

# Specification/ UI Notes

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## Change Log

Date	Version	Author	Description
5/28/10	1	Mark Miles	Original
5/28/10	1.1	Mark Miles	Added following feature requests: COPPA, site preview, header image, CSS adjustment, save
6/02/10	1.2	Mark Miles	Multiple additions across document based on internal kickoff
6/09/10	1.3	Mark Miles	Integrated client-provided document “contest registration fields.docx”; added COPPA assumption; added Property Implementation Outstanding Issue; added Abbreviated Rules section
6/14/10	1.4	Mark Miles	Multiple adjustments based on 6/10 client-site meeting.
6/16/10	1.5	Mark Miles	Multiple adjustments based on internal meeting.
6/21/10	1.6	Mark Miles	Multiple adjustments based on client feedback.
6/23/10	1.7	Mark Miles	Multiple adjustments based on client feedback.
7/08/10	1.8	Mark Miles	Added Prizing structure for Rules generation (RTM plan)
7/14/10	1.9	Mark Miles	Fleshed out Contests Page elements from Tom comments.
7/16/10	2.0	Mark Miles	Adjusted prize structure for rules generation (AI plan); Added General Outstanding issues related to rules.
8/02/10	2.1	Mark Miles	Added Airline Exception to rules generation; added Drawing Date, promotion start time, promotion end time to general values; added Winners Page to OOS items; expanded Contests Page elements; added Nightly Email Reporting section.
8/04/10	2.2	Mark Miles	Rearranged order of sections and elements within sections; fleshed out reporting options; added outstanding issues.
8/12/10	2.3	Mark Miles	Added assumptions, outstanding issues, and Online

			Reporting details.
8/16/10	2.4	Mark Miles	Answered Outstanding issues: number of winners, tell a friend.
9/14/10	2.5	Mark Miles	Answered Outstanding issues: open-ended questions, nightly reporting, taf
9/15/10	2.6	Mark Miles	Answered Outstanding issues: dashboard reporting tool values, data export values; added new outstanding items; fleshed out reporting tool section.
9/15/10	2.7	Mark Miles	Multiple revisions based on client call. Converted the following to standard/programmatic fields: Start Time, End Time, Sponsor Name, Sponsor Address, Tell a Friend Page Intro Text, Email Body Text, Thank You Page Text,
10/21/10	2.8	Mark Miles	Adjusted rules input fields for table-based display; converted Drawing Date to calculated value; changed administrator group category names.
10/28/10	2.9	Mark Miles	Removed RTM email TAF functionality in favor of utilizing Share This for all TAF functions, which has the net effect of combining the TAF and Thanks pages.
11/24/10	3.0	Mark Miles	Defined RTM tinyURL functionality.
12/14/10	3.1	Mark Miles	Added "headline" and "introText" variables to general promotion section
2/11/11	3.2	Mark Miles	Moved sharing, vanity url, and rules/ARV issues to assumptions section. Detailed out Groups and Users fields (previously only noted in wireframes). Added Share This guid field to Groups. Added copy requests to AI and normalizing data items to Outstanding Issues.
4/6/11	3.3	Mark Miles	Added standard page and sharing copy to Thanks/Tell a Friend section; removed Share This in favor of standard FB and Twitter sharing tools and mailto.
4/21/11	3.4	Mark Miles	Added URL and formatting information for contestLists retrieval to Contest Index Page section.
4/25/11	3.5	Mark Miles	Inserted correct domain for contestList.aspx; added promotion builder/reporting tool URL: aiadmin.rtm.com;

			clarified share tracking
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## Assumptions

- COPPA Compliance: if COPPA is checked in the Tool, potential entrants will see the splash page with banner, intro text, and specific instructions for age input (“to begin, please enter your age below”) as well as age input field. If age entered is greater than 12, potential entrant will proceed to full registration. Otherwise, potential entrant will be sent to error page with cookie set.
- System will NOT allow multiple entries from a given user for a single contest (aka login).
- Promotions will only be valid in the United States.
- The following fields in the current tool will NOT appear in the new tool:
  - Country
  - Online research?
  - Computer Use?
  - Computer Users?
  - All “Conde” questions
  - “Zip/Postal Code” (As all promotions will be valid only in the U.S., the standard “Zip Code” field will suffice.)
- Tool will automatically lay out all questions in order based on RTM best practice.
- Every promotion will contain a standard sub-links list:
  - Rules: links to popup of rules page for that promotion
  - Privacy: links to standard privacy policy of the containing Affiliate
  - User Agreement: links to standard user agreement of the containing Affiliate
  - There will be NO link to “prizes”.
  - There will be NO link to “more contests”.
- This tool and all promotions generated from it must run on the following browsers:
  - Firefox 3 and up
  - Safari 4 and up
  - Explorer 6 (Client indicates graceful failure of this browser is an option), 7, and 8

- RTM will determine a single template design, layout, and field list usable across all Affiliates.
- Sweepstakes page template will not include advertisements (header or sidebar)
- Client will provide a standard template header and footer with minor varying content based on Affiliate (e.g.: Cleveland.com logo for cleaveland.com implementation)
- Approximate expected volume of 600 Promotions total system-wide per year.
- Branching questions will NOT be part of this build.
- Per Advance legal this build will NOT allow for asking bonus questions to gain additional entry into sweepstakes.
- Advance Internet will handle drawings and fulfillment of prizes.
- While there may be a situation where the prize pool will be under \$500 yet include an airline (trip) prize, Client has decided that Airline Prize will be a flag NOT to utilize generated rules.
- Multiple prizes are possible.
- A promotion will not be owned by a specific Administrator. Any Administrator at the same level or above can open and edit a draft promotion.
- Open-ended question results data will not be displayed in the tool; instead only appearing in the data export.
- All recipients that wish to receive Nightly Reports (including the creating administrator) must have email addresses specifically entered into that promotion's build.
- TAF will be an optional portion of a promotion.
- ~~ADVANCE INTERNET: NumberOfWinners (input box) is this field needed anymore? It might be useful for prize drawing on part of Advance Internet but how would it be communicated in the export? How would it be broken up if the prize description is required to be free text entry? (e.g.: one winner of the bike, and five winners of the yo-yo)~~ This is required by Advance Internet Rules template.
- System will only allow one entry per registrant, based on unique email address.
- RTM's tell a friend email functionality will be removed in favor of standard Twitter, Facebook, and email mailto sharing. (note: per Advance Internet request Share This is no longer being utilized)
- ARV total value/Rules generation: This is a calculated sum of user-entered prize ARV. If this value equals or surpasses \$500 the Administrator will need to upload rules. The Administrator enters prize values and checks off isAirline whenever they want. If at any time isAirline is set to true or calculated total ARV is above \$500, show rules upload and mention as part of Audit in

case it is missed by admin when creating the sweeps.

Note that we would continue to require that all prizes are described in the tool even if the isAirline or >=\$500 threshold has been met in the quest for completeness of data, dealing with total ARV fluctuating based on user-entered data over time in the tool, and going forward in case Advance Internet decides to remove the manual rules process altogether.

- The Vanity URL for the Advance Internet site will be [AI.RTM.COM](http://AI.RTM.COM). Advance Internet should create a DNS CNAME record that points to [AI.RTM.COM](http://AI.RTM.COM) for each Affiliate.

For example:

- [Contest.NJ.com](http://Contest.NJ.com) CNAME [ai.rtm.com](http://ai.rtm.com)
- [Contest.NY.com](http://Contest.NY.com) CNAME [ai.rtm.com](http://ai.rtm.com)

## Overall Outstanding Issues

- Assuming that multiple Administrators be allowed to login to the same level at the same time, will there be a need to cover for the potential that these Administrators could be editing the same promotion (causing state/synchronization issues)? What does the current Advance Tool support? **ADVANCE INTERNET TO ASSESS CURRENT TOOL.**
- ~~ADVANCE: write preferred copy for the following elements in the system with the option to utilize standard variables related to the affiliate deployment:~~ **Copy added to Thank You/ Tell a Friend section of document.**
  - ~~Thank You Page:~~
    - ~~Thanks section headline~~
    - ~~Thanks section body copy~~
    - ~~Spread the word headline~~
    - ~~Spread the word body (details about using the share tool will be rolled into the general share paragraph)~~
  - ~~Age Screener:~~
    - (approved as-is)
  - ~~Registration form~~
    - (approved as-is)
  - ~~Site UI Buttons~~
    - (approved as-is)
  - Share tool:
    - Facebook title
    - Facebook body
    - Twitter body
    - Email subject
    - Email body
- RTM/ADVANCE: normalize data display and collection in the Registration Form. Some suggestions include:

- Pull down menus: first field should always be “select”. If a user does not interact with this menu and submits the form “none given” will be entered into the DB.
- Radio buttons: on load of page, all fields unselected. If a user does not click one “none given” is entered into the DB upon form submission.



## Feature List

This list indicates both RTM and Client newly requested features, as well as items gleaned from the current tool by both parties. Eventually this list will be weighted and adjusted from client-need and implementation-feasibly standpoints. From this a final list of fields and features will be defined.

- Allow for creation of a unique directory name for each contest, appended to contests.[affiliate].com/[promoName]/)
- Rules generation from entered values. Current tool does not support rules generation, as sweepstakes rules are posted manually by online affiliate.
- Add COPPA compliance (potentially with an initial screen containing only DOB field)
- Preview of site
- Upload of header image of a required width but variable height (though a recommended height will be described in the form).
- Adjustment of site CSS: This will be very rudimentary. Admin cannot adjust field label, input, or main content background colors.
- Save in-progress work at multiple points.
- Promotion Dashboard
- Tell a Friend: non-incentivized with both traditional and addThis implementation.
- Entry form must indicate to potential entrant which fields are required.
- System will indicate a recommended limit of 50 fields in a promotion. (but not be a hardcoded value)
- System to allow high-ascii characters. (current tool ignored quotes, punctuation, etc in display and export)
- Create login hierarchy for system, whereby Administrators have access down the list from their location but not across. The system will give Advance Internet the ability to manage multiple administrative accounts at each tier of the system attached to a specific entity (e.g.: two accounts at the Cleaveland.com member). In addition, the system will be built such that Client will have the ability to add new Affiliates and Member Papers. Note that current tool only supports the "Affiliate" level.

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Title	Sample
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<b>Advance Internet</b>	Advance Internet
<b>Online Affiliate</b>	Cleveland.com
<b>Affiliated Newspaper</b>	The Plain Dealer

- Warning flag for Admin if they want to publish a promotion that has legal ramifications based on entered values. (e.g.: If prize pool is greater than or equal to \$500, legal review and manual rules generation is required.)
- Promotion Builder will reside at: <http://aiadmin.rtm.com>

## Tool Data Fields

### General Promotion Parameters

#### Field List

- Promotion Target (pull down- shown if Admin has access to multiple Affiliates or Member Papers, Otherwise this value is omitted. This value has bearing on the Start Time, End Time, and Sponsor values)
- Featured Promotion (checkbox)
- Sweepstakes Name (input box)
- Directory Name (input box- directory name on server. Must contain server-side check for unique name)
- Start Date (pull downs)
- End Date (pull downs)
- Drawing Date (Not in UI. Calculated value: End Date +1)
- Start Time (Not in UI. Global Constant based on Promotion Target midnight)
- End Time (Not in UI. Global Constant based on Promotion Target 11:59:59)
- Sponsor Name (Not in UI. Based on Promotion Target Legal Name from Affiliate Info)
- Sponsor Address (Not in UI. Based on Promotion Target Address from Affiliate Info)
- Co Sponsor Name 1 (Admin can expose and populate additional co-sponsor field sets as needed)
- Co Sponsor Address 1 (Admin can expose and populate additional co-sponsor field sets as needed)
- COPPA Compliant (checkbox)
- PrizeARVTotal (not in UI. Calculated sum of all Prize ARV values. If ARVTotal >= \$500, then require rules upload.)
- IsAirline (radio- causes empty Rules Prize Description field to be removed and Upload Rules field with rules template download to appear)
- PrizeQuantity1 (input box)
- Prize Description1 (input box)

- PrizeARV1: (input box)  
(UI will include button to expose more prize quantity, description, and ARV sets)
- headline (input box, required for promotion- headline for promotion that appears in upper-left of Registration and Thanks page)
- descriptiveText (input box allowing HTML text, required- appears on right side of registration page explaining the promotion)

## Standard Questions

### Field List

- First name: required for promotion and registrant
- Last name: required for promotion and registrant
- Street
- Street 2
- Apartment
- City
- State
- Zip Code: required for promotion and registrant
- Phone Number
- Email Address: required for promotion and registrant
- Gender (radio buttons: Male | Female)
- Age option1: "What is your age?" (pull down: 18-24 | 25-34 | 35-44 | 45-54 | 55+)
- Age option2: "When were you born?" (Day: text box, Month: text box, Year: text box)
- Annual Household Income: (pull down: None Provided | Less than \$25,000 | \$25,000 - 49,999 | 50,000 - 74,999 | \$75,000 - 99,999 | \$100,000 or More)
- Do you plan to buy a car within the next 6 months? (radio buttons: Yes | No)
- Do you make purchases online?
- Do you plan to look for a job within the next 6 months? (radio: no | yes)

- How many children (under 18) are in your household? (pull down: None Provided | 0 | 1 | 2 | 3 | 4 | 5 | 6 or more | Don't know)
- What was the last grade of school you completed? (pull down: Some high school or less | High School Graduate | Trade School or Vocational School Graduate | Some College | College Graduate | Some Postgraduate | Postgraduate/Advance Degree | No answer)
- Do you subscribe to any of the following newspapers? (A dynamic field which populates with the member papers per affiliate.)
- Opt-in: required for promotion and registrant. Generic opt-in to the current sponsor site: "Would you like to receive occasional updates about new features, special offers and other information from this website, our affiliated websites, publications and other companies?" (radio: yes|no)

## Flexible questions

### Field List

- Enter your question (input box)
- Question type (pull down: select the type of answer | checkboxes | radio buttons | pull down menu | short answer (100 char max) | long answer (2000 char max) | checkboxes with last field a short answer| radio buttons with last field a short answer)
- Will this question be required? [ radio: yes|no]
- Enter your answers "if you select short or long answers as your answer type, by default it will allow one text box."

## Thank You/Tell a Friend

After registering, entrants are thanked for entering the contest via standard text. Users are then asked to spread the word to friends in a non-incentivized manner via the Advance Internet "Share This" object. RTM TinyURL will be utilized using 301 redirects. Tell a friend is an optional object inclusion on a per-promotion basis.

### Field list

The following are standard copy which will appear in the Thank You/Tell a Friend section for all promotions. Dynamic values indicated below are inserted based on target Affiliate and promotionID.

### Thanks Block

- thanksHeadline: "Thank for entering [sweepstakes name variable] Sweepstakes"

- thanksBody: “Be sure to check out other sweepstakes and contests [affiliate].com has to offer by visiting [\[affiliate\].com/contests](#). Or check out the latest local real-time news, sports, entertainment and more by visiting [affiliate].com’s homepage, [click here](#).”

#### **Facebook Share**

- facebookHeadline: “[sweepstakes name variable] – [affiliate].com”
- facebookBody: “[sweepstakes name variable] – [affiliate].com. Go to [sweepstakes link]
- facebookThumb: (ideally we re-use the contests index page image. How do we point to this?)

#### **Twitter Share**

- twitterBody: “[sweepstakes name variable] – [affiliate].com. Go to [sweepstakes link]

#### **Email Share**

- emailHeadline: “[sweepstakes name variable] – [affiliate].com”
- emailBody: “Enter for your chance to win! Go to [sweepstakes link]

## **Promotion Design**

### **Field list**

- Banner Image: Required for promotion. jpg or gif of exactly a certain pixels wide by a variable height. (A recommended height maximum will be noted in the tool). If Admin cannot create a graphic, they will be instructed to reach out to Advance Internet for creation.
- Site Background Color: hexadecimal
- Site Background Image Tile: jpg or gif
- Base Text Color: hexadecimal (body copy)
- Highlight Text Color: hexadecimal (headlines)

## Nightly Email Reporting

The system will send nightly emails indicating current top line data for the past week and promotion total. Admin can additionally add other recipients to the system. There are no standard report receivers- anyone who wants to be emailed a report must enter their email address in the field in the tool as part of the comma-delineated list.

### Field list

- Recipient Email Addresses (text area): freeform text area for Admin to enter comma-delineated email addresses for receiving nightly reports. This text area will do double duty by indicating existing addresses so Admin can edit/remove them.

## Promotion Administration Dashboard

This project will also include an aggregate view which admin users can log into from which they can create and edit promotions, users and groups, and link over to the Online Reporting Tool. This dashboard should indicate the logo of the logged-in affiliate.

### Promotions List

This section of the tool shows a table containing all promotions currently in the system with options to set state, audit, or edit each. Additionally, an option to hide ended promotions will be present.

#### Field list

- List of promotions
- Indication that a promotion is in the following modes:
  - Draft: Initial state, promotion is still being edited.
  - Approved: State set by Admin from draft, promotion has minimum values to allow it to go live. To approve a promotion, user must run (and pass) an audit. Once a promotion has been set to “approved”, it cannot be unapproved, nor can any changes be made to it.
  - Live: state set by system, based on promotion start date.
  - Ended: based on promotion end date.
  - Deleted: promotion has been prematurely manually ended. This ability is only exposed to the Advance Internet Administrator group. Once a promotion has been deleted (in whatever state) it cannot be edited or set live again.

## Groups and Users

In this section of the tool, an Advance- level Administrator can view edit and create new users as well as create new groups.

#### Field List: Groups

- Parent Group (may be hardcoded)
- Name
- Legal Name
- Legal Address line 1
- Legal Address line 2



- City
- State
- Zip code
- Time Zone
- Logo Image
- Share This guid (generic one will be used across the system as default value in field)

#### **Field List: Users**

- Parent Group (may be hardcoded)
- First Name
- Last Name
- Email Address
- Password
- Re-type Password

## Online Reporting

Included in the current scope would be an online reporting tool, with the added option to download a file containing all data for the selected promotion within an administrator-selected date range.

RTM will endeavor to produce the download data in Excel format, with a fallback of tab delineated if formatting issues arise.

Administrators will first navigate to the main Promotion Builder address, then click a promotion to view reporting at <http://aiadmin.rtm.com>

## Features

1. Admin should be able to view the Reporting tool information for a given project from a link on the Promotions Dashboard. Ideally, the link would contain the login and project credentials so user does not need to select a project directly.
2. Admin should be able to jump to another project in the reporting tool via a set of pull-down menus: Live, Recently Ended, Archived
3. Strip formatting from data to normalize it (e.g.: phone number... but this may automatic if we force a three box entry for it)
4. Ability to select a date range, then download full registration data for that range.
5. General Tab contents (totals; shown in user-defined date range):
  - a. Registrations
  - b. Sweepstakes Entries
  - c. Opt-Ins (from generic site opt-in: "Would you like to receive occasional updates about new features, special offers and other information from this website, our affiliated websites, publications and other companies?")
  - d. Share registrations (users who return and register via a link shared through the various channels. This will be broken down by share channel: Facebook, Twitter, and Email )
6. Map Tab contents: display a graphical map of USA, showing State percentage of registrants. Potentially adding zoom in to county level. This will be based on Zip Code. Always present as this is required for any promotion.

## Additions (out of current scope)

- **Rules Review Assistance:** Based on provide documentation, client currently requires outside review of the rules by their law firm if one of several flags are set (under 13, prize over \$500,

etc). We're either going to say a) we only do pre-approved promos, or b) will need to build some sort of review mechanic- ideally automated/baked into the tool "your prize pool is over \$5k, but you did not attach NY and FL bonding documents"), or at least presented digitally to the review person. While a web-view or automated process is out as client legal will likely not adjust their process, the system could generate a PDF or display an HTML page that the user can then print out for hand-delivery to the reviewer.

- **Multiple Deployments:** Allow Administrator with sufficient rights to determine if a Promotion can be run on multiple Affiliate sites at once.
- **Design Toolbox:** Multiple pre-defined color palettes and design elements (e.g.: background tiles) that an Admin can quickly select when building a promotion.
- **Google Tracking:** There is potential to incorporate Google tracking on either an overall basis (one Google tag per property) or specific basis (Admin inputs a specific tag they generate for a given promotion)
- **Winners Page:** Similar to Contests Page, this Advance Internet hosted page will pull in promotion winners. (will there be multiple winners?)

### Tabled Out of scope

- **Bonus Entry:** Award bonus Sweepstakes entries for answering the pre-defined or flexible questions.
- **Flexible and Standard Question Administration:** Include system for creating and approving new flexible questions.
- **Branching Questions:** Client to investigate need for branching questions in new tool. In current tool, Admin defines a response value for a question, then identifies a subsequent question number that would be displayed (on a later page) if that value is submitted. There is currently no apparent logic to prevent a user from identifying a nonexistent question number as a target.

## Contest Index Page

### Assumptions

- Advance will host the contests page and CSS sheet. RTM will host the thumbnail image.
- RTM will export the Contest descriptions in two lists (“featured” and “Regular”) The lists will be referred to as “Includes” and not contain duplicates of the other list items.
- Order of sweepstakes appearing in each list will be standardized newest to oldest, with this order not to be modifiable within this build of the tool.
- RTM will serve the Includes as full HTML pages (starting with an HTML tag) as opposed to HTML snippets based on client-supplied design. The Advance Internet system will strip away all but the elements included between the BODY tags.
- All links, image calls, etc. will be coded as absolute links.
- All elements will use the same CSS style names, but each Affiliate can point to a separate CSS sheet which alters rendering. (e.g.: the list will have a “headline” style, which renders as green for Cleveland.com, but may render as red for NJ.com because separate CSS sheets are being called.)
- Server structure: Each Affiliate will call a central page, passing an affiliate ID and a featured/regular flag to get the appropriate list. This will allow for easier expansion of the system at a later date to include new Affiliates.
- Format: `http://ai.rtm.com/contestList.aspx?affiliate=[affiliateName]&type=[0|1]`
  - affiliateName: this is the affiliate short name (e.g.: cleveland)
  - type: this indicates return of the featured list (1) or standard list (1). Sweepstakes will only appear in one list each.

Sample: `http://ai.rtm.com/contestList.aspx?affiliate=cleveland&type=1`

### Field List

The following elements will be returned to Element list for each Sweepstakes Object:

- Featured: (radio button) flag defining which list the Sweepstakes will appear in. This can be changed at any time- including after a promotion has gone live
- Thumbnail: 150x95, formatted as jpeg.

- Title: two lines plain text, which also serves as the link to the actual Sweepstakes page.
- Description: HTML text, multiple paragraphs and hrefs to external pages allowed. Maximum will be 285 characters. System will show count remaining and set audit flag if user enters past this count.
- System will add “more” link to end of Description text which simply links to promotion page.
- Boilerplate: (generated) This will be a standard DIV, styled separately from and appended below the Description paragraph(s), the exact wording for the line that will be (with the date inserted by the RTM system):

No purchase necessary. Deadline for entry MM/DD/YY.

- Enter Button: (generated) This object will link to the sweepstakes page and will be a standard class defined object possessing the ability to be externally styled (i.e.: not a hardcoded IMG URL).