



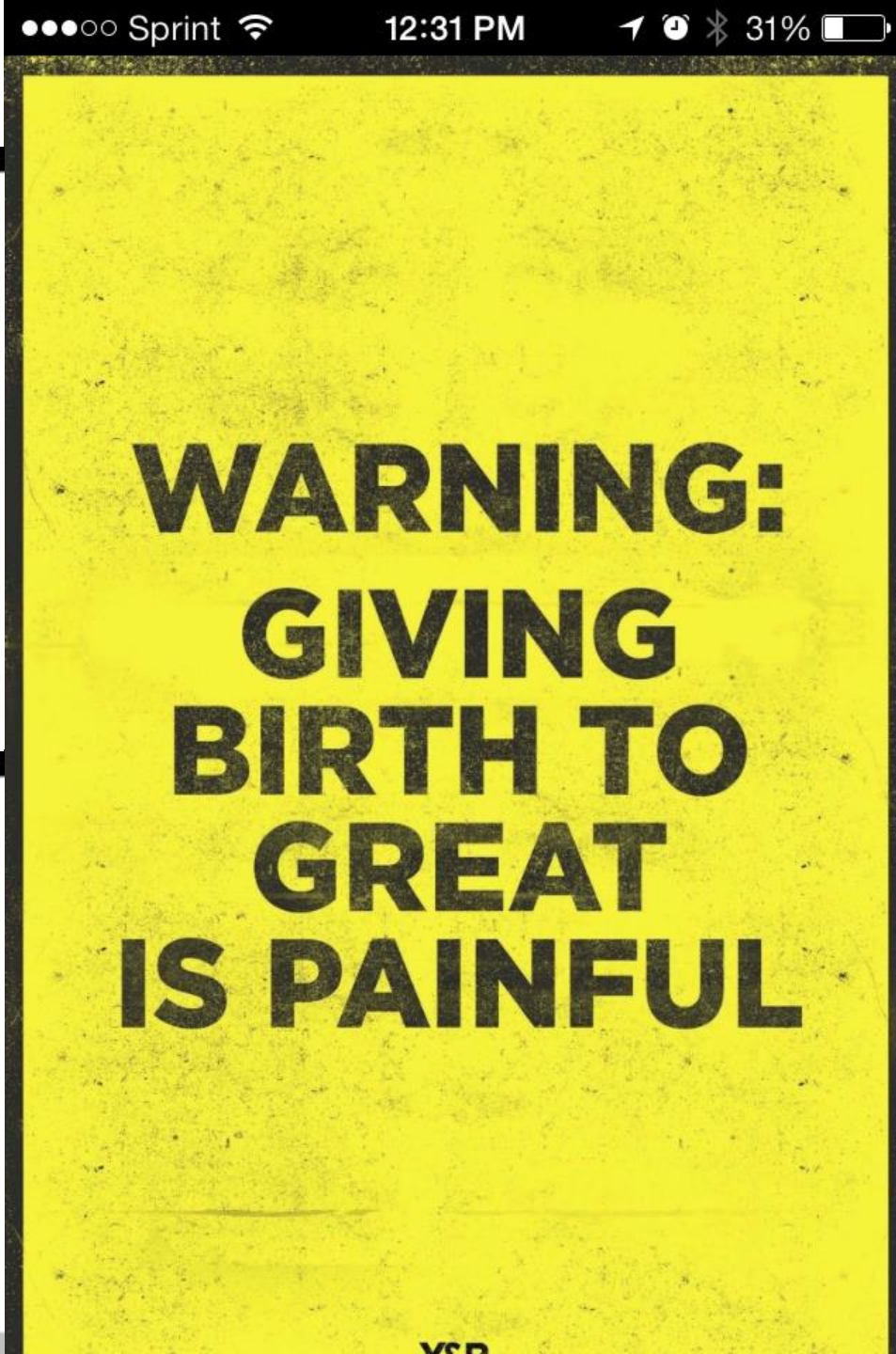
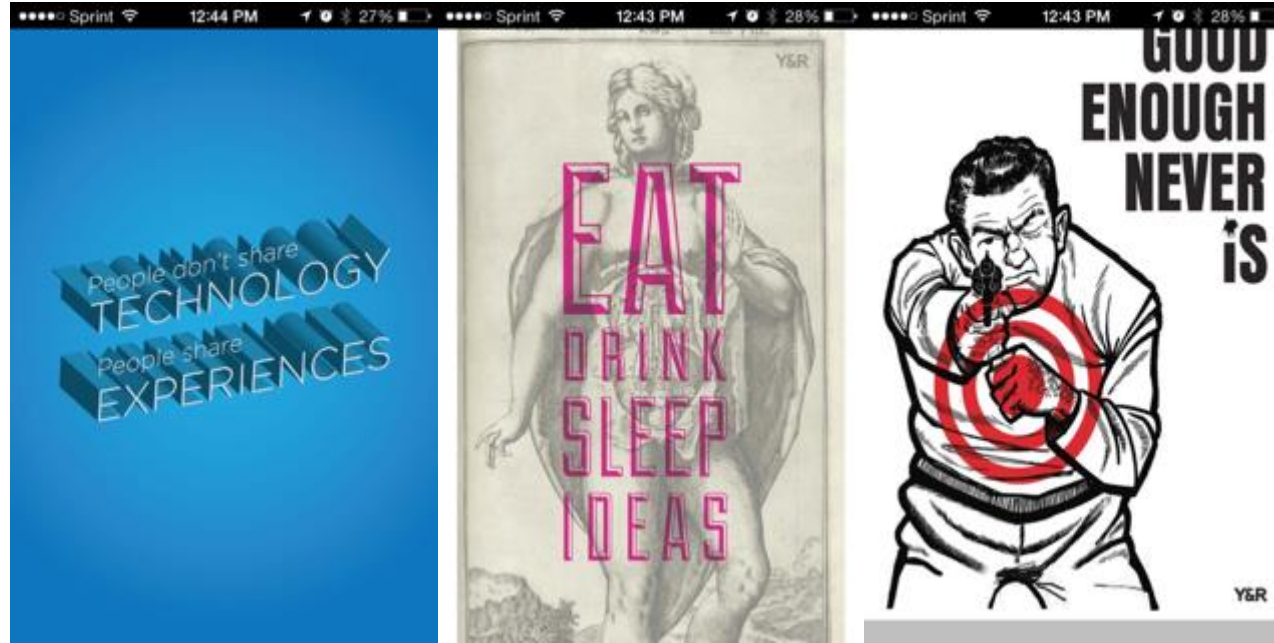
# Spark Mobile

iPhone App Visual Overview

(Beta release October 2013)

# Splash Page

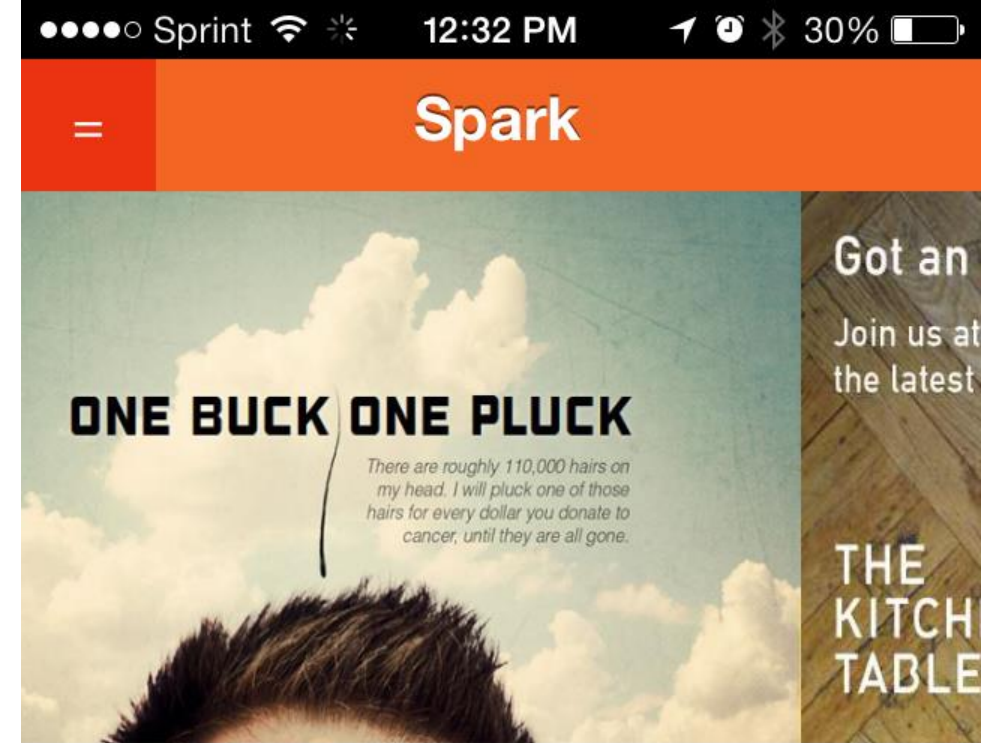
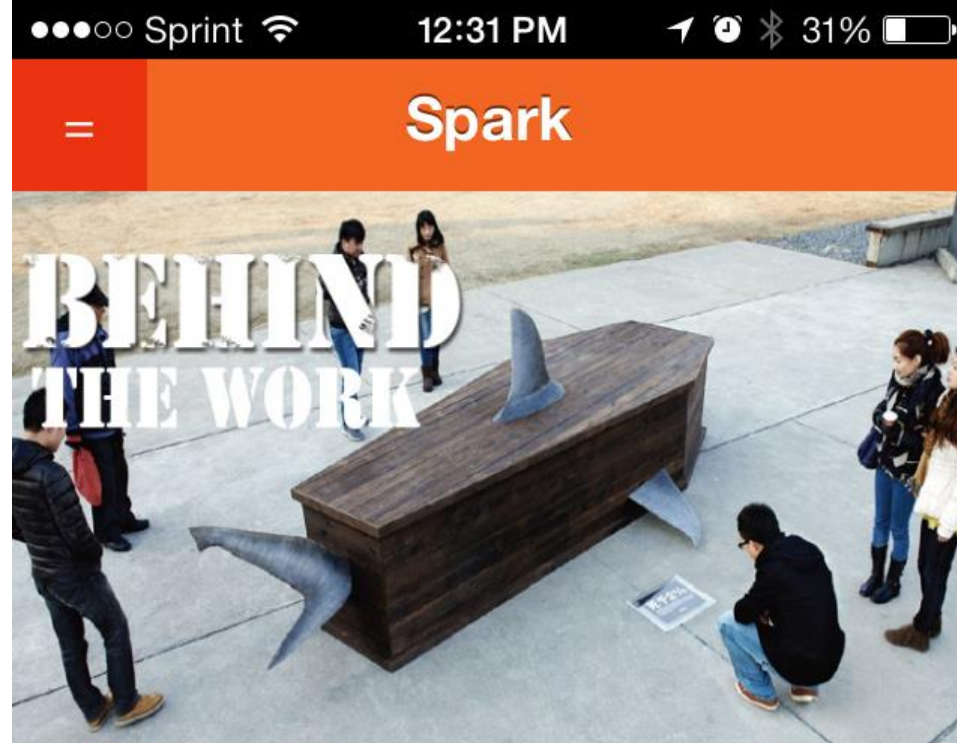
One of 16 chosen “Resist the Usual” posters is displayed, and then dismissed after 3 seconds.





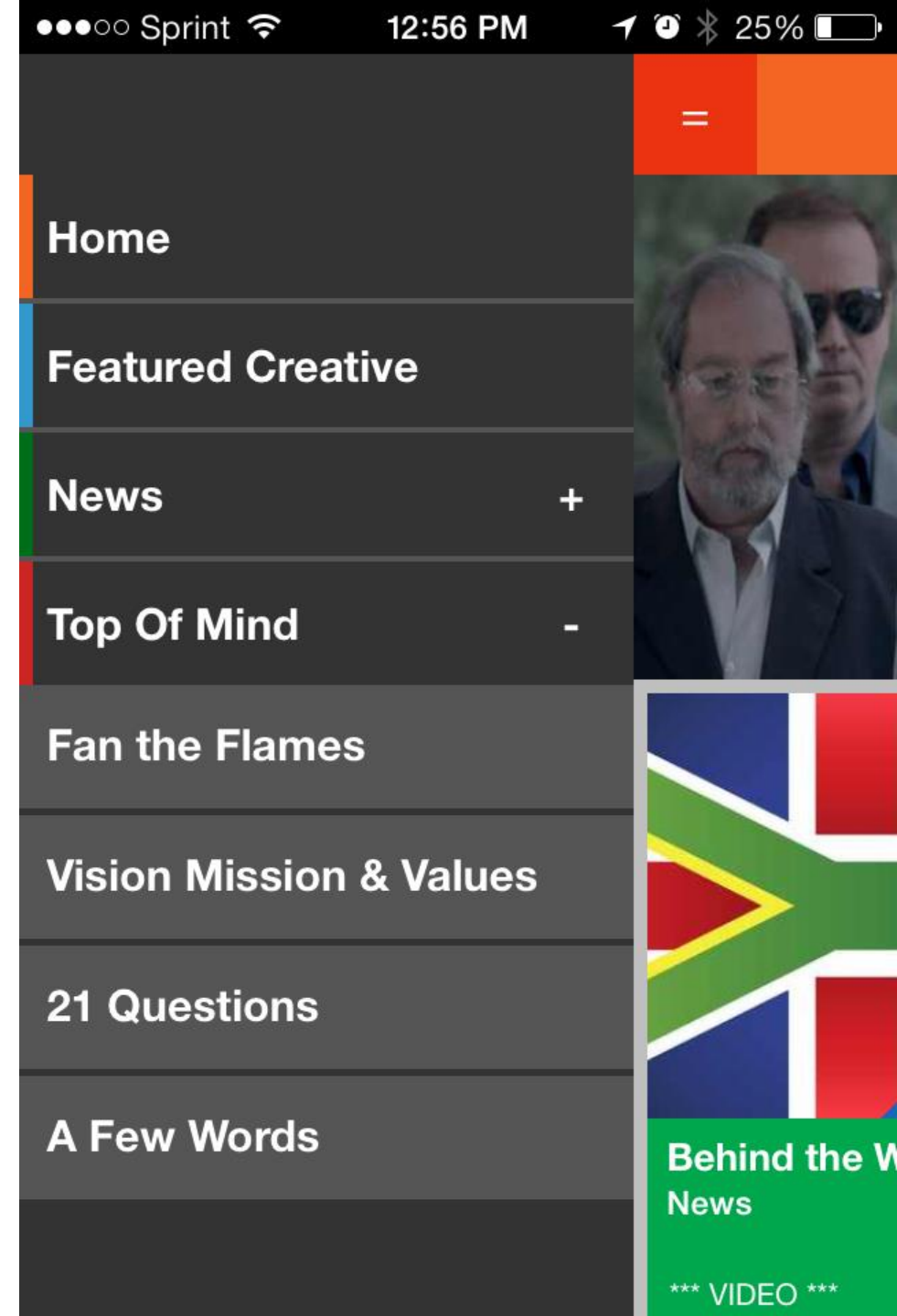
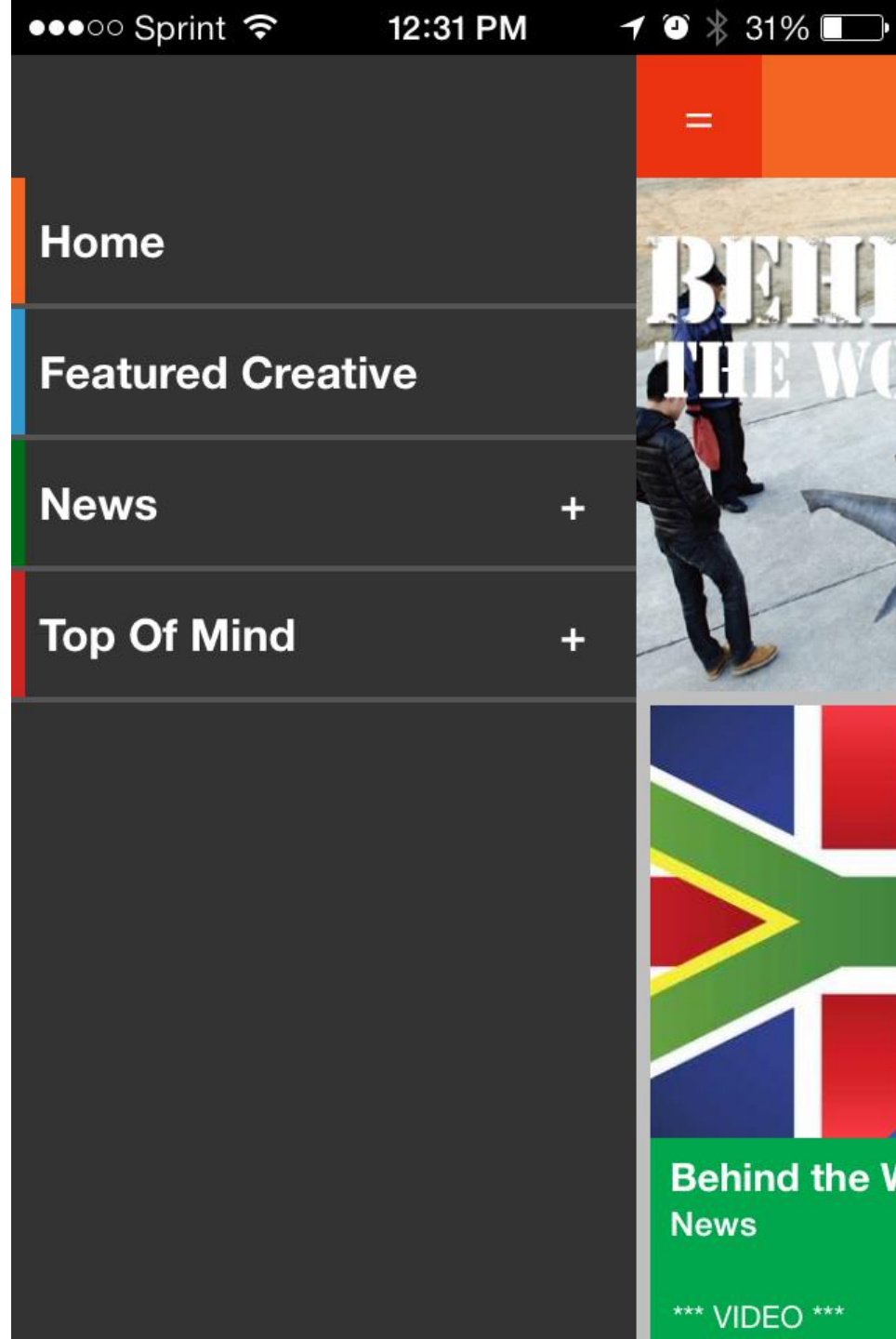
# Home Page

The App mirrors the magazine style of the site. Content is highlighted with an image slider, and the latest content is retrieved directly from the site via an API, and then laid out in a familiar way.



# Menu

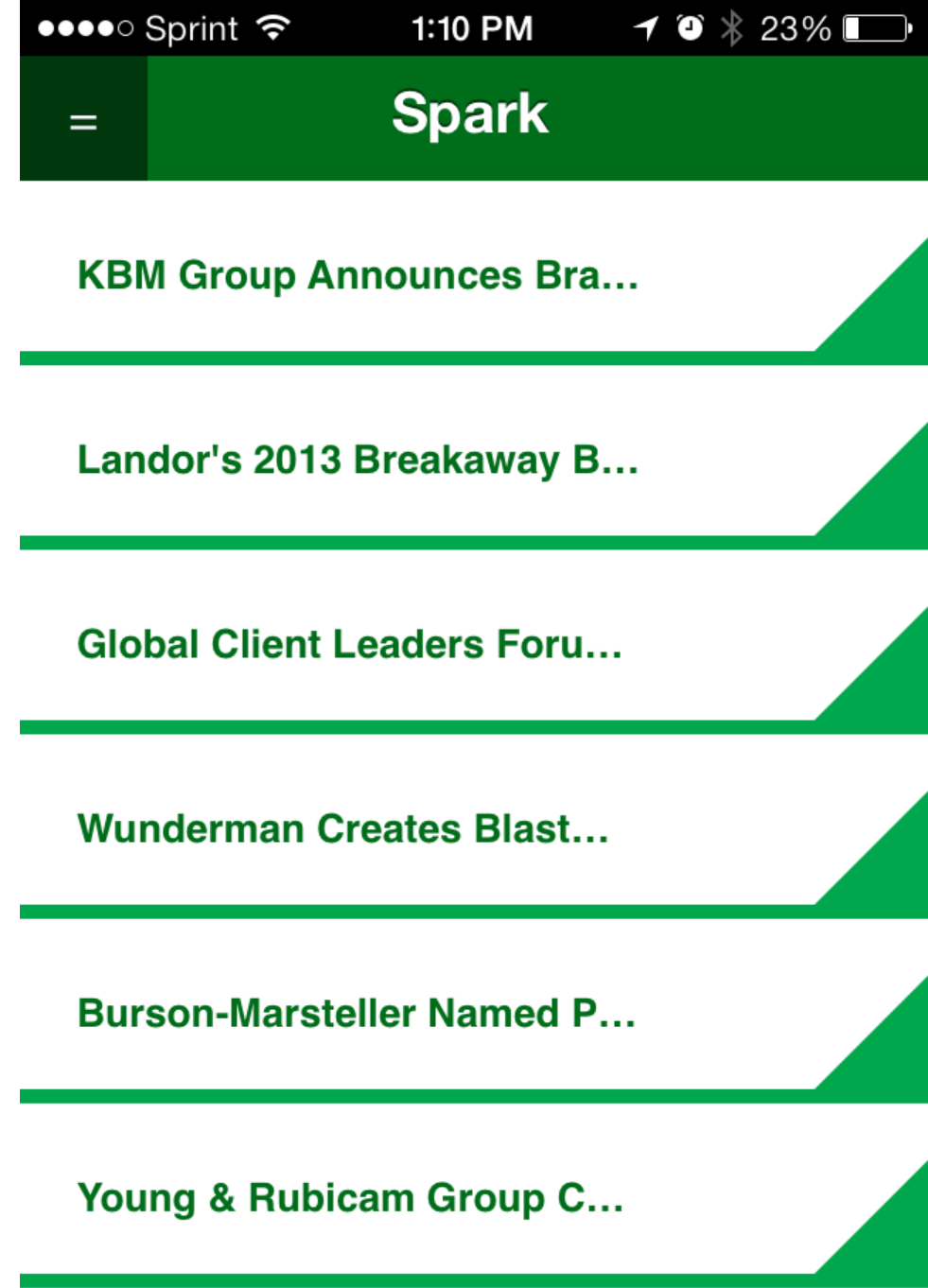
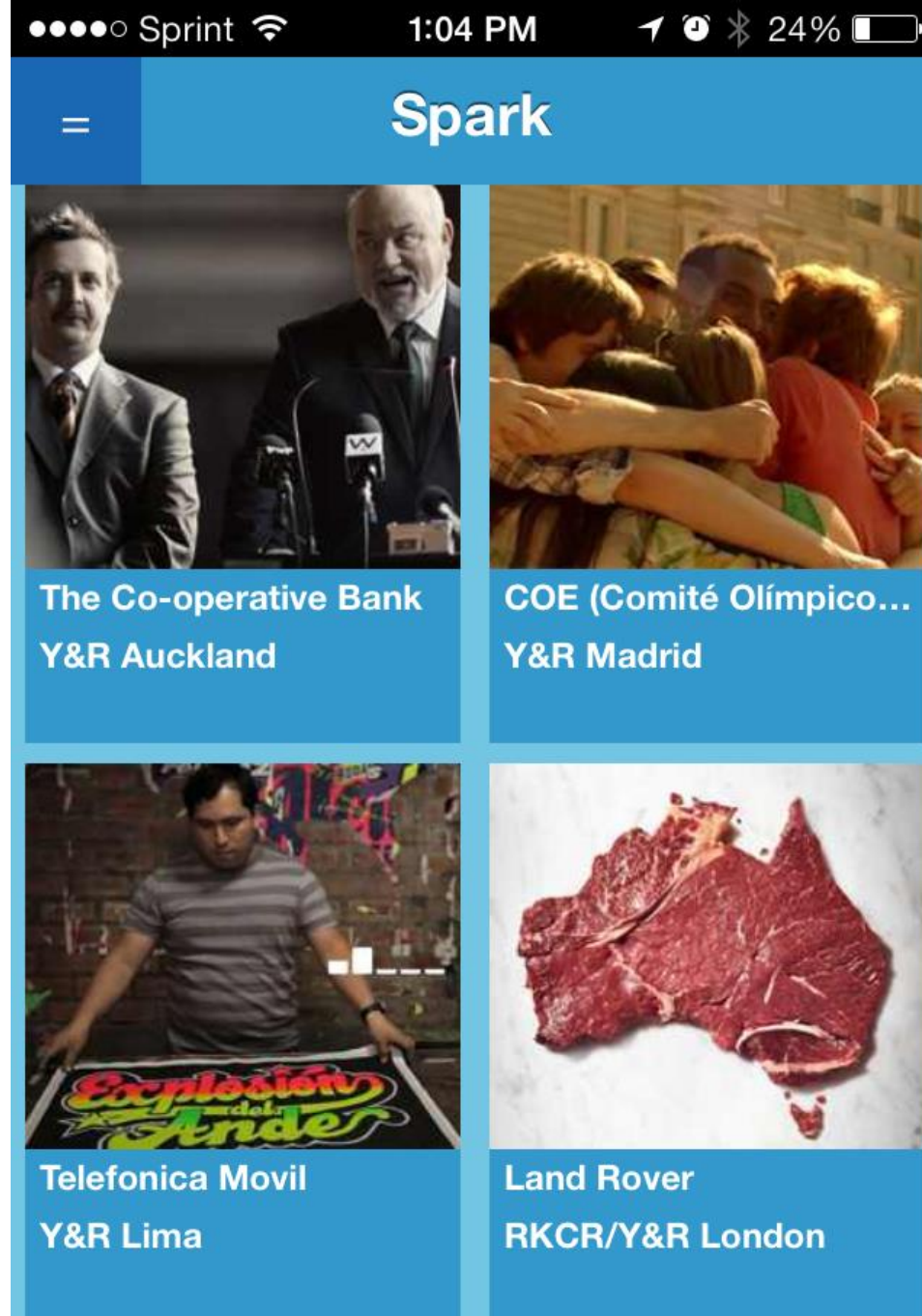
Site sections are mirrored in the app, with subsections getting an expandable sub-menu. The app mirrors the site section colors and styling.





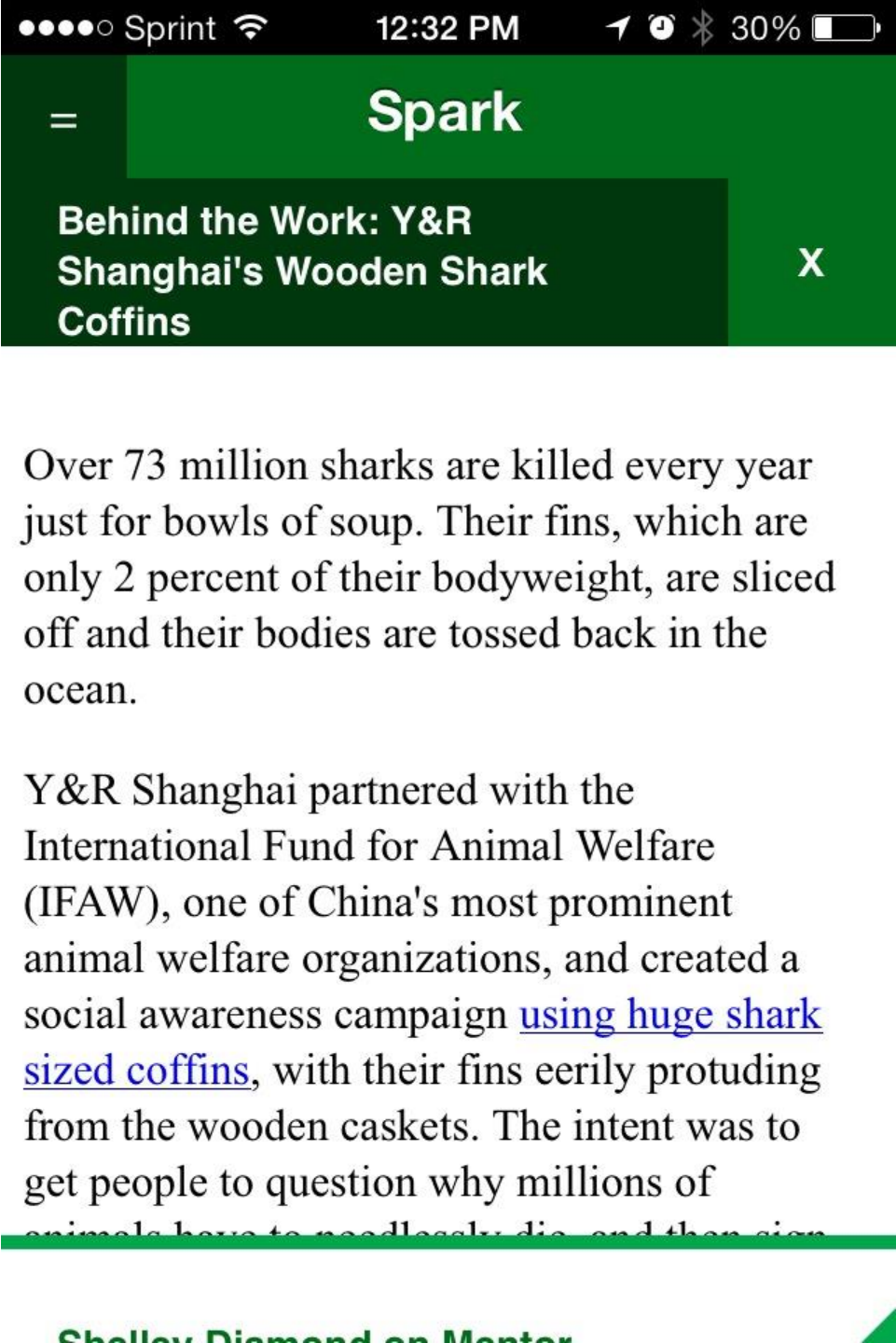
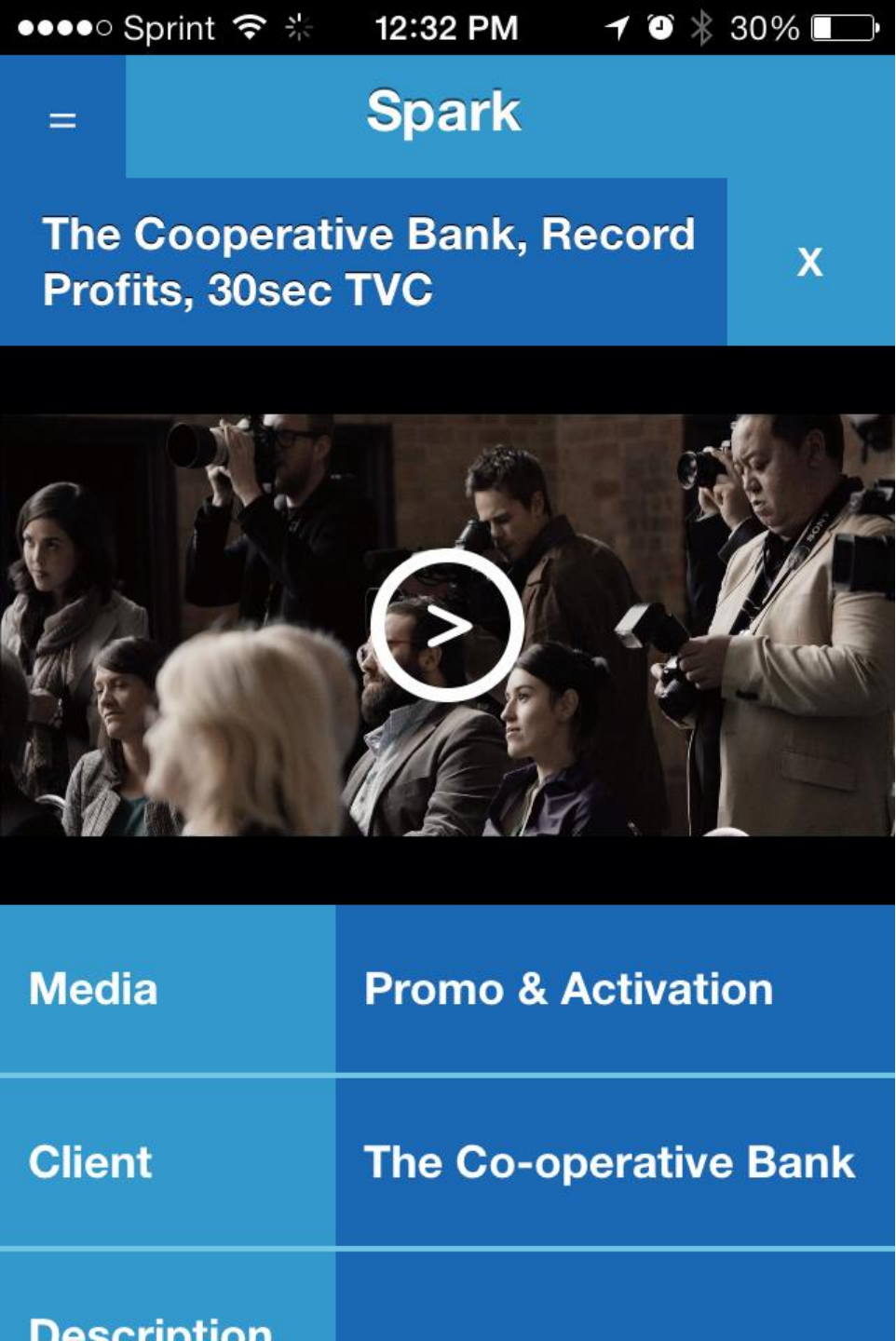
# Sections

Clicking on a section brings up a list of content, styled in section-appropriate colors



# Content

Clicking on individual content from the homepage displays it utilizing windows that are styled in section-appropriate colors. Clicking on it from a list will expand that list in an appealing way. Video streams direct from the site, and images are mobile-friendly.



Over 73 million sharks are killed every year just for bowls of soup. Their fins, which are only 2 percent of their bodyweight, are sliced off and their bodies are tossed back in the ocean.

Y&R Shanghai partnered with the International Fund for Animal Welfare (IFAW), one of China's most prominent animal welfare organizations, and created a social awareness campaign [using huge shark sized coffins](#), with their fins eerily protruding from the wooden caskets. The intent was to get people to question why millions of animals have to needlessly die, and then sign

Shelley Diamond on Mentor

# Additional Highlights

- The App caches your network credentials and presents them on your behalf. Unless your password changes or you are disabled, you enjoy 30 days of access to the site before being asked to sign in again.
- The Site Login page has been modified to allow an option to “Open In App”, which is handled intelligently within the APP.
- The App draws on the site’s personalization capabilities, making the content presented to each individual as varied or as centralized as the Global and Local content managers make it.
- The app feels peppy, the navigation and animation is clean, fast, and responsive.
- The experience draws you in, allowing you to focus on enjoying the content, which is front and center.

# Future Plans

- Commenting.
- Add additional sub-sections of the site which aren’t on the App at the moment.
- Add mobile-only content – tools, resources that are relevant only to mobile users.
- Notifications / subscriptions and Personalization.
- Pull in more ways of accessing creative content (beyond just featured content).