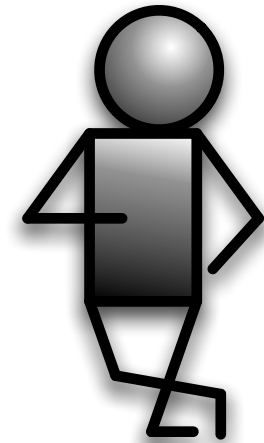


RSS Feed Discovery for Candygram

prepared by platform ued
09/07/2006

The Lay of the Land



Discovering Feeds in Candygram Today...

The screenshot shows a Yahoo! Mail Beta interface in a browser window. The address bar shows the URL <http://us.f300.mail.yahoo.com/dc/launch?action=>. The page title is "Yahoo! Mail Beta, erikgibb". The main content area displays an email from "Yahoo! Answers" with the subject "Yahoo! Answers: You have a new answer to...". The email body contains the following text:

Hello chromatic (erikgibb),

Good news! Someone has answered your question on Yahoo! Answers:

[How do you sell a car in CA without a smog certificate?](#)

Here's the answer that [weswe](#) gave:
You might want to donate it instead.

Here's what you can do next:

1. See the answer by clicking your question above.
2. Wait for more answers (A question is open for 4 days from the day you asked it)
3. If you like the answer you just got, you can choose it as the best answer.
4. If you've already gotten two or more answers, you can

The interface also includes a left sidebar with folders like "Inbox", "Drafts", "Sent", "Spam (177)", "Trash (1)", "Contacts", "Calendar", "Notepad", and "All RSS Feeds". A right sidebar features a "MY YAHOO!" logo and a "My" wheel with categories like "NEWS", "STOCK", "TECH", "HEALTH", "TRAVEL", "BUSINESS", and "FOOD". A "TRY IT NOW" button is visible at the bottom of the right sidebar.

Getting In
- Open Candygram

Discovering Feeds in Candygram Today....

Yahoo! Mail Beta, erikgibb

Welcome, erikgibb

Check Mail Compose

Find Messages... Go

Blockbuster DVD's by Mail

Inbox Drafts Sent Spam (177) Trash (1) Contacts Calendar Notepad All RSS Feeds Add My Folders Add

Calendar Notepad All RSS Feeds Add My Folders Add

From: Frank White Subject: Fwd: ?

From: Yahoo! Answers Subject: Yahoo! Answers: You have a new answer to...

From: Yahoo! Answers Subject: Yahoo! Answers: You have a new answer to...

From: Yahoo! Answers Subject: Yahoo! Answers: You have a new answer to...

From: Yahoo! Answers Subject: Yahoo! Answers: You have a new answer to...

From: YouTube Service Subject: YouTube Email Confirmation

From: YouTube Service Subject: Welcome to YouTube

From: sales@zofunk.com Subject: Thank you for your order

From: Roberto Veronese Subject: info-exchange

From: Dennis Whitney Subject: Calculating the perfect bum

Yahoo! Answers: You have a new answer to [Compact Header](#) | Hide Pane

Yahoo! Answers <answers-alert> To: erikgibb@yahoo.com

Hello chromatic (erikgibb),

Good news! Someone has answered your question on Yahoo! Answers:

[How do you sell a car in CA without a smog certificate?](#)

Here's the answer that [weswe](#) gave:
You might want to donate it instead.

Here's what you can do next:

1. See the answer by clicking your question above.
2. Wait for more answers (A question is open for 4 days from the day you asked it)
3. If you like the answer you just got, you can choose it as the best answer.
4. If you've already gotten two or more answers, you can

Transferring data from us.f300.mail.yahoo.com...

Getting In

- Open Candygram
- Find the RSS Feeds folder
- Click on Add to open the existing Feed Discovery Window

Discovering Feeds in Candygram Today.....

The screenshot shows a web browser window titled "http://us.f300.mail.yahoo.com - Add Content". The main content area contains a list of feeds with the following details:

- YAHOO! MAIL BETA** **Yahoo! Mail Beta Updates**
Yahoo! Mail Beta product developments, future releases, bug fixes, service enhancements...whatever
- The New York Times** **NYT > Home Page**
New York Times > Breaking News, World News & Multimedia
- SI.com** **SI.com**
SI.com is the league leader in original in-depth coverage of professional, local, college and international sports. And we're updated continuously, delivering the level of rich in-depth coverage Sports Illustrated fans demand, at the speed of CNN.
- YAHOO! NEWS** **Yahoo! News: Top Stories**
Top Stories
- Braingle**
Brain teasers, riddles, puzzles and games.
- THE WALL STREET JOURNAL ONLINE** **WSJ.com: What's News US**
What's News US
- cnet NEWS.COM** **CNET News.com**
Tech news and business reports by CNET News.com. Focused on information technology, core topics include computers, hardware, software, networking, and Internet media.
- 101 Cookbooks**

Below the list, there is a text prompt: "Alternatively, you may enter a URL for the RSS feed you would like to add." followed by an "Address" input field. At the bottom of the dialog are "Add" and "Cancel" buttons. A "Done" button is visible in the browser's status bar.

Current discovery experience

1. Static list of editorial feeds
2. Add by URL

Discovering Feeds in Candygram Today.....

http://us.f300.mail.yahoo.com - Add Content

Select a feed from the following list,* and click the Add button, below. Use the Ctrl key to select multiple items.

- YAHOO! MAIL BETA** **Yahoo! Mail Beta Updates**
Yahoo! Mail Beta product developments, future releases, bug fixes, service enhancements...whatever
- The New York Times** **NYT > Home Page**
New York Times > Breaking News, World News & Multimedia
- SI.com** **SI.com**
SI.com is the league leader in original in-depth coverage of professional, local, college and international sports. And we're updated continuously, delivering the level of rich in-depth coverage Sports Illustrated fans demand, at the speed of CNN.
- YAHOO! NEWS** **Yahoo! News: Top Stories**
Top Stories
- Braingle**
Brain teasers, riddles, puzzles and games.
- THE WALL STREET JOURNAL ONLINE** **WSJ.com: What's News US**
What's News US
- cnet NEWS.COM** **CNET News.com**
Tech news and business reports by CNET News.com. Focused on information technology, core topics include computers, hardware, software, networking, and Internet media.
- 101 Cookbooks**

Alternatively, you may enter a URL for the RSS feed you would like to add.

Address

* **Better things are in the works.** We'll soon be replacing this beta dialog with one that features feed search, feed import/export, and much more. Stay tuned.

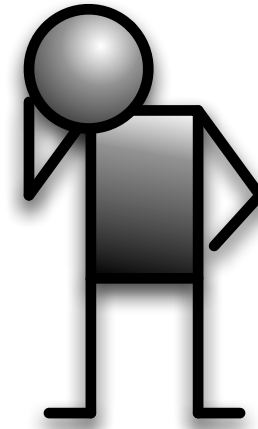
Add Cancel

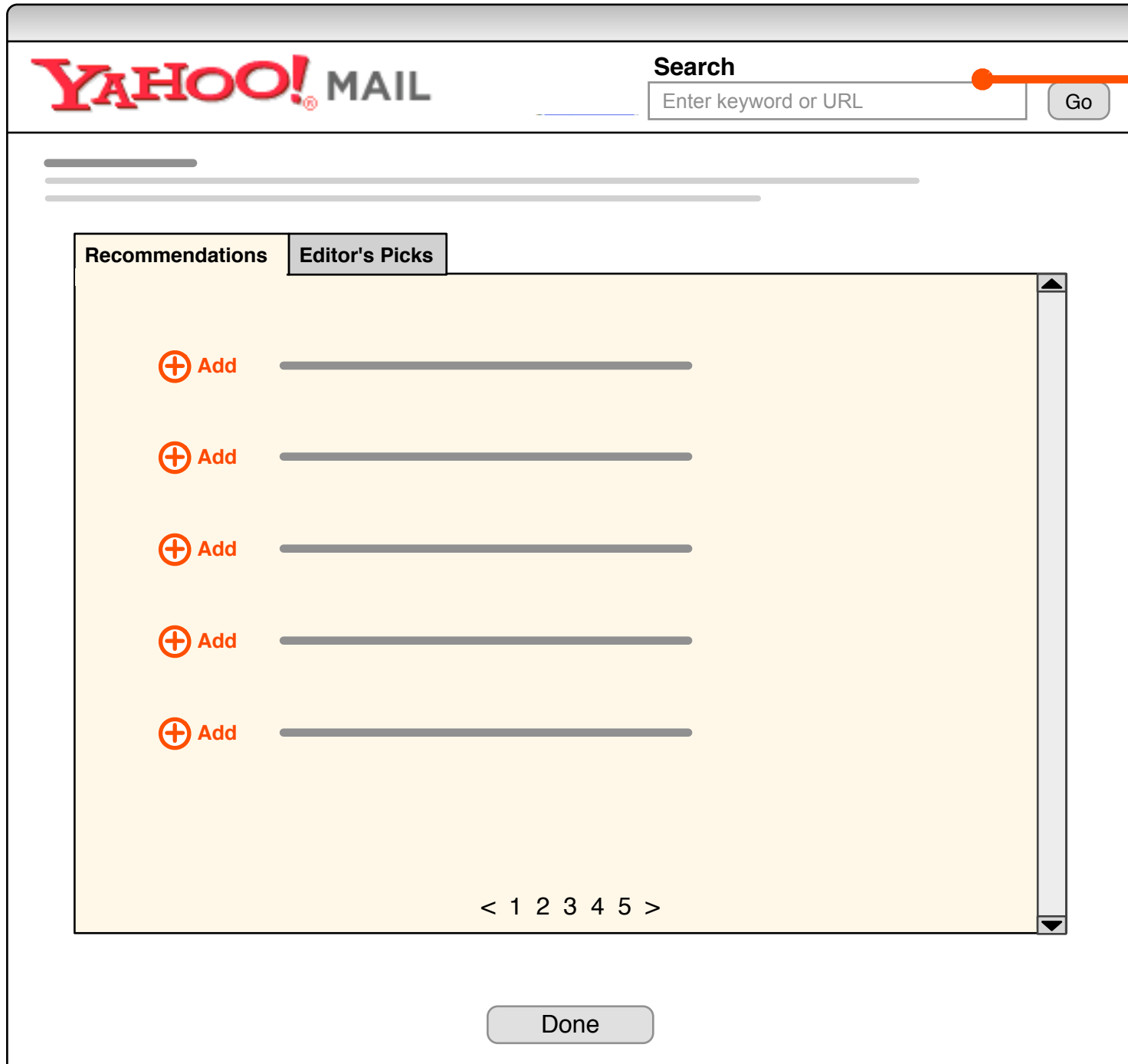
Done

What's missing

1. Search
2. Personalized Recommendations
3. Feed Previews
4. Dynamically updated content
5. Consistent experience for other properties

What's Coming

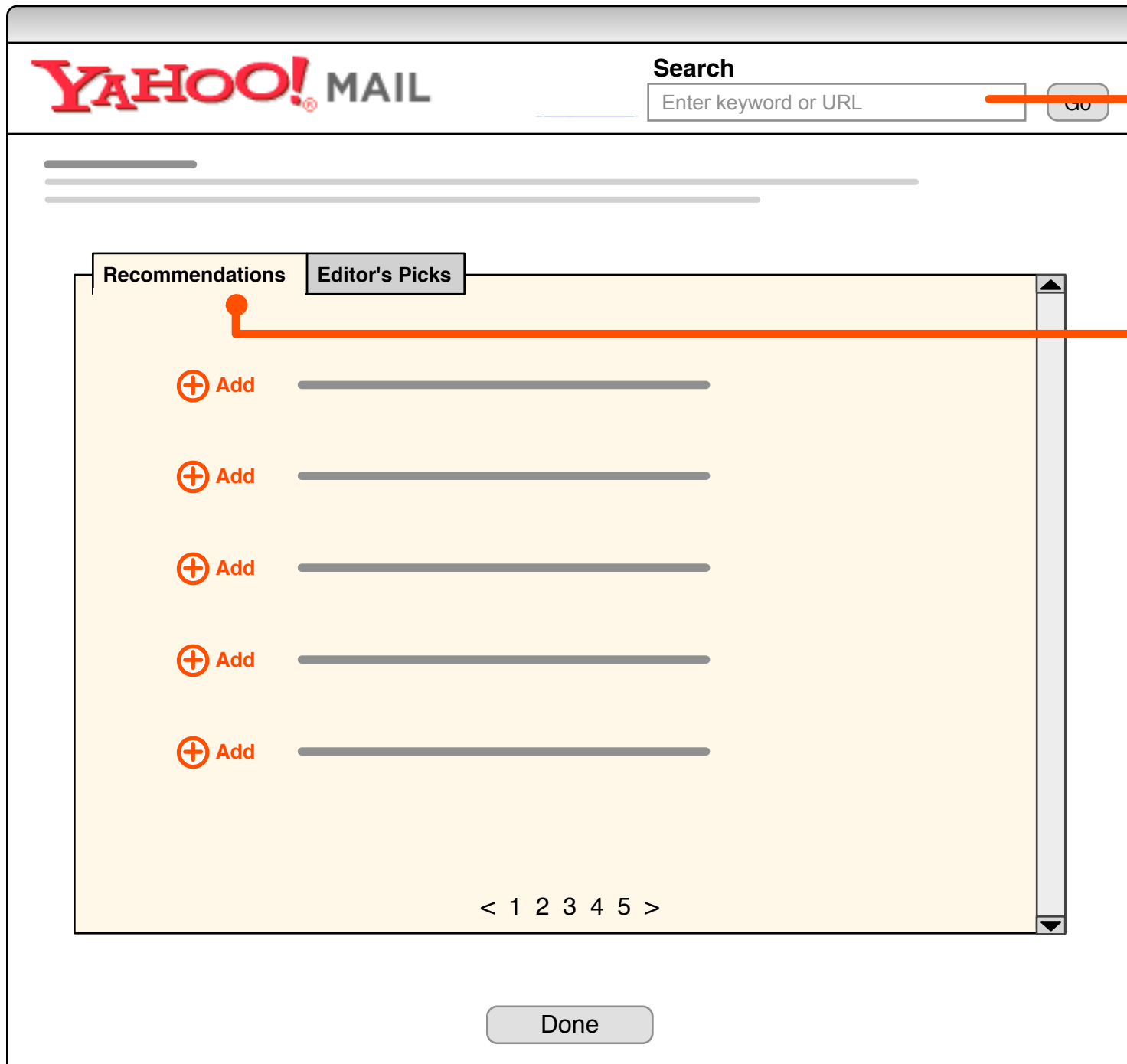




Search for Feeds

- URL
- Keyword

RSS Discovery Window Overview.....



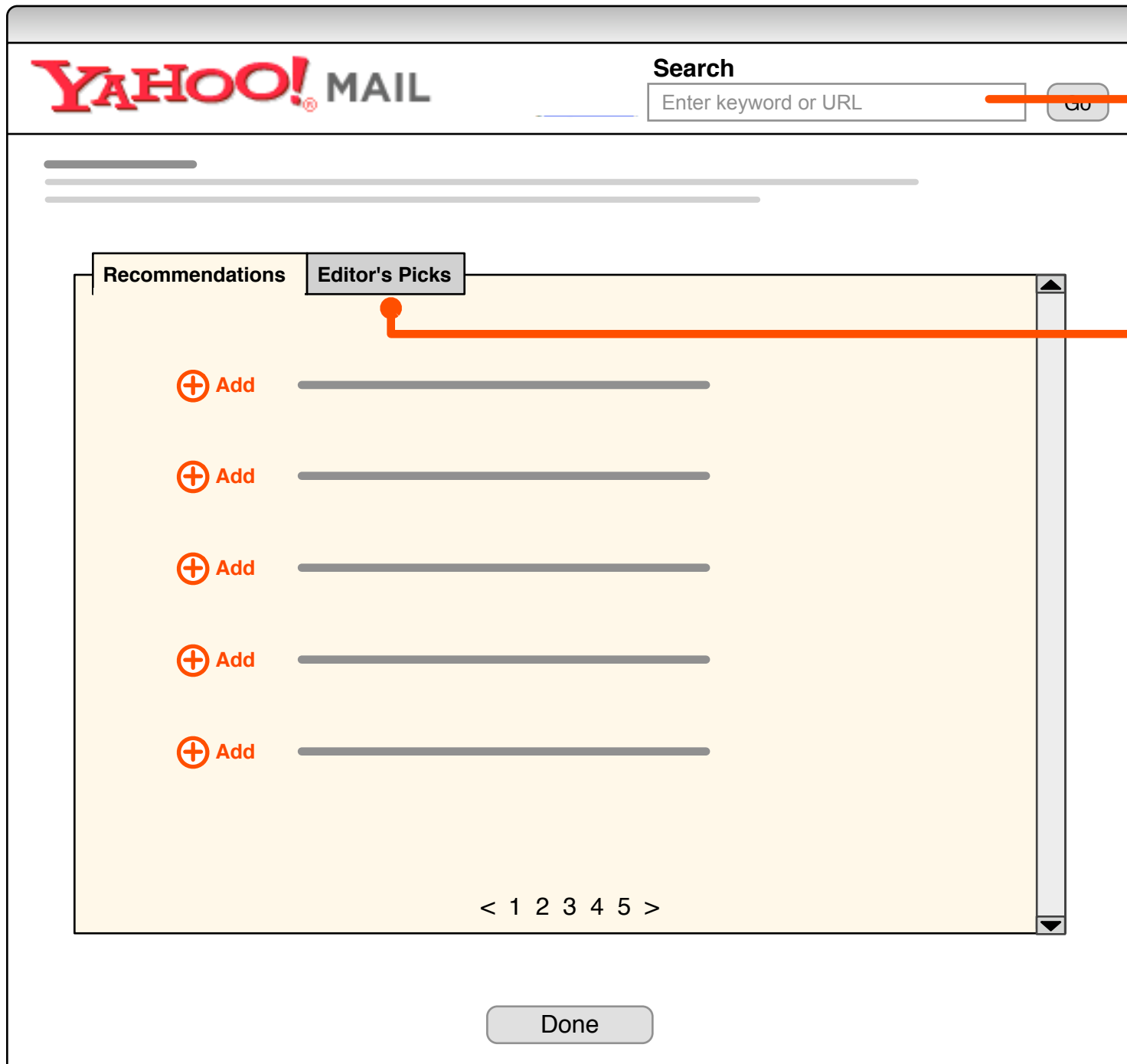
Search for Feeds

- URL
- Keyword

Tabs for

- Personalized Recommendations (OCP/SDS)

RSS Discovery Window Overview.....



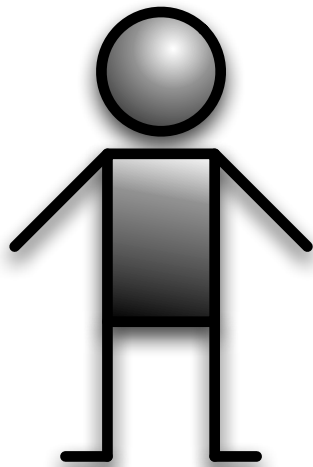
Search for Feeds

- URL
- Keyword

Tabs for

- Personalized Recommendations (OCP/SDS)
- Editor's Picks

Browsing



Recommendations

Editor's Picks

+ Add

+ Add

+ Add

+ Add

+ Add

< 1 2 3 4 5 >

Done

Each RSS Feed displays

- Feed title

Recommendations

Editor's Picks

+ Add

+ Add

+ Add

+ Add

+ Add

< 1 2 3 4 5 >

Done

Each RSS Feed displays

- Feed title
- Add button

Recommendations

Editor's Picks



Add



Show Preview



Not Interesting



Add



Add



Add



Add

< 1 2 3 4 5 >

Done

Hover reveals controls

- Show Preview
- Not Interesting

Recommendations

Editor's Picks

+ Add

+ Add

▶ Show Preview

⊘ Not Interesting

+ Add

+ Add

+ Add

< 1 2 3 4 5 >

Done

Hover reveals controls

- Show Preview
- Not Interesting

Recommendations

Editor's Picks

+ Add



+ Add



+ Add



▶ Show Preview

⊘ Not Interesting



+ Add



+ Add



< 1 2 3 4 5 >

Done

Hover reveals controls

- Show Preview
- Not Interesting

Recommendations

Editor's Picks

+ Add

+ Add

+ Add

+ Add

+ Add

▶ Show Preview

⊘ Not Interesting

< 1 2 3 4 5 >

Done

Hover reveals controls

- Show Preview
- Not Interesting

Recommendations

Editor's Picks

+ Add

+ Add

+ Add

▶ Show Preview

⊘ Not Interesting

+ Add

+ Add

< 1 2 3 4 5 >

Done

Hover reveals controls

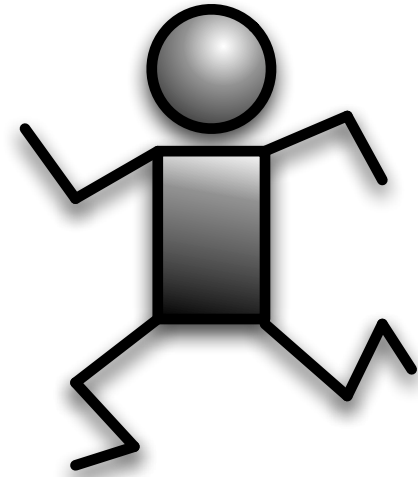
- Show Preview
- Not Interesting



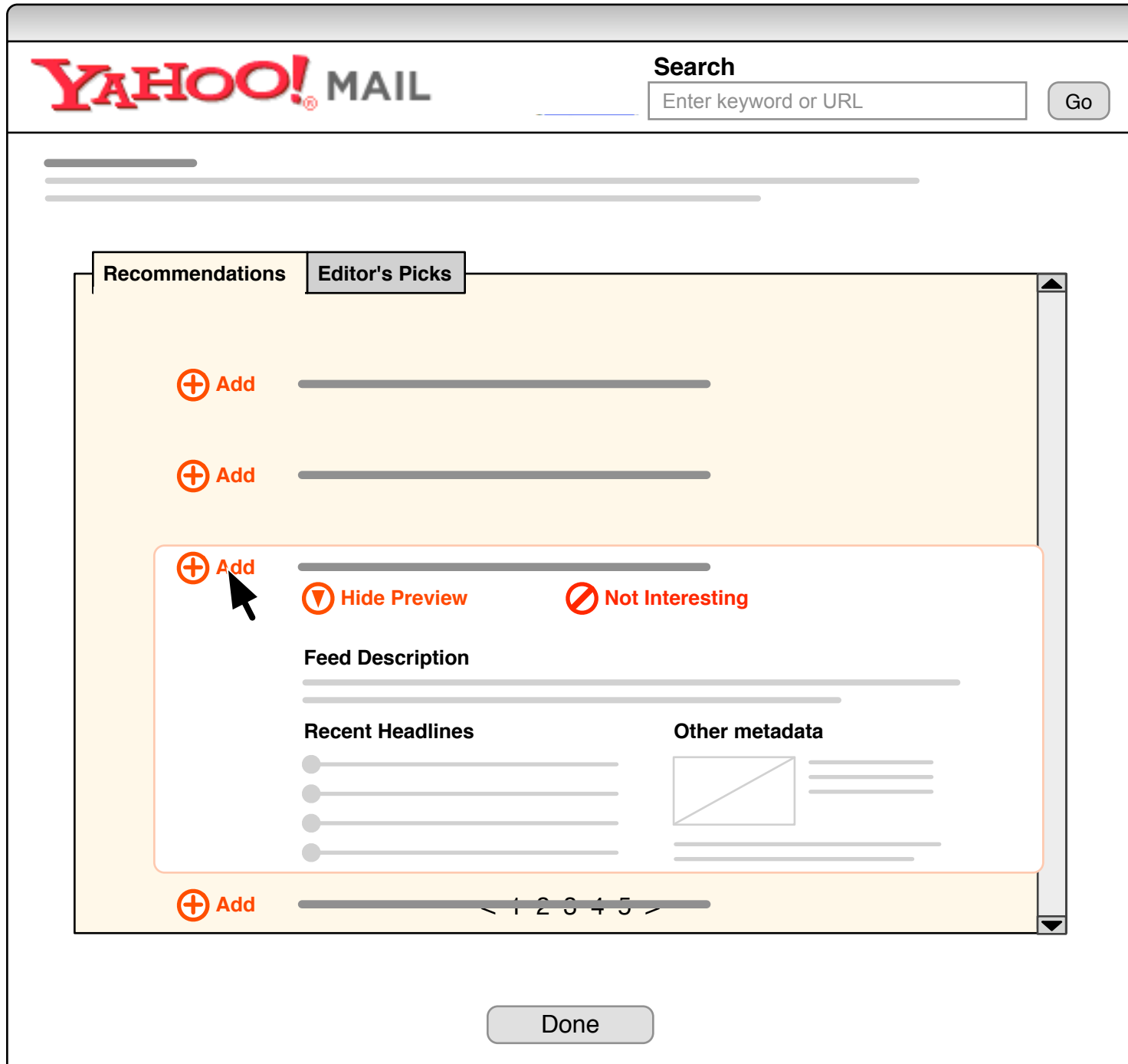
Preview content

- Feed description
- Recent headlines
- Channel image
- Del.icio.us/Myweb tags
- Editorial categories
- Yahoo! Subscribers

Adding Feeds

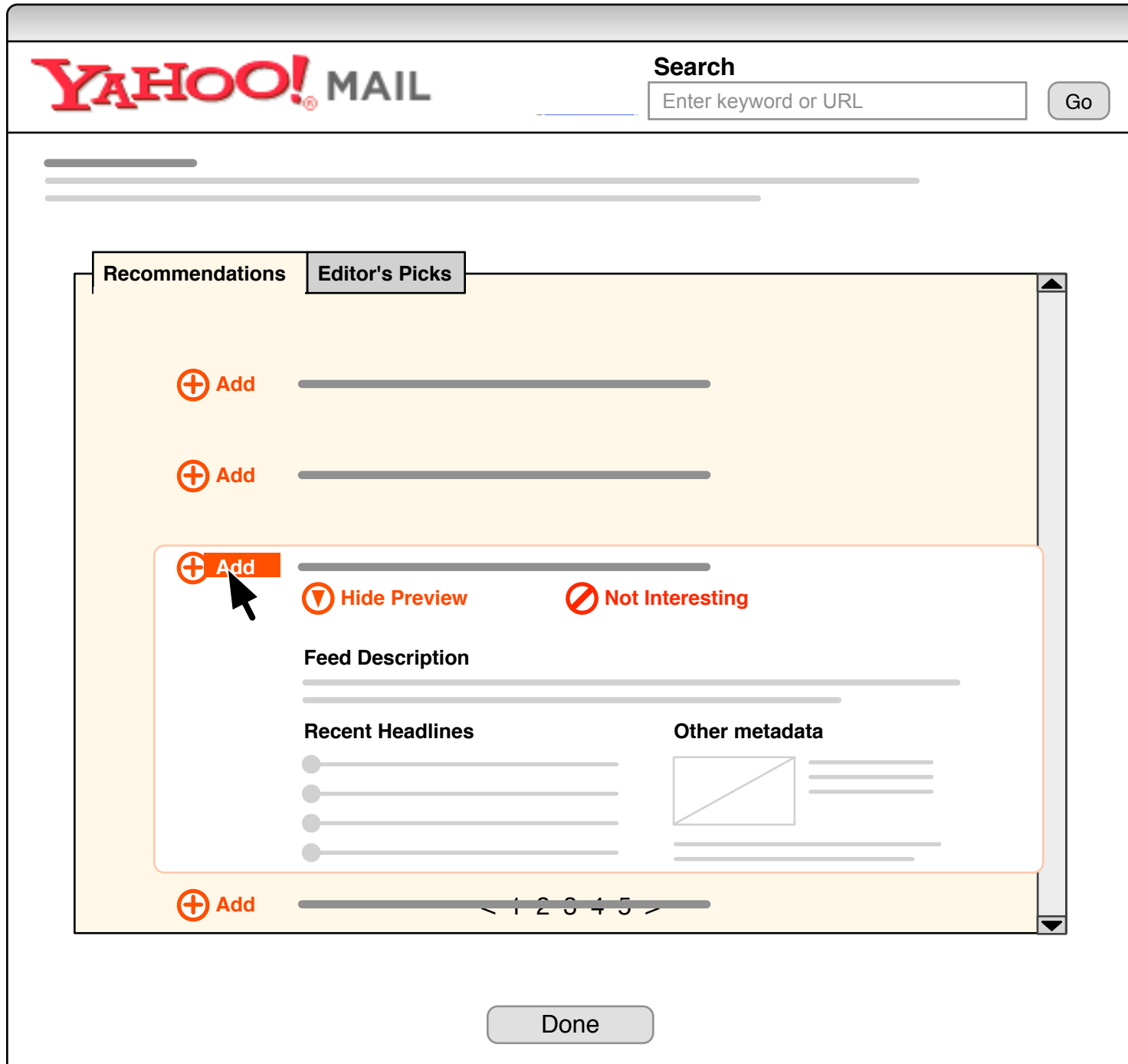


Adding Feeds...



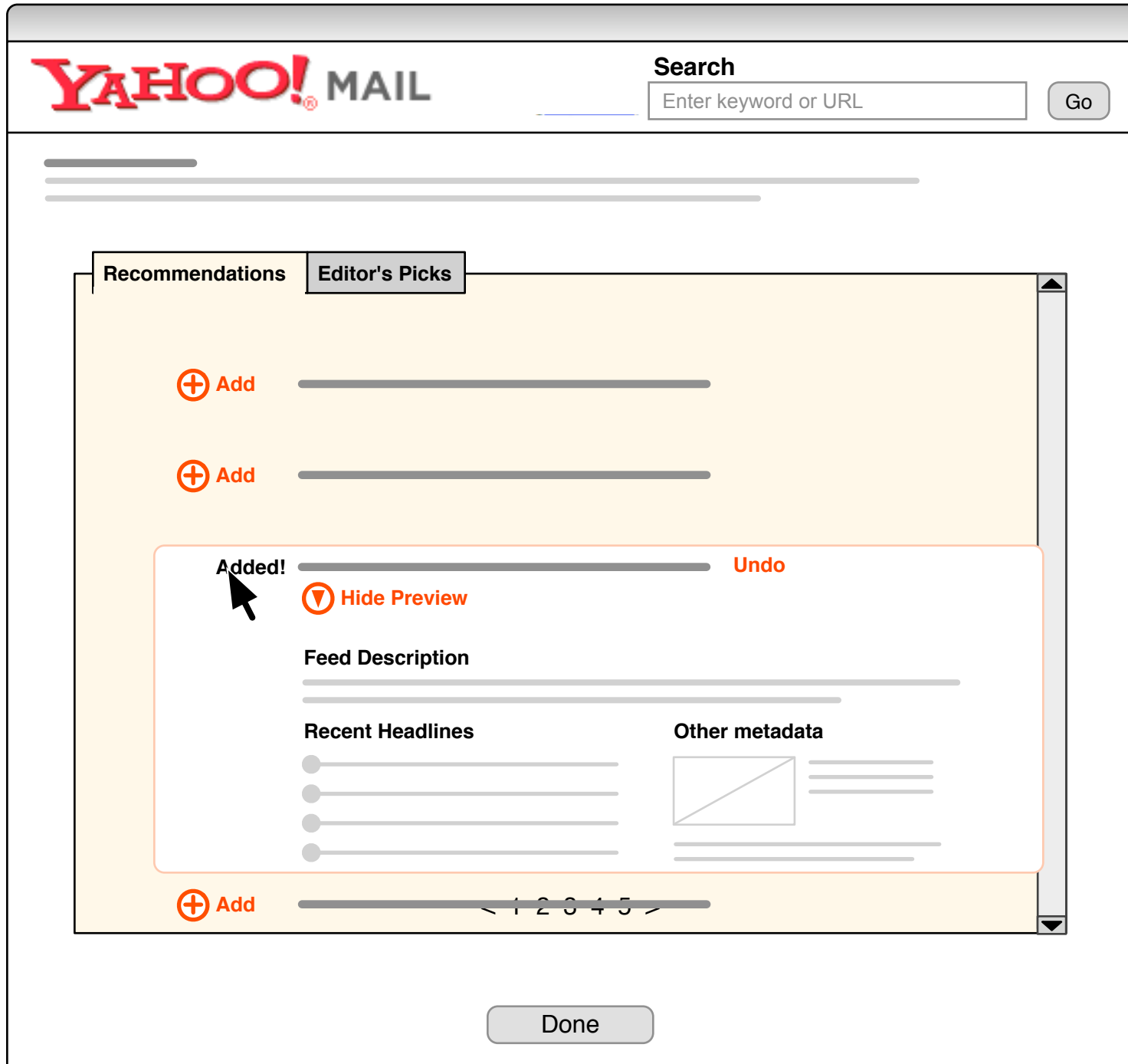
Adding feeds is fast and intuitive

Adding Feeds....



Adding feeds is fast and intuitive

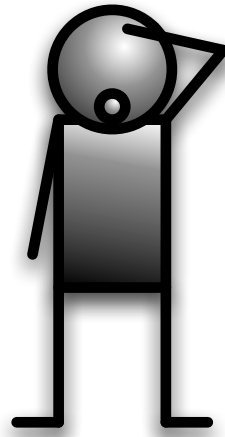
Adding Feeds.....



Adding feeds is fast and intuitive

You can quickly undo subscriptions if you change your mind

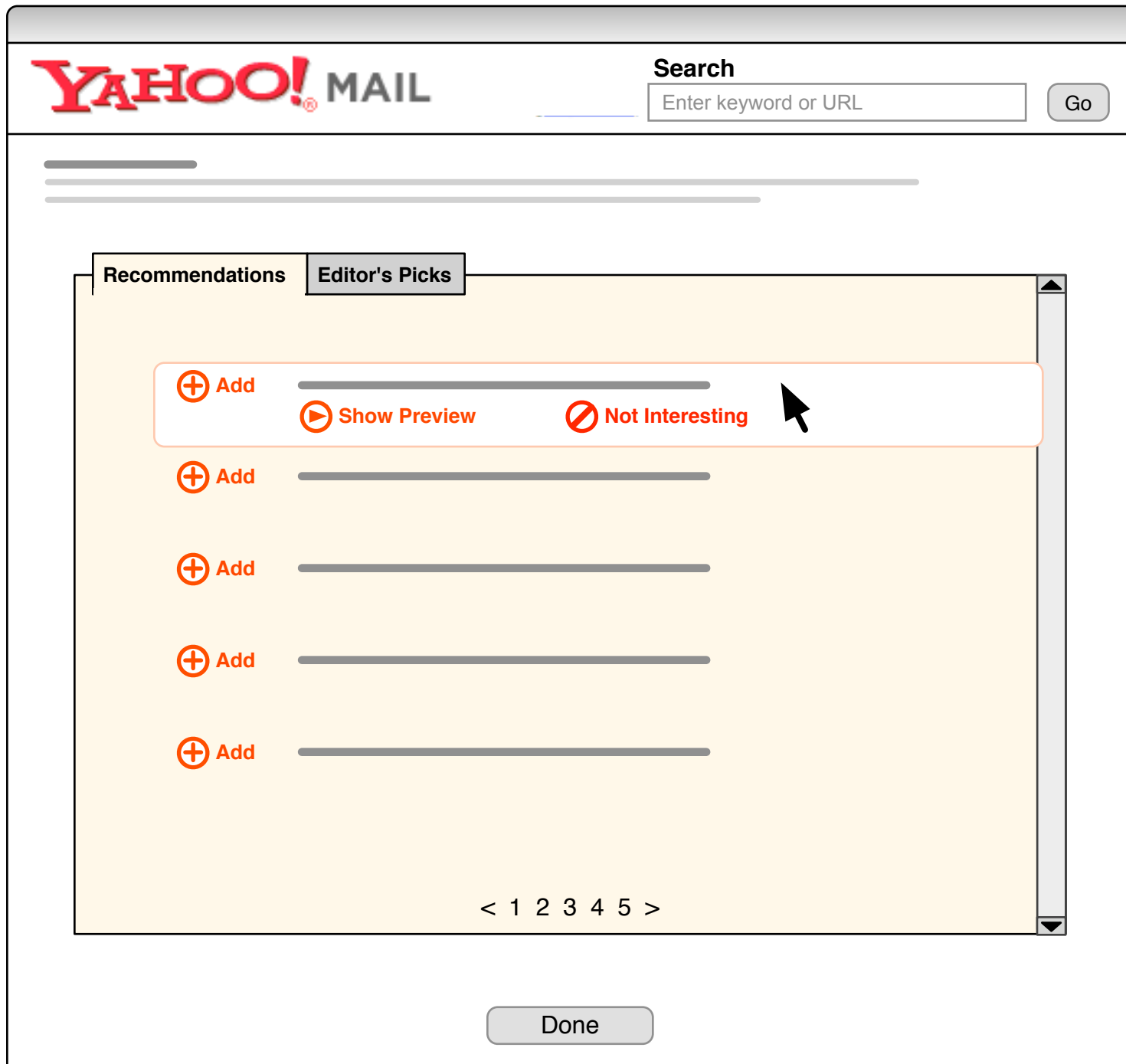
Recommendations





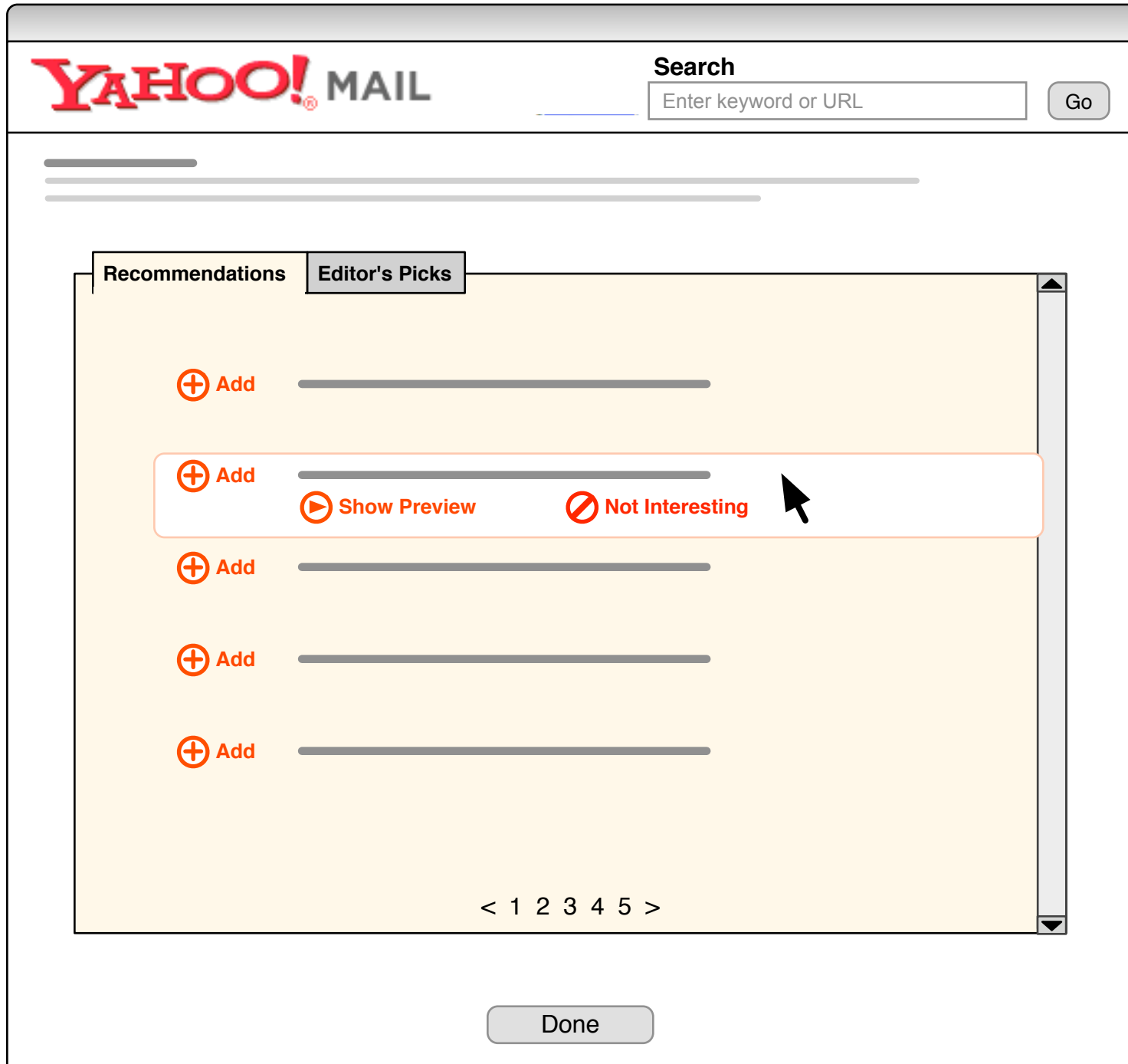
Personalized Recommendations

- Shared with OCP/ SDS Engine
- Feedback works like My Yahoo module
- You see multiple recommendations at a time



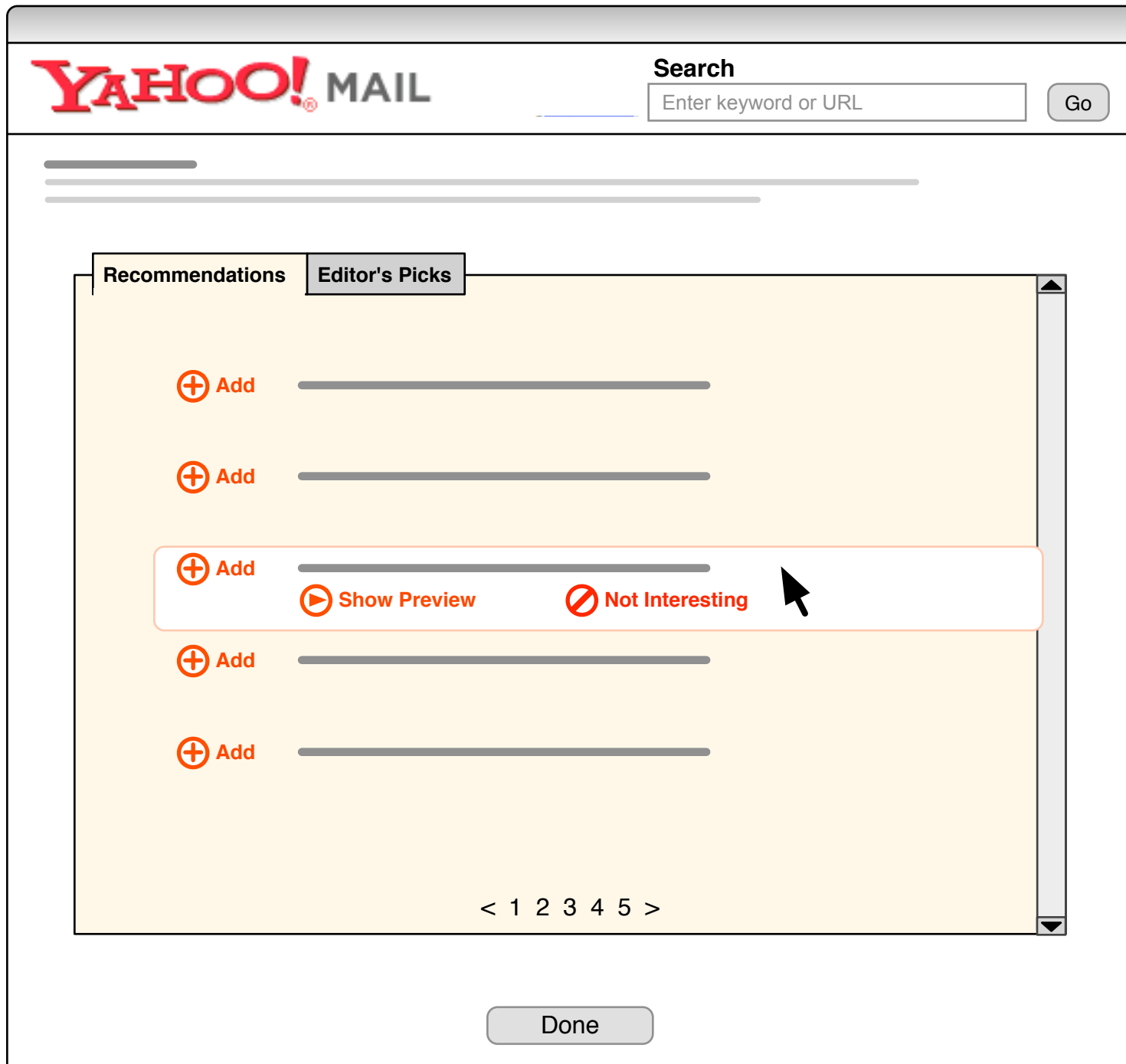
Personalized Recommendations

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- You see multiple recommendations at a time



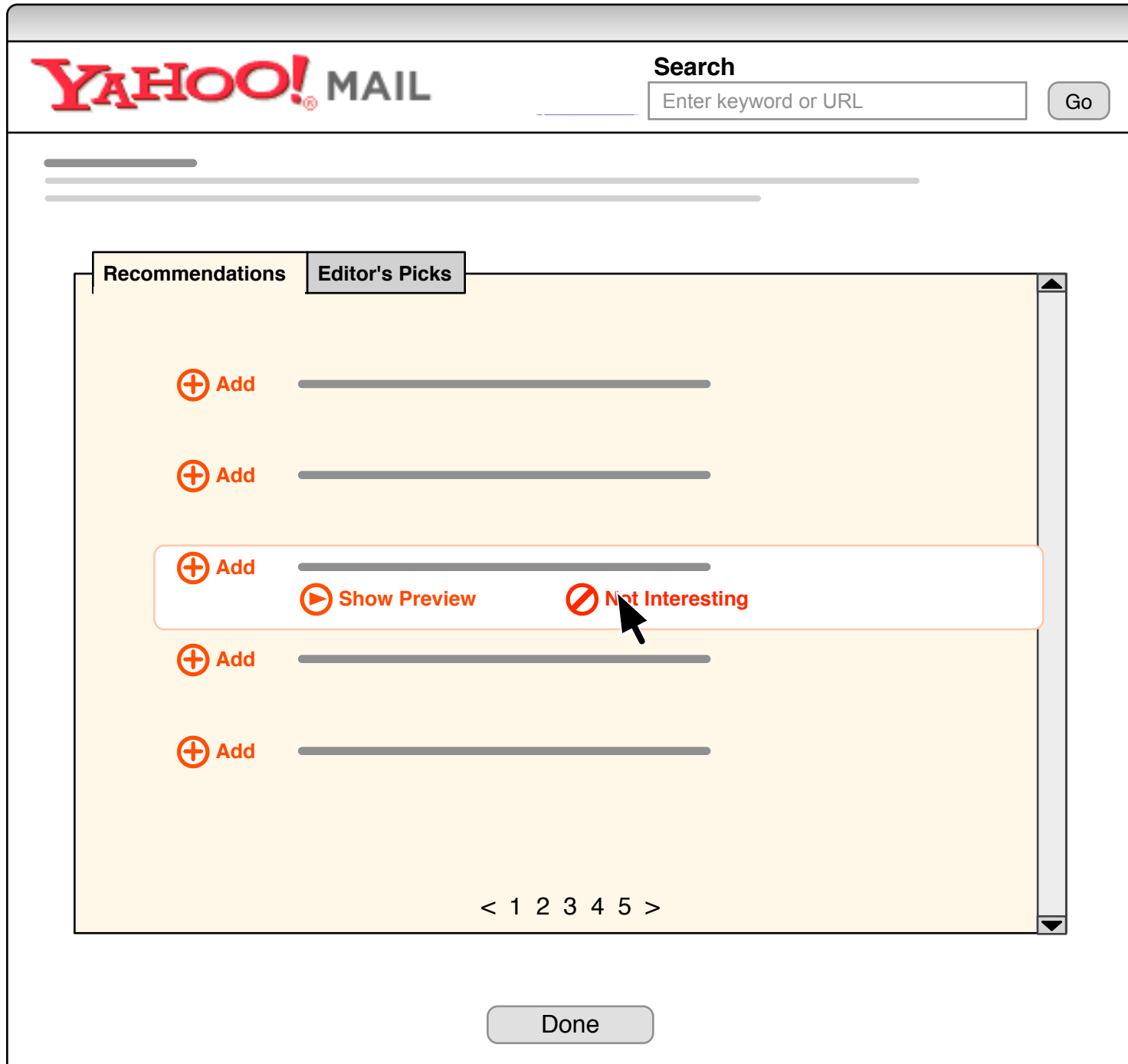
Personalized Recommendations

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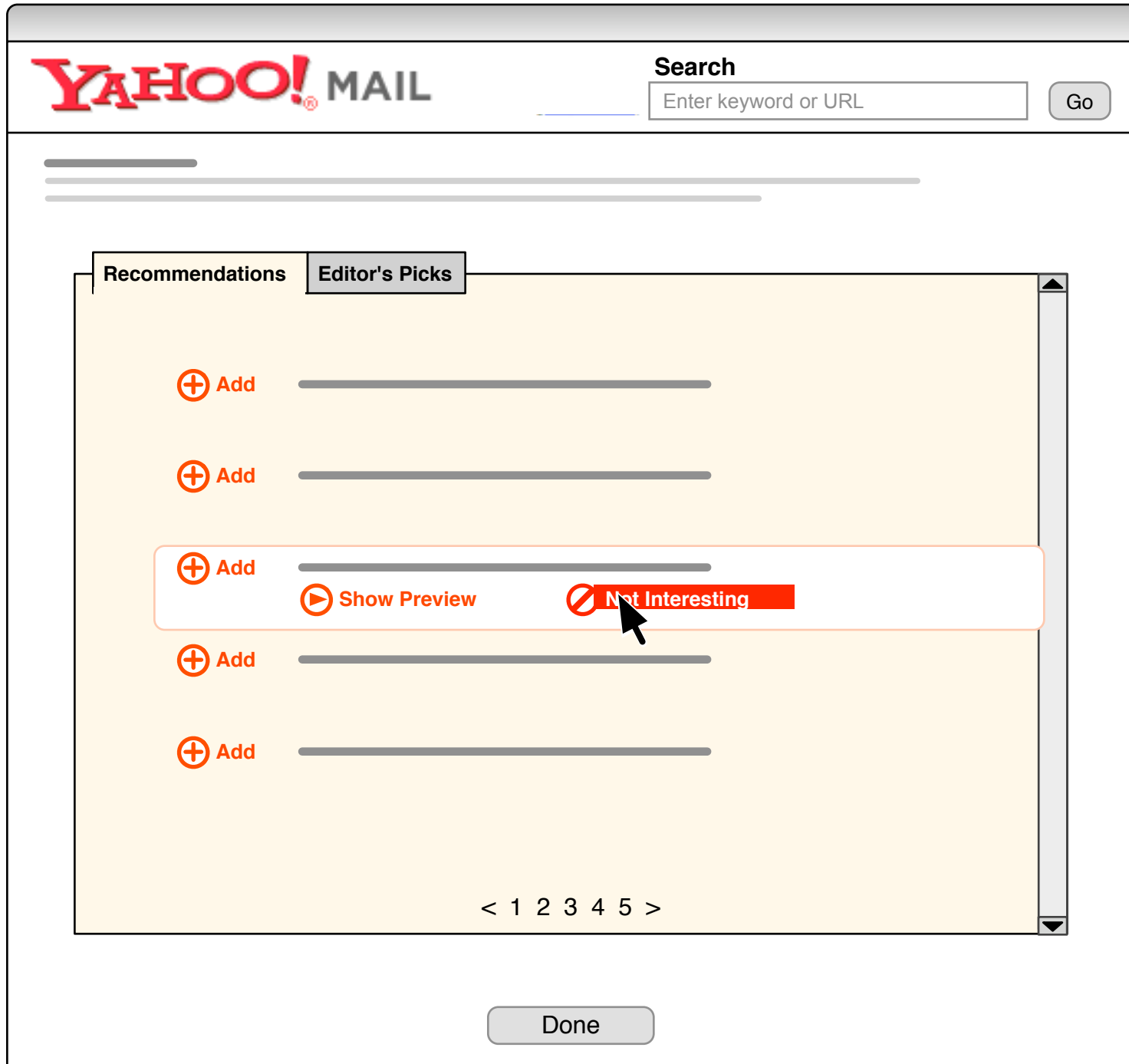
Personalized Recommendations

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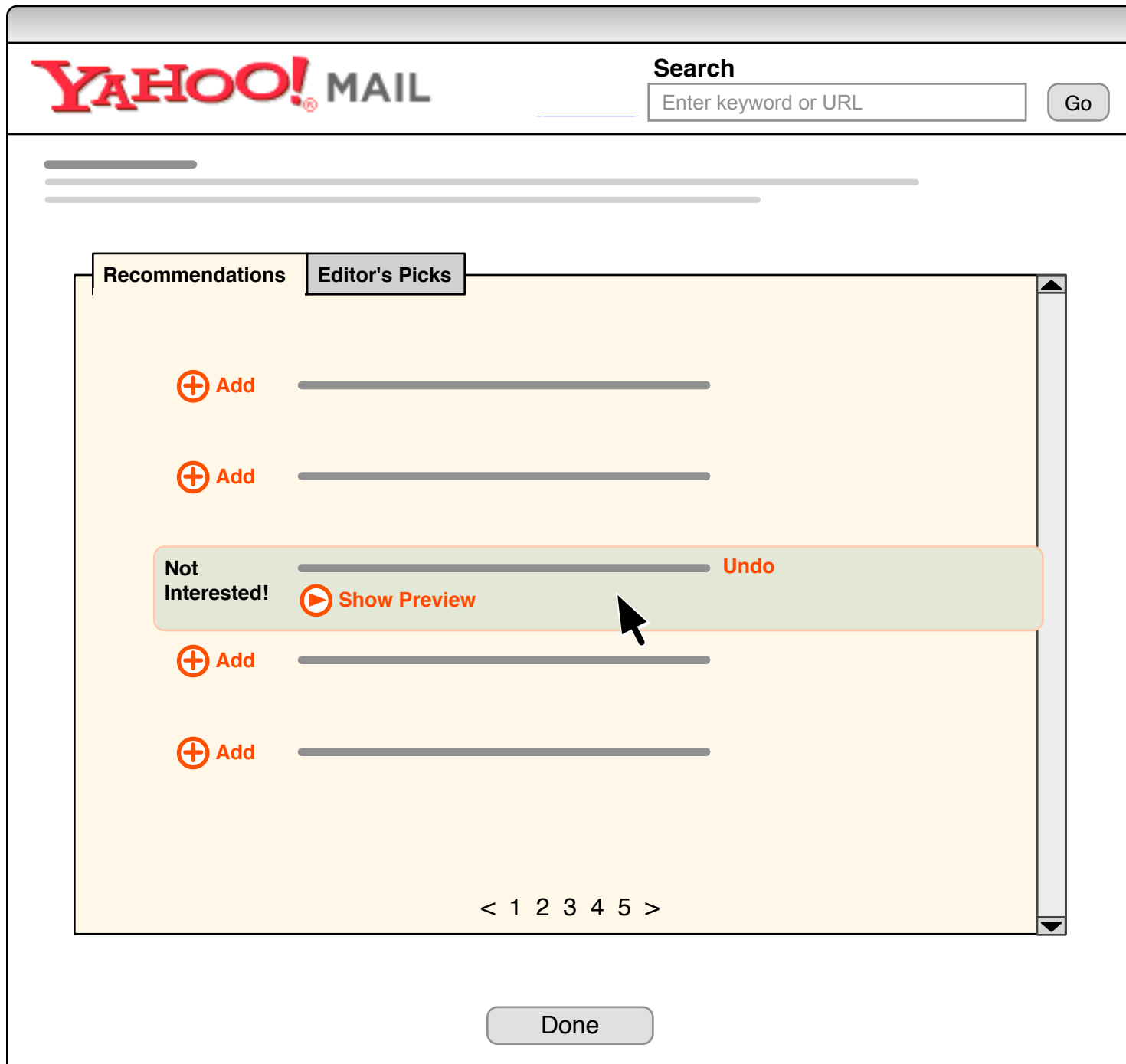
Personalized Recommendations

- Shared with OCP/ SDS Engine
- Feedback works like My Yahoo module
- You see multiple recommendations at a time



Personalized Recommendations

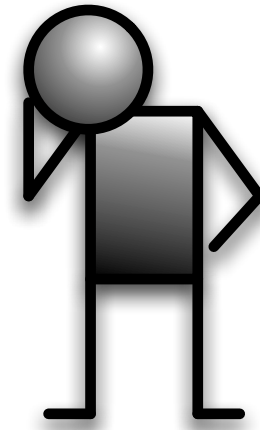
- Shared with OCP/ SDS Engine
- Feedback works like My Yahoo module
- You see multiple recommendations at a time



Personalized Recommendations

- Shared with OCP/ SDS Engine
- Feedback works like My Yahoo module
- You see multiple recommendations at a time
- You can quickly remove items from the list if you change your mind

Searching



YAHOO! MAIL

Search

Enter keyword or URL

Go

Search for Feeds

- URL
- Keyword

Recommendations

Editor's Picks

+ Add

+ Add

+ Add

+ Add

+ Add

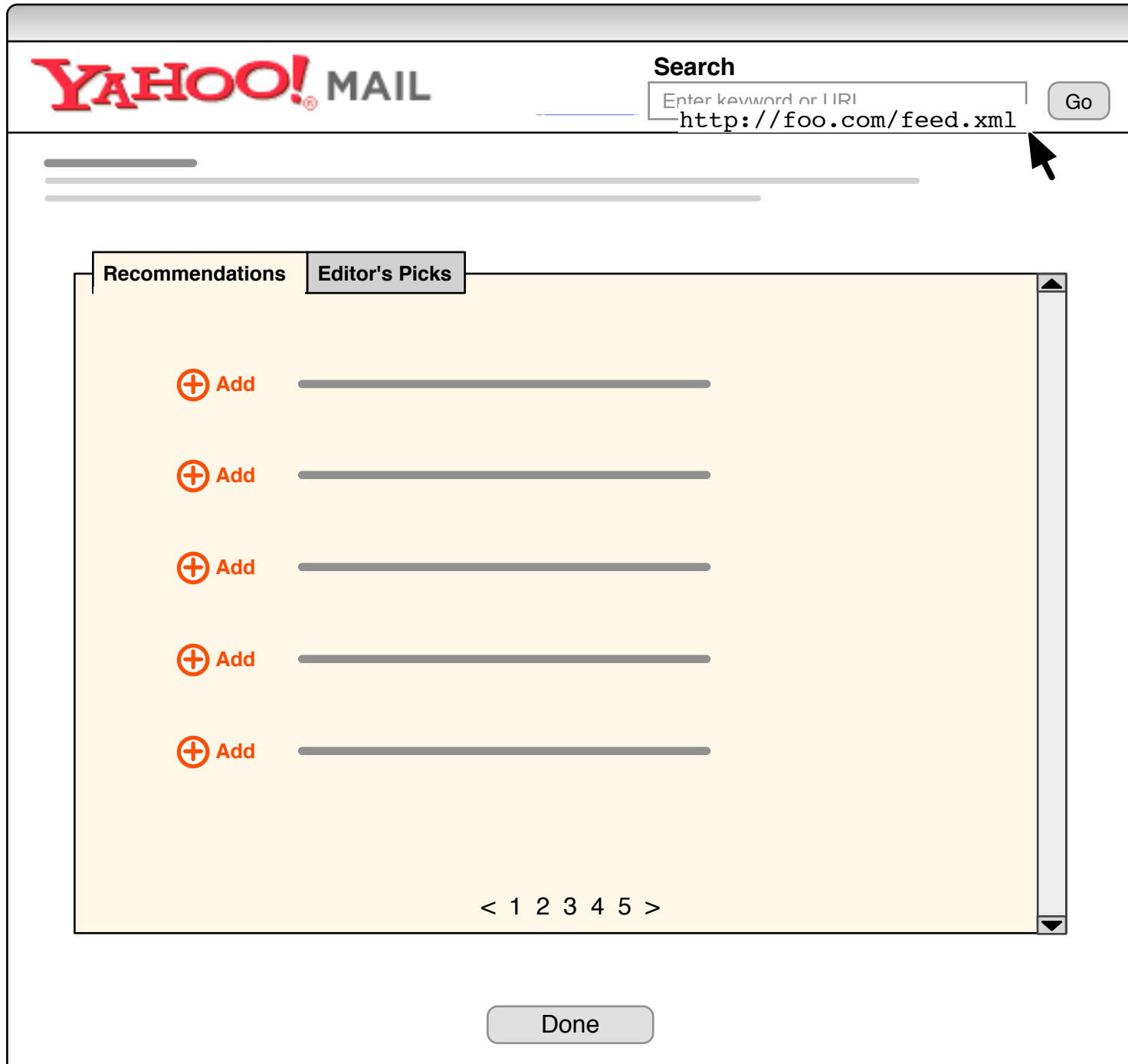
< 1 2 3 4 5 >

Done



Search for Feeds

- URL
- Keyword



Search for Feeds

- URL
- Keyword



Search for Feeds

- URL
- Keyword

Results

- Displayed in a new tab
- Can be closed

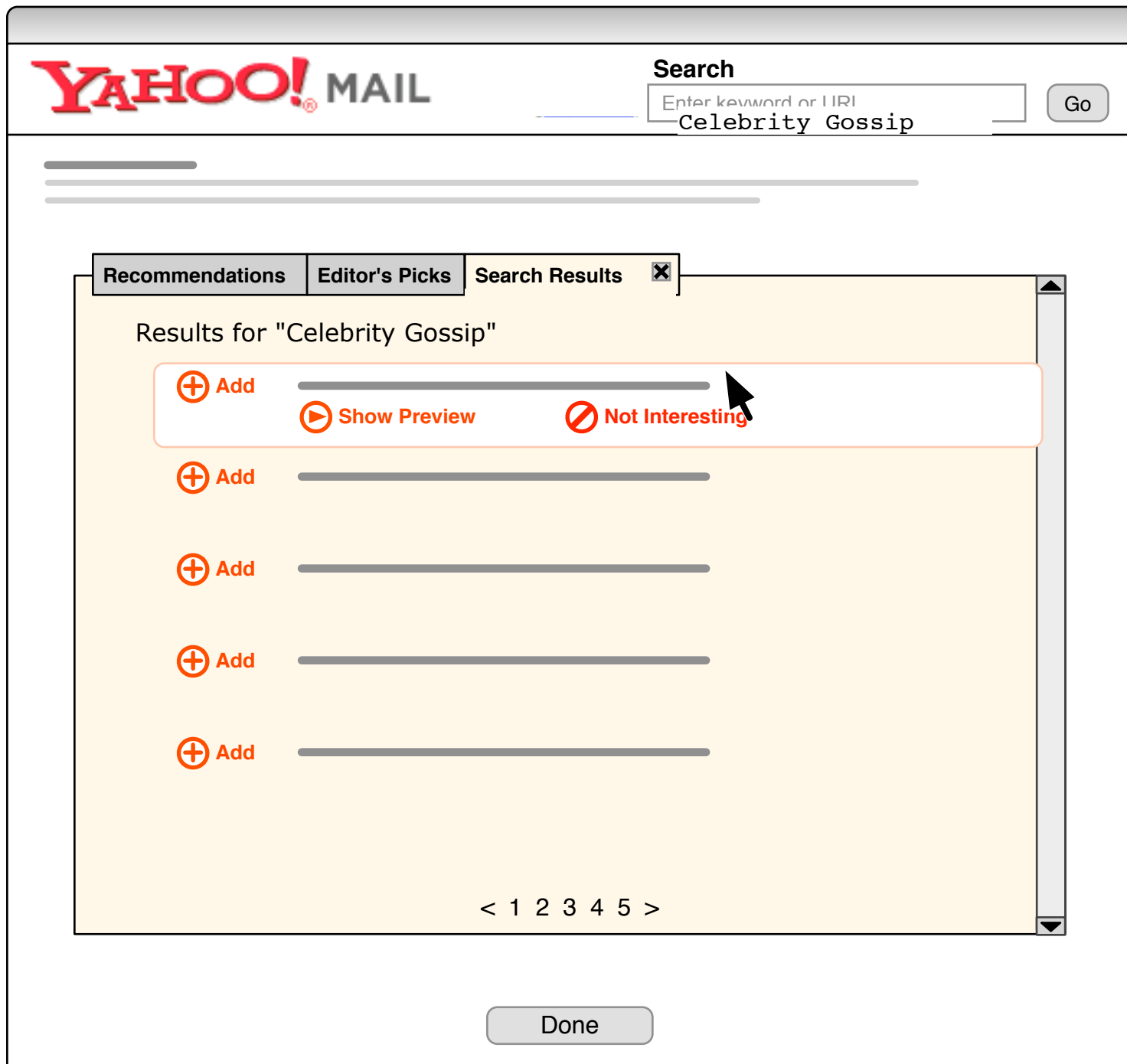


Search for Feeds

- URL
- Keyword

Results

- Displayed in a new tab
- Can be closed



Search for Feeds

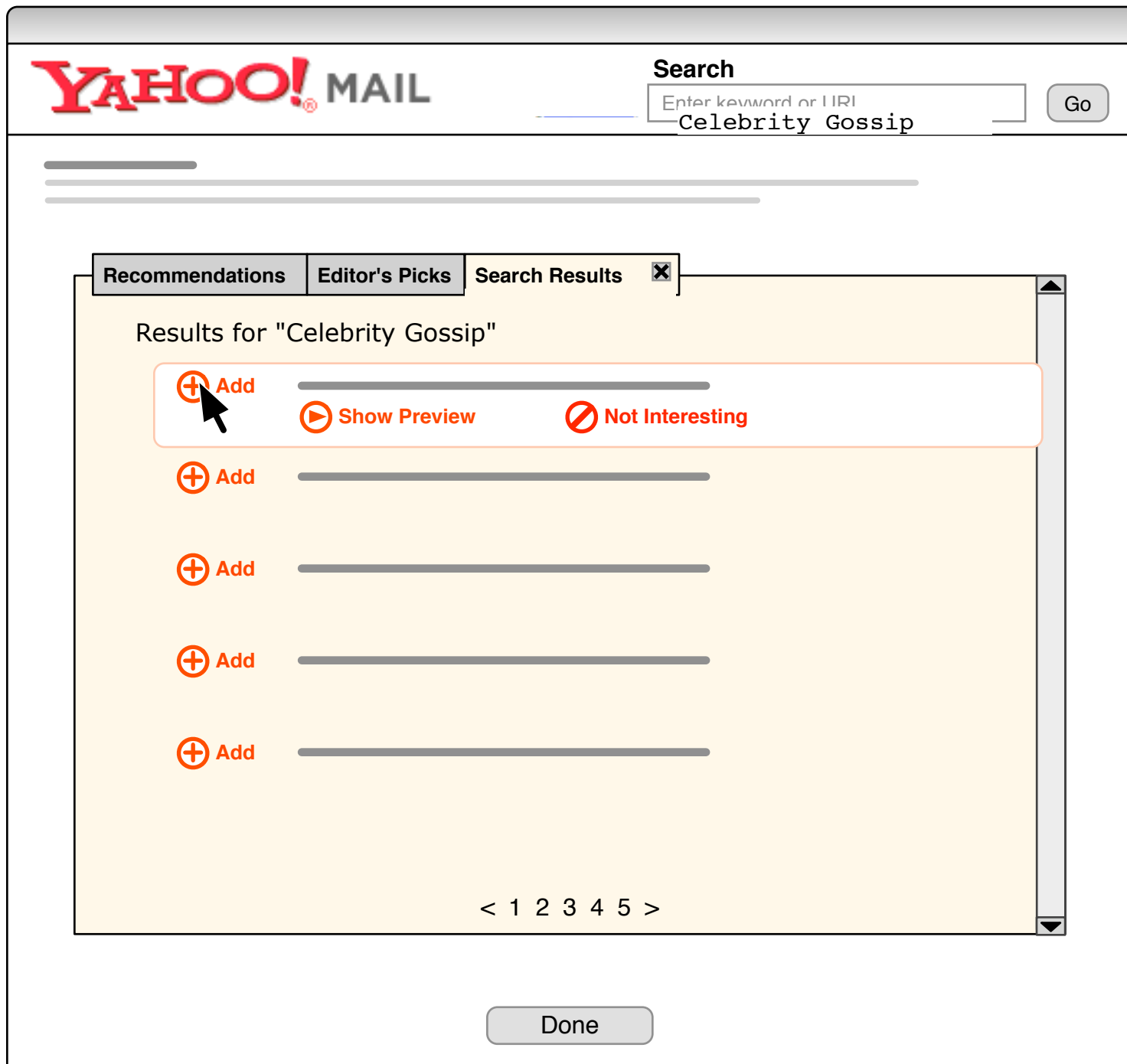
- URL
- Keyword

Results

- Displayed in a new tab
- Can be closed

Items

- Added the same way



Search for Feeds

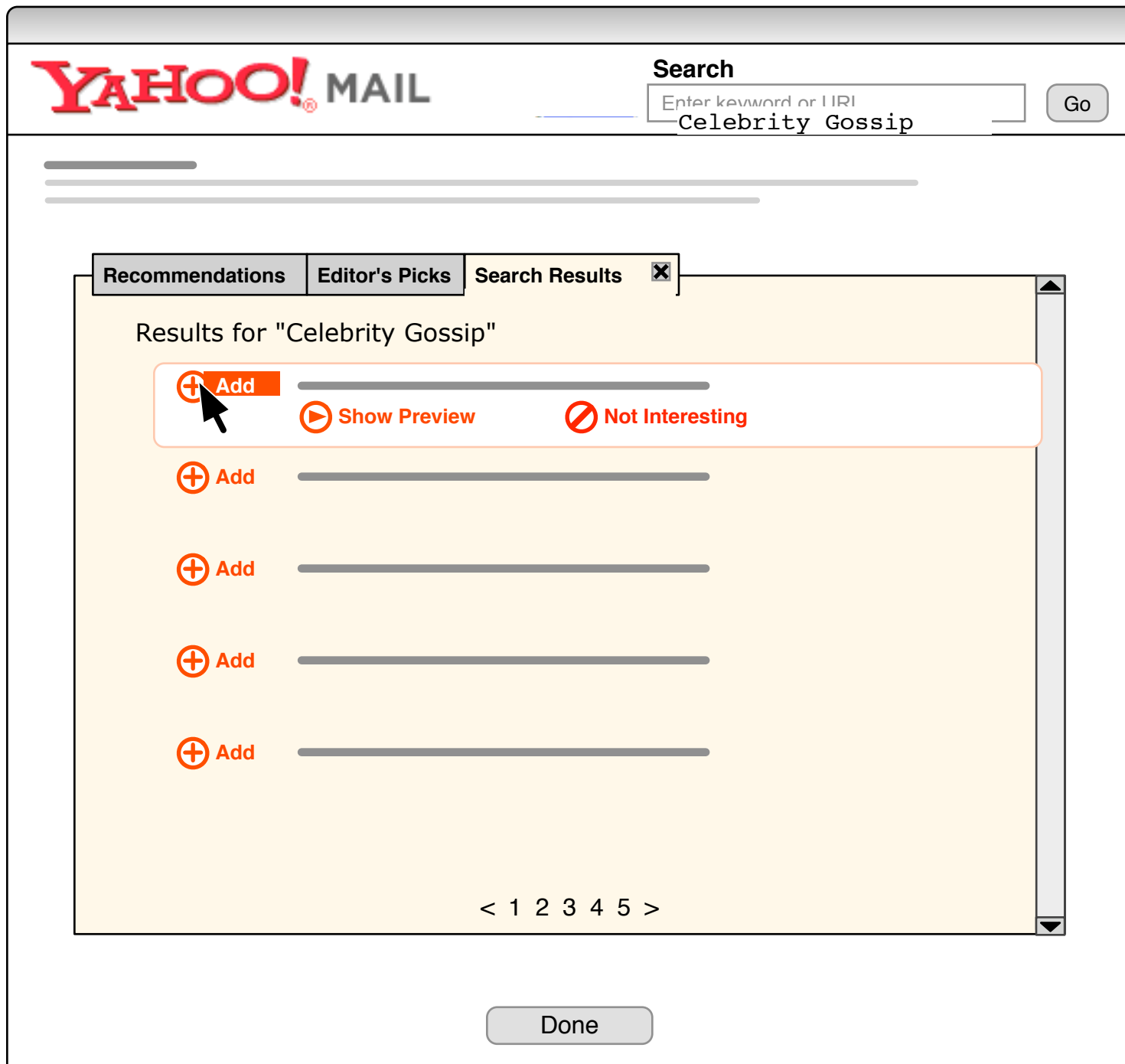
- URL
- Keyword

Results

- Displayed in a new tab
- Can be closed

Items

- Added the same way



Search for Feeds

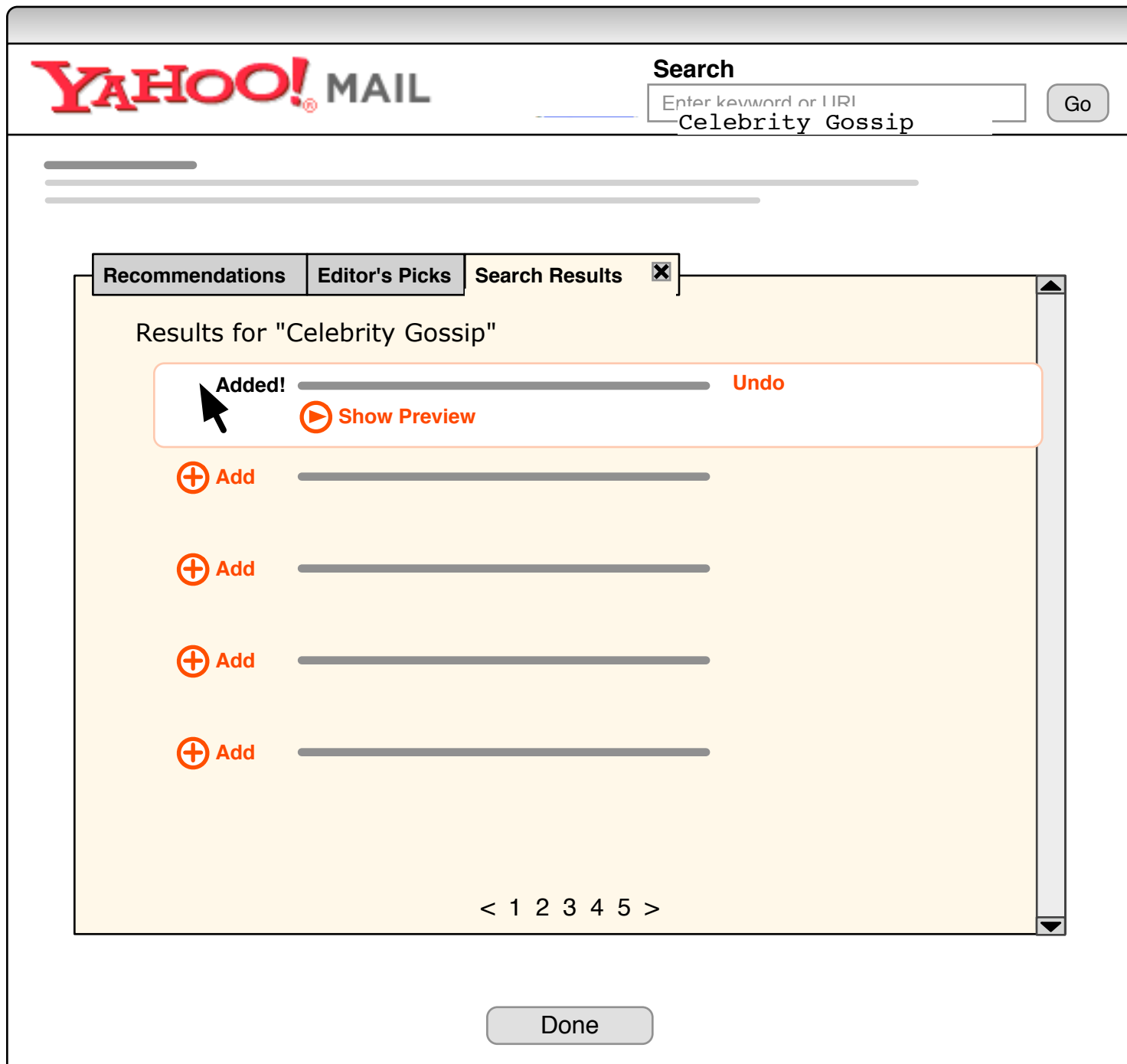
- URL
- Keyword

Results

- Displayed in a new tab
- Can be closed

Items

- Added the same way



Search for Feeds

- URL
- Keyword

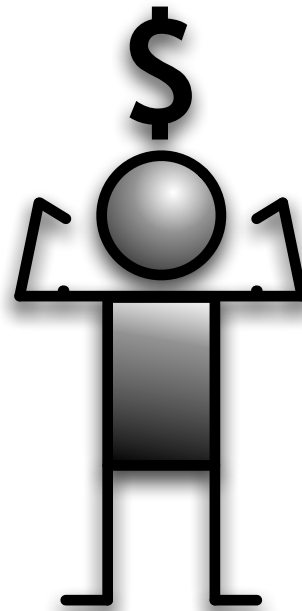
Results

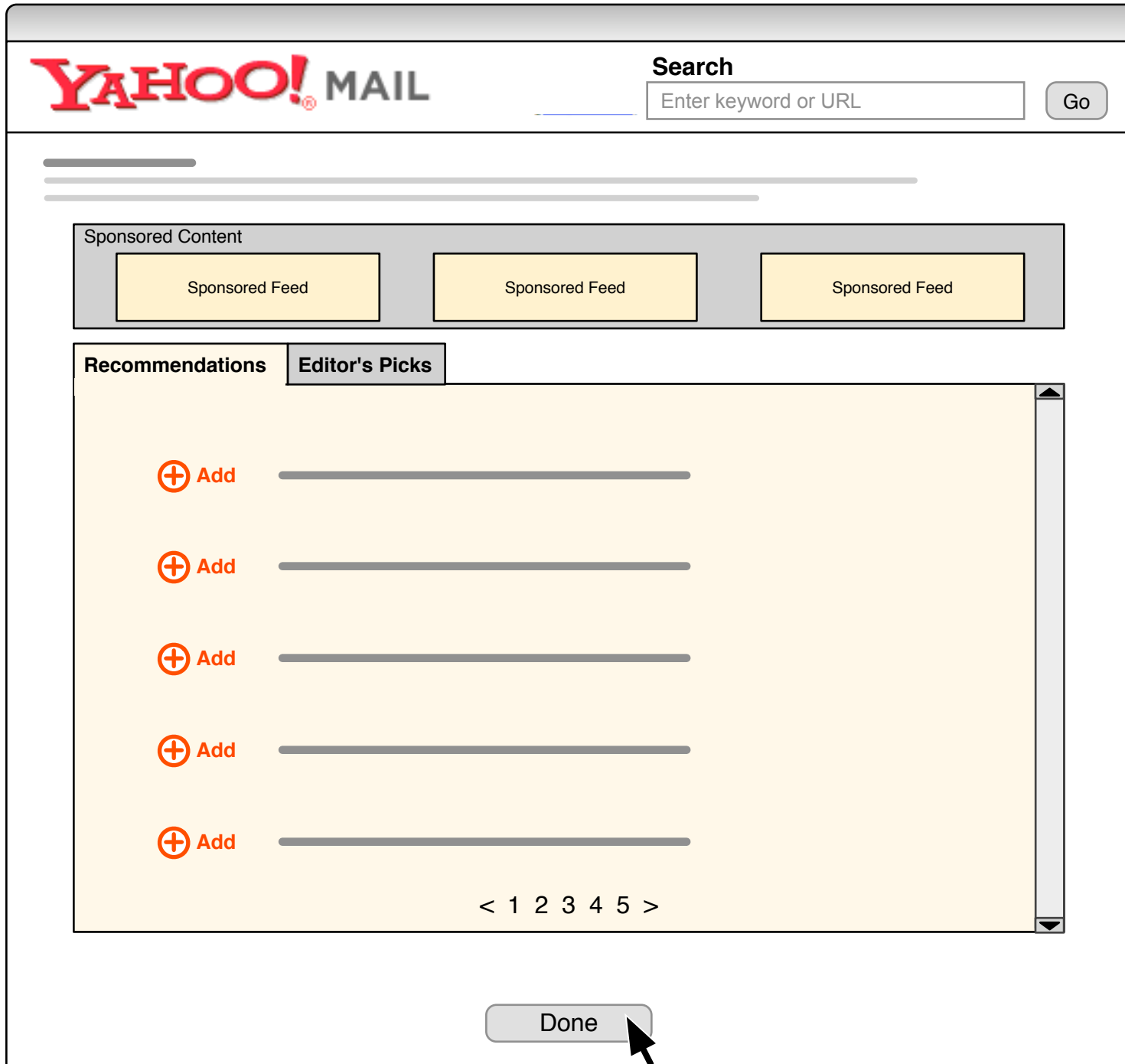
- Displayed in a new tab
- Can be closed

Items

- Added the same way

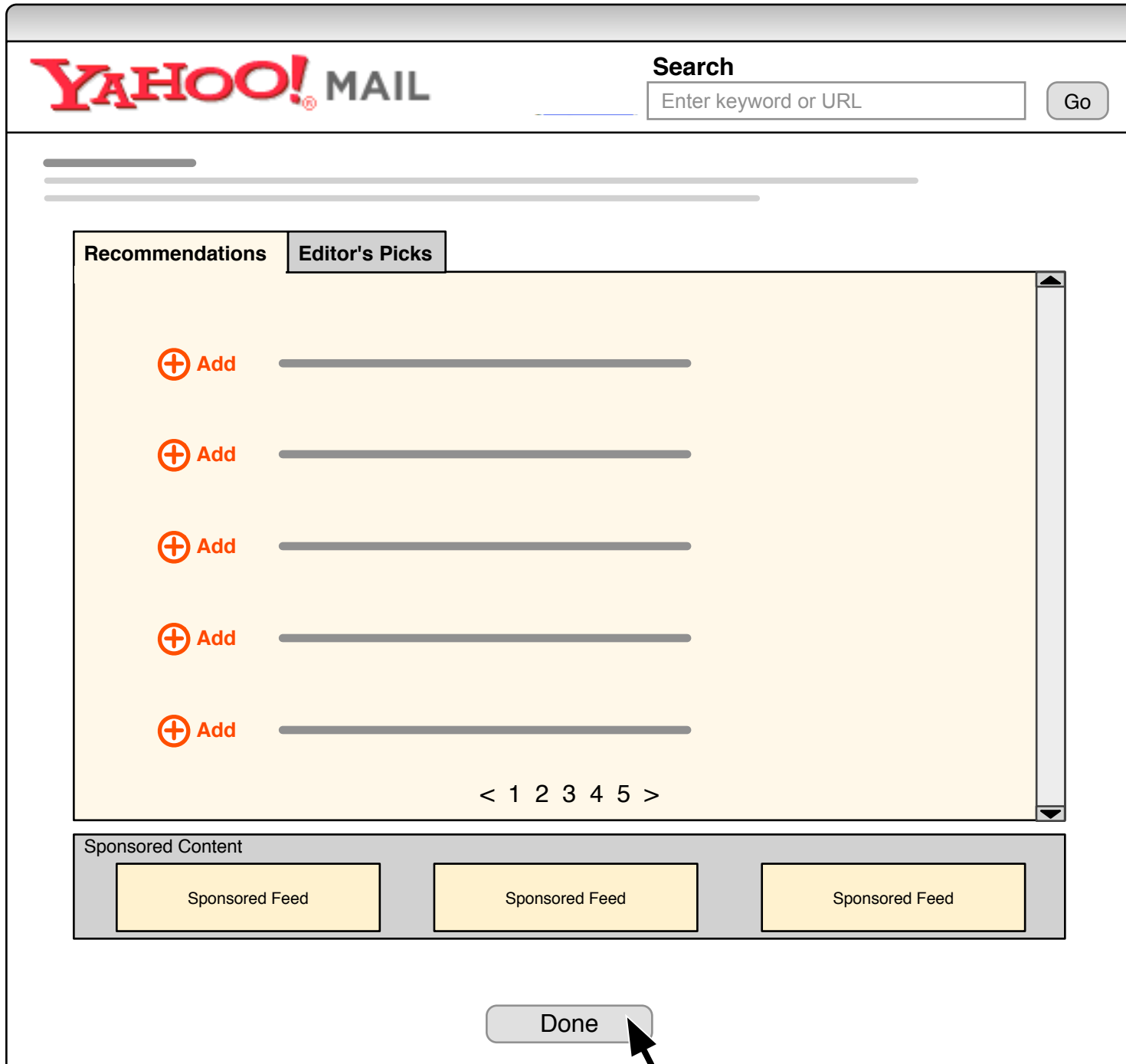
Sponsored Feeds





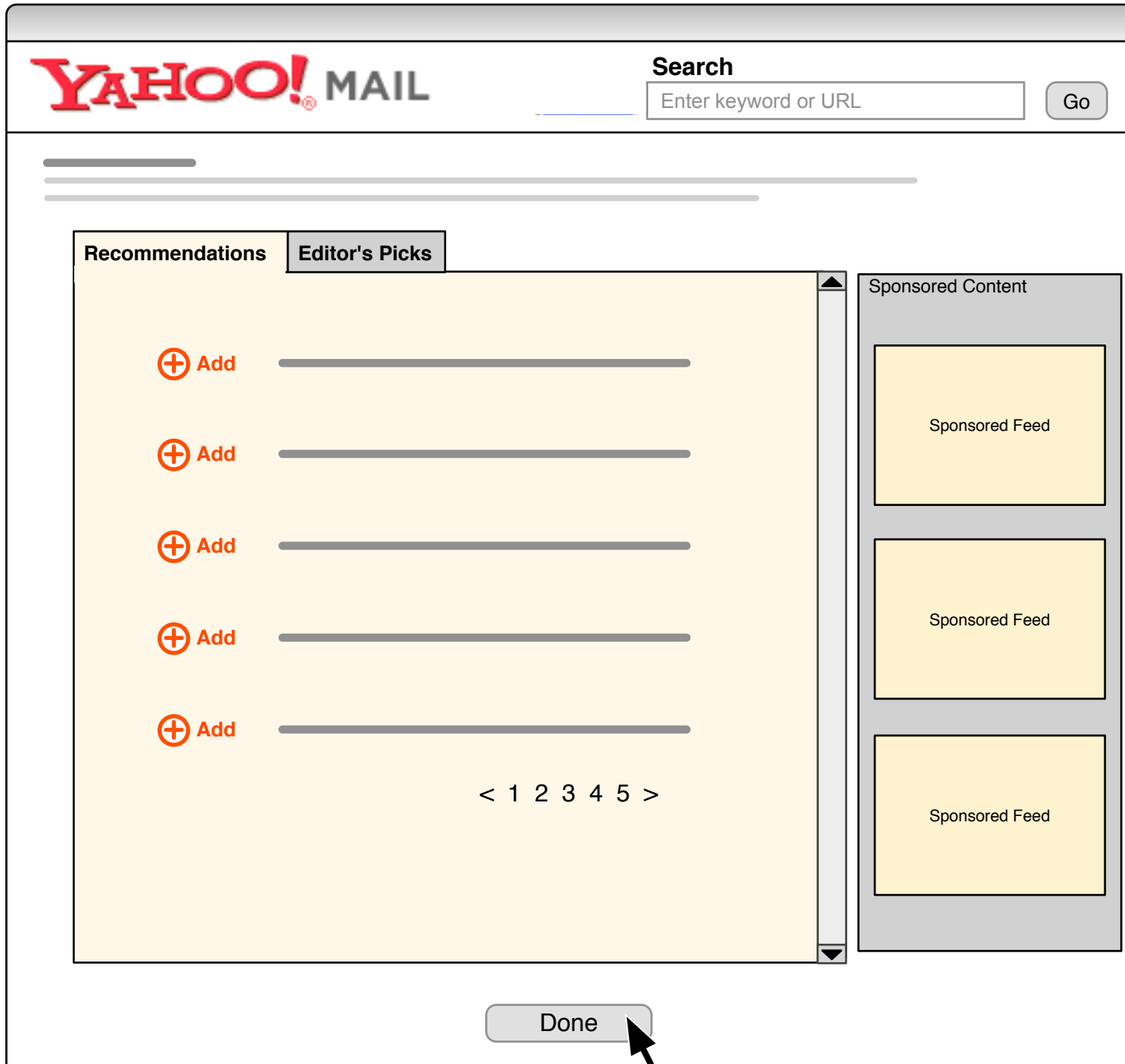
Sponsored Feeds (Not available in first release)

- North
- South
- East
- Search Results



Sponsored Feeds (Not available in first release)

- North
- South
- East
- Search Results



Sponsored Feeds (Not available in first release)

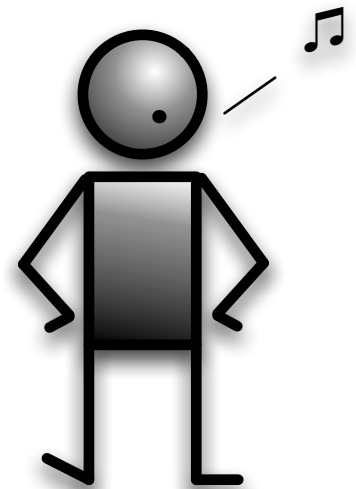
- North
- South
- East
- Search Results

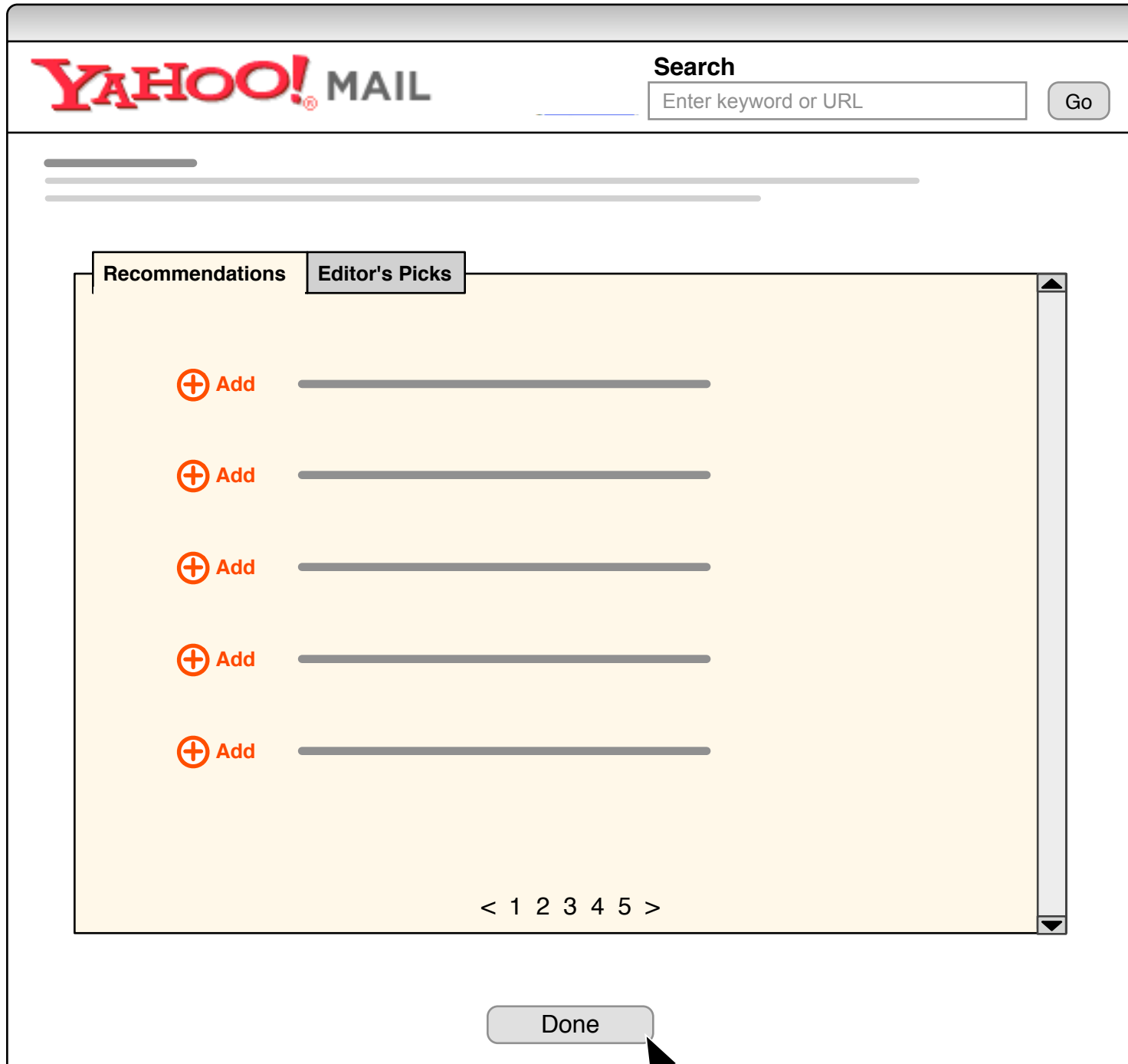


Sponsored Feeds (Not available in first release)

- North
- South
- East
- Search Results

Finishing





Done button

- Familiar
- Closes window
- Notifies calling application to refresh subscription list

Finishing....

The screenshot shows the Yahoo! Mail Beta interface. On the left, there's a sidebar with folders like 'Inbox', 'Drafts', 'Spam (177)', and 'Trash (1)'. The main area displays an email list with columns for 'From' and 'Subject'. The selected email is from 'Yahoo! Answers' with the subject 'Yahoo! Answers: You have a new answer to...'. The email content includes a greeting, a link to a question 'How do you sell a car in CA without a smog certificate?', and a list of next steps.

On the right side, there's a 'My Folders' section with an 'Add' button. Below it, there's an 'All RSS Feeds' section with an 'Add' button and several horizontal lines representing feed slots. A red circle highlights this section, and an orange arrow points to the 'Add' button. A text box on the right explains that new feeds are available when returning to the application.

When you return to the calling application your new feeds are available



&

