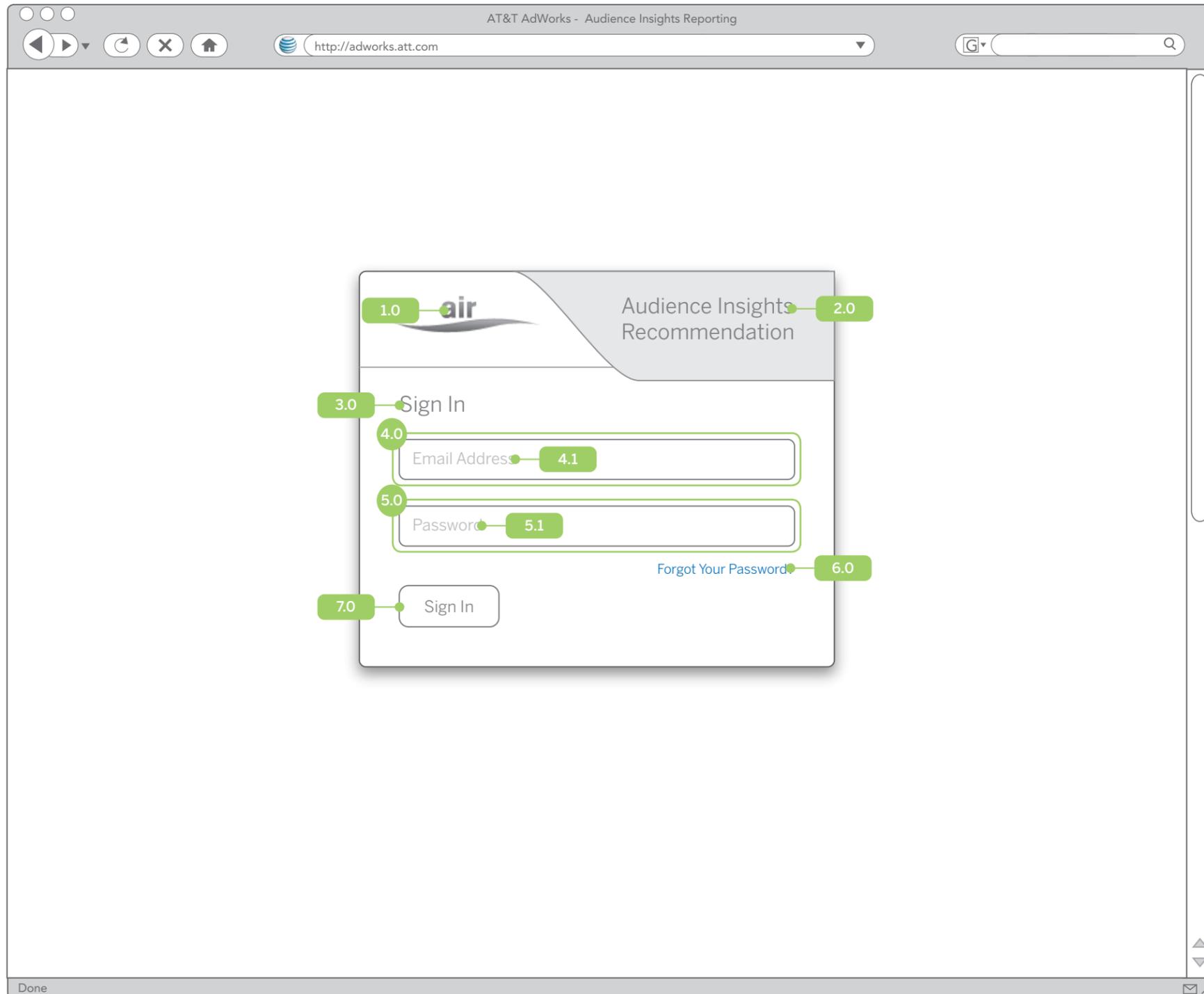


Sign In - Default



Annotations

Sign In

Allows users to log into the Audience Insights Recommendation (AIR) platform.

1.0 AIR Logo

A static image of the AIR logo.

2.0 AIR Header

Text: "Audience Insights Recommendation". A static, non-interactive text describing the application.

3.0 Sign In Title

Text: "Sign In". A static, non-interactive text describing the function of the screen.

4.0 Email Address Text Field

Allows users to type in their email address. Clicking or typing in the text field clears the email address informational text.

4.1 Email Address Informational Text

Text: "Email Address". Informs users that they should type their email address into the email address text field. Clicking or typing in the text field clears the informational text. After one successful login, the informational text no longer appears in this field, but is replaced with the email address of the last successful login.

5.0 Password Text Field

Allows users to type in their password. Clicking or typing in the field clears the password informational text. As users enter their password into the field, the alphanumeric character displays temporarily, for 500 ms, before changing to a bullet.

5.1 Password Informational Text

Text: "Password". Informs users that they should type their password into the password text field. Clicking or typing in the text field clears the informational text.

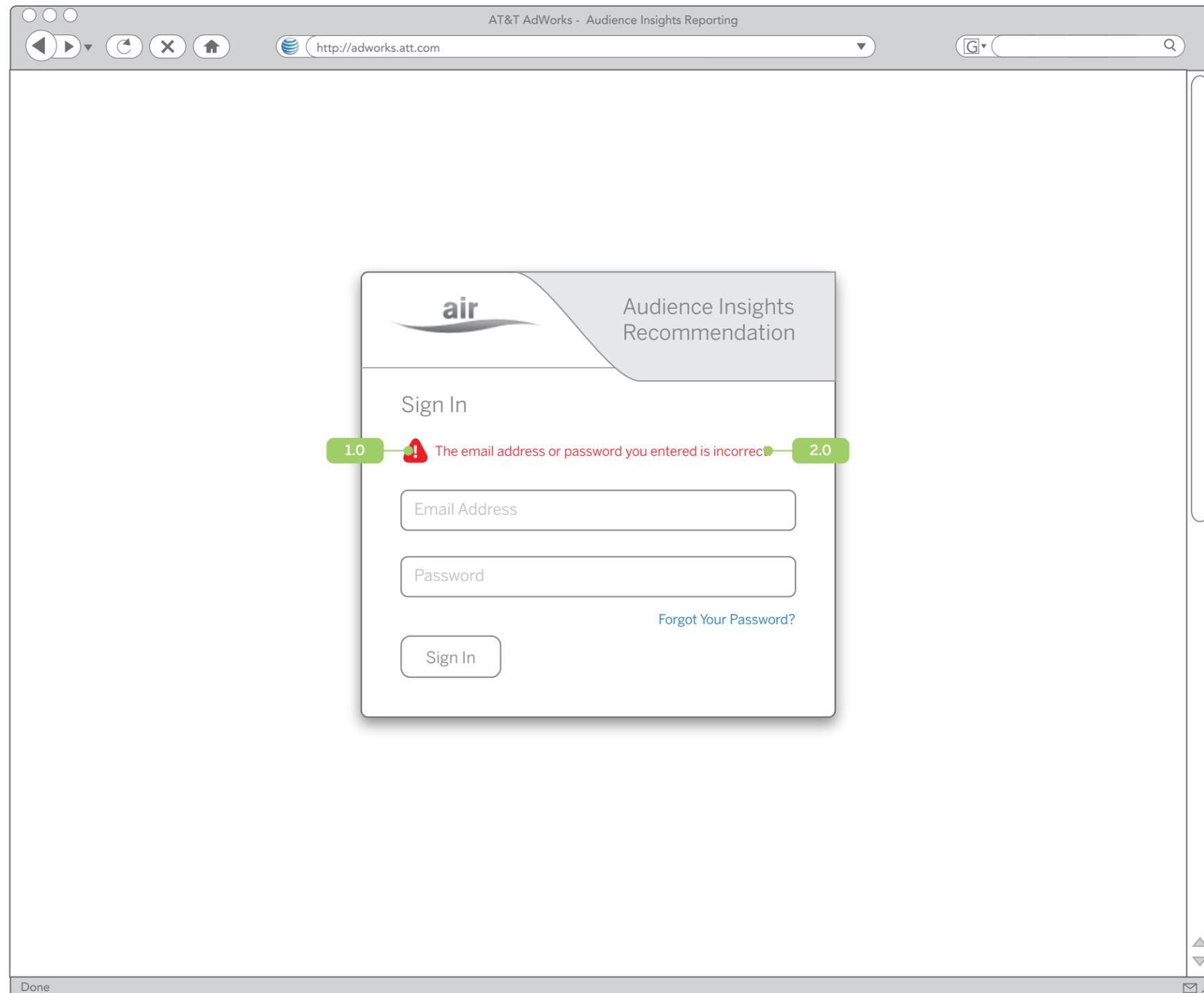
6.0 Forgot Your Password Link

Text: "Forgot Your Password?". Clicking navigates users to a page that allows them to retrieve their password.

7.0 Sign In Button

Label Text: "Sign In". Clicking initiates the sign in process. A successful log in navigates users to the AIR landing page. An unsuccessful log in navigates users to the error state of the sign in screen.

Sign In - Error



Annotations

Sign In Error State

Occurs after users have clicked the sign in button when they have typed an invalid email address or password into the email address and password text fields. An error state icon and text is displayed and any values that have been typed into the email address or password fields are cleared.

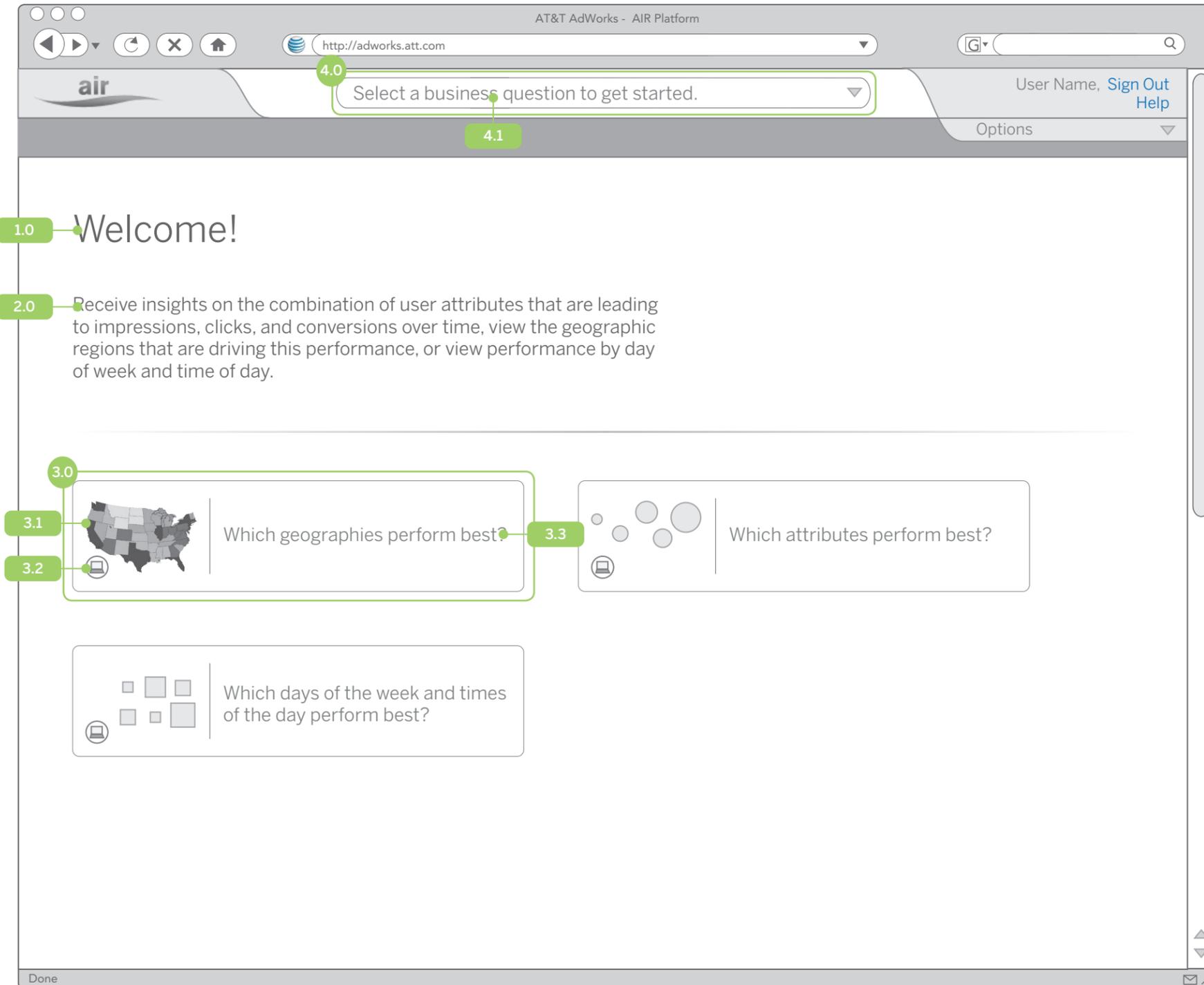
1.0 Error State Icon

A graphic that indicates that there are errors on the screen.

2.0 Error State Text

Text: "The email address or password you entered is incorrect". Informs users that they have entered an incorrect email address and/or password.

Landing



Annotations

Landing Page

On completion of a successful sign-in, users are navigated to the landing page, allowing them to select a business question that they would like to receive insight on. In a future phase, a subsequent log in will navigate users to the default chart view of the business question that they were viewing during their last session.

4.1 Hint Text

An informational message that communicates to users that they should select a business question in order to get started with the platform.

1.0 Page Header

A succinct header that communicates a greeting, e.g. Welcome!

2.0 Introductory Paragraph

A brief paragraph that informs users of the purpose of the page. The text in this wireframe is meant to serve as an example of the kind of text that will live in this space. The final text will be defined by AT&T at a later date.

3.0 Business Question Button

Consists of a channel image, a chart thumbnail, and text describing the business question. Clicking anywhere in the button navigates guests to the default chart view associated with that business question.

3.1 Chart Thumbnail

A thumbnail image of the default chart representation of the data associated with that business question.

3.2 Channel Icon

A graphic that communicates the channel that the business question pertains to. For the first phase only the online channel is represented. Subsequent phases may introduce a television channel.

3.3 Business Question Text

A brief sentence that describes the business question that will be answered, e.g. Which geographies perform best?.

4.0 Business Question Selector Module

Allows users to select a business question, see pages 10 and 11 for more details. On the landing page, this module does not consist of a channel icon and a business question, but only a hint text. Users may select a business question via this module or by clicking on one of the business question buttons in the main portion of the page.

Common Elements

The screenshot shows the AT&T AdWorks - AIR Platform interface. Annotations are placed as follows:

- 1**: Browser chrome (address bar, search bar, and window controls).
- 2**: Header area containing the 'air' logo and the business question 'Which geographies perform best?'.
- 3**: 'REFINE INSIGHTS' and 'Network Wide' navigation elements.
- 4**: Metrics bar showing 33M Unique Users, 231M Impressions, 2.03M Clicks, 0.88% CTR, 423K Conversions, and 0.21% CR.
- 5**: Interactive map of the United States with a 'Color by: State' dropdown and a 'Top 5 States (in thousands)' list.
- 6**: Bar chart showing data for days 10/1 through 10/7, 2011, with a legend for values like <20K, 20-39K, 40-59K, 60-80K, and >80K.

Annotations

Overview

This document will describe global behaviors such as those found in browser chrome, header and options bar.

1. Browser Chrome

In general the browser chrome: header, toolbar(s), scroll bar and footer is outside the scope of this specification document. However, we will specify a page title attribute to indicate the name of the application.

1.1. Page Title

The page title (and/or tab title) should use the string: "AT&T AdWorks - AIR Platform".

2. Header and Options Bar

The header and options bar is comprised of 6 components: logo, business question selector, user name/sign out, help and options.

For additional info

- [Header](#)
- [Options Bar](#)

Note that the Help feature has not yet been defined. This link may (or may not) be omitted in phase 1.

3. Refine Insights Module

The Refine Insights widget displays the scope against which the answer to the business question applies. Clicking on the Refine Insights widget launches the Refine Insights panel. See the [Refine Insights](#) specification document for additional information.

4. Metrics Module

The Metrics module displays the type of chart widget and values for each of the key metrics. The chart, timeline histogram, top/bottom 5 all answer the question with respect to the selected metric. When the chart view is tabular, the metrics become column headers and clicking a metric simply sorts the table by that column.

5. Business Question Answer Module, aka Main Stage

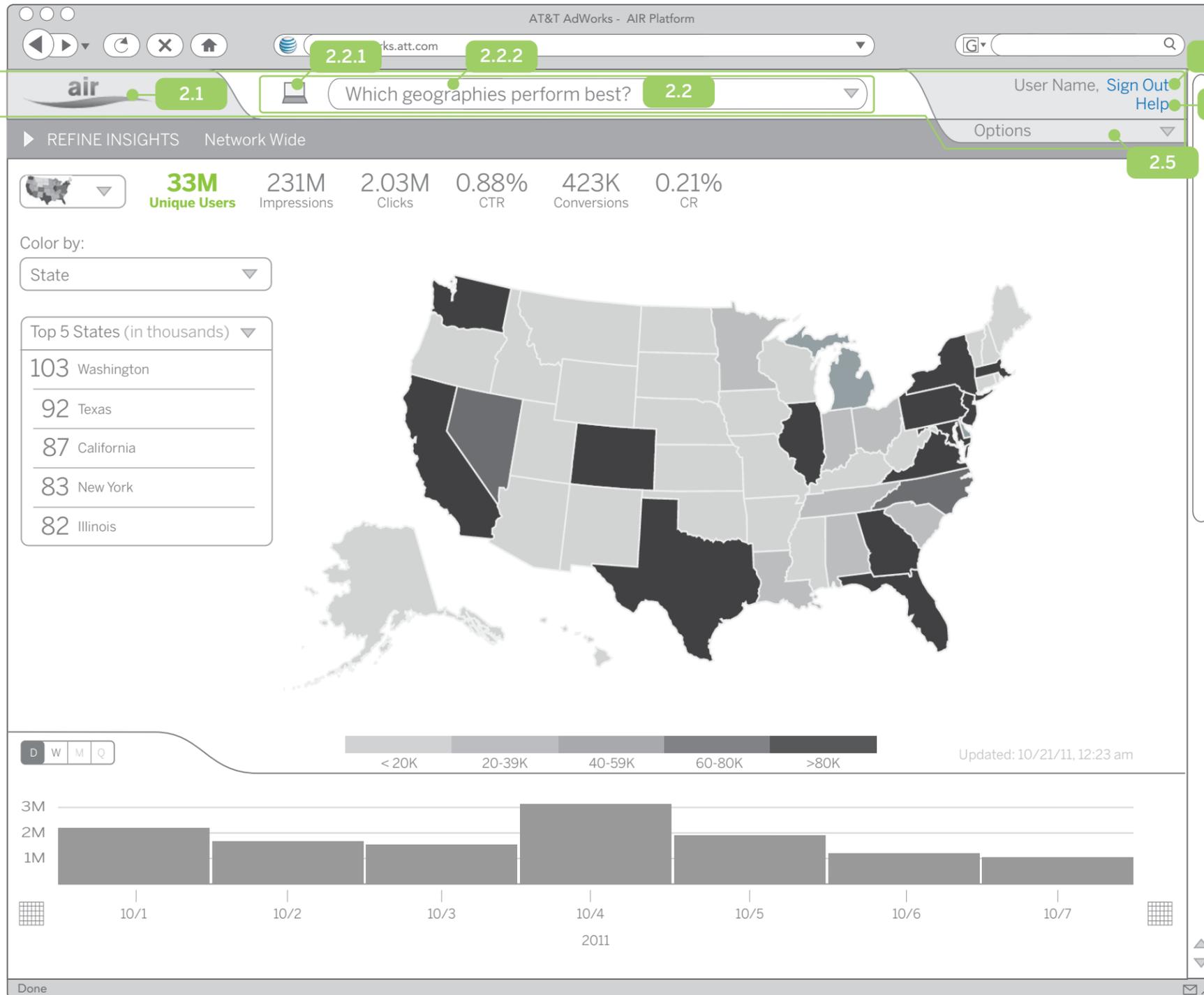
See the document for each business question for the details of each.

- [Which geographies perform best?](#)
- [Which user attributes perform best?](#)
- [Which days of the week and times of the day perform best?](#)

6. Timeline Module

The Timeline module displays the date range to which the business question applies. Clicking on a calendar widget icon allows the user to modify the date range. See the [Timeline](#) document for additional information on its behavior.

Header & Options



Annotations

Overview

This wireframe illustrates the behavior of the Header bar and Options menu.

2. Header Bar and Options Menu

The header and options bar is comprised of 5 components: logo, business question selector, user name/sign out and options.

2.1 Logo

A graphic logo for the application. See the visual redlines for the placement of this logo.

2.2 Business Question Selector Module

The BQS Module is comprised of an icon and question selector. In the first phase this selector will allow the user to choose between 3 questions. Additional business questions will be added in future phases.

2.2.1 Business Question Selector Icon

The business question selector icon indicates the type of channel to which the question applies. In the first phase the only supported channel is Online. TV & Mobile will be added in future phases.

2.2.2 Business Question Selector

Business questions for phase 1:
 - Which geographies perform best?
 - Which user attributes perform best?
 - Which days of the week and times of the day perform best?

Clicking on the BQS widget will cause the system to display an overlay with the business questions. See [link to page with BQS overlay](#)

2.3 User Name & Sign Out Link

"<User Name>, Sign Out"
 <User Name> is dynamically populated from the account associated with the logged-in user. Clicking the Sign Out link simply logs the user out of the current session and redraws the window with the Sign In module. See the "Sign In" document for details on logging in.

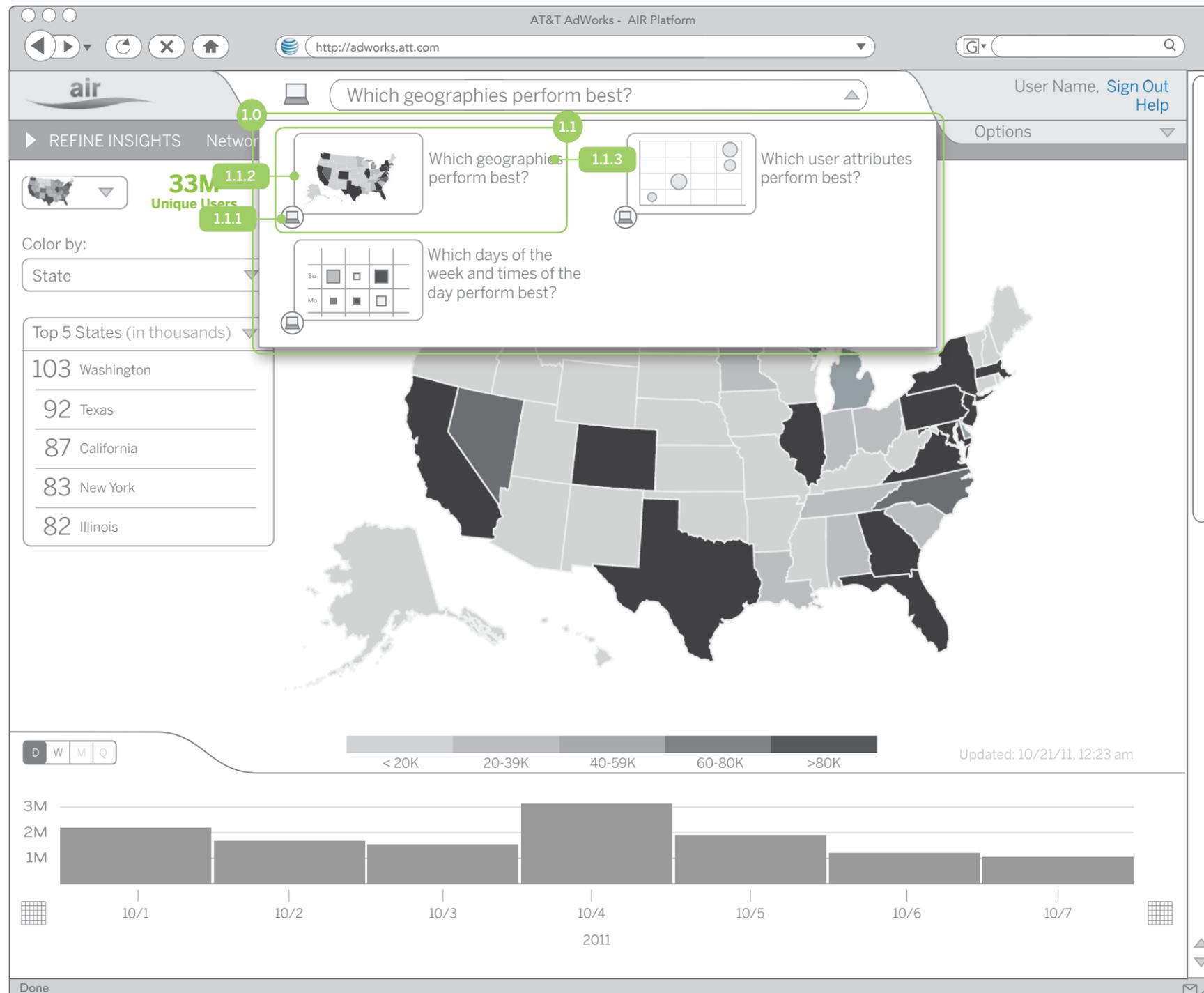
2.4 Help Link

The Help system has not been defined. This link may be omitted for phase 1.

2.5 Options Dropdown

Clicking on the Options dropdown widget will cause the system to display an overlay with the available options menu. See [link to page with Options overlay](#)

Business Question Selector



Annotations

1.0 Business Questions Shade

Clicking the business question selector module slides down a shade that reveals all of the available business questions. Clicking the module again or clicking outside the shade closes the shade.

1.1 Business Question Module

Consists of a channel image, a chart thumbnail, and text describing the business question. Clicking anywhere in the module selects the question. Once a question is selected the shade closes, the business question selector updates with the newly selected business question text, and the metrics, business question (i.e. main stage), and timeline modules update with the appropriate data.

1.1.1 Channel Icon

A graphic that communicates the channel that the business question pertains to. For the first phase only the online channel is represented. Subsequent phases may introduce a television channel.

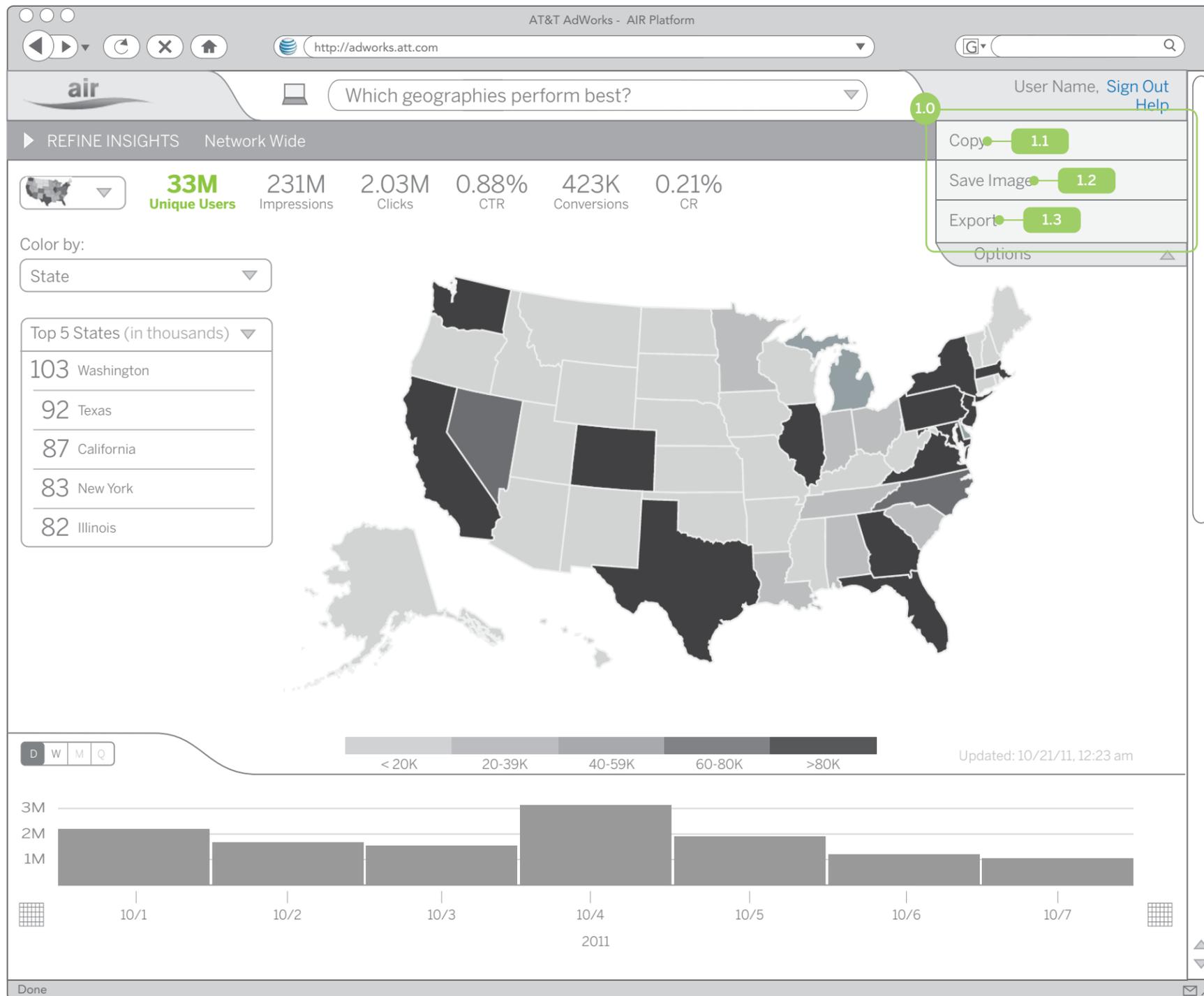
1.1.2 Chart Thumbnail

A graphic that provides a thumbnail image of the default chart representation of the data associated with the business question.

1.1.3 Business Question Text

Text that describes the business question. e.g. Which geographies perform best?

Options Dropdown



Annotations

Options Dropdown

Allows users to copy, save, or export an image of the metrics module and the business question answer module (i.e. the main stage area). Clicking the options dropdown slides down/reveals the options menu.

1.0 Options Menu

Consists of three list items: copy, save image, and export.

1.1 Copy List Item

Clicking closes the options dropdown and copies an image of the metrics module and the business question answer module to the clipboard.

1.2 Save Image List Item

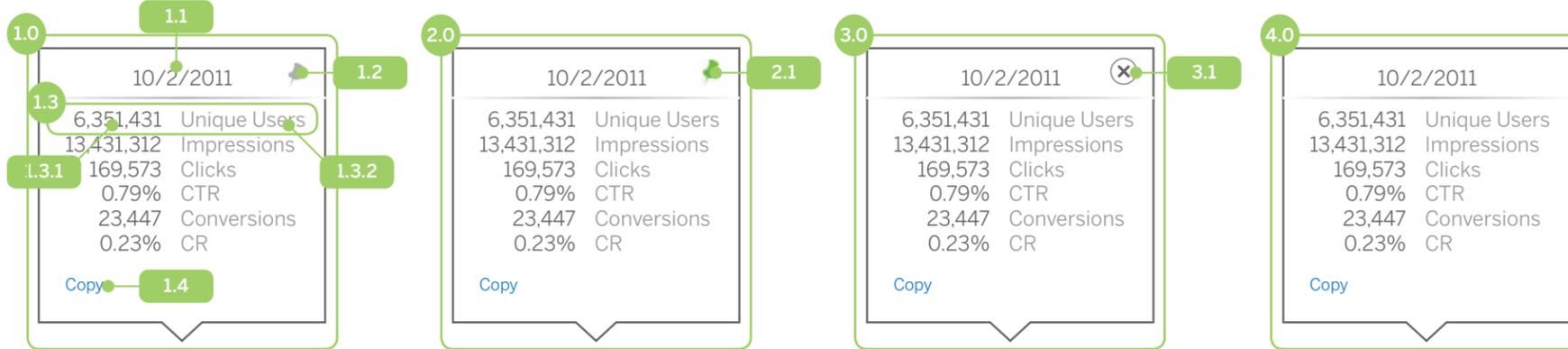
Clicking closes the options dropdown and overlays the operating system's native save dialog.

1.3 Export List Item

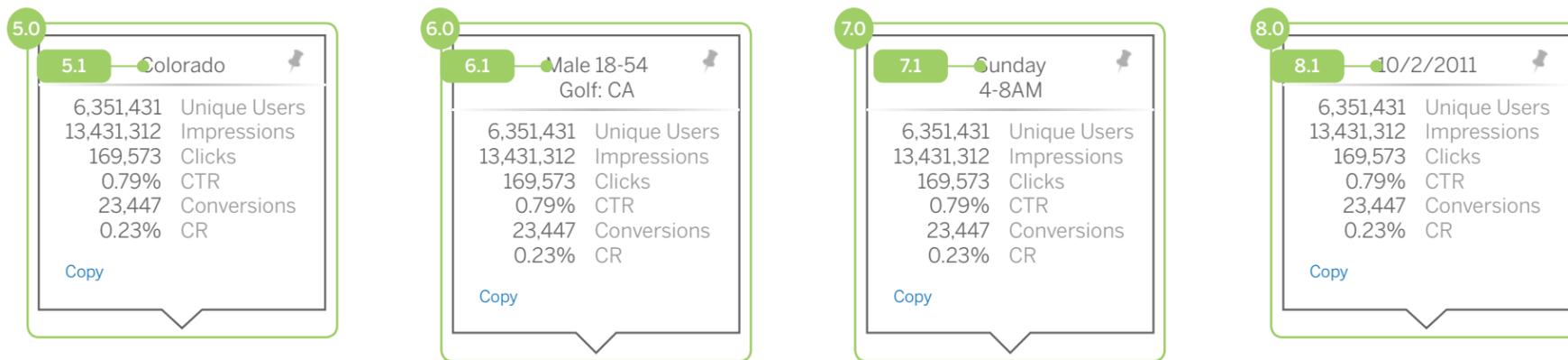
Clicking closes the options dropdown and overlays the operating system's native export dialog, allowing users to export a CSV file of the supporting data.

Tooltip

TOOLTIP STATES



TOOLTIP VARIATIONS



Annotations

Tooltip

Hovering over a piece of visualized data such as a state, DMA, or ZIP region or a bubble, square, or rectangular bar shape overlays a tooltip on top of that visualized data. The overlay displays the values for each of the key metrics: unique users, impressions, clicks, CTR, conversions, and CR. One tooltip at a time can be pinned to each individual chart. As users navigate between business questions and chart views, any pinned tooltips are discarded.

Tooltip States

1.0 Default

Consists of a header, a pin icon, several value/metric pairings, and a copy link.

1.1 Header

Varies based on the chart the tooltip overlays. See annotations 6.1, 7.1, 8.1, and 9.1 for more details.

1.2 Pin Icon

Clicking the pin icon fixes the tooltip in place on the chart.

1.3 Value/Metric Pairing

Consists of a value and a metric label.

1.3.1 Value

Communicates the value of the associated metric, as a number or percentage.

1.3.2 Metric Label

Denotes the name of the metric.

1.4 Copy Link

Clicking copies the contents of the overlay to the clipboard.

2.0 Pinned

Once a tooltip is pinned on a specific chart, users may move their mouse cursor away from the tooltip, or the visualized data associated with the tooltip, and the tooltip will remain in place on the chart.

2.1 Pin Icon

A graphic state change reflects that the tooltip has been pinned. After three seconds, if a user's cursor still remains on top of the tooltip, or the visualized data associated with the tooltip, the pin icon is replaced with the unpin icon.

3.0 Pinned - On Hover

Hovering over a tooltip that is pinned causes the pin icon to be replaced with an unpin icon. Clicking the unpin icon detaches the tooltip from the chart. Once a user rolls off the unpinned tooltip, or the visualized data associated with the unpinned tooltip, the tooltip disappears.

3.1 Unpin Icon

Clicking detaches the tooltip from the chart.

4.0 Other

Once one tooltip has been pinned, hovering over another piece of visualized data overlays a tooltip that has no pin icon.

Tooltip Variations

5.0 Geography Tooltip

Overlays on top of the region -- state, DMA, or ZIP -- that a user is hovering over in the geography chart of the "Which geographies perform best?" business question.

5.1 Geography Tooltip Title

Communicates the name of the region -- state, DMA, or ZIP -- that a user is hovering over.

6.0 Bubble Chart Tooltip

Overlays on top of the bubble that a user is hovering over in the bubble chart of the "Which user attributes perform best?" business question.

6.1 Bubble Chart Tooltip Title

Communicates the segment (i.e. the collection of user attributes) that correspond to the bubble that a user is hovering over.

7.0 Categorical Grid Tooltip

Overlays on top of the square that a user is hovering over in the categorical grid chart of the "Which days of the week and times of the day perform best?" business question.

7.1 Categorical Grid Tooltip Title

Communicates the day (e.g. Sunday) and day part (e.g. 4-8AM) that correspond to the square that a user is hovering over.

8.0 Timeline Tooltip

Overlays on top of the rectangular bar that a user is hovering over in the timeline chart.

8.1 Timeline Tooltip Title

Communicates the date or range of dates that correspond to the rectangular bar that a user is hovering over.