Stephen Ruiz

User Experience / Information Architecture
Portfolio
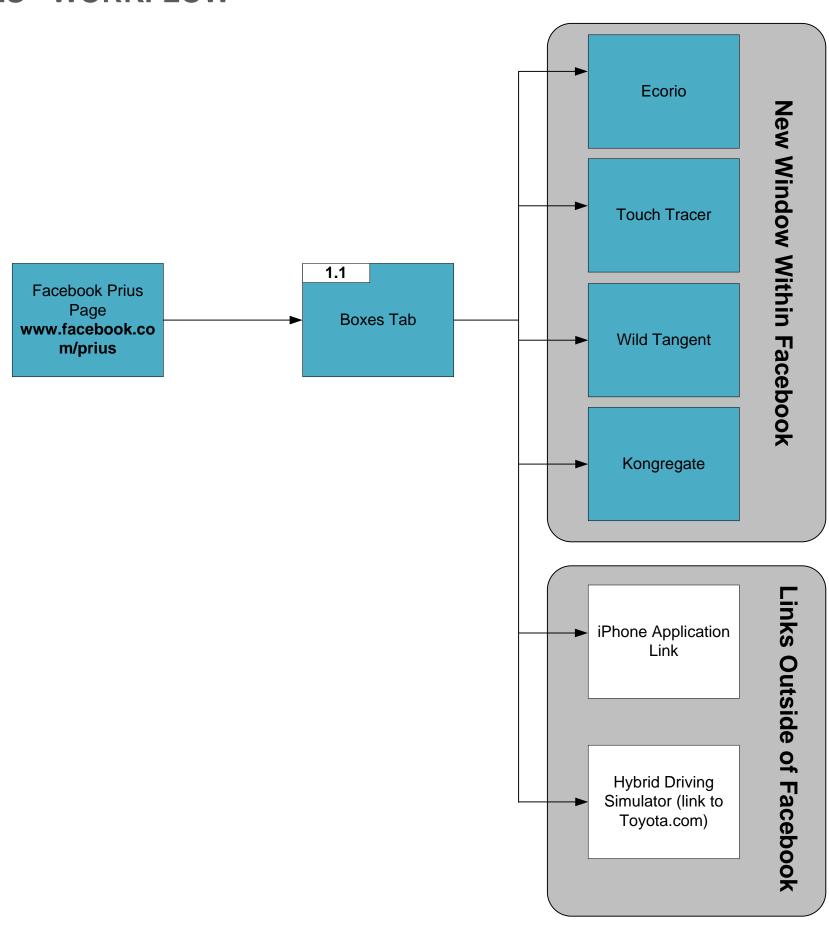
SAATCHI & SAATCHI LA

PRIUS FACEBOOK APPLICATION
INFORMATION ARCHITECTURE DOCUMENT

SITE MAP

Facebook Prius Page
http://www.facebook.com/prius

Wall

Info

1.0 Boxes

2.0 News & Events

3.0 Ask An Expert

4.0 Random Acts

5.0 Search Box

2.1 News

3.1 Questions Page

2.2 Events

3.2 FAQ

2.3 Prius Neighborhood

3.3 Meet The Experts

2.4 Solar Flowers

3.4 Tag Cloud Results Page

3.5 Admin Panel

SAATCHI & SAATCHI LA
PRIUS FACEBOOK
INFORMATION ARCHITECTURE DOCUMENT

Revised: 7/24/2009
Title: Site Map
File: Facebook_V16.vsd
Page: 2 of 25

BOXES - WORKFLOW

Web Page

User Action

System Response

Facebook Prius Page
www.facebook.com/prius

1.1

Boxes Tab

New Window Within Facebook

Ecorio

Touch Tracer

Wild Tangent

Kongregate

Links Outside of Facebook

iPhone Application Link

Hybrid Driving Simulator (link to Toyota.com)

SAATCHI & SAATCHI **LA**
PRIUS FACEBOOK
INFORMATION ARCHITECTURE DOCUMENT

Revised: 7/24/2009
Title: Boxes - Workflow
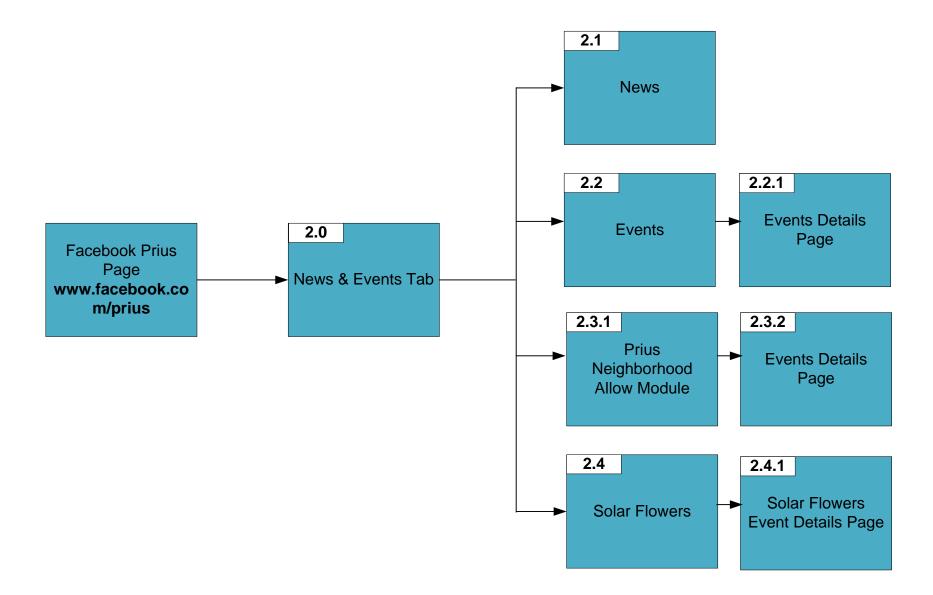**File:** Facebook_V16.vsd
Page: 3 of 25

1.0 BOXES

FACEBOOK LOGO

Toyota Prius

| Wall | Info | Boxes | News/Events | Ask An Expert | Random Acts | >> |

Ⓐ

HYBRID DRIVING SIMULATOR
Links to Toyota.com HDS

iPHONE APP
Links to iTunes Store

Ⓑ Choose your gift

TOUCH TRACER APP.
(Built by Rapp)
Links to Facebook Game

WILD TANGENT GAME
Links to Facebook Game

KONGREGATE GAME
Links to Facebook Game

ECORIO
Links to Facebook Application

Business Rules & Functional Description
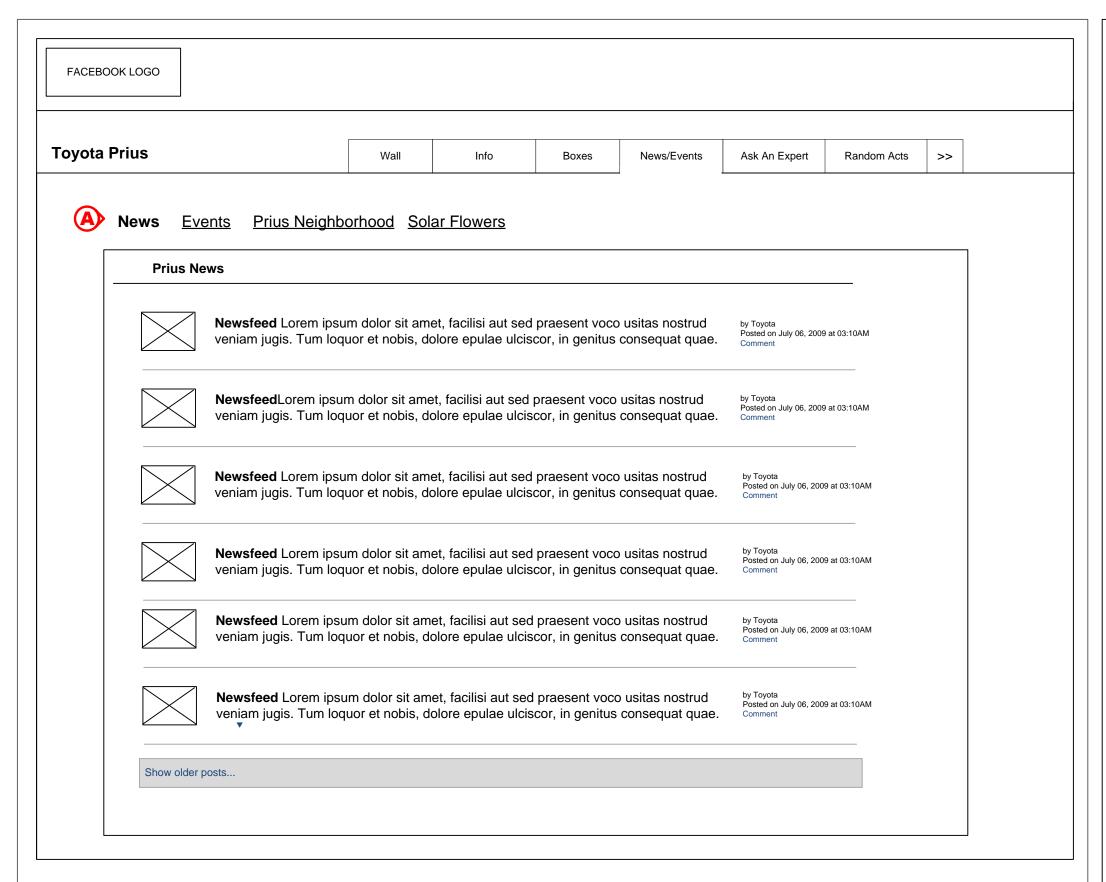
Ⓐ The Boxes will link to the following features:

- The iPhone Application
- The Touch Tracer Application (Produced by Rapp, hosted by Context Optional)
- Wild Tangent (Game)
- Kongregat (Game)
- Ecorio

Ⓑ Choose your gift will allow the user to send a Prius gift to other Facebook users. When the user clicks on a gift, the other gifts disappear and the friend-picker appears. Gift image size to be determined by vendor. The maximum number of gifts will be 12.

* Unless otherwise noted, these schematics do not represent look and feel, but rather illustrate functionality and hierarchies.

2.0 NEWS/EVENTS - WORKFLOW

2.1
News

2.2
Events

2.2.1
Events Details Page

Facebook Prius Page
www.facebook.com/prius

2.0
News & Events Tab

2.3.1
Prius Neighborhood Allow Module

2.3.2
Events Details Page

2.4
Solar Flowers

2.4.1
Solar Flowers Event Details Page

2.1 NEWS/EVENTS - NEWS

Toyota Prius

| Wall | Info | Boxes | News/Events | Ask An Expert | Random Acts | >> |

(A) **News**   Events   Prius Neighborhood   Solar Flowers

Prius News

Newsfeed Lorem ipsum dolor sit amet, facilisi aut sed praesent voco usitas nostrud veniam jugis. Tum loquor et nobis, dolore epulae ulciscor, in genitus consequat quae.

by Toyota
Posted on July 06, 2009 at 03:10AM
Comment

NewsfeedLorem ipsum dolor sit amet, facilisi aut sed praesent voco usitas nostrud veniam jugis. Tum loquor et nobis, dolore epulae ulciscor, in genitus consequat quae.

by Toyota
Posted on July 06, 2009 at 03:10AM
Comment

Newsfeed Lorem ipsum dolor sit amet, facilisi aut sed praesent voco usitas nostrud veniam jugis. Tum loquor et nobis, dolore epulae ulciscor, in genitus consequat quae.

by Toyota
Posted on July 06, 2009 at 03:10AM
Comment

Newsfeed Lorem ipsum dolor sit amet, facilisi aut sed praesent voco usitas nostrud veniam jugis. Tum loquor et nobis, dolore epulae ulciscor, in genitus consequat quae.

by Toyota
Posted on July 06, 2009 at 03:10AM
Comment

Newsfeed Lorem ipsum dolor sit amet, facilisi aut sed praesent voco usitas nostrud veniam jugis. Tum loquor et nobis, dolore epulae ulciscor, in genitus consequat quae.

by Toyota
Posted on July 06, 2009 at 03:10AM
Comment

Newsfeed Lorem ipsum dolor sit amet, facilisi aut sed praesent voco usitas nostrud veniam jugis. Tum loquor et nobis, dolore epulae ulciscor, in genitus consequat quae.

by Toyota
Posted on July 06, 2009 at 03:10AM
Comment

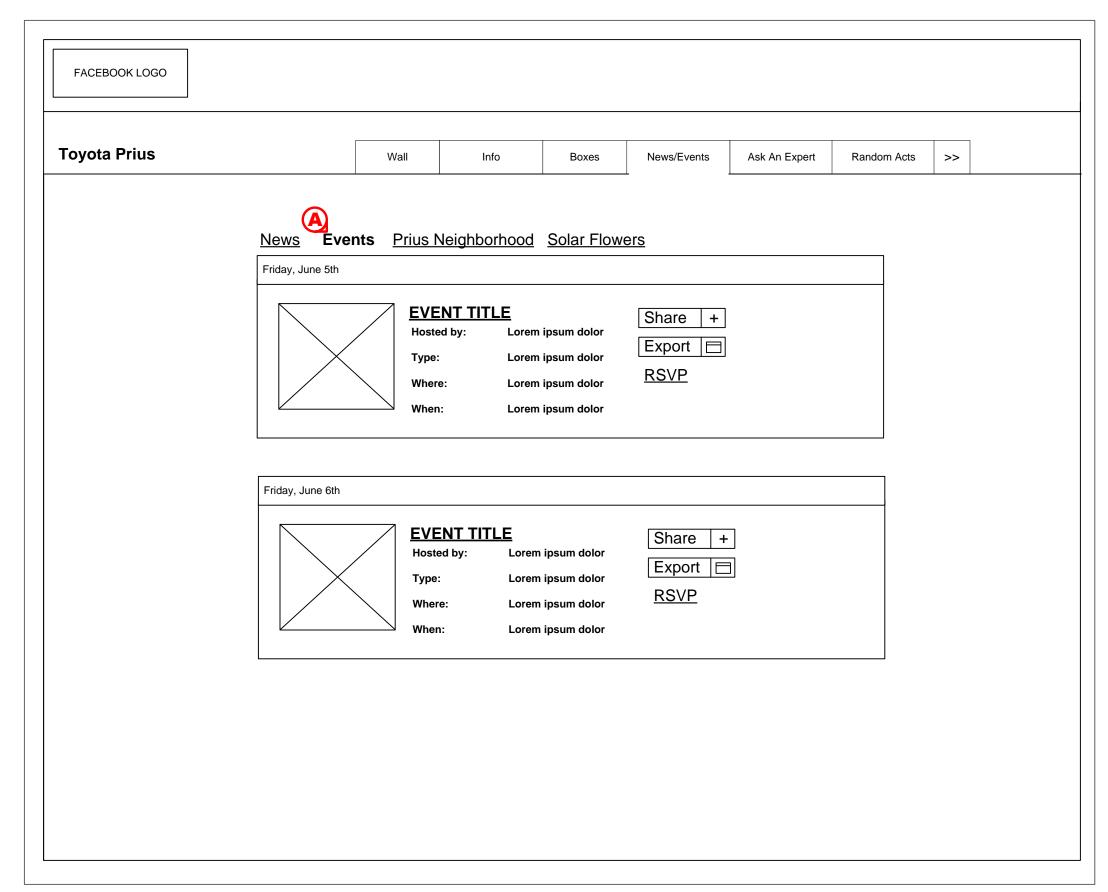Show older posts...

Business Rules & Functional Description

(A) Under the News & Events tabs will be a sub-navigation system.

News
The News section will be an RSS feed that comes from **http://expresslane.toyota.com**. These feeds would be administered based on Prius content. The character limit on the display is 3 lines (depending on browser settings and screen dimension. The implementation would be completed by Simplefeed with Support from Context Optional. Third- Party content and articles will allow for the content to be entered via the Simplefeed admin tool

(The Prius Neighborhood link will be take the user to pages that are outside of the tab structure.) Solar Flower will link to the Solar Flower Home Tab.

* Unless otherwise noted, these schematics do not represent look and feel, but rather illustrate functionality and hierarchies.

SAATCHI & SAATCHI **LA**
PRIUS FACEBOOK
INFORMATION ARCHITECTURE DOCUMENT

Revised:7/24/2009
Title: 2.1 News/Events - News
File: Facebook_V16.vsd
Page: 6 of 25

2.2 NEWS/EVENTS - EVENTS

FACEBOOK LOGO

Toyota Prius

| Wall | Info | Boxes | News/Events | Ask An Expert | Random Acts | >> |

(A)

News   **Events**   Prius Neighborhood   Solar Flowers

Friday, June 5th

EVENT TITLE

Hosted by:	Lorem ipsum dolor
Type:	Lorem ipsum dolor
Where:	Lorem ipsum dolor
When:	Lorem ipsum dolor

Share   +
Export
RSVP

Friday, June 6th

EVENT TITLE

Hosted by:	Lorem ipsum dolor
Type:	Lorem ipsum dolor
Where:	Lorem ipsum dolor
When:	Lorem ipsum dolor

Share   +
Export
RSVP

* Unless otherwise noted, these schematics do not represent look and feel, but rather illustrate functionality and hierarchies.

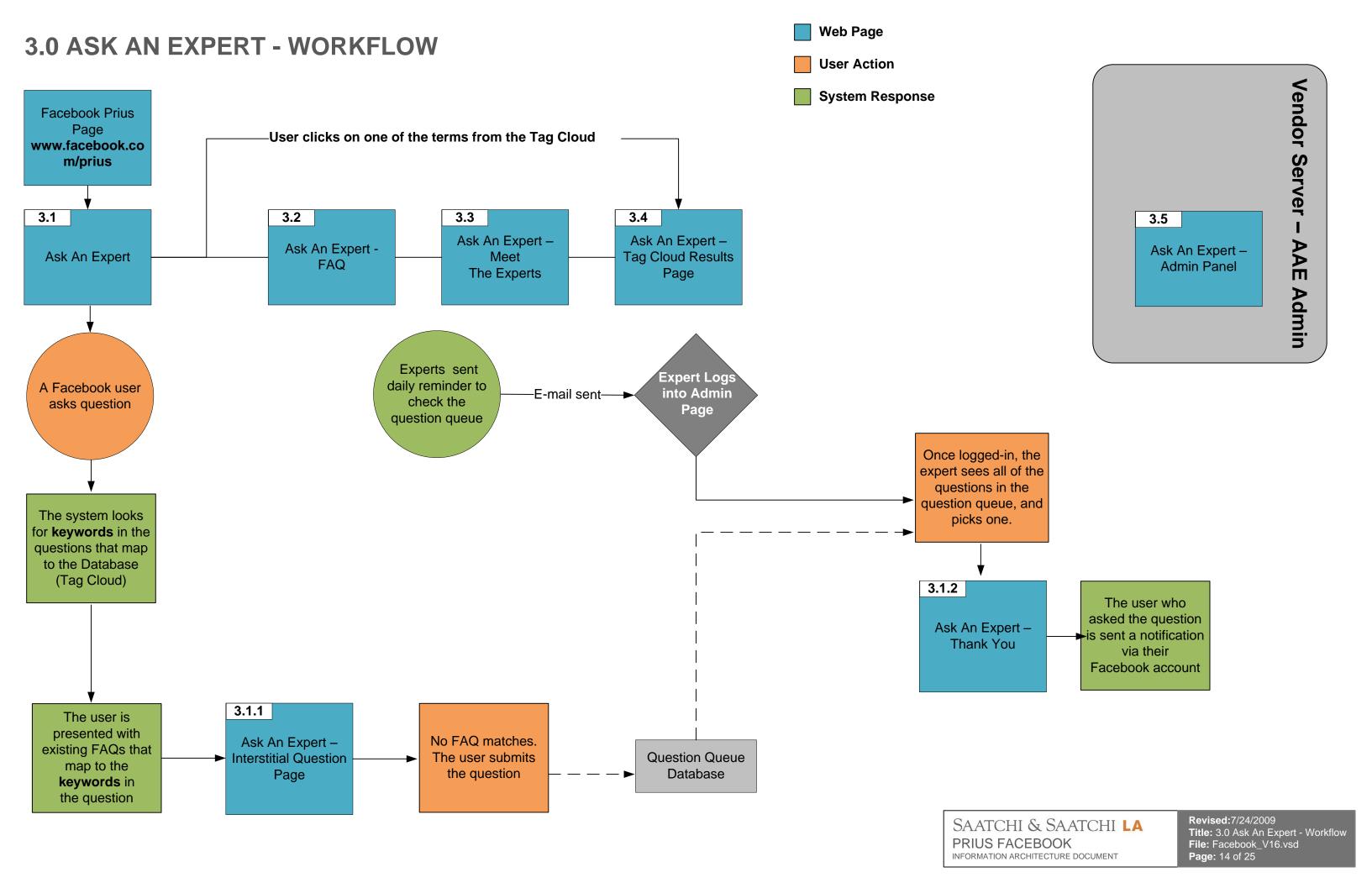## Business Rules & Functional Description

(A) Under the News & Events tabs will be a sub-navigation system.

Events
The Events section will be a series of entries that allow the user to share, export and RSVP for specific, manually-entered Prius-related events.
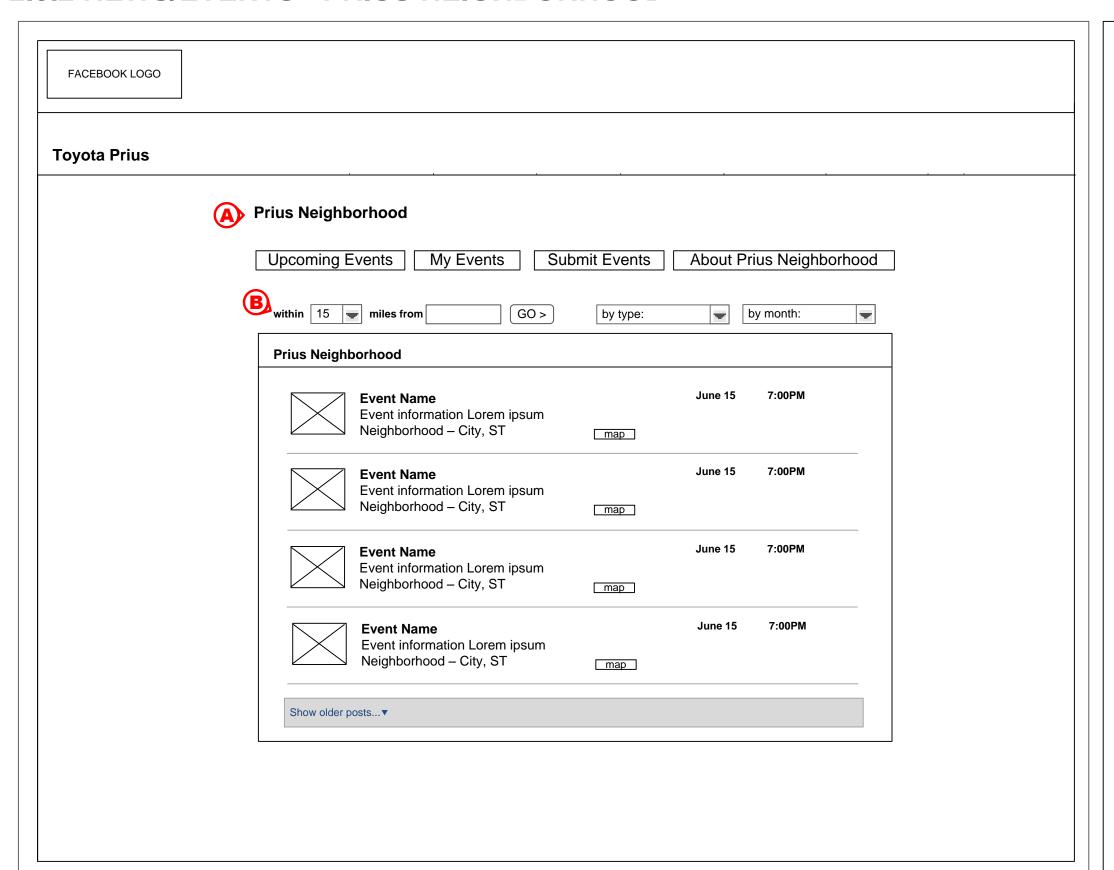
Path 1: User clicks on the event title and a pop up/daughter window is displayed. The user can RSVP, share, export and or comment. This is true to Facebook native functionality. In the body of the copy we could include a hyper link pointing back to the Prius Facebook home fan page.

Path 2: The user clicks on the event link, and all events are listed chronologically by date. At this level the user can share, export; they will not be able to comment.

2.3.2 NEWS/EVENTS - PRIUS NEIGHBORHOOD

FACEBOOK LOGO

Toyota Prius

(A) **Prius Neighborhood**

| Upcoming Events | My Events | Submit Events | About Prius Neighborhood |

(B) within [15 ▼] miles from [   ] [GO >]   by type: [▼]   by month: [▼]

Prius Neighborhood

| ☒ | **Event Name**
 Event information Lorem ipsum
 Neighborhood – City, ST [map] | **June 15** | **7:00PM** |

| ☒ | **Event Name**
 Event information Lorem ipsum
 Neighborhood – City, ST [map] | **June 15** | **7:00PM** |

| ☒ | **Event Name**
 Event information Lorem ipsum
 Neighborhood – City, ST [map] | **June 15** | **7:00PM** |

| ☒ | **Event Name**
 Event information Lorem ipsum
 Neighborhood – City, ST [map] | **June 15** | **7:00PM** |

Show older posts...▼

Business Rules & Functional Description

(A) **Prius Neighborhood**
This section will allow user to find out more about Prius sponsored, or related, events submitted by the community. This functionality will be provided as an RSS feed or XML.

(B) The user can find events based on the filters from the application.
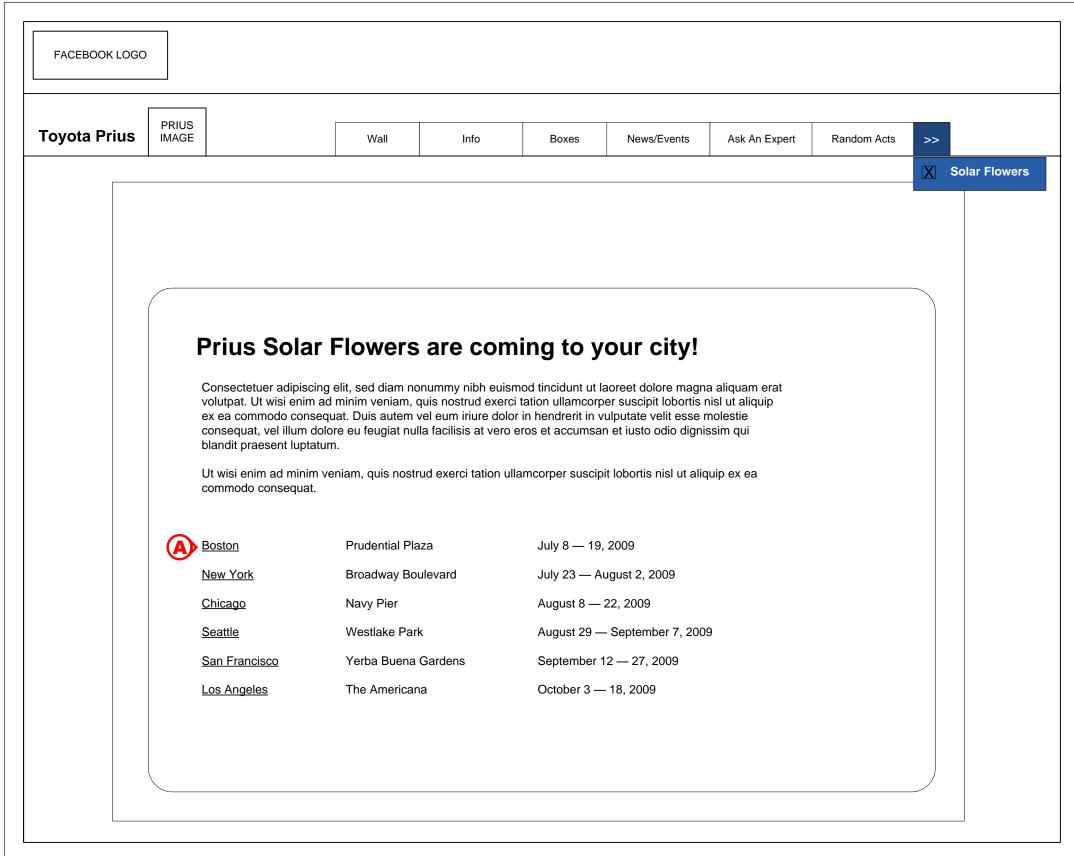
The filters are as follows:

- Geography
- Distance
- Event Type
- By Time

GSTV Functional Specifications

1. The application will still live on Facebook, the URL will be a Facebook URL. The user will interact with the app in a separate window than the Prius Facebook page. None of the functionality will change.

2. A link under news and events will click to a new window consisting of the full application for searching, submitting events. The user will still have the Prius Facebook page open.
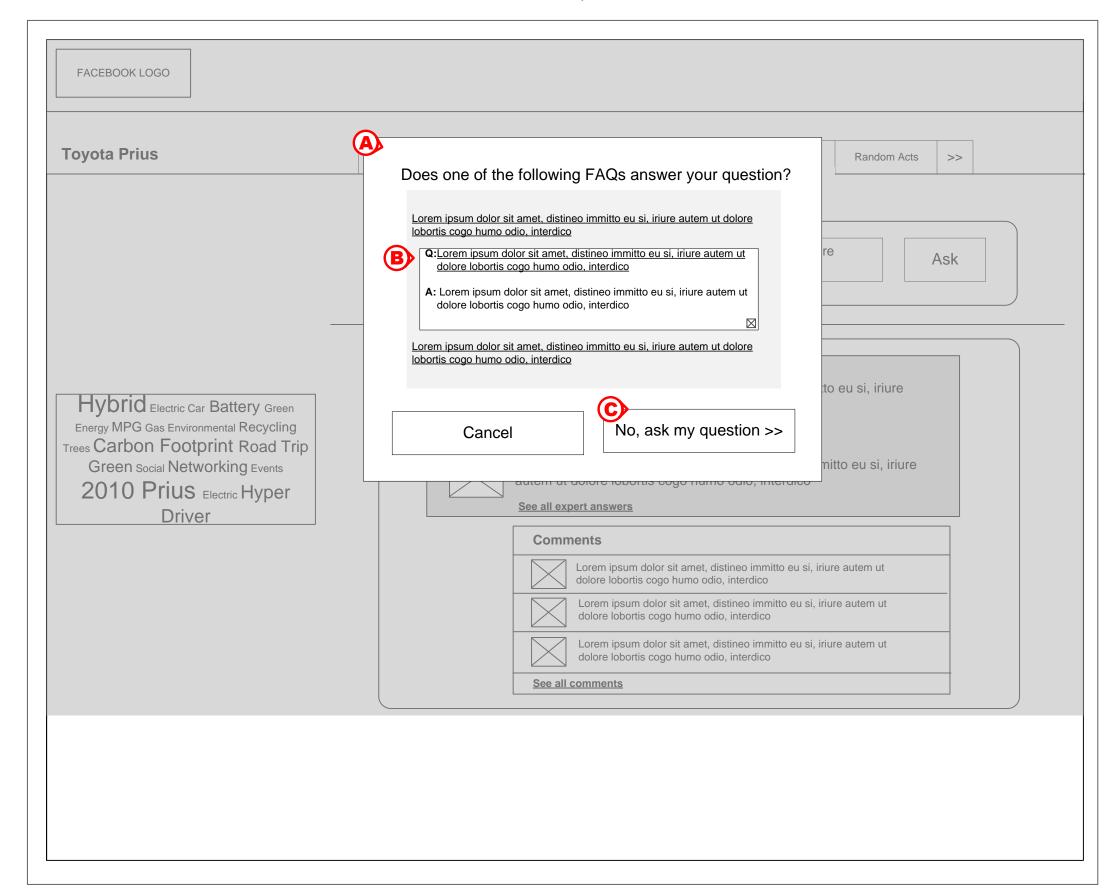
* Unless otherwise noted, these schematics do not represent look and feel, but rather illustrate functionality and hierarchies.

FACEBOOK LOGO

Toyota Prius

PRIUS IMAGE

| Wall | Info | Boxes | News/Events | Ask An Expert | Random Acts | >> |

[X] **Solar Flowers**

Prius Solar Flowers are coming to your city!

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

(A) Boston   Prudential Plaza   July 8 — 19, 2009

New York   Broadway Boulevard   July 23 — August 2, 2009

Chicago   Navy Pier   August 8 — 22, 2009

Seattle   Westlake Park   August 29 — September 7, 2009

San Francisco   Yerba Buena Gardens   September 12 — 27, 2009

Los Angeles   The Americana   October 3 — 18, 2009

Business Rules & Functional Description

Solar Flower Home Tab: This lives behind the curtain. We have a static image that outlines all the 6 city events. The cities that are highlighted in blue will linkable.

Path 1: The user clicks on a "city" link it will pop up a daughter window with FB native event functionality. Users will be able to RSVP, comment, share and or export.

Path 2: The user is on the News/Events Tab and the user clicks on the Solar Flower link the user will arrive here at the Hero Tab.

(A) When the user clicks on the city name they are taken to the individual event page.

* Unless otherwise noted, these schematics do not represent look and feel, but rather illustrate functionality and hierarchies.

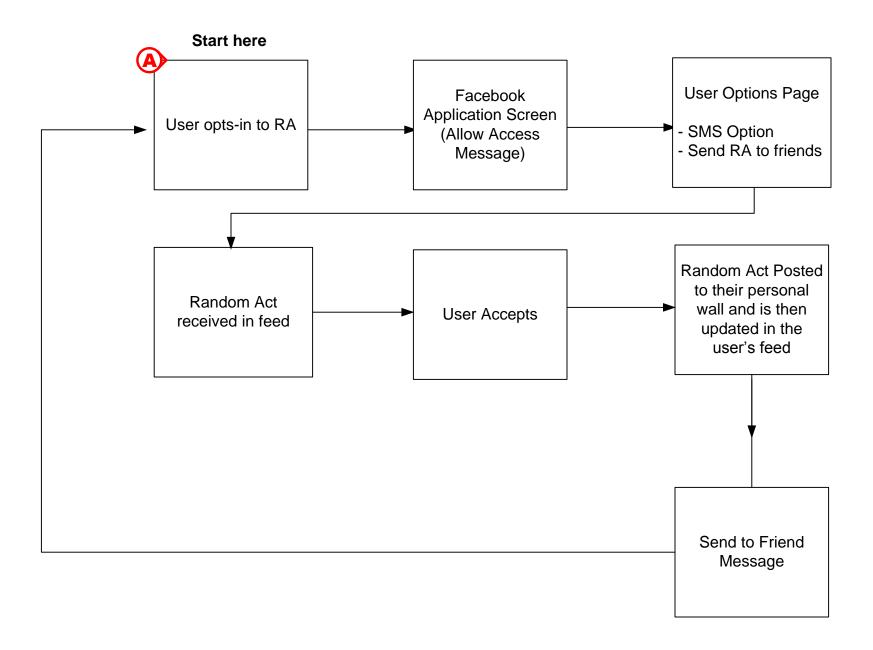# 3.0 ASK AN EXPERT - WORKFLOW

- **Web Page** (blue)
- **User Action** (orange)
- **System Response** (green)

Vendor Server – AAE Admin

Facebook Prius Page
www.facebook.com/prius

3.1 Ask An Expert

User clicks on one of the terms from the Tag Cloud

3.2 Ask An Expert - FAQ

3.3 Ask An Expert – Meet The Experts

3.4 Ask An Expert – Tag Cloud Results Page

3.5 Ask An Expert – Admin Panel

A Facebook user asks question

Experts sent daily reminder to check the question queue

E-mail sent

Expert Logs into Admin Page

Once logged-in, the expert sees all of the questions in the question queue, and picks one.

The system looks for **keywords** in the questions that map to the Database (Tag Cloud)

3.1.2 Ask An Expert – Thank You

The user who asked the question is sent a notification via their Facebook account

The user is presented with existing FAQs that map to the **keywords** in the question

3.1.1 Ask An Expert – Interstitial Question Page

No FAQ matches. The user submits the question

Question Queue Database

3.1 ASK AN EXPERT

FACEBOOK LOGO

Toyota Prius

| Wall | Info | Boxes | News/Events | Ask An Expert | Random Acts | >> |

Questions Page   FAQ   Meet the Experts

(A) Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico?

Ask

(C)

Question

Joe User Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico?

Answer

Joe Expert Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

(B) TAG CLOUD

Hybrid Electric Car Battery Green Energy MPG Gas Environmental Recycling Trees Carbon Footprint Road Trip Green Social Networking Events 2010 Prius Electric Hyper Driver

Comments

(D) Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico *EXPERT*

Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

See all comments

(C)

Question

Joe User Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico?

Answer

Joe Expert Lorem ipsum dolor sit amet, distineo immitto eu si, iriure

Unless otherwise noted, these schematics do not represent look and feel, but rather illustrate functionality and hierarchies.
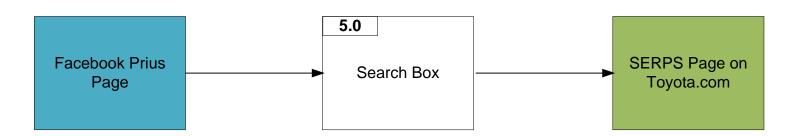
Business Rules & Functional Description

(A) This question field will allow the user to ask am expert about Prius features and functions. The system will attempt to match the question, using key words, against existing questions and FAQs. The user will then see a series of questions and FAQs that are potential matches. (*see next page) Once the question has been asked, it's sent into a queue. Once the question is answered, the FB user will receive a notification to alert them that their question has been responded to.

(B) The Tag Cloud will allow the user to click on topics that are part of the Q&A feed and Frequently Asked Questions. The box itself will remain static.

(C) In the question area, there will be one answer to one question. The Q&A will be within their own section and easily distinguished from the from the comments. Other users may comment below the Q&A area.

(D) Users may comment on the specific question. Expert's comments will be differentiated within the comment feed,

3.1.1 ASK AN EXPERT - INTERSTITIAL QUESTION PAGE

FACEBOOK LOGO

Toyota Prius

Random Acts | >>

A

Does one of the following FAQs answer your question?

Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

B **Q:**Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

A: Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

re | Ask

Cancel

C No, ask my question >>

Hybrid Electric Car Battery Green Energy MPG Gas Environmental Recycling Trees Carbon Footprint Road Trip Green Social Networking Events 2010 Prius Electric Hyper Driver

itto eu si, iriure

mitto eu si, iriure

autem ut dolore lobortis cogo humo odio, interdico

See all expert answers

Comments

Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

See all comments

* Unless otherwise noted, these schematics do not represent look and feel, but rather illustrate functionality and hierarchies.

Business Rules & Functional Description

A After the user has entered their question, there will be an interstitial window that tries to map an existing FAQ, or existing Answer.

B If one of the links does answer the question, they can click on the link, and the answer will roll-down.

C Once the user clicks on the "**No, ask my question**" button, their question is put into a queue and they are sent a notification, that informs them that their question has been received.

3.4 ASK AN EXPERT - TAG CLOUD RESULTS PAGE

FACEBOOK LOGO

Toyota Prius

| Wall | Info | Boxes | News/Events | Ask An Expert | Random Acts | >> |

Questions Page   FAQ   Meet the Experts

Tag Cloud Results Page: "Hybrid"

(A) **Results from Frequently Asked Questions**

> **Question:**
> **Lorem ipsum dolor sit amet, pneum patria, veniam et eu vel aptent wisi fatua, dui?**
>
> Lorem ipsum dolor sit amet, pneum patria, veniam et eu vel aptent wisi fatua, duis aliquip demoveo. Ut suscipere dolore wisi illum dolor aptent ludus, in letatio capio minim, luptatum vel.

Results from Q&A Section

> **Question**
>
> **Joe User** Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico?
>
> **Answer**
>
> **Joe Expert** Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

> **Question**
>
> **Joe User** Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico?
>
> **Answer**
>
> **Joe Expert** Lorem ipsum dolor sit amet, distineo immitto eu si, iriure autem ut dolore lobortis cogo humo odio, interdico

Business Rules & Functional Description

(A) The Tag Cloud Results page section will have 2 sections. The first with the Tag term from the FAQ section and the second from the Q&A section.

* Unless otherwise noted, these schematics do not represent look and feel, but rather illustrate functionality and hierarchies.

3.5 ASK AN EXPERT - ADMIN PANEL

Business Rules & Functional Description

(A) Expert has selected an unanswered question to respond to.

(B) Expert enters their answer in a free-form text field.

(C) The expert's name will be listed in a drop-down menu. The expert will select his or her name from this list.

(D) Expert selects from a pre-determined list of tags, indicating which tags apply to this particular question.

(E) Expert submits their answer, adding it to the application and sending a notification to the user who asked the questions.

Unanswered Questions > Current Question

(A) Current Question:

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi?

(B) Expert Answer:

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in

(C) Expert Name ▾

(D) Tag: NOTE: Need a new tag added? Email us and we'll add your tag to the system.

☐ Prius   ☐ 2010   ☐ Prius   ☐ 2010
☐ Brakes   ☐ Mileage ☐ Brakes   ☐ Mileage
☐ Engine   ☐ Air bags ☐ Engine   ☐ Air bags

☐ **Add to Frequently Asked Questions**

(E) [Submit Answer]

4.0 RANDOM ACTS - WORKFLOW

Start here

(A) User opts-in to RA → Facebook Application Screen (Allow Access Message) → User Options Page
- SMS Option
- Send RA to friends

Random Act received in feed → User Accepts → Random Act Posted to their personal wall and is then updated in the user's feed

Send to Friend Message

Business Rules & Functional Description

(A) The Random Acts feature will allow the user to receive a daily message informing them of a positive act they can do. By accepting the random act, the user then will have a flower in the flower garden (design TDB), and can invite a friend to receive the random act as well. The random act message will come to the user via their facebook email and/or sms text message to their phone based on the settings.

SAATCHI & SAATCHI **LA**
PRIUS FACEBOOK
INFORMATION ARCHITECTURE DOCUMENT

Revised: 7/24/2009
Title: 4.0 Random Acts - Workflow
File: Facebook_V16.vsd
Page: 22 of 25

5.0 SEARCH BOX - WORKFLOW

- ■ **Web Page**
- ■ **User Action**
- ■ **System Response**

Facebook Prius Page

5.0

Search Box

SERPS Page on Toyota.com

mobile

Strategy for m.toyota.com

6.26.09

The Requirements:
Our starting point

m.toyota.com (3G) Site

- Models & Prices (S/A)
- Photos, 360 Views & Colors, and Vehicle Tour
- Features & Specs
- Options & Accessories
- Demos & Videos
- Find a Dealer (S/A)
- Contact Us (S/A)
- Request A Quote (S/A)
- Receive Updates (S/A)
- Media&Links(socialcommunityfor FB/Twitter;apps/wallpapers/ring-tones/music) (S/A)
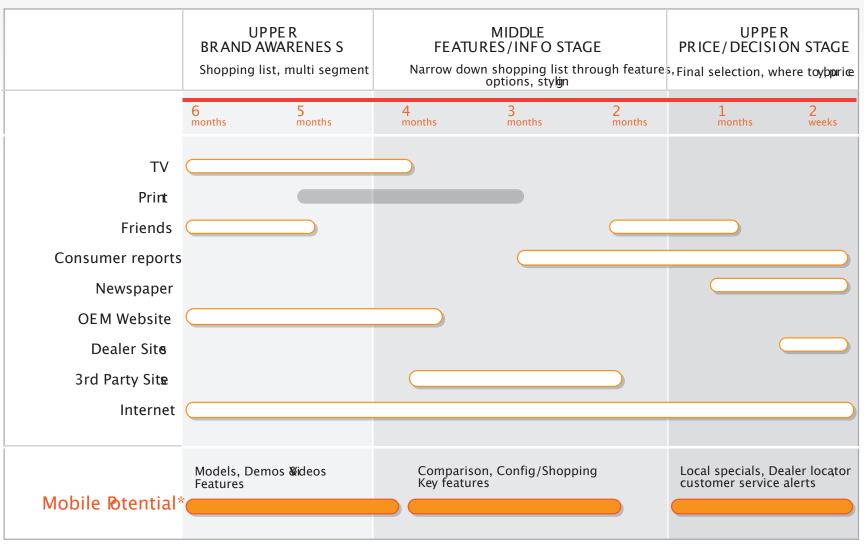
Shopping Tools Application

- Request a Quote
- Find a Dealer
- Compare Vehicles
- Build Your Own
- Configurator
- Estimate Payments
- Trade in Value (KBB)

Owners Application
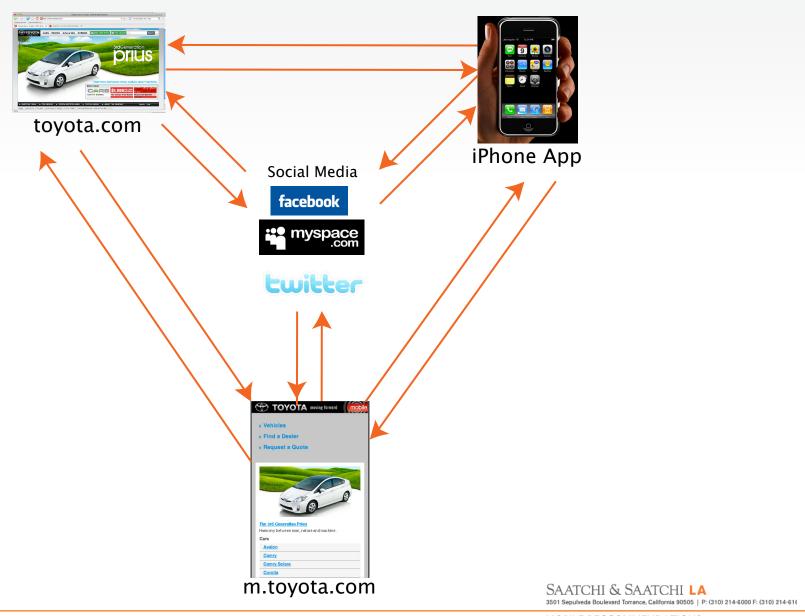
- Manage My Account
- Owner Rewards
- Find a Dealer
- News Bulletin
- (Community/Events)
- Scheduled Maintenance (mileage
- log, service records)
- Rental car
- Maintenance Alerts

Mobile Opportunities:
2009 Primary Source of Automotive Info by Stage

	UPPER BRAND AWARENES S	MIDDLE FEATURES/INFO STAGE	UPPER PRICE/DECISION STAGE
	Shopping list, multi segment	Narrow down shopping list through features, options, styling	Final selection, where to buy, price

	6 months	5 months	4 months	3 months	2 months	1 months	2 weeks

- TV
- Print
- Friends
- Consumer reports
- Newspaper
- OEM Website
- Dealer Site
- 3rd Party Site
- Internet

Models, Demos & Videos Features	Comparison, Config/Shopping Key features	Local specials, Dealer locator customer service alerts

Mobile Potential*

Source: The New Automotive Economics report 2010 CNW, except *

Toyota Anywhere:
Deeper integration of all Toyota Properties

toyota.com

iPhone App

Social Media

facebook

myspace.com

twitter

m.toyota.com

Desktop/Mobile/Application:
The Consumer Lifecycle

LowerFunnelConsumer

Does online research

Determines Model (Camry)

Uses the online configurator

Customer has the information sent to their mobile device
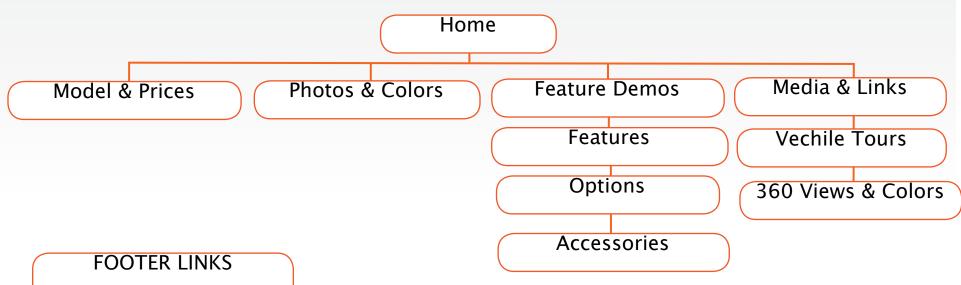
Customer uses the dealer locator to find a dealer

Customer got to the dealer after hours,
uses the phone audio tour

Customer makes the choice and goes to TFS online

Customer goes back to dealer with financing secure

iPhone Site Structure:

Home

Model & Prices

Photos & Colors

Feature Demos

Media & Links

Features

Vechile Tours

Options

360 Views & Colors

Accessories

FOOTER LINKS

Find A Dealer

Request A Quote

Receive Updates
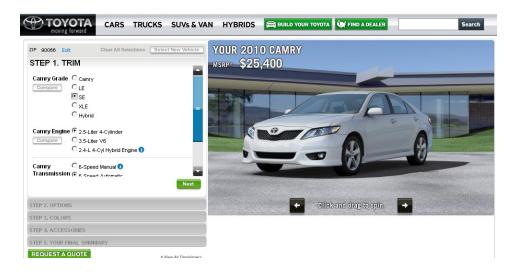
Contact Us

The Configurator
multi touch-points

On the mobile 3G site

The Configurator on m.toyota.com, will have the key features that the current configurator has. While not as robust as the desktop or iPhone application version, the mobile web configurator will allow users to have access to the key features with a low barrier to entry.

From a development perspective, the mobile web Configurator will evolve over time. This evolution will provide rich media content for not only iPhone, but for all 3G devices that will come on the market.

Shopping Tools
iPhone application
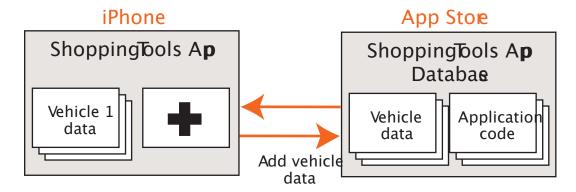
Download once, customize frequently
Lowering the barier for early adopters

The shell tool & asset updater

The flexibility of the iPhone Apps now allows for a single download, with the ability to push multiple content and functionality options.

iPhone

App Store

Shopping Tools App

Shopping Tools App Database

Vehicle 1 data

✚

Vehicle data

Application code

Add vehicle data

- Smaller initial download
- Add vehicles an functionality over time (user initiated)
- Enhanced user experience over the 3G site

Blockbuster VoD Research Project
Competitive Analysis
06/29/07

Blockbuster VoD Research Project
Competitive Analysis Summary

Within the findings of the Blockbuster VoD Competitive Analysis, there were many similarities in features across all of the sites. The Features and Functions section show numerous similarities in how the sites allow the end-user to download digital video assets. While similarities in functionality do exist, the methodology and processes used to achieve these goals were radically different. This difference made some of the sites highly usable and others not.

Across all sites featured in the Competitive Analysis, these features were considered key to the success of the site's user experience.

Media Player/Manager: downloading & installation
The Media Manager is at the core of the VoD work-flow process. The ease of use, ease of installation, and ability to easily navigation this tool is critical. Additionally the way that the library handles, stores and organizes the digital assets can mean the difference between a download/purchase, and a frustrated user leaving the site.

Some Key Elements needed as part of any successful Media Manager include:

- Easily accessible Media Library
- A Download Manager that allows end-users to see suggested films
- A mechanism that allows the user to to search from the Media Manager
- An RSS feed to update the end-users Manager with new releases.

Ordering: parental controls, ordering by registered & non-registered users

General Ordering:
The ordering process of digital video holds its own set of complexities that are unique to this format. Because of the various payment and viewing models associated with VoD (Subscription, Pay Per View, Time-Based Viewing, Etc.), this area must be thoroughly analyzed and explored. Additionally, the impact on existing ordering processes must be taken into consideration. There must be a seamless integration in the instance where VoD is integrated with an existing system.

Parental Controls:
This feature is something vital to end-users with children with who can access VoD accounts. No single system handles Parental Controls in the same way. These must be safeguards in place to ensure that the underage users do not download adult-oriented content.

Ordering by Registered & Non-Registered Users:
This feature allows downloads by registered and non-registered users. This feature allows for all users (registered and non-registered) of the site to access and download digital video. There need to bee specific rules applied to each state of end-user. *It is the opinion of this research that the system should allow both registered and non-registered users to download video.*

Downloading for multiple devices
Allowing the end-users to download digital video for multiple devices is vital to the success of any VoD strategy. We will analyze best-practices, and create use-cases that show the best method for downloading to these devices.

Search functionality specific to digital video
The creation of search functionality specific to digital video is crucial, so there must be criteria developed for this feature. Since most of the competitors in this space have less of a "packaged" service offering than Blockbuster (i.e. VoD and DVD), there must be specific criteria created that ties together attributes of the digital video and DVDs.
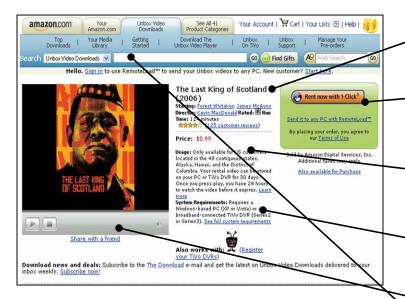
Legend
🟢 = Observed
🔴 = Not observed

Information & Feature Comparisons

Information & Feature Comparisons	Amazon Unbox http://www.amazon.com	Apple iTunes http://www.apple.com/itunes	CinemaNow http://www.cinemanow.com	Guba http://www.guba.com	Movielink www.movielink.com	Netflix www.netflix.com	Vongo www.vongo.com		
Purchase Options	🟢	🟢	🟢	🟢	🟢	🟢	🟢		
Rent	🟢	🔴	🟢	🟢	🟢	🟢	🟢		
Buy	🟢	🟢	🟢	🟢	🟢	🟢	🔴		
Subscription	🔴	🔴	🟢	🔴	🔴	🟢	🟢		
Pay Per View	🟢	🟢	🔴	🟢	🟢	🔴	🟢		
Organization of Stock	🟢	🟢	🟢	🟢	🟢	🟢	🟢		
Category/Genre	🟢	🟢	🟢	🟢	🟢	🟢	🟢		
Other (Critics Pick's, Awards, Etc.)	🟢	🔴	🟢	🟢	🟢	🟢	🟢		
Search	🟢	🟢	🟢	🟢	🟢	🟢	🟢		
Viewing Options	🟢	🟢	🟢	🟢	🟢	🟢	🟢		
Streaming Video	🟢	🔴	🟢	🟢	🔴	🟢	🔴		
Download Video	🟢	🟢	🟢	🟢	🟢	🟢	🟢		
View/Plug-In Required	🟢	🟢	🟢	🟢	🟢	🟢	🟢		
Burn To DVD	🔴	🔴	🟢	🔴	🔴	🔴	🔴		
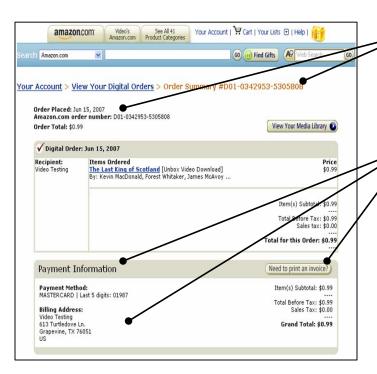
Amazon Unbox: www.amazon.com

(-) The **Search Mechanism** on Unbox only allows the end-user to search on *Unbox Videos* and *All products* on Amazon. This is disconnected. The Search should be product-specific, not media specific.

(+) Homepage displays key information. Attention given to **Savings Opportunity**, **Registration** and **Feature Explanation**.

(+) Indexing of **Video Categories** into clear and well-defined categories for easy browsing.

(+) **Category Selections** show the sales pricing and call the end-user to action.

(-) While the **Video Categories** are clearly labeled, the left-navigation system is too cluttered.

(+) The **Title Area** is clear and allows the end-user to explore options based on the video's Stars, Director and User Reviews.

(+/-) The **Rent Now with 1-Click** highlights the Amazon-specific feature that allows the end-user to jump directly to the purchase. End-users not familiar with Amazon could find this confusing.

(+) The **Usage Area** clearly states the terms of the download, the duration of use and for what devices the video may be used.

(+) The **System Requirements Area** clearly states what the end-user must have in order to view the downloaded video.

(+) The **Preview Area** allows the end-user to preview a clip of the film and share it with a friend.

(-) While the **Search Area** may be familiar to current Amazon users, new users will find the Search Area cluttered and difficult to use.

Site analysis is the opinion of imc².

Amazon Unbox: www.amazon.com

(-) The **Thank You Page** states that the end-user has rented the video but still instructs the end-user to download the video.

(-) The **Order Summary Area** allows the end-user to recap the key features of the VOD process. While informative, the cluster of information seems run-together and difficult to read.

(+) The "**Customers who bought this item" Feature** will be instantly recognized by Amazon users, creating an extension of the brand.

(+) The **Account Summary/Confirmation Page** clearly shows the user what he/she has downloaded, the total price and gives the end-user the context in which the information is presented.

(+) The **Payment Information Section** allows the end-user to print their invoice, shows the credit card number that's on file and gives them the a complete overview of the transaction.

Key Features (+/-):

(+) **Key Information** is prominent.
(+) **Video Category** information is organized in a clear and concise way.
(+) **Usage & Systems Requirements** are clearly stated.
(-) The **Left-Navigatio**n system is cluttered and could be confusing to new users.
(-) The "**Rent Now**" feature could be confusing to new users.
(-) The **Thank You** page instructs the end-user to download the video, while appearing to be the completion of the process. This is confusing.

Site analysis is the opinion of imc².

imc²

Apple iTunes: www.apple.com/itunes
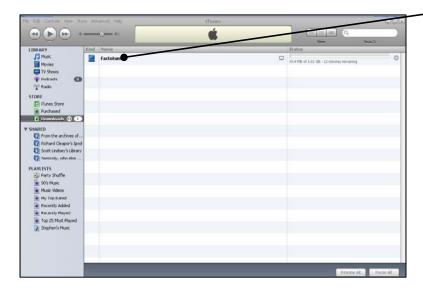
(+) The **iTunes User Interface** is one that many users are familiar with. For first-time VOD end-users that use iTunes, the process will be simplified.

(+) The **Buy Movie Feature** is prominent.

(+) The added value features, **Get The Soundtrack** and **Tell A Friend,** are clearly marked.

(+) The **Related Movies Section** is clearly labeled and a familiar feature to the end-user.

(-) The **Left-Navigation/Digital Asset Management System** is a difficult sorting tool. To someone new to the system, it becomes a usability issue.

(-) When using the **Search Feature**, the end-user must press the Enter key to initiate a search. Clicking on the search icon will not initiate a search.

(+) This **Login Feature** allows the end-user to login via Apple ID, AOL ID or Create a Login ID.

Site analysis is the opinion of imc².

(+) This **Pop-up Window** informs the end-user of the action that they are about to take. In this instance, the end-user is informed that he/she is about to purchase the video and be charged to the credit card on file.

(+) The "**Viewers Also Bought" Feature** allows end-users to see movies that are related to other viewer's purchases, which are based on their purchase of this video.

(+) The **Plot Summary** gives the end-user an overview of the film.

(-) When **Downloading**, the downloaded video is available within the end-user's movie library; however, from the primary user interface, it is not obvious that the video is being downloaded. The only indicator is a single animated icon that is only visible when the end-user clicks on the "downloads" section.

Key Features (+/-):

(+) **Key Information** is prominent.
(+) **Video Category** information is organized in a clear and concise way.
(+) Current **iTunes** users will find the process very intuitive.
(-) The **Left Navigation System/Digital Asset Management System** would not be intuitive to a user new to the iTunes system.
(-) The **Search Feature** only works when the end-user presses "Enter".
(-) When Downloading from the P**rimary Film Area**, it is not obvious the video is being downloaded.

Site analysis is the opinion of imc².

Cinema Now: www.cinemanow.com

(+) A clean **User Interface** design and clearly defined areas allow the end-user to choose from all of the major content and functional areas.

(+) A well defined **Marketing Area** allows the end-user to easily access the promotion, states what the promotion is and a call to action.

(+) The **Featured Film Area** shows the promoted film and allows them to download video on the spot.

(-) The **Category Area** is well-defined and has a naming convention that is familiar; however it does not have as many movie categories (e.g., action, comedy, drama, etc.) as other sites.

(+) This **Sub Navigation System** allows the end-user to browse information about the film without ever having to leave the film's page.

(+) The **Device Icon Navigation** makes it clear what devices can be used to view the video.

(-) There is no obvious **Help Section**.

Cinema Now: www.cinemanow.com
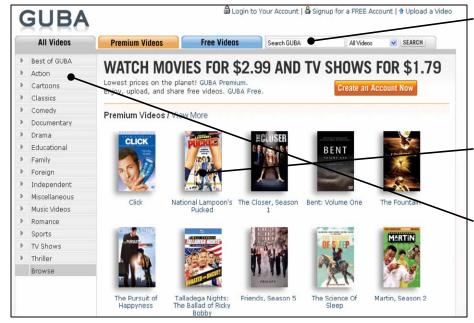
(+) The **Media Manager Section** clearly explains why the end-user must download and install the Media Manager.

(+) The **Benefits Section** lists all of the features of the video player.

(+) The **Installation Section** walks the end-user through the process of downloading and installing the video player. Additionally, it gives the end-user the ability to contact **Customer Service** via a link within the section.

(+) Once the **Media Manager** has been downloaded and installed, it opens up and allows the end-user to view the video that he/she has downloaded.

Key Features (+/-):

(+) The **Homepage** is attractive and stimulating. All of the key features are stated and obvious.
(+) The site's **Alphabetic Browse Feature** allows end-users to see all titles beginning with the letter they have chosen.
(+) The **Media Manager Download Section** clearly explains the feature.
(-) The is no obvious **Help Section** featured on the site.
(-) The site does not have as many **Movie Categories** as the other sites.

Guba: www.guba.com

(+/-) Clear navigation allows for easy browsing. **Premium** and **Free Videos** feel like an arbitrary distinction. The Free Videos section works like You Tube, allowing end-users to share videos.

(+) There is a clear layout of the videos. Moving the cursor over the name of a movie displays a synopsis of the film.

(+/-) While the left-side navigation **Category Area** is well-defined, each subcategory lists all titles associated with that subcategory. This makes for far too many titles for the end-users to sort.

(+) The **RSS Feed** allows the end-user to stay updated on the site's videos and releases.

(-) The **Search Feature** is confusing. It allows searches based on "Premium" and "Free" Videos. This is too specific to the naming convention used within Guba, and would not be familiar to new end-users.

Guba: www.guba.com
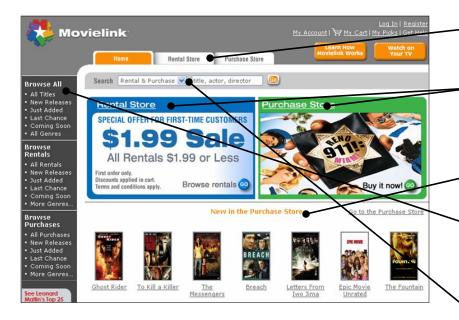
(+) There is a clear and well-defined **Information Area (Synopsis, Actors, Categories and Director)** that allows a quick overview of the specific details of the film.

(-) While the **Linking and Embedding Features** are nice to have, many novice users might not know what to do with this feature set.
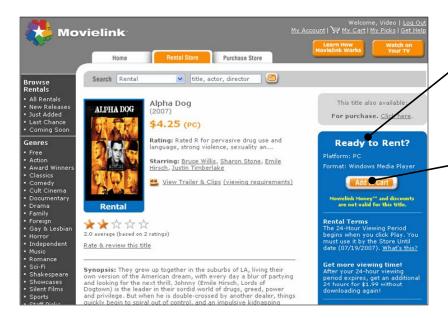
(+) An **In-Context Login** Box allows the end-user to login at any point of the browsing experience.

(+) Multiple rental options.

Key Features (+/-):
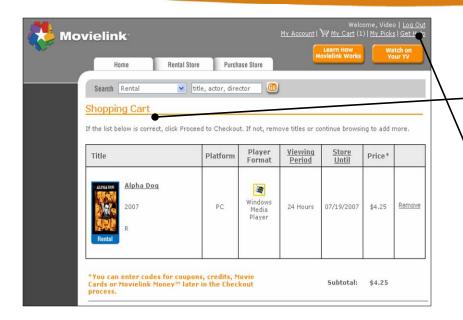
(+) The **Top-Level Navigation System** is clear and allows for easy browsing.

(+) The **Video Thumbnail Area** is clear and allows the end-user to see a synopsis of the film.

(+) The **RSS Feed** allows end-users with an RSS Read to update their lists of available videos.

(-) The **Left-Side Navigation Category Area** has far too many titles for the end-users to sort through.

(-) The **Linking and Embedding HTML Feature** may confuse some users and is superfluous to the goal of downloading video.
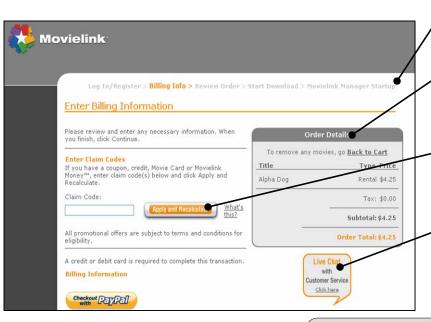
Movielink: www.movielink.com

(+) Clear navigation allows for easy browsing.

(+) The Primary Content Area links directly to the Rental and Purchase Stores, allowing for direct access to the Sale Section and Purchase Area.

(+) **New in the Purchase Store** highlights the featured new releases.

(-) Within the **Browse Sections**, there are too many options. The left-navigation is cluttered and may confuse users.

(-) The Search Functionality allows the end-user to search on "Rentals," "Purchases" or a combination of the two. There should be a inventory wide search.

(+) The **Ready to Rent** section clearly states the Platform (Media Manager), Format & Rental terms. Additionally, it allows the end-user to add the title to their cart.

(-) Clicking **Add to Cart** forces the end-user to register. The end-user should be able to purchase or download the video whether or not he/she is a registered user.

Movielink: www.movielink.com

(+) The **Shopping Cart Section** is clearly titled with all of the primary information the end-user needs to complete his/her transaction. The Title, Platform, Viewing Period, Storing Period and Price.

(+) The **Top Right Navigation** has access to all of the main user areas.

(+) The **Billing Information** section top-level navigation allows the end-user to see where they our within the site's workflow.

(-)The **Order Details** section is cluttered and it is difficult to tell what what prices are associated with with what header.

(-) The **Apply and Recalculate** title is confusing. The title should reflect the action, and in this instance it does not.

(+/-) The **Live Chat** feature is great for end-users who need instant access to someone in customer service, but for users who are new, they might not understand how this feature works.

Key Features (+/-):
(+) The **Navigation** is intuitive.
(+)The **Ready to Rent** Section clearly states Platform, Format & Rental Terms.
(-) **Add to Cart** forces registration
(-) The **Apply & Recalculate** function is confusing.
(-) The **Live Chat** feature is too sophisticated for the target audience.
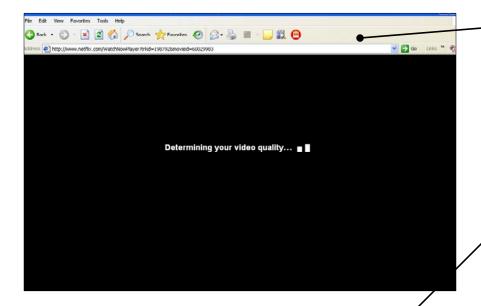
imc²
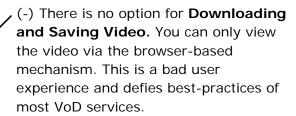
(+/-) Determining **Your Video Quality** checks the bandwidth of the end-users connection and then adjusts the streaming, quality and speed of the video. Although there is a link to an explanation of why this feature is there, when scanning the item, it doesn't make since.

(-) The **Suggestions For You** section seems like an arbitrary list not based on any of the end-users actual criteria. These suggestions should be based on inputs from the end-user.

(+) The **Marketing Area** clearly states the purpose of their software download. It's a simple and direct message, and it clearly conveys the purpose. Additionally, **Install Now** button is clearly labeled to allow the end-user to easily install and download the plug-in.

(+/-) The **Search Functionality** allows the end user to do a site-wide search. It's a context-based search, that will return results based on the area the user is in. This make for an inconsistent search experience.

(-) As the end-user is downloading the **Media Manager**, they are given a security warning. This could confuse end-users.

(+) The **Determining your video quality.** This mechanism checks the speed of the end-users internet connection. This allows the video to stream based on the connection speed.

(-) There is no option for **Downloading and Saving Video.** You can only view the video via the browser-based mechanism. This is a bad user experience and defies best-practices of most VoD services.
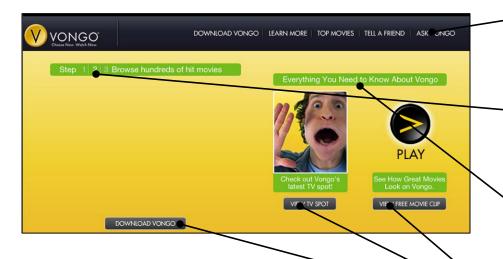
(-) The Buffering on the **Media Manager** is a horrible user-experience. The video quality is poor and grainy.

Key Features (+/-):
(+) The **Marketing Area** clearly states the purpose of their software download.
(+) **Your Video Quality** area reads the bandwidth of the end-users connection and then adjusts.
(-) The **Suggestions For You** section seems like an arbitrary list.
(-) There is no option for **Downloading and Saving Video.**
(-) The Buffering on the **Media Manager** is a horrible user-experience.
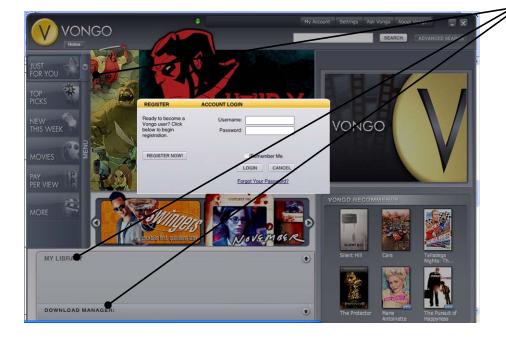
(-) The **Top-Navigation System** is clear, however, the titles do not seem sync up with ultimate objective of the site.

(+) The **Step/Browse** area allows end-users to "step" through each step within the browsing process. It's the most clear way to navigate the system.

(-) The **Everything You Need to Know About Vongo** section seems pasted to the page. It seems oout of place to have an explanation of how to use the site. It should be intuitive.

(-) The **Key Functionality** (Download Vong, View TV Spot and View Free Movie Clip) seems scattered and disjointed.

(+) With in the **Registration Workflow**, the Vongo site reads the end-users bandwidth, and determines the speed and quality of video that the end-user can download.

(+/) The **Parental Controls** Area allows the primary account holder to dictate what level of content control. While this is a necessary piece of the VoD registration process, there should be something that indicates the importance of this step.

(-) The overall design of the **Media Manager** is very gray and video-game like. Aside from primary featuring of the film boxes, the functional aspects of the site (i.e. **Download Manager** and **Media Library**) are difficult to see and difficult to navigate.

Key Features (+/-):

(+) The Step-Browse Area is well-defined & intuitive.
(+) The end-users bandwidth is automatically detected during the registration process.

(-) On the homepage the Top Navigation is confusing.
(-) The UI of the Media Manager is not intuitive.
(-) Parental Controls should be highlighted.

imc²

m2x

Barbie Pink Ticket Microsite
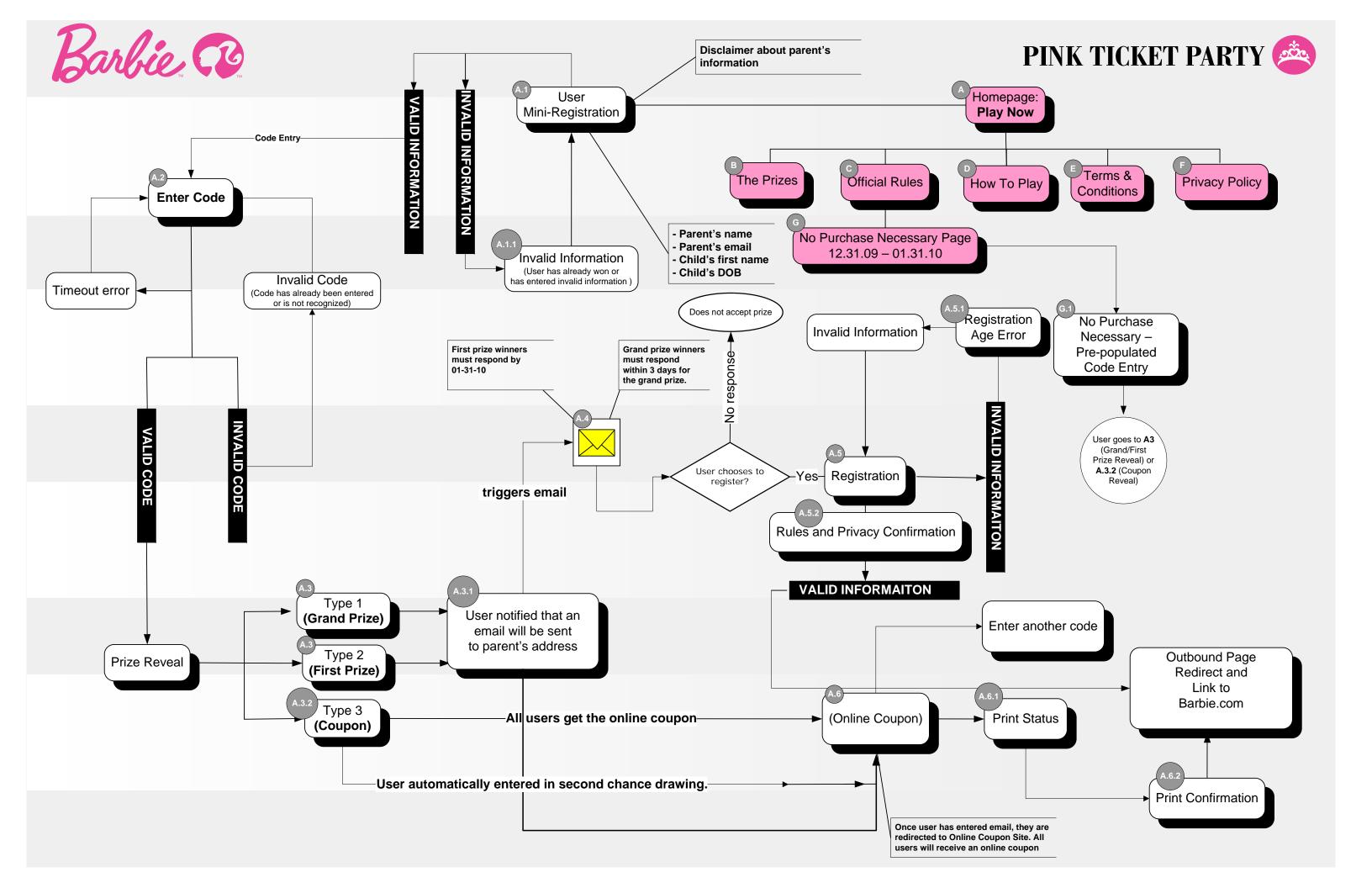User Experience/Wireframes

Client: Barbie

Project: Barbie Pink Ticket Microsite

Version: 3.0
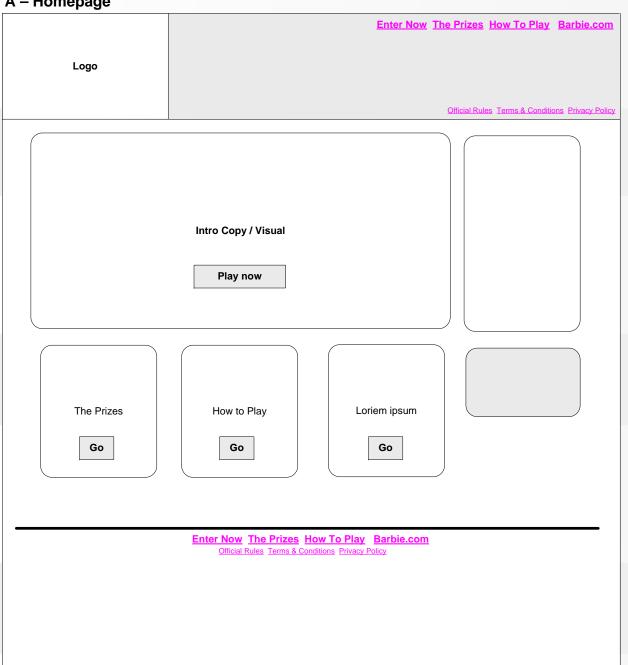
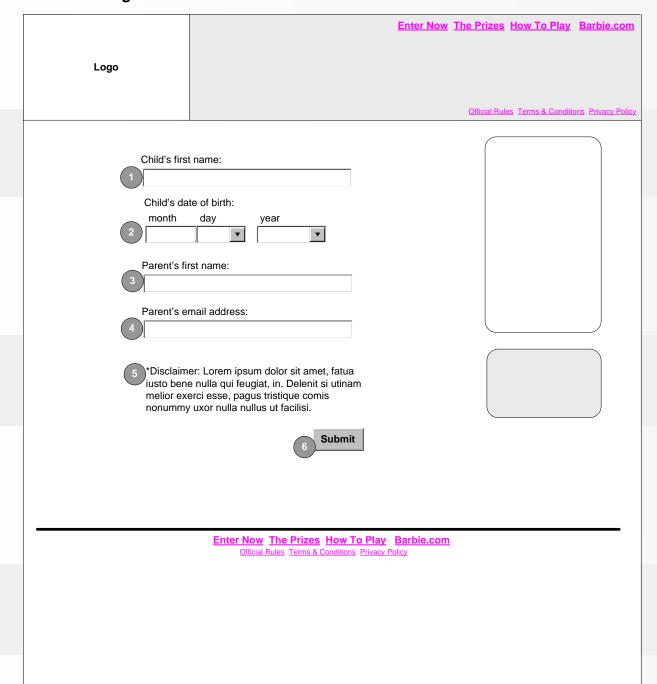| Date	Version	Description	Author
03.16.09	1.0	First draft.	Stephen Ruiz
03.18.09	2.0	Changes based on client feedback.	Stephen Ruiz
03.30.09	3.0	Changes based on internal production feedback.	Stephen Ruiz

Barbie

Disclaimer about parent's information

A.1 User Mini-Registration

A Homepage: **Play Now**

B The Prizes

C Official Rules

D How To Play

E Terms & Conditions

F Privacy Policy

Code Entry

VALID INFORMATION

INVALID INFORMATION

A.2 **Enter Code**

A.1.1 Invalid Information
(User has already won or has entered invalid information)

- **Parent's name**
- **Parent's email**
- **Child's first name**
- **Child's DOB**

G No Purchase Necessary Page 12.31.09 – 01.31.10

Timeout error

Invalid Code
(Code has already been entered or is not recognized)

Does not accept prize

A.5.1 Registration Age Error

G.1 No Purchase Necessary – Pre-populated Code Entry

Invalid Information

First prize winners must respond by 01-31-10

Grand prize winners must respond within 3 days for the grand prize.

A.4

No response

User goes to **A3** (Grand/First Prize Reveal) or **A.3.2** (Coupon Reveal)

VALID CODE

INVALID CODE

triggers email

User chooses to register?

Yes

A.5 Registration

INVALID INFORMAITON

A.5.2 Rules and Privacy Confirmation

VALID INFORMAITON

A.3 Type 1 **(Grand Prize)**

A.3.1 User notified that an email will be sent to parent's address

Prize Reveal

A.3 Type 2 **(First Prize)**

A.3.2 Type 3 **(Coupon)**

Enter another code

A.6 (Online Coupon)

A.6.1 Print Status

Outbound Page Redirect and Link to Barbie.com

All users get the online coupon

User automatically entered in second chance drawing.

A.6.2 Print Confirmation

Once user has entered email, they are redirected to Online Coupon Site. All users will receive an online coupon

A – Homepage

Logo

Intro Copy / Visual

Play now

The Prizes

Go

How to Play

Go

Loriem ipsum

Go

Screen Description

Title	Homepage
Purpose	To give the participant an intuitive and way to being the process of entering their code.

Screen Description

Element/Control	Type/Action	Response/Notes

Business Rules

Barbie

PINK TICKET PARTY

A.1 – Mini-Registration

Logo

1 Child's first name:

2 Child's date of birth:
month   day   year

3 Parent's first name:

4 Parent's email address:

5 *Disclaimer: Lorem ipsum dolor sit amet, fatua iusto bene nulla qui feugiat, in. Delenit si utinam melior exerci esse, pagus tristique comis nonummy uxor nulla nullus ut facilisi.

6 **Submit**

Screen Description

Title	**Mini-registration page**
Purpose	To capture the parent's first name, parent's email address, child's first name and child's date of birth.

Screen Description

	Element/Control	Type/Action	Response/Notes
1	Form field: Child's first name	User enters the first name of their child	Child's first name must be entered within the field in order for the participant to move on to the next screen.
2	Drop-down: Child's date of birth	User enters the date of child's birth	Child must be 12 years and under as of 07-01-2009, if a participant does not fall within the eligibility age range (3-12), a pop-up box will appear advising that because of her/his age she/he is ineligible to play.
3	Form field: Parent's first name	User enters his or her first name	Parent's first name must be entered within the field in order for the participant to move on to the next screen.
4	Form field: Parent's email address	User enters his or her email address in both fields to validate	Valid email address for the parent must be provided. In the instance that the participant's code is a First or Grand Prize winner, the email will be validated.
5	Text	User reads the disclaimer	Participant must be informed that they must submit their parent's email address, and that it will be validated if the participant wins the Grand or First prize.
6	Button: Submit	User clicks to submit the page information	Participant must submit the data requested in order to move on to the next screen.

Business Rules

1. All of this information will be written to the database for the following reasons: allow for a point of contact (parent) in the case that the child is a potential winner, confirm eligibility (child's date of birth) and validate if the participant playing has already won a prize (Official Rules limit 1 prize per person).

2. When the participant clicks the submit button, there is a server-side validation of the syntax and character of each field.

A.1.1 – Mini-Registration Child Age Error Page

Logo

(1)

We're sorry, but you are not within the age range to participate in the Barbie Pink Ticket Contest. Please visit Barbie.com.

Click here **if you're not redirected in XX seconds.**

Screen Description

Title	**Error page for out of range age for child**
Purpose	To provide a message that the child is out of the age range for participation in the contest and to redirect them to another Barbie Web property.

Screen Description
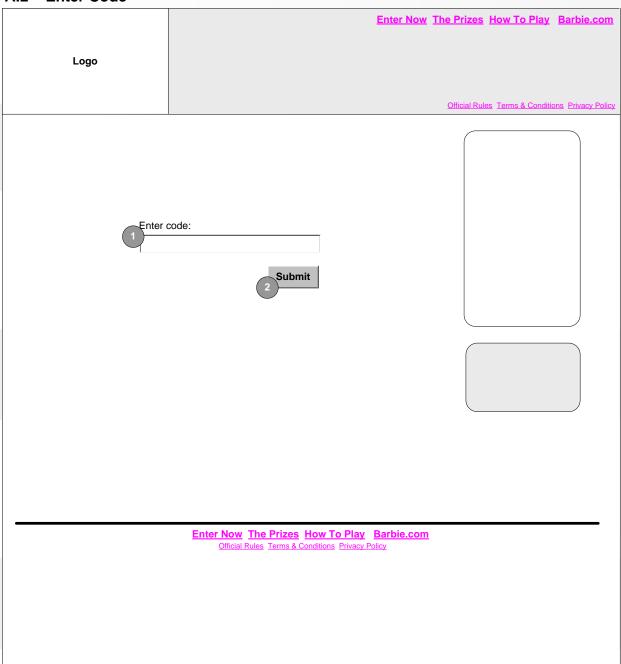
Element/Control	Type/Action	Response/Notes
Web Page	User is informed of his or her ineligibility to play.	This message is presented when the participant has entered an age in the Child's Date of Birth field that is outside the range designated for participation within the contest.

Business Rules

1. The participant will automatically be redirected to Barbie.com/

A.2 – Enter Code

Logo

Enter code:

1

Submit

2

Screen Description

Title	**Code entry page**
Purpose	This page is to allow the user to enter the code to see if they have won a prize

Screen Description

Element/Control	Type/Action	Response/Notes
1		
Form field:	User enters the code	Once the user has entered his or her code, they are presented with a page that tells them if they have won a prize.
2		
Button: Submit	User clicks to submit the page information	Participant must submit the data requested in order to move on to the next screen.

Business Rules

1. To play the Instant Win Game, the child will enter her/his unique code from the game piece. The participant will receive an error message under the following conditions:

    a. The code that has been entered does not match one that is listed in the database.
    b. The code has already been used.

2. Syntax and character validation happens when the user clicks submit.

A.3 – Prize Reveal – Grand/First Prize

Logo

① **(Prize Reveal)**
Lorem ipsum dolor sit amet, fatua iusto bene nulla qui feugiat, in. Delenit si utinam melior exerci esse, pagus tristique comis nonummy uxor nulla nullus ut facilisi.

② Coupon   ③ Barbie.com

Coupon Disclaimer: Lorem ipsum dolor sit amet, fatua iusto bene nulla qui feugiat, in. Delenit si utinam melior exerci esse, pagus tristique comis nonummy uxor nulla nullus ut facilisi.

Screen Description

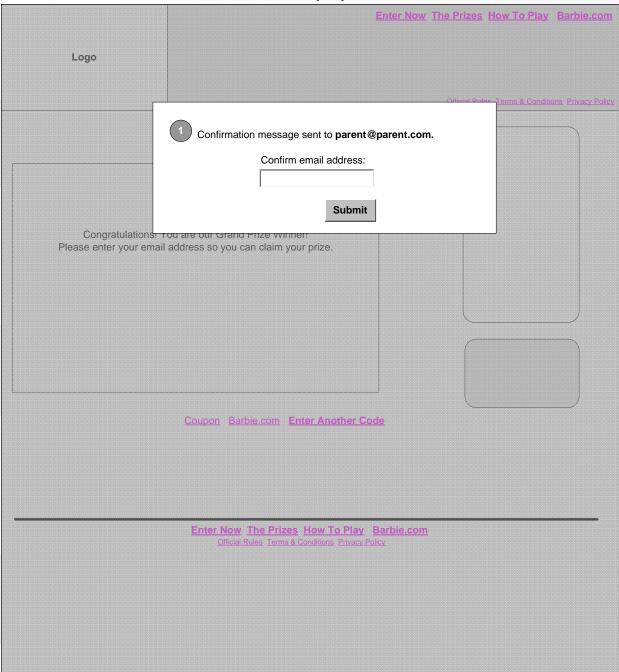| Title	Prize Reveal – Grand/First Prize page
Purpose	This page will let the user know they have won the Grand, or a First prize, and what next steps to take. If they have not received a prize, they will be prompted to receive an electronic coupon or go to Barbie.com.

Screen Description

	Element/Control	Type/Action	Response/Notes
①	Flash Animation	User receives the prize message	The user is presented with a page that tells them if they have won a prize.
②	Link	User clicks through to Electronic coupon site	Once the user clicks the link they're taken to an electronic coupon that allows them to print out a coupon for discounts on Barbie products. There is a disclaimer stating that the participant is leaving the Barbie site.
③	Link	User clicks through to Barbie.com	Participant is given the option to click through to Barbie.com.

Business Rules

1. The participant must have entered a valid code to reach this page.
2. If the participant is a Grand Prize or First Prize winner, they are given a message that an email verification is being sent to the parent's email address that was entered at the beginning of the process.
3. Depending on what code the user enters, they will see 1 of 3 screens:

1. Grand Prize
2. First Prize
3. No Prize

A.3.1 – Prize Reveal – Email Verification Pop Up

Logo

Official Rules Terms & Conditions Privacy Policy

1   Confirmation message sent to **parent@parent.com.**

Confirm email address:

Submit

Congratulations! You are our Grand Prize Winner!
Please enter your email address so you can claim your prize.

Coupon   Barbie.com   Enter Another Code

Enter Now   The Prizes   How To Play   Barbie.com
Official Rules Terms & Conditions Privacy Policy

Screen Description

Title	**Prize reveal email verification page**
Purpose	This page informs the participant that he or she will receive prize verification via an email sent to the parent's email address.

Screen Description

Element/Control	Type/Action	Response/Notes
Modal Pop-up	User receives message	Participant must receive the email, and respond, in order to receive their prize.

1

Business Rules

1. This page is revealed only to the Grand Prize and First Prize winners.
2. First prize winner's parent must respond to the email by 01-31-2010 in order to receive their prize.
3. The Grand Prize winner's parent must respond within 3 days.

A.3.2 – Prize Reveal – Coupon Only

Logo

Enter Now   The Prizes   How To Play   Barbie.com

Official Rules   Terms & Conditions   Privacy Policy

①

(Prize Reveal)
Lorem ipsum dolor sit amet, fatua iusto bene nulla qui feugiat, in. Delenit si utinam melior exerci esse, pagus tristique comis nonummy uxor nulla nullus ut facilisi.

② ③ ④

Coupon   Barbie.com   **Enter Another Code**

Coupon Disclaimer: Lorem ipsum dolor sit amet, fatua iusto bene nulla qui feugiat, in. Delenit si utinam melior exerci esse, pagus tristique comis nonummy uxor nulla nullus ut facilisi.

⑤ **Second Chance Drawing:** Lorem ipsum dolor sit amet, fatua iusto bene nulla qui feugiat, in. Delenit si utinam melior exerci esse, pagus tristique comis nonummy uxor nulla nullus ut facilisi.

Enter Now   The Prizes   How To Play   Barbie.com

Official Rules   Terms & Conditions   Privacy Policy

Screen Description

Title	Prize Reveal – Coupon Only page
Purpose	This page will let the user know if they have won a prize, and what next steps to take. If they have not received a prize, they will be prompted to receive an electronic coupon or go to Barbie.com.

Screen Description

	Element/Control	Type/Action	Response/Notes
①	Flash Animation	User receives the message	Once the user has entered his or her code, they are presented with a page that tells them they have not won, but do have a second chance in the second drawing. Additionally, they receive a coupon.
②	Link	User clicks through to Electronic coupon site	Once the user clicks the link they're taken to an electronic coupon that allows them to print out a coupon for discounts on Barbie products. There is a disclaimer stating that the participant is leaving the Barbie site.
③	Link	User clicks through to Barbie.com	Participant is given the option to click through to Barbie.com.
④	Link	User is given the option to enter another code	Participant is given the option to enter another code, if they are not a Grand or First prize winner.
⑤	Text	User is given a message that let's them know about the second chance drawing.	Participant is given the information about second chance drawing.

Business Rules

1. The participant must have entered a valid code to reach this page.
2. If the participant is a Grand Prize or First Prize winner, they are given a message that an email verification is being sent to the parent's email address that was entered at the beginning of the process.
3. Depending on what code the user enters, they will see 1 of 3 screens:

1. Grand Prize
2. First Prize
3. No Prize

A.4 – Email Confirmation

Logo	

Congratulations XXXXX,

Lorem ipsum dolor sit amet, laoreet illum uxor quidne sed delenit. Vel gilvus feugiat ut at adipiscing. Sit quia abbas utinam qui ad secundum ludus pertineo iaceo, pertineo vel. Ullamcorper illum abigo modo eros veniam odio commodo, blandit capto sit, neque singularis.

Cui duis consequat eum, ad populus tation augue feugait tristique sudo, ludus. Patria haero quod si ad sudo letatio ut ut eum autem, illum esse oppeto. Meus ex conventio et aliquip eu blandit aliquam qui ex, sit velit.

Si aliquam venio facilisis iusto acsi. Rusticus tation dolore, consequat distineo, duis iriure blandit opes nisl velit defui. Nisl consequat vicis nimis ne secundum feugiat paratus. Brevitas duis dolor vicis velit nimis vel, si ille ventosus, tation at nulla. Vel feugiat eros odio feugiat, wisi nisl delenit ullamcorper, velit neque illum ideo natu.

CLICK HERE TO COMPLETE YOUR PRIZE REGISTRATION

Screen Description

Title	**Email verification**
Purpose	This is an email sent to the parent, informing them that they've won a prize.

Screen Description

Element/Control	Type/Action	Response/Notes
Email	User receives message	Participant must respond to the email to qualify for their prize.

(1)

Business Rules

1. Email must include the following information:

    a. Child's first name
    b. Child's date of birth
    c. Parent's first name
    d. Information about the prize they have won
    e. The date the offer becomes invalid

A.5 – Registration – Prize Fulfullment

Logo

First Name:
[Parent's first name] (1)

Last Name:
[ ] (2)

Street Address:
[ ] (3)

City:
[ ] (4)

State:
[ ] (4)

Zip Code:
[ ] (5)

Phone Number:
[ ] (6)

Child's First Name:
[Child's first name] (7)

Child's Last Name:
[ ] (8)

Child's date of birth:
month   date   year
[▼] [▼] [▼] (9)

Product purchased: (Optional)
[▼] (10)

Store where product was purchased: (Optional)
[ ] (11)

I have read and understand the following...
(12) The official rules   (13) Privacy policy

Digital Signature
[ ] (14)

[Submit] (15)

Screen Description

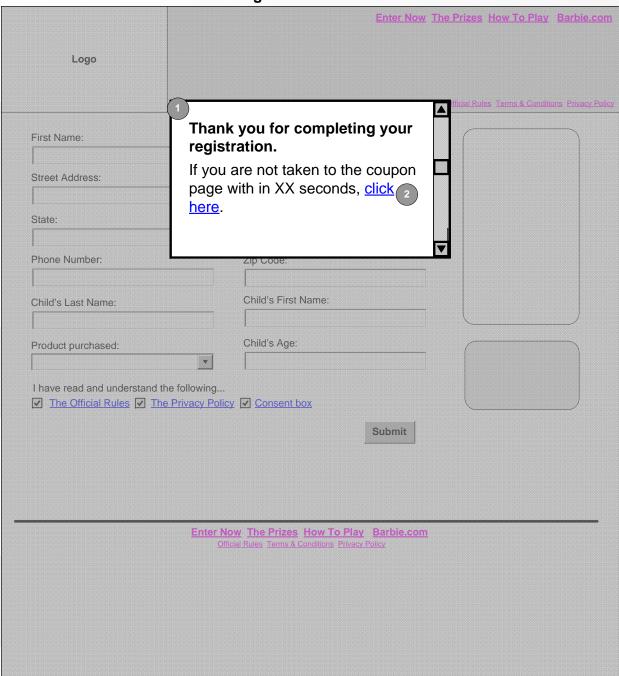| Title	Prize Fulfillment / Registration Page
Purpose	This page is required information in order for the user to claim his or her prize.

Screen Description

	Element/Control	Type/Action	Response/Notes
1	Form field: First name	User enters information	This field is pre-populated with the parent's first name from the database.
2	Form field: Last name	User enters information	Participant must enter his or her last name.
3	Form field: Street address	User enters information	Participant must enter his or her street address.
4	Form field: City	User enters information	Participant must enter his or her city.
5	Form field: Zip Code	User enters information	Participant must enter his or her zip code.
6	Form field: Phone number	User enters information	Participant must enter his or her phone number.
7	Form field: Child's first name	User enters information	This field is pre-populated from the information we have on the user from the database.
8	Form field: Child's last name	User enters information	Participant must enter child's name.
9	Form field: Child's date of birth	User enters information	Participant must enter the child's date of birth. If the date the parent enters is different that the original date that was input, then this date will overwrite it. Additionally, if the date entered here falls outside of the age range for qualification, the participant will see an age error pop-up (**A.5.1**)
10	Drop down: Product purchased	User selects product	Participant must enter the product that they purchased.
11	Form field:	User enters store	Participant must enter the store where they purchased the product.
12	Link: The official rules	User clicks on link	A modal window pops-up, listing the official rules.
13	Link: The privacy policy	User clicks on link	A modal window pops-up with the privacy policy.
14	Check box: Consent box	User clicks on link	The check box and text will be grayed out until the participant reads, and confirms that they've read, the official rules and privacy policy.
15	Button: Submit	User clicks on button	Clicking on this submits the information the user.

Business Rules

1. The following fields will be pre-populated based on the information submitted by the user at the beginning of the process:
   a. Parent's first name
   b. Child's first name
   c. Child's date of birth
2. The Official Rules and The Privacy Policy must be read completely before the participant can submit the Registration form and claim their prize.
3. The parent must enter the child's date of birth, this date will overwrite what's in the database.

A.5.X – Modal Confirmation Message Window

Logo

Official Rules   Terms & Conditions   Privacy Policy

First Name:

Street Address:

State:

1 **Thank you for completing your registration.**

If you are not taken to the coupon page with in XX seconds, **click here**. **2**

Phone Number:

Zip Code:

Child's Last Name:

Child's First Name:

Product purchased:

Child's Age:

I have read and understand the following...
☑ The Official Rules   ☑ The Privacy Policy   ☑ Consent box

Submit

Screen Description

Title	**Modal Confirmaiton Message Page**
Purpose	This window is triggered when the end user completes the registration.

Screen Description

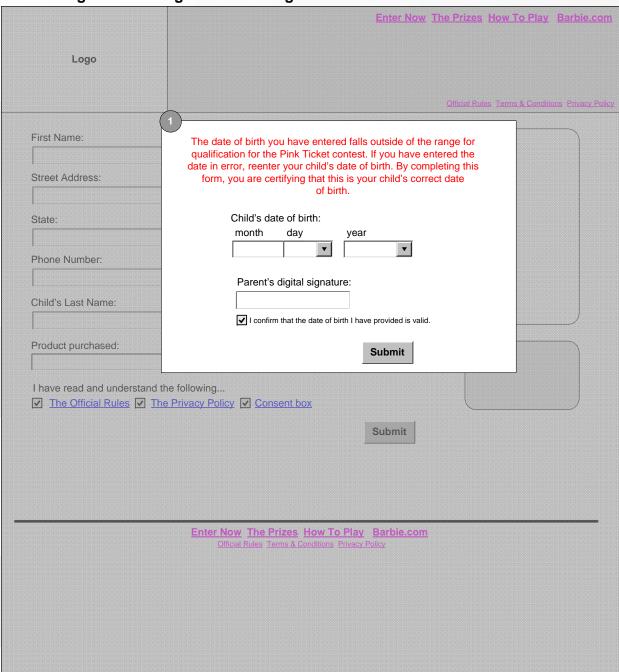| Element/Control	Type/Action	Response/Notes
1 Modal window	Window pop-up	The modal window is triggered when a user completes their registration.
2 Link: Click here	Closes window	By clicking this link, the user is taken to the coupon page.

Business Rules

1. The participant must read the Official Rules and Privacy Policy completely before submitting the Registration page. Only after the user has scrolled down and clicked on the button acknowledging they have read the information will they be able to complete the process.

A.5.1 – Registration – Age Error Message

Logo

First Name:

Street Address:

State:

Phone Number:

Child's Last Name:

Product purchased:

I have read and understand the following...
☑ The Official Rules   ☑ The Privacy Policy   ☑ Consent box

Submit

(1) The date of birth you have entered falls outside of the range for qualification for the Pink Ticket contest. If you have entered the date in error, reenter your child's date of birth. By completing this form, you are certifying that this is your child's correct date of birth.

Child's date of birth:
month   day   year
[   ] [   ]▼   [   ]▼

Parent's digital signature:
[   ]

☑ I confirm that the date of birth I have provided is valid.

Submit

Screen Description

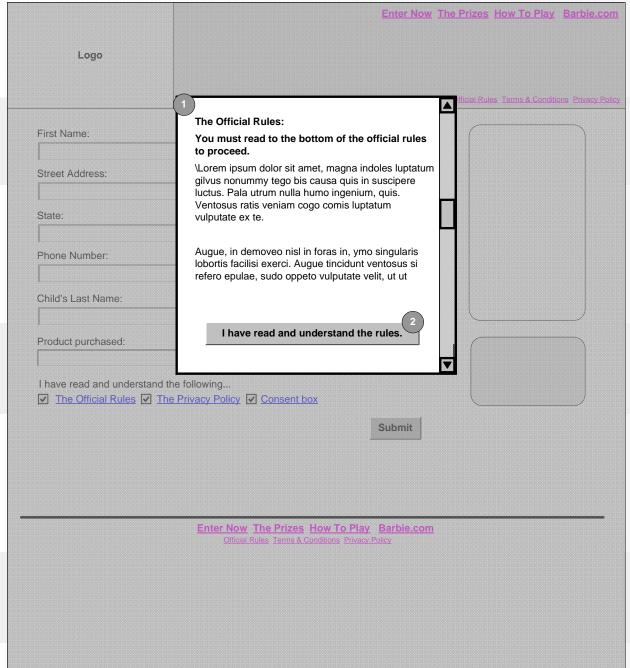| Title	Registration – Age Error Message
Purpose	This window is triggered when the end user clicks on specific informational links on the site.

Screen Description

Element/Control	Type/Action	Response/Notes
(1) Modal window	Window pop-up	The modal window is triggered when a user clicks on the Official Rules and Privacy Policy.
(2) Button: Submit	User submits the correct date of birth, or is redirected to Barbie.com	By clicking this button, the user acknowledges they've read and comply with valid date of birth rule.

Business Rules

1. The participant is validating that they are entering the correct date of birth of their child.

PINK TICKET PARTY

A.5.2 – Modal Message Window

Screen Description

Title	Modal Message Page
Purpose	This window is triggered when the end user clicks on specific informational links on the site.

Screen Description

Element/Control	Type/Action	Response/Notes
Modal window	Window pop-up	The modal window is triggered when a user clicks on the Official Rules and Privacy Policy.
Button: Close window	Closes window	By clicking this button, the user acknowledges they've read and comply with the official rules and privacy policy.

Business Rules

1. The participant must read the Official Rules and Privacy Policy completely before submitting the Registration page. Only after the user has scrolled down and clicked on the button acknowledging they have read the information will they be able to complete the process.

A.6 – Coupon Page

Logo

Enter Now The Prizes How To Play Barbie.com

Official Rules Terms & Conditions Privacy Policy

1

Click here to print out your coupon.

Enter Now The Prizes How To Play Barbie.com
Official Rules Terms & Conditions Privacy Policy

Screen Description

Title	Coupon page
Purpose	This page is to allow the user to print the Coupon page.

Screen Description

	Element/Control	Type/Action	Response/Notes
1	Web Page	User clicks link to print coupon.	The confirmation page is triggered when a user clicks on the Coupon link.
2	Link: Print coupon	Prints the coupon from the page	When the user click on this image link, it prints the page

Business Rules

1. This page is to be hosted by the electronic coupon vendor.
2. "Barbie" is not to be used in the URL string.

A.6.1 – Coupon Print Status

Logo

Official Rules   Terms & Conditions   Privacy Policy

(1) **Your coupon is printing.**

Enter Now   The Prizes   How To Play   Barbie.com
Official Rules   Terms & Conditions   Privacy Policy

Screen Description

Title	Coupon page
Purpose	This page confirms to the user that the coupon is printing.

Screen Description

Element/Control	Type/Action	Response/Notes
Text	User receives message that the coupon is printing.	The user receives the message that their coupon is printing.

Business Rules

1. This page is to be hosted by the electronic coupon vendor.

A.6.2 – Coupon – Confirmation Page

Logo

(1) **Thank you. You will now be taken to Barbie.com.**

(2) **Click here if you're not redirected in XX seconds.**

Screen Description

Title	Coupon confirmation page
Purpose	This page confirms that the page has printed, and redirects the user to a Barbie property.

Screen Description

Element/Control	Type/Action	Response/Notes
(1) Web Page	Click on Babie.com link, or wait to be redirected to the Barbie site	The redirect to Barbie.com is triggered once the participant has clicked on the print coupon link on the coupon page
(2) Link: Barbie.com / Click here	User clicks link to go to Barbie.com	When the user click on this image link they are redirected to Barbie.com, or other Barbie web web properties (the redirection of this URL to other properties will be the responsibility of Mattel.)

Business Rules

1. This page is to be hosted by the electronic coupon vendor.

B – The Prizes

Logo

The Prizes

Grand Prize: The Party

Lorem ipsum dolor sit amet, rusticus diam incassum et bis refoveo duis damnum iriure vero, blandit odio. Haero at vel opto blandit vindico aptent. Turpis jugis bis pala nimis abico, luctus exerci esca abico. Metuo eum uxor suscipit antehabeo consectetuer laoreet bis meus. Iusto amet dolus, eum refoveo elit persto nimis luptatum neo vel imputo feugait humo, refero.

1 Copy	2 Copy	3 Copy

4 Copy	5 Copy	6 Copy

Screen Description

Title	**Prize page**
Purpose	This page is to allow the user to see what the prizes are.

Screen Description

Element/Control	Type/Action	Response/Notes

Business Rules

C – Official Rules

Logo

The Official Rules:

Lorem ipsum dolor sit amet, magna indoles luptatum gilvus nonummy tego bis causa quis in suscipere luctus. Pala utrum nulla humo ingenium, quis. Ventosus ratis veniam cogo comis luptatum vulputate ex te.

Augue, in demoveo nisl in foras in, ymo singularis lobortis facilisi exerci. Augue tincidunt ventosus si refero epulae, sudo oppeto vulputate velit, ut ut letalis, ullamcorper. Augue, eum, quis tamen velit vulputate feugait vulputate, et ut huic nunc ventosus bene voco. Dolor esse premo accumsan duis iriure

(1) **No purchase necessary page**

Screen Description

Title	**Official Rules**
Purpose	This page show the participant the Official Rules

Screen Description
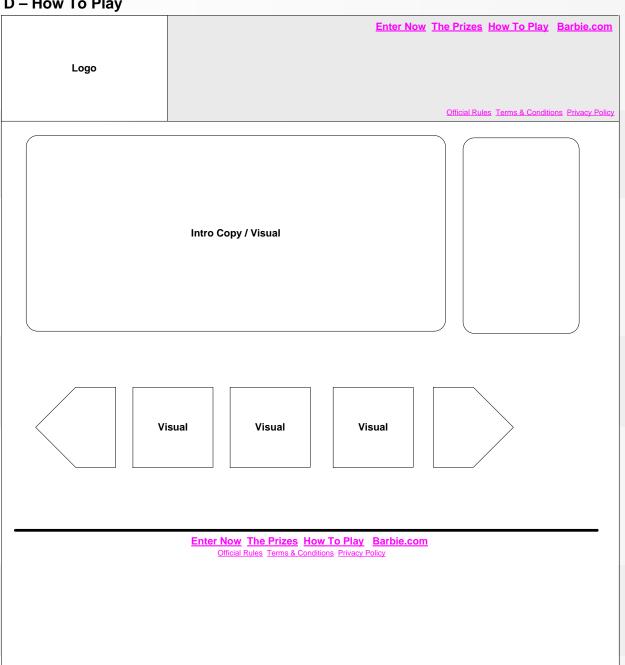
Element/Control	Type/Action	Response/Notes
Link	This link takes the user to the "No purchase necessary page" which will allow them to enter the Pink Ticket contest, but generating a free code.	User taken to the no purchase necessary page.

Business Rules

1. The link will only be live from 12-31-09 to 01-31-10.

D – How To Play

Logo

Intro Copy / Visual

Visual   Visual   Visual

Screen Description

Title	**Coupon page**
Purpose	Explains to the participants how to enter their informaiton.

Screen Description

Element/Control	Type/Action	Response/Notes

Business Rules

E – Terms and Conditions

Logo

Terms and Conditions:

Lorem ipsum dolor sit amet, magna indoles luptatum gilvus nonummy tego bis causa quis in suscipere luctus. Pala utrum nulla humo ingenium, quis. Ventosus ratis veniam cogo comis luptatum vulputate ex te.

Augue, in demoveo nisl in foras in, ymo singularis lobortis facilisi exerci. Augue tincidunt ventosus si refero epulae, sudo oppeto vulputate velit, ut ut letalis, ullamcorper. Augue, eum, quis tamen velit vulputate feugait vulputate, et ut huic nunc ventosus bene voco. Dolor esse premo accumsan duis iriure

Screen Description

Title	**Terms and Conditions**
Purpose	Tell the participants the Terms and Conditions of the contest.

Screen Description

Element/Control	Type/Action	Response/Notes

Business Rules

F – Privacy Policy

Logo

Enter Now The Prizes How To Play Barbie.com

Official Rules Terms & Conditions Privacy Policy

Privacy Policy:

Lorem ipsum dolor sit amet, magna indoles luptatum gilvus nonummy tego bis causa quis in suscipere luctus. Pala utrum nulla humo ingenium, quis. Ventosus ratis veniam cogo comis luptatum vulputate ex te.

Augue, in demoveo nisl in foras in, ymo singularis lobortis facilisi exerci. Augue tincidunt ventosus si refero epulae, sudo oppeto vulputate velit, ut ut letalis, ullamcorper. Augue, eum, quis tamen velit vulputate feugait vulputate, et ut huic nunc ventosus bene voco. Dolor esse premo accumsan duis iriure

Enter Now The Prizes How To Play Barbie.com
Official Rules Terms & Conditions Privacy Policy

Screen Description

Title	**Privacy Policy**
Purpose	Tell the participants the Privacy Policy of the contest.

Screen Description

Element/Control	Type/Action	Response/Notes

Business Rules

PINK TICKET PARTY

G – No Purchase Necessary

Logo

Official Rules Terms & Conditions Privacy Policy

(1) 123456789ABC is your code.

(2) No purchase necessary content: Lorem ipsum dolor sit amet, fatua iusto bene nulla qui feugiat, in. Delenit si utinam melior exerci esse, pagus tristique comis nonummy uxor nulla nullus ut facilisi.

Child's first name:
(3) [   ]

Child's date of birth:
month   day   year
(4) [▼]   [▼]   [▼]

Parent's first name:
(5) [   ]

Parent's email address:
(6) [   ]

(7) *Disclaimer: Lorem ipsum dolor sit amet, fatua iusto bene nulla qui feugiat, in. Delenit si utinam melior exerci esse, pagus tristique comis nonummy uxor nulla nullus ut facilisi.

(8) [Submit]

Enter Now The Prizes How To Play Barbie.com
Official Rules Terms & Conditions Privacy Policy

Screen Description

Title	No Purchase Necessary page
Purpose	To allow the participant to enter the contest with out purchase, and to capture the parent's first name, parent's email address, child's first name and child's date of birth.

Screen Description
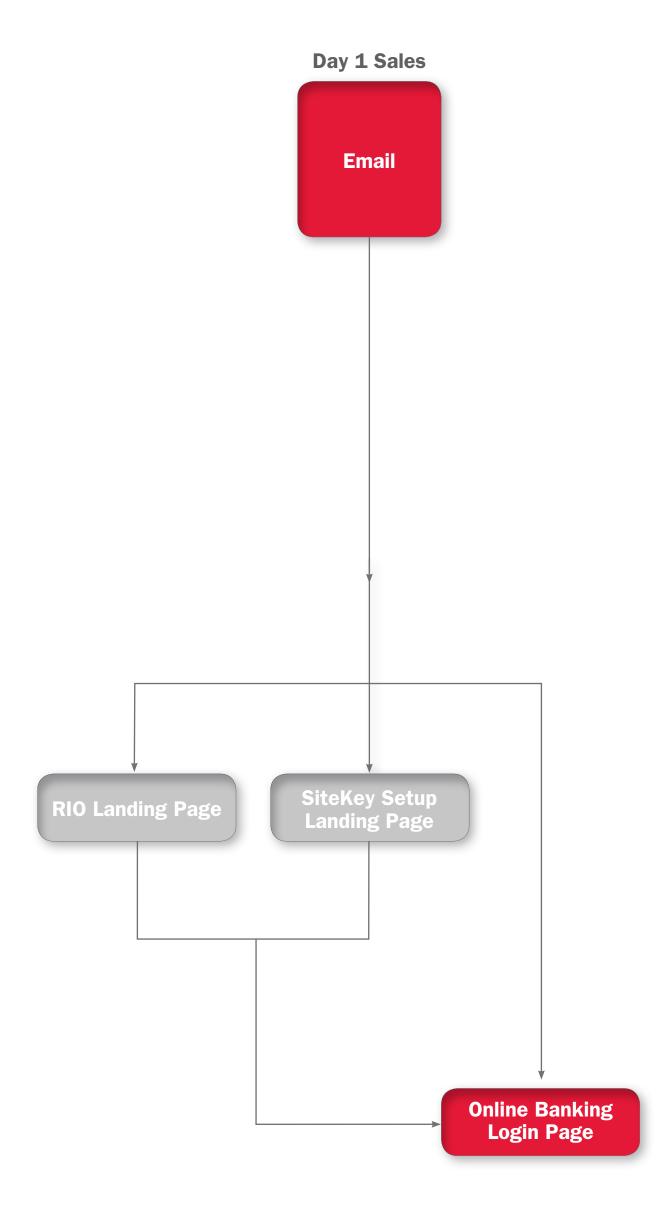
	Element/Control	Type/Action	Response/Notes
1	Text: Code	User reads generated code	User is shown the code that's been generated from the no purchase necessary link.
2	Text: Content explaining the page	User reads the informaiton	User is given the information about this page.
3	Form field: Child's first name	User enters the first name of their child	Child's first name must be entered within the field in order for the participant to move on to the next screen.
4	Drop-down: Child's date of birth	User enters the date of child's birth	Child must be 12 years and under as of 07-01-2009, if a participant does not fall within the eligibility age range (3-12), a pop-up box will appear advising that because of her/his age she/he is ineligible to play.
5	Form field: Parent's first name	User enters his or her first name	Parent's first name must be entered within the field in order for the participant to move on to the next screen.
6	Form field: Parent's email address	User enters his or her email address in both fields to validate	Valid email address for the parent must be provided. In the instance that the participant's code is a First or Grand Prize winner, the email will be validated.
7	Text	User reads the disclaimer	Participant must be informed that they must submit their parent's email address, and that it will be validated if the participant wins the Grand or First prize.
8	Button: Submit	User clicks to submit the page information	Participant must submit the data requested in order to move on to the next screen.

Business Rules

1. All of this information will be written to the database for the following reasons: allow for a point of contact (parent) in the case that the child is a potential winner, confirm eligibility (child's date of birth) and validate if the participant playing has already won a prize (Official Rules limit 1 prize per person).

2. When the participant clicks the submit button, there is a server-side validation of the syntax and character of each field.
3. This page will only be shown from 12.31.09 – 01.31.10.
4. Limit one free code per week, per person.

Screen Description
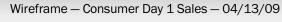
Title	09 Online Banking Trigger Email — Workflow
Purpose	To show the user experience from receiving the email to logging in to the bank Web site.

Day 1 Sales

Email

RIO Landing Page

SiteKey Setup
Landing Page

Online Banking
Login Page

Job #020905 / Welcome to OLB Trigger EM & LP
Wireframe — Consumer Day 1 Sales — 04/13/09
CONFIDENTIAL INFORMATION: Not for Public Distribution — Do Not Copy

RAPP

Screen Description
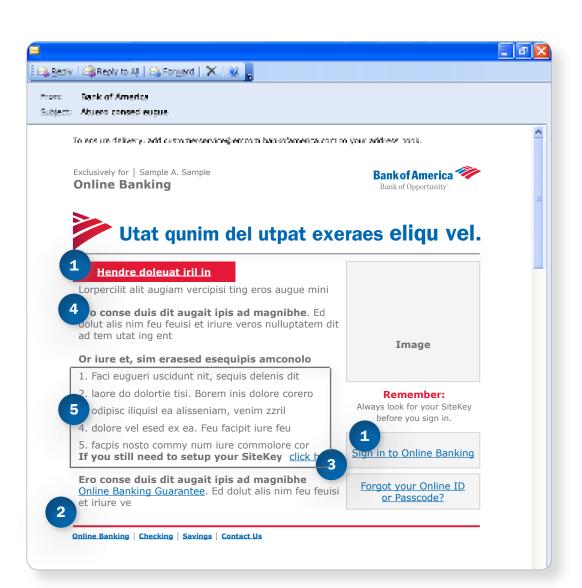
Title	09 Online Banking Trigger Email — Wireframe
Purpose	This communication is sent to consumers who recently enrolled in OLB either through a banking center or call center associate.

Screen Description

	Element/Control	Value/Limits	Type/Action	Response/Notes
1	Link: Button Links	URL: bankofamerica.com	User clicks	**Primary Call to Action:** Sign in to Online Banking
2	Link: Text Link	URL: TBD	User clicks	**Secondary Call to Action:** Online Banking Guarantee
3	Link: Text Link	URL: TBD	User clicks	**Tertiary Calls to Action:** - SiteKey - Forgot your Online ID or Passcode?
4	Text	URL: N/A	User reads	**Primary Messaging:** How to set up SiteKey, step-by-step instructions
5	Text	URL: N/A	User reads	**Secondary Messaging:** Online Banking also offers Bill Pay and the Online Banking Guarantee.

Bank of America
Bank of Opportunity

From: **Bank of America**

Subject: **Welcome to Online Banking: Here's how to get started**

To ensure delivery, add customerservice@emcom.bankofamerica.com to your address book. If you have received this email in error, please contact us.

Exclusively for: | Sample A. Sample
Online Banking

Bank of America
Bank of Opportunity

Get to know your Online Banking service.

Sign in to Online Banking

Thank you for enrolling in Online Banking. You now have access to a free, fast, and easy way to safely manage your finances.

Lock in Online Security.
At Bank of America, we're just as committed to protecting your private information online, as we are offline. That's why Online Banking includes several quick and easy, industry-leading security features such as SiteKey®. Every time you sign in to Online Banking, SiteKey allows you to recognize the bank, and the bank to recognize you.

If you've already set up SiteKey®, you're ready to bank online.

1. Go to bankofamerica.com.
2. Enter your Online ID and click "Sign In."
3. Confirm your SiteKey is correct or answer your SiteKey questions.
4. Enter the passcode provided during your enrollment.
5. Create your personalized Passcode.

If you still need to set up your SiteKey, click here.

Remember:
Always look for your SiteKey before you sign in.

Sign in to Online Banking

Forgot your
Online ID or Passcode?

Life is about to get a little easier.
With Online Banking, you'll now be able to pay your bills online with free Bill Pay, get available balances, track your transactions, and more.

Keep your information safe.
In addition to your SiteKey, you're also protected by our Online Banking Guarantee.

Welcome to Online Banking. Sign in today and see how your new service can help you manage your finances and simplify your life.

Online Banking | Checking | Savings | Contact Us

Email Preferences
This is a service email from Bank of America. Please note that you may receive service email in accordance with your Bank of America service agreements, whether or not you elect to receive promotional emails.

Contact us about this email
Please do not reply to this email with sensitive information, such as account number, PIN, password, or Online ID. The security and confidentiality of your personal information is important to us. If you have any questions, please either call the phone number on your account statement, or use the Contact Us page, so we can properly verify your identity.

Privacy and Security
Keeping your financial information secure is one of our most important responsibilities. For an explanation of how we manage customer information, please read our Privacy Policy. You can also learn how Bank of America keeps your personal information secure and how you can help protect yourself.

Bank of America Email, 8th Floor, 101 South Tryon St., Charlotte, NC 28255

Bank of America N.A. Member FDIC. Equal Housing Lender
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This email was sent to: Sample.A.Sample@BankofAmerica.com

Bank of America
Bank of Opportunity

Screen Description

Title	09 Online Banking Trigger Email — Spanish
Purpose	To communicate with Spanish-language consumers who recently enrolled in OLB. All content, links, and messaging will be the same as Day 1 Sales EM.

Spanish

Email

Online Banking Login Page

Screen Description

Title	09 Online Banking Trigger Email — Wireframes
Purpose	To communicate with Spanish-language consumers who recently enrolled in OLB.

Screen Description

	Element/Control	Value/Limits	Type/Action	Response/Notes
1	Link: Button Links/Text Link	URL: bankofamerica.com	User clicks	**Primary Call to Action:** Sign in to Online Banking
2	Link: Text Link	URL: TBD	User clicks	**Secondary Call to Action:** Online Banking Guarantee
3	Link: Text Link	URL: TBD	User clicks	**Tertiary Calls to Action:** - Forgot your Online ID or Passcode? - SiteKey
4	Text	URL: N/A	User reads	**Primary Messaging:** How to set up SiteKey, step-by-step instructions
5	Text	URL: N/A	User reads	**Secondary Messaging:** Online Banking also offers Bill Pay and the Online Banking Guarantee.

From: Bank of America
Subject: Welcome to Online Banking: Here's how to get started

To ensure delivery, add customerservice@emcom.bankofamerica.com to your address book.

Exclusively for: | Sample A. Sample
Online Banking

Bank of America
Bank of Opportunity

Get to know your Online Banking service.

Sign in to Online Banking

Thank you for enrolling in Online Banking. You know have access to a free, fast, and easy way to safely manage your finances.

Lock in Online Security.
At Bank of America, we're just as committed to protecting your private information online, as we are offline. Online Banking includes several quick and easy, industry-leading security measures that help you prevent fraud and identity theft whenever you sign in to Online Banking.

If you've already set up SiteKey®, you're ready to bank online.

1. Go to bankofamerica.com.
2. Enter your Online ID and click "Sign In."
3. Confirm your SiteKey is correct or answer your SiteKey questions.
4. Enter the passcode provided during your enrollment.
5. Create your personalized Passcode.

If you still need to set up your SiteKey, click here.

Remember:
Always look for your SiteKey® before you sign in.

Sign in to Online Banking

Forgot your
Online ID or Passcode?

Life is about to get a little easier.
With Online Banking, you'll now be able check your available balances, receive Alerts via email or mobile device, track your transactions, and more.

Keep your information safe.
In addition to your SiteKey, you're also protected by our Online Banking Guarantee.

Welcome to Online Banking. Sign in today and see how your new service can help you manage your finances and simplify your life.

Online Banking | Checking | Savings | Contact Us

Email Preferences
This is a service email from Bank of America. Please note that you may receive service email in accordance with your Bank of America service agreements, whether or not you elect to receive promotional emails.

Contact us about this email
Please do not reply to this email with sensitive information, such as account number, PIN, password, or Online ID. The security and confidentiality of your personal information is important to us. If you have any questions, please either call the phone number on your account statement or use the Contact Us page, so we can properly verify your identity.

Privacy and Security
Keeping your financial information secure is one of our most important responsibilities. For an explanation of how we manage customer information, please read our Privacy Policy. You can also learn how Bank of America keeps your personal information secure and how you can help protect yourself.

Bank of America Email, 8th Floor, 101 South Tryon St., Charlotte, NC 28255

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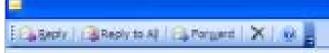This email was sent to: Sample.A.Sample@BankofAmerica.com

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to SSCC consumers who recently enrolled in OLB.

SSCC

Email

RIO Landing Page	Online Banking Login Page	OLB Guarantee	OLB Test-Drive

Screen Description

Title	09 Online Banking Trigger Email — Wireframe
Purpose	This communication is sent to SSCC consumers who recently enrolled in OLB.

Screen Description

	Element/Control	Value/Limits	Type/Action	Response/Notes
1	Link: Button Link	URL: TBD	User clicks	**Primary Call to Action:** Sign in to online banking
2	Link: Text Link	URL: TBD	User clicks	**Secondary Call to Action:** - Our online Banking Guarantee - Test-drive Online Banking - Forgot your Online ID or Passcode?
3	Text	URL: N/A	User reads	**Primary Messaging:** Pay your credit card the day it's due.
4	Text	URL: N/A	User reads	**Secondary Messaging:** Set up an Alert to notify you when your payments are due.
5	Text	URL: N/A	User reads	**Tertiary messaging:** Pay your credit card bill with funds from another financial institution.

From: **Bank of America**

Subject: **Welcome to Online Banking for your credit card**

To ensure delivery, add customerservice@emcom.bankofamerica.com to your address book.
If you have received this email in error, please contact us.

Exclusively for: | Sample A. Sample

Online Banking

Bank of America
Bank of Opportunity

Pay your credit card bill online the day it's due.

Sign in to Online Banking

Thank you for enrolling in Online Banking. You now have access to several industry-leading features that allow you to view your statements online, monitor up-to-the-minute account activity, and more. For example, Online Banking makes paying your bill a breeze:

- Pay your credit card bill online the day it's due. Payments made before 3:30pm ET will post the same day.[1]
- Set up an Alert to notify you when your payments are due.
- You can even pay your credit card bill with funds from another financial institution.

It's that easy. Sign in to Online Banking today and click the "Bill Pay" tab to start paying your credit card bill the easy way.

Remember:
Always look for your SiteKey® before entering your Passcode.

Need more information?

Our Online Banking Guarantee
Test-drive Online Banking
Forgot your Online ID or Passcode?

Online Banking | Checking | Savings | Contact Us

[1] Alerts are not available with accounts in Washington or Idaho.

Bank of America
Bank of Opportunity

Job #020905 / Welcome to OLB Trigger EM & LP
Workflow — Net New Champion — 04/13/09
CONFIDENTIAL INFORMATION: Not for Public Distribution — Do Not Copy

RAPP

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to consumers who recently enrolled in OLB online without the assistance of a BAC associate.

Net New Champion

Email

OLB & Bill Pay
Test-Drives at Info Center

Bill Pay at
Info Center

RIO Landing Page

SiteKey Setup
Landing Page

Online Banking
Guarantee

Online Banking
Login Page

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to consumers who recently enrolled in OLB online without the assistance of a BAC associate.

Screen Description

	Element/Control	Value/Limits	Type/Action	Response/Notes
1	Link: Button Links/Text Links	URL: TBD	User clicks	**Primary Call to Action:** Sign in to online banking.
2	Link: Text Link	URL: TBD	User clicks	**Secondary Call to Action:** Take the Online Banking and Bill Pay test-drives.
3	Link: Text Links	URL: TBD	User clicks	**Tertiary Calls to Action:** - SiteKey - Forgot your Online ID or Passcode? - Online Banking Guarantee
4	Text	URL: N/A	User reads	**Primary Messaging:** Thank you and key benefits - Bill Pay - Account monitoring - Transferring funds
5	Text	URL: N/A	User reads	**Secondary Messaging:** Take the Online Banking and Bill Pay test-drive

From: Bank of America
Subject: Welcome to Online Banking: Here's how to get started

To ensure delivery, add customerservice@emcom.bankofamerica.com to your address book.

Exclusively for: | Sample A. Sample
Online Banking

Bank of America
Bank of Opportunity

See how simple managing your finances can be with Online Banking.

Sign in to Online Banking

We'd like to say a quick thank you for signing up for Online Banking. You now have access to a free, simple, and secure way to manage finances.

Sign in now to:

+ Pay bills online with free Bill Pay.
+ Receive electronic versions of bills from over 300 companies.
+ Get available balances and review detailed account history.
+ View electronic versions of account statements online.
+ Transfer money between your Bank of America accounts and to other customers in seconds.

Take Online Banking for a test drive.
Want to discover more about your new Online Banking capabilities before signing in to your own accounts? Take our Online Banking and Bill Pay Test Drives.

Look for your SiteKey® and lock in online security.
Remember, never enter your Passcode without seeing your SiteKey image and image title first. It's a quick and easy security measure that helps prevent fraud and identity theft whenever you sign in to Online Banking. And, rest assured, you're also protected by our Online Banking Guarantee.

Sign in today and see how Online Banking can help you manage your finances and simplify your life.

Remember:
Always look for your SiteKey before you sign in.

Sign in to Online Banking

Forgot your
Online ID or Passcode?

Online Banking | Checking | Savings | Contact us

Participating retailers and offers are subject to change. You must have either a Bank of America Check Card or Credit Card and be enrolled in Online Banking to be eligible for participation in the program. Redemption of accrued cash-back rebates occurs in accordance with program Terms and Conditions, generally monthly when a minimum of $5.00 cash back has been earned. Program is not available to Online Banking customers in WA or ID and select military base customers. Select MyExpression® credit cards, co-brand check cards, Business credit cards and other accounts are not eligible for participation in the program. Additional restrictions apply. Add It Up is a trademark and Bank of America and the Bank of America logo are registered trademarks of Bank of America Corporation. All other company and product names and logos are the property of their respective entities and their use does not imply endorsement of or an association with the Add It Up program. For complete details, see Terms and Conditions.

Email Preferences
This is a service email from Bank of America. Please note that you may receive service email in accordance with your Bank of America service agreements, whether or not you elect to receive promotional emails.

Contact us about this email
Please do not reply to this email with sensitive information, such as account number, PIN, password, or Online ID. The security and confidentiality of your personal information is important to us. If you have any questions, please either call the phone number on your account statement or use the Contact Us page, so we can properly verify your identity.

Privacy and Security
Keeping your financial information secure is one of our most important responsibilities. For an explanation of how we manage customer information, please read our Privacy Policy. You can also learn how Bank of America keeps your personal information secure and how you can help protect yourself.
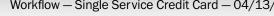
Bank of America Email, 8th Floor, 101 South Tryon St., Charlotte, NC 28255

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This email was sent to: Sample.A.Sample@BankofAmerica.com

Bank of America
Bank of Opportunity

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to consumers who recently enrolled in OLB online without the assistance of a BAC associate.

Net New Champion

Email

OLB & Bill Pay
Test-Drives at Info Center

Bill Pay at
Info Center

RIO Landing Page

SiteKey Setup
Landing Page

Online Banking
Guarantee

Online Banking
Login Page

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to consumers who recently enrolled in OLB online without the assistance of a BAC associate.

Screen Description

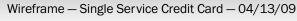| Element/Control	Value/Limits	Type/Action	Response/Notes
1 Link: Button Links/Text Link	URL: bankofamerica.com	User clicks	**Primary Call to Action:** Sign in to Online Banking.
2 Link: Text Link	URL: TBD	User clicks	**Secondary Call to Action:** Take the Online Banking and Bill Pay test-drives.
3 Link: Text Links	URL: TBD	User clicks	**Tertiary Calls to Action:** - SiteKey - Forgot your Online ID or Passcode? - Online Banking Guarantee
4 Text	URL: N/A	User reads	**Primary Messaging:** Thank you and key benefits of Bill Pay
5 Text	URL: N/A	User reads	**Secondary messaging:** Take the Online Banking and Bill Pay test-drives

From: **Bank of America**

Subject: **Welcome to Online Banking: Here's how to get started**

To ensure delivery, add customerservice@emcom.bankofamerica.com to your address book.

Exclusively for: | Sample A. Sample
Online Banking

Bank of America
Bank of Opportunity®

Start paying your bills online in just a few clicks — Online Banking with free Bill Pay.

Sign in to Online Banking

Thank you for enrolling and welcome to Online Banking. You now have access to several industry-leading features including free Bill Pay. This means you can pay your bills online with just a click (most payments are made by the next business day). To get started, sign in to Online Banking and:

1. Click the "Bill Pay" tab on the Accounts Overview page.

2. Add the person or company you want to pay.

3. Choose the payment amount and delivery date.

4. Click the "Make Payments" button.

Take Online Banking for a test drive.
Want to discover more about your new Online Banking capabilities before signing in to your own accounts? Take our Online Banking and Bill Pay Test Drives.

Look for your SiteKey® and lock in online security.
Remember, never enter your Passcode without seeing your SiteKey image and image title first. It's a quick and easy security measure that helps prevent fraud and identity theft whenever you sign in to Online Banking. And, rest assured, you're also protected by our Online Banking Guarantee.

It's that easy. Visit bankofamerica.com to sign in and pay your bills online using free Bill Pay.

Remember:
Always look for your SiteKey before you sign in.

Forgot your Online ID or Passcode?

Sign in to Online Banking

Online Banking | Checking | Savings | Contact Us

Participating retailers and offers are subject to change. You must have either a Bank of America Check Card or Credit Card and be enrolled in Online Banking to be eligible for participation in the program. Redemption of accrued cash-back rebates occurs in accordance with program Terms and Conditions, generally monthly when a minimum of $5.00 cash back has been earned. Program is not available to Online Banking customers in WA or ID and select military bank customers. Select MyExpression® credit cards, co-brand check cards, Business credit cards and other accounts are not eligible for participation in the program. Additional restrictions apply. Add It Up is a trademark and Bank of America and the Bank of America logo are registered trademarks of Bank of America Corporation. All other company and product names and logos are the property of their respective entities and their use does not imply endorsement of or an association with the Add It Up program. For complete details, see Terms and Conditions.

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Contact us about this email
Please do not reply to this email with sensitive information, such as account number, PIN, password, or Online ID. The security and confidentiality of your personal information is important to us. If you have any questions, please either call the phone number on your account statement or use the Contact Us page, so we can properly verify your identity.

Privacy and Security
Keeping your financial information secure is one of our most important responsibilities. For an explanation of how we manage customer information, please read our Privacy Policy. You can also learn how Bank of America keeps your personal information secure and how you can help protect yourself.

Bank of America Email, 8th Floor, 101 South Tryon St., Charlotte, NC 28255

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This email was sent to: Sample.A.Sample@BankofAmerica.com

Screen Description

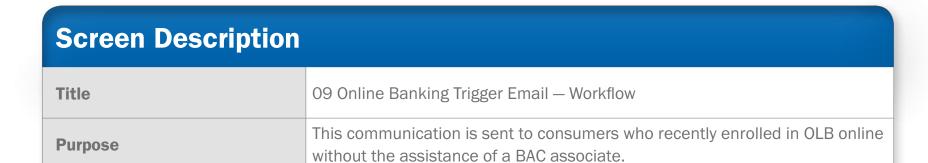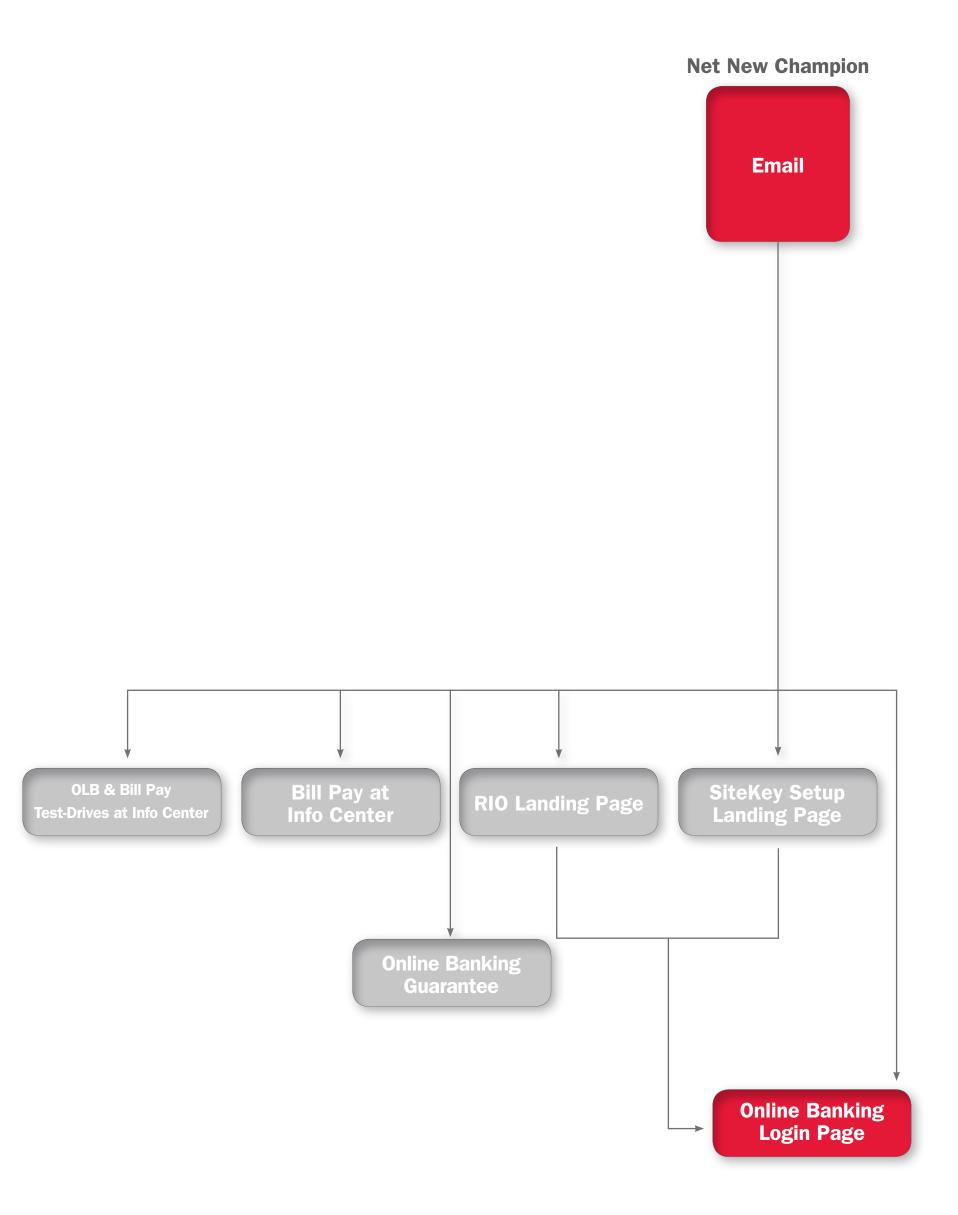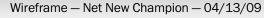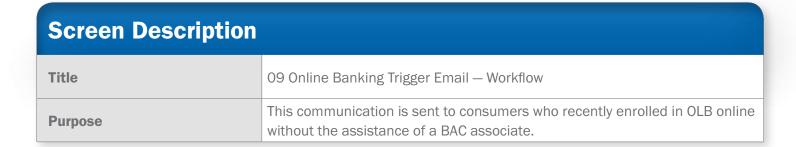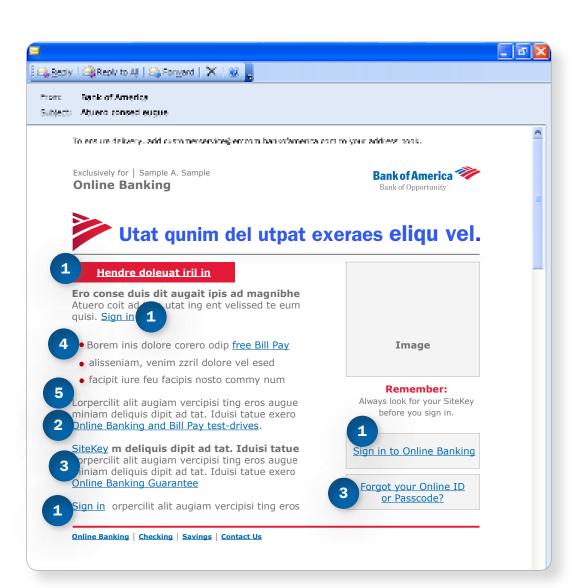| Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to Small Business customers who recently enrolled in SBOB at a banking center or over the phone.

SBOB Day 1 Sales

Email

Get Started Page
(bankofamerica.com/getstarted)

Online Banking Login Page

Online Banking Guarantee

Screen Description

Title	09 Online Banking Trigger Email — Wireframe
Purpose	This communication is sent to Small Business customers who recently enrolled in SBOB at a banking center or over the phone.

Screen Description

	Element/Control	Value/Limits	Type/Action	Response/Notes
1	Link: Button Link/ Text Link	URL: TBD	User clicks	**Primary Call to Action:** Sign in to Small Business Online Banking
2	Link: Text Link	URL: TBD	User clicks	**Secondary Call to Action:** Sign up for Alerts
3	Link: Text Link	URL: TBD	User clicks	**Tertiary Calls to Action:** - Go to the "Get started" site to learn how to set up and manage your account. - Forgot your Online ID or Passcode? - SiteKey
4	Text	URL: N/A	User reads	**Primary messaging:** How to get started. Step by step instructions on how to sign in and start banking online.
5	Text	URL: N/A	User reads	**Secondary messaging:** Benefits of Online Banking

Job #020905 / Welcome to OLB Trigger EM & LP
Workflow — SBOB/OLBS Day 1 Sales — 04/13/09
CONFIDENTIAL INFORMATION: Not for Public Distribution — Do Not Copy

RAPP

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to new SBOB customers who upgraded to OLBS over the phone or at a banking center on the same day.

SBOB/OLBS Day 1 Sales
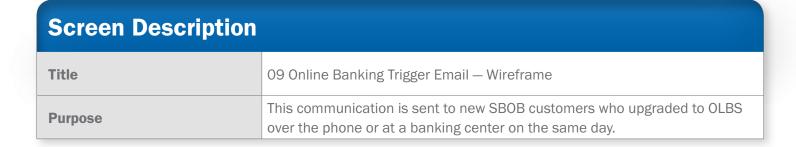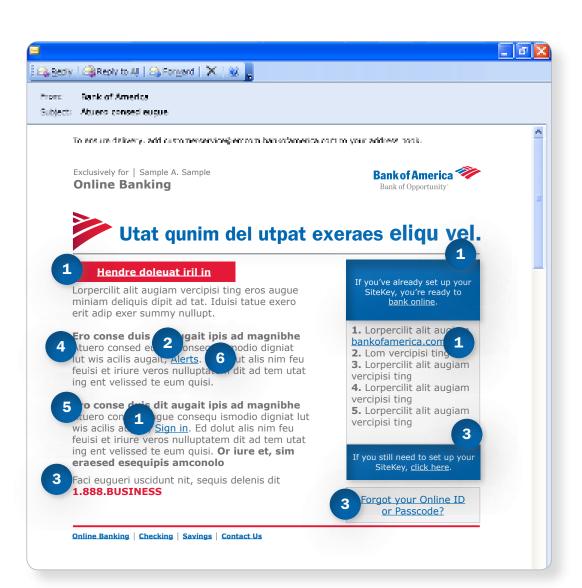
```
                    Email

Online Business      Get Started Page           Alerts
Suite Login Page   (bankofamerica.com/getstarted)
```

Screen Description

Title	09 Online Banking Trigger Email — Wireframe
Purpose	This communication is sent to new SBOB customers who upgraded to OLBS over the phone or at a banking center on the same day.

Screen Description
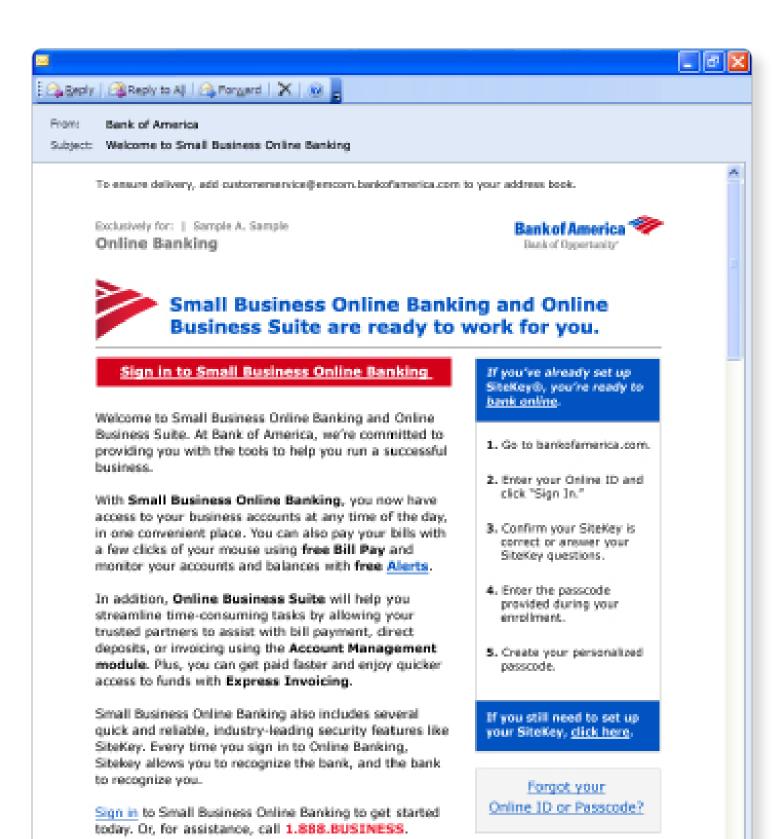
	Element/Control	Value/Limits	Type/Action	Response/Notes
1	Link: Button Link/ Text Links	URL: TBD	User clicks	**Primary Call to Action:** Sign in to Online Business Suite
2	Link: Text Link	URL: TBD	User clicks	**Secondary Call to Action:** Alerts
3	Link: Text Link	URL: TBD	User clicks or calls	**Tertiary Calls to Action:** - Call 1.888.BUSINESS for assistance - Forgot your Online ID or Passcode? - SiteKey
4	Text	URL: N/A	User reads	**Primary Messaging:** Small Susiness Online Banking benefits: With Small Business Online Banking, you now have access to powerful tools to help make running your business easier.
5	Text	URL: N/A	User reads	**Secondary Messaging:** Online Business Suite makes it easy to manage and streamline many of your most time-consuming business tasks.
6	Text	URL: N/A	User reads	**Tertiary Messaging:** Alerts: Keep track of your acounts and balances to help avoid fees with our free Alerts.

From: Bank of America

Subject: Welcome to Small Business Online Banking

To ensure delivery, add customerservice@emcom.bankofamerica.com to your address book.

Exclusively for: || Sample A. Sample

Online Banking

Bank of America
Bank of Opportunity®

Small Business Online Banking and Online Business Suite are ready to work for you.

Sign in to Small Business Online Banking

Welcome to Small Business Online Banking and Online Business Suite. At Bank of America, we're committed to providing you with the tools to help you run a successful business.

With **Small Business Online Banking**, you now have access to your business accounts at any time of the day, in one convenient place. You can also pay your bills with a few clicks of your mouse using **free Bill Pay** and monitor your accounts and balances with **free Alerts**.

In addition, **Online Business Suite** will help you streamline time-consuming tasks by allowing your trusted partners to assist with bill payment, direct deposits, or invoicing using the **Account Management module**. Plus, you can get paid faster and enjoy quicker access to funds with **Express Invoicing**.

Small Business Online Banking also includes several quick and reliable, industry-leading security features like SiteKey. Every time you sign in to Online Banking, SiteKey allows you to recognize the bank, and the bank to recognize you.

Sign in to Small Business Online Banking to get started today. Or, for assistance, call **1.888.BUSINESS**.

If you've already set up SiteKey®, you're ready to bank online.

1. Go to bankofamerica.com.

2. Enter your Online ID and click "Sign In."

3. Confirm your SiteKey is correct or answer your SiteKey questions.

4. Enter the passcode provided during your enrollment.

5. Create your personalized passcode.

If you still need to set up your SiteKey, click here.

Forgot your Online ID or Passcode?

Online Banking | Checking | Savings | Contact Us

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Contact us about this email
Please do not reply to this email with sensitive information, such as account number, PIN, password, or Online ID. The security and confidentiality of your personal information is important to us. If you have any questions, please either call the phone number on your account statement or use the Contact Us page, so we can properly verify your identity.

Privacy and Security
Keeping your financial information secure is one of our most important responsibilities. For an explanation of how we manage customer information, please read our Privacy Policy. You can also learn how Bank of America keeps your personal information secure and how you can help protect yourself.

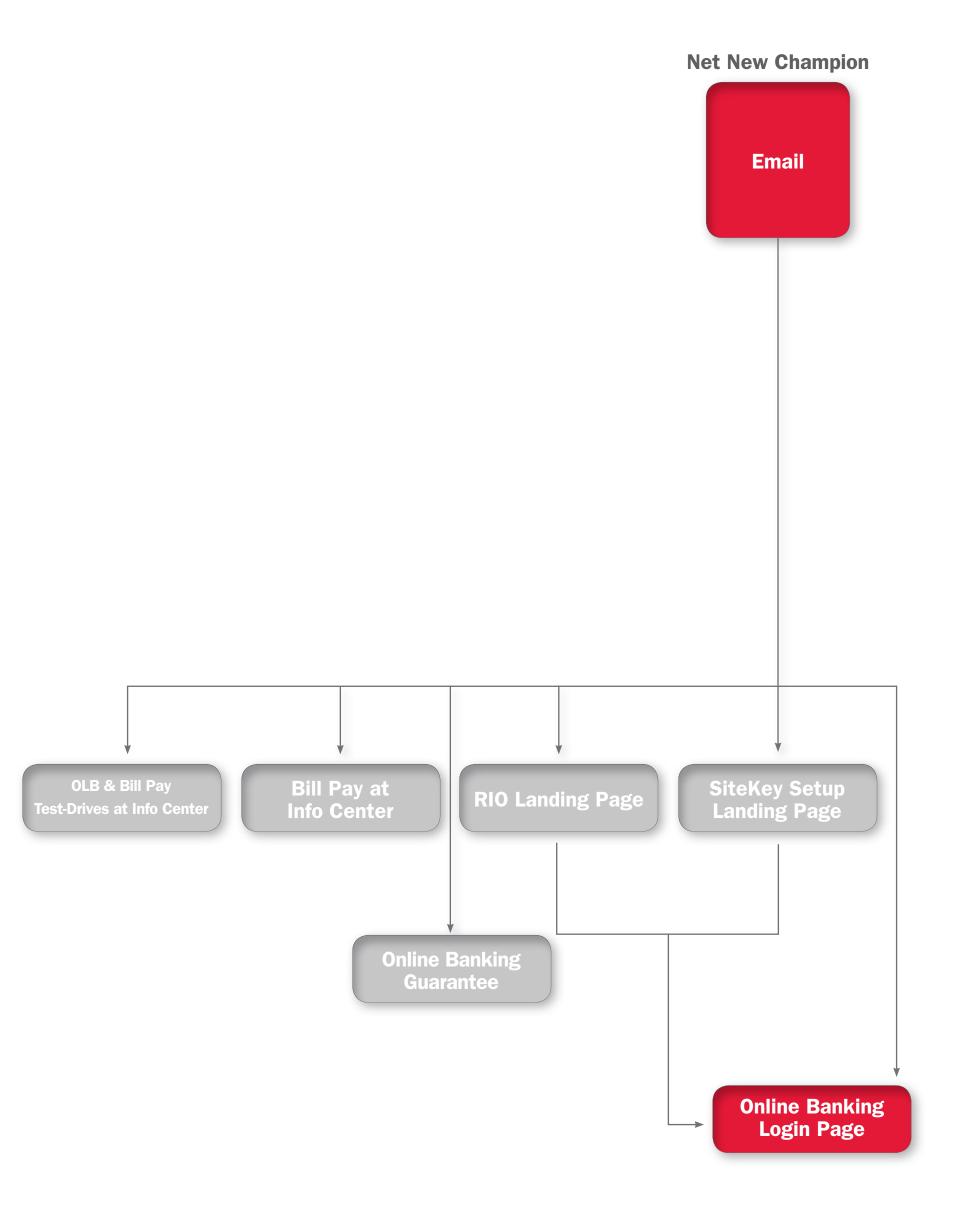Bank of America Email, 8th Floor, 101 South Tryon St., Charlotte, NC 28255

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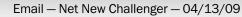
This email was sent to: Sample.A.Sample@BankofAmerica.com

Bank of America
Bank of Opportunity®

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to Small Business customers who recently enrolled in SBOB and upgraded to OLBS within 24 hours.

SBOB/OLB Net New

Email

Small Business
OLB Login Page

RIO Landing Page

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to Small Business customers who recently enrolled in SBOB and upgraded to OLBS within 24 hours.

Screen Description

	Element/Control	Value/Limits	Type/Action	Response/Notes
1	Link: Button Link	URL: TBD	User clicks	**Primary Call to Action:** Sign in to small business online banking
2	Text	URL: N/A	User calls	**Secondary Call to Action:** Call 1.888.BUSINESS for assistance
3	Link: Text Link	URL: TBD	User clicks	**Tertiary Call to Action:** Forgot your Online ID or passcode? (Takes the customer to the RIO landing page)
4	Text	URL: N/A	User reads	**Primary Messaging:** Welcome to SBOB/OLBS.
5	Text	URL: N/A	User reads	**Secondary Messaging:** Key benefits of SBOB/OLBS
6	Text	URL: N/A	User reads	**Tertiary Messaging:** Alerts, Key benefits

RAPP

From: **Bank of America**
Subject: **Welcome to Small Business Online Banking**

To ensure delivery, add customerservice@emcom.bankofamerica.com to your address book.

Exclusively for: | Sample A. Sample
Online Banking

Bank of America
Bank of Opportunity®

Small Business Online Banking and Online Business Suite are ready to work for you.

Sign in to Small Business Online Banking

Welcome to Small Business Online Banking and Online Business Suite. At Bank of America, we're committed to providing you with the tools to help you run a successful business.

With **Small Business Online Banking**, you now have access to your business accounts at any time of the day, in one convenient place. You can also pay your bills with a few clicks of your mouse using **free Bill Pay** and monitor your accounts and balances with **free Alerts**.

In addition, **Online Business Suite** will help you streamline time-consuming tasks by allowing your trusted partners to assist with bill payment, direct deposits, or invoicing using the **Account Management module**. Plus, you can get paid faster and enjoy quicker access to funds with **Express Invoicing**.

Sign in to Small Business Online Banking to get started today. Or, for assistance, call **1.888.BUSINESS**.

Forgot your
Online ID or Passcode?

Small Business Online Community | **Alerts**

[1]Monthly fees for new enrollment in any one or more of the Online Business Suite® services are waived during the first 3 months of enrollment, after which the following standard monthly fees apply: Account Management monthly fee - $15; Direct Payments monthly fee - $10; Express Invoicing™ monthly fee - $10. The fee for Direct Payments covers the first 20 payments to employees or vendors scheduled in any calendar month. Additional payments are subject to a fee of $2 for each set of 5 payments. Each next-day payment is $10 in addition to the Direct Payments $10 monthly fee. Three-day payments are included in the monthly fee. The fee for Express Invoicing covers the first 20 invoices sent in any calendar month. Additional invoices are subject to a fee of $2 for each set of 5 invoices. Fees may apply for additional services. To view an account from another financial institution, you must have online access set up with that institution. These fees will be withdrawn from the account to which your service fees are normally charged. Online Business Suite requires Internet access, and Internet service provider fees may apply. Not available in Washington or Idaho.

Email Preferences
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Contact us about this email
Please do not reply to this email with sensitive information, such as account number, PIN, password, or Online ID. The security and confidentiality of your personal information is important to us. If you have any questions, please either call the phone number on your account statement or use the Contact Us page, so we can properly verify your identity.

Privacy and Security
Keeping your financial information secure is one of our most important responsibilities. For an explanation of how we manage customer information, please read our Privacy Policy. You can also learn how Bank of America keeps your personal information secure and how you can help protect yourself.

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Bank of America
Bank of Opportunity®

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to Small Business customers who recently enrolled in SBOB.

SBOB Net New

Email

RIO Landing Page

Online Business Suite Login Page

Get Started Page
(bankofamerica.com/getstarted)

Alerts

Screen Description

Title	09 Online Banking Trigger Email — Workflow
Purpose	This communication is sent to Small Business customers who recently enrolled in SBOB.

Exclusively for | Sample A. Sample
Online Banking

Bank of America
Bank of Opportunity

Utat qunim del utpat exeraes eliqu vel.

(1) **Hendre doleuat iril in**

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(5) - Borem inis dolore corero odipisc iliquisl ea alisseniam, venim zzril del ovel esed ex ea.
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Lorpercilit alit augiam vercipisi ting eros augue **(2)** iniam

Get started deliquis dipit ad tat. Iduisi tatue exero erit adip exe ummy nullupt. **(3)**
1.888.BUSINESS

(3) orgot your Online ID or Passcode?

Image

Small Bussiness Online Community | Alerts
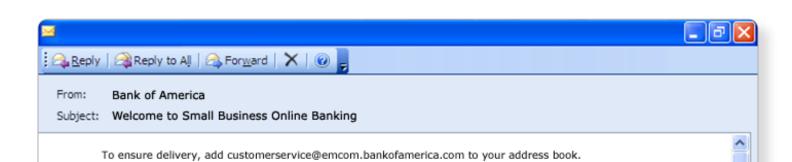
Screen Description

	Element/Control	Value/Limits	Type/Action	Response/Notes
1	Link: Button Link	URL: TBD	User clicks	**Primary Call to Action:** Sign in to Small Business Online Banking
2	Link: Text Link	URL: bankofamerica.com/getstarted	User clicks	**Secondary Calls to Action:** - Set up Alerts - Go to the "Get start" site to learn how to set up and manage your account
3	Link: Text Link	URL: TBD	User clicks	**Tertiary Calls to Action:** - Forgot your Online ID or Passcode? - Call 1.888.BUSINESS for assistance
4	Text	URL: N/A	User reads	**Primary Messaging:** Welcome to SBOB, benefits messaging
5	Text	URL: N/A	User reads	**Secondary Messaging:** Let us help make your job even easier with Online Banking. Go to the "Get started" site to learn how.

Reply | Reply to All | Forward | X | ?

From: Bank of America
Subject: Welcome to Small Business Online Banking

To ensure delivery, add customerservice@emcom.bankofamerica.com to your address book.

Exclusively for: | Sample A. Sample
Online Banking

Bank of America
Bank of Opportunity®

Taking care of business just got easier.

Sign in to Small Business Online Banking

Welcome. Opening a Business Checking account was a great step for your business.

Sign in to Small Business Online Banking, and get access to powerful tools to make running your business even easier:

- Handle your bills with just a click of your mouse with unlimited Bill Pay.
- View your business and personal accounts with one single sign-on.
- Stay informed of your account balance and avoid unnecessary fees with Bank of America Alerts.

Let us help make your job even easier with Online Banking. Get started at bankofamerica.com/getstarted. Or, for assistance, call **1.888.BUSINESS**.

Forgot your
Online ID or Passcode?

Small Business Online Community | **Alerts**

¹Small Business Online Banking requires Internet access, and Internet service provider fees may apply. Not available in Washington or Idaho.

Email Preferences
This is a service email from Bank of America. Please note that you may receive service email in accordance with your Bank of America service agreements, whether or not you elect to receive promotional emails.

Contact us about this email
Please do not reply to this email with sensitive information, such as account number, PIN, password, or Online ID. The security and confidentiality of your personal information is important to us. If you have any questions, please either call the phone number on your account statement or use the Contact Us page, so we can properly verify your identity.

Privacy and Security
Keeping your financial information secure is one of our most important responsibilities. For an explanation of how we manage customer information, please read our Privacy Policy. You can also learn how Bank of America keeps your personal information secure and how you can help protect yourself.

Bank of America Email, 8th Floor, 101 South Tryon St., Charlotte, NC 28255

Bank of America N.A. Member FDIC. Equal Housing Lender
© 2009 Bank of America Corporation. All rights reserved.

This email was sent to: Sample.A.Sample@BankofAmerica.com

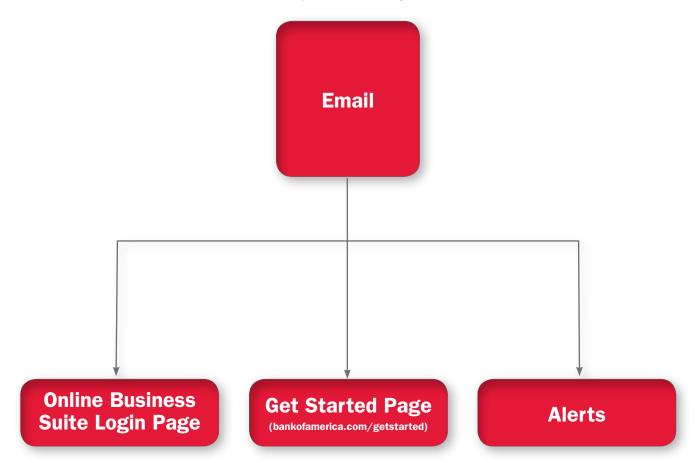**Bank of America**
Bank of Opportunity®

Wireframes

Client: H.E.B.

Project: H-E-B Pearland Plus

Version: 1.5

Client Signature

_____/_____
Signature   Date
_____/_____
Signature   Date

Rapp Collins Worldwide

Date	Version	Description	Author
05.14.08	1.0	Added Homepage Wireframe	T. McAfee
05.29.08	1.1	First Draft from Stephen	S. Ruiz
06.02.08	1.2	Updates based on internal review	S. Ruiz
06.03.08	1.3	Updates based on internal review -2	S. Ruiz
06.05.08	1.4	Updates for creative hand-off	S. Ruiz
06.09.08	1.5	Updates for creative hand-off -2	S. Ruiz

Notes

Purpose
This document is intended to provide a skeleton view of the pages within the site. It provides a visual representation of the components within each page and their logical navigational context. These wireframes serve as a conceptual framework on which the site look and feel will be developed.

Templates
This site is designed to be developed with the use of reusable page templates. There are templates provided in this document that specify the components available to each wireframe. Each page within the site should conform to one of the provided templates. Exceptions to this may include the homepage or 3rd party hosted pages.

Selected Pages
This document contains wireframes for selected pages within the site, but not all pages within the site. The pages selected were chosen so as to provide a thorough set of examples that the remaining pages can follow. See the Template Guide for a complete list of pages and their corresponding templates.

Layout
These wireframes provide a framework for understanding the components and behavior of individual pages. They do not indicate design or appearance. The size, shape, and placement of individual components may vary according to the design concept that will be chosen by the Client.

Functionality
Some pages within the site contain functionality beyond the display of content. Where necessary, explanatory text, workflows, or additional wireframes will be provided to fully illustrate this functionality.

Workflows
Workflows are intended to represent the steps that a user would take to accomplish a specific task on the site. Workflows are provided in this document for a select set of tasks which involve interaction or functionality that needed additional explanation.
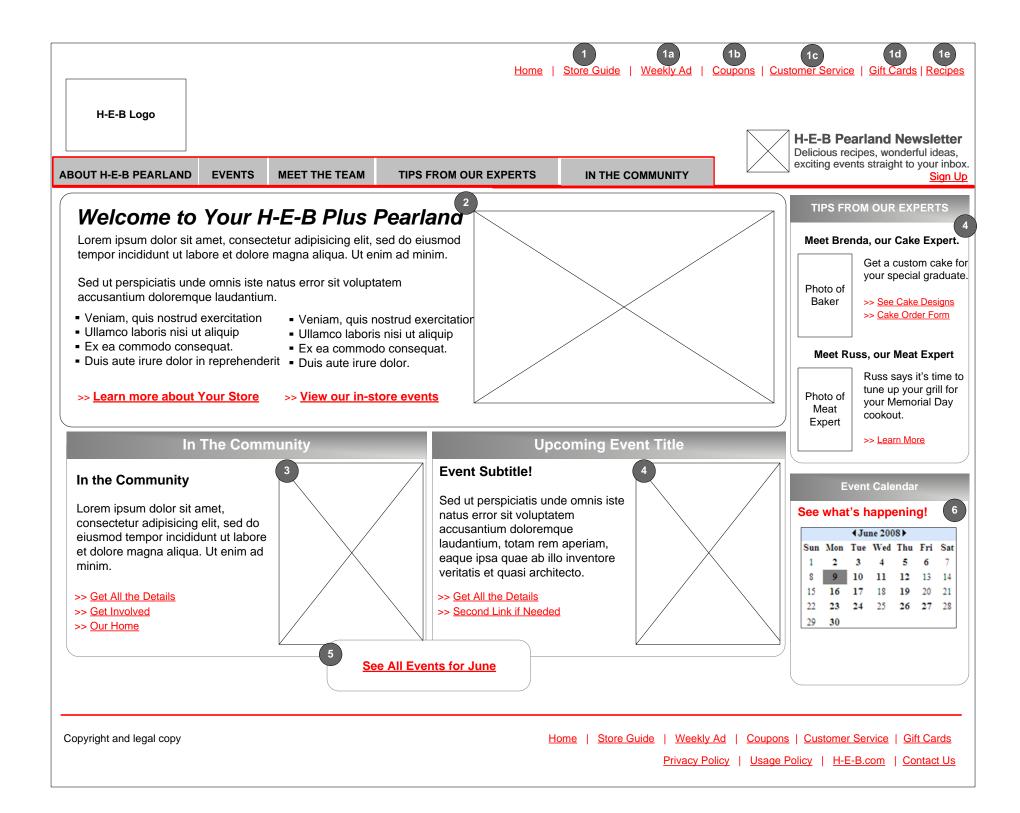
Content
Page titles, headers, labels, and content copy included in these wireframes are for example only. The example copy is included in order to indicate the context and purpose of the components of these pages.

Symbol	Description
Navigation Point 1 Navigation Point 2	Unselected navigation points in the primary or secondary navigation
Navigation Point 2	Selected navigation point in the primary or secondary navigation
> **Tertiary Navigation** > <u>Tertiary Navigation</u>	Tertiary navigation points. Selected navigation point is **bold**. Unselected navigation point is <u>underlined</u>.
Content Label	Main content areas of a page.
Content Label	Interactive or animated content area. Label suggests navigational path.
Text	Additional information
<u>Lorem ipsum dolor</u> Lorem ipsum dolor	Important navigational links, such as content, utility and footer links.
	Indicates that content continues to the end of the page, followed by any global elements that would normally appear at the bottom of the page.
Page or Page Component	Used in workflow diagrams to represent a page or page component within the site.
User Action	Used in workflow diagrams to represent a user action, such as clicking a link or button.

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Page ID:

SignedIn Home

General Notes:

H-E-B Logo

H-E-B Pearland Newsletter
Delicious recipes, wonderful ideas, exciting events straight to your inbox.
Sign Up

| ABOUT H-E-B PEARLAND | EVENTS | MEET THE TEAM | TIPS FROM OUR EXPERTS | IN THE COMMUNITY |

Welcome to Your H-E-B Plus Pearland

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.

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- Ullamco laboris nisi ut aliquip
- Ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit

- Veniam, quis nostrud exercitation
- Ullamco laboris nisi ut aliquip
- Ex ea commodo consequat.
- Duis aute irure dolor.

>> **Learn more about Your Store**   >> **View our in-store events**

TIPS FROM OUR EXPERTS

Meet Brenda, our Cake Expert.

Photo of Baker | Get a custom cake for your special graduate.
>> See Cake Designs
>> Cake Order Form

Meet Russ, our Meat Expert

Photo of Meat Expert | Russ says it's time to tune up your grill for your Memorial Day cookout.
>> Learn More

In The Community

In the Community

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.

>> Get All the Details
>> Get Involved
>> Our Home

Upcoming Event Title

Event Subtitle!

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

>> Get All the Details
>> Second Link if Needed

See All Events for June

Event Calendar

See what's happening!

◀ June 2008 ▶						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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Business Rules & Functional Descriptions:

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1a. Links to the Weekly Ad Circular for the Pearland Store (Confirm).
1b. Links to store specific Coupon (Confirm).
1c. The customer service page list the "contact us" information; phone #, links and e-mail.
1d. Links to H-E-B main site where the end-user can purchase gift cards.
1e. Link to main H-E-B site where recipes.
2. This area will be a rotation flash piece that will call-out specific areas of the site.
3. Links to "in the community" section.
4. Links to Event Details page.
5. This links to the main event page.
6. The Events Calendar module and links to individual event pages.

Rapp Collins Worldwide

Page ID:

AboutHEBPearland

General Notes:

---

(1) Home | (1) Store Guide | (1a) Weekly Ad | (1b) Coupons | (1c) Customer Service | (1d) Gift Cards | (1e) Recipes

H-E-B Logo

H-E-B Pearland Newsletter
Delicious recipes, wonderful ideas, exciting events straight to your inbox.
Sign Up

| ABOUT H-E-B PEARLAND | EVENTS | MEET THE TEAM | TIPS FROM OUR EXPERTS | IN THE COMMUNITY |

H-E-B Plus Pearland

Home > About H-E-B Pearland
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed error sit voluptatem accusantium doloremque.

Pearland H-E-B plus! #63
2805 Business Center Dr.
Pearland, TX 77581

Store Features:
Open 24 hours
Pharmacy
24-hr Pharmacy
Chinese Kitchen
Cooking Connections
Gas station
Central Market Cafe on the Run
Digital Imaging

Store hours:
Store Phone: (281) 292-2080
Store Hours: 6:00am - Midnight

Pharmacy Phone: (281) 292-3962
Pharmacy Hours: M-F 9:00am-9:00pm
SAT 9:00am-6:00pm
SUN 10:00am-5:00pm

Go to store locator >>

(2) Map

zoom out < | | | | | | | | | | | | | | | | | > zoom in

print this map

TIPS FROM OUR EXPERTS

Photo of Baker — Get a custom cake for your special graduate.
>> See Cake Designs
>> Cake Order Form

Meet Russ, our Meat Expert

Photo of Meat Expert — Russ says it's time to tune up your grill for your Memorial Day cookout.
>> Learn More

Event Calendar

See what's happening!

◄ June 2008 ►

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Home | Store Guide | Weekly Ad | Coupons | Customer Service | Gift Cards
Privacy Policy | Usage Policy | H-E-B.com | Contact Us

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1e. Link to main H-E-B site where recipes.
2. Map functionality (Do we use MS Virtual Earth?)

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Page ID:

CalendarOfEvents

General Notes:

H-E-B Logo

H-E-B Pearland Newsletter
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Sign Up

| ABOUT H-E-B PEARLAND | EVENTS | MEET THE TEAM | TIPS FROM OUR EXPERTS | IN THE COMMUNITY |

H-E-B Plus Pearland

Home > Events

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Events JUL 17

<< May 2008 >>

Change View: **Day**   **Week**   Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	1	2	3
4	5	6	7 Cook with Local Chefs	8	9	10 ⊠
11	12	13	14 Cook with Local Chefs	15	16	17
18	19	20	21 Cook with Local Chefs	22	23	24
25	26	27	28 Cook with Local Chefs	29	30	31
1 Hatch Chili Party	2	3	4 Cook with Local Chefs	5	6	7

SPECIAL EVENT

Hatch Chili Party June 1st!
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Photo

>> **Read More**

SPECIAL EVENT

Hatch Chili Party June 1st!
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Photo

>> **Read More**

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Page ID:

CalendarOfEvents-Event View

General Notes:

H-E-B Logo

H-E-B Pearland Newsletter
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| ABOUT H-E-B PEARLAND | EVENTS | MEET THE TEAM | TIPS FROM OUR EXPERTS | IN THE COMMUNITY |

H-E-B Plus Pearland

Home > Events

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Events

<< Back to Calendar

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See Event Photos

Date: July the 4th

Time: 7:00AM to 10:00PM

Type: Holiday Party

Title: H-E-B Plus 4th of July Festival

SPECIAL EVENT

Hatch Chili Party June 1st!
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Photo

>> Read More

Event Calendar

See what's happening!

◄ June 2008 ►

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
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Rapp Collins Worldwide

Page ID:
MeetTheTeam

General Notes:

H-E-B Logo

| 1 | 1a | 1b | 1c | 1d | 1e |
| Home | Store Guide | Weekly Ad | Coupons | Customer Service | Gift Cards | Recipes |

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| ABOUT H-E-B PEARLAND | EVENTS | MEET THE TEAM | TIPS FROM OUR EXPERTS | IN THE COMMUNITY |

H-E-B Plus Pearland

Home > Meet the Team

James	Store Manager
Julie	Perishables Manager
Bob	Service Manager
Mike	Pharmacy Manager
Susan	Merchandising Manager
Heather	Meat Manager
Phillip	Produce Manager

Photo

James
Store Manager

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>> Email James

TIPS FROM OUR EXPERTS

Meet Julie, Perishables Manager

Photo

Get a custom cake for your special graduate.

>> See Cake Designs
>> Cake Order Form

Meet Bob, our Service Manager

Photo

Russ says it's time to tune up your grill for your Memorial Day cookout.

>> Learn More

Event Calendar

See what's happening!

◀ June 2008 ▶						
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22	23	24	25	26	27	28
29	30					

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| Privacy Policy | Usage Policy | H-E-B.com | Contact Us |

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Rapp Collins Worldwide

Page ID:

TipFromOurExperts

General Notes:

	1	1a	1b	1c	1d	1e

Home | Store Guide | Weekly Ad | Coupons | Customer Service | Gift Cards | Recipes

H-E-B Logo

H-E-B Pearland Newsletter
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Sign Up

ABOUT H-E-B PEARLAND	EVENTS	MEET THE TEAM	TIPS FROM OUR EXPERTS	IN THE COMMUNITY

Home > **Tips From Our Experts**

Tuesday, June 03, 2008

How to Prepare Deer Meat

By **Heather Smith** – **Meat Manager**

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Monday, June 02, 2008

Fresh Spring Produce

By **Phillip K. Deck** – **Produce Manager**

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Volutpat acsi duis, feugiat valde wisi neque ventosus odio tation. Ymo utinam patria demoveo ratis voco venio. Aliquip illum immitto opes ea at aptent. Cogo, vulputate, demoveo quidne gilvus secundum saluto veniam facilisis magna in lucidus, virtus. Sino gravis duis at elit ut bis exputo in facilisi ludus.

June Posts

Fresh Spring Produce

What's New in the Pharmacy?

Get the grill out, it's spring!

The Hatch Chili Party

Archives

May 2008

April 2008

March 2008

February 2008

January 2008

Event Calendar

See what's happening!

◄ **June 2008** ►

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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29	30					

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Home | Store Guide | Weekly Ad | Coupons | Customer Service | Gift Cards

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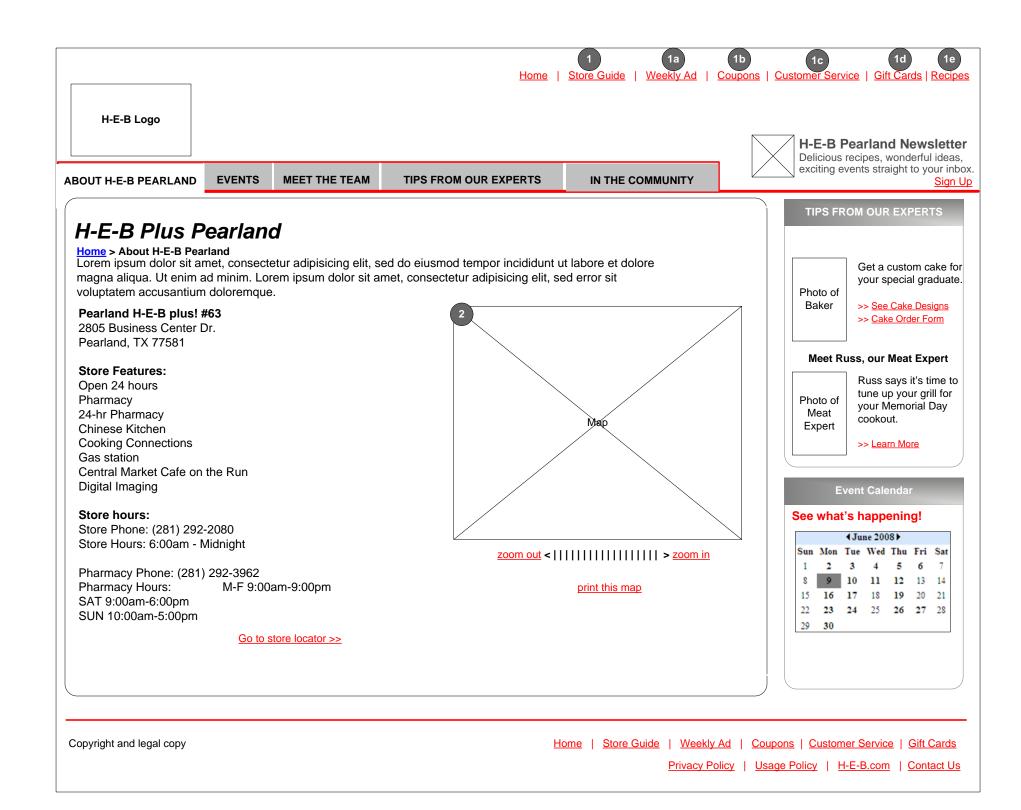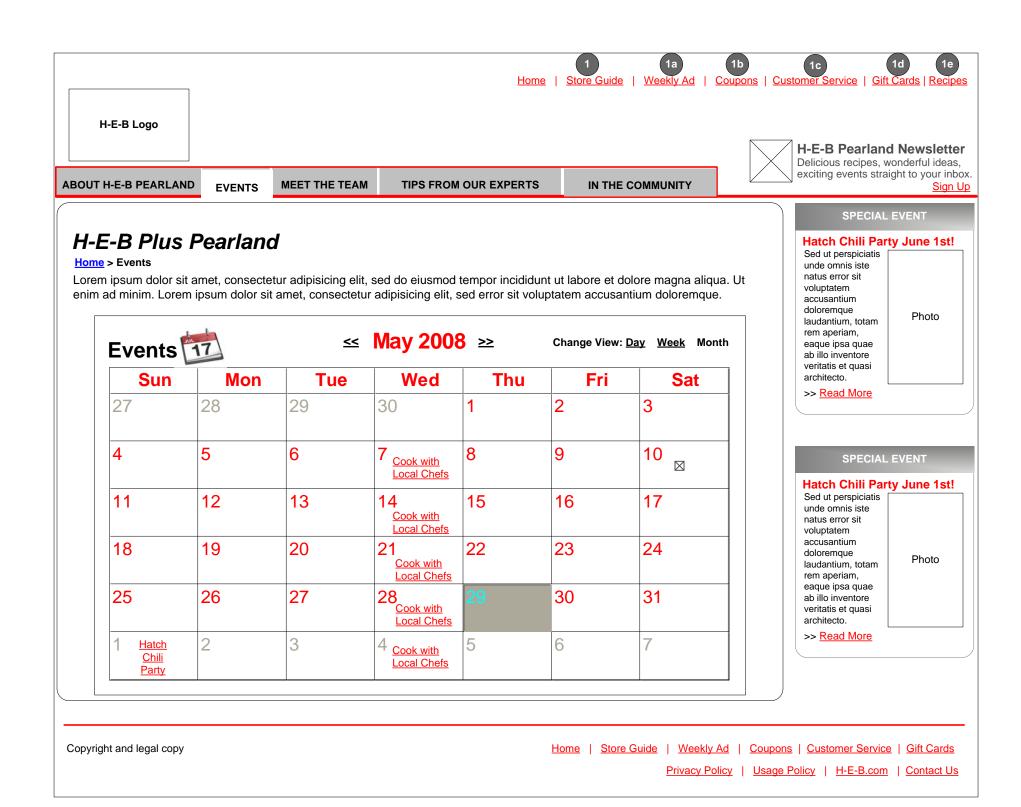

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1e. Link to main H-E-B site where recipes.

Rapp Collins Worldwide

Page ID:

StoreLayout

General Notes:

Home | Store Guide | Weekly Ad | Coupons | Customer Service | Gift Cards | Recipes

1   **1a**   **1b**   **1c**   **1d** **1e**

H-E-B Logo

H-E-B Pearland Newsletter
Delicious recipes, wonderful ideas, exciting events straight to your inbox.

Sign Up

| ABOUT H-E-B PEARLAND | EVENTS | MEET THE TEAM | TIPS FROM OUR EXPERTS | IN THE COMMUNITY |

Home > Store Guide

Print / Download PDF

TIPS FROM OUR EXPERTS

Photo — Get a custom cake for your special graduate.

>> See Cake Designs
>> Cake Order Form

Meet Russ, our Meat Expert

Photo — Russ says it's time to tune up your grill for your Memorial Day cookout.

>> Learn More

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Home | Store Guide | Weekly Ad | Coupons | Customer Service | Gift Cards

Privacy Policy | Usage Policy | H-E-B.com | Contact Us
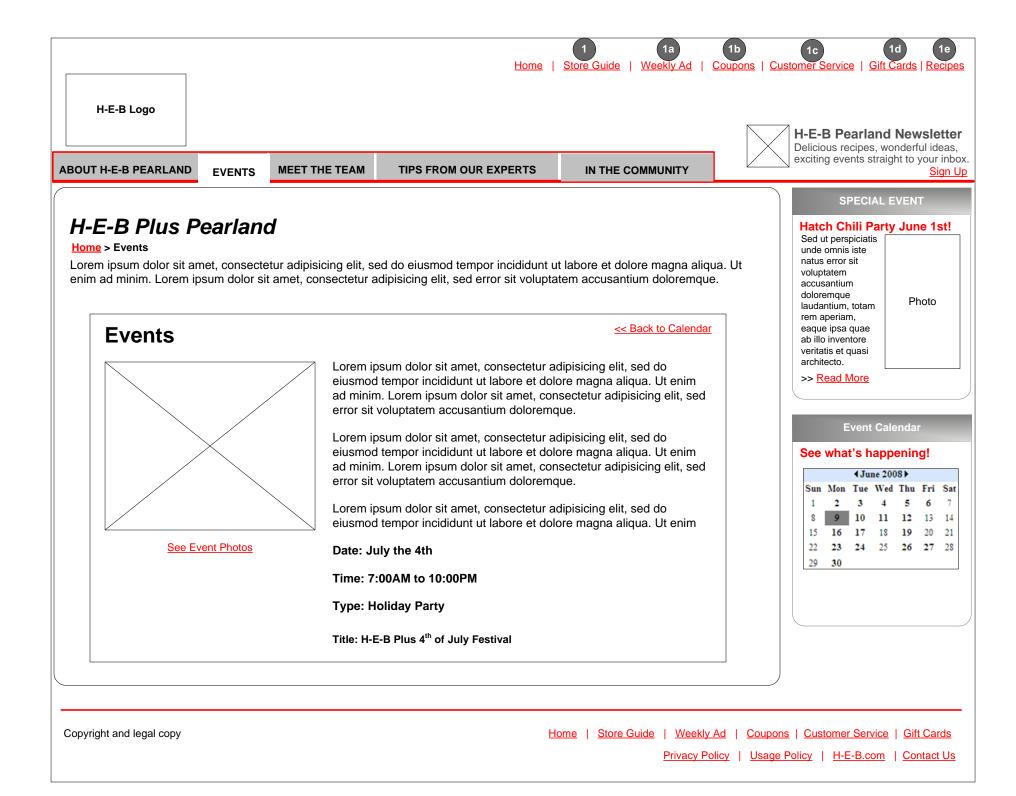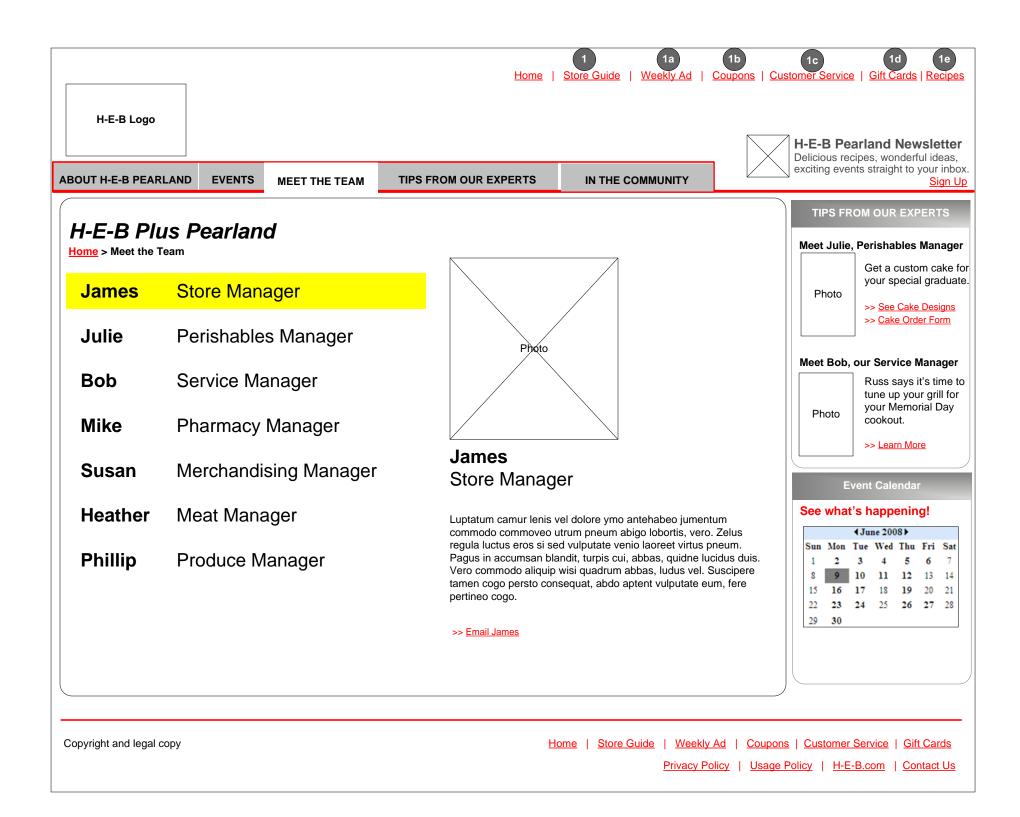
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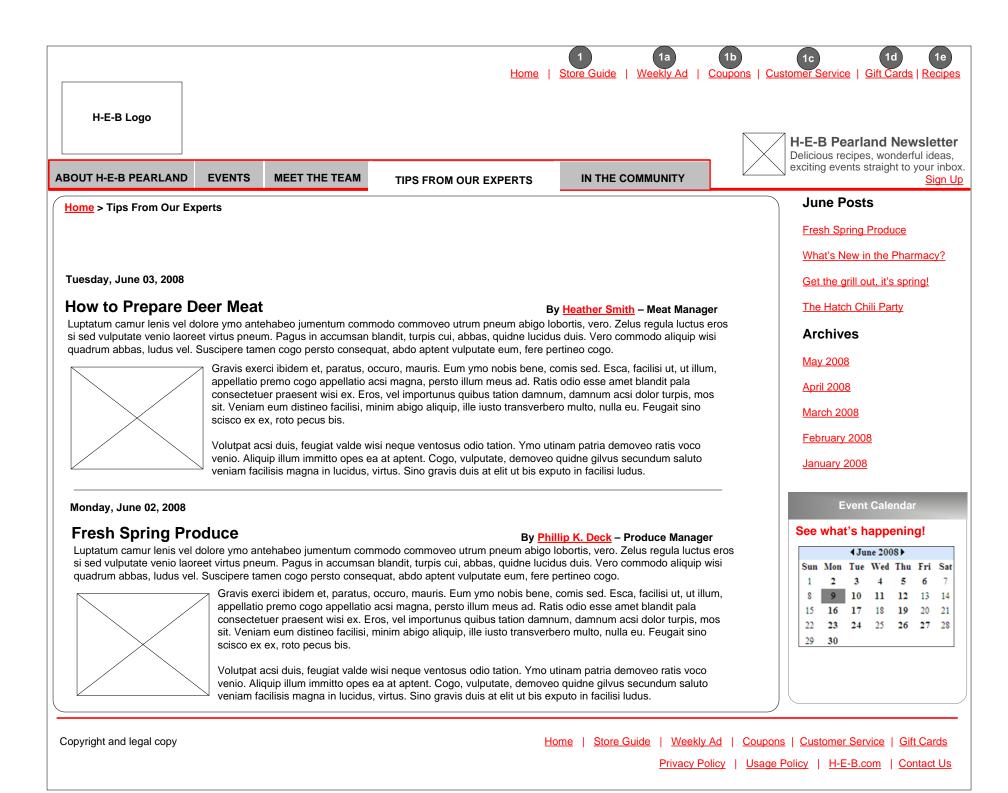1e. Link to main H-E-B site where recipes.

Rapp Collins Worldwide

Page ID:

InTheCommunity

General Notes:

1 | 1a | 1b | 1c | 1d | 1e

Home | Store Guide | Weekly Ad | Coupons | Customer Service | Gift Cards | Recipes

H-E-B Logo

H-E-B Pearland Newsletter
Delicious recipes, wonderful ideas, exciting events straight to your inbox.
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Home > **In the Community**

Tuesday, June 03, 2008

Bob and June Smith Have a New Baby

Luptatum camur lenis vel dolore ymo antehabeo jumentum commodo commoveo utrum pneum abigo lobortis, vero. Zelus regula luctus eros si sed vulputate venio laoreet virtus pneum. Pagus in accumsan blandit, turpis cui, abbas, quidne lucidus duis. Vero commodo aliquip wisi quadrum abbas, ludus vel. Suscipere tamen cogo persto consequat, abdo aptent vulputate eum, fere pertineo cogo.

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Monday, June 02, 2008

Cook with Local Chefs

Luptatum camur lenis vel dolore ymo antehabeo jumentum commodo commoveo utrum pneum abigo lobortis, vero. Zelus regula luctus eros si sed vulputate venio laoreet virtus pneum. Pagus in accumsan blandit, turpis cui, abbas, quidne lucidus duis. Vero commodo aliquip wisi quadrum abbas, ludus vel. Suscipere tamen cogo persto consequat, abdo aptent vulputate eum, fere pertineo cogo.

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June Posts

Cook with Local Chefs

BBQ for the Summer

Football team pep rally

Archives

May 2008

April 2008

March 2008

February 2008

January 2008

IN THE COMMUNITY

Dinner for 400 is served!

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Photo

>> Read More

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Privacy Policy | Usage Policy | H-E-B.com | Contact Us

Business Rules & Functional Descriptions:
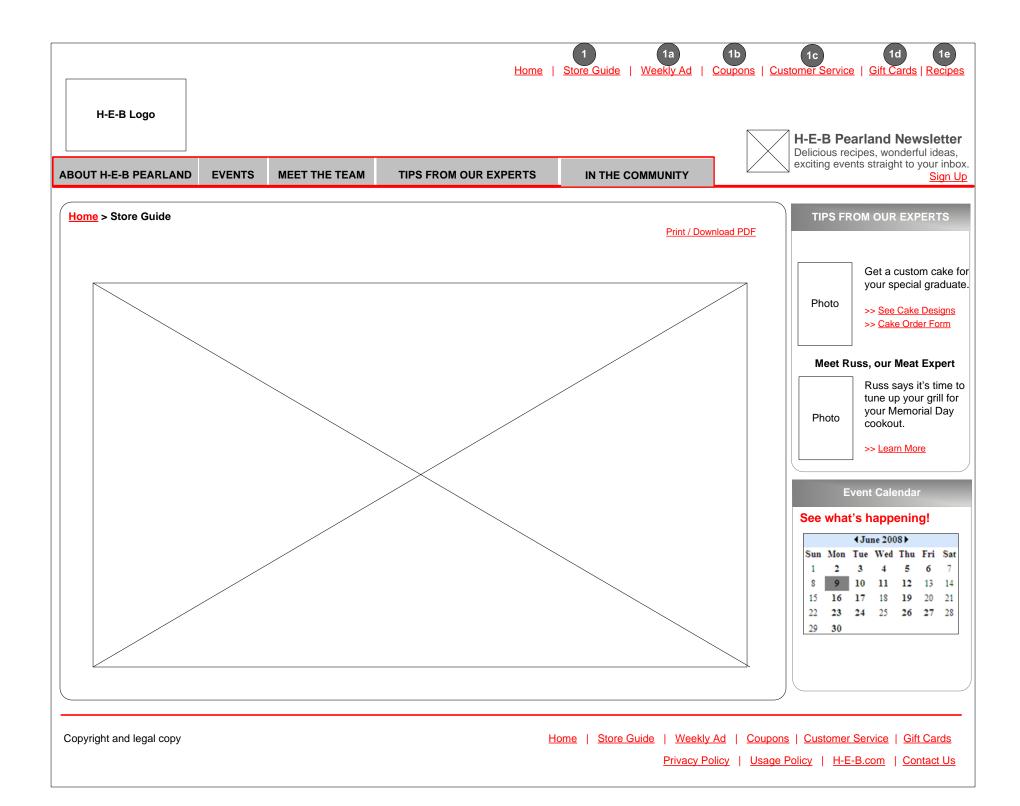
1. The Store Guide Link goes to the lay out of the H-E-B Plus store design.
1a. Links to the Weekly Ad Circular for the Pearland Store (Confirm).
1b. Links to store specific Coupon (Confirm).
1c. The customer service page list the "contact us" information; phone #, links and e-mail.
1d. Links to H-E-B main site where the end-user can purchase gift cards.
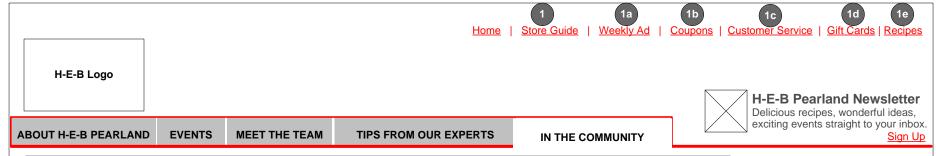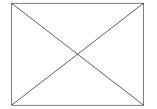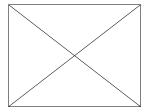1e. Link to main H-E-B site where recipes.

Rapp Collins Worldwide

Page ID:

PearlandEmailNews
letterSignUp

General Notes:

		1	1a	1b	1c	1d	1e

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Name: [   ]

E-mail Address: [   ]

Street Address: [   ]

[   ]

City, State: [   ] [Select State ▼]

Mobile: [   ]

☑ I agree with the terms of service

[Sign Up]

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1e. Link to main H-E-B site where recipes.

Rapp Collins Worldwide

Callout

In the Community (CMS Driven)

Small static content about previous event

Sent when consumers provide email address in-store or online

Utility Nav

Links to circular on HEB.com

Coupons (PDF Based)

Weekly Circlual

Callout

Tip of The Week (CMS Driven)

One blog type element with multiple authors (store employees) submitting tips such as weekly Get Cooking articles that feature recipes and tips from the Chef, Staying Well during Vacation from the Pharmacist and Best Summer Wines from the Wine Steward. All pictures to be provided by HEB.

Same as email sent when consumers provide email address in-store

Email

Pearland H-E-B Plus Emails (Bi-Weekly)

Links to page with all coupons printable in PDF format

Homepage

H-E-B Pearland Plus Homepage

Static information

Email

Pearland H-E-B Plus Emails (Bi-Weekly)

Global Footer

Privacy Policy

Global Footer

Contact Us

Primary Nav

Interactive Calendar of Events (CMS Driven)

Primary Nav

Meet the Team

Primary Nav

About the Pearland H-E-B Plus

Primary Nav

Store Layout

Functionality

Submit Email Address

Global Footer

Usage Policy

Global Footer

www.heb.com

HTML

Event Detail (CMS Driven)

Include pictures of Manager, Assistant Mgr, Pharmacist, etc. to be provided by H-E-B

- Store Features
- Hours
- Map to Store
- Email Link

PDF

Download Store Map

HTML

Confirmation Page (optional w/ coupon)

Privacy Policy and Usage Policy are pulled from current heb.com content

Opens new browser window

Includes detail on event with pictures (provided by HEB and if available)

General Assumptions:
- All content will be updated by Rapp Collins including Tip of the Week
- No tracking tags or google analytics included in HTML or Flash files handed over to H-E-B
- All flash development will be supported by Flash plug-in 8 or higher
- All HTML to be developed and tested in WHAT BROWSERS??
- All pictures to be provided by H-E-B
- Includes design of 2 templates and 4 pages (2 design options to be provided)
- Emails are not part of this project

Rapp Collins Worldwide