



# **Sony - SCEE**

# **MAG – Recruitment Campaign**

## Interaction Design Document

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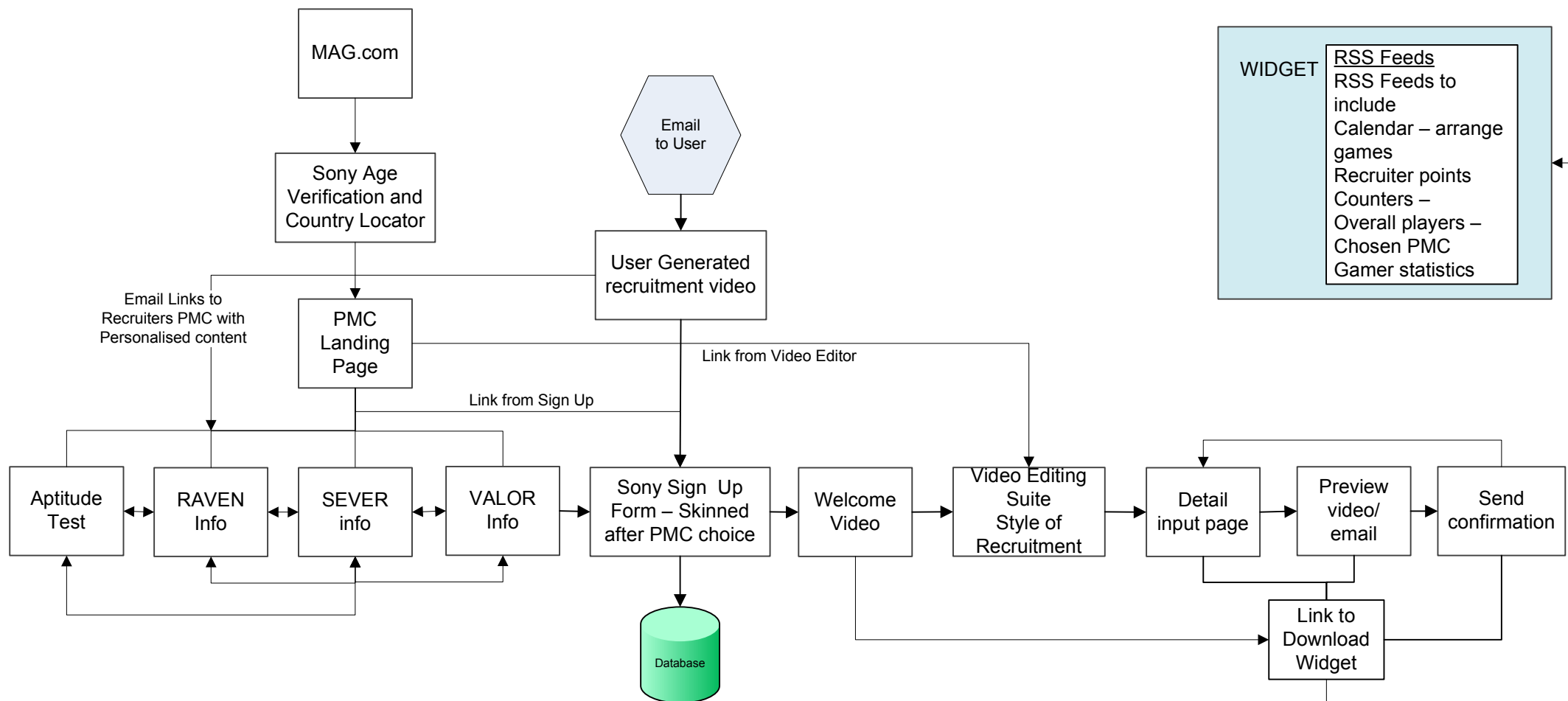
October 15, 2009

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not indicative of final design or nomenclature

HOME	VALOR	SEVER	RAVEN	CHOOSE A PMC
------	-------	-------	-------	--------------

Image

1

Image

**2 BLOG**  
Adipiscing elit, sed diam  
nonummy nibh euismod  
tincidunt  
  
Consectetur adipisicing elit,  
sed diam nonummy nibh  
euismod tincidunt.

**3 FORUM**  
Adipiscing elit, sed diam  
nonummy nibh euismod  
tincidunt Adipiscing elit, sed  
diam nonummy nibh  
  
Elit, sed diam nonummy nibh  
euismod tincidunt

**6 VIDEO  
EDITOR**

Imagery

Imagery

Imagery

Imagery

4

5

Support Bar

## Page Notes

- 1** MAG landing page, Top box with generic stylised graphics
- 2** Blogs of different campaigns and victories by members of your PMC,
- 3** General forum with information and FAQ answered
- 4** Generic video and 3 different videos one of PMC group
- 5** Video player/ Viewer allows the user to watch video footage of information different PMC teams
- 6** Explains to the user what they get by joining lets them choose a PMC and takes them to the Sony sign up page



not indicative of final design or nomenclature

HOME

VALOR

SEVER

RAVEN

CHOOSE A PMC

Valor image

1

VALOR

Adipiscing elit, sed diam onum  
my nibh euismod tincidunt  
Adipisc elit, sed diam  
nonummy nibh  
  
Elit, sed diam nonummy nibh  
euismod tincidunt  
  
Adipiscing elit, sed diam

Wallpaper

2

Wallpaper

Wallpaper

Wallpaper

3

4

NEW FEED

294,005 MAG  
ENLISTEES

95,114 VALOR  
ENLISTEES

5

Recruit a  
Friend

CAN'T DECIDE?

6

TAKE THE APTITUDE TEST

JOIN VALOR

7

Page Notes

1

Image of PMC

2

Recruitment pack, access is given to new recruits once they join, it contains wallpapers of game footage

3

Video player window

4

RSS feeds from main MAG site.

5

Allows the user to create and send an email to their friends inviting them to joint a PMC

6

Gives the user a change to take the aptitude test to help them to decide which team to join.

7

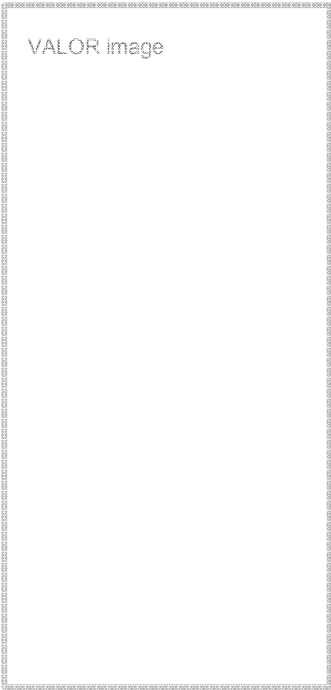
Links to Sony and other sites also links to add the page to social networking sites



not indicative of final design or nomenclature

Page Notes

HOME	VALOR	SEVER	RAVEN	CHOOSE A PMC
------	-------	-------	-------	--------------



Join Up...Valor need recruits like you.

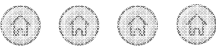
First Name			
Last Name			
Email			
Screen Name			
D.O.B.	Month ▼	Day ▼	Year ▼

Join

Send an Email

CAN'T DECIDE?  
TAKE THE APTITUDE TEST

JOIN VALOR





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HOME

VALOR

SEVER

RAVEN

CHOOSE A PMC

PROPOGANDA

TAUNT

EVANGELISE

1

DOWNLOAD  
WIDGET

2

VALOR Imagery

Page Notes

1

Downloadable desktop widget, allowing the user access to RSS feeds with live game information and updates

2

Imagery of chosen PMC



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HOME

VALOR

SEVER

RAVEN

CHOOSE A PMC

Upload Image 1

1

Upload Image 2

Add Recipients Name

Add Recipients likes

Add Recipients dislikes

Screen Name

2

PREVIEW >

DOWNLOAD WIDGET

Page Notes

1

Live upload box, allows user to click on blank box and upload an image of their chosen recipient

2

Data input box, allowing the user to input selected information about their recipient to personalise their recruitment video.



# 4.2 - Upload Imagery



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HOME

VALOR

SEVER

RAVEN

CHOOSE A PMC

Upload Image 1

Upload Image 2

1

Browse for Image

C: Desktop/My Documents

▼

Upload

85%

Screen Name

PREVIEW >

DOWNLOAD WIDGET

Page Notes

1 Dropdown menu allowing user the ability to browse through their image folders and files.

# 4.3 - Email Preview



not indicative of final design or nomenclature

HOME

VALOR

SEVER

RAVEN

CHOOSE A PMC

1

PREVIEW

2

REDO

3

SEND

DOWNLOAD WIDGET

Page Notes

1

Preview allows the user to view the completed video prior to sending.

2

Redo takes the user back to the beginning to start again.

3

Send the completed video to the addressed recipient.

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1

YOUR EMAIL HAS BEEN  
SENT TO  
lan.whittle@sonyscee.net

2

Thank You

3

SEND ANOTHER EMAIL



DOWNLOAD  
WIDGET



### Page Notes

- 1 A confirmation email page will inform the user that there email has been sent.
- 2 If the email did not get sent, then a relevant error message page will be displayed.
- 3 This button will take the user back to the data input page to restart their selections.



not indicative of final design or nomenclature

HOME

VALOR

SEVER

2RAVEN

CHOOSE A PMC

Valor image

VALOR

Adipiscing elit, sed diam onum  
my nibh euismod tincidunt  
Adipisc elit, sed diam  
nonummy nibh  
  
Elit, sed diam nonummy nibh  
euismod tincidunt  
  
Adipiscing elit, sed diam

1

Recruit a Friend

Wallpaper

Wallpaper

Wallpaper

Wallpaper

NEW FEED

294,005 MAG ENLISTEES

95,114 VALOR ENLISTEES

CAN'T DECIDE?  
TAKE THE APTITUDE TEST

JOIN VALOR

Page Notes

1

Customised recruitment video talking to the [named] recipient, also saying who the email was sent from.

2

If a player watched the recruitment video on a PMC other than the one they were sent, they will be named in the video, but now will not have the invitation 'from' text.



not indicative of final design or nomenclature

1

MAG  
UPDATE

2

239,005 MAG ENLISTEES  
95,114 VALOR ENLISTEES

Personal Recruits35

Game Points328

News Feed8 Marines take out anti tank plato

Hints and TlpsBLOGFORUM

View Diary

Send Diary Invite

Send to a Friend

Page Notes

1

Taskbar icon, highlights when new information id fed into the widget.

2

Expanded widget, opened onto desktop.