

AMENDED Exhibit 814

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Emoji Trophies User Spec

6/3/2015, 7:36 PM UTC

Labels
type: document

Quip

Emoji Trophies User Spec

Overview

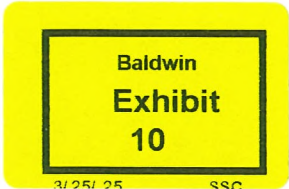
Snapchatters will be recognized for their engagement and the unique way they take and share snaps.

Feature Goals

- Provide positive feedback for using the app and finding new ways to use features
- Encourage users to discover and collect new trophies

Privacy & Security Review

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Table2

A	B	C
Legal (██████████)	Approved Redacted--AC Redacted--AC	8/3/2015
Security (██████████)	Approved.	8/8/2015

User Spec

As a Snapchatter,

- When I achieve a new trophy the Ghost on the camera page will turn to its yellow notification state.
 - The trophy on the profile will also turn to its notification state.
 - The first time I achieve a trophy, a tooltip will be displayed highlighting my achievement
- I navigate to the "Trophy Case" by tapping the trophy icon located in the top-middle of the Profile page.
- On this page I will see the trophies I have earned
- Trophies are ordered chronologically by the date of award.
- I can tap on any trophy I have collected to bring up a modal explaining the trophy's criteria.
 - A black, 30% opacity mask will cover the background
- I can tap anywhere to dismiss the modal
- Trophies with multiple levels (currently only Snap score) will show the unearned trophies as the lock emoji at 20% opacity.
 - Every time I increase a trophy level the previous trophies will have a 20% opacity in the modal.
- When a trophy has too many levels to be displayed in a single row at full size, the trophies will be scaled to fit
 - The following is the list of achievements I can earn as a Snapchatter as well as the criteria.
 - Snap score levels:
 - This trophy gets updated and replaced every time a new Snap score level is reached
- 🏆 - Your Snapchat score hit 100!
- 🌟 - Your Snapchat score hit 500!
- ✨ - Your Snapchat score hit 1,000!
- 🌈 - Your Snapchat score hit 10,000!
- 🌟 - Your Snapchat score hit 50,000!
- 🚀 - Your Snapchat score hit 100,000!
- 🧛 - Hey, Snapperstar! Your Snapchat score hit 500,000!
 - 📺 - Sent 500 video Snaps
- 🔍 - Sent 10 photo Snaps entirely zoomed in
- 📺 - Sent 10 video Snaps using zoom
- 🗣️ - Sent a video Snap without audio
- 🔦 - Sent 10 Snaps with your front-facing flash on
- ❄️ - Sent a Snap with the temperature filter below freezing
- ☀️ - Sent a Snap with the temperature filter above 100 F
- 🕒 - Sent a Snap between 4 and 5 in the morning

- 🎨 - Hello, Picasso. You sent 50 Snaps using 5 or more pen colors!
- 🤞 - Sent a Snap with two filters applied
- 🔄 - Flipped the camera 10 times in one video Snap
- 🌙 - Sent 50 Snaps using Night Mode
- 🐼 - Sent 50 Snaps using the black and white filter
- 📄 - Sent 100 Snaps with Big Text
- 📷 - Sent 1,000 Snaps using your front-facing camera

Mocks

Emoji Trophies Supplemental Animation Spec

Default State:



Notification state:

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- As a Snapchatter, I can
- ~~Emoji Trophies~~
 - When I achieve a new trophy the Ghost on the camera page will turn to its yellow notification state.
 - The trophy on the profile will also turn to its notification state.
 - The new trophy(ies) in the trophy case will have a new affordance as well.
 - This affordance will clear on navigation away from the page
 - Navigate
 - The first time I achieve a trophy, a tooltip will be displayed highlighting my achievement
 - I navigate to the "Trophy Case" by tapping the trophy icon located in the top-middle of the Profile page.
 - On this page I will see a grid of "Emoji Trophies" that the trophies I have acquired by doing certain actions in Snapchat
 - Emoji
 - earned
 - Trophies are ordered chronologically by when the requirements were met date of award.
 - I can tap on any trophy I have collected to bring up a modal explaining what the requirements for the trophy were trophy's criteria.
 - A black, 30% opacity mask will cover the background
 - I can tap anywhere to dismiss the modal
 - Trophies with multiple levels (currently only Snap score) will show the unearned trophies greyed out until they are awarded.
 - Every time I increase a trophy level the previous trophies will have a 15% opacity in the modal.
 - When a trophy has too many levels to be displayed in a single row at full size, the trophies will be scaled to fit
 - The following is the list of achievements I can earn as a Snapchat user can collect, accompanied by Snapchatter as well as the associated emoji trophy criteria.
 - *Send snap = add to story*
 - Snap score levels:
 - This trophy gets updated and replaced every time a new Snap score level is reached
- 🧑 - Send a video Snap without audio
- 📢 - Send 10 Snaps with your front-facing flash on
- ⌚ - Send 10 one-second Snaps in a row
- Speed filter Snaps
 - 🐢 - Send a Snap with the speed filter showing 0 mph
 - 🦎 - Send a Snap with the speed filter showing 1-2 mph
 - 🚲 - Send a Snap with the speed filter showing 15-20 mph
 - 🚗 - Send a Snap with the speed filter showing 45-50 mph
 - 🚙 - Send a Snap with the speed filter showing 70-75 mph
 - 🏎️ - Send a Snap with the speed filter showing 95-100 mph
 - 🏎️ - Send a Snap with the speed filter showing 150-200 mph
 - 🏎️ - Speed freak! You sent a Snap with the speed filter showing > 200 mph

- ❄️ - Send a Snap with the temperature filter below freezing
- ☀️ - Send a Snap with the temperature filter above 100 F
- 🔍 - Send a Snap between 4 and 5 in the morning
- 🎨 - Hello, Picasso. You sent 50 snaps using 5 or more pen colors!
- 👤 - Send a Snap to a friend 10 seconds or less before they send you one
- 🔌 - Use 20% of your device's battery in one Snapchat session
- 🔋 - Send Snaps using both battery filters
- Snapcash:
 - This trophy gets updated and replaced every time a new Snapcash level is reached
 - 💵 - Send or receive over \$1 with Snapcash
 - 💵 - Send or receive over \$100 with Snapcash
 - 💵 - Send or receive over \$1000 with Snapcash
 - 📧 - Have over 30 unopened Snaps in your feed
 - 🎬 - Submit 5+ Snaps to a Live/Local Story
 - 📺 - Get on a Local Story
 - 🌐 - Get on a Live Story
 - 🎁 - Receive 5+ Snaps on your birthday
 - ⚙️ - Modify settings
 - 📱 - Scan 5+ Snapcodes
 - ✂️ - Delete 5 friends or ignore 5 requests
 - 📅 - Open Snapchat 100+ times between 9am and 5pm on a single day
- Geofilters
 - This trophy gets updated and replaced every time a new geofilter level is reached
 - 📍 - Send Snaps with 10+ different Geofilters
 - 🚩 - Send Snaps with 50+ different Geofilters
 - 🌐 - Send Snaps with 100+ different Geofilters
 - 📺 - Use a Geofilter in five different countries
 - 💾 - Save 20+ Snaps to gallery
 - 📺 - Finish a Discover edition every day for a week
- Story viewing
 - 📺 - Watch 500 seconds of Stories in one session
 - 📺 - Watch 1000 seconds of Stories in one session
 - 📺 - Watch 5000 seconds of Stories in one session
 - ✌️ - Send a Snap with two filters applied simultaneously
 - 🔄 - Flip the camera 10 times in one video Snap
 - 📺 - Send 25 stories from Discover to friends
 - 🌙 - Use Night Mode 50 times
 - 📸 - Screenshot 50 Snaps
 - 👉 - Use swipe to send Snapcash
- Open Snapchat for so many consecutive days:
 - This trophy gets updated and replaced every time a new consecutive level is reached
 - 📅 - Open Snapchat for 30 consecutive days
 - 📅 - Open Snapchat for 100 consecutive days
 - 🐼 - Use the black and white filter 50 + times
 - 🐼 - Send/receive over 50 Snaps on hump day
 - 📺 - Use Big Text on 100+ Snaps
- Send chat messages
 - This trophy gets updated and replaced every time a new chat message level is reached
 - ✍️ - Send 1000 messages in Chat
 - ✍️ - Send 2500 messages in Chat
 - ✍️ - Send 5000 messages in Chat
 - 📁 - Save 250 messages in Chat
 - 😊 - View 10 Snaps in a row from one person without responding
 - 👁️ - View 50 Snaps from friends without sending any Snaps in return
 - 👑 - You're ten friends' #1 BFF at the same time

- 📸 - Send 1000 Snaps using your front-facing camera
- 🌟 - Go from new friends to Besties with someone in less than two weeks
- 🎅 - Send 25 Snaps on Christmas Day
- 🍀 - Send 25 Snaps on St. Patrick's Day
- Snapstreak
- This trophy gets updated and replaced every time a new chat message level is reached
- ❤️ - Achieve a 100-day Snapstreak with a friend
- 📅 - Achieve a 200-day Snapstreak with a friend
- 💍 - Marry me? You achieved a 365-day Snapstreak with a friend!
- 📁 - Add over 500 friends on Snapchat.
- Default State:
- Notification state:
- Notification state:
- Notification state, the first time a Snapchatter is awarded a trophy:
- Trophy Case:
- This tooltip will show the first time a user has a new Trophy in their trophy case. It will be cleared on nav to Trophy Case.
- Trophy Details:
- If I tap on an emoji a modal will pop up displaying the emoji and copy describing the behavior taken to achieve the trophy
- A 30% black opacity mask will cover the background screen
- I can tap anywhere to dismiss the modal
- Scrolling behavior:
- Scrolling behavior
- Empty State:
- Empty State
-
- Events to Track
- Entering the Trophy Case
- Displaying Trophy Details

Jack Brody edited at 2015-07-29T22:55:52.609Z

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██████████ edited at 2015-07-29T22:51:11.955Z

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██████████ edited at 2015-07-29T14:07:49.603Z

- Snap score levels:
- This trophy gets updated and replaced every time a new Snap score level is reached
- 🏆 - Your Snapchat score hit 100!
- 🌟 - Your Snapchat score hit 500!
- ✨ - Your Snapchat score hit 1000!
- 🌈 - Your Snapchat score hit 10,000!
- 🌟 - Your Snapchat score hit 50,000!
- 🚀 - Your Snapchat score hit 100,000!
- 🐼 - Hey, Snapperstar! Your Snapchat score hit 500,000!
- 📺 - Sup, Spielberg? You sent 500 video Snaps!
- 🔍 - Send 10 photo Snaps entirely zoomed in
- 📺 - Get on a Local Story
- 🌐 - Get on a Live Story
- 📺 - Receive 5+ Snaps on your birthday (if you have a bday)
- ⚙️ - Modified Modify settings
- 📺 - Scan 5+ Snapcodes
- ✂️ - Delete 5 friends or ignore 5 requests
- 🚩 - Send Snaps with 50+ different Geofilters
- 🌐 - Send Snaps with 100+ different Geofilters
- 📺 - Use a Geofilter in five different countries
- .
- 💾 - Save 20+ Snaps to gallery
- 📺 - Finish a Discover edition every day for a week
- 📺 - Finish a Discover edition every day for a week
- Story viewing
- 📺 - Watch 500 seconds worth of Stories in one session
- 📺 - Watch 1000 seconds worth of Stories in one session
- 📺 - Watch 5000 seconds worth of Stories in one session
- 🙌 - Send a Snap with two filters applied simultaneously.
- 🔄 - Flip the camera 10 times in one video Snap
- 📺 - Send 25 stories from Discover to friends
- 🐱 - Screenshot 50 Snaps
- 🙌 - Use swipe to send Snapcash
- Open snapchat Snapchat for so many consecutive days:
- This trophy gets updated and replaced every time a new consecutive level is reached
- 📺 - Open Snapchat for 30 consecutive days
- Send chat messages
- This trophy gets updated and replaced every time a new chat message level is reached
- 🖋️ - Send 1000 messages in Chat (this looks way better on phones)
- 🖋️ - Send 2500 messages in Chat (this looks way better on phones)
- 🖋️ - Send 5000 messages in Chat
- 📺 - Saved Save 250 messages in Chat
- 🤪 - View 10 Snaps in a row from one person without responding
- 🤪 - View 50 Snaps from friends without sending any Snaps in return.
- 👑 - You're ten friends' #1 BFF at the same time.
- 📺 - Send 1000 Snaps using your front-facing camera.
- 🌟 - Go from new friends to Besties with someone in less than two weeks.
- 🎅 - Send 25 Snaps on Christmas Day.
- 🍀 - Send 25 Snaps on St. Patrick's Day.
- Snapstreak

- Snapstreak
- This trophy gets updated and replaced every time a new chat message level is reached
- 💕 - Achieve a 100-day Snapstreak with a friend.
- 💑 - Achieve a 200-day Snapstreak with a friend.
- 💍 - Marry me? You achieved a 365-day Snapstreak with a friend!

██████████ edited at 2015-07-28T19:57:49.157Z

- Ideas from ██████████
- 🧑 - You've been on Snapchat for three years.
- 🧑 - You've been blocked by 10 Snapchatters.

Jack Brody edited at 2015-07-28T19:52:38.303Z

- 💑 - Achieve a 200-day Snapstreak with a friend.
- 💍 - Marry me? You achieved a 365-day Snapstreak with a friend!
- 📄 - Add over 500 friends on Snapchat.
- 📄 - Add over 500 friends on Snapchat.
- 🧑 - You've been on Snapchat for three years.

██████████ edited at 2015-07-28T19:52:27.448Z

- 🍀 - Send 25 Snaps on St. Patrick's Day.
- Snap Streak Snapstreak
- This trophy gets updated and replaced every time a new chat message level is reached
- 💕 - Achieve a 100-day Snapstreak with a friend.

Jack Brody edited at 2015-07-28T19:50:56.733Z

- 📎 - Saved 250 messages in Chat
- 😊 - View 10 Snaps in a row from one person without responding
- 🙄 - View 50 Snaps from friends without sending any Snaps in return.
- 👑 - You're ten friends' #1 BFF at the same time.
- 📷 - Send 1000 Snaps using your front-facing camera.
- 🌐 - Use a Geofilter in five different countries.
- ☀️ - Go from new friends to Besties with someone in less than two weeks.
- 🎅 - Send 25 Snaps on Christmas Day.
- 🍀 - Send 25 Snaps on St. Patrick's Day.
- Snap Streak
- This trophy gets updated and replaced every time a new chat message level is reached
- 💕 - Achieve a 100-day Snapstreak with a friend.
- 💑 - Achieve a 200-day Snapstreak with a friend.
- 💍 - Marry me? You achieved a 365-day Snapstreak with a friend!
- 🧑 - You've been on Snapchat for three years.
- ✅ - Send the same chat to a friend three times in a row.
- 🧑 - You've been blocked by 10 Snapchatters.
- 📄 - Add over 500 friends on Snapchat.
- 🧑 - You've been on Snapchat for three years.
- 🧑 - You've been blocked by 10 Snapchatters.
- ✅ - Send the same chat to a friend three times in a row.

edited at 2015-07-28T19:18:37.657Z

- 🌐 - Use a Geofilter in five different countries.
- 🌟 - Go from new friends to Besties with someone in less than two weeks.
- 💍 - Marry me? You achieved a 365-day Snapstreak with a friend!
- 📄 - Add over 500 friends on Snapchat.

Jack Brody edited at 2015-07-28T19:14:22.803Z

edited at 2015-07-28T17:02:14.016Z

- Increase fun by providing simple and slightly fun emoji associated with their account for performing certain actions within our application.
- Encourage users to collect new trophies.

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edited at 2015-07-28T16:19:29.305Z

- Ideas from
- 😊 - View 10 Snaps in a row from one person without responding
- 👁 - View 50 Snaps from friends without sending any Snaps in return.
- 🧑 - You've been on Snapchat for three years.
- 👑 - You're ten friends' #1 BFF at the same time.
- ✅ - Send the same chat to a friend three times in a row.
- 📷 - Send 1000 Snaps using your front-facing camera.
- 🚫 - You've been blocked by 10 Snapchatters.
- 🌐 - Use a Geofilter in five different countries.
- 🌟 - Go from new friends to Besties with someone in less than two weeks.
- 🎅 - Send 25 Snaps on Christmas Day.
- 🍀 - Send 25 Snaps on St. Patrick's Day.

- 📱 - Achieve a 100-day Snapstreak with a friend.
- 📱 - Achieve a 200-day Snapstreak with a friend.
- 💍 - Marry me? You achieved a 365-day Snapstreak with a friend!

edited at 2015-07-27T19:54:26.063Z

- Snap score levels:
- This trophy gets updated and replaced every time a new Snap score level is reached
- 🌟 - Your Snapchat score hit 100 snaps sent/received
- 🌟 - Your Snapchat score hit 500 snaps sent/received
- 🌟 - Your Snapchat score hit 1000 snaps sent/received
- 🌟 - Your Snapchat score hit 10,000 snaps sent/received
- 🌟 - Your Snapchat score hit 50,000 snaps sent/received
- 🌟 - Your Snapchat score hit 100,000 snaps sent/received
- 🌟 - Hey, Snapperstar! Your Snapchat score hit 500,000.
- 📺 - Send Sup, Spielberg? You sent 500 video snaps Snaps!
- 🔍 - Send 10 photo snaps Snaps entirely zoomed in
- 🔍 - Send 10 video snaps Snaps using zoom
- 🗣️ - Send a video snap Snap without audio
- 🔊 - Send 10 snaps Snaps with front facing your front-facing flash on
- ⏰ - Send ten 10 one-second snaps Snaps in a row
- Speed filter Snaps
- 🚗 - Send a snap Snap with the speed filter showing 0 mph
- 🚗 - Send a snap Snap with the speed filter showing 1-2 mph
- 🚗 - Send a snap Snap with the speed filter showing 15-20 mph
- 🚗 - Send a snap Snap with the speed filter showing 45-50 mph
- 🚗 - Send a snap Snap with the speed filter showing 70-75 mph
- 🚗 - Send a snap Snap with the speed filter showing 95-100 mph
- 🚗 - Send a snap Snap with the speed filter showing 150-200 mph
- 🚗 - Speed freak! You sent a snap Snap with the speed filter showing > 200 mph
- ❄️ - Send a Snap with the temperature filter below freezing
- ☀️ - Send a Snap with the temperature filter above 100 F
- 🔍 - Send a Snap between 4 and 5 in the morning
- 🎨 - Hello, Picasso. You sent 50 snaps using 5 or more pen colors!
- ⚡️ - Send a snap Snap to a friend 10 seconds or less before they send you one
- 🔋 - Use 20% of your device's battery in one Snapchat session
- 🔋 - Send Snaps using both battery filters
- Snapcash:
- 💰 - Send or receive over \$1000 with Snapcash
- 📧 - Have over 30 unopened Snaps in your feed
- 🎬 - Submit 5+ snaps Snaps to a Live/Local Story
- 📺 - Get on a Local Story
- 🌐 - Get on a Live Story
- 🔧 - Modified settings
- 📱 - Scan 5+ Snapcodes
- ✂️ - Delete 5 friends or Ignore 5 requests
- 📅 - Open Snapchat 100+ times between 9am and 5pm on a single day
- Geofilters
- Geofilters
- This trophy gets updated and replaced every time a new geofilter level is reached
- 📍 - send snaps Send Snaps with 10+ different geofilters Geofilters
- 📍 - send snaps Send Snaps with 50+ different geofilters Geofilters

-  - send snaps Send Snaps with 100+ different geofilters Geofilters
-  - Save 20+ Snaps to gallery
-  - Finish a Discover edition every day for a week (put a channel into a read state)
- Story viewing
-  - Watch 500 seconds worth of stories Stories in one session
-  - Watch 1000 seconds worth of stories Stories in one session
-  - Watch 5000 seconds worth of stories Stories in one session
-  - Send a snap Snap with two filters applied simultaneously.
-  - Flip the camera 10 times in one video Snap
-  - Share Send 25 stories from Discover Discover to friends
-  - Use night mode Night Mode 50 times
-  - Screenshot 50 Snaps
-  - Use swipe to send Snapcash
-  - Open Snapchat for 30 consecutive days
-  - Open Snapchat for 100 consecutive days
-  - use Use the black and white filter 50 + times
-  - Send/receive over 50 Snaps on hump day
-  - Use big text Big Text on 100+ Snaps
- Send chat messages
- This trophy gets updated and replaced every time a new chat message level is reached
-  - Send 1000 chat messages in Chat (this looks way better on phones)
-  - Send 2500 chat messages in Chat (this looks way better on phones)
-  - Send 5000 chat messages in Chat
-  - Saved 250 chat messages in Chat

 edited at 2015-07-20T18:25:12.873Z

-  - send snaps with 50+ different geofilters
-  - send snaps with 100+ different geofilters
-  - Save 20+ snaps Snaps to gallery
-  - Finish a Discover edition every day for a week (put a channel into a read state)
- Story viewing

Jack Brody edited at 2015-07-15T21:21:24.827Z

- *Image*
- This tooltip will show the first time a user has a new Trophy in their trophy case. It will be cleared on nav to Trophy Case.
- ~~*Image*~~
- *Image*
- ~~*Image*~~
- *Image*
- ~~*Image*~~
- *Image*
- ~~*Image*~~
- *Image*

Jack Brody edited at 2015-07-15T00:22:58.014Z

- Empty State
- *Image*

DOCUMENT SLIPSHEET

Bates Number: SNAP4954018-SNAP4954075

BEGATTACH: SNAP4954018

ENDATTACH: SNAP4954086

Custodian: ANDREOU_JACOB; APANOVYCH_MARIIA; BALDWIN_AGATHA; BONIAKOWSKI_JEB;
BOYD_NATHAN; BRODY_JACK; CHAN_CLAUDIA; [REDACTED] HAMMERSTROM_MORGAN;
[REDACTED] N; LEVENSON_DAVID; [REDACTED] E; LUE_DAVID; MURPHY_BOBBY; OSBORNE_ALEX;
OSHUNTOLA_DEBORAH; PATEL_IMRAN; RITTI_MARY; SCHRAEDLY_LAURYL; [REDACTED] I;
SIEGEL_JOSH; SPIEGEL_EVAN; STOUT_JENNIFER; SUNDARAM_SENTHIL; TRAN_ABBY;
VOSS_JEREMY; YADEGAR_NONA; [REDACTED] ZICAFOOSE_KALE

Author: JACK BRODY

Filename: EMOJI TROPHIES USER SPEC.HTML

Create Date:

Last Modified Date:

TNAG BEGBATES:

TNAG ENDBATES:

MAAG BEGBATES:

MAAG ENDBATES:

File Path: /EMOJI TROPHIES USER SPEC.HTML