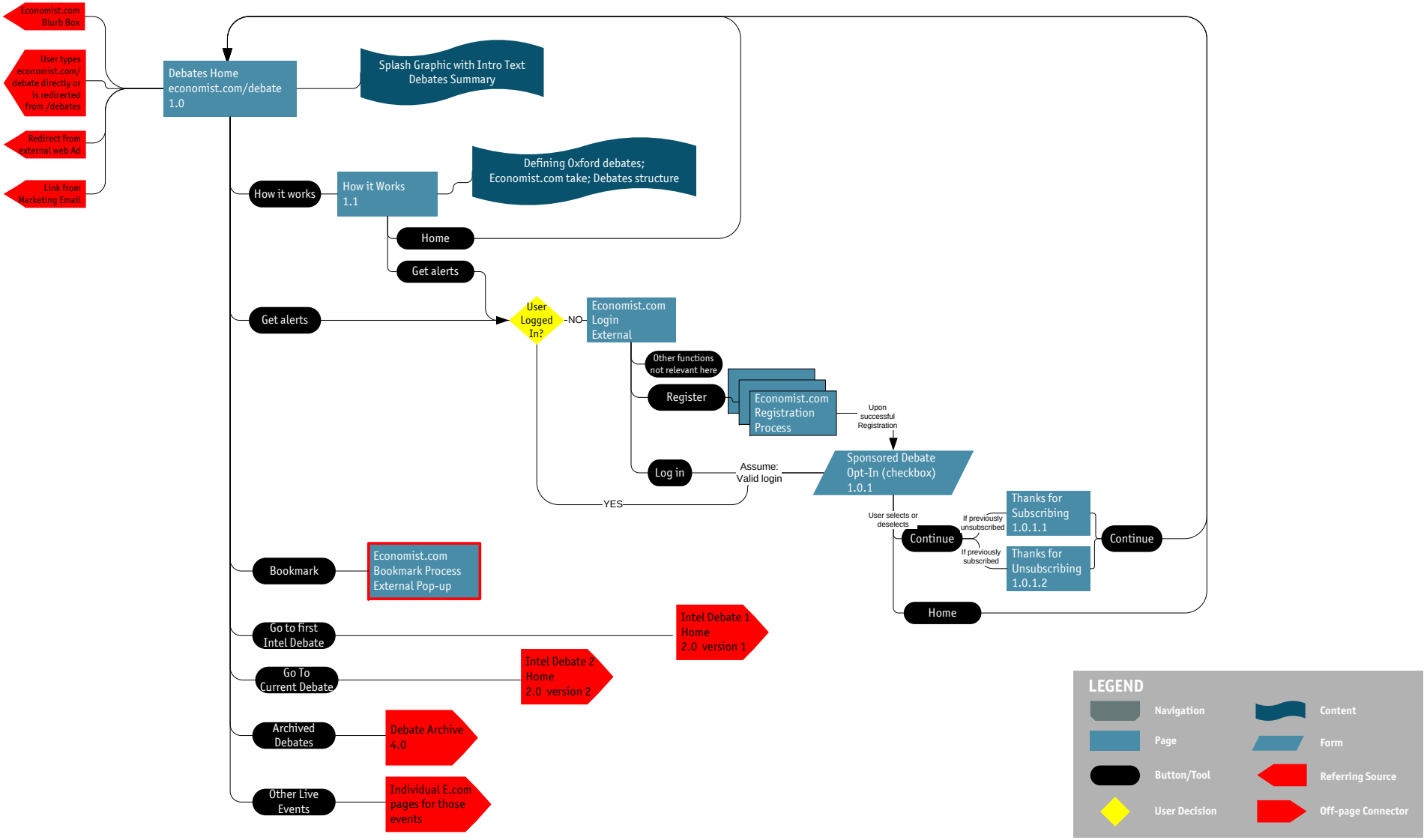
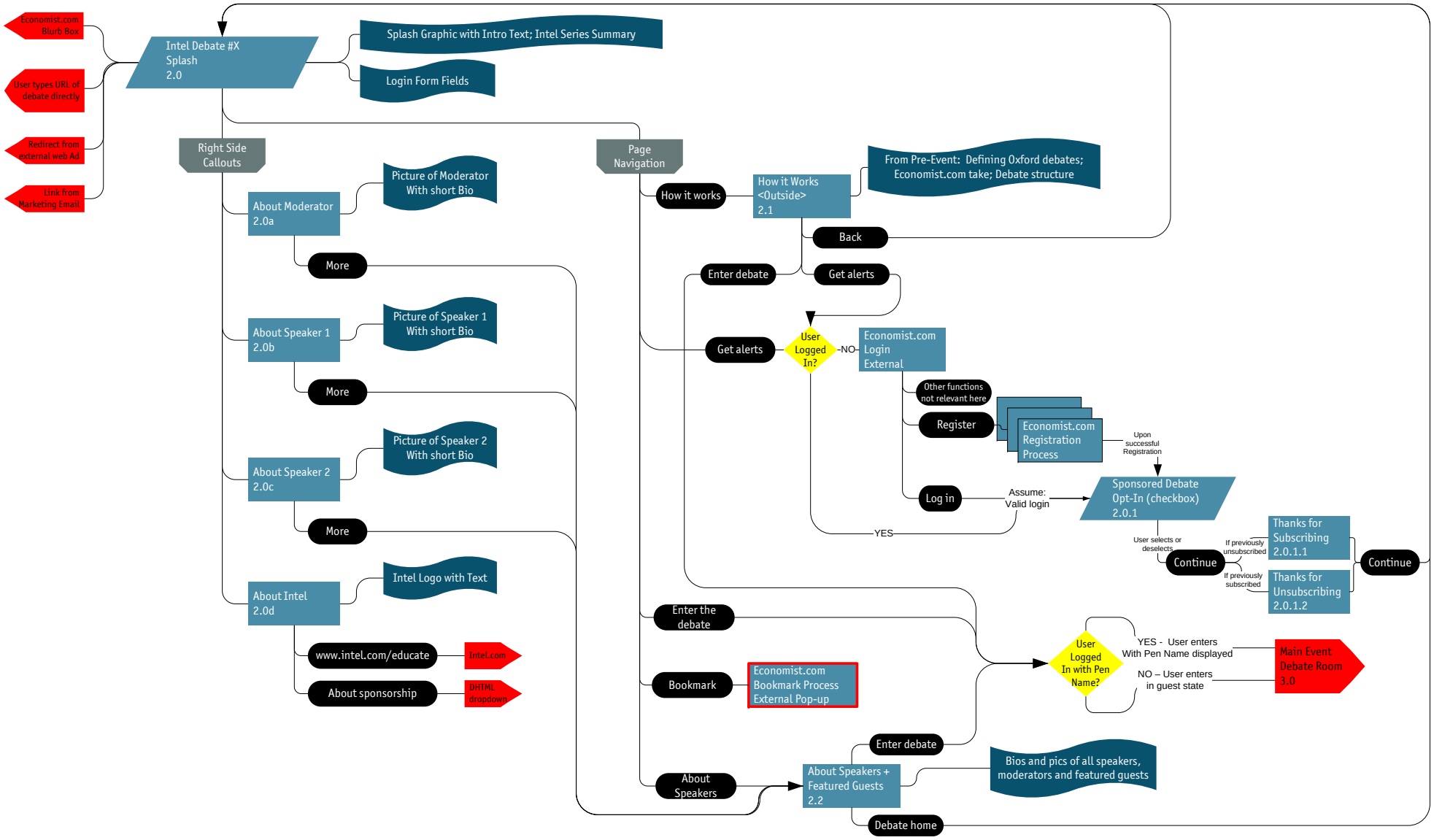
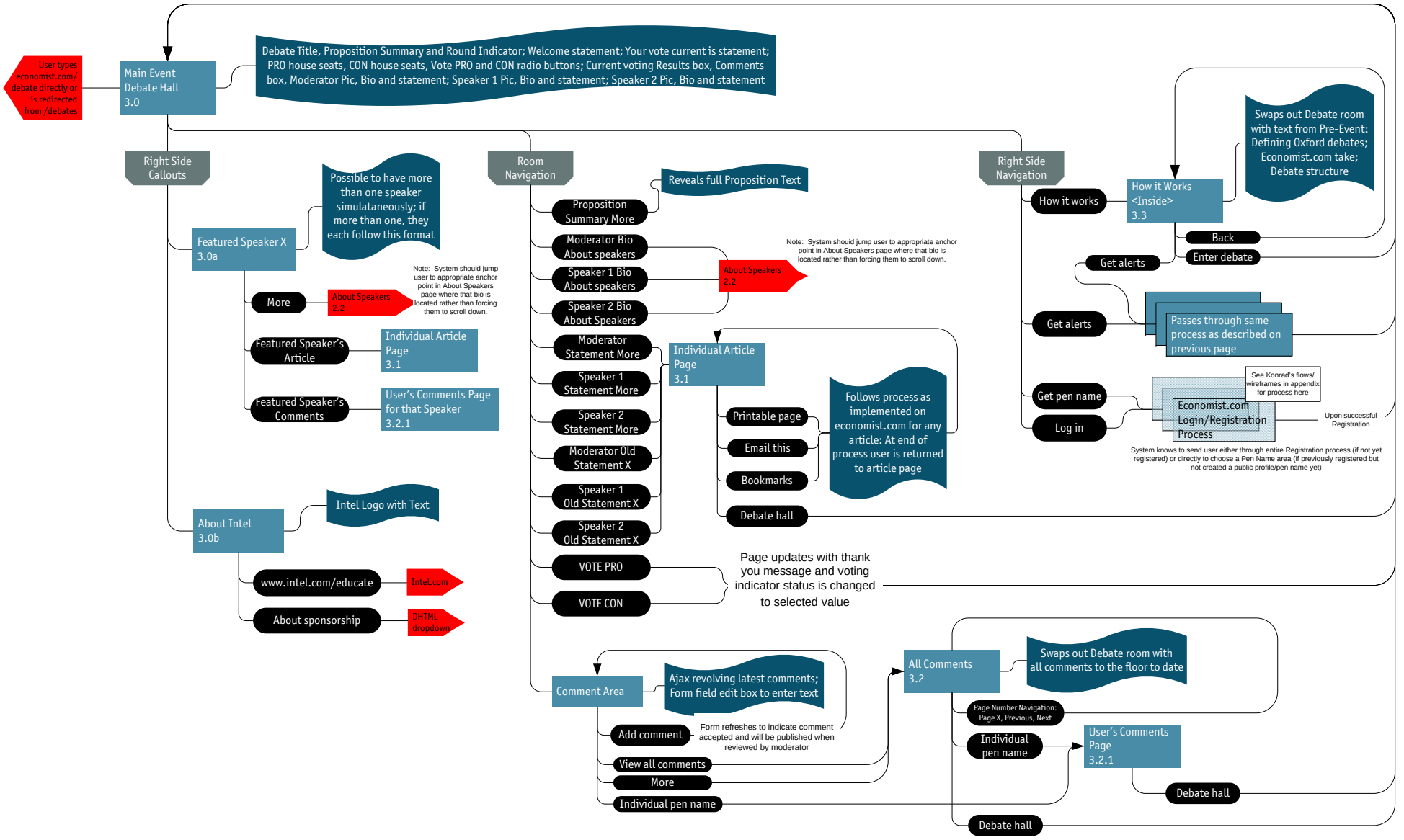
Economist.com

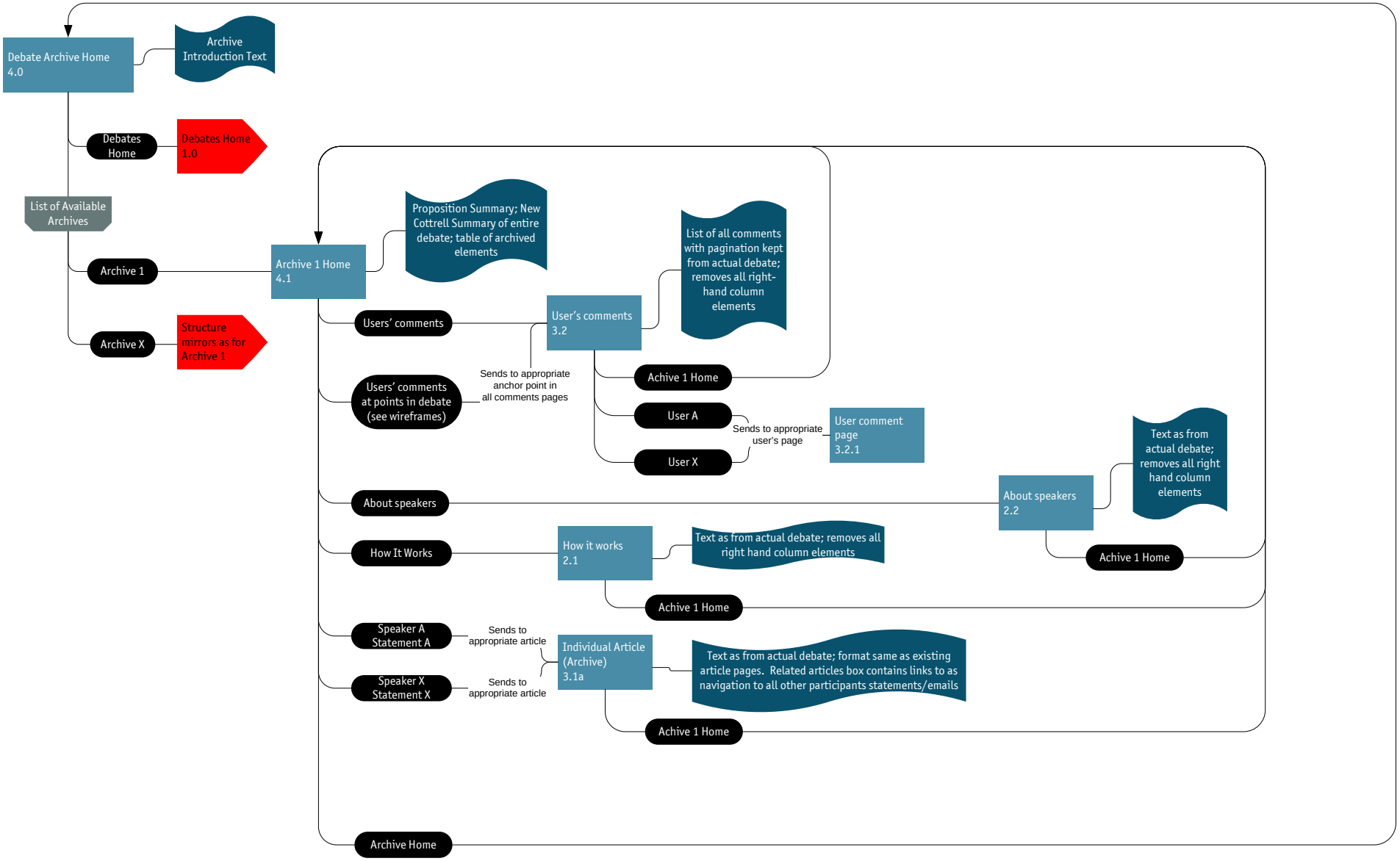
SPONSORED DEBATE FLOWS AND WIREFRAMES

DRAFT AS OF DECEMBER 26, 2007


Economist.com Blurb Box
User types economist.com/ debate directly or is redirected from /debates
Redirect from external web Ad
Link from Marketing Email
Debates Home economist.com/debate 1.0
Splash Graphic with Intro Text Debates Summary
How it works
How it Works 1.1
Defining Oxford debates; Economist.com take; Debates structure
Home
Get alerts
Get alerts
User Logged In?
NO
Economist.com Login External
Other functions not relevant here
Register
Economist.com Registration Process
Upon successful Registration
Log in
Assume: Valid login
Sponsored Debate Opt-In (checkbox) 1.0.1
YES
User selects or deselects
Continue
If previously unsubscribed
Thanks for Subscribing 1.0.1.1
If previously subscribed
Thanks for Unsubscribing 1.0.1.2
Continue
Home
Bookmark
Economist.com Bookmark Process External Pop-up
Go to first Intel Debate
Intel Debate 1 Home 2.0 version 1
Go To Current Debate
Intel Debate 2 Home 2.0 version 2
Archived Debates
Debate Archive 4.0
Other Live Events
Individual E.com pages for those events
LEGEND
Navigation
Content
Page
Form
Button/Tool
Referring Source
User Decision
Off-page Connector


Economist.com Blurb Box
User types URL of debate directly
Redirect from external web Ad
Link from Marketing Email
Intel Debate #X Splash 2.0
Splash Graphic with Intro Text; Intel Series Summary
Login Form Fields
Right Side Callouts
About Moderator 2.0a
Picture of Moderator With short Bio
More
About Speaker 1 2.0b
Picture of Speaker 1 With short Bio
More
About Speaker 2 2.0c
Picture of Speaker 2 With short Bio
More
About Intel 2.0d
Intel Logo with Text
www.intel.com/educate
Intel.com
About sponsorship
DHTML dropdown
Page Navigation
How it works
How it Works <Outside> 2.1
From Pre-Event: Defining Oxford debates; Economist.com take; Debate structure
Back
Enter debate
Get alerts
Get alerts
User Logged In?
NO
Economist.com Login External
Other functions not relevant here
Register
Economist.com Registration Process
Upon successful Registration
Log in
Assume: Valid login
Sponsored Debate Opt-In (checkbox) 2.0.1
YES
User selects or deselects
Continue
If previously unsubscribed
Thanks for Subscribing 2.0.1.1
If previously subscribed
Thanks for Unsubscribing 2.0.1.2
Continue
Enter the debate
Bookmark
Economist.com Bookmark Process External Pop-up
User Logged In with Pen Name?
YES - User enters With Pen Name displayed
NO – User enters in guest state
Main Event Debate Room 3.0
Enter debate
About Speakers
About Speakers + Featured Guests 2.2
Bios and pics of all speakers, moderators and featured guests
Debate home


User types economist.com/debate directly or is redirected from /debates
Main Event Debate Hall 3.0
Debate Title, Proposition Summary and Round Indicator; Welcome statement; Your vote current is statement; PRO house seats, CON house seats, Vote PRO and CON radio buttons; Current voting Results box, Comments box, Moderator Pic, Bio and statement; Speaker 1 Pic, Bio and statement; Speaker 2 Pic, Bio and statement
Right Side Callouts
Featured Speaker X 3.0a
Possible to have more than one speaker simulataneously; if more than one, they each follow this format
More
About Speakers 2.2
Note: System shouid jump user to appropriate anchor point in About Speakers page where that bio is located rather than forcing them to scroll down.
Featured Speaker's Article
Individual Article Page 3.1
Featured Speaker's Comments
User's Comments Page for that Speaker 3.2.1
About Intel 3.0b
Intel Logo with Text
www.intel.com/educate
Intel.com
About sponsorship
DHTML dropdown
Room Navigation
Reveals full Proposition Text
Proposition Summary More
Moderator Bio About speakers
Speaker 1 Bio About speakers
Speaker 2 Bio About Speakers
About Speakers 2.2
Note: System shouid jump user to appropriate anchor point in About Speakers page where that bio is located rather than forcing them to scroll down.
Moderator Statement More
Speaker 1 Statement More
Speaker 2 Statement More
Moderator Old Statement X
Speaker 1 Old Statement X
Speaker 2 Old Statement X
Individual Article Page 3.1
Printable page
Email this
Bookmarks
Debate hall
Follows process as implemented on economist.com for any article: At end of process user is returned to article page
VOTE PRO
VOTE CON
Page updates with thank you message and voting indicator status is changed to selected value
Comment Area
Ajax revolving latest comments; Form field edit box to enter text
Add comment
Form refreshes to indicate comment accepted and will be published when reviewed by moderator
View all comments
More
Individual pen name
All Comments 3.2
Swaps out Debate room with all comments to the floor to date
Page Number Navigation: Page X, Previous, Next
Individual pen name
User's Comments Page 3.2.1
Debate hall
Debate hall
Right Side Navigation
How it works
How it Works <Inside> 3.3
Swaps out Debate room with text from Pre-Event: Defining Oxford debates; Economist.com take; Debate structure
Back
Enter debate
Get alerts
Get alerts
Passes through same process as described on previous page
Get pen name
Log in
See Konrad's flows/ wireframes in appendix for process here
Economist.com Login/Registration Process
Upon successful Registration
System knows to send user either through entire Registration process (if not yet registered) or directly to choose a Pen Name area (if previously registered but not created a public profile/pen name yet)


Debate Archive Home 4.0
Archive Introduction Text
Debates Home
Debates Home 1.0
List of Available Archives
Archive 1
Archive 1 Home 4.1
Proposition Summary; New Cottrell Summary of entire debate; table of archived elements
Archive X
Structure mirrors as for Archive 1
Users' comments
User's comments 3.2
List of all comments with pagination kept from actual debate; removes all right-hand column elements
Sends to appropriate anchor point in all comments pages
Users' comments at points in debate (see wireframes)
Achive 1 Home
User A
Sends to appropriate user's page
User comment page 3.2.1
User X
About speakers
About speakers 2.2
Text as from actual debate; removes all right hand column elements
How It Works
How it works 2.1
Text as from actual debate; removes all right hand column elements
Achive 1 Home
Speaker A Statement A
Sends to appropriate article
Individual Article (Archive) 3.1a
Text as from actual debate; format same as existing article pages. Related articles box contains links to as navigation to all other participants statements/emails
Speaker X Statement X
Sends to appropriate article
Achive 1 Home
Archive Home

How to get here:
User (1) selects blurb box from Economist.com and is redirected; (2) types URL directly; (3) is redirected by external web advertisement or (4) is redirected through link from marketing-sent email.

Concept/Purpose/Objective:
To provide splash introduction to all Sponsored Debates.

URL:
www.economist.com/debate
Site will also redirect to /debate from www.economist.com/debates
Intel redirect is www.intel.com/educate
Other outstanding URLs outstanding Robert Scurr

Technical Specifications:
ALL PAGES WITHIN SITE ONLY CONTAIN CONSTANT ECONOMIST.COM HEADER AND FOOTERS – NO LEFT NAVIGATION. THERE ARE NO ADVERTISEMENTS; THIS IS A SPONSORED MICROSITE.

ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

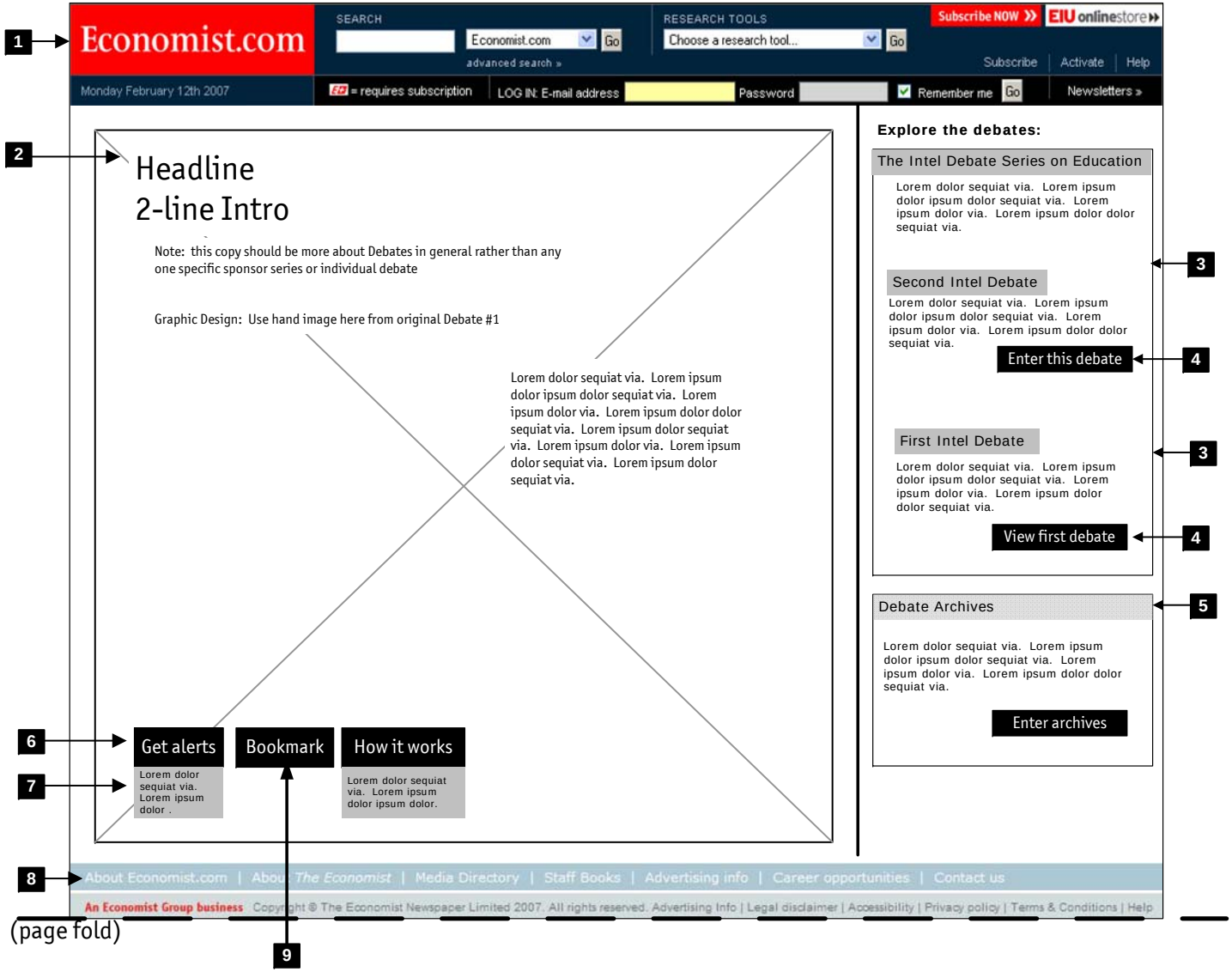
Rollover text should be implemented as DHTML.

Global Callouts (Right Column):
Areas for active debates which user can enter as well as debate archive area for non-active debates. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1. Constant Economist.com header
2. Background splash graphic. Photo treatment. Also contains system text overview description of entire Economist Sponsored Debates project.
3. Debate title areas. Each box shows a different debate. As many boxes exists as there are currently active debates to be explored. Greeked text describes that particular debate, guests, topics, etc. All other non-active debates are located in the debate archive, see note 5.
4. Link takes user to home page for individual debate selected.
5. Debate archive area. Details TBD. NOT IMPLEMENTED FOR DECEMBER 10th LAUNCH.
6. Nav Buttons
7. DHTML Rollover text with calls to action and short description of tasks described by buttons.
8. Constant Economist.com footer
9. Bookmark icon launches standard Economist.com bookmark process. At end of process returns user to this page.



How to get here:
User selects 'How it Works' button from Home page

Concept/Purpose/Objective:
To provide text informing about debate rules, Oxford style and debate schedule.

Technical Specifications:
ALL PAGES WITHIN SITE ONLY CONTAIN CONSTANT ECONOMIST.COM HEADER AND FOOTERS – NO LEFT NAVIGATION. THERE ARE NO ADVERTISEMENTS; THIS IS A SPONSORED MICROSITE.

ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

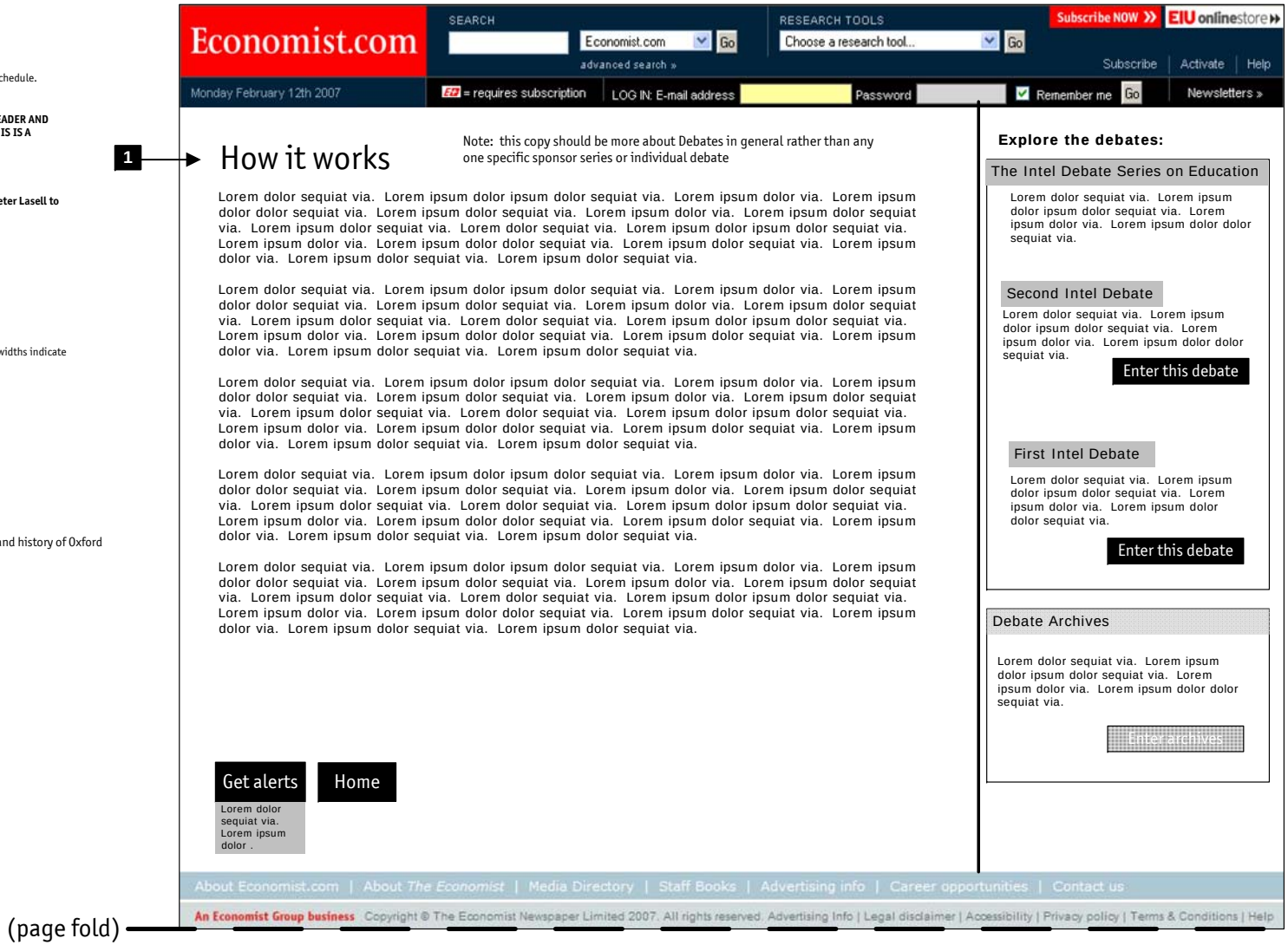
URL:
All outstanding URLs are responsibility Robert Scurr

Global Callouts (Right Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Title and text about rules of debates, debate schedule and history of Oxford style. See copy deck.



How to get here:
User selects Get Alerts from any page and (1) successfully logs in or (2) successfully passes through Registration process.

Concept/Purpose/Objective:
To provide opt-in form to choose to receive alerts about Sponsored Debate Series.

URL:
Other outstanding URLs outstanding Robert Scurr

Technical Specifications:
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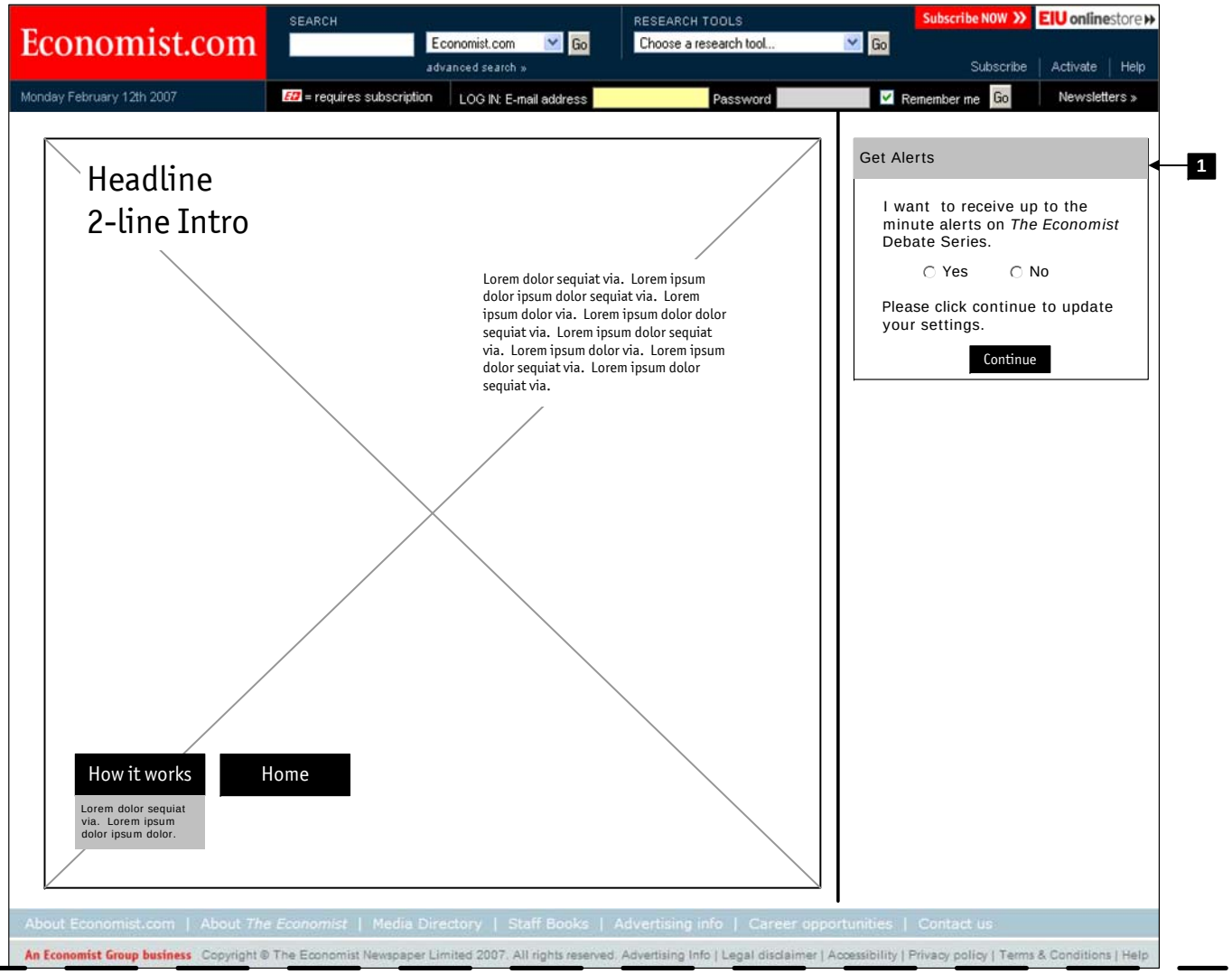
ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

Global Callouts (Right Column):
Sponsorship opt-in radio buttons.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.



NOTES

1 Opt-In Callout area. First time radio button begin in unselected state. Subsequent visit states depends on user status. If currently subscribed, radio button says Yes; if currently unsubscribed radio button says No. Continue button is a graphic and has a separate rollover state. Peter to provide.

How to get here:
User selects 'continue' button from 1.0.1 Opt-In page

Concept/Purpose/Objective:
To provide confirmation of subscription or unsubscription from Debate series alerts.

URL:
Other outstanding URLs outstanding Robert Scurr

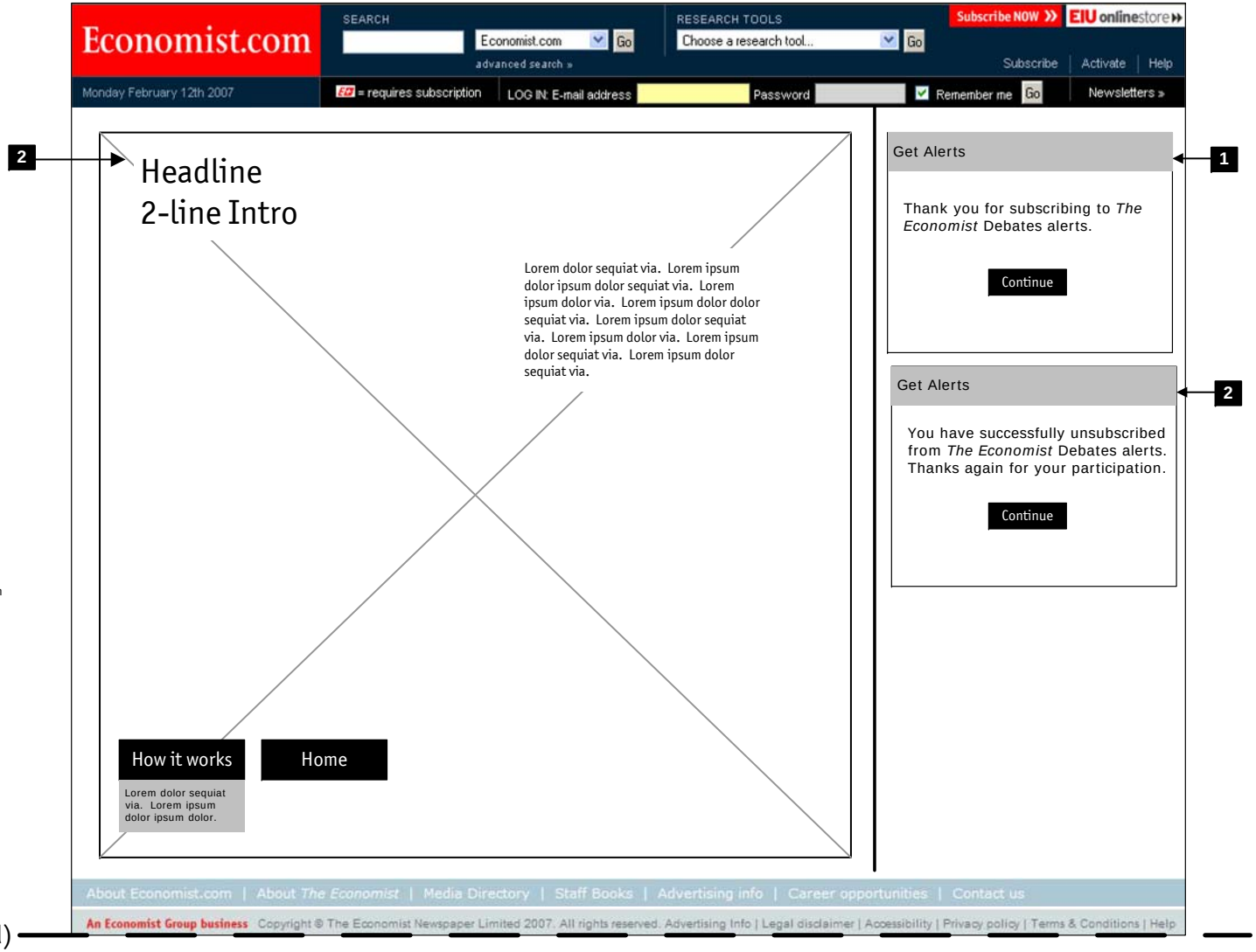
Technical Specifications:
ALL PAGES WITHIN SITE ONLY CONTAIN CONSTANT ECONOMIST.COM HEADER AND FOOTERS – NO LEFT NAVIGATION. THERE ARE NO ADVERTISEMENTS; THIS IS A SPONSORED MICROSITE.

ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

Global Callouts (Right Column):
Thank you text. Continue button takes user back to main debate home 1.0

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.



NOTES

1 Subscription confirmation. Selecting continue takes users to 1.0 Home. If process is one of unsubscription, this section is replaced by area described in Note 2.

2 Unsubscription confirmation. Selecting continue takes users to 1.0 Home. Appears in same location as subscription confirmation.

How to get here:
User (1) selects blurb box from Economist.com and is redirected; (2) types URL directly; (3) is redirected by external web advertisement or (4) is redirected through link from marketing-sent email.

Concept/Purpose/Objective:
To provide splash introduction to Main Event Sponsored Debate . Also contains constant areas highlighting moderator, speakers, sponsor and related web content (TBD).

URL:
www.economist.com/debate
Site will also redirect to /debate from www.economist.com/debates
Intel redirect is www.intel.com/educate
Other outstanding URLs outstanding Robert Scurr

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Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

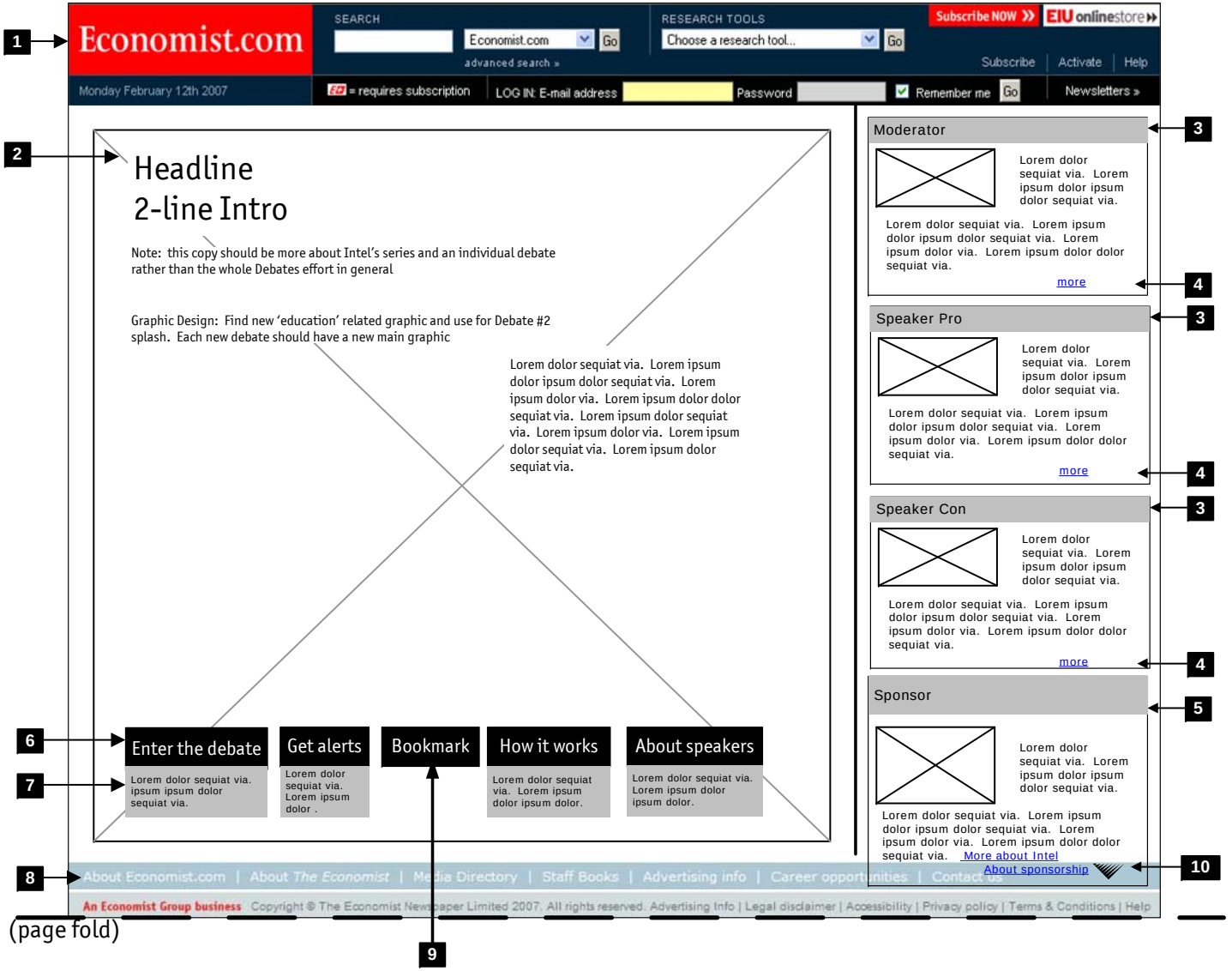
Rollover text should be implemented as DHTML.

Global Callouts (Right Column):
Photo areas for Moderator, Sponsor and Speakers. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1. Constant Economist.com header
2. Background splash graphic. Photo treatment.
3. Constant Moderator and Speakers areas. Contains photo and title. Then medium length description of roles and responsiblities. Rolling over 'more' causes additional text to be revealed via DHTML about individual's background.
4. Link to featured speakers info page with additional information .
5. Constant Sponsor area. Contains Intel Logo and headline. Then description provided by Intel.
6. Nav Buttons
7. DHTML Rollover text with calls to action and short description of tasks described by buttons.
8. Constant Economist.com footer
9. Bookmark icon launches standard Economist.com bookmark process. At end of process returns user to this page.
10. About sponsorship HTML dropdown containing more info about Intel's sponsorship responsibilities.



How to get here:
User selects Get Alerts from any page and (1) successfully logs in or (2) successfully passes through Registration process.

Concept/Purpose/Objective:
To provide opt-in form to choose to receive alerts about Sponsored Debate Series.

URL:
Other outstanding URLs outstanding Robert Scurr

Technical Specifications:
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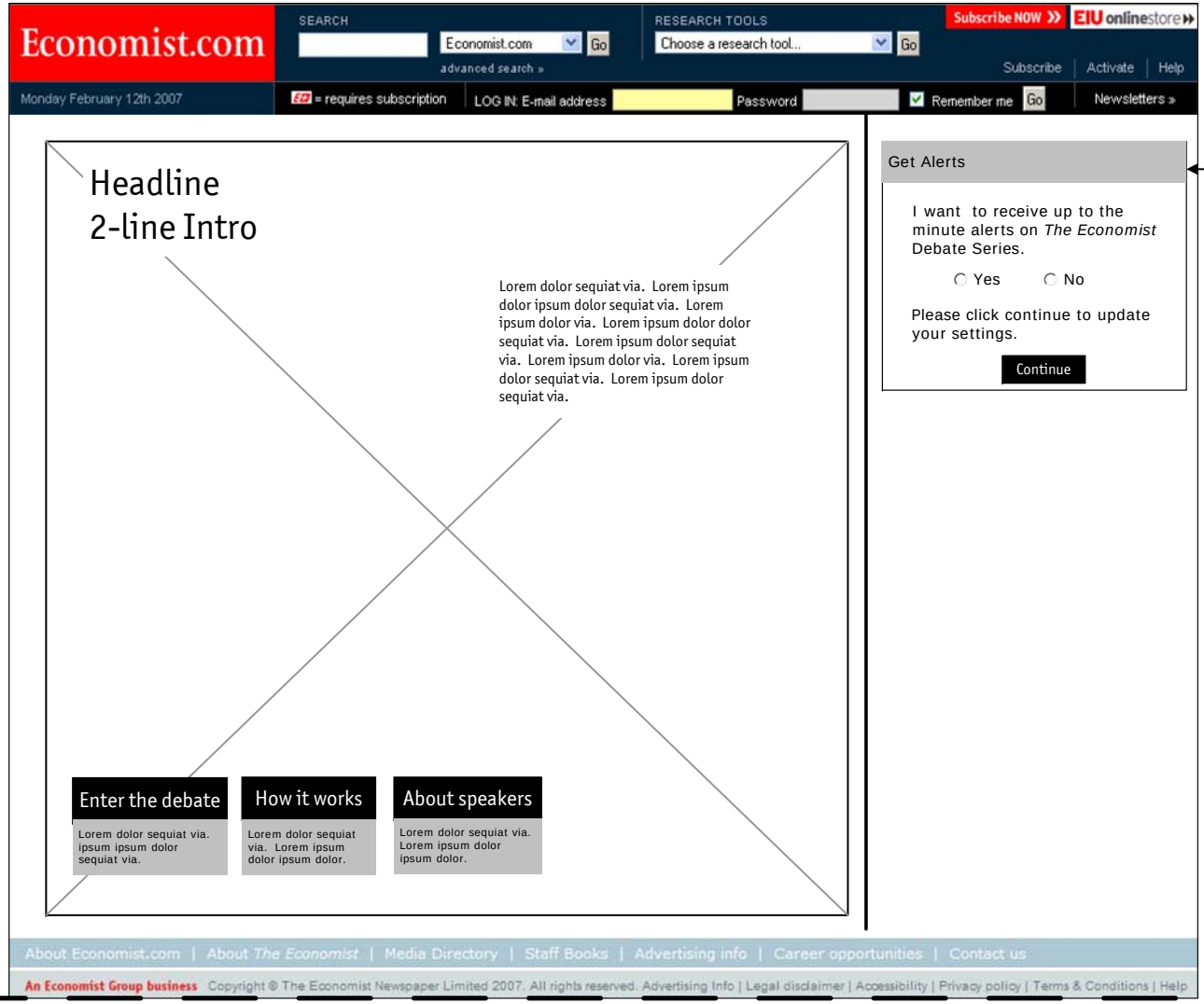
Rollover text should be implemented as DHTML with half-tone backgrounds that allow users to partially 'see through' to underlying graphics and/or text.

Global Callouts (Right Column):
Photo areas for Moderator and Sponsor. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.



NOTES

1 Opt-In Callout area. First time radio button begin in unselected state. Subsequent visit states depends on user status. If currently subscribed, radio button says Yes; if currently unsubscribed radio button says No. Continue button is a graphic and has a separate rollover state. Peter to provide.

How to get here:
User selects 'continue' button from 2.0.1 Opt-In page

Concept/Purpose/Objective:
To provide confirmation of subscription or unsubscription from Debate series alerts.

URL:
Other outstanding URLs outstanding Robert Scurr

Technical Specifications:
ALL PAGES WITHIN SITE ONLY CONTAIN CONSTANT ECONOMIST.COM HEADER AND FOOTERS – NO LEFT NAVIGATION. THERE ARE NO ADVERTISEMENTS; THIS IS A SPONSORED MICROSITE.

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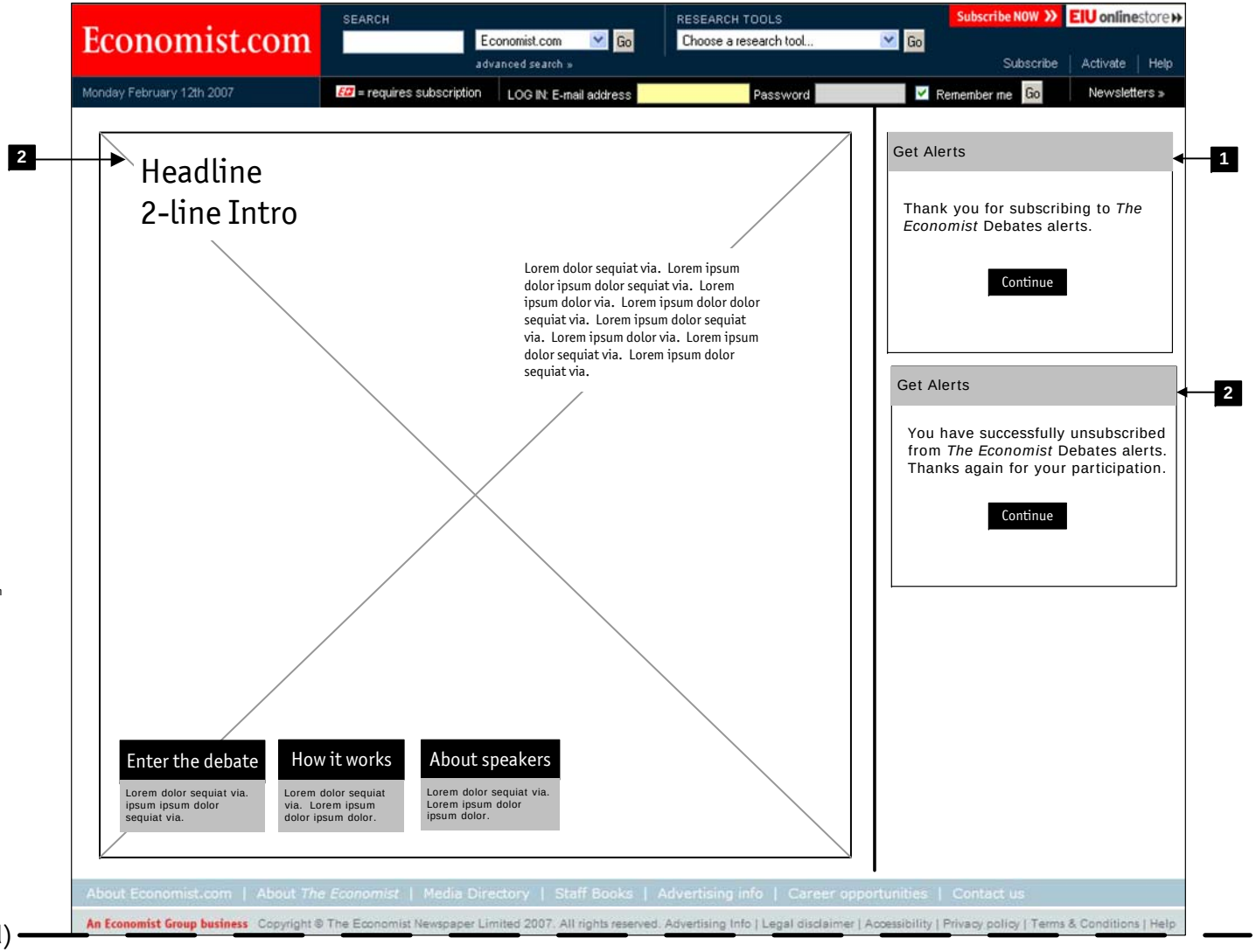
Global Callouts (Right Column):
Photo areas for Moderator and Sponsor. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Subscription confirmation. Selecting continue takes users to 1.0 Home. If process is one of unsubscription, this section is replaced by area described in Note 2.

2 Unsubscription confirmation. Selecting continue takes users to 1.0 Home. Appears in same location as subscription confirmation.



How to get here:
User selects 'How it Works' button from individual debate Home page 2.0.

Concept/Purpose/Objective:
To provide text informing about debate rules, Oxford style and debate schedule.

Technical Specifications:
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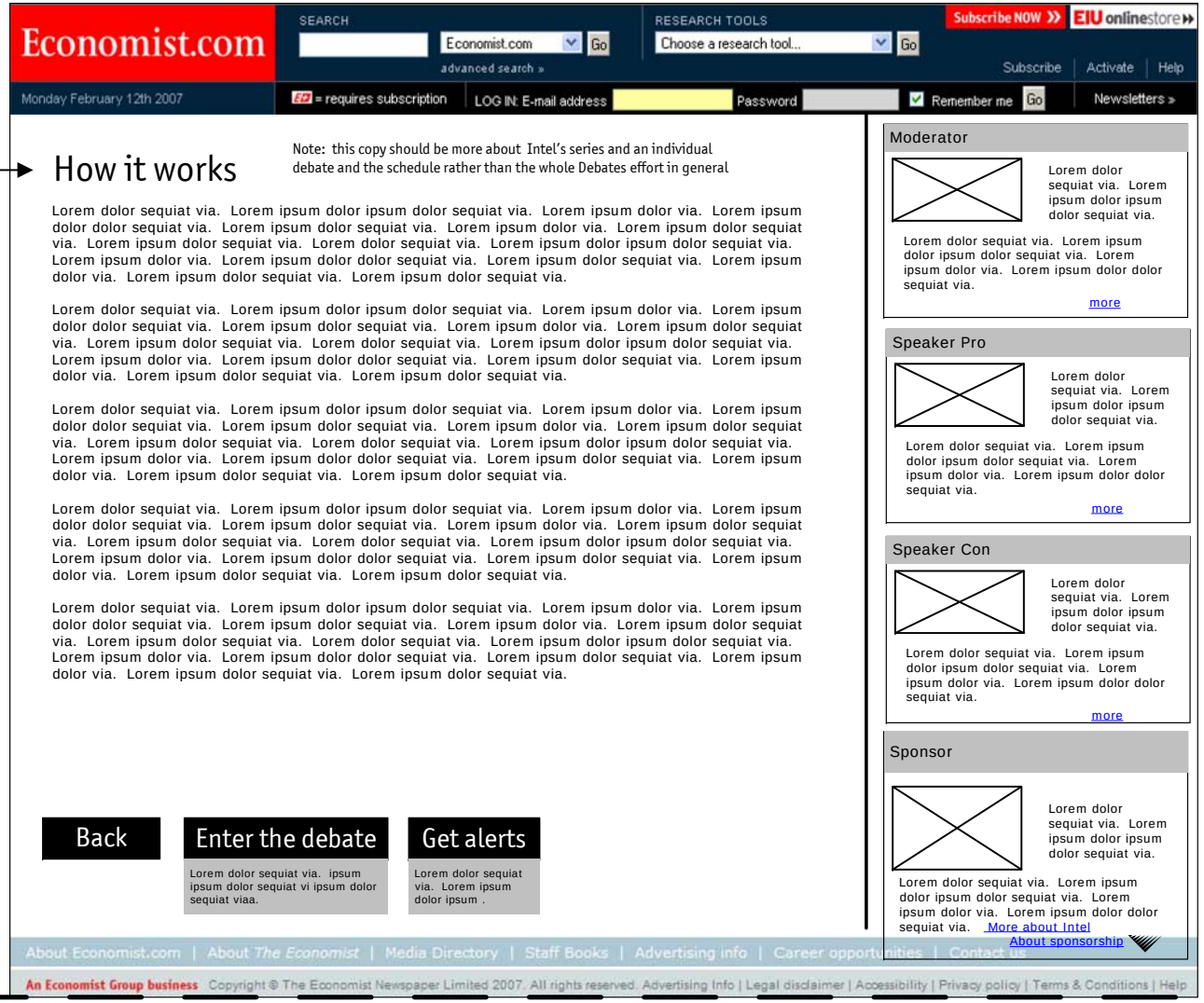
URL:
All outstanding URLs are responsibility Robert Scurr

Global Callouts (Right Column):
Photo areas for Moderator and Sponsor. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Title and text about rules of debates, debate schedule and history of Oxford style. See copy deck.



How to get here:
User (1) About Speakers from the debate splash page or (2) selects 'more' button after speakers short bio in the debate hall page.

Concept/Purpose/Objective:
To provide pictures and biographies of all participants in a particular debate.

URL:
Other outstanding URLs outstanding Robert Scurr

Technical Specifications:
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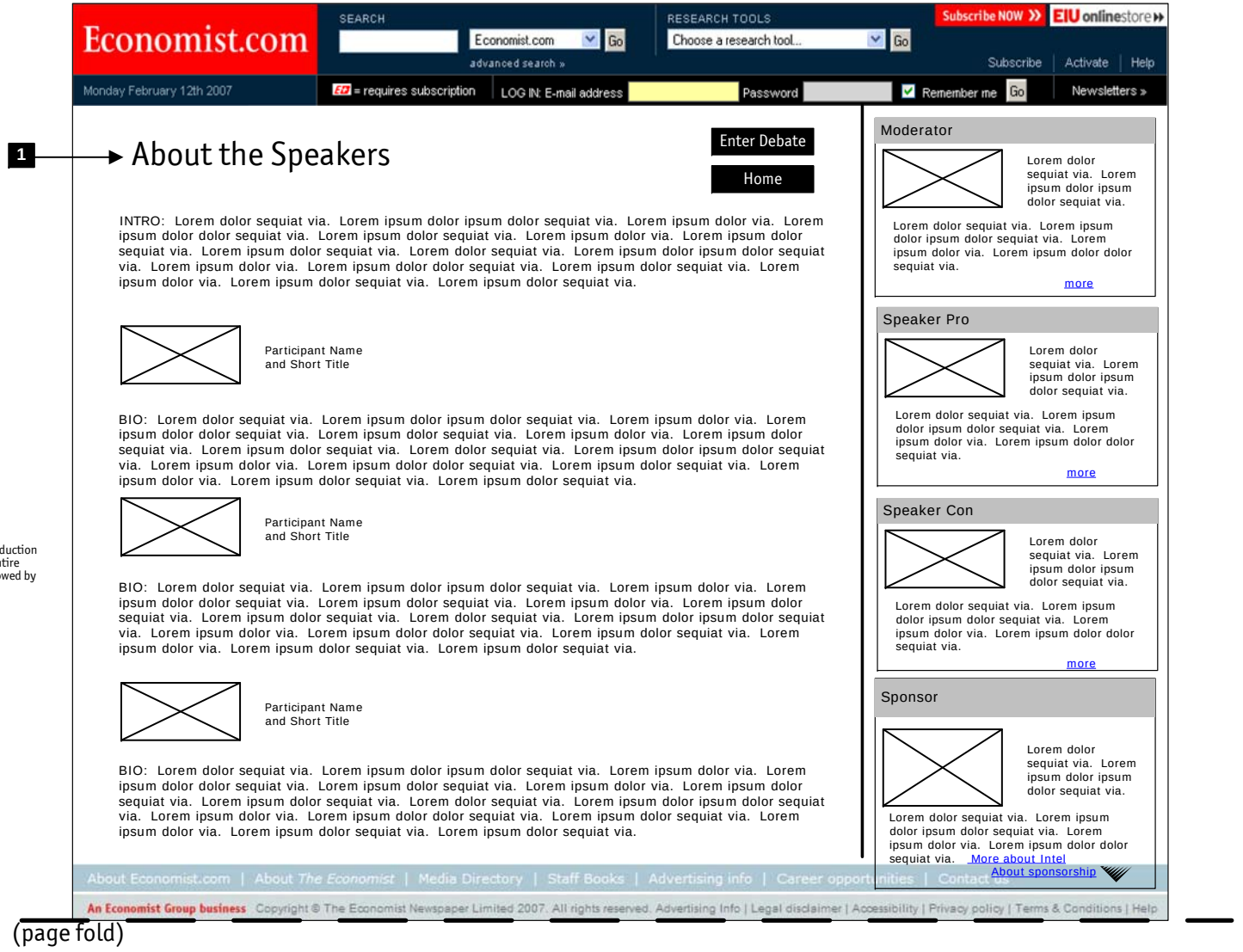
ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

Rollover text should be implemented as DHTML.

Global Callouts (Right Column):
Photo areas for Moderator, Sponsor and Speakers. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.



NOTES

1 Fixed page describing all the speakers for the series. Contains general introduction text, then a list of every moderator, pro, con and featured speaker for the entire debate. Each person has a picture, with name and short title next to it, followed by the person's full bio. Page can continue below the fold and there can be an unlimited number of individuals on this page.

How to get here:
User selects Enter or Enter as Guest from Splash Home 2.0.

Concept/Purpose/Objective:
To provide Debate Room functionality, as well as Add a Comment functionality, and Sponsor and Related Web content

URL:
Intel redirect is www.intel.com/educate. Other URLs outstanding Robert Scurr

Technical Specifications:
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Rollover text should be implemented as DHTML with half-tone backgrounds that allow users to partially 'see through' to underlying graphics and/or text.

Global Callouts (Right Column):
Welcome Area, Voting Status. Add a Comment area. Photo area for Sponsor. Related Web Content. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Constant Economist.com header

2 Title area. Proposition is short summary text. Clicking 'more' opens up remainder full text directly underneath. Current Round text swaps out as each round progresses.

3 Welcome area. If user is not logged in and has Pen Name, displays 'welcome guest' version above. After successful login and Pen Name creation displays second welcome area below. Voting status starts as 'not yet voted' until user casts a vote, then this field changes to 'pro' or 'con' depending on vote. Users allowed to change or cast votes at any time.

4 Featured Speaker area. There may be more than one featured speaker at a time in which case there will be a separate box for each guest. More link goes to featured speakers bio page. Separate links takes users to Speaker's article and to user comment page for that speaker.

5 Current results box with percentages for pro and con the proposition. Changes in realtime as voting progresses.

6 Graphical representation of thumbs up / thumbs down. Relative sizes change in realtime as voting progresses to indicate which side is winning (larger size)

7 Vote Pro and Con buttons. Starts greyed out if user is guest. If greyed out has DHTML rollover prompting user to login if trying to use. Active if user is registered. Selecting each button records voting in voting tally total and changes user voting status to PRO or CON

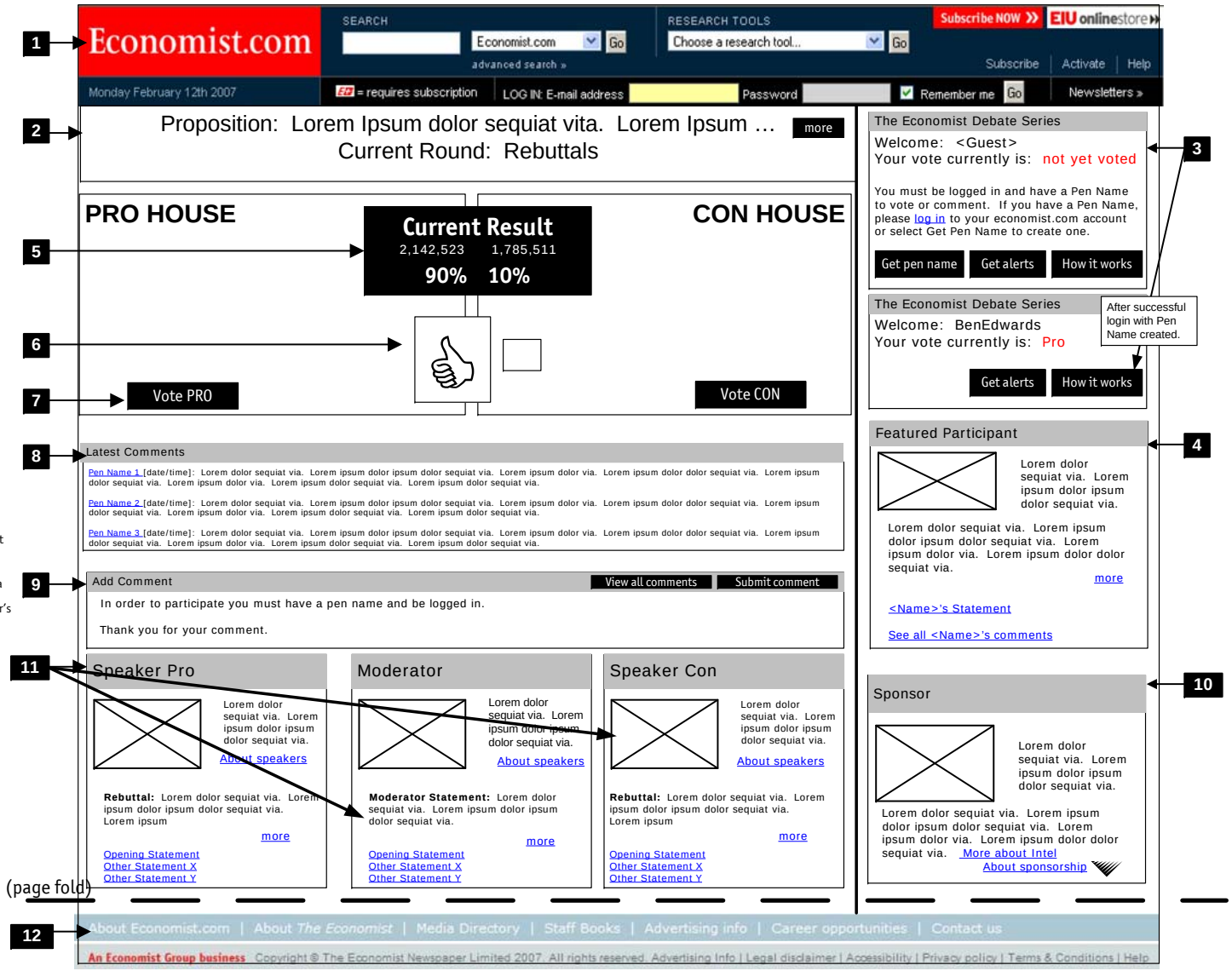
8 Latest comments area. See Ajax wireframe on separate page for layout.

9 Add a comment widget. Starts with 'in order to participate' paragraph displayed and submit comment and view all buttons greyed out. User must be registered with pen name to place comment. Then when registered all buttons function. After hitting submit, text is replaced with 'thank you' paragraph.

10 Constant Sponsor area. Contains Intel Logo and headline and text with link.

11 Speaker PRO and CON and moderator boxes. Pic, title and short bio. First more goes to speakers' bio page. Under that is that speaker's statement for this round in short summary. Selecting more takes user to full article page. As debate progresses also contains links to previous opening statements, rebutalls and closings.

12 Constant Economist.com footer



How to get here:
User selects 'more' from a moderator's or speaker's summarry text, or from the links to older postings from earlier rounds of the debate.

Concept/Purpose/Objective:
To provide article functionality to speakers and moderators comments, as well as Add a Comment functionality, and Sponsor and Related Web content

URL:
Intel redirect is www.intel.com/educate
Other URLs outstanding Robert Scurr

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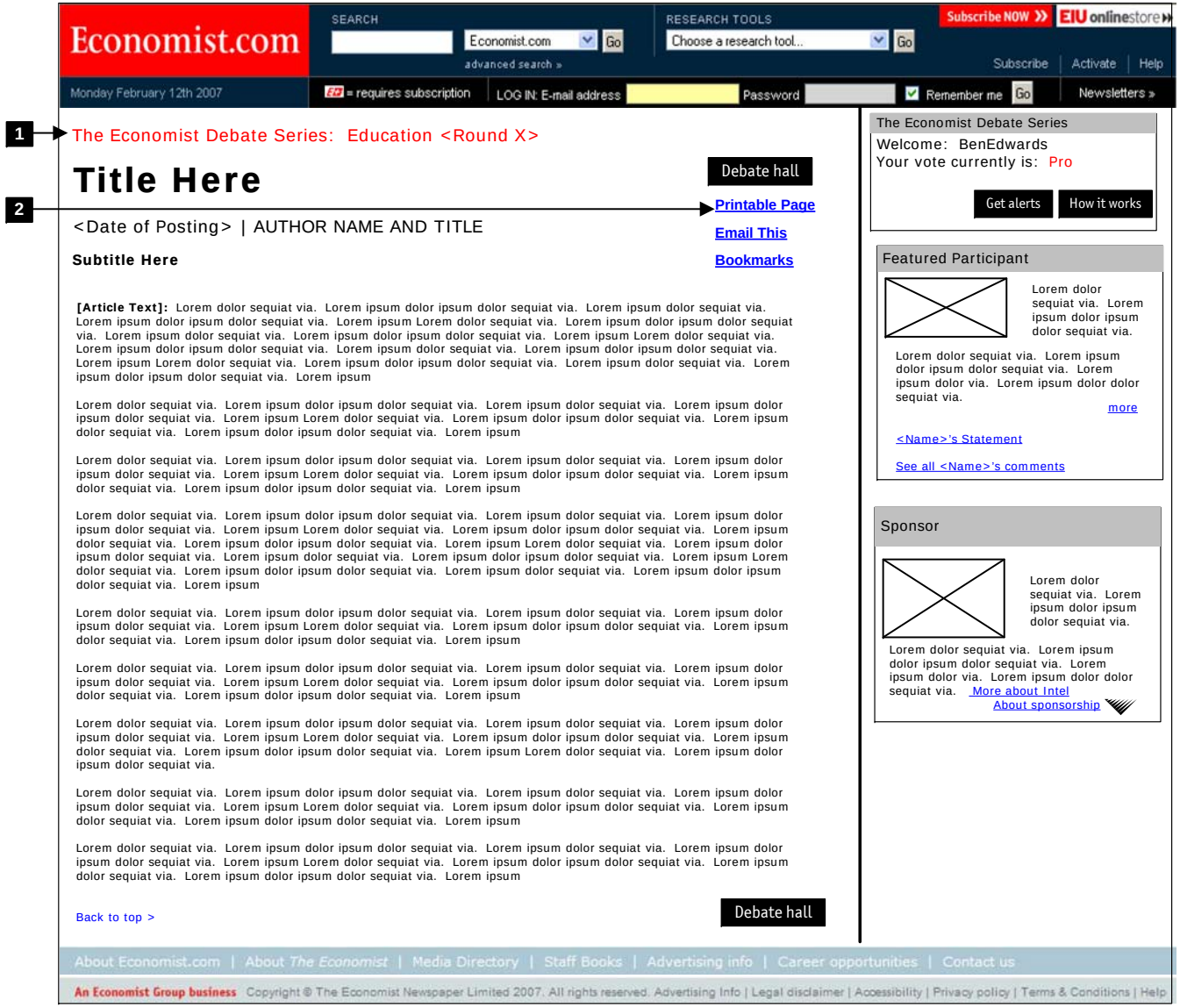
Rollover text should be implemented as DHTML with half-tone backgrounds that allow users to partially 'see through' to underlying graphics and/or text.

Global Callouts (Right Column):
Welcome Area, Voting Status. Add a Comment area. Photo area for Sponsor. Related Web Content. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1. Title of series indicating what round we are in. All text folows formatting of current article pages on economist.com
2. Standard article functionality as currently implemented on economist.com. If user is taken away from this page by these processes, process must remember to return user back to article page at end.



(page fold)

How to get here:
User selects individual article from an individual debate archive page.

Concept/Purpose/Objective:
To provide article functionality for all speakers, as well as Related Web content

URL:
Other URLs outstanding Robert Scurr

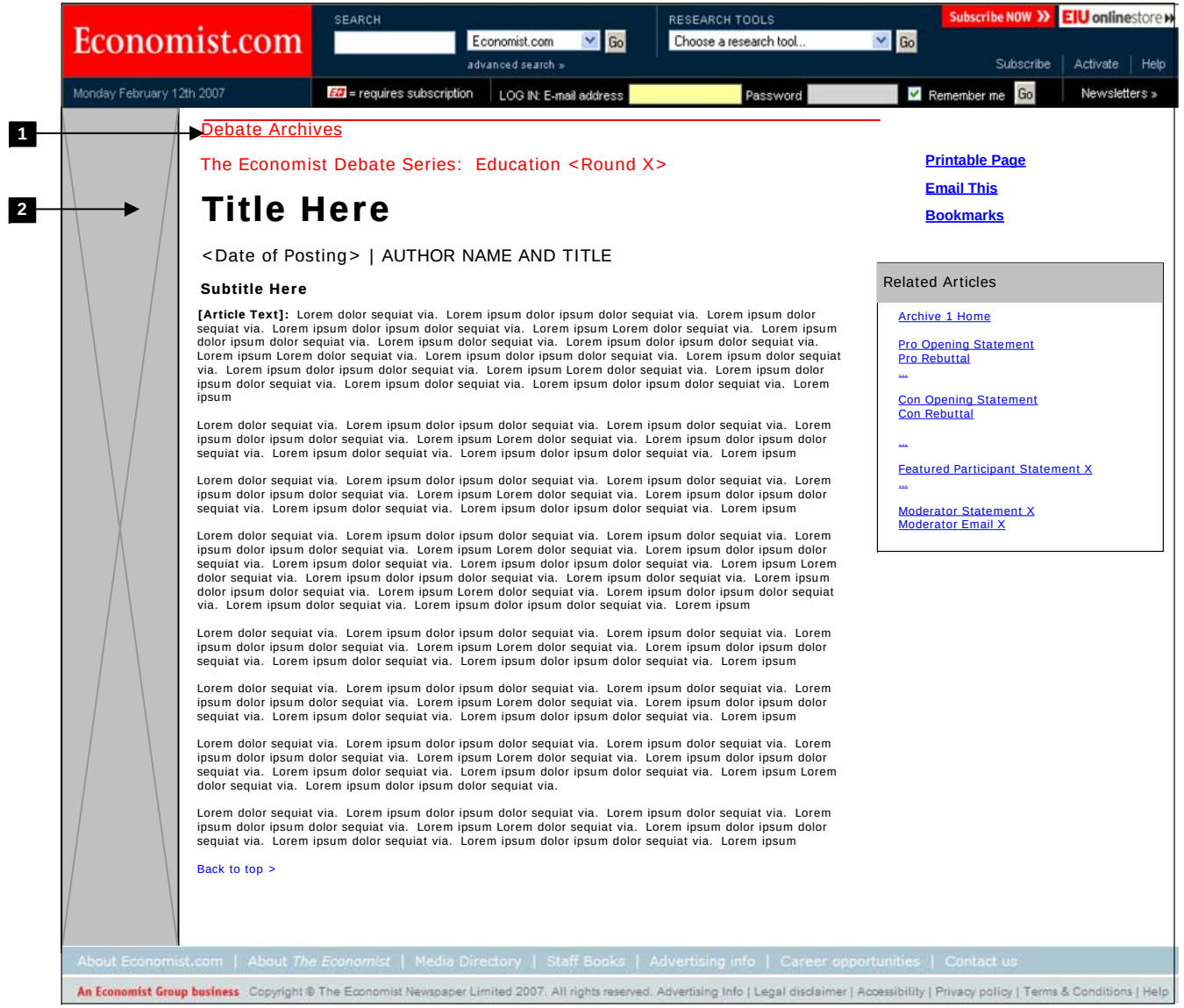
Technical Specifications:
CONTAINS CONSTANT ECONOMIST.COM HEADER AND FOOTERS AND LEFT NAVIGATION. MAY CONTAIN ADVERTISEMENTS BUT NO REFERENCE TO SPONSOR

ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Design to provide separate graphics.

Global Callouts (Right Column):
Related Web Content containing links to all other statement and debate archive main page.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.



(page fold)

NOTES

1. Title is link back to Archive Home. Flytitle indicating what individual debate we are in. All text folows formatting of current article pages on economist.com

2. Constant left-hand 'C'

How to get here:
User selects 'more' from a moderator's or speaker's summary text, or from the links to older postings from earlier rounds of the debate.

Concept/Purpose/Objective:
To provide article functionality to speakers and moderators comments, as well as Add a Comment functionality, and Sponsor and Related Web content

URL:
Intel redirect is www.intel.com/educate
Other URLs outstanding Robert Scurr

Technical Specifications:
ALL PAGES WITHIN SITE ONLY CONTAIN CONSTANT ECONOMIST.COM HEADER AND FOOTERS – NO LEFT NAVIGATION. THERE ARE NO ADVERTISEMENTS; THIS IS A SPONSORED MICROSITE.

ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

Rollover text should be implemented as DHTML with half-tone backgrounds that allow users to partially 'see through' to underlying graphics and/or text.

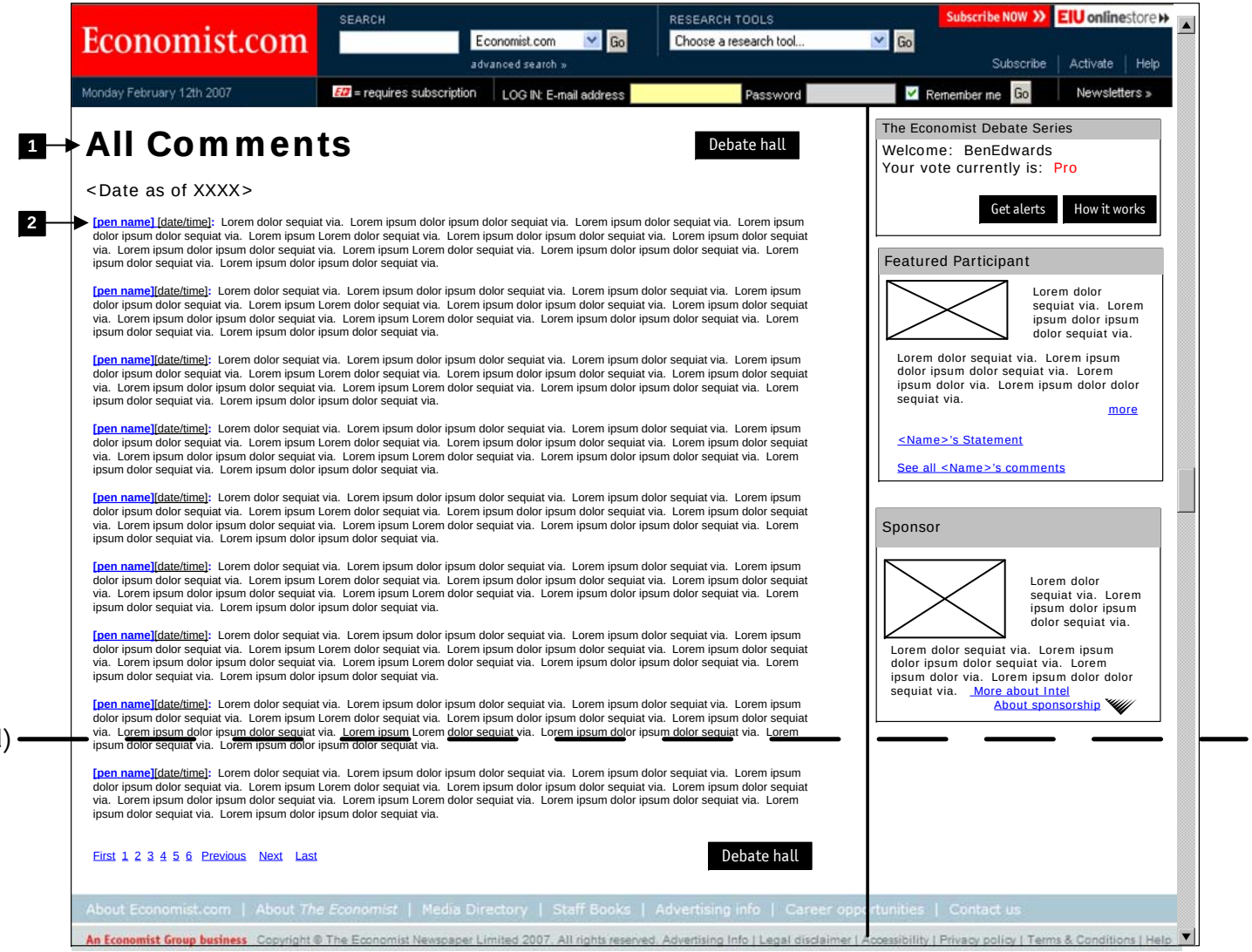
Global Callouts (Right Column):
Welcome Area, Voting Status. Add a Comment area. Photo area for Sponsor. Related Web Content. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1. Title with date stamp that indicates when list of comments is current from.

2. Individual comment. Shows 20 comments per page, most recent comment first. Page number navigation takes to parsed pages and previous and next page. Each comment shows pen name, which is clickable link to individual user profile page. Comment also shows date/time stamp as well as full comment text.



How to get here:
User selects a pen name from any list of comments.

Concept/Purpose/Objective:
To provide Pluck functionality showing User's pen name and list of all comment to date for this debate.

URL:
Intel redirect is www.intel.com/educate
Other URLs outstanding Robert Scurr

Technical Specifications:
ALL PAGES WITHIN SITE ONLY CONTAIN CONSTANT ECONOMIST.COM HEADER AND FOOTERS – NO LEFT NAVIGATION. THERE ARE NO ADVERTISEMENTS; THIS IS A SPONSORED MICROSITE.

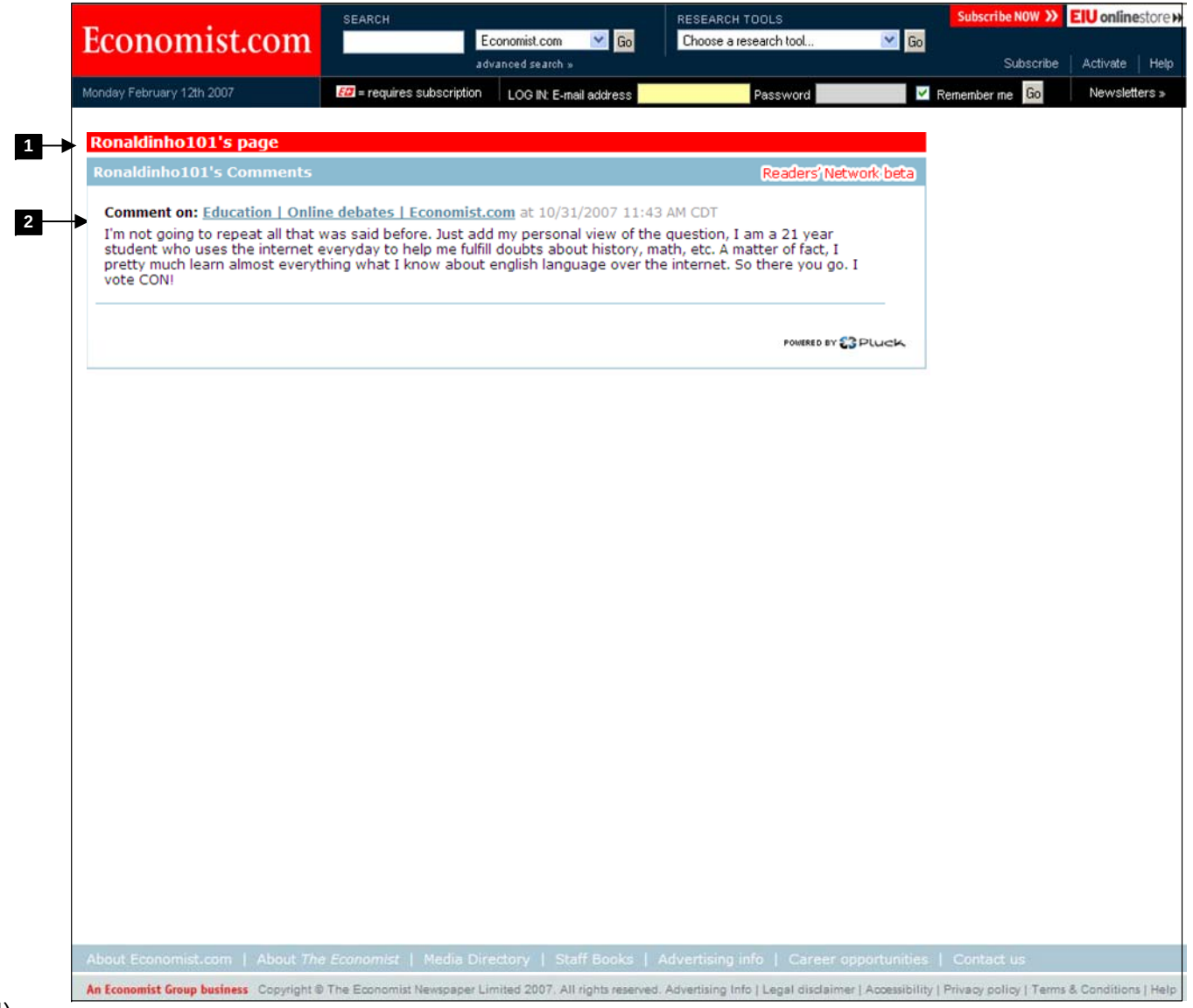
ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

Rollover text should be implemented as DHTML with half-tone backgrounds that allow users to partially 'see through' to underlying graphics and/or text.

Global Callouts (Right Column):
Welcome Area, Voting Status. Add a Comment area. Photo area for Sponsor. Related Web Content. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.



(page fold)

NOTES

1 Public Pen name.

2 All comments to date. Shows date stamp of when comment was published. Underlined link takes user back to debate hall.

How to get here:
User selects 'How it Works' button from Debate Hall page.

Concept/Purpose/Objective:
To provide text informing about debate rules, Oxford style and debate schedule from inside debate hall. Keeps right hand callout areas as if still in debate hall.

Technical Specifications:
ALL PAGES WITHIN SITE ONLY CONTAIN CONSTANT ECONOMIST.COM HEADER AND FOOTERS – NO LEFT NAVIGATION. THERE ARE NO ADVERTISEMENTS; THIS IS A SPONSORED MICROSITE.

ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

Buttons are graphics not HTML and have a separate rollover state. Peter Lasell to provide separate graphics.

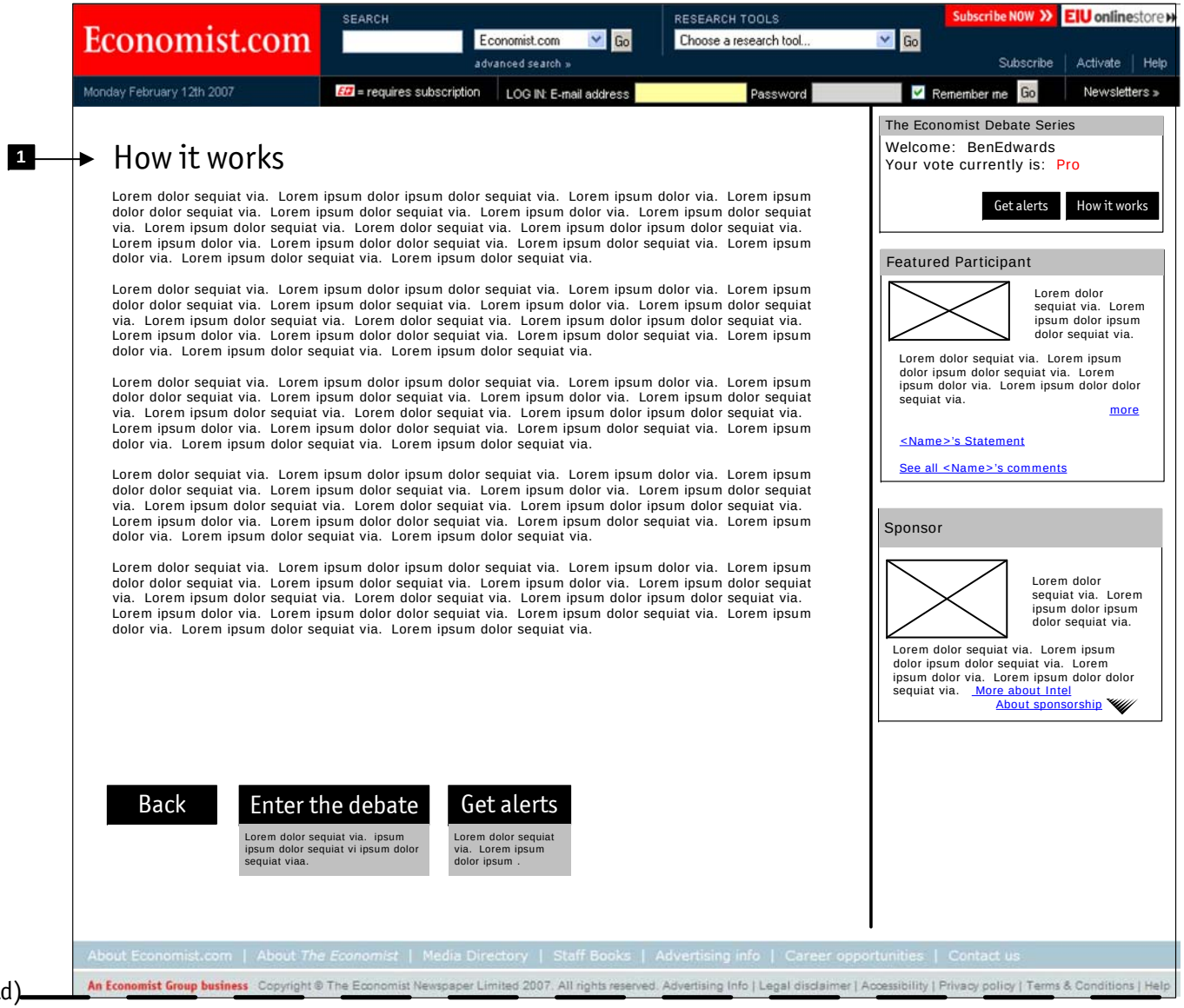
URL:
All outstanding URLs are responsibility Robert Scurr

Global Callouts (Right Column):
Photo areas for Moderator and Sponsor. Dimensions of Right column is approximately 1/3 of page width.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1 Title and text about rules of debates, debate schedule and history of Oxford style. See copy deck. Same as 2.1 except contains right hand callouts as if in debate hall. Back button takes user to debate hall



How to get here:
User (1) selects archive link from Debates Home; (2) types URL directly; (3) is redirected by external web advertisement or (4) is redirected through link from marketing-sent email.

Concept/Purpose/Objective:
To provide splash introduction to all archived Sponsored Debates.

URL:
Other outstanding URLs outstanding Robert Scurr

Technical Specifications:
CONTAINS CONSTANT ECONOMIST.COM HEADER AND FOOTERS AND LEFT NAVIGATION. THERE MAY BE ADVERTISEMENTS BUT NO REFERENCE TO SPONSORS

ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

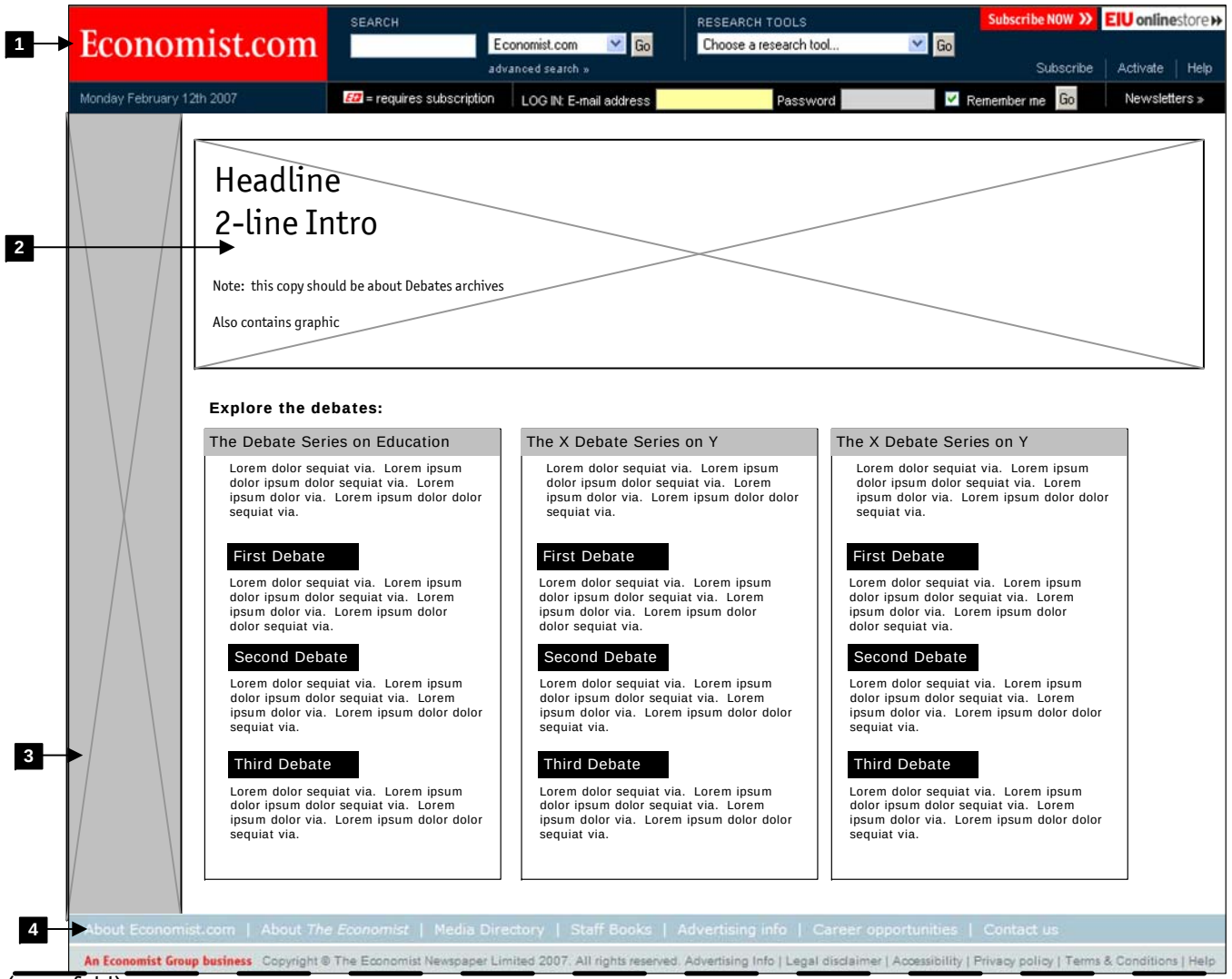
Buttons are graphics not HTML and have a separate rollover state. Design to provide separate graphics.

Global Callouts (Right Column):
None.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1. Constant Economist.com header
2. Background splash graphic. Photo treatment. And introductory text.
3. Constant Economist.com Left hand 'C' nav
4. Constant Economist.com footer



How to get here:
User (1) selects Archive link for an individual debate from the Debate Archive home page 4.0; (2) types URL directly; (3) is redirected by external web advertisement or (4) is redirected through link from marketing-sent email.

Concept/Purpose/Objective:
To provide home page for an archived debate. Lives within the C frame of economist.com. Should not contain any reference to sponsors

URL:
Other outstanding URLs outstanding Robert Scurr

Technical Specifications:
CONTAINS CONSTANT ECONOMIST.COM HEADER AND FOOTERS AND LEFT NAVIGATION. THERE MAY BE ADVERTISEMENTS ON THIS PAGE BUT NO REFERENCE TO DEBATE SPONSOR.

ALL PAGES ARE DESIGNED FOR FULL PAGE AT 1024x768 RESOLUTION.

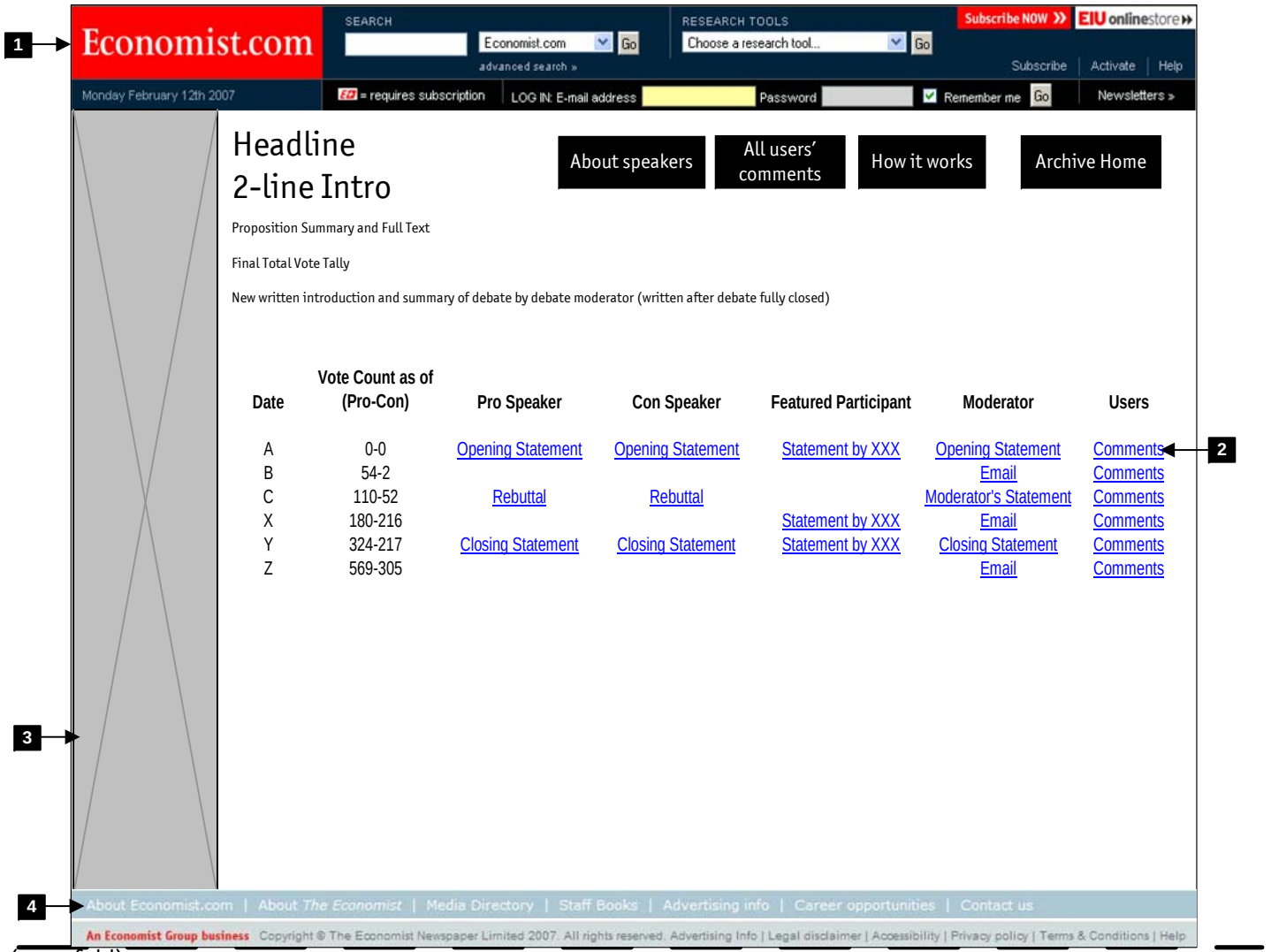
Buttons are graphics not HTML and have a separate rollover state. Design to provide separate graphics.

Global Callouts (Right Column):
NONE.

Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES

1. Constant Economist.com header
2. Link takes user to anchor point in all users' comments as of the date and time at which this line item's event occurred
3. Constant Economist.com Left hand 'C' nav
4. Constant Economist.com footer



(page fold)

How to get here:
User views debate room.

Concept/Purpose/Objective:
To provide dynamic scroll through ability of last 10 comments. Needs to update as comments are approved.

URL:
n/a

Technical Specifications:
Presumably designed in Ajax, although could be javascript if you like. Arrows are buttons which cause text to scroll horizontally left and/or right.

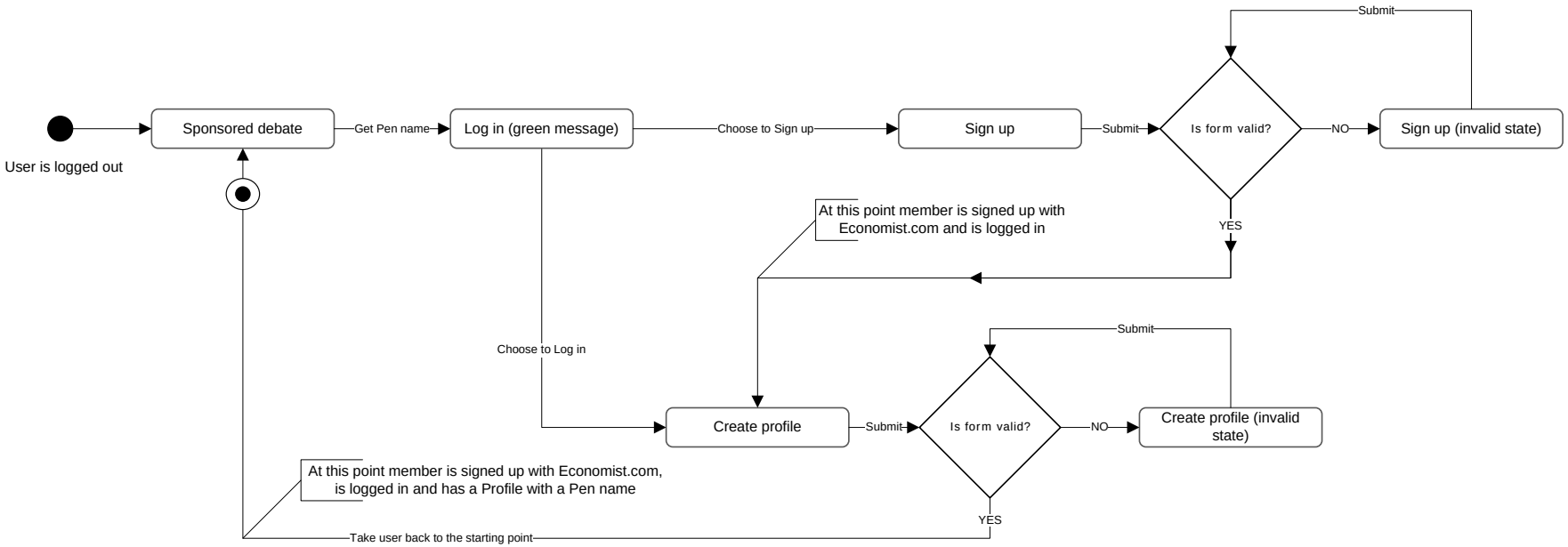
Pen Name Link takes user to User Profile page.

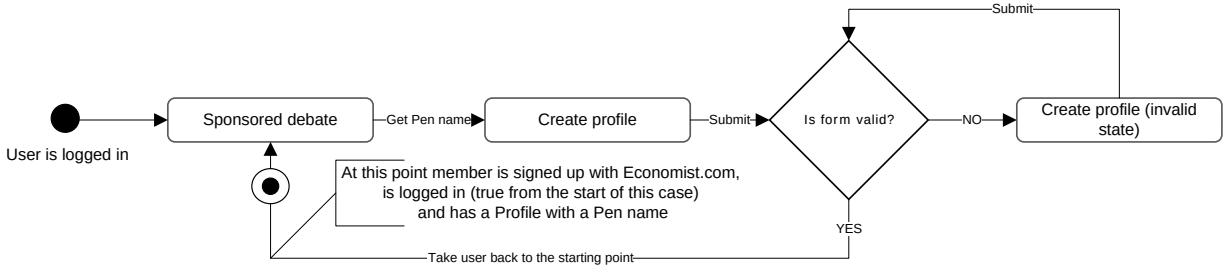
More link takes user to All Comments page anchored to that particular comment.

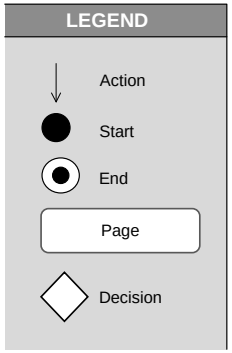
For similar implemented example see news.yahoo.com halfway down page.

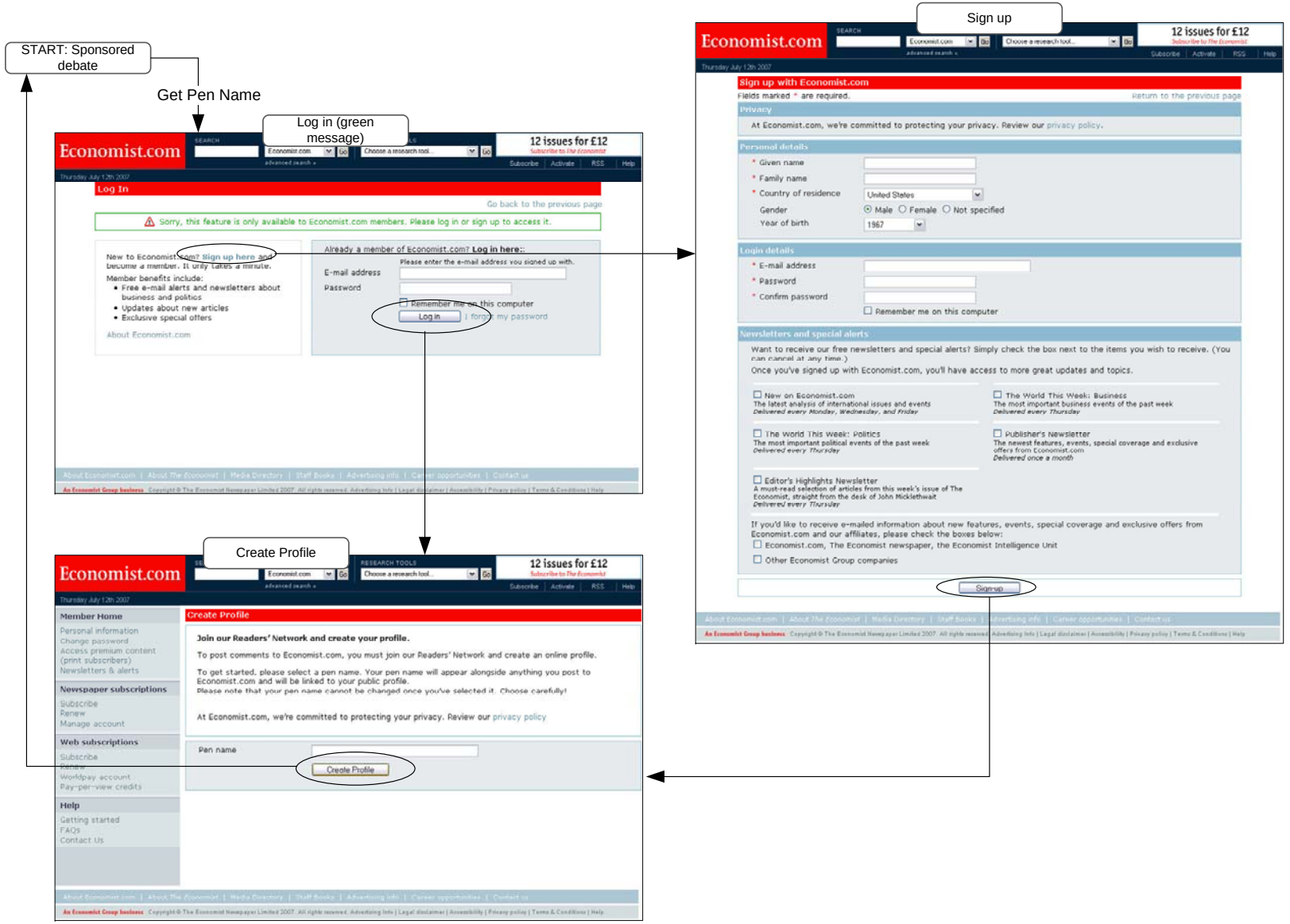
Note: Graphical elements, such as colors and button shapes, and pixel widths indicate functionality only and are not indicative of final branding choices.

NOTES


User is logged out
Sponsored debate
Get Pen name
Log in (green message)
Choose to Sign up
Sign up
Submit
Is form valid?
NO
Sign up (invalid state)
Submit
YES
At this point member is signed up with Economist.com and is logged in
Choose to Log in
Create profile
Submit
Is form valid?
NO
Create profile (invalid state)
Submit
YES
At this point member is signed up with Economist.com, is logged in and has a Profile with a Pen name
Take user back to the starting point


User is logged in
Sponsored debate
Get Pen name
Create profile
Submit
Is form valid?
NO
Create profile (invalid state)
Submit
YES
At this point member is signed up with Economist.com, is logged in (true from the start of this case) and has a Profile with a Pen name
Take user back to the starting point


LEGEND
Action
Start
End
Page
Decision


START: Sponsored debate
Get Pen Name
Log in (green message)
Sign up
Create Profile
Economist.com
12 issues for £12
Log In
Sorry, this feature is only available to Economist.com members. Please log in or sign up to access it.
Sign up with Economist.com
Create Profile
Join our Readers' Network and create your profile.
Pen name
Create Profile