



GIZOO
M E D I A

July 17, 2015

Attack On Titan UX Design

Creative

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7/20/15

Proprietary & Confidential

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Objectives



- Landing Page Launched – July 12th (in time for San Diego Comic Con)
 - World Premiere in Los Angeles – July 14th
 - Theatrical Release, Part One in Japan – August 1st
 - Screening at Fantasia Film Festival – August 9th (still in discussions)
 - **Full Website Launch – August 15th**
 - Theatrical Release, Part Two in Japan – September 19th
 - **Theatrical release in US & Canada – September 29th**
- Design and develop a new website, **attackontitanthemovie.com**, to support the upcoming two-part movie release.
 - Following the July 14th world premiere in Los Angeles, the website should begin an organic **unfolding of assets and information to fans**, as available, in order to maintain the level of excitement and attention for the movie release.
 - We want to **inform** and **excite** our fans by providing a creative, interactive experience with the home page being an extension of the current landing page site with **animated key art and sound effects to launch by August 15th**.
 - The website will primarily promote the new film with **movie details, an image gallery, and press coverage** while continuing to provide the email capture form and theatrical trailer from the initial landing page.
 - A **theater locator** will also be integrated to directly link users to find out additional details about theater locations and show times and to buy tickets online.
 - **TBD** -- Following the movie releases and holdback period (30 days) on the DVD releases, the site will need to evolve to promote the sale of the DVDs in stores worldwide and on FUNimation.com.

Caveats / Dependencies



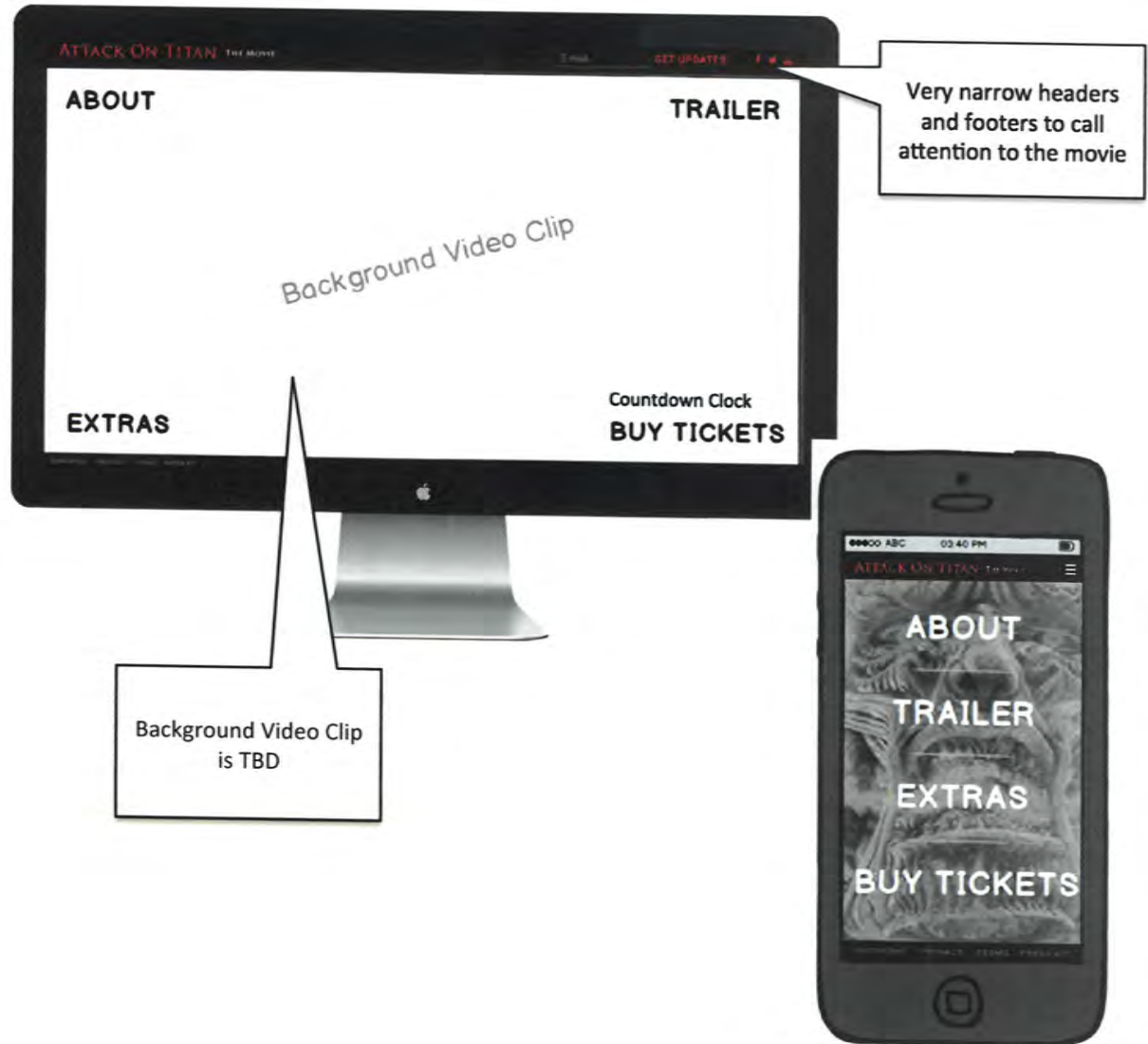
Pending

- Licensor To Deliver Key Art; Trailers; Images; Press Materials
 - Creative Asset Design & Content Development
 - Theater Location Data & Development
 - Final Approvals from Studio and Stakeholders
- Accelerated Time Line requires coding to begin 7/24/2015 in order to reach QA in time for launch date set by marketing
 - UI / Creative Lead will be out of office starting 7/22/2015 (pm) necessitating UI concept to be completed ASAP
 - Lack of assets dictates the creation of an open and flexible UX design that can expand/contract as assets come in from Studio/Stakeholders and as writing is completed

Main Page - Web



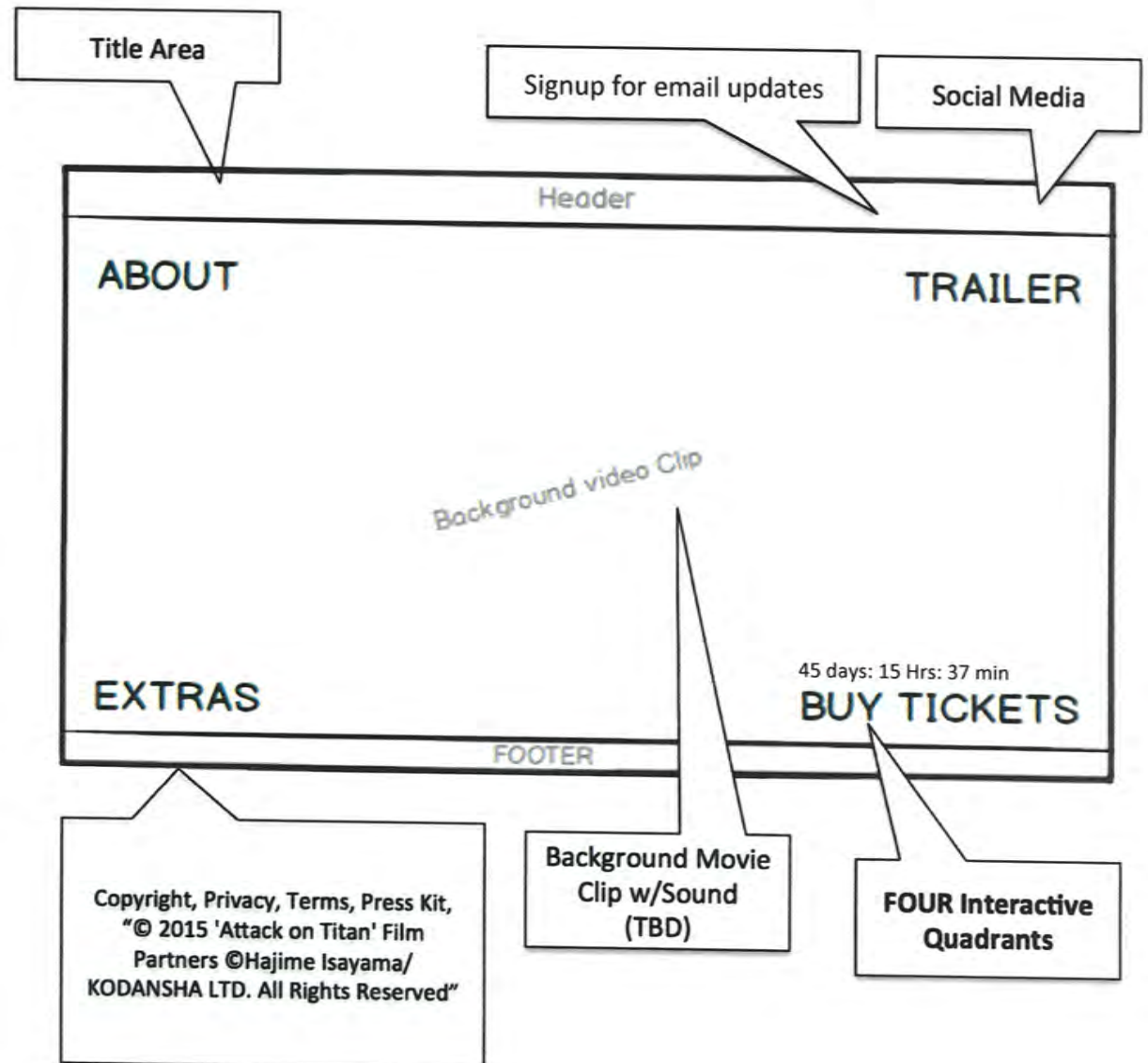
- Four Quadrant Layout for easy Responsive Design
- Highly Interactive
 - Landing page starts with playing video clip w/ sound
 - Clip stops and main nav appears (ABOUT, TRAILER, EXTRAS, BUY TICKETS)
 - Each Quadrant changes on focus
 - Top of Page Main Nav contains
 - Logo/Title
 - Email Sign Up
 - Social Media
- Footer Contains
 - Copyright
 - Privacy
 - Terms
 - Press Kit
- Page Sections
 - About
 - Trailer
 - Extras
 - Buy Tickets



Main Page – Closer Look

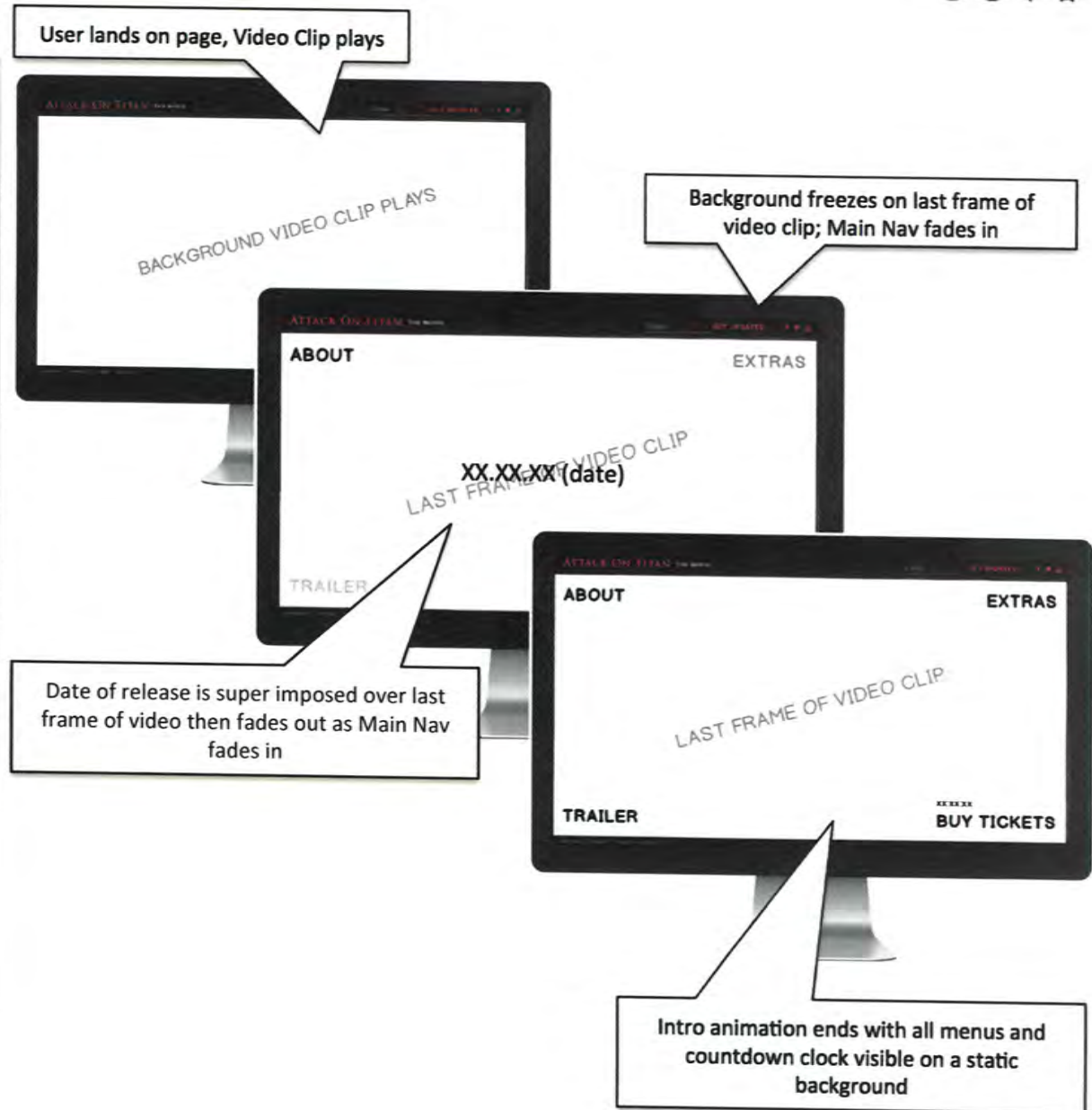


- Four Quadrant Layout for easy Responsive Design
- Background Movie Clip w/ Sound (or static image depending on the viewing platform)
- Each Quadrant is interactive
 - Upon Mouse-Over
 - Mask appears on Quadrant
 - White text turns RED and resized
 - Contents in Quadrants either revealed by a list or a widget
- Trailer Quadrant reveals Video Player for Theatrical Trailer
- Theaters Quadrant reveals theater locator widget
- About and Extras Quadrants reveals high level topical items on those pages (ie, in page navigation for those areas)



Main Page – Story Board

- Four Quadrant Layout for easy Responsive Design
- Background Movie Clip w/ Sound (or static image depending on the viewing platform)
- After video completes, main nav fades in and countdown clock is exposed proximate to the BUY TICKETS area



Main Page – Approximate Look & Feel (



Page after video stops playing and in page nav appears



Date appears after Video stops playing



Example of Quadrant Interaction; see EXTRAS section

NOTE:

- Visual Assets are TBD
- Fonts are TBD
- Header Text is TBD

About Quadrant

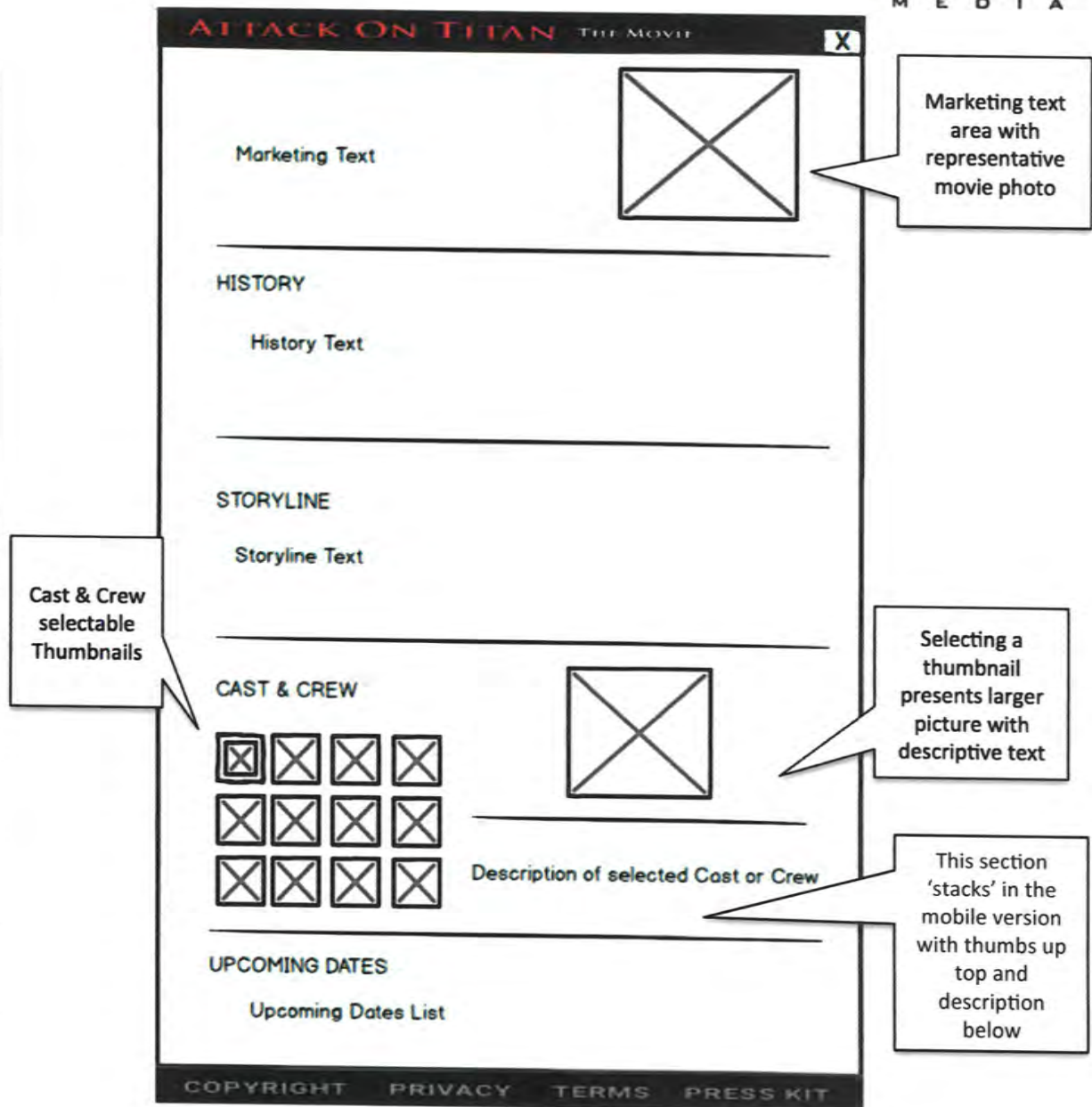


- Upon Mouse over, Quadrant is Masked w/a semi transparent mask
- Sub category areas are exposed to the user
- Clicking within the Quadrant takes you to the "About" page with the sections "History", "Story", "Cast & Crew" and "Upcoming Dates"
- Clicking on the LINKS (History, Story, Cast & Crew, Upcoming Dates) takes you to the "About" page AND to the internal page HREF.



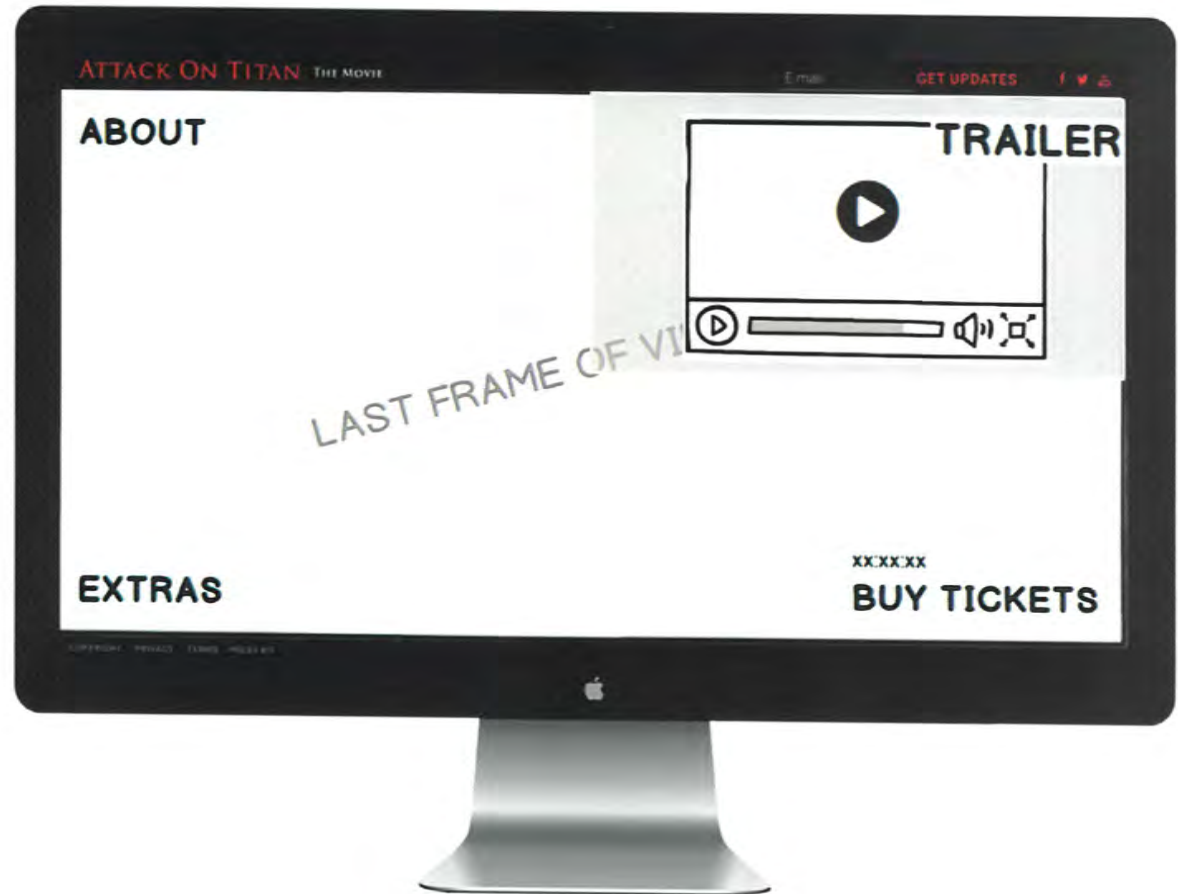
About Page

- About page is one long scrolling page with corresponding HREFs
- There is no in page navigation
- Page sections are
 - Marketing Text
 - History
 - Storyline
 - Cast & Crew
 - Upcoming Dates
- User exits page via "X" in upper right hand corner and returns to home page



Trailer Quadrant

- Upon mouse over of Trailer Quadrant, the quadrant is covered in semi transparent mask.
- Text is reduced in size, but stays white
- Play button/Player is revealed w/ image of scene from trailer
- Clicking the play button calls the player in FULL SCREEN MODE and starts playing the Theatrical Player.
- View Trailer section overtakes the whole page upon play button click
- User closes player and main screen returns
- Trailer is TBD



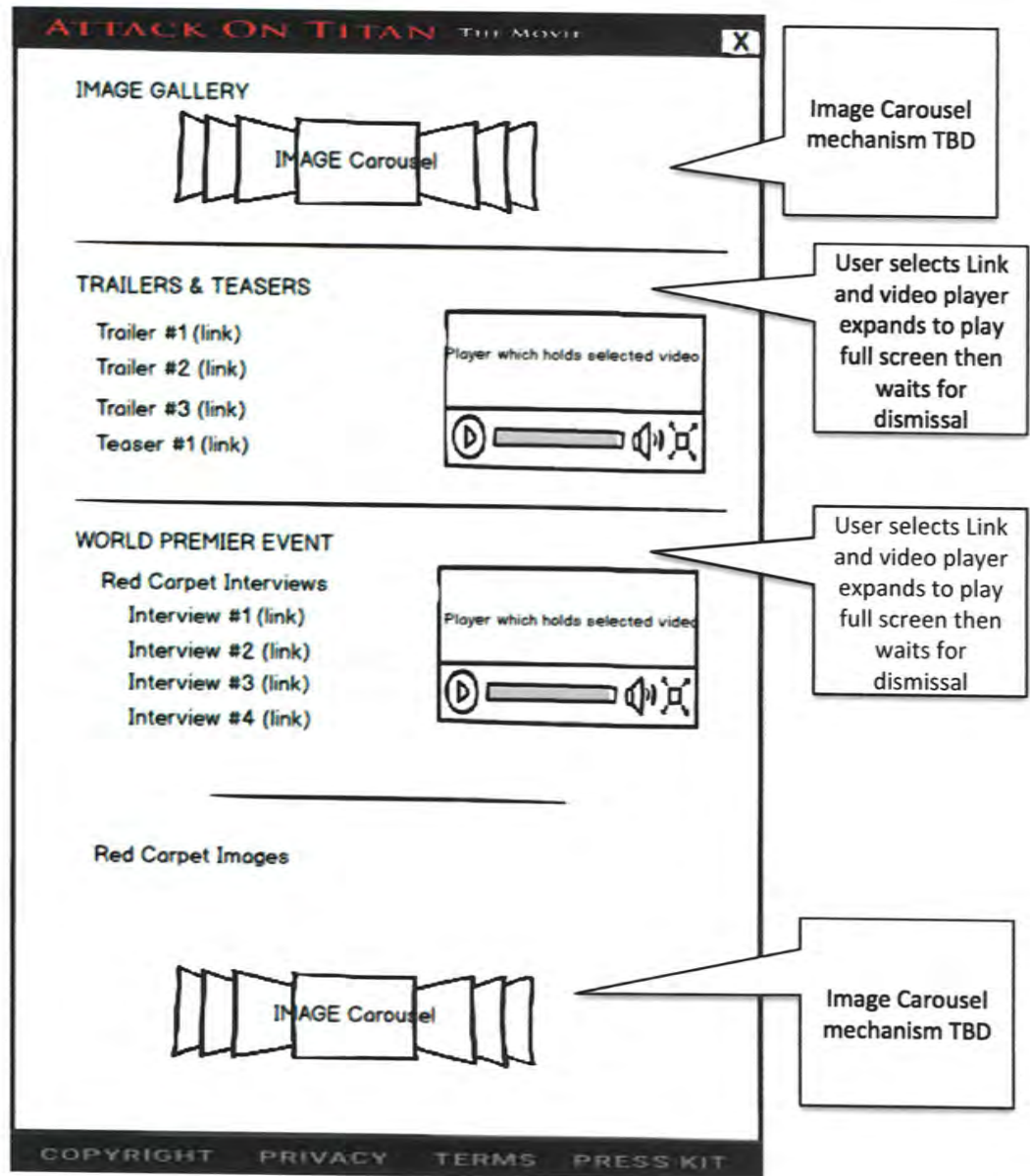
Extras Quadrant

- Upon Mouse over, Quadrant is Masked w/a semi transparent mask
- "Extras" text is reduced in size
- Sub category areas are exposed to the user
- Clicking within the Quadrant takes you to the "Extras" page with the sections "Image Gallery", "Trailers & Teasers", and "World Premier"
- Clicking on the LINKS (Image Gallery, Trailers & Teasers, World Premier) takes you to the "Extras" page AND to the internal page HREF.



Extras Page

- Extras page is one long scrolling page with corresponding HREFs
- There is no in page navigation
- Page sections are
 - IMAGE GALLERY
 - TRAILERS & TEASERS
 - WORLD PREMIER EVENT
 - Red Carpet Interviews
 - Red Carpet Images
- User exits page via "X" in upper right hand corner and returns to home page



Buy Tickets Quadrant



- Upon Mouse over, Quadrant is Masked w/a semi transparent mask
- "Theaters" text is reduced in size and entry field for zip / address is exposed
- Entry field is auto complete, as you start typing a drop down box appears and shows you suggestions to select, OR, keep typing and search icon
- Upon selection of a location or hitting search icon, user is taken to the theater locations page with map and links to theaters similar to DragonBallZ

