



Custom Ecard Specifications

Version 1.3

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Ecards are customizable cards that registered users will be able to send from the Comedy Central website.

Ecard Overview

The general Ecard chain of events is summarized in Figure 1.

If a user initiating Ecard creation is not signed in to their Comedy Central account, they will be prompted to sign in. If the user is not a registered member, they will be prompted to register. These screens are **TBD**. Need to discuss the possibility of whether we can embed the sign in or registration with the ecard frame.

If a user is already signed in, they will go straight into the card creation after viewing a video ad/billboard, specs **TBD**.

The general Ecard creation takes place in 5 steps:

1. **Theme** (see page 3)
2. **Character/Background** (see page 4)
3. **Message** (see page 5)
4. **Music** (see page 7)
5. **Preview/Send** (see page 9)

Back/Next buttons will be used to navigate between the steps. A user cannot skip ahead in this process, but once a user is past the Theme selection, they can go back to a previous step to edit. Tabs will be grayed out when they are not available (going forward), and active once past so a user can click on the tab to go back. On all pages except the Music page, the **Next** button will be grayed out until a selection has been made.

If a prefab card is selected (with pre-established theme), we need to have the ability to bypass the first step of theme selection and deeplink straight into step 2 (character/background selection) or perhaps even further on in the process. The implementation of this can be a separate project after the fact, this is just something to keep in mind during development.

Theme Selection

The following figure shows the user-interface for the first step of Theme selection.

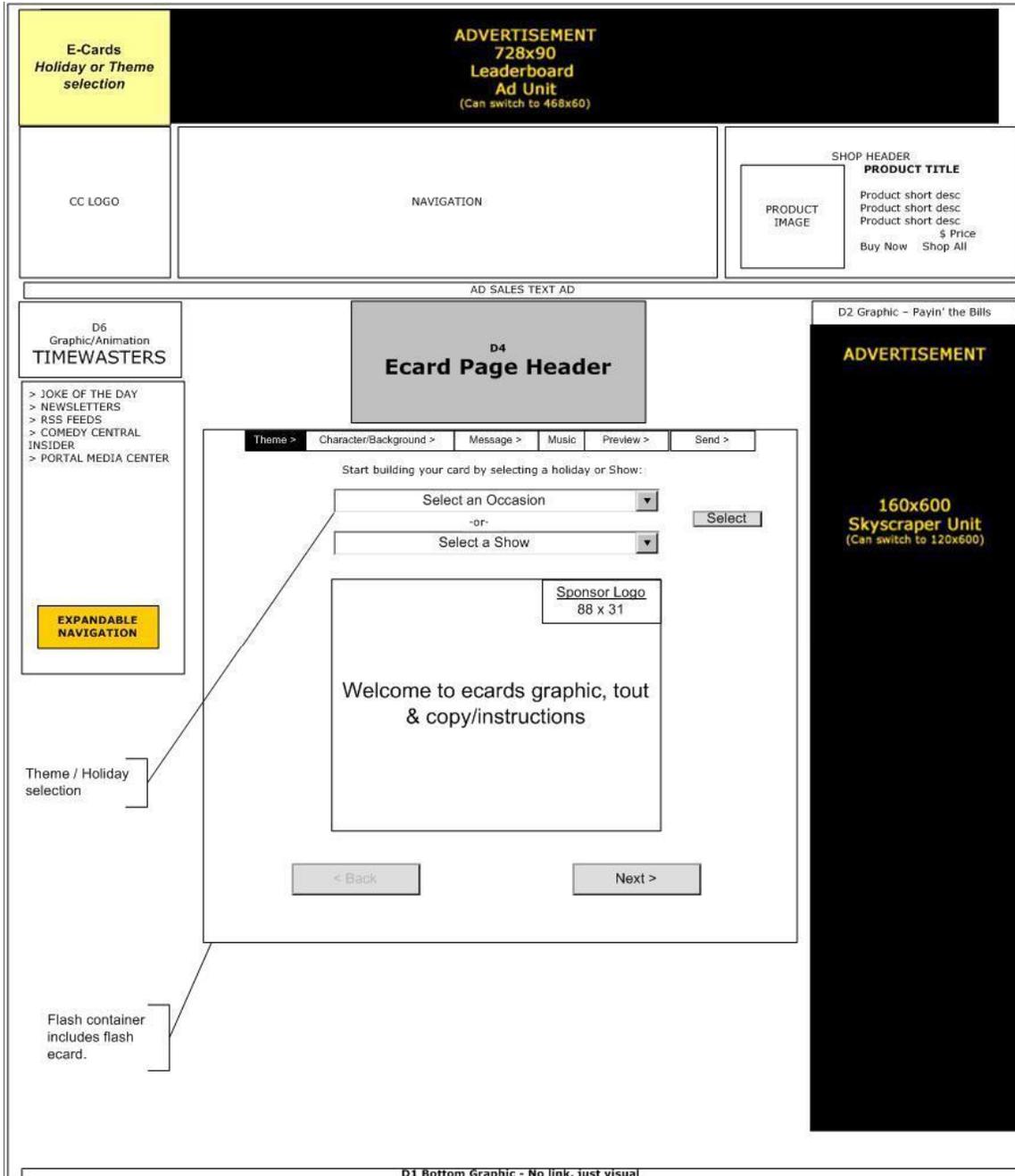


Figure 2. Theme Selection

The possibility of having touted icons above the drop-menu (perhaps just the top 5, not the comprehensive list) is **TBD**.

During the theme selection, the user can pick an Occasion OR a Show from the drop-down menus. Occasion (themes or holidays) will be sorted sort with most relevant occasion (upcoming according to date) listed first. A priority must be assigned to the Occasion to enable the ability for manual override. Once an occasion has passed, it will drop to the bottom of the list (after a specified number of lag days after the occasion has passed).

A theme is selected and previewed when the **Select** button is clicked.

When a theme is selected, a query is initiated and results are retrieved. Subsequent steps of (character and message) are dependent on this selection. If a user backs up to the theme step and selects another theme, then the process resets.

Character/Background Selection

Figure 3 shows the user-interface for the next step of Character/Background selection. The available creative is dependent on the previous selection of Occasion or Show. When a selection is made with the drop-down menu, a preview is automatically initiated.

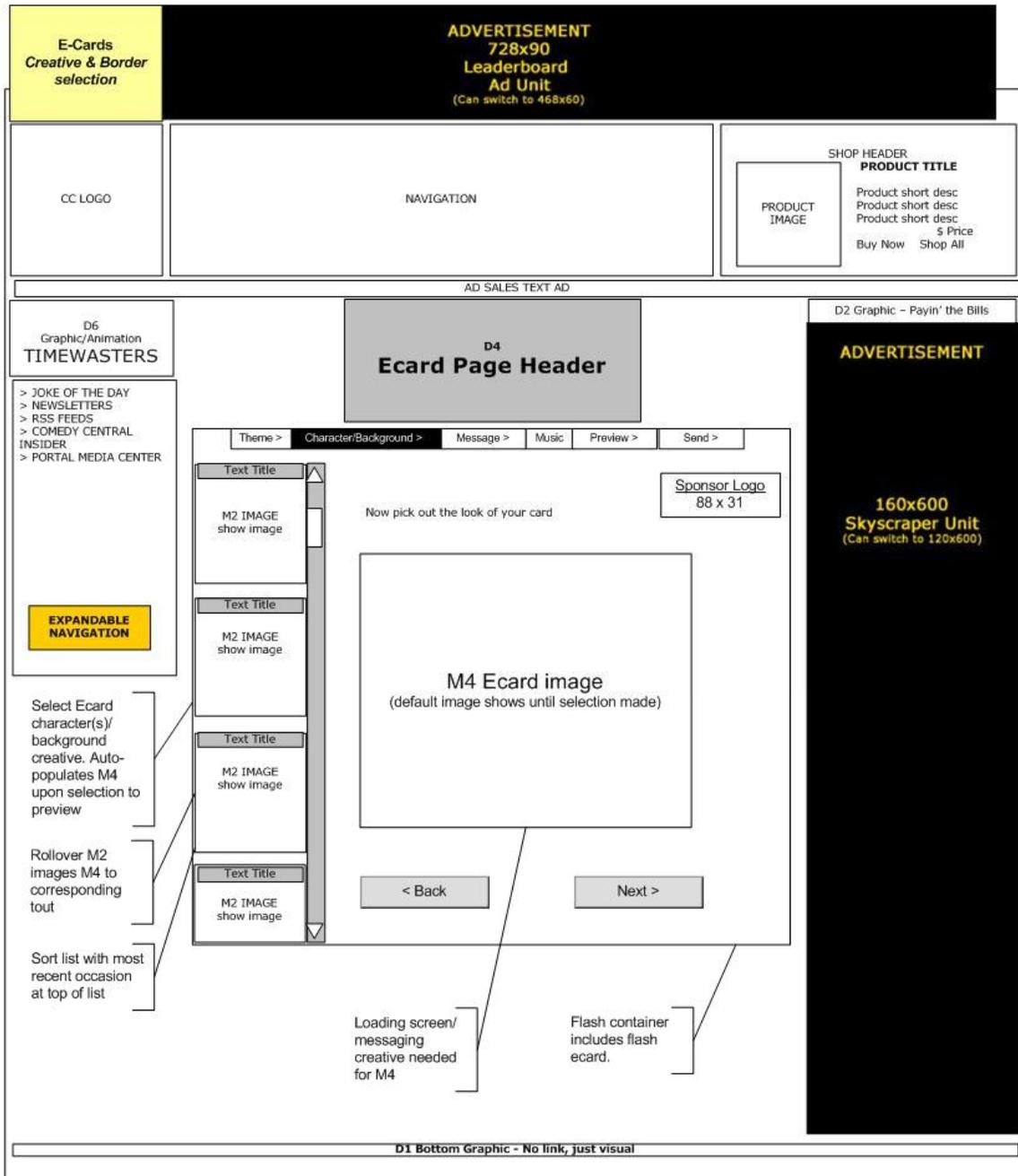


Figure 3. Character/Background

Message Selection

Figure 4 shows the user-interface for the next step of message selection. The available canned messages are dependent on the previous selection of Occasion or Show. When a selection is made with the drop-down navigation, a preview with the already selected creative and now message is displayed. Note that the additional user-entered message comes later in the process during preview/send.

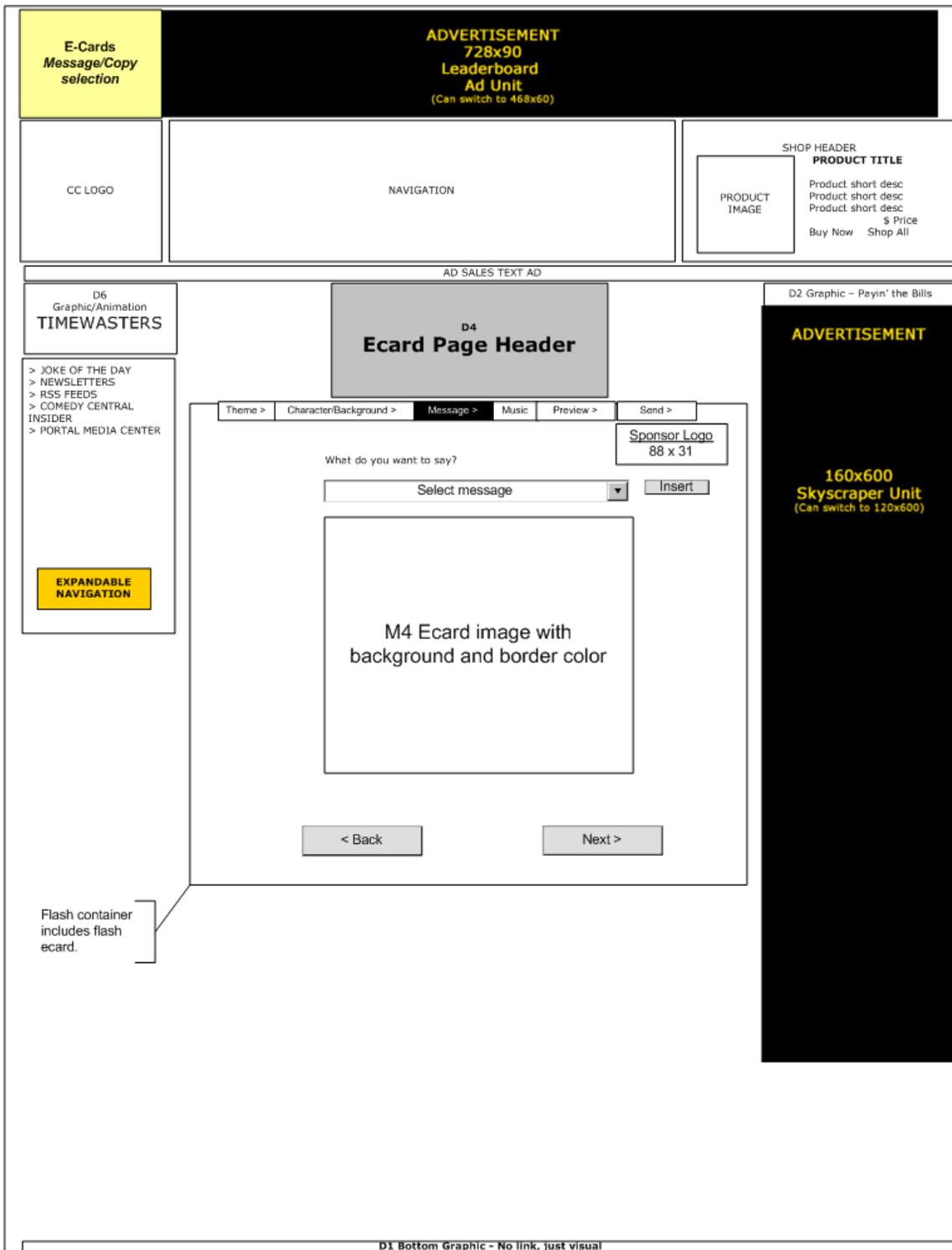


Figure 4. Message

Music Selection

Figure 5 shows the user-interface for the next step of Music selection where both the accompanying music and color of the card are selected. Music clips available are based on theme.

The default is no music and white. If the **Next** button is clicked without making selections, these defaults will be used.

Music will play once when it is selected. The user can hit the listen button (speaker icon) to play it again. Rollover text will be needed to clarify this saying “click here to play again.”

If they are on Music, they can navigate back through other steps to make edits, but they will be prompted with a message saying they might lose any information, **copy TBD from editorial.**

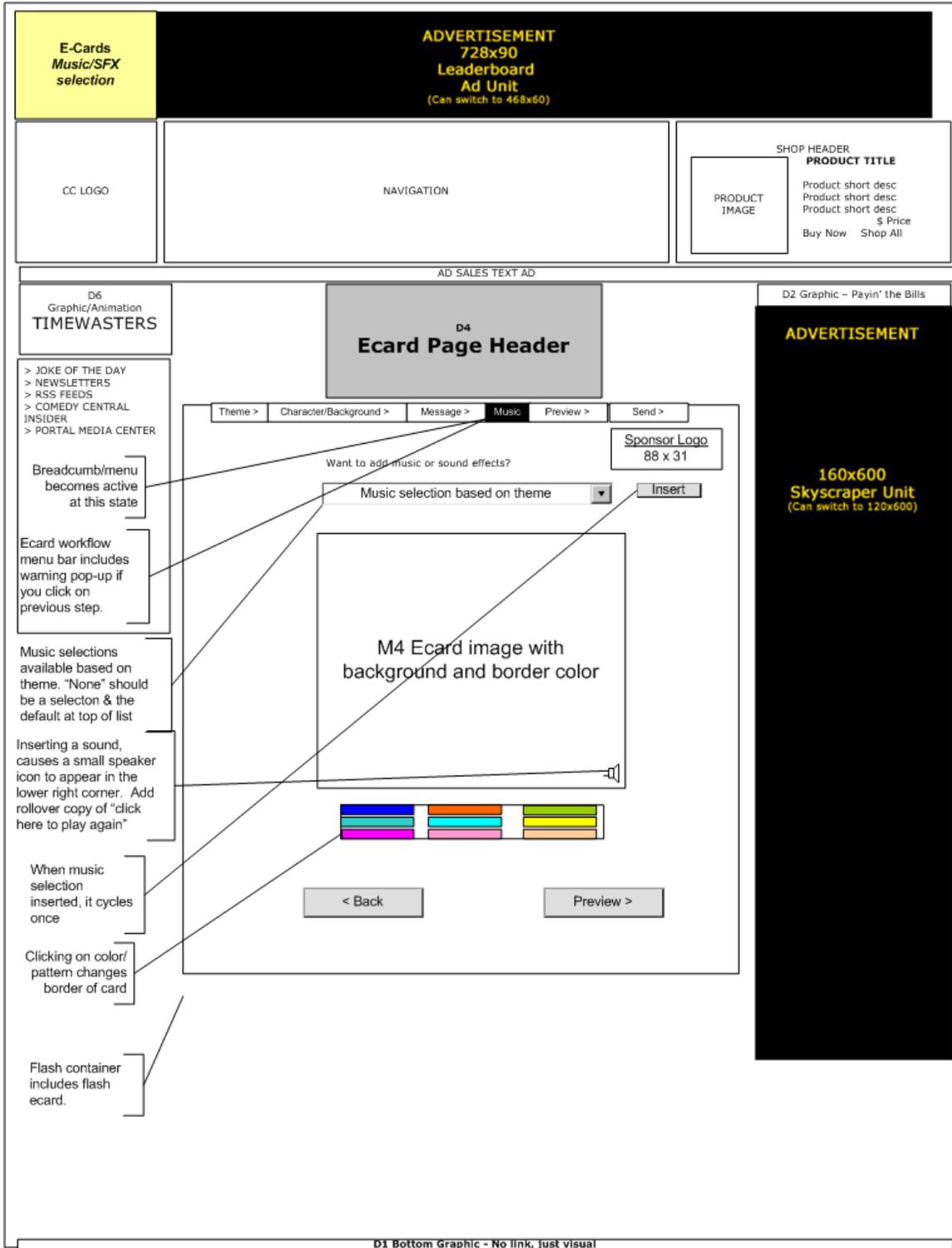


Figure 5. Music

Preview/Send

Figure 7 shows the preview stage. The user previews the card (with an option to **Preview Again**).

On this screen, a user message can also be manually entered. The message is text only and there is no limit to text, or we can put a large cap on this if necessary, **TBD**.

On the preview screen, the recipients emails are also entered.

- Up to 10 emails may be entered. Emails must be separated by comma or semicolon.
- Email addresses are checked for proper syntax, but not checked if they are valid.
- “To:” field contains name that you would address to single recipient or list of recipients.

The sender’s email populates automatically from the registration. This email cannot be edited. The Name however can.

There are two selection boxes at the bottom of this page:

- Notify me when card is received—checking this box will cause an email to be sent to the sender when the recipient picks up the Ecard. The contents of this email are shown in Figure 6.
- cc: me—checking this box will cc the sender on the email sent to the recipient (see Figure 8 for the contents of this email)

From:
To: <senders email>
Subject: your Comedy Central ecard has been picked up...

Text of Notification Email TBD from Editorial

Figure 6. Notification Email

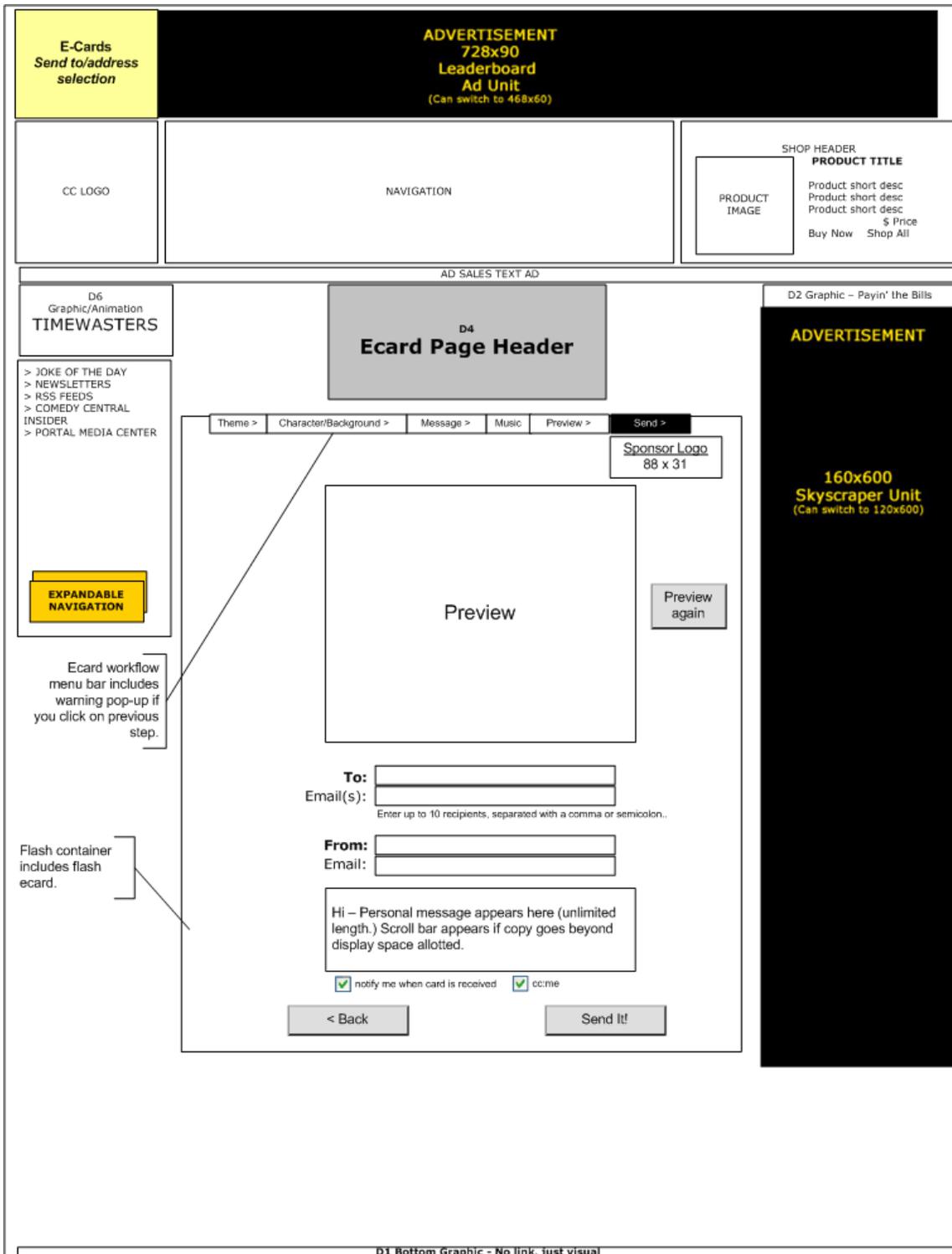


Figure 7. Preview/Send To

Recipient Email

When a card is sent an email is sent to the specified recipients. The contents of this email are shown in Figure 8.

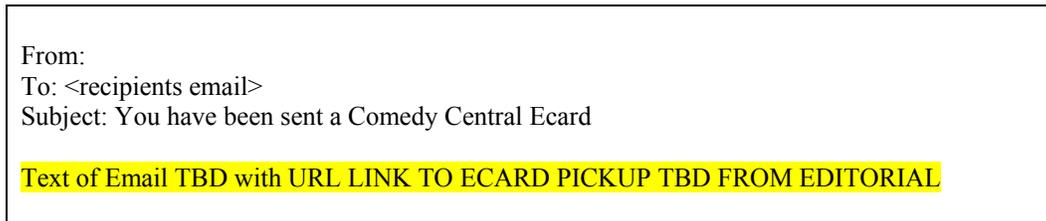


Figure 8. Pickup Email

When the recipient clicks on the URL in the email, the Ecard launches from the Comedy Central site (see page 13).

Thanks/Confirmation

Once an Ecard is created and the sender clicks the **Send It!** Button (from Figure 7), a confirmation screen is displayed as shown in Figure 9.

The following options are available from this page:

- **Send to another friend**—sends this same card the user already created to another email (sends them back to the preview/Send To step on page 9).
- **Make a new card**—sends you back to the first step to create a new card (page 3).
- **More Timewasters**—sends you to the Timewasters page of the Comedy Central website ([URL TBD](#)).
- **Check out Motherload**—sends you to the Motherload page of the Comedy Central website ([URL TBD](#)).

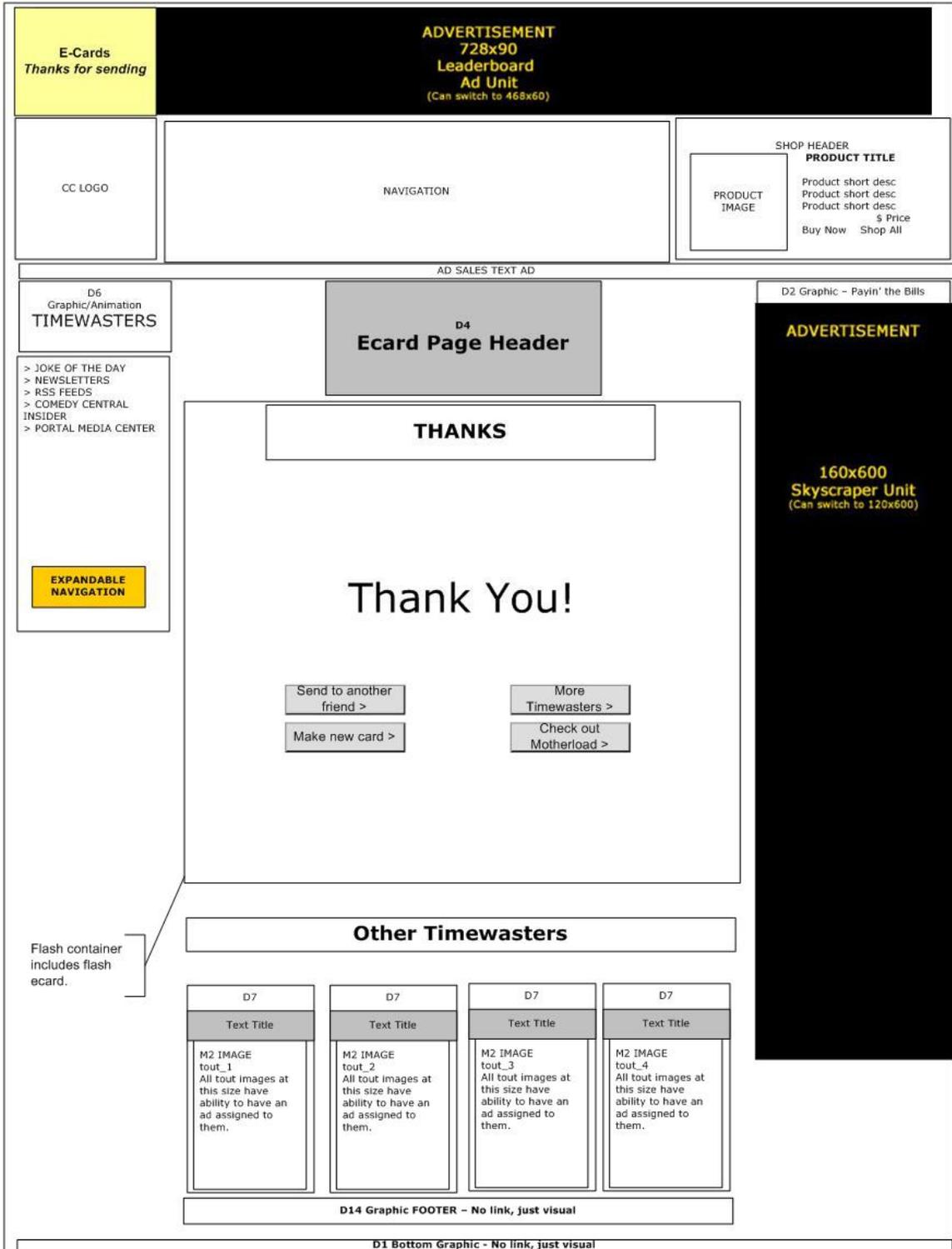


Figure 9. Thanks

Ecard Pickup

When the recipient clicks on the URL in the email that is sent (see page 11), the Ecard launches from the Comedy Central site as shown in Figure 10.

If the user is registered but not signed in, they will be prompted to sign in (TBD).

If the user is not registered with Comedy Central, then they will be prompted to register (TBD).

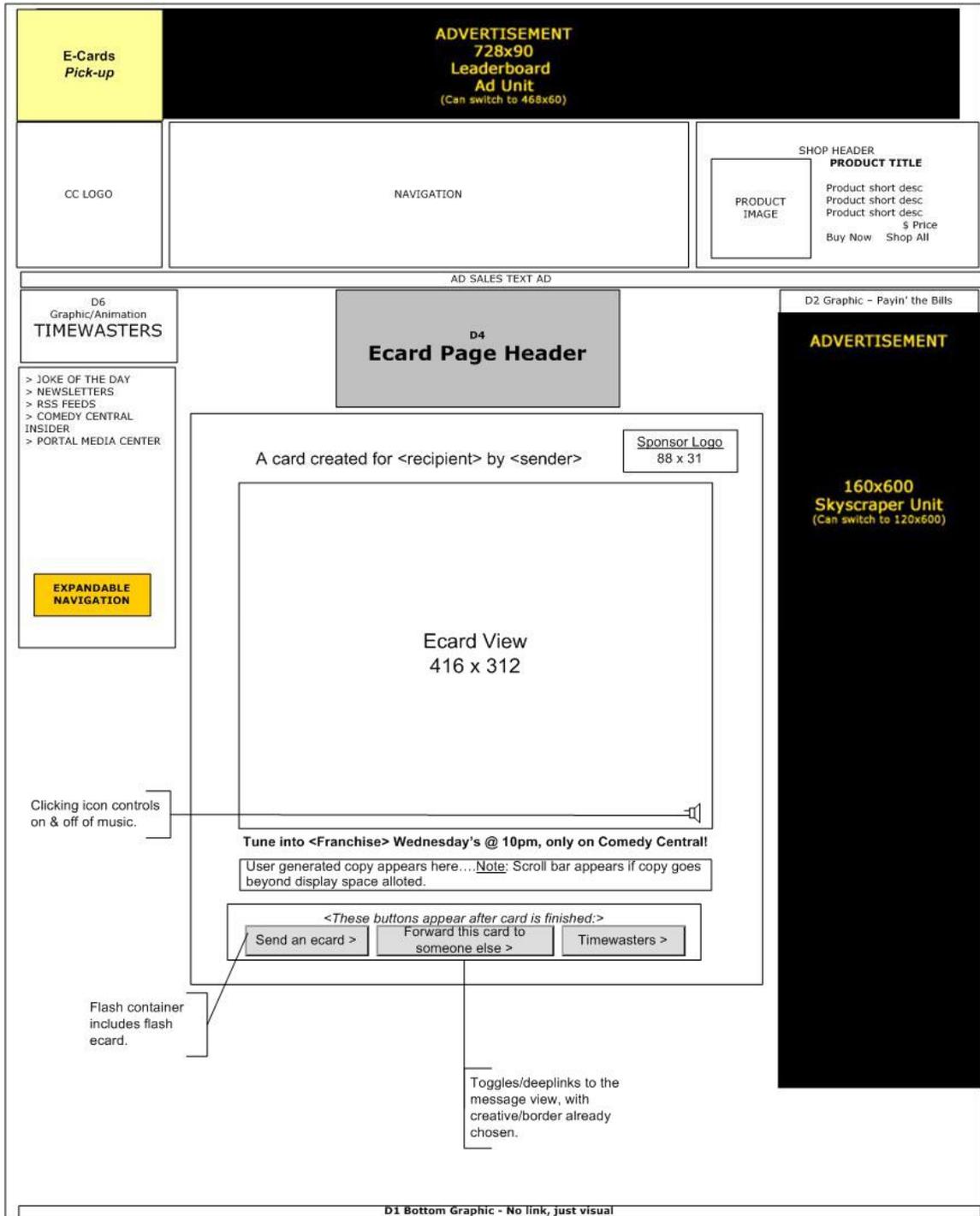


Figure 10. Ecard Pick-up

Expiration of Ecard

- The Ecard will expire after 30-days (TBD? Need to discuss with group what is practical time), during which time the “occasion” would be hidden from the selection but would still need to be available to view cards.
- Need to have a message for when user clicks on link for a card that has expired—from editorial.

Some other items not discussed but perhaps need to be addressed or clarified:

- What is user experience for users not meeting minimum requirements to view and/or hear card? Is there prompt to get Flash?
- Technical specifications of the Flash container?