

# Scion.com/Events

## Creative Review R1

# Agenda

- Review Site Map Changes
- Review Events Creative Comps
- Discuss Open Items

# Overview

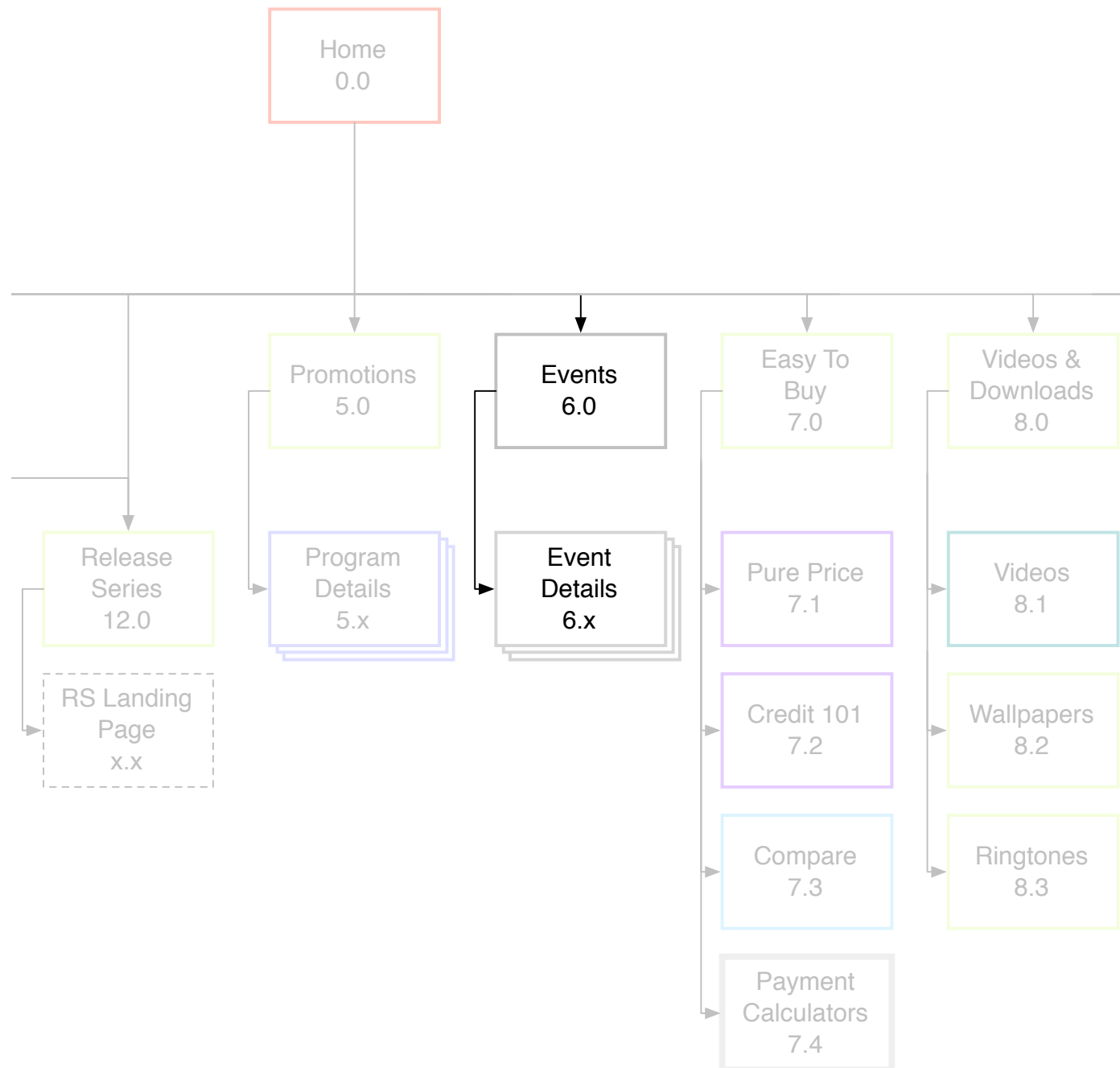
What follows are comps for the front-end functionality for the Scion.com/Events section including:

- Events Landing Page
- Event Detail Page
- Event RSVP Modal
- Event Share Modals
- Event Emails

# Global Navigation Update

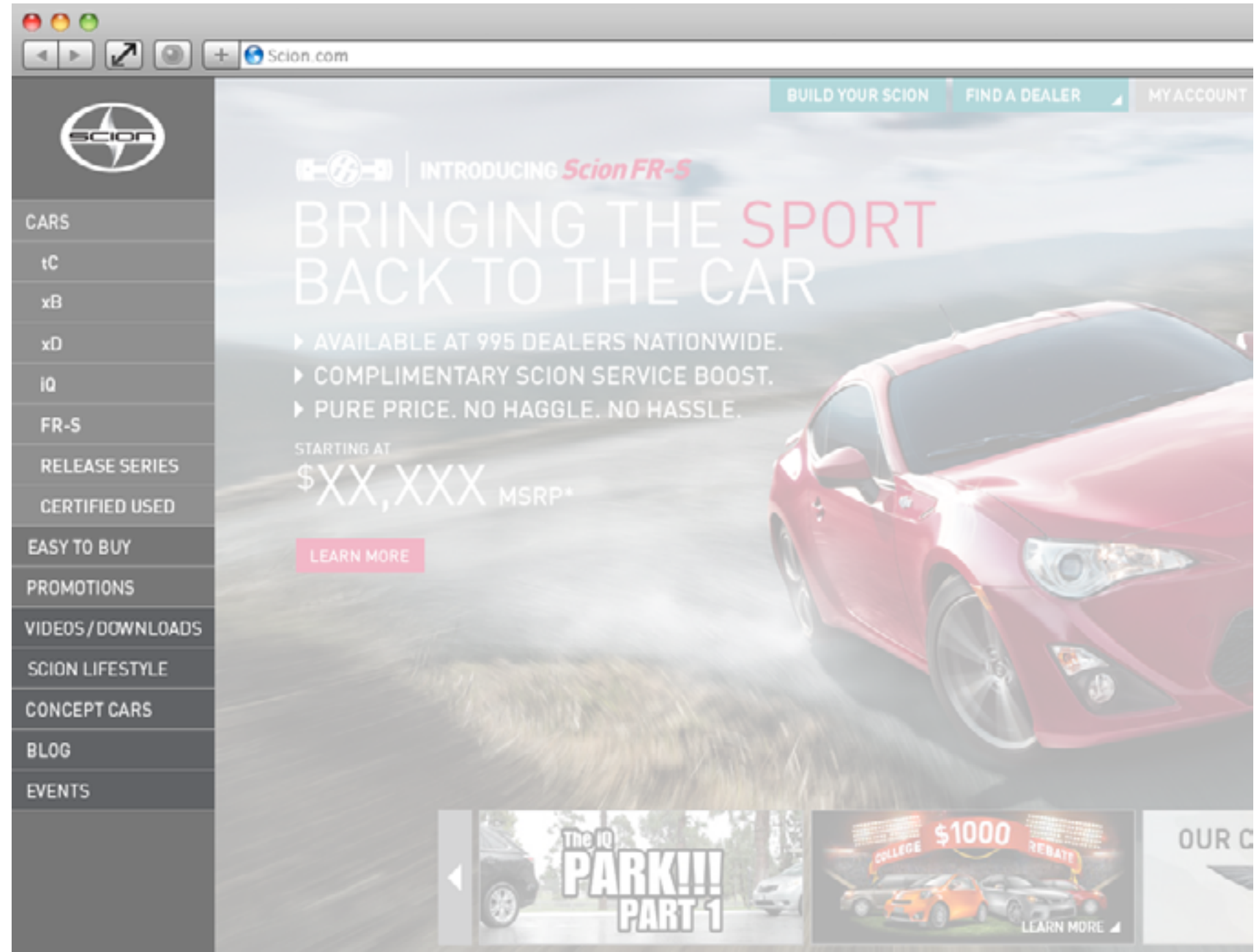
# Sitemap

Items reviewed within will encompass pages related to the public areas of the events system.



## Global Navigation Update

An update to the Primary Global Navigation inserts Events at the last position in the Navigation Bar.



# Creative Comps

# Event Landing Page

# Events Landing Page

## List View - Complete

### 1.0 RESULTS FILTERS

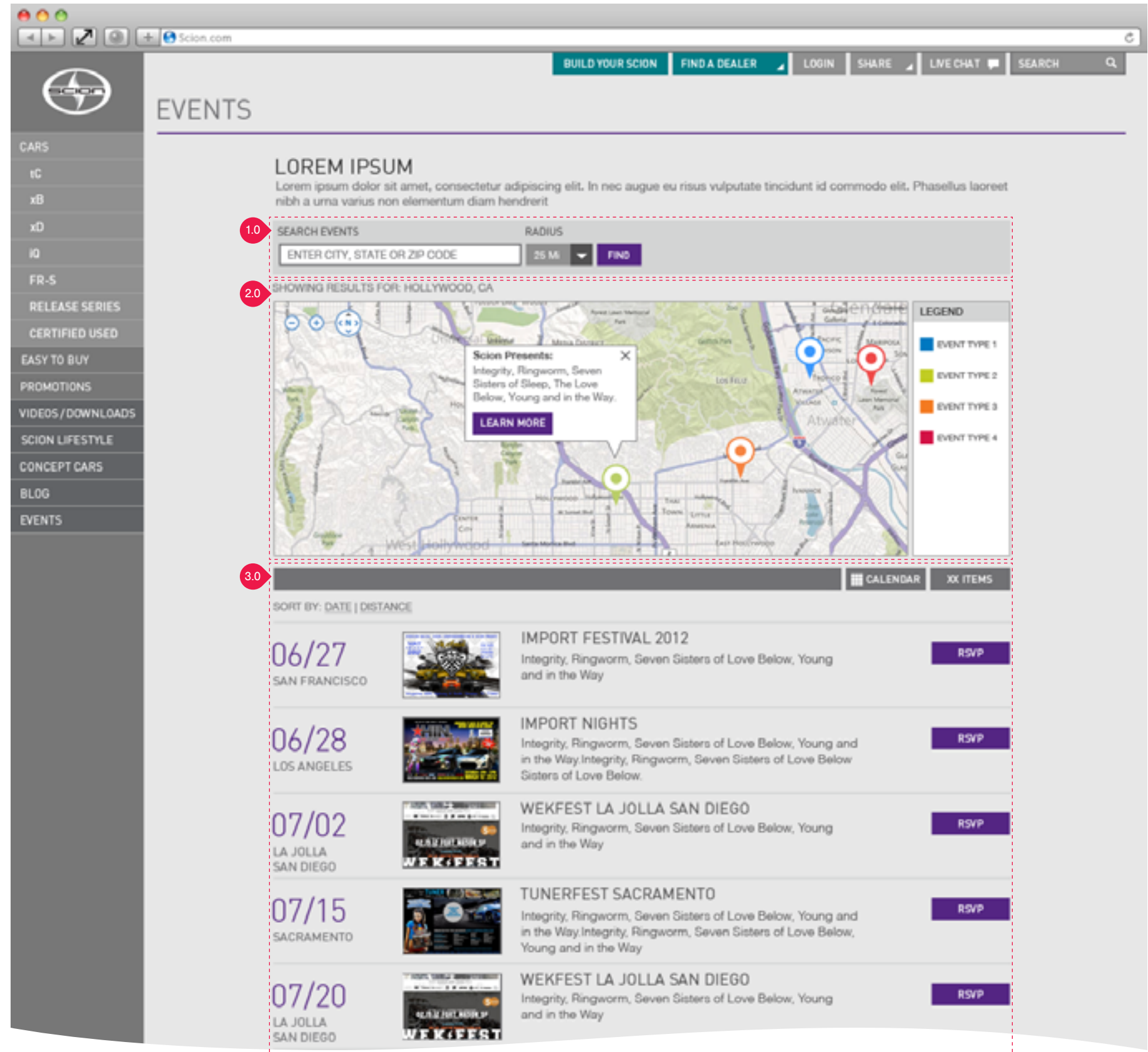
Single field accepts multiple search types; city, state or zip code searches return relevant results.

### 2.0 INTERACTIVE MAP

Displays active filter parameter, (i.e., city, zip code, etc.).

### 3.0 EVENTS LIST

Information displayed here is related to filters applied to the events map. The initial default timescale is tied to current month of the event system.

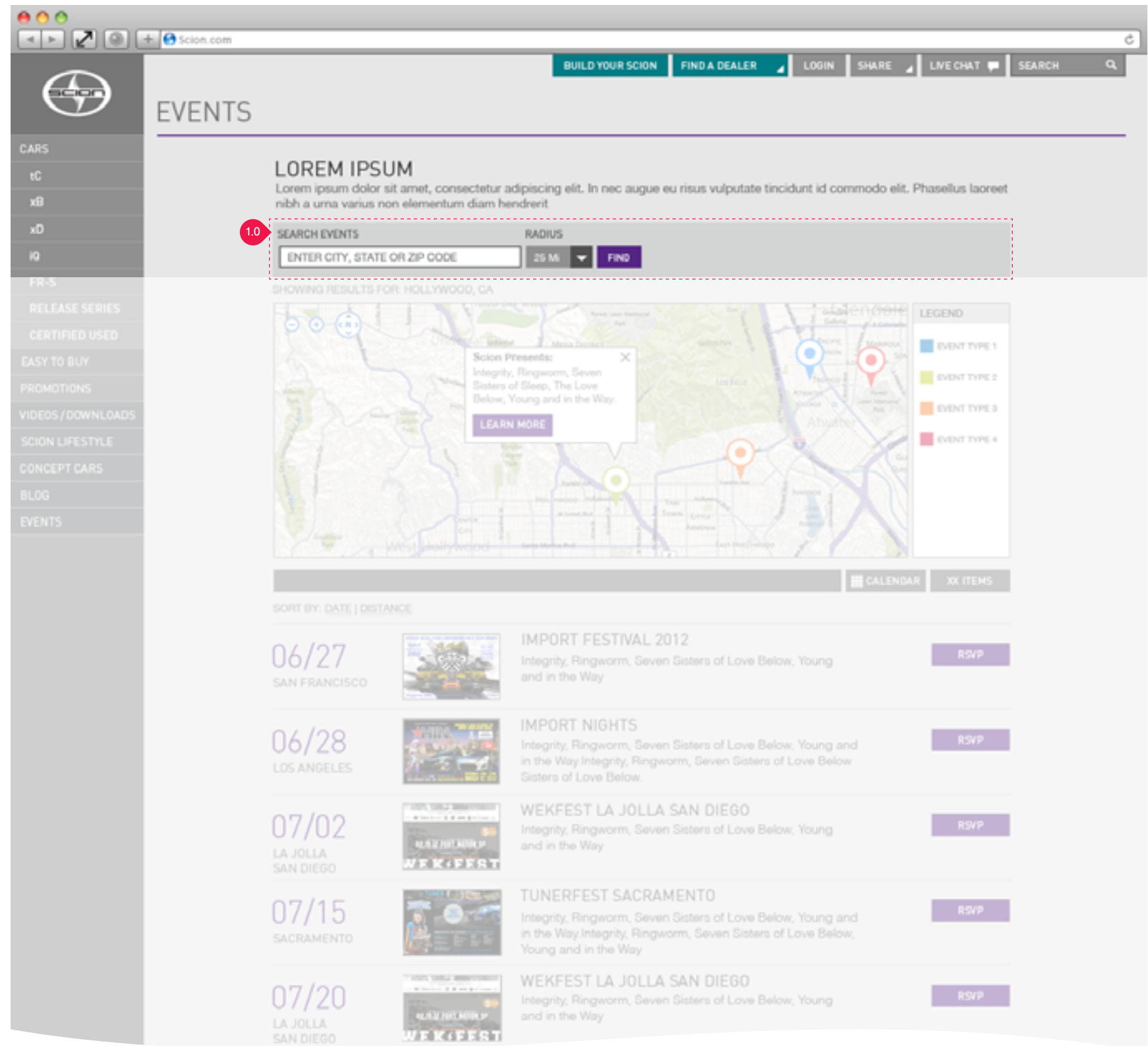


# Events Landing Page

## List View - Map Search Field

### 1.0 RESULTS FILTERS

Single field accepts multiple search types; city, state or zip code searches return relevant results.



# Events Landing Page

## List View - Map

### 2.0 INTERACTIVE MAP

Displays active filter parameter, (i.e., city, zip code, etc.).

### 2.1 MAP MODAL

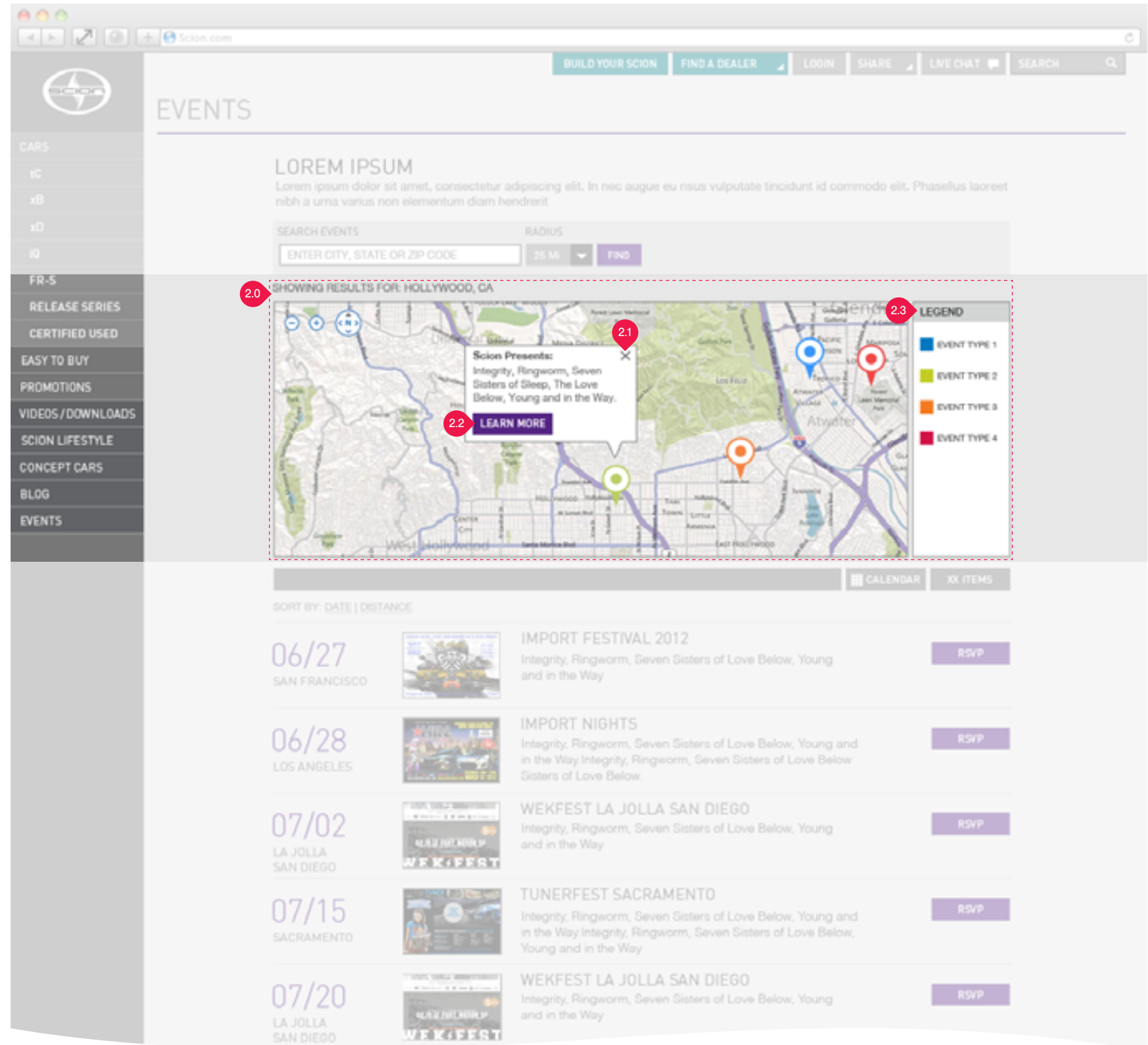
Appears after the user clicks on an event pin.

### 2.2 LEARN MORE CTA

This link takes the user to the event detail page.

### 2.3 MAP LEGEND

Displays key for color-coded map entries.



# Events Landing Page

## List View - List Item Details

### 3.0 EVENTS LIST

Information displayed here is related to filters applied to the events map. The initial default timescale is tied to current month of the event system.

### 3.1 CALENDAR VIEW TOGGLE

Toggles to event calendar view.

### 3.2 # OF ITEMS DISPLAY

Total number of items contained in the current display.

### 3.3 DATE SORT OPTION

Sorts the list items by closest event date or by furthest event date.

### 3.4 DISTANCE SORT OPTION

Sorts the list items by closest event or by furthest event.

### 3.5 EVENT DATE AND LOCATION

This field displays the date and location of the event.

### 3.6 EVENT IMAGE

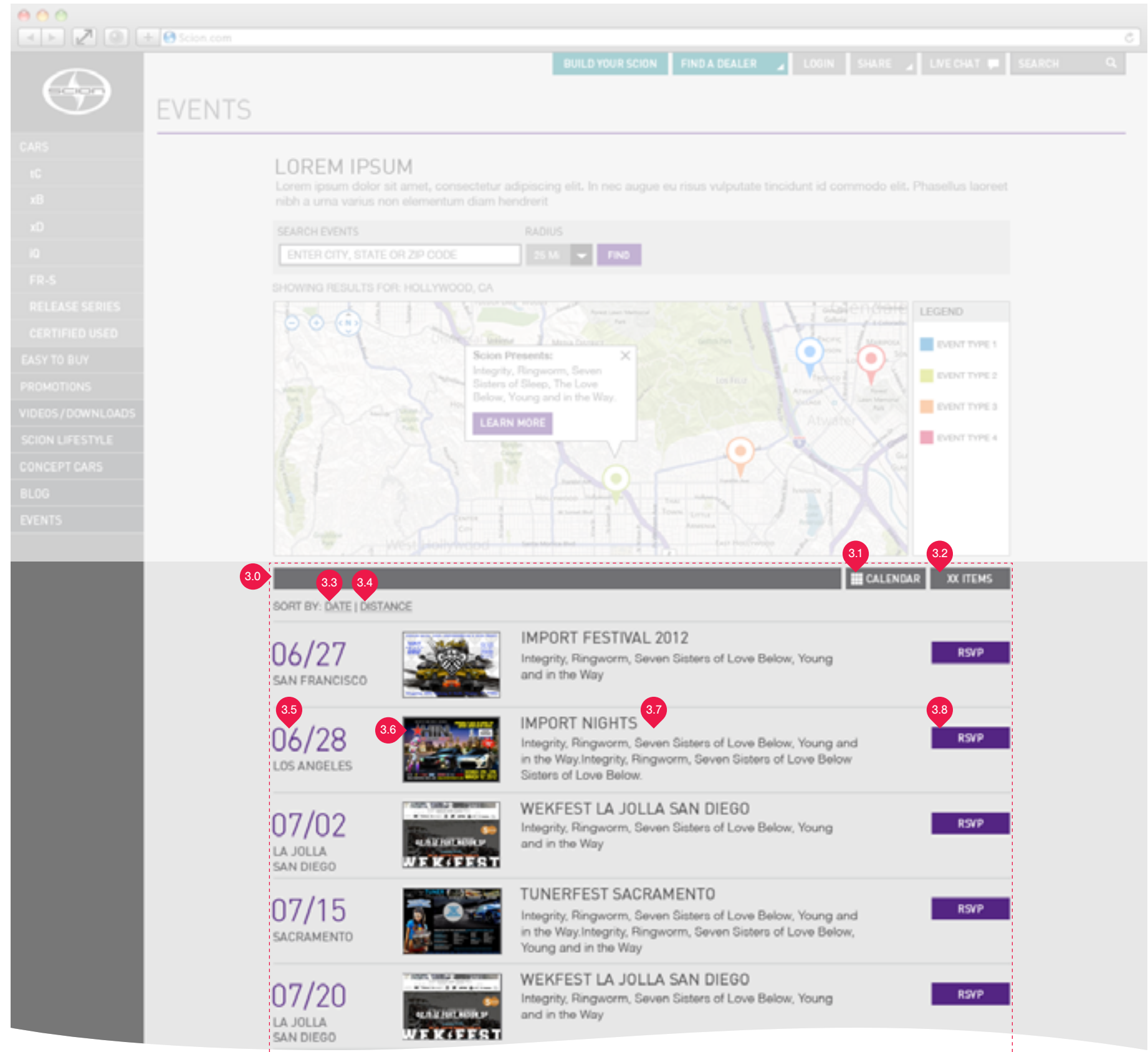
Clicking on this image takes the user to the event detail page. When there is no image, a default fallback image is displayed.

### 3.7 EVENT TITLE

Clicks on this element navigate to the corresponding Event Detail page.

### 3.8 RSVP CTA

Clicks here deploy the RSVP modal.



# Events Landing Page

## Calendar View

### 4.0 CALENDAR VIEW

Information displayed here is related to filters applied to the events map. The initial default timescale is tied to current month of the event system.

### 4.1 CALENDAR NAVIGATION

Clicks here display previous/next month.

### 4.2 CALENDAR VIEW TOGGLE

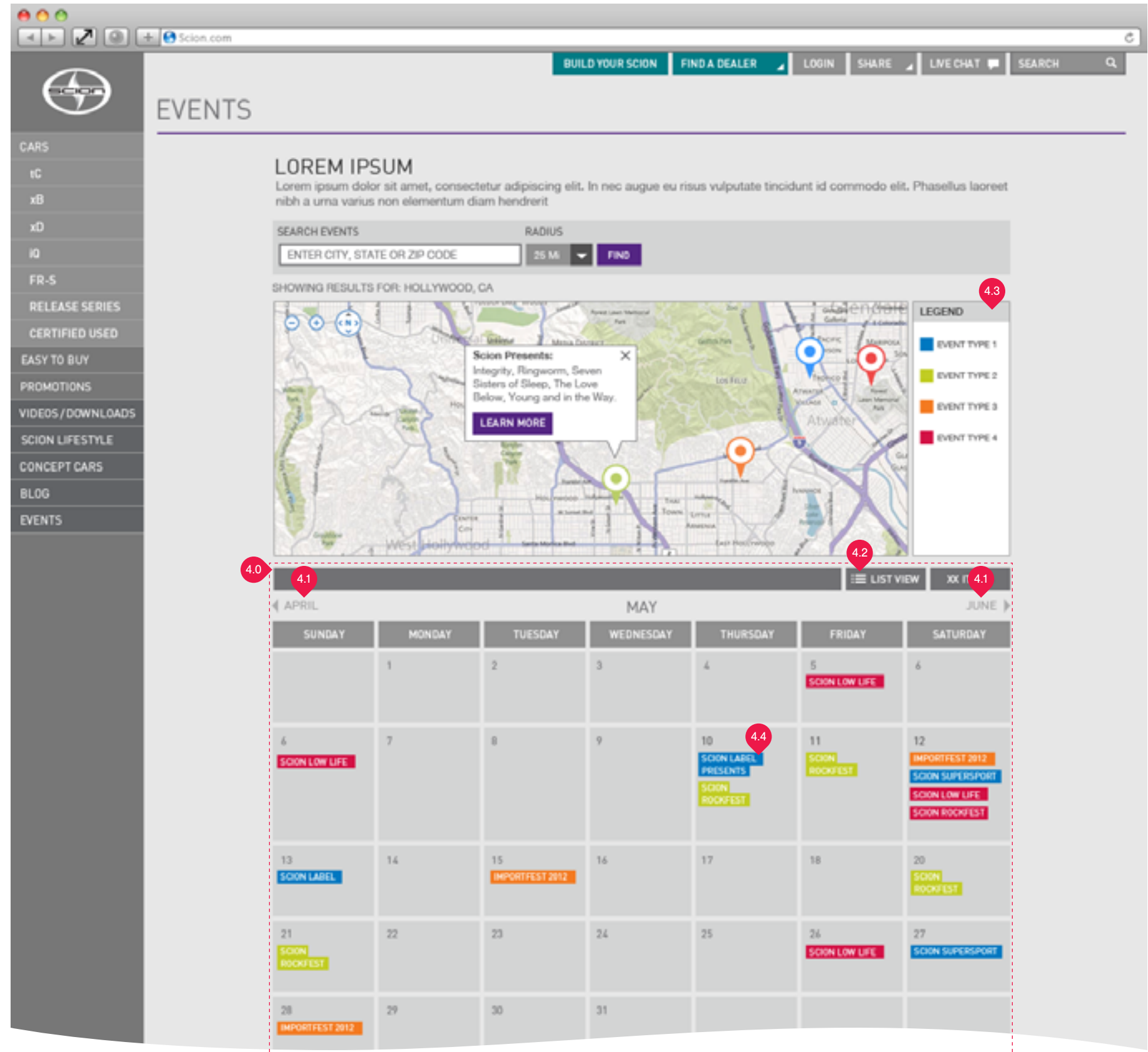
Toggles to event calendar view.

### 4.3 CALENDAR LEGEND

Displays key for color-coded calendar entries.

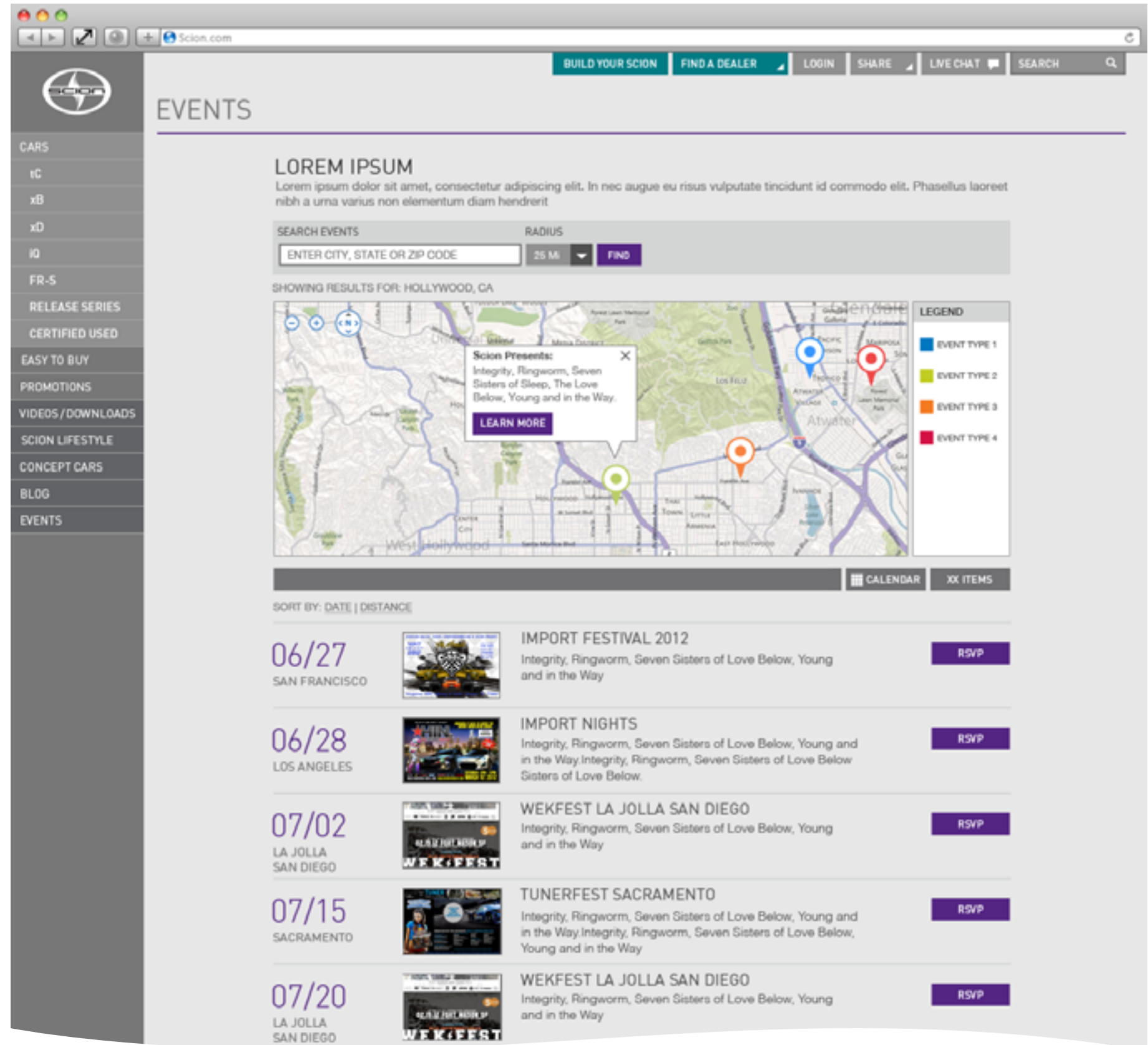
### 4.4 CALENDAR EVENT

Displays event name, entries coded to differentiate type. Row height conforms to accept multiple events displayed per day.



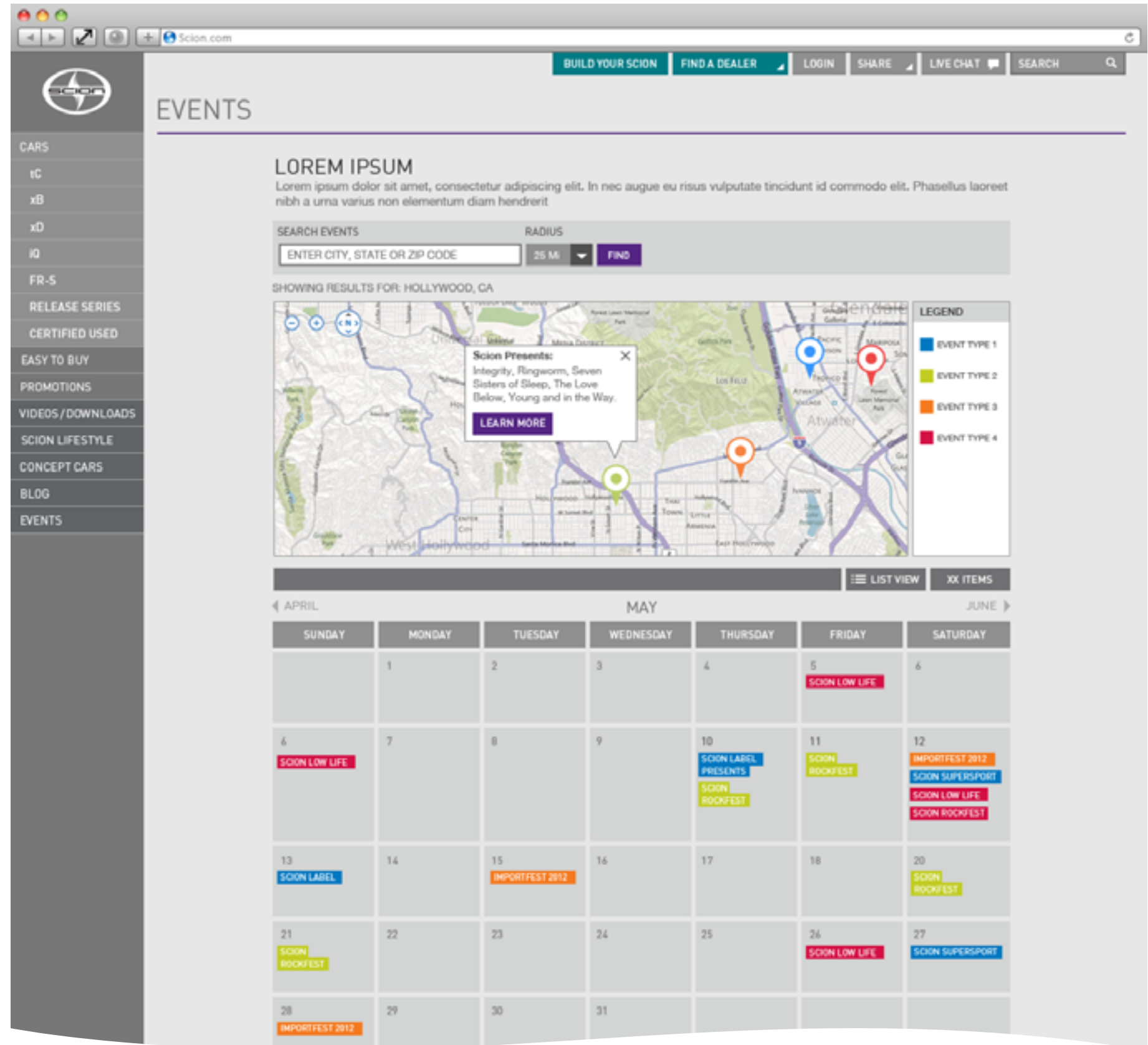
# Events Landing Page

## List View - Non-Annotated



# Events Landing Page

## Calendar View - Non-Annotated



# Event Detail Page

# Event Detail Page

## 1.0 QUICK DETAIL HEADER

Key event info is displayed here.

## 1.1 RSVP CTA

Deploys RSVP modal.

## 2.0 EVENT IMAGE

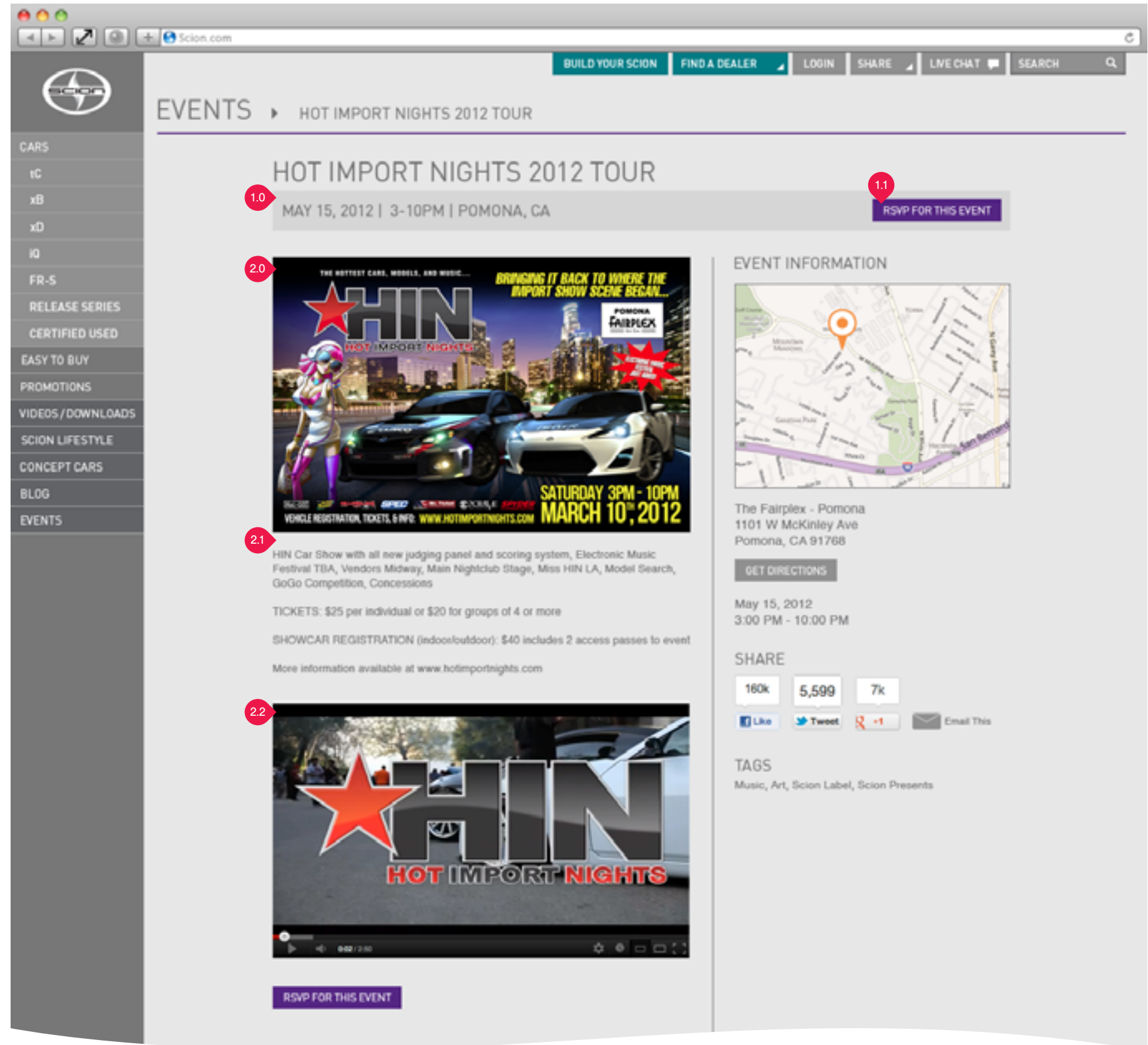
Event detail image, displayed in landscape format as illustrated. Container element should accommodate both portrait and landscape formats.

## 2.1 EVENT DESCRIPTION

Text that explains the event in more detail.

## 2.2 MULTIMEDIA EMBED

Additional embedded content should leverage an iframe to display, in the example illustrated a video has been embedded.



# Event Detail Page

### 3.0 MAP DISPLAY

The zoom level displays the event location's cross streets. Pan and zoom are disabled.

### 3.1 GET DIRECTIONS CTA

Deploys the Get Directions modal.

### 3.2 FACEBOOK LIKE

Deploys the Facebook like modal. Users with non-active FB sessions will be directed to the FB Connect window.

### 3.3 TWITTER SHARE

Deploys the Twitter share modal. Users with non-active Twitter sessions will be directed to the Twitter log in window.

### 3.4 GOOGLE+ SHARE

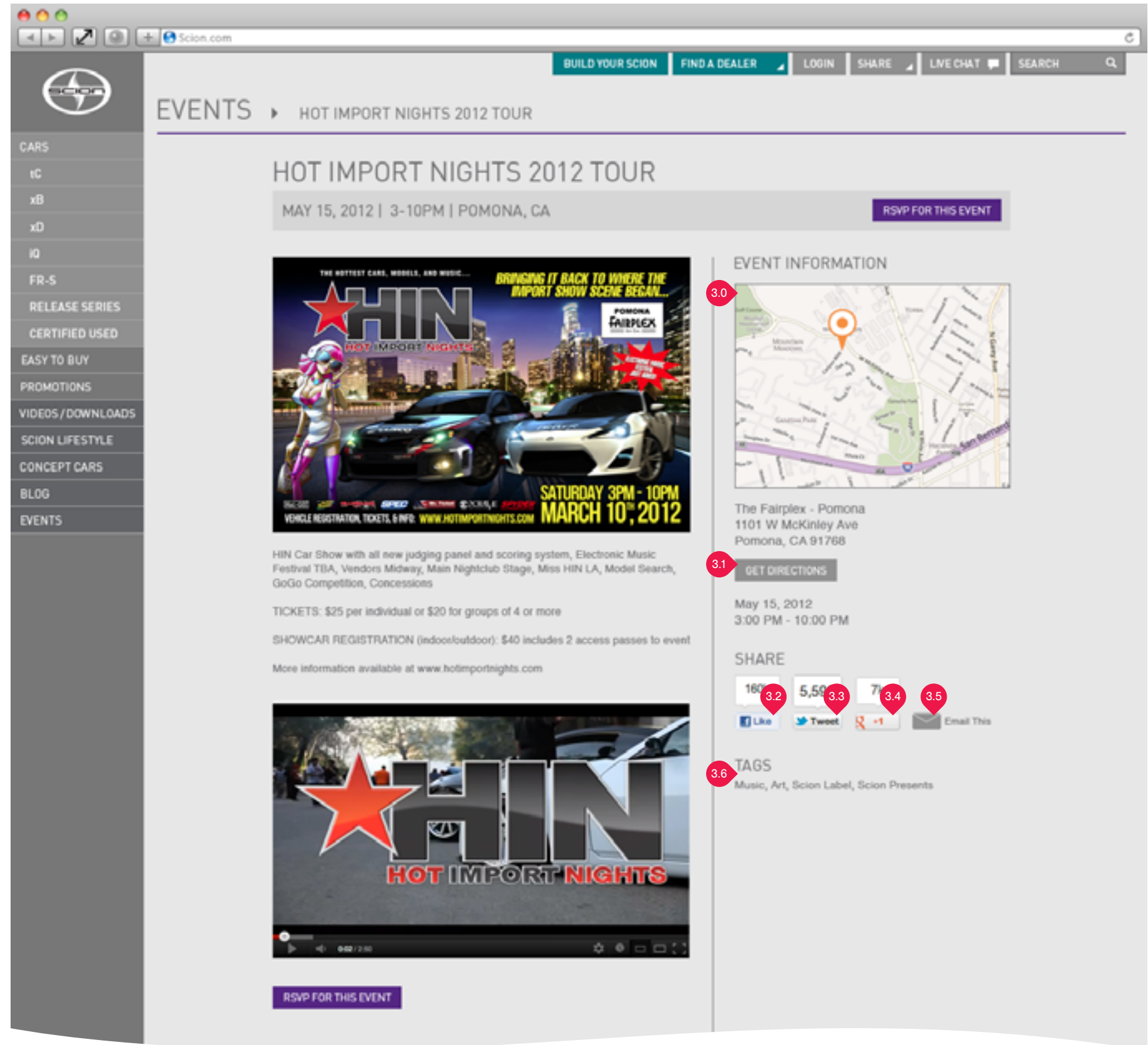
Clicks here deploy the Google+ share modal. Users with non-active Google+ sessions will be directed to the Google+ log in window.

### 3.5 EMAIL SHARE

Clicks here deploy the Email Share modal.

### 3.6 TAGS

Clicks on these links navigate the user to the Event Landing page filtered by the related event type.



# Event Detail Page

## RSVP Modal

### 1.0 EVENT DETAILS

Event information is presented here for convenience.

### 1.1 GUEST DROPDOWN

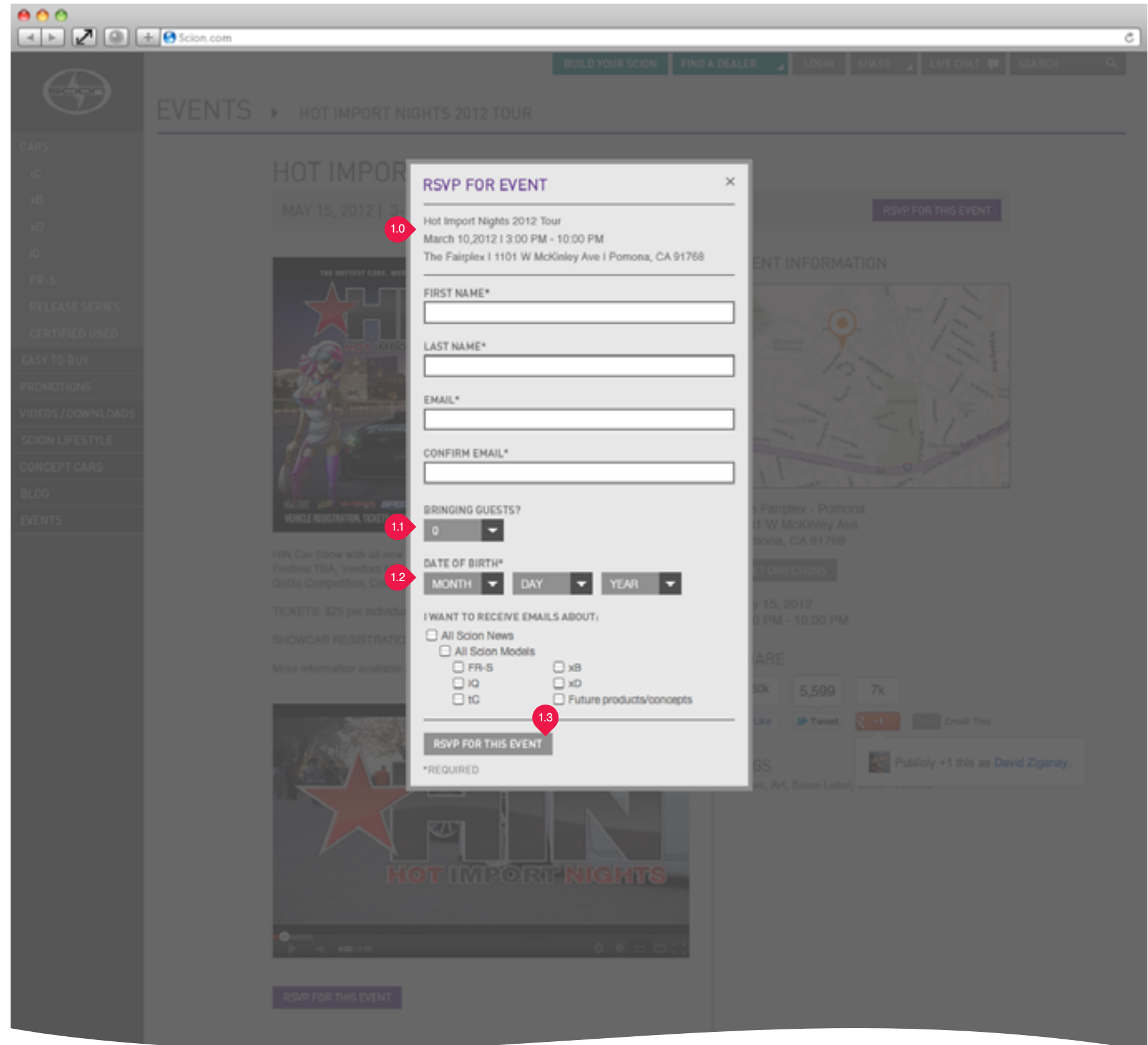
Dropdown only appears if the Event Creator has enabled Guest RSVPs.

### 1.2 DATE OF BIRTH

These selections only appear if the event has a minimum age requirement.

### 1.3 RSVP SUBMISSION BUTTON

This button remains disabled until valid entries are made and email preferences are selected.



# Event Detail Page

## RSVP Confirmation Modal

### 1.0 CONFIRMATION MODAL

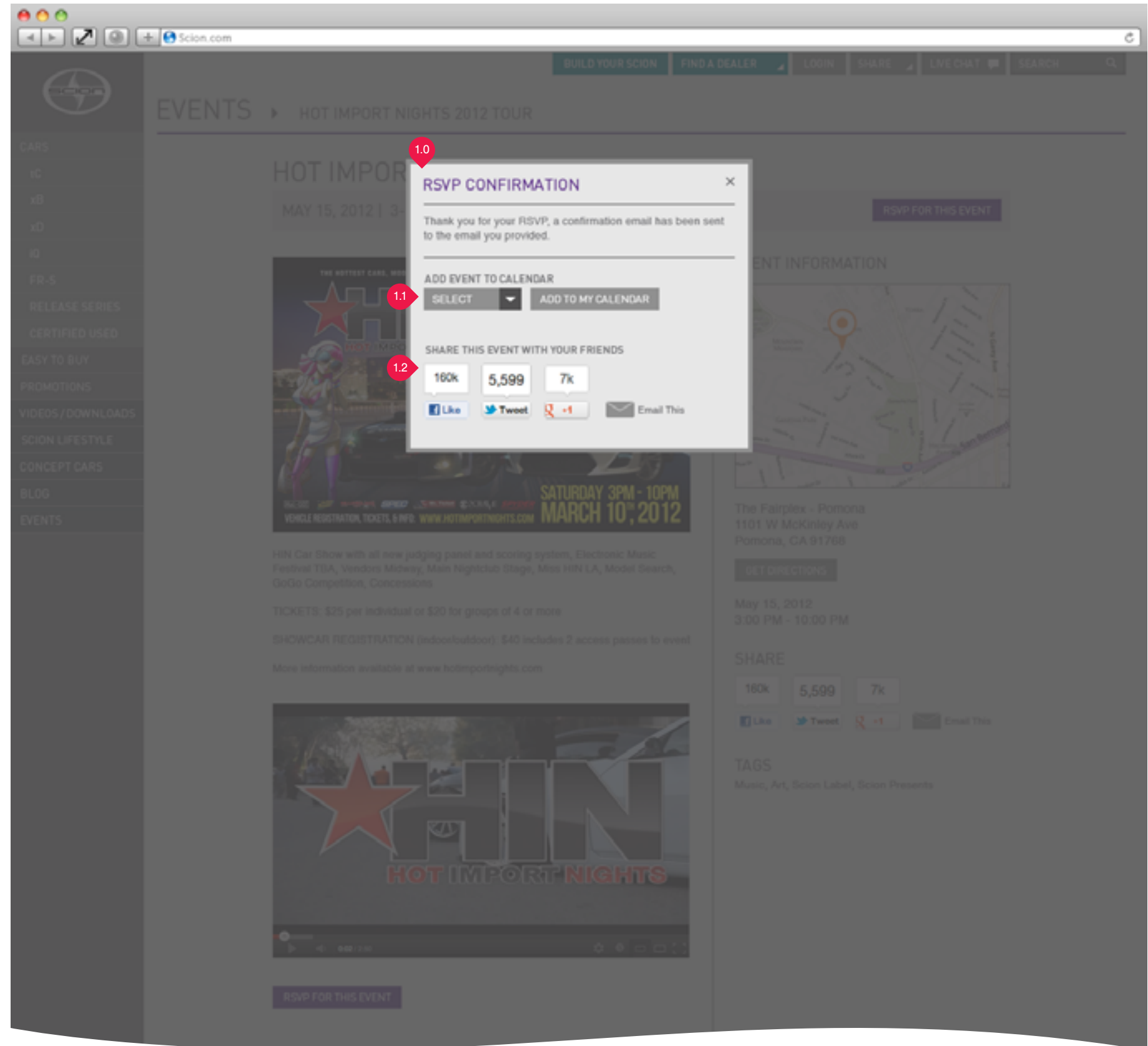
On successful RSVP submission displays confirmation message. Event details are emailed to the address specified.

### 1.1 ADD TO CALENDAR

Option to add the event to the user's selected scheduling application.

### 1.2 SOCIAL/SHARE OPTIONS

Social plugins and email share.

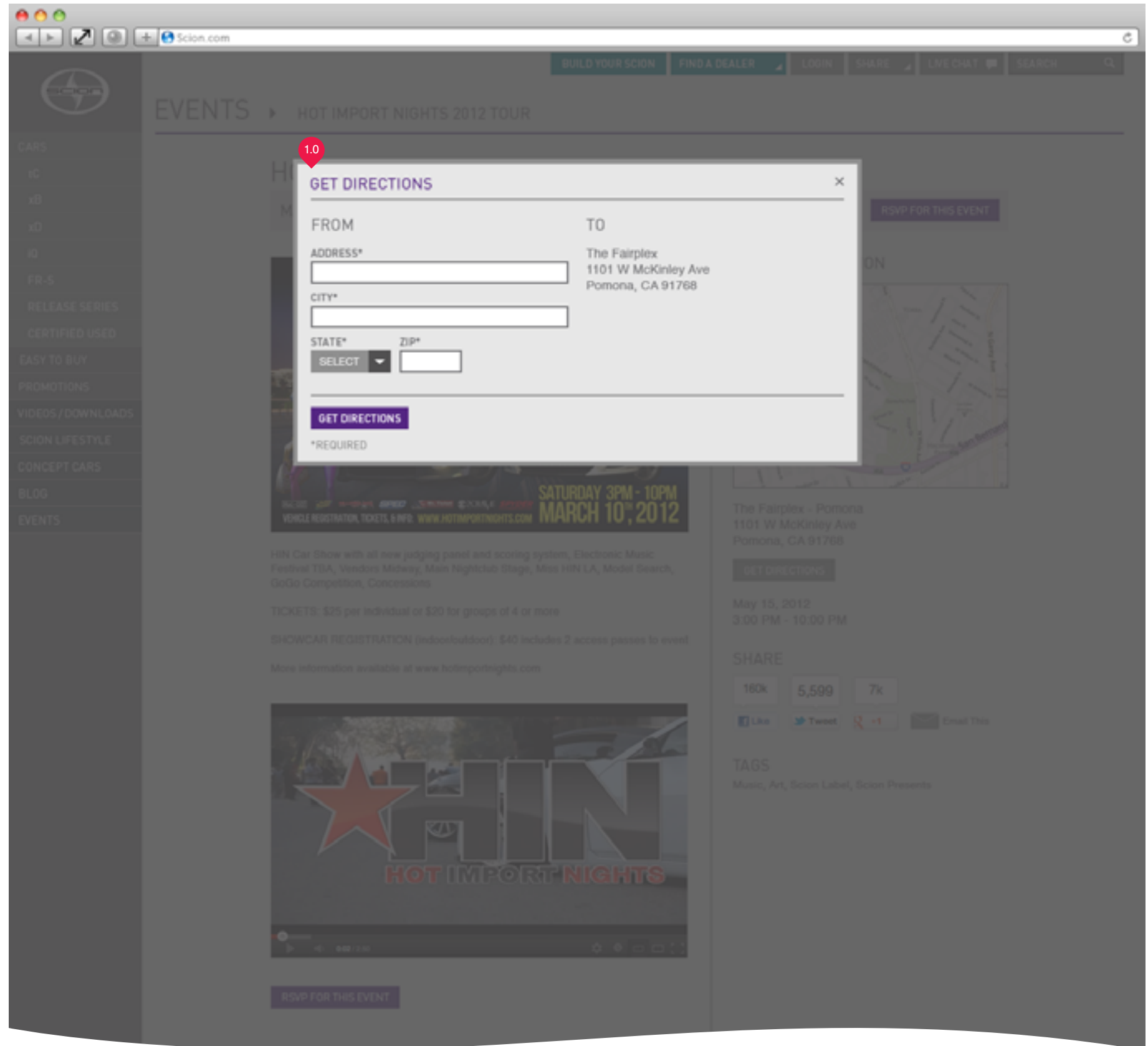


# Event Detail Page

## Get Directions Modal

### 1.0 EXISTING GET DIRECTIONS MODAL

Events system leverages existing Get Directions modal.



# Event Detail Page

## Get Directions - Results

### 1.0 DIRECTIONS DISPLAY

Successful get directions queries load information in right rail.

### 1.1 PRINT DIRECTIONS

Clicks deploy user OS driven print dialouge.

### 1.1 CLEAR

Clicks clear directions display and revert right rail content to default.

The screenshot shows a web browser window displaying the Scion.com website. The page is titled 'EVENTS' and 'HOT IMPORT NIGHTS 2012 TOUR'. The event details include the date 'MAY 15, 2012 | 3-10PM | POMONA, CA' and a 'RSVP FOR THIS EVENT' button. A promotional image for the event features a woman in a futuristic outfit and a car, with text: 'THE HOTTEST CARS, MODELS, AND MUSIC... BRINGING IT BACK TO WHERE THE IMPORT SHOW SCENE BEGAN... HIN HOT IMPORT NIGHTS POMONA FAIRPLEX SATURDAY 3PM - 10PM MARCH 10, 2012'. Below the image, there is a description of the event, ticket information, and a video player showing the event logo. A sidebar on the left contains navigation links like 'CARS', 'tC', 'xB', etc. On the right, a 'DIRECTIONS TO THE EVENT' section shows a map with a route from Los Angeles to Pomona, CA, and a list of directions with distances and times. A 'PRINT DIRECTIONS' button is visible below the map.

# Event Detail Page

## FB Like

### 1.0 FACEBOOK LIKE PANEL

Clicks on Facebook Like CTA deploy Like Panel. Post text is populated by event data.

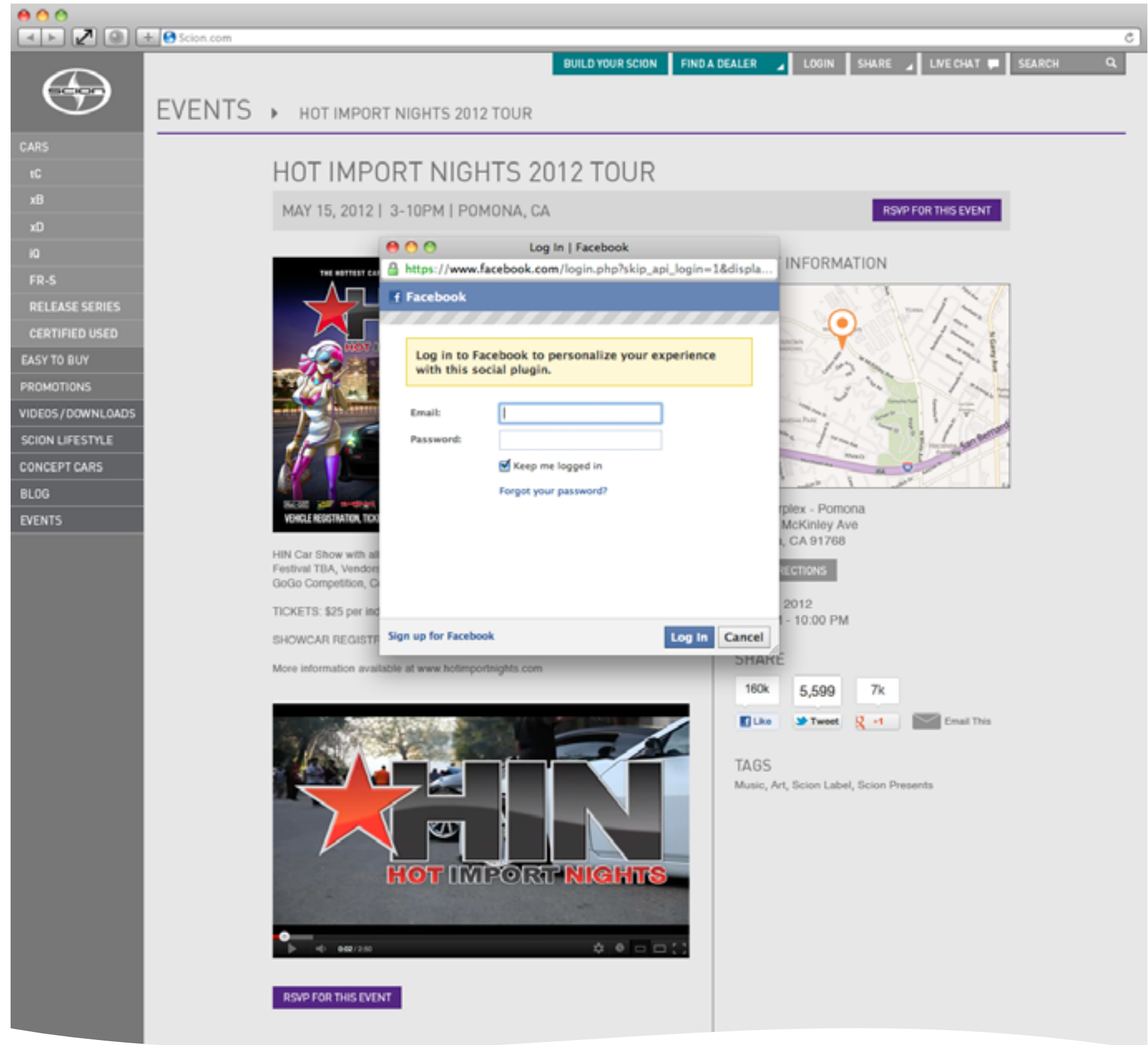
The screenshot shows a web browser window displaying the Scion.com website. The page is titled "EVENTS" and "HOT IMPORT NIGHTS 2012 TOUR". The main content area features a promotional image for the event, which includes the text "THE HOTTEST CARS, MODELS, AND MUSIC... BRINGING IT BACK TO WHERE THE IMPORT SHOW SCENE BEGAN...". The event is scheduled for "SATURDAY 3PM - 10PM MARCH 10<sup>th</sup>, 2012" at "The Fairplex - Pomona". A sidebar on the left contains a navigation menu with categories like "CARS", "RELEASE SERIES", and "EVENTS". On the right, there is an "EVENT INFORMATION" section with a map, address, and time. At the bottom right, a "SHARE" section displays social media sharing options, including a Facebook Like panel that is currently active, showing a notification for 1.0 likes.

# Event Detail Page

## FB - Non-Authenticated

### 1.0 FACEBOOK CONNECT WINDOW

Clicks on Facebook Like CTA with non-active Facebook sessions deploy the Facebook Connect window.

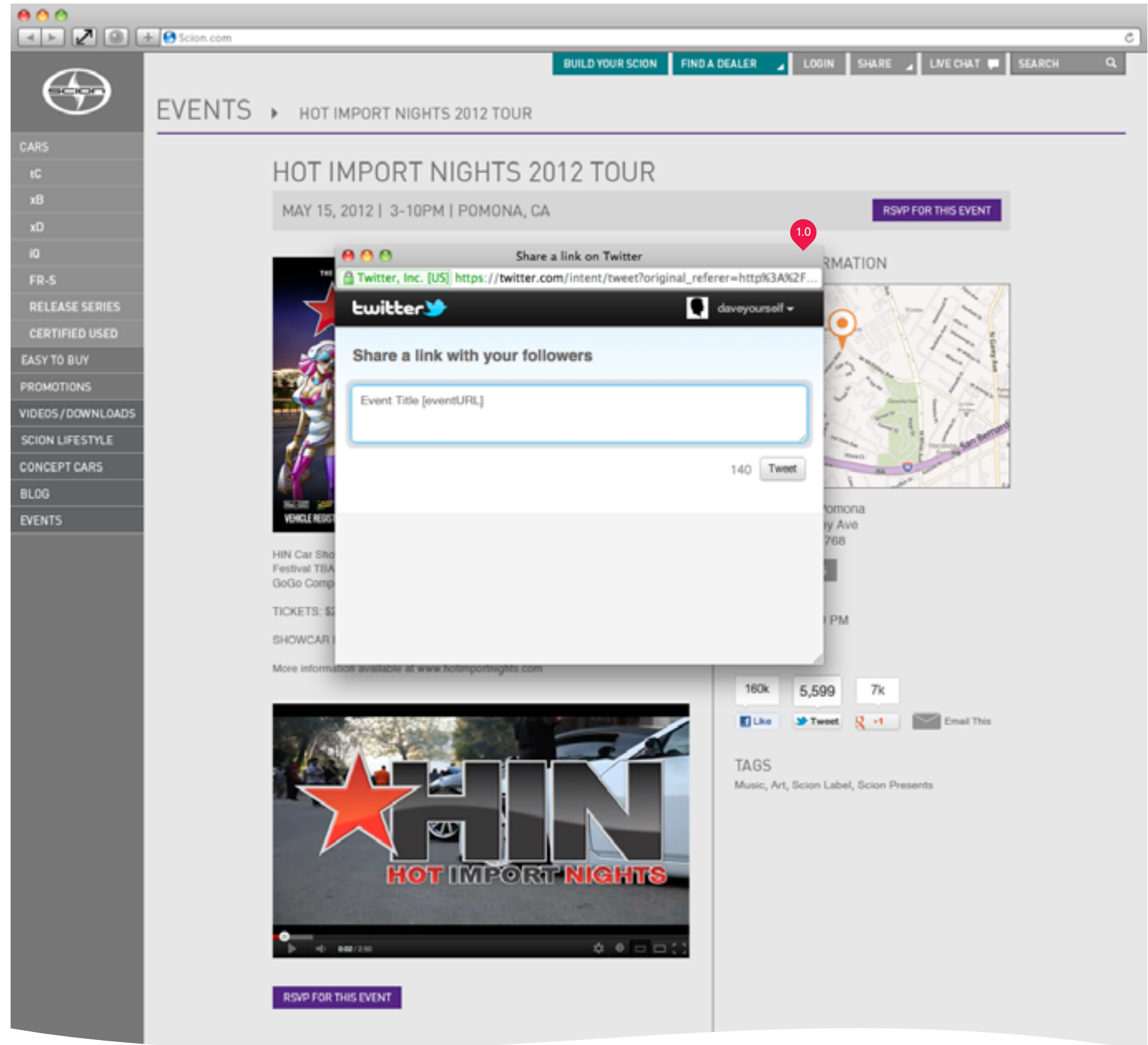


# Event Detail Page

## Tweet - Active Session

### 1.0 TWEET WINDOW

Clicks on Tweet CTA deploy Twitter link share window prepopulated with Event Title and Event URL.

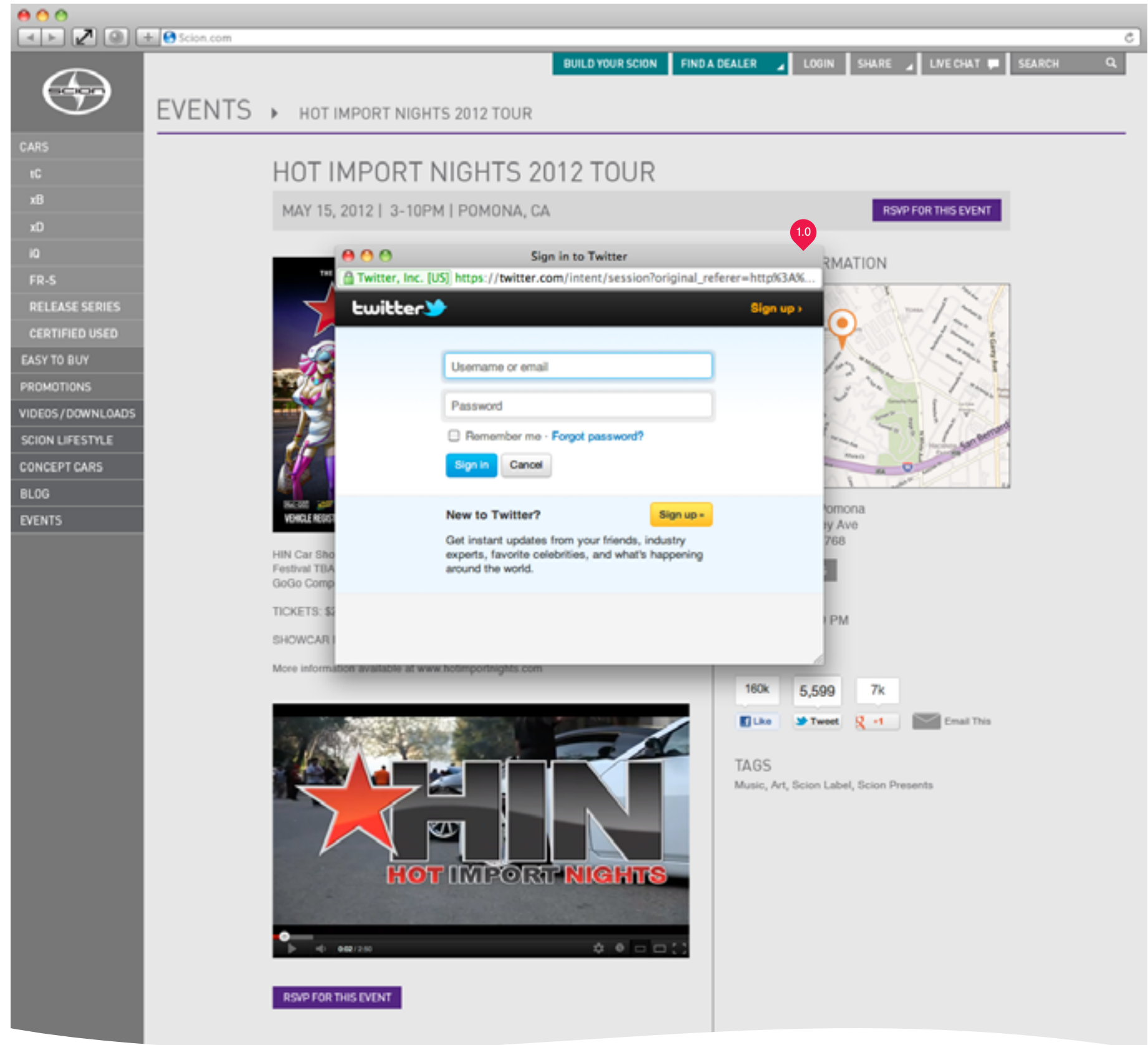


# Event Detail Page

## Tweet - Non-Authenticated

### 1.0 TWITTER SIGN IN WINDOW

Clicks on Tweet CTA with non-active Twitter sessions deploy the Twitter Sign In window.



# Event Detail Page

## g+1 - Active Session

1.0 GOOGLE +1

Clicks on g+1 CTA deploy the +1 link share panel.

The screenshot shows a web browser window displaying the Scion.com website. The page is titled "EVENTS" and "HOT IMPORT NIGHTS 2012 TOUR". The main content area features a large promotional image for the "HIN HOT IMPORT NIGHTS" event, scheduled for Saturday, March 10, 2012, at the Pomona Fairplex. Below the image, there is a description of the event, including details about the judging panel, electronic music festival, vendors, and ticket prices. A video player is embedded at the bottom of the main content area, showing a promotional video for the event. On the right side of the page, there is an "EVENT INFORMATION" section with a map of the location, the address "The Fairplex - Pomona, 1101 W McKinley Ave, Pomona, CA 91768", and the date and time "May 15, 2012, 3:00 PM - 10:00 PM". Below the event information, there is a "SHARE" section with social media sharing options for Facebook (160k), Twitter (5,599), and Google+ (7k). A Google+ +1 button is also present, showing a count of +1 and a notification that "Publicly +1 this as David Ziganay." The page includes a navigation menu on the left with categories like "CARS", "RELEASE SERIES", and "EVENTS". The top navigation bar includes links for "BUILD YOUR SCION", "FIND A DEALER", "LOGIN", "SHARE", "LIVE CHAT", and "SEARCH".

# Event Detail Page

g+1 - Non-Authenticated

## 1.0 GOOGLE +1

Hovers on g+1 CTA with non-active Google+ sessions deploy the +1 link share panel.

The screenshot shows a web browser window displaying the Scion.com website. The page is titled "EVENTS" and "HOT IMPORT NIGHTS 2012 TOUR". The main content area features a large promotional image for the event, which includes the text "THE HOTTEST CARS, MODELS, AND MUSIC... BRINGING IT BACK TO WHERE THE IMPORT SHOW SCENE BEGAN...". Below the image, there is a description of the event, ticket information, and a video player. The right sidebar contains "EVENT INFORMATION" with a map, address, and date, as well as a "SHARE" section with social media icons and a Google+ "+1" button. A tooltip is visible over the "+1" button, indicating a "Publicly recommend on Google." action.

# Event Emails

## Event Emails/Headers


Event Email Blast and Email headers for Scion Owners, Scion Racing and Scion AV event types.

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# SCION OWNERS

### PANDEMONIUM 3



**PANDEMONIUM 3**  
**WHERE:**  
 Ramada Reno Hotel and Casino  
 1000 East 6th Street  
 Reno, NV 89501  
**WHEN:**  
 August 18, 2012  
 7:00 AM - 11:30 PM  
**DETAILS:**  
 Skolics presents Pandemonium 3! This is an ALL Scion owners car show & charity event August 17-19th.  
 A weekend of Scion fun and over 30 awards and more. Visit the [Pandemonium Facebook page](#) for more information.  
 Book and register early for discounted show and hotel room rates. Show entry at <http://pandemonium3.eventbrite.com/>

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### PANDEMONIUM 3



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**WHERE:**  
 Ramada Reno Hotel and Casino  
 1000 East 6th Street  
 Reno, NV 89501  
**WHEN:**  
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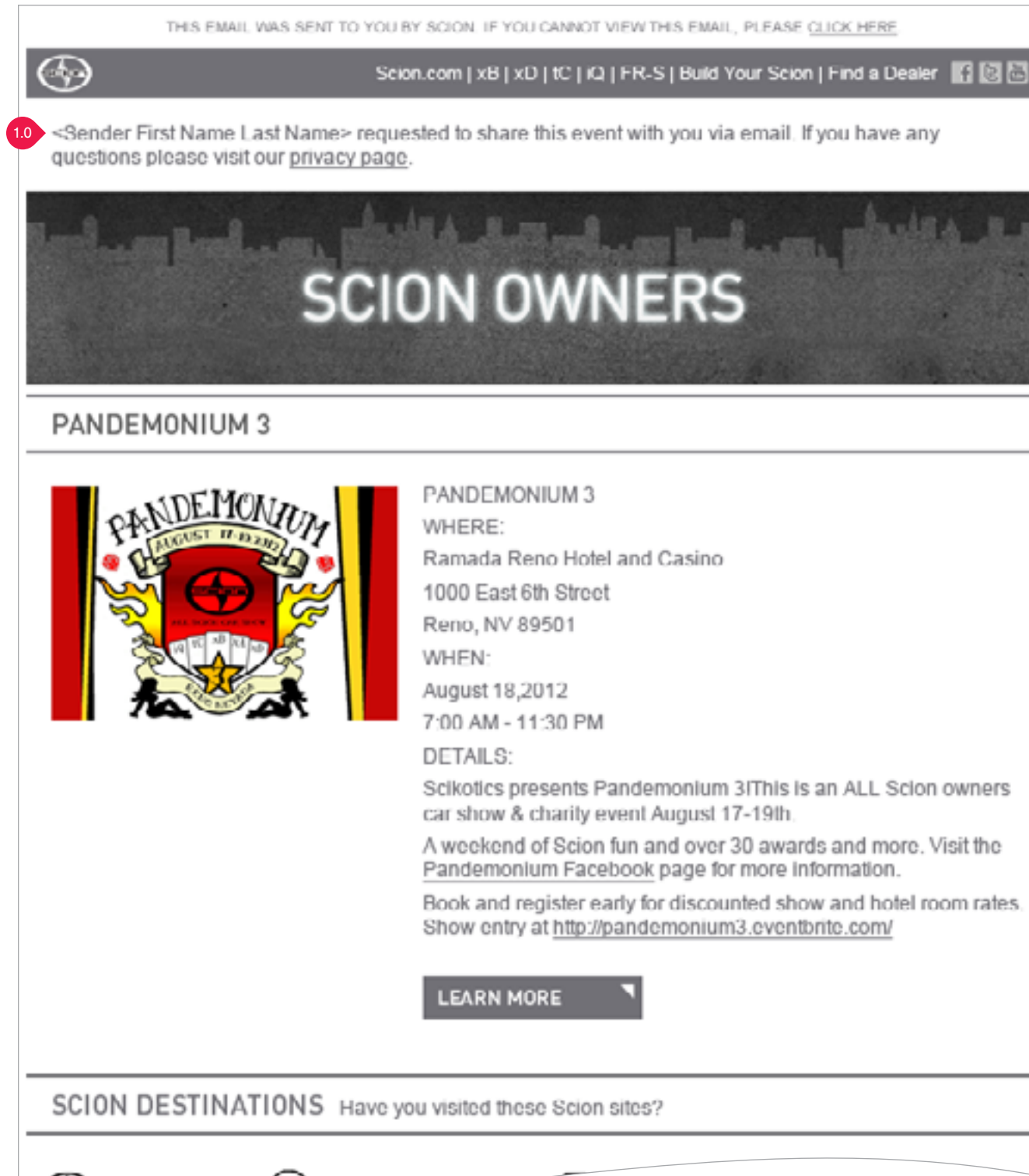
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# Event Email Share

## 1.0 SENDER TEXT HEADER

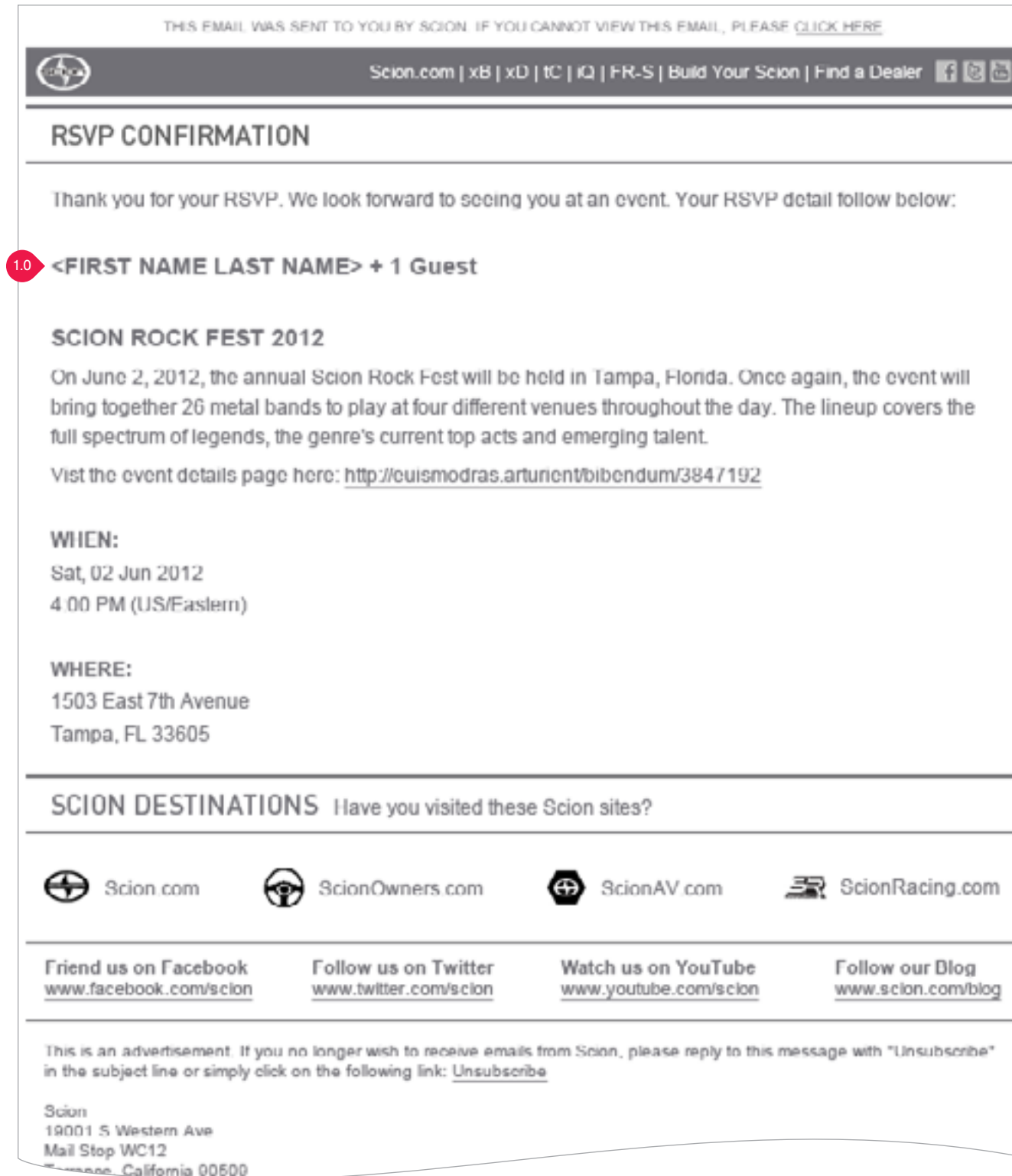
Text header leads with sender first and last name inserted above email body.



# Event RSVP Confirmation

## 1.0 ATTENDEE TEXT HEADER

Text header leads with attendee first and last name inserted above email body.



# Open Items

# Open Items

- Event Type Classifications  
Currently tracking 3 event types; Scion Owners, Scion Racing, Scion AV
- Event Tags  
Determine predefined tags
- Dashboard Design Implications  
Currently holding on backend UI work

# Next Steps

# Next Steps

- Scion to provide feedback 5/18
- Revisit Admin Dashboard timing

Thank You.



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