



Product description

What will this Web site be?

- Built for and by high school students, it's everything they want to know, need to know and want others to know about O.C. high school life.
 - A high school *information* site first. But fun – with fun tools.
 - “News” students will really read. Not just the stuff you’d see in the student paper. Edgier and more up-to-date.
 - Customizable home and bio pages.
 - A place for social networking – based on school ties and common interests.
 - One big community, plus 87 smaller communities that small advertisers can target. Ads and coupons relevant to teens. Advertisers we aren’t yet reaching. (Ads geared to geographic and interest-based niches. Self-serve ads. Google-style text ads.)
 - Events included, but not event-driven.
 - Video, media, photo albums.
 - A way to interact and keep up with friends.
 - Information on clubs and what’s happening at school.
 - Sortable by my school, or by my club/interests across all schools. Administered at the school level, interest level and club level.
 - Recognizable faces and names, from my school and others.
 - Content coming from: Users and the public, high school newspaper journalism students, club members posting stories to their own club pages (each club appoints an “ambassador”), FOCI professionals, student “agents” within each school, plus entry-level FOCI content coordinators each overseeing several high schools.
 - Stories linked up to OCR.com and our other Web sites (with pass-along to other sites). Could bump up to OCR via high school site’s user ratings.
 - Builds on the success of OCVarsity.com, which focuses on varsity sports. This site will present everything *but* sports. The new site and Varsity will link back and forth.
 - A site parents will approve of, so kids will be allowed to use it. But with student-only areas, so parents aren’t looking over their shoulders.
 - The name of the site will be vetted by high school kids. Some working titles are MyOCHigh.com and ocQuad.com

How will it look and how will it be structured?

We will build around the full suite of Pluck Sitelife tools. Pluck will provide our structure and the method for users to submit news, comments, events, blogs, photos and profiles. The home page will aggregate the best and freshest content from O.C.’s 87 high schools. From there, users can drill down to pages that sort content by school, by club/interest, or by a club within a certain school. Users can collect friends and access individuals’ customized persona home pages. Additional tabs will take users to tools, links and information. For example: college corner (how to pick one, how to get accepted, who you can hire to help), shopping (download music, buy merchandise customized for your school), tutors, study aids, entertainment, volunteer opportunities. Much of this content will come from partners and vendors, or be repurposed from existing products. Some examples of the site structure follow. (Also see the “High School Lifestyle Portal Site Map,” document “HS_site_map_v3.mmap.”)

The home page

The screenshot shows the MYOCHIGH website home page. At the top, there's a green banner with the text "728 x 90 Banner Ad". Below this is a search bar with "Site" and "Web" tabs, a "Search" button, and a "powered by Google" logo. A navigation bar includes tabs for "Schools", "Interest", "Life", "College", "Shopping", "Entertainment", "Media", and "Interact". Below the navigation bar, there's a "Spotlight" section featuring a large image of a woman and the text "Prom season is here". To the right of the spotlight is a "Member Login" section with fields for "Username" and "Password", and buttons for "Login", "Forgot password?", "Invite", "Sign up", and "LOG IN". Below the login section is a large green area with the text "300x250 Banner Ad" and "160 x 600 Banner Ad". To the right of this is a "Calendar" section with a "Monthly View" and a "Submit an event" button. Below the calendar is a "Categories" section with links for "Music", "Performing Arts", "Visual Arts", "Sports & Outdoors", "Food & Dining", and "Festivals". To the right of the categories is a "TEACHER OF THE WEEK" section. Below the calendar and categories is a "Events" section with a "Submit an event" button. Below the events section is a "Headlines" section with links for "Most viewed", "Most comments", and "Highest rated". Below the headlines is a "Videos" section with links for "Most viewed", "Most commented", and "Highest rated". Below the videos is a "Photos" section with links for "Most viewed", "Most commented", and "Highest rated". Below the photos is a "Message Boards" section with links for "All boards", "Newest", and "SPONSOR". Below the message boards is a "Blog" section with links for "All blogs", "SPONSOR", and "Panther Pride". Below the blog is an "Entertainment" section with links for "TOP 3 DVDs", "TOP 3 Music Downloads", and "OC QUAD MUSIC PLAYER". Below the entertainment is a "Hot stuff" section with links for "SPONSOR", "Orange H.S. chess club win tourney", and "Kaudfris atris at pede a nisl rhonus vehicula".

Visual rotator, managed by Web producer, highlights best content of all sorts.

Producers will post the most interesting stories and blog items from throughout this site and elsewhere.

By clicking tabs, users can see automatic feeds of the top-viewed, top-commented or highest-rated stories.

Members can comment directly on all content.

Anyone can view the public pages. But only registered members can log on, add content and access persona pages and some specialized content.

Only O.C. high school students can join. Real names required.

Our agents will have special access.

Key entry point: Go directly to your school or to your club/interest.

Standard Freedom ad stack and Google search bar.

Zvents calendar tool. Broad scope on home page.

Links to and from OCVarsity.com

Special ad position links to sponsored contests, such as teacher of the week.

Video, message board and photos are mostly automated and user-driven. Option to make some items sticky.

Opportunity to sell sponsorships for nearly every feature.

Sponsor.

Sponsor.

A school page (El Modena High School)

Links to every El Modena club. Club with the newest posting moves to front.

Every registered El Modena student is a "friend." Newest on top.

Authorized users (students) post directly to the site via Pluck.

Some or all items can be made "sticky" so they remain at the top or on the page. (Interesting news, important dance announcement, ongoing contest, etc.)

Tabs remain consistent on interior pages as well as home page: Access to advice, college info, shopping, entertainment, message boards, etc.

Once signed in, you're welcomed back and told what's new for you.

Each school page is customized with the school colors and logo.

Tabs take you to messages, comments, photos and blogs sorted for El Modena only.

Listings will default to El Modena events. Users can seek or add listings.

"Proud sponsors of El Modena High School." As our self-serve tools become available, local businesses and boosters will be able to click and buy text ads in this strip.

Videos, message boards and photos may be presorted for El Modena content only.

Google ads.

Sponsorships can carry over from home page or be sold directly to school page.

An index page (“Interests”)

MYOC HIGH

728 x 90 Banner Ad

Search: Site ☐ Web powered by Google

Schools **Interest** **Life** **College** **Shopping** **Entertainment** **Media** **Interact**

Select a School

What your interest?

Interest

Art & Photography **Business & Entrepreneurs**

Cities & Neighborhoods **Celebrities**

College **Companies & Co-Workers**

Culture & Community **Dreams & the Supernatural**

Art & Photography **Business & Entrepreneurs**

Cities & Neighborhoods **Celebrities**

College **Companies & Co-Workers**

Culture & Community **Dreams & the Supernatural**

Welcome, Rick

• 2 New messages
• 2 New messages something in here and
• 2 New messages something goes here and

[Settings](#) [Help](#) [Sign out](#)

300x250 Banner Ad

Calendar

Monthly View >> [+ Submit an event](#)

Events **Movies** **Dining** **Venues**

160 x 600 Banner Ad

Click on the “Interest” tab, for example, and you’ll get an index of choices. Click the icon for a particular interest to go to that page.

For example, click “band” ...

A club page (Band)

MYOCHIGH 728 x 90 Banner Ad

Search: Site Web Search powered by Google

Schools Interest Life College Shopping Entertainment Media Interact

Band | El Modena High School SPONSOR

3920 Spring Street Orange CA 92669 | (714) 997-6331

Home Clubs Photos Photos

Welcome, Rick

- 2 New messages
- 2 New messages something goes here and
- 2 New messages something goes here and

Settings Help Sign out

300x250 Banner Ad

160 x 600 Banner Ad

Calendar

Monthly View >> + Submit an event

Events Movies Dining Venues

Proud sponsors of El Modena High School

Gasoline Alley Get your party costumes. 1000s to choose from. www.gasolinealley.com

Gasoline Alley Get your party costumes. 1000s to choose from. www.gasolinealley.com

Gasoline Alley Get your party costumes. 1000s to choose from. www.gasolinealley.com

Gasoline Alley Get your party costumes. 1000s to choose from. www.gasolinealley.com

Gasoline Alley Get your party costumes. 1000s to choose from. www.gasolinealley.com

Gasoline Alley Get your party costumes. 1000s to choose from. www.gasolinealley.com

Local businesses advertise here

Most viewed Most commented Highest rated

Videos | All videos | Upload

SPONSOR

The Lonely Island One of the funniest commercials I've... 4 comments | 37,007 views

The Lonely Island One of the funniest commercials I've... 4 comments | 37,007 views

The Lonely Island One of the funniest commercials I've... 4 comments | 37,007 views

66 Message Boards 99

All boards | Newest

SPONSOR

Best High School Defensive Players of ... FreakinFttr (Tue May 29 11:42:32 2007)

Best High School Defensive Players of ... FreakinFttr (Tue May 29 11:42:32 2007)

Newport Harbor "Class" Act. JustACoach (Tue May 29 10:56:07 2007)

Mauris at pede a nisl rhonus vehicula. Username (Tues May 29 10:56:07 2007)

Best High School Defensive Players of ... FreakinFttr (Tue May 29 11:42:32 2007)

Best High School Defensive Players of ... FreakinFttr (Tue May 29 11:42:32 2007)

Most viewed Most commented Highest rated

Photos | Top 20 | Newest | All | Upload

SPONSOR

Super Skateboarding One of the funniest commercials I've ever seen... 0 comments | 12 views

Ad sagittis blandit leo Sed tlla blan...

Ad sagittis blandit leo Sed tlla blan...

Ad sagittis blandit leo Sed tlla blan...

Ad sagittis blandit leo Sed tlla blan...

Arts by Google

Denied Security Clearance Have you been Denied a Security Clearance? Free Advice-Contact Us! Lawyer online.lawversource.com

Security Guards & Patrol Professional Armed/Unarmed Guards Low Hourly Rates Call 800-991-8885 www.Guards4All.com

Advertise on this site

Our student "ambassador" from the El Modena band could customize the look of this profile page.

El Modena band news, announcements and blogs. Mostly user generated. Newest would rise to the top. Some could be made "sticky."

All registered members of the El Modena band would be linked here as "friends."

If/when we get the tool, these self-serve ads could be extremely targeted and local: geared toward musicians in general, El Modena students in general, or El Modena band members in particular.

Alternatively, the same ads could appear here and on the El Modena home page.

A persona / profile page

728 x 90 Banner Ad

Search: Site Web Search powered by Google

Schools Interest Life College Shopping Entertainment Media Interact

Lorem | Impum | Lorem | Impum | Lorem | Impum | Lorem | Impum

XXXXX XXXXX X
jtaggart's page | Male | Age 47 | Orange, CA
Home Messages Comments Photos Blogs Profile

• Blog entry goes in here?
Mauris at pede a nisl rhoncus vehicula. Integer nonummy. Nullam molestie, tortor a fringilla. Integer.
• Mauris at pede a nisl rhoncus vehicula
Mauris at pede a nisl rhoncus vehicula. Integer nonummy. Nullam molestie, tortor a fringilla. Integer.
• Mauris at pede a nisl rhoncus vehicula
Mauris at pede a nisl rhoncus vehicula. Integer nonummy. Nullam molestie, tortor a fringilla. Integer.
• Mauris at pede a nisl rhoncus vehicula
Mauris at pede a nisl rhoncus vehicula. Integer nonummy. Nullam molestie, tortor a fringilla. Integer.
• Mauris at pede a nisl rhoncus vehicula
Mauris at pede a nisl rhoncus vehicula. Integer nonummy. Nullam molestie, tortor a fringilla. Integer.

Clubs | Recent | XXXX | All
clubs? or interest?

Friends | Recent | XXXX | All

Welcome, Rick
• 2 New messages
• 2 New messages something in here and
• 2 New messages something goes here and
Settings | Help | Sign out

300x250 Banner Ad

160 x 600 Banner Ad

Calendar
Monthly View >> + Submit an event
Events Movies Dining Venues

Proud sponsors of El Modena High School
Gasoline Alley
Get your party costumes. 1000s to choose from. www.gasolinealley.com

Local businesses advertise here
Gasoline Alley
Get your party costumes. 1000s to choose from. www.gasolinealley.com

Most viewed Most commented Highest rated
Videos | All videos | Upload
The Lonely Island
One of the funniest commercials I've...
4 comments | 37,007 views
★★★★★ 3.24

Message Boards
All boards | Newest
• Best High School Defensive Players of ...
FreakinFriar (Tue May 29 11:42:32 2007)
• Best High School Defensive Players of ...
FreakinFriar (Tue May 29 11:42:32 2007)
• Newport Harbor "Class" Act.
JustACoach (Tue May 29 10:58:07 2007)
• Mauris at pede a nisl rhoncus vehicula.
Username (Tues May 29 10:56:07 2007)
• Best High School Defensive Players of ...
FreakinFriar (Tue May 29 11:42:32 2007)
• Best High School Defensive Players of ...
FreakinFriar (Tue May 29 11:42:32 2007)

Most viewed Most commented Highest rated
Photos | Top 20 | Newest | All | Upload
Super Skateboarding
One of the funniest commercials I've ever seen...
0 comments | 12 views
★★★★★ 3.24 | Login to rate?

Ads by Google
Denied Security Clearance
Have you been Denied a Security Clearance? Free Advice-Contact Us!
Lawyer online.lawyersource.com

Security Guards & Patrol
Professional Armed/Unarmed Guards
Low Hourly Rates Call 800-991-8885
www.Guards4All.com

Advertise on this site

This is this student's home page. In the Pluck model, it's the entryway to all things related to him, created by him and of interest to him.