

Notes

First-time users with no acct created

The first-time user can create a wish list and a letter to Santa.

When they try to send the letter to Santa, they are taken into the Create Account screens.

When the user completes the letter, they have 2 options: Send and Email.

Clicking Send prompts the user to create an account or sign in. They must create an account before they can send the letter to Santa. See screen 7.

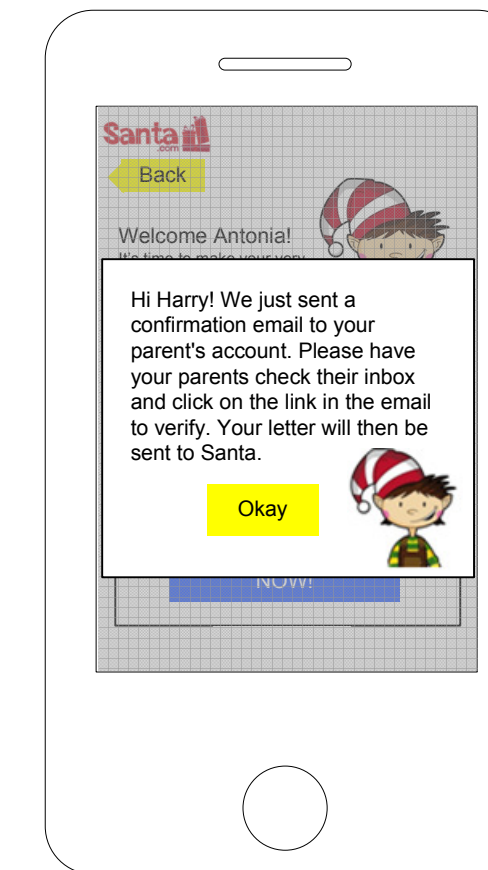
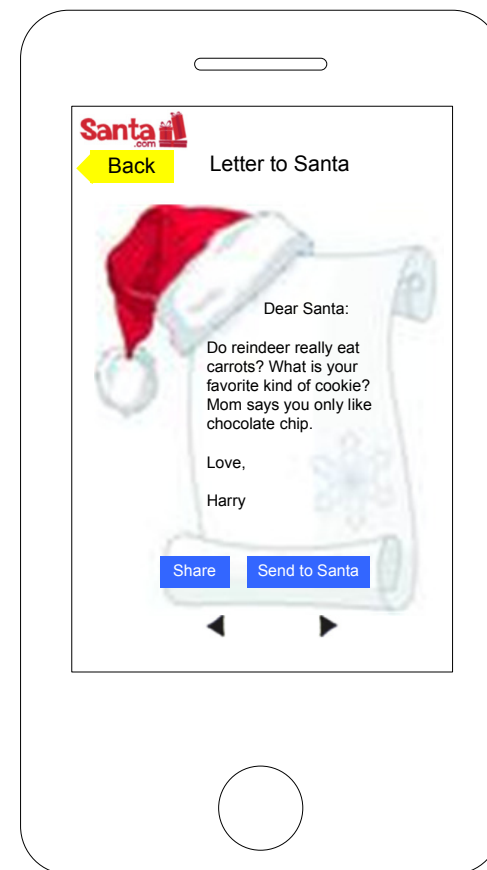
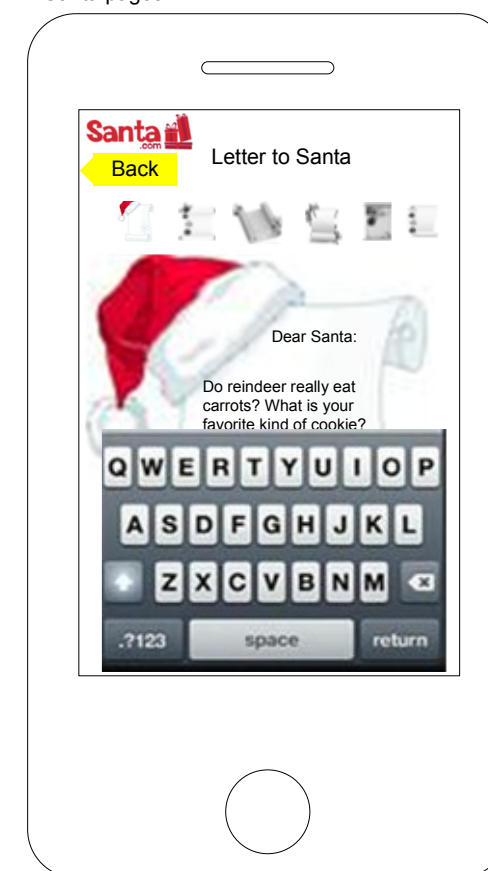
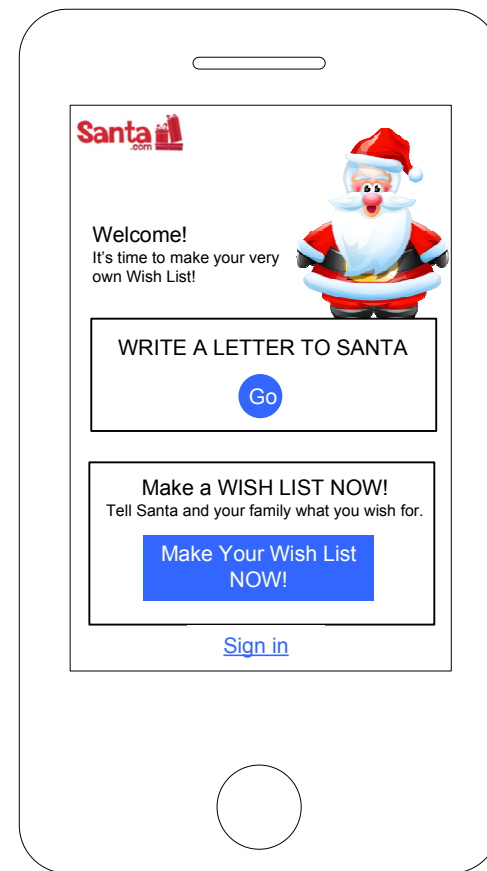
Clicking Email takes the user to more screens. See next wireframe.

Scroll arrows appear at the bottom of all Letter to Santa pages to allow the user to view letters.

First time user clicks write a letter. User is prompted for their name.

User can select a template by tapping on it (templates can be limited by graying them out). Then, user taps on the screen and the keyboard displays. The auto save feature is enabled and letters are saved to the Mail Room. Scroll arrows appear at the bottom of all Letter to Santa pages.

If the user taps on a grayed out template, they will go into the registration flow.



Once the user has signed in or created an account (and it has not been activated), this overlay displays advising the user that their letter is being sent.

Notes

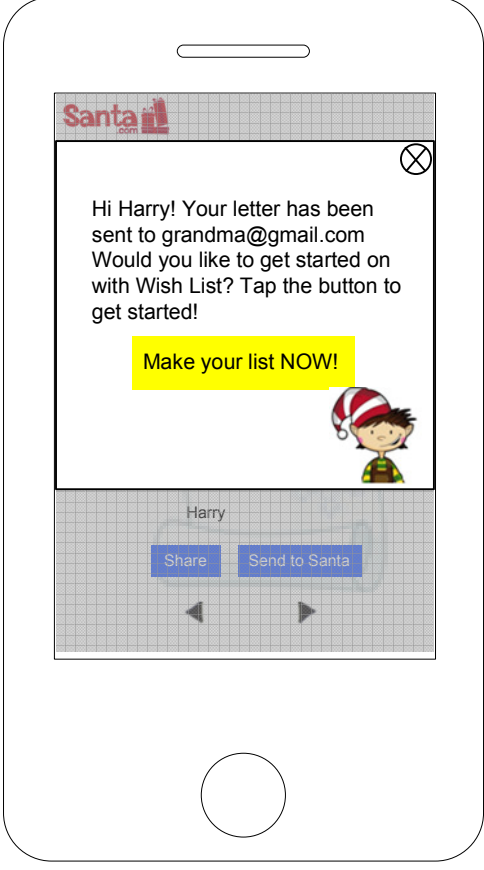
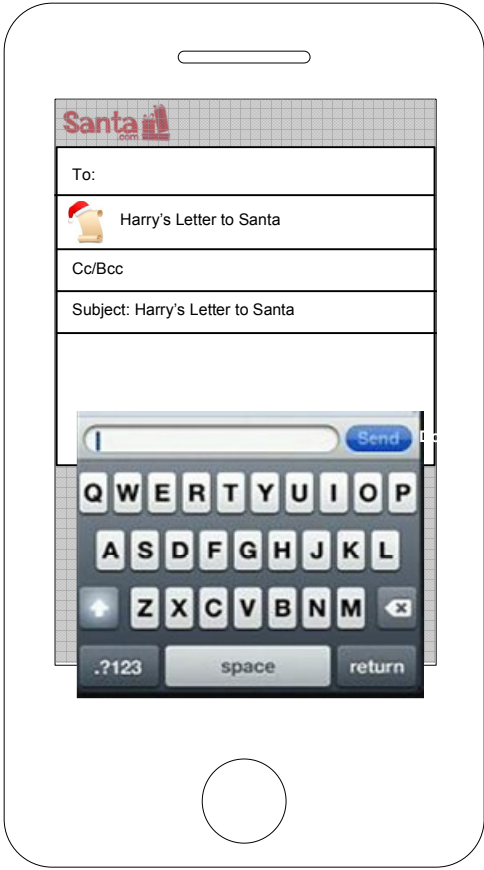
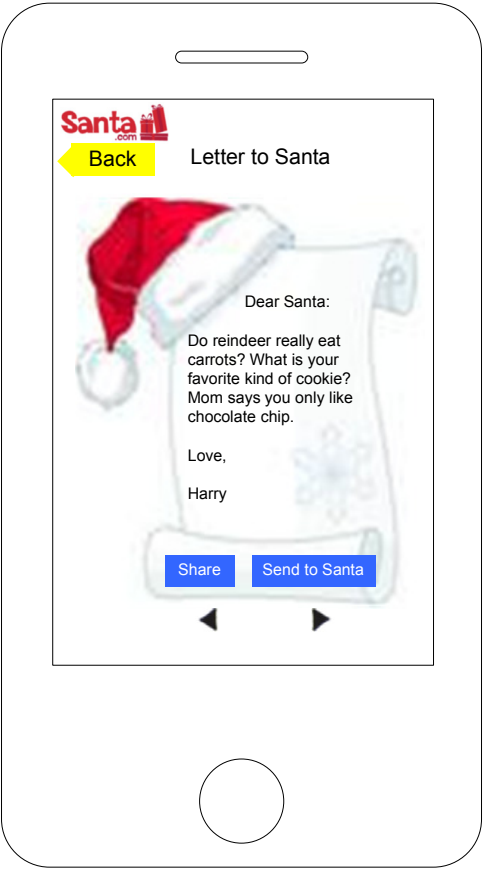
First-time users with no acct created - Share

When they try to send the letter to Santa, they are taken into the Create Account screens.

Most information can be saved locally on the app itself. When the user creates an acct and signs in, the information can be uploaded and viewed on the website.

When user taps the Email button, fields display allowing the user to enter an email address and a short note. The letter is saved as an attachment.

A message displays letting the user know that the letter was successfully sent and prompting them to start a wish list.



Notes

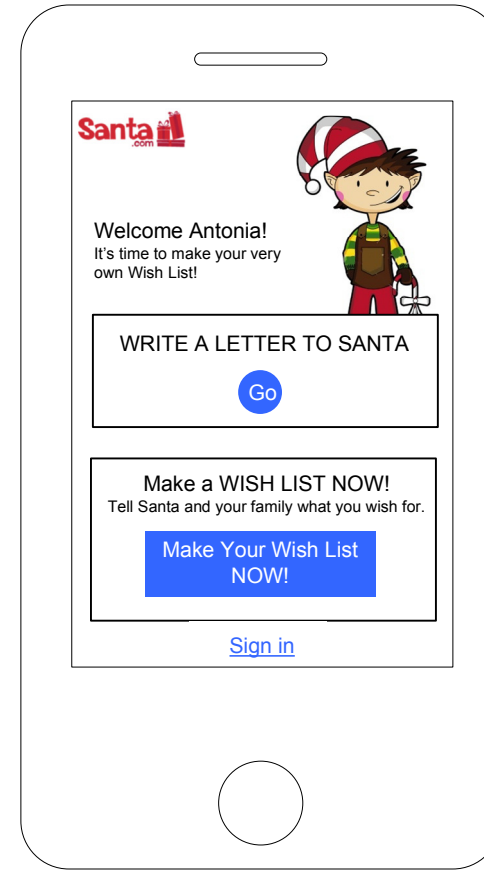
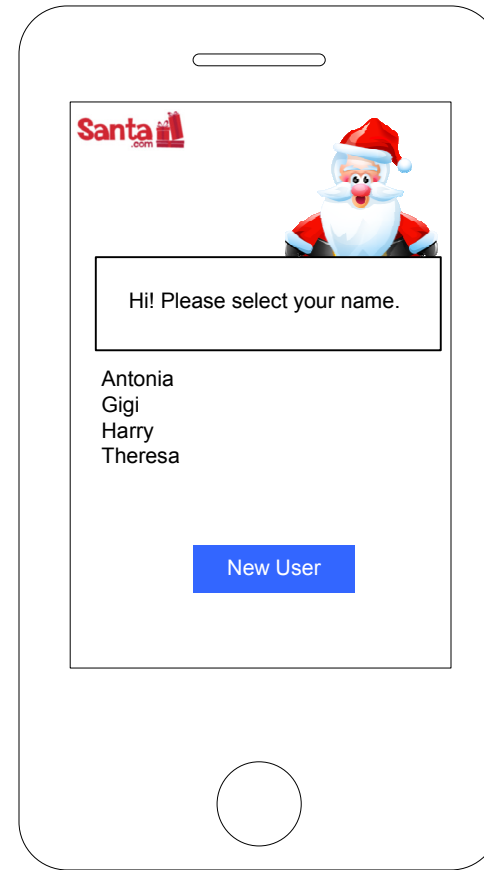
Select Name screen - Return User with Name Only (not full account)

- Return user would see his/her name on Landing Screen and also a button that says New User
- Tap name, go to customized Main Page
- Tap New User, enter a name and go to customized Main Page
- Enter username, password, parent email, accept terms when tap on Send Letter or Send Wish List

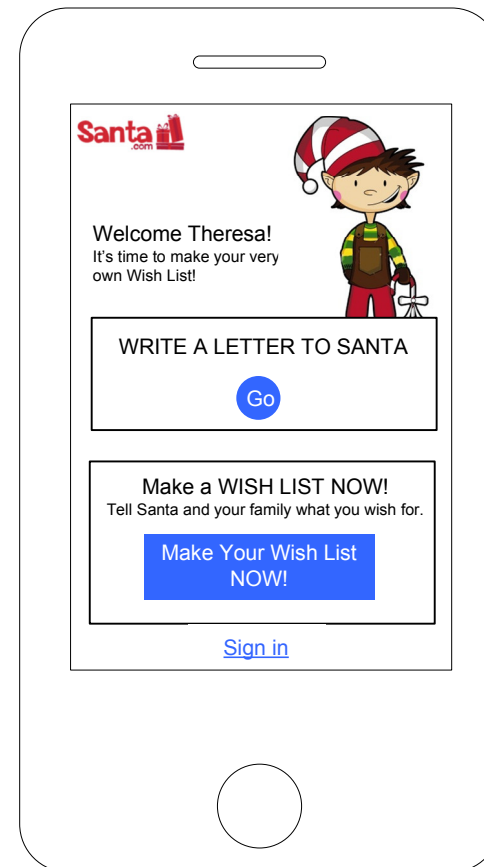
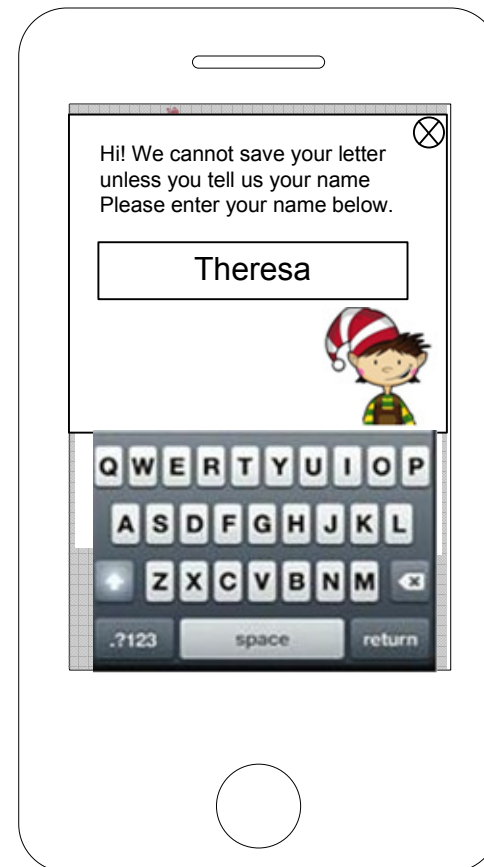
Names will appear alphabetically.
User taps their name to select it and is taken to the Santa.com main page.

If user taps their name, they go to a customized main page.

When user tries to send a letter or wish list, they are taken into the Create Account screens.



If user taps the New User button, an overlay displays and they can enter their name. Then they see a customized home page.



When user tries to send a letter or wish list, they are taken into the Create Account screens.

Notes

Return User with Full Account

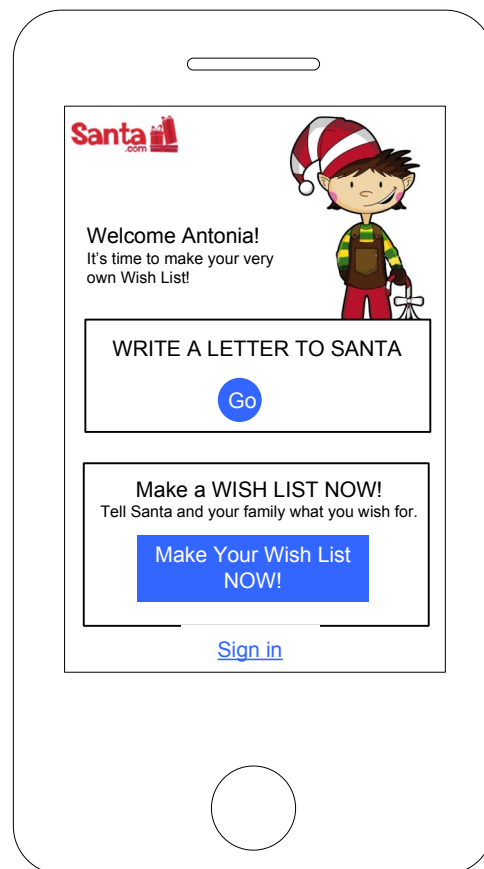
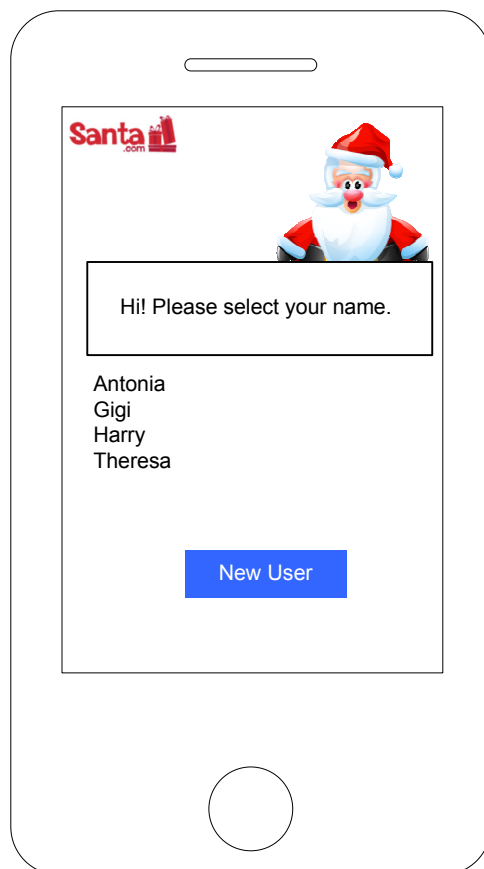
- Return user would see his/her name on Landing Screen and also a button that says New User
- Tap name, go to customized main page
- Tap New User, enter a name and go to customized main page
- First time tap on Send Letter, Send Wish List, enter username and password (no need to enter it again during session)

Most information can be saved locally on the app itself. When the user creates an acct and signs in, the information can be uploaded and viewed on the website.

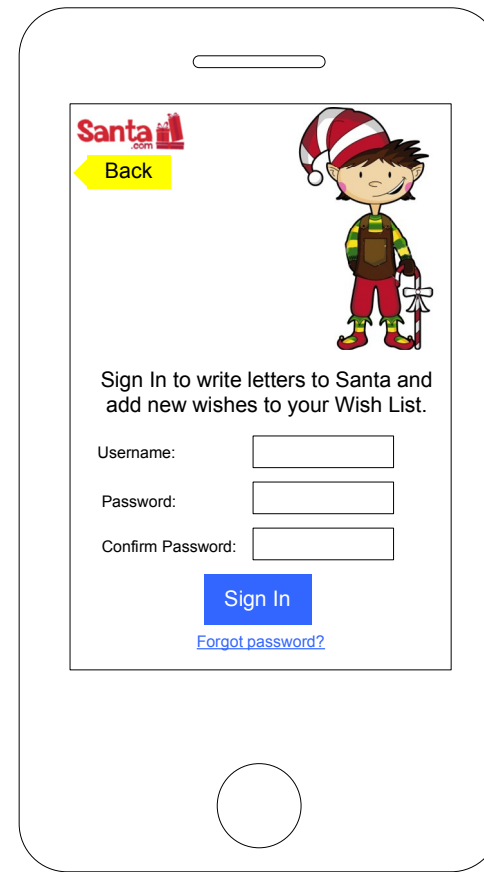
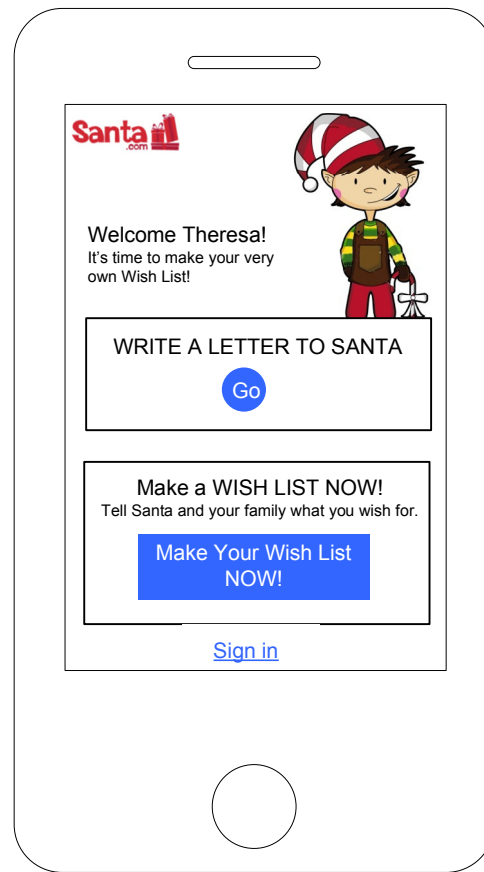
Names will appear alphabetically. User taps their name to select it and is taken to the Santa.com main page.

If user taps their name, they go to a customized main page.

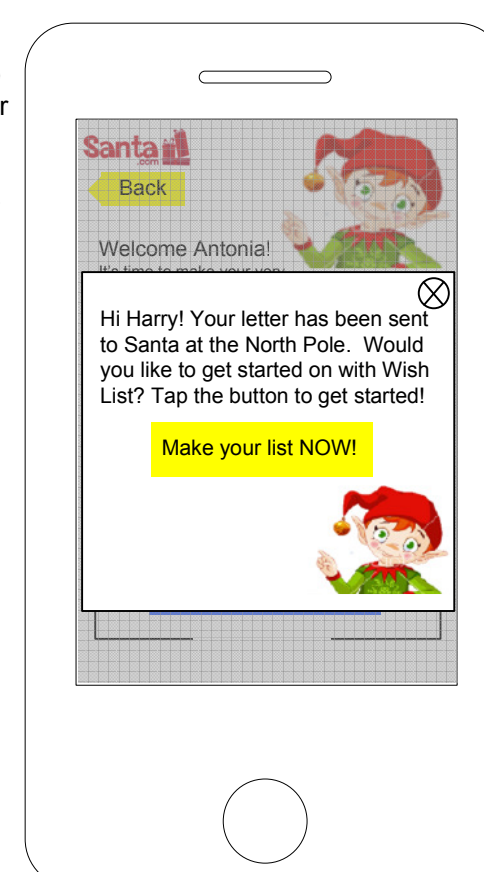
When the user tries to send a letter or wish list, they are taken to the sign in screen.



If user taps the New User button, an overlay displays and they can enter their name. Then they see a customized home page.



When the user tries to send a letter or wish list, they are taken to the Sign In screen.



Once the user has signed in or created an account (and it has been activated), this overlay displays advising the user that their letter is being sent.

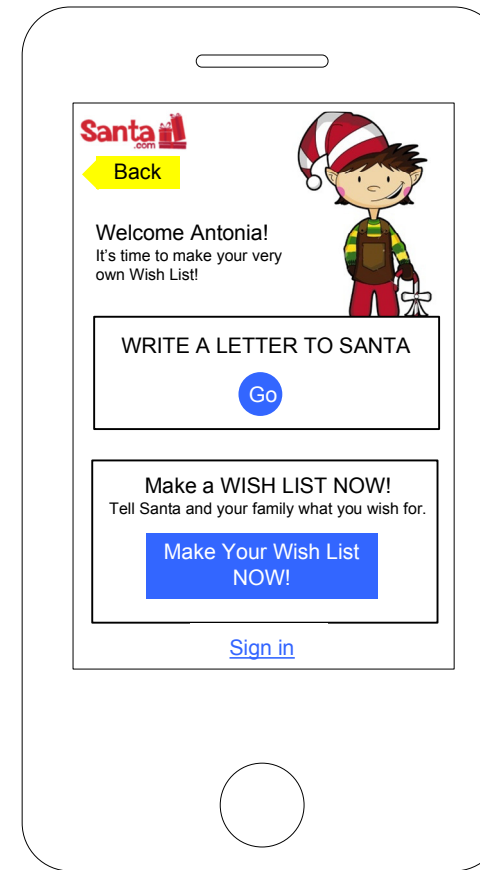
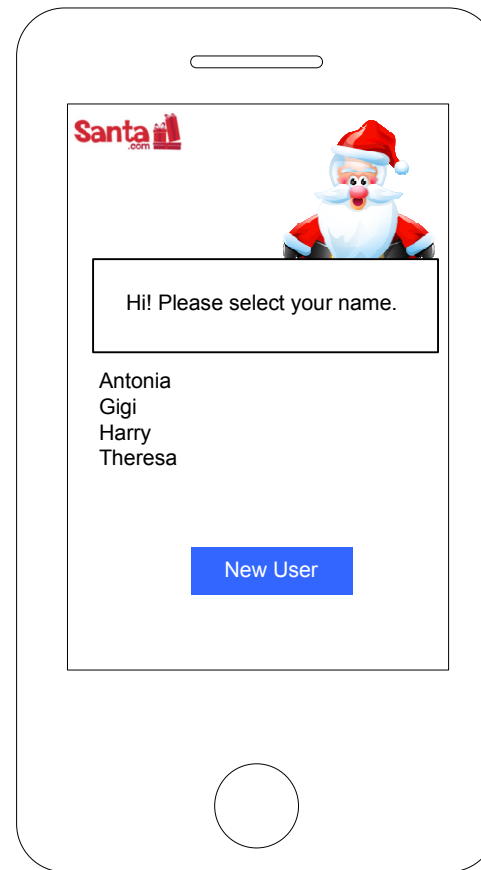
Notes

Return User with Account Info Added but not Activated

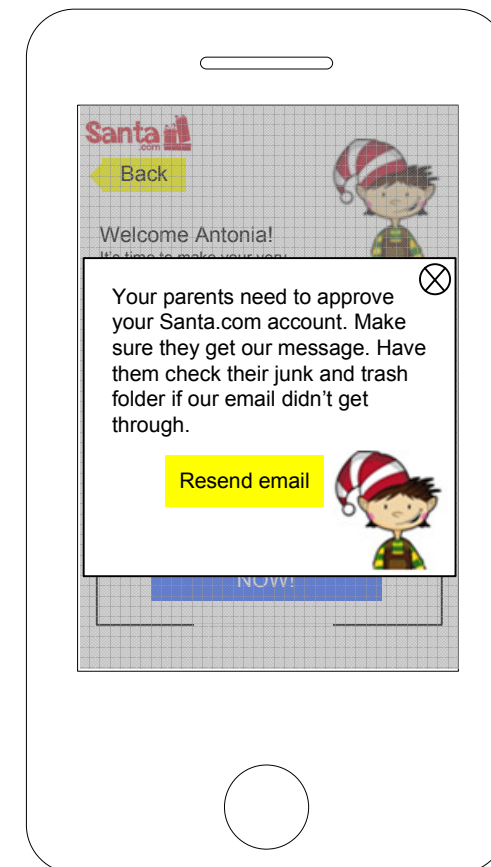
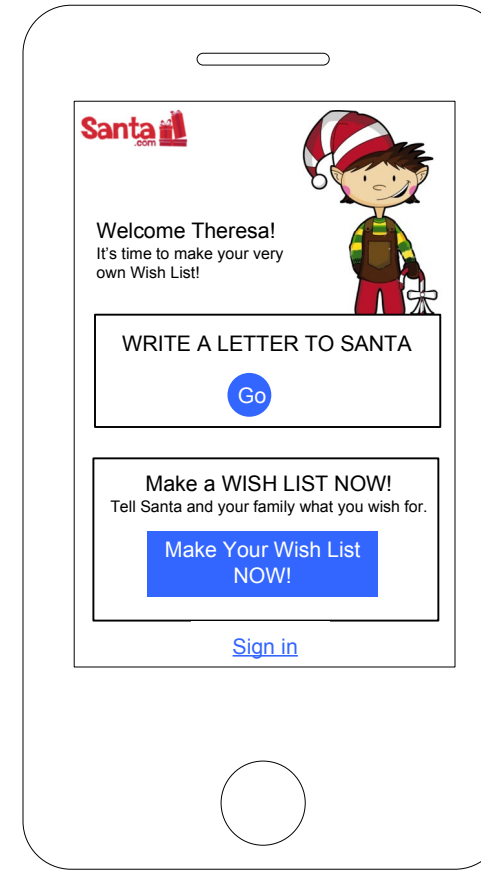
- Return user would see his/her name on Landing Screen and also a button that says New User
- Tap name, go to customized main page
- Tap New User, enter a name and go to customized main page
- First time tap on Send Letter, Send Wish List, remind user that parent needs to activate account

Names will appear alphabetically.
User taps their name to select it and is taken to the Santa.com main page.

If user taps their name, they go to a customized main page.



If user taps the New User button, an overlay displays and they can enter their name. Then they see a customized home page.



When the user tries to send a letter or wish list, but the acct has not been activated, they see this screen.

If the parent has not activated the acct, the child user cannot send a letter to Santa. Here they are prompted to remind their parent to activate the acct. Letter is saved for 60 days. Reminders go out weekly.

See next screen.

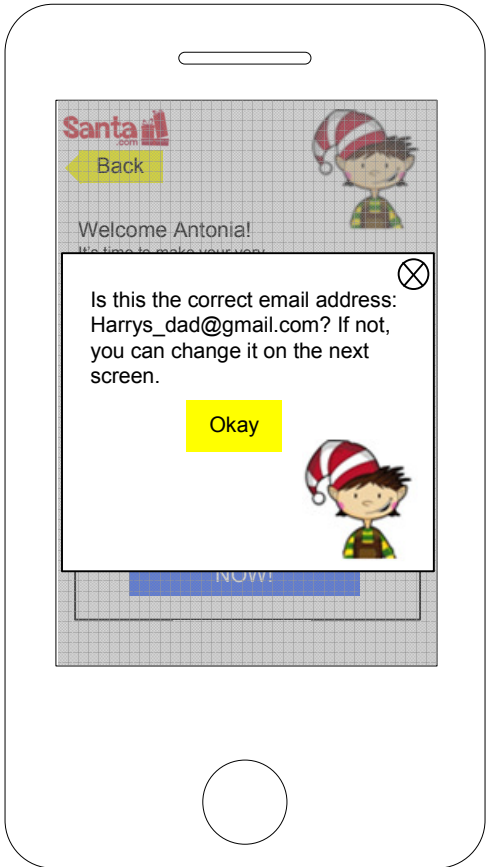
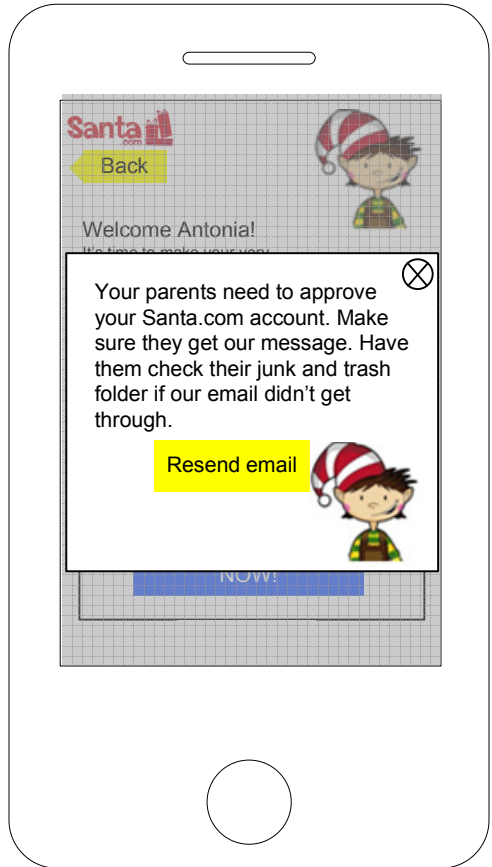
Notes

Return User with Account Info Added but not Activated

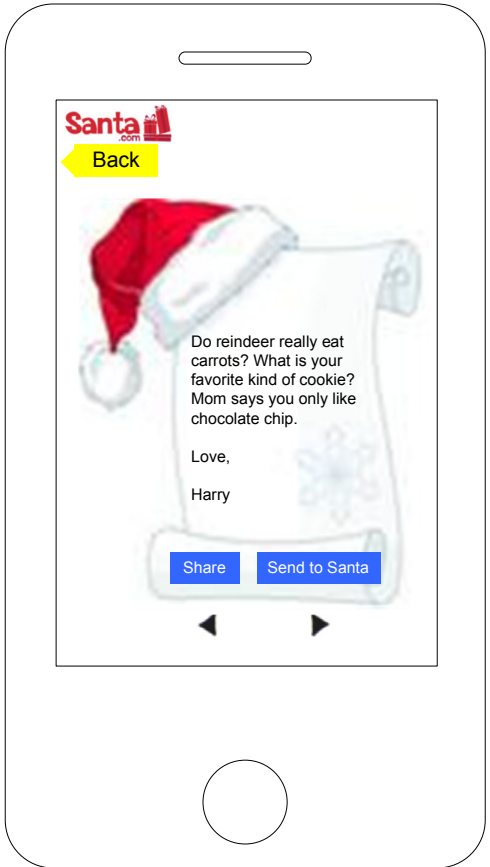
- Return user would see his/her name on Landing Screen and also a button that says New User
- Tap name, go to customized main page
- Tap New User, enter a name and go to customized main page
- First time tap on Send Letter, Send Wish List, remind user that parent needs to activate account

When user clicks the resend email button, this overlay displays asking the user if the parent's email address is correct.

This screen allows the user to edit only the To field. The other fields are display only. User taps the send button to send another email reminder.



After the user taps the Send button, they see this overlay.



If the user clicks the View Letter button, they see their letter to Santa.

Notes

If user clicks on the back button and they have signed in, they will see this page: Santa.com Main page,

Message overlay and app navigation

The main page of the Santa.com website via an Iphone 4 assuming the user has signed in.

Landing Screen – Return User/User Name Selected from Welcome Back Screen

- Primary access to My Letters to Santa
- Primary access to My Wish List
- Personal Elf greeting
- Secondary access to Mailroom, North Pole Newsfeed, Account Settings

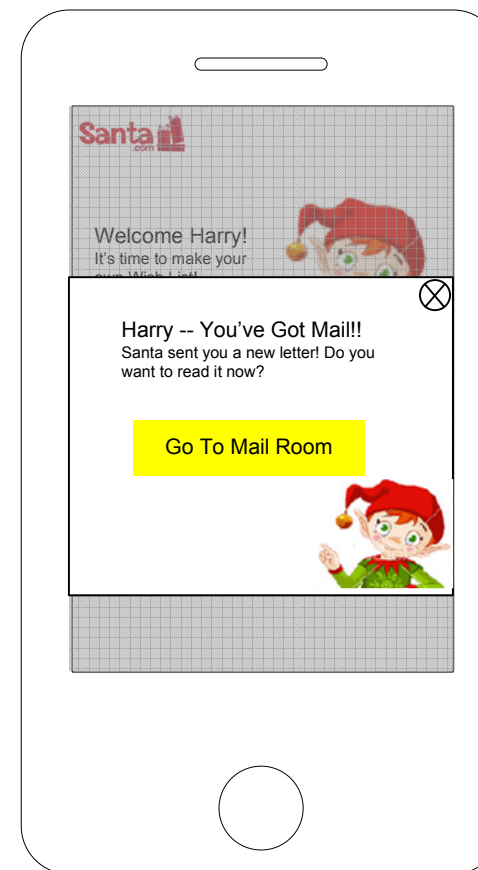
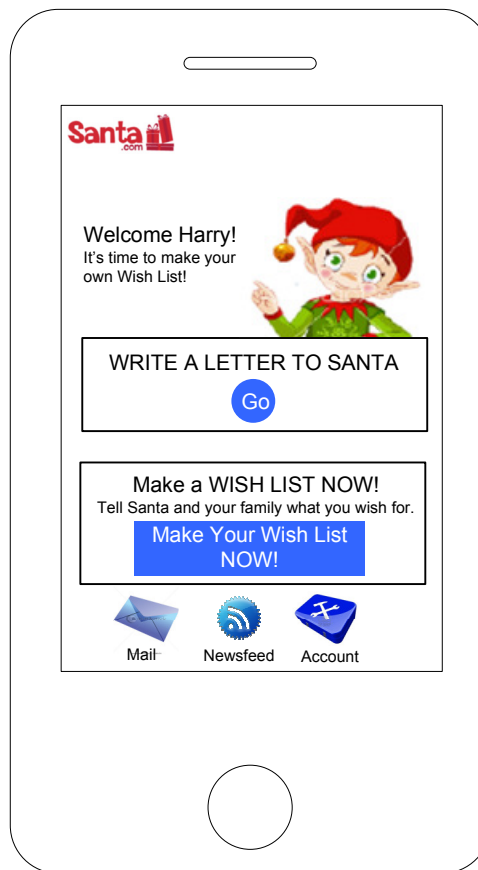
Note: Letters to Santa button can be changed with the seasons to "Write Thank You Notes" or "Write Valentine Cards", etc. For future content pushes.

The navigation:

1. Write a Letter
2. My Wish List
3. Mail Room showing the user they have a new letter
4. Newsfeed
5. Account Settings
6. Back button that takes the user back to the Main page.

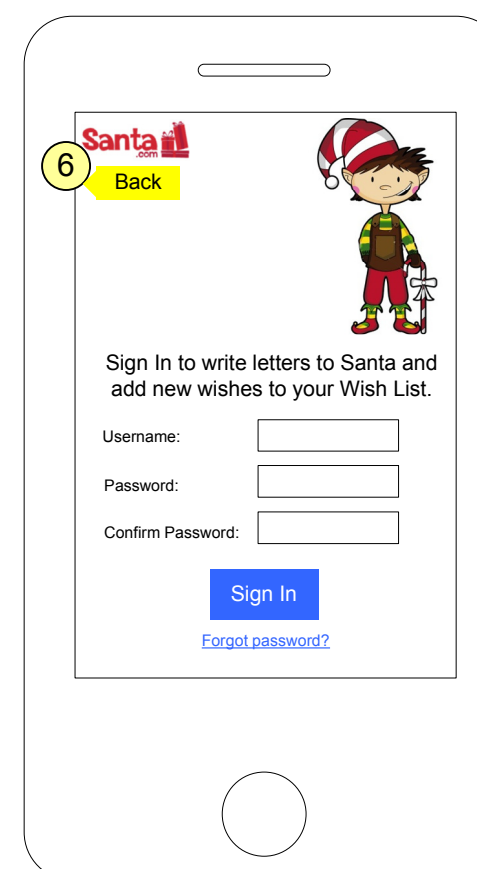
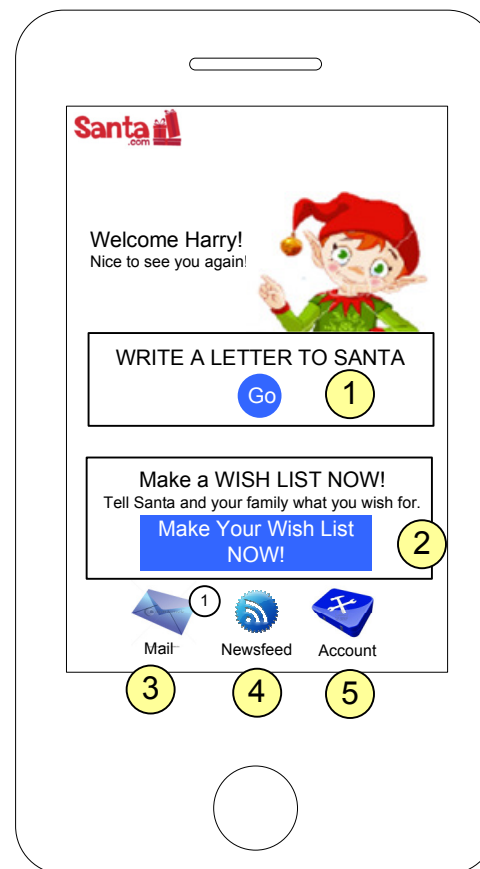
The main page when the user returns here to navigate to another page on the site.

The main page the first time the user signs in.



A message overlay where the elf appears periodically to remind the user to check out a new letter from Santa or gives other relevant info.

Messages can appear randomly and the user can tap the X to close the message.



Notes

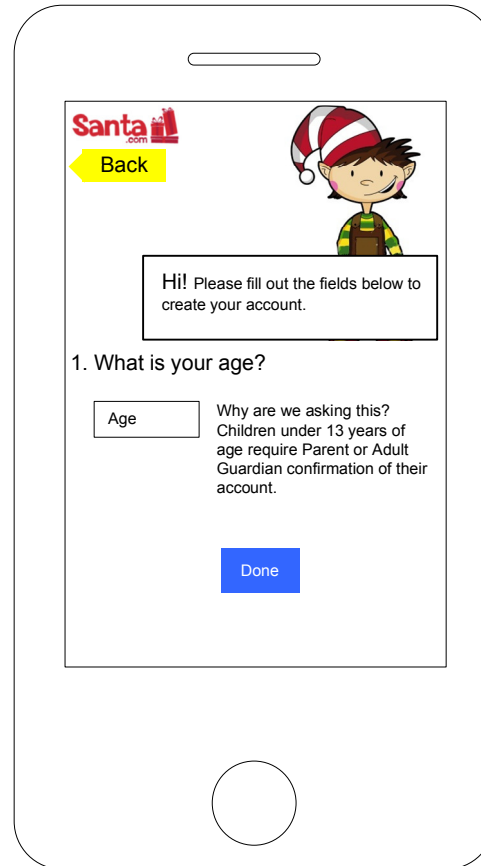
Create Your Account Wizard 1 - 13

This page is accessed via the Create Account button on the Santa.com Sign In page.

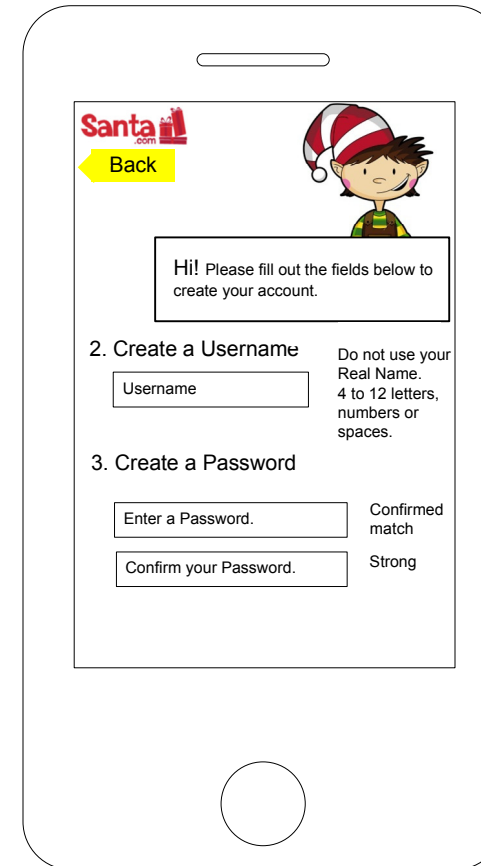
When the user completes the form, an email is then sent to the parent's email address containing an email link to complete registration. This will function the same way as it does for the website Create Your Account.

The terms link takes the user to the Terms page that displays as a mini-version of the website page.

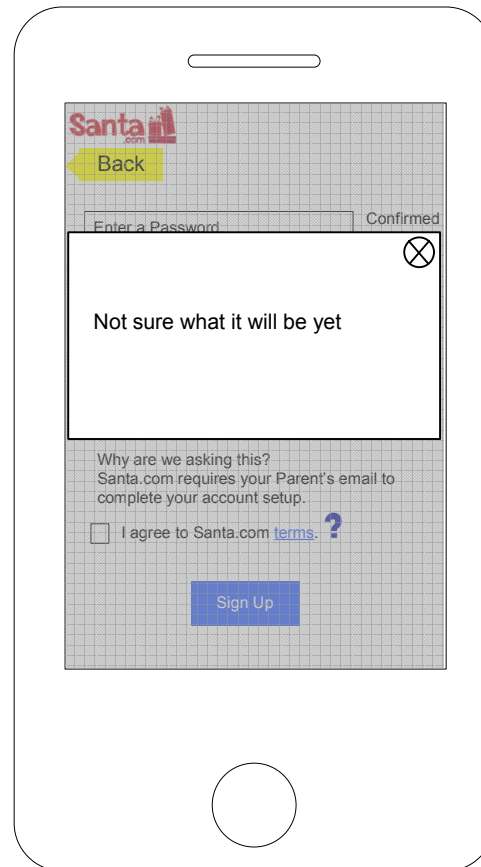
Step 1



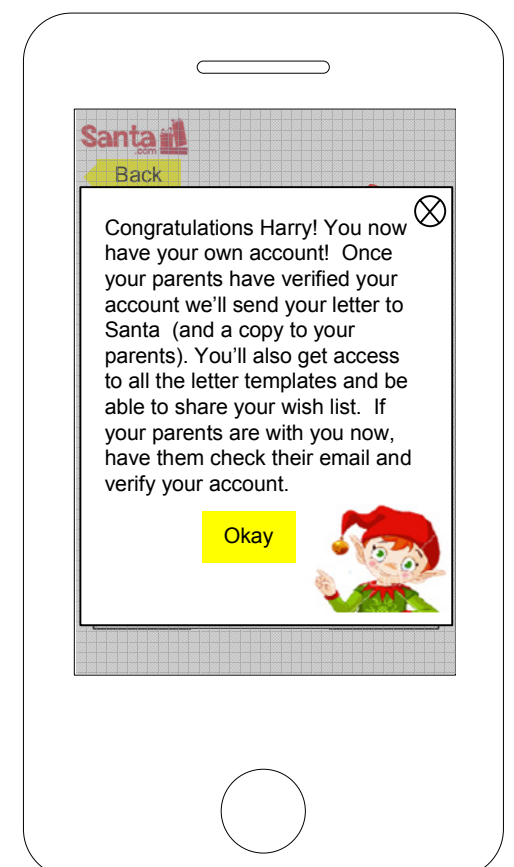
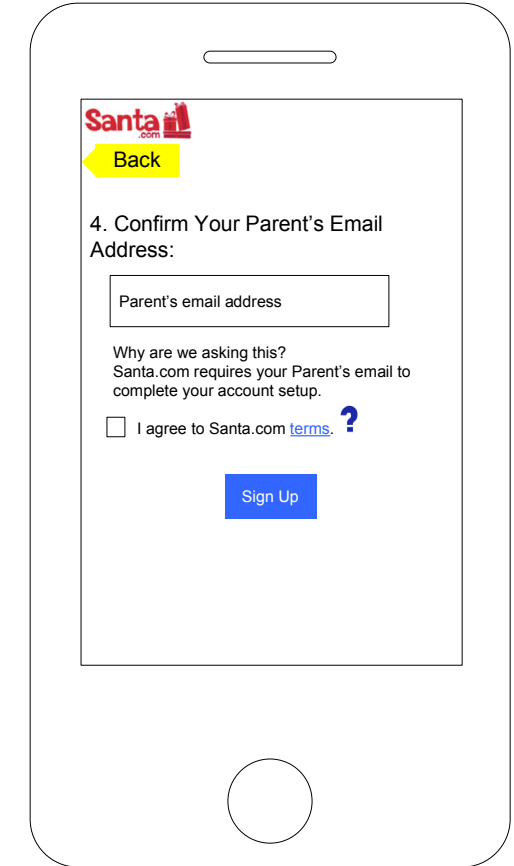
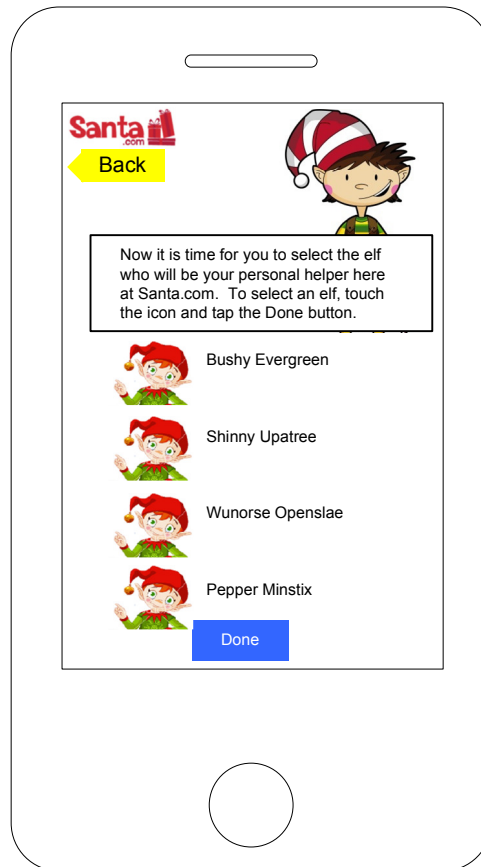
Step 2



Step 3



Copy for ages 1 - 13



User has selected an elf so it will appear on the overlay.

When the user clicks the Done button, but parent verification is still pending, they see this overlay message.

Notes

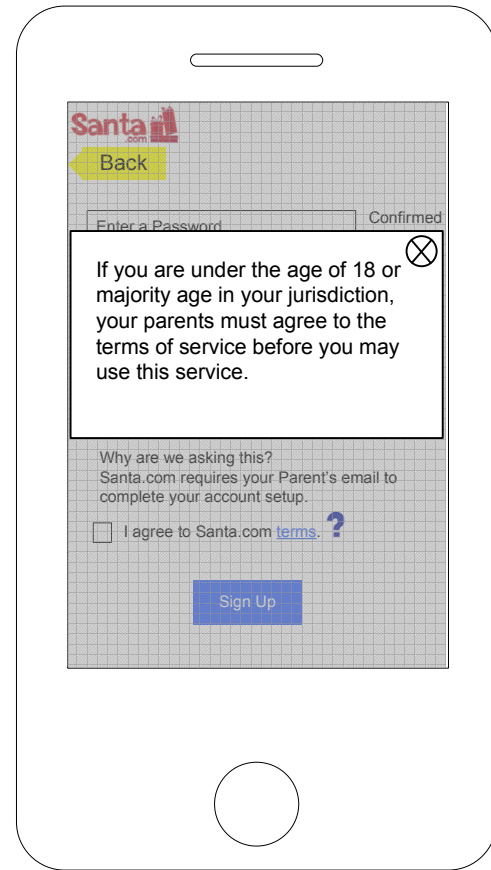
Create Your Account Wizard

This page is accessed via the Create Account button on the Santa.com Sign In page.

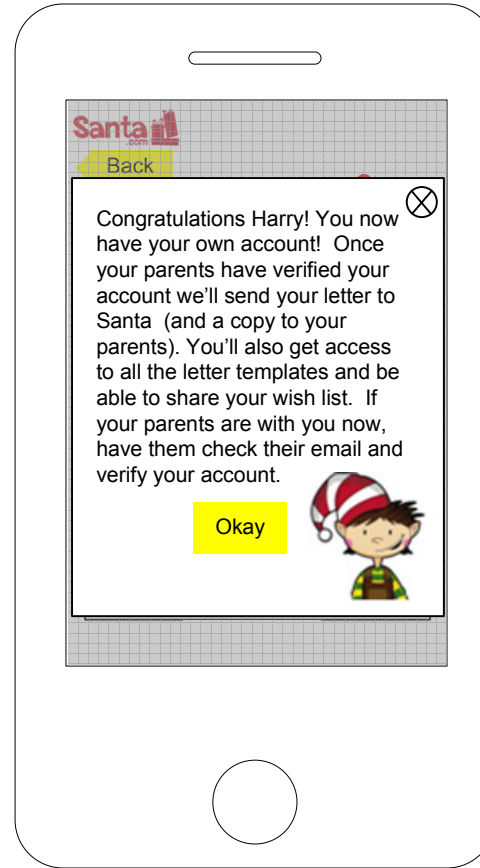
When the user completes the form, an email is then sent to the parent's email address containing an email link to complete registration. This will function the same way as it does for the website Create Your Account.

The terms link takes the user to the Terms page that displays as a mini-version of the website page.

Copy for ages 13 - 17



When the user clicks the Done button, but parent verification is still pending, they see this overlay message.



Notes

Create Your Account Wizard 13 - 17

This page is accessed via the Create Account button on the Santa.com Sign In page.

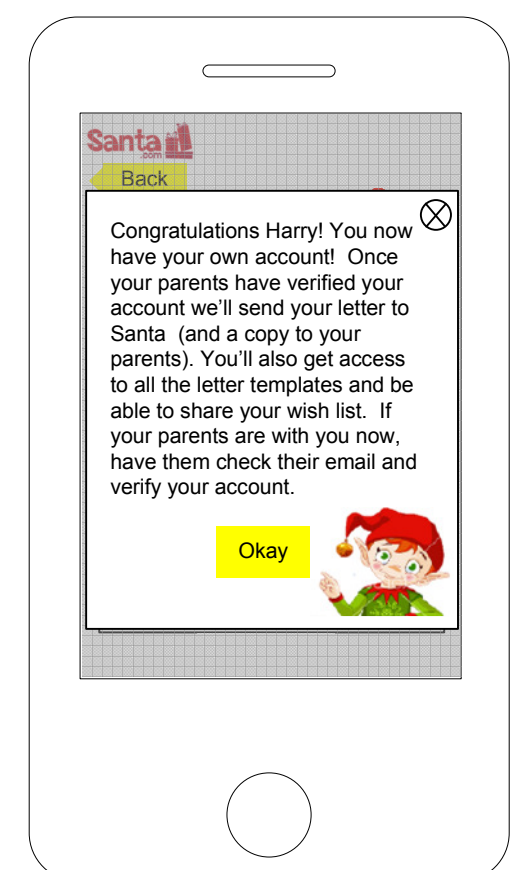
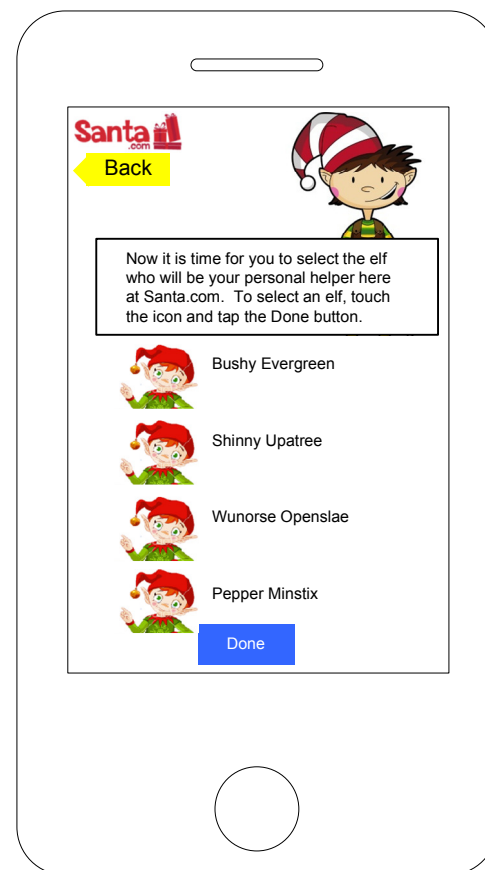
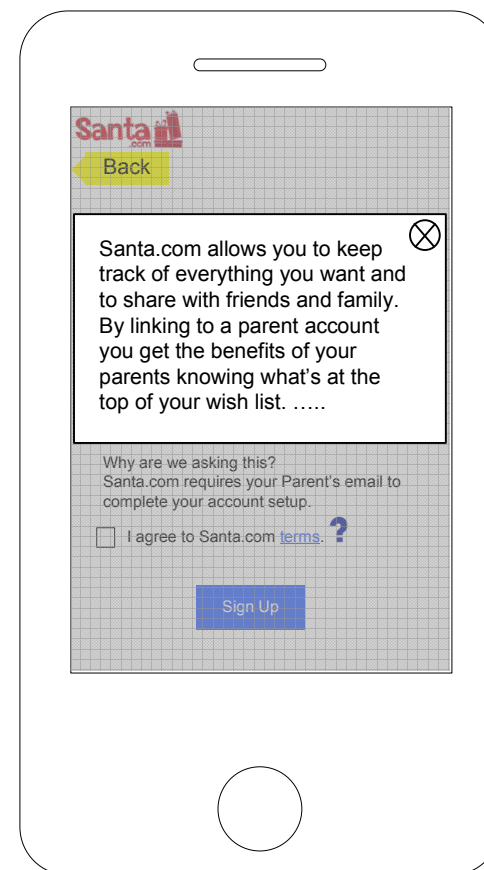
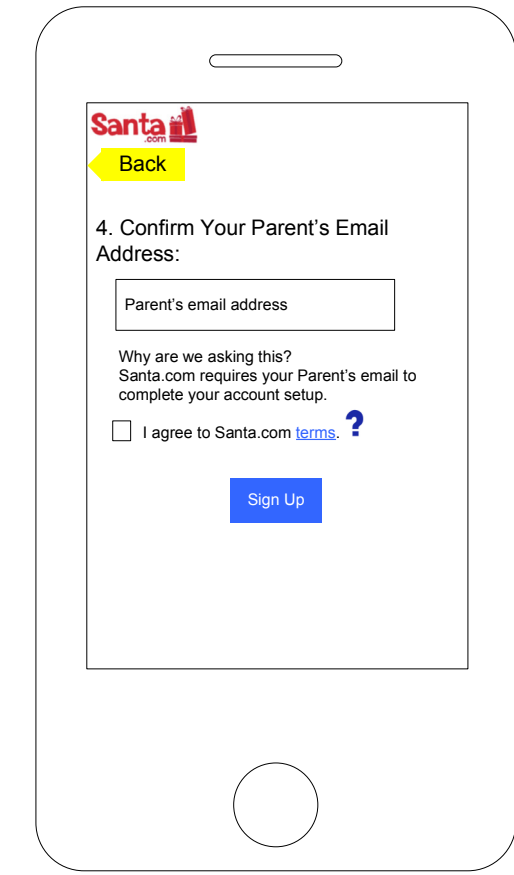
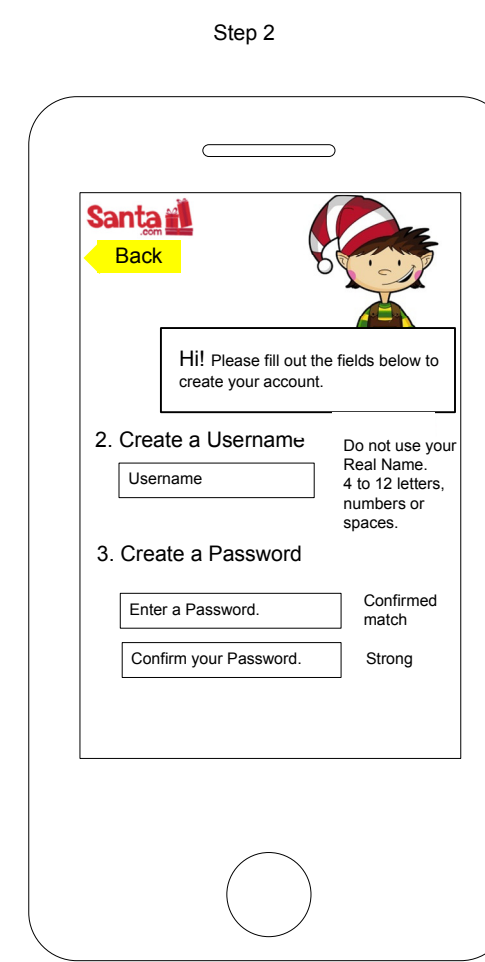
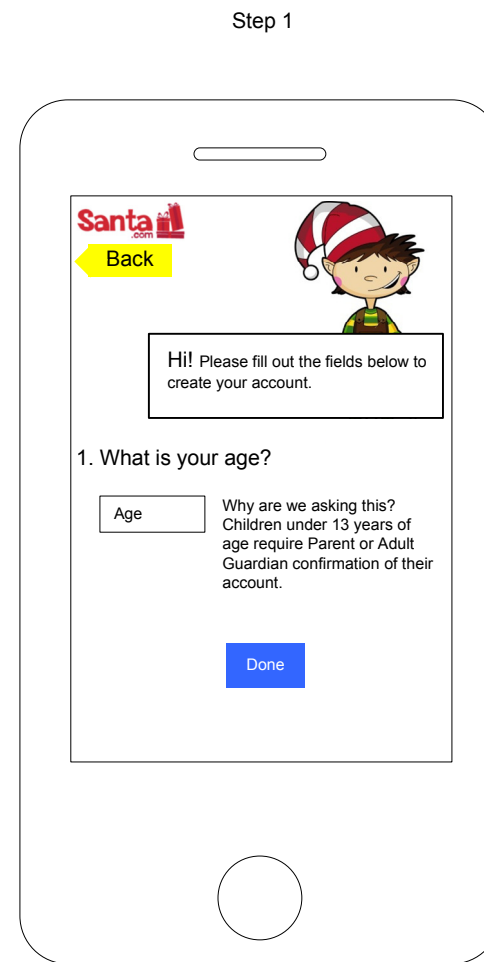
When the user completes the form, an email is then sent to the parent's email address containing an email link to complete registration. This will function the same way as it does for the website Create Your Account.

The terms link takes the user to the Terms page that displays as a mini-version of the website page.

Will have revised language.

Copy for ages 13 - 17

When the user clicks the Done button, but parent verification is still pending, they see this overlay message.



Notes

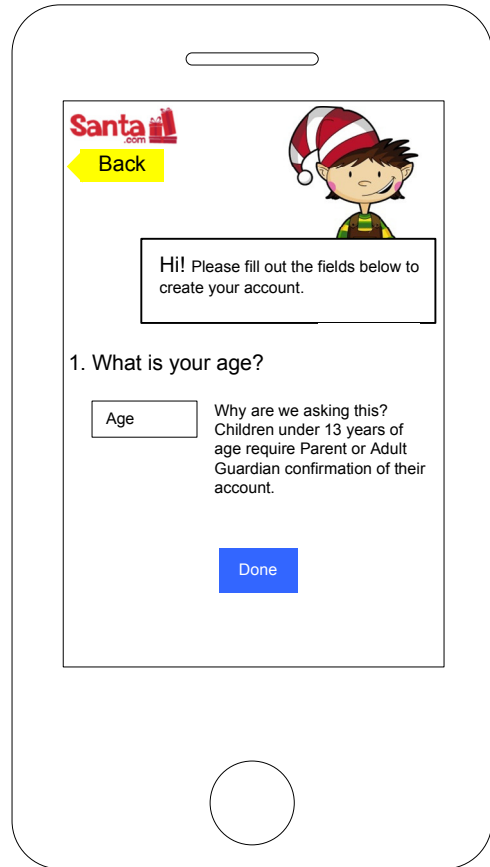
Create Your Account Wizard Over 18

This page is accessed via the Create Account button on the Santa.com Sign In page.

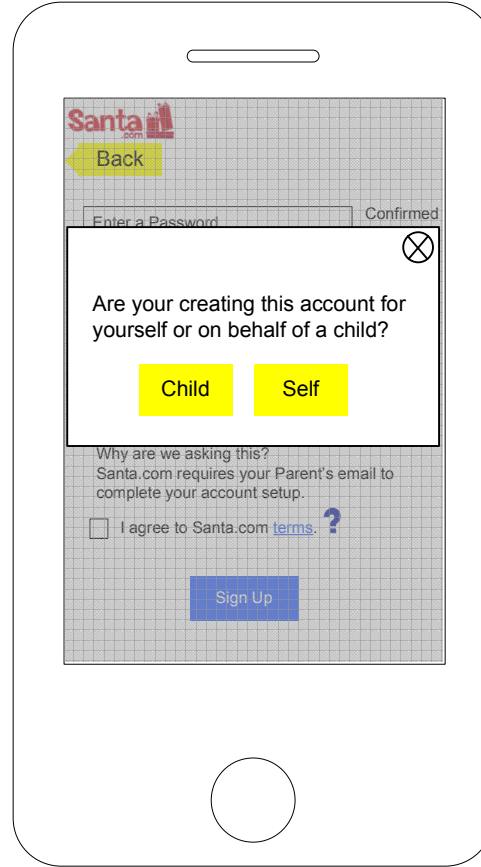
When the user completes the form, an email is then sent to the parent's email address containing an email link to complete registration. This will function the same way as it does for the website Create Your Account.

The terms link takes the user to the Terms page that displays as a mini-version of the website page.

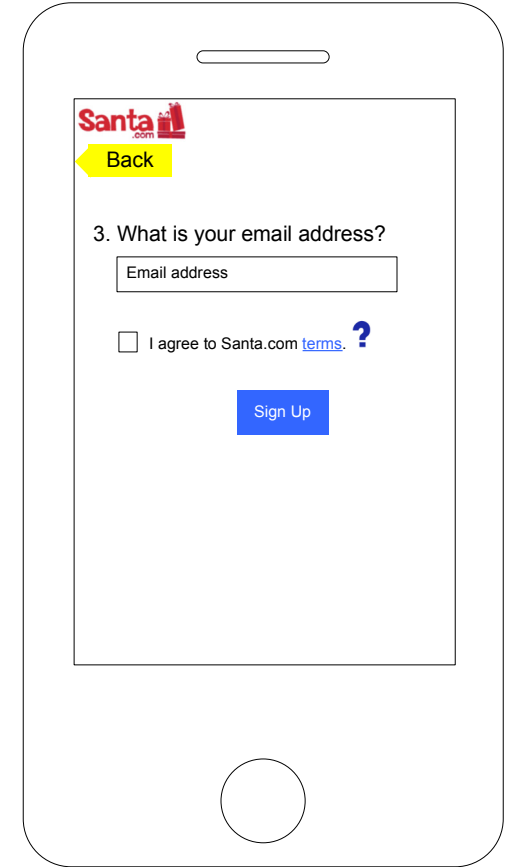
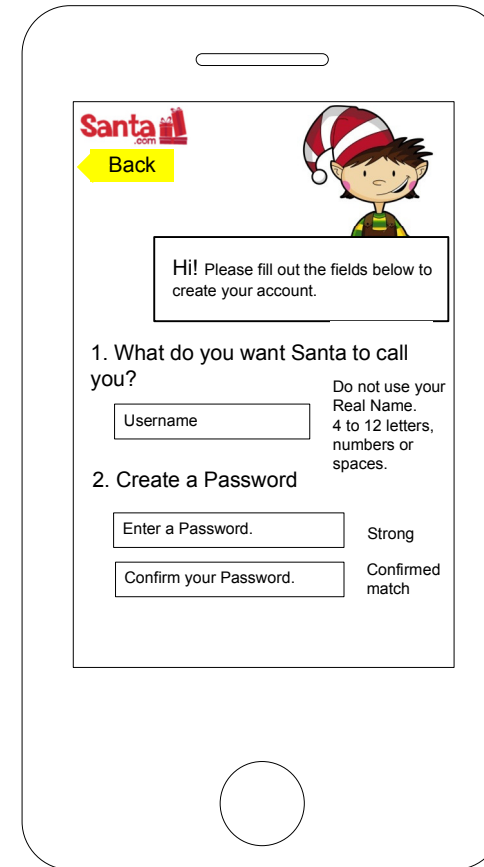
Step 1



If they select child, go into Create Account 1-13 screens.

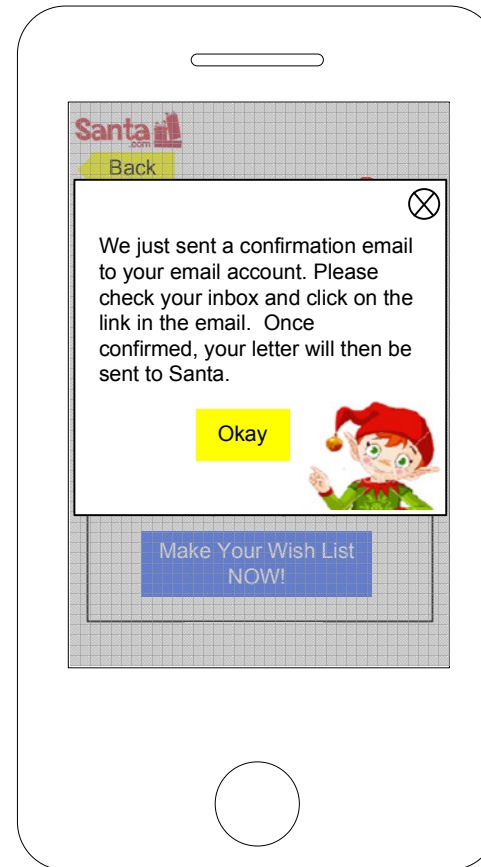
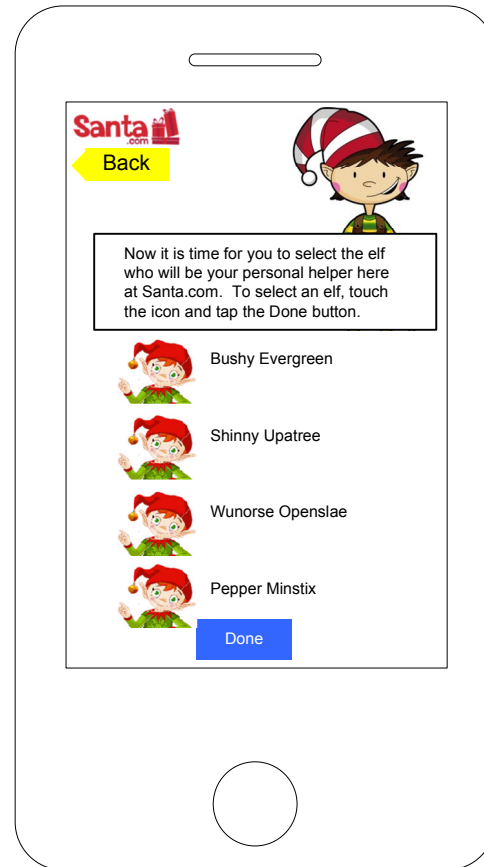
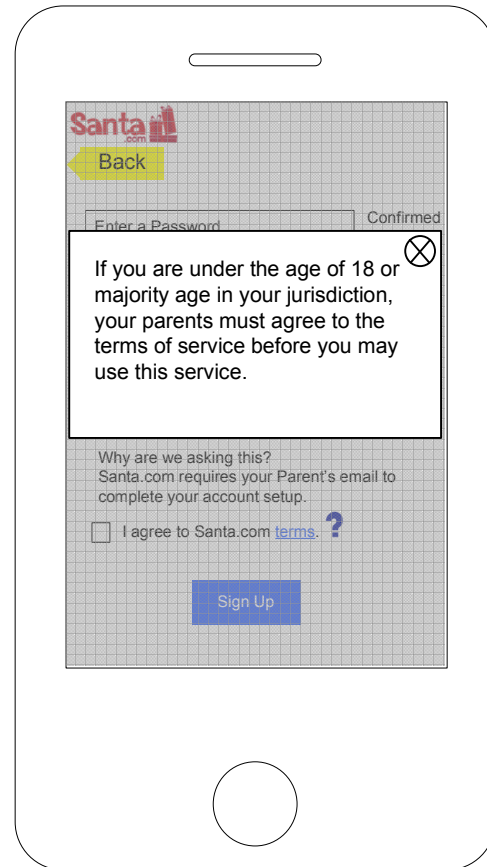


Step 2

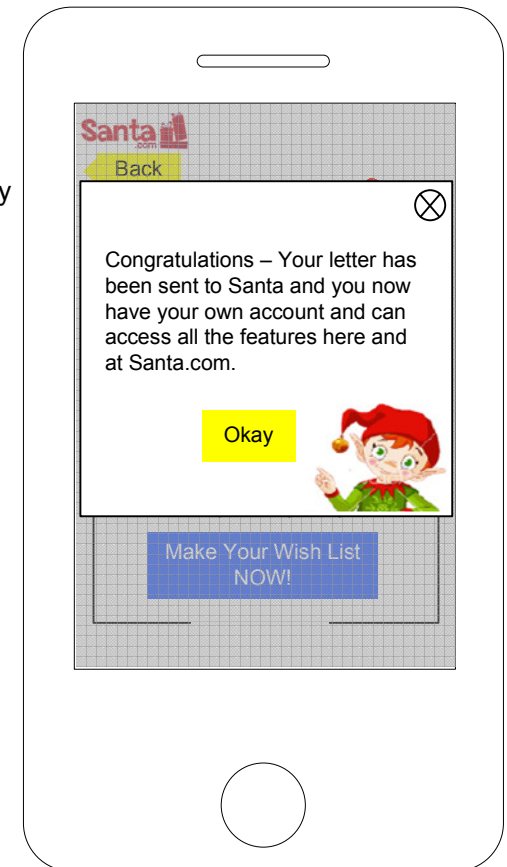


Step 3

Copy for ages over 18



When the user clicks the Done button, they see this overlay message.



When email address is confirmed and letter to Santa has been sent, this overlay message displays.

Notes

Parent Activate screens –

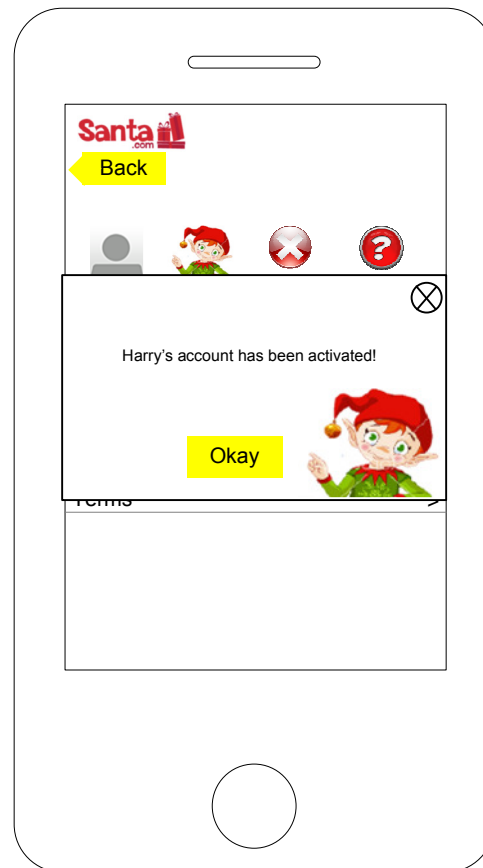
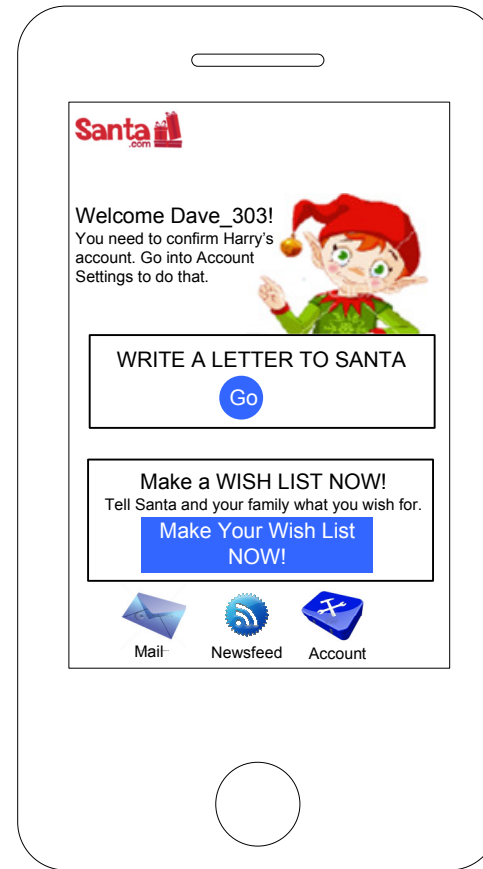
When the child user creates an account, an email is sent to the parent or guardian. The parent receives an email prompting them to activate the child's account clicking a button or link.

The parent can already have created in account or they can use the child's username and password to activate the child's account.

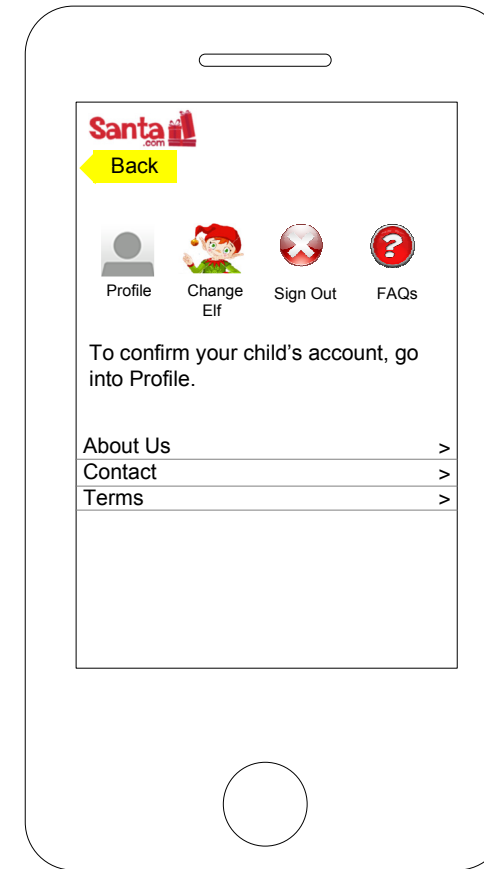
User has already signed in.

If the parent has a child acct that needs activated, a message can appear to prompt them to activate the acct.

If parent is using the child's username and password, they should be instructed in the email on where to go to activate the account.

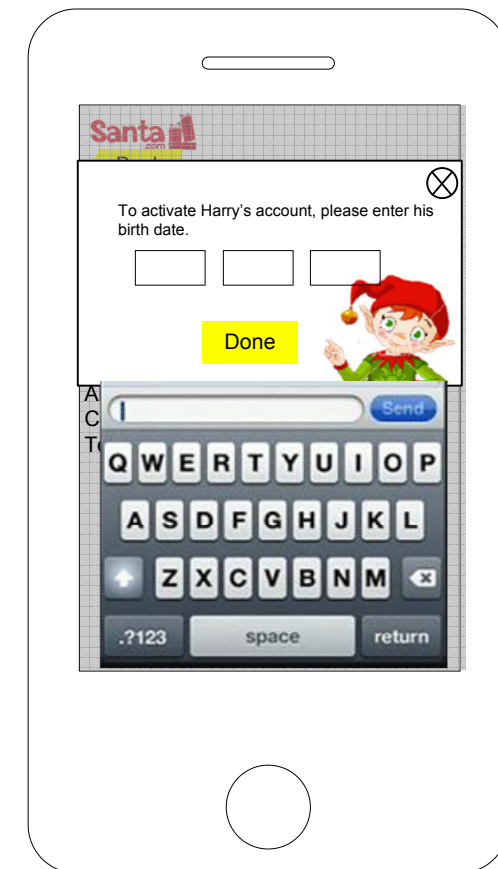


If the parent has a child acct that needs activated, a message can appear to direct them where to go to confirm the acct.



A message displays confirming the acct has been activated.

The parent taps the Profile icon and a message overlay displays. When the parent taps the text box, the keyboard displays. They enter the child's birth date and can click the Done button on the keyboard or overlay.



Notes

Account Settings

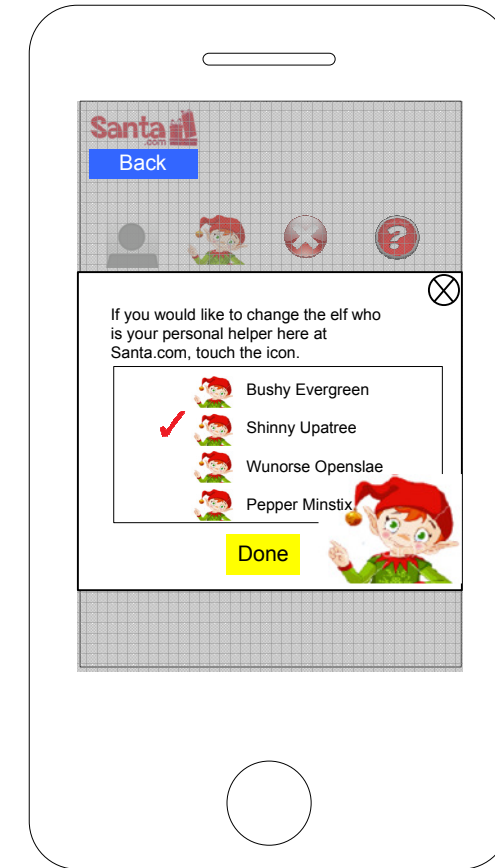
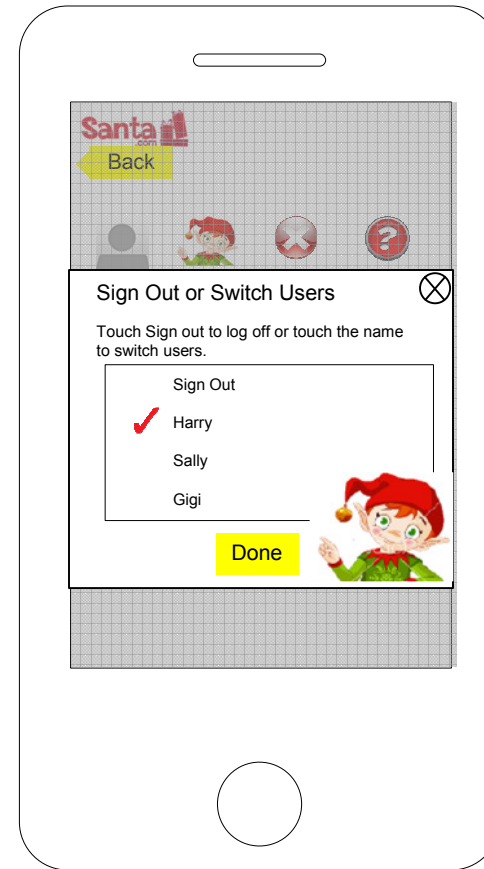
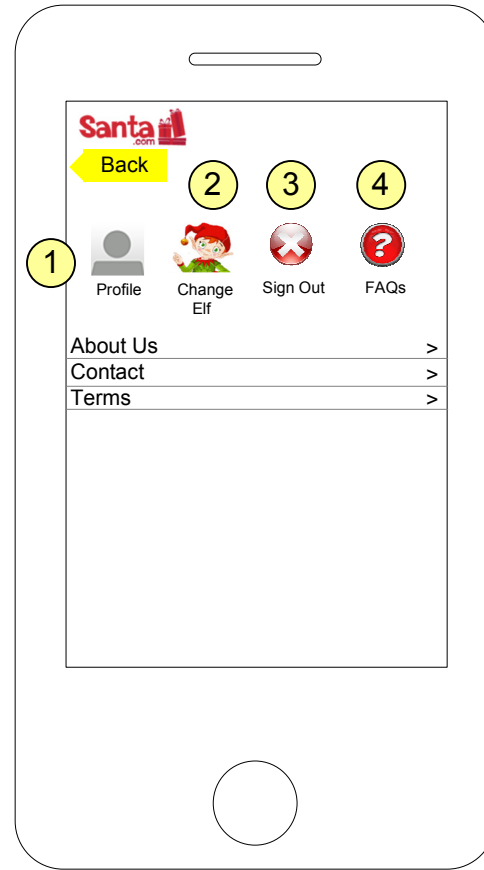
Icons:

1. Profile
2. Change Elf
3. Sign Out (Switch User)
4. FAQs

Links:

- About Us
- Contact
- Terms

About Us, Contact and Terms takes the user to pages that display as a mini-versions of the website pages.



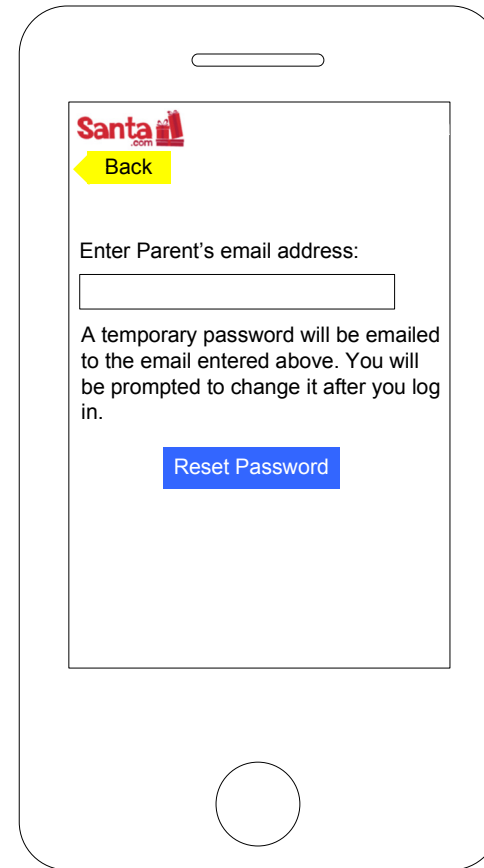
When the user touches the Change Elf icon, options display in the highlighted box. The user touches the entry to select it, a checkmark displays confirming the selection, and the user taps the Done button to complete the selection.

Notes

Forgot Password

If the user clicks the Forgot Password link, this screen displays. The user must enter the parent's email address associated with the account. The new password is emailed to the parent's email address.

There is room to add text explaining this screen if needed.



Notes

Write a Letter – User has signed in

User always enters to a “blank” letter, ready to start creation.

If the user has not saved any letters, then they are invited to start a letter by selecting a letter template.

The See All Letters link takes the user to the Mail Room.

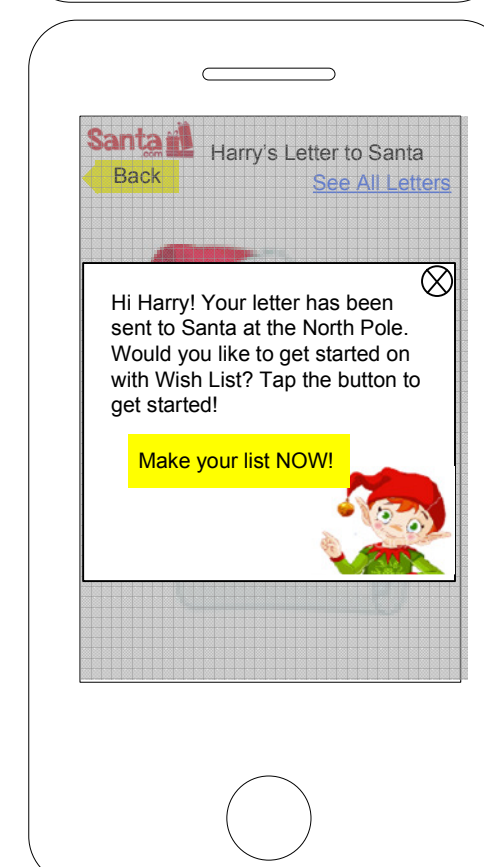
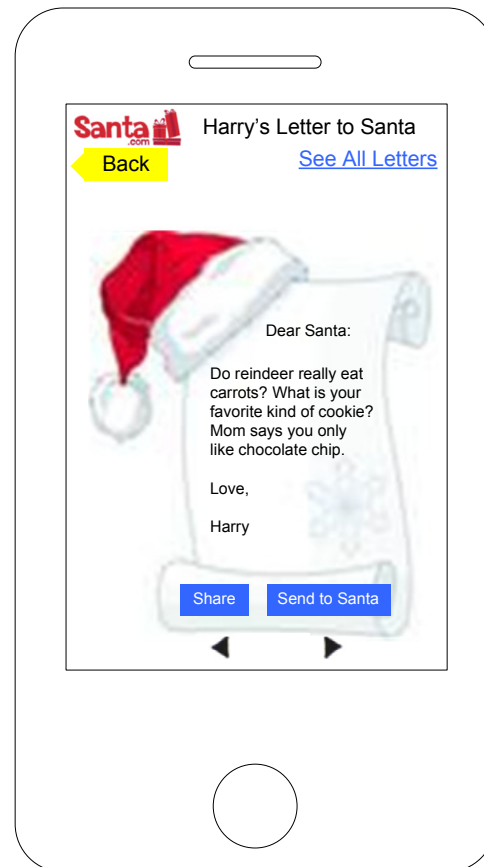
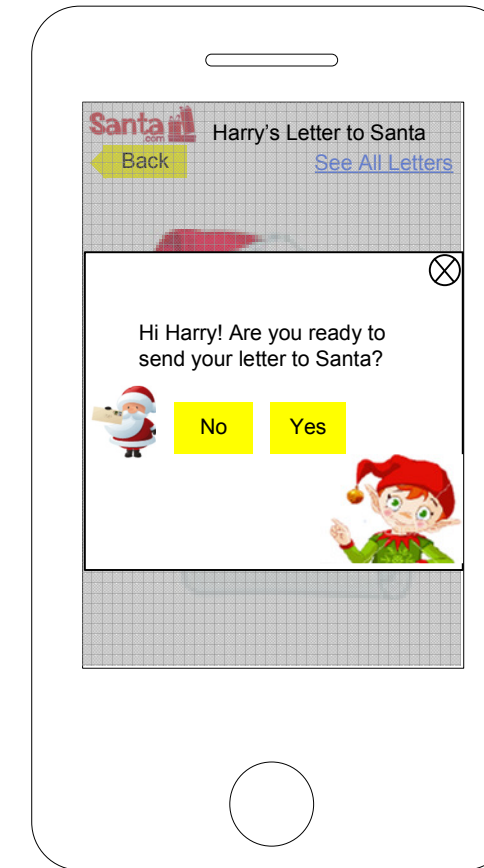
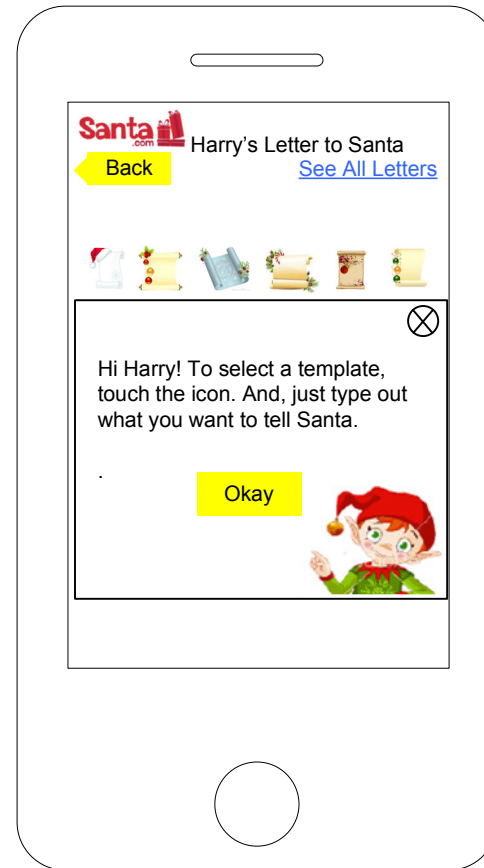
Letter sent to Santa with confirmation of date and time. Once a letter is saved or sent, it can be viewed on the website.

The Share feature works the same as previously described but WITHOUT entering the code.

When the user selects a template (arrows can be added if they are more than 6 templates), the screen changes to show the template applied.

User taps Okay button in box and taps on the screen and the keyboard displays. The user types out their letter.

When the user taps the Send button, this message displays asking the user to confirm sending the letter.



Once the user sends the letter to Santa, the elf helper asks if they would like to start their wish list.

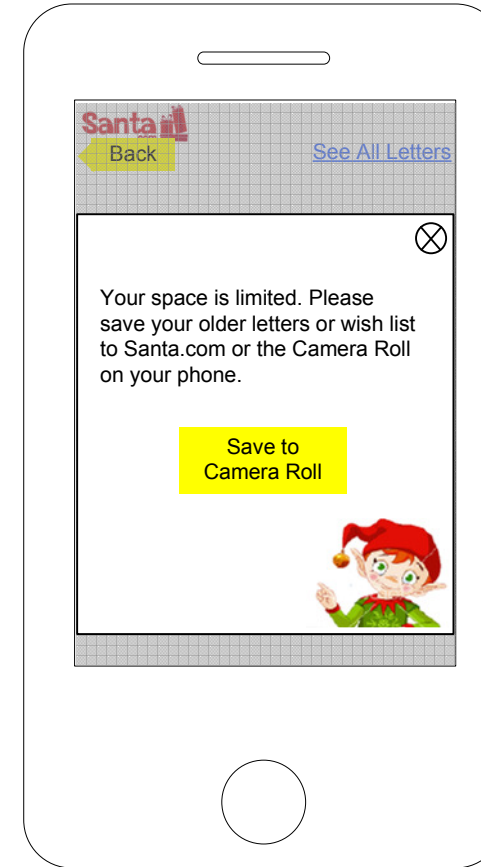
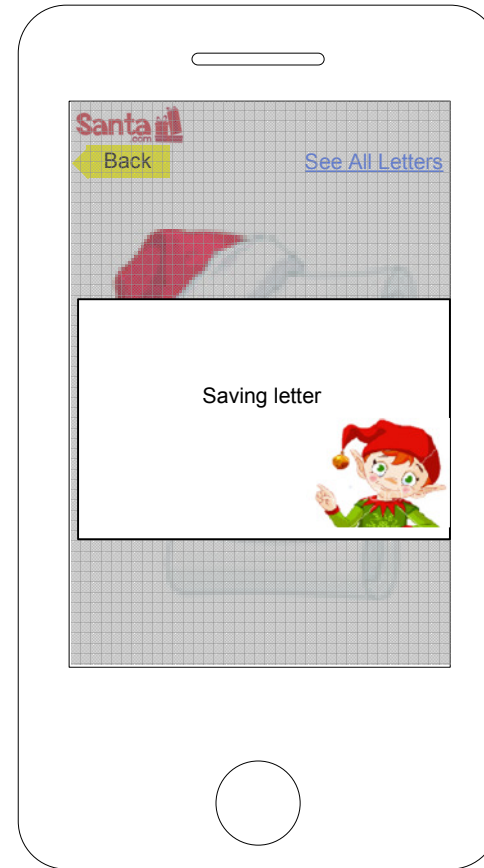
Notes

Save and Save Warning

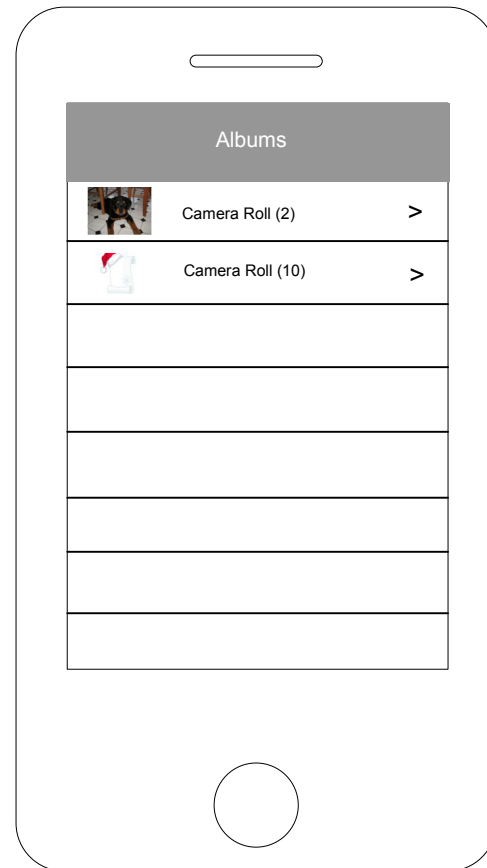
If a user attempts to leave a letter or wish list without saving, a warning displays prompting them to save.

The app automatically saves letters and the wish list, periodically a message displays advising the user that the letter or wish list has been saved. The message disappears once the item is saved.

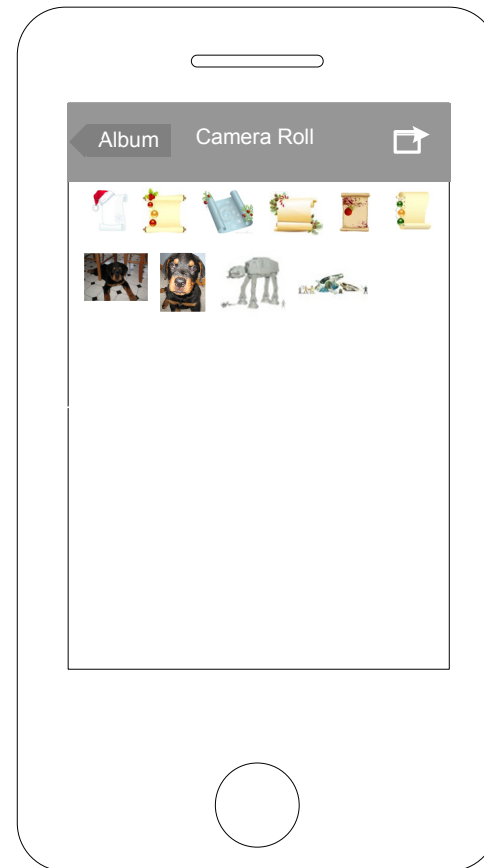
If space becomes an issue, a message will display to alert user. Tapping the Save to Camera Roll button saves the older letters and all wish photos to the iPhone's camera roll.



Album screen displaying letters. User taps the Camera Roll text associated with the letters and the Camera Roll screen displays.



User taps letter to select it.



The letter displays. To print, email, and share letters, see Choose Photo wireframe.



Notes

Wish List – New User

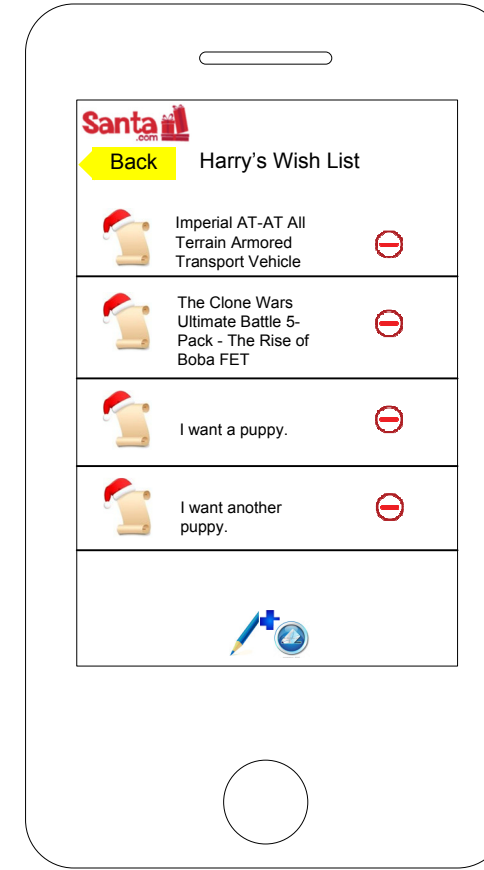
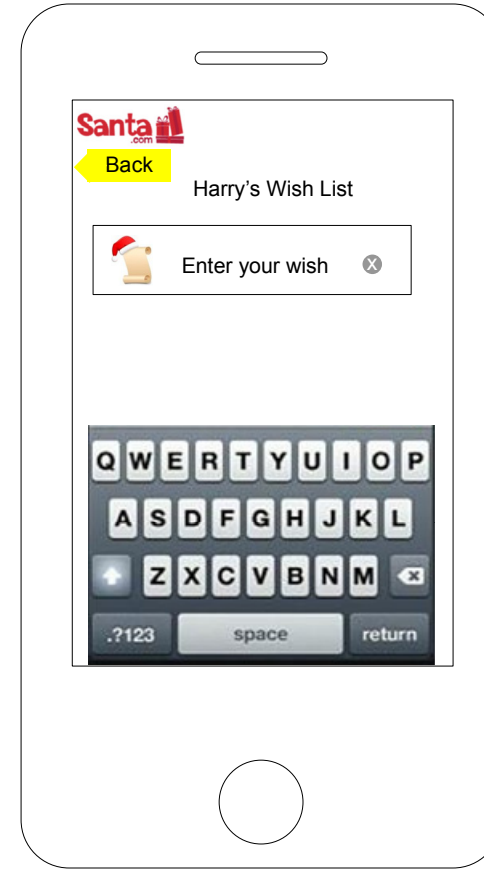
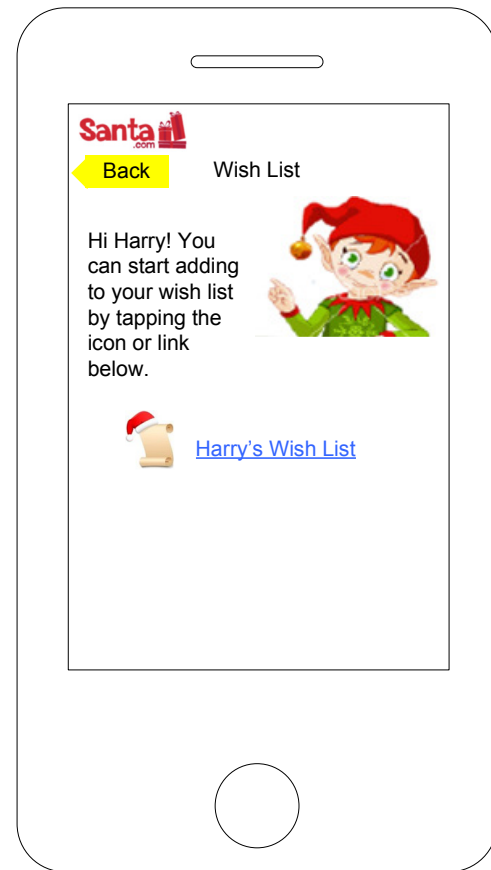
The child user comes to this screen create a wish list. The wishes are automatically saved.

Once the user adds a wish to the list, a generic wish list icon displays along with a remove icon .

The user can add an image by tapping the wish list icon and remove a wish by tapping the remove icon. They can add a product by tapping the barcode icon and take a photo by tapping the camera icon. The user can send this wish list by tapping the send icon.

Since the user has created an account, a "blank" wish list is created. The user can add to the wish list by tapping the icon or link.

The keyboard appears automatically on this screen. User enters text and taps the return button on the keyboard to enter the wish.



Once the user adds a wish to the list, a generic wish list icon displays along with a remove icon. And the send icon displays at the bottom of the screen.

The user can add another wish by tapping on the pencil icon. The user can remove the wish by tapping the remove icon.

To access the Wish Detail page, the user taps the generic wish icon.

The user can send this wish list by tapping the send icon.

Notes

Wish Detail page

The user can add an image by tapping the wish list icon (Choose Photo). They can add a product by tapping the barcode icon and take a photo by tapping the camera icon.

On this detail screen, the user can add an image by tapping the wish list icon, add a product by tapping the barcode icon and take a photo by tapping the camera icon.



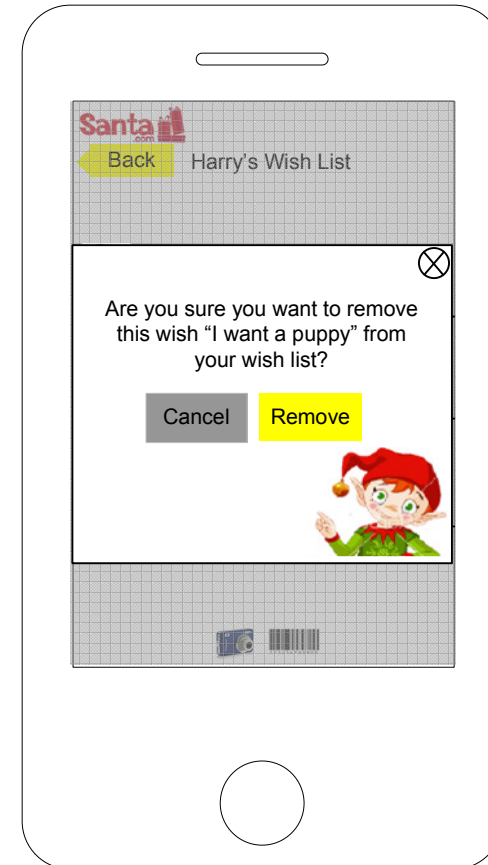
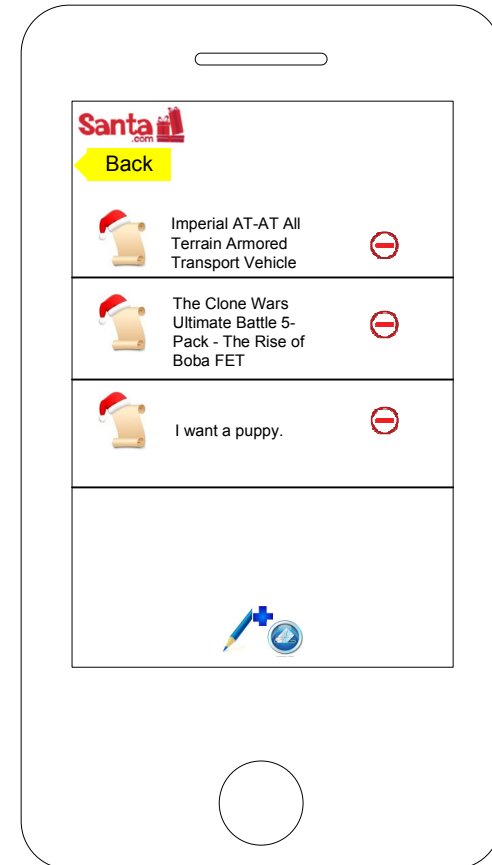
Notes

Remove a Wish

The user can remove a wish from the Wish List.

The user can remove a wish by tapping a remove icon.

This overlay displays asking the user to confirm delete. If the user taps the Remove button, the item is removed from the Wish List and the user is returned to their wish list.



Notes

Choose a Photo

The user can choose a photo to add onto a fuzzy wish.

A fuzzy wish is any wish not related to a product like "I want a puppy" or "I want world peace". Donating to a cause is also considered a fuzzy wish.

When the user taps the generic wish list icon on the Wish Detail screen, a message displays allowing the user to choose a photo from the Iphone Camera Roll.

If the user taps the Choose a Photo button, the Albums screen displays with the Camera Roll.

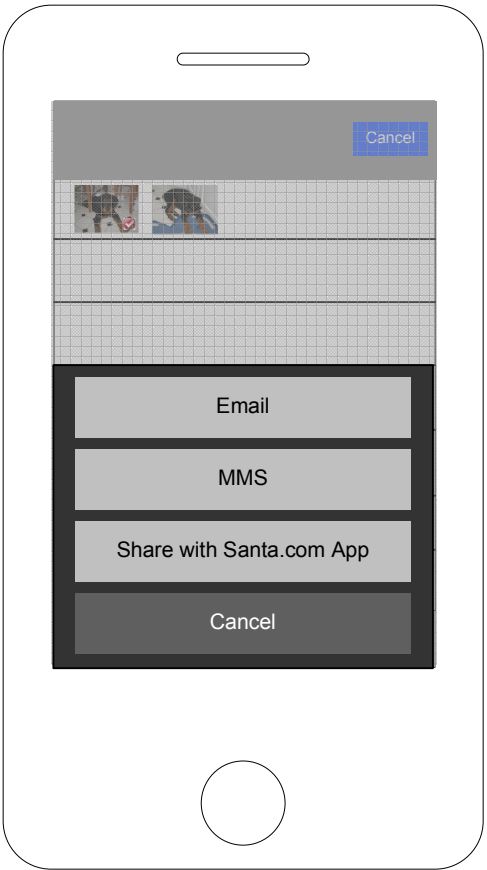
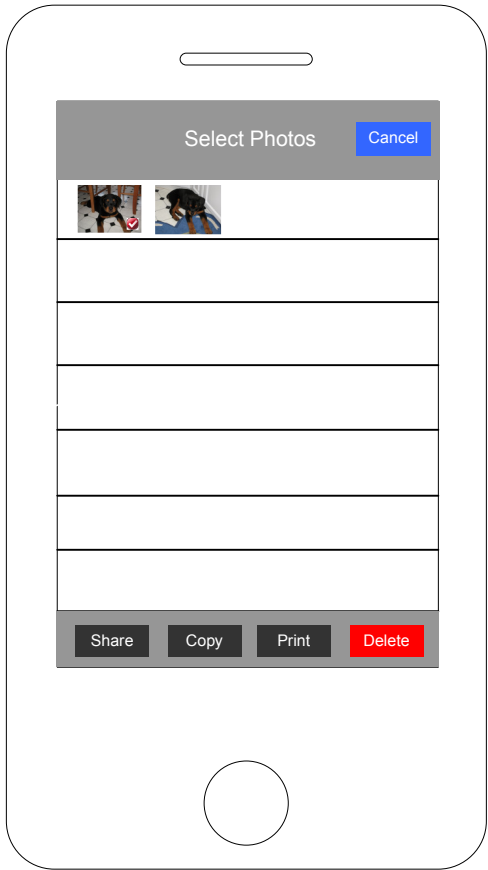
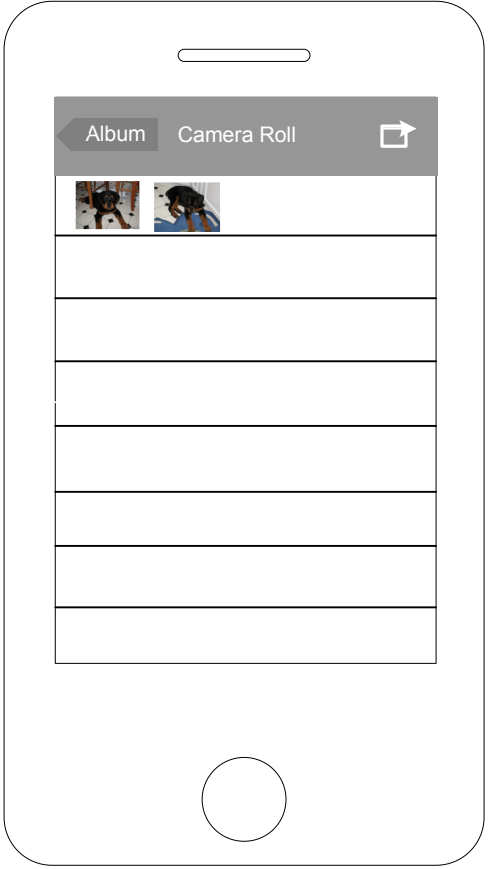
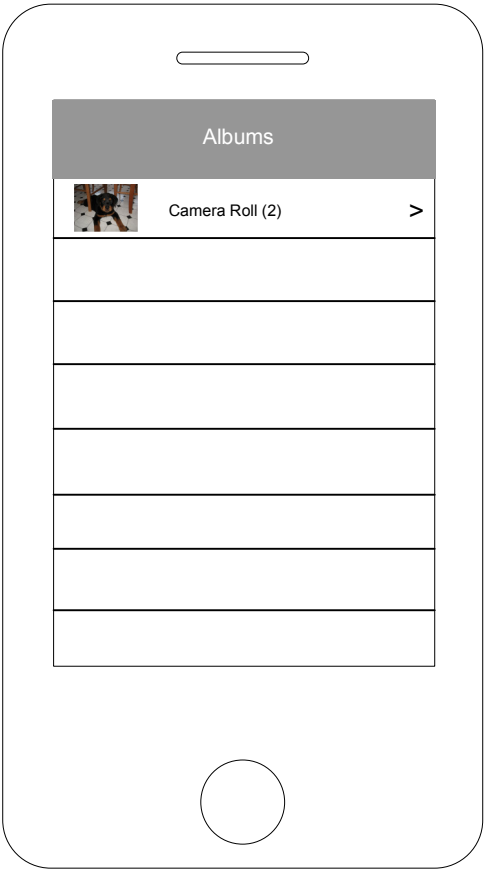
If the user taps the Choose a Photo button, the Albums screen displays with the Camera Roll. User taps the Camera Roll text.

User taps the box with arrow icon and the Select Photos screen displays.

User taps photo to select it. The checkmark displays on the selected photo. User then taps the Share button.

User taps the Share with Santa.com App button.

User is returned to the wish detail page displaying the selected photo associated with the wish.



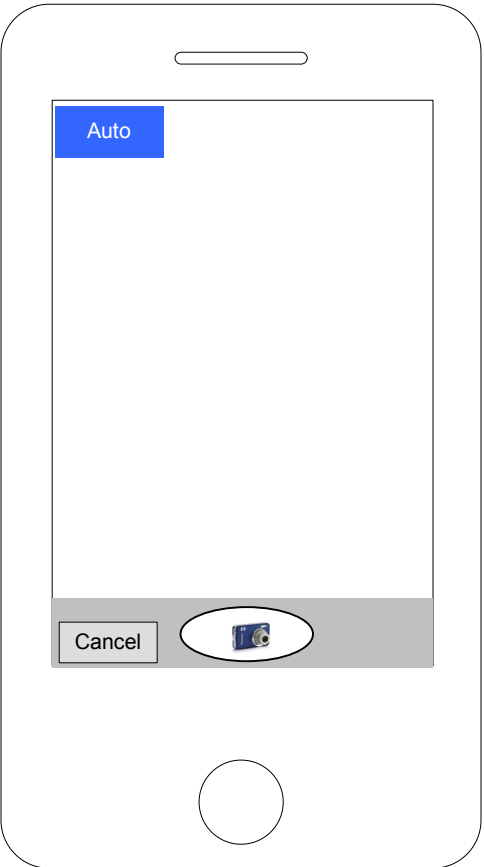
Notes

The user can take a photo from the phone on their camera and use it for a fuzzy wish.

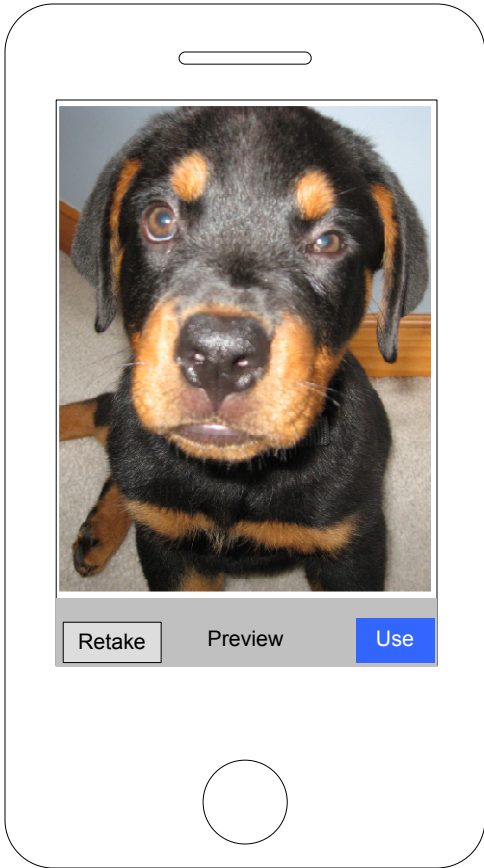
To take a photo, the user taps the camera icon on the wish detail screen.



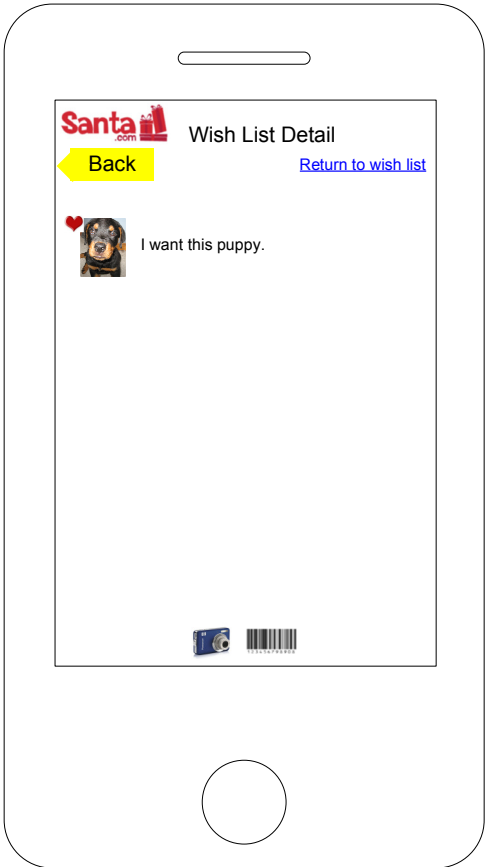
To take a photo, the user taps the camera button.



A preview of the photo is displayed and the user can retake the photo or tap the Use button to use this photo for the wish list.



The photo is added to the wish.



Tapping the photo or wish takes the user to the image and wish.



Notes

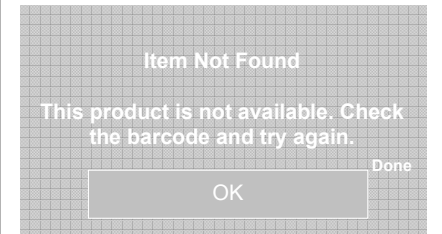
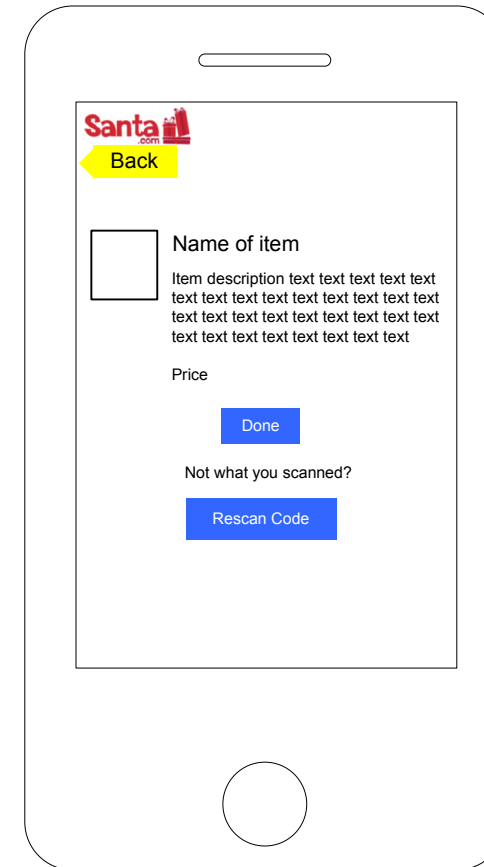
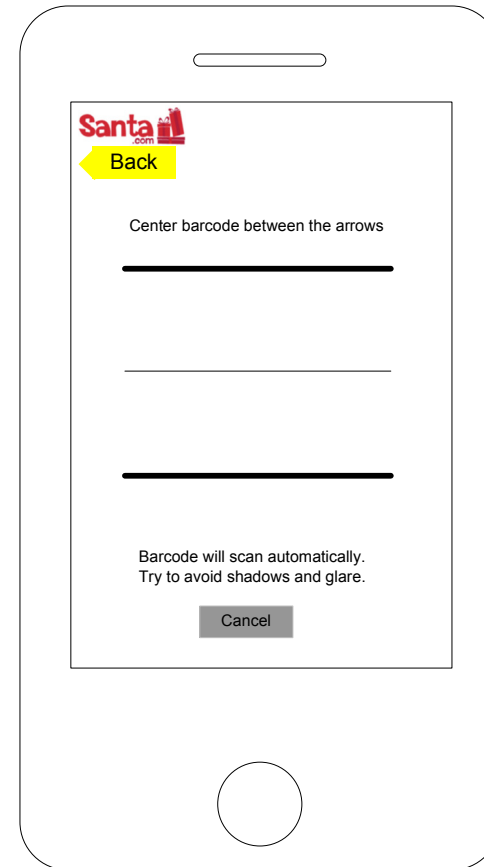
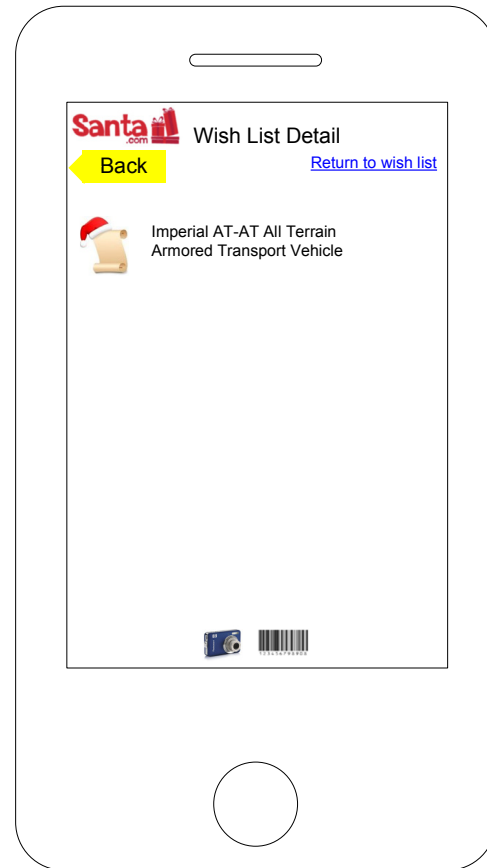
Scan Barcode

The user can scan a product barcode for a desired wish.

The user can scan a barcode by tapping the barcode icon on the Wish Detail screen. The user follows the directions on the screen and scans the barcode.

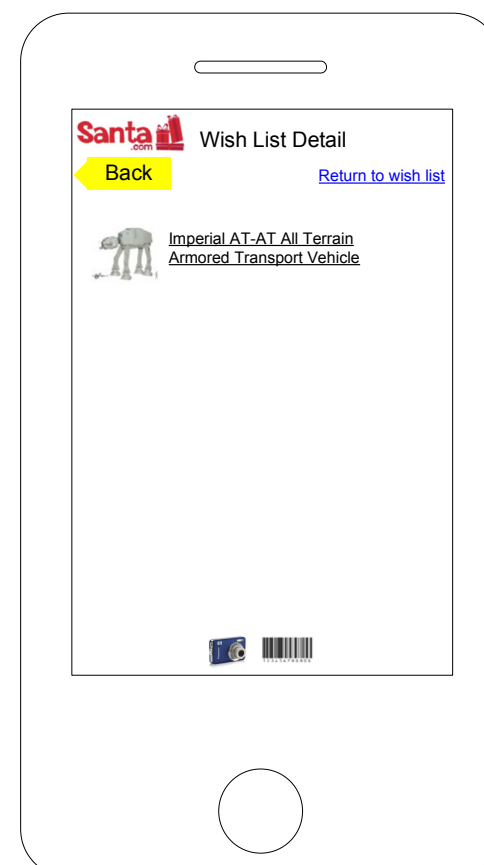
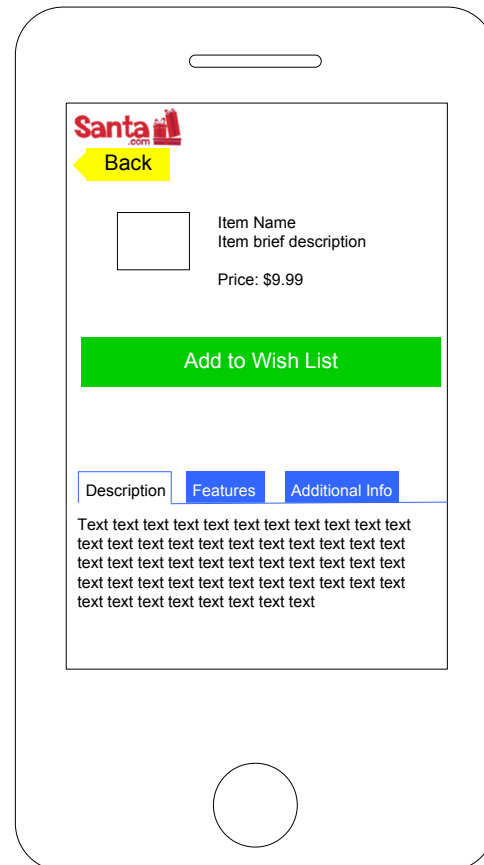
Once the barcode is scanned, ideally, an item description and image would appear on the Item Found screen. If the item is what the user scanned, then they tap the Done button and the item appears on their Wish List. If the item is not what the user wanted, they can rescan the barcode. Tapping the Rescan Code button takes them back to the previous screen.

If the item is not found, this message displays on the screen. Text here is just a sample.



Product screen (if the user taps the product link from their wish list, this screen displays without the Add to Wish List button.)

To add the item to the wish list, the user taps the Add to Wish List button. The item and product photo is added to the wish list.



If the user taps the product link, they are taken back to the Product screen,

Notes

Scan Barcode

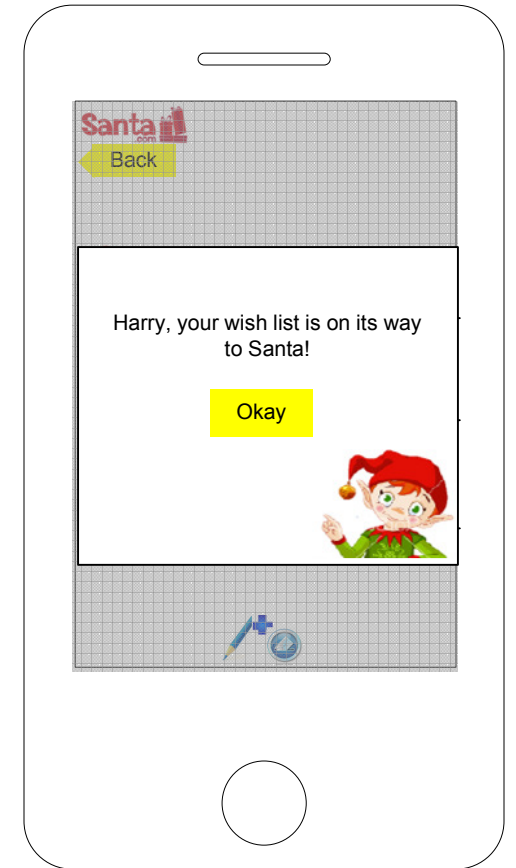
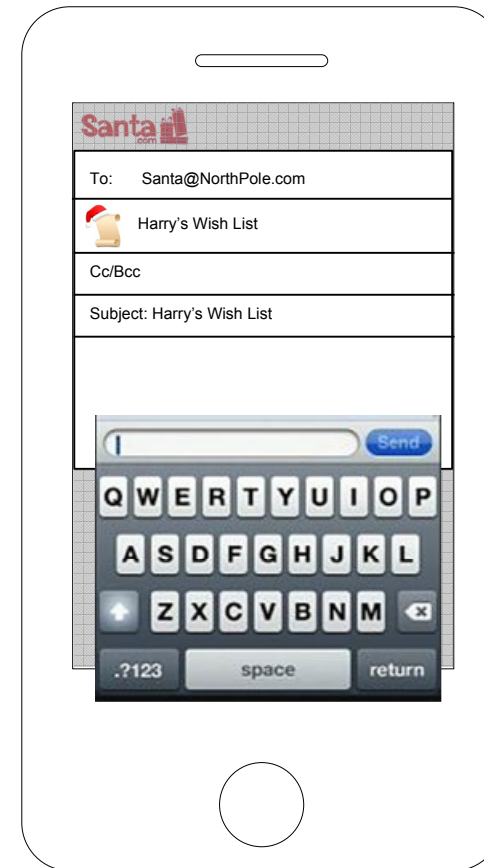
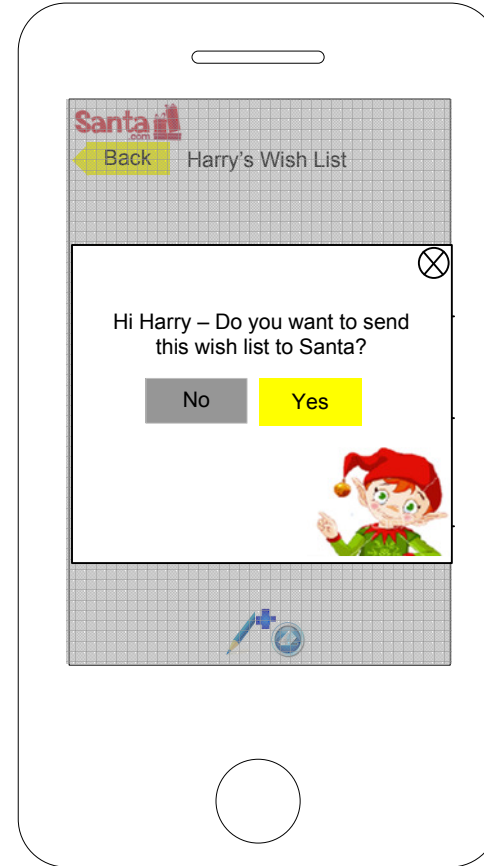
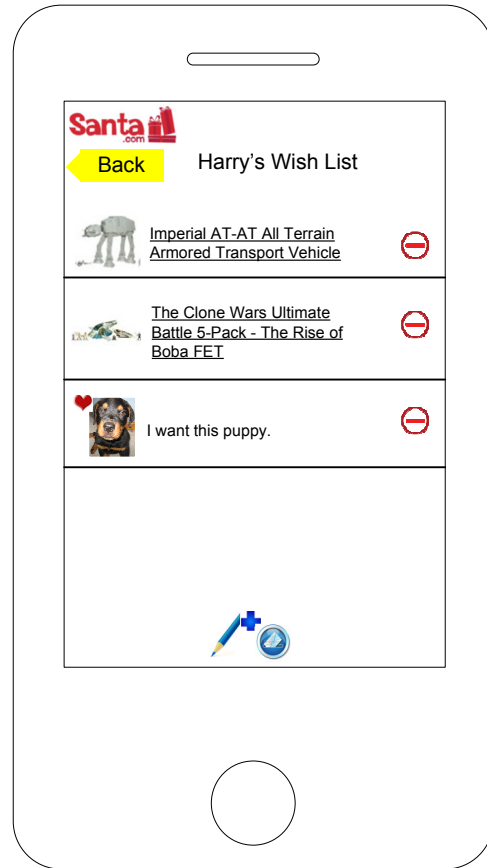
The user can scan a product barcode for a desired wish.

To send the wish list, the user taps the send icon.

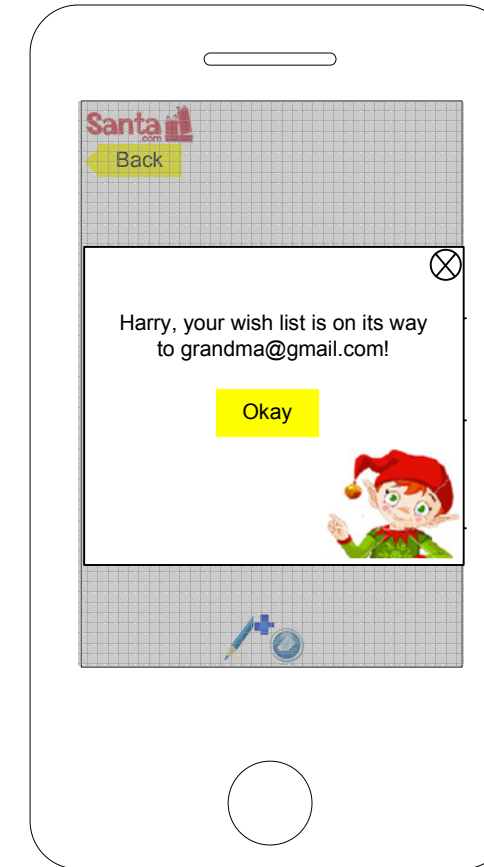
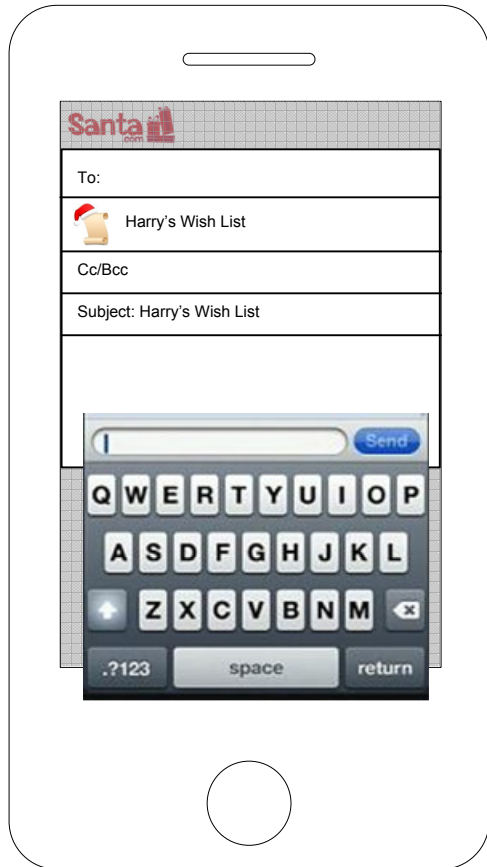
This overlay displays asking the user if they want to send the wish list to Santa.

If user is sending wish list to Santa: The keyboard displays, the To field is pre-populated, the wish list appears as an attachment, the subject line is pre-populated. The user can add other email addresses to the Cc/Bcc line. The user fills in the email address(es) and taps the Send button.

This overlay displays advising the user that the wish list is being sent to Santa.



If user is not sending letter to Santa: The keyboard displays, the email To field is blank, the wish list appears as an attachment, the subject line is pre-populated. The user can also add other email addresses to the Cc/Bcc line. The user fills in the email address(es) and taps the Send button.



This overlay displays advising the user that the wish list is being sent to the email address(es).

Notes

The Mail Room

The child user comes to this screen to view all letters to and from Santa and any letters that they saved.

WHICH OPTION DO YOU WANT TO GO WITH 1 OR 2?

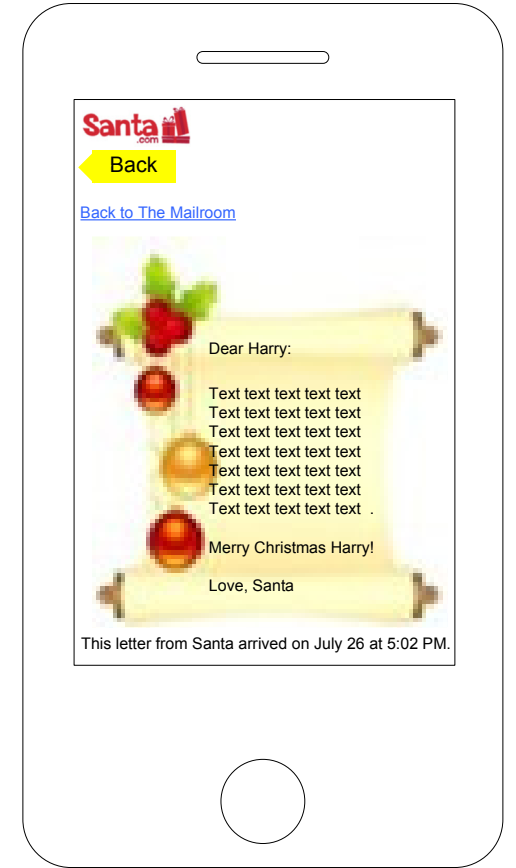
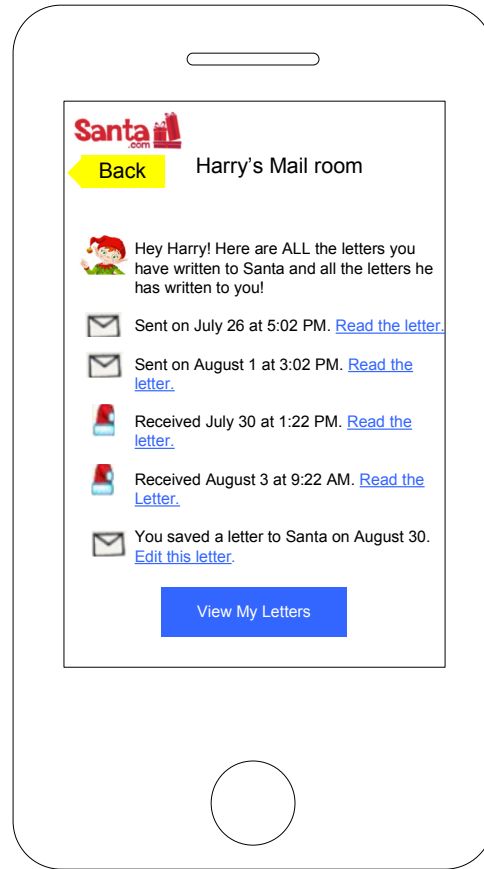
The user can see all letters sent, received and saved. The user can edit a letter by tapping the Edit this letter link.

The user can view letters send or received in a slide show by tapping the View My Letters button. SEE wireframe: My Letters

If a new letter from Santa arrives, it could be displayed in this manner.

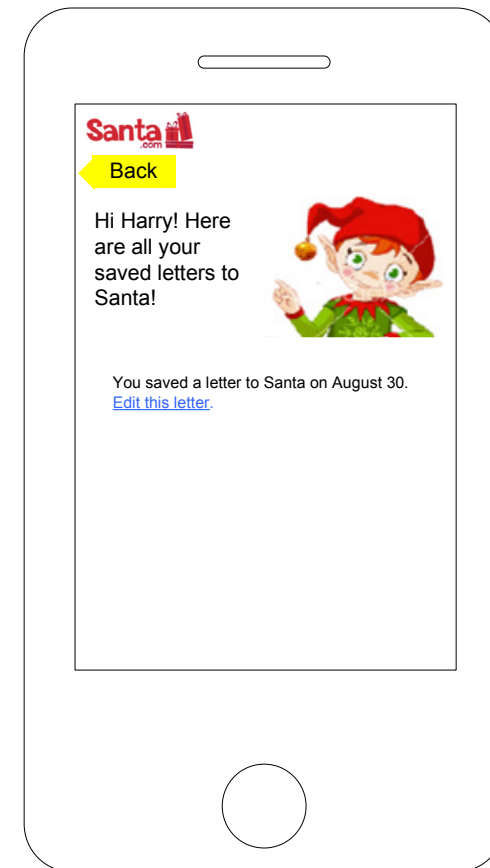
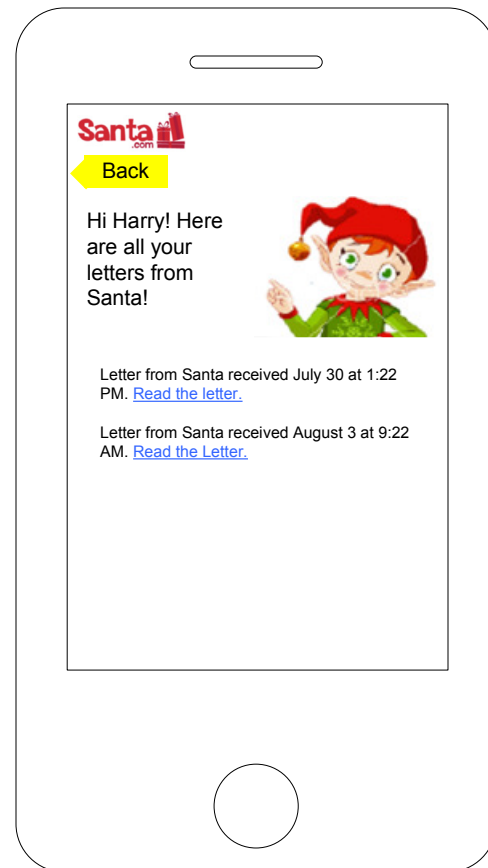
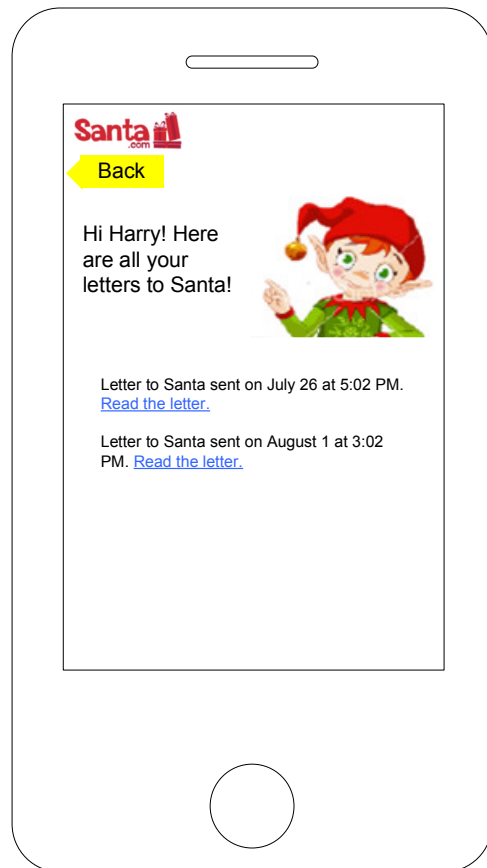
When the user touches the letter to open, a new screen displays.

Option 1



Option 2

View My Letters in Slideshow goes to last screen



Notes

My Letters

ALL letters sent and received appear in a slideshow.

