

OAKLEY SURF REPORT

User Flow Diagrams | Oakley Digital | Zac Keeler & Josh Austin | 04.28.13

OAKLEY SURF REPORT

User Flow Diagrams

/ TABLE OF CONTENTS

1. Page Key

2. Navigation Flow

3

4. Startup Screen

5. Menu

6

7. Account

8. Location Detail

9

10

11

12

13. Location Detail

14

15

16. Checkin

17

18. Search

19. Friends

20

21

22

23. Notifications

24

25. Settings

26. Help

OAKLEY SURF REPORT

User Flow Diagrams

/ PAGE KEY

01. Start Screen

01.1

01.2

01.3

02. Menu

02.1

03. Account

03.1

03.2

03.3

03.4

03.5

03.6

03.7

03.8

03.9

04. Notifications

04.1

04.2

04.3

04.4

05. Friends

05.1

05.2

05.3

05.4

05.5

05.6

05.7

05.8

05.9

05.10

05.11

6. Settings

06.1

06.2

06.3

06.4

7. Help

07.1

8. Other Apps

08.1

08.2

9. Search

09.1

09.2

09.3

09.4

09.5

10. Location List

10.1

10.2

10.3

10.4

10.5

11. Location Detail

11.1

11.2

11.3

11.4

11.5

11.6

11.7

11.8

11.9

11.10

11.11

12. Forecast

12.1

12.2

12.3

12.4

13. Check In

13.1

13.2

13.3

13.4

13.5

13.6

13.7

13.8

14. Profile

14.1

15. Conditionals

15.1

15.2

15.3

15.4

15.5

15.6

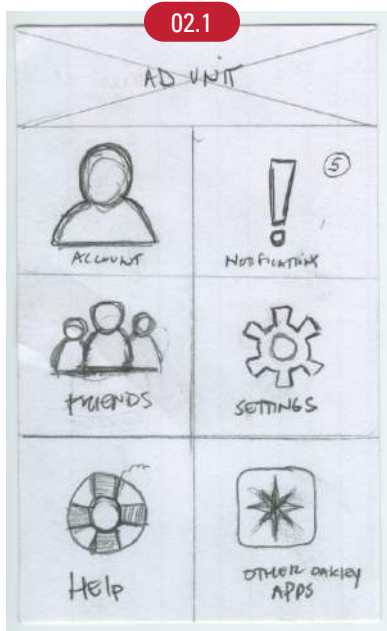
15.7

15.8

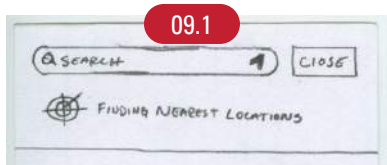
15.9

OAKLEY SURF REPORT

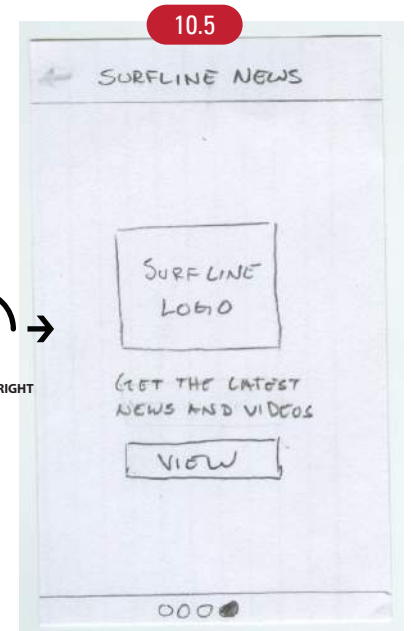
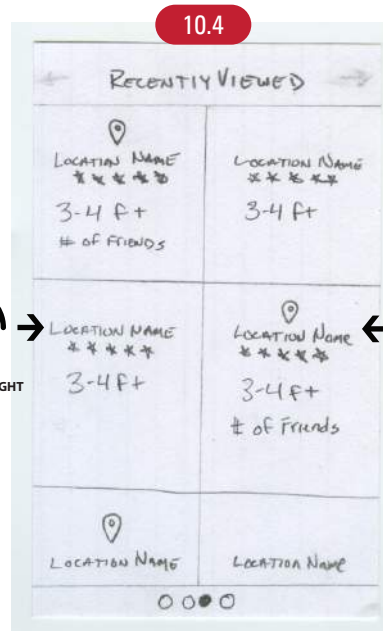
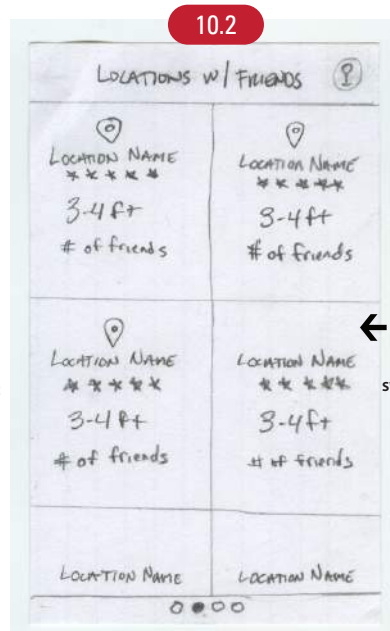
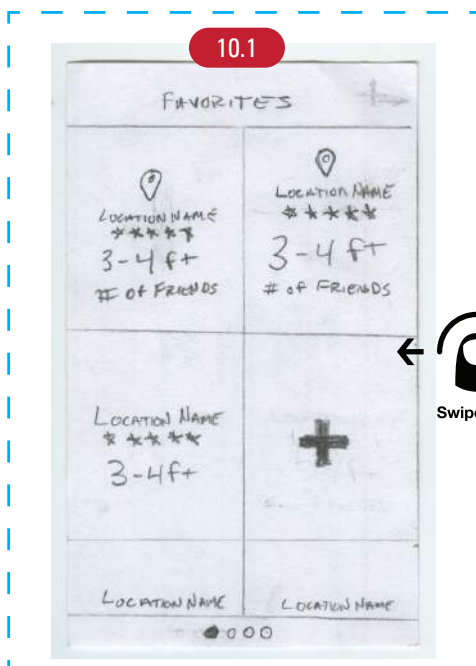
Navigation Flow



HARD PULL DOWN

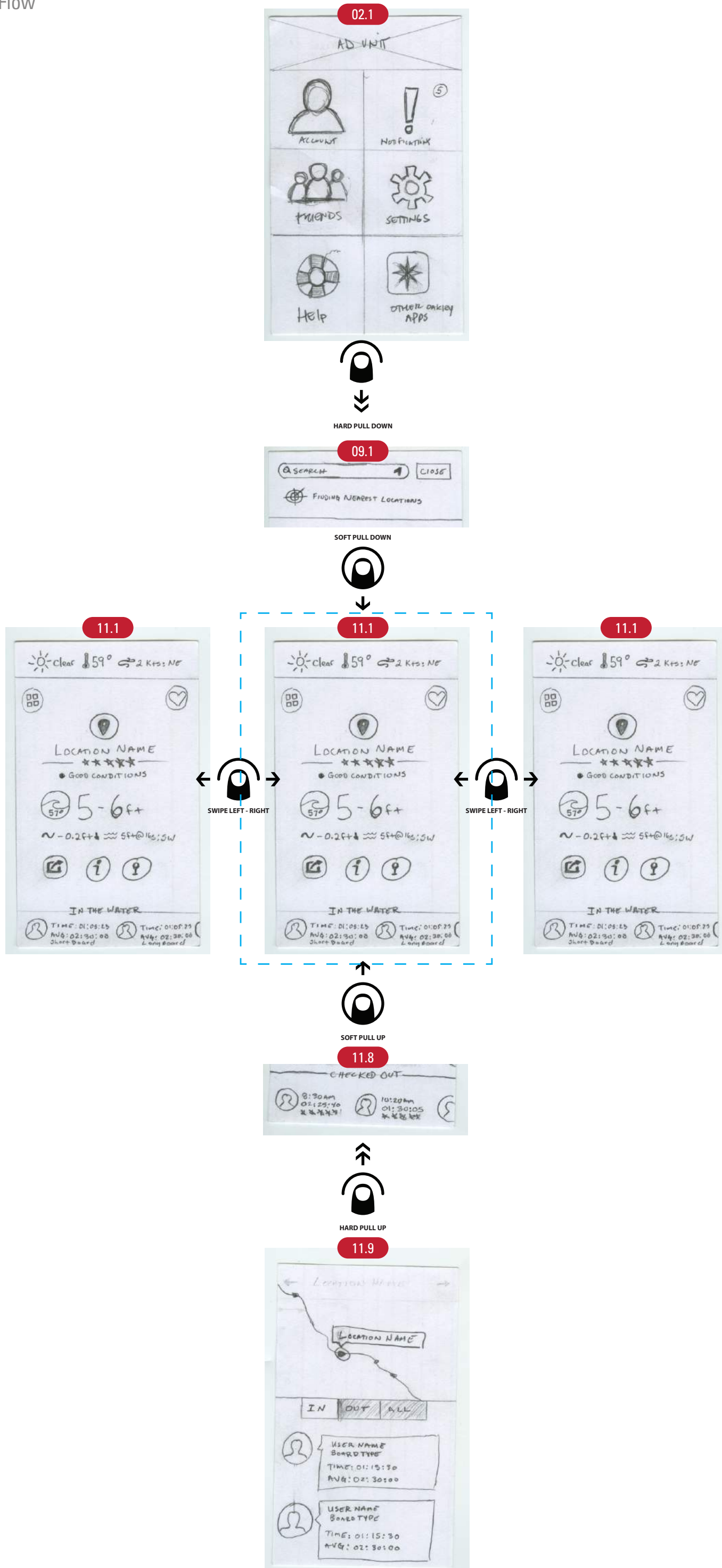


SOFT PULL DOWN



OAKLEY SURF REPORT

Navigation Flow



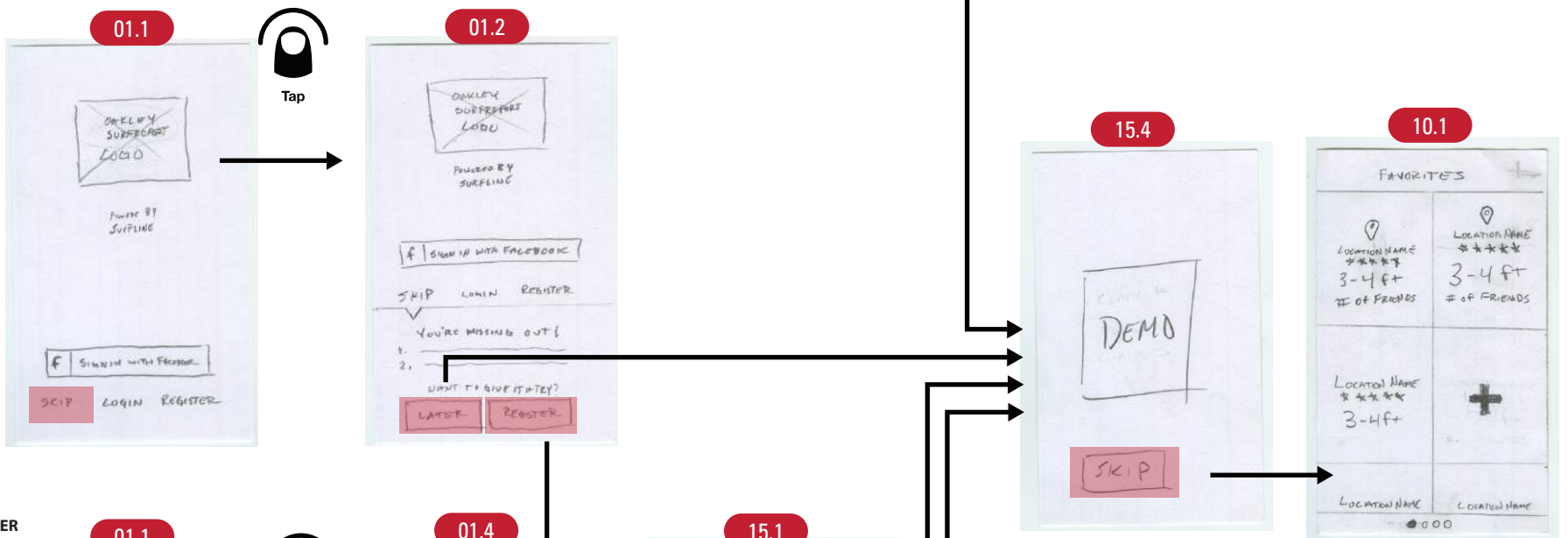
OAKLEY SURF REPORT

Startup Screen/Sign In/Register

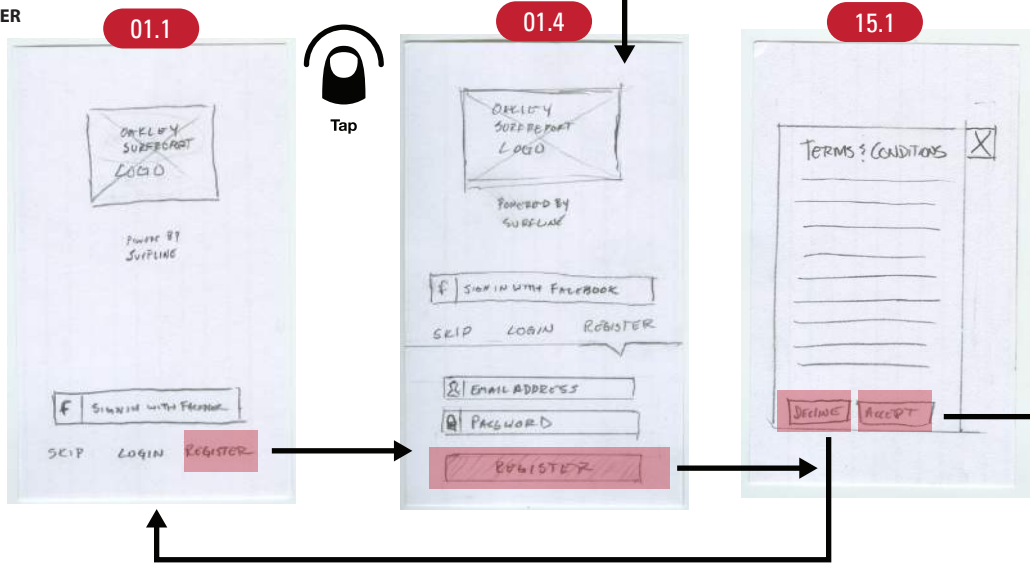
1. FACEBOOK LOGIN



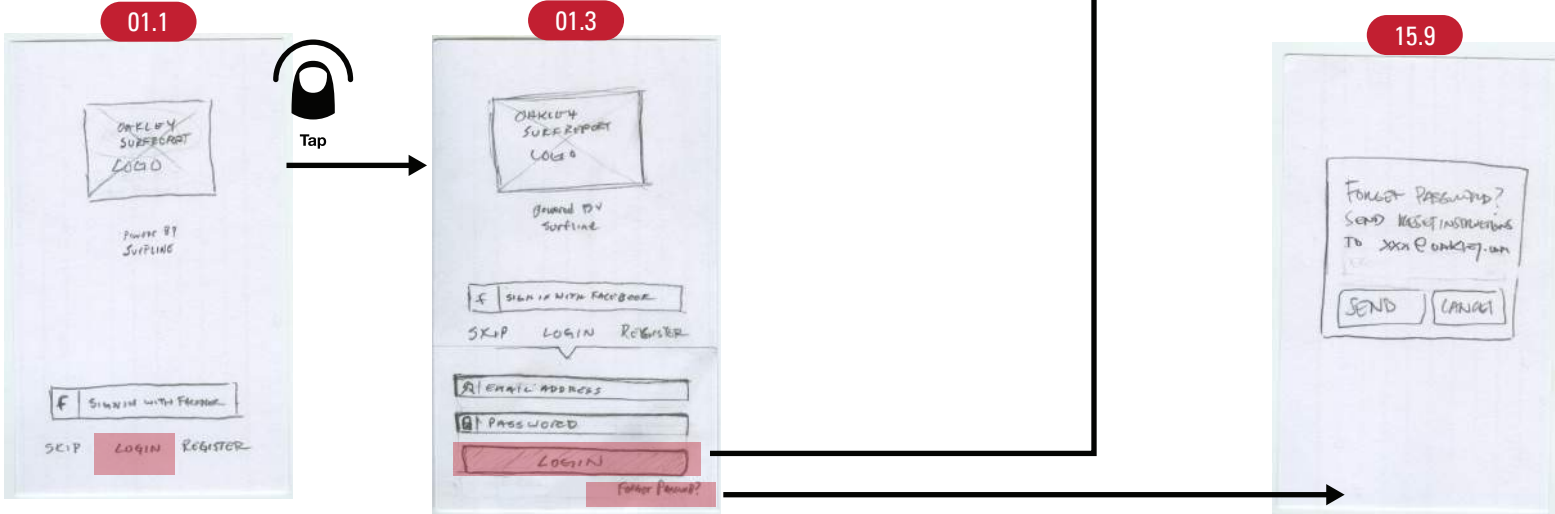
2. SKIP



3. REGISTER

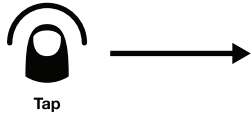
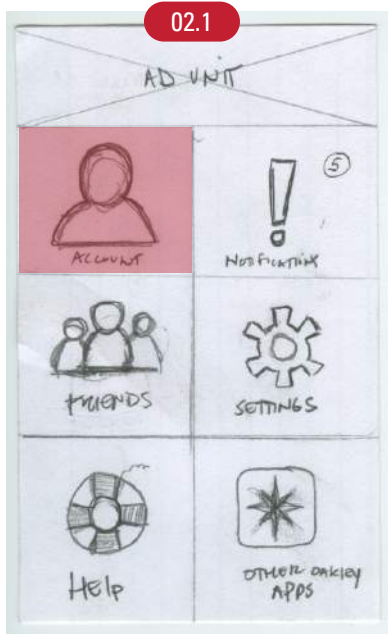


4. LOGIN



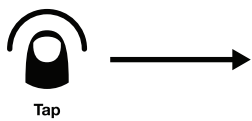
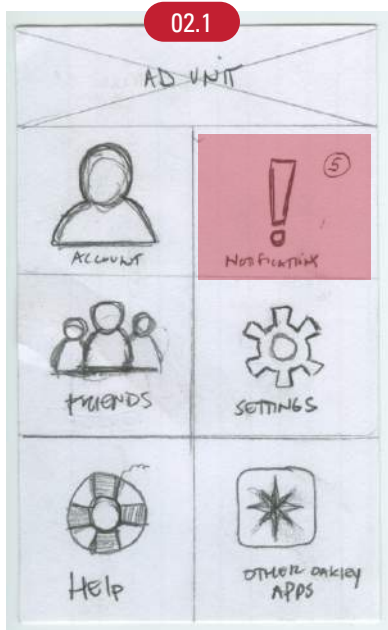
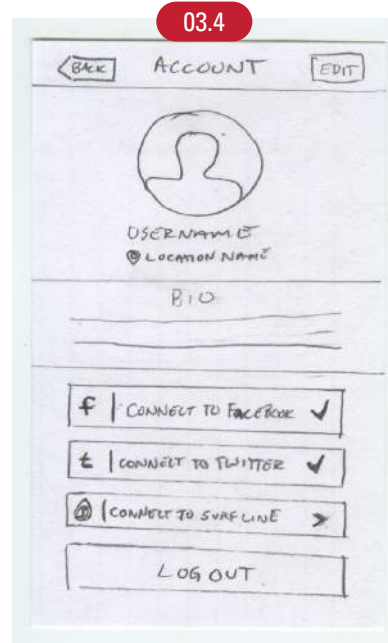
OAKLEY SURF REPORT

Menu



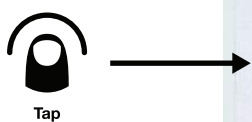
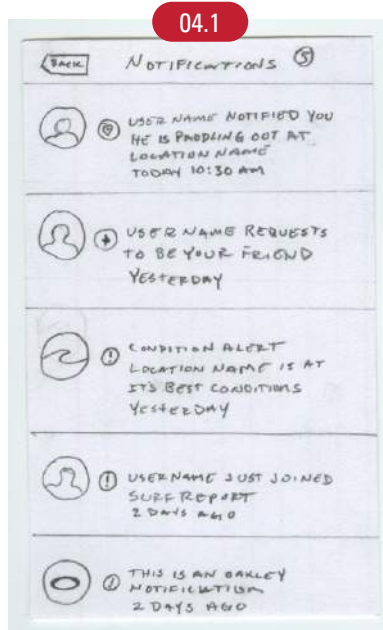
DESTINATION DEPENDS ON 2 VARIABLES

1. If user is new or not logged in, directs them to 03.1
2. If user is already logged in, directs them directly to 03.4



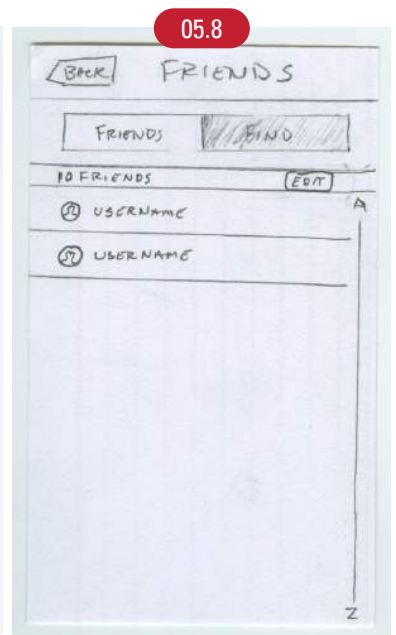
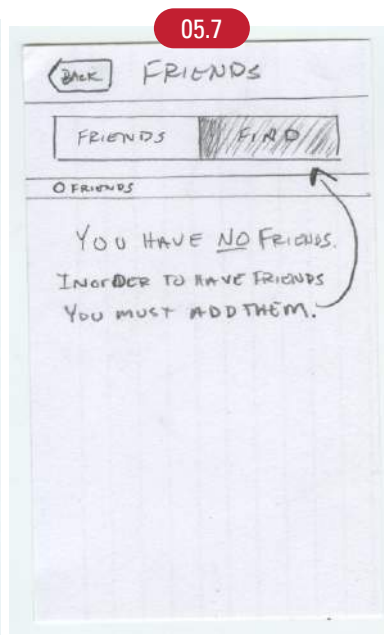
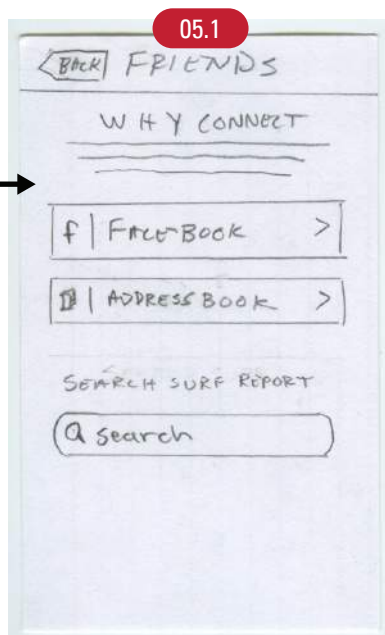
LINK VARIABLES

1. If user is new or not logged in, the link is not clickable and is greyed out
2. If user is already logged in, directs them directly to 04.1
3. The notification bubble shows the number of new notifications since the last time the user visited the feed of notifications. Once the user visits the feed, the bubble is removed until new notifications are received. Notifications aren't removed, the bubble is simply removed.



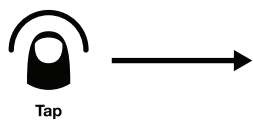
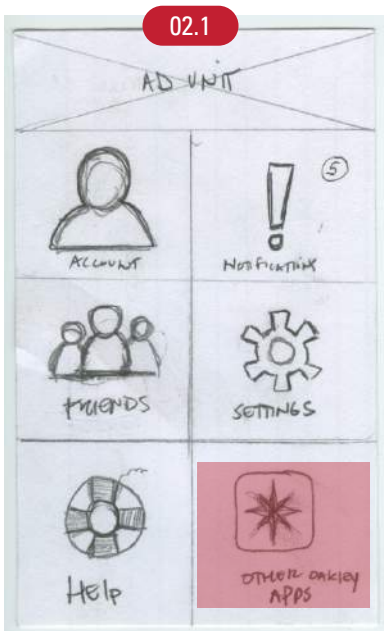
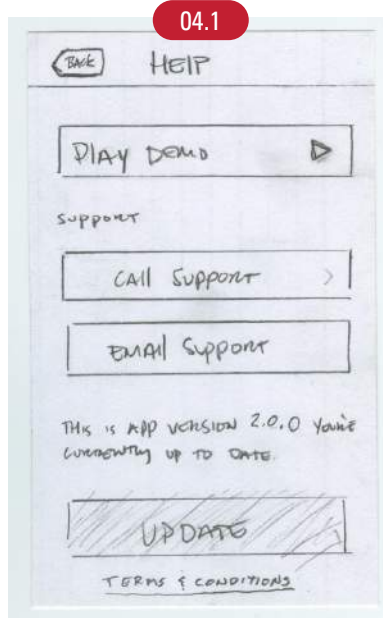
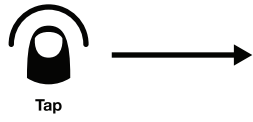
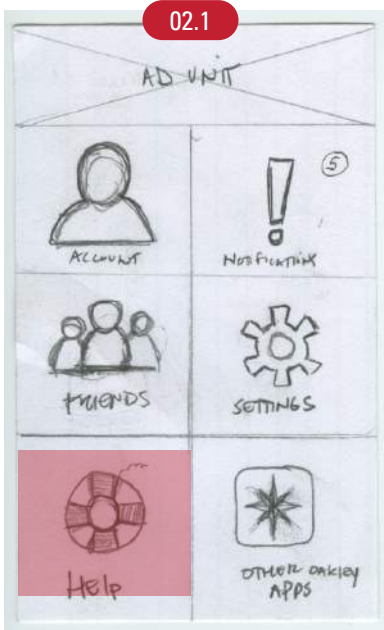
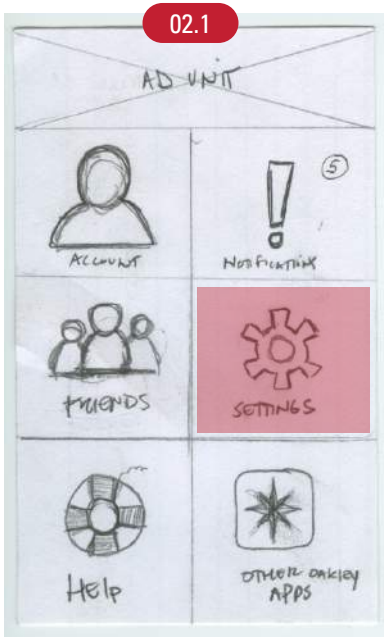
DESTINATION DEPENDS ON 3 VARIABLES

1. If user is new or not logged in, directs them to 05.1
2. If user is already logged in, but has no friends directs them to 05.7
3. If user is already logged in, and has friends directs them to 05.8



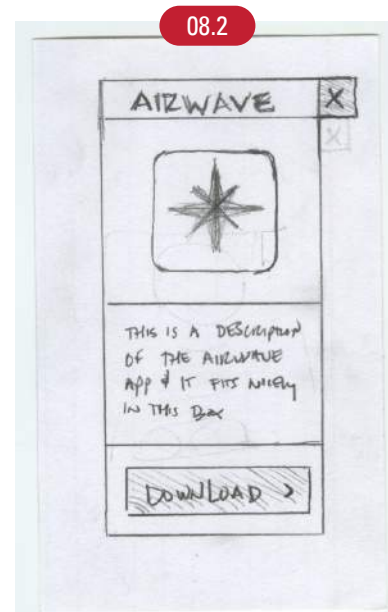
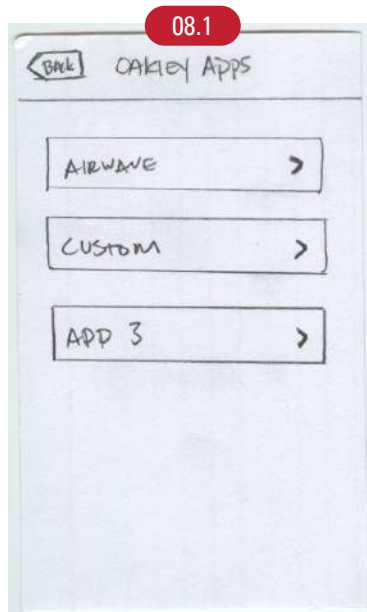
OAKLEY SURF REPORT

Menu Cont.



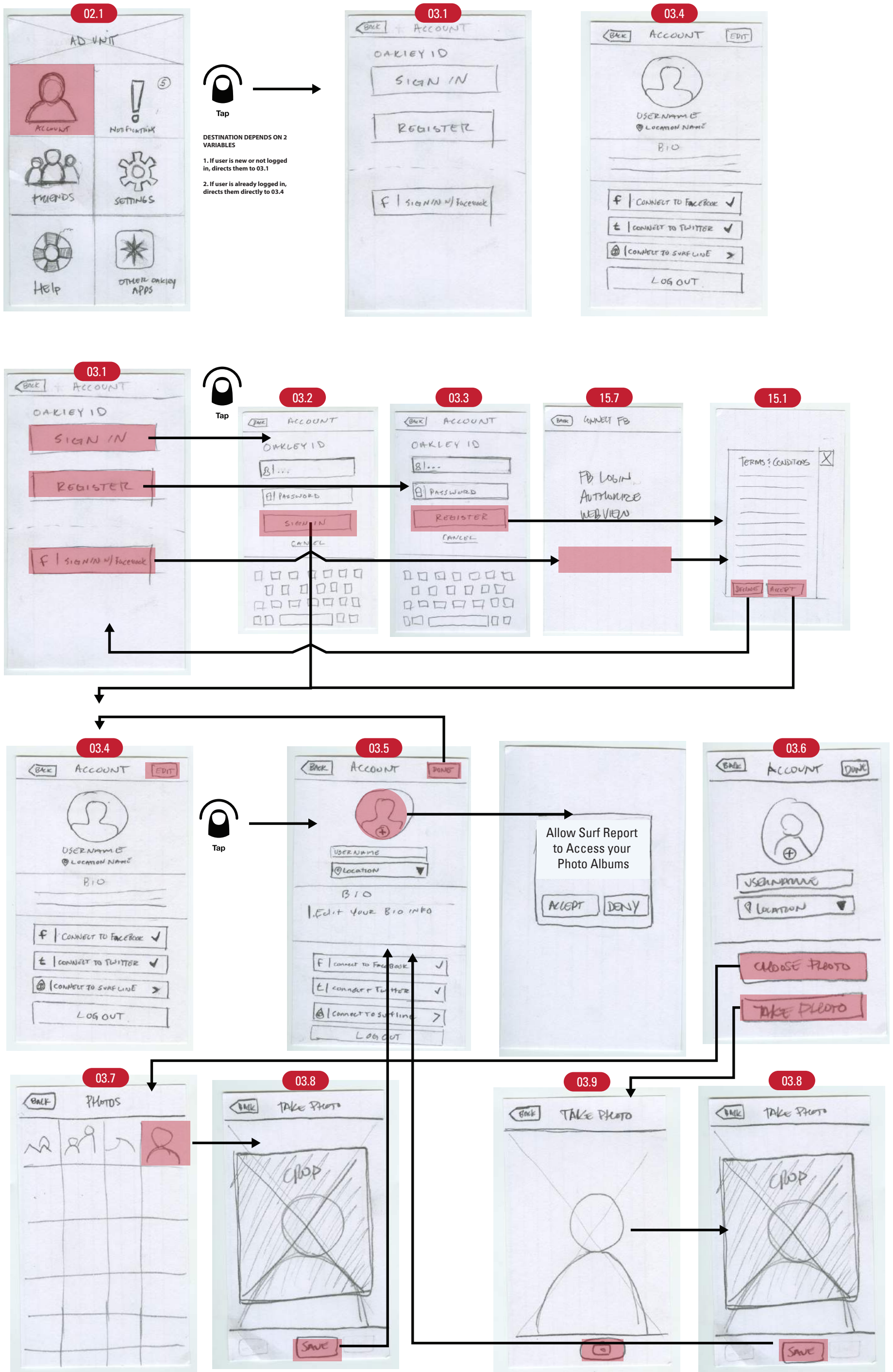
DESTINATION DEPENDS ON 3 VARIABLES

1. If Oakley promotes only one app, directs users to 08.2
2. If Oakley promotes multiple apps, directs users to 08.1



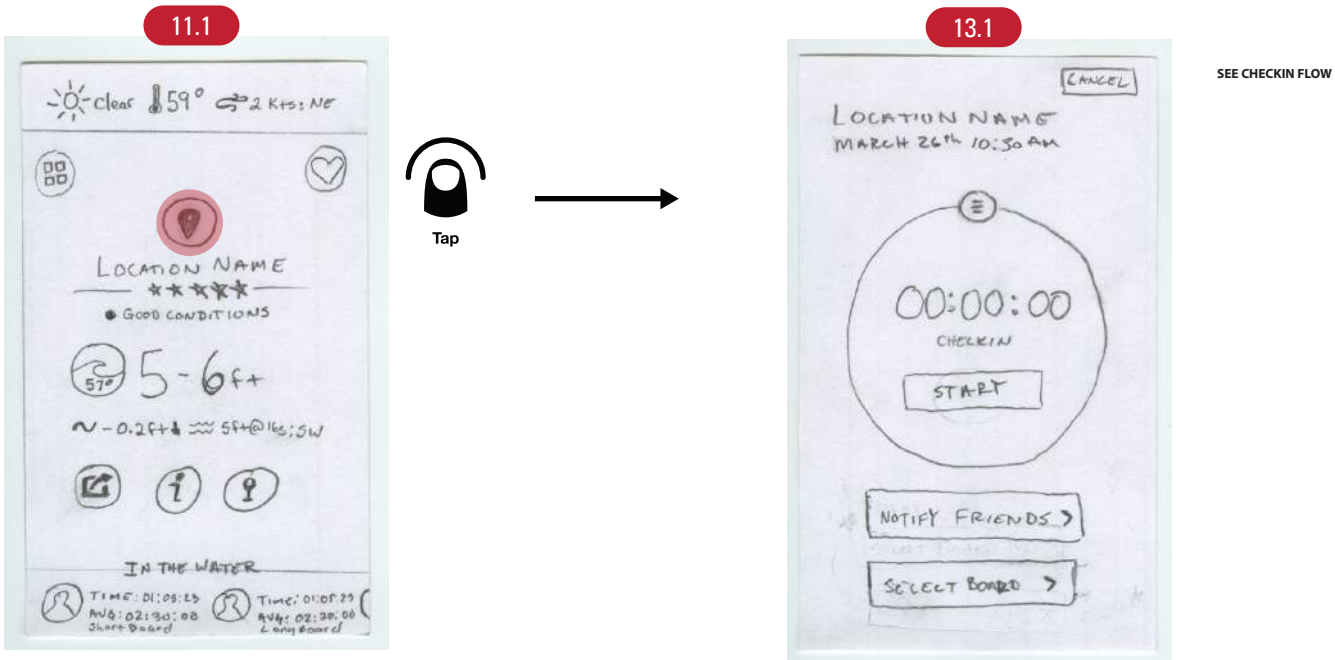
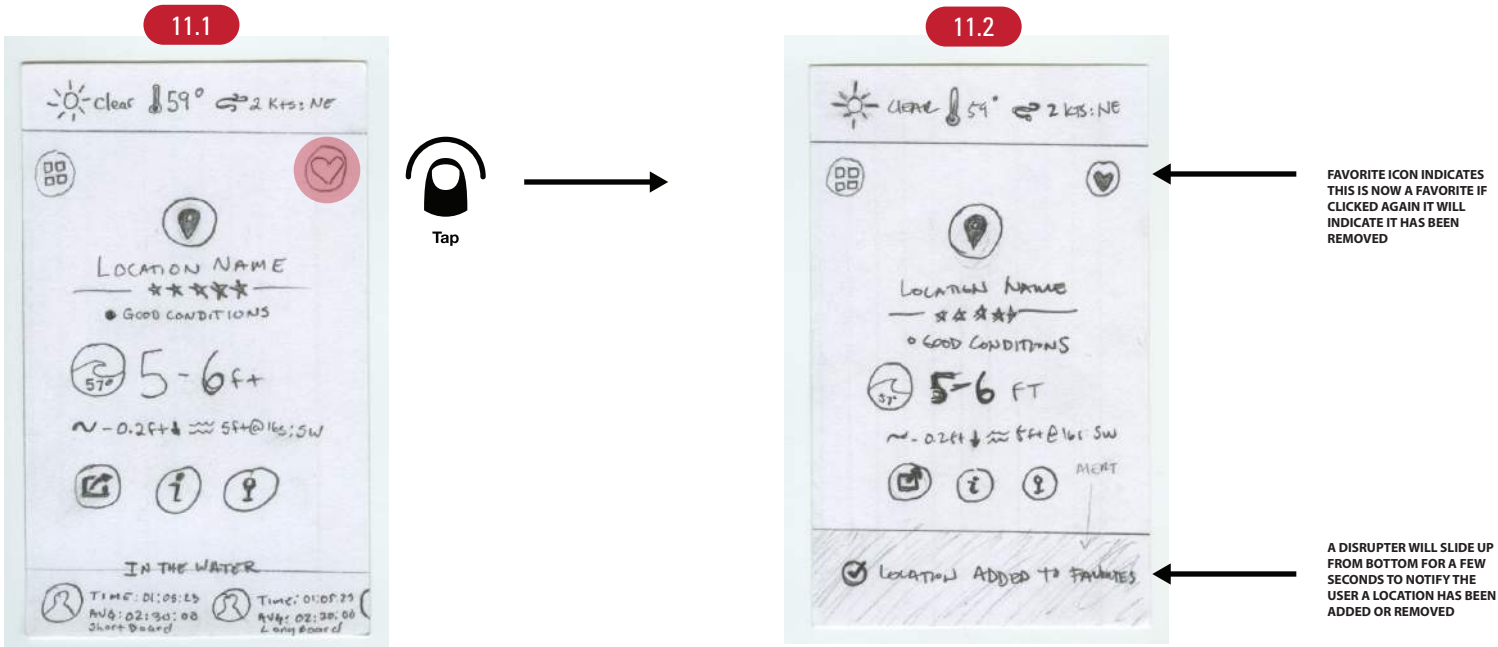
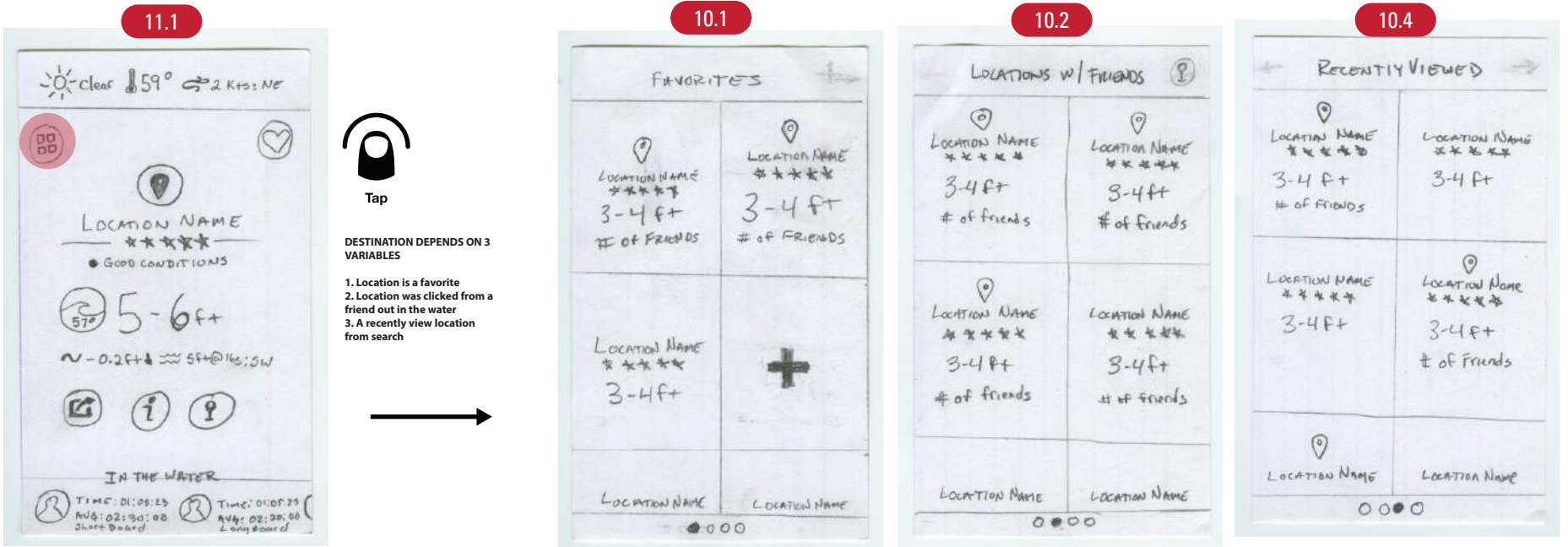
OAKLEY SURF REPORT

Account



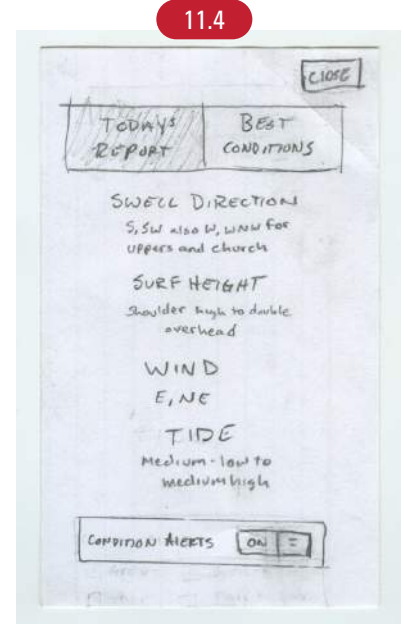
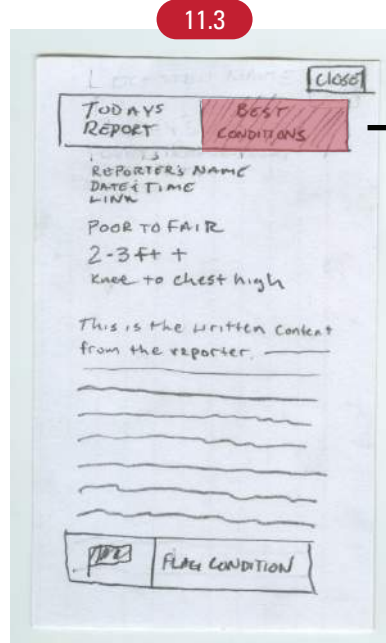
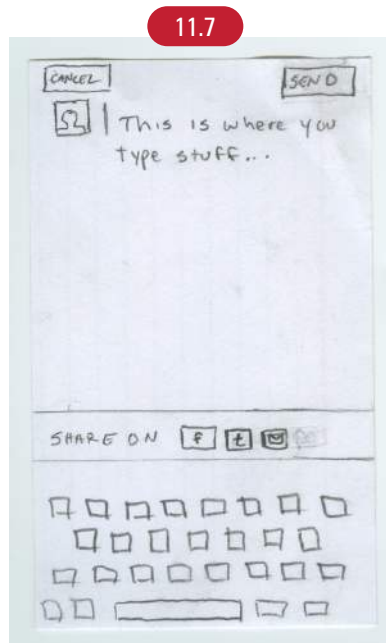
OAKLEY SURF REPORT

Location Detail - Annotations



OAKLEY SURF REPORT

Location Detail - Annotations

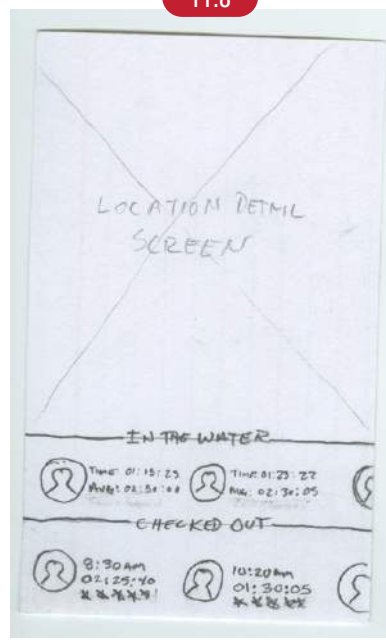


OAKLEY SURF REPORT

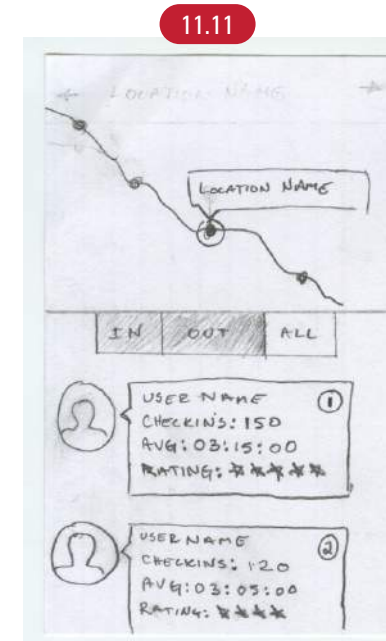
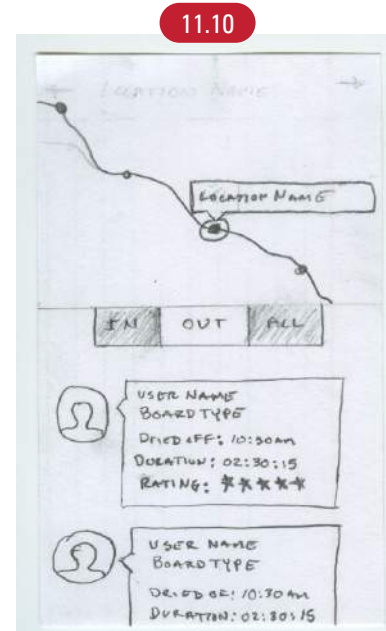
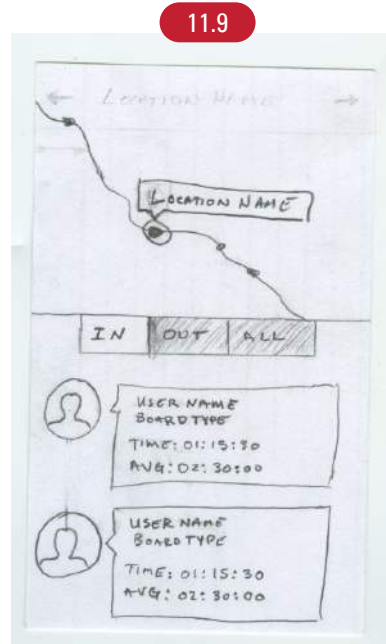
Location Detail - Annotations



SOFT PULL UP

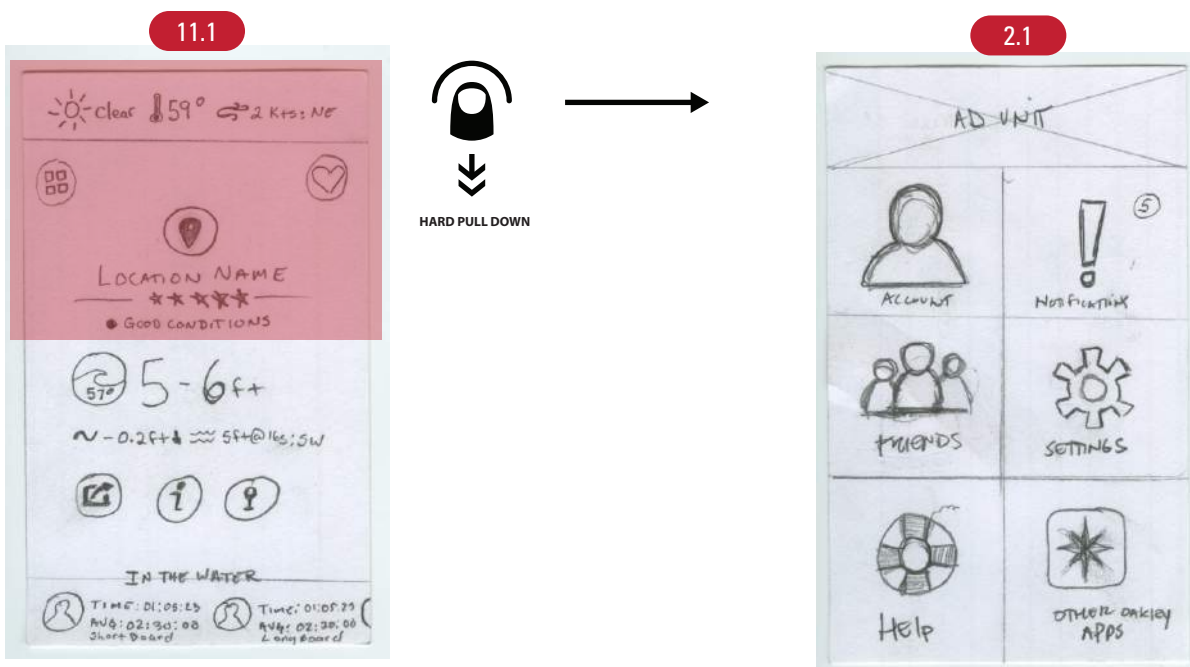
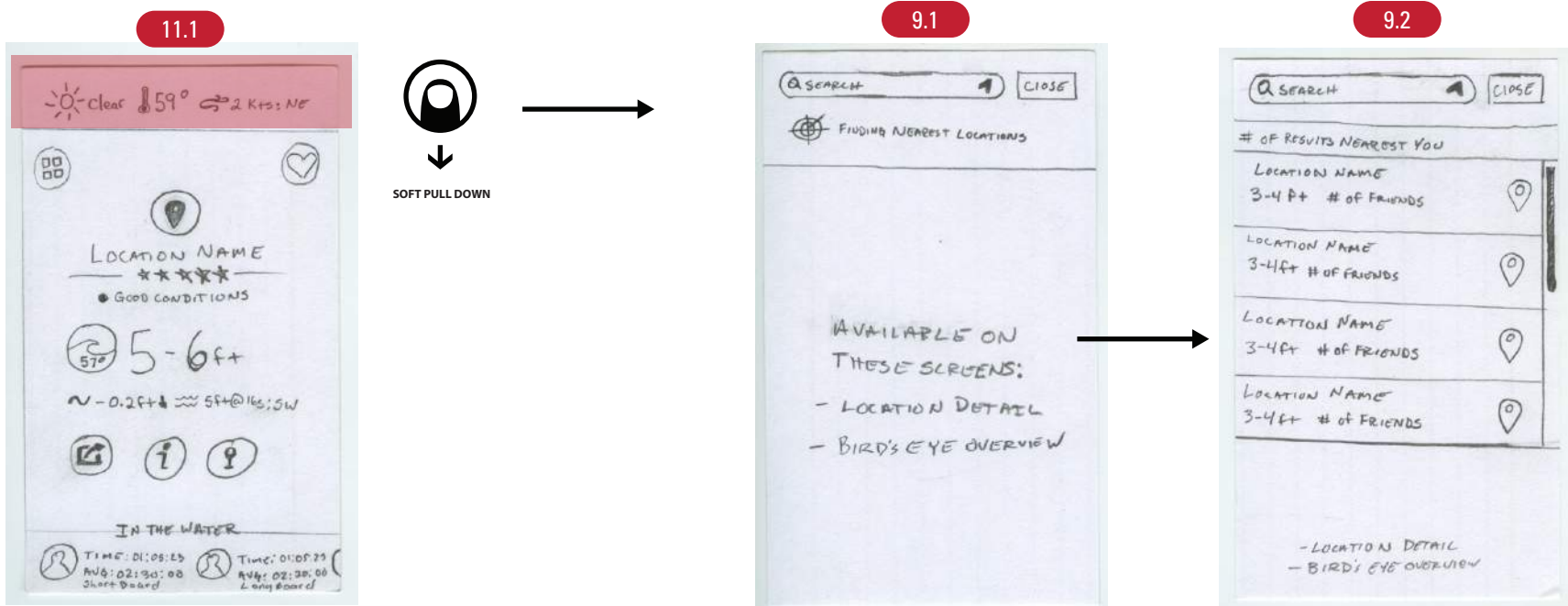


HARD PULL UP



OAKLEY SURF REPORT

Location Detail - Annotations



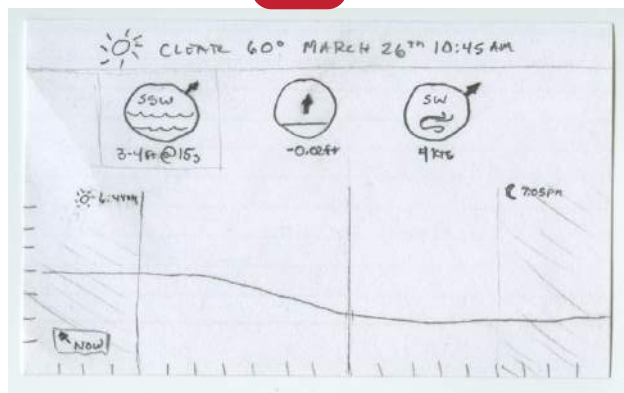
OAKLEY SURF REPORT

Location Detail - Annotations

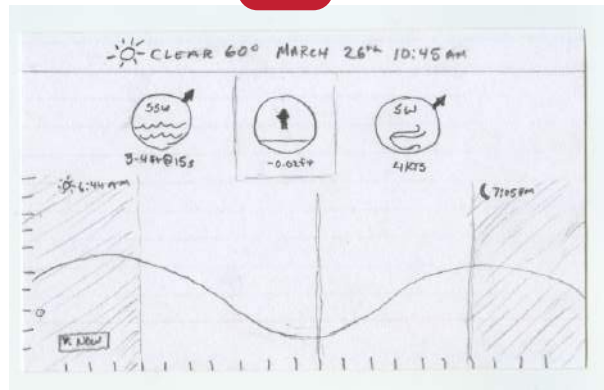
11.1



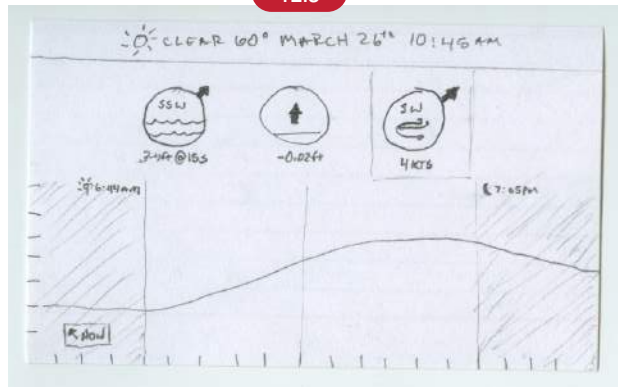
12.1



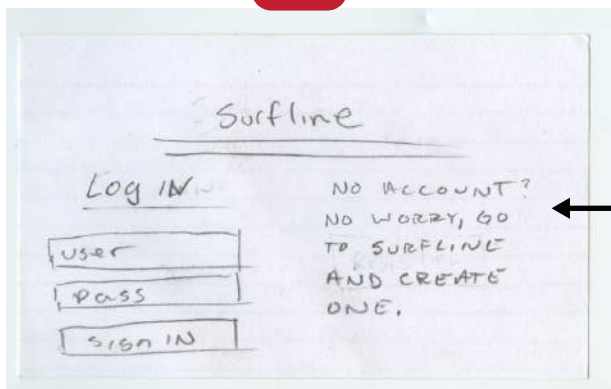
12.2



12.3



12.4

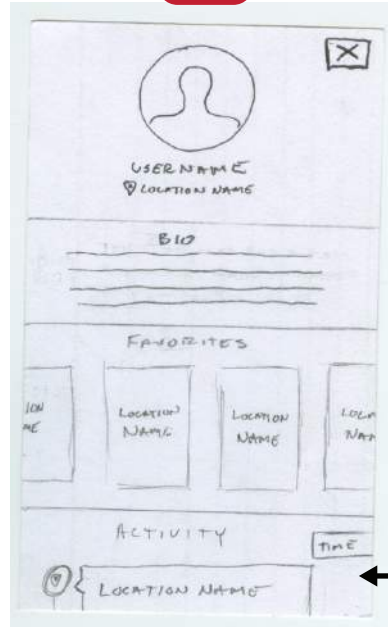


THIS SCREEN WILL APPEAR WHEN A USER HAS SCRUBBED PAST THE AVAILABLE DATA FOR WIND AND SWELL. THE TIDE DATA IS AVAILABLE TO FORECAST WITHOUT A SURFLINE ACCOUNT

11.1



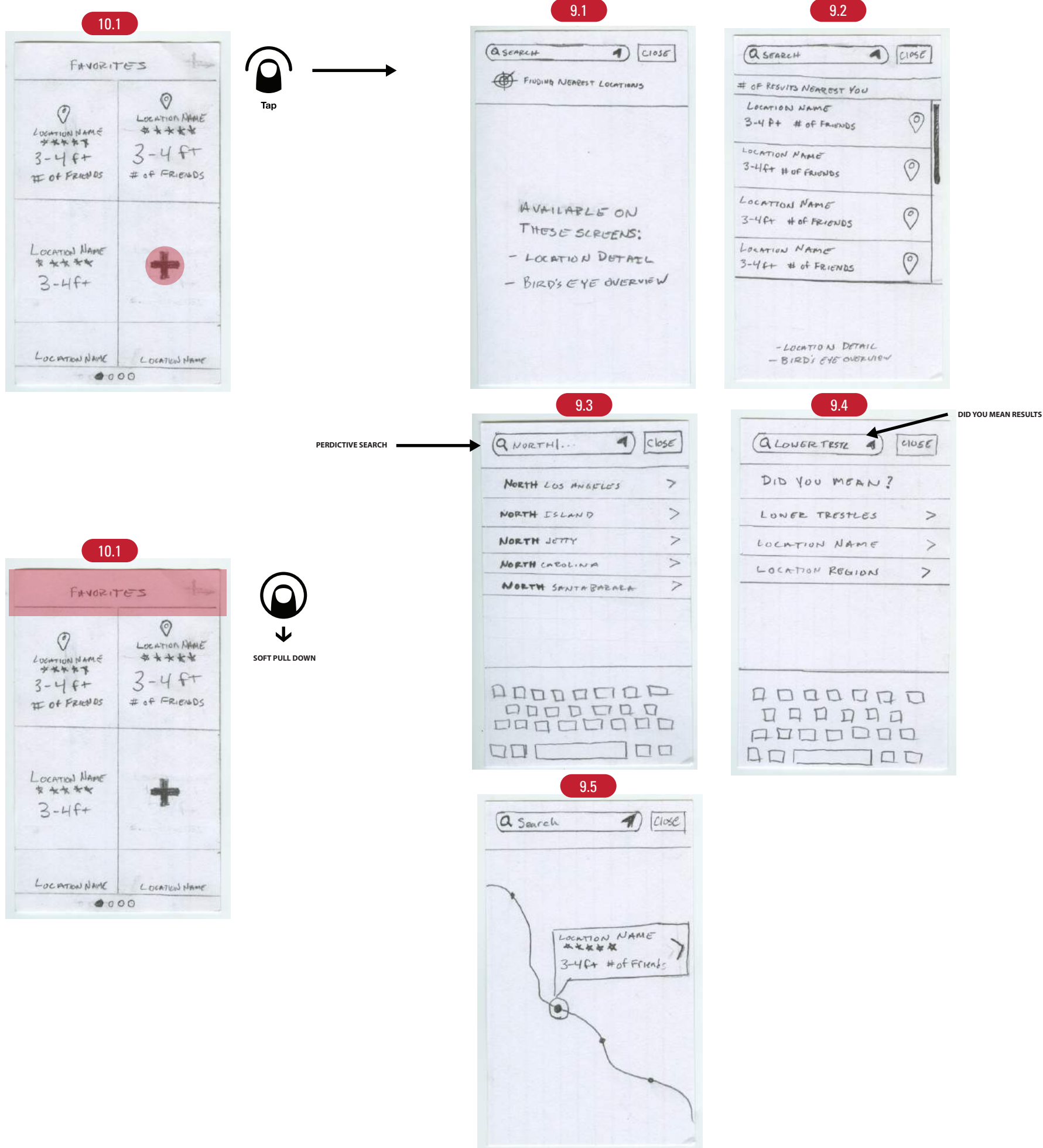
14.1



SHOULD FOCUS ON THE PROFILE ACTIVITY. WHEN LOADED THE PROFILE SHOULD AUTO SCROLL TO THE CHECKIN.

OAKLEY SURF REPORT

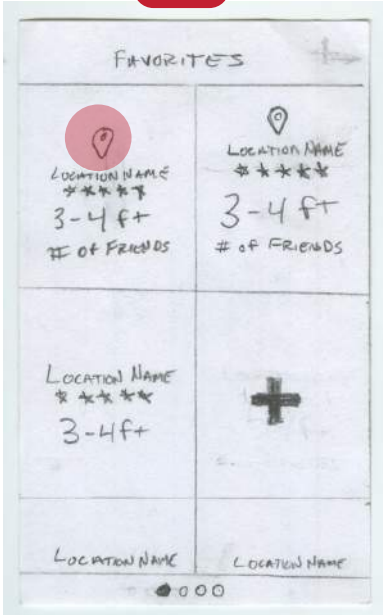
Location List - Annotations



OAKLEY SURF REPORT

Location List - Annotations

10.1

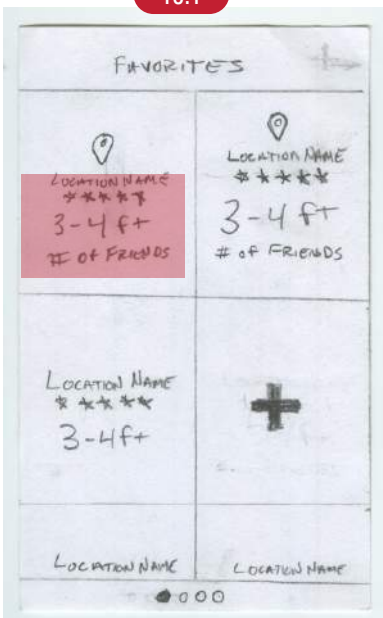


13.1



SEE CHECKIN FLOW

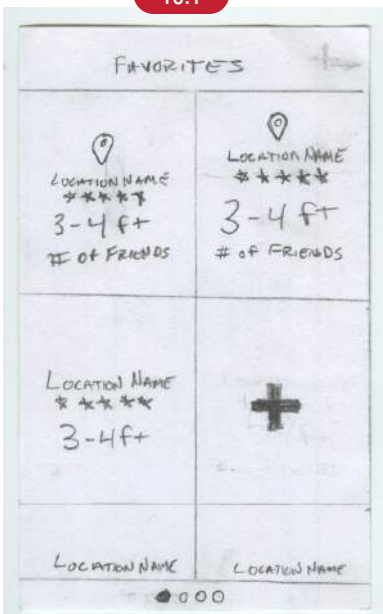
10.1



11.2



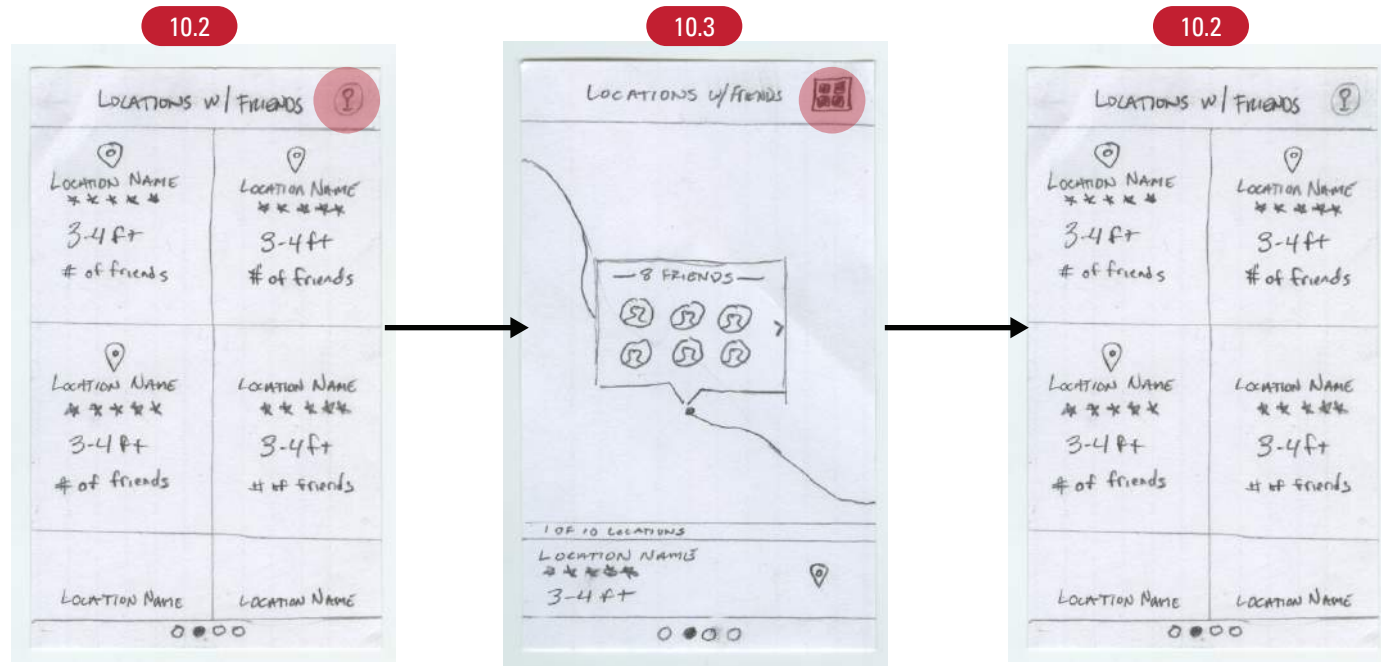
10.1



SCROLLING UP WILL REVEAL MORE LOCATIONS

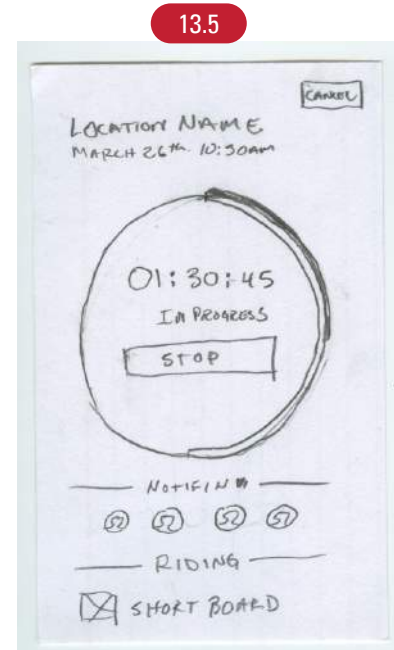
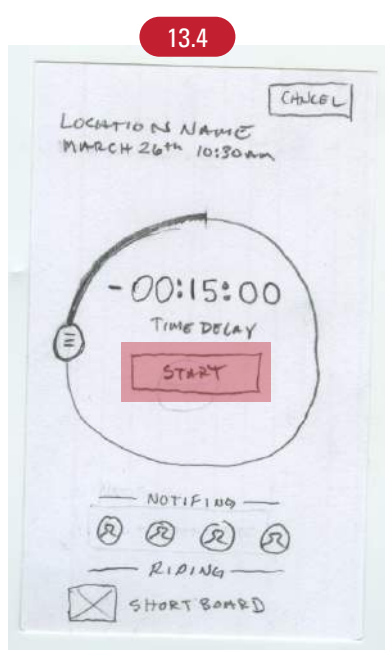
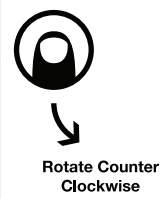
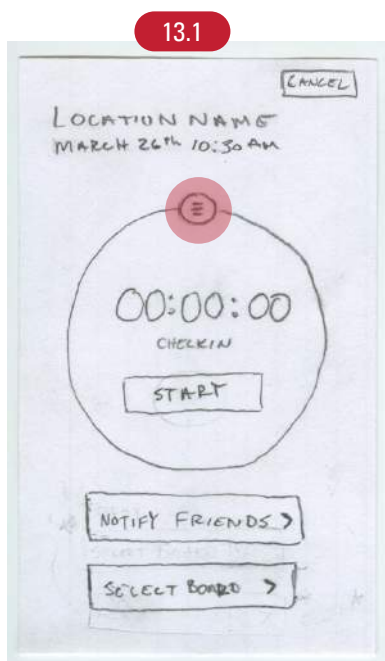
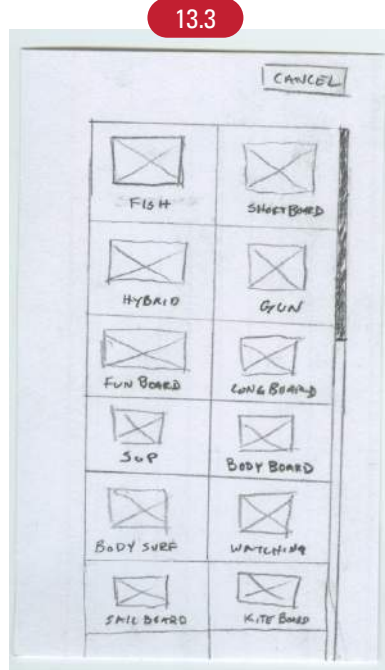
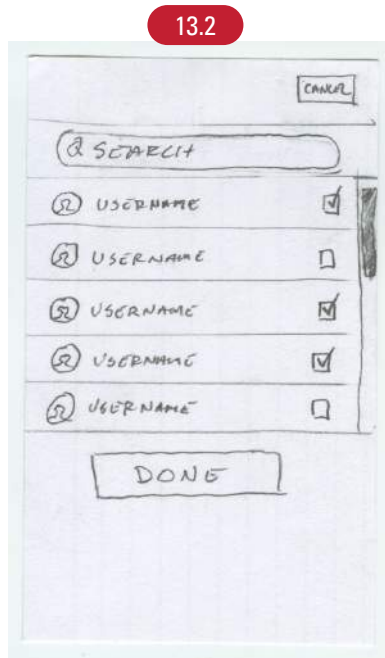
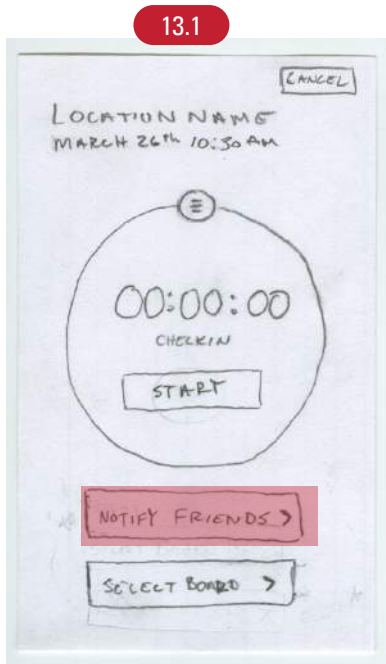
OAKLEY SURF REPORT

Location List - Annotations



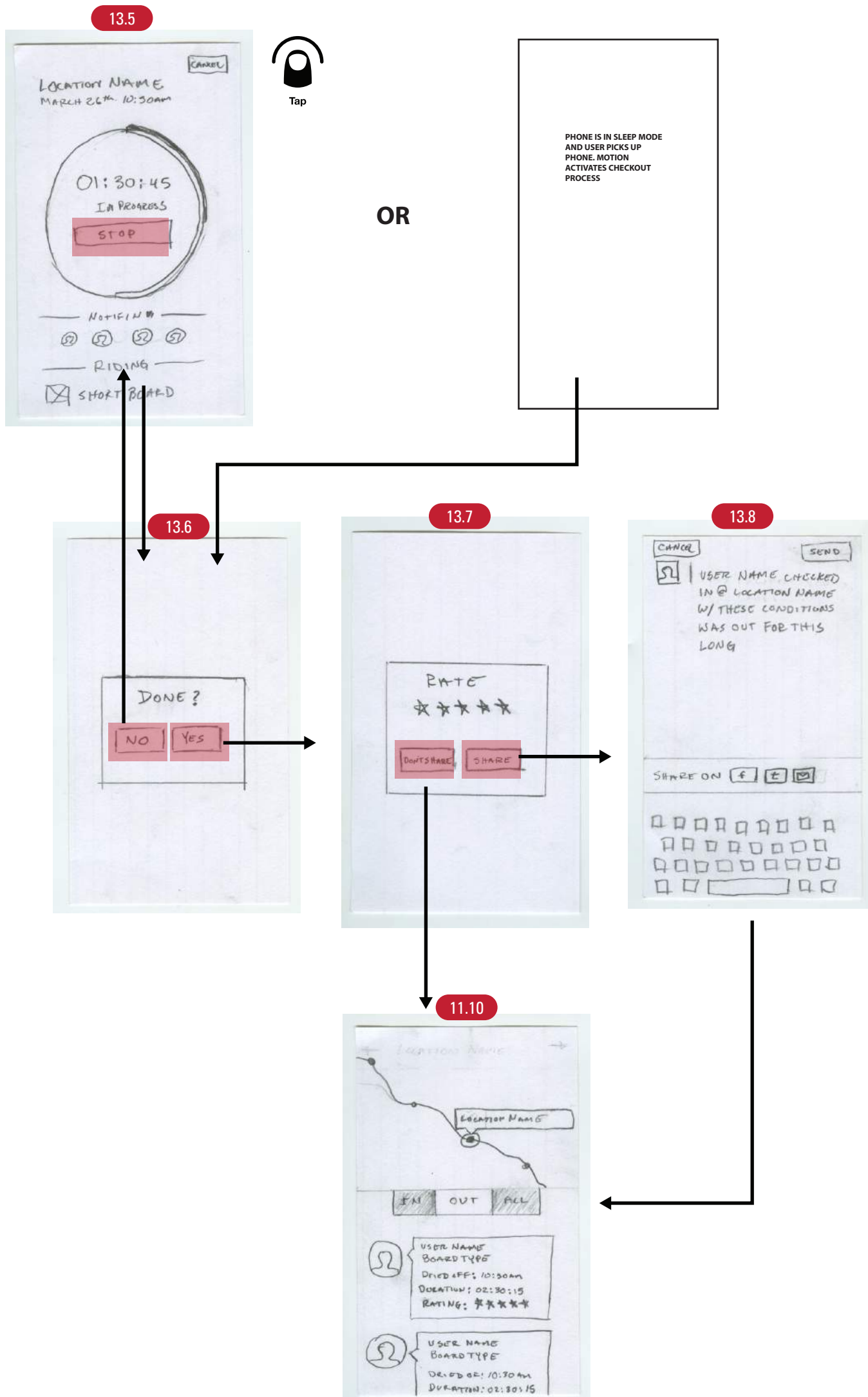
OAKLEY SURF REPORT

Checkin - Annotations



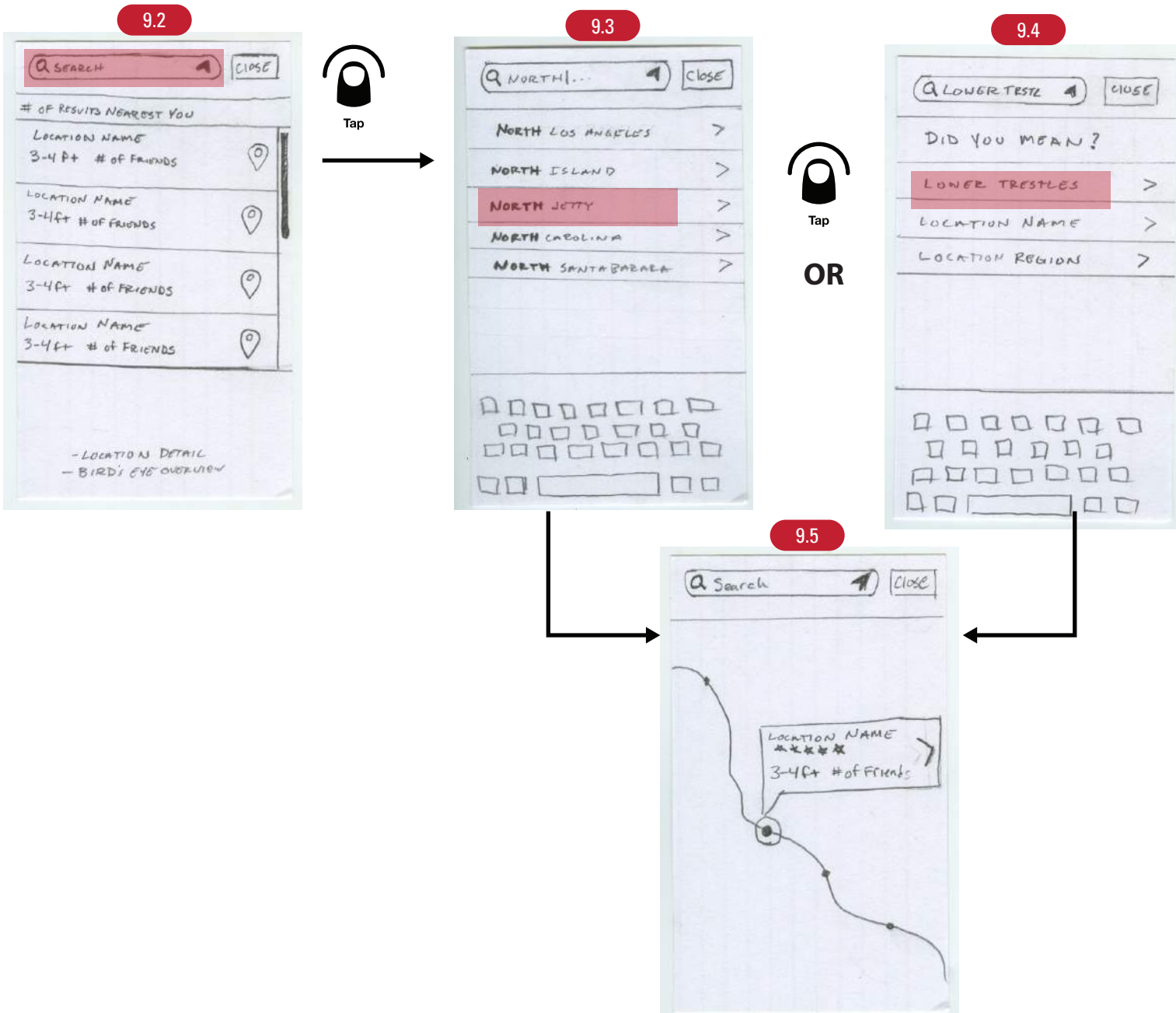
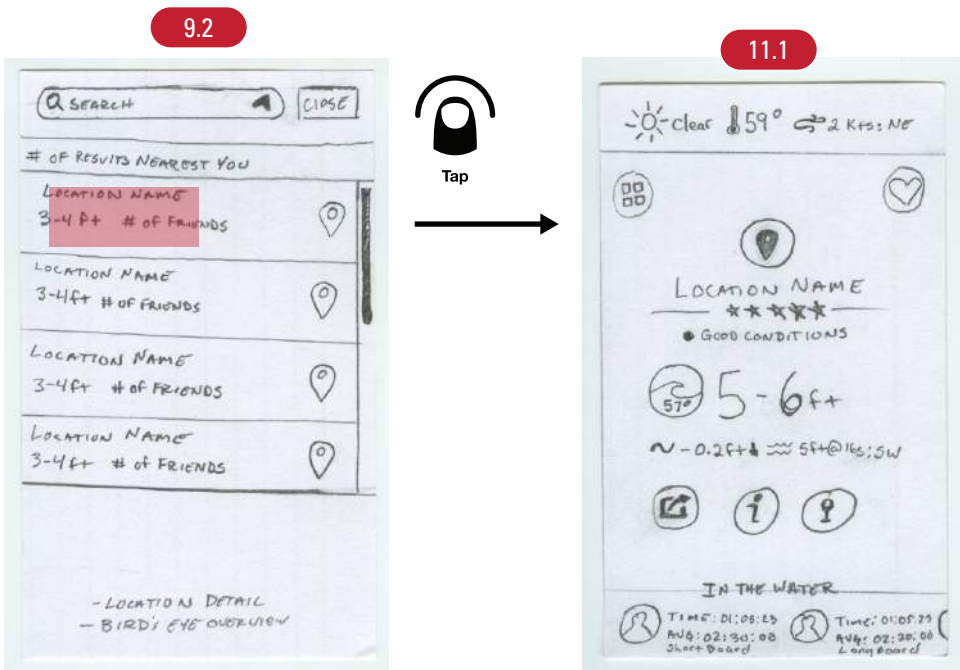
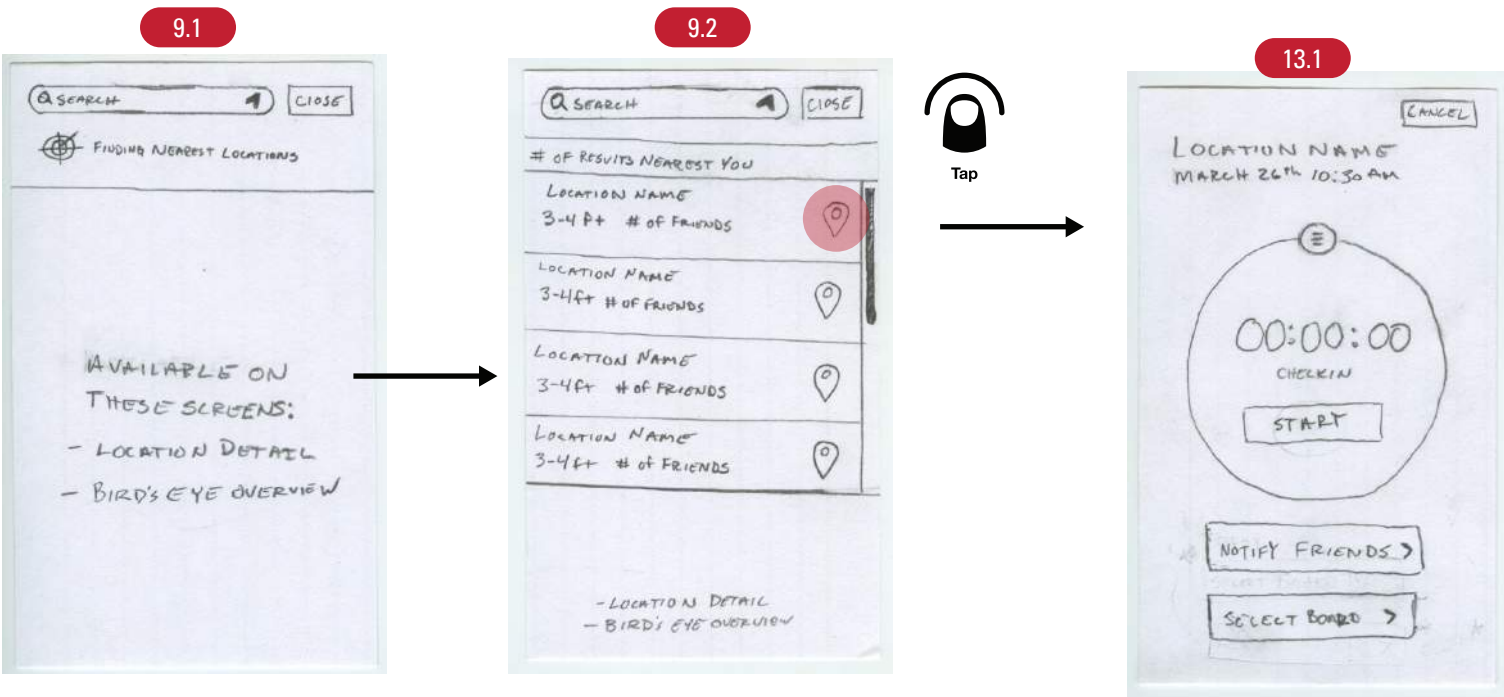
OAKLEY SURF REPORT

Checkin - Annotations



OAKLEY SURF REPORT

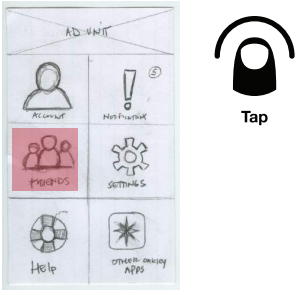
Search - Annotations



OAKLEY SURF REPORT

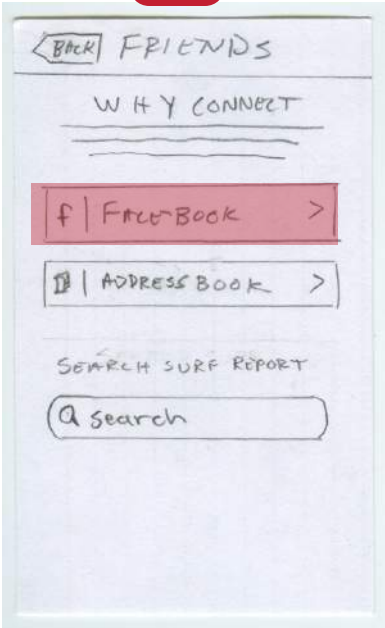
Friends - Annotations

2.1



**FIRST TIME TO FRIENDS SECTION - IF FACEBOOK IS NOT THERE LOGIN FROM THE START SCREEN

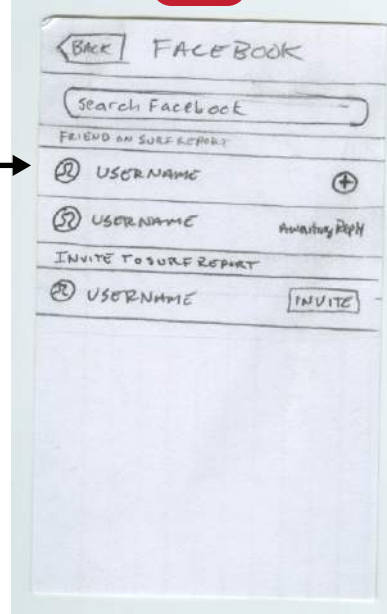
5.1



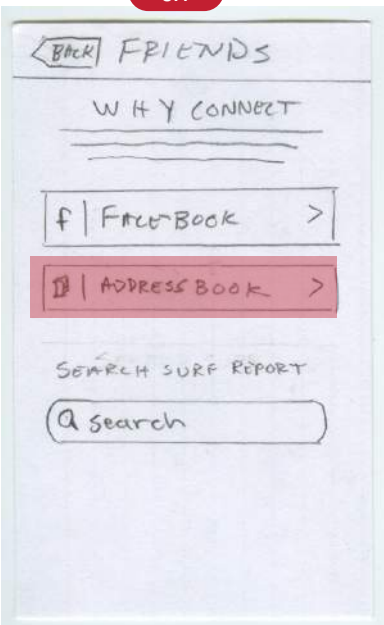
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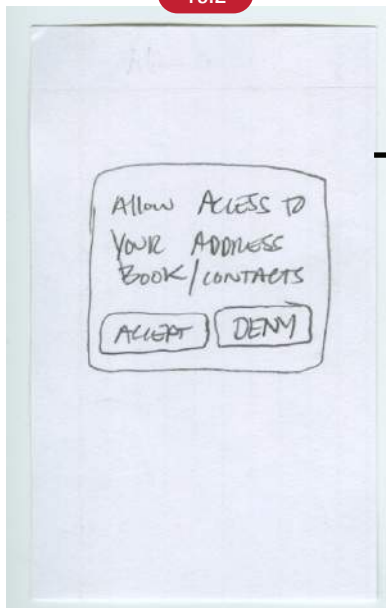
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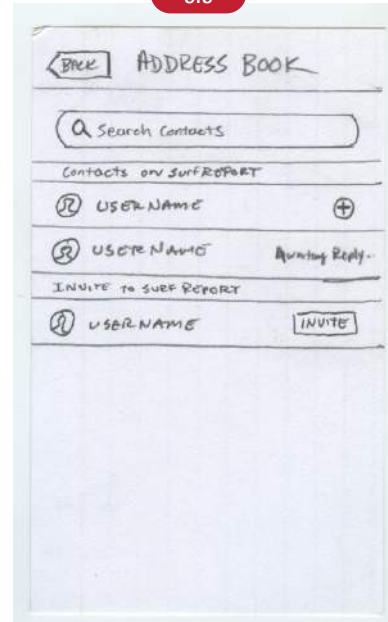
5.1



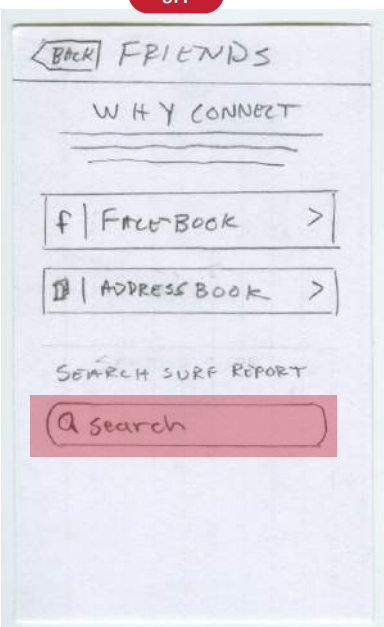
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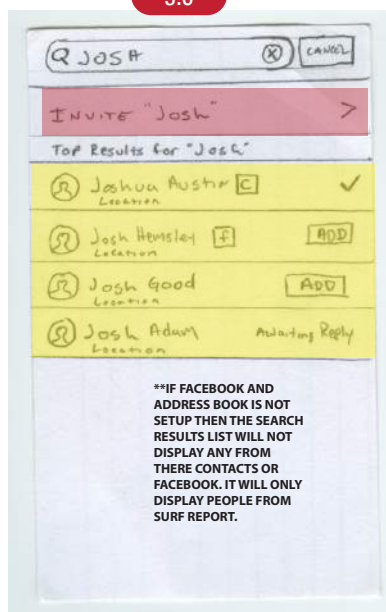
5.5



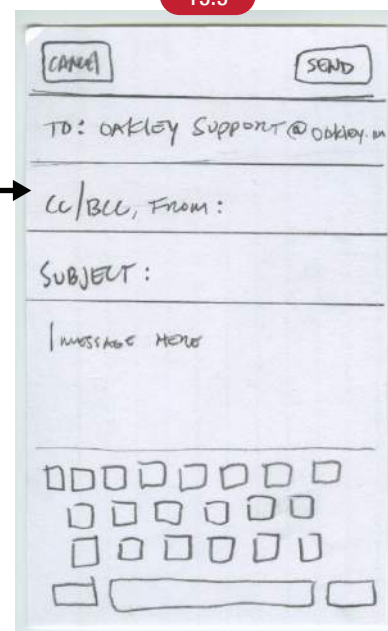
5.1



5.6

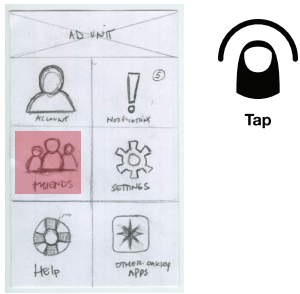


15.5

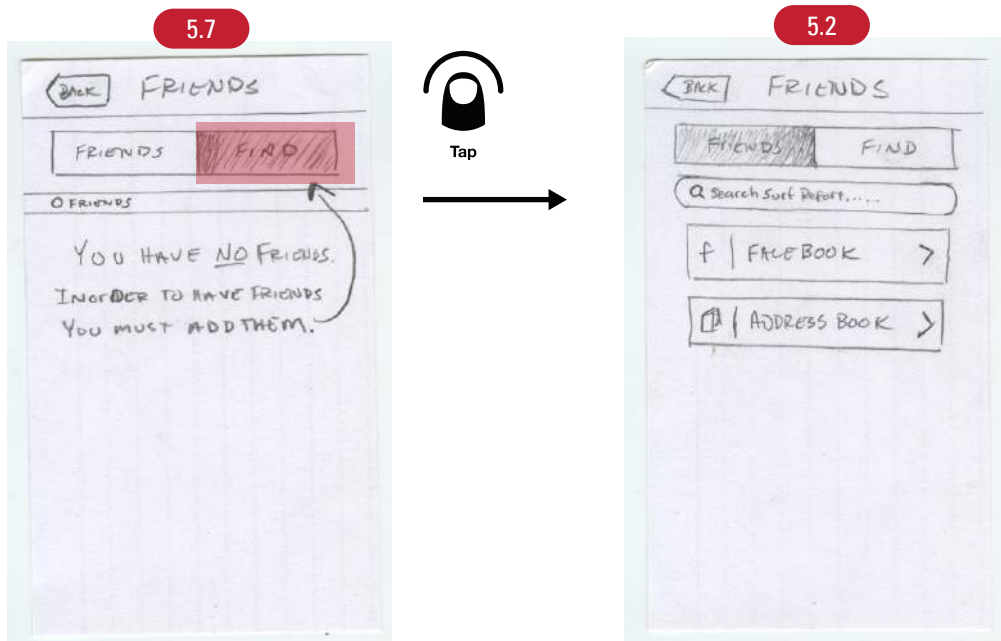


OAKLEY SURF REPORT

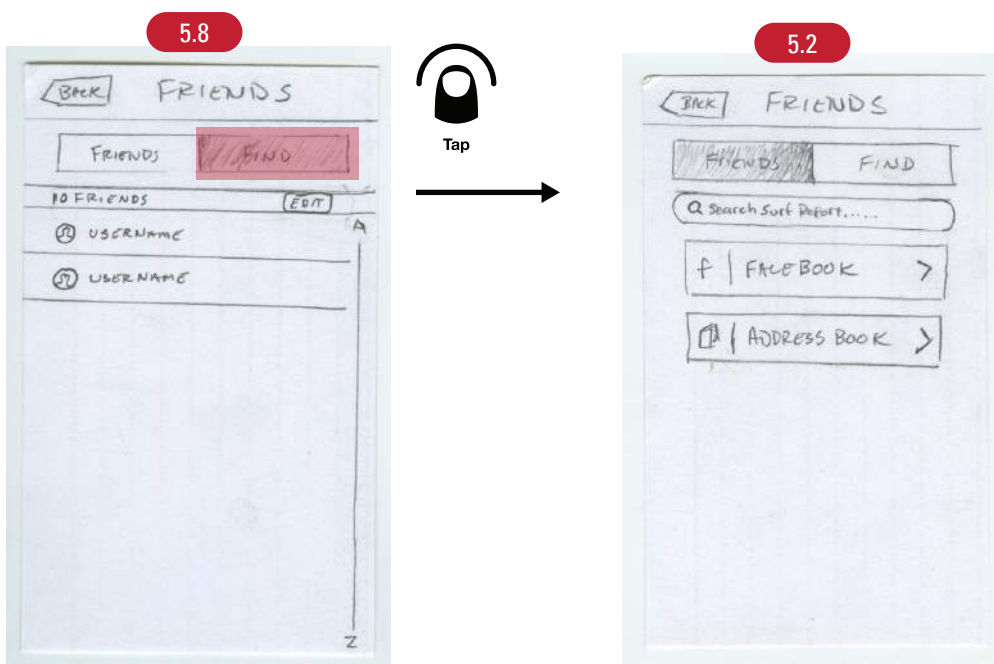
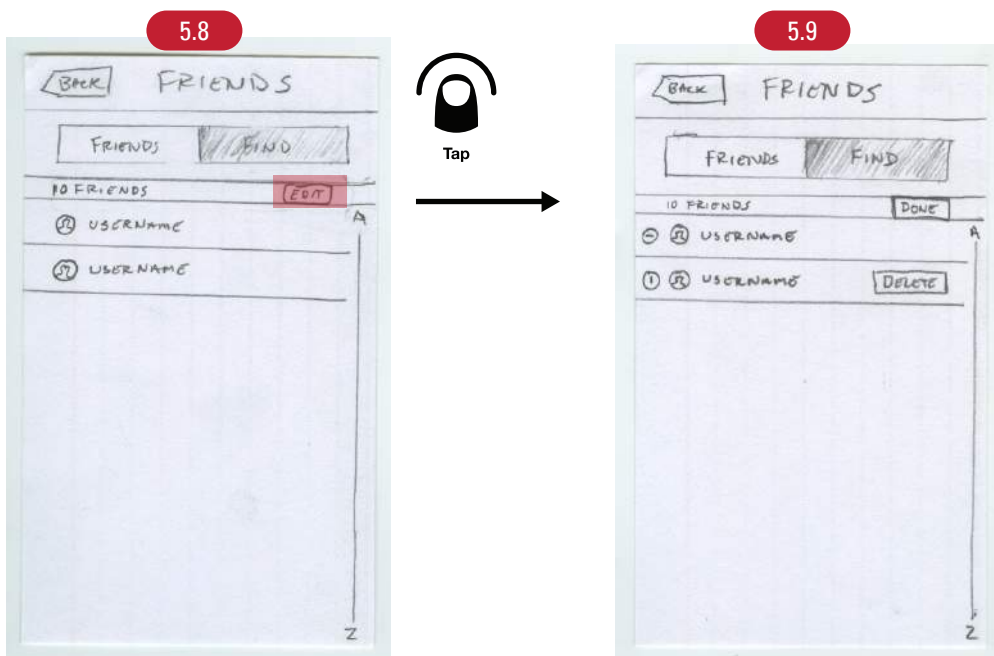
Friends - Annotations



****THE NEXT TIME A USER ARRIVES AT THIS SECTION AND FACEBOOK OR ADDRESS BOOK < OR BOTH ARE CONNECTED AND THEY HAVE NOT ADDED FRIENDS**



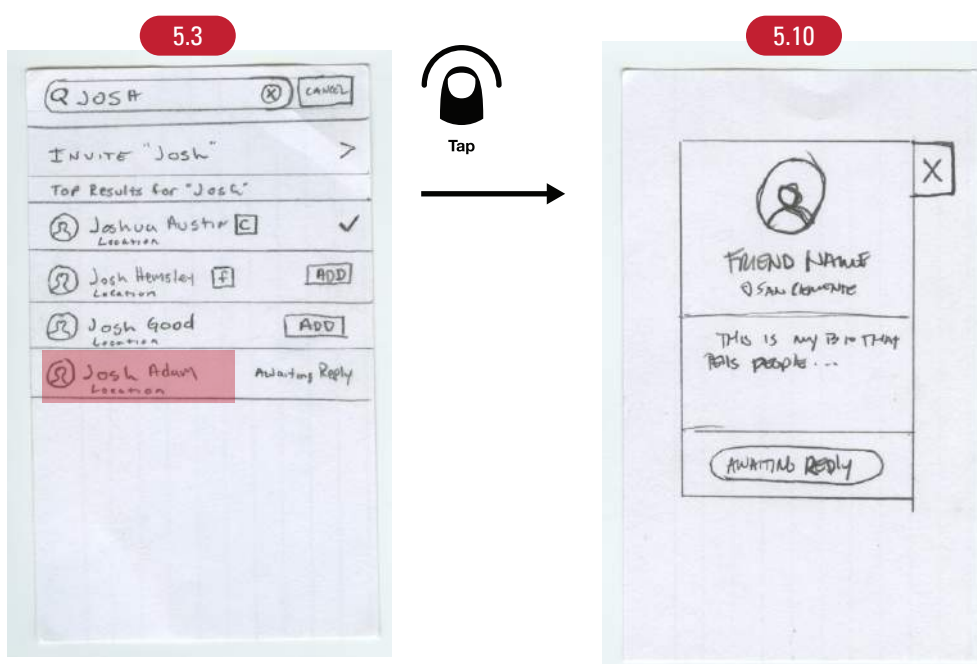
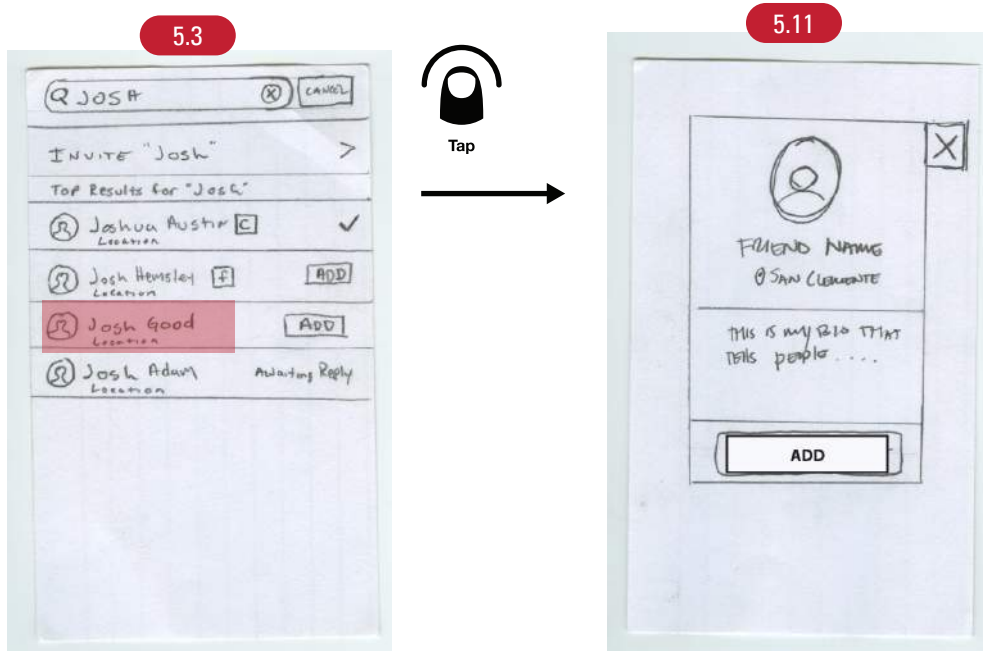
****THE USER ARRIVES AND THEY HAVE CONNECTED FACEBOOK, ADDRESS BOOK, OR BOTH.**



OAKLEY SURF REPORT

Friends - Annotations

**THE USER ARRIVES AND THEY HAVE CONNECTED FACEBOOK, ADDRESS BOOK, OR BOTH.



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Friends - Annotations

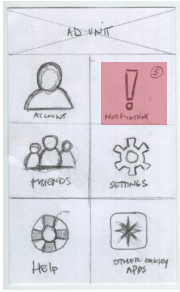
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Notifications - Annotations

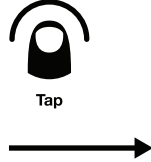
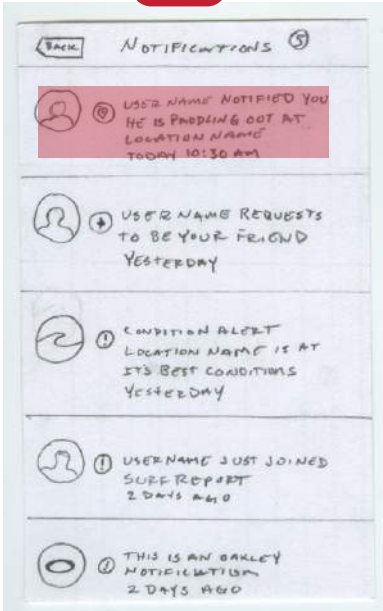
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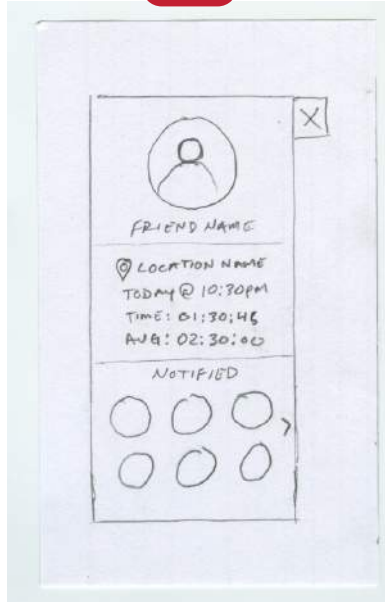
****IF USER DOES NOT HAVE FRIENDS SET UP OR SINGED UP FOR THE APP THE NOTIFICATIONS ICON WILL BE GREYED OUT**

****HAVE FRIENDS SET UP OR SINGED UP FOR THE APP**

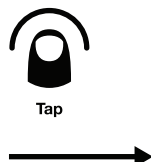
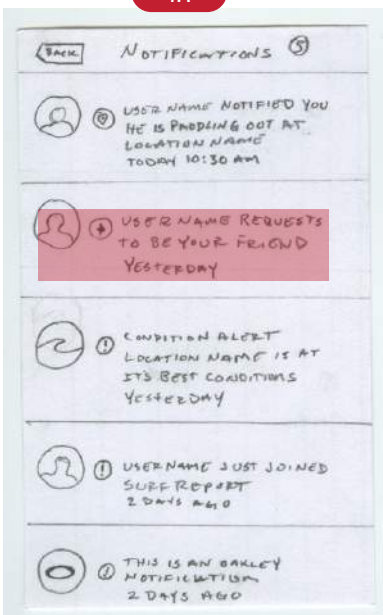
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4.3



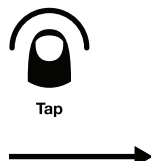
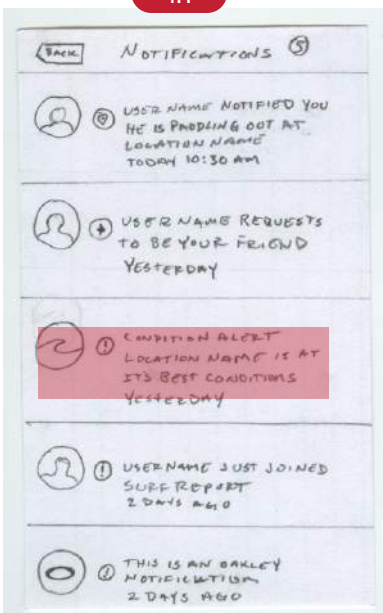
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4.2



4.1



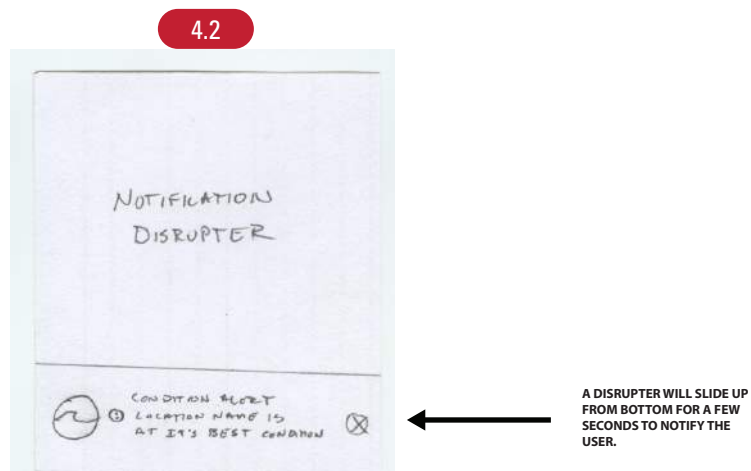
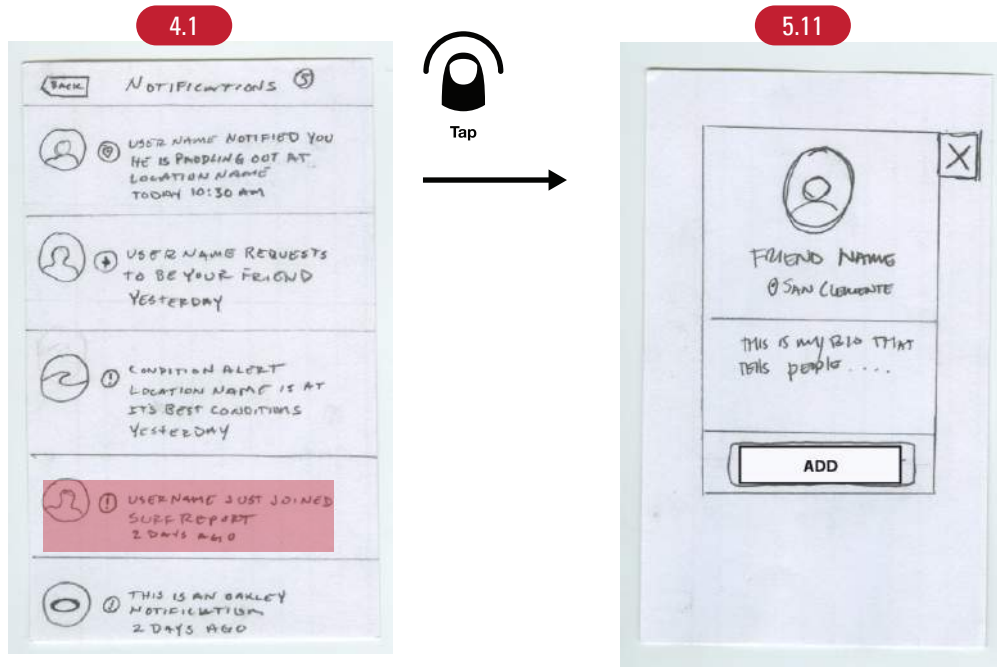
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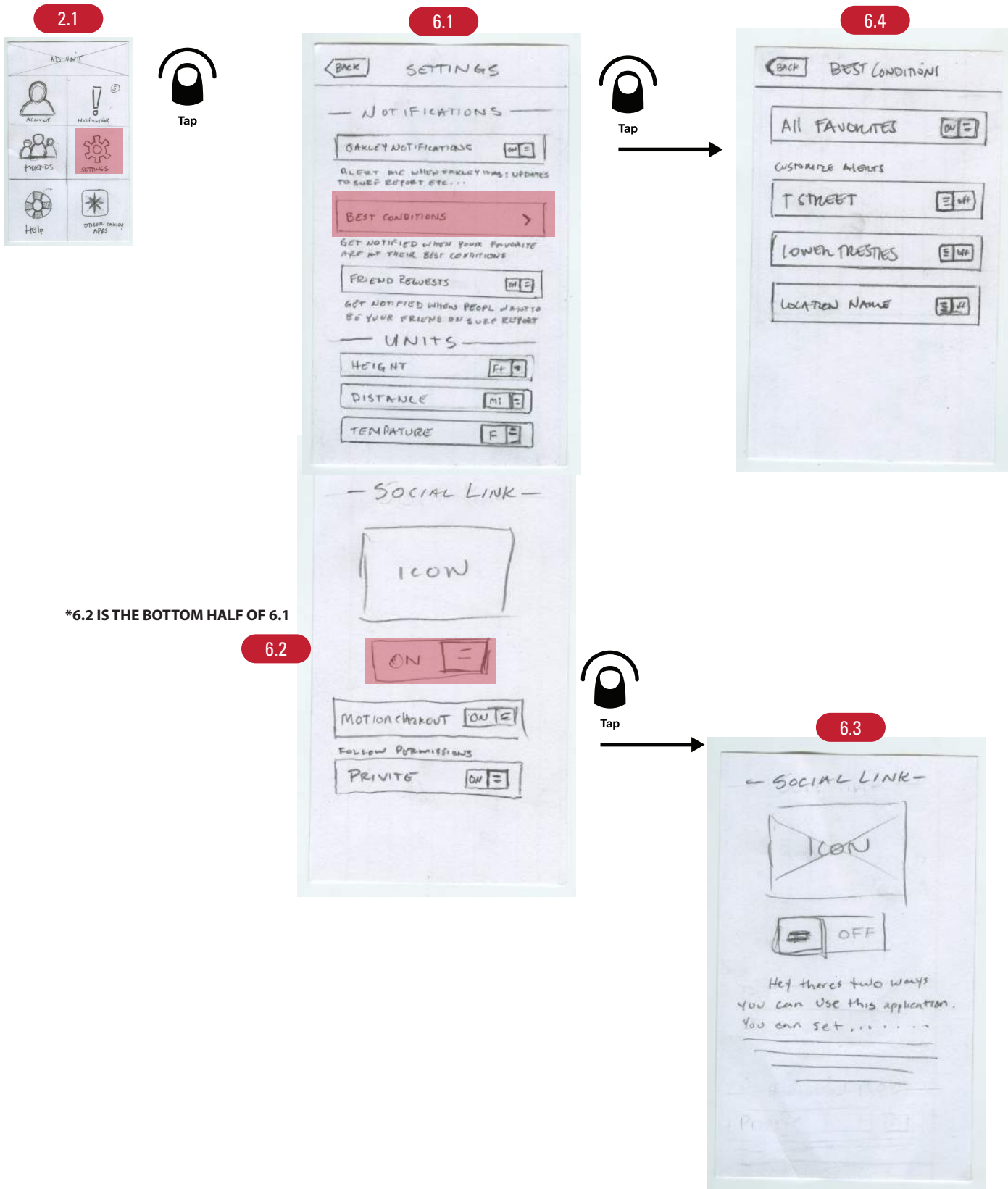
Notifications - Annotations

****HAVE FRIENDS SET UP OR SINGED UP FOR THE APP**



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Settings - Annotations



OAKLEY SURF REPORT

Help - Annotations

