XX

Natural Match

Interaction Design

Contents

Introduction

The aim of the Natural Match site is to educate the consumer about the product and generate excitement around its unique attributes. To this end, the site will explain and demonstrate the product's distinct identity via an immersive flash experience.

Within this experience, the user will find expert tips from premiere hair stylist Christophe Robin, and an interactive linear narrative presenting the seven shade stories. Persistent elements will give the user access to the Product overview and the Tone selector. This unique, almost cinematic, experience achieves the dual goals of engaging and educating the customer.

_____

Sitemap

Home 0.0

Interactive Video 1.0

choose video resolution

The Story 1.1

Christophe Robin's tips* 1.2

-Style tips
-Applications
-Is the color permanent?
-Does this work with color treated hair?
-Will Natural Match damage my hair?
-Does this cover gray?
-Science of Natural Match

*For Christophe's video we suggest that he
introduce the Natural Match philosophy and point
users to an interactive video FAQ. In the FAQ he
will address more specific hair color concerns.

Choose Shade/Tone 2.0

users selection triggers the
"shade/tone" selector

The Product 3.0

What's in the box 3.1

How to apply 3.2

Science behind Natural Match 3.3

Take the allergy test 3.4

Other FAQs 3.5

**We recommend that the application story be
told via animated stills and instructional copy.
We do not want to dilute the impact of the
experiential piece by having didactic aspects
of the product played out in video.

Where to buy 4.0

Retail Locations 4.1

-Duane Reade
-CVS
-WalMart
-Various Mass Retail Locations

$2 off coupon 4.2

confirmation 4.2.1

Share* 5.0

Email to a friend 5.1

Download the video 5.2

Blog the video 5.3

Send to phone 5.4

***Available in a variety of media formats, and
compatible across a range of digital and
mobile devices.

TBD is the user will be only be able to download
the video as a whole, or if it will be split into
segments.

1. X X

a.

b. 🔊 c. WHERE TO BUY d. NEWSLETTER e. SHARE

2. FIND YOUR SHADE AND
EXPLORE THE DIFFERENT TONES

.7

8.

6.

3. **CHRISTOPHE ROBIN**

etcetera etcetera etcet-
era etcetera etcetera
etcetera etcetera

DISCOVER THE WORLD
OF NATURAL MARCH

4. **TOUT FOR $2 OFF
COUPON**

etcetera etcetera etcet-
era etcetera etcetera

.5

9. © XX 2006

NOTES :::

1. Header Information :
 a. Graphic : logo
 b. Function : volume control
 c. Navigation : Where to buy
 d. Navigation : Newsletter
 e. Navigation : Share

2. Call to Action/Navigation : triggers the tone selector

3. Tout : contains graphic and supporting copy for Christophe Robin,
 links will trigger related video

4. Tout : navigation to $2 off coupon

5. Tout : contains graphic of the product box and supporting copy,
 navigation trigger to the Product area as well.

6. Graphic : headshot of Penelope Cruz

7. Call to Action/Navigation : graphic, entry point to the four areas of
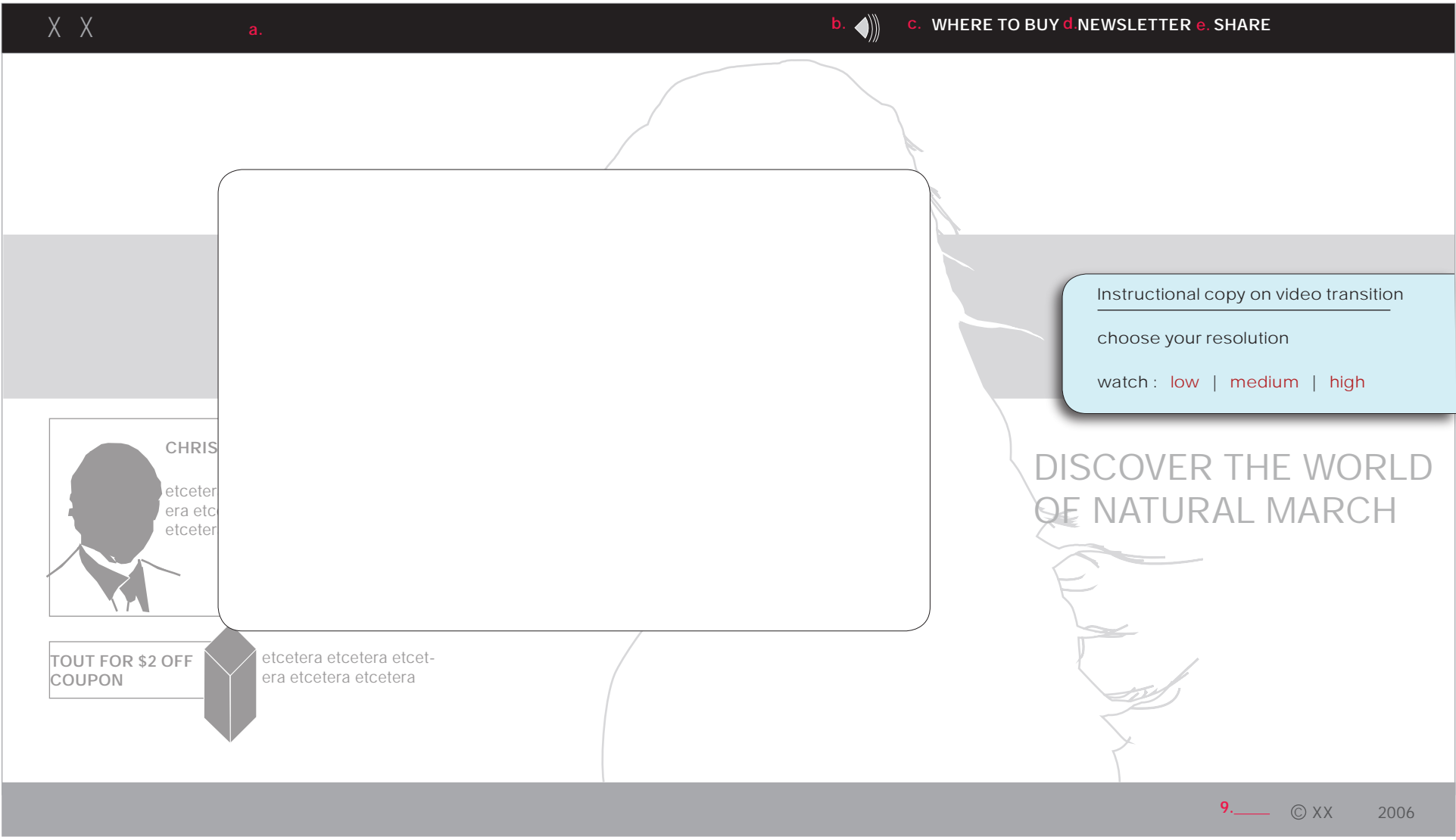 the interactive video (warm, cool, natural, red),

8. Call to Action/Navigation : copy, entry point to interactive video

9. Copy : copyright notice

NOTE FOR INTERACTION OF "NARRA-
TIVE VIDEO: the video will be split into 4
mood segments. The user will be able
to pick their entry point, and after will
have the rest of the segments follow in
numerical sequence for the purposes
of this project Cool #1, Natural #2,
Warm #3, and Red #4. As such there
will be four possible combination :

1-2-3-4
4-1-2-3
3-1-2-4
2-1-3-4

1.

a.

b. 🔊   c. **WHERE TO BUY** d. **NEWSLETTER** e. **SHARE**

Instructional copy on video transition

choose your resolution

watch :   low | medium | high

CHRIS

etcetera
era etc
etceter

DISCOVER THE WORLD
OF NATURAL MARCH

**TOUT FOR $2 OFF
COUPON**

etcetera etcetera etcet-
era etcetera etcetera

9._____ © XX   2006

NOTES :::

Before the video is played the thumbnails will animate with the se-
lected video taking over the screen. User at this point will be shown
quick instructional copy on how the video transitions will be handled
in the narrative section. They will also be prompted to choose video
resolution (low, medium or high).

Users choice of resolution should be cookied for the duration of the
visit.

1. X X   a.   b. 🔊   c. **WHERE TO BUY** d. **NEWSLETTER** e. **SHARE**

2.
ADVENTURES IN
MEDIUM BLONDE

3.

5.   a. b. c. d.

« ▶ »   **4.** CHRISTOPHE CAM

EMAIL TO A FRIEND a. _____.6

DOWNLOAD THE VIDEO b.

BLOG THE VIDEO c.

a1. rollover copy

7._____   a. b. c. d.

8._____   **9.**_   **10.**_

11._____ © XX   2006

NOTES :::

1. Header Information :

  a. Graphic : logo

  b. Function : volume control

  c. Navigation : Where to buy

  d. Navigation : Newsletter

  e. Navigation : Share

2. Copy : title

3. Video : playing stage area

4. Call to action : Christophe Robin narrative area, content TBD

5. Video controls :

  a. Navigation : rewind

  b. Navigation : stop/play

  the stop/play will toggle between two iconic states : stop ■ play ▶

  c. Navigation : fast forward

  d. Function : scroll bar

6. Navigation links

  a. Navigation : email to a friend

  b. Navigation : download the video

  c. Navigation : blog the video

7. Navigation : video

a1. Copy : rollover state

  a. cool narrative

  b. natural narrative

  c. warm narrative

  d. hot narrative

8. Navigation : Christophe Robin video

9. Navigation : the product

10. Navigation : tone selector

11. Copy : copyright notice

7

X X

WHERE TO BUY   NEWSLETTER   SHARE

ADVENTURES IN
MEDIUM BLONDE

1.—

2.—

☒ TONE **3.**   (TONE **4.** (TONE **5.** (TONE **6.**

Der Pfarrer Franz Joseph **7.**
Stalder publiziert in zwei
Bänden den «Versuch eines
Schweizerischen Idiotikon»   **8.**

EMAIL TO A FRIEND
DOWNLOAD THE VIDEO
BLOG THE VIDEO

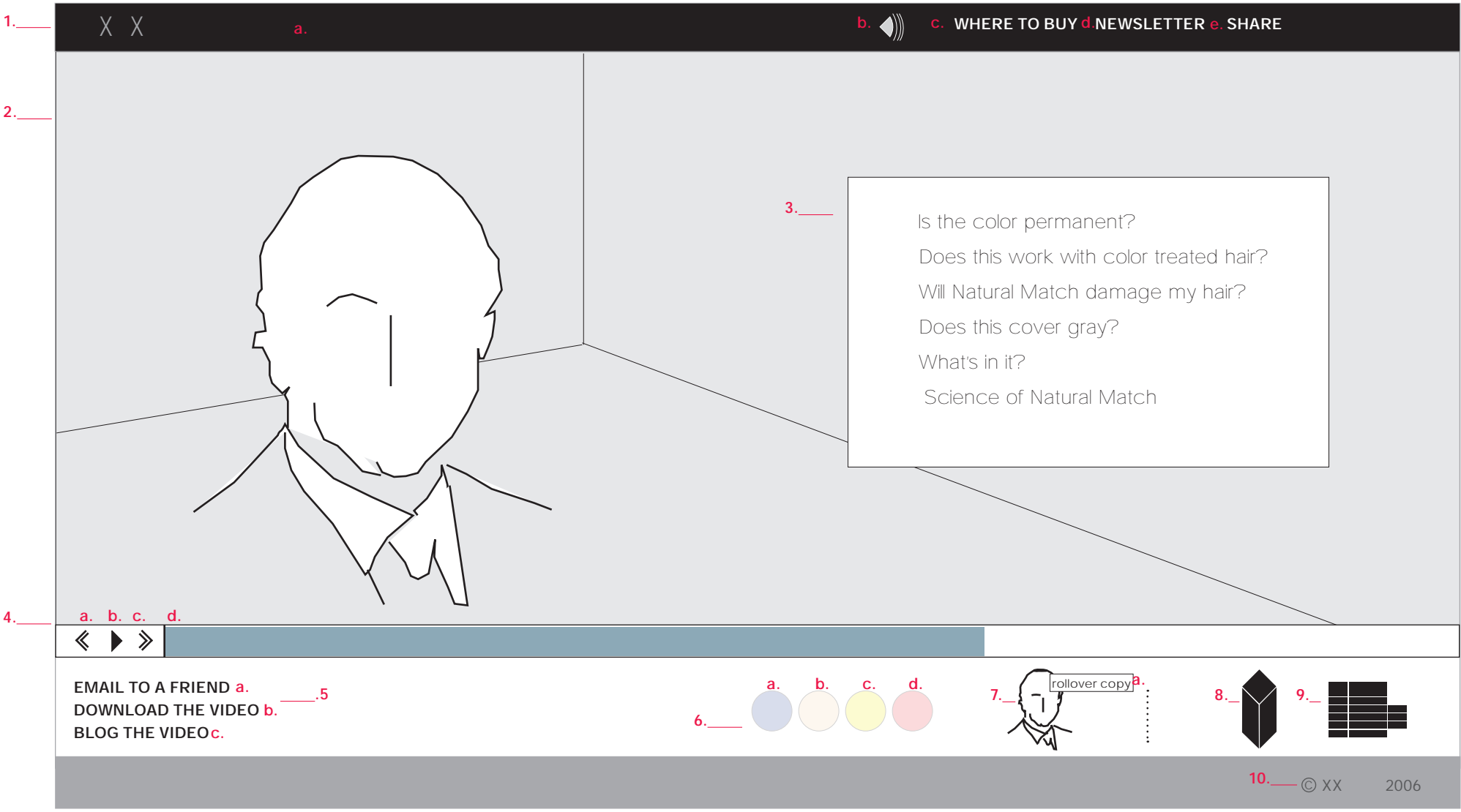© XX   2006

NOTES :::

1. Call to action : CLOSE

2. Graphic

3. Copy : title

4.-6. Navigation

7. Copy : body copy

8. Graphic

DEPENDING ON WHAT SHADE THE USER IS IN THEY WILL
BE ABLE TO NAVIGATE TO THE DIFFERENT TONES WITHIN
THE SHADE. THIS NAVIGATION MODEL ALLOWS THE USER
TO NAVIGATE THE DIFFERENT TONES WITHOUT HAVING TO
VIEW THE ENTIRE VIDEO,

1. X X   **a.**   **b.**))   **c.** WHERE TO BUY **d.** NEWSLETTER **e.** SHARE

2.

3.
Is the color permanent?

Does this work with color treated hair?

Will Natural Match damage my hair?

Does this cover gray?

What's in it?

Science of Natural Match

4.   **a. b. c. d.**
« ▶ »

EMAIL TO A FRIEND a.
DOWNLOAD THE VIDEO b.   **.5**
BLOG THE VIDEO c.

a. b. c. d.

6.

7. rollover copy **a.**

8.   **9.**

10. © XX   2006

NOTES :::

1. Header Information :
  a. Graphic : logo
  b. Function : volume control
  c. Navigation : Where to buy
  d. Navigation : Newsletter
  e. Navigation : Share

2. Video : playing stage area

3. Call to Action : these frequently asked questions will trigger the corresponding video responses

4. Video controls :
  a. Navigation : rewind
  b. Navigation : stop/play
    the stop/play will toggle between two iconic states : stop ■ play ▶
  c. Navigation : fast forward
  d. Function : scroll bar

5. Navigation links
  a. Navigation : email to a friend
  b. Navigation : download the video
  c. Navigation : blog the video

6. Navigation : video
  a. cool narrative
  b. natural narrative
  c. warm narrative
  d. hot narrative

7. Navigation : Christophe Robin video (active state)
  a. Copy : rollover copy

8. Navigation : the product

9. Navigation : tone selector

10. Copy : copyright notice

9

X X   a.

b. 🔊   b. **WHERE TO BUY** d.**NEWSLETTER** d. **SHARE**

1. start by selecting your starting shade

| 9 | 8 | 7 | 6 | 5 | 4 | 3 |

a. medium brown

10.____

a. b. c. d.

11.____

12._

13._ 14._ rollover copy a.

15.____ © XX   2006

NOTES :::

1. Header Information :
    a. Graphic : logo
    b. Function : volume control
    c. Navigation : Where to buy
    d. Navigation : Newsletter
    e. Navigation : Share

2. Copy : instructional copy

3. Navigation : shade 9 light blonde

4. Navigation : shade 8 medium blonde

5. Navigation : shade 7 dark blonde

6. Navigation : shade 6 light brown

7. Navigation : shade 5 medium brown
    a. Copy : rollover copy

8. Navigation : shade 4 dark brown

9. Navigation : shade 3 black

10. Graphic

11. Navigation : video
    a. cool narrative
    b. natural narrative

    c. warm narrative
    d. hot narrative

12. Navigation : Christophe Robin video

13. Navigation : the product

14. Navigation : tone selector (active state)
    a. Copy : rollover copy

15. Copy : copyright notice

1. X X **a.**   **b.** ◀)) **b.** WHERE TO BUY **d.** NEWSLETTER **d.** SHARE

2.

2. enhance with a tone that is true-to-you **10.**

3. 9 **4.** 8 **5.** 7 **6.** 6 **7.** 5 **8.** 4 **9.** 3

cool **a.**

natural **b.**

warm **c.**

red **d.**

11.

12. TONE IDENTIFIER/GENERAL COPY

SEND TO YOUR CELL PHONE **a.** **c.** **d.**
13. **b.** send all done continue browsing

HOW TO APPLY **.14**
SEE THE STORY **.15**
PRINT PRODUCT INFORMATION **.16**

a. **b.** **c.** **d.**

18. **19.** **20.** rollover copy **a.**

17.

21. © XX 2006

NOTES :::

1. Header Information :
   a. Graphic : logo
   b. Function : volume control
   c. Navigation : Where to buy
   d. Navigation : Newsletter
   e. Navigation : Share

2. Copy : instructional copy

SECTIONS 3-9 depending on the choice that the user makes the selection will have their opacity decreased to highlight the users choice. If the user chooses to navigate to another option the rollover state will bring that

choice to full opacity

3. Navigation : shade 9 light blonde, opacity decreased

4. Navigation : shade 8 medium blonde, opacity decreased

5. Navigation : shade 7 dark blonde, opacity decreased

6. Navigation : shade 6 light brown, opacity decreased

7. Navigation : shade 5 medium brown, active state
   a. Navigation : cool tone
   b. Navigation : natural tone
   c. Navigation : warm tone
   d. Navigation : red tone

8. Navigation : shade 4 dark brown

9. Navigation : shade 3 black

10. Graphic (dynamic, changes depending on user choice)

11. Navigation : video
   a. cool narrative
   b. natural narrative
   c. warm narrative
   d. hot narrative

12. Copy : tone identifier and general copy blurb

11

2.0 Tone Selector : notes continued

13. Send to cel phone.

NOTE : THIS FUNCTIONAL ELEMENT WILL BE TRIGGERED BY THE HYPER-LINKED TITLE AND WILL SLIDE UP
   a. Navigation : form trigger
   b. Form entry fields : area code, 7 digit number
   c. Navigation : submit
   d. Copy : confirmation message

14. Navigation : how to apply

15. Navigation : link to the shade "narrative", this choice will be presented to the user only after they have made a specific tone choice

16. Navigation : print product information

17. Navigation : video
   a. cool narrative
   b. natural narrative
   c. warm narrative
   d. hot narrative

18. Navigation : Christophe Robin video

19. Navigation : the product

20. Navigation : tone selector (active state)
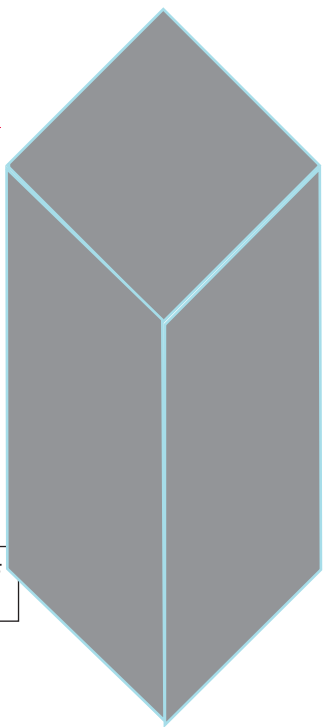   **a.** Copy : rollover copy

21. Copy : copyright notice

1.___ X X   **a.**   **b.** ◀))   **b.** WHERE TO BUY **d.** NEWSLETTER **d.** SHARE

2.___ what's in the box

3.___

4.___ TOUT FOR $2 OFF COUPON

5.___

TITLE TO GO HERE   ___.**6**

general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here.

7.___ how to apply

8.___ the science behind Natural Match

9.___ take the allergy test

10.___ other frequently asked questions

a.   **b.**   **c.**   **d.**
11.___

12.___

rollover copy **a.**
13.___   **14.**___

15.___ © XX   2006

NOTES :::

1. Header Information :
  a. Graphic : logo
  b. Function : volume control
  c. Navigation : Where to buy
  d. Navigation : Newsletter
  e. Navigation : Share

2. Navigation : "what's in the box" will generate flash based content and will animate the graphic that appears directly to the left #**3**, the piece will be an overview of the contents of the box

3. Graphic : large product shot

4. Tout : navigation to $2 off coupon

5. Dynamic content area : will house copy and flash elements dependent upon users choice

6. Copy : body copy

7. Navigation : "how to apply"

8. Navigation : "science behind Natural Match"

9. Navigation : "take the allergy test"

10. Navigation : "other frequently asked questions"

11. Navigation : video

a. cool narrative
b. natural narrative
c. warm narrative
d. hot narrative

12. Navigation : Christophe Robin video

13. Navigation : the product (active sate)
  a. Copy : rollover copy

14. Navigation : tone selector (active state)

15. Copy : copyright notice

13

3.1 What's in the Box

1. X X a. b. 🔊 **b. WHERE TO BUY d. NEWSLETTER d. SHARE**

how to apply
the science behind Natural Match

2. what's in the box

3.

4.

5.

b. GLOVES
c. copy goes here
more if needed

7.

6.
COLOR ENHANCING
DEVELOPING CRÈME
copy goes here
more if needed

COLOR CALIBRATED
CRÈME COLORANT
copy goes here
more if needed

8.

10. ⊠

HYDRA-GLOSS
CONDITIONER
copy goes here
more if needed

9.

DOWNLOAD THE
INSTRUCTION GUIDE

11.   a.   b.   c.   d.

12.

rollover copy a
13.   14.

15. © XX   2006

NOTES :::

1. Header Information :
   a. Graphic : logo
   b. Function : volume control
   c. Navigation : Where to buy
   d. Navigation : Newsletter
   e. Navigation : Share

2. Navigation : "what's in the box" will generate flash based
content and will animate the graphic that appears directly to
the left #**3**, the piece will be an overview of the contents of
the box

3. Graphic : large product shot

4. Navigation Stage : internal flash element for presenting the
contents of the Natural Match box

5. Content Item of Box

All contents of the box, items **5-8**, will have this information
(graphic, title and copy).
   a. Graphic
   b. Copy : gloves title
   c. Copy : general description

6. Content Item of Box : Color Enhancing Developing Crème

7. Content Item of Box : Color Calibrated Crème Conditioner

8. Content Item of Box : Hydra Gloss Conditioner

9. Content Item of Box : Instructions
   a. Graphic
   b. Navigation : downloadable instructions (PDF)

10. Navigation : close

11. Navigation : video
   a. cool narrative
   b. natural narrative
   c. warm narrative
   d. hot narrative

12. Navigation : Christophe Robin video

14

Competitor Overview

13. Navigation : the product (active sate)

    a. Copy : rollover copy

14. Navigation : tone selector (active state)

15. Copy : copyright notice

1.___

X X   a.

b. ◀)))   **b. WHERE TO BUY d.**NEWSLETTER **d.** SHARE

2.___ what's in the box

3.___

5.___   HOW TO APPLY. ___.6

a.

7.___

b. c. d.   e.

≪ ▶ ≫

8.___ the science behind Natural Match

9.___ take the allergy test

10.___ other frequently asked questions

4.___ TOUT FOR $2 OFF
COUPON

a. b. c. d.

rollover copy

11.___   12.___   13.___ 14.__

15.___ © XX   2006

NOTES :::

1. Header Information :

  a. Graphic : logo

  b. Function : volume control

  c. Navigation : Where to buy

  d. Navigation : Newsletter

  e. Navigation : Share

2. Navigation : "what's in the box" will generate flash based content and will animate the graphic that appears directly to the left **#3**, the piece will be an overview of the contents of the box

3. Graphic : large product shot

4. Tout : navigation to $2 off coupon

5. Dynamic content area : will house copy and flash elements dependent upon users choice

6. Copy : body copy for "The Science Behind Natural Match" active state

7. Video controls :

  a. Video Display

  b. Navigation : rewind

  c. Navigation : stop/play

  the stop/play will toggle between two iconic states : stop ■ play ▶

  d. Navigation : fast forward

e. Function : scroll bar

8. Navigation : "how to apply"

9. Navigation : "take the allergy test"

10. Navigation : "other frequently asked questions"

11. Navigation : video

  a. cool narrative

  b. natural narrative

  c. warm narrative

  d. hot narrative

12. Navigation : Christophe Robin video

16

3.2 How to Apply Notes continued

13. Navigation : the product (active sate)

    a. Copy : rollover copy

14. Navigation : tone selector (active state)

15. Copy : copyright notice

1.___

X X   **a.**   **b.** ◀))   **b.** WHERE TO BUY **d.** NEWSLETTER **d.** SHARE

2.___ what's in the box

3.____

5.____

THE SCIENCE BEHIND NATURAL MATCH

____.**6**

general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here. general information to go here.

7.____ how to apply

8.____ take the allergy test

9.____ other frequently asked questions

4.___ TOUT FOR $2 OFF COUPON

a.   b.   c.   d.

10.____

11._

rollover copy **a.**

12._

13._

14.____ © XX   2006

NOTES :::

1. Header Information :
  a. Graphic : logo
  b. Function : volume control
  c. Navigation : Where to buy
  d. Navigation : Newsletter
  e. Navigation : Share

2. Navigation : "what's in the box" will generate flash based content and will animate the graphic that appears directly to the left #**3**, the piece will be an overview of the contents of the box

3. Graphic : large product shot

4. Tout : navigation to $2 off coupon

5. Dynamic content area : will house copy and flash elements dependent upon users choice

6. Copy : body copy for "The Science Behind Natural Match" active state

7. Navigation : "how to apply"

8. Navigation : "take the allergy test"

9. Navigation : "other frequently asked questions"

10. Navigation : video
  a. cool narrative

b. natural narrative

c. warm narrative

d. hot narrative

11. Navigation : Christophe Robin video

12. Navigation : the product (active sate)
  a. Copy : rollover copy

13. Navigation : tone selector (active state)

14. Copy : copyright notice

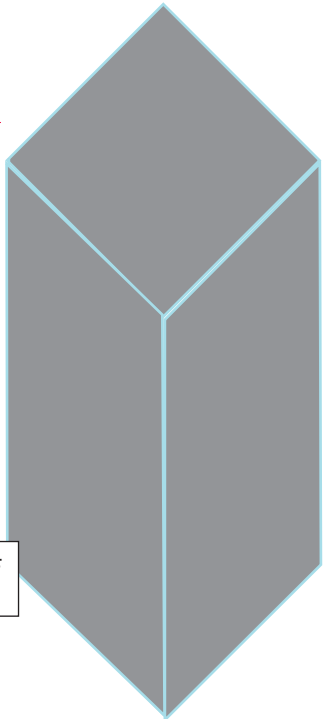**1.** X X **a.** **b.** ◀)) **b. WHERE TO BUY d.NEWSLETTER d. SHARE**

2.___ what's in the box

3.___

4.___ TOUT FOR $2 OFF COUPON

5.___ FREQUENTLY ASKED QUESTIONS **a.**

Text of question one to go here, and the answer is?

6.___ **b.** Text of question one to go here, and the answer is?

c. Magnus es, domine, et laudabilis valde: magna virtus tua, et sapientiae tuae non est numerus. et laudare te vult homo, aliqua portio creaturae tuae, et homo circumferens mortalitem suam, circumferens testimonium peccati sui et testimonium, quia superbis resistis: et tamen laudare te vult homo, aliqua portio creaturae tuae.tu excitas, ut laudare te delectet, quia fecisti nos ad te et inquietum est cor nostrum, donec requiescat in te.

Text of question one to go here, and the answer is?
Text of question one to go here, and the answer is?
Text of question one to go here, and the answer is?

7.___ how to apply

8.___ the science behind natural match
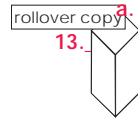
9.___ take the allergy test

10

11.___ **a. b. c. d.**

12.___

13.___ rollover copy **a.**

14.___

15___ © XX   2006

NOTES :::

1. Header Information :
   a. Graphic : logo
   b. Function : volume control
   c. Navigation : Where to buy
   d. Navigation : Newsletter
   e. Navigation : Share

2. Navigation : "what's in the box" will generate flash based content and will animate the graphic that appears directly to the left #**3**, the piece will be an overview of the contents of the box

3. Graphic : large product shot

4. Tout : navigation to $2 off coupon

5. Dynamic content area : will house copy and flash elements dependent upon users choice

6. Copy & Navigation:
   a. Title
   b. Active question
   c. Answer
   d. Navigation : other question titles

7. Navigation : "how to apply"

8. Navigation : "science behind Natural Match"

9. Navigation : "take the allergy test"

10. Function : scroll bar if needed

11. Navigation : video
   a. cool narrative
   b. natural narrative
   c. warm narrative
   d. hot narrative

12. Navigation : Christophe Robin video

13. Navigation : the product (active sate)
   a. Copy : rollover copy

19

3.5 FAQs notes continued

14. Navigation : tone selector (active state)

15. Copy : copyright notice

X X

2. enhance with a tone that is true-to-you

9 8 7 6 5 4 3

cool

natural

warm

red

1. ─────

SHOP NATURAL MATCH

Natural Match is available wherever
L'Oréal products are sold including these retail partners.

make it a special delivery
when you order from these online retailers

Walmart	Target
Eckerd	Albertsons
Kmart	Longs
Rite Aid	

drugstore.com
the uncommon drugstore

Walgreens.com

HARMON
DISCOUNT HEALTH & BEAUTY

CVS/pharmacy

DR
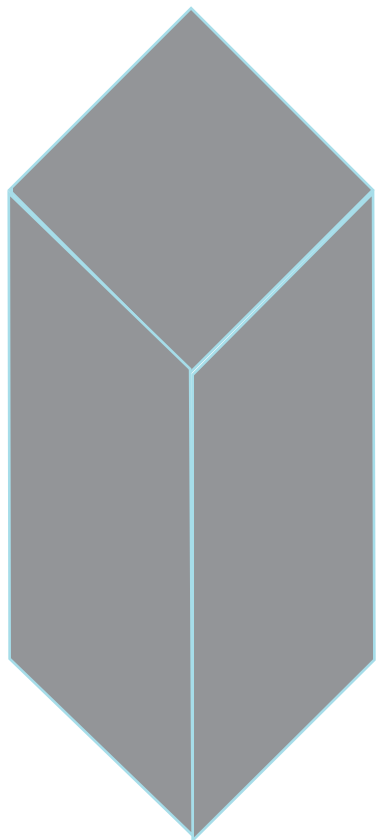duane reade

...ysing

HOW TO APPLY
SEE THIS SHADES STORY
PRINT PRODUCT INFORMATION

© XX   2006

NOTES :::

1. Pop-up window with retail location information. These mod-
ules will appear pop-up windows over the video. Once the
user has triggered one of these options the video will freeze.

WHERE TO BUY   NEWSLETTER   SHARE

EXCLUSIVE OPPORTUNITY

FIRST NAME*
LAST NAME*
GENDER   ○ female   ○ male
E-MAIL*
E-MAIL CONFIRM*
CITY*
STATE*   select ▼   ZIP*
ETHNICITY   select ▼
PHONE NUMBER
BIRTHDATE*

U.S. law requires that we ask your birth-date

☐ Yes, I want to become a member of lorealparisusa.com, so I can be among the first to know when the full Natural Match web-site launches. In addition, I will receive beauty news, expert advice, and new-product bulletins delivered directly to my email, I will also be among the first to know about coupons, contests, sweepstakes, free samples, and special promotions.

Password   Password Confirm

You must be 18 years of age or older to submit this form, which must be completed in its entirety, with no required fields left empty. L'Oréal isn't responsible for late, and/or undeliverable mail

review privacy policy   SUBMIT
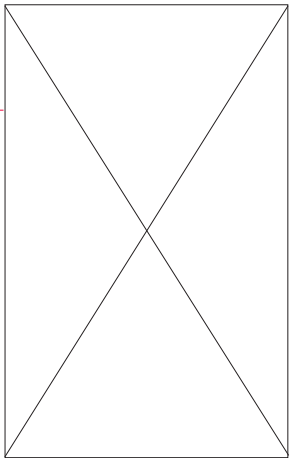
© XX   2006

NOTES :::

1. Pop-up window with retail location information. These modules will appear pop-up windows over the video. Once the user has triggered one of these options the video will freeze.

1. X X   a.   b. ◀))   c. **WHERE TO BUY** d. **NEWSLETTER** e. **SHARE**

2. ___**TITLE GOES HERE**

3. ___

Miscellaneous positioning copy ___.4
to here it can be whatever lazy
fox lazy dog and so on it can go
everywhere

You can download the 7 stories, Christophe's Tips, or
both make your choice below. ___.5

○ Narrative Video

○ Christophe's Tips   ___.6

○ Both

Choose your file type.   ___.7

○ Quicktime

○ PSP   ___.8

○ Ipod

9.___   [**download**]

a.   b.   c.   d.

10.___   ○ ○ ○ ○   **11.** ___ 👤   ⋮   **12.** ___ ◆   **13.** ___ ▦

14___ © XX   2006

NOTES :::

1. Header Information :
  a. Graphic : logo
  b. Function : volume control
  c. Navigation : Where to buy
  d. Navigation : Newsletter
  e. Navigation : Share

2. Copy : section title

3. Graphic

4. Copy : body copy

5. Copy : explanatory text

6. Form elements : radio buttons with choices of (7 stories,
  Christophe's tips, or Both)

7. Copy : explanatory text

8. Form elements : radio buttons with choices of (Quicktime,
  PSP or Ipod)

9. Navigation : submit

11. Navigation : video
  a. cool narrative
  b. natural narrative

c. warm narrative

d. hot narrative

11. Navigation : Christophe Robin video

12. Navigation : the product (active sate)

13. Navigation : tone selector (active state)

14. Copy : copyright notice

23

5.1-5.3 "Share" Center Modules

These modules will appear pop-up windows over the video. Once the user has triggered one of these options the video will freeze.

After the user has completed the form and/or closes the pop-up window the video will commence playing from the point at which it was stopped.

5.1 Email the video

1.____
2.____
3.____

EMAIL THE VIDEO   .4
*required field

FRIEND'S NAME
[   ]

FRIEND'S EMAIL*
[   ]

YOUR NAME
[   ]

YOUR EMAIL*
[   ]

[submit] ____.5

1. Copy : title

2. Copy : required fields

3. Form Entry fields with copy : input for "friend's name, friend's email, your name, and your email"

4. Functionality : close window

5. Functionality : "submit"

5.2 Download the video

TITLE HERE ____.1   7.____
Miscellaneous copy to here
____.2
Download to your computer or portable device.

[graphic] 3.____

O Quicktime ____.4

O PSP ____.5

O Ipod ____.6

8.____   [download]

1. Copy : title

2. Copy : positioning statement, and instructional text

3. Graphic

4. Functionality : radio button "Quicktime choice"

5. Functionality : radio button "PSP choice"

6. Functionality : radio button "Ipod choice"

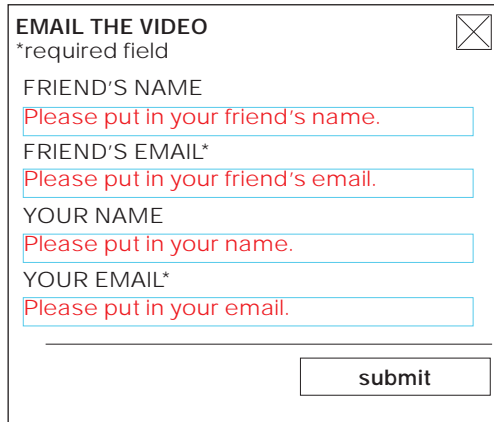**7.** Functionality : close window

8. Functionality : "download"

5.3 Blog the video

TITLE HERE ____.1   2.____
Miscellaneous copy to here
____.3
Copy this code to add the video to your blog.

```
<!--                    ____.4

function setShipping(quote,total,method,tax){shipMethod.innerHTML=method,shipQuote.innerHTML="$" + quotetax-Quote.innerHTML=

                    !-->
```

1. Copy : title

2. Functionality : close window

3. Copy : positioning statement, and instructional text

4. Copy : code for placing video in blog

NOTE THE COPY MUST BE ABLE TO BE COPIED FROM THE FLASH APPLICATION

Required Fields Error Handling & Thank You Message

The required field module is for use with section 5.1 (same functionality should be used for the Coupon as well), the Thank You message is for use with 5.1 and 5.2.

Required Fields Interface

EMAIL THE VIDEO
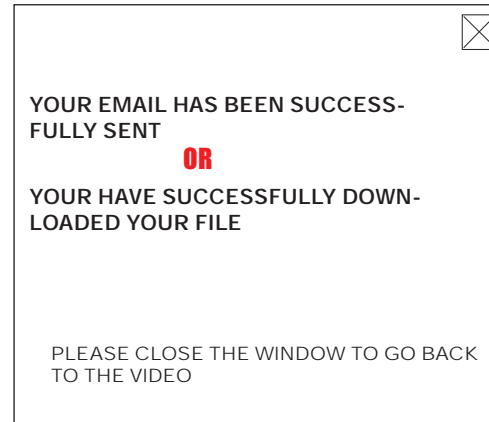*required field

FRIEND'S NAME
Please put in your friend's name.

FRIEND'S EMAIL*
Please put in your friend's email.

YOUR NAME
Please put in your name.

YOUR EMAIL*
Please put in your email.

submit

If the user should fail to input a required field then the field will repopulate with an error message in red text.

Thank you message Interface

YOUR EMAIL HAS BEEN SUCCESS-FULLY SENT

OR

YOUR HAVE SUCCESSFULLY DOWN-LOADED YOUR FILE

PLEASE CLOSE THE WINDOW TO GO BACK TO THE VIDEO

Once the user has successfully sent and email OR downloaded a file, they will be prompted with a thank you message. They will have to close this window to start playing the video again.

Revision History

author	date	changes	client request	internal request
david sansone	01 MAY 06	-per client request of 28 april all references to the interactive narrative featuring 7 characters will be removed. There will now only be one narrative with one interactive feature, notes/tips from Christophe	YES, per decision 28 apr	

david sansone	05 MAY 06	-changes to copy have necessitated changes in the interface
		
		    -section 1.1, interstitial video segments to be vetted by tech
		
		    -for section 1.1 video on video, to be vetted by tech
		
		    -section 1.2, segmentation of video and individual segments to be triggered by buttons to be vetted by tech
		
		    -cross linking of "how to apply" to be vetted by tech
				yes changes to script

david sansone	08 MAY 06	-video is now interactive		yes changes to script
david sansone	09 MAY 06	-addition of navigation to the Christophe Tips widget -recommendations is for fully interactive video		yes changes to script
david sansone	10 MAY 06	-process flow for flash detection added		yes changes to script