



August 17, 2015

FUNimation Theatrical Website

V 2.0

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Objectives

- Incorporate Business Requirements Changes from the Original “Theatrical Website, V3.0, April 6, 2015” document as stated at design review on 08/12/2015
- Retain a responsive design by easily migrating UI elements between the desktop and mobile platforms

Changes

- No longer purposed as central hub for G1200 Theatrical Business (now FUNimation only)
- No longer allow access to marketing materials for exhibitors (mobile version)
- No longer include Fandango.com as an ‘example site’
- No longer extensible to accommodate dozens/hundreds of show listings
- No longer allow for alerts for movies/events that don’t have run dates release yet (notification that tickets are now on sale)
- No longer allow for search by Genre, rating, studio due to decreased scope of project (decrease in number of studios and potential movies listed)

Full Page View

Landing Page (section 1)

Now Playing (section 2)

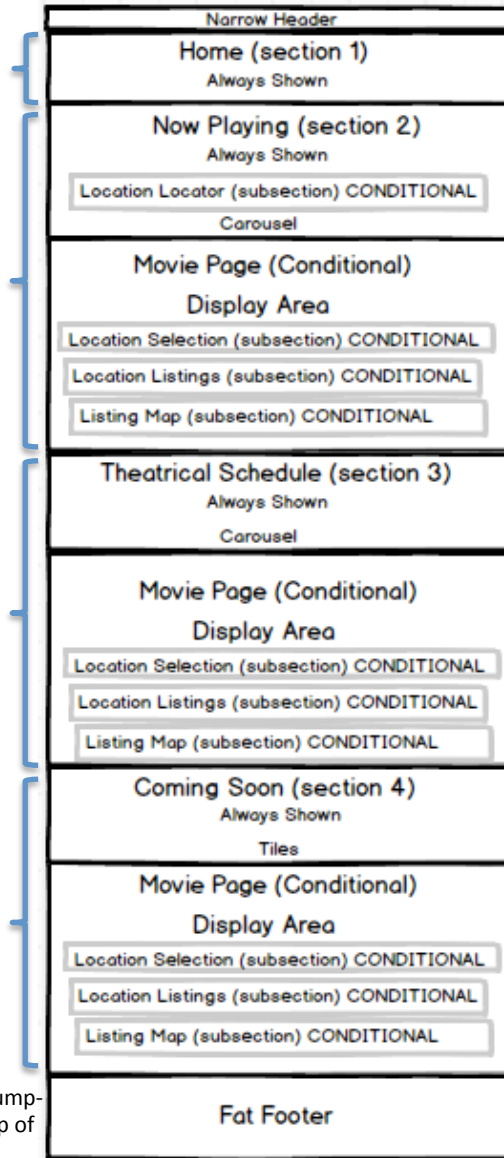
Movie Page (conditional)

Theatrical Schedule (section 3)

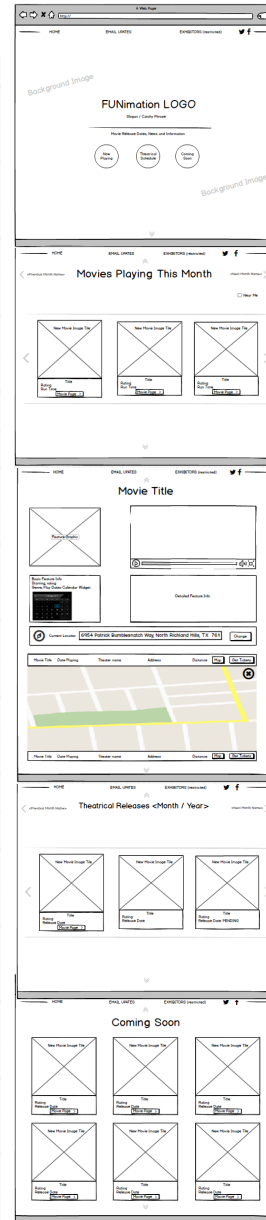
Movie Page (conditional)

Coming Soon (section 4)

Movie Page (conditional)



Fat footer may be necessary for jump-to sections to reposition at the top of the users' browser



Design: Long scrolling section page with Jump-to-points and hidden DIVs, Sticky Main nav

- Landing Page (Jump To hot spots to Now Playing, Theatrical Schedule, Coming soon)
- Always shown

- Now Playing with linear carousel and Movie Cards
- User swipes to choose Months
- User swipes to view Movie cards
- Movie cards are two sided and flip upon mouse over
- Always shown to user

- Movie page initially hidden, shown only upon selecting a movie from Now Playing, Theatrical Release Schedule or Coming Soon Pages
- Contains Location Selector
- Contains table of Listings
- Contains Map

- Theatrical Release Schedule contains carousel of Movie Cards
- If applicable, button to movie page is applied to the card
- Clicking Movie Page button opens movie page below the HR below the carousel
- Always shown

- Coming Soon section contains tiled Movie Cards of all movies coming soon
- If applicable, button to movie page is applied to the card
- Clicking Movie Page button opens movie page below the movie card tile view
- Always Shown

Logic

Desktop / Tablet Landscape Mode



¹ Not shown on ANY Mobile (Tablet Landscape, Tablet Portrait, Mobile Phone)

Desktop / Tablet Landscape Mode

Now Playing (section #2; has current listings w/ dates and locations)

Land on section #2

Find Movie in carousel

Find Month / Year

Select Near Me option ELSE show ALL Movies for month/year for ALL locations

Location locator opens

System provided location – default

User inputs location (system not provided – Manual input)

User changes location – Manual input

Browse to find Movie

Flipable Movie Card to see Movie synopsis

Select “Movie Page” button

Jump down to Movie Page (contains three conditional subsections)

Location locator is visible (Note: user cannot see listings w/o a location but can view Movie Page)

System provided location – default is shown (if default not retrievable, show error message then manual input)

User inputs location (system not provided – Manual input)

User changes location – Manual input

User selects from available dates (calendar widget)

Listings shown

User changes dates

Listings update OR error message

User changes location

Listings update OR error message

User selects “Map” button

Map is shown

User selects “Buy Tickets” button

Hand off to ticket purchase site

Desktop / Tablet Landscape Mode

Theatrical Schedule (section #3; past/present/future – either known or unknown dates/locations)

Land on section #3

Find Movie in carousel

Find Month / Year

Browse to find Movie

Flipable Movie Card to see Movie synopsis (if available, ELSE “No Synopsis Currently Available” message)

IF Movie Page button, then

Select “Movie Page” button

Jump down to Movie Page (contains three conditional subsections)

IF Movie has active listings, then

Location locator is visible (Note: user cannot see listings w/o a location but can view Movie Page)

System provided location – default is shown (if default not retrievable, show error message then manual input)

User inputs location (system not provided – Manual input)

User changes location – Manual input

User selects from available dates (calendar widget)

Listings shown OR error message

User changes dates

Listings update OR error message

User changes location

Listings update OR error message

User selects “Map” button from listing

Map is shown

User selects “Buy Tickets” button from listing

Hand off to ticket purchase site

IF Movie has NO active listings, then

Only show available data (trailer, movie image, movie info, description)

IF NO Movie Page button,

Show card data only

Desktop / Tablet Landscape Mode

Coming Soon (section #4; Playing in future-either known or unknown dates/locations)

Land on section #4

Find Movie Card (no carousel, just scroll)

Browse to find Movie

Flipable Movie Card to see Movie synopsis (if available, ELSE “No Synopsis Currently Available” message

IF Movie Page button, then

Select “Movie Page” button

Jump down to Movie Page (contains three conditional subsections)

IF Movie has known future listings but is not currently active (playing), then

Location locator is visible (Note: user cannot see listings w/o a location but can view Movie Page)

System provided location – default is shown (if default not retrievable, show error message then manual input)

User inputs location (system not provided – Manual input)

User changes location – Manual input

User selects from available dates (calendar widget)

Listings shown OR error message

User changes dates

Listings update OR error message

User changes location

Listings update OR error message

User selects “Map” button from listing

Map is shown

User selects “Buy Tickets” button from listing

Hand off to ticket purchase site

IF Movie has NO known future listings, then

Only show available data (trailer, movie image, movie info, description)

IF NO Movie Page button,

Show card data only

Desktop Mode ONLY

Exhibitors (restricted access)

Login

Nav menu changes to HOME and Exhibitor Menu

Home takes user to non log in site but shown avatar and dropdown to access exhibitor materials

Select “About Theatrical”

Show information (PENDING actual materials/types of materials from marketing)

Select “Exhibitors Materials’

Find Movie in carousel (view restricted based on login credentials)

Flipable Movie Card to see Movie synopsis (if available, ELSE “No Synopsis Currently Available” message

Select “Related Materials” button

Sections opens to show Movie Title and Accordions

Movie Information

Table/List – downloadable/viewable documents

Visual Marketing materials

Table (Banner Ads, Promo Images, Trailers, Posters – downloadable/viewable)

Print Marketing materials

Table/List – downloadable/viewable documents

Select “Log out”

Logs user out & returns them to non login site landing page

Desktop and Tablet Landscape Design

Theatrical Website V2

“EXHIBITORS” link and information will not be displayed on mobile device



Website – Main Page – Section 1 Initial State (#1)



Design: Long scrolling section page with Jump-to-points and hidden DIVs:

- Now Playing (monthly)
 - Movies currently playing
 - Includes locator
 - Swipe to Next Month
 - Swipe to Last Month
- Theatrical Schedule
 - Listing of Current and Future (possibly past) Movies from FUNimation
- Coming Soon
 - Listing of not-yet-playing movies including those whose dates have been set and those whose dates have not been set

Main Nav

- Very THIN Main Nav is sticky and snaps into place when jumping to each section

Social

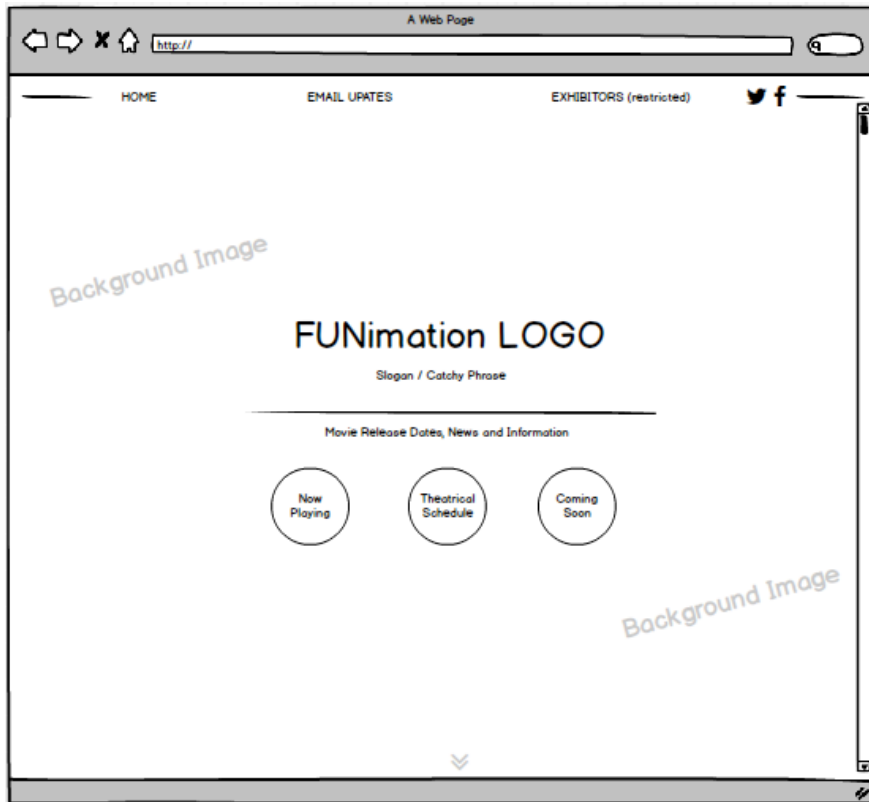
- Social links are sent about the current SECTION that a user is on (Home Page, Now Playing, etc) Including the show page

Double Chevron

- Shows user they can scroll to next section

NOTE: "EXHIBITORS" will NOT BE DISPLAYED in the MOBILE/TABLET versions

Website – Main Page – Section 1 Initial State (#2)



NOTE: “EXHIBITORS” will NOT BE DISPLAYED in the MOBILE/ TABLET versions

EMAIL UPDATES

- Email updates widget is the same being using on the AoT website in the header
- Upon click a drawer opens where user can enter email address



- Upon typing the label “EMAIL UPDATES” changes to “SUBMIT”



- After submission, the label changes to “Hi < user name>”, where “user name” are the character before the @ in the email
Hi, <name>

HOME

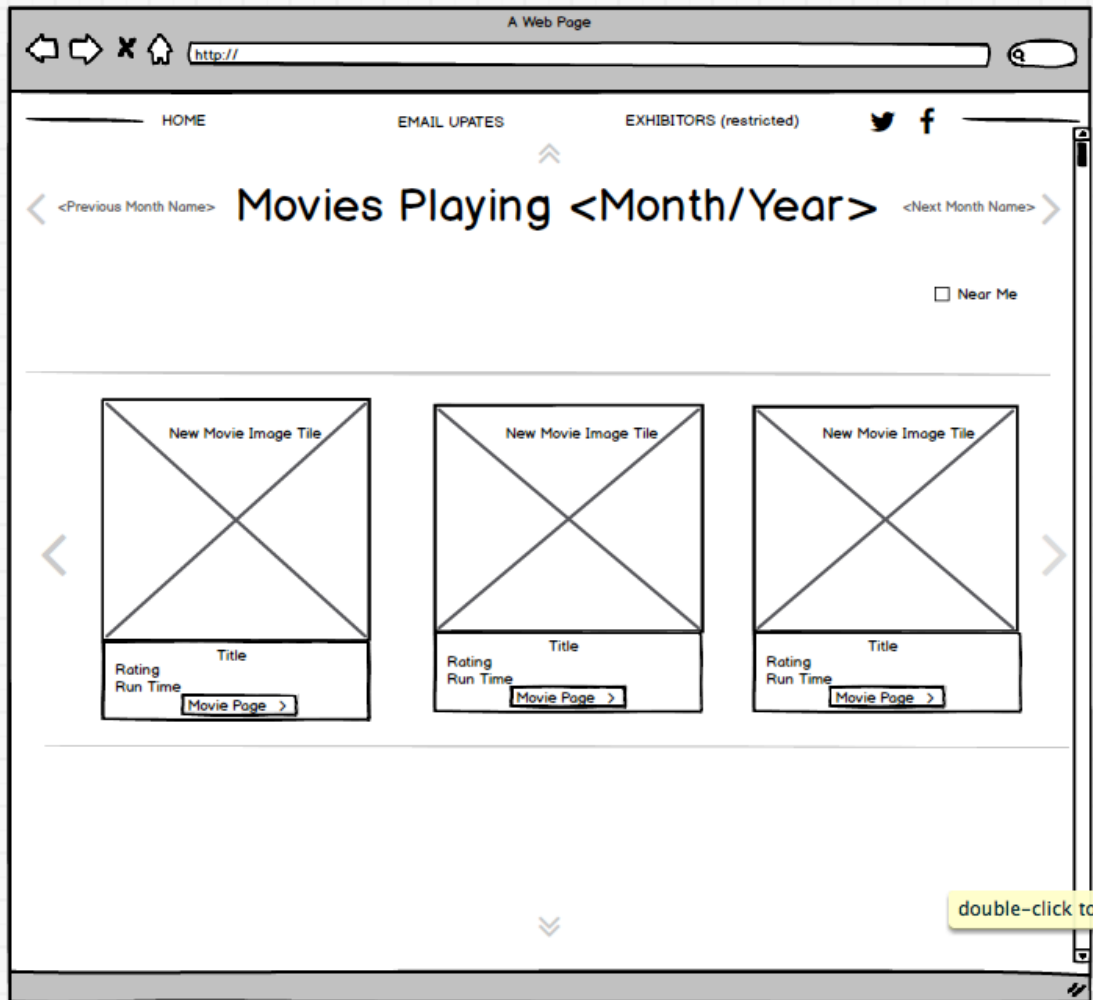
- The home link takes the user to top of the page for Section 1 of the website from anywhere in the website

EXHIBITORS (restricted)

- Exhibitor login launches a login dialog and enables the drop down menu for the exhibitor pages of the website.
- The exhibitor pages of the website are NOT PART of the main page, but constitute a separate page grouping
- Once exhibitor has logged in, the “EXHIBITORS” link turns into “user icon + down chevron”



Now Playing – Initial State (#1)



Moves Playing This Month

- Shows current month based on user system date
- Chevrons allow user to move forward and backward a month at a time until no data is available
- When no data is available for next or previous months, those controls are NOT displayed

Movie Carousel

- Show Movie 'cards' for movies playing for selected month
- Chevrons load next/previous set of show tiles
- IF no Next or Prior movie tiles are available, then the Chevrons disappear

Near Me

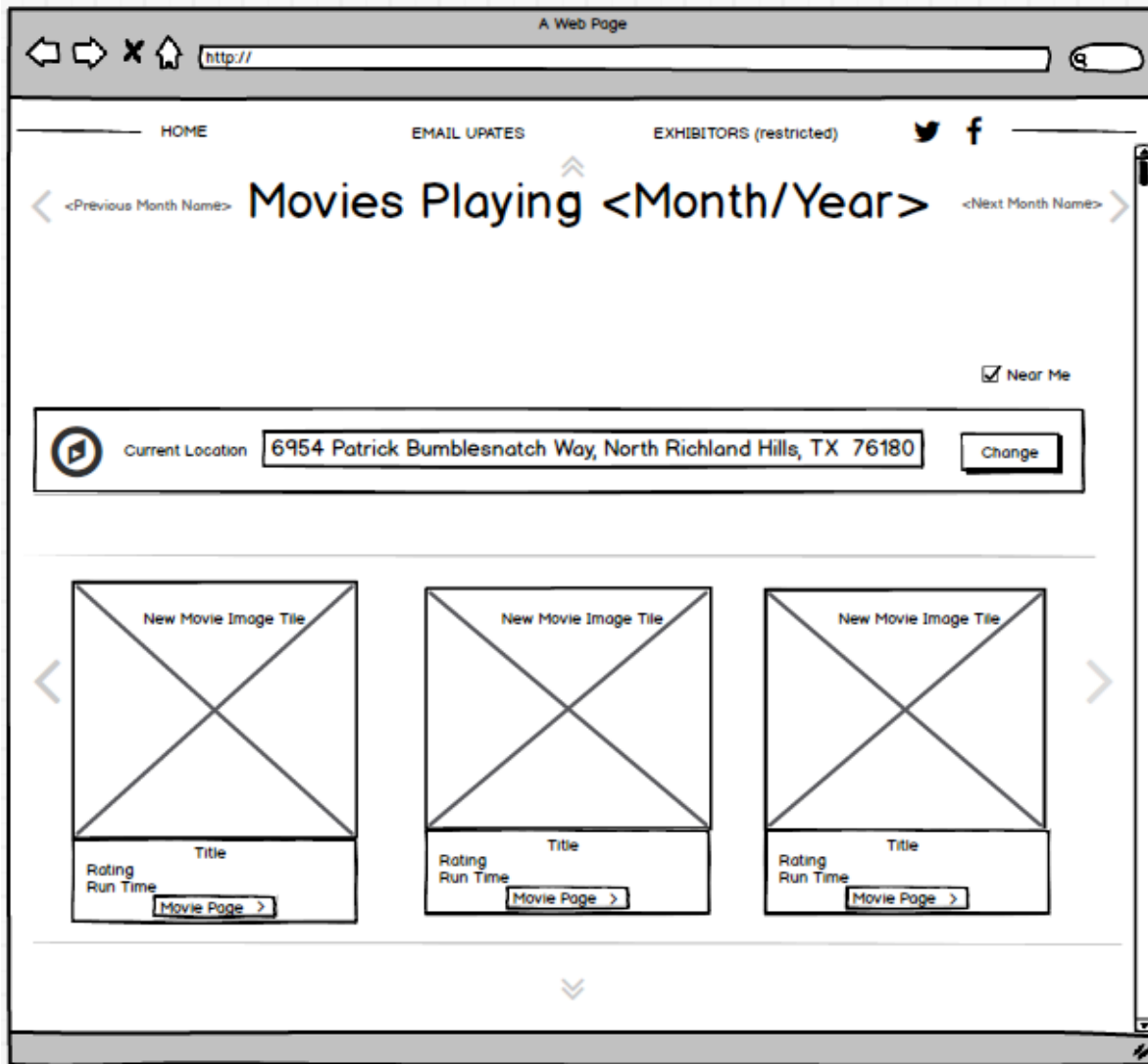
- Near Me opens the Location Selector area in between the Near Me checkbox and the Movie Tile Carousel

Double Chevrons

- Allow users to jump up to past section and to jump down to next section

NOTE: "EXHIBITORS" will NOT BE DISPLAYED in the MOBILE/TABLET versions

Now Playing – Near Me (#1)

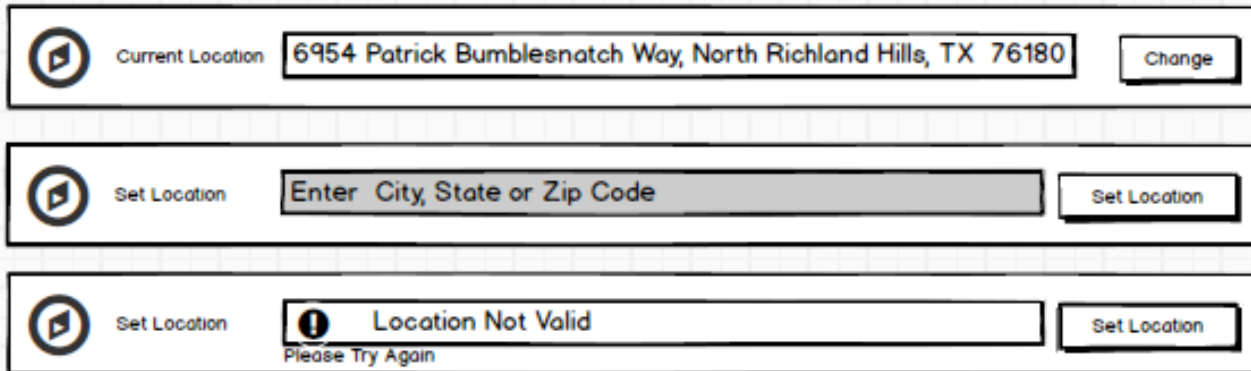


Set Location

- When location is detected by system or cookie or input, display current location and provide the ability to change
- When location is NOT detected, prompt the user to input the information and click Set Location to submit to the system
- When non valid location is entered, system will return error message and allow user to try again.
- Touching/clicking in the entry field clears the error and allows for input.
- Once “Near Me” is checked, the Set Location section stays open
- If the “Near me” is unchecked, the Set Location section closes

NOTE: “EXHIBITORS” will NOT BE DISPLAYED in the MOBILE/TABLET versions

Location Selector States



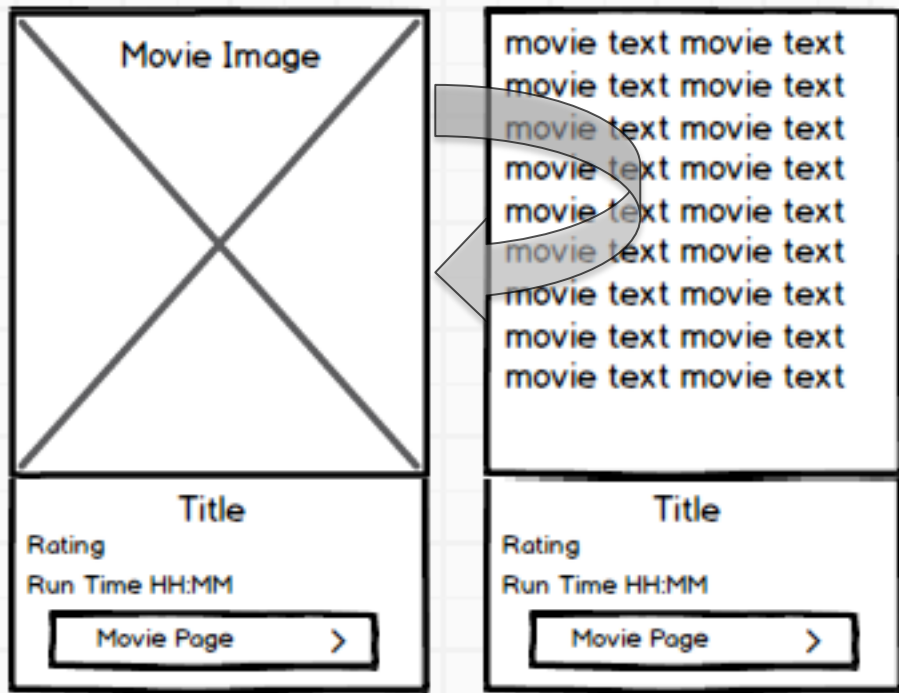
The image displays three horizontal panels illustrating the states of a location selector:

- Current Location:** Shows a location field with the text "6954 Patrick Bumblesnatch Way, North Richland Hills, TX 76180" and a "Change" button.
- Set Location:** Shows a location field with the placeholder text "Enter City, State or Zip Code" and a "Set Location" button.
- Set Location (Error):** Shows a location field with an error message "Location Not Valid" and "Please Try Again" below it, and a "Set Location" button.

Set Location

- When location is detected by system or cookie or input, display current location and provide the ability to change
- When location is NOT detected, prompt the user to input the information and click Set Location to submit to the system
- When non valid location is entered, system will return error message and allow user to try again.
- Touching/clicking in the entry field clears the error and allows for input.

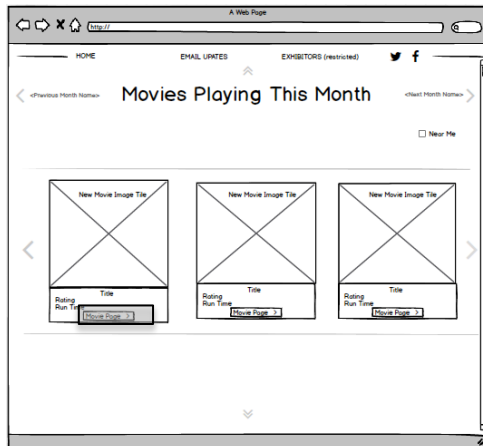
Movie Cards Behavior



Movie Cards

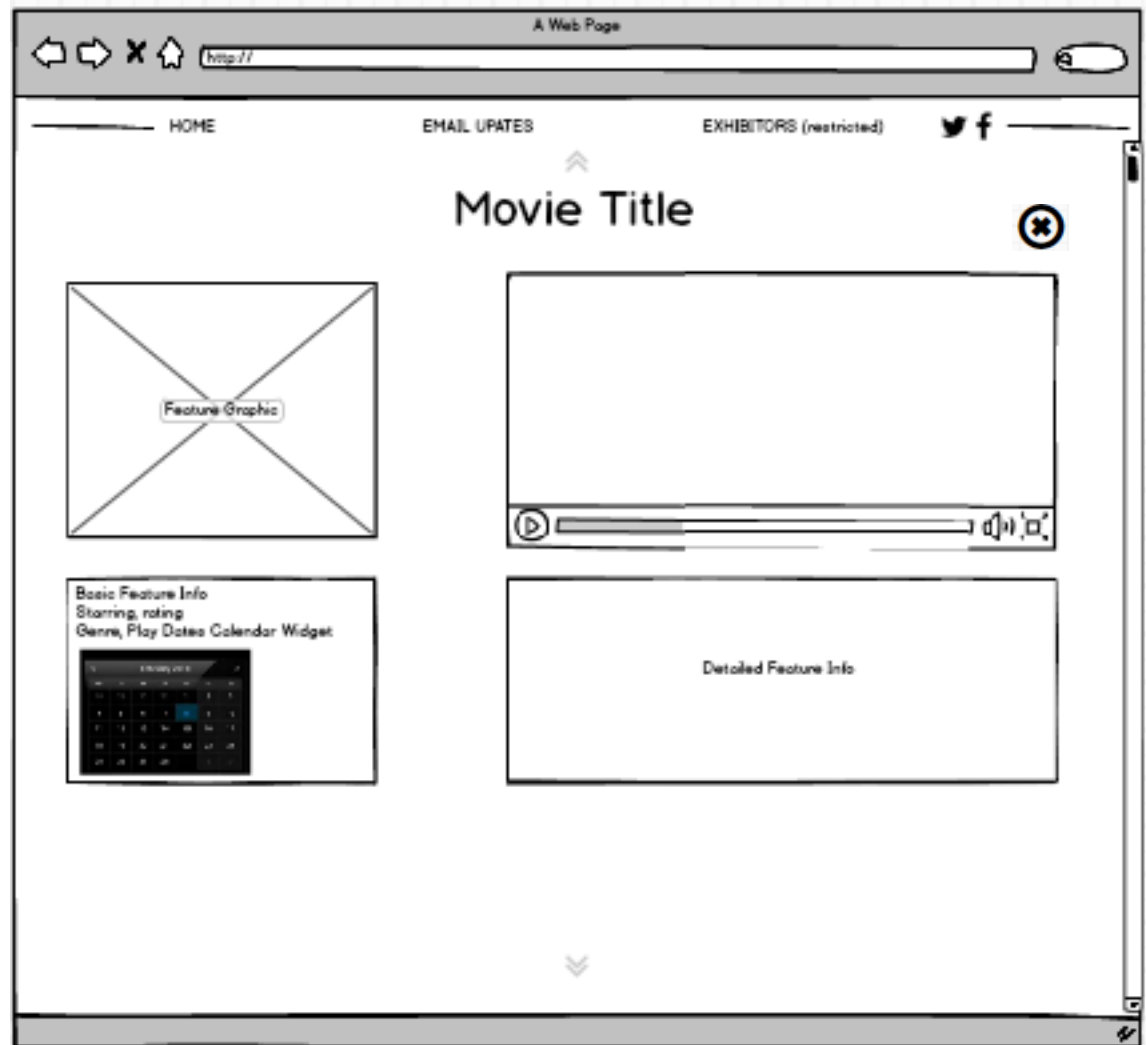
- Movie cards have Three Parts
 - Movie Image Top Section (default state-shown)
 - Image chosen to represent the movie
 - Movie Info Footer (default state-shown)
 - Title
 - Rating
 - Run Time in HH:MM format
 - Button to go to Movie Page for that specific Movie
 - Movie Text Section (Mouse over state)
 - When the user mouses over the movie image (or touches on tablet), the movie image section rotates to the back of the card to show the descriptive text about the movie (synopsis)
 - Mousing off the area (or touching on tablet) returns the card to the default state
 - The Movie Card Footer does NOT CHANGE and does NOT FLIP

Movie Page (Now Playing, Theatrical Schedule, Coming Soon)



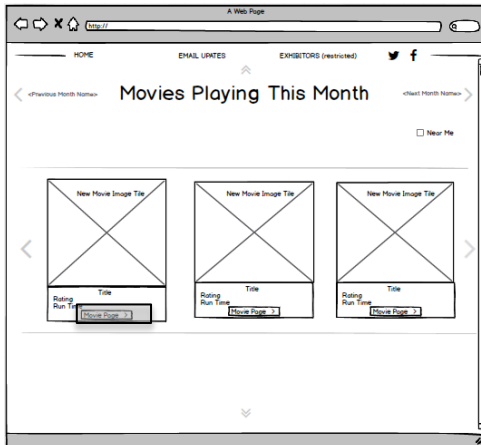
Upon selecting “Movie Page” (from a movie card in either the Now Playing, Theatrical Schedule or Coming Soon sections), the area below that section expands showing the Movie Page (on right).

- The Movie Page contains:
 - Movie Title
 - Feature Graphic (if available)
 - Movie Trailer (if available)
 - Basic feature Info w/ calendar widget (if dates are known)
 - Detailed feature info (if available)



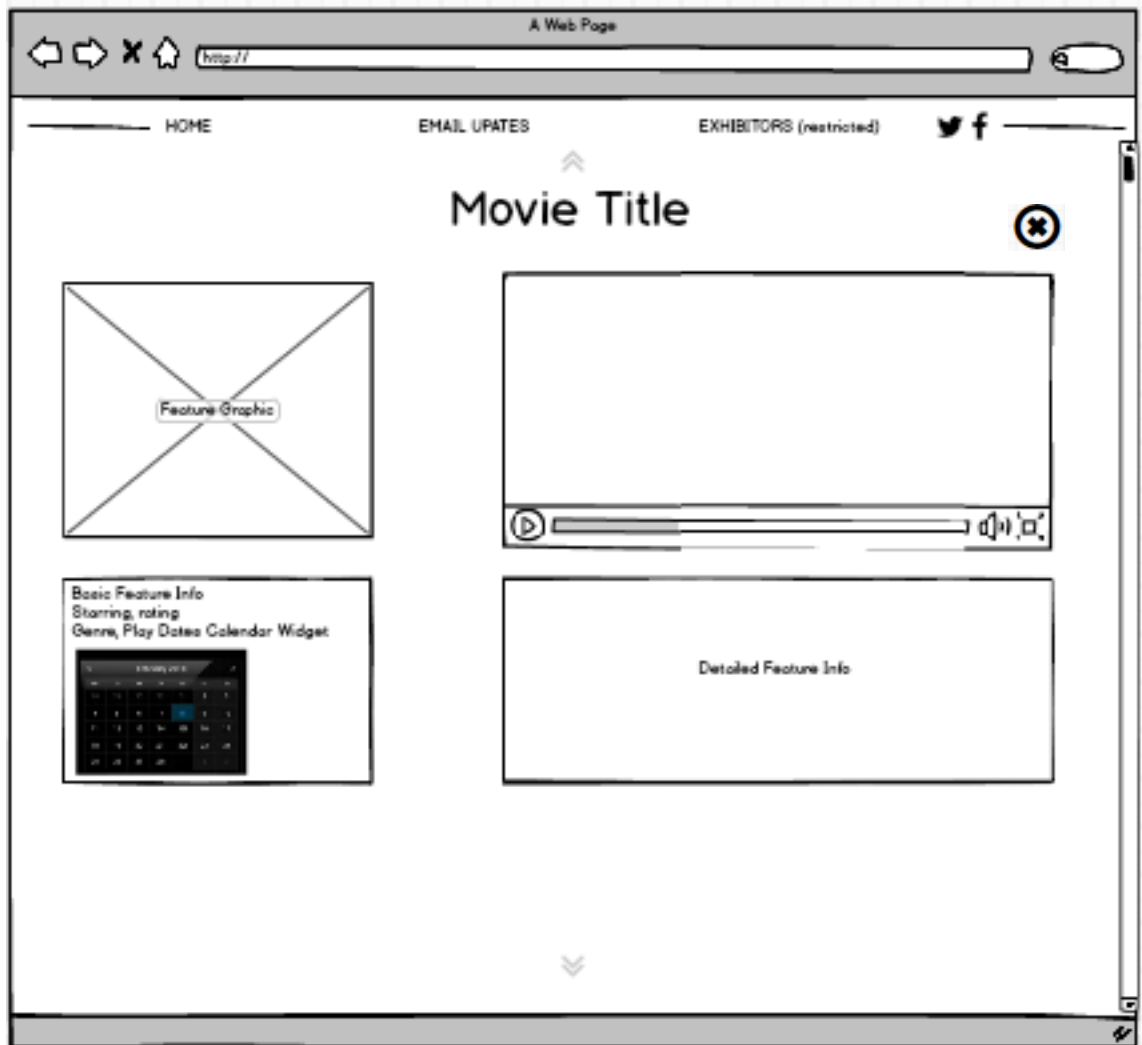
NOTE: “EXHIBITORS” will NOT BE DISPLAYED in the MOBILE/TABLET versions

Movie Page (Now Playing, Theatrical Schedule, Coming Soon)



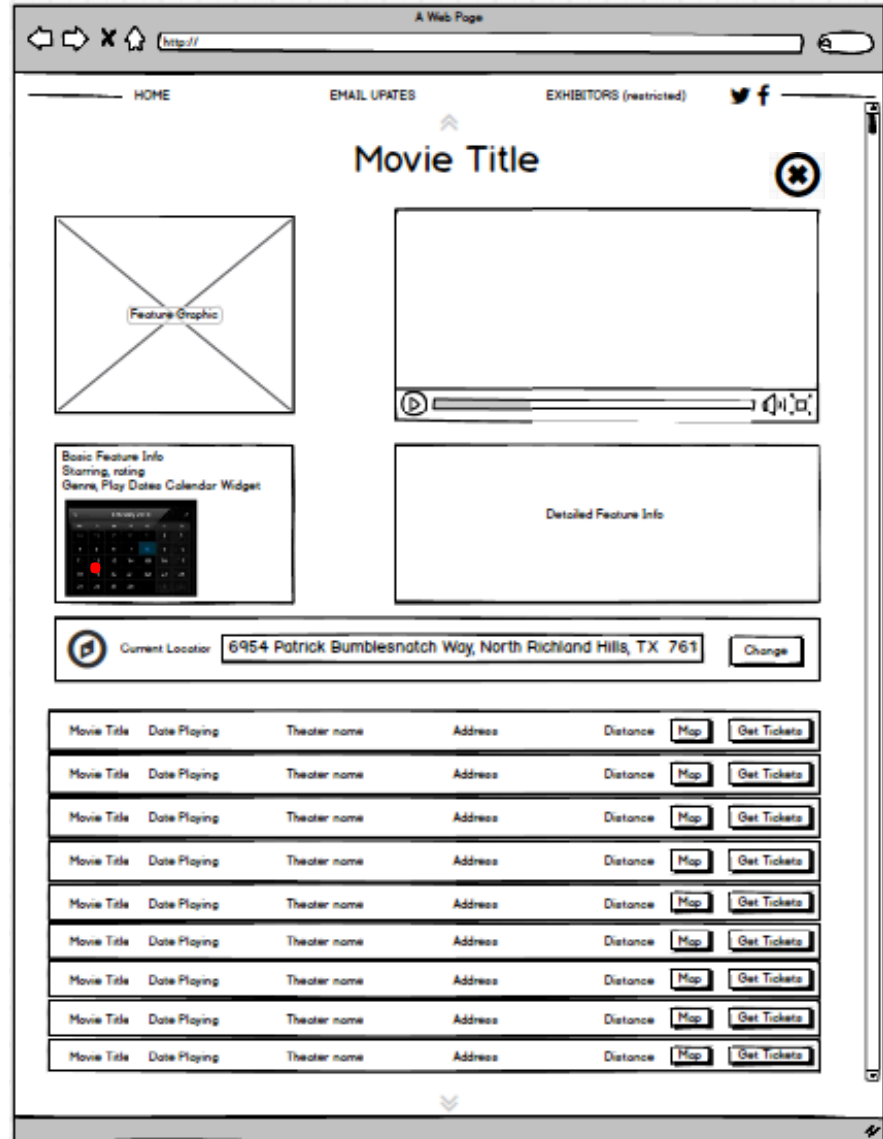
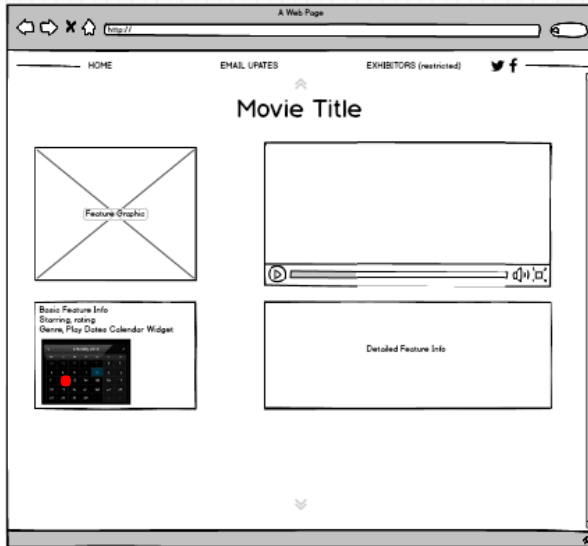
Upon selecting “Movie Page”, the area below the carousel expands showing the Movie Page (on right).

- This expansion animation allows the user to realize they’re on the same page just in another section, to scroll up to select another movie from the carousel and to advance to other movies in the carousel
- Scrolling up and switching months closes the movie page section
- Clicking the “X” collapses the section



NOTE: “EXHIBITORS” will NOT BE DISPLAYED in the MOBILE/TABLET versions

Movie Page Interactions #1 (Now Playing, Theatrical Schedule, Coming Soon)

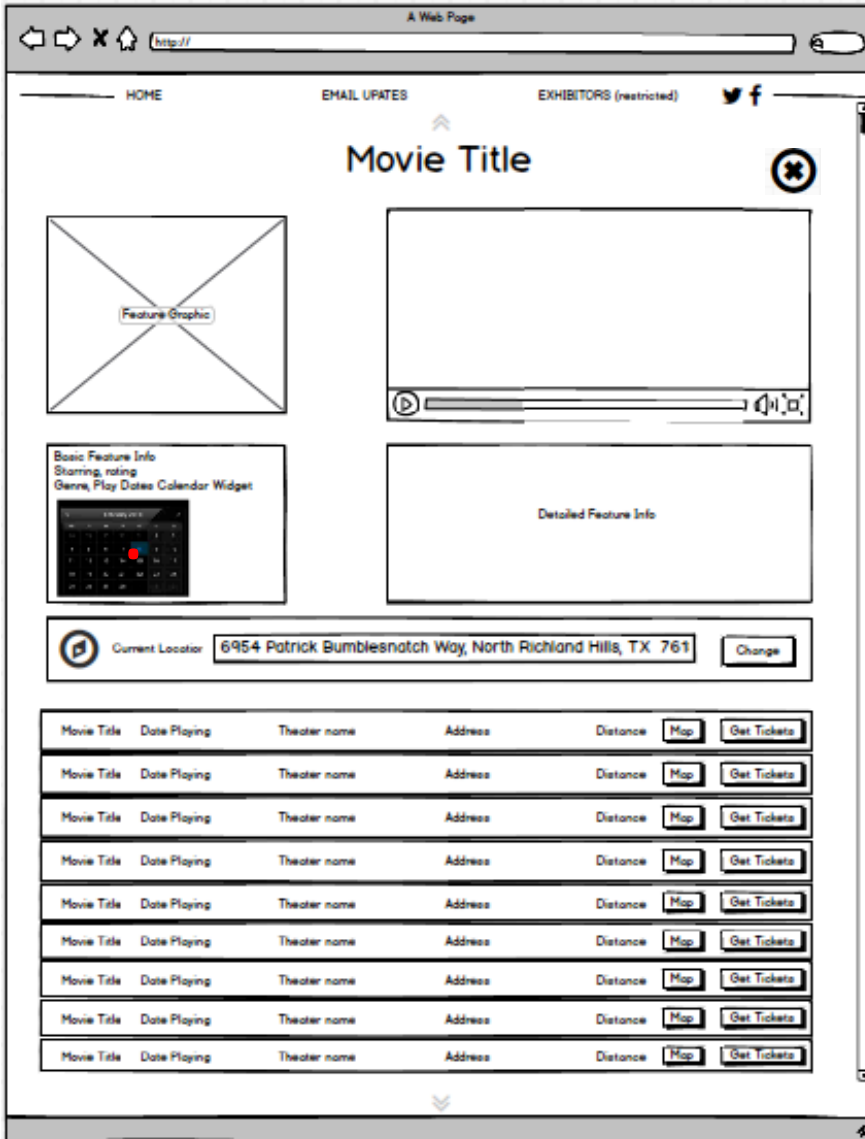


Upon selecting a date from the Movie Page Calendar widget'

- Hidden section at bottom of Movie Page expands to show Location Selector along with a list of Theaters showing the movie ON THAT DATE in a list ordered from closest to farthest within a 100 MILE RANGE
- Location Selector behavior is the same as in prior section
 - User can change Location
 - User can enter location if not detected by system
 - Error feedback is provided

NOTE: "EXHIBITORS" will NOT BE DISPLAYED in the MOBILE/TABLET versions

Movie Page Interactions #2 (Now Playing, Theatrical Schedule, Coming Soon)



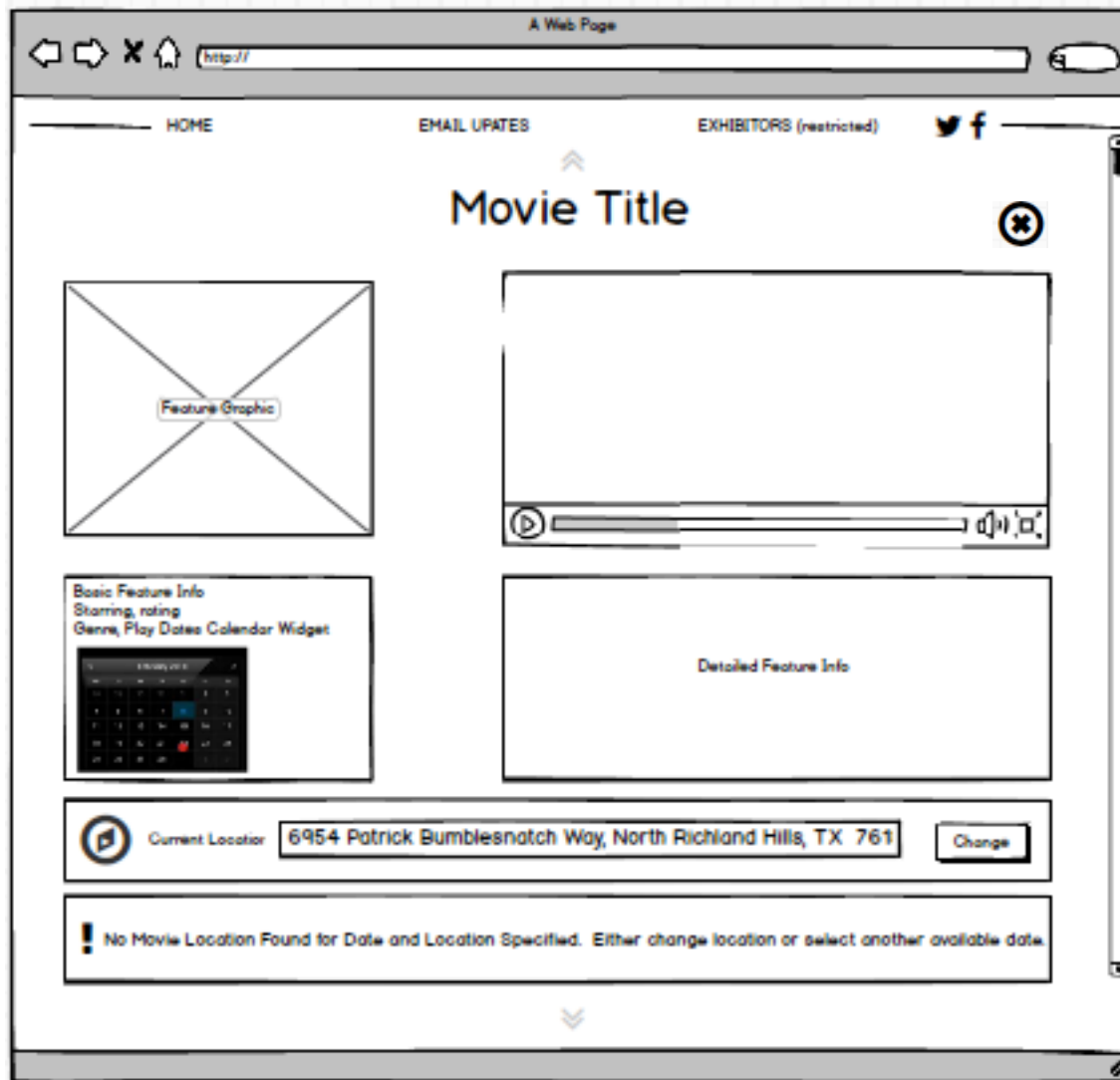
Calendar Widget

- User can Change Date
 - Theater locations update
- User can Change Month
 - Theater locations update
- User can Change Location
 - Theater locations for date selected update
- Available Dates are Highlighted in the Calendar Widget and are selectable
- Dates not available are NOT highlighted and NOT selectable

Listings Table

- Listings table shows
 - Movie Title
 - Date playing or Date Range if available
 - Theater Name
 - Theater Address
 - Distance from User's specified location
 - "MAP" Button
 - "GET TICKETS" Button
- Listings table 'appears' to be a table, but they are a series of accordion headers which expand to show a map when "MAP" button is selected

Movie Page Interactions #3 (Now Playing, Theatrical Schedule, Coming Soon)



No Locations Found

- In the scenario where a user
 - Selects a Valid Date for a Movie
 - Is in a location where the movie will NOT be playing within 100 miles
- OR
- Has changed location which had listings within 100 miles to a location where there is NOT listing data
 - Replace table area with informational block as denoted below
 - “No Movie Location Found for Date and Location Specified. Either change location or select another available date.”
- Changing Date OR Location where listing data is available restores the listings table

NOTE: “EXHIBITORS” will NOT BE DISPLAYED in the MOBILE/TABLET versions

Movie Page Interactions #4 (Now Playing, Theatrical Schedule, Coming Soon)

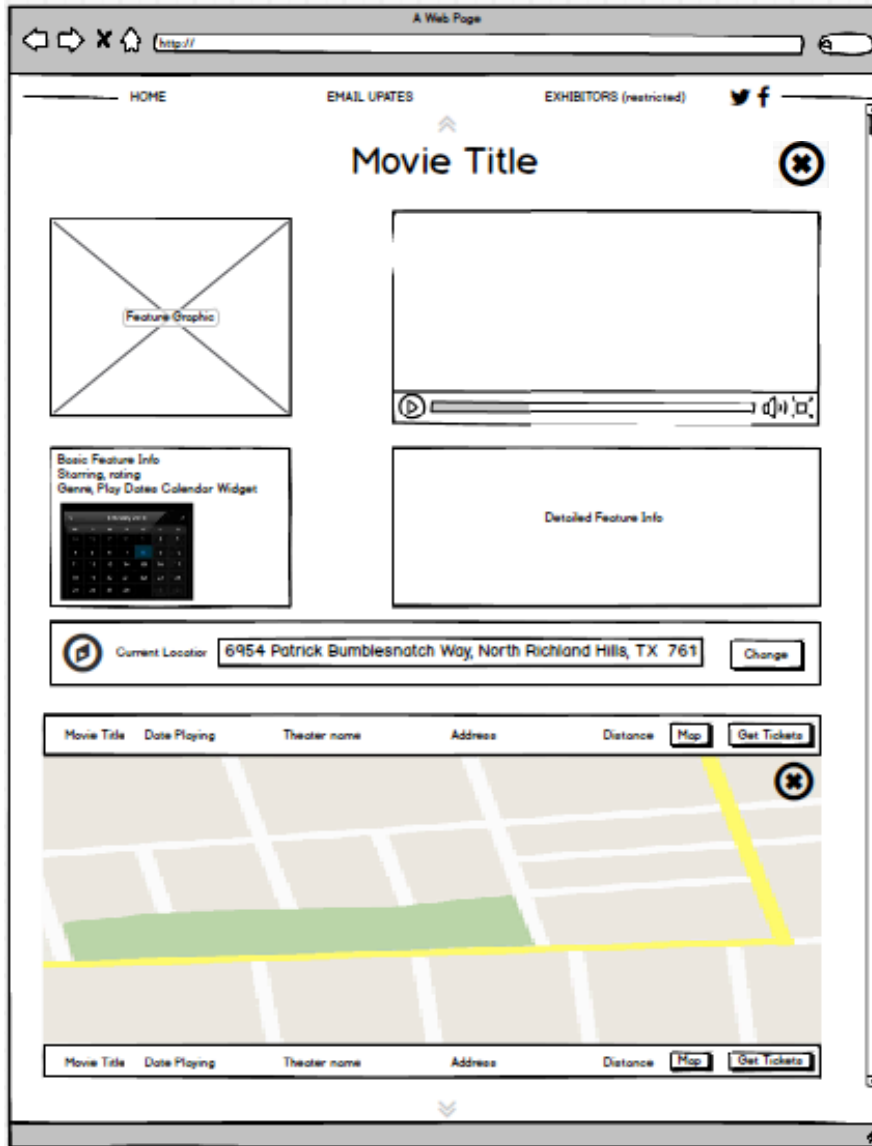
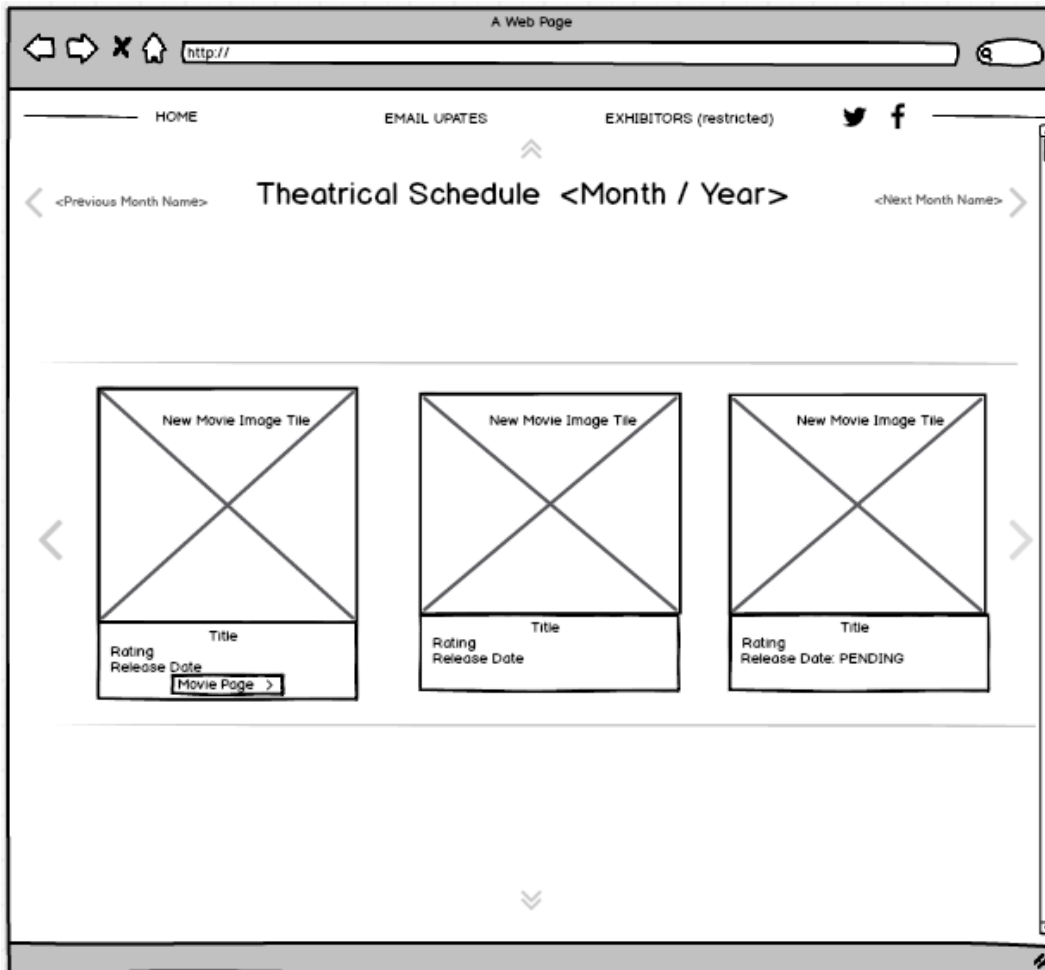


Table Buttons

- Map Button for Listing opens up location of Theater in a map view directly under the corresponding listing
 - Opening Map pushes the contents of the table down the page
 - Closing Map brings the contents of the table back together again
 - Map can be collapsed by using “X” in upper right hand corner of map
- Get Tickets Button hands the user off to the ticket seller
- Entire “Movie Title” section can be collapsed by using “X” in the upper right hand corner of that section

NOTE: “EXHIBITORS” will NOT BE DISPLAYED in the MOBILE/TABLET versions

Theatrical Schedule #1

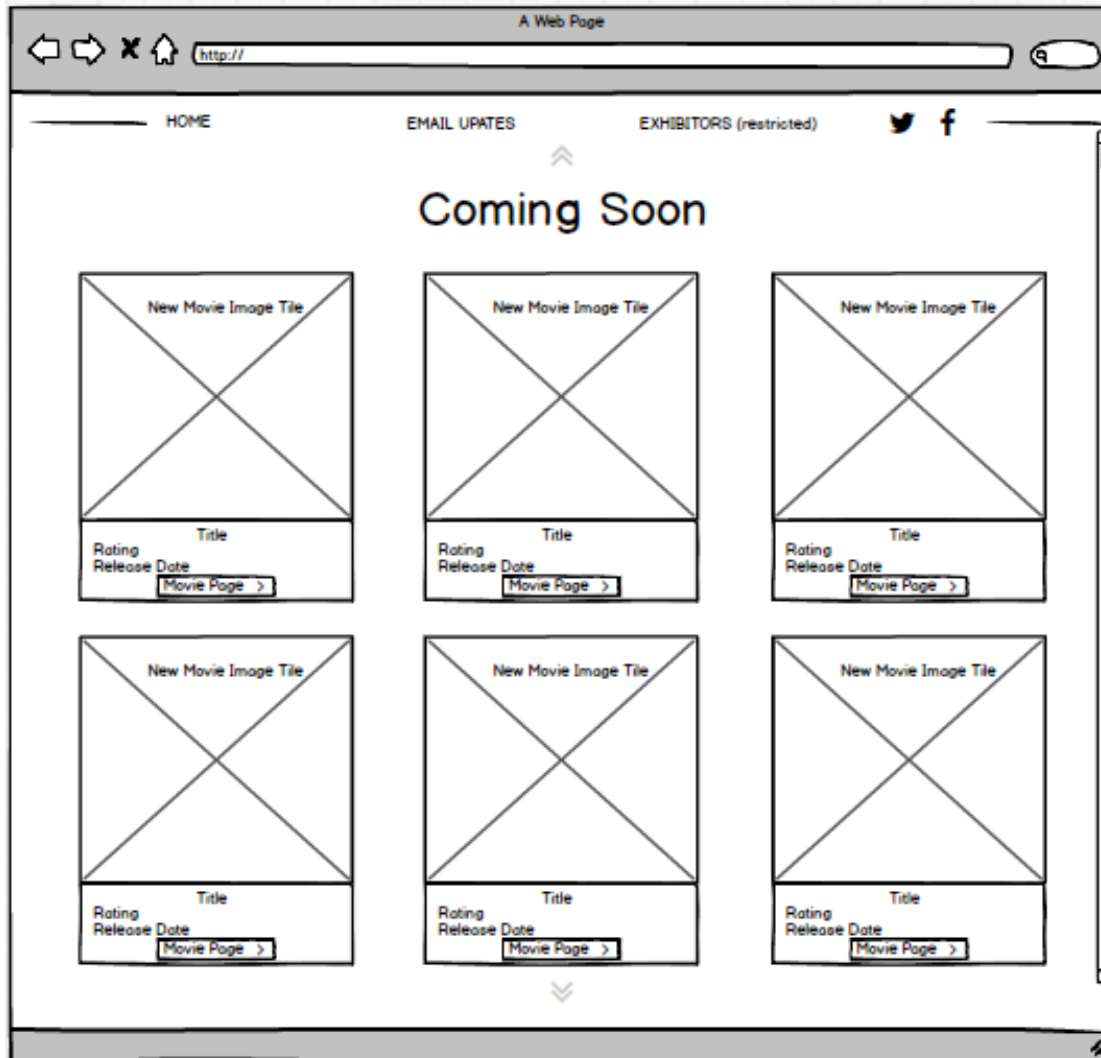


Theatrical Schedule Page

- Theatrical Releases are shown in a carousel by Month / Year (default is present month, present year)
- User can Navigate backward and forward in time
- User can change month via Chevrons moving forward or backward in time
 - In the event they cannot move back or forward the respective chevron disappears
- Movie Cards behave similarly to “Now Playing” movie cards with the following exceptions
 - IF a Movie Page does NOT exist for the movie, the movie card does not have a “Movie Page” Button
 - IF a Movie does not yet have a release date, “PENDING” is shown in the card footer for Release Date.
 - IF a Movie does not have active listings, then the Calendar Widget on the Movie page (if present) is NOT SHOWN
 - IF a Movie does not have descriptive text, then the back of the card reads “INFORMATION NOT AVAILABLE AT THIS TIME”
 - Movie Card Footer contains
 - Movie Title
 - Movie Rating
 - Movie Release Date (past, present or future or PENDING)
 - Movie Page Button (if created)

NOTE: “EXHIBITORS” will NOT BE DISPLAYED in the MOBILE/TABLET versions

Coming Soon #1



Coming Soon Page

- Coming Soon page displays a series of movie cards for upcoming movies
 - If known / created, show
 - Rating
 - Release Date (future, PENDING)
 - Movie Page Button (if movie page has been created)
 - FLIP image portion of card contains:
 - Movie Synopsis
 - Message “No Synopsis Currently Available”
- Page should be able to show two rows of three movies (or dictated by card size)

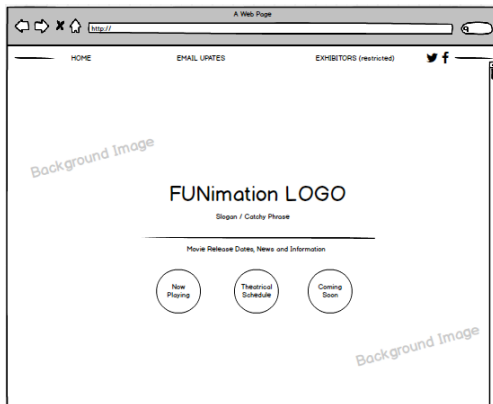
NOTE: “EXHIBITORS” will NOT BE DISPLAYED in the MOBILE/TABLET versions

Exhibitors


Desktop ONLY



Exhibitors Section – Section 1 Login (#1)



EXHIBITORS (restricted)

- Exhibitor login launches a login dialog and enables the drop down menu for the exhibitor pages of the website.
- The exhibitor pages of the website are NOT PART of the main page, but constitute a separate page grouping (separate URL)
- Once exhibitor has logged in, the “EXHIBITORS” link turns into “user icon + down chevron” 
- The Navigation header persists through the exhibitors section to allow them to go back to the main page

This is a restricted access area
You must have an email and password to log in
Access to this areas not available on Mobile Devices

Email

Password

[Forgot Password](#)

The entered email and password combination is not valid.
Please try again.

Your password has been sent to the email on file.
Please check your email and re-try your login.

This is a restricted access area
You must have an email and password to log in
Access to this areas not available on Mobile Devices

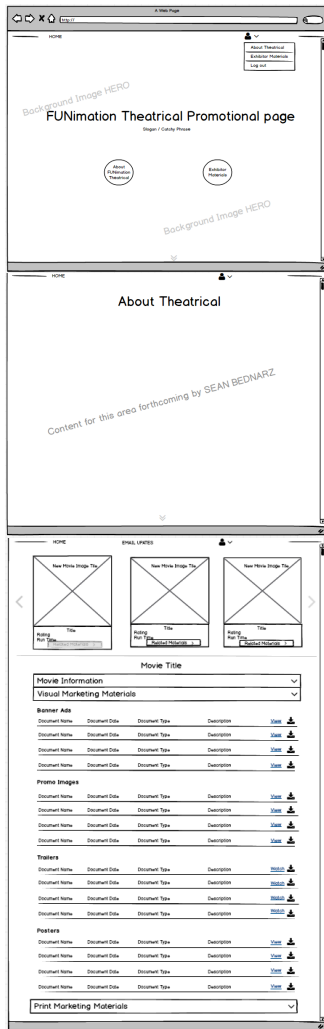
Email

Password

[Forgot Password](#)

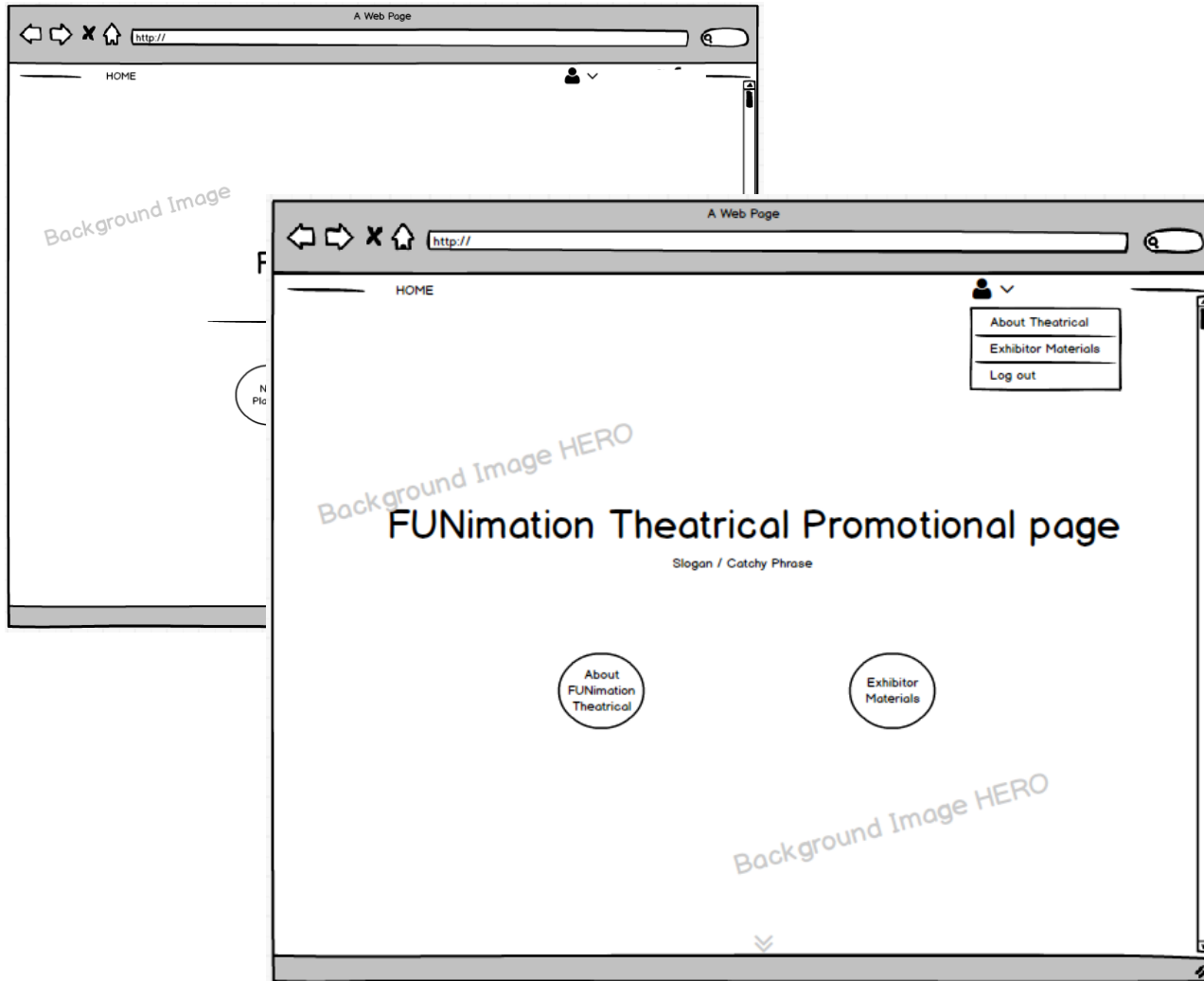
- Login fields have standard field validation
 - Valid email address format and not blank
 - Valid Password format (not blank)
- The Submit button is NOT enabled on the submit form until field validation has passed for both email and password entry fields
- The Cancel button is always enabled

Exhibitors Section – Page Layout



- Exhibitors section is a long scrolling page with jump-to points
 - “About Theatrical”
 - “Exhibitors Materials”
 - The landing page is the marketing/self promotional for FUNimation Theatrical

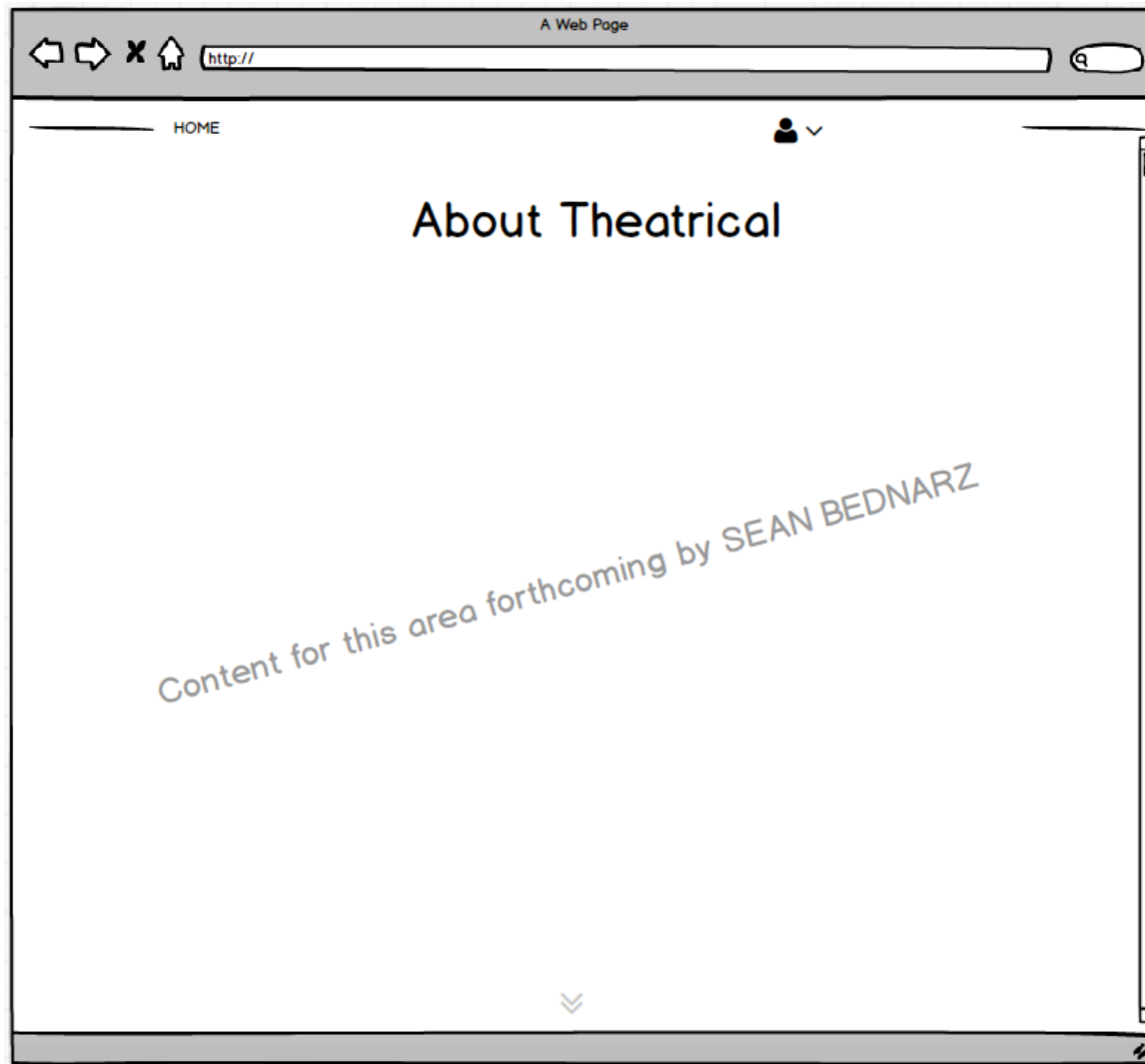
Exhibitors Section – Section 1 After Login (#2)



After Login, the “Exhibitor” option has a drop down menu populated with

- “About Theatrical”
 - Takes user to the “About Theatrical” section of the exhibitor website
- “Exhibitor Materials”
 - Takes user to the “Exhibitor Materials” of the Exhibitor section of the website
- Log out
 - Immediately logs out the user
 - Restores the navigation to “EXHIBITORS (restricted)”
 - Returns the user to the NON login portion of the website, section #1
- Main nav updates and does NOT SHOW Social Links or Email Updates link
- Landing page for theatrical is a promotional/marketing page for FUNimation Theatrical selling to the exhibitors how wonderful we are and how much we’ve sold in the past

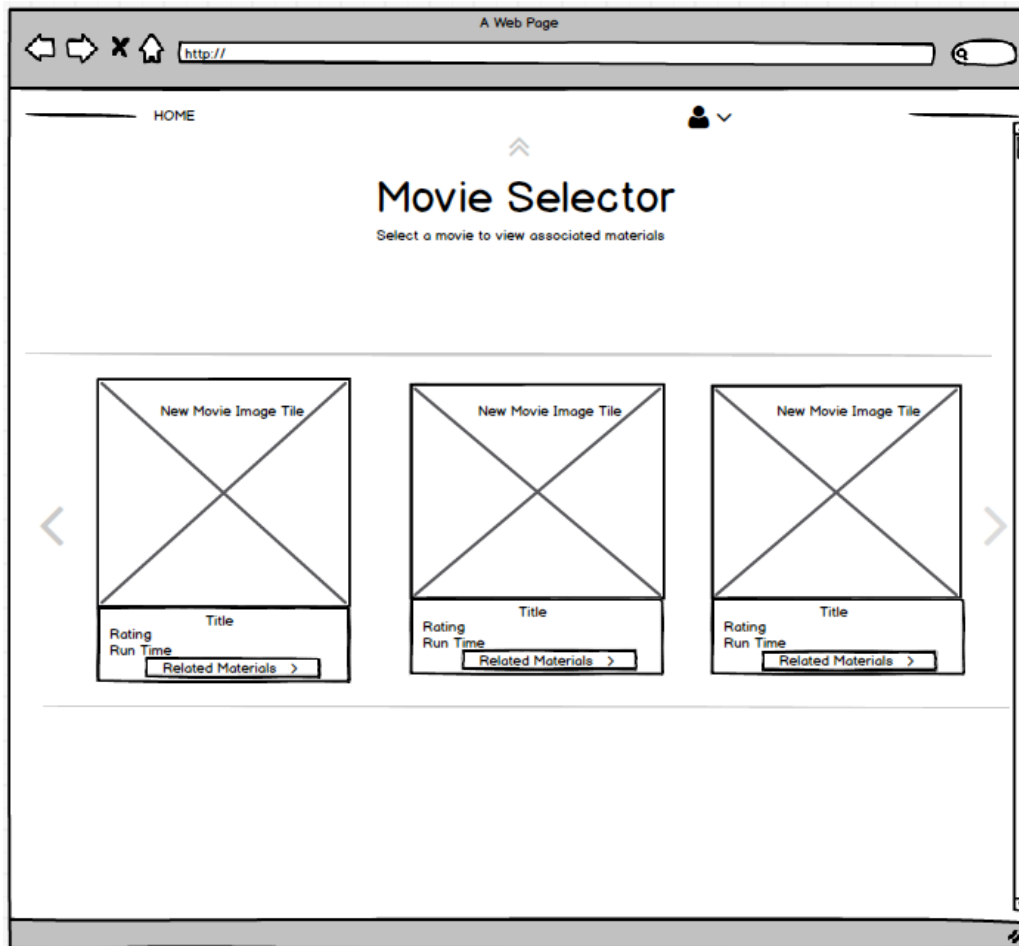
Exhibitors Section – About Theatrical



Upon selecting the 'About Theatrical' link, the user is taken to the About Theatrical section of the Exhibitors' website (this is the FIRST section of the Exhibitor portion of the website)

- Content is forthcoming as of 06/01/2015 by SEAN BEDNARZ (not received as of 08/15/2015)
- This page cannot be designed until material is provided
- User clicks the down chevrons to move to the "Select a Movie" portion of the webpage

Exhibitors Section – Exhibitors Materials 2



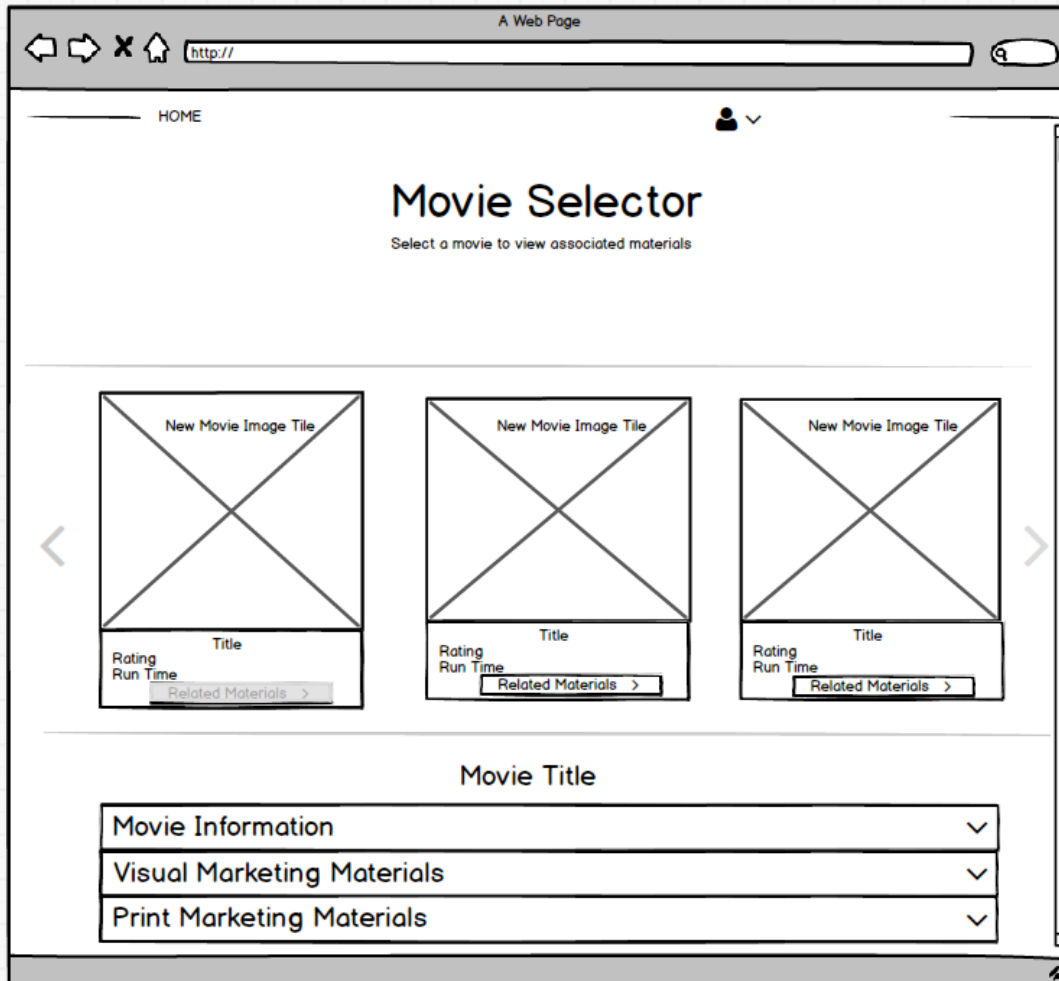
Upon selecting the ‘Exhibitor Materials’ link, the user is taken to the Movie Selector section of the Exhibitors’ website

- Nav bar updates to remove social links
- Nav bar updates to remove “Email Updates” link
- Home link takes user back to the non logged in portion of the website

Movie Selector Page

- User is presented with a series of one or more movie cards they **have the authority to view** (and have access to their associated materials)
- Movie cards are in a carousel format
 - Cards load three (or less at a time)
 - If more than three cards, then left and right chevrons become active and allow the user to browse cards
 - Movie cards behave the same (two sided, flip based on mouse over with movie description on the back side)
 - “Related Materials” selects the movie and displays the grouping of accordions directly below the carousel
 - Movie information accordion
 - Visual Marketing Material accordion
 - Print Marketing Material accordion

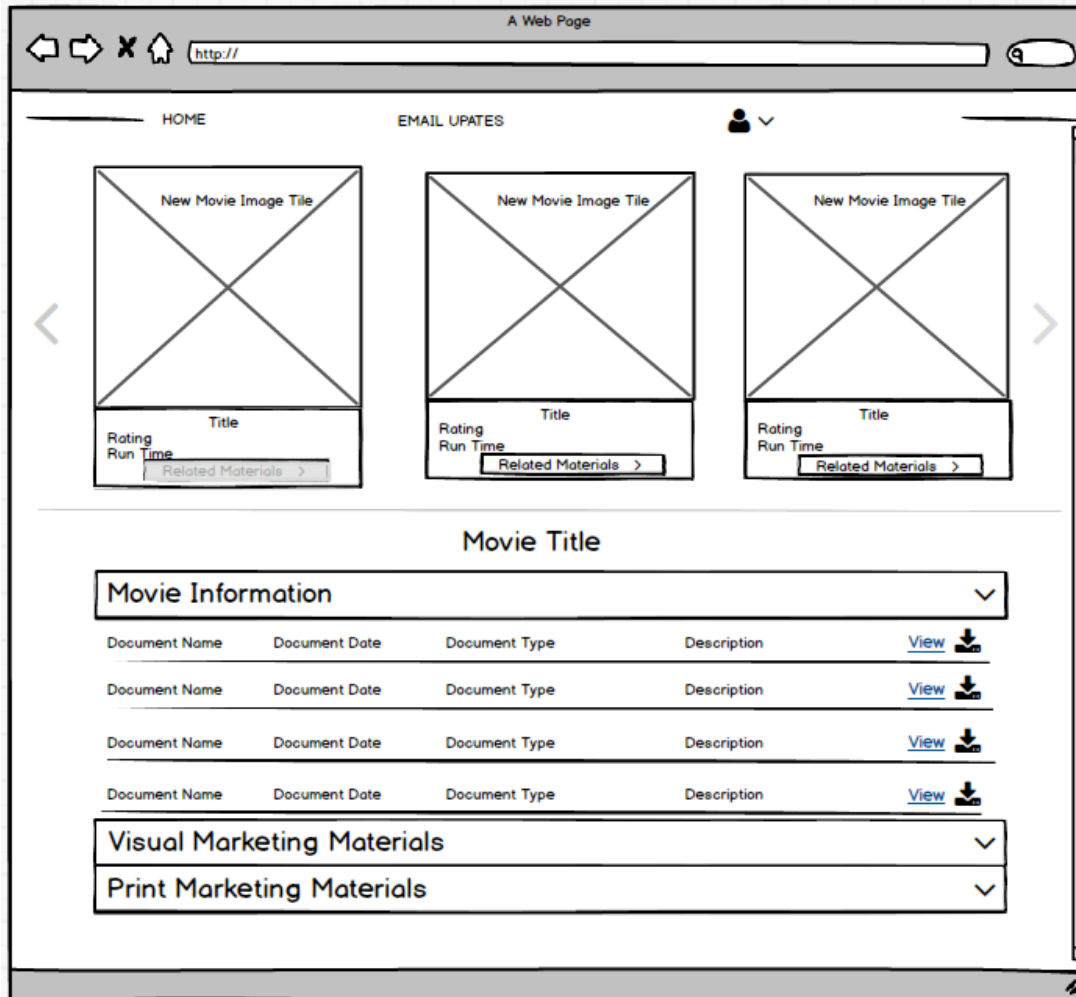
Exhibitors Section – Exhibitors Materials 3



Upon selection of a movie

- Three accordions appear along with the selected movie title below the movie carousel
 - “Movie Information” contains either in separate documents or in one document the following (all downloadable):
 - Ticketing Information
 - Movie Description
 - Cast Listing
 - Ratings Info
 - “Visual Marketing Materials” (all downloadable) List format
 - Banner Ads
 - Promo Images
 - Trailers
 - Posters
 - “Print Marketing Materials” (all downloadable)
 - Marketing Plans
 - Program Guides
 - Sales Sheets
 - Press Releases

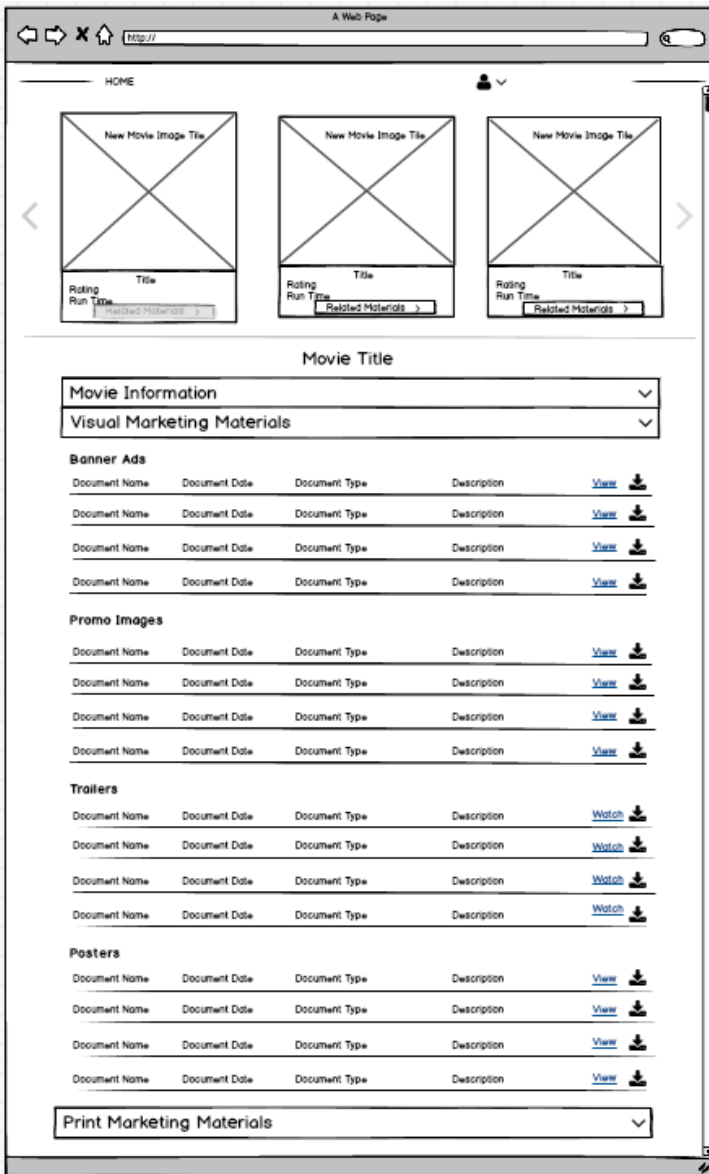
Exhibitors Section – Exhibitors Materials 4



Movie Information Section

- The movie information section contains the following documents for download or view
 - Ticketing Info
 - Movie Descriptions
 - Cast Listings
 - Ratings info
- Button selected shows 'selected state' to serve as a cue as to which movie info they're viewing
- Allows user to change movie selected from this view

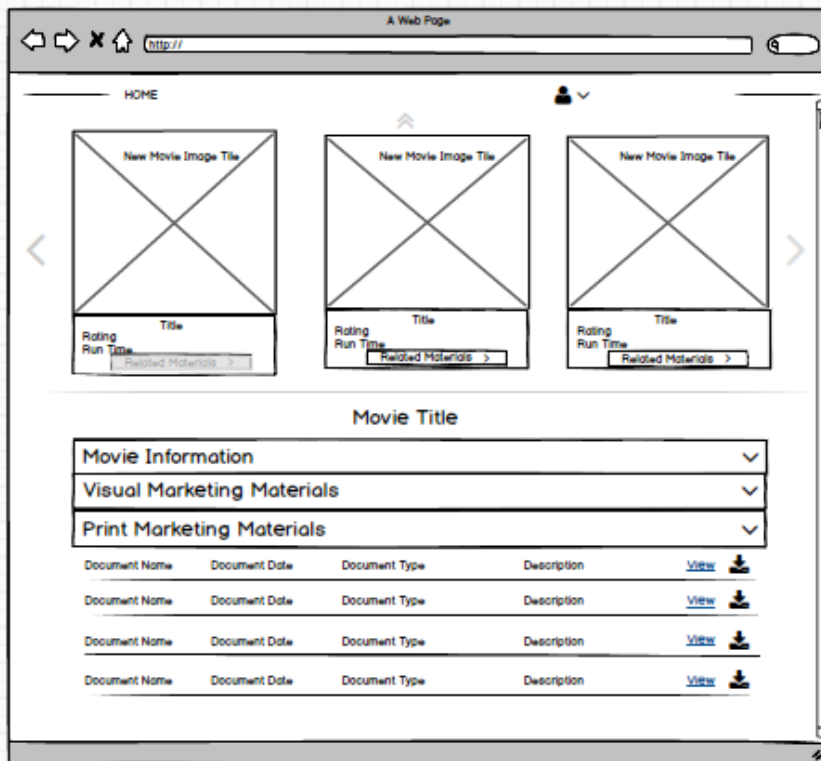
Exhibitors Section – Exhibitors Materials 5



Visual Marketing Materials

- The Visual Marketing Materials is divided into four sections, ALL of which expand when the accordion is opened. They are displayed in LIST FORMAT.
 - Banner Ads
 - List of Banner Ads with associated information (size, resolution, description)
 - Ability to View and Download
 - Promo Images
 - List of Promo Images with associated information (size, resolution, description)
 - Ability to View and Download
 - Trailers
 - List of Trailers with associated information (Resolution, length, description)
 - Ability to Watch and Download
 - Posters
 - List of Posters with associated information (Size, description)
 - Ability to view and Download

Exhibitors Section – Exhibitors Materials 6



Print Marketing Materials

- The Visual Marketing Materials is a list of all print marketing materials labeled and described appropriately. They are displayed in LIST FORMAT. They will all be available to view online and download. The list will contain:
 - Marketing Plans
 - Program Guides
 - Sales Sheets
 - Press Releases

Theatrical Website Mobile Version

Tablet Portrait and Mobile Phone



Mobile – Page Structure

Landing Page (section 1)

Now Playing (section 2)

Movie Page (conditional)

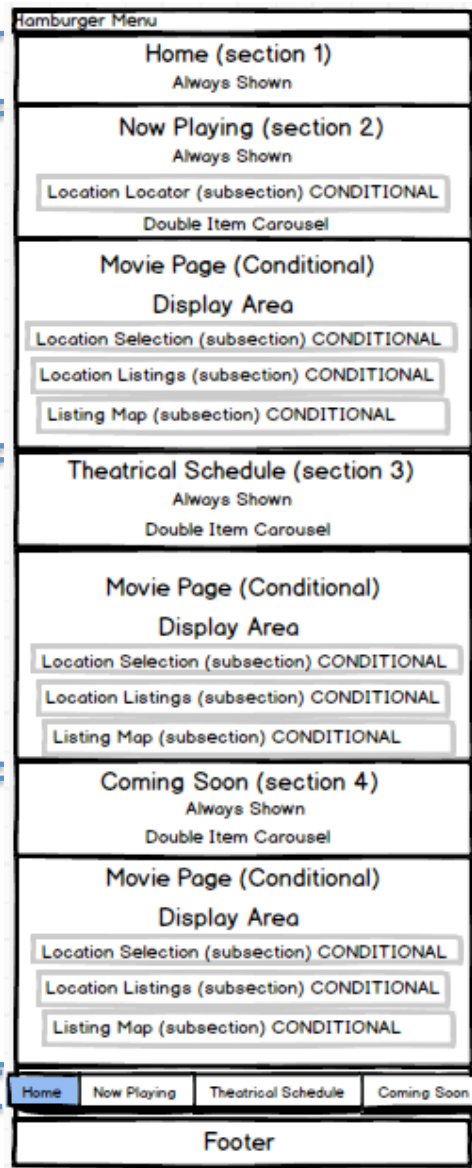
Theatrical Schedule (section 3)

Movie Page (conditional)

Coming Soon (section 4)

Movie Page (conditional)

Navigation Buttons



Hamburger Menu

- Contains
 - Home
 - Email Updates
 - Share

Design: Long scrolling section page with Jump-to-points and hidden DIVs, main nav at bottom



Logic – Mobile Version

- Same as desktop version with the following exceptions
 - No “Exhibitors” section will be shown (not available)
 - Phone and all Tablet versions ONLY
 - Carousel will only contain up to TWO cards (Playing Now & Theatrical Schedule)
 - Phone and Tablet portrait versions ONLY
 - Coming Soon with have a carousel containing up to TWO cards
 - Phone and Tablet versions ONLY
 - Calendar widget will become active as a MODAL overlaying the screen
 - Phone and all Tablet Versions ONLY
 - Movie cards image section does NOT FLIP to reveal movie synopsis
 - Phone and Tablet Portrait Versions ONLY

Mobile – Hamburger Menu States



Hamburger Menu contains three items

- **Home** (takes user to section 1 of web page)
- **Email Updates** (drawer slides down allowing user to enter email)
- **Share On Social** (drawer slides down allowing user to tweet/post to Facebook the PAGE and SECTION the user is currently on)



Hamburger Menu with Email Updates expanded



Hamburger Menu with Share expanded

- Radio Buttons
 - “Share Website” – Main website URL + metadata (by marketing TBD)
 - “Share Viewed Page” DEFAULT – Last viewed page URL + metadata (by marketing TBD)
- Twitter
 - Opens Twitter Dialog
- Facebook
 - Opens Facebook Dialog

Mobile – Main Page – Section 1 Initial State



Mobile Landing Page

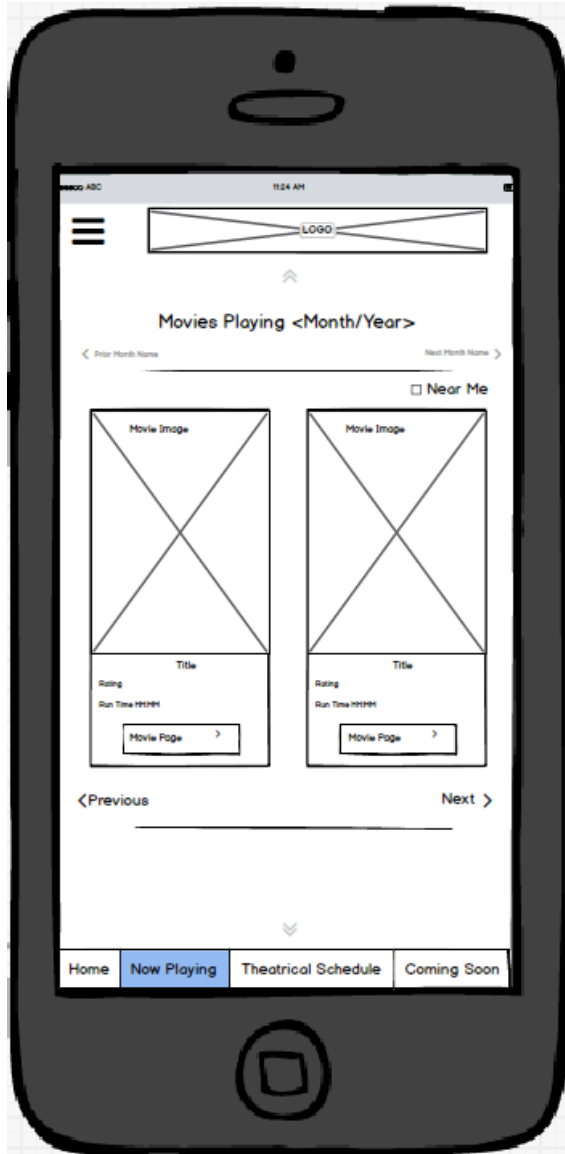
Design: Long scrolling section page with Jump-to-points and hidden DIVs
 Bottom buttons jump to their respective page sections; Down chevrons show the user they can swipe down instead of using the Jump-to links at the bottom of the page (up chevron is not shown)

- Default landing is section 1 (FUNimation LOGO page w/background image)
- Now Playing (monthly)
 - Movies currently playing
 - Includes locator
 - Swipe to Next Month
 - Swipe to Last Month
- Theatrical Schedule
 - Listing of Current and Future (possibly past) Movies from FUNimation
- Coming Soon
 - Listing of not-yet-playing movies including those whose dates have been set and those whose dates have not been set

Navigation

- Hamburger Menu
 - Contains
 - HOME
 - EMAIL UPDATES
 - SOCIAL LINKS (Twitter Facebook)
 - NOTE: “EXHIBITORS” is NOT shown in the mobile versions of the website
- Bottom Buttons (Main Nav)
 - Home (takes user to section 1, default landing)
 - Now Playing (takes user to section 2, Now Playing)
 - Theatrical Schedule (takes user to section 3, Theatrical Schedule)
 - Coming Soon (takes user to section 4, Coming Soon)
 - Buttons also serve as a reminder as where the user is in the interface as they change to highlighted when the user is in the corresponding section of the webpage

Mobile – Now Playing – Section 2 Initial State

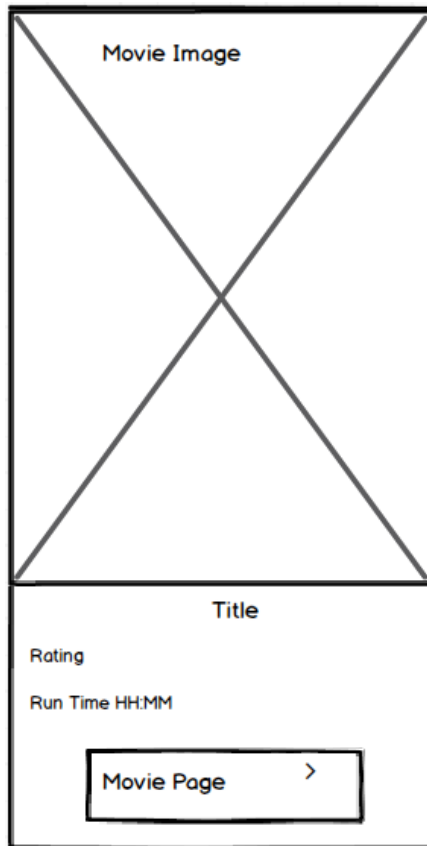


Now Playing (section2)

Displays

- Title “Movies Playing” <Month/Year>
 - Associated “Next Month” Chevron swipes to next month (increments via month only at this time)
 - Associated “Prior Month” Chevron swipes to prior month (increments via month only at this time)
 - If no data exists for Next or Prior month, the respective label and chevron is disabled and not shown
- Horizontal Rule to separate Month selector & title from below carousel
- Carousel Area Contains
 - “Near Me” checkbox to filter the results based on system location information and to open the Location Locator to show user’s location and allow them to change location
 - TWO Movie Tiles with same footer information & button as in desktop version
 - Associated “Next” Chevron to indicate there are more movies and to allow the user to swipe to the next two
 - Associated “Previous” Chevron to indicate there were more movies prior and to allow the user to swipe to the previous two
 - If no data exists for Next or Prior month, the respective label and chevron is disabled and not shown
 - Horizontal Rule to separate carousel area from the body of the page
- “Now Playing” Page button is highlighted when user is in this section
- “UP” Chevron shows user they can swipe up the page
- “DOWN” Chevron shows the user they can swipe down the page

Mobile – Movie Card Interactions



Movie Cards (Mobile – Tablet Portrait & Mobile Phone)

Displays

- Movie Image Tile Section
- Movie Info Section (footer)
- “Movie Page” button

Interactions

- For the Tablet Portrait & Mobile Phone version, the image area does NOT FLIP to reveal Movie Description (that information is located on the Movie Page)

Mobile – Now Playing – Section 2 Near Me Activated



Now Playing (section2) “Near Me” activated

Checking “Near Me”

- Displays the Location Locator with the current system location displayed (or message that no location has been set)
- The location locator appears below the checked “Near Me” checkbox and above the movie tiles in the carousel section as delineated by the Horizontal Rules (this is a hidden section that is only displayed when the “Near Me” box is checked)
- The appearance of the location locator pushes the page DOWN so the user remains anchored at the top of the page

Mobile – Now Playing – Section 2 Near Me, change location



Now Playing (section2) “Near Me” activated, change location

Displays

- Title “Movies Playing” <Month/Year>
 - Associated “Next Month” Chevron swipes to next month (increments via month only at this time)
 - Associated “Prior Month” Chevron swipes to prior month (increments via month only at this time)
 - If no data exists for Next or Prior month, the respective label and chevron is disabled and not shown
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 - If no data exists for Next or Prior month, the respective label and chevron is disabled and not shown
 - Horizontal Rule to separate carousel area from the body of the page
- “Now Playing” Page button is highlighted when user is in this section
- “UP” Chevron shows user they can swipe up the page
- “DOWN” Chevron shows user they can swipe down the page

Mobile – Location Locator States

Current Location

Queefer Bumblesnatch Way, Waco, TX 79810 Change

Set Location

Enter City, State or Zip Code Set Location

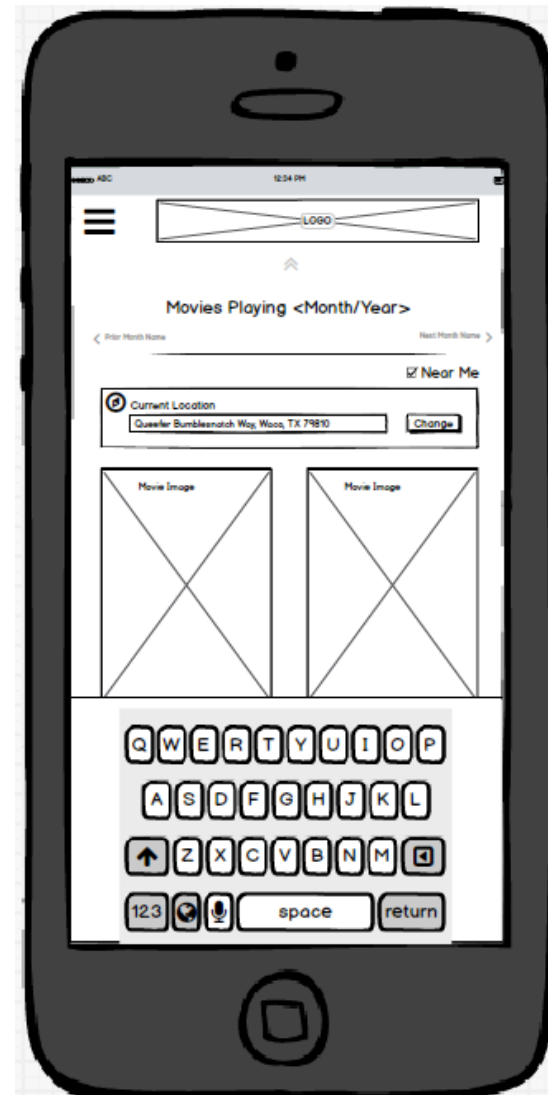
Set Location

! Location Not Valid Set Location

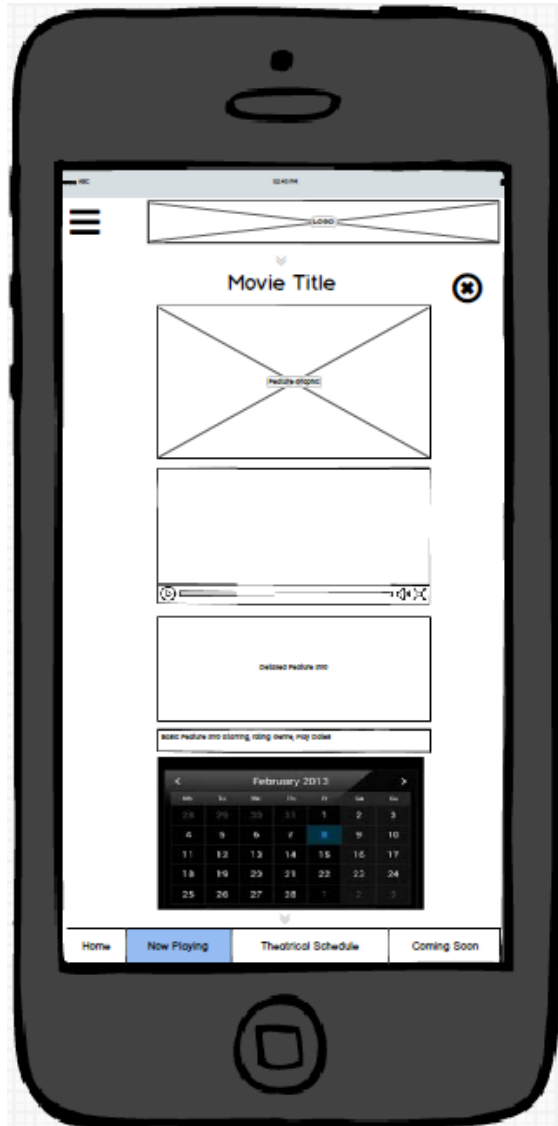
Please Try Again

Set Location

- When location is detected by system or cookie or input, display current location and provide the ability to change
- When location is NOT detected, prompt the user to input the information and click Set Location to submit to the system
- When non valid location is entered, system will return error message and allow user to try again.
- Touching in the entry field clears the error and allows for input.(brings up keyboard)



Mobile – Movie Page – Initial State



Mobile – Movie Page – Initial State

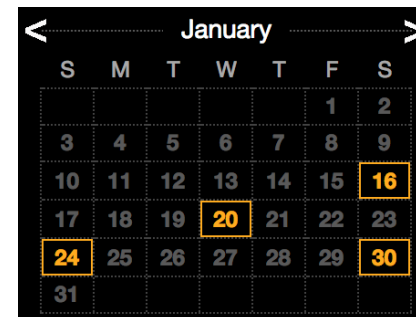
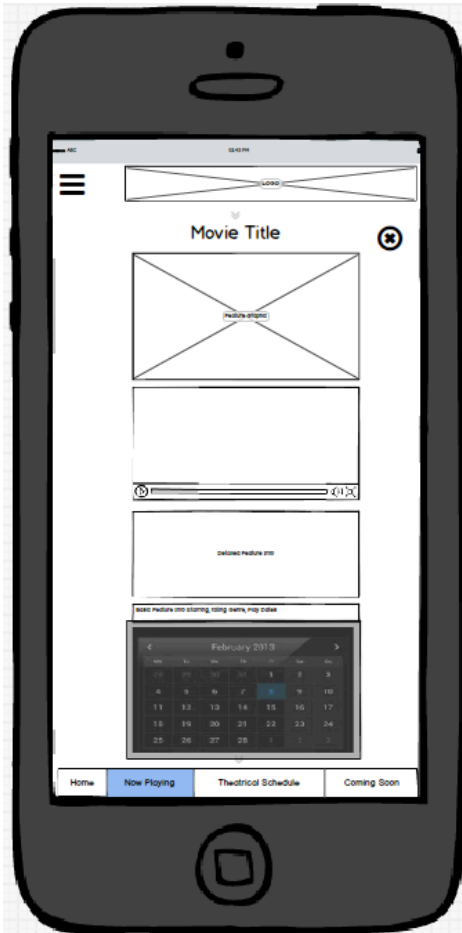
Displays (in top to bottom order)

- “UP” Chevrons to show user they can swipe up
- Movie Title
- “X” to close the movie page section (collapses back to section2)
- Movie Image
- Video Player (Trailer)
- Full Movie Description
- Movie Info section
- Calendar widget icon (brings up calendar widget to choose date)
- “DOWN” Chevrons to show user they can swipe down
- Main Nav Buttons at bottom

Mobile – Calendar Widget – Behavior

Mobile – Calendar Widget Behavior

- Calendar Widget in Mobile shows date Movie is playing
- Tapping widget greys out the background and brings the widget to the forefront
 - Allows months to be changed (via right and left chevrons)
 - Allows dates to be viewed in larger format
 - Allows a specific date to be chosen (by touching date to select)
 - Touching off target (not on an active date, not on a chevron or outside the widget on the modal) dismisses the calendar
 - Selecting an active date highlights it to show it is selected and dismisses the calendar taking the user back to the Movie Title Page WITH LISTINGS SHOWN
 - See NEXT PAGE for calendar widget color suggestions



Mobile – Movie Listings Page Behavior #1



Mobile – Movie Listings

- After a date is selected in the calendar widget, the selected date is highlighted (the other open dates are denoted as well but in a visually distinguishable way from the 'selected' date).
- The calendar widget moves to the top of the Movie section and individual listings are shown below the location locator with the ability to go directly to the ticket vendor and to show a map of the theater location
- The table layout varies from the single line desktop version; it changes from a single line row to a double line row to accommodate the same information in less space along with providing more space between the buttons in the table row
- Listings are shown within a 100 mile radius of the user location
- The user can scroll down to see more listings (the table is not a scrollable list)
- “UP” Chevrons show that the user can swipe up the page
- “Down” Chevrons show that the user can swipe down the page

Mobile – Movie Listings Page Behavior #2



Mobile – Movie Listings - Map

- If “Map” button is selected the drawer below the listing opens to show the map of the theater location
- The map can be closed by the “X” in the upper right hand corner of the map
- The entire movie listings section of the ‘Now Playing’ section can be closed via the “X” in the upper right hand corner of the page
- Selection the “Get Tickets” button, hands the user off to the ticket vendor

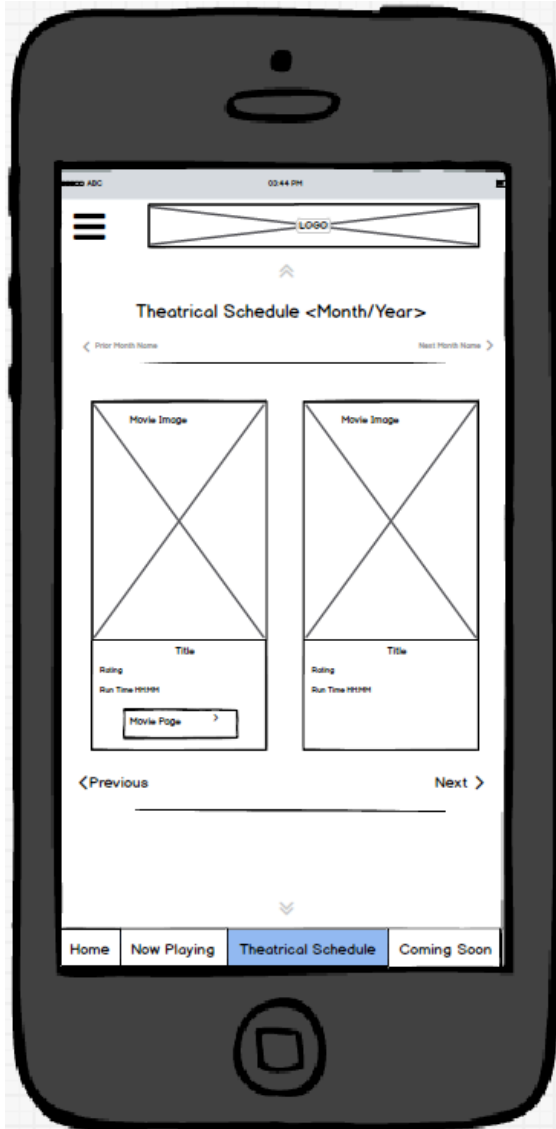
Mobile – Movie Listings Page Behavior #3



Mobile – Movie Listings - Error

- Since the user can change the date and location from this page (via input from the calendar widget and from the location locator widget)....
 - IF the user changes their location
 - The calendar widget updates to show month with available dates and comes forward (with mask on the background) for the user to choose a date
 - If no dates are available for the Movie/Location specified for that date, then an error message is displayed in the table section
 - If listings are available for the date/location, they are displayed in the table
 - IF the user activates the calendar widget and chooses another month
 - The Calendar widget updates with available dates and the user can dismiss the modal and go back to the listings section (listings table updates)
 - IF the user dismisses the calendar on a month where no listings are available, an error message is displayed in the table area and the user can either close the section or enter a new date/location combination.

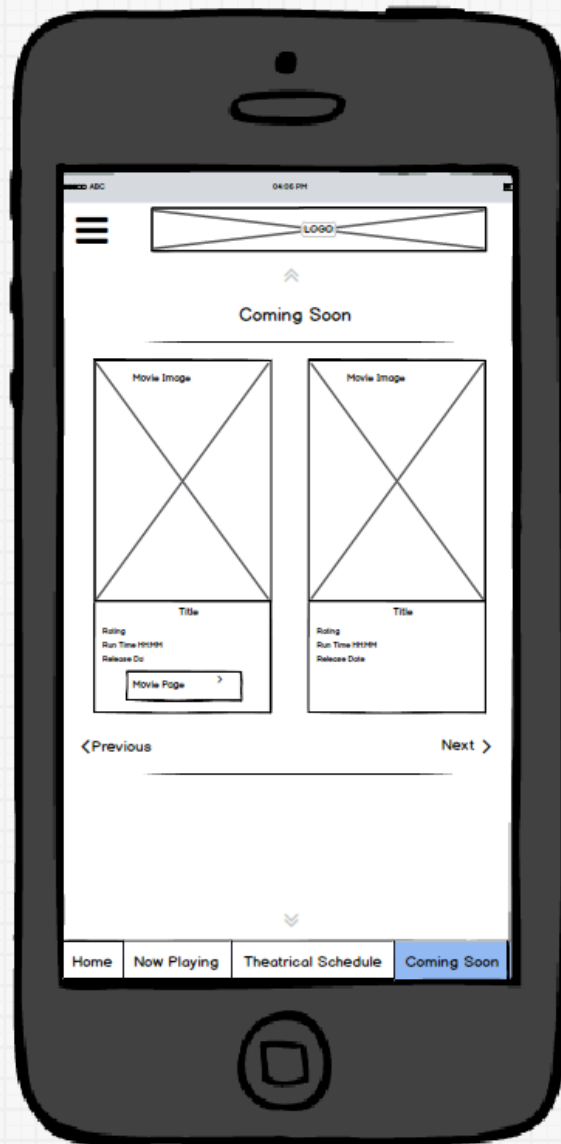
Mobile – Theatrical Schedule Page



Mobile – Theatrical Schedule

- The Theatrical Schedule page behaves similarly to the desktop Theatrical Schedule page
 - Theatrical Releases are shown in a carousel by Month / Year (default is present month, present year)
 - User can Navigate backward and forward in time
 - User can change month via Chevrons moving forward or backward in time
 - In the event they cannot move back or forward the respective chevron disappears
- Movie Cards behave similarly to “Now Playing” movie cards with the following exceptions
 - IF a Movie Page does NOT exist for the movie, the movie card does not have a “Movie Page” Button
 - IF a Movie does not yet have a release date, “PENDING” is shown in the card footer for Release Date.
 - IF a Movie does not have descriptive text, then the back of the card reads “INFORMATION NOT AVAILABLE AT THIS TIME”
 - Movie Card Footer contains
 - Movie Title
 - Movie Rating
 - Movie Release Date (past, present or future or PENDING)
 - Other info TBD
 - Movie Page Button (if created)
- IF movie dates have NOT BEEN SCHEDULED/NOT KNOWN (no listings are active), then the calendar widget Location Locator is NOT SHOWN on the Movie Page Section.

Mobile – Coming Soon Page



Mobile – Coming Soon Coming Soon Page

- Coming Soon page displays a series of movie cards for upcoming movies
 - If known / created, show
 - Movie Graphic Image
 - Rating
 - Release Date (future date or Month/Year if known, PENDING otherwise)
 - Run Time (if known)
 - Other Info TBD
 - Movie Page Button (if movie page has been created)
- Page is similar to coming soon desktop function and layout
 - Movie Cards behave similarly to “Coming Soon” movie cards with the following exceptions
 - Coming Soon movie cards are in a carousel
 - IF a Movie Page does NOT exist for the movie, the movie card does not have a “Movie Page” Button
 - IF a Movie does not yet have a release date, “PENDING” is shown in the card footer for Release Date.
 - IF a Movie does not have descriptive text, then the back of the card reads “INFORMATION NOT AVAILABLE AT THIS TIME”
 - Movie Card Footer contains
 - Movie Title
 - Movie Rating
 - Movie Release Date (past, present or future or PENDING)
 - Other info TBD
 - IF movie dates have NOT BEEN SCHEDULED/NOT KNOWN, then the calendar widget Location Locator is NOT SHOWN on the Movie Page Section.