



Developed by Alexander Zenios, Motorola Solutions

The wireframes in this document represent user interaction and flow concepts. The final screen designs are to be based upon final tool selections.

SALES WAY ALL STARS VIDEO CONCEPT

Wireframes

Version 1.0

May 2, 2014



OVERVIEW

SALES WAY ALL STARS VIDEO CONCEPT

GENERAL

The Sales Way All Stars Video Concept will employ the use of front-facing video cameras that currently exist in devices that Motorola Solutions sales employees use today. A sales employee can record an excerpt of invaluable sales knowledge to be shared through various methods within Motorola Solutions. All videos should be between 20 to 30 seconds in length and not exceed that maximum to hold the interest of the viewer.

GOAL

To allow sales employees to easily share a wealth of knowledge amongst the organization. Spark interest by uploading simple video clips describing sales way wins, challenges, and methodologies. Videos could gain traction by going “viral” ultimately creating a sales-specific social networking experience. Video clip/story should align with OUR PURPOSE (Helping people be their best in the moments that matter).

FOUNDATIONAL ELEMENTS

1. Upload Video Clip - Sales employee to use built-in video camera on a number of devices, sync, and upload the video clip to Motorola Solutions.
2. Optimize Video Clip - Video clip is to be optimized, branded, and described upon moderation process.
3. Moderate Video Clip - Employee outside Motorola Solutions sales team will accept, or reject upon analyzing content and effectiveness.
4. Share Video Clip - Video clip originator, or other Sales employees may share the video through a variety of sources within Motorola Solutions.
5. Analyze Video Clip - All video clips will be measured based on different factors including total views, and time viewed.



OPTION 1 - PC / LAPTOP

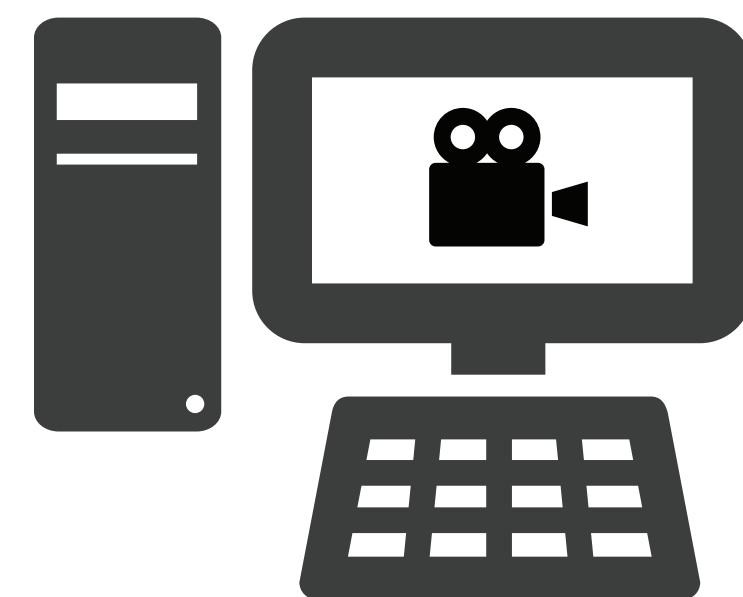
SALES WAY ALL STARS VIDEO CONCEPT

OVERVIEW

Sales employee to use DESKTOP PC, LAPTOP, or TABLET with built-in screen camera to capture video clip. After video clip has been saved, sales employee may upload it using a friendly upload interface.

1. RECORD VIDEO CLIP

Sales employee records video clip from PC, Mac, or Laptop.



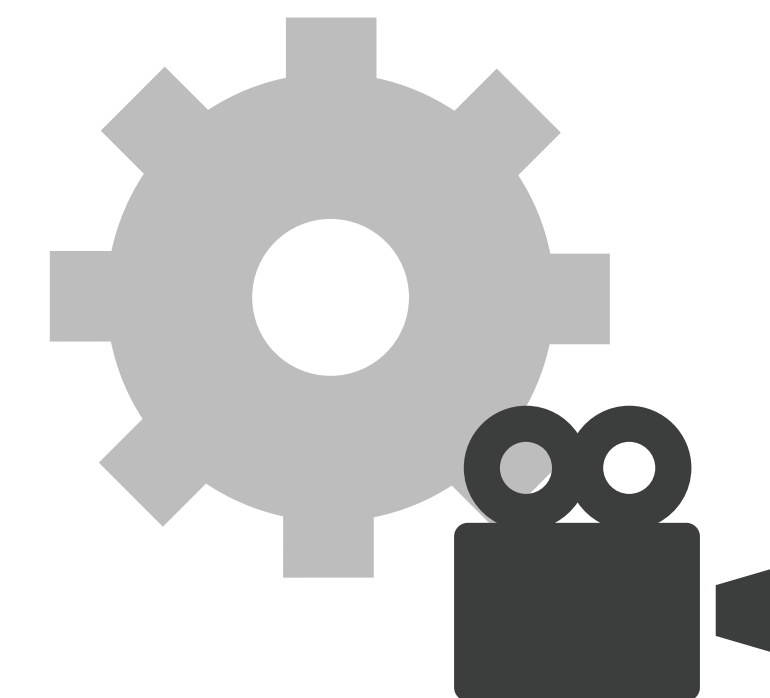
2. UPLOAD VIDEO CLIP

Sales employee uploads to Converge, Collective, Insite, or Brightcove.



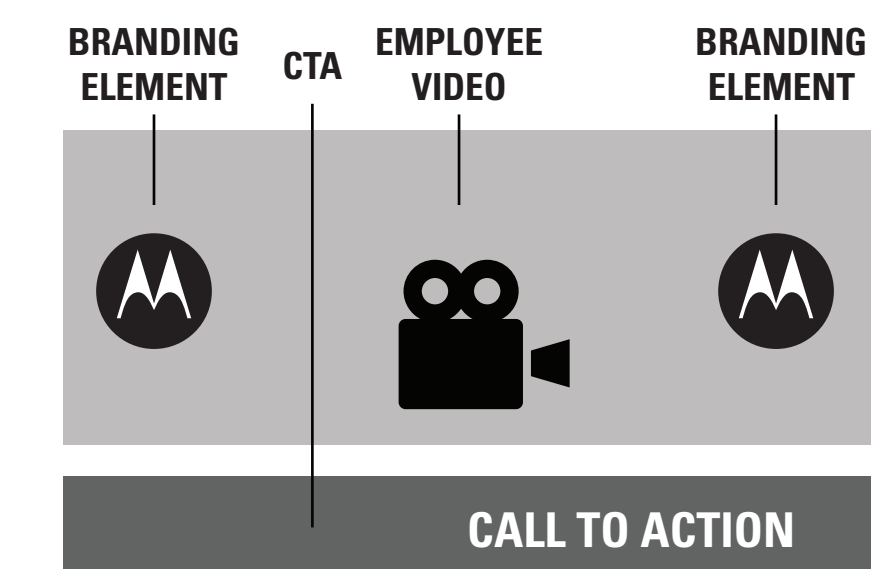
3. MODERATE VIDEO CLIP

Video is approved or rejected. Video is compressed, branded, and described using video editor.



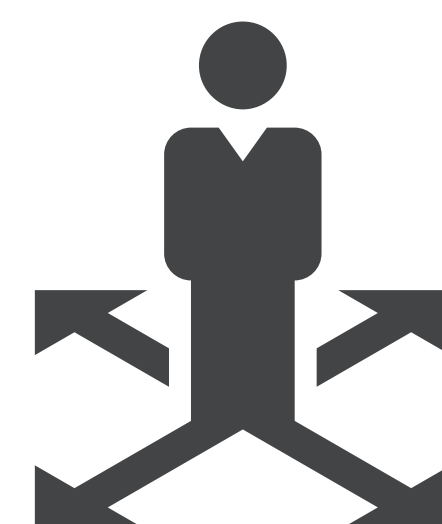
4. VIDEO CLIP LIVE

Video is now live for all sales employees to view, share, and comment on. Call to Action may be included.



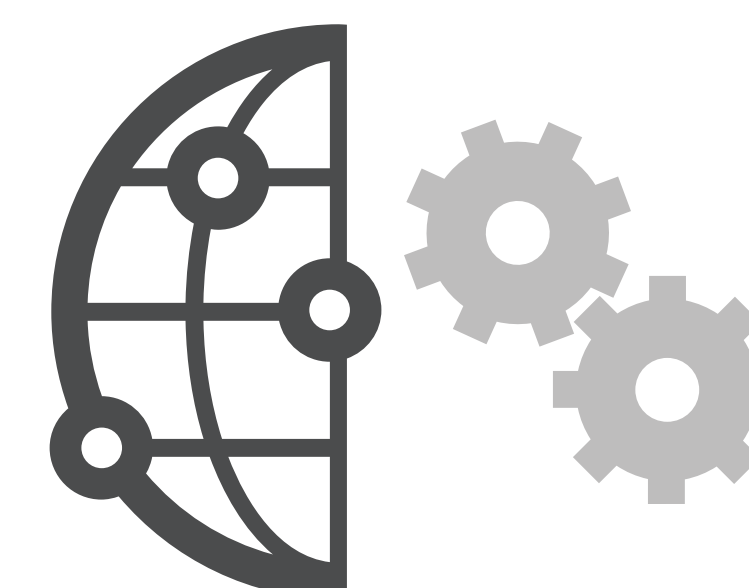
1. VIDEO CLIP SHARING

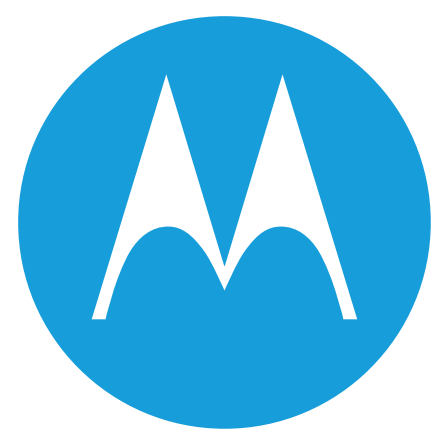
Video clips can be shared easily through a common share panel on the page.



2. METRICS GATHERING

Metrics are gathered on video clip at a specified time intervals to show active usage. Video clip archived when necessary.





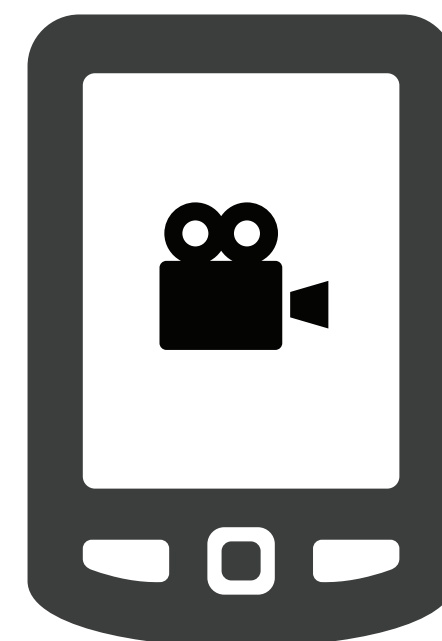
OPTION 2 - SMARTPHONE / TABLET (SYNC) SALES WAY ALL STARS VIDEO CONCEPT

OVERVIEW

Sales employee to use SMARTPHONE or TABLET with built-in screen camera to capture their video clip. After video has been saved, sales employee may sync it to their PC or Mac and upload it using a friendly upload interface.

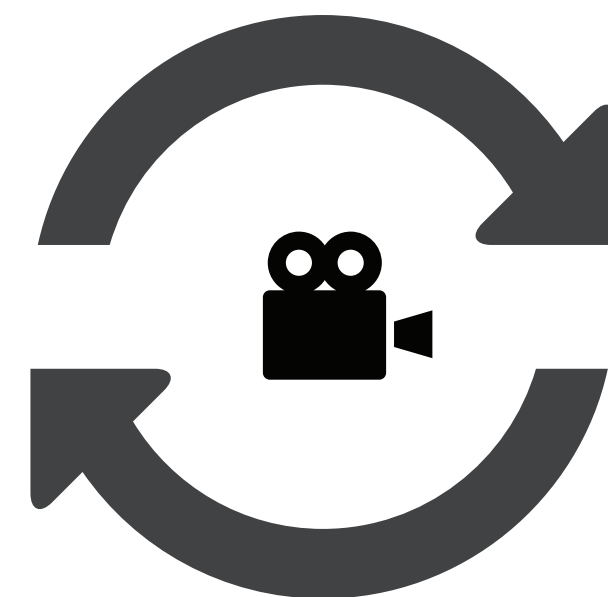
1. RECORD VIDEO CLIP

Sales employee records video clip using SMARTPHONE or TABLET.



2. SYNC VIDEO CLIP

Sales employee syncs the video clip onto their PC or Mac.



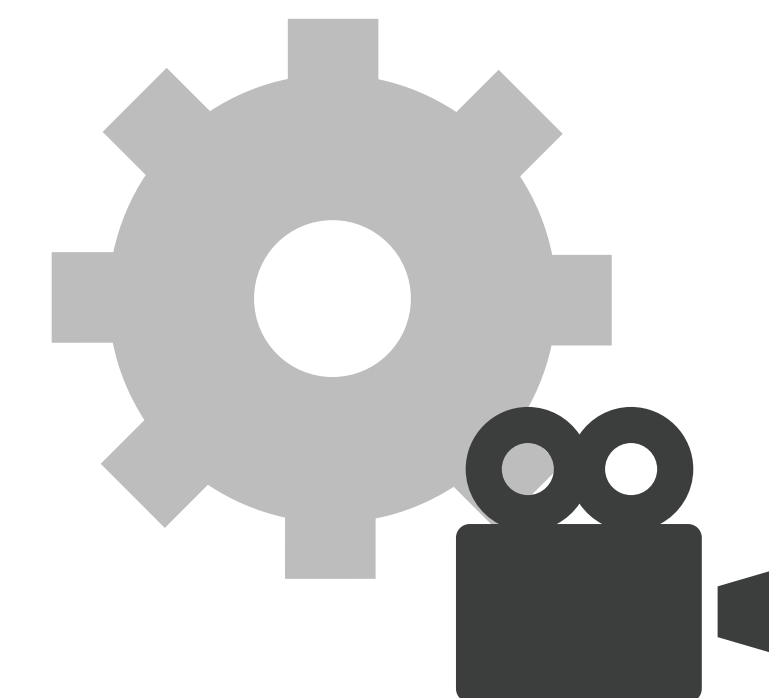
3. UPLOAD VIDEO CLIP

Sales employee uploads to Converge, Collective, Insite, or Brightcove.



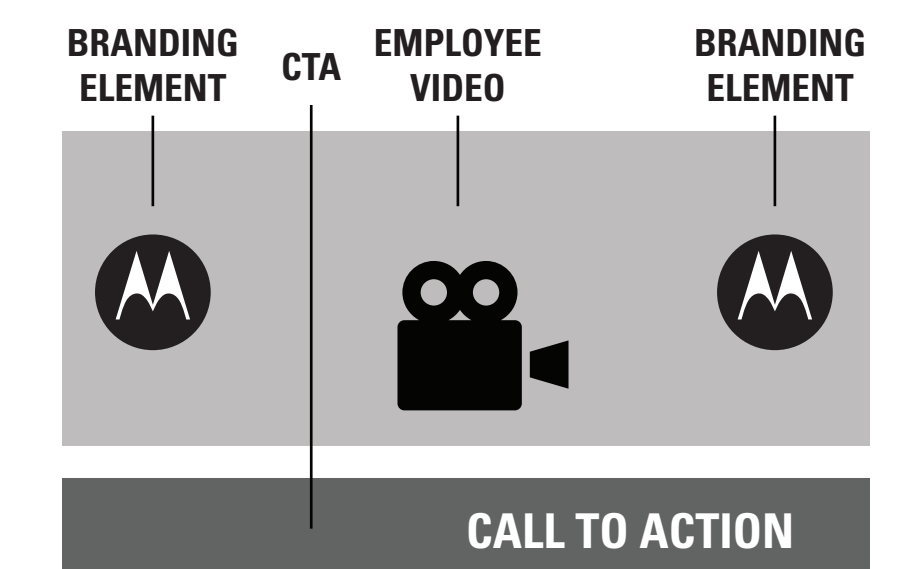
4. MODERATE VIDEO CLIP

Video is approved or rejected. Video is compressed, branded, and described using video editor.



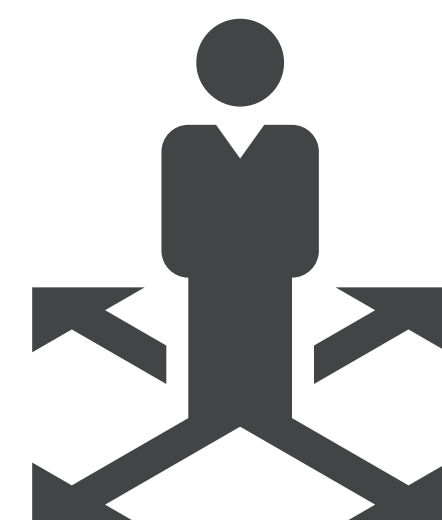
5. VIDEO CLIP LIVE

Video is now live for all sales employees to view, share, and comment on. Call to Action may be included.



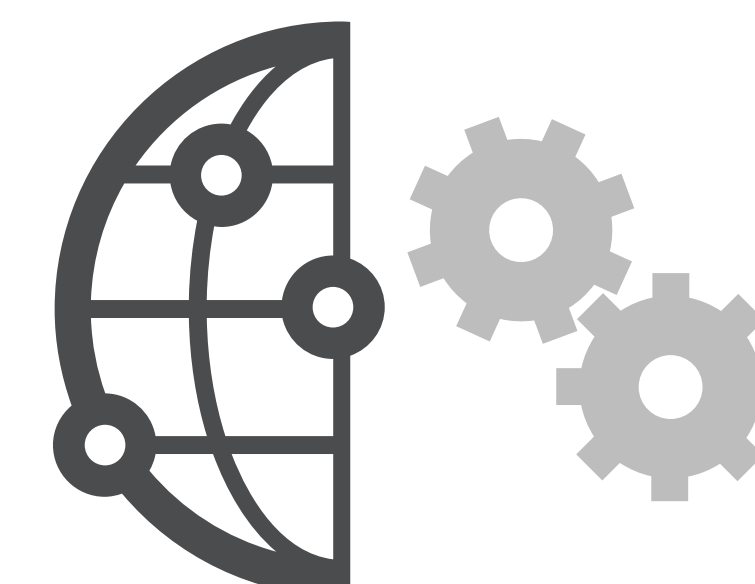
1. VIDEO CLIP SHARING

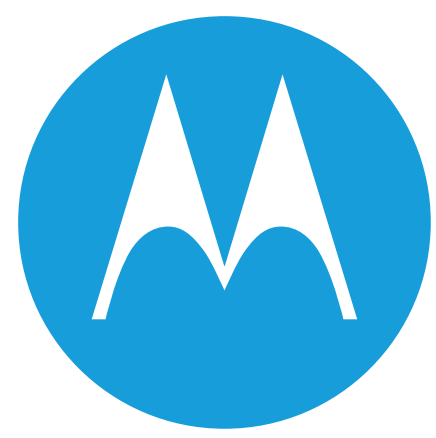
Video clips can be shared easily through a common share panel on the page.



2. METRICS GATHERING

Metrics are gathered on video clip at a specified time intervals to show active usage. Video clip archived when necessary.





OPTION 3 - SMARTPHONE / TABLET (APP)

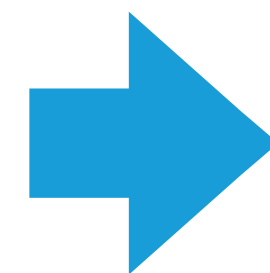
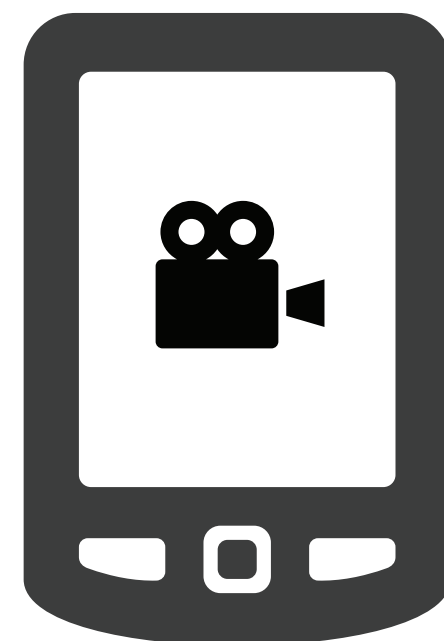
SALES WAY ALL STARS VIDEO CONCEPT

GENERAL

Sales employee to use SMARTPHONE, or TABLET with built-in screen camera to capture their video clip. After video has been saved, sales employee may upload it using an APP-BASED upload client for iOS or ANDROID.

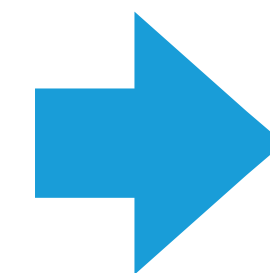
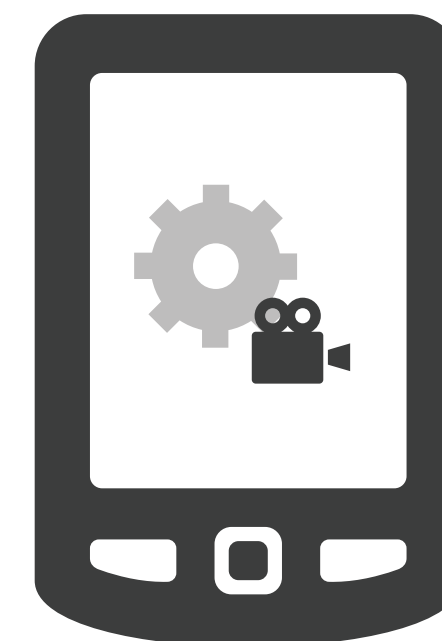
1. RECORD VIDEO CLIP

Sales employee uses app with built-in recording and photo library access to record video clip.



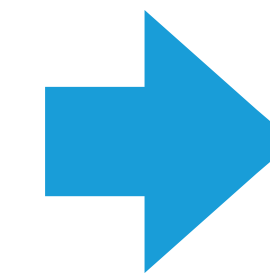
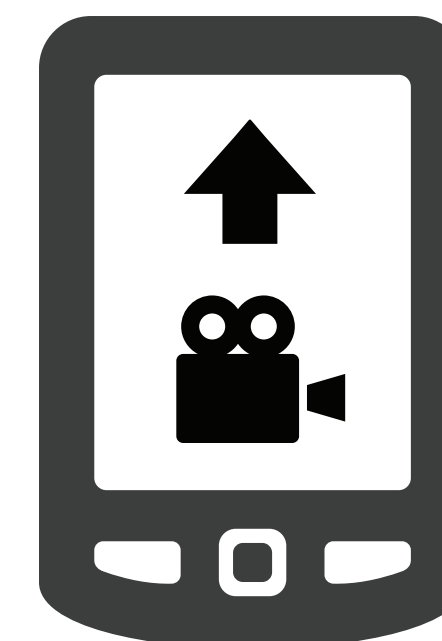
2. MODIFY VIDEO CLIP

video clip is modified. Branding and description is added automatically.



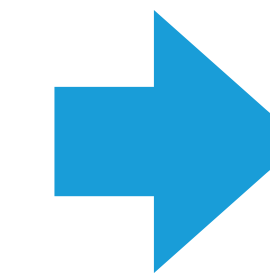
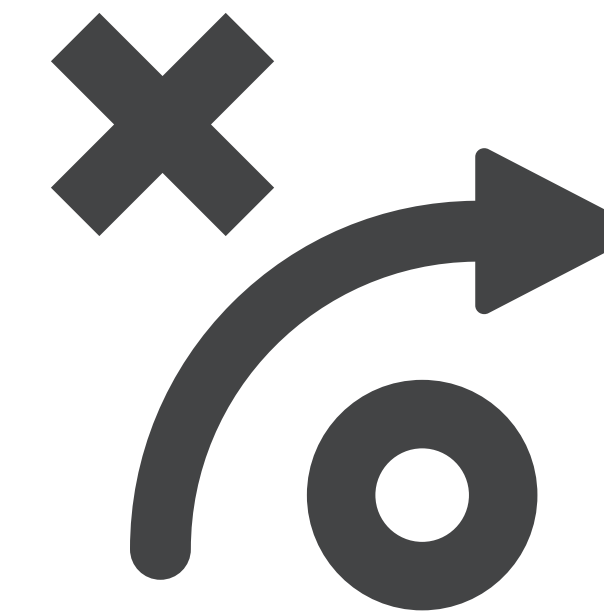
3. UPLOAD VIDEO CLIP

The video clip is uploaded to the Motorola Solutions hosted service.



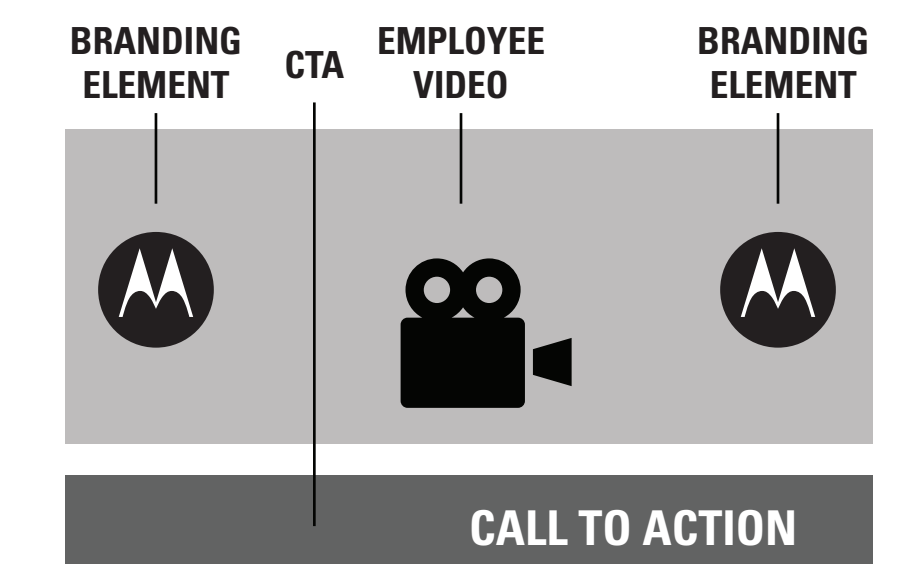
4. MODERATE VIDEO CLIP

Video is approved or rejected based on content.



5. VIDEO CLIP LIVE

Video is now live for all sales employees to view, share, and comment on. Call to Action may be included.



1. VIDEO CLIP SHARING

Video clips can be shared easily through a common share panel on the page.



2. METRICS GATHERING

Metrics are gathered on video clip at a specified time intervals to show active usage. Video clip archived when necessary.

