



## Wire Frames

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*Joy to the World Sweepstakes*

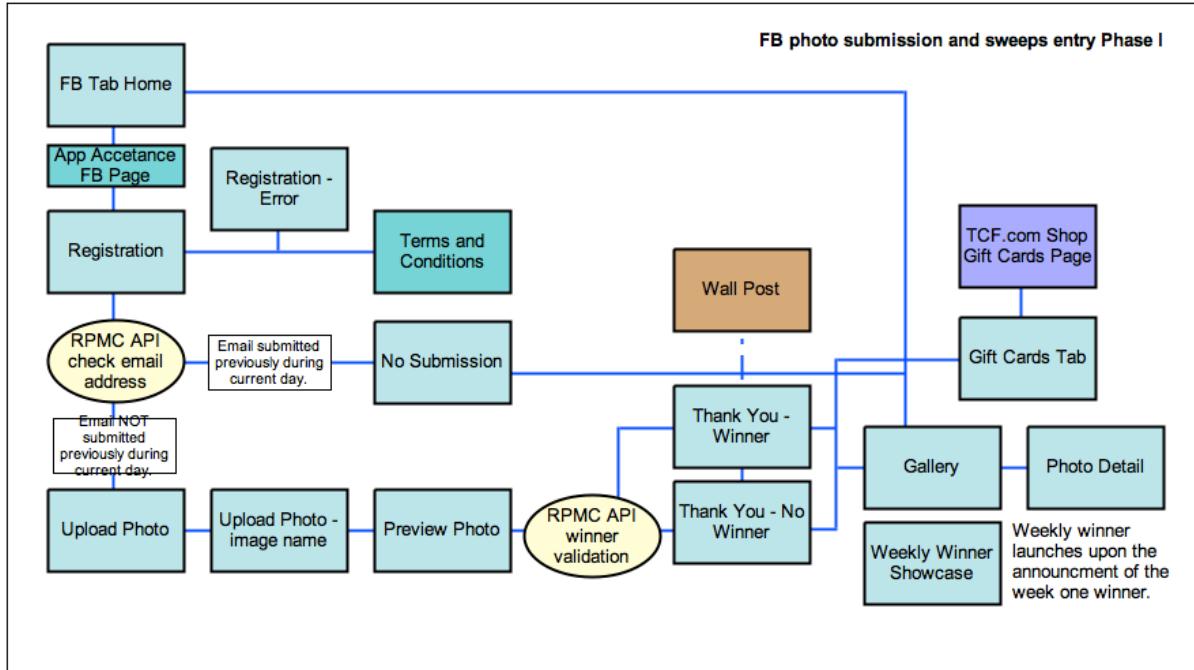
v1.3

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## Photo Submission/Sweeps entry Flow

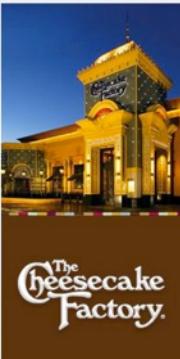
### User Interface



# FB Tab Home

## User Interface

facebook  Search  Home Profile Account =

  
The Cheesecake Factory We now have our winner in our Idol-oke Contest! Thanks to everyone who voted. See who will be flown to Hollywood to meet American Idol Winner Lee DeWyze at The Cheesecake Factory. View Winner Now! <https://promos.thecheesecakefactory.com/share/#share-your-voice> on Sunday

Wall Info Share Your Joy Gift Cards What's Your... Photos >

**Share Your Joy - Photo Contest**

Enter for a chance to win a free slice of cheesecake.

Three instant winners daily. And one winner per week wins a \$100 Cheesecake Factory gift card.

Then come back and vote for your favorite finalist between January 1 and 14 and for a chance to win our Joy to the World grand prize for a trip anywhere in the world.

**It's easy! Here's how it works:**

1. Complete the registration information.
2. Find a photo that shows you in a joyous moment.
3. And upload your photo and tell us about the story.

[View the Gallery](#) [Start Sharing Your Joy](#)

Imagery TBD in creative

520 px

**Create an Ad**

**The Clymb™**   
Save up to 70% off Castelli cycling gear for three days only at the Clymb.  
[Like](#)

**BIKERS: Closeout Pricing\***   
roadbikescheap.com  
Just Released! Unbelievable closeout pricing. Cannondale, Specialized. Click (HERE) To Take advantage of these insanely low prices.

**4 Foods to Never Eat**   
the dietersolutionprogram....  
Some "diet" foods can actually increase stomach fat. Learn to avoid these.

[Chat \(Offline\)](#)

Add to My Page's Favorites  
Suggest to Friends  
Subscribe via SMS

Thank You for Visiting  
The Cheesecake Factory  
Official Facebook Page.

You Can Also Follow Us on  
Twitter:  
<http://twitter.com/cheesecake>

Information

Founded:  
1978 in Beverly Hills, California

575,857 People Like This

① Share Your Joy Tab - Will be default FB landing page throughout the duration of the promotion.  
② Promo landing panel: Establish tone and idea of sweepstakes. Panel width is 520 px.

RAZOR

The Cheesecake Factory Q4 Promotion

# Registration

## User Interface

**facebook** Search

Banner area for Share Your Joy messaging

1 Registration information 2 Upload your photo 3 You're entered 6 Official Rules 7 Terms of Use 8 Privacy Policy

View the Gallery

**Share Your Joy**

Imagery TBD in creative

First name: [Text Input]

Last name: [Text Input]

Email address: [Text Input] 2

Confirm email address: [Text Input]

Address 1: [Text Input]

Address 2: [Text Input]

City: [Text Input]

State: Select state: [Select Box]

Zip: [Text Input]

Must be 18 years of age. 3

Date of birth: [Text Input] DD/MM/YYYY

Gender: (optional)  Male  Female

Mobile number: [Text Input] (optional)

Have an Slice of Joy card? Get an extra entry. [What's this?](#)

Slice of Joy Numer: [Text Input]

Yes. E-mail me specials and offers.

I agree to the [Terms and Conditions](#). 4

Next 5

15 credits - Get Info  
Games  
Team 28  
Cheesecake Factory Fan Exclusive

Create an Ad  
EA SPORTS Active

Reach your fitness goals with EA SPORTS Active. 70+ exercises and fitness activities including a custom personal trainer. Donny Payne likes this.

Like

BicyclingHub.com

BicyclingHub.com's Facebook page celebrates the love of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this.

Like

Bounce Energy

Fight Breast Cancer! bounce energy

Fight Chat (Offline)

① Progress indicator - To demonstrate steps in registration/submission process.  
 ② Email address: Needs to be validated for format. De-duping of email addresses WILL NOT be validated on submission.  
 Also validate one entry per day based upon email address.  
 ③ Date of birth: Validate that person is at least 18 years of age on the date of submission.  
 ④ Terms and Conditions: Selection is required.  
 ⑤ Submit: Will validate against email address to ensure only one entry per day per email address.  
 ⑥ Official Rules: Links to layer within application. Will most likely require scrolling - pending length of content.  
 ⑦ Terms of Use: Link opens new window and directs to <http://www.thecheesecakefactory.com/policies/termsOfUse/termsOfUse>  
 ⑧ Privacy Policy: Link opens new window and directs to <http://www.thecheesecakefactory.com/policies/privacyPolicy/privacyPolicy>

RAZOR

The Cheesecake Factory Q4 Promotion

## Terms and Conditions

*State1*

User Interface

### Official Rules

[Close](#)

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## E-Slice Pop-up

*State1*

User Interface

### The Cheesecake Factory Slice of Joy

[Close](#)

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[Get Your Slice of Joy](#)



## **Registration - Error**

## User Interface

**facebook** Search

Home Profile Account

**The Cheesecake Factory**

Banner area for Share Your Joy messaging

1 Registration information 2 Upload your photo 3 You're entered 6 Official Rules 7 Terms of Use 8 Privacy Policy

[View the Gallery](#)

### Share Your Joy

Lore ipsum dolor sit amet, consectetur adipiscing elit. Proin libero nisl, sodales in tincidunt sed, bibendum et tellus. Suspendisse potenti. Pellentesque dapibus gravida consectetur. Praesent sagittis interdum est et feugiat. Nunc est diam, ullamcorper at convallis sed, luctus sit amet lorem.

Please complete all required fields.

Imagery TBD in creative

First name:

Last name:

Email address:  ②

Confirm email address:

Address 1:

Address 2:

City:

State:  Select state:

Zip:

Must be 18 years of age.  DD/MM/YYYY ③

Date of birth:

Gender: (optional)  Male  Female

Mobile number:     
(optional)

Have an Slice of Joy card? Get an extra entry. [What's this?](#)

Slice of Joy Number:   
(optional)

Yes, E-mail me specials and offers. ④

I agree to the [Terms and Conditions](#). ⑤

[Next](#) ⑤

15 credits - Get Info  
Games  
Team 28  
Cheesecake Factory Fan Exclusive

Create an Ad  
**EA SPORTS Active** x

 Reach your fitness goals with EA SPORTS Active. 70+ exercises and fitness activities including a custom personal trainer.  
Donny Payne likes this.  
[Like](#)

**BicyclingHub.com** x

 BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling.  
Gretchen Harris likes this.  
[Like](#)

**Bounce Energy** x

 Fight Breast Cancer! [bounce energy](#)  
Fight Chat (Offline)

1 Progress indicator - To demonstrate steps in registration/submission process.  
2 Email address: Needs to be validated for format. De-duping of email addresses WILL NOT be validated on submission.  
3 Date of birth: Validate that person is at least 18 years of age on the date of submission. Messaging to display if age is younger than 18: We're sorry. You must be 18 years of age to participate.  
4 Terms and Conditions: Selection is required.  
5 Submit: Will validate against email address to ensure only one entry per day per email address.  
6 Official Rules: Links to layer within application. Will most likely require scrolling - pending length of content.  
7 Terms of Use: Link opens new window and directs to <http://www.thecheesecakefactory.com/policies/termsOfUse/termsOfUse>  
8 Privacy Policy: Link opens new window and directs to <http://www.thecheesecakefactory.com/policies/privacyPolicy/privacyPolicy>

The Cheesecake Factory Q4 Promotion

# Upload Photo

## User Interface

The main screenshot shows the Facebook interface for uploading a photo. At the top, there's a banner for "Share Your Joy messaging" from The Cheesecake Factory. Below it, a navigation bar includes links for "Registration information", "Submit your photo", and "You're entered". There are also links for "View the Gallery", "Official Rules", "Terms of Use", and "Privacy Policy". A large central area is labeled "Submit Your Photo" with a placeholder text "Imagery TBD in creative". To the right, there's a "Select Photo" button and a message stating "No file selected". Below this is a text input field for a "Tell us your story: (optional)" with a character limit of 350 characters. A checkbox asks if the user confirms they are the owner of the photo. At the bottom right is a "Next" button.

**Facebook UI Elements:**

- ① Select photo:** Opens system browser to locate image.
- Error message:**  
Photo format is not compatible.  
Please upload in JPG, GIF or PNG format.
- ② Character limit counter:** Tracks characters and spaces input to a max of 350.
- ③ Confirm photo:** Need messaging around confirmation that photo is the property of the submitter.

**Third-party Examples:**

- EA SPORTS Active:** Shows a profile picture of EA SPORTS Active with a note about reaching fitness goals and a like count from Donny Payne.
- BicyclingHub.com:** Shows a profile picture of BicyclingHub.com with a note about celebrating the beauty of cycling and a like count from Gretchen Harris.
- Bounce Energy:** Shows a profile picture of Bounce Energy with a note about fighting breast cancer and a like count from Fight.

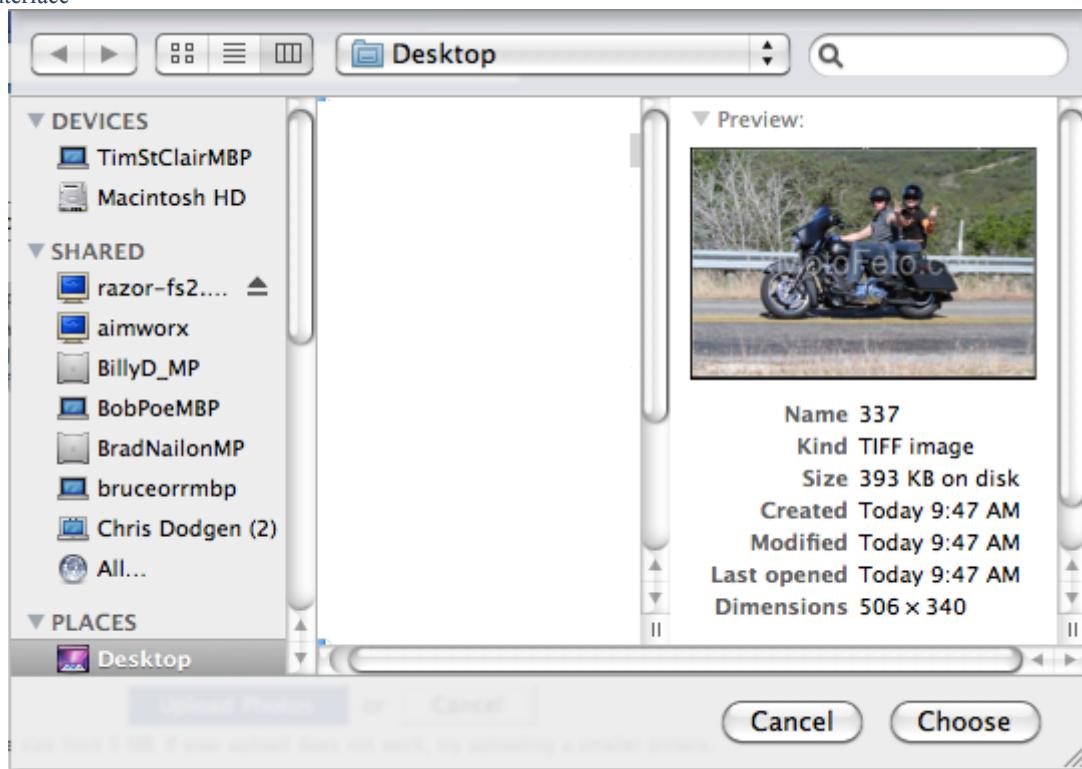
RAZOR

The Cheesecake Factory Q4 Promotion

## System Window - Upload

*State 1*

User Interface



## Upload Photo - image name

### User Interface

The screenshot shows a Facebook-based user interface for uploading a photo. At the top, there's a navigation bar with links for Home, Profile, and Account. Below it, the Cheesecake Factory logo is visible, along with a banner for "Share Your Joy messaging". The main form is titled "Submit Your Photo" and includes fields for "Upload your photo" (with a "Select Photo" button and a file name "337.jpg"), "Tell us your story: (optional)" (with a text area and character count "350 remaining"), and a checkbox for confirming ownership ("I confirm that I am the owner of the photo being submitted"). A "Next" button is at the bottom right of the form. To the right of the form, there are three examples of promoted content:

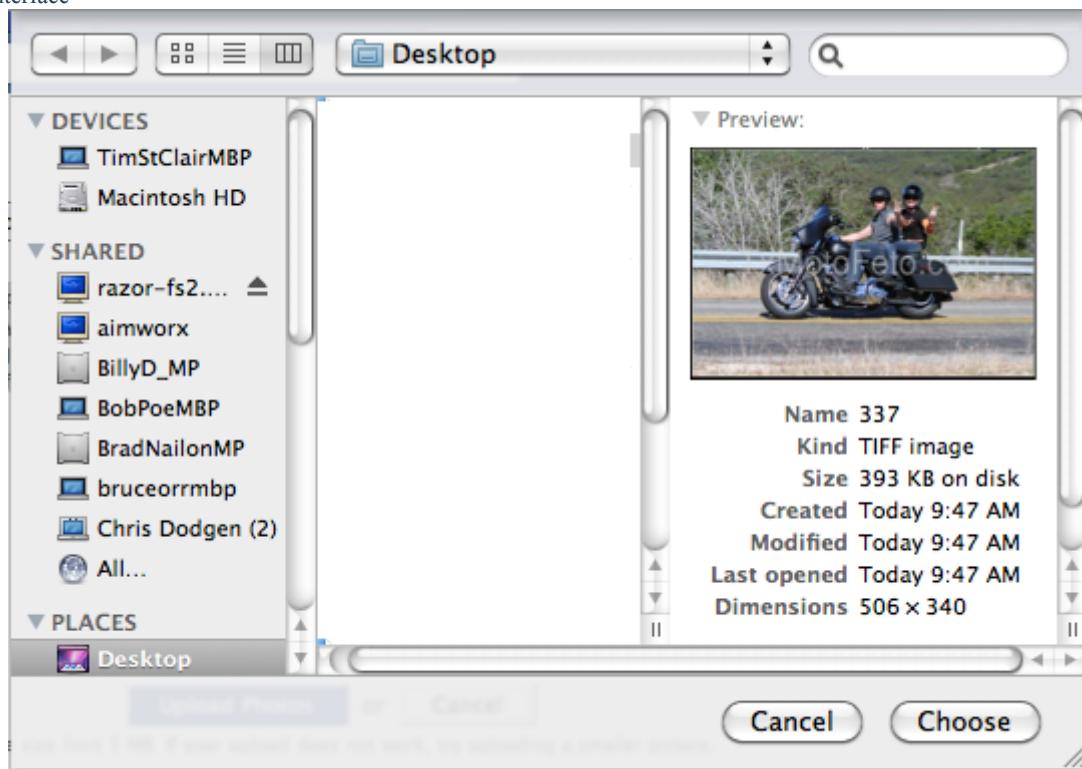
- EA SPORTS Active**: Shows a logo and a brief description: "Reach your fitness goals with EA SPORTS Active. 70+ exercises and fitness activities including a custom personal trainer. Donny Payne likes this." A "Like" button is present.
- BicyclingHub.com**: Shows a logo and a brief description: "BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this." A "Like" button is present.
- Bounce Energy**: Shows a logo and a brief description: "Fight Breast Cancer! bounce energy". A "Like" button is present.

A vertical sidebar on the far right lists various page categories: Home, Profile, Account, Games, Team 28, Cheesecake Factory Fan Exclusive, Create an Ad, EA SPORTS Active, BicyclingHub.com, and Bounce Energy. A note at the top right says "Photo file name: Displays name of file being submitted." The overall width of the interface is indicated as 760 px.

## System Window - Upload

*State1*

User Interface



# No Submission

## User Interface

The screenshot shows a Facebook page for 'The Cheesecake Factory'. At the top, there's a banner for 'Share Your Joy messaging'. Below the banner, there are three numbered steps: 1) Registration information, 2) Submit your photo, and 3) You're entered. There are links for 'View the Gallery', 'Official Rules', 'Terms of Use', and 'Privacy Policy'. A message says, 'We're sorry. Only one joyous entry per day..... Be sure to check out [the gallery](#).....'. On the right side, there are several social sharing options and ads:

- Photo file name:** Displays name of file being submitted.
- 15 credits - Get Info**: Games, Team 28, Cheesecake Factory Fan Exclusive.
- Create an Ad**: EA SPORTS Active (EA SPORTS logo, orange circle).  
Reach your fitness goals with EA SPORTS Active. 70+ exercises and fitness activities including a custom personal trainer. Donny Payne likes this.  
Like
- BicyclingHub.com**: BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this.  
Like
- Bounce Energy**: Fight Breast Cancer! (Fight logo, orange circle).  
Chat (Offline)

A vertical sidebar on the right is labeled 'RAZOR' at the top and 'The Cheesecake Factory Q4 Promotion' below it.

760 px

## Preview Photo

### User Interface

The screenshot shows a Facebook application interface for "The Cheesecake Factory". At the top, there's a banner for "Share Your Joy messaging". Below it, three circular steps are displayed: 1. Registration information, 2. Submit your photo, and 3. You're entered. A "View the Gallery" button is also present. On the right side, there are several social sharing options:

- EA SPORTS Active**: Shows 15 credits available, a "Get Info" button, and a message from Donny Payne.
- BicyclingHub.com**: Shows a message from Gretchen Harris.
- Bounce Energy**: Shows a message from Fight Breast Cancer!

A vertical sidebar on the right is titled "RAZOR" and contains the text "The Cheesecake Factory Q4 Promotion".

## Thank You - Winner

### User Interface

The screenshot shows a Facebook landing page for The Cheesecake Factory's "Share Your Joy" promotion. The main content area includes a banner for EA SPORTS Active, a section to "Shop Gift Cards", and a call to "Share some joy with your friends or family". Below these are sections for "Check out other's joy" and "View the Gallery". The right side features three sidebar ads: EA SPORTS Active (with 15 credits), BicyclingHub.com (celebrating the beauty of bicycles), and Bounce Energy (fighting breast cancer). A vertical sidebar on the far right lists "The Cheesecake Factory Q4 Promotion" and the word "RAZOR".

**Banner area for Share Your Joy messaging**

1 Registration information    2 Submit your photo    3 You're entered

View the Gallery    Official Rules    Terms of Use    Privacy Policy

**Thank You for Sharing!**

**Congratulations!**

You are an instant winner. Your E-Slice reward will be delivered to the email address you submitted.

Promote voting Jan. 1-14. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue nunc, vestibulum at aliquet eget, ornare nec nisi. Suspendisse eu sapien nec turpis interdum tincidunt.

**Check out other's joy.**

[View the Gallery](#)

**Share some joy with your friends or family.**

Copy promoting gift cards.

[Shop Gift Cards](#)

**EA SPORTS Active**

15 credits · Get Info  
Games  
Team 28  
Cheesecake Factory Fan Exclusive

Create an Ad

**EA SPORTS Active**

Reach your fitness goals with EA SPORTS Active. 70+ exercises and fitness activities including a custom personal trainer. Donny Payne likes this.

[Like](#)

**BicyclingHub.com**

BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this.

[Like](#)

**Bounce Energy**

Fight Breast Cancer! [Chat \(Offline\)](#)

760 px

RAZOR

The Cheesecake Factory Q4 Promotion

# Thank You - No Winner

## User Interface

The screenshot shows a Facebook page for "The Cheesecake Factory". At the top, there's a banner for "Share Your Joy messaging". Below it, a main content area features a "Thank You for Sharing!" message, a "Check out other's joy." section, and a "Share some joy with your friends or family." button. To the right, a sidebar displays three social ads: "EA SPORTS Active", "BicyclingHub.com", and "Bounce Energy". A vertical sidebar on the far right reads "RAZOR" at the top and "The Cheesecake Factory Q4 Promotion" at the bottom.

**Banner area for Share Your Joy messaging**

1 Registration information   2 Submit your photo   3 You're entered

View the Gallery   Official Rules   Terms of Use   Privacy Policy

**Thank You for Sharing!**

Sorry. You are not an instant winner this time. But be sure to check back January 1 - January 14 to vote for your favorite photo and earn a chance for free cheesecake for the year.

Check out other's joy.

View the Gallery

**Share some joy with your friends or family.**

Copy promoting gift cards.



Shop Gift Cards

**EA SPORTS Active**

15 credits · Get Info  
Games  
Team 28  
Cheesecake Factory Fan Exclusive

Create an Ad

EA SPORTS active

Reach your fitness goals with EA SPORTS Active. 70+ exercises and fitness activities including a custom personal trainer. Donny Payne likes this.

Like

**BicyclingHub.com**

BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this.

Like

**Bounce Energy**

Fight Breast Cancer! bounce energy

Chat (Offline)

760 px

RAZOR

The Cheesecake Factory Q4 Promotion

# Wall Post

## User Interface

facebook     

 Tim St. Clair  
Edit My Profile

**News Feed**  Top News • Most Recent

What's on your mind?

 John Smith just shared some joy in the [The Cheesecake Factory - Share Some Joy Sweepstakes](#).  
  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris sed ligula a turpis tristique lacinia. Suspendisse.

7 minutes ago

 **Mashable** Which tools are you currently using to monitor and filter your social media life?  
  
5 Superior Social Media Management Tools [Mashable Awards]  
So many statuses, so little time. Here are five social media management tools that can make your life or your business engagement easier.

13 minutes ago via HootSuite -  3  20 - Comment - Like - Share

 **Jonathan Skaines** Quite possibly the best cup of coffee I've had all year. "Delicious" (props to Mark Reisman).  
  
Coffee Roasterie  
[www.coffearoasterie.com](http://www.coffearoasterie.com)  
Coffee Without Compromise

44 minutes ago - Comment - Like - Share

 **Scott Smith** Have to go to Central Market and get a pound of the Lola Savannah Texas Pecan, it's good.  
29 minutes ago - Like

Write a comment...

**Events** 

What are you planning?  
 4 event invitations  
 MAX CADY, The Phuss, Miss...   
Tomorrow 8:00pm

 Kathy Thatcher's birthday. See All

**Find More Friends**

Tim, Your Friends Are Waiting 

People on Facebook find an average of 20 friends and family using the Facebook friend finder. Have you found all of your friends? Try it.

**Find Friends**

**Sponsored** 

**Sony® Internet TV**   
 The Internet on television is changing the way you watch TV. Click to learn about the world's first HDTV powered by Google TV™.

How would you share Sony Internet TV?  
 Host sports game night  
 Host TV show night  
 Host viral video night

155,228 people like Sony Electronics.

**Requests** 

9 friend requests  
 4 friend suggi  Chat (Offline)

# Gallery

## User Interface

The screenshot shows a Facebook page interface. At the top, there's a navigation bar with 'facebook' logo, search bar, and account links ('Home', 'Profile', 'Account'). A banner for 'The Cheesecake Factory' is visible. Below the banner, the main content area is titled 'Share Your Joy Photo Gallery'. It features a grid of 20 placeholder boxes labeled 'Photo Preview'. Above the grid, there's a link to 'Add your photo'. To the right of the grid, there are several sidebar ads:

- 15 credits - Get Info**: Includes links for 'Games', 'Team 28', and 'Cheesecake Factory Fan Exclusive'.
- Create an Ad**: An ad for 'EA SPORTS Active' with a red circular icon. Text: 'Reach your fitness goals with EA SPORTS Active. 70+ exercises and fitness activities including a custom personal trainer. Donny Payne likes this.' A 'Like' button is present.
- BicyclingHub.com**: An ad for 'BicyclingHub.com' featuring a green icon of a cyclist. Text: 'BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this.' A 'Like' button is present.
- Bounce Energy**: An ad for 'Fight Breast Cancer!' with a purple and white logo. Text: 'Fight Chat (Offline)'.

A vertical sidebar on the right is labeled 'RAZOR' at the top and 'The Cheesecake Factory Q4 Promotion' below it. A note at the top right says 'Back link: Functions as a browser back button to previous page.'

At the bottom of the page, there's a horizontal line with '760 px' written below it.

## Photo Detail

### User Interface

The screenshot shows a Facebook photo detail page. At the top, there's a banner for "Share Your Joy" from "The Cheesecake Factory". Below the banner, the main content area displays a photo by "John Smith" with a "Back to Gallery" link. A large empty box labeled "Photo Preview" is present. To the right, a sidebar contains three social ads:

- EA SPORTS Active**: An ad for EA SPORTS Active with a red circular logo. It encourages users to reach fitness goals with 70+ exercises and fitness activities, mentioning a custom personal trainer. A "Like" button is shown.
- BicyclingHub.com**: An ad for BicyclingHub.com featuring a green icon of a person riding a bicycle. It describes the page as celebrating the love of cycling and connecting cyclists. A "Like" button is shown.
- Bounce Energy**: An ad for Bounce Energy with a pink and purple logo. It mentions fighting breast cancer and has a "Chat (Offline)" button.

A vertical sidebar on the far right is titled "RAZOR" and contains the text "The Cheesecake Factory Q4 Promotion". At the bottom left, a green horizontal bar indicates the width of the main content area is 760 px. A note at the top right of the sidebar explains the "Back link" function.

# **Weekly Winner Showcase**

## User Interface

RAZOR

The Cheesecake Factory Q4 Promotion

## **Gift Cards Tab**

### **User Interface**

facebook      Search 

Home Profile Account ▾

**The Cheesecake Factory** We now have our winner in our Idol-oke Contest! Thanks to everyone who voted. See who will be flown to Hollywood to meet American Idol Winner Lee DeWyze at The Cheesecake Factory. View Winner Now! <https://promos.thecheesecakefactory.com/share/#share-your-voice> on Sunday

Wall Info Share Your... Gift Cards What's Your... Photos >

**The Cheesecake Factory Gift Card**

**Online**  
At checkout, enter the 16-digit gift card number and the card PIN. The card's value will automatically be deducted from your total.

**Purchase Online** 

**In a restaurant**  
Present your gift card to your server with your bill and it will automatically be applied to your purchase. Click here to find a restaurant near you.

**By Phone**  
Order by calling 1-800-330-CAKE(2253).

**Joy to the World Sweepstakes**  
Intro promoting sweepstakes and prizes.

**Get Registered**

**Create an Ad**

**The Clymb™**   
Save up to 70% off Castelli cycling gear for three days only at the Clymb.  


**BIKERS: Closeout Pricing\***   
roadbikescheap.com  
Just Released: Unbelievable closeout pricing. Cannondale, Specialized. Click (HERE) To Take advantage of these insanely low prices.

**4 Foods to Never Eat**   
the dietersolutionprogram...  
Some "diet" foods can actually increase stomach fat. Learn to avoid these.

1 Chat (Offline)

Add to My Page's Favorites  
Suggest to Friends  
Subscribe via SMS

Thank You for Visiting  
The Cheesecake Factory  
Official Facebook Page.

You Can Also Follow Us on  
Twitter:  
<http://twitter.com/cheesecake>

Information  
Founded:  
1978 in Beverly Hills, California

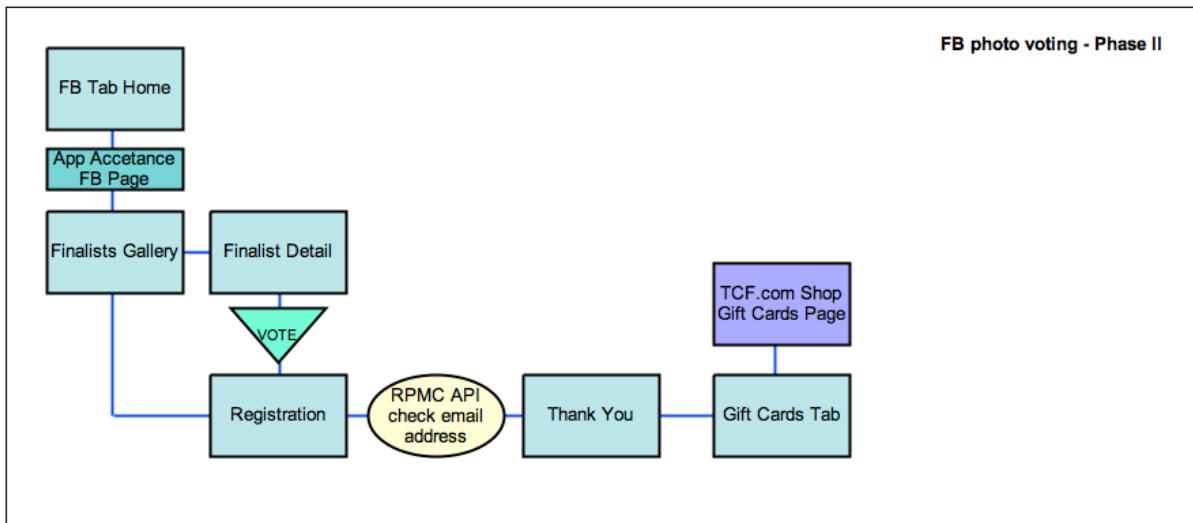
575,857 People Like This

520 px

① Share Your Joy Tab - Will be default FB landing page throughout the duration of the promotion.  
② Promo landing panel: Establish tone and idea of sweepstakes. Panel width is 520 px.

## *Photo Voting Flow*

### User Interface



## FB Tab Home

### User Interface

**facebook** Search

The Cheesecake Factory We now have our winner in our Idol-oke Contest! Thanks to everyone who voted. See who will be flown to Hollywood to meet American Idol Winner Lee DeWyze at The Cheesecake Factory. View Winner Now! <https://promos.thecheesecakefactory.com/share/#share-your-voice> on Sunday

Home Profile Account ▾

Wall Info Share Your Joy Gift Cards What's Your... Photos >

**Share Your Joy - Photo Contest**

It's time to vote.

From more than (insert total number of photos entered) photos submitted. And it's up to you to pick out grand prize winner.

And there's something in it for you too.

Register your vote and get an entry into our grand prize Joy to the World Sweepstakes.

[View the Finalists](#)

Add to My Page's Favorites Suggest to Friends Subscribe via SMS

Thank You for Visiting The Cheesecake Factory Official Facebook Page.

You Can Also Follow Us on Twitter:  
<http://twitter.com/cheesecake>

Information

Founded: 1978 in Beverly Hills, California

575,857 People Like This

520 px

**① Share Your Joy Tab** - Will be default FB landing page throughout the duration of the promotion.

**② Promo landing panel**: Establish tone and idea of sweepstakes. Panel width is 520 px.

**RAZOR**

The Cheesecake Factory Q4 Promotion

## Finalists Gallery

### User Interface

The screenshot shows a Facebook page layout. At the top, there's a navigation bar with 'facebook' on the left, a search bar in the center, and 'Home', 'Profile', and 'Account' links on the right. Below the navigation is the page header for 'The Cheesecake Factory'.

**Banner area for Share Your Joy messaging:** This section contains a banner for 'EA SPORTS Active' with the text: "Reach your fitness goals with EA SPORTS Active. 70+ exclusive and fitness activities including a custom personal trainer. Donny Payne likes this." and a 'Like' button.

**Share Your Joy Finalist Gallery:** This section displays five photo preview boxes, each labeled 'Photo Preview' and 'John Smith'. Below each preview is a 'Vote' button.

**Page Footer:** The footer includes links for 'Official Rules', 'Terms of Use', and 'Privacy Policy'.

**Sidebar:** On the right side, there's a sidebar with a 'Create an Ad' section for 'EA SPORTS Active' and another section for 'BicyclingHub.com' which says: "BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this." and a 'Like' button.

**Footer:** At the bottom, there's a footer for 'Bounce Energy' with the text: "Fight Breast Cancer!" and a 'Chat (Offline)' link.

A vertical bar on the far right has the word 'RAZOR' written vertically, and a small note below it says 'The Cheesecake Factory Q4 Promotion'.

760 px

## Finalist Detail

### User Interface

The screenshot shows a Facebook page for "The Cheesecake Factory". At the top, there's a banner for "Share Your Joy messaging". Below it, a large section is titled "Share Your Joy Photo Gallery" with a placeholder for "Photo Preview". A message below the preview area reads: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin libero nisl, sodales in tincidunt sed, bibendum et tellus. Suspendisse potenti. Pellentesque dapibus gravida consectetur. Praesent sagittis interdum est et feugiat." Navigation links include "Official Rules", "Terms of Use", and "Privacy Policy". On the right, there's a sidebar with user stats (15 credits, Games, Team 28, Cheesecake Factory Fan Exclusive) and a "Create an Ad" section for EA SPORTS Active, BicyclingHub.com, and Bounce Energy.

facebook Search Home Profile Account

The Cheesecake Factory Banner area for Share Your Joy messaging

Official Rules Terms of Use Privacy Policy

Share Your Joy Photo Gallery

John Smith's photo Back to Finalist Gallery Vote

Photo Preview

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin libero nisl, sodales in tincidunt sed, bibendum et tellus. Suspendisse potenti. Pellentesque dapibus gravida consectetur. Praesent sagittis interdum est et feugiat.

15 credits · Get Info  
Games  
Team 28  
Cheesecake Factory Fan Exclusive

Create an Ad

EA SPORTS Active

Reach your fitness goals with EA SPORTS Active. 70+ exercises and fitness activities including a custom personal trainer. Donny Payne likes this.

BicyclingHub.com

BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this.

Bounce Energy

Fight Breast Cancer!

760 px

RAZOR

The Cheesecake Factory Q4 Promotion

# Registration

## User Interface

**Share Your Joy**

Imagery TBD in creative

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Email address: \_\_\_\_\_ (2)

Confirm email address: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State: Select state: \_\_\_\_\_

Zip: \_\_\_\_\_

Date of birth: \_\_\_\_\_ DD/MM/YYYY (3)

Gender: (optional)  Male  Female

Mobile number: (optional) \_\_\_\_\_

Have an Slice of Joy card? Get an extra entry. [What's this?](#)

Slice of Joy Numer: \_\_\_\_\_

Yes. E-mail me specials and offers. (4)

I agree to the [Terms and Conditions.](#) (4)

**Next**

**Progress indicator - To demonstrate steps in registration/ submission process.**

**② Email address:** Needs to be validated for format. De-duping of email addresses WILL NOT be validated on submission.

**③ Date of birth:** Validate that person is at least 18 years of age on the date of submission.

**④ Terms and Conditions:** Selection is required.

**⑤ Submit:** Will validate against email address to ensure only one entry per day per email address.

The Cheesecake Factory Q4 Promotion

## E-Slice Pop-up

*State1*

User Interface

**The Cheesecake Factory Slice of Joy**

**Close**

Lore ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum tincidunt libero at laoreet. Nulla facilisi.

**Lore ipsum dolor sit amet**

Lore ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum tincidunt libero at laoreet.

**Get Your Slice of Joy**

## Terms and Conditions

### *State1*

User Interface

#### Official Rules

[Close](#)

**Official Rules**

*Text content for State 1, Rule 1*

*Text content for State 1, Rule 2*

*Text content for State 1, Rule 3*

*Text content for State 1, Rule 4*

# Thank You

## User Interface

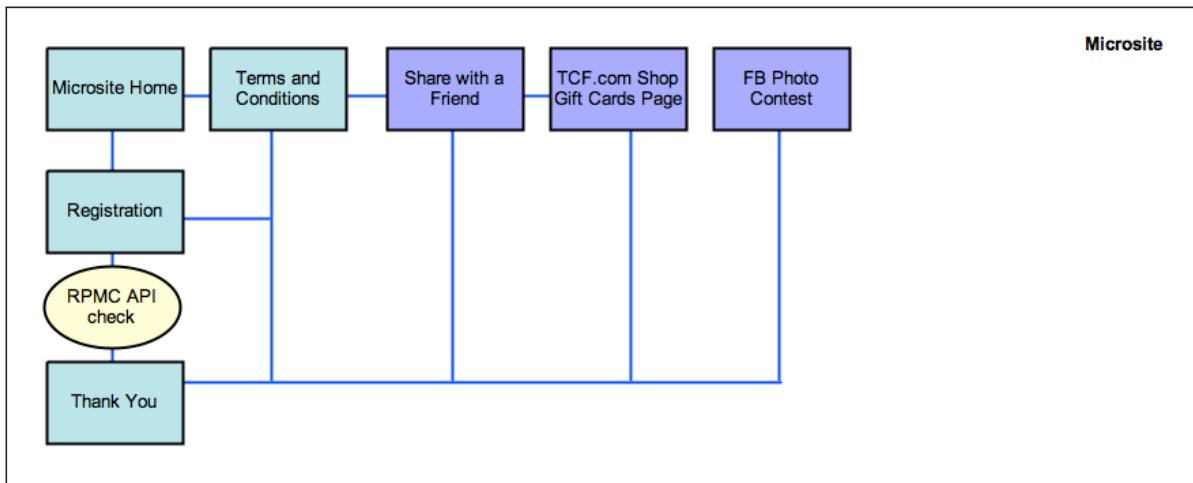
The screenshot shows a Facebook page for 'The Cheesecake Factory'. At the top, there's a banner area for 'Share Your Joy messaging'. Below it, a main content area features a 'Thank You for your vote.' message and a 'Share some joy with your friends or family.' section. This section includes a promotional image for gift cards and a 'Shop Gift Cards' button. To the right, there are three promoted posts:

- EA SPORTS Active**: Reach your fitness goals with EA SPORTS Active. 70+ exclusive and fitness activities including a custom personal trainer. Donny Payne likes this.
- BicyclingHub.com**: BicyclingHub.com's Facebook page celebrates the beauty of the bicycle. Our page connects cyclists who share a passion for cycling. Gretchen Harris likes this.
- Bounce Energy**: Fight Breast Cancer! Chat (Offline)

A vertical bar on the right side of the page has the word 'RAZOR' written vertically, and at the bottom, it says 'The Cheesecake Factory Q4 Promotion'.

## **Microsite Flow**

### **User Interface**



# Microsite Home

## User Interface

TCF Logo

Terms and Conditions

Joy to the World Sweepstakes Logo

**Joy to the World Sweepstakes**  
Imagery TBD in creative

Enter for a chance to win a trip to anywhere around the world.

Lore ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue nunc, vestibulum at aliquet eget, ornare nec nisi. Suspendisse eu sapien nec turpis interdum tincidunt. Aenean id enim eros. Sed pulvinar justo quis nisi vulputate ultricies quis eu velit. Sed id purus.

It's easy! Here's how it works:

1. Lore ipsum dolor sit amet
2. Lore ipsum dolor sit amet
3. Lore ipsum dolor sit amet

[Sign Me Up](#)

Share With A Friend Or On [Twitter](#) [Facebook](#)

**Spread some joy this holiday season.**

**Gift Cards**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis est orci, adipiscing eget laoreet.  


**Don't have a gift card?** [Shop Now](#)

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## Share with a friend

*State1*

User Interface

**Share with a Friend**

Your e-mail address:

Recipients e-mail address:

Your message:

**Send**



# Registration

## User Interface

The registration form for the Joy to the World Sweepstakes. It includes fields for personal information, address, and demographic details. The form is branded with the TCF logo and the sweepstakes logo. A sidebar on the right provides validation rules for the input fields.

TCF Logo

Terms and Conditions

Joy to the World Sweepstakes Logo

**Joy to the World Sweepstakes**

Lore ipsum dolor sit amet, consectetur adipiscing elit. Proin libero nisl, sodales in tincidunt sed, bibendum et tellus. Suspendisse potenti. Pellentesque dapibus gravida consectetur. Praesent sagittis interdum est et feugiat. Nunc est diam, ullamcorper at convallis sed, luctus sit amet lorem.

Imagery TBD in creative

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Email address: \_\_\_\_\_ ①

Confirm email address: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State: Select state: \_\_\_\_\_

Zip: \_\_\_\_\_

Must be 18 years of age.

Date of birth: \_\_\_\_\_ DD/MM/YYYY ②

Gender: (optional)  Male  Female

Mobile number: (optional) \_\_\_\_\_

Have an Slice of Joy card? Get an extra entry.

Slice of Joy Numer: \_\_\_\_\_ [What's this?](#)

Yes. E-mail me specials and offers. ③

I agree to the [Terms and Conditions](#). ③

**Sign Me Up** ④

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① Email address: Needs to be validated for format. De-duping of email addresses WILL NOT be validated on submission.  
② Date of birth: Validate that person is at least 18 years of age on the date of submission.  
③ Terms and Conditions: Selection is required.  
④ Submit: Will validate against email address to ensure only one entry per day per email address.

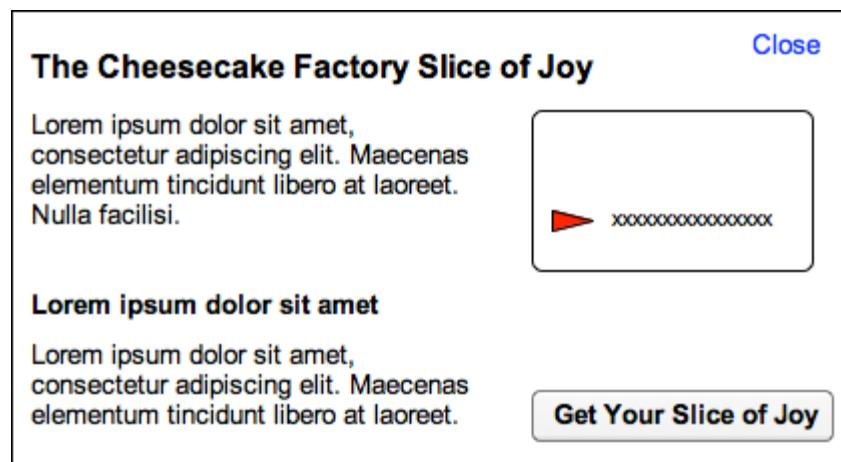
**RAZOR**

The Cheesecake Factory Q4 Promotion

## E-Slice Pop-up

### State1

User Interface





# Thank You

## User Interface

TCF Logo

Terms and Conditions

Joy to the World Sweepstakes Logo

### Joy to the World Sweepstakes

Imagery TBD in creative

**Thank you for entering. And good luck.**

There are two ways you can share some joy this holiday season.

**Give the perfect gift**

Enter and you could be an instant winner.....Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue nunc. Lorem ipsum dolor sit amet.



Don't have a gift card? [Shop Now](#)

**Share Some Joy Photo Contest**

Enter and you could be an instant winner.....Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue nunc.

**Latest Entries**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Check it out](#)

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RAZOR

The Cheesecake Factory Q4 Promotion

## **Terms and Conditions**

### **User Interface**

The wireframe shows a user interface layout for a 'Terms and Conditions' page. At the top left is a 'TCF Logo' box. In the center is a large main content area with a header 'Terms and Conditions' and a sub-header 'Joy to the World Sweepstakes Logo'. Below these are sections for 'Terms and Conditions' and 'Joy to the World Sweepstakes'. The 'Joy to the World Sweepstakes' section contains several paragraphs of placeholder text (Lorem ipsum). At the bottom of the main content area is a copyright notice: '© 2010 The Cheesecake Factory Assets Co. LLC. All Rights Reserved.' To the right of the main content area is a vertical sidebar with the word 'RAZOR' at the top. Below it is a callout box containing the text: '① Back link- Designed to function as a browser back button to previous page.'

TCF  
Logo

Terms and Conditions

Joy to the World  
Sweepstakes Logo

① Back link- Designed to function as a browser back button to previous page.

< Back ①

### Joy to the World Sweepstakes

#### Terms and Conditions

Placeholder text (Lorem ipsum) for the Terms and Conditions section.

Placeholder text (Lorem ipsum) for the Joy to the World Sweepstakes section.

Placeholder text (Lorem ipsum) for the Joy to the World Sweepstakes section.

Placeholder text (Lorem ipsum) for the Joy to the World Sweepstakes section.

Placeholder text (Lorem ipsum) for the Joy to the World Sweepstakes section.

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RAZOR

The Cheesecake Factory Q4 Promotion