

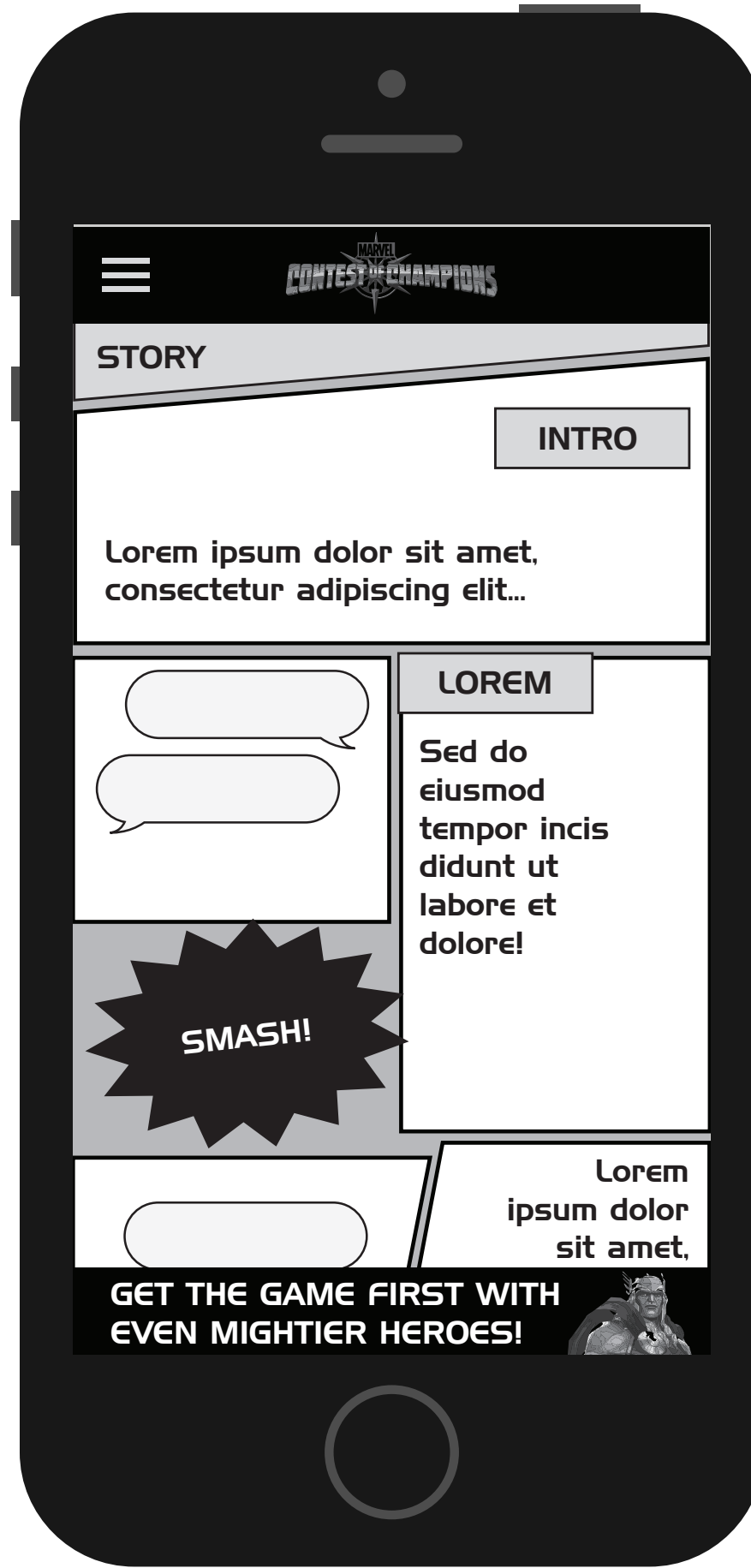
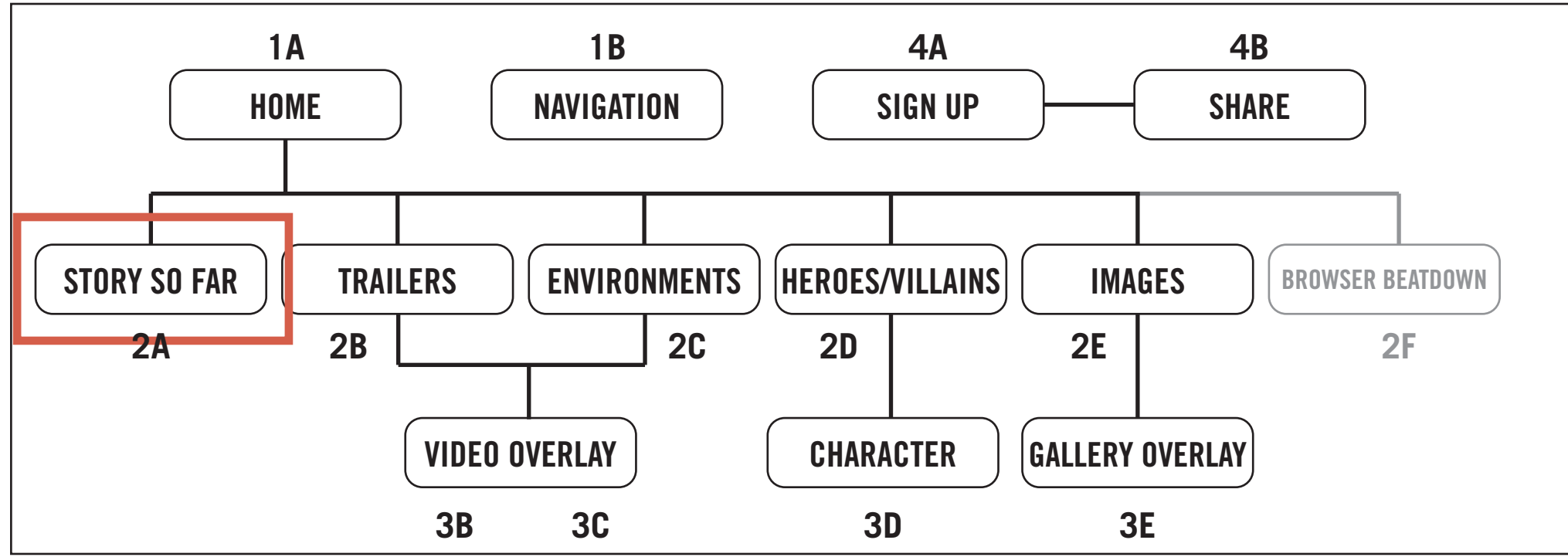
1A

HOME PAGE

Comic-book home page view.

SPECIFICATIONS

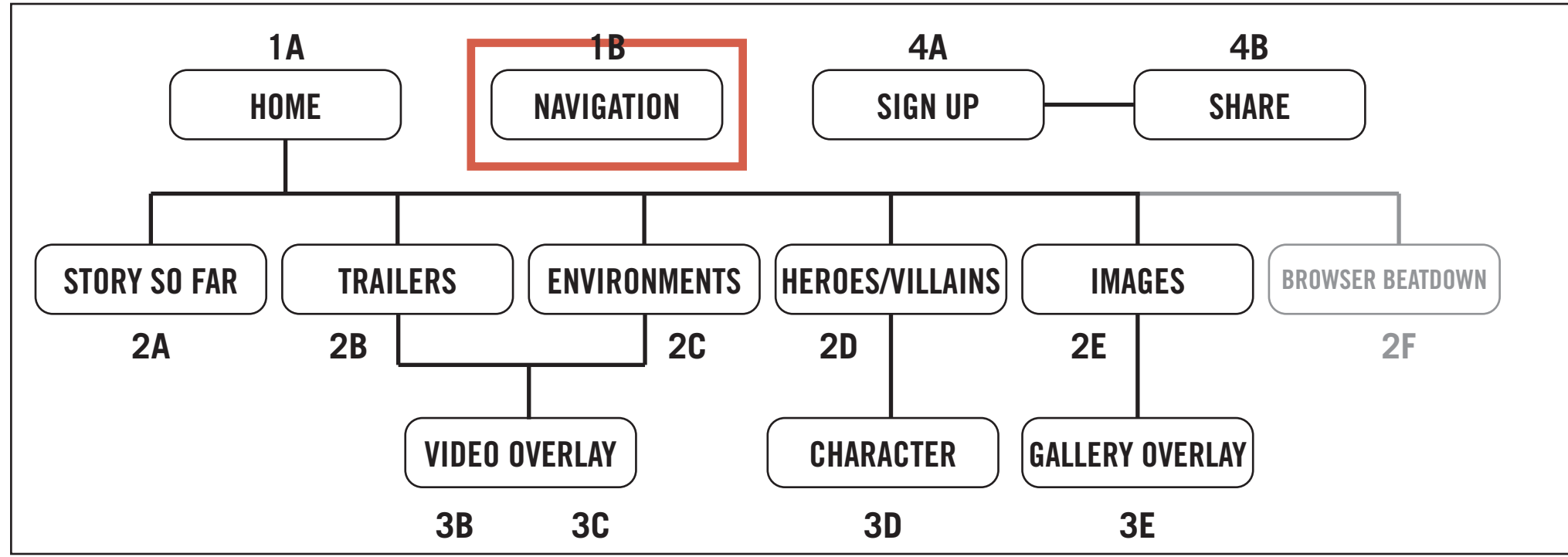
Panels act as navigation.
 Sign Up CTA sticks to bottom of screen.
 Sticky header contains link home and menu.



2A

STORY PAGE

Background story given in parallax comic panels.



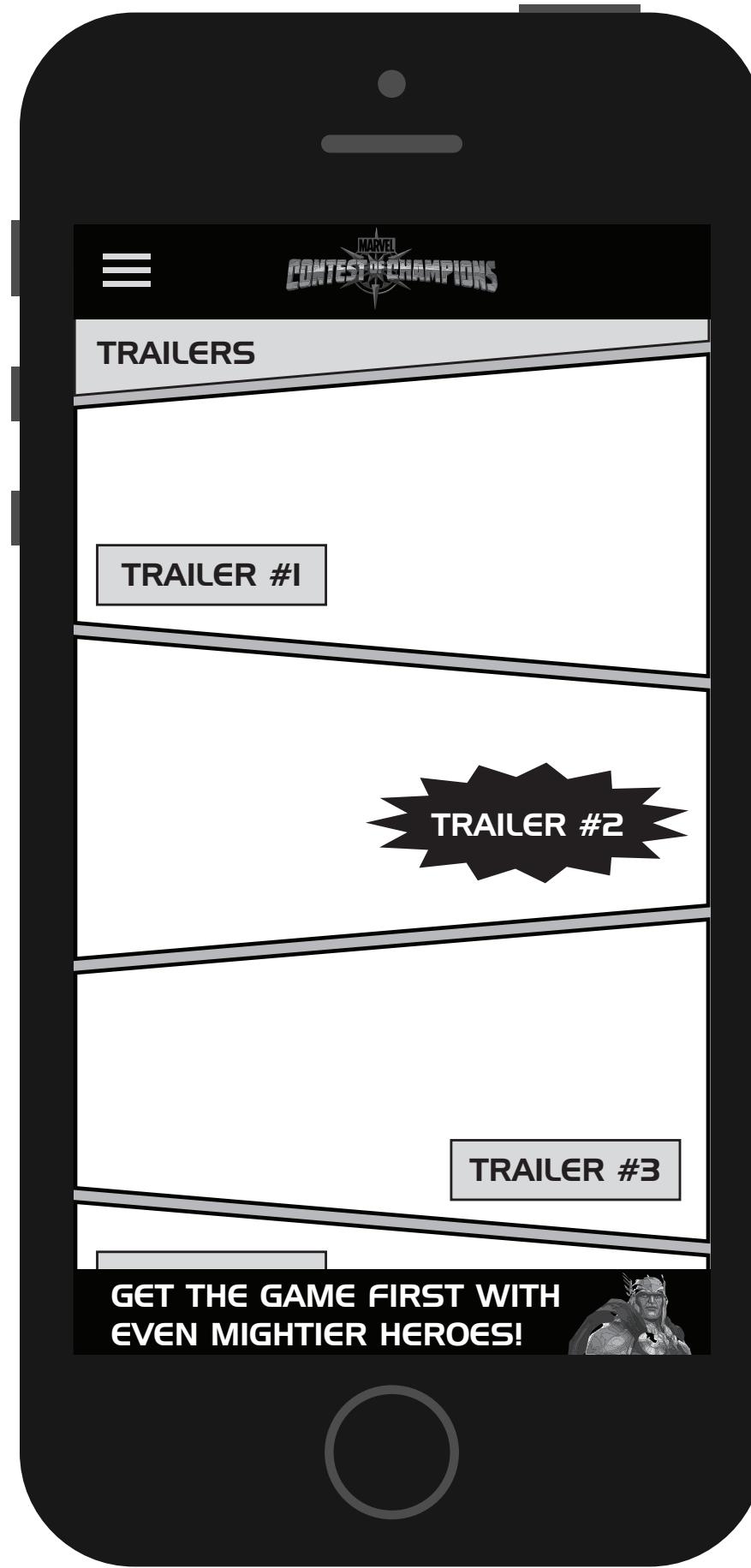
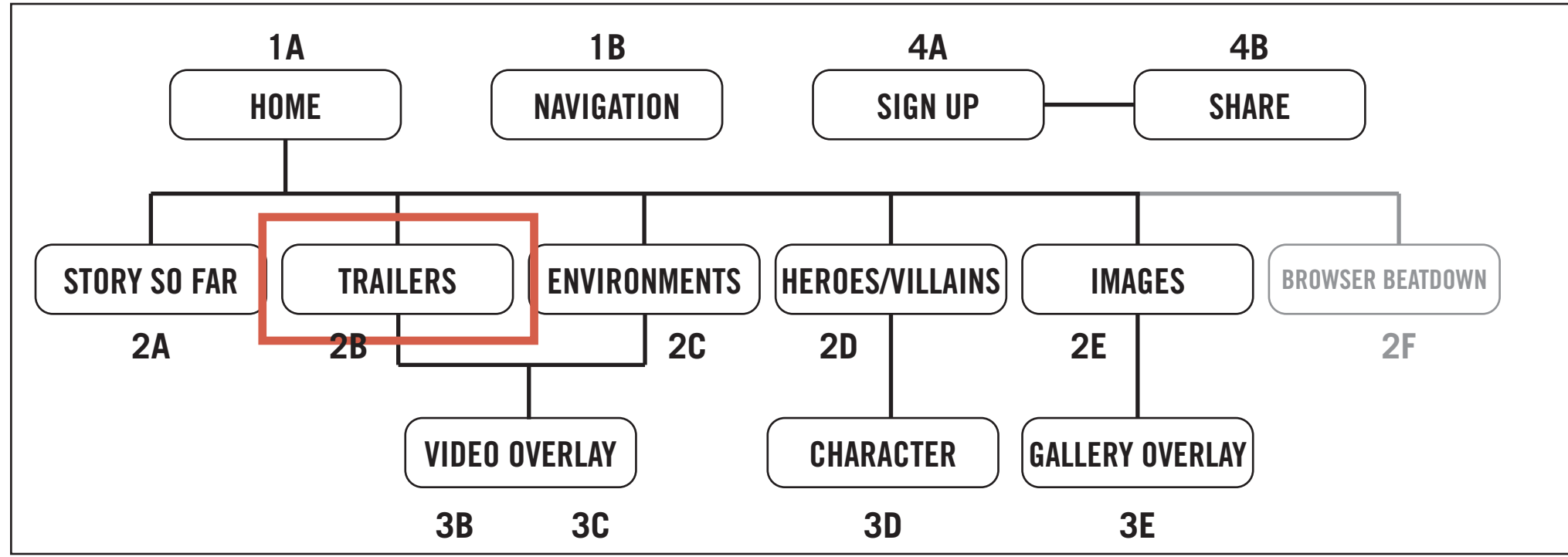
1B

NAVIGATION MENU

Navigation overlay

SPECIFICATIONS

Content blurs into the background.
 Menu options appear above blurred content.
 X button returns to previous content.



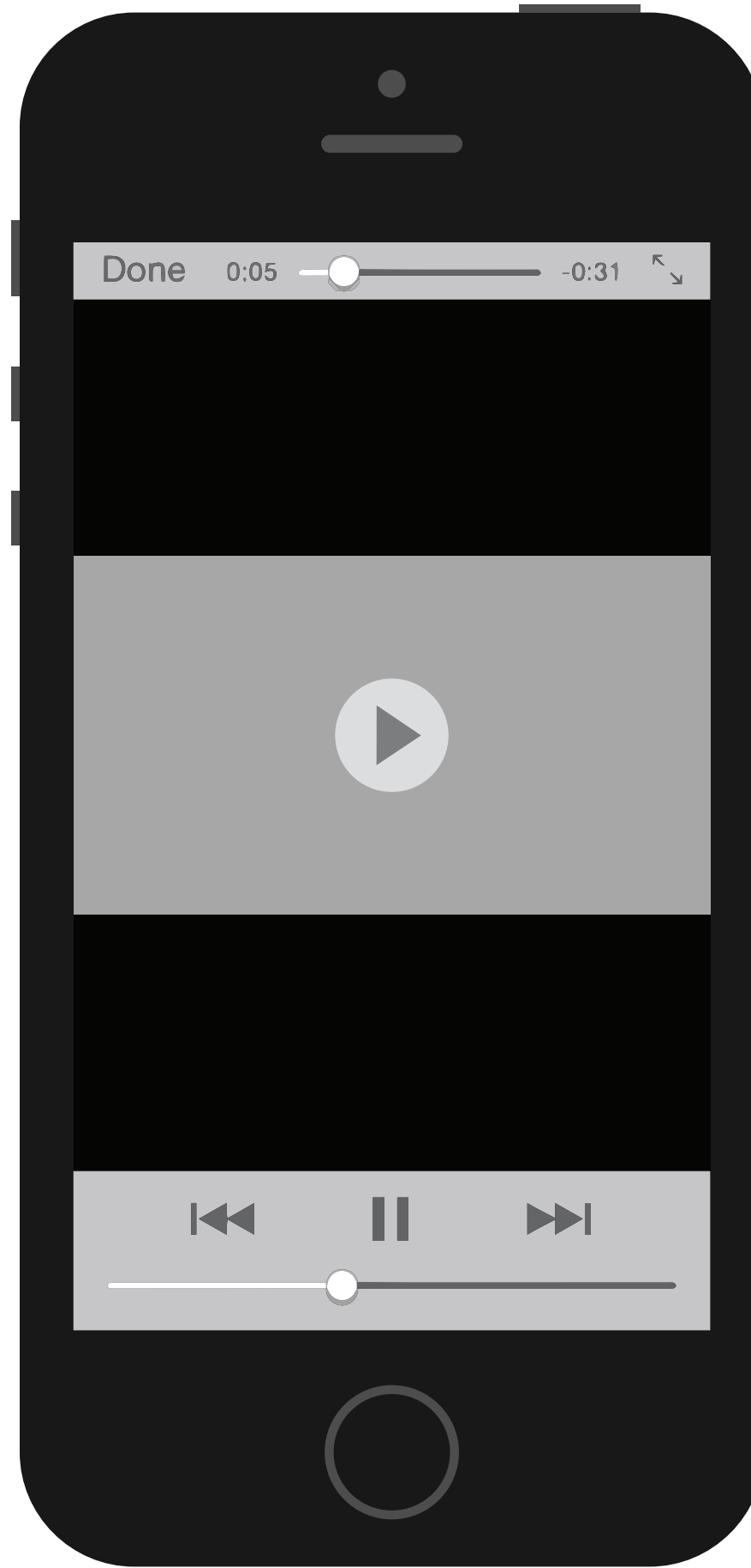
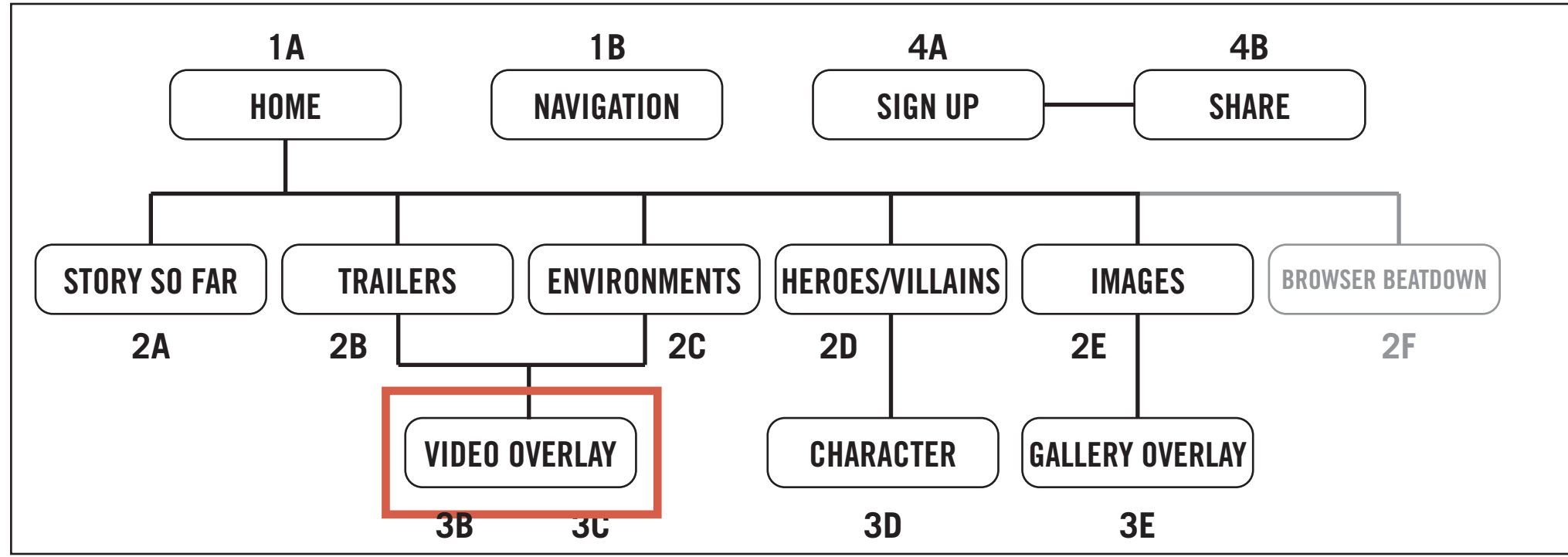
2B

TRAILERS PAGE

Comic-book style list of trailers.

SPECIFICATIONS

Select trailer to view.



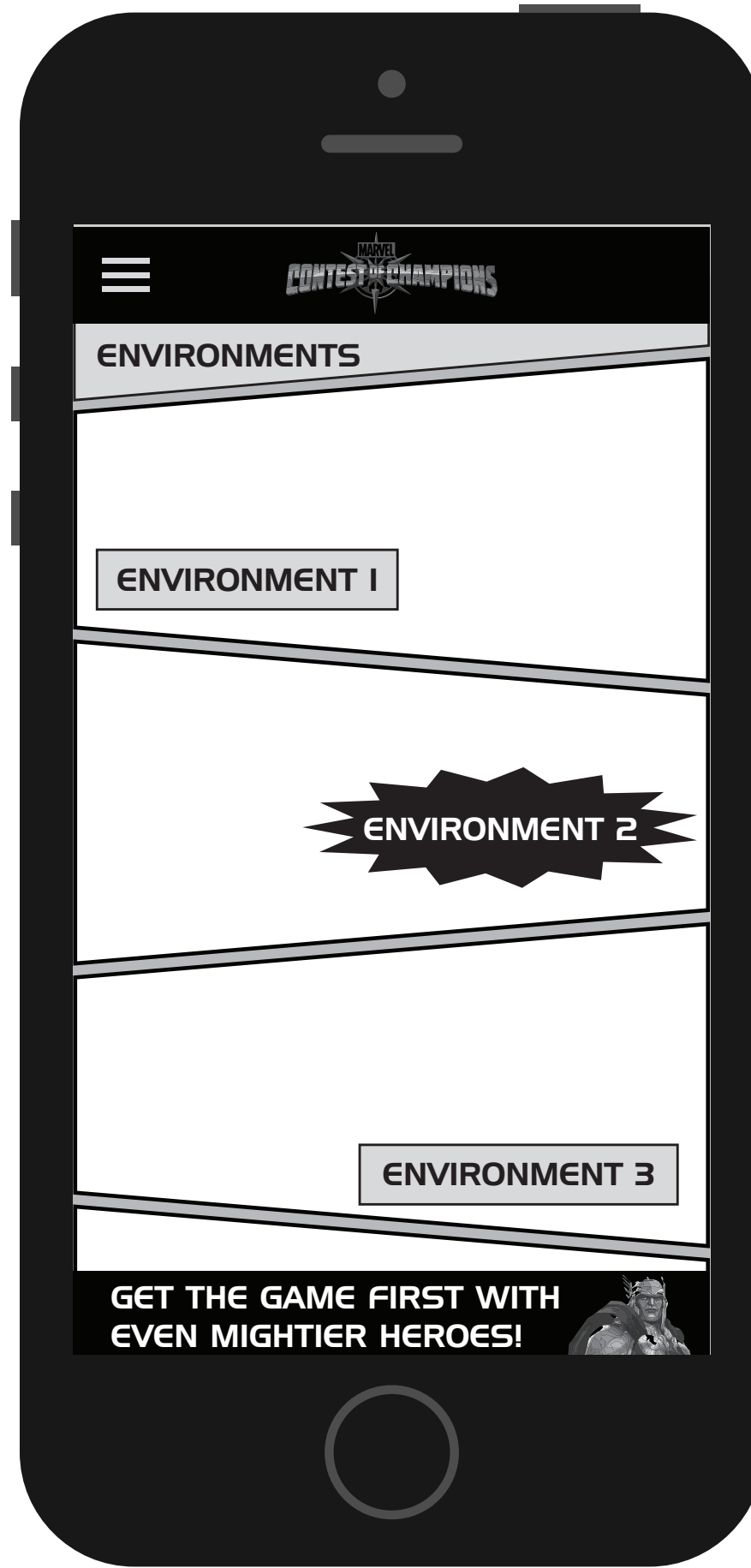
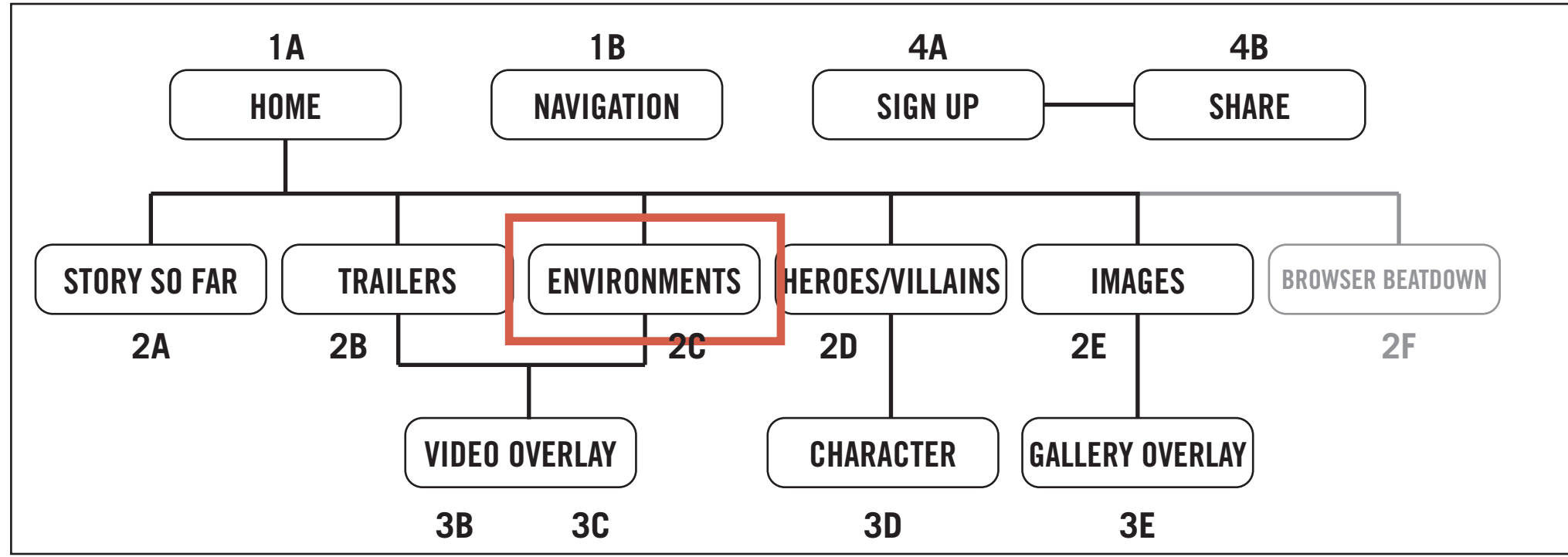
3B

TRAILER TAKEOVER

Standard mobile media player.

SPECIFICATIONS

Selected trailer plays.



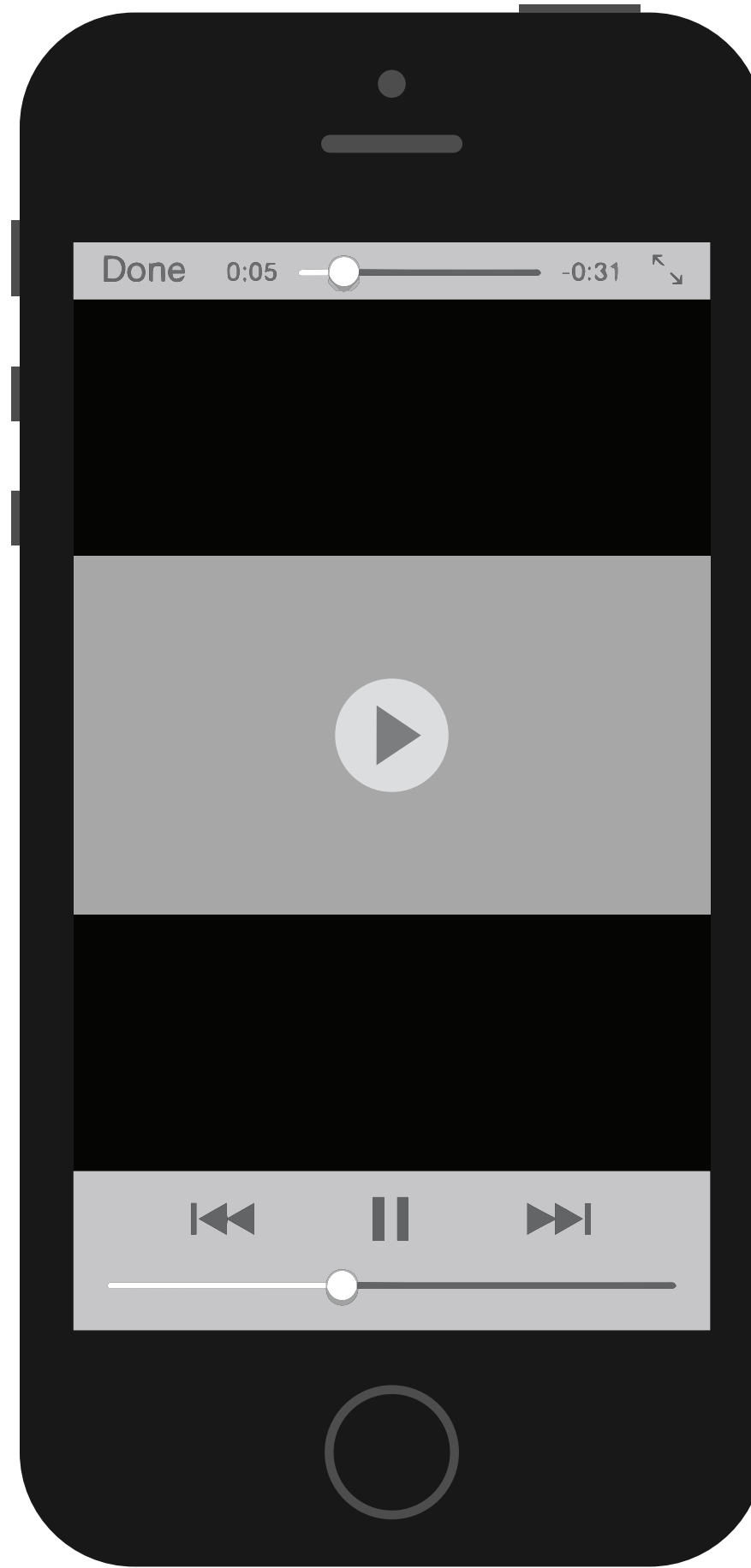
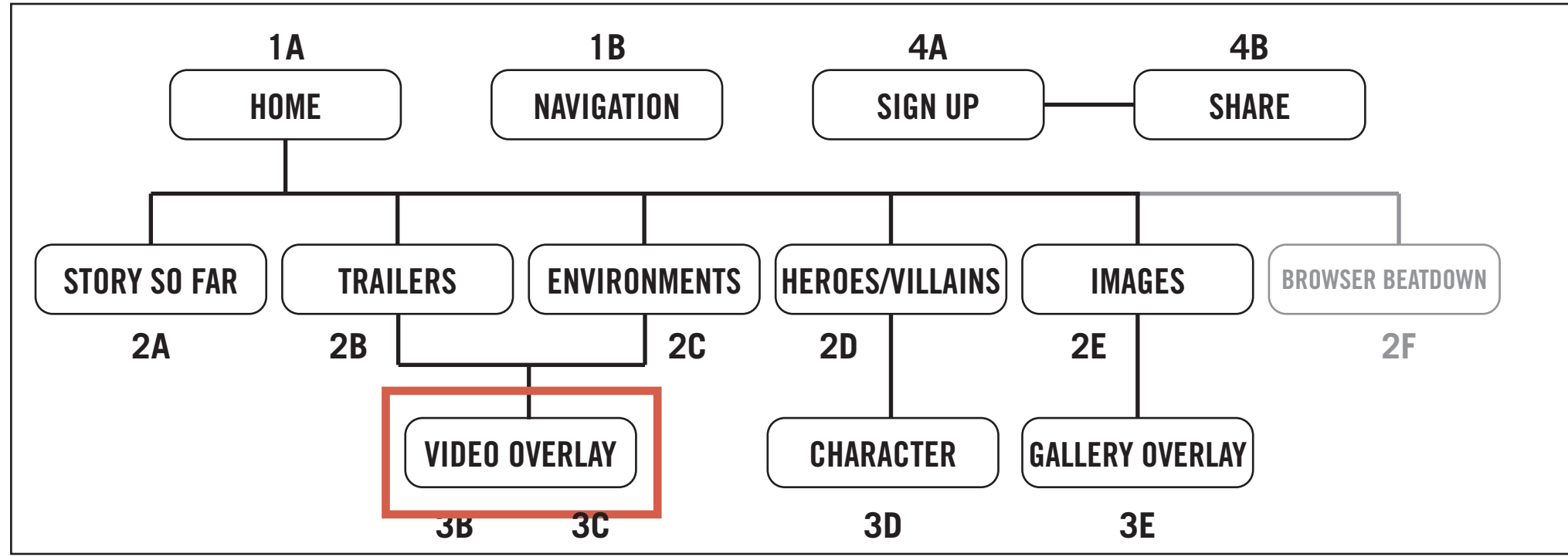
2C

ENVIRONMENTS PAGE

Comic-book style list of battle environments.

SPECIFICATIONS

Select environment to watch a video flythrough.



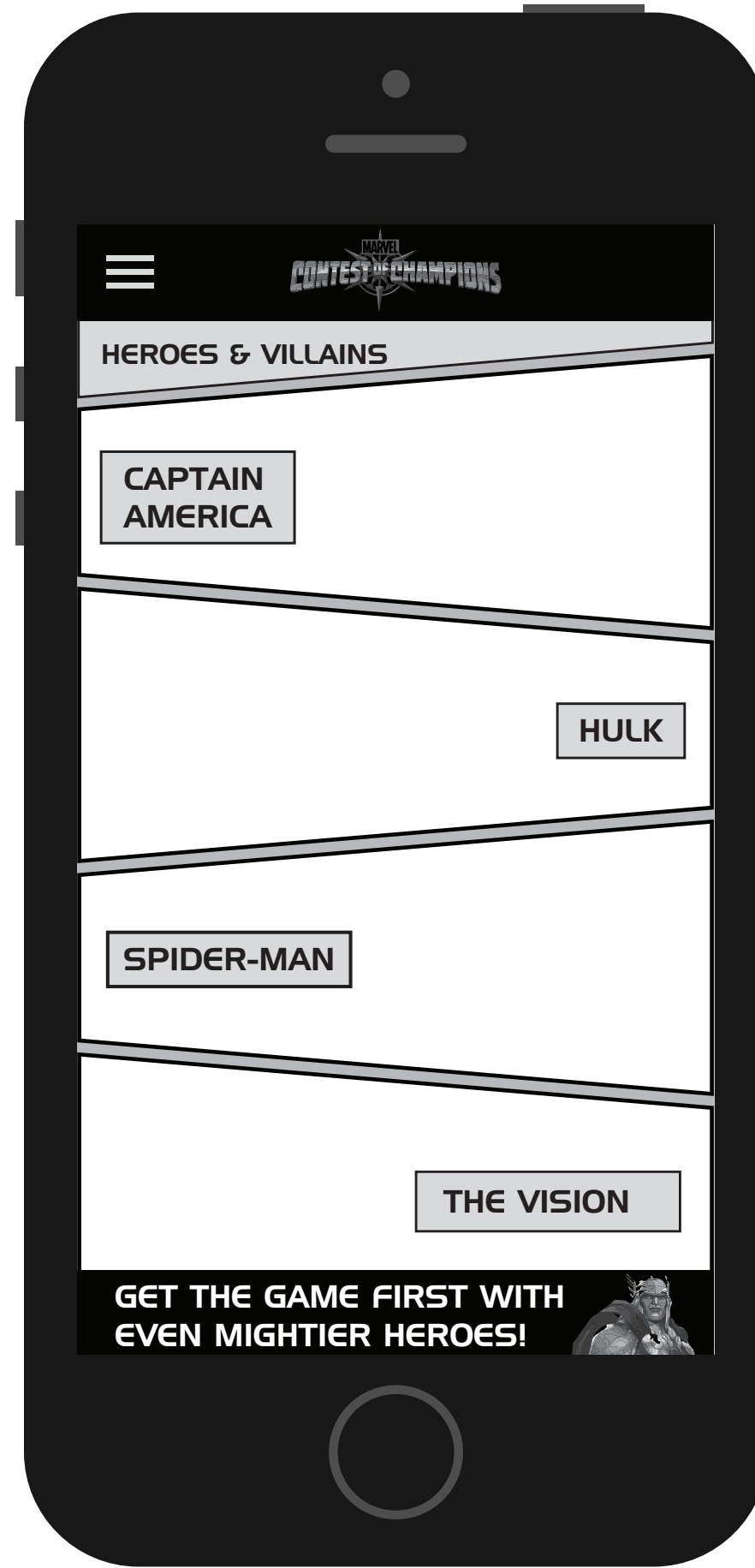
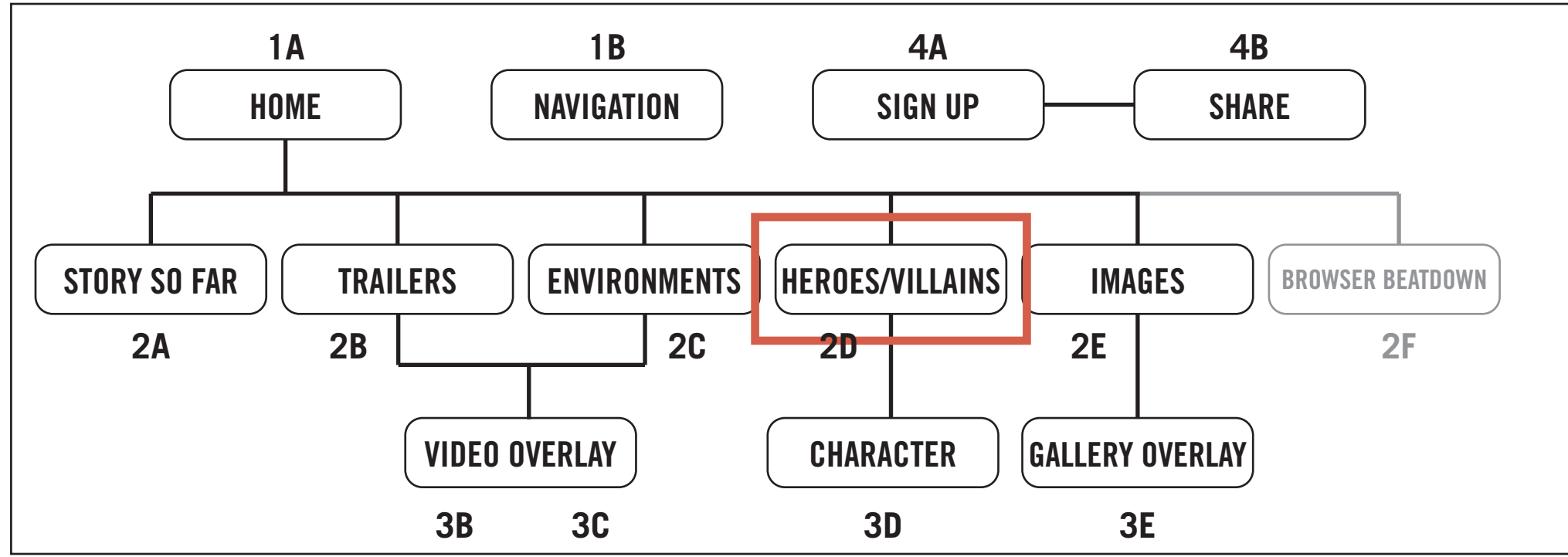
3C

ENVIRONMENT FLYTHROUGH TAKEOVER

Standard mobile media player.

SPECIFICATIONS

Selected video flythrough plays.



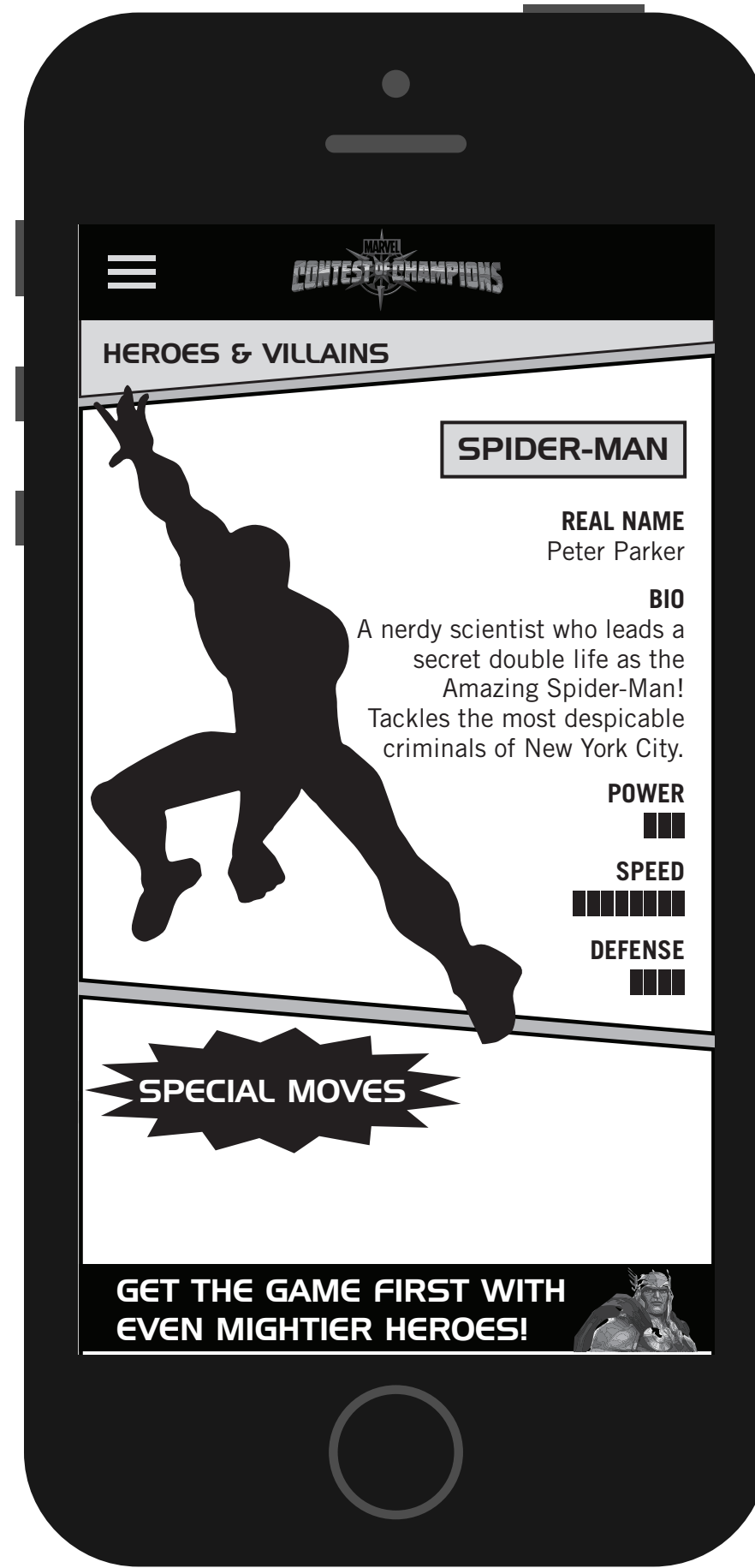
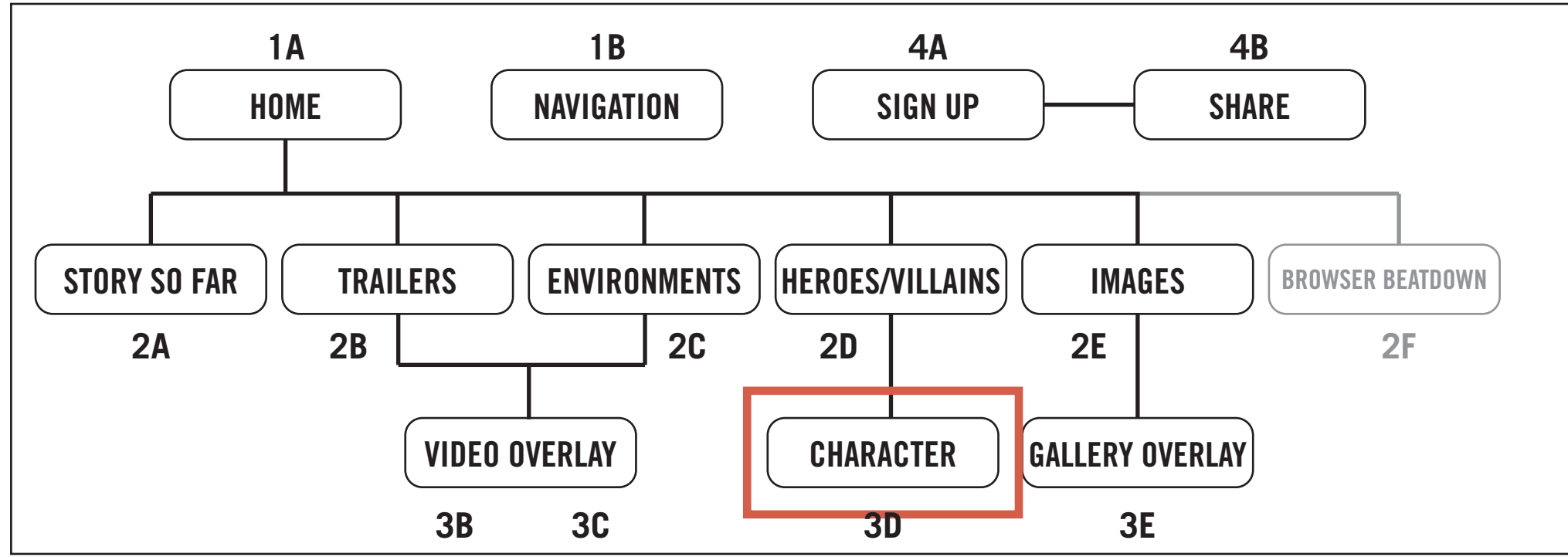
2D

HEROES & VILLAINS PAGE

Comic-book style list of characters.

SPECIFICATIONS

Character panels link to individual character pages.



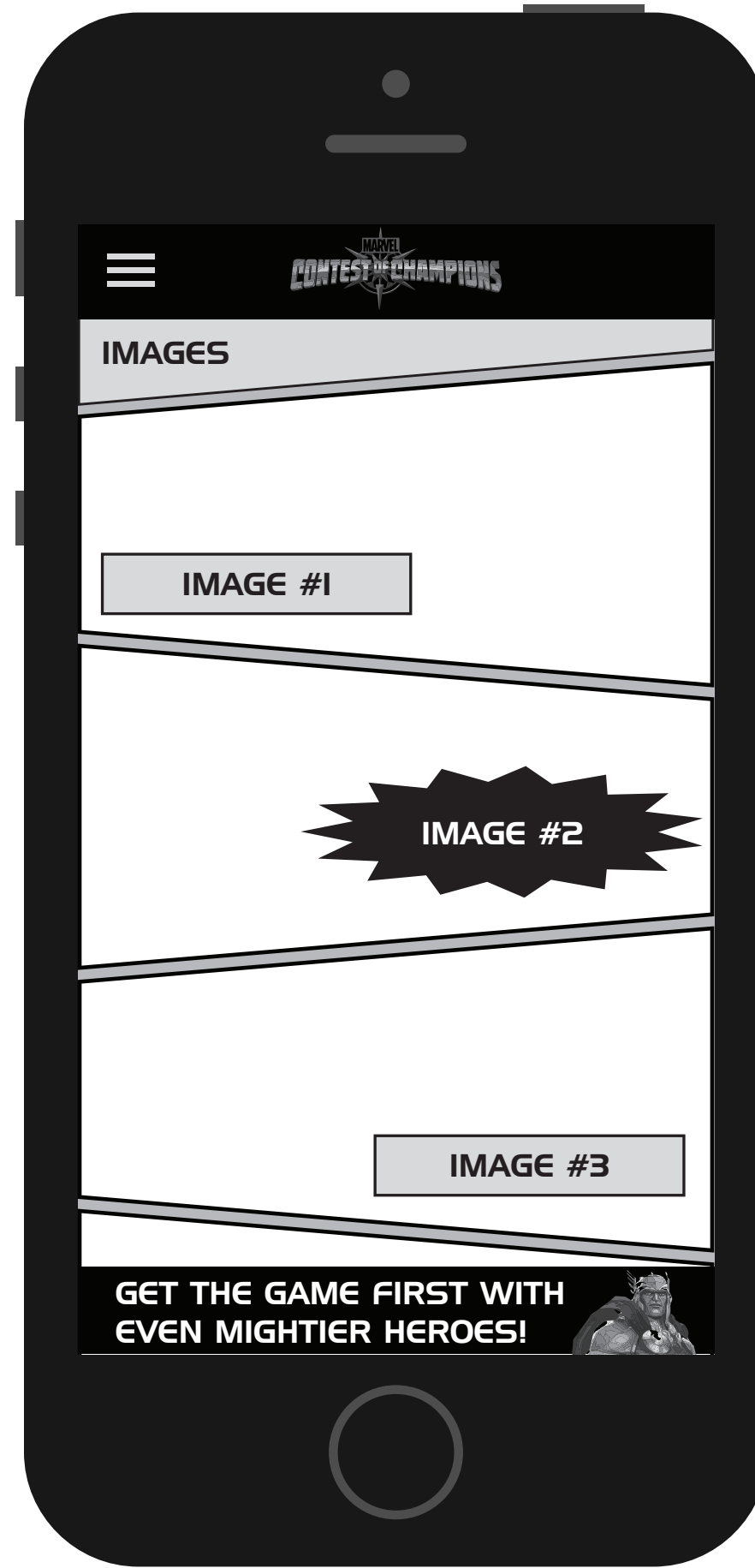
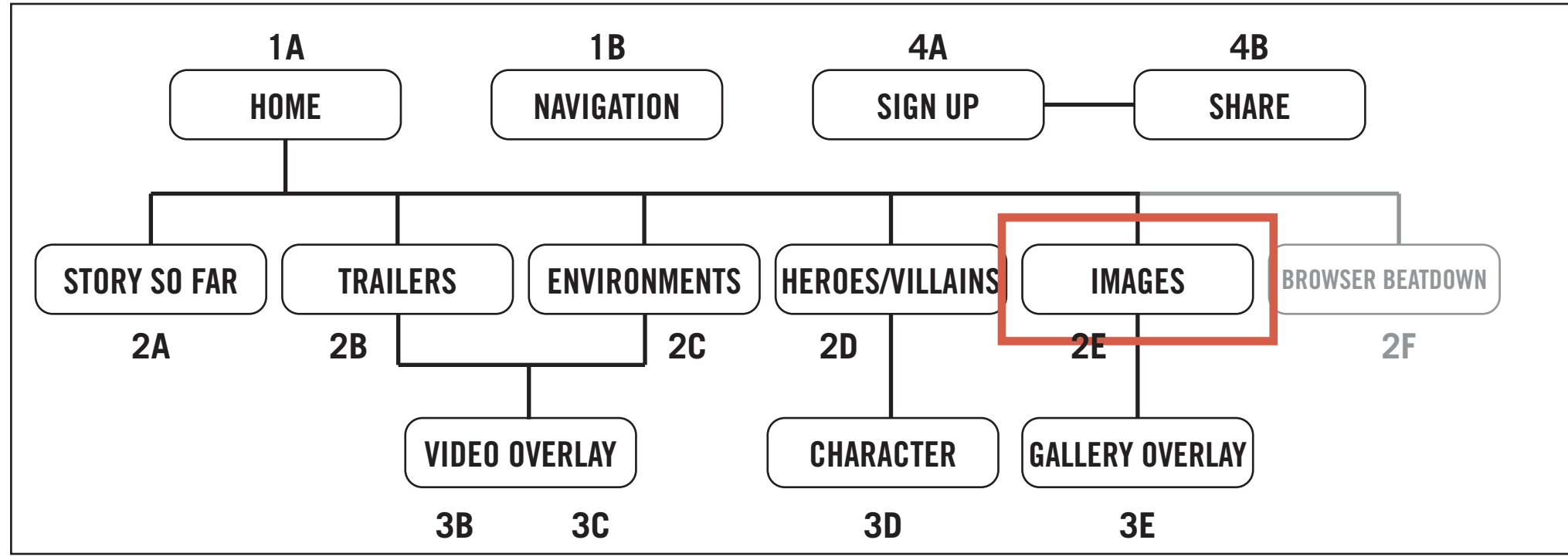
3D

CHARACTER INFORMATION PAGE

Character information, stats, and special moves.

SPECIFICATIONS

Slide top panel to move between characters.
 Slide lower panel to move between special moves.
 Special moves display as cinemagraphs.



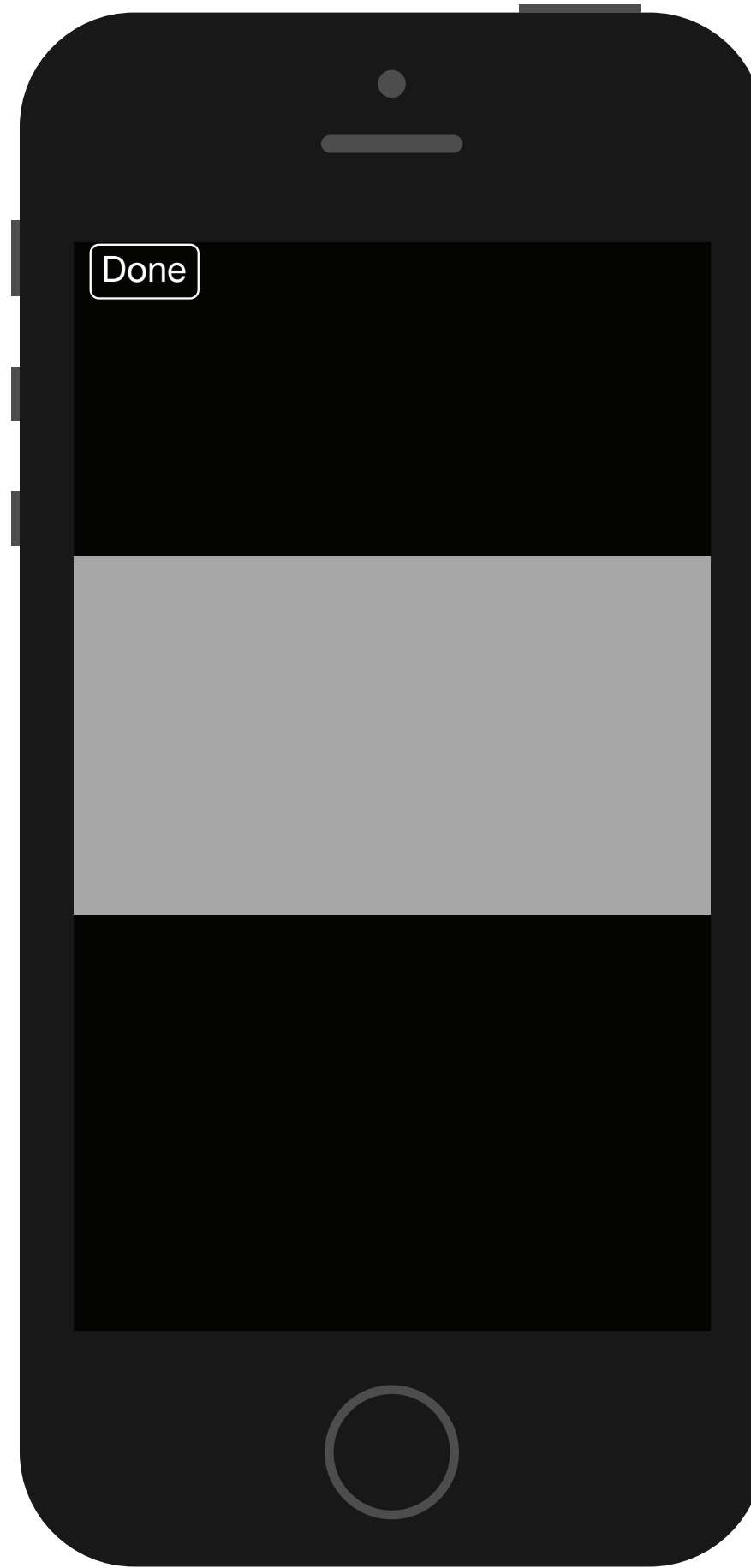
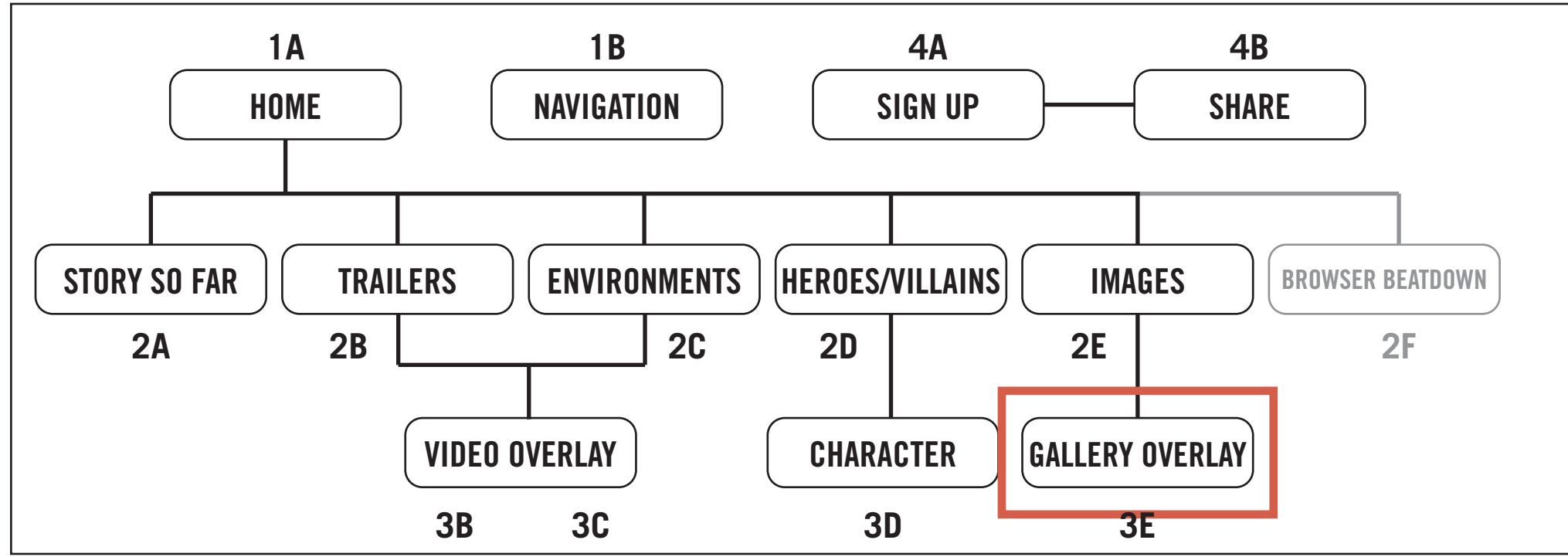
2E

IMAGES PAGE

Comic-book style list of screenshots.

SPECIFICATIONS

Select image to view.



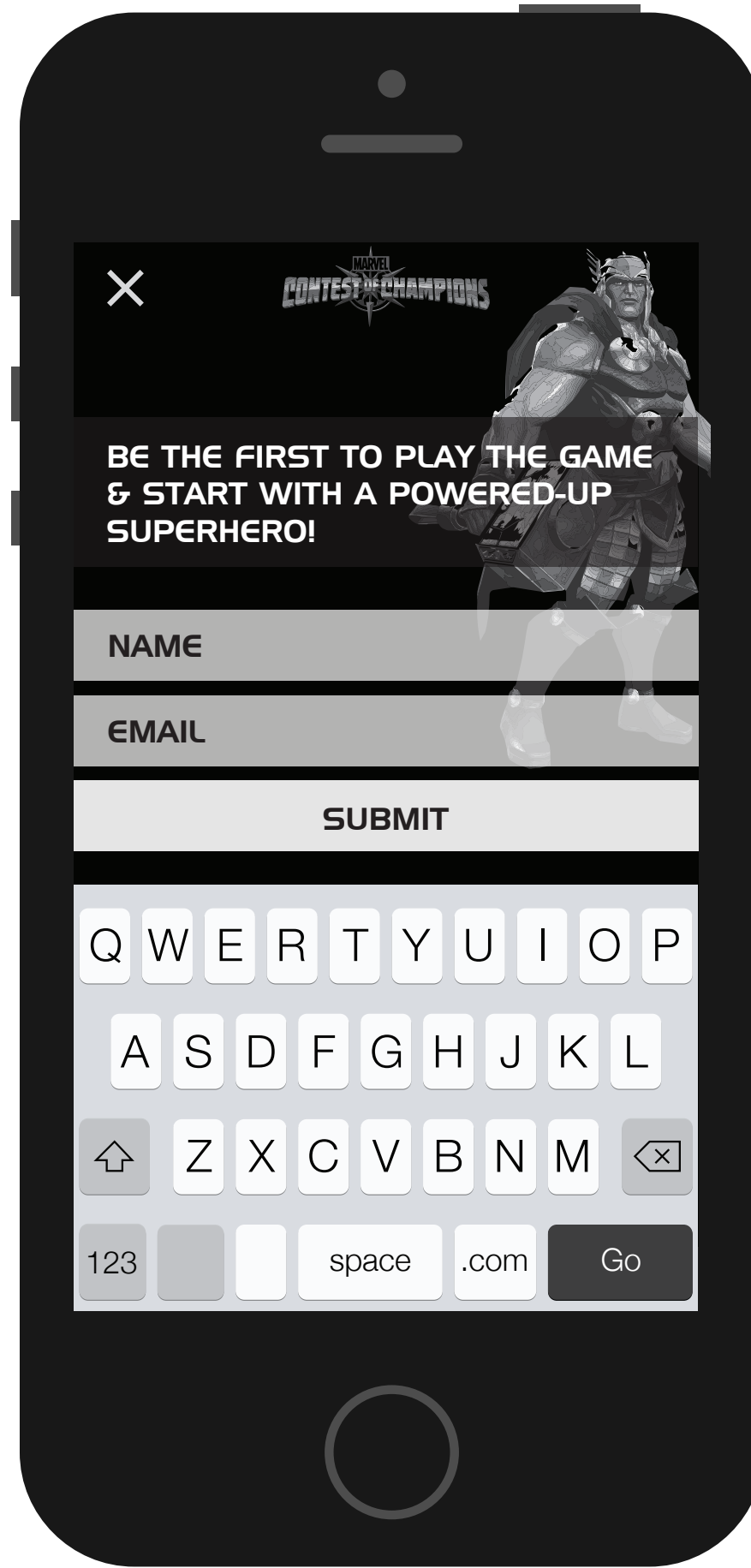
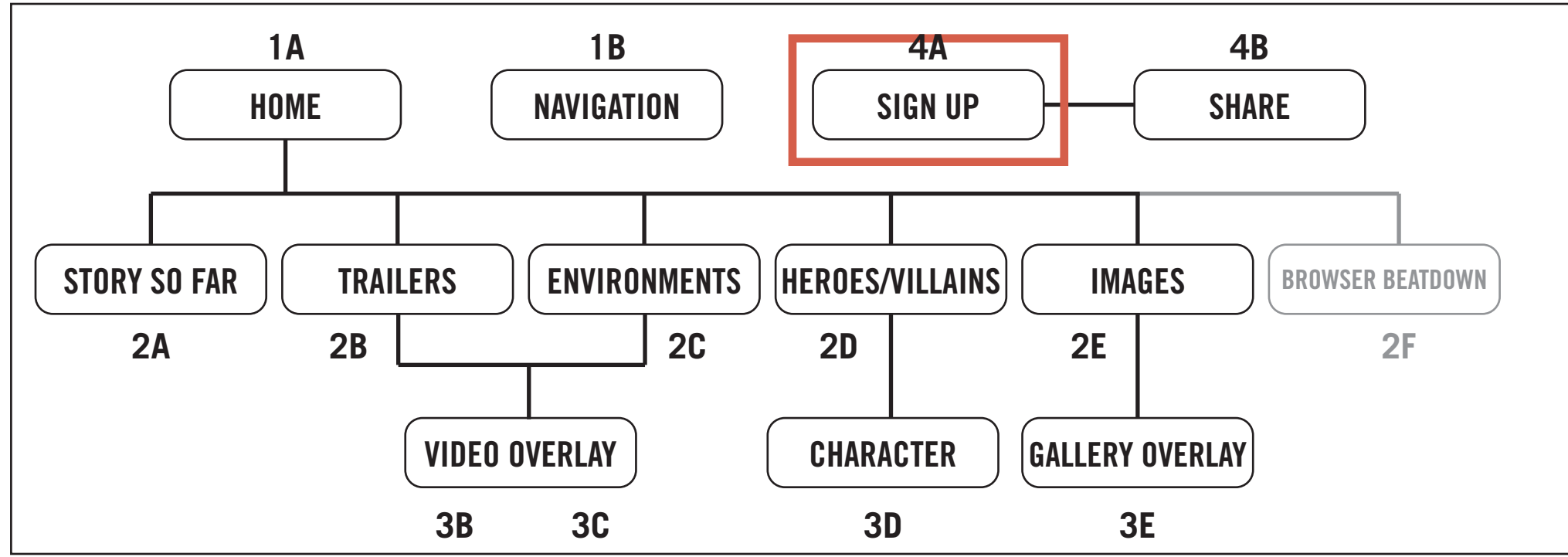
3E

IMAGE TAKEOVER

Standard mobile media viewer.

SPECIFICATIONS

Image is viewed in full-screen resolution.
Swipe to move between images.



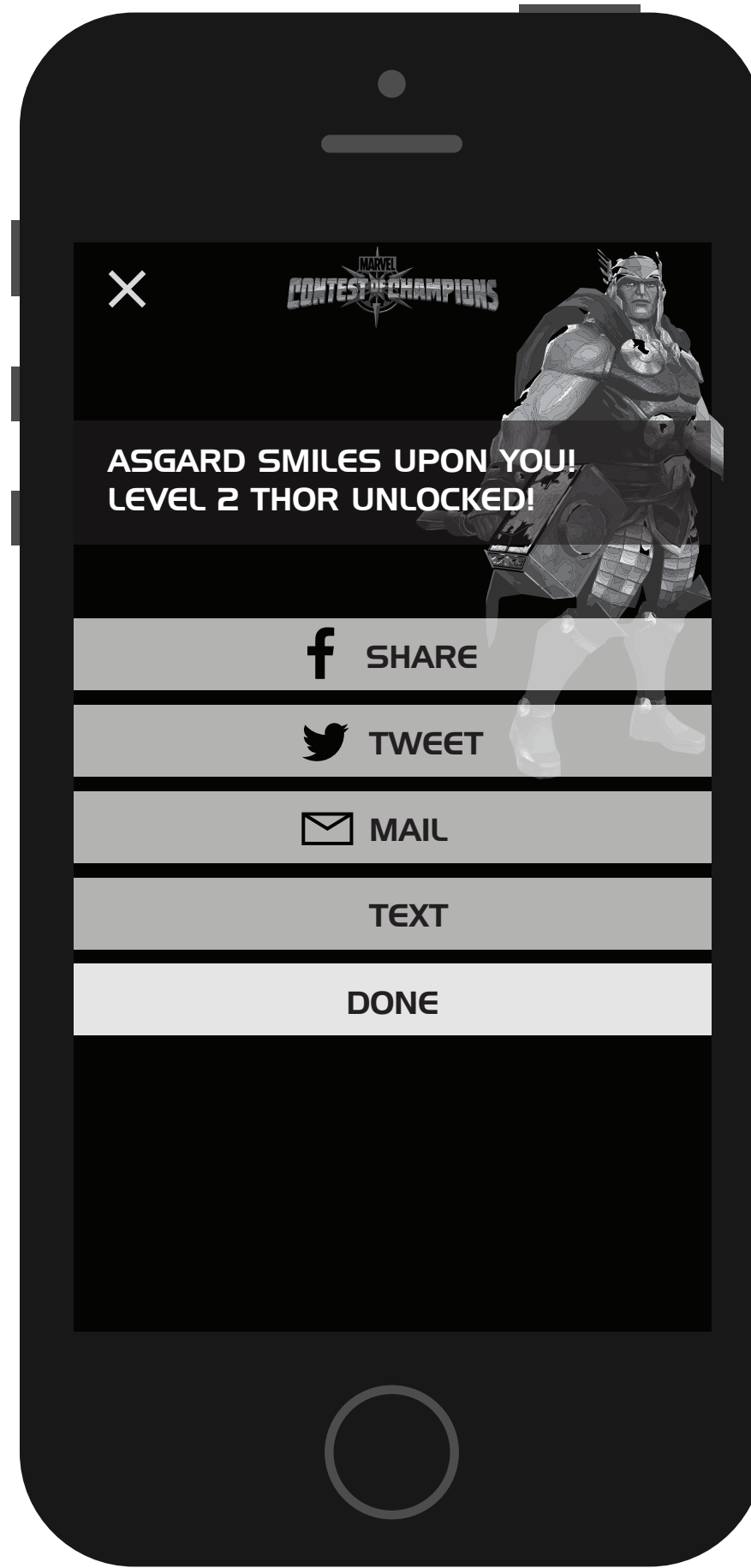
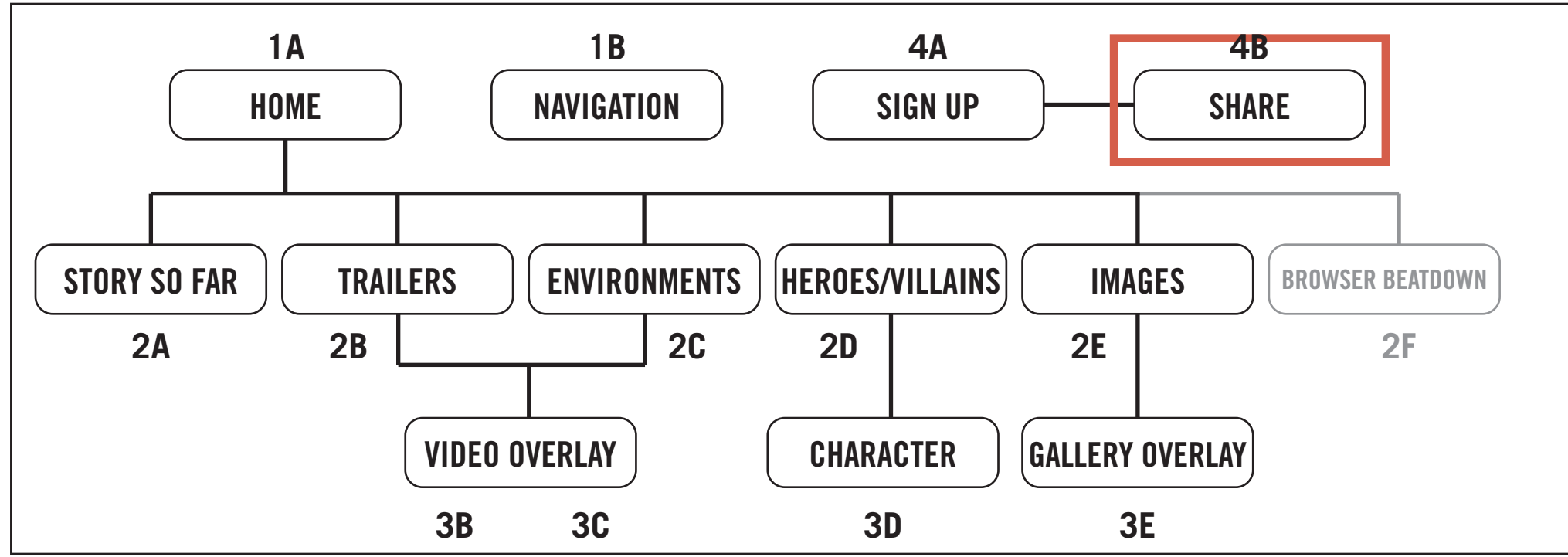
4A

SIGN-UP PAGE

Offers incentive for early sign-up for the game.

SPECIFICATIONS

Depending on the platform, a character is promoted.
 Enter name and email to receive award.
 Device is automatically detected (Android / iOS)



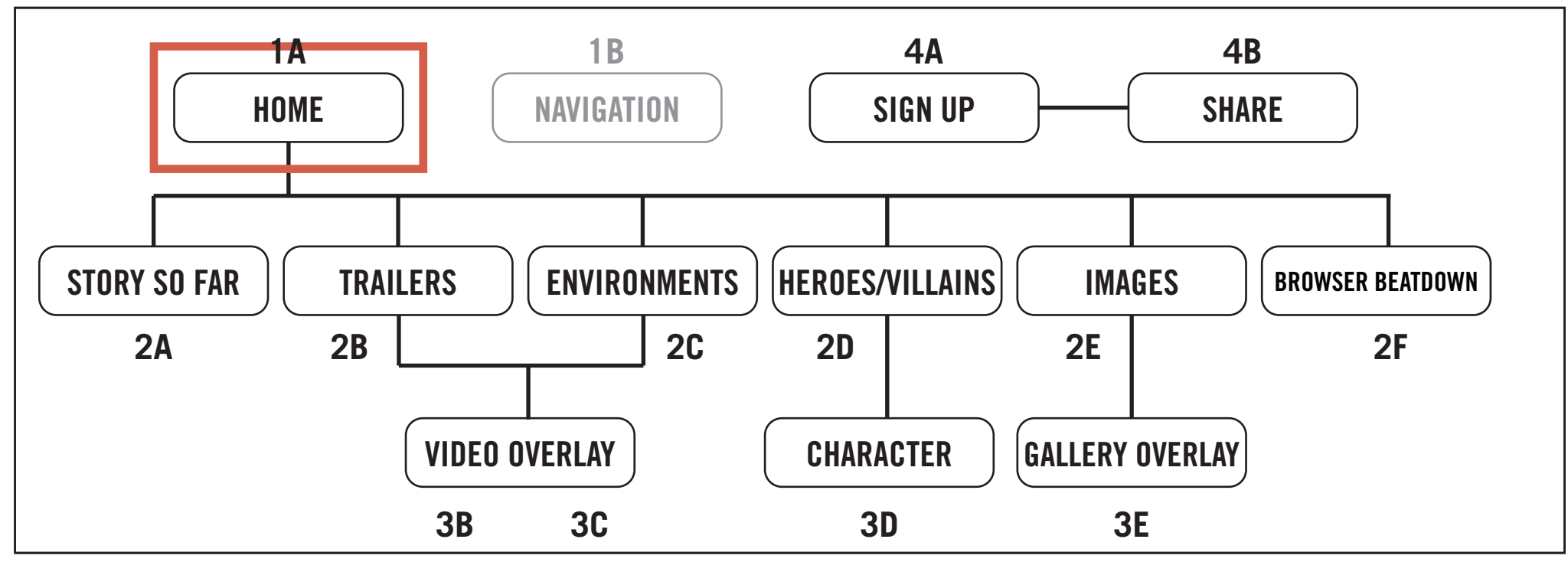
4B

SHARE PAGE

Confirmation of promotion, allows for sharing your reward to social media.

SPECIFICATIONS

Visual confirmation that reward has been unlocked. Options to share with social media platforms. "X" and "Done" returns to previous content.



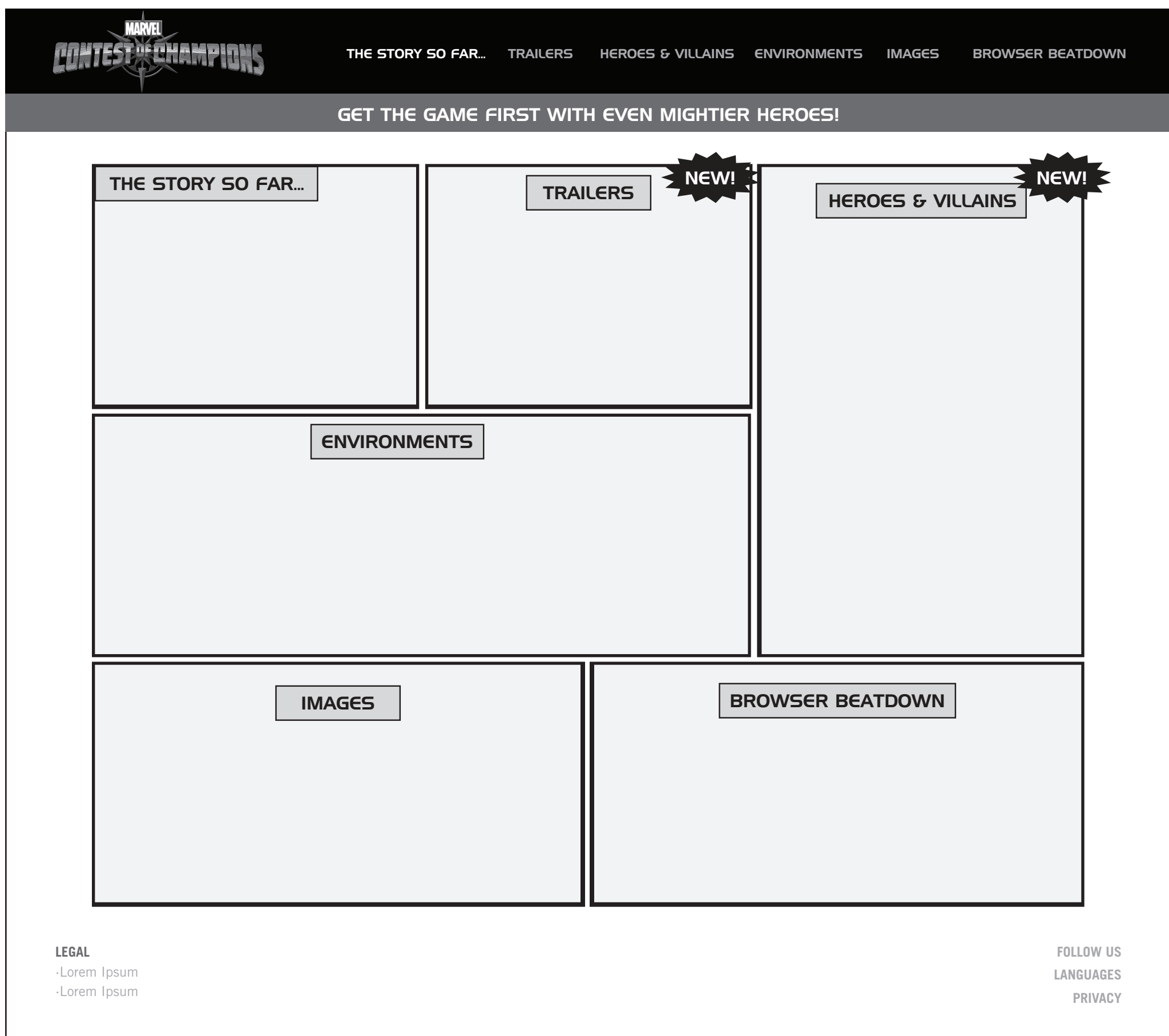
1A

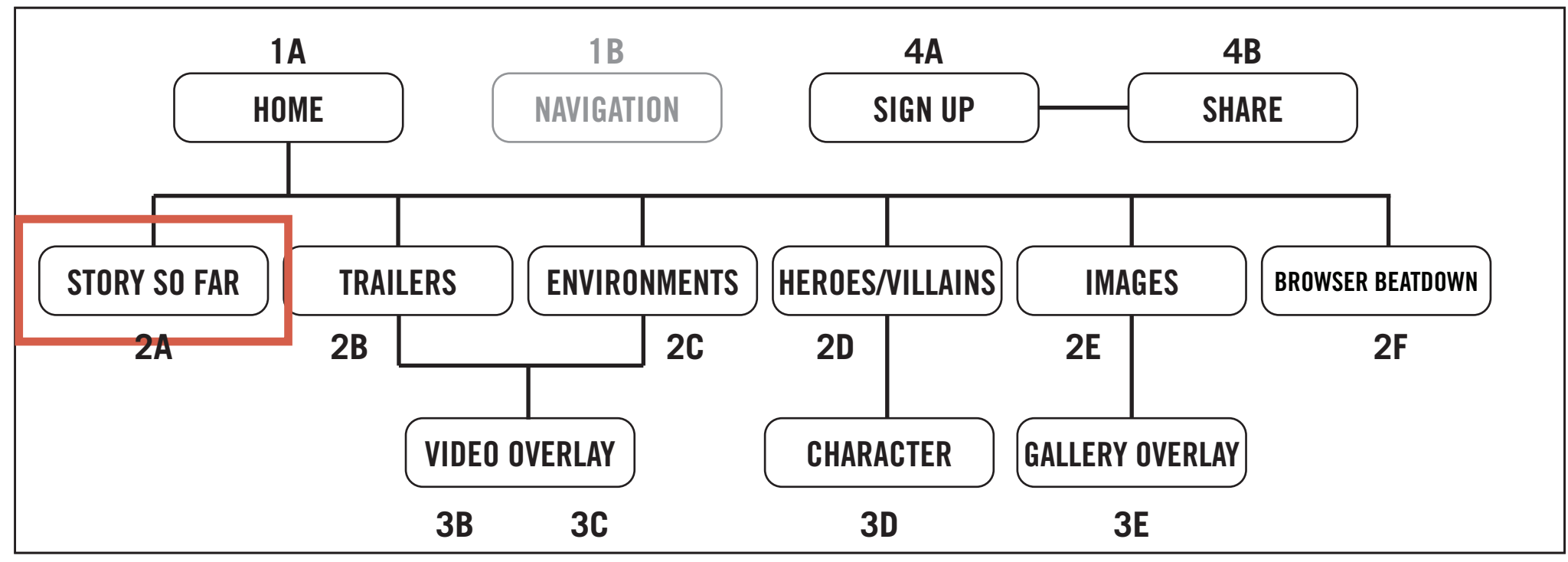
HOME PAGE

Comic-book home page view.

SPECIFICATIONS

Panels act as navigation.
 New content is denoted with “New!” starburst.
 Sign-up CTA sticks to header.





2A

STORY PAGE

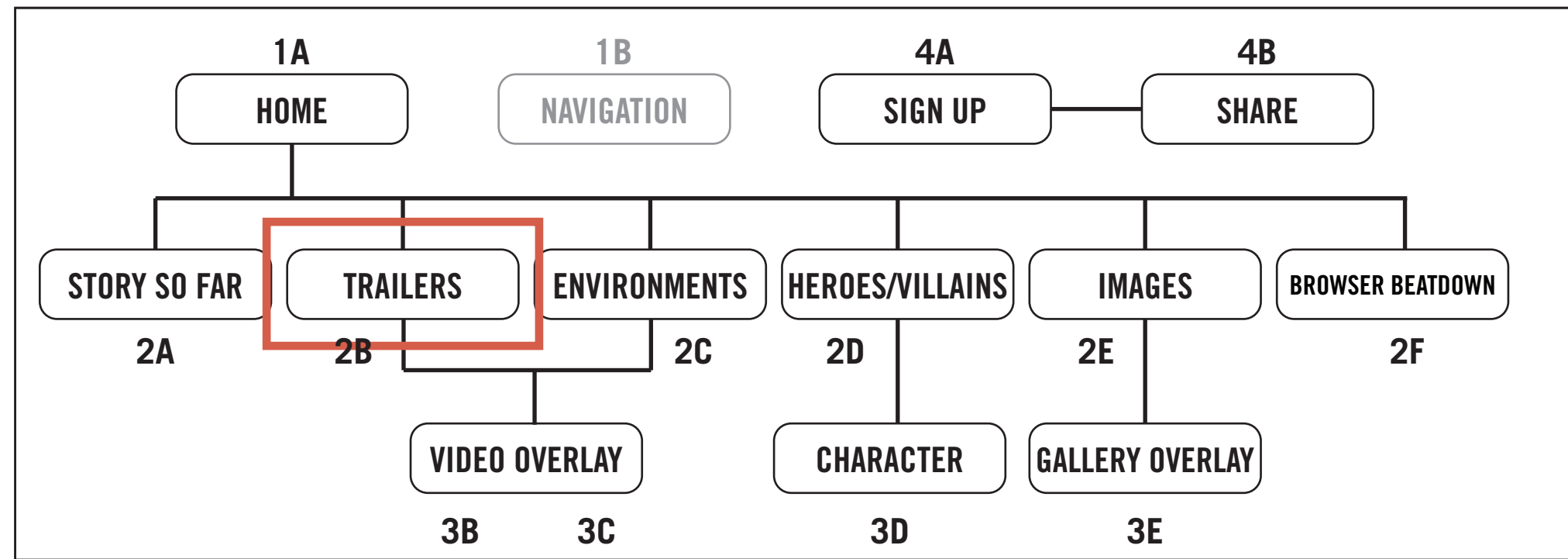
Background story given in parallax comic panels.

MARVEL
CONTEST OF CHAMPIONS

[THE STORY SO FAR...](#)
[TRAILERS](#)
[HEROES & VILLAINS](#)
[ENVIRONMENTS](#)
[IMAGES](#)
[BROWSER BEATDOWN](#)

GET THE GAME FIRST WITH EVEN MIGHTIER HEROES!

<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">INTRO</div> <div style="height: 150px;"></div>	<div style="text-align: center; padding: 20px;">  </div>	<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">LOREM</div> <div style="height: 150px;"></div>
<div style="padding: 10px;"> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit...</p> </div>		<div style="padding: 10px;"> <p>Sed do eiusmod tempor incididunt ut labore et dolore!</p> </div>
<div style="text-align: center; padding: 20px;">  </div>	<div style="text-align: center; padding: 20px;">  </div>	<div style="height: 150px;"></div>



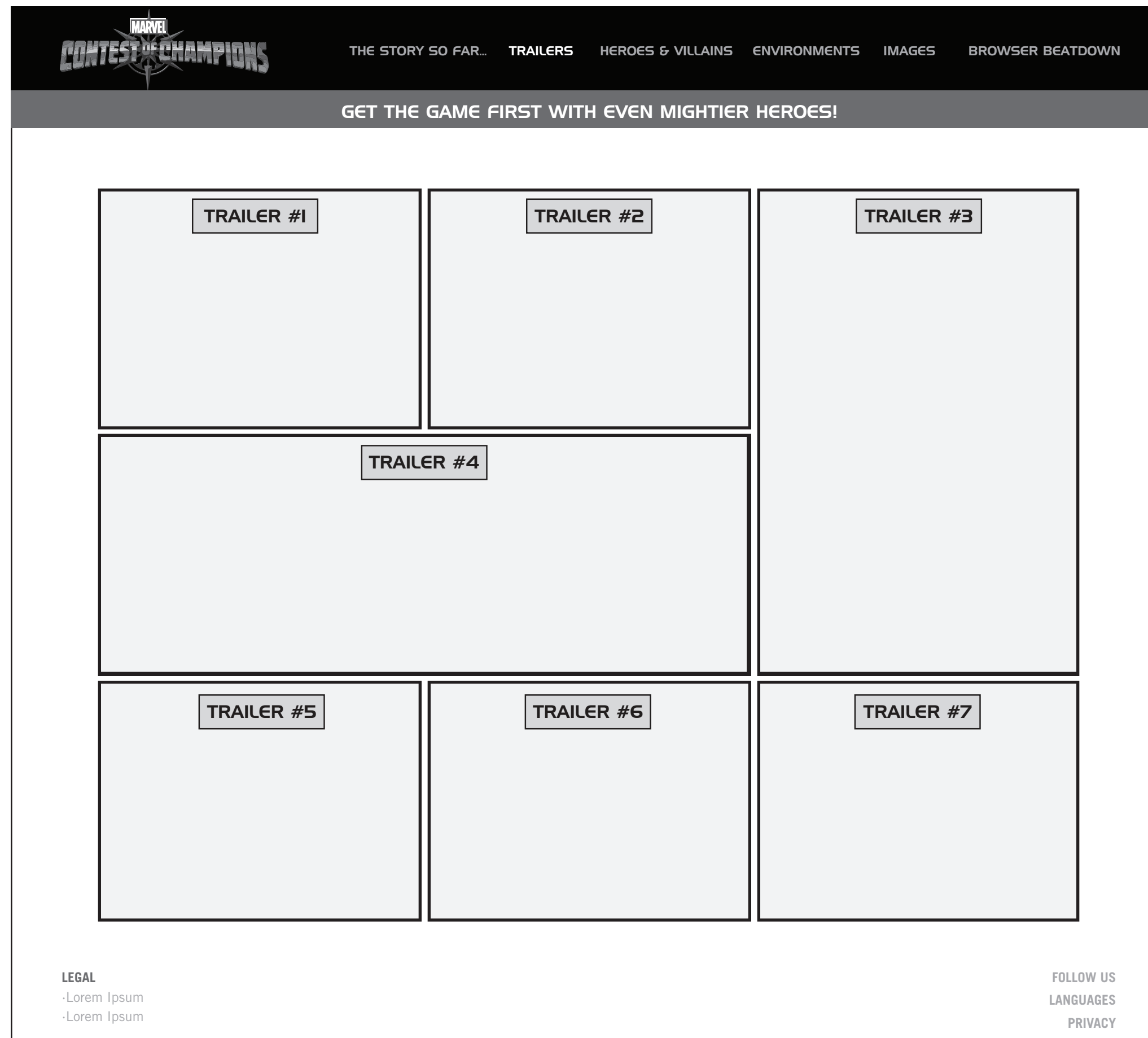
2B

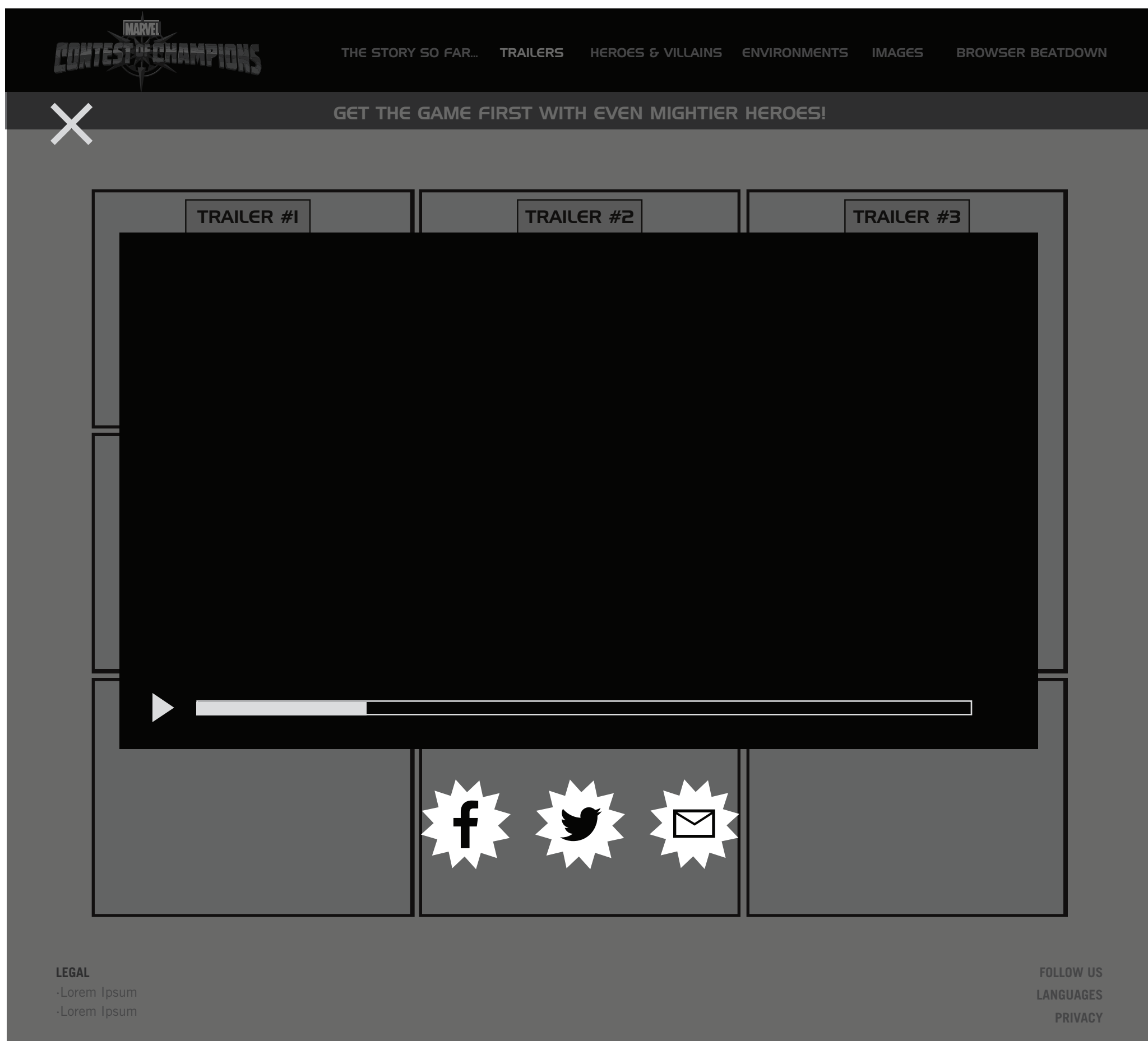
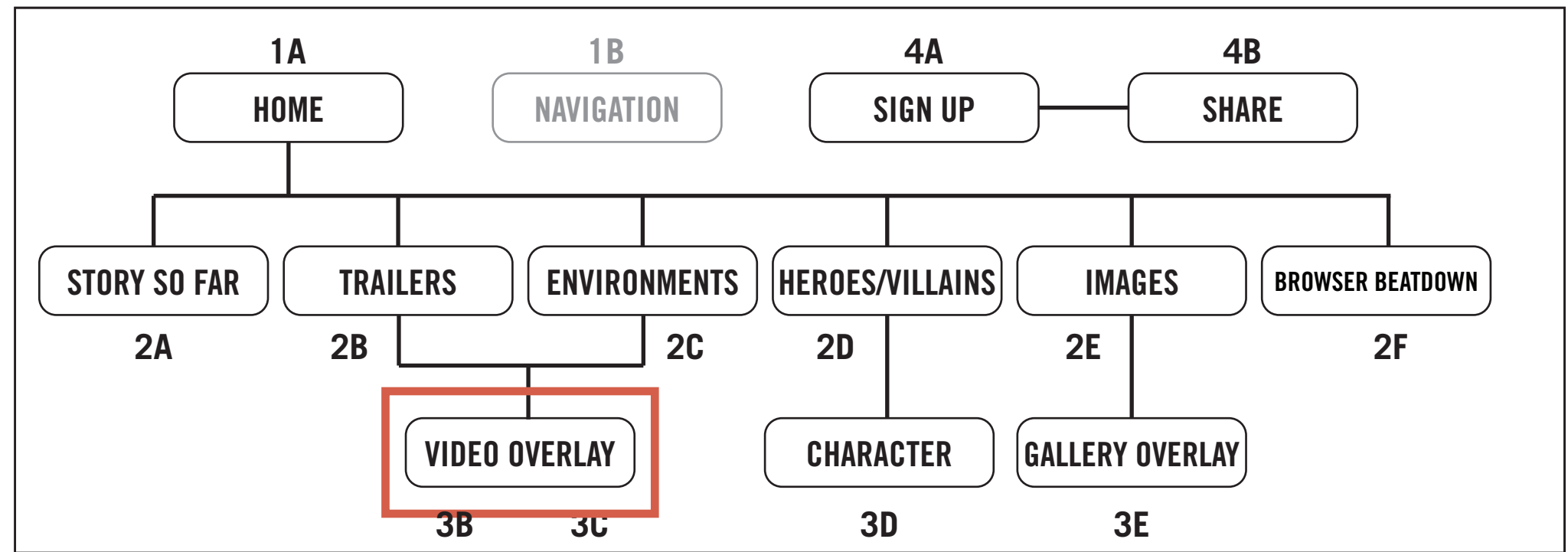
TRAILERS PAGE

Comic-book style list of trailers.

SPECIFICATIONS

Select trailer to view.





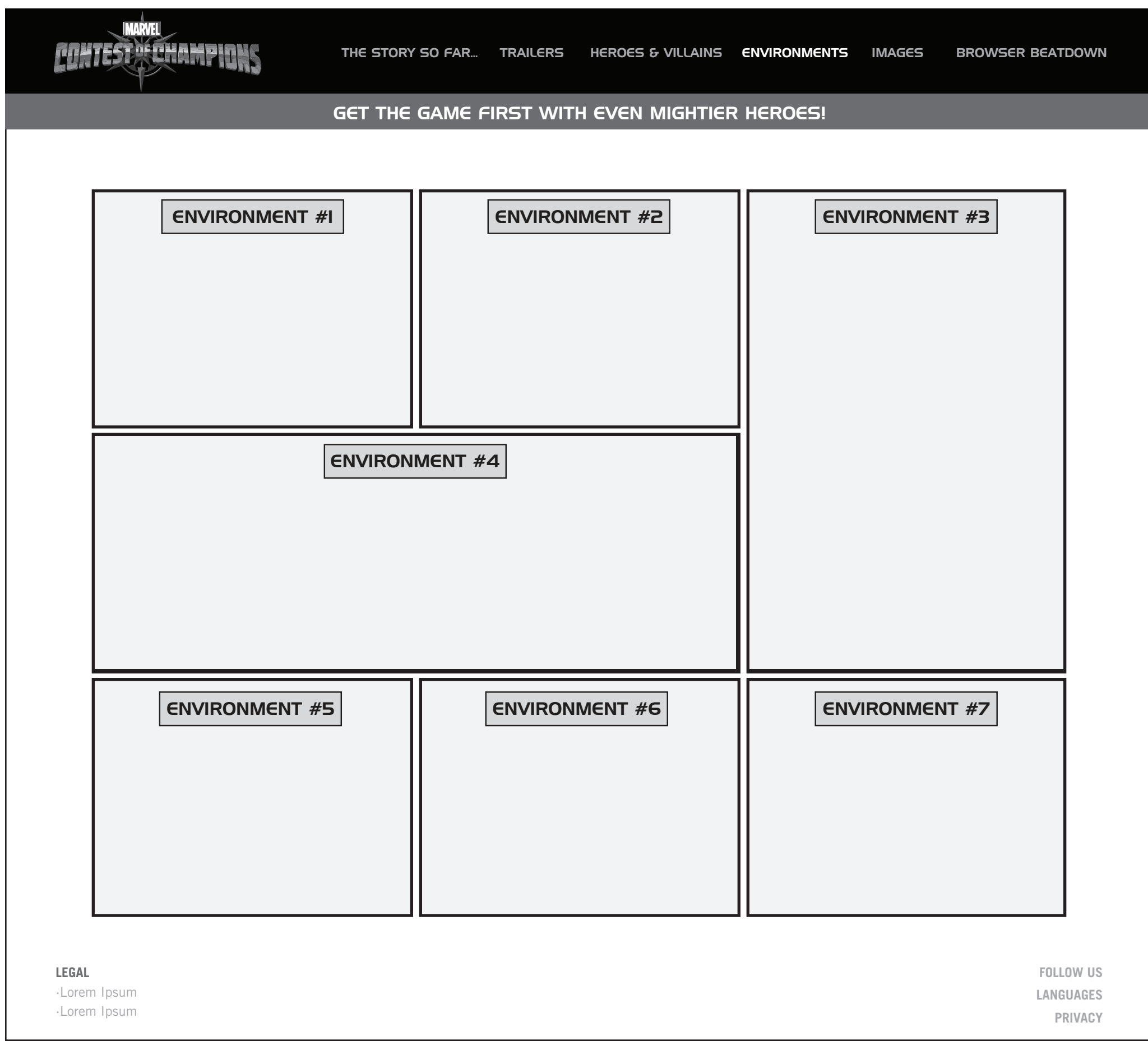
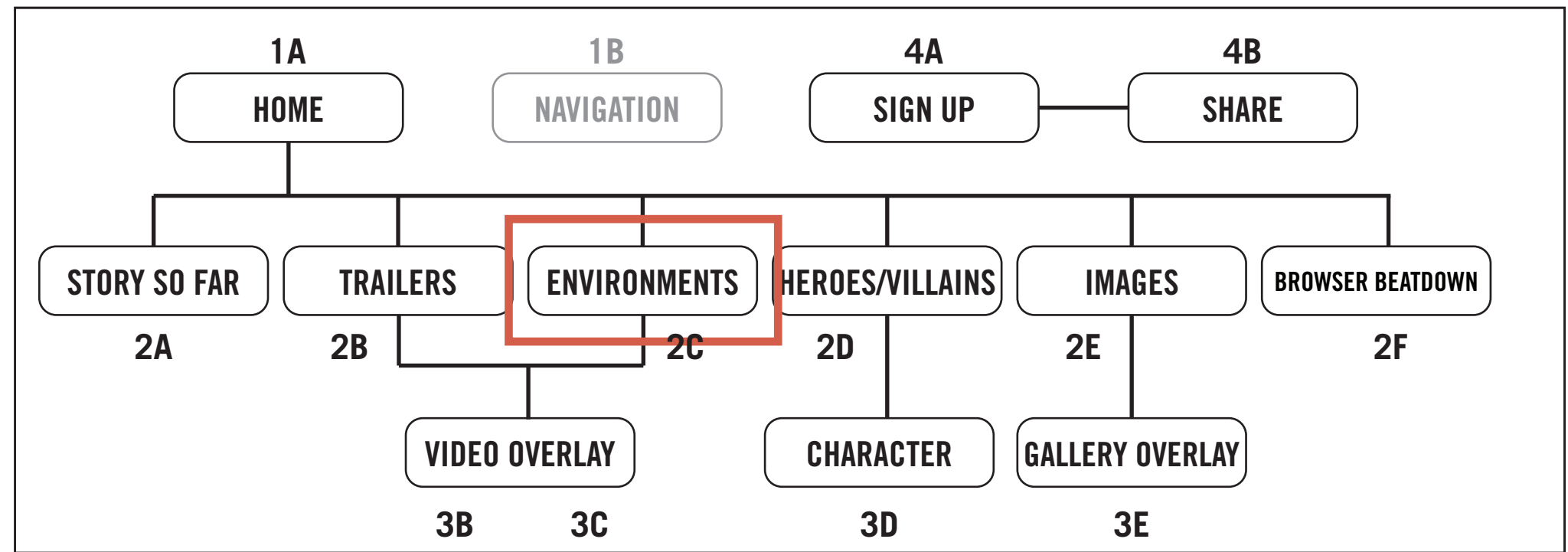
3B

TRAILER OVERLAY

Video overlays and draws focus from the content behind.

SPECIFICATIONS

Standard controls appear on the video screen.
 Share trailer to social media using buttons below video.
 Clicking "X" returns to main content.



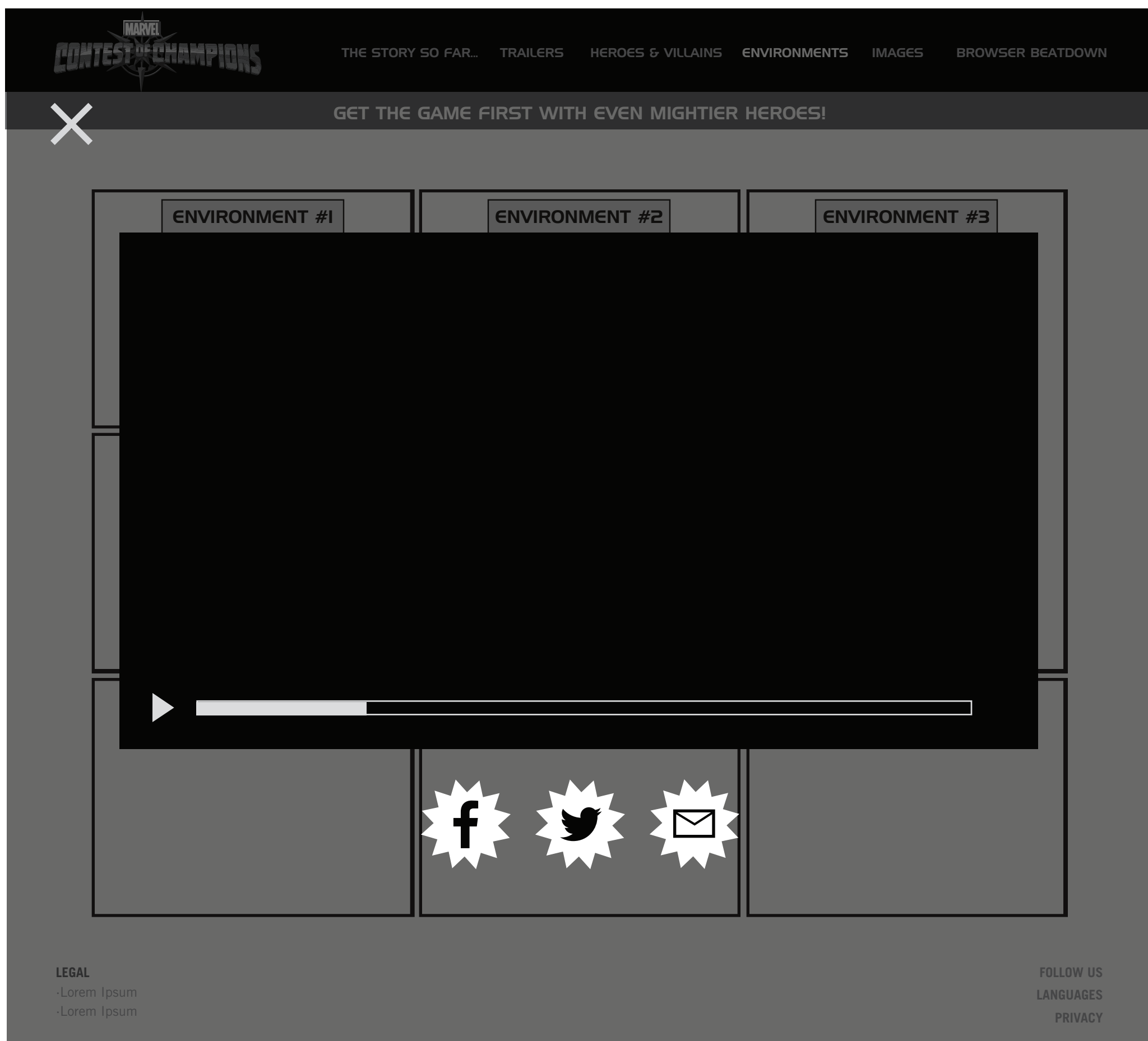
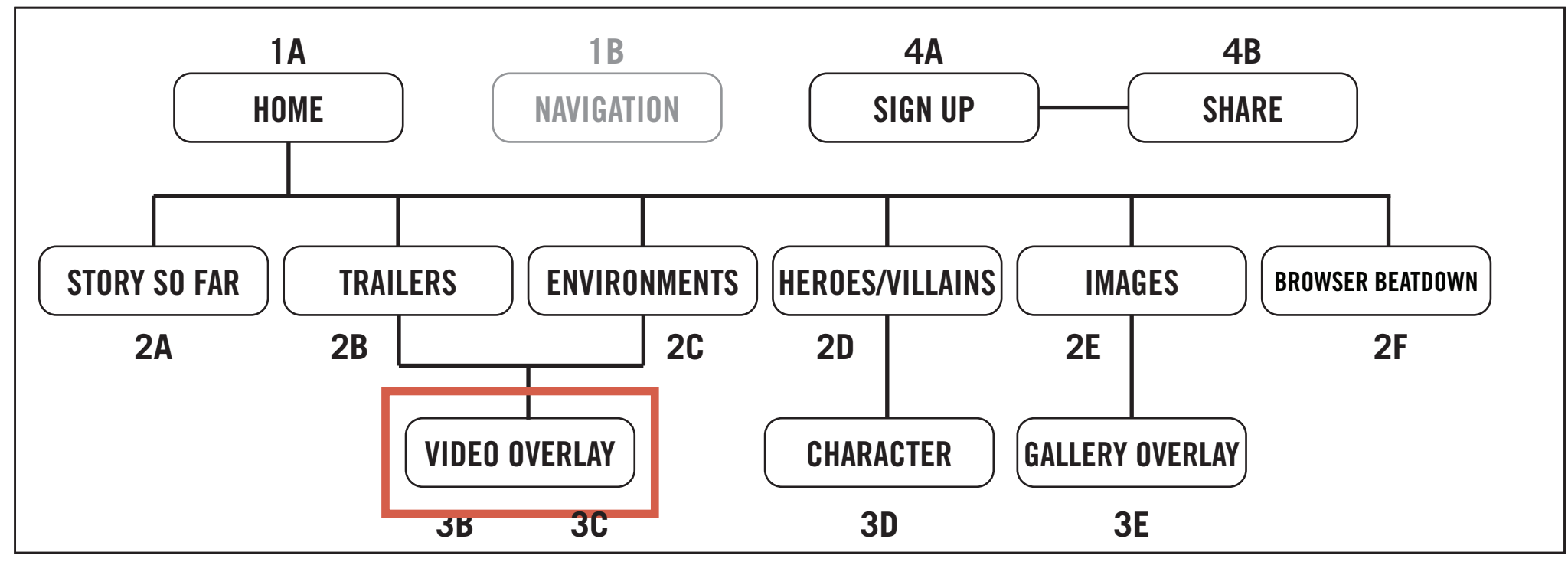
2C

ENVIRONMENTS PAGE

Comic-book style list of battle environments.

SPECIFICATIONS

Select a battle environment to watch a fly-through.



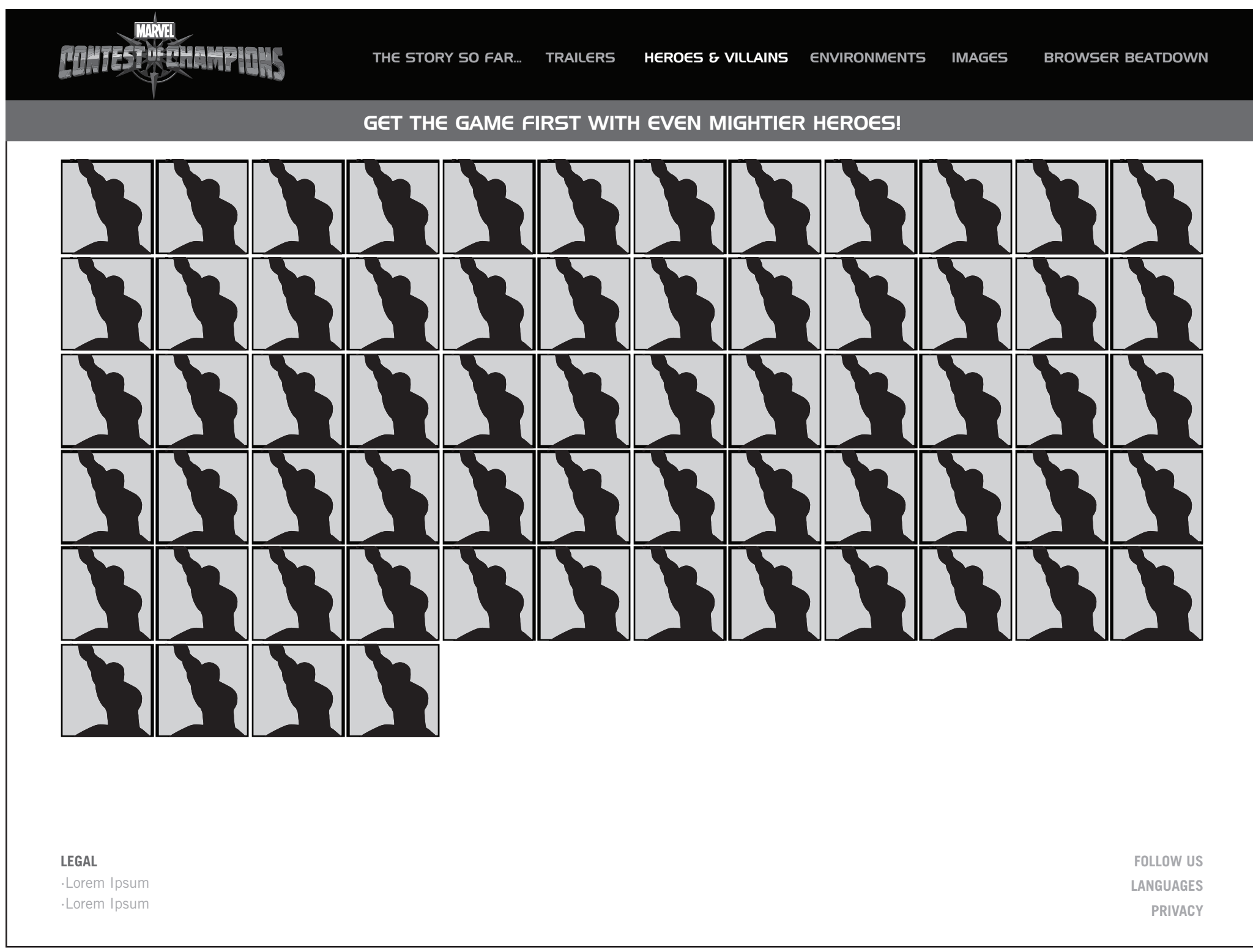
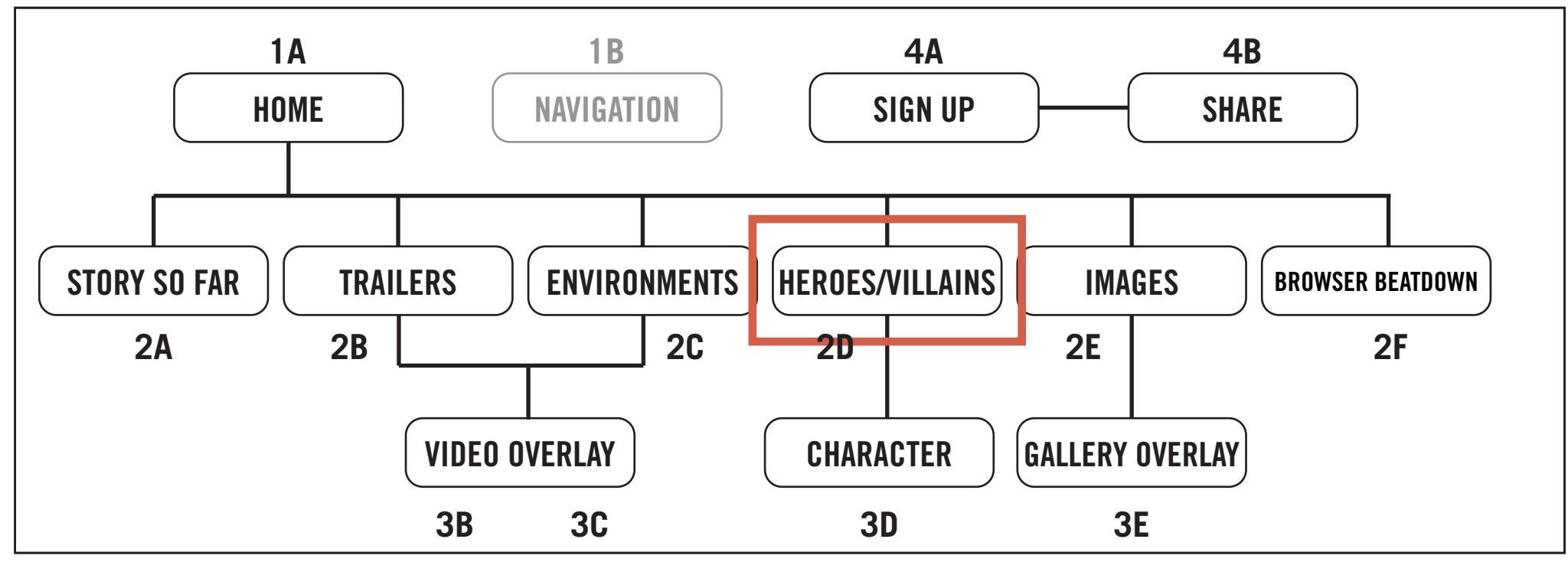
3C

ENVIRONMENT FLYTHROUGH OVERLAY

Video overlays and draws focus from the content behind.

SPECIFICATIONS

- Standard controls appear on the video screen.
- Share trailer to social media using buttons below video.
- Clicking "X" returns to main content.



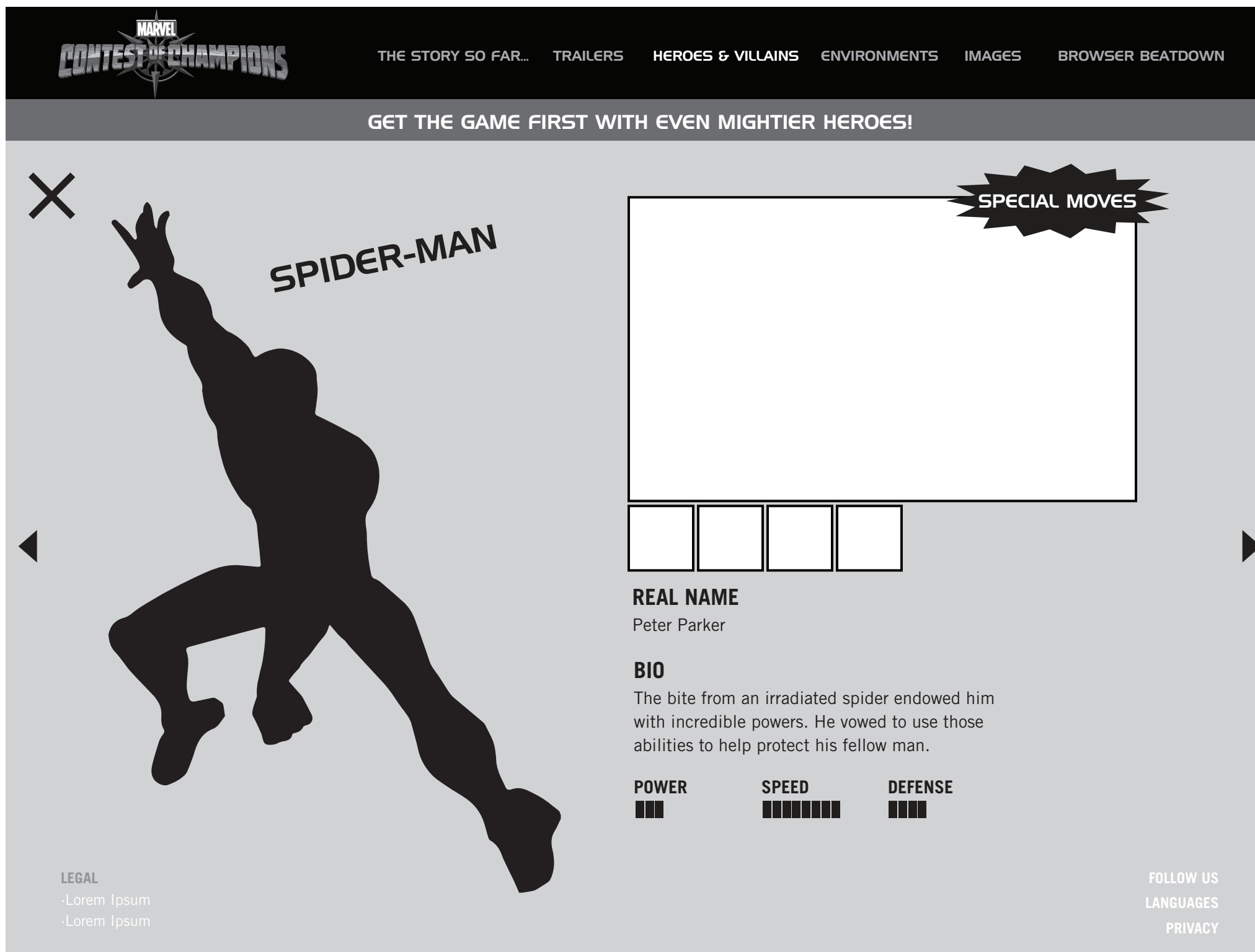
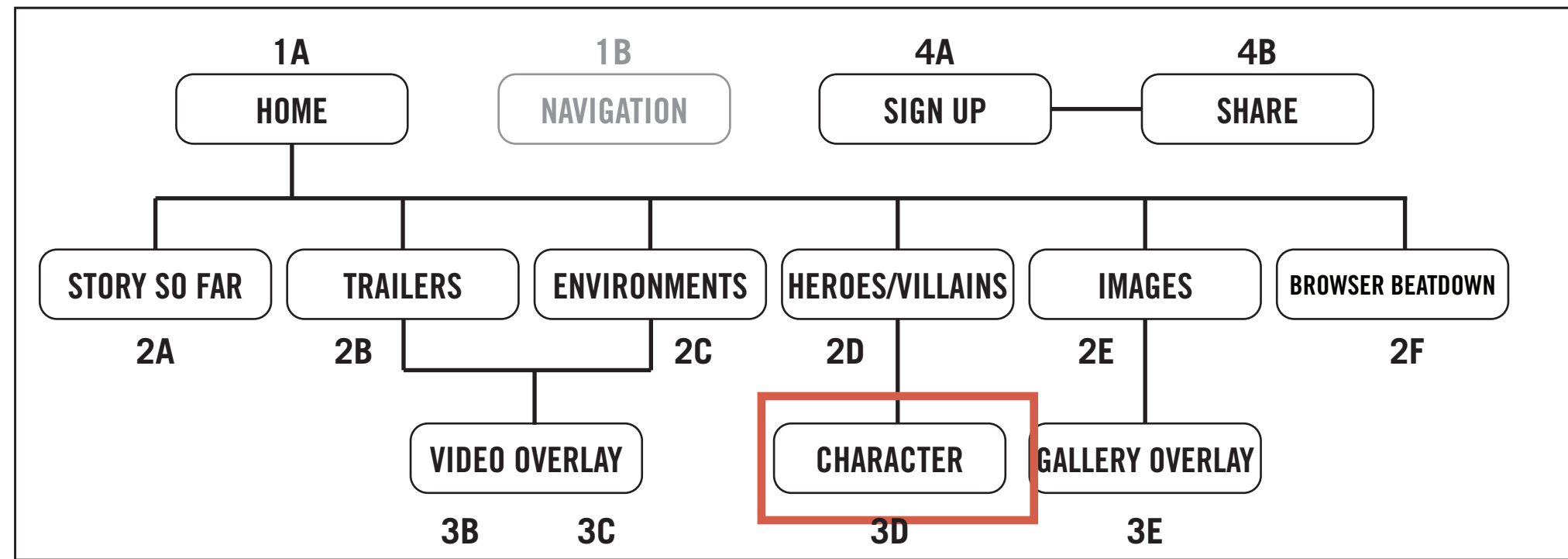
2D

HEROES & VILLAINS PAGE

Comic-book style list of characters.

SPECIFICATIONS

Open a character panel to expand it to full screen.
 Square grid is adaptable to add or remove characters.



3D

CHARACTER INFORMATION PAGE

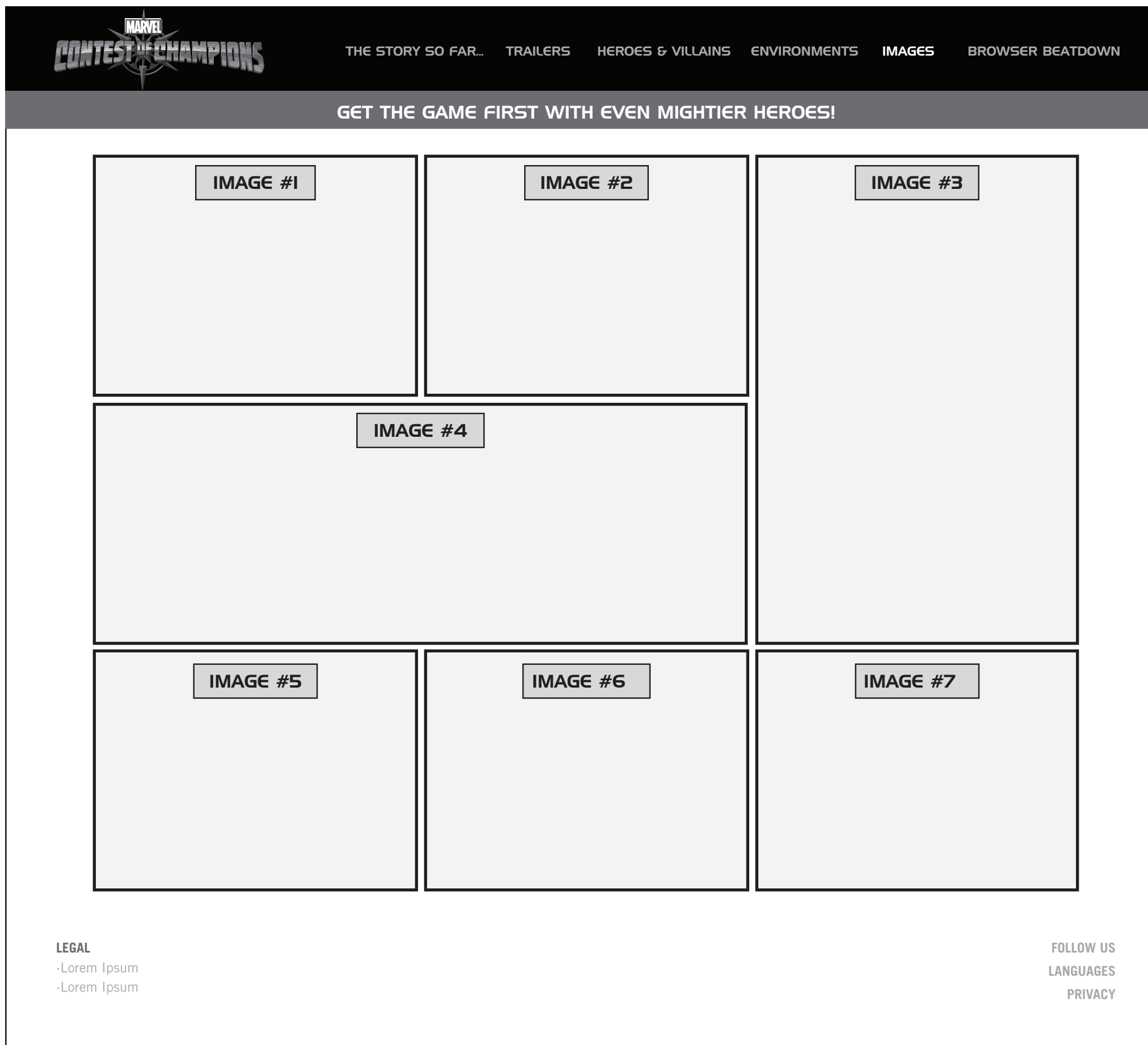
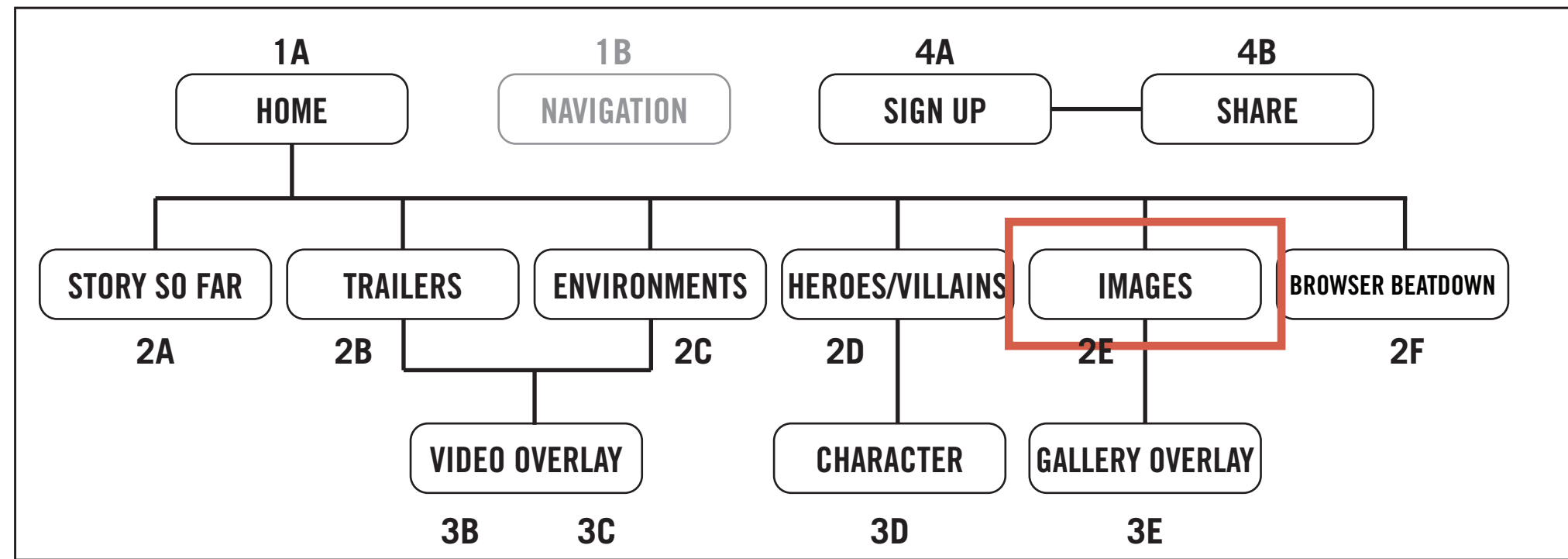
Character information, stats, and special moves.

SPECIFICATIONS

Arrows or arrow keys move between characters.

“X” zooms back out to character page.

Choose thumbnail to play in the special moves screen.



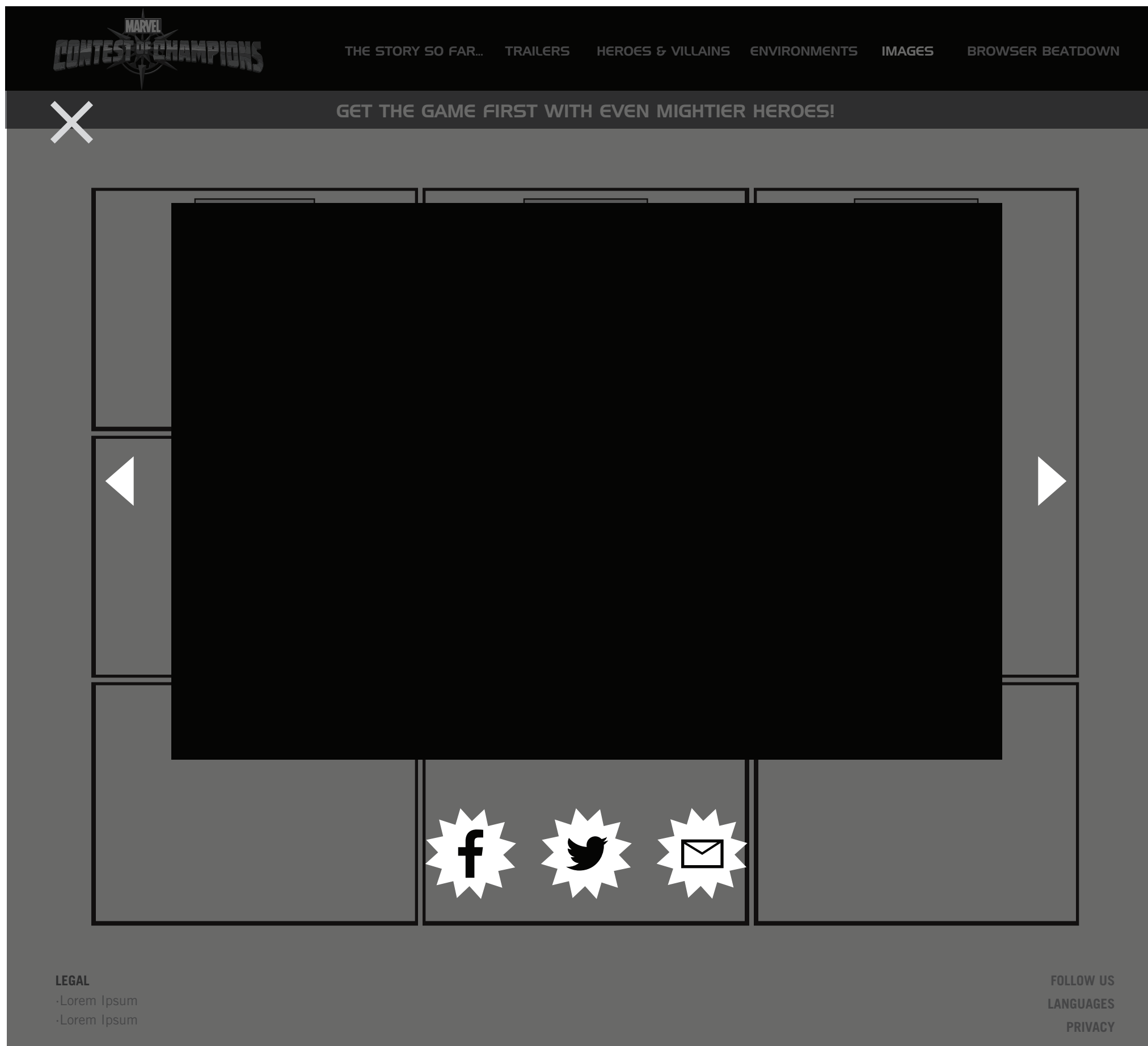
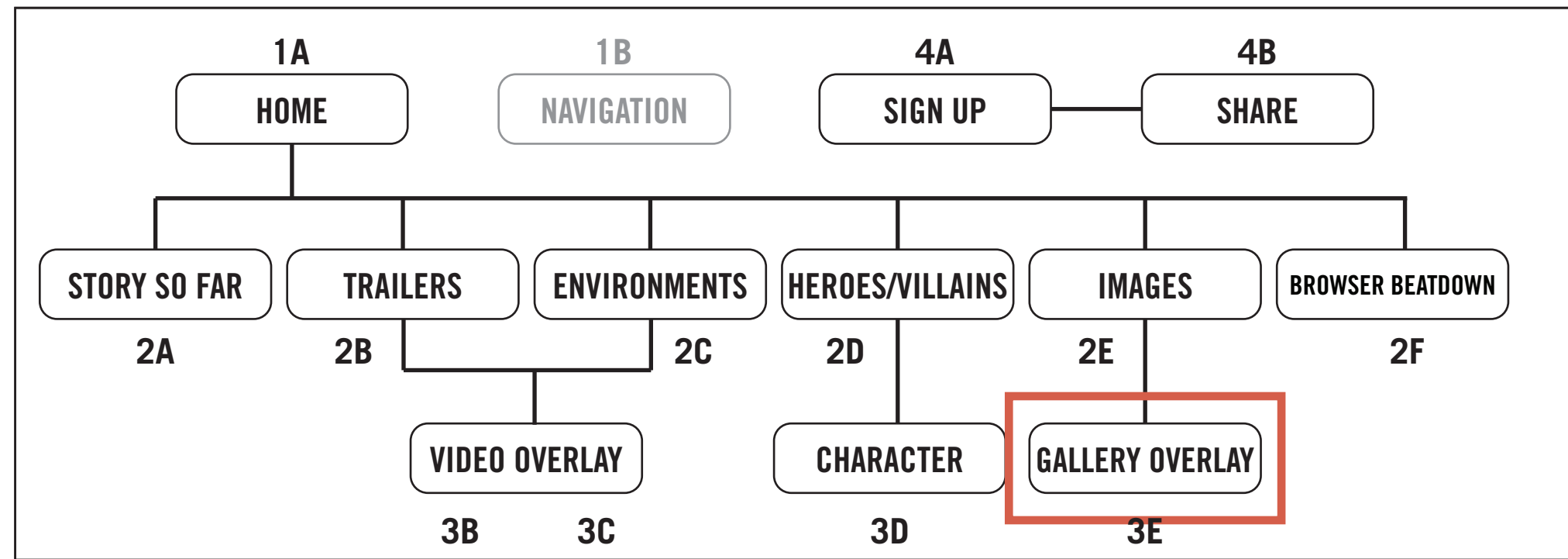
2E

IMAGES PAGE

Comic-book style list of trailers.

SPECIFICATIONS

Select trailer to view.



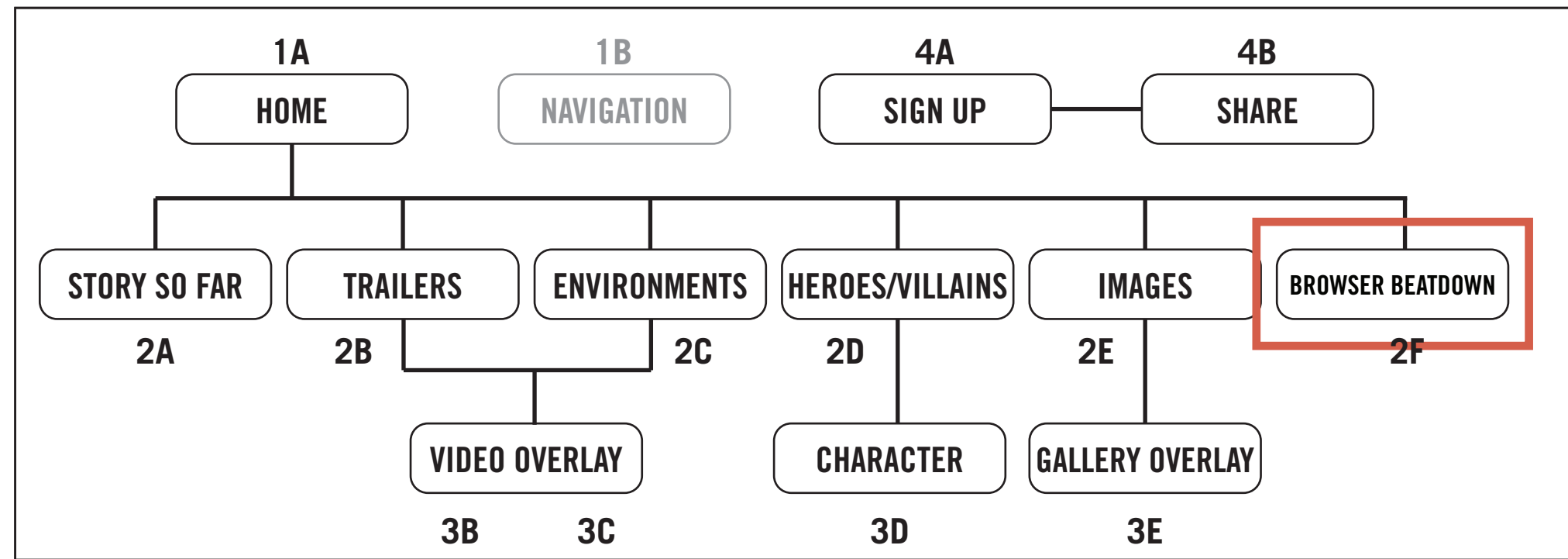
3E

IMAGE OVERLAY

Image overlays and draws focus from the content behind.

SPECIFICATIONS

Use arrows or arrow keys to move between images.
 Share image to social media using buttons below viewer.
 Clicking "X" returns to main content.



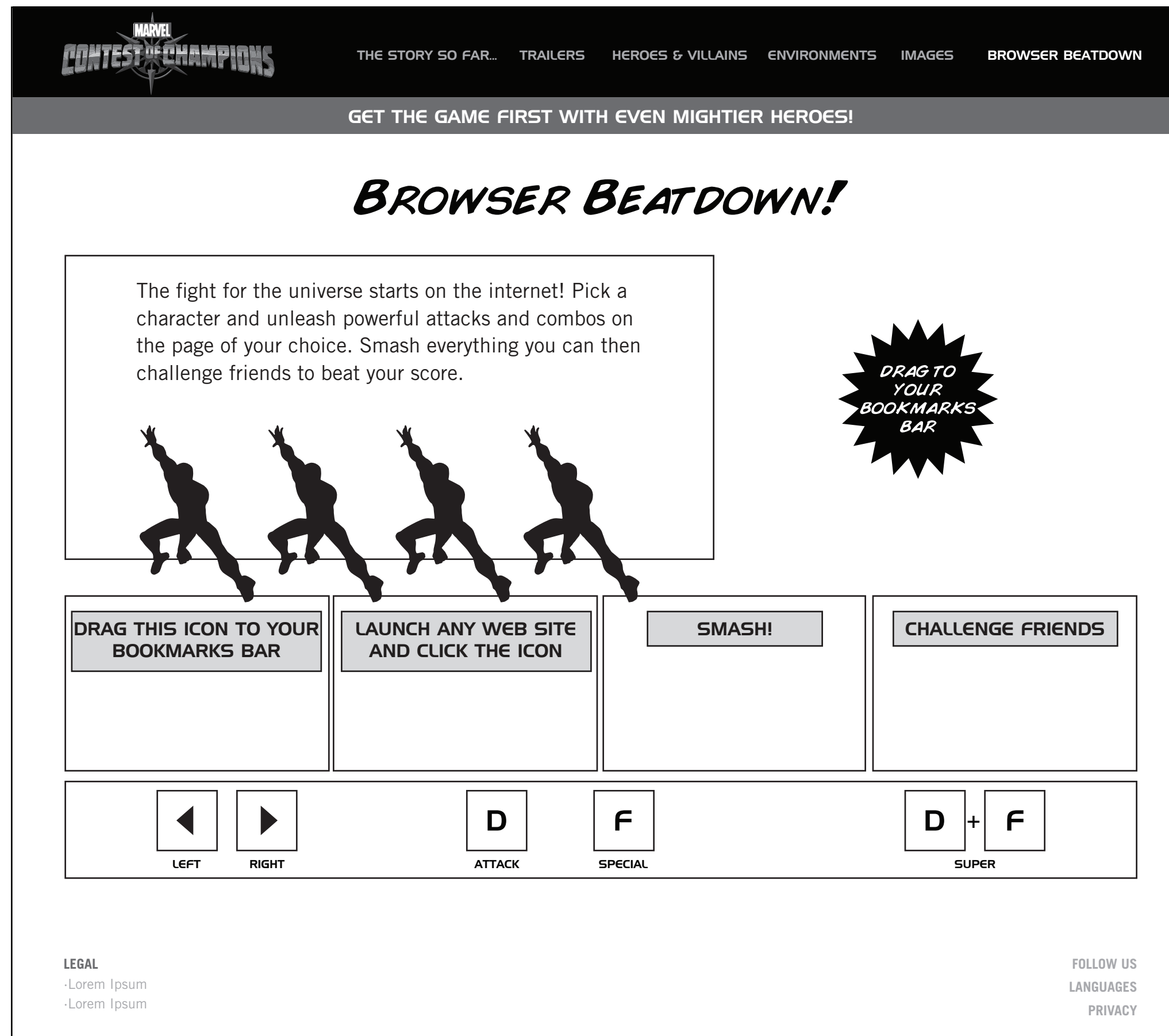
2F

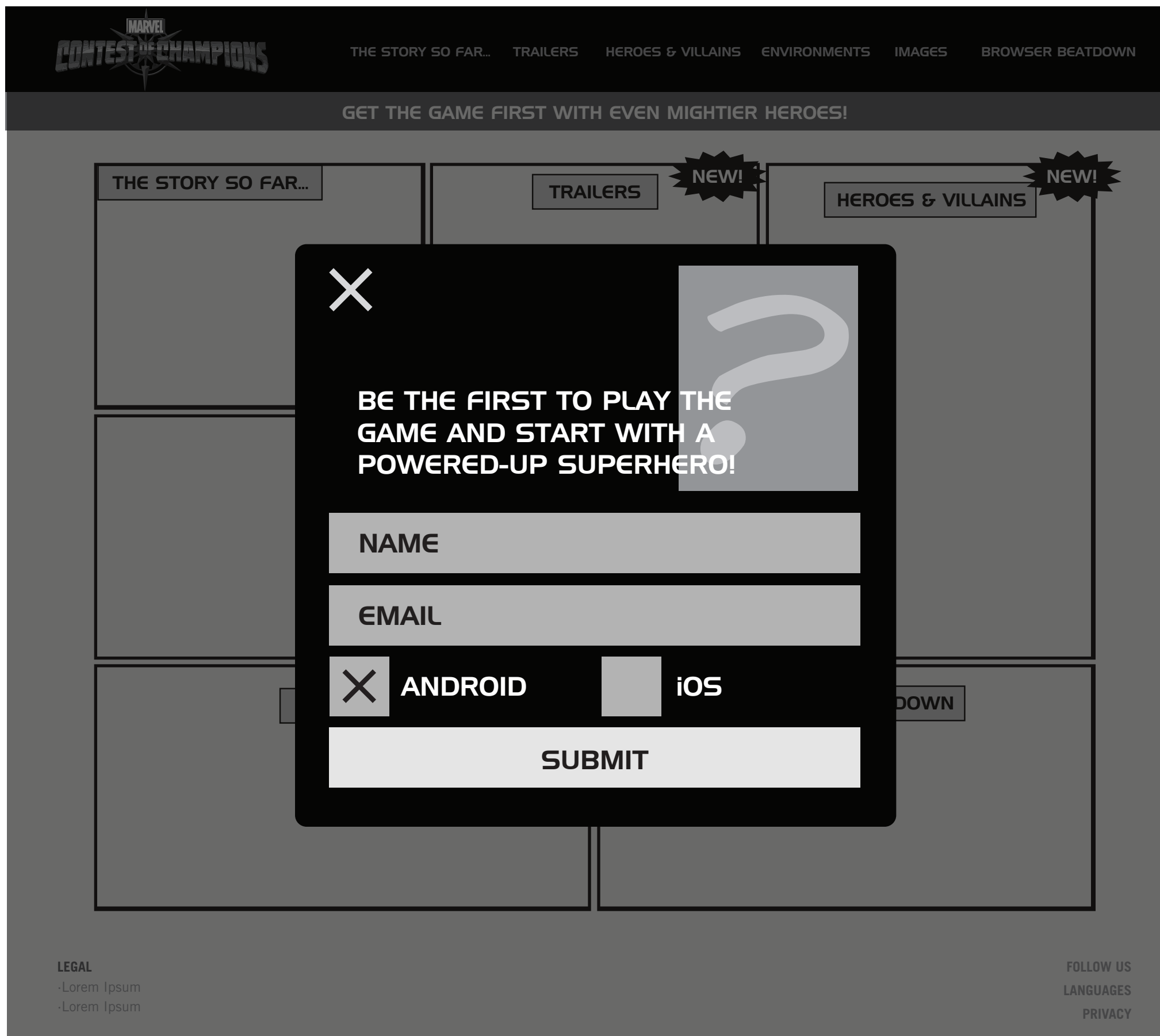
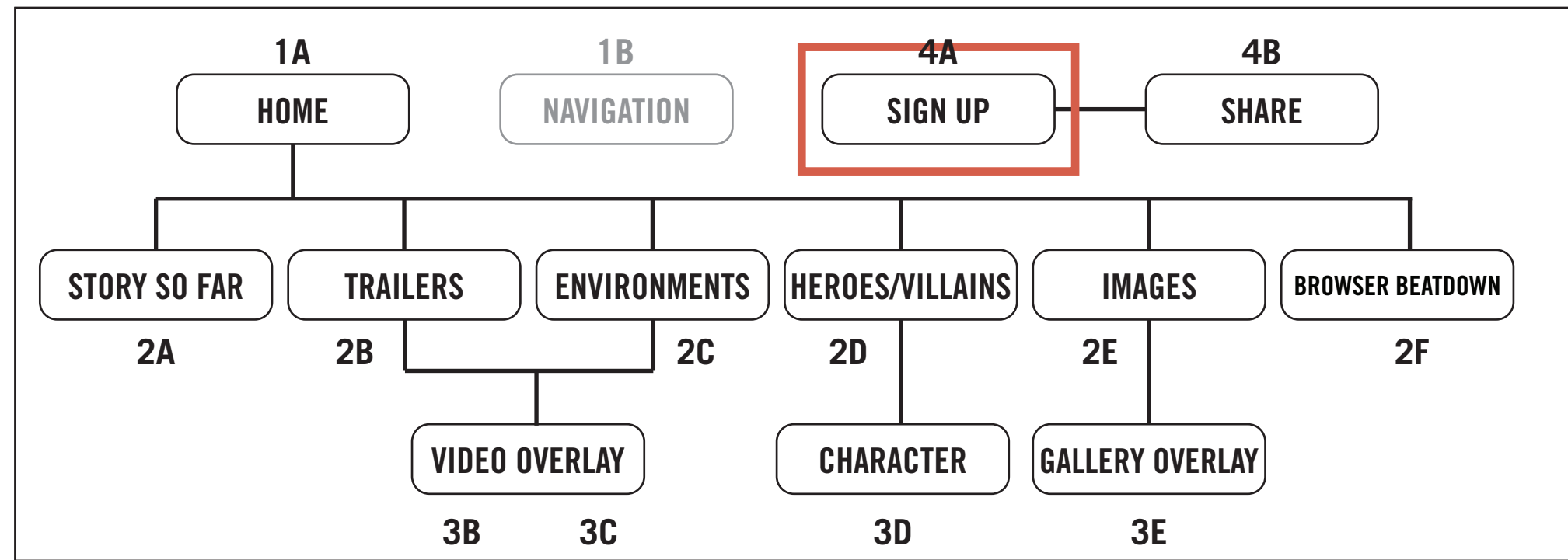
BROWSER BEATDOWN PAGE

Comic-book style list of trailers.

SPECIFICATIONS

Select trailer to view.





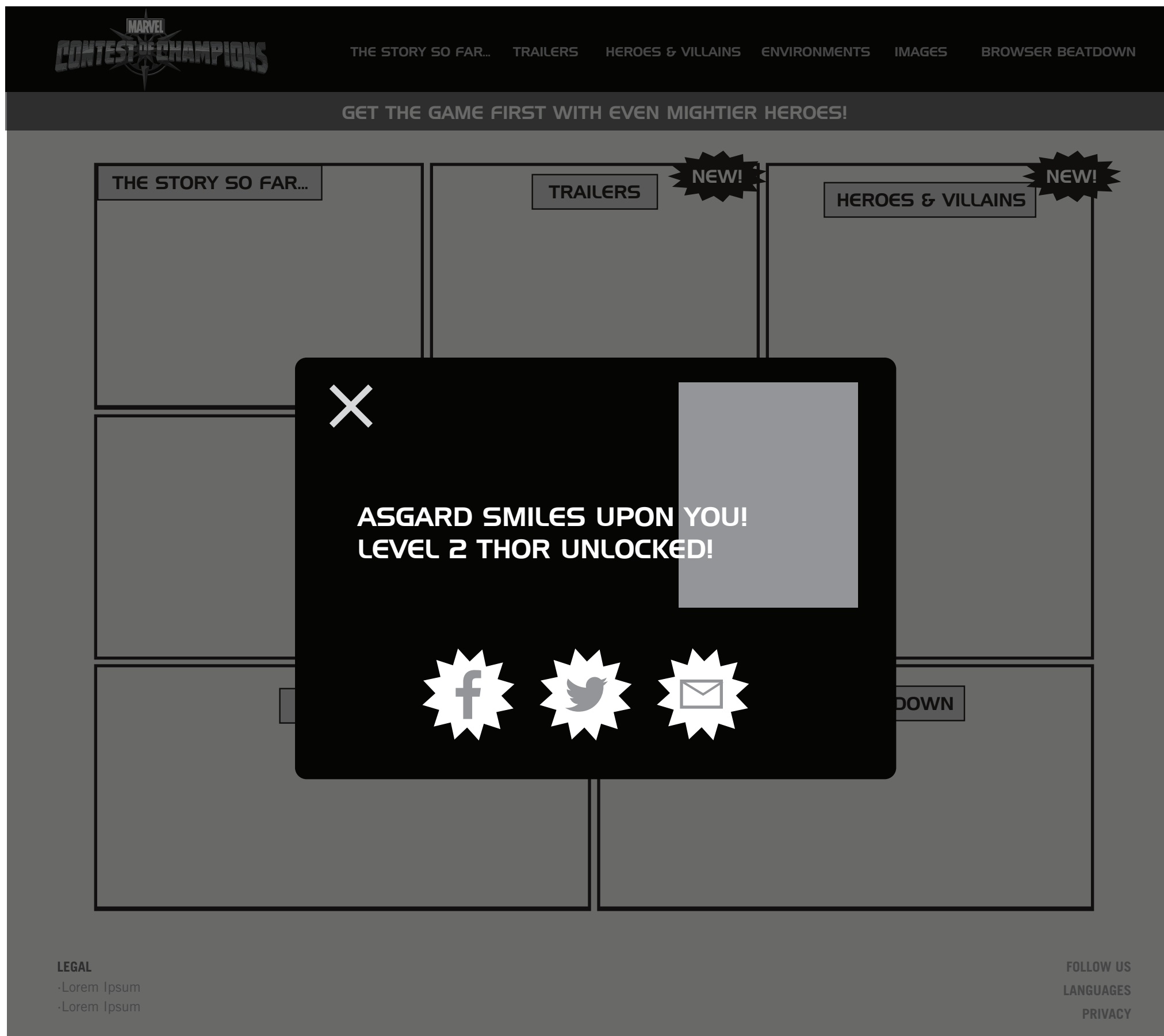
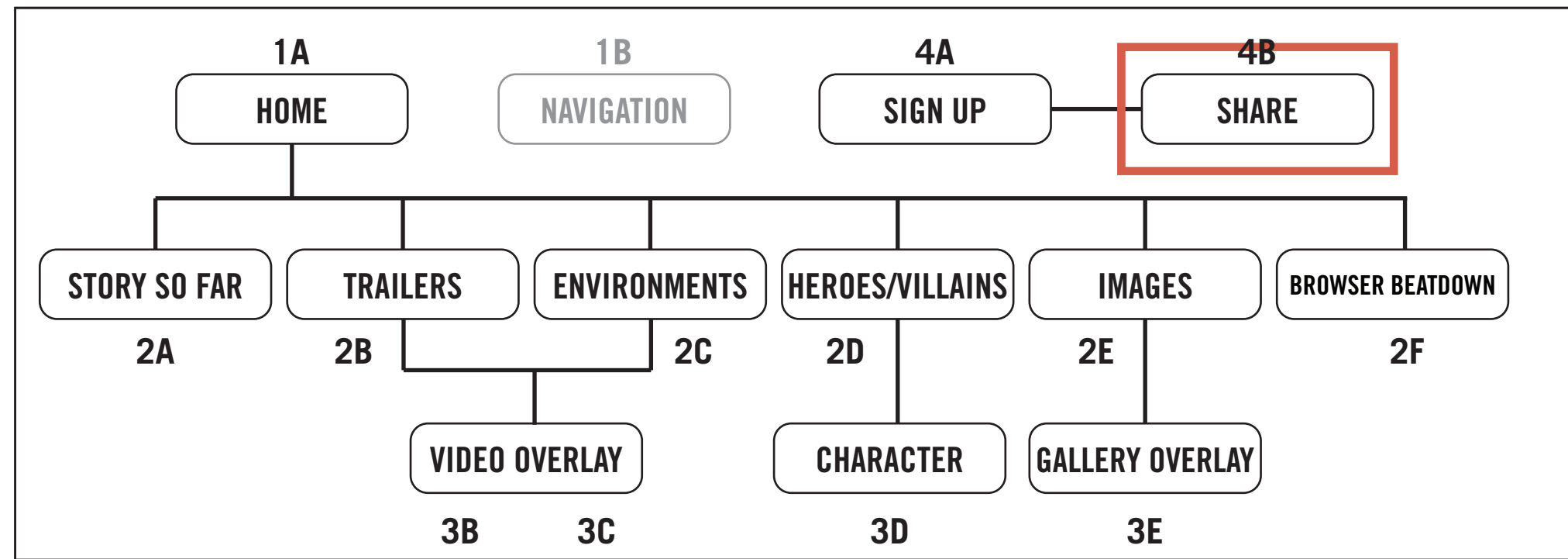
4A

SIGN UP OVERLAY

Sign up form overlays and draws focus from the content behind.

SPECIFICATIONS

Enter name, email, and device OS to sign up for the game. The unlocked reward depends on the platform. Clicking "X" returns to main content.



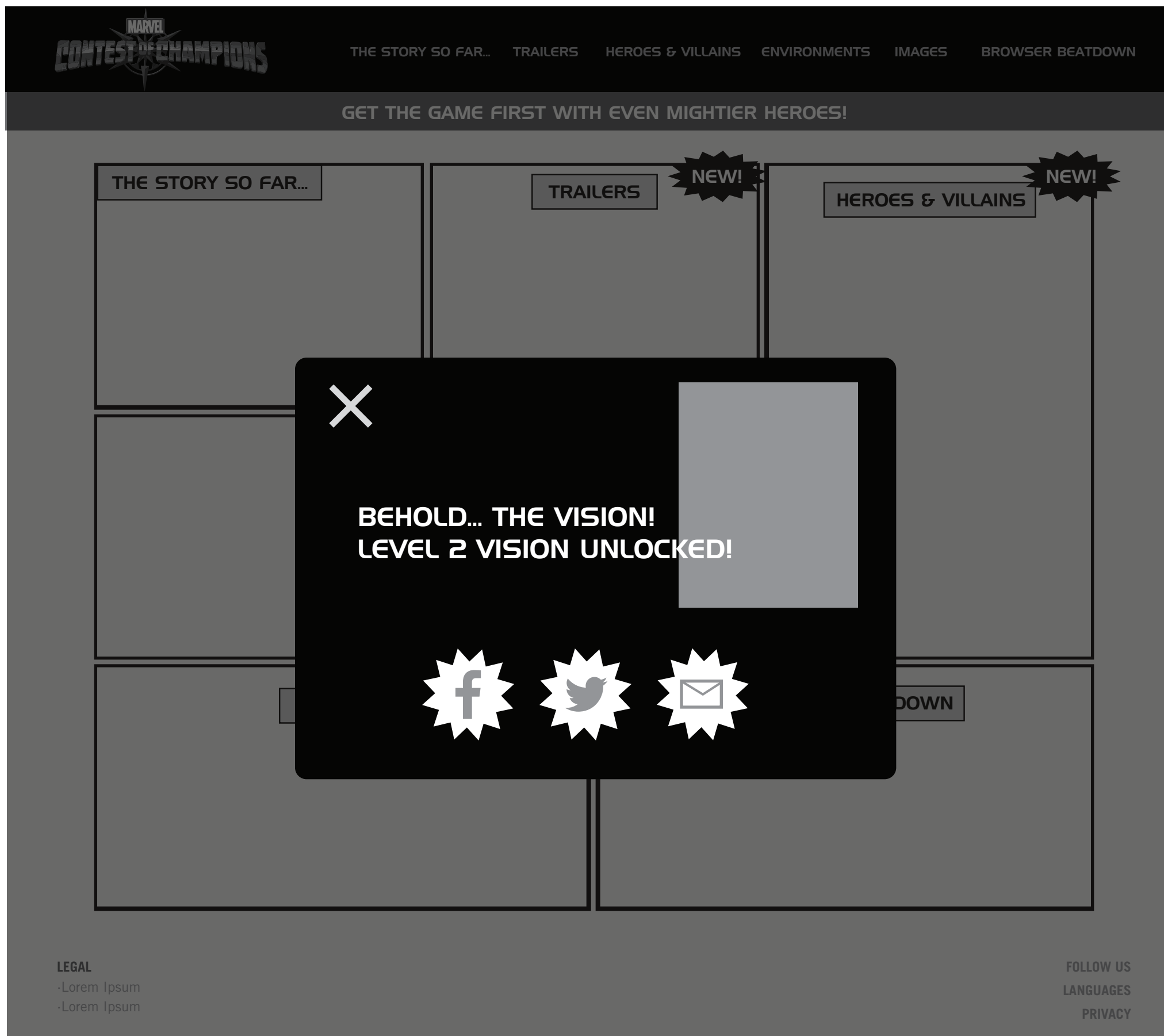
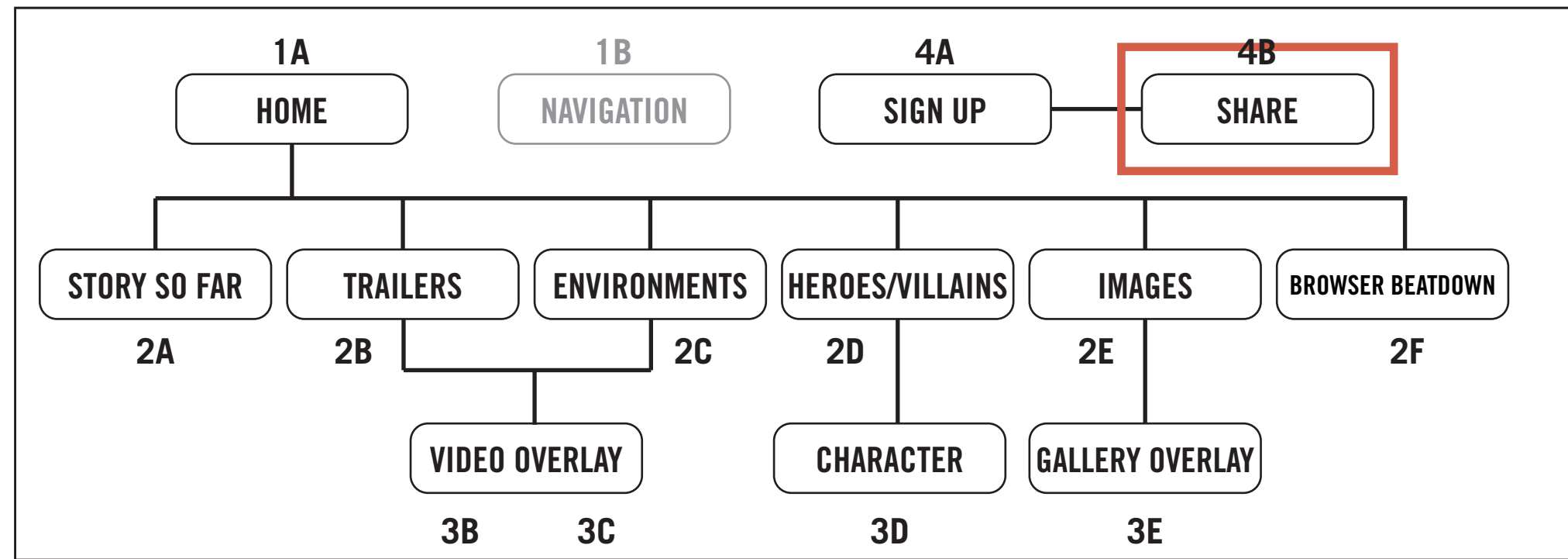
4B

SHARE OVERLAY

After signing up, share your achievement with your networks.

SPECIFICATIONS

Share to Facebook, Twitter, or email.
Clicking "X" returns to main content.



4B

SHARE OVERLAY

After signing up, share your achievement with your networks.

SPECIFICATIONS

Share to Facebook, Twitter, or email.
Clicking "X" returns to main content.