



Tottenham Hotspur

Youth Engagement Site

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Tottenham Hotspur Youth Engagement Site

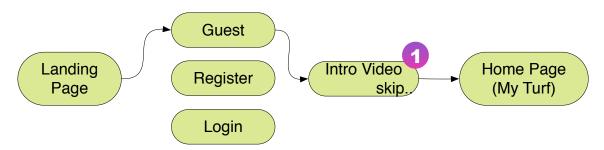
Table of Contents

4 User Journey Home Page 5 Logged in Player - THFC One Hotspur & CRN 6 Redemption Vouchers 7 Sell and Gift Virtual Props 8 Non Logged Player Registration 9 Non Logged Player Registration - No Lockout Option 10 Data Flow Backend 11 Tottenham Administration External Code Generation - Dashboard 12 Code Retrieval - 1-To Many - Dashboard 13 Code Retrieval - 1-To-1 - Dashboard 14 15 16 17 18 19 19 20 21 22 23 24 25 26 27 28 29 30 30 31 31 32	3	User Journey Landing Page
6 Redemption Vouchers 7 Sell and Gift Virtual Props 8 Non Logged Player Registration 9 Non Logged Player Registration - No Lockout Option 10 Data Flow Backend 11 Tottenham Administration External Code Generation - Dashboard 12 Code Retrieval - 1-To Many - Dashboard 13 Code Retrieval - 1-To-1 - Dashboard 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 31	4	User Journey Home Page
7 Sell and Gift Virtual Props 8 Non Logged Player Registration 9 Non Logged Player Registration - No Lockout Option 10 Data Flow Backend 11 Tottenham Administration External Code Generation - Dashboard 12 Code Retrieval - 1-To Many - Dashboard 13 Code Retrieval - 1-To-1 - Dashboard 14	5	Logged in Player - THFC One Hotspur & CRN
8 Non Logged Player Registration 9 Non Logged Player Registration - No Lockout Option 10 Data Flow Backend 11 Tottenham Administration External Code Generation - Dashboard 12 Code Retrieval - 1-To Many - Dashboard 13 Code Retrieval - 1-To-1 - Dashboard 14 15 16	6	Redemption Vouchers
9 Non Logged Player Registration - No Lockout Option 10 Data Flow Backend 11 Tottenham Administration External Code Generation - Dashboard 12 Code Retrieval - 1-To Many - Dashboard 13 Code Retrieval - 1-To-1 - Dashboard 14 15	7	Sell and Gift Virtual Props
10 Data Flow Backend 11 Tottenham Administration External Code Generation - Dashboard 12 Code Retrieval - 1-To Many - Dashboard 13 Code Retrieval - 1-To-1 - Dashboard 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	8	Non Logged Player Registration
Tottenham Administration External Code Generation - Dashboard Code Retrieval - 1-To Many - Dashboard Code Retrieval - 1-To-1 - Dashboard Code Retrieval - 1-To-1 - Dashboard Retrieval - 1-To-1 - Dashboard Code Retrieval - 1-To-1 -	9	Non Logged Player Registration - No Lockout Option
12 Code Retrieval - 1-To Many - Dashboard 13 Code Retrieval - 1-To-1 - Dashboard 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	10	Data Flow Backend
13 Code Retrieval - 1-To-1 - Dashboard 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 31	11	Tottenham Administration External Code Generation - Dashboard
14	12	Code Retrieval - 1-To Many - Dashboard
15	13	Code Retrieval - 1-To-1 - Dashboard
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	14	
17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	15	
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35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	33	
36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	34	
37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	35	
38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	36	
40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	37	
40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	38	
41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	39	
442 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	40	
43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	41	
44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61	42	
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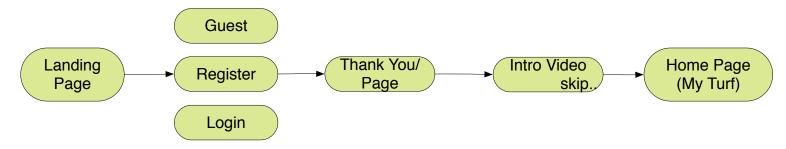
1 - Guest Player

Entering the Site as a Guest player



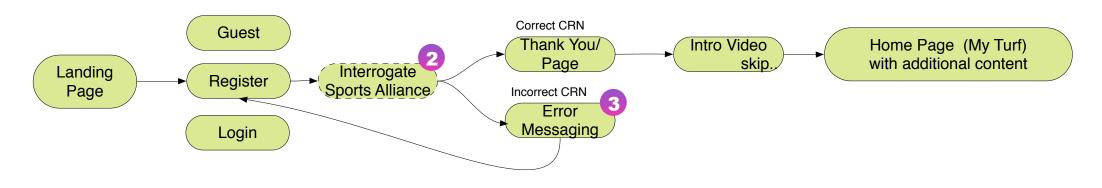
2 - Registering Player without CRN

Entering the Site through registering - Without a CRN

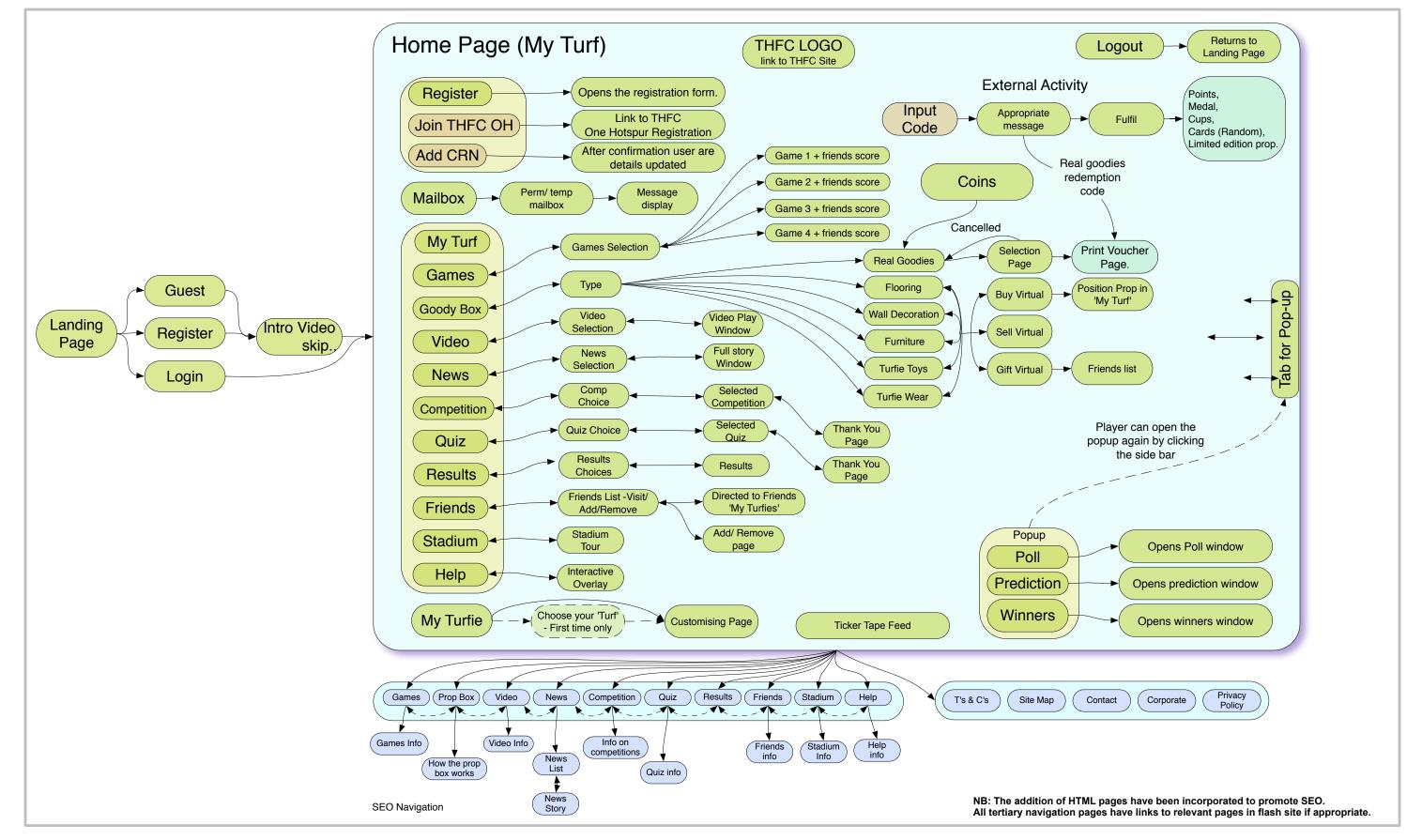


3 - Registering Player with CRN

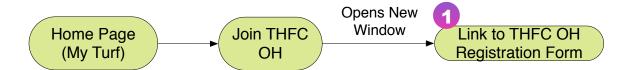
Entering the Site through registering - With CRN



- Players will have the option to skip the intro video and go directly to the Home Page (My Turf)
- On submission of the CRN number the site interrogates the Sports Alliance db to confirm the data.
- If the number is either incorrect or not unique an appropriate error message is displayed. The player cannot pass this point without the correct data or without removing the CRN number form the registration.
- Once all validations have been satisfied the player will continue through the video to the (My Turf) home page.

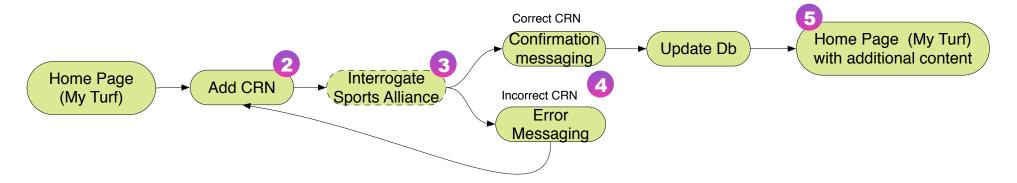


4 - Registering for THFC One Hotspur



5 - LP with new CRN number

LP with new CRN number

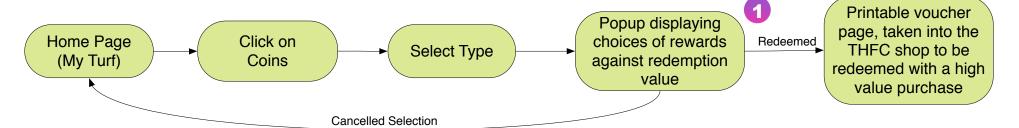


- Once the player clicks on the join THFC OH link a new window will open allowing the player to sign up for the Tottenham Hotspur Football Club One Hotspur, once they have finished the registration and close their current window, the 'Turfies' site will remain open.
- When a player who has already registered as an LP on the 'Turfies' site becomes a THFC OH member and receives a CRN number, they can add this number to their 'Turfies' account.

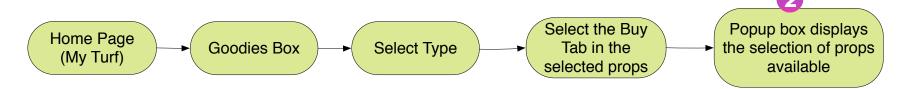
By adding the CRN band submitting the number in the 'Add CRN' filed on the 'Home Page'.

- On submission of the CRN number the site interrogates the Sports Alliance db to confirm the data.
- Provided the data is validated in the Sports Alliance Db the CRN number is accepted and our Db is updated to reflect the players new status. If the number is either incorrect or not unique an appropriate error message is displayed.
- Once all validations have been satisfied the player will be able to continue playing, additional content, props or cards will have been added to their statistics

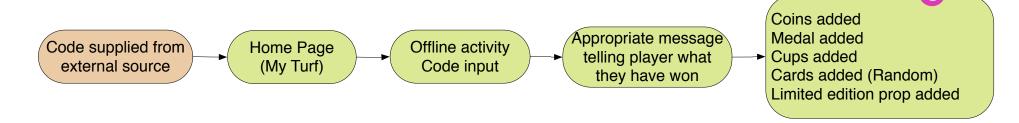
6 - Redeem Experience Rewards/ Coins (From Shop)



7 - Redeem Experience Rewards/Coins (From Site)



8 - Redeem Rewards (From external codes)



NB: It should be noted that until full technical specification for the THFC shops stock code generation has been supplied, we are not in a position to confirm the our preferred user journey.

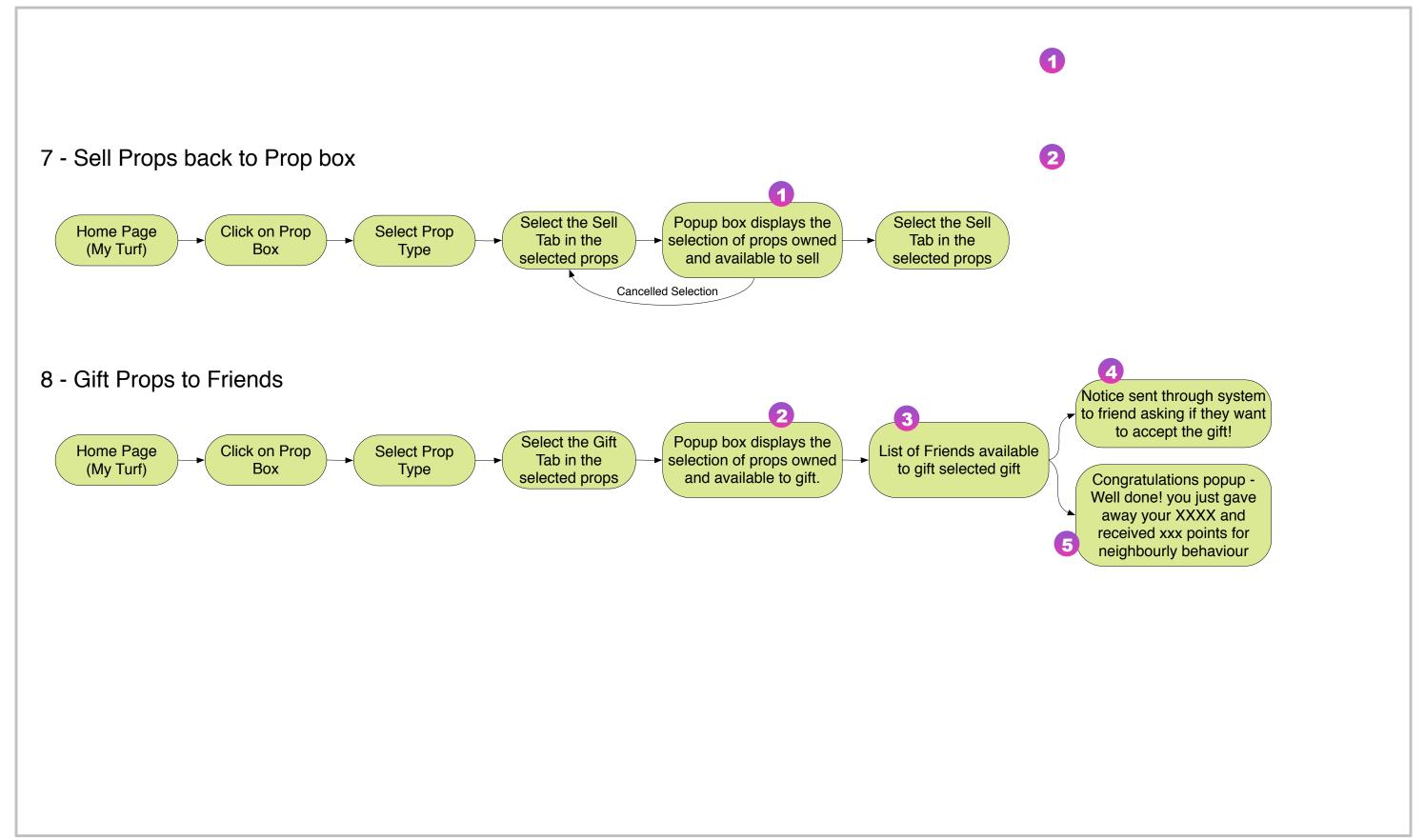
The popup window will display a selection of gifts available with their associated cost value, this will be displayed with an example of what has to be purchased with it.

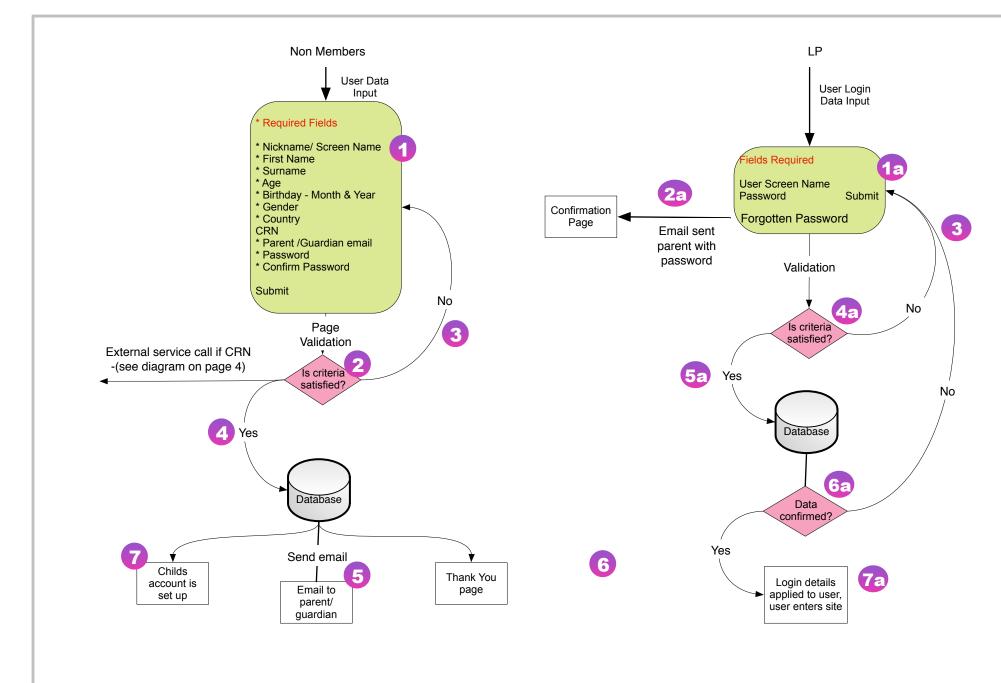
Once the player had completed and confirmed their selection, a printable voucher page pops up. This allows the child the print off the voucher with the code embedded.

- The Popup box displays the selection of props available. The purchase button for props that the player cannot afford will be greyed out, allowing the player to purchase only props they can afford.
- Coins added to coins total

 Medal added to trophy cabinet, view jumps to medal in the cabinet
 Cups added to trophy cabinet, view jumps to cup in the cabinet
 Player statistic Cards added to Top Trump cards, view jumps to cards
 Prop added to players prop box, overlay opens in players prop box
 Limited edition prop added to players prop box, overlay opens in prop box

Sell and Gift Virtual Props





Tottenham Hotspur

Youth Engagement Site

8

Page Notes

- User registration input fields, once the user populates the username field, the system checks to ensure this is a unique name, if the name already exists the system will disallow the name. '?' on CRN opens a help menu where to find CRN number information.
- User input data is verified to ensure that both passwords are identical, both email addresses are identical and unique to the database and that all form field requirements have been satisfied.
- Suggested Error messaging:
 Nickname/Screen Name: Awa Sorryl that
- Nickname/Screen Name: Awe Sorry! that name is already taken please try another one.

Missing Field: Oops there is something missing.

Age: Oh! so sorry you're too young

Birthday: (drop down menu) You forgot your birthday

Are you a boy or a girl?: Oops there's something missing.

Different email addresses: Oh no! we already have this email

address please try a different one.'s

Different Passwords: Oh no! your passwords are different please try again

Submit - not active - see point 4

- Once the data criteria has been satisfied the submit button will be activated allowing the user to submit their details, all data is sent to the database for processing and storing.
- An email is sent to the supplied email address (content to be finalised) but will have links to:

Delete the account completely

Opt in to allow the opt in/out of correspondence (default is set to out)

NB: it should also be noted that should the child not play as an LP for a period of 6 months (TBC) their account is closed and all data is deleted.

- Once the criteria has been satisfied and the form has been submitted a 'Thank You' page is displayed.
- The child's account is set up ready to play.
- Returning registered users input their screen name and password to login
- On submission of forgotten password, an email is sent to the supplied email with the password and a confirmation page lets the player know to ask their parent for the password.
- Both login fields are checked and validated.
- Once the data criteria has been satisfied the submit button will be activated allowing the user to submit their details, all data is sent to the database for verification.
- If incorrect login details are supplied, an error message will be displayed: Sorry wrong email or password please try again.
- Childs is logged into the site and their saved progress status is loaded into the HUD of the game.

3

Yes

Is input Unique Yes

Update Databas

Con't

Is input

4

Tottenham Hotspur Youth Engagement Site

Page Notes

- If a THFC OH (One Hotspur) membership number has been input, the system will interrogate the Sports Alliance database for a matching code.
- Boolean test, has CRN been found?
- Suggested Error messaging after interrogating the Sports
 Alliance Db:
 The system will only check to ensure number is validated and is

a THFC OH junior member. CRN not found: Oh no! we can't find that number, if you just joined please try again tomorrow, or try retyping your number.

- If the entered code has already been used, then an appropriate error message with contact details is displayed.
- Once all criteria have been satisfied and submitted the database is updated.
- Once an application to join 'The Turfies' has been made an email is sent to the supplied parent / guardian email address. The copy should reflect that we are committed to child safety.

 Additional information should be the child's login details and password.

We should have links to: Verify the account Delete account and all information stored

Player Safety information Terms of Use Support@turfies.com (in case parent wants to ask a question)

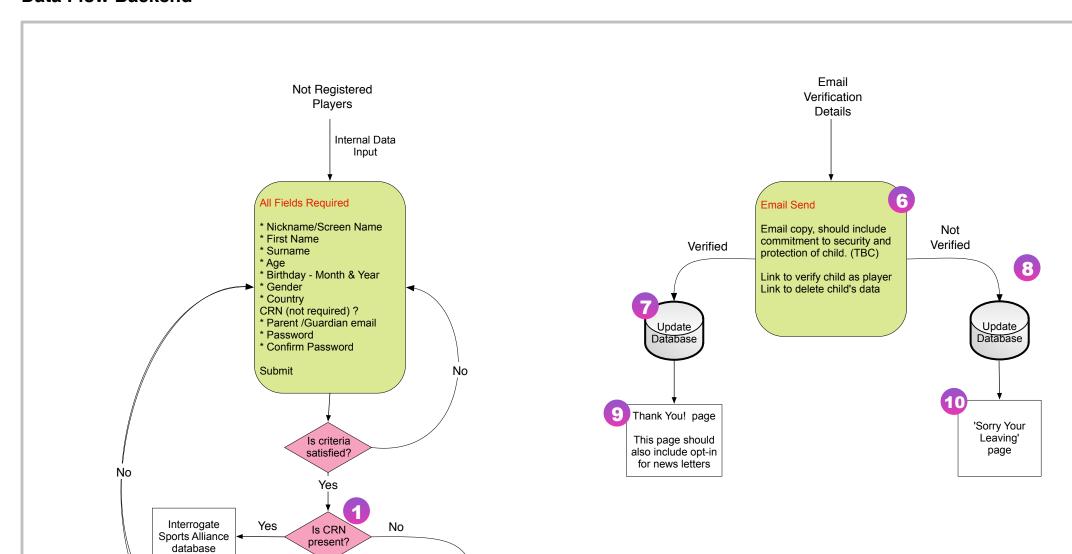
It should also be highlighted that should the parent/guardian take no action the child will not be able to play after 15 days and their details will be deleted after 6 months (TBC).

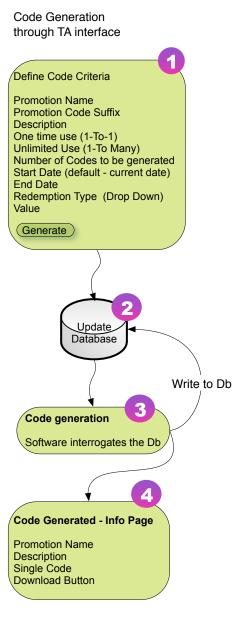
- Once the child's account has been verified by the parent/ guardian the time restriction is lifted from the account and the Db is updated.
- Non verified accounts have 3 states.
 - 1. Non verified but within time restriction account is open and the child can access the site as a member.
 - 2. Non Verified but within 6 month time limit account is locked and cannot be accessed without the parent/guardian taking action
 - 3. Non Verified account outside the 6 month time limit account details are removed from the database.
- Taking positive action from the email will take the person to a Thank You page.

This page will be fully documented in the wireframes but should include opt in for newsletters.

Taking negative action from the email will result in a 'Sorry you're leaving" page.

It should inform the person that all personal details supplied *have been* deleted.





Code Generation Examples

Scoreboard Score > (1-To Many)

Code that expires at 13:00 on Sunday 17th. A single code which can be used by an infinite amount of users.

Tottenham High Street > (1-To Many)

Code that does not expire. A single code which can be used by an infinite amount of users.

Saturday School > (1 To 1)

The code does not expire but can be used only once by a single person.

Tottenham Hotspur

Youth Engagement Site

10

Page Notes

Unique codes will be generated through the TA (Tottenham Administration) control panel. By means of filling in the criteria required for each respective promotion the TA will be able to quickly and simply generate codes as required.

Full requirements criteria will be documented at scoping phase.



In order to generate a code the user need to inputs the code

Promotion Name - The user has a free form text field which allows the user to input a relevant unique promotional name.

Promotion Code - The user is prompted to input a promotional code which will be used as part of the final generated code identifier.

Description - Promotion identifier, free text field to allow TA to put in a relevant promotion description.

1-To-1 / 1-To Many - The code can be generated in one of two states, 1-To-1 allows the moderator to generate a code that one person can use i.e. 1 code 1 use. 1-To Many allows the moderator to generate one code which many people can use.

Number of Codes - Input number field allows the administration to decide the quantity of codes that will be required, (NB:this is only applicable for 1-To-1)

With Dates - A drop down menu allows the TA to choose between open ended promotions without a start/end date or a date specified promotion.

Start Date - Admin can schedule a start date for the promotion, the default setting will be set to the current date.

End Date - Enables the TA to determine the duration of the promotion.

Redemption Type - (TBC) Points, Medal, Cups, Cards (Random), Limited edition prop.

Value - The points value of the is only applicable if the TA chooses points as the redemption criteria.

Generate - submits the code criteria to be generated.

- Input criteria saved to Db
- Code generation

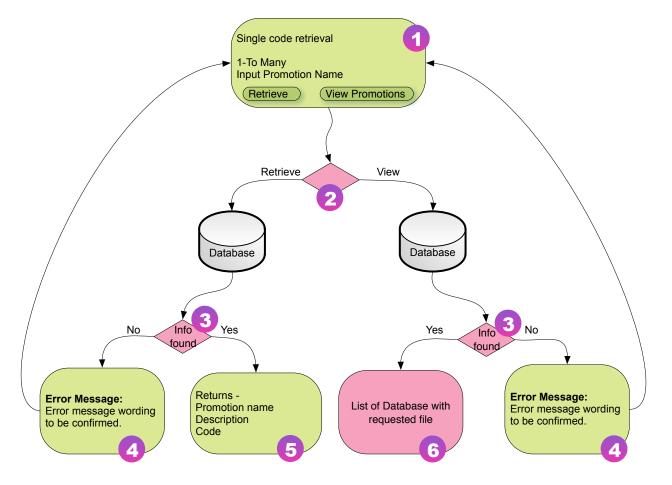
Software interrogates the Db and generates the code based on predefines Algorithms.

Once the information has been processed and the code has been generated a code generation information page is displayed:

Promotion Name
Promotion Description
Generated Code (If single code number only)
Download CSV button - this allows the user to download a CSV file to a location of their choice.

11

Code Retrieval 1-To Many through TA interface



Page Notes

The TA dashboard interface allows the user to retrieve pre-generated numbers. Within the panel the TA is presented with 2 options.

The TA chooses the option of 1-To Many (one code can be used with many people).

If the TA knows the promotion name they can type in the information directly into this input field and click on the 'Retrieve' button to view the information.

A 'View Promotions' button allows the TA to a list view all 1-To Many files in the Database.

The promotion input field can be left blank if the user chooses to 'View Promotions' in this case the resultant view will be of all promotions if the type requested.

If no promotion type has been requested then all promotions in the database will be displayed.

- Users choice of data retrieval.
- Database interrogated for file name requested.
- File name entered has not been found in the database, error message is displayed: TBC.

Sorry, the requested file was not found, Please check the file name and try again.

- The requested file has been found in the database and returned: File name/ promotion code Campaign description Unique code.
- The requested file has been found in the database and displays the file within the database.

File name/ promotion code Campaign Unique code.

If no filename or type has been requested all files will be displayed.

Error message wording

to be confirmed.

Description

CSV download

Page Notes

The TA chooses to retrieve the option of 1-To-1 (Single use code

whereby one code will be used per person).

If the TA knows the promotion name they can type in the information directly into this input field and click on the 'Download' button to download a CSV file

A 'View Promotions' button allows the TA to a list view all 1-To-1 files in the Database.

The promotion input field can be left blank if the user chooses to 'View Promotions'. In this case the resultant view will be of all promotions if the type requested.

If no promotion type has been requested then all promotions in the database will be displayed.

- Users choice of data retrieval.
- Database interrogated for file name requested.
- File name entered has not found in the database, error message is displayed: TBC

Sorry, the requested file was not found, please check the file name and try again.

The requested file has been found in the database and returned: File name/promotion code Campaign description CSV download button

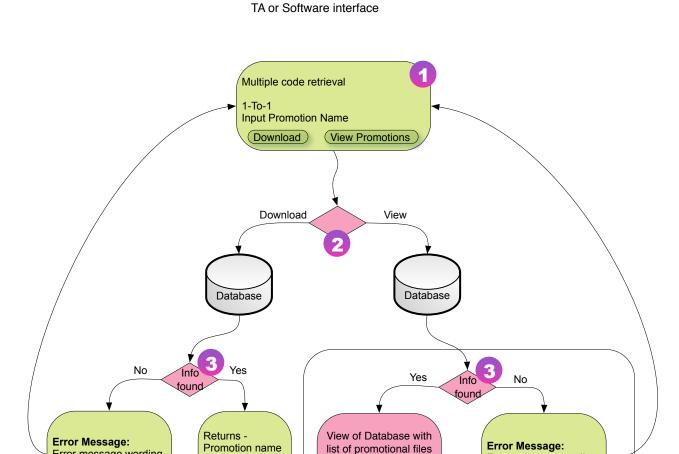
User is given a choice of where to save the CSV file.

The requested file has been found in the database and displays the file within the database.

File name/ promotion code Campaign Unique code

If no filename or type has been requested all files will be displayed.

NB: When all files are displayed in the database, type '1-To Many' will have their unique code displayed in the file list, while the promotion type 1-To-1 will have their NID displayed together with a download button



including Unique

Identifier.

Error message wording

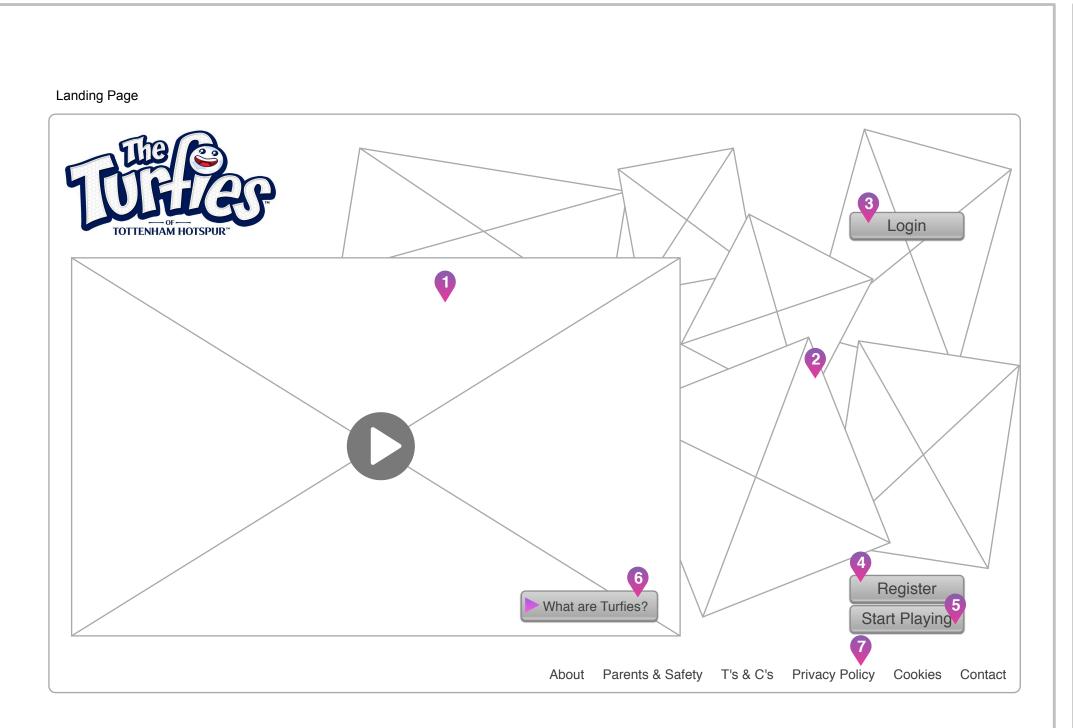
to be confirmed.

NB: This option gives a better user journey, however it requires

VB coding for mail merge interface.

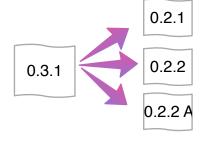
Code Retrieval 1-To-1 through

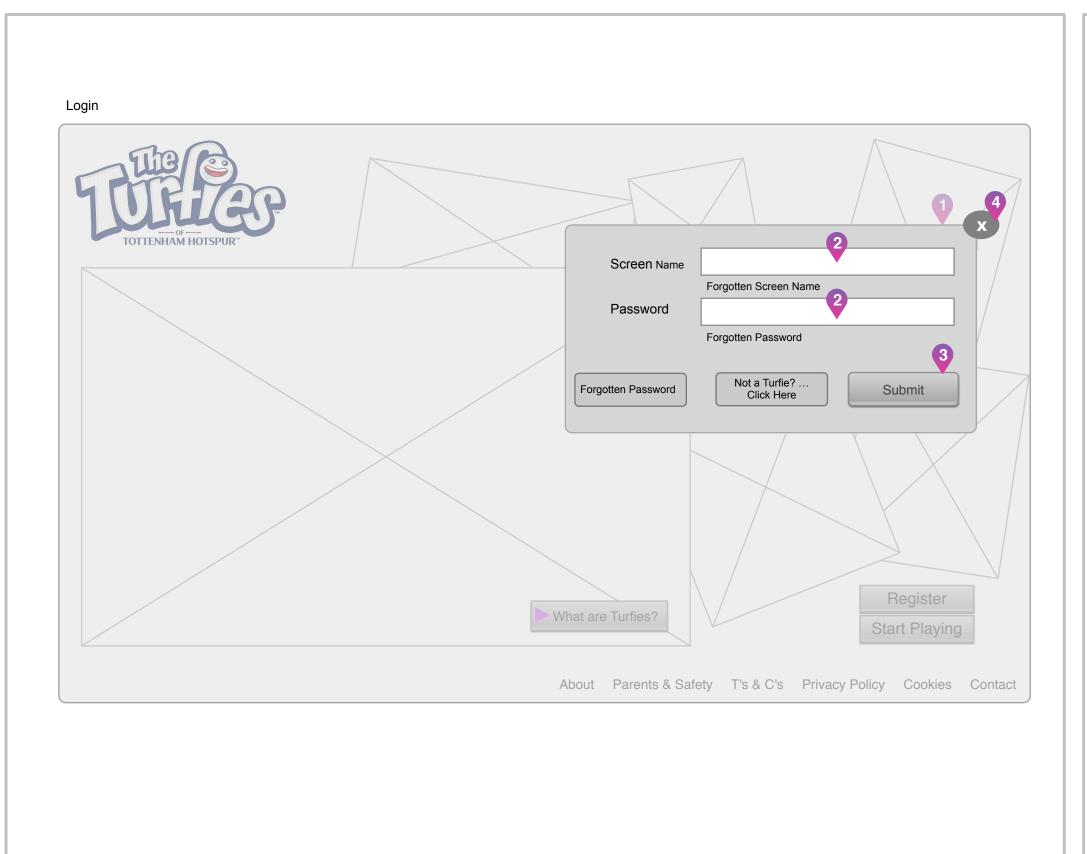
Page Notes



- Large image of Turfie in it's home.
 - Collection of small images of the Turfies some of which have simple animations either through visitor interaction or time loop. (ref: 0.2.1)
- Login Button allows registered users to enter the site as logged in players.
- The registration button takes the user to the Turfies registration form. (ref: 0.2.2)
- Clicking guest allows the user to log in as an anonymous participant and takes them to the play area via 'The Turfies' video. Player cannot save any points, tokens or stats by entering this way. (ref: 0.0)
- Player who wish to learn more about what a 'Turfie' is before committing to become a member can click this link to watch a short introduction video. Which plays in window '1'
- Footer links open a static HTML page.

Note - look at playback on handheld devices MP4
Possibility of A/B testing on button position (registration)





Page Notes Clicking on the Login link opens a window which grows right and down from the Login button. Login requires 2 mandatory fields to be filled in, the players screen name and password are input and validated against the Db. Clicking submit validates the details against the Db, if both sets of information correlates against the Db the players details are updated and the player gains access to the site If information is incorrect the popup changes and an error messages are displayed. (Ref: 0.2.1A) Clicking the 'X' closes the window, taking the player back to the original landing page. 0.2.1

0.2.1A

Tottenham Hotspur Youth Engagement Site

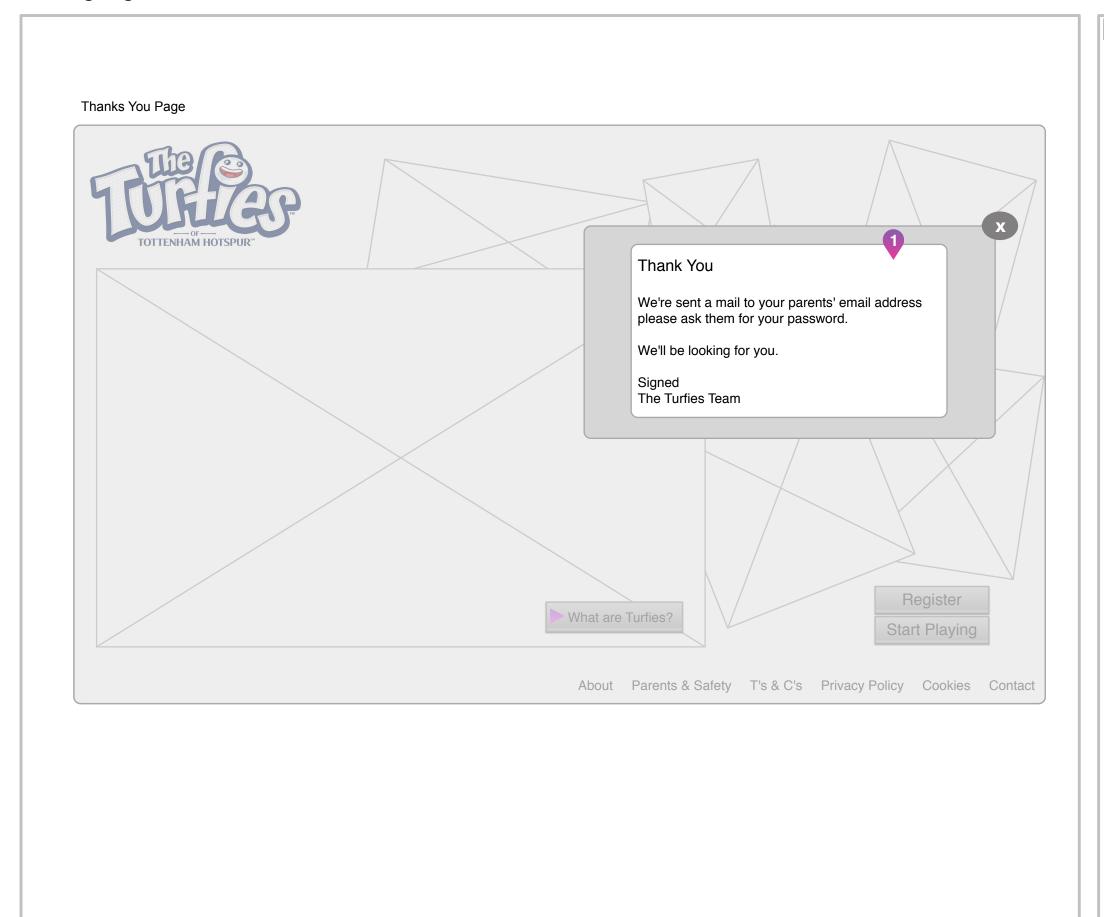
Page Notes

15

The window changes to display an error message, Clicking the Retry link takes the user back to login popup.

Clicking the 'Retry' takes the player back to the Logon popup. (Ref: 0.2.1)

3 Clicking the 'X' closes the window, closes all popup windows



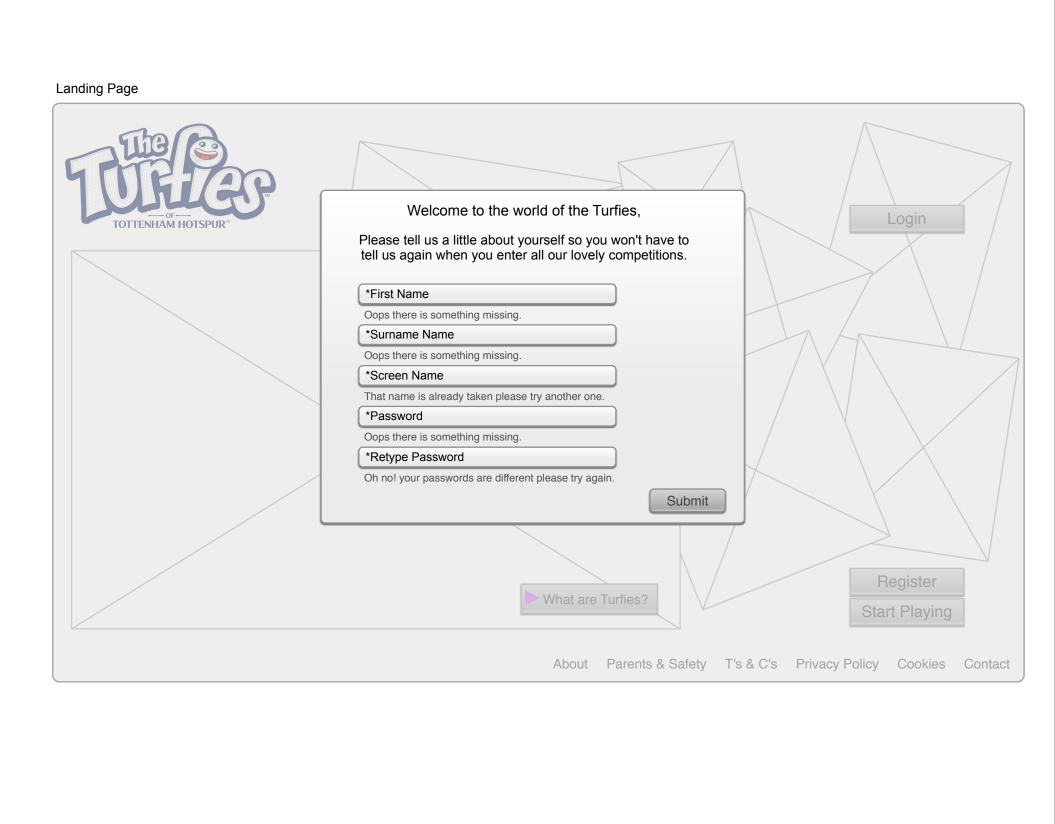
Page Notes The window changes to display an error message, Clicking the Retry link takes the user back to login popup. 0.2.1

Tottenham HotspurYouth Engagement Site

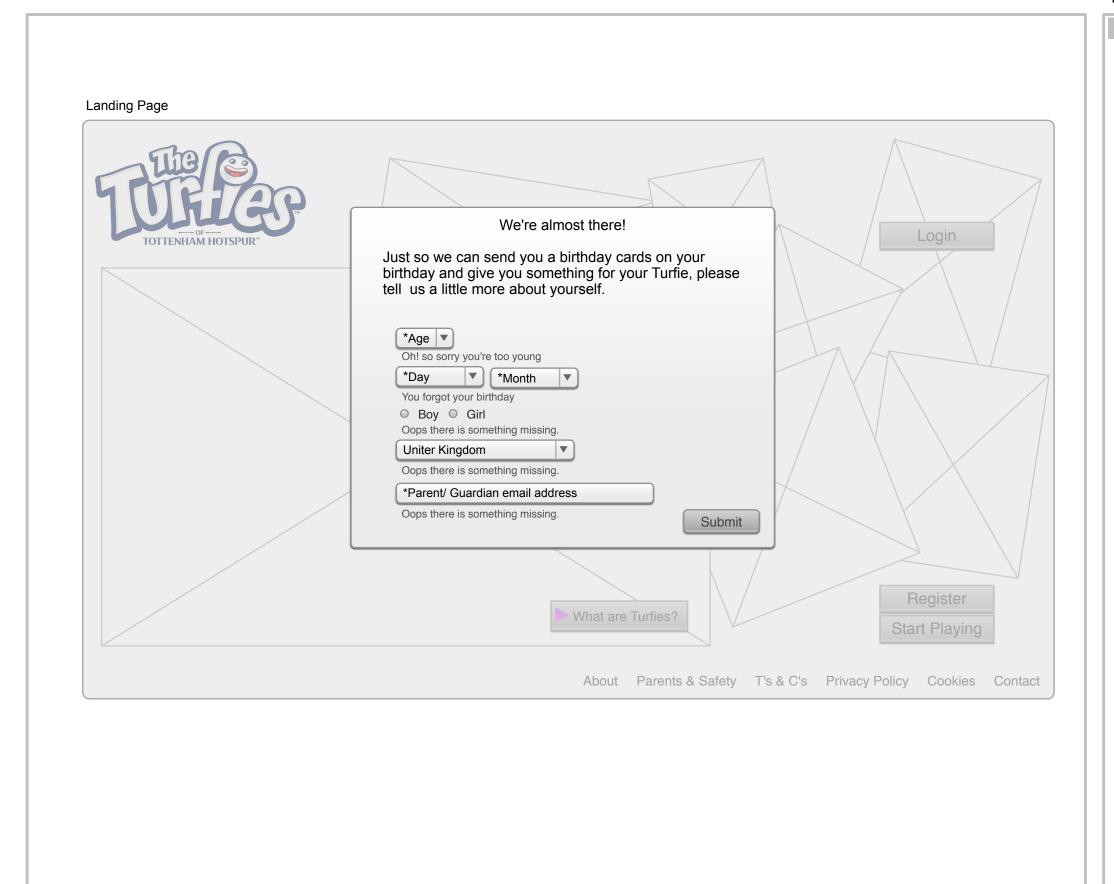
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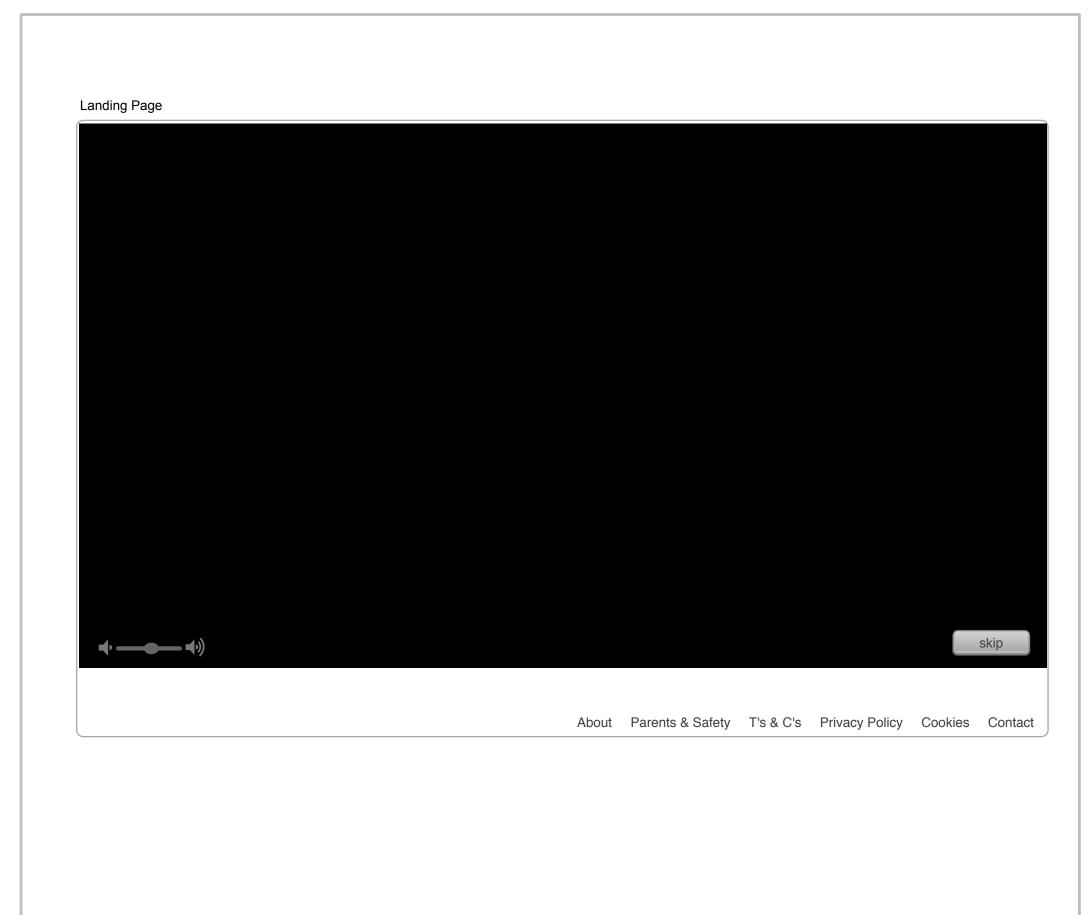
Out	in Engagement ofte	_	
Page	e Notes		
Q	XXXX		
2	xxxx		
3	xxxx		
3	If the player submits an incorrect email address, an error message is displayed highlighting the incorrect email addrewith an option to retry.	ess.	
	0.2.1B 0.2.1C x.x		



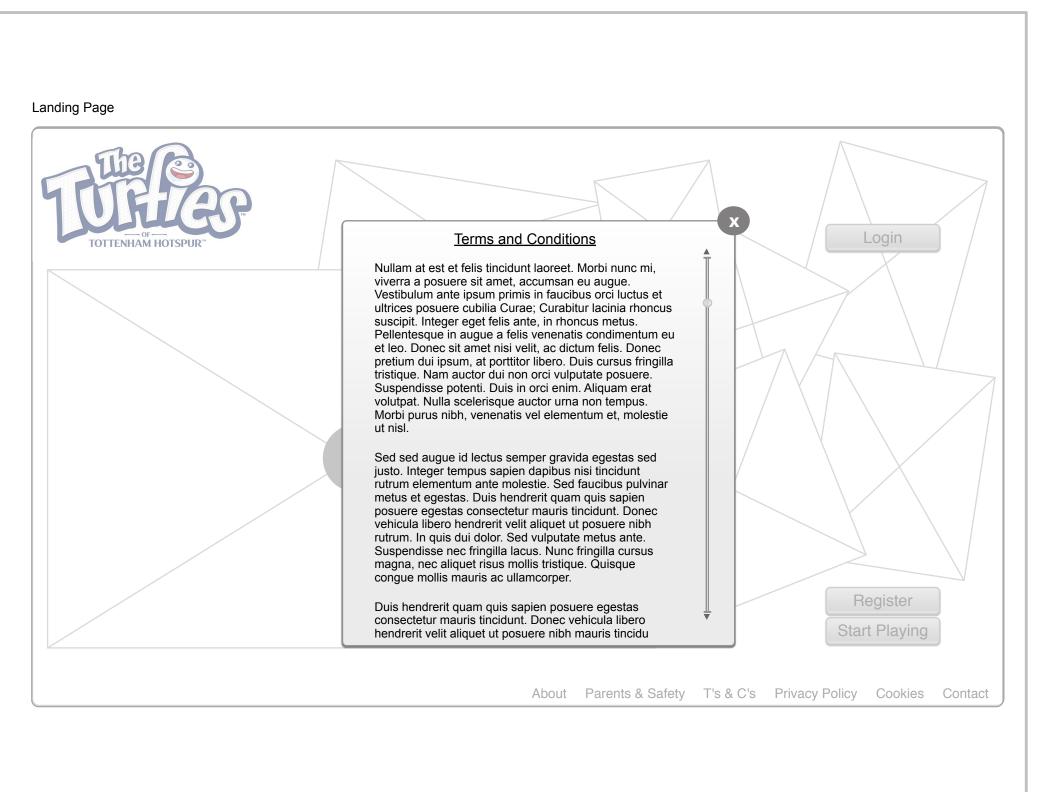


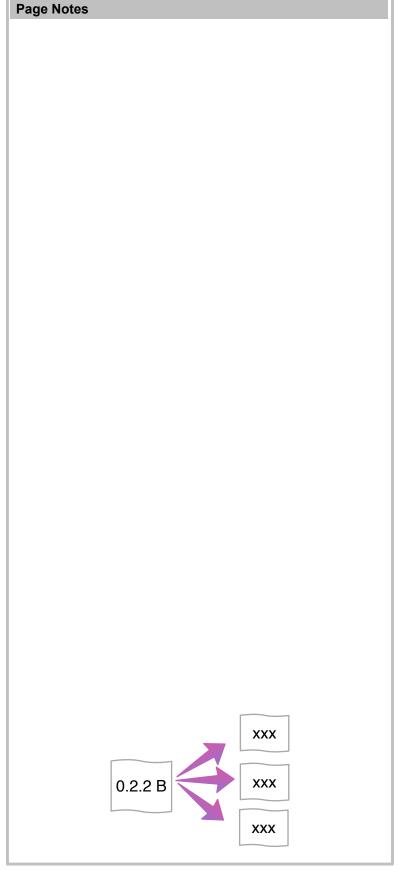


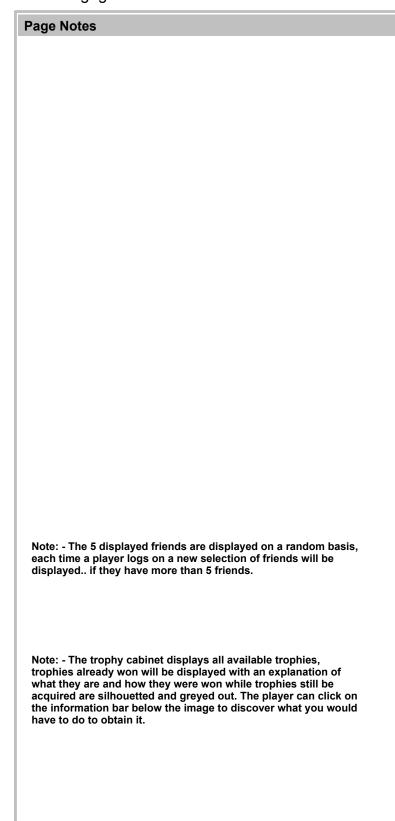


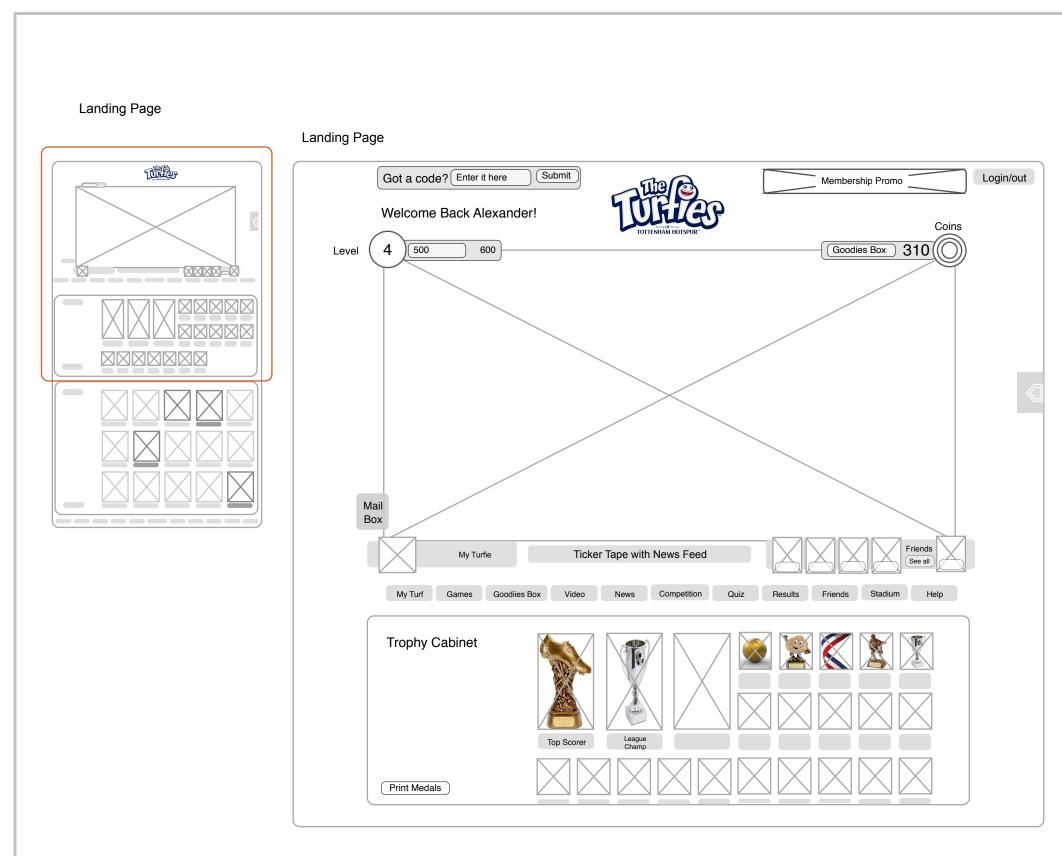


Youth Engagement Site Page Notes Video stops as viewer watches pitch come into screen, player can choose where they live on the pitch. Video continues.. XXX







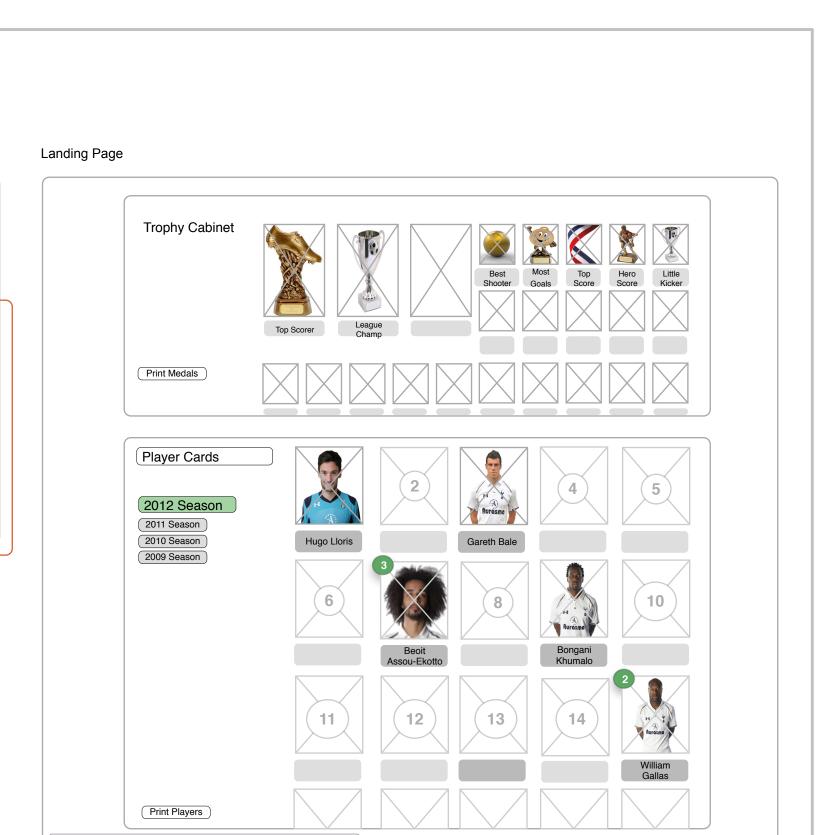


Landing Page

Wiles

XXXXX

Page Notes



Games Goodies Box Video News Competition Quiz Results Friends Stadium Help,

Coach and trainer should be added to squad - TA to add these manually if no data dream supplied.

Players are ordered in the list by playing position

The number of duplicates a player has of a card are depicted on the top R/H/S of the card

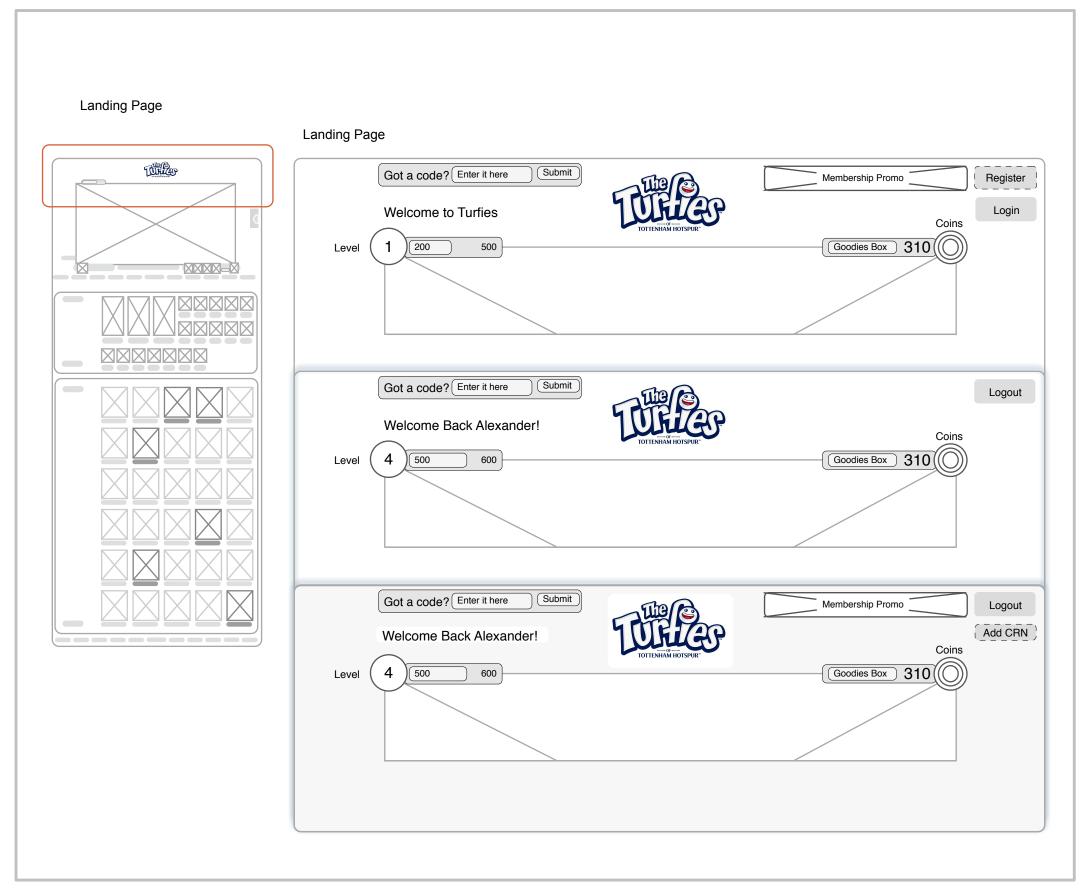
Current Season is always depicted as a larger typeface graphic , however the colour depicts which season is begin viewed.

If a player/ person is transferred midway through a season, their card is highlighted and moved to the bottom of the list, their stats can still be accessed but the player cannot be printed or gifted at that point and it is there for reference only.

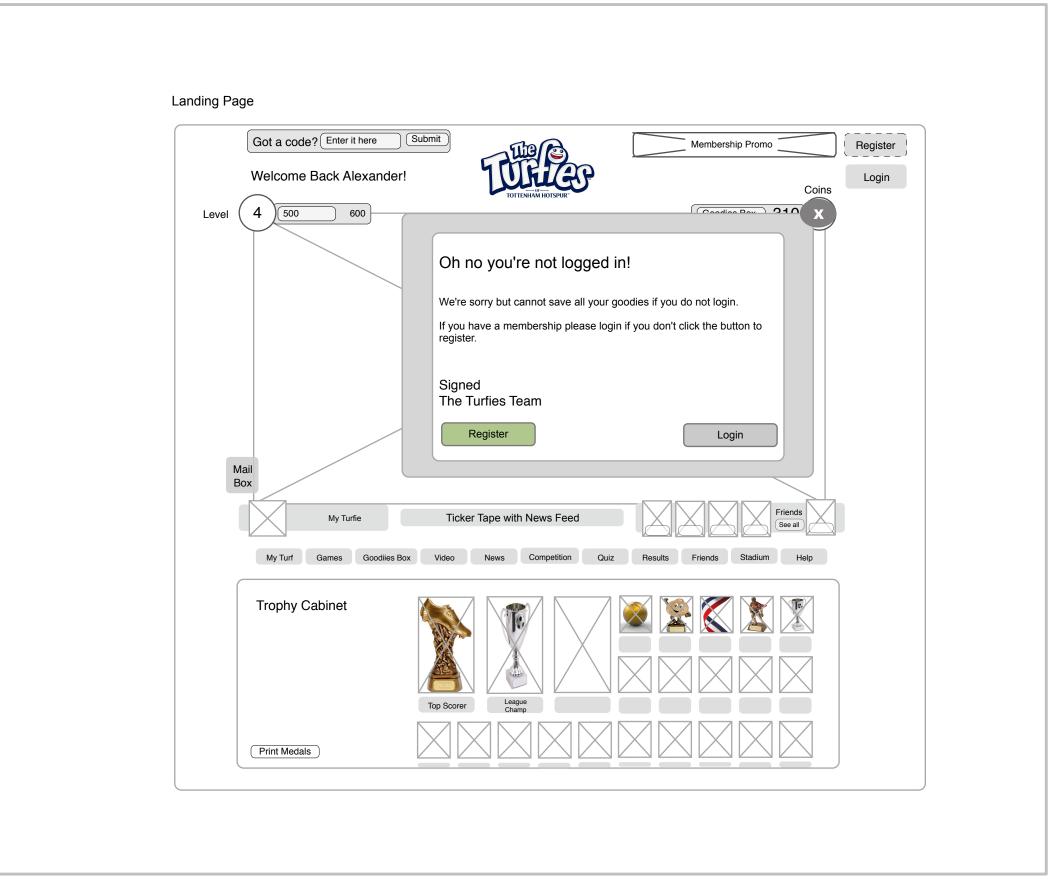
Should a player be disgraced and THFC do not want to be associated with him, he will be removed (unpublished) in this event all children who have been gained that player card are given a full refund on their purchase price or perceived value if not bought through coins.

scrapbook idea to be fleshed out

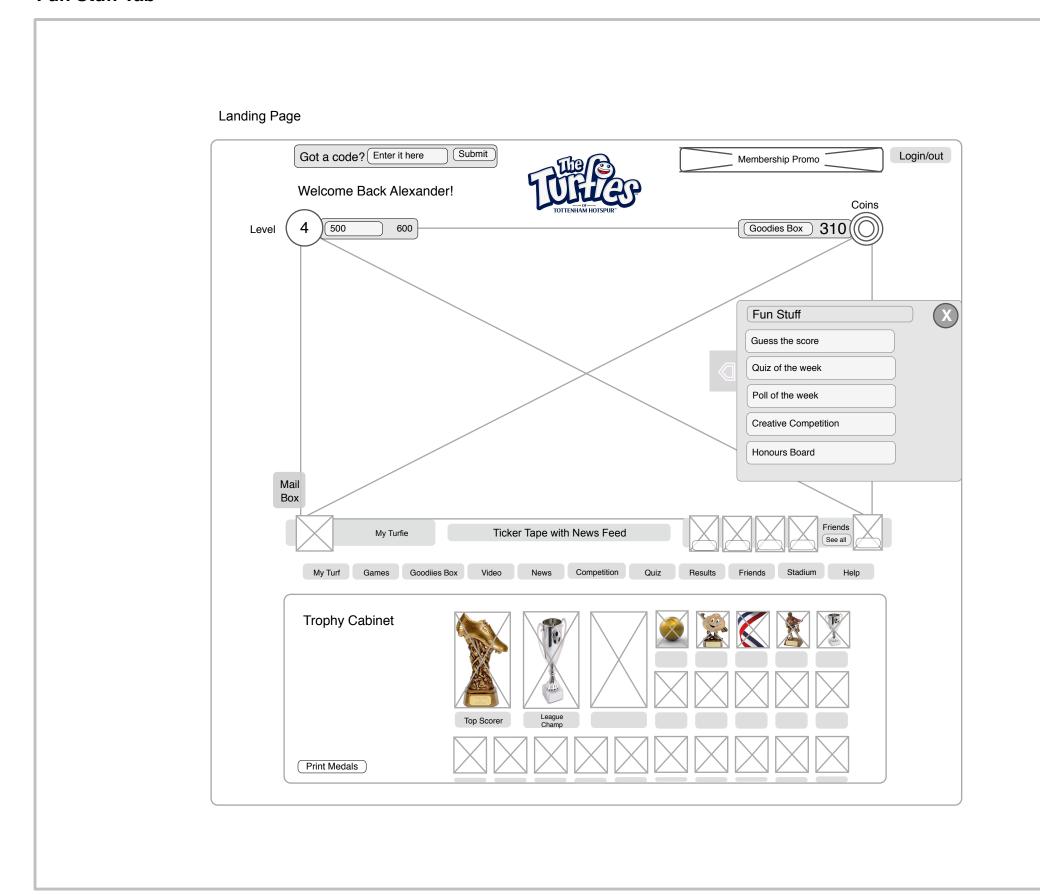
About Parents & Safety T's & C's Privacy Policy Cookies Contact



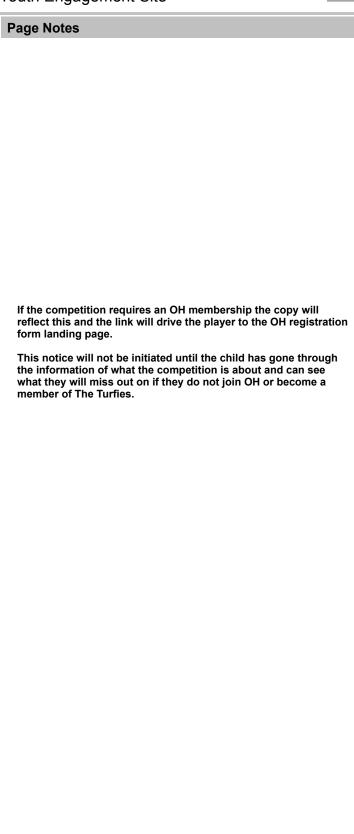
Page Notes	
Player	
₋ogged In - With CRN number	
JKN Humber	
Logged In - No CRN number -	
add tool tip to	
outline what CRN is	

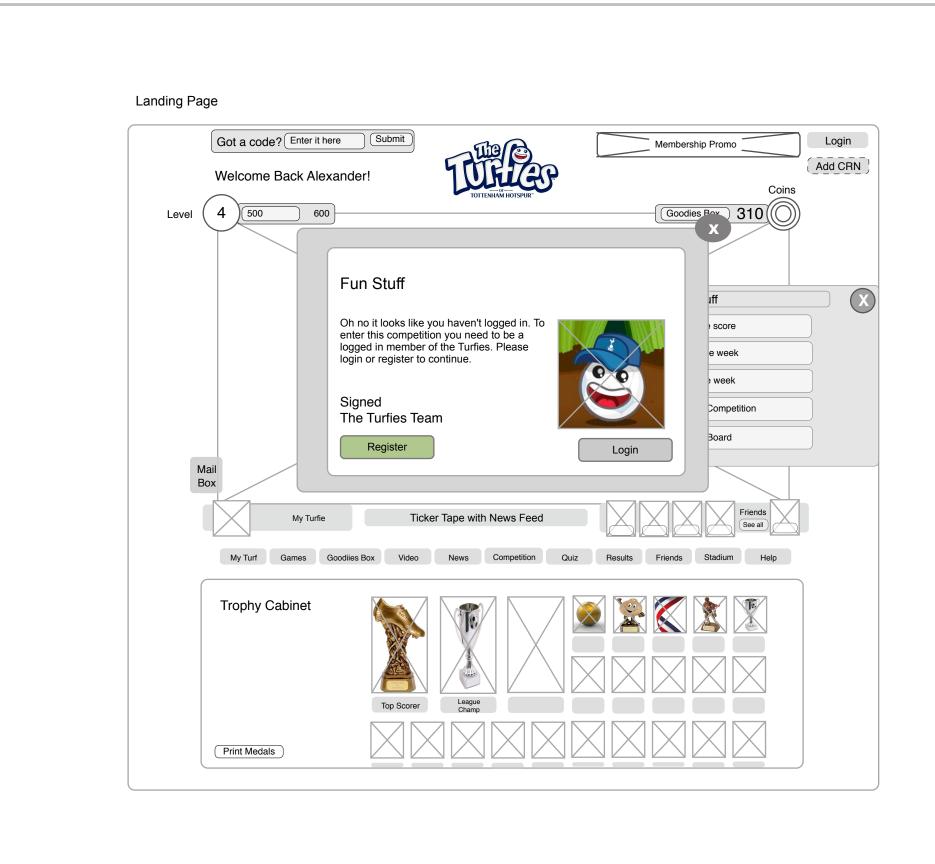


. Jan Ingago Jan.	_
Page Notes	

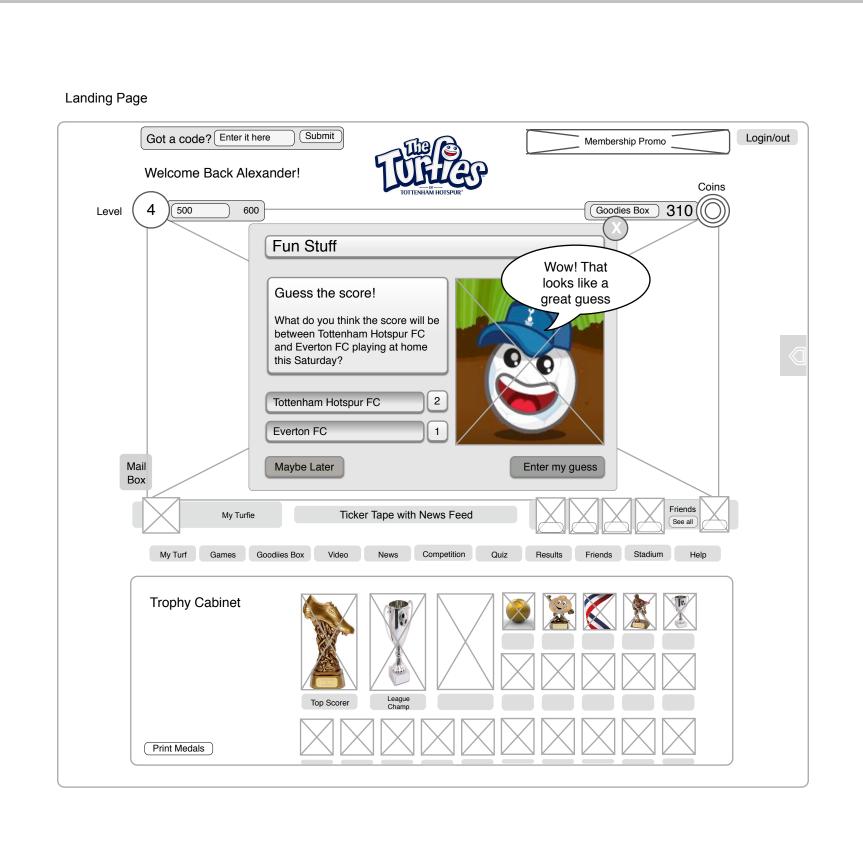


Page Notes
Fun stuff copy to be contextualised and will depend on what player can do.
Quiz of the week (not present)
Quiz of the week (not started) Quiz of the week (not completed - continue)
Quiz of the week (completed - greyed out)
Still to look at how to handle competitions already entered.
Need to cater for Guests/ players trying to enter a competition
which they are not entitled to - Pop up message directing them to join or become a OH member
Pop up message unecting them to join of become a On member





Page Notes

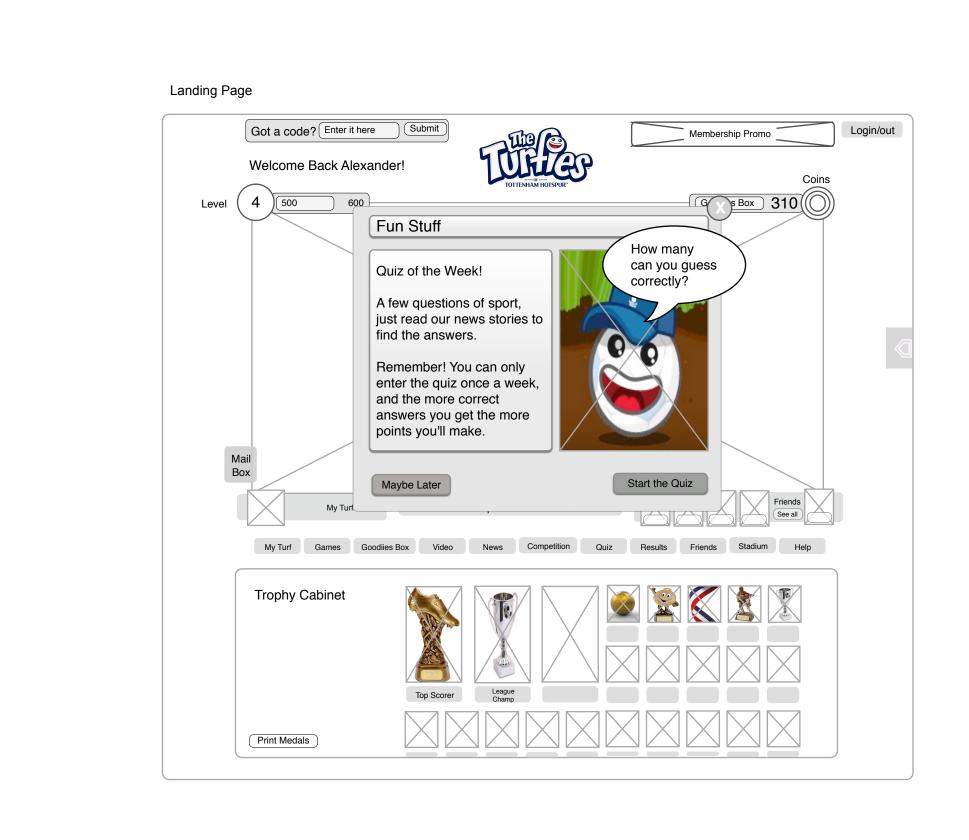


Fun stuff copy to be contextualised and will depend on what to child has guessed as a score.

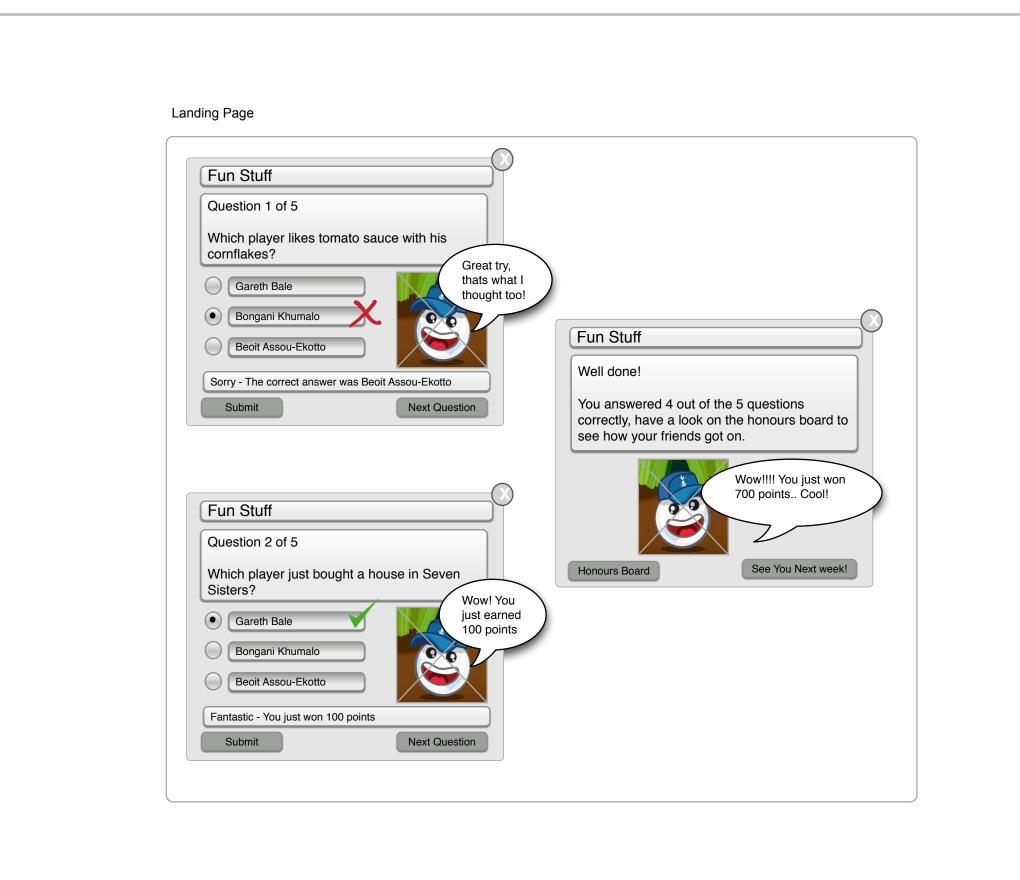
Need the ability to allow the TA to add a match in manually.

Home team needs to be first and neutral games need to be catered for.

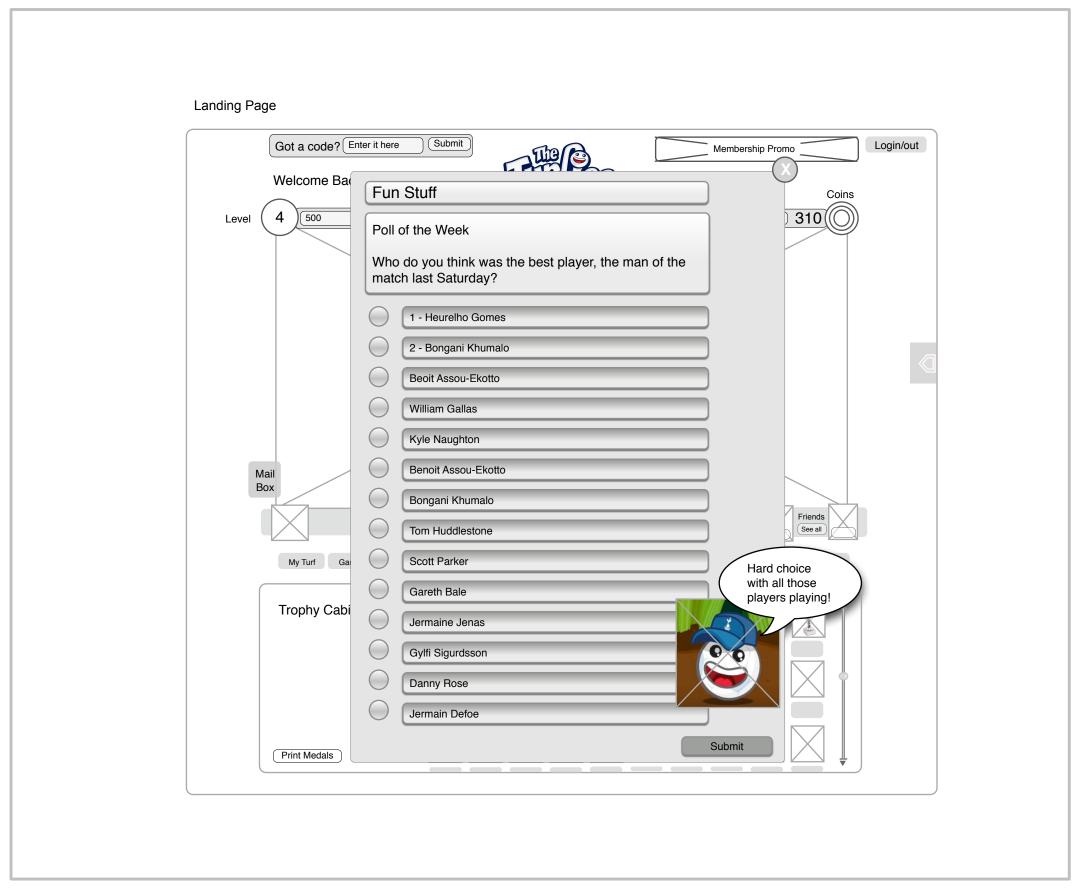
Need to cater for 'Guess the Score" competition to be added manually for friendlies and other games not covered by press association data feed.



outil Eligagement Site		
Page Notes		
Player will have the ability to stop the quiz half way though a continue later. If they do not complete the quiz before the qu removed then they are awarded points on their current progr	iz is	



Page Notes	
3 .	



age Notes	

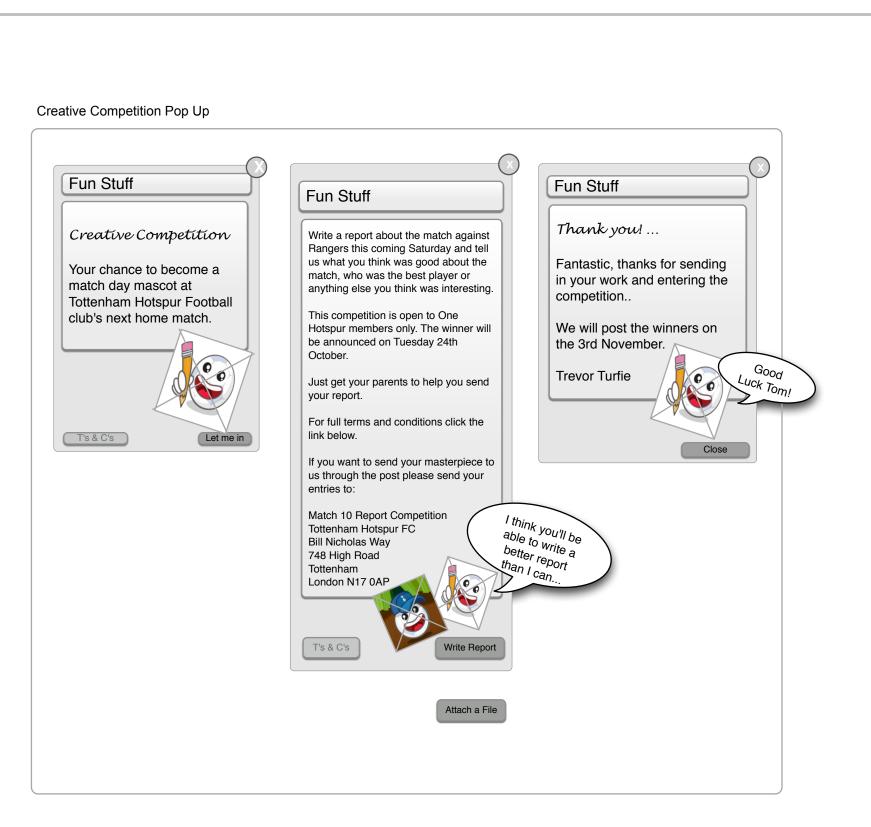
Landing Page Got a code? Enter it here Submit Login/out Membership Promo Welcome Ba Fun Stuff 500 Poll of the Week Thank you for voting and giving me your opinion, the results are in...you voted the man of the match to be.. Heurelho Gomes Bongani Khumalo Beoit Assou-Ekotto William Gallas Kyle Naughton Benoit Assou-Ekotto Mail Box Bongani Khumalo Tom Huddlestone Don't forget to check My Turf Ga Scott Parker back to see how the voting is going. Gareth Bale Trophy Cabi Jermaine Jenas Gylfi Sigurdsson Danny Rose Jenrmain Defoe Print Medals

Page Notes

Players will be awarded points for entering competitions, choosing the eventual top voted winner will result in an additional points quota being awarded.

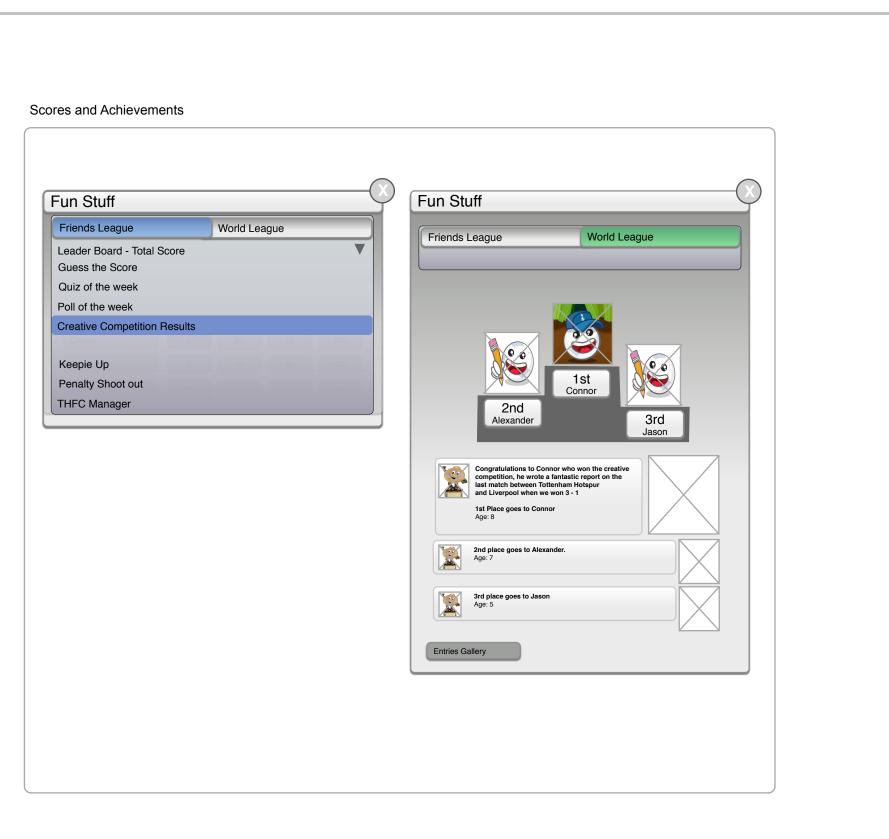
Each competition will close after 1 week automatically, but the end date can be customised by the TA if required.

Page Notes

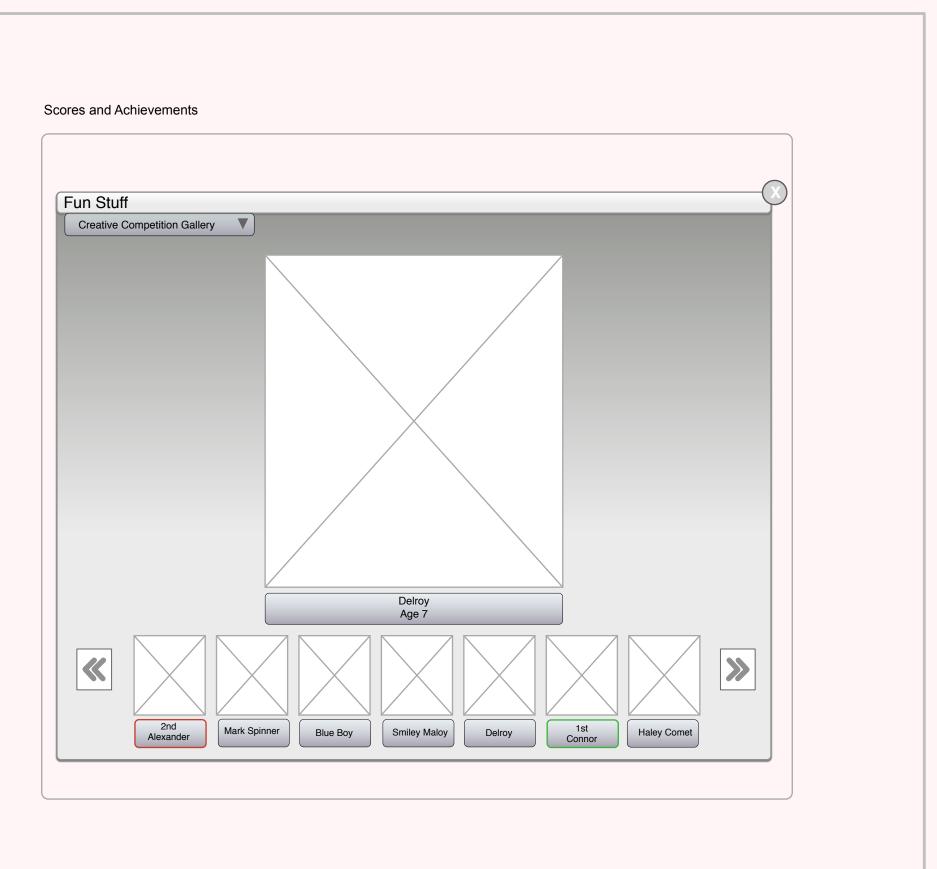


ensure that admin have the capability to add entries to competitions form people who have posted them in.

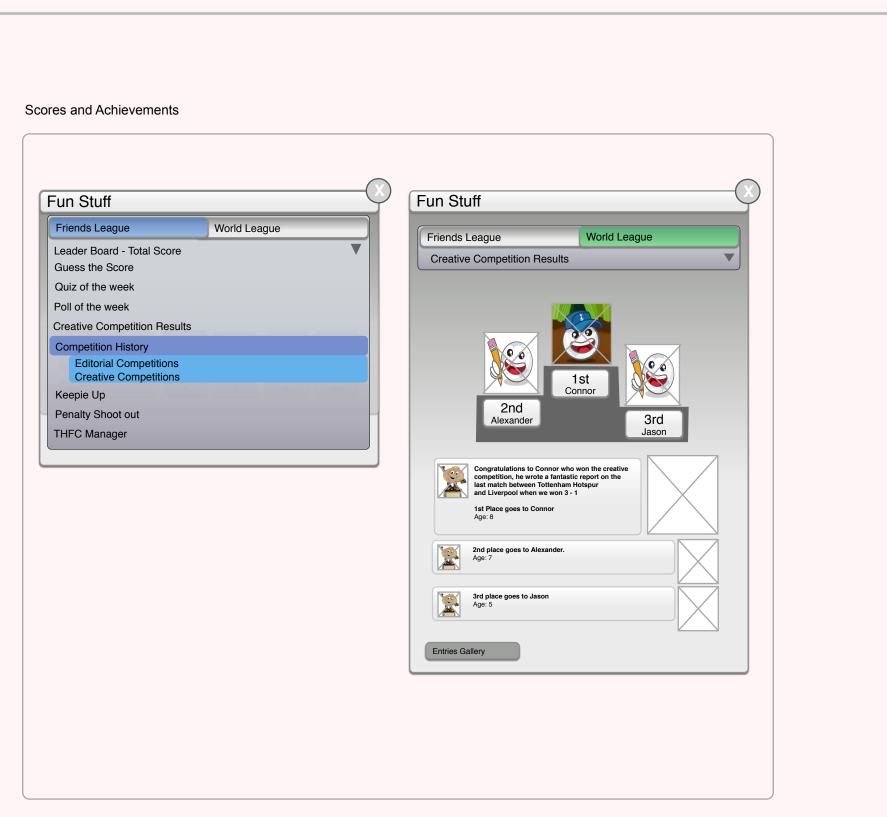
Competition entries will go through moderation before they are allowed into the site.

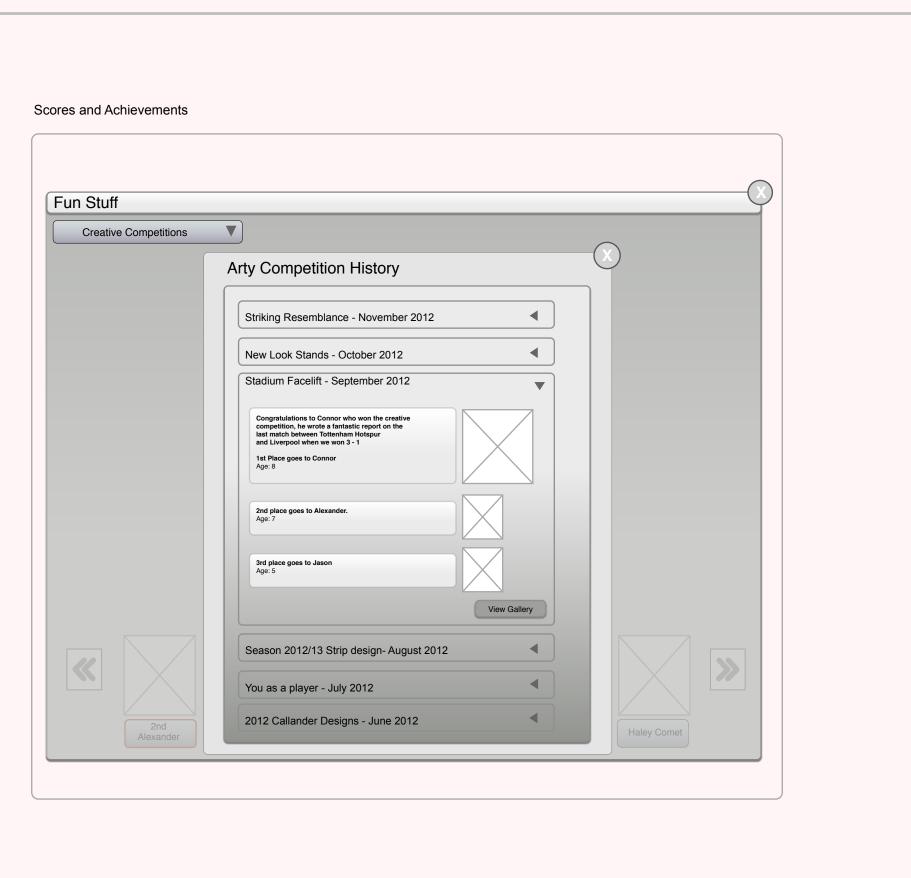


Page Notes	



Youth Engagement Site	
Page Notes	
NB: dashboard - allowances have to be made to let TA upload additional postal mail images and censor images.	





The contract of the contract o	
age Notes	

Scores and Achievements Fun Stuff Stadium Facelift - September 2012 ▼ Delroy Age 7 2nd Alexander 1st Connor Mark Spinner Blue Boy Smiley Maloy Haley Comet

Youth Engagement Site	J U
Page Notes	
NB: dashboard - allowances have to be made to let TA upload additional postal mail images and censor images.	

	(2)	
onours Board		Honours Board
riends League	World League	Friends League World League
eader Board - Total Score uess the Score	V	Guess the Score ▼
uiz of the week		Position Played Points Total
oll of the week		1 Trivott 20 40 430
eative competition		2 Connor 20 50 420
eepie Uppy	20 50 420	
enalty Shoot out HFC Manager	19 50 400	
II O Managei		4 Tom 5 20 190
onours Board		Honours Board
riends League	World League	Friends League World League
Leader Board	▼	Quiz of the Week
	Played Total	Game 20
Position		Position Played Points Total
Position	56 750	
1 George	56 750 54 690	1 George 20 40 430
1 George 2 Blue Boy	54 690	2 Blue Boy 20 50 420
1 George		

Tottenham Hotspur Youth Engagement Site 40

Page	Notes

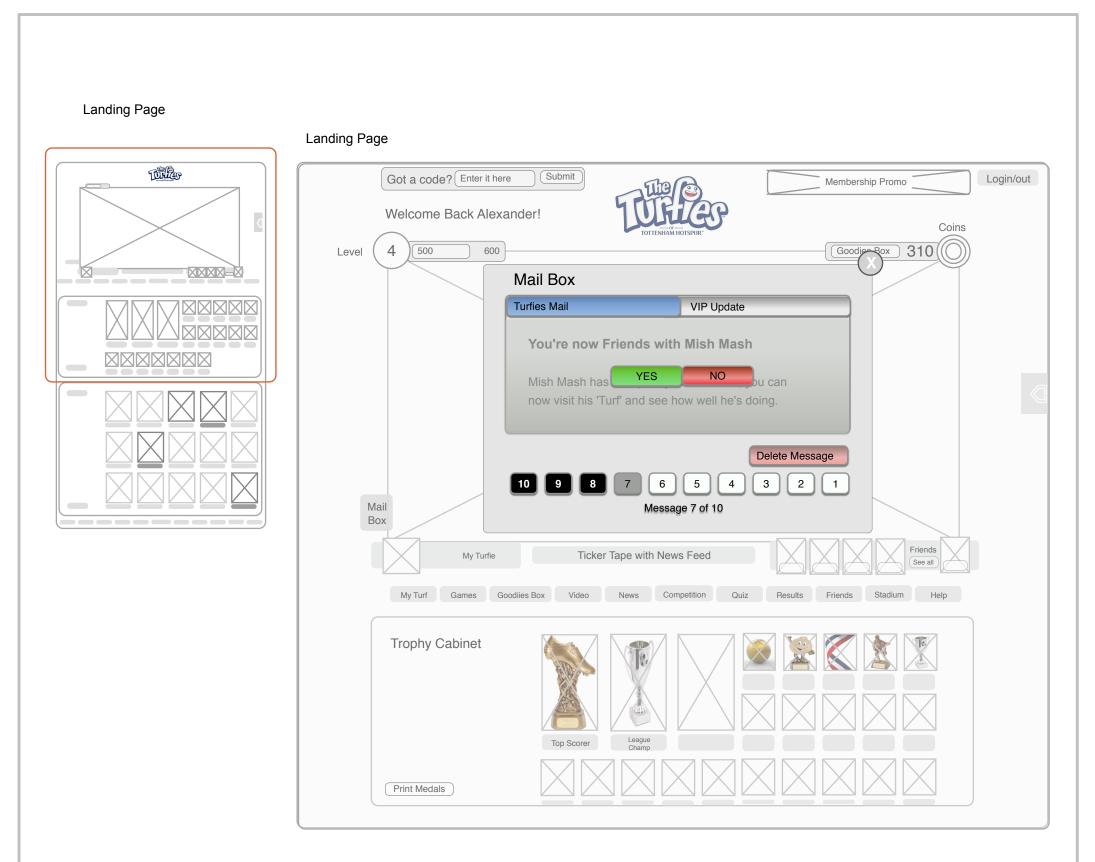
A popup will be displayed on the home screen at the time of login when a player has neglected his emails and they have more than their allotted 10 in their 'Turfies mail'

During the course of play their mail box icon will attract their attention, and will display a mail box full error message.

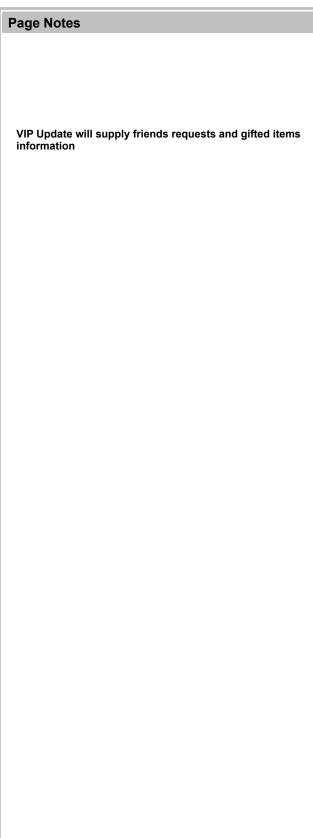
Messages marked with VIP by admin will re reside in VIP Updates, these message have the same attributes as other messages in this folder and will remain until the user takes an action on them.

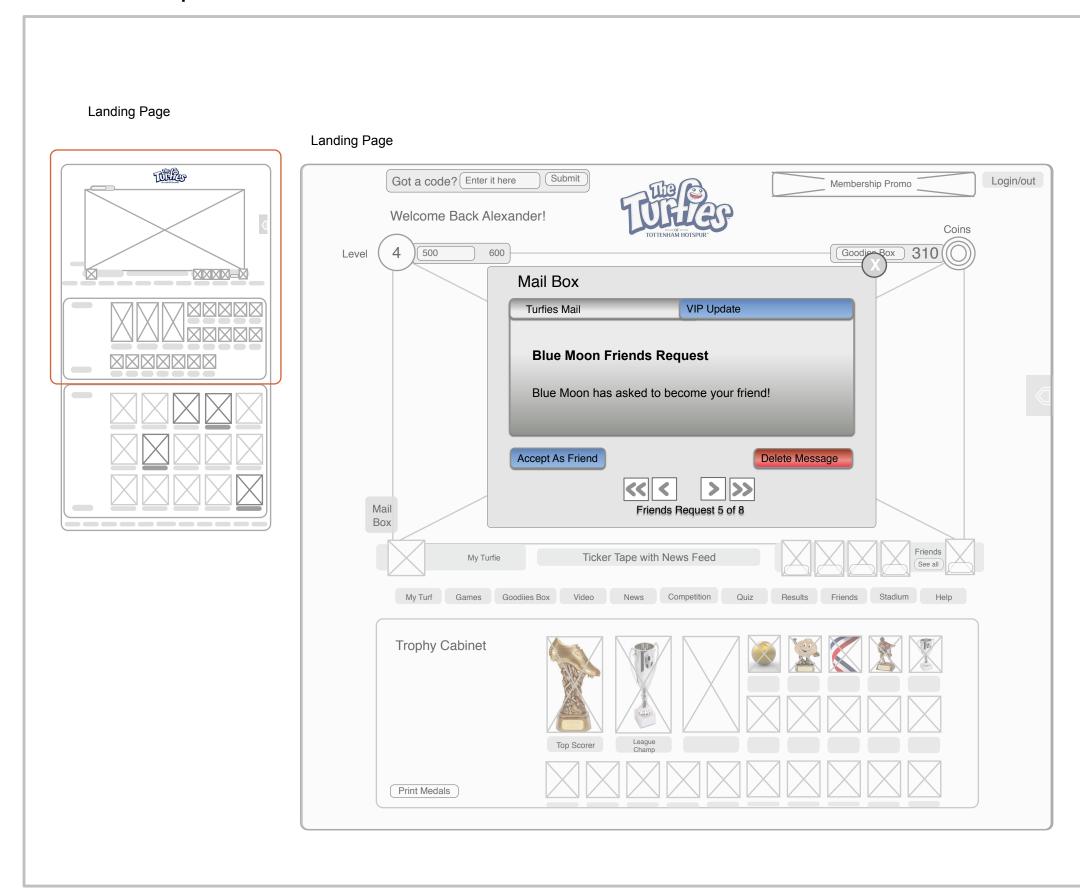
Additional points will be awarded for processing these types of messages.

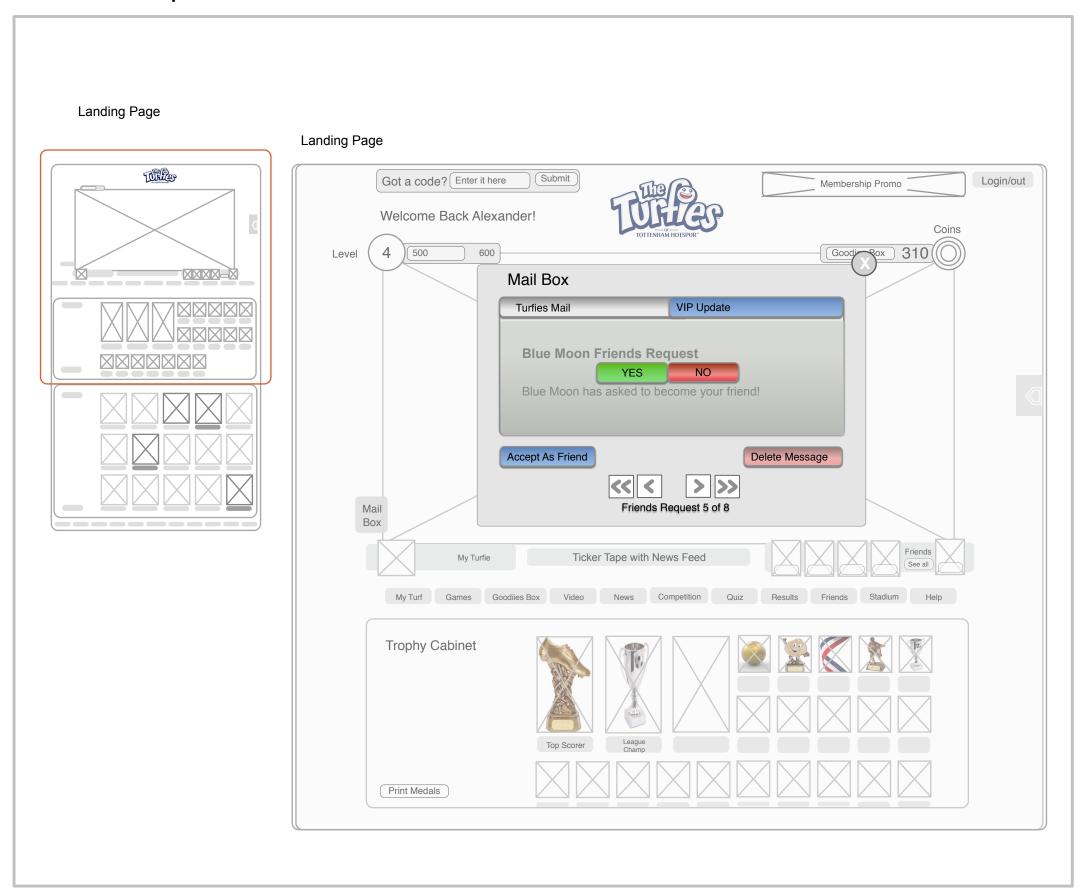




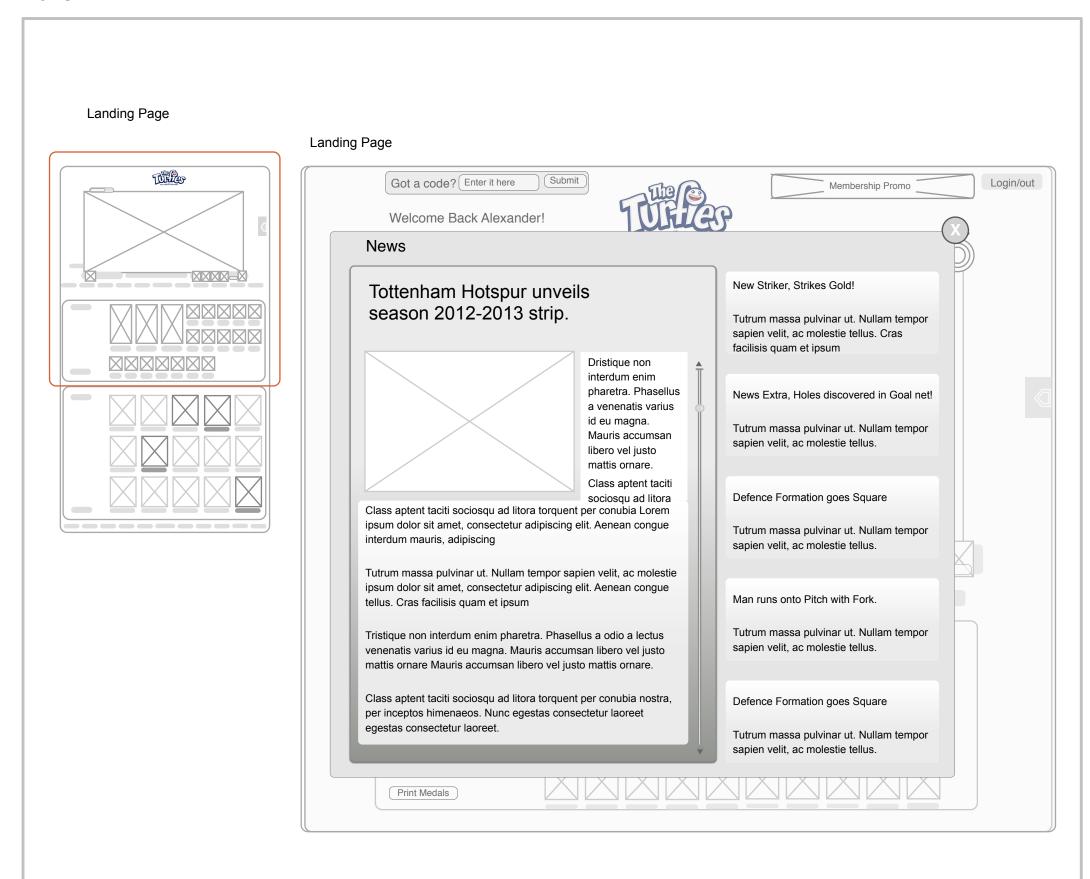
Well Done! You just earnt 10 points for deleting your mail. limit of 10 is not strictly imposed but there is a limit of 10 visible - this is due to Db concurrency concerns. In addition all emails beyond 10 will be deleted when a user logs Note: - The 5 displayed friends are displayed on a random basis, each time a player logs on a new selection of friends will be displayed.. if they have more than 5 friends. Note: - The trophy cabinet displays all available trophies, trophies already won will be displayed with an explanation of what they are and how they were won while trophies still be acquired are silhouetted and greyed out. The player can click on the information bar below the image to discover what you would have to do to obtain it.



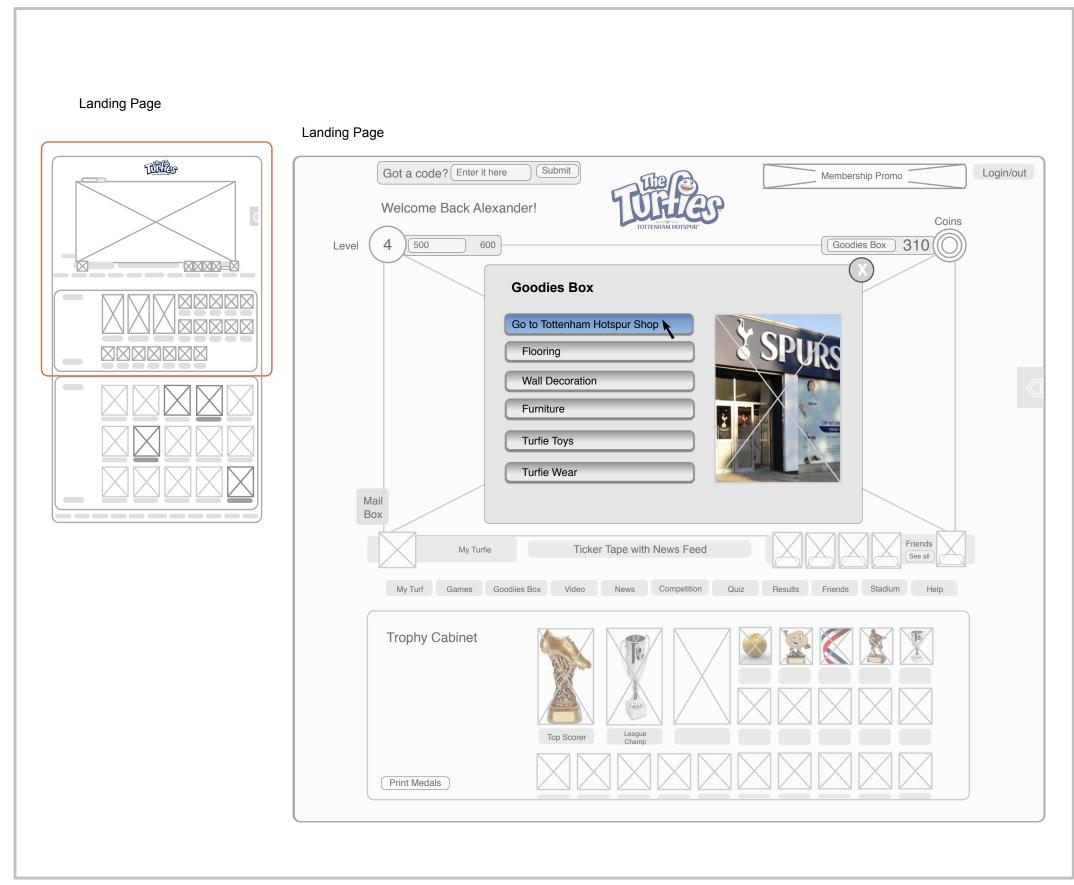




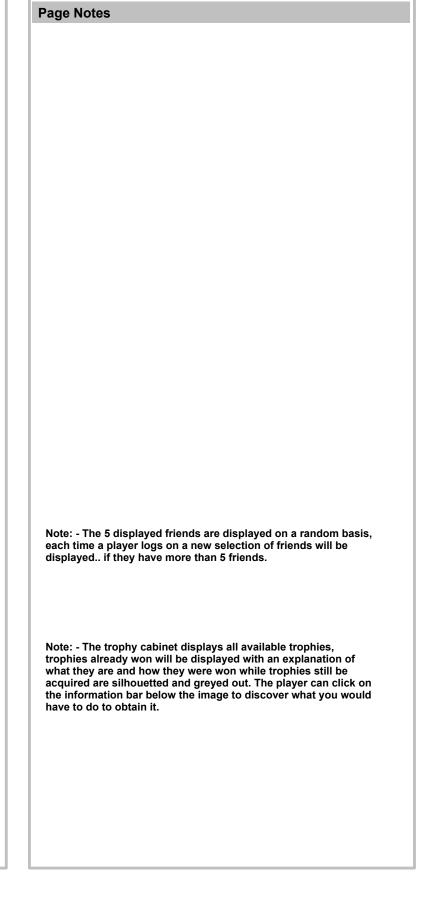
Page Notes		

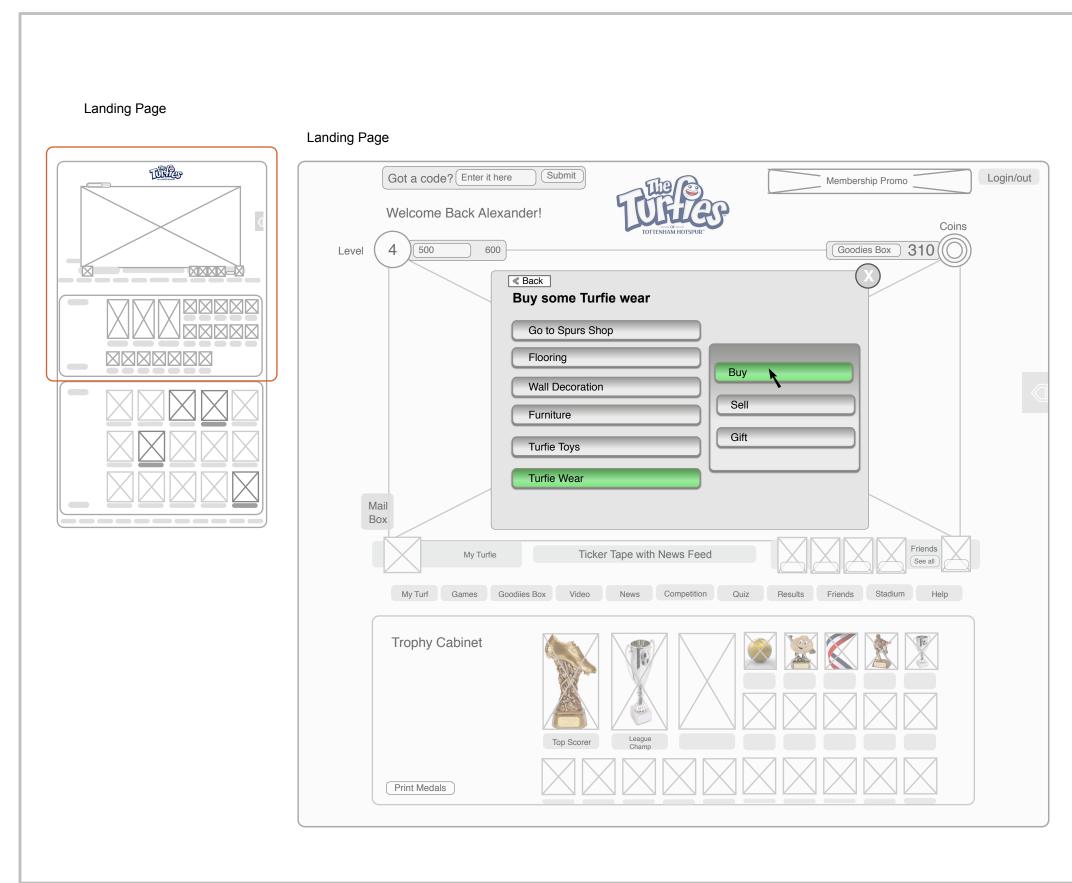


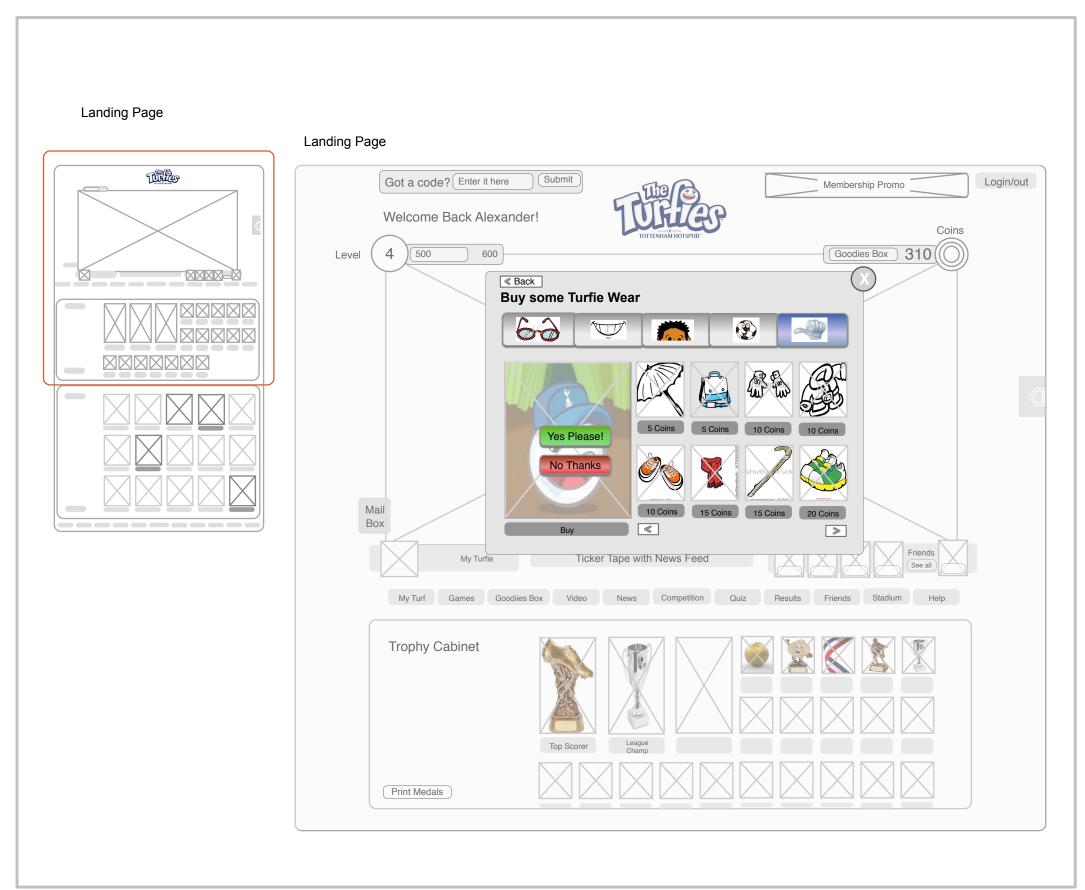
Stories which are deemed important can be tagged to remain in place until (sticky) and will have to be removed or un stickied by TA

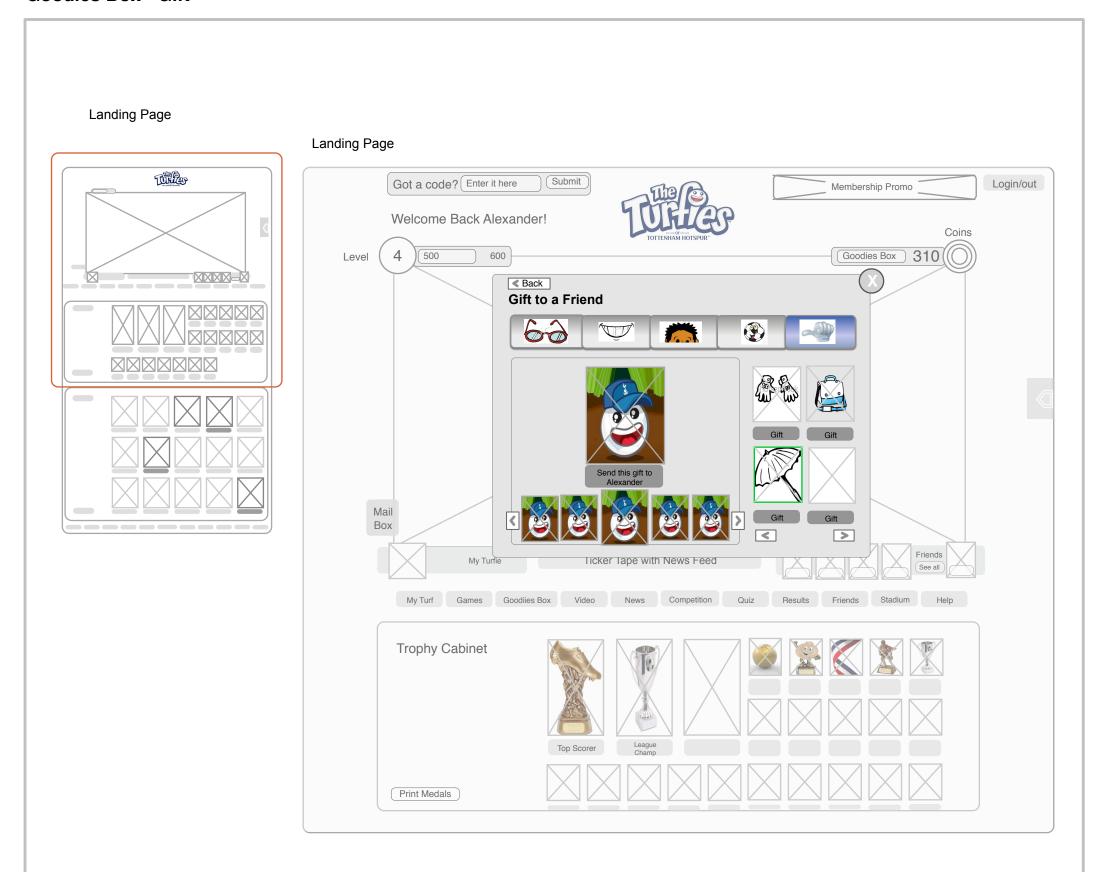


Page Notes		



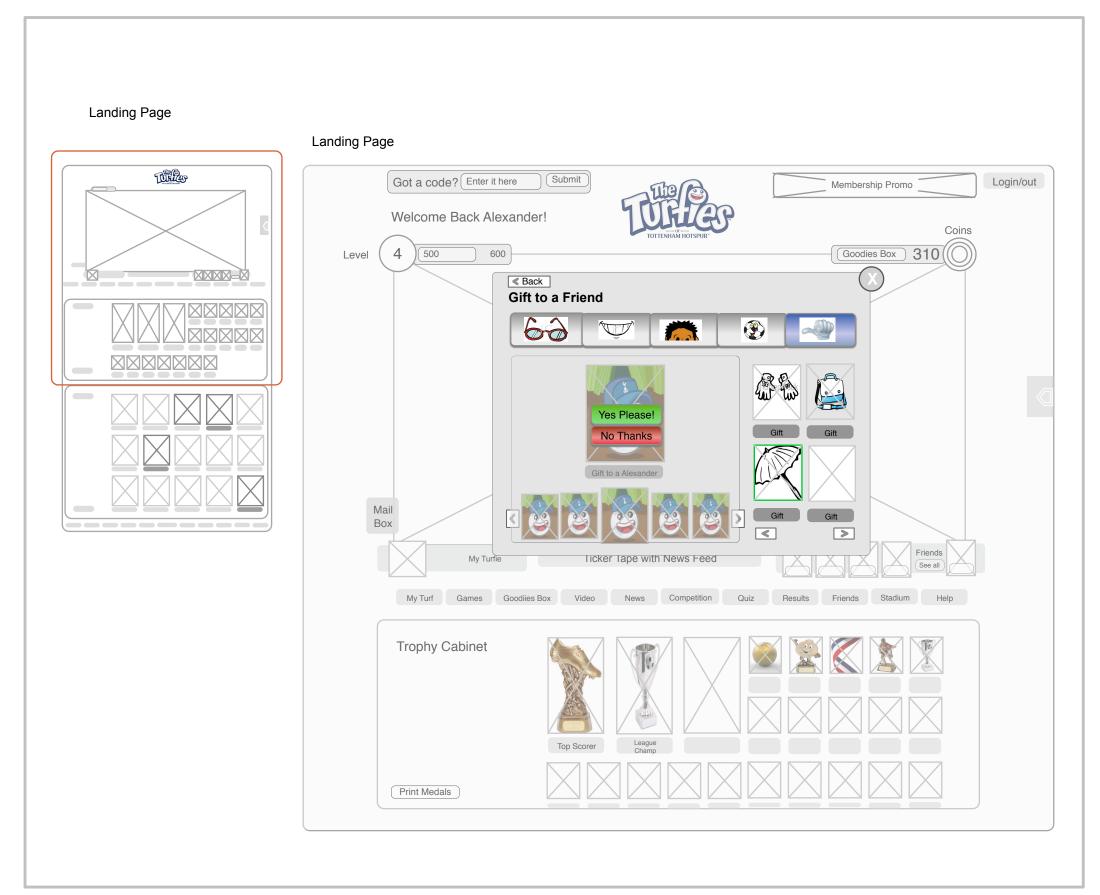






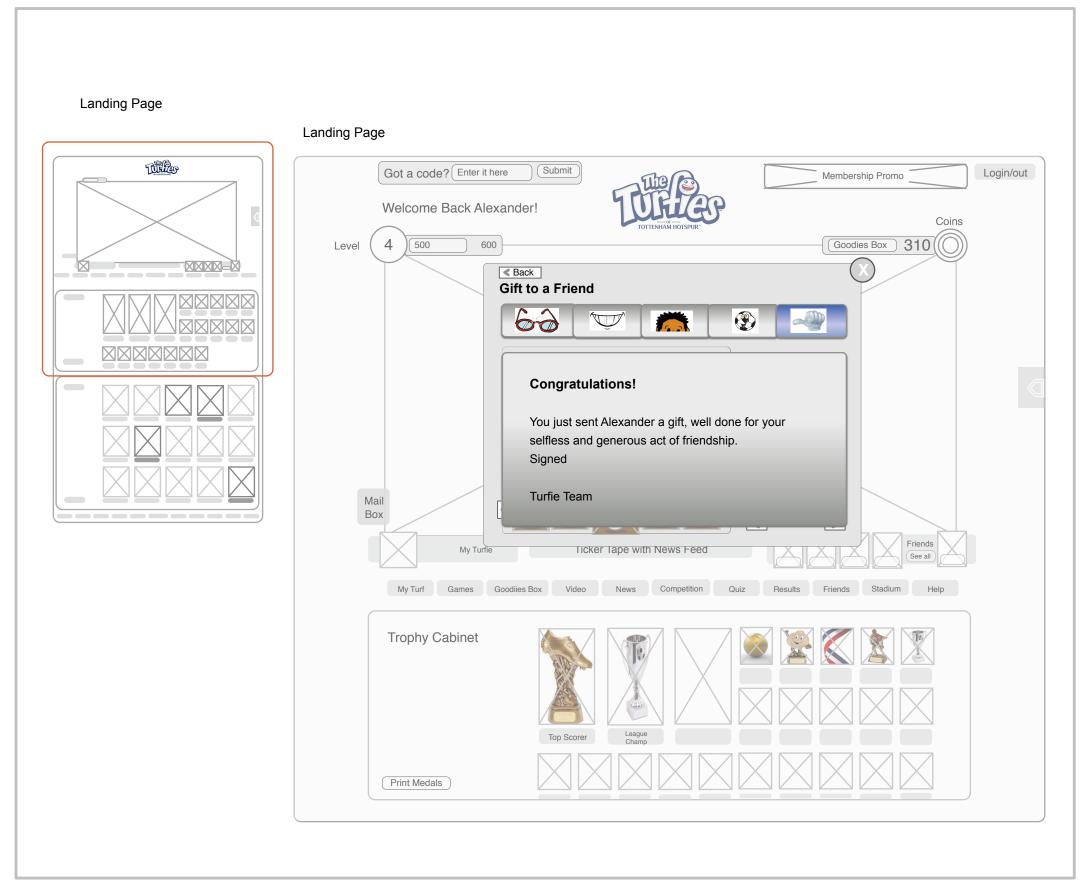
Note: - The 5 displayed friends are displayed on a random basis, each time a player logs on a new selection of friends will be

displayed.. if they have more than 5 friends.

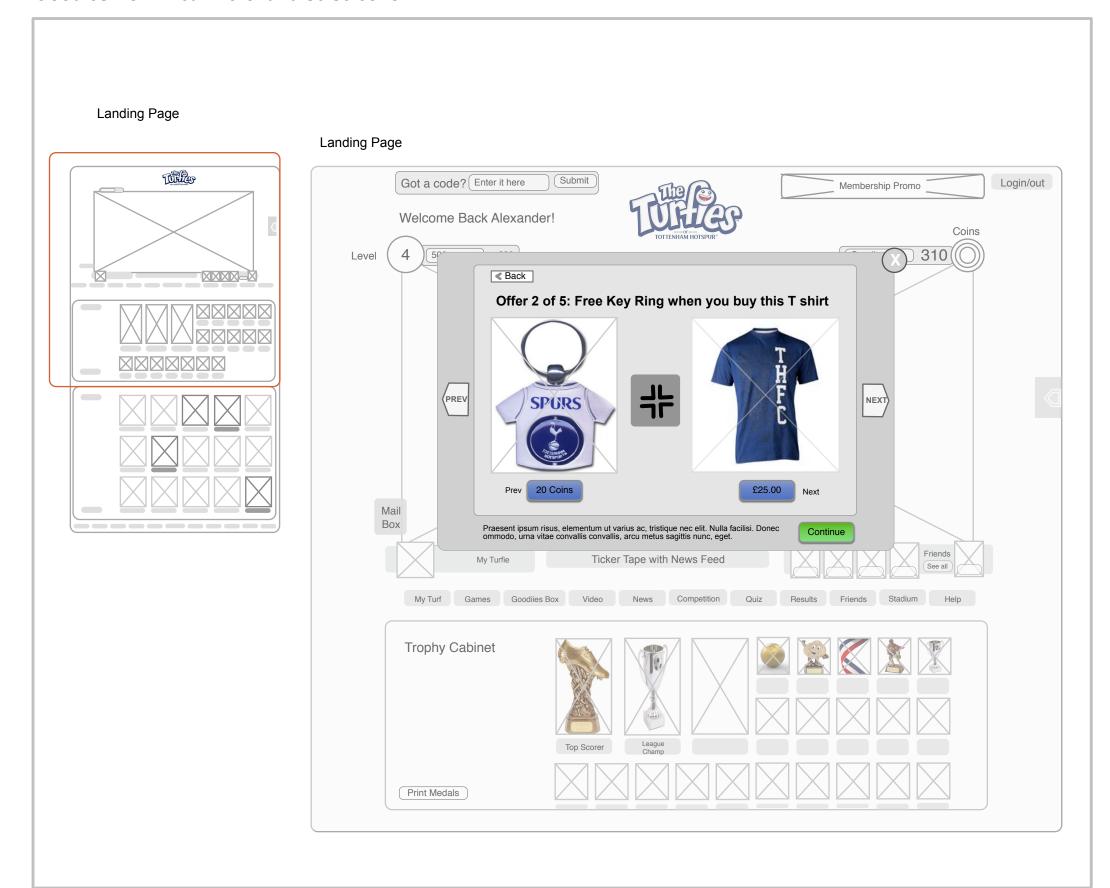


quick check to see if recipient has already got item - if so , prohibit gift with message.

Note: - The 5 displayed friends are displayed on a random basis, each time a player logs on a new selection of friends will be displayed.. if they have more than 5 friends.



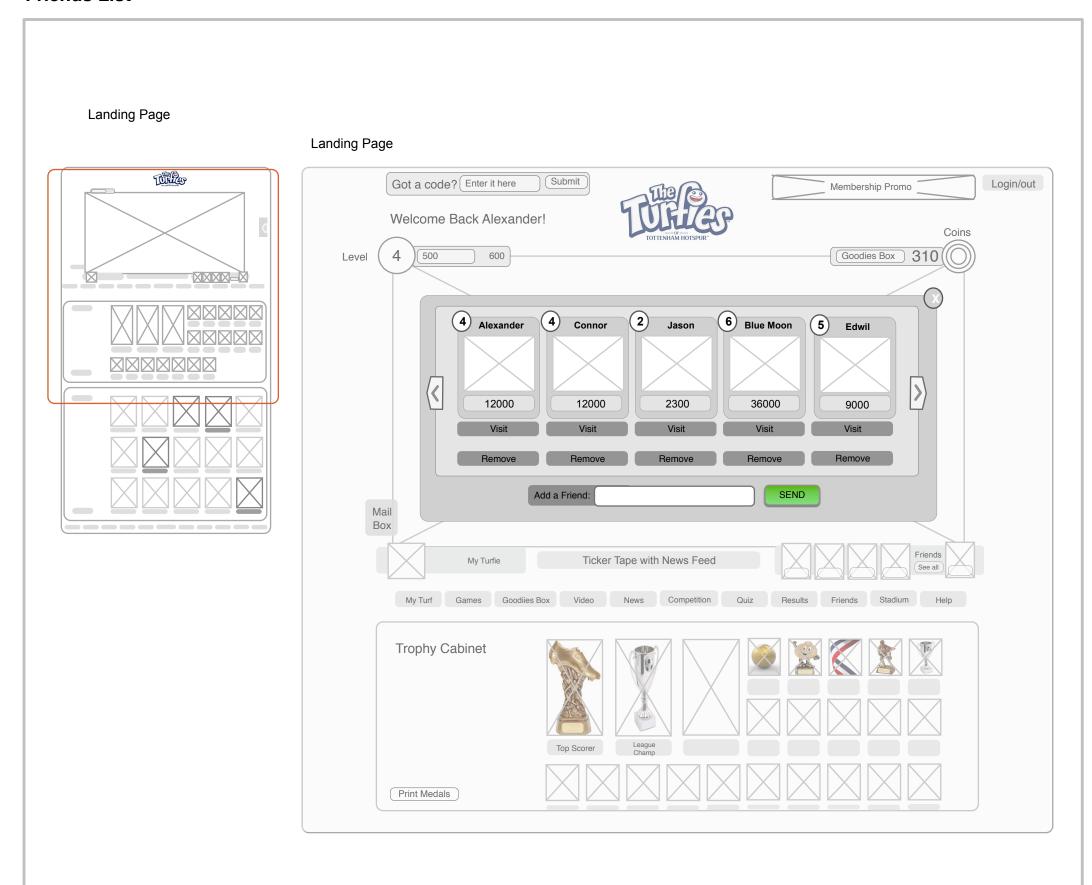
Page Notes			



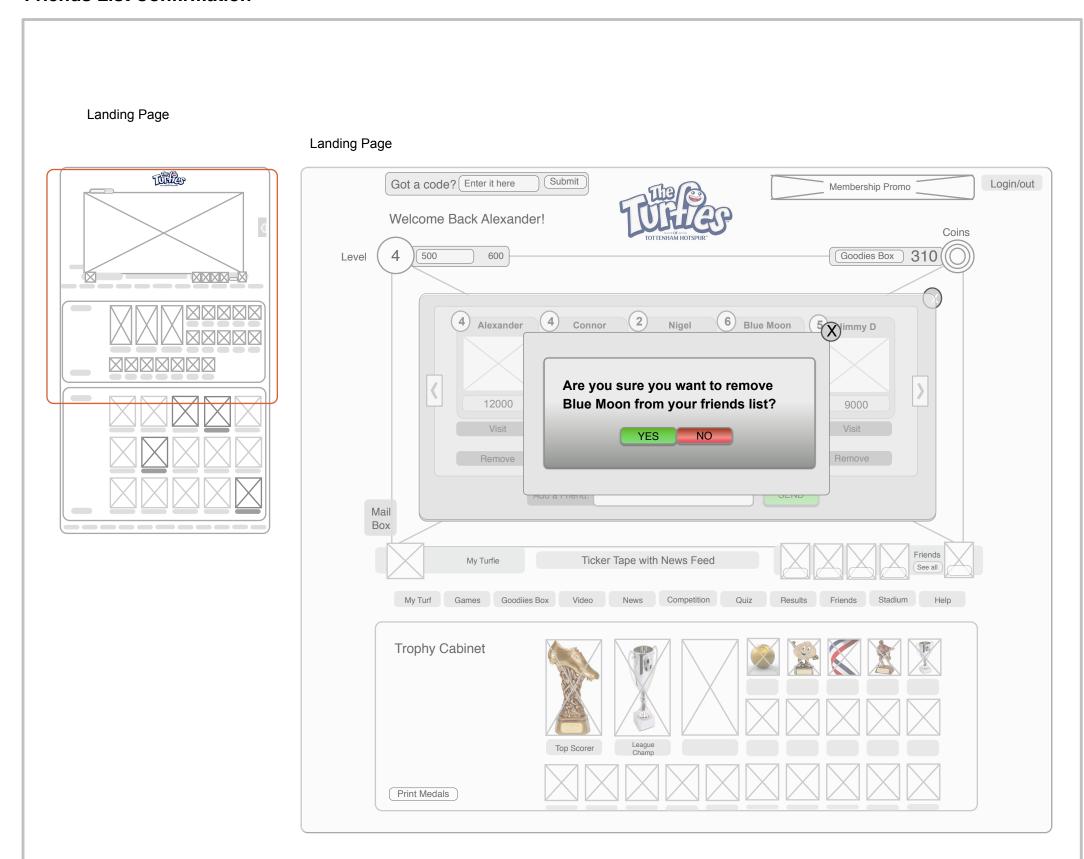
Note: - The 5 displayed friends are displayed on a random basis, each time a player logs on a new selection of friends will be displayed.. if they have more than 5 friends. Note: - The trophy cabinet displays all available trophies, trophies already won will be displayed with an explanation of what they are and how they were won while trophies still be acquired are silhouetted and greyed out. The player can click on the information bar below the image to discover what you would have to do to obtain it.



Note: email sent to parent with confirmation plus link to reprint if required - perameterise with user id and voucher ID. Note: - The 5 displayed friends are displayed on a random basis, each time a player logs on a new selection of friends will be displayed.. if they have more than 5 friends. Note: - The trophy cabinet displays all available trophies, trophies already won will be displayed with an explanation of what they are and how they were won while trophies still be acquired are silhouetted and greyed out. The player can click on the information bar below the image to discover what you would have to do to obtain it.



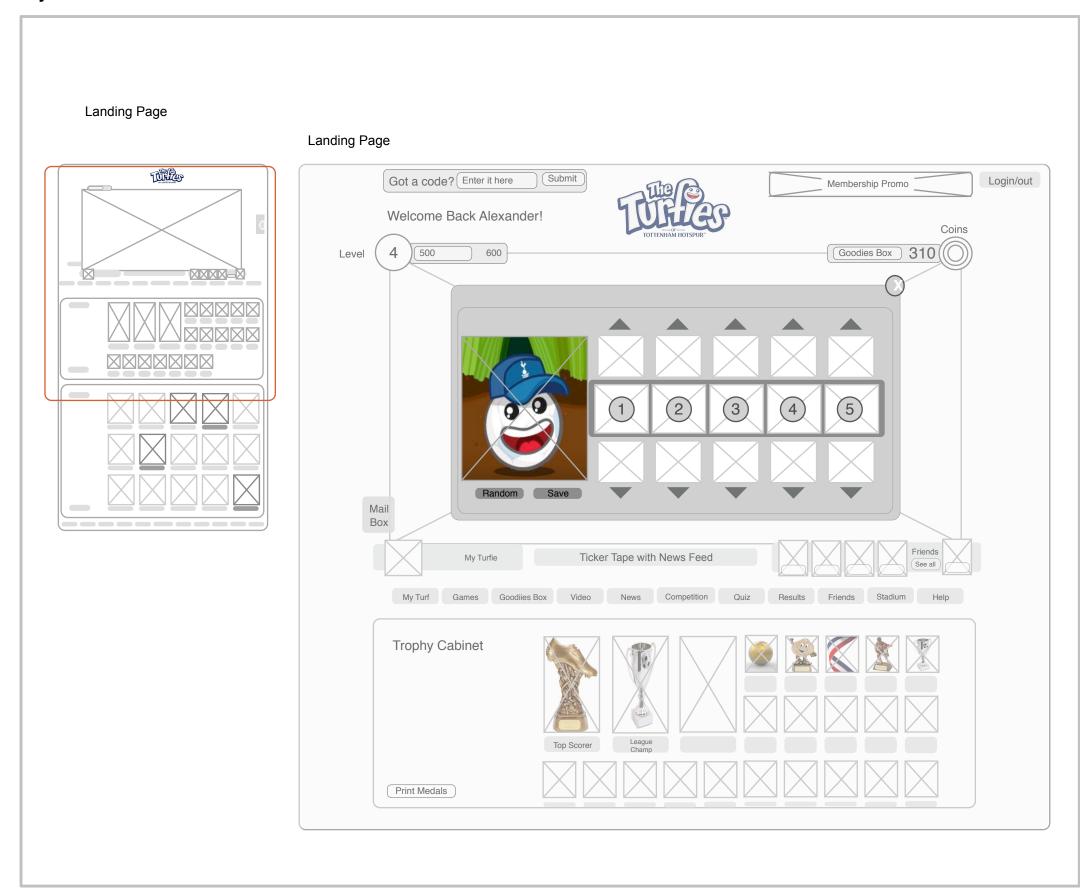
Page Notes
Change background colour or something when visiting friends houses
Note: - The 5 displayed friends are displayed on a random basis, each time a player logs on a new selection of friends will be displayed if they have more than 5 friends.
Note: - The trophy cabinet displays all available trophies,
trophies already won will be displayed with an explanation of what they are and how they were won while trophies still be
acquired are silhouetted and greyed out. The player can click on the information bar below the image to discover what you would have to do to obtain it.



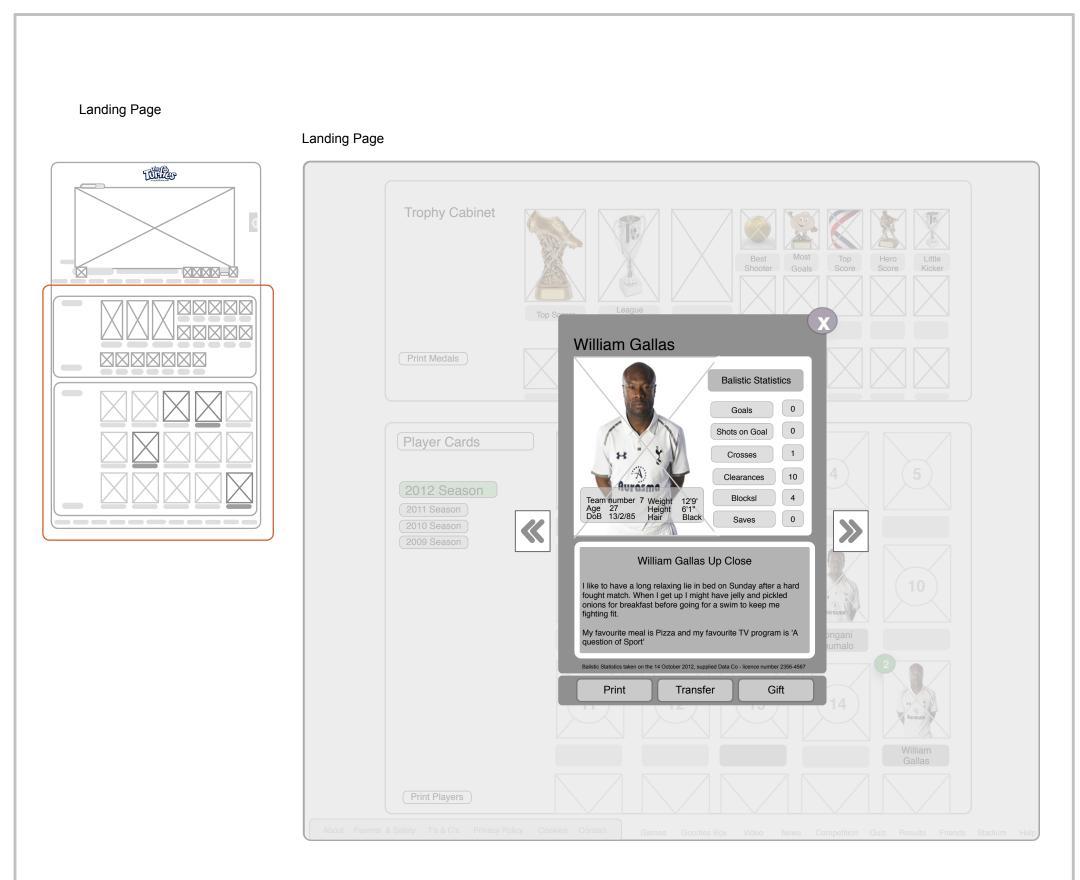
Note: - The 5 displayed friends are displayed on a random basis, each time a player logs on a new selection of friends will be displayed.. if they have more than 5 friends.



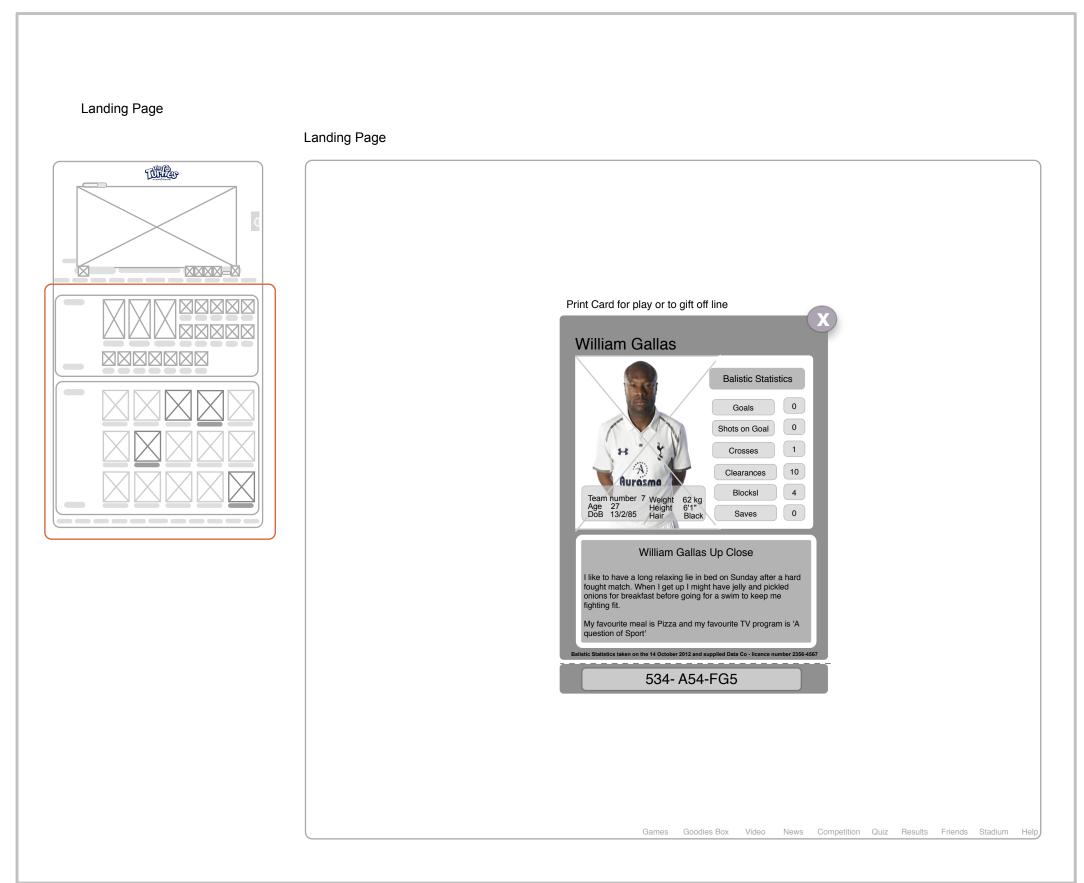
Page Notes
rage Notes
This screen is only seen when the player first goes to edit their 'Turfie' if they have not already chosen an area when first
'Turfie' if they have not already chosen an area when first
entering the site.
•



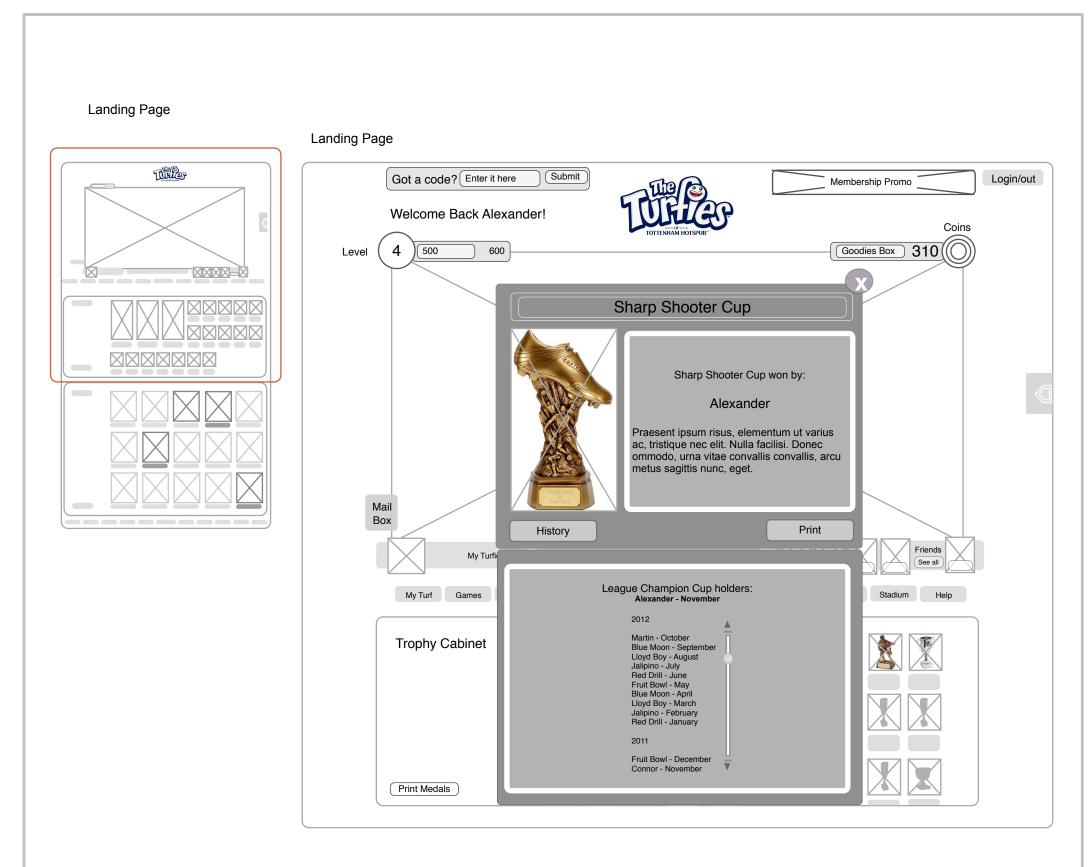
age Notes
Praesent ipsum risus, elementum ut varius ac, tristique nec elit. Nulla facilisi. Donec ommodo, urna vitae convallis convallis, arcu metus sagittis nunc, eget.
1 - Eyes and glasses 2 - Mouth, moustaches and beards
3 - Hair and hats 4 - Body style and colour
5 - Accessories (Handbags, walking sticks etc).
urfie goods which are purchased in the shop are displayed in
he appropriate column when the player goes to this screen.



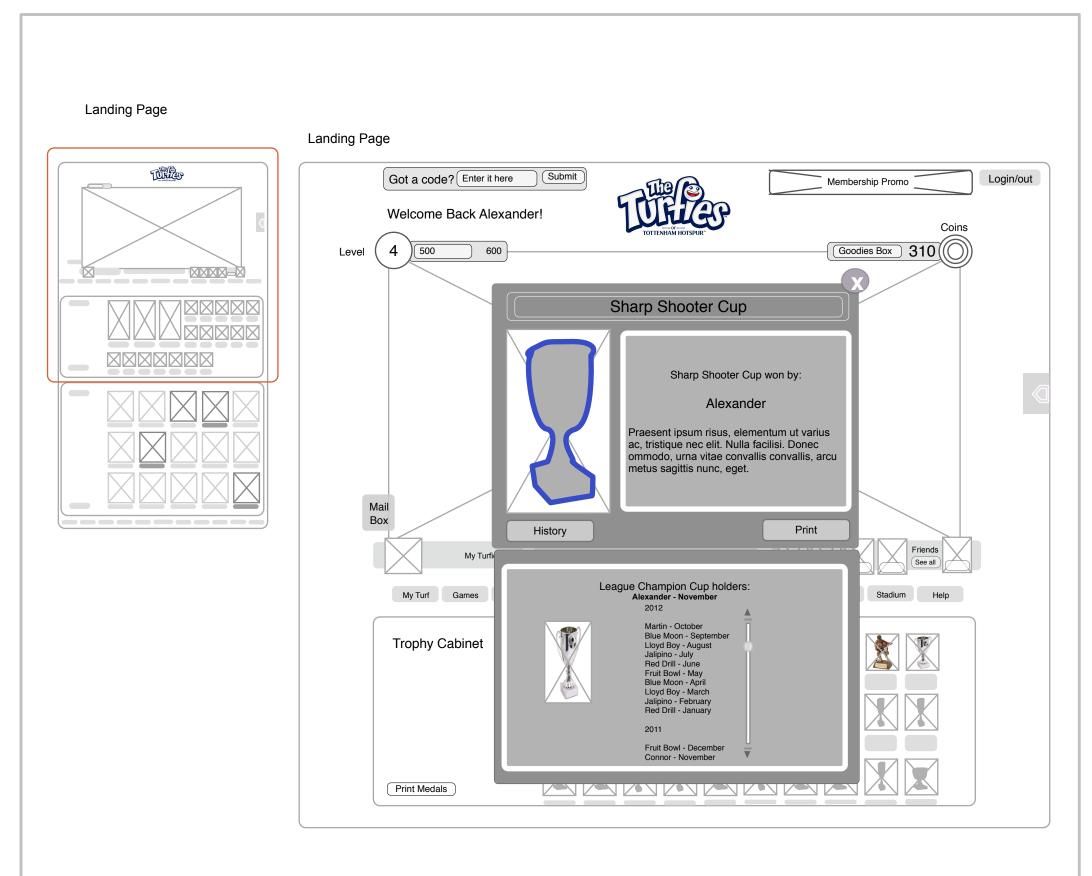
Page Notes
Copy at the bottom of the card should read something like - Balistic Statistics taken on the 14 October 2012 and supplied
Data Co - licence number 2356-4567
scrapbook idea to be fleshed out



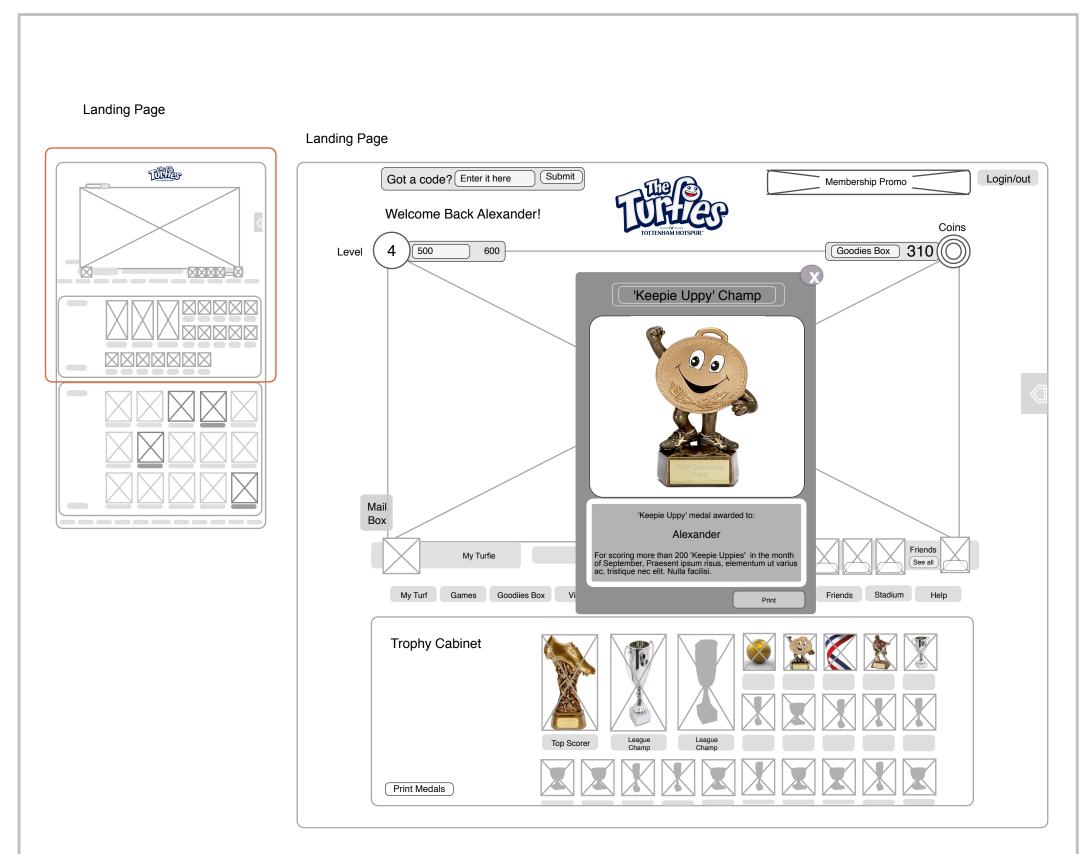
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scrapbook idea to b	Je nesned Out	



Note: - The 5 displayed friends are displayed on a random basis, each time a player logs on a new selection of friends will be displayed.. if they have more than 5 friends. Note: - The trophy cabinet displays all available trophies, trophies already won will be displayed with an explanation of what they are and how they were won while trophies still be acquired are silhouetted and greyed out. The player can click on the information bar below the image to discover what you would have to do to obtain it.



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