



DigitasLBi

Night Out in the Parks - App Specs

For Internal Use Only

03/05/2015

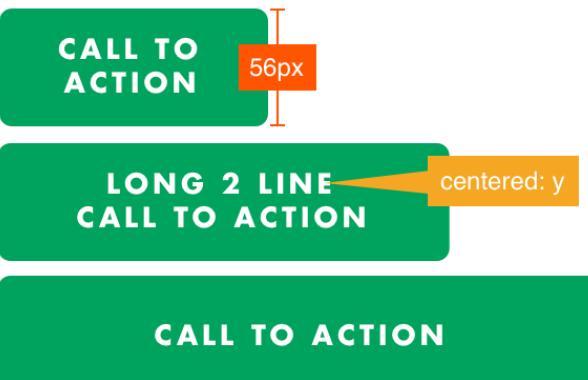
Global Elements - Typography

Name	Sample	Properties
H1	H1: HEADER LOREM IPSUM DOLOR SIT AMET	font-family: Futura-Bold; font-size: 22px; color: #000000; letter-spacing: 1px; line-height: 22px;
H2	H2: LIST HEADERS	font-family: Futura-Bold; font-size: 17px; color: #000000; letter-spacing: 1px; line-height: 17px;
H3	H3: LIST ITEM TITLES LOREM IPSUM DOLOR SIT AMET	font-family: Futura-Bold; font-size: 13px; color: #000000; letter-spacing: 1px; line-height: 15px;
.header-title	HEADER TITLE	font-family: SFMoviePoster-Bold; font-size: 34px; color: #000 (or color of category); letter-spacing: 3.4px; line-height: 34px;

Global Elements - Typography

Name	Sample	Properties
p	p: Descriptions and paragraph text lorem ipsum dolor sit amet	font-family: GeometricSlab703BT-Medium; font-size: 13px; color: #3A3A3A; letter-spacing: 1px; line-height: 15px;
.big-copy	.big-copy: Descriptions and paragraph text lorem ipsum	font-family: GeometricSlab703BT-Medium; font-size: 16px; color: #231F20; letter-spacing: 0.5px; line-height: 19px;
.segment-labels-OFF	UI Segmented Unselected	font-family: Futura-Book; font-size: 11px; color: #888888; letter-spacing: 0.5px; line-height: 13px;
.segment-labels-ON	UI Segmented Selected	Same as ^ color: #FFFFFF;
.tiny-labels	UI Tiny Labels	font-family: Futura-Book; font-size: 10px; color: #7D7D7D; letter-spacing: 0.2px; line-height: 12px;

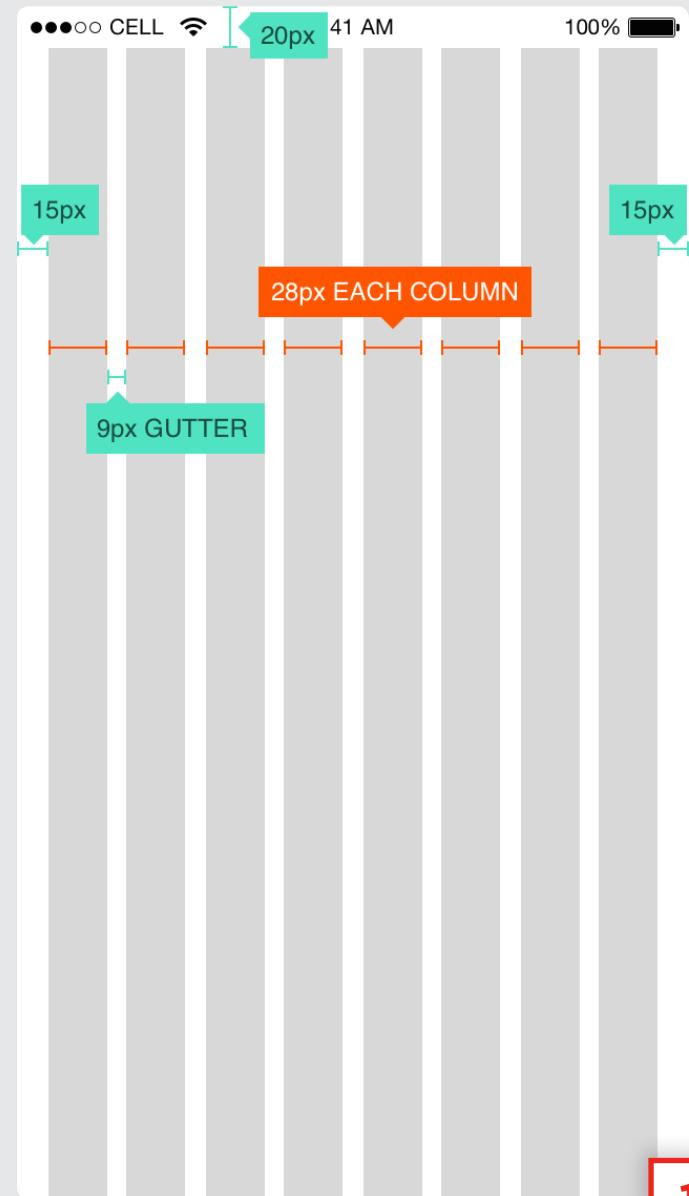
Global Elements - Typography

Name	Sample	Properties
Buttons	 <p>The image shows three green rectangular buttons. The top button has the text 'CALL TO ACTION' in white. A red box highlights the text area with the dimension '56px'. The middle button has the text 'LONG 2 LINE CALL TO ACTION' in white. An orange arrow points to the word 'centered' with the text 'centered: y'. The bottom button has the text 'CALL TO ACTION' in white.</p> <p>Button background: #00975A (or color of category); border-radius: 6px; height: 56px;</p> <p>Text font-family: Futura-Bold; font-size: 13px; color: #FFFFFF; letter-spacing: 2px; line-height: 15px; • vertically aligned</p>	
Lines	<p>LINE HIERARCHY</p> <p>1st: To separate headers + main items</p> <p>2nd: To separate list items</p> <p>3rd: To separate pieces within a list item</p>	<p>1st 1px solid #3A3A3A</p> <p>2nd 1px solid #7D7D7D</p> <p>3rd 1px solid #CECECE</p>

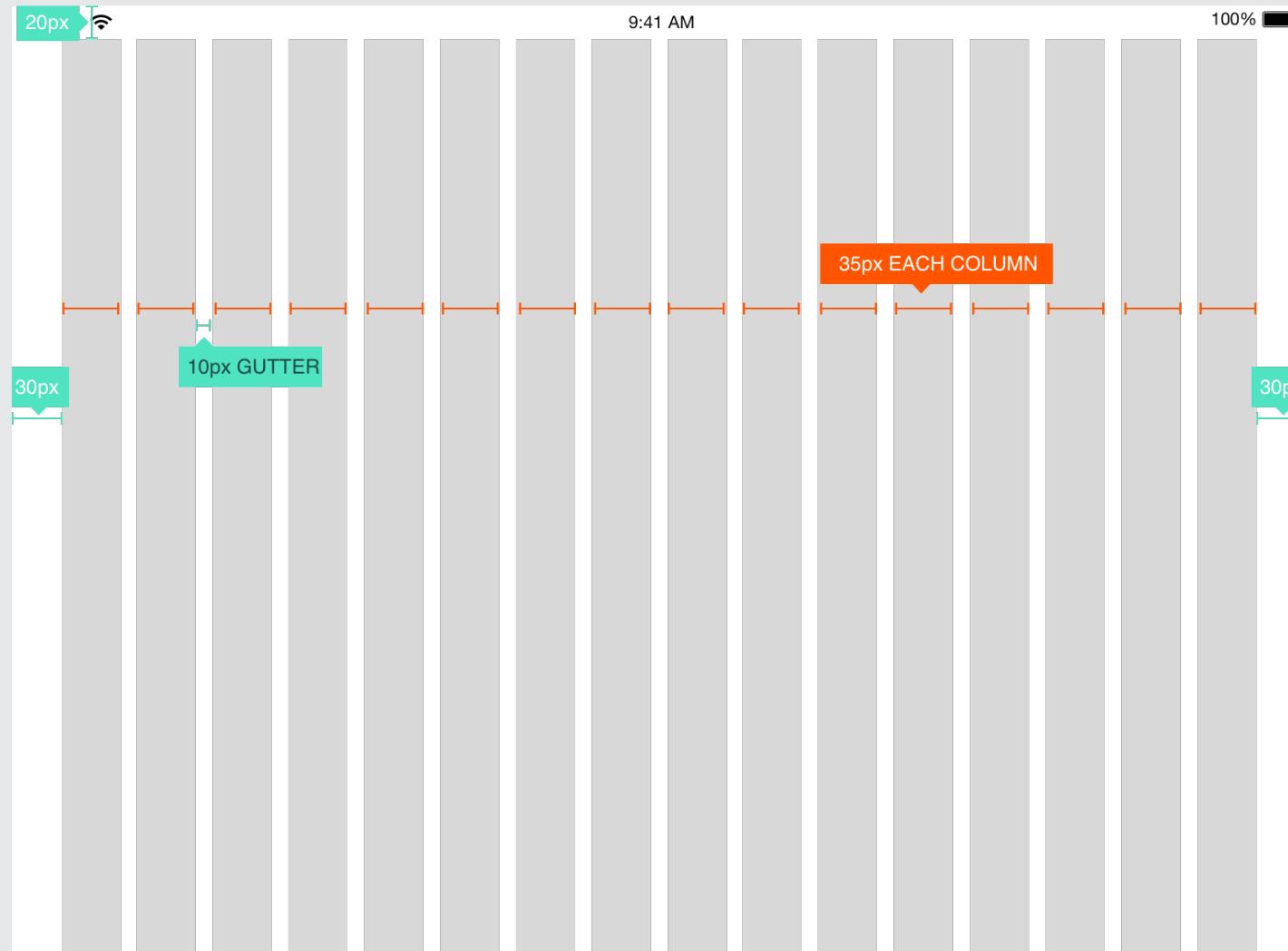
Global Elements - Grid

- 1 Mobile layout is only using 8 of the full 16 columns in the grid for design to reduce complexity.

Grid - iPhone 5

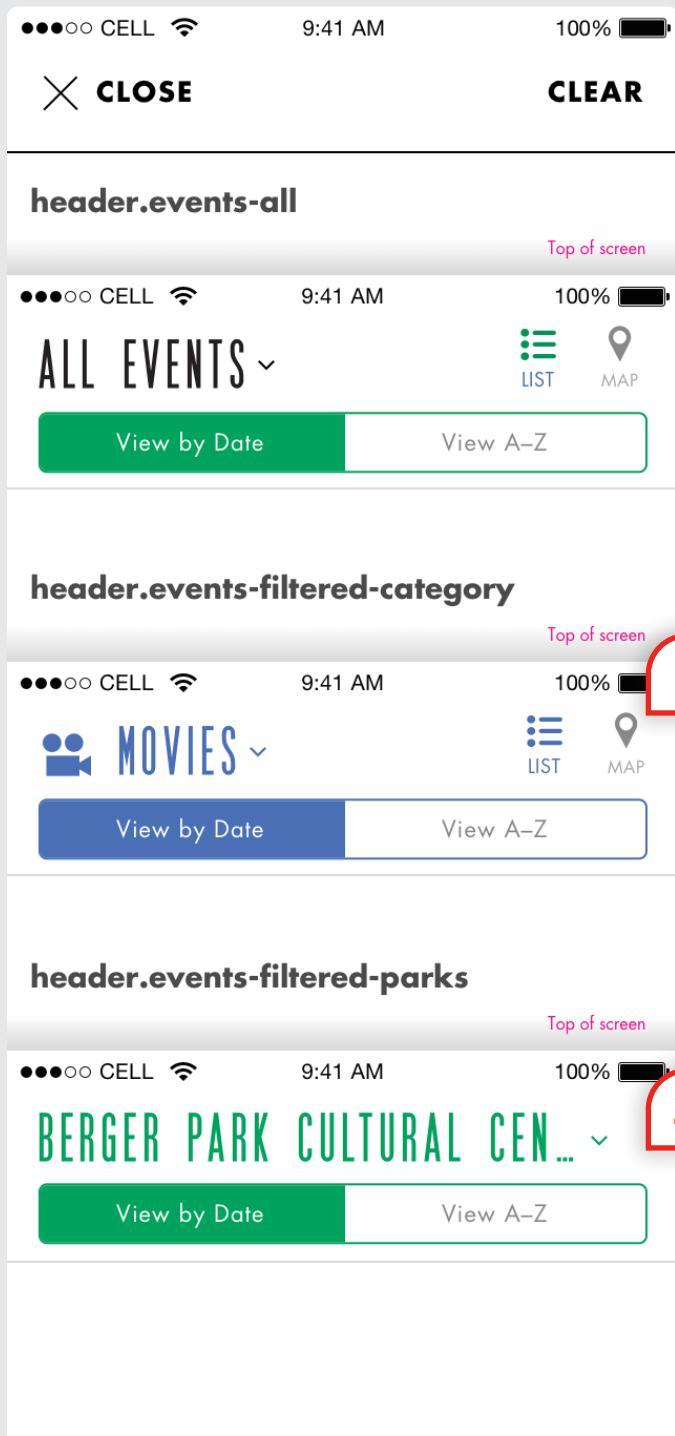


Grid - iPad

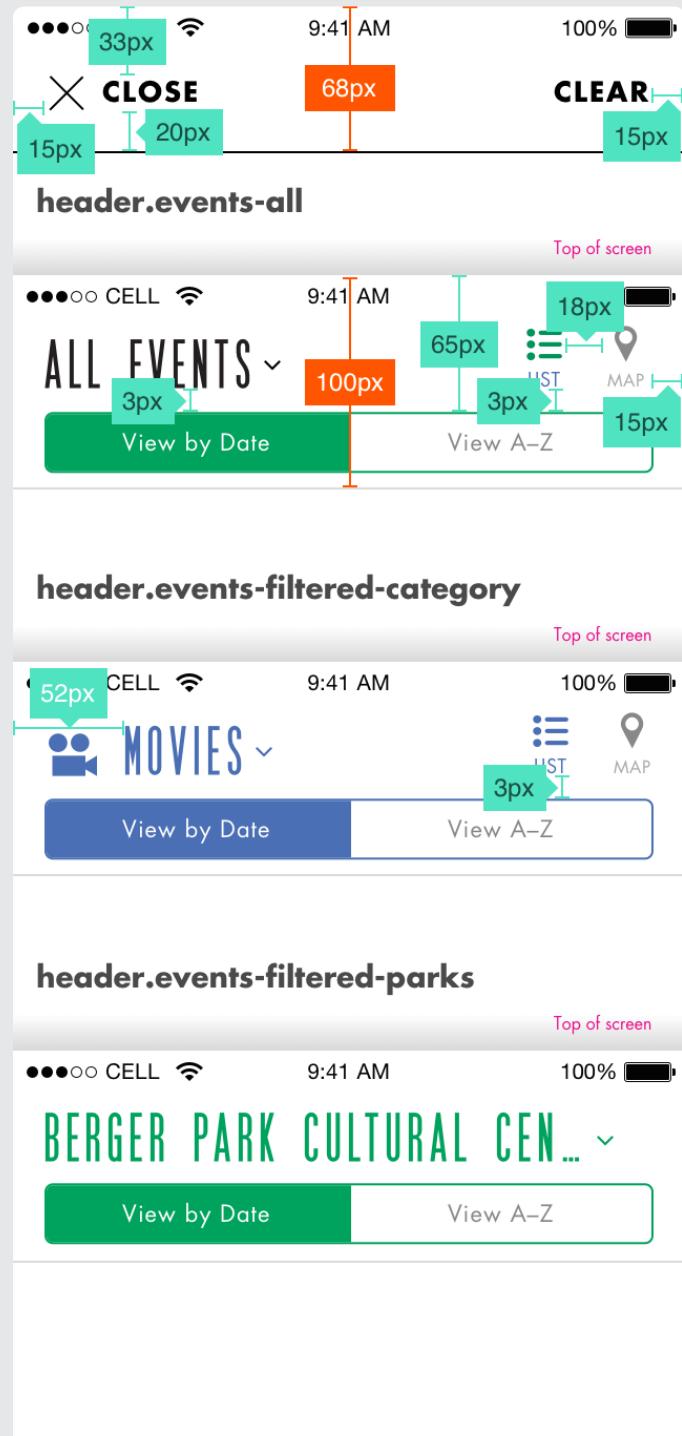


Global Elements - Headers

Headers - iPhone 5



Headers - iPhone 5 - Measurements



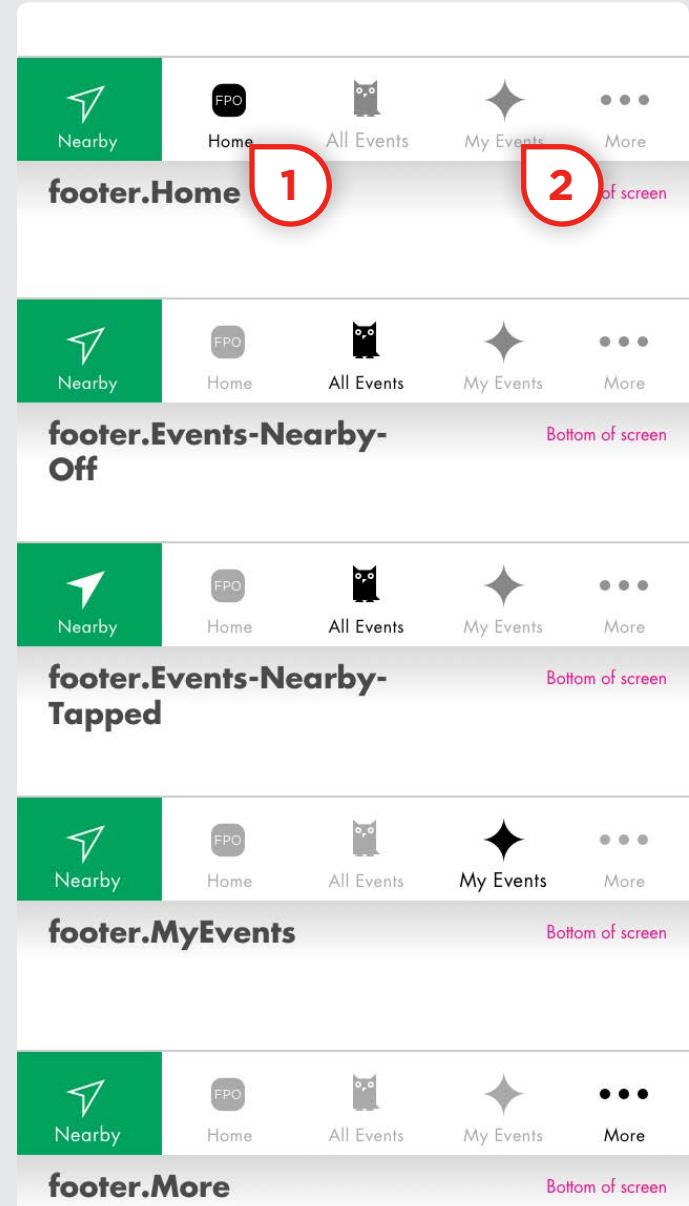
1 Category list takes the color of the selected category

2 Parks name truncated to 24 char (iPhone)

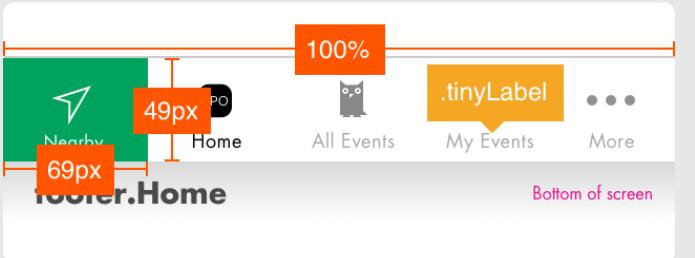
Global Elements - Footers

- 1 Selected icon & text: # 000
- 2 Unselected icon & text: # AAA

Footers - iPhone 5



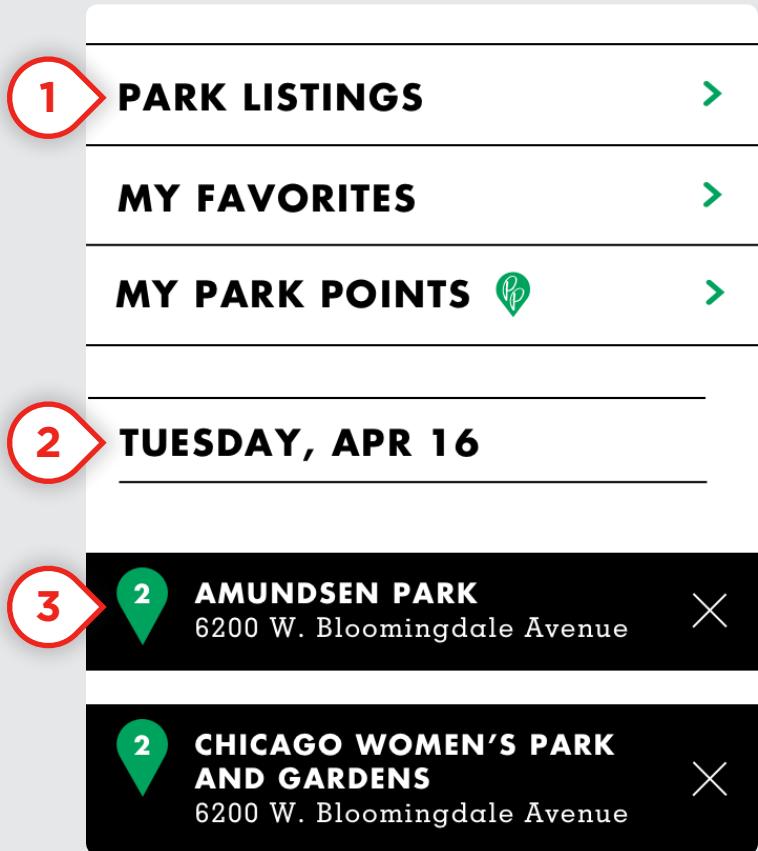
Footers - iPhone 5 - Measurements



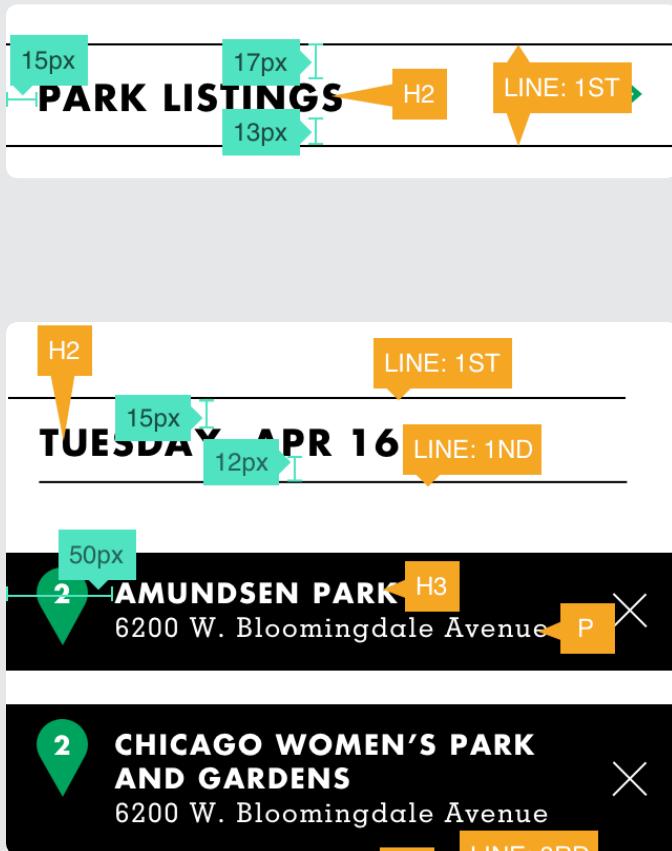
Global Elements - Lists 1

- 1 Main list item
- 2 List title
- 3 Park title (generally for map view)

Lists



Lists - Measurements



Global Elements - Lists 2

Lists

1 **THE PRINCESS BRIDE PG CC**
Jonquil Park, 9:00–10:55 pm

2 **SPORTS INSTRUCTION AND FUNDAMENTALS**
Jonquil Park, 9:00–10:55 pm
Union Park, 9–10:55

3 **REALLY EXHAUSTING AND SUPER LONG TITLE THAT THEY CAN BE NO LONGER THAN THIS**
Jonquil Park, 9:00–10:55 pm

4 **GOSPEL FEST PARTNERSHIP**
Fuller Park, 9:00–10:55 pm

5 **KIDSMOBILE**
Cornell Square Park, 9:00–10:55 pm

ANNOUNCEMENTS

3 **ANOTHER 1-LINE TITLE PG CC**
Jonquil Park, 9:00–10:55 pm
This event is cancelled

4 **ANOTHER 1-LINE TITLE PG CC**
Jonquil Park, 9:00–10:55 pm
This event's time has changed to 8:45–10:20 pm

5 **ANOTHER 1-LINE TITLE PG CC**
Jonquil Park 9:00–10:55pm
This event's location has changed to Union Park

Lists - Measurements

THE PRINCESS BRIDE PG CC
Jonquil Park, 9:00–10:55 pm

SPORTS INSTRUCTION AND FUNDAMENTALS
Jonquil Park, 9:00–10:55 pm
Union Park, 9–10:55

REALLY EXHAUSTING AND SUPER LONG TITLE THAT THEY CAN BE NO LONGER THAN THIS
Jonquil Park, 9:00–10:55 pm

GOSPEL FEST PARTNERSHIP
Fuller Park, 9:00–10:55 pm

KIDSMOBILE
Cornell Square Park, 9:00–10:55 pm

ANNOUNCEMENTS

ANOTHER 1-LINE TITLE PG CC
Jonquil Park, 9:00–10:55 pm
This event is cancelled

ANOTHER 1-LINE TITLE PG CC
Jonquil Park, 9:00–10:55 pm
This event's time has changed to 8:45–10:20 pm

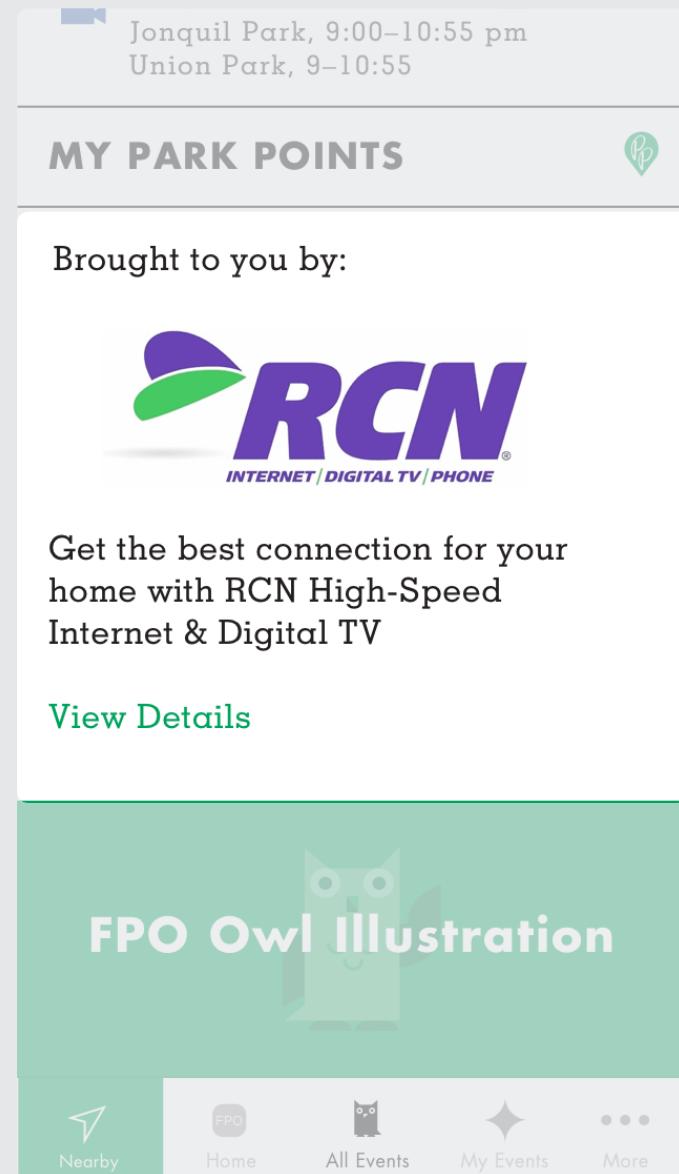
ANOTHER 1-LINE TITLE PG CC
Jonquil Park 9:00–10:55pm
This event's location has changed to Union Park

12px H3 LINE: 3RD
10px .big-copy

- 1 Event list items
- 2 Expired list item
- 3 Cancelled event
- 4 Rescheduled event
- 5 Relocated event

Ads - Sizing and Placement

iPhone - Top Tier - Home Page



Jonquil Park, 9:00–10:55 pm
Union Park, 9–10:55

MY PARK POINTS 

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FPO Owl Illustration 

Nearby Home All Events My Events More

iPhone - Second Tier - Category List



••••• CELL 9:41 AM 100% 

MOVIES   

[View by Date](#) [View A-Z](#)

CATEGORY ILLUSTRATION PLACEHOLDER 

MOVIES UNDERWRITTEN BY:
The George-Seeley Community Garden

FRIDAY, APR 10 

FERRIS BUELLER'S DAY OFF PG CC
Jonquil Park, 9:00–10:55 pm

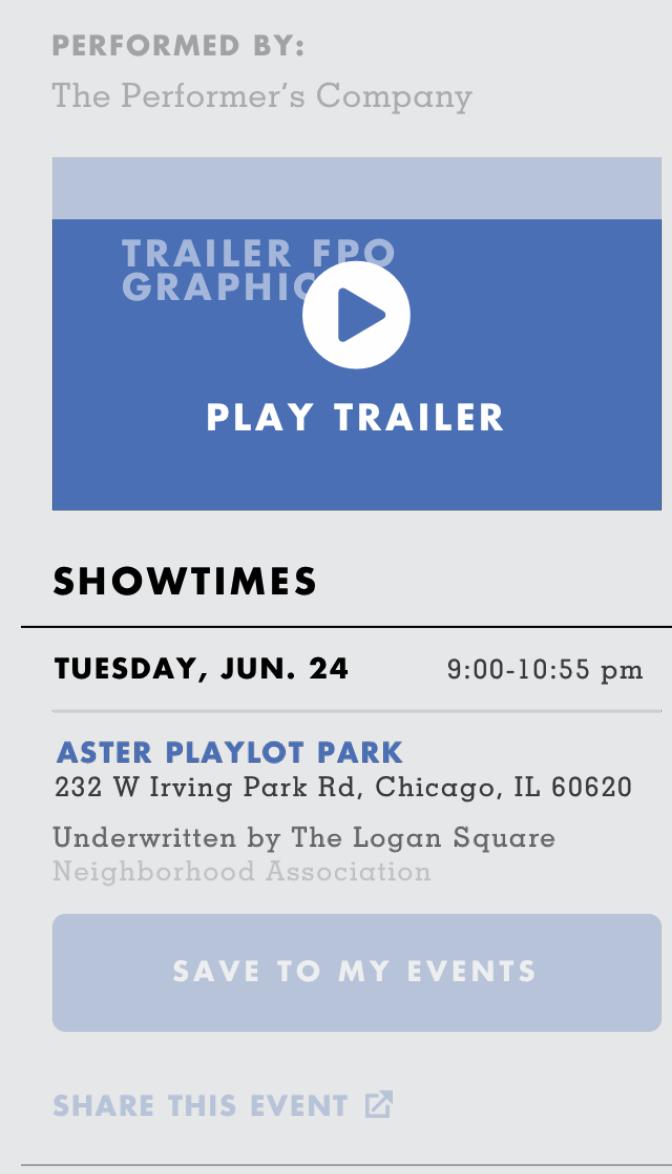
TRUE GRIT PG CC
Jonquil Park, 9:00–10:55 pm

SATURDAY, APR 11 

THE PRINCESS BRIDE PG CC
Jonquil Park, 9:00–10:55 pm

THE HUNGER GAMES: CATCHING FIRE PG CC 

iPhone - Third Tier - Individual Showtime



PERFORMED BY:
The Performer's Company

TRAILER FPO GRAPHIC 

PLAY TRAILER

SHOWTIMES

TUESDAY, JUN. 24 9:00-10:55 pm

ASTER PLAYLOT PARK
232 W Irving Park Rd, Chicago, IL 60620
Underwritten by The Logan Square Neighborhood Association

SAVE TO MY EVENTS

SHARE THIS EVENT 

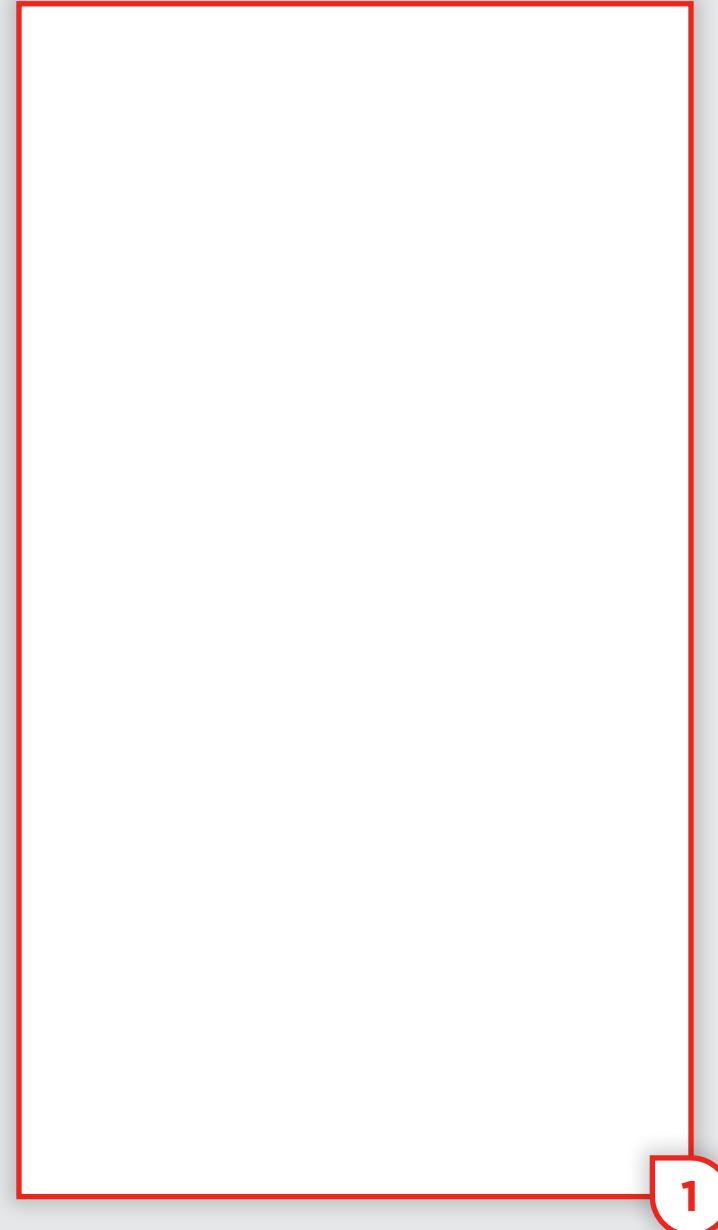
Loading Screen -

1 Needs consideration for loading
text / graphic

Start



End



Home -

Home - Default

NIGHT OUT IN THE PARKS FPO HOME ILLUSTRATION + SPONSOR NAME

TODAY'S EVENTS

- THE PRINCESS BRIDE PG CC**
Jonquil Park, 9:00–10:55 pm
- GOSPEL FEST PARTNERSHIP**
Fuller Park, 9:00–10:55 pm
- SPORTS INSTRUCTION AND FUNDAMENTALS**
Jonquil Park, 9:00–10:55 pm
Union Park, 9–10:55
- KIDSMOBILE**
Cornell Square Park, 9:00–10:55 pm
- TOO MUCH LIGHT MAKES THE BABY GO BLIND**
Jonquil Park, 9:00–10:55 pm

1

2

3

SPORTS INSTRUCTION AND FUNDAMENTALS
Jonquil Park, 9:00–10:55 pm
Union Park, 9–10:55

KIDSMOBILE
Cornell Square Park, 9:00–10:55 pm

TOO MUCH LIGHT MAKES THE BABY GO BLIND
Jonquil Park, 9:00–10:55 pm

MY PARK POINTS

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FPO Owl Illustration

Announcements

ANNOUNCEMENTS

- ANOTHER 1-LINE TITLE PG CC**
Jonquil Park, 9:00–10:55 pm
This event is cancelled
- ANOTHER 1-LINE TITLE PG CC**
Jonquil Park, 9:00–10:55 pm
This event's time has changed to 8:45–10:20 pm
- ANOTHER 1-LINE TITLE PG CC**
Jonquil Park 9:00–10:55pm
This event's location has changed to Union Park

- 1 Announcements placement - Collapsed if none to display
- 2 Users can swipe to see today tomorrow, and next day's events
- 3 Limit today's events to 10

Events - List View

Events - All - by Date

CELL 9:41 AM 100%

ALL EVENTS

View by Date **View A-Z**

FRIDAY, APR 10

- FERRIS BUELLER'S DAY OFF PG CC**
Jonquil Park, 9:00–10:55 pm
- FIRST CLASS**
Union Park, 9:00–10:55 pm
- TRUE GRIT (1969) PG CC**
Jonquil Park, 9:00–10:55 pm
Union Park, 9–10:55

SATURDAY, APR 11

- THE HUNGER GAMES: CATCHING FIRE PG CC**
Jonquil Park, 7:00–9:15 pm
Union Park, 7–9:15 pm
- SINGIN' IN THE RAIN**
Wicker Park, 9:00–1:30 pm
- KIDSMOBILE**
Hamilton Park, 10:00–3:00 pm

Events - All - A-Z

CELL 9:41 AM 100%

ALL EVENTS

View by Date **View A-Z**

A **B** **C** **D** **E** **F** **G** **H** **I** **J** **K** **L**

- ACROSS THE UNIVERSE PG CC**
Jonquil Park, April 15, 2015
- ARE WE THERE YET? PG CC**
Moore Park, April 15, 2015
Union Park, April 15, 2015
Union Park, April 22, 2015
- BEAUTY AND THE BEAST**
Jonquil Park, 9:00–10:55 pm
- CHOCOLATE FEST**
Jonquil Park, 9:00–10:55 pm
- CABIN IN THE WOODS PG CC**
Jonquil Park, April 15, 2015
Union Park, April 15, 2015
Union Park, April 22, 2015

Events - Category - by Date

CELL 9:41 AM 100%

MOVIES

View by Date **View A-Z**

CATEGORY ILLUSTRATION PLACEHOLDER

MOVIES UNDERWRITTEN BY:
The George-Seeley Community Garden

FRIDAY, APR 10

- FERRIS BUELLER'S DAY OFF PG CC**
Jonquil Park, 9:00–10:55 pm

TRUE GRIT PG CC
Jonquil Park, 9:00–10:55 pm

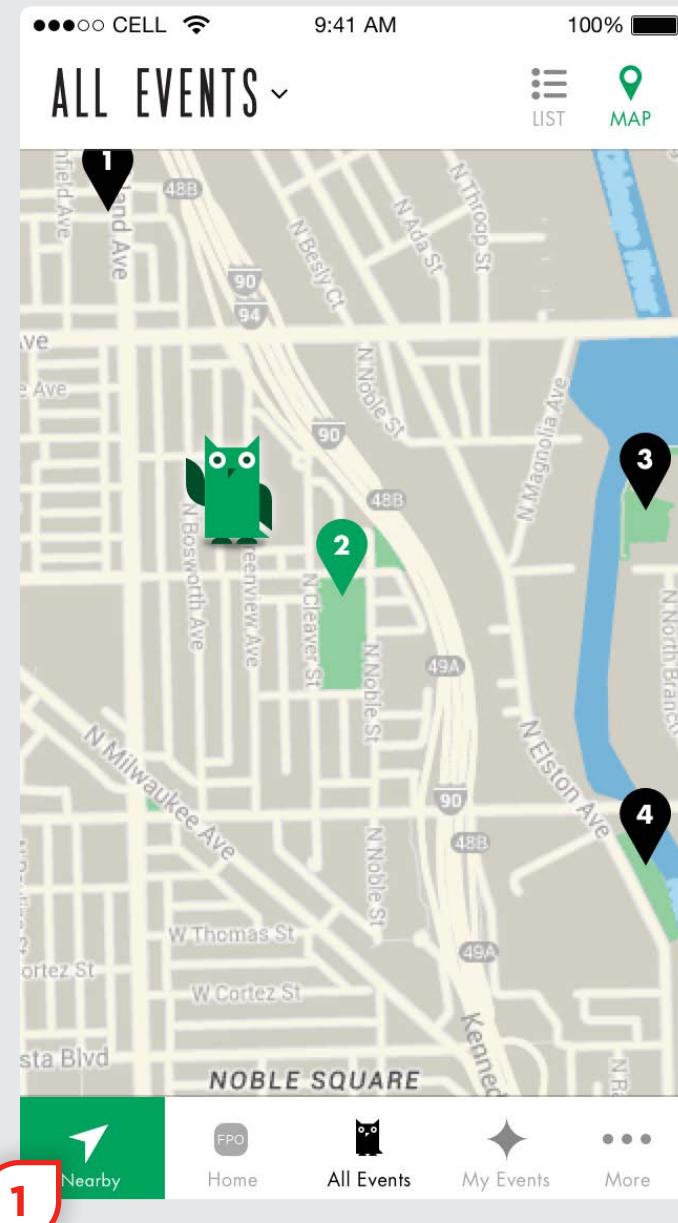
SATURDAY, APR 11

- THE PRINCESS BRIDE PG CC**
Jonquil Park, 9:00–10:55 pm
- THE HUNGER GAMES: CATCHING FIRE PG CC**
Jonquil Park, 9:00–10:55 pm

- 1 Filter by **date** as default
- 2 Date view format: **park name, time**
- 3 Possible to show multiple occurrences
 - Limit to 4, 5th line says “X more [showtimes]”
- 4 A-Z view format: **Park name, date**
- 5 Featured event format
- 6 User can swipe through list on right with default A-Z swiper
- 7 Or month swiper if in date view

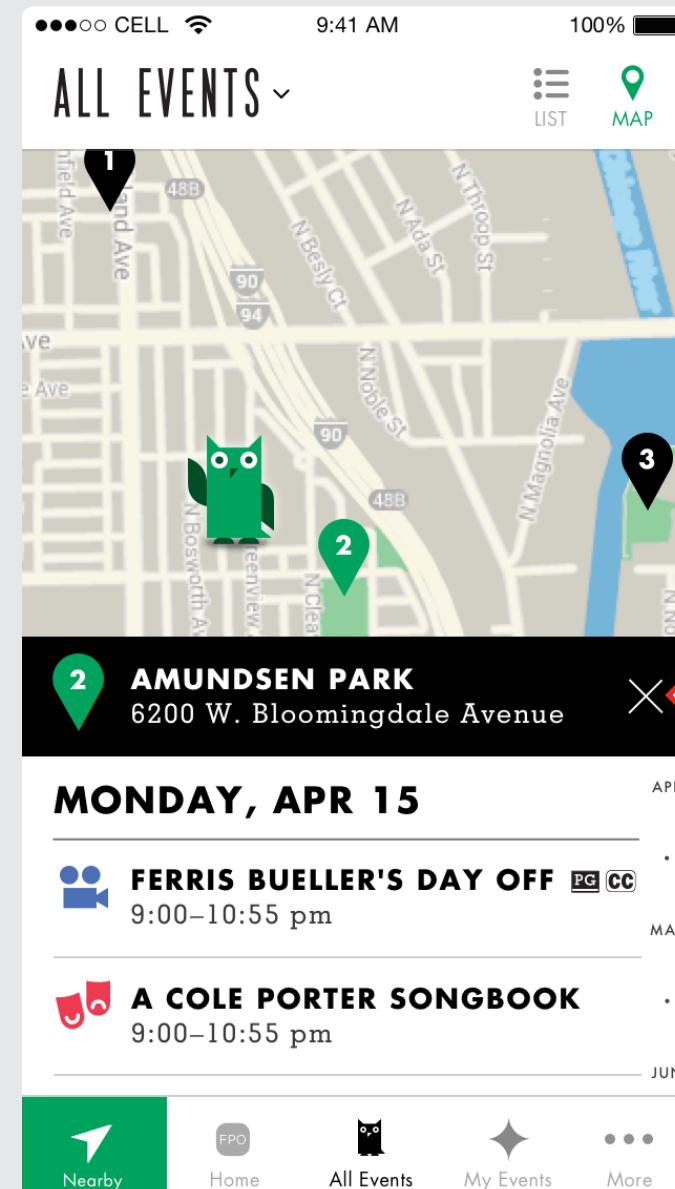
Events - Map View

Events - Map



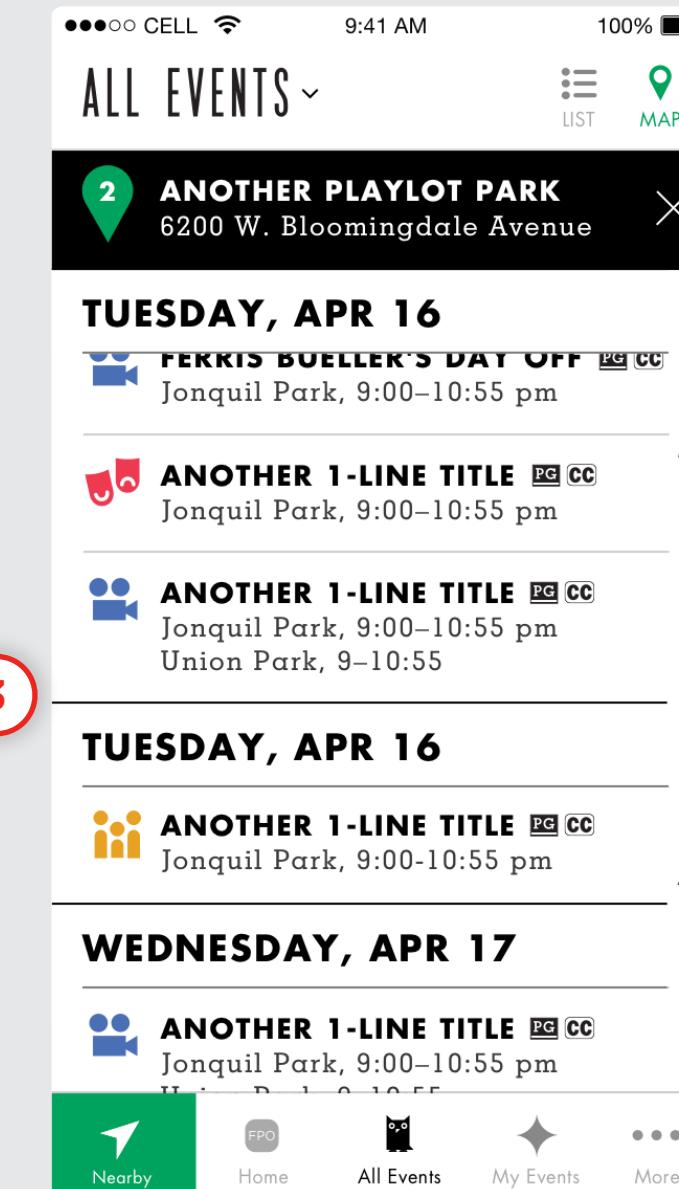
2

Events - Map - Marker Tapped



4

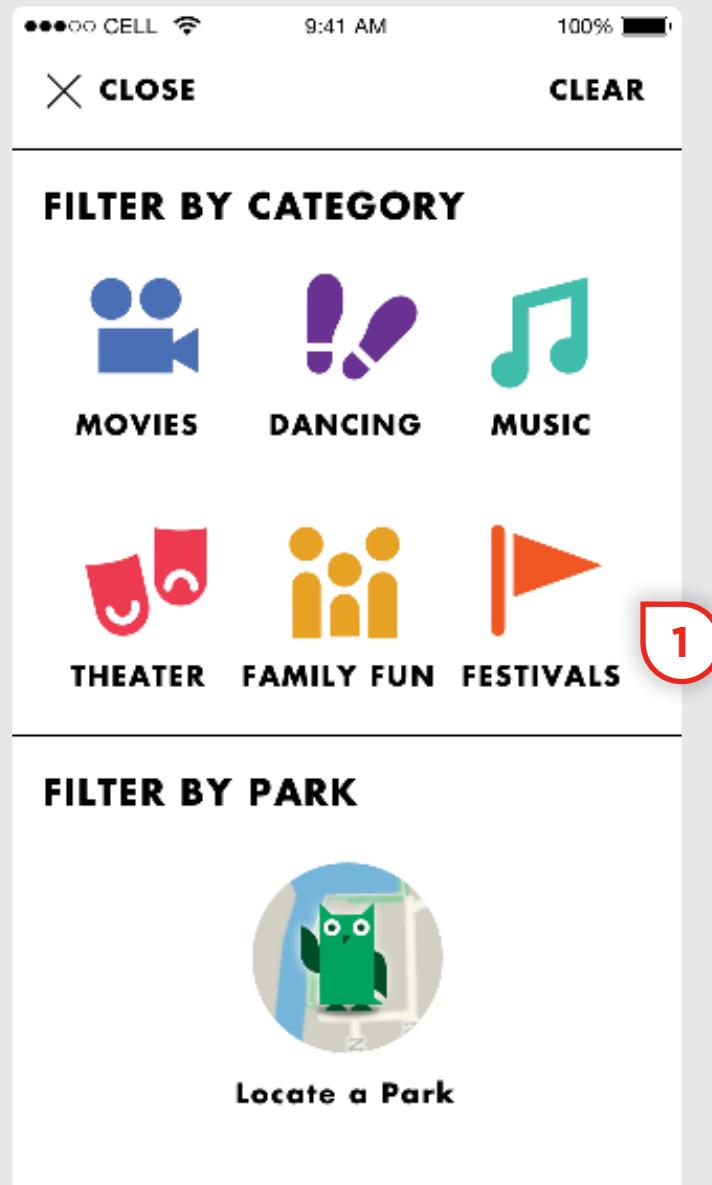
Events - Map - Results Scrolled Up



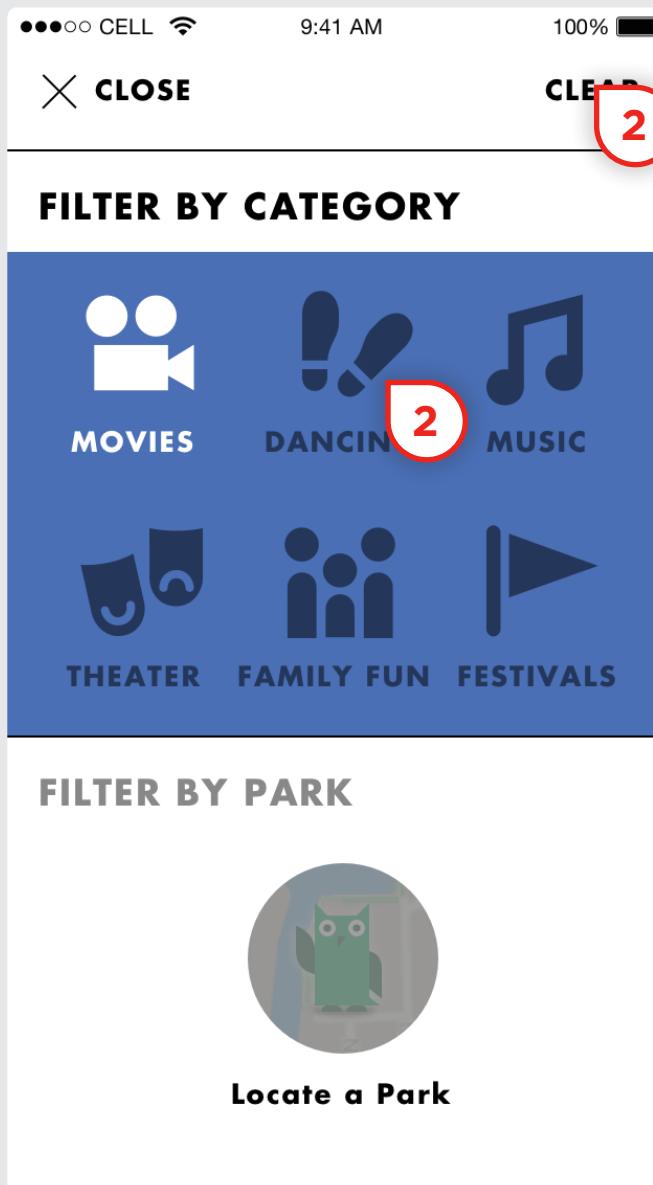
- 1 User may either navigate to this page through **All Events > Map**, or by tapping **Nearby**
- 2 **This is the default screen shown.**
 - When map opens, nearest location is selected.
- 3 Hitting the X to dismiss the selection goes back to the full screen map
- 4 When user scrolls list up in half/half view, **Park Name** and **Date** snap to top below default header.

Events - Filtering 1

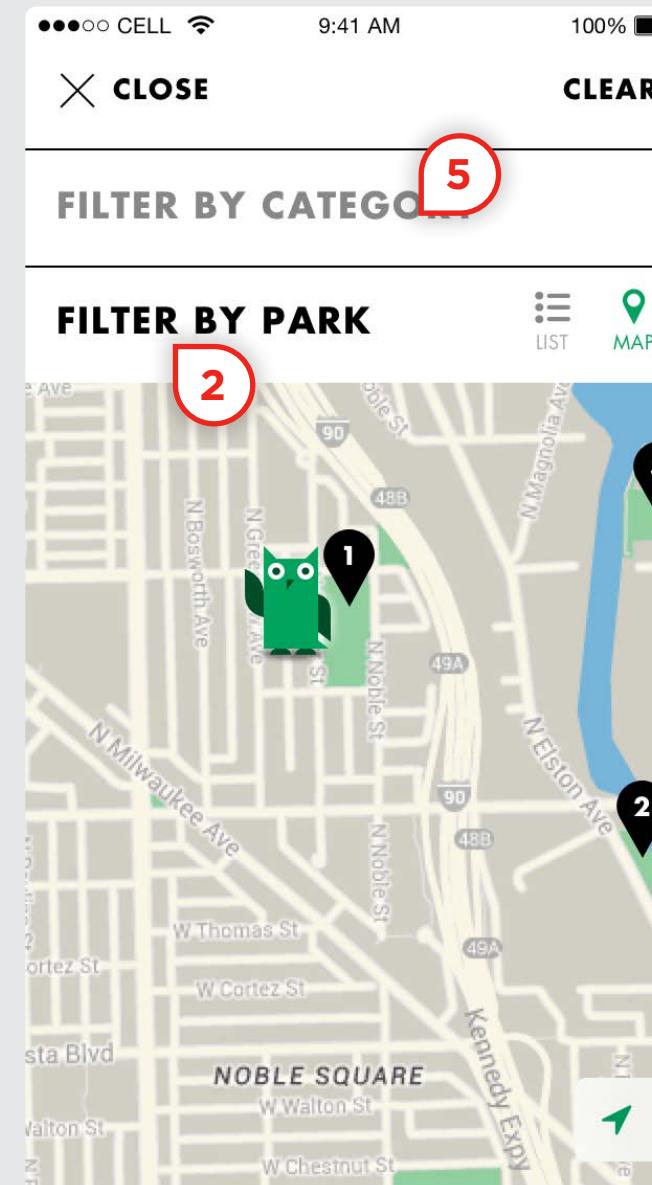
Events - Filter - Default / None Selected



Events - Filter - While Cat. Selected



Events - Filter - Park Selected

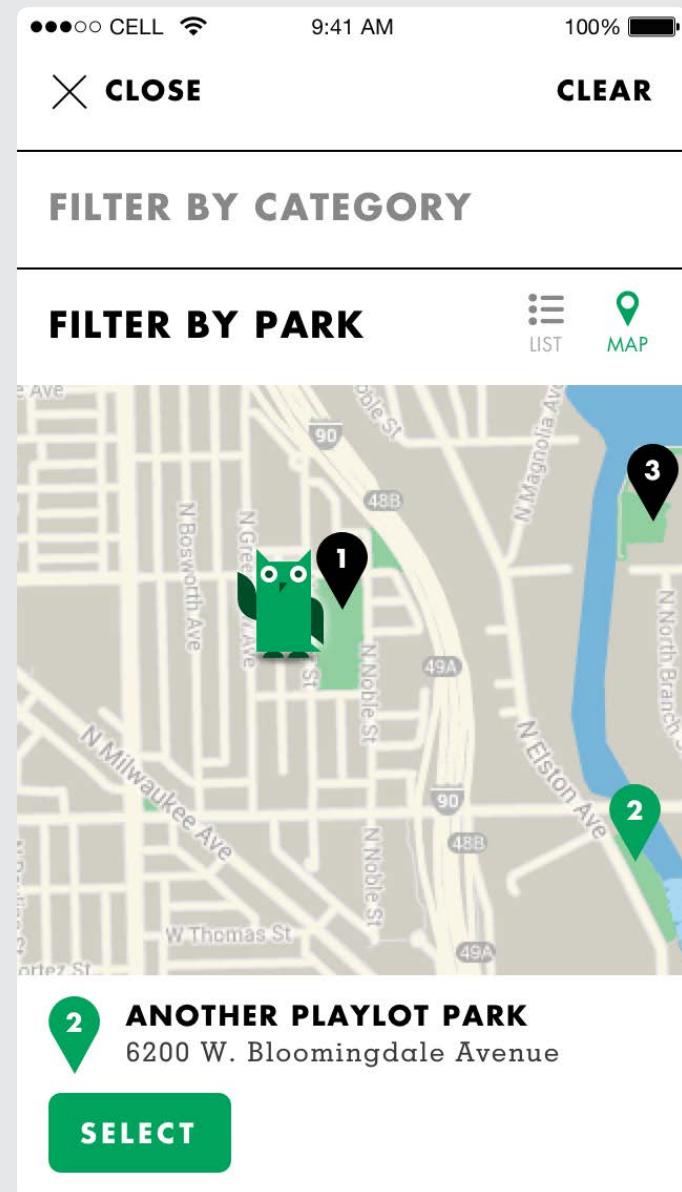


- 1 Open to last state that the user sees when they made their selection if they re-open filters.
- 2 Open to selected view if coming from a category list page, this button returns the filter to default.
- 3 Selected category will turn white, while others darken to rgba(0, 0, 0, 0.3)
 - Category color flashes in this section as confirmation before fading back to the updated list screen
- 4 If user taps **Locate a Park**, map pushes up from bottom so both headers look as in the comp.
- 5 Tapping **Filter by Category** returns the view to default

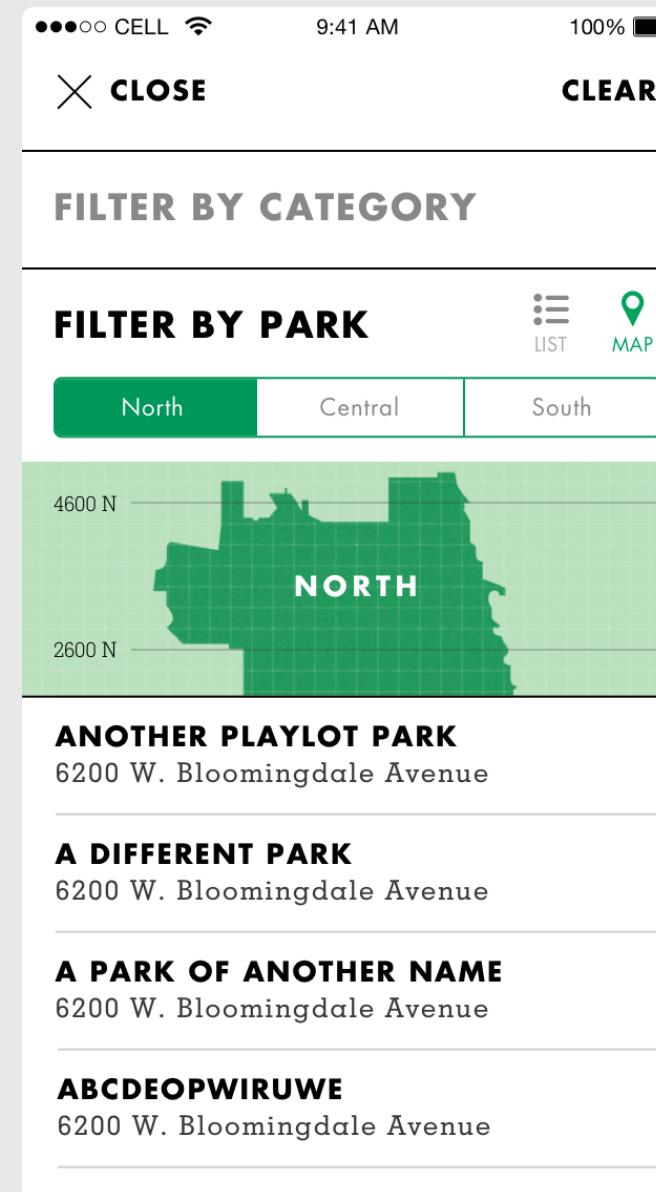
Events - Filtering 2

Note: These are all still part of the filtering system

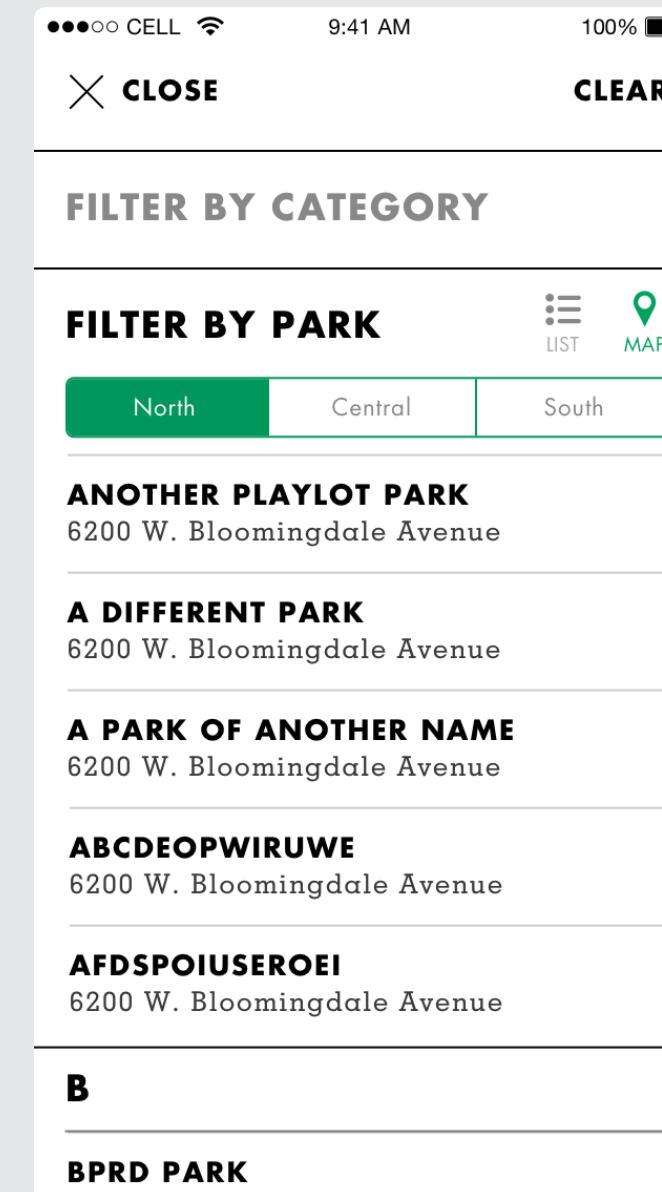
Events - Filter - Park - Marker Tapped



Events - Filter - Park - List - Default



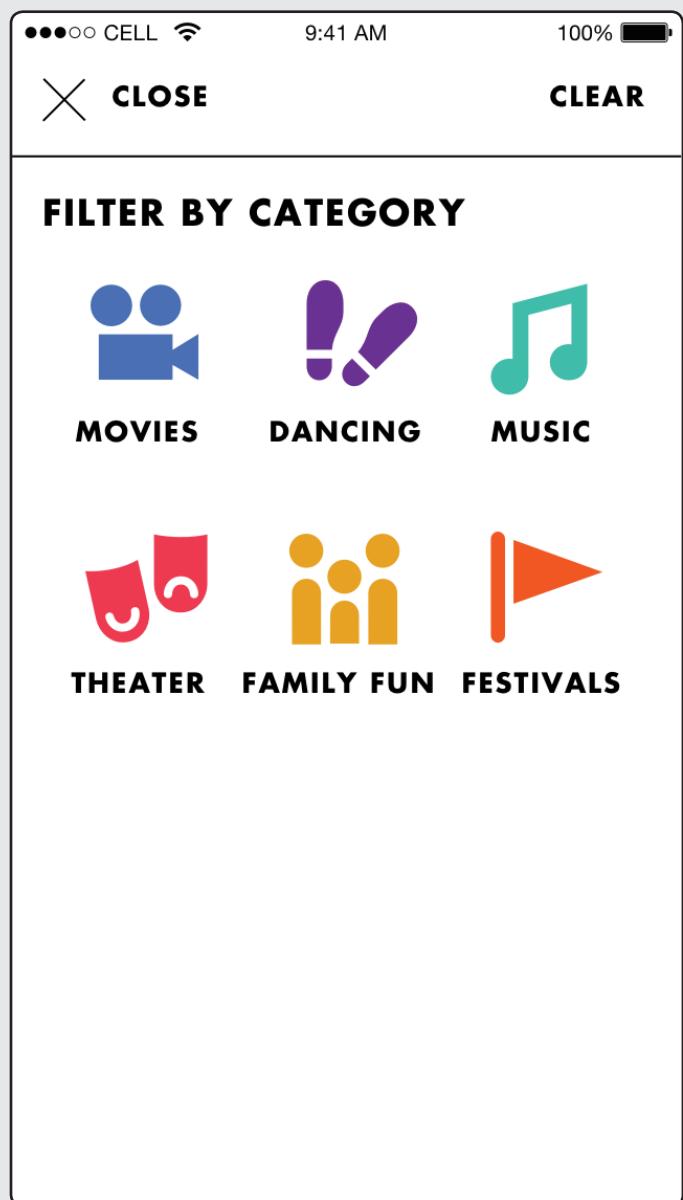
Events - Filter - Park - List - Scrolled



Events - Map Filtering

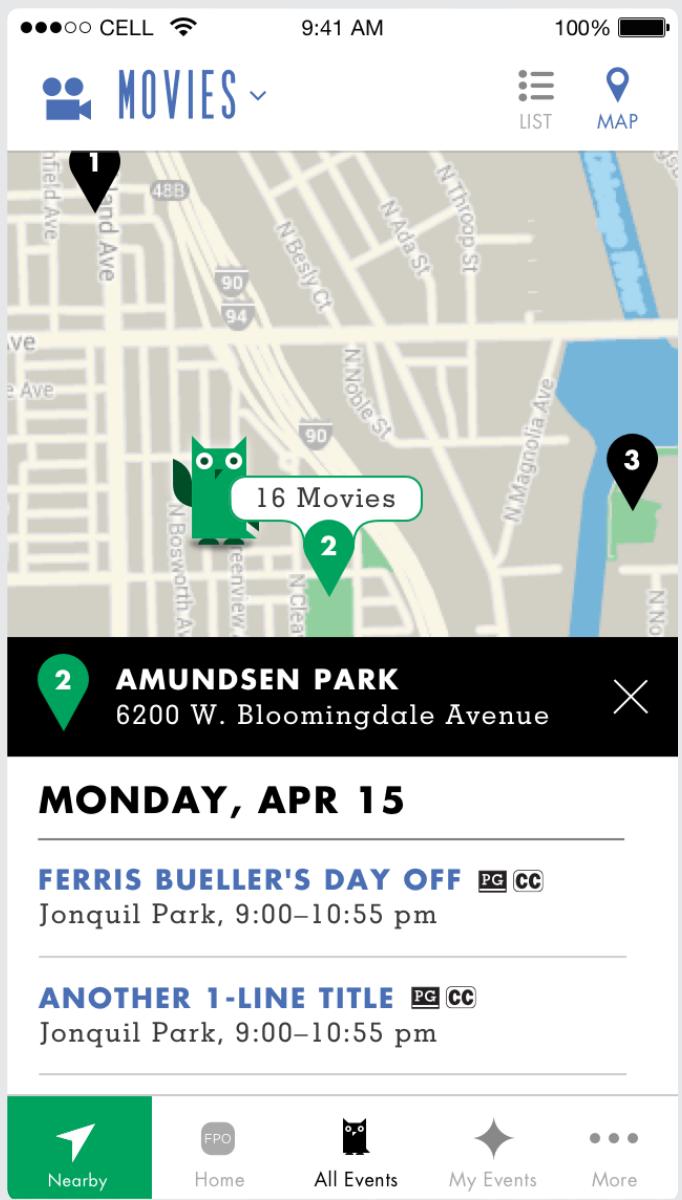
1

Events - Filter (Cat. Only)



2

Events - Map - Marker Tapped



1 This screen is still part of the filtering system

2 This screen is the map view, filtered by Category:Movies

Events - Detail

General



8 SHOWTIMES

8.1 TUESDAY, JUN. 24 9:00-10:55 pm 8.2

8.4 ASTER PLAYLOT PARK
232 W Irving Park Rd, Chicago, IL 60620
Underwritten by The Logan Square Neighborhood Association 8.5 8.6

8.7 SAVE TO MY EVENTS

8.8 SHARE THIS EVENT

9 VIEW 4 MORE SHOWTIMES

10 FPO OWL ILLUSTRATION

Showtimes: Not Saved

TUESDAY, 8.3 24 9:00-10:55 pm
\$7 Entry Fee

ASTER PLAYLOT PARK
232 W Irving Park Rd, Chicago, IL 60620
Underwritten by The Logan Square Neighborhood Association

SAVE TO MY EVENTS

SHARE THIS SHOWTIME

Showtimes: Saved

11 THURSDAY, JUN. 24 9:00-10:55 pm

ASTER PLAYLOT PARK
232 W Irving Park Rd, Chicago, IL 60620
Underwritten by The Logan Square Neighborhood Association

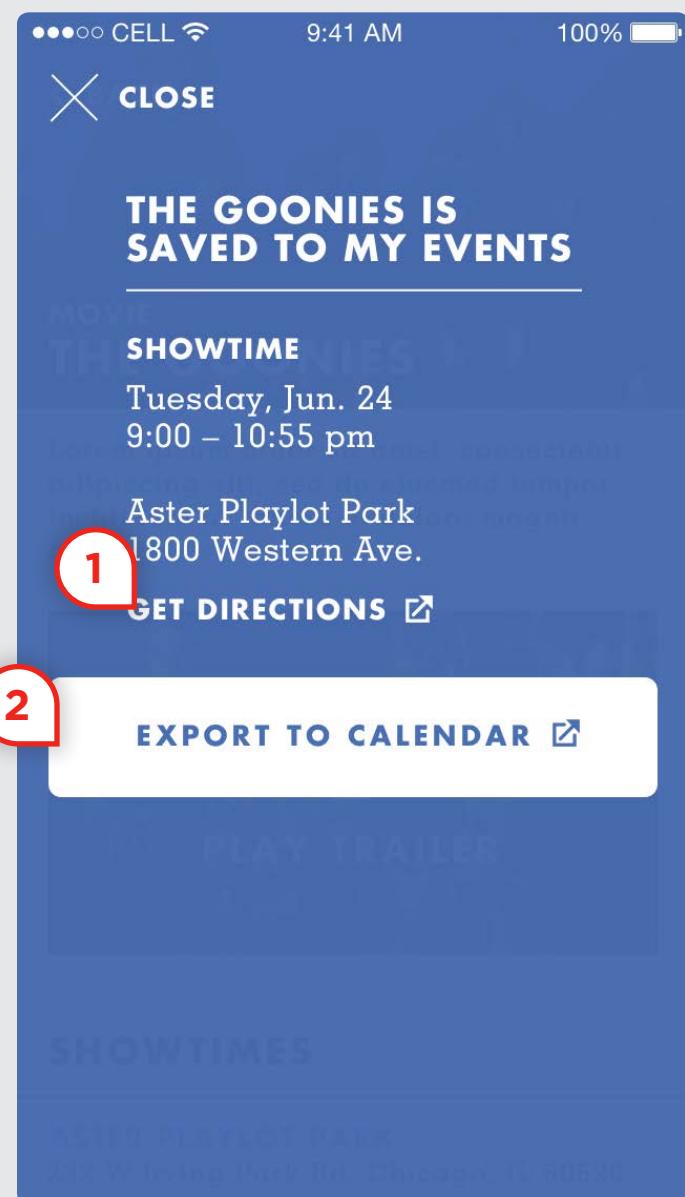
SAVED TO MY EVENTS | REMOVE

SHARE THIS SHOWTIME

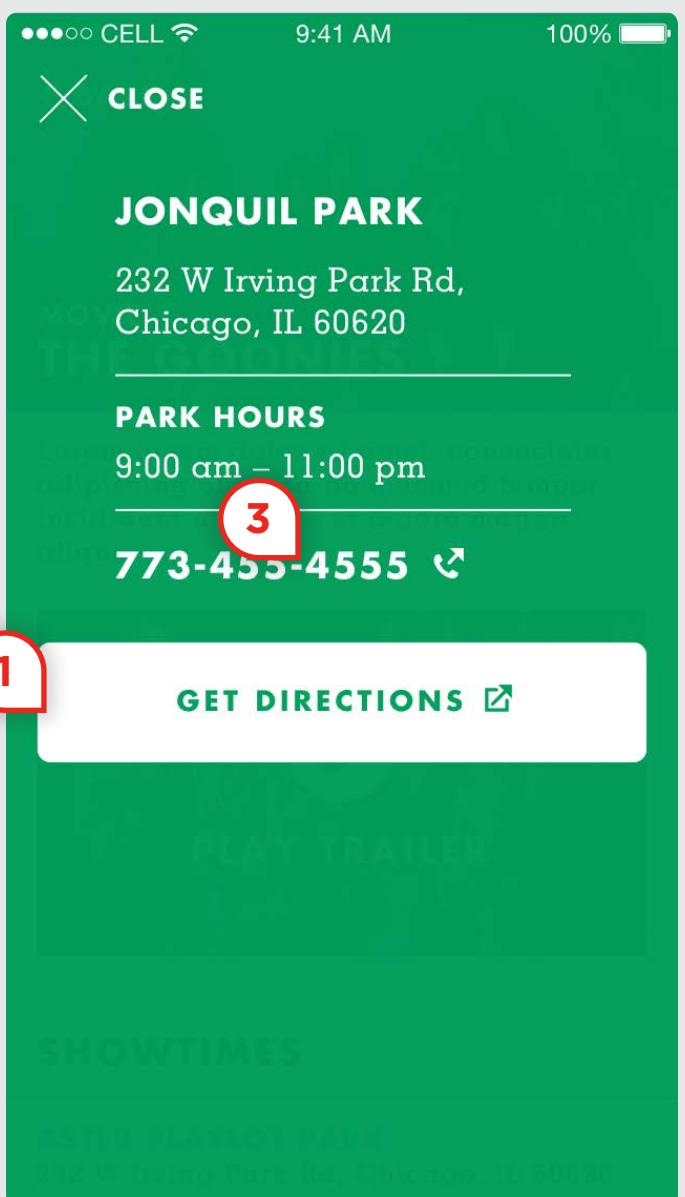
- 1 Image
- 2 Category
- 3 Title
- 4 Rating
- 5 Short Description
- 6 Performed by:
- 7 Trailer
- 8 Showtime item (Bold is actionable)
 - 8.1 Day, Month, Date Number
 - 8.2 Time
 - 8.3 Fees
 - 8.4 Park Name (link)
 - Tapping opens Park popup
 - 8.5 Park Address
 - 8.6 Sponsor
- 8.7 Save to My Events (btn)
 - Tapping Saves to My Events and triggers confirmation popup
- 8.8 Share
 - Tapping this triggers native OS share options
- 8.9 Saved Text / Remove
 - Tapping Remove fades out this version and fades in original version with button
- 9 View [Number] More Showtimes (btn)
 - Shown along with only 1 showtime if user comes to this page from a date-sorted list
 - Tapping this reveals the rest of the showtimes
- 10 Owl animation / graphic
- 11 Showtime gets a green star next to date if already added to favorites

Events - Detail Popups

Saved Custom Confirmation



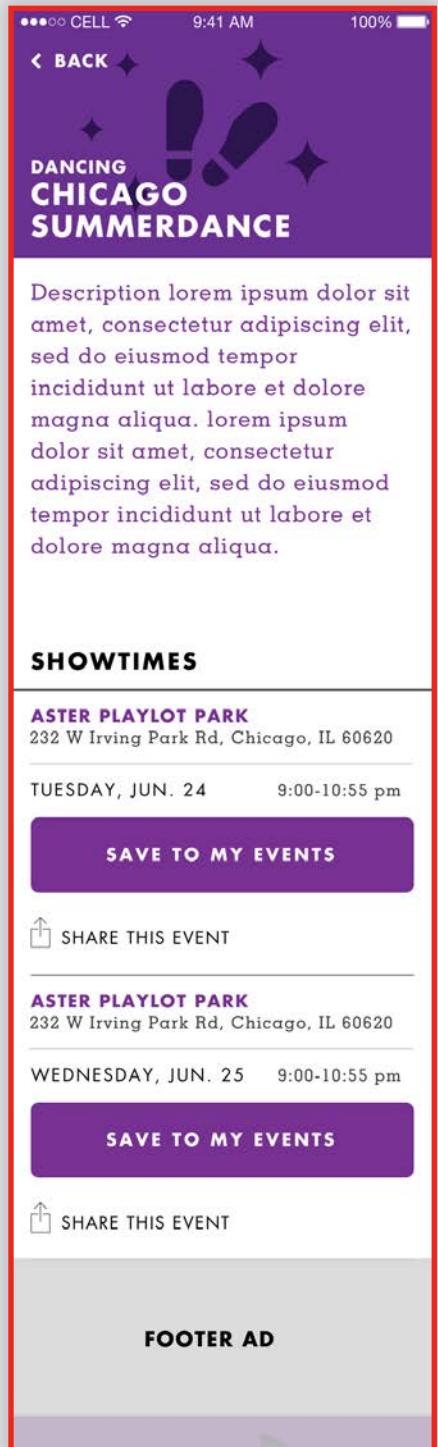
Park Popup



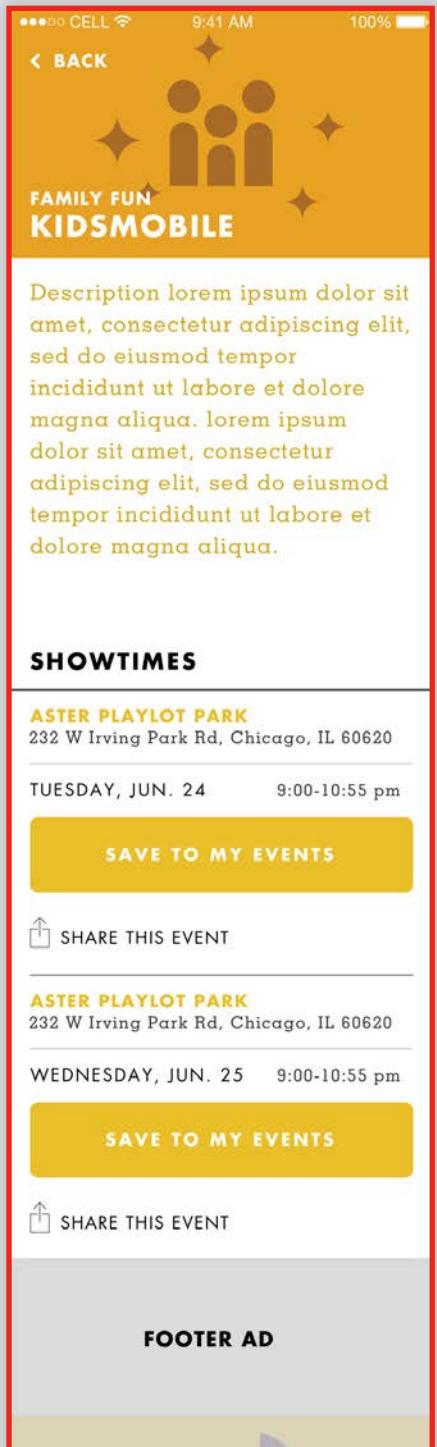
- 1 Opens device map (or selector if device has multiple maps. Ex: Apple Maps / Google Maps.)
- 2 Creates an entry in user's device's calendar
- 3 Prompts user if they want to dial the park's office phone number

Events - Detail Flavors 1

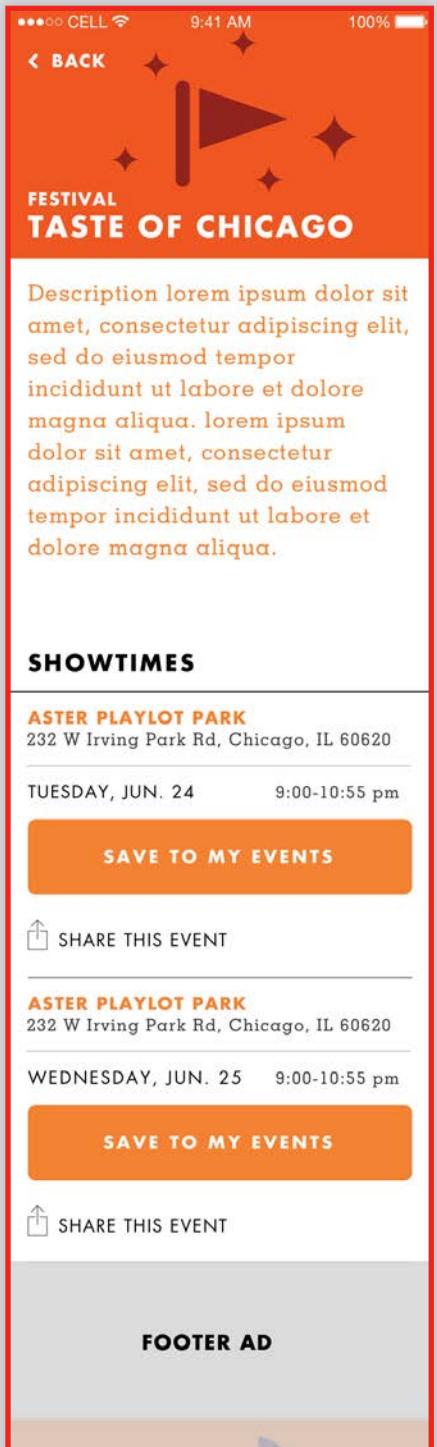
Dance



Family Fun



Festivals



ALL FPO to show color options

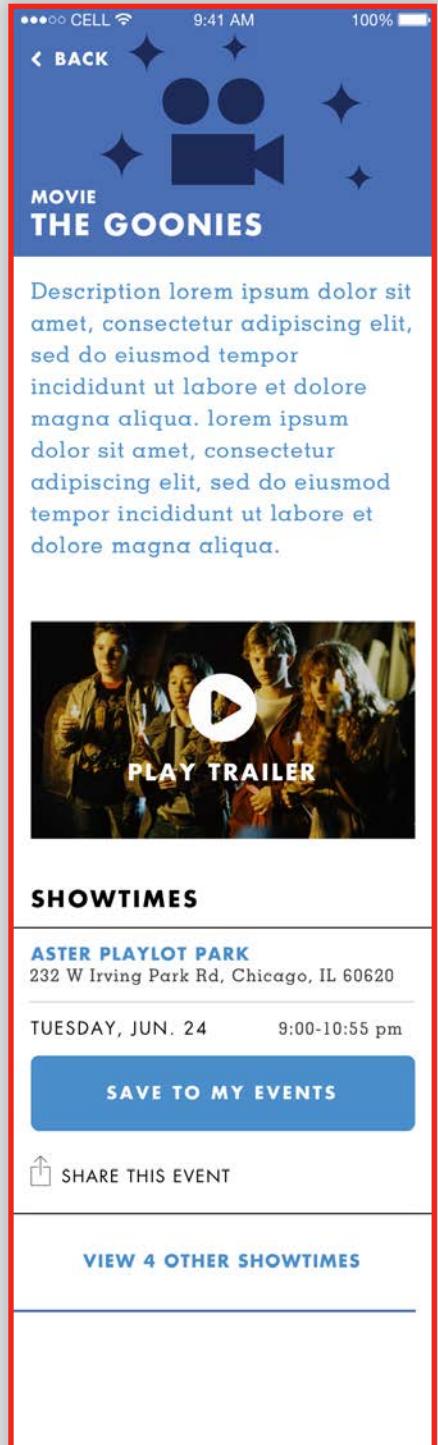
Please use the template to define fields in the detail page from database.

Events - Detail Flavors 1

ALL FPO to show color options

Please use the template to define fields in the detail page from database.

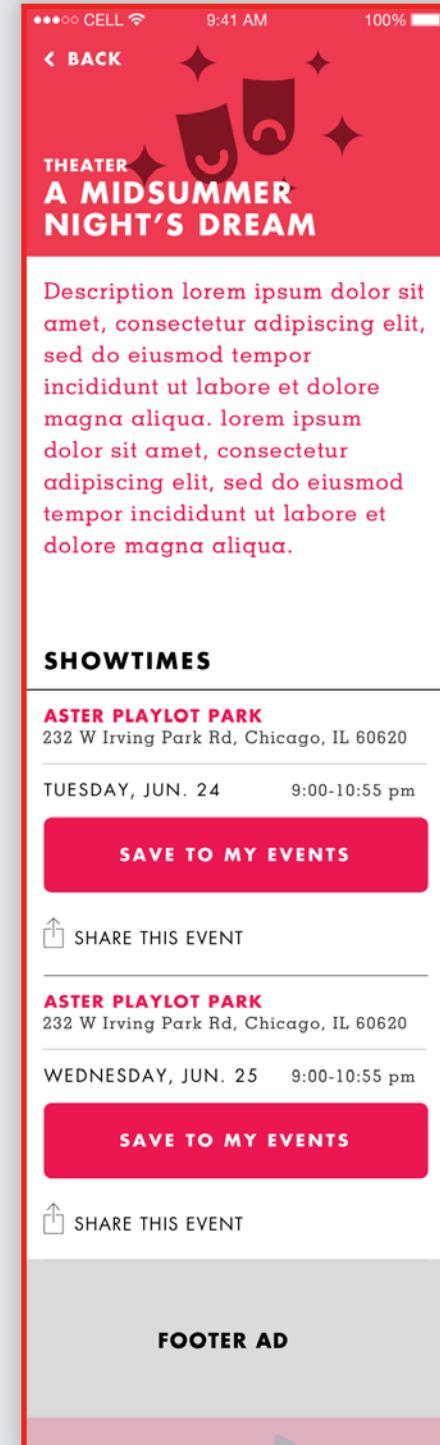
Movies



Music

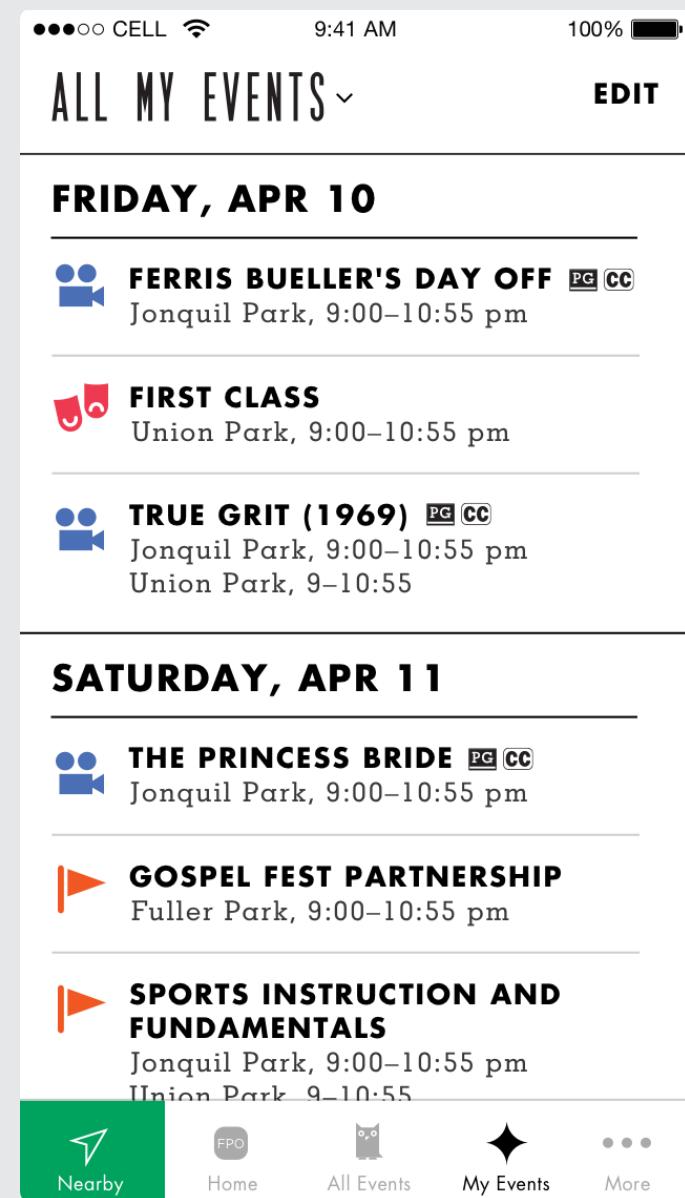


Theater



My Events -

Default



Edit Mode



- 1 Displays number of selected items.
- Tapping will delete selected items
- 2 Done returns the view to non-edit without making further changes

Appendix - Notes (I'll put these on the right pages)

Events Filtering:

Events can be filtered through a single select process to make it easier for users to understand the system and filter with fewer taps.

1. Display events in a specific Category
2. Display events in a specific Park

All of these results can be sorted with a selector so they can find events in the way that is most relevant to them:

1. Order (and scroll) by Date
2. Order (and scroll) A-Z

Lists

- Always sort based on time as default

Header - Parks Filter

- Character count:: 24 + elipses