

MODELKARMA - RELEASE V4.0

VERSION: 0.1

UPDATED: 23 Jan 2014

RELEASE: 0.1

CLIENT: ModelKarma



CHANGELAB23

Author(s)

Name	Role
Daniel de la Cruz	Product Designer
Chun Tung	Product Designer

Amendment History

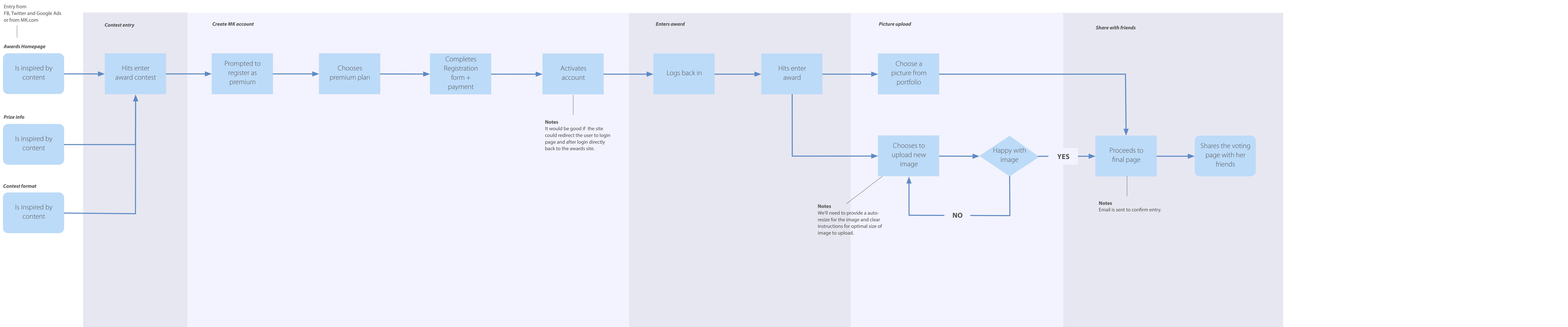
Version	Date	Remarks	Author/Modifier
0.1 (INTERNAL REVISION)	22/01/2014	Initial draft	Daniel de la Cruz Chun Tung
0.1 (INTERNAL REVISION)	23/01/2014	Interaction design added, to same version of doc	Daniel de la Cruz Chun Tung

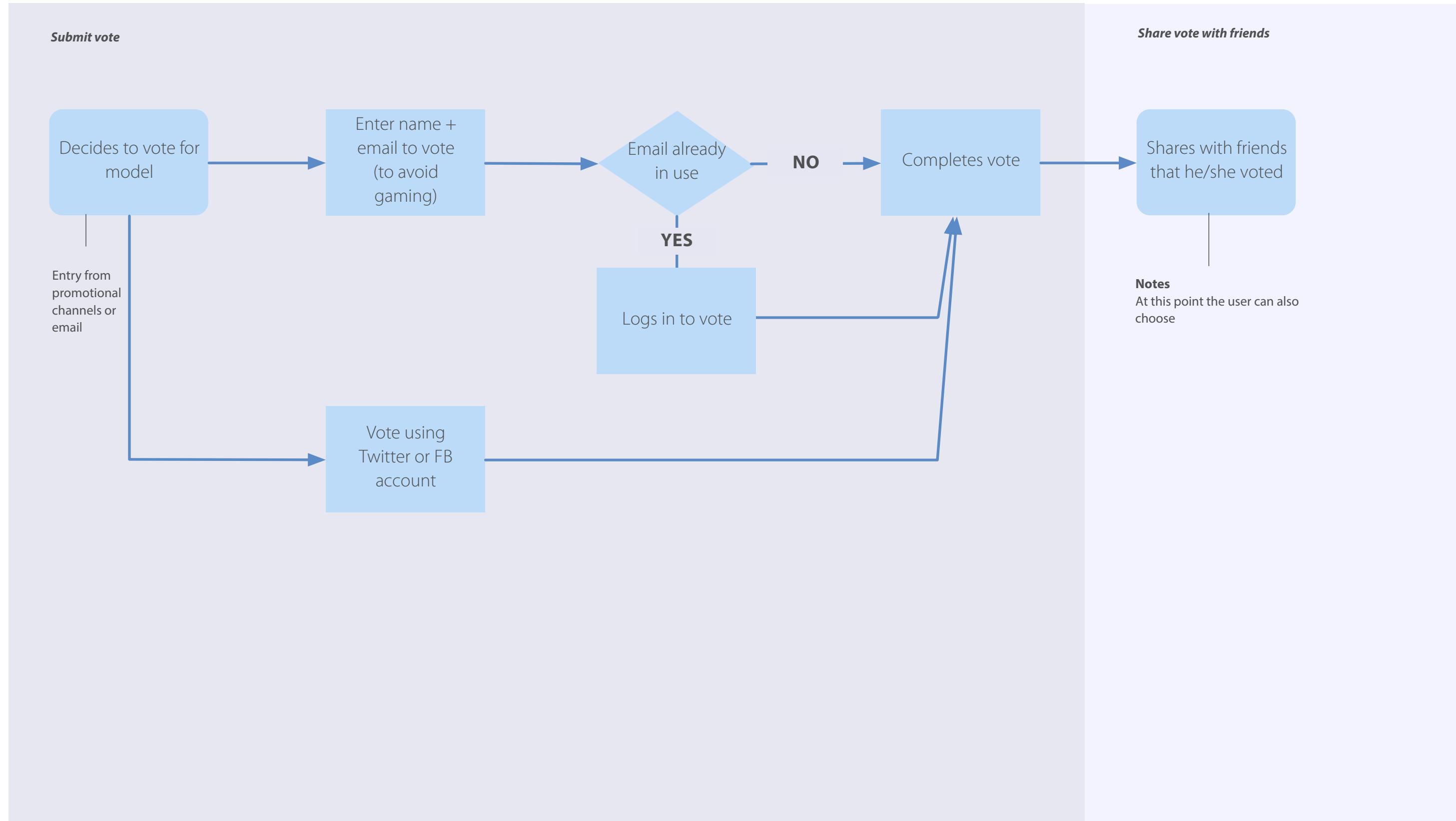
The main purpose of this document is to map out the journeys users take to achieve specific goals on the ModelKarma Awards pages - these user journeys act as a communication tool to clearly define which template or system action is to appear at which stage of the journey.

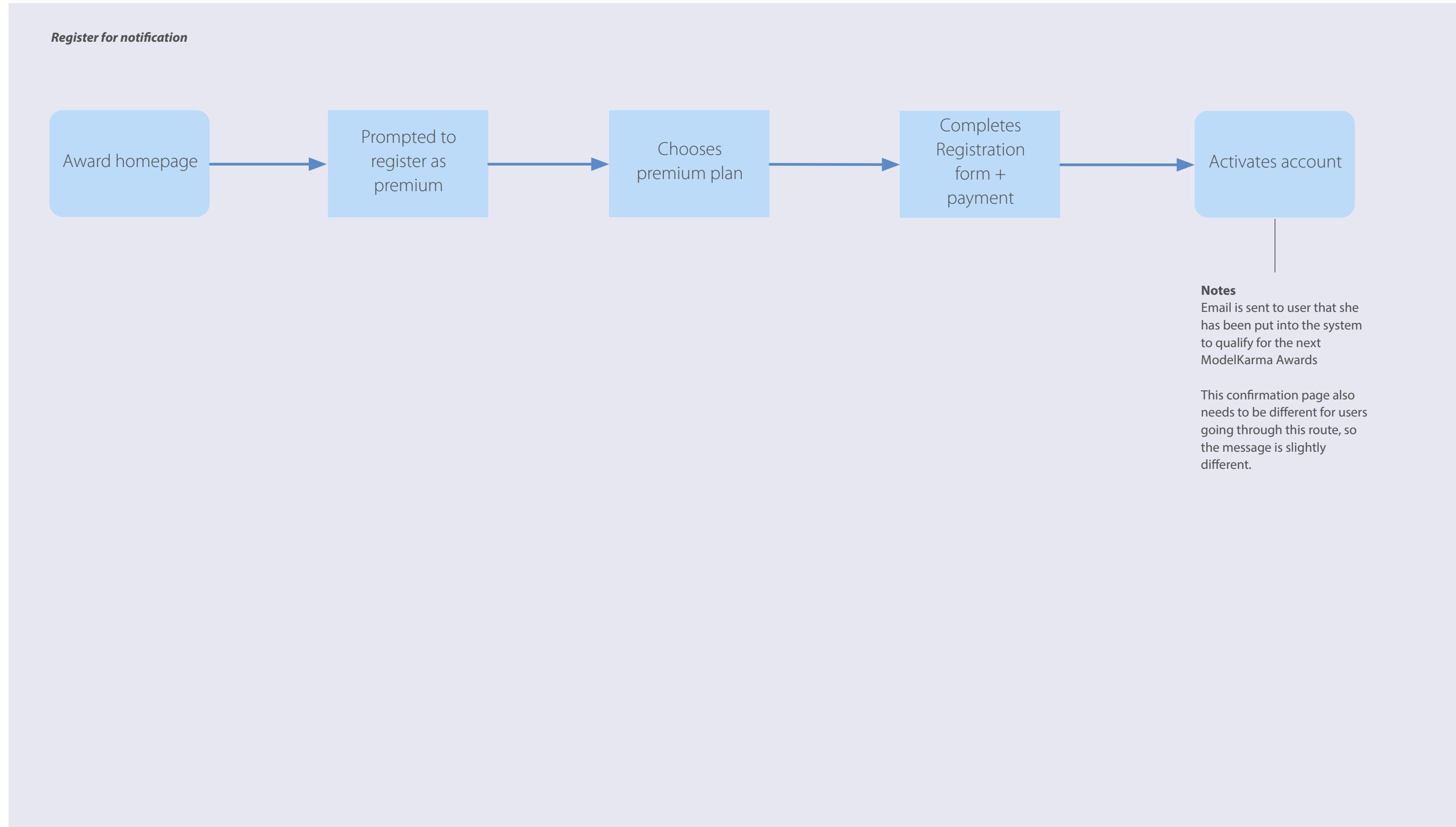
It also helps to optimise journeys more efficiently in the future.

USER JOURNEYS

UJ1 As a model (non-member) I want to be able to enter the ModelKarma Awards to win the big prize	-----	5
UJ2 As a model (free-member) I want to be able to enter the ModelKarma Awards to win the big prize	-----	8
UJ3 As a model (free-member) I want to be able to enter the ModelKarma Awards to win the big prize	-----	11
UJ4 As a model (non-registered) I want to be notified when the next contest is happening so that I can take part	-----	12







UJ1 - As a model (non-member) I want to be able to enter the ModelKarma Awards to win the big prize

UJ2 - As a model (free-member) I want to be able to enter the ModelKarma Awards to win the big prize

MODEL KARMA[®]
AWARDS LOGO

LOGIN

ENTER NOW

PRIZES HOW TO ENTER THE JUDGES LEADER BOARD PAST WINNERS | WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?

THIS IS THE LEADING TITLE OF THE EVENT


ENTER NOW

WHAT YOU CAN WIN

1st prize
Complete text here about what the grand prize is

2nd prize
Complete text here about what smaller prize is

3rd prize
Complete text here about what smaller prize is

+ you get
- Complete text of what every winner gets
- Complete text of what every winner gets
- Complete text of what every winner gets

Who is TZ?

ENTER NOW

THE CURRENT LEADERS

Kate Upton 13,345 votes
Adriana Lima 20,305 votes
Gisele Bundchen 18,305 votes

VOTE SHARE BTNS

SEE FULL LEADER BOARD

WHAT OUR PAST WINNERS SAY ABOUT THE AWARDS


TESTIMONIAL FROM PAST WINNER
LOREM IPSUM LOREM IPSUM
LOREM IPSUM LOREM IPSUM
LOREM IPSUM LOREM IPSUM

Nina Simmons
1st place winner MK Awards

CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

ENTER NOW

EVERYONE'S TALKING ABOUT THE MODELKARMA AWARDS

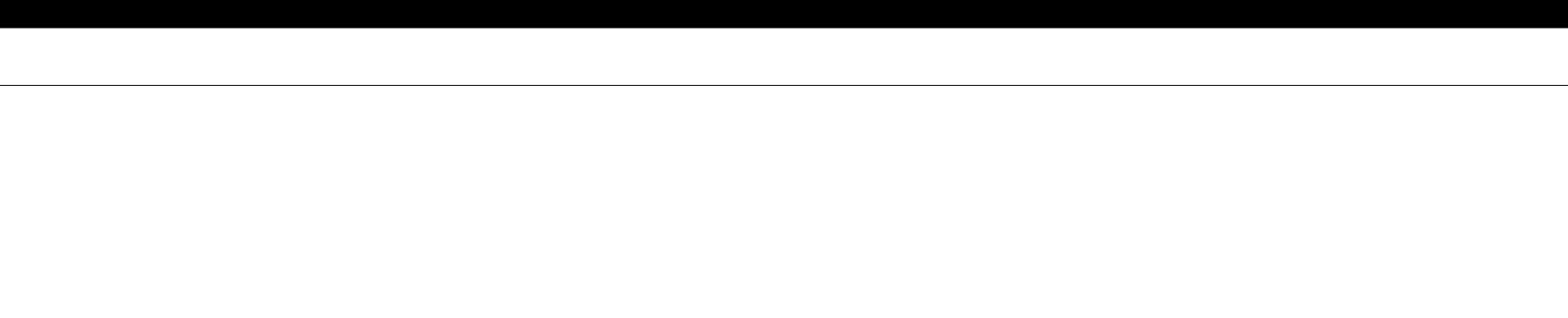
TWITTER FEED #MKA2014

FB FEED

TWEET POST TO FB

CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

ENTER NOW


FIND OUT WHY THIS IS THE ONLY AND MOST IMPORTANT CONTEST FOR YOUR MODELLING CAREER >

FOOTER

Grand prize!

- What, when, why, how?
- Description of the prize lorem ipsum lorem ipsum
- Description of the prize lorem ipsum lorem ipsum
- Description of the prize lorem ipsum

Who is TZ?

2nd place prize

- Description of the prize lorem ipsum lorem ipsum
- Description of the prize lorem ipsum
- Description of the prize lorem ipsum lorem ipsum
- Description of the prize lorem ipsum

3rd place prize

- Description of the prize lorem ipsum lorem ipsum
- Description of the prize lorem ipsum
- Description of the prize lorem ipsum lorem ipsum
- Description of the prize lorem ipsum

Voting round
Entries are open to all girls till xx.xx.xxxx

Top 3 girls
Go through to final round

+1 bonus entry
From FB

Final round
Judges decide who will win 1st, 2nd and 3rd prize on xx.xx.xxxx

Winners
Winners announced on xx.xx.xxxx

TESTIMONIAL FROM PAST WINNER
LOREM IPSUM LOREM IPSUM
LOREM IPSUM LOREM IPSUM
LOREM IPSUM LOREM IPSUM

Nina Simmons
1st place winner MK Awards

**FIND OUT WHY THIS IS THE ONLY
AND MOST IMPORTANT CONTEST FOR YOUR MODELLING CAREER >**

FOOTER

M MODEL KARMA[®]
AWARDS LOGO

[LOGIN](#) [ENTER NOW](#)

[PRIZES](#) [HOW TO ENTER](#) [THE JUDGES](#) [LEADER BOARD](#) [PAST WINNERS](#) | [WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?](#)

THIS IS THE TITLE TO INTRODUCE HOW TO ENTER

3 easy steps

1. Create a premium MK account

2. Choose your showcase image + write a description

3. Get voted

All contestants have to be:

- Basic fine print stuff e.g. 18 years of age
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CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[ENTER NOW](#)

FIND OUT WHY THIS IS THE ONLY AND MOST IMPORTANT CONTEST FOR YOUR MODELLING CAREER >

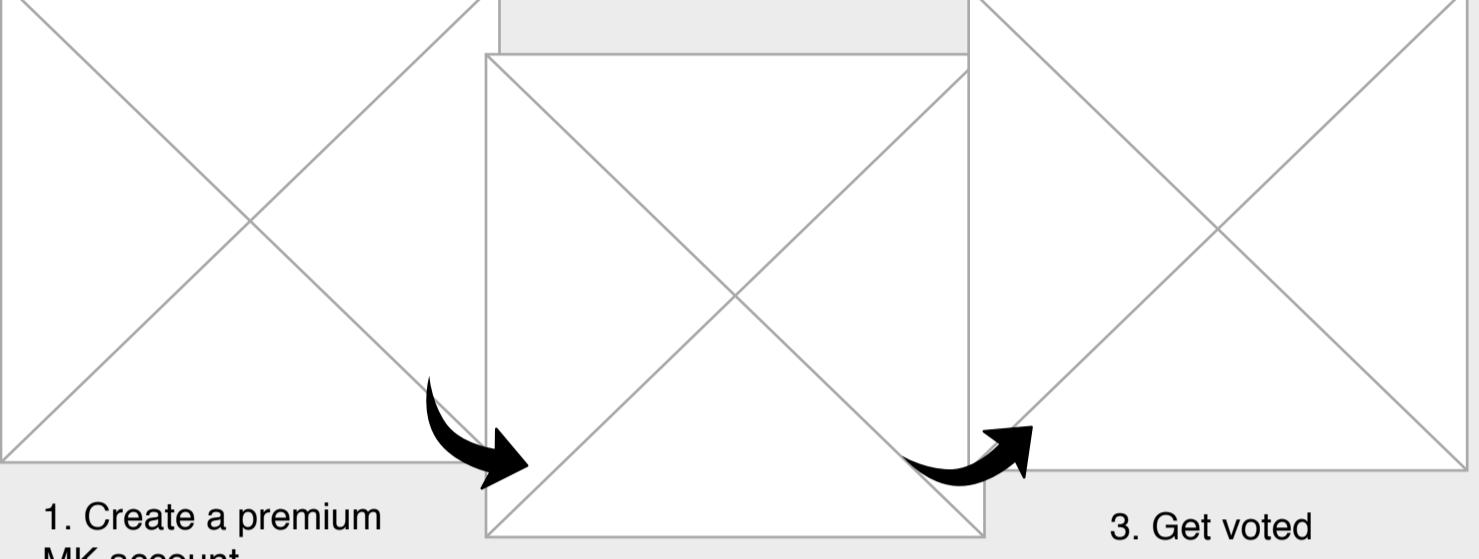
FOOTER

M MODEL KARMA[®]
AWARDS LOGO

[LOGIN](#) [ENTER NOW](#)

[PRIZES](#) [HOW TO ENTER](#) [THE JUDGES](#) [LEADER BOARD](#) [PAST WINNERS](#) | [WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?](#)

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3 easy steps



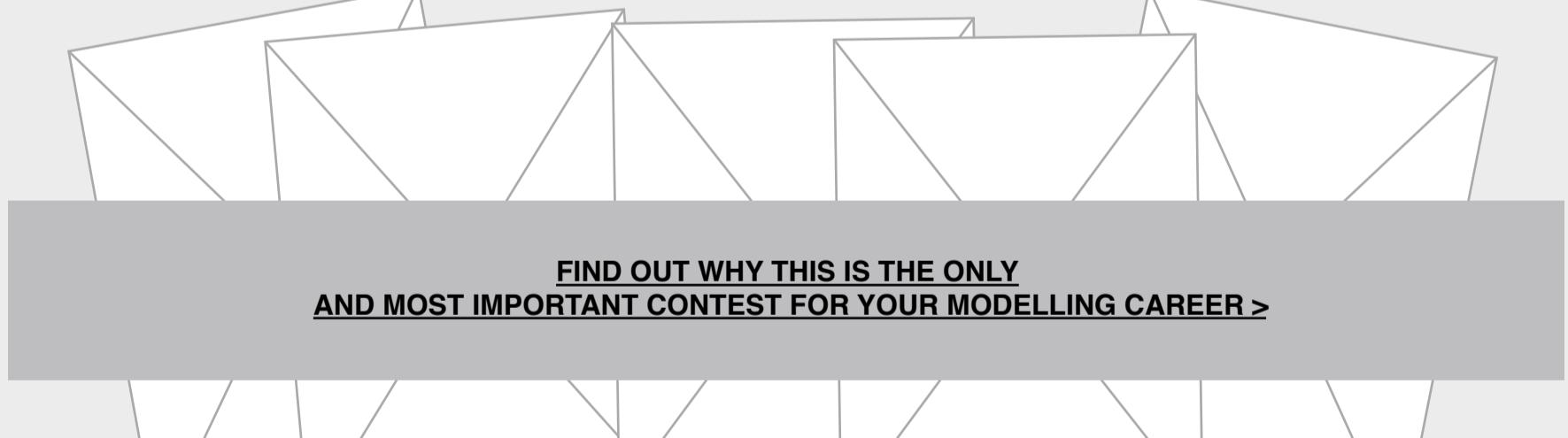
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CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[ENTER NOW](#)



[FIND OUT WHY THIS IS THE ONLY AND MOST IMPORTANT CONTEST FOR YOUR MODELLING CAREER >](#)

FOOTER


[AWARDS LOGO](#)

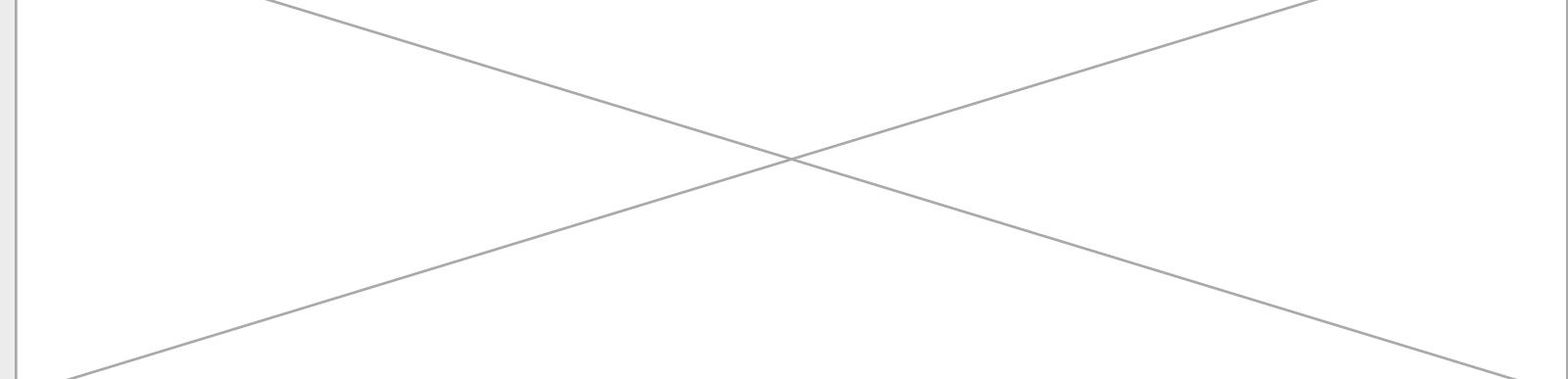
[LOGIN](#) [ENTER NOW](#)

[PRIZES](#) [HOW TO ENTER](#) [THE JUDGES](#) [LEADER BOARD](#) [PAST WINNERS](#) | [WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?](#)

MEET THE JUDGES

In the first round

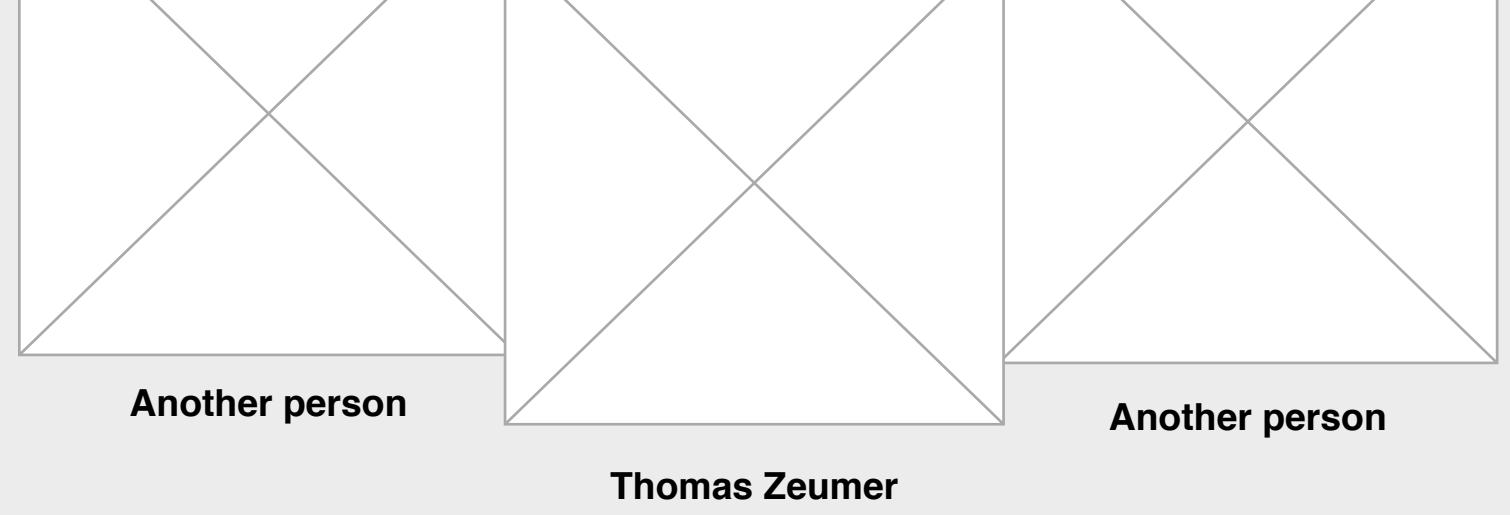
The first round of the competition will depend solely on the vote count of your fans!



All your fans!

In the final round

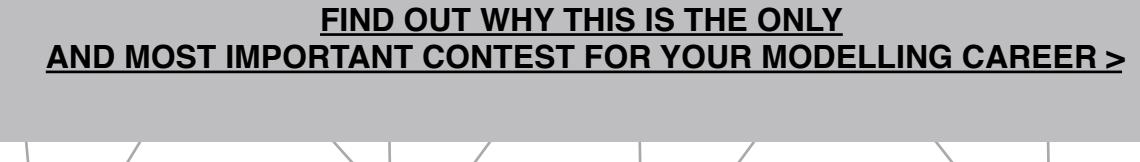
In the final round it will be down to these three judges



Another person Thomas Zeumer Another person

CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[ENTER NOW](#)



[FIND OUT WHY THIS IS THE ONLY AND MOST IMPORTANT CONTEST FOR YOUR MODELLING CAREER >](#)

FOOTER


[AWARDS LOGO](#)

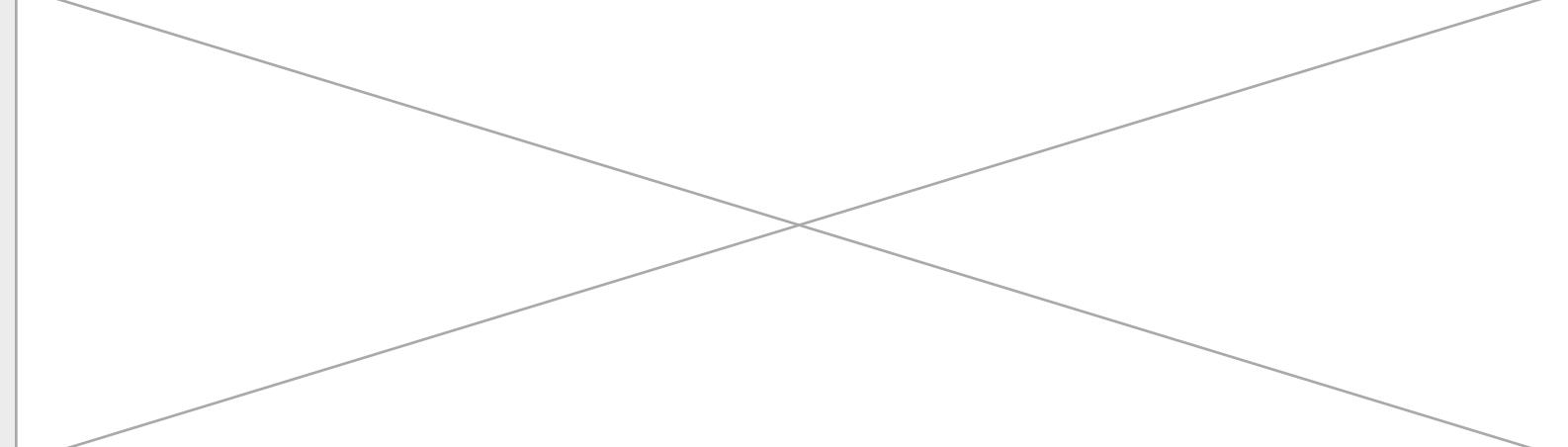
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MEET THE JUDGES

In the first round

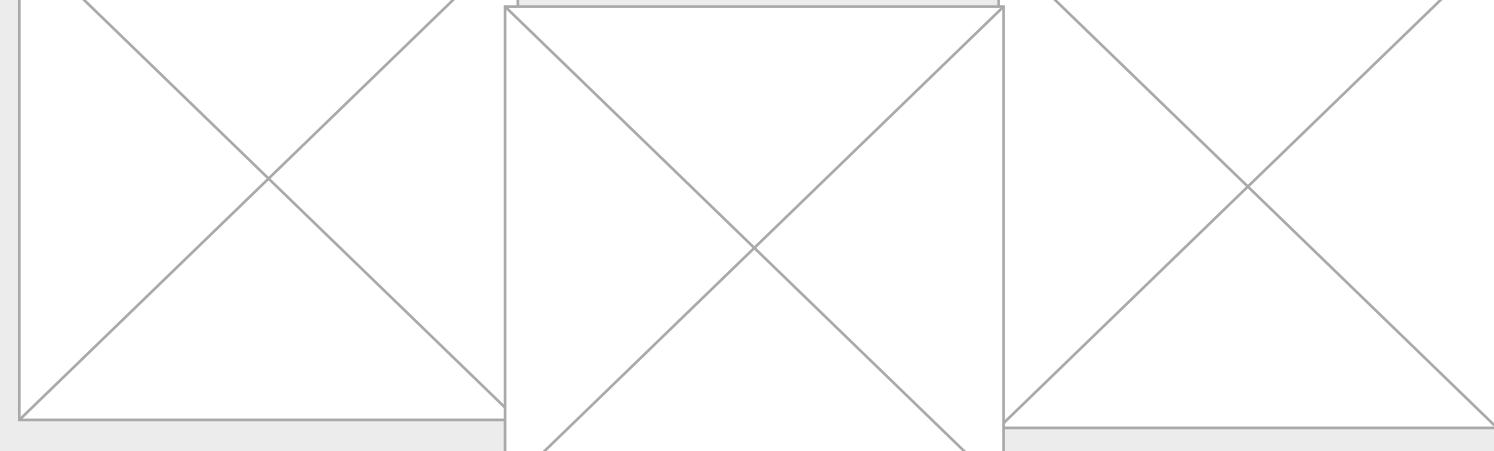
The first round of the competition will depend solely on the vote count of your fans!



All your fans!

In the final round

In the final round it will be down to these three judges



Another person Thomas Zeumer Another person

He is the maker of Heidi Klum, Claudia Schiffer, Eva... lorem ipsum lorem iorem ioremi orem iorem ioremore more mior emior emore more mi ore more more more

CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[ENTER NOW](#)



[FIND OUT WHY THIS IS THE ONLY AND MOST IMPORTANT CONTEST FOR YOUR MODELLING CAREER >](#)

FOOTER

MODEL KARMA
AWARDS LOGO

[LOGIN](#) [ENTER NOW](#)

[PRIZES](#) [HOW TO ENTER](#) [THE JUDGES](#) [LEADER BOARD](#) [PAST WINNERS](#) | [WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?](#)

CURRENT LEADER BOARD

Rank	Contestant	Votes	Actions
1.	Adriana Lima	20,305 votes	VOTE SHARE BTNS
2.	Kate Upton	18,305 votes	VOTE SHARE BTNS
3.	Gisele Bundchen	13,345 votes	VOTE SHARE BTNS
4.	Sarah Beauty	12,304 votes	Share this profile VOTE SHARE BTNS
5.	Sarah Beauty	11,304 votes	Share this profile VOTE SHARE BTNS
6.	Sarah Beauty	10,304 votes	Share this profile VOTE SHARE BTNS
7.	Sarah Beauty	9,304 votes	Share this profile VOTE SHARE BTNS
8.	Sarah Beauty	8,304 votes	Share this profile VOTE SHARE BTNS
9.	Sarah Beauty	7,304 votes	Share this profile VOTE SHARE BTNS

[See more contestants](#)

CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[ENTER NOW](#)

FOOTER



AWARDS LOGO

LOGIN

ENTER NOW

PRIZES

HOW TO ENTER

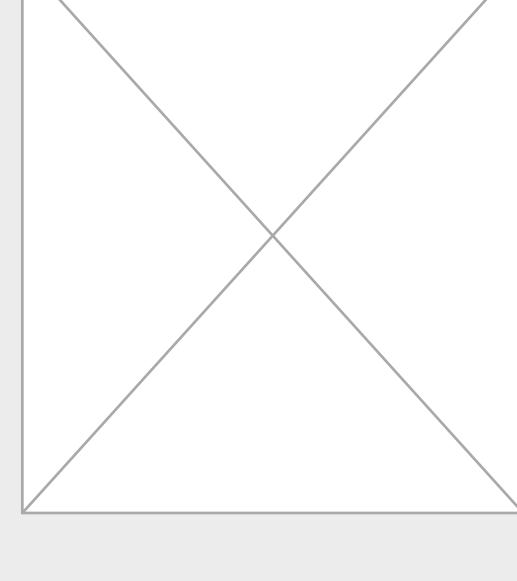
THE JUDGES

LEADER BOARD

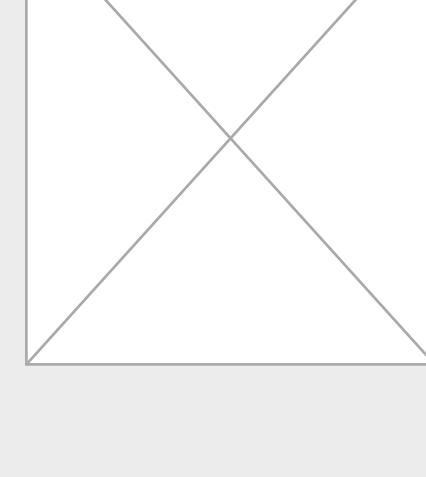
PAST WINNERS

IMPORTANT 1 OF YOUR MODELLING CAREER?

PAST WINNERS

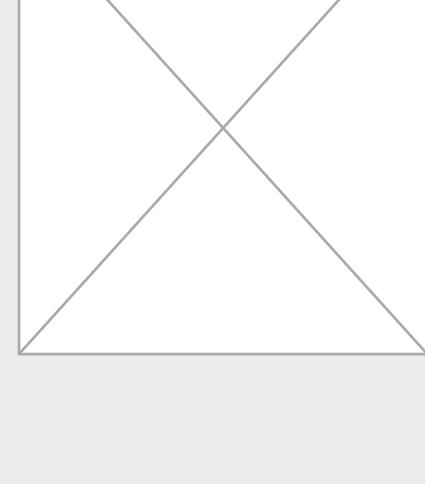


When I found out



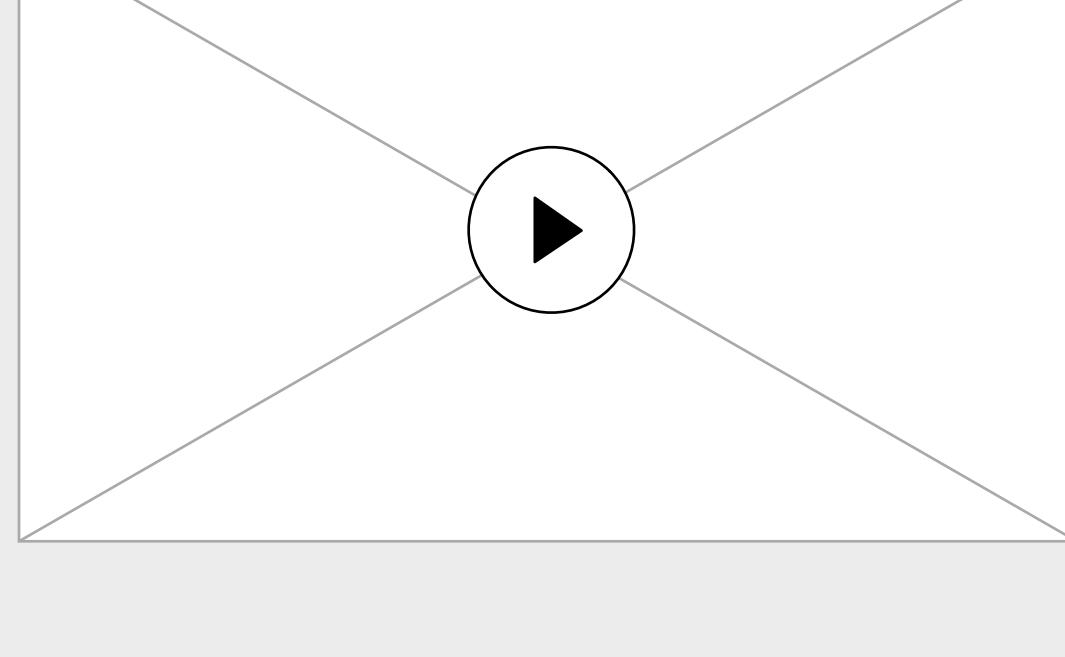
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ENTER NOW

Page 1

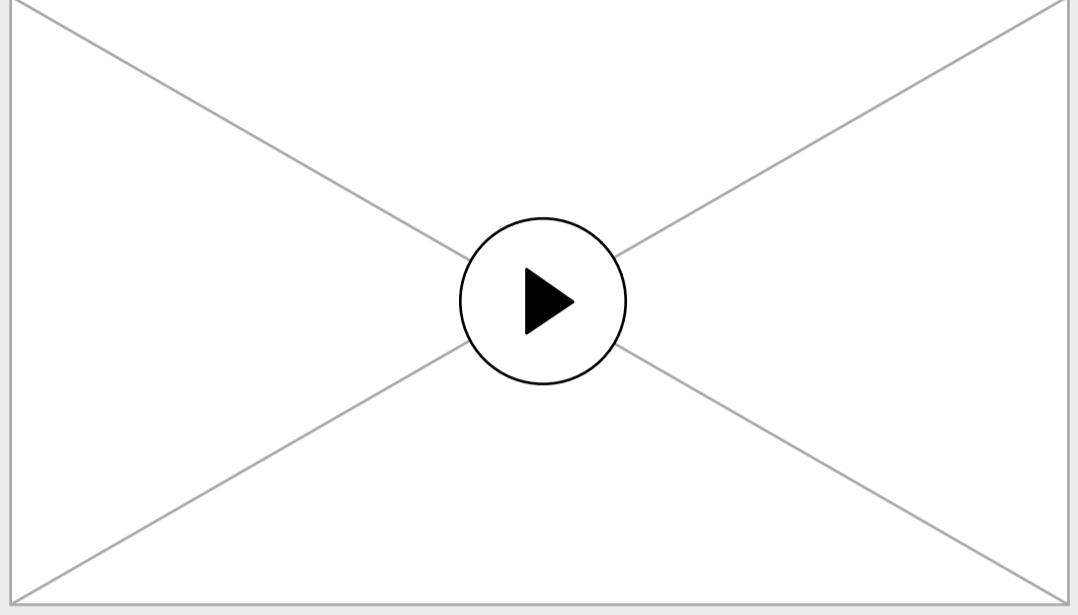


MK MODEL KARMA®
AWARDS LOGO

[LOGIN](#) [ENTER NOW](#)

[PRIZES](#) [HOW TO ENTER](#) [THE JUDGES](#) [LEADER BOARD](#) [PAST WINNERS](#) | **WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?**

WHY THIS CONTEST MAY BE THE MOST IMPORTANT ONE OF YOUR MODELLING CAREER?



See this clip of Thomas Zeumer when he handed Heidi Klum her first official model contract.

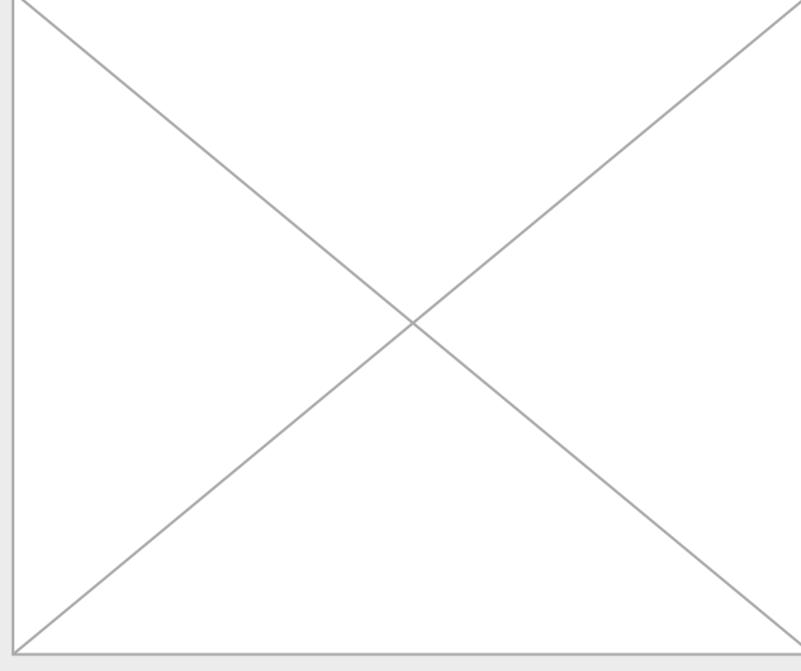
He repeated this with Claudia Schiffer, Eva Herzigovina and many many more.

You could be the next top model!

[ENTER NOW](#)

About Thomas Zeumer

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CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[ENTER NOW](#)

FOOTER

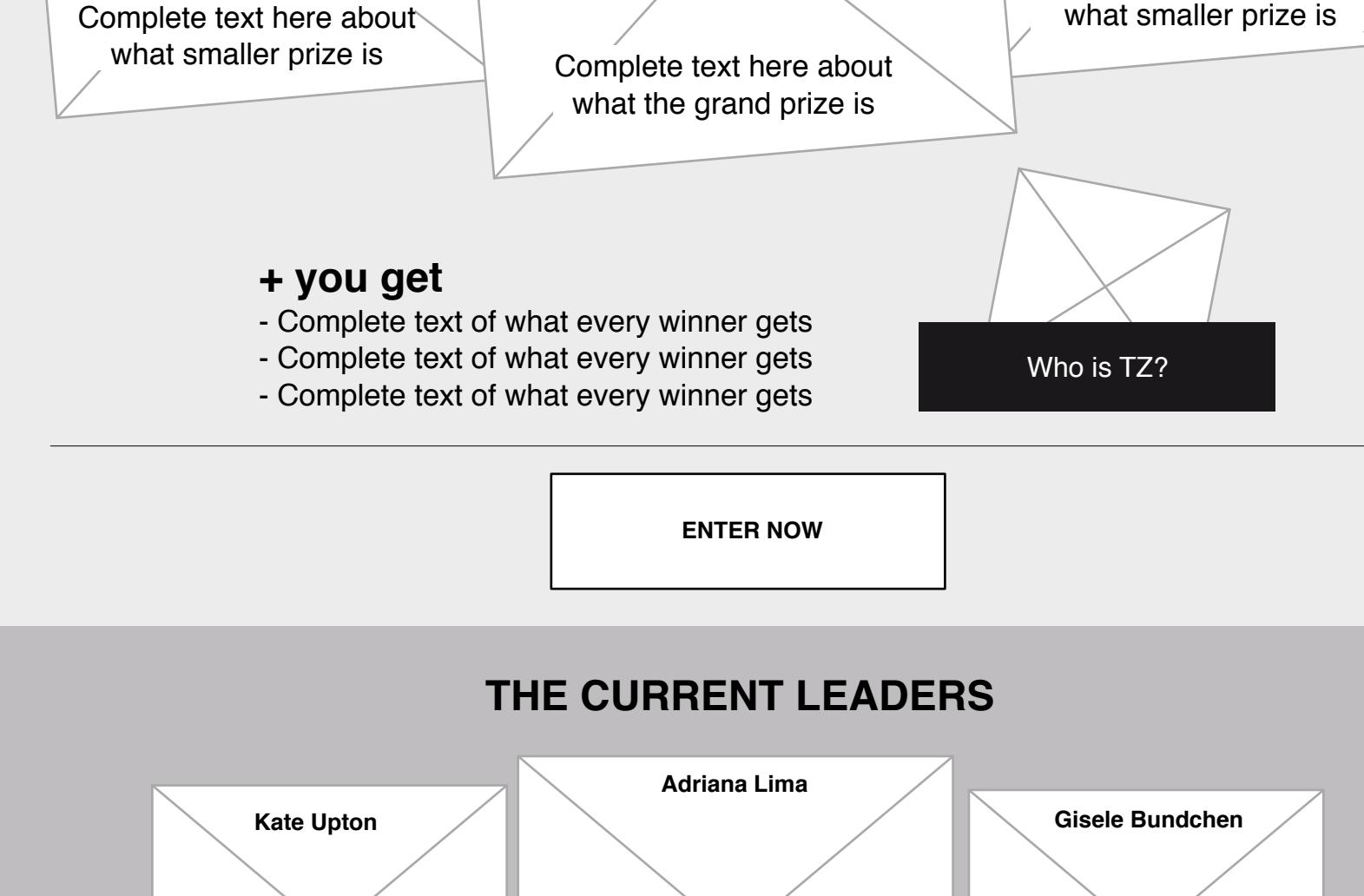
SARAH WHITE [Logout](#)

[PRIZES](#) [HOW TO ENTER](#) [THE JUDGES](#) [LEADER BOARD](#) [PAST WINNERS](#) | [WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?](#)

THIS IS THE LEADING TITLE OF THE EVENT



WHAT YOU CAN WIN

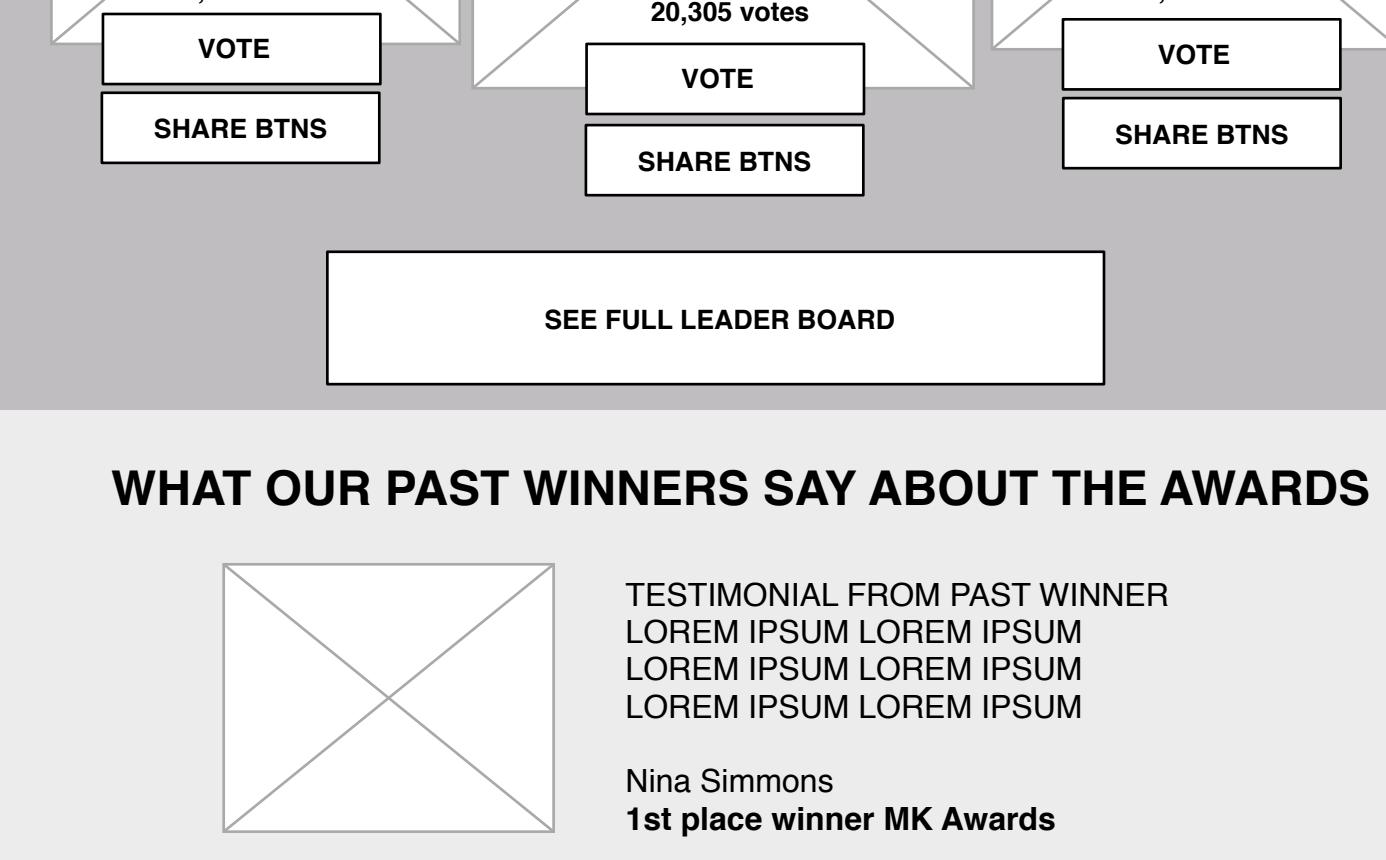


+ you get

- Complete text of what every winner gets
- Complete text of what every winner gets
- Complete text of what every winner gets

[ENTER NOW](#)

THE CURRENT LEADERS



[SEE FULL LEADER BOARD](#)

WHAT OUR PAST WINNERS SAY ABOUT THE AWARDS



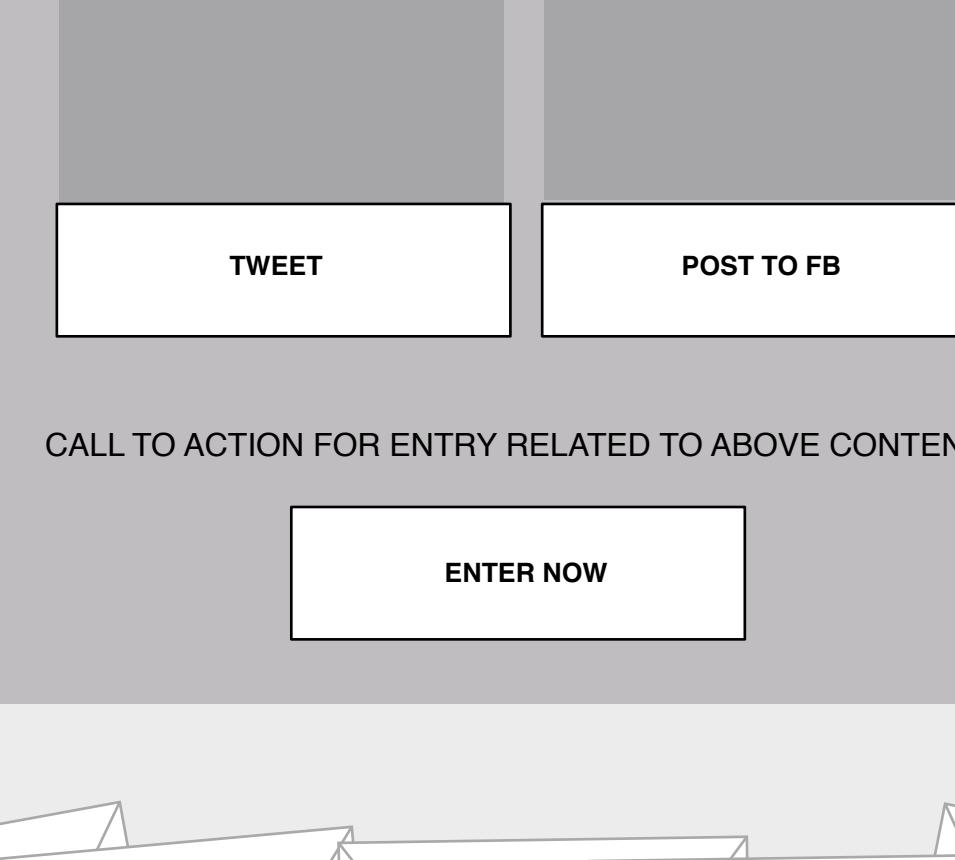
TESTIMONIAL FROM PAST WINNER
LOREM IPSUM LOREM IPSUM
LOREM IPSUM LOREM IPSUM
LOREM IPSUM LOREM IPSUM

Nina Simmons
1st place winner MK Awards

CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[ENTER NOW](#)

EVERYONE'S TALKING ABOUT THE MODELKARMA AWARDS



[TWEET](#) [POST TO FB](#)

CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[ENTER NOW](#)



FOOTER

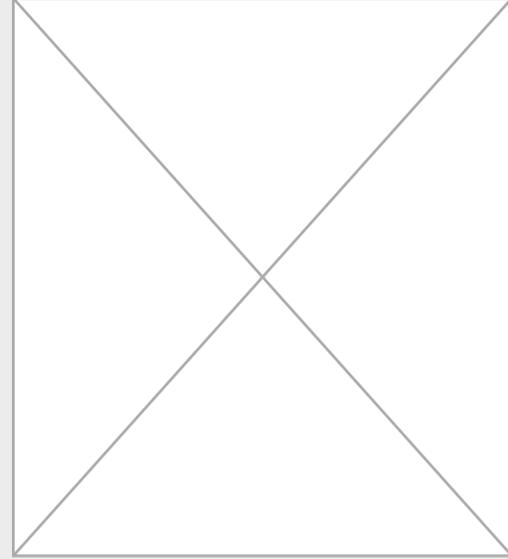
M MODEL KARMA
AWARDS LOGO

Sarah White [Logout](#)

[PRIZES](#) [HOW TO ENTER](#) [THE JUDGES](#) [LEADER BOARD](#) [PAST WINNERS](#) | [WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?](#)

To enter the contest either upload an image

The ideal size for the image is 150 x 150px
File formats: jpeg, gif, pdf and png



UPLOAD

FOOTER

The screenshot shows a web page template for a contest entry. At the top left is the ModelKarma logo with the text "AWARDS LOGO". At the top right are links for "Sarah White" and "Logout". Below the header is a navigation bar with links: PRIZES, HOW TO ENTER, THE JUDGES, LEADER BOARD, PAST WINNERS, and WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?. A large, empty rectangular box is centered on the page, with the text "Wordpress plugin to crop and resize image." written below it. At the bottom of the page is a solid black horizontal bar labeled "FOOTER".

Wordpress plugin to crop and resize image.

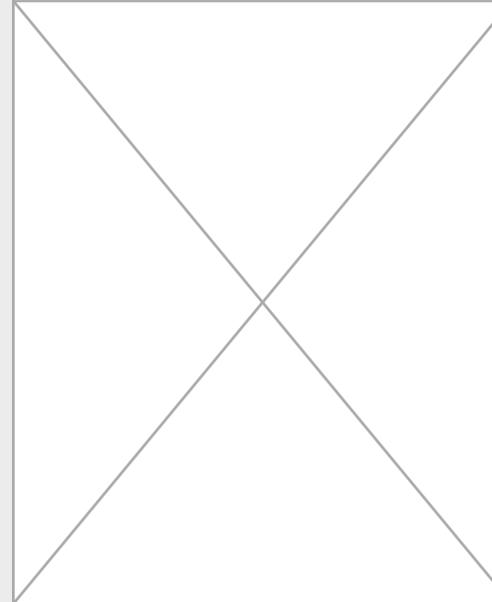
FOOTER

M MODEL KARMA[®]
AWARDS LOGO

Sarah White [Logout](#)

[My entry page](#) [Leader board](#)

Congratulations, Sarah!!
You've entered the competition



Start sharing your entry to collect votes

Share buttons

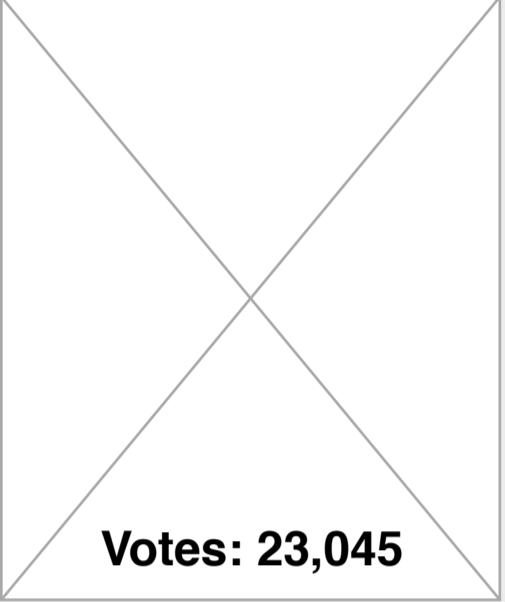
FOOTER

M MODEL KARMA[®]
AWARDS LOGO

Sarah White [Logout](#)

[My entry page](#) [Leader board](#)

Here's your entry:
Sarah White



Votes: 23,045

[Change your pic](#)

**To help you get more votes you should share
your page with everyone you know**

[Share buttons](#)

FOOTER

 AWARDS LOGO

Sarah White [Logout](#)

My entry page Leader board

CURRENT LEADER BOARD

Rank	Contestant	Votes	Actions
1.	Adriana Lima	20,305 votes	VOTE SHARE BTNS
2.	Kate Upton	18,305 votes	VOTE SHARE BTNS
3.	Gisele Bundchen	13,345 votes	VOTE SHARE BTNS

YOUR POSITION

Rank	Contestant	Votes	Actions
2445.	Sarah Beauty	12,304 votes	Share your profile SHARE BTNS

Share this profile [SHARE BTNS](#)

Rank	Contestant	Votes	Actions
4.	Sarah Beauty	12,304 votes	VOTE SHARE BTNS

Share this profile [SHARE BTNS](#)

Rank	Contestant	Votes	Actions
5.	Sarah Beauty	11,304 votes	VOTE SHARE BTNS

Share this profile [SHARE BTNS](#)

Rank	Contestant	Votes	Actions
6.	Sarah Beauty	10,304 votes	VOTE SHARE BTNS

Share this profile [SHARE BTNS](#)

Rank	Contestant	Votes	Actions
7.	Sarah Beauty	9,304 votes	VOTE SHARE BTNS

Share this profile [SHARE BTNS](#)

Rank	Contestant	Votes	Actions
8.	Sarah Beauty	8,304 votes	VOTE SHARE BTNS

Share this profile [SHARE BTNS](#)

Rank	Contestant	Votes	Actions
9.	Sarah Beauty	7,304 votes	VOTE SHARE BTNS

See more contestants [See more contestants](#)

FOOTER

CURRENT LEADER BOARD

1. Adriana Lima
2. Kate Upton
3. Gisele Bundchen

18,305 votes 20,305 votes 13,345 votes

VOTE VOTE VOTE

SHARE BTNS SHARE BTNS SHARE BTNS

Sarah Beauty

Share this profile

6. Sarah Beauty 10,304 votes Share this profile

7. Sarah Beauty 9,304 votes Share this profile

8. Sarah Beauty 8,304 votes Share this profile

9. Sarah Beauty 7,304 votes Share this profile

See more contestants

FOOTER

 AWARDS LOGO

Sarah White [Logout](#)

My entry page Leader board

CURRENT LEADER BOARD

Congratulations you are currently under the top 3!

Rank	Contestant	Votes	Actions
1.	Sarah White	20,305 votes	VOTE SHARE BTNS
2.	Kate Upton	18,305 votes	VOTE SHARE BTNS
3.	Gisele Bundchen	13,345 votes	VOTE SHARE BTNS
4.	Sarah Beauty	12,304 votes	VOTE SHARE BTNS
5.	Sarah Beauty	11,304 votes	VOTE SHARE BTNS
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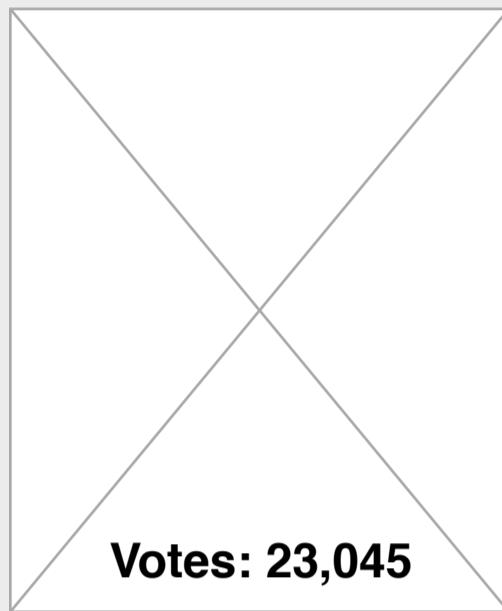
[See more contestants](#)

FOOTER

UJ3 - As a fan I want to be able to vote for a model



Vote for
Sarah White



Votes: 23,045

[Vote now](#)

FOOTER

**We noticed you are voting for the first time**

To ensure you are a real person voting
please enter your details below:

 Name Email

*We won't share your information with anyone else,
pinky promise!*

Alternatively you can vote using:

[FB](#)[Twitter](#)

FOOTER



Thanks for providing us with your details.

**Please check your email inbox to validate
your vote, thanks!**

FOOTER



Thanks for validating your vote.

**You can now also vote for other models
in the leader board**

FOOTER



Vote for
Sarah White



Votes: 23,045

Voted

FOOTER

MODEL KARMA
AWARDS LOGO

[LOGIN](#) [ENTER NOW](#)

[PRIZES](#) [HOW TO ENTER](#) [THE JUDGES](#) [LEADER BOARD](#) [PAST WINNERS](#) | [WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?](#)

CURRENT LEADER BOARD

Congratulations you are currently under the top 3!

Rank	Contestant	Votes	Action Buttons
1.	Adriana Lima	20,305 votes	VOTE SHARE BTNS
2.	Kate Upton	18,305 votes	VOTE SHARE BTNS
3.	Gisele Bundchen	13,345 votes	VOTE SHARE BTNS
4.	Sarah Beauty	12,304 votes	Share this profile VOTE SHARE BTNS
5.	Sarah White	11,304 votes	Share this profile VOTED SHARE BTNS
6.	Sarah Beauty	10,304 votes	Share this profile VOTED SHARE BTNS
7.	Sarah Beauty	9,304 votes	Share this profile REMOVE VOTE SHARE BTNS
8.	Sarah Beauty	8,304 votes	Share this profile VOTE SHARE BTNS
9.	Sarah Beauty	7,304 votes	Share this profile VOTE SHARE BTNS

[See more contestants](#)

CALL TO ACTION FOR ENTRY RELATED TO ABOVE CONTENT

[Enter now](#)

FOOTER

UJ4 - As a model (non-registered) I want to be notified when the next award is happening so that I can take part

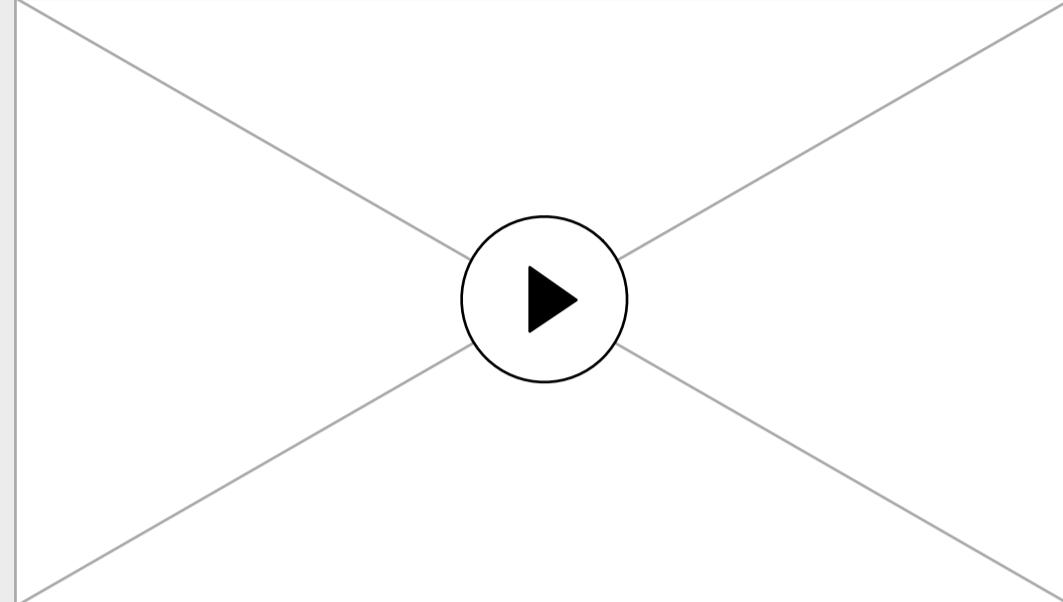
M MODEL KARMA.
AWARDS LOGO

[LOGIN](#) [CREATE MODELKARMA ACCOUNT](#)

[PRIZES](#) [THE JUDGES](#) [LEADER BOARD](#)

| [WHY THIS CONTEST MAY BE THE MOST
IMPORTANT 1 OF YOUR MODELLING CAREER?](#)

THE 2014 AWARDS ARE NOW OVER
SEE WHAT THESE LUCKY WINNERS EXPERIENCED!



Our next award will be just as amazing... stay tuned

[Notify me of next award](#)

FOOTER

[LOGIN](#)[PRIZES](#) [THE JUDGES](#) [LEADER BOARD](#)[WHY THIS CONTEST MAY BE THE MOST
IMPORTANT 1 OF YOUR MODELLING CAREER?](#)**THE 2014 AWARDS ARE NOW OVER****Enter your details below to be notified
of our next big award!** Name Email*We won't share your information with anyone else,
pinkie promise!*

Our next award will be just as amazing... stay tuned

FOOTER

MODEL KARMA
AWARDS LOGO

[LOGIN](#) [CREATE MODELKARMA ACCOUNT](#)

[PRIZES](#) [THE JUDGES](#) [LEADER BOARD](#)

WHY THIS CONTEST MAY BE THE MOST IMPORTANT 1 OF YOUR MODELLING CAREER?

1. Adriana Lima 20,305 votes **SHARE BTNS**

2. Kate Upton 18,305 votes **SHARE BTNS**

3. Gisele Bundchen 13,345 votes **SHARE BTNS**

4. Sarah Beauty 12,304 votes **Share this profile** **SHARE BTNS**

5. Sarah Beauty 11,304 votes **Share this profile** **SHARE BTNS**

6. Sarah Beauty 10,304 votes **Share this profile** **SHARE BTNS**

7. Sarah Beauty 9,304 votes **Share this profile** **SHARE BTNS**

8. Sarah Beauty 8,304 votes **Share this profile** **SHARE BTNS**

9. Sarah Beauty 7,304 votes **Share this profile** **SHARE BTNS**

See more contestants

NEXT TIME COULD BE YOUR CHANCE TO WIN

GET NOTIFIED

FOOTER