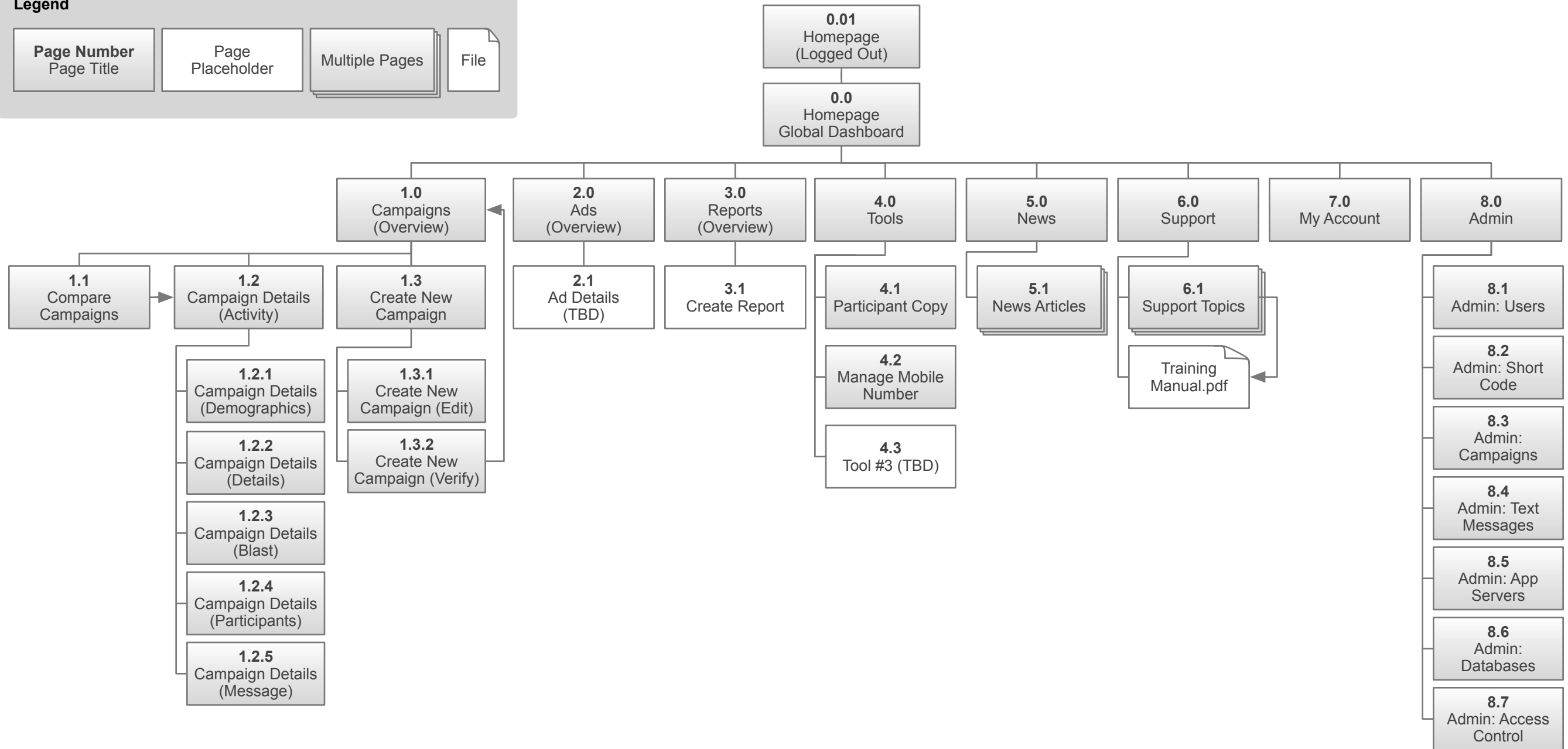
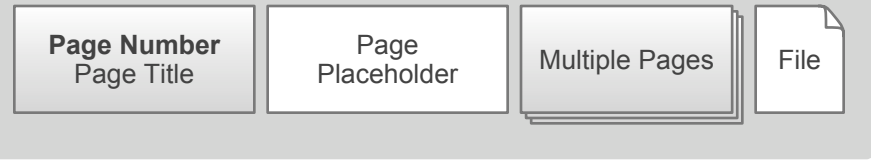


Legend



0.0A Login Page

Login page with branded image and login functionality.

Branded image
Example: "Welcome to the NEW mSnap from SmartReply"

Error Message Here

Username (E-mail Address)

Password

Sign in

Remember me

[Forget your password?](#)

Logo Signed in as: **John Doe** | [Sign out](#) | Clear Channel - NJ

Home Campaigns Ads Reports Tools News Support Admin

Breadcrumbs: →

My Dashboard

Traffic Participants Revenue Mar 30 2009 – Apr 12 2009

All (MO+MT) MO MT

MT (Mobile-Terminated SMS)
Messages received on a mobile device.

Campaign Name	Participants	Traffic	Revenue
1. Club KISS requests	12,023	28,771	\$2343
2. Mixx requests	9,214	10,084	\$2343
3. Beyonce Givaway	982	33,207	\$2343
4. Rolling Stones tickets	28,771	2,338	\$2343
5. \$10,000 VW Sweeps	10,084	5,231	\$2343
6. CD Club (Jazz)	33,207	325	\$2343
7. Severe Weather alert	2,338	12,023	\$2343
8. Top 10 at 10 requests	5,231	9,214	\$2343
9. Morning Show req.	325	982	\$2343
10. Other Requests	8765	625	\$2343

Current Campaigns

[+ Create New Campaign](#)

Name	Camp.Type	Participants	Traffic	Revenue
1. Club KISS requests	Club	12,023	28,771	\$2343
2. Mixx requests	Club	9,214	10,084	\$2343
3. Beyonce Givaway	Quiz	982	33,207	\$2343
4. Rolling Stones tickets	Quiz	28,771	2,338	\$2343
5. \$10,000 VW Sweeps	Sweeps	10,084	5,231	\$2343
6. CD Club (Jazz)	Club	33,207	325	\$2343
7. Severe Weather alert	Club	2,338	12,023	\$2343
8. Top 10 at 10 requests	Talk	5,231	9,214	\$2343
9. Morning Show req.	Vote	325	982	\$2343
10. Other Requests	Talk	8765	625	\$2343

News

30 May 2009
[System maintenance on 3 Jun](#)

29 Apr 2009
[CASE STUDY: WKXZ Memphis.](#)

20 Apr 2009
[Best Practices Guide updated](#)

[All Entries](#)

0.0 Homepage/Global Dashboard

- A. Toolbar.** Login/out, click to update account settings. Global Admin dropdown menu.
- B. Global Navigation.** Each text link leads to specific "landing page," arrows hint that there's also a drop down menu for quick selection.
- C. Breadcrumbs.** Not present on initial page (shown for placement).
- D. Page Header.**
- E. Timeframe (X-Axis).** By default, shows the most recent 2 weeks of data.
- F. Chart.** Tabbed interface to show either "Participants" or "Traffic." If traffic is shown, the option to select MO, MT, or all traffic (default). In this example, only 1 week is shown (planned timeframe is 2 weeks). Also in this example, a hover state for 1 April is shown.
- G. Current Campaigns.** Tied into the chart featured above, this table shows 9 most recent campaigns (mixed MSO/Campaign Types) along with "big picture" values—Participants and Traffic. The H2 header is a link to the Campaigns landing page and each campaign is linked to that particular campaign's page. Also, a shortcut to create a new campaign from the front page—presented best with an informative tooltip on the hover state.
- H. Create New Campaign "button."** A text link with small icon used throughout the site as a shortcut for creating a new campaign.
- I. News.** Serves as a place for information such as system maintenance, best practices, case studies, etc.

Campaigns Reports Ads Tools

[+ Create New Campaign](#)

Current Campaigns

- [Club KISS requests](#) Club
- [Mixx requests](#) Club
- [Beyonce Givaway Quiz](#)
- [Rolling Stones tickets](#) Quiz
- [\\$10,000 VW Sweeps](#) Sweeps
- [CD Club \(Jazz\)](#) Club
- [Severe Weather alert](#) Club
- [Top 10 at 10 requests](#) Talk
- [Morning Show req.](#) Vote
- [Other Requests](#) Talk

Common Reports

- [Report Template 1](#)
- [Report Template 2](#)
- [Report Template 3](#)

Saved Reports

- [Number 1](#)
- [Number 2](#)

[Ads Subpage](#)

[Participant Copy](#)

[Manage Mobile Number](#)

Campaigns — Overview

A [Filter Options](#)

[+ Create New Campaign](#)

Campaign Name	Camp. Type	Primary Keyword	Prim. S-Code	MO MO	MT MT	MO+MT	Participants	Start Date	End Date	Compare B
Club KISS	Club	kiss1	198276	23,092	3,201	26,023	50	C /09	—	<input type="checkbox"/>
Mixx requests	Club	mixx	187265	2,134	123	2,342	387	03/14/09	—	<input type="checkbox"/>
Beyonce	Quiz	bee22	771102	9,210	1,299	105,023	1,293	03/13/09	05/13/09	<input type="checkbox"/>
Stones tix	Quiz	rstix	537291	11,092	5,210	16,320	123	02/23/09	05/13/09	<input type="checkbox"/>
VW Sweeps	Sweep	teng	987654	239,002	120,219	359,230	653	02/09/09	05/13/09	<input type="checkbox"/>

D [Compare](#)

Pages: [1](#) [2](#) [3](#) ... [25](#) [26](#) [27](#) [Next](#)

View results per page

1.0 Campaign Overview

- A. Filter Options.** Opens a highly customizable filtering functionality. (see 1.0.1)
- B. Results table/list.** Defaults to show a specified dataset (TBD). Individual campaigns could either be represented with a unique color and/or unique point on the chart (and table). Shown here is a color differentiator.
- C. Sortable Columns.** In this example, "End Time" is being sorted.
- D. Compare Campaigns.** (see 1.1) Select 2 campaigns to compare performance.

Campaigns — Overview

Filter Options

[+ Create New Campaign](#)

Find Active mClub Campaigns

From: 03/30/2009 To: 04/05/2009

With the Keyword kiss1

[Filter](#)

Campaign Name	Camp. Type	Primary Keyword	Prim. S-Code	MO MO	MT MT	MO+MT	Partic ipants	Start Date	End Date	Compare
Club KISS	Club	kiss1	198276	23,092	3,201	26,023	50	03/15/09	—	<input type="checkbox"/>
Mixx requests	Club	mixx	187265	2,134	123	2,342	387	03/14/09	—	<input type="checkbox"/>
Beyonce	Quiz	bee22	771102	9,210	1,299	105,023	1,293	03/13/09	05/13/09	<input type="checkbox"/>
Stones tix	Quiz	rstix	537291	11,092	5,210	16,320	123	02/23/09	05/13/09	<input type="checkbox"/>
VW Sweeps	Sweep	teng	987654	239,002	120,219	359,230	653	02/09/09	05/13/09	<input type="checkbox"/>

[Compare](#)

Pages: [1](#) [2](#) [3](#) ... [25](#) [26](#) [27](#) [Next](#)

View 25 results per page

1.0.1 Campaign Overview - Filter Edit

This page shows the filtering options in the open state. Filter criteria is logically separated in 3 main parts—in a way that the user can process the filtering arrangement in a semantic way.

ex: "Find active mClub campains from 03/30/2009 to 04/05/2009 with the keyword kiss1"

Active ▼

- All
- Future
- Past

mClub ▼

- mTalk
- mVote
- mQuiz
- mSweeps
- etc

Keyword ▼ (nominal value)

- Short Code
- Name

Campaigns — Overview

A Currently viewing: **Active mClub** Campaigns with keyword **kiss1**, from **02/01/2009** to **02/20/2009**

[Filter Options](#)

[+ Create New Campaign](#)

Campaign Name	Camp. Type	Primary Keyword	Prim. S-Code	MO MO	MT MT	MO+MT	Partic ipants	Start Date	End Date	Compare
Club KISS	Club	kiss1	198276	23,092	3,201	26,023	50	03/15/09	—	<input type="checkbox"/>
Kiss requests	Club	kiss1	187265	2,134	123	2,342	387	03/14/09	—	<input checked="" type="checkbox"/>
Kiss Hits	Quiz	kiss1	771102	9,210	1,299	105,023	1,293	03/13/09	05/13/09	<input type="checkbox"/>
Kiss tix	Quiz	kiss1	537291	11,092	5,210	16,320	123	02/23/09	05/13/09	<input type="checkbox"/>
Kiss Sweeps	Sweep	kiss1	987654	239,002	120,219	359,230	653	02/09/09	05/13/09	<input checked="" type="checkbox"/>

Compare Campaigns
Select 2 campaigns to compare performance.

[Compare](#)

Pages: [1](#) [2](#) [3](#) ... [25](#) [26](#) [27](#) [Next](#) >

View results per page

1.0.2 Campaign Overview - Filtered Results

A. Filter results breakdown. Here, we show feedback of what was filtered. If the filtered results produce an unfavorable result, this gives the user a snapshot of how they filtered (and how to adjust). In the case of a favorable filter, it gives reassurance they are looking at exactly what they initially wanted.

Compare Campaigns

Kiss Countdown ●

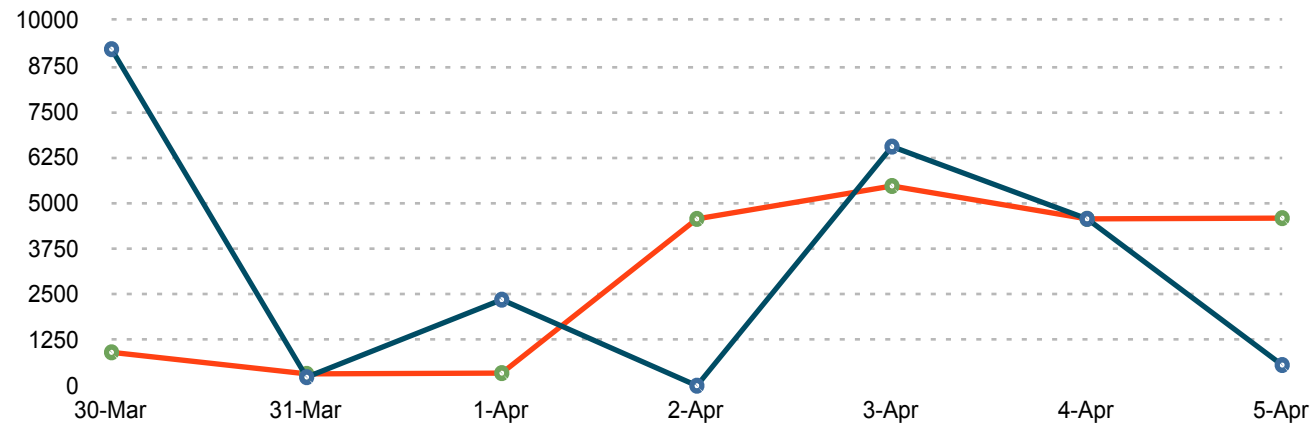
Campaign Type: mClub
Keyword(s): kiss1, kissone
MO: 2,134
MT: 123
MO+MT: 2,342
Participants: 2365
End Date: -

Kiss 10k Sweeps ●

Campaign Type: Sweepstakes
Keyword(s): kiss1, kissone
MO: 239,002
MT: 120,219
MO+MT: 359,230
Participants: 5432
End Date: 02/09/2009

Traffic **Participants**

All (MO+MT) MO MT



1.1 Compare Campaigns

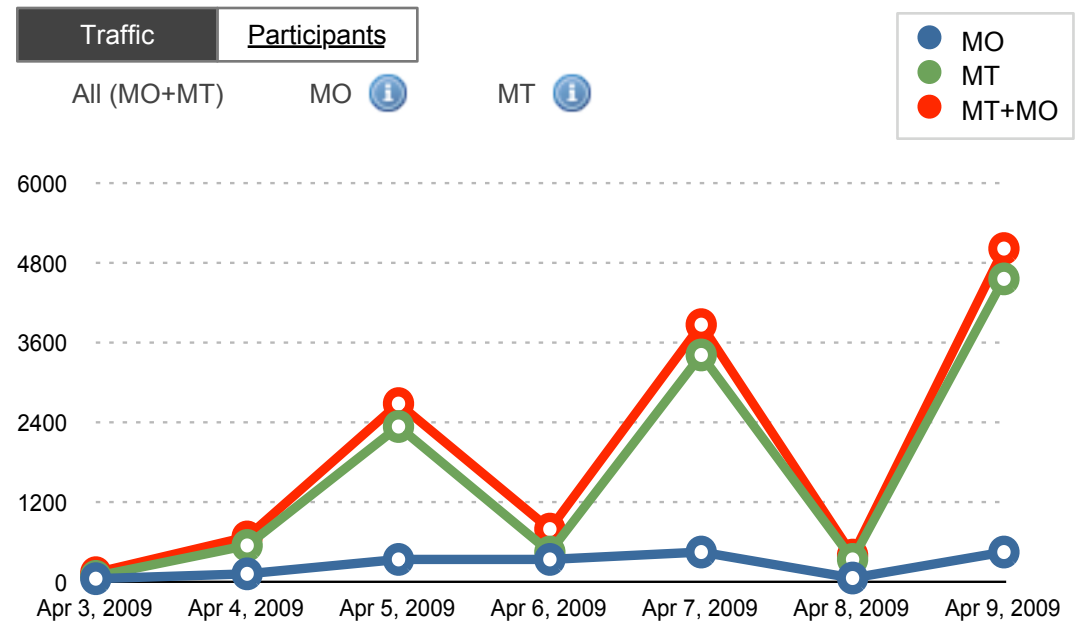
Compares 2 campaigns. Shows top-level information and a graph with traffic and participants. Each campaign has a clickable header which leads to more detailed information on that particular campaign.

Live at Five (mTalk)

Mar 30 2009 – Apr 12 2009

- Activity
- Demographics
- Details
- Blasts
- Pick Winner(s)
- Messages

Days Active: **20** Daily Messages: **9**
 Participants: **382** Weekly Messages: **21**
 Monthly Messages: **345**



1.2 Campaign - Activity

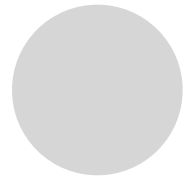
This page shows the basic breakdown in a table as well as a chart for Traffic and a chart for the number of Participants.

Live at Five (mTalk)

Mar 30 2009 – Apr 12 2009

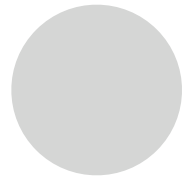
- Activity
- Demographics**
- Details
- Blasts
- Pick Winner(s)
- Messages

Gender:



340 out of 680 reporting (50%)

Age:



340 out of 680 reporting (50%)

Top 5 Cities:

New York, NY	99	9%
Hoboken, NJ	46	6%
Riverdale, NY	20	5%
Brooklyn, NY	10	2%
Jersey City, NJ	9	1%

340 out of 680 reporting (50%)

Top 5 States:

New York	99	9%
New Jersey	46	6%
Connecticut	20	5%
Pennsylvania	10	2%
—	—	—

340 out of 680 reporting (50%)

Top 5 Zip Codes:

10034 (NY)	99	9%
10031 (NY)	46	6%
20934 (NJ)	20	5%
10987 (CT)	10	2%
28765 (NJ)	9	1%

340 out of 680 reporting (50%)

Other Information Collected:

Name:	12/680	6%
Street address:	12/680	6%
E-mail address:	12/680	6%
Web address:	12/680	6%

1.2.1 Campaign - Demographics

With items such as gender and age range, we will show a pie chart to visually represent the demographic breakdown. With segments such as city, state, and zip code, we will display the Top 5 most active segments. Below these, we'll display the total amount of information collected versus the total amount of participants in the campaign along with that percentage.

For other information such as name, street address, etc, we just have the total amount of information collected versus the total amount of participants and percentage.

Additional Demographic information:

Top 5 Carriers:

Verizon	99	9%
AT&T	46	6%
Sprint	20	5%
All Tel	10	2%
T-Mobile	9	1%

340 out of 680 reporting (50%)

Top 5 Handsets:

Blackberry	99	9%
Apple iPhone 3G	46	6%
SE Model T	20	5%
Nokia Candybar	10	2%
A Flip Phone	9	1%

340 out of 680 reporting (50%)

[Logo](#)

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[Support](#)

[Admin](#)

[Home](#) ▸ [Campaigns](#) ▸ [Live at Five \(mTalk\)](#) - Details

Live at Five (mTalk)

Activity

Demographics

Details

Blasts

Pick Winner(s)

Messages

Campaign Type: mTalk

[Edit this Campaign](#)

Name of Campaign: Live at Five

Keyword(s): 5live, fivelive

Short Code(s): 321456, 321457

Sponsored Campaign: Yes (by Coca Cola)

Autoreply Message: Lorem ipsum

Forward to e-mail: jdoe@gmail.com

Start Time: 02/01/2009, 12:00 PM

End Time: 04/01/2009, 12:00 AM

1.2.2 Campaign - Details

Campaign details with a "less actionable" edit link/button.

Live at Five (mTalk)

- Activity
- Demographics
- Details**
- Blasts
- Pick Winner(s)
- Messages

Campaign Type: mTalk

Name of Campaign:

Keyword: + [Add keyword](#)

Additional Keyword: + [Add keyword](#)

Short Code: + [Add Short Code](#)

Additional Short Code: + [Add Short Code](#)

Sponsored Campaign? Yes

No

Autoreply Message:

Character limit: 12/118

Forward to E-mail:

Start Time:

End Time:

[Cancel](#)

1.2.2.1 Campaign - Details (Edit/Error)

Note: This page is essentially the same as 1.1.2 Create New Campaign: Edit/Error

Live at Five (mTalk)

- Activity
- Demographics
- Details
- Blasts**
- Pick Winner(s)
- Messages

Filter Options

Sponsored Blast? Yes No

Coca Cola

Start Time: Now — 02/01/2009, 12:22PM EST

mm/dd/yyyy 12:00PM

Autoreply Message:

Character limit: 12/160

[Save Changes](#) [Cancel](#)

Pending Blast(s)	Date	# Sent	Blast Message	Action
	03/20/2009 12:22PM	190	Suspendisse mattis consequat nisl...	Edit Delete

Sent Blast(s)	Date	# Sent	Blast Message
	03/20/2009 12:22PM	190	Suspendisse mattis consequat nisl...
	03/18/2009 12:22PM	83	Mattis consequat
	03/09/2009 4:22PM	35	Et consequat nisl...
	02/24/2009 1:21AM	73	Pendisse ipsum consequat det...

1.2.3 Campaign - Blast

Selecting whether the blast is sponsored or not determines the character limit.

Start time defaults to current time with the ability to change to a later time and/or date.

Pending Blasts are shown below the messaging functionality with the ability to sort by column and/or [Edit](#) or [Delete](#) a particular blast.

Live at Five (mTalk)

- Activity
- Demographics
- Details
- Blasts
- Pick Winner(s)**
- Messages

Pick Winner(s)

Select: a random participant
 the # participant

Based on Response (vote or quiz only)

With response: Answer A **Answer B (correct)** Answer C

Based on Demographic

City:

State: Zip Code:

Age is between: and

E-mail on record: Yes
 No

[Cancel](#)

Previous Winner(s)

Mobile Number	Date/Time	Answer
212-555-1234	03/19/2009 6:25PM (EST)	Answer B
646-328-2317	03/19/2009 6:05PM (EST)	Answer B

1.2.4 Campaign - Pick Winner(s)

Note: the flow of this scenario is an mTalk, but on this particular page, the options for a vote or quiz are displayed.

This tab allows an admin to search for a random participant OR find a participants based on demographic, or in the case of votes or quizzes, a participant with the specified response.

Finding a participant can be divided in relevant subdivisions, possibly in a view/hide manner with a cookie to cater to the admin's needs.

Also listed at the bottom are previously selected winners with the ability to send a message to a previously selected winner.

Live at Five (mTalk)

- Activity
- Demographics
- Details
- Blasts
- Pick Winner(s)**
- Messages

Selected Winner

Mobile Number	Date/Time	Answer
212-555-1234	03/19/2009 6:25PM (EST)	Answer B

Previous Winner(s)

Mobile Number	Date/Time	Answer
212-555-1234	03/19/2009 6:25PM (EST)	Answer B
646-328-2317	03/19/2009 6:05PM (EST)	Answer B

Send Blast to Winner(s)

Send Blast to Non-Winners

1.2.4.1 Campaign - Pick Winner(s) Results

Once the filtered participants list is executed, the admin has the choice to take a few different actions depending on their needs:

1. Copy to a particular mClub
2. Send a message
3. View the detailed information on selected participants

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[Home](#) [Campaigns](#) ▼ [Ads](#) ▼ [Reports](#) ▼ [Tools](#) ▼ [News](#) [Support](#) [Admin](#)

[Home](#) ▶ [Campaigns](#) ▶ Live at Five (mTalk) - Messages

Live at Five (mTalk)

Mar 30 2009 – Apr 12 2009 ▼

Activity	Date ▼	Mobile Number	Message	
Demographics	03/20/2009	212-986-7400	Suspendisse mattis consequat nisl...	Send Reply
Details	03/20/2009	718-198-4274	Nam ornare posuere orci...	Send Reply
Blasts	03/19/2009	212-973-2375	risus consectetur convallis	Send Reply
Pick Winner(s)	03/19/2009	646-763-1589	ornare posuere orci, mauris	Send Reply ▶
Messages	03/19/2009	212-234-5299	feugiat felis. Cras sed ipsum lacinia	Send Reply
	03/19/2009	919-257-3789	sed ipsum lacinia risus consectetur	Send Reply

[Send a Blast](#)

1.2.5 Campaign - Message

The Messages tab gives the admin a list of current messages (sortable columns), including a reply function that allows the admin to reply to one or more users as well as tracks the number of replies per user.

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[Home](#) > [Campaigns](#) > Live at Five (mTalk) - Messages

Live at Five (mTalk)

Mar 30 2009 – Apr 12 2009

Activity	Date	Mobile Number	Message	
Demographics	03/20/2009	212-986-7400	Suspendisse mattis consequat nisl...	Send Reply
Details	03/20/2009	718-198-4274	Nam ornare posuere orci...	Send Reply
Blasts	03/19/2009	212-973-2375	risus consectetur convallis	Send Reply
Pick Winner(s)	03/19/2009	646-763-1589	ornare posuere orci, mauris	Send Reply
Messages	03/19/2009	212-234-5299	feugiat felis. Cras sed ipsum lacinia	Send Reply
	03/19/2009	919-257-3789	sed ipsum lacinia risus consectetur	Send Reply

Send to:

Mobile Number: 646-763-1589

Sent Date: 03/19/2009

Message: ornare posuere orci, mauris

Lorum ipsum

Character limit: 12/118

[Cancel](#)

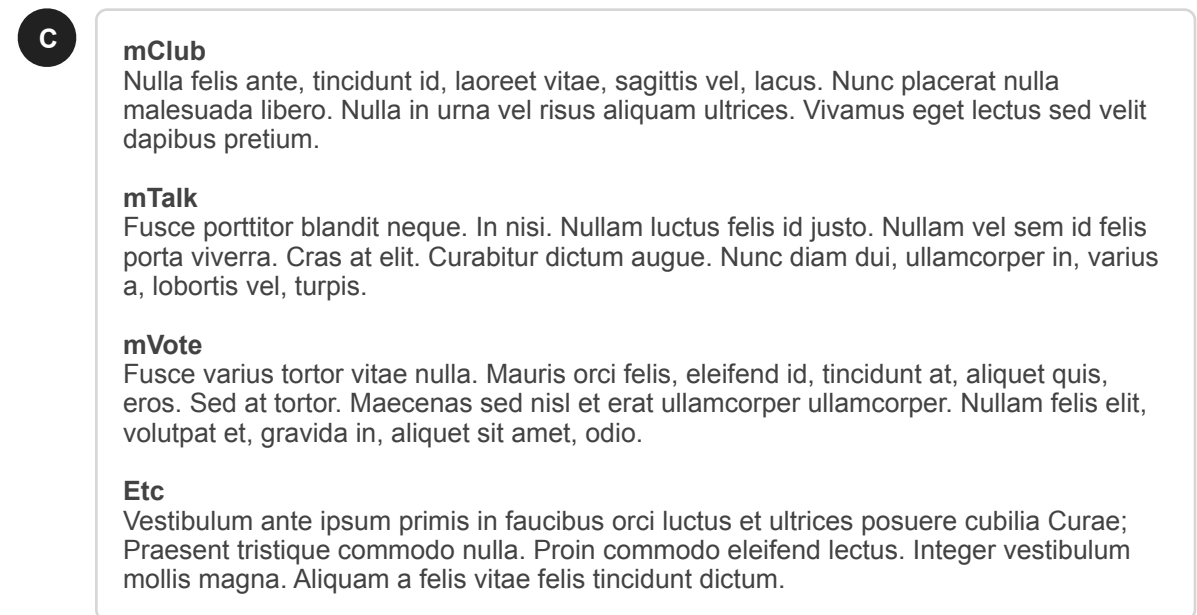
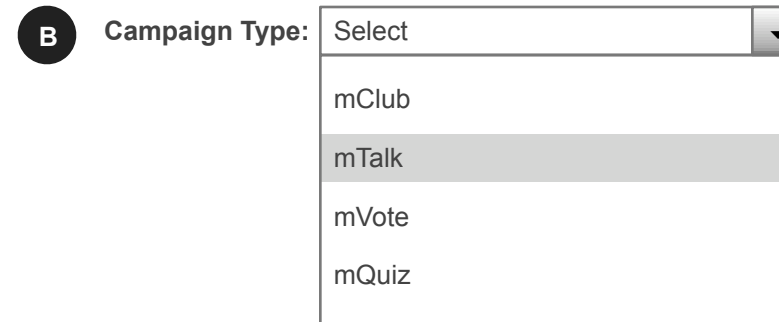
1.2.5.1 Campaign - Send Message

Send a message functionality.



1.3 Create New Campaign

- A. Progress Indicator.** Lets the user understand where they are in the process of creating a new campaign.
- B. Select Campaign Type.** The first action is to select which kind of campaign you want to create.
- C. Campaign Breakdown.** Directly underneath this selector is a prominent text link to offer advice on what type of campaign to create. Clicking "Not sure which kind of campaign to create" spawns a layer breaking down the differences between campaign types



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Home Campaigns Ads Reports Tools News Support Admin

Home > Campaigns > Create New Campaign

Create New mTalk Campaign

1. Select Campaign Type 2. Edit Campaign 3. Ceate Campaign

Please fix the errors below:

Campaign Type: mTalk

Name of Campaign: Campaign name is missing **A**

Keyword: 5live + Add keyword

Additional Keyword: fivlive + Add keyword **B**

Short Code: 321456 + Add Short Code

Additional Short Code: 321457 + Add Short Code **B**

Sponsored Campaign? Yes No

Select **D**
 + Add Sponsor
 Coca Cola
 Sprint

Autoreply Message:

Character limit: 12/118

Forward to E-mail:

Start Time: 02/01/2009

End Time: 04/01/2009

[Clear](#)

Keyword
 Use a relative, recognizable keyword if you can. Use additional keywords to account for commonly mis-spelled words

1.3.1 Create New Campaign: Edit/Error

The form elements below the Campaign Type selector reflects the currently selected campaign type (in this case, mTalk). It should hold the data entered by the user in the case that they choose a different campaign type. The form elements will change according to the new campaign type, but the previously filled out fields should be maintained.

- A. Error-checking.** Rather than displaying form errors after the user submits the form, they can be displayed directly to the right of the form elements.
- B. The Keyword and Short Code fields** have the ability to Add and additional keyword or short code—shown as a textlink directly to the right.
- C. Form Hints.** Having a small, informative icon next to key form elements would be helpful to assist in filling out the best possible choices to maximize results in a particular campaign. This could be executed by either a tooltip or overlay.
- D. Add Sponsor link.** This could either be a selection in the dropdown menu or a seperate link next to the dropdown menu.

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Create New mTalk Campaign

[1. Select Campaign Type](#)

[2. Edit Campaign](#)

[3. Ceate Campaign](#)

Campaign Type: mTalk

Name of Campaign: Live at Five

Keyword(s): 5live, fivelive

Short Code(s): 321456, 321457

Sponsored Campaign: Yes (by Coca Cola)

Autoreply Message: Lorem ipsum

Forward to e-mail: jdoe@gmail.com

Start Time: 02/01/2009, 12:00 PM

End Time: 04/01/2009, 12:00 AM

[Edit](#)

1.3.2 Create New Campaign: Verify

The user has one last chance to look over everything before creating the campaign.

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News
Support
Admin

[Home](#) ▸ [Campaigns](#) ▸ Live at Five (mTalk) - Details

Live at Five (mTalk)
Details

[Activity](#)
[Demographics](#)
[Details](#)
[Blasts](#)
[Pick Winner\(s\)](#)
[Messages](#)

Success!

You just created a new mTalk campaign: "**Live at Five**" A

- [back to Dashboard](#)
- permalink for this campaign: [msnap.com/userx/campaigny/](#)
- go [somewhere else](#)

Campaign Type: mTalk C [Edit this Campaign](#)

Name of Campaign: Live at Five

Keyword(s): 5live, fivelive

Short Code(s): 321456, 321457

Sponsored Campaign: Yes (by Coca Cola)

Autoreply Message: Lorem ipsum

Forward to e-mail: jdoe@gmail.com

Start Time: 02/01/2009, 12:00 PM

End Time: 04/01/2009, 12:00 AM

1.3.3 (1.2.2) Campaign - Details

Upon creating a new campaign, the user ends up on the particular campaign's page on the "Details" tab.

Normally, the landing page for a particular campaign would be on the "Activity" tab. Since there isn't any data yet for this new campaign, they default to the "Details" tab, allowing them to edit the campaign if they need to.

- A. Confirmation message.** Upon creating a new campaign, this message appears.
- B. Helpful links.** suggest where they can go from here.
- C. Edit link.** Here's a text link (not a button) to edit the campaign. However, at this point they are locked in to an MSO/Campaign type.

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Signed in as: **John Doe** | [Sign out](#)

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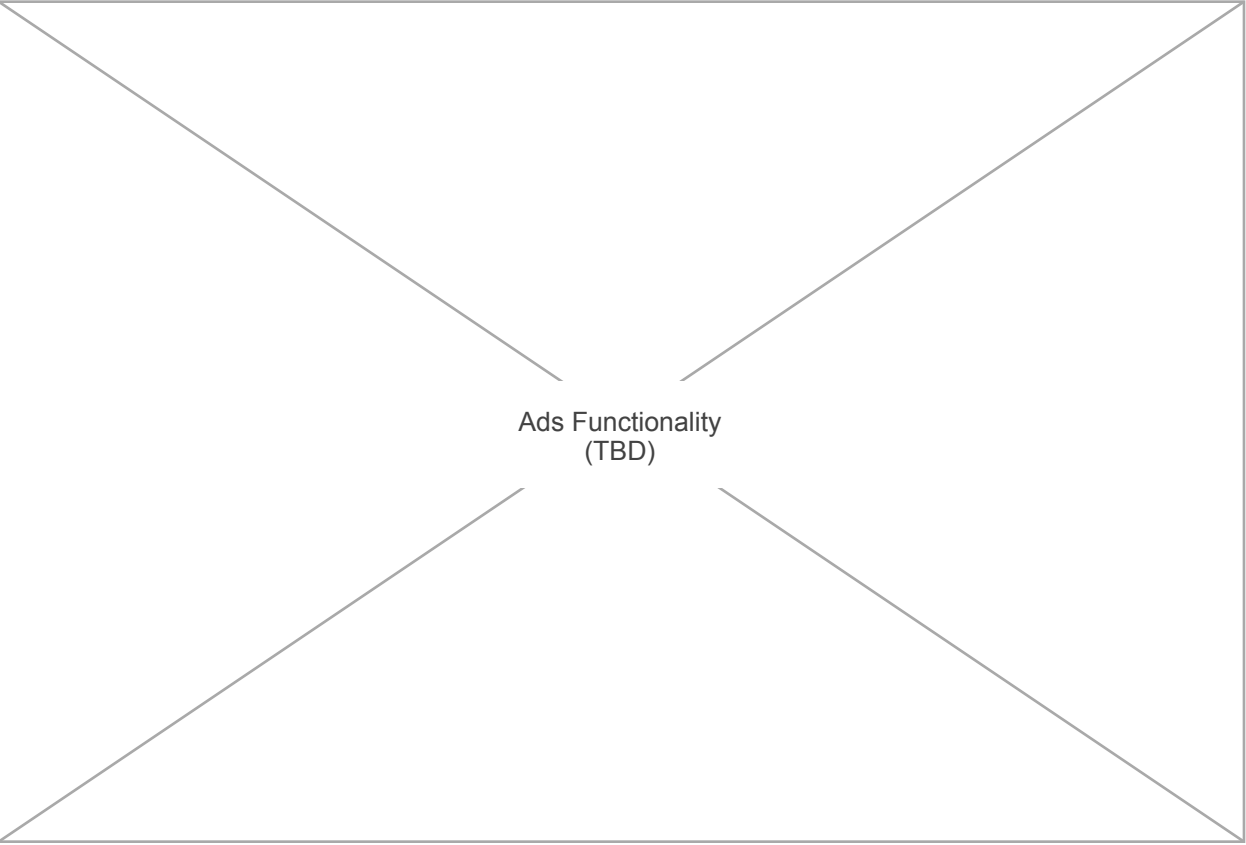
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Ads Overview



Ads Functionality
(TBD)

2.0 Ads Overview

TBD

[Logo](#)

Signed in as: **John Doe** | [Sign out](#)

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Reports Overview

[+ Create New Report](#)

Reports Overview Functionality
(TBD)

3.0 Reports Overview

NOTE: Reporting functionality to be determined.

However, the UX will behave similarly to the Campaign Overview and Create New Campaign pages and fits on the global navigation hierarchy next to Campaigns.

Tools

[Manage Mobile Number](#)

Manage Mobile Number

Use this tool to isolate a particular mobile number to view or edit which campaigns they belong to.

[Participant Copy](#)

Participant Copy

Copy participants from one specified campaigns to an mClub.

[Name of Tool Number 3](#)

Name of Tool Number 3

Nunc eu tortor. Etiam vehicula dignissim arcu. Vivamus semper tellus. Donec vitae nisl. Vestibulum egestas arcu. Praesent lacus neque, dignissim porttitor, suscipit nec, lobortis non, erat.

[Name of Tool Number 4](#)

Name of Tool Number 4

Vestibulum tortor dolor, ultricies at, tempor sed, iaculis sit amet, quam. Nam rhoncus lorem sed sapien. Sed imperdiet eros in libero.

[Name of Tool Number 6](#)

Name of Tool Number 5

Phasellus non nisi in nibh luctus ornare. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Integer consetetur, urna et facilisis auctor

[Name of Tool Number 7](#)

Name of Tool Number 6

Libero lectus elementum dolor, ac scelerisque arcu quam viverra nunc. Mauris eros lorem, vulputate malesuada, imperdiet sit amet, tempor volutpat, lorem.

Name of Tool Number 7

Etiam risus leo, consequat at, commodo in, molestie at, sapien.

4.0 Tools

Participant Copy

To copy participants from one campaign to an existing mClub, select the campaign(s) on the left and transfer them to your selected mClub.

Error message here

Campaigns

- Item 1
- Item 2**
- Item 4
- Item 5
- Item 6**
- Item 7



My mClub ▾

- Item 3
- Item 6

To select multiple campaigns, hold the Control button (Command for Mac).

[Cancel](#)

4.1 Tools: Participant Copy

Manage Mobile Number

To monitor and individual participant, enter their mobile number below:

Enter mobile number:

212-555-1234 Profile

Name: John Doe
Address: 123 Main St
Apt. 1A
New York, NY 10001
USA
Home Phone: N/A
Work Phone: N/A
Mobile Phone: 212-555-1234
E-mail Address: jdoe12@gmail.com
Web Address: N/A
Age: 30
Birthdate: 20 Nov 1975
Gender: Male
Comment: N/A

Memberships

Select which campaigns you would like to remove 212-555-1234 from:

Remove from all Campaigns

Short code 62582

ALL campaigns using 62582
 Apple Club (#12267, applexyz123)
 Daily Weather & Severe Alerts (#12526, weather)

Short code 67664

Remove from all campaigns using 67664
 UpSNAP Horoscope Community (#15847, upsnaphoroscope)
 CD givaway (#12382, freecd)

[Cancel](#)

4.2 Tools: Manage Mobile Number

Here we have the result page from a previously entered mobile number (with the ability to enter another number still present).

The initial option is to remove the User from all campaigns using all shortcodes.

Then, the admin can select which particular campaigns to remove the User from, grouped by short code. Each short code grouping has an initial checkbox for removing the User from all campaigns using that particular shortcode.

Once the "Remove Selected" button has been submitted, there should be a "Are you sure" pop-up to be on the safe side. Then, once the results are refreshed, we could even display a menu stating what action was taken, with a last chance to Undo.

Example:

212-555-1234 was removed from:

62582

Apple Club (#12267, applexyz123)

News

A Tags

ArticleTitle 30 May 2009
 liquam eleifend, nulla iaculis viverra elementum, lorem enim malesuada elit, vel varius purus nibh mattis odio. Cras sapien ipsum, porta at, condimentum a, ultrices sit amet, nibh. Mauris sapien. Nam vel nunc non turpis placerat egestas. Sed purus. Phasellus eros ipsum, hendrerit in, ullamcorper vitae, cursus in, lacus.

ArticleTitle 18 Apr 2009
 Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum vestibulum erat sed orci. Maecenas laoreet. Suspendisse et tellus. Vestibulum vel urna. In consectetur, purus ut congue egestas, dolor purus vehicula nisl, sit amet dignissim risus lectus quis enim. Pellentesque tincidunt volutpat leo. Nulla odio diam, pretium id, condimentum quis, consectetur ut, felis.

ArticleTitle 05 Apr 2009
 liquam eleifend, nulla iaculis viverra elementum, lorem enim malesuada elit, vel varius purus nibh mattis odio. Cras sapien ipsum, porta at, condimentum a, ultrices sit amet, nibh. Mauris sapien. Nam vel nunc non turpis placerat egestas. Sed purus. Phasellus eros ipsum, hendrerit in, ullamcorper vitae, cursus in, lacus.

ArticleTitle 20 Feb 2009
 Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum vestibulum erat sed orci. Maecenas laoreet. Suspendisse et tellus. Vestibulum vel urna. In consectetur, purus ut congue egestas, dolor purus vehicula nisl, sit amet dignissim risus lectus quis enim. Pellentesque tincidunt volutpat leo. Nulla odio diam, pretium id, condimentum quis, consectetur ut, felis.

vestibulum vel urna consectetur purus ut congue egestas dolor purus vehicula nisl sit amet dignissim risus lectus quis enim pellentesque tincidunt volutpat leo vestibulum vel urna consectetur purus ut congue egestas dolor purus vehicula nisl sit amet dignissim risus lectus quis enim pellentesque

5.0 News

...still searching for a good name for this section. At any rate, it can be a place for various kinds of informational articles: system maintenance, best practices, tutorials, case studies, etc.

It might be helpful to use a "weblog-like" format to keep the interface somewhat recognizable. Also, I think it would be smart to break down these "articles" into categories and arranging a few of the most important ones in the right column.

- A. **Tags Sidebar.** Either using color or text size to determine the tag's "weight." In this case, using color (dark to light connotes more activity to less activity).

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[Reports](#) ▾

[Tools](#) ▾

[News](#)

[Support](#)

[Admin](#)

[Home](#) ▸ [News](#) ▸ Article

ArticleTitle

Aliquam eleifend, nulla iaculis viverra elementum, lorem enim malesuada elit, vel varius purus nibh mattis odio. Cras sapien ipsum, porta at, condimentum a, ultrices sit amet, nibh. Mauris sapien. Nam vel nunc non turpis placerat egestas. Sed purus. Phasellus eros ipsum, hendrerit in, ullamcorper vitae, cursus in, lacus.

Posted: 30 May 2009

Tags: purus urna veluma

[◀ Previous ArticleTitle](#) | [Next ArticleTitle ▶](#)

Tags

vestibulum vel urna consectetur purus ut congue egestas dolor purus vehicula nisl sit amet dignissim risus lectus quis enim pellentesque tincidunt volutpat leo vestibulum vel urna consectetur purus ut congue egestas dolor purus vehicula nisl sit amet dignissim risus lectus quis enim pellentesque

5.1 News: Article

Logo
Signed in as: **John Doe** | [Sign out](#) Clear Channel - NJ

Home
Campaigns ▾
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[Home](#) ▸ Support

Support

A Get started by Downloading the mSnap Training Manual. You can also browse the [Support Topics](#) for common troubleshooting issues.

C If you need additional help, [please send us a message](#).

B Download Manual

⚠ Please fix the errors below:

Username:

E-mail address:

Message:

Error message here

Send

[Cancel](#)

6.0 Support

It might be useful to establish a 1,2,3 method for getting help:

1. Manual
2. Support Topics
3. Contact mSnap Support

The word "Support" is a bit more empowering and conducive to this 1,2,3 method than using "Help."

However, I do want to get a better understanding of how you provide support to your users.

- A.** Introduce the hierarchy of support.
- B.** Make the first line of defense extremely visible with a large button.
- C.** I would also consider a contact form rather than an e-mail link. Making them work a little harder by filling out a form could possibly influence them to explore the Support Topics before getting in direct contact with your support staff. Not sure if a mailing address is even necessary.

Note: Also might be helpful to have a glossary of terms.

Logo

Signed in as: **John Doe** | [Sign out](#) | Clear Channel - NJ

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Support Topics

Filter by status: Active ▾

Filter by client: All clients ▾

+ Post New Issue

[Download Training Manual](#) ▸

Topic	Last Updated ▾
Removing mobile number by AdminClientName	21 Feb 2009, 3:21 PM
Managing reports by AdminClientName	06 Jan 2009, 11:01 PM
How do I merge 3 campaigns into one single ... by AdminClientName	21 Jan 2009, 11:19 AM
Removing mobile number by AdminClientName	29 Dec 2008, 6:23 PM
Removing mobile number by AdminClientName	21 Feb 2009, 3:21 PM
Managing reports by AdminClientName	06 Jan 2009, 11:01 PM
How do I merge? by AdminClientName	21 Jan 2009, 11:19 AM
Removing mobile number by AdminClientName	29 Dec 2008, 6:23 PM
Removing mobile number from multiple campaigns by AdminClientName	21 Feb 2009, 3:21 PM
Managing reports by AdminClientName	06 Jan 2009, 11:01 PM
How do I merge 3 campaigns into one single ... by AdminClientName	21 Jan 2009, 11:19 AM
Removing mobile number by AdminClientName	29 Dec 2008, 6:23 PM

Pages: [1](#) [2](#) [3](#) ... [25](#) [Next](#) ▸

+ Post New Issue

6.1 Support: Topics

Here is a more simplified "Support Topics" interface. By keeping only the essential top-level information, it makes it easier for a user to scan for what they're looking for. A search function might be useful as well.

[Logo](#)

Signed in as: **John Doe** | [Sign out](#) Clear Channel - NJ ▾

[Home](#) | [Campaigns](#) ▾ | [Ads](#) ▾ | [Reports](#) ▾ | [Tools](#) ▾ | [News](#) | [Support](#) | [Admin](#)

[Home](#) ▸ [My Settings](#) ▸ [Edit](#)

My Settings

 Please fix the errors below:

First Name:

Last Name:

E-mail Address:

[Change my password](#)

Time Zone: GMT -5:00* - US Eastern ▾

Company Name:

Company Website:

Address 1:

Address 2:

City:

State: NY ▾ **Zip Code:**

Work Phone:

Mobile Phone:

[Cancel](#)

7.0 My Settings

[Logo](#)

Signed in as: **John Doe** | [Sign out](#)

[Home](#)

[Campaigns](#) ▾

[Ads](#) ▾

[Reports](#) ▾

[Tools](#) ▾

[News](#)

[Support](#)

[Admin](#)

[Home](#) ▸ Admin - Users

Admin: ???

Users

Short code

Campaigns

Text Messages

App Servers

Databases

Access Control

8.0 Admin

xxxxx

Admin: Users

- Users
- Short code
- Campaigns
- Text Messages
- App Servers
- Databases
- Access Control

[Add New User](#)

<input type="checkbox"/>	UN	Name	Co.	Mobile #	E-mail	User Type	Enabled?
<input type="checkbox"/>	jdoe	John Doe	X	212-555-1234	jdoe@x.com	Client	Yes
<input checked="" type="checkbox"/>	storres	Sally Torres	Y	425-555-9876	storres@y.com	Publisher	Yes
<input type="checkbox"/>	jdoe	John Doe	X	212-555-1234	jdoe@x.com	Client	Yes
<input type="checkbox"/>	id01	—	—	212-555-1234	—	Mobile user	Yes
<input type="checkbox"/>	jdoe	John Doe	X	212-555-1234	jdoe@x.com	Client	No
<input type="checkbox"/>	jdoe	John Doe	X	212-555-1234	jdoe@x.com	Client	Yes
<input checked="" type="checkbox"/>	jdoe	John Doe	X	212-555-1234	jdoe@x.com	Client	Yes
<input type="checkbox"/>	jdoe	John Doe	X	212-555-1234	jdoe@x.com	Client	Yes

View results per page

Pages: 1 2 3 ... 27 [Next](#)

[Enable](#)

[Disable](#)

[Delete](#)

Are you sure you want to **DISABLE** the selected users?

[Yes](#)

[Cancel](#)

8.1 Admin: Users

XXXXX

Logo

Signed in as: **John Doe** | [Sign out](#) Clear Channel - NJ

8.2 Admin: Short code

XXXXX

[Home](#) [Campaigns](#) [Ads](#) [Reports](#) [Tools](#) [News](#) [Support](#) **Admin**

[Home](#) ▶ Admin - Short Code

Admin: Short Code

[Add New Short Code](#)

- Users
- Short code**
- Campaigns
- Text Messages
- App Servers
- Databases
- Access Control

<input type="checkbox"/>	Short Code	In use?	Details:
<input type="checkbox"/>	123456	Yes	Shared
<input checked="" type="checkbox"/>	234567	No	Reserved

View results per page Pages: 1 [2](#) [3](#) ... [27](#) [Next](#) ▶

[Edit](#) [Enable](#) [Disable](#) [Delete](#)

Are you sure you want to **DISABLE** the selected short codes?

[Yes](#) [Cancel](#)

Logo

Signed in as: **John Doe** | [Sign out](#) Clear Channel - NJ

8.3 Admin: Campaigns

XXXXX

[Home](#) [Campaigns](#) [Ads](#) [Reports](#) [Tools](#) [News](#) [Support](#) **Admin**

[Home](#) > Admin - Campaigns

Admin: Campaigns

Users

Short code

Campaigns

Text Messages

App Servers

Databases

Access Control

<input type="checkbox"/>	Camp. Name	Type	Keyword	Short Code	Sponsor	UN	Create Date
<input type="checkbox"/>	Live Five	mTalk	5live	123456	Coke	user001	12/12/2009
<input checked="" type="checkbox"/>							
<input type="checkbox"/>							
<input type="checkbox"/>							
<input type="checkbox"/>							
<input checked="" type="checkbox"/>							
<input type="checkbox"/>							

View results per page

Pages: 1 2 3 ... 27 [Next](#)

Enable

Disable

Delete

Are you sure you want to **DELETE** the selected campaigns?

Yes

[Cancel](#)

Admin: Text Messages

- Users
- Short code
- Campaigns
- Text Messages**
- App Servers
- Databases
- Access Control

<input type="checkbox"/>	Keyword	Short Code	Mobile#	Time	Carrier	Message
<input type="checkbox"/>	5live	123456	212-555-1234	12:22PM 12/12/09	AT&T	Lorem ipsum...
<input checked="" type="checkbox"/>	5live	123456	212-555-1234	12:22PM 12/12/09	AT&T	Lorem ipsum...
<input type="checkbox"/>	5live	123456	212-555-1234	12:22PM 12/12/09	AT&T	Lorem ipsum...
<input type="checkbox"/>	5live	123456	212-555-1234	12:22PM 12/12/09	AT&T	Lorem ipsum...
<input type="checkbox"/>	5live	123456	212-555-1234	12:22PM 12/12/09	AT&T	Lorem ipsum...
<input type="checkbox"/>	5live	123456	212-555-1234	12:22PM 12/12/09	AT&T	Lorem ipsum...
<input checked="" type="checkbox"/>	5live	123456	212-555-1234	12:22PM 12/12/09	AT&T	Lorem ipsum...
<input type="checkbox"/>	5live	123456	212-555-1234	12:22PM 12/12/09	AT&T	Lorem ipsum...

View results per page Pages: 1 2 3 ... 27 Next

[Enable](#) [Disable](#) [Delete](#)

Are you sure you want to **Delete** the selected text messages?

[Yes](#) [Cancel](#)

8.4 Admin: Text Messages

XXXXX

[Logo](#)

Signed in as: **John Doe** | [Sign out](#)

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[Tools](#) ▾

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[Home](#) ▸ Admin - App Servers

Admin: App Servers

Users

Short code

Campaigns

Text Messages

App Servers

Databases

Access Control

8.5 Admin: App Servers

xxxxx

[Logo](#)

Signed in as: **John Doe** | [Sign out](#)

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[Ads](#) ▾

[Reports](#) ▾

[Tools](#) ▾

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[Support](#)

[Admin](#)

[Home](#) ▸ Admin - Databases

Admin: Databases

Users

Short code

Campaigns

Text Messages

App Servers

Databases

Access Control

8.6 Admin: Databases

xxxxx

[Logo](#)

Signed in as: **John Doe** | [Sign out](#)

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[Ads](#) ▾

[Reports](#) ▾

[Tools](#) ▾

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[Support](#)

[Admin](#)

[Home](#) ▸ Admin - Access Control

Admin: Roles

Users

Short code

Campaigns

Text Messages

App Servers

Databases

Access Control

8.8 Admin: Roles

xxxxx

Admin: Access Control

- Users
- Short code
- Campaigns
- Text Messages
- App Servers
- Databases
- Access Control

<input type="checkbox"/>	UN	Name	Company	Mobile #	E-mail
<input type="checkbox"/>	doe	John Doe	X	212-555-1234	jdoe@x.com
<input checked="" type="checkbox"/>	storres	Sally Torres	Y	425-555-9876	storres@y.com
<input type="checkbox"/>	jdoe	John Doe	X	212-555-1234	jdoe@x.com
<input checked="" type="checkbox"/>	id01	—	—	212-555-1234	—

View results per page Pages: 1 2 3 ... 27 Next >

Add User(s) to List [Deselect](#)

User	
x	storres
x	id01

Default Permissions

- control Club read
- control Club write
- control Club delete
- (full list of all controls)

Apply Permissions

8.7 Admin: Access Control

xxxxx

Default Permissions

- Client
- Publisher**
- Mobile User
- Custom