RockYou Marketing Requirements Document

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Project Name	RockYou		
Date Initiated	5/30/2007	**Product Managers**	Kevin Puleo, Hudson George
Target Date	7/31/2007	**Program Manager**	Rhonda Hiatt
Document Version	1.0	**Document Location**	

Document History

Version	Date	Changes	Reviewers
1.0	6/15/2007	First Draft of Doc	
2.0	6/27/2007	Modified all priorities and added Phased approach to project	

TABLE OF CONTENTS:

1   Overview

This document describes the connectivity and integration plans of RockYou and FunMobility's services so that users of the RockYou widgets may transfer photographs to their mobile handsets using the FunMobility Wallpaper Universe and America's Best Mobile Pix applications. The goal of the project is to get RockYou users to 1) download wallpaper through Wallpaper Paper Universe using the PhotoLab web editor on RockYou, and 2) upsell/promote those same users into subscribing to America's Best Mobile Pix.

1.1   Product Background

RockYou! creates and distributes the most popular self-expression widgets on the web. RockYou!'s viral accessories can be used to enhance the look and feel of any blog, personal website, and are used on social networks like MySpace, Bebo, or Facebook. RockYou! widgets include photo slideshows, glitter text and voicemail accessories that enable people to stand out on social networks.

RockYou! is the leading provider of widgets across the Web. The company is a driving force of online self expression. With over 150 million widgets viewed a day and over 10 million registered users, RockYou!'s widgets enable advertisers to connect to an established online community that embraces viral user generated content.

1.2   Project Description

RockYou is going to advertise and promote "mobile pix" on their site. There will be three main points of integration between RockYou and FunMoblty's services. The first is taking existing slideshow pictures on RockYou and allow users to turn them into FunMobility Mobile Wallpaper. The next touch point will be centered around integrating PhotoLab into RockYou's "Create" area so that users can send a picture into PhotoLab and add effects to the picture before sending it to their mobile phone as FunMobility Wallpaper. The last consists of sending pictures already existing in a RockYou user's profile over to the aPix community.

1. Turn Any RockYou Picture Into a FunMobility Mobile Wallpaper

RockYou users can send any picture found in a RockYou slideshow to their phone as wallpaper. To turn a picture into a wallpaper there will be an additional action link or icon that will send the picture to the user's phone as FunMobility mobile wallpaper. The wallpaper will be accessible to the user either as a direct download or through Wallpaper Universe (depends on the user's Carrier).

2. PhotoLab Access From RockYou's "Create" Page

The Mlab PhotoLab web application will be integrated into RockYou's site. Users on the RockYou site will be able to submit a photo to PhotoLab (currently found on mlab.com), edit and personalize it, then send it to their phone as a personalized wallpaper. The wallpaper will be accessible to the user either as a direct download or through Wallpaper Universe (depends on the user's Carrier).

After the transaction is completed via the web, RockYou users will have the opportunity to send their picture to aPix. If the user is a current member of aPix, they only need to sign-in to MyApix.com and the transaction is completed. The user can then see their newly created wallpaper on MyApix.com as well as on the phone and then they can enter the wallpaper into an aPix contest. If the user is not a member of the aPix community and wants to join they are given instructions on how to join.

3. Send Existing Pictures in a RockYou Users "My Stuff" Directly to aPix

Advertisements will be placed on RockYou enticing users to "Go Mobile and Enter Contests" with their pictures. When an ad is clicked on the RockYou user is shown all of their pictures they have in the their profile. The user can then pic and choose the pictures they want to add to their aPix Gallery. If the user is a current member of aPix, they only need to sign-in to MyApix.com and the transaction is completed. The user can then see their newly created wallpaper on MyApix.com as well as on the phone. They can then enter their RockYou pics into an aPix contest. If the user is not a member of the aPix community and wants to join they are given instructions on how to join.

All of these processes will be described in more detail later in this document.

1.3   Value Proposition

RockYou and PhotoLab is a fun way to turn pictures into personal mobile wallpapers, users who like personalizing their websites can do the same on the phone by sending their pics from the web to their phones, entering them in contests, and sharing their creativity.

1.4   Business Objectives

A partnership with RockYou will give FunMobilty a much needed marketing channel with access to millions of users. RockYou has a huge user base with over 10 million registered users, 14 million unique visits a month, and 150 million widgets viewed a day. It is also one of the top 1,500 most trafficked sites a day. RockYou's business model is to enable partners to connect to an established online community that embraces viral user generated content and offer revenue sharing opportunities for those partners.

FunMobility's objectives for the partnerhip is to leverage RockYou user base and convert them into FunMobility users. RockYou users will have the ability to access FunMobility applications on either a transactional or subscription basis. Wallpaper transactions will be handled through Wallpaper Universe and mobile community subscriptions will be processed through aPix. The hope is that frequent transactions by users of PhotoLab within RockYou will lead to an ongoing subscription to the aPix community. RockYou will share in the revenue that comes from these transactions and subscriptions originating from their site.

If the model described in this document becomes successful the hope is that it can be replicated to other "User Generated Content" sites such as slide.com, topix.net, flektor.com, etc. To put more perspective on the opportunity, Internet audience researcher comScore has compiled its first top 10 ranking of Web widgets worldwide, with Slide – a photo sharing/digital slide show widget that is popular on social networks like MySpace and Facebook, landing the top spot.

Slide reached a whopping 117 million unique users in April or nearly 14 percent of the online audience, according to comScore. In fact, photo-related widgets dominated comScore's top 10, with RockYou, PictureTrail and Photobucket taking the second, third and fourth positions respectively.

As users continue to post more and more of their own content online, and as traditional media companies like NBC deliver content via widgets, comScore found that 40.3 percent of Internet users in North America visited a Web site with an embedded widget in April.

1.5 References

Flows: Coming soon

Wireframes: \\File01\products\RockYou\Dev Docs\clickthrough\index.html

PreViz: Coming soon

1.6 Target Demographics

Demographics of RockYou users are very similar to aPix users. This will help FunMobility to quicly hone messaging of the value proposition of the offering in a way that RockYou users will understand.

2 Target Dates

Element	Target Date	Description

3 Project Dependencies and Constraints

This section identifies any scheduling, technical or business dependencies and constraints that need to be considered during the evolution and development of this project.

Name	Description

Product Requirements

Each product requirement is classified by a priority:

- High (H): This feature is a key requirement for the success of this product. This is a **mandatory** feature for product launch.

- Medium (M): This feature is a key requirement for the success of this product. This is an **optional** feature for product launch.

- Low (L): This feature increases the value of this product in the market place. This is an **optional** feature for product launch.

- Future (F): This feature is included in this document to be tracked in **future** versions of this product.

4 PHASE 1: Web Experience (Existing RY Pix Into FM Wallpaper)

The goal of this feature set is to get RockYou uers to use their existing photos already stored in RockYou as the source file for creating a mobile wallpaper.

4.1 Initiated From Exisiting Pix in Slideshows on RockYou

Priority: High

Owner: Products/RockYou

Overview: Source pictures used in slideshows on RockYou should be able to be used as source file for a mobile wallpaper. When a user selects a slideshow for viewing on RockYou there are number of actions a user can take with that show. Each action has an icon associated with it. There will be an additional action called "Mobile Wallpaper" (naming TBD) that the user can select. Selecting the link will send the user to an interstitial page where the user must select one picture to become a wallpaper.

Feature Requirements

Feature Requirement	Priority
1. All pics in the slideshow need to be given the "Mobile Wallpaper" action link	High
2. On "mobile Wallpaper" select, the pictures encompassing the show need to be passed into a single pic select page	High

Use Cases

1. User goes to their My Stuff area on RockYou

2. User selects the "View" link under one of their existing slideshows

3. User locates iconic actions below the slideshow with an additional "Mobile Wallpaper" action

4. User selects the "Mobile Wallpaper"

5. If Logged In: Since there is more than one pic in the slideshow (usually), the user is shown an interstitial page with the slides encompassing the show separated out

6. If Not Logged In: User is taken to the RockYou log in process – once logged in the user is redirected to 5

4.2 Select a Slideshow Picture

Priority: High

Owner: Products/RockYou

Overview: The number of pictures in a RockYou slideshow can range greatly but the average number of pictures per a show is around 25. After the "Mobile Wallpaper" action is selected then the pictures associated with that show are displayed in a new page. The new page should have directions on what to do next which is to select a picture for use as a mobile wallpaper.

Feature Requirements

Feature Requirement	Priority
1. All pics in the slideshow need to be displayed with a select action link associated with every pic	High
2. The user needs to be alerted that this feature is for US users only	High
3. On select, the selected picture needs to be passed into a verify page	High

Use Cases

1. User reads instructions on how the Mobile Wallpaper process works

2. User views picture thumbnails parsed from the slideshow

3. User locates a picture they would like to use for their mobile wallpaper

4. User clicks on the select link

5. User is taken to a verify page

4.3   Verify Picture Selection

Priority: High

Owner: Products/Engineering/RockYou

Overview: Once a picture has been selected the user must verify that the selected picture is indeed the one they want. Verification is done by having the user enter their mobile information and selecting the "submit" button. Once the wallpaper is submitted/verified the user is sent download instructions to their phone via SMS and then redirected to a "Thank You" page.

Feature Requirements

Feature Requirement	Priority
1. Web form with: Carrier selection, Phone Make selection, Model selection, and Phone number input; all form fields are required and should be checked for validity on submit	High
2. Errors should be displayed inline with the form showing exactly where the mistake was made	High
3. There should be a form option for saving their mobile information to their RockYou profile; if the user opts in for this the validated mobile information should be added to the user's RockYou profile; If the user has already opted in on this in a previous transaction then the form is already filled in based on those previous inputs, the user may edit them here	High
4. If the form validates on submit the user is taken to a "Thank You" page on RockYou, the page should include an aPIx promotion; if the user's phone is not supported then they need to be alerted to that affect and not allowed to proceed.	High
5. If the form validates on submit the user is sent an email based on the email they have on file at RockYou with instructions on how to download their wallpaper based on whether they are Brew or J2ME; the email should include an aPix promotion	High

	Priority
6. If the form validates the image and phone information is sent to FM for image rendering and information storage	High
7. The user is sent a SMS/WAP download wallpaper message to their phone	High
8. RockYou is credited with the transaction/referral with FunMobility (if downloaded from the phone)	High

Use Cases

1. User is happy with their picture selection

2. User inputs their phone information

3. User opts in to save their mobile info to RockYou

4. User submits information

5. Form validates and this happens:

    a. User is sent an SMS message with download instructions

    b. User is sent an email with download instructions

    c. User's mobile information is stored at RockYou

    d. User's mobile information and wallpaper picture are sent to FM for processing

4.4 Thank You

Priority: High

Owner: Products/Engineering/RockYou

Overview: After the user has selected the submit button they are shown a "Thank You" page. The page should alert the user to check their phone for a text message with download instructions along with other download instructions (see mLab for more). There should also be an America's Best Mobile Pix upsell.

Feature Requirements

Feature Requirement	Priority
1. Messaging on what the user should do next, download instructions for BREW based on user's carrier information or download instructions for J2ME based on user's carrier information	High
2. aPix upsell	Med

Use Cases

1. After user submits pic user sees thank you page

2. User sees instruction to check their phone

3. They check their phone and see they have a new text message

4. User follows instructions from the text message

5. User downloads the wallpaper to their phone

6. User notices aPix upsell and selects the "Join" link

4.5 Join America's Best Mobile Pix

Overall Priority: Medium

Owner: Products/Engineering

Overview: If the RockYou user decides to pursue the America's Best Mobile Pix upsell by selecting the join button the user is taken to a MyApix.com hosted "Join" page. The page should have download instructions based on he user's phone information from RockYou. If we do not have the phone information then a phone form should display for the user to fill in so the correct download aPix instructions display.

Feature Requirements

Feature Requirement	Priority
1. RockYou/MyApix co-branded page	High
2. Phone information is passed from the RockYou session to MyApix session; if the user is coming from email then we may need to have the user enter their phone information on the join page	High
3. If the phone information is passed in correctly, the user is given download instructions or given a message that their phone is not supported	High
4. The user's phone information is stored in a temporary apix userDB flagged as coming from RockYou, once the user downloads apix on their phone the user's phone number is checked against the temporary userDB; if the numbers match RockYou is given referral credit and rev share	High

Use Cases

1. User selects the "Join aPix" button and is taken to a MyApix.com page with aPix download instructions

2. User follows instructions on the phone and downloads aPix to their phone

4.6 Flow Diagram
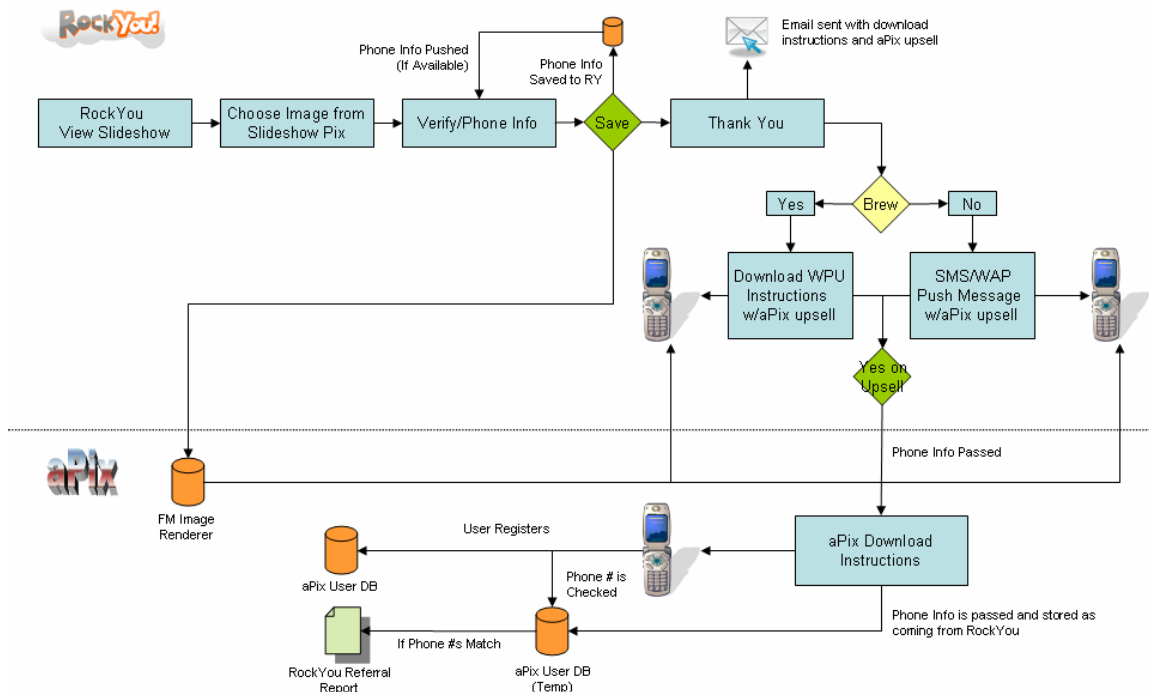
5 PHASE 2 (Possibly PHASE 3): Web Experience (RY Pix Into PhotoLab Wallpaper)

The goal of this feature set is to allow RockYou users access to creating mobile wallpapers from RockYou's "Create" page. Users can then select a source file from one of the various communities they might belong to and use it as the basis for their PhotoLab creation.

5.1 Initiated From Exisiting Pix in the User's My Stuff Area on RockYou

Priority: High

Owner: Products/RockYou

Overview: Source pictures used in slideshows and other RockYou widgets should be able to be used as source files for PhotoLab. Each pic in the user's RockYou "My Stuff" area will have a new action link associated with it – "Mobile Wallpaper" (naming TBD). Selecting the link beneath the picture will send that picture to PhotoLab and the user will be redirected to the PhotoLab page with the selected pic passed in. If the a slideshow is selected then an interstitial page needs to be added to the process where the pics encompassing the slideshow are displayed on a page and the user selects one image from the group.

Feature Requirements

Feature Requirement	Priority
3. All pics in the user's profile need to be given the "Mobile Wallpaper" action link	High
4. The picture needs to be passed into PhotoLab	High
5. If a slideshow is selected then a pic selection page needs to be created	High

Use Cases

1. User goes to their My Stuff area on RockYou

2. User selects the "Mobile Wallpaper" link under a slideshow they have just created

3. Since there is more than one pic in the slideshow then the user is shown an interstitial page with the slides encompassing the show separated.

4. The user selects a pic, the pic is sent to PhotoLab and the user is redirected to the PhotoLab page with their selected pic loaded in the editor

5.2 Wallpaper Creation Initiated from RockYou's "Create" Page

Overall Priority: High

Owner: Products/RockYou

Overview: With the launch of the service with RockYou, users will be able to go to http://www.rockyou.com/choose_widget.php to access the service. To access the service the user must select the "Mobile Wallpaper" badge.

Feature Requirements

Feature Requirement	Priority
1. A graphical badge in the RockYou style needs to be created	High
2. Supporting marketing text needs to be created with value prop. messaging	High
3. Allow only US users access to this feature; this could be an alert or a new web page; if this is not possible then the first page needs to have clear messaging that the feature is "only available in the US at this time"	High

Use Cases

1.   User wants to create a widget on RockYou

     a.   User selects "Mobile Pix" badge

     b.   If the user is coming from the US or have US as their country of origin in their RockYou profile they are granted access, otherwise the user is alerted that the service is for US only

5.3   Select a Source Pic from RockYou's "Choose a Photo" Page

Overall Priority: High

Owner: Products/RockYou

Overview: In order to create a wallpaper, PhotoLab requires a source picture. Using RockYou's picture selection mechanism the RockYou user can select a photo from their files, myspace page, bebo page, and others to use as the basis for their forthcoming creation. Once the photo is selected the picture gets automatically loaded into PhotoLab on RockYou.

Feature Requirements

Feature Requirement	Priority
1. RockYou's photo selection page needs to be configured to send a picture into PhotoLab – My Files and RockYou photos need to be enabled at a minimum	High
2. PhotoLab needs to be configured to allow RockYou source files	High
3. A graphical header in the RockYou style needs to be created ala http://www.rockyou.com/razz/razz-create.php	High
4. Supporting marketing text needs to be created with value prop. messaging	High

Use Cases

1.   User wants to select a source picture for their wallpaper creation

     a.   The user can select a pic from: My Files, MySpace, Bebo, Tagged, Friendster, Ringo, Photo bucket, URL, Favorite Movies, Badongo, Fileden

2.   User selects desired photo and the page changes to the PhotoLab page with the user's selected photo showing in the viewing area

5.4   FM's PhotoLab on RockYou

Overall Priority: High

Owner: Engineering/RockYou

Overview: Once a picture is loaded into the PhotoLab flash application the user may edit their pic to become a wallpaper using the available effects already in PhotoLab. After the user is satisfied with their creation they can save it and send it to their phone.

Feature Requirements

Feature Requirement	Priority
1. A version of PhotoLab needs to be created for RockYou; the user should be able to go back to the previous page and select a new pic if they desire	High
2. On "save" the picture gets saved and added to the user's RockYou "My Stuff" page under a new section called "Mobile Wallpaper" (name TBD)	Med

3. A "mobile wallpaper" section needs to be added to the RockYou "My Stuff" area to every profile – if the area is empty there needs to be a "create" link that takes the user to the Photo selection page	Med

Use Cases

1. User edits their photo in PhotoLab

2. If the user likes their creation they select "save"

    a. Selecting Save sends the pic to the user's My Stufff section in Rock You where they can view the pic anytime

        i. There should be 2 links associated with these pics to send to their phone as wallpaper or to aPix in a contest

    b. Selecting Save sends the user to the phone profile page

3. If the user doesn't like their creation they can abort or select a new pic and start over

5.5   Phone Profile

Overall Priority: High

Owner: Engineering/RockYou

Overview: Once the user has selected the save button they are prompted with a web form to enter their mobile phone information so that FunMobility knows how and where to send the wallpaper the user just created.

Feature Requirements

Feature Requirement	Priority
9. Web form with: Carrier selection, Phone Make selection, Model selection, and Phone number input; all form fields are required and should be checked for validity on submit	High
10. Errors should be displayed inline with the form showing exactly where the mistake was made	High
11. There should be a form option for saving their mobile information to their RockYou profile; if the user opts in for this the validated mobile information should be added to the user's RockYou profile; If the user has already opted in on this in a previous transaction then the form is already filled in based on those previous inputs, the user may edit them here	Med
12. If the form validates on submit the user is taken to an instruction page on how to download their wallpaper based on whether they are Brew or J2ME; if the user's phone is not supported then they need to be alerted to that affect and not allowed to proceed.	High
13. If the form validates on submit the user is sent an email based on the email they have on file at RockYou with instructions on how to download their wallpaper based on whether they are Brew or J2ME; the email should include an aPix promotion	High
14. If the form validates the image is sent to FM for rendering	High
15. If the user has a J2ME phone they are sent an SMS/WAP download wallpaper message to their phone	High

Use Case #1

1. User wants to send their wallpaper to their phone so they enter their mobile information into the supplied web form on RockYou

    a. User chooses Carrier info like Verizon

    b. User chooses make like Motorola

    c. User chooses model like RAZR

    d. User inputs 10 digit phone number

    e. User decides to check on the box asking if they want their mobile information saved to their RockYou profile

    f. User selects the Submit button

2. On submit the system checks for validity and finds that the user only entered 9 digits on their phone number and not the required 10 so the system throws an error and displays the error message inline with form

3. User locates the error, reads the message, and fixes the problem, then selects the Submit button again

4. The form validates and the user is sent an email with download instructions as well as redirected to a new web page with download instructions based on if their carrier is BREW or J2ME. In the case of J2ME a SMS/WAP message will be sent to their phone as well.

5. The image is sent to FunMobility's Rendering Engine

6. Since the user has opted in to save their mobile information in their RockYou profile, the form information gets added to RockYou's userDB.

Use Case #2

1. User wants to send their wallpaper to their phone so they enter their mobile information into the supplied web form on RockYou

    a. User chooses Carrier info like Verizon

    b. User chooses make like Motorola

    c. User chooses model like RAZR

    d. User inputs 10 digit phone number

    e. User decides to check on the box asking if they want their mobile information saved to their RockYou profile

    f. User selects the Submit button

2. On submit the system checks for validity and finds that the user's phone is not supported by FunMobility

3. User is shown a message to that affect

4. User aborts page and session

5.6   Download Wallpaper Instructions (Web)

Overall Priority: High

Owner: Products/Engineering/RockYou

Overview: Once the phone web form validates the user must complete their transaction using their phone. To do this the user is taken to a download wallpaper instructions page. The instructions displayed will be based on whether the user is using BREW or J2ME. On the web page along with the instructions will be an aPIx upsell (most likely this will be based around entering the pic into a mobile contest) and a prompt for existing users to send their wallpaper to their aPix profile/account.

Feature Requirements

Feature Requirement	Priority
1. A web page with: Download instructions for BREW based on user's carrier information; also with apix upsell/send to aPix	High
2. A web page with: Download instructions for J2ME based on user's carrier information; also with apix upsell/send to aPix	High
3. aPix upsell messaging	High
4. Tracking mechanism to know that the completed transaction originated from RockYou	High
5. Reporting for completed transactions, aborted transactions, page visits, etc.	High

Use Cases

1. User is shown a web page and given specific instructions based on their carrier:

   a. **BREW -** Brew carrier subscribers will be given a download code on the web site along with Wall paper Universe download instructions.

      i. The download instructions are specific to the carrier. They will download WPU and enter the download.

      ii. They can then preview and download the wallpaper.

      iii. Once downloaded the user must set their wallpaper as their background.

   b. **J2ME -** J2ME subscribers will receive a message on the website that a message has been sent to their phone.

      i. The message received on the device will have a link to a WAP page where the user can preview and download the wallpaper.

      ii. Once downloaded the user must set their wallpaper as their background.

2. The user successfully follows the instructions and downloads the Wallpaper to their phone

3. aPix integration:

   a. The user decides to investigate the aPix upsell by clicking on a promotional link on the instructions web page by selecting the link takes the user to http://MyApix.com/RockYou promotional page (see 4.6)

   b. Or, the user already has an APix account and decides to click on the link to save it to their aPix profile taking the user to the myapix.com (see 4.8)

Reporting

1. The system should report on:

   a. completed transactions

   b. aborted transactions and where it occurred

   c. page visits

5.7   Get aPix Co-branded Page on MyApIx.com

Overall Priority: High

Owner: Products/Engineering/RockYou

Overview: Once the user has successfully completed the wallpaper transaction, or not, they can investigate another FunMobility application – America's Best Mobile Pix. If the user does not have aPix they will be prompted to get it.

Feature Requirements

Feature Requirement	Priority
1. A co-branded web page hosted by FM ie http://MyApix.com/RockYou; the page has value prop messaging along with a username and password creation form; the username field should be filled in but editable with the first 15 characters of the prefix portion of the email address on file with RockYou	High
2. Some information needs to be passed from the user's RockYou session to the MyApix session including the wallpaper URL on RockYou, the user's RockYou username, and the user's mobile information; if the phone information passed is not supported by aPIx then the user needs to be alerted and not allowed to proceed	High
3. On Submit the form needs to be validated for username conflicts with existing aPix users; if the form validates then the user information is stored at FM and flagged as coming originating from RockYou in the DB	High
4. On submit and validation the user is redirected to an aPix download instructions web page	High

Use Case #1

1. User selects the "Get aPix" promotional link from the wallpaper download instructions page

2. The user is shown a Co-Branded web page between aPix and RockYou

    a. The page has marketing messaging

    b. The page also has a web form with username and password inputs – the username field is already filled in

3. The user enters a password and selects the submit button

4. The form attempts to validate against usernames in FM's userDB

5. The username is already taken so the form displays an error to this affect

6. The user changes the username and selects the submit button

7. The credentials are accepted by FunMobility and stored in a temporary userDB with a RockYou flag associated with them

8. Once the credentials are accepted the user is shown a page with download instructions for getting aPix on their phone

Use Case #2

1. User selects the "Get aPix" promotional link from the wallpaper download instructions page

2. The user is shown a Co-Branded web page between aPix and RockYou

    a. The page has marketing messaging

3. The page also displays an alert that they cannot proceed because the phone is not supported by aPix

4. User aborts session

5.8 aPix Download Instructions

Overall Priority: High

Owner: Products/Engineering

Overview: Once the user's credentials are accepted by FunMobility, the user is given aPIx download instructions based on their carrier information. The user must use their newly created credentials on their phone when prompted in order to give RockYou proper credit for the subscription.

Feature Requirements

Feature Requirement	Priority
1. Download instructions page for getting aPix based on Carrier	High
2. When a user downloads the application and enters their credentials they need to be checked against the FM userDB to see if they are associated with RockYou; if they match then RockYou is given proper credit for the subscription	High
3. Reports need to reflect user accounts originating from RockYou but never completed and accounts that have turned into subscribers	High

Use Cases

1. User follows the instructions to get aPix on their phone

2. User finds aPix on their phone, downloads, and enters their credentials as instructed on the instructions page

3. The credentials are checked against the RockYou flags in the FM userDB

    a. If the credentials match, RockYou is given credit on the subscription

4. At the end of the instructions on the web page the user is told that they can log into MyApix.com after they have successfully launched the mobile application. The user selects this link.

Reporting

5. The system should report on:

    a. Credential creation originating from RockYou

    b. Credentials that were submitted on the phone and match against existing RockYou flagged credentials

5.9 Send Wallpaper Pic from RockYou to aPix

Overall Priority: High

Owner: Products/Engineering

Overview: If the user has created a wallpaper on RockYou and is a subscriber of aPix they can send that pic to their pix gallery on aPix. This is done in one of two ways, both require the session not to be broken, one is selecting the "send this pic to aPix" link on the download wallpaper page on RockYou or, from the "save your wallpaper to your aPix profile" link on the download aPix page. Both links lead to the MyApix.com home page where the user is prompted to sign-in. Once they sign-in their wallpaper is sent added to their aPix "Pix Gallery."

Feature Requirements

Feature Requirement	Priority
1. The ability to copy pictures directly from RockYou into aPix	High

2. Wallpaper must be rendered for web MyApix.com sizes	High
3. The pic needs to be stored in the aPix DB for that user	High

Use Cases

1. User follows links on instruction pages to Myapix.com

2. User logs in with their aPix credentials

3. The wallpaper gets added to the user's pix gallery

4. The user can view it on web and mobile and enter it into aPIx contests

5.10 User Flow Diagram
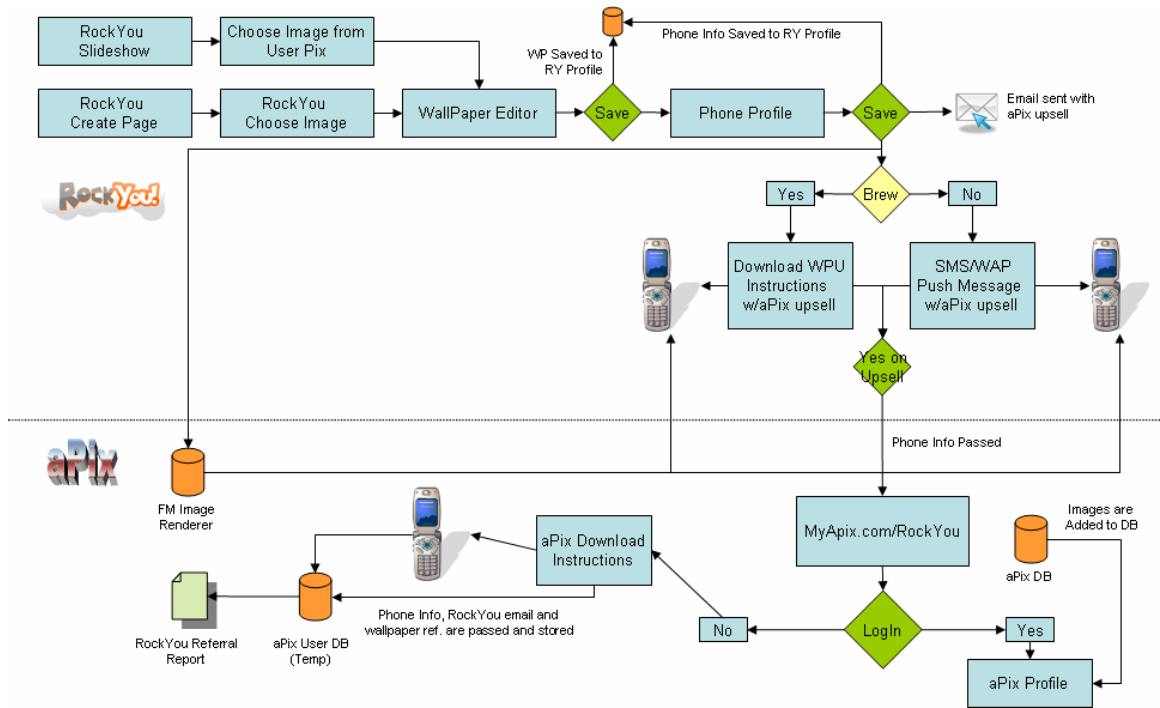
6 PHASE 3 (Possibly PHASE 2): aPix "Ads" on RockYou

The goal of this feature is to get users to transfer their RockYou pictures to their aPix account. If the user doesn't have an aPix account then it will be an opportunity for FunMobility to convert RockYou widget users into mobile subscribers.

6.1 Ad Placement

Priority: Med

Owner: Products/RockYou

Overview: RockYou and aPix Users need an easy way to send their pictures from RockYou to their aPix account. If the user does not have an account then they should be prompted to create one. To start the process "ads" should be placed on the RockYou site prmoting the partnership with aPix.

Feature Requirements

Feature Requirement	Priority
1. Graphical ads and promotion needs to be defined and created	High
2. Ads need to be placed on RockYou	High

Use Cases

1. User goes to RockYou

2. User sees a promotional ad for mobile contests

3. User selects ad

6.2   Ad Page

Priority: Med

Owner: Products/RockYou

Overview: If the user is signed in to RockYou the page displays that users photos from their RockYou profile and aPix value proposition information along with "Get an aPix Account" link. If the user is not signed in they will be redirected to RockYou's signin page. Once they are signed in they are redirected back to this page.

Feature Requirements

Feature Requirement	Priority
1. A RockYou page with all of the users images displayed with checkmarks next to each pic; checked means the pic gets passed to aPix; slideshows need to have the individual pics displayed; copyrighted pix need to be omitted from display	High
2. On Submit the selected (checked) pictures need to be passed to aPIx as the user is redirected to MyApix.com where they must login to complete the transaction	High
3. Pictures added (copied) to aPIx need to be sent through the rendering engine	High
4. Rendered pictures need to be stored in the aPIx DB for the user	High

Use Cases

1. User selects the ad and is not logged in to RockYou

2. The user is redirected to RockYou's sign in page

3. The user signs in with their RockYou credentials

    a. The credentials pass and the user is taken back to the aPix ad page

4. The user is shown all of their individual pictures they have stored on their RockYou profile

    a. The user selects the pix they want to transfer to aPix by checking some pictures off

5. The user selects the submit button

6. The user is taken to the MyApix.com front door where they are prompted to login

7. The user enters their aPix credentials and selects the submit button

    a. Credentials pass

    b. All checked pix from the previous screen are rendered and stored in that user's pix gallery

    c. The user is redirected to their aPix personal home page where they can view their transferred pix

6.3   Get aPix Co-branded Page on MyApIx.com

Overall Priority: Med

Owner: Products/Engineering/RockYou

Overview: If the user has selected the ad and does not have the aPix application but wants to get it, there will be a link on the page to allow the user to start the process of downloading the aPix mobile app and therefore gain access to MyApix.com.

Feature Requirements

Feature Requirement	Priority
1. A co-branded web page hosted by FM ie http://MyApix.com/RockYou; the page has value prop messaging along with a username and password creation form; the username field should be filled in but editable with the first 15 characters of the prefix portion of the email address on file with RockYou	High
2. Some information needs to be passed from the user's RockYou session to the MyApix session including the user's RockYou username, and the user's mobile information (if available); if the user is not signed in to RockYou they are redirected to RockYou's sign in page then redirected back to this page after successful sign-in; if the user's phone is not supported the user needs to be alerted to that affect	High
3. If no phone information is available for the user then a mobile phone information web form is presented with carrier info, phone make, phone model, and 10 digit phone number inputs.	High
4. On Submit the form needs to be validated for username conflicts with existing aPix users; if the form validates then the user information is stored at FM and flagged as coming originating from RockYou in the DB; if the user's phone is not supported then the user should be alerted to that affect	High
5. On submit and validation the user is redirected to an aPix download instructions web page	High

Use Case #1

1.   User is logged into RockYou and selects the "Get aPix" promotional ad but doesn't have aPix but they are compelled to get it so the select the link to Get aPix from the ad

2.   The user is shown a Co-Branded web page between aPix and RockYou

   a.   The page has marketing messaging

   b.   The page also has a web form with username and password inputs – the username field is already filled in

   c.   The user does not have any phone information on file with their RockYou profile so they must also fill in their phone information:

         i.   Carrier info, Make info, Model info, 10 digit info, Save phone info to RockYou profile checkbox

3.   The user enters a password and fills in the phone information and selects the submit button

4.   On submit the form is first checked to se if the phone is supported and the form was entered correctly

   a.   If the form passes then the aPix credentials are checked

   b.   If there are errors the system shows an error inline with the form stating the correction that needs to be made

5.   The username and password form attempts to validate against usernames in FM's userDB

a. If the username is already taken the form displays an error to this affect inline with the form

6. If the credentials are unique they are accepted by FunMobility and stored in a temporary userDB with a RockYou flag associated with them

7. Once the credentials are accepted the user is shown a page with download instructions for getting aPix on their phone

6.4   aPix Download Instructions

Overall Priority: Med

Owner: Products/Engineering

Overview: Once the user's credentials are accepted by FunMobility, the user is given aPIx download instructions based on their carrier information. The user must use their newly created credentials on their phone when prompted in order to give RockYou proper credit for the subscription.

Feature Requirements

Feature Requirement	Priority
1. Download instructions page for getting aPix based on Carrier	High
2. When a user downloads the application and enters their credentials they need to be checked against the FM userDB to see if they are associated with RockYou; if they match then RockYou is given proper credit for the subscription	High
3. Reports need to reflect user accounts originating from RockYou but never completed and accounts that have turned into subscribers	High

Use Cases

1. User follows the instructions to get aPix on their phone

2. User finds aPix on their phone, downloads, and enters their credentials as instructed on the instructions page

3. The credentials are checked against the RockYou flags in the FM userDB

   a. If the credentials match, RockYou is given credit on the subscription

4. At the end of the instructions on the web page the user is told that they can log into MyApix.com after they have successfully launched the mobile application to copy their RockYou pix to their new aPix profile/account. The user selects this link.

Reporting

1. The system should report on:

   a. Credential creation originating from RockYou

   b. Credentials that were submitted on the phone and match against existing RockYou flagged credentials

6.5   Send Pix from RockYou to aPix

Overall Priority: Med

Owner: Products/Engineering

Overview: If the user has successfully created a n aPix profile on the phone and then selects the send pix link on the download aPix page they are taken to MyApix.com where they are prompted to login with the new credentials. The user's selected pix are copied and rendered the stored into the user's picture gallery.

Feature Requirements

Feature Requirement	Priority
1. The ability to copy pictures directly from RockYou into aPix	High
2. Pix must be rendered for web MyApix.com sizes	High
3. Pix need to be stored in the aPix DB for that user	High

Use Cases

1.   User follows links on instruction pages to Myapix.com

2.   User logs in with their aPix credentials

3.   The checked pictures get added to the user's pix gallery on aPix

4.   The user can view it on web and mobile and enter it into aPIx contests

6.6   "Ad" User Flow Diagram
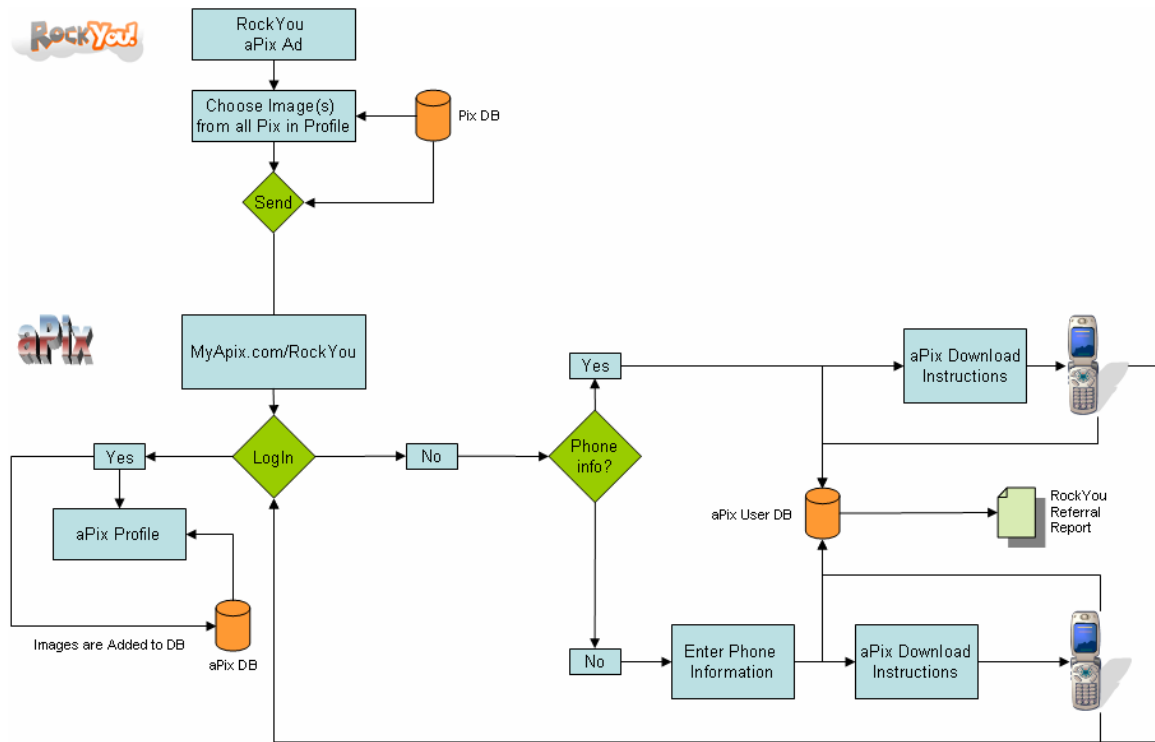
7 Traffic & Revenue Projections

7.1 Projections For Wallpaper Transactions

LOW   LOW

Month	Photo Upload subs	Clickthru		Conversion %		price		Total Revenue	FM Share		FunMobility Total
1	14000000	0.10%	14000	25.00%	3500	$ 1.99	$	6,965.00	85.00%	$	5,920.25
2	14700000	0.10%	14700	25.00%	3675	$ 1.99	$	7,313.25	85.00%	$	6,216.26
3	15435000	0.10%	15435	25.00%	3858.75	$ 1.99	$	7,678.91	85.00%	$	6,527.08
4	16206750	0.10%	16206.75	25.00%	4051.6875	$ 1.99	$	8,062.86	85.00%	$	6,853.43
5	17017088	0.10%	17017.0875	25.00%	4254.271875	$ 1.99	$	8,466.00	85.00%	$	7,196.10
6	17867942	0.10%	17867.94188	25.00%	4466.985469	$ 1.99	$	8,889.30	85.00%	$	7,555.91
7	18761339	0.10%	18761.33897	25.00%	4690.334742	$ 1.99	$	9,333.77	85.00%	$	7,933.70
8	19699406	0.10%	19699.40592	25.00%	4924.851479	$ 1.99	$	9,800.45	85.00%	$	8,330.39
9	20684376	0.10%	20684.37621	25.00%	5171.094053	$ 1.99	$	10,290.48	85.00%	$	8,746.91
10	21718595	0.10%	21718.59502	25.00%	5429.648756	$ 1.99	$	10,805.00	85.00%	$	9,184.25
11	22804525	0.10%	22804.52477	25.00%	5701.131194	$ 1.99	$	11,345.25	85.00%	$	9,643.46
12	23944751	0.10%	23944.75101	25.00%	5986.187753	$ 1.99	$	11,912.51	85.00%	$	10,125.64
										$	94,233.37

MEDIUM   MED

Month	Photo Upload subs	Clickthru		Conversion %		price		Total Revenue	FM Share		FunMobility Total
1	14000000	0.25%	35000	30.00%	10500	$ 1.99	$	20,895.00	85.00%	$	17,760.75
2	14700000	0.25%	36750	30.00%	11025	$ 1.99	$	21,939.75	85.00%	$	18,648.79
3	15435000	0.25%	38587.5	30.00%	11576.25	$ 1.99	$	23,036.74	85.00%	$	19,581.23
4	16206750	0.25%	40516.875	30.00%	12155.0625	$ 1.99	$	24,188.57	85.00%	$	20,560.29
5	17017088	0.25%	42542.71875	30.00%	12762.81563	$ 1.99	$	25,398.00	85.00%	$	21,588.30
6	17867942	0.25%	44669.85469	30.00%	13400.95641	$ 1.99	$	26,667.90	85.00%	$	22,667.72
7	18761339	0.25%	46903.34742	30.00%	14071.00423	$ 1.99	$	28,001.30	85.00%	$	23,801.10
8	19699406	0.25%	49248.51479	30.00%	14774.55444	$ 1.99	$	29,401.36	85.00%	$	24,991.16
9	20684376	0.25%	51710.94053	30.00%	15513.28216	$ 1.99	$	30,871.43	85.00%	$	26,240.72
10	21718595	0.25%	54296.48756	30.00%	16288.94627	$ 1.99	$	32,415.00	85.00%	$	27,552.75
11	22804525	0.25%	57011.31194	30.00%	17103.39358	$ 1.99	$	34,035.75	85.00%	$	28,930.39
12	23944751	0.25%	59861.87753	30.00%	17958.56326	$ 1.99	$	35,737.54	85.00%	$	30,376.91
										$	282,700.10

HIGH   HIGH

Month	Photo Upload subs	Clickthru		Conversion %		price		Total Revenue	FM Share		FunMobility Total
1	14000000	0.50%	70000	30.00%	21000	$ 1.99	$	41,790.00	85.00%	$	35,521.50
2	14700000	0.50%	73500	30.00%	22050	$ 1.99	$	43,879.50	85.00%	$	37,297.58
3	15435000	0.50%	77175	30.00%	23152.5	$ 1.99	$	46,073.48	85.00%	$	39,162.45
4	16206750	0.50%	81033.75	30.00%	24310.125	$ 1.99	$	48,377.15	85.00%	$	41,120.58
5	17017088	0.50%	85085.4375	30.00%	25525.63125	$ 1.99	$	50,796.01	85.00%	$	43,176.61
6	17867942	0.50%	89339.70938	30.00%	26801.91281	$ 1.99	$	53,335.81	85.00%	$	45,335.44
7	18761339	0.50%	93806.69484	30.00%	28142.00845	$ 1.99	$	56,002.60	85.00%	$	47,602.21
8	19699406	0.50%	98497.02959	30.00%	29549.10888	$ 1.99	$	58,802.73	85.00%	$	49,982.32
9	20684376	0.50%	103421.8811	30.00%	31026.56432	$ 1.99	$	61,742.86	85.00%	$	52,481.43
10	21718595	0.50%	108592.9751	30.00%	32577.89254	$ 1.99	$	64,830.01	85.00%	$	55,105.51
11	22804525	0.50%	114022.6239	30.00%	34206.78716	$ 1.99	$	68,071.51	85.00%	$	57,860.78
12	23944751	0.50%	119723.7551	30.00%	35917.12652	$ 1.99	$	71,475.08	85.00%	$	60,753.82
										$	565,400.21

7.2 Projections For aPix Subscriptions

LOW LOW

Month	Photo Upload subs	Clickthru	Conversion	%		price		Total Revenue		FM Share		FunMobility Total
1	14000000	0.10%	14000	25.00%	3500	$	2.99	$	10,465.00	75.00%	$	7,848.75
2	14700000	0.10%	14700	25.00%	3675	$	2.99	$	10,988.25	75.00%	$	8,241.19
3	15435000	0.10%	15435	25.00%	3858.75	$	2.99	$	11,537.66	75.00%	$	8,653.25
4	16206750	0.10%	16206.75	25.00%	4051.688	$	2.99	$	12,114.55	75.00%	$	9,085.91
5	17017088	0.10%	17017.09	25.00%	4254.272	$	2.99	$	12,720.27	75.00%	$	9,540.20
6	17867942	0.10%	17867.94	25.00%	4466.985	$	2.99	$	13,356.29	75.00%	$	10,017.21
7	18761339	0.10%	18761.34	25.00%	4690.335	$	2.99	$	14,024.10	75.00%	$	10,518.08
8	19699406	0.10%	19699.41	25.00%	4924.851	$	2.99	$	14,725.31	75.00%	$	11,043.98
9	20684376	0.10%	20684.38	25.00%	5171.094	$	2.99	$	15,461.57	75.00%	$	11,596.18
10	21718595	0.10%	21718.6	25.00%	5429.649	$	2.99	$	16,234.65	75.00%	$	12,175.99
11	22804525	0.10%	22804.52	25.00%	5701.131	$	2.99	$	17,046.38	75.00%	$	12,784.79
12	23944751	0.10%	23944.75	25.00%	5986.188	$	2.99	$	17,898.70	75.00%	$	13,424.03

$ 124,929.55

MEDIUM MED

Month	Photo Upload subs	Clickthru	Conversion	%		price		Total Revenue		FM Share		FunMobility Total
1	14000000	0.25%	35000	30.00%	10500	$	2.99	$	31,395.00	75.00%	$	23,546.25
2	14700000	0.25%	36750	30.00%	11025	$	2.99	$	32,964.75	75.00%	$	24,723.56
3	15435000	0.25%	38587.5	30.00%	11576.25	$	2.99	$	34,612.99	75.00%	$	25,959.74
4	16206750	0.25%	40516.88	30.00%	12155.06	$	2.99	$	36,343.64	75.00%	$	27,257.73
5	17017088	0.25%	42542.72	30.00%	12762.82	$	2.99	$	38,160.82	75.00%	$	28,620.61
6	17867942	0.25%	44669.85	30.00%	13400.96	$	2.99	$	40,068.86	75.00%	$	30,051.64
7	18761339	0.25%	46903.35	30.00%	14071	$	2.99	$	42,072.30	75.00%	$	31,554.23
8	19699406	0.25%	49248.51	30.00%	14774.55	$	2.99	$	44,175.92	75.00%	$	33,131.94
9	20684376	0.25%	51710.94	30.00%	15513.28	$	2.99	$	46,384.71	75.00%	$	34,788.54
10	21718595	0.25%	54296.49	30.00%	16288.95	$	2.99	$	48,703.95	75.00%	$	36,527.96
11	22804525	0.25%	57011.31	30.00%	17103.39	$	2.99	$	51,139.15	75.00%	$	38,354.36
12	23944751	0.25%	59861.88	30.00%	17958.56	$	2.99	$	53,696.10	75.00%	$	40,272.08

$ 374,788.64

HIGH HIGH

Month	Photo Upload subs	Clickthru	Conversion	%		price		Total Revenue		FM Share		FunMobility Total
1	14000000	0.50%	70000	65.00%	45500	$	2.99	$136,045.00		75.00%	$	102,033.75
2	14700000	0.50%	73500	65.00%	47775	$	2.99	$142,847.25		75.00%	$	107,135.44
3	15435000	0.50%	77175	65.00%	50163.75	$	2.99	$149,989.61		75.00%	$	112,492.21
4	16206750	0.50%	81033.75	65.00%	52671.94	$	2.99	$157,489.09		75.00%	$	118,116.82
5	17017088	0.50%	85085.44	65.00%	55305.53	$	2.99	$165,363.55		75.00%	$	124,022.66
6	17867942	0.50%	89339.71	65.00%	58070.81	$	2.99	$173,631.73		75.00%	$	130,223.79
7	18761339	0.50%	93806.69	65.00%	60974.35	$	2.99	$182,313.31		75.00%	$	136,734.98
8	19699406	0.50%	98497.03	65.00%	64023.07	$	2.99	$191,428.98		75.00%	$	143,571.73
9	20684376	0.50%	103421.9	65.00%	67224.22	$	2.99	$201,000.43		75.00%	$	150,750.32
10	21718595	0.50%	108593	65.00%	70585.43	$	2.99	$211,050.45		75.00%	$	158,287.84
11	22804525	0.50%	114022.6	65.00%	74114.71	$	2.99	$221,602.97		75.00%	$	166,202.23
12	23944751	0.50%	119723.8	65.00%	77820.44	$	2.99	$232,683.12		75.00%	$	174,512.34

$ 1,624,084.11