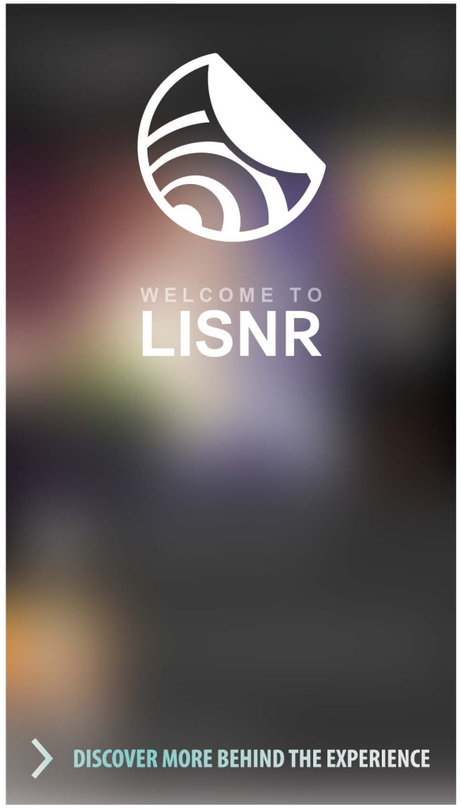
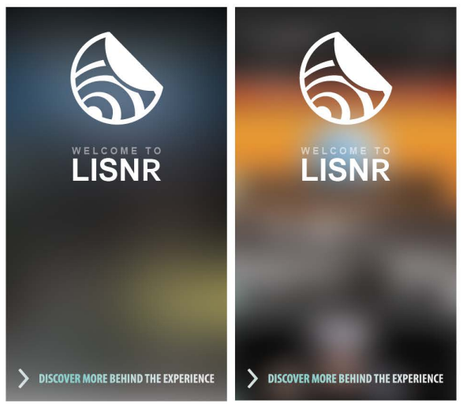

WELCOME TO
LISNR
DISCOVER MORE BEHIND THE EXPERIENCE

LISNR

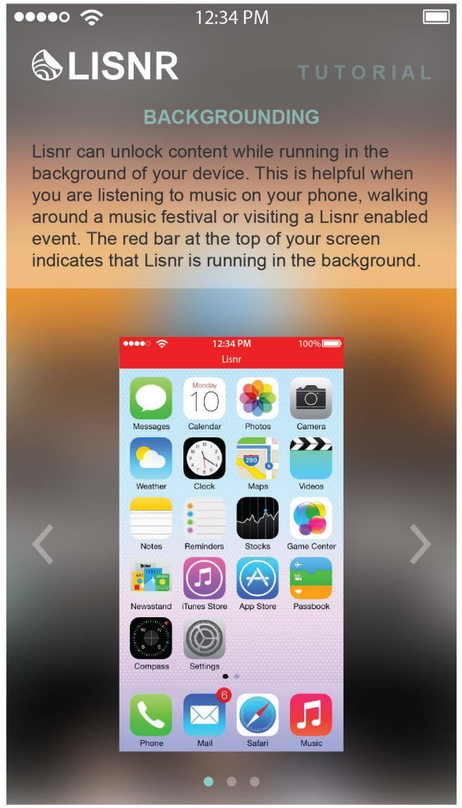
LISNR Entry Screen

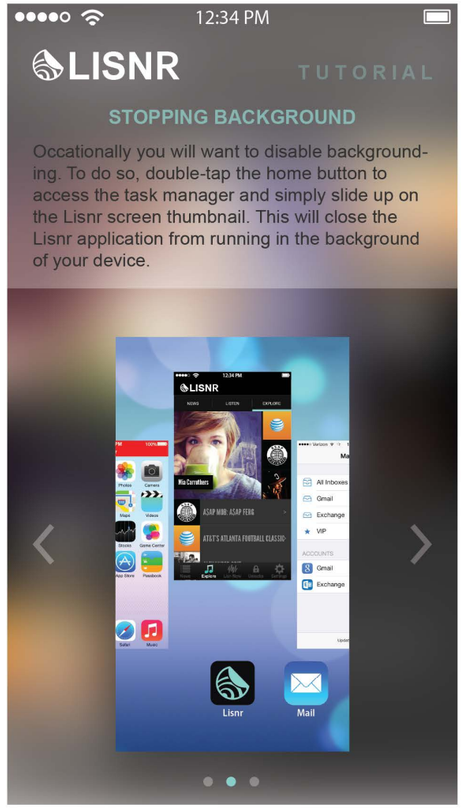


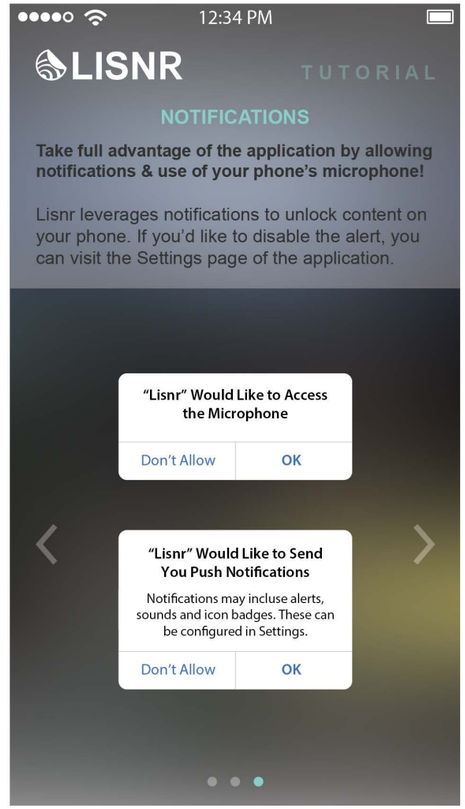


Effect 1:
40 px gaussian blur applied to adjustment mask layer - Responsive to Lisnr app background
Effect 2:
Rolling blue gradient to indicate sliding gesture
Event: Slide to enter tutorial screen

iOS 7 OPTIMIZED LISNR TUTORIAL VIEWS







Effect 1: 40 px gaussian blur applied to adjustment mask layer - Responsive to Lisnr app background
Effect 2: Fluid sliding iOS 7 screenshot tutorials & designated text field
Event: Slide left/right to enter next or previous tutorial screen

Dedicated screen to urge user to allow access to microphone and notifications
*Prompt user permission thereafter



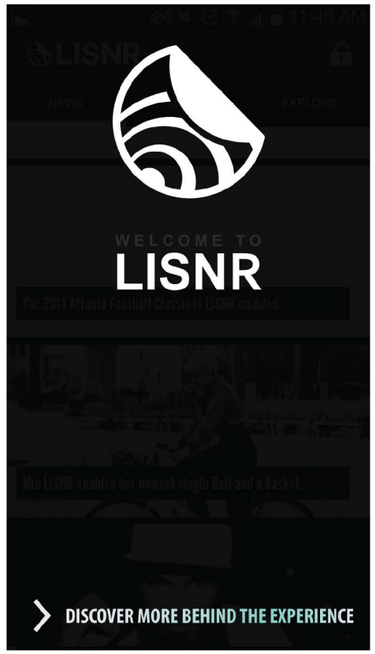




LISNR

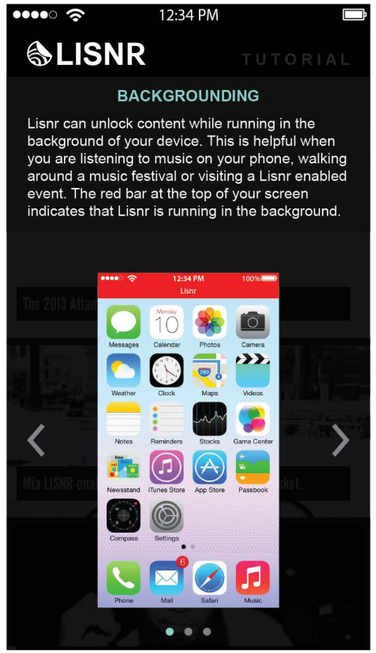
OPEN LISNR APP VIEW

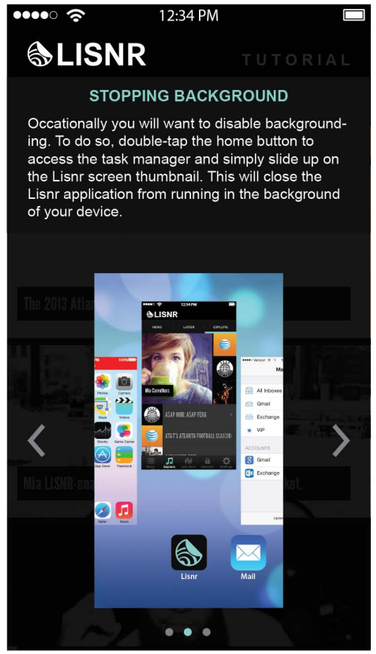


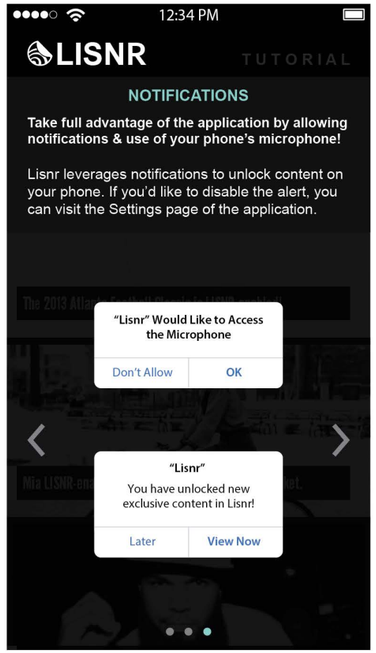


Effect 1: Black opaque overlay fade from 100% to 96%
Effect 2: Rolling blue gradient to indicate sliding gesture
Event: Slide to enter tutorial screen

iOS 7 OPTIMIZED LISNR TUTORIAL VEIWS







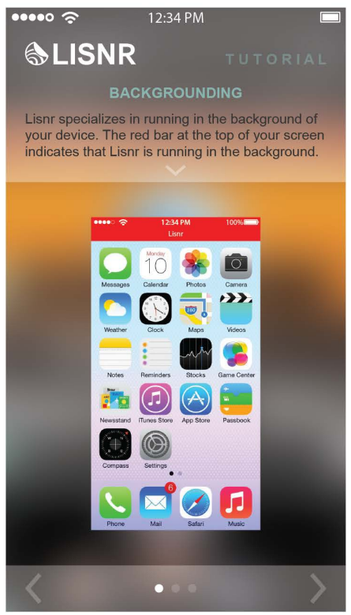
Effect 1: Black opaque overlay fade 96% - Responsive to Lisnr app background
Effect 2: Fluid sliding iOS 7 screenshot tutorials & designated text field
Event: Slide left/right to enter next or previous tutorial screen

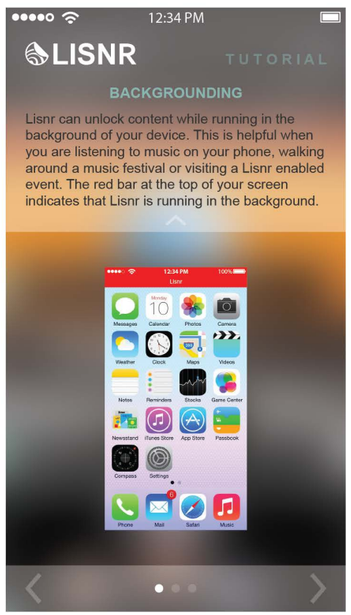
Dedicated screen to urge user to allow access to microphone and notifications
*Prompt user permission thereafter

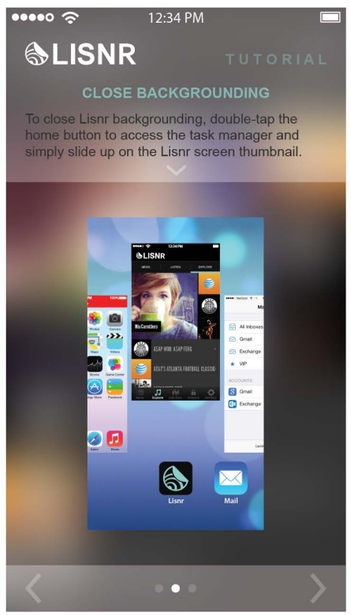


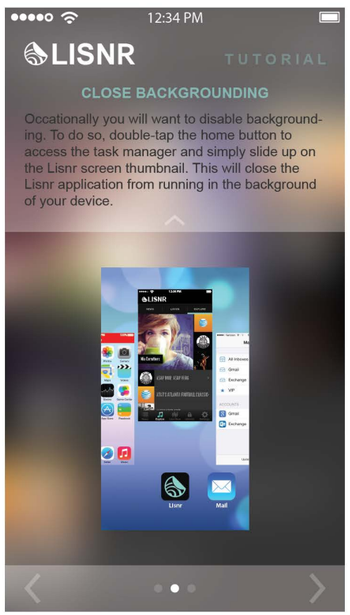
LISNR

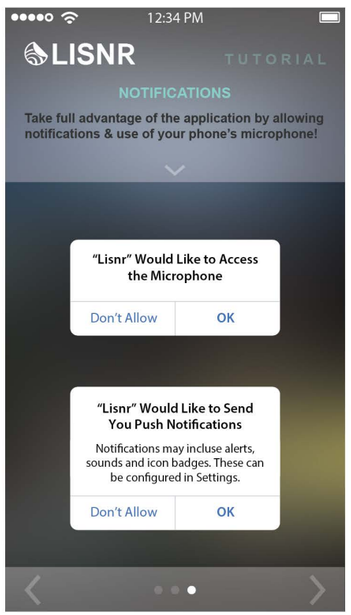
Lisnr Tutorial Alternative Flow & Paraphrasing

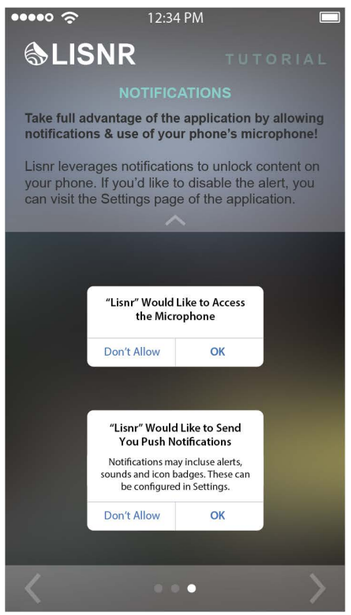








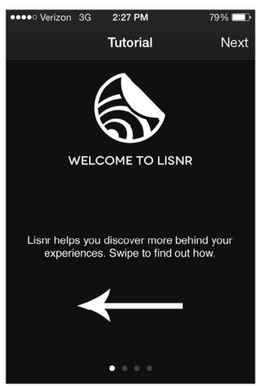


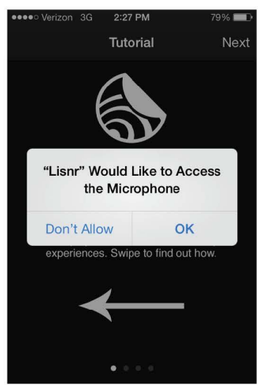


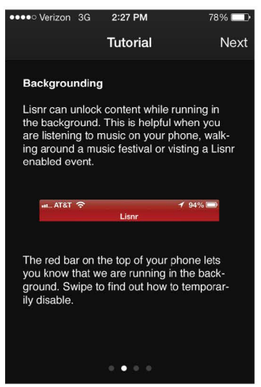
Effect 1: Expand and condense tutorial text field for user's preferred amount of wording
Effect 2: Tutorial thumbnail decrease size 16% when tutorial text field is expanded
Event: Bottom task bar navigation OR slide left/right to enter next or previous tutorial screen

Additional Option:
Dedicated Microphone prompt tutorial, Microphone promt on ensuing screen
Dedicated Push Notification prompt tutorial, Push promt on ensuing screen

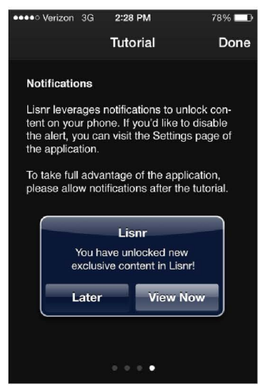
Current Lisnr Tutorial Sequence







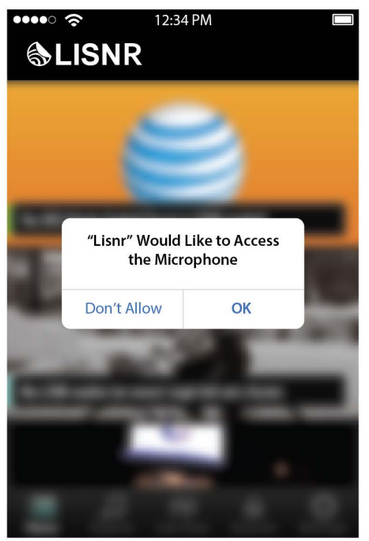


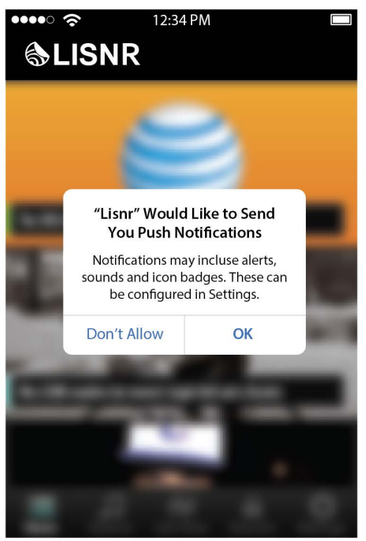


Problems:
- Immediate promt to use Microphone
- Poor hierarchy of text, territories and elements
- Indirect and inefficient terminology
- iOS 6 interface elements
- No ability to see a previous tutorial screen

Solutions:
- Promt user immediately after tutorial Microphone
- Simplistically minimal: 1 text field, 1 animation element per page, 1 navigation element
- Expandable & condensable tutorial text for more direct instruction
- iOS 7 & Android inspired graphic user interface elements
- Ability to see ensuing & previous tutorials by use of horizontal sliding OR taskbar arrows

Post-Tutorial Prompting





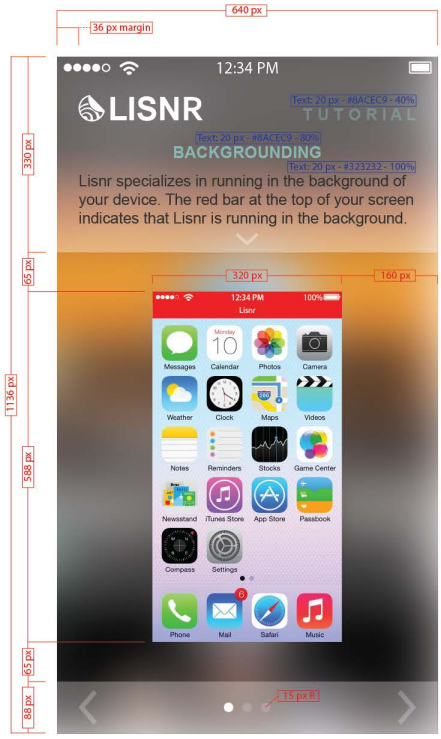
LISNR

DIMENSION KEY





ACTUAL SIZE






LISNR
12:34 PM
TUTORIAL
BACKGROUNDING
Lisnr can unlock content while running in the background of your device. This is helpful when you are listening to music on your phone, walking around a music festival or visiting a Lisnr enabled event. The red bar at the top of your screen indicates that Lisnr is running in the background.


LISNR
12:34 PM
TUTORIAL
STOPPING BACKGROUND
Occationally you will want to disable background-ing. To do so, double-tap the home button to access the task manager and simply slide up on the Lisnr screen thumbnail. This will close the Lisnr application from running in the background of your device.
Lisnr
Mail


LISNR
12:34 PM
TUTORIAL
NOTIFICATIONS
Take full advantage of the application by allowing notifications & use of your phone's microphone!
Lisnr leverages notifications to unlock content on your phone. If you'd like to disable the alert, you can visit the Settings page of the application.
"Lisnr" Would Like to Access the Microphone
Don't Allow
OK
"Lisnr"
You have unlocked new exclusive content in Lisnr!
Later
View Now