

VITALITY

Reveal iTunes Reward animation architecture

Revision No.	Date	Description	Author
1	9 Feb 2015	Initial Draft	J. Mira & T. Cowell
2	9 Feb 2015	Added scope, changed assumptions, added copy editing	J. Mira & T. Cowell

1. Scope

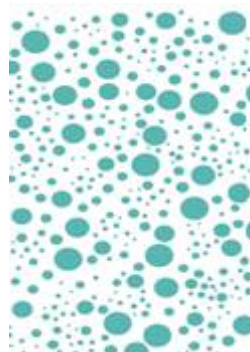
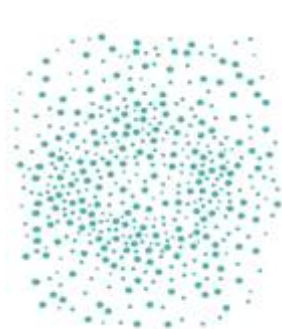
Below are screen/variations that will be produced during animation.



1.1. Green particles with some attraction force floating around a white circle



1.2. The white circle expands and overlaps everything on the canvas



1.3. When the screen is completely white, new particles appear and float around (without collisions)

CONGRATULATIONS!
[user first name],
Your reward this month

CONGRATULATIONS!
[user first name],
Your reward this month

1.4. The particles zoom/scale/translate until they form the shape of a given number (a voucher) or the shape of a headphone

AN ITUNES VOUCHER



A SONG



2. Assumptions

- For browsers and devices that do not support <canvas>, a static image will be required for each of the above rewards to be shown when one of these award types is revealed
- The animation will run within a container sized 533x533px. Initially, the CSS and canvas animation was fixed to this size, but we added a few CSS rules to allow the animation to run in frames of up to 400px width. Look for the following line in the CSS file: */* Uncomment to change the size of the main wrapper */*
- Initially, neither the 'user name' or 'expiry date of reward' were required to be shown, but we added it afterwards
- Initially, we didn't need to configure settings for the colours, but we added it afterwards
- PruHealth server providing an authenticated session
- Server contains all the business rules and logic for prize determination
- Server contains logic and will need to write into the HTML a value for skipping reveal section and moving straight to prize
- Returning to page ensuring customer sees the same prize for the duration

3. Basic stories

- GIVEN an authenticated Customer and they are coming to the prize selection page for the first time THEN the customer would see the reveal prize section
- GIVEN an authenticated Customer has selected to reveal the prize THEN the prize, which has been supplied in the HTML should be REVEALED
- GIVEN an authenticated Customer has already REVEALED a prize THEN the same prize should be presented to them regardless of when they return with the prize allocation period

4. Technology approach

- Prize is selected using appropriate business rules on the server assigned to a user account and written into the HTML for that customer
- Customers returning where there are still allocated a prize would have the prize they have already been allocated written into the page
- No additionally cookies needed to ensure a customer is allocated the same prize.

5. Configuration of the experience

Referencing the PHP variables in "index.php". It should be evident how the HTML contains the configuration values and how changing them will modify the experience.

```
$prizes = ['5', '10', '15', '20', 'song'];
```

Owing to reliance for images on IE8 we are limited to the prizes that can be supplied. Currency is in the HTML and could be configured should the business choose to. At the moment, the currency is only showing in the 2nd animation and it can only be changed by editing the SVG images

```
$username = 'John Smith';
```

Server logic will be needed when no name is supplied to prevent a floating comma

```
$period = 'Your reward this month';
```

This is the message under the name

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```
$sessionLife = 2592000; // 1800 = 30min, 86400 = 1day, 2592000 = 1month
```

This variable determines for how long the session will be alive (only for demo purposes)

```
$expiry = '15 December 2015';
```

Indicator to customer of when the reward expires

```
$p1color = "#3f7f7c";
```

Particle colour for the pre-reveal phase animation

```
$p2color = "#5ab6b2";
```

Particle colour for animation to prize

```
$revealedEnabled = false;
```

To enable/disable the logic that skips straight to the prize page if the prize has been already revealed before

6. More configuration settings

Aside from the PHP variables, the experience can be modified / expanded by:

- Changing the background and font colours in the CSS file
- Changing the dimensions of the main wrapper (#ir-anim-container) and canvas (#ir-anim-canvas). Currently is set to be displayed in a 533x533px container

7. Adding a new prize

Add a new SVG file into the “img” folder with the prefix “prize-“. This file needs to contain a “width” attribute in the “svg” tag and several “circle” tags with at least “cx”, “cy” and “r” attributes, where “cx” and “cy” are the coordinates of the circle and “r” its “radius”.

We recommend Adobe Illustrator CS6 with the following export options:

- Profile: SVG Tiny 1.2
- Type: SVG
- Decimal places: 1

Please note that browsers with non-canvas support will require the same file name in PNG format. The new prize will have to be added into the \$prizes setting and if it’s not a voucher, the copy in the congratulations section will have to be updated accordingly during the prize selection backend logic.

8. Copy editing

The copy can be edited in the following placeholders:

- “Reveal iTunes Reward”: edit directly in the HTML (Line 86, H1 tag)
- “Before the end of this month”: edit directly in the HTML (Line 87, H2 tag)
- “Gift Include”: edit directly in the HTML (Line 90, H3 tag)
- “Song, Voucher”: edit directly in the HTML (Lines 91,92, span tags)
- “Congratulations! ”: edit directly in the HTML (Line 95, H1 tag)
- “John Smith”: edit in the backend variables and render into the HTML (Line 96, p tag)
- “Your reward this month”: edit in the backend variables and render into the HTML (Line 96, p tag after
)
- “A Song / An iTunes voucher”: edit in the backend variables and render into the HTML (Line 97, H2 tag)
- “Expires 15 December 2015”: edit in the backend variables and render into the HTML (Line 100, p tag)
- Legal terms copy: edit directly in the HTML (Lines 101-103, p tags)

9. Supported devices / browsers

- Apple iPhone 6
- Apple iPhone 5s
- Samsung SM G900F Galaxy S5
- Microsoft Windows RT Tablet
- Apple iPad Mini 3

- Apple iPhone 6 Plus
- Samsung GT I9195 Galaxy S4 Mini
- Samsung Galaxy Tab S10.5
- Blackberry Q10
- Samsung Galaxy Note 4
- Google Nexus 7
- LG Nexus 5
- HTC M7 One (currently not working on native browser)
- Amazon KFT Kindle Fire HD 7
- Chrome
- Safari
- Internet Explorer (8+)
- Firefox
- Android Browser