

# COLUMN FIVE

## USDA/CARROTNY - HUNGRY PESTS INTERACTIVE

TECHNICAL BRIEF

Version 4 – 3/14/14

THE VISUAL AGENCY

COLUMN  
FIVE



### TECHNOLOGY

<b>BROWSER SUPPORT:</b>	<i>IE9, IE10, Safari, Chrome, Firefox (Modern Browsers)</i>
<b>DEVICE SUPPORT:</b>	<i>Tablet and Desktop (no Mobile)</i>
<b>WEB HOST:</b>	<i>Client site</i>
<b>SERVER SOFTWARE:</b>	<i>PHP (N/A)</i>
<b>API INTEGRATION:</b>	<i>N/A</i>
<b>DATA STORAGE:</b>	<i>None – possible inclusion of share score feature. TBD.</i>
<b>CONTEXT:</b>	<i>Embedded interactive</i>
<b>DESIGN METHODOLOGY:</b>	<i>Fixed-width</i>
<b>DIMENSIONS:</b>	<i>964px by 550px</i>
<b>FRAMEWORKS:</b>	<i>jQuery, Knockout.js, d3.js, Modernizr</i>
<b>VERSIONING:</b>	<i>Git Repository (BitBucket)</i>

### CLIENT ASK

- Gamified interactive to educate children (middle-school aged) on invasive pest species
- Should include engaging features such as quizzes, interesting facts, and user feedback
- Interactive should feature USDA hungry pests mascot 'Vin Vasive'
- Creative freedom in development of feature specifics – collaborate with Nicole for design requirements for dev

### FEATURES

- 5 screens
  - Title screen
  - Interactive kitchen scene
    - Fridge sub scene
    - Table sub scene
    - Cupboard sub scene
  - Interactive garage scene
  - Interactive park scene
  - Interactive conclusion screen with hungry pests and relevant facts

- Introductory screen masks
  - 2 Kitchen
  - 1 Garage
  - 2 Park
- Scroll navigation (to next screen)
- Progress bar
- Interactive items to collect within scenes
- Item collector
- Pop quiz
- 'Vin Vasive' surprise
- Social share buttons
- Final screen pest exploration
- Update browser screen

## TECHNICAL

- Data interactive state (including quizzes, vin vasive, progress bar, scenes, masks, and sub scenes, etc.) held in JSON
- Scenes backgrounds SVG
- Items in sprite sheet
- Item hover animation
- D3.js for SVG manipulation
- Knockout.js for item collector (ko.observableArray items, render using foreach binding on item collector)
- Modernizr to browser sniff / prompt browser update screen
- JS operates by managing state of interactive from user input (lessons from CRIS!)

## NOTES

- Kelly delivering quiz copy Monday (5/19) for selected items and list of items that will prompt vin vasive + text
- Waiting on new sprite sheet from Nicole
- 68hrs Dev budget (60hrs target + 8hr edits round)