

Zappa360

Characterization Deck

Confidential

Written by Yossy Mendelovich
Yossy@imguest.com

General/ Basic Features

slides 2-50

Home - Upper

Orthodontics 360

Powered by zappa360

1

The quick brown fox jumps over the lazy dog.
Foxy parsons quiz and cajole the wiki-girl.



6

SIGN-UP

quick blabla text

LOG-IN

to your account

2

I am a Doctor a Patient

Full Name

Profession and degree

Email address

Password

Verify Password

3

4

SIGN-UP

to create an account

5

3

Home - Upper

Description:

- 1) Dynamic text.
- 2) LogIn button for user.
- 3) Picking the user status - **Doctor** or **Patient**. If the Patient choice is made so the box of the profession and degree is erased in **Ajax**.
- 4) Input boxes for first time registration.
- 5) SignUp button.
- 6) this is a place for some kind of info graphic. We didn't decide about it yet. Or it will be few pictures that describe the community or feature screenshots or screensaver of feature materials - items.

Remarks:

The different between Patients and Doctors:

Patient can **buy** items, **view** items, **follow** Doctors.

Patient can not **upload** materials, make **comments**, **buy** deals.

Home - lower

Featured on Orthodontics

[Sign up](#) in order to view content

2



Movies



Articles



Presentations

Sort by:

[Viewed](#)

Length

Date

Free

Paid

Free search

Go

3

1



[Call Golden State Dental Group \(714\) 786-5740](#)



0:00 / 3:27



4



[Call Golden State Dental Group \(714\) 786-5740](#)



0:00 / 3:27



[Call Golden State Dental Group \(714\) 786-5740](#)



0:00 / 3:27



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard [dummy text](#) ever since the 1500s, when an unknown printer.

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5

Page 1 of 22

1

2

3

4

5

6

10

20

Last Page >>

Home - lower

Description:

In the home page the unregistered user will see feature items by filter. They will only see Instant Item Info but in order to see all item a registration must be made.

- 1) Option to select what kind of item to be shown in search results. It can be **Presentations, Articles or Movies**.
- 2) Option to Sign-In.
- 3) Filter.
- 4) The item + description.
- 5) Pagination.

Remarks:

Important regarding the filter.

The items can be sorted by number of **views, length, date, free** and **paid** and also **free text**.

The filter will prioritize the most up to date and viewed items to be shown by consideration of the user's choice for free items or paid items.

Search engine

3

Orthodontics 360
Powered by zappa360

Upload 

Search for presentations, articles & movies

Search

1

4

Explore 

2

A few words explain about explore

Title here

some item here
some item here
some item here
some item here
some item here
some item here
some item here
some item here

Title here

some item here
some item here
some item here
some item here
some item here
some item here
some item here
some item here

5

Search engine

Description:

- 1) Upload button.
- 2) Free text - **auto-fill** style engine.
- 3) Search button.
- 4) **Explore** Button. This button will open box number 5.
- 5) This box will open in case the user doesn't sure what he would like to search. See remarks.

Remarks:

The explore box will contain featured items and users (Doctors) that will link to relevant pages.

Instant Item Info

**Title goes here text title goes Title goes
here text title goes**

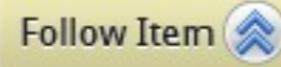
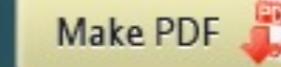
Date: 12/06/11 Reads: 135582 **1**

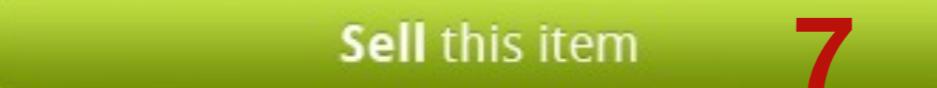
Summary
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard r since the 1500s, when an unknown printer. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's ser since the 1500s, when an unknown printer. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has.

Authors

 Rati Romano  Rati Romano  Rati Romano  Rati Romano  Rati Romano **2**

Keywords
some word | Nickel | Tooth migration | some word | Nickel | Tooth migration | some word | Nickel | Tooth migration | some word | Nickel | Tooth migration |

4  Follow Item **5**  Go to Article **6**  Make PDF

7  Sell this item

4

9

Instant Item Info

Description:

Every time there is mouse-over on a item, the Instant Item Info window will open.

- 1) **General info** like Title, date of publication, number of reads, summery (abstract).
- 2) **Authors** of the item with picture and names. Pressing the picture or name will link to the profile page of the Doctor.
- 3) Keywords.
- 4) Option to **follow** the item. It means that every time the item has changed (it can be price or content) then the follower will notified by email.
- 5) **Link** to the item.
- 6) **PDF conversion**. This is correct for articles.
- 7) Option to **sell or buy** this item. (If the item belongs to me then i can sell it. If the item is not my item, so i can buy it. The button will transform from sell to buy accordantly).

Remarks:

All this data is received by the user that upload the item. See upload page.

Instant user Info

Yossy Mendelovich . MD

Follow ➔

Specialization: Show at most this number of pages Show at most thiser of pages of pages Show of pages Show

Send a message: you can send a message directly to email about profesional question

Publication: you can send a message directly to email about profesional question you can send a message directly to email about profesional question

Ordotha
Powered by

Allergic reaction and nickel-free

Go to Profile

1 2 3 4 5 6

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus metus mi, egestas eget cursus eu, egestas ac dui nec arcu viverra pulvinar at quis erat. Ut viverra consectetur erat ut vulputate. Integer bibendum, r

Instant user Info

Description:

Every time there is **mouse-over** on an user, the Instant Item Info window will open.

- 1) **Picture** and name.
- 2) User's (Doctor) **specialization**. It will derived from settings.
- 3) **Follow** button to get notified regarding new actions of the user. Activation of the follow option will send email when the user upload new item and/ or buy item. See notification page.
- 4) Option to **send** instant message directly to email.
- 5) **Link** to the user's publication.
- 6) link to profile.

Remarks:

User = Doctor. publication = item.

Permanent Zone

1

The screenshot shows the homepage of Orthodontics360. At the top, there is a green header bar with four 'USEFULL LINK' buttons. Below the header is a yellow navigation bar containing the 'Orthodontics360' logo (Powered by zappa360), a search bar ('Search for presentations, articles & movies'), a 'Search' button, an 'Upload' button with an upward arrow icon, and an 'Explore' button with a right-pointing arrow icon. A large yellow main area features a portrait of a man (Yossy Mendelovich, MD) and a navigation menu with tabs: HOME (General things, highlighted in green), ITEM, SETTINGS, ACCOUNT, PUBLIC, COLLEAGUES, and YOUR PROFILE. A red number '1' is positioned above the green header bar. A red number '2' is positioned above the 'Explore' button. A red number '3' is positioned above the user portrait. A red number '4' is positioned above the 'Our Orthodontic Sale' button. A red number '5' is positioned above the 'YOUR PROFILE' tab.

USEFULL LINK USEFULL LINK USEFULL LINK USEFULL LINK

Orthodontics360
Powered by zappa360

Search for presentations, articles & movies

Search

Upload

Explore

Our Orthodontic Sale

SALE

HOME
General things

ITEM

SETTINGS

ACCOUNT

PUBLIC

COLLEAGUES

YOUR PROFILE

1

2

3

4

5

Permanent Zone

Description:

- 1) General links.
- 2) Search engine.
- 3) Picture and name.
- 4) Link to a specific sale.
- 5) User's tabs.

Item - Upper



Yossy Mendelovich . MD

Our Orthodontic Sale SALE

HOME ITEM General things SETTINGS ACCOUNT PUBLIC COLLEAGUES YOUR PROFILE

Allergic reaction and nickel-free 1

 Kobi Mori  Artur Finkelshtein  Shaked Haneman  Yaniv Parasol  Artur Finkelshtein  Yaniv Parasol 2  

 Follow Item 3

Ordothontics 360 4
Powered by zappa360

Allergic reaction and nickel-free

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus metus mi, egestas eget cursus eu, egestas nec massa. Sed ac dui nec arcu viverra pulvinar at quis erat. Ut viverra consectetur erat ut vulputate. Integer bibendum, nisi vel venenatis faucibus, augue libero commodo tellus, nec pharetra risus erat sit amet felis. Nullam at ipsum ac ante ullamcorper vehicula. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Suspendisse potenti. Etiam semper enim egestas enim vehicula commodo. Nulla quis urna ut neque sollicitudin facilisis. Cras vitae velit id odio laoreet ullamcorper. Etiam rhoncus convallis odio, quis lobortis ipsum pellentesque id. Phasellus congue mollis turpis, aliquam imperdiet est pharetra sit amet. Duis placerat vehicula scelerisque. Curabitur posuere metus sit amet sem suscipit tempor. Vestibulum nec purus quis justo blandit sollicitudin nec sit amet mi. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec bibendum sapien. Praesent convallis felis id nisi tempor volutpat. Sed eget viverra augue.



Item - Upper

Description:

Item can be movie, presentation or article. This is example to free item (not for sale).

- 1) Name of the item and pictures that link to the Doctors who are involved in publishing it.
- 2) Twitter and Facebook sharing options.
- 3) Follow Item option.
- 4) Name and abstract. And also the item itself. In this case we see an article.

Remarks:

Follow item means, adding this item to your list and get notified when there is something new regarding this item, like new Doctors added to publishing, new prices (even to free item) or new editing. For a matter of fact, you'll get notified regarding every changes that are made on item. Also the user that uploaded the item will decide how many pages for free watch.

Item - Upper (another example)

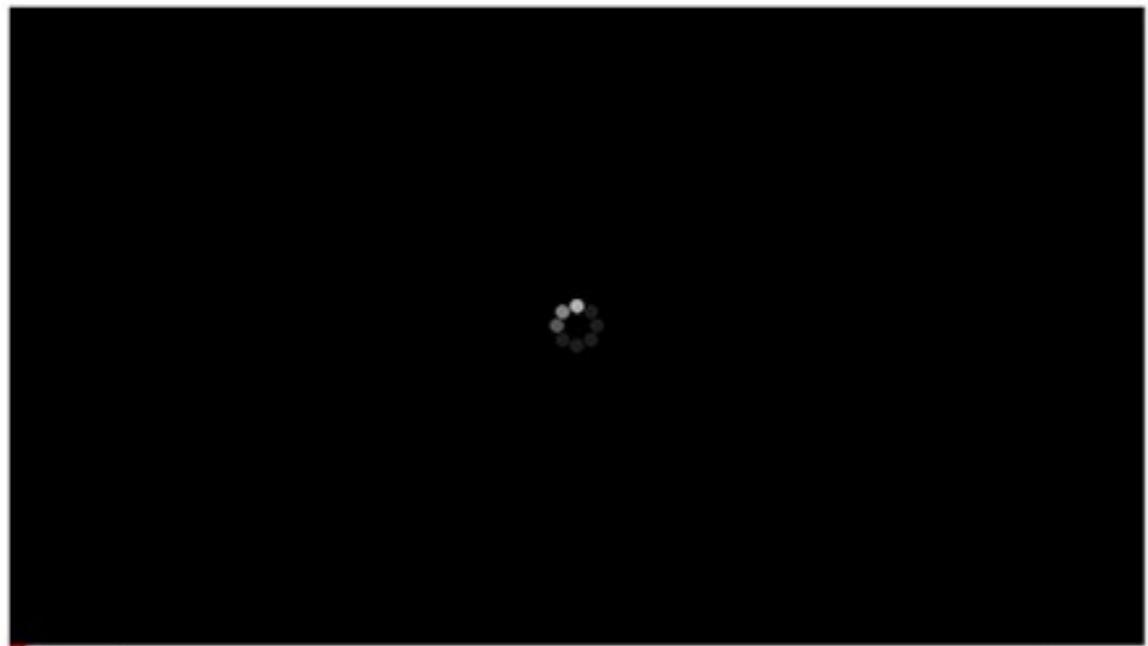
Allergic reaction and nickel-free

1



[Buy item](#)  [Follow Item](#)  

2



Ordothontics 360
Powered by zappa360

Allergic reaction and nickel-free

3

0:00 / 1:57

360p 

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus metus mi, egestas eget cursus eu, egestas nec massa. Sed ac dui nec arcu viverra pulvinar at quis erat. Ut viverra consectetur erat ut vulputate. Integer bibendum, nisi vel venenatis faucibus, augue libero commodo tellus, nec pharetra risus erat sit amet felis. Nullam at ipsum ac ante ullamcorper vehicula. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Suspendisse potenti. Etiam semper enim egestas enim vehicula commodo. Nulla quis urna ut neque sollicitudin facilisis. Cras vitae velit id odio laoreet ullamcorper. Etiam rhoncus convallis odio, quis lobortis ipsum pellentesque id. Phasellus congue mollis turpis, aliquam imperdiet est pharetra sit amet. Duis placerat vehicula scelerisque. Curabitur posuere metus sit amet sem

Item - Upper

Description:

This is example to a movie item that is for sale.

- 1) BUY button.
- 2) Abstract.
- 3) The movie.

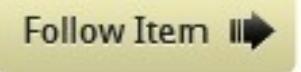
Remarks:

The movie screen has to be large with high resolution and very good quality. There must be an option to activate FULL SCREEN mode. Also the user that uploaded the item will decide how much time for free watch. See upload page for details.

Sell Your Item - Upper

Allergic reaction and nickel-free




1 [Sell item](#)   [Follow Item](#) 

Ordothontics 360

Powered by zappa360

Allergic reaction and nickel-free

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Sell Your Item - Upper

Description:

This is an example to your free item.

- 1) In your free item you have the choice of **selling** it, by entering the price in USD into the box. Once you do that, followers will get notified by email regarding the new price. Also you can change the price any time.

Remarks:

It is important to note that setting the price of existing item can be done from the user's item page.

Set Preview Your Item - Upper

HOME ITEM General things SETTINGS ACCOUNT PUBLIC COLLEAGUES YOUR PROFILE

Allergic reaction and nickel-free

f t



1 Set preview  Follow Item ➔

Show at most this number of pages
 Show at most this number of pages
 Show at most this number of pages

Note: Show at most this number of pages Show at most thiser of pages

Ordothontics 360
Powered by zappa360

Allergic reaction and nickel-free

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Sed nec bibendum sapien. Praesent convallis felis id nisi tempor volutpat. Sed eget viverra augue.



Sell Your Item - Upper

Description:

This is an example to setting up the preview.

- 1) After you decide to sell item, you'll be asked to setup preview option. If it's article you can setup number of pages for free preview. If this is a movie, you can setup number of seconds for free previewing it for other users that are seeking to buy it but would like to taste it's content first.

Remarks:

Setting preview is done after setting the price. Of course it's not relevant for free item.

Item - Lower

Comments:

 **Kobi Mori:**
Very nice. i like it and i think it should be in the movie

1  **2** 

 **Kobi Mori:**
Very nice. i like it and i think it should be in the movie

3 

4

Relevant Items:


Movies


Articles


Presentations



Call Golden State Dental Group (714) 786-5740
[play] 0:00 / 3:27 [embed] [YouTube] [close]

Lore ipsum is simply dummy text of the printing and typesetting industry. Lore ipsum has been the industry's standard [dummy text](#) ever since the 1500s, when an unknown printer.



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[play] 0:00 / 3:27 [embed] [YouTube] [close]

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[play] 0:00 / 3:27 [embed] [YouTube] [close]

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Page 1 of 22

1 2 3 4 5 6 10 20 Last Page >>

Item - Lower

Description:

Every item page will contain those feature.

- 1) **Comments** apparatus with name and picture of the Doctors which comment the item. Of course link to their pages.
- 2) The plus button is an option to **vote** for a comment.
- 3) Button to post a comment.
- 4) Very important, more **similar** item as a search results.

Remarks:

Every item page will contain more similar items as more content option of an interesting and relevant items that the user may like.

User - Upper



Yossy Mendelovich . MD

Our Orthodontic Sale SALE

HOME
General things

ITEM

SETTINGS

ACCOUNT

PUBLIC

COLLEAGUES

YOUR PROFILE


Yossy Mendelovich . MD
Specialization:
Show at most this number of pages Show at most thiser of pages of pages Show of pages Show
Send a message:
you can send a message directly to email about profesional question

Follow ➔

2

3

Send

1

4

5

Published with:


Yossy Mendelovich
Show at most this number of pages Show at most thiser of pages of pages Show


Yossy Mendelovich
Show at most this number of pages Show at most thiser of pages of pages Show


Yossy Mendelovich
Show at most this number of pages Show at most thiser of pages of pages Show

Medical Profile

Biography:
you can send a message directly to email about profesional question

User - Upper

Description:

User refers to both Doctors and Patients, besides you. This is a description for the upper zone of user page.

- 1) Name of user, picture and specification that are taken from setting.
- 2) Option to Follow the user.
- 3) Option to send a message.
- 4) Other Doctors that have published mutual items with the user.
- 5) The user's medical information also taken from settings.

Remarks:

Once you decide to follow the user then you get notified by email regarding new publications of the user, and also new item that have been purchased by the user.

User - Lower

1

Publications



Lorem Ipsum
is simply dummy text of
the print



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the print



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the print



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1

Approvals



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Lorem Ipsum
is simply dummy text of
the print

User - Lower

Description:

- 1) The items which were published by the user.
- 2) The items which were authorized by the user.

Remarks:

On Zappa every item need to be approved by relevant professional (Doctors). Thus on the user page it will be a list of those items.

My Home

USEFULL LINK USEFULL LINK USEFULL LINK USEFULL LINK

Ordothontics360
Powered by zappa360

Search for presentations, articles & movies **Search**

Upload  **Explore** 

 **Yossy Mendelovich . MD** **Our Orthodontic Sale** 

HOME
General things **ITEM** **SETTINGS** **ACCOUNT** **PUBLIC** **COLLEAGUES** **YOUR PROFILE**

Interesting Item:

Movies   Filter by: Viewd Free/Paid Free search **Go**



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Page 1 of 22 **1** 2 3 4 5 6 10 20 Last Page >>

My Home

Description:

This is the home profile page (your page).

All details have been cover on previews pages.

Furthermore, it's very important to note that once you get into your profile, you always get featured search results regarding the items that are the most relevant for you.

The system will present feature items driven by the keywords from the last 10 items that the user has watched.

Activating Players

Featured on Orthodo

Movies Articles Press



Call Golden State Dental Group (714) 786-574

0:00 / 3:27

Some text about dental migration.

Page 1 of 22 1 2 3 4

Title goes here text title goes Title goes here text title goes

Date: 12/06/11 Reads: 135582

Summary

Lore Ipsum is simply dummy text of the printing and typesetting industry. Lore Ipsum has been the industry's standard r since the 1500s, when an unknown printer. Lore Ipsum is simply dummy text of the printing and typesetting industry. Lore Ipsum has been the industry's ser since the 1500s, when an unknown printer. Lore Ipsum is simply dummy text of the printing and typesetting industry. Lore Ipsum has.

Authors



Rati Romano Rati Romano Rati Romano Rati Romano Rati Romano

Keywords

some word | Nickel | Tooth migration | some word | Nickel | Tooth migration | some word | Nickel | Tooth migration | some word | Nickel | Tooth migration |

Follow Item Go to Article Make PDF

Sell this item

31

Activating Players

Description:

This session refers to the players no matter where they are located, in order to address severe design issue.

Since the players are going to be with several kinds of formats (native, youtube, vimeo) they must look exactly the same on a page with **zero** differentiation.

The only way to solve this asymmetric design concept is to mimic the solution of other video aggregators like facebook and place a relevant picture instead of the player.

The player will open only by mouse over (instant item info) or by pressing the item to open the item page.

Your Items



Yossy Mendelovich . MD

Our Orthodontic Sale SALE

HOME **ITEM**
General things **SETTINGS** **ACCOUNT** **PUBLIC** **COLLEAGUES** **YOUR PROFILE**

Items that you follow:

Movies **Articles** **Presentations**

Filter by:
Viewd Date Free/Paid Length Free search **Go**

Buy all item 



Call Golden State Dental Group (714) 786-5740

0:00 / 3:27

YouTube



Call Golden State Dental Group (714) 786-5740

0:00 / 3:27

YouTube



Call Golden State Dental Group (714) 786-5740

0:00 / 3:27

YouTube

ITEM General things

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Page 1 of 22 **1** 2 3 4 5 6 10 20 Last Page >>

33

Your Items

Description:

When you perform the Follow Item action, then it means that this item made you **interested**. Furthermore, the follow action is like adding this item to shopping bag.

In your Item tab we can see all those preferred items and you have the option to buy them also by pressing the buy button which you can see how much you will pay (sum in USD for all the items).

Settings - Personal

The screenshot shows a mobile application interface for "Settings - Personal". At the top, there is a profile picture of a man and the text "Yossy Mendelovich . MD". To the right is a dark button labeled "Our Orthodontic Sale". Below the profile are six tabs: HOME, ITEM, SETTINGS (General things), ACCOUNT, PUBLIC, COLLEAGUES, and YOUR PROFILE. The SETTINGS tab is highlighted with a green background and a yellow arrow pointing to it from the left. The main content area has a yellow gradient background and displays the text "Customize your settings". On the left, there are two buttons: "Medical" (Your medical information) and "Notification" (Email preferences...). A large red number "1" is positioned next to the "Medical" button. In the center, a modal window titled "Biography" with the subtitle "Tell us more about yourself" is displayed. It contains a large yellow input field and an "OK" button at the bottom right. A large red number "2" is positioned to the right of this modal. At the bottom left, there are five input fields with the labels "School", "City", "School", "City", and "School" respectively, each followed by a yellow input field. An "OK" button is located at the bottom right of these fields.

Yossy Mendelovich . MD

Our Orthodontic Sale

HOME ITEM SETTINGS General things ACCOUNT PUBLIC COLLEAGUES YOUR PROFILE

Customize your settings

Medical Your medical information

Notification Email preferences...

1

Biography Tell us more about yourself

OK

School

City

School

City

School

2

OK

Settings - Personal

Description:

On the setting page the user will be able to upload profile picture and insert personal info emphasizes his medical background.

- 1) By pressing the Medical tab the option of inserting medical info will be available.
- 2) Bio test box.
- 3) General personal info.

Remarks:

Another option which is not described is to upload profile picture with thumbnail.

Settings - Notifications

The screenshot shows a user profile for "Yossy Mendelovich . MD". The top navigation bar includes links for HOME, ITEM, SETTINGS (highlighted in green), ACCOUNT, PUBLIC, COLLEAGUES, and YOUR PROFILE. A banner for "Our Orthodontic Sale" is visible. On the left, there are sections for "Medical" (Your medical information) and "Notification" (Email preferences...). A large red number "1" is placed over the "Notification" section. A large red number "2" is placed over the list of notification options.

Customize your settings

Medical
Your medical information

Notification
Email preferences...

1

2

Email me whenever:

- Someone following me
- Someone of my following has published something
- Someone following me
- Someone of my following has published something
- Someone following me
- Someone of my following has published something
- Someone following me
- Someone of my following has published something
- Someone following me

Save changes

Settings - Notifications

Description:

On the setting page the user will be able to set his email notifications and preferences.

- 1) By pressing the Notification tab the option of adjusting email notifications will be available.
- 2) The options of the notifications:
 - When user decides to follow me.
 - When user decides to follow my items.
 - When user that i follow published an item.
 - When user added me as a colleague.
 - When user commented to my item.
 - When user likes my comment.
 - When user that i follow just purchased an item.
 - When item that i following has changed.

Remarks:

The email notification will contain all details like pictures and specific links.

Account - Items



Yossy Mendelovich . MD

Our Orthodontic Sale SALE

HOME ITEM SETTINGS ACCOUNT General things PUBLIC COLLEAGUES YOUR PROFILE

Your Account 1 4 5

1 Your Items **2** Your Purchase **3** Purchased Item **4** Payments Info **5** Filter by: Viewd Date Free/Paid Length Go Free search

Price: 5.00\$ Change price Delete Item ✖



Call Golden State Dental Group (714) 786-5740

[play] 0:00 / 3:27 [YouTube] [stop]

\$ Purchase: 30,0000 View: 50,000

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard [dummy text](#) ever since the 1500s, when an unknown printer.

Delete Item ✖



Call Golden State Dental Group (714) 786-5740

[play] 0:00 / 3:27 [YouTube] [stop]

\$ Purchase: 30,0000 View: 50,000

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard [dummy text](#) ever since the 1500s, when an unknown printer.

Delete Item ✖



Call Golden State Dental Group (714) 786-5740

[play] 0:00 / 3:27 [YouTube] [stop]

\$ Purchase: 30,0000 View: 50,000

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard [dummy text](#) ever since the 1500s, when an unknown printer.

Page 1 of 22 1 2 3 4 5 6 10 20 Last Page >>

Account - Items

Description:

In the Account page you can find technical info regarding your item, colleagues and more, and also manage all that.

- 1) First tab shows your items.
- 2) The page shows items that have been approved and items that are waiting for approval.
- 3) Every item contains:
 - Number of views.
 - Price (you can change the price).
 - Option for you to delete the item.
 - How much money did you earn from selling that item. Only you can see this parameter.
- 4) This tab will show your purchased items.
- 5) This tab will show the items that other have purchased from you, or your items that have been purchased by other Doctors.

Account - Payment Info

The screenshot shows a user interface for managing account information. At the top left is a profile picture of a man. Next to it is the name "Yossy Mendelovich . MD". On the far right is a button labeled "Our Orthodontic Sale". Below the profile is a navigation bar with seven items: HOME, ITEM, SETTINGS, ACCOUNT (which is highlighted with a yellow background and a green arrow pointing to it), PUBLIC, COLLEAGUES, and YOUR PROFILE.

The main content area is titled "Your Account". It features several buttons: "Your Items" (with a document icon), "Your Purchase" (with a star icon), "Purchased Item" (highlighted with a yellow background and a green arrow pointing to it), and "Payments Info" (with an info icon). To the right of these buttons is a "Filter by:" section with dropdown menus for "Viewd", "Date", "Free/Paid", and "Length", and a "Free search" input field with a "Go" button.

Below the filter section are three main summary boxes:

- Account Info** (Box 1):
Viza Number: 123456789
Date: 1.9.1985
Kobi Mori
Anatot 36, Tel Aviv
Israel
Edit
- Schedule** (Box 2):
September 2011 30 USD
September 2011 30 USD
- Total** (Box 3):
172 USD
Upload more quality items

Large red numbers 1 through 5 are overlaid on the interface to indicate specific elements:

- 1: Points to the "Purchased Item" button.
- 2: Points to the "Schedule" section.
- 3: Points to the "Total" amount.
- 4: Points to the "Edit" button in the Account Info box.
- 5: Points to the "Upload more quality items" button in the Total box.

Account - Payment Info

Description:

In this section the user can see and manage his payment info (PayPal).

- 1) Your PayPal account info.
- 2) Schedule of payments and incomes.
- 3) Sum of total payments.
- 4) Option to edit your account details.
- 5) Upload button for more material.

Remarks:

All this section depends on PayPal API so it might be changed.

Profile - Upper



Yossy Mendelovich . MD

Our Orthodontic Sale SALE

HOME ITEM SETTINGS ACCOUNT PUBLIC COLLEAGUES **YOUR PROFILE** General things

1

 **Upload Picture**

2

Published with: **2**

 **Yossy Mendelovich**
Show at most this number of pages Show at most thiser of pages of pages Show

 **Yossy Mendelovich**
Show at most this number of pages Show at most thiser of pages of pages Show

 **Yossy Mendelovich**
Show at most this number of pages Show at most thiser of pages of pages Show

3

Medical Profile

Biography:
you can send a message directly to email about profesional question

Profile - Upper

Description:

This is your profile page which contains all info.

- 1) Your profile picture. It is very important that you'll have the ability to upload profile picture with thumbnail directly from this page without leaving this page. The smooth function to upload profile picture is **very** important since profile without a picture is useless.
- 2) Your colleagues.
- 3) Your medical info.

Remarks:

Probably we'll have to eliminate the function of sending a message. It's not belong here.

Profile - Lower

Medical Profile

Biography:
you can send a message directly to email about profesional question

Publications



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the print

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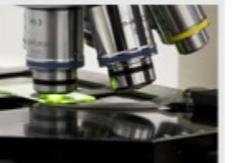
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Approvals



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45

Profile - Lower

Description:

It's exactly the same like user (refer to page 25).

It's probably will be a smart idea to include the item filter to the user/profile items as well, considering it will be large number of items and thus need to facilitate search for a specific item.

Colleagues & Patients



Yossy Mendelovich . MD

Our Orthodontic Sale SALE

HOME ITEM SETTINGS ACCOUNT PUBLIC COLLEAGUES General things YOUR PROFILE

Your Colleagues 2 3 4 5 6 Send your followers a message

Followers Published together Following Patients

Filter by: Degree Location Specialization Num' of publishing Free search Go

1

Kobi Mori	Artur Finkelshtein	Shaked Haneman	Yaniv Parasol	Yaniv Parasol	Yaniv Parasol
					
					

Colleagues & Patients

Description:

This is a **very** important segment of the website that controls and manages all the engagements.

- 1) Doctors which are following me.
- 2) My colleagues which we have published together.
- 3) Doctors which i am following after.
- 4) Patients which are following me.
- 5) Filter engine to facilitate finding the right or interesting person (Doctors or Patients). I can filter by Degree, Specification, Number of publishing and Location.
- 6) Option to send a general message to all specific filtered persons.
I can send direct message to all followers, colleagues, Patients. All with a dedicated sending button.

Note that i can not send a message to Doctors that i am following after.

Public

HOME ITEM SETTINGS ACCOUNT PUBLIC General things COLLEAGUES YOUR PROFILE

 Yossy Mendelovich . MD

Specialization:
Show at most this number of pages Show at most thiser of pages of pages Show of pages Show

Send a message:
you can send a message directly to email about profesional question

Follow ➔ **Send**

Published with:

 **Yossy Mendelovich**
Show at most this number of pages Show at most thiser of pages of pages Show

 **Yossy Mendelovich**
Show at most this number of pages Show at most thiser of pages of pages Show

 **Yossy Mendelovich**
Show at most this number of pages Show at most thiser of pages of pages Show

Medical Profile

Biography:
you can send a message directly to email about profesional question

Publications


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 Lorem Ipsum
is simply dummy text of the print

Public

Description:

The Public function give me the option to see how do i look in search engine for an user that is not connected or registered to the website.

On the settings page i must have the option to eliminate some unwilling elements that i don't want others to see.

There must be public pages for items also.

Upload Function

slides 51-67

Because of feature complexity, this feature will have to be redesigned and more specified in the R&D stage by research of ready to use components and development capabilities. All design issues will be established driven from R&D conclusions for best implementation.

Upload page - Part 1 - upload one file

The screenshot shows a user profile page with the following elements:

- User Profile:** A small photo of a man, Yossy Mendelovich, MD.
- Header:** A yellow banner with the text "Our Orthodontic Sale" and a "SALE" badge.
- Navigation Tabs:** A horizontal bar with green buttons labeled "HOME" (with "General things" below it), "ITEM", "SETTINGS", "ACCOUNT", "PUBLIC", "COLLEAGUES", and "YOUR PROFILE".
- Section 1:** A green circle icon followed by the text "Regular (Movies, Presentation, Documents)".
- Step 1:** A red number "1" next to the text "Select File".
- Step 1 Action:** A green button labeled "Upload" with an upward arrow icon.
- Step 1 Description:** The text "It can be presentations, movie and articles."
- Section 2:** A blue circle icon followed by the text "Jobs Insider".
- Step 2:** A red number "2" next to a list of benefits:
 - See your connections at any hiring company when viewing job postings
 - Get introduced to hiring managers
 - Supports all major Web job boards*
- Step 3:** A red number "3" next to a green download icon.

Upload page - Part 1

Description:

- 1) Upload function of desired file. The user will upload only one file at this stage of uploading process. The file can be **presentation** (keynote or powerpoint) , **doc** file that will converted to PDF automatically or **movie** file.
- 2) Graphic explanatory scheme for this stage.
- 3) Next stage of uploading process button.

Remarks:

There must be flowable action between stages of uploading process. It means that all stages will be opened in Ajax and will be activated on **one** uploading page.

Upload page - Part 2 - tagging the item

● Describe your movie



Title

Abstract

Key Words

1

Jobs Insider



- See your connections at any hiring company when viewing job postings
- Get introduced to hiring managers
- Supports all major Web job boards*

2

3



Upload page - Part 2

Description:

- 1) Insertion of titles, keywords and content of the uploaded item (**item = movies, presentation or articles**). The user will insert this data as the uploading process continues in order to save time (like the uploading process on YouTube while all tagging and insertion of data occurs in the middle of the uploading process.
The keywords will be auto-fill style text box by keywords database.
- 2) Graphic explanatory scheme for this stage.
- 3) Next stage of uploading process button.

Upload page - Part 3 - upload second file

1

Jobs Insider

2

3

1. Make your conference

Upload 

No thanks. i'd like to proceed to checkout without making personalization



See your connections at any hiring company when viewing job postings

Get introduced to hiring managers

Supports all major Web job boards*

Upload page - Part 3

Description:

- 1) Once the user will decide to upload one more file in order to synchronize between two files to make a conference style item (see remarks below) then he we upload one more file. It has to be a movie file.
- 2) Graphic explanatory scheme for this stage.
- 3) Next stage of uploading process button.

Remarks:

- Of course the user doesn't have to use this function and he can continue to the next function. But in order to upload conference style item then he must upload two files and synchronize between them.
- **Conference style item = Presentation or article synchronize with video thumbnail that describes the content.**
- The video file can be uploaded also by built in PC camera.

Upload page - Part 4 - synchronize between two files

IMGuest hotel page

Hotel Page Screenshot

Check in and hotel interaction follow options

Tabs for exploring other guests, favorites and followers of the hotel

Guests filter

Guests from all over the world

Guests from all over the world

1

Personalization

3

Jobs Insider

- See your connections at any hiring company when viewing job postings
- Get introduced to hiring managers
- Supports all major Web job boards*

2

Upload page - Part 4

Description:

- 1) This page describes what happen after two item have been uploaded. Now the user will synchronize between the items in order to make a **record and merge them to one item**. The merging process occurs due to record, play and stop functionality between two items to make the merging perfectly synchronize to an one conference item. Of course there will be confirmation button.
- 2) Graphic explanatory scheme for this stage.
- 3) Next stage of uploading process button.

Remarks:

This process remains unclear at this time and will be clarified in developing stage by taking into consideration developing capabilities and ready to use technologies to make it simplest and most fastest , easy to use process by users.

Upload page - Part 5 - choosing thumbnail

The image illustrates the process of selecting a thumbnail for a profile on IMGuest.com. It consists of three main panels:

- Panel 1:** Shows a profile page with a placeholder silhouette thumbnail. A large red number "1" is positioned above the page.
- Panel 2:** Shows the same profile page with a different, more professional-looking thumbnail. A large red number "2" is positioned above the page.
- Panel 3:** Shows the profile page with the new thumbnail selected. A green download icon with a white arrow pointing down is centered below the panel.

Jobs Insider

• See your connections at any hiring company when viewing job postings

• Get introduced to hiring managers

• Supports all major Web job boards*

Upload page - Part 5

Description:

- 1) Simple function which the user will have to pick his desired thumbnail how the item will be presented on website.
- 2) Graphic explanatory scheme for this stage.
- 3) Next stage of uploading process button.

Remarks:

The user will choose the best graphic solution of combination between the two items, by picking the location of the movie thumbnail inside the first uploaded item.

Upload page - Part 6 - PayPal integration

1 **Sell your movie in the orthodontic store**
Get reward on your quality medical item. Get reward on your quality medical item.

Country

First name

Last name

Credit card number

Payment type VISA MasterCard DISCOVER AMERICAN EXPRESS

Expiration date CSS [What's this?](#)

Billing address 1

Billing address 2

City

State

Zip code

Home Tel

Email

[Save your information with PayPal](#)

2 **Already have a PayPal account?**

Please log in

Email

Password

[Log in](#)

[Forgot email address or password?](#)

3 **Set your price**

4 **Set preview**

Show at most this number of pages

Show at most this number of pages

Show at most this number of pages

Upload page - Part 6

Description:

- 1) PayPal integration. The user will insert PayPal details only once for his first integration. After that this integration process will be automated.
- 2) Setting price function. There is no any limitation regarding price.
- 3) Setting preview for free watching function. The user will be able to set number of pages (incase of an article), or number of slides (incase of presentations) or number of seconds (incase of movies) for free previewing by users that are not willing to buy the item yet.

Remarks:

This function occurs only if user decides to sell this item (for non free items).

Upload page - Part 7 - Preview and copyrights

Set preview

Show at most this number of pages

Show at most this number of pages

Show at most this number of pages

Note: Show at most this number of pages Show at most thiser of pages

Copyright Verification

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

1

2

Publish

Upload page - Part 7

Description:

- 1) Copyright declaration.
- 2) final publish button and confirmation.

Upload page - Part 8 - Engagements

Jobs Insider



- See your connections at any hiring company when viewing job postings
- Get introduced to hiring managers
- Supports all major Web job boards*

1

Give credit

If you are not the only author you must give credit If you are not the only author you must give credit

Published with

Enter names and press on the picture to add person

2

-
-
-

- Kobi Mori
- Artur Finkelshtein
- Shaked Haneman

Movies credit



Your colleagues are not in the site?
Give them a credit by Email:

[Find your colleague through gmail](#)

[Send your colleague an Email](#)

3

Upload page - Part 8

Description:

- 1) Graphic explanatory scheme for this stage.
- 2) After the item was delivered and ready to watch the user will pick colleagues for publication (see colleagues section in basic characterization doc). The picking process will be made by auto fill driven from user base.
- 3) Option for invitation via gmail contacts or via email.

Remarks:

We have to take into consideration of performing above feature while items are uploaded in order to save time and also eliminate boredom by users in the uploading operation.

Backend & Technical Issues

slides 69-73

Admin Log-In



This is the log-in for administrators (qualified users who have the right permissions from us to authorize items).

Admin Item page

Ordothontics 360
Powered by zappa360

Administrator confirmation items

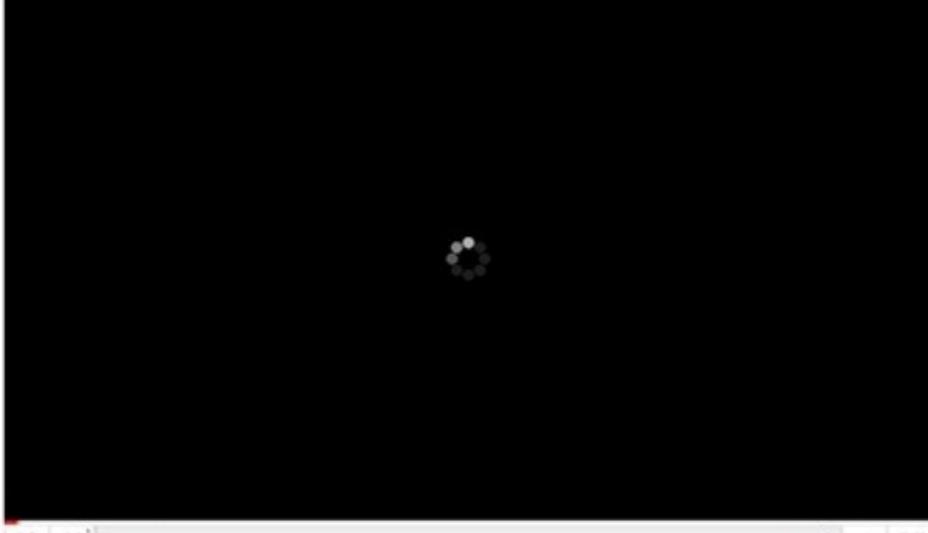
 Yossy Mendelovich . MD

Our Orthodontic Sale

Waiting for your approval:

Movies **Articles** **Presentations**

um, nisi vel venenatis faucibus, augue libero commodo tellus, nec pharetra risus erat sit amet felis. Nullam at ipsum ac ante ullamcorper


0:00 / 1:57

Confirm **Deny**

Ordothontics 360
Powered by zappa360

Allergic reaction and nickel-free

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus metus mi, egestas eget cursus eu, egestas nec massa. Sed ac dui nec arcu viverra pulvinar at quis erat. Ut viverra consectetur erat ut vulputate. Integer bibendum, nisi vel venenatis faucibus, augue libero commodo tellus, nec pharetra risus erat sit amet felis. Nullam at ipsum ac ante ullamcorper vehicula. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Suspendisse potenti. Etiam semper enim egestas enim vehicula commodo. Nulla quis urna ut neque sollicitudin facilisis. Cras vitae velit id odio laoreet ullamcorper. Etiam rhoncus convallis odio, quis lobortis ipsum pellentesque id. Phasellus congue mollis turpis, aliquam imperdiet est pharetra sit amet. Duis placerat vehicula scelerisque. Curabitur posuere metus sit

Admin Item page

- The admin will discover all items waiting for approval.
- The admin will be able to choose category of items (movies, presentations, conferences and articles) to confirm or deny them.
- Also (very important and not shown in this document), the admin will be able to tag the item and make it more informative (a tag button for that purpose is needed).
- This is like a wiki function for approval any kind of content uploaded by users.
- The user will be informed regarding denied or confirmed item.
- The admin will get notified regarding new items for approval.
- The power users (site owner) will get notified regarding how many items were confirmed or denied by admin.

Technical issues

- **Users:** There are **3** type of users: **regular**, **admin** (content approval) and **power** user (us - the site owners).
- **Ajax:** **must** be implemented where possible. This is very necessary for GUI issues.
- **PayPal:** All money from transaction will be kept by the power users. The regular user will be able to activate transaction by demand and we (power users) will get the commission. Not decided yet how much commission will be taken.
- **Articles:** Will be shown in PDF style to allow search in article.
- **Uploaded files format:** As many as possible.
- **Groupon (Sale button):** Pressing the sale button will open info- graphic specially design iframe with detailed sale for the specific community and fully integrated with PayPal to allow immediately sale by users. This feature will be activated on later stage.
- There will be some static pages with content (about, privacy, blog etc').
- The platform must be secured because it deals with money!

Important (!)

- **Duplication:** The whole platform need to be suitable and ready for duplicate and reinstalled to other communities. All feature and characters which are described in all characterization decks have to be remained by duplication to other communities.
- **Speed:** The website and all content in this deck (pages, features, items, uploading processes, engagements between users, integration with other services, movies and backend features which are described in this deck) must work fast, flow-able and smooth as part of optimum usability and user experience issues.
- **Capacity:** The platform must be ready to deal with large capacity of users without crushing and without affecting **speed**.

END