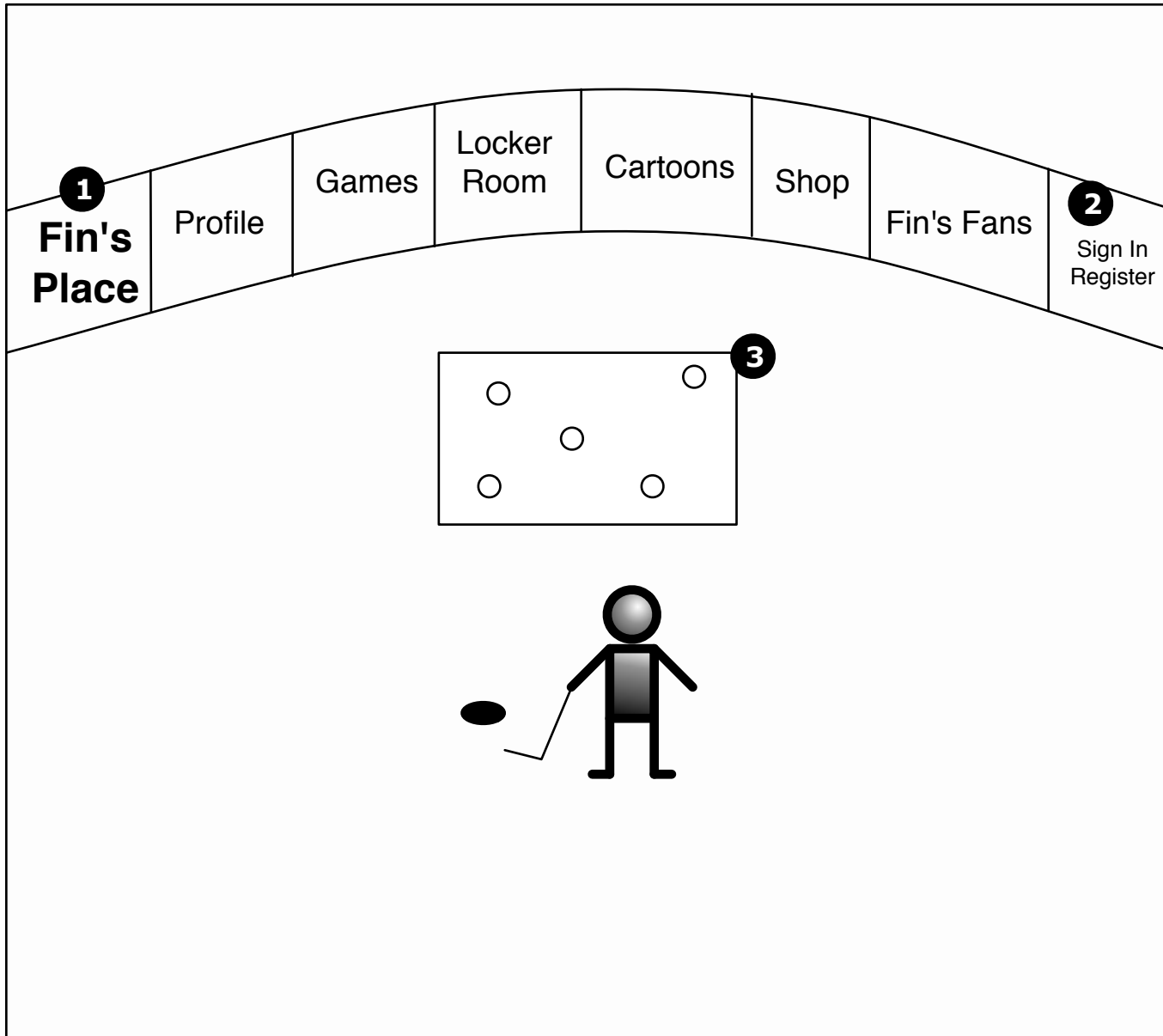




# Home Page



## Annotations

\* All pages in Fin's Place are built in Flash.

The home page represents a portion of an ice rink.

1. The main navigation curves along the boards of an ice rink graphic. In subsequent pages, it will straighten into a traditional bar navigation while keeping the same navigation sections.

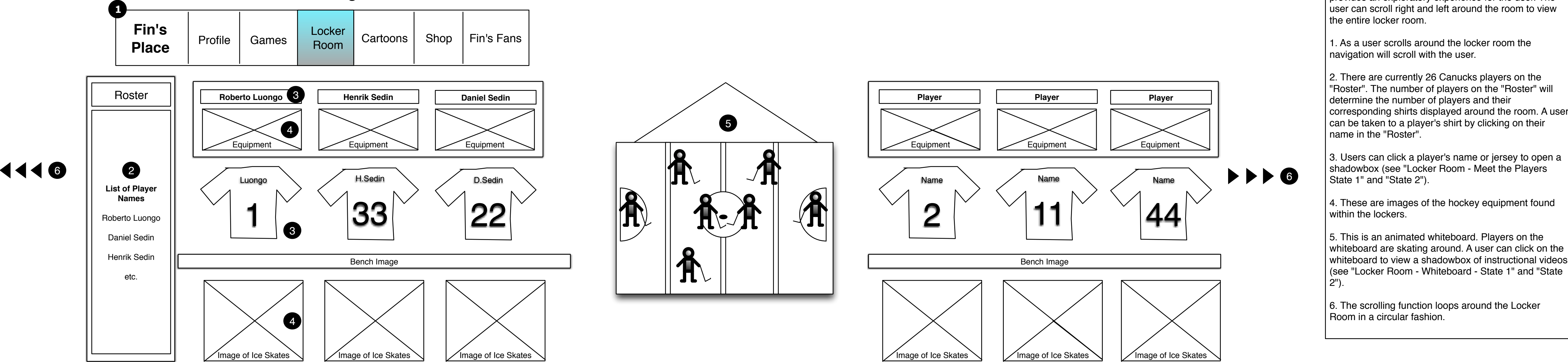
"Fin's Place" links to the home page. Its text size is larger and more prominent than the other navigation sections.

2. Sign In and Register make up the utility navigation.

3. A Flash game that allows the user to shoot a puck into hole cut-outs in the hockey net. The user employs a click-drag-release motion with his mouse or trackpad in order to manipulate the stick and puck. The puck is tied to the stick's motions.

# Locker Room

## Main Page



### Annotations

This is the Locker Room main page. It is an animated representation of the Canucks Locker Room. It provides an exploratory experience for the user. The user can scroll right and left around the room to view the entire locker room.

1. As a user scrolls around the locker room the navigation will scroll with the user.

2. There are currently 26 Canucks players on the "Roster". The number of players on the "Roster" will determine the number of players and their corresponding shirts displayed around the room. A user can be taken to a player's shirt by clicking on their name in the "Roster".

3. Users can click a player's name or jersey to open a shadowbox (see "Locker Room - Meet the Players State 1" and "State 2").

4. These are images of the hockey equipment found within the lockers.

5. This is an animated whiteboard. Players on the whiteboard are skating around. A user can click on the whiteboard to view a shadowbox of instructional videos (see "Locker Room - Whiteboard - State 1" and "State 2").

6. The scrolling function loops around the Locker Room in a circular fashion.

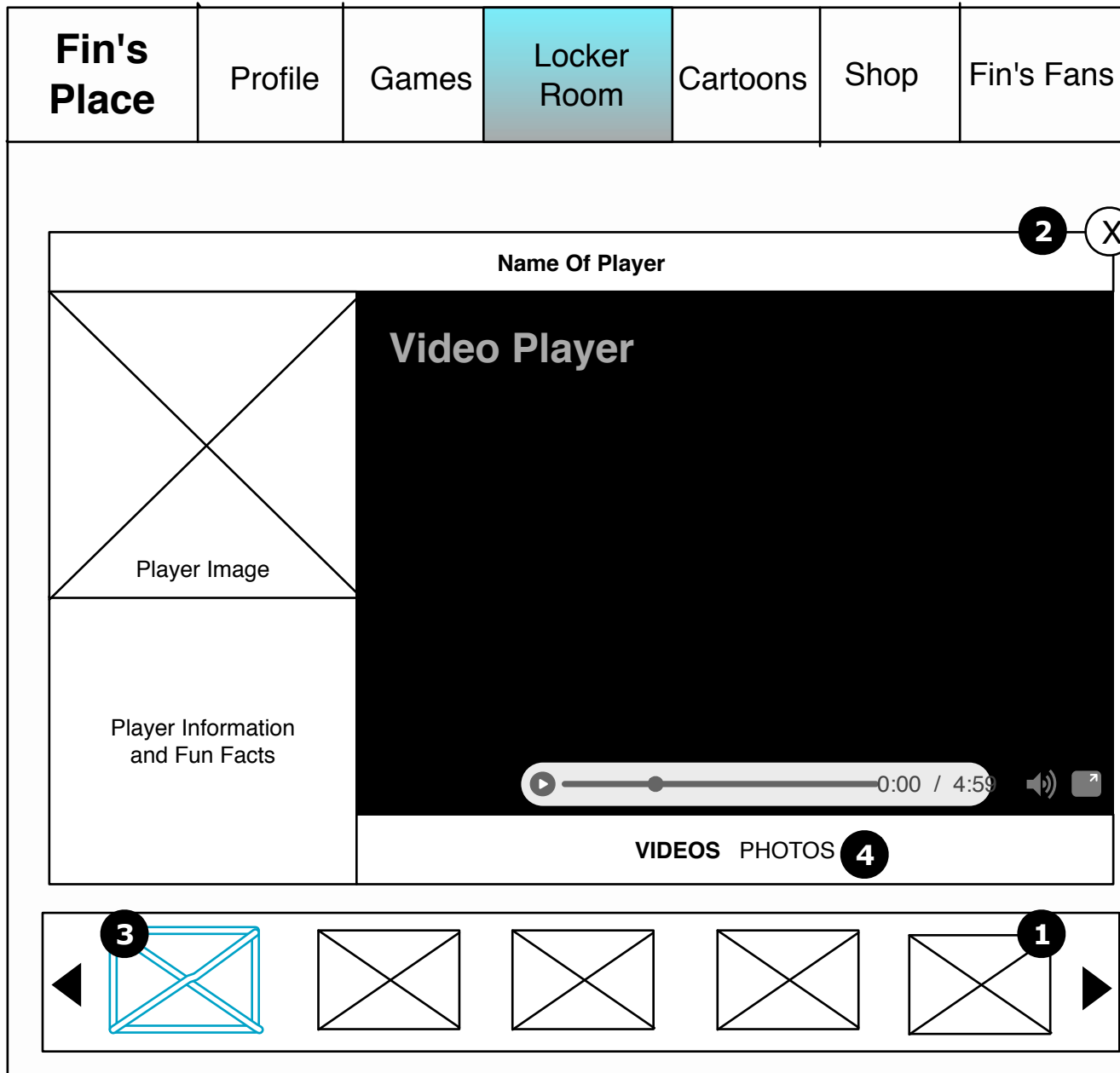
Shadowbox Size Perspective

**Annotations**

Presented here is the size of all shadowboxes in relation to the Locker Room.

# Locker Room

## Meet the Players - Videos



### Annotations

This is the video section of the Meet The Players shadowbox. It showcases the corresponding player video that the user selected in the Locker Room.

1. Thumbnails show a lineup of successive videos in the album.

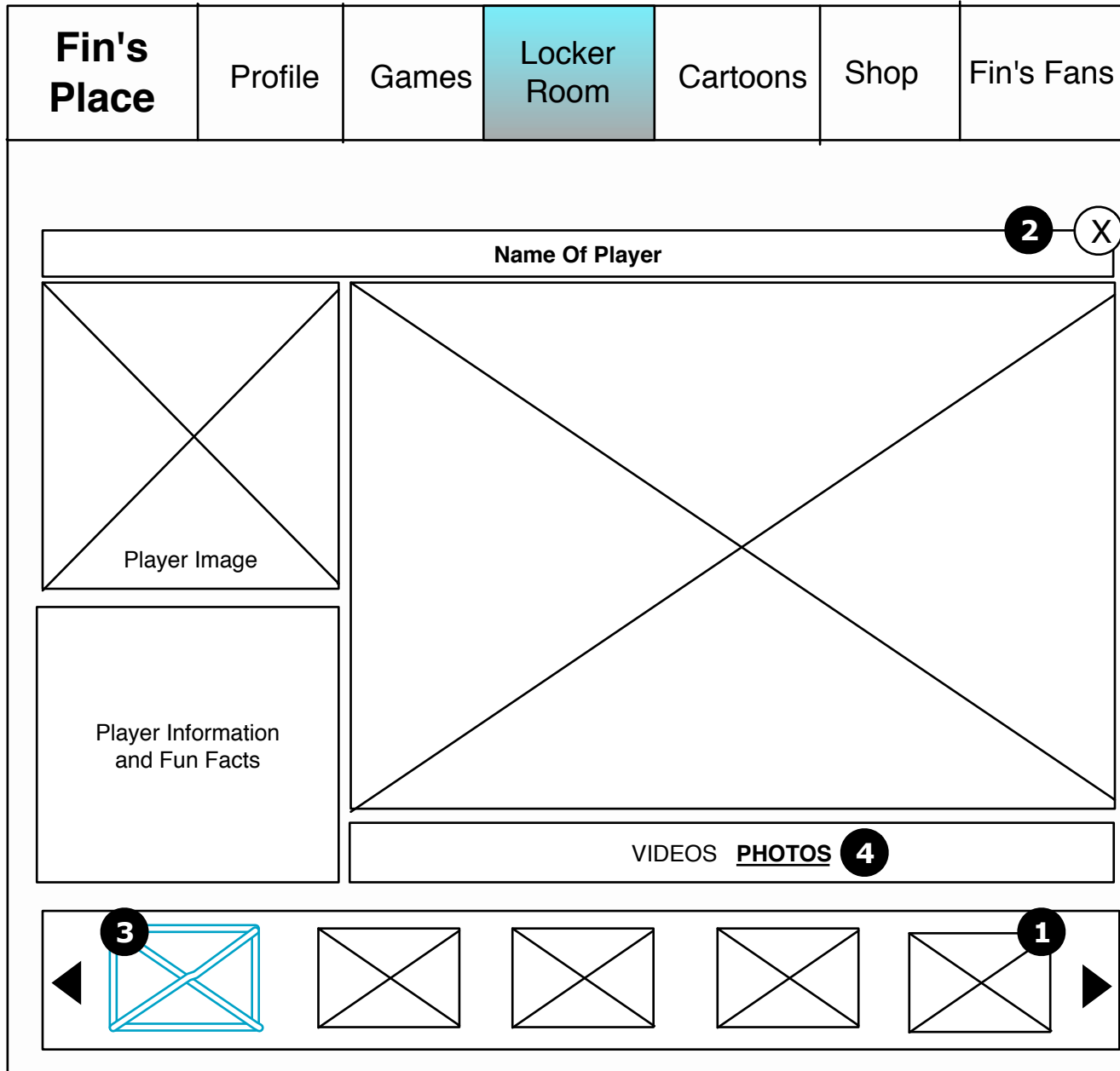
2. The x-button allows users to exit out of the shadowbox and return to the Locker Room.

3. Highlighted in turquoise is the current video playing in the slideshow.

4. This navigation allows users to switch between viewing player-specific videos and player-specific photos within the same window (see "Locker Room - Meet the Players - Photos").

# Locker Room

## Meet The Players - Photos



### Annotations

This is the photo section of the Meet The Players shadowbox. It showcases the corresponding player photos that the user selected in the Locker Room.

1. Thumbnails show a lineup of successive photos.

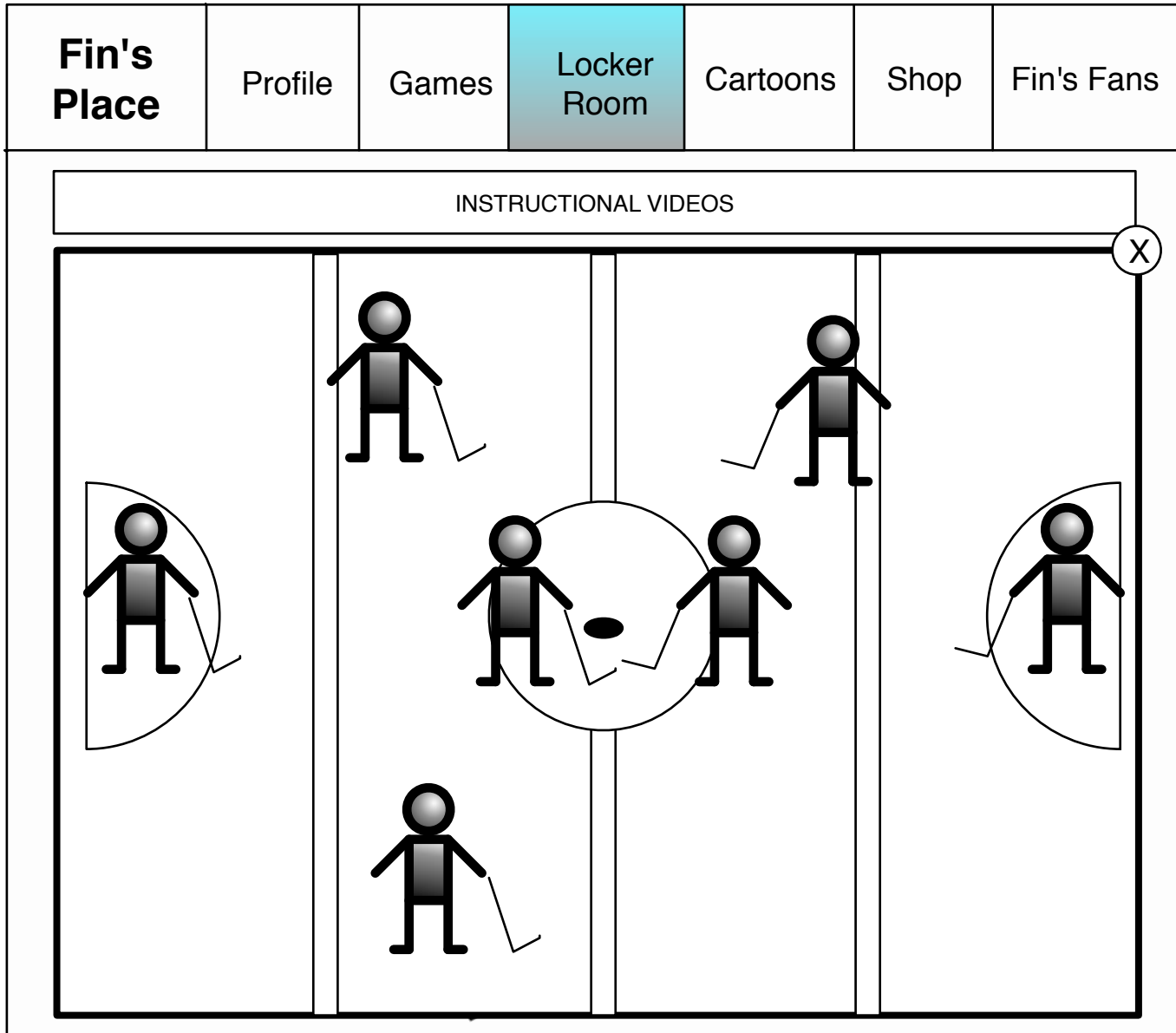
2. The x-button allows users to exit out of the shadowbox and return to the Locker Room.

3. Highlighted in turquoise is the current photo playing in the slideshow.

4. This navigation allows users to switch between viewing player-specific photos and player-specific videos within the same window (see "Locker Room - Meet the Players - Videos").

# Locker Room

## Whiteboard - State 1



### Annotations

This appears as a shadowbox when a user clicks the animated whiteboard in the Locker Room.

Players skate around doing various actions that mimic what their video will teach the viewer.

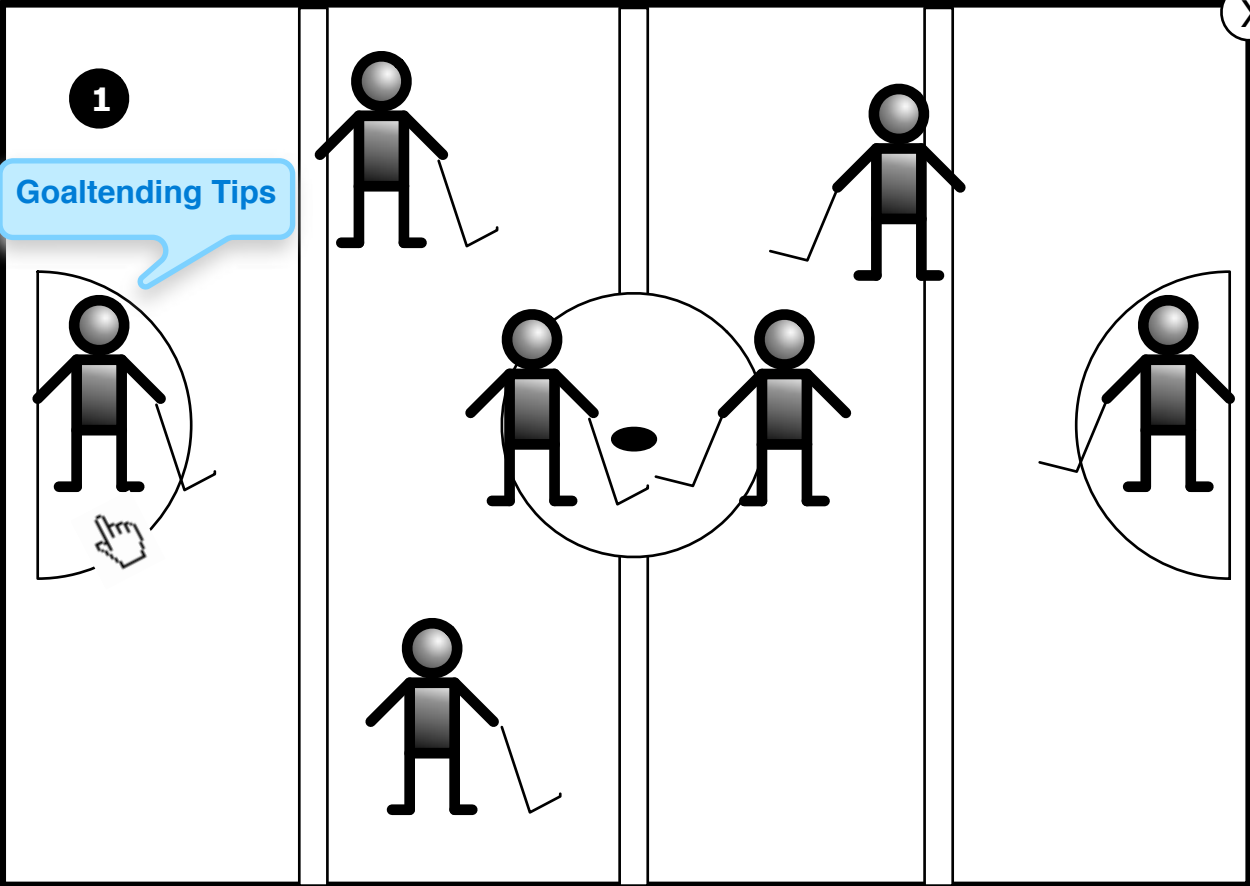
Users can hover over each animated player to view a description of the video (see "Locker Room - Whiteboard - State 2").

# Locker Room

## Whiteboard - State 2

<b>Fin's Place</b>	Profile	Games	<b>Locker Room</b>	Cartoons	Shop	Fin's Fans
--------------------	---------	-------	--------------------	----------	------	------------

INSTRUCTIONAL VIDEOS



### Annotations

This appears as a shadowbox when a user clicks on a player from the whiteboard in the Locker Room.

1. As the user hovers over a player, the hand cursor indicates that is is "clickable." A popup appears with information about the video topic.



# Locker Room

## Whiteboard - State 3 (Video Player)

Fin's  
Place

Profile

Games

Locker  
Room

Cartoons

Shop

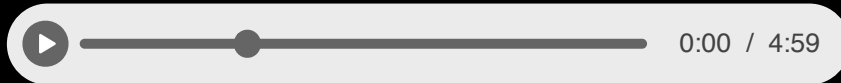
Fin's Fans

NAME OF SPECIFIC VIDEO BEING DISPLAYED

Video Player

2

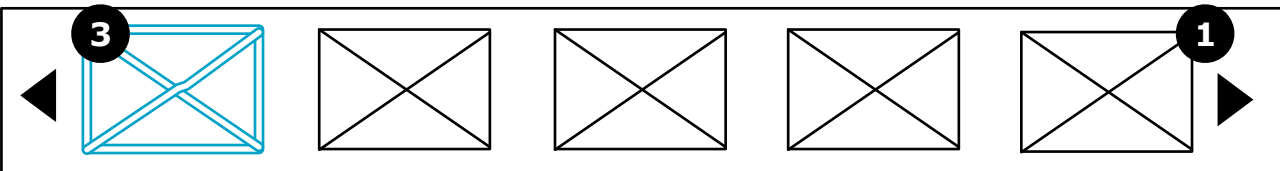
X



### Annotations

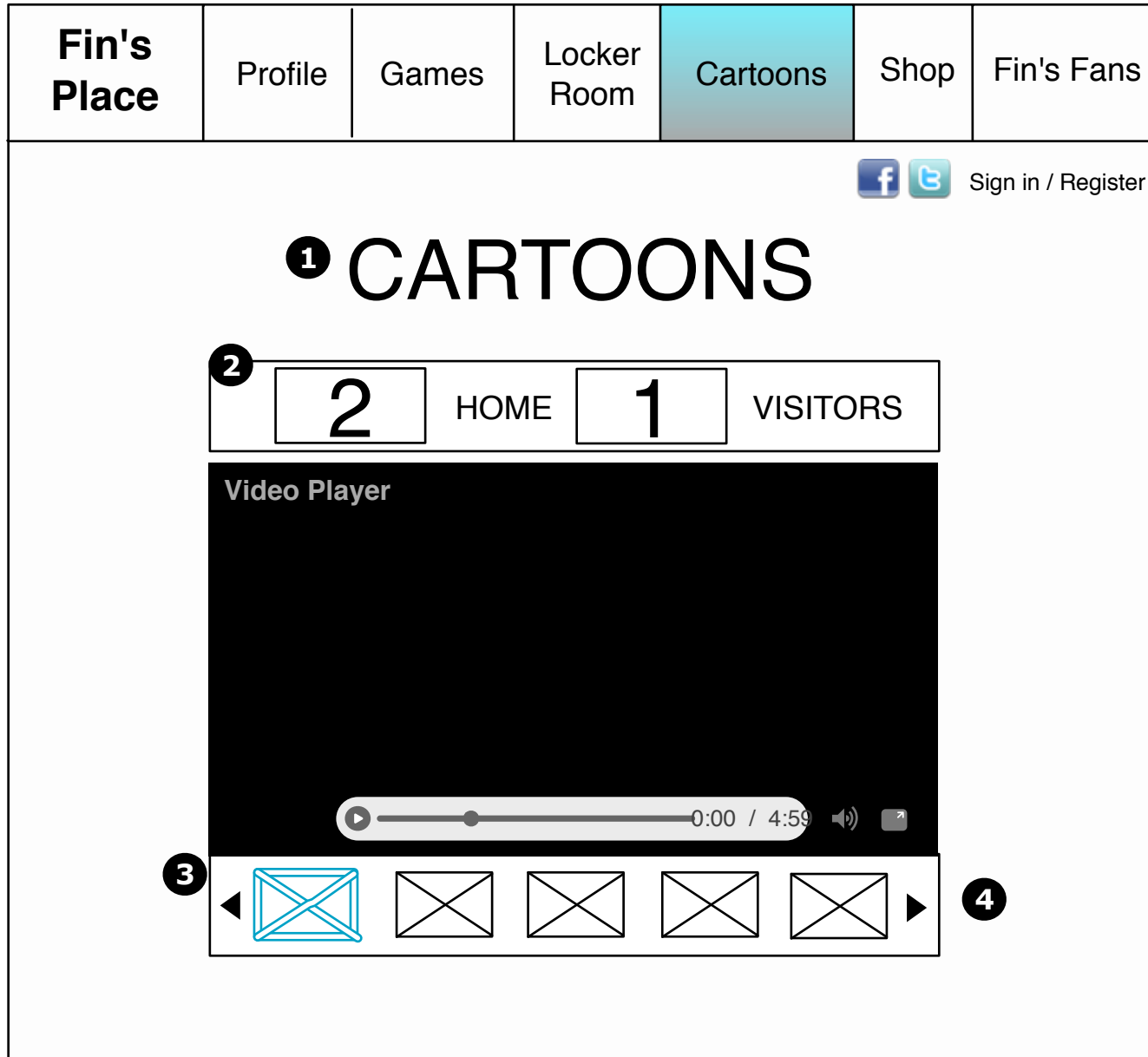
When a user clicks on a hockey player from the Whiteboard shadowbox, the shadowbox dynamically generates this video player, which includes instructional hockey tips.

1. Thumbnails show a lineup of successive videos in the album.
2. The close button allows users to exit out of the Whiteboard Video Player and return to the Whiteboard State 1.
3. Highlighted in turquoise is the current video playing in the slideshow.



# Cartoons

## Main Page



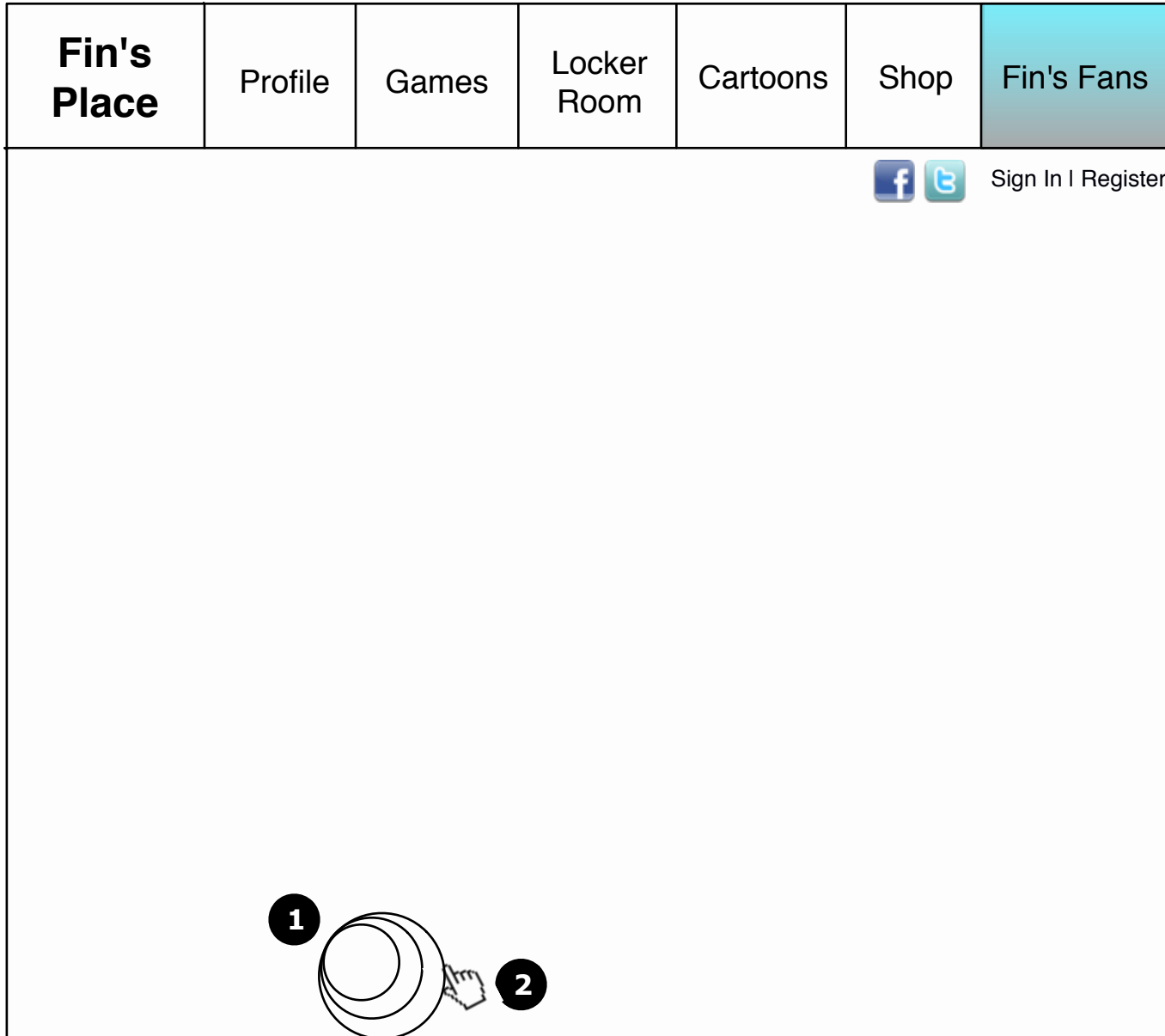
### Annotations

This is the Cartoons main page. It showcases existing cartoons in a video player as well as new Slap Happy Cartoons.

1. The "Cartoons" title will be presented in a fun, cartoony typeface.
2. The scoreboard above the video player references the Rogers Arena Scoreboard. It will change scores as each video plays.
3. Highlighted in turquoise is the current cartoon playing in the video player.
4. Thumbnails show a lineup of successive videos in the album. Highlighted in turquoise is the thumbnail of the current cartoon displayed in the slideshow.

# Fin's Fans

## Introductory Animation - State 1



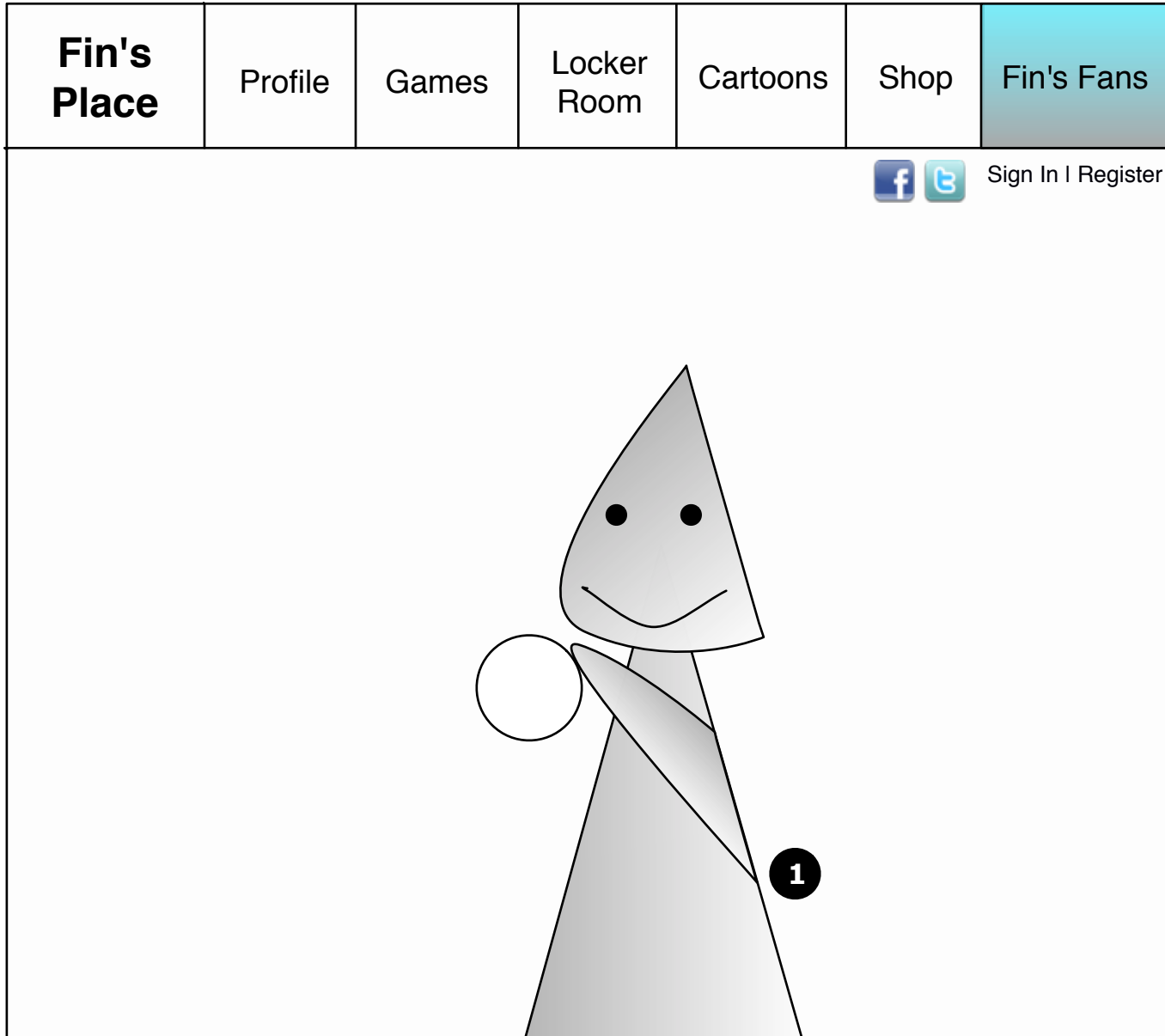
### Annotations

Part 1 of a 3-part introductory Flash animation that leads into Fin's Fans main page.

1. A rolled-up t-shirt sits on the stage against a stark, blank background.
2. When users click on the t-shirt, they are launched into Part 2 of the Flash animation. The cursor turns into a hand to indicate that the t-shirt is clickable.

# Fin's Fans

## Introductory Animation - State 2



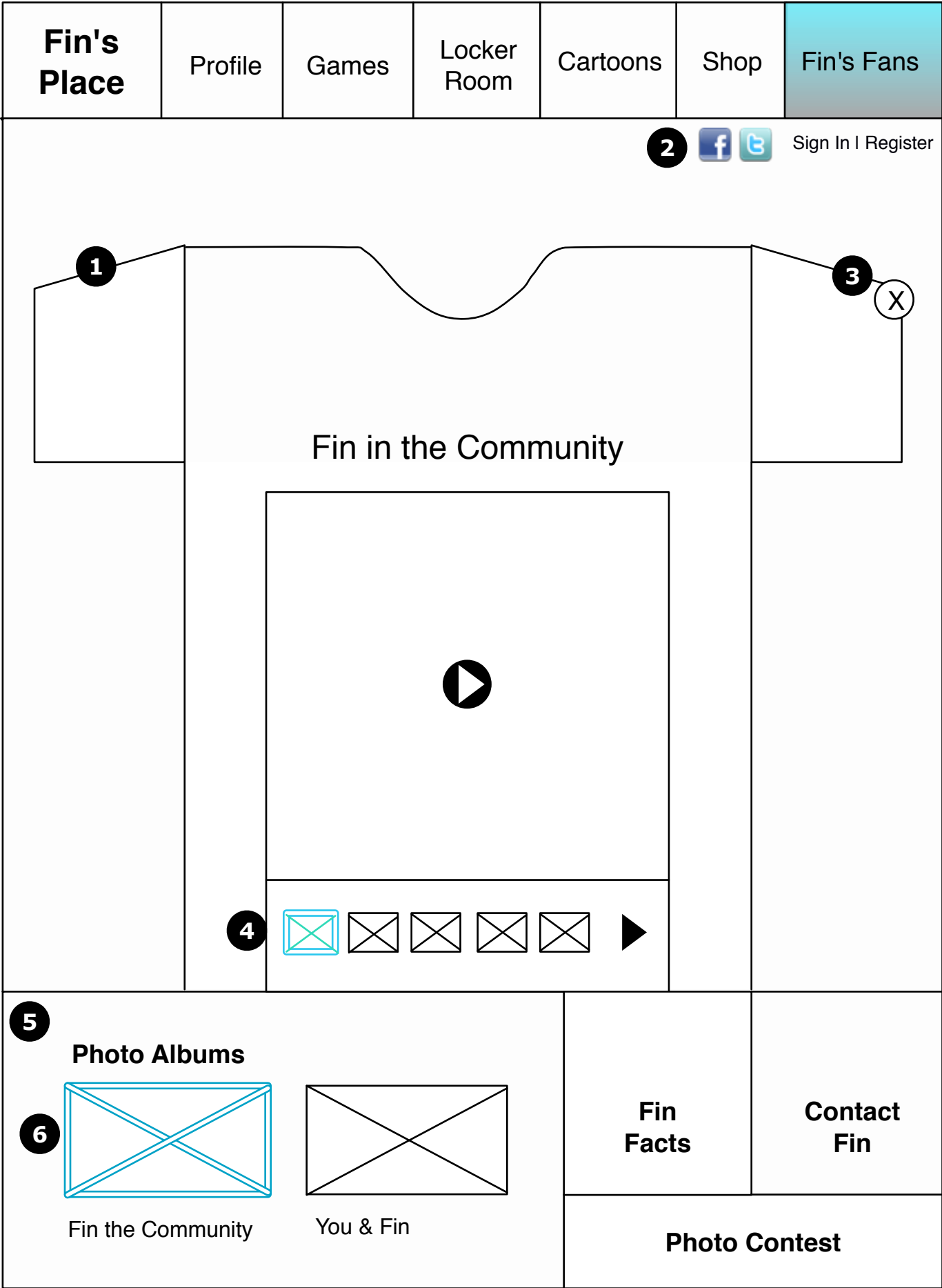
### Annotations

Part 2 of a 3-part introductory Flash animation that leads into Fin's Fans main page.

1. After the user clicks on the t-shirt (from State 1), Fin walks onto the stage with a t-shirt cannon, picks up the t-shirt, puts it into the t-shirt canon and fires it straight at the user. The next thing the user sees is Fin's Fans main page (see "Fin's Fans - Main Page").

# Fin's Fans

## Main Page



### Annotations

Part 2 of the Introductory Animation leads to the main page, which, by default, displays the photo album with the most recently updated photos. In this example, "Fin in the Community" is the most recently updated photo album.

Subsequent pages within Fin's Fans are loaded dynamically in the t-shirt backdrop.

1. The t-shirt that Fin shoots at the user (from Part 2) becomes the backdrop of Fin's Fans main page.

2. Social media information for the Facebook and Twitter icons is provided by the original Fin's Place website, filed under "Fin Online."

3. The x-button allows users to exit out of the Landing page and return to Part 1 of the introductory Flash animation.

4. Thumbnails show a lineup of successive photos in the album. Highlighted in turquoise is the thumbnail of the current photo displayed in the slideshow.

5. "Photo Albums", "Fin Facts", "Contact Fin," and "Photo Contest" make up the local navigation of Fin's Fans.

6. Highlighted in turquoise is the current photo album playing in the slideshow.



# Fin's Fans

## Contact Fin

Fin's Place	Profile	Games	Locker Room	Cartoons	Shop	Fin's Fans
<div><div><div></div><div></div></div><div>Sign In   Register</div></div> <div><div><div></div><div></div></div><div>Contact Fin</div><div><div>1</div><div>Appearance Request Form</div><div></div><div>Send Fin an E-mail</div><div></div><div>Mascot Hotline</div></div></div>						

Annotations

1. Form fields for both the Appearance Request and Send Fin an E-mail forms are identical to the original Fin's Place forms.

The print-out PDF request form from the original Fin's Place and its mailing address are excluded here. The decision was made based on the assumption that users who have internet access to Fin's Place are more likely to submit their request online than to download a PDF, print it out, purchase a stamp and envelope, and mail the request.





# Games

## Main Page

Fin's Place

Profile

Games

Locker Room

Cartoons

Shop

Fin's Fans

Sign In | Register

1

GAMES

TRIVIA	STRATEGY	ACTION	CREATIVE
Canucks Trivia	Hockey Peg	Block Breaker	Paint Shop
Sedin's Word Search	Fin's Jigsaw	Whack A Mascot	
		Luongo's Shootout	

2

3

\$

30

Annotations

Games, laid out in square blocks, reference children's board games.

All games are sourced from Canucks.com>Multimedia>Online Games. They have been organized into four category types: Trivia, Strategy, Action, and Creative.

1. The "Games" title will be presented in a cartoony typeface.

2. Each box with a game title is clickable and leads to its game page.

3. The coin count tab appears on all game and shop pages. It displays the total amount of coins the user has earned in real time.

The coin count tab can be collapsed and opened by clicking on it.

Collapsed State

# Games

## Individual Game

Fin's Place	Profile	Games	Locker Room	Cartoons	Shop	Fin's Fans
-------------	---------	-------	-------------	----------	------	------------

1

Block Breaker

Game

\$ 30

### Annotations

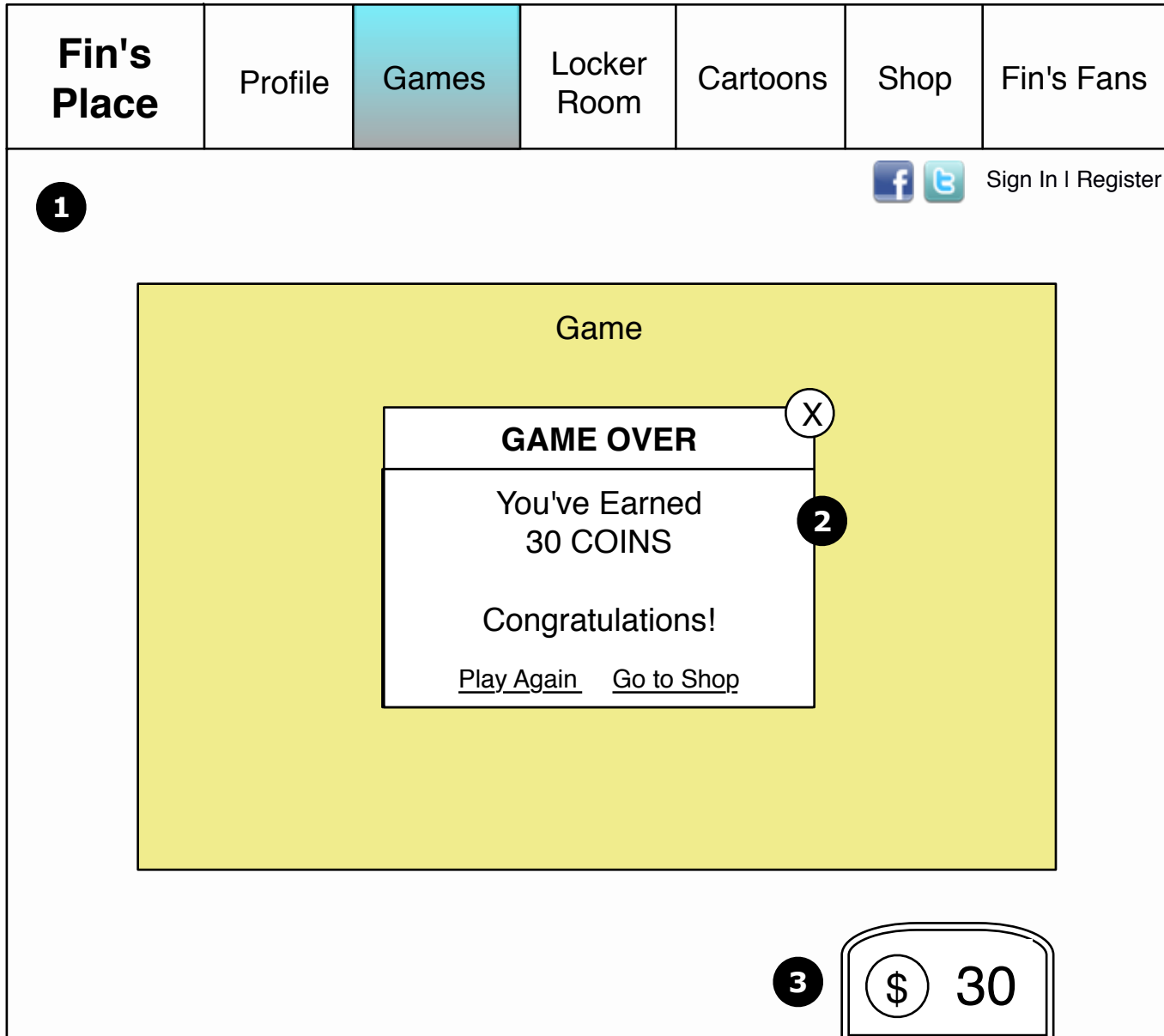
Each game win (regardless of the game type) is worth five coins.

Every game follows this page layout.

1. An existing Canucks online game with title.

# Games

## Game Over (Signed In)

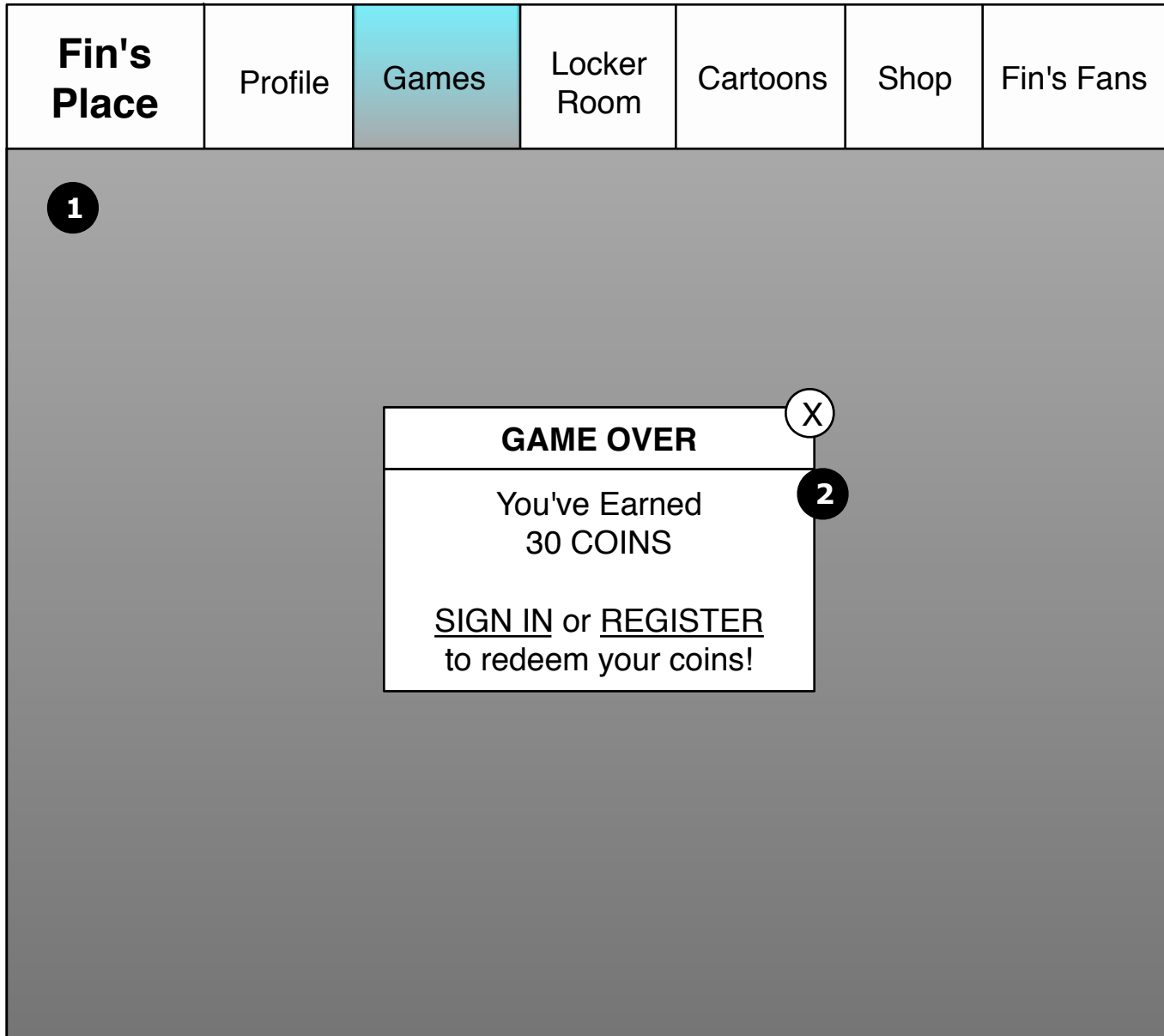


### Annotations

1. Unlike the Game Over Not Signed In pop-up, the member page does not darken to a black semi-transparent overlay - it stays consistent.
2. The member pop-up window allows for one of three actions: users can play the game again or go to the shop to spend their new earnings (via respective links), or they can exit out of the pop-up window.
3. Each time the user earns coins, the coin count tab "refreshes" to reflect the new total count. A "clink" sound (representative of coins dropped into a jar) occurs every time coins are added to the coin count.

# Games

## Game Over (Not Signed In)



### Annotations

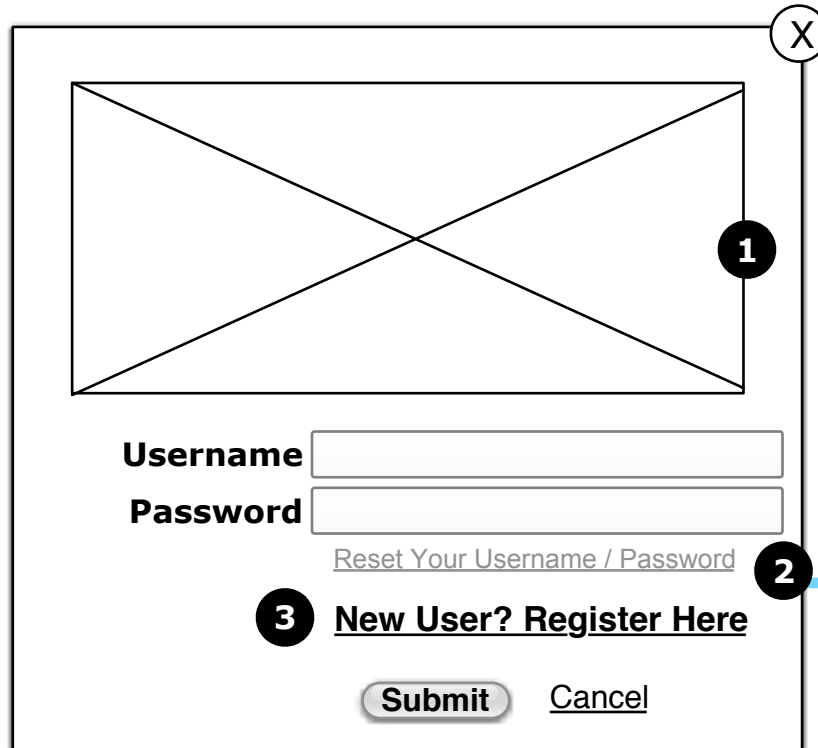
1. At the end of a game, the background darkens to a semi-transparent black overlay that focuses attention on the pop-up window.

2. The pop-up window provides information about the number of coins earned from the game.

The pop-up window allows for one of three things: users can register, sign in (via respective links), or they can exit out of the pop-up window.

# Sign In

## Existing Users



A rectangular shadowbox with a close button (X) in the top right corner. Inside, there is a large rectangular area with a diagonal cross (labeled 1). Below this are input fields for Username and Password. A link "Reset Your Username / Password" is below the Password field (labeled 2). Below the link is a link "New User? Register Here" (labeled 3). At the bottom are "Submit" and "Cancel" buttons.

**1**

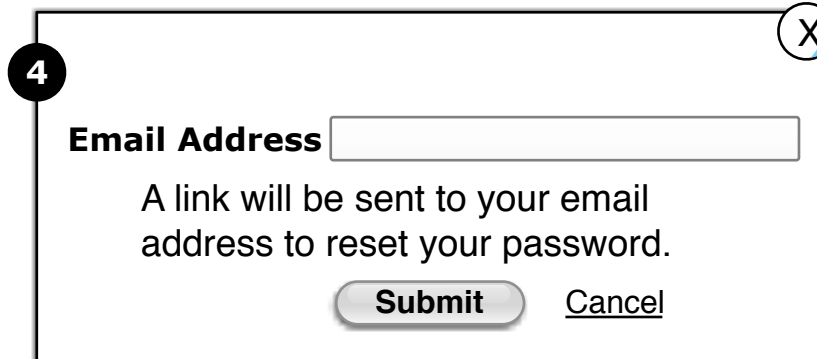
**Username**

**Password**

[Reset Your Username / Password](#)

**3** [New User? Register Here](#)

**Submit** [Cancel](#)



A rectangular shadowbox with a close button (X) in the top right corner. It is labeled with a large number 4 in the top left corner. Inside, there is an input field for Email Address. Below the field is the text "A link will be sent to your email address to reset your password." At the bottom are "Submit" and "Cancel" buttons.

**4**

**Email Address**

A link will be sent to your email address to reset your password.

**Submit** [Cancel](#)

### Annotations

The Sign In appears as a shadowbox on any page that displays the "Sign In" link in its utility navigation.

1. A rotating image advertises items that can be purchased in the Shop.

2. Clicking the "Reset Your Username/Password" link brings up another shadowbox (#4).

3 New users are redirected to the Registration Form. (see "Registration - Over 13")

4. The Password Reset shadowbox appears after a user clicks "Reset Your Username/Password" on the main Sign In shadowbox.

# Registration

## Over 13 Users

**1**  
You Could Have Earned 5 Coins  
Sign Up To Collect!

**2**  
Registration Information

**First Name**

**Last Name**

**Select A Username**

**Select A Password**

\* All Fields Required

**Age**

- Select One -

**3**

**I have read the terms and conditions:**

☒

**4**

**Submit**

Cancel

### Annotations

Registration for New Users appears as a shadowbox.

1. This is a call to action. It reminds users of the number of coins they have earned and urges them to sign up in order to redeem them.

2. This information box tells the user that they must confirm their account through e-mail before it will be active.

3. Regulations regarding internet users under the age of 13 necessitate that users enter their age.

See "Registration - Under 13" to view the page that appears if a user selects an age in the drop-down menu that is under 13.

4. The "Terms and Conditions" link brings users outside of Fin's Place to the Terms and Conditions page in Canucks.com.

# Registration

## Under 13 Users

**1**  
You Could Have Earned 5 Coins  
Sign Up To Collect!

**2**  
Parental Consent Required Warning - Advises  
User that an Email must be sent to a parent or  
guardian prior to being approved for an account.  
Parent must confirm via email link.

X

**First Name**

**Last Name**

**Select A Username**

**Select A Password**

\* All Fields Required

**Age**

- Select One -

**3**

**Parent / Guardian  
Email**

**4**

**I have read the terms and conditions:** **5**

Submit

Cancel

### Annotations

If a user selects an age under 13 in the drop-down menu (#3), another form field appears (#4) requesting that the user supply their parent's or guardian's e-mail.

1. This is a call to action. It reminds users of the number of coins they have earned and urges them to sign up in order to redeem them.

2. The information box informs the user that a parent must confirm their account before it will be active.

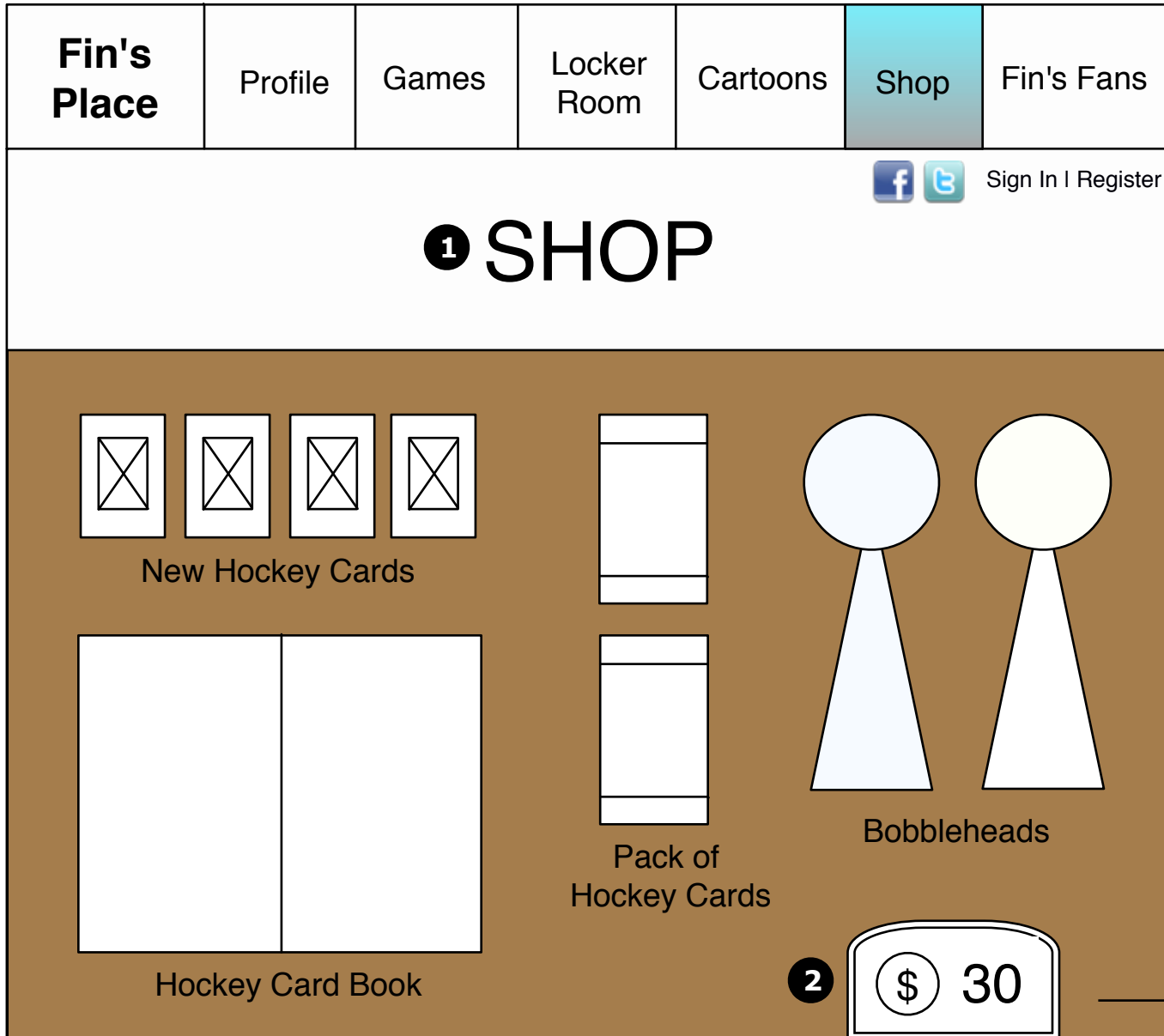
3. Regulations regarding internet users under the age of 13 necessitate that users enter their age.

4. If a user enters an age below 13, the "Parent/Guardian Email" form field is dynamically added to the form.

5. The "Terms and Conditions" link brings users outside of Fin's Place to the Terms and Conditions page in Canucks.com.

# Shop

## Main Page



### Annotations

The Shop landing page features a wooden shop table with goods laid out for purchase. All items are clickable. Each item leads to its own shop page.

New shop items are added as time and budget allow.

1. The "Shop" title will be presented in a vintage sport typeface.

2. The coin count tab appears on all shop pages. It displays the total number of coins the user has earned.

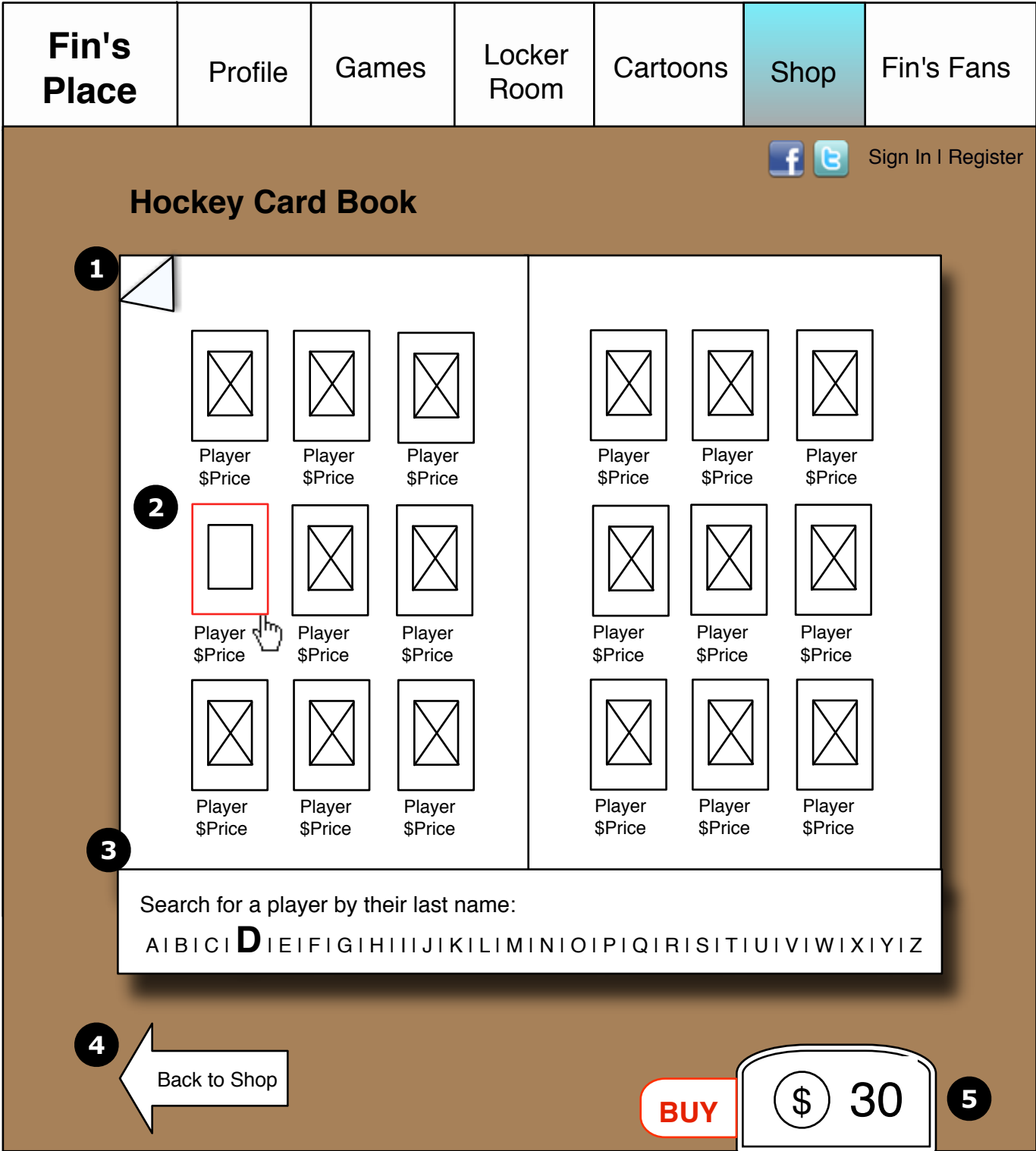
The coin count can be collapsed and expanded by clicking on it.

Collapsed State



# Shop

# Hockey Card Book



## Annotations

Clicking on the Hockey Card Book from the Shop main page leads users to the Hockey Card Book.

1. The Hockey Card Book is laid out like an e-book with flippable pages. There are 100 cards. Additional cards can be added depending on time and budget.

2. Each card is presented with the player's name and the price of the card below. The front of a card displays an image of a player. Clicking on a card causes it to turn over. The back of a card lists a player's statistics. A user can flip back and forth between the front and back of a card by clicking directly on the card.

When a card is selected, its edges turn red.

3. Cards are organized alphabetically by players' last names. The alphabet list acts as a table of contents. When a user clicks on a letter, the pages flip to the start of the letter's page.

In the alphabet list, a large, bold letter marks the current page.

4. Clicking on the back arrow leads users back to the Shop main page.

5. When a shop item is selected and its edges are ringed in red, a "BUY" tab appears to the left of the coin count tab. A pop-up box will appear once a user clicks the "BUY" tab (see "Shop - User Clicks 'BUY' Tab" Successful and Unsuccessful).

# Shop

## Pack of Hockey Cards

Fin's Place

Profile

Games

Locker Room

Cartoons

Shop

Fin's Fans

f

t

Sign In | Register

Pack of Hockey Cards

?

1

?

?

Pack of Hockey Card Description

\$Price

Back to Shop

BUY

\$

30

Annotations

Clicking on the Pack of Hockey Cards from the Shop main page leads users to the Pack of Hockey Cards page. Packs are laid out with additional information and pricing below.

Users cannot look through the pack of hockey cards as its contents are a mystery. They can only choose which pack they would like to purchase.

1. When a pack is selected, its edges turn red and a "BUY" tab appears to the left of the coin count tab. A pop-up box will appear once a user clicks the "BUY" tab (see "Shop - User Clicks 'BUY' Tab" Successful and Unsuccessful).

# Shop

## Bobbleheads

Fin's Place

Profile

Games

Locker Room

Cartoons

Shop

Fin's Fans

f

t

Sign In | Register

1

Name

Description

\$ Price

Name

Description

\$ Price

Name

Description

\$ Price

Name

Description

\$ Price

←

Back to Shop

BUY

\$

30

Annotations

Clicking on the Bobbleheads from the Shop main page leads users to the Bobbleheads page. Beneath the bobblehead figures are names, pricing information, and descriptions about the individual bobblehead.

1. Hovering over a bobblehead causes its head to "bobble."

When a bobblehead is selected, its edges turn red and a "BUY" tab appears to the left of the coin count tab. A pop-up box will appear once a user clicks the "BUY" tab (see "Shop - User Clicks 'BUY' Tab" Successful and Unsuccessful).

# Shop

## New Hockey Cards

Fin's Place

Profile

Games

Locker Room

Cartoons

Shop

Fin's Fans

f

t

Sign In | Register

New Hockey Cards

1

Player  
\$ Price

Player  
\$ Price

Player  
\$ Price

Player  
\$ Price

Player  
\$ Price

Player  
\$ Price

Player  
\$ Price

Back to Shop

BUY

\$

30

Annotations

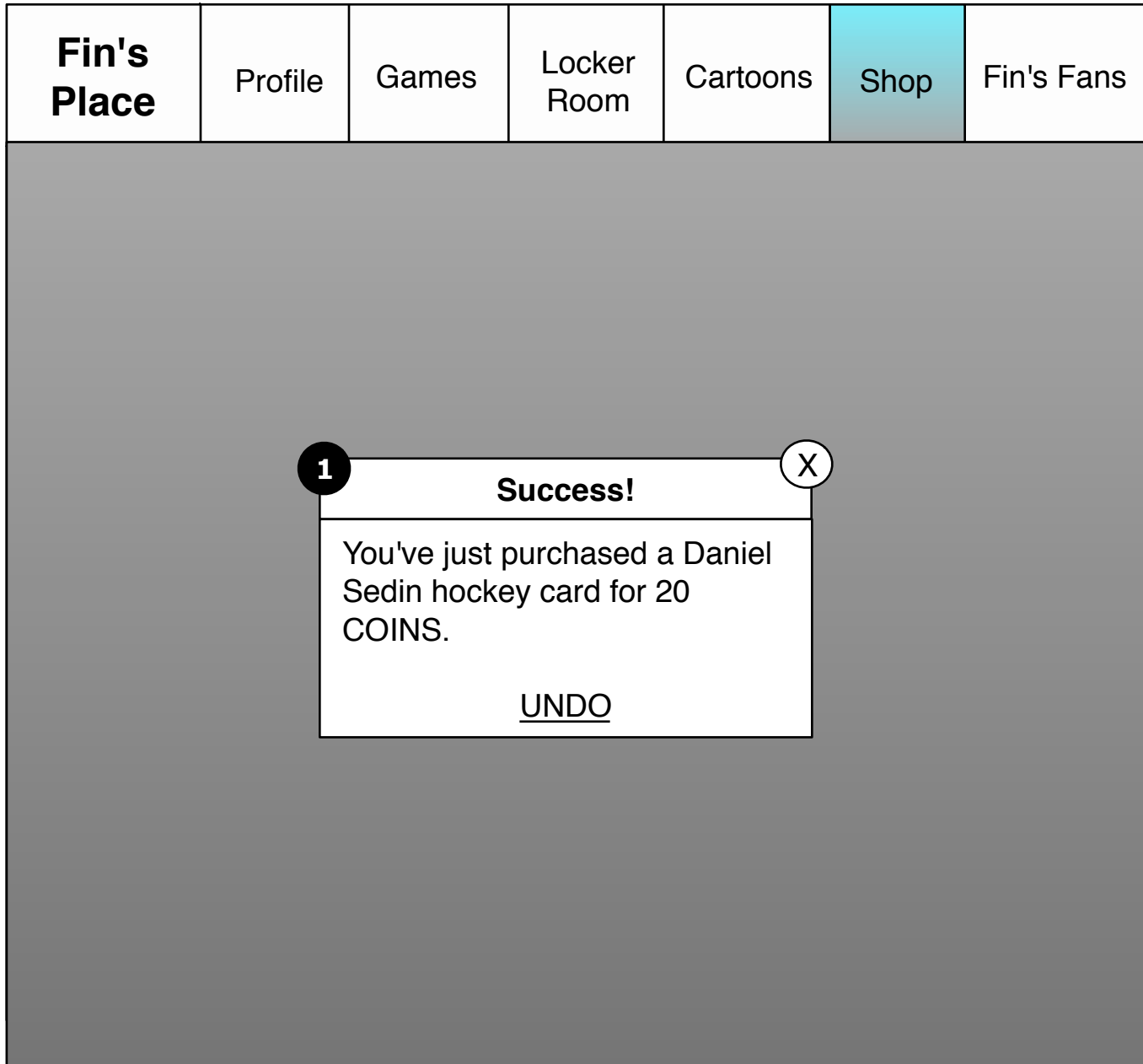
Clicking on the New Hockey Cards from the Shop main page leads users to the New Hockey Cards page.

1. Displayed below each card is the player's name and the price of the card. The front of a card displays an image of a player. Clicking on a card causes it to turn over. The back of a card lists a player's statistics. A user can flip back and forth between the front and back by clicking on the card.

When a card is selected, its edges turn red and a "BUY" tab appears to the left of the coin count tab. A pop-up box will appear once a user clicks the "BUY" tab (see "Shop - User Clicks 'BUY' Tab" Successful and Unsuccessful).

# Shop

User Clicks "BUY" Tab (Successful)



## Annotations

Once a user clicks the "BUY" tab and successfully purchases an item, a pop-up window appears and the background darkens to a semi-transparent black overlay

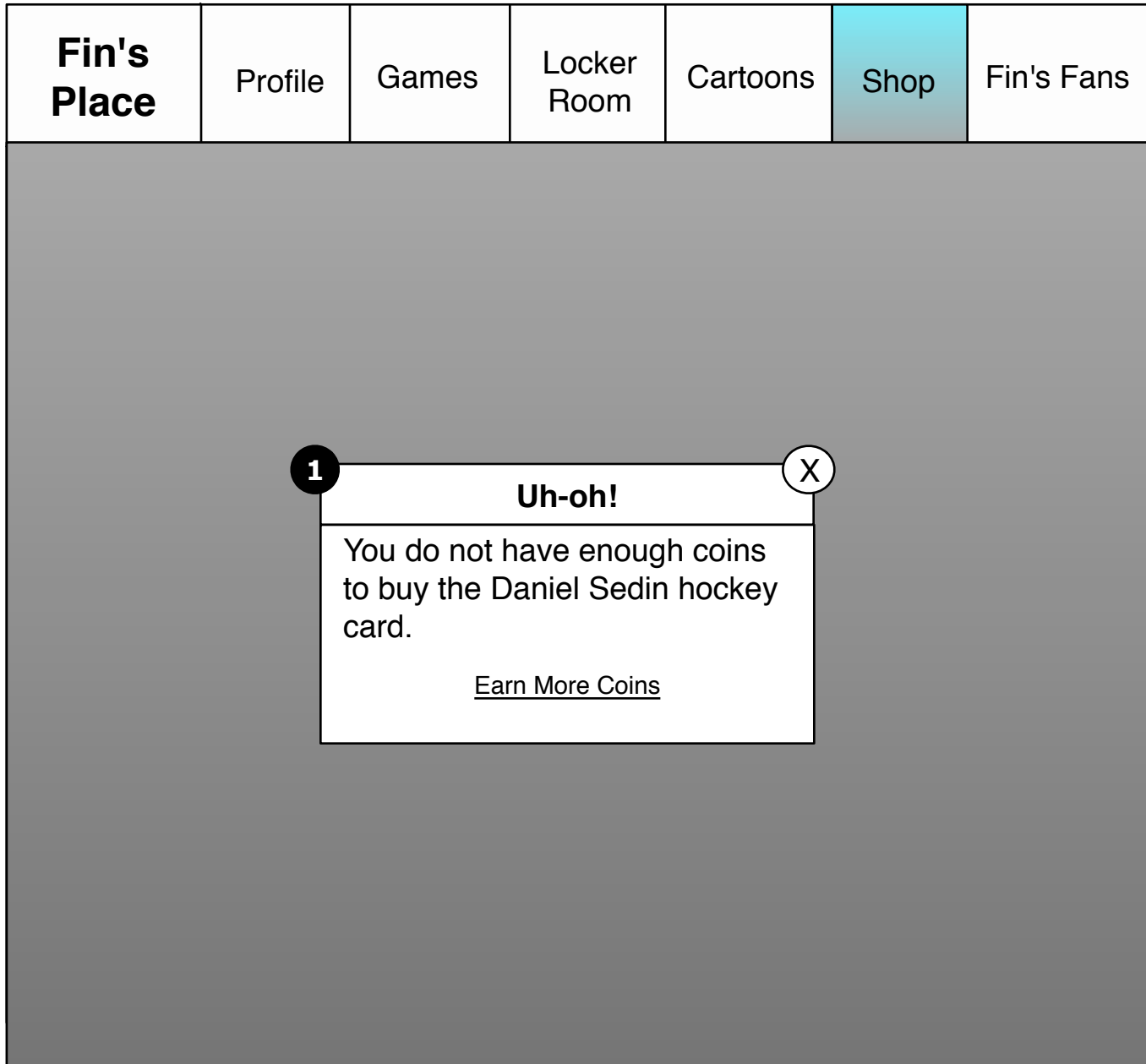
1. The pop-up window presents pricing details about the purchased item.

The pop-up window allows for one of two actions: users can click "Undo" to refund their purchase or they can exit out of the pop-up window to confirm their purchase. Once a user exits out of the pop-up window, they can no longer refund their purchase.

Once a user clicks "Undo" or the x-button, they are exited out of the pop-up and returned to the previous page.

# Shop

## User Clicks "BUY" Tab (Unsuccessful)



### Annotations

If a user clicks the "BUY" tab, but does not have enough coins to complete the purchase, a pop-up appears and the background darkens to a semi-transparent black overlay



1. The pop-up lets the user know that he or she does not have enough coins to complete the purchase.

The pop-up window allows for one of two actions: users can exit out of the pop-up and return to the previous page or they can click "Earn More Coins" and be redirected to the Games main page.

# Profile

## Main Page

<b>Fin's Place</b>	<b>Profile</b>	Games	Locker Room	Cartoons	Shop	Fin's Fans
--------------------	----------------	-------	-------------	----------	------	------------

 Sign in / Register

### Username's Profile

Avatar

**1** [Change Avatar](#)

Cards: 124

Bobble heads: 4

Coins: 200

Joined: 1/1/11

**3**





Book 1



Book 2


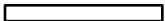
Book 3

Book 4

**2**







### Annotations

On the Profile main page, members are able to view their purchased hockey cards and bobbleheads.

1. The "Change Avatar" link takes users to a shadowbox where they can upload an image (see "Profile - Avatar Image Uploader").

2. When users click on a bobblehead, its head will "bobble."

3. When users click on a Hockey Card Book, a shadowbox will appear, displaying the cover of their chosen book (see "Profile - Hockey Card Book - State 1").

# Profile

## Avatar Image Uploader



### Annotations

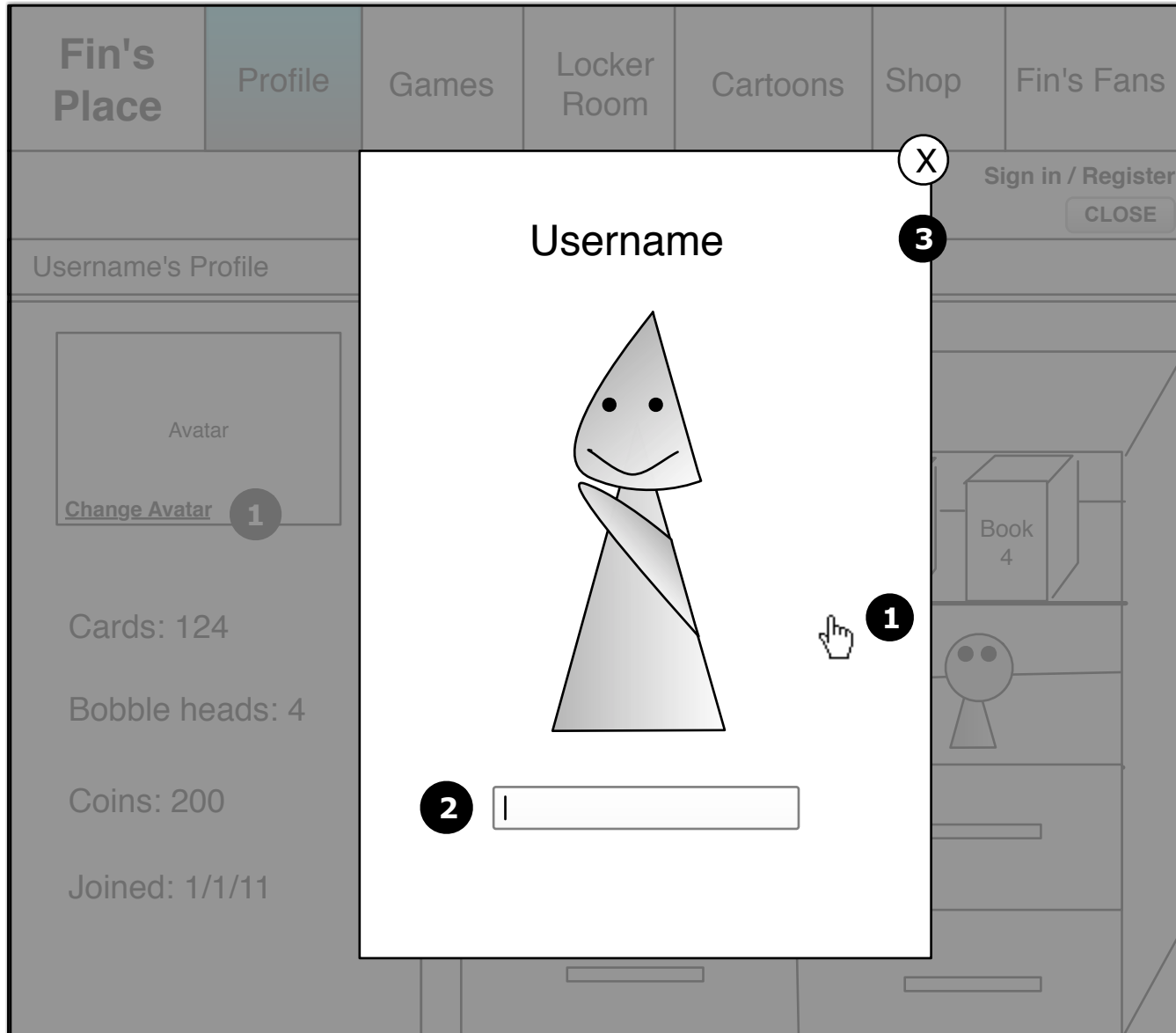
The Avatar Image Uploader is accessed when the user clicks the "Change Avatar" link on the Profile page.

1. Users can upload image files for their profile avatar.



# Profile

## Hockey Card Book - State 1 (Closed)



### Annotations

When a user click a Hockey Card Book from the Profile main page, a large view of the book appears in a shadowbox.

The username's name is displayed at the top of the book, above an image of Fin.

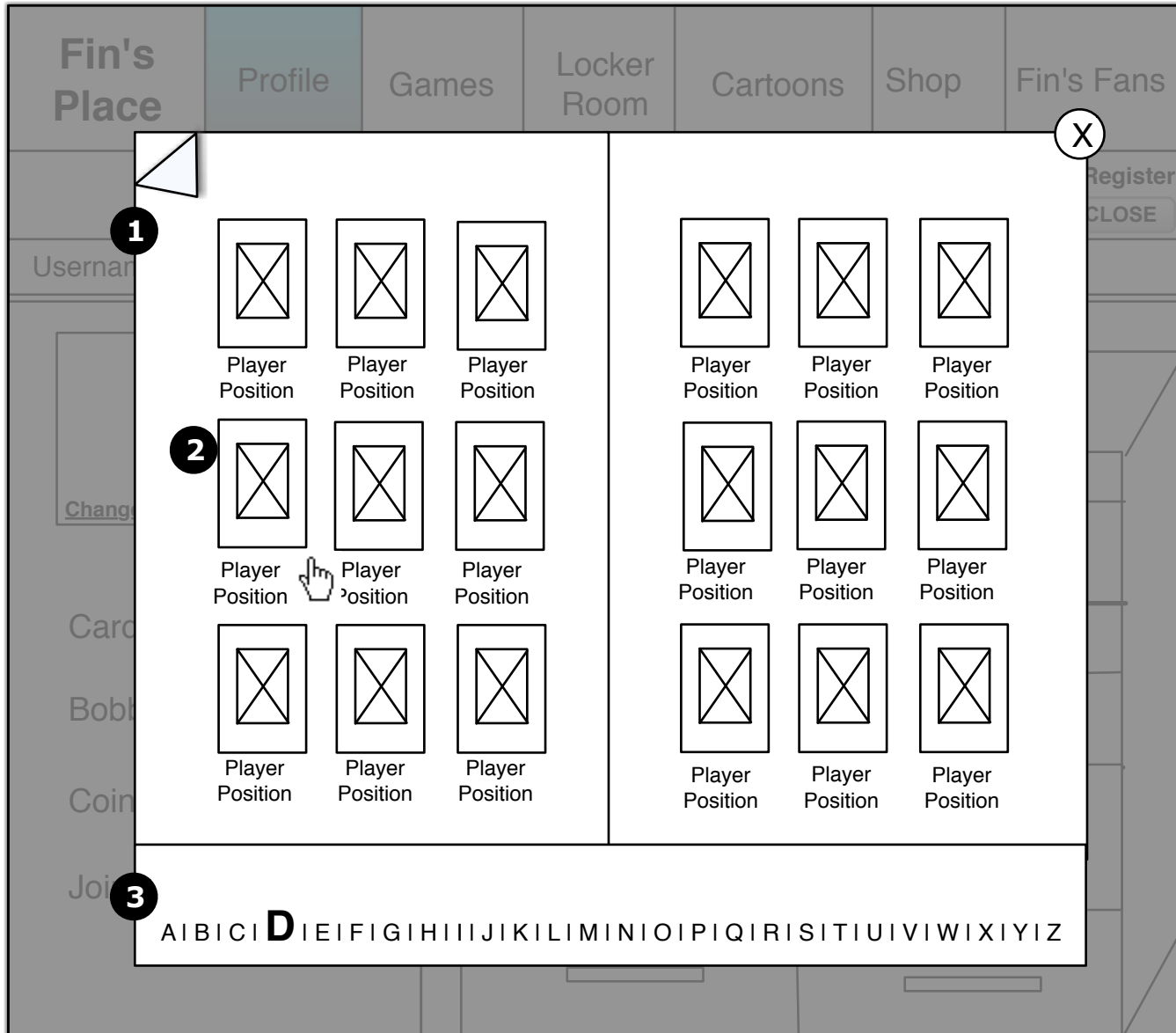
1. When the user clicks the Hockey Card Book, it will flip open to display the pages within (see "Profile - Hockey Card book - State 2").

2. Users can type in a title for their book directly on the book cover. Pressing "Enter" will submit the title, and it will appear instantly on the book cover. Double clicking the title allows users to edit the book's title.

3. The x-button takes the user back to the Profile main page.

# Profile

## Hockey Card Book - State 2 (Open)



### Annotations

1. The Hockey Card Book is laid out like an e-book with flippable pages. Here, users can browse their purchased cards and search for cards by a player's last name.

All cards are displayed right-side-up, with images of the players facing upwards. To view the back of the card, users must double click the card to launch the full-size view of the card (see "Profile - Hockey Card Book - State 3"). Once launched, users can view close-ups of the front and back of the card.

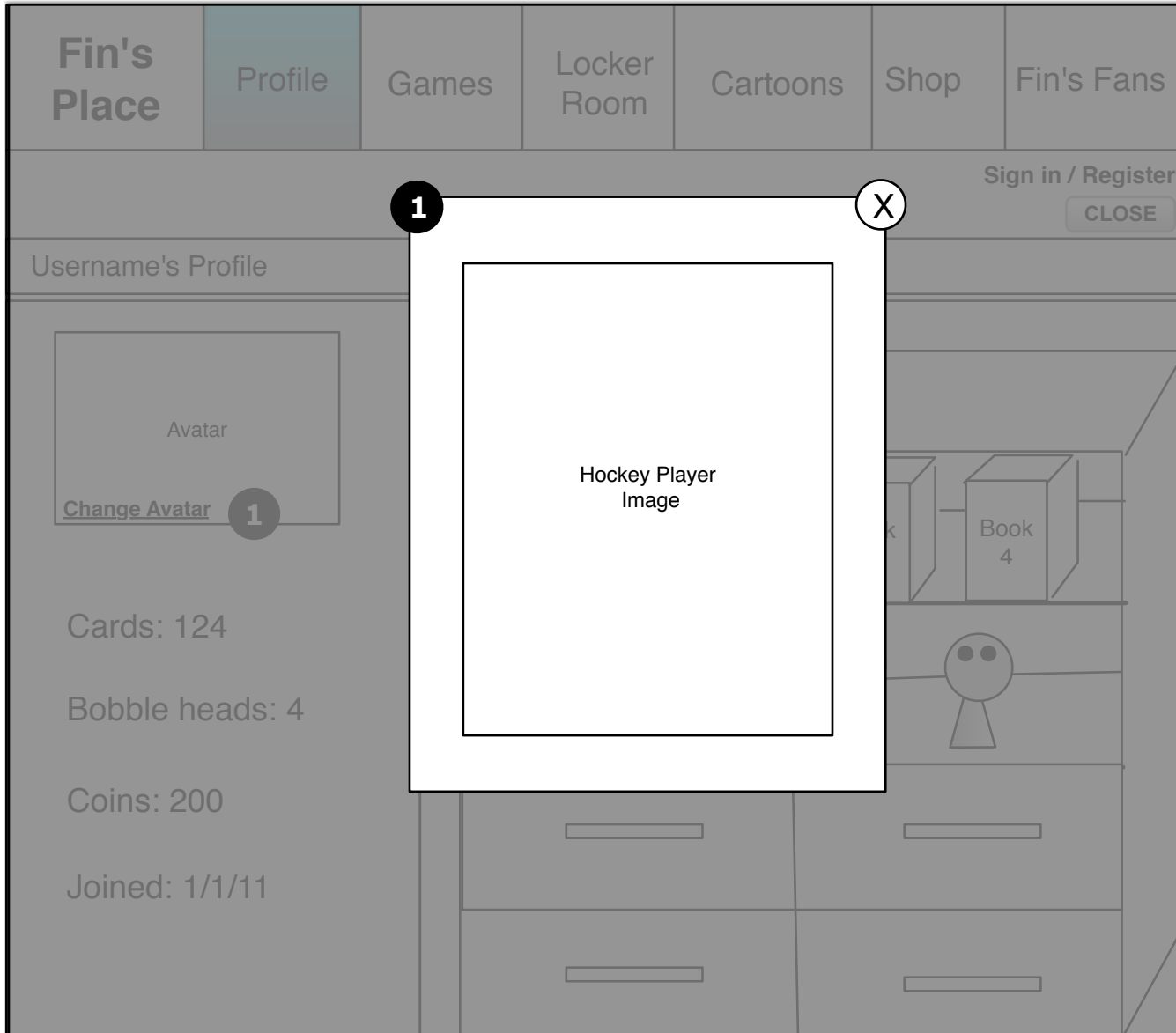
2. Each card is presented with the player's name and position.

3. Cards are organized alphabetically by players' last names. The alphabet list acts as a table of contents. When a user clicks on a letter, the pages flip to the start of the letter's page.

In the alphabet list, a large, bold letter marks the current page.

# Profile

## Hockey Card Book - State 3 (Card Front)



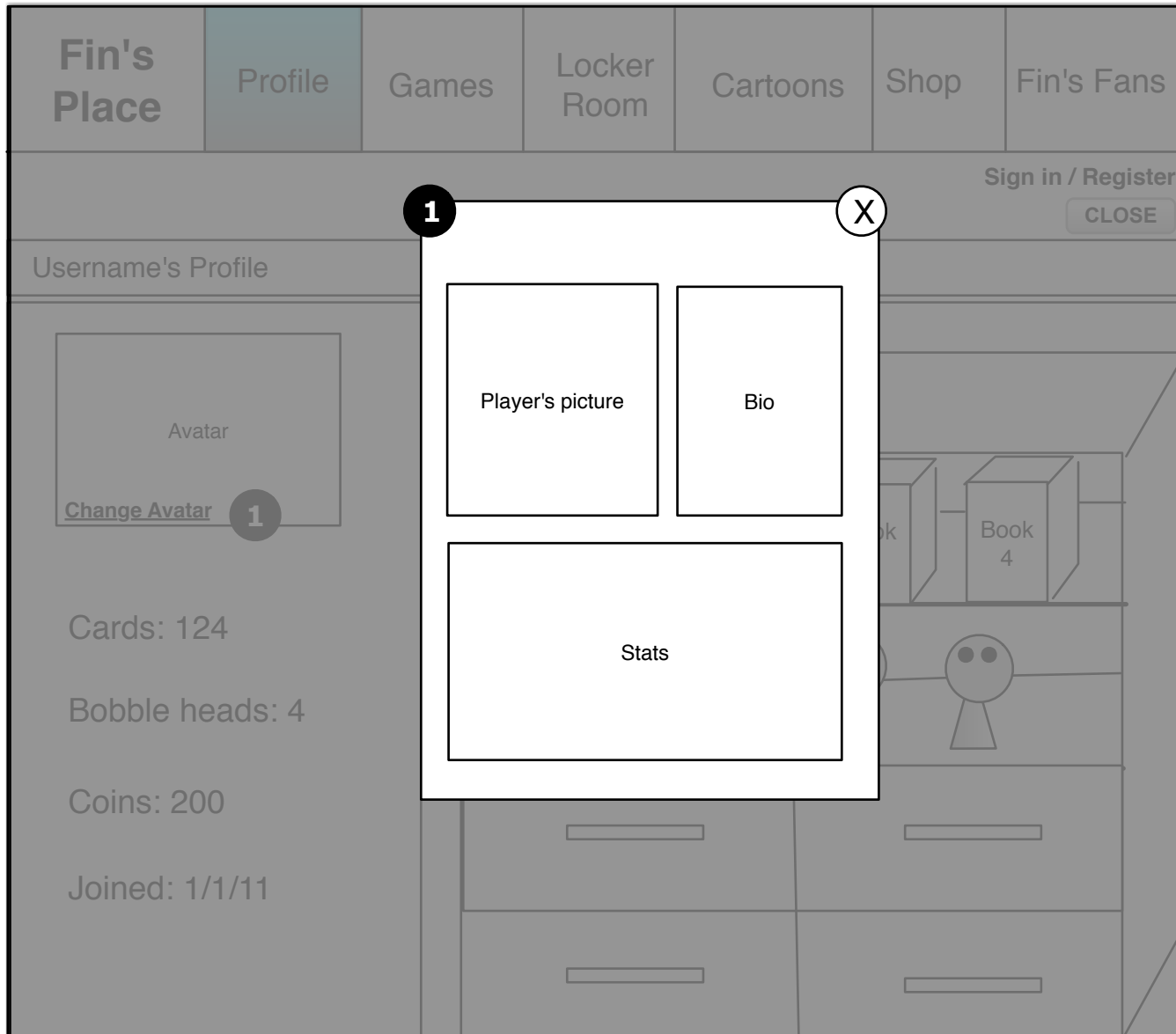
### Annotations

1. When the user clicks on a card in the Hockey Card Book, a larger image of the card will appear.

By default, the front of the card will be displayed. Users can view the back of the card by clicking on the card (see "Profile - Hockey Card Book - State 4").

# Profile

## Hockey Card Book - State 4 (Card Back)



### Annotations

Users can view the back of the hockey card by clicking the front of the card.

1. The back of the hockey card includes a picture of the player, a short bio, and career statistics.