requirement 213**).

1503. Partner Logo 2
1503a. This is the same partner logo uploaded from the Universal settings page in the admin that also appears on the site (**section 3.1, requirement 214**).

1504. Email Image:
1504a. This is the image that will appear in the email and will be uploaded via the admin (**section 3.8, requirement 900**).
1504b. The admin user will also be able to define if this image is clickable, and if so, where it would link to.

1505. Email Body Text:
1505a. This is where the main email text should appear, which is uploaded via the admin (**section 3.8, requirement 902**).

1506. "Enter" Button:
1506a. The Enter Button appears here and is added and edited in the admin on the Invite Email page (**section 3.8 requirement 903**).
1506b. The admin user will also be able to dictate where the button links to upon click.

1507. Footer Details:
1507a. The footer details are the same footer details specified in the Universal Settings page in the admin that also appear on the site (see **section 3.1 requirements 215-220**).

1508. UrbanDaddy Email Footer**:**
1508a. This is the standard UrbanDaddy Footer that appears on all transactional and editorial emails. It should appear here as well and function the same.