SAMPLE SPIRITCLIPS WIREFRAMES

SPIRITCLIPS HOMEPAGE

3 member states

homepage wireframe
1-26-10

non-member

Free Film #1

spiritclips transformational media.

hi there greeting
what is spiritclips

spiritclips for you

for business leaders

for faith-based leaders

for nonprofit leader

links to join

links to org reg page pre-selected based on their choice

watch

feel

share

Promote the films

watch free film #2

watch free film #3

links to join

Participate in the community

weekly send promo

links to join

Rob's story

Send a filmcard

sign up to send free filmcard

What's a filmcard?

Affiliates

Take survey

promote licensing films for orgs here

links to org reg page

homepage wireframe
1-26-10

free member

Free Film #2

spiritclips transformational media.

hi member name

intro copy here

spiritclips for you

links to upgrade

for business leaders

for faith-based leaders

for nonprofit leader

links to org reg page pre-selected based on their choice

watch

feel

share

Promote the films that they can watch full screen

watch free film #3

links to free film #3

new release upgrade to see

links to upgrade

Participate in the community

weekly send promo

links to join

Rob's story

Send a filmcard

send free filmcard

What's a filmcard?

Affiliates

Take survey

weekly send promo

links to upgrade

promote licensing films for orgs here

links to org reg page

homepage wireframe
1-26-10

premium member

New Release

spiritclips transformational media.

hi member name

intro copy here

spiritclips for your friends/family

links to give gift subscription

for business leaders

for faith-based leaders

for nonprofit leader

links to org reg page

watch

feel

share

Promote new releases

links to film

new film

new film

Participate in the community

community or some other consumer promo

Rob's story

Send a filmcard

Affiliates

Take survey

promote licensing films for orgs here

links to org reg page

SPIRITCLIPS FILMSBROWSE

SHORT FILMS
All Shorts»

Browse by Content Partner
SpiritClips Originals
Others

Browse by Genre
Documentary
Animation
Comedy
Drama
Family
Historical
News
Romance
Faith-based
Sports

These nav areas should stay open until closed by user.

sort by ❑ most popular ❑ most recent ❑ most discussed

SpiritClips:
Name of Film
0:00 min
1 line description »

SpiritClips:
Name of Film
0:00 min
1 line description »

Cinelan:
Name of Film
0:00 min
1 line description »

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Name of Film
0:00 min
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SpiritClips:
Name of Film
0:00 min
1 line description »

continues down...

Area for:
VOD, featured products, deals, featured films.

Home | Browse Collection | Send Video Ecards | Browse Professional Films | VOD | Community | Search

- **Short Films**
- Movies (include VOD)
- Documentaries
- TV Shows
- Web Shows
- Speeches
- Interviews

SHORT FILMS
All Shorts

Browse by Content Partner

SpiritClips Originals »

option to have content partner sub-nav

- New Releases
- Live Action
- Animated
- Documentary

Other Content Partner

Browse by Genre

- Documentary
- Animation
- Comedy
- Drama
- Family
- Historical
- News
- Romance
- Faith-based
- Sports

sort by ❑ most popular ❑ most recent ❑ most discussed

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SpiritClips:
Name of Film
0:00 min
1 line description »

continues down...

Area for:
VOD, featured products, deals, featured films.

MOVIES

Browse by Content Partner
Hallmark Hall of Fame »

Olympics-Bud Greenspan
ESPN
Other

Browse by Genre
Documentary
Animation
Comedy
Drama
Family
Historical
News
Romance
Faith-based
Sports

sort by ❑ most popular ❑ most recent ❑ most discussed

Hallmark Hall of Fame
Featured Film

>

Hallmark Hall of Fame:
Name of Film
0:00 min
1 line description »

Hallmark Hall of Fame:
Name of Film
0:00 min
1 line description »

Hallmark Hall of Fame:
Name of Film
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1 line description »

Hallmark Hall of Fame:
Name of Film
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Hallmark Hall of Fame:
Name of Film
0:00 min
1 line description »

you may also like

Other suggested content:

SpiritClips:
Name of Film
0:00 min
1 line description »

SpiritClips:
Name of Film
0:00 min
1 line description »

SpiritClips:
Name of Film
0:00 min
1 line description »

Cinelan:
Name of Film
0:00 min
1 line description »

ESPN:
Name of Film
0:00 min
1 line description »

Olympics:
Name of Film
0:00 min
1 line description »

Area for:
VOD, featured products, deals, featured films.

MOVIES

Browse by Content Partner
Hallmark Hall of Fame »

New Releases
By Release Date
Alphabetical
Family
Romance
Drama
Light
Historical
Faith-based

option to have content partner sub-nav

Browse by Other Content Partners
Olympics-Bud Greenspan
ESPN
Other Partner Name

Browse by Genre
Documentary
Animation
Comedy
Drama
Family
Historical
News
Romance
Faith-based
Sports

sort by ❑ most popular ❑ most recent ❑ most discussed

Hallmark Hall of Fame
Featured Film

Hallmark Hall of Fame:
Name of Film
0:00 min
1 line description »

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ESPN:
Name of Film
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Olympics:
Name of Film
0:00 min
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Area for:
VOD, featured products, deals, featured films.

MOVIES

Browse by Content Partner

Browse by Genre

Documentary
Animation
Comedy
Drama
Family
Historical
News
Romance
Faith-based
Sports »

sort by ❑ most popular ❑ most recent ❑ most discussed

ESPN:
Name of Film
0:00 min
1 line description »

Some Film:
Name of Film
0:00 min
1 line description »

Some Film:
Name of Film
0:00 min
1 line description »

Some Film:
Name of Film
0:00 min
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Area for:
VOD, featured products, deals, featured films.

you may also like

Other suggested content:

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Olympics:
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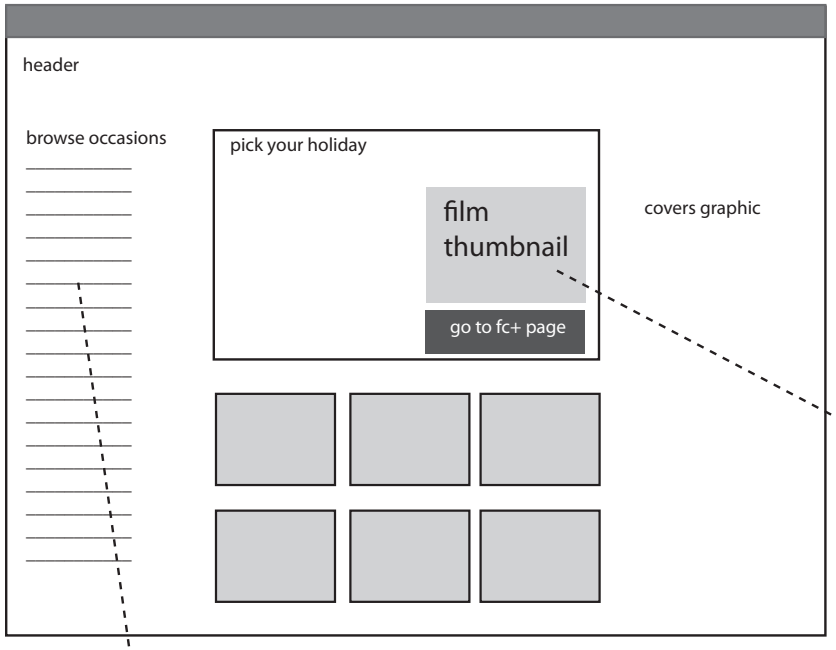
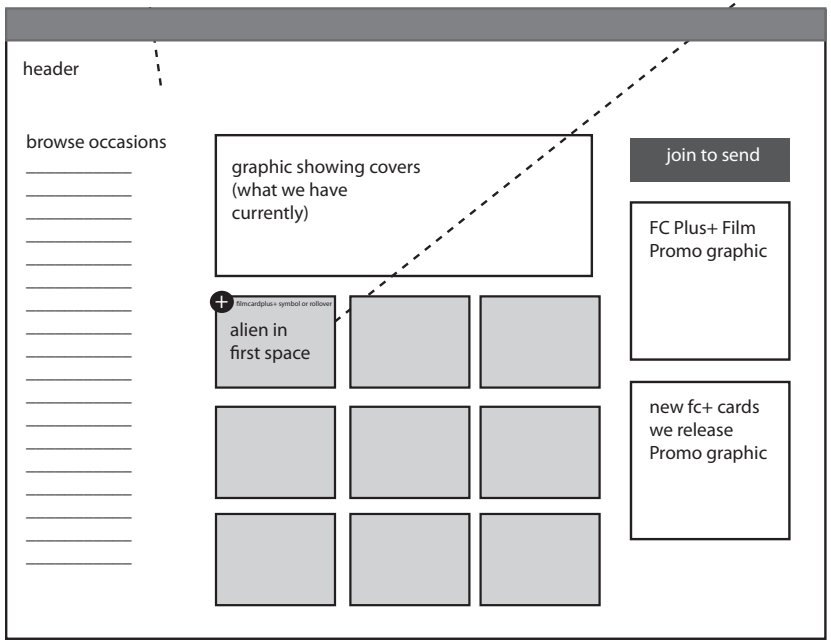
1 line description »

SPIRITCLIPS FILMCARD PATH

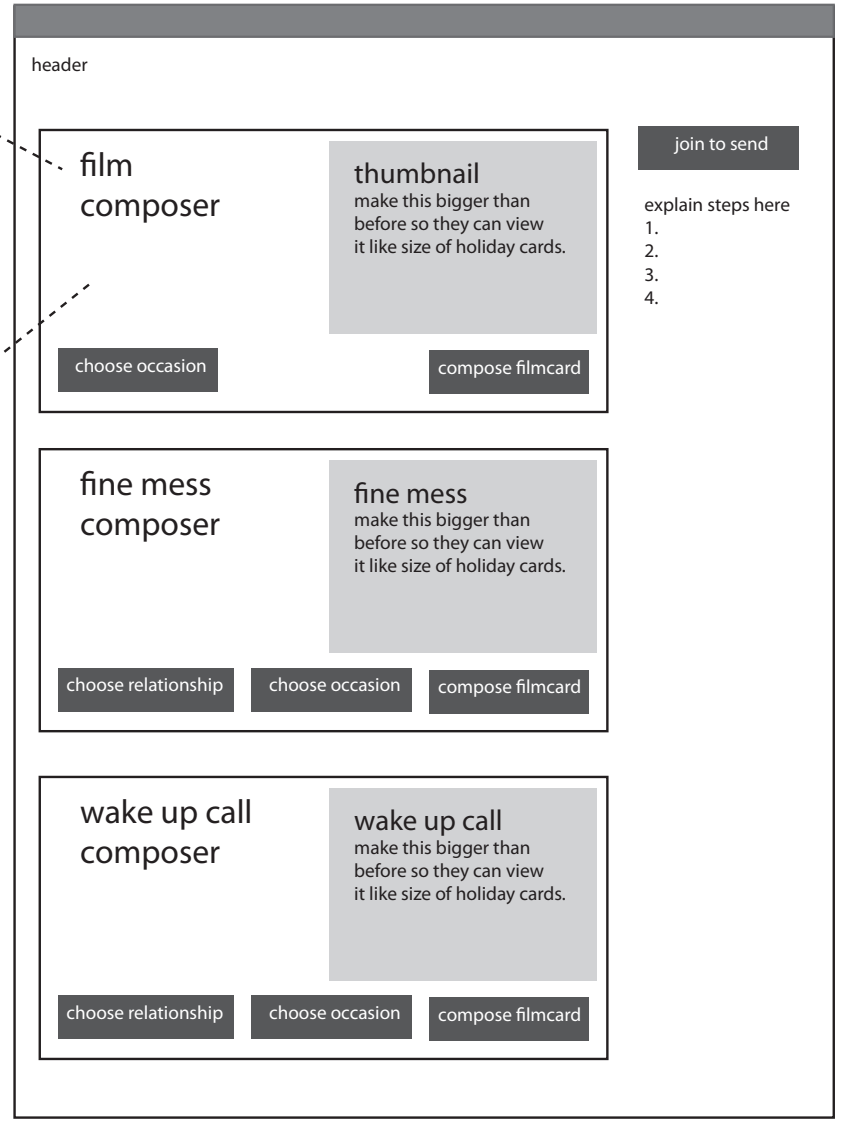
pick holiday film pg



occasion page, ie: birthday



send filmcard plus pg

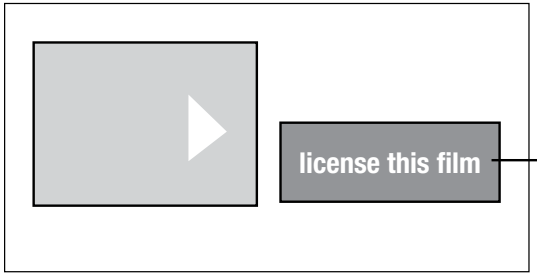


SPIRITCLIPS ORGANIZATION POPUP

Organization popup
6-30-10

For non-members
They need to pick their usage, and give us basic info.

film detail page

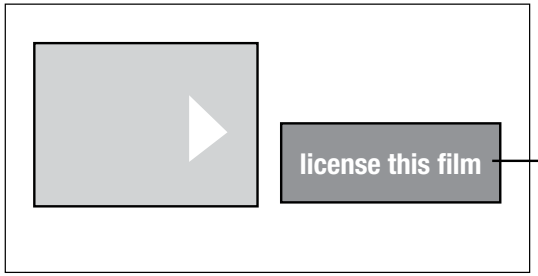


nonmembers popup

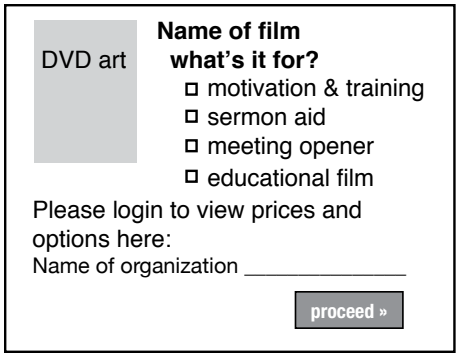
For members
If they are registered for the correct usage for that film, the button goes to the buy film page.

If they are not registered for the correct usuage, they get pop-up where they can choose the usage available for that film. Since we already have their other info, they should only have to input the usage type and the organization name.

film detail page



members popup



SPIRITCLIPS —DALE CARNEGIE

Download Training Films with Silverlight

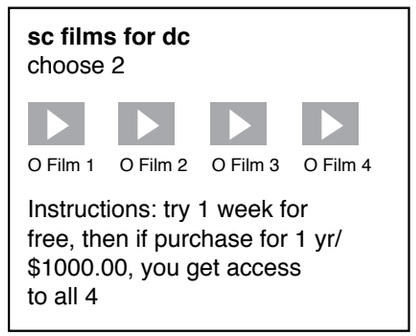
Dale Carnegie Associates Films Download Process User Path
Wireframe 2-3-11

Associate
Attends meeting
See spiritclips films
- Hubble
- Little Frog
- New Deal
- Ants

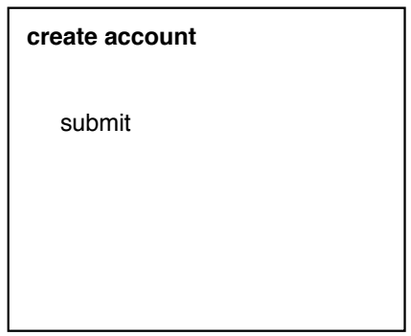
Gets link to
spiritclips.com/dalecarnegie
w/ instructions to view it
(we provide in ad)
and promo code **DCANDA**
Goes to dedicated sc landing pg

DC Landing pg
Enters promo code
(we could call it that to
avoid double pw issue)

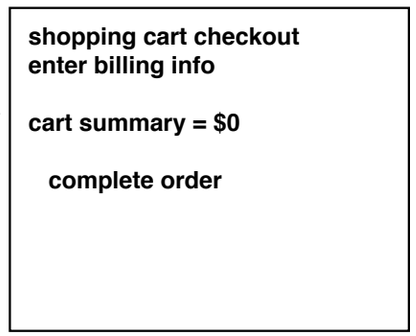
DC choose film pg
Here they can preview and choose 2
films using radio buttons



Create account pg
(store/signup) Uses
current like for VOD

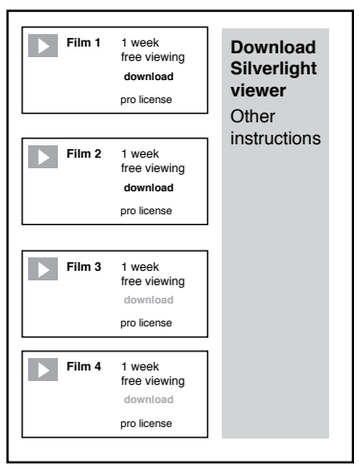


Enter billing info
(store/checkout?s=login)

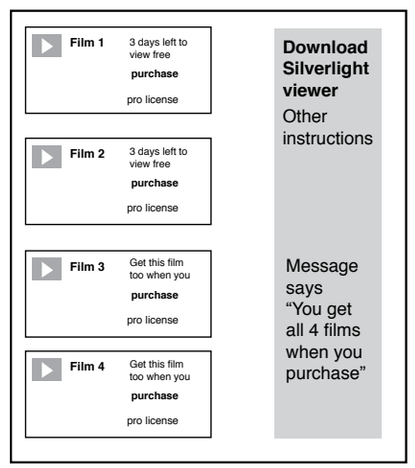


Thank you for purchase pg
(should say something
specific to DC

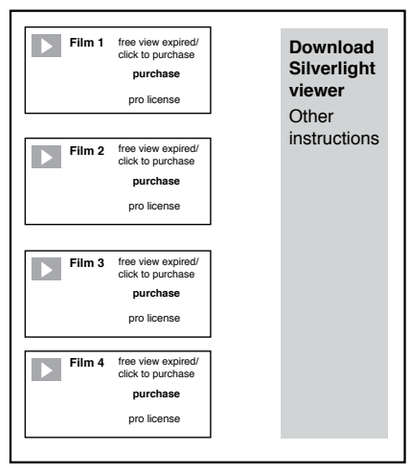
My digital orders pg
Shows films they chose (plus
other 2 grayed out?) and
download silverlight button



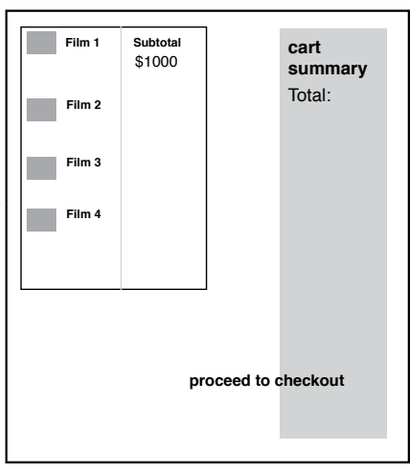
My digital orders pg
As the week progresses they see the
countdown, 4 days left, 3 days left, etc.
Download button changes to purchase.



My digital orders pg
(1 week later) Shows films
they chose expired and a click
to purchase link appears.

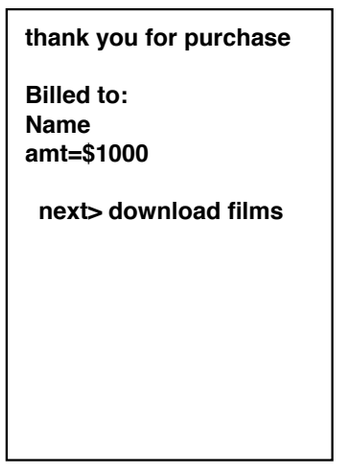


shopping cart pg
When they click to purchase they
get shopping cart page with the
films and purchase price.



Should remember their previously
input billing info. should all 4 products
be in one box?

Thank you for purchase pg
(should say something
specific to DC



Confirmation Email with code and link to their page and to preview page.

Free viewing ends email

Also when free viewing period ends they email directing them to their sc digital orders page.

Free viewing ends popup

When free viewing period ends they get popup on film directing them to their sc digital orders page.

SPIRITCLIPS ORGANIZATION AREA

org registration page

be an inspiring leader

promote integrity, strength etc. here

click on button to reveal that category info in the middle

WHO ARE YOU?

Business Leaders

Faith-Based Leaders

Nonprofit Leaders

opening header

opening copy

this changes depending on category

Registration form

Reg form includes these choices (more to add later)
Repopulates depending on what they pick on left:

Business
Faith-Based
Nonprofit Business

Register now>

Org section
1-26-10

org home page

be an inspiring leader
promote integrity, strength etc. here

org you choose is highlighted here

WHO ARE YOU?

Business Leaders

Faith-Based Leaders

Nonprofit Leaders

SpiritClips for business header

opens w/ current business copy

click on label on left to reveal that category info in the middle

when you click on a new label the registration form replaces the promo area on the right with the new category pre-selected and the middle area changes to the category you picked

View films for my org >

view my orders >

greeting business member name, business name

some info here
explain they can add a category if they want by picking from left labels

this area switches to reg form if they pick a category on the left

Business promo area

weekly send promo area

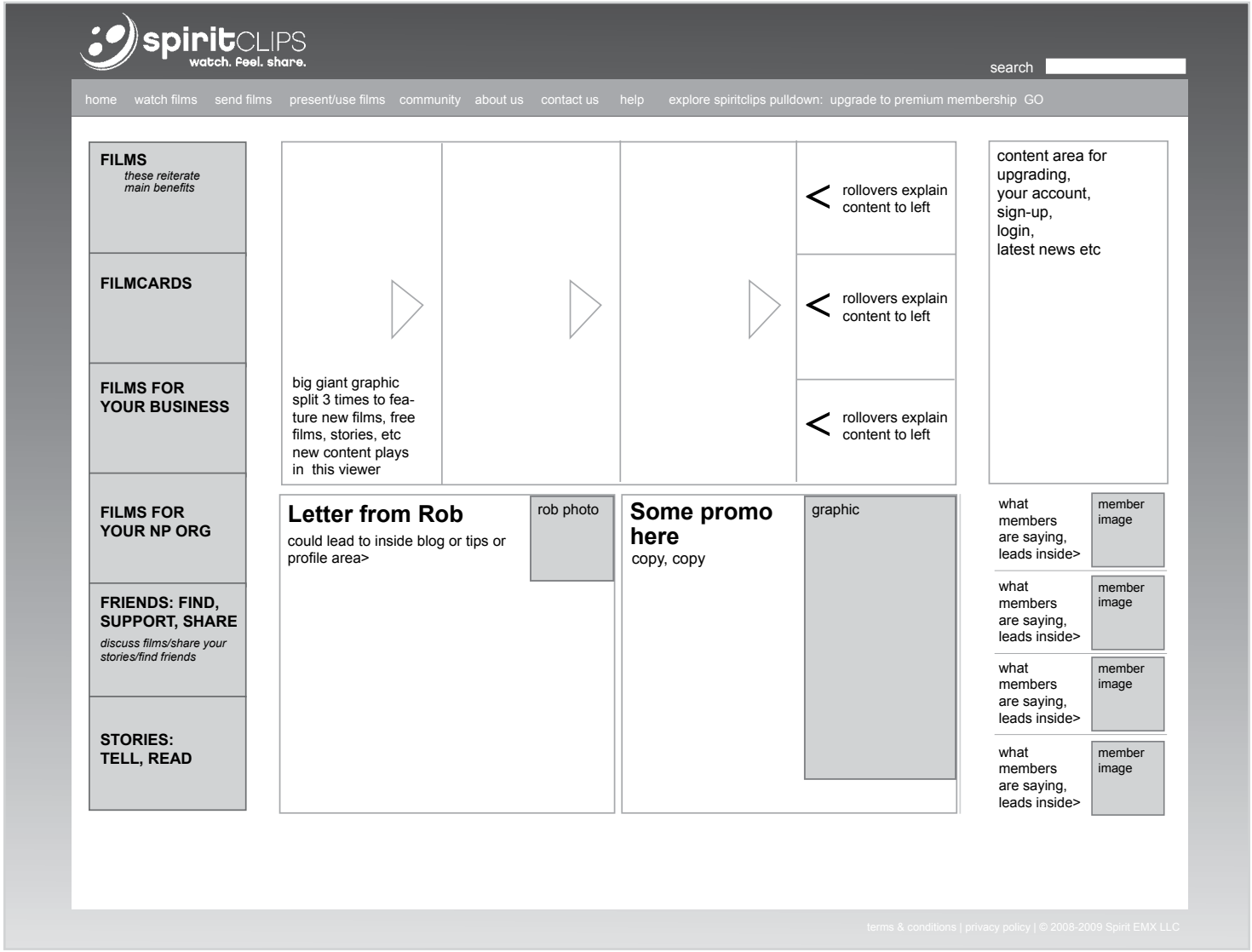
Registration form

Reg form includes these choices (more to add later) Repopulates depending on what they pick on left:

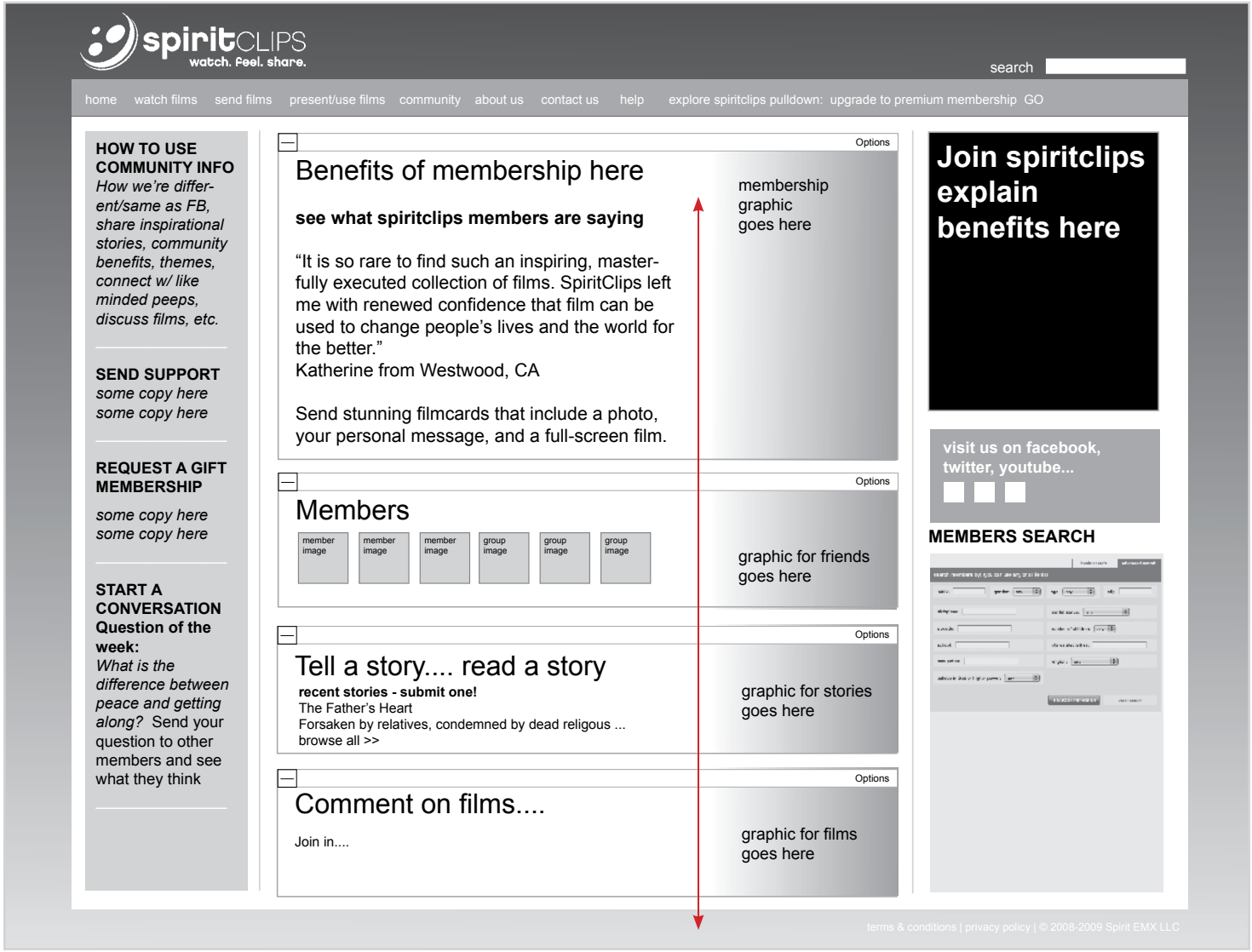
Business
Faith-Based
Nonprofit Business

Register now>

SPIRITCLIPS COMMUNITY



home page concept v1



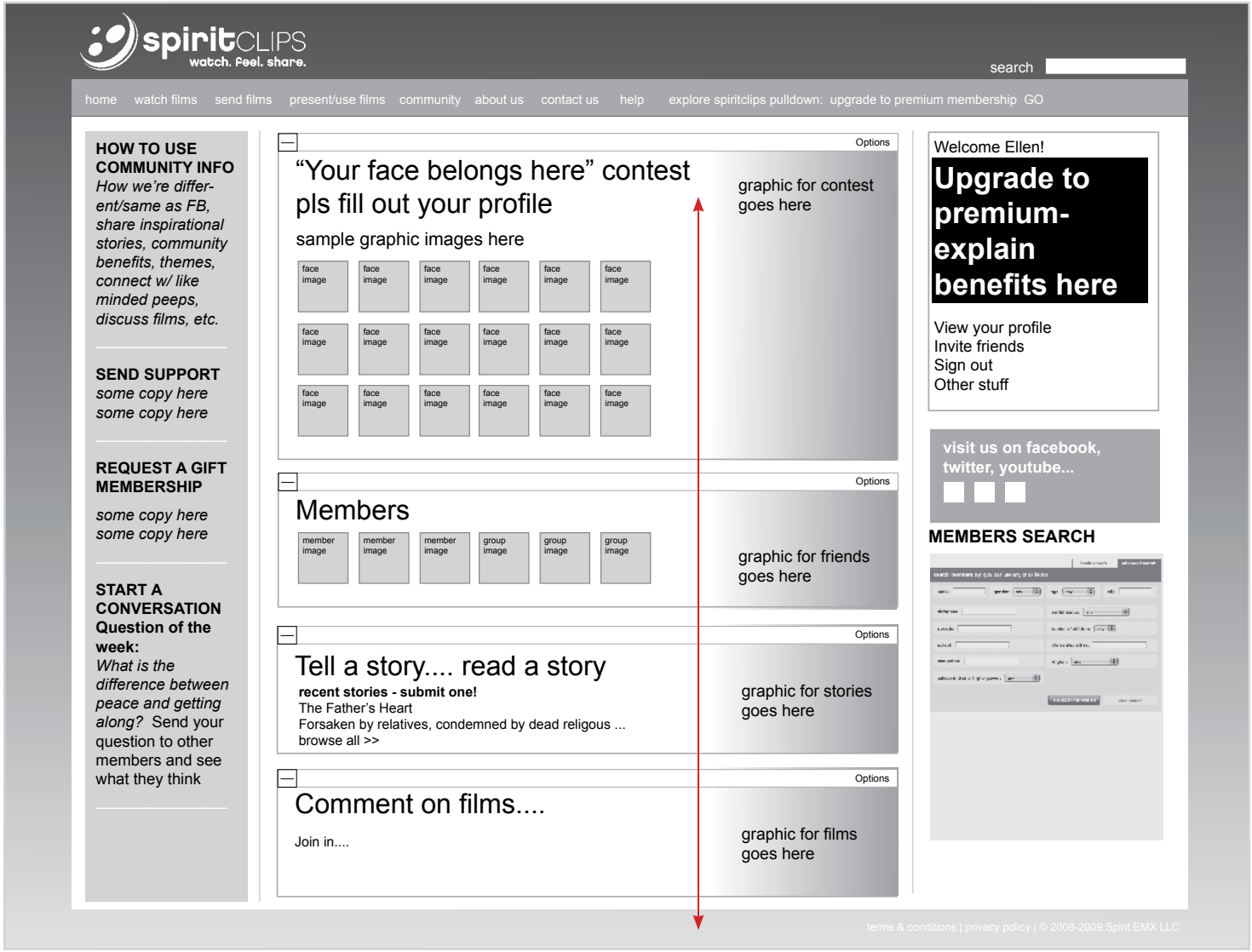
Top nav items could include pulldowns if helpful.

Links area here consistent but not static. We might want different copy for non-members?

Links area here consistent but not static.

This area for search fields

Center of page = dynamic, "heart & color" area that changes depending on what we're promoting and state of user. This content area to change based on choices at left. Opens w/ lots of nice graphics. Re-orderable by user like in yahoo.



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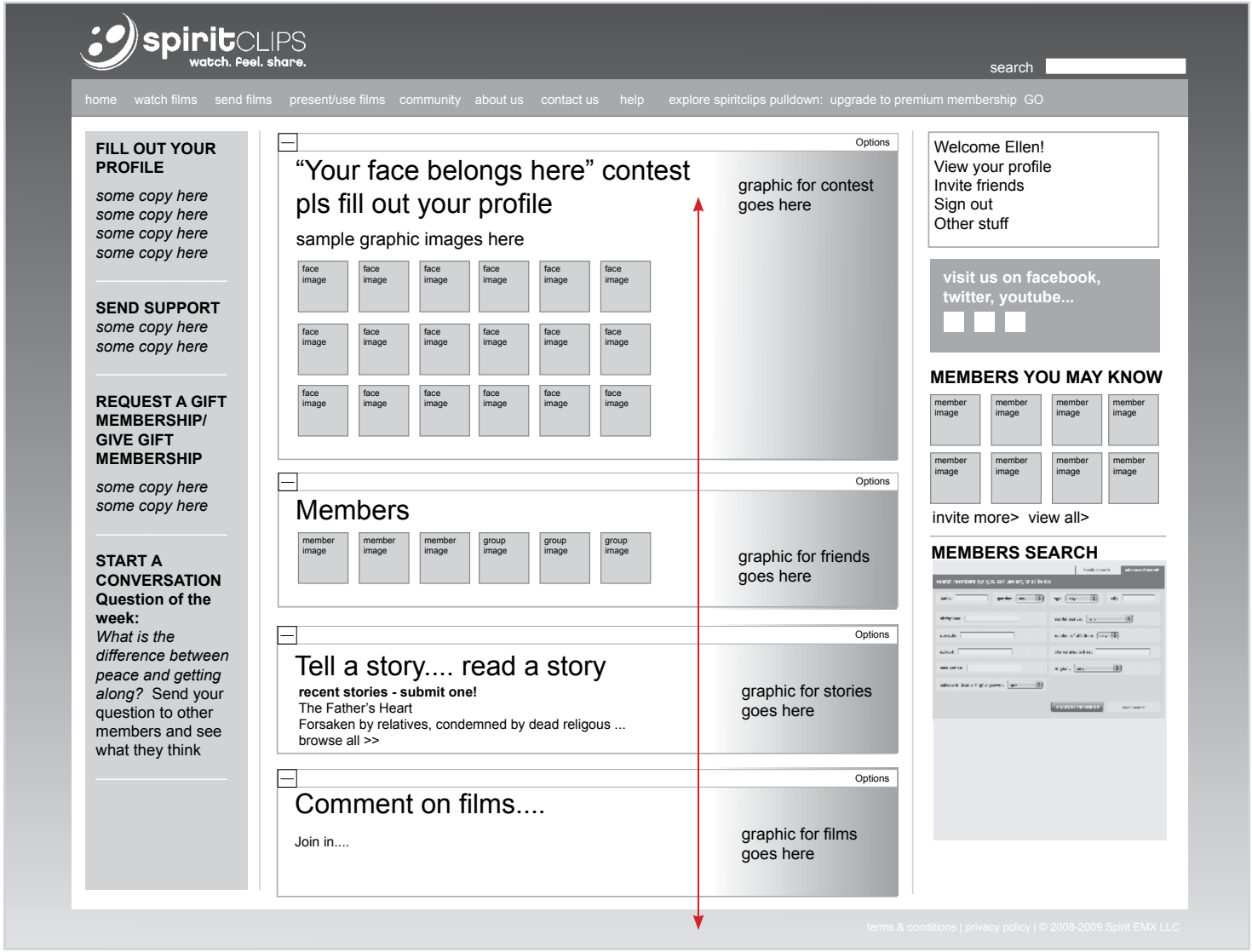

This area for showing members and groups.

This area for search fields

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