XX

Vive Pro

Interaction Design

Client:	**XX**
Date:	27 JUN 2006
Version:	v 1.8
Authors:	David Sansone

Contents

Introduction

LAUNCH 26 June 06

-**"Products"** overview of all product for the newly launched **VivePro**

-**"Hair Diagnostic"**, guided by Garren, users will be taken through and in-depth diagnostic of their hair concerns, directly addressing the looks they want to achieve with the hair that they have

-"**The Pros**" Garren, Christophe Robin, and Orlando Pita give their tips and advice on hair care and color.

-**"Before and After"** using models from the campaign will show before/after shots with links to their "Pro-Scription"

-"**Behind the Scenes**" will give rich media content on the creation of the television commercials

-Announcement and general information about upcoming contests

PHASED CONTENT ROLLOUT

-**"Hair Diagnostic"** in later release will support a more complex diagnostic and will be paired with video of the models so the user can choose a hair type to further enhance the personal experience of the diagnostic.

-**"Transformation"** will debut with three bathroom make overs based on the print & broadcast campaigns (pink, red & orange), and the other chance to become a hair model for XX.

-Users invited to participate in buzz activities including **REUTERS** sign on time square, in-store kiosks, and retail events.

-with the completion of the voting process "Hair Model Contest", will now evolve into an online reality show. The top 3-5 participants will have their make-over and stay in NYC filmed, and all will be competing for a chance to become a hair model for **"Vive Pro"**

FUTURE VISION & CRM (as available)

-Introduction of **"Vive for You"**, an online monthly sent to users via e-mail. It will be a mixture of editorial and the best user based content. Users will be invited to join after they have gone through the diagnostic, or they may also opt-in from the persistent navigation that is present.

-evolution of "**Vive for You**" into the **Hair Destination** on the web. In turn becoming one of the four supporting hubs of XX Paris online (Hair Care, Hair Color, Cosmetics & Skin Care).

Please address all project related questions to

Daniellle Gontier

Executive Producer

01.212.946.4244

danielle.gontier@rga.com

Sitemap

HOME 0.0

The Products 1.0	The Pros 2.0	Your Pro-Scription 3.0	Transformation 4.0	The Shoot 5.0

The Products 1.0

Color Vive 1.1
- science & info 1.1.1

Smooth Intense 1.2
- science & info 1.2.1

Style & Body Infusing 1.3
- science & info 1.3.1

Vive for Men 1.4
- science & info 1.4.1

The Pros 2.0

Garren 2.1
- top 10 tips 2.1.1

Christophe 2.2
- top 10 tips 2.2.1

Orlando 2.3
- top 10 tips 2.3.1

Your Pro-Scription 3.0

Diagnostic 3.1
- introduction 3.1.1
- questions 3.1.2
- your "Pro-Scription" 3.1.3
  - SMS your "Pro-Scription" 3.1.3.1

Transformation 4.0

The Looks 4.1
- Before & After 4.1.1
- 6 Print Looks 4.1.2

Model Minute 4.2

Transformation Nation 4.3
- submissions 4.3.1
- Contest Program 4.3.2

The Shoot 5.0

choose video resolution

The Models 5.1

The Style Squad 5.2

The Commercial (s) 5.3

Share (utilities) U.0

Where to Buy U.1

Email to a Friend U.2

Download the Video U.3

Blog the Video U.4

Coupon U.5

Pro-motion U.6

as available

Video Resolution Choice

Do you prefer the VivePro Experience in

Low Band Width or High Band Width

please make your choice from the links above.

X X

©   XX 2006

NOTES :::

**User will be asked to choose a resolution,
either low or high band-width.**

5

as available

3. ___ YOUR a.
PRO'SCRIPTION b.
FIND MORE HERE

2.

4. ___

The Shoot a. ___.5
and the quick brown fox jumped over a lazy but fashionable dog a number of times in order to get in shape b.

The Pros a. ___.6
and the quick brown fox jumped over a lazy but fashionable dog a number of times in order to get in shape b.

Vive for Men a. ___.7
and the quick brown fox jumped over a lazy but fashionable dog a number of times in order to get in shape b.

X X   a.

© XX 2006 b.

8. ___

**this space available for appropriate touts throughout the application

NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy
  i. Navigation : pro-motion
  j. Navigation : connect

2. Graphic : main page branding images

3. Tout : The Diagnostic
  a. Copy : linked
  b. graphic : hyperlinked

4. Navigation : graphic representation of products, drives user to product area

5. Tout : The Shoot
  a. Copy : section title, hyperlinked
  b. Copy : body copy, hyperlinked

6. Tout : The Pros
  a. Copy : section title, hyperlinked

b. Copy : body copy, hyperlinked

7. Tout : Vive for Men
  a. Copy : section title, hyperlinked
  b. Copy : body copy, hyperlinked

8. Footer :
  a. Logo
  b. Copyright notice

1.

a. the products   **b.** the pros   **c.** your pro-scription   **d.** transformation   **e.** the shoot   **f.** ◀))) on/off   **g.** home   **h.** where to buy   **i.** pro-motion   **j.** connect

a. Intro copy blurb to go here something spectacular
b. **Color Vive**
2.____

a. Intro copy blurb to go here something spectacular
b. **Vive Pro Smooth & Intense**
3.____

a. Intro copy blurb to go here something spectacular
b. **Vive Pro Styling Infusion**
4.____

a. Intro copy blurb to go here something spectacular
b. **Vive Pro Men**
5.____

X X   **a.**

6.____ ©   XX 2006 **b.**

**this space available for appropriate touts throughout the application

NOTES :::

1. Header :
   a. Navigation : the products
   b. Navigation : the pros
   c. Navigation : your pro'scription
   d. Navigation : transformation
   e. Navigation : the shoot
   f. Function : volume control
   g. Navigation : home
   h. Navigation : where to buy
   i. Navigation : pro-motion
   j. Navigation : connect

2. Navigation : Color Vive
   a. Copy : blurb
   b. Copy : title

3. Navigation : Smooth & Intense
   a. Copy : blurb
   b. Copy : title

4. Navigation : Styling Infusion
   a. Copy : blurb
   b. Copy : title

5. Navigation : Pro Men
   a. Copy : blurb
   b. Copy : title

6. Footer :
   a. Logo
   b. Copyright notice

7

as available

1. —

| a. the products | b. the pros | c. your pro-scription | d. transformation | e. the shoot | f. ◀))) on/off | g. home | h. where to buy | i. pro-motion | j. connect |

2. ___ NAV 1

3. ___ NAV 1

4. ___ NAV 1

5. ___

Relevant intro copy would be placed along this zone giving high level infor-mation about the spectacular results that can be achieved with this new product. spectacular results that can be achieved with this new product.

.6

rollover state for
c. product

PRODUCT LINE TITLE ___.7

8. ___

a.

b.

.9

X X

a.

10. ___ © XX 2006 **b.**

**this space available for appropriate touts throughout the application

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NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy
  i. Navigation : pro-motion
  j. Navigation : connect

2. Navigation : product line

3. Navigation : product line

4. Navigation : product line

5. Graphic : model shot

6. Copy : body copy

7. Copy : product line title

8. Navigation: Shampoo (rollover state)
  a. Graphic : shampoo
  b. Graphic : conditioner

c. Copy : rollover description of product

PRODUCT APPEAR IN PAIRS SHAMPOO WITH CONCITIONEER

9. Graphic : inacitve product pairs

10. Footer :
  a. Logo
  b. Copyright notice

as available

| a. the products | b. the pros | c. your pro-scription | d. transformation | e. the shoot | f. ◀))) on/off | g. home | h. where to buy | i. pro-motion | j. connect |

1.

2.____ NAV 1
3.____ NAV 1
4.____ NAV 1

5.____

6.____

PRODUCT NAME

description of the product will go here. description of the product will go here. description of the product will go here. description of the product will go here. description of the product will go here. description of the product will go here.   ____.7

STYLING TIPS FROM THE PROS text based tips will go here with a link to the experts   ____.8

LINK TO GO THE CONDITIONER

____.9

X X

a.

10.____ © XX 2006 b.

**this space available for appropriate touts throughout the application

NOTES :::

DEFAULT BEHAVIOR FOR THE PRODUCT SPECIFIC PAIRINGS IS THAT IT DEFAULT TO THE SHAMPOO.

1. Header :
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 d. Navigation : transformation
 e. Navigation : the shoot
 f. Function : volume control
 g. Navigation : home
 h. Navigation : where to buy
 i. Navigation : pro-motion
 j. Navigation : connect

2. Navigation : product line

3. Navigation : product line

4. Navigation : product line

5. Graphic : model shot

6. Graphic : product pair shot

7. Copy: product description (benefits of product should be woven into the description)

8. Tout: "Styling Tips" text based styling tips with a link to the conditioner

8. Copy : product line title

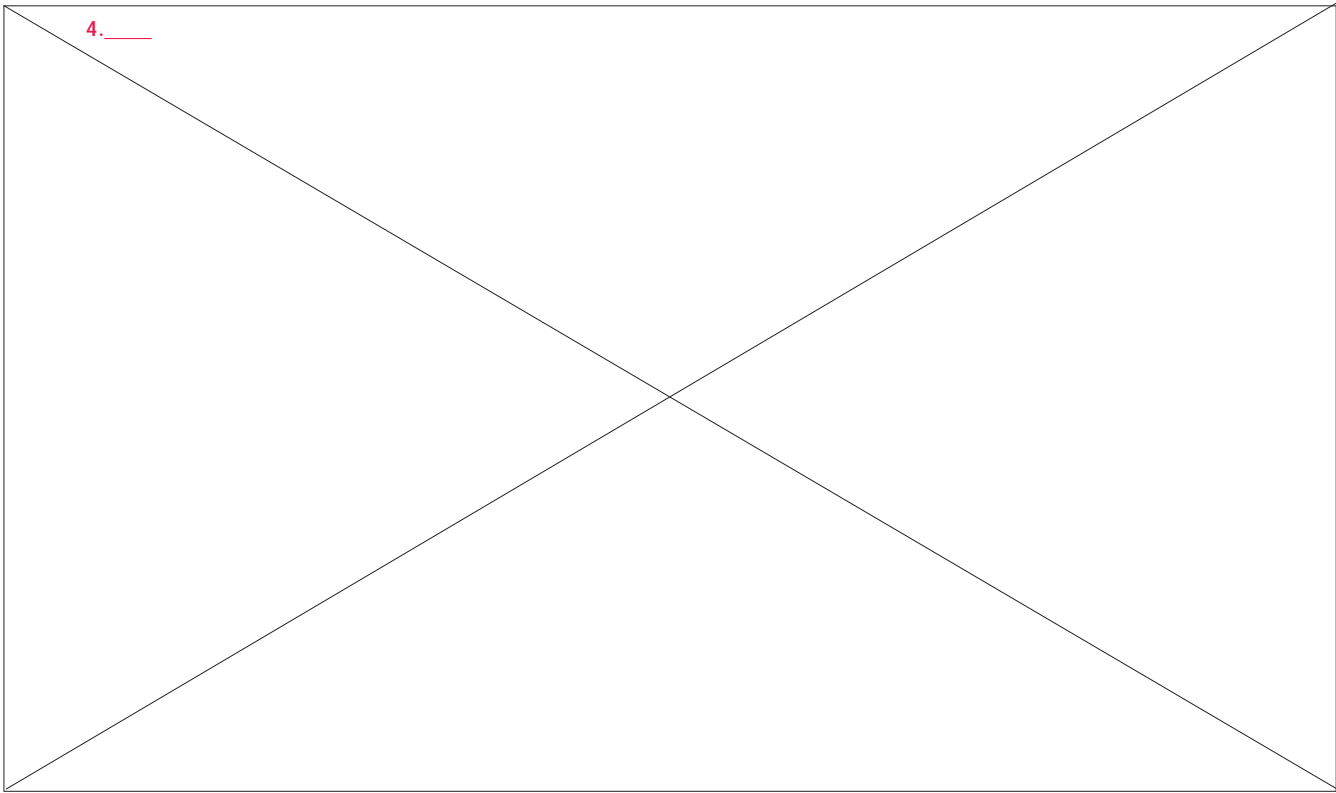**9.** Graphic : inacitve product pairs

10. Footer :
 a. Logo
 b. Copyright notice

9

1.

a. the products   **b.** the pros   **c.** your pro-scription   **d.** transformation   **e.** the shoot   **f.**))) on/off   **g.** home   **h.** where to buy   **i.** pro-motion   **j.** connect

2.

THE PROS

4.

3.

EXPERT 1

b.

spectacular vive
copy to go here
about the word

a.   **c.**

EXPERT 2

spectacular vive
copy to go here
about the word

EXPERT 3

spectacular vive
copy to go here
about the word

X X

a.

©   XX 2006 **b.**   .5

**this space available for appropriate touts throughout the application

NOTES :::

1. Header :
   a. Navigation : the products
   b. Navigation : the pros
   c. Navigation : your pro'scription
   d. Navigation : transformation
   e. Navigation : the shoot
   f. Function : volume control
   g. Navigation : home
   h. Navigation : where to buy
   i. Navigation : pro-motion
   j. Navigation : connect

2. Copy : Title

3. Tout : Expert
   a. Graphic
   b. Copy : title
   c. Copy : copy blurb
TOUTS HAVE ROLLOVER STATE

4. Graphic : position graphic for page

5. Footer :
   a. Logo
   b. Copyright notice

as available

1.

a. the products   **b.** the pros   **c.** your pro-scription   **d.** transformation   **e.** the shoot   **f.** on/off   **g.** home   **h.** where to buy   **i.** pro-motion   **j.** connect

2. THE TEAM

4. **a.**

3.

EXPERT 1

b.

click to see the top 10 tips

a.   **c.**

b. **c** **d.** **e.**

EXPERT 2

EXPERT 3

X X

a.

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**this space available for appropriate touts throughout the application

NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy
  i. Navigation : pro-motion
  j. Navigation : connect

2. Copy : Title

3. Tout : Expert
  a. Graphic
  b. Copy : title
  c. Navigation : Top 10 tips

4. Video controls :
  a. Stage : video playing area
  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

5. Footer :
  a. Logo
  b. Copyright notice

as available

1.

a. the products **b.** the pros **c.** your pro-scription **d.** transformation **e.** the shoot **f.** on/off **g.** home **h.** where to buy **i.** pro-motion **j.** connect

2. THE DIAGNOSTIC

3.

.4

a.

TITLE **b.**
small copy blurb

.5

spectacular vive copy to go here about
the wonders of the new product line
that is offered by

are you a ◯ woman or a ◯ man? _____ **.6**
a. **b.**

next question ➤ **.7**

a. **b.**

X X

a.

© XX 2006 **b.** _____ **.8**

NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy
  i. Navigation : pro-motion
  j. Navigation : connect

2. Copy : title

3. Video
  a. navigation : stop/play
   the stop/play will toggle between two
   iconic states : stop ■ play ▶
  b. function : scrubber

4. Graphic & Functionality :
  a. Sputnik graphic with rollover states

  b. Rollover state copy

5. Copy : body copy

6. Introductory question :

  a. Functionality : radio button
  b. Functionality : radio button

The user must choose identify themselves
as either female or male in order to start
the diagnostic

7. Navigation : next question

8. Footer :
  a. Logo
  b. Copyright notice

VIDEO EXPERT SERVES AS NAR-
RATOR/GUIDE FOR THE DIAG-
NOSTIC

LOW BANDWIDTH WILL VIEW
STILL IMAGES ONLY

12

1.

a. the products **b.** the pros **c.** your pro-scription **d.** transformation **e.** the shoot **f.**))) on/off **g.** home **h.** where to buy **i.** pro-motion **j.** connect

2. # THE DIAGNOSTIC / step 1

3. **1** **2** **3** **4** **5** **step 2** 4.

Another question will go here and then the user will decide what question they are going to answer? .5

choice1 ◯ choice2 ◯ choice3 ◯ .6
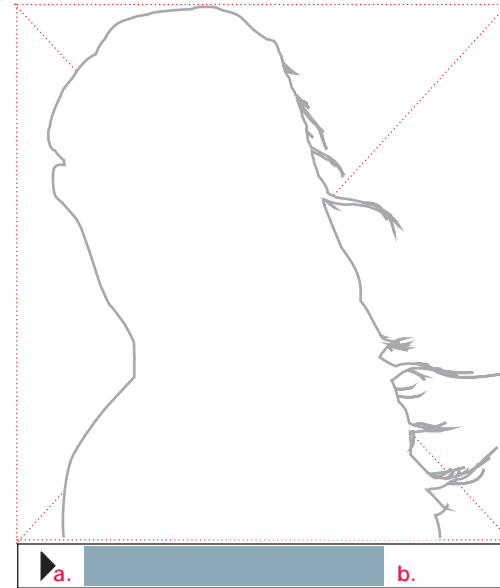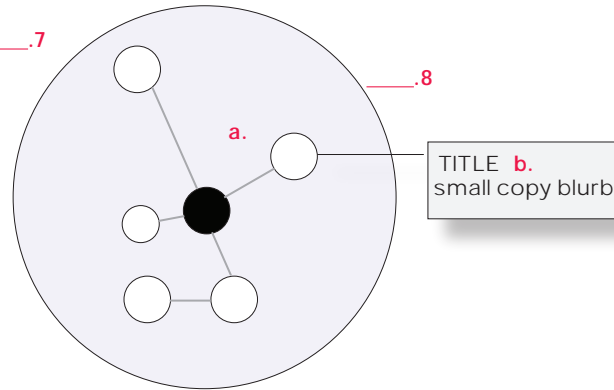
a. prev **b.** next .7

.8

a.

TITLE **b.**
small copy blurb

9.

a. **b.**

X X **a.**

© XX 2006 **b.** .10

**this space available for appropriate touts throughout the application

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NOTES :::
FOR POST LAUNCH THE SPUTNIK WILL ANIMATE AS EACH QUESTION IN THE FIRST SECTION IS ANSWERED TO REINFORCE THE IDEA OF THE

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy

i. Navigation : pro-motion
j. Navigation : connect

2. Copy : title

3. Copy : indicators for question, will function as backwards navigation after the user has answered questions

4. Copy : title for 2nd half of the diagnostic

5. Copy : question

6. Functionality : radio buttons (**answer will trigger the next question in sequence**)

7. Navigation :
  a. previous question
  b. next question

8. Graphic & Functionality :
  a. Sputnik graphic with rollover states
  b. Rollover state copy

SPUTNIK IS LEVERAGED FROM PRINT MATERIAL, IT BREAKS DOWN THE 5 DIMENSIONS OF THE HAIR. A ROLLOVER STATE WILL GIVE USER ADDITIONAL INFORMATION ON THE INDIVIDUAL DIMENSIONS. THE SPUTNIK BUILDS WITH EACH QUESTION ANSWERED.

FOR FIRST PHASE FLAT REPRESENTATION ONLY

8. Video :
  a. navigation : stop/play
the stop/play will toggle between two iconic states : stop ■ play ▶
  b. function : scrubber

9. Footer :
  a. Logo
  b. Copyright notice

FOR QUESTIONS 1-5 THE VIDEO WILL SHOW MODEL GIVING VISUAL SUPPORT TO THE QUESTIONS THAT ARE ASKED OF THE USER.

THERE WILL ALSO BE VOICE OVER FROM THE EXPERT, REITERATING THE QUESTIONS THAT ARE SHOWN ON SCREEN.
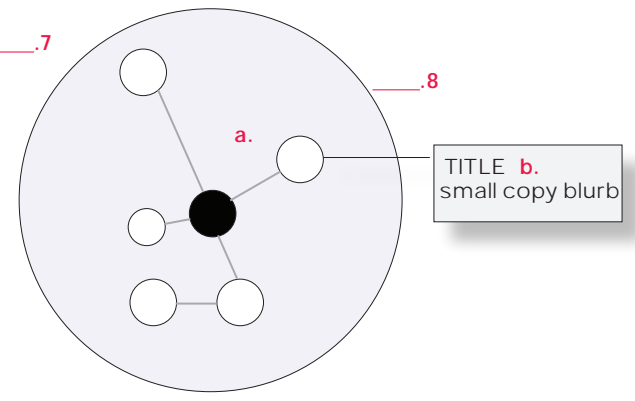
13

1.

2. ___

THE DIAGNOSTIC / step 2

3. ___

step 1

1   **2**   **3** ___.4

Another question will go here and then the user will decide what question they are going to answer? ___.5

choice1 ☐ choice2 ☐
___.6
choice3 ☐ choice4 ☐

a. prev   **b.** next ___.7

9. ___

a.

TITLE **b.**
small copy blurb ___.8

X X

©   XX 2006 **a.**
b. ___.10

**this space available for appropriate touts throughout the application

---

NOTES :::

1. Header :
   a. Navigation : the products
   b. Navigation : the pros
   c. Navigation : your pro'scription
   d. Navigation : transformation
   e. Navigation : the shoot
   f. Function : volume control
   g. Navigation : home
   h. Navigation : where to buy
   i. Navigation : pro-motion
   j. Navigation : connect

2. Copy : title

3. Copy : title for first half to diagnostic

4. Copy : indicators for question, will function as backwards navigation after the user has answered questions

5. Copy : question

6. Functionality : check boxes or radio buttons, depending on question

7. Navigation :
   a. previous question
   b. next question

8. Graphic & Functionality :
   a. Sputnik graphic with rollover states
   b. Rollover state copy

SPUTNIK IS LEVERAGED FROM PRINT MATERIAL, IT BREAKS DOWN THE 5 DIMENSIONS OF THE HAIR. A ROLLOVER STATE WILL GIVE USER ADDITIONAL INFORMATION ON THE INDIVIDUAL DIMENSIONS. THE SPUTNIK BUILDS WITH EACH QUESTION ANSWERED.

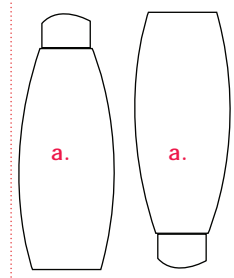FOR FIRST PHASE FLAT REPRESENTATION ONLY

9. Graphic

3 QUESTIONS IN THIS SECTION, ONE SINGLE CHOICE AND TWO MULTIPLE CHOICE. MULTIPLE CHOICE QUESTIONS WILL NEED A TRIGGER TO PROCEED TO THE NEXT QUESTION

SCREEN REFRESHES ON THE LAST QUESTION WITH THE PRO-SCRIPTION.

14

1.

a. the products   b. the pros   c. your pro-scription   d. transformation   e. the shoot   f. ((on/off   g. home   h. where to buy   i. pro-motion   j. connect

2.

THE DIAGNOSTIC

3.

4.

YOUR Pro-Scription

a.   **a.**

c.
body copy for your proscription goes your proscription goes here. body copy for your proscription goes here. body copy for your proscription goes here.
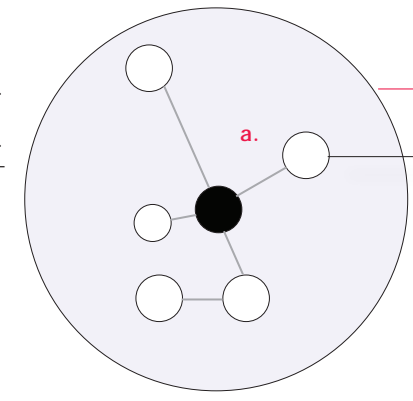
.5

a.

TITLE
small copy blurb

VOICE OF THE EXPERT

d.
here the copy will concentrate on a more personal voice using the outlook of one of. here the copy will concentrate on a more personal voice using the outlook of one of the three main experts.

e. SEND Pro-Scription TO YOUR PHONE

SEND

f.   PRINT YOUR Pro-Scription

X X

a.

© XX 2006 **b.** **.6**

**this space available for appropriate touts throughout the application

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NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy
  i. Navigation : pro-motion
  j. Navigation : connect

2. Copy : title

3. Video : self playing once the page is loaded there will be no player controls with this video

4. Pro-Scription
  a. graphic : shampoo product shot
  b. graphic : conditioner product shot
  copyCopy : Pro-Scription, title + body
  d. Copy : expert tip, title + body copy

  e. Copy & Functionality : send product list of Pro-Scription to mobile phone as an SMS code

  f. Navigation : "print" will print screen

5. Graphic & Functionality :
  a. Sputnik graphic with rollover states
  b. Rollover state copy

AFTER THE 5 QUESTIONS HAVE BEEN ANSWERED THE ANIMATION WILL CON-NECT THE VARIOUS ELEMENTS AND THE NUCLEUS WILL APPEAR

FOR PHASE 1 FLAT REPRESENTATION ONLY

6. Footer :
  a. Logo
  b. Copyright notice
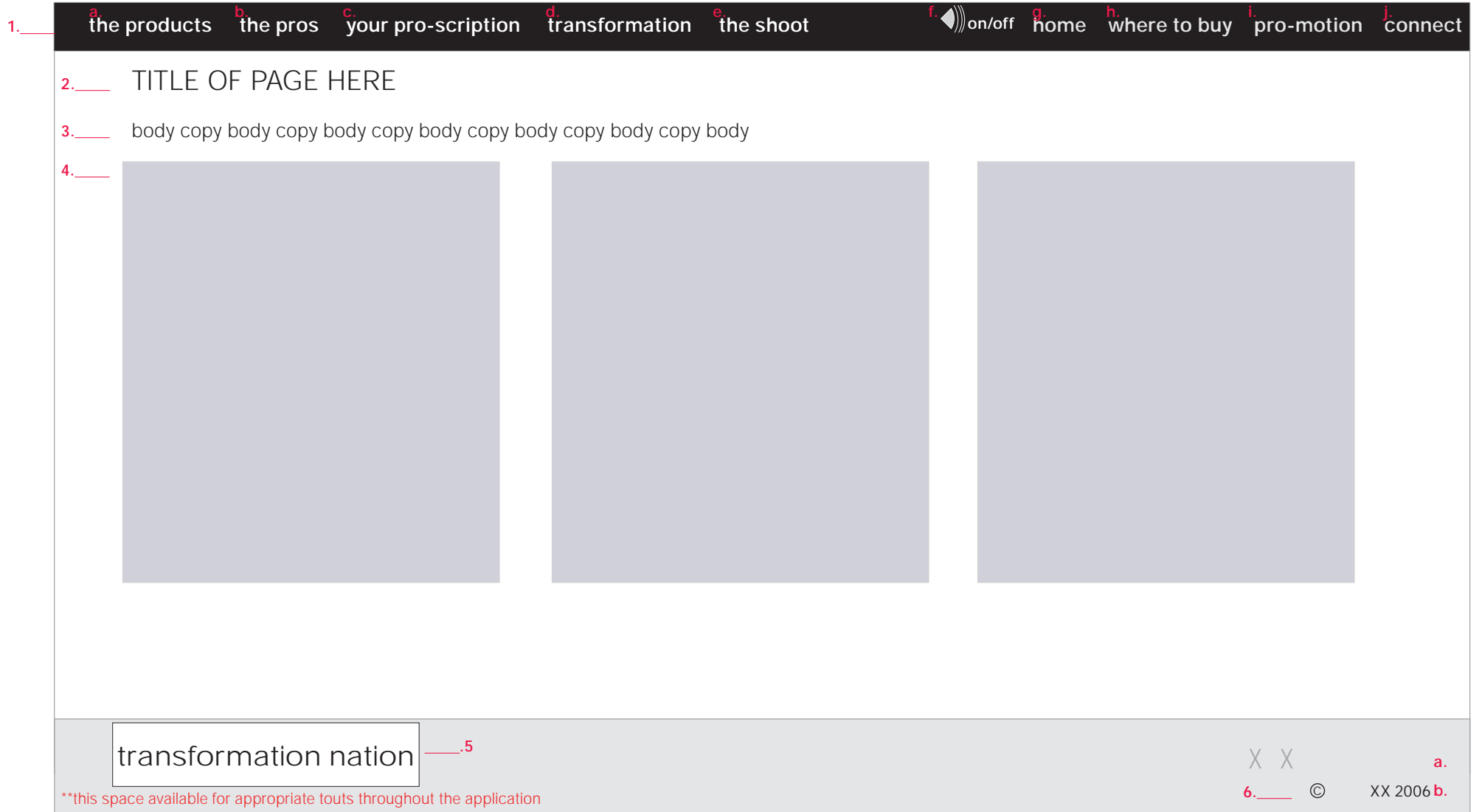
15

as available

1. ___

| a. the products | b. the pros | c. your pro-scription | d. transformation | e. the shoot | f. on/off | g. home | h. where to buy | i. pro-motion | j. connect |

2. ___ TITLE OF PAGE HERE

3. ___ body copy body copy body copy body copy body copy body copy body

4. ___

transformation nation ___ .5

**this space available for appropriate touts throughout the application

X X

a.

6. ___ © XX 2006 **b.**

NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy
  i. Navigation : pro-motion
  j. Navigation : connect

2. Copy : section title

3. Copy : body copy

4. Navigation & Images : video looks, images will serves as navigation links to the video represented by each image

5. Navigation/Tout : transformation nation

6. Footer :
  a. Logo
  b. Copyright notice

as available

1. ___

| a. the products | b. the pros | c. your pro-scription | d. transformation | e. the shoot | f.))on/off | g. home | h. where to buy | i. pro-motion | j. connect |

2. ___   VIDEO LOOKS

3. ___ LOOKS OVERVIEW

4. ___   <PREVIOUS   NEXT LOOK >

5. ___ Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over

6. ___

▶ a. ████████ b.

transformation nation ___.7

**this space available for appropriate touts throughout the application

X X

8. ___ © XX 2006

a.

b.

NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy
  i. Navigation : pro-motion
  j. Navigation : connect

2. Copy : section title

3. Navigation : looks overview

4. Navigation : previous/next

5. Copy : body copy

6. Video
  a. navigation : stop/play
  the stop/play will toggle between two iconic states : stop ■ play ▶
  b. function : scrubber

7. Navigation/Tout : transformation nation

8. Footer :
  a. Logo
  b. Copyright notice

17

as available

the products   the pros   your pro-scription   transformation   the shoot   on/off   home   where to buy   pro-motion   j. connect

1.____

a. [X]

b.

Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over
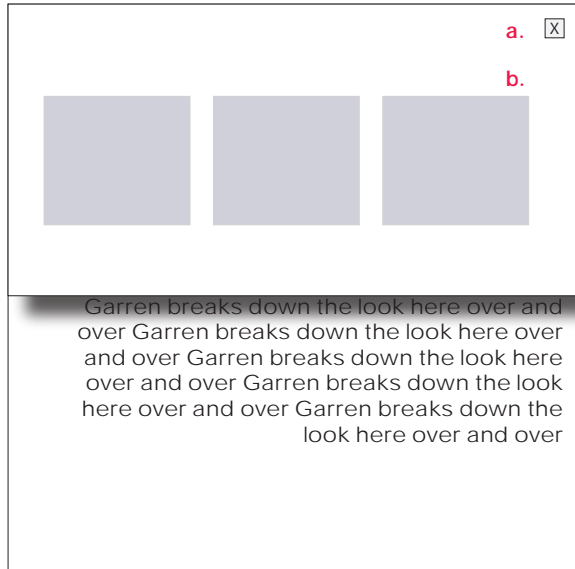
go to print looks

▶

transformation nation

X X

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**this space available for appropriate touts throughout the application

NOTES :::

1. Looks Overview Interface

    a. Navigation : close

    b. Navigation : image stills to unique look

as available

1.

a. the products **b.** the pros **c.** your pro-scription **d.** transformation **e.** the shoot **f.** on/off **g.** home **h.** where to buy **i.** pro-motion **j.** connect

TRANSFORMATION NATION ___.2

submit your own street shooter photo ____.3

< 1 . 2 . 3 > ____.4

5.___

a.
name **b.**
where from **c.**
hair obsession story would go here **d.**

name
where from
hair obsession story would go here

name
where from
hair obsession story would go here

name
where from
hair obsession story would go here

name
where from
hair obsession story would go here

BEFORE & AFTER ___.6

X X **a.**

7.___ © XX 2006 **b.**

**this space available for appropriate touts throughout the application

NOTES :::

1. Header :
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  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : home
  h. Navigation : where to buy
  i. Navigation : pro-motion
  j. Navigation : connect

2. Copy : page title

3. Navigation : "submit own photo"

4. Navigation : pagination (if needed)

5. Individual Street Shooter :
  a. Graphic
  b. Copy : name
  c. Copy : where from
  d. Copy : their "hair obsession"

6. Navigation/Tout : "Before & After"

7. Footer :

a. Logo
b. Copyright notice

19

Hair Obsessed ___.2

return to gallery ___.3

instructional copy to go here. instructional copy to go here. instructional copy to go here. instructional copy to go here. instructional copy to go here. ___.4

5.___ a. **name**   b. [   ]

6.___ a. **email address**   b. [   ]

7.___ a. **confirm email**   b. [   ]

8.___ a. **your hair obsession**   b. character limit ####

c. [   ]

9.___ a. **upload photo** [browse] b.

10___ ☐ I have read the rules and accept them
a. b.

11.___ [submit]

FOR ERROR MESSAGE HANDLING PLEASE REFER TO APPENDIX A : ERROR MESSAGE HANDLING.

BEFORE & AFTER ___.12

**this space available for appropriate touts throughout the application

X X   a.

13.___ © XX 2006 b.

NOTES :::

1. Header :
 a. Navigation : the products
 b. Navigation : the pros
 c. Navigation : your pro'scription
 d. Navigation : transformation
 e. Navigation : the shoot
 f. Function : volume control
 g. Navigation : home
 h. Navigation : where to buy
 i. Navigation : pro-motion
 j. Navigation : connect

2. Copy : page title

3. Navigation : "return to gallery"

4. Copy : instructional copy

5. Form element : name
 a. copy
 b. entry field

6. Form element : email address
 a. copy
 b. entry field

7. Form element : confirm email
 a. copy
 b. entry field

8. Form element : your hair obsession
 a. copy
 b. character count / decreases with entry
 c. entry field

9. Form element : confirm email
 a. copy
 b. functionality : browse

10. Form element : confirm email
 a. check box
 b. navigation : rules of contest

11. Form element : submit button

12. Navigation/Tout : "Before & After"

13. Footer :
 a. Logo
 b. Copyright notice

the products   the pros   your pro-scription   transformation   the shoot   on/off   home   where to buy   pro-motion   j.connect

the models

the style squad

the vision

the commercial

X X

©   XX 2006

**this space available for appropriate touts throughout the application

NOTES :::

OPENING TRANSITION ANIMATION WILL BE
PLAYED BEFORE USER ENTERS INTO THE
"SHOOT" SECTION.

WILL RESOLVE TO INTERFACE FOR THE
VIDEO NAVIGATION AND WILL DEFAULT TO
THE FIRST VIDEO, "THE MODELS".

as
available

1.

| a. the products | b. the pros | c. your pro-scription | d. transformation | e. the shoot | f. on/off | g. home | h. where to buy | i. pro-motion | j. connect |

3. a.

2. a. the models

b. the style squad

c. the vision

d. the commercial

b. c d. e.

⟪ ▶ ⟫

X X

a.

© XX 2006 b.

4.

**this space available for appropriate touts throughout the application

NOTES :::

1. Header :
a. Navigation : the products
b. Navigation : the pros
c. Navigation : your pro'scription
d. Navigation : transformation
e. Navigation : the shoot
f. Function : volume control
g. Navigation : home
h. Navigation : where to buy
i. Navigation : pro-motion
j. Navigation : connect

2. Navigation : video
a. the models
b. the style squad
c. the vision
d. the commercial

3. Video controls :
a. Stage : video playing area
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

4. Footer :
a. Logo
b. Copyright notice

Appendix A

share / utilities

error message handling

the products   the pros   your pro-scription   transformation   the shoot   1._____   n/off   home   where to buy   pro-motion   j. connect

2._____   **EMAIL THIS PAGE**   .5
3._____   *required field

4._____   FRIEND'S NAME

FRIEND'S EMAIL*

YOUR NAME

YOUR EMAIL*

submit   .6

**this space available for appropriate touts throughout the application

X X

©   XX 2006

NOTES :::

POP UP BOX

1. Copy : title

2. Copy : title

3. Copy : required fields

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

5. Functionality : close window

6. Functionality : "submit"

24

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.

U.2.2 Email the Page

1.____
2.____
3.____

EMAIL THE VIDEO
*required field

FRIEND'S NAME

FRIEND'S EMAIL*

YOUR NAME

YOUR EMAIL*

.4

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"

U.3 Download the video

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

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"

U.4 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

These modules will appear as an overlay. If overlay appears on a page that has video, video will freeze until the overlay is closed. Once closed it will resume playing.

U.6 Newsletter Form

1.____

copy TITLE

copy welcome message

copy needed here

(if you are already a XX Society member, you can update your contact information, by clicking here.)   ____.2

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. XX isn't responsible for late, lost, and/or undeliverable mail.*

3.____   **entry form**

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. XX isn't responsible for late, and/or undeliverable mail

5.____

review privacy policy   [**SUBMIT**]

1. Copy
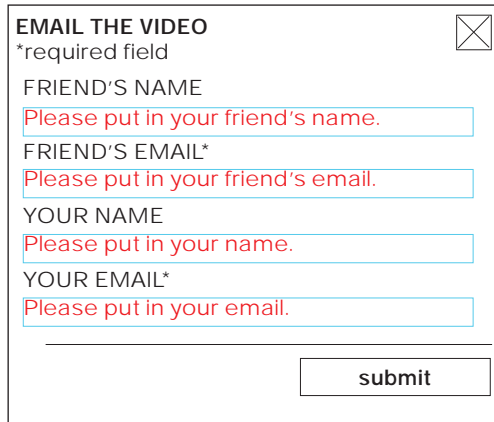
2. spawns an external link in new browser window. (http://www.lorealparisusa.com/frames.asp#LopMembership/duallink.asp?navLink=3)

3. Form Entry fields with copy

4. spawns an external link in new browser window. (http://www.lorealparisusa.com/frames.asp#privacy/index.asp)

Error message & Thank You message

The required field module is for use with the Utilities/Share (same functionality should be used for the Coupon as well when rolled out in phase 2), the Thank You message is for use with U.2.1 "email this page", U.2.2 "email the video" and U.3 "download the video".
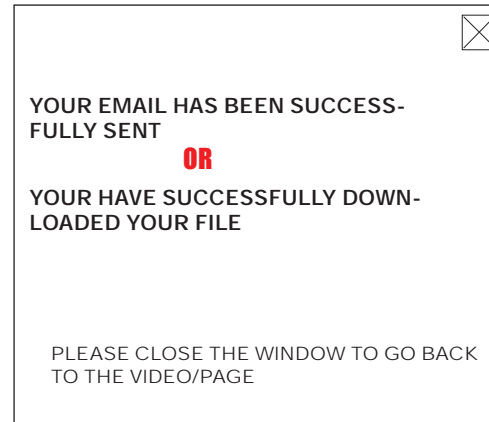
Required Fields Interface

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/PAGE

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.

**alternate solutions / for reference
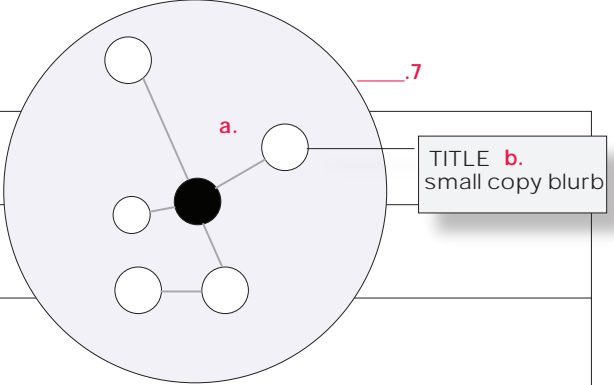purposes only do not use for design or
production**

as
available

1.

THE DIAGNOSTIC
.2

spectacular vive copy to go here about the won-
ders of the new product line that is offered by
.3

a.   **b.**   **c.**
are you a ◯ woman or a ◯ man?

4.

5.

1

2

3

4

5

a.

.7

TITLE **b.**
small copy blurb

THE PROS   .6

X X

a.

© XX 2006 **b.**   .9

**this space available for appropriate touts throughout the application

NOTES :::

1.

1.

a. the products   **b.** the pros   **c.** your pro-scription   **d.** transformation   **e.** the shoot   **f.** on/off   **g.** home   **h.** where to buy   **i.** pro-motion   **j.** connect

THE DIAGNOSTIC
.2

spectacular vive copy to go here about the won-
ders of the new product line that is offered by
.3

1

TITLE **b.**

small copy blurb

a.

.5
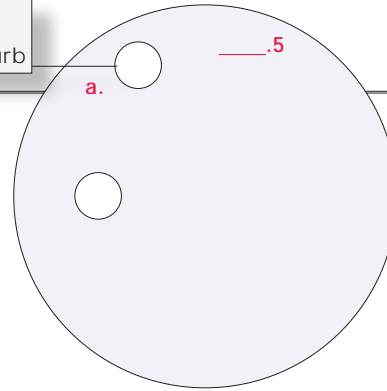
question 2 **a.**

The copy for this question will be placed **b.**
here, asking a general question. Visual treat-
ment will be pairing all of these questions
with interesting graphics and/or pictures to
illustrate?

TIP **c.**

copy for tip would
go here. copy for
tip would go here.
copy for tip would
go here.

○ choice **d.**   ○ choice   ○ choice

← **e.**   **f.** →

4.

3

4

5

THE PROS
.6

X X

a.

©   XX 2006 **b.** .8

**this space available for appropriate touts throughout the application

NOTES :::

1.

1.
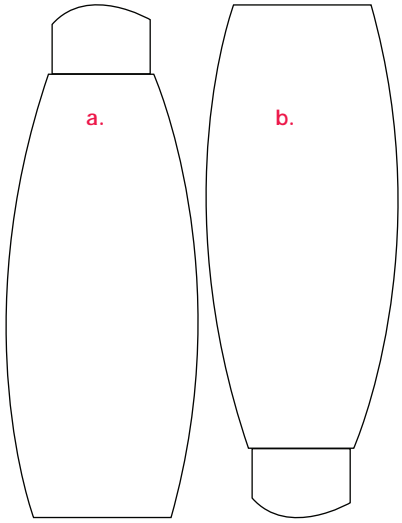
a. **the products**   b. **the pros**   c. **your pro-scription**   d. **transformation**   e. **the shoot**   f. ◀))on/off   g. **home**   h. **where to buy**   i. **pro-motion**   j. **connect**

2.

THE DIAGNOSTIC

spectacular vive copy to go here about the won-
ders of the new product line that is offered by   .3

4.

a.   b.

YOUR Pro-Scription

c.
body copy for your proscription goes here. body copy for your proscription
goes here. body copy for your proscription goes here. body copy for your
proscription goes here. body copy for your proscription goes here. body
copy for your proscription goes here.

VOICE OF THE EXPERT

d.
here the copy will concentrate on a more personal voice using the outlook
of one of the three main experts. here the copy will concentrate on a more
personal voice using the outlook of one of the three main experts. here the
copy will concentrate on a more personal voice using the outlook of one of
the three main experts.

e. SEND Pro-Scription TO YOUR PHONE

[   ] [   ] [   ] SEND

f. PRINT YOUR Pro-Scription

THE PROS   .5

X X

a.

© XX 2006 **b.**   .7

**this space available for appropriate touts throughout the application

NOTES :::

1.

as available

1.____

.2

s e e   t h e   l o o k   b e f o r e
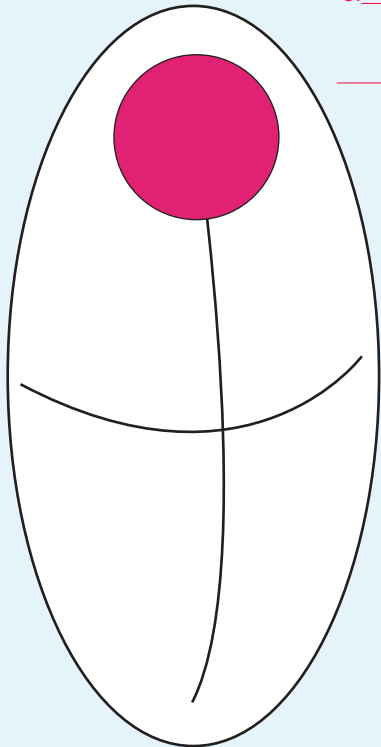
3.____ THE LOOK

____.4 get the look you want with the hair you have. get the look you want with the hair you have. ____.5

get the look you want with the hair you have. get the look you want with the hair you have. get the look you want with the hair you have.

____.6

What is her Pro-Scription? **a.**

b. from copy perspective will this all be placed on screen or will this be the tear-sheet **c.**

____.8

MODEL MINUTE

see what Lila did while she was in Buenos Aries during the shoot for Vive Pro

____.7

HOW TO GET THE LOOK

Garren takes you through how LaSalla got her look, check out the link below to see this cool video

1 - 2 - 3 - 4 - 5 ____.9

transformation nation ____.10

**this space available for appropriate touts throughout the application

X X   **a.**

11.____   ©   XX 2006 **b.**

NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : where to buy
  h. Navigation : connect
  i. Navigation : home

2. Navigation : "Before" call to action

3. Copy : section title

4. Graphic : AFTER shot

5. Copy : body copy

6. Tout : "Pro-Scription"
  a. Copy : title
  b. Graphic
  c. Copy : body copy

7. Tout : "get the look" video

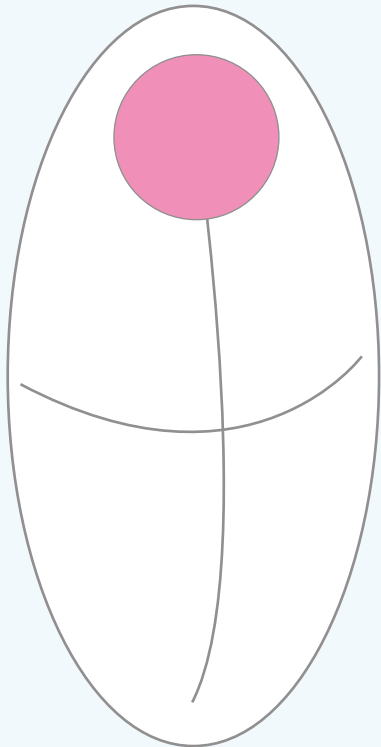**7.** Tout : "model minute" video

8. Navigation : sub-navigation to other models

9. Navigation/Tout : transformation nation

10. Footer :
  a. Logo
  b. Copyright notice

the products   the pros   your pro-scription   transformation   the shoot   ))on/off   home   where to buy   pro-motion   j. connect

s
e
e

t
h
e

l
o
o
k

a
f
t
e
r

THE LOOK

get the look you want with the hair you have. get the look you want with the hair you have.

get the look you want with the hair you have. get the look you want with the hair you have. get the look you want with the hair you have.

What is her Pro-Scription?

from copy perspective will this all be placed on screen or will this be the tear-sheet

MODEL MINUTE

see what Lila did while she was in Buenos Aries during the shoot for Vive Pro

a.

b. c. d. e.

1 - 2 - 3 - 4 - 5

transformation nation

X X

© XX 2006

**this space available for appropriate touts throughout the application
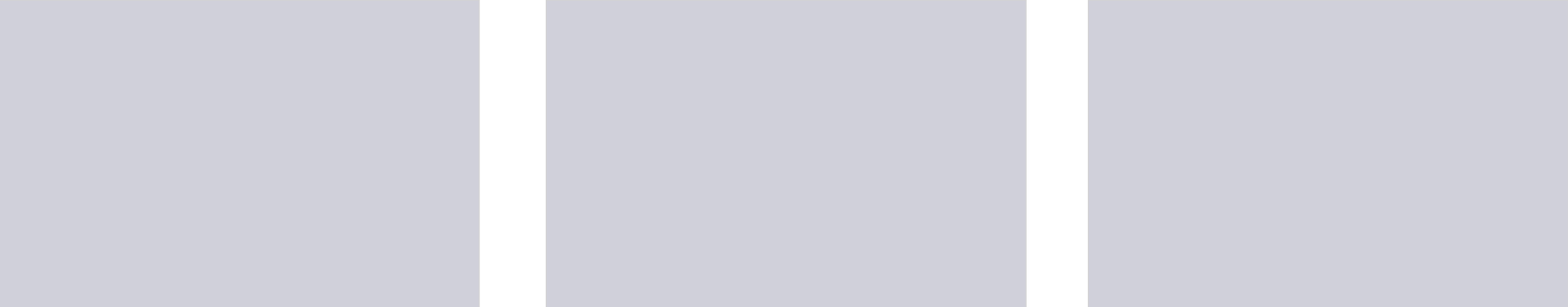
NOTES :::

1. 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

33

as available

1._____

a. the products   **b.** the pros   **c.** your pro-scription   **d.** transformation   **e.** the shoot   **f.** on/off   **g.** home   **h.** where to buy   **i.** pro-motion   **j.** connect

2.____ TITLE OF PAGE HERE

3.____ body copy body copy body copy body copy body copy body copy body

4.____

5.____ VIDEO LOOKS

6.____

7.____ PRINT LOOKS

transformation nation ____.8

X X

a.

9.____ © XX 2006 **b.**

**this space available for appropriate touts throughout the application

---

NOTES :::

1. Header :
  a. Navigation : the products
  b. Navigation : the pros
  c. Navigation : your pro'scription
  d. Navigation : transformation
  e. Navigation : the shoot
  f. Function : volume control
  g. Navigation : where to buy
  h. Navigation : connect
  i. Navigation : home

2. Copy : section title

3. Copy : body copy

4. Navigation & Images : video looks, images will serves as navigation links to the video represented by each image

5. Copy : sub-section title

6. Navigation & Images : print looks, images will serves as navigation links to the video represented by each image

7. Copy : sub-section title

8. Navigation/Tout : transformation nation

9. Footer :
  a. Logo
  b. Copyright notice

These modules will appear as an overlay. If overlay appears on a page that has video, video will freeze until the overlay is closed. Once closed it will resume playing.

U.6 Newsletter Form

1.____ **get the XX newsletter**
welcome to the sign-up page

as a subscriber, you'll get exclusive tips straight from our experts - and you'll be the first to know about new looks and products, events, and much more! you'll also receive our monthly "Beauty News" column which is packed with inside information on the hottest beauty innovations.

this service is FREE from us to you because you're worth it!

to join, just fill out and submit the entry form to your right.

(if you are already a XX Society member, you can update your contact information, by clicking here.)   ____.2

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. XX isn't responsible for late, lost, and/or undeliverable mail.*

3.____ **entry form**
*required field

*first name   [   ]

*last name   [   ]

*e-mail address   [   ]

*e-mail confirm   [   ]

a.____
*birth date   [month ▼] [day ▼] [year ▼]
US law requires that we ask your birthdate

4.____ *i'd like you to e-mail me using this format
◉ html ○ text ○ i'm not really sure

i'm also interested in receiving information about :

☐ cosmetics ☐skincare ☐haircolor ☐haircare

☐ i want XXj to send text messages to my cel phone.
e.g. 555-555-5555 [   ]–[   ]–[   ]

5.____ *privacy policy   _____

[submit]

1. Copy

2. spawns an external link in new browser window. (http://www.lorealparisusa.com/frames.asp#LopMembership/duallink.asp?navLink=3)

3. Form Entry fields with copy

4. This question for e-mail format should default to "html"

5. spawns an external link in new browser window. (http://www.lorealparisusa.com/frames.asp#privacy/index.asp)

as available

1.____

2.____ PRINT LOOKS

3.____ LOOKS OVERVIEW

4.____ <PREVIOUS   NEXT LOOK >

5.____ Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over Garren breaks down the look here over and over

6.____

7.___ go to video looks

transformation nation —.8

X X

a.

9.____ © XX 2006 b.

**this space available for appropriate touts throughout the application*

NOTES :::

1. Header :

  a. Navigation : the products

  b. Navigation : the pros

  c. Navigation : your pro'scription

  d. Navigation : transformation

  e. Navigation : the shoot

  f. Function : volume control

  g. Navigation : where to buy

  h. Navigation : connect

  i. Navigation : home

2. Copy : section title

3. Navigation : looks overview (see previous page for functionality)

4. Navigation : previous/next

5. Copy : body copy

6. Graphic

7. Navigation : go to print looks

8. Navigation/Tout : transformation nation

9. Footer :

  a. Logo

b. Copyright notice

Revision History

date	version	change	author	internal	client
18.may.06	v. 1	baseline	d. sansone		
23.may.06	v. 1.1	-added new flow for diagnostic -appendix A added for share/utilies -error message handling added -appendix B created to park alternate ideas	d. sansone		yes : per on-site meeting in B.Aries
25.may.06	v. 1.2	-added "home" navigation link	d. sansone	yes per email from J. Shcering	
31 may 06	v. 1.3	- re-order of navigation / nomenclature changes	d. sansone		yes : G. Greenberg 31 may 06 phonecall
02 jun 06	v. 1.4	- re-order of navigation -split of diagnostic and pros. -pros is now elevated to a global section -restructuring of layout to reflect visual design	d. sansone		yes : client meeting 01 june 06
08 jun 06	v. 1.5	- re-work of transformation section -added 4.1 :Looks -added 4.1.1 : video -model minutes changed to 4.2 -transformation natin 4.3 -rework of diagnostic to address the split of the hair that you have / the hair you want	d. sansone		yes : client requests
16 jun 06	v. 1.6	-removed share as was not applicable -home added in place of share (already noted in notes) -added U.6 Newsletter to the utilities -added section 3.1.3.1 to sitemap to clarify the SMS functionality, which for launch is the Pro-scription only (title with products in the pro'scription)	d. sansone		yes : client requests
20 jun 06	v. 1.7	-newsletter link changed to Sign-up -Email to a friend ; post launch -added link in the product drill down for the conditioner -added "top 10 tips" link in the Pros section	d. sansone		yes : client requests

Revision History II

date	version	change	author	internal	client
27 jun 06	v. 1.8	-added pro-motion, change made to global nav as well	d. sansone		y. g. green-berg