
R9

live cast ticker| Design Book

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1 Document Management

1.1 Document History

Version	Date	Editor	Description
0.1	05.03.2004	AFO	Initial Version
0.2	19.04.2004	AFO	Updated Graphics (No more Brand visuals)
1.0	28.04.2004	RWR	Final Review
1.1	18.05.2004	PLZ	Small adaptations
1.3	04.10.2004	RWR	Replaced graphics for ticker mode
1.4	16.09.2005	LMG	Updated terminology and small editorial changes Removed 'EPC' from Screen Reference titles Replaced 'Edit Categories' screenshot

2 How to use this document

This document is to show all visual assets necessary to describe the live cast ticker service. The screens shown in this document are not accurate regarding the size of visual assets. The purpose of this document is rather to describe the *live cast* screens regarding

- Screen Composition: Each relevant screen is displayed and described in the chapter “Single Screens”
- Iconography: Icons to be used are given in the chapter “Iconography”
- Colors: Screens shown in this document do generally not employ colours other than the Vodafone Brand colors
- General appearance of elements: i.e. 2-dimensional vs 3-dimensional
- Fonts: Typography shown on the screens relates to the Vodafone On-Screen-Typeface

3 Introduction

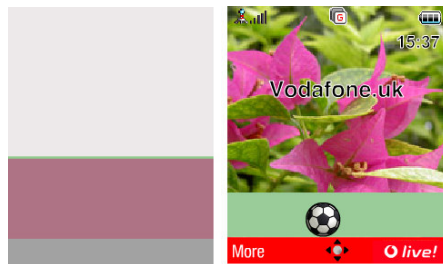
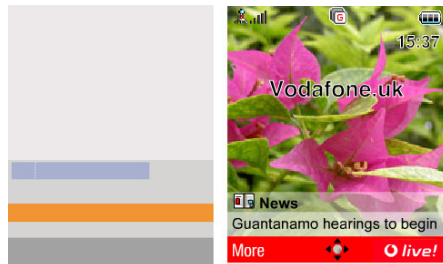
This document describes the visual design of the Vodafone *live cast* ticker service. By means of this service the user gets news teasers pushed to his mobile device. (S)he can then select the teaser and read a detailed article related to it in the Vodafone *live!* -Portal. The idea behind this service is to engage users with content they're potentially interested in rather than relying on them finding their way to and through the Vodafone *live!*-Portal to this content. Thus this service is expected to yield an improved adoption of Vodafone's content offerings.





4 Single Screens

4.1 Screen Overview

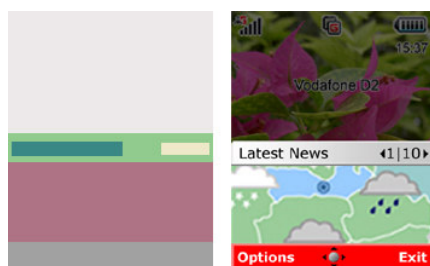
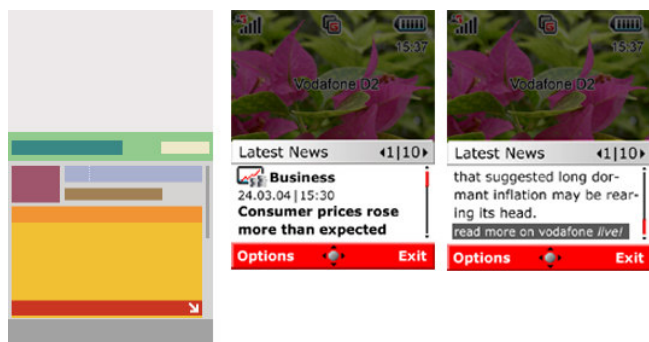
Name	Description	Screen Variations / Screen Stati
Home Screen	<i>live cast</i> ticker is displayed on the Home Screen.	Home Screen (true idle) –not covered in this doc
		LC.R9.1 live cast Home Screen LC available (TickerMode)
		Home Screen with info prompt –not covered in this document
LC.R9.2 live cast LC Latest News (NavMode)	The 'Latest News' view of the <i>live cast</i> Service. This view shows the ten most recent teasers	-/-
LC.R9.3 live cast LC CategoryView (NavMode)	The 'Category View' of the <i>live cast</i> Service. This view shows all teasers related to the selected Category.	-/-
Transaction	On this page the user confirms his buying decision (already existing, not specified in this document)	-/-
Article Page	This page holds the content the user bought (already existing, not specified in this document)	-/-
LC.R9.4 live cast LC Edit Categories	On this page the user modifies his Categoryset and then saves it.	-/-











5 LC.R9.1 live cast Home Screen LC available (TickerMode)



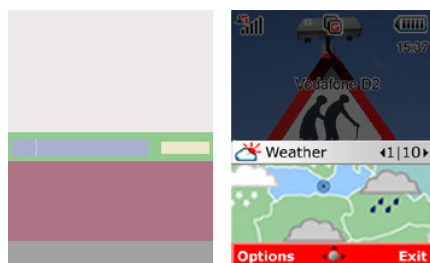
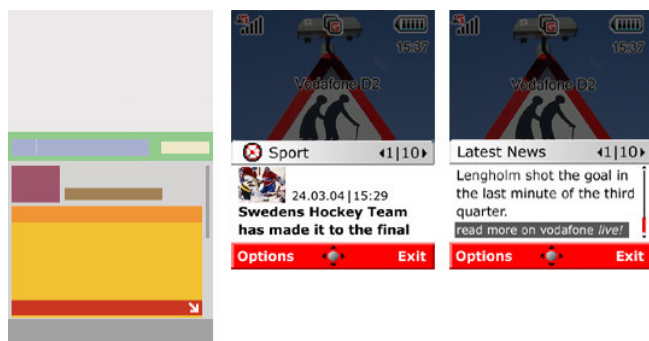
-  Channel Name & Icon
-  Date & Time
-  Ticker Text/Title
-  SVG Content









6 LC.R9.2 live cast LC Latest News (NavMode)



	Header		View Name
	Channel Name & Icon		Pagination
	Date & Time		Picture
	Ticker Text/Title		Teaser Text
	SVG Content		Deeplink

7 LC.R9.3 live cast LC CategoryView (NavMode)



	Header		View Name
	Channel Name & Icon		Pagination
	Date & Time		Picture
	Ticker Text/Title		Teaser Text
	SVG Content		Deeplink

8 LC.R9.4 live cast LC Edit Categories

This is a portal screen which the user sees when they select 'Add/Remove Categories'.

<Feature Name>

Below you can add or remove the categories that you would like to see in <Feature name>.

Football news

Get the latest goals and results

✓ Premiership Goal-rush

Get all info from Sky, BBC...

✓ Top 40 music chart

We will give you latest music...

Traffic (FREE)

Get the latest traffic updates...

✓ General news

Get updated on latest events...

Weather

See if it rains on you...

< Return to <Feature Name> menu

9 Iconography

channel	.gif	file	channel	.gif	file
audio and video		audio01	lottery		lotter01
business		buisne01	love & life		lovlif01
entertainment		entert01	music		music01
erotic		erotic01	news & weather		newwea01
film		film01	shopping		shoppi01
finance europe		financ01	sports		sports01
finance uk		financ02	football		sports02
fun		fun01	formula 1		sports03
games		games01	travel		travel01
going to		going01	tv		tv01
horoscopes		horosc01	weather		weathe01

Full iconography and visuals will be provided by the Vodafone User Experience team for each Terminal Implementation Project