

# Timeline



Nirmit P.| Peter B.|Andrew M.|Stephen A.

# Our Value Proposition

Instant context for everything

## The Problem and Our Solution

It's hard to find the best content online. Save yourself the search. Use Timeline and get context relevant, expert curated content instantly at the push of a button.

# Timeline Display

- Perspectives
- Summary given, no clicks necessary
- Space = time

A screenshot of a web browser displaying a page titled "Time Machine" at the URL <http://timemachine.com>. The page features a vertical timeline with four entries, each with a date on the left and a text box on the right. The entries are:

- 29th Oct 2015**: **Coca-Cola Continues Ticking All The Right Boxes**. Text: "Coca-Cola (NYSE:KO)'s strong product portfolio and growing presence in international markets makes it a key player in the beverage industry. With a market share..."
- 27th Nov 2013**: **Coca-Cola Will Be Cannes Festival's 2013 Creative Marketer of the Year**. Text: "Coca-Cola will be named Creative Marketer of the Year at the 2013 Cannes Lions International Festival of Creativity, the first time the company has been honored with the top client award despite taking home 100 Lions over nearly five decades. In 2012..."
- 1940**: **Coca Cola Advertising from early 1900 to 1980**. Text: "Recently we had posted article about vintage Pepsi Cola advertising. Most of us are well aware about the Cola War. So we thought it would be a great idea to..."
- 18th May 1886**: **About Us: Coca Cola History**. Text: "Coca-Cola history began in 1886 when the curiosity of an Atlanta pharmacist, Dr..."

Each text box contains a "Flag" button. At the top of the page, there are three navigation tabs: "Coca Cola's Global Influence" (selected), "Pepsi Cola's Marketing Campaigns", and "How Coca Cola is Destroying Asia". A search bar with the text "search term entered" and a "Find" button is located in the top right corner.

# Searching a Timeline

- Default homepage
- Hot & Cold Rating? No more.
- Stay with preview

The screenshot shows the homepage of a website titled "Welcome to TimeLine." The page features a search bar at the top and a navigation menu with buttons for "Home", "About", "Timeline", "Recent Updates", and "My Timeline". The main content is organized into five color-coded sections, each containing a grid of topic cards. Each card displays a topic name, a date range, and a "Follow" button.

**Red Section:**

- The Thai Military (1838 - 2015)
- The Israeli-Palestine Conflict: A Palestinian Perspective (1962 - 2015)
- All Time Rugby Superstars (1830 - 2014)
- Coca Cola's Global Influence (1886 - 2015)
- The United Nations (1945 - 2015)
- Globalization (1892 - 1997)

**Blue Section:**

- The Seattle Seahawks: America's NFL Team (1974 - 2015)
- The Seattle Seahawks: America's NFL Team (1988 - 2008)
- All Time Rugby Superstars (1830 - 2014)
- Mean Joe Green's Career (1969 - 1981)
- A Complete History of the WNBA (1994 - 2015)
- The Louisiana Superdome (1975 - 2011)

**Green Section:**

- Lead Up to the 2008 Financial Crisis (2003 - 2008)
- Best New Bitcoin Companies (2008 - 2015)
- NASDAQ: A History (1972 - 2015)
- The Rise of the Computer: How Small Money Banks Got Started (1970 - 2007)
- The S&P 500 (1941 - 2015)
- The Dot Com Bubble Burst (1994 - 2000)

**Orange Section:**

- SquirrelJoe12: Squirrel Expert since 1992
- HistoryZone: history Enthusiast since 2nd grade
- IRMelisso: "going to be president" since 4th grade
- BroccoliSteve: I like to think of broccoli as cold little green trees
- WNBA-Ang: I just really like the the WNBA.
- BananaMo: Ask me anything about bananas!

# Searching a Timeline

- Default homepage
- Hot & Cold Rating? No more.
- Stay with preview

The screenshot shows a web browser window with the URL <http://timemachine.com>. The page title is "Time Machine". A search bar at the top right contains the text "Coca Cola" and a "Find" button. The page is divided into two main sections: "Results" and "Preview".

**Results:** This section contains three search results, each in a rectangular box:

- Coca Cola's Global Influence** (highlighted in blue)
- How Coca Cola is Destroying Asia**
- I LOVE COCA COLA**

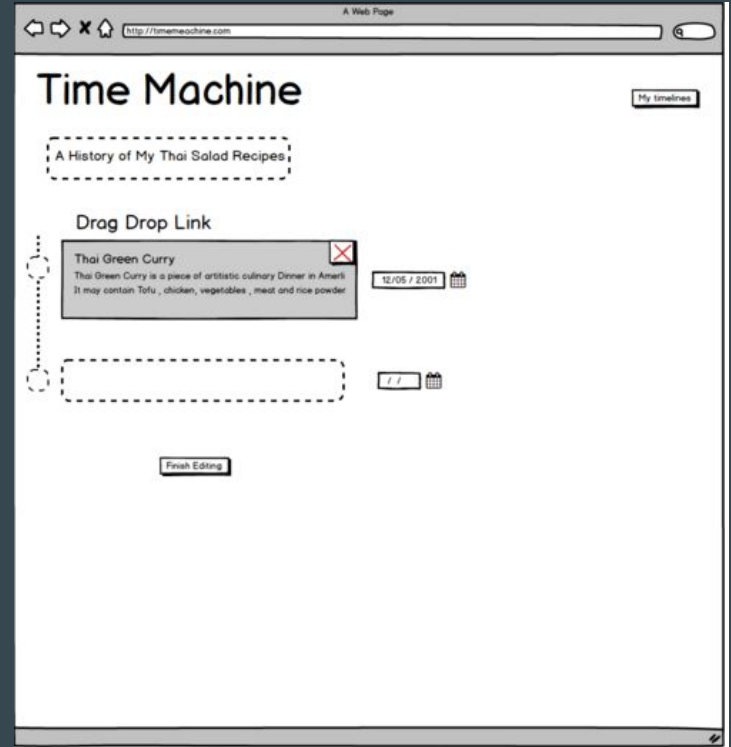
**Preview:** This section shows a vertical timeline of four articles, each with a date and a preview box:

- 12th Jun 2015:** **Coca-Cola Continues Ticking #**  
Coca-Cola (NYSE:KO)'s strong product portfolio and growing presence in
- 19th Nov 2013:** **Coca-Cola Will Be Cannes Fes**  
Coca-Cola will be named Creative Marketer of the Year at the 2013
- 3rd Oct 2010:** **Coca-Cola Advertising from ex**  
Recently we had posted article about vintage Pepsi-Cola advertising. Meet of
- 12th Nov 2004:** **About Us: Coca Cola History**  
Coca-Cola history began in 1886 when the curiosity of an Atlanta pharmacist

A right-pointing arrow is located below the preview section.

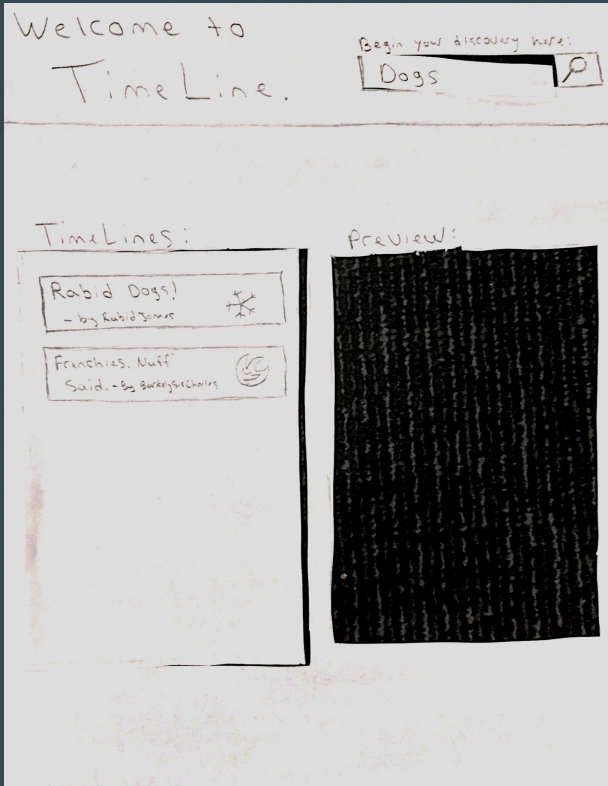
# Creating your Timeline

- Videos now able to be added
- Remove
- Date Time entry



# Our Revised Interface Design

# Homepage



Visitors

Discover

Content Given

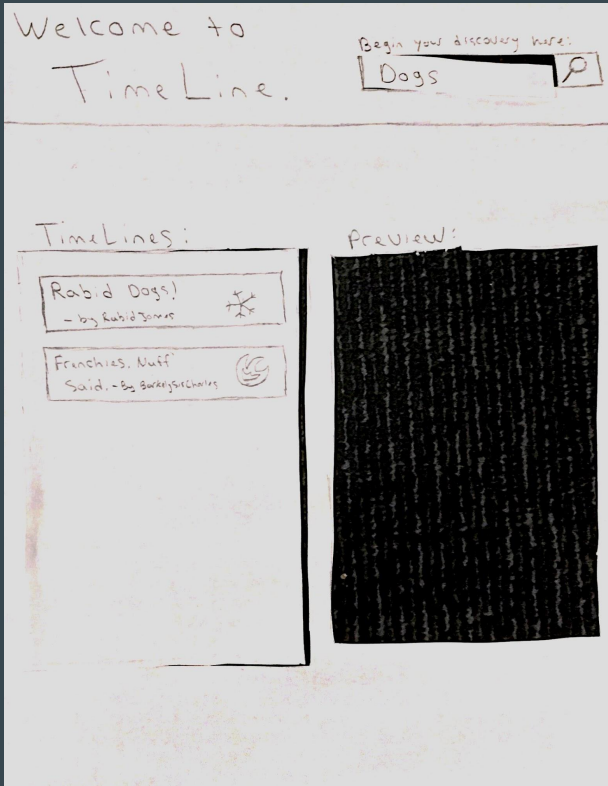
Clickable

Organized

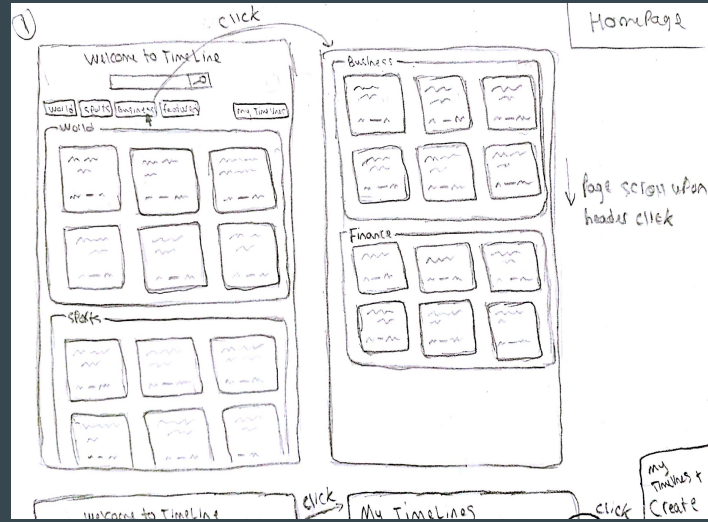
Preference



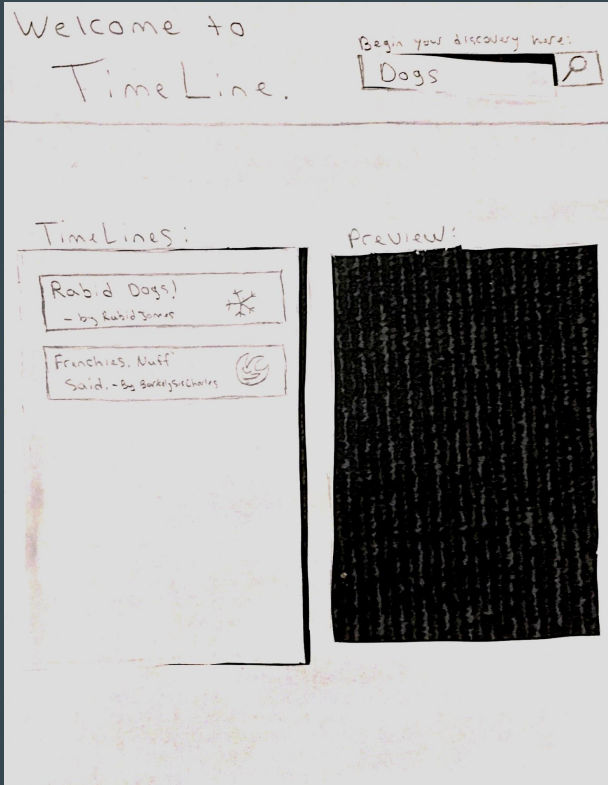
# Homepage



- Visitors
- Discover
- Content Given
- Clickable
- Organized
- Preference



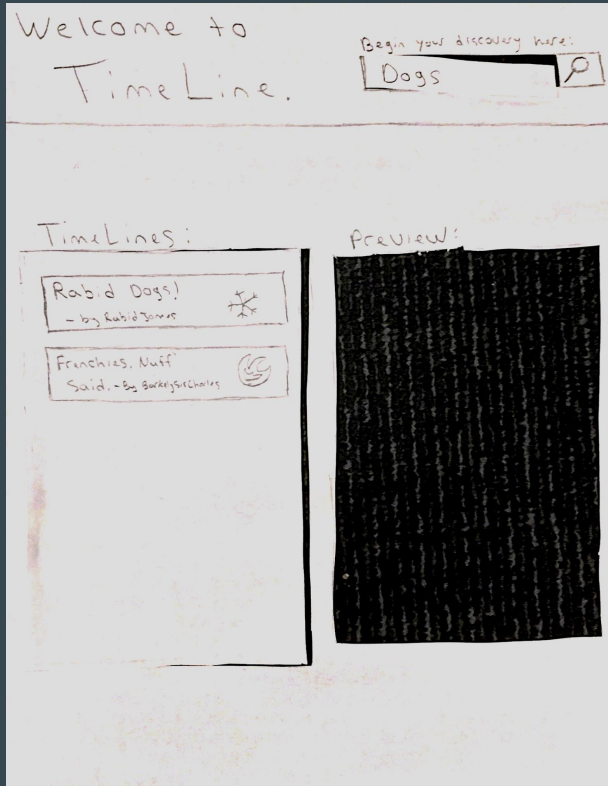
# Homepage



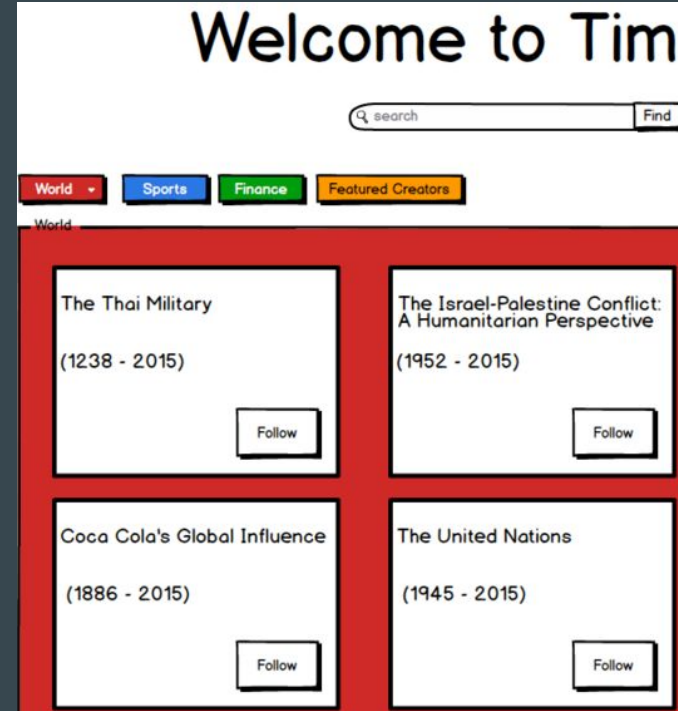
Visitors  
Discover  
Content Given  
Clickable  
Organized  
Preference



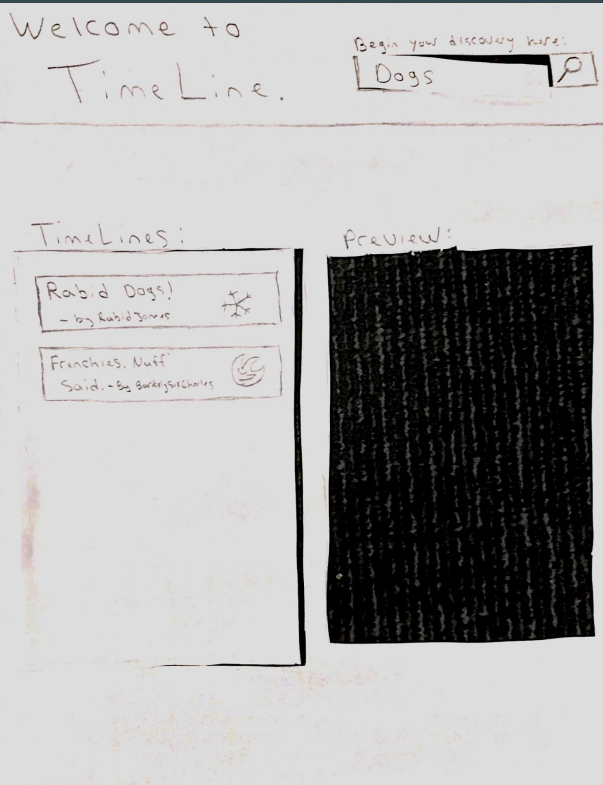
# Homepage



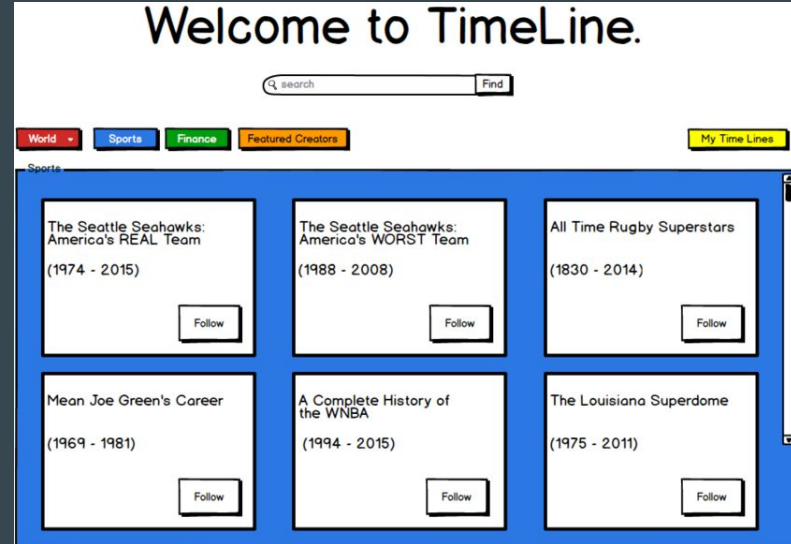
Visitors  
Discover  
Content Given  
Clickable  
Organized  
Preference



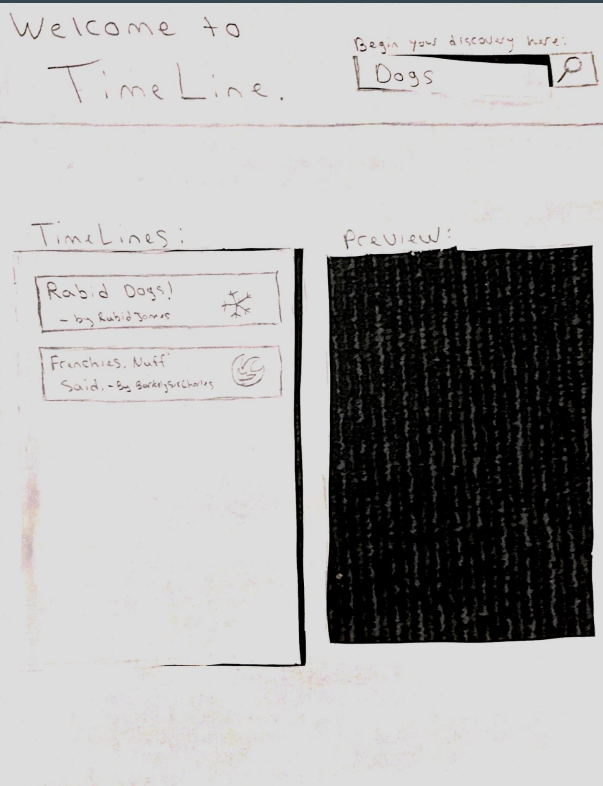
# Homepage



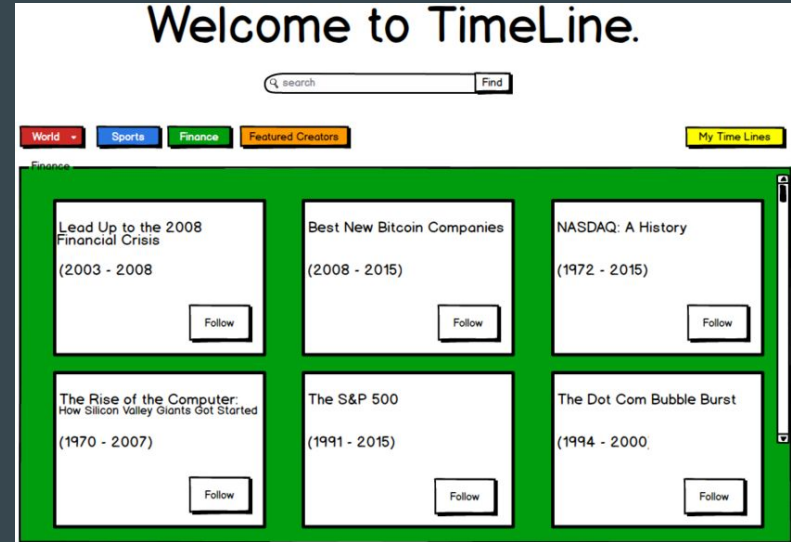
Visitors  
Discover  
Content Given  
Clickable  
Organized  
Preference



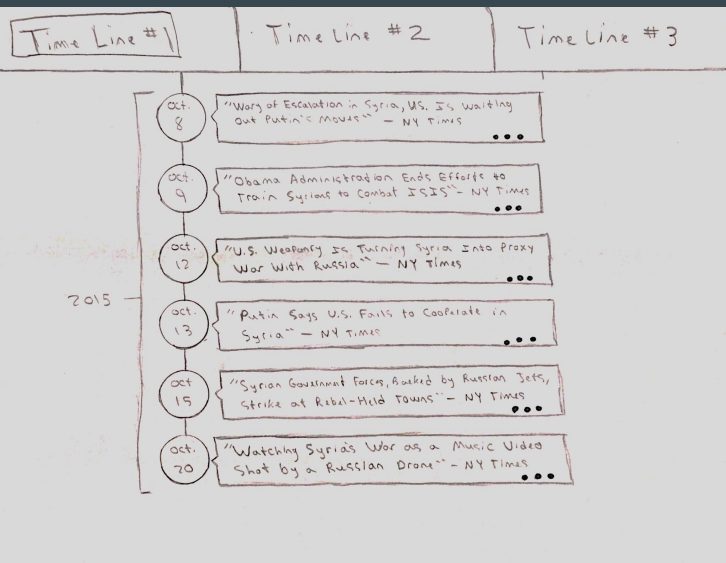
# Homepage



Visitors  
Discover  
Content Given  
Clickable  
Organized  
Preference



# Flagging

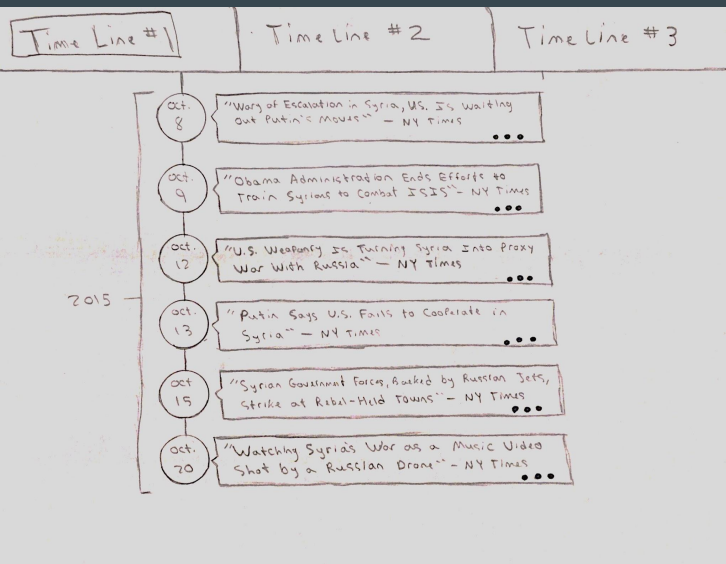


Trust

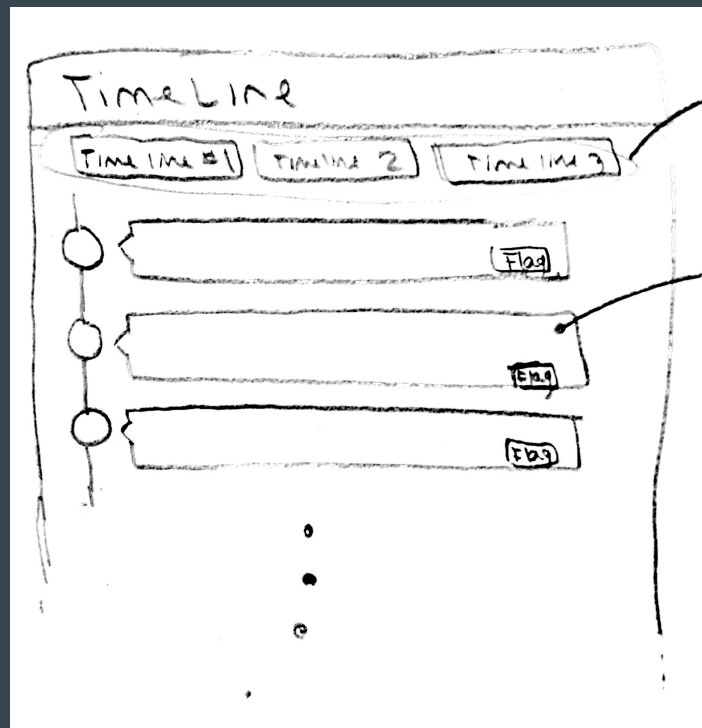
Feedback

Crowd

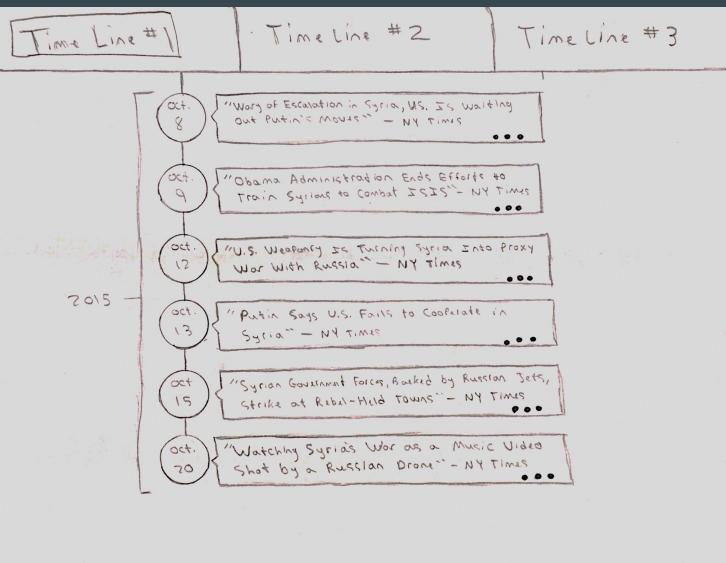
# Flagging



Trust  
Feedback  
Crowd



# Flagging



Trust  
Feedback  
Crowd

A Web Page  
http://tmememachine.com

## Time Machine

search term entered Find

Coca Cola's Global Influence      **Pepsi Cola's Marketing Campaigns**      How Coca Cola is Destroying Asia

29th Oct 2015

10 bizarre Pepsi sodas you can buy only in Japan  
This winter, Pepsi is adding a confusingly colored beverage to the menu in Japan: Pepsi White Cola. Of course, any Japanese Pepsi aficionado knows Pepsi. **Flag**

27th Nov 2013

Coca-Cola Will Be Cannes Festival's 2013 Creative Marketer of the Year  
Coca-Cola will be named Creative Marketer of the Year at the 2013 Cannes Lions International Festival of Creativity, the first time the company has been honored with the top client award despite taking home 100 Lions over nearly five decades. In 2012. **Flag**

1960

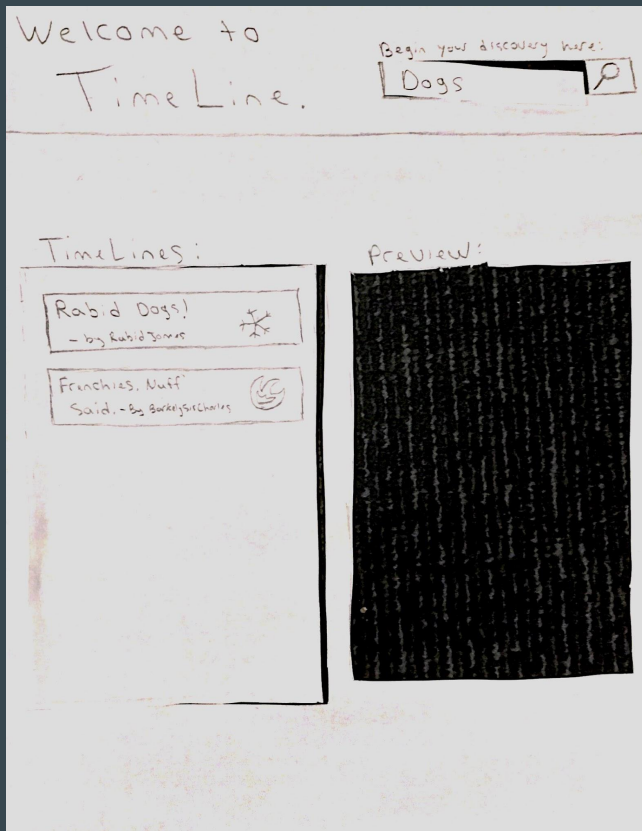
Pepsi Takes The Who's My Generation Through The 20th  
The Who's classic track My Generation has become the new anthem for drinks giant Pepsi's latest ad campaign. In the clever new commercial, Pete Townshend's angry '60s hit is **Flag**

15th July 1893

Pepsi Cola History  
In 1893, Caleb Bradham, a young pharmacist from New Bern, North Carolina, **Flag**



# Incentives for Creators

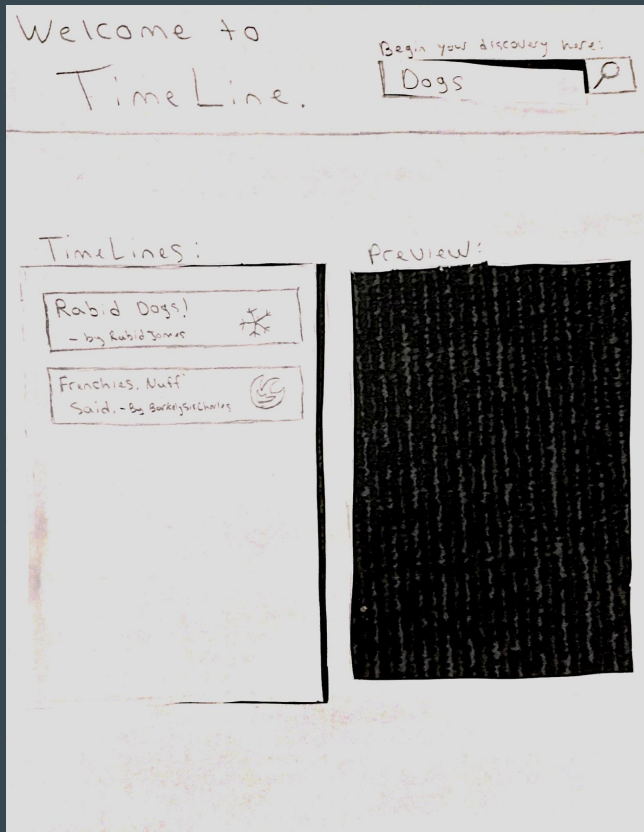


Featured Creators

Following

Recognition

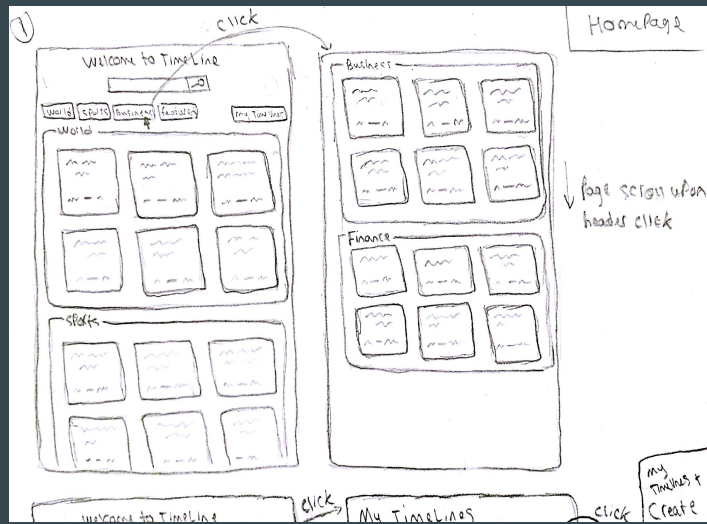
# Incentives for Creators



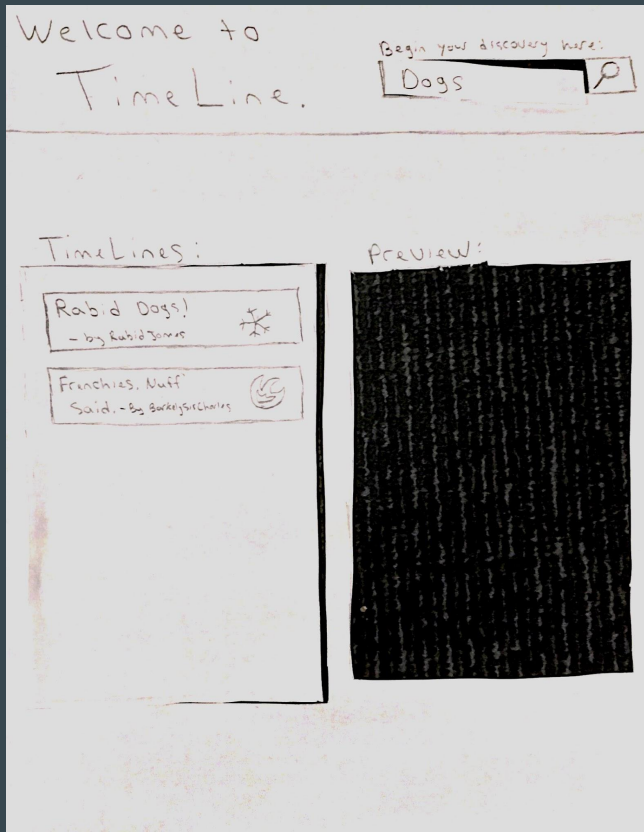
Featured Creators

Following

Recognition



# Incentives for Creators



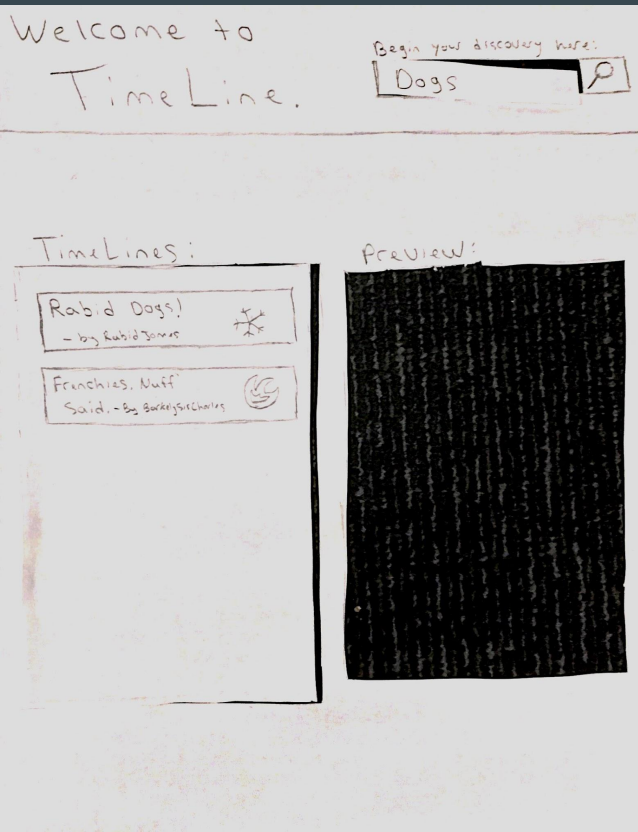
Featured Creators

Following

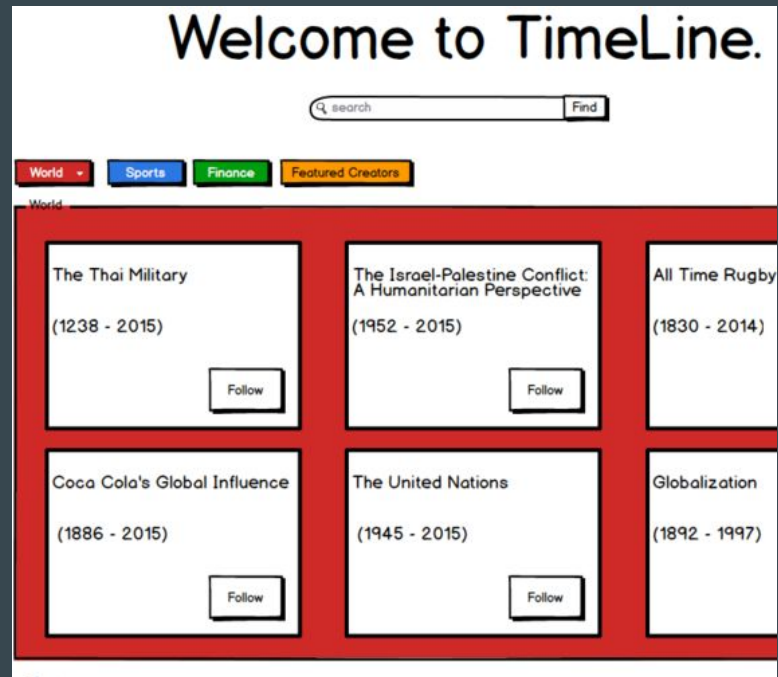
Recognition



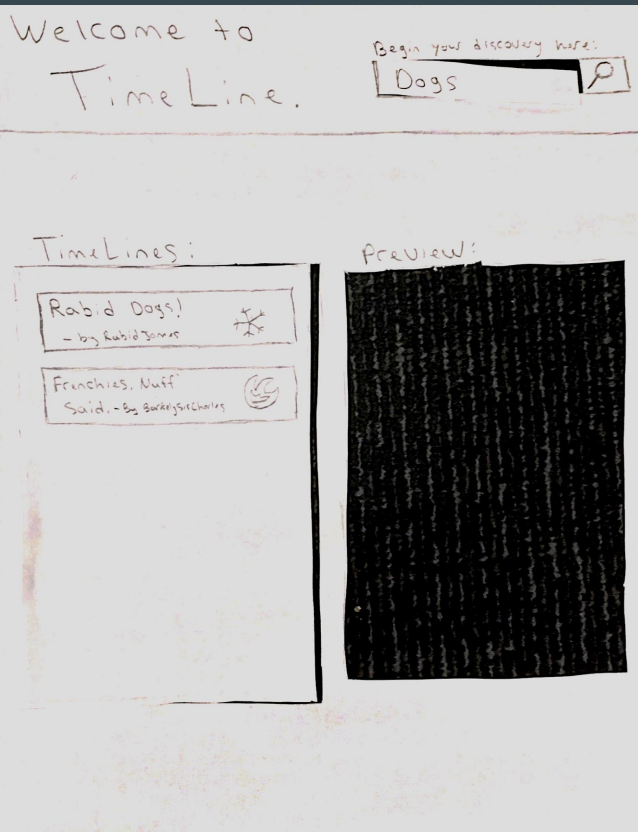
# Incentives for Creators



Featured Creators  
Following  
Recognition

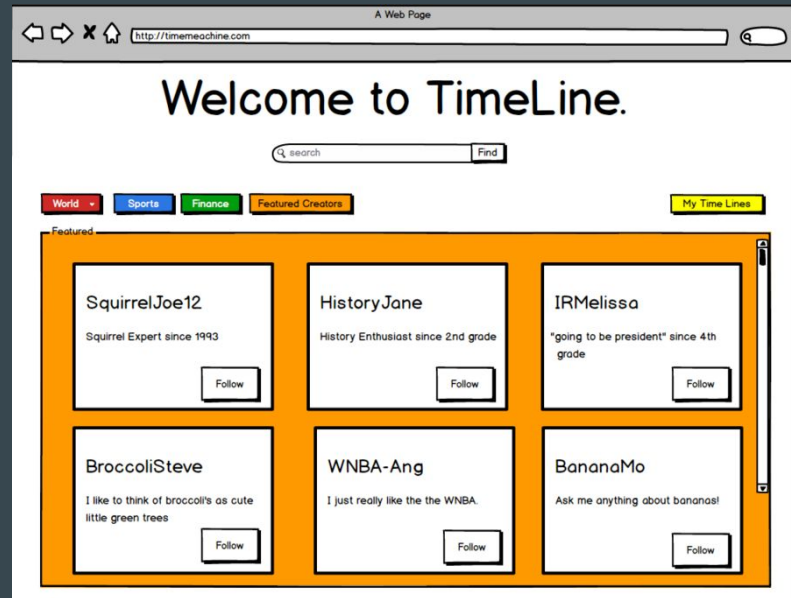


# Incentives for Creators

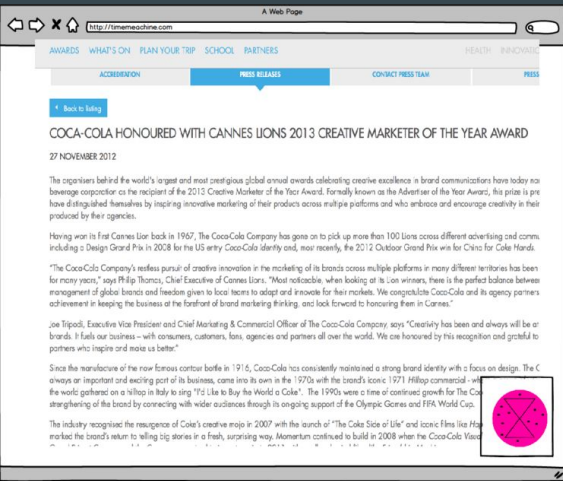


Featured Creators

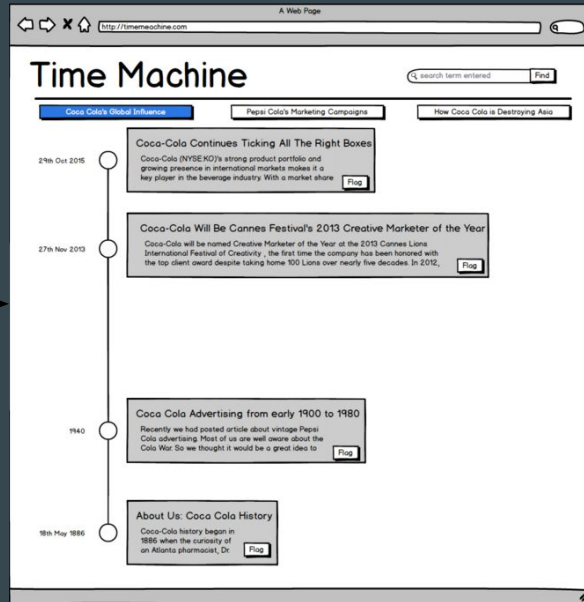
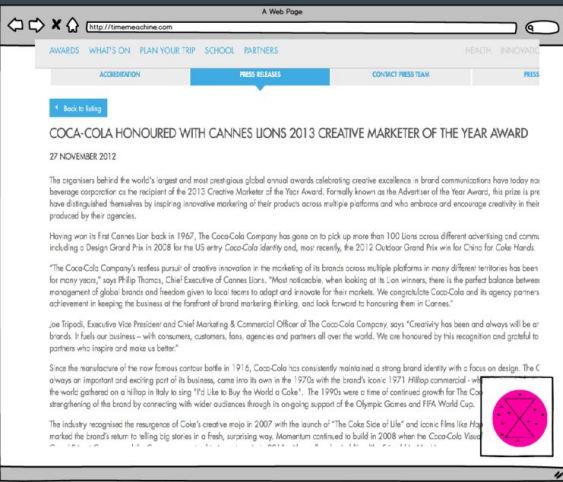
Following  
Recognition



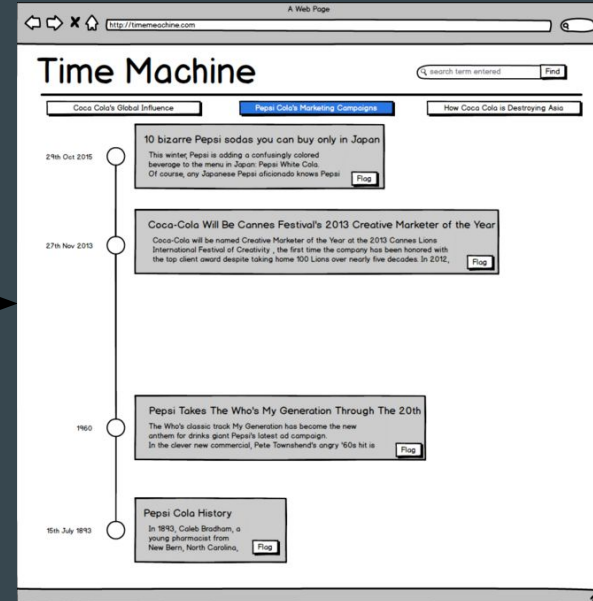
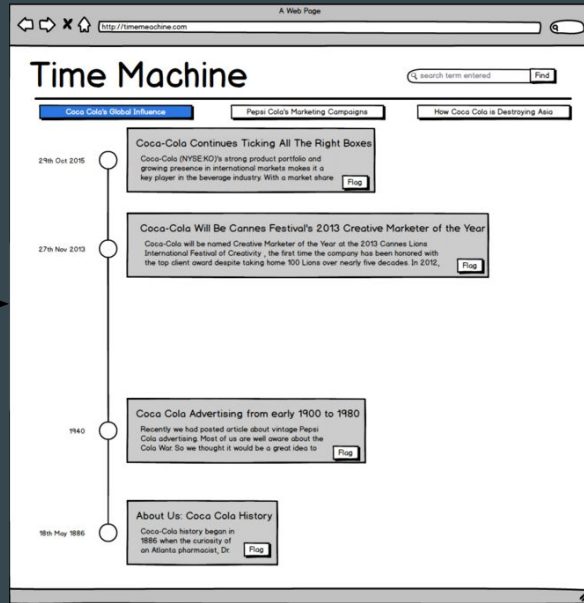
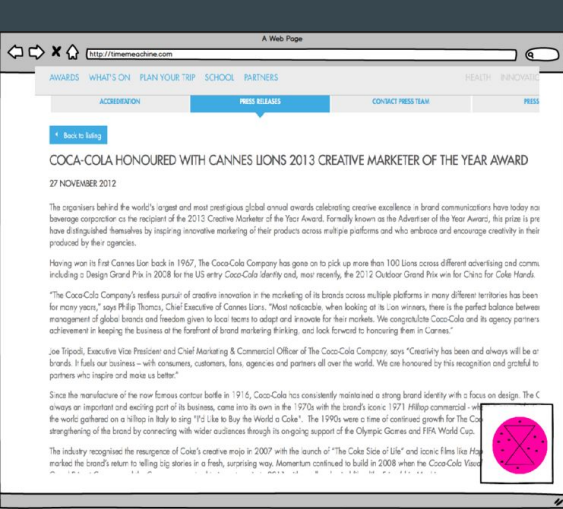
# Button (Flow)



# Button (Flow)



# Button (Flow)





<p><b>The Thai History</b> (1238 - 2015)</p> <input type="button" value="Follow"/>	<p><b>The Israeli-Palestine Conflict A Humanitarian Perspective</b> (1952 - 2015)</p> <input type="button" value="Follow"/>	<p><b>All Time Rugby Superstars</b> (1830 - 2014)</p> <input type="button" value="Follow"/>
<p><b>Coca Cola's Global Influence</b> (1886 - 2015)</p> <input type="button" value="Follow"/>	<p><b>The United Nations</b> (1945 - 2015)</p> <input type="button" value="Follow"/>	<p><b>Globalization</b> (1892 - 1997)</p> <input type="button" value="Follow"/>

<p><b>The Seattle Seahawks: America's REAL Team</b> (1974 - 2015)</p> <input type="button" value="Follow"/>	<p><b>The Seattle Seahawks: America's WORST Team</b> (1988 - 2008)</p> <input type="button" value="Follow"/>	<p><b>All Time Rugby Superstars</b> (1830 - 2014)</p> <input type="button" value="Follow"/>
<p><b>Mean Joe Green's Career</b> (1969 - 1981)</p> <input type="button" value="Follow"/>	<p><b>A Complete History of the WNBA</b> (1994 - 2015)</p> <input type="button" value="Follow"/>	<p><b>The Louisiana Superdome</b> (1975 - 2011)</p> <input type="button" value="Follow"/>

<p><b>Lead Up to the 2008 Financial Crisis</b> (2003 - 2008)</p> <input type="button" value="Follow"/>	<p><b>Best New Biotech Companies</b> (2008 - 2015)</p> <input type="button" value="Follow"/>	<p><b>NASDAQ: A History</b> (1972 - 2015)</p> <input type="button" value="Follow"/>
<p><b>The Rise of the Computer: How (and Why) We Got So Stupid</b> (1970 - 2007)</p> <input type="button" value="Follow"/>	<p><b>The S&amp;P 500</b> (1991 - 2015)</p> <input type="button" value="Follow"/>	<p><b>The Dot Com Bubble Burst</b> (1994 - 2000)</p> <input type="button" value="Follow"/>

<p><b>SquirrelJoe12</b> Squirrel Expert since 1993</p> <input type="button" value="Follow"/>	<p><b>HistoryJane</b> History Enthusiast since 2nd grade</p> <input type="button" value="Follow"/>	<p><b>IRMelissa</b> "going to be president" since 4th grade</p> <input type="button" value="Follow"/>
<p><b>BroccoliSteve</b> I like to think broccoli's as cute as the green trees</p> <input type="button" value="Follow"/>	<p><b>WNBA-Ang</b> I just really like the the WNBA.</p> <input type="button" value="Follow"/>	<p><b>BananaMo</b> Ask me anything about bananas!</p> <input type="button" value="Follow"/>

# Searching

Welcome to TimeLine.

Search

<p>The Thai History (1238 - 2015)</p> <input type="button" value="Follow"/>	<p>The Israel-Palestine Conflict A Humanitarian Perspective (1952 - 2015)</p> <input type="button" value="Follow"/>	<p>All Time Rugby Superstars (1830 - 2014)</p> <input type="button" value="Follow"/>
<p>Coca Cola's Global Influence (1886 - 2015)</p> <input type="button" value="Follow"/>	<p>The United Nations (1945 - 2015)</p> <input type="button" value="Follow"/>	<p>Globalization (1892 - 1997)</p> <input type="button" value="Follow"/>

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<p>Mean Joe Green's Career (1969 - 1981)</p> <input type="button" value="Follow"/>	<p>A Complete History of the WNBA (1914 - 2015)</p> <input type="button" value="Follow"/>	<p>The Louisiana Superdome (1975 - 2011)</p> <input type="button" value="Follow"/>

<p>Lead Up to the 2008 Financial Crisis (2003 - 2008)</p> <input type="button" value="Follow"/>	<p>Best New Biocom Companies (2008 - 2015)</p> <input type="button" value="Follow"/>	<p>NASDAQ: A History (1972 - 2015)</p> <input type="button" value="Follow"/>
<p>The Rise of the Computer How (and Why) Start-Ups Got Started (1970 - 2007)</p> <input type="button" value="Follow"/>	<p>The S&amp;P 500 (1991 - 2015)</p> <input type="button" value="Follow"/>	<p>The Dot Com Bubble Burst (1994 - 2000)</p> <input type="button" value="Follow"/>

<p>SquirrelJoe12 Squirrel Expert since 1993</p> <input type="button" value="Follow"/>	<p>HistoryJone History Enthusiast since 2nd grade</p> <input type="button" value="Follow"/>	<p>IRMelissa "going to be president" since 4th grade</p> <input type="button" value="Follow"/>
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# Searching

Time Machine

Results

- Coca Cola's Global Influence**
- How Coca Cola Is Destroying Asia
- I LOVE COCA COLA

Timeline

- 18th Jun 2015: **Coca-Cola Continues Ticking** / Coca-Cola (NYSE:KO) is strong product portfolio and awards resonance in
- 19th Nov 2010: **Coca-Cola Will Be Cannes Fes** / Coca-Cola will be named Creative Marketing of the Year at the 2010
- 3rd Oct 2010: **Coca Cola Advertising from 60** / Recently, we had journal of the 60th anniversary Coca-Cola advertisement. Most of
- 15th Nov 2008: **About Us: Coca Cola History** / Coca-Cola history began in 1886 when the chemist of an Atlanta pharmacist

Welcome to TimeLine.

Search:

<p>The Thai History (1238 - 2015)</p> <input type="button" value="Follow"/>	<p>The Israel-Palestine Conflict A Humanitarian Perspective (1952 - 2015)</p> <input type="button" value="Follow"/>	<p>All Time Rugby Superstars (1830 - 2014)</p> <input type="button" value="Follow"/>
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# Searching

Time Machine

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Results

- Coca Cola's Global Influence**
- How Coca Cola Is Destroying Asia
- I LOVE COCA COLA

Preview

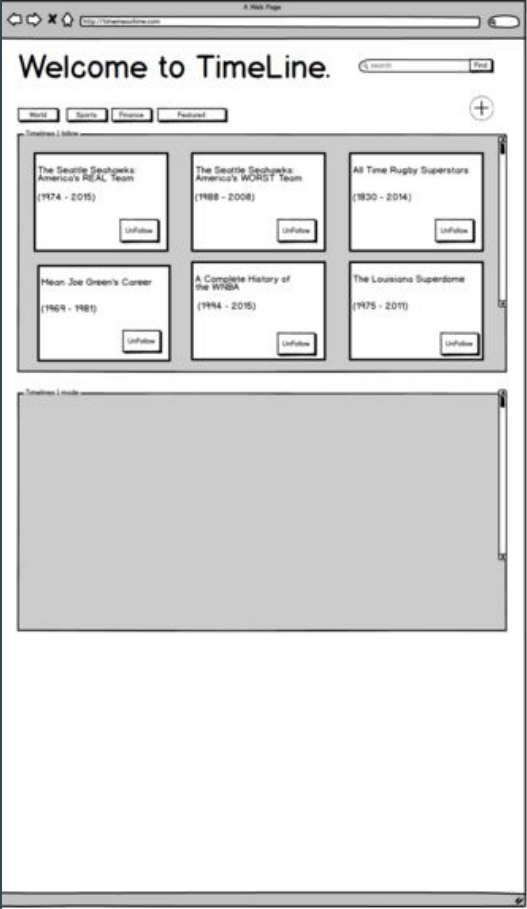
- 18th Jun 2015: **Coca-Cola Continues Ticking All The Right Boxes**  
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Coca-Cola will be named Creative Marketer of the Year at the 2013 Cannes Lions International Festival of Creativity, the first time the company has been honored with the top client award despite taking home 100 Lions over nearly five decades. In 2012,
- 3rd Oct 2010: **Coca Cola Advertising from early 1900 to 1980**  
Recently we had posted article about vintage Pepsi Cola advertising. Most of us are well aware about the Cola War. So we thought it would be a great idea to
- 18th May 1886: **About Us: Coca Cola History**  
Coca-Cola history began in 1886 when the curiosity of an Atlanta pharmacist, Dr.

Time Machine

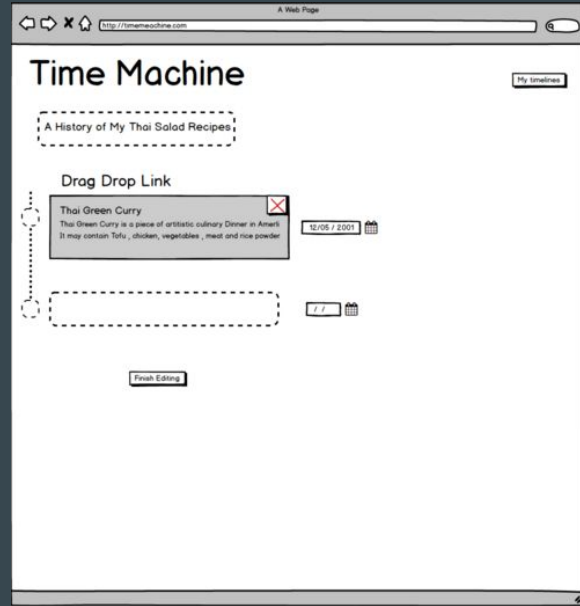
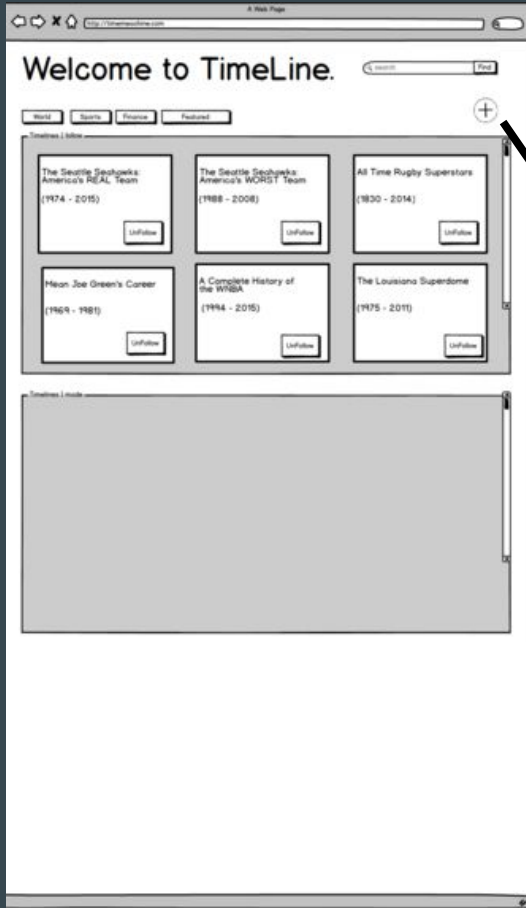
Search:

- 24th Oct 2015: **Coca-Cola Continues Ticking All The Right Boxes**  
Coca-Cola (NYSE:KO)'s strong product portfolio and growing presence in international markets makes it a key player in the beverage industry. With a market share
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- 1910: **Coca Cola Advertising from early 1900 to 1980**  
Recently we had posted article about vintage Pepsi Cola advertising. Most of us are well aware about the Cola War. So we thought it would be a great idea to
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Coca-Cola history began in 1886 when the curiosity of an Atlanta pharmacist, Dr.

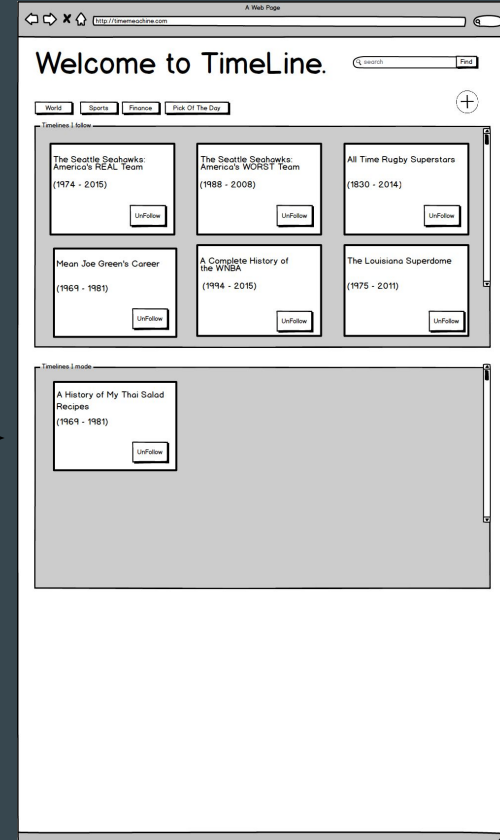
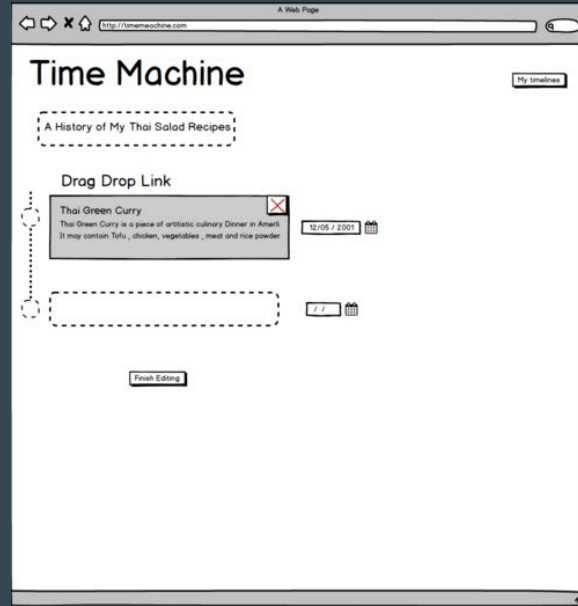
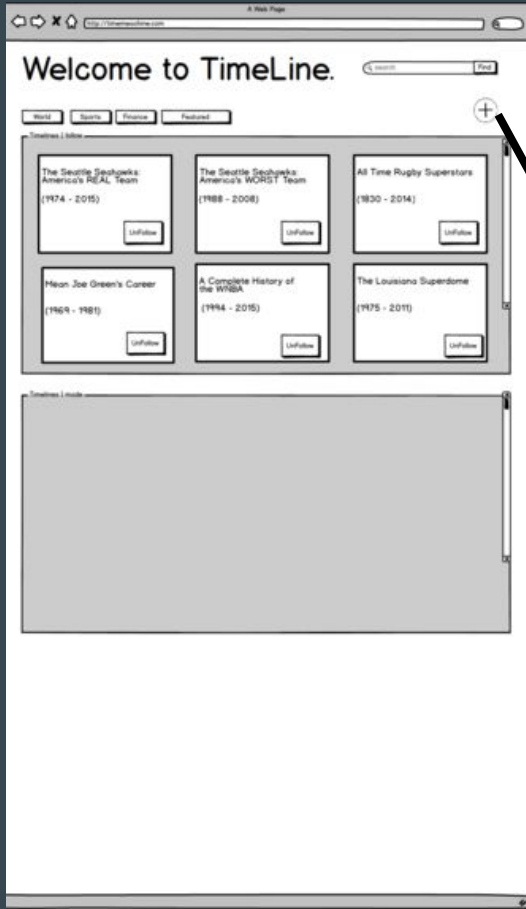
# Creation



# Creation



# Creation



# Our Prototype

# Balsamiq

## The Good

- Kept our design simple
- Simple UI elements drag, drop & resize
- Allowed us to work regardless of personal OS

## The Bad

- Cartoonish, not beautiful
- Features missing (auto scroll...)
- Drag & drop not supported
- Typing not possible

## The Ugly



# Necessary Handcode

- Homepage timeline content
- Mock Timelines & any content really
- Drag & Drop
- Searching

**Thank You**