Monet: Testable prototype interaction requirements

Must have:

User story 1: the user can create a campaign plan:

1. The user designs the flows by adding "bubbles" to a diagram that connects elements of the campaign in sequence. **Default Diagram layout.** The initial views of the canvas display the bubbles in a vertical flow. In other words, the "swim lanes" are horizontally laid out across the canvas. Each bubble represents a step in the flow. (Steps can be taken in any order except for the first step where the user creates the plan name.)
2. The first step in creating the campaign plan is to provide general plan information in a simple form. User clicks save and the information is saved by the system. The plan bubble displays the plan name.
3. The diagram is built by adding branches to it and specifying the properties of each node or bubble in an overlay window. To create the diagram the user clicks on or drags one or more elements from the left panel onto the canvas **The Plan elements library** contains placeholder "bubbles" the user can drag onto the canvas to add to the diagram. When the user lets go of the mouse the window for specifying the properties of the element or bubble opens. The user can enter prescribed information and click the save button to “save” it. The diagram changes to reflect the prescribed information.
4. A color coding system is used to indicate the completion state of individual elements. When the user closes the window the bubble turns green if all information has been completed. If the information has not been completed the bubble remains in its incomplete state. Until the user selects another element, the most recently edited element remains selected.
5. User can select a bubble that is already on the canvas to create or edit its properties. **Editing a bubble** is accomplished by double clicking on the bubble to bring up it's properties editing window
6. Once the user has added elements that cause branching, the diagram will switch to a horizontal layout from the point at which the branching occurs. The swim lanes for any branches are now vertically laid out; each branch is laid out horizontally.
7. Dragging an element onto the canvas allows the user to position it within the grid in the appropriate "swim lane."
8. **To view a bubble's properties** the user clicks once on the bubble. Its properties appear in the Selection Properties section of the right panel.

User story 2: The user can add a creative ad to a placement by dragging it on top of the placement.

User story 3: the user can edit a plan using drag and drop

1. The user can move a creative to another publisher by dragging it in proximity to another publisher.
2. The user can move an interaction to another publisher/creative branch, or to another step in the interaction flow by dragging it in proximity to another location in the same branch or another branch

Should have:

User story 4: The user can add interactions and get feedback on where they can be added

1. The user can add interactions only to some of the publishers and not others. The system provides feedback on which publishers the user can drop the interaction onto.
2. The Campaign Tracking Library (or Interactions Library) contains all interactions that are available for a selected creative ad. This section of the left panel is dynamic: its contents refresh depending upon the ad type that is selected in the canvas area. If no ad type is selected in the canvas area then all interaction types are visible.

User story 5: The user can edit the plan by selecting a group of nodes and move or delete them all at once.

User story 6: The user can save the plan

1. After the plan information is saved the user can make changes to the campaign plan, so the Save Plan button is enabled. The other buttons are not yet actionable so they are disabled.

User story 7: The user sees visual feedback to help them understand the interface behavior

1. Windows animate into and out of their respective bubbles

User story 8: The user can get feedback as to where they are in the process from the selection panel

1. Selection panel: As steps are completed they are marked with a checkbox.
2. The current step is highlighted

User story 9: The user can enter Audience information and save it.

1. Audience entry form is functional
2. System saves audience information and populates the plan accordingly

User story 10: The user can navigate a large diagram using the navigation tool.

1. **The navigator** (right panel) is used to easily pan the canvas in order to display the section of the diagram the user is working on. This is especially useful as the diagram becomes too large to display within the visible canvas area. Note that the navigator is a miniature view of the diagram in its current state.

Nice to have:

User story 11: The user can choose publishers to add to the plan

1. Publisher form is functional
2. System saves publisher information and populates the plan accordingly

User story 12: The user can choose placements to add to the pan

1. Placement form is functional
2. System saves placement information and populates the plan accordingly

User story 13: The user can zoom in and out of the diagram

1. The zoom controls behave as they do on a Google map, allowing the user to zoom in and out of the diagram.

User story 14: The user can show and hide the left and right panels

1. Collapsed panels show as a bar, when closed. On hover the panel opens. The user can "pin" the panel to keep it open. If they don't pin it open, when the panel is out of focus it will close again. Both panels are open by default.