







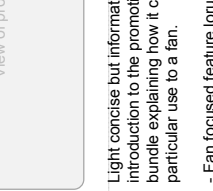
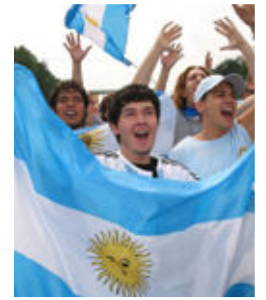


<p><b>Logo</b></p>	<p>Products &amp; accessories</p>	<p>PlayNow™</p>	<p>Community</p>	<p>Support</p>	<p><b>12th man home page (FIFA widgets &amp; with Kosmix results)</b></p>
<p>FIFA World Cup home   Phones for fans   Mobile kitbag   My Account</p>					
<p><b>Page notes</b></p> <p><b>Main image</b></p> <p>Objective: Inspiration &amp; education</p> <p>12<sup>th</sup> Man hero image &amp; inspiring concise statement outlining the intention of the site which is to allow fans to be the best and most supporting fan (12th man) possible whilst helping to enhance and enrich their enjoyment of the whole World Cup experience (from pre-qualification to the end).</p> <p>The image should also seek to convey SE's affinity to the World Cup as well as football in general.</p> <p><b>Kosmix view</b></p> <p>The default view for Kosmix is "Summary view". The user may select "Full view of the Kosmix" to see more Kosmix assets (see next page for an example).</p> <p><b>Local promotional module (Rewarding loyal England fans) &amp; Golden ticket module.</b></p> <p>These modules need to be highly flexible and easy to update so that local markets can apply content that is relevant to them.</p>					
<p>580 px fold</p>					
<div data-bbox="255 672 1484 2150"> <div data-bbox="255 672 319 2150"> <p>I'm a fan of: <b>England</b> <a href="#">Change team</a></p> </div> <div data-bbox="319 672 399 2150"> <p>Qualification highlights   Classic clips   Fan reporters</p> </div> <div data-bbox="399 672 718 2150"> </div> <div data-bbox="718 672 798 2150"> <p><b>Mobile kitbag – it's amazing what your phone can do</b></p> <p><b>Panini image swap</b> - ..Lorum ipsum...</p> <p>Plus:</p> <ul style="list-style-type: none"> <li>- Free games</li> <li>- Connect to Play Now</li> <li>- Live news, goals and results</li> <li>- Twitter world cup coming soon</li> </ul> <p><a href="#">Mobile kitbag</a></p> </div> <div data-bbox="798 672 877 2150"> <p><b>Win your Golden ticket to the finals!</b></p> <p>6 lucky people will be getting off...Lorum ipsum...</p> <p><a href="#">Enter the competition</a></p> </div> <div data-bbox="877 672 957 2150"> <p><b>Rewarding loyal England fans</b></p> <p>How can loyal fans be best rewarded? I...lorum ipsum...</p> <p><a href="#">Find out more</a></p> </div> <div data-bbox="957 672 1037 2150"> <p><b>Introducing Sony Ericsson's top phones for fans</b></p> <p>Image   Image   Image   Image</p> <p><a href="#">Phones for fans</a></p> </div> <div data-bbox="1037 672 1484 2150"> <p><b>FIFA.com</b></p> <p>Latest: Photos   News   World rankings</p> <p>QUICKLINKS   ADD WIDGET</p> </div> </div>					
<p>Client: Sony Ericsson Information Architect: Anthony Davies</p> <p>Page ID: 12th man home page (FIFA widgets &amp; with Kosmix results) Project: FIFA World Cup. 12<sup>th</sup> Man</p> <p>Last modified: Tuesday 30 June 2009 Page: 1</p>					

<p>Logo</p>	<p>Products &amp; accessories</p>	<p>PlayNow™</p>	<p>Community</p>	<p>Support</p>	<p>Phones for fans</p>
<p>FIFA World Cup home   Phones for fans   Mobile kitbag   My Account</p>					
<p>I'm a fan of: <b>England</b>  <a href="#">Change team</a></p>					
<p><b>Phones for fans</b>  Maximise your World Cup experience with the latest from Sony Ericsson...</p>					
<p>&lt;Phone name&gt;</p>  <p>View of phone View of phone View of phone View of phone</p> <p>Light concise but informative introduction to the phone explaining the core concept of the phone and how it can be of particular use to a fan.</p> <ul style="list-style-type: none"> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> </ul> <p><a href="#">Find out more about the &lt;phone.name&gt;</a></p>	<p>&lt;Phone name&gt;</p>  <p>View of phone View of phone View of phone View of phone</p> <p>Light concise but informative introduction to the phone explaining the core concept of the phone and how it can be of particular use to a fan.</p> <ul style="list-style-type: none"> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> </ul> <p><a href="#">Find out more about the &lt;phone.name&gt;</a></p>	<p>&lt;Phone name&gt;</p>  <p>View of phone View of phone View of phone View of phone</p> <p>Light concise but informative introduction to the phone explaining the core concept of the phone and how it can be of particular use to a fan.</p> <ul style="list-style-type: none"> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> </ul> <p><a href="#">Find out more about the &lt;phone.name&gt;</a></p>	<p>&lt;Phone name&gt;</p>  <p>View of phone View of phone View of phone View of phone</p> <p>Light concise but informative introduction to the phone explaining the core concept of the phone and how it can be of particular use to a fan.</p> <ul style="list-style-type: none"> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> </ul> <p><a href="#">Find out more about the &lt;phone.name&gt;</a></p>	<p>&lt;Phone name&gt;</p>  <p>View of phone View of phone View of phone View of phone</p> <p>Light concise but informative introduction to the phone explaining the core concept of the phone and how it can be of particular use to a fan.</p> <ul style="list-style-type: none"> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> </ul> <p><a href="#">Find out more about the &lt;phone.name&gt;</a></p>	<p>&lt;Phone name&gt;</p>  <p>View of phone View of phone View of phone View of phone</p> <p>Light concise but informative introduction to the phone explaining the core concept of the phone and how it can be of particular use to a fan.</p> <ul style="list-style-type: none"> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> </ul> <p><a href="#">Find out more about the &lt;phone.name&gt;</a></p>
<p>Promotional bundle name</p> <p>&lt;Product name&gt;</p>  <p>&lt;Product name&gt;</p>  <p>&lt;Product name&gt;</p>  <p>Light concise but informative introduction to the promotional bundle explaining how it can be of particular use to a fan.</p> <ul style="list-style-type: none"> <li>- Fan focused feature lorem ipsum</li> <li>- Fan focused feature lorem ipsum</li> </ul> <p><a href="#">Find out more about the &lt;bundle.name&gt;</a></p>					
<p>580 px fold</p>					
<p>Client: Sony Ericsson  Information Architect: Anthony Davies</p>					
<p>Page ID: Phones for fans  Project: FIFA World Cup. 12<sup>th</sup> Man</p>					
<p><b>dare</b></p>					
<p>Last modified: Tuesday 30 June 2009  Page: 2</p>					

*"The crowd was so excited for the game last night, the place was packed full of fans, I totally loved it"*

**Julio**  
A "Bonder" user type based in Argentina



**Key facts**

- Julio wants to be entertained online
- His national football team (Argentina) has been involved in 2 high scoring qualification games recently
- So Julio is interested in seeing the highlights from these games which include 11 goals
- A good friend has told him about the Sony Ericsson 12<sup>th</sup> Man site and the great video content available there

**Goal 1 – find and watch the highlights from Argentina's 2 most recent qualifying matches**

