

# photo contest details & responsibilities

## Tribal DDB NY Responsibilities

- Development of the front-end HTML that will be passed off to the selected vendor to implement
  - One set of HTML code will be provided which is to be rendered differently to support desktop, tablet, and mobile on common URLs via Responsive Web Design (RWD)
- Craft the email design/copy and HTML build

## Tribal DDB UK Responsibilities

- Setup of a reverse proxy that will allow Web pages on vendor's server to be served directly on the www.fuelprogress.com domain (specific URL format to be defined later, but will look something like www.com to 301 redirect to the home page of the promotion on www.com
- Setting up the vanity URLs www.

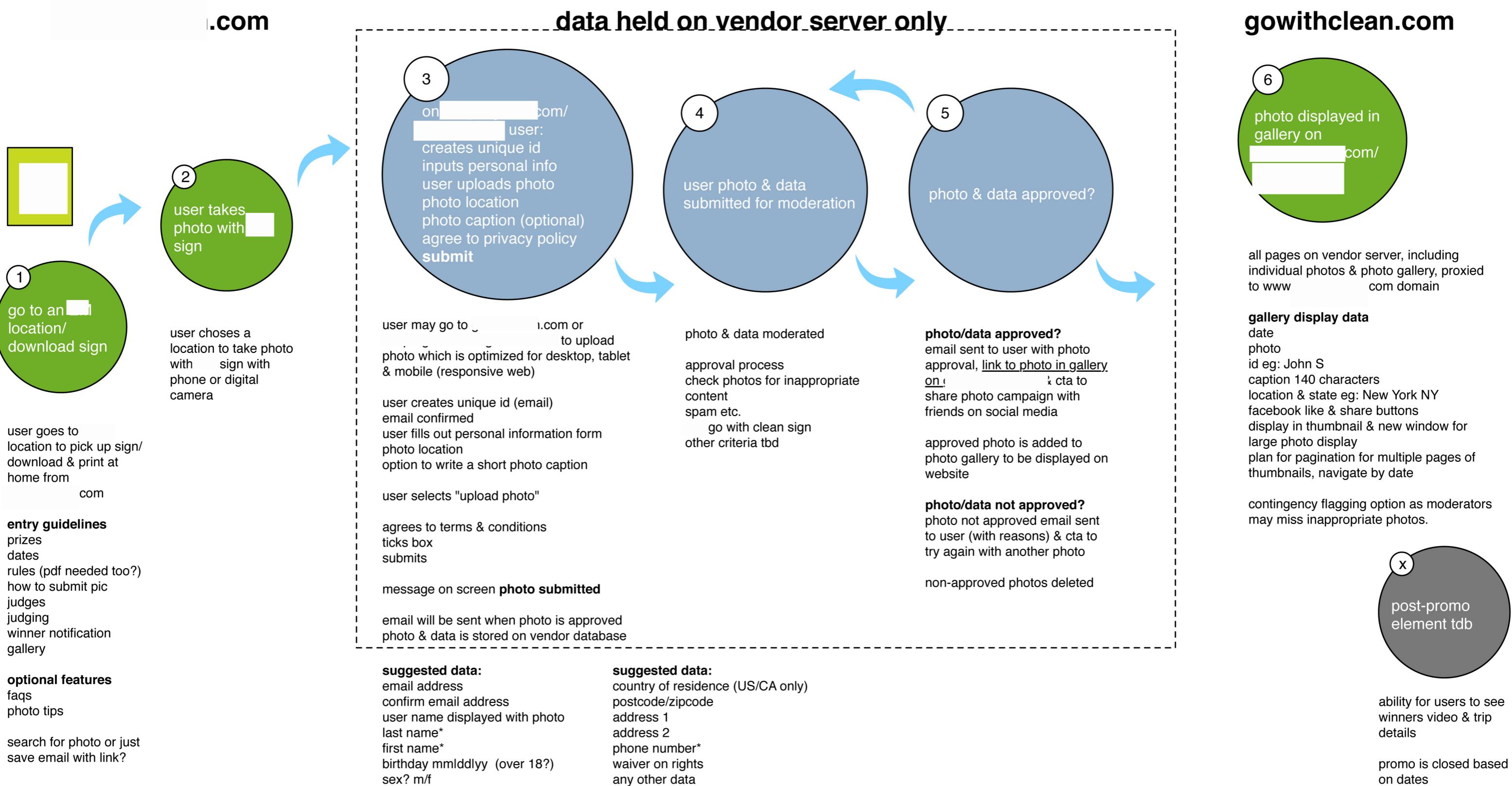
## Vendor Responsibilities

- Host all pages on the site on a server to be reverse proxied by Tribal DDB UK
  - A robots.txt file is to be placed on the original server on the vendor's side to prevent it from being crawled by search engines
- Develop backend coding to handle all the photo/contest entries
- Setup database to house all user submitted information – data to be collected: photo, caption, personal info, trip data, etc.
- Implement front-end HTML provided by Tribal DDB NY
  - One set of HTML code will be provided which is to be rendered differently to support desktop, tablet, and mobile on common URLs via RWD. Refer to the following documentation from Google on the preferred method of implementation.
- Handle (automatic) image recognition approval process – sign, copyright logos, inappropriate content) (This may or may not be required depending on picture approval approach)
- Admin moderation pages will need to be created with separate URLs for moderators. These pages will allow third party vendors to approve/disapprove images and also select the contest winners and allow and Tribal DDB review.
- Admin moderation pages will require a login/password and SSL encryption, and should be served directly from the vendor's domain (not proxied onto the domain).
- Admin moderation pages won't need to be responsive or fancy. TribalDDB NY or UK will not be providing any front end HTML or designs for the moderation pages.
- Email notification sent to user when their photo is approved.
- Vendor should include time for writing emails and all other contest management requirements such as rules/reg/prize awarding.
- Vendor to give input on requirements for email messaging including number of versions
- Vendor responsible for the backend, and deployment of all emails

## How it all works

- A vanity URL will be advertised that will 301 redirect users to the page on | hosted on Tribal DDB UK. Content served by the vendor will be pulled in via reverse proxy.
- | will have a login page hosted on the vendor environment to approve pictures as well as select the contest winners.
- Each approved image and associated content will be served on a separate, dynamically generated URL. Each URL will include the following:
  - Photo, Caption, Location (City + State), Facebook Like and Share buttons, First name and last initial?, Title Tag in the following format (dynamic content in italics):
- First name, Last Initial – Location |
- For example: John S – New York, NY |
- - Meta Description tag in the following format:
- Photo Caption
  - Each page should have an independent, unique URL.
- By default, URLs will presumably be of a format such as the following: /photo.html?id=123
- URLs should be rewritten using mod\_rewrite to be of the form /photo\_123.html
- On the gallery page there should be the ability to browse photos by thumbnail and date. Clicking on a thumbnail will open up the aforementioned page in a new window.
  - If there are over TBD entries for a given date, there should be pagination to allow users to navigate to different dates.

# first time user - journey



## returning user - journey

