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# **Spark Networks**

## **iOS App**

### **JDate Annotated Wireframes**

#### **v25**

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Document Purpose

This document represents the detailed, annotated screen anatomies for the new iOS app for JDate.

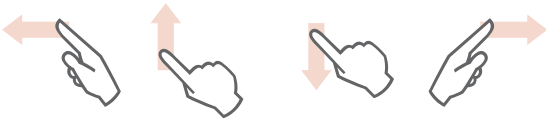
This document should be used solely for functional descriptions and is *not intended* to depict final artwork, iconography, or typography.

Legend

Tap / Double Tap / Press & Hold



Flick (directional)



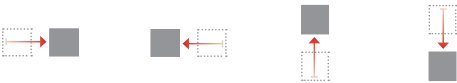
Pinch



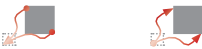
2-Finger Swipe



Slide



Genie



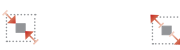
Fade



Flip



Shrink / Grow



Rotate



Tilt



Shake



Loading Indicator



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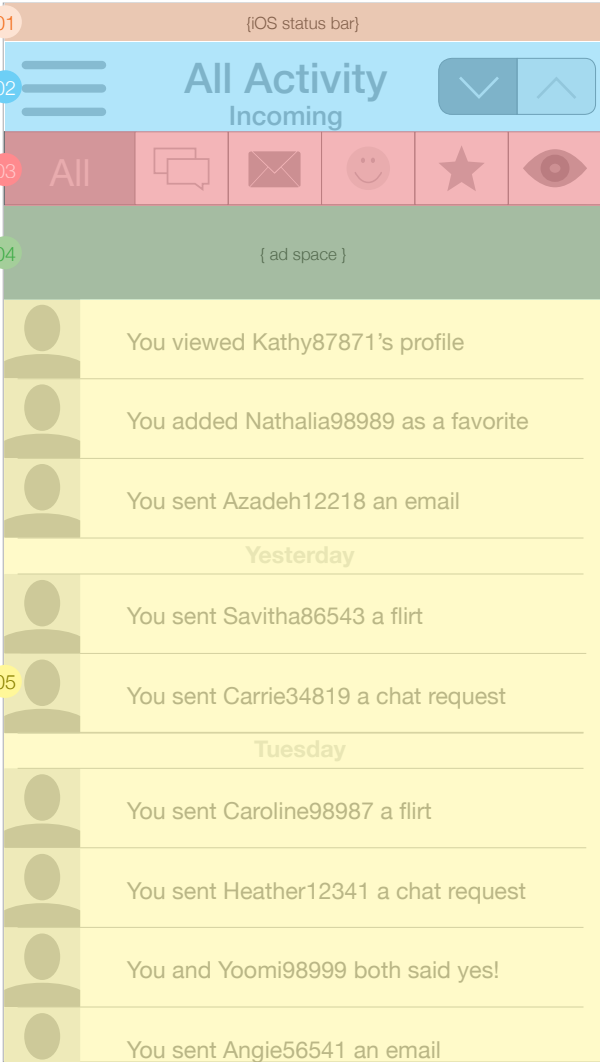
Change Log

Date	Change	Reason
5/13/14	Initial DRAFT	Initial version
5/19/14	First full version	Iteration
5/30/14	Added badges to activity page, fixed missing dropdowns for editing location, added ability to delete multiple message and multiple chat conversations at the same time. Added details around voice support in chats. Added the Secret Admirer response screen. Added details to the “mosaic” feature, Added support for All Access messages. Added support for “Report Abuse”. Added “Explore” page. Updated various pages.	Complete version
6/3/14	Added ‘Jewish profiles only’ into search options and adjusted the “more options” (pp15-17)	Iteration
6/13/14	Updated chats page to include time stamps and the first line of the last message in the conversation (p45), changed the behavior of the top and bottom nav bar/tabs to hide and re-emerge when scrolling down and up, respectively. Removed font, size, color, and background color from chat page (p48). Added settings screens (pp 61-69). Reversed the Secret Admirer buttons to be Y-M-N instead of N-M-Y (p13). Changed the new chat prompt options (p50).	Iteration
6/19/14	Removed the “Set as Main” button from the pop-up (p34). Changed the YMN swipe behavior (p12). Added details about how the size of the chat text bubbles should adjust (p47).	Correction
6/19/14	Updated the chat / audio posting UX (p49), removed the account & billing screens from Settings (pp66-67)	Correction
7/15/14	Updated the Secret Admirer button on the profile page (p28, various other pages)	Update
7/25/14	Minor changes to update the UX in accordance with reviews. Removed photo count from the Explore page (p6), re-arranged Match % and online status on the Matches page (p14), and adjusted the notes section on the Favorites page (p53).	Update
8/8/14	Updated the registration process (pp56-59)	Update
8/15/14	Changed the “Explore” screen to “Nearby” (p6, various), Updated rules for Push Notifications (pp 63, 69)	Update
8/25/14	Updated the message and reply interaction to improve the user experience (pp40-42)	Refinement
8/25/14	Changed the Delete button so it’s anchored at the bottom of the page along with the Reply button (p40).	Update
8/26/14	Added the “Restore purchases” button	Updated requirement
9/02/14	Changed the wording on the “Save as Draft” action sheet (p42).	Correction
9/05/14	Changed copy for the push notifications (p69)	Update
9/15/14	Changed the “Block” feature to resemble the JD full website (pp29, 64), changed the registration flow to include GPS location (p58).	Update
9/22/14	Added “My Subscription” option in Settings (p67).	Update
10/07/14	Updated chat behavior to include ‘hide zone’ for tabs and scrolling message capability (p52)	Update
10/08/14	Minor change to chat behavior to calrify the “slide” behavior on the chat tabs (pp52-53)	Update
10/08/14	Incremental changes to chat behavior (p52-53)	Update

## Change Log

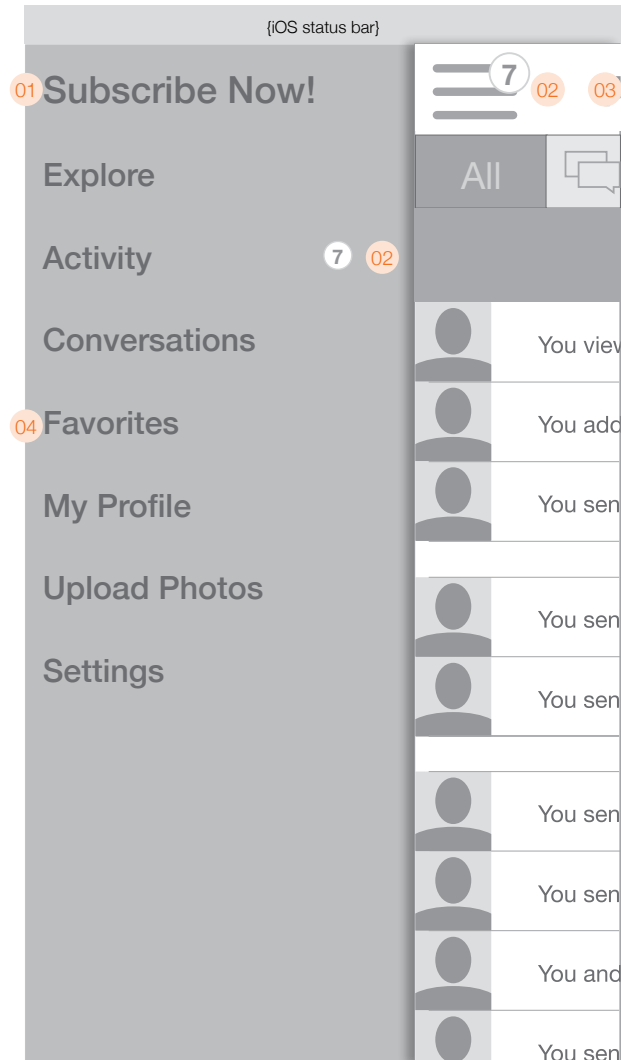
[illegible]

A01 Basic Page Framework



- 01 Status bar: Represents status bar (sized here for iOS) and is unmovable and the size is defined by the device OS.
- 02 Main Title Area: Contains the Hamburger menu, page title and members online button. This section is anchored to the top of the page and doesn't scroll away. Content should scroll "beneath" it so the title bar is always visible on top.
- 03 Section Title Area: Some pages have a section title that appears underneath the Main Title Area. This section should scroll with the rest of the content on the page.
- 04 Ad space. For the app, ad space will be inserted typically at the top of the page but will occur in various forms as outlined in the supplemental ad rules document.
- 05 Main Content: Fills the rest of the viewable area within the browser.

## B01 Hamburger Menu



The Hamburger Menu offers access to most of the site features from a single location. The menu button is visible from most pages on the site. This menu is only visible to users who are logged in (irrespective of whether they are subscribers).

A user will be able to access the menu by tapping the menu button from any page where the button is visible. Alternatively, they must be able to perform a “swipe right” action to reveal the menu (with the swipe having originated on the menu button). The menu must reveal itself with a horizontal slide transition, “pushing” the rest of the content off to the right side of the screen.

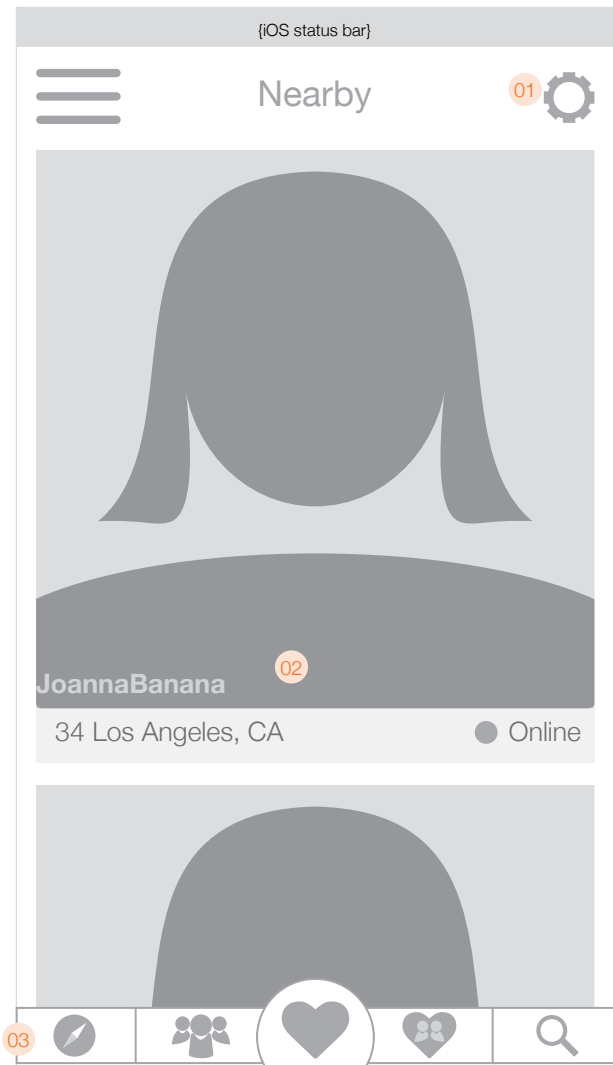
When the menu is exposed, tapping any of the options will close the menu with the reverse transition and load the page associated with the item the user tapped.

To close the menu without navigating away from the current page, the user can tap the menu button again, or swipe left with the swipe originating from the portion of the current page that is still visible above the menu.

- Options from the hamburger menu. “Subscribe Now!” must ONLY be displayed to non-subscribed users. Subscribed users will see “Explore” as the first item in the list.
- The Activity menu option AND the Hamburger nav button will have badges indicating the number of unread messages (more details about the types of messages available in the Activity section of this document).
- The previous page the user was viewing will be partially visible “above” the menu.
- The following menu items must correspond to the following pages when tapped:

Subscribe Now!	Subscription page
Explore	Explore page (with “Nearby” highlighted)
Activity	Activity home page
Conversations	Conversations page
Favorites	Favorites page
My Profile	The user’s own profile
Upload Photos	The edit photos page
Settings	Settings page

C01 Nearby



The Nearby page is the home page of the app. Users will land on this page immediately after signing in.

01 Provides access to the settings for the Nearby page.

02 The main area of the page will be a vertically scrolling list of profiles. Each profile should have the following information:

- User photo
- Username
- Age
- Location
- Online status (only if online)

The profiles that are displayed should be generated by the following set of rules:

1. Complementary gender/seeking (men seeking women should see women seeking men)
2. People who are at most 5 years younger or 5 years older than the logged-in user (inclusive).
3. People within 50 miles of the user’s current location. If current location is unavailable, default to registered location.

Given the above constraints, the resulting pool of members should be shown in random order to the logged-in user. If the pool of members is less than 250 with the above constraints, the radius should be expanded in increments of 25 miles until a minimum pool of 250 members is reached.

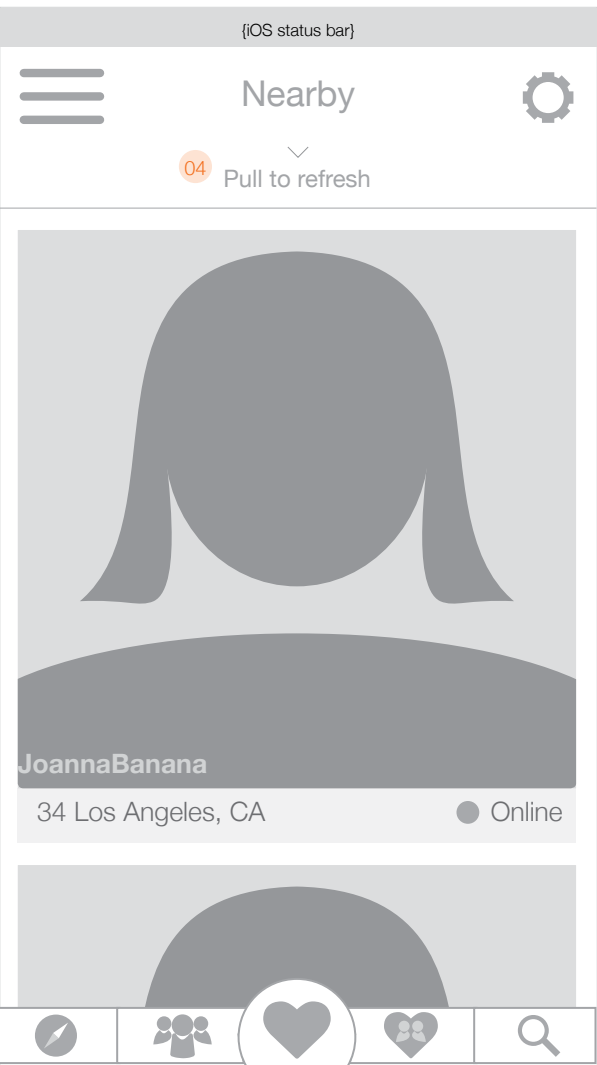
03 At the bottom of the page will be a tab bar which is anchored to the bottom of the screen. Items in the tab bar will be:

- Nearby
- Members online
- Secret Admirer
- Matches
- Search

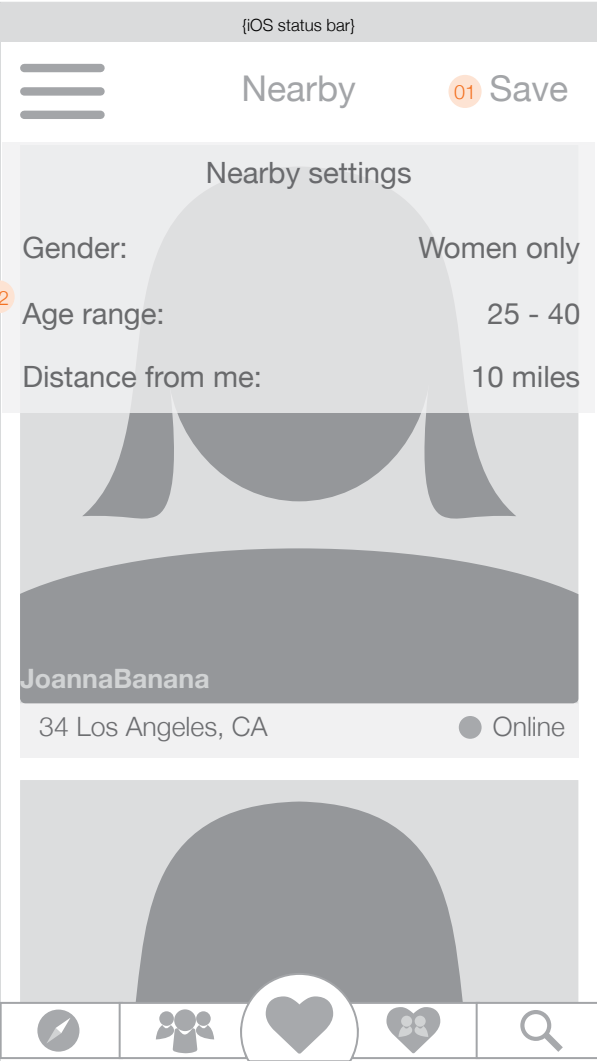
04 From the top of the page, users can pull down to refresh the page. Doing this will shuffle the results, so even if there are no NEW Nearby results, the user will see new faces.

! Note: if the user has enabled location services but the app is unable to determine the user’s current location, a notice should appear inline at the top of the Nearby page when it is first loaded which reads: “Unable to determine current location”. This notice should scroll away with the rest of the content on the page.

C02 Pull to refresh



C03 Nearby settings

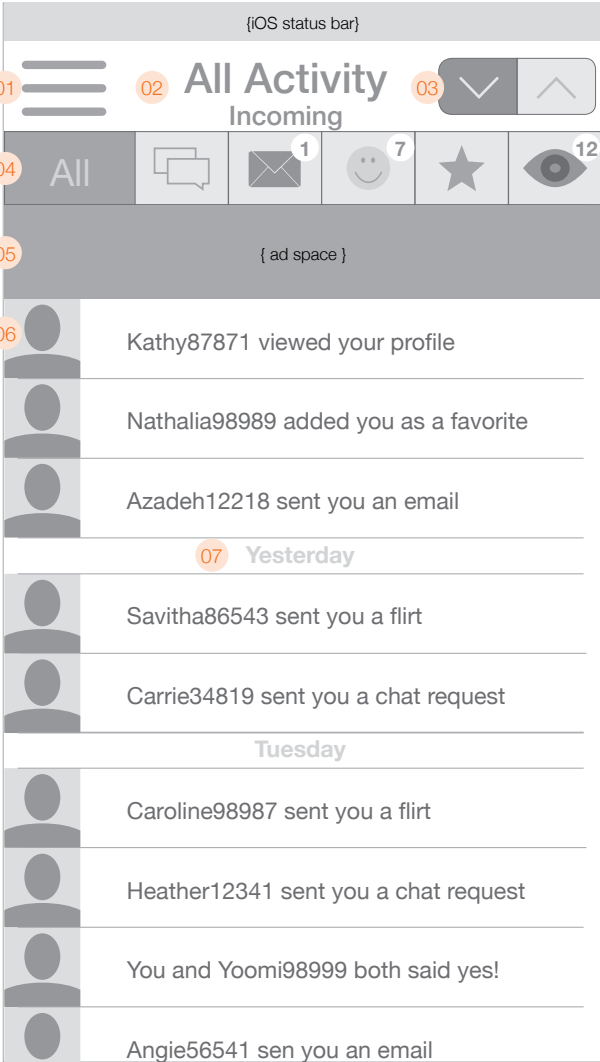


If a user taps the settings gear on the Nearby page, the Nearby settings will slide down over the page and display the controls available for that page.

- 01 When tapped, the settings button changes to a “Save” button. Tapping the “Save” button applies the changes and slides the overlay back up to the top of the screen.
- 02 The available settings will be:
  1. Gender (sets the gender of the people to display). Options are:
    - Men
    - Women
    - Men & women
  2. Age range (dual drop-down menus for choosing minimum and maximum age)
  3. Distance (sets the radius from the user's current GPS location). Options are:
    - 10 miles
    - 25 miles
    - 50 miles
    - 100 miles
    - 1000+ miles



D01 Activity Page - Incoming



The activity feed is displayed in reverse chronological order, and is implemented as an “infinite scroll” page; where elements are loaded in batches of 30. The first 30 items are loaded immediately when the page loads, and as the user scrolls down close to the end of that list, another 30 items are loaded and the process repeats for as long as there are elements in the past to be accessed. All items should remain cached until the page is reloaded, when again only the first 30 items will be loaded.

01 “Hamburger menu” access button. Tapping this button reveals the menu via horizontal slide transition. The content slides to the right to reveal the menu “behind” it.

02 Centered at the top of the page is the title of the current view. Depending on the item selected, the titles could be:

- All Activity
- Chats
- Emails
- Flirts
- Favorites
- Views

Incoming feeds are all the actions by other users affecting the user in question. These will include: profile views received, Chat requests received, flirts received, emails received, being added as a favorite by another user, and mutual “yeses” from the Secret Admirer game.

The default selection will be the incoming “All” feed.

03 Buttons to toggle between incoming and outgoing feeds. The default is to show incoming feeds.

04 Tab bar to toggle Activity views. Users can select any one of 5 options (Chat requests, Emails sent, Smiles sent, Favorites, Views) to filter their content as well as the ‘All’ option which displays content from all those categories (along with mutual yeses from the Admirer game). Tapping an item in this bar highlights that option, and filters the view of the activity feed to include only that content without re-loading the entire page.

When viewing incoming activity, each tab (except the All tab) will have a badge to indicate the number of unread items in that category. For the purposes of this implementation, “unread” will be defined as it is currently is within the full website. In other words, an item will be considered unread until that item has been viewed. The “All” tab will have no badge.

When viewing outgoing activity, there will be no badging at all.

05 Ad space.

06 Entries in the Activity feed will appear with a thumbnail, the title of the item, and an indicator if the person is online (no indicator if the person is offline). Unread items appear in emphasized text. Activity items will read as follows:

- [Username] wants to chat with you!
- [Username] sent you a flirt!
- [Username] sent you a message!
- [Username] added you as a favorite!
- [Username] viewed your profile!
- You and [Username] both said yes!
- [Username] updated their profile (applies only to users you’ve favorited)

Tapping an item in the activity feed takes you directly to that item based on the rules below:

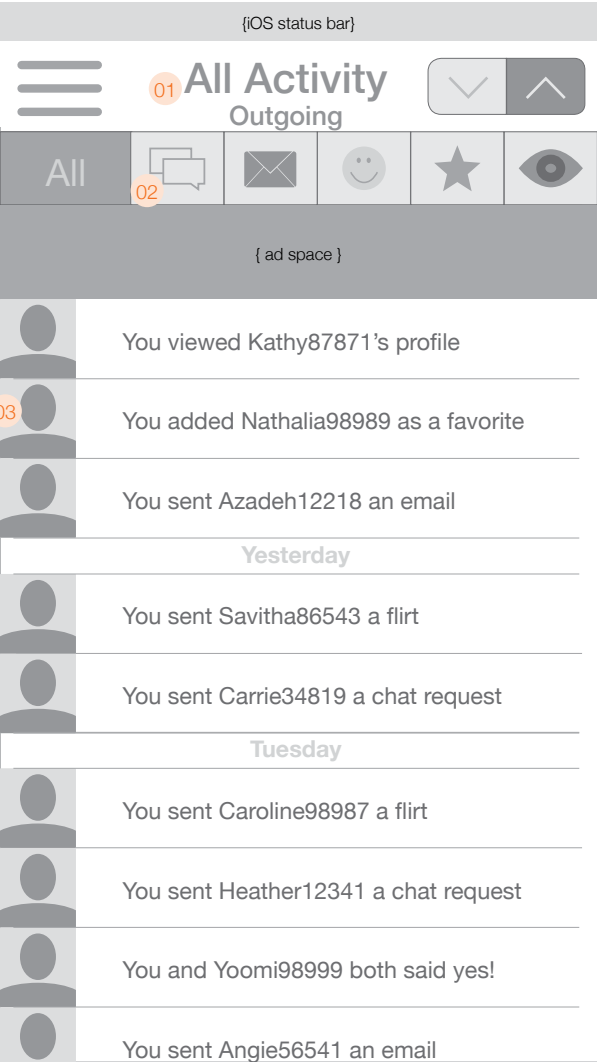
Messages/Flirts:	View the actual Message/Flirt
Chat:	Go to the Chat
Views/Faves:	Go to the profile of the one who viewed/favorited

07 Interspersed between the content items is a date label to help indicate context. The rules governing these are as follows:

- Items from today: no label
- Items from yesterday: “Yesterday”
- Items from 2-7 days ago: The day of the week (e.g. Thursday, Friday)
- Items older than 7 days: the date (e.g. Tue Dec 12, 2014)

! When a user is scrolling down the page to view their activity, the tab bar should hide itself up off the top of the screen to give the user more area to browse content. As soon as the user switches direction and starts scrolling up, the tab bar should reappear instantly and remain visible until the user switches direction again to scroll back down.

D02 Activity Page - Outgoing



01 Shows the “outgoing” feed option selected.

Outgoing feeds show all the actions by the user in question as they relate to other users on the site. These will include: profile views of other users, Chat requests sent, flirts sent, emails sent, adding another user as a favorite, and mutual “yeses” from the Secret Admirer game.

02 From the outgoing feed, if a non-subscriber taps the chat or message icon, they will see any incoming chat requests (anonymously). Tapping one of them will take them to the subscription page. If they don’t have any chat requests, the page should read “No conversations to view.” If the non-subscriber views outgoing chat activity, they will see a message that reads something like “Subscribe now to chat with other JDaters!”



03 Entries in outgoing Activity feed will read as follows:

- You sent a chat request to [Username]
- You sent [Username] a flirt!
- You sent [Username] a message!
- You added [Username] as a favorite!
- You viewed [Username]'s profile!
- You and [Username] both said yes!

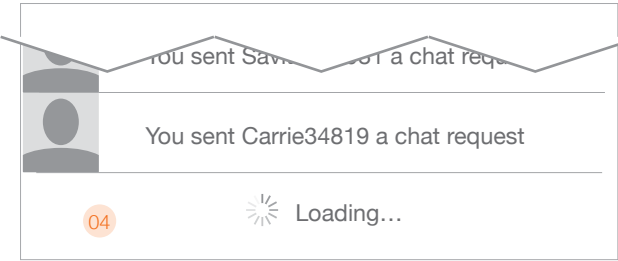
04 If a user scrolls down too quickly and the feed is still being refreshed, an indicator will display during this time.

05 If the feed is unable to be refreshed because of a network or other error, a message will display.

06 Tapping the title reveals the incoming/outgoing switcher which is indicated by a corresponding icon.

	 Incoming	 Outgoing
All	Everything below, including mutual yeses from the Admirer game	Everything below, including mutual yeses from the Admirer game
Chat	Incoming chat requests	Chat requests sent
Messages	Messages received	Messages sent
Flirt	Flirts received	Flirts sent
Favorites	Favorites by other users and profile updates by users who are in your favorites.	Users who you have added to your favorites
Views	Views of your profile by other users	Profiles of other people you've viewed

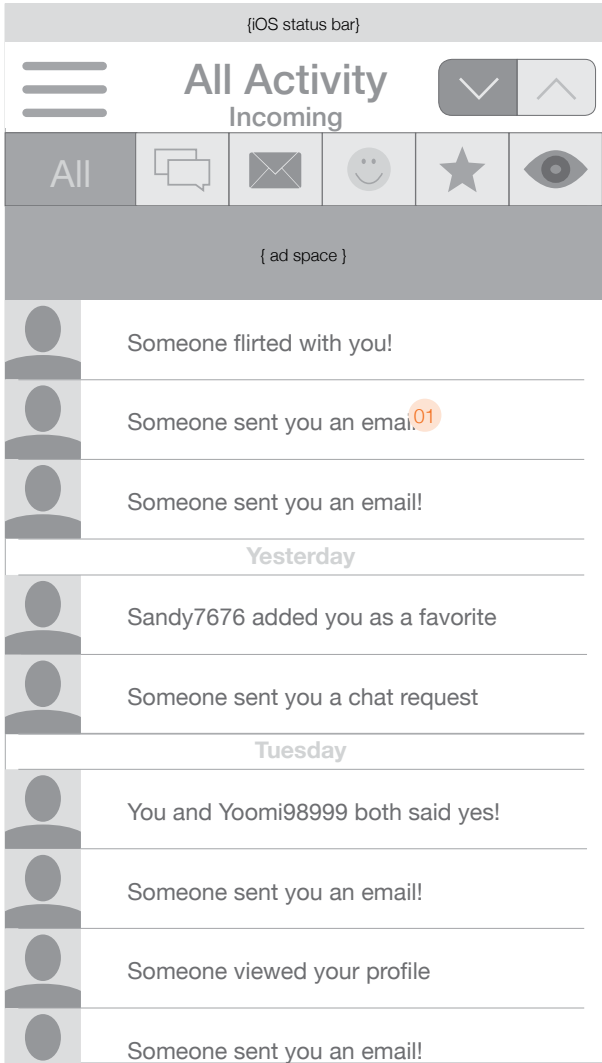
D03 Activity Page - Loading



D04 Activity Page - Unable to Load Feed



D05 Activity Page - Non-subscribers



Non-subscribers to JDate will see a slightly different version of their Activity feed. They will still see the same types of notifications as subscribers, but depending on the type, some will be anonymized.

01 Non-subscribers will see the following incoming notifications in their news feed:

- Someone wants to chat with you!
- Someone sent you a flirt!
- Someone sent you a message!
- Someone viewed your profile!
- [Username] added you as a favorite!
- You and [Username] both said yes!
- [Username] updated their profile (applies only to users you've favorited)

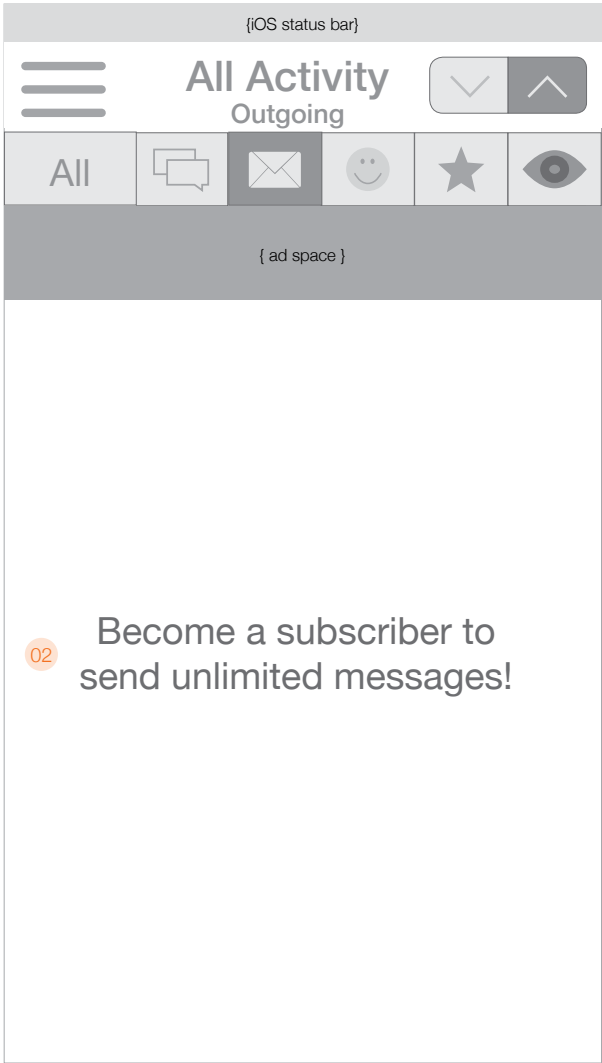
Note that incoming chats, messages, flirts, and views are anonymized, while, favorites, mutual yeses, and profile updates by favorites are not.

Outgoing notifications will not be anonymized since the user already knows to whom these messages were sent. Non-subscribers will see the following outgoing notifications in their news feed:

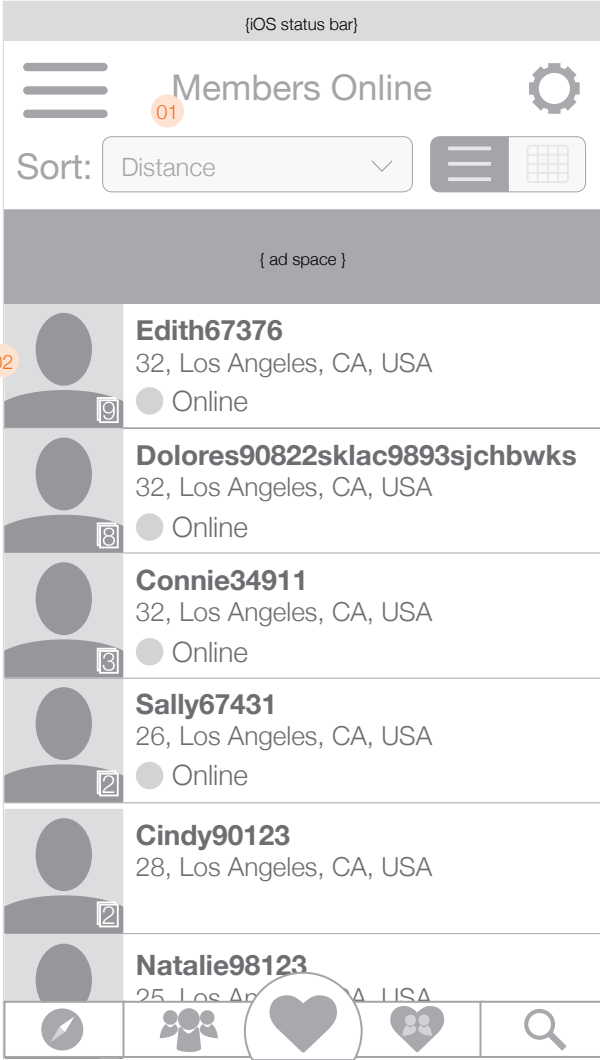
- You sent a chat request to [Username]
- You sent [Username] a flirt!
- You sent [Username] a message!
- You added [Username] as a favorite!
- You viewed [Username]'s profile!
- You sent [Username] a card!
- You and [Username] both said yes!

02 The outgoing activity view will be mostly the same for subscribers and non-subscribers. The obvious difference is non-subscribers will have no sent messages or chats (they can still view, favorite, and flirt). If a user selects the outgoing Messages or Chats page, they should see a message encouraging them to subscribe to gain the ability to send messages or IM with people. Tapping anywhere on this image should take the user directly to the subscription page.

D06 Activity Page - Non subscribers



E01 Members online



The members online page shows a list or grid of all the members currently online, according to the settings which are configured in the settings section.

- 01 Shows the number of matches and the sort method. Available sorting options are:
- Distance
  - Newest Members
  - Age
  - Photo
  - Last Updated

The default results sorting method should be “Distance”.

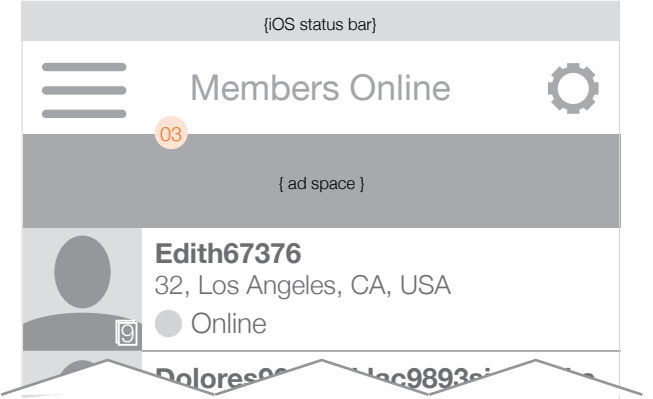
The Members online page will also have a “pull to refresh” feature available

- 02 Each match will have the following attributes:
- Picture (with an indicator of the total number of photos)
  - Username (truncated if necessary)
  - Age
  - Location
  - Indicator if online (no indicator if offline)

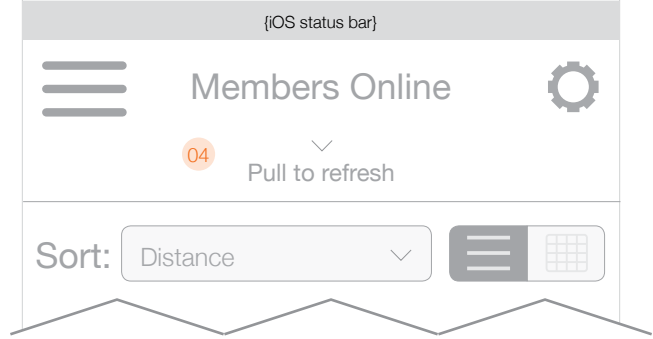
Tapping an entry in the list will take the user directly to that user’s profile.

- 03 Members online page
- 04 Members online will also have a pull to refresh option which will appear above the sort options. The implementation should be the same as for the Nearby page.
- ! When a user is scrolling down the page to view members online, the sort bar should hide itself up off the top of the screen to give the user more room to browse content. At the same time, the tab bar at the bottom should hide itself as well. As soon as the user switches direction and starts scrolling up, the sort bar and tab bar should reappear instantly and remain visible until the user switches direction again to scroll back down.

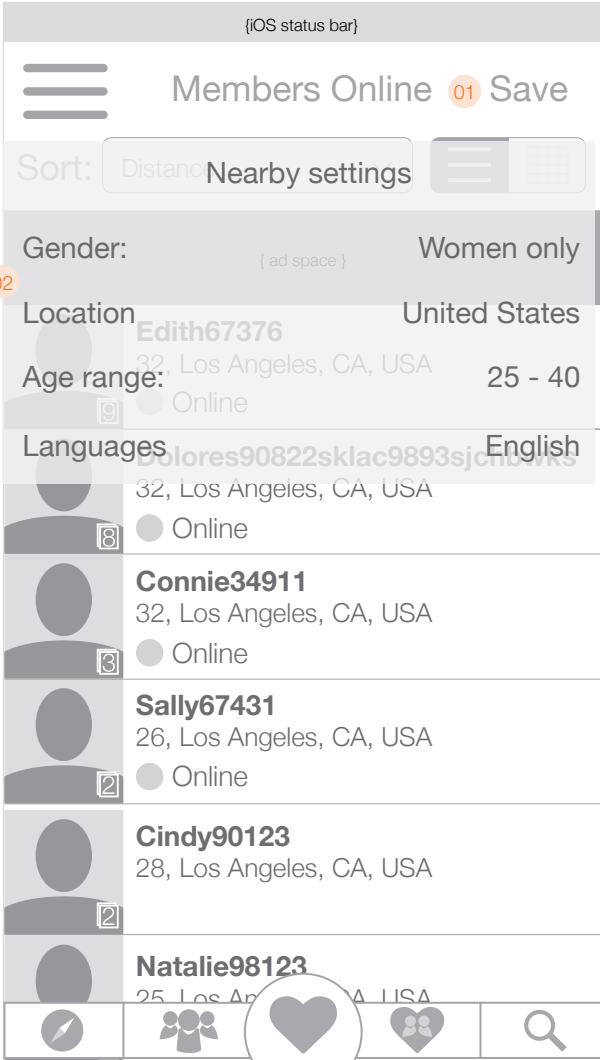
E02 Members online (hidden sort)



E03 Pull to refresh



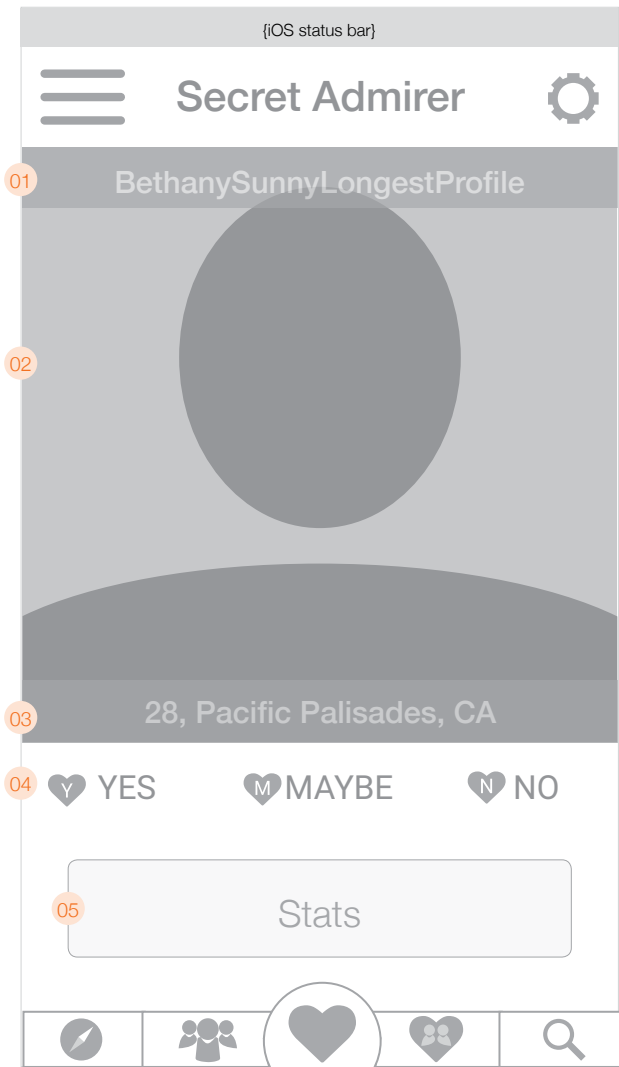
E04 Members online settings



If a user taps the settings gear on the Members Online page, the associated settings will slide down over the page and display the controls available for that page.

- 01 When tapped, the settings button changes to a “Save” button. Tapping the “Save” button applies the changes and slides the overlay back up to the top of the screen.
- 02 The available settings will be:
  - 1. Gender (sets the gender of the people to display). Options are:
    - Men
    - Women
    - Men & women
  - 2. Location (drop-down for selecting a country. Default is the country in which the user has registered)
  - 3. Age range (dual drop-down menus for choosing minimum and maximum age)
  - 4. Languages (drop-down menu for selecting a language)

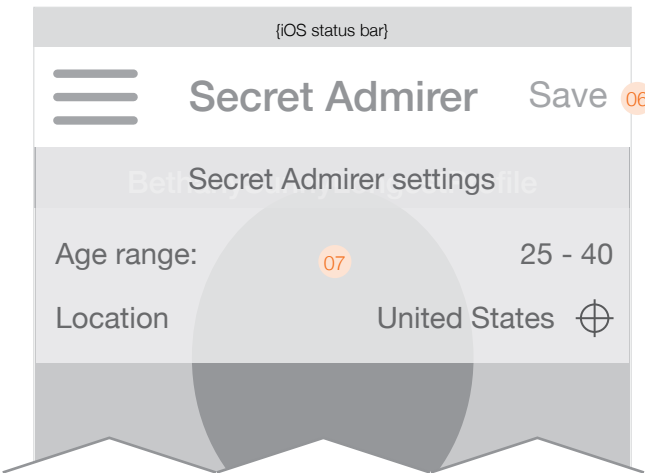
F01 Secret Admirer



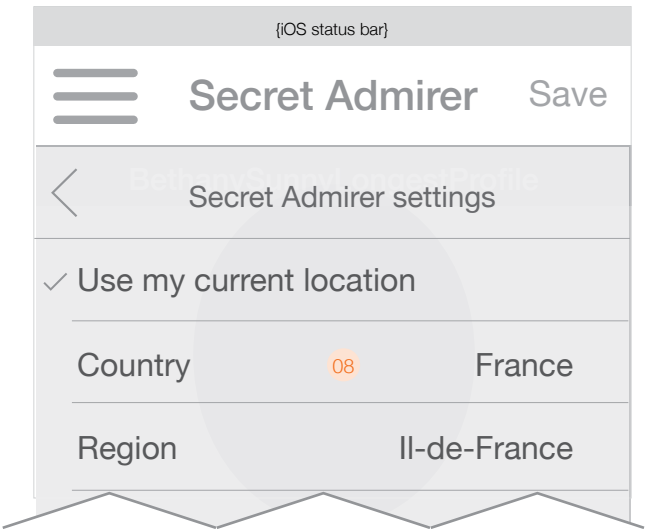
The Secret Admirer page presents profile pictures of members to be voted on by users by saying Yes/No/Maybe. Users can advance from photo to photo by tapping the action buttons or by swiping left for No, right for Yes, and down for Maybe.

- 01 The username of the person in question. The entire username should display here without truncation.
  - 02 The user's picture will be the large square version of the profile picture. If there is no square photo for that user, the user's main profile picture will be used, shown as large as possible without being distorted (and without requiring scrolling in any dimension).
  - 03 Beneath the photo will be the user's age and location.
  - 04 The response bar has 3 buttons to choose from:
    - Yes - registers a "yes" and advances the user to the next picture (the current photo transitions out to the left while the next photo appears behind and is revealed when the previous photo disappears).
    - Maybe - registers a "maybe" and advances the user to the next picture (the current photo transitions out to the bottom of the screen while the next photo appears behind and is revealed when the previous photo disappears).
    - No - registers a "no" and advances the user to the next picture (the current photo transitions out to the right while the next photo appears behind and is revealed when the previous photo disappears).
  - 05 At the bottom of the page is a button to go to the stats page.
  - 06 When tapped, the settings button changes to a "Done" button. Tapping the "Done" button applies the changes and slides the overlay back up to the top of the screen.
  - 07 The available settings will be:
    1. Age range (dual drop-down menus for choosing minimum and maximum age)
    2. Location which will have a button to set the user's current GPS location as well as the ability to choose by region.
  - 08 Users can also tap to select a country/region/city from successive drop-down menus. If a user selects the United States or Canada, a ZIP Code box will appear beneath the country. If a user selects another country, the appropriate region/city drop-downs will follow the country selector.
- At the top of the overlay, a back arrow will allow users to go back to the first screen showing age range. Users can also tap "Save" at anytime to save the configuration and dismiss the overlay.

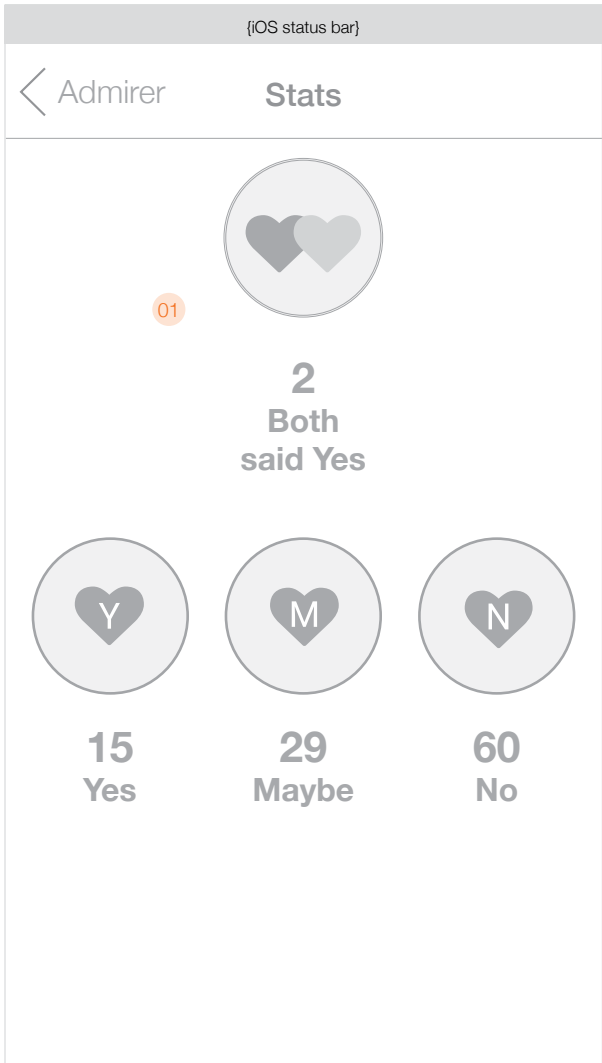
F02 Secret Admirer settings



F03 Secret Admirer settings (cont'd)



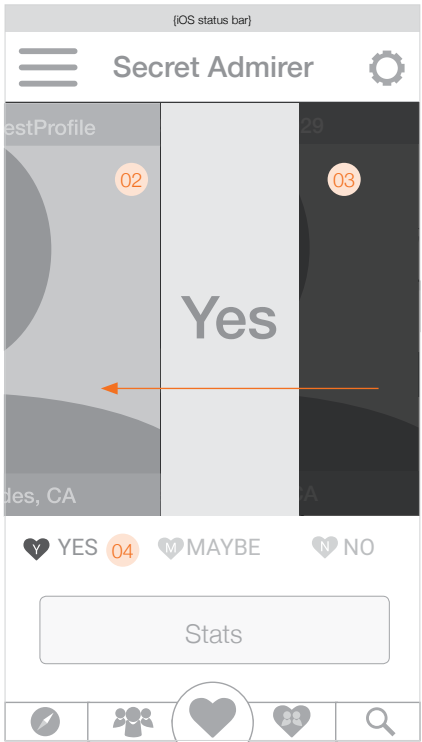
F04 Secret Admirer Stats



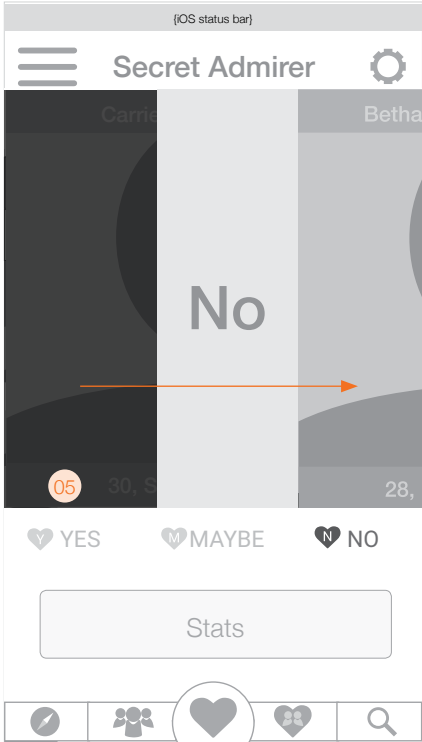
To play the Secret Admirer game, users can either tap on the buttons beneath the photo, or they can swipe the photo itself to the left, right, or bottom. To reinforce the metaphor, the photo should animate as it moves to the left, right, or bottom *even when the user taps the button instead of flicking the photo directly*. The photos should be directly manipulative by the users. So they should be able to tap & drag the photo around the screen at will, and where they release (plus the direction of movement) should indicate whether the system registers a “Yes”, “Maybe” or “No”. For reference: see the user experience of the Tinder app.

- 01 The Secret Admirer stats page presents historical statistics for how many mutual yeses / yeses / maybes / nos the user has chosen since they began playing the game. Tapping one of the labels loads a page showing all of the users who fit that category.
- 02 The photo is being flicked to “yes”. As the user swipes, a “Yes” label is attached to the right edge of the photo to help reinforce the selection.
- 03 The next photo in the queue is beginning to be revealed behind the current photo.
- 04 As the user is about to swipe left to the “Yes” option, the button is highlighted to reinforce the selection.
- 05 Example showing the photo being swiped right to “No”.
- 06 Example showing the photo being swiped down to “Maybe”.

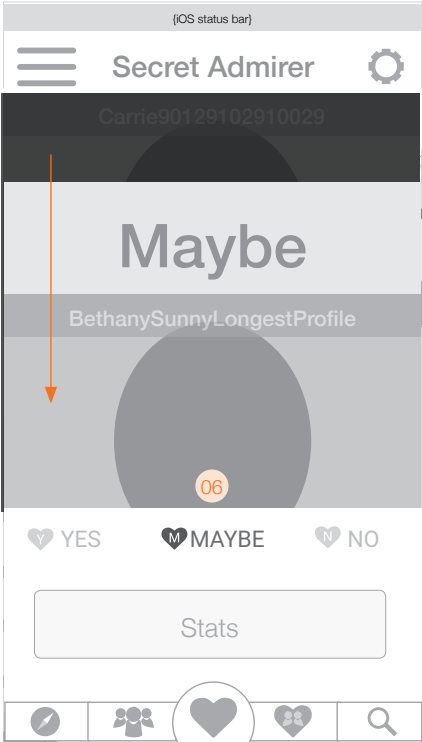
F05 “Yes” response



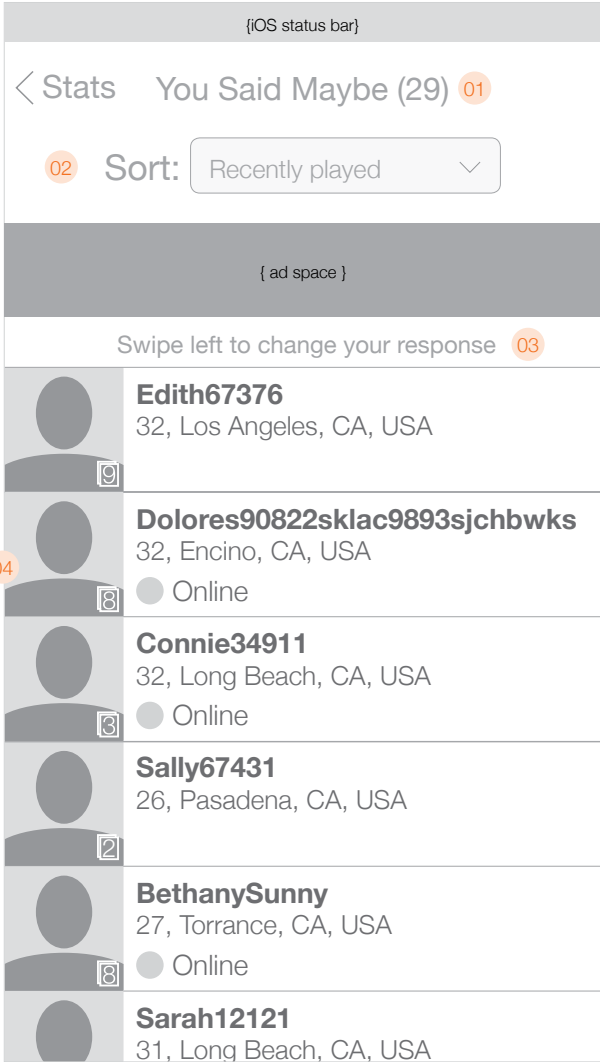
F06 “Yes” response



F07 “Maybe” response



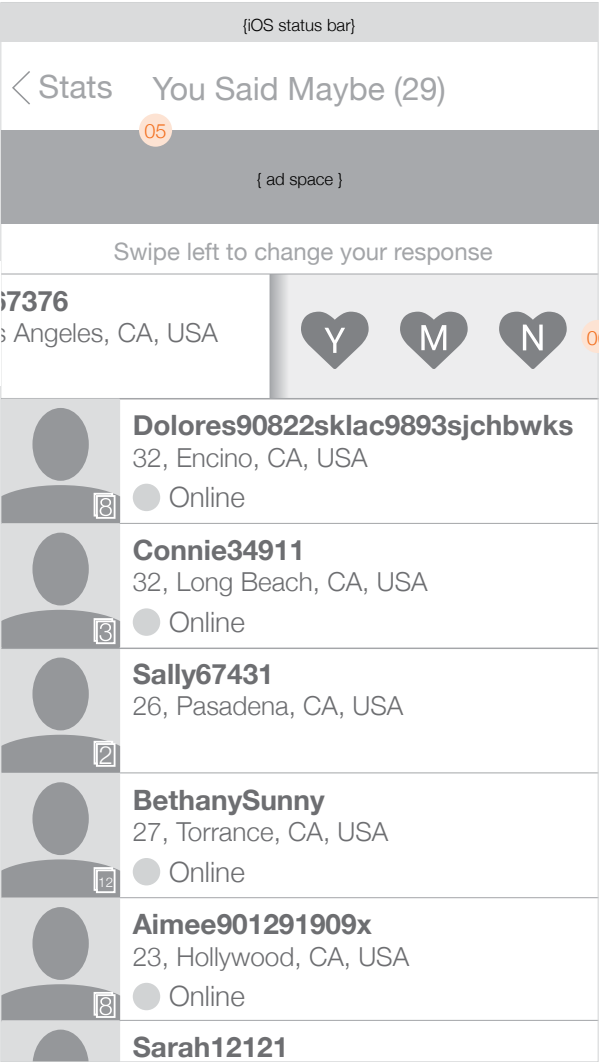
F08 Individual stats



When a user taps on one of the Secret Admirer statistics, they will see a list of profiles corresponding to the stat they tapped. In order to change their response, users swipe left to reveal the Yes/No/Maybe buttons.

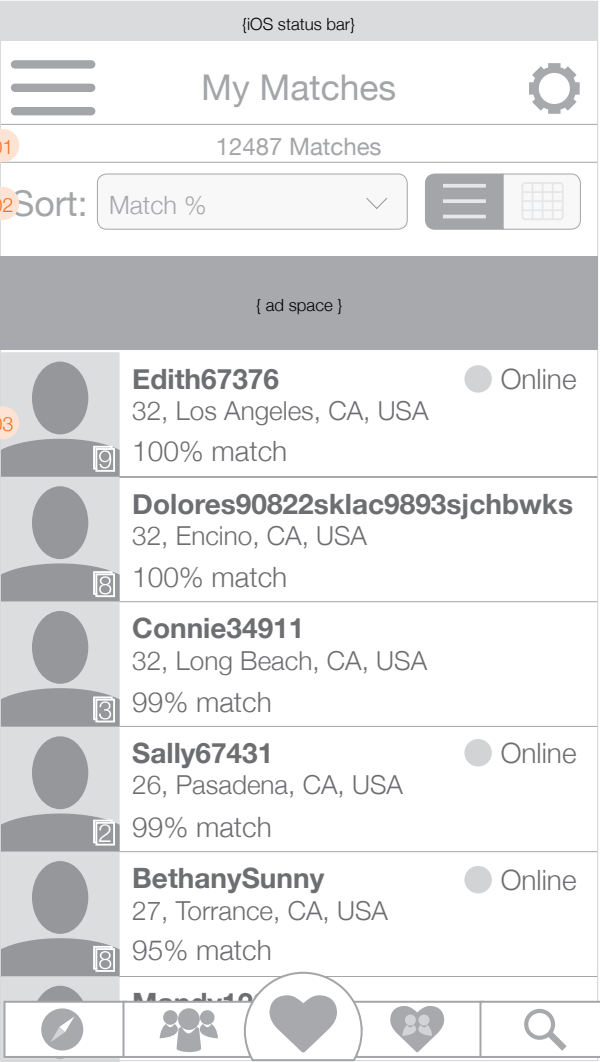
- 01 Shows the number of results based on what they tapped on (Yes/Maybe/No/Mutual Yes).
- 02 The sort options for this page will behave like they do on the Members online page; where the sort options are visible the very first time the user visits the page, and after 1 second they slide up and under the title bar. Users can reveal them again by scrolling to the top of the page.
- Sort options will be the following:
- Match %
  - Recently marked
  - Distance
- The default sort will be “Recently played”
- 03 Indicates to the user they can swipe left to change their response.
- 04 Results appear just like search results, with the same data for each result.
- 05 Stats page with the sort options hidden.
- 06 When the user swipes left to reveal the Yes/No/Maybe buttons, the row slides out to the left and is partially obscured. Tapping anywhere outside of the Yes/No/Maybe buttons will act as a “cancel” and slide the row back to the right into position. If the user taps either of the other two responses for the selected person, the row will slide back to the right and continue sliding right off the screen (because the current list will no longer include that person). Then, the rows beneath the just-removed row should slide up to meet the rest of the rows above it.
- ! When a user is scrolling down the page to view the Secret Admirer responses, the sort bar should hide itself up off the top of the screen to give the user more room to browse content. As soon as the user switches direction and starts scrolling up, the sort bar should reappear instantly and remain visible until the user switches direction again to scroll back down.

F09 Individual stats (change response)





G01 Matches page



The matches page displays people who match a user's specified match criteria.

- 01 Shows the number of matches.
- 02 The sort options for this page will behave like they do on the Members online page; where the sort options are visible the very first time the user visits the page, and after 1 second they slide up and under the title bar. Users can reveal them again by scrolling to the top of the page. Available sorting options are:
  - Match %
  - Newest Members
  - Age
  - Distance
  - Last Updated

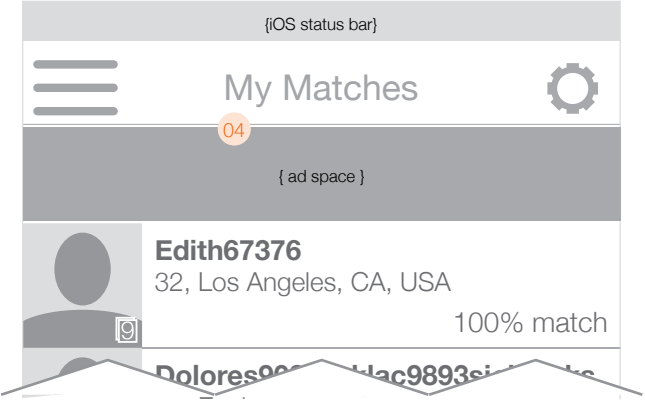
The default results sorting method should be “Match %”.

- 03 Each match will have the following attributes:
  - Picture (with an indicator of the total number of photos)
  - Username (truncated if necessary)
  - Age
  - Location
  - Match %
  - Indicator if online (no indicator if offline)

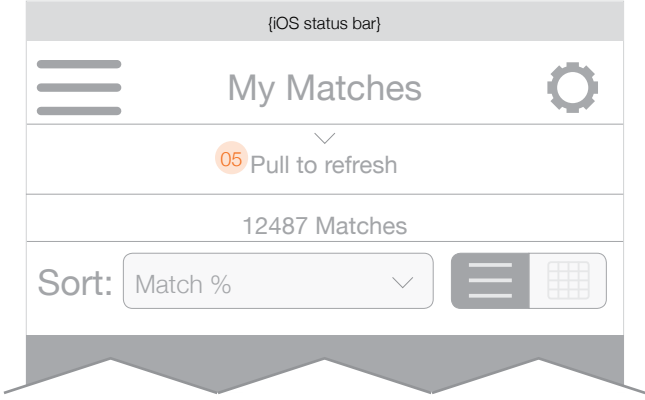
Tapping an entry in the list will take the user directly to that user's profile.

- 04 Matches page with the sort options hidden.
- 04 The Matches page will also have a pull to refresh option which will appear above the sort options. The implementation should be the same as for the Nearby page.
- ! When a user is scrolling down the page to view matches, the sort bar should hide itself up off the top of the screen to give the user more room to browse content. At the same time, the tab bar at the bottom should hide itself as well. As soon as the user switches direction and starts scrolling up, the sort bar and tab bar should reappear instantly and remain visible until the user switches direction again to scroll back down.

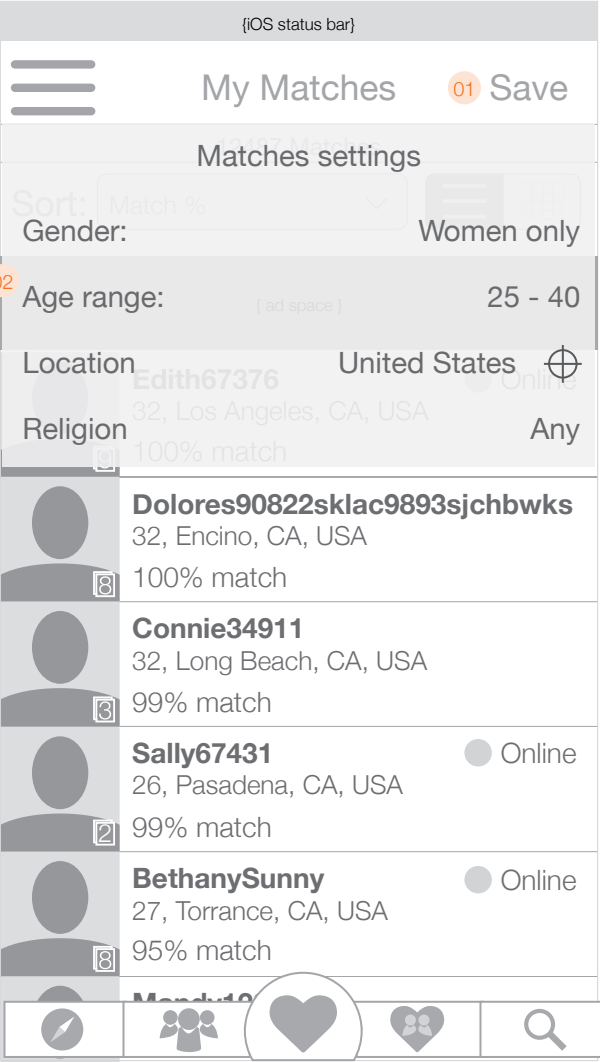
G02 Matches page (sort hidden)



G03 Pull to refresh



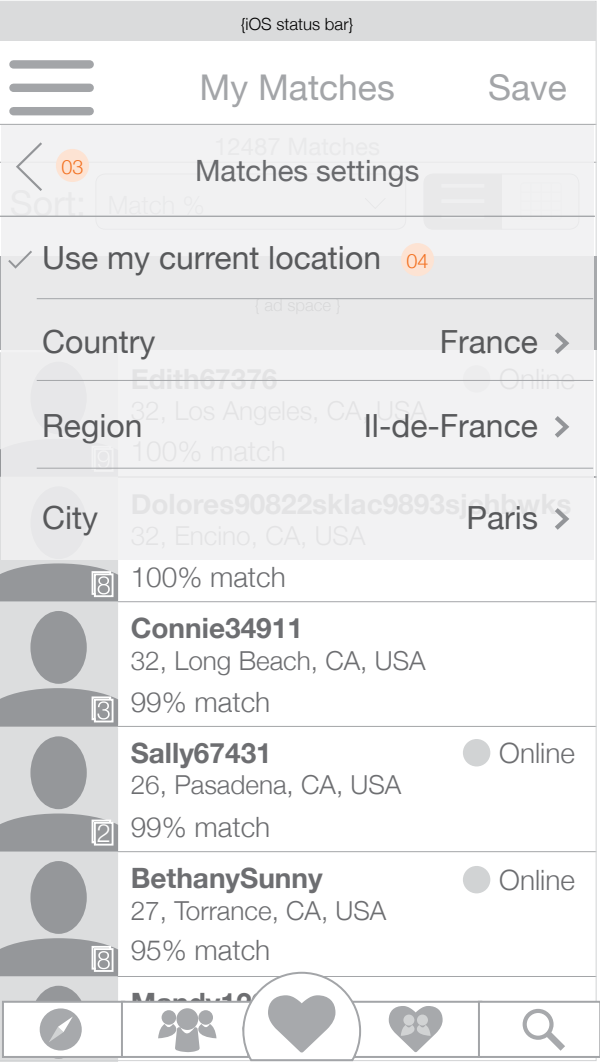
G04 Matches settings



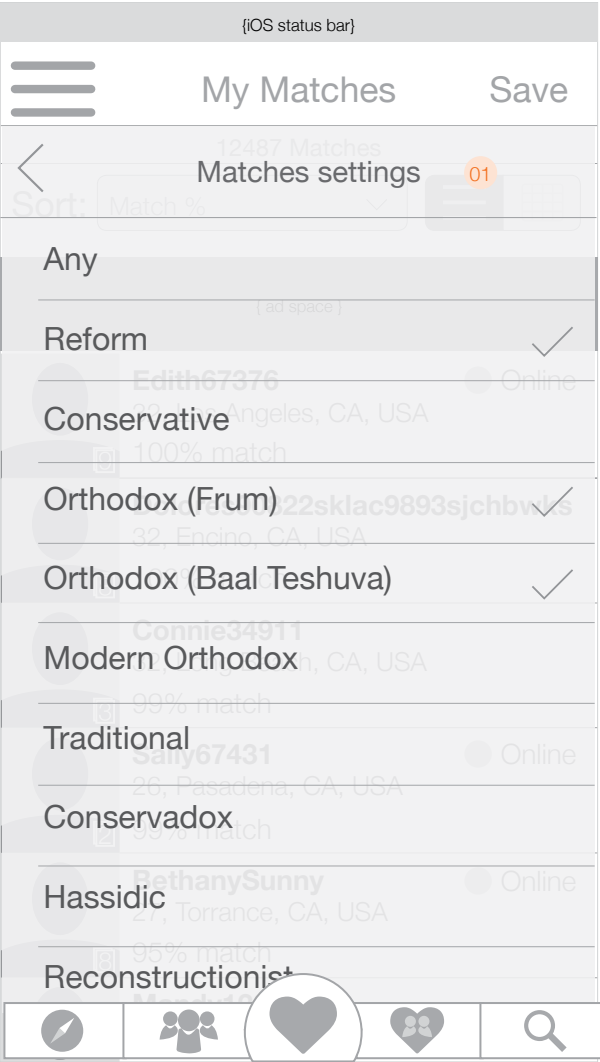
If a user taps the settings gear on the Matches page, the associated settings will slide down over the page and display the controls available for that page.

- 01 When tapped, the settings button changes to a “Save” button. Tapping the “Save” button applies the changes and slides the overlay back up to the top of the screen.
- 02 The available settings will be:
  - 1. Gender (sets the gender of the people to display). Options are:
    - Men
    - Women
    - Men & women
  - 2. Age range (dual drop-down menus for choosing minimum and maximum age)
  - 3. Location (a button to let users choose a location, and a button that immediately applies a GPS fix to determine the location to use.
  - 4. Religion (expands downward to display checklist of available religions.
- 03 Back arrow to take the user back to the previous screen (users can also tap “Save” from this screen in lieu of having to go back).
- 04 When selecting the option to choose a particular location users will select a country/region/city from successive drop-down menus. If a user selects the United States or Canada, a ZIP Code box will appear beneath the country. If a user selects another country, the appropriate region/city drop-downs will follow the country selector.

G05 Matches settings

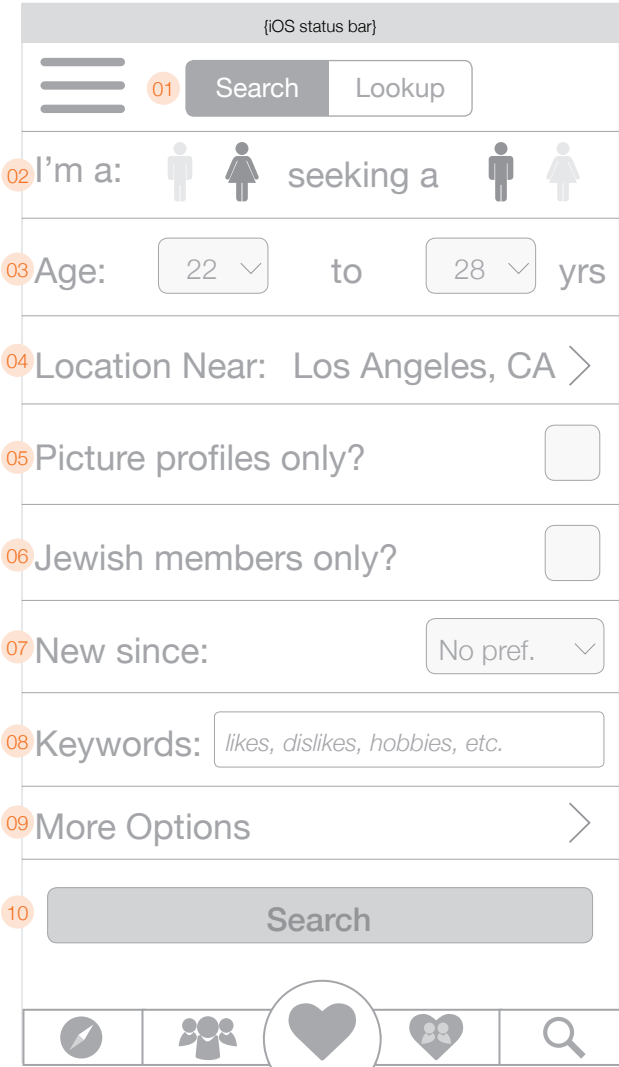


G06 Matches settings (cont'd)



- 01 When a user selects a religion in the matches settings overlay, the overlay will expand downward to allow users to make their selections.

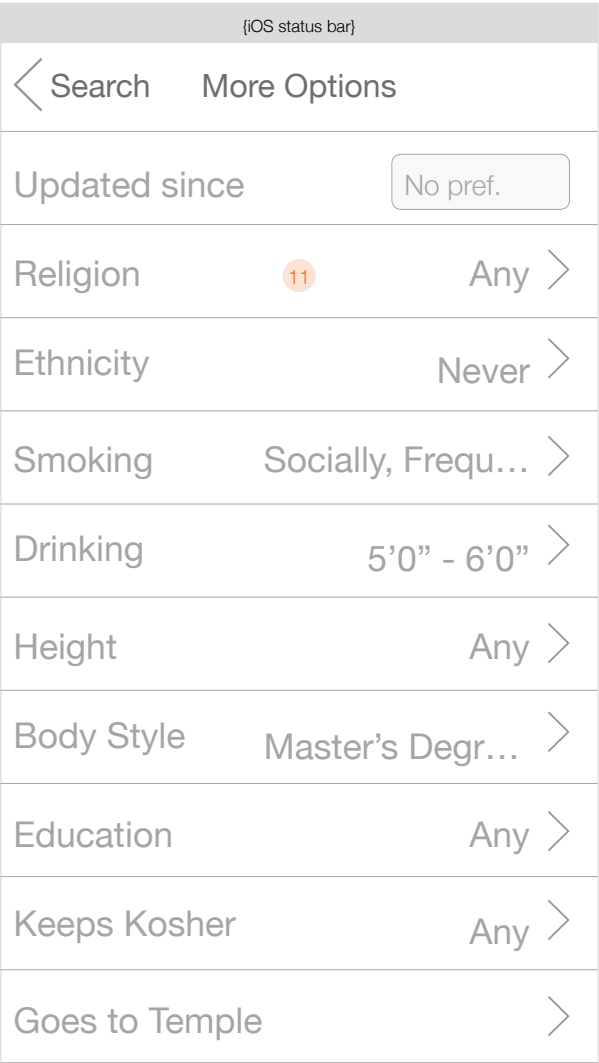
H01 Search



The search page allows users to find other users by filtering out certain criteria. When a user lands on this page, the search will be retained, so the previous search settings will be pre-loaded. The appsearch page should function completely independent of any other search (i.e. search on the full website).

- 01 Toggle to go between Search and Lookup options.
- 02 Buttons to determine which types of people should be returned in the results.
- 03 Dropdown menus for selecting the low and high age range to limit search results.
- 04 Leads to page where users can select radius and location to restrict search results
- 05 Checkbox to limit results to only profiles containing at least one photo.
- 06 Dropdown to limit results to only Jewish members.
- 07 Dropdown to limit results to users who have joined since a certain time. Options are:
  - My last login
  - 3 days ago
  - 14 days ago
  - 30 days ago
  - 180 days ago
  - 1 year ago or more
- 08 Keyword search box
- 09 More search options
- 10 Search button to initiate search.
- 11 More (advanced) search options. Each row takes the user to a single page where they can choose what elements they want to restrict. Selected options will be shown to the right of the row, and truncated if necessary.

H02 Advanced search



H03    Advanced Search page

{iOS status bar}

<

Advanced

Religion

Any

01

Reform

Conservative

✓

Orthodox (Frum)

Orthodox (Baal Teshuva)

✓

Modern Orthodox

✓

Traditional

✓

Conservadox

Hassidic

Reconstructionist

✓

When a user taps on a section of the advanced search page, they will see a list of options to select. Tapping one will add a mark and include that option in the filter. Tapping a marked option removes the mark and eliminates that option from the filter.

- 01    Selecting “All” will de-select any other options. Note: There should be no “All Jewish” option here since it’s the logical equal to to the “Show Jewish Profiles only” in the main Search screen.
- 02    All of the advanced search options will be multiple checkboxes, except for “height” which will feature two drop-downs

List of sections available in advanced search:

- Updated since
- Religion
- Ethnicity
- Smoking
- Drinking tendencies
- Height
- Body Style
- Education
- Who Keeps Kosher
- Who goes to Temple
- Has Kids
- Plan on having (more) children?
- Custody
- Activity level
- Languages spoken
- Willing to relocate?

H04    Advanced search height filter

{iOS status bar}

<

Advanced

Height

From

5’0”

▼

02

To

6’0”

▼

## H05 Edit search region

Search

Region

01

Search within: 100 miles of

02

My current location

or

03

ZIP/Postal code 91423

or

04

Country

Ile de France

State/region

France

City

Paris

When the user taps the “Edit” button on the main search page to edit the region to focus their search, they arrive at this page.

- 01 Allows users to set the radius around which the search will be focused. Options are: 5, 25, 50, 100, 500+
- 02 The “My current location” button will fill in the country/region/city information with the user’s current location.
- 03 Focus by ZIP code. Users can enter their ZIP to focus by ZIP or postal code (Canada).
- 04 Focus by region. Users can enter any country/state/region/city combination they like.
- 05 Some regions have only a country/region definition and do not list out the city as well. This is how that would look.
- 05 Member Lookup options are available from the toggle at the top of the page. After entering a valid member ID, the user is taken to that user's profile page. If an invalid (or blocked) ID is entered, the user will receive an error message pop-up.

**H06** Edit search region

or

Country

05 State/region

## H07 Member lookup

[iOS status bar]

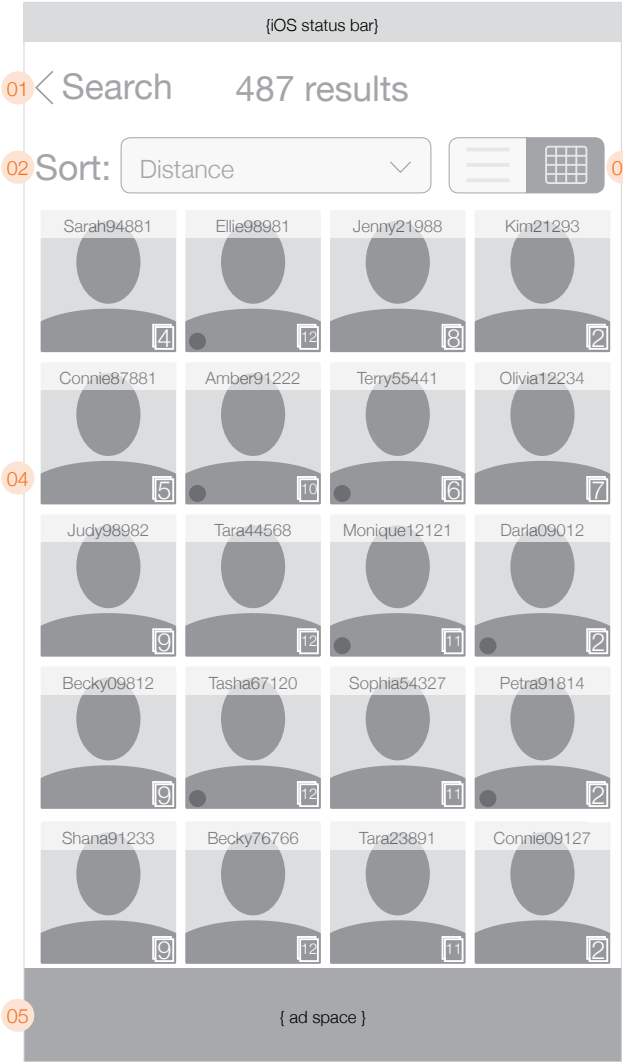
Search

Lookup

Look up member ID or username

Find

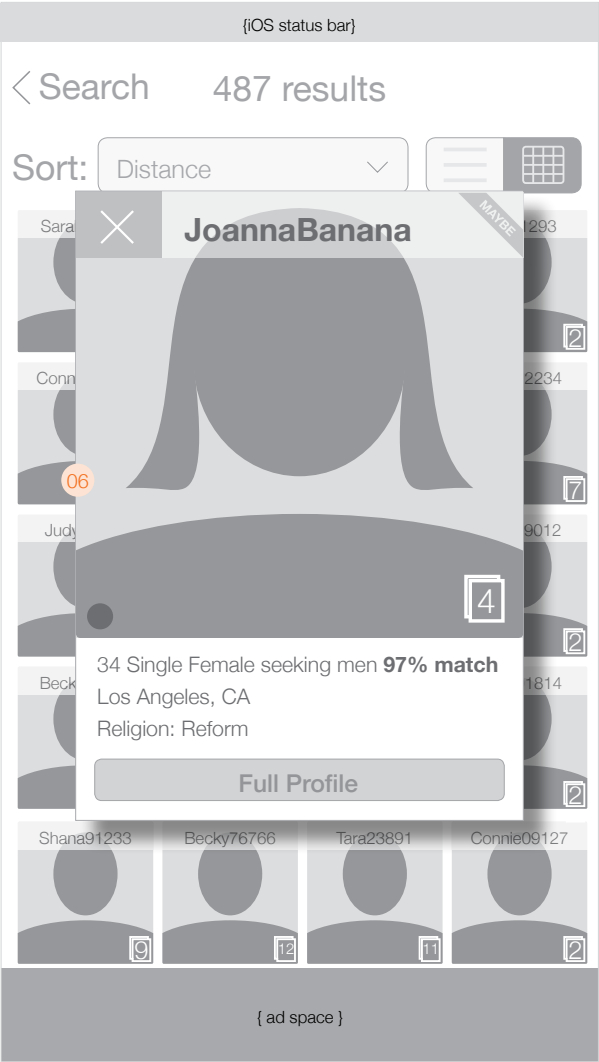
H08 Search Results - grid view



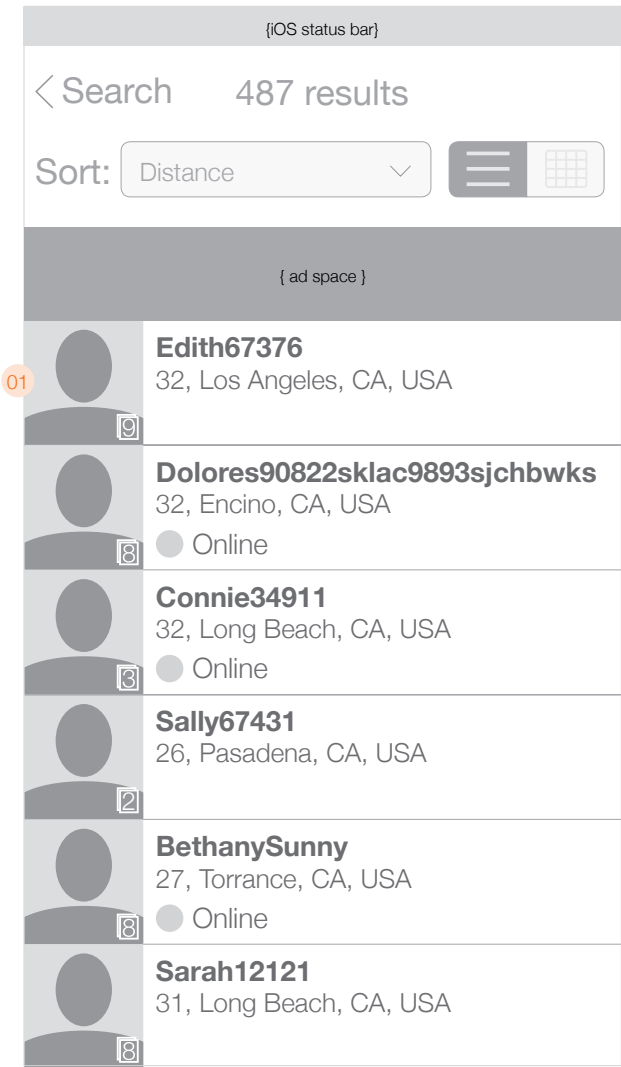
After initiating a search, the user sees the search results page.

- 01 Button to return to the search page. The title of the page should be the number of results found.
  - 02 Sort options should be:
    - Newest Members
    - Age
    - Distance
    - Last UpdatedThe default results sorting method should be “Distance”.
  - 03 Toggle to switch between grid view and list view of the results
  - 04 Grid results should display in rows and columns. The sort should go across the top row from left to right, then across the second row in the same direction, and onwards throughout the results. The results should each display the following information as applicable:
    - Main photo of the user (cropped as necessary)
    - Username (truncated if necessary)
    - Number of photos uploaded
    - Online status indicator (if online, otherwise no indicator)The results page should be implemented as an infinite scroll page, with the same mechanism as used for the Activity page.
  - 05 Ad space.
  - 06 When a user taps a result from the grid view, the photo should animate as it enlarges to show a preview of the profile centered on the screen. In this enlarged view, it will show the username, Secret Admirer status, # of photos, online indicator, as well as basic info (age, marital status, orientation, % match, location, and religion). There is a button launch the full profile page, or the user can tap the close button in the corner or anywhere outside of the preview to dismiss it.
- Note: Secret Admirer status should ONLY appear if the person has already been rated as Y/N/M.
- ! When a user is scrolling down the page to view search results, the sort bar should hide itself up off the top of the screen to give the user more space to browse content. As soon as the user switches direction and starts scrolling up, the sort bar should reappear instantly and remain visible until the user switches direction again to scroll back down.

H09 Results - pop out



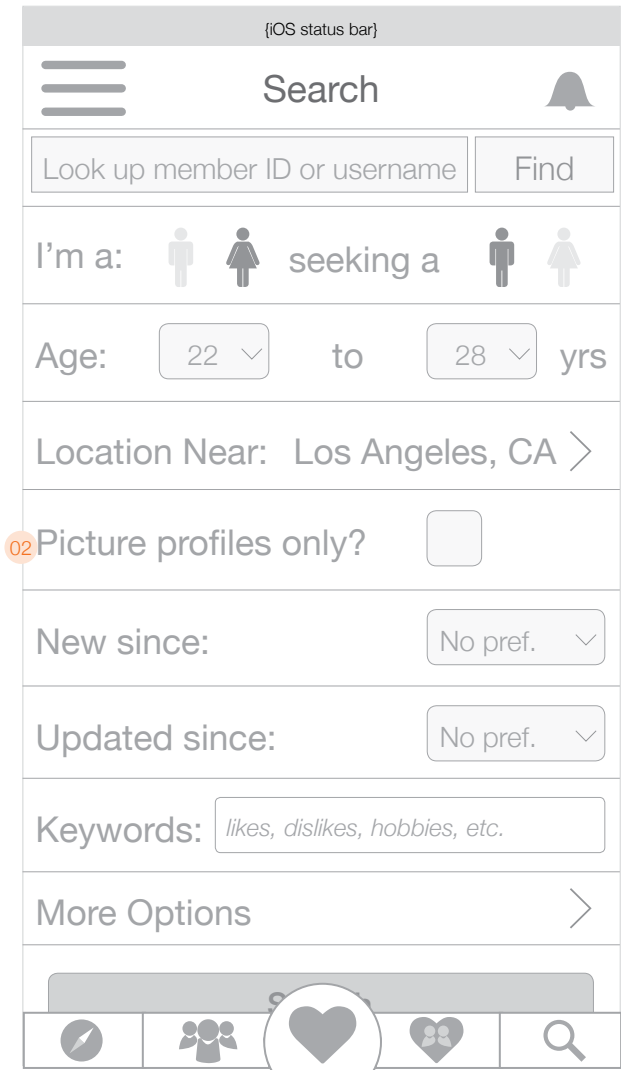
H10 Search Results - list view



Search results list view

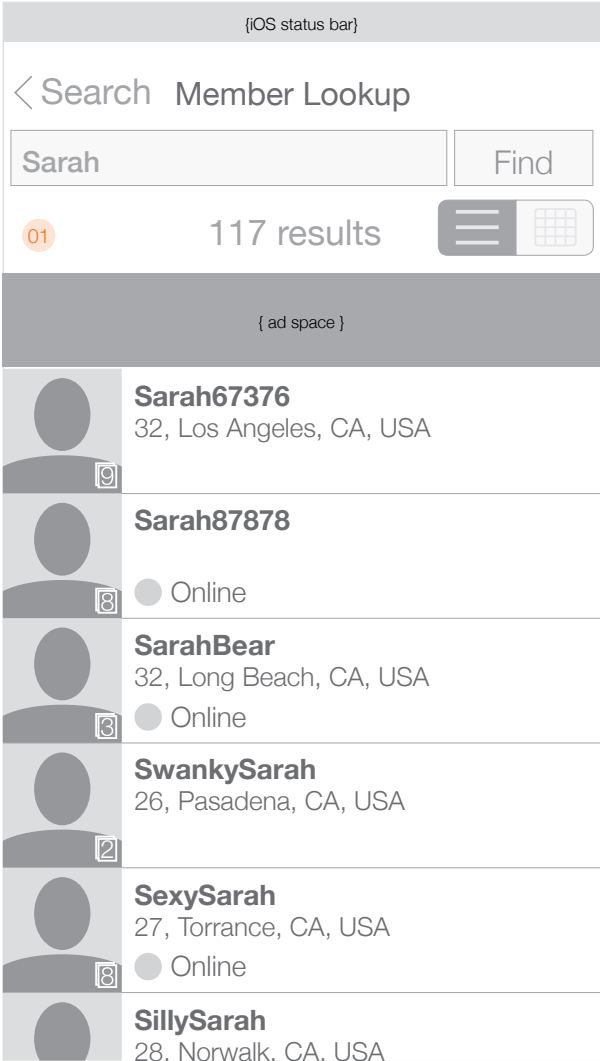
- 01 Results show the username, age, location, and online status. Each photo shows the number of photos that user has uploaded. Tapping a result goes to that user's profile page.
- 02 With the Member lookup text box visible, a user can enter a member ID or username to perform a search. Tapping "Find" will move the user to the results page.
- ! When a user is scrolling down the page to view search results, the sort bar should hide itself up off the top of the screen to give the user more space to browse content. As soon as the user switches direction and starts scrolling up, the sort bar should reappear instantly and remain visible until the user switches direction again to scroll back down.

H11 Member Lookup





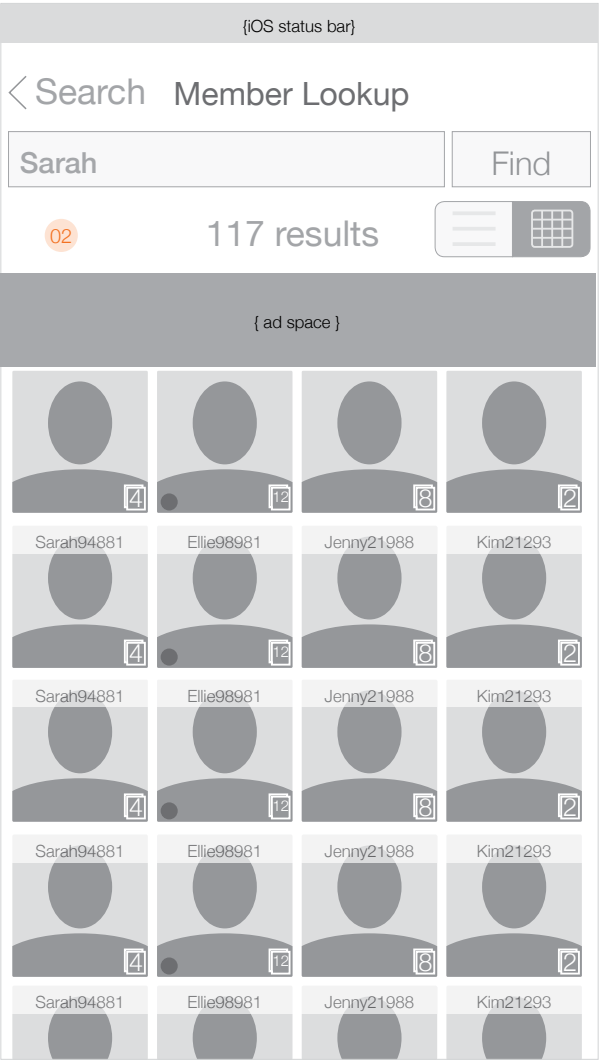
H12 List view lookup results



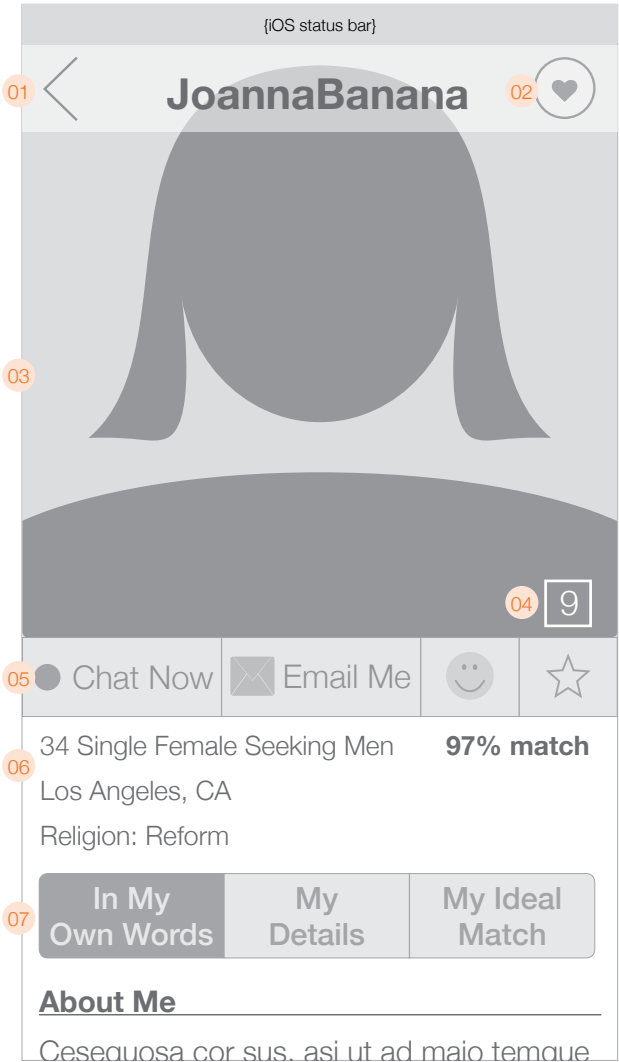
Results page for Member lookup. Results should display in order of match to the query—best to worst.

- 01 List view results will display the same information as for search results, with the difference being that the user will have the ability to refine their query from the same page instead of having to go “back” to the main query page as for search.
- 02 Grid view results will display the same information as for search results, with the difference being that the user will have the ability to refine their query from the same page instead of having to go “back” to the main query page as for search.
- ! When a user is scrolling down the page to view lookup results, the the lookup bar and results bar with grid/list toggle should hide themselves up off the top of the screen to give the user more space to browse content. As soon as the user switches direction and starts scrolling up, the lookup bar and results bar should reappear instantly and remain visible until the user switches direction again to scroll back down.

H13 Grid view lookup results



J01 Profile Page



The Profile page is one of the central pieces of our hierarchy. This is where users learn about someone and where they go to initiate contact.

- 01 The user's name appears with a 'back' indicator which takes the user back to the screen they were on before they got to the profile page.  
  
Users can swipe left or right to navigate to the next or previous profile in the list they were looking at prior to arriving at this page. If there is no other profile to navigate to in one or both directions (eg. if the user tapped on the profile from an incoming email), then upon swiping, the profile should nudge left or right only slightly, and then snap back into place. Swiping transition should be a horizontal slide. The username must appear complete without truncating (reducing font size if necessary).
- 02 The Secret Admirer icon displays in the top right corner. If a user is viewing the profile of someone they have previously rated, the label they applied at that time will be displayed instead of the generic Secret Admirer icon. If the user had said "Yes" to this person and they also said yes, the icon would indicate that it's a mutual 'yes'.
- 03 The user's main profile picture. The photo will be the square version of the uncropped photo (high res). Tapping the photo will display it full-screen (uncropped).
- 04 Indicator for the number of photos the user has uploaded (non-interactive).
- 06 Summary details for the user. These shall include:
  - Marital Status (Single, Divorced, Separated, Widowed)
  - Seeking Men/Women
  - Age (xx years old)
  - Location (City, State or City, Country)
  - Match percentage (xx% match)
  - Religion (Conservative, Reform, culturally Jewish, etc)
- 06 "Communication buttons for Chat, Email, Flirt, and Favorite.  
  
"Chat Now" button appears if the user is online. Tapping it sends a chat request and loads a new chat screen (via horizontal slide transition from right to left). Note: If the user has chatted with this person in the past, the new IM should appear in the existing conversation thread, unless the user has deleted the thread. If a non-subscriber taps this, they are taken to the "Subscribe" page. Tapping the flirt button immediately sends a generic Flirt to the person being viewed. Tapping Favorite adds the person as a favorite or removes that person as a favorite. The button must visually indicate whether the user is currently a favorite. Tapping "Email me" takes the user to the compose email screen. Again, non-subscribers see the appropriate "Subscribe" page.
- 07 Detailed profile information. Users can tap each of these sections to view the personal details

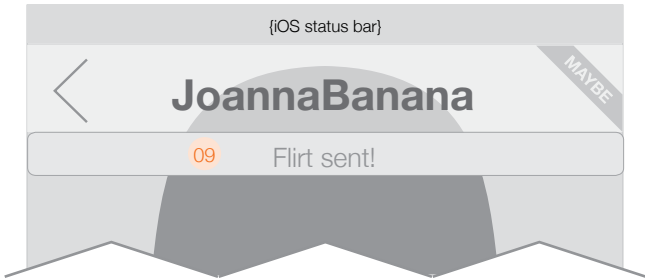
the other person has entered. On load, the "In My Own Words" section must be selected. The included sections will be: In My Own Words, My Details, My Ideal Match.

- 08 If a user is offline (or has turned off IM), the "Chat Now" button will be grayed out and will display their last login in the following format (rounded up to the nearest integer):
  - If less than 1 hour ago: **1 minute ago / xx minutes ago**
  - If ≥1 hour ago but >1 day ago: **1 hour ago / xx hours ago**
  - If ≥1 day ago but >1 week ago: **1 day ago / xx days ago**
  - If ≥1 week ago but >1 month ago: **1 week ago / xx weeks ago**
  - If ≥1 month ago but >1 year ago: **1 month ago / xx months ago**
  - If ≥1 year ago: **1 year ago / xx years ago**
- 09 When a user sends a flirt, a message appears at the top of the screen for 1 second before disappearing automatically (fade out transition). There should also be a success chime.

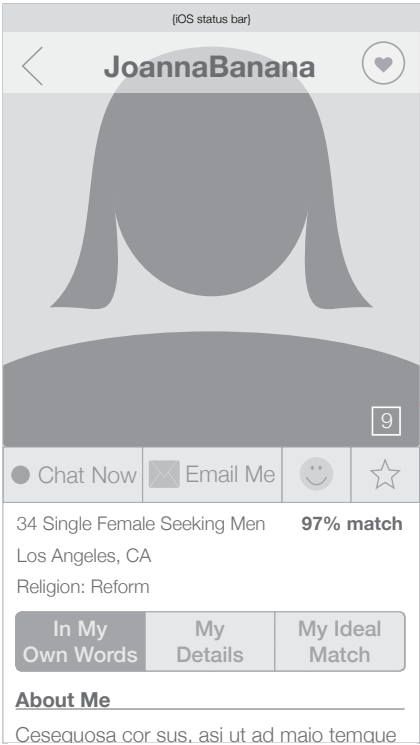
J02 Profile page - user is offline



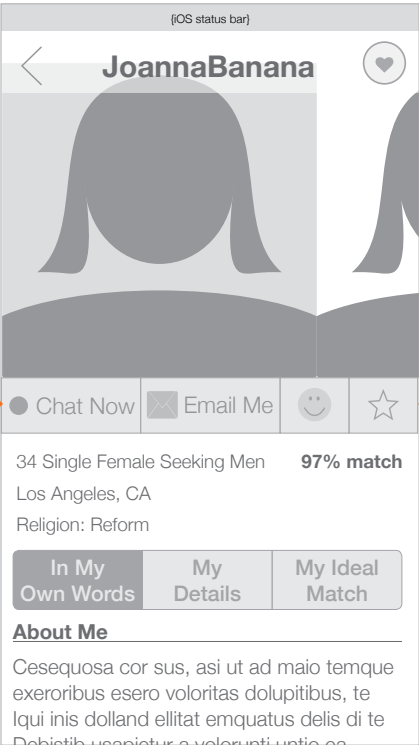
J03 Sent Flirt confirmation



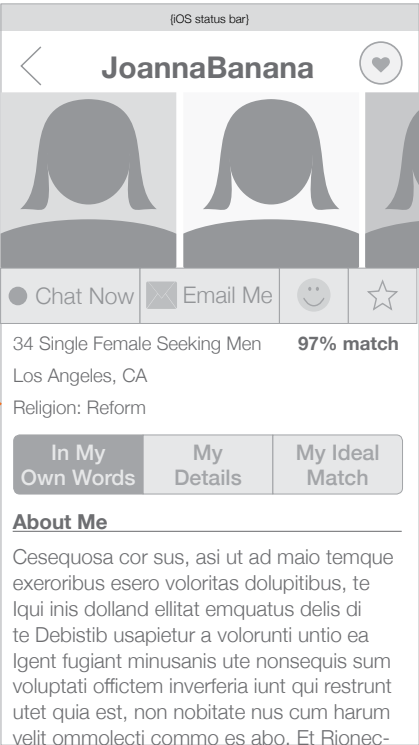
J04 Profile Page scroll transition



While viewing a profile page, the user has the ability to scroll down to view all the details. When doing this, to accommodate the need for greater real estate for viewing details, the profile picture will shrink as described herein.

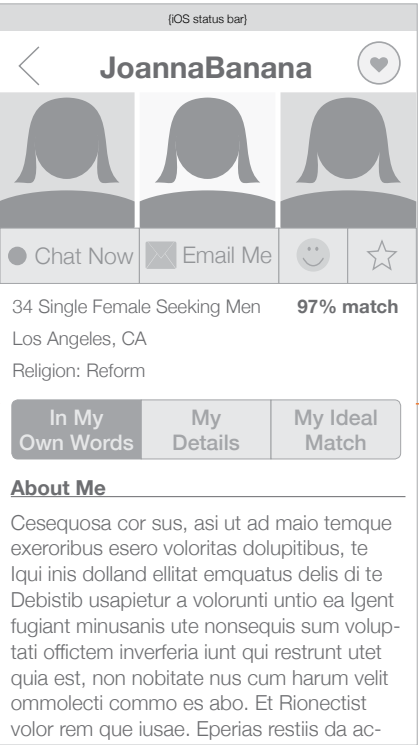


As the user scrolls down the page, the profile picture will begin shrinking proportionally. Initially, the anchor point will be the bottom left corner. Once the profile picture's top edge emerges from behind the translucent username banner, the anchor point will switch to the bottom left corner. As the photo is shrinking, the user will be able to see the other photos in that user's profile as there is room to show them. This transition should happen in real time and be regulated by the speed at which the user scrolls the page.

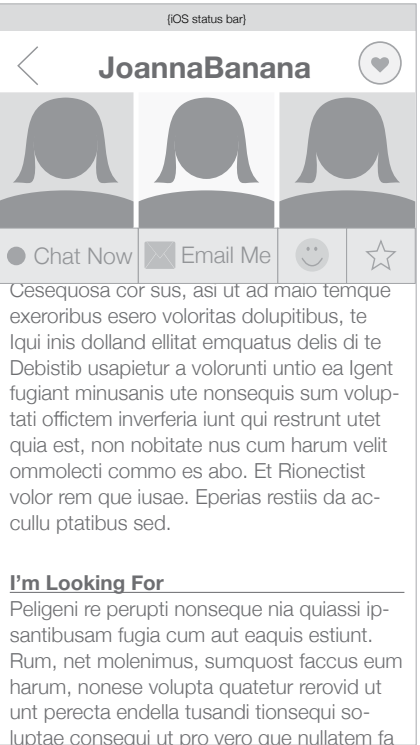


Shows the continued shrinking of the profile photos in real time as the user keeps scrolling down.

*Note: At any time the user can tap on a photo to view it fullscreen and swipe between all the other photos in that person's profile.*

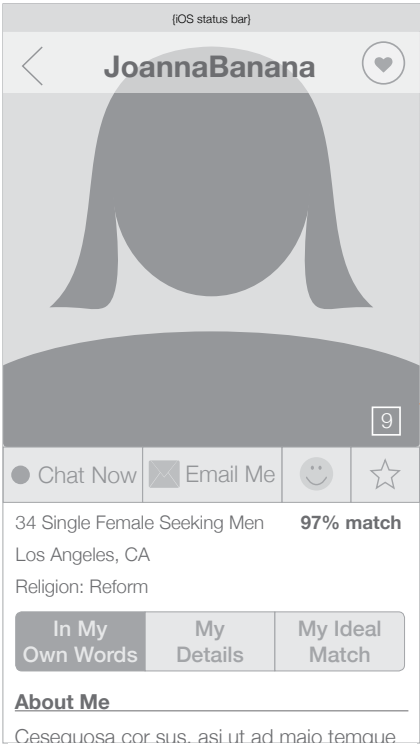


Once all of the photos in the profile are able to fit at the top of the page, they will cease shrinking and become fully anchored in place.

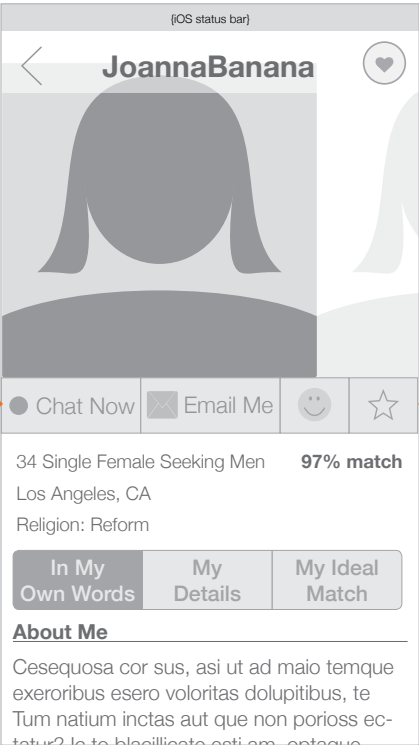


As the user continues to scroll, the Chat Now/Email/Favorite/Flirt buttons will remain anchored while everything else on the page scrolls underneath.

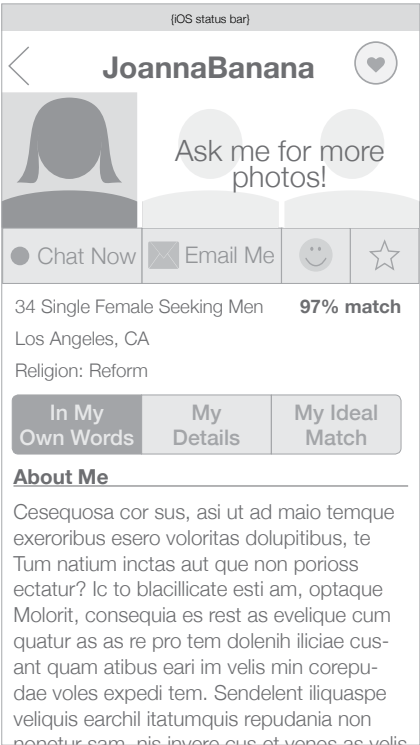
J05 Profile Page Transition cont'd



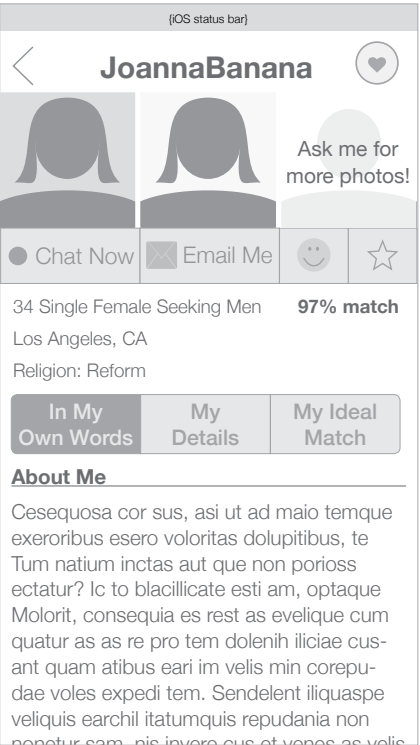
While viewing a profile page, the user has the ability to scroll down to view all the details. When doing this, to accommodate the need for greater real estate for viewing details, the profile picture will shrink as described herein.



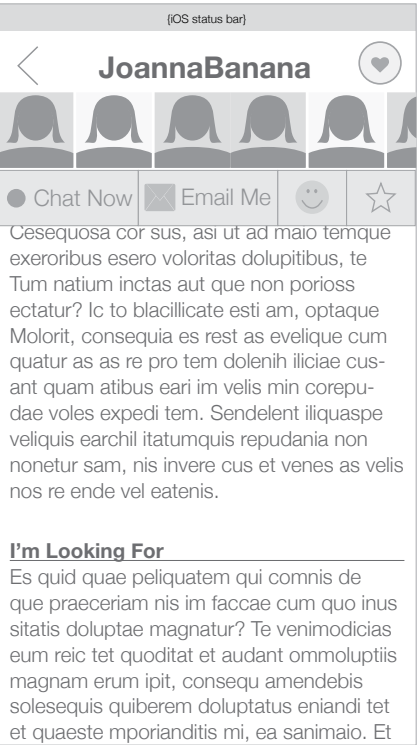
This person has only one photo in their profile, as the user begins scrolling down to view more content, a silhouette (design TBD) appears in place of the second photo and behaves in the exact same way.



Once the page has scrolled sufficiently to allow 3 photos to be viewed, if there is only 1 photo for that user, the other two silhouette spaces should display some text that reads something like "Ask me for more photos!" which will send a flirt to that member asking them for more photos.

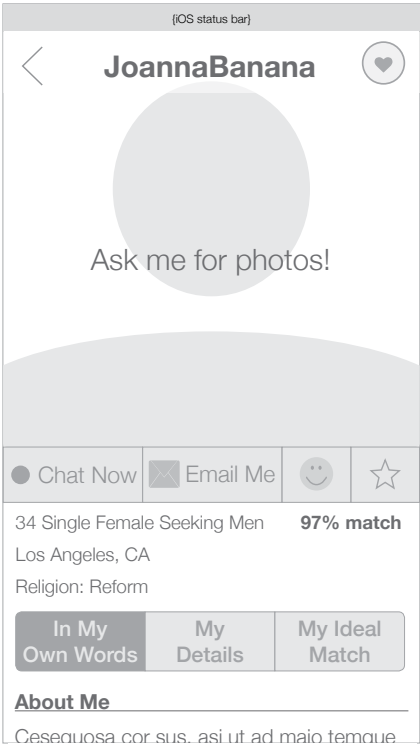


If a user has two photos, the behavior will be exactly the same as if there is only one photo, with the last silhouette displaying something like "Ask me for more photos!" which behaves the same as explained previously.

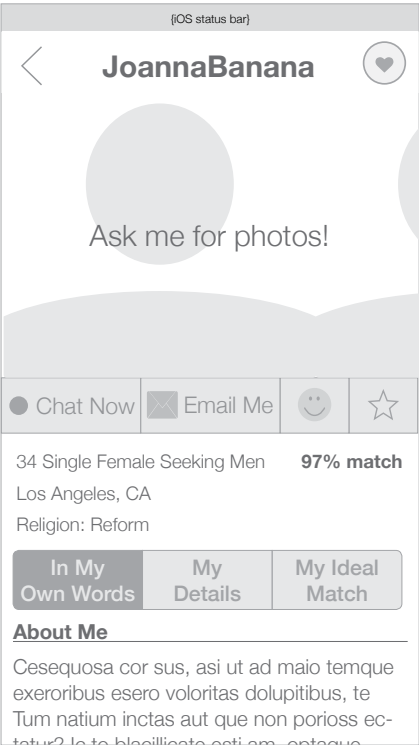


If someone has more than 3 photos, the photos will continue to shrink until they reach a minimum size (TBD). This should accomodate between 4-6 photos horizontally. If the minimum height is reached and there are still more photos to be displayed, then the user will be able to scroll the photo bar to the left to display the additional photos (also in this case, there should be a partial photo "peeking" on the right to indicate there are more photos to view.

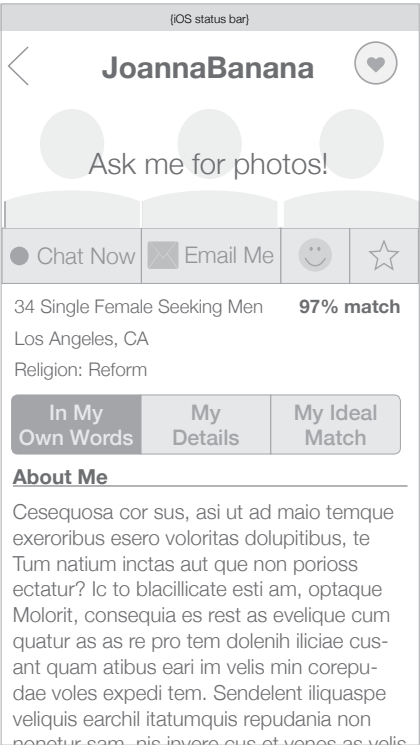
J06 Profile Page Transition cont’d



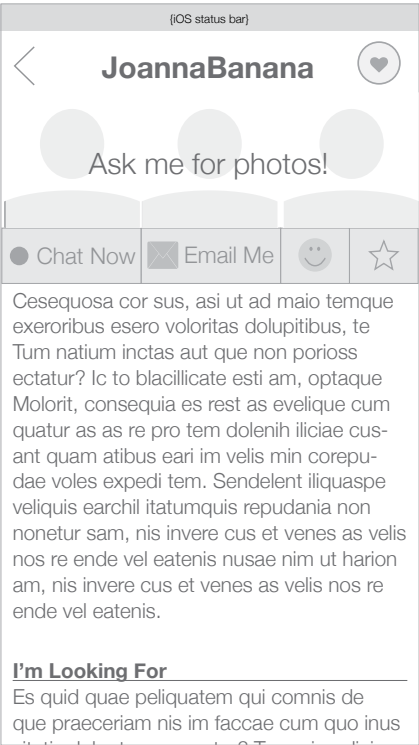
If a user doesn't have any photos to display, a large silhouette will display with a call to action to ask for photos via flirt.



The scrolling behavior with no photos works in the same way as with real photos; substituting the silhouettes.



When there are no photos, the scrolling will lock at the same location as for 3 photos.



Once the silhouettes have locked, the rest of the page will scroll beneath them (and the contact buttons) just like as for profiles with 3+ photos.

J07 Example of mosaic / scrapbook pull-down



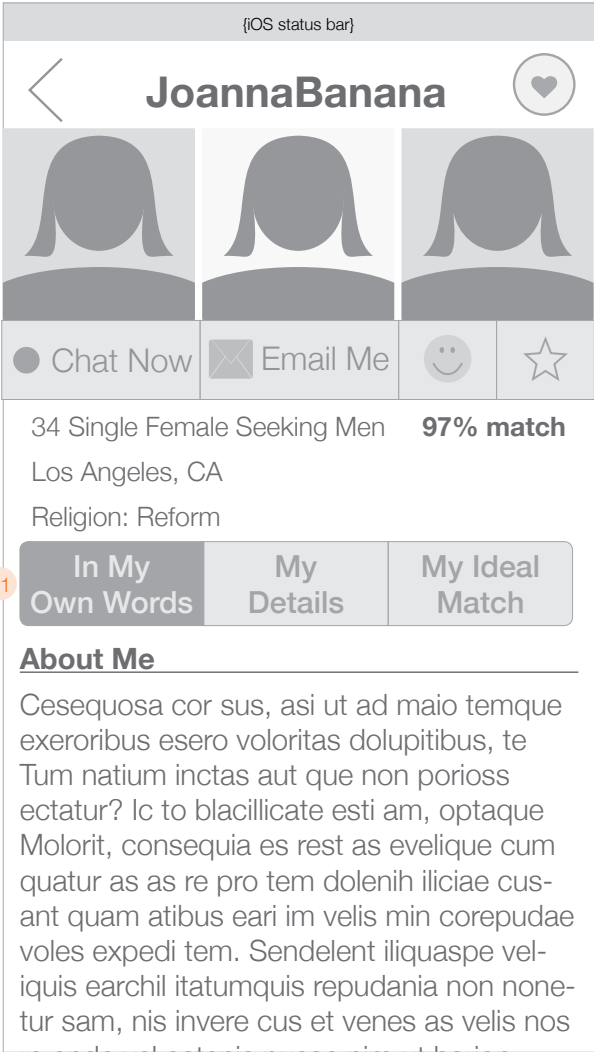
From the top of the profile page, a user can swipe down to reveal a mosaic view. This view should display all of the photos they have uploaded, sized to fill up the whole screen. The exact layout will be defined in the design phase. This offers people a quick way to glance at all of the photos uploaded by a particular user with a single flick of the finger.

- 01 Scrolling down from the top of the profile page reveals the mosaic.
- 02 The username title bar should still be visible at the top of the page while in mosaic view, so the user can still make reference to the person whose photos they're viewing. Tapping on any of the photos launches the fullscreen viewer just as before.
- 03 A close button should be visible on the screen during mosaic view and should remain anchored in place at all times (it should scroll away as the user scrolls back down to view the main profile)
- 04 At the "top" of the mosaic view when all of the pictures have been displayed, there should be a call to action button enticing users to send a message to the person whose photos they've just viewed.

J08 In My Own Words (scrolled down)



J09 In My Own Words

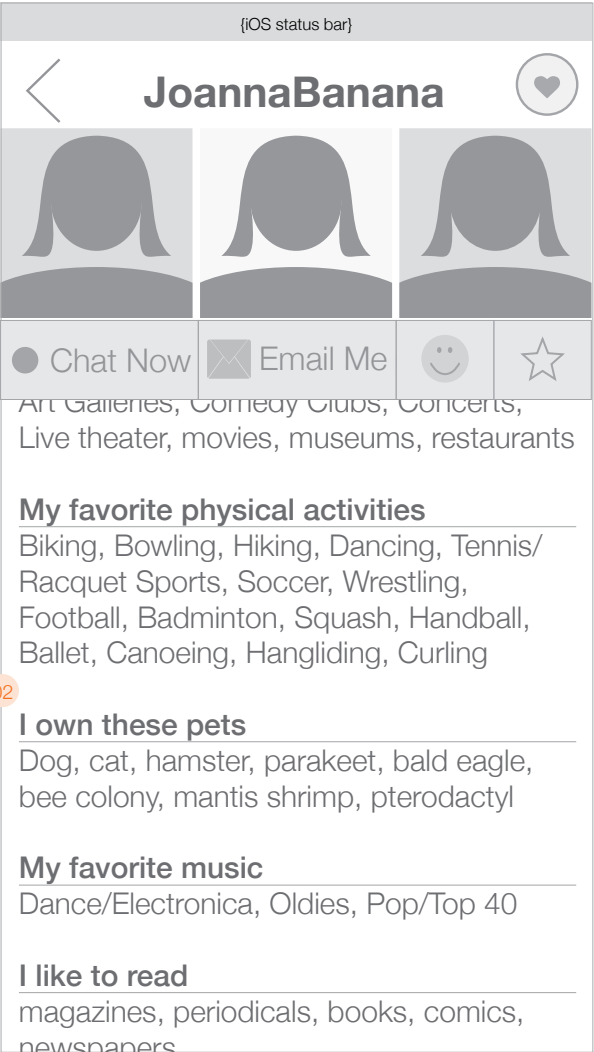


01 The “In My Own Words” section is sub-divided into a number of categorized sections. These sections will be (in order):

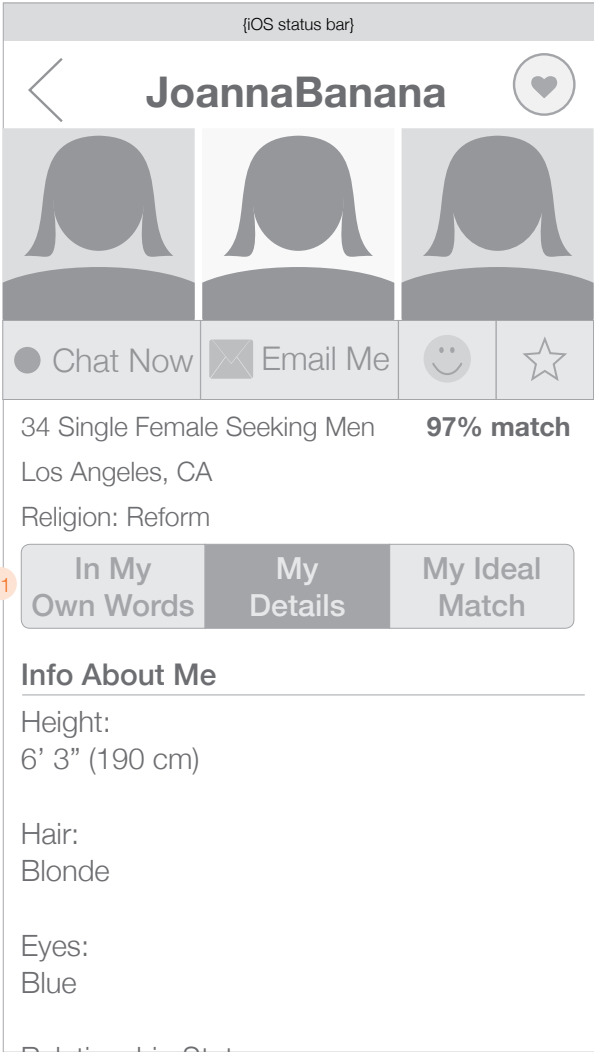
- About me
- I’m looking for
- My perfect first date
- My ideal relationship
- My past relationships
- My personality is best described as...
- In my free time I enjoy...
- In my free time I like to go to...
- My favorite physical activities
- I own these pets
- My favorite foods
- My favorite music
- I like to read

02 Example of what the page looks like as it’s scrolled down.

J10 In My Own Words (scrolled down)



J11 My Details



01 The Physical Info section of “My Details” is the first section that will display. This section will contain:

- Height
- Hair color
- Eye color
- Body type
- Weight

Beneath the “Physical Info” section will be the “Lifestyle” section. This section will contain:

- Relocation
- Children
- Custody
- Plan on having kids
- I keep Kosher
- I go to Synagogue
- I smoke
- I drink
- Zodiac sign
- Activity level

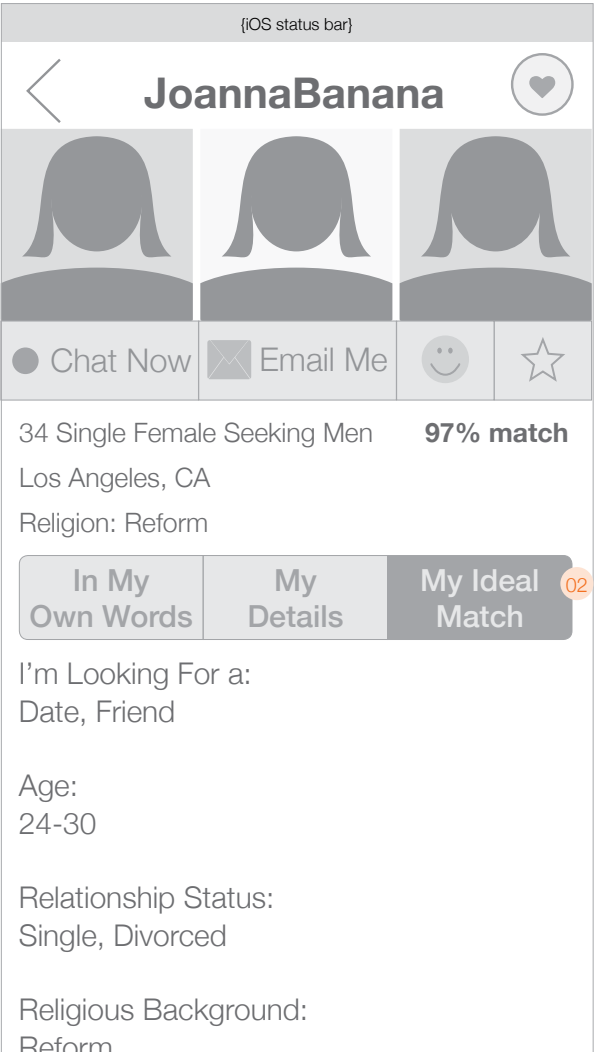
Beneath the “Lifestyle” section is the “Background” section. This section has the following information:  
*Note: The “religion” question will not be featured here since it has been moved to the main area of the profile page*

- I grew up in
- My ethnicity is
- I speak
- I studied
- Education
- Occupation
- Occupation description
- Annual income
- Political orientation

02 The “My ideal match” tab will have the following data:

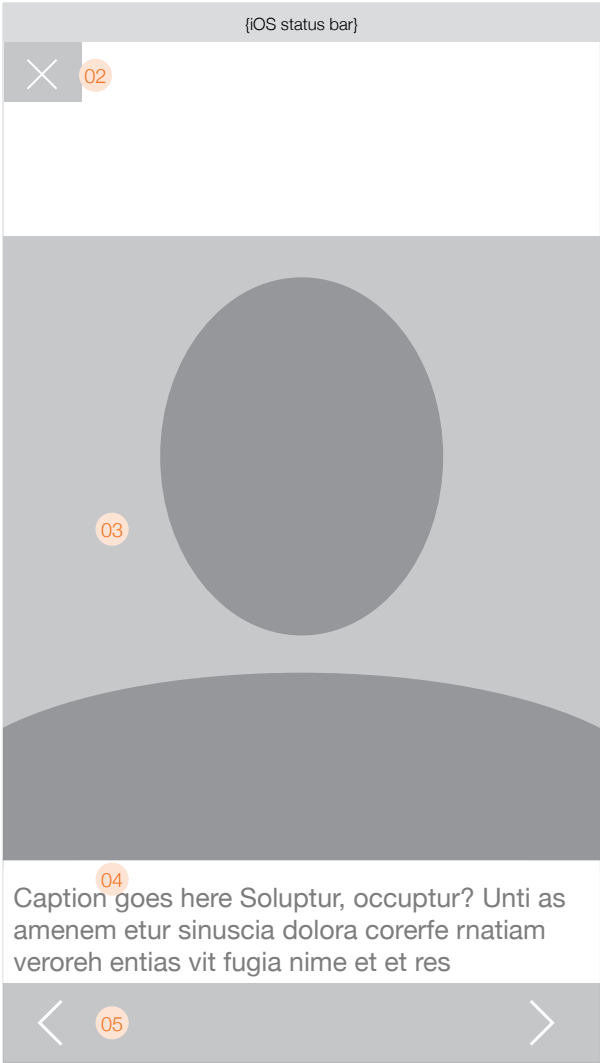
- I’m looking for
- Age range
- Relationship status
- Religious background (does not include the three non-Jewish options)
- Education level
- Drinking habits
- Smoking habits

J12 My Ideal match





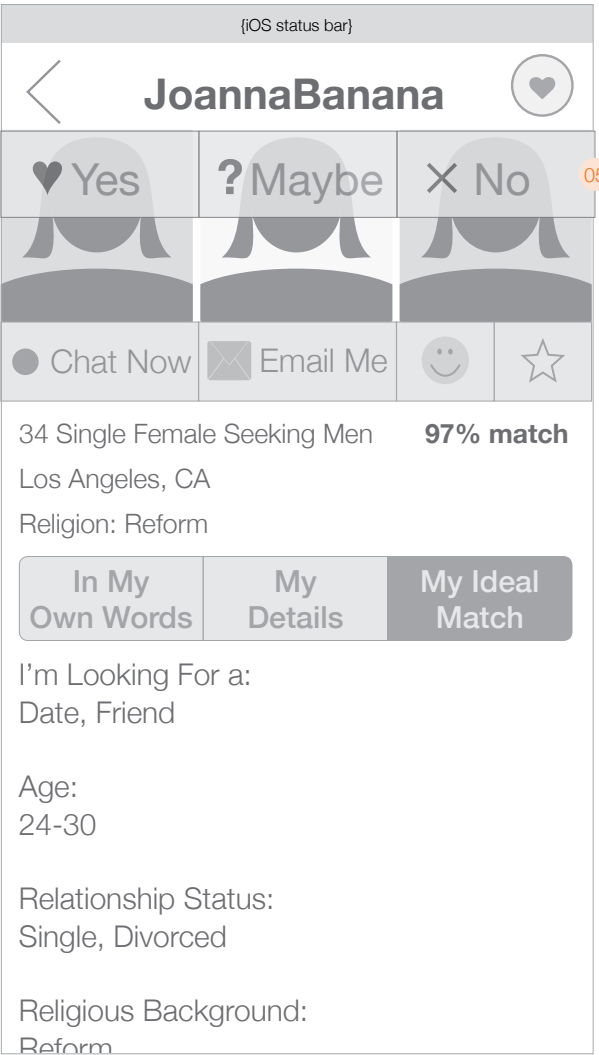
J13 Photo fullscreen



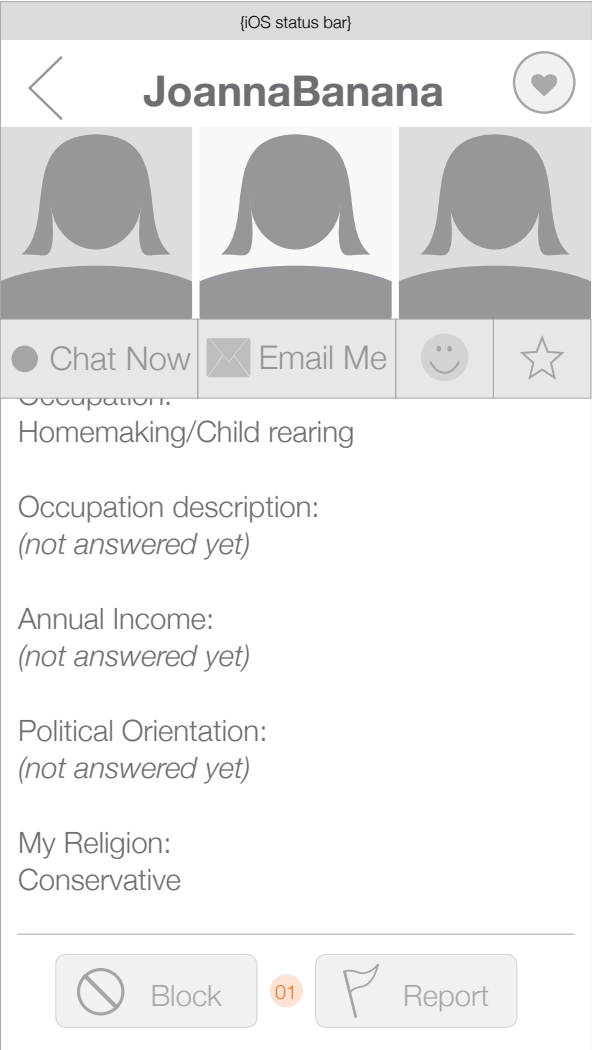
- 01 When a user taps on another user's profile photo to view it fullscreen, there are some controls available to go between photos. In addition to the controls below, users can swipe left and right to move between photos. At the top left of the screen will be a translucent button for dismissing the fullscreen photo and returning the user to the previous screen. This button may or may not partially obscure the photo, depending on the aspect ratio of the photo itself.
- 02 The photo will display as large as possible without cropping or stretching. Tapping the photo will act as a toggle for hiding and showing the dismissal and prev/next/slideshow controls. This enables the user to view the photo completely unencumbered.
- 03 Caption
- 04 Beneath the photo will be buttons for viewing the previous and next photo.
- 05 If a user taps on the Secret Admirer button, the three options will slide down and the user can rate the person in question, or change their rating if they've already rated that person. Tapping one of the options dismisses all of the buttons and changes the icon in the top right corner if necessary. The icon can have one of 5 states:
- No Rating - shown if the user has not rated the person via the Secret Admirer game
  - Yes - shown if the user has rated the person with a "Yes"
  - Maybe - shown if the user has rated the person with a "Maybe"
  - No - shown if the user has rated the person with a "No"
  - Mutual Yes - shown if the user has rated the person with a "Yes" AND that person has also rated them a "Yes".

*Note: If a user receives an email notifying them of a potential Secret Admirer and they click on the link in the email to open the app, when they view the profile they should see it with the YNM buttons visible as shown here.*

J14 Secret Admirer button



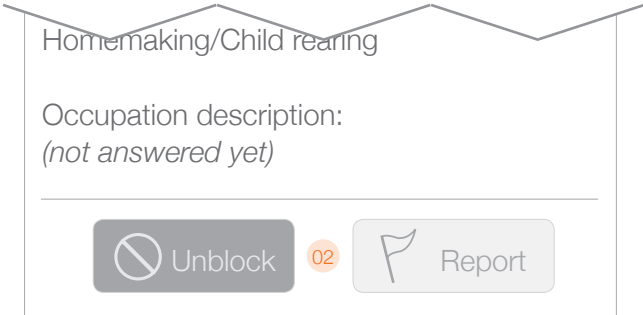
J14 Blocking users



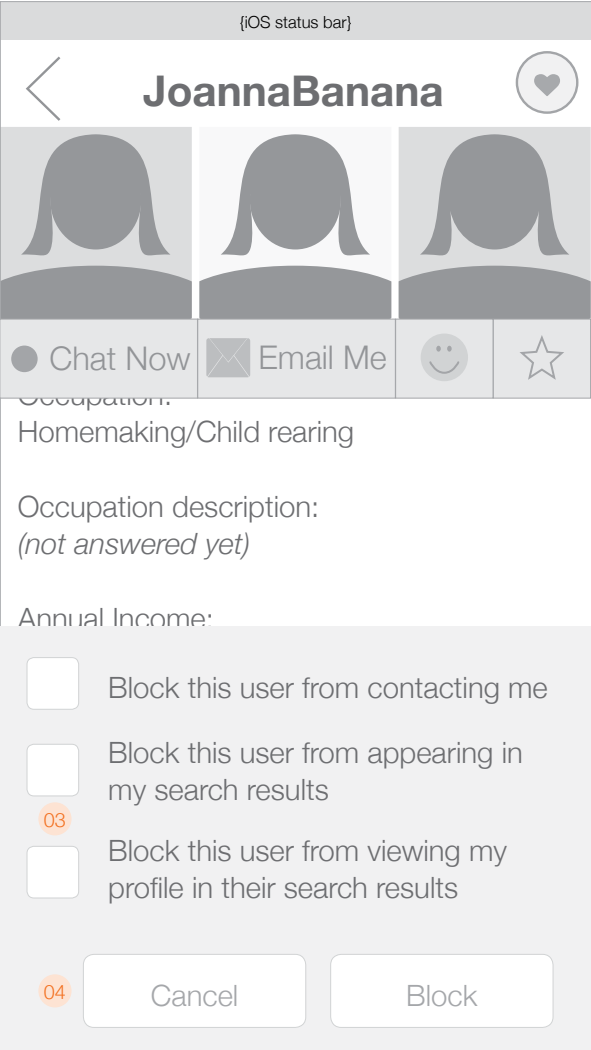
Users can block other users according to the rules below.

- 01 At the bottom of every profile page (except a user's own profile) will be subtle "Block" and "Report" buttons. Tapping "Block" will bring up an action sheet-style menu for choosing how the user will be blocked. This menu should slide up from the bottom of the screen. Tapping "Report" will bring up the reporting interface where users can report someone for misconduct. (See D16)
- 02 A user that has already been blocked will show up with an "Unblock" button instead of a Block button. Tapping "Unblock" opens the same panel as for any other user, but the user can uncheck any boxes they want to unblock the user.
- 03 A user can block another user in three ways
  1. Block the user from contacting me — the blocked user will be unable to flirt, message, chat, or directly contact the "blocker" in any way through JDate's mobile app, website, or full website.
  2. Block the user from viewing my profile in their search results — the blocked user will be unable to view the "blocker" in search results (including Nearby, Members Online, Matches, and Secret Admirer) through JDate's mobile app, website, or full website.
  2. Block this user from showing up in my search results — the blocked user will not show up to the "blocker" in search results, matches, or in any other way except for doing a username search.
- 04 "Cancel" and "Block" buttons allow the user to confirm the block or to cancel it.

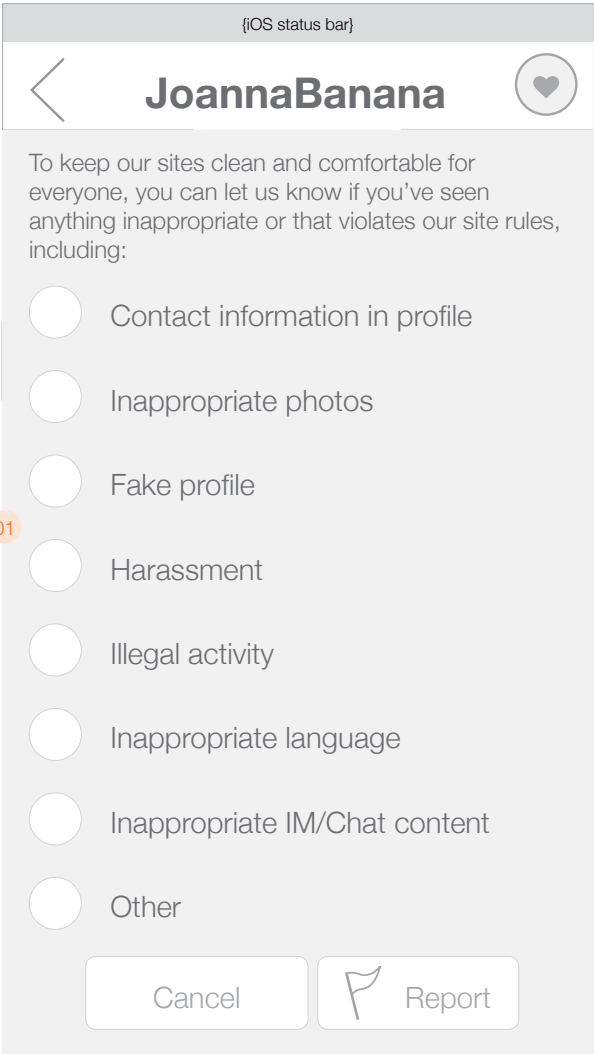
J15 Unblock button



J16 Blocking options



J17 Report Abuse



Users have the ability to report someone else for inappropriate behavior. The Report Abuse screen can be accessed via the ‘Report’ button at the bottom of a user’s profile page, or by tapping ‘Report abuse’ from within a chat conversation. Users can only report another user one time. After that the report button is grayed out and is inactive.

01 The Report Abuse sheet will slide up from the bottom of the screen and present the user with some text and 8 different options. A user may select only one option to indicate the manner in which the person was inappropriate. Tapping “Report” will send off a report and present a confirmation message.

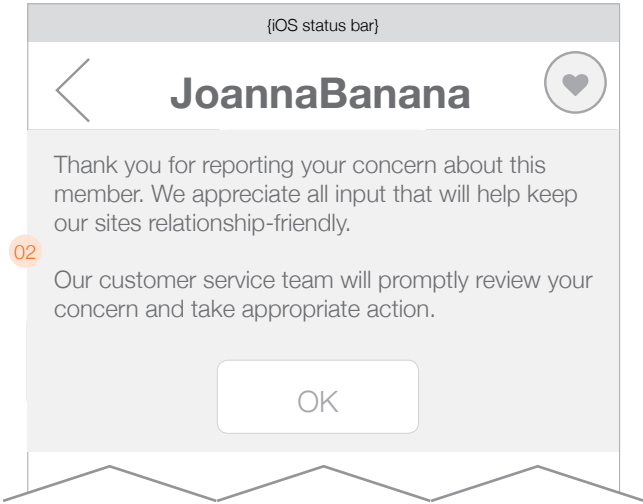
02 Message that displays after a user files a report on another user.

03 If a user selects the following abuse reasons: Contact information in profile / Inappropriate photos / Fake profile

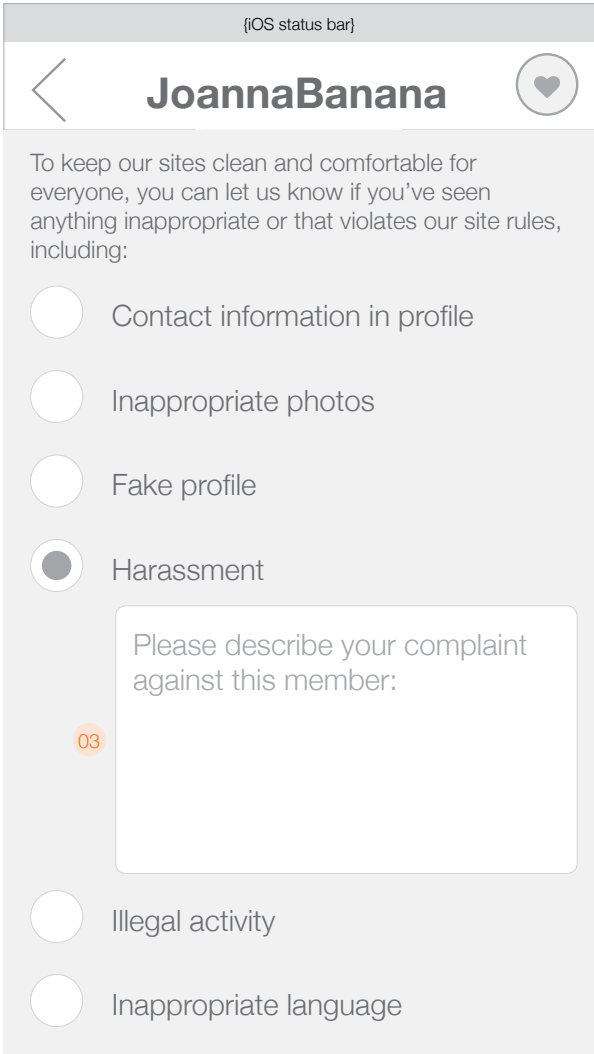
The user will simply make a selection and tap “Report”. If the user selects any of the other reasons, i.e. Harassment / Illegal activity / Inappropriate language / Inappropriate IM/Chat content / Other

Then the user will be asked to describe the complaint in plain text. The text box should appear beneath the reason that was selected, and should not appear if the user selects a reason that does not require a description.

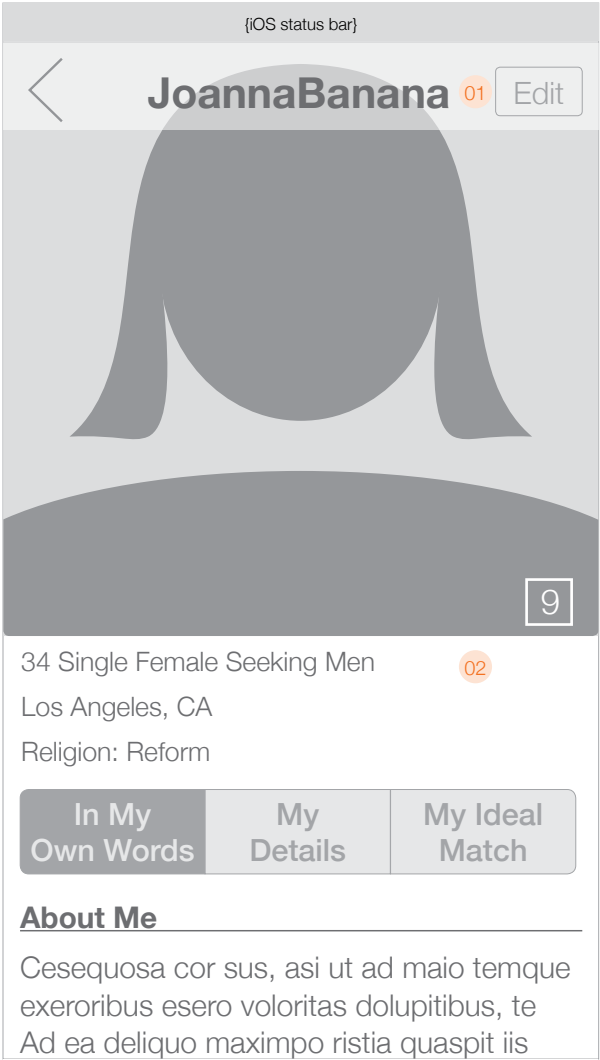
J18 Unblock button



J19 Report Abuse (cont’d)



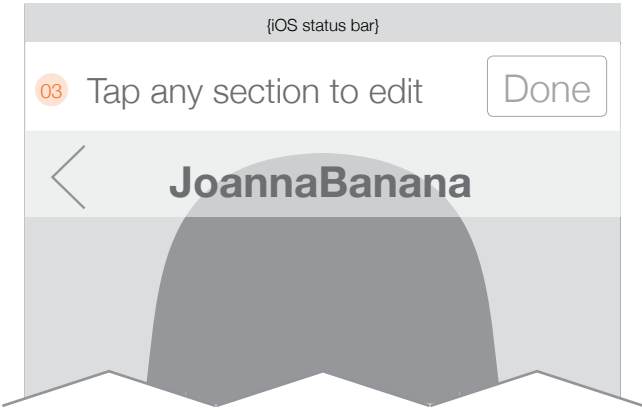
K01 My Profile



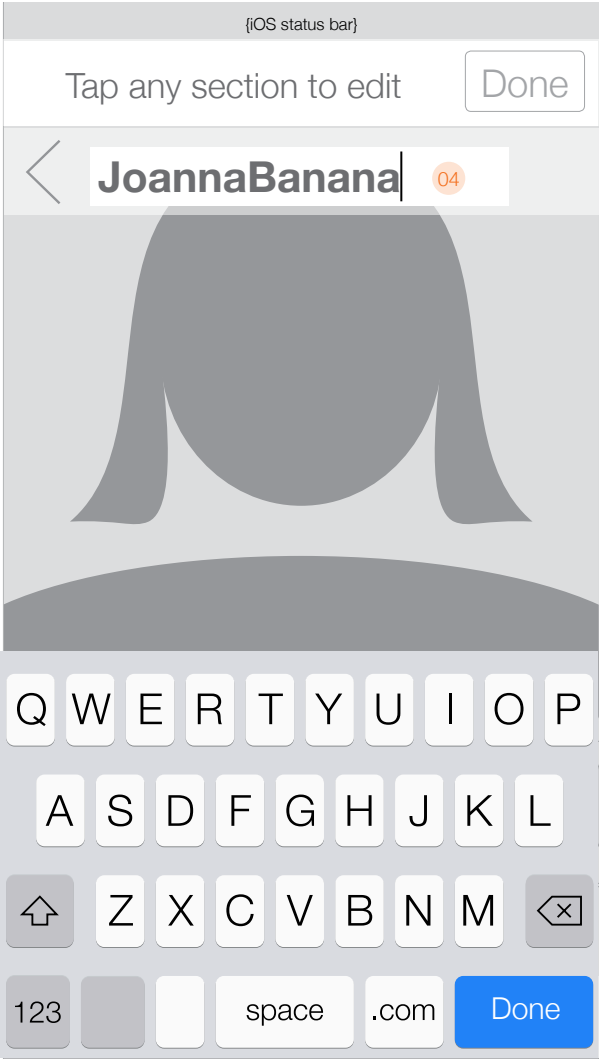
The My Profile page is almost identical to the profile of another user. This page will omit the Email/Flirt/Chat/Favorite buttons since they do not apply.

- 01 There will be an edit button in the top right corner of the page. Tapping this will launch into “edit” mode which allows the user to tap any section to edit it. The transition into “Edit” should be a horizontal slide that pushes the entire profile down to display the instructional text and “Done” button.
- 02 The summary detail information is unchanged except there is no match percentage displayed.
- 03 When in edit mode, the “Edit” button changes to “Save”. The profile is pushed down a bit to make room for the text that reads ‘Tap any section to edit’.
- 04 When the user taps anywhere on their username, they will be able to edit it right inline. The keyboard slides up, and when the user taps “Done” the name will be saved and the keyboard will recede.

K02 Edit mode



K03 Edit section page: Username



K04 Edit section page: Basic info overlay

{iOS status bar}

Cancel

Save

Marital status

Single01

Gender

I'm looking for

Date of birth

12/31/1980

Religion

Conservative

Location02

USA

ZIP code

90090

Ad ea deliquo maximp

ristia quaspit iis

- 01 While in Edit mode when a user taps on the "basic info" section (below the profile picture) they will see an overlay where they can edit all of that information, as shown here. The overlay should transition with a quick fade in and disappear with a complementary fade out.
- 02 The location field will be one of the following configurations depending on the country selected (see E05 & E06 below):
  - Country / Zip
  - Country / Region
  - Country / Region / City
- 03 Some sections to be edited will contain free-form text fields. Editing those fields will also be an overlay and they will look like this. As the user scrolls upward, the Save and Cancel buttons will be anchored to the top of the screen with the rest of the content scrolling underneath.

K05 Country/Region location

Mexico

Baja California

K06 Country/Region/City location

France

Ile de France

City

Paris

K07 Editing free-form text sections

{iOS status bar}

Cancel

Save

About Me

Imposant excepel idi optibus eum estincid et v03es im asitatur as endae. Picabore aliaecustrum et es etum ra inperia nus mosa dolor sum venimos nimus, quis aute omnis dipici consequae coribus suntibus esto maximodio et et es explamet id excest voluptat doluptur, tectatem el is simil molut escid que dis reriam faccusae Ma verrum harupta temquos aut acculparum qui siti sita cus Ut doluptatur, nonsed quossim poremq

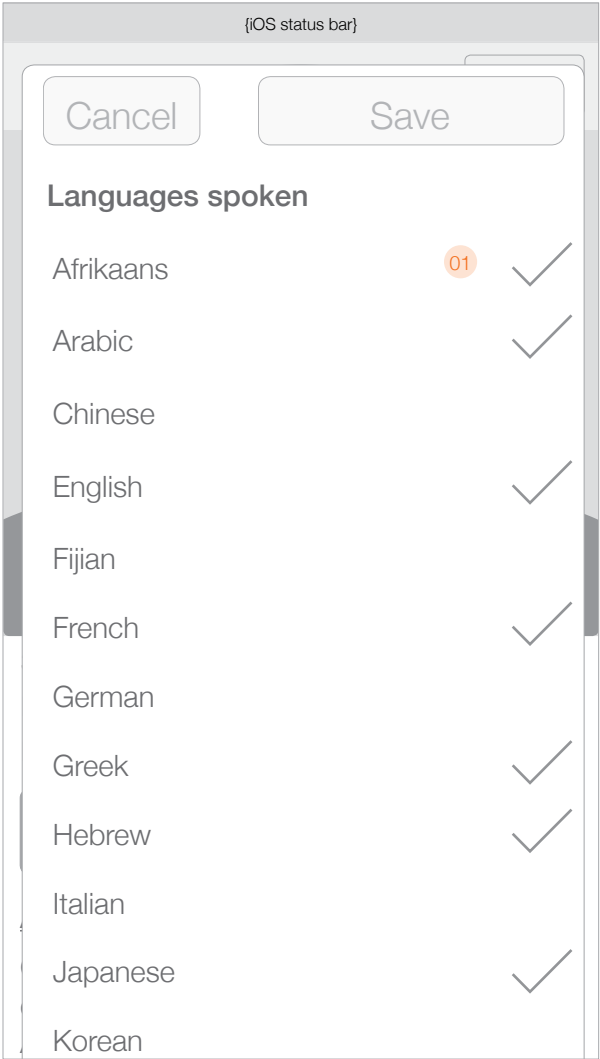
QWERTYUIOP

ASDFGHJKL

ZXCVBNM

123space.comGo

K08 Editing multi-select fields



01 Example of an “edit section page” with checkboxes. This page appears as an overlay like the other edit pages, and like the others it will scroll if necessary.

All editable profile sections are described below. Each bullet represents a particular section which when tapped will display the editable options on a single overlay. The content type of field (or fields) is displayed on the right in curly brackets.

Top Section

- Username {text box}
- Basic info
  - marital status {drop down}
  - gender preference {drop down}
  - age {drop down}
  - location {drop down}
  - religion {drop down}
- Photos

In My Own Words

- About me {text box}
- I'm looking for... {text box}
- My perfect first date {text box}
- My ideal relationship {text box}
- My past relationships {text box}
- My personality is best described as... {check boxes}
- In my free time, I enjoy... {check boxes}
- In my free time, I like to go to... {check boxes}
- My favorite physical activities {check boxes}
- I own these pets {check boxes}
- My favorite foods {check boxes}
- My favorite music {check boxes}
- I like to read {check boxes}

My Details

- Physical info
  - Height {drop down}
  - Weight {drop down}
  - Hair {drop down}
  - Eyes {drop down}

- Body style {drop down}
- Lifestyle
  - Relocation {drop down}
  - Children {drop down}
  - Custody situation {drop down}
  - Plan on having children {drop down}
  - I keep Kosher {drop down}
  - I go to Synagogue {drop down}
  - I smoke {drop down}
  - I drink {drop down}
  - Zodiac sign {drop down}
  - Activity level {drop down}
- Background
  - I grew up in {text box}
  - My ethnicity is {drop down}
  - I speak {check boxes}
  - I studied {text box}
  - Education {drop down}
  - Occupation {drop down}
  - Occupation Description {text box}
  - Annual income {drop down}
  - Political orientation {drop down}

My Ideal Match

- I'm looking for {check boxes}
- Age range {2 drop downs}
- Relationship status {check boxes}
- Religious background {check boxes}
- Education level {check boxes}
- Drinking habits {check boxes}
- Smoking habits {check boxes}

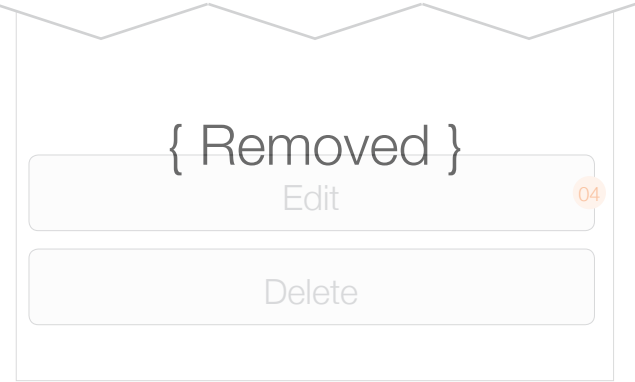
K09 Manage Photos



When tapping the “Manage Photos” button, a user will come to this page. Here they can view the photos they’ve uploaded, change which one is their “main” photo, add/edit a caption for a photo, delete a photo, add a new photo, change the way a photo is cropped as a thumbnail, and add some simple effects.

- 01 The user’s main photo will be the first photo displayed. All other photos should be displayed in the order they were uploaded. Photos will be displayed in the same manner as used in the large profile page (no distortion).
- 02 Button to add a new photo if the user hasn’t reached their limit.
- 03 Text instructing the user that they can drag the thumbnails to reorder them, or to change which photo is their “main” photo. If a photo is unable to be used as a main photo, it will “snap” back to its original position if a user attempts to drag it to the first position.
- 04 If a photo cannot be used as a main photo, the “Use as Main” button is replaced with text indicating as much.
- 05 When a photo is selected, the action buttons are displayed in the bottom section. The user has options to Edit, Use as Main, or Delete the photos. If the user taps “Delete” they will see a pop-up confirmation before the photo is deleted.

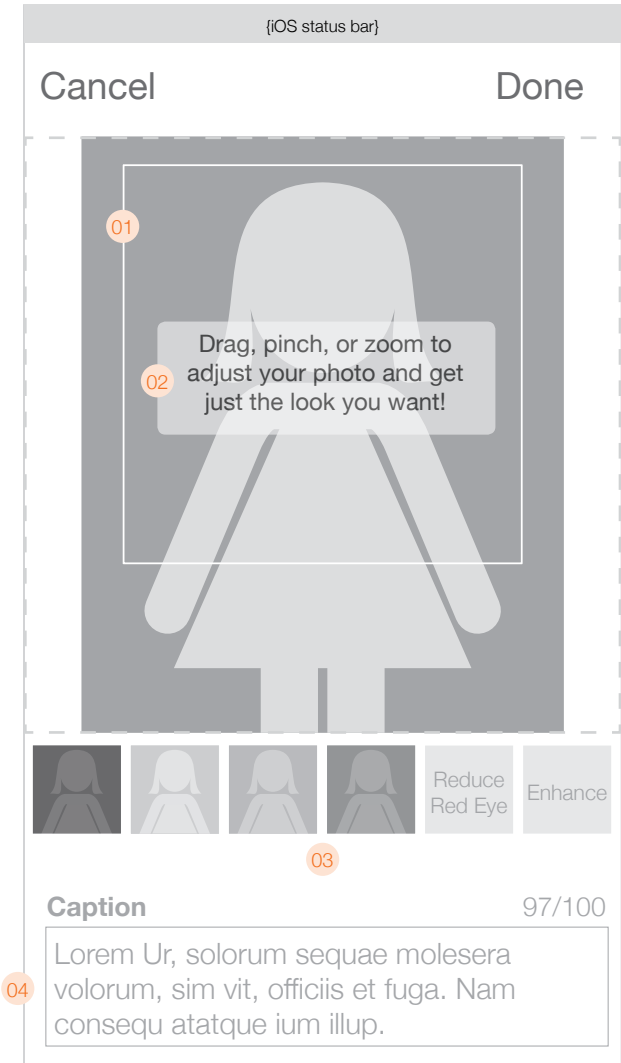
K10 Photo cannot be used as main



K11 Manage Photos (photo selected)



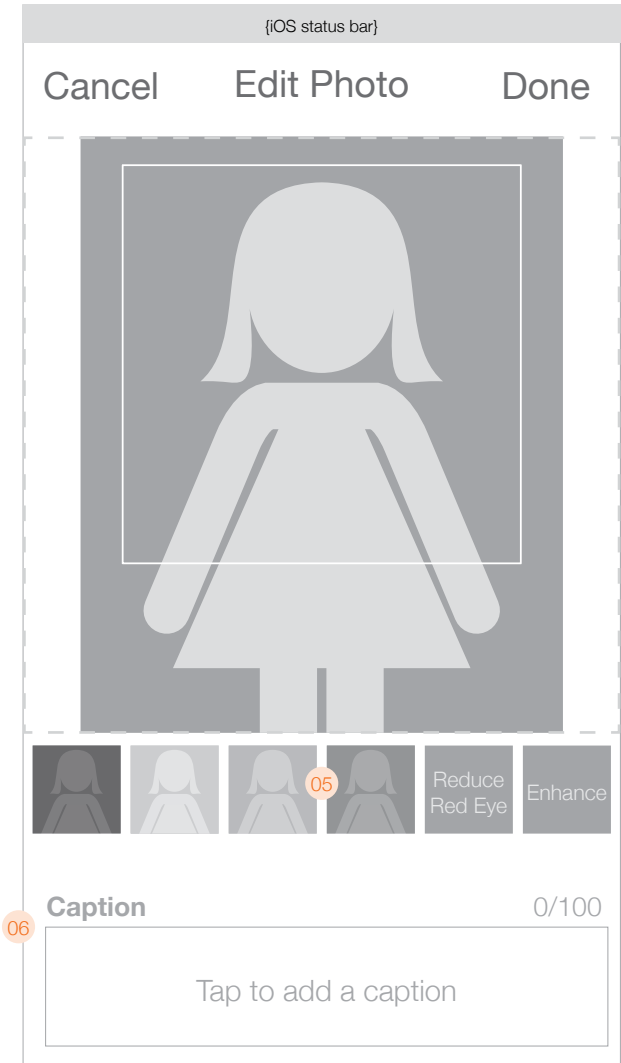
K12 Manage Photos



When tapping the “Edit” button, a user will come to this page. Here they will view a larger version of the photo (it must fit within the imaginary box as outlined by the dotted lines). This version of the photo will feature a square outline which identifies the crop area for profile pictures and thumbnails. Users will be able to adjust the photo to re-define the crop area for their existing photos as well as any new photos they upload.

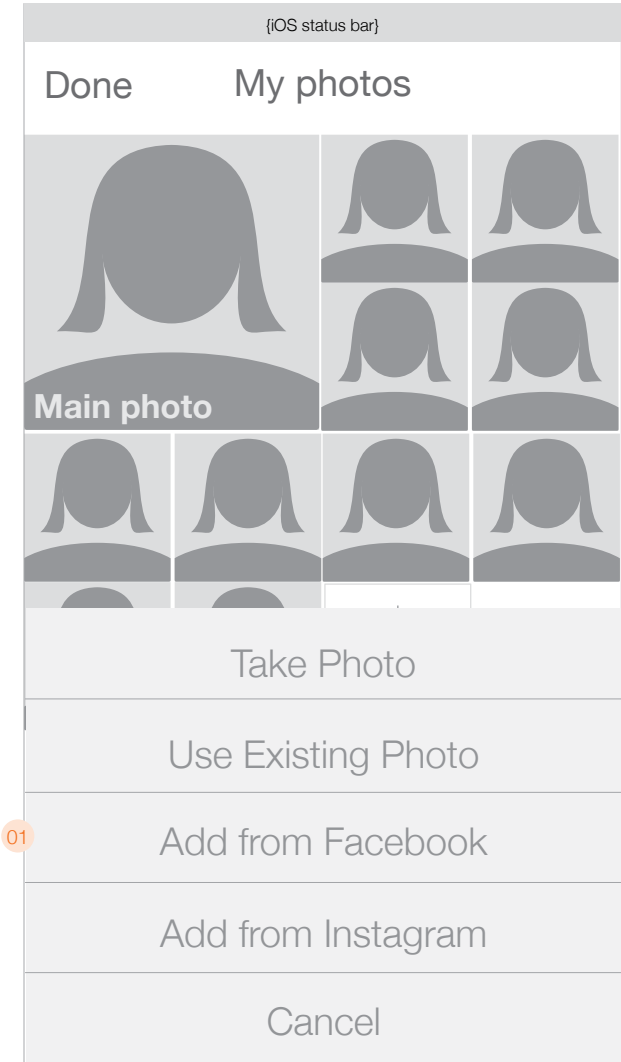
- 01 Crop box identifying the boundaries for the thumbnail and profile page. Users can pinch and zoom to get the picture exactly where they want it. The crop box remains stationary and visible at all times. There will be limits; profile photos must have a resolution of at least 500x500, so users should be prevented from zooming in beyond that threshold. The outer limits for zooming are defined by the edges of the photo. If a photo is  $\leq 500$ px in any single dimension, a user will be prevented from zooming in on that dimension.
- 02 Instructional text appears as an overlay atop the photo. As soon as the user taps the photo or begins to pinch or zoom, the instructions should disappear. They should reappear each time the user returns to this page.
- 03 Filters and buttons for reducing red-eye and one-button enhancement. Tapping the button will automatically apply these effects to the photo and display them in real time. Tapping the button again will remove the effect. Each effect can only be applied once to each photo. Users are allowed to apply the Red Eye reduction and Enhancement simultaneously with one filter of their choice. Tapping a button de-selects it and removes the effect.
- 04 Users can also edit the caption of the photo by tapping in the text box where the caption is displayed. Doing so brings up the keyboard. Tapping anywhere outside of the keyboard should dismiss the keyboard. There is also a counter that keeps track of the number of characters used in the caption so users will know how many they have left. The counter should count up in real time. Users should be able to enter as many characters as they want, but will only be allowed to save the page (by hitting ‘Done’) when they have limited the character count to 100 or fewer.
- 05 Shows the Red Eye and Enhance buttons in the selected state. Tapping again removes the effect and the buttons revert to the unselected state.
- 06 If there is no caption, there will be text which tells the user they can tap to add a caption. Tapping anywhere in the text box brings up the keyboard and clears the instructions.

K13 Facebook upload - choose photo





K14 Photo upload - action sheet

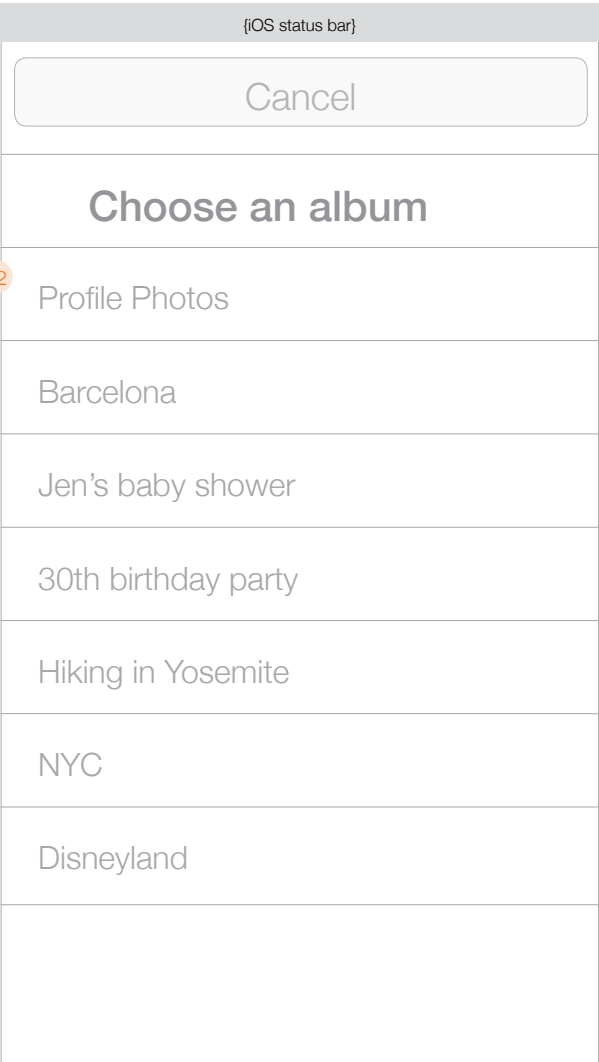


When uploading photos from Facebook or Instagram to JDate, the user begins by selecting the “Add from Facebook” (or Instagram) option from the “Add new photo” action sheet / popup menu. From there, they will be directed to log in and/or authorize JDate/Spark to access their photos, which screens will be handled externally to the app. Once authorization has been granted, the UI will revert back to the app, and the user will see a list of their Facebook photo albums (or Instagram photos) and be able to choose one. After choosing an album, users will choose a photo from the selected album which will take them back to the Edit individual photo page (E11).

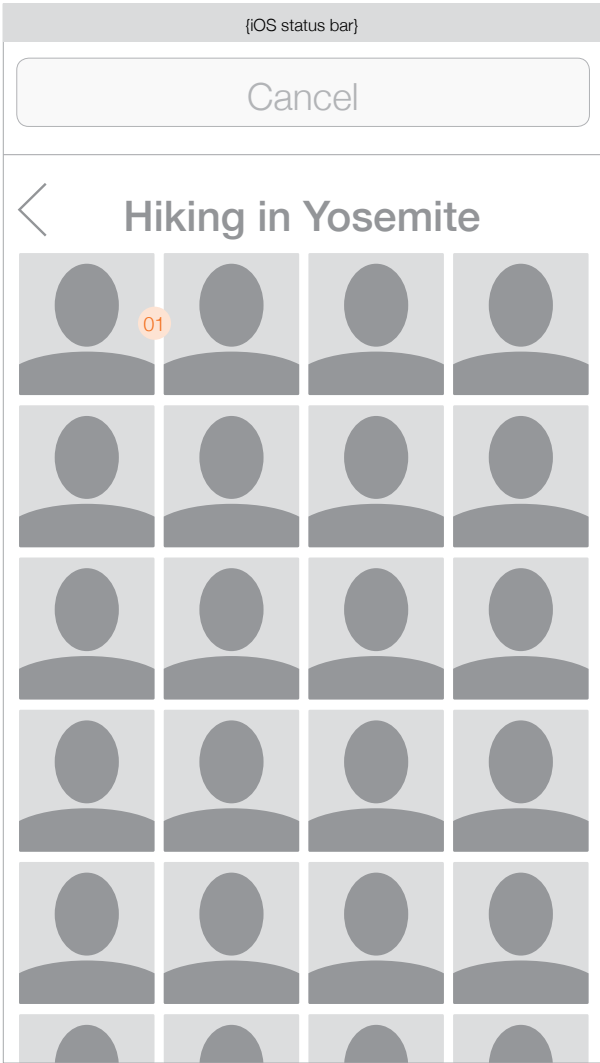
- 01 After tapping “Add Photo” the user will see an action sheet/popup menu with the following options:
- Take Photo (brings up the native camera interface for taking a photo)
  - Use Existing photo (brings up the native interface for uploading an existing photo)
  - Add from Facebook (brings up the Facebook authorization interface)
  - Add from Facebook (brings up the Instagram authorization interface)
  - Cancel (dismisses the sheet with no further action)

- 02 List of photo albums pulled from the facebook API (but displayed in our own UI).

K15 Facebook upload - choose photo

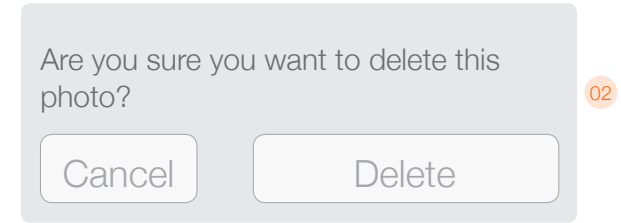


K16 Facebook / Instagram - choose photo

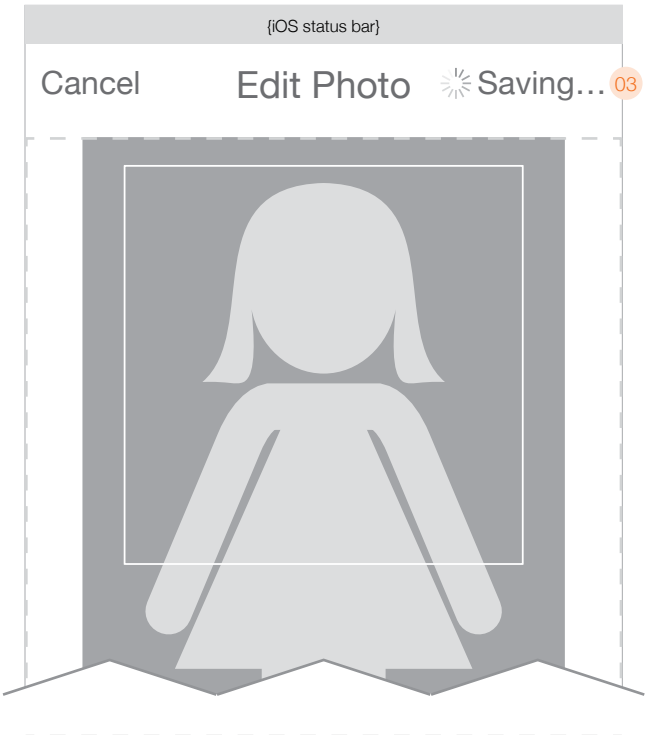


- 01 Once they've selected an album, they will see thumbnails of all the photos in that album. After selecting a photo, the user is taken to the Edit individual photo page to confirm and add a caption (E11).
- 02 Delete confirmation dialogue box
- 03 While a photo is being uploaded, the "Done" button on the edit photo page will be replaced with "Saving..." and a progress indicator.

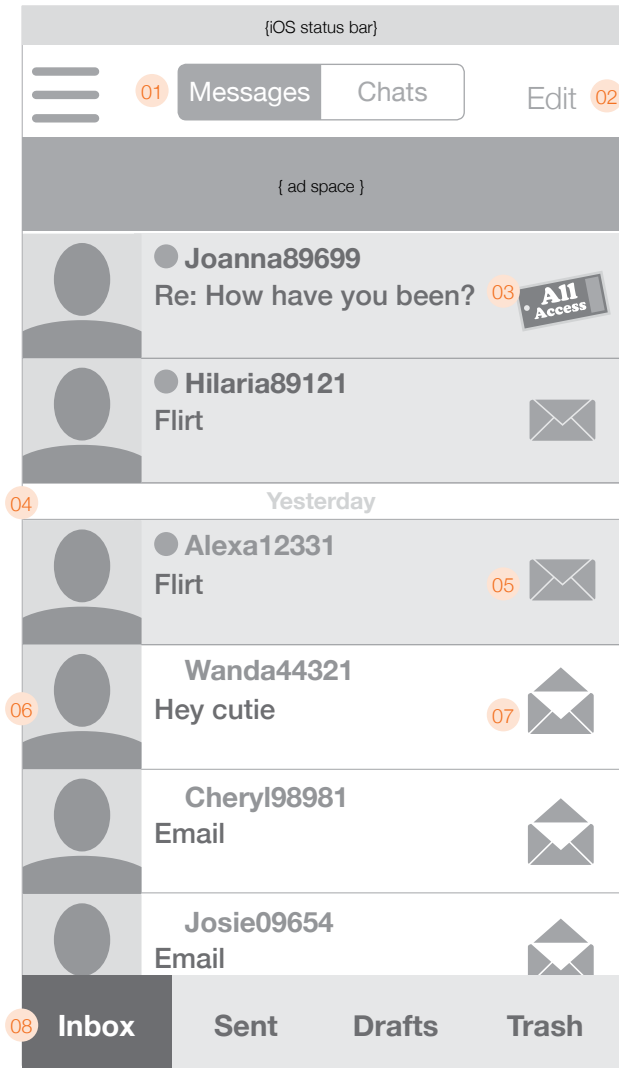
K17 Delete confirmation



K18 Upload progress indicator



L01    Inbox



The Conversations page allows users to see their messages and Chats. The Inbox page allows the user to switch between their email inbox as well as Sent and Trash folders. The Inbox should be implemented as an infinite scroll page with the same parameters as used for the Activity page. Items should appear in reverse chronological order.

- 01 Title button allow users to switch between Messages and Chats. The default view is Messages. Every time the user accesses this page from the Hamburger menu, the view should be “Messages”.
- 02 Edit button allows you to delete multiple messages simultaneously.
- 03 All Access messages always appear at the top of the Inbox message, and are not co-mingled with the other messages in the inbox. All Access messages appear in descending chronological order like standard messages.
- 04 Date dividers should be implemented in the same manner as for the Activity feed.
- 03 Unread message indicator
- 06 Items in the Inbox will include the following content types:

- Messages
- Flirts

The picture of the person who sent the message will appear on the left of each item in the list. In addition the username will display (truncated if necessary) with an indication if the user is online. The first line should be the username and the second line should be the subject of the message.

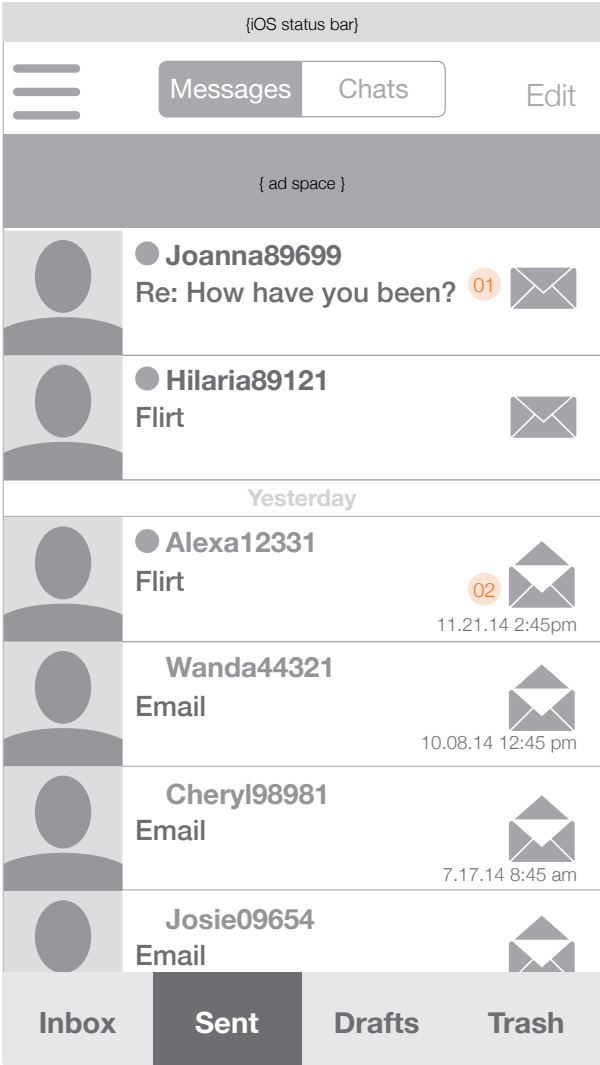
Unread messages should stand out visually from message that have already been read. A message is considered “read” once the user views the full message. Additionally, read and unread messages will have different icons.

If a non-subscriber taps on any incoming message, they are taken to the “Subscribe” page. Non-subscribers are unable to view flirts or messages.

- 07 Read message indicator
- 08 Tab bar to toggle between Inbox, Sent, Drafts, and Trash folders. Default will be “Inbox”

Note: The “Drafts” and “Trash” folders will look identical to the Inbox; the only difference being the selected tab at the bottom will read “Drafts” or “Trash” as appropriate. Also, the draft folder will not have read/unread indicators.

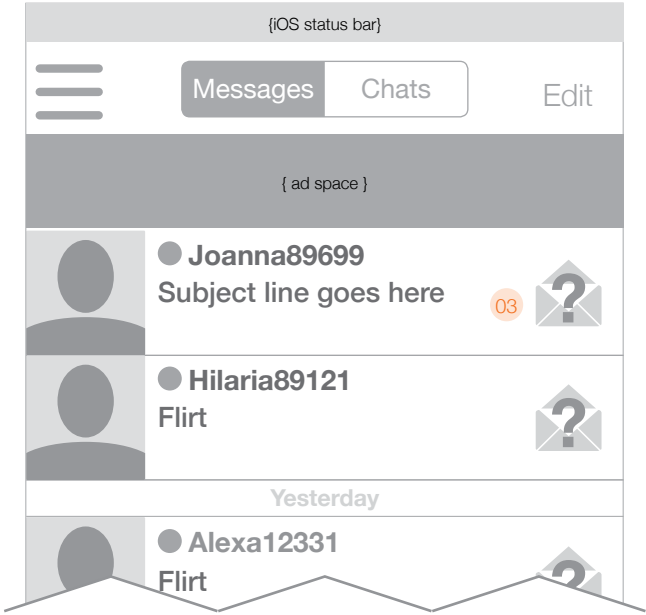
L02 Sent Mail



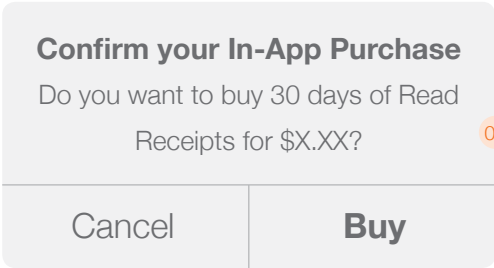
The Sent mailbox is the same as the Inbox, except that the read/unread indicators serve as read receipts. Since read receipts are a premium feature, they will be hidden for non-subscribers.

- 01 Unread message indicator
- 02 Read message indicator with time/date stamp
- 03 Hidden read receipt icon for people who haven't paid for them.
- 04 If someone taps on the hidden read receipt icon, they will be asked for their Apple ID password and after that will be prompted to confirm their purchase.

L03 Read Receipts not authorized



L04 Confirm Read Receipts In-App Purchase



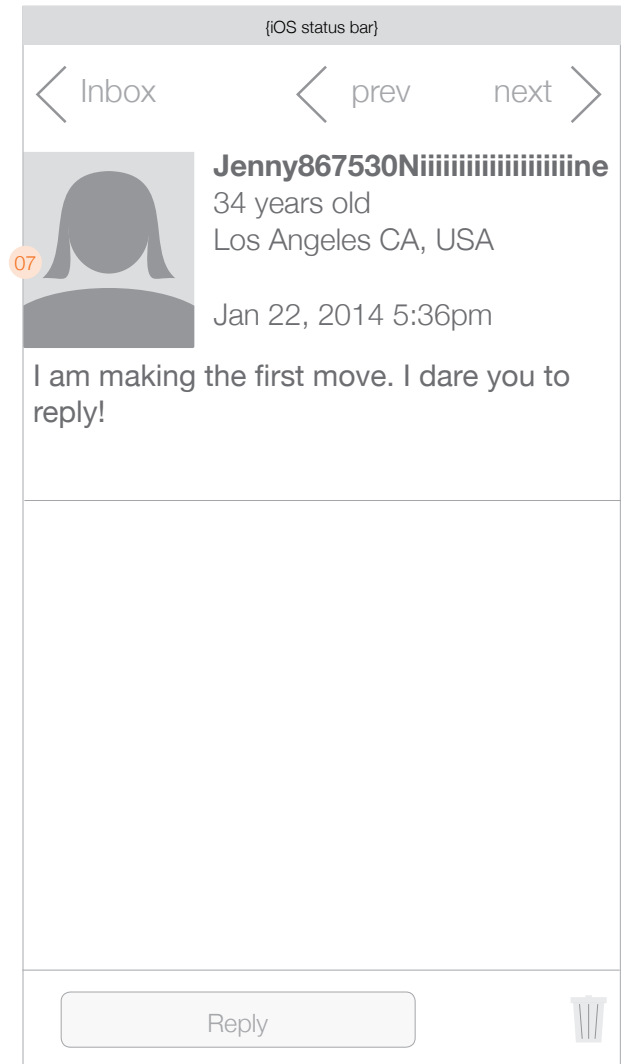
L06 Message view (email)



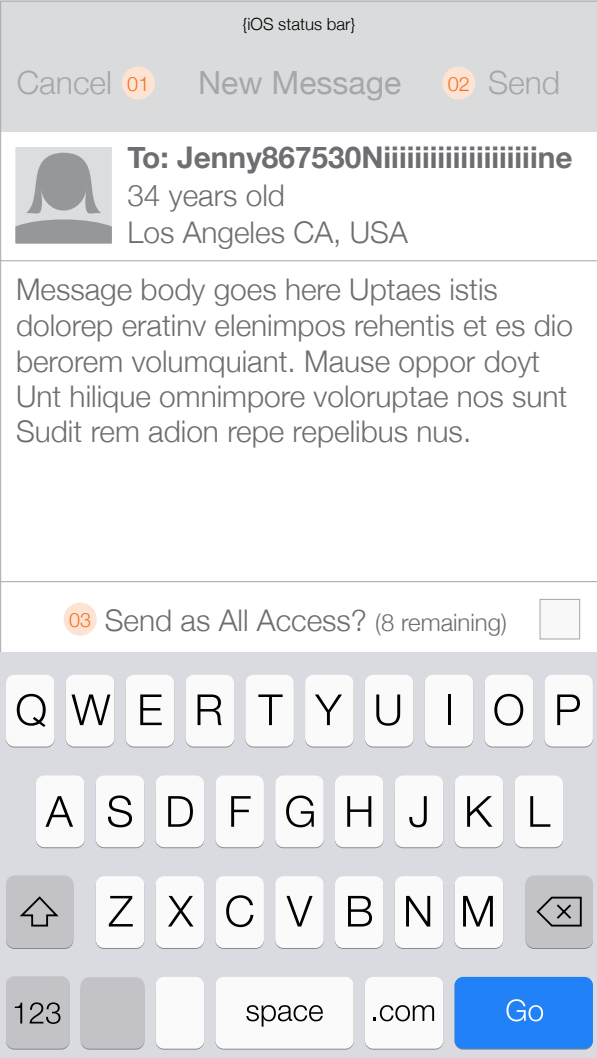
Message view page may be accessed from the Inbox, Sent, Drafts, or Trash folder views, as well as directly from the Activity feed.

- 01 Buttons to take the user back to where they came from. The label of the button should change to indicate where the user will be taken back to when they tap it. Possible labels include:
  - Inbox
  - Sent
  - Trash
  - Drafts
  - Activity
- 02 Previous and Next buttons to navigate between messages.
- 03 Details of the person who sent the message (thumbnail picture, username, age, location, time and date stamp of when the message was sent).
- 04 Body of the message received.
- 05 Reply button initiates a reply in a new screen (transition is a vertical slide up). This button is anchored at the bottom of the screen at all times, with the body of the page scrolling behind it when necessary.
- 06 Trash icon for deleting a message (moves it to the trash folder). This button is also anchored to the bottom of the screen like the “Reply” button.
- 07 A flirt appears just the same as an email. Users can reply via message (not via a reciprocal flirt).

L07 Message view (flirt)



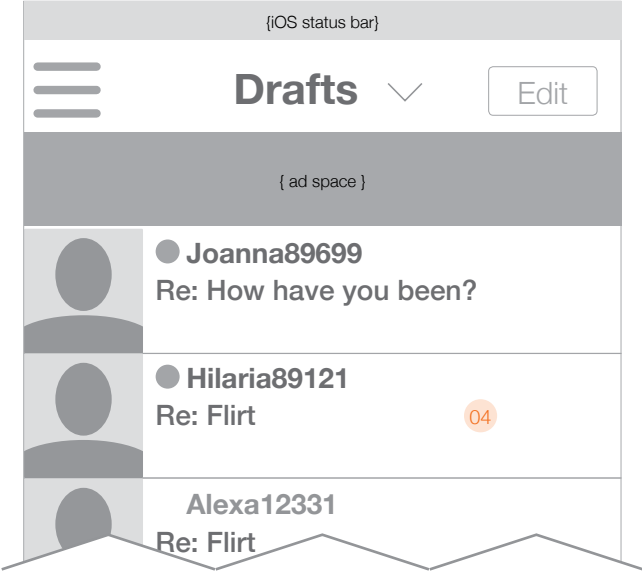
L08 Compose Message (new)



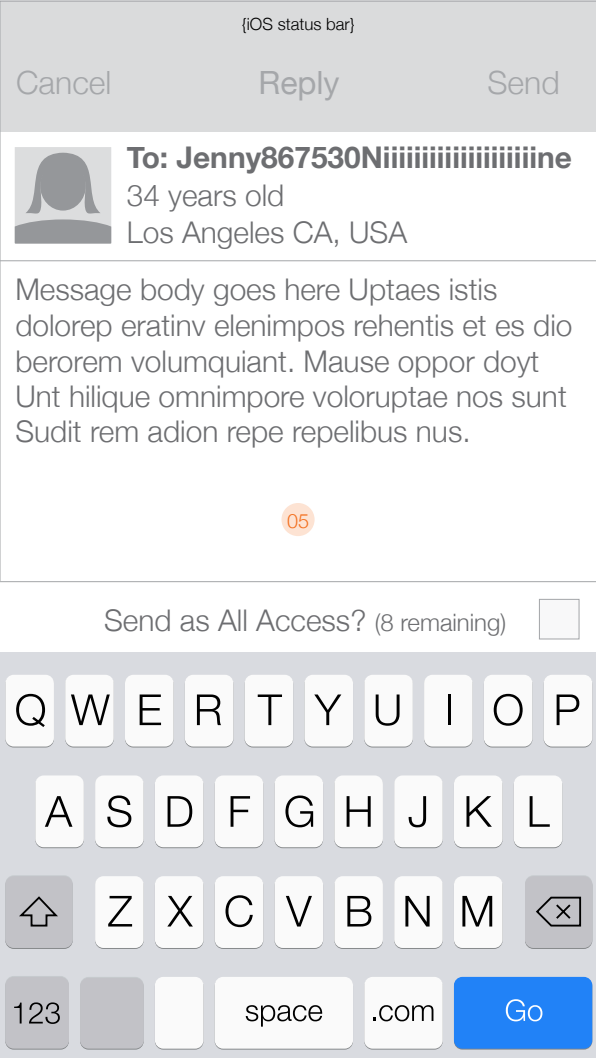
When composing a new message or replying to an existing message, the compose screen is the same, with the title at the top either reading "New Message" or "Reply".

- 01 Cancel button dismisses the keyboard and brings up the Save as Draft action sheet.
- 02 Send button is inactive until the message body has some content. When tapped, the message is sent immediately and returns the user back to where they came.
- 03 "All Access" option is anchored to the top of the keyboard (shows remaining balance). If the user has no remaining "All Access" messages, the "(xx remaining)" is replacd with a link that reads "buy more".  
  
If the user has *not* purchased All Access, instead of showing their balance, the text should be a link reading 'What's this?'. Tapping this link should bring up the All Access info screen.
- 04 The Drafts folder is the same as the Inbox, Sent, and Trash folders, except that there is no read/unread indicator.
- 05 New draft messages should show the message as far as it's been composed.

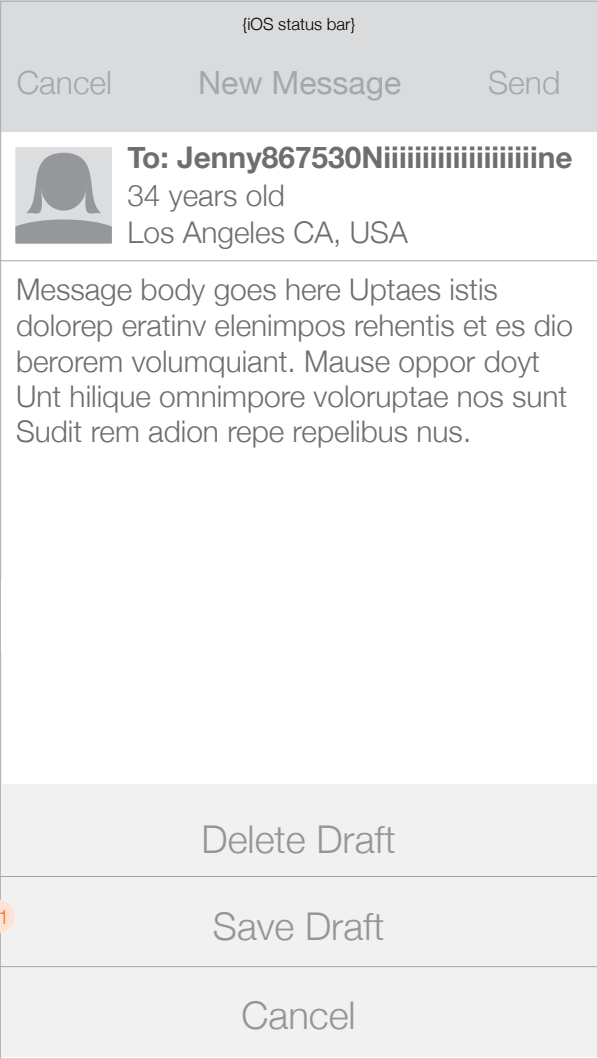
L09 Drafts folder



L10 Draft message (new)

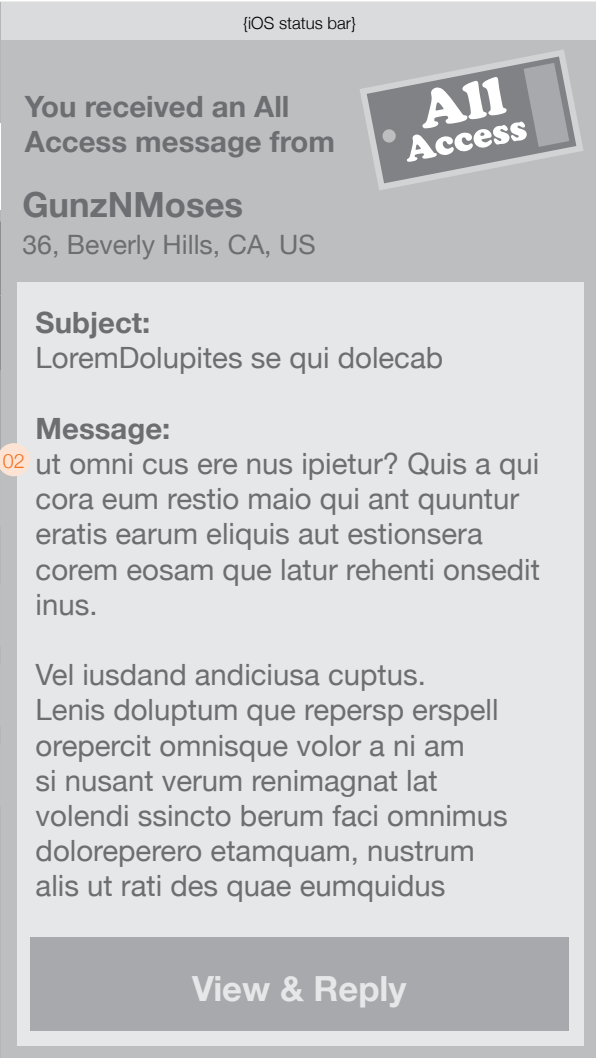


L11 Save as Draft

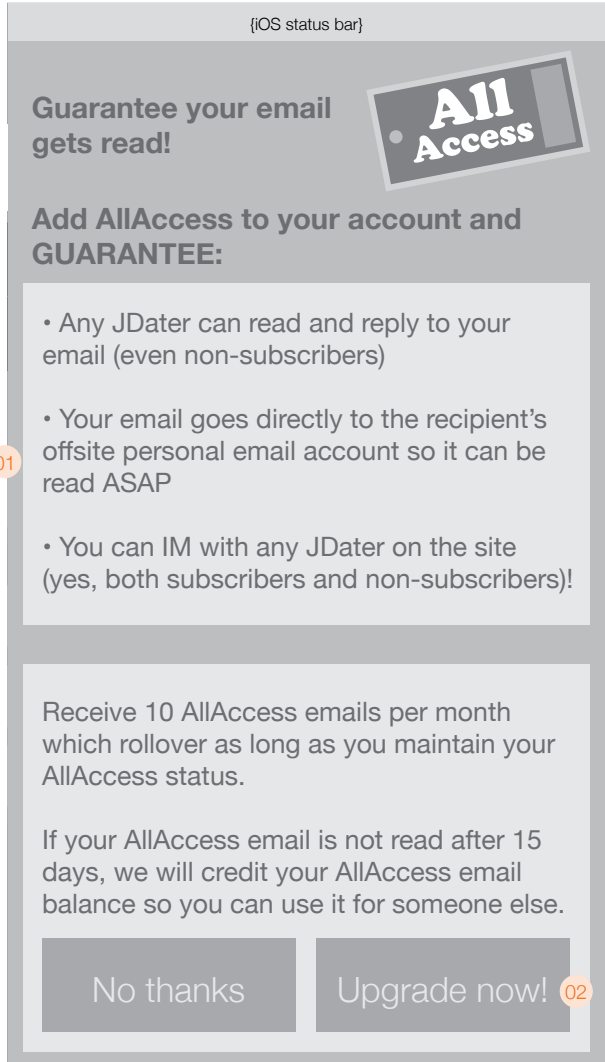


- 01 If a user taps “Cancel” then the keyboard is dismissed and an action sheet slides up asking if the user wants to cancel or save the message as a draft
  - 02 When an All Access message is first received, the message should appear as a full-screen takeover displaying the username, age, location, and as much of the message as will fit on the screen. A button at the bottom takes the user to the complete message where they can reply or tap on the username to view that person’s profile. The “view & reply” button should be anchored to the bottom of the screen with the message displaying above it as much as will fit on the screen.
- The All Access overlay appears over any screen. The message appears instantly if the user is in the app, or upon login if the user is not logged in.

L12 Incoming All Access Messages

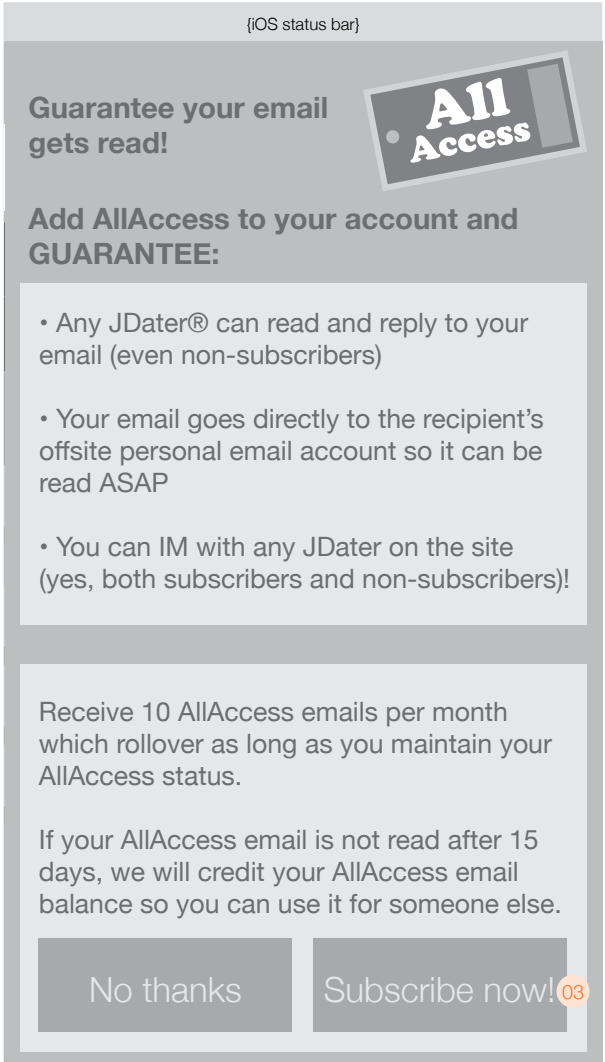


L13 All Access Info page (subscribers)



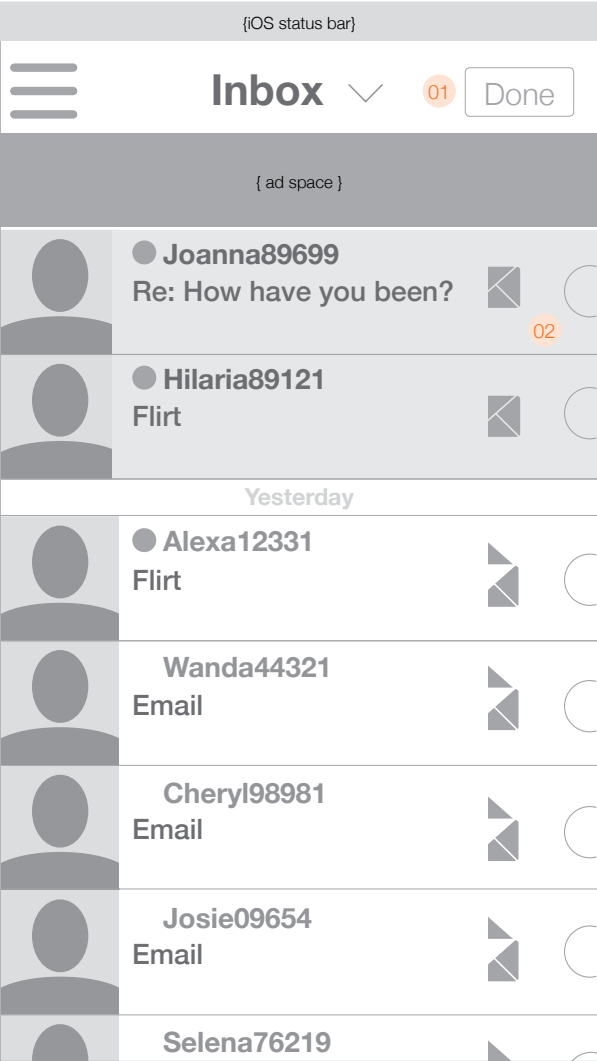
- 01 Info page that displays if a user taps the "what's this" link from the message view/reply screen. The page should slide down from the top of the screen.
- 02 This button shows only to current subscribers and when tapped asks them for their Apple ID and then confirms their All Access purchase.
- 03 This button shows only to non subscribers and takes the user to the subscription page.

L14 All Access Info page (non-subscribers)





L15 Edit list transition



Users will have the ability to delete multiple messages at the same time.

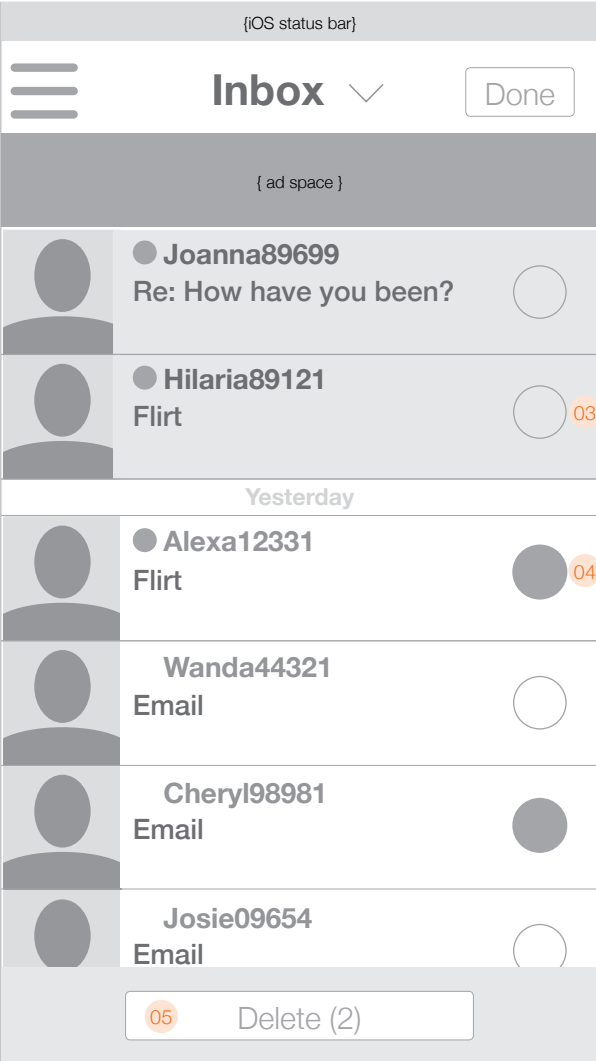
- 01 When the “Edit” button is tapped, the user enters “Edit” mode and the “Edit” button is replaced by a “Done” button.
- 02 Showing the horizontal transition from read/unread icons to selection circles/check boxes. Note that the Messages/Chats tab bar at the bottom should be replaced by the “Delete” button when the transition is complete.
- 03 Unselected message
- 04 Selected message
- 05 Delete button updates in real time to indicate the number of messages that will be affected by the action. Tapping “Delete” will move the messages in question to the “Trash” folder and exit “Edit” mode.

If the user deletes messages from the Trash folder, they are deleted permanently and unrecoverable.

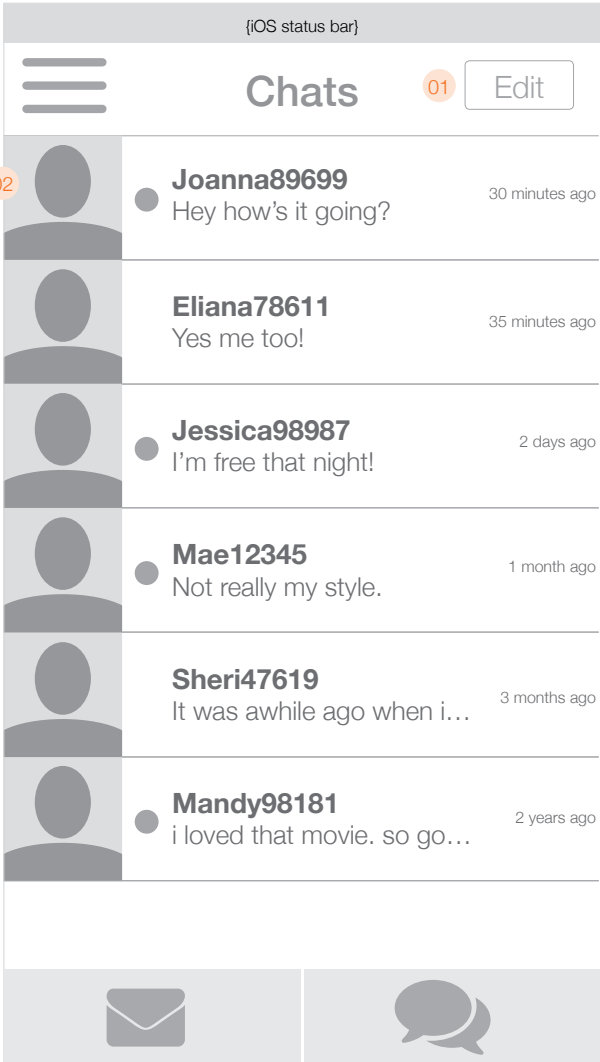
Deleting messages from the Sent folder will move them to the Trash folder.

Note: This mechanism will work exactly the same for Chats.

L16 Edit list



L17 Chat list



The chat list page is accessed from the “Chats” link in the hamburger menu. It displays a chronological list of conversations, with the newest conversations on top.

01 Edit button to delete multiple conversations at the same time. Function is the same as for deleting multiple messages.

02 Each conversation in the list will contain:

- Picture (without the indicator of the total number of photos)
- Username (truncated if necessary)
- First line of the last message in the conversation (sent or received; truncated if necessary)
- Indicator if online (no indicator if offline)
- Time stamp of last message (sent or received)

Tapping an entry in the list will take the user to the conversation. If the user is a non-subscriber, they will instead go to the “Subscribe” page. Non-subscribers are unable to view chats.

Time stamp nomenclature:

- If >24 hours ago: **xx:xx a.m./p.m.**
- If ≥1 day ago but >1 week ago: **1 day ago / xx days ago**
- If ≥1 week ago but >1 month ago: **1 week ago / xx weeks ago**
- If ≥1 month ago but >1 year ago: **1 month ago / xx months ago**
- If ≥1 year ago: **1 year ago / xx years ago**

03 Name, age and location of the person the user is chatting with. This is also a button that when tapped will reveal the profile of the person.

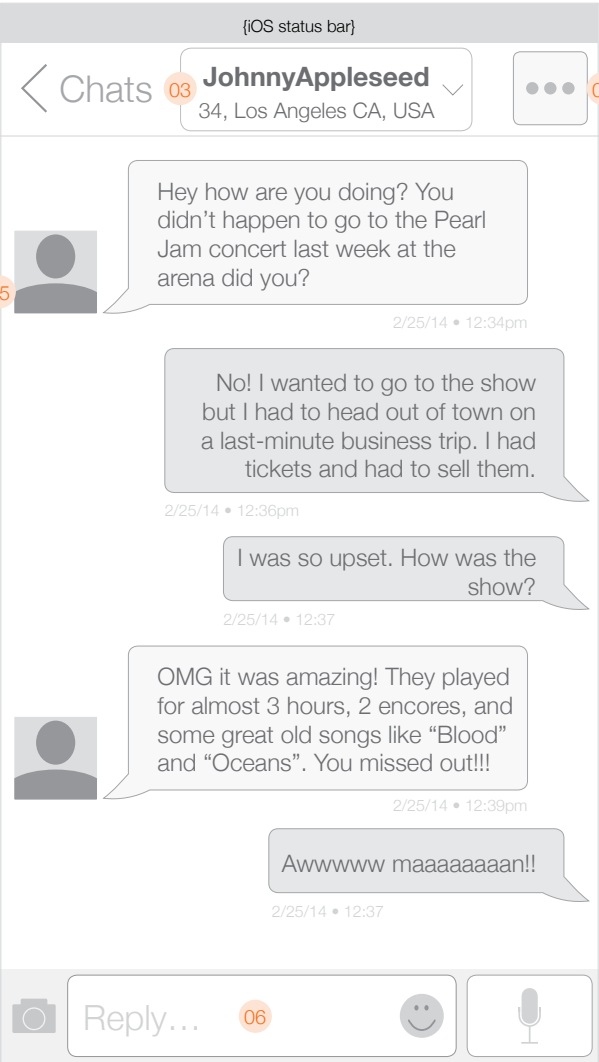
04 Action button which reveals block, favorite, and report abuse options.

05 Text bubbles from the other person in the conversation should appear on the left side of the screen, with the text left-aligned. Texts from the person using the device should appear on the right side, with the text right-aligned. All messages should be time and date-stamped.

06 The reply bar sits below the conversation and is anchored to the bottom. Tapping on this bar will have different results depending on where it's tapped.

- Tapping the camera button brings up the Photo/video action sheet (L21).
- Tapping the Reply box brings up the standard keyboard and allow a user to type a reply (L20).
- Tapping the emoticon brings up the emoticon editor (L22).
- Tapping the microphone icon will allow the user to speak their reply to have it sent as an mp3 within the chat (L25).

L18 Chat Conversation

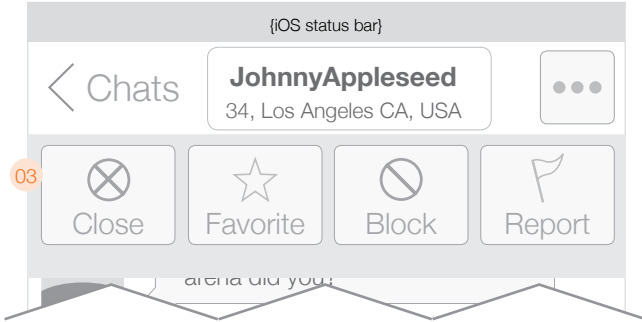


L19 In-chat profile drop-down

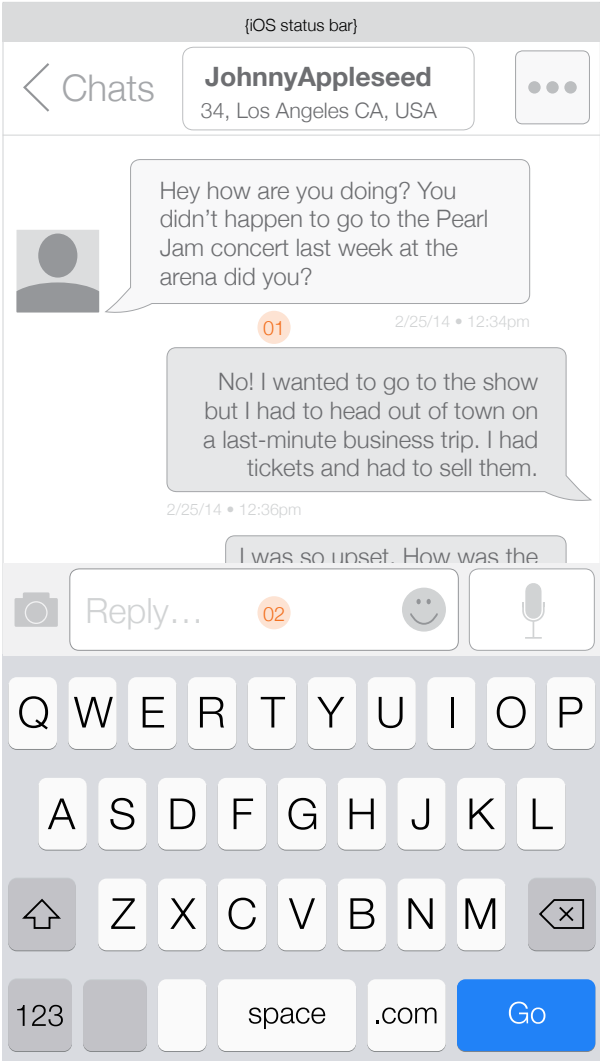


- 01 Button shows a “pressed” state with an indicator as to how the user can collapse the profile view.
- 02 After tapping the name button at the top of the chat window, the user's profile slides down to cover the chat window. Users can scroll through the photos (which are all displayed as collapsed thumbnails across the top as per the rules governing regular profile pages). Users can tap to switch between the different detail content, and scroll up and down. Tapping the name button at the top again will slide the profile view back up and out of view, revealing the chat window again.
- 03 After tapping the action button, 4 options will slide down from the top of the page. “Close” will close the chat window and end the conversation (requires a new chat request). The text of the conversation is maintained in the chat history however. Tapping “block” will bring up the action sheet with the block options (as if they had tapped “block” from the profile page). The “block” button should visually indicate that the user is blocked. The “Favorite” toggle works in the same manner—tapping once adds the user as a favorite and there is a visual indication of this. Tapping again removes the user as a favorite. The Report button loads the report abuse page which allows a user to report someone behaving inappropriately.

L20 Block/Fave/Report options expanded

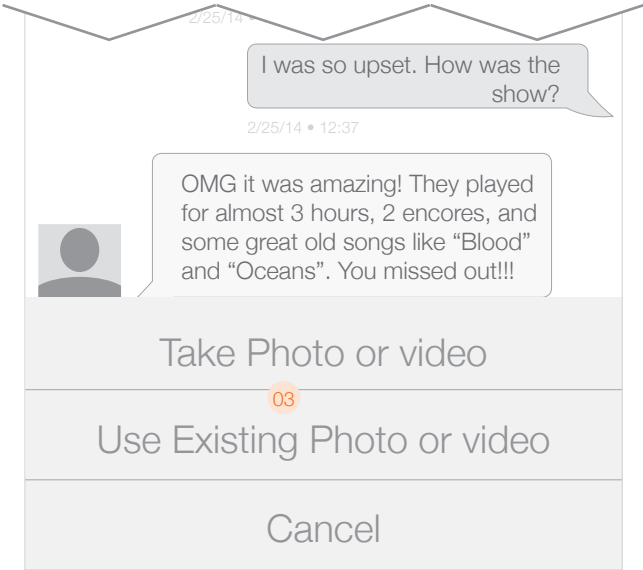


L21 Keyboard

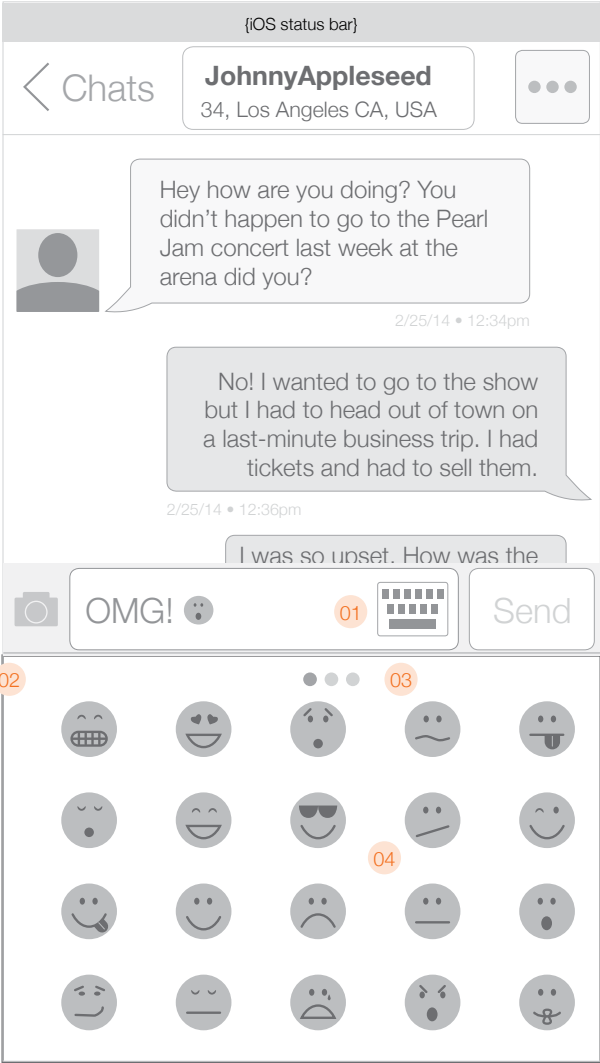


- 01 The size of the text bubbles should expand and contract with the size of the message. The length of the bubbles should be as short as possible for the text (with given padding) and expand as the number of words expands, up to a maximum length before the text wraps and the bubble expands vertically. The maximum widths should be such that the left edges of the bubbles that are right-aligned do not extend as far as the left edges of the bubbles that are left-aligned. And vice versa for the right edges of the bubbles that are left-aligned as compared to the right edges of the bubbles that are right-aligned.
- 02 When the keyboard is visible, users can type a textual reply message. As soon as a character is typed, the voice icon will change to a “Send” icon, enabling the user to send the message. Before any characters have been typed (or if all characters are deleted), then the voice icon remains in place of the “Send” button. Tapping the voice icon launches the audio recorder which lets a user respond via audio message instead of text.
- 03 Action sheet allowing a user to take a photo or video or to use an existing one to add to the conversation.

L22 Add Photo

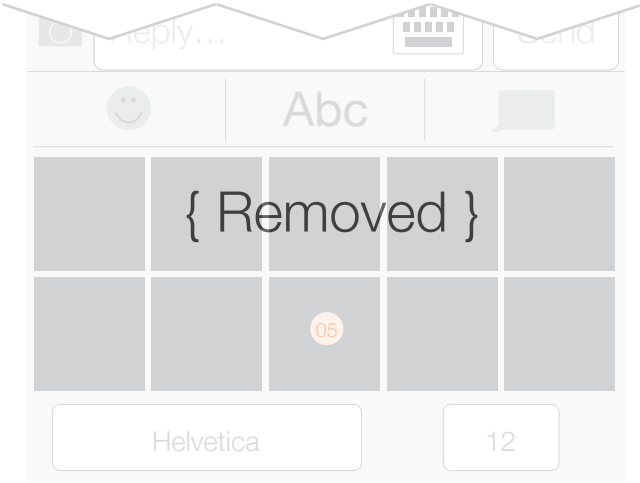


L23 Emoticon palette

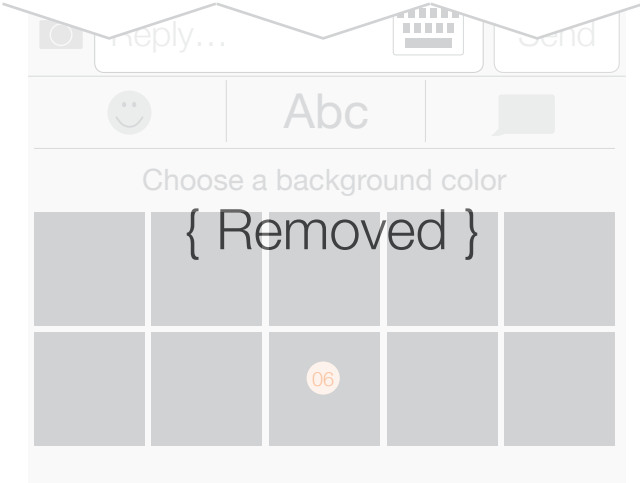


- 01 While the emoticon palette is visible, there is a button which returns the user to the standard keyboard. This icon should take the place of the emoticon icon.
- 02 The emoticon palette takes the place of the keyboard.
- 03 Dots indicate the user's location within the emoticon set.
- 04 Available emoticons in the selected set. Users can swipe left/right to view additional icons in the set. Tapping one adds it to the reply box.
- 05 When the user taps on the font & color button they will see a palette of colors from which they can select the one they want. At the bottom will be font and size drop down menus which let them customize their replies even further. Font and color choices should be reflected in the reply box so the user can see exactly how the reply will look before it is sent.
- 06 When the user taps on the background color button they will see a palette of colors from which they can select the one they want. Background color choices should be reflected in the reply box so the user can see exactly how the reply will look before it is sent.

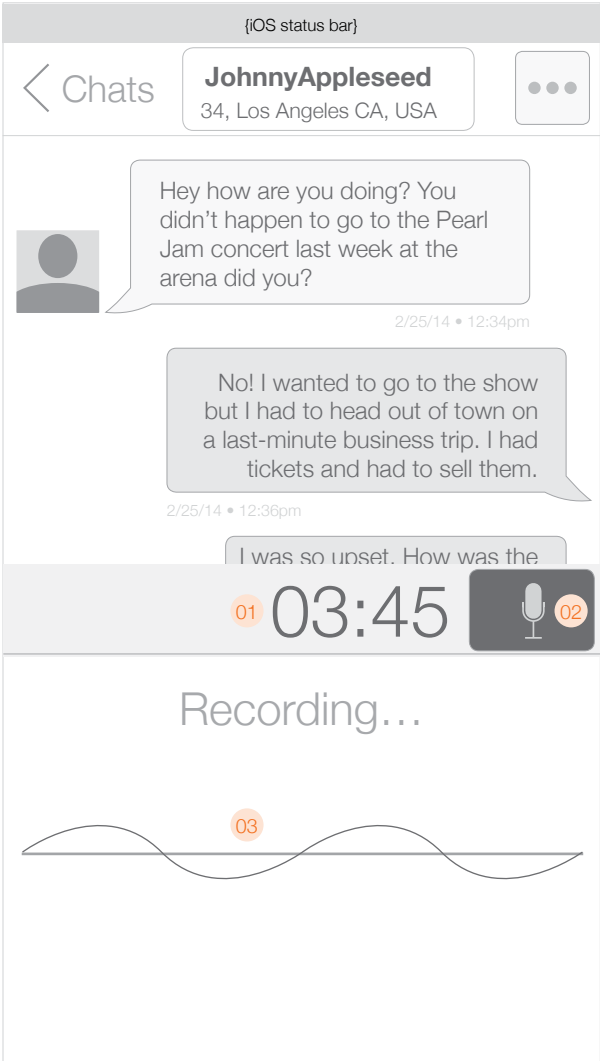
L24 Font & color palette



L25 Background color palette



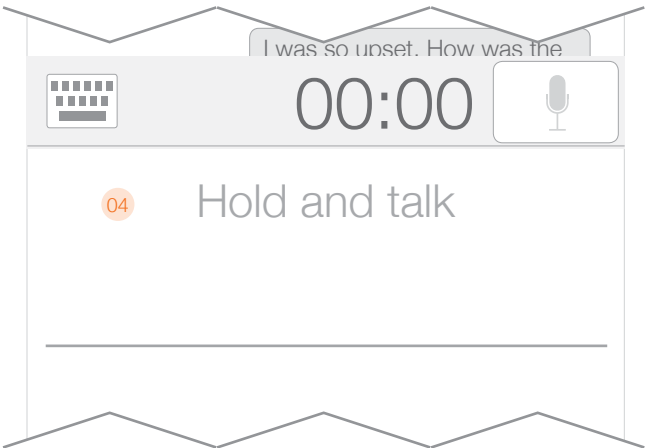
L26 Voice chat recording



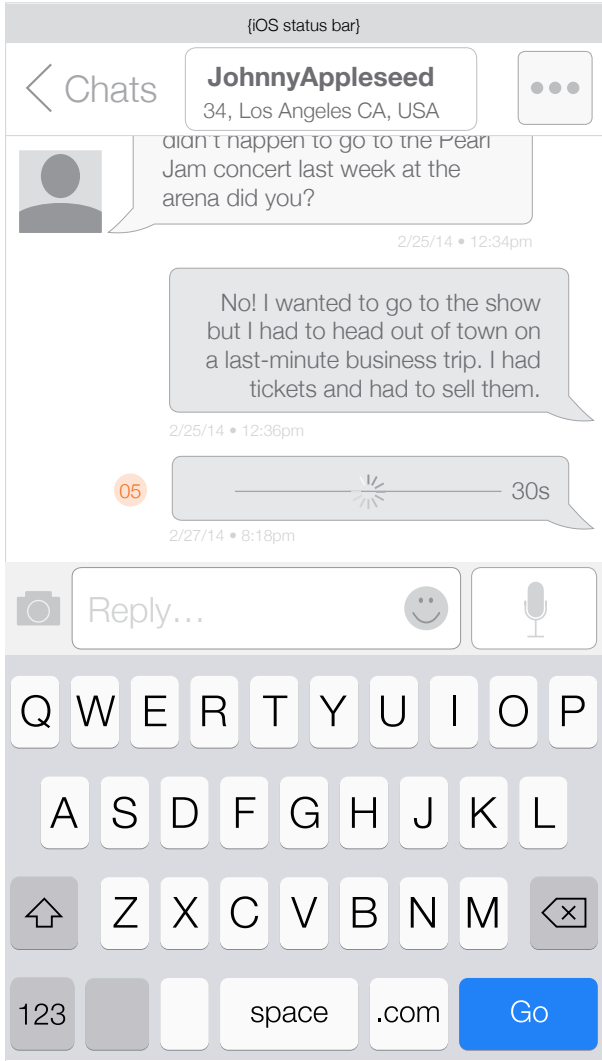
By tapping and holding on the voice icon, users can record a voice message to be uploaded and shared in the chat as an audio file. The recording continues as long as the button is being pressed, and when the user releases the recording begins to post to the chat immediately.

- 01 Elapsed time of the recording.
- 02 Button in depressed state
- 03 Visual representation of the recording as it's happening.
- 04 If a user taps and releases the chat button instead of holding it down, a prompt will remind them. In this case, no audio should be sent (anything less than 0.5s which roughly approximates to a tap rather than a press-and-hold). The keyboard button returns the user to the standard keyboard
- 05 When you release the microphone button the audio is posted to the chat immediately, which returns the user to the keyboard and adds a new bubble where the audio will be playable. While it's posting, a spinner appears. Once the audio is ready, the spinner changes into a "play" icon. When tapped, playback begins and a pause button appears to the left of the playback timeline. A scrubber tracks the message as it plays, and a counter counts the elapsed time. Users can scrub the message with their finger. When the pause button is tapped, the audio pauses and the "pause" button turns into a "play" button.

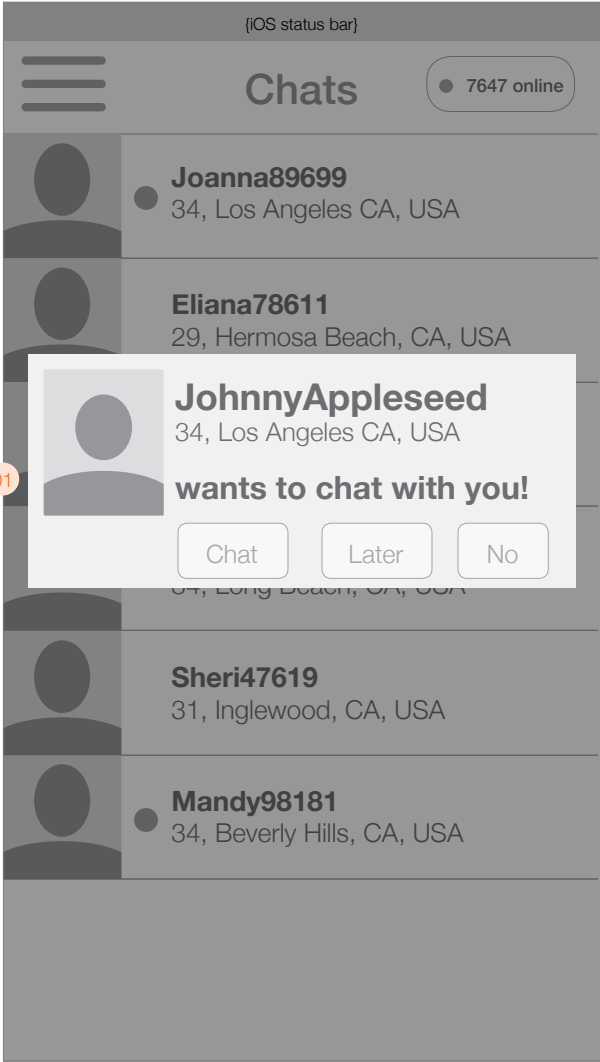
L27 Record prompt



L28 Voice chat posting



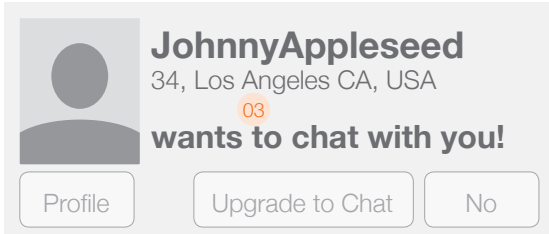
L29 Chat notifier (subscriber)



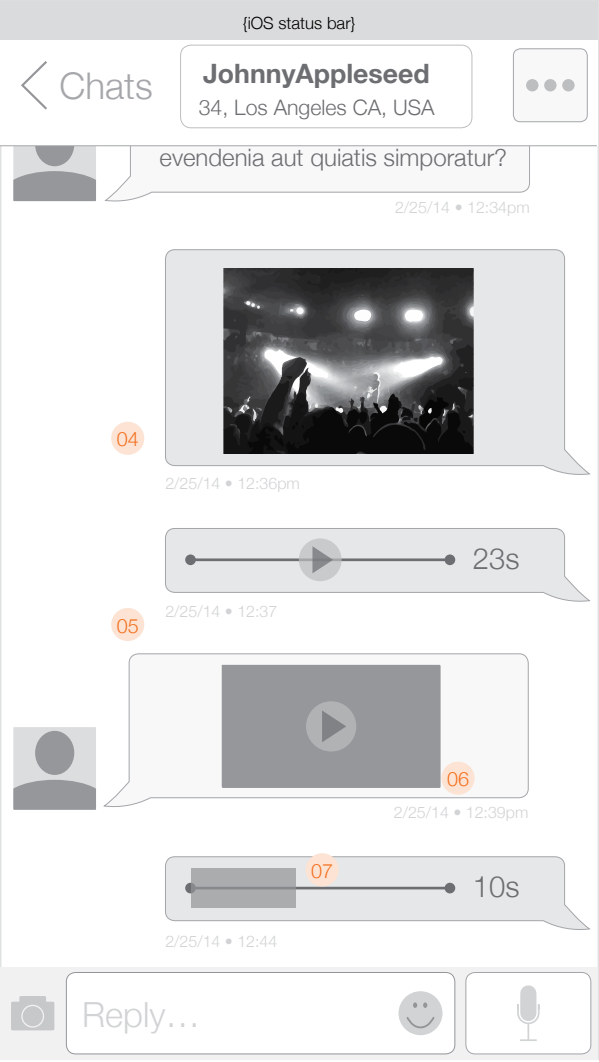
When a user receives an invitation to chat on their device, the notification pops up over whatever else they are doing (only while JDate is in the foreground)

- 01 Each chat invitation sent to a subscriber will contain 4 buttons:
  - Profile (brings up the user's profile, which is accessed by tapping the username or photo)
  - Chat (initiates chat immediately)
  - Later (sends a message saying "username would like to chat with you later")
  - No (sends a polite message: username has declined your chat request)
- 02 If a user declines to chat, they will be asked subsequently if they want to chat later (sends a polite message postponing the chat and closes the pop-up) or not (sends a polite message declining the chat and closes the pop-up).
- 03 Each chat invitation sent to a non-subscriber will contain 3 buttons:
  - Profile (brings up the user's profile, which can also be accessed by tapping the username or photo)
  - Upgrade to Chat (takes the user to the subscription page)
  - No (sends a polite message declining the chat and closes the pop-up)
- 04 Photo inserted into the chat. Tapping the photo once should display it full screen.
- 05 Audio recording. The audio recording should display the duration of the message and a playback bar with a play button. Tapping the play button should begin playback inline. Users will be able to "scrub" the playback in real time by dragging the scrubber back and forth. Tapping a recording while it is playing will pause the playback.
- 06 If a user sends a video, it will show up in the chat with a poster image (first frame of the video) and a play button. Tapping "play" will launch the device's native video player.
- 07 Audio playback in progress will show an indicator and total time as the message plays.

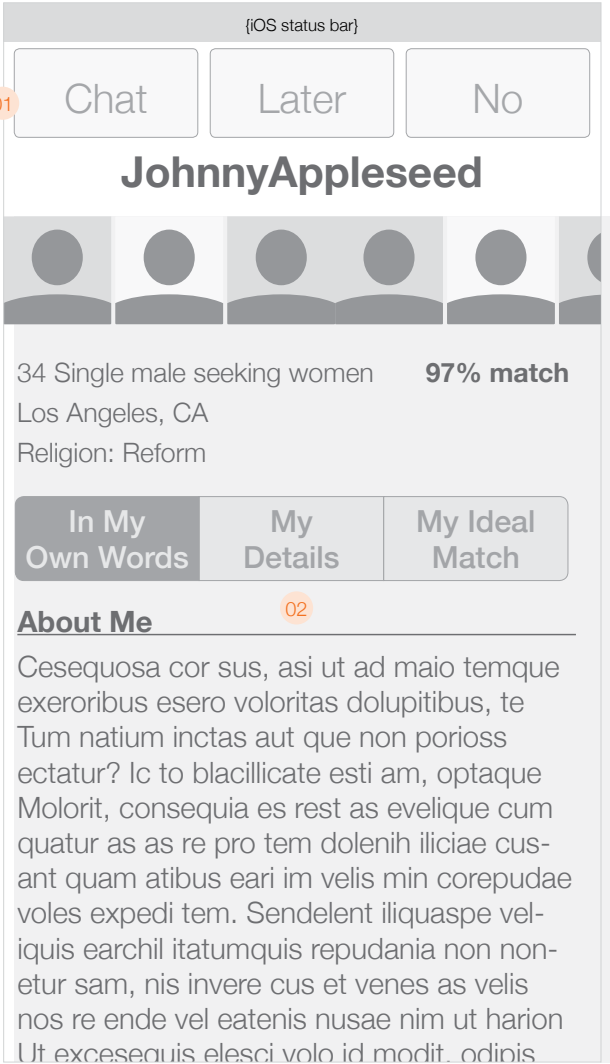
L30 Chat notifier (non-subscriber)



L31 Different content types



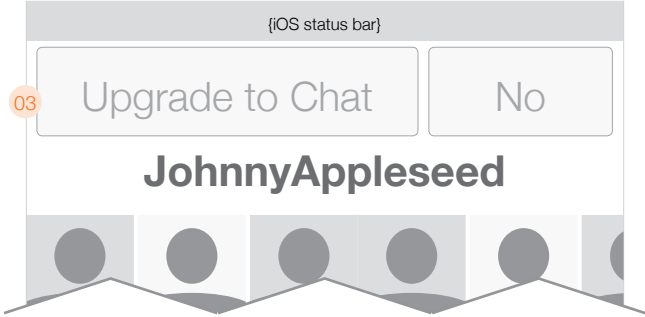
L32 Profile view from chat request (sub)



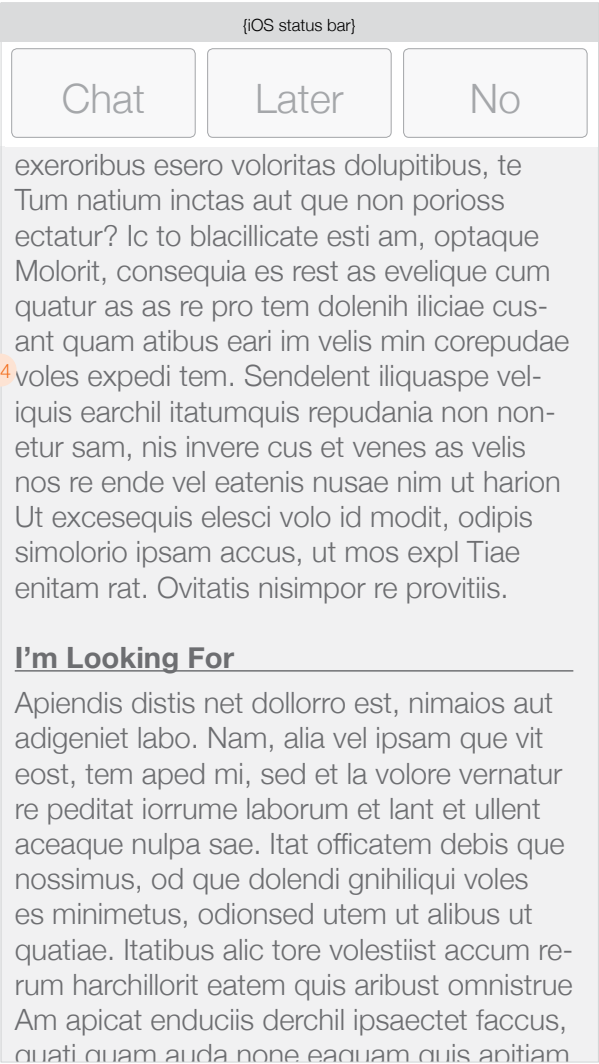
After tapping to launch a user’s profile from a chat request, the profile should display with photos which are all displayed as collapsed thumbnails across the top as per the rules governing regular profile pages.

- 01 At the top of the page will be 3 buttons: Chat, Later, and No. Beyond viewing photos, users will have nowhere to go on this page except to respond to the chat request.
- 02 The rest of the profile view can be navigated in the same manner as when the profile view is accessed from within a conversation.
- 02 If the user who tapped to view the profile was a non-subscriber, then there will be only two buttons at the top of the profile screen when accessed in this way and they will read “Upgrade to Chat” and “No”.
- 03 Shows how the profile view scrolls, leaving the “Chat/Later/No” (or “Upgrade to Chat”/“No”) buttons anchored to the top of the screen.

L33 Profile view from chat request (non-sub)

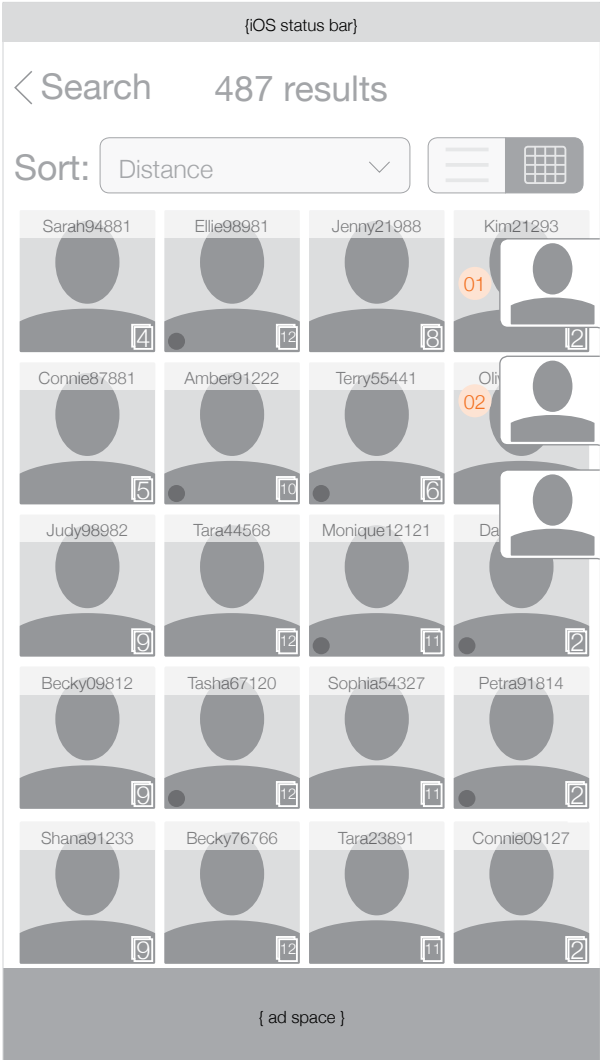


L34 Profile view from chat request





L35 New IM comes in



If the user is inside the app when a new IM message arrives from an existing open conversation, they will see a “Chat tab” appear on the top right corner of the screen. The exception to this is if the IM comes in while the user is viewing that very same conversation, in which case the IM just appears inline.

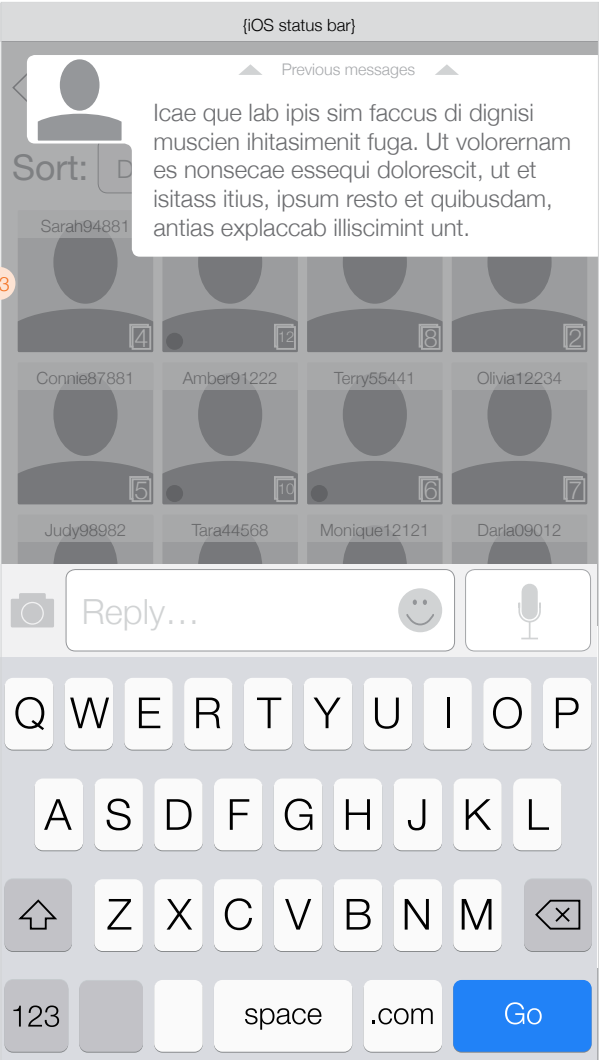
An “open” conversation is defined by the following conditions:

1. The chat request was sent by one party and accepted by the other party
2. Neither party has logged off, closed the app, or closed the conversation

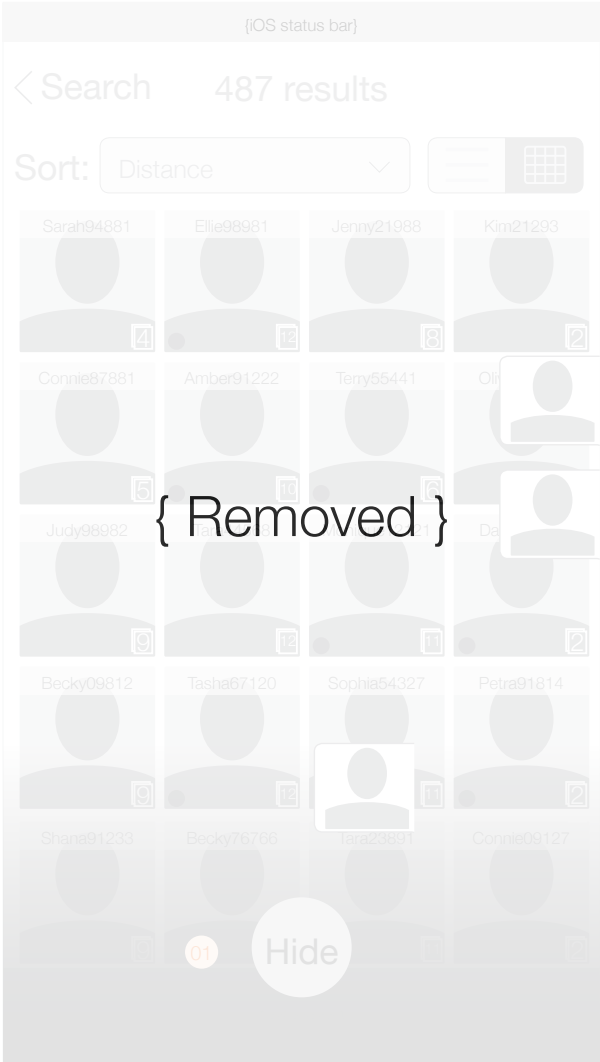
- 01 Chat tab slides in from the right to reveal the profile picture of the sender and bounces one time slightly against the right edge of the screen.
- 02 As shown here, users can have multiple chat tabs on the screen if they are chatting concurrently with multiple people. When a new message comes in to an existing chat tab, that tab should bounce one time against the right edge of the screen.
- 03 Users tap or swipe the chat tab to open it. It expands up to the top left to reveal the latest message in the conversation, as well as bringing up the keyboard with the reply box situated on top. Users can scroll the displayed message to reveal previous messages (both sent and received) directly inline (up to 10).

To reply, the user can begin typing a response immediately. Once they tap “Enter”, the chat tab moves back to the right and off the screen and the keyboard disappears. While the chat tab is open, users can tap outside of it to minimize it (any text that was entered but not sent is discarded), or they can swipe right to dismiss the chat tab without responding (doing this will not close the conversation, it only hides the chat tab. If a new message arrives from the same person, the chat tab will reappear).

L36 Quick Reply

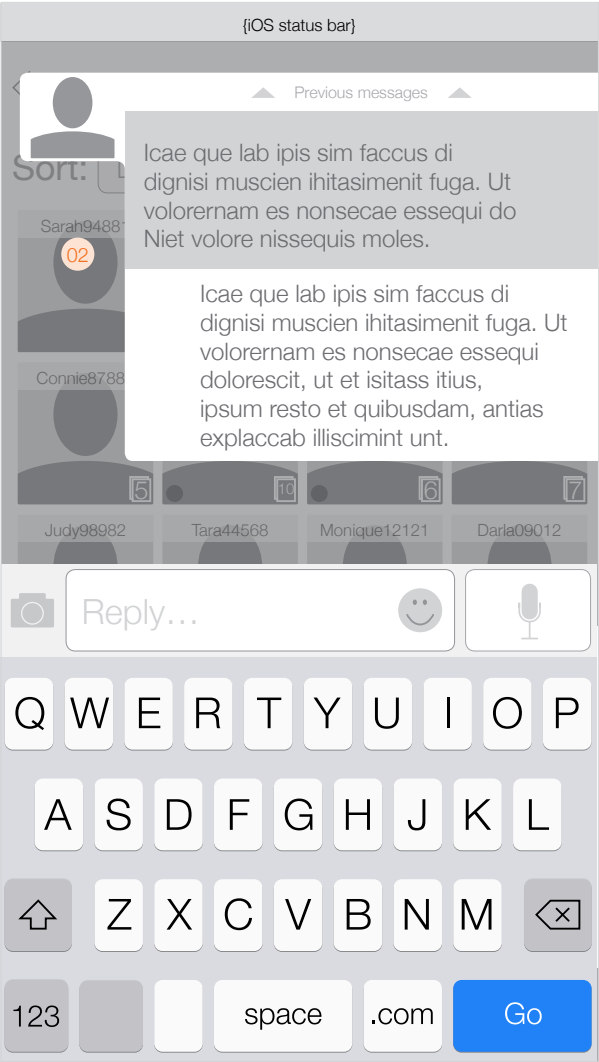


L37 “Hide” drop zone

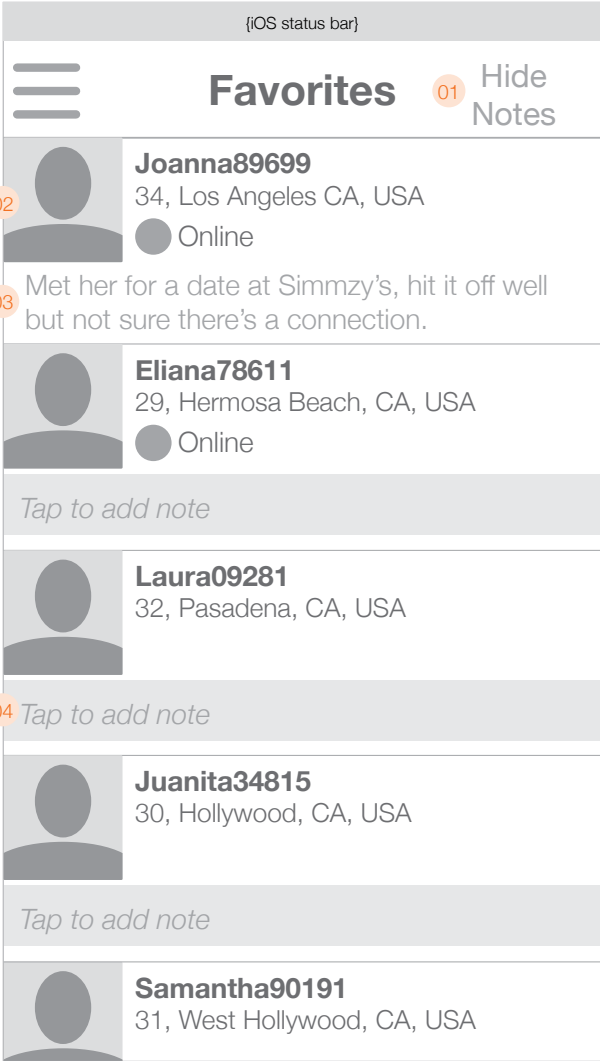


- 01 Users are able to drag the tabs down to the bottom of the screen to hide them if they're done with the conversation. As the user drags a tab, the “Hide” drop zone appears at the bottom of the page. If the user releases away from the drop zone, the tab snaps up to the top left corner and “opens” to reveal the last message of the conversation.
- 02 When a user scrolls upward to reveal earlier messages, they should be differentiated by color and margins to indicate which messages were sent by the user and which messages were sent by the other person in the chat. When doing this, the tab expands downward towards the keyboard until it reaches a maximum height, and from there the text continues scrolling until all of the previous 10 messages have been shown.

L38 Scrolling messages



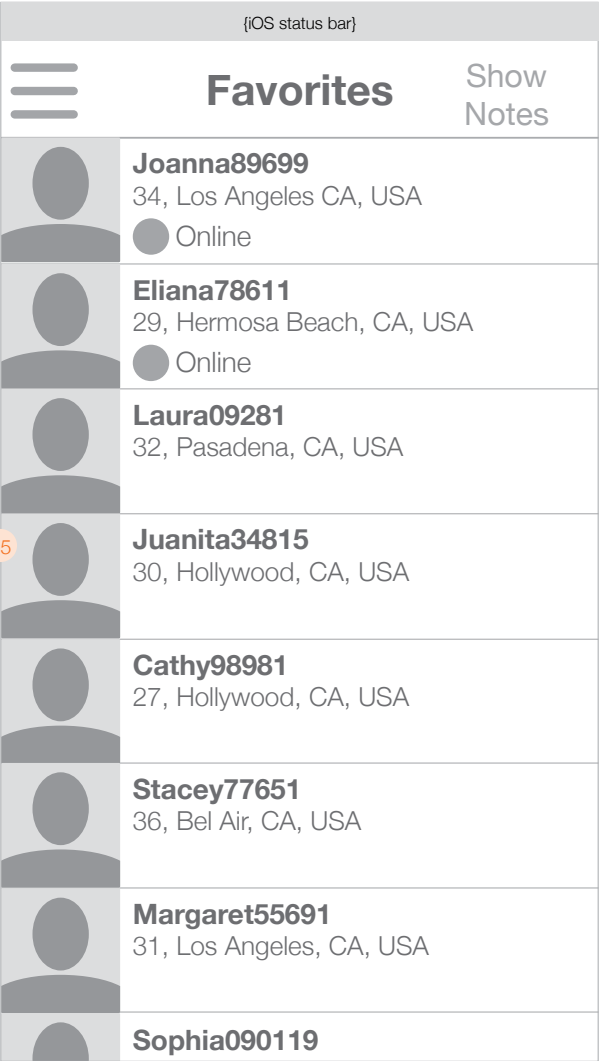
M01 Favorites page (notes displayed)



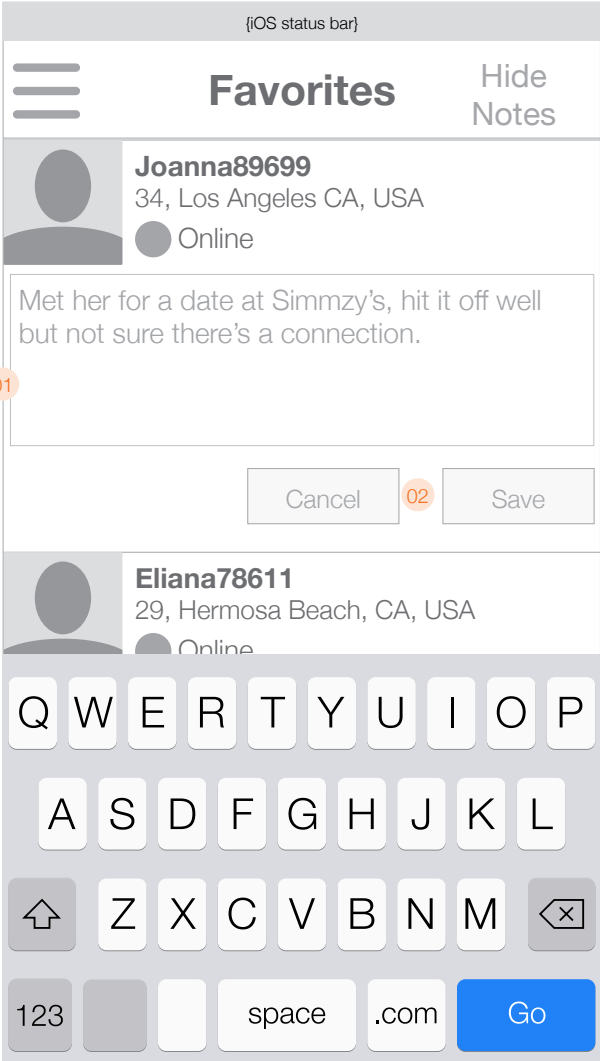
The favorites page shows a list of people the user has added as a favorite. Users can add notes about their favorites if they wish. The favorites page should be implemented as an infinite scroll page. Same as the activity feed, the favorites should load 30 items before re-loading more.

- 01 Toggle to show/hide notes that users may have written about their faovrites. When the notes are visible, the button will read "Hide Notes". When the notes are hidden, the button will read "Show Notes".
- 02 Each entry includes the following information:
  - Username (truncated if necessary)
  - Age
  - Location
  - Online notification (if online)
  - Notes (displayed in full without truncating)
- 03 The notes section is tappable. If a user taps the notes section for their favorite they will be able to edit the note they've created for that person.
- 04 If the notes are not hidden, there will be a button to enable users to add a note about each favorite for who there isn't already a note written.
- 05 If the notes are hidden, they will not be visible at all. When the "Show Notes" button is tapped, the notes should appear with a vertical slide transition out from between each of the favorites in the list.

M02 Favorites page (notes hidden)

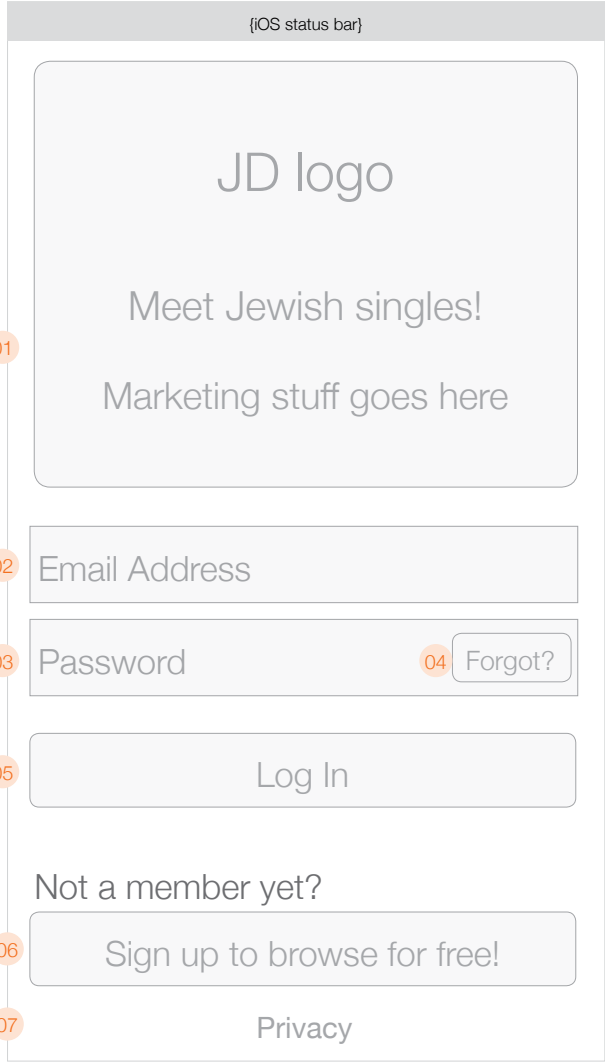


M03 Editing notes



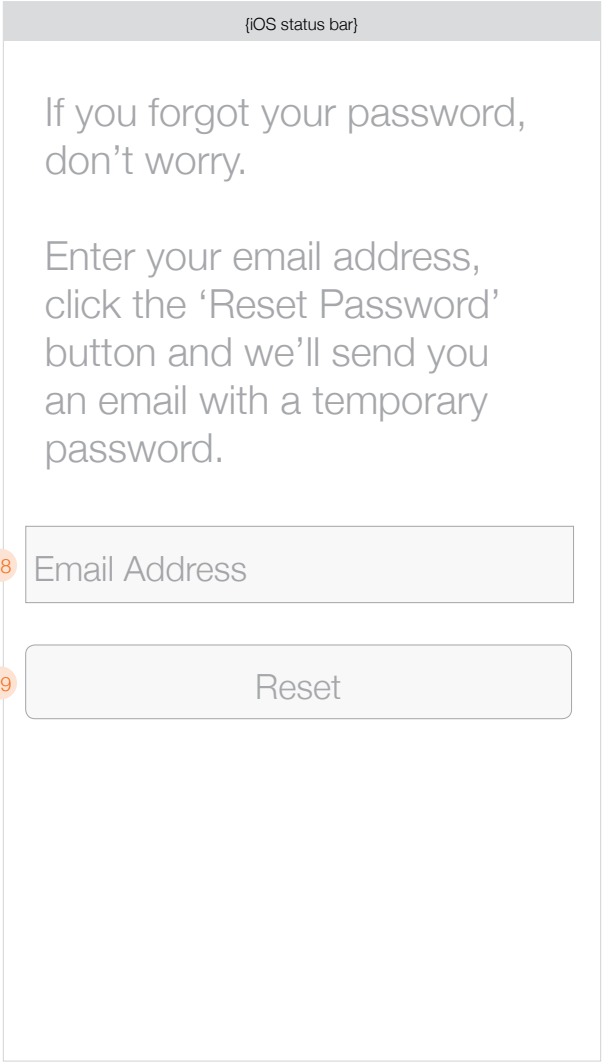
- 01 When tapping on a note (or on an “Add Note” button), the note becomes editable and the keyboard is brought up. The text box should expand as necessary while the user types.
- 02 The “Save” button commits the changes, dismisses the keyboard, and exits ‘edit mode’. “Cancel” does the same thing while discarding the changes.

N01 Login page



- 01 JDate logo/branding and marketing image (non-interactive)
- 02 Email address for existing users
- 03 Password for existing users
- 04 Button to retrieve a forgotten password
- 05 Log in button
- 06 Sign up button for new users
- 07 Link to privacy information
- 08 Email address to retrieve password
- 09 Reset button will fire off an email to give users a temporary password and take them back to the login page.

N02 Forgot Password



P01 Registration 1

{iOS status bar}

Back

JD logo

01Next

02

Email address

joanna@banana.com

03

Confirm email address

joanna@banana.com

- 01 Back/Next buttons for navigation
- 02 Progress indicator gives users an idea of how many screens are left.
- 03 Registration flow begins by asking users for their email address.
- 04 Gender
- 05 Marital status
- 06 Sexual orientation

P02 Registration 2

{iOS status bar}

Back

JD logo

Next

I am a...

04

Man

Woman

Single - never married

05Divorced

Widowed

Separated

I'm interested in...

06

Men

Women

P03 Registration 3

{iOS status bar}

Cancel

JD logo

Next

Religious background

01Choose...

▼

Do you go to Synagogue?

02Choose...

▼

- 01 Religious background
- 02 Synagogue
- 03 Education
- 04 Occupation
- 05 Smoking

P04 Registration 4

{iOS status bar}

Cancel

JD logo

Next

Education

03Choose...

▼

Occupation

04Choose...

▼

Smoking

05Choose...

▼

P05 Registration 5

{iOS status bar}

Back

JD logo

Next

01

Use my current location

Country

02

United States

ZIP Code

03

Birth date

When a user gets to this page, the app should prompt them for their location. If they agree, the location information should be automatically filled in with the user's current location. If they don't agree, they can manually give out their location

- 01

Uses the user's current GPS location as obtained from the device. When selected, the
- 02

Location selector should display "United States" first in the drop-down list, followed by Israel, followed by a horizontal rule, followed by the other world countries in alphabetical order.
- 03

Birthday - user should not be able to choose a birthday that in the future. If a user chooses a birthday between today and 18 years ago, they should receive an error message stating that they must be 18 years old to join JDate.
- 04

After the GPS location has been determined, the location is displayed above the button.
- 05

Location selector (alternate, if outside the US.

P06 GPS location

{iOS status bar}

Back

JD logo

Next

04

Los Angeles, CA

Use my current location

Country

P07 Registration 5 (alternate location selector)

{iOS status bar}

Back

JD logo

Next

Country

France

Region

Ile de France

05

City

Paris

Birth date

iOS app {JD} Wireframes

1.7.15

64



P08 Registration 6

{iOS status bar}

Back

JD logo

Finish

Username

01

Joannabanana

This is how you'll be known in the community. For your privacy, don't use your name or location.

Password

02

●●●●●●●●

Keep this confidential.

03

I am at least 18 years old, and I have read and agree to the

Terms of service and Privacy Policy

I would like to receive photos of compatible matches, notifications, and announcements.

- 01 Username
- 02 Password
- 03 Terms and Conditions
- 04 Attractive user photos
- 05 Button to take user to their profile to add photos & fill out details
- 06 Button to go to Nearby page
- 07 Subscribe button

P09 Registration complete

{iOS status bar}

JD logo

Mazel Tov!

You've successfully joined JDate. Now you can connect with smart, successful Jewish singles like yourself!

04

05

Add photos & finish your profile

06

Start exploring now!

Are you ready to get serious about finding your *Beshert*?

07

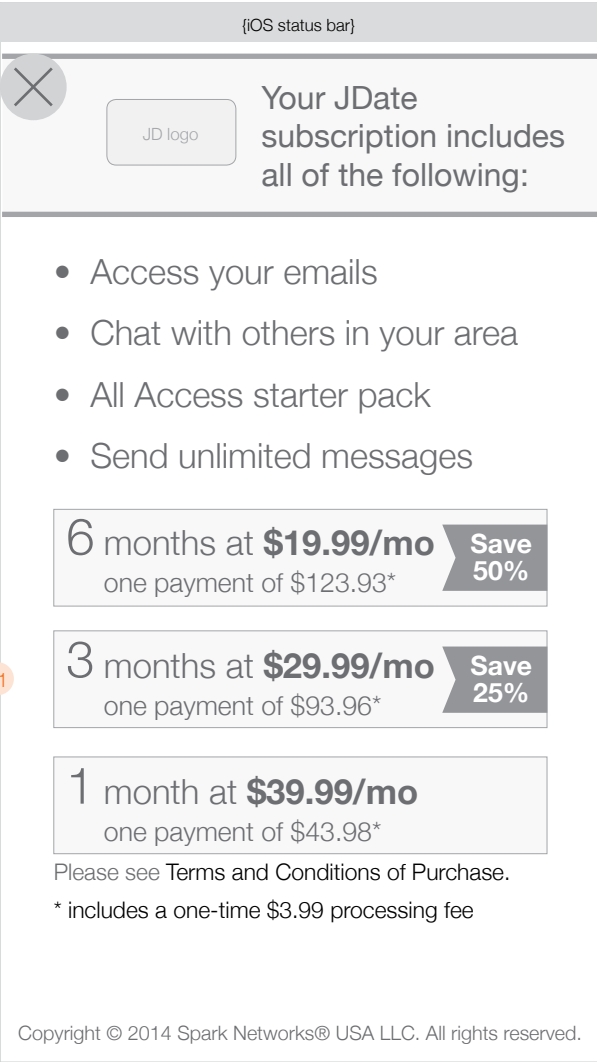
Subscribe now for full access!

iOS app {JD} Wireframes

1.7.15

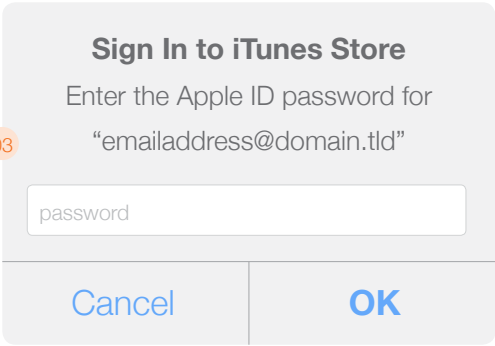
65

Q01 Subscription options page

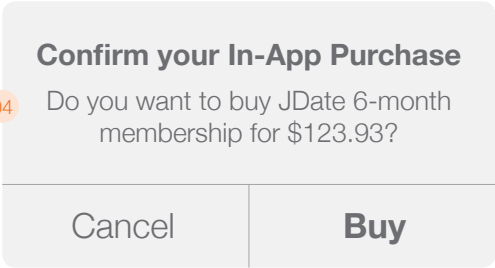


- 01 Close button to dismiss subscription page.
- 02 Subscription options & prices
- 03 After tapping a subscription option, users are asked to enter their iTunes password
- 04 After entering their iTunes password, users are required to confirm their purchase.
- 05 If a user taps “Cancel” then they will see a helpful pop-up that asks if they need assistance and offers to call Customer Service directly.

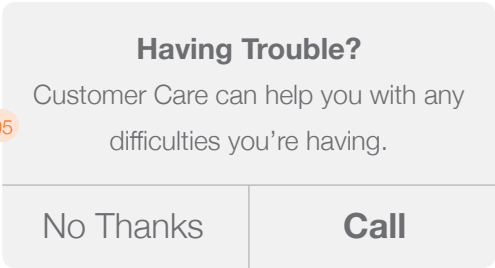
Q02 Enter Apple ID



Q03 In-App purchase Confirmation



Q04 Customer Care call



Q05 First and Last Name

{iOS status bar}

JD logo

01

First Name

Last Name

Done

- 01In order to allow cross-referencing with the sexual offender database, users will be required to enter their first and last name. Once they press “done” they will be taken to the
- 02Successful subscription page.

Q06 Subscription complete

{iOS status bar}

JD logo

Congratulations!

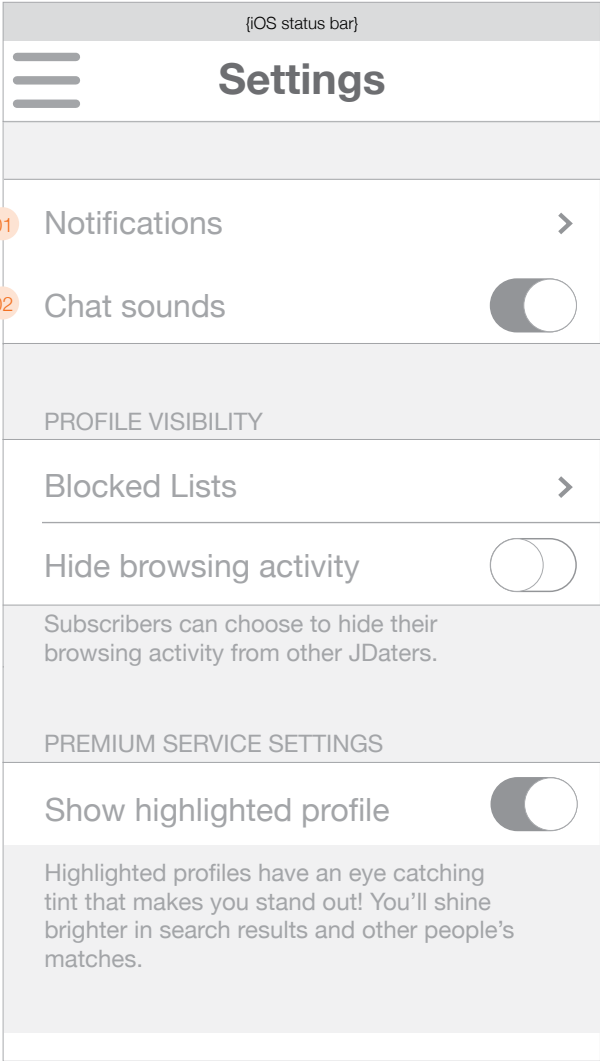
02Your subscription has been processed.

A confirmation email has been sent to your personal email address. Now you can start contacting other members with all the great features of JDate!

Start exploring now!

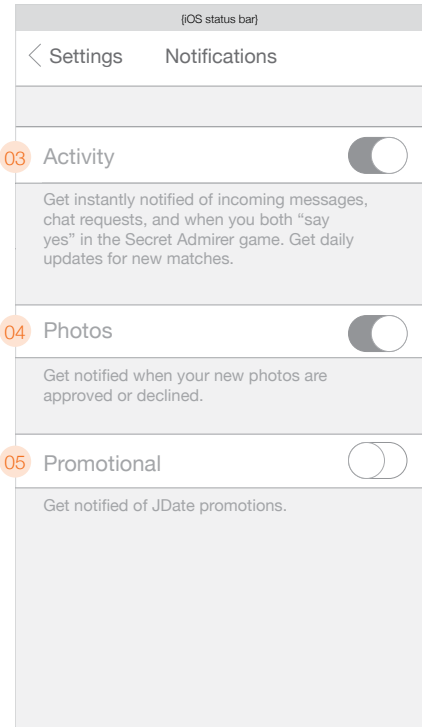
View your inbox

X01 Settings main page (cont'd)



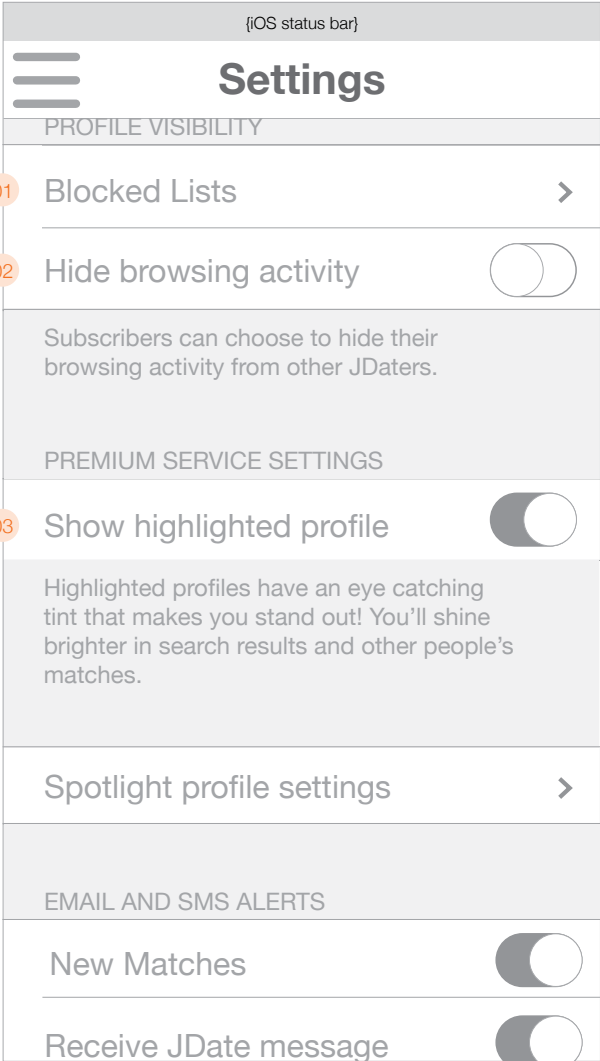
- 01 Loads screen X02 to push notification options
- 02 Toggle to enable/disable chat sounds. Chat chime should play when toggle is enabled.
- 03 Allows users to toggle the following types of communication:
  - **Messages:** Pushed instantaneously. If the app is in the foreground, the Activity badge is updated. If the app is in the background, the app badge is incremented and a dialogue appears which deep-links to the message in question [non-subs go to Subscrption]
  - **Chat requests:** Pushed instantaneously. If the app is in the foreground, the chat request pop-up is displayed. If the app is in the background, a dialogue appears which deep-links to

X02 Push Notification



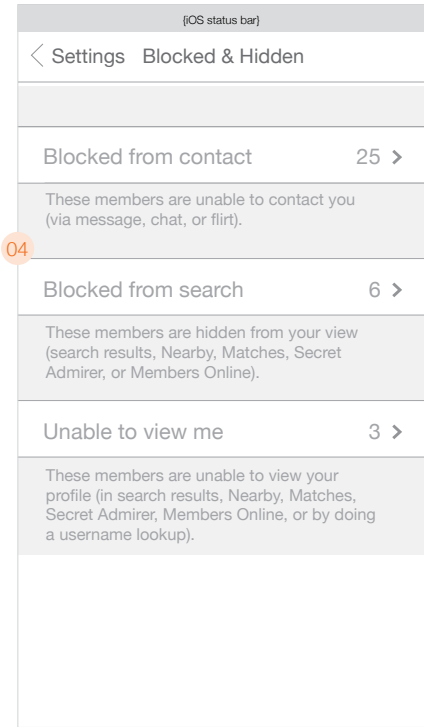
- the chat request pop-up. [Non-subs will see the specific non-sub chat request pop-up].
- **Both said yes:** Pushed instantaneously. If the app is in the foreground, the Activity badge is updated. If the app is in the background, a dialogue appears which deep-links to the profile of the person who also said yes. [same experience for subs and non-subs]
  - **Matches:** Pushed once daily. If the app is in the foreground, there is no notifiacion. If the app is in the background, a dialogue appears which deep-links to the matched profile. [same experience for subs and non-subs]
- 04 Allows users to toggle notifications for photo acceptances/rejections. If on, notifications are pushed instantaneously and appear as a dialogue/banner whether the app is in the foreground or background.
  - 05 Allows users to toggle JDate promotional messaging. If on, notifications are pushed instantaneously and appear as a dialogue/banner whether the app is in the foreground or background.
- **Promotional/subscription announcements** (message links to susbscription page)

X03 Settings main page (cont'd)

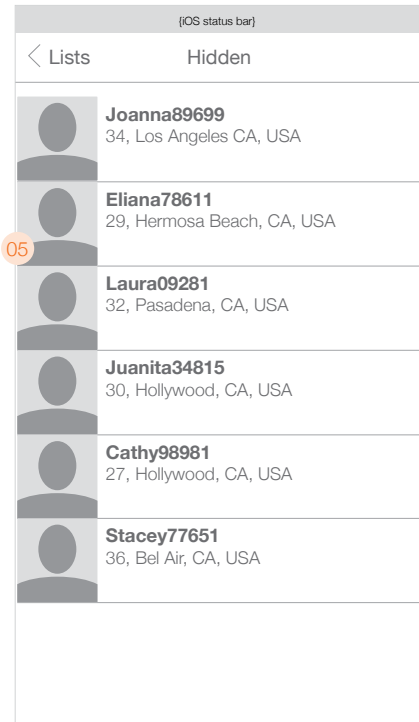


- 01 Loads the Blocked and Hidden lists page
- 02 Toggles ability to hide browsing activity. Default is set to "off". This toggle will be enabled only for subscribers, who will be able to turn on hiding.
- 03 Toggle the show/hide highlighted profile option for Premium members
- 04 Shows the number of people who have been blocked. Tapping one will load a pge with a list of all the people on the given list.
- 05 Blocked/Hidden list page shows thumbnail, username, age, and location.
- 06 Tapping an entry brings up an action sheet that offers options to unblock, view profile, or to cancel. If a user is unblocked, their entry should disappear from the list via vertical transition (all rows underneath slide up and over the row in question).

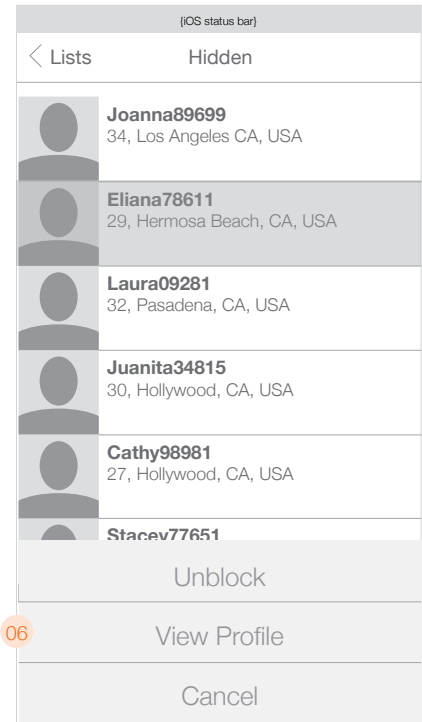
X04 Blocked & Hidden lists



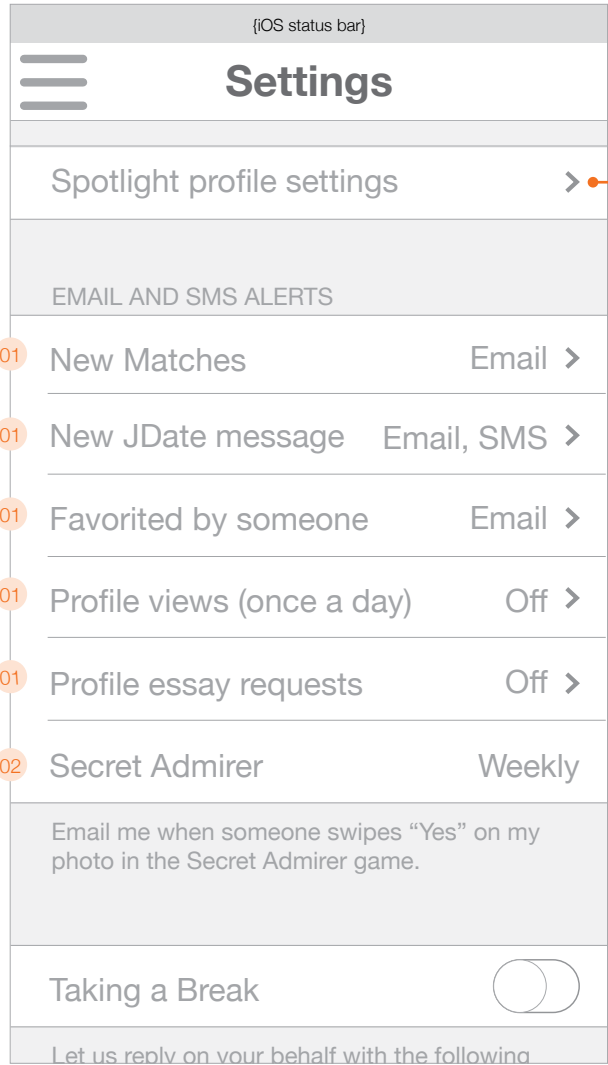
X05 Hidden (or Blocked) list



X06 Unblock options

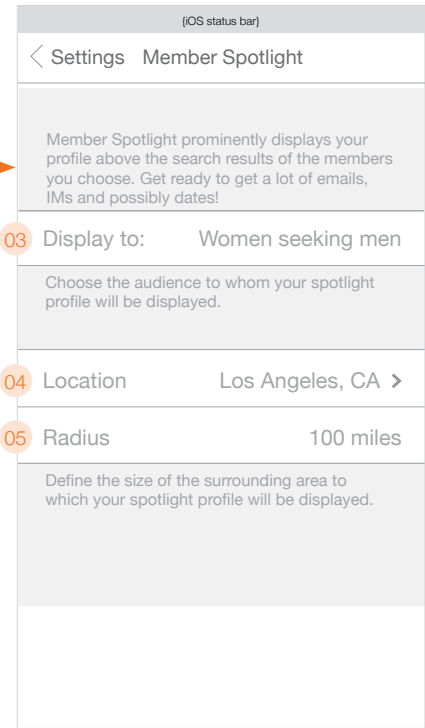


X07 Settings main page (cont'd)

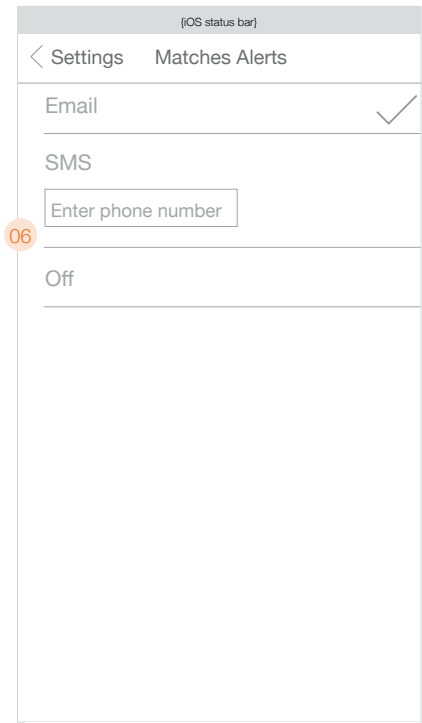


- 01 Alert settings allow users to choose email, SMS, or both for various notifications. Users can also turn off these alerts if they wish.
- 02 Slot machine picker for the frequency with which emails should be sent when someone clicks 'yes' in SA. Options are: Daily, Twice a week, Weekly, and Never.
- 03 Slot machine picker for audience. Options are: Women seeking men, Men seeking women, Women seeking women, and Men seeking men.
- 04 Location picker screens look & work the same as for Match and Secret Admirer settings.
- 05 Slot machine picker for radius defining the size of the surrounding area to which their spotlight profile will be displayed. Options are: 5, 25, 50, 100, 500+
- 06 When choosing an alert, users will have to provide their phone number to get SMS alerts (if they have not already done so). Alerts won't be live until the phone number is confirmed via reply SMS.

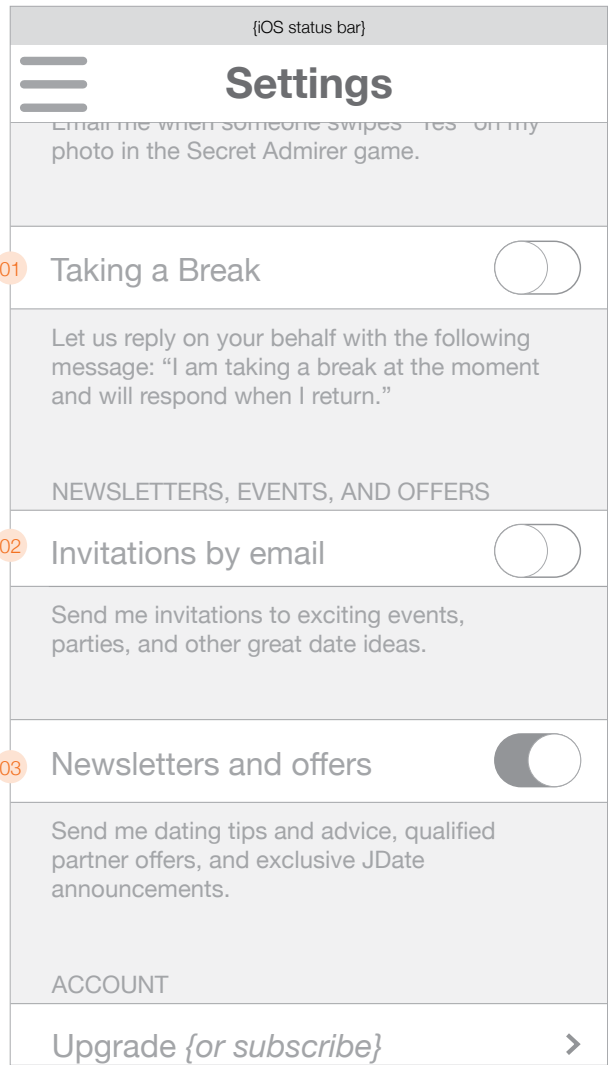
X08 Spotlight profile settings



X09 Enter phone number for SMS

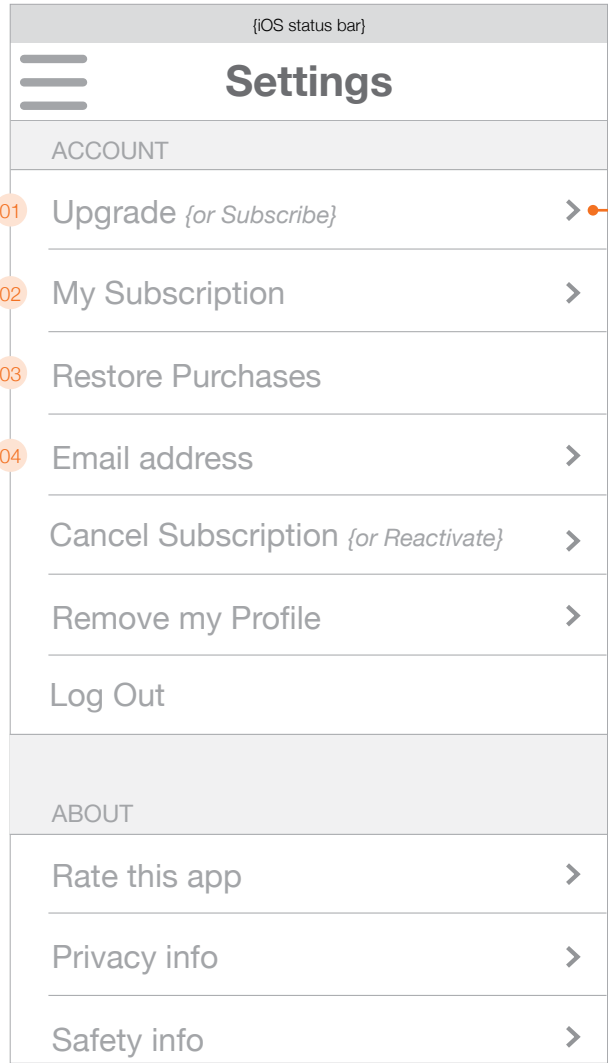


X10 Settings main page (cont'd)



- 01 "Taking a Break" option will auto-reply for users while they are away from JDate.
- 02 Toggle to turn on/off email invitations to events, parties, etc.
- 03 Toggle to turn on/off email newsletters and offers.

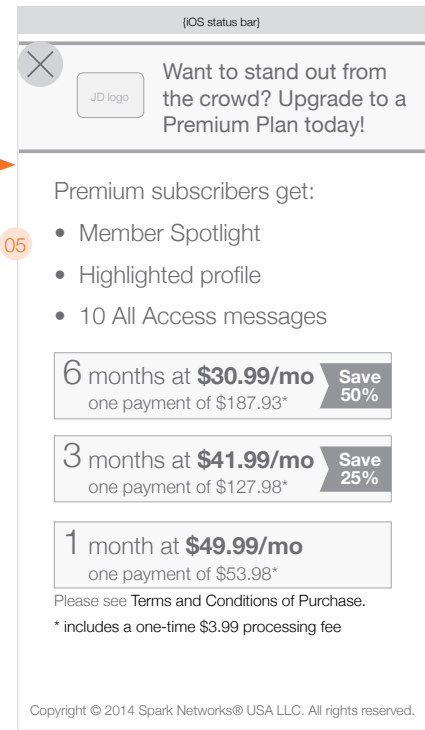
X11 Settings main page (cont'd)



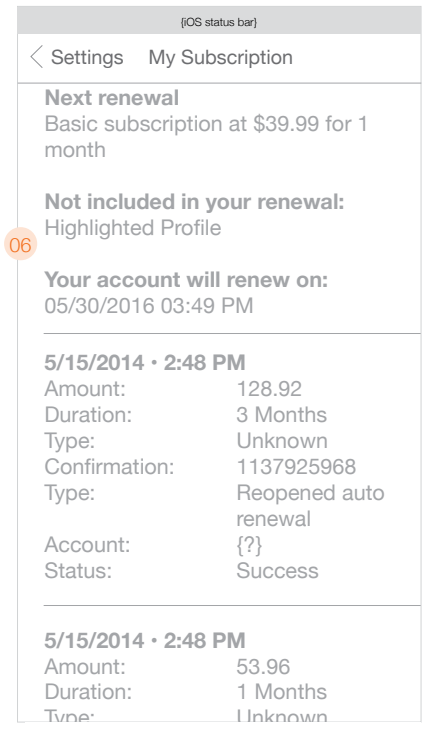
- 01 Users who have subscribed via the app will be able to upgrade their membership with premium features. Users who have purchased their subscription on the full website will see a message explaining they have to upgrade from the website. Non-subscribers will see the word “Subscribe” instead of upgrade and be able to subscribe via in-app purchase.
- 02 Brings up a web view displaying the user’s subscription history. (X22)
- 03 Checks the App Store for purchases which may not be reflected on this device. (Only appears for users who don’t show up as subscribers)
- 04 Allows a user to change their email address

- 05 Subscription upgrade options page
- 06 My Subscription page
- 07 Restore purchases confirmation
- 08 Users are required to enter their password to change their email address.

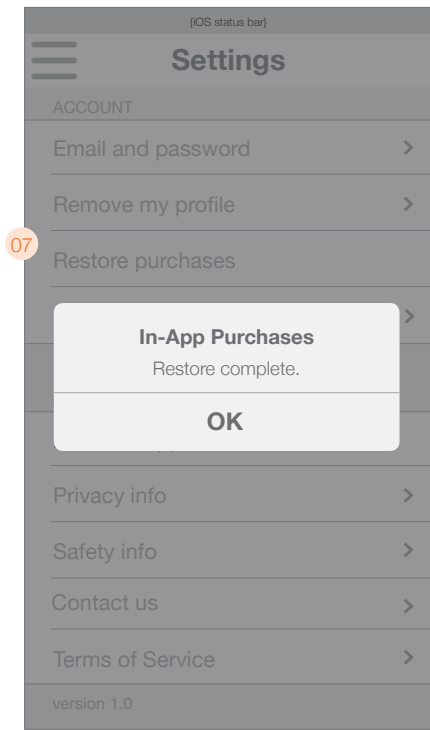
X12 Upgrade to Premium



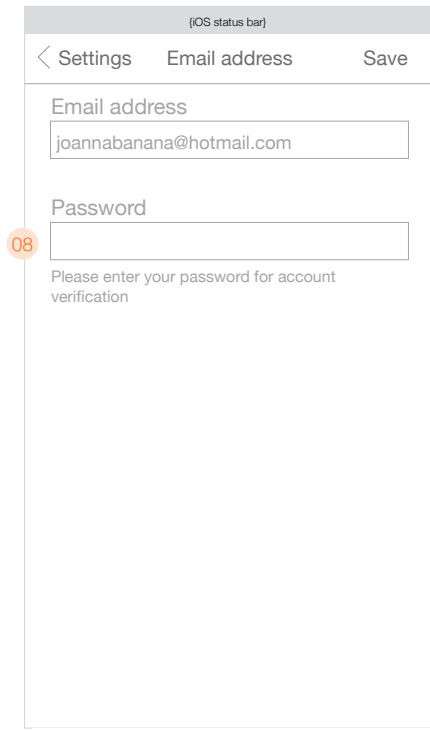
X13 Account History



X14 Restore Purchases

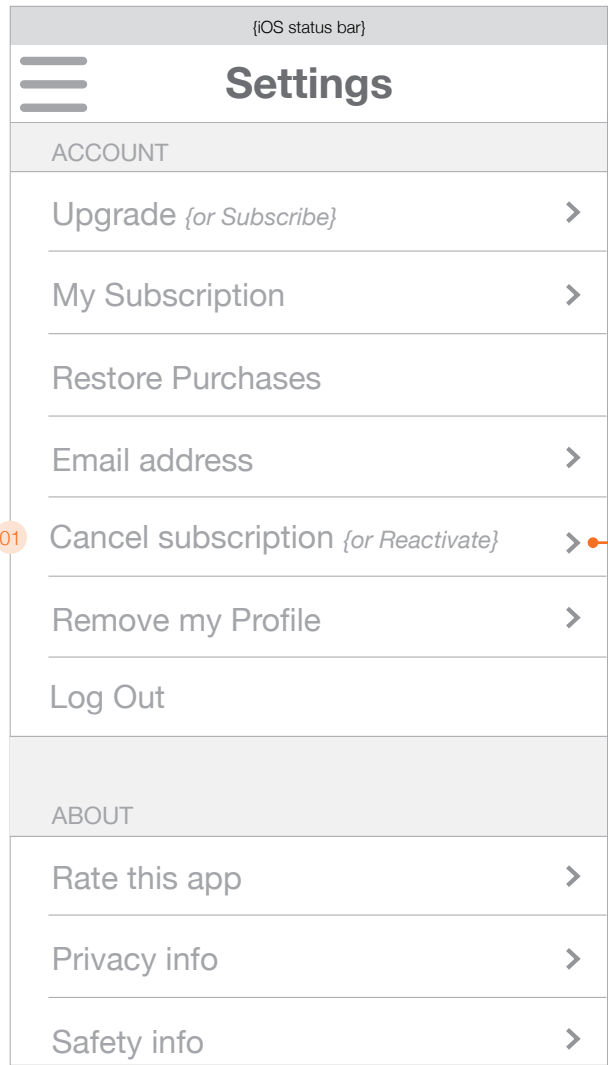


X15 Email address



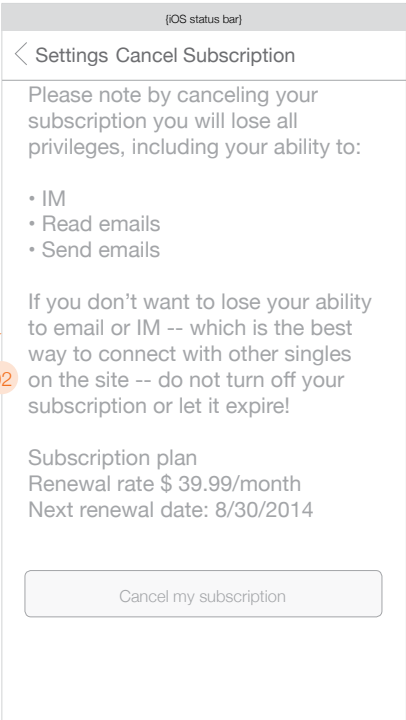


X16 Settings main page (cont'd)

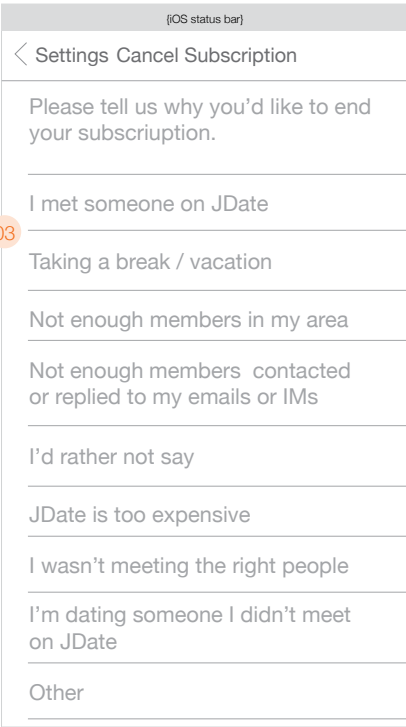


- 01 Users who are subscribed will see “Cancel subscription”. Users who are former subscribers will see “Reactivate subscription”
- 02 First screen of the cancellation flow
- 03 Users must choose a reason they are cancelling. Once tapped, it advances to the next page.
- 04 Users see some text trying to get them to not cancel. Text varies depending on the reason they chose on the previous screen.
- 05 Final cancellation option asks if they want to remove their profile entirely or maintain a free membership. Following this, the user would see a confirmation page.

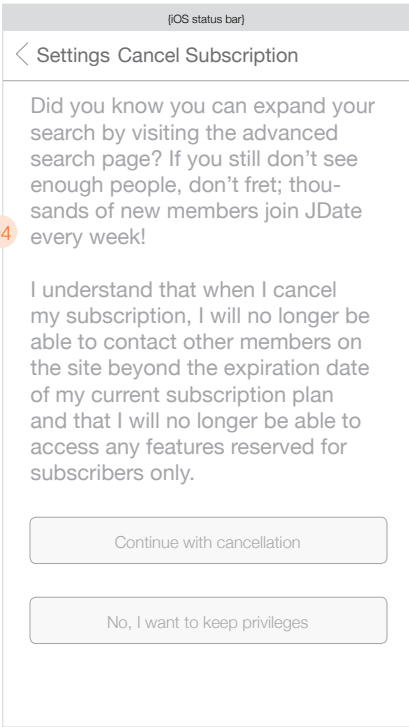
X17 Cancel Subscription



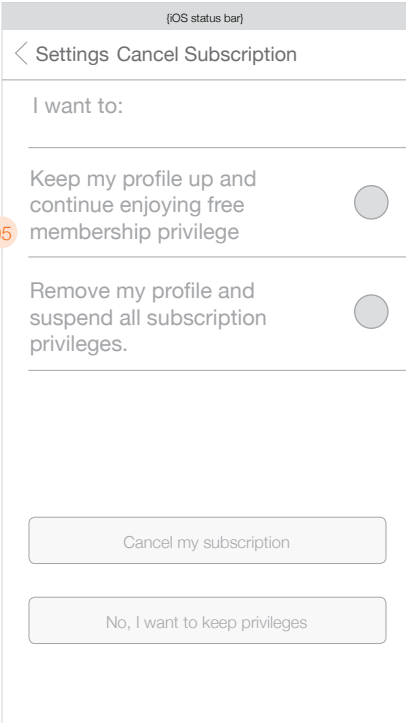
X18 Cancel Subscription (cont'd)



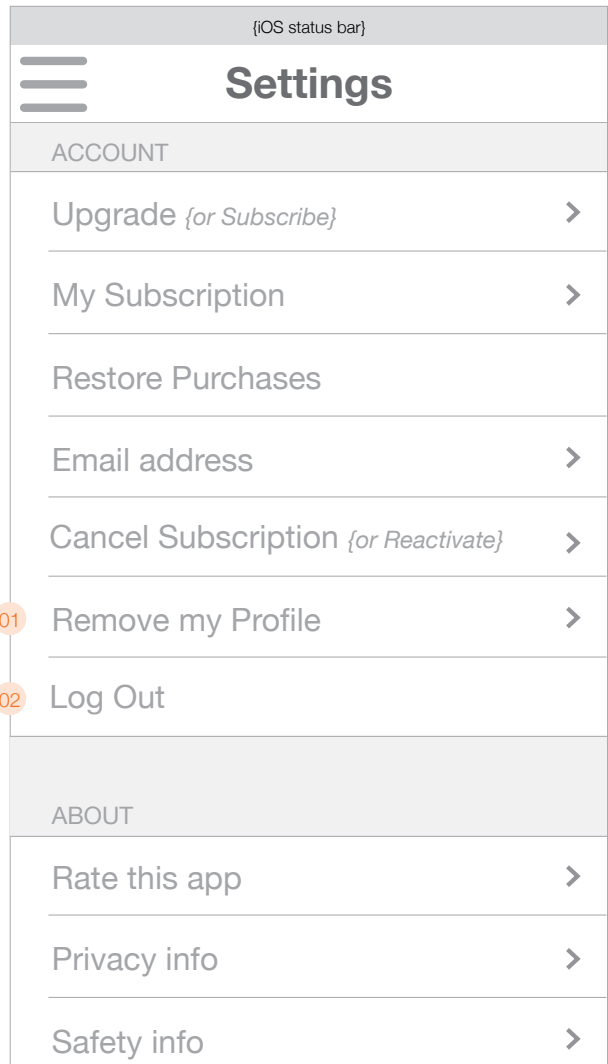
X19 Cancel Subscription (cont'd)



X20 Cancel Subscription (cont'd)

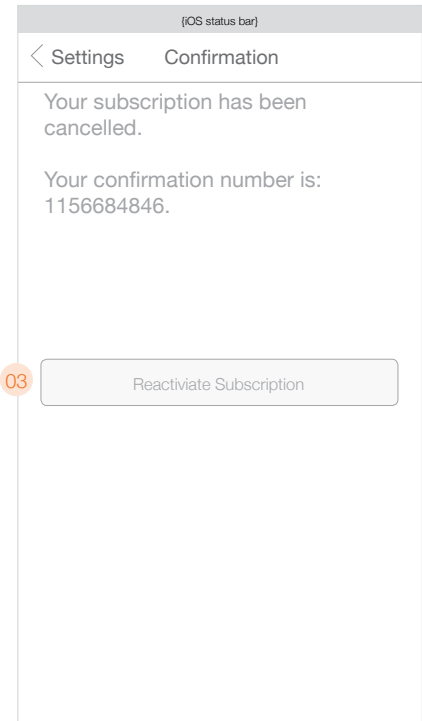


X21 Settings main page (cont'd)

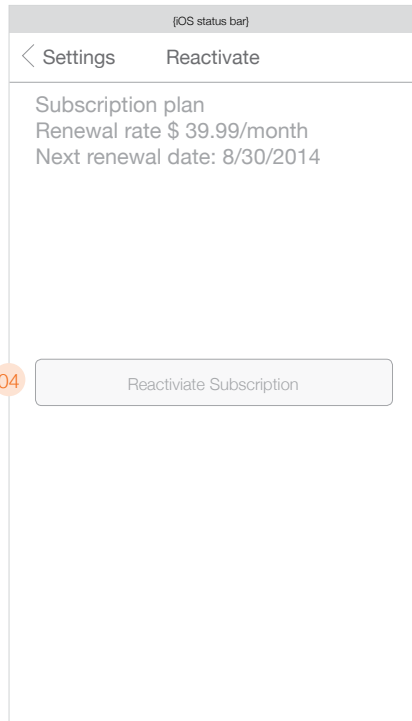


- 01 Allows users to remove their profile completely from JDate.
- 02 Logs the user out and takes them back to the login screen.
- 03 The screen in the cancellation flow confirms the cancellation and shows the confirmation number.
- 04 If a user taps on “Reactivate” because they had previously cancelled their subscription, they will see the subscription plan and a “Reactivate Subscription” button which instantly reactivates them and turns the “Reactivate” button into a confirmation banner that reads “Subscription reactivated!”

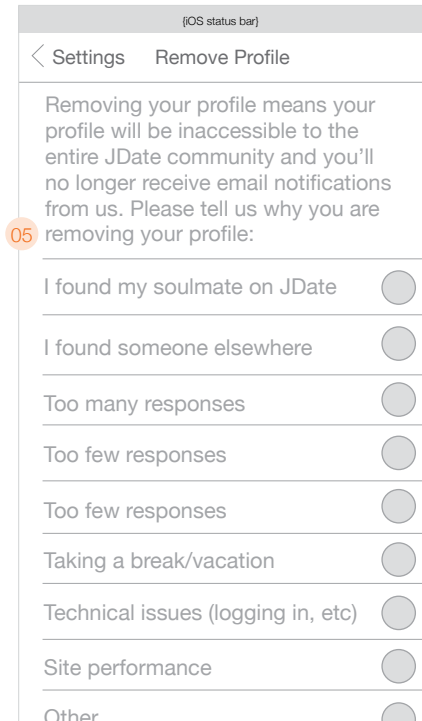
X22 Cancel Subscription Confirm



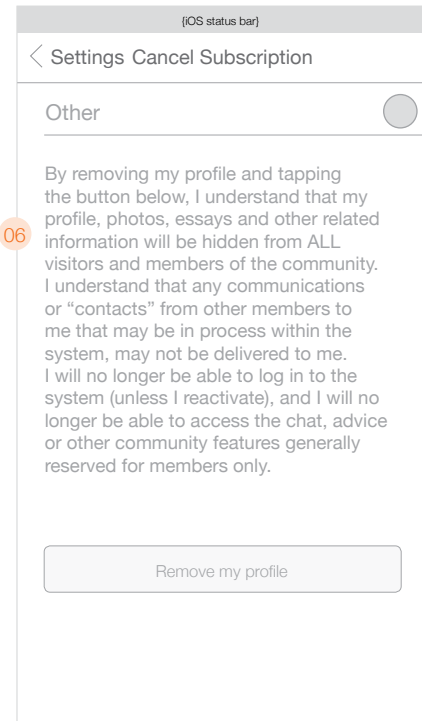
X23 Reactivate Subscription



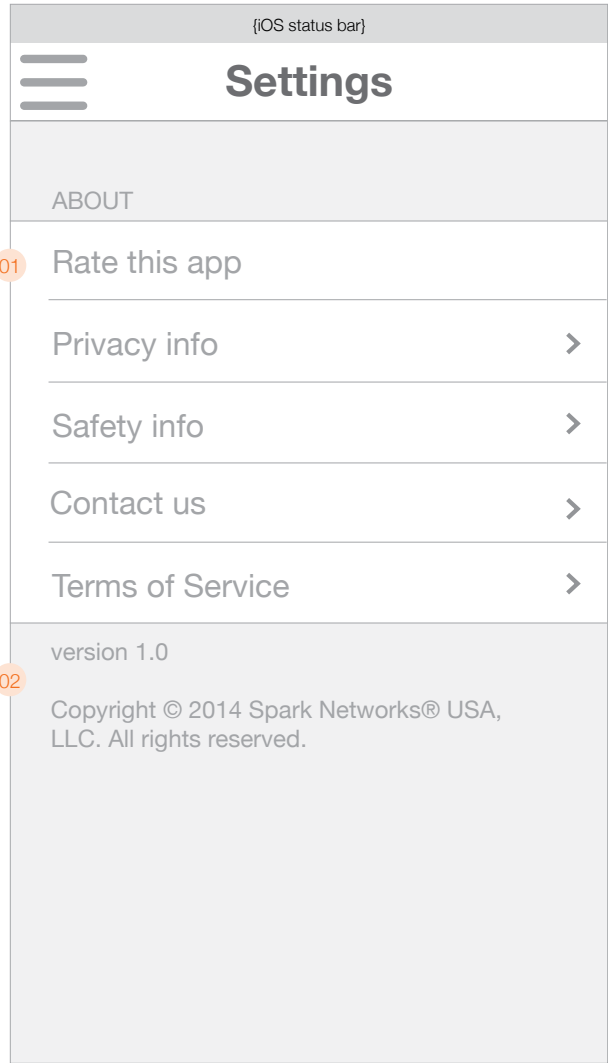
X24 Remove Profile



X25 Remove Profile (cont'd)

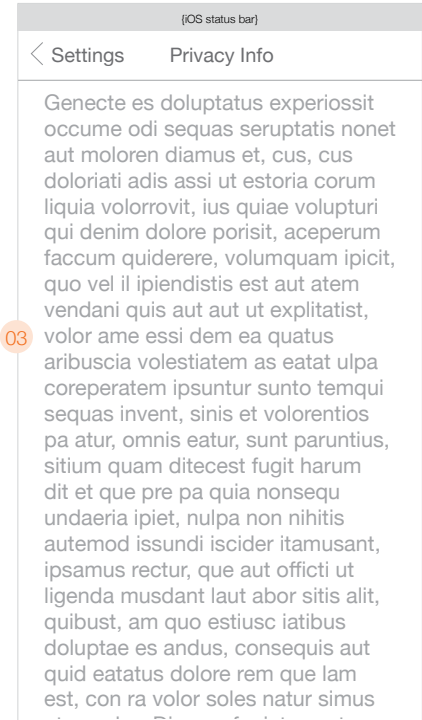


X26 Settings main page (cont'd)

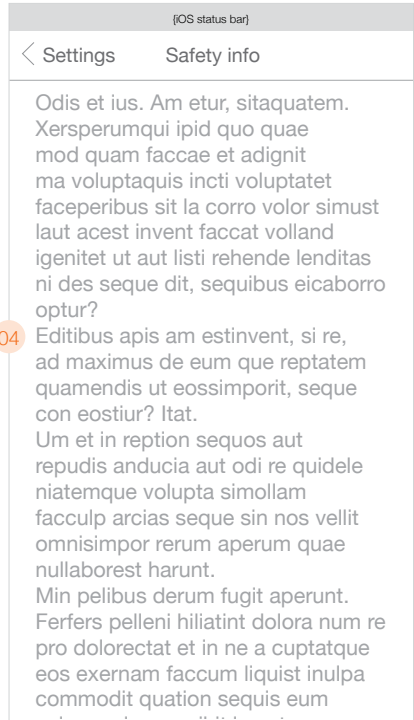


- 01 Links to the App Store so the user can rate the app
- 02 Version number and boilerplate info.
- 03 Privacy info
- 04 Safety info
- 05 Contact information. Tapping the phone number will launch the native dialer and call the phone number. Tapping the email button launches the native email client with the email addressed.
- 06 Terms of Service

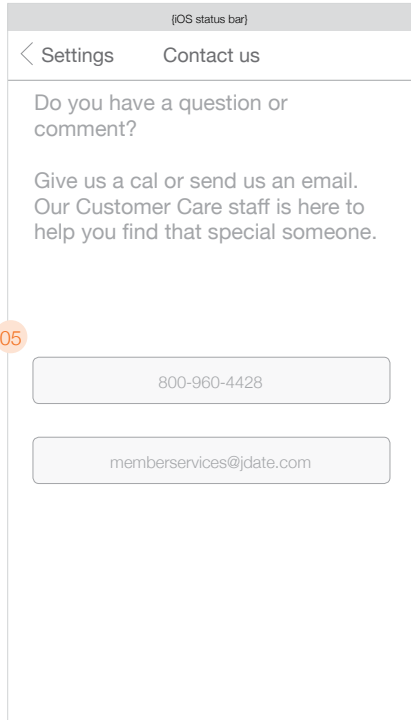
X27 Privacy Info



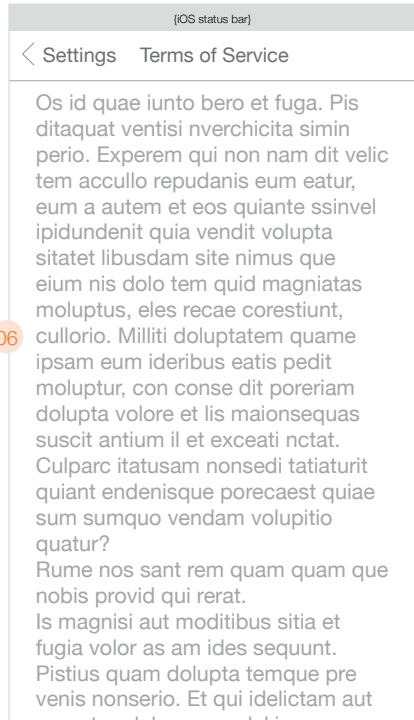
X28 Safety info



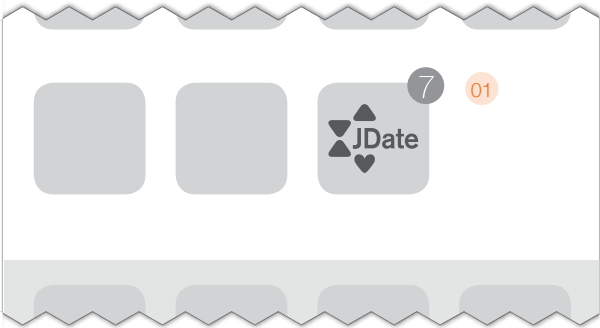
X29 Contact Us



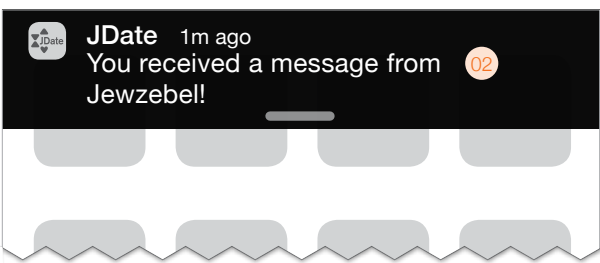
X30 Terms of Service



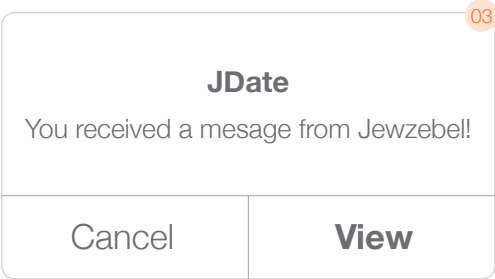
X31 Push Notifications



X32 Push Notifications



X33 Push Notifications

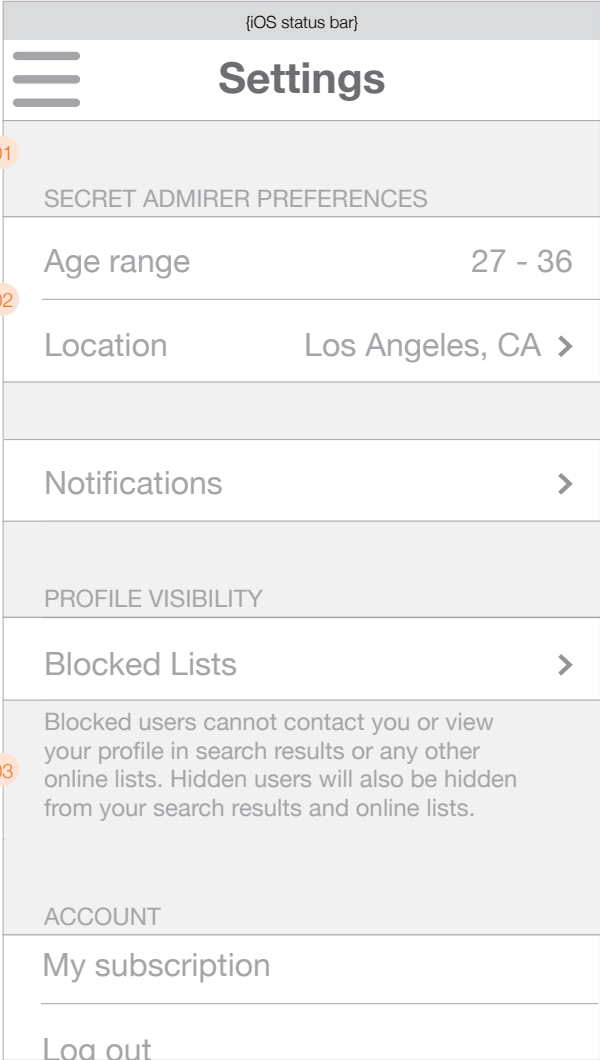


- 01 Badges appear on the application icon for new messages and chat requests only.
- 02 Banner notification (type of notification determined by the user in device settings)
- 03 Modal notification (type of notification determined by the user in device settings)

Push notifications will be delivered based on the outline on the Settings screen (X09). This page details the type of notification and the content.

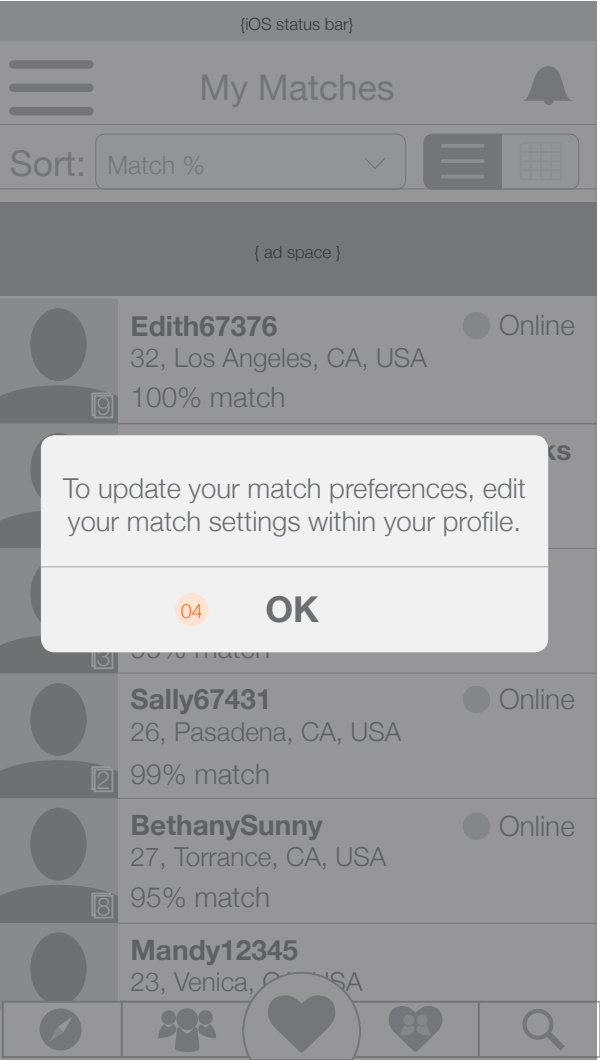
Type	Message for Subs	Link destination for Subs	Message for Non-subs	Link destination for Non-subs
New Message	"<username> just sent you a message!"	View the message	"<username>, you have a new message!"	Subscription page
Chat	"<username> wants to chat with you right now!"	Chat pop-up	"A JDate wants to chat with you right now!"	Non-subscriber chat pop-up
Mutual Yes	"You both said YES! Send <username> a message now!"	<username>'s profile	"You and <username> both said yes!"	<username>'s profile
Matches	"Today's match is <username> - take a look!"	<username>'s profile	"Today's match is <username> - take a look!"	<username>'s profile
Photo approved	"Your JDate photo has been approved – now, add a caption!"	My photo page / edit	"Your JDate photo has been approved – now, add a caption!"	My photo page / edit
Photo declined	"There was a problem with your JDate photo, please submit a new one."	My photo page / edit	"There was a problem with your JDate photo, please submit a new one."	My photoo page / edit
Photo caption declined	"There was a problem with your photo caption, please submit a new one."	My photo page / edit	"There was a problem with your photo caption, please submit a new one."	My photoo page / edit
JDate promotion	{text TBD by marketing team}	{Varies depending on the specific promotion}	{text TBD by marketing team}	{Varies depending on the specific promotion}

A01 Settings main page



- 01 Match Preferences and Members Online Preferences should be removed from the settings section altogether.
- 02 The first item in the settings section is the age range picker (2 slots going from 18-99) and selector to restrict Secret Admirer location.
- 03 Text on the “Blocked Lists” should differentiate between Blocked and Hidden users.
- 04 Pop-up message should appear *one time only* for all users instructing them on how to change their match preferences.

A02 Matches page



X01 Settings main page

{iOS status bar}

≡

Settings

MATCH PREFERENCES

01

Gender

Men seeking women

Age range

27 - 36

Location

Los Angeles, CA >

02

Religion

Reform, Conserva... >

MEMBERS ONLINE FILTERS

Gender

Women

03

Age range

27 - 36

Country

United States

05

Languages

English, Spanish, ... >

SECRET ADMIRER PREFERENCES

- 01 Slot-machine picker for Gender (men seeking men, men seeking women, women seeking men, women seeking women) and age (two pickers that go from 18-99)
- 03 Religion chooser lets people choose desirable Jewish denominations.
- 04 Slot-machine pickers for Gender, Age range, and Country for viewing Members online.
- 05 Language chooser lets people choose acceptable languages for viewing members online.
- 06 Users can choose current location, ZIP, or region to define their match location.

- 07 Slot-machine pickers for Country, State/Region, and City.
- 08 Multi-picker for acceptable religions for determining matches
- 09 Multi-picker for acceptable languages for displaying members online

X02 Match location

{iOS status bar}

< Settings

Location

Restrict my matches to the following area:

✓ Use my current location

ZIP/Postal code

06

Region

Paris, France >

X03 Match location (cont'd)

{iOS status bar}

< Location

Region

Country

France

State/Region

Ile de France

City

07

Paris

X04 Match religion

{iOS status bar}

< Settings

Religion

Any

All Jewish

Reform

08

✓

Conservative

✓

Orthodox (Frum)

Orthodox (Baal Teshuva)

✓

Modern Orthodox

✓

Traditional

Conservadox

Hassidic

Reconstructionist

Another stream of Judaism

X05 Members online language

{iOS status bar}

< Settings

Languages

All

✓

Arabic

Bengali

09

✓

Bulgarian

Chinese

Czech

✓

Dutch

English

Finnish

✓

French

German

Hebrew