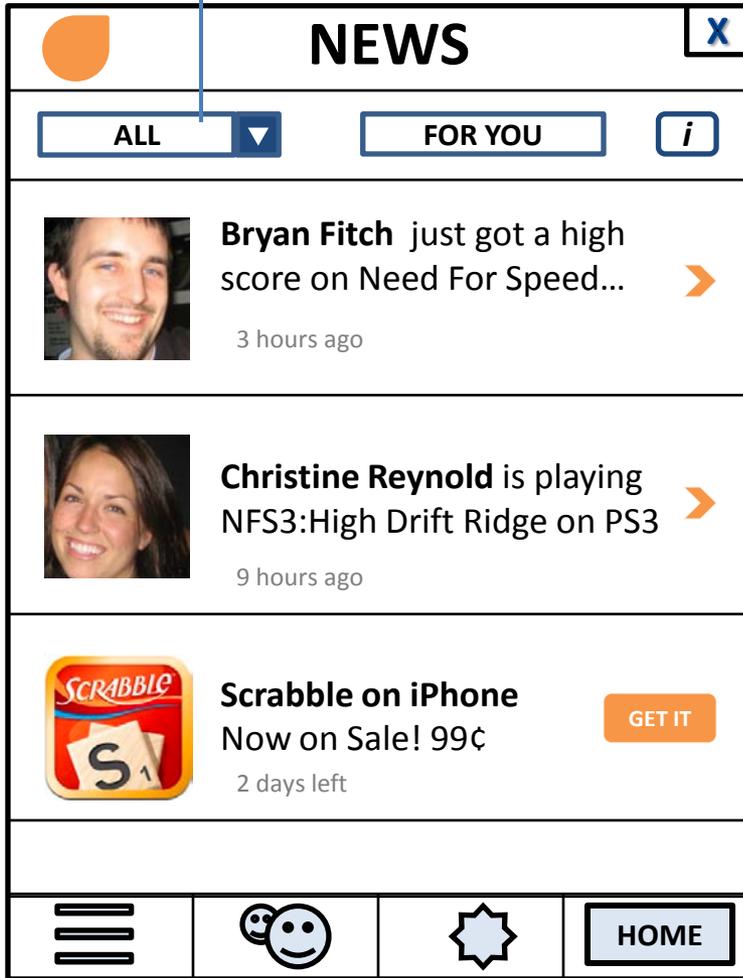
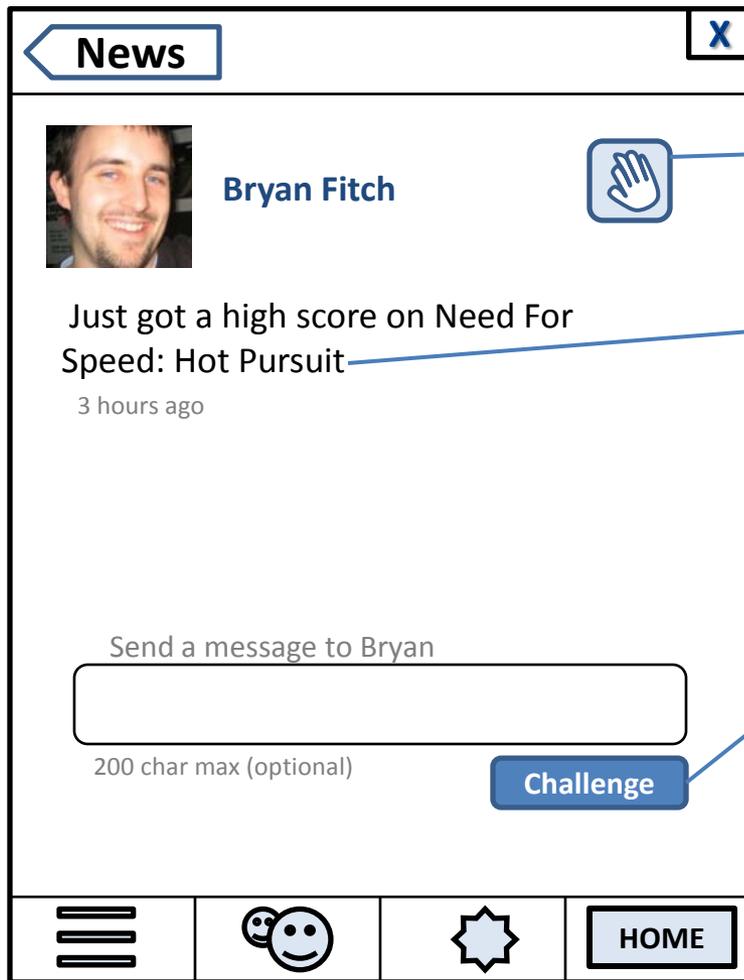


ALL
FRIENDS
GAMES

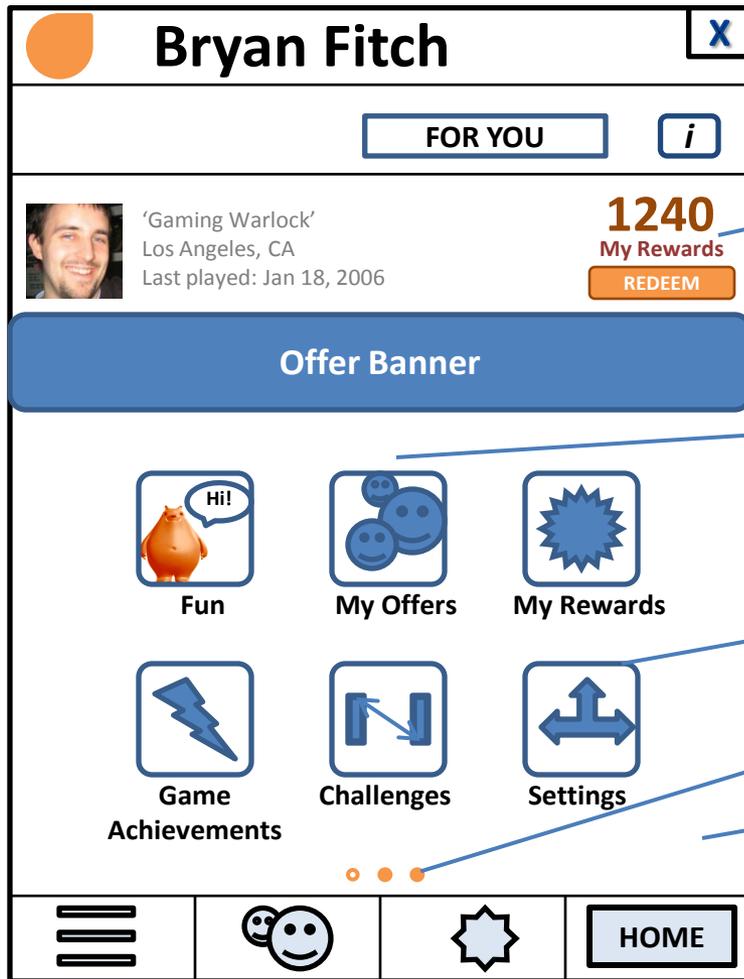


1. **ALL** - shows you Origin news including friend updates, offers from EA, and your activity. Sorted by **ALL** community, just your **FRIENDS**, or **GAMES** specific news
2. **Back to game**
3. **i** - for information about Origin including FAQ, how to add friends, tutorials, etc.
4. **>** - takes you to the expanded news article (see pg. 2)
5. **FOR YOU** – Specials, offers and recommendations





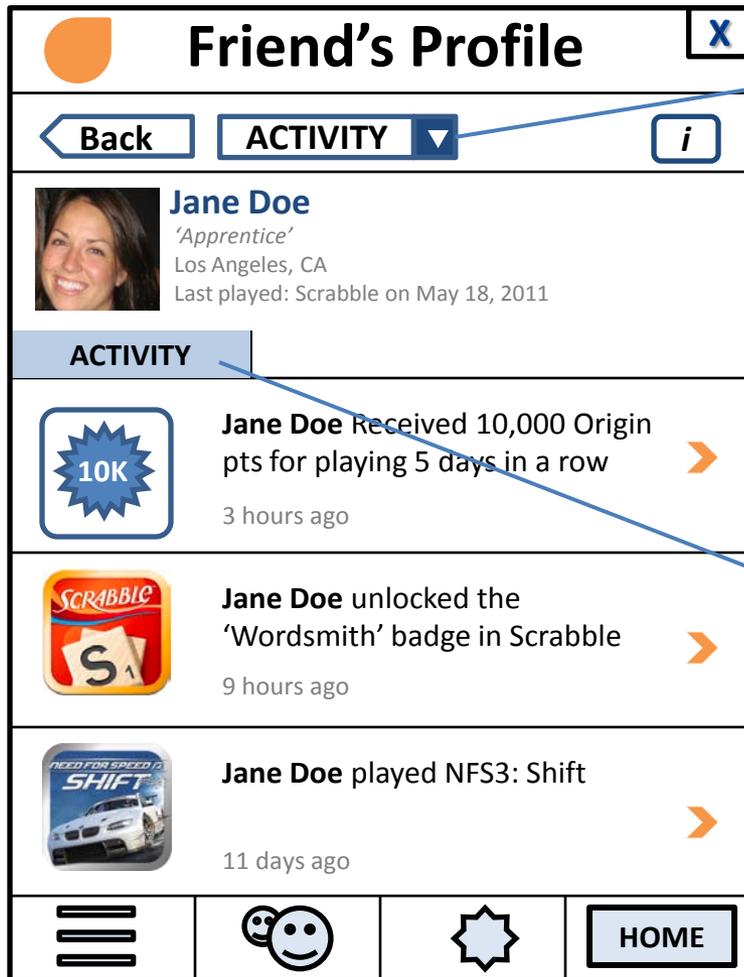
1. Header bar is gone, dead end page, you can only navigate back to News.
2. Ability to give high-five as a 'like' response to the message and this action will show up in News feed.
3. We see the entire message
4. This field only shows up when a friend has achieved something or launched a game. Users can send an optional message (up to 200 characters) along with a challenge.



1. Origin Hub – Where you default when launching
2. Origin points are points associated with the loyalty program
3. Offer Banner is a graphic and can be targeted for you personally or general sales messaging/promotions
4. These features go to a separate dead-end page with a 'Back' button only (see page 4)
5. Settings contains "My Games"
6. We can add pagination to accommodate additional features
7. Proposing that this page's background can be customizable with game art.

The screenshot shows the 'For You' app interface. At the top, there is a 'Back' button and a close button (X). Below this is a featured banner for 'FIGHT NIGHT CHAMPION' with a 'FREE' badge and a countdown timer: 'Free App of the Week' with 'Time Left: 3 days 6 hours 15 minutes'. Below the banner are two sections of game recommendations. The first section is titled 'Recommended' and contains two items: 'Rock Band 2' (75% off, \$1.99) and 'Fifa 10' (Version 3.8, \$3.99). The second section is titled 'All Games' and contains four items: 'Rock Band: Reloaded' (50% off, \$2.99), 'Need For Speed: Shift' (Version 2.47, \$4.99), 'Need For Speed: Hot Pursuit' (Version 1.3, INSTALLED), and 'Scrabble' (Version 1.7, \$0.99). At the bottom, there is a navigation bar with icons for a menu, a smiley face, a star, and a 'HOME' button.

1. The free app of the week stays pinned on top with a clear countdown of time left on special sale.
2. Recommended game titles custom catered to your likes.
3. All the rest of EA's library gets populated here with notes about discounts. If you own a game on the list, you can launch it from here.

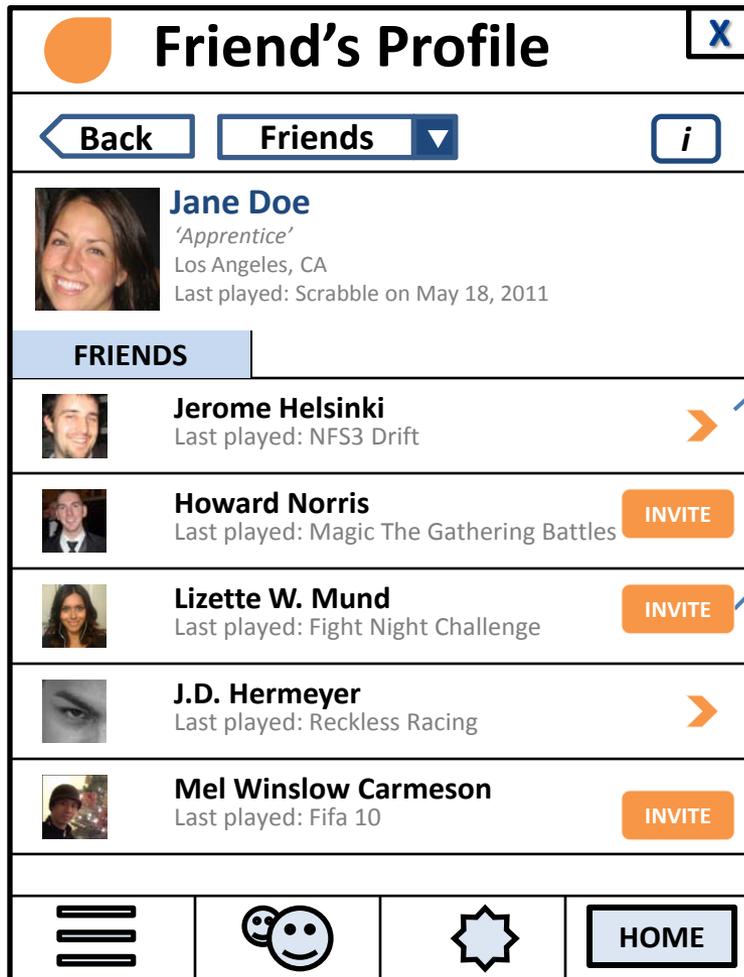


1. Drop down options
(choose what to display about your friend)

- **ACTIVITY**
Lists your friend's achievements, what games she recently played and things unlocked
- **FRIENDS**
Your friend's friends and the ability to invite them to become your friends
- **GAMES**
A list of the games your friend owns and plays. Also show what she's playing right now, if any. You have the ability to challenge your friend through her games list.

This list is expandable so we can always add new filter categories

2. Goes to complete message page with ability to high-five, challenge (see pg. 1)



1. A list of my friend's friends. If it's a mutual friend I can go directly to their profile.
2. If my friend's friend is NOT my friend, I can send them a friend invite.

The screenshot shows a mobile application interface for a 'Friend's Profile'. At the top, there is a title 'Friend's Profile' with a close button (X). Below the title are navigation buttons: 'Back', 'Games' (with a dropdown arrow), and an information icon (i). The profile information for 'Jane Doe' is displayed, including her photo, name, title 'Apprentice', location 'Los Angeles, CA', and last played game 'Scrabble on May 18, 2011'. A 'GAMES' tab is active, showing a list of games:

Game Icon	Game Name	Status
	Scrabble Playing Now!	INSTALLED
	Need For Speed: Shift Last played: 11 hours ago	GET IT
	Need For Speed: Hot Pursuit Last played: Yesterday	INSTALLED
	Fight Night Champion Last played: 2 days ago	GET IT
	Fifa 10 Last played: 5 days ago	GET IT

At the bottom of the screen, there are navigation icons: a hamburger menu, a smiley face, a star, and a 'HOME' button.

Pop-up

Do you want to challenge Jane in Scrabble?

Add a personal message (optional)
200 characters max

No, Just Play Yes

If NO

Game Launches

If YES

A challenge has been sent to Jane. You will be notified after she accepts.

Launch Game

Ebisu: Versus

New Phases

VERSUS CHALLENGE Close

You VS. **Lizette R.** in **Scrabble**

Bryan Fitch  **Lizette R. Mund**

3rd **VS.** **1st**

STATS	YOU	LIZETTE
High Score	97	128
Best Word Score	67	106
Best Combo	4	3

Add a personal message to Lizette (optional)
200 characters max

Challenge

1. The challenge results window pops up on top of your game to show quick results and can be closed anytime to return to Origin or game.
2. You can choose to see stats between you and any friend in any game you own.
3. Game specific stats listed here
4. You can choose to have a rematch or start a new challenge with that friend.

Leader Board		X
Friends		Scrabble
You		
3	Bryan Fitch 97 pts	
Top 100		
1	Lizette R. Mund 128 pts	
2	Howard Norris 102 pts	
3	Bryan Fitch 97 pts	
4	J.D. Hermeyer 95 pts	
5	Mel Winslow Carmeson 79 pts	

Navigation bar: **HOME**

1. **FRIENDS** or **ALL**
Do you want to see yourself ranked among only friends or ranked among the entire Origin community?
2. Choose which game's stats you want to view.
3. With each player on the Leader Board, you have the option to compare one-one one stats (page 8), or challenge that person.
4. - Tap to see versus stats between you and that friend
5. - Challenge a specific friend from here

[Back](#) **My Rewards** X

 **Bryan Fitch**
'Wizard'
Los Angeles, CA

389
Level 3
REDEEM

Origin Achievements

...    **HOME**

Reward Unlocked Close



Share the Love

Bi high-fiving 10 friends, you are being a good sport and encouraging your friends and community.

+300 Experience pts

+155 Origin pts

Redeem

X

Bryan Fitch
'Wizard'
Los Angeles, CA

389

Level 3

i

WISHLIST

<p>FIFA 11 On PS3 \$5 OFF w/barcode</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 750 4 </div>	<p>PORTAL 2 On PS3 25% OFF w/barcode</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 1375 11 </div>	<p>BATTLEFIELD 2 FREE MAP PACK</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 17500 38 </div>			
<p>XBOX360</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;"> <p>SIMS 3 15% OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 400 5 </div> </td> <td style="padding: 5px;"> <p>CRYSIS 2 \$5 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 1900 10 </div> </td> <td style="padding: 5px;"> <p>DRAGON AGE 2 \$10 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 13000 30 </div> </td> </tr> </table>			<p>SIMS 3 15% OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 400 5 </div>	<p>CRYSIS 2 \$5 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 1900 10 </div>	<p>DRAGON AGE 2 \$10 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 13000 30 </div>
<p>SIMS 3 15% OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 400 5 </div>	<p>CRYSIS 2 \$5 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 1900 10 </div>	<p>DRAGON AGE 2 \$10 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 13000 30 </div>			
<p>Wii</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;"> <p>EA Sports titles 15% OFF SPORTS</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 1290 9 </div> </td> <td style="padding: 5px;"> <p>RANGO \$50 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 2200 25 </div> </td> <td style="padding: 5px;"> <p>MONOPOLY 75% OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 19500 40 </div> </td> </tr> </table>			<p>EA Sports titles 15% OFF SPORTS</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 1290 9 </div>	<p>RANGO \$50 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 2200 25 </div>	<p>MONOPOLY 75% OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 19500 40 </div>
<p>EA Sports titles 15% OFF SPORTS</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 1290 9 </div>	<p>RANGO \$50 OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 2200 25 </div>	<p>MONOPOLY 75% OFF</p> <div style="display: flex; justify-content: space-between; border-top: 1px solid orange; border-bottom: 1px solid orange;"> 19500 40 </div>			

☰

😊

✪

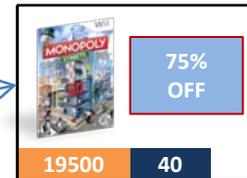
HOME



Touch Favorited item

REDEEM

REMOVE FROM WISHLIST



Touch special item

REDEEM

ADD TO WISHLIST

149014

Valid for: Bryan Fitch
Expires: March 4, 2012

Ebisu: In-Game Achievements

New Phases

In-Game Achievements			
	Rock Band 3		
	Tune Up +9 Calibrate your audio/video setup for the optimal Rock Band 3 experience		
	Self-Made Dude +6 Create a character		
	Best. Name. Ever. +5 Rename your band		
	Well Connected +12 Connect your Rock Band 3 Band with rockband.com at http://www.rockband.com		
	You Ain't Seen Nothing Yet +20 Maintain overdrive for 60 seconds		
	Millionair Club +25 Get 1,000,000 on one song.		
	Rock Band Immortal +120 5 Star every song in Rock Band 3 on Expert		
			HOME

1. Only games you own with achievements associated with them are in this drop-down

2. A list of your game-specific achievements are populated here. Origin points can also be rewarded for your hard on each game.

Ebisu: "Fun"

New Phases



"Fun"





Bryan Fitch
'Baby Gamer'

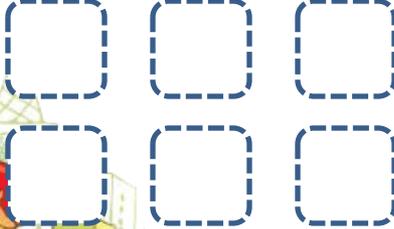
180
My Rewards

Level **1**



16/85









"Fun"





Bryan Fitch
'Young Wizard'

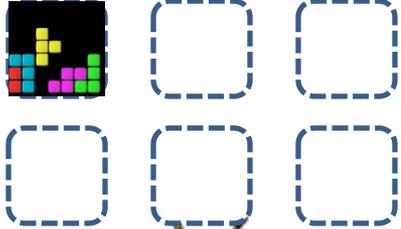
468
My Rewards

Level **3**



305/320







Ebisu: "Fun"

New Phases

The screenshot displays the 'Fun' interface with the following elements:

- Header:** An orange circle icon, the title "Fun", and a close button (X).
- User Profile:** A profile picture of Bryan Fitch, the name "Bryan Fitch", the nickname "'Gaming Warlock'", and a reward count of "1,289 My Rewards".
- Level Progress:** A vertical orange progress bar on the left with "Level 24" at the top and "1546/3200" at the bottom.
- Game Grid:** A 2x3 grid of game icons. The top row contains Tetris, iStockphoto, and a duck-themed game. The bottom row contains a game with a green arrow on a brown background and two empty dashed boxes.
- Wizard:** A cartoon wizard with a long white beard and a green robe is sitting at a wooden arcade machine labeled "ROBOT INVADER". The machine screen shows "PLAYER 1" and "PLAYER 2" scores.
- Bottom Navigation:** A row of icons: a hamburger menu, a smiley face, a star, and a "HOME" button.