

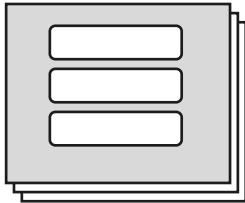
Developer's guide 1.8

June 2011

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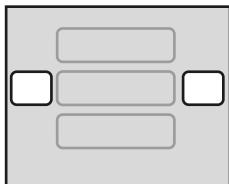
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Basics



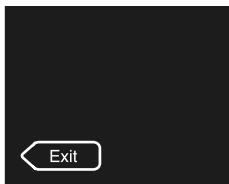
Interface

Main QIWI interface consists of 6 unique pages (views). Each page has its own ad units for various banners.
[Read more about ad units.](#)



Banners

Banners vary by type (static or dynamic) and size. One or more banners correspond to each interface page.
[Read more about banner structure.](#)



Microsite

When clicking a banner, a user goes to a microsite, which consists of one or several related pages.
[Read more about microsite structure.](#)



Label = button text

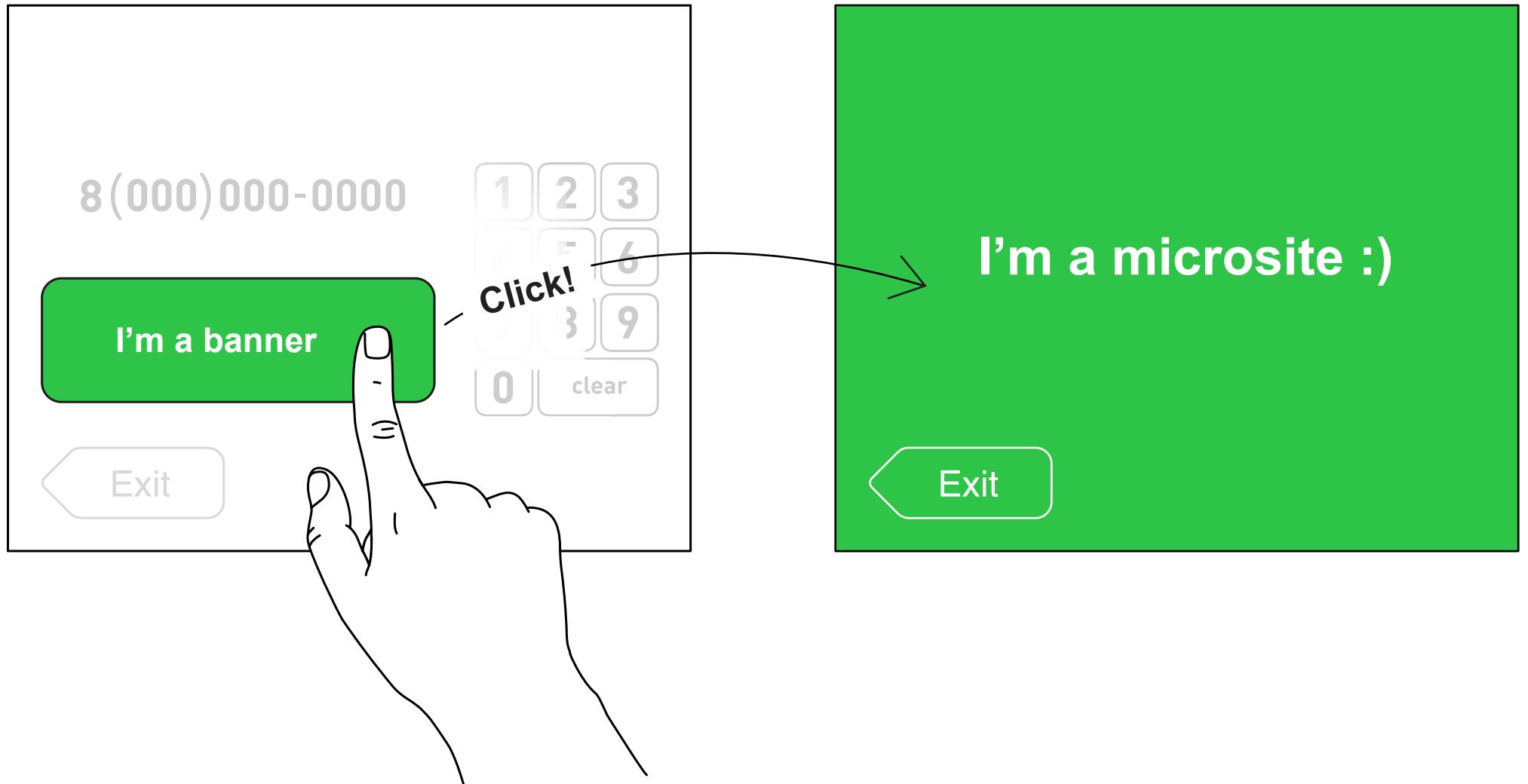


Disclaimer

A piece of text (usually typed by tiny font) containing legal information, license numbers and other important notes.

How it works

When you click a banner, you will go to a microsite where you can learn more about a new product, special offer or any kind of service. There is also a possibility to fill out an application or request, containing your phone number, address, email and much more.



Ad units (containers)

Banners are placed on 9 ad units. Acceptable banner formats are Flash SWF or static JPG. Indicated dimensions are in pixels.



Main page

1. SWF (240 × 180) flying
2. SWF (240 × 180)
3. JPG (500 × 200)
4. JPG (500 × 200)

Background color: #F5F5F5



Number input

5. SWF (1090 × 180)
6. SWF (364 × 472)



Payment page

8. JPG (700 × 500)



Provider selection

5. SWF (1090 × 180)



Number confirmation

5. SWF (1090 × 180)
7. SWF (1242 × 180)



Payment completion

9. SWF (610 × 390)

Development requirements

Tools



Adobe Flash Pro CS5 —

This is the main software used for developing all advertising files/projects. Advanced skills using Flash and basic Action Script 2.0 knowledge is a must.



Adobe Photoshop CS5 —

PSD is acceptable if development using Flash is impossible. Developing with Photoshop will double the integration (programming) time.

Warning!

Any advertising project development is allowed only using the UI template toolkit. Please pay attention to all the rules on pages 7—15.



User Interface Toolkit

UI Toolkit includes all the necessary elements and code for project development.

Before starting a project you have to install the required fonts from the _fonts folder.

Depending on chosen development environment, select the corresponding folder as a template.



Flash

- UI_1.4.fla — Flash source file, main template
- UI_1.4.swf — compiled clip
- oferta.file — file for loading dynamic external text



Photoshop

- UI_1.4.psd — Photoshop source file, main template
- UI_p1 ... p2 — page previews



_fonts

— required fonts

General rules

Make sure you become completely familiar with these rules. Failure to comply with the rules specified on this and further pages may result in delaying launch date or rejection of the project.

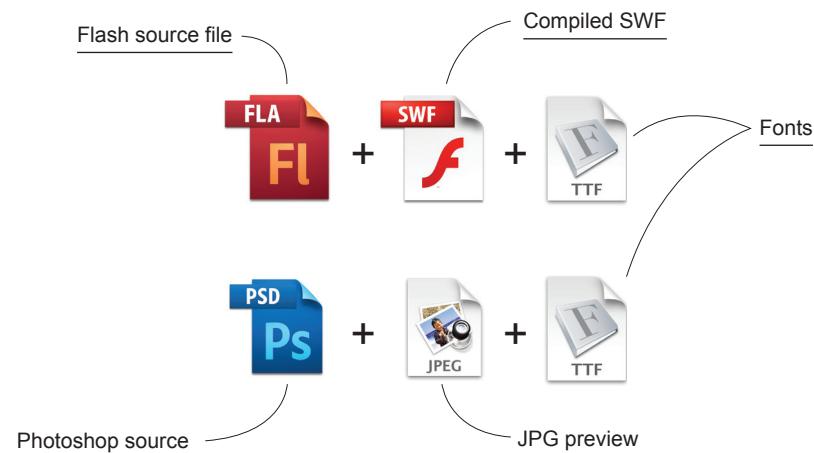
- ✓ Flash player version — 6.0, actionscript 2.0.
- ✓ Frames per second — 12.
- ✓ Write your code in the first frame only. Single exception is the stop() command.
- ✓ Final project max file size in kilobytes:
 - Banner — 350 Kb
 - Microsite — 1024 Kb (regardless of page amount)
- ✓ All objects must have INTEGER coordinates (e.g.: x:300,00 y:1,00) and INTEGER sizes (e.g.: width: 200,00 height: 350,00)
- ✓ Convert to bitmap complex background (stripes or mesh) and detailed vector buttons, pictures, logos.
- ✓ Max redraw area (animated part of a banner or microsite) — 200 x 200 px.
- ✓ Using Motion Tween is forbidden. Only Classic Tween is accepted.
- ✓ Synchronous animation (play) of several objects is forbidden. All animation shall be in consecutive order.

Final project files are only accepted in Adobe Flash (FLA+SWF) or Adobe Photoshop (PSD including all layers + final JPEG/PNG) file format.

You must also include all the fonts, used in your project in OTF, TTF or dfont format.

Only ZIP archives are accepted.

- ✓ It is forbidden to use transparency change in bitmap images.
- ✓ It is forbidden to use button symbol.
- ✓ Transparent PNG and video are forbidden.
- ✓ Using scenes is forbidden.
- ✓ Wherever bitmap graphics is used, transform must be only 100% without distortions.
- ✓ Overlay (semi-)transparent elements on animated ones is forbidden.
- ✓ It is forbidden to incorporate all glyphs for dynamic text fields.
- ✓ Animation by actionscript is not allowed.
- ✓ Animated vector objects with gradient filling is forbidden.

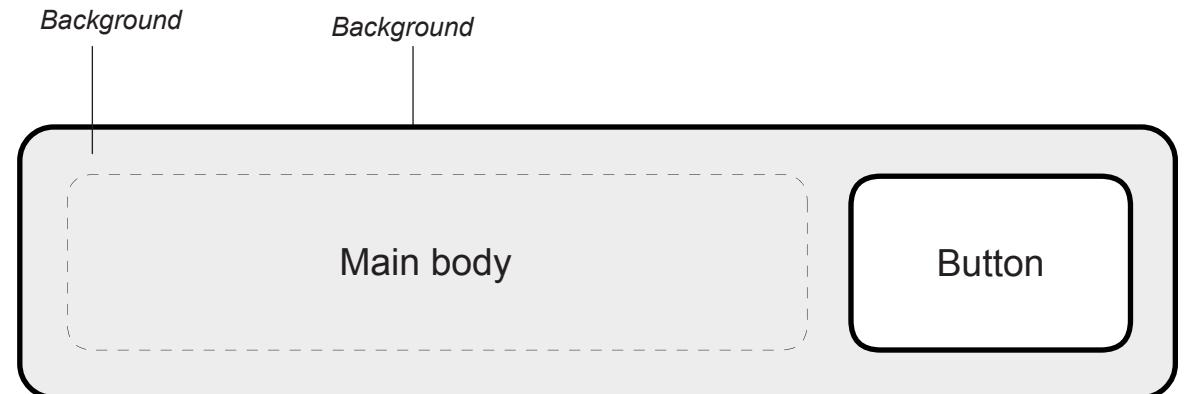
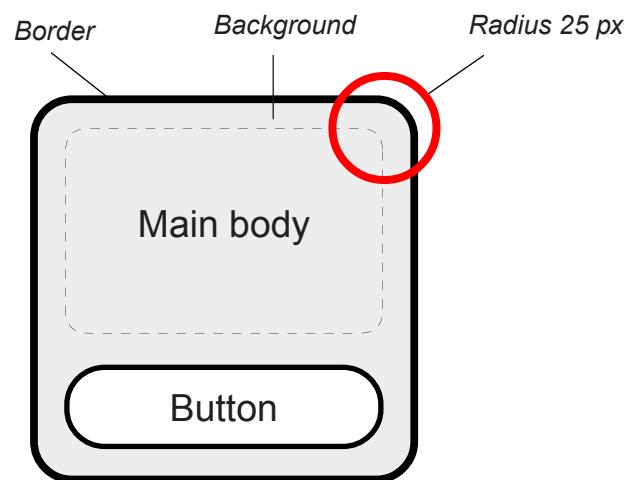


Banner rules

Banner structure

All banners are made of background, border and a button. Border radius is 25 px.

Banner text should be meaningful and no longer than 3—5 words. The button label usually contains no more than 1—2 words.

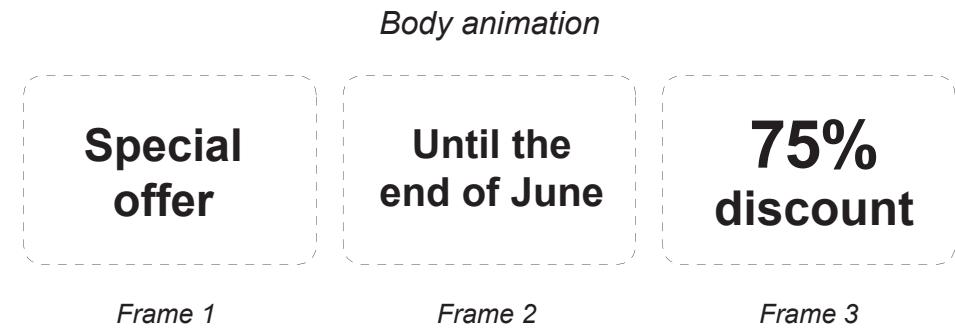
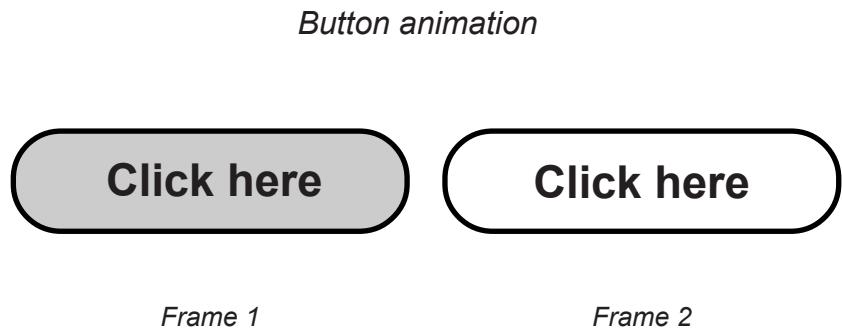


Banner animation

Banner animation consists of an animated button (two frames) and main body part independently

Button has two states: normal and highlighted.

We recommend to use 3 or less frames (slides) for the main body part. The perfect choice is 1 frame (slide) because all the users will be able to see the whole banner without any delay.



Text & color

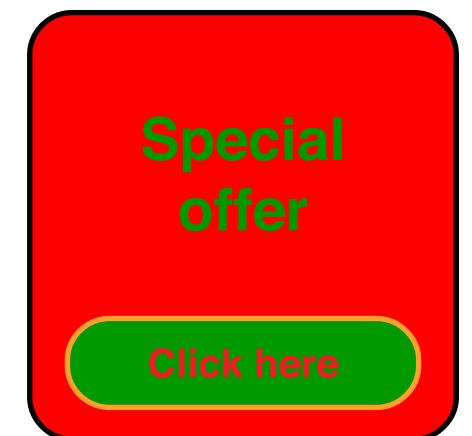
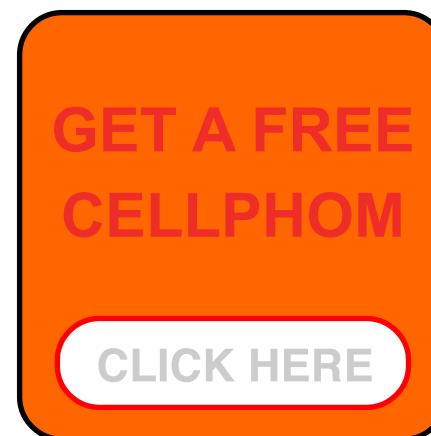
Using color and text on banners and microsites in a right way will help you create an effective project.

1. When developing a banner take into consideration the ad unit location.
2. Text and background must have opposite contrast values: black on white, yellow on black etc.
3. Font size should be large enough to be readable from a distance of up to 100 cm.
4. Try to avoid serif fonts and NEVER TYPE ALL YOUR TEXT WITH CAPITALS.

Proper use of color and text



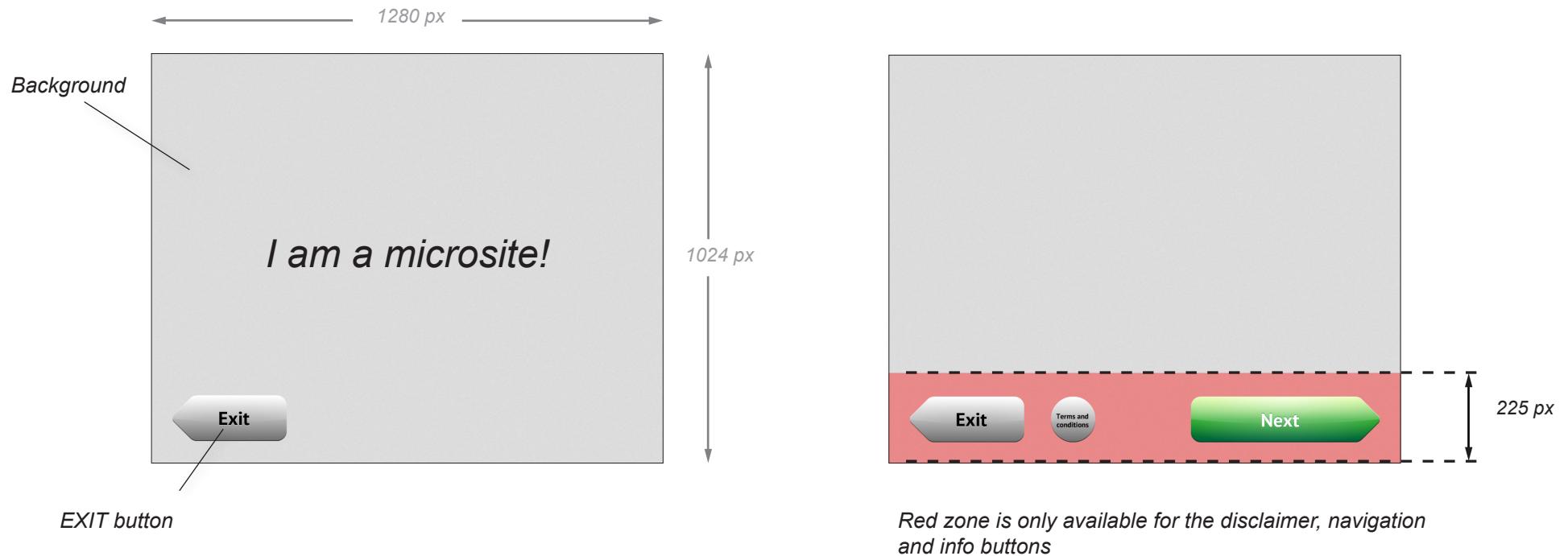
Bad combination



Microsite rules

Microsite structure

All microsites are displayed in full screen mode: 1280 x 1024 px. Microsites may contain single or multiple pages. There are special navigation buttons used for navigating through microsite pages. Buttons to move forward to the next page are located on the right bottom side, those to move backward — on the left side. Every microsite must contain an EXIT button that moves a user to the terminal's main menu. EXIT button shall always be placed at least on the first and last page of the microsite.



Microsite navigation

Navigation and action buttons are used for navigating through microsite pages.



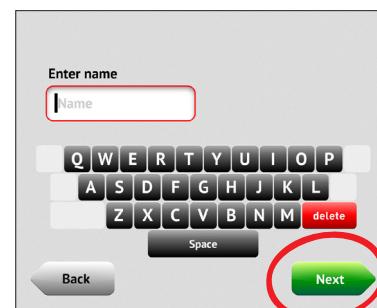
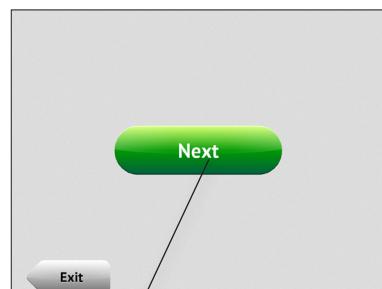
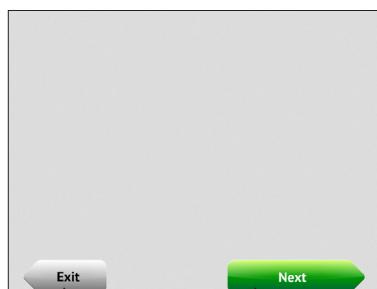
Pressing this button takes you to the terminal's main menu.
Must be present on the first and last pages of the microsite.



This button takes you to the next page of the microsite. You can use any call-to-action labels: Order now, I want.., Leave a request.



This button is required if there are 2 or more pages.
It takes a user back to a previous page



A smaller version of NEXT button is used when it is not enough space for a regular one.

Working with navigation buttons

It is prohibited to..

Change the shape
Change the location
Change the EXIT and BACK labels

It is allowed to..

Change the color
Use different fonts
Change the NEXT label

ActionScript

All the project code is located on the first two layers of the Flash-document. Special functions are created for page navigation and other actions. Moving to a certain page requires a function of this page. For example, `page_start()` function moves to the first page of the microsite.

```
// In the beginning of your code you have to specify the page
frame variables. In this example the first microsite page is lo-
cated on the first frame of the document.

_root.frame_start = 1;
_root.frame_name = 2;
_root.frame_num1 = 3;
_root.frame_ok = 4;

// Create an array and specify page sequence
_root.myPages = new Array('start', 'sex', 'name', 'num1', 'ok');

// First page function
function page_start()
{
    // Going to the first page frame
    gotoAndStop(_root.frame_start);

    // EXIT button function
    btn_exit.onPress = function()
    {
        // Pressed state animation
        this.gotoAndPlay(1);
        // Called function when exiting the microsite
        btnPress('exitSite');
    };
    // NEXT button function
    btn_next.onPress = function()
    {
        // Pressed state animation
        this.gotoAndPlay(1);
        // Function for transition to the next page of the array
        goNext();
    };
}
```

```
//Available functions/pages
page_start      //first entrance page
page_oferta     //disclaimer page
page_sex         //sex selection
page_name        //first and last name input
page_otche       //patronymic input
page_birth       //date of birth
page_adr         //address: street name, house num
page_city        //address: city and state
page_index       //address: zip code
page_email       //e-mail input
page_num1        //phone number
page_num2        //number confirmation
page_num3        //if no match - input 3rd time
page_fail        //negative message page
page_ok          //final page
```

To create your own functions and learn more about the existing ones, please refer to the attached UI toolkit.

UI elements

We have developed various elements (keyboards, inputs, pop-up windows, scrolling long text for action terms or offer) to input all kind of necessary information on a microsite.

Name input component

Enter your telephone number

8(000)000-0000

1	2	3
4	5	6
7	8	9
0	delete	

Back

Phone number input component

Enter your E-mail

1	2	3	4	5	6	7	8	9	0
@	Q	W	E	R	T	Y	U	I	O
.	A	S	D	F	G	H	J	K	L
-	Z	X	C	V	B	N	M		delete
	.ru	.com	.net						

Back

Email input component

UI elements rules:

It is prohibited to.

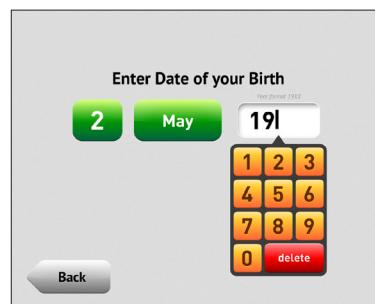
Change the shape
Change the location
Change the label font
Change the label text for the standard tips
and fields like Name input, Phone number
input, address, email and birth date.

It is allowed to.

Change the background
Change the label color
Change the keyboard button color
(black or white)



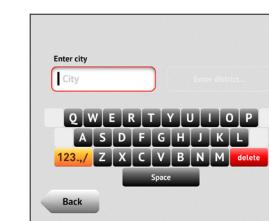
*Text view component
Simple txt-file viewing is allowed*



Birth date input



*Street name, house
number input*



City and state input



Zip code input

Address input component consists of several pages: street name and house number, city and state, zip code.

Buttons

Please pay special attention to all the microsite buttons. Each button has two states: normal and pressed.



— Normal state



— Pressed state

2-frame highlight animation is used for grabbing user's attention



Frame 1



Frame 2

Microsite examples

Below are presented several microsites that correspond to all the rules.

Ренессанс®

страхование

8 800 333 8 800

бесплатная горячая линия

Ведите год выпуска вашего авто

×

1
2
3
4
5
6
7
8
9
0
стереть

Назад
Далее

The screenshot shows a mobile application interface for selecting a New Year's greeting card. At the top, there is a large green banner with white snowflake patterns containing the text "Поздравь друзей и близких с Новым Годом!" (Celebrate friends and loved ones with the New Year!). Below this, the total price "Всего 20 рублей" is displayed. The main content area contains three cards, each with a red "Выбрать" (Select) button at the bottom:

- Снегурочки**: An illustration of a young girl in a blue dress and a white fur-trimmed hat, holding a small gift box.
- Деда Мороза**: An illustration of Ded Moroz (Grandfather Frost) in his traditional red suit, standing next to a large, friendly-looking brown bear.
- Президента РФ**: An illustration of the President of Russia, Vladimir Putin, in his official attire.

Below the third card, there is a black rectangular placeholder with the text "Здесь должна быть фотография президента" (A photo of the president should be here). At the bottom left is a blue "Выход" (Exit) button, and at the bottom right is a blue circle with the word "Оферта" (Offer).

The screenshot shows the main menu of the 'Free Games' app. At the top, there's a large red banner with white text that reads 'Качай бесплатно!' (Download for free!). Below it, a yellow banner says 'Только для абонентов Билайн, МТС и Мегафон' (Only for Billайн, MTS and Megafon subscribers). The menu is divided into two main sections: 'JAVA-игры' (JAVA games) on the left and 'Анимация' (Animation) on the right. Each section contains four game icons with their names below them: 'ДО-ДО' (Dodo), 'MAGIC WARS', 'Бархатное сердце' (Velvet Heart), and 'Лунный поцелуй' (Moonlight Kiss). At the bottom left is a red button labeled 'Выход' (Exit). At the bottom right is a blue button labeled 'Офера' (Offer). A small note at the bottom center states: 'Служба поддержки +7 (495) 927-8389' and provides a URL: 'http://www.vipsoft.ru/mobile/applications/free-games'. There are also some small icons for social media sharing.

 СБЕРБАНК
Всегда рядом

Введите ваш номер телефона

8(000)000 0000

Номер вводится без «в»

Наш сотрудник свяжется с вами и подробно расскажет о преимуществах кредитной карты Сбербанка!

1
2
3
4
5
6
7
8
9
0
стереть

Назад
Далее

Ведите Имя

Ввести фамилию...

Й Ц У К Е Н Г Ш Щ З Х Ъ
Ф Ы В А П Р О Л Д Ж Э Ч
123.,/ Я С М И Т Ъ Б Ю стереть

Пробел

Назад