

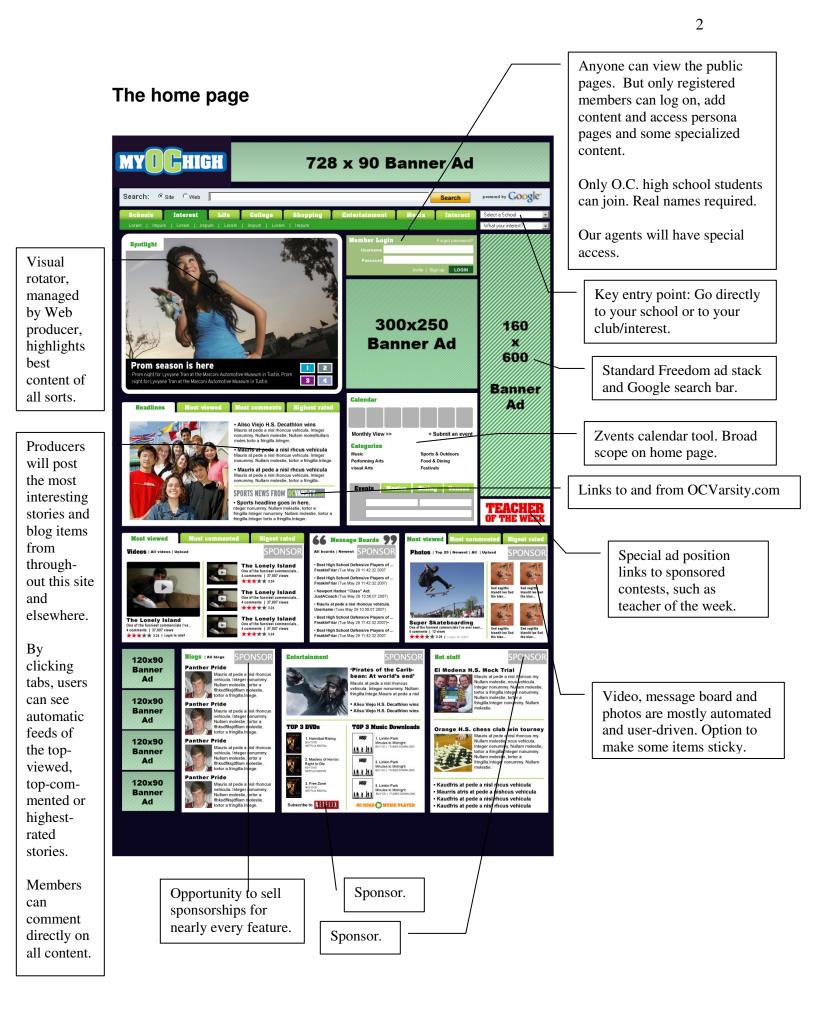
# **Product description**

What will this Web site be?

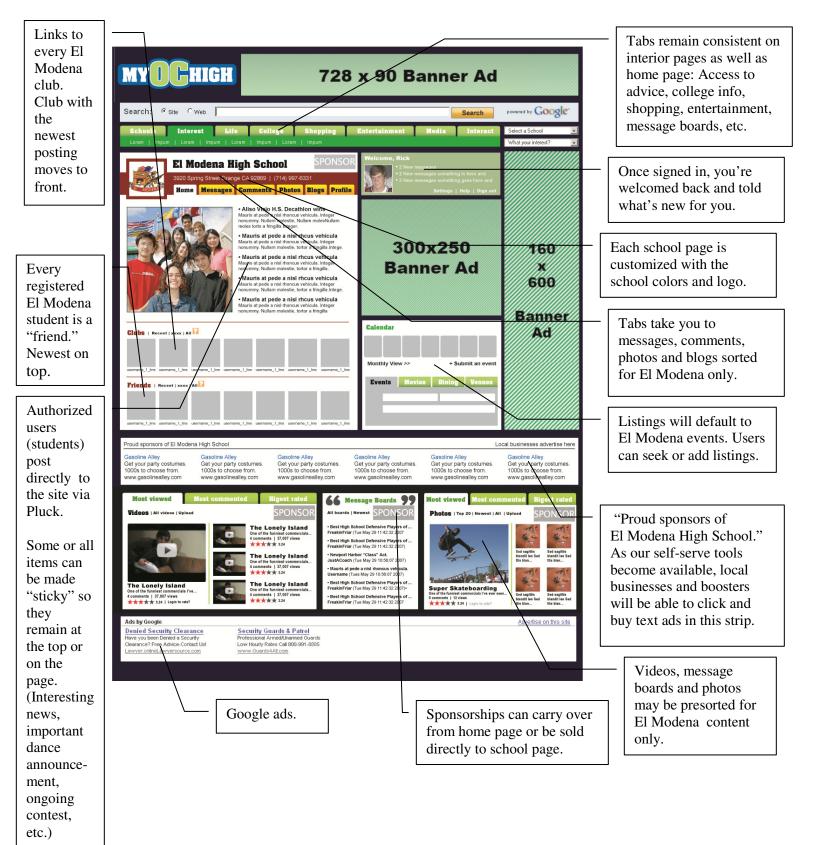
- Built for and by high school students, it's everything they want to know, need to know and want others to know about O.C. high school life.
  - A high school *information* site first. But fun with fun tools.
  - "News" students will really read. Not just the stuff you'd see in the student paper. Edgier 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.")



## A school page (El Modena High School)

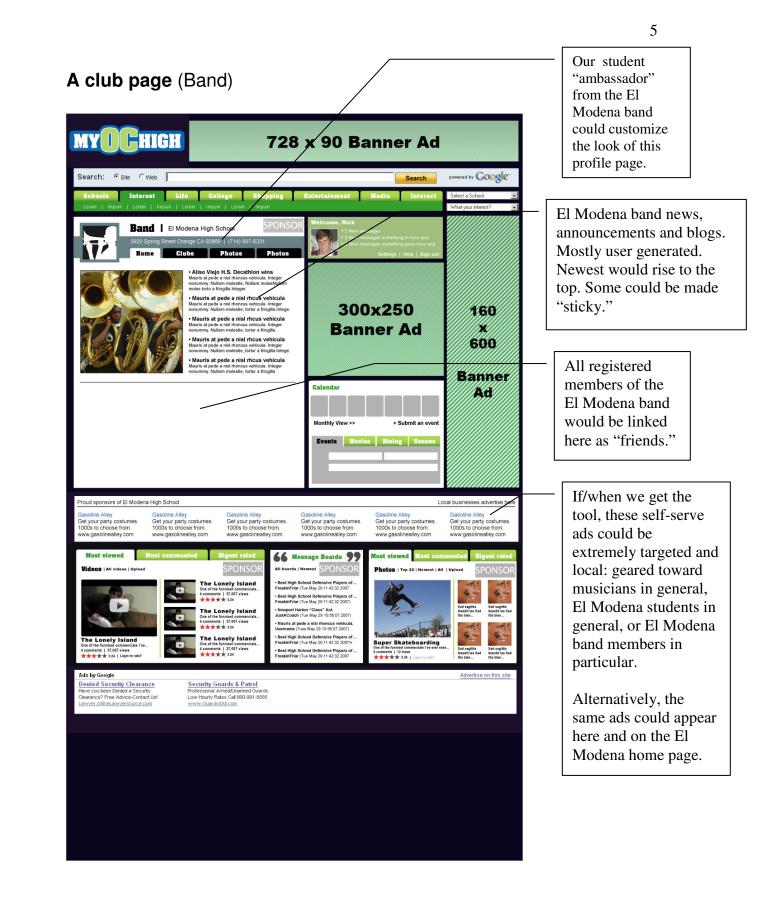


# An index page ("Interests")

MYOCHIGH 728 x 90 Banner Ad			
Search: • Site • Web		Search	powered by Google
Schools Interest Life Lorem   Impum   Lorem	College Shopping	Entertainment Media Interact	Select a School   What your interest?
	SPONSOR	• 2 New messages	
Interest		• 2 New messages something in here and • 2 New messages something goes here and Settings   Help   Sign out	
Art & Photography	Business & Entrepreneurs		
Cities & Neighborhoods	Celebrities	300x250 Banner Ad	160 x
College	Companies & Co-Workers	Dannet Au	600
Culture & Community	Dreams & the Supernatural	Calendar	Banner Ad
Art & Photography	Business & Entrepreneurs	Monthly View >> + Submit an event	
Cities & Neighborhoods	Celebrities	Events Movies Dining Venues	
College	Companies & Co-Workers		
Culture & Community	Dreams & the Supernatural		

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 persona / profile page

