



Slacker Radio

Slacker app spec for bing toolbar.

v 1.0

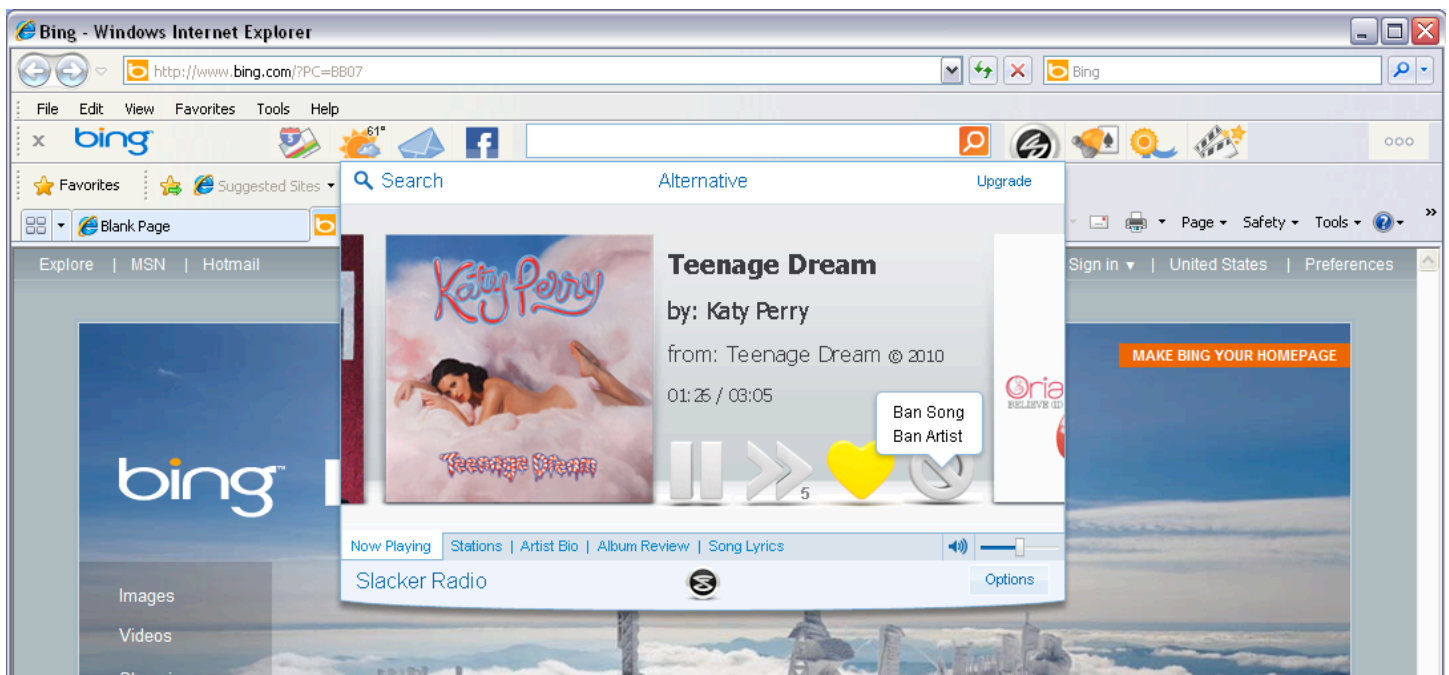


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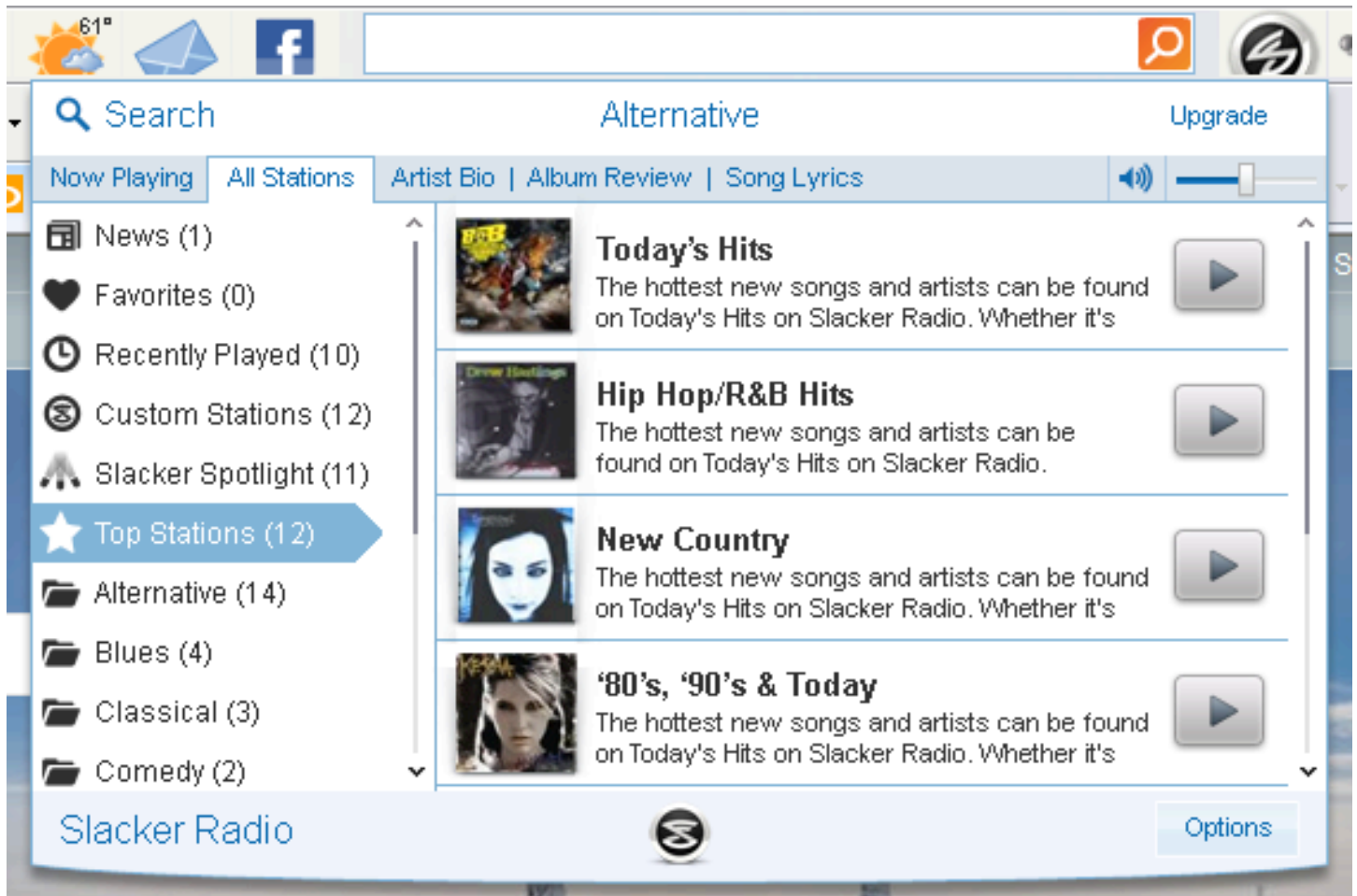
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Overview

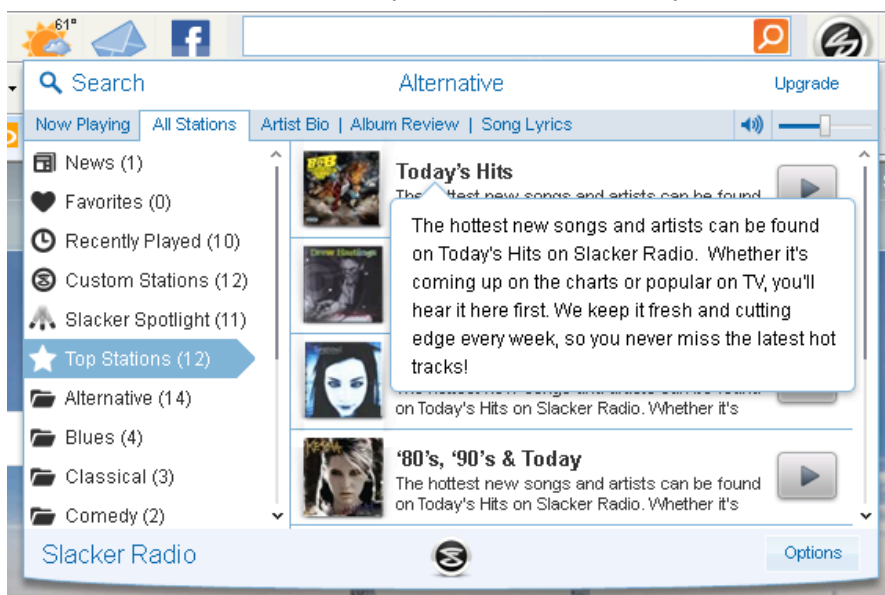
This is a project we are doing with the Bing team at Microsoft as the first third party application in their new Bing toolbar rollout. This toolbar will be placed in millions of browsers and Microsoft is looking to place the Slacker application “above the fold”, ensuring that the Slacker Radio service is visible to all users of the Bing toolbar (currently with over 30M active users). Other applications getting this treatment will be “Email”, “Facebook”, “Twitter” and a weather and finance application (perhaps a few others), but no other music services. This is also part of an ongoing discussion with Microsoft about a potential integration between Slacker Radio and Bing.com. The goal is to raise awareness of Slacker, bring in new listeners, educate those listeners (via audio and visual advertisements) of the ability to listen in other places and to up-sell subscriptions and generate ad revenue. Bing is also looking to make a potentially sizable ad investment on Slacker.com to drive installation and use of the Bing toolbar, using the Slacker Wing application as incentive to do so. This project has a very high level of attention within Microsoft and the Bing teams.

Stations

This shows the station tree view. Users can select different stations to play from this view. Once a user clicks on the play button OR the Now playing link the Station view should slide back down into place and show the Now playing screen.

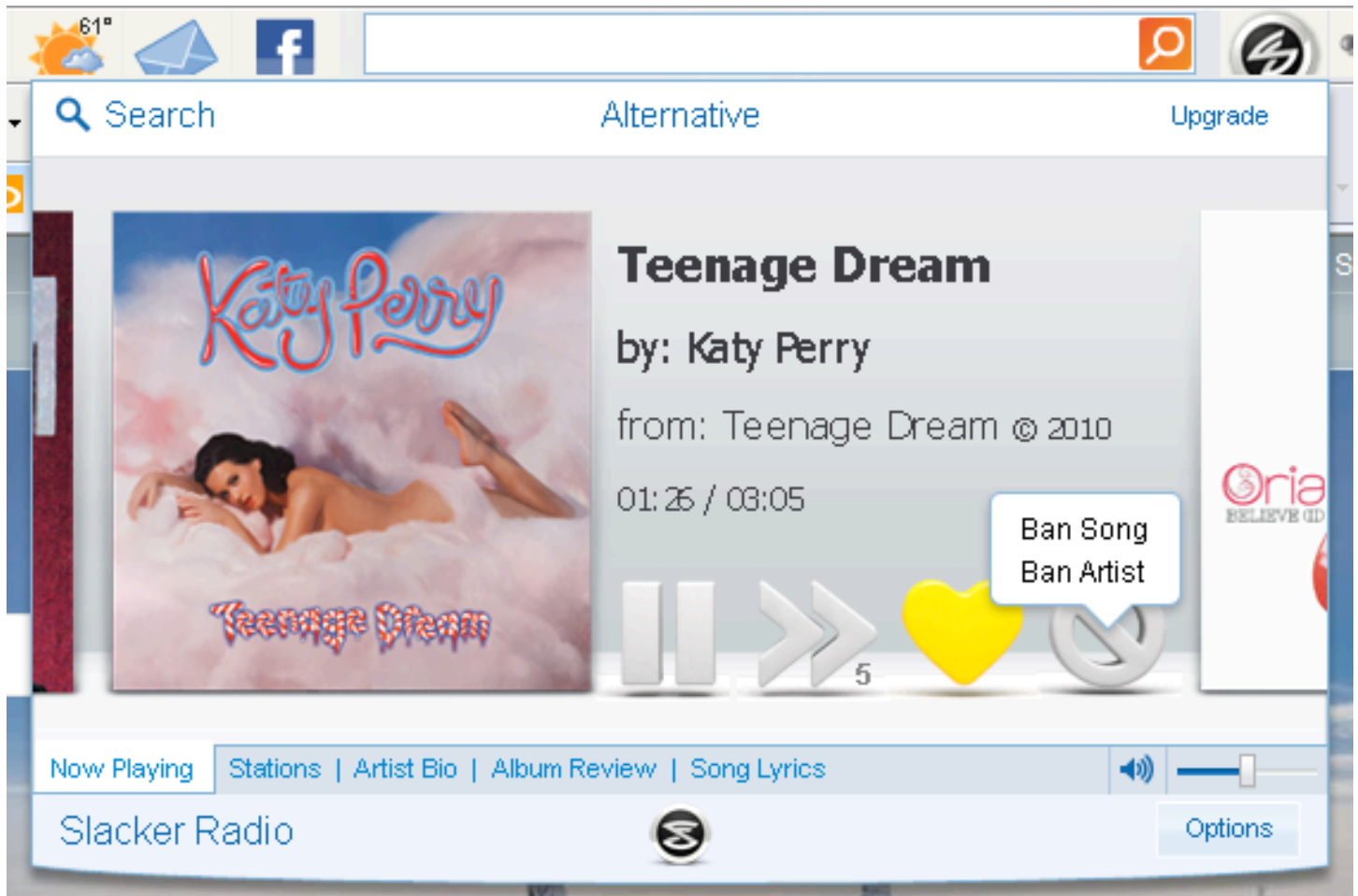


Hover over station row for tool tip with full station description.



Now Playing

This is the main view of the Slacker tab in the Bing toolbar. Users can only play radio so these are the only buttons users should be able to see. Users should be able to slide artwork from right to left to skip. Clicking on the "Stations" link should slide the player up and show the station list. Clicking on any of the other links in that row should do the same thing.



Clicking on the ban icon should show the ban selector. (shown)

The icons used for play/pause, skip, fav, ban will be animated buttons.

The Favorite icon will turn yellow when pressed (marking the song as a favorite) It will also be shown yellow when a favorite song is playing. Clicking on the icon when it is already active (yellow) will un-favorite that song and turn the icon back to white.

The skip button will show a number next to it (shown) which will indicate the remaining skips available to the user. (only applicable to basic users) Basic users are allowed 6 skips per station per hour. There will be a nag shown to users that click on the skip button when they are out of skips.

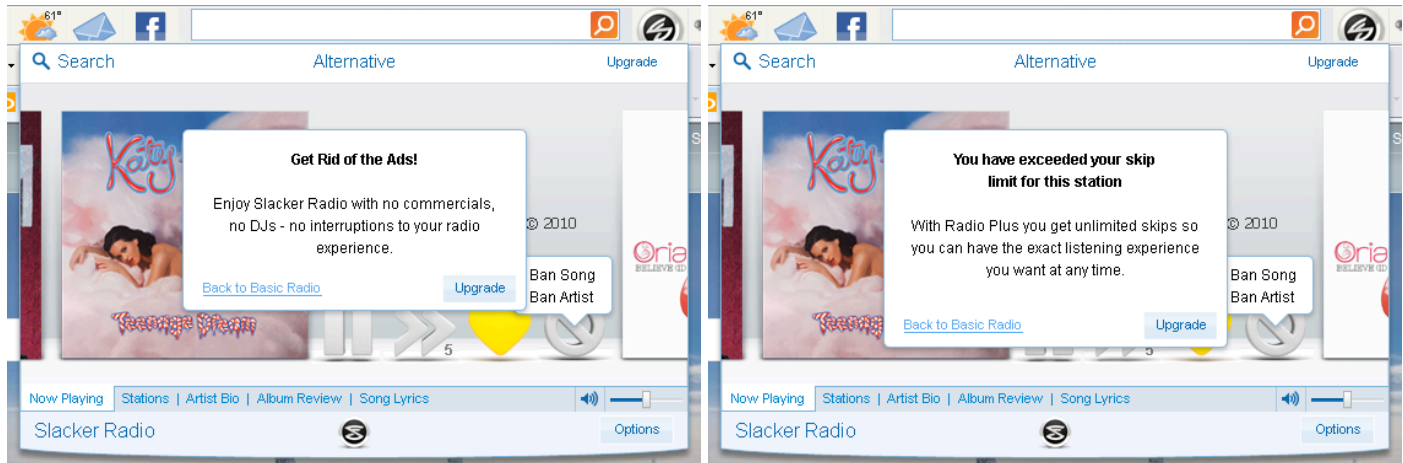
Clicking on the Song title should slide the song lyrics tab up. Clicking on the Artist Name should slide up the Artist Biography tab up and clicking on the Album Title should slide up the Album review tab. Clicking on the current album should also slide up the Album review tab.

Volume control. Clicking on the volume icon will mute/un-mute the music. Slider will increase/decrease volume level showing the volume icon in different states. Volume control is available from on every screen other than ads and options.

Nags / Ads

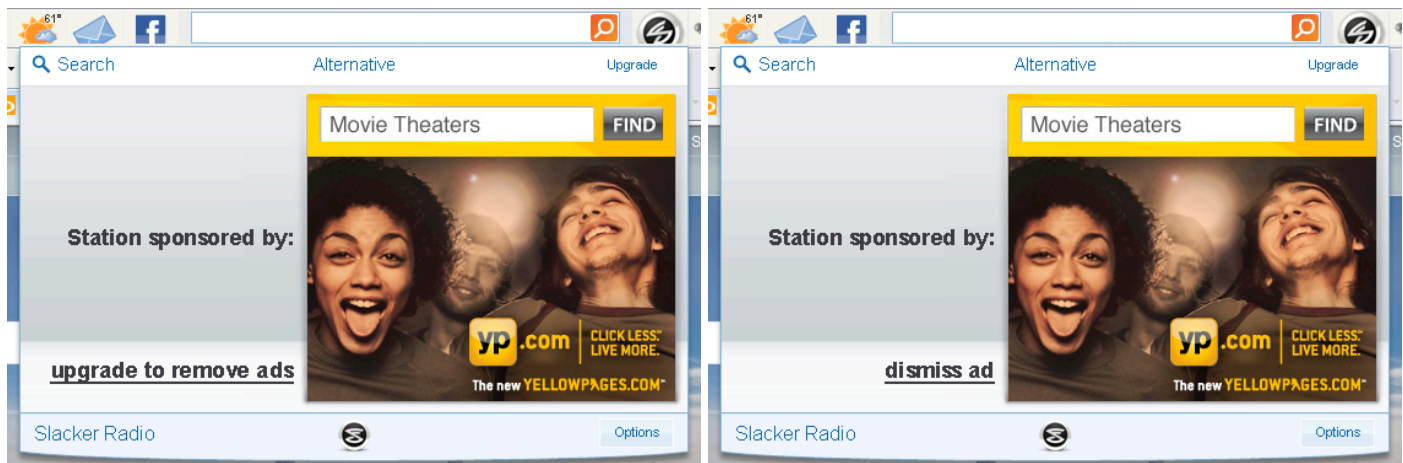
Basic users will occasionally run into features that require a subscription such as skip limits or advertising. Below are some examples of how we will handle these nags. In most cases we will present an upgrade button and a "Back to Basic" link to dismiss the nag. In some instances Users will not be able to dismiss the nag such as take over ads until the ad is done playing.

Nags



Take-over Ads

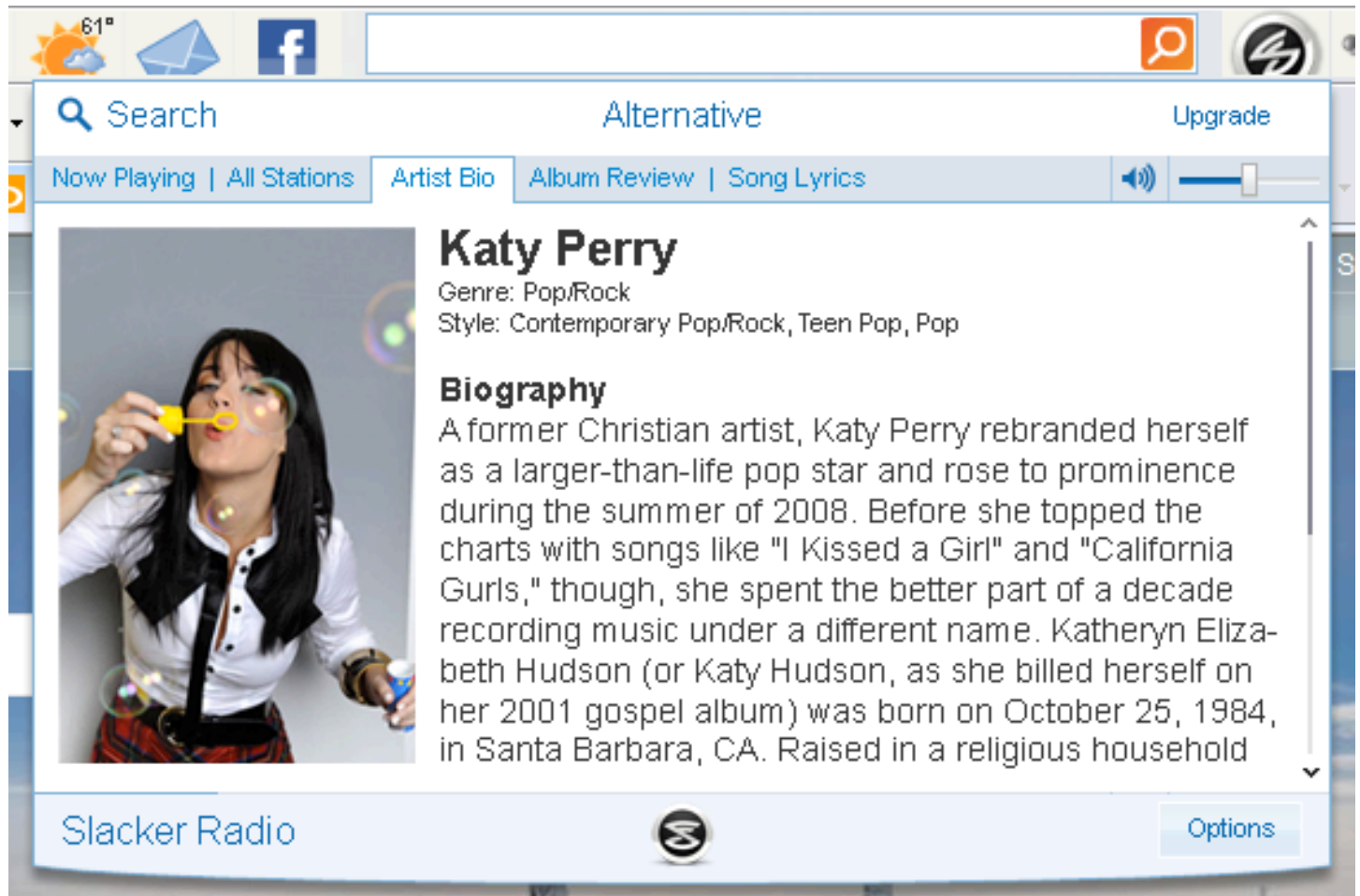
Basic users will need to be shown intermittent banner ads which will take over the viewable screen if open. If a user clicks on the upgrade link they will be sent to Slacker.com to upgrade to a Radio Plus Account. After the ad's audio is done playing the upgrade link will turn into a dismiss link. This ad is persistent until a user dismiss it.



Layout notes: The background image used here is the same as the now playing screen. So when an ad spot needs to be shown and they are viewing the now playing screen the album artwork, meta data and icons should just slide off the screen to the left. When the ad is done the player controls should slide back in from the right.

Artist Biography

When a user clicks on the Artist Biography link they are shown an image of the artist as well as their related genre / style and the artists biography. This screen as well as the Review and Lyrics screen do not change if the song changes while you are viewing it.




The screenshot shows a web browser window displaying the artist biography for Katy Perry on the Slacker Radio website. The browser's address bar shows the URL "Alternative" and an "Upgrade" button. The page has a navigation bar with "Now Playing | All Stations | Artist Bio | Album Review | Song Lyrics" and a volume control slider. The main content area features a photo of Katy Perry blowing bubbles, her name "Katy Perry" in a large font, and her genre and style information: "Genre: Pop/Rock" and "Style: Contemporary Pop/Rock, Teen Pop, Pop". Below this is a "Biography" section with a paragraph of text. The footer of the page includes the "Slacker Radio" logo and an "Options" button.


61°

Search Alternative Upgrade

Now Playing | All Stations | Artist Bio | Album Review | Song Lyrics

 **Katy Perry**
Genre: Pop/Rock
Style: Contemporary Pop/Rock, Teen Pop, Pop

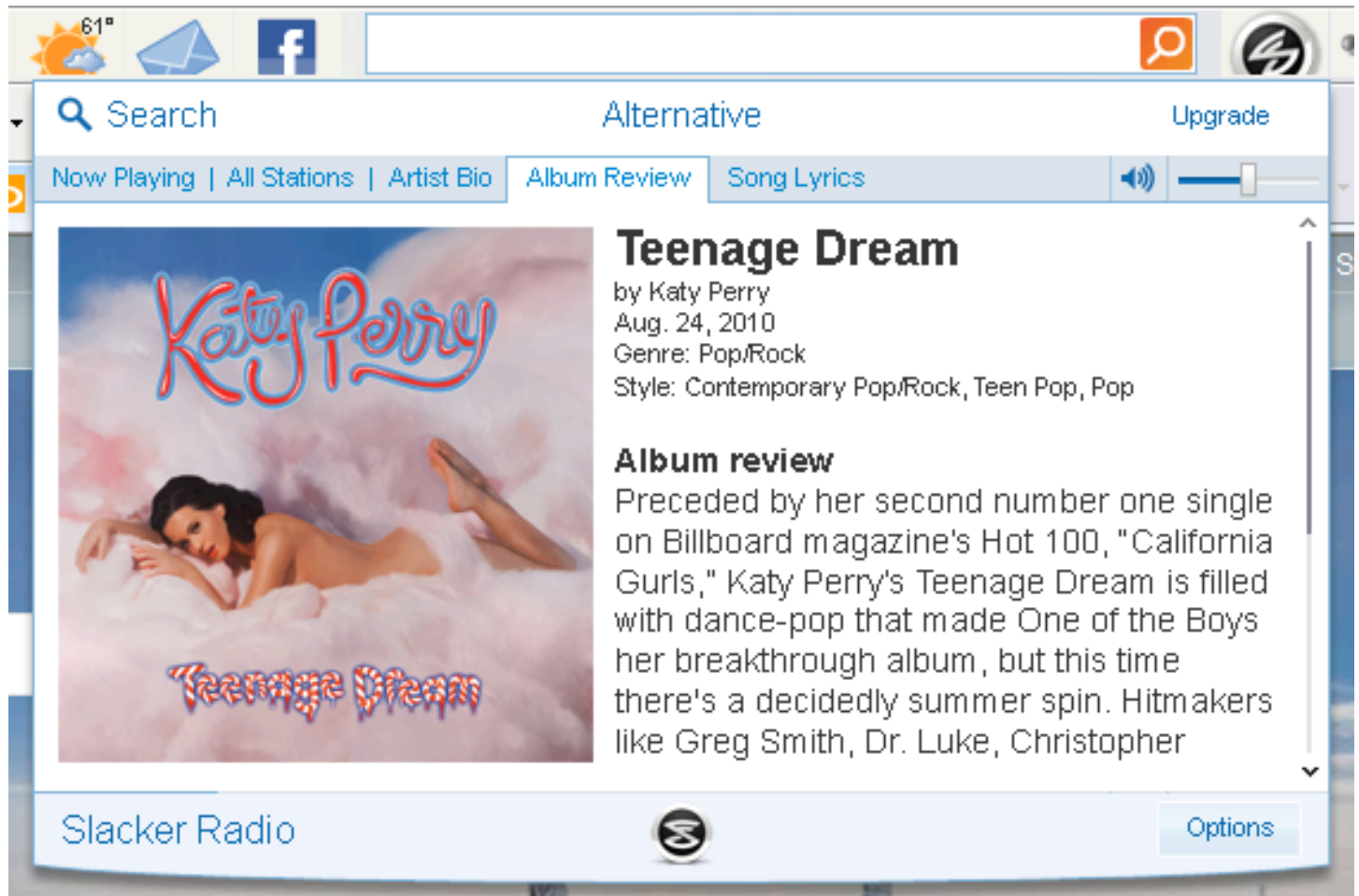
Biography
A former Christian artist, Katy Perry rebranded herself as a larger-than-life pop star and rose to prominence during the summer of 2008. Before she topped the charts with songs like "I Kissed a Girl" and "California Gurls," though, she spent the better part of a decade recording music under a different name. Katheryn Elizabeth Hudson (or Katy Hudson, as she billed herself on her 2001 gospel album) was born on October 25, 1984, in Santa Barbara, CA. Raised in a religious household

Slacker Radio  Options

Layout notes: The image should be fixed width variable height.

Album Review

When a user clicks on the Album Review link they are shown an image of the currently playing album as well as pertinent meta data and an album review.




The screenshot shows a web player interface for Katy Perry's album "Teenage Dream". At the top, there is a navigation bar with a search icon, the word "Alternative", and an "Upgrade" button. Below this is a secondary navigation bar with tabs for "Now Playing", "All Stations", "Artist Bio", "Album Review" (which is selected), and "Song Lyrics". A volume control icon and slider are also present. The main content area features the album cover on the left, which shows Katy Perry lying on a bed of clouds. To the right of the cover, the album title "Teenage Dream" is displayed in a large, bold font. Below the title, the artist's name "by Katy Perry" is shown, followed by the release date "Aug. 24, 2010", the genre "Genre: Pop/Rock", and the style "Style: Contemporary Pop/Rock, Teen Pop, Pop". A section titled "Album review" follows, containing a paragraph of text. At the bottom of the player, there is a "Slacker Radio" logo, a circular logo with a stylized 'S', and an "Options" button.

61°

Search Alternative Upgrade

Now Playing | All Stations | Artist Bio | **Album Review** | Song Lyrics




Teenage Dream

by Katy Perry
Aug. 24, 2010
Genre: Pop/Rock
Style: Contemporary Pop/Rock, Teen Pop, Pop

Album review

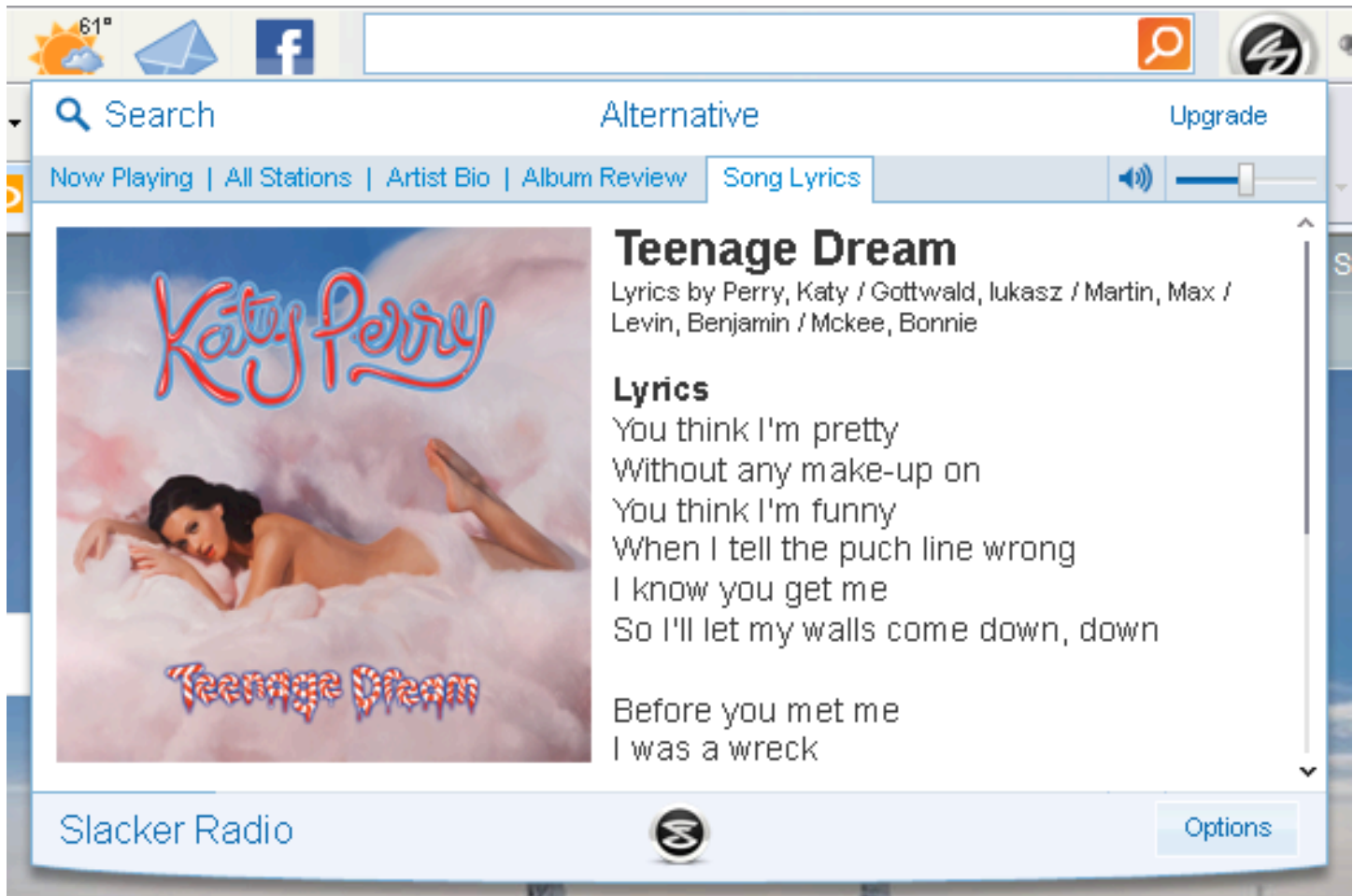
Preceded by her second number one single on Billboard magazine's Hot 100, "California Gurls," Katy Perry's Teenage Dream is filled with dance-pop that made One of the Boys her breakthrough album, but this time there's a decidedly summer spin. Hitmakers like Greg Smith, Dr. Luke, Christopher

Slacker Radio  Options

Layout notes: The image should be fixed height variable width. If possible only scroll the text not the album image when scrolling.

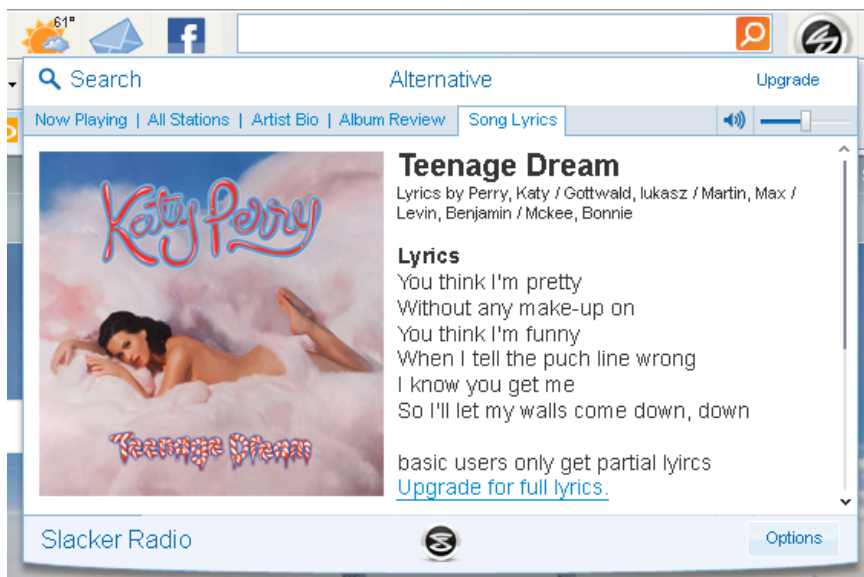
Song Lyrics

When a user clicks on the Song Lyrics link depending on their subscription level they are either shown different information. Plus and Premium users can view full song lyrics so they are shown the full lyrics view.



The screenshot shows the Slacker Radio web interface. At the top, there's a search bar and navigation tabs for 'Now Playing', 'All Stations', 'Artist Bio', 'Album Review', and 'Song Lyrics'. The 'Song Lyrics' tab is active. The main content area features the album cover for 'Teenage Dream' by Katy Perry on the left. To the right, the song title 'Teenage Dream' is displayed in a large font, followed by the lyrics: 'You think I'm pretty / Without any make-up on / You think I'm funny / When I tell the puch line wrong / I know you get me / So I'll let my walls come down, down / Before you met me / I was a wreck'. The interface includes a volume control slider and an 'Options' button at the bottom right.

Basic users are only able to see partial lyric so they are shown the partial lyrics view with an upgrade message.

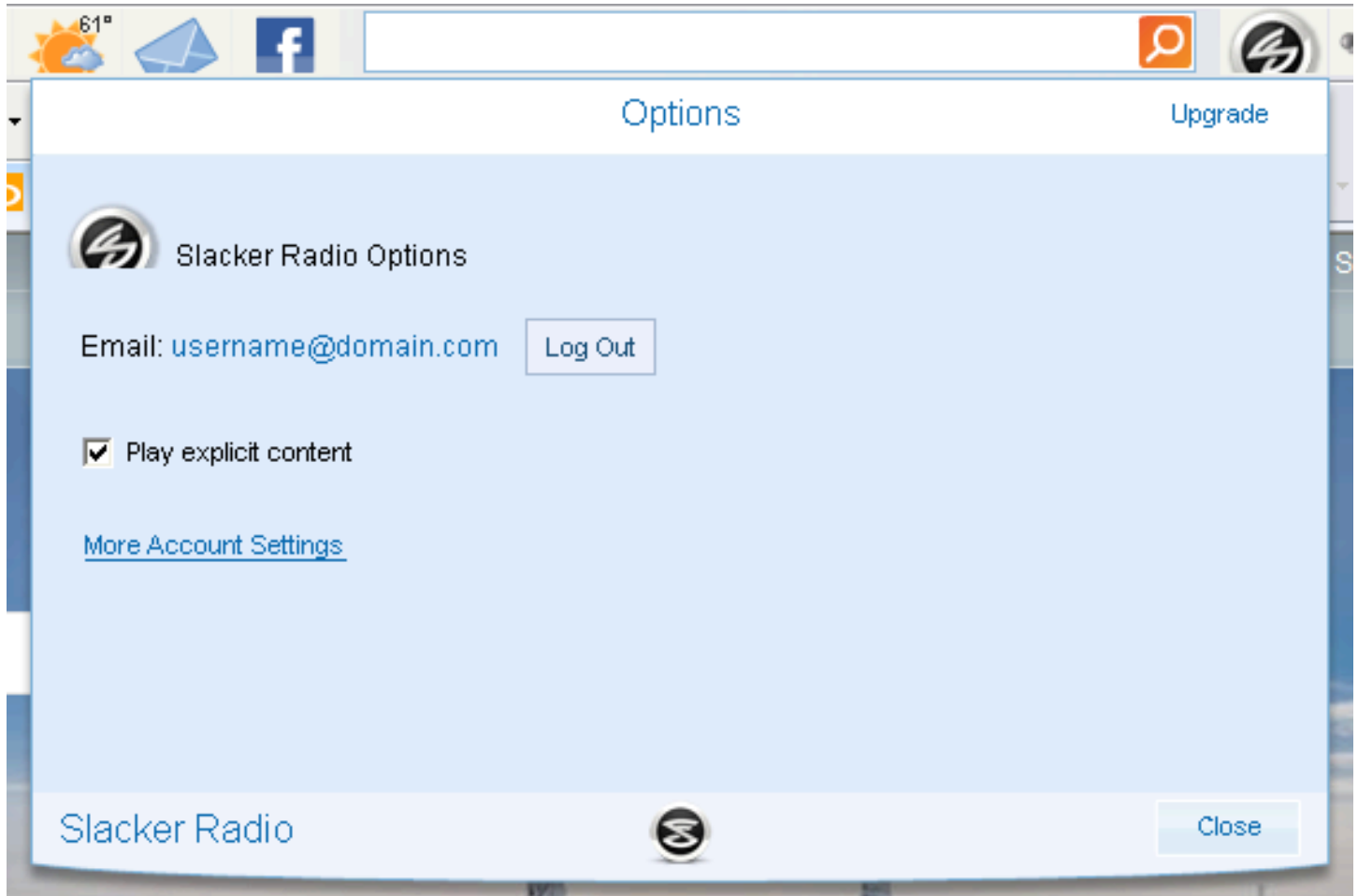


This screenshot shows the same Slacker Radio interface as above, but for a basic user. The lyrics are truncated after the line 'So I'll let my walls come down, down'. Below the lyrics, there is a message: 'basic users only get partial lyrics' followed by a blue link that says 'Upgrade for full lyrics.'. The rest of the interface, including the album cover and navigation tabs, is identical to the previous screenshot.

Layout notes: The image should be fixed height variable width. If possible only scroll the text not the album image when scrolling.

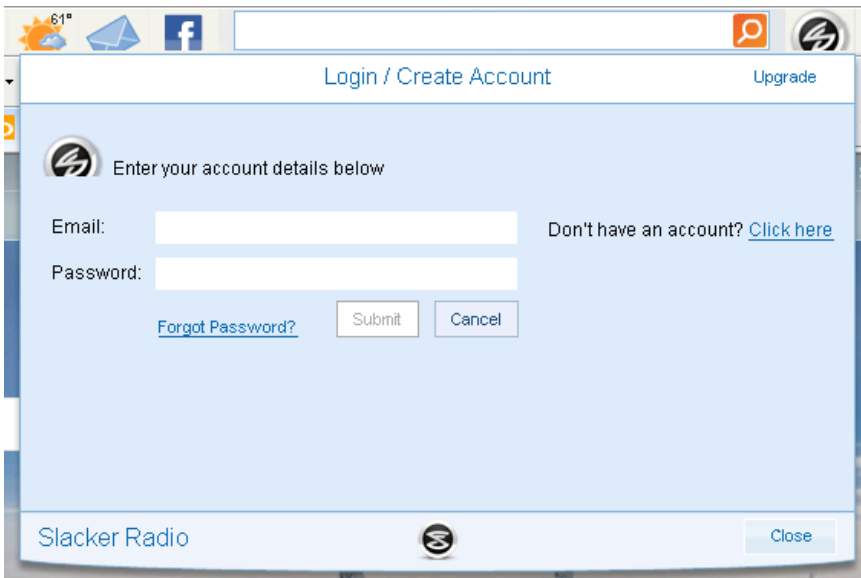
Options

Here we show the options screen for a user that is logged in. Users can log out which which would in turn show the login / create account screen. If a user is signed in they can toggle the explicit filter on/off. Clicking on the "more account settings" link they would be taken to the Slacker Account settings screen on the Slacker site.



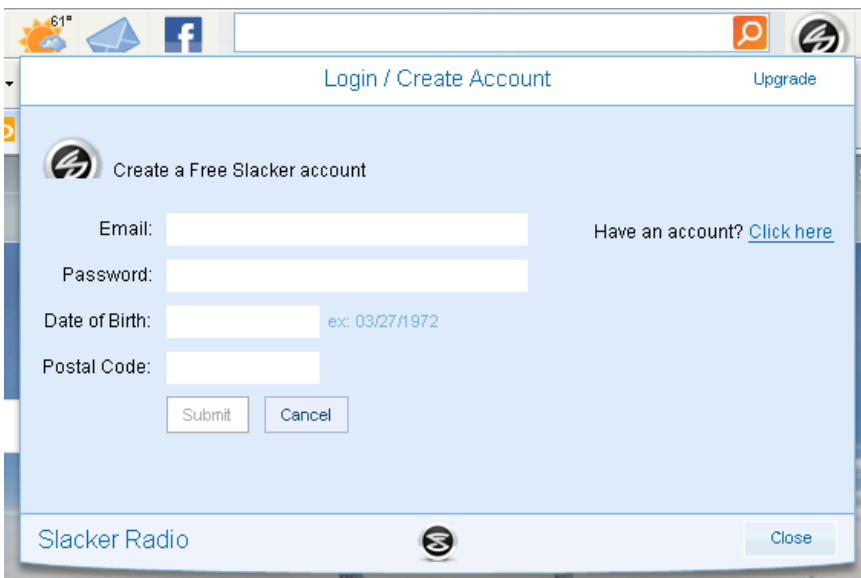
Login / Create account

When a user logs out or is forced to create an account they are shown this screen. Here a user can log in with a previously created Slacker account or create a new slacker account. Or they can press the Forgot password link which would send the user to the recover password section of Slacker's account management site.



The screenshot shows a web browser window with a weather widget (61°), a search bar, and social media icons (Facebook, Slacker). The main content is a light blue dialog box titled "Login / Create Account" with an "Upgrade" link in the top right. The dialog contains the text "Enter your account details below" and a Slacker logo. It features two input fields: "Email:" and "Password:". To the right of the "Email:" field is a link: "Don't have an account? [Click here](#)". Below the "Password:" field is a link: "[Forgot Password?](#)". At the bottom of the form are two buttons: "Submit" and "Cancel". The dialog footer includes the text "Slacker Radio", the Slacker logo, and a "Close" button.

If users click on the "Don't have an account" link then we show them the following screen. Preferably by sliding from right to left.



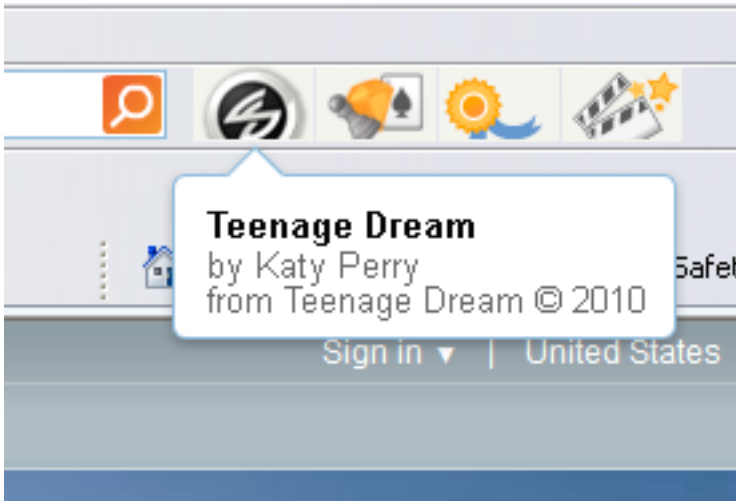
The screenshot shows the same browser window as above, but the dialog box is titled "Login / Create Account" and contains the text "Create a Free Slacker account" and a Slacker logo. It features three input fields: "Email:", "Password:", and "Date of Birth:". To the right of the "Email:" field is a link: "Have an account? [Click here](#)". Below the "Date of Birth:" field is a text label: "ex: 03/27/1972". Below the "Postal Code:" field is another input field. At the bottom of the form are two buttons: "Submit" and "Cancel". The dialog footer includes the text "Slacker Radio", the Slacker logo, and a "Close" button.

Once users have signed in they should be taken to the Stations screen to select a station to play.

There is a persistent Upgrade link on all screens which would send users to Slacker.com/subscriptions.

Notification

If the wing is closed and the song changes we show this notification containing the Song Name, Artist Title and Album Title.

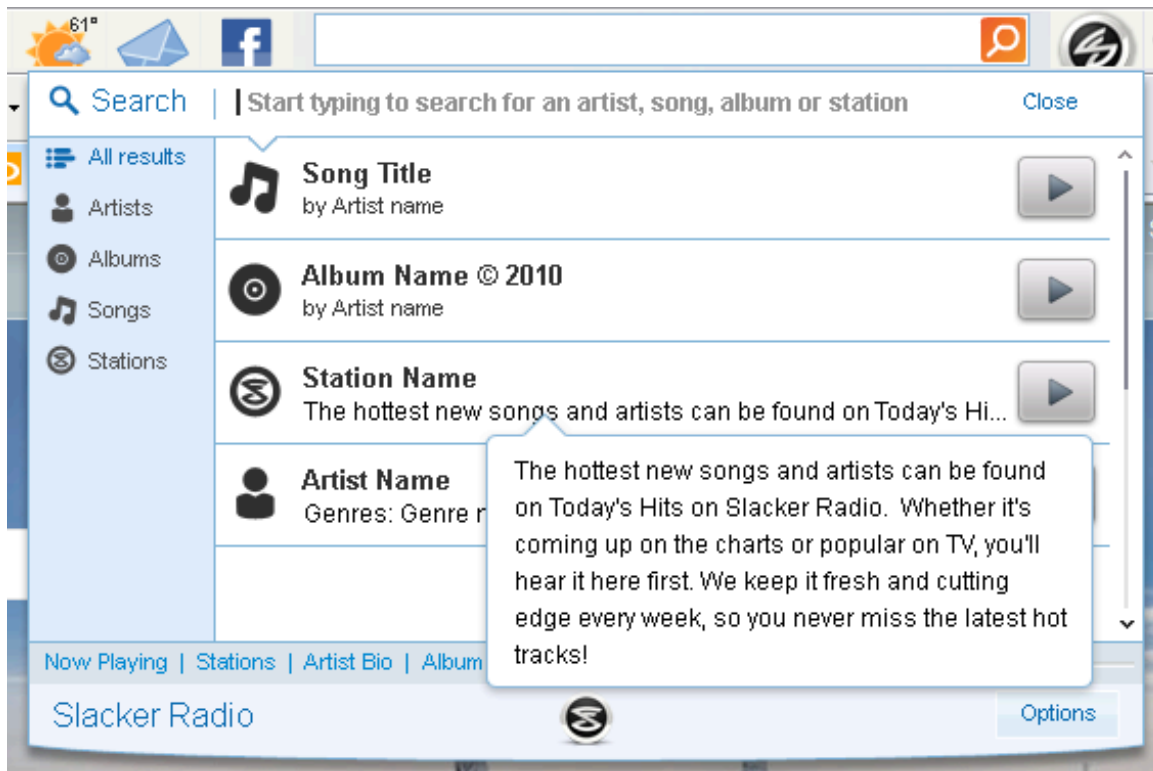


Integrated Search

Clicking on the Search item in the top left of the wing the search window will slide down from the top of the wing. The cursor will be blinking and focus should already be on the text field. If a user starts typing or they click in the text entry area the explanation text should be removed to allow for the users text terms. The default search filter is "All results". With this filter we show all search results in this window. If a user selects one of the other search filters we will filter the results in this window.



Search results will be shown as described below. Each field will have 2 rows of information. Clicking anywhere on the row will close the search results, go to now playing and start playing the result. If the text in the rows is truncated hovering over the text field will show a tooltip pop-up displaying all of the text.



Clicking on either the close button (top right) or any of the navigation links on the bottom NP, stations, bio, etc... will close the search window.

Combined Search (not accepted by MS)

Combined search bar concept. When the slacker tab is open we take over the search bar results. This way users can use the search bar from any view in the player. When our tab is not open the search box is in it's normal search mode.



It would be great to have the normal search results be smart enough to show play buttons next to music results which would open the slacker tab and start playing that result.