Conservation International

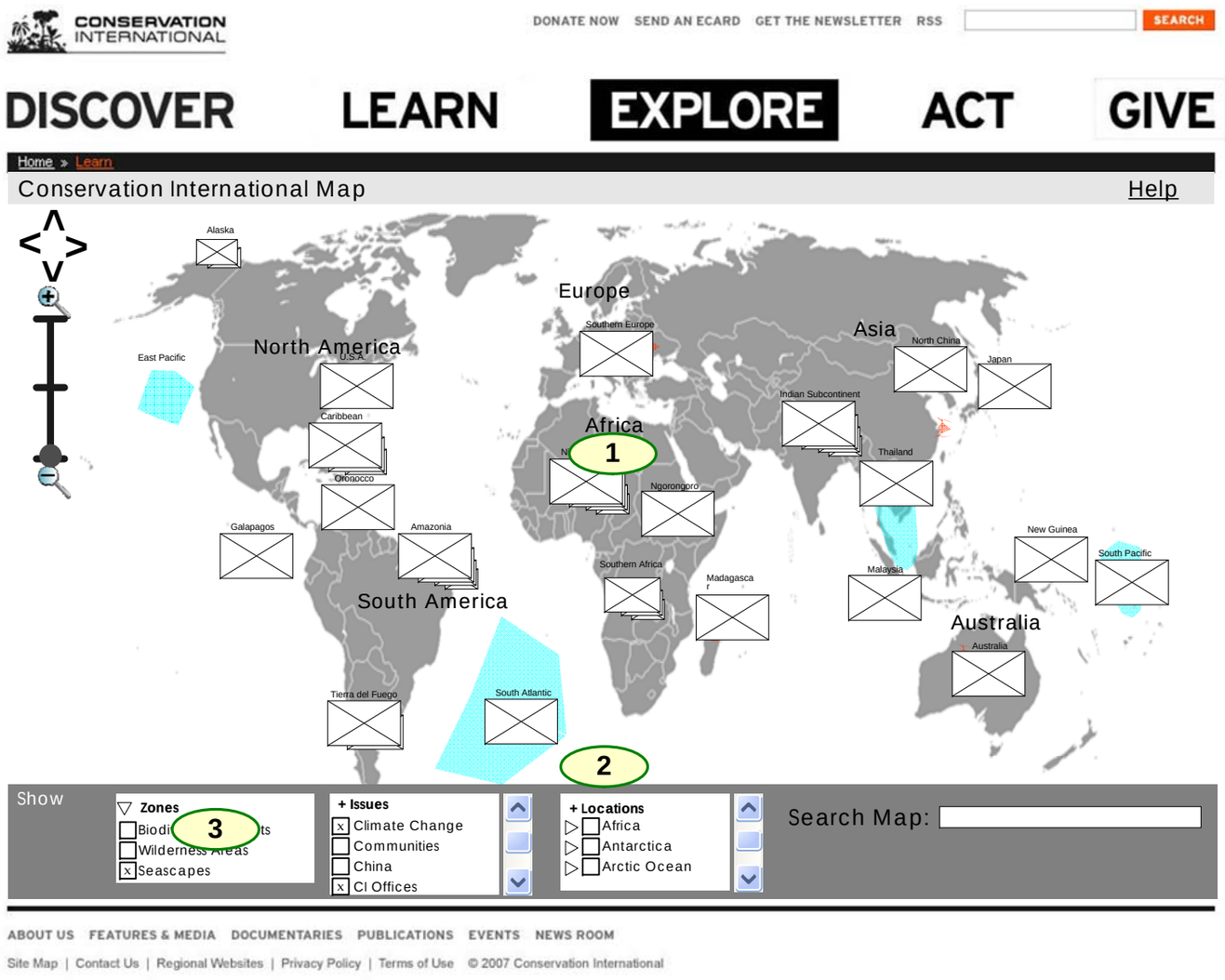
CI Map

Submitted By: Atmosphere BBDO

Submitted To: Conservation International

Dated: 8 April 2008

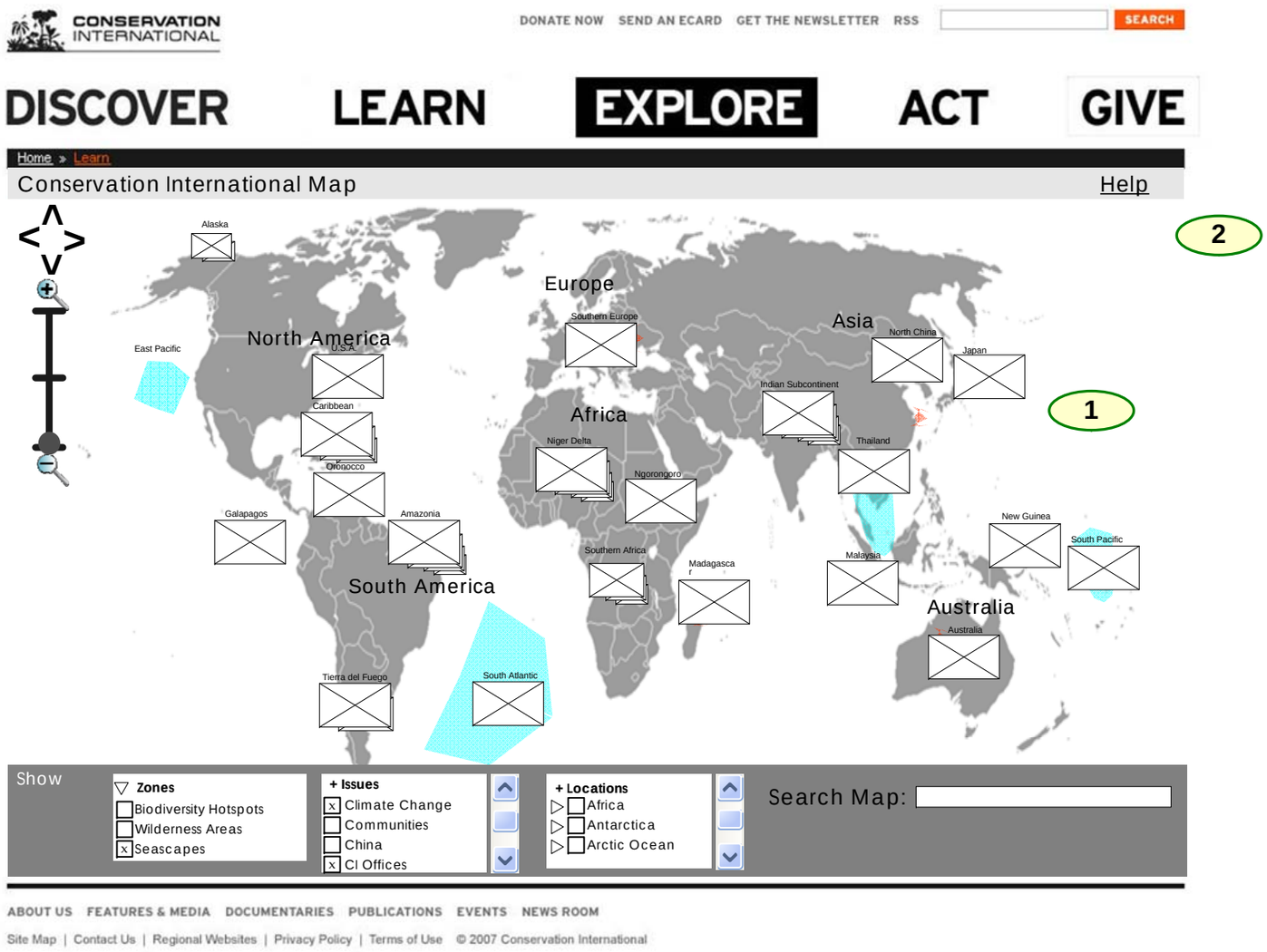
Notice: The enclosed material is proprietary and confidential. This material is presented for the purpose of evaluating services and may not be disclosed in any manner to anyone other than the addressee and employees or authorized representatives of Conservation International and Atmosphere BBDO.



Notes

1	In order to avoid an overly cluttered map, the icons will be clustered into stacks. At the world level, there is a limit of 20 icon clusters (recommended), controlled externally by CI. This is a recommendation to keep icons from overlapping each other. CI is responsible for setting Lat./Long. values to ensure that icon clusters do not overlap. Every cluster in the world view represents a geographical location, every cluster in the world view would need to be defined by name, lat/long and UID. At max zoom out, the stacks will be either continents or transnational region. One level zoom in, the stacks will be either nation or region. At the highest zoom, icon stacks will be at either region or lat./long. Stacks have four settings, showing one, two three or four icons. Each successive icon (up to four) is smaller than the previous one and is placed behind the first icon. If a change of filter adds an item to a stack that is already at four, the stack stays with four items, but the new thumbnail is shown on top to show a change in state.
2	There are 3 zone types that are controlled through the menu. They can be toggled on or off and are an overlay to the map. They are not a logical element nor do they have any connection to any search or other functionality and are a graphical interface.
3	Default Setting – CI will have the option to choose a default filter setting, determining which “Show” controls are selected or unselected on load of the application. CI will have the option of showing a Item Explorer or a detail screen or neither by default. In addition, CI will have the option to show a help screen by default, which will be displayed on top of any other default view.

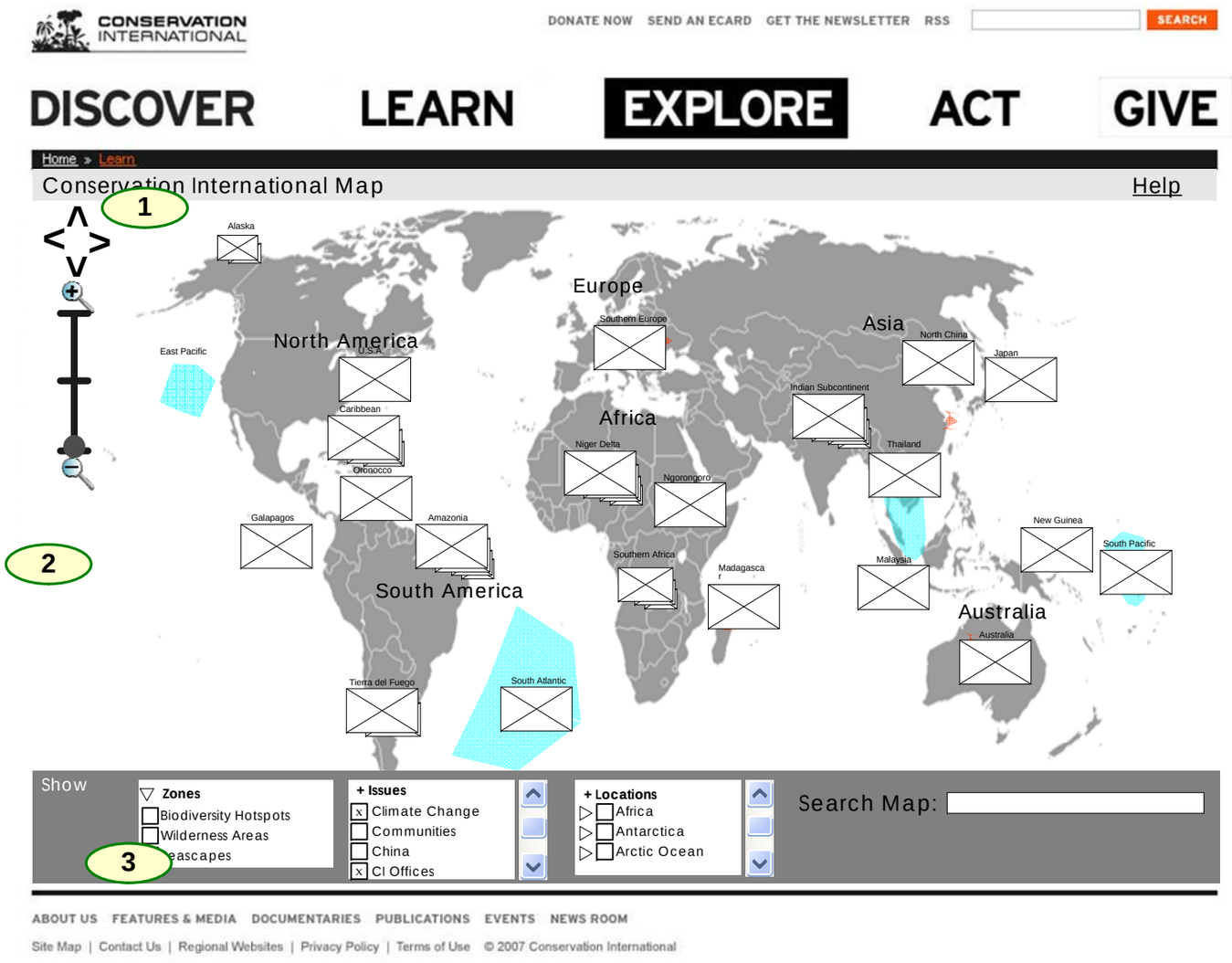
Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Notes

1	Users will have the option to zoom only in the predefined zones. In other words, the zoom bar would be the only means of zooming in and out in the application. The map application allows three levels of zoom. On pressing the zoom in icon, or by moving the zoom level indicator up, the map zooms in and the icon representing the current zoom level moves up one notch. In addition, double clicking on the map will zoom the map to the next zoom level, if available. The zoom levels are preset and predefined for the whole application. There aren't different zoom levels based on location but a total of 3 zoom levels. For purposes of this document, the first zoom level will be called the Zoom 1, a deeper view will be called the Zoom 2 and the deepest view will be called the Zoom 3.
2	Near the zoom bar, the application will have a navigation tool, that allows the user to move the map left, right, up down, which will represent moving the map north, west, east and south. On each click of a directional arrow, the map will move in that direction approximately 80% of a map width or height.. This will keep a known section of the map visible so the user is still oriented. Another form of navigation would be click and drag. Thus a user would be able to click anywhere on the map that does not contain clickable elements (icons, clusters, controls) and drag the map. The exact behavior of this functionality will be determined by application performance. A complex map would hinder this performance and as performance is the chief objective, we will need to revise any content that interferes with performance. The exact behavior of this functionality will be determined by application performance.

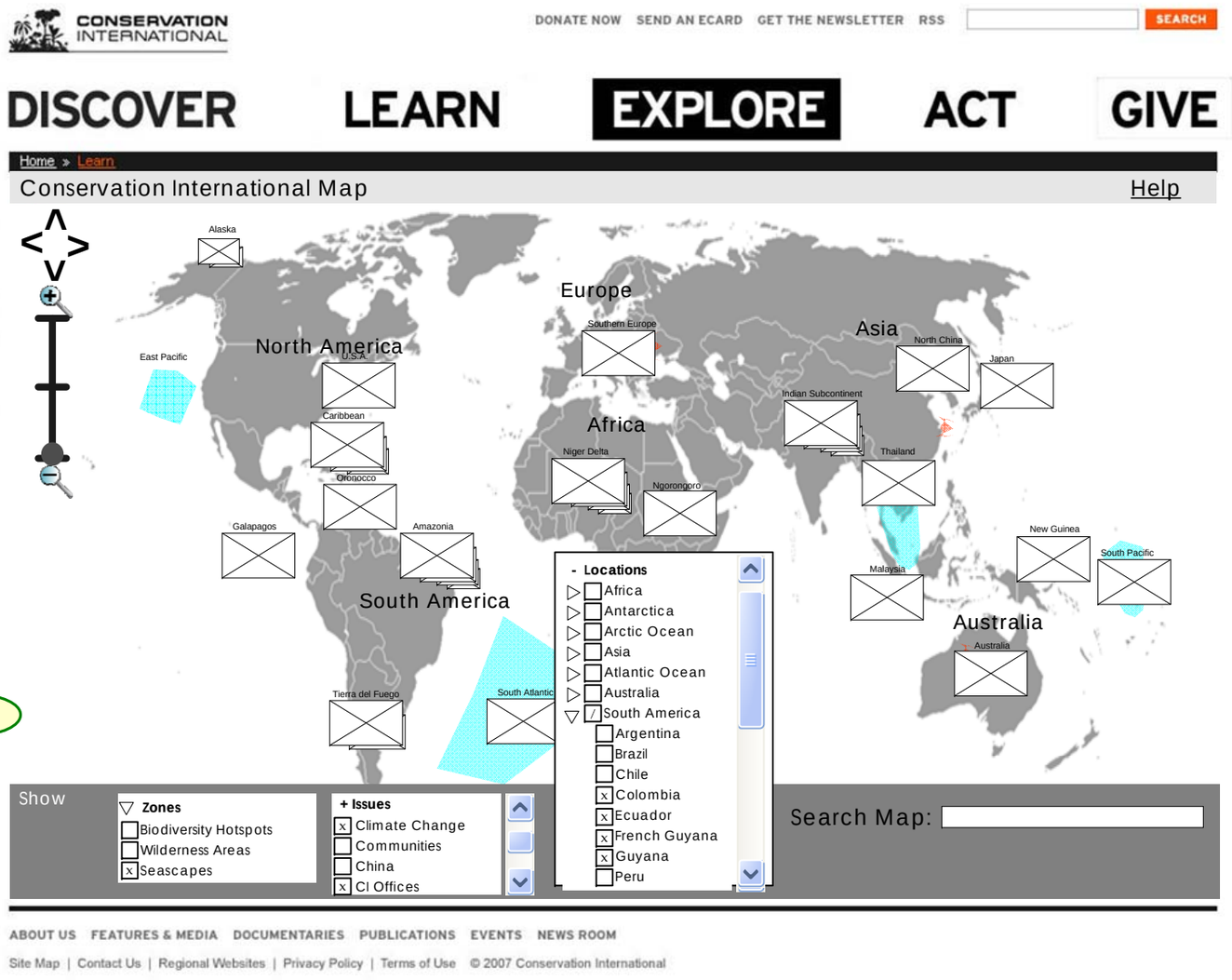
Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Notes

1	The controls on the left side, labeled “Show” allow the user to show or hide content. The controls include categories for Zones, Issues and Locations. On selection of a (clicking on the box or the associated label) a mark appears in the box as feedback and any of the corresponding areas or thumbnails that match that label are shown on the map in its appropriate cluster and/or location. By deselecting (clicking on the marked box or the associated label of an object currently selected) the mark disappears and the corresponding areas or thumbnails are hidden from view.
2	There are three filter sets, Zones, Issues and Locations. Each can be minimized or maximized. The Zones set is static, but the other two, Issues and Locations are dynamic, created out of the CI data set used to populate the map. Both Issues and Locations will be specified in the external data store. The application will read and parse the data to create the Issues and Zones controls lists.
3	Default Filter setting – CI will have the option to choose a default filter setting, determining which “Show” controls are selected or unselected on load of the application.
*****	There are two versions of the map, the low bandwidth and high bandwidth. Low bandwidth does not include zooming.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



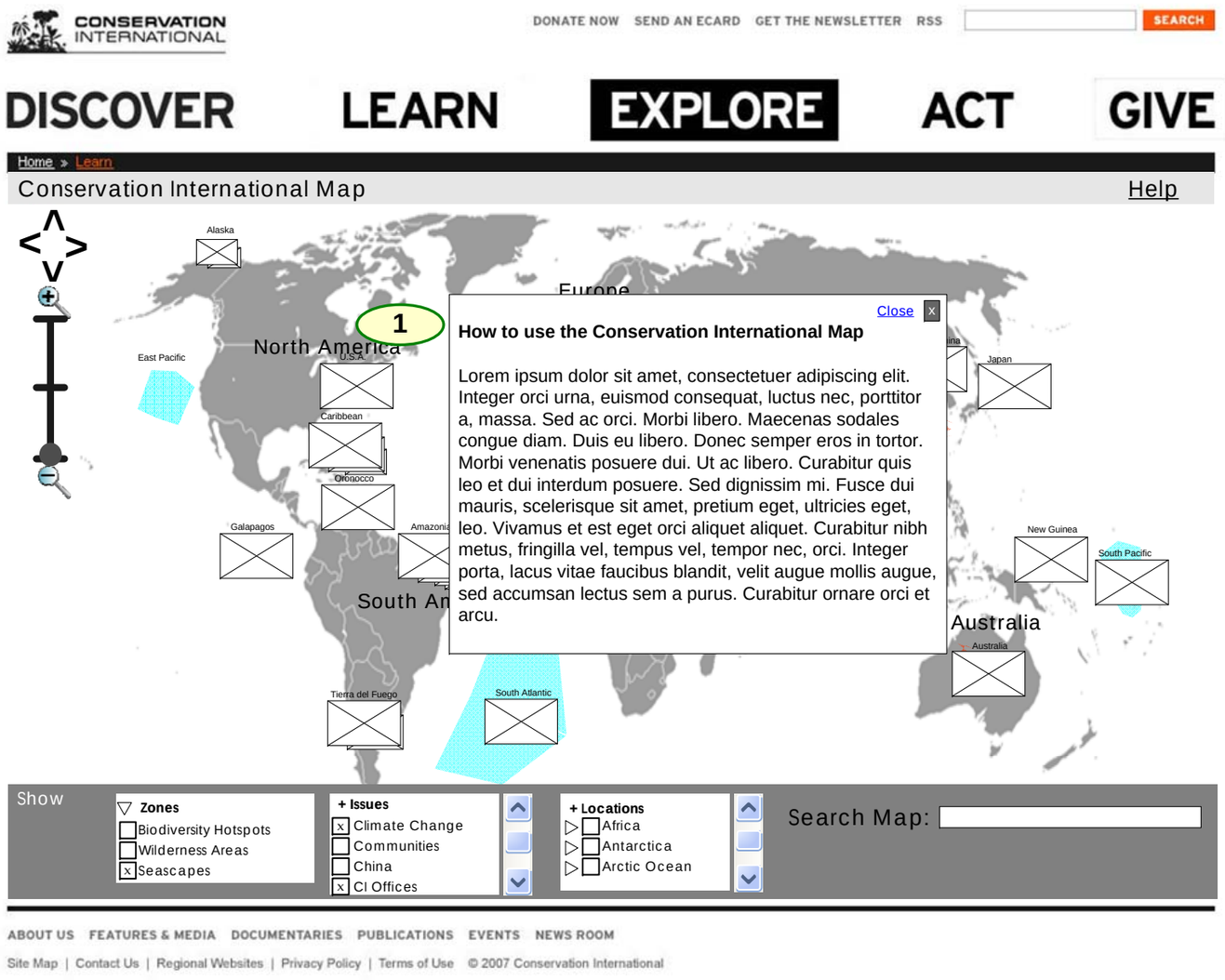
1

Notes

1	Locations and Issues menus pop up to show all of their options (to a maximum of the middle of the screen) In the Locations section there is a hierarchy of selections, so these controls will need three possible visual states. Selected, unselected and partially selected (Check, nothing and dash is the usual iconography, but creative will determine how to visually represent this). If nation is selected, that nation is shown as selected. The continent to which it belongs is shown as partially selected. If all nations in a continent are selected, then the continent is selected. On click of a partially selected object, all subsidiary objects of that object are selected and the clicked on object is shown as selected. On click of a selected object, all subsidiary objects of that object are deselected and the clicked on object is deselected. If the list of filters runs long a single scrollbar is shown to scroll the filter palette.

ATMOSPHERE BBDO

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

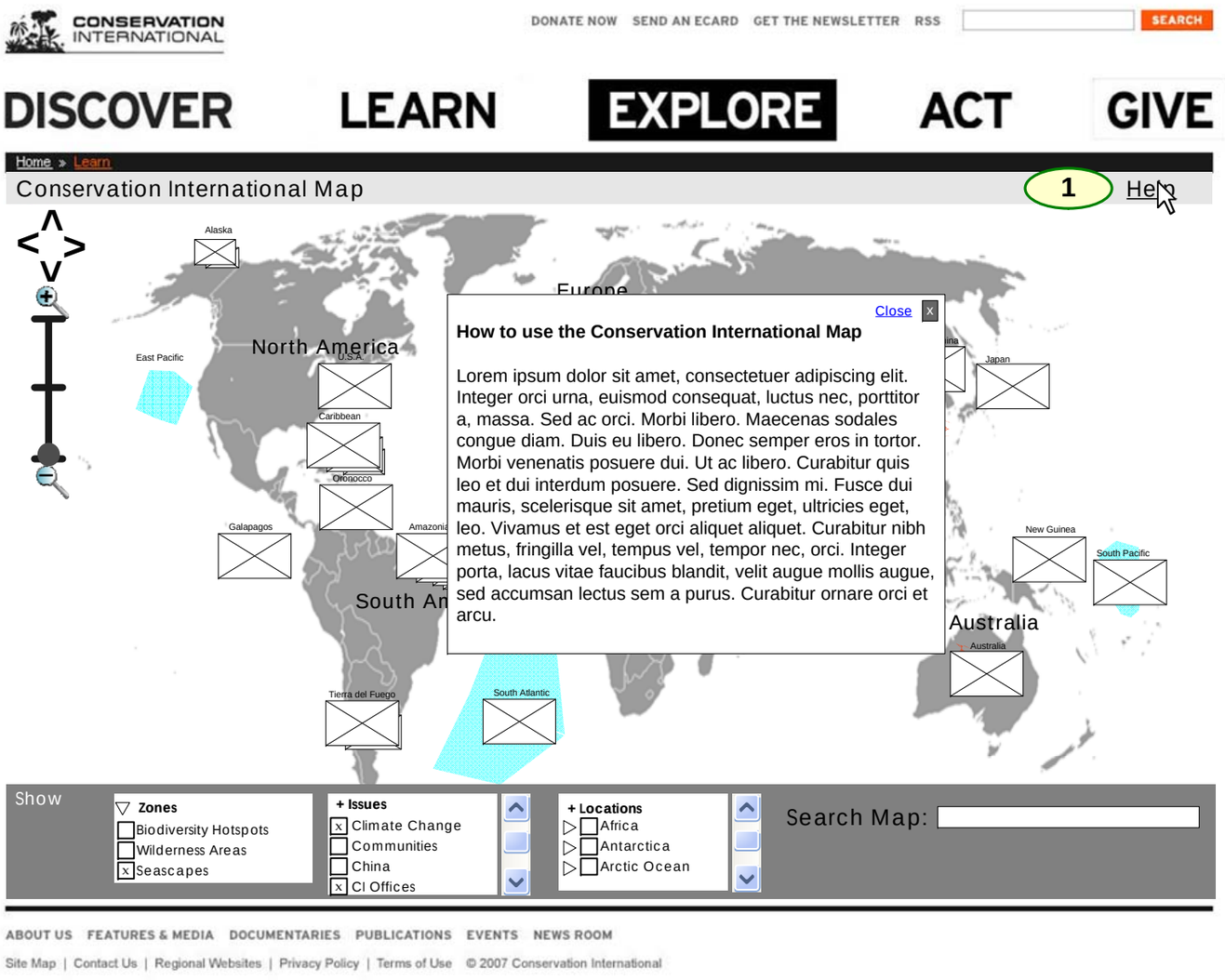


Notes

1	CI has the option to set the default zoom of the map. CI has the option to show a detail screen, a Item Explorer or just the map. CI has the option to show or not show the help screen, which will be over the preview, detail or plain map. Shown here is the help screen. On click of Close or the close box in the upper right of help box, the help box “shrinks into” the help button on the upper right of the map page. On click of anywhere outside of the help box, the help box shrinks into the help button on the upper right.

ATMOSPHERE BBDO

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

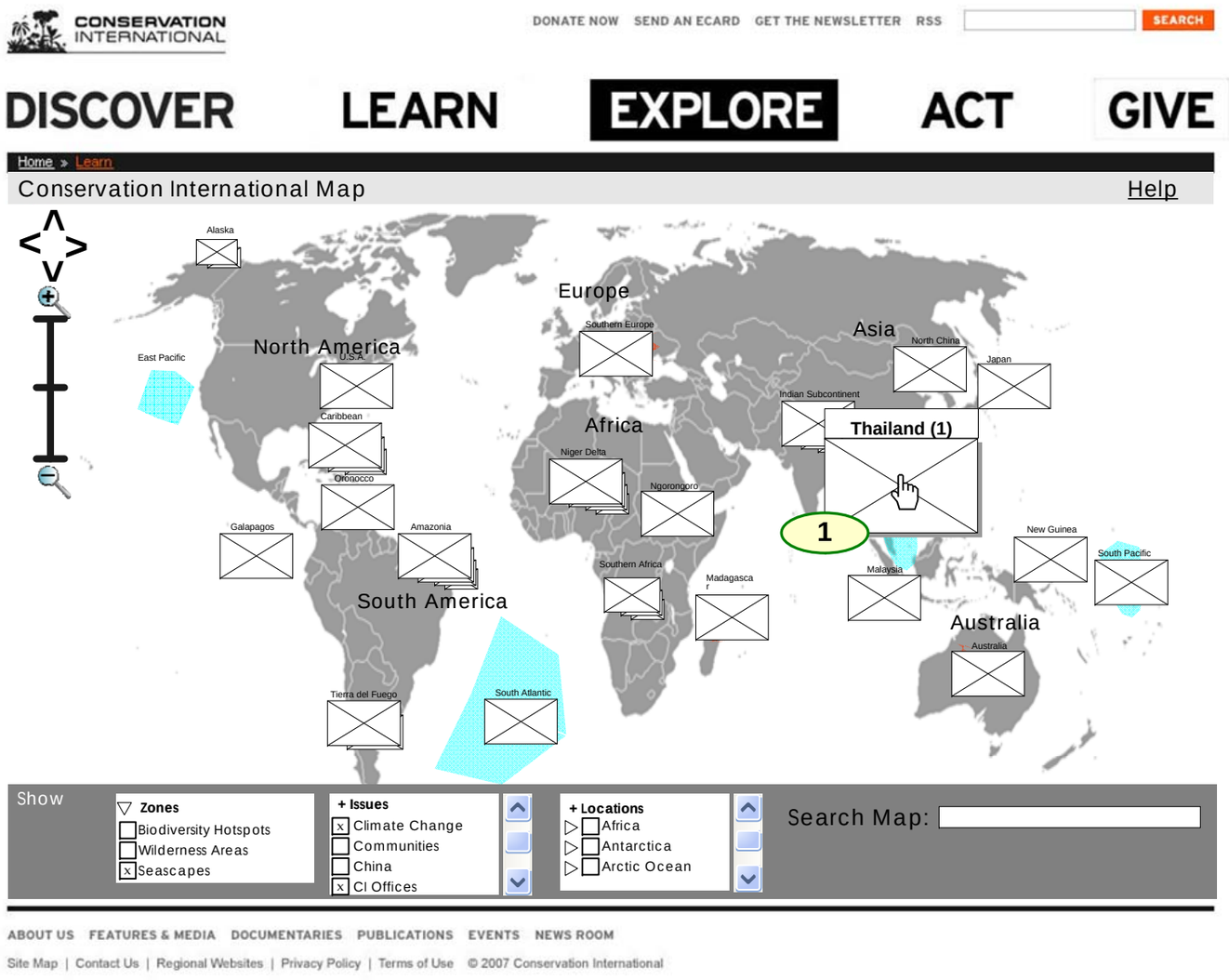


Notes

1	On click of “Help” the help document appears above the map. Help box stays on screen until user clicks the “Close” at top right of help box or the accompanying close box OR clicks an active item outside of the help box.

ATMOSPHERE BBDO

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

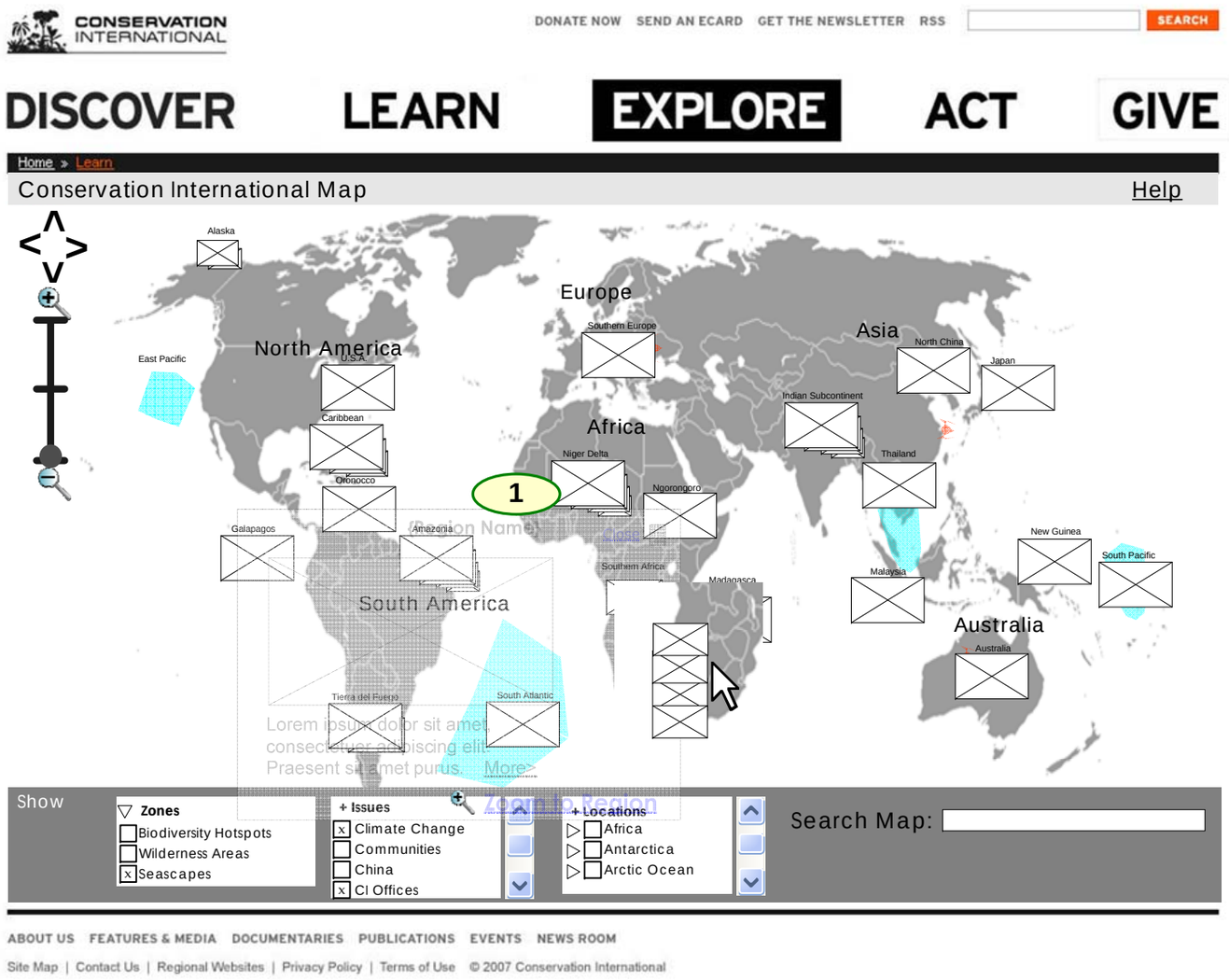


Notes

1	On rollover of icon, icon grows to give a better preview image. In addition, the number of stories in that icon set is displayed near the name.
2	Note that the space for icon set names is limited and if the name is longer than the space allowed, the characters will wrap to the next line. This application will not include hyphenation and justification rules. CI is responsible for all hyphenation and justification.

ATMOSPHERE BBDO

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

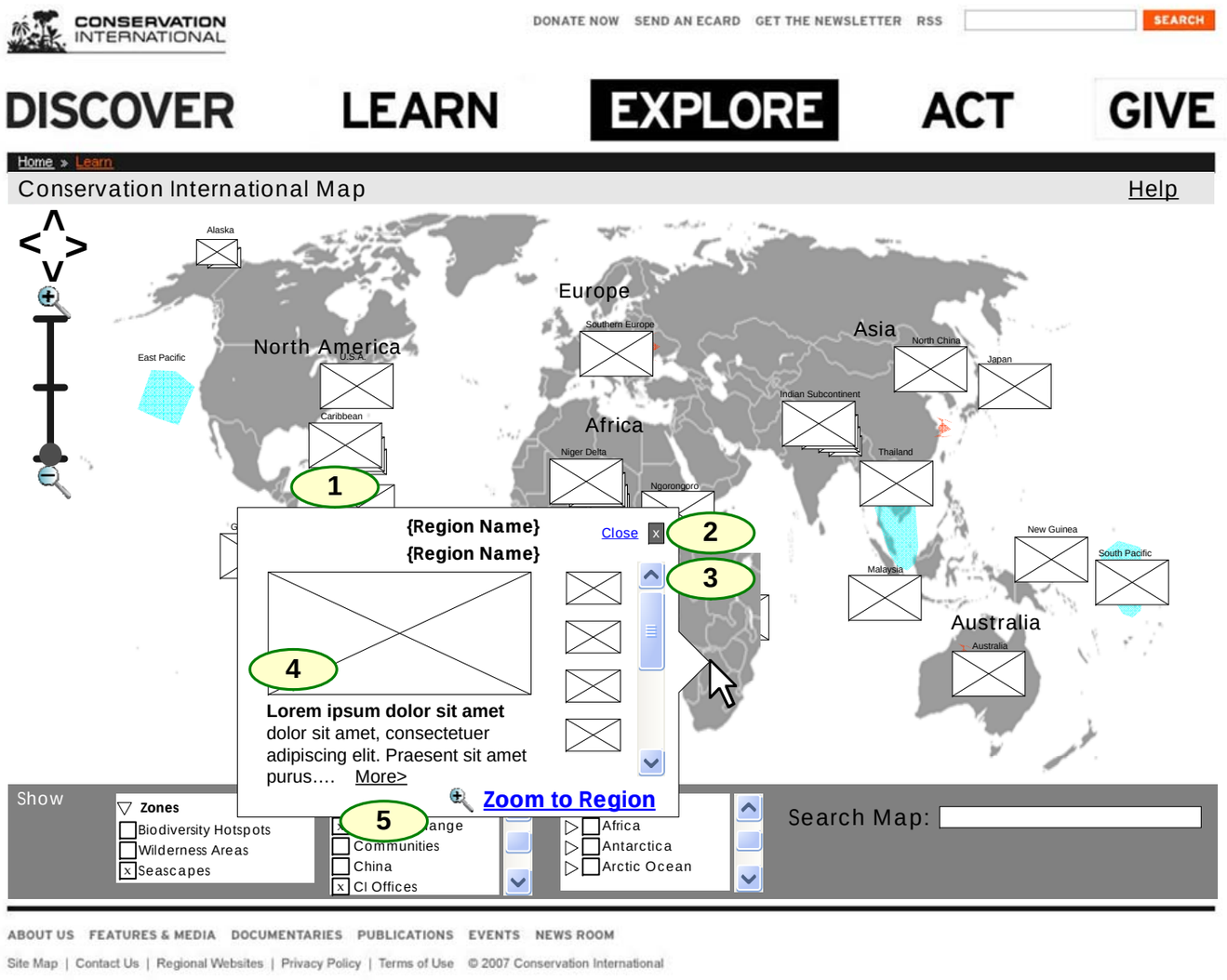


Notes

1	On click of a stack the thumbnails spreads upward/downward into a column and moves toward the appearing Item Explorer (location of box is determined by which direction has the room for a preview box.) Icons are listed in origin date order, from newest a the top to the oldest on the bottom. If more than 5 items are represented by a cluster, only 5 will be animated. The remainder will be accessible by the Item Explorer scrollbar. Only one cluster/Item Explorer can be open at one time. When user opens a cluster, all other open cluster(s) will close. When map zoom levels are changed, the open cluster/item(s) would close as well. When a cluster is open it will have an arrow (or other visual illustration) indicating its origins. A Item Explorer appears which holds the thumbnail(s) and a larger preview image. The preview box includes a triangle pointer on one side of the box that points to the stacks original location.

ATMOSPHERE BBDO

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

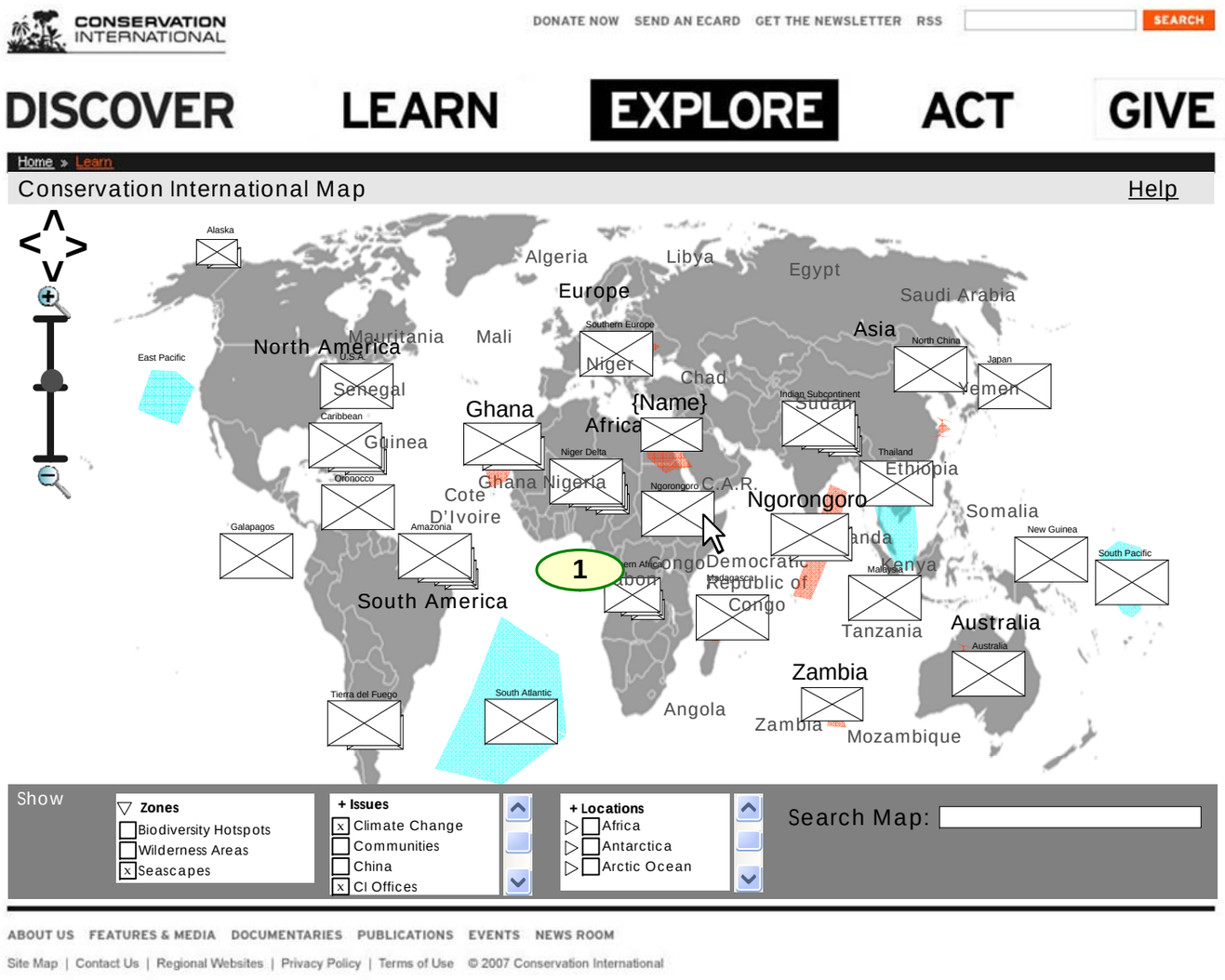


Notes

1	The Item Explorer, when fully visualized, includes a title which is the name of the location, region, nation, trans-national region or continent where it is located. Note that the Item Explorer should not overlap over the Show controls on the left.
2	On click of "Close" or the accompanying close icon, the Item Explorer box is closed. On click of an active item anywhere outside of the currently open Item Explorer box, the Item Explorer box is closed.
3	The Item Explorer box includes a column of thumbnail(s) on the right hand side. On roll over of a thumbnail, the thumbnail highlights. On click of the thumbnail, that locations parameters (photo, name, description) populates the left side preview area.
4	The preview area includes an image from the currently selected location, the name of that location and a short description of the location and/or why it is cited. The preview also includes a "More" link. On click of the location image or the "More" link, the Feature Box is displayed over the Item Explorer and Map.
5	Zoom to Region link is included in all Item Explorer boxes. On click of "Zoom to Region" or the icon, the Item Explorer box is closed and the map zooms to the location that the Item Explorer points to. Note that if the map is at Zoom 3, the Zoom to Region link and icon are not shown.

ATMOSPHERE BBDO

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

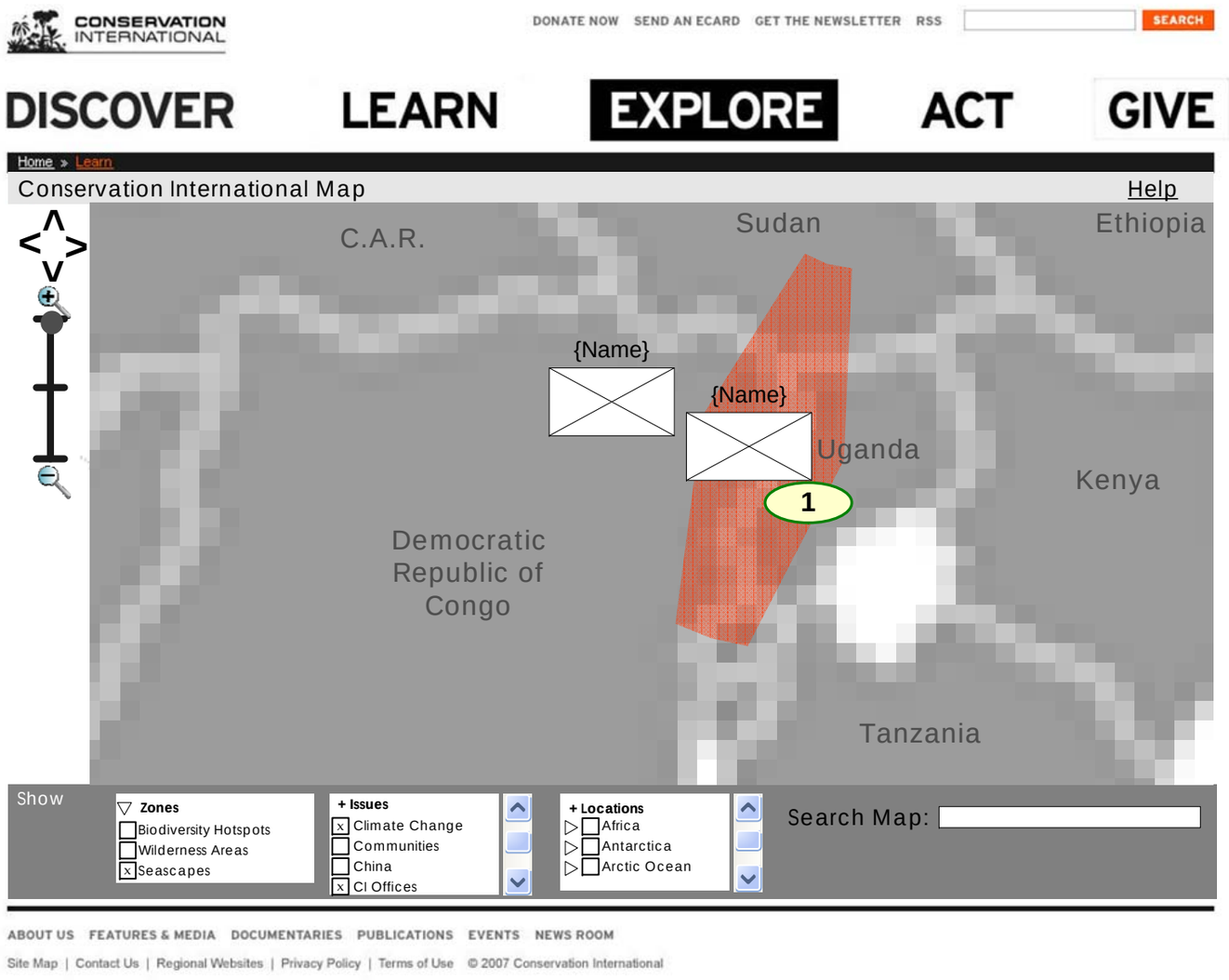


Notes

1	Every cluster in Zoom Level 2 represents a geographical location and would need to be defined by a name. This clustering would not be controlled through an admin tool in this level, but is based on the level 2 name of the story. The location name in Level 2 is the cluster. The average lat/long number would then be the coordinate of the cluster icon. CI would not have manual control over location for level 2 clusters but would have *cluster name* control and lat/long control per story. (Thus, CI is responsible for naming clusters; Atmo is responsible for building the logic to enable cluster function.) **Note**: Application would not customize location. In other words if lat/longs are too close then CI would need to change the lat/long range per item(s). This behavior would be extreme and rare. **Note:** If a contiguous region (such as the Pacific Ocean) is displayed on the extreme left and extreme right of the map, the averaged location will be in the center of the map. CI is advised to divide the Pacific into East Pacific and West Pacific for Zoom Level 1. At all levels, the filters at left operate the same way. They hide and show thumbnails and zones.

ATMOSPHERE BBDO

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

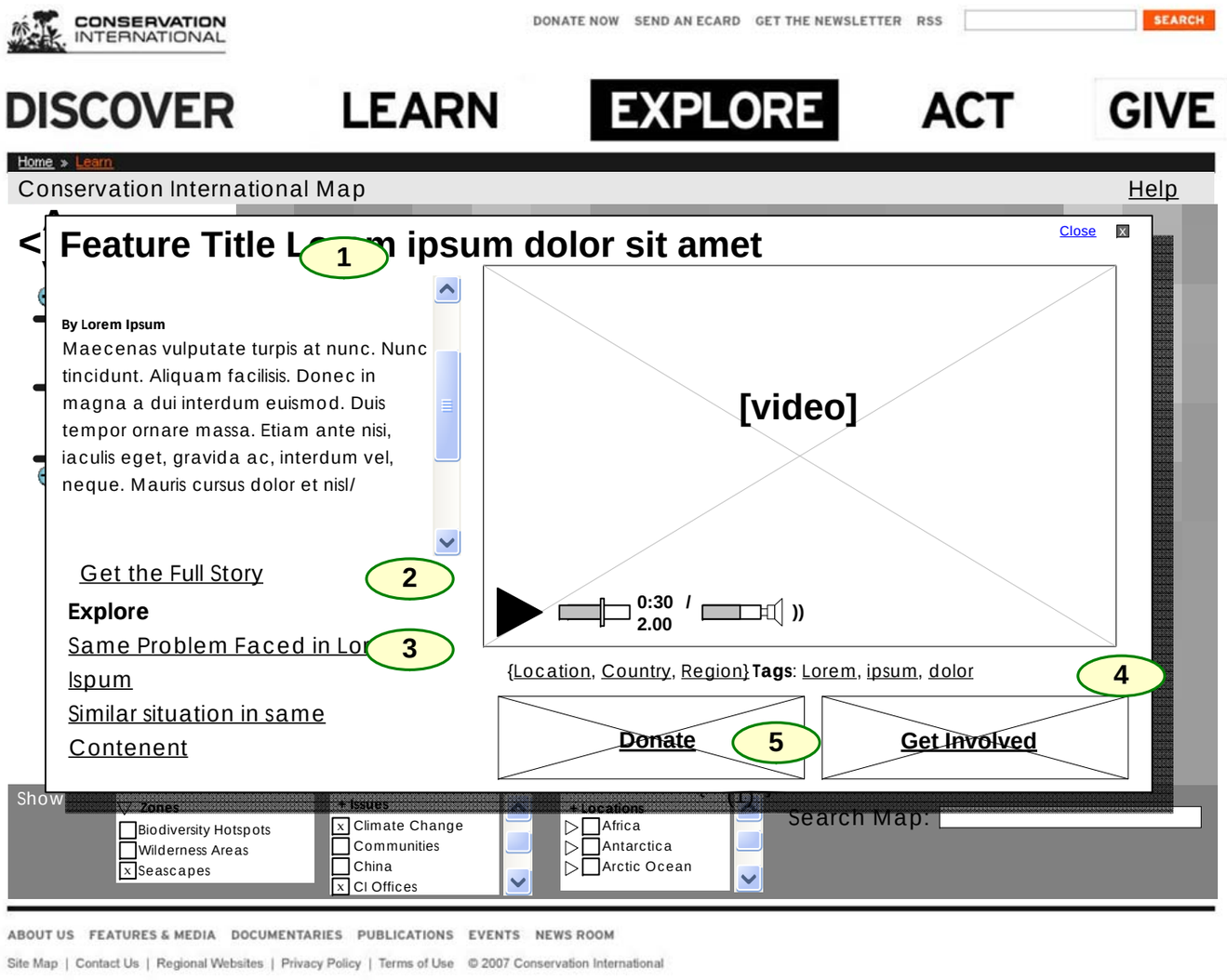


Notes

1	Zoomed in to 2nd level, the map shows nations and or sub-national regions. Stacks are divided again and thumbnails are placed in their respective locations. In this level items would not be clustered but would be shown based on their individual location. If there are stories that are in the exact same coordinate (lat/long) a cluster would form dynamically. Note: Application would not customize location. In other words if lat/longs are too close then CI would need to change the lat/long to fit design needs. The icon showing the current zoom moves to the top notch on the zoom meter, top right.

ATMOSPHERE BBDO

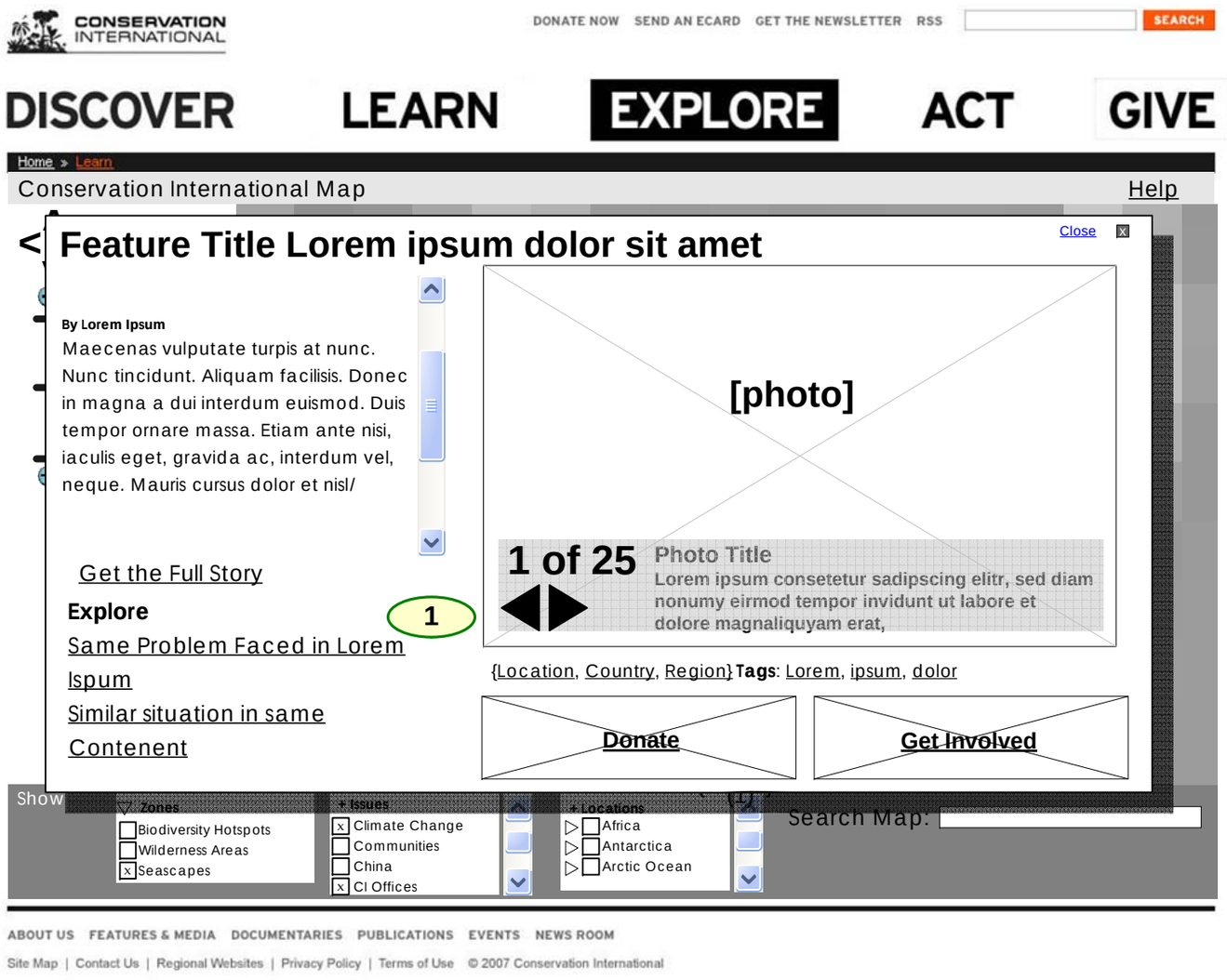
Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Notes

1	Story, video or slideshow give detailed information on that hit. **Note** that "Get the Full Story" goes off the map page to the content gallery.
2	On click of "Get the Full Story", a new browser window will be opened, showing the full story page. See Detail Overlay: Complete Story
3	Allowance for exploration of similar sites, issues or other related content. Links can include "See Next in Region," see next in same problem category or links to content outside of the map. If link is clicked and targeted content is within the map, new content is put in the Detail Overlay and the map centers (in the background) on the new location.
4	Location and tags are hyperlinked. On click, a that location is selected in the left nav an the icons that correspond are placed on the map (behind the Detail Overlay) In addition, Issue tags are listed. These operate identically to the Location tags.
5	Opportunity to donate and/or get involved. Note that these links go off map.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

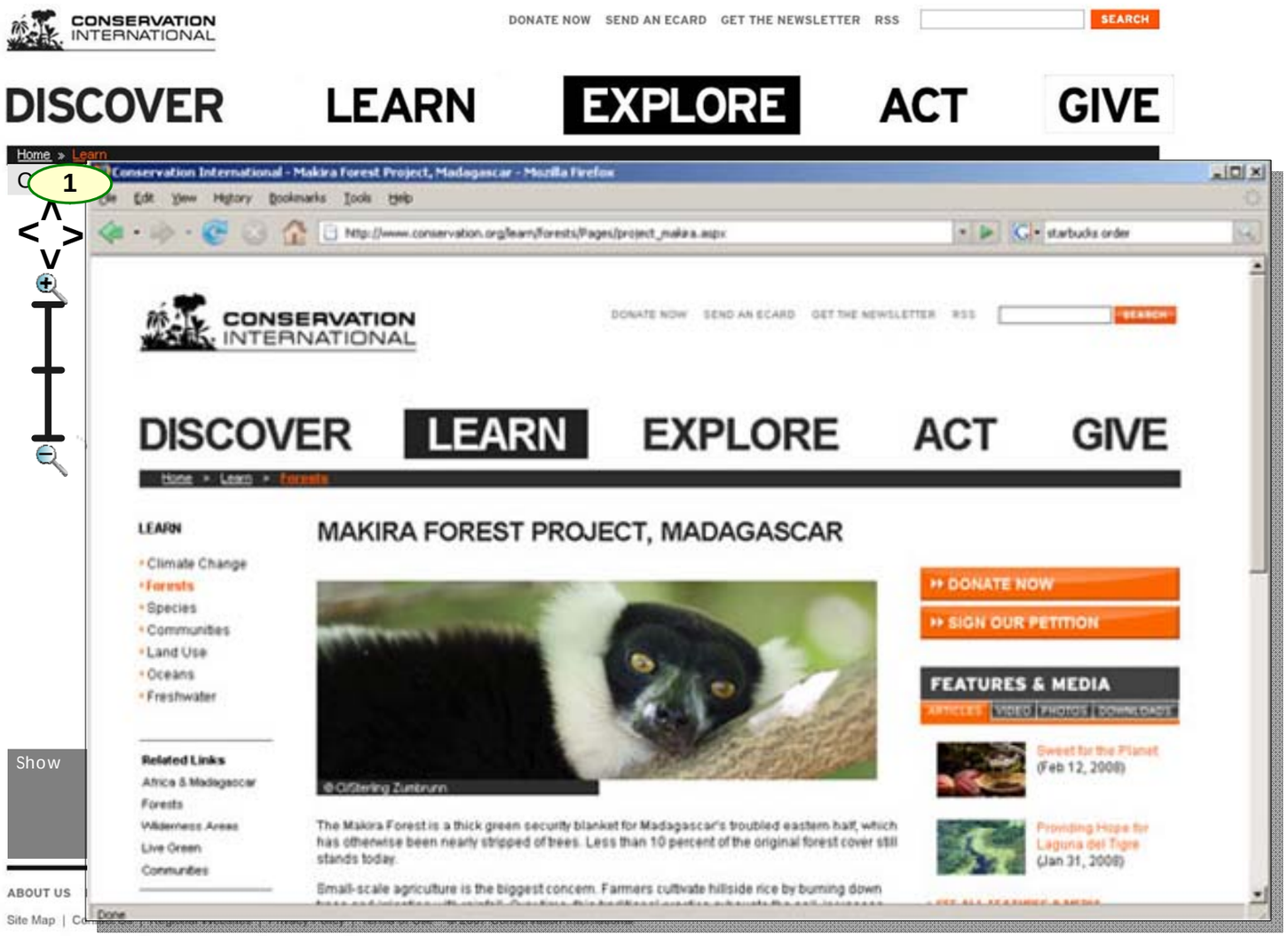


Notes

1	The slides page is identical to the video overlay. Instead of video controls the slide overlay has slide controls (next, previous). Title and description of slide are in a shaded box over photo (see CI design guidelines) If slideshow is a single photo, then slideshow controls are not shown.

ATMOSPHERE BBDO

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Notes

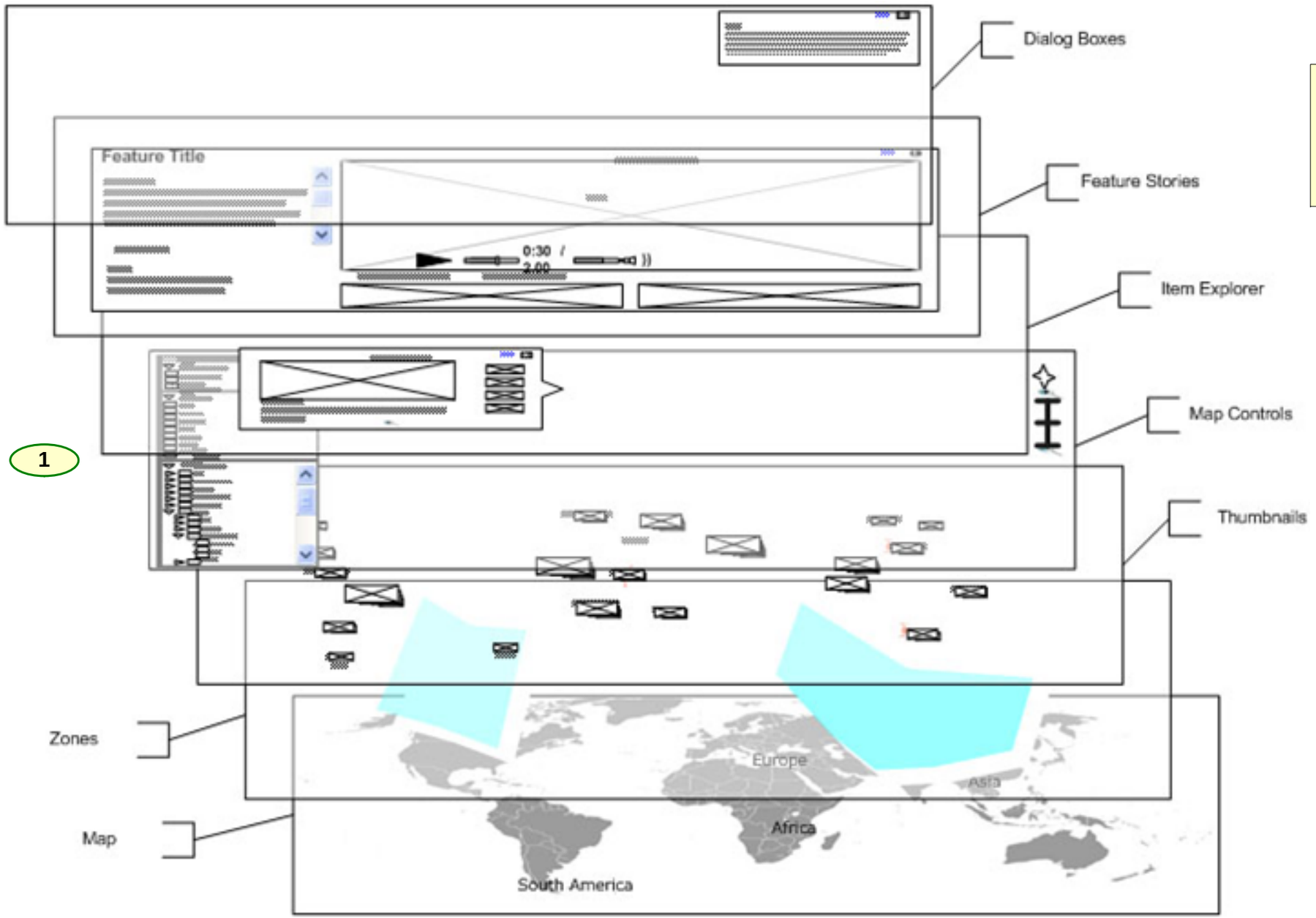
1	On click of “Get the Full Story”, a new browser window will be opened, showing the full story page.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

Conservation International

CI Map, Appendices

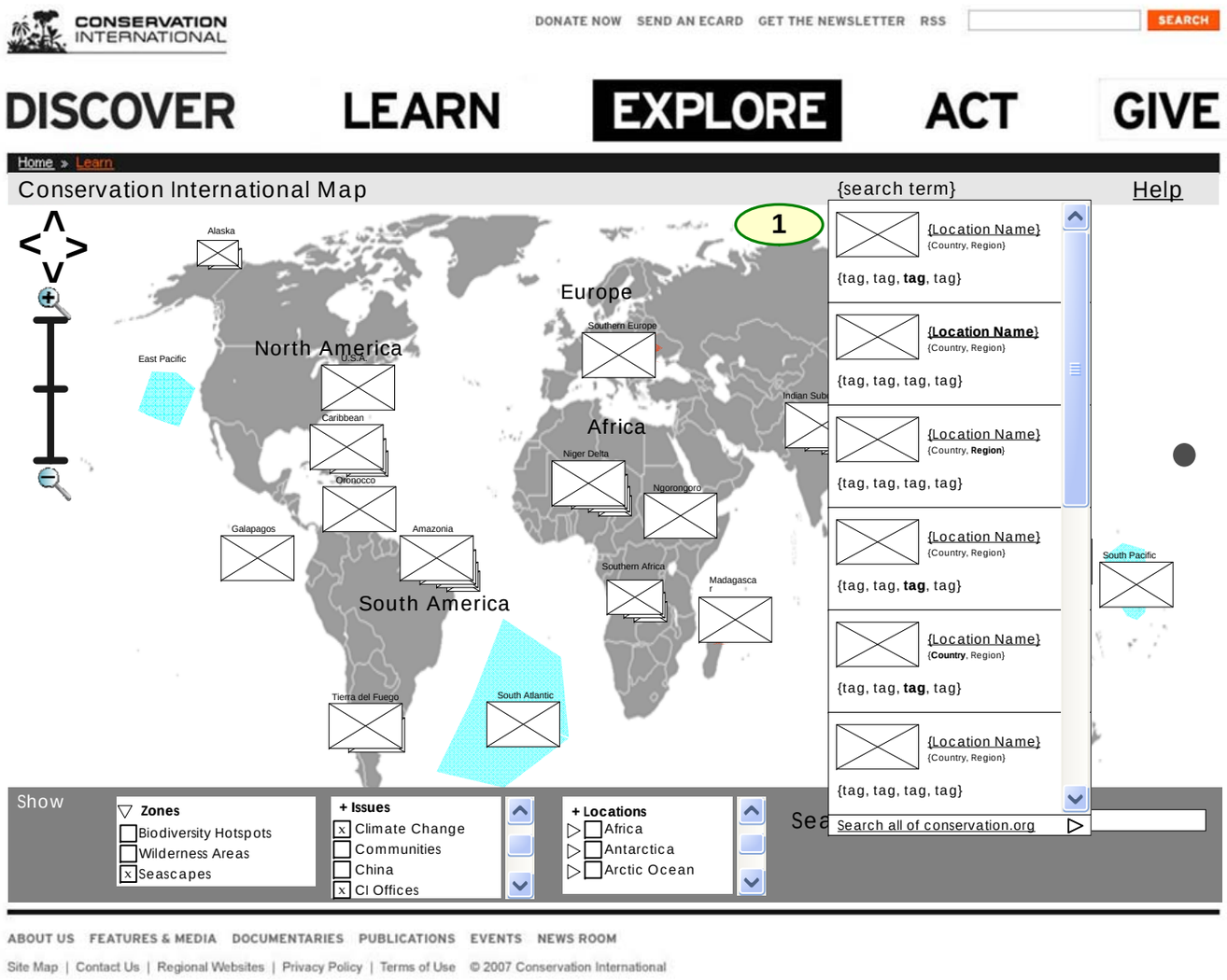
Appendix A: Information Layers
Appendix B: Search Technical Notes
Appendix C: Back End XML



Notes

1	This diagram shows the layers of information in order from top to bottom. This will guide the development where questions as to which items are shown 'in front of' other items.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Notes

Technical Note:

The search will be a client side scan that would entail a quick visual scan of the base terms in the main core xml. Thus the search would scan through for copy that is an exact match to the entered values and would update as the users types in more then 2 characters. The top seven matching items will be displayed.

The search would scan through the map xml nodes in these attributes:

- Filters ,
- locationName:z1
- locationName:z2,
- locationName:z3
- title

As the search feature will be running on the client site there wouldn't be any lag related to server site functionality. Issues that might occur:

- If the amount of data is extremely high it might create longer processing time for low end users

We are looking into options to reduce the complexities. **In return the subset amount of data will be limited to a finite amount that would be determined based on performance.**

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

Notes

Back End XMLs:
The breakdown for the client side needs from the xml's are as following:

For the map xml: (the base xml that is preloaded before the application loads)
Filters ,
location:z1,z3 ,
locationName:z1,z2,z3,
xml link to story,
title,
thumbnail
storyID

For the xml story link: (the detailed view of a specific story)
Author
Excerpt, a text excerpt of the article. (when in mini- copy we will cut copy and add "…" in end of abstract or when)
Media: thumbs, higher quality image, and highest quality image, video if needed.
Article Link, link to article HTML page.
Explore Links

Main objective is to keep xml's as small as possible to enable a larger amount of stories to be rendered. The quantity of stories that can be leveraged on the map would be dependent on the size of the xml itself.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs