Funimation Films

Funimation Films is a theatrical release website and repository for funimation.com.
It is open to the public and has log in capability for Exhibition Partners.

New Site Navigation (* = New)

(Home)

0.0 Home

  0.1 Active Film Pages...

  0.1.1 Archived Film Landing *

    0.1.1.1 Archived Film Pages *

(Primary)

1.0 About Us

(Simple)

  1.1 About Us Page...

(Primary)

2.0 Film Vault *

  2.1 Archived Show Pages *

(Primary)

3.0 Partners

(Simple)

  3.1 Not Logged In ...

(Simple)

  3.2 Landing Page (logged in) ...

    3.2.1 Show Asset Pages
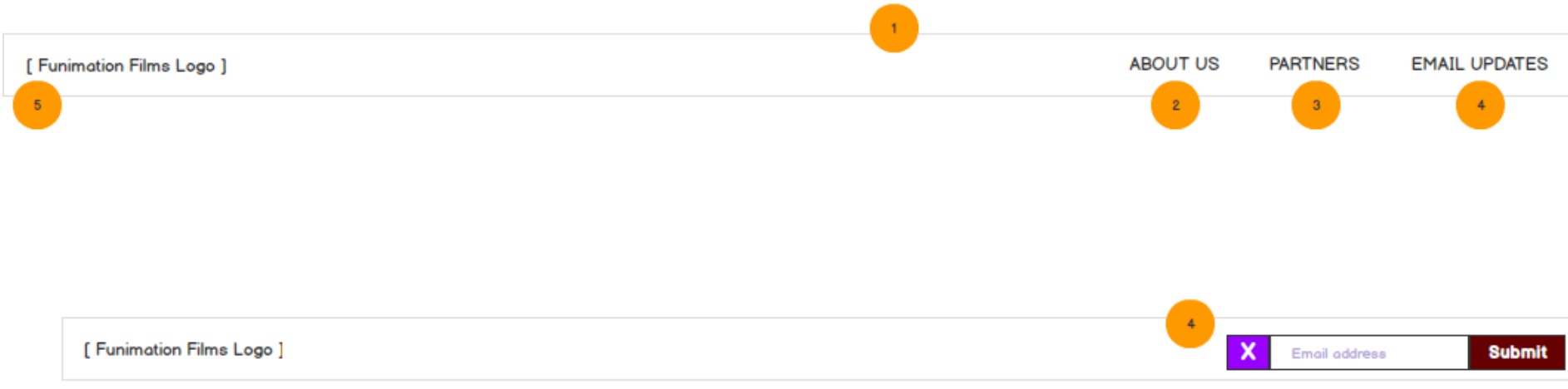
(Utility)

0.3 Email Updates
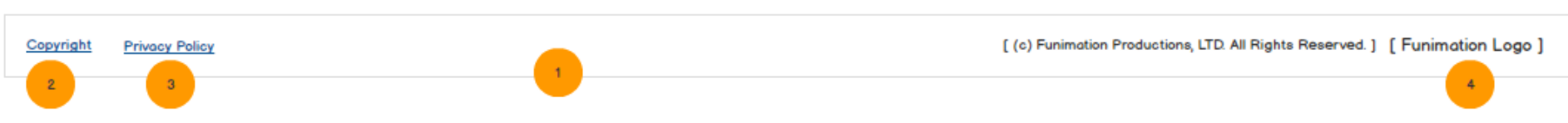
(Footer)

0.2.1 Copyright

0.2.2 Privacy Policy

0.2.3 Funimation.com

Header

[Funimation Films Logo]

ABOUT US   PARTNERS   EMAIL UPDATES

[Funimation Films Logo]

X   Email address   Submit

1. Header background is initially transparent and then turns translucent as the user scrolls down the page

2. Links to ABOUT US page

3. Links to PARTNERS page
(Note: should only show up if the user is logged in as a partner, otherwise should be hidden) - This is a fix needed

4. Clicking "EMAIL UPDATES" opens up email input field for submission, allows user to receive updates from Funimation Films, see interaction to the left
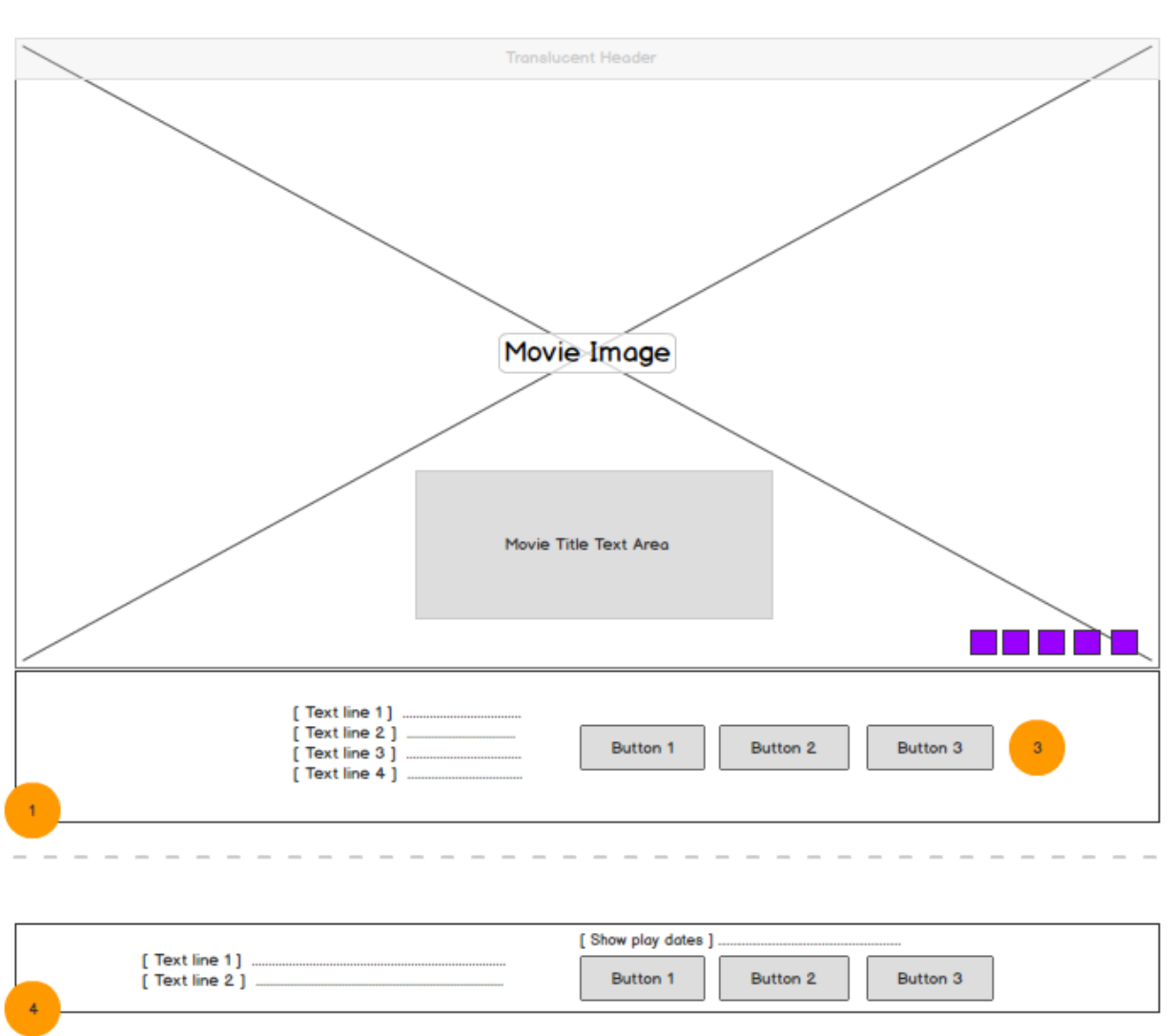
5. Links to Funimationfilms.com home page

Footer

Copyright   Privacy Policy

[(c) Funimation Productions, LTD. All Rights Reserved.]   [Funimation Logo]

1. Opaque background footer

2. Links to copyright page

3. Links to Privacy Policy page

4. Links to Funimation.com home page
(opens in new browser tab)

Rotating Hero

Translucent Header

Movie Image

Movie Title Text Area
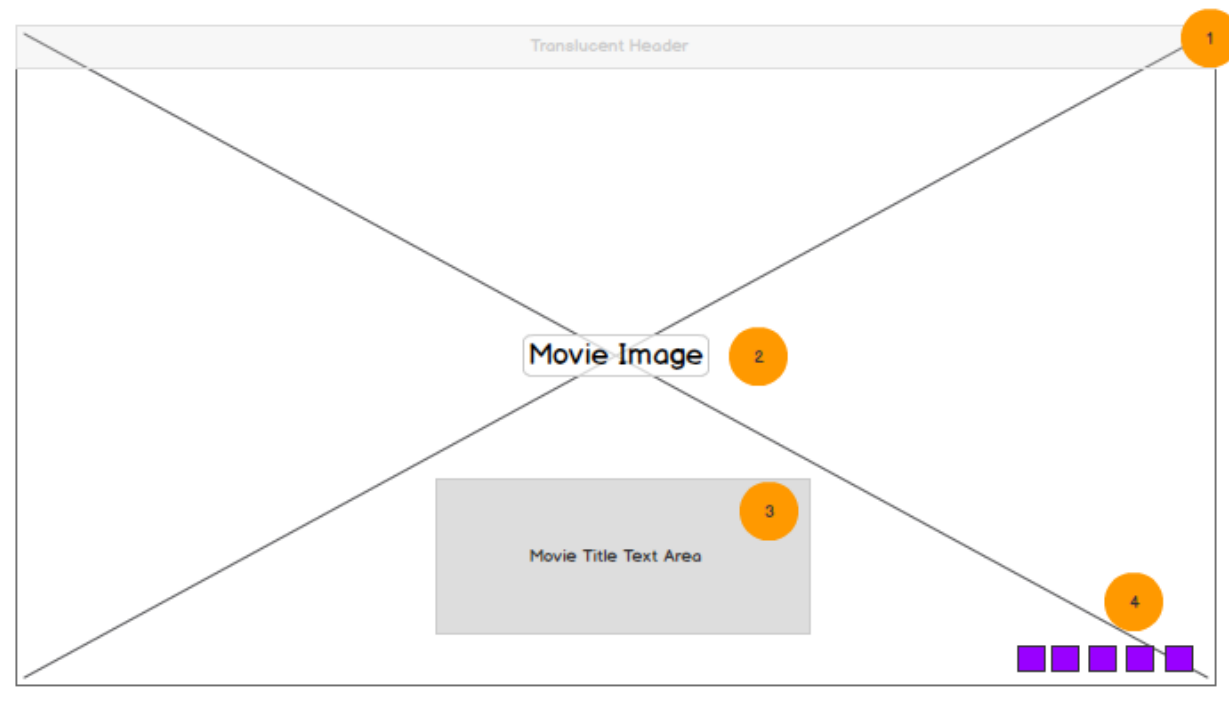
1. Translucent Header

2. Movie Image
Clicking on the movie image takes user to the Show Page

3. Movie Title Text Area
(no more than 3 lines)

4. Hero Sequence indicator/navigation
Note: this placement is not optimal, it should be centered directly under the title.
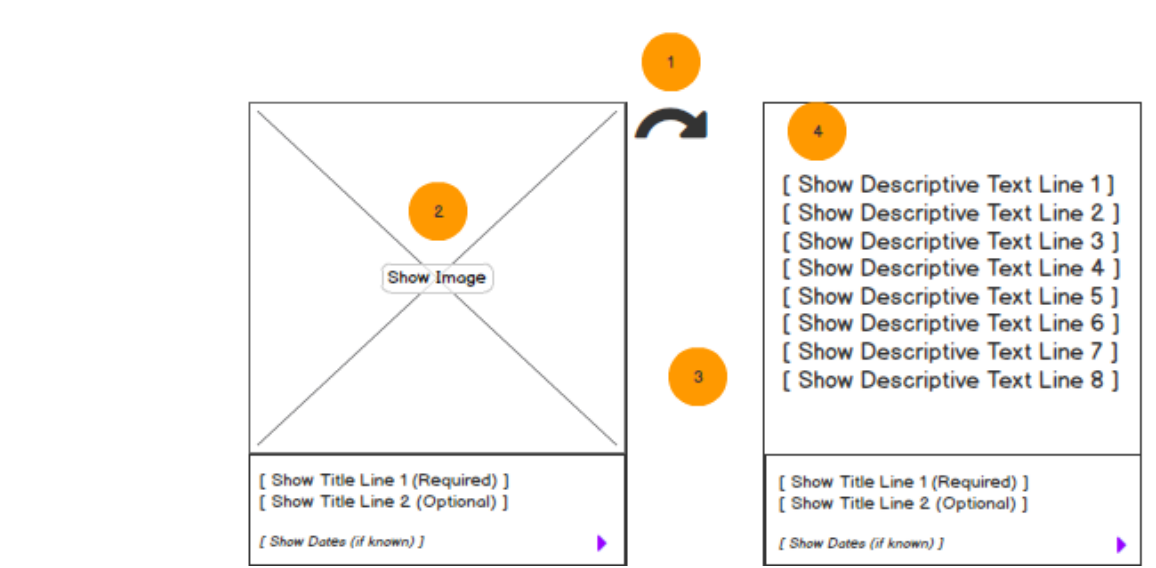
Marketing Ribbon

Translucent Header

Movie Image

Movie Title Text Area

[Text line 1]
[Text line 2]
[Text line 3]
[Text line 4]

Button 1   Button 2   Button 3

[Text line 1]
[Text line 2]

[Show play dates]

Button 1   Button 2   Button 3

1. Marketing Ribbon

2. Marketing Text
NOTE: This should be restricted to TWO lines only, currently has up to 4 lines which includes play dates

3. Button Area:
1. Can have up to Three Buttons depending on the status of the show being displayed
  a. "SHARE THIS"
    1. Always available
    2. Links to social media to share
      a. Facebook
      b. Twitter
      c. Google+
      d. Pintrest
      e. Reddit
  b. "LEARN MORE"
    1. Always available as there will always be a show page for what ever is being displayed in the rotating Hero
    2.Takes user to the beginning (top) of the respective show page
  c. "BUY TICKETS"
    1. Only available if the show is 'active' (currently being shown)
    2. Takes user to the "Buy Tickets" section of the respective show page

4. SUGGESTION:
Suggested change to the Marketing Ribbon. The current Marketing ribbon implementation corrupts the visual aesthetics created by the UI designer; it is highly suggested to narrow the ribbon to bring back the orginal perspective. This can be done by moving play dates to the area above the buttons and restricting the text to two lines (max of three lines). Additionally, the left margin of the text should be moved to the right to prevent wrapping which creates additional lines.

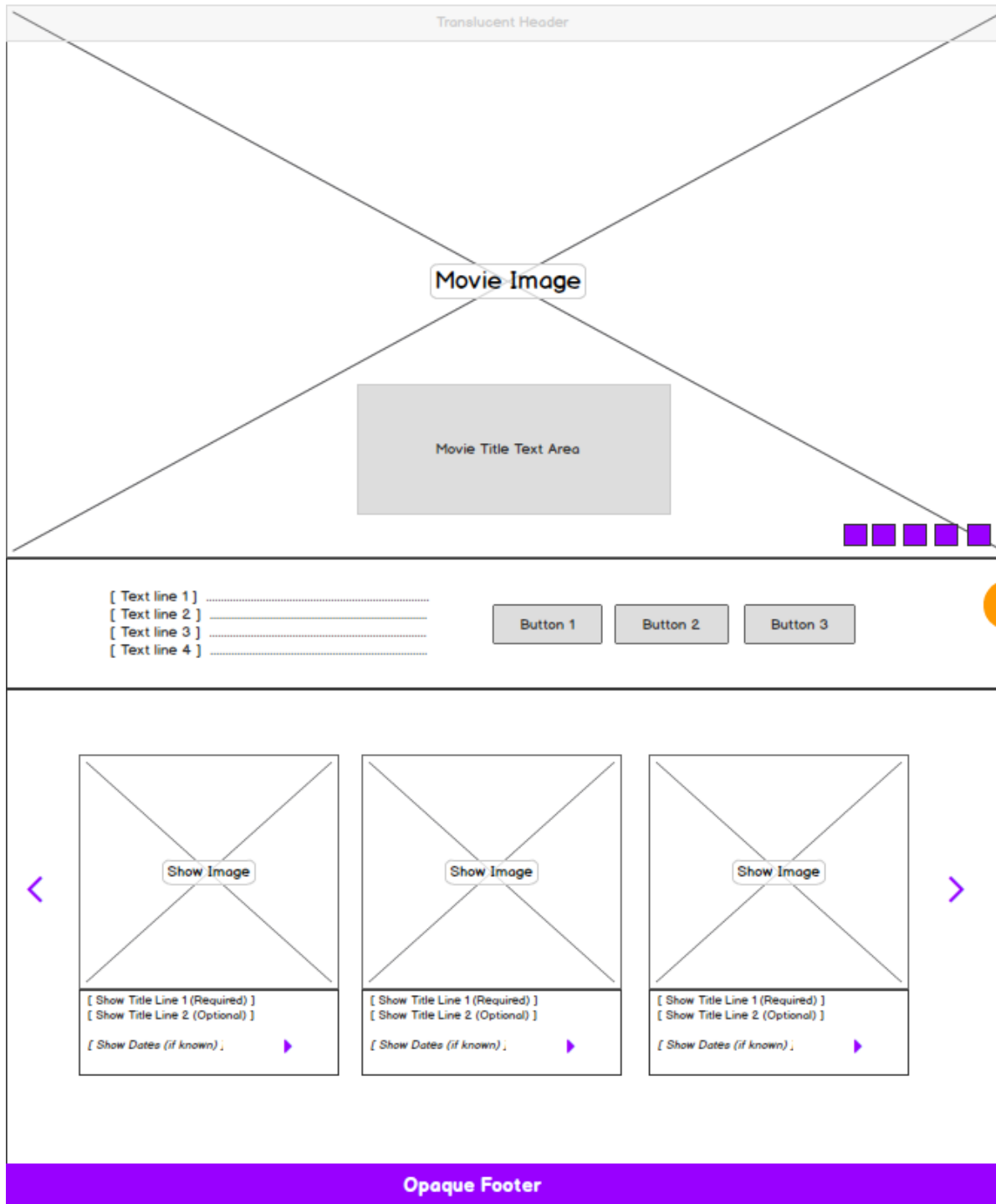# Carousel

Show Card   Show Card   Show Card

‹   ›
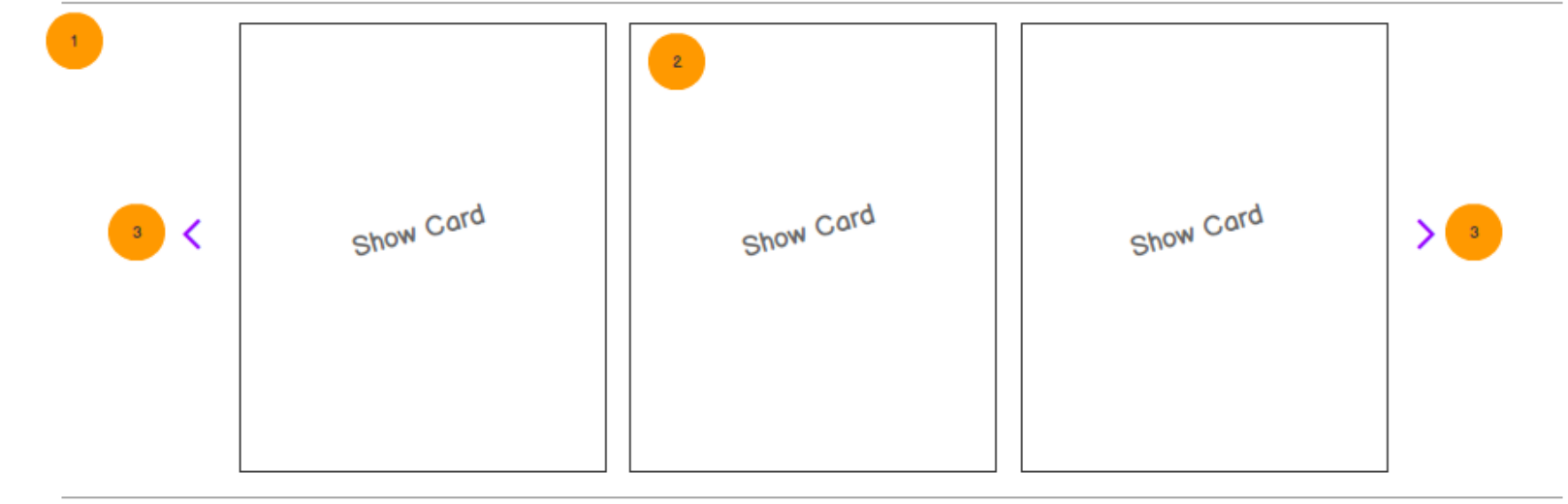
1. The Show Carousel presents 3 show cards at a time:
1. Cards shown are
  a. Currently Playing
  b. Playing in the Future
2. Cards shown correspond to the shows shown in the rotating Hero at the top of the page
3. The center card in the carousel should always correspond with the show currently being displayed in the rotating Hero
  a. In the event that there is no show to the left or the right of the center card, an empty card/blank card will be displayed in that position so that the center card ALWAYS corresponds to the show in the rotating hero.

2. Show card (see next section)

3. Navigational arrows
1. Both arrows should be shown as active when the user can navigate to the left and the right of the currently displayed cards (ie, there are at least 5 cards in the carousel and one or more to the right and to the left of what is displayed)
  a. Blank cards (see #1 above) do NOT count as cards with regards to the navigational arrows.
2. Left arrow is greyed out if there are no cards to the left of the leftmost displayed card
3. Right arrow is greyed out if there are no cards to the right of the rightmost displayed card

Show Cards

Show Image

[Show Descriptive Text Line 1]
[Show Descriptive Text Line 2]
[Show Descriptive Text Line 3]
[Show Descriptive Text Line 4]
[Show Descriptive Text Line 5]
[Show Descriptive Text Line 6]
[Show Descriptive Text Line 7]
[Show Descriptive Text Line 8]

[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known)]

[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known)]

1. Show card image area flips upon mouse over to reveal show descriptive text

2. Show image DOES NOT contain any text, or title

3. On click of ANY area of a card (Image, descriptive text, show title, show dates, caret right) takes the user to the respective show page

4. Back of Card shows at a max, EIGHT lines of descriptive text

Home Page Layout CURRENT IMPLIMENTATION

Translucent Header

Movie Image

Movie Title Text Area

[Text line 1] ....
[Text line 2] ....
[Text line 3] ....
[Text line 4] ....

| Button 1 | Button 2 | Button 3 |

Show Image

Show Image

Show Image

[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]

[Show Dates (if known)]

[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]

[Show Dates (if known)]

[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]

[Show Dates (if known)]

Opaque Footer

1. All elements, unless otherwise noted, are discussed in the "Landing Page Elements" section of this document

2. Fat Marketing Ribbon shown as discussed in "Landing Page Elements" page that needs to be narrowed to keep in style with the orginal UI design

Header Links: ABOUT US / PARTNERS

To document the current pages linked to in the header

ABOUT US

IMAGE

1

ABOUT US

[Funimation Films acquires and releases both anime and live action movies from prominent international filmmakers, enabling fans to see this incredible content on the big screen.

Following the box office success of Dragon Ball Z: Battle of Gods in August 2014, Funimation launched a theatrical division in December 2014. In August 2015, it released Dragon Ball Z: Resurrection 'F', which became #9 highest-grossing anime movie in North America.

Funimation Films is proud to distribute a variety of films to appeal to the interests and passion of all types of fans, including Attack on Titan: Part 1 and 2, Ghost in the Shell: The New Movie and The Boy and the Beast.

It is owned by Group 1200 Media, a fully integrated, next-generation, Dallas-based independent entertainment studio.

For more information, contact:

funimationfilms@group1200.com

www.funimation.com
www.group1200.com]

2

Opaque Footer

1 Background Image

2 ABOUT US text as is currently displayed on the website (08/03/2016)

PARTNERS

The partners section of the website is password protected.
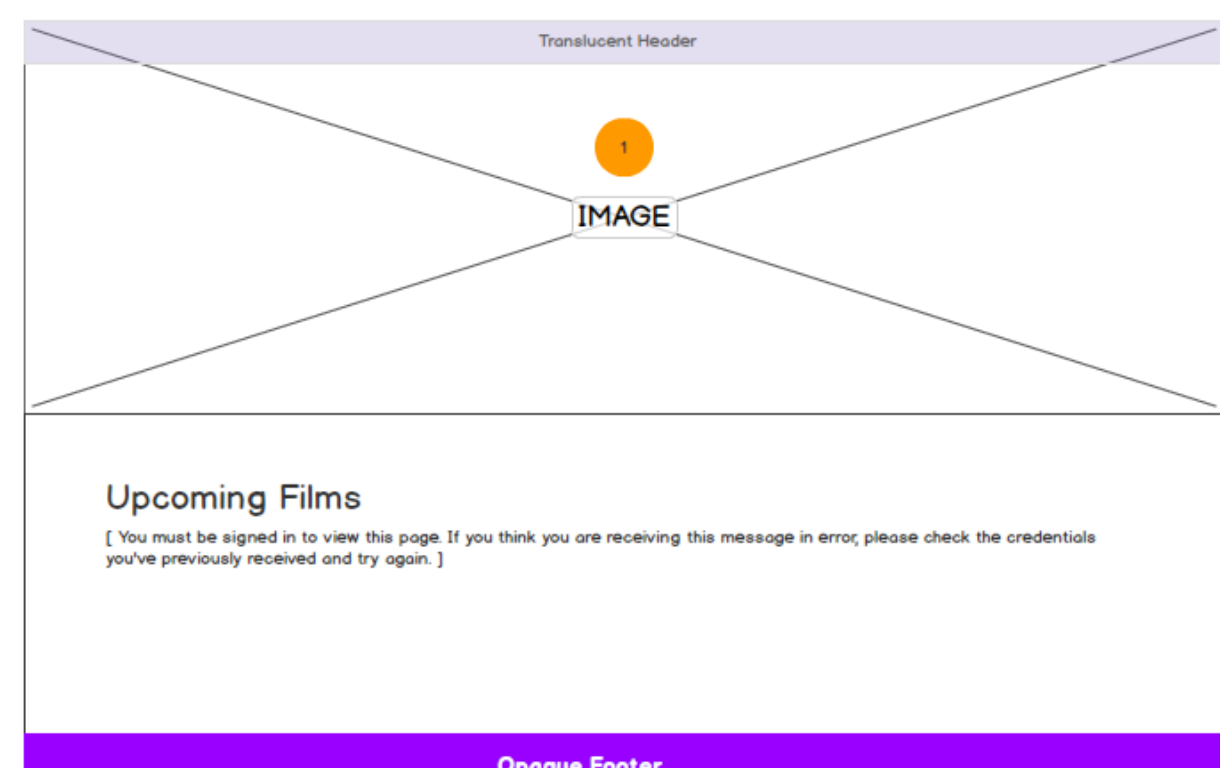It can be accessed via this URL: http://www.funimationfilms.com/wordpress/wp-login.php
Once logged in, the user must navigate to: http://www.funimationfilms.com/partners/ in order to access the restricted content

NOTE: Once the user has logged in, they should be automatically redirected to http://www.funimationfilms.com/partners/ (this is a needed fix)
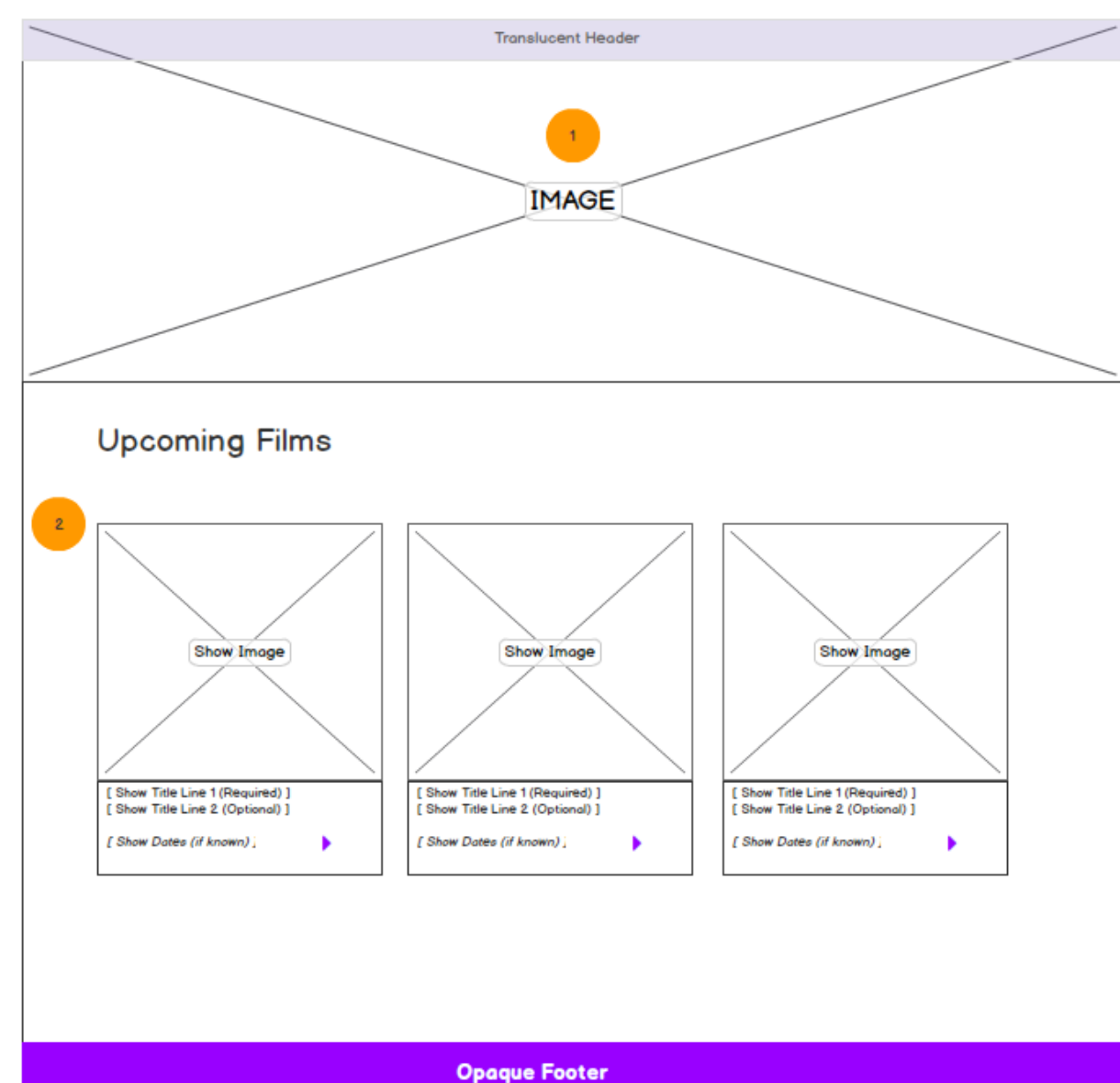
NOTE: If the user is not logged in, "Partners" should not be shown; this is a needed fix

Not Logged In

Translucent Header

1

IMAGE

Upcoming Films

[You must be signed in to view this page. If you think you are receiving this message in error, please check the credentials you've previously received and try again.]
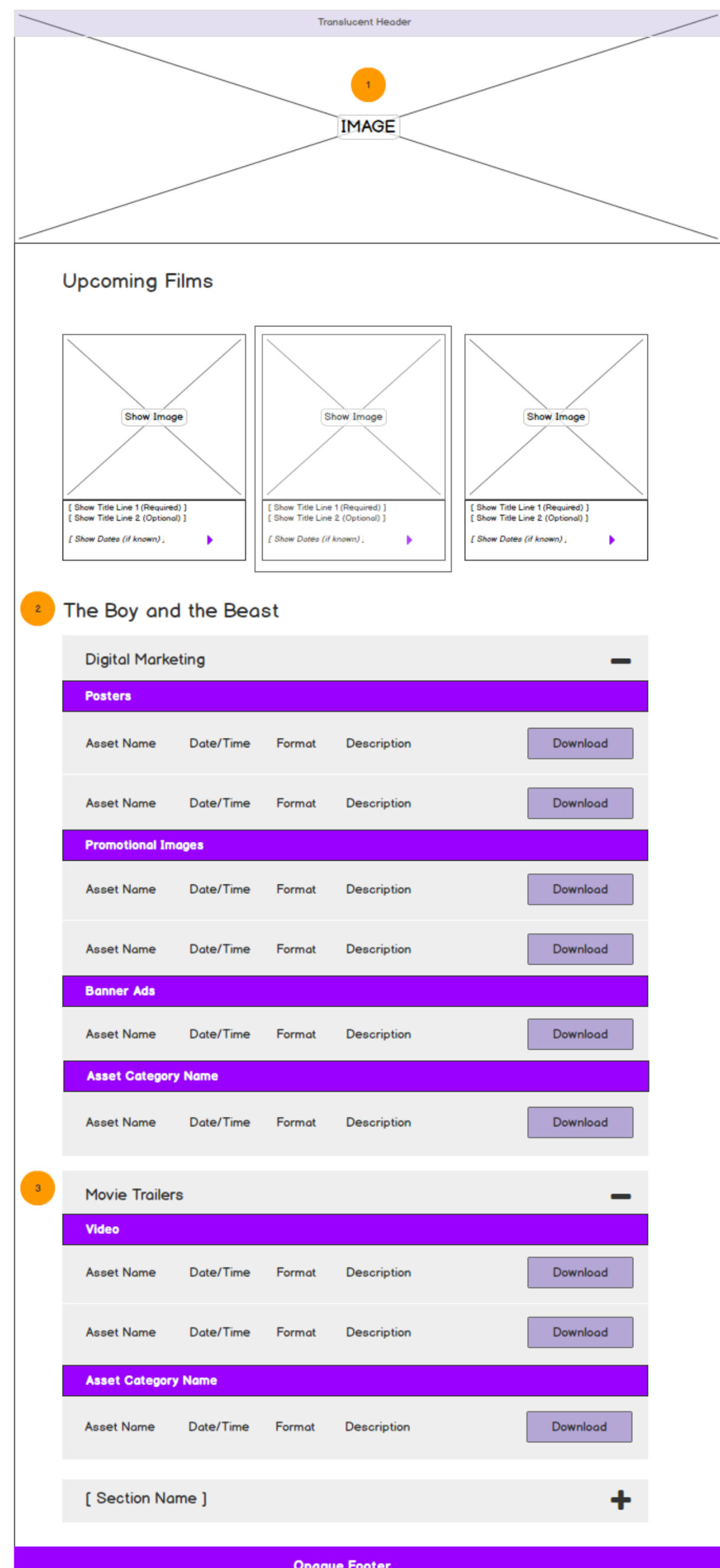
Opaque Footer

1 Background Image

2 Upcoming Films text as is currently displayed on the website (08/03/2016) (not logged in State)

Logged In - Partners Landing Page

Translucent Header

1

IMAGE

Upcoming Films

2

Show Image
[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known) ;

Show Image
[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known) ;

Show Image
[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known) ;

Opaque Footer

1 Background Image

2 Show Cards for films which have assets that exhibitors need to access.

Logged In - Show Selected

Translucent Header

1

IMAGE

Upcoming Films

Show Image
[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known) ;

Show Image
[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known) ;

Show Image
[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known) ;

2 The Boy and the Beast

Digital Marketing —

Posters

| Asset Name | Date/Time | Format | Description | Download |
| Asset Name | Date/Time | Format | Description | Download |

Promotional Images

| Asset Name | Date/Time | Format | Description | Download |
| Asset Name | Date/Time | Format | Description | Download |

Banner Ads

| Asset Name | Date/Time | Format | Description | Download |

Asset Category Name

| Asset Name | Date/Time | Format | Description | Download |

3 Movie Trailers —

Video

| Asset Name | Date/Time | Format | Description | Download |
| Asset Name | Date/Time | Format | Description | Download |

Asset Category Name

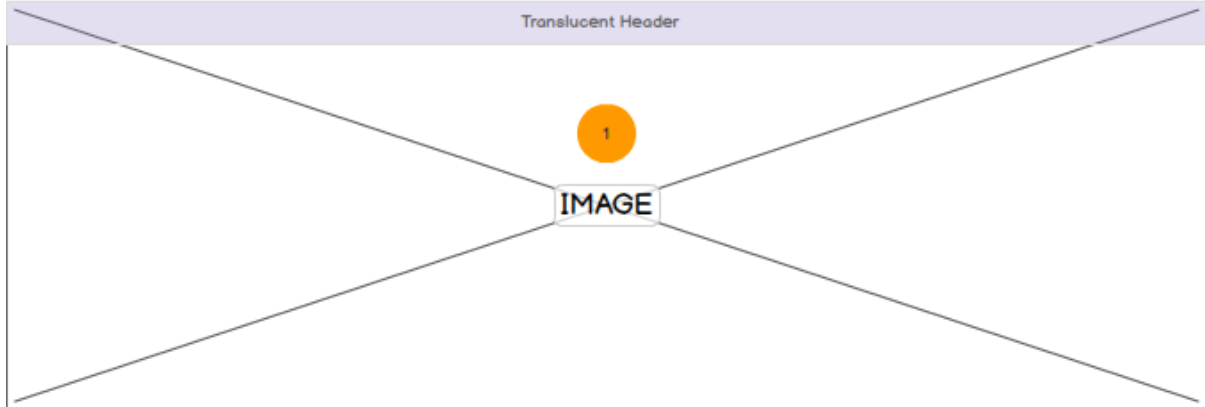| Asset Name | Date/Time | Format | Description | Download |

[Section Name] +

Opaque Footer

1 Background Image

2 With show selected (showing assets)

Displays:
· Show Name
· Sections with Content
· Asset Types
· Asset name
· Asset uploaded date/time
· Asset Format
· Asset Description
· Ability to download Asset

3 Section Names and Asset Categories may change over time as assets grow, but this is the general layout with TWO main Sections, "Digital Marketing" and "Movie Trailers"

Footer Links: Copyright / Privacy Policy

To document the current pages linked to in the Footer

Copyright

IMAGE

1

Copyright

[All materials on this Site, including, but not limited to characters, images, illustrations, audio clips, video clips, and compilations are protected by copyrights, trademarks, and other intellectual property rights which are owned and controlled by Funimation Productions, Ltd. and its affiliates (collectively, "Funimation") or by other parties that have licensed their material to Funimation. Materials on FunimationFilms.com and related sites are solely for your personal, non-commercial use.

Without the express written consent of Funimation or other rights holders listed below, these materials may not be copied, reproduced, republished, uploaded, posted, transmitted, or distributed in any way, including by e-mail or other electronic means. Without the prior written consent of the owner, modification of the materials, use of the materials on any other web site or networked computer environment, or use of the materials for any purpose other than personal, non-commercial use is a violation of the copyrights, trademarks, and other proprietary rights, and is prohibited. The holders of the copyrighted and/or trademarked material appearing on this site are as follows:

Funimation Entertainment, Ltd. — © 2004 Funimation Productions, Ltd. All Rights Reserved.]

2

1 — Background Image

2 — Copyright text as is currently displayed on the website (08/03/2016)

IMAGE

Privacy Policy

[Funimation Entertainment is respectful about the privacy of our users. As a general policy, no personal information is automatically collected from users of our sites. This policy statement tells you how we collect information from you and how we use it.

Collection of Non-personal Information

Certain non-personal information of users is recorded by the standard operation of the Funimation Internet servers. Such information is used to make your visits to our sites easy and enjoyable. Other uses of this information include internal review of the number of visitors to Funimation's sites, but only in an aggregate form.

Some information may also be automatically collected (unless you have set your computer's preferences to prevent it) whenever you log onto FUNimation websites through what are known as "Cookies." Cookies are pieces of information stored on a user's hard drive for record-keeping purposes. A Cookie cannot determine your name, e-mail address, phone number, or any other personal information about you unless you choose to provide that information. Rather, a cookie is able to store information about your computer and the online activities generated from it, such as what kind of browser software you use to access the Internet, the type of operating system, and the domain name of your Internet service provider.

We may also use cookies to give users the ability to personalize the website or track and provide users' scores on designated games or contests. This information is most easily tracked with cookies and is used only for the purpose of operating the website and administrative and research functions.

Collection of Personally Identifiable Information

Certain personally identifiable Information that may be collected automatically by the website's servers can include your Internet protocol (IP) address, your email address, your username, your password, the full URL clickstream to and from our website, search activity, video viewing activity, product view activity, purchase activity which is used to determine such things as "Top Sellers", and user profile view activity. FUNimation may also employ software tools such as JavaScript to measure and collect session information, which may include page response times, download errors, time on site, and page interaction. We may also collect technical information about your device for diagnostic purposes and fraud prevention.

E-mail addresses and other personally identifiable information about users of this site are known to Funimation only when voluntarily submitted. The e-mail address that you provide at account sign-up may be used with Funimation direct e-mail marketing only. E-mail addresses will not be given to any third-party advertisers. Users may unsubscribe from the Funimation promotional e-mail list at anytime via a link at the bottom of every e-mail sent out by Funimation. Personal information that may be collected in connection with users voluntarily filling out contest entry forms, purchasing Funimation's products, joining Funimation, creating a review, compiling wish lists, adding products to My Collection, participating in the forum, creating alerts in My Shows, creating playlists, communicating with Customer Service, providing information in Account settings or Profile, or replying to a survey is retained by Funimation and is not sold or otherwise transferred to a third party, except that Funimation may provide this information in an aggregate form to third parties for marketing, advertising, or other uses. Funimation needs to collect this information for fulfilling prizes, fulfilling shipments, tracking/verifying compliance with Funimation policies as well as federal, state, and local laws, and for editorial and feedback solicitation purposes. We also use this information to better understand our fans' use of our sites so that we can enhance our users' enjoyment of our sites.

User Information Displayed in Profile

Some user activity information is displayed on your user profile in the History tab. You can control which information appears to other users by visiting your Privacy Settings in your Account under Site & Profile Settings –> Privacy. By default, this setting is set to "Private", meaning that only you and certain Funimation staff can see this information. Funimation Staff will only use this information for website analysis and functionality purposes.

Disclosure of Personally Identifiable Information

Funimation will not disclose your personal information to third parties without your consent. Funimation may, however, disclose user information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact, or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) Funimation's intellectual property rights or the rights of other Funimation site users, or to anyone else that could be harmed by such activities. Further, Funimation may disclose user information when we believe in good faith that the law requires it.

Collection of Information by Third-Party Service Providers

Funimation provides personal information to other companies and individuals to perform functions on its behalf. These companies and individuals have access to personal information only to perform their functions and may not use it for other purposes. Functions include, but are not limited to fulfilling orders, delivering packages, sending postal mail and email, analyzing data, providing search results, and processing credit card payments.

Collection of Information by Third-Party Advertisers

Our Site may include third-party advertising, links to other websites, and other content from third party businesses. The content posted by these parties will be reasonably identifiable as coming from a third party. We do not provide any personally identifiable information to these advertisers, third-party websites, or other businesses, although on occasion we may mutually share non-personally identifiable (e.g. demographic) information to facilitate delivery of relevant advertisements. These third-party websites, businesses, and advertisers, or advertising companies working on their behalf, sometimes use technology to deliver (or "serve") the advertisements that appear on our Site directly to your browser. They automatically receive your IP address when this happens. They may also use cookies, JavaScript, web beacons (also known as action tags or single-pixel gifs), and other technologies to measure the effectiveness of their ads and to personalize or optimize advertising content. We do not have access to or control over cookies or other technologies that they may use, and the information practices of these advertisers and third-party websites or businesses are not covered by this Policy but are covered by their respective privacy policies. Some, but not all, third party advertising companies provide a mechanism to opt-out of their technology.

Funimation Advertising on FunimationFilms.com and on Other Websites

User acknowledges that third party vendors, including Google, Facebook, and Twitter, show Funimation advertisements on various internet sites and on FunimationFilms.com. Third party vendors, including Google, Facebook, and Twitter, use cookies to serve advertisements based on User's prior visits to Funimation.com. User also acknowledges that Funimation uses Google Adwords features such as remarketing, interest categories, similar audiences, other types of interest-based advertising, and demographic and location targeting to serve ads on third party sites and on FunimationFilms.com. User also acknowledges that FunimationFilms.com uses Google Analytics and Signal (formerly BrightTag) to collect data about User's traffic via Google Analytics advertising cookies and anonymous identifiers, in addition to data collected through a standard Google Analytics implementation.

All information collected in the above manner is non-personally identifiable and will not be merged with any personally identifiable User information without prior notice and the consent of User. No information will be shared with Google through any marketing or product data feeds which might be associated with our advertising.

Users may opt out of Google's use of cookies by visiting the Google advertising opt-out page. Users may opt out of Facebook's use of cookies by logging into Facebook and visiting the Facebook opt-out page. Users may opt out of Twitter's use of cookies by logging into Twitter and unchecking the box in their security and privacy settings that says "Tailor ads based on information shared by ad partners" next to the heading "Promoted content". If you would prefer to opt out of a third party vendor's use of cookies, please visit Network Advertising Initiative opt out page.

In some cases, the Teracent cookie is used and Users may opt out of the Teracent cookie by visiting the Teracent opt-out page.

In some cases, DoubleClick cookies may be in use. Users may opt out of DoubleClick's use of cookies by visiting the DoubleClick opt-out page or the Network Advertising Initiative opt out page.]

Phase II Changes

Phase II changes add the following:

1. A Film archive of shows that have completed playing (no longer active) but have Marketing and Sales value, and as such should still be viewable by visitors; these will include all assets used while the show was active. Marketing and Sales value means that there is available product (DVD, Blu-ray, Merch) for purchase.

2. A Repatory (Film Vault) of shows that are in Funimationfilms Library which can be requested for a showing by interested exhibitors; this will include a link to any video for sale (DVD/Blu-ray) and an Exhibit Inquiry to Funimationfilms for information. Assets for the "Film Vault" / "Film Library" will be based on:
   a. Marketing provided "One-Sheets" which contains varying amounts of information based on what Marketing chooses to put out.

The placement of a Film within the website can only be in one of three places:
a. Actively Playing (main landing page for currently or future playing films and its associated show page)
b. Film Archive (films that have recently played but are no longer playing & its associated show page)
c. Film 'Library'/'Archive' (films that have been retired but can be requested for a showing by an exhibitor and its associated show/one sheet page)

Home Page Layout STAGE II
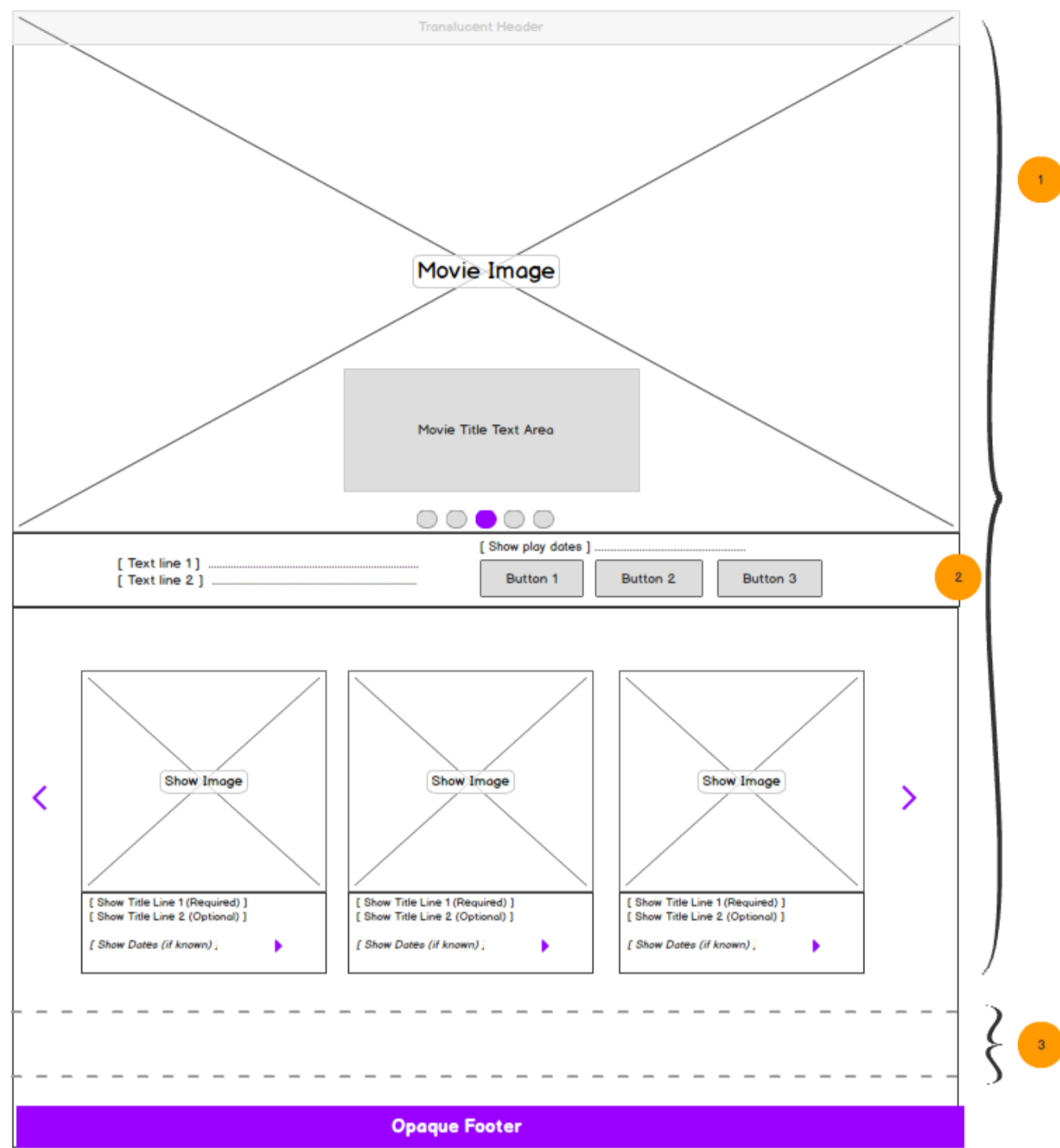
Translucent Header

Movie Image

Movie Title Text Area

[Text line 1] ....
[Text line 2] ....
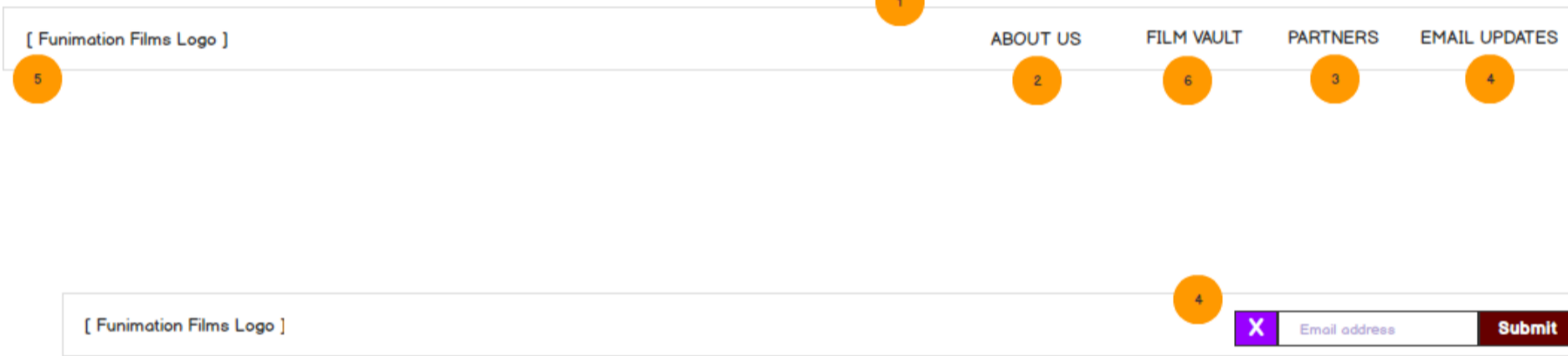
[Show play dates]

Button 1   Button 2   Button 3

Show Image   Show Image   Show Image

[Show Title Line 1 (Required)]
[Show Title Line 2 (Optional)]
[Show Dates (if known) ,

Opaque Footer

1. All elements, unless otherwise noted, are discussed in the "Landing Page Elements" section of this document

2. Narrow Marketing Ribbon shown as discussed in "Landing Page Elements" page

3. See "ALT 1"

Navigation Changes

Navigation bar items will need some changes to accomodate the 'Repatory'
Notes:
1. "Partners" should not be shown if the user is not logged in
2. Additional item to be added to the nav area
3. Would advise against using the term 'Repatory'
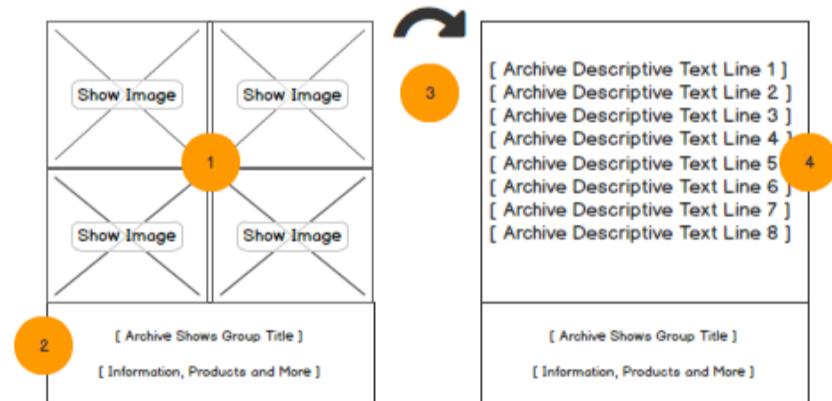   Other possible terms
   "Film Library" / "Film Vault" / (tbd)

[Funimation Films Logo]   ABOUT US   FILM VAULT   PARTNERS   EMAIL UPDATES

[Funimation Films Logo]   X   Email address   Submit

1. Header background is initially transparent and then turns translucent as the user scrolls down the page

2. Links to ABOUT US page

3. Links to PARTNERS page (Note: should only show up if the user is logged in as a partner, otherwise should be hidden) - This is a fix needed

4. Clicking "EMAIL UPDATES" opens up email input field for submission; allows user to receive updates from Funimation Films; see interation to the left

5. Links to Funimationfilms.com home page

6. Links to the Library page for Theatrical Exhibition (could be called "Film Library")

Carousel Changes (if Show card is used to link to archived pages)

The Carousel will contain an additional Show Card "Prior Films" to be located always to the farthest left in the list.
This will be the link to the Archived Film Landing Page
The "Prior Films" show card should be visually interesting enough that the use will be drawn to clicking on it
Example below:

Show Image   Show Image

Show Image   Show Image

[Archive Shows Group Title]
[Information, Products and More]

[Archive Descriptive Text Line 1]
[Archive Descriptive Text Line 2]
[Archive Descriptive Text Line 3]
[Archive Descriptive Text Line 4]
[Archive Descriptive Text Line 5]
[Archive Descriptive Text Line 6]
[Archive Descriptive Text Line 7]
[Archive Descriptive Text Line 8]

[Archive Shows Group Title]
[Information, Products and More]

1. Some type of interesting visual depicting multiple films

2. Text to indicate:
   1 These are prior shows
   2 Here's where you can get info, trailers, products and images

3. Same action as with Show cards; mouse over makes it flip and clicking anywhere on the card takes user to Archive Film landing page

4. More descriptive text about what you can find here and marketing stuff about Funimationfilms (up to 8 lines)

ALT 1

Home Page Changes (if button bar is used to link to archived pages)

[See Prior Blockbuster Films]

1. Button Bar to be placed at #3 in page layout shown at top of page
   This links to the archived show landing page

   Actual text is (TBD)

DISCUSSION:

The use of an "Archive" Show Card vs a Button Bar to link to archived pages.

The use of a Button Bar is best when:
  1. There are 3 or more ACTIVE/FUTURE PLAYING shows, as the carousel fills the users' view without gaps when there are three or more shows. The needed user action, depending on how many shows are presented, is to scroll left and scroll right (always with the currently playing shows in the center with the use of empty cards for padding).
  2. The Button Bar does not have the visual impact of a collage type of Archived Show Card, so that needs to be balanced with the need to move the users to the Archive area.

The use of the Archived Show Card is best when:
  1. There are no more than 2 ACTIVE/FUTURE PLAYING shows, as the initial state of the carousel shows the user EVERYTHING (presently playing, coming soon, and archived). This allows a one click experience to navigate to what they want and makes a visual impact for the Archived shows.

Active Show Page Layout

Translucent Header

Single Movie Image

Movie Title Text Area

Background Image

[Text line 1]
[Text line 2]

[Show play dates]

| Button 1 | Button 2 | Button 3 |

Trailers

Show Image

Show Image

Optional info area

Optional info area

Background Image

Theatrical Dates

Movie Title - Date(s)   [Ticket Status]

Background Image

About

'About' information (varies per Film)

Background Image

Gallery

Background Image

Image | Image | Image | Image

Image | Image | Image | Image

Background Image

Theater Locator

Enter City + State, or ZIP Code

[Don't see a screening in your city? More theaters will be added soon—check back again later!]

National Map

+
-

Opaque Footer

---

1 All elements, unless otherwise noted, are discussed in the "Landing Page Elements" section of this document

2 Button Area:
1. Can have up to Three Buttons depending on the status of the show being displayed
   a. "SHARE THIS"
      1. Always available
      2. Links to social media to share
         a. Facebook
         b. Twitter
         c. Google+
         d. Pintrest
         e. Reddit
   b. "LEARN MORE"
      1. Always available as there will always be a show page for what ever is being displayed in the banner
      2. Takes user to the beginning (top) of the respective show page
   c. "BUY TICKETS"
      1. Only available if the show is 'active' (currently being shown)
      2. Takes user to the "Buy Tickets" section of the respective show page

2a SUGGESTION:
Suggested change to the Marketing Ribbon. The current Marketing ribbon implementation corrupts the visual aesthetics created by the UI designer; it is highly suggested to narrow the ribbon to bring back the orginal perspective. This can be done by moving play dates to the area above the buttons and restricting the text to two lines (max of three lines). Additionally, the left margin of the text should be moved to the right to prevent wrapping which creates additional lines.

3 If ONE trailer then have one large player image, if more than one then have appropriately sized and grouped player images.

Clicking the play icon swipes a full screen player modal into view and the trailer starts to play.

The Player modal is an overlay on the existing page

The modal is closed via an animated "X" in the upper right hand corner.

4 This is an optional info area where titles or other studio required/copyright information can go. This is OPTIONAL and should only be used if required.

5 Different appropriate background images are chosen for each section. This serves as visual section break and provides visual distinction between sections.

6 Theatrical Dates
1. For actively playing films only
2. Shows Movie title, Date(s) of showing(s) and Ticket Status

7 3. Ticket Status can be
   a. "buy tickets now"
   b. "buy advance tickets now"
   c. "advance tickets coming soon"

8 The "About" section varies depending on the information provided by the Studio. It can be in a one or two column format.

Information that may be included:
1. Movie Synopsis
2. Cast (Japanese and English)
3. Staff (Japanese and English)
4. Crew (Japanese and English)
5. Language (Japanese and English)
6. Director Information
7. Creator Information
8. Animation Studio Information

9 The "Gallery" section(s) vary depending on the images provided by the Studio. A Movie can have a single Gallery or multiple galleries if the Movie has several parts or if the showing contains movies in a series.

Interaction;
1. Clicking on an image opens a modal which allows the user to view the image.
2. The modal has navigation arrows to move backwards and forward through the stills
3. The modal is closed via an "X" in the upper right hand corner.

10 "Theater Locator" is shown as not having detected the user's location. The web page should try to use the user's location in order to populate the map area with theater locations.

The user can either the city + state or the Zip code in order to manually locate a theater.

Theater locator is ONLY SHOWN when a Film is actively playing or has booking in the future for the film.

11 In the event that the locator cannot detect the user's location , it defaults to a nation wide map

If the user enters the zip code or the Locator can detect the user's location AND there are showings w/i a 50 mile radius, the Locator returns a listing of theaters, their addresses, Distance, A button to buy tickets and a map showing the locations.
See below:

ANGELIKA FILM CENTER AND CAFE
5321 MOCKINGBIRD LANE SUITE 201
DALLAS
DALLAS, TX 75206
Distance: 26.54 miles
BUY TICKETS

ANGELIKA FILM CENTER AND CAFE
7205 BISHOP RD
PLANO, TX 75024
Distance: 29.04 miles
BUY TICKETS

In the event that NO showings are available in the location, the Locator returns the following message:

[Sorry, there are no theaters available in this area, please try another location.]

12 Licensee and Licensor information is located here and is dependent upon the Licensor requirements (sometimes studio logo/graphics will need to be displayed along with plain text).

Film Vault (Repatory) Landing Page Layout

Hero (optional) ①

Films for Theatrical Exhibition

Show Image	Show Image	Show Image
[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]
Show Image	Show Image	Show Image
[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]
Show Image	Show Image	Show Image
[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]
Show Image	Show Image	Show Image
[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)]

LOAD MORE

Opaque Footer

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① Optional reduced size Hero (It would be cleaner if there were no Hero since it conveys no additional info and the point of the page is to get to the content)
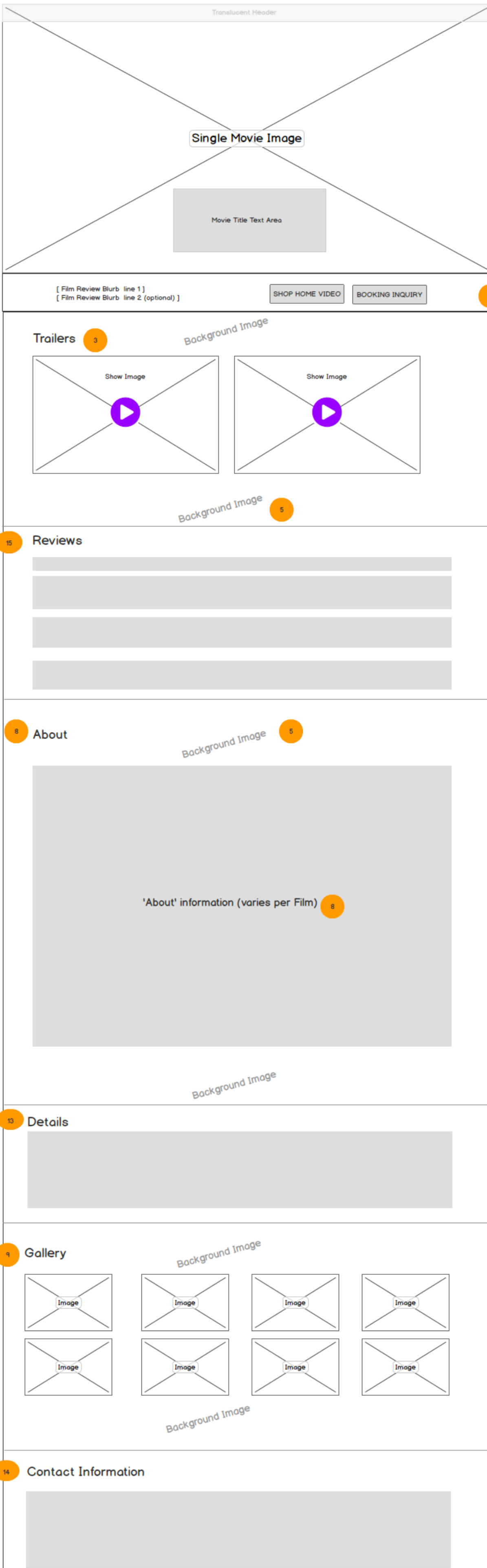
② "Films for Theatrical Exhibition" section consists of 4 rows of 3 show cards (or less) with the option to 'Load More' if more than 12 shows are archived.

The "Show Cards" for archived shows are exactly the same as those for active shows with the following exceptions
1. NO Play dates.
2. NO card filps with additional info
3. NO navigational caret

The cards, once clicked on, take the user to the "Data Sheet" page for that Film

Film Vault Page Layout (This closely models the archived page layout)

Single Movie Image

Movie Title Text Area

[Film Review Blurb line 1]
[Film Review Blurb line 2 (optional)]

SHOP HOME VIDEO   BOOKING INQUIRY   **2**

Trailers **3**

Background Image

Show Image

Show Image

Background Image **5**

Reviews **15**

About **8**   *Background Image* **5**

'About' information (varies per Film) **8**

Background Image

Details **13**

Background Image

Gallery **9**

Background Image

Image   Image   Image   Image

Image   Image   Image   Image

Background Image

Contact Information **14**

12   { (c) [Year] [originating studio] [Licensed by Funimation® Productions, Ltd. All Rights Reserved.] }

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1 All elements, unless otherwise noted, are discussed in the "Landing Page Elements" section of this document

2 Narrow Marketing Ribbon shows One Review Blurb and button values are:
"SHOP HOME VIDEO" - sends user to funimation.com product page for that video (IF one exists)
"BOOKING INQUIRY" - opens up the user's email client to send email to the specified address (TBD) with the specified Subject line (TBD) to the attention of (TBD)

3 IF WE HAVE TRAILER ASSETS (otherwise leave out section):
If ONE trailer then have one large player image, if more than one then have appropriately sized and grouped player images.

Clicking the play icon swipes a full screen player modal into view and the trailer starts to play.

The Player modal is an overlay on the existing page

The modal is closed via an animated "X" in the upper right hand corner.

5 Different appropriate background images are chosen for each section. This serves as visual section break and provides visual distinction between sections. If visual assets not available, use standard sectional dividers

8 The "About" section varies depending on the information provided by the Marketing One Sheet. It can be in a one or two column format.
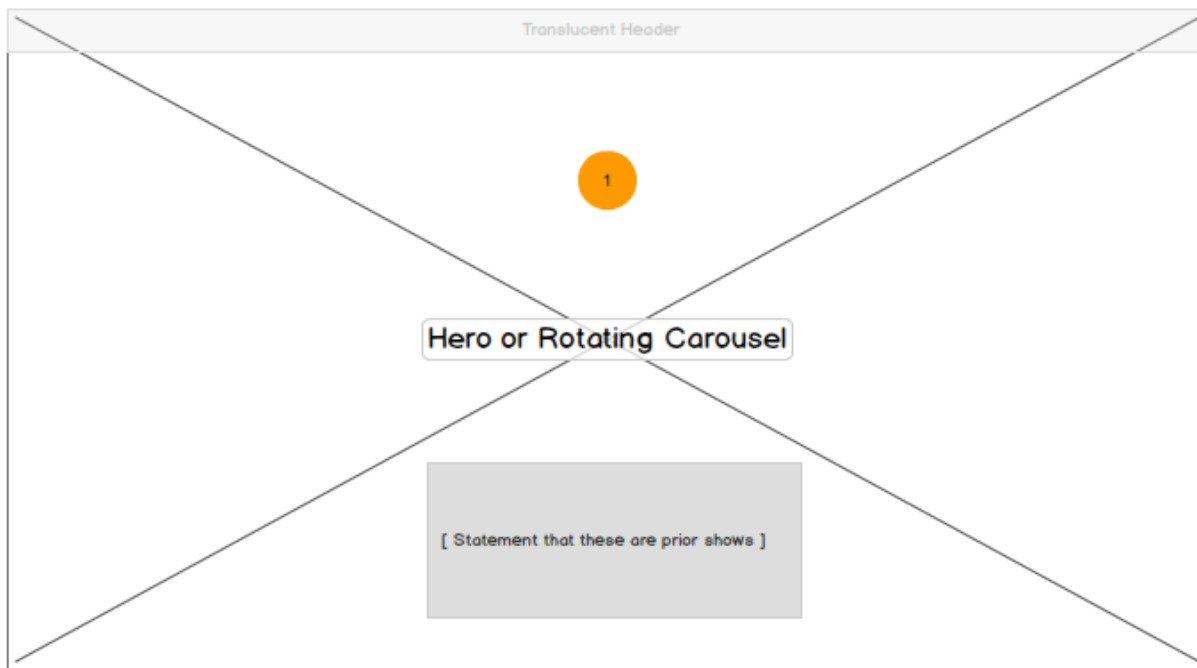
Information that may be included:
1. Movie Synopsis
2. Cast (Japanese and English)
3. Staff (Japanese and English)
4. Crew (Japanese and English)
5. Language (Japanese and English)
6. Director Information
7. Creator Information
8. Animation Studio Information
9. Awards and Nomination
10. Film Festival Appearances

9 The "Gallery" section(s) vary depending on the images provided by the Studio. A Movie can have a single Gallery or multiple galleries if the Movie has several parts or if the showing contains movies in a series.

Interaction;
1. Clicking an image opens a modal which allows the user to view the image.
2. The modal has navigation arrows to move backwards and forward through the stills
3. The modal is closed via an "X" in the upper right hand corner.

IF no images are available for an image gallery, delete Gallery section.

12 Licensee and Licensor infomation is located here and is dependent upon the Licensor requirements (sometimes studio logo/graphics will need to be displayed along with plain text).

13 Details Information may vary per Marketing One-Sheet, but this area may contain the following information:
· Run Time
· MainTarget Demo
· Secondary Target Demo
· Genre
· Similar Shows
· Suggesting Showing Time
· Suggested Ticket Price
· Rating
· In Theater Promotions

14 Contact Information may vary per Marketing One-Sheet, but this area may contain the following contacts/email addresses:
· Home Video
· Licensing
· Press Relations and Films
· Broadcast Rights
· Marketing
· Theatrical Rights

15 If available,
Review blurbs, full reviews and reviewer name

If not available, leave section out

Archived Show Landing Page Layout

1

Hero or Rotating Carousel

[Statement that these are prior shows]

2 Prior Films

Show Image	Show Image	Show Image
[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶
Show Image	Show Image	Show Image
[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶
Show Image	Show Image	Show Image
[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶
Show Image	Show Image	Show Image
[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶	[Show Title Line 1 (Required)] [Show Title Line 2 (Optional)] ▶

LOAD MORE

1 Either a Funimation Films Hero or a Rotating Carousel of Archived shows can be placed here; the point is to
#1 Let the user know that these are PRIOR shows
#2 Showcase the Shows
#3 Entice them to explore the page and visit the show pages which now have Product for sale
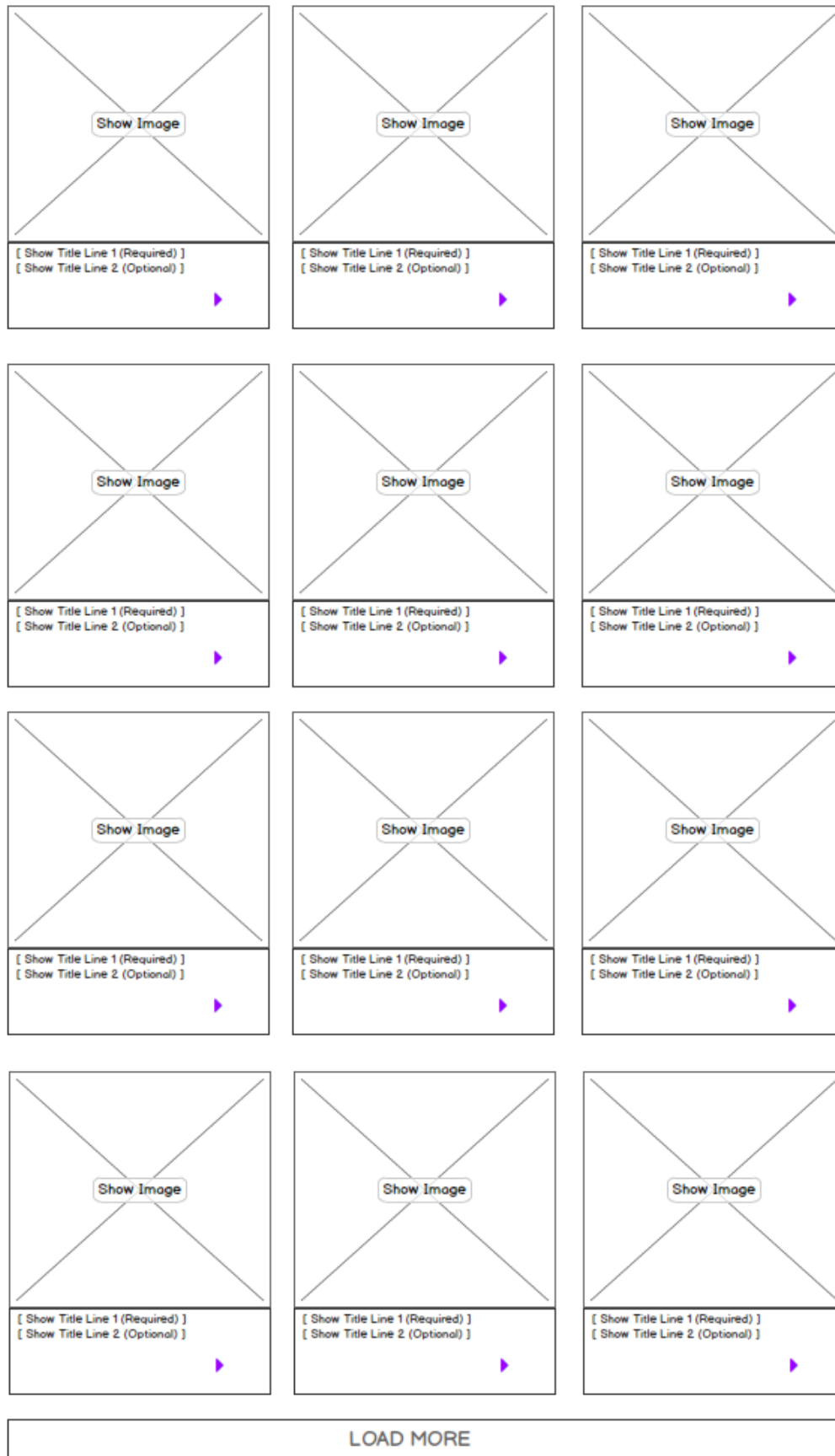
IF a rotating Carousel of Archives shows is used, ensure that clicking on the image takes the user to that archived show page.

2 "Prior Shows" section consists of 4 rows of 3 show cards (or less) with the option to 'Load More' if more than 12 shows are archived.
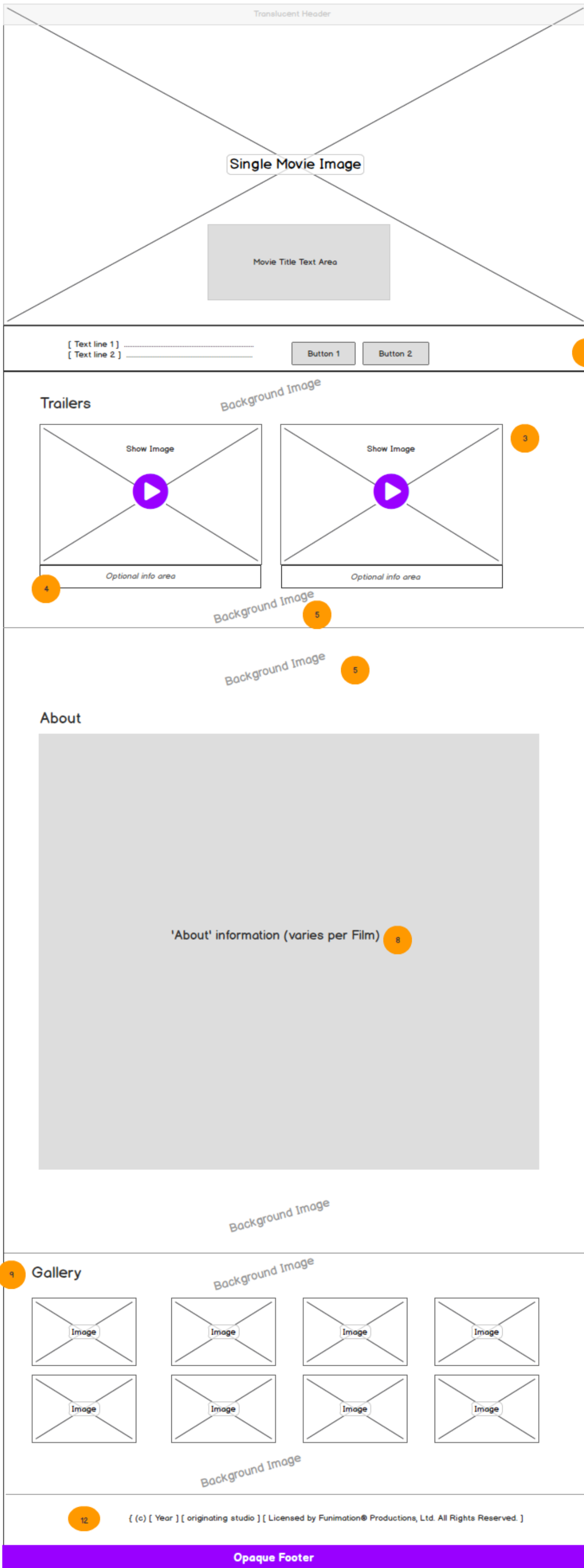
The "Show Cards" for archived shows are exactly the same as those for active shows with the exception of having NO Play dates.

Clicking on the "Show Card" takes the user to the Show's Archived page. "Archived / Inactive Page Layout"

Archived / Inactive Page Layout

Translucent Header

Single Movie Image

Movie Title Text Area

[Text line 1] _____
[Text line 2] _____   [Button 1] [Button 2]   **2**

Trailers

Background Image

Show Image ▶   Show Image ▶   **3**

Optional info area   *Optional info area*

4

Background Image   **5**

Background Image   **5**

About

'About' information (varies per Film)   **6**

Background Image

9 ## Gallery

Background Image

Image Image Image Image

Image Image Image Image

Background Image

12 { (c) [Year] [originating studio] [Licensed by Funimation® Productions, Ltd. All Rights Reserved.]

Opaque Footer

Figure 1

13

Hot Products

Product Image Product Image Product Image Product Image

Alt

Hot Products

Product Image

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1 All elements, unless otherwise noted, are discussed in the "Landing Page Elements" section of this document

2 Narrow Marketing Ribbon shows Two lines of text, NO show dates, and button values are:
"SHARE THIS" - Facebook, Twitter, Google+, Pintrest, Reddit
"LEARN MORE" - jumps in page to the "About" section

3 If ONE trailer then have one large player image, if more than one then have appropriately sized and grouped player images.

Clicking the play icon swipes a full screen player modal into view and the trailer starts to play.

The Player modal is an overlay on the existing page

The modal is closed via an animated "X" in the upper right hand corner.

4 This is an optional info area where titles or other studio required/copyright information can go. This is OPTIONAL and should only be used if required.

5 Different appropriate background images are chosen for each section. This serves as visual section break and provides visual distinction between sections.

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Information that may be included:
1. Movie Synopsis
2. Cast (Japanese and English)
3. Staff (Japanese and English)
4. Crew (Japanese and English)
5. Language (Japanese and English)
6. Director Information
7. Creator Information
8. Animation Studio Information

9 The "Gallery" section(s) vary depending on the images provided by the Studio. A Movie can have a single Gallery or multiple galleries if the Movie has several parts or if the showing contains movies in a series.

Interaction;
1. Clicking an image opens a modal which allows the user to view the image.
2. The modal has navigation arrows to move backwards and forward through the stills
3. The modal is closed via an "X" in the upper right hand corner.

12 Licensee and Licensor information is located here and is dependent upon the Licensor requirements (sometimes studio logo/graphics will need to be displayed along with plain text).

13 "Hot Products" (name TBD) section is a new section showcasing all products associated with the Archived show.
1. In the event there is no product this section will not be shown to the user.
2. This section will contain DVD/Blu-ray and physical product, if available
3. It is recommended that the "Hot Products" section NOT be located at the bottom of the page, but rather immediately AFTER the Trailer Section for maximum exposure, however the placement is TBD
4. This is a very simple listing of products consisting of clickable product images which then take the user to the product page in the Funimation.com website. Doing this will prevent having price changes, sales, pre orders, and information which fluxuates on the main site from needing to be replicated here since we won't have an active connection to the product database (it's just a simple URL to the product).
5. Displayed Products can Consist of a single product or multiple products, they can be arranged on a single row or on multiple rows. For a single product, a large image is recommended taking up approx 50% of the section area (see Alt)

SEE FIGURE 1
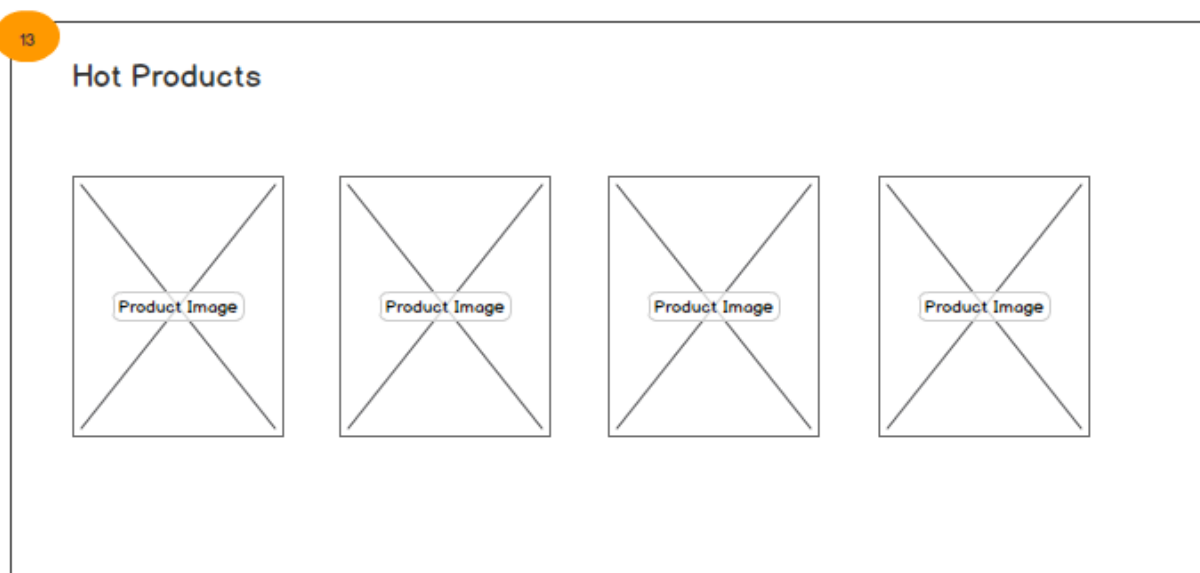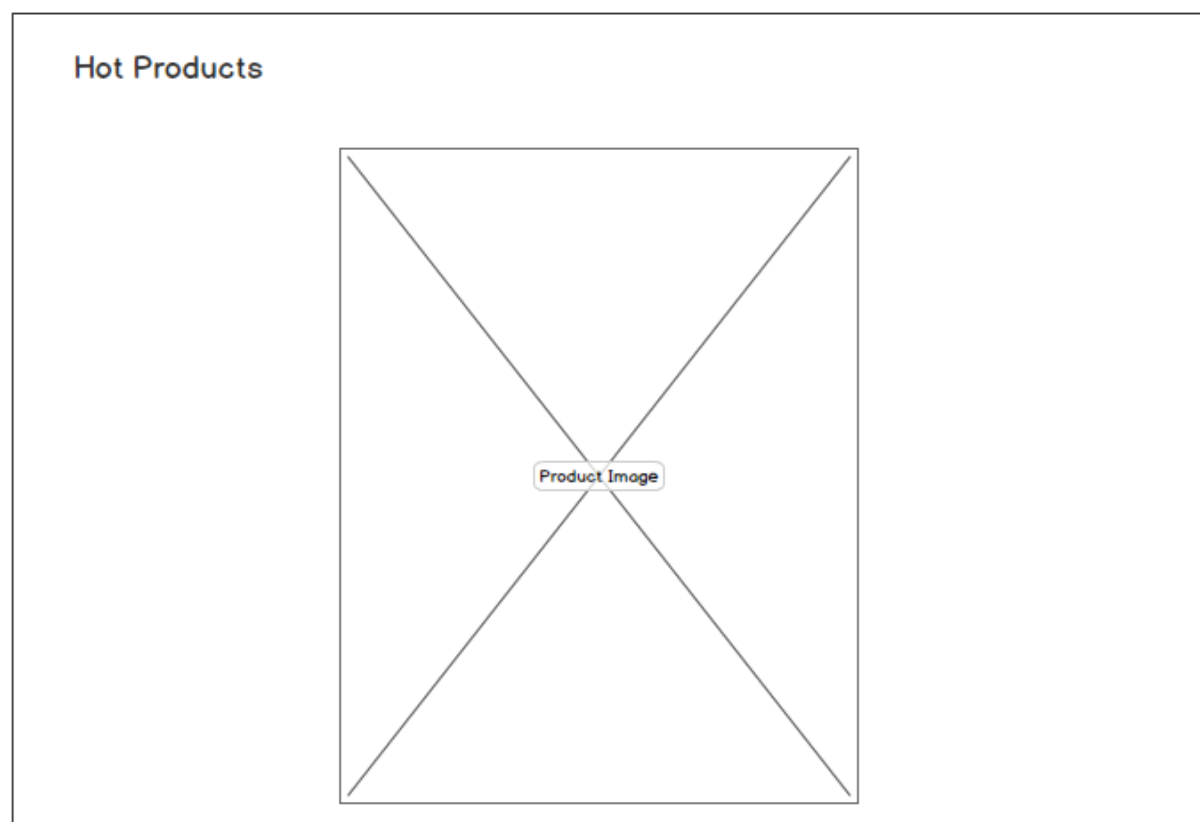
Addendum

Usability Fixes

The issues with the "Partners" section of the website is due to implementation changes after the UX was submitted and approved.
(Design change during production screwed the partners paradigm as was laid out in the prior UX of the website)

1. Partners Log In
   a. Currently a Partner must go to a specific URL to log in (log in is NOT available from the funimationfilms.com website)
   b. After a user logs in, they must manually navigate to the funimationfilms.com website /partners to access the information
   c. PROPOSAL: After the customer logs in, have them automatically redirected to www.funimationfims.com/partners

2. Partners Link Visibility
   a. Currently the "Partners" link is visible to all users (logged in / not logged in)
   b. Users not logged in can go to the Partners page and see error message that they need to login
     1. That page does not tell them where to go to log in or present them with a log in form
     2. That page does not tell them who the page is for
     3. This is a confusing experience for those who don't have access
     4. This is a user deterrent for the exploration of the rest of the website
   c. PROPOSAL: Make the "Partners" navigation link visible ONLY to those who've logged into the website
     1. For Logged In users present the following:

[Funimation Films Logo]		ABOUT US	FILM VAULT	PARTNERS	EMAIL UPDATES

     2. For not Logged In user present the following:

[Funimation Films Logo]		ABOUT US	FILM VAULT	EMAIL UPDATES

3. Home Page Carousel
   a. Currently the Home Page Carousel violates the principle that the center show card (active card) corresponds with the Rotating Hero for that show.
     1. PROPOSAL: Provide Padding/blank/invisible cards to the left and right so that the center card ALWAYS corresponds with the rotating hero image.
   b. Currently the Home Page Carousel violates the principle that the left/right arrows are only active when the user can go to the left or right of the three cards displayed
     1. PROPOSAL: Enable/Disable the left right arrows of the carousel based on whether more items are to the left or right of the three currently being displayed
   c. The order of the cards in the carousel should follow the general trend of
     RULE
     1. Relative Left of Center (swipe left to right/Left Arrow/The Past) = Past/expired shows (and the "Archived" show card)
     2. Relative Center Position (landing position/The Present) = Currently Playing shows (NOW)
     3. Relative Right of Center (swipe right to left/Right Arrow/The Future) = Upcoming shows

4. Home Page Rotating Hero
     1. The Home Page Rotating Hero is using a non standard placement for the sequencer/navigation; it is currently on the right hand side at the bottom.
     a. PROPOSAL: Move the sequencer/navigation to the bottom center position, reduce the size of the sequence indicators, use the standard interaction pattern of circles greyed out and then filled in instead of squares turning to circles. EXAMPLE: ○ ○ ● ○ ○