

## INTERACTIVE MOSAIC DESIGNER'S GUIDE

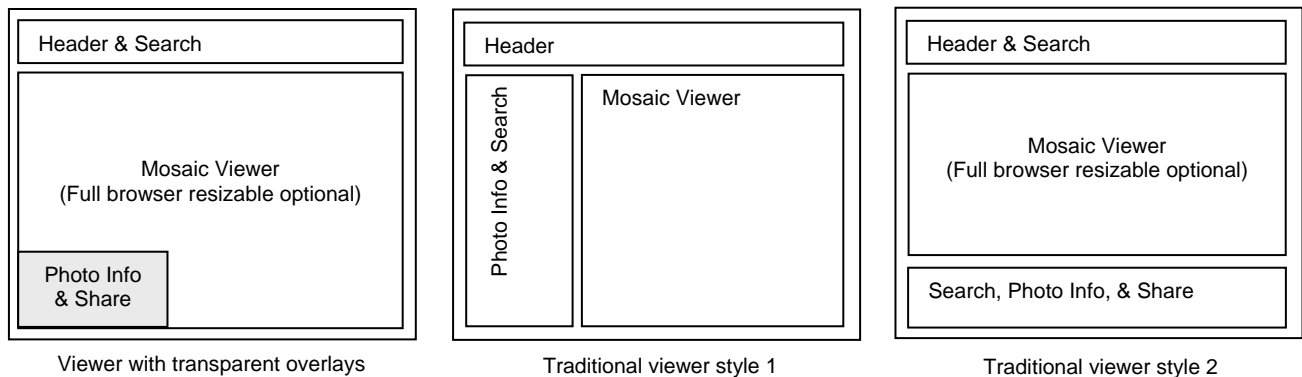
Although Picture Mosaics can offer a full turn key solution, many of our clients prefer to design the creative elements and wireframes of the microsite/pages (or Facebook page) to give it the exact look and feel desired. It is likely that we can execute most layouts and designs, however follow some or most of these guidelines below will help achieve a successful interactive mosaic experience for users.

This document serves as a general guide to designing the graphical elements for the mosaic viewer and photo upload interface. Although this guide represents some of the main modules and features that are a part of our most of standard interactive and social mosaics, there are many additional advanced features that can be implemented to add further interactivity and visual appeal. Along with this design guide, it is helpful to review actual interactive mosaics that we have built. Live examples can be found here: <http://www.picturemosaics.com/online>

There are two main parts to the web portion of an interactive mosaic: (1) The Interactive Mosaic Viewer and (2) The Photo Submission.

### Interactive Mosaic Viewer

Below are three illustrations that represent a few possible layouts. Many additional layouts are possible. Styles and layouts can be combined



There exists many other feature and widgets that can be placed in this sections, a few examples would the following:

- i. **Share this photo:** Typically this is link or button to a share a friend page. This allows the user to tell a friend (via email, facebook, twitter, or other social networking sites) about the mosaic and/or share a specific photo within the mosaic.
- ii. **Rate or "like" this photo:** This feature allows a user to rate the current photo with an interactive star selection widget. Likewise the user can "like" particular photo. Ratings are averaged and displayed. A "top photos" section can be implemented with this data.
- iii. **Post a comment button:** This feature allows a user to post a comment regarding the current selected photo (requires login). Owner of the photo is notified that a comment was posted.
- iv. **Submit a Photo:** Typically this is a link or button to the "Photo Upload" welcome/start page.
- v. **Enlarge Photo:** This is a link to enlarge the selected photo to partial or full browser area.
- vi. **Tag Cloud or hot links:** A dynamic 3D clickable weighted tag cloud associated with the most popular words. Clicking will trigger search and/or photo tour. Likewise, simple hot links can trigger predefined photos tours within the mosaic.
- vii. **Merchandise purchase:** The selected photos can be used on branded merchandise (such as mugs and t-shirts). Zazzle is one possible third party vendor.
- viii. **Friend Finder:** If the user has any Facebook friends that have photos in the mosaic, they can be displayed as hotlinks to take the user on a tour of all photos that have submitted by that friend.
- ix. **Chatter Feed:** A dynamic click-able list of all recent comments posted about photos in the mosaic. Can be tied in with Twitter or other feed/posts sites. Can be integrated with Twitter or the internal feed from posted photo comments
- x. **Donation system through photo submission flow (optional):** During the time of photo submission, users can be required to make a donation (via paypal), this is a great option for fund raising.

Examples of these features/widgets can be found in the [Meow Mosaic](http://www.picturemosaics.com/online) and our online interactive page: <http://www.picturemosaics.com/online>

**Additional info:**

The mosaic viewer is where the user will interact with the mosaic and be able to browse the thousands of photos that have been submitted. The mosaic viewer provides dynamic zooming, panning, and clicking all which are linked with the Search, Photo Info, Share, and most Features/Widgets. The mosaic viewer can be on-the-fly resizable to maximize the mosaic real estate with the user's browser window, but can also be constrained to a specific size. Typical constrained sizes (in pixels) are 800x600, 760x570, 710x473, 700x467, 690x518, 680x510, 600x400, and 520x390. Also, in the vertical direction: 600x800, 520x694, 510x680, and 400x600. Again, these are just a few typical example sizes; we can custom size the mosaic viewer to be any required dimension.

**Important note 1:**

The mosaic viewer should be positioned as high on the page as the layout/design will allow. In this way, the user will not have to scroll down to see the whole mosaic. Having the user presented a partial mosaic and having to scroll is not optimal.

**Important note 2:**

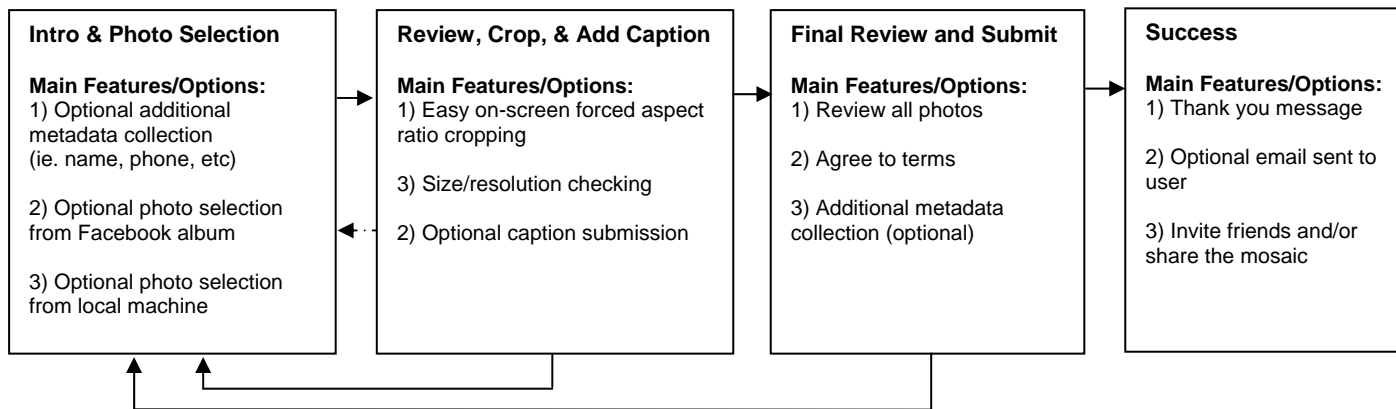
The viewer should be designed as **large as possible**; this will allow for larger cell photos and a better interactive photo experience. Using a flexible/expandable page and allowing the mosaic to auto adjust and expand (on the fly) can be an easy way to accomplish this.

**Important note 3:**

As an option, the mosaic viewer can be started on a specific section of the mosaic which would allow for the target source image to be selected independent of the shape and orientation of the mosaic viewer. There are several real world examples of this non-exact fit starting zoom level. With this said, it is gently recommended that the target source image be the same shape/orientation (i.e. aspect ratio) as the mosaic viewer.

**Photo Submission**

The below is a simplified flow diagram that illustrates a typical user flow for submitting photos. Picture Mosaics has Photoshop templates which can be sent the designer to modify to achieve a custom look and feel. In addition, we have several custom flows may exist (ie. session based, donation based, hashtag based, Facebook comment feed driven, etc) that can be further tailored to fit our client's needs.



**Additional info:**

If the goal is to only have user submit profile photos, our hashtag submission and Facebook comment feed submission methods have a low barrier to entry and streamlined photo submission, however there are a few caveats to be aware when using these submission methods. Please contact us to further discuss either of these methods in further detail.

**Designing with iframes**

An alternative and very popular design option not discussed in this document thus far is the use of iframes. Iframes can be used to successfully integrate our Interactive Mosaic Viewer (and Photo Submission) with an existing web

site. Attentively, a designer can create the mosaic microsite on a local client server and instantiate the our external iframe mosaic sections; in a sense the Interactive Mosaic Viewer and Photo Submission pages would be wrapped in an outside design that is hosted on the client's server. This can allow seamless integration with existing designs and web pages without the user traveling to another microsite. This can also be beneficial if the client has a web design team that can execute parts of the design or has proprietary items that need to be incorporated on the page. Secure communication and data exchange between the iframe and the wrapper can be implemented. Picture Mosaics will provide all necessary embed code to ensure the mosaic's interactivity is maintained and all external direct links (to photos within the mosaic) continue to work seamlessly and tunnel to photos within the mosaic.

### **Live Examples:**

Please see examples here:

<http://www.picturemosaics.com/online>