

asos christmas campaign

App: Chrismix

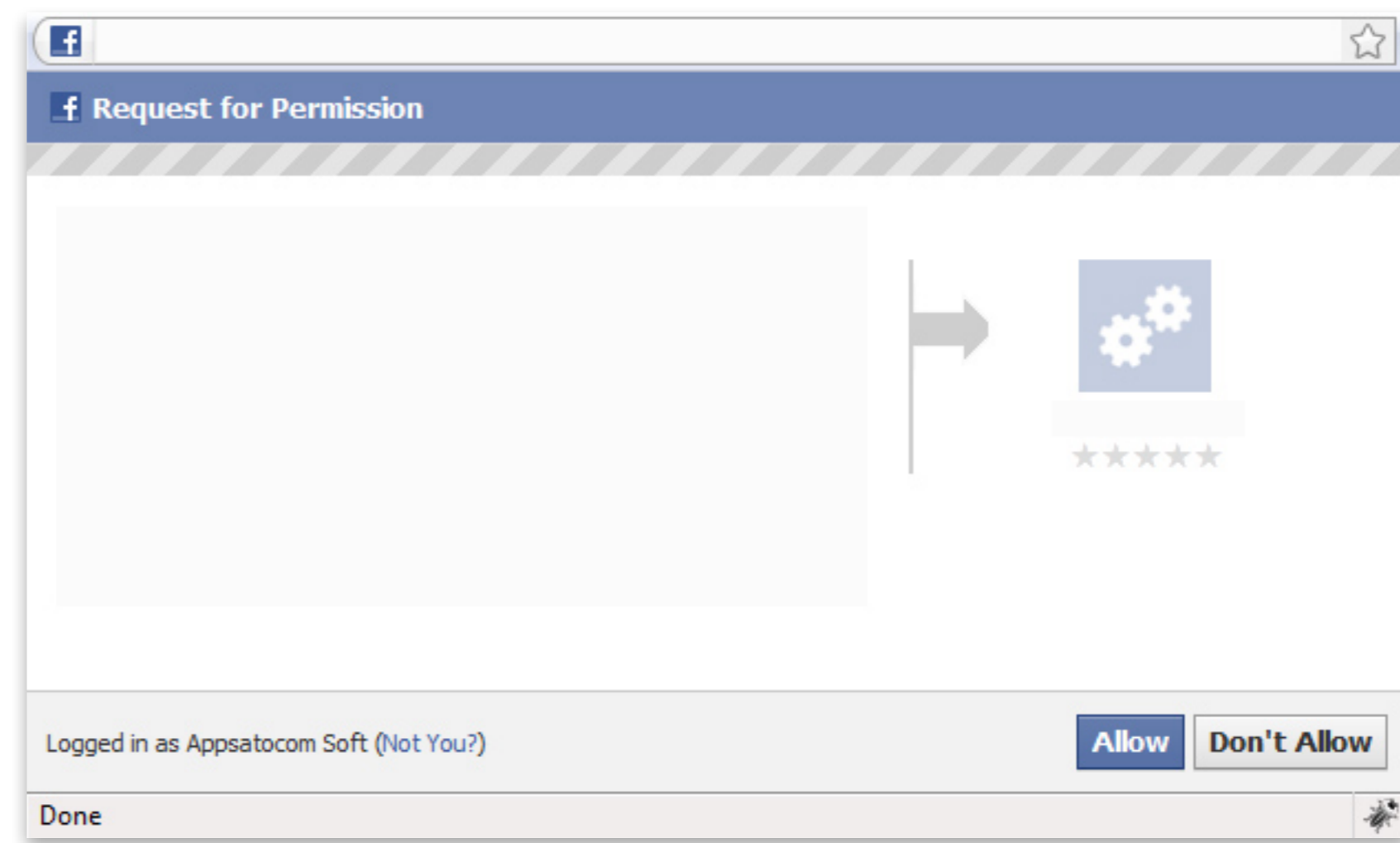


Chrismix

Ad fierent suscipiantur nam. Ius assum eripuit philosophia
at, his ut falli vituperata, ad ius nonumy incorrupte
philosophia. Duo alterum ceteros

Facebook connect

Facebook authentication (Get users FB ID etc). If the user hasn't authorised the app they will be redirected to a page on Facebook to do so. Then they will be redirected back to the app.

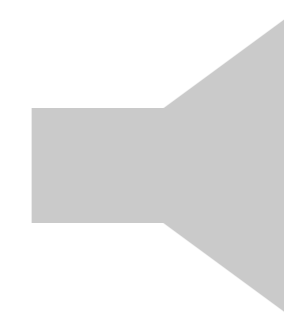




Chrismix

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Hi <Julien>
Turn Your Speaker On Please



Loading...



Chrismix

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Play my Mix ▶

Eraser Tool

Reset All

Create Your Chrismix

Instructions

After having allowed the app, users will see a quick intro pop up to instruct them on how to create a 'Chrismix'

they will then be able to create a mix straight away or play an example.

They then start creating by choosing from a Chrismix with Ellie or Charlotte.

Instructions

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata,

Start your Mix, Pick a Girl

Charlotte
Image >

Ellie
Image >

Select a Girl >

Pick

Add Sound Effects >

Charlotte Free

Swap to Ellie
Goulding

Send to my Friend >

What's next

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Go to Next App >



Chrismix

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Play my Mix



Eraser Tool

Reset All



Select a Girl >

Pick a Melodie >

Add Lyrics >

Add Sound Effects >



Send to my Friend >

How Does it Work?

This is our time line of the Chrismix track. The order that users place the message in, from left to right, will be the order in which Sounds play.

Where users place things, vertically, up and down, has no effect on their mix. The height allows them the layer sounds/ sound samples close together and have some over lap

Melodies

These are the global mood of the Chrismix. When added to the canvas section they will fill up the space effecting.

Inactive Buttons

When the user has added an element on the Chrismix stage, the 'play' and the 'send' buttons will become active.

What's next

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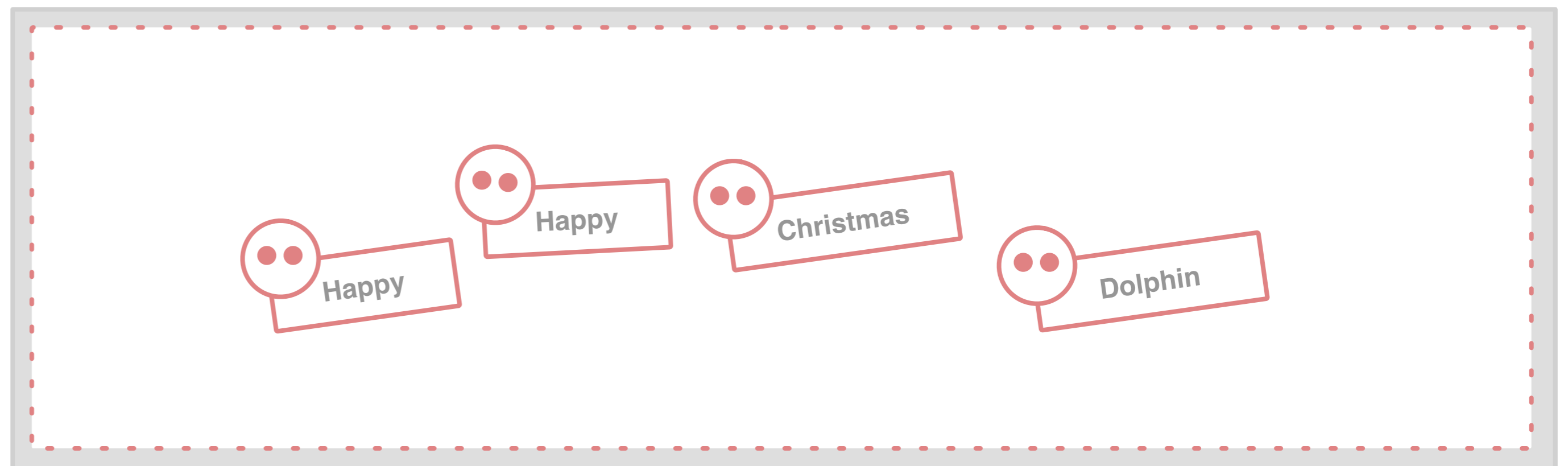
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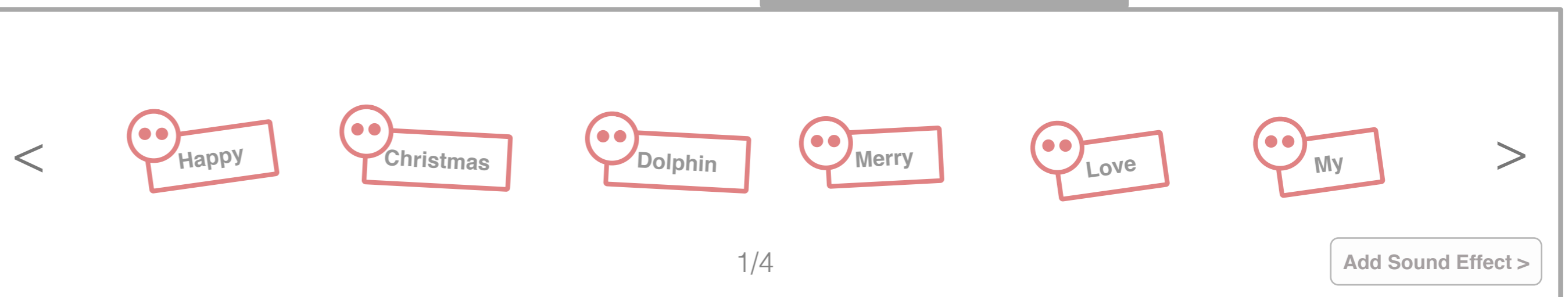


Select a Girl >

Pick a Melodie >

Add Lyrics >

Add Sound Effects >



Send to my Friend >

Add Lyrics

These are our sound samples from either Charlotte or Ellie. Users will drag and drop these onto the stage to compose a personal message to send to their friends.

These sounds samples will be visualised with a 'Head' image of either Charlotte or Ellie.

What's next

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Swap Between the ASOS Talents

User will start from the beginning if they select an other talent (sound assets are different for each)

What's next

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Play my Mix ▶

Eraser Tool

Reset All

A large rectangular canvas with a dashed red border. Inside, there are several stickers: four speech bubble-like shapes with two dots for eyes and text boxes containing the words "Happy", "Christmas", and "Dolphin". There are also five circular stickers, each with the word "Sticker" written inside.

Select a Girl >

Pick a Melodie >

Add Lyrics >

Add Sound Effects >



Send to my Friend >

Stickers Sound Effect

These are short sounds, i.e. a bell ring, that will accent the users Chrismix.

These will be visualised with sticker icons.

What's next

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Chrismix

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Play my Mix ▶

Eraser Tool

Reset All

The screenshot shows the 'Chrismix' app interface. At the top, there's a 'Play my Mix' button with a play icon. To the right are 'Eraser Tool' and 'Reset All' buttons. The main area is a grey canvas with a dashed red border, containing several stickers: a 'Happy' speech bubble, a 'Dolphin' speech bubble, and several circular 'Sticker' labels. A 'Select your friends' dialog box is open in the center, showing a search bar and a list of friends: Adam J. Evans, Adam McPeake, Adriana De Pestors (with a 'select' button), Alex Charl, and Alexandra Foster. At the bottom of the dialog, it says 'Page 1 / 56' and has an 'OK' button. Below the canvas, there are buttons for 'Select a Girl >', 'Add Sound Effects >', and 'Send to my Friend >'.

Share Your Chrismix, Select your friend

User can share on a friend wall
containing a deep-link to the
Chrismix or in a private
Facebook message

What's next

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Play my Mix ▶ Eraser Tool Reset All

The screenshot shows the app interface with a collage of stickers including 'Happy', 'Christmas', 'Dolphin', and 'Sticker'. A central white box displays the message: 'Your Chrismix has been sent!' with a 'Continue' button. Below the collage are buttons for 'Select a Girl >', 'Add Sound Effects >', and 'Send to my Friend >'.

What's next

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Play my Mix ▶

Eraser Tool Reset All

Oops, something went wrong!

Try Again

Select a Girl >

Add Sound Effects >

Send to my Friend >

What's next

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Go to Next App >



Chrismix

Receive Your Chrismix

stylish greetings <LAURA>!
<JULIEN> has cut a Chrismix message with
Charlotte Free for your listening pleasure!

Listen now>

Logo

Chrismix

stylish greetings <LAURA>
<JULIEN> has cut a Chrismix message with Charlotte Free
for your listening pleasure!

Receive Your Chrismix

Chrismix is playing

The melody will always have an intro/outro (of a couple of seconds) before any Sound Samples or Sound Effects play.

The Sound Samples and Sound Effects will then play in order that they appear on the stage, from left to right. The stage acts as our time line of the Chrismix.



Receive Your Chrismix

Create Your Own Chrismix

After the recipient has listened to their message, they can then 'Replay' Or 'Cut your own'

1



Chrismix

stylish greetings <LAURA>
<JULIEN> has cut a Chrismix message with Charlotte Free
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