



**Toyota**

**Corolla Lifetime of Good Times** Wireframes and Campaign Structure  
Version 2.8

## Document revision history

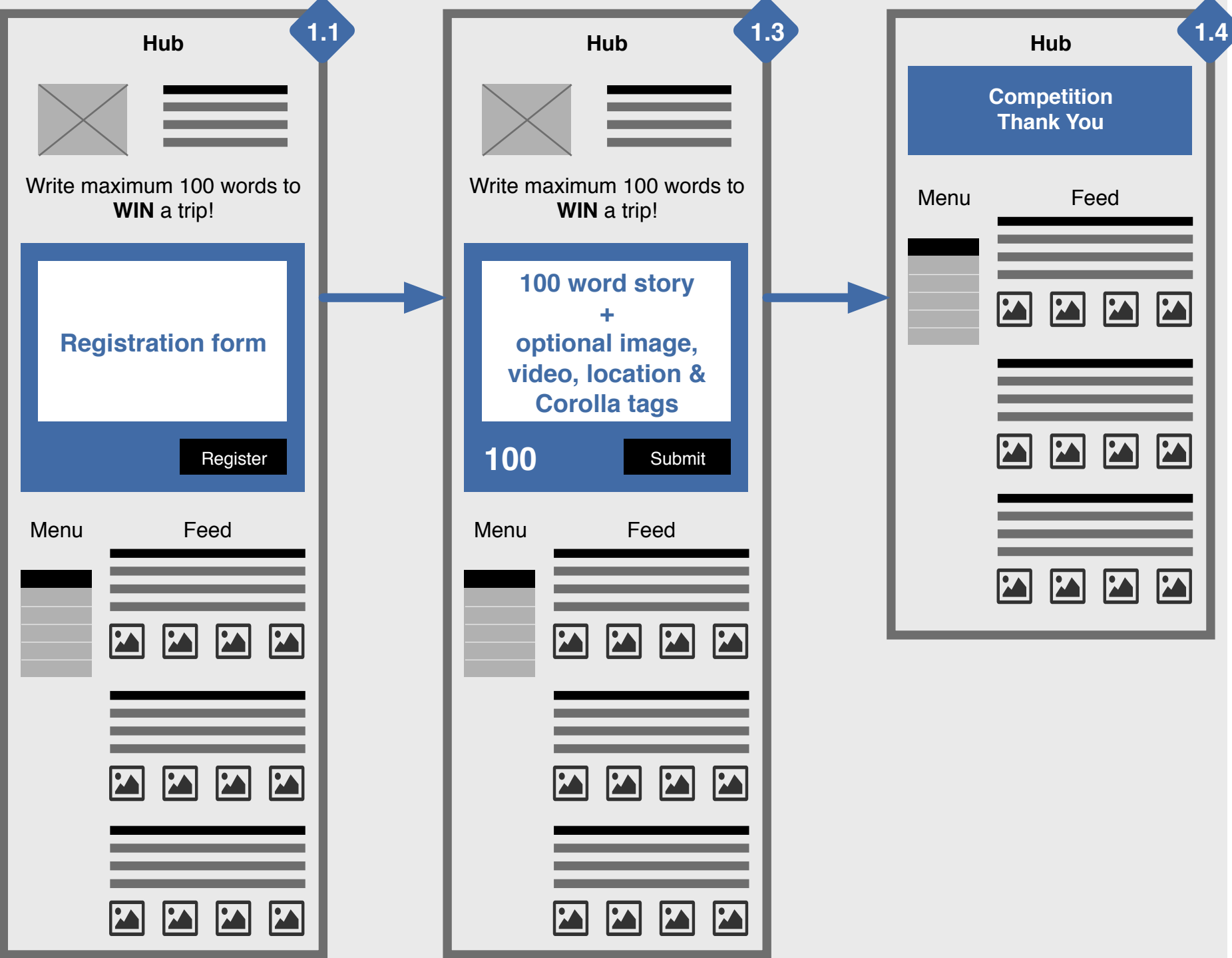
Date	Version	Description of amendment	Amended by
03/7/2013	2.2	Amends from Hayley, Shaun, Ben and Abby's feedback	Steve Farrugia
22/7/2013	2.4	Amends from Hayley, Shaun, Ben and Abby's feedback	Steve Farrugia
24/7/2013	2.5	Amends from Hayley, Shaun, Ben and Abby's feedback	Steve Farrugia
29/7/2013	2.6	Amends from Hayley, Shaun and Abby's feedback	Steve Farrugia
1/8/2013	2.7	Amends from internal tech team feedback	Steve Farrugia
7/8/2013	2.8	Added admin moderation screens	Steve Farrugia

## Circulation

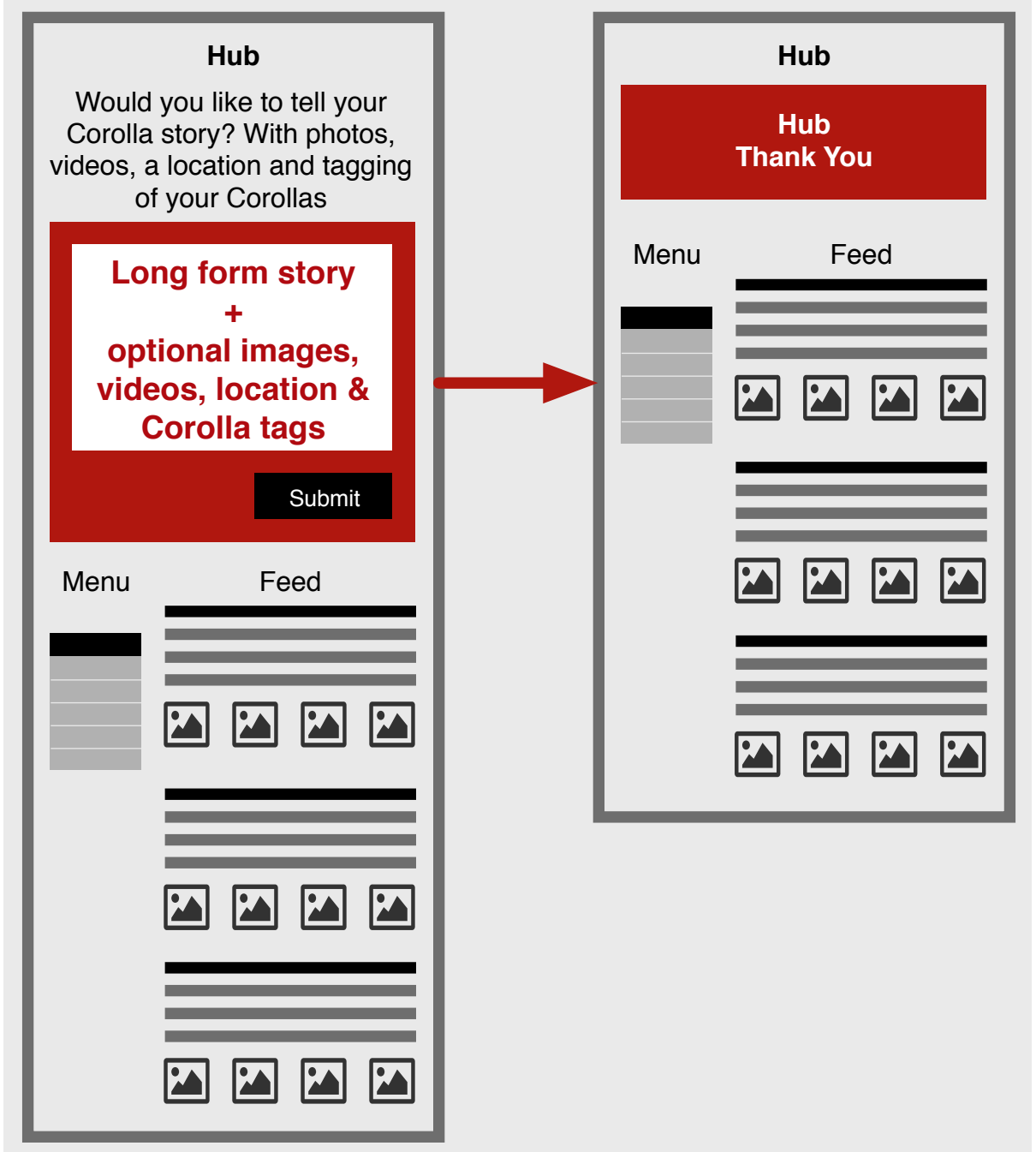
Name	Company	Position	Email	Approval
Hayley Walton	Toyota	Corolla Brand Manager	hayley.walton@toyota.com.au	
Ben Connell	Toyota	Manager Digital	ben.connell@toyota.com.au	
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Abby Luther	Toyota	Acquisitions Manager	abby.luther@toyota.com.au	

# User Journey

## Active competition



## Post competition





**Corolla**

**A lifetime of Good Times with Corolla**

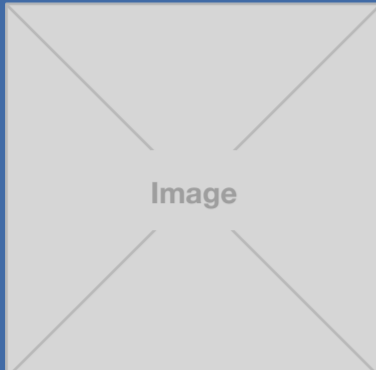
Share your story and WIN

1

It could be a memorable road trip with friends or family, a long-lasting relationship with the Corolla or just a special moment that took place in a Corolla. Share your story for the chance to win.



2



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3

Simply tell us about a good time you've had in a Corolla in 100 words or less and you could

**WIN**

a trip for two to Paris

**Notes**

- 1 Succinct, one paragraph description of the conditions of entry and the reward
- 2 More details about campaign duration, entry expectations and the prizes
- 3 Designed focus on the current major prize and the entry conditions

All Stories ▶

- With videos ▶
- With images ▶
- Option ▶
- Option ▶
- Option ▶
- Option ▶

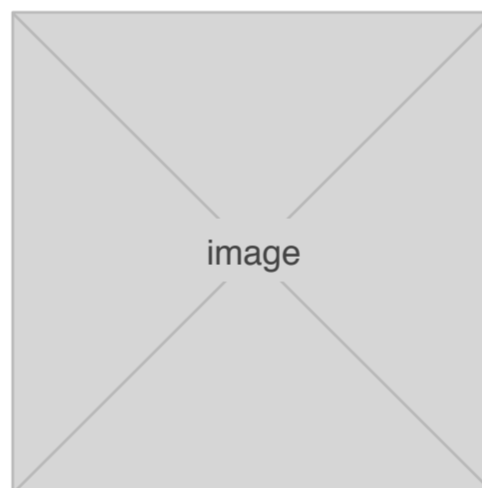
Search the Community

Featured Story



By Steve

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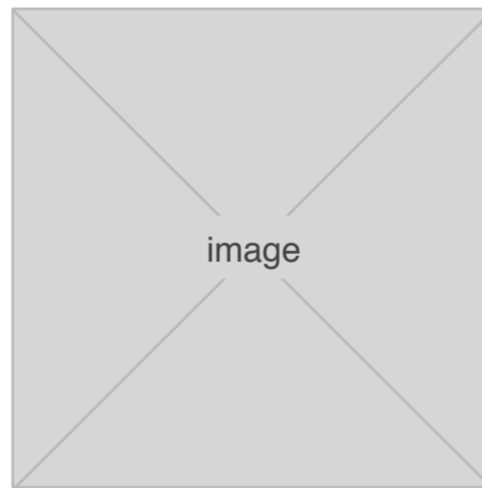


[toyota.com.au/lifetimeofgoodtimes/354658](http://toyota.com.au/lifetimeofgoodtimes/354658)



By Steve

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[toyota.com.au/lifetimeofgoodtimes/354658](http://toyota.com.au/lifetimeofgoodtimes/354658)

Private pricing shown for **Chatswood Toyota** [Change](#)

1.0b Competition Landing Page (Prize Details)

Notes

1 Prize details are shown in an overlay panel. Clicking the 'x' or clicking anywhere off the panel will close the overlay.

TOYOTA

CARS

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SUVS & 4WDs

UTES & VANS

COMPARE MODELS

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USED CARS

Corolla Home Range & specifications Features Colours Accessories Prices Gallery **Discover** Toolbox

A lifetime... Share your story... It could be a moment... long-lasting relationship... moment that took... chance to win.

Prize Details
✕

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By Steve

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<toyota.com.au/lifetimeofgoodtimes/354658>

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### 1.1 Competition Registration Form (With Feed)



## A lifetime of Good Times with Corolla

Share your story and WIN

It could be a memorable road trip with friends or family, a long-lasting relationship with the Corolla or just a special moment that took place in a Corolla. Share your story for the chance to win.



Log in

Register Write Submit!

1

#### Register with your social network

Facebook

Twitter

Google

#### Or, register with your email address

Email address

First name

Last name

Password

Confirm Password

Postcode

Phone/Mobile

By registering I confirm that I am over 18 years of age, an Australian Resident and have read and agree to the [Terms and Conditions](#)

Please keep me informed of Toyota news, events and offers

**i** Privacy Collection Statement

Register

2

Simply tell us about a good time you've had in a Corolla in 100 words or less and you could WIN a trip for two to Paris

Prize details



### Notes

- 1 Standard Gigya registration form allows for either Social Network registration or email address
- 2 Email address registration indicates implied opt-in to terms and conditions. An optional opt-in for newsletter subscription and a tooltip link to privacy statement pop-up

- All Stories
- With videos
- With images
- Option
- Option
- Option
- Option

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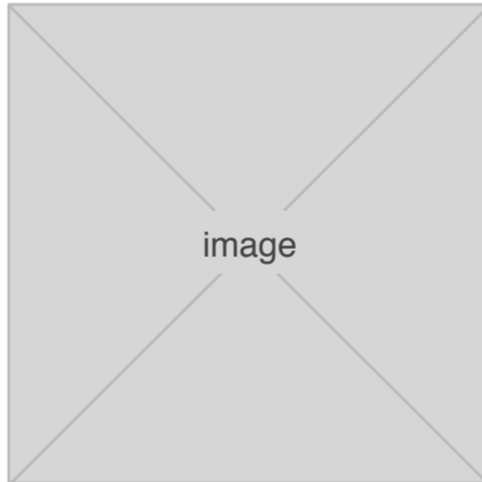
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### Featured Story



By Steve

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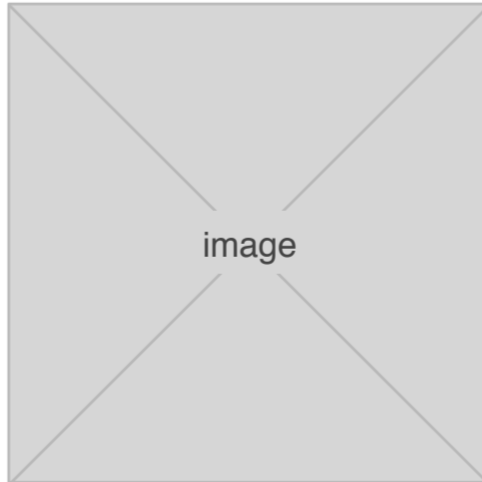


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By Steve

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BOOK A TEST DRIVE

Private pricing shown for Chatswood Toyota Change

1 Privacy Statement pop-up. Activated on hover for desktop and on touch for tablet devices.



### A lifetime of Good Times with Corolla

Share your story and WIN

It could be a memorable road trip with friends or family, a long-lasting relationship with the Corolla or just a special moment that took place in a Corolla. Share your story for the chance to win.



Simply tell us about a good time you've had in a Corolla in 100 words or less and you could WIN a trip for two to Paris

Prize details

Terms and Conditions FAQs

Register Write Submit!

**Register with your social network**

Facebook Twitter Google

**Privacy Statement**

Or, register with your email

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By Steve

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By Steve

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## 1.2 Competition Registration Form 2 (With Feed)



## A lifetime of Good Times with Corolla

Share your story and WIN

It could be a memorable road trip with friends or family, a long-lasting relationship with the Corolla or just a special moment that took place in a Corolla. Share your story for the chance to win.



Log in

Register

Write

Submit!

1

**We just need a few more details**
 First name

 Last name

 Email

 Phone/Mobile

 Postcode

By registering I confirm that I am over 18 years of age, an Australian Resident and have read and agree to the [Terms and Conditions](#)

 Please keep me informed of Toyota news, events and offers

 **Privacy Collection Statement**

Register

2

Simply tell us about a good time you've had in a Corolla in 100 words or less and you could **WIN** a trip for two to Paris

Prize details

Terms and Conditions

FAQs

### Notes

1

Secondary registration form for Social Network registrations. This form captures additional information that was not available from Social Network profile. It also presents the user with the T&C, newsletter subscription and Privacy statement.

2

The "X" button will cancel the registration and sent the user back to screen 1.0

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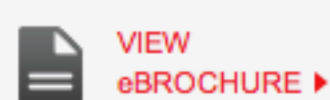
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By Steve

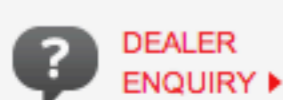
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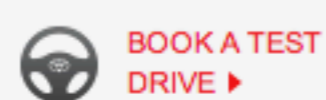
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Cars | Yaris | Prius c | Corolla | Rukus | Prius | Prius v | Camry | Aurion | 86

Hybrids | Prius c | Prius | Prius v | Camry Hybrid | Hybrid Synergy Drive

SUVs &amp; 4WDs | RAV4 | FJ Cruiser | Kluger | Prado | HiLux | LandCruiser 70 | LandCruiser 200

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Newsroom



1.3 Competition Rich Media Entry (With Feed)



Steve Farrugia [My Account](#)

**A lifetime of Good Times with Corolla**  
Share your story and WIN

It could be a memorable road trip with friends or family, a long-lasting relationship with the Corolla or just a special moment that took place in a Corolla. Share your story for the chance to win.



1

REMAINING WORDS  
**100**

Simply tell us about a good time you've had in a Corolla in 100 words or less and you could **WIN** a trip for two to Paris

Notes

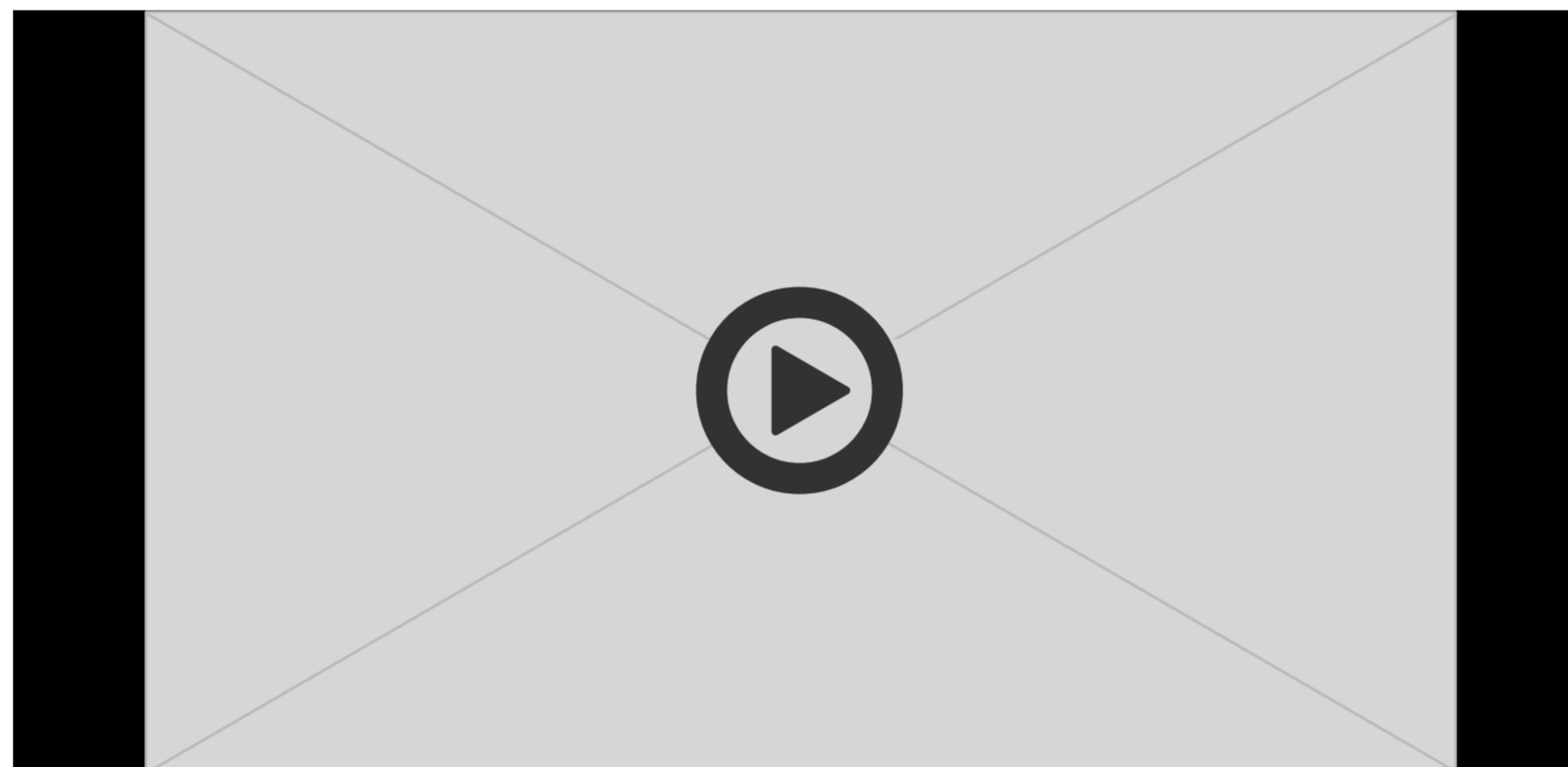
- 1 The Rich Media story input module. Detailed screens at the end of this document.
- 2 The Logged In user sees their username and "My Account" button. This leads through to their story management page.

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By Steve

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By Steve

This is 100 words Body maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Nullam id dolor id nibh ultricies vehicula ut id elit. Curabitur blandit tempus porttitor. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo word.

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## 1.3b Competition Rich Media Entry (With Media Attachment Incentive Message)

Text  Search

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Corolla

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## A lifetime of Good Times with Corolla

Share your story and WIN

It could be a memorable road trip with friends or family, a long-lasting relationship with the Corolla or just a special moment that took place in a Corolla. Share your story for the chance to win.

Register 

Write

Submit!

This is my story I have begun typing as my entry into this awesome competition

## Did you know?

If you add **photos**, **videos**, or **tag Corollas** with your story you also enter the running for 1 of 40 \$100 online vouchers?

+ Add a photo

Optional

+ Tag Corollas

Optional

+ Add Video

Optional

REMAINING WORDS

85

Submit

Steve Farrugia

My Account

Simply tell us about a good time you've had in a Corolla in 100 words or less and you could

## WIN

a trip for two to Paris

Prize details

Terms and Conditions

FAQs

## Notes

1

As soon as a user begins typing a story, this notification appears at the bottom. It informs the user of the secondary prize incentive for attaching media to their story.

This notification can be closed with the 'X'. It will also automatically fade after 20 seconds.

All Stories ▶

- With videos ▶
- With images ▶
- Option ▶
- Option ▶
- Option ▶
- Option ▶

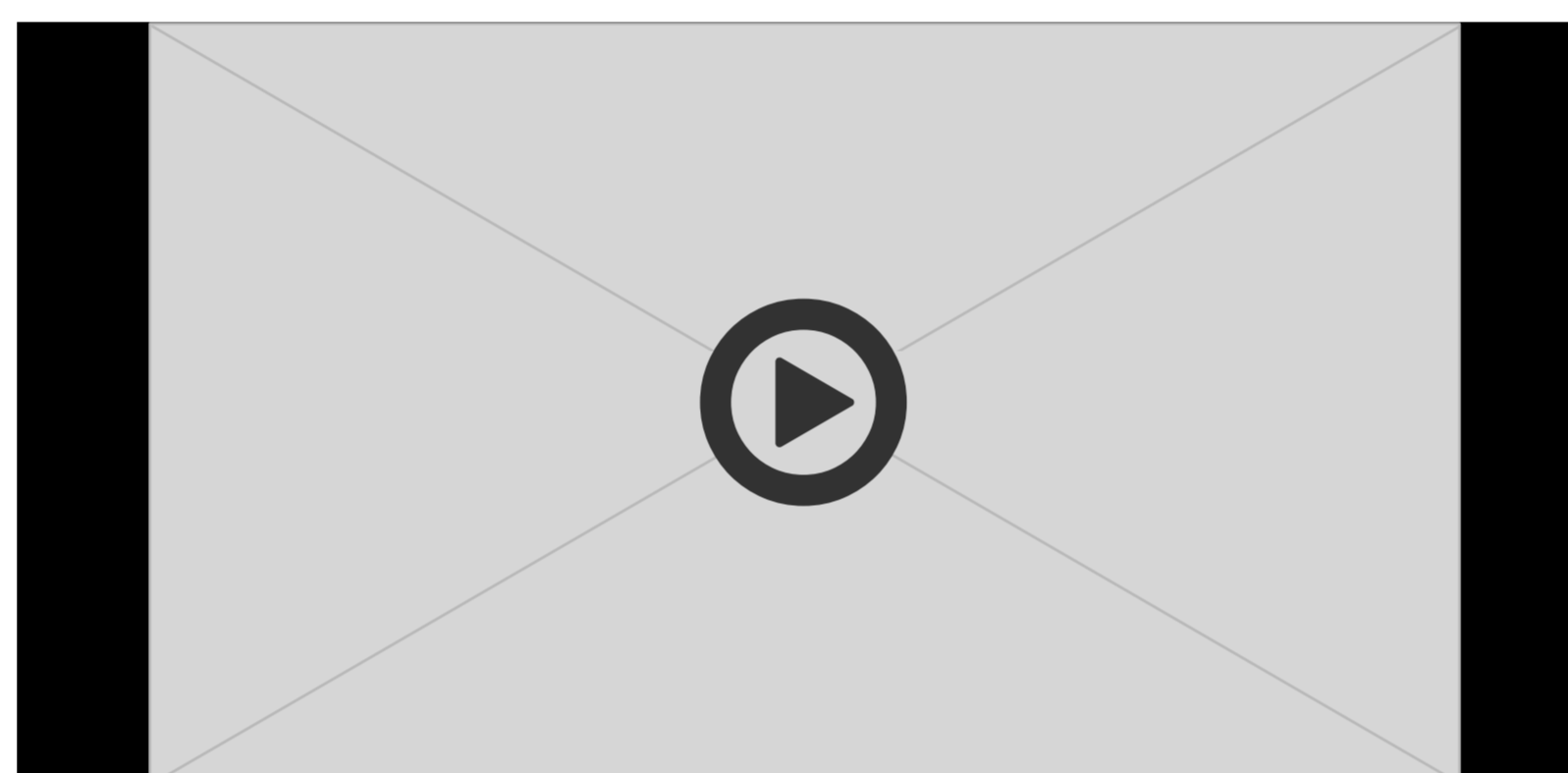
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## Featured Story



By Steve

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image

toyota.com.au/lifetimeofgoodtimes/354658

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Tweet

Share



By Steve

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image

toyota.com.au/lifetimeofgoodtimes/354658

+1

Tweet

Share



By Steve

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Hybrids | Prius c | Prius | Prius v | Camry Hybrid | Hybrid Synergy Drive

SUVs &amp; 4WDs | RAV4 | FJ Cruiser | Kluger | Prado | HiLux | LandCruiser 70 | LandCruiser 200

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## 1.3c Competition Rich Media Entry (With Media Incentive Confirmation Message)

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Steve Farrugia

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Share your story and WIN

It could be a memorable road trip with friends or family, a long-lasting relationship with the Corolla or just a special moment that took place in a Corolla. Share your story for the chance to win.



Register

Write

Submit!

Are you sure you want to submit?  
If you add photos, videos, or tag Corollas with your story you also enter the running for 1 of 40 \$100 online vouchers!

Yes, I'm sure

+ Add a photo

Optional

+ Tag Corollas

Optional

+ Add Video

Optional

REMAINING WORDS

45

Submit

Simply tell us about a good time you've had in a Corolla in 100 words or less and you could WIN a trip for two to Paris

Prize details

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## Notes

1

When the user submits a story without any photos, videos or Corolla tags, a 'are you sure' message is shown. This reminds the user that there is incentive to upload media.

The user can choose to click 'Yes, I'm sure' to confirm and submit their story without attachments.

Or they can click any of the now emphasised attachment buttons. Doing this will automatically hide the message and re-enable the Submit button.

If the user clicks the 'x' button, the message will be removed and the submit button will be re-enabled, but if they click submit without making any changes, the message will re-appear to confirm they do not want to add anything.

All Stories

- With videos
- With images
- Option
- Option
- Option
- Option

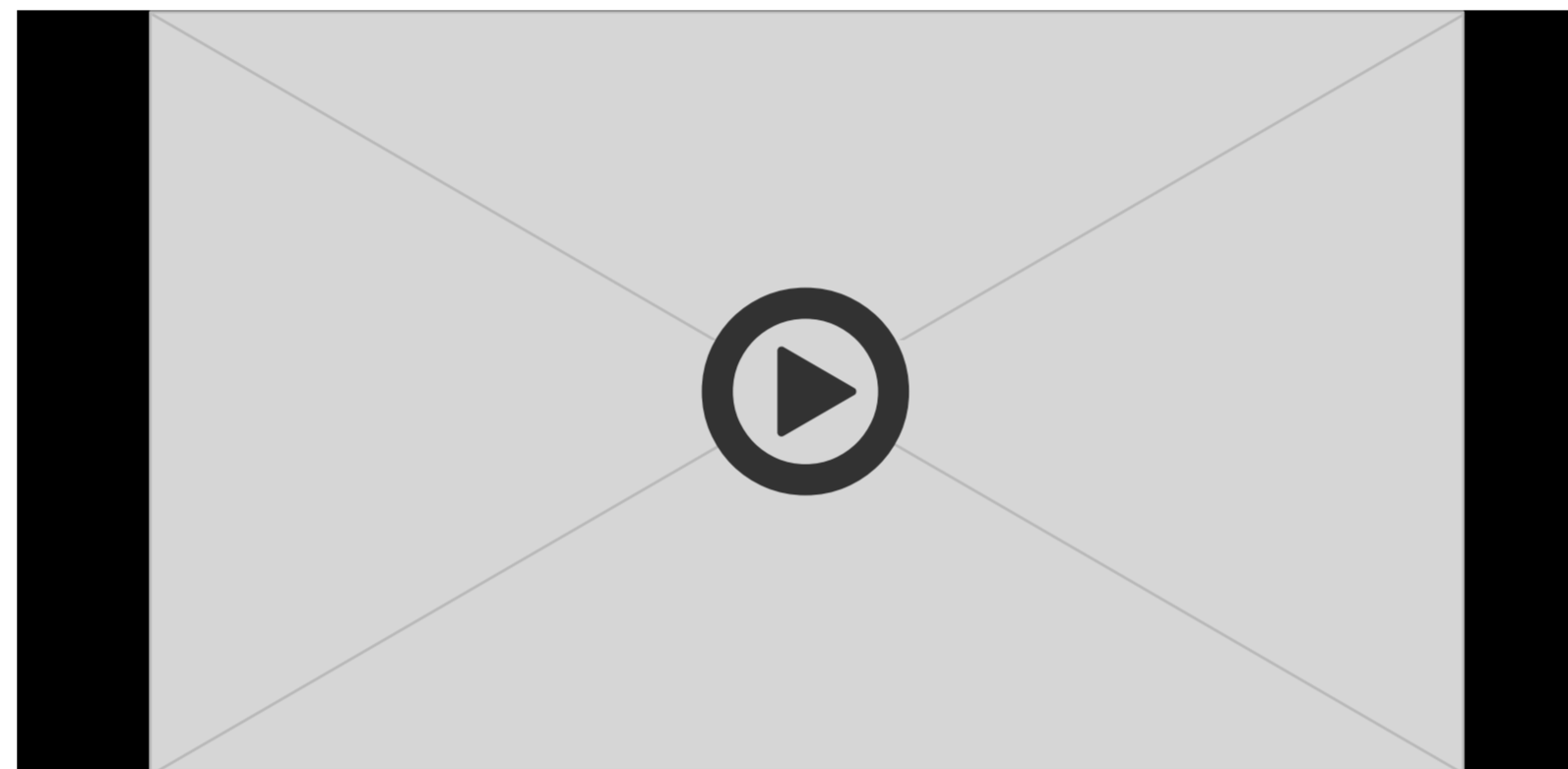
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By Steve

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image

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By Steve

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image

toyota.com.au/lifetimeofgoodtimes/354658

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Tweet

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By Steve

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Register

Write

Submit!

Nulla vitae elit libero, a pharetra augue. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec id elit non mi porta gravida at eget metus. Cras mattis consectetur purus sit amet fermentum. Sed posuere consectetur est at lobortis. Nullam quis risus eget urna mollis ornare vel eu leo.

+ Add a photo  Optional

+ Tag Corollas  Optional

+ Add Video  Optional



REMAINING WORDS  
**26**

Submit

Steve Farrugia

My Account

Simply tell us about a good time you've had in a Corolla in 100 words or less and you could **WIN** a trip for two to Paris

Prize details



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With images

Option

Option

Option

Option

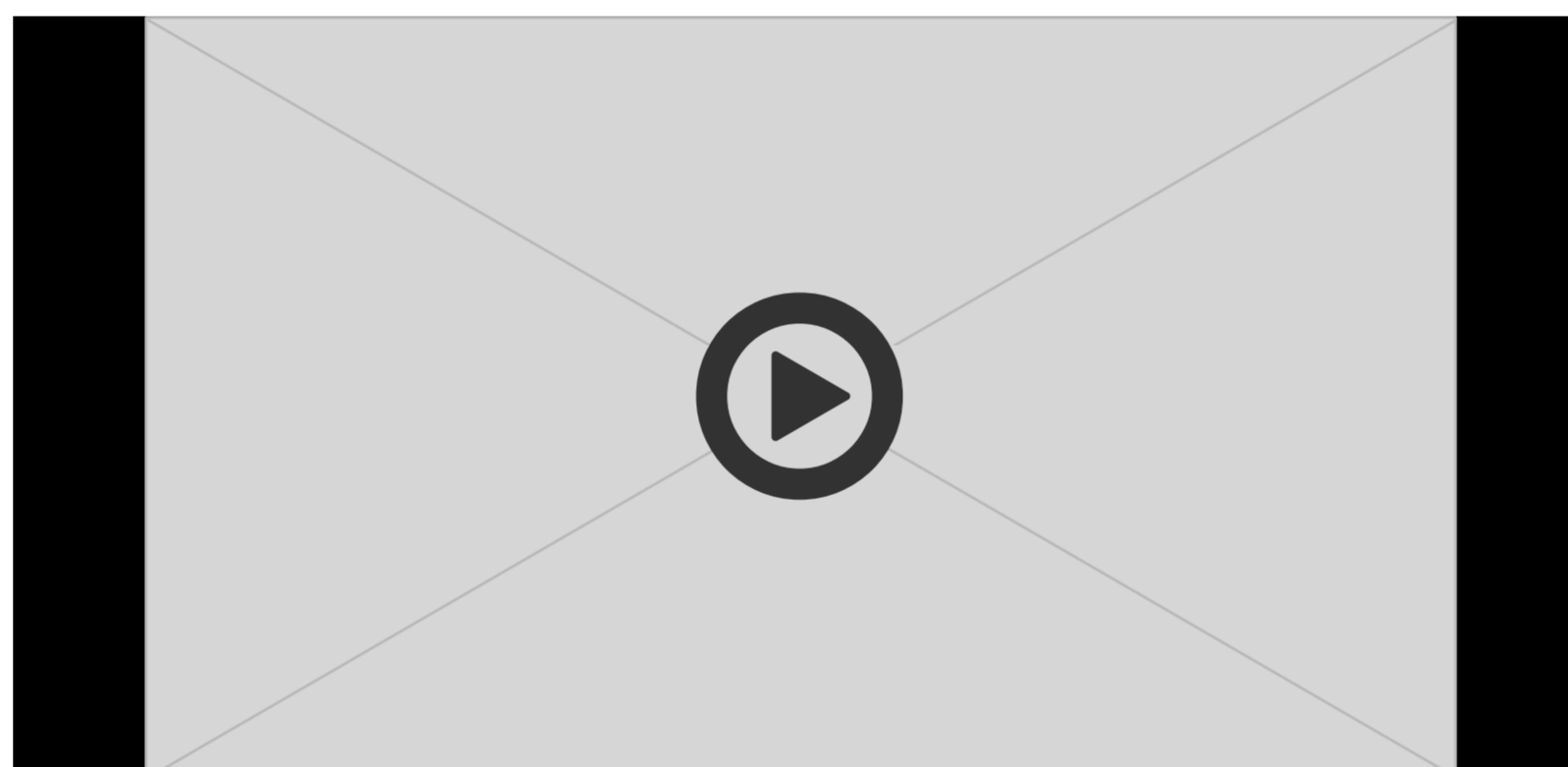
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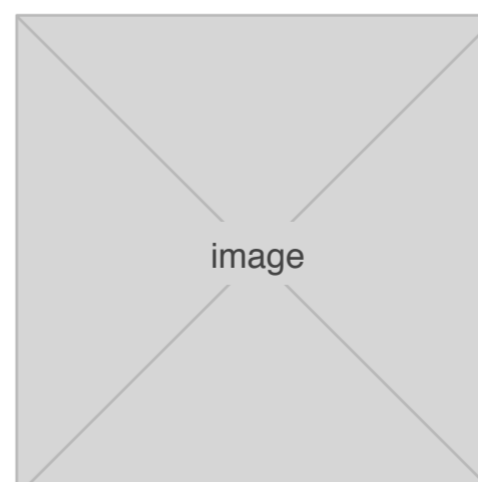
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Steve Farrugia

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Submit!

### Thanks for submitting your Lifetime of Good Times entry

You will be notified via email when your entry is accepted

All Stories

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With images

Option

Option

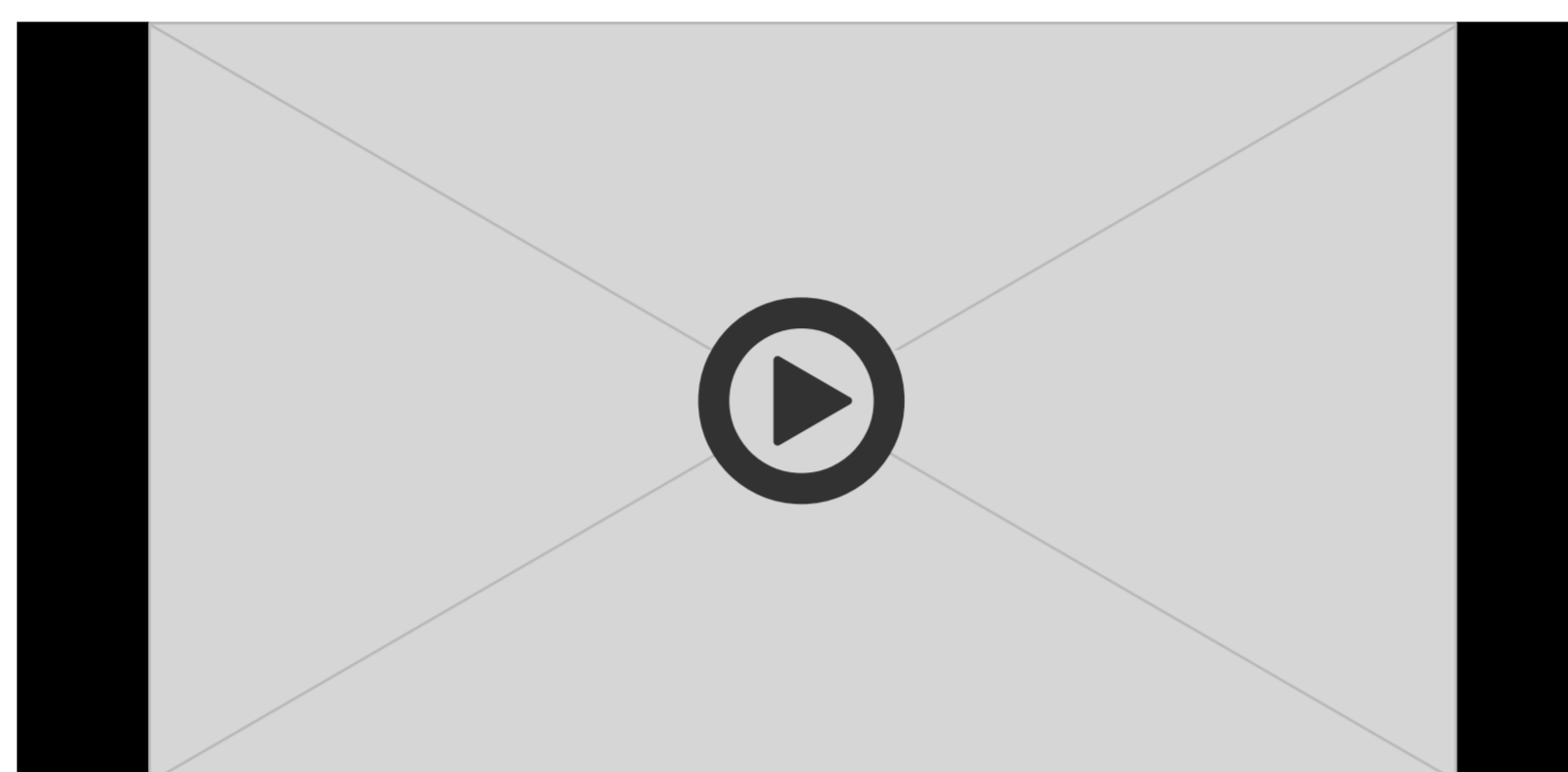
Option

Option

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By Steve

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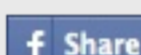
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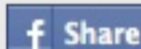
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By Steve

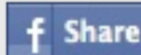
This is 100 words Body maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Nullam id dolor id nibh ultricies vehicula ut id elit. Curabitur blandit tempus porttitor. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo word.

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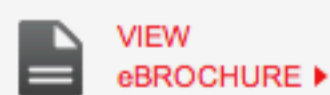

+1



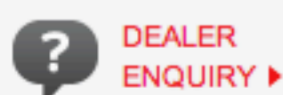
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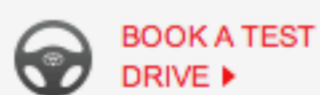
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### Share your story and WIN

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Share your story

Log in

Register

Simply tell us about a good time you've had in a Corolla in 100 words or less and you could **WIN** a trip for two to Paris

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Steve's Story



By Steve

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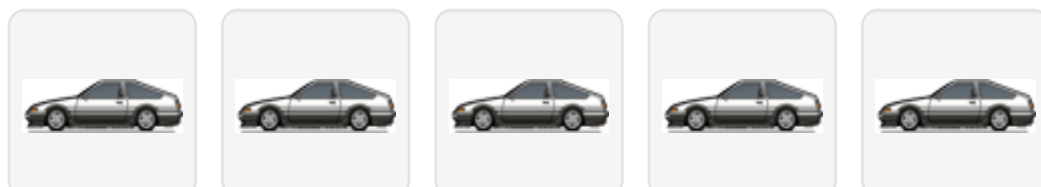
Submitted: Sunday, 1st September 2013 at 4:45pm

**Story:** Vestibulum id ligula porta felis euismod semper. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Maecenas faucibus mollis interdum. Donec id elit non mi porta gravida at eget metus.

Attachments:



Tagged Corollas:



Status



Pending Approval

Submitted: Sunday, 1st September 2013 at 4:45pm

**Story:** Vestibulum id ligula porta felis euismod semper. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Maecenas faucibus mollis interdum. Donec id elit non mi porta gravida at eget metus.

Attachments:



Tagged Corollas:



Status

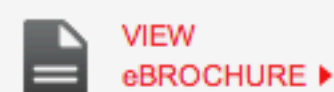
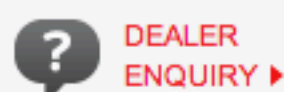
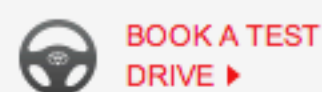


Rejected

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Submitted: Sunday, 1st September 2013 at 4:45pm

**Story:** Vestibulum id ligula porta felis euismod semper. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Maecenas faucibus mollis interdum. Donec id elit non mi porta gravida at eget metus.


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### Integer posuere erat a ante venenatis dapibus posuere velit aliquet?

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vestibulum id ligula porta felis euismod semper.

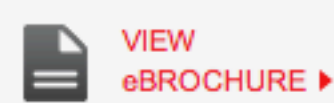
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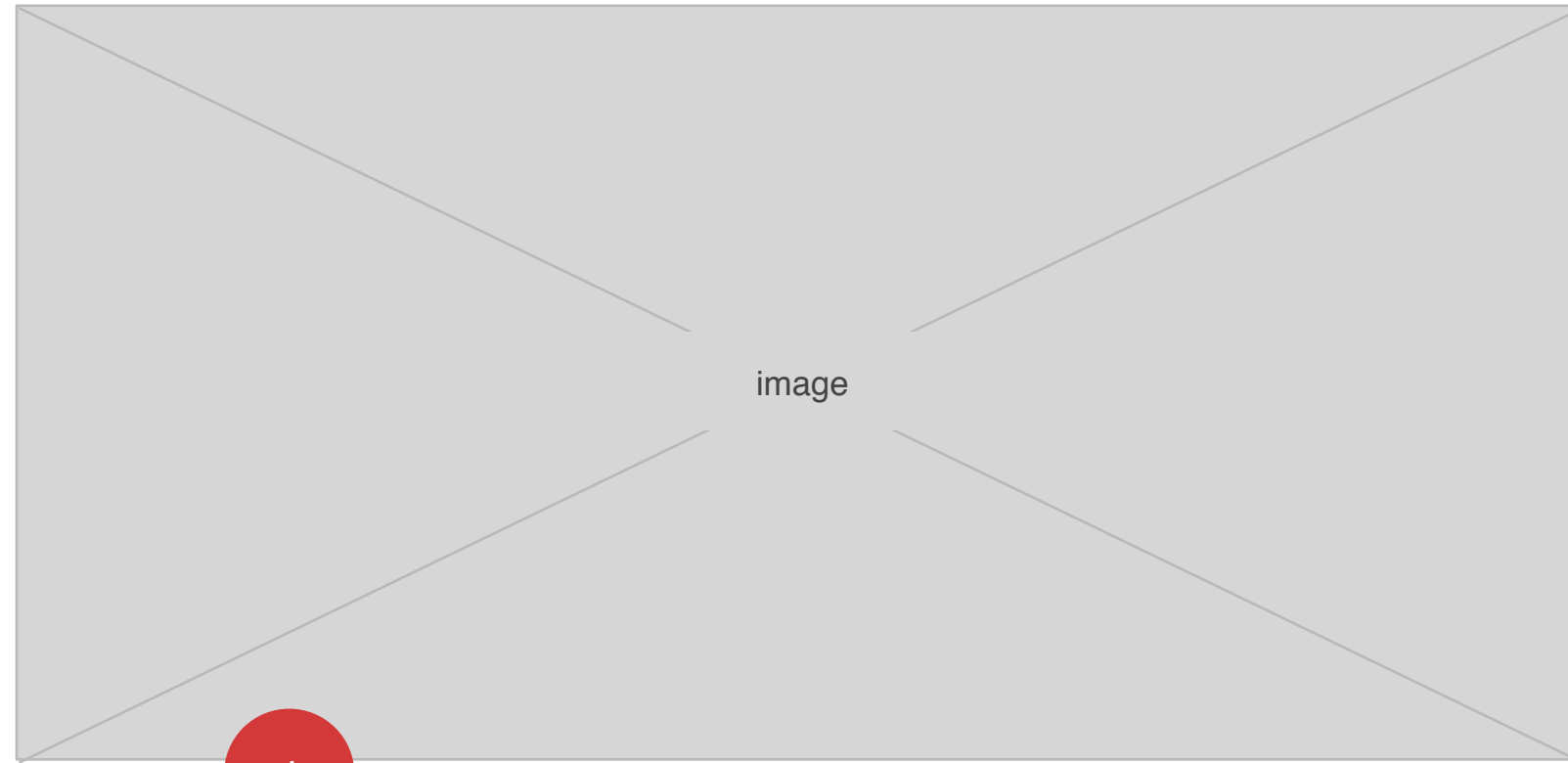
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1

**Moderation**

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Approve

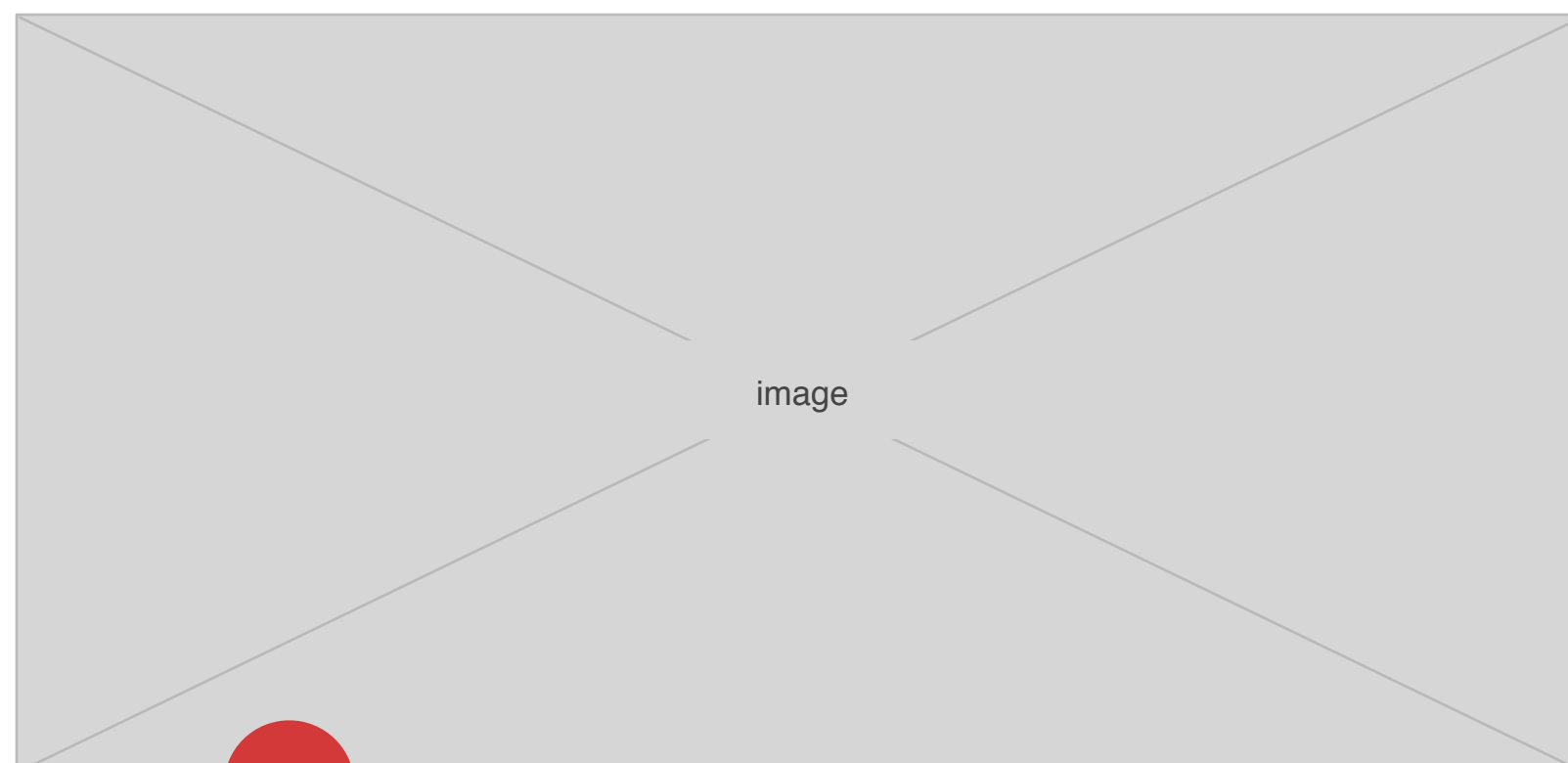
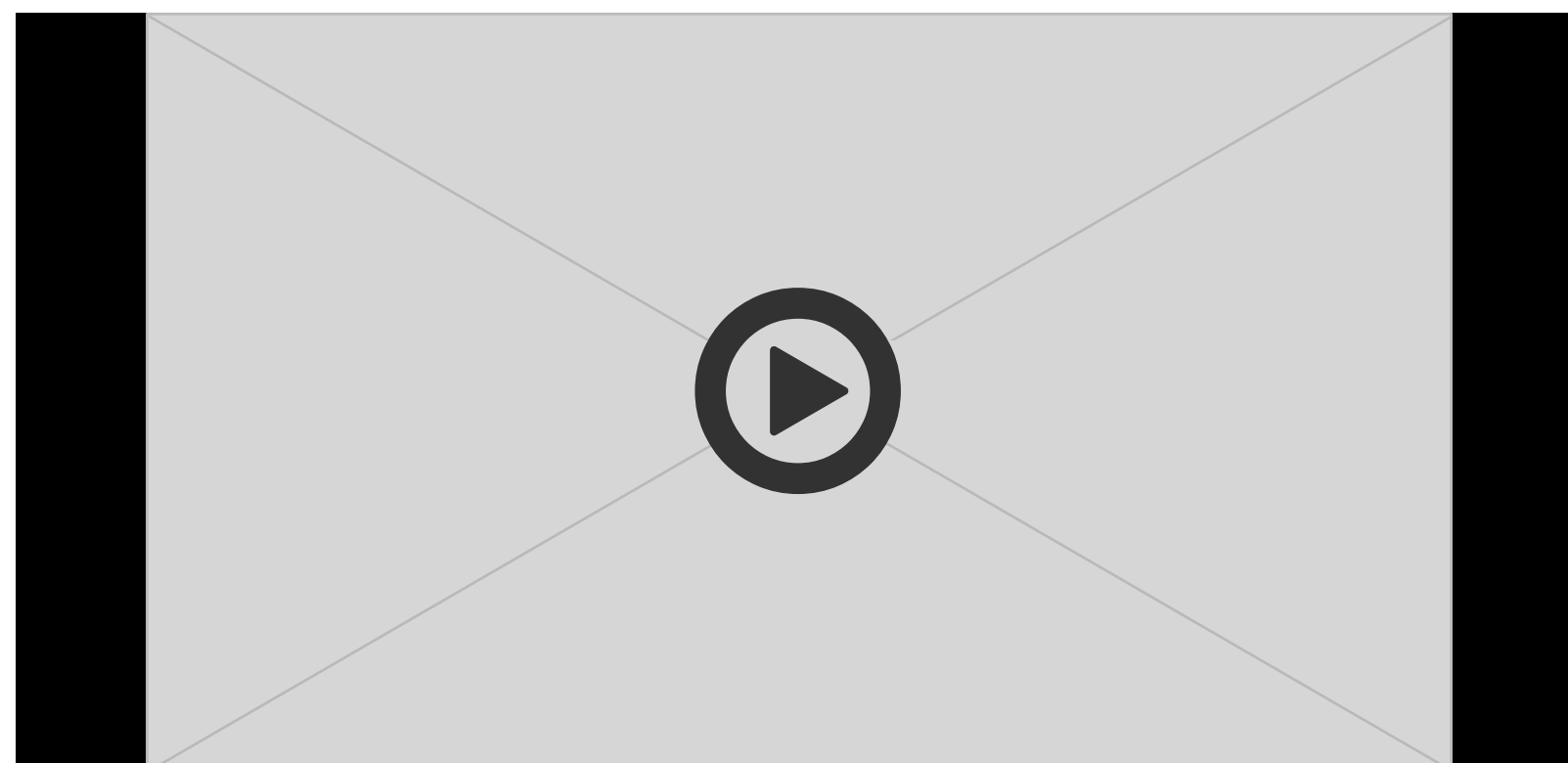
Done



**By Steve**

**Location: St Leonards**

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2

**Moderation**

Reject
Approve

Done

**Tags** Comma separated (tag, tag)

**Score** ★ ★★ ★★★ ★★★★ ★★★★★

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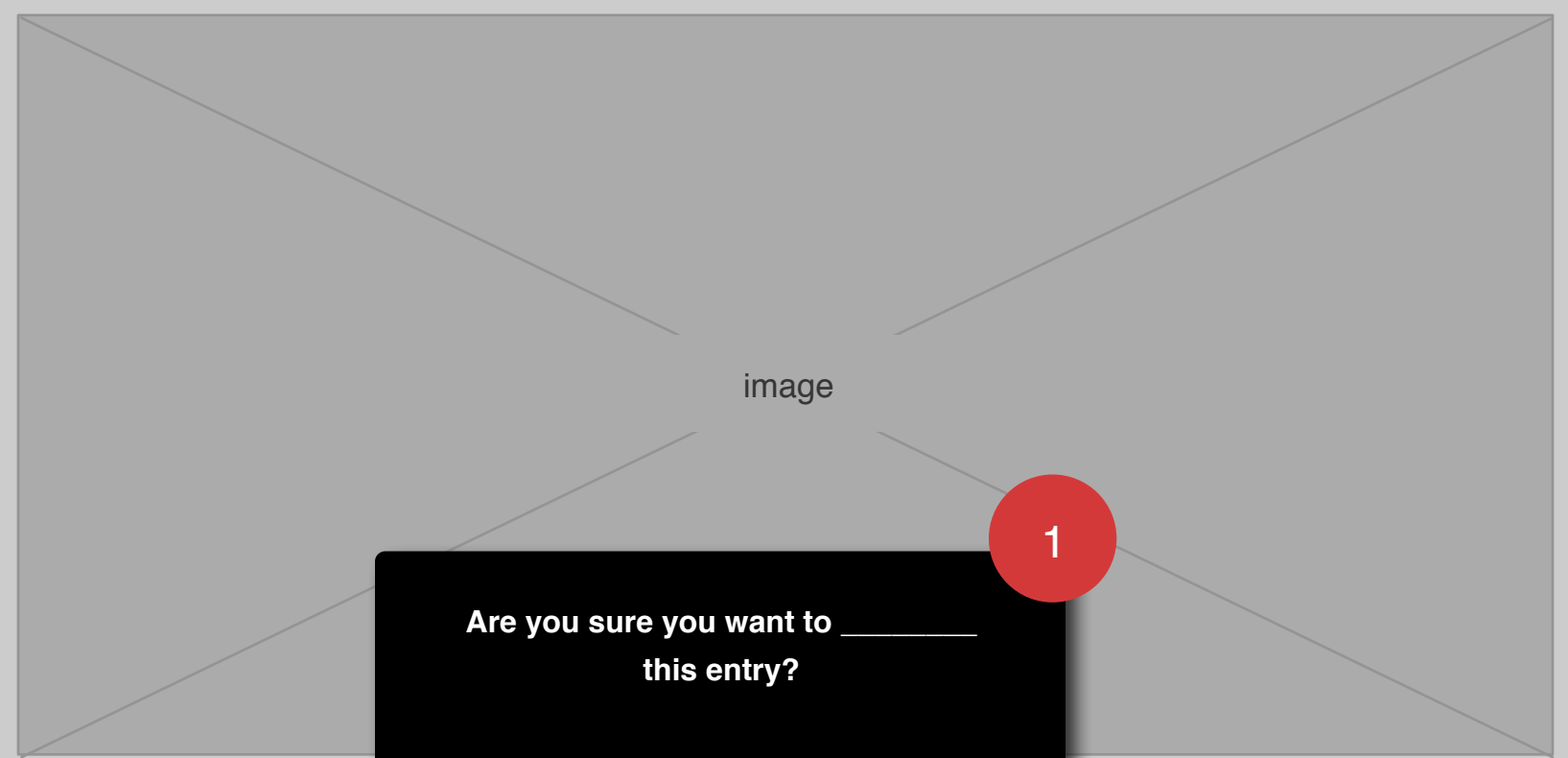
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Tags Comma separated (tag, tag)

Score 1 star to 5 stars

Post to Facebook Minor Prize B Minor Prize A Winner

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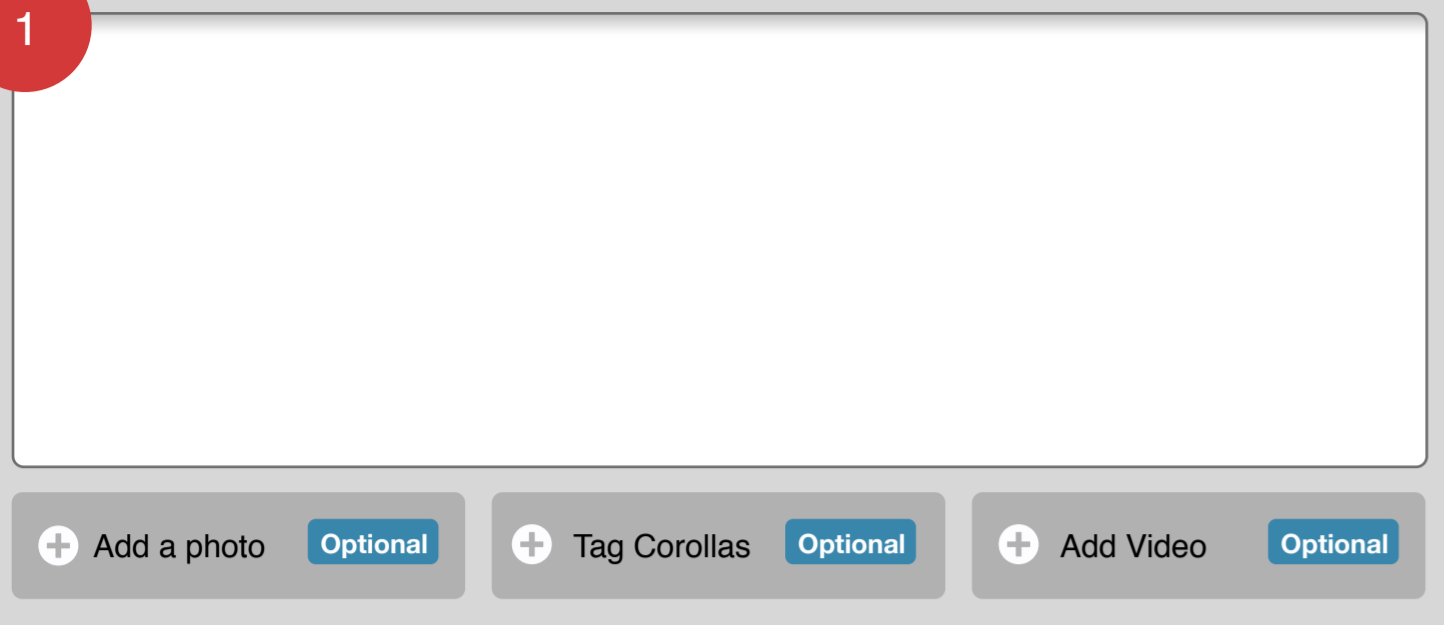


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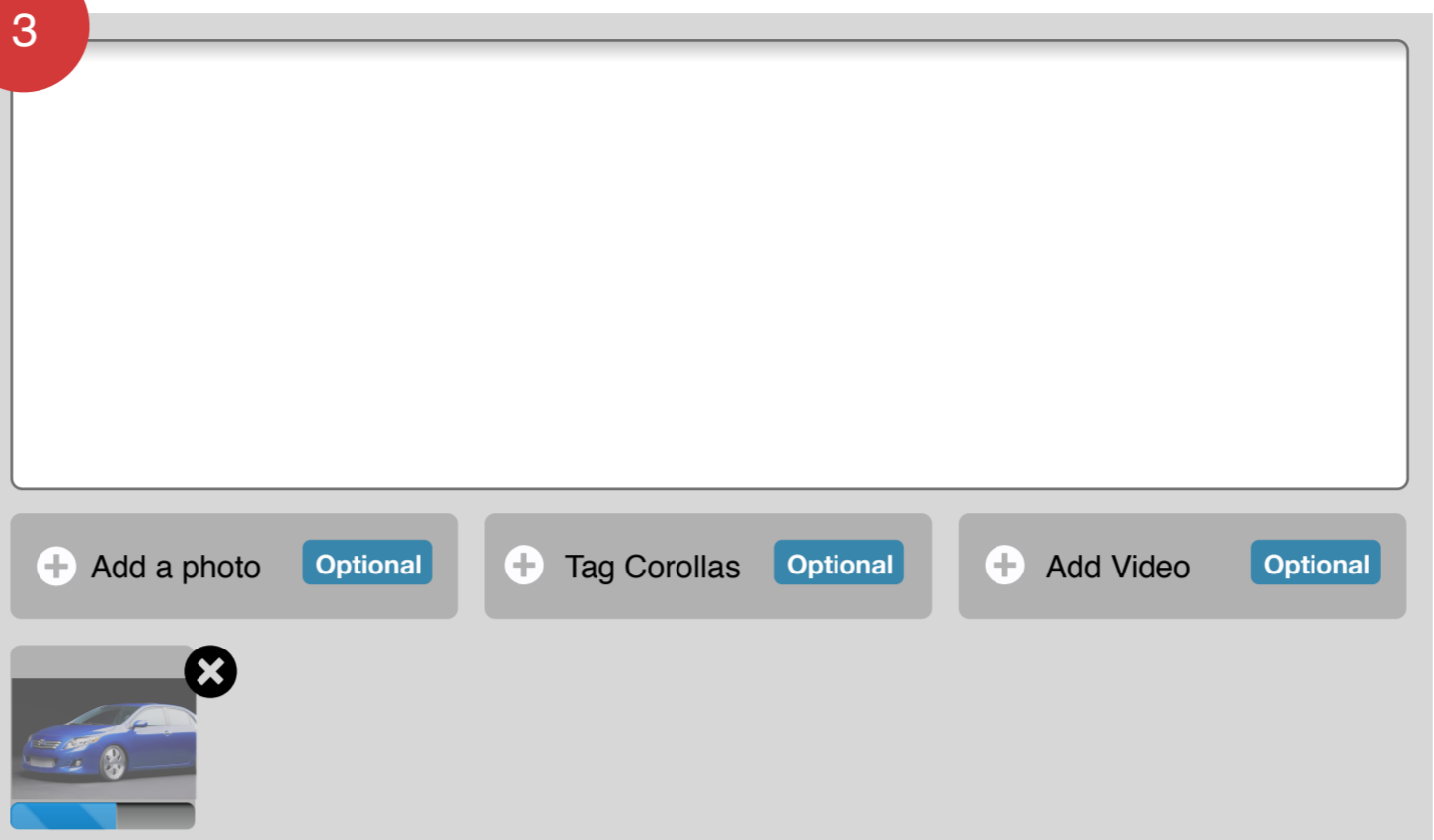
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**100**

**Submit**

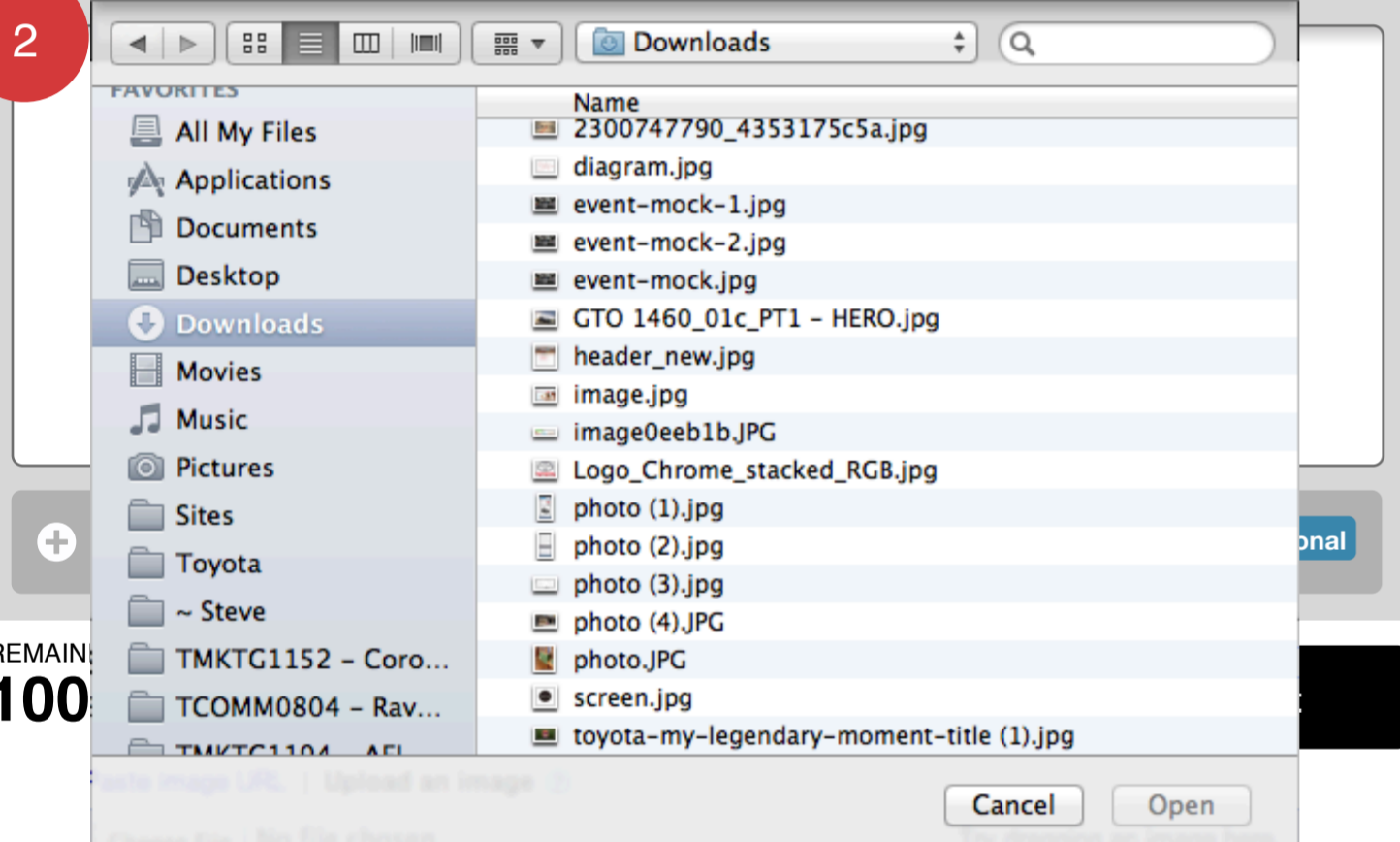
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REMAINING WORDS  
**100**

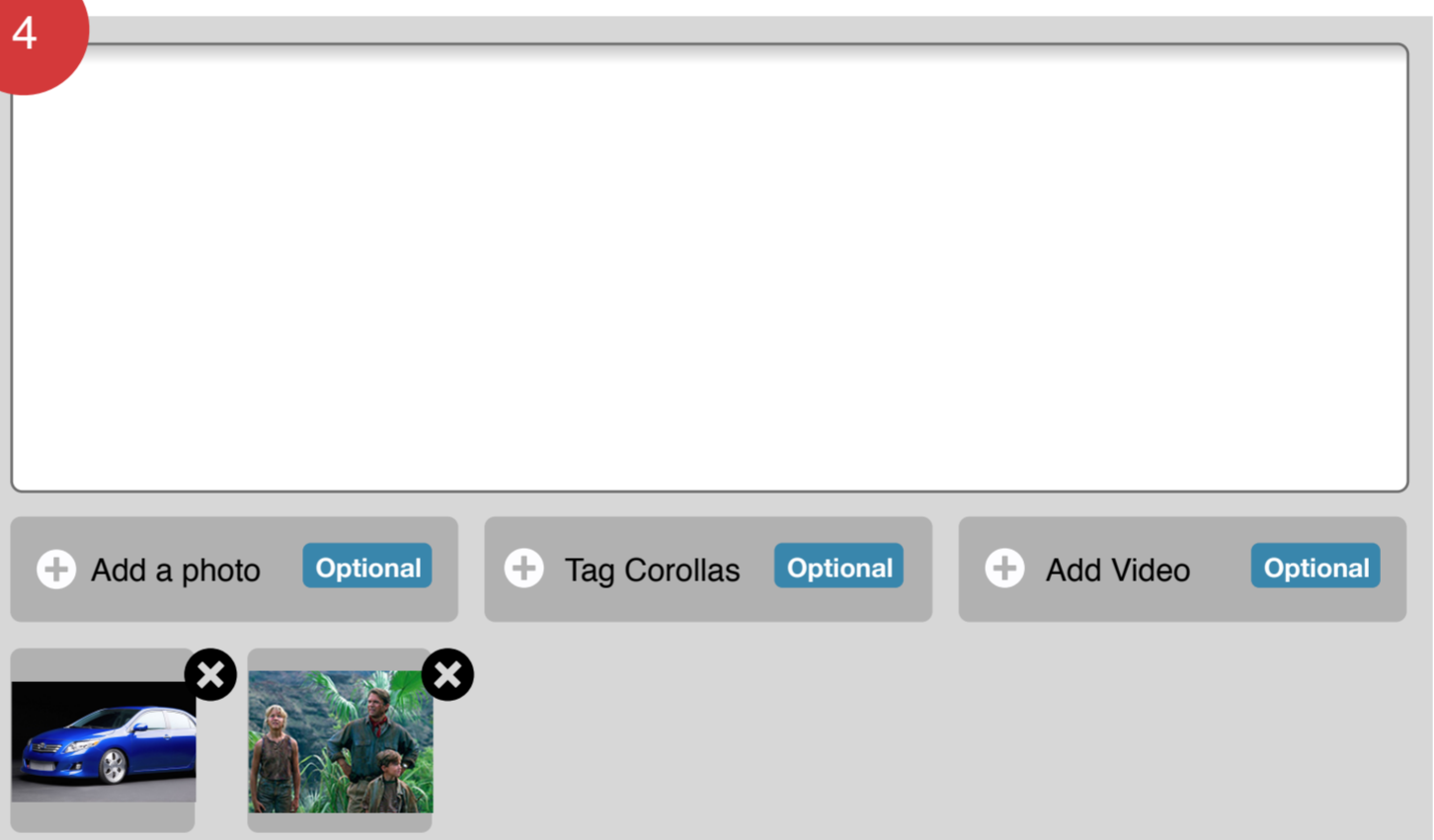
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2



REMAINING WORDS  
**100**

4



REMAINING WORDS  
**100**

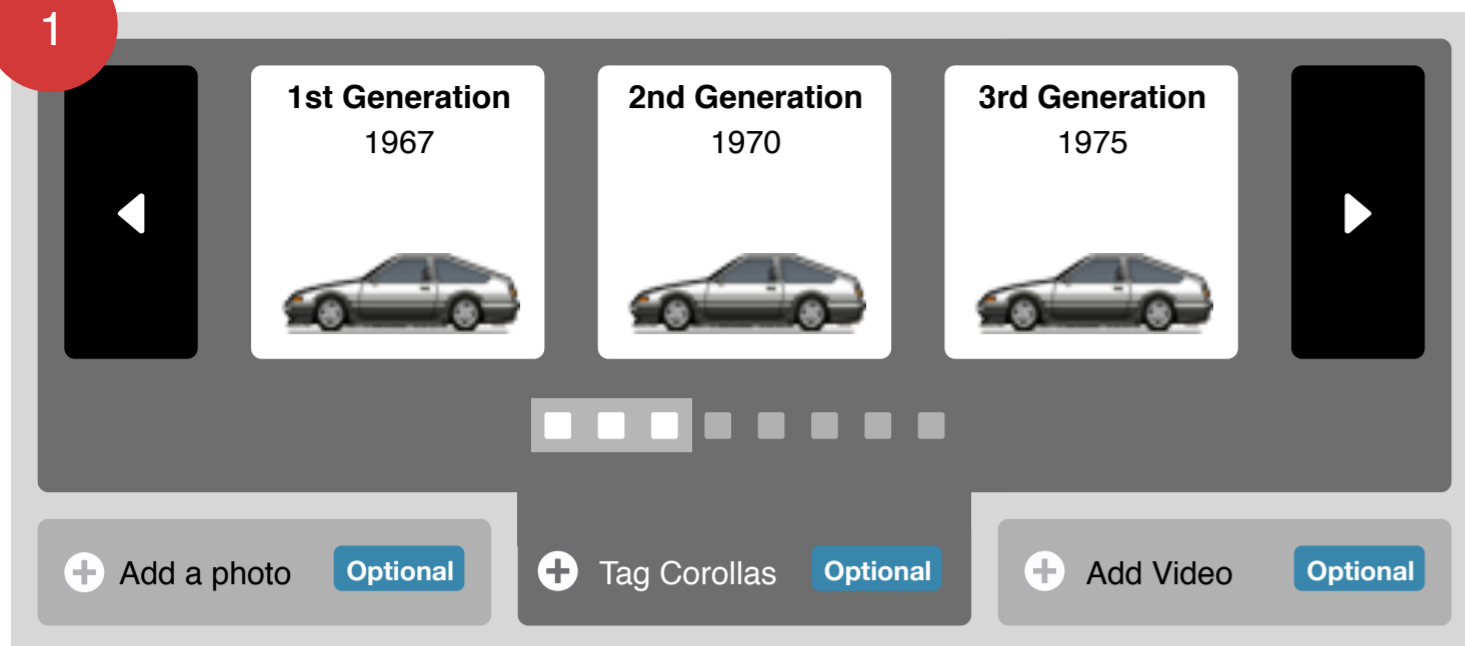
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- 2 If the user clicks the "Upload" button the Operating System file browser opens, or the Video library on an iPad, and allows the user to select 1 image for upload.
- 3 When an image is selected the upload begins immediately. A progress bar appears over the thumbnail for slow connections or larger file uploads.
- 4 When a photo is selected the thumbnail is displayed in the tray with an "X" icon. Clicking the "X" will remove the photo.

## Corolla Tagging

1

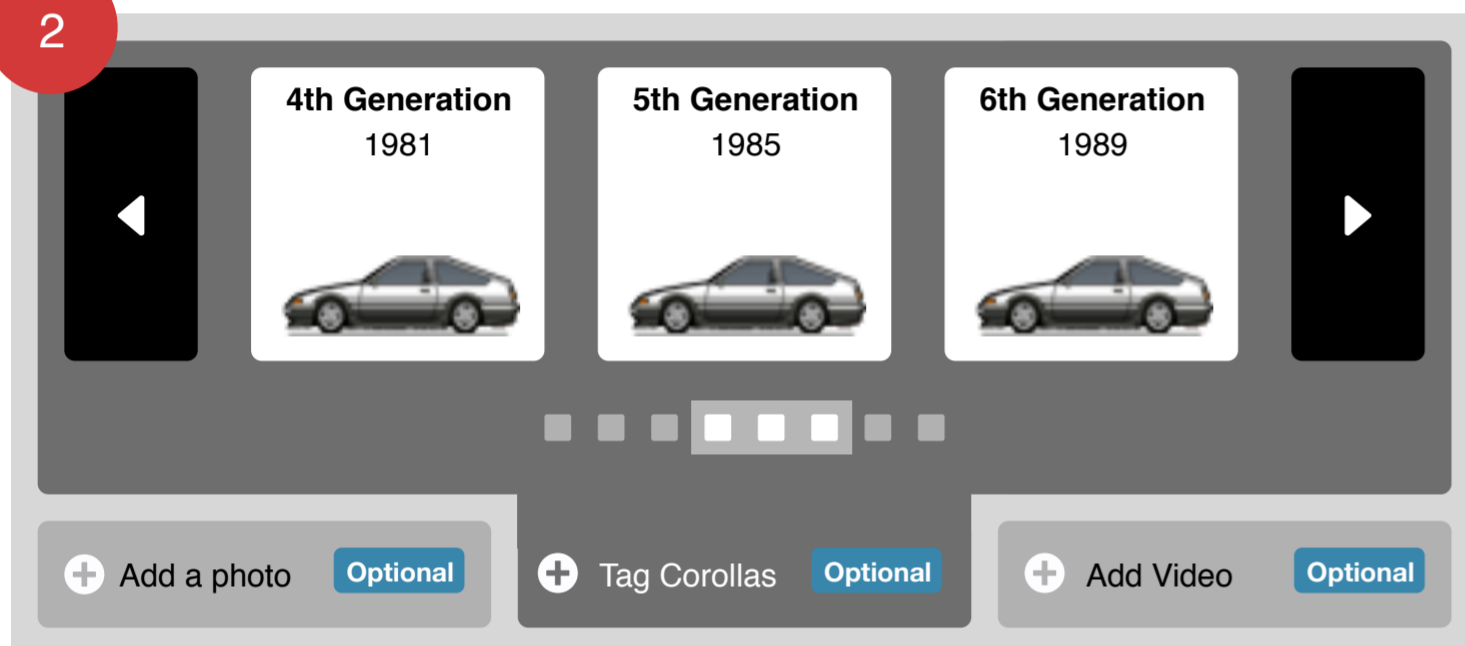


REMAINING WORDS

100

Submit

2

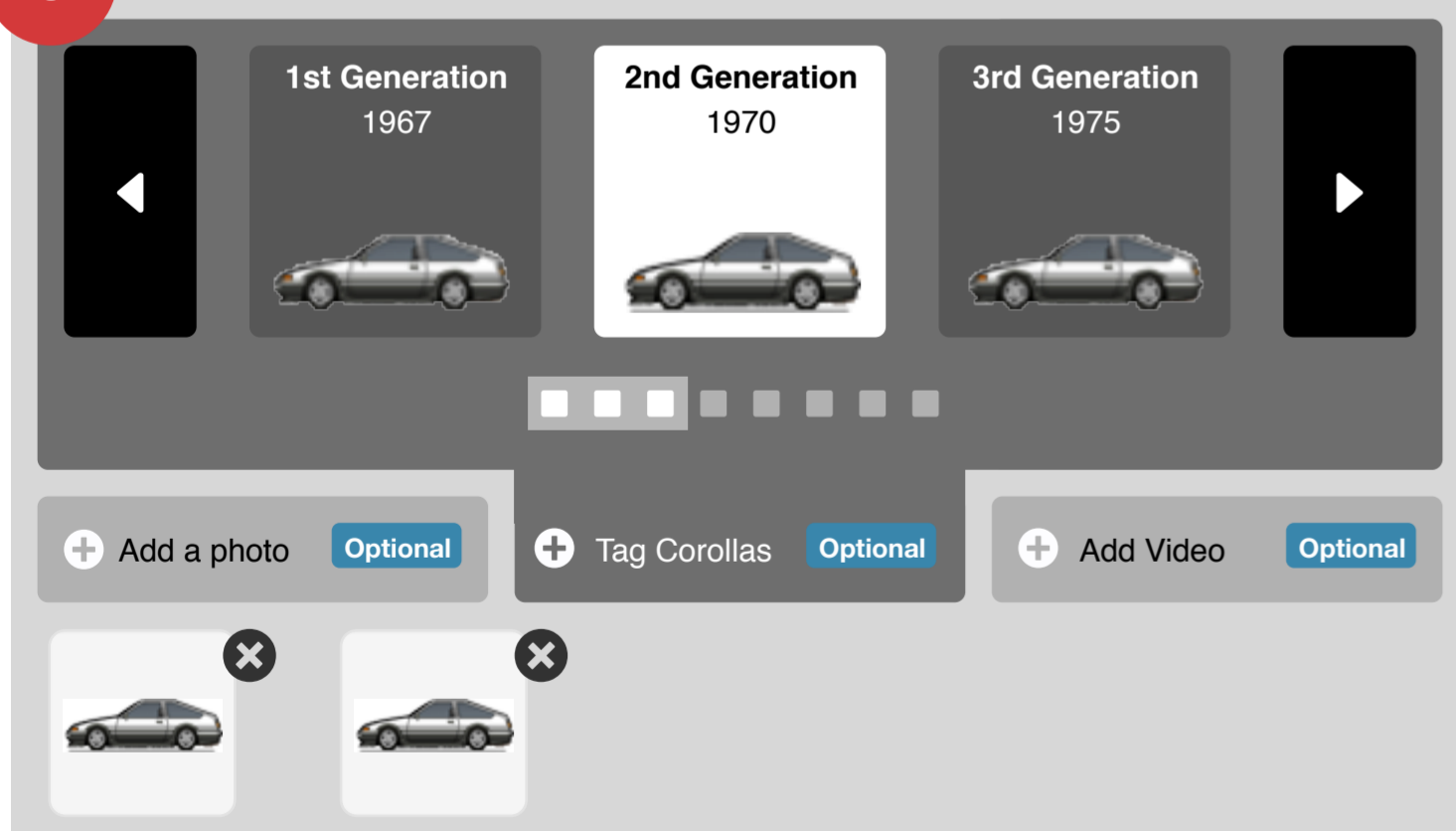


REMAINING WORDS

100

Submit

3

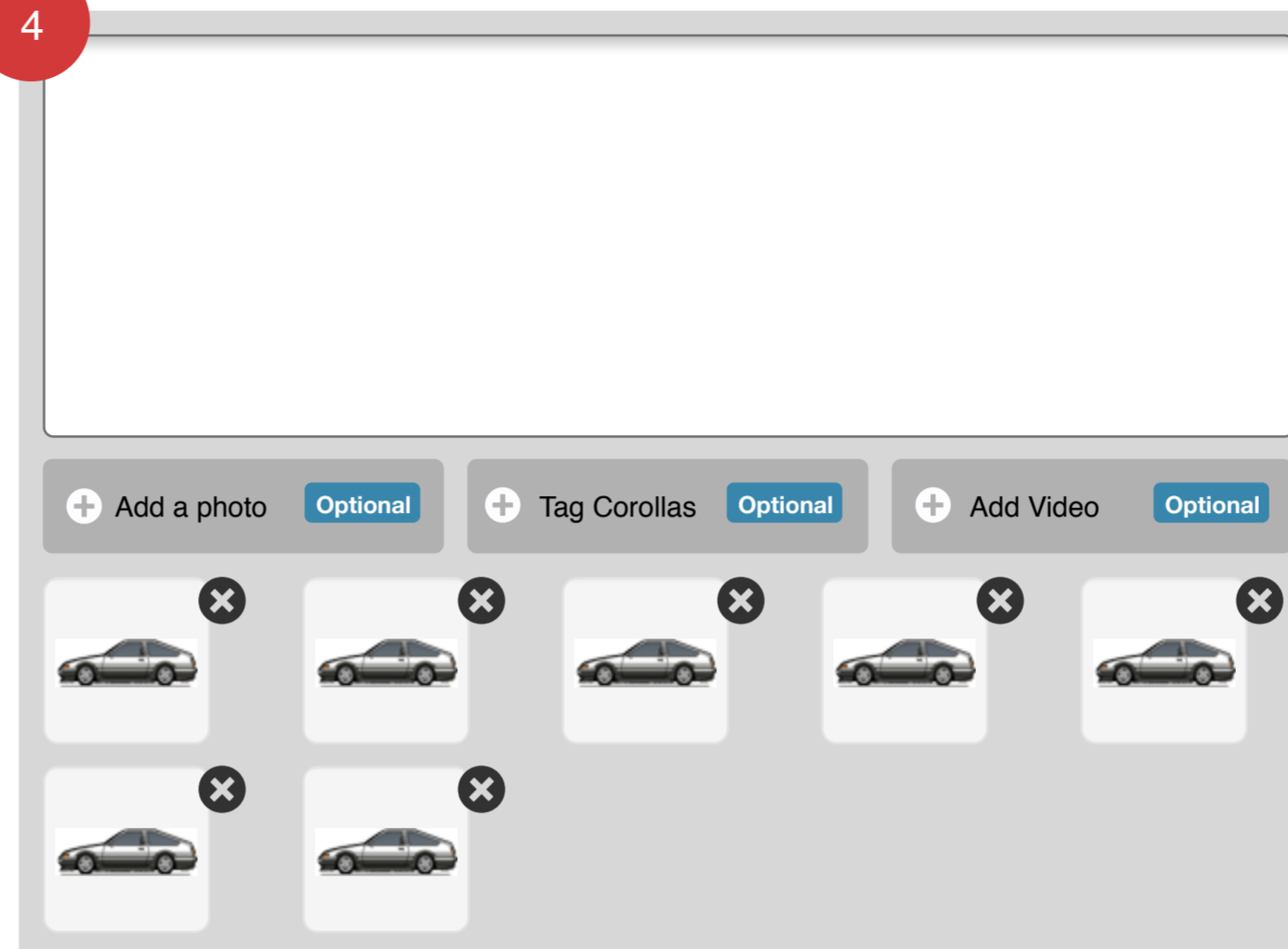


REMAINING WORDS

100

Submit

4



REMAINING WORDS

100

Submit

## Notes

1

The Corolla generations appear as large buttons. The overlay shows 3 generations at a time. This keeps the vehicle illustrations large enough to be recognisable by shape.

The "Tag Corollas" button also has a "X" icon. This indicates that by clicking the button again the Corolla selection viewport will close.

2

Clicking the left or right arrows jumps the user to the next 3 generations. The location indicator beneath the thumbnails shows the viewport position in context.

When the user reaches the end of the line, they automatically loop back to the 1st generation.

3

When a vehicle is selected the thumbnail changes colour and the Corolla appears in a tray at the bottom. The user can click the thumbnail to de-select the Corolla, or click the "X" icon above the vehicle in the tray.


4

The selected Corollas remain in the tray after the Corolla Tag tool has been closed.

## Adding a Video

1

**Upload a video** (max file size 100mb)  
Accepted formats: 3gp, 3g2, mp4, m4v, avi, mov, mpeg, h264, ogg, wav, f4v

 **Browse**

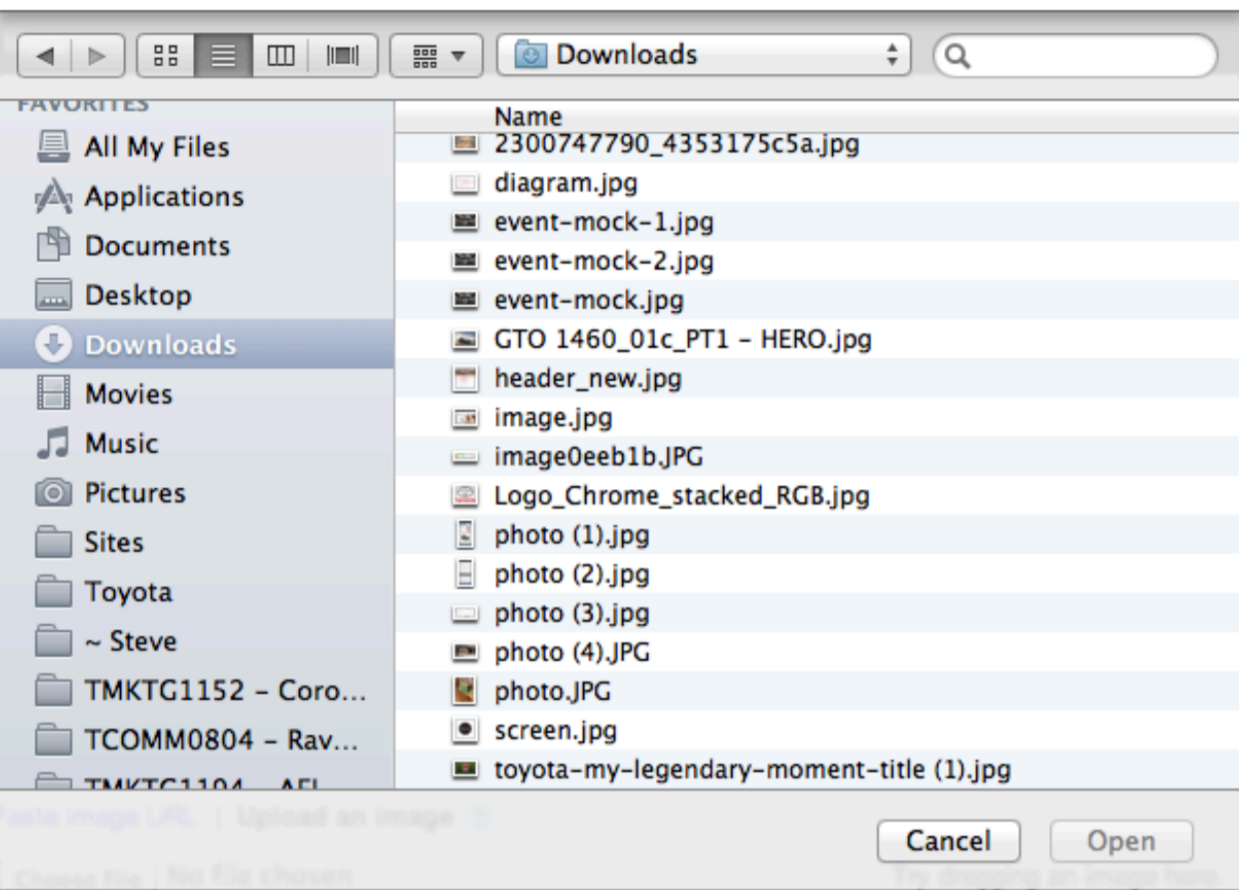
+ Add a photo **Optional**   + Tag Corollas **Optional**   + Add Video **Optional**

REMAINING WORDS

100

Submit

2

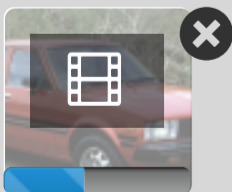


+ Add a photo **Optional**   + Tag Corollas **Optional**   + Add Video **Optional**

REMAINING WORDS  
100

3

+ Add a photo **Optional**   + Tag Corollas **Optional**   + Add Video **Optional**




REMAINING WORDS

100

Submit

4

+ Add a photo **Optional**   + Tag Corollas **Optional**   + Add Video **Optional**




REMAINING WORDS

100

Submit

5

Video upload failed. Try again 

+ Add a photo **Optional**   + Tag Corollas **Optional**   + Add Video **Optional**

REMAINING WORDS

100

Submit

## Notes

1

The video upload function opens a smaller box which indicates a maximum file size and the accepted video formats (duplicated AFL Legendary Moments functionality) and a "Browse" button.

2

Clicking "Browse" will open the Operating System file browser, or the Video library on an iPad, and allow the user to select 1 video for upload.

3

When a video is selected, the video box closes and the upload begins. A progress bar appears in the "Add Video" button as well as the filename of the video being uploaded. This process does not prevent the user from editing their text or using any of the other functions within the Story input module

4

When the upload is complete a subtle tick icon appears to indicate success. The "X" icon can be clicked to remove the video.

5

If the upload fails, the thumbnail disappears and a notification message is displayed. The message shows for 30 seconds or it can be cleared instantly by clicking the 'X' icon