

# Topline Conclusions

- Hooks into the existing [partner] community are critical to avoid being lost in their online store.
- We need a deep and broad selection of [partner] content to support a compelling experience.
- Meta-info about the licensed content will help us add effects and tag posters for easy browsing.

# Brett, Casual [partner] Fan

## Description

- 28 years old, married with a young child
- Visits [partner] about once a month
- A busy adult without much “fun” time.



## Goals

- Use his entertainment time and money well.
- Get good results quickly without worrying about the process.

## 1. [partner] community site

Time on task: 0 min



## 2. Choice of poster styles

Time on task: 2 min

### Choose from our poster styles

Movie marquee

Quick movie marquee-style posters



Create a scene

Choose a background, add characters, robots, and vehicles



Per.

I'll try out the quick version.

You're the star! Add your own image to a famous shot.



### 3. Quick content selection

Time on task: 8 min

**Background** (choose 1)

◀ [Gray] [Orange] [Yellow] [Green] ▶

**Add to your poster**

[Orange]

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**Characters** (select 1 – 4)

◀ [Purple] [Dark Blue] [Blue] [Light Blue] [Green] ▶

[Blue]


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**Shapes & Vehicles** (optional)

[Gray] [Orange] [Yellow] [Green] ▶

[Empty dashed box]

Nice range of stuff to work with.



## 4. Fast, customizable results

Time on task: 10 min

Preview


Title

[Partner] Marquee


Select font ... ▼

Update title

Add speech bubble




That looks awesome,  
just like a real movie  
poster!



## 5. Purchase and share back

Time on task: 15 min

**SHOPPING CART**

Item	Qty	Price	Remove
 16x20" Basic Paper	<input type="text" value="1"/>	\$XX.XX	<input type="checkbox"/>

☒ Share back to [Facebook.com](#) (available only with purchase)

**Subtotal** \$XX.XX


Haven't found everything you need yet?  
Click 'Continue Shopping' for more  
Star Wars products.

Did you change anything?  
Click 'Update Cart' to save.

Have you finished shopping and are you ready to checkout?  
Click 'Proceed to Checkout' to place your order.

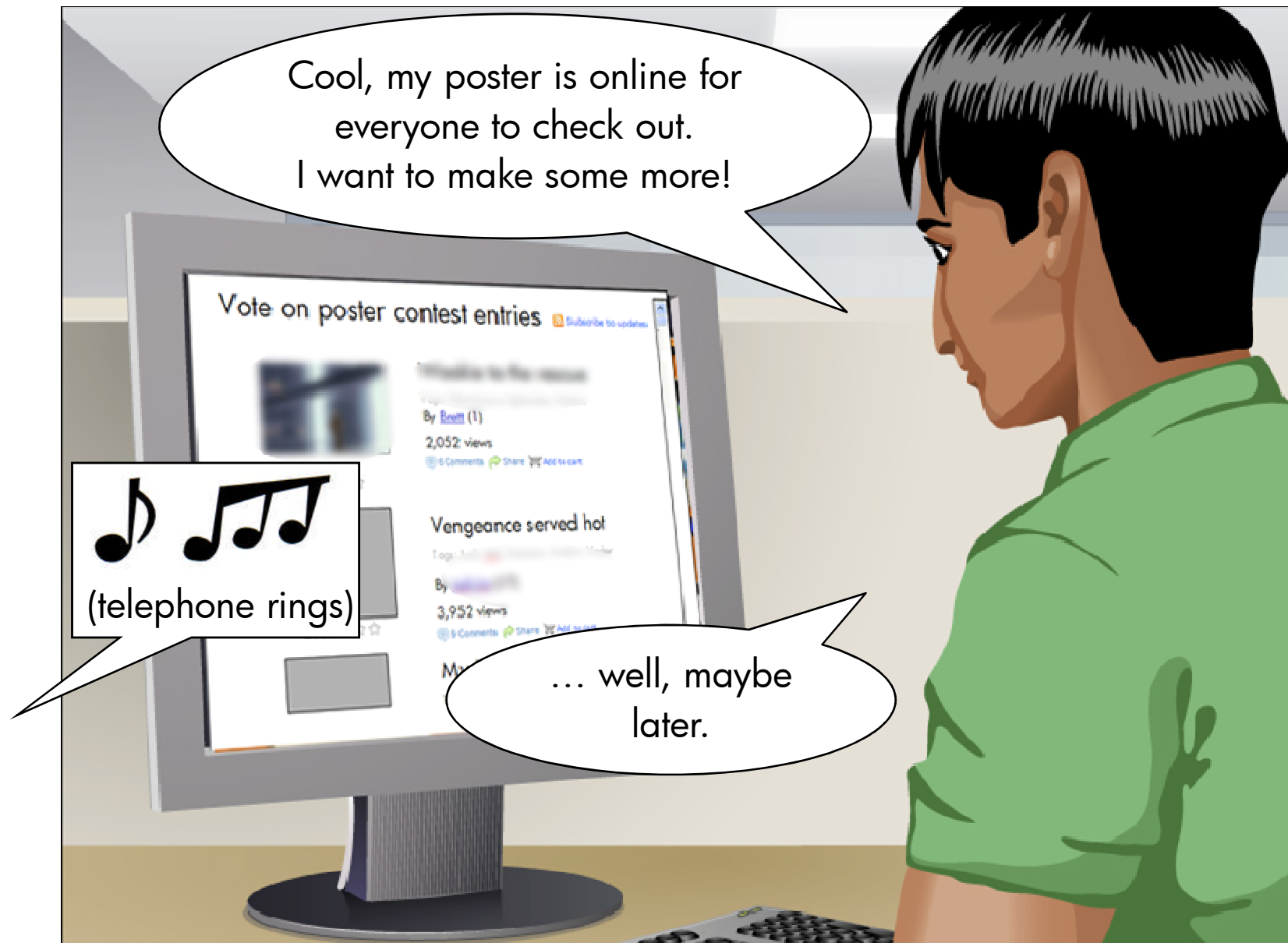
PROCEED TO CHECKOUT

Perfect size for my apartment.



## 6. Purchase and share back

Time on task: 20 min

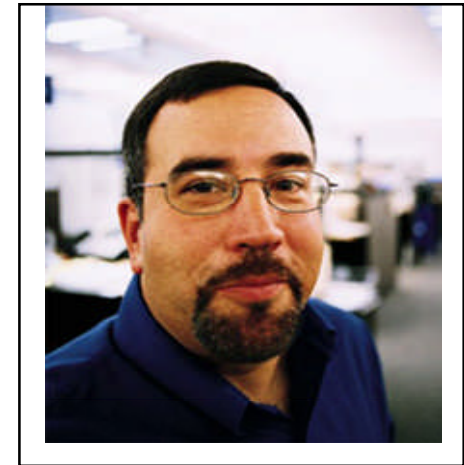




# Paul, Hardcore [partner] Collector

## Description

- 38 years old, single, works in a technical field.
- Visits [partner site] 4 - 5 times a month
- A gadget lover and early adopter who remembers seeing the first [partner] movie as a young child




## Goals

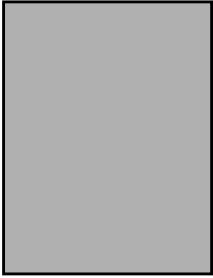
- Show off his proud collection of [partner] merchandise.
- Be among the first to try out and rate new online experiences.
- What he collects and how he displays it is **a personal expression.**

# 1. Community / poster contest

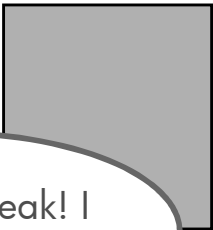
Time on task: 0 min

## Vote on poster contest entries


 [Subscribe to updates](#)



★★★★☆



☆☆






### This little robot

Tags: lorem, ipsum, dolor, Sit Amet

By [Brett](#) (3)

2,052 views




 6 Comments  Share  Add to cart

### Vengeance served hot

Tags: Lorem, ipsum, dolor, consequat

By [spaceman-jim](#) (17)

3,952 views

 9 Comments  Share  Add to cart

### My astrokids

Tags: Lorem, Ipsum, Sed Alia

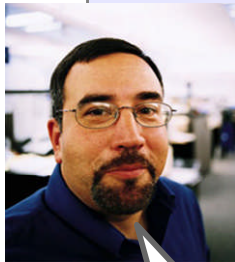
These are weak! I could do better.



Poster	Author	Views	Comments	Created
Poster 1	Author 1	100	5	Jan 20 2008
Poster 2	Author 2	200	10	Jan 21 2008
Poster 3	Author 3	300	15	Jan 22 2008
Poster 4	Author 4	400	20	Jan 23 2008
Poster 5	Author 5	500	25	Jan 24 2008
Poster 6	Author 6	600	30	Jan 25 2008
Poster 7	Author 7	700	35	Jan 26 2008
Poster 8	Author 8	800	40	Jan 27 2008
Poster 9	Author 9	900	45	Jan 28 2008
Poster 10	Author 10	1000	50	Jan 29 2008

## 2. Choice of poster styles

Time on task: 2 min



Movie marquee

My buddy looks  
like a character.  
Can I put his  
picture in?

Create a scene

### Choose from our poster styles

Quick movie marquee-  
style posters



Choose a background,  
add characters and  
vehicles



Personalize the shot

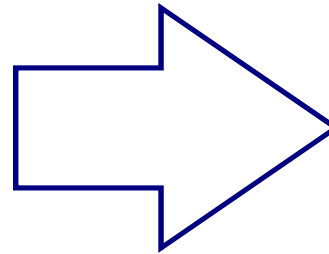
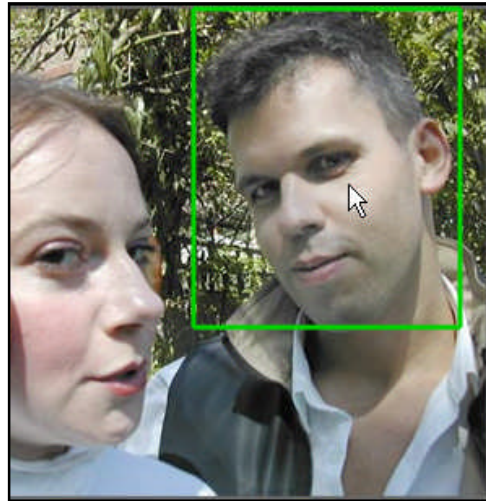
You're the star! Add  
your own image to a  
famous shot.



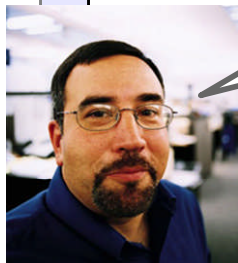
### 3. Upload user content

Time on task: 10 min

Who do you want to add to your poster?



I'm going to try  
using this photo ...  
done, that was easy



## 4. Add text, photo filter FX

Time on task: 25 min

### Preview

#### Title

Space Warriors

Select font ... ▼

Update title

#### Add speech bubble

#### Photo effects


☒ Weapon lens flare

☐ Remove background

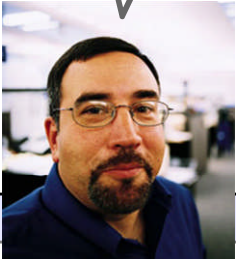
☐ Figure glow

Apply effects

Done!




Good, I can tweak stuff ... this is fun to mess around with



## 5. Cart, finishing options, frame

Time on task: 30 min

**SHOPPING CART**

Item	Qty	Price	Remove
 <b>custom poster</b> 27x40" Framed, UV glass, Matte finish <input checked="" type="checkbox"/> Share back to [partner] (Available only with purchase)	<input type="text" value="1"/>	<b>\$XX.XX</b>	<input type="checkbox"/>
<b>Subtotal</b>		<b>\$XX.XX</b>	

Haven't found everything you need yet?  
Click 'Continue Shopping' for more products.

**CONTINUE SHOPPING**

Did you change any quantities or check the remove box? Click 'Update Shopping Cart' to save your changes.

**UPDATE SHOPPING CART**

Have you finished shopping and are you ready to checkout?  
Click 'Proceed to Checkout' to place your order.

**PROCEED TO CHECKOUT**

Can't wait to add this to my collection!



## 6. Share back to community

Time on task: 40 min

The screenshot shows a Digg homepage with three items listed. Each item has a thumbnail image, a title, tags, author, views, comments, share, and add to cart buttons. The first item is by Paul (1) with 3 views and 0 diggs. The second item is by Brett (1) with 2,052 views and 143 diggs. The third item is 'Vengeance served hot' by [redacted] (17) with 3,952 views and 162 diggs. A speech bubble from a man in the top right corner says 'Now I'll invite my friends to vote me up!'.

Item	Author	Views	Diggs	Comments
Item 1	Paul (1)	3	0	0
Item 2	Brett (1)	2,052	143	6
Item 3	[redacted] (17)	3,952	162	9